

MAP OF AREA

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Source: OS Open Data 2018

Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)

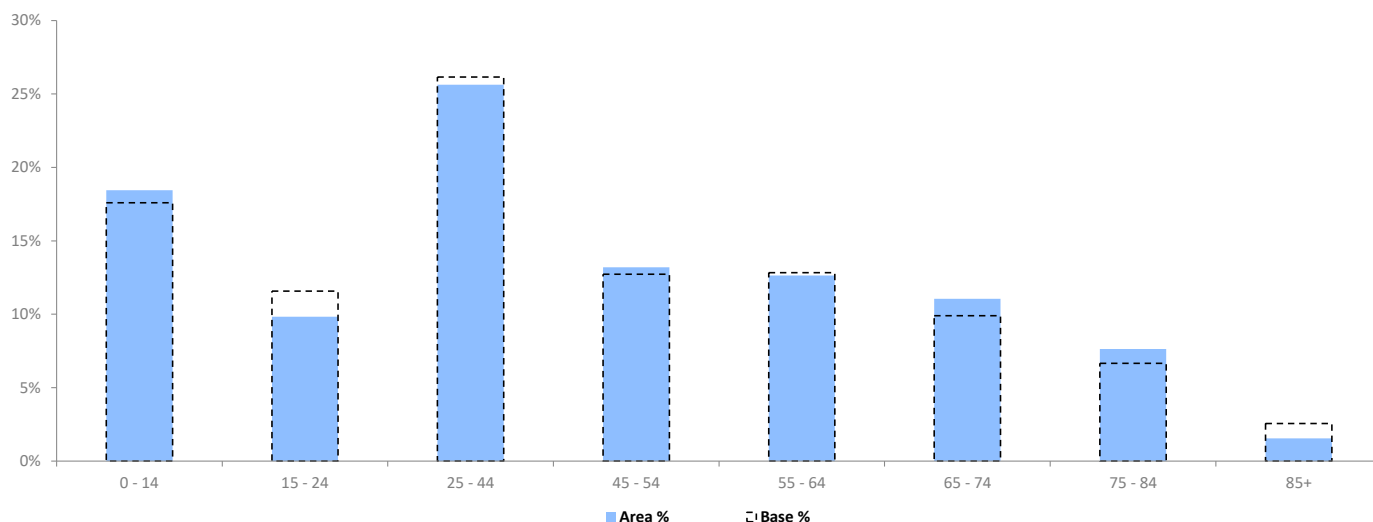


POPULATION PROJECTIONS

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Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	751	18.5	17.6	105			
15 - 24	400	9.8	11.6	85			
25 - 44	1,043	25.6	26.2	98			
45 - 54	537	13.2	12.7	104			
55 - 64	514	12.6	12.8	98			
65 - 74	450	11.1	9.9	112			
75 - 84	311	7.6	6.7	115			
85+	63	1.5	2.6	61			
Total population	4,069						



EXPENDITURE

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Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)
Base: Great Britain
Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£126,282	£69.58	£73.74	94			
2. Alcoholic beverages, tobacco and narcotics	£48,443	£26.69	£27.43	97			
3. Clothing & Footwear	£74,516	£41.06	£41.92	98			
4. Housing, water, electricity, gas and other fuels	£136,976	£75.47	£92.23	82			
5. Furnishings, equipment and routine maintenance	£67,358	£37.11	£39.49	94			
6. Health	£28,303	£15.59	£16.97	92			
7. Transport	£187,649	£103.39	£115.30	90			
8. Communication	£24,794	£13.66	£14.64	93			
9. Recreation & Culture	£178,898	£98.57	£100.48	98			
10. Education	£14,581	£8.03	£22.34	36			
11. Restaurants & Hotels	£133,754	£73.69	£82.30	90			
12. Miscellaneous goods and services	£177,428	£97.76	£104.94	93			
Total Expenditure	£1,198,983	£660.60	£731.77	90			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

