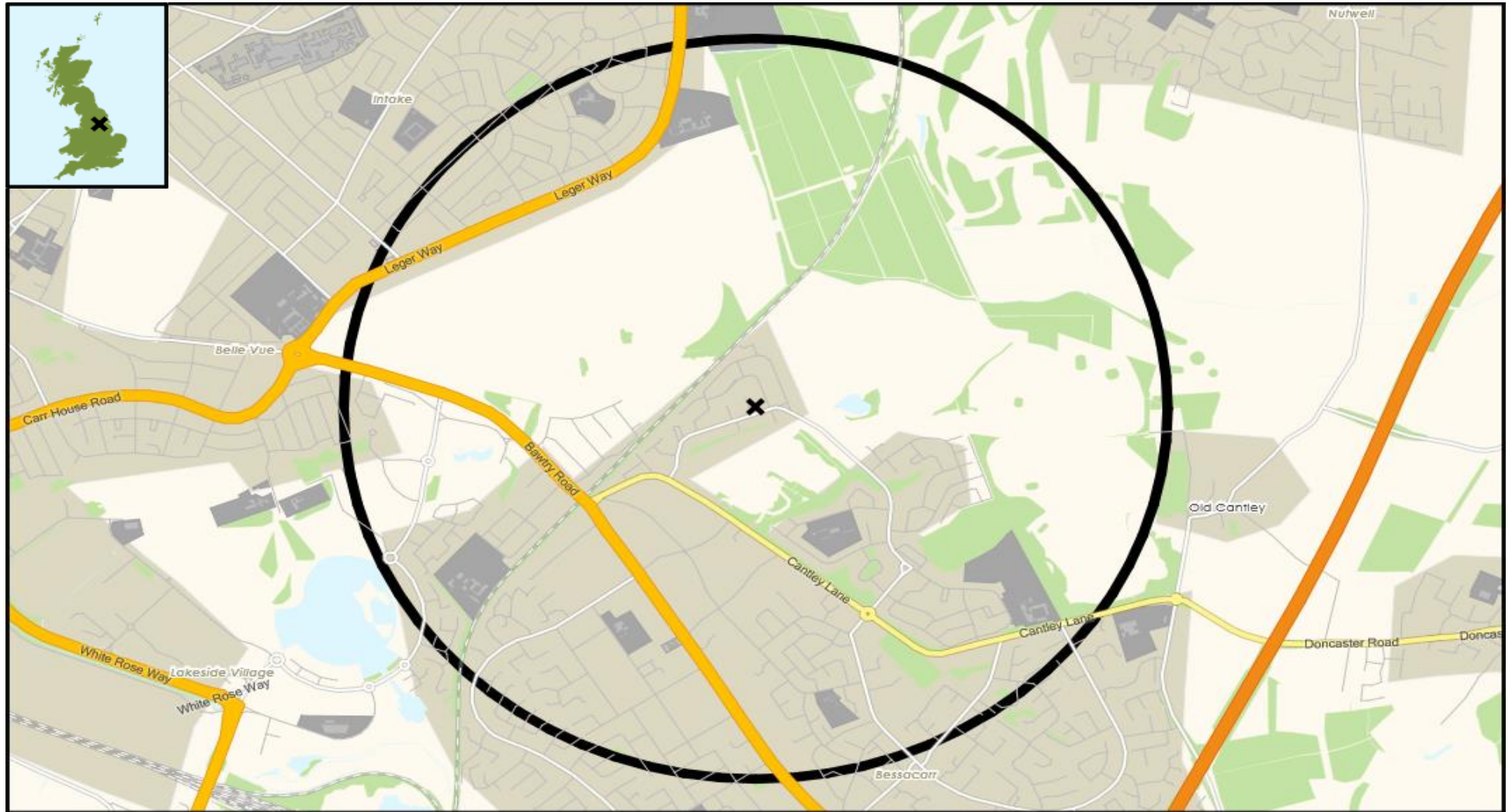


MAP OF AREA

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Source: OS Open Data 2018

Area: P00091_Bechers Brook, Doncaster, DN4 6HL (1 Mile contour)



