

CGA LICENCED PREMISES

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Area: P03392_Euxton Mills Hotel, Euxton, PR7 6JD
 Base: Great Britain
 Year: 2023

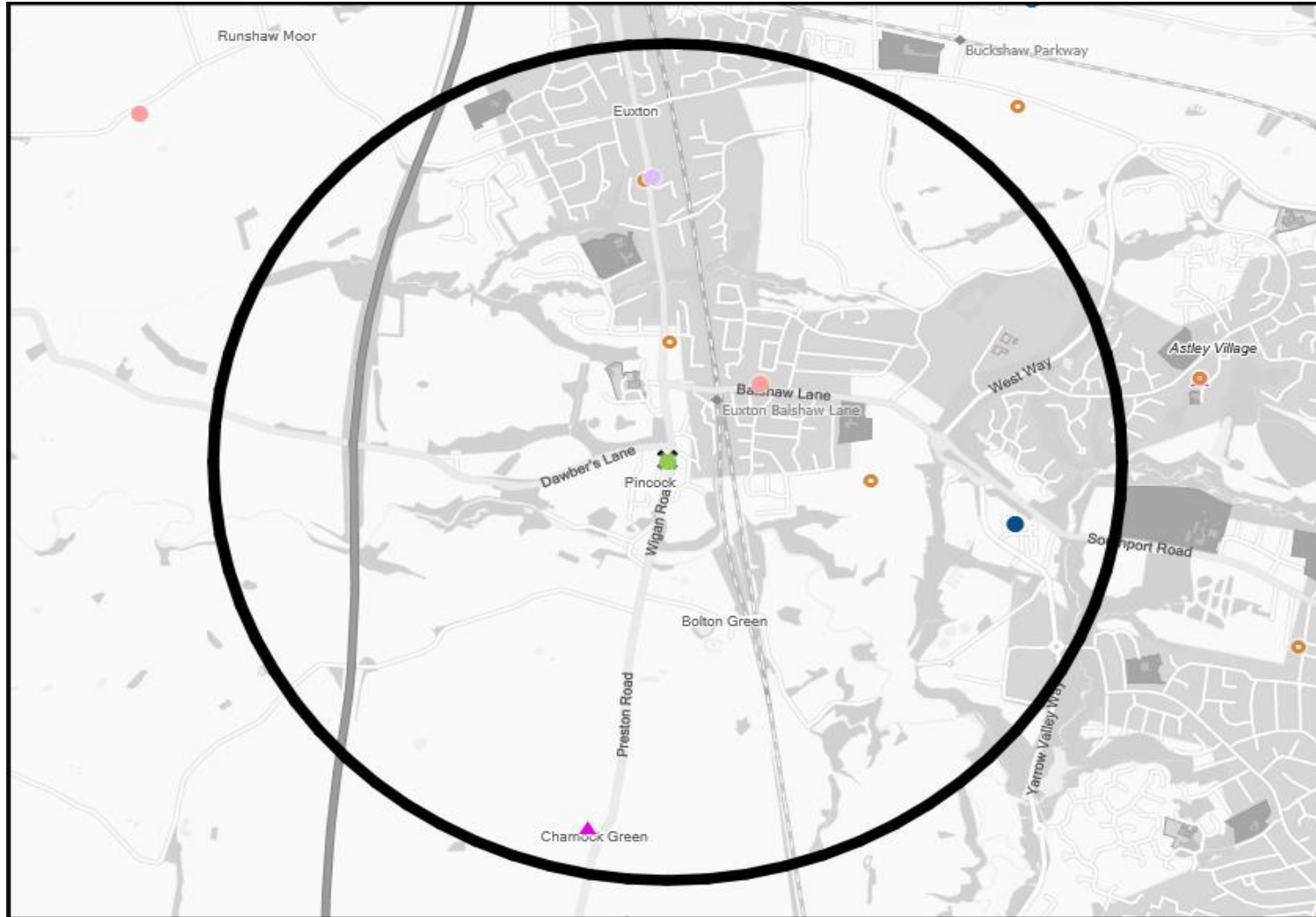
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	69.8	81.7	85			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	41.9	28.2	149			
Restaurant	1	14.0	32.1	43			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Bowling Green	Holt	Pubs & Full On	Holt	PR 7 5LA
Talbot	Blind Tiger Inns	Pubs & Full On	Star Pubs & Bars	PR 7 6HX
Euxton Mills Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 6JD
Euxton Parish Institute & War	Independent Free	Registered Club	Independent Free	PR 7 6JG
Bay Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 7 6JH
St Marys Parish Centre Club	Independent Free	Registered Club	Independent Free	PR 7 6JW
Papa Luigis	Independent Free	Restaurant	Independent Free	PR 7 6JH
Fieldfare	Marston's	Pubs & Full On	Marston's	PR 7 1NY
Euxton Cricket Club	Independent Free	Registered Club	Independent Free	PR 7 6DD

