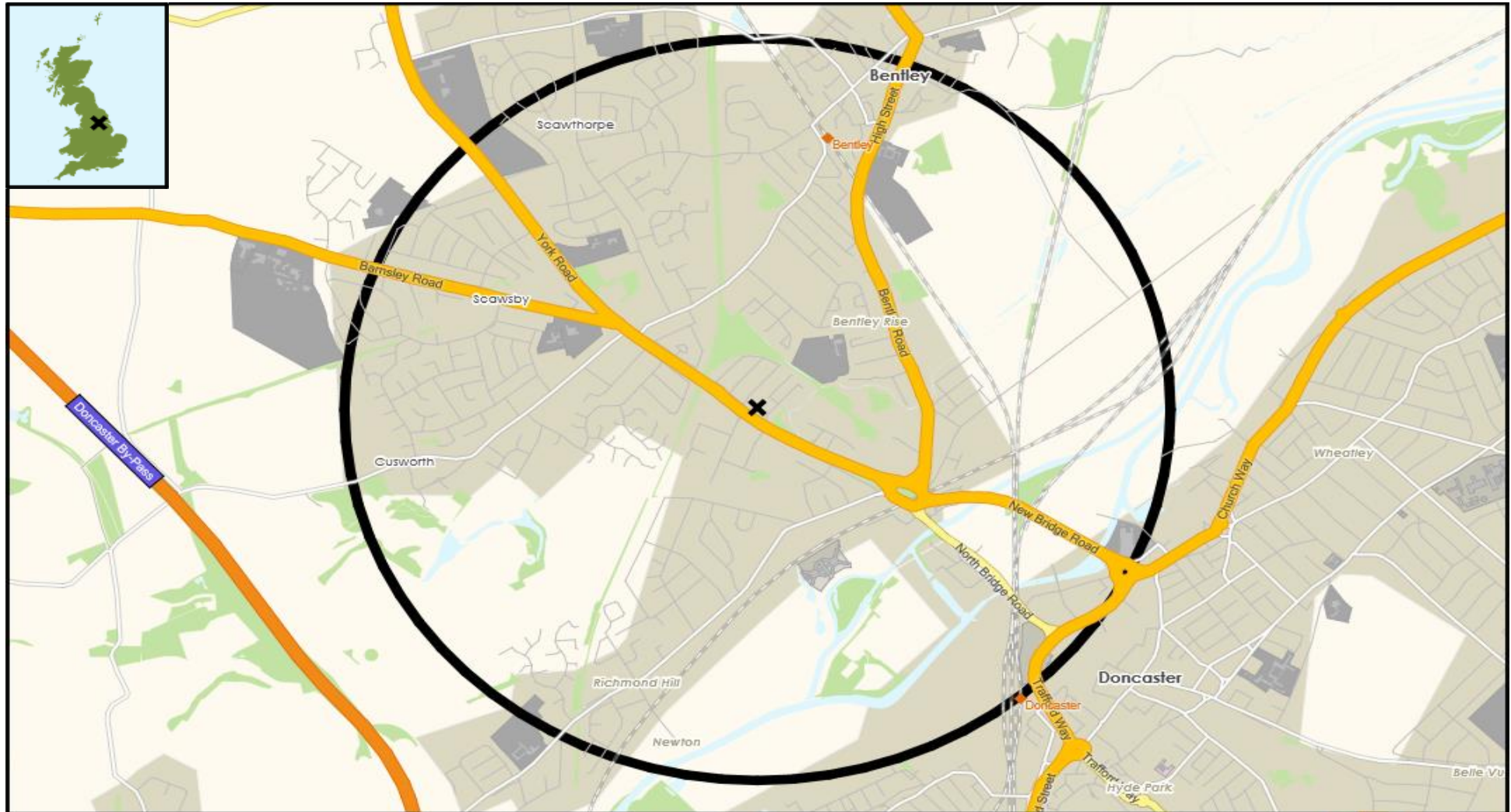


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)

