

# CGA LICENCED PREMISES

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Area: P04524\_Men Of March, March, PE15 8EH (1)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	62.5	81.7	77			
Proprietary Club	2	13.9	7.3	<b>191</b>			
Registered Club	10	69.4	28.2	<b>247</b>			
Restaurant	4	27.8	32.1	87			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Shahjahan Restaurant	Independent Free	Restaurant	Independent Free	PE15 8AB
Hippodrome	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PE15 8AQ
Rookwood Club	Independent Free	Registered Club	Independent Free	PE15 8DP
Men Of March	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE15 8EH
Buss	Independent Free	Registered Club	Independent Free	PE15 8HL
Ger Sports & Social Club	Independent Free	Registered Club	Independent Free	PE15 8HS
Braza Club	Independent Free	Registered Club	Independent Free	PE15 8PG
March & District Cons & Unitarian Club	Independent Free	Registered Club	Independent Free	PE15 8RD
Ship	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE15 8TD
March United Services Club	Independent Free	Registered Club	Independent Free	PE15 9AN
Red Lion	Elgood	Pubs & Full On	Elgood	PE15 9JA
Acre	Greene King	Pubs & Full On	Greene King	PE15 9JD
Olde Griffin Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE15 9JS
March & District Snooker Club	Independent Free	Proprietary Club	Independent Free	PE15 9LD
Cock Inn	Elgood	Pubs & Full On	Elgood	PE15 9LP
March Town Cricket Club	Independent Free	Registered Club	Independent Free	PE15 9RS
March Town Bowls Club	Independent Free	Registered Club	Independent Free	PE15 9RS
Purple Diamond	Independent Free	Restaurant	Independent Free	PE15 8LB
Cassanos March	Independent Free	Pubs & Full On	Independent Free	PE15 8TD
Oliver Cromwell Hotel	Independent Free	Pubs & Full On	Independent Free	PE15 9LH
Planet March	Independent Free	Proprietary Club	Independent Free	PE15 9LD
Diana Tandoori	Independent Free	Restaurant	Independent Free	PE15 8BQ
Spice Bank	Independent Free	Restaurant	Independent Free	PE15 9LP
March Masonic Hall	Independent Free	Registered Club	Independent Free	PE15 9LS
March Town Football Club	Independent Free	Registered Club	Independent Free	PE15 8HS

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04524\_Men Of March, March, PE15 8EH (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:** P04524\_Men Of March, March, PE15 8EH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	601	9.6	22.1	43		
 2 Rising Prosperity	63	1.0	10.2	10		
 3 Comfortable Communities	2,990	47.6	26.5	180		
 4 Financially Stretched	1,934	30.8	23.7	130		
 5 Urban Adversity	680	10.8	17.2	63		
 6 Not Private Households	9	0.1	0.3	42		
 Graph						
<b>Total households</b>	<b>6,277</b>					

### 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: P04524\_Men Of March, March, PE15 8EH (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

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	27	0.4	11.3	4			
1.C Mature Money	574	9.1	9.6	95			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	63	1.0	6.4	16			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	604	9.6	5.7	168			
3.G Successful Suburbs	1,139	18.1	6.0	305			
3.H Steady Neighbourhoods	301	4.8	7.4	65			
3.I Comfortable Seniors	537	8.6	2.9	299			
3.J Starting Out	409	6.5	4.6	143			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,360	21.7	8.0	271			
4.M Striving Families	341	5.4	7.4	73			
4.N Poorer Pensioners	233	3.7	5.8	64			
<b>5. Urban Adversity</b>							
5.O Young Hardship	426	6.8	6.3	109			
5.P Struggling Estates	197	3.1	5.7	55			
5.Q Difficult Circumstances	57	0.9	5.2	17			
<b>6. Not Private Households</b>							
6.R Not Private Households	9	0.1	0.3	42			
<b>Total households</b>	<b>6,277</b>						

### Acorn Group Pen Portrait

4
K
Student Life

1.6M
3.0%

UK Adults      of UK

**Students and young people with little income living in halls of residence or shared houses.** These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

**CORE DEMOGRAPHICS**

Age range <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

**FINANCIAL PROFILE**

Household income UK: <b>£33k</b> London: <b>£36k</b> <small>Average: £10k      Average: £16k</small>	% Disposable income UK: <b>26%</b> London: <b>16%</b> <small>Average: 43%      Average: 29%</small>	Financial situation 
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**BRANDS**

