

# CGA LICENCED PREMISES

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Area: P03847\_Three Horseshoes, Barrow, IP29 5A|  
 Base: Great Britain  
 Year: 2023

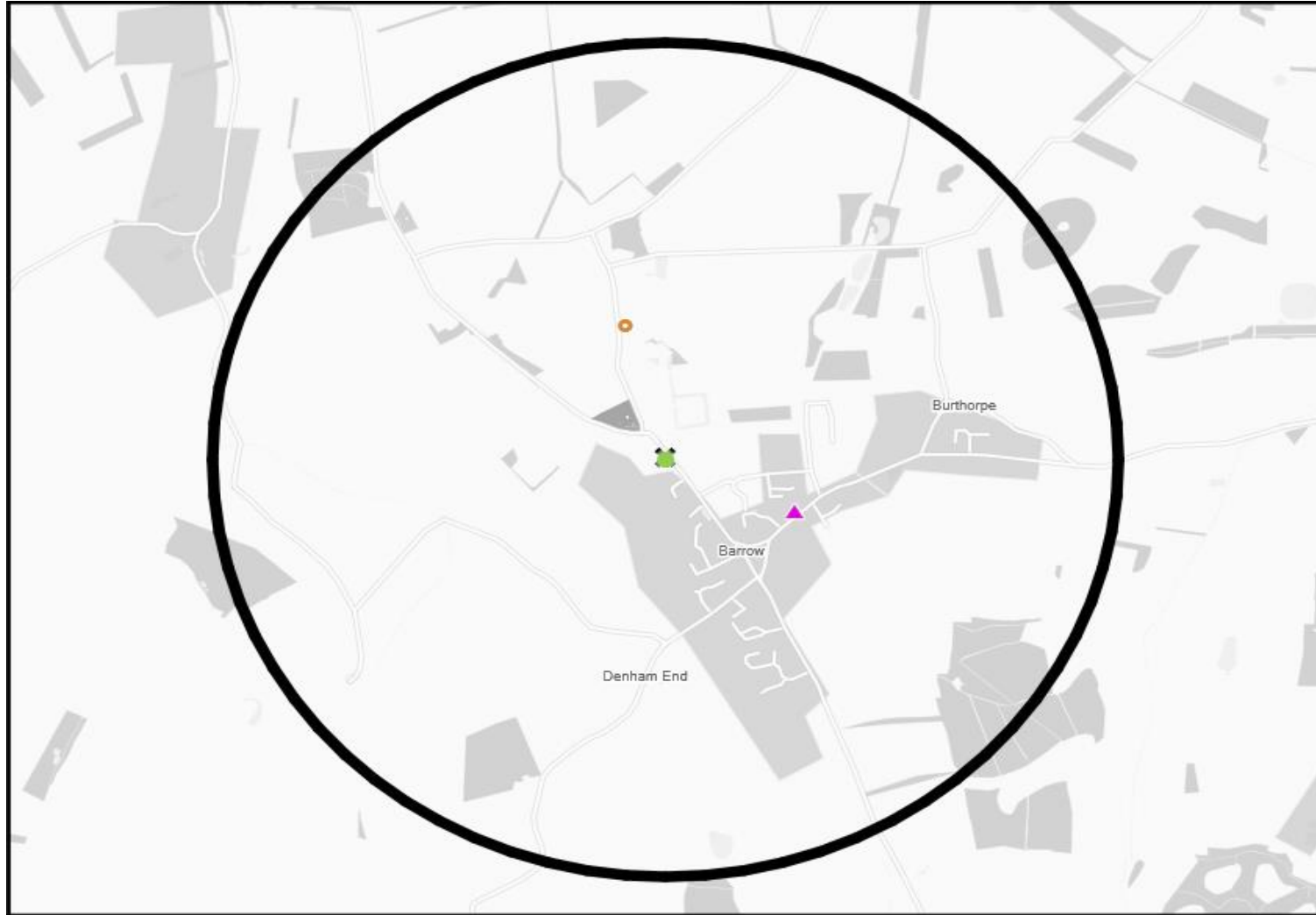
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	102.9	81.7	<b>126</b>			
Proprietary Club	1	51.4	7.3	<b>706</b>			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Weeping Willow	Chestnut Group	Pubs & Full On	Chestnut Group	IP29 5AB
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP29 5AP
Suffolk Academy	Independent Free	Proprietary Club	Independent Free	IP29 5AX

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03847\_Three Horseshoes, Barrow, IP29 5AP (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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**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	309	38.4	22.1	174			
2 Rising Prosperity	3	0.4	10.2	4			
3 Comfortable Communities	407	50.6	26.5	191			
4 Financially Stretched	85	10.6	23.7	45			
5 Urban Adversity	0	0.0	17.2	0			
6 Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>804</b>						

### 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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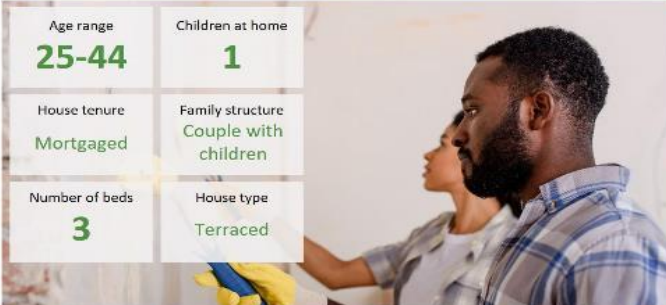
Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	62	7.7	11.3	68			
1.C Mature Money	247	30.7	9.6	318			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	3	0.4	6.4	6			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	372	46.3	5.7	807			
3.G Successful Suburbs	26	3.2	6.0	54			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	9	1.1	2.9	39			
3.J Starting Out	0	0.0	4.6	0			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	0	0.0	8.0	0			
4.M Striving Families	45	5.6	7.4	75			
4.N Poorer Pensioners	40	5.0	5.8	86			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>804</b>						

### Acorn Group Pen Portrait

**3 J Starting Out** 2.2M UK Adults    4.2% of UK

**Young couples and early career climbers in their first homes.** Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

#### CORE DEMOGRAPHICS



Age range <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

#### FINANCIAL PROFILE

Household income UK: <b>£43k</b> London: <b>£47k</b> <small>Average: £40k    Average: £48k</small>	% Disposable income UK: <b>39%</b> London: <b>32%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
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#### BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

#### DIGITAL

##### ATTITUDES

I worry about online security <b>60%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>63%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>28%</b> <small>UK average: 28%</small>
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##### TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03847\_Three Horseshoes, Barrow, IP29 5AP (1 Mile contour)  
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Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	3	0.4	2.6	14			
1.B.5 Wealthy countryside commuters	31	3.9	2.5	156			
1.B.6 Financially comfortable families	25	3.1	2.2	140			
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	3	0.4	1.6	23			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	232	28.9	3.1	938			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	15	1.9	2.5	76			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	3	0.4	2.0	19			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	170	21.1	1.0	2,104			
3.F.23 Owner occupiers in small towns and villages	202	25.1	3.2	783			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	26	3.2	2.4	133			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	9	1.1	2.4	47			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	45	5.6	1.6	351			
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	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	9	1.1	0.8	142			
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	31	3.9	2.2	173			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>804</b>						



## DOMINANT ACORN GROUP - HOUSEHOLDS

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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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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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