

# CGA LICENCED PREMISES

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Area: P03900\_Dog & Partridge, Wigan, WN1 1JU (:  
 Base: Great Britain  
 Year: 2023

| Licence Type     | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index      | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On   | 50      | 174.6               | 81.7                | <b>214</b> |   |     |     |
| Proprietary Club | 9       | 31.4                | 7.3                 | <b>431</b> |   |     |     |
| Registered Club  | 11      | 38.4                | 28.2                | <b>136</b> |   |     |     |
| Restaurant       | 10      | 34.9                | 32.1                | <b>109</b> |   |     |     |
| Residential      | 0       | 0.0                 | 2.7                 | 0          |   |     |     |

| Name                                   | Description                | License Type     | Owner Name                 | Postcode |
|--|----------------------------|------------------|----------------------------|----------|
| Harrys Bar                             | Wigans Pub Limited         | Pubs & Full On   | Wigans Pub Limited         | WN 1 1JU |
| Ukulele                                | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 1 1UP |
| Royal Oak                              | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 1 1XL |
| Dog & Partridge                        | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 1 1JU |
| Millstone                              | Daniel Thwaites plc        | Pubs & Full On   | Daniel Thwaites plc        | WN 1 2LF |
| Swan & Railway                         | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 1BA |
| Brunells                               | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | WN 1 1BA |
| Ibiza Bar                              | Independent Free           | Proprietary Club | Independent Free           | WN 1 1DY |
| Sams Bar                               | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | WN 1 3SW |
| Little Fifteen                         | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 1LD |
| Raven                                  | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 1LD |
| Pop World                              | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | WN 1 1DY |
| La Sentidos Loca                       | Independent Free           | Restaurant       | Independent Free           | WN 1 1HX |
| Anvil                                  | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 1ND |
| Moon Under Water                       | Wetherspoons GB            | Pubs & Full On   | Wetherspoons GB            | WN 1 1PE |
| John Bull Chop House                   | Daniel Thwaites plc        | Pubs & Full On   | Daniel Thwaites plc        | WN 1 1PQ |
| Wigan Cricket Club                     | Independent Free           | Registered Club  | Independent Free           | WN 1 1RU |
| Fox & Goose                            | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | WN 1 1XR |
| Real Crafty                            | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 2AD |
| Fat Olive                              | Independent Free           | Restaurant       | Independent Free           | WN 1 2AD |
| Charles Dickens                        | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 2AD |
| Number Fifteen                         | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 1 2AD |
| Brocket Arms                           | Wetherspoons GB            | Pubs & Full On   | Wetherspoons GB            | WN 1 2DD |
| Bowling Green                          | Trust Inns Limited         | Pubs & Full On   | Trust Inns Limited         | WN 1 2LF |
| Swinley Labour Club                    | Independent Free           | Registered Club  | Independent Free           | WN 1 2LQ |
| Wigan Bowling Club                     | Independent Free           | Registered Club  | Independent Free           | WN 1 2ND |
| St Patricks Amateur Rugby League Footb | Independent Free           | Registered Club  | Independent Free           | WN 1 3BN |
| Whelley Ex-Servicemens Club            | Independent Free           | Registered Club  | Independent Free           | WN 1 3LU |
| Whelley Labour Club                    | Independent Free           | Registered Club  | Independent Free           | WN 1 3PZ |
| White Lion & Railway                   | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 1 3UE |
| Higher Ince Labour Club                | Independent Free           | Registered Club  | Independent Free           | WN 2 2BG |
| New Rock Ferry Inn                     | Independent Free           | Pubs & Full On   | Independent Free           | WN 3 4JS |
| Honeysuckle Inn                        | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 3 5BT |
| Queens Hotel                           | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | WN 5 9AU |
| Newtown Working Mens Club              | Independent Free           | Registered Club  | Independent Free           | WN 5 0TT |
| Sacred Heart Parish Centre             | Independent Free           | Registered Club  | Independent Free           | WN 6 7AH |
| Springfield Hotel                      | Unknown                    | Pubs & Full On   | Unknown                    | WN 6 7BB |
| Bird lthhand                           | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | WN 6 7DY |
| Berkeley                               | Amber Taverns              | Pubs & Full On   | Amber Taverns              | WN 1 1LD |
| Wigan Little Theatre                   | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 3SL |
| Amf Bowling                            | Original Bowling Company   | Proprietary Club | Original Bowling Company   | WN 3 4AG |
| St Judes Amateur Rugby League Footbal  | Independent Free           | Registered Club  | Independent Free           | WN 3 5UB |
| Club Bpm                               | Independent Free           | Proprietary Club | Independent Free           | WN 3 5UB |
| Franco's Italian Restaurant            | Independent Free           | Restaurant       | Independent Free           | WN 1 1DG |
| Simply Thai                            | Trust Inns Limited         | Restaurant       | Trust Inns Limited         | WN 1 1LR |
| Hedera                                 | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 1YB |
| Old Pear Tree                          | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | WN 1 1HG |
| Surfers Paradise                       | Unknown                    | Pubs & Full On   | Unknown                    | WN 1 1BT |
| Revolution                             | Revolution Bars Group      | Pubs & Full On   | Revolution Bars Group      | WN 1 1DY |
| Indiependence                          | Independent Free           | Proprietary Club | Independent Free           | WN 1 1LP |
| Robin Park Arena & Sport Centre        | Independent Free           | Proprietary Club | Independent Free           | WN 5 0UH |
| Jaks                                   | Unknown                    | Proprietary Club | Unknown                    | WN 1 1DY |
| Reef Bar & Terrece                     | Independent Free           | Pubs & Full On   | Independent Free           | WN 1 1EG |

