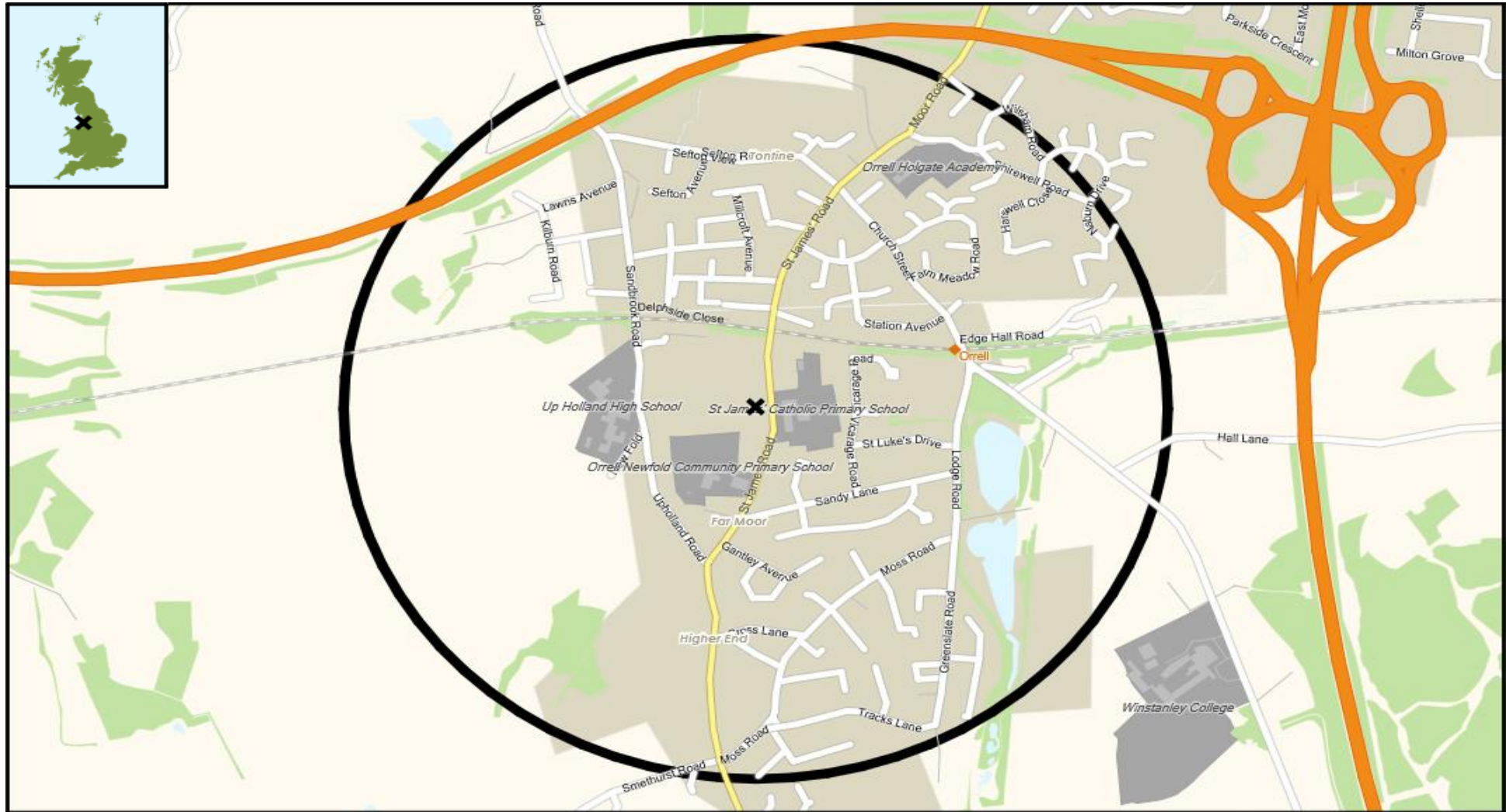


MAP OF AREA

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Source: OS Open Data 2018

Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (0.50 Mile contour)

