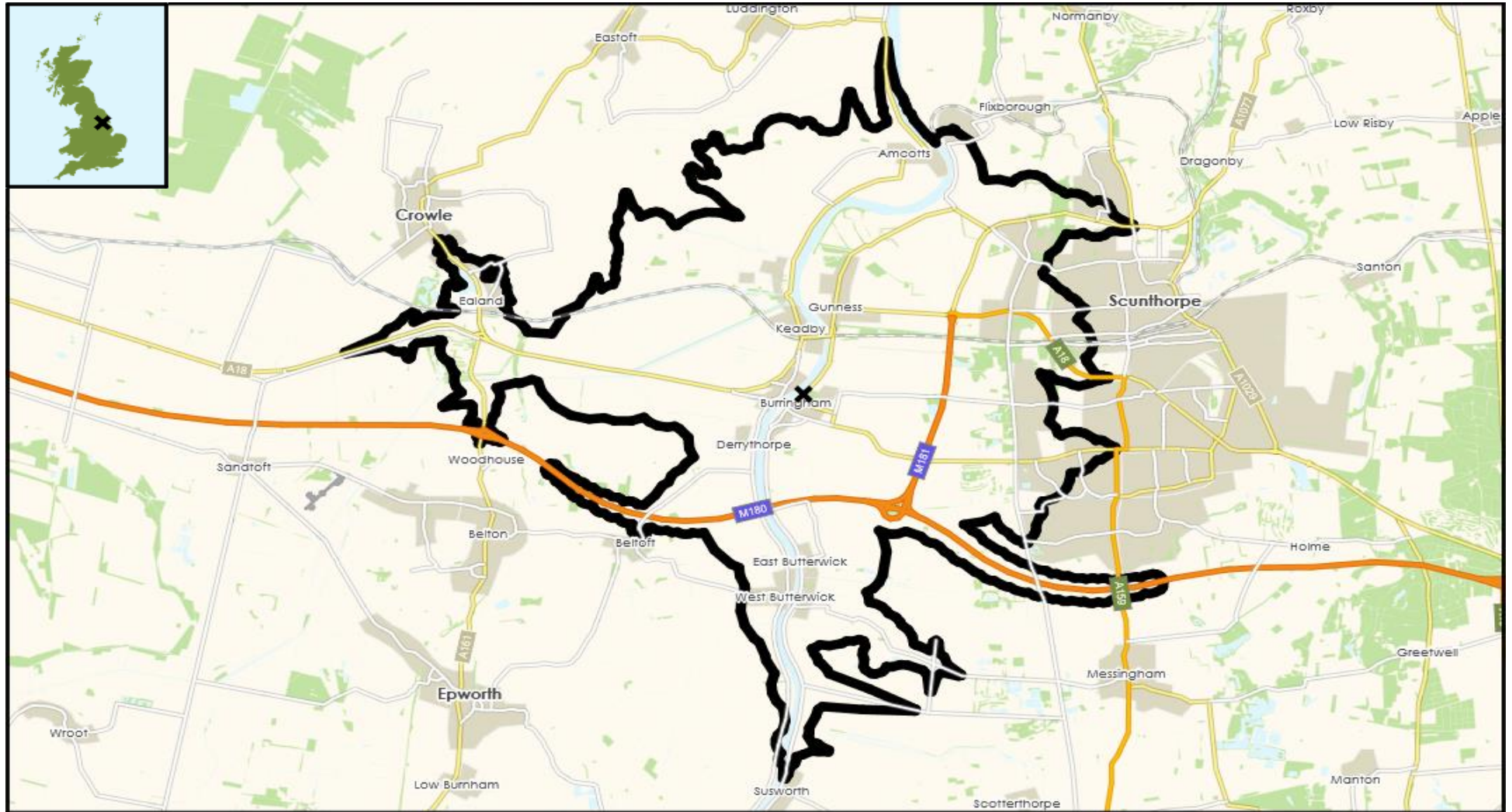


MAP OF AREA

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Source: OS Open Data 2018

Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min contour)