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03392_Euxton Mills Hotel, Euxton, PR7 6JD (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: P03392_Euxton Mills Hotel, Euxton, PR7 6JD (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,106	35.8	22.1	162		
2 Rising Prosperity	41	1.3	10.2	13		
3 Comfortable Communities	1,531	49.6	26.5	187		
4 Financially Stretched	363	11.8	23.7	50		
5 Urban Adversity	45	1.5	17.2	8		
6 Not Private Households	1	0.0	0.3	9		
Total households	3,087					

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

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P03392_Euxton Mills Hotel, Euxton, PR7 6JD (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	795	25.8	11.3	227			
1.C Mature Money	311	10.1	9.6	104			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	41	1.3	6.4	21			
3. Comfortable Communities							
3.F Countryside Communities	242	7.8	5.7	137			
3.G Successful Suburbs	276	8.9	6.0	150			
3.H Steady Neighbourhoods	765	24.8	7.4	335			
3.I Comfortable Seniors	170	5.5	2.9	193			
3.J Starting Out	78	2.5	4.6	56			
4. Financially Stretched							
4.K Student Life	4	0.1	2.5	5			
4.L Modest Means	69	2.2	8.0	28			
4.M Striving Families	182	5.9	7.4	79			
4.N Poorer Pensioners	108	3.5	5.8	61			
5. Urban Adversity							
5.O Young Hardship	45	1.5	6.3	23			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	9			
Total households	3,087						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS

Age range: **25-44** Children at home: **3+**

House tenure: **Privately renting** Family structure: **Single parent**

Number of beds: **3** House type: **Terraced**



BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)

% Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)

Financial situation:



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

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Area: P03392_Euxton Mills Hotel, Euxton, PR7 6JD (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

