

CGA LICENCED PREMISES

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Area: P01122_Oddfellows Arms, Manchester, M3C
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	94.0	81.7	115			
Proprietary Club	3	10.1	7.3	138			
Registered Club	6	20.1	28.2	72			
Restaurant	11	36.9	32.1	115			
Residential	0	0.0	2.7	0			

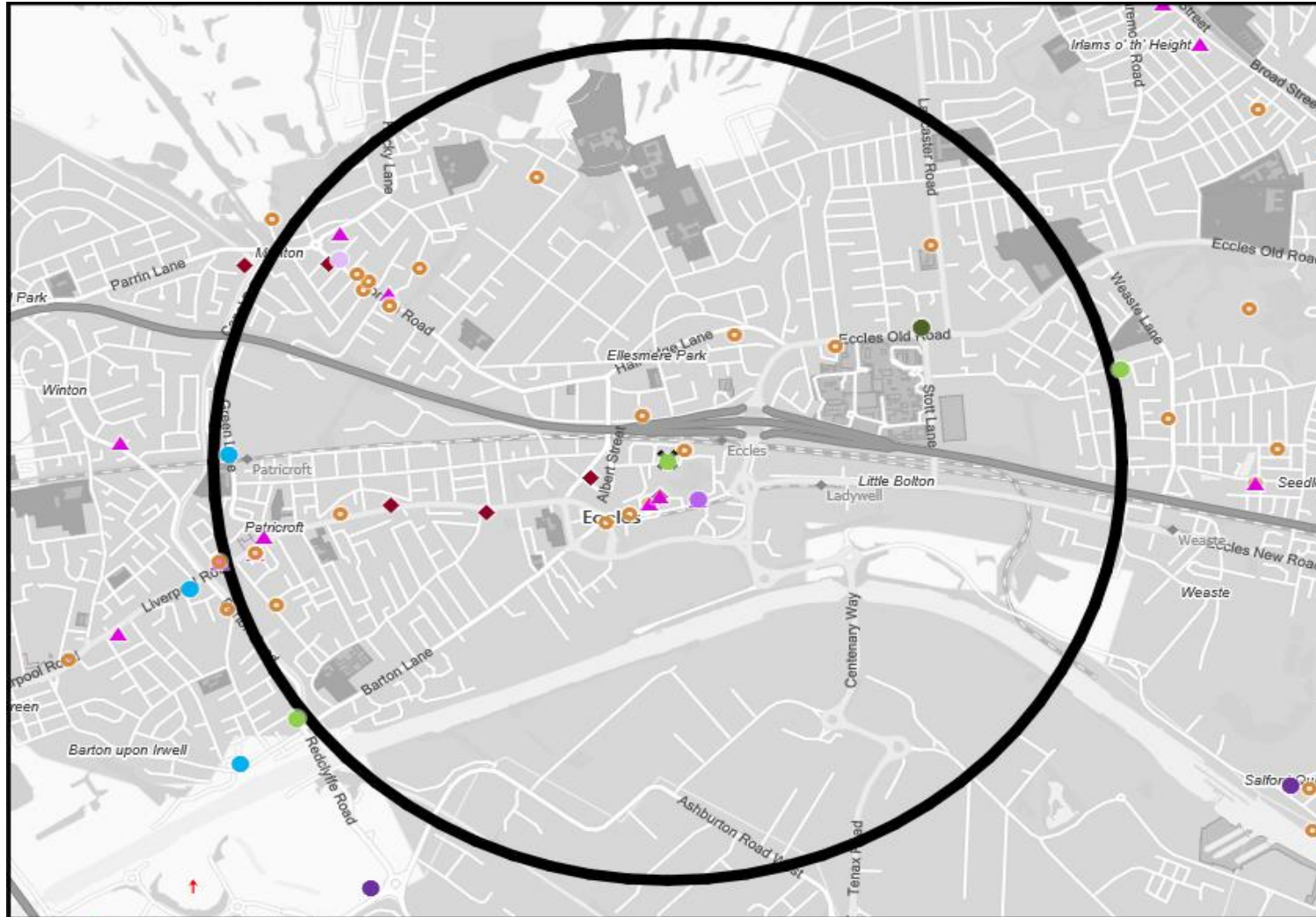
Name	Description	License Type	Owner Name	Postcode
Queens Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	M 30 0SH
Monton Sports Club	Independent Free	Registered Club	Independent Free	M 30 9EH
Nags	Amber Taverns	Pubs & Full On	Amber Taverns	M 30 0BJ
Dog & Partridge	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 30 0LY
Wangies	Independent Free	Pubs & Full On	Independent Free	M 30 0QN
Grapes	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 30 0BJ
Lamb Inn	Holt	Pubs & Full On	Holt	M 30 0BP
Old Bulls Head	Holt	Pubs & Full On	Holt	M 30 0DA
Lyndale Snooker Club	Independent Free	Proprietary Club	Independent Free	M 30 0DA
Oddfellows Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 30 0DF
Top House	Independent Free	Pubs & Full On	Independent Free	M 30 0DF
Pacifica Cantonese	Independent Free	Restaurant	Independent Free	M 30 0DL
Duke Of York	Independent Free	Pubs & Full On	Independent Free	M 30 0EJ
Town Hall	Independent Free	Pubs & Full On	Independent Free	M 30 0LH
Gilda Brook Social Club	Independent Free	Registered Club	Independent Free	M 30 0NP
Stanley Arms	Holt	Pubs & Full On	Holt	M 30 0QN
Cosmo Bingo Social Club	Independent Free	Proprietary Club	Independent Free	M 30 0QN
Eccles Snooker Club	Independent Free	Proprietary Club	Independent Free	M 30 0DA
Bridgewater Hotel	Holt	Pubs & Full On	Holt	M 30 0RZ
Star Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 30 0WZ
Elm-Bank Banqueting And Conference C	Independent Free	Registered Club	Independent Free	M 30 9BA