POPULATION PROJECTIONS

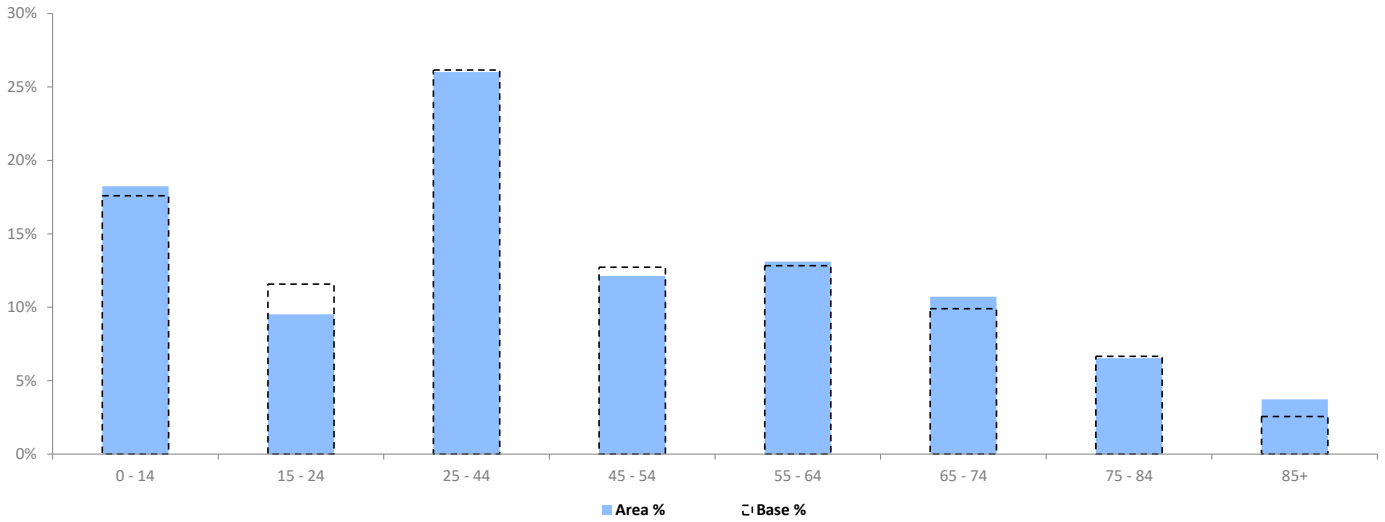
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Area: P00091_Bechers Brook, Doncaster, DN4 6HL (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,476	18.2	17.6	104			
15 - 24	1,291	9.5	11.6	82			
25 - 44	3,530	26.0	26.2	99			
45 - 54	1,648	12.1	12.7	95			
55 - 64	1,779	13.1	12.8	102			
65 - 74	1,455	10.7	9.9	108			
75 - 84	886	6.5	6.7	98			
85+	506	3.7	2.6	146			
Total population	13,571						



EXPENDITURE

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Area: P00091_Bechers Brook, Doncaster, DN4 6HL (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
COICOP Categories							
1. Food & non-alcoholic beverages	£390,112	£66.72	£73.74	90			
2. Alcoholic beverages, tobacco and narcotics	£165,611	£28.32	£27.43	103			
3. Clothing & Footwear	£228,517	£39.08	£41.92	93			
4. Housing, water, electricity, gas and other fuels	£429,606	£73.47	£92.23	80			
5. Furnishings, equipment and routine maintenance	£212,327	£36.31	£39.49	92			
6. Health	£94,838	£16.22	£16.97	96			
7. Transport	£570,266	£97.53	£115.30	85			
8. Communication	£82,177	£14.05	£14.64	96			
9. Recreation & Culture	£564,334	£96.52	£100.48	96			
10. Education	£101,167	£17.30	£22.34	77			
11. Restaurants & Hotels	£446,527	£76.37	£82.30	93			
12. Miscellaneous goods and services	£546,034	£93.39	£104.94	89			
Total Expenditure	£3,831,516	£655.30	£731.77	90			

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.

