

CGA LICENCED PREMISES

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Area: P00301_Church Inn, Warrington, WA3 1DG (
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	32.8	81.7	40			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	24.6	28.2	87			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Leigh & Lowton Sailing Club	Independent Free	Registered Club	Independent Free	WA 3 1BJ
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
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WA 3 1HD
Lowton Labour Club	Independent Free	Registered Club	Independent Free	WA 3 2AQ
Robin Hood	Punch Pub Company	Pubs & Full On	Punch Pub Company	WN 7 3PA
Pennington Golf Course	Independent Free	Registered Club	Independent Free	WN 7 3PA

MAP OF AREA

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Source: OS Open Data 2018

Area: P00301_Church Inn, Warrington, WA3 1DG (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: P00301_Church Inn, Warrington, WA3 1DG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	1,367	25.8	22.1	117			
2 Rising Prosperity	444	8.4	10.2	82			
3 Comfortable Communities	2,148	40.6	26.5	153			
4 Financially Stretched	1,140	21.5	23.7	91			
5 Urban Adversity	192	3.6	17.2	21			
6 Not Private Households	0	0.0	0.3	0			
Graph							
Total households	5,291						

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: P00301_Church Inn, Warrington, WA3 1DG (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	911	17.2	11.3	152			
1.C Mature Money	456	8.6	9.6	89			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	444	8.4	6.4	132			
3. Comfortable Communities							
3.F Countryside Communities	460	8.7	5.7	152			
3.G Successful Suburbs	655	12.4	6.0	208			
3.H Steady Neighbourhoods	443	8.4	7.4	113			
3.I Comfortable Seniors	391	7.4	2.9	259			
3.J Starting Out	199	3.8	4.6	83			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	614	11.6	8.0	145			
4.M Striving Families	150	2.8	7.4	38			
4.N Poorer Pensioners	376	7.1	5.8	123			
5. Urban Adversity							
5.O Young Hardship	7	0.1	6.3	2			
5.P Struggling Estates	47	0.9	5.7	16			
5.Q Difficult Circumstances	138	2.6	5.2	50			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,291						

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: P00301_Church Inn, Warrington, WA3 1DG (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	103	1.9	2.6	74			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	519	9.8	2.2	441			
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	289	5.5	1.6	339			
1.C Mature Money							
1.C.10 Better-off villagers	80	1.5	3.1	49			
1.C.11 Settled suburbia, older people	214	4.0	2.8	144			
1.C.12 Retired and empty nesters	162	3.1	2.5	124			
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	385	7.3	2.0	368			
2.E.19 First time buyers in small, modern homes	59	1.1	3.4	33			
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	460	8.7	3.2	271			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	557	10.5	2.7	390			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	98	1.9	2.4	76			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	181	3.4	3.5	99			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	261	4.9	2.3	211			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	391	7.4	2.4	312			
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	0.1	2.2	4			
3.J.33 Smaller houses and starter homes	195	3.7	2.4	154			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	28	0.5	1.4	37			
4.L.38 Semi-skilled workers in traditional neighbourhoods	282	5.3	2.6	203			
4.L.39 Fading owner occupied terraces	304	5.7	2.9	197			
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	1.0	1.6	65			
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	31	0.6	2.0	29			
4.M.44 Post-war estates, limited means	64	1.2	2.2	56			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	99	1.9	0.8	238			
4.N.46 Elderly people in social rented flats	82	1.5	1.0	150			
4.N.47 Low income older people in smaller semis	195	3.7	2.2	165			
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	0.1	2.3	6			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	7	0.1	1.6	8			
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	40	0.8	1.6	47			
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	138	2.6	1.8	148			
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	5,291						

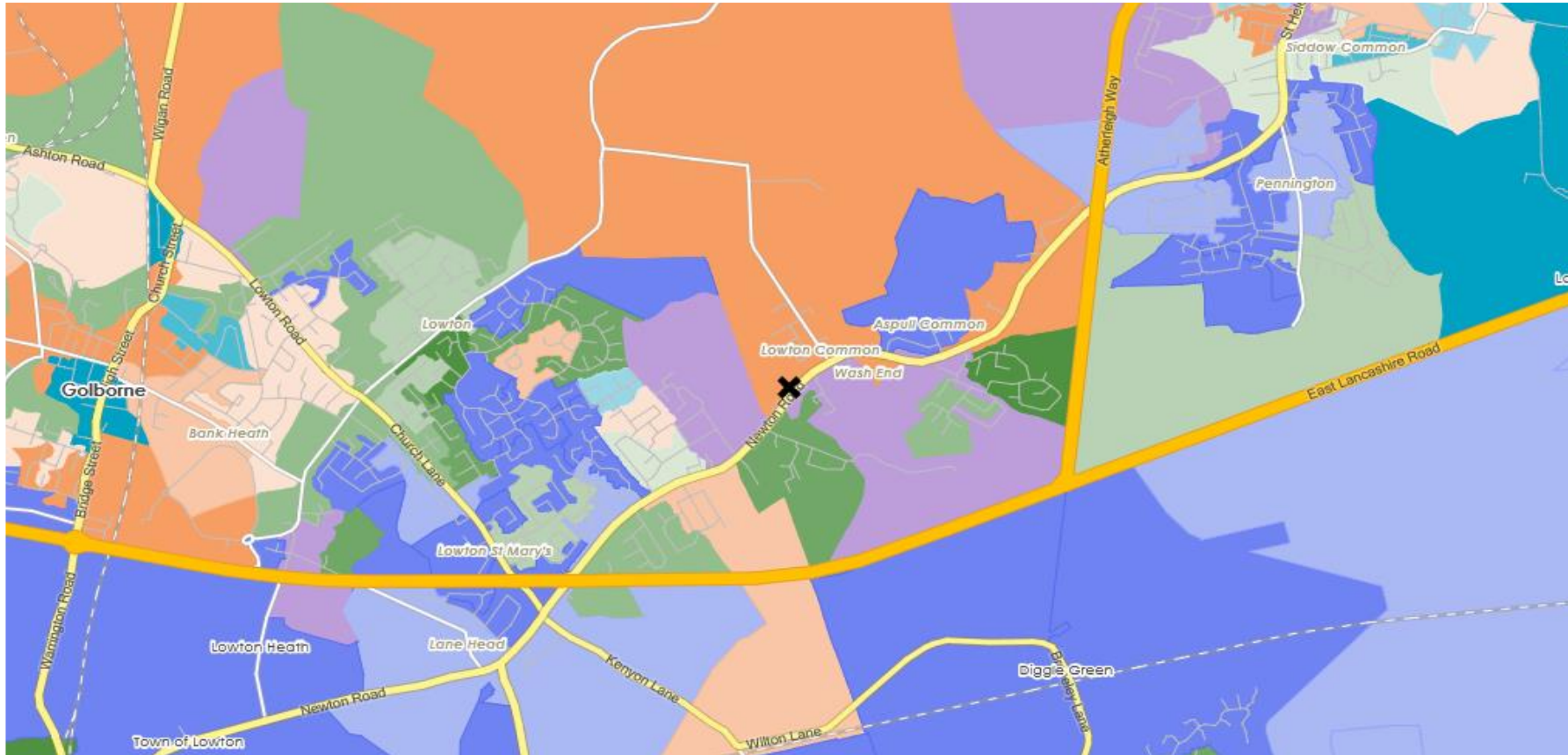
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00301_Church Inn, Warrington, WA3 1DG (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

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%



MAP OF AREA

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