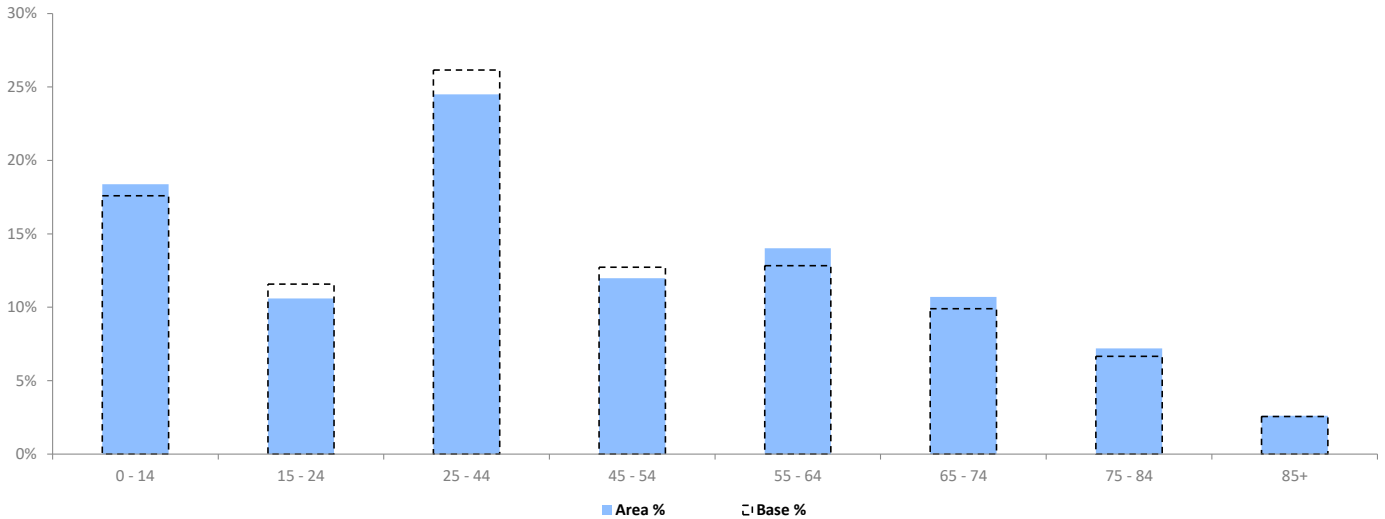


POPULATION PROJECTIONS

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Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,945	18.4	17.6	104			
15 - 24	2,852	10.6	11.6	92			
25 - 44	6,592	24.5	26.2	94			
45 - 54	3,224	12.0	12.7	94			
55 - 64	3,772	14.0	12.8	109			
65 - 74	2,878	10.7	9.9	108			
75 - 84	1,935	7.2	6.7	108			
85+	701	2.6	2.6	102			
Total population	26,899						



EXPENDITURE

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Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min 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	£740,130	£63.85	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£348,211	£30.04	£27.43	110			
3. Clothing & Footwear	£435,012	£37.53	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£804,947	£69.45	£92.23	75			
5. Furnishings, equipment and routine maintenance	£396,794	£34.23	£39.49	87			
6. Health	£180,109	£15.54	£16.97	92			
7. Transport	£1,036,688	£89.44	£115.30	78			
8. Communication	£162,659	£14.03	£14.64	96			
9. Recreation & Culture	£1,136,685	£98.07	£100.48	98			
10. Education	£121,602	£10.49	£22.34	47			
11. Restaurants & Hotels	£772,317	£66.63	£82.30	81			
12. Miscellaneous goods and services	£1,011,135	£87.23	£104.94	83			
Total Expenditure	£7,146,288	£616.54	£731.77	84			

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.

