

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04546_Railway, Marsden, HD7 6DH (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	121.5	81.7	149			
Proprietary Club	0	0.0	7.3	0			
Registered Club	8	194.5	28.2	691			
Restaurant	1	24.3	32.1	76			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Marsden Liberal Club	Independent Free	Registered Club	Independent Free	HD 7 6EU
Royal British Legion Club	Independent Free	Registered Club	Independent Free	HD 7 6AJ
Shakespeare Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	HD 7 6BW
Marsden Football Club	Independent Free	Registered Club	Independent Free	HD 7 6JE
Marsden Conservative Club	Independent Free	Registered Club	Independent Free	HD 7 6DF
Railway	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HD 7 6DH
Marsden Socialist Club	Independent Free	Registered Club	Independent Free	HD 7 6EW
Puleside Working Mens Club	Independent Free	Registered Club	Independent Free	HD 7 6NN
Marsden Golf Club	Independent Free	Registered Club	Independent Free	HD 7 6NN
Marsden Cricket & Bowling Club	Independent Free	Registered Club	Independent Free	HD 7 6NN
New Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HD 7 6EZ
Riverhead Brewery Tap	Ossett Brewery	Pubs & Full On	Robinsons	HD 7 6BR
Marsden Mechanics Hall	Independent Free	Pubs & Full On	Independent Free	HD 7 6BW
Mozzarella	Independent Free	Restaurant	Independent Free	HD 7 6BW

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04546_Railway, Marsden, HD7 6DH (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04546_Railway, Marsden, HD7 6DH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	409	22.3	22.1	101		
2 Rising Prosperity	79	4.3	10.2	42		
3 Comfortable Communities	292	16.0	26.5	60		
4 Financially Stretched	984	53.8	23.7	227		
5 Urban Adversity	66	3.6	17.2	21		
6 Not Private Households	0	0.0	0.3	0		
Total households		1,830				

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04546_Railway, Marsden, HD7 6DH (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	109	6.0	11.3	53			
1.C Mature Money	300	16.4	9.6	170			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	79	4.3	6.4	68			
3. Comfortable Communities							
3.F Countryside Communities	90	4.9	5.7	86			
3.G Successful Suburbs	192	10.5	6.0	176			
3.H Steady Neighbourhoods	3	0.2	7.4	2			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	7	0.4	4.6	8			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	666	36.4	8.0	456			
4.M Striving Families	200	10.9	7.4	147			
4.N Poorer Pensioners	118	6.4	5.8	112			
5. Urban Adversity							
5.O Young Hardship	29	1.6	6.3	25			
5.P Struggling Estates	29	1.6	5.7	28			
5.Q Difficult Circumstances	8	0.4	5.2	8			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,830						

Acorn Group Pen Portrait

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

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

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

FINANCIAL PROFILE

Household income UK: £30k London: £35k <small>Average: £40k Average: £48k</small>	% Disposable income UK: 38% London: 26% <small>Average: 43% Average: 29%</small>	Financial situation
---	--	-------------------------

TOP BEHAVIOURS

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



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04546_Railway, Marsden, HD7 6DH (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	81	4.4	2.5	179			
1.B.6 Financially comfortable families	25	1.4	2.2	61			
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	0.2	1.6	10			
1.C Mature Money							
1.C.10 Better-off villagers	261	14.3	3.1	464			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	39	2.1	1.3	165			
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	79	4.3	2.0	219			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	90	4.9	3.2	153			
3.G Successful Suburbs							
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	192	10.5	2.4	433			
3.H Steady Neighbourhoods							
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	3	0.2	2.3	7			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	7	0.4	2.4	16			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	123	6.7	2.6	256			
4.L.39 Fading owner occupied terraces	543	29.7	2.9	1,017			
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	67	3.7	1.6	230			
4.M.42 Struggling young families in post-war terraces	52	2.8	1.6	173			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	81	4.4	2.2	203			
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	24	1.3	1.0	127			
4.N.47 Low income older people in smaller semis	32	1.7	2.2	78			
4.N.48 Pensioners and singles in social rented flats	62	3.4	1.7	199			
5. Urban Adversity							
5.O Young Hardship							
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	29	1.6	1.8	88			
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	7	0.4	1.6	24			
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	1.2	1.6	75			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	8	0.4	1.5	29			
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			
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	1,830						