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| Name                                   | Description          | License Type     | Owner Name           | Postcode |
|--|----------------------|------------------|----------------------|----------|
| George                                 | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1JU |
| Madsions                               | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1DY |
| Ince Rose Bridge Sports & Community Cl | Independent Free     | Registered Club  | Independent Free     | WN 1 3HD |
| Empire Cinema                          | Empire Cinemas Group | Pubs & Full On   | Empire Cinemas Group | WN 5 0UL |
| Gala Bingo                             | Gala Group           | Proprietary Club | Gala Group           | WN 1 1YP |
| Wigan Athletic Football Club & Wigan W | Independent Free     | Proprietary Club | Independent Free     | WN 5 0UH |
| Gallimores Fine Restaurant             | Independent Free     | Restaurant       | Independent Free     | WN 1 1PF |
| Raj                                    | Independent Free     | Restaurant       | Independent Free     | WN 6 7LW |
| Boulevard                              | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1LD |
| Wiend                                  | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1PF |
| Chinese Buffet                         | Chinese Buffet       | Restaurant       | Chinese Buffet       | WN 1 1UP |
| Cafe Life                              | Independent Free     | Pubs & Full On   | Independent Free     | WN 5 0UH |
| Basmati                                | Independent Free     | Restaurant       | Independent Free     | WN 1 2LF |
| Red Door Bistro                        | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1DF |
| Docs Symposium                         | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1QJ |
| Premier Inn                            | Whitbread Hotels     | Pubs & Full On   | Whitbread            | WN 1 1BH |
| Wigan Central                          | Independent Free     | Pubs & Full On   | Independent Free     | WN 3 4DY |
| Old Courts                             | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1NA |
| Blundells Cafe Bar                     | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 2LF |
| Martys Kitchen                         | Independent Free     | Restaurant       | Independent Free     | WN 1 1BE |
| Elite Fitness Factory                  | Independent Free     | Proprietary Club | Independent Free     | WN 3 5BD |
| Tap 'n' Barrel                         | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1LR |
| Fatbird                                | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1LD |
| Hideout Wigan                          | Independent Free     | Pubs & Full On   | Independent Free     | WN 3 4HX |
| Sherringtons Bar                       | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 2DU |
| Mortys                                 | Independent Free     | Pubs & Full On   | Independent Free     | WN 1 1BG |
| Power Kitchen                          | Independent Free     | Restaurant       | Independent Free     | WN 3 4DP |



### ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** P03900\_Dog & Partridge, Wigan, WN1 1JU (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

| Acorn Category Description | Area Profile | % for Area    | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|---------------|------------|---------|-----|-----|
| 1 Affluent Achievers       | 642          | 4.6           | 22.1       | 21      |     |     |
| 2 Rising Prosperity        | 247          | 1.8           | 10.2       | 17      |     |     |
| 3 Comfortable Communities  | 2,544        | 18.3          | 26.5       | 69      |     |     |
| 4 Financially Stretched    | 3,614        | 26.1          | 23.7       | 110     |     |     |
| 5 Urban Adversity          | 6,767        | 48.8          | 17.2       | 284     |     |     |
| 6 Not Private Households   | 58           | 0.4           | 0.3        | 122     |     |     |
| <b>Total households</b>    |              | <b>13,872</b> |            |         |     |     |

#### 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

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 Groups within Category 5: Urban Adversity

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



## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03900\_Dog & Partridge, Wigan, WN1 1JU (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

| Acorn Group Description           | Area Profile  | % for Area | % for Base | Index | 0 | 100 | 200 |
|-----------------------------------|---------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>      |               |            |            |       |   |     |     |
| 1.A Lavish Lifestyles             | 0             | 0.0        | 1.1        | 0     |   |     |     |
| 1.B Executive Wealth              | 40            | 0.3        | 11.3       | 3     |   |     |     |
| 1.C Mature Money                  | 602           | 4.3        | 9.6        | 45    |   |     |     |
| <b>2. Rising Prosperity</b>       |               |            |            |       |   |     |     |
| 2.D City Sophisticates            | 0             | 0.0        | 3.8        | 0     |   |     |     |
| 2.E Career Climbers               | 247           | 1.8        | 6.4        | 28    |   |     |     |
| <b>3. Comfortable Communities</b> |               |            |            |       |   |     |     |
| 3.F Countryside Communities       | 22            | 0.2        | 5.7        | 3     |   |     |     |
| 3.G Successful Suburbs            | 298           | 2.1        | 6.0        | 36    |   |     |     |
| 3.H Steady Neighbourhoods         | 1,297         | 9.3        | 7.4        | 126   |   |     |     |
| 3.I Comfortable Seniors           | 143           | 1.0        | 2.9        | 36    |   |     |     |
| 3.J Starting Out                  | 784           | 5.7        | 4.6        | 124   |   |     |     |
| <b>4. Financially Stretched</b>   |               |            |            |       |   |     |     |
| 4.K Student Life                  | 103           | 0.7        | 2.5        | 30    |   |     |     |
| 4.L Modest Means                  | 2,413         | 17.4       | 8.0        | 218   |   |     |     |
| 4.M Striving Families             | 547           | 3.9        | 7.4        | 53    |   |     |     |
| 4.N Poorer Pensioners             | 551           | 4.0        | 5.8        | 69    |   |     |     |
| <b>5. Urban Adversity</b>         |               |            |            |       |   |     |     |
| 5.O Young Hardship                | 3,909         | 28.2       | 6.3        | 451   |   |     |     |
| 5.P Struggling Estates            | 922           | 6.6        | 5.7        | 117   |   |     |     |
| 5.Q Difficult Circumstances       | 1,936         | 14.0       | 5.2        | 266   |   |     |     |
| <b>6. Not Private Households</b>  |               |            |            |       |   |     |     |
| 6.R Not Private Households        | 58            | 0.4        | 0.3        | 122   |   |     |     |
| <b>Total households</b>           | <b>13,872</b> |            |            |       |   |     |     |

### Acorn Group Pen Portrait

6 Not Private Households

790k  
UK Adults

1.5%  
of UK

**60 Active communal population –**  
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

**61 Inactive communal population –**  
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**62 Business areas without resident population –**  
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R

| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|
|----------|-------|------|-----|----------------|

