

CGA LICENCED PREMISES

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Area: P01483_Ship Inn, Gainsborough, DN21 3AE (
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	22.4	81.7	27			
Proprietary Club	1	11.2	7.3	154			
Registered Club	4	44.8	28.2	159			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

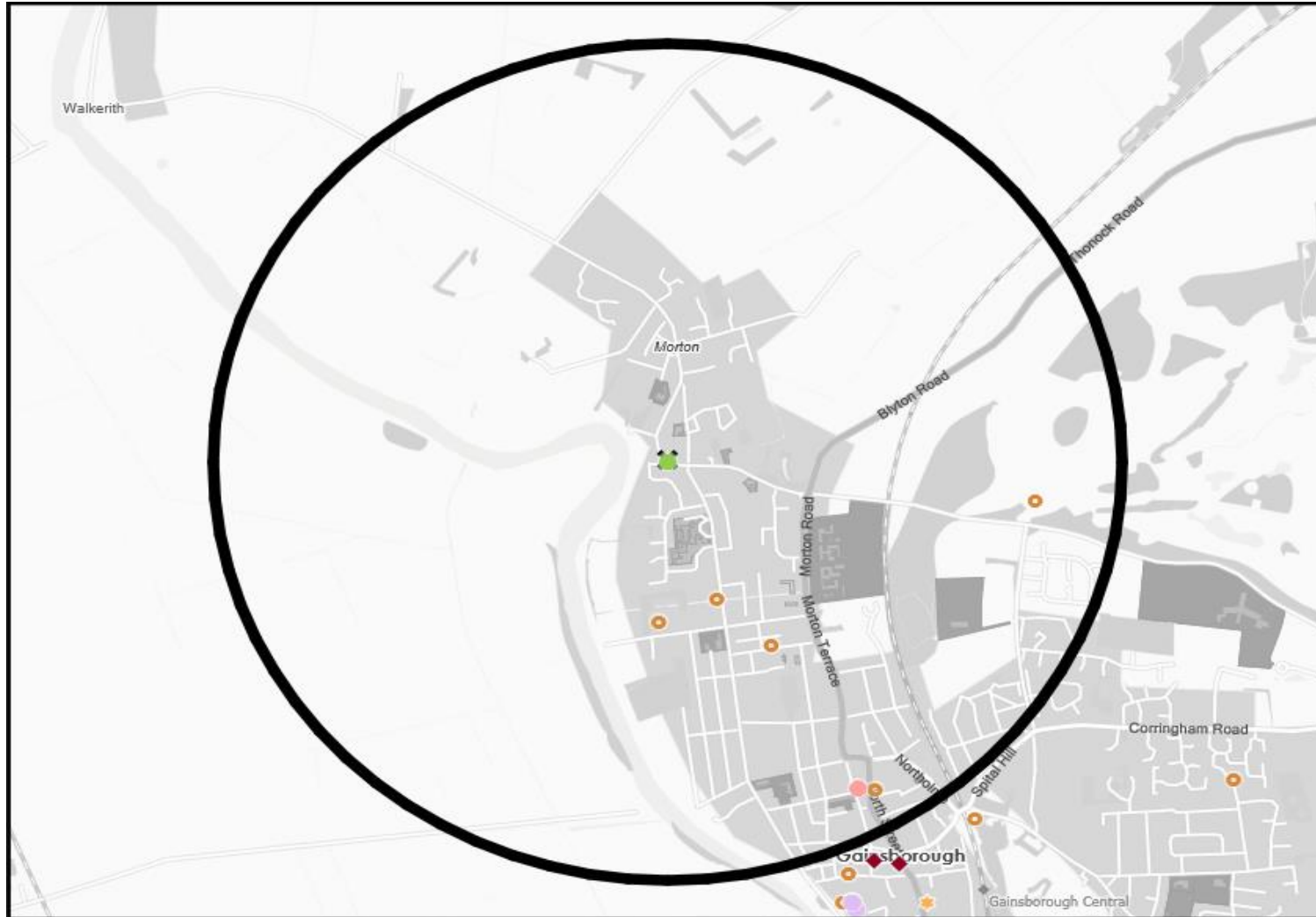
Name	Description	License Type	Owner Name	Postcode
Elm Cottage Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DN21 2JU
Gainsborough Golf Club	Independent Free	Registered Club	Independent Free	DN21 1PZ
Gainsborough Trinity Football Club	Independent Free	Proprietary Club	Independent Free	DN21 2QW
Gainsboro & District Cons	Independent Free	Registered Club	Independent Free	DN21 2SA
Rose Leisure Club	Independent Free	Registered Club	Independent Free	DN21 2TU
Ship Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DN21 3AE
Gainsborough Liberal Club	Independent Free	Registered Club	Independent Free	DN21 2TS

