

CGA LICENCED PREMISES

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Area: P04565_Running Horses Hotel, Wigan, WN5
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	79.2	81.7	97			
Proprietary Club	0	0.0	7.3	0			
Registered Club	6	47.5	28.2	169			
Restaurant	1	7.9	32.1	25			
Residential	0	0.0	2.7	0			

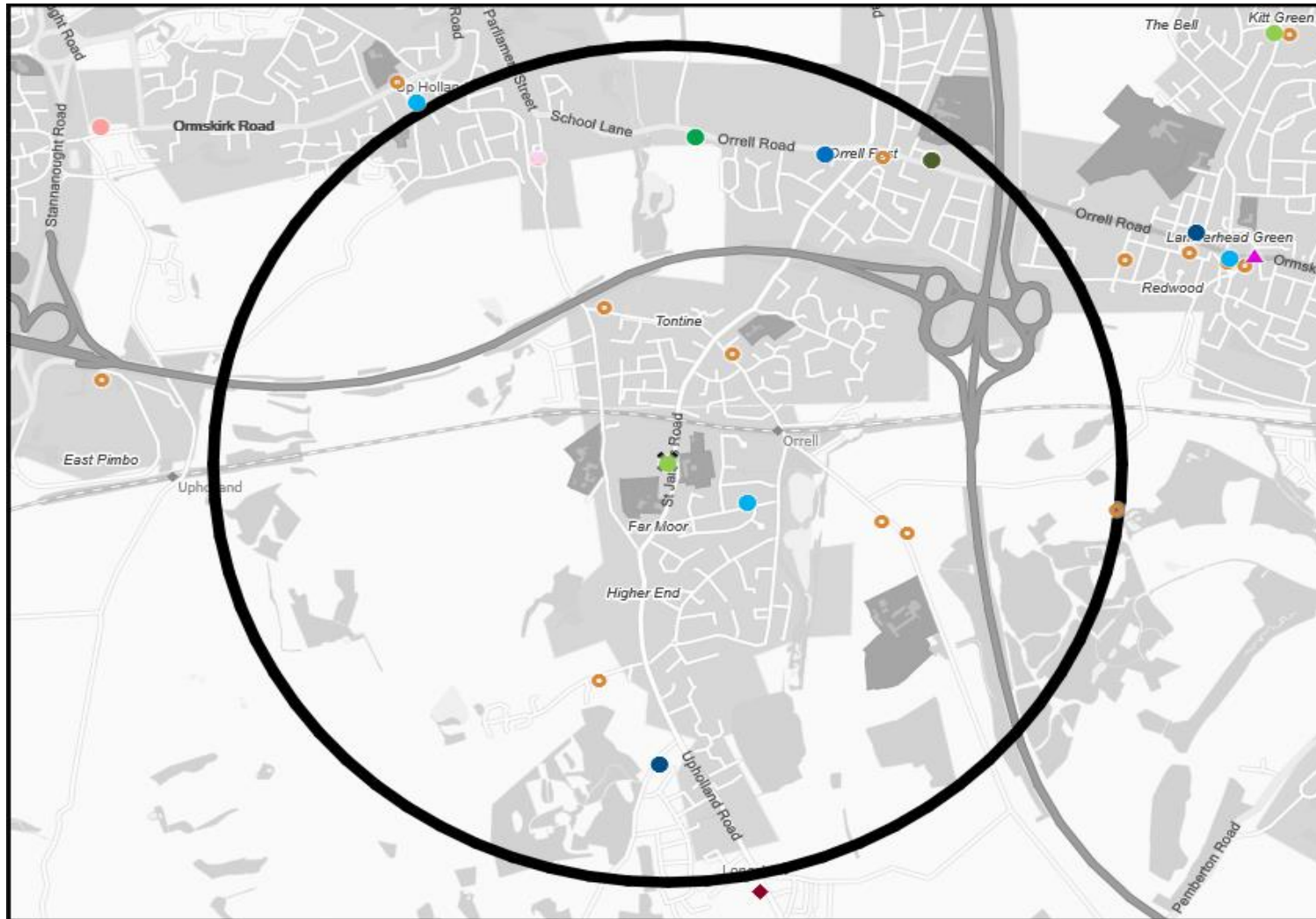
Name	Description	License Type	Owner Name	Postcode
Robin Hood	Punch Pub Company	Pubs & Full On	Punch Pub Company	WN 5 7AZ
Running Horses Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WN 5 7AA
St James Social Centre	Independent Free	Registered Club	Independent Free	WN 5 7AA
Holts Arms	Marston's	Pubs & Full On	Marston's	WN 5 7DT
Bispham Hall Works Social Club	Independent Free	Registered Club	Independent Free	WN 5 7DW
Orrell Red Triangle & Cricket Club	Independent Free	Registered Club	Independent Free	WN 5 7XE
Raj Gate	Ei Group	Pubs & Full On	Ei Group	WN 5 8QZ
Stag Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WN 5 8QU
Delph Tavern	Independent Free	Pubs & Full On	Independent Free	WN 5 8UJ
Upholland Conservative Club	Independent Free	Registered Club	Independent Free	WN 8 0ND
White Lion	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	WN 8 0ND
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	WN 5 8HQ
Mount	Greene King	Pubs & Full On	Greene King	WN 5 8HQ
Winstanley Tennis Club	Independent Free	Registered Club	Independent Free	WN 5 7XD
Winstanley Park Cricket Club	Independent Free	Registered Club	Independent Free	WN 3 6BG
Posthouse	Independent Free	Pubs & Full On	Independent Free	WN 5 8NB
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 (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: P04565_Running Horses Hotel, Wigan, WN5 7AA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,772	31.4	22.1	142		
 2 Rising Prosperity	90	1.6	10.2	16		
 3 Comfortable Communities	1,798	31.9	26.5	120		
 4 Financially Stretched	1,848	32.7	23.7	138		
 5 Urban Adversity	135	2.4	17.2	14		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	5,643					