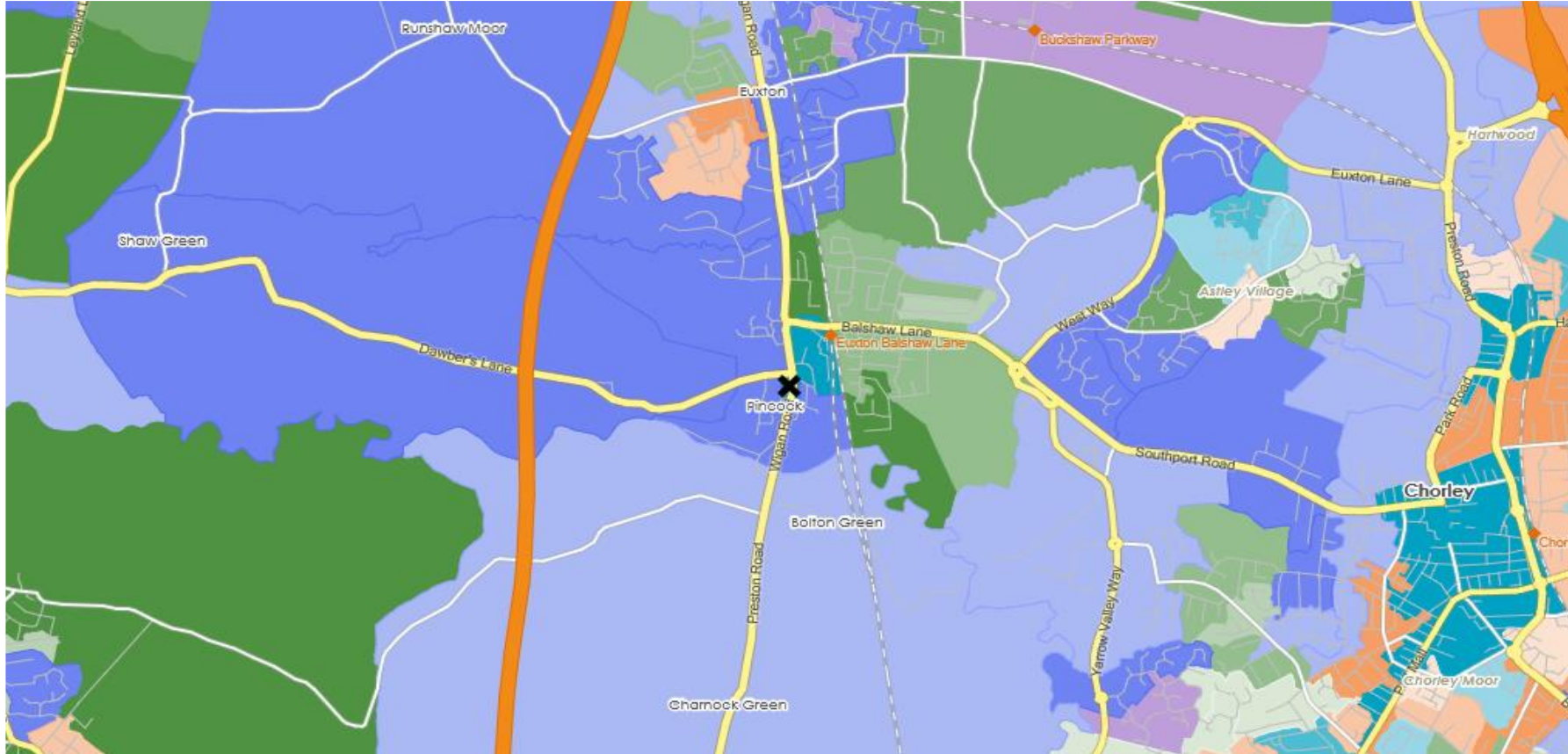
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	439	14.2	2.6	538			
1.B.5 Wealthy countryside commuters	146	4.7	2.5	192			
1.B.6 Financially comfortable families	114	3.7	2.2	166			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	3	0.1	1.5	6			
1.B.9 Well-off edge of towners	93	3.0	1.6	187			
1.C Mature Money							
1.C.10 Better-off villagers	168	5.4	3.1	177			
1.C.11 Settled suburbia, older people	130	4.2	2.8	149			
1.C.12 Retired and empty nesters	13	0.4	2.5	17			
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	41	1.3	2.0	67			
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	242	7.8	3.2	244			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	224	7.3	2.7	269			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	52	1.7	2.4	69			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	499	16.2	3.5	466			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	266	8.6	2.3	368			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	170	5.5	2.4	232			
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	78	2.5	2.4	105			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	4	0.1	0.3	39			
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	50	1.6	2.6	62			
4.L.39 Fading owner occupied terraces	19	0.6	2.9	21			
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	68	2.2	1.6	138			
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	114	3.7	2.2	170			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	80	2.6	0.8	329			
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	28	0.9	2.2	41			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
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	45	1.5	1.8	81			
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	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	1	0.0	0.3	11			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,087						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03392_Euxton Mills Hotel, Euxton, PR7 6JD (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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