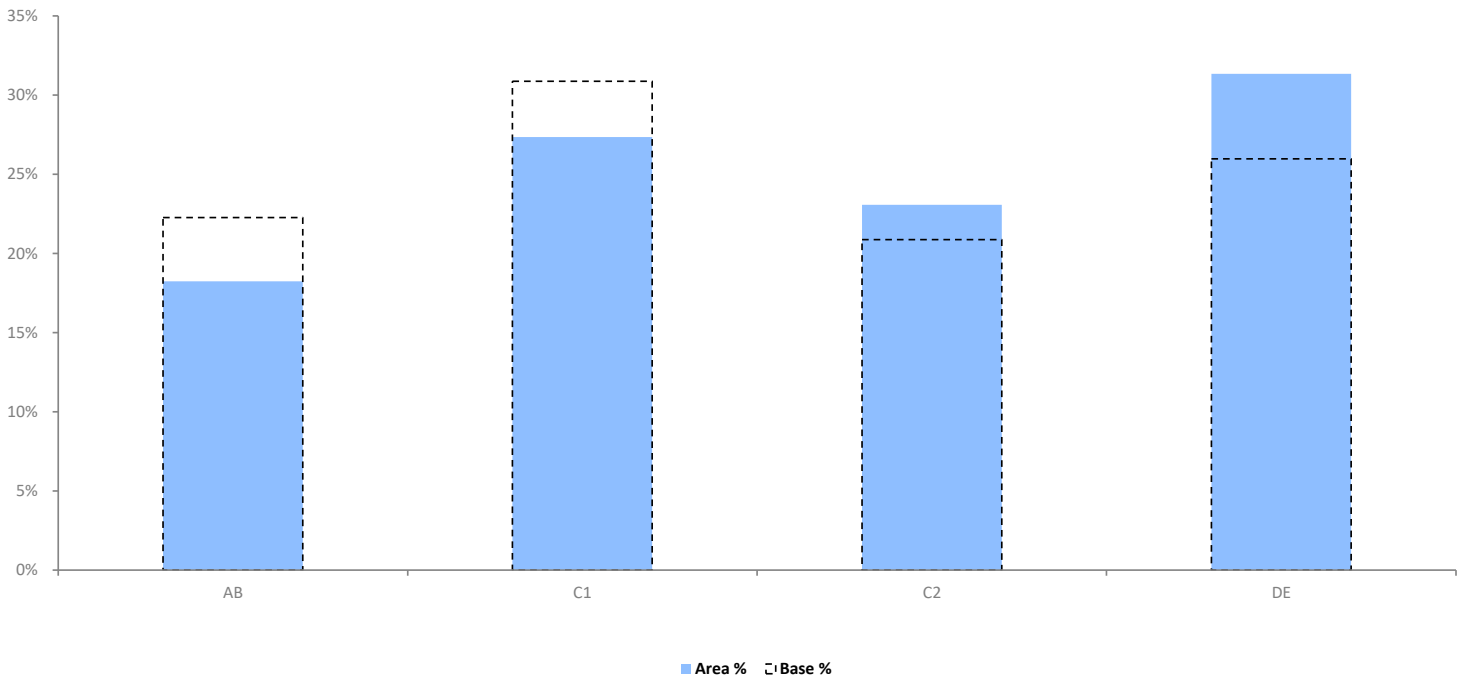
UP TO DATE DEMOGRAPHICS

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Area: P00091_Bechers Brook, Doncaster, DN4 6HL (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	1,075	18.2	22.3	82			
C1: Supervisory, clerical, jr managerial/admin/professional	1,612	27.3	30.9	89			
C2: Skilled manual workers	1,360	23.1	20.9	111			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,847	31.3	26.0	121			
Total household reference persons aged 16 to 64	5,894						



CGA LICENCED PREMISES

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Area: P00091_Bechers Brook, Doncaster, DN4 6HL
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	14.7	82.8	18			
Proprietary Club	0	0.0	7.5	0			
Registered Club	3	22.1	28.7	77			
Restaurant	3	22.1	32.5	68			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Hawthorn Club	Independent Free	Registered Club	Independent Free	DN 4 6BT
Bechers Brook	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN 4 6HL
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DN 4 7BS
Doncaster Town Moor Golf Club	Independent Free	Registered Club	Independent Free	DN 4 5HU
Doncaster Lawn Tennis Club	Independent Free	Registered Club	Independent Free	DN 4 7AY
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	DN 4 5NW
Estabulo	Estabulo Ltd	Restaurant	Estabulo Ltd	DN 4 7FW
El Futuro	Independent Free	Restaurant	Independent Free	DN 4 5PL

MAP OF AREA

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Source: OS Open Data 2018

Area: P00091_Beachers Brook, Doncaster, DN4 6HL (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: P00091_Bechers Brook, Doncaster, DN4 6HL (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,377	23.4	22.0	106		
 2 Rising Prosperity	318	5.4	10.3	52		
 3 Comfortable Communities	672	11.4	26.3	43		
 4 Financially Stretched	2,905	49.3	23.7	208		
 5 Urban Adversity	600	10.2	17.4	58		
 6 Not Private Households	22	0.4	0.3	112		
 Graph						
Total households	5,894					

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

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 Groups within Category 4: Financially Stretched