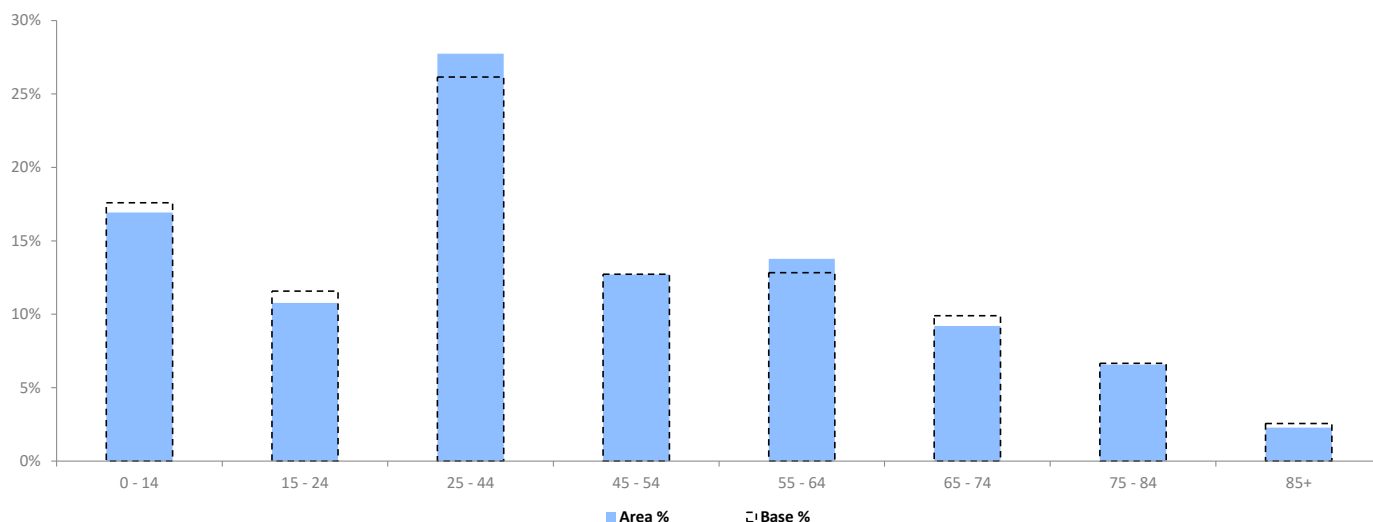


# POPULATION PROJECTIONS

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Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,482	16.9	17.6	96			
15 - 24	2,214	10.8	11.6	93			
25 - 44	5,706	27.7	26.2	<b>106</b>			
45 - 54	2,615	12.7	12.7	100			
55 - 64	2,834	13.8	12.8	<b>107</b>			
65 - 74	1,894	9.2	9.9	93			
75 - 84	1,350	6.6	6.7	99			
85+	469	2.3	2.6	89			
<b>Total population</b>	<b>20,564</b>						



# EXPENDITURE

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Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)  
Base: Great Britain  
Year: 2022

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£588,684	£68.85	£73.74	93			
2. Alcoholic beverages, tobacco and narcotics	£269,013	£31.46	£27.43	115			
3. Clothing & Footwear	£358,055	£41.88	£41.92	100			
4. Housing, water, electricity, gas and other fuels	£691,249	£80.85	£92.23	88			
5. Furnishings, equipment and routine maintenance	£314,567	£36.79	£39.49	93			
6. Health	£140,983	£16.49	£16.97	97			
7. Transport	£860,287	£100.62	£115.30	87			
8. Communication	£129,932	£15.20	£14.64	104			
9. Recreation & Culture	£887,845	£103.84	£100.48	103			
10. Education	£116,011	£13.57	£22.34	61			
11. Restaurants & Hotels	£660,895	£77.30	£82.30	94			
12. Miscellaneous goods and services	£864,850	£101.15	£104.94	96			
<b>Total Expenditure</b>	<b>£5,882,372</b>	<b>£688.00</b>	<b>£731.77</b>	<b>94</b>			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