La Turka	Independent Free	Restaurant	Independent Free	M 30 9GA
Monton Bowling Club	Independent Free	Registered Club	Independent Free	M 30 9NE
Blue Bell	JW Lees	Pubs & Full On	JW Lees	M 30 9LL
Blacksticks	Independent Free	Restaurant	Independent Free	M 30 9PN
Blind Pig	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 30 9LJ
De La Salle Old Boys	Independent Free	Registered Club	Independent Free	M 6 8AQ
Royal Sovereign	Greene King	Pubs & Full On	Greene King	M 6 8AG
Park Hotel	Holt	Pubs & Full On	Holt	M 30 9QD
6 Cut Pizza Co	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	M 30 9PS
Chung Ying	Independent Free	Restaurant	Independent Free	M 6 8HA
Curry 2 Night	Independent Free	Restaurant	Independent Free	M 30 0PF
Eccles Cross	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	M 30 0BP
Leos	Independent Free	Restaurant	Independent Free	M 30 9LJ
Station Bar	Independent Free	Pubs & Full On	Independent Free	M 30 0DF
Feed & Liquor	Independent Free	Restaurant	Independent Free	M 30 0DF
Malt Dog	Independent Free	Pubs & Full On	Independent Free	M 30 9GS
Worsley Cruising Club	Independent Free	Registered Club	Independent Free	M 30 0QF
Vintage Ambiance	Independent Free	Restaurant	Independent Free	M 30 9PY
Bodega	Independent Free	Pubs & Full On	Independent Free	M 30 9PN
Northern Type	Independent Free	Pubs & Full On	Independent Free	M 30 0DF
Homeboys Pizza	Independent Free	Restaurant	Independent Free	M 30 9GS
Enoteca	Independent Free	Pubs & Full On	Independent Free	M 30 9LJ
Playfoots	Independent Free	Pubs & Full On	Independent Free	M 30 9GS
Milton Manchester Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 30 0NA
Monton Tap	Independent Free	Pubs & Full On	Independent Free	M 30 9GS
Malaga Drift Coffee Co	Independent Free	Pubs & Full On	Independent Free	M 30 0DL
Yettis Kitchen	Independent Free	Restaurant	Independent Free	M 30 0QN