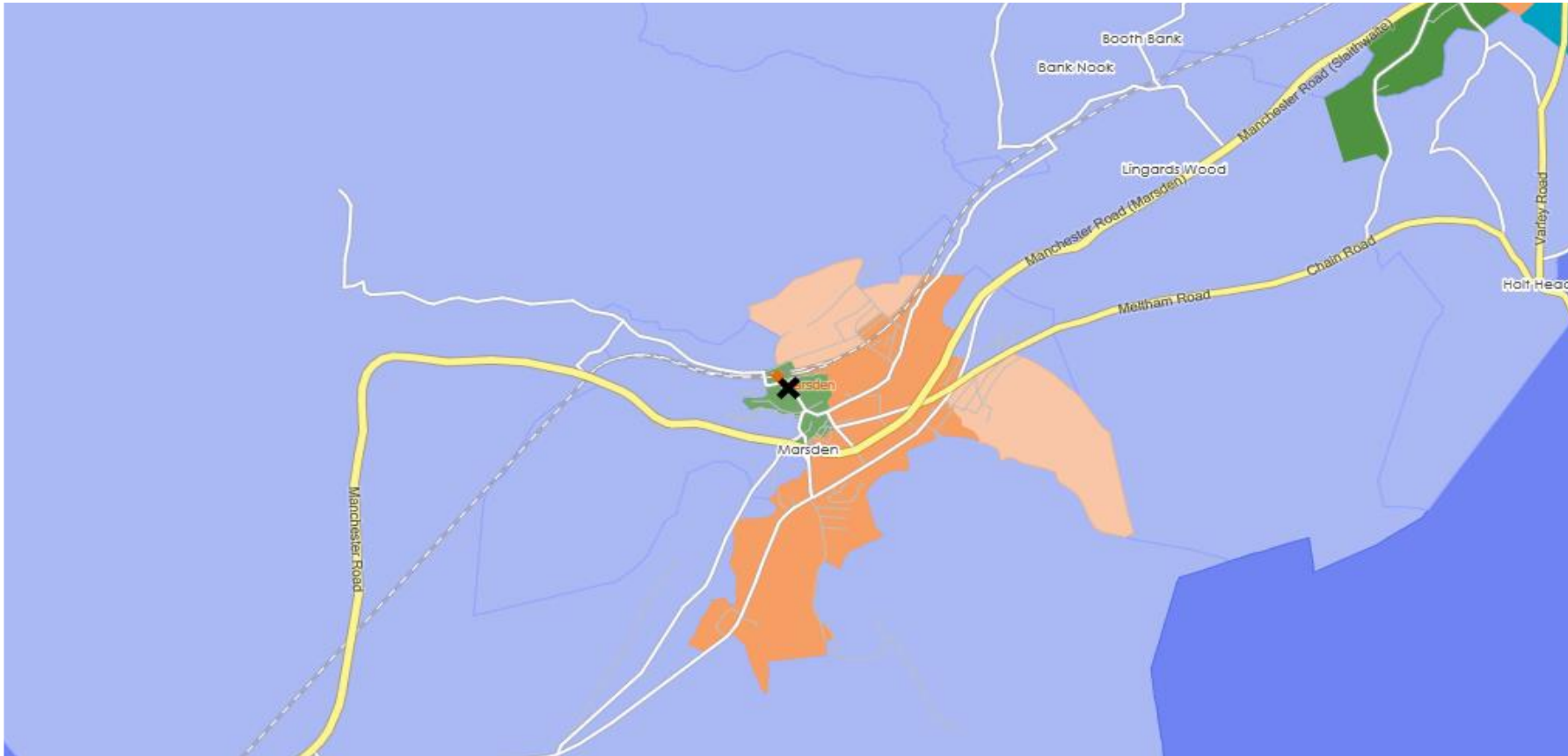
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04546_Railway, Marsden, HD7 6DH (1 Mile contour)