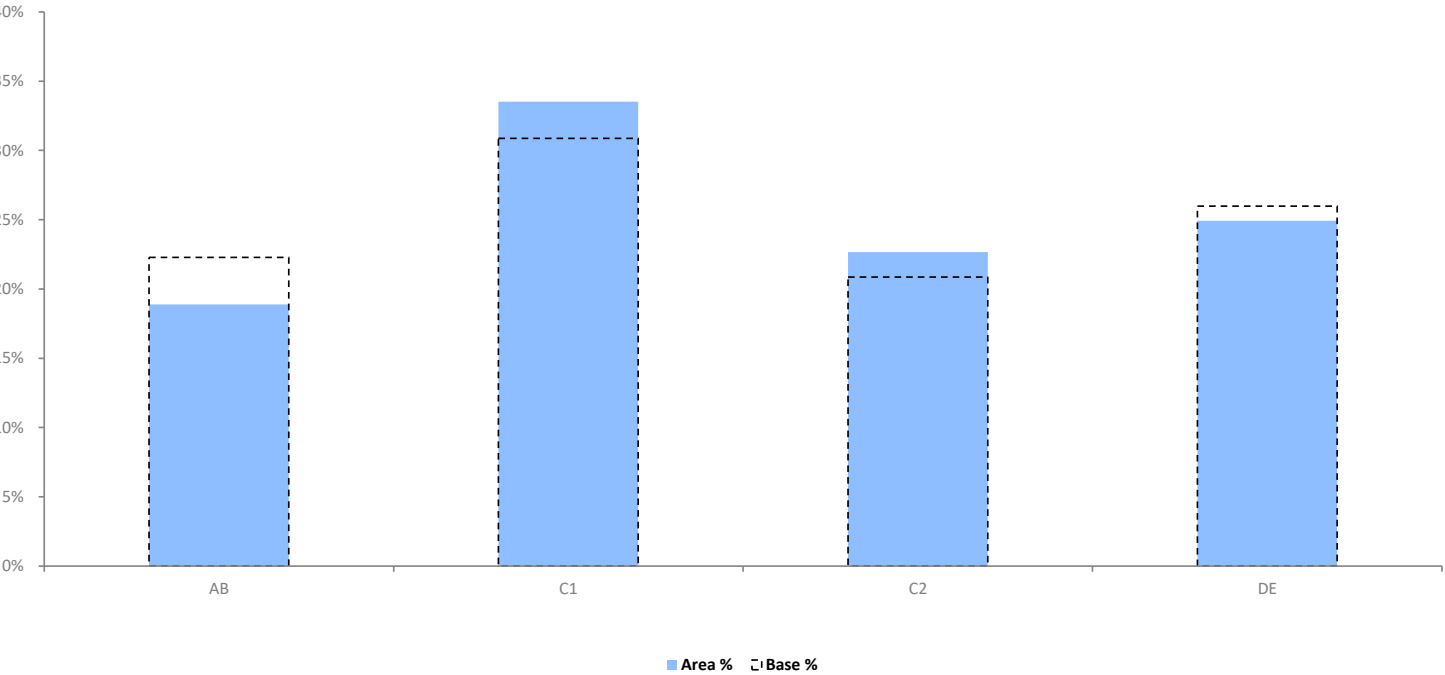
UP TO DATE DEMOGRAPHICS

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Area:	P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)
Base:	Great Britain
Year:	2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	345	18.9	22.3	85			
C1: Supervisory, clerical, jr managerial/admin/professional	612	33.5	30.9	109			
C2: Skilled manual workers	414	22.7	20.9	109			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	455	24.9	26.0	96			
Total household reference persons aged 16 to 64		1,826					