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



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00091_Bechers Brook, Doncaster, DN4 6HL (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	29	0.5	1.1	44	[Bar chart]	
1.B Executive Wealth	761	12.9	11.2	115	[Bar chart]	
1.C Mature Money	587	10.0	9.6	104	[Bar chart]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0	[Bar chart]	
2.E Career Climbers	318	5.4	6.3	86	[Bar chart]	
3. Comfortable Communities						
3.F Countryside Communities	44	0.7	5.7	13	[Bar chart]	
3.G Successful Suburbs	221	3.7	5.9	64	[Bar chart]	
3.H Steady Neighbourhoods	88	1.5	7.4	20	[Bar chart]	
3.I Comfortable Seniors	117	2.0	2.9	69	[Bar chart]	
3.J Starting Out	202	3.4	4.4	77	[Bar chart]	
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	271	4.6	7.9	58	[Bar chart]	
4.M Striving Families	1,418	24.1	7.5	322	[Bar chart]	
4.N Poorer Pensioners	1,216	20.6	5.8	354	[Bar chart]	
5. Urban Adversity						
5.O Young Hardship	147	2.5	6.2	40	[Bar chart]	
5.P Struggling Estates	328	5.6	5.9	94	[Bar chart]	
5.Q Difficult Circumstances	125	2.1	5.3	40	[Bar chart]	
6. Not Private Households						
6.R Not Private Households	22	0.4	0.3	112	[Bar chart]	
Total households	5,894					

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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TOP BEHAVIOURS

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Legend: A B C D E F G H I J K L M N O P Q R

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

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Area: P00091_Bechers Brook, Doncaster, DN4 6HL (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
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	0.2	0			
1.A.3 Large house luxury	29	0.5	0.9	57			
1.B Executive Wealth							
1.B.4 Asset rich families	463	7.9	2.6	299			
1.B.5 Wealthy countryside commuters	65	1.1	2.4	45			
1.B.6 Financially comfortable families	80	1.4	2.2	62			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	28	0.5	1.5	31			
1.B.9 Well-off edge of towners	125	2.1	1.6	132			
1.C Mature Money							
1.C.10 Better-off villagers	37	0.6	3.0	21			
1.C.11 Settled suburbia, older people	298	5.1	2.8	179			
1.C.12 Retired and empty nesters	206	3.5	2.5	142			
1.C.13 Upmarket downsizers	46	0.8	1.3	60			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	63	1.1	1.9	56			
2.E.19 First time buyers in small, modern homes	255	4.3	3.3	130			
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	44	0.7	3.2	23			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	163	2.8	2.7	104			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	58	1.0	2.4	41			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	50	0.8	3.4	25			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	38	0.6	2.3	28			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	117	2.0	2.4	83			
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	19	0.3	2.1	15			
3.J.33 Smaller houses and starter homes	183	3.1	2.3	134			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	94	1.6	1.4	111			
4.L.38 Semi-skilled workers in traditional neighbourhoods	177	3.0	2.6	114			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	11	0.2	1.6	12			
4.M.42 Struggling young families in post-war terraces	131	2.2	1.6	135			
4.M.43 Families in right-to-buy estates	1,011	17.2	2.1	836			
4.M.44 Post-war estates, limited means	265	4.5	2.2	205			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	165	2.8	0.8	357			
4.N.46 Elderly people in social rented flats	76	1.3	1.1	122			
4.N.47 Low income older people in smaller semis	923	15.7	2.3	694			
4.N.48 Pensioners and singles in social rented flats	52	0.9	1.7	51			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	37	0.6	2.2	29			
5.O.50 Struggling younger people in mixed tenure	110	1.9	1.8	105			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	182	3.1	1.6	196			
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	146	2.5	1.6	153			
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	33	0.6	1.8	31			
5.Q.59 Deprived areas and high-rise flats	92	1.6	2.0	78			
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	22	0.4	0.3	136			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,894						