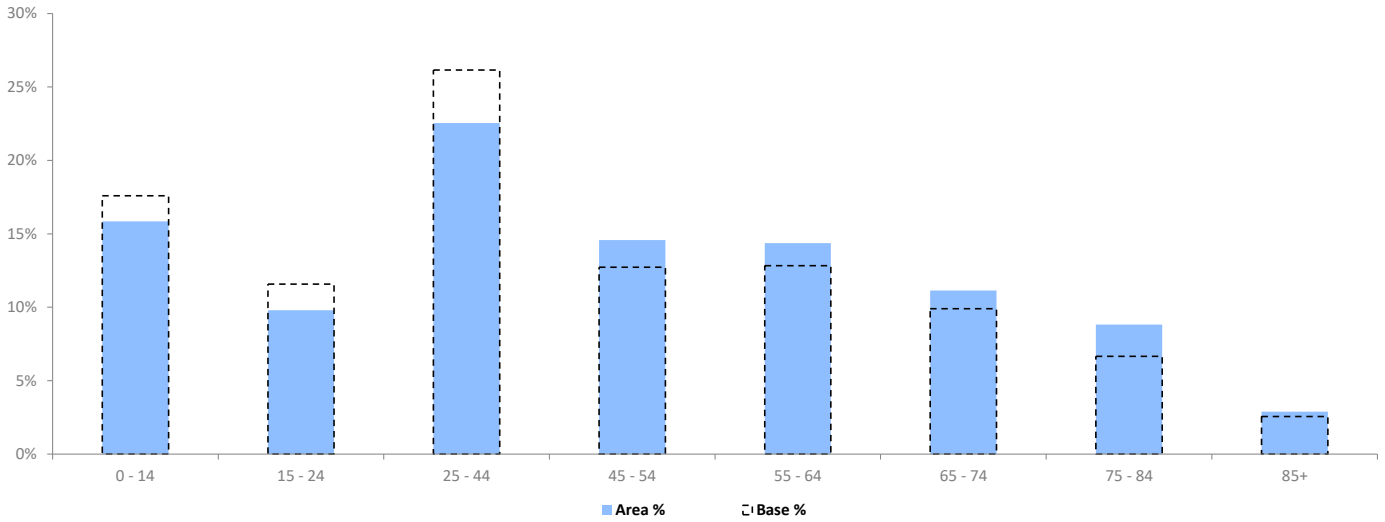


POPULATION PROJECTIONS

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Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (0.50 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	883	15.9	17.6	90			
15 - 24	546	9.8	11.6	85			
25 - 44	1,256	22.6	26.2	86			
45 - 54	812	14.6	12.7	115			
55 - 64	800	14.4	12.8	112			
65 - 74	620	11.1	9.9	113			
75 - 84	491	8.8	6.7	132			
85+	161	2.9	2.6	113			
Total population	5,569						



EXPENDITURE

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Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (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	£182,368	£72.28	£73.74	98			
2. Alcoholic beverages, tobacco and narcotics	£65,420	£25.93	£27.43	95			
3. Clothing & Footwear	£107,423	£42.58	£41.92	102			
4. Housing, water, electricity, gas and other fuels	£205,462	£81.44	£92.23	88			
5. Furnishings, equipment and routine maintenance	£101,901	£40.39	£39.49	102			
6. Health	£44,099	£17.48	£16.97	103			
7. Transport	£282,054	£111.79	£115.30	97			
8. Communication	£34,876	£13.82	£14.64	94			
9. Recreation & Culture	£261,037	£103.46	£100.48	103			
10. Education	£23,529	£9.33	£22.34	42			
11. Restaurants & Hotels	£209,587	£83.07	£82.30	101			
12. Miscellaneous goods and services	£263,163	£104.31	£104.94	99			
Total Expenditure	£1,780,919	£705.87	£731.77	96			

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.