CGA LICENCED PREMISES

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Area: P00301_Church Inn, Warrington, WA3 1DG (
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	49.2	82.8	59			
Proprietary Club	0	0.0	7.5	0			
Registered Club	1	24.6	28.7	86			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Church Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WA 3 1DG
Shepherds Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WA 3 1EH
Lowton Labour Club	Independent Free	Registered Club	Independent Free	WA 3 2AQ

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Source: OS Open Data 2018

Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	142	7.8	22.0	35			
2 Rising Prosperity	261	14.3	10.3	139			
3 Comfortable Communities	552	30.2	26.3	115			
4 Financially Stretched	694	38.0	23.7	160			
5 Urban Adversity	177	9.7	17.4	56			
6 Not Private Households	0	0.0	0.3	0			

Graph

Total households 1,826

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)

Base: Great Britain

Year: 2022

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	141	7.7	11.2	69			
1.C Mature Money	1	0.1	9.6	1			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	261	14.3	6.3	228			
3. Comfortable Communities							
3.F Countryside Communities	63	3.5	5.7	60			
3.G Successful Suburbs	233	12.8	5.9	217			
3.H Steady Neighbourhoods	147	8.1	7.4	109			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	109	6.0	4.4	134			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	387	21.2	7.9	267			
4.M Striving Families	54	3.0	7.5	40			
4.N Poorer Pensioners	253	13.9	5.8	238			
5. Urban Adversity							
5.O Young Hardship	7	0.4	6.2	6			
5.P Struggling Estates	49	2.7	5.9	45			
5.Q Difficult Circumstances	121	6.6	5.3	125			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,826						

Acorn Group Pen Portrait

4 L Modest Means

4.1M
UK Adults7.7%
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



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)

Base: Great Britain

Year: 2022

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	0.2	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	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	134	7.3	2.2	334			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	7	0.4	1.6	24			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12 Retired and empty nesters	1	0.1	2.5	2			
	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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	202	11.1	1.9	577			
	2.E.19 First time buyers in small, modern homes	59	3.2	3.3	97			
	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	63	3.5	3.2	108			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	176	9.6	2.7	362			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	57	3.1	2.4	129			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	1	0.1	1.6	3			
	3.H.29 Established suburbs, older families	146	8.0	2.3	344			
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	4	0.2	2.1	10			
	3.J.33 Smaller houses and starter homes	105	5.8	2.3	248			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	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	264	14.5	2.9	499			
	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	18	1.0	1.6	62			
	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	5	0.3	2.1	13			
	4.M.44 Post-war estates, limited means	31	1.7	2.2	77			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	90	4.9	0.8	628			
	4.N.46 Elderly people in social rented flats	41	2.2	1.1	212			
	4.N.47 Low income older people in smaller semis	122	6.7	2.3	296			
	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	0	0.0	1.8	0			
	5.O.51 Young people in small, low cost terraces	7	0.4	2.3	17			
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	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	42	2.3	1.6	142			
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	121	6.6	1.8	373			
	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		1,826						

