

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: P03965_Kings Arms, Carnforth, LA6 2AU (1 N
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	348.7	81.7	427			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	43.6	28.2	155			
Restaurant	5	218.0	32.1	679			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Snooty Fox Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 6 2AH
Red Dragon	Robinsons	Pubs & Full On	Robinsons	LA 6 2AH
Spice Essence	Independent Free	Restaurant	Independent Free	LA 6 2AJ
Sun Inn	Independent Free	Pubs & Full On	Independent Free	LA 6 2AN
Plato's	Independent Free	Restaurant	Independent Free	LA 6 2AT
Kings Arms Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LA 6 2AU
Copper Kettle	Independent Free	Restaurant	Independent Free	LA 6 2AU
Kirkby Lonsdale Rugby Club	Independent Free	Registered Club	Independent Free	LA 6 2DX
Pheasant Inn	Independent Free	Pubs & Full On	Independent Free	LA 6 2RX
Orange Tree	Independent Free	Pubs & Full On	Independent Free	LA 6 2BD
Number Forty Four	Independent Free	Pubs & Full On	Independent Free	LA 6 2AJ
Crossing Point Cafe	Independent Free	Restaurant	Independent Free	LA 6 2AN
Kirkby Lonsdale Brewery And Visitor Cer	Independent Free	Pubs & Full On	Independent Free	LA 6 2AB
Number Nine	Independent Free	Restaurant	Independent Free	LA 6 2AU

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: P03965_Kings Arms, Carnforth, LA6 2AU (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: P03965_Kings Arms, Carnforth, LA6 2AU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	608	58.3	22.1	264		
 2 Rising Prosperity	1	0.1	10.2	1		
 3 Comfortable Communities	295	28.3	26.5	107		
 4 Financially Stretched	121	11.6	23.7	49		
 5 Urban Adversity	11	1.1	17.2	6		
 6 Not Private Households	6	0.6	0.3	167		
 Graph						
Total households	1,042					

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

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

Area: P03965_Kings Arms, Carnforth, LA6 2AU (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	17	1.6	1.1	149		
1.B Executive Wealth	124	11.9	11.3	105		
1.C Mature Money	467	44.8	9.6	464		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	1	0.1	6.4	2		
3. Comfortable Communities						
3.F Countryside Communities	82	7.9	5.7	137		
3.G Successful Suburbs	185	17.8	6.0	298		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	28	2.7	2.9	94		
3.J Starting Out	0	0.0	4.6	0		
4. Financially Stretched						
4.K Student Life	1	0.1	2.5	4		
4.L Modest Means	0	0.0	8.0	0		
4.M Striving Families	55	5.3	7.4	71		
4.N Poorer Pensioners	65	6.2	5.8	108		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.3	0		
5.P Struggling Estates	0	0.0	5.7	0		
5.Q Difficult Circumstances	11	1.1	5.2	20		
6. Not Private Households						
6.R Not Private Households	6	0.6	0.3	167		
Total households	1,042					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 0	SHOPPING COS, REISS, MOLTON BROWN	LEISURE ahimsa, itsu, wahaca, Pho
House tenure Privately renting	Family structure Single	WEBSITES airbnb, Spotify, ASOS, BuzzFeed	
Number of beds 1	House type Flat or maisonette	DIGITAL AND TECH	
FINANCIAL PROFILE		ATTITUDES	
Household income UK: £54k (Average: £40k) London: £54k (Average: £48k)	% Disposable income UK: 23% (Average: 43%) London: 20% (Average: 29%)	I worry about online security 60% (UK average: 59%)	Shopping online makes my life easier 68% (UK average: 62%)
Financial situation Running into debt Saving a lot		I love the ease of using chat bots to get answers 31% (UK average: 28%)	
TOP BEHAVIOURS		SOCIAL MEDIA	
Post online ratings / reviews online	Book travel and holidays online	Pinterest, Insta and Twitter	



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: P03965_Kings Arms, Carnforth, LA6 2AU (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	17	1.6	0.9	190			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	124	11.9	2.5	482			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	235	22.6	3.1	733			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	34	3.3	2.5	132			
1.C.13 Upmarket downsizers	198	19.0	1.3	1,470			
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	1	0.1	2.0	5			
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	55	5.3	1.5	347			
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	27	2.6	3.2	81			
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	185	17.8	2.4	732			
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	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	28	2.7	2.4	113			
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	0	0.0	2.4	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.1	0.3	29			
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	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			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	55	5.3	1.6	331			
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			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	23	2.2	0.8	280			
4.N.46 Elderly people in social rented flats	17	1.6	1.0	158			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	25	2.4	1.7	141			
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	0	0.0	1.8	0			
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	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			
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	11	1.1	1.8	60			
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	4	0.4	0.1	646			
6.R.61 Inactive communal population	2	0.2	0.3	67			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,042						

