

CGA LICENCED PREMISES

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Area: P00245_Canal Tavern, Kidsgrove, ST7 1EF (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	100.5	81.7	123			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	26.8	28.2	95			
Restaurant	4	26.8	32.1	84			
Residential	0	0.0	2.7	0			

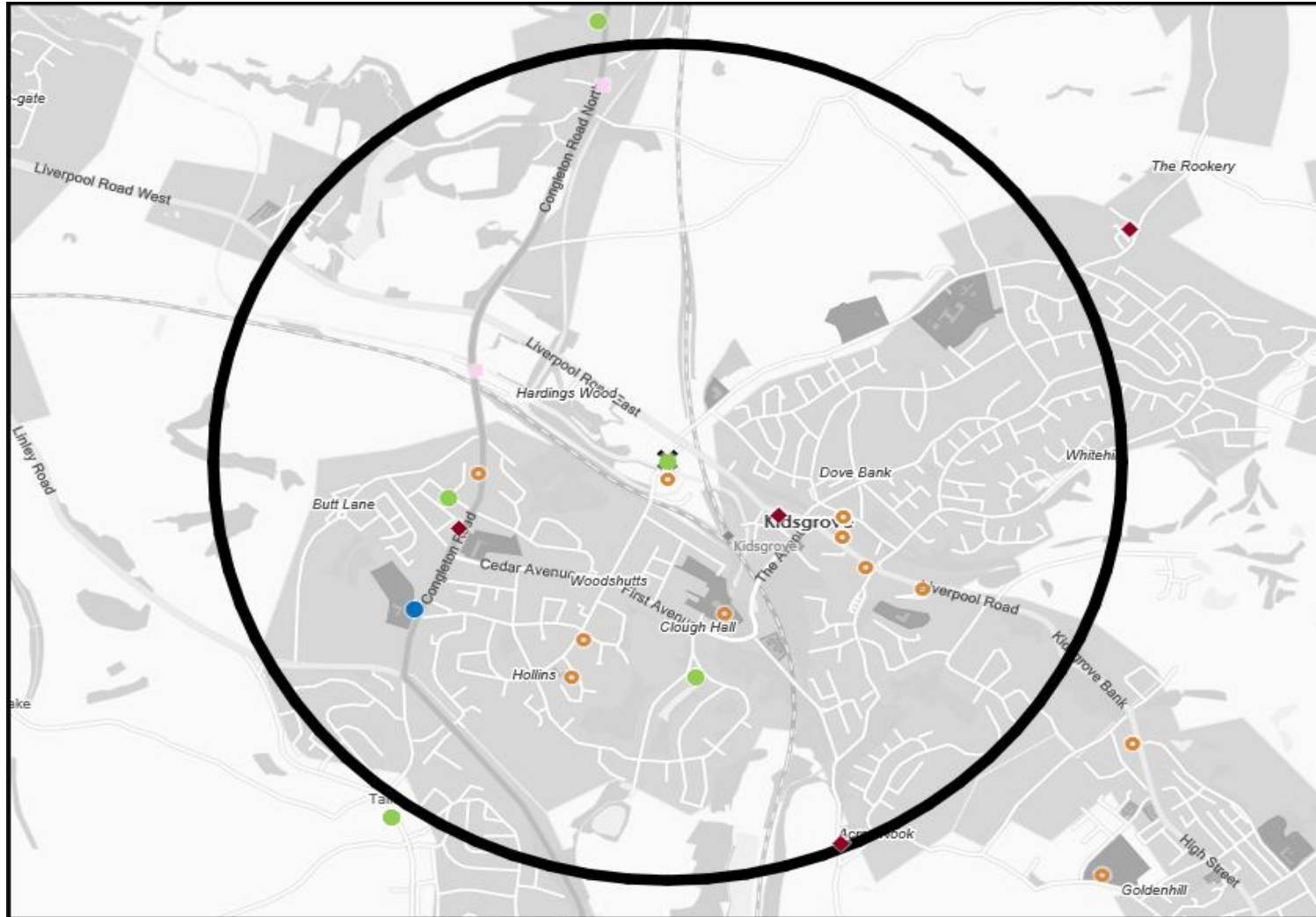
Name	Description	License Type	Owner Name	Postcode
Canal Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 1EF
Park Hall Day Nursery	Unknown	Pubs & Full On	Unknown	ST 7 1LX
Rifleman Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 6 4QL
Kidsgrove Cricket Club	Independent Free	Registered Club	Independent Free	ST 7 1AN
Clough Hall	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 1AN
Kidsgrove Athletic Supporters Club	Independent Free	Registered Club	Independent Free	ST 7 1DQ
Harecastle Hotel	Unknown	Pubs & Full On	Unknown	ST 7 1EA
Bluebell Inn	Independent Free	Pubs & Full On	Independent Free	ST 7 1EG
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 7 1LW
Masoom Massala	Independent Free	Restaurant	Independent Free	ST 7 1NE
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 1NN
Red Bull	Robinsons	Pubs & Full On	Robinsons	ST 7 3AJ
Bleeding Wolf	Robinsons	Pubs & Full On	Robinsons	ST 7 3BQ
Queens Head	Independent Free	Pubs & Full On	Independent Free	ST 7 4AB
Kidsgrove Labour Club	Independent Free	Registered Club	Independent Free	ST 7 4AB
Plough Inn	Independent Free	Pubs & Full On	Independent Free	ST 7 4EW
Crown And Thistle	Independent Free	Pubs & Full On	Independent Free	ST 7 4EY
Arena Restaurant	Independent Free	Restaurant	Independent Free	ST 7 4AB
Kidsgrove Town Hall	Independent Free	Pubs & Full On	Independent Free	ST 7 4EH
Butt Lane Comm & Training Centre	Independent Free	Registered Club	Independent Free	ST 7 1DG
Oriental Pearl	Independent Free	Restaurant	Independent Free	ST 7 4AB
Fifth On Forth	Independent Free	Restaurant	Independent Free	ST 7 1DP
Victoria Tap Room	Independent Free	Pubs & Full On	Independent Free	ST 7 4EL

