

CGA LICENCED PREMISES

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Area: P03271_Park View, Manchester, M9 0QJ (1 I
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	45.2	81.7	55			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	5.7	28.2	20			
Restaurant	1	5.7	32.1	18			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Carters Arms	JW Lees	Pubs & Full On	JW Lees	M 24 4PW
Gardeners Arms	Unknown	Pubs & Full On	Unknown	M 24 4PW
Mr Alis	Independent Free	Restaurant	Independent Free	M 8 4LY
Cheers Bar & Restaurant	Unknown	Pubs & Full On	Unknown	M 8 4LY
Wilton Arms Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	M 24 4RF
Heaton Park	Whitbread	Pubs & Full On	Whitbread	M 8 4NB
Flying Horse Hotel	Independent Free	Pubs & Full On	Independent Free	M 9 8ND
Duke Of Wellington	Holt	Pubs & Full On	Holt	M 9 8WR
Heaton Park Golf Centre	Independent Free	Registered Club	Independent Free	M 25 2SW
Park View	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 9 0QJ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03271_Park View, Manchester, M9 0QJ (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: P03271_Park View, Manchester, M9 0QJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	132	1.7	22.1	8		
2 Rising Prosperity	94	1.2	10.2	12		
3 Comfortable Communities	1,319	17.0	26.5	64		
4 Financially Stretched	3,530	45.6	23.7	192		
5 Urban Adversity	2,669	34.5	17.2	200		
6 Not Private Households	0	0.0	0.3	0		
Total households		7,744				

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

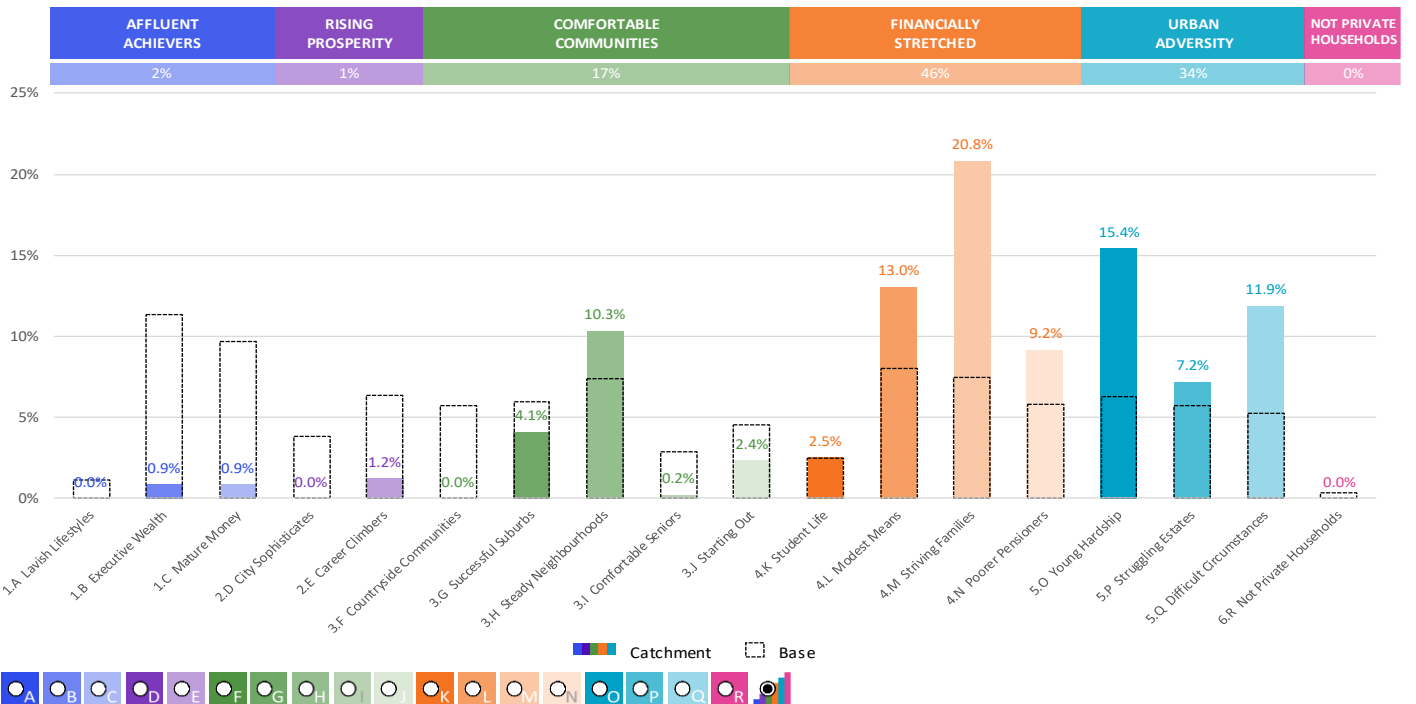
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03271_Park View, Manchester, M9 0QJ (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	66	0.9	11.3	8			
1.C Mature Money	66	0.9	9.6	9			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	94	1.2	6.4	19			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	319	4.1	6.0	69			
3.H Steady Neighbourhoods	801	10.3	7.4	140			
3.I Comfortable Seniors	16	0.2	2.9	7			
3.J Starting Out	183	2.4	4.6	52			
4. Financially Stretched							
4.K Student Life	196	2.5	2.5	101			
4.L Modest Means	1,010	13.0	8.0	163			
4.M Striving Families	1,613	20.8	7.4	280			
4.N Poorer Pensioners	711	9.2	5.8	159			
5. Urban Adversity							
5.O Young Hardship	1,194	15.4	6.3	247			
5.P Struggling Estates	557	7.2	5.7	126			
5.Q Difficult Circumstances	918	11.9	5.2	226			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	7,744						

