

CGA LICENCED PREMISES

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Area: P03434_Mariners Arms, Driffield, YO25 6LR |
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	106.6	81.7	130			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	15.2	28.2	54			
Restaurant	4	30.4	32.1	95			
Residential	0	0.0	2.7	0			

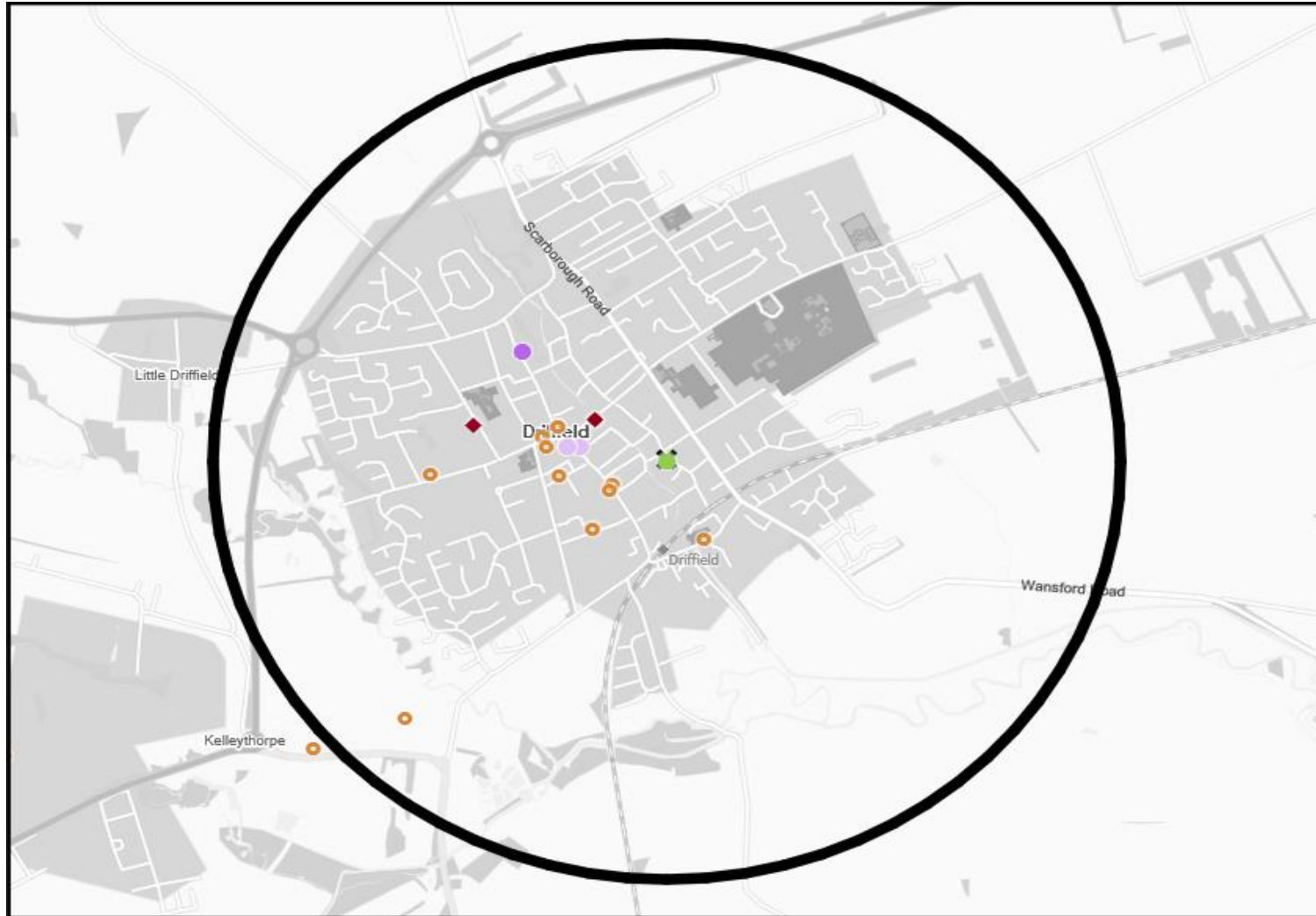
Name	Description	License Type	Owner Name	Postcode
Mariners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO25 6LR
Original Keys	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO25 6AP
Buck Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO25 6AP
Bell Hotel	Independent Free	Pubs & Full On	Independent Free	YO25 6AN
Tiger Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO25 6AW
Spread Eagle	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	YO25 6LJ
Star Inn	Independent Free	Pubs & Full On	Independent Free	YO25 6LJ
Mishka Pub	Independent Free	Pubs & Full On	Independent Free	YO25 6NX
Sykes Masonic Club	Independent Free	Registered Club	Independent Free	YO25 6RU
Full Measure	Independent Free	Pubs & Full On	Independent Free	YO25 6TN
Dfield Town Cricket And Recreation Club	Independent Free	Registered Club	Independent Free	YO25 6TT
Royal Oak	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	YO25 6TY
Marco Polo Pizzeria	Independent Free	Restaurant	Independent Free	YO25 6QF
Forty One	Independent Free	Pubs & Full On	Independent Free	YO25 6AN
Benjamin Fawcett	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	YO25 6ST
Trishna Tandoori	Independent Free	Restaurant	Independent Free	YO25 6RA
Water Margin	Independent Free	Restaurant	Independent Free	YO25 6AP
Butchers Dog	Independent Free	Pubs & Full On	Independent Free	YO25 6PS
Driffield Showground	Independent Free	Pubs & Full On	Independent Free	YO25 9FB
El Dorados	Independent Free	Restaurant	Independent Free	YO25 6RQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03434_Mariners Arms, Driffield, YO25 6LR (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: P03434_Mariners Arms, Driffield, YO25 6LR (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,055	17.8	22.1	80		
 2 Rising Prosperity	219	3.7	10.2	36		
 3 Comfortable Communities	2,436	41.0	26.5	155		
 4 Financially Stretched	1,631	27.5	23.7	116		
 5 Urban Adversity	594	10.0	17.2	58		
 6 Not Private Households	6	0.1	0.3	29		
 Graph						
Total households	5,941					