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: P04565_Running Horses Hotel, Wigan, WN5 7AA (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	6	0.1	1.1	10			
1.B Executive Wealth	677	12.0	11.3	106			
1.C Mature Money	1,089	19.3	9.6	200			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	90	1.6	6.4	25			
3. Comfortable Communities							
3.F Countryside Communities	432	7.7	5.7	133			
3.G Successful Suburbs	461	8.2	6.0	137			
3.H Steady Neighbourhoods	424	7.5	7.4	101			
3.I Comfortable Seniors	452	8.0	2.9	280			
3.J Starting Out	29	0.5	4.6	11			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	655	11.6	8.0	145			
4.M Striving Families	487	8.6	7.4	116			
4.N Poorer Pensioners	706	12.5	5.8	217			
5. Urban Adversity							
5.O Young Hardship	85	1.5	6.3	24			
5.P Struggling Estates	13	0.2	5.7	4			
5.Q Difficult Circumstances	37	0.7	5.2	13			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,643						

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: Running into debts / Saving a lot



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 (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	6	0.1	0.9	12			
1.B Executive Wealth							
1.B.4 Asset rich families	96	1.7	2.6	64			
1.B.5 Wealthy countryside commuters	19	0.3	2.5	14			
1.B.6 Financially comfortable families	195	3.5	2.2	155			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	18	0.3	1.5	21			
1.B.9 Well-off edge of towners	349	6.2	1.6	384			
1.C Mature Money							
1.C.10 Better-off villagers	254	4.5	3.1	146			
1.C.11 Settled suburbia, older people	778	13.8	2.8	489			
1.C.12 Retired and empty nesters	50	0.9	2.5	36			
1.C.13 Upmarket downsizers	7	0.1	1.3	10			
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	74	1.3	2.0	66			
2.E.19 First time buyers in small, modern homes	16	0.3	3.4	8			
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	432	7.7	3.2	238			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	178	3.2	2.7	117			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	283	5.0	2.4	207			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	354	6.3	3.5	181			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	70	1.2	2.3	53			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	452	8.0	2.4	338			
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	29	0.5	2.4	21			
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	27	0.5	1.4	33			
4.L.38 Semi-skilled workers in traditional neighbourhoods	568	10.1	2.6	383			
4.L.39 Fading owner occupied terraces	60	1.1	2.9	36			
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	315	5.6	1.6	350			
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	125	2.2	2.0	109			
4.M.44 Post-war estates, limited means	47	0.8	2.2	38			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	99	1.8	0.8	223			
4.N.46 Elderly people in social rented flats	58	1.0	1.0	100			
4.N.47 Low income older people in smaller semis	355	6.3	2.2	282			
4.N.48 Pensioners and singles in social rented flats	194	3.4	1.7	201			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	9	0.2	2.2	7			
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	1.3	2.3	59			
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	13	0.2	1.6	14			
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	37	0.7	2.0	33			
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	5,643						