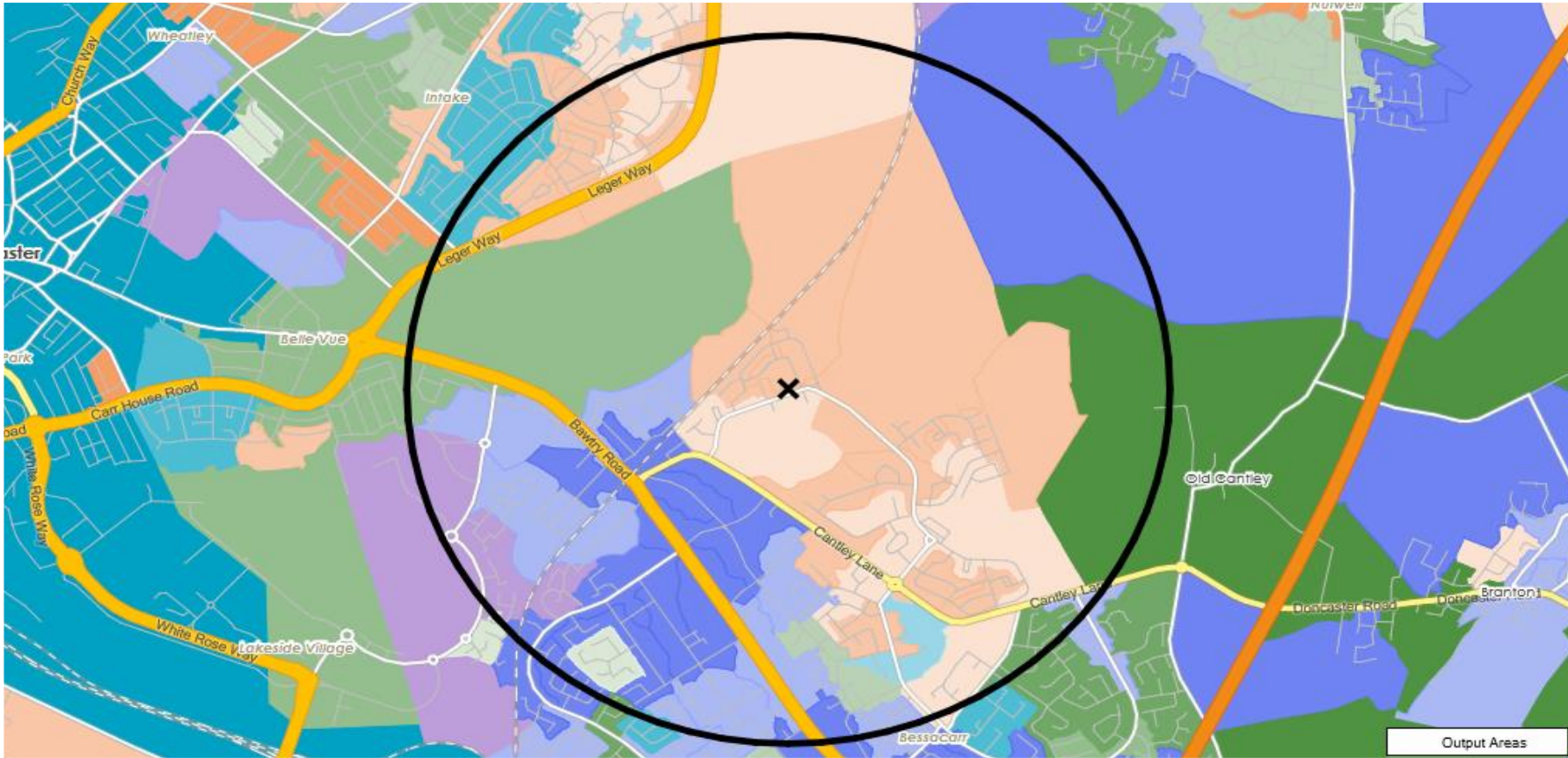
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00091_Bechers Brook, Doncaster, DN4 6HL (1 Mile contour)



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

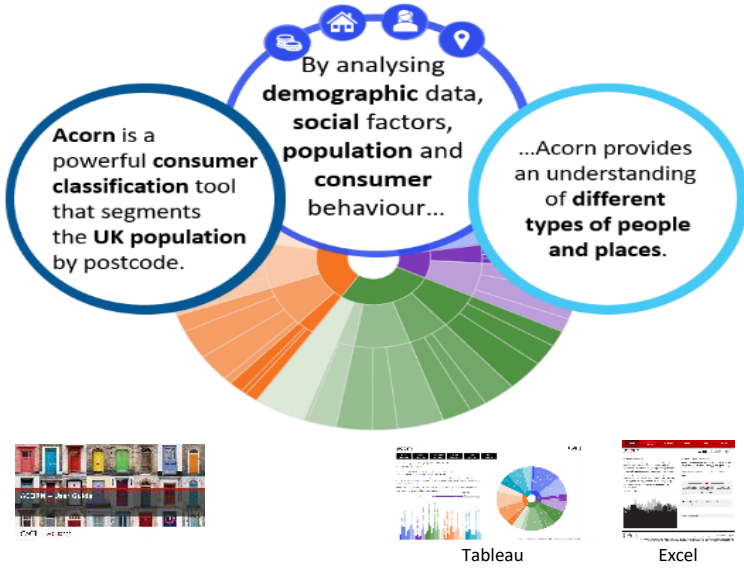
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest 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

Output Areas

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
3. Comfortable Communities	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%