MAP OF AREA

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Source: OS Open Data 2018

Area: P01122_Oddfellows Arms, Manchester, M30 0DF (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: P01122_Oddfellows Arms, Manchester, M30 0DF (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,103	15.1	22.1	68		
 2 Rising Prosperity	1,312	9.4	10.2	93		
 3 Comfortable Communities	1,906	13.7	26.5	52		
 4 Financially Stretched	3,772	27.1	23.7	114		
 5 Urban Adversity	4,774	34.3	17.2	200		
 6 Not Private Households	40	0.3	0.3	84		
 Graph						
Total households	13,907					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation


Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01122_Oddfellows Arms, Manchester, M30 0DF (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	21	0.2	1.1	14			
1.B Executive Wealth	910	6.5	11.3	58			
1.C Mature Money	1,172	8.4	9.6	87			
2. Rising Prosperity							
2.D City Sophisticates	23	0.2	3.8	4			
2.E Career Climbers	1,289	9.3	6.4	145			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	145	1.0	6.0	18			
3.H Steady Neighbourhoods	547	3.9	7.4	53			
3.I Comfortable Seniors	51	0.4	2.9	13			
3.J Starting Out	1,163	8.4	4.6	184			
4. Financially Stretched							
4.K Student Life	6	0.0	2.5	2			
4.L Modest Means	1,068	7.7	8.0	96			
4.M Striving Families	1,623	11.7	7.4	157			
4.N Poorer Pensioners	1,075	7.7	5.8	134			
5. Urban Adversity							
5.O Young Hardship	2,396	17.2	6.3	276			
5.P Struggling Estates	344	2.5	5.7	43			
5.Q Difficult Circumstances	2,034	14.6	5.2	279			
6. Not Private Households							
6.R Not Private Households	40	0.3	0.3	84			
Total households	13,907						

Acorn Group Pen Portrait

5
P
Struggling Estates

3.4M
UK Adults

6.5%
of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

FINANCIAL PROFILE

Household income: UK £28k, London £32k (Averages: £40k, £48k)

% Disposable income: UK 30%, London 28% (Averages: 43%, 29%)

Financial situation:

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Area: P01122_Oddfellows Arms, Manchester, M30 0DF (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

