

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 Mi)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	125.9	81.7	154			
Proprietary Club	0	0.0	7.3	0			
Registered Club	9	49.3	28.2	175			
Restaurant	4	21.9	32.1	68			
Residential	2	10.9	2.7	409			

Name	Description	License Type	Owner Name	Postcode
Evening Spice	Independent Free	Restaurant	Independent Free	CW 3 9DX
White Lion	Independent Free	Pubs & Full On	Independent Free	CW 3 0JA
Lord Combermere Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 3 0AQ
Shroppie Fly	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW 3 0DX
Bridge Inn	Marston's	Pubs & Full On	Marston's	CW 3 0DX
Audlem Cricket Club	Independent Free	Registered Club	Independent Free	CW 3 0HS
Betley Cricket Club	Independent Free	Registered Club	Independent Free	CW 3 9AX
Swan Inn	Independent Free	Pubs & Full On	Independent Free	CW 3 9AB
Doddlespool Hall	Independent Free	Residential	Independent Free	CW 3 9AE
Hand & Trumpet	Restaurant Group	Pubs & Full On	Restaurant Group	CW 3 9BJ
Crown Inn	Independent Free	Pubs & Full On	Independent Free	CW 3 9BT
Offley Arms	Joule's Brewery	Pubs & Full On	Joule's Brewery	CW 3 9DX
Madeley Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	CW 3 9JH
Crewe Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW 3 9LP
Old Swan Hotel	Independent Free	Pubs & Full On	Independent Free	CW 3 9LD
Wheatsheaf Hotel	Independent Free	Pubs & Full On	Independent Free	CW 3 9QF
Onneley Golf Club	Independent Free	Registered Club	Independent Free	CW 3 9QF
Falcon Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 3 9SE
Boars Head	Paragon Pub Group Ltd	Pubs & Full On	Paragon Pub Group Ltd	CW 5 7LA
Swan With Two Necks	Paragon Pub Group Ltd	Pubs & Full On	Paragon Pub Group Ltd	ST 5 5EF
Mainwaring Arms	Cheshire Cat Pubs & Bars	Pubs & Full On	Cheshire Cat Pubs & Bars	ST 5 5HR
Leycett Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 6AE
Adderley Village Hall	Independent Free	Registered Club	Independent Free	TF 9 3TD
Tunstall Hall Home For Elderley	Independent Free	Residential	Independent Free	TF 9 4AA
Hinds Head	Unknown	Pubs & Full On	Unknown	TF 9 4AT
Chetwode Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF 9 4HD
White Lion	Independent Free	Pubs & Full On	Independent Free	TF 9 4HJ
Peel Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TF 9 4JY
Bibo Lounge	Independent Free	Pubs & Full On	Independent Free	TF 9 4LG
Loggerheads	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TF 9 4NX
Robin Hood Inn	Independent Free	Restaurant	Independent Free	TF 9 4NL
Block House	Paragon Pub Group Ltd	Pubs & Full On	Paragon Pub Group Ltd	ST 5 5BU
Slaters Country Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 5ED
Woore Cricket Club	Independent Free	Registered Club	Independent Free	CW 3 9SE
Bridgemere Nursery & Garden World	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	CW 5 7QB
Madeley Centre	Independent Free	Registered Club	Independent Free	CW 3 9DN
Norton In Hales Cricket Club	Independent Free	Registered Club	Independent Free	TF 9 4AW
Whitmore Tea Rooms	Independent Free	Restaurant	Independent Free	ST 5 5HR

ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	4,234	54.4	22.1	246		
2 Rising Prosperity	76	1.0	10.2	10		
3 Comfortable Communities	2,825	36.3	26.5	137		
4 Financially Stretched	586	7.5	23.7	32		
5 Urban Adversity	37	0.5	17.2	3		
6 Not Private Households	31	0.4	0.3	116		
Total households		7,789				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 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	87	1.1	1.1	102		
1.B Executive Wealth	2,832	36.4	11.3	321		
1.C Mature Money	1,315	16.9	9.6	175		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	76	1.0	6.4	15		
3. Comfortable Communities						
3.F Countryside Communities	2,411	31.0	5.7	540		
3.G Successful Suburbs	160	2.1	6.0	35		
3.H Steady Neighbourhoods	144	1.8	7.4	25		
3.I Comfortable Seniors	88	1.1	2.9	40		
3.J Starting Out	22	0.3	4.6	6		
4. Financially Stretched						
4.K Student Life	2	0.0	2.5	1		
4.L Modest Means	62	0.8	8.0	10		
4.M Striving Families	155	2.0	7.4	27		
4.N Poorer Pensioners	367	4.7	5.8	82		
5. Urban Adversity						
5.O Young Hardship	29	0.4	6.3	6		
5.P Struggling Estates	8	0.1	5.7	2		
5.Q Difficult Circumstances	0	0.0	5.2	0		
6. Not Private Households						
6.R Not Private Households	31	0.4	0.3	116		
Total households	7,789					

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

CORE DEMOGRAPHICS

Age range 55-74	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

FINANCIAL PROFILE

Household income £42k <small>UK Average: £40k London Average: £48k</small>	% Disposable income 51% <small>UK Average: 43% London Average: 29%</small>	Financial situation Running into debt to Saving a lot
-----------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	------------------------------------------------------------------------

DIGITAL ATTITUDES

I worry about online security 62% <small>UK average: 59%</small>	Shopping online makes my life easier 62% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 26% <small>UK average: 28%</small>
-------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