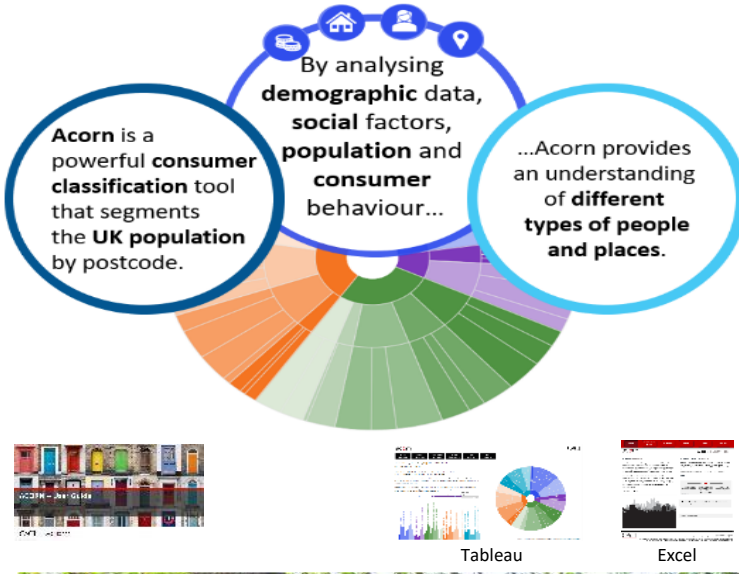
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

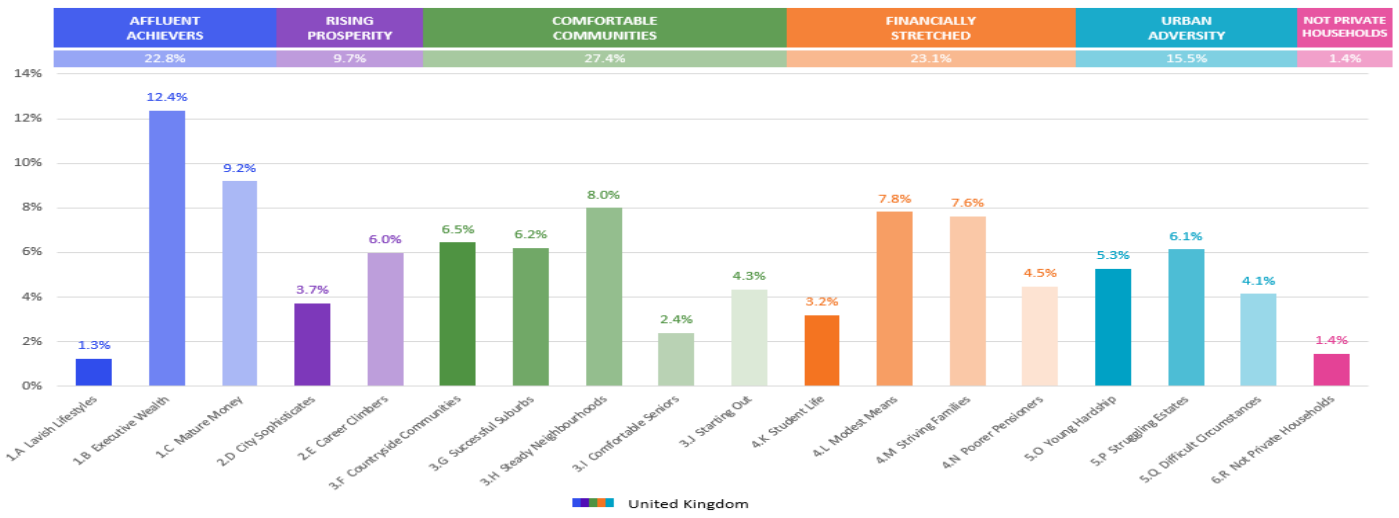
House tenure: Owned outright

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

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04546_Railway, Marsden, HD7 6DH (1 Mile contour)