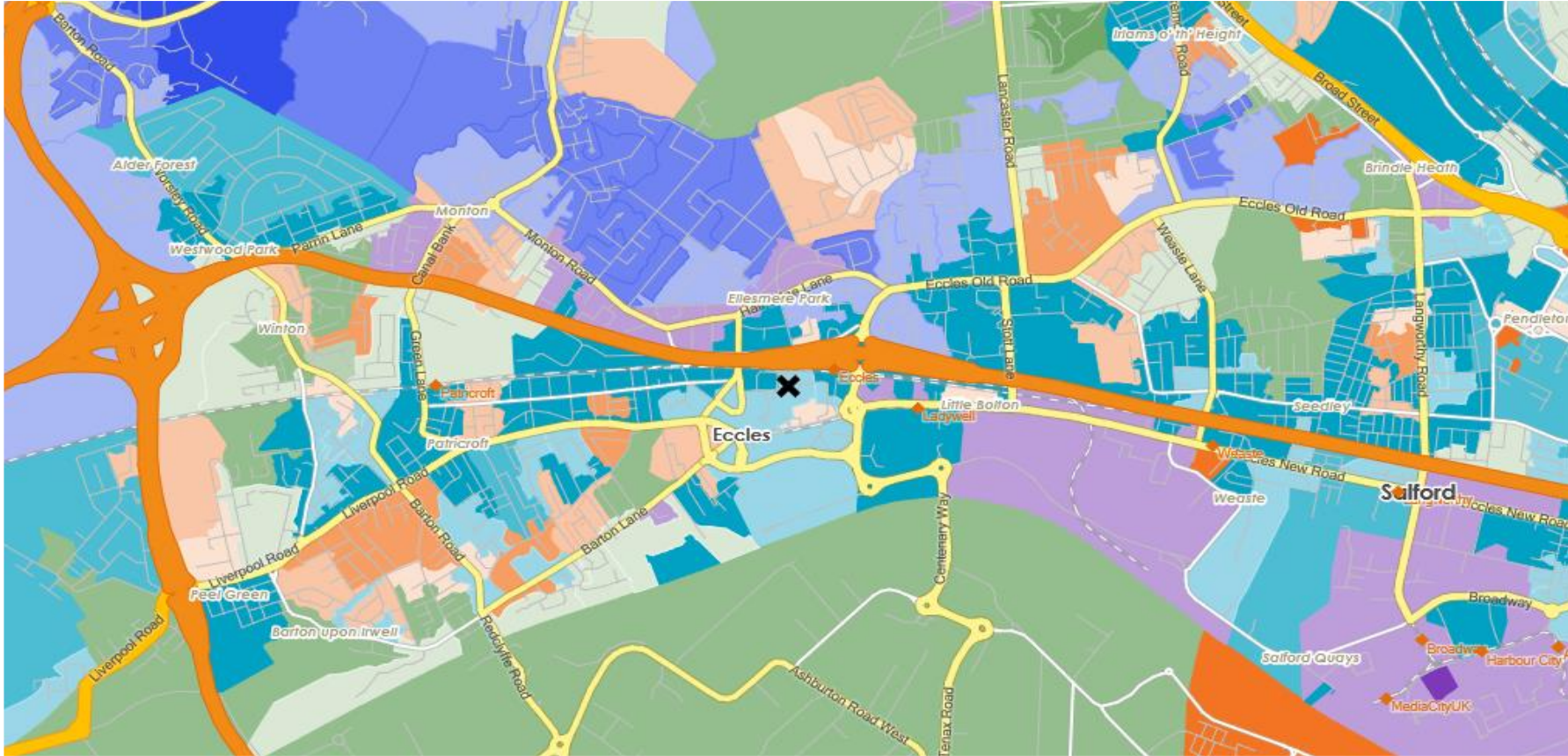
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	21	0.2	0.9	18			
1.B Executive Wealth							
1.B.4 Asset rich families	79	0.6	2.6	21			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	66	0.5	2.2	21			
1.B.7 Affluent professionals	261	1.9	0.9	220			
1.B.8 Prosperous suburban families	411	3.0	1.5	193			
1.B.9 Well-off edge of towners	93	0.7	1.6	42			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	906	6.5	2.8	231			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	266	1.9	1.3	148			
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	23	0.2	1.0	17			
2.E Career Climbers							
2.E.18 Career driven young families	14	0.1	2.0	5			
2.E.19 First time buyers in small, modern homes	1,275	9.2	3.4	270			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	67	0.5	2.7	18			
3.G.25 Larger family homes, multi-ethnic areas	45	0.3	0.8	39			
3.G.26 Semi-professional families, owner occupied neighbourhoods	33	0.2	2.4	10			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	392	2.8	3.5	81			
3.H.28 Owner occupied terraces, average income	121	0.9	1.6	54			
3.H.29 Established suburbs, older families	34	0.2	2.3	10			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	46	0.3	2.4	14			
3.I.31 Elderly singles in purpose-built accommodation	5	0.0	0.5	7			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	632	4.5	2.2	211			
3.J.33 Smaller houses and starter homes	531	3.8	2.4	159			
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	6	0.0	1.9	2			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	179	1.3	1.4	89			
4.L.38 Semi-skilled workers in traditional neighbourhoods	408	2.9	2.6	112			
4.L.39 Fading owner occupied terraces	481	3.5	2.9	118			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	322	2.3	1.6	141			
4.M.43 Families in right-to-buy estates	532	3.8	2.0	188			
4.M.44 Post-war estates, limited means	769	5.5	2.2	254			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	44	0.3	0.8	40			
4.N.46 Elderly people in social rented flats	542	3.9	1.0	378			
4.N.47 Low income older people in smaller semis	198	1.4	2.2	64			
4.N.48 Pensioners and singles in social rented flats	291	2.1	1.7	123			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,137	8.2	2.2	374			
5.O.50 Struggling younger people in mixed tenure	524	3.8	1.8	209			
5.O.51 Young people in small, low cost terraces	735	5.3	2.3	233			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	299	2.1	1.6	138			
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	45	0.3	1.6	20			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	99	0.7	1.5	47			
5.Q.58 Singles and young families, some receiving benefits	586	4.2	1.8	239			
5.Q.59 Deprived areas and high-rise flats	1,349	9.7	2.0	492			
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	40	0.3	0.3	101			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,907						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01122_Oddfellows Arms, Manchester, M30 0DF (1 Mile contour)