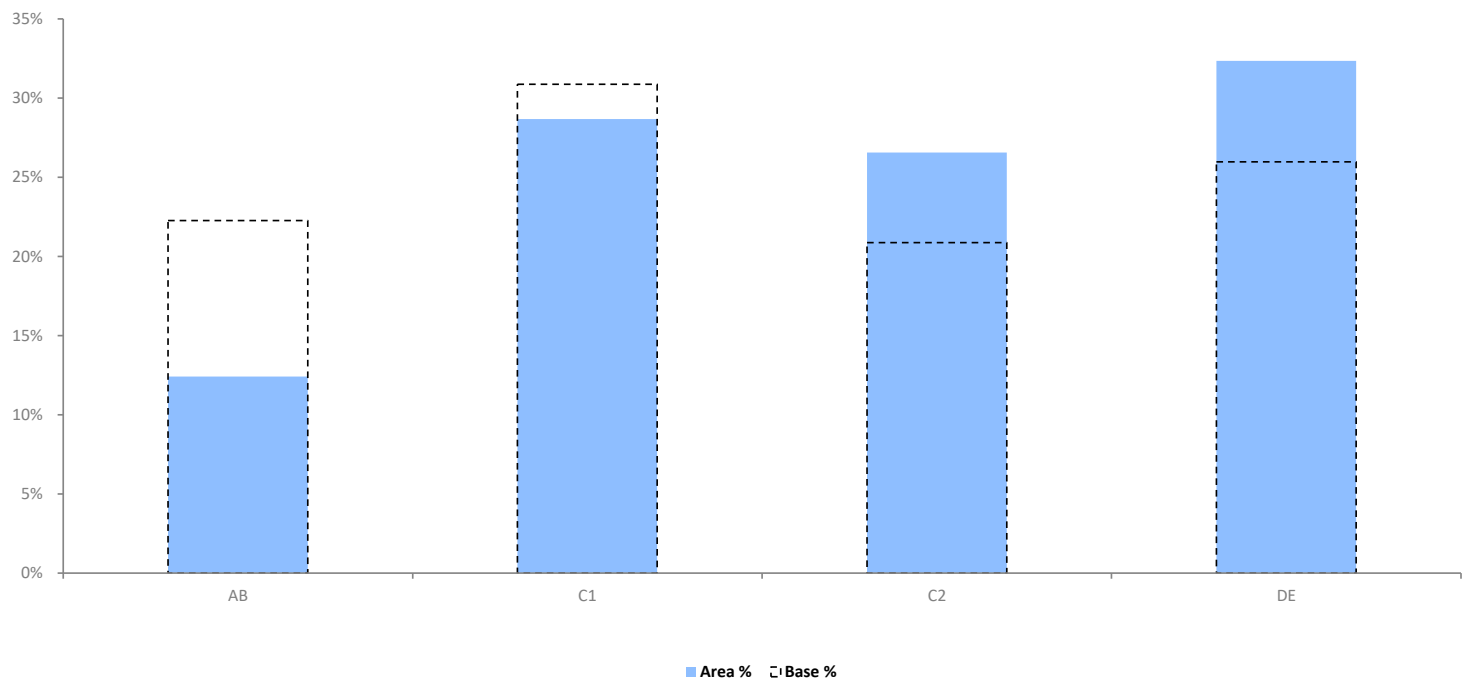
# UP TO DATE DEMOGRAPHICS

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Area:	P03414_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)
Base:	Great Britain
Year:	2022

## SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,054	12.4	22.3	56			
C1: Supervisory, clerical, jr managerial/admin/professional	2,433	28.7	30.9	93			
C2: Skilled manual workers	2,254	26.6	20.9	127			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,746	32.4	26.0	125			
<b>Total household reference persons aged 16 to 64</b>	<b>8,487</b>						



# CGA LICENCED PREMISES

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Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 M)  
Base: Great Britain  
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	48.6	82.8	59			
Proprietary Club	1	4.9	7.5	65			
Registered Club	7	34.0	28.7	<b>119</b>			
Restaurant	3	14.6	32.5	45			
Residential	0	0.0	2.8	0			