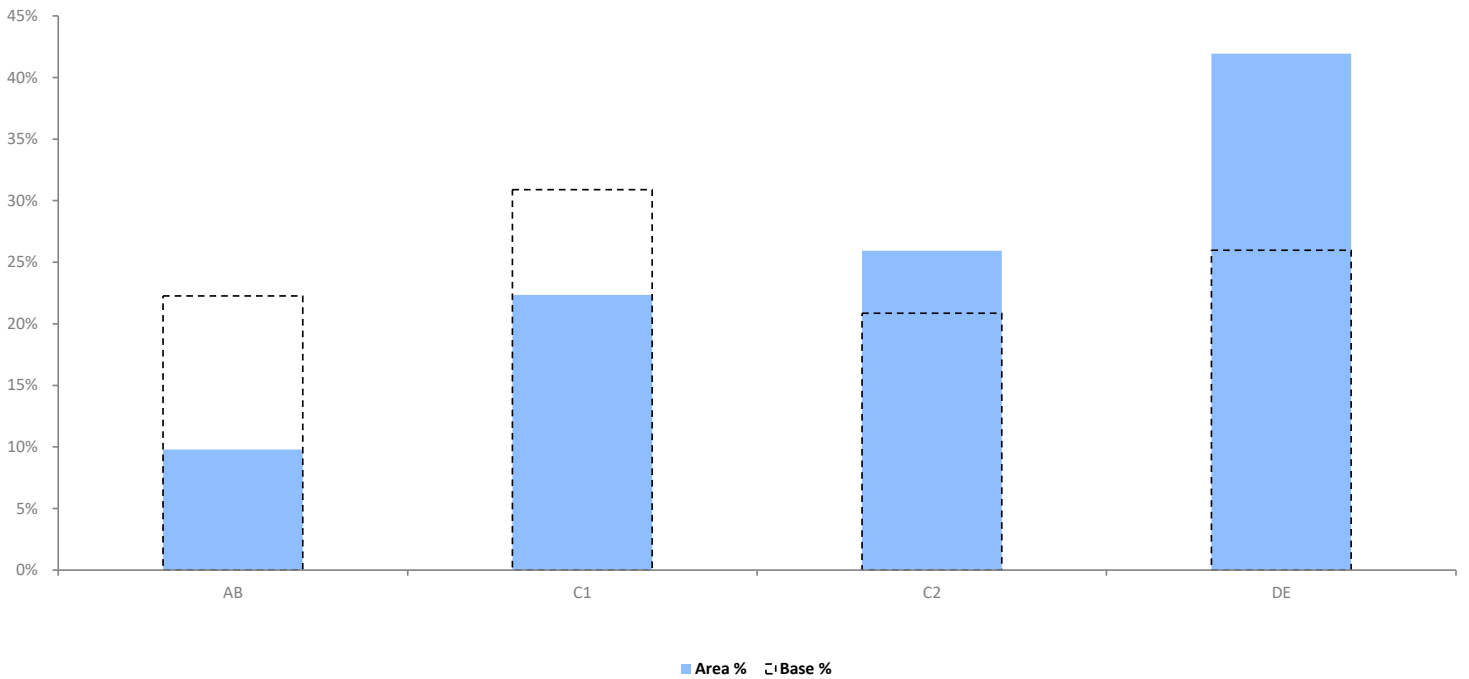
UP TO DATE DEMOGRAPHICS

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Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min 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	1,128	9.8	22.3	44			
C1: Supervisory, clerical, jr managerial/admin/professional	2,574	22.3	30.9	72			
C2: Skilled manual workers	2,987	25.9	20.9	124			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	4,833	41.9	26.0	161			
Total household reference persons aged 16 to 64	11,522						



CGA LICENCED PREMISES

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Area: P04016_Take A Gander, Scunthorpe, DN17 3