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03900\_Dog & Partridge, Wigan, WN1 1JU (1 Mile contour)  
 Base: Great Britain  
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Sort by:  Corn Structure  
 Index  
 Profile %

| Acorn Type Description   | Area Profile  | % for Area | % for Base | Index | 0 | 100 | 200 |
|--|---------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>                                     |               |            |            |       |   |     |     |
| <b>1.A Lavish Lifestyles</b>                                     |               |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>1.B Executive Wealth</b>                                      |               |            |            |       |   |     |     |
| 1.B.4 Asset rich families  | 0             | 0.0        | 2.6        | 0     |   |     |     |
| 1.B.5 Wealthy countryside commuters                              | 0             | 0.0        | 2.5        | 0     |   |     |     |
| 1.B.6 Financially comfortable families                           | 2             | 0.0        | 2.2        | 1     |   |     |     |
| 1.B.7 Affluent professionals                                     | 0             | 0.0        | 0.9        | 0     |   |     |     |
| 1.B.8 Prosperous suburban families                               | 38            | 0.3        | 1.5        | 18    |   |     |     |
| 1.B.9 Well-off edge of towners                                   | 0             | 0.0        | 1.6        | 0     |   |     |     |
| <b>1.C Mature Money</b>  |               |            |            |       |   |     |     |
| 1.C.10 Better-off villagers                                      | 0             | 0.0        | 3.1        | 0     |   |     |     |
| 1.C.11 Settled suburbia, older people                            | 533           | 3.8        | 2.8        | 136   |   |     |     |
| 1.C.12 Retired and empty nesters                                 | 0             | 0.0        | 2.5        | 0     |   |     |     |
| 1.C.13 Upmarket downsizers                                       | 69            | 0.5        | 1.3        | 38    |   |     |     |
| <b>2. Rising Prosperity</b>                                      |               |            |            |       |   |     |     |
| <b>2.D City Sophisticates</b>                                    |               |            |            |       |   |     |     |
| 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     |   |     |     |
| <b>2.E Career Climbers</b>                                       |               |            |            |       |   |     |     |
| 2.E.18 Career driven young families                              | 3             | 0.0        | 2.0        | 1     |   |     |     |
| 2.E.19 First time buyers in small, modern homes                  | 244           | 1.8        | 3.4        | 52    |   |     |     |
| 2.E.20 Mixed metropolitan areas                                  | 0             | 0.0        | 1.0        | 0     |   |     |     |
| <b>3. Comfortable Communities</b>                                |               |            |            |       |   |     |     |
| <b>3.F Countryside Communities</b>                               |               |            |            |       |   |     |     |
| 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               | 22            | 0.2        | 3.2        | 5     |   |     |     |
| <b>3.G Successful Suburbs</b>                                    |               |            |            |       |   |     |     |
| 3.G.24 Comfortably-off families in modern housing                | 233           | 1.7        | 2.7        | 62    |   |     |     |
| 3.G.25 Larger family homes, multi-ethnic areas                   | 0             | 0.0        | 0.8        | 0     |   |     |     |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 65            | 0.5        | 2.4        | 19    |   |     |     |
| <b>3.H Steady Neighbourhoods</b>                                 |               |            |            |       |   |     |     |
| 3.H.27 Suburban semis, conventional attitudes                    | 1,099         | 7.9        | 3.5        | 229   |   |     |     |
| 3.H.28 Owner occupied terraces, average income                   | 19            | 0.1        | 1.6        | 9     |   |     |     |
| 3.H.29 Established suburbs, older families                       | 179           | 1.3        | 2.3        | 55    |   |     |     |
| <b>3.I Comfortable Seniors</b>                                   |               |            |            |       |   |     |     |
| 3.I.30 Older people, neat and tidy neighbourhoods                | 143           | 1.0        | 2.4        | 43    |   |     |     |
| 3.I.31 Elderly singles in purpose-built accommodation            | 0             | 0.0        | 0.5        | 0     |   |     |     |