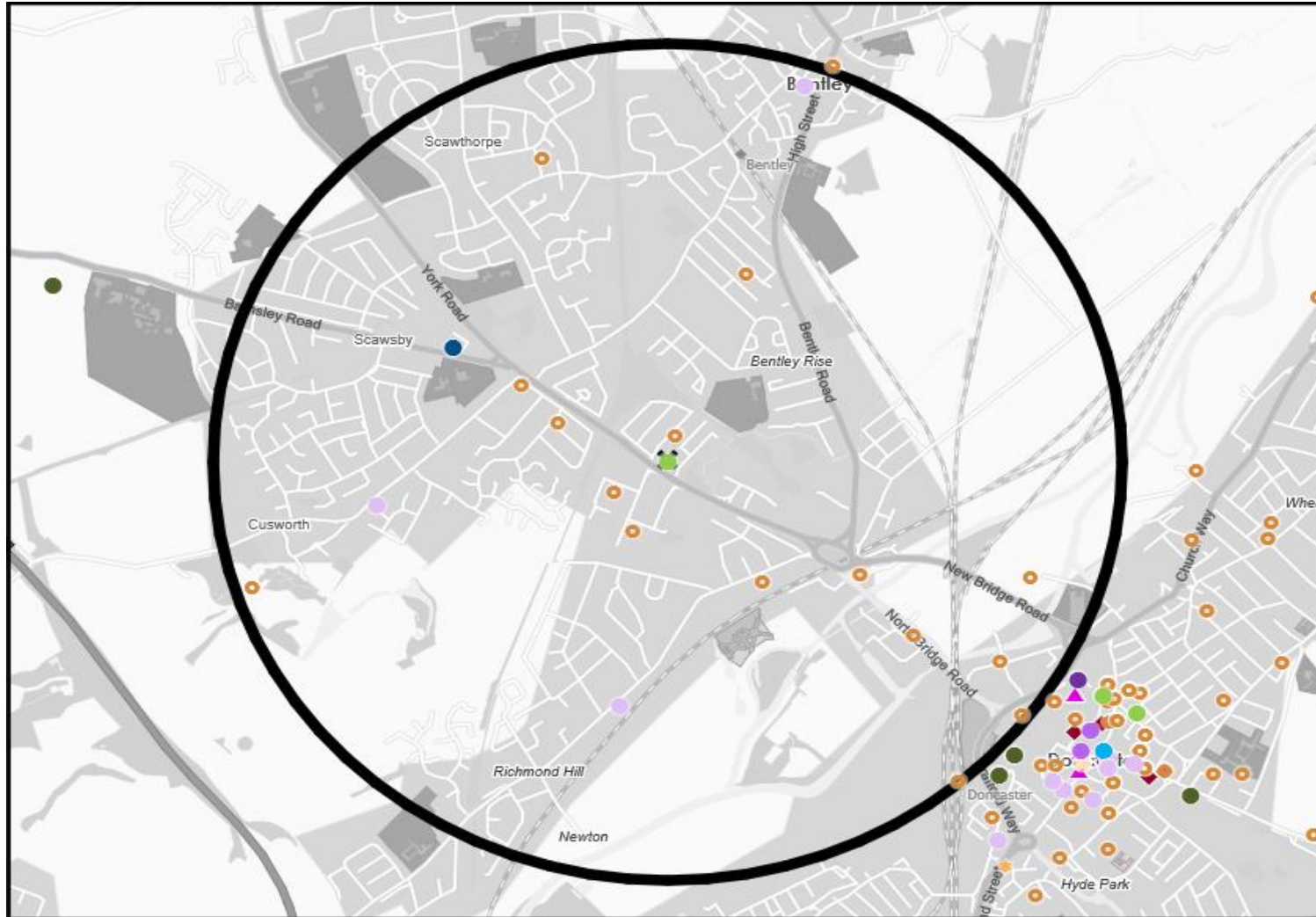
Name	Description	License Type	Owner Name	Postcode
Brit Sub Aqua Club	Independent Free	Registered Club	Independent Free	DN 1 1QN
White Swan	Independent Free	Pubs & Full On	Independent Free	DN 1 1QQ
Bay Horse Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 5 0DE
Newton Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 5 8BP
Grove Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN 5 8HL
York Bar Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	DN 5 8JH
Mallard	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN 5 8JN
Wheatley Hills Rugby Club	Independent Free	Registered Club	Independent Free	DN 5 8PT
Murphys Sports Bar	Independent Free	Registered Club	Independent Free	DN 5 8LU
Three Horse Shoes	Independent Free	Pubs & Full On	Independent Free	DN 5 9AG
Scawthorpe Social Club	Independent Free	Registered Club	Independent Free	DN 5 9NT
Bentley West End Working Mens Club	Independent Free	Registered Club	Independent Free	DN 5 9RQ
Sun Inn	Marston's	Pubs & Full On	Marston's	DN 5 8RN
Trattoria Toscana	Independent Free	Restaurant	Independent Free	DN 5 8HX
Warehouse	Independent Free	Proprietary Club	Independent Free	DN 5 9AD
Oriental Palace	Independent Free	Restaurant	Independent Free	DN 5 8BN
Naaz	Independent Free	Restaurant	Independent Free	DN 5 9BG
Doncaster College	Independent Free	Registered Club	Independent Free	DN 1 2RF
Butler's Tea Room & Bistro	Independent Free	Pubs & Full On	Independent Free	DN 5 7TU
Draughtsman Alehouse	Independent Free	Pubs & Full On	Independent Free	DN 1 1PE
Cusworth Hall	Independent Free	Pubs & Full On	Independent Free	DN 5 7TU