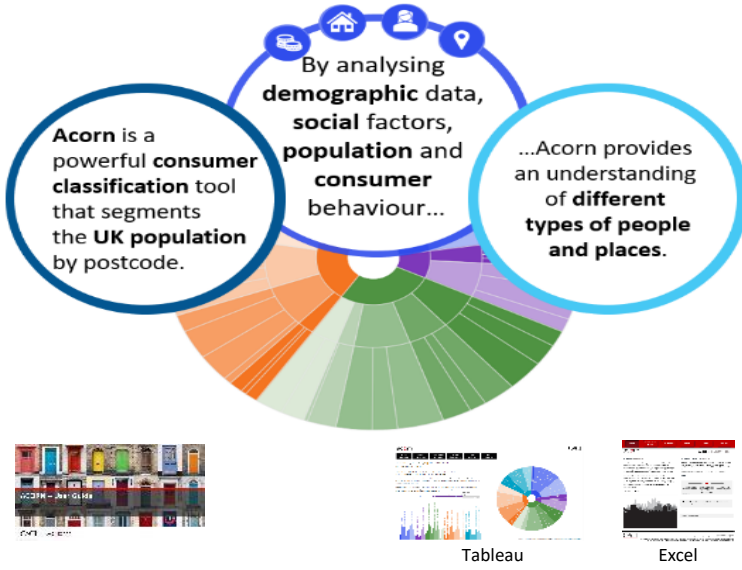


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

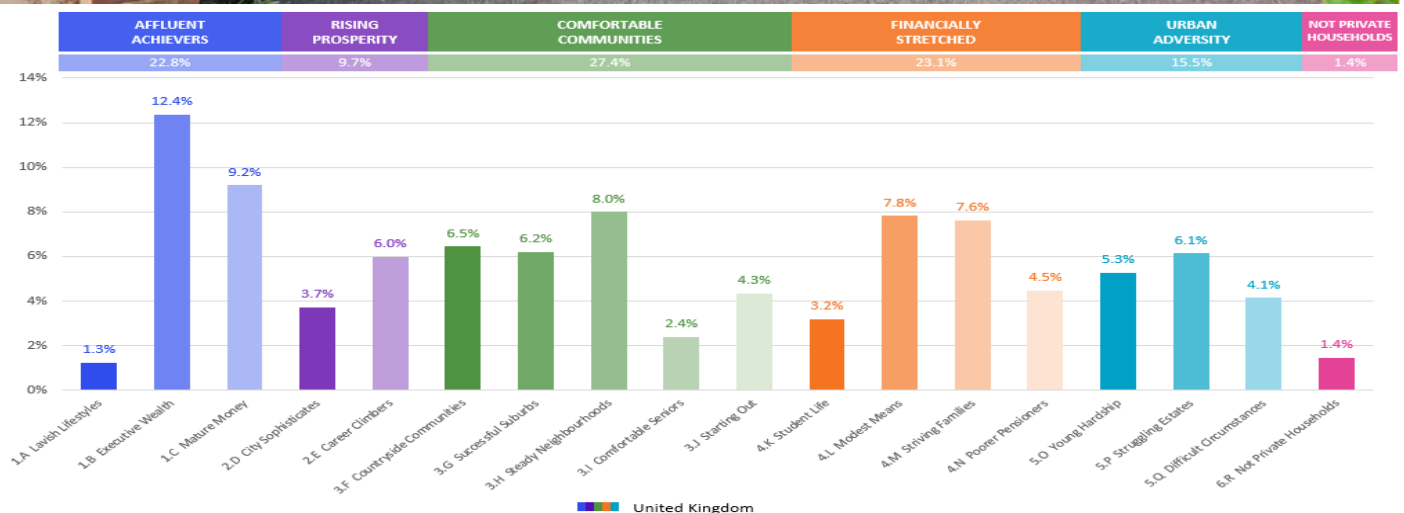
House tenure: Owned outright

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.