| <b>3.J Starting Out</b>  |               |            |            |       |   |     |     |
| 3.J.32 Educated families in terraces, young children             | 335           | 2.4        | 2.2        | 112   |   |     |     |
| 3.J.33 Smaller houses and starter homes                          | 449           | 3.2        | 2.4        | 135   |   |     |     |
| <b>4. Financially Stretched</b>                                  |               |            |            |       |   |     |     |
| <b>4.K Student Life</b>  |               |            |            |       |   |     |     |
| 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              | 103           | 0.7        | 1.9        | 39    |   |     |     |
| <b>4.L Modest Means</b>  |               |            |            |       |   |     |     |
| 4.L.37 Low cost flats in suburban areas                          | 203           | 1.5        | 1.4        | 101   |   |     |     |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 771           | 5.6        | 2.6        | 211   |   |     |     |
| 4.L.39 Fading owner occupied terraces                            | 1,439         | 10.4       | 2.9        | 355   |   |     |     |
| 4.L.40 High occupancy terraces, culturally diverse family areas  | 0             | 0.0        | 1.0        | 0     |   |     |     |
| <b>4.M Striving Families</b>                                     |               |            |            |       |   |     |     |
| 4.M.41 Labouring semi-rural estates                              | 0             | 0.0        | 1.6        | 0     |   |     |     |
| 4.M.42 Struggling young families in post-war terraces            | 35            | 0.3        | 1.6        | 15    |   |     |     |
| 4.M.43 Families in right-to-buy estates                          | 106           | 0.8        | 2.0        | 37    |   |     |     |
| 4.M.44 Post-war estates, limited means                           | 406           | 2.9        | 2.2        | 135   |   |     |     |
| <b>4.N Poorer Pensioners</b>                                     |               |            |            |       |   |     |     |
| 4.N.45 Pensioners in social housing, semis and terraces          | 54            | 0.4        | 0.8        | 49    |   |     |     |
| 4.N.46 Elderly people in social rented flats                     | 139           | 1.0        | 1.0        | 97    |   |     |     |
| 4.N.47 Low income older people in smaller semis                  | 220           | 1.6        | 2.2        | 71    |   |     |     |
| 4.N.48 Pensioners and singles in social rented flats             | 138           | 1.0        | 1.7        | 58    |   |     |     |
| <b>5. Urban Adversity</b>  |               |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>  |               |            |            |       |   |     |     |
| 5.O.49 Young families in low cost private flats                  | 556           | 4.0        | 2.2        | 183   |   |     |     |
| 5.O.50 Struggling younger people in mixed tenure                 | 750           | 5.4        | 1.8        | 300   |   |     |     |
| 5.O.51 Young people in small, low cost terraces                  | 2,603         | 18.8       | 2.3        | 829   |   |     |     |
| <b>5.P Struggling Estates</b>                                    |               |            |            |       |   |     |     |
| 5.P.52 Poorer families, many children, terraced housing          | 563           | 4.1        | 1.6        | 260   |   |     |     |
| 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          | 359           | 2.6        | 1.6        | 162   |   |     |     |
| <b>5.Q Difficult Circumstances</b>                               |               |            |            |       |   |     |     |
| 5.Q.57 Social rented flats, families and single parents          | 1             | 0.0        | 1.5        | 0     |   |     |     |
| 5.Q.58 Singles and young families, some receiving benefits       | 604           | 4.4        | 1.8        | 247   |   |     |     |
| 5.Q.59 Deprived areas and high-rise flats                        | 1,331         | 9.6        | 2.0        | 487   |   |     |     |
| <b>6. Not Private Households</b>                                 |               |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>                                |               |            |            |       |   |     |     |
| 6.R.60 Active communal population                                | 0             | 0.0        | 0.1        | 0     |   |     |     |
| 6.R.61 Inactive communal population                              | 58            | 0.4        | 0.3        | 147   |   |     |     |
| 6.R.62 Business areas without resident population                | 0             | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>  | <b>13,872</b> |            |            |       |   |     |     |