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	40.9	82.8	49			
Proprietary Club	1	3.7	7.5	50			
Registered Club	4	14.9	28.7	52			
Restaurant	1	3.7	32.5	11			
Residential	0	0.0	2.8	0			

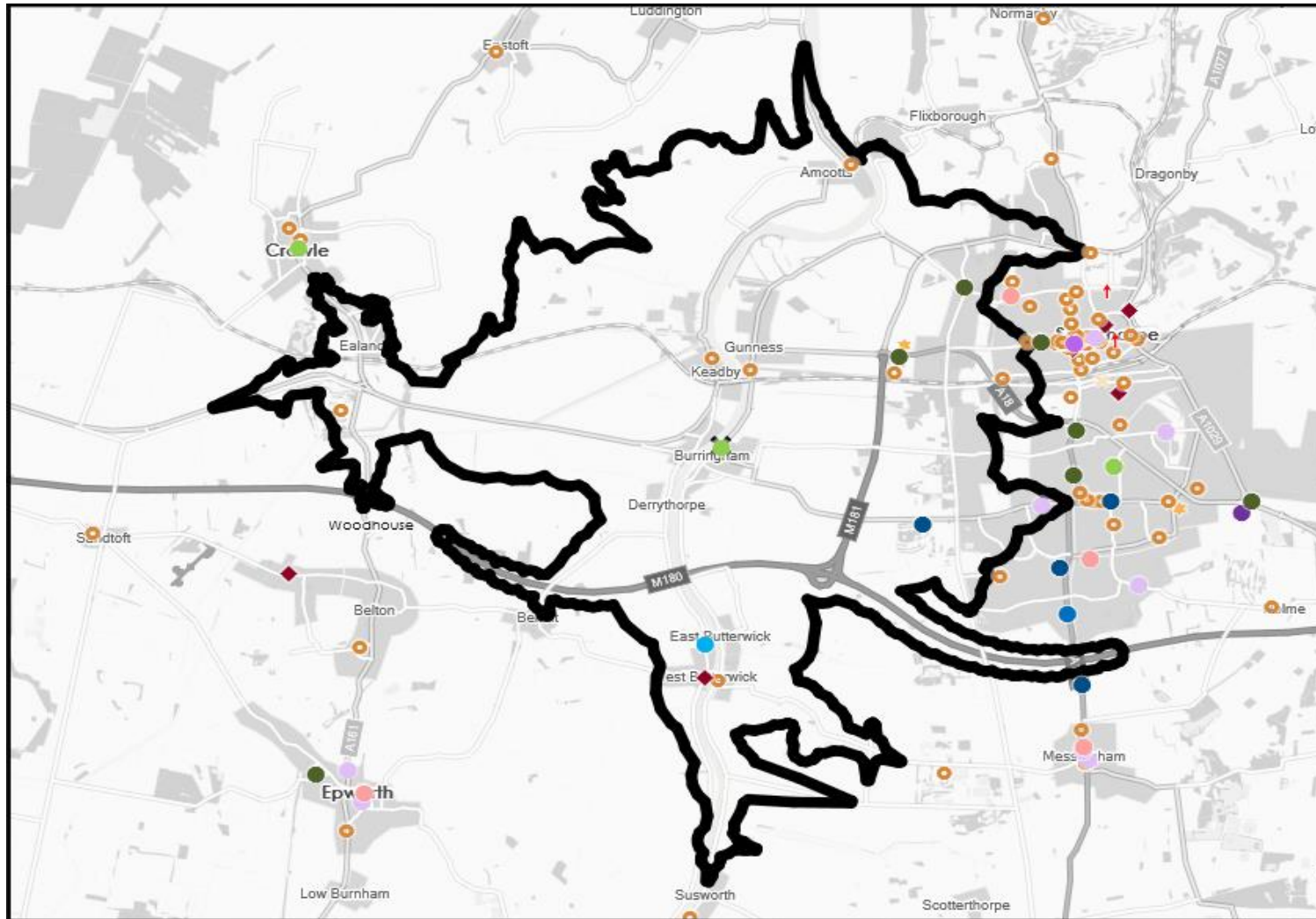
Name	Description	License Type	Owner Name	Postcode
Warren Lodge	Greene King	Pubs & Full On	Greene King	DN15 8LP
Ironstone Wharf	Independent Free	Pubs & Full On	Independent Free	DN15 8SX
Iron Forge	Marston's	Pubs & Full On	Marston's	DN17 2AB
Scunthorpe Golf Club	Independent Free	Registered Club	Independent Free	DN17 2AB
Beacon Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DN17 2DE
Dog & Gun	Independent Free	Pubs & Full On	Independent Free	DN17 3AJ
Keadby & Althorpe Working Mens Club	Independent Free	Registered Club	Independent Free	DN17 3BN
Three Horseshoes Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DN17 3JR
Take A Gander	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN17 3NA
Ingleby Arms	Independent Free	Pubs & Full On	Independent Free	DN17 4AJ
Scunthorpe Football Club	Independent Free	Proprietary Club	Independent Free	DN15 8TD
Ferryboat Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DN17 3JT
Old Farmhouse	Greene King	Pubs & Full On	Greene King	DN15 8TE
Lincolnshire Golf Club	Independent Free	Registered Club	Independent Free	DN17 4BU
Robert Holme Hall	Independent Free	Registered Club	Independent Free	DN15 7HD
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	DN15 8GR
Hirst Priory	Independent Free	Pubs & Full On	Independent Free	DN17 4BU