SHOPPING 			
LEISURE 			
WEBSITES 			

**DIGITAL**

**ATTITUDES**

I worry about online security <b>58%</b> <small>UK average: 48%</small>	Shopping online makes my life easier <b>68%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>44%</b> <small>UK average: 28%</small>
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**TOP BEHAVIOURS**

<b>Love to buy new gadgets and appliances</b>	<b>Research beauty online</b>	<b>Social media: Snapchat, YouTube and TikTok</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04524\_Men Of March, March, PE15 8EH (1 Mile contour)  
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 Year: 2023

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	4	0.1	2.6	2			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	23	0.4	2.2	16			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	574	9.1	2.5	371			
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	63	1.0	2.0	51			
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	19	0.3	1.0	30			
3.F.23 Owner occupiers in small towns and villages	585	9.3	3.2	290			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	1,139	18.1	2.7	673			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	236	3.8	3.5	108			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	65	1.0	2.3	44			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	520	8.3	2.4	349			
3.I.31 Elderly singles in purpose-built accommodation	17	0.3	0.5	56			
<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	409	6.5	2.4	271			
<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	180	2.9	1.4	199			
4.L.38 Semi-skilled workers in traditional neighbourhoods	854	13.6	2.6	517			
4.L.39 Fading owner occupied terraces	326	5.2	2.9	178			
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	9	0.1	1.6	9			
4.M.42 Struggling young families in post-war terraces	60	1.0	1.6	58			
4.M.43 Families in right-to-buy estates	225	3.6	2.0	176			
4.M.44 Post-war estates, limited means	47	0.7	2.2	34			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	122	1.9	0.8	247			
4.N.46 Elderly people in social rented flats	33	0.5	1.0	51			
4.N.47 Low income older people in smaller semis	78	1.2	2.2	56			
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	303	4.8	2.2	221			
5.O.50 Struggling younger people in mixed tenure	118	1.9	1.8	104			
5.O.51 Young people in small, low cost terraces	5	0.1	2.3	4			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	25	0.4	1.6	25			
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	172	2.7	1.6	171			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	20	0.3	1.5	21			
5.Q.58 Singles and young families, some receiving benefits	23	0.4	1.8	21			
5.Q.59 Deprived areas and high-rise flats	14	0.2	2.0	11			
<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	9	0.1	0.3	50			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,277</b>						

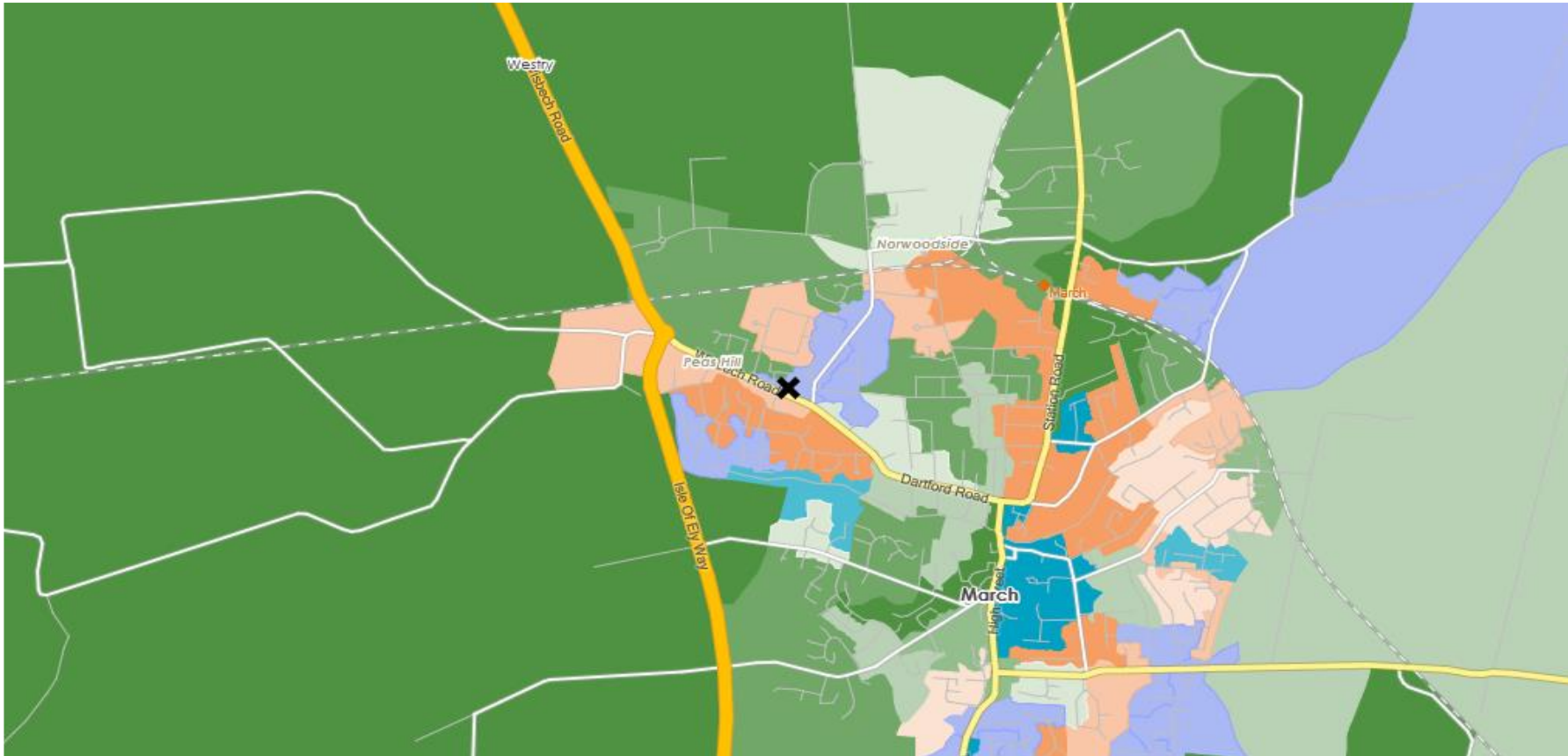
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04524\_Men Of March, March, PE15 8EH (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

