

CGA LICENCED PREMISES

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Area: P03414_Grove Inn, Doncaster, DN5 8HL (1 N)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	49.4	81.7	60			
Proprietary Club	1	4.9	7.3	68			
Registered Club	7	34.6	28.2	123			
Restaurant	3	14.8	32.1	46			
Residential	0	0.0	2.7	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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03414_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	647	7.7	22.1	35		
 2 Rising Prosperity	79	0.9	10.2	9		
 3 Comfortable Communities	3,990	47.7	26.5	180		
 4 Financially Stretched	2,490	29.8	23.7	126		
 5 Urban Adversity	1,156	13.8	17.2	80		
 6 Not Private Households	5	0.1	0.3	17		
 Graph						
Total households	8,367					

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: P03414_Grove Inn, Doncaster, DN5 8HL (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	284	3.4	11.3	30			
1.C Mature Money	363	4.3	9.6	45			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	79	0.9	6.4	15			
3. Comfortable Communities							
3.F Countryside Communities	66	0.8	5.7	14			
3.G Successful Suburbs	258	3.1	6.0	52			
3.H Steady Neighbourhoods	2,850	34.1	7.4	460			
3.I Comfortable Seniors	213	2.5	2.9	89			
3.J Starting Out	603	7.2	4.6	158			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	897	10.7	8.0	134			
4.M Striving Families	944	11.3	7.4	151			
4.N Poorer Pensioners	649	7.8	5.8	135			
5. Urban Adversity							
5.O Young Hardship	1,129	13.5	6.3	216			
5.P Struggling Estates	2	0.0	5.7	0			
5.Q Difficult Circumstances	25	0.3	5.2	6			
6. Not Private Households							
6.R Not Private Households	5	0.1	0.3	17			
Total households	8,367						

Acorn Group Pen Portrait

4 L Modest Means 4.1M of UK 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS

Age range: **25-44**
 Children at home: **3+**
 House tenure: **Privately renting**
 Family structure: **Single parent**
 Number of beds: **3**
 House type: **Terraced**

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: Running into debts / Saving a lot

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub



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

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Area: P03414_Grove Inn, Doncaster, DN5 8HL (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	93	1.1	2.6	42			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	191	2.3	2.2	103			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	92	1.1	2.8	39			
1.C.12 Retired and empty nesters	271	3.2	2.5	131			
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	79	0.9	2.0	48			
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	66	0.8	3.2	25			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	258	3.1	2.7	114			
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	2,533	30.3	3.5	873			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	317	3.8	2.3	162			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	213	2.5	2.4	107			
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	603	7.2	2.4	300			
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	59	0.7	1.4	49			
4.L.38 Semi-skilled workers in traditional neighbourhoods	364	4.4	2.6	165			
4.L.39 Fading owner occupied terraces	474	5.7	2.9	194			
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	45	0.5	1.6	34			
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	873	10.4	2.0	512			
4.M.44 Post-war estates, limited means	26	0.3	2.2	14			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	169	2.0	0.8	257			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	449	5.4	2.2	240			
4.N.48 Pensioners and singles in social rented flats	31	0.4	1.7	22			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	65	0.8	2.2	36			
5.O.50 Struggling younger people in mixed tenure	56	0.7	1.8	37			
5.O.51 Young people in small, low cost terraces	1,008	12.0	2.3	532			
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	2	0.0	1.6	1			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	9	0.1	1.5	7			
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			
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	5	0.1	0.3	21			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,367						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03414_Grove Inn, Doncaster, DN5 8HL (1 Mile contour)



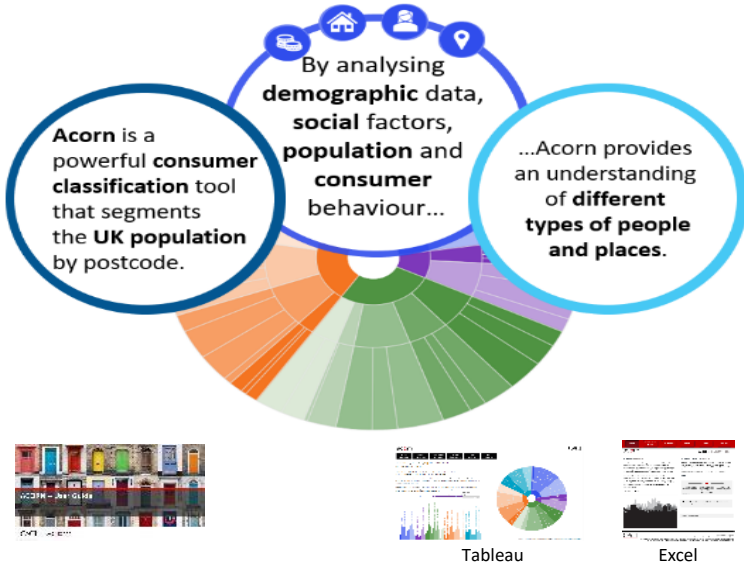
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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		

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

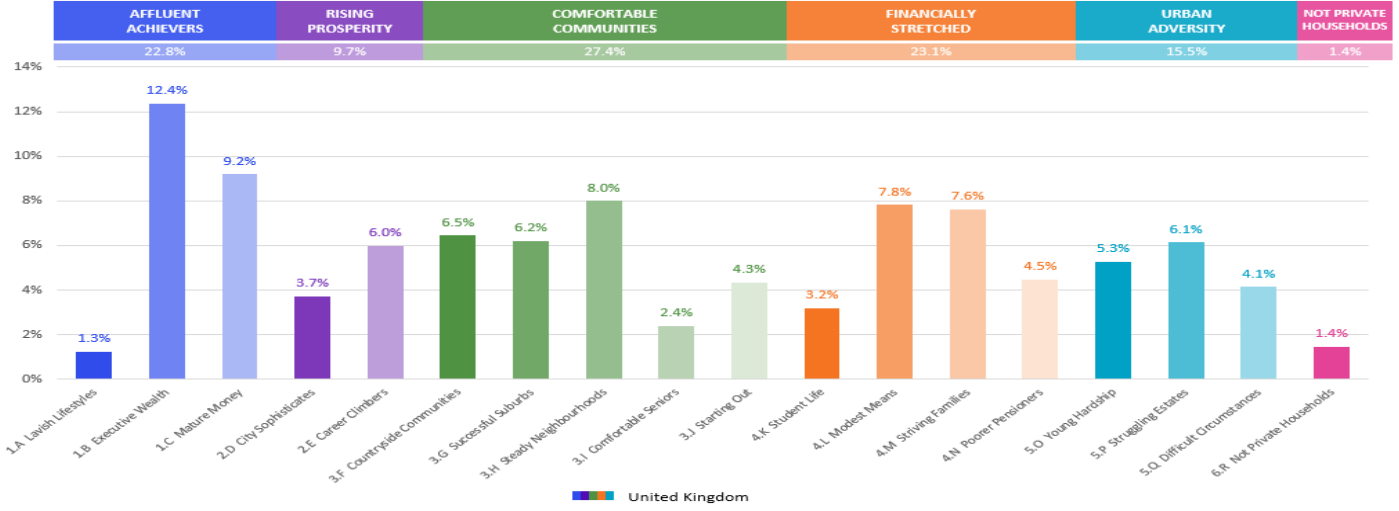
House tenure: **Owned outright**

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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