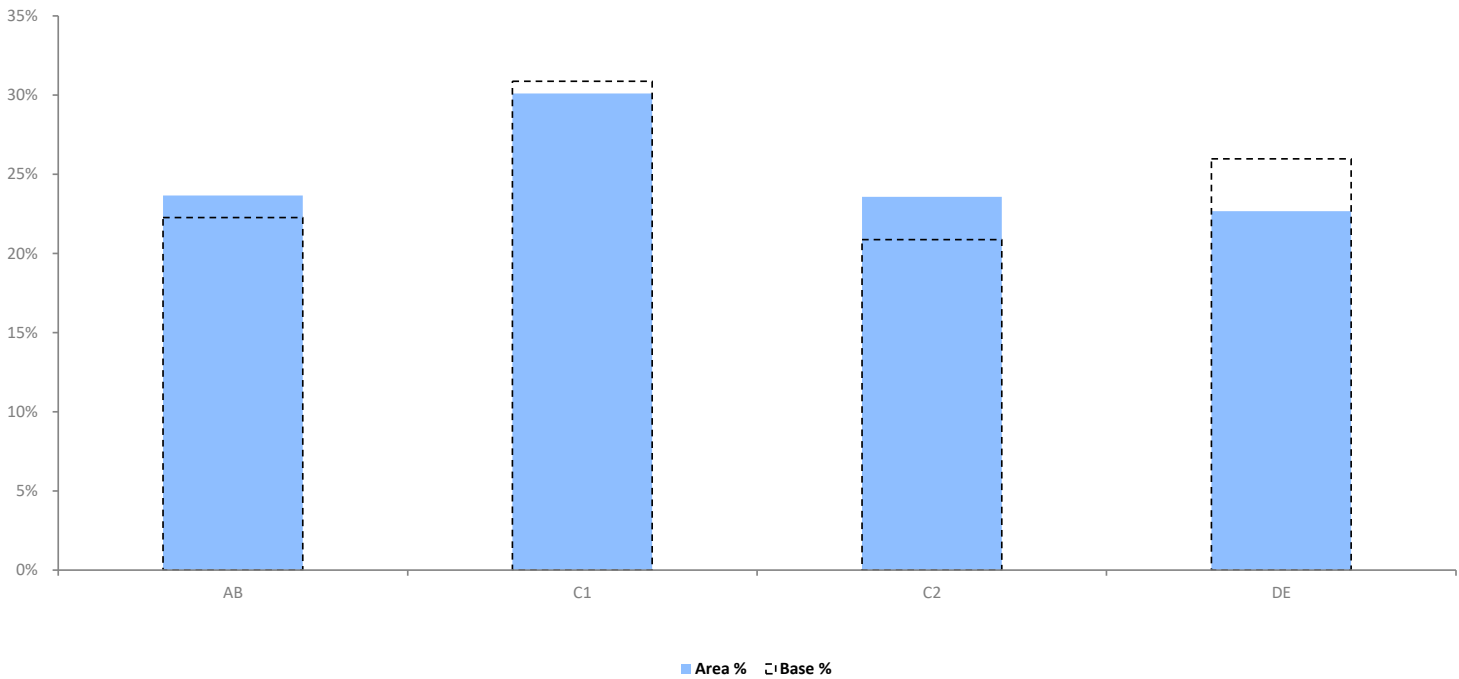
UP TO DATE DEMOGRAPHICS

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Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (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	594	23.7	22.3	106			
C1: Supervisory, clerical, jr managerial/admin/professional	756	30.1	30.9	97			
C2: Skilled manual workers	592	23.6	20.9	113			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	569	22.7	26.0	87			
Total household reference persons aged 16 to 64	2,511						



CGA LICENCED PREMISES

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Area: P04565_Running Horses Hotel, Wigan, WN5
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	71.8	82.8	87			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	35.9	28.7	125			
Restaurant	1	18.0	32.5	55			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Robin Hood	Punch Pub Company	Pubs & Full On	Punch Pub Company	WN 5 7AZ
Running Horses Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WN 5 7AA
St James Social Centre	Independent Free	Registered Club	Independent Free	WN 5 7AA
Orrell Red Triangle & Cricket Club	Independent Free	Registered Club	Independent Free	WN 5 7XE
Delph Tavern	Independent Free	Pubs & Full On	Independent Free	WN 5 8UJ
Old Bank	Independent Free	Pubs & Full On	Independent Free	WN 5 8TG
Copper Tap	Independent Free	Restaurant	Independent Free	WN 5 8TG