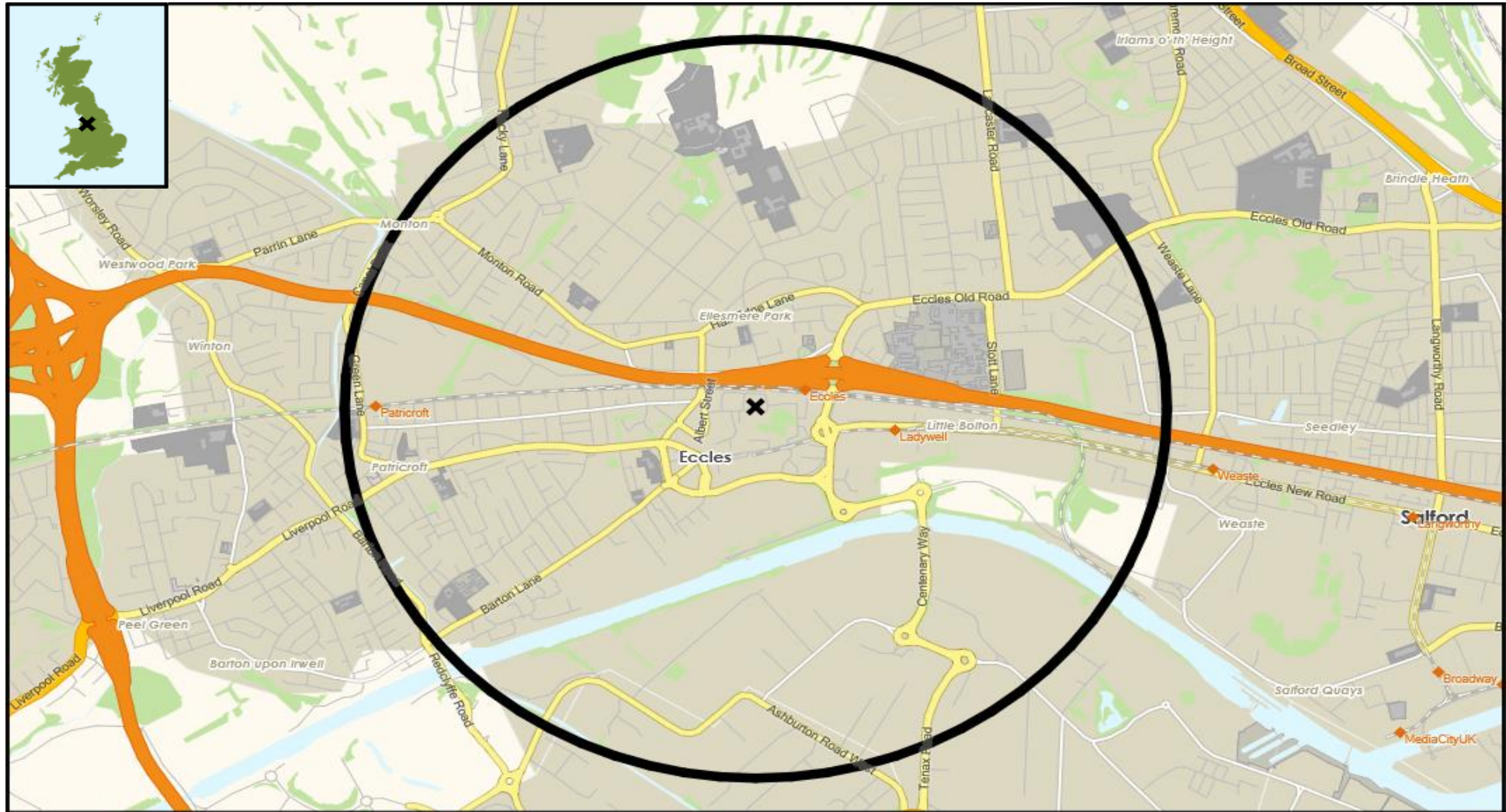


MAP OF AREA

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Source: OS Open Data 2018

Area: P01122_Oddfellows Arms, Manchester, M30 ODF (1 Mile contour)