MAP OF AREA

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Source: OS Open Data 2018

Area: P01483_Ship Inn, Gainsborough, DN21 3AE (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: P01483_Ship Inn, Gainsborough, DN21 3AE (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	308	7.6	22.1	34		
 2 Rising Prosperity	170	4.2	10.2	41		
 3 Comfortable Communities	1,184	29.2	26.5	110		
 4 Financially Stretched	1,625	40.1	23.7	169		
 5 Urban Adversity	745	18.4	17.2	107		
 6 Not Private Households	19	0.5	0.3	136		
 Graph						
Total households	4,051					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type


Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation



House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01483_Ship Inn, Gainsborough, DN21 3AE (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	41	1.0	11.3	9			
1.C Mature Money	267	6.6	9.6	68			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	170	4.2	6.4	66			
3. Comfortable Communities							
3.F Countryside Communities	313	7.7	5.7	135			
3.G Successful Suburbs	180	4.4	6.0	75			
3.H Steady Neighbourhoods	402	9.9	7.4	134			
3.I Comfortable Seniors	93	2.3	2.9	80			
3.J Starting Out	196	4.8	4.6	106			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,069	26.4	8.0	330			
4.M Striving Families	266	6.6	7.4	88			
4.N Poorer Pensioners	290	7.2	5.8	124			
5. Urban Adversity							
5.O Young Hardship	571	14.1	6.3	225			
5.P Struggling Estates	166	4.1	5.7	72			
5.Q Difficult Circumstances	8	0.2	5.2	4			
6. Not Private Households							
6.R Not Private Households	19	0.5	0.3	136			
Total households	4,051						

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette



BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P01483_Ship Inn, Gainsborough, DN21 3AE (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

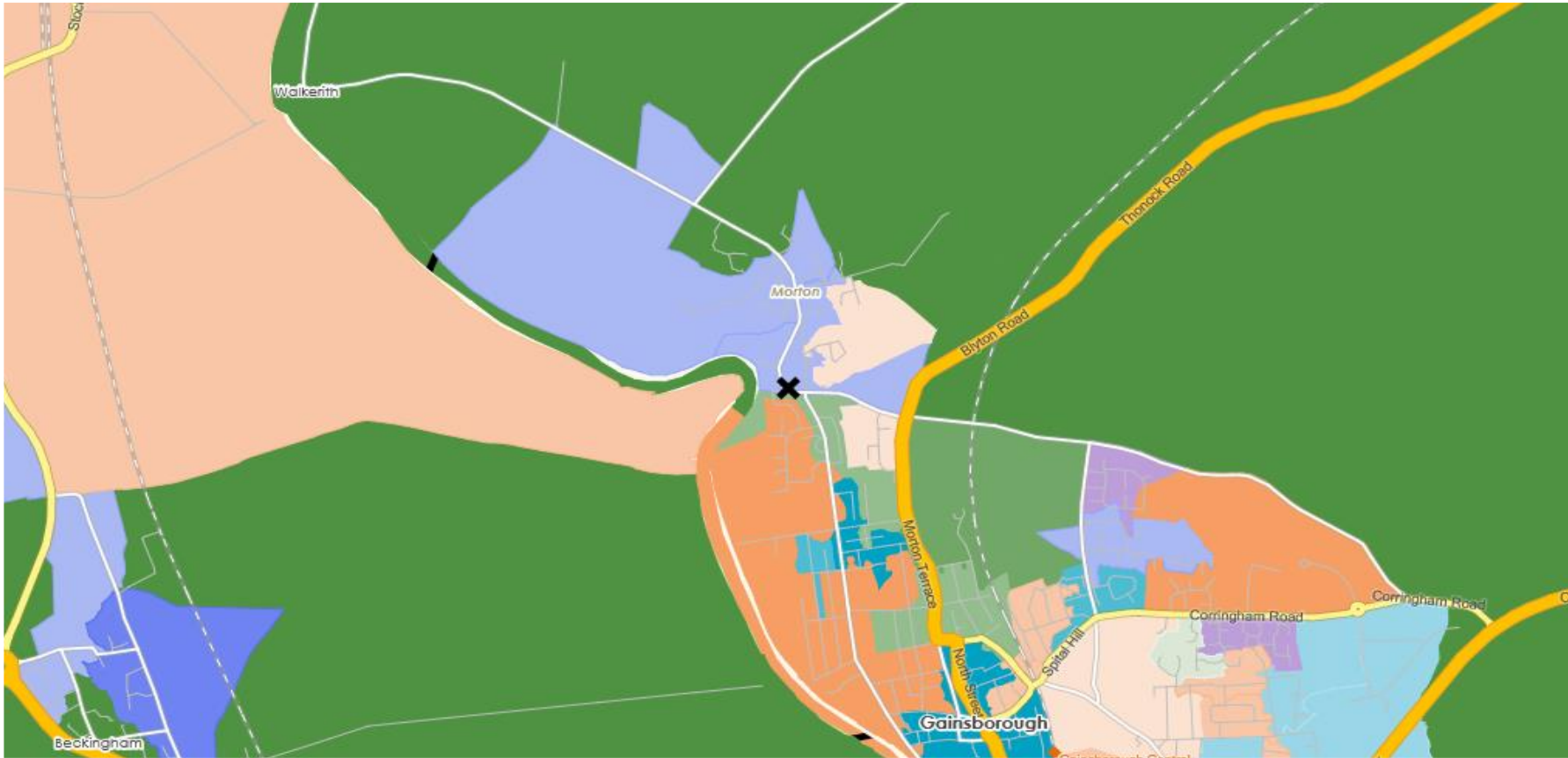
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	4	0.1	2.6	4			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	37	0.9	2.2	41			
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	2	0.0	2.8	2			
1.C.12 Retired and empty nesters	231	5.7	2.5	231			
1.C.13 Upmarket downsizers	34	0.8	1.3	65			
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	170	4.2	2.0	212			
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	105	2.6	1.0	258			
3.F.23 Owner occupiers in small towns and villages	208	5.1	3.2	160			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	137	3.4	2.7	125			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	43	1.1	2.4	44			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	353	8.7	3.5	251			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	49	1.2	2.3	52			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	93	2.3	2.4	97			
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	28	0.7	2.2	32			
3.J.33 Smaller houses and starter homes	168	4.1	2.4	173			
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	5	0.1	1.4	9			
4.L.38 Semi-skilled workers in traditional neighbourhoods	782	19.3	2.6	734			
4.L.39 Fading owner occupied terraces	282	7.0	2.9	238			
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	99	2.4	1.6	153			
4.M.42 Struggling young families in post-war terraces	2	0.0	1.6	3			
4.M.43 Families in right-to-buy estates	68	1.7	2.0	82			
4.M.44 Post-war estates, limited means	97	2.4	2.2	110			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	30	0.7	0.8	94			
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	156	3.9	2.2	172			
4.N.48 Pensioners and singles in social rented flats	104	2.6	1.7	150			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	100	2.5	2.2	113			
5.O.50 Struggling younger people in mixed tenure	144	3.6	1.8	198			
5.O.51 Young people in small, low cost terraces	327	8.1	2.3	356			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	85	2.1	1.6	134			
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	81	2.0	1.6	125			
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	8	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	19	0.5	0.3	165			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,051						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01483_Ship Inn, Gainsborough, DN21 3AE (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