MAP OF AREA

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Source: OS Open Data 2018

Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (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	645	25.7	22.0	117		
2 Rising Prosperity	35	1.4	10.3	14		
3 Comfortable Communities	995	39.6	26.3	151		
4 Financially Stretched	652	26.0	23.7	109		
5 Urban Adversity	184	7.3	17.4	42		
6 Not Private Households	0	0.0	0.3	0		
Total households				2,511		

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

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Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (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	296	11.8	11.2	105			
1.C Mature Money	349	13.9	9.6	145			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	35	1.4	6.3	22			
3. Comfortable Communities							
3.F Countryside Communities	246	9.8	5.7	171			
3.G Successful Suburbs	316	12.6	5.9	214			
3.H Steady Neighbourhoods	253	10.1	7.4	137			
3.I Comfortable Seniors	179	7.1	2.9	249			
3.J Starting Out	1	0.0	4.4	1			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	351	14.0	7.9	176			
4.M Striving Families	107	4.3	7.5	57			
4.N Poorer Pensioners	194	7.7	5.8	133			
5. Urban Adversity							
5.O Young Hardship	85	3.4	6.2	55			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	99	3.9	5.3	75			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,511						

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: **Hampton**, **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**



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

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Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (0.50 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

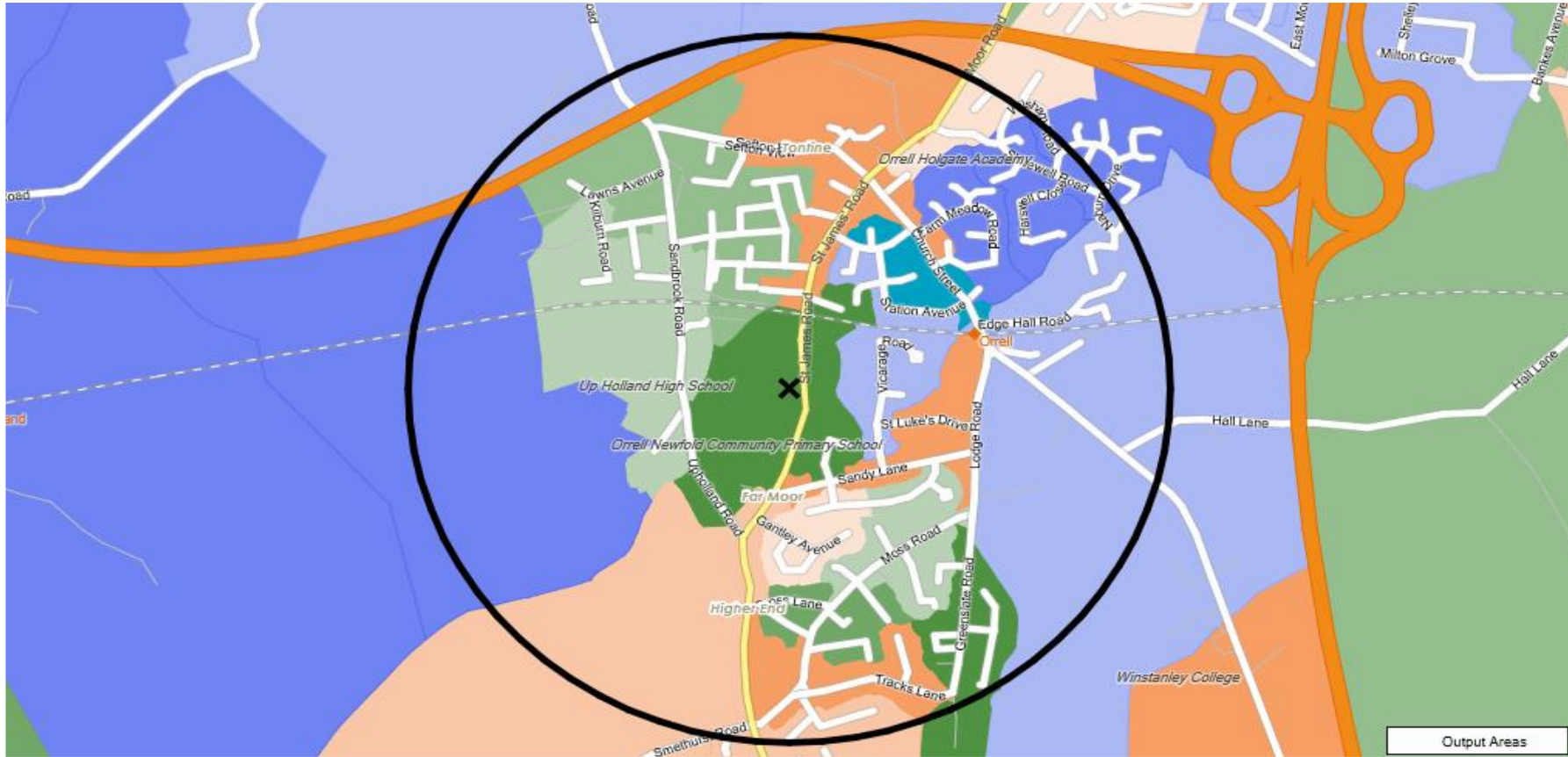
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	48	1.9	2.6	73			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	59	2.3	2.2	107			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	3	0.1	1.5	8			
1.B.9 Well-off edge of towners	186	7.4	1.6	461			
1.C Mature Money							
1.C.10 Better-off villagers	125	5.0	3.0	164			
1.C.11 Settled suburbia, older people	208	8.3	2.8	293			
1.C.12 Retired and empty nesters	16	0.6	2.5	26			
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	35	1.4	1.9	73			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	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	246	9.8	3.2	306			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	103	4.1	2.7	154			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	213	8.5	2.4	352			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	183	7.3	3.4	212			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	70	2.8	2.3	120			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	179	7.1	2.4	299			
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	2.1	0			
3.J.33 Smaller houses and starter homes	1	0.0	2.3	2			
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	320	12.7	2.6	485			
4.L.39 Fading owner occupied terraces	31	1.2	2.9	43			
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	72	2.9	1.6	181			
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	35	1.4	2.1	68			
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	90	3.6	0.8	457			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	63	2.5	2.3	111			
4.N.48 Pensioners and singles in social rented flats	41	1.6	1.7	95			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	9	0.4	2.2	17			
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	76	3.0	2.3	134			
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	1.1	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	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	99	3.9	2.0	197			
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	2,511						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04565_Running Horses Hotel, Wigan, WN5 7AA (0.50 Mile contour)