MAP OF AREA

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Source: OS Open Data 2018

Area: P00245_Canal Tavern, Kidsgrove, ST7 1EF (1 Mile contour)



















KEY

- Large pub co's & bars
 - Admiral Taverns Ltd
 - Ei Group
 - Greene King
 - Marston's
 - Mitchells & Butlers
 - Punch Pub Company
 - Stonegate Pub Company
 - Star Pubs & Bars
 - Wetherspoon
 - Whitbread
 - Shepherd Neame
- Small to medium pub co's & bars
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00245_Canal Tavern, Kidsgrove, ST7 1EF (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	642	9.8	22.1	45		
 2 Rising Prosperity	91	1.4	10.2	14		
 3 Comfortable Communities	2,273	34.9	26.5	132		
 4 Financially Stretched	2,964	45.5	23.7	192		
 5 Urban Adversity	495	7.6	17.2	44		
 6 Not Private Households	53	0.8	0.3	236		
 Graph						
Total households	6,518					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00245_Canal Tavern, Kidsgrove, ST7 1EF (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	0	0.0	1.1	0		
1.B Executive Wealth	325	5.0	11.3	44		
1.C Mature Money	317	4.9	9.6	50		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	91	1.4	6.4	22		
3. Comfortable Communities						
3.F Countryside Communities	470	7.2	5.7	126		
3.G Successful Suburbs	335	5.1	6.0	86		
3.H Steady Neighbourhoods	795	12.2	7.4	165		
3.I Comfortable Seniors	625	9.6	2.9	336		
3.J Starting Out	48	0.7	4.6	16		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	827	12.7	8.0	159		
4.M Striving Families	1,280	19.6	7.4	264		
4.N Poorer Pensioners	857	13.1	5.8	228		
5. Urban Adversity						
5.O Young Hardship	207	3.2	6.3	51		
5.P Struggling Estates	168	2.6	5.7	45		
5.Q Difficult Circumstances	120	1.8	5.2	35		
6. Not Private Households						
6.R Not Private Households	53	0.8	0.3	236		
Total households	6,518					

Acorn Group Pen Portrait

5
Q
Difficult Circumstances

2.3M
UK Adults

4.3%
of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 58%

Shopping online makes my life easier

59%

UK average: 62%

I love the ease of using chat bots to get answers

29%

UK average: 28%

TOP BEHAVIOURS

Around 1 in 5 won't have used the internet recently

Below average social media use – apart from TikTok and Snapchat

Watching TV / videos on YouTube



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00245_Canal Tavern, Kidsgrove, ST7 1EF (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