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: P03434_Mariners Arms, Driffield, YO25 6LR (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	604	10.2	11.3	90			
1.C Mature Money	451	7.6	9.6	79			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	219	3.7	6.4	58			
3. Comfortable Communities							
3.F Countryside Communities	576	9.7	5.7	169			
3.G Successful Suburbs	268	4.5	6.0	76			
3.H Steady Neighbourhoods	443	7.5	7.4	101			
3.I Comfortable Seniors	912	15.4	2.9	537			
3.J Starting Out	237	4.0	4.6	88			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,127	19.0	8.0	238			
4.M Striving Families	231	3.9	7.4	52			
4.N Poorer Pensioners	273	4.6	5.8	80			
5. Urban Adversity							
5.O Young Hardship	484	8.1	6.3	130			
5.P Struggling Estates	84	1.4	5.7	25			
5.Q Difficult Circumstances	26	0.4	5.2	8			
6. Not Private Households							
6.R Not Private Households	6	0.1	0.3	29			
Total households	5,941						

Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING: Poundland, bm, The Works

LEISURE: Harvester, KFC, Young Hovos, Pizza Hut

WEBSITES: Gumtree, very, Argos, HILBERT ROBERT

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k (Average: £40k) London: £35k (Average: £48k)	UK: 38% (Average: 43%) London: 26% (Average: 29%)	Running into debt Solving it off



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

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Area: P03434_Mariners Arms, Driffield, YO25 6LR (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