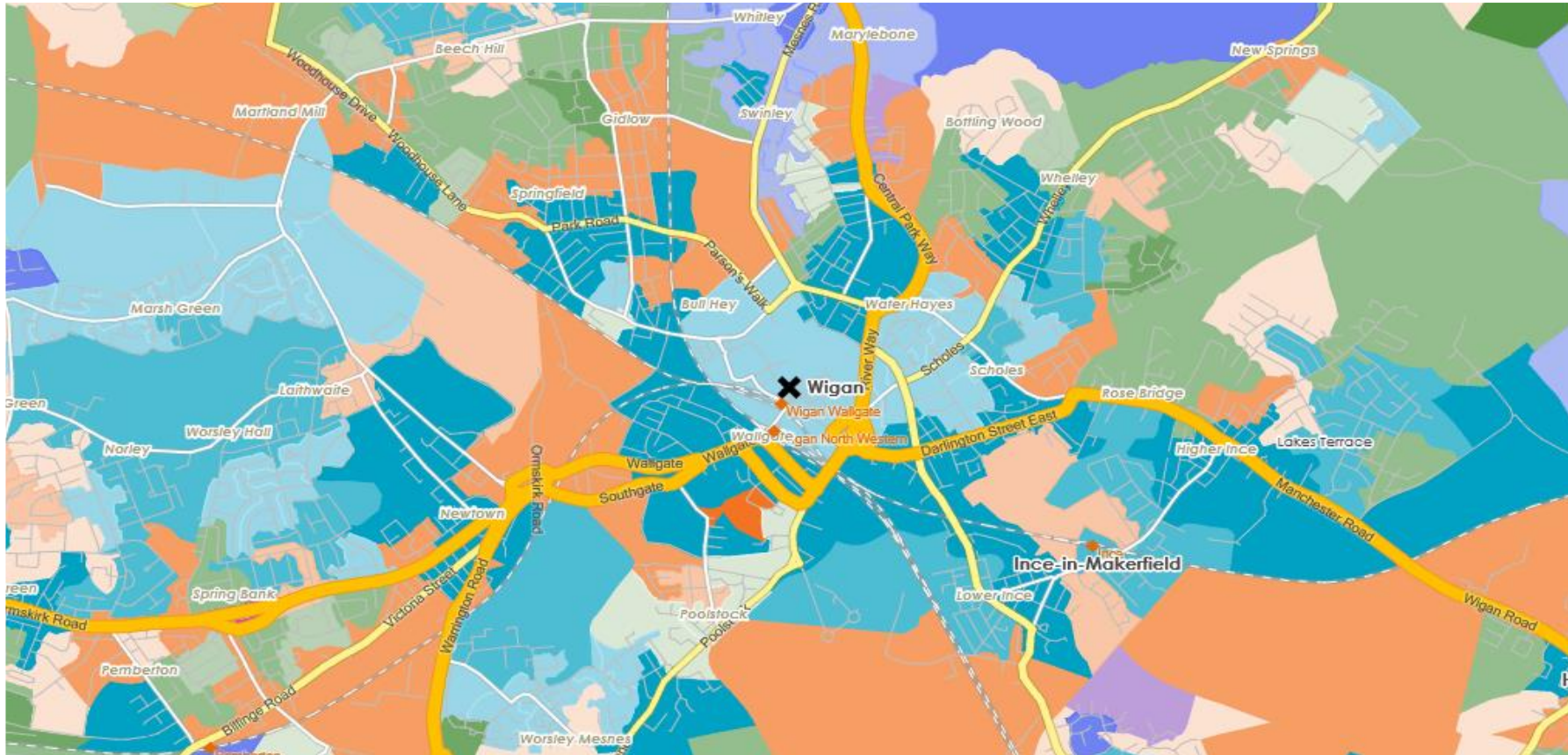
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03900\_Dog & Partridge, Wigan, WN1 1JU (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%