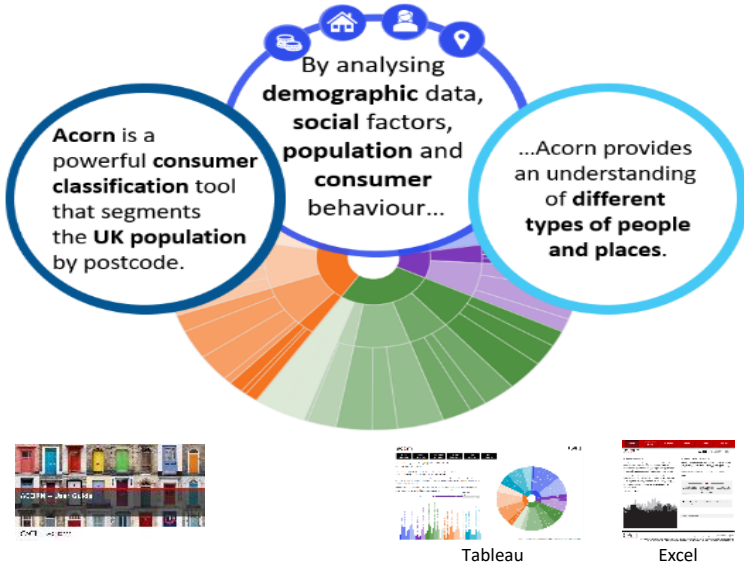
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

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%