Acorn Group Graph



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

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Area: P03271_Park View, Manchester, M9 0QJ (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	21	0.3	2.6	10			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	38	0.5	2.2	22			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	7	0.1	1.5	6			
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	66	0.9	2.8	30			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	94	1.2	3.4	36			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	232	3.0	2.7	111			
3.G.25 Larger family homes, multi-ethnic areas	87	1.1	0.8	135			
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	732	9.5	3.5	273			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	69	0.9	2.3	38			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	16	0.2	2.4	9			
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	18	0.2	2.2	11			
3.J.33 Smaller houses and starter homes	165	2.1	2.4	89			
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	196	2.5	1.9	132			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	74	1.0	1.4	66			
4.L.38 Semi-skilled workers in traditional neighbourhoods	492	6.4	2.6	242			
4.L.39 Fading owner occupied terraces	444	5.7	2.9	196			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	54	0.7	1.6	43			
4.M.43 Families in right-to-buy estates	996	12.9	2.0	631			
4.M.44 Post-war estates, limited means	563	7.3	2.2	334			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	138	1.8	1.0	173			
4.N.47 Low income older people in smaller semis	342	4.4	2.2	198			
4.N.48 Pensioners and singles in social rented flats	231	3.0	1.7	175			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	399	5.2	2.2	236			
5.O.50 Struggling younger people in mixed tenure	83	1.1	1.8	60			
5.O.51 Young people in small, low cost terraces	712	9.2	2.3	406			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	216	2.8	1.6	179			
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	341	4.4	1.6	275			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	93	1.2	1.5	80			
5.Q.58 Singles and young families, some receiving benefits	647	8.4	1.8	474			
5.Q.59 Deprived areas and high-rise flats	178	2.3	2.0	117			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,744						