TOP BEHAVIOURS

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

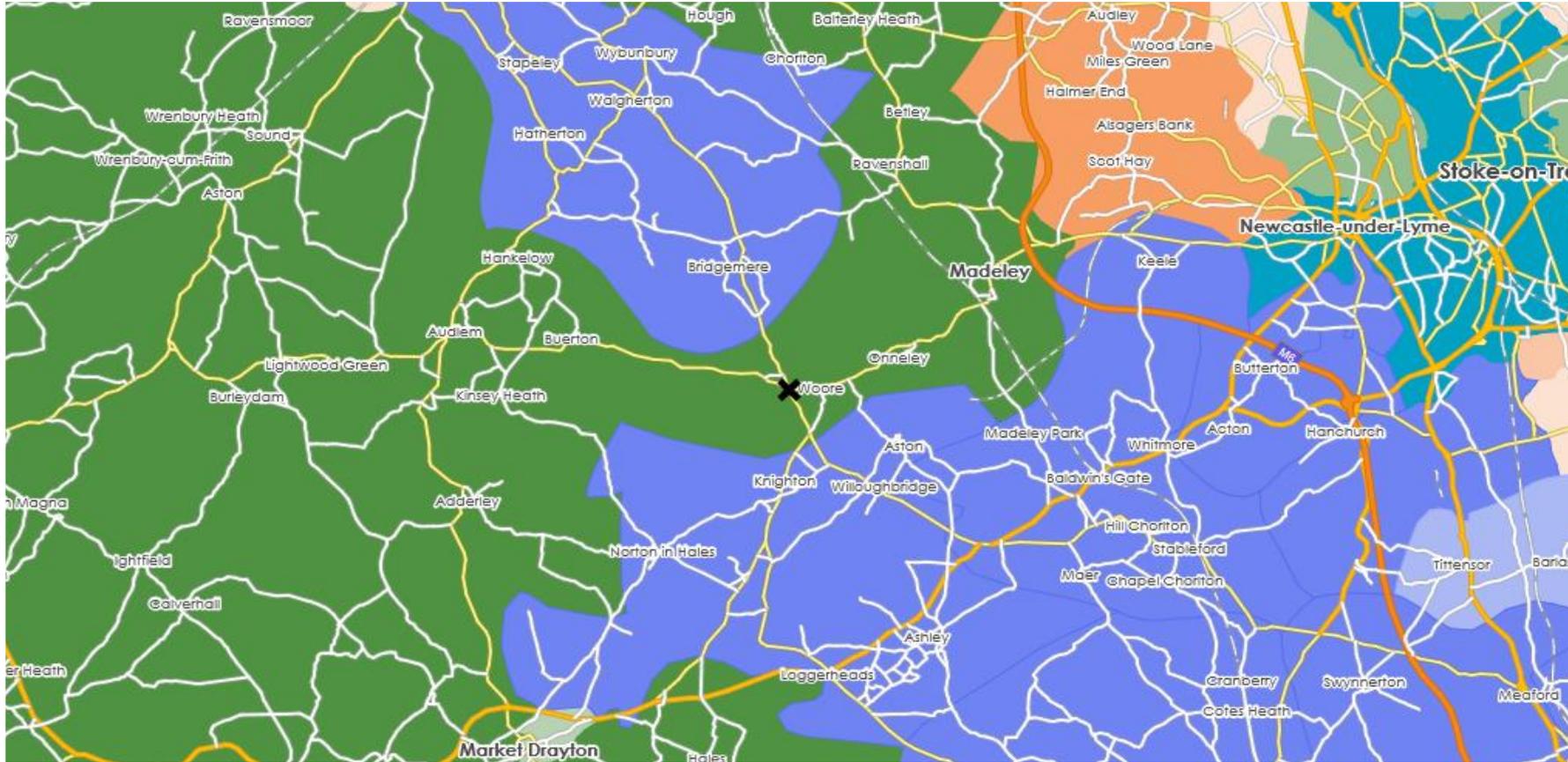
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	87	1.1	0.9	130			
1.B Executive Wealth							
1.B.4 Asset rich families	558	7.2	2.6	271			
1.B.5 Wealthy countryside commuters	1,874	24.1	2.5	974			
1.B.6 Financially comfortable families	104	1.3	2.2	60			
1.B.7 Affluent professionals	44	0.6	0.9	66			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	252	3.2	1.6	201			
1.C Mature Money							
1.C.10 Better-off villagers	925	11.9	3.1	386			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	271	3.5	2.5	141			
1.C.13 Upmarket downsizers	119	1.5	1.3	118			
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	58	0.7	2.0	38			
2.E.19 First time buyers in small, modern homes	18	0.2	3.4	7			
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	1,117	14.3	1.5	944			
3.F.22 Older couples and families in rural areas	338	4.3	1.0	432			
3.F.23 Owner occupiers in small towns and villages	956	12.3	3.2	382			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	12	0.2	2.7	6			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	148	1.9	2.4	78			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	83	1.1	3.5	31			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	61	0.8	2.3	33			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	88	1.1	2.4	48			
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	22	0.3	2.4	12			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	2	0.0	0.3	8			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	44	0.6	2.6	21			
4.L.39 Fading owner occupied terraces	18	0.2	2.9	8			
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	155	2.0	1.6	125			
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	0	0.0	2.0	0			
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	75	1.0	0.8	122			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	254	3.3	2.2	146			
4.N.48 Pensioners and singles in social rented flats	38	0.5	1.7	29			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	14	0.2	2.2	8			
5.O.50 Struggling younger people in mixed tenure	15	0.2	1.8	11			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
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	8	0.1	1.6	6			
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	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	31	0.4	0.3	140			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,789						

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 Mile contour)