MAP OF AREA

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Source: OS Open Data 2018

Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min 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: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	643	5.6	22.0	25		
2 Rising Prosperity	88	0.8	10.3	7		
3 Comfortable Communities	5,530	48.0	26.3	183		
4 Financially Stretched	2,454	21.3	23.7	90		
5 Urban Adversity	2,765	24.0	17.4	138		
6 Not Private Households	42	0.4	0.3	110		
Total households		11,522				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min 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	0	0.0	1.1	0		
1.B Executive Wealth	449	3.9	11.2	35		
1.C Mature Money	194	1.7	9.6	18		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	88	0.8	6.3	12		
3. Comfortable Communities						
3.F Countryside Communities	1,612	14.0	5.7	244		
3.G Successful Suburbs	373	3.2	5.9	55		
3.H Steady Neighbourhoods	2,037	17.7	7.4	240		
3.I Comfortable Seniors	924	8.0	2.9	280		
3.J Starting Out	584	5.1	4.4	114		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	568	4.9	7.9	62		
4.M Striving Families	1,144	9.9	7.5	133		
4.N Poorer Pensioners	742	6.4	5.8	111		
5. Urban Adversity						
5.O Young Hardship	216	1.9	6.2	30		
5.P Struggling Estates	909	7.9	5.9	133		
5.Q Difficult Circumstances	1,640	14.2	5.3	269		
6. Not Private Households						
6.R Not Private Households	42	0.4	0.3	110		
Total households	11,522					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.2M UK Adults 8.0% 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

- Age range: **35-64**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

BRANDS

- SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
- LEISURE: IGUANAS, Pizza-Hut, Bella Italia, Zizzi
- WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL

ATTITUDES

- I worry about online security: **59%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£45k** (Average: £40k), London **£50k** (Average: £46k)
- % Disposable income: UK **46%** (Average: 43%), London **38%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Research days out online**
- Watch TV via set-top box**
- Owns a tablet**

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

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Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min contour)
 Base: Great Britain
 Year: 2022