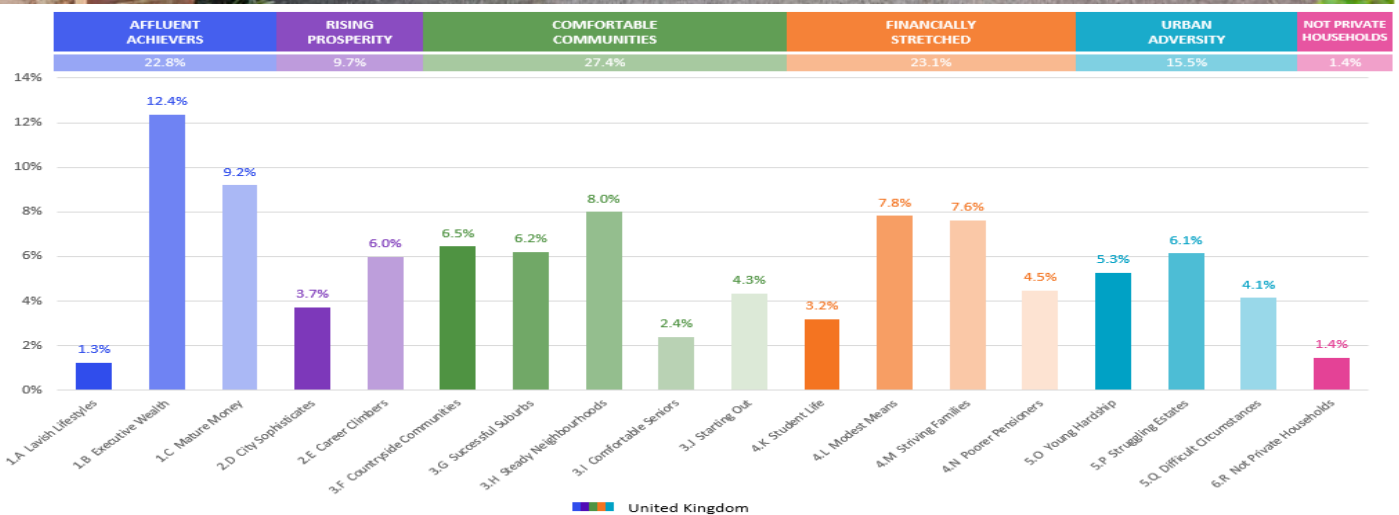
House tenure: Owned outright

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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