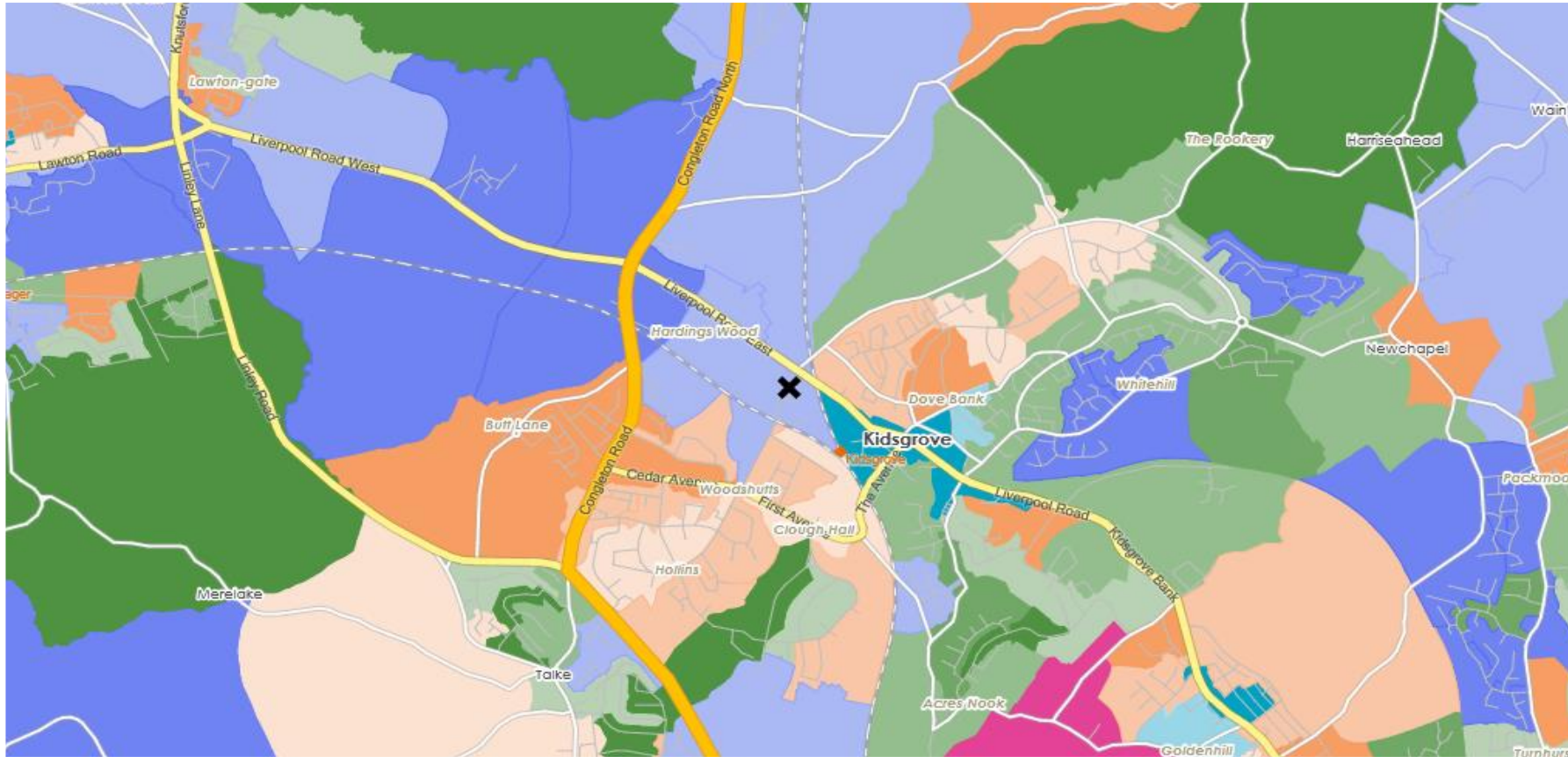
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	58	0.9	2.6	34			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	242	3.7	2.2	167			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	25	0.4	1.6	24			
1.C Mature Money							
1.C.10 Better-off villagers	47	0.7	3.1	23			
1.C.11 Settled suburbia, older people	7	0.1	2.8	4			
1.C.12 Retired and empty nesters	263	4.0	2.5	164			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	91	1.4	2.0	71			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	470	7.2	3.2	225			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	335	5.1	2.7	191			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	600	9.2	3.5	266			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	195	3.0	2.3	128			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	625	9.6	2.4	404			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	48	0.7	2.4	31			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	639	9.8	2.6	373			
4.L.39 Fading owner occupied terraces	188	2.9	2.9	99			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	102	1.6	1.6	98			
4.M.42 Struggling young families in post-war terraces	8	0.1	1.6	7			
4.M.43 Families in right-to-buy estates	1,111	17.0	2.0	836			
4.M.44 Post-war estates, limited means	59	0.9	2.2	42			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	83	1.3	0.8	162			
4.N.46 Elderly people in social rented flats	43	0.7	1.0	64			
4.N.47 Low income older people in smaller semis	702	10.8	2.2	482			
4.N.48 Pensioners and singles in social rented flats	29	0.4	1.7	26			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	31	0.5	2.2	22			
5.O.50 Struggling younger people in mixed tenure	90	1.4	1.8	77			
5.O.51 Young people in small, low cost terraces	86	1.3	2.3	58			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	168	2.6	1.6	161			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	64	1.0	1.8	56			
5.Q.59 Deprived areas and high-rise flats	56	0.9	2.0	44			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	53	0.8	0.3	286			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,518						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00245_Canal Tavern, Kidsgrove, ST7 1EF (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest Means
 - 4.M Striving Families
 - 4.N Poorer Pensioners
 - 5.O Young Hardship
 - 5.P Struggling Estates
 - 5.Q Difficult Circumstances
 - 6.R Not Private Households
- Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

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