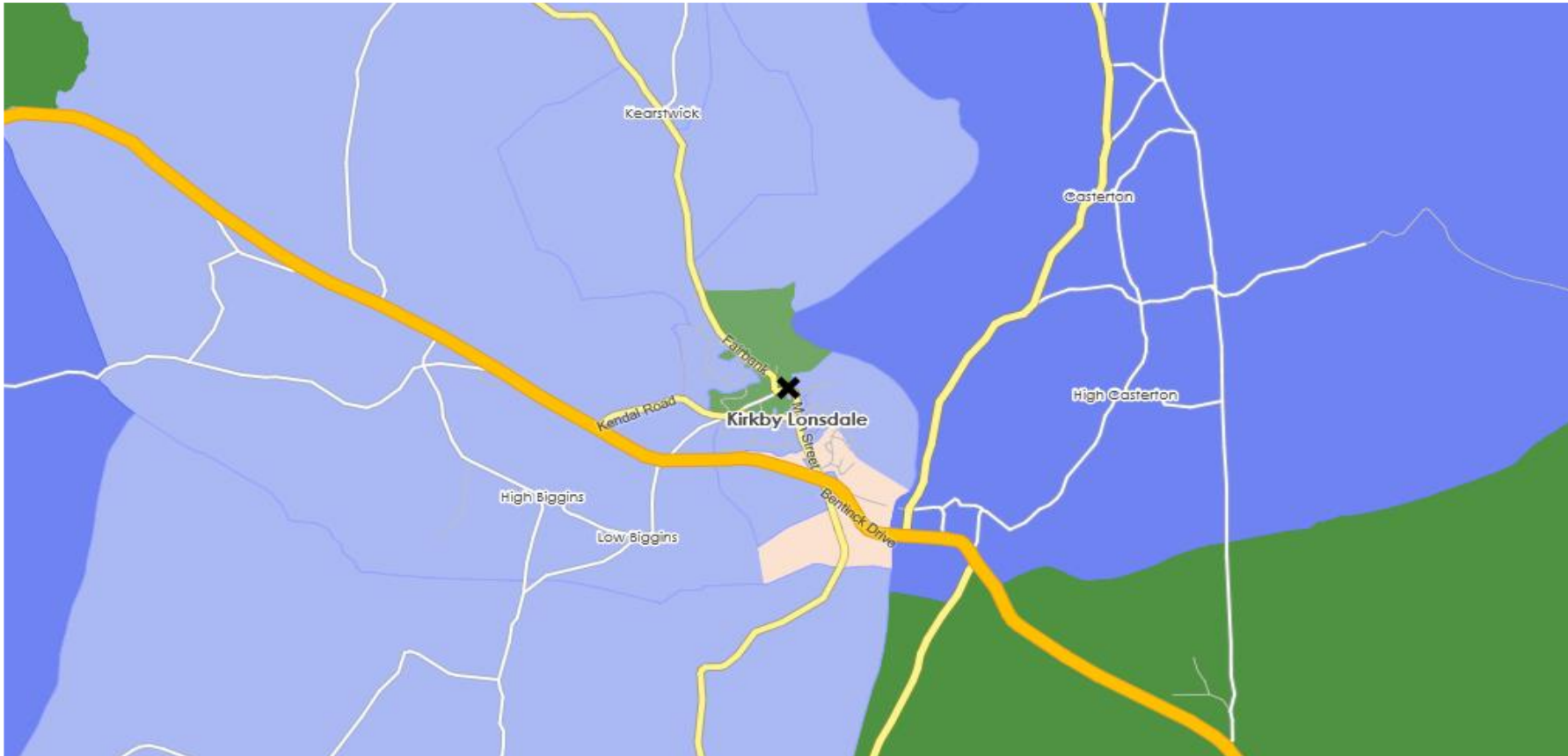
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

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: P03965_Kings Arms, Carnforth, LA6 2AU (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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62



Tableau

Excel

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**

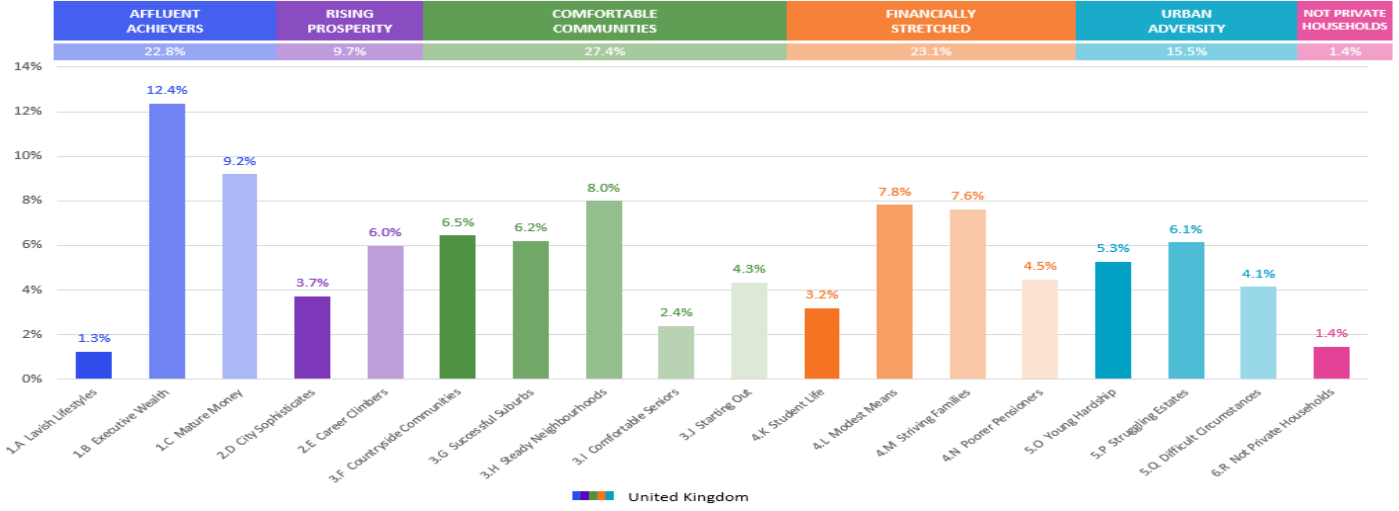
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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

© 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: P03965_Kings Arms, Carnforth, LA6 2AU (1 Mile contour)