Sort by: Corn Structure
 Index
 Profile %

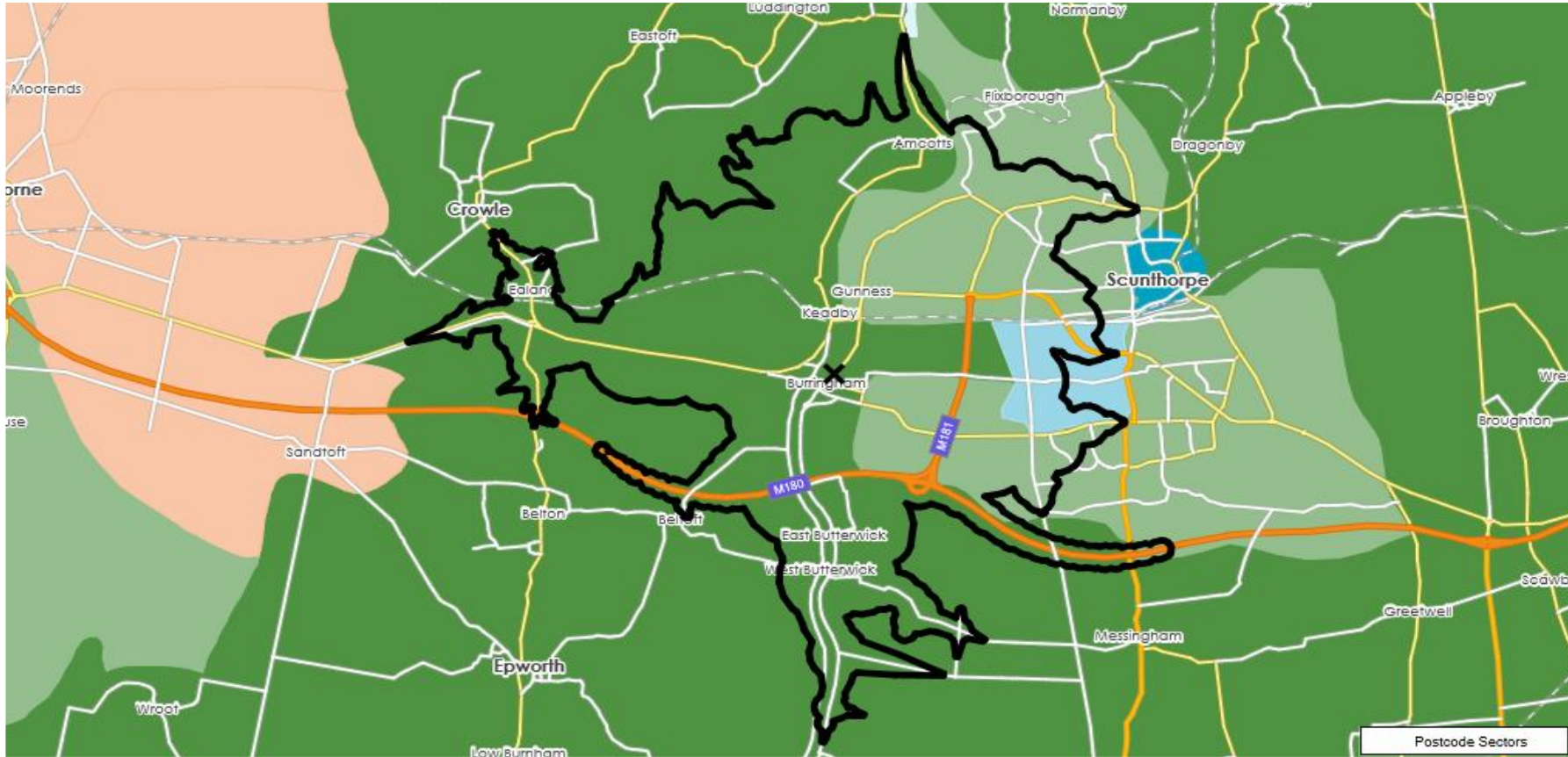
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	181	1.6	2.6	60			
1.B.5 Wealthy countryside commuters	27	0.2	2.4	10			
1.B.6 Financially comfortable families	202	1.8	2.2	80			
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	39	0.3	1.6	21			
1.C Mature Money							
1.C.10 Better-off villagers	7	0.1	3.0	2			
1.C.11 Settled suburbia, older people	30	0.3	2.8	9			
1.C.12 Retired and empty nesters	137	1.2	2.5	48			
1.C.13 Upmarket downsizers	20	0.2	1.3	13			
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	88	0.8	1.9	40			
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			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	41	0.4	1.5	24			
3.F.22 Older couples and families in rural areas	570	4.9	1.0	479			
3.F.23 Owner occupiers in small towns and villages	1,001	8.7	3.2	272			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	373	3.2	2.7	122			
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	1,849	16.0	3.4	467			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	188	1.6	2.3	70			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	924	8.0	2.4	336			
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	0.2	2.1	8			
3.J.33 Smaller houses and starter homes	565	4.9	2.3	211			
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	59	0.5	1.4	36			
4.L.38 Semi-skilled workers in traditional neighbourhoods	415	3.6	2.6	137			
4.L.39 Fading owner occupied terraces	94	0.8	2.9	28			
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	157	1.4	1.6	86			
4.M.42 Struggling young families in post-war terraces	8	0.1	1.6	4			
4.M.43 Families in right-to-buy estates	815	7.1	2.1	345			
4.M.44 Post-war estates, limited means	164	1.4	2.2	65			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	43	0.4	0.8	48			
4.N.46 Elderly people in social rented flats	23	0.2	1.1	19			
4.N.47 Low income older people in smaller semis	451	3.9	2.3	173			
4.N.48 Pensioners and singles in social rented flats	225	2.0	1.7	113			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	54	0.5	2.2	22			
5.O.50 Struggling younger people in mixed tenure	162	1.4	1.8	79			
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	251	2.2	1.6	138			
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	658	5.7	1.6	354			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	566	4.9	1.5	325			
5.Q.58 Singles and young families, some receiving benefits	753	6.5	1.8	368			
5.Q.59 Deprived areas and high-rise flats	321	2.8	2.0	139			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	15			
6.R.61 Inactive communal population	41	0.4	0.3	130			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,522						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04016_Take A Gander, Scunthorpe, DN17 3NA (10 min contour)