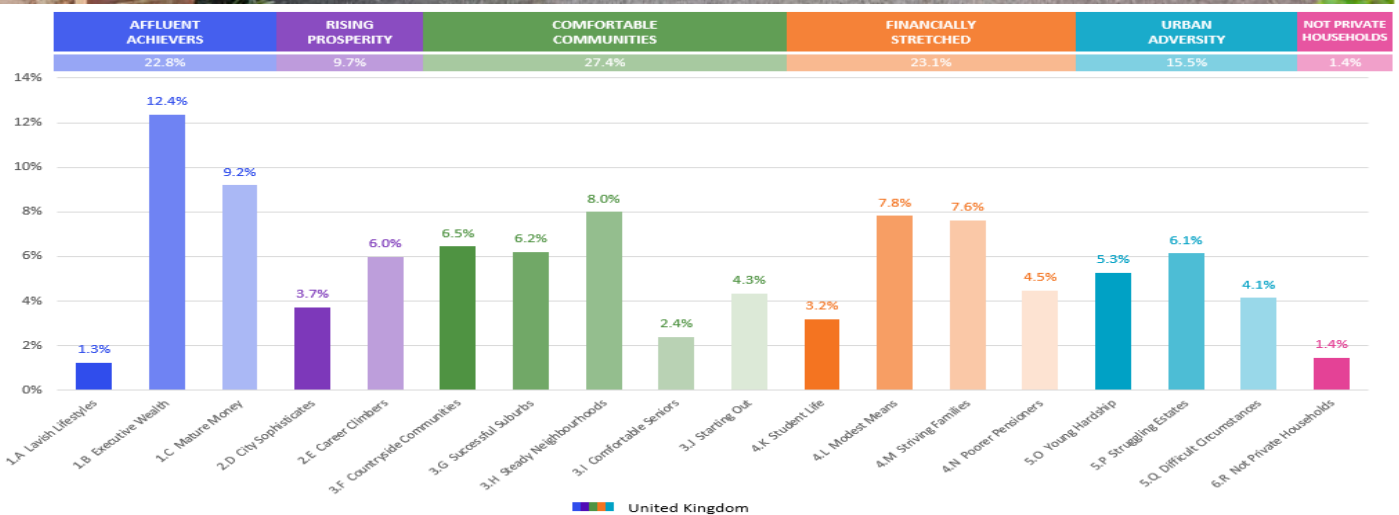
House tenure: Owned outright

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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