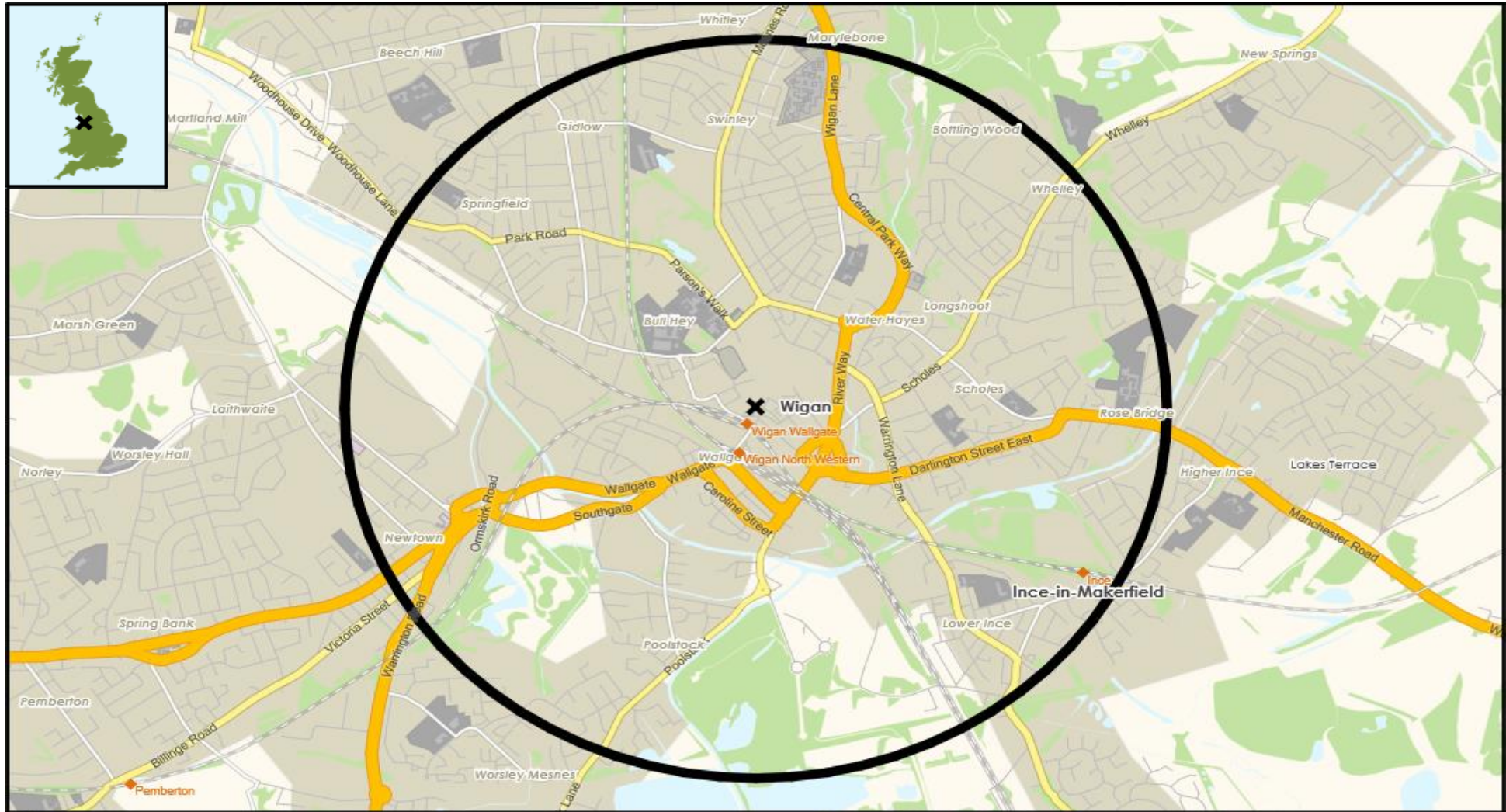


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03900\_Dog & Partridge, Wigan, WN1 1JU (1 Mile contour)