CATEGORY

GROUP

TYPE

MAP

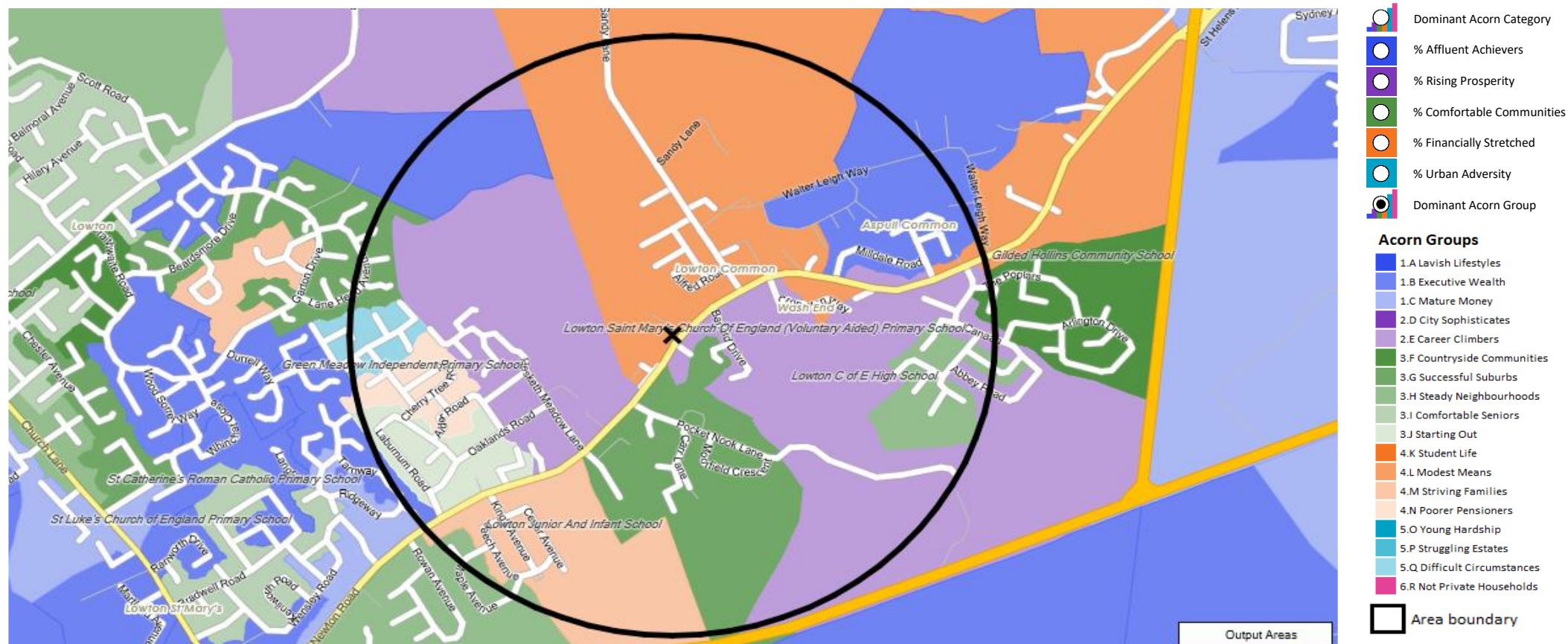
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00301_Church Inn, Warrington, WA3 1DG (0.50 Mile contour)

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Source: OS Open Data 2018



CATEGORY

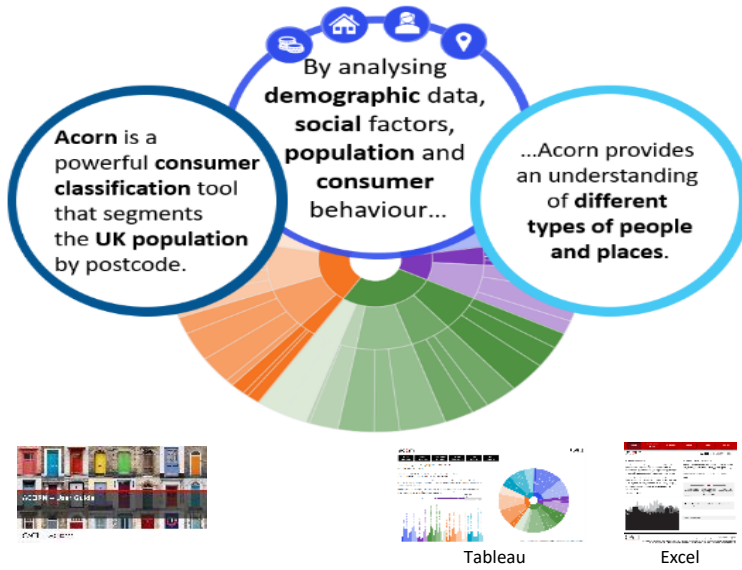
GROUP

TYPE

MAP

WHAT IS ACORN?

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		