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

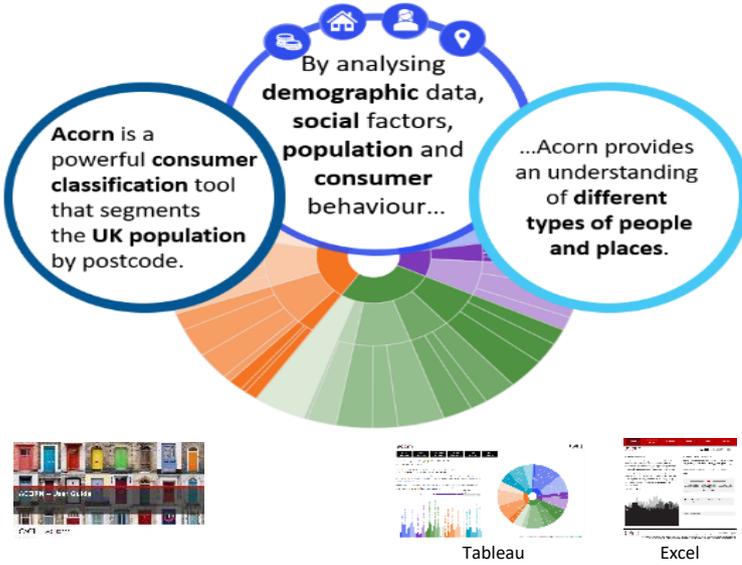
Acorn Groups

- 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

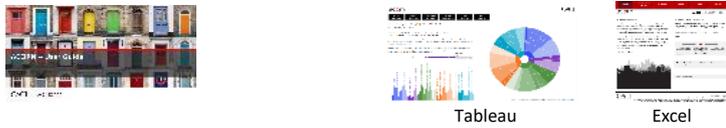
ACORN - WHAT IS IT?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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

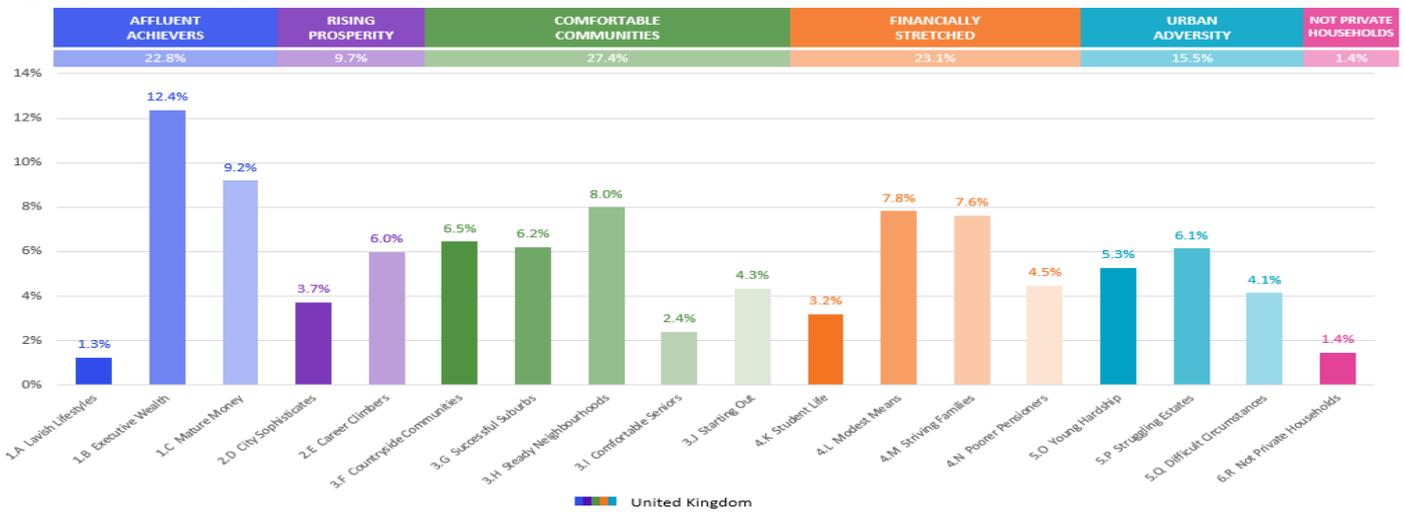
House tenure: Owned outright

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.