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03414\_Grove Inn, Doncaster, DN5 8HL (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



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	655	7.7	22.0	35		
2 Rising Prosperity	79	0.9	10.3	9		
3 Comfortable Communities	4,096	48.3	26.3	184		
4 Financially Stretched	2,494	29.4	23.7	124		
5 Urban Adversity	1,158	13.6	17.4	78		
6 Not Private Households	5	0.1	0.3	18		
Graph						
Total households		8,487				

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	287	3.4	11.2	30			
1.C Mature Money	368	4.3	9.6	45			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	79	0.9	6.3	15			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	67	0.8	5.7	14			
3.G Successful Suburbs	332	3.9	5.9	66			
3.H Steady Neighbourhoods	2,882	34.0	7.4	462			
3.I Comfortable Seniors	215	2.5	2.9	88			
3.J Starting Out	600	7.1	4.4	159			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	888	10.5	7.9	132			
4.M Striving Families	842	9.9	7.5	133			
4.N Poorer Pensioners	764	9.0	5.8	154			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,130	13.3	6.2	215			
5.P Struggling Estates	2	0.0	5.9	0			
5.Q Difficult Circumstances	26	0.3	5.3	6			
<b>6. Not Private Households</b>							
6.R Not Private Households	5	0.1	0.3	18			
<b>Total households</b>	<b>8,487</b>						

## Acorn Group Pen Portrait

## 3 H Steady Neighbourhoods

4.2M  
UK Adults8.0%  
of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

## CORE DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL



## TOP BEHAVIOURS





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)

Base: Great Britain

Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	1.A.1 Exclusive enclaves	0	0.0	0.1	0			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	94	1.1	2.6	42			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	183	2.2	2.2	98			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	10	0.1	1.6	7			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	92	1.1	2.8	38			
	1.C.12 Retired and empty nesters	276	3.3	2.5	132			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	79	0.9	1.9	49			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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	67	0.8	3.2	25			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	264	3.1	2.7	117			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	68	0.8	2.4	33			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	2,528	29.8	3.4	866			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	354	4.2	2.3	179			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	215	2.5	2.4	106			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	600	7.1	2.3	305			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	61	0.7	1.4	50			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	393	4.6	2.6	176			
	4.L.39 Fading owner occupied terraces	434	5.1	2.9	176			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	45	0.5	1.6	33			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
	4.M.43 Families in right-to-buy estates	775	9.1	2.1	445			
	4.M.44 Post-war estates, limited means	22	0.3	2.2	12			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	172	2.0	0.8	258			
	4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	560	6.6	2.3	292			
	4.N.48 Pensioners and singles in social rented flats	32	0.4	1.7	22			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	66	0.8	2.2	36			
	5.O.50 Struggling younger people in mixed tenure	40	0.5	1.8	27			
	5.O.51 Young people in small, low cost terraces	1,024	12.1	2.3	533			
<b>5.P Struggling Estates</b>								
	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	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	2	0.0	1.6	1			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	10	0.1	1.5	8			
	5.Q.58 Singles and young families, some receiving benefits	16	0.2	1.8	11			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	5	0.1	0.3	21			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>8,487</b>						