# POPULATION PROJECTIONS

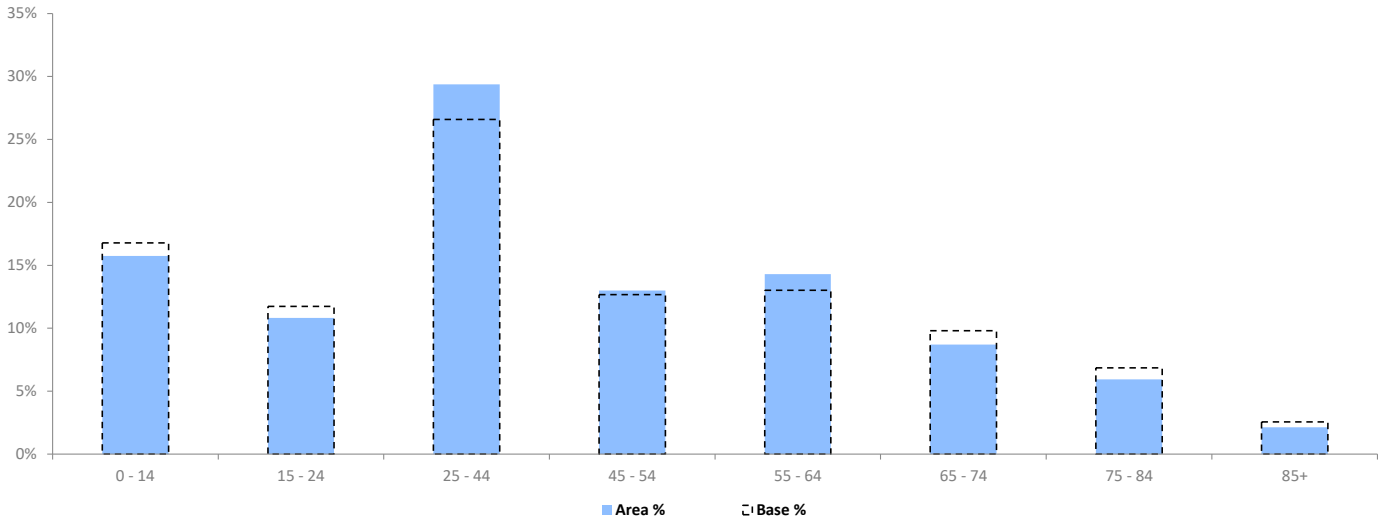
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Area: P03900\_Dog & Partridge, Wigan, WN1 1JU (1 Mile contour)

Base: Great Britain

Year: 2023

|                         | Area Profile  | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|-------------------------|---------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14                  | 4,507         | 15.7   | 16.8   | 94              |   |     |     |
| 15 - 24                 | 3,096         | 10.8   | 11.7   | 92              |   |     |     |
| 25 - 44                 | 8,414         | 29.4   | 26.6   | <b>111</b>      |   |     |     |
| 45 - 54                 | 3,723         | 13.0   | 12.7   | <b>103</b>      |   |     |     |
| 55 - 64                 | 4,096         | 14.3   | 13.0   | <b>110</b>      |   |     |     |
| 65 - 74                 | 2,495         | 8.7    | 9.8    | 89              |   |     |     |
| 75 - 84                 | 1,698         | 5.9    | 6.9    | 86              |   |     |     |
| 85+                     | 609           | 2.1    | 2.6    | 83              |   |     |     |
| <b>Total population</b> | <b>28,638</b> |        |        |                 |   |     |     |



# EXPENDITURE

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Area: P03900\_Dog & Partridge, Wigan, WN1 1JU (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 |
|---|-------------------|--------------------|--------------------|--------------|---|-----|-----|
| <b>COICOP Categories</b>                            |                   |                    |                    |              |   |     |     |
| 1. Food & non-alcoholic beverages                   | £800,163          | £59.83             | £66.95             | 89           |   |     |     |
| 2. Alcoholic beverages, tobacco and narcotics       | £407,134          | £30.44             | £28.12             | 108          |   |     |     |
| 3. Clothing & Footwear                              | £261,191          | £19.53             | £22.40             | 87           |   |     |     |
| 4. Housing, water, electricity, gas and other fuels | £1,080,205        | £80.77             | £107.19            | 75           |   |     |     |
| 5. Furnishings, equipment and routine maintenance   | £410,315          | £30.68             | £36.85             | 83           |   |     |     |
| 6. Health   | £145,253          | £10.86             | £13.48             | 81           |   |     |     |
| 7. Transport  | £1,394,005        | £104.23            | £134.74            | 77           |   |     |     |
| 8. Communication                                    | £191,146          | £14.29             | £15.74             | 91           |   |     |     |
| 9. Recreation & Culture                             | £739,585          | £55.30             | £64.16             | 86           |   |     |     |
| 10. Education                                       | £85,700           | £6.41              | £22.26             | 29           |   |     |     |
| 11. Restaurants & Hotels                            | £716,106          | £53.54             | £67.11             | 80           |   |     |     |
| 12. Miscellaneous goods and services                | £1,215,686        | £90.90             | £109.86            | 83           |   |     |     |
| <b>Total Expenditure</b>                            | <b>£7,446,489</b> | <b>£556.79</b>     | <b>£688.85</b>     | <b>81</b>    |   |     |     |



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.