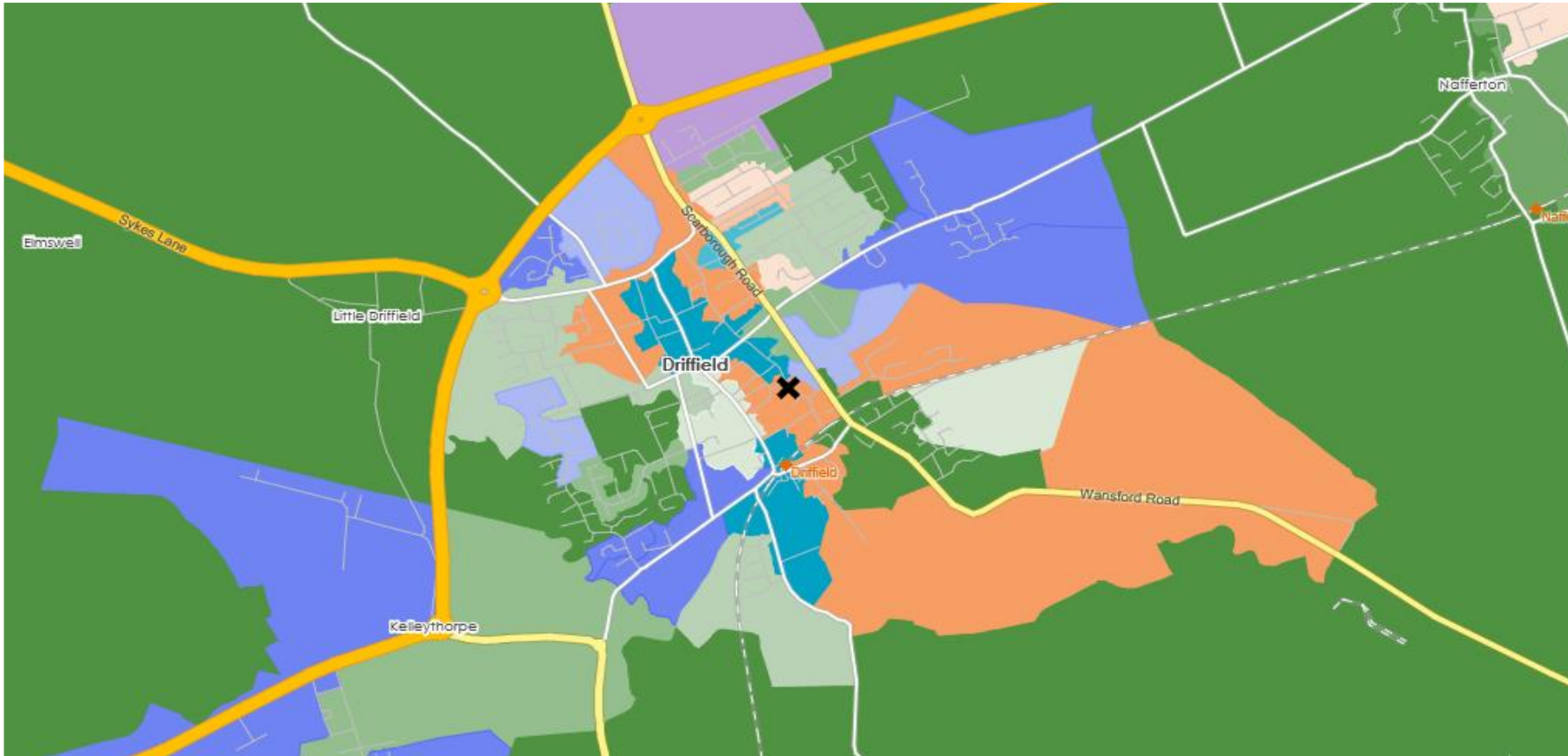
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	71	1.2	2.6	45			
1.B.5 Wealthy countryside commuters	32	0.5	2.5	22			
1.B.6 Financially comfortable families	465	7.8	2.2	352			
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	36	0.6	1.6	38			
1.C Mature Money							
1.C.10 Better-off villagers	2	0.0	3.1	1			
1.C.11 Settled suburbia, older people	72	1.2	2.8	43			
1.C.12 Retired and empty nesters	366	6.2	2.5	250			
1.C.13 Upmarket downsizers	11	0.2	1.3	14			
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	219	3.7	2.0	187			
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	11	0.2	1.5	12			
3.F.22 Older couples and families in rural areas	121	2.0	1.0	203			
3.F.23 Owner occupiers in small towns and villages	444	7.5	3.2	233			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	182	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	86	1.4	2.4	60			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	388	6.5	3.5	188			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	55	0.9	2.3	40			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	824	13.9	2.4	585			
3.I.31 Elderly singles in purpose-built accommodation	88	1.5	0.5	305			
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	237	4.0	2.4	166			
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	45	0.8	1.4	52			
4.L.38 Semi-skilled workers in traditional neighbourhoods	584	9.8	2.6	374			
4.L.39 Fading owner occupied terraces	498	8.4	2.9	287			
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	44	0.7	1.6	46			
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	45	0.8	2.0	37			
4.M.44 Post-war estates, limited means	142	2.4	2.2	110			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	4	0.1	0.8	9			
4.N.46 Elderly people in social rented flats	41	0.7	1.0	67			
4.N.47 Low income older people in smaller semis	130	2.2	2.2	98			
4.N.48 Pensioners and singles in social rented flats	98	1.6	1.7	97			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	170	2.9	2.2	131			
5.O.50 Struggling younger people in mixed tenure	197	3.3	1.8	184			
5.O.51 Young people in small, low cost terraces	117	2.0	2.3	87			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	62	1.0	1.6	67			
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	22	0.4	1.6	23			
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	26	0.4	1.8	25			
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	6	0.1	0.3	35			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,941						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03434_Mariners Arms, Driffield, YO25 6LR (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

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.



MAP OF AREA

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