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

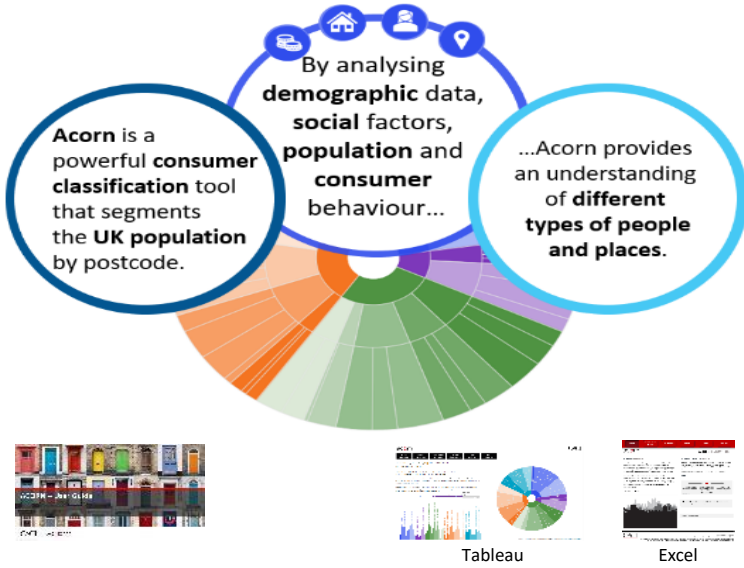
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest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

Postcode Sectors

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

12.1M UK Adults 22.8% of UK

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+

Acorn Groups within Category 1: Affluent Achievers

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

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.