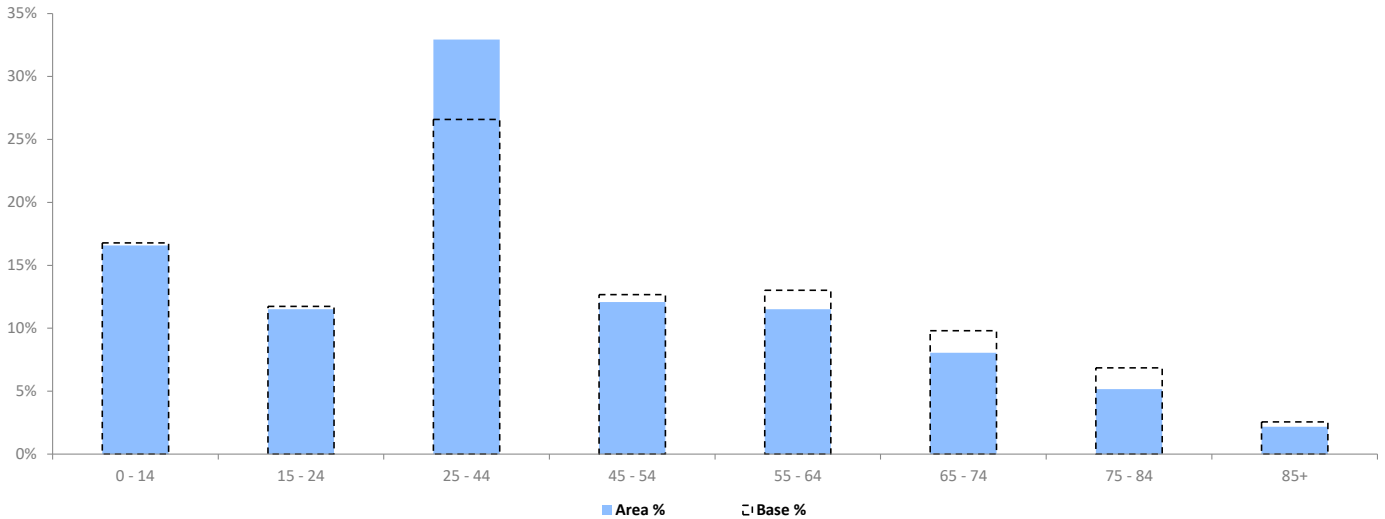


POPULATION PROJECTIONS

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Area: P01122_Oddfellows Arms, Manchester, M30 ODF (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,939	16.6	16.8	99			
15 - 24	3,431	11.5	11.7	98			
25 - 44	9,812	32.9	26.6	124			
45 - 54	3,599	12.1	12.7	95			
55 - 64	3,429	11.5	13.0	88			
65 - 74	2,398	8.0	9.8	82			
75 - 84	1,541	5.2	6.9	75			
85+	648	2.2	2.6	85			
Total population	29,797						



EXPENDITURE

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Area: P01122_Oddfellows Arms, Manchester, M30 0DF (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£786,481	£57.96	£66.95	87			
2. Alcoholic beverages, tobacco and narcotics	£398,209	£29.35	£28.12	104			
3. Clothing & Footwear	£263,437	£19.41	£22.40	87			
4. Housing, water, electricity, gas and other fuels	£1,134,111	£83.58	£107.19	78			
5. Furnishings, equipment and routine maintenance	£405,404	£29.88	£36.85	81			
6. Health	£138,585	£10.21	£13.48	76			
7. Transport	£1,464,128	£107.90	£134.74	80			
8. Communication	£190,183	£14.02	£15.74	89			
9. Recreation & Culture	£687,165	£50.64	£64.16	79			
10. Education	£128,734	£9.49	£22.26	43			
11. Restaurants & Hotels	£783,927	£57.77	£67.11	86			
12. Miscellaneous goods and services	£1,249,278	£92.07	£109.86	84			
Total Expenditure	£7,629,642	£562.28	£688.85	82			

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.