CATEGORY

GROUP

TYPE

MAP

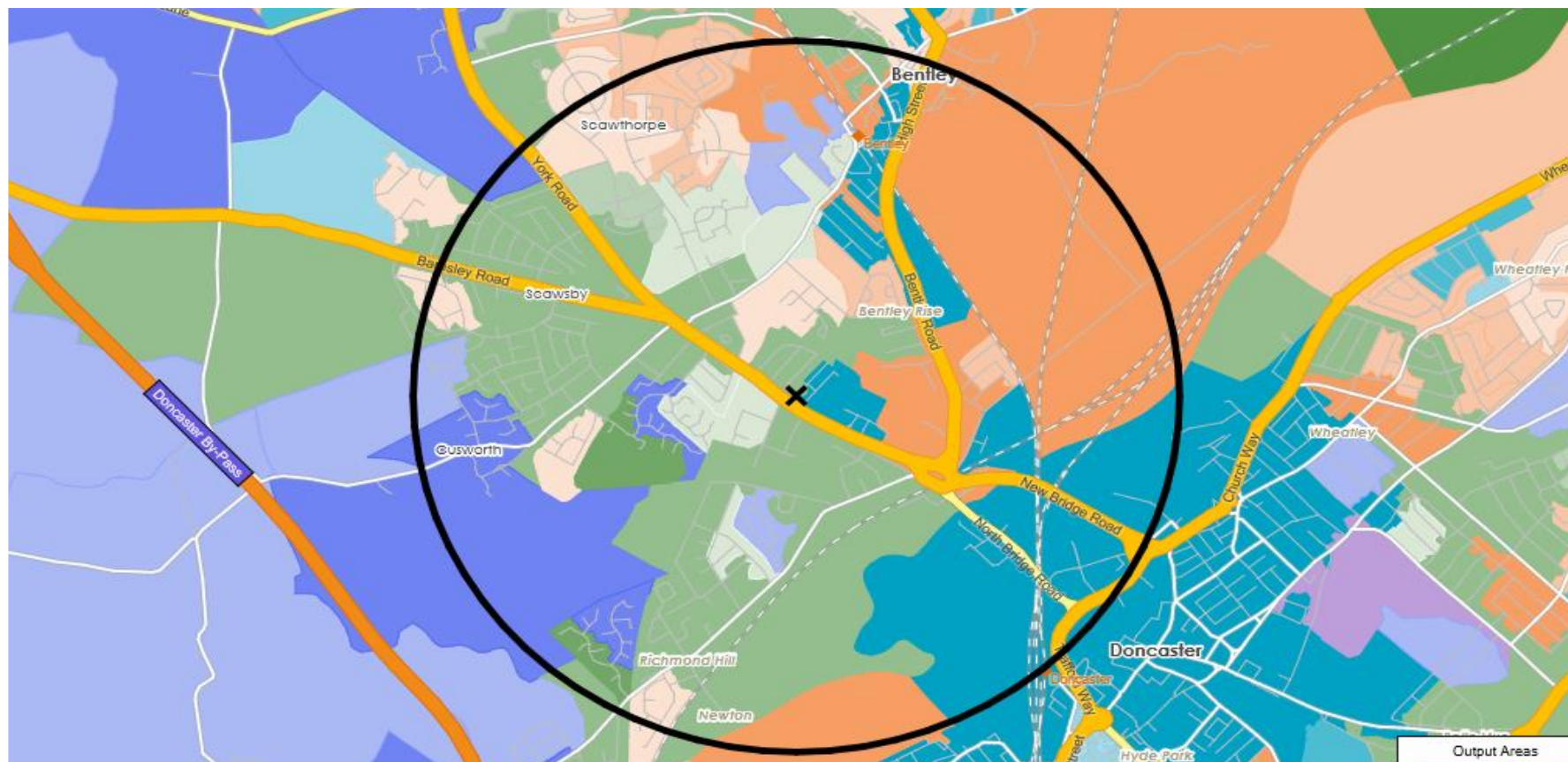
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03414\_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)

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Source: OS Open Data 2018



- 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



CATEGORY

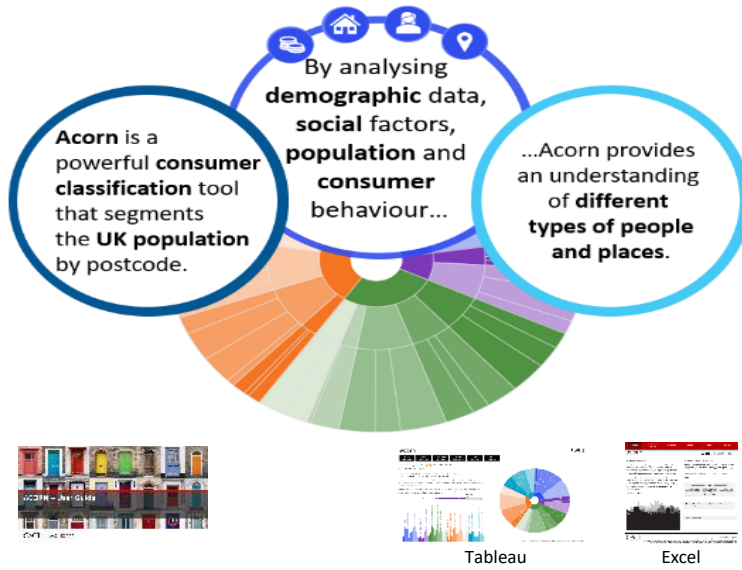
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