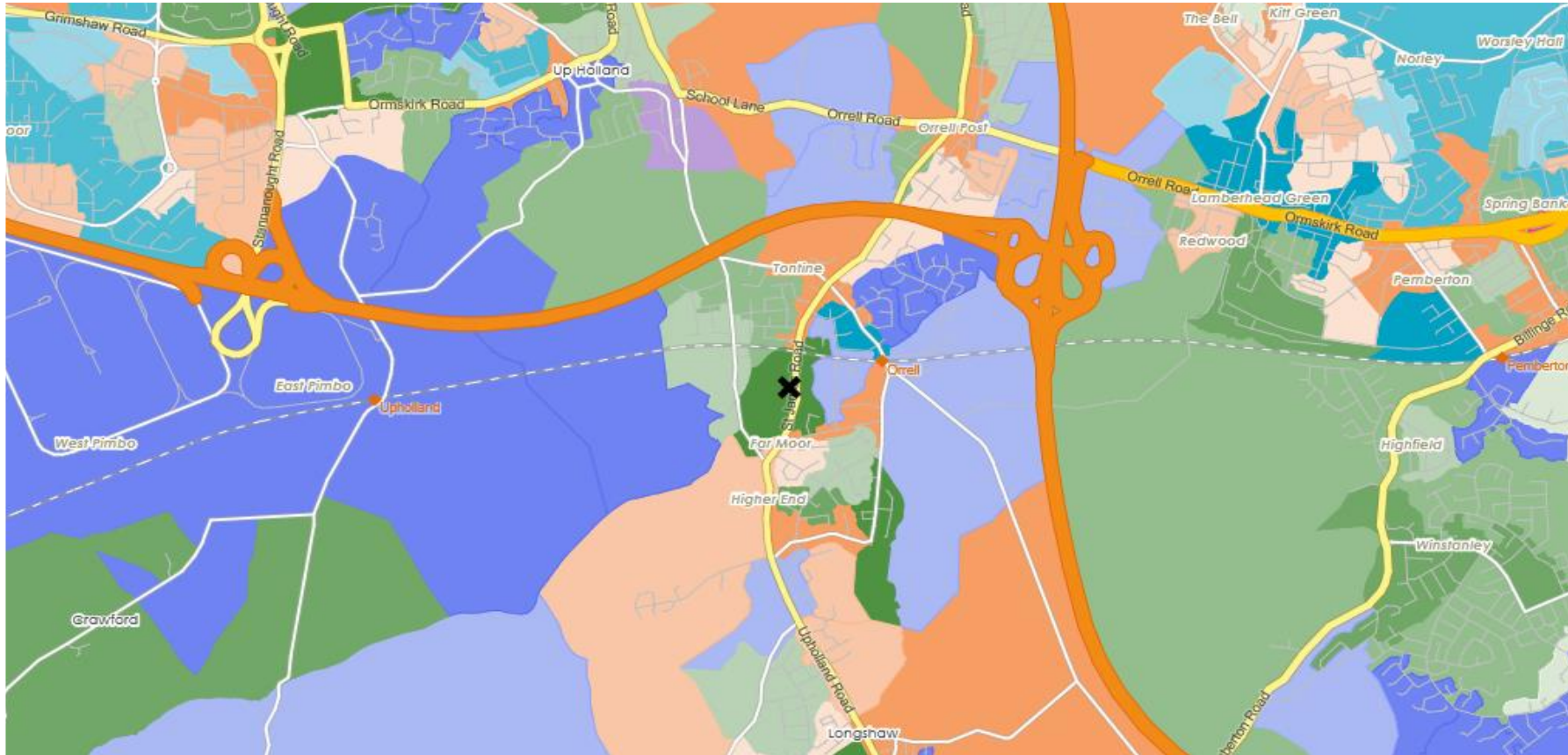
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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

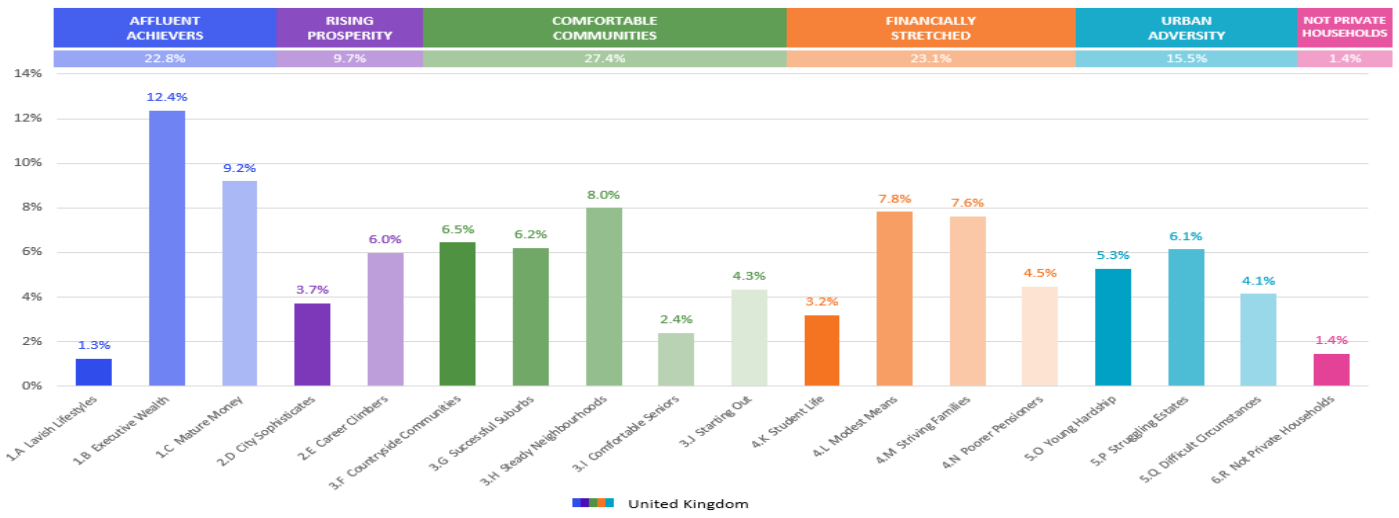
House tenure: Owned outright

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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