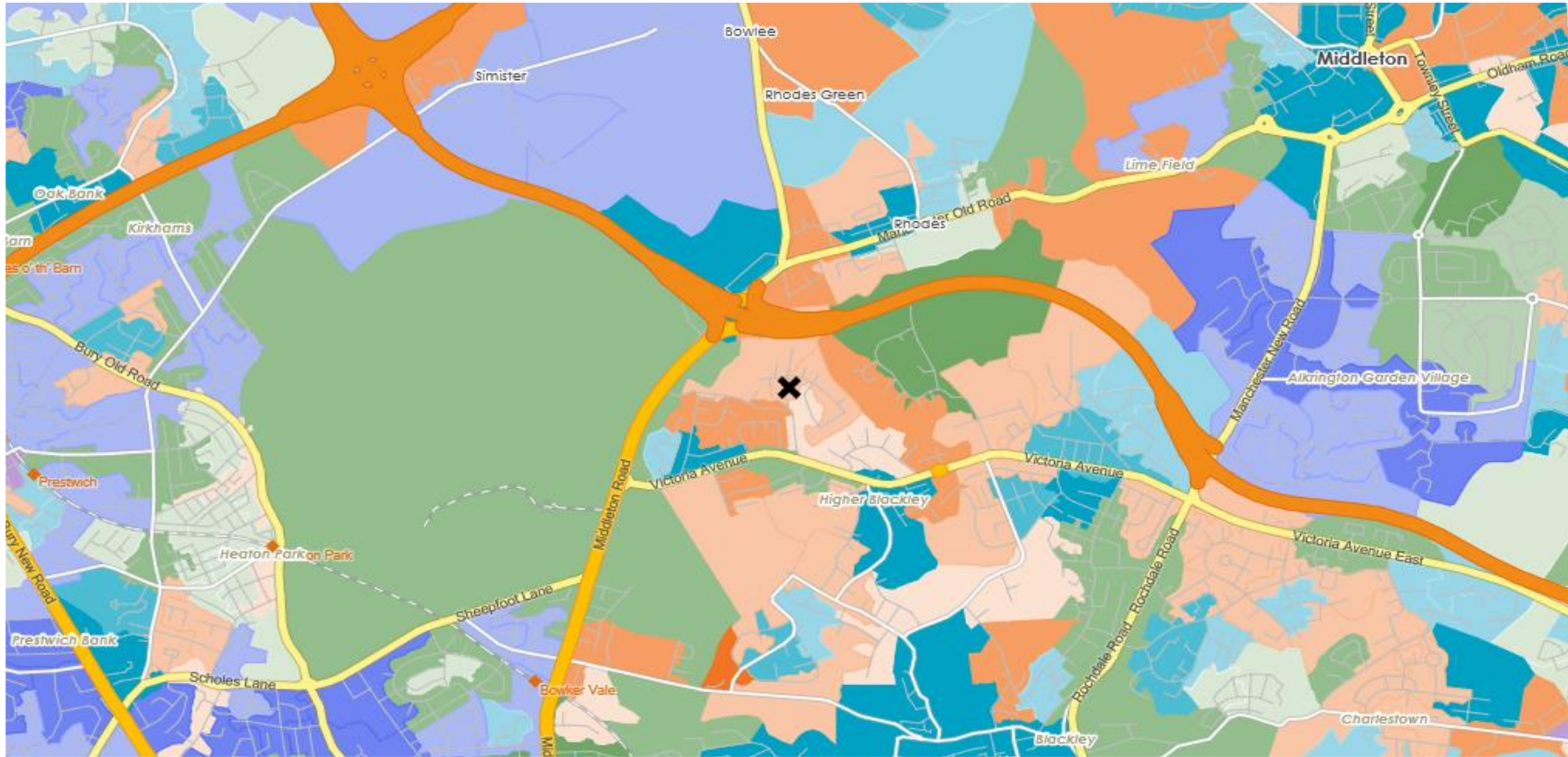
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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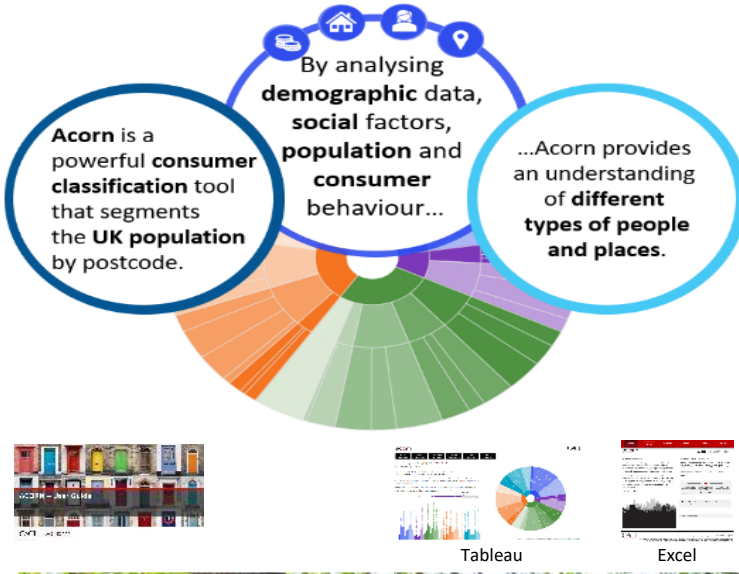
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

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%



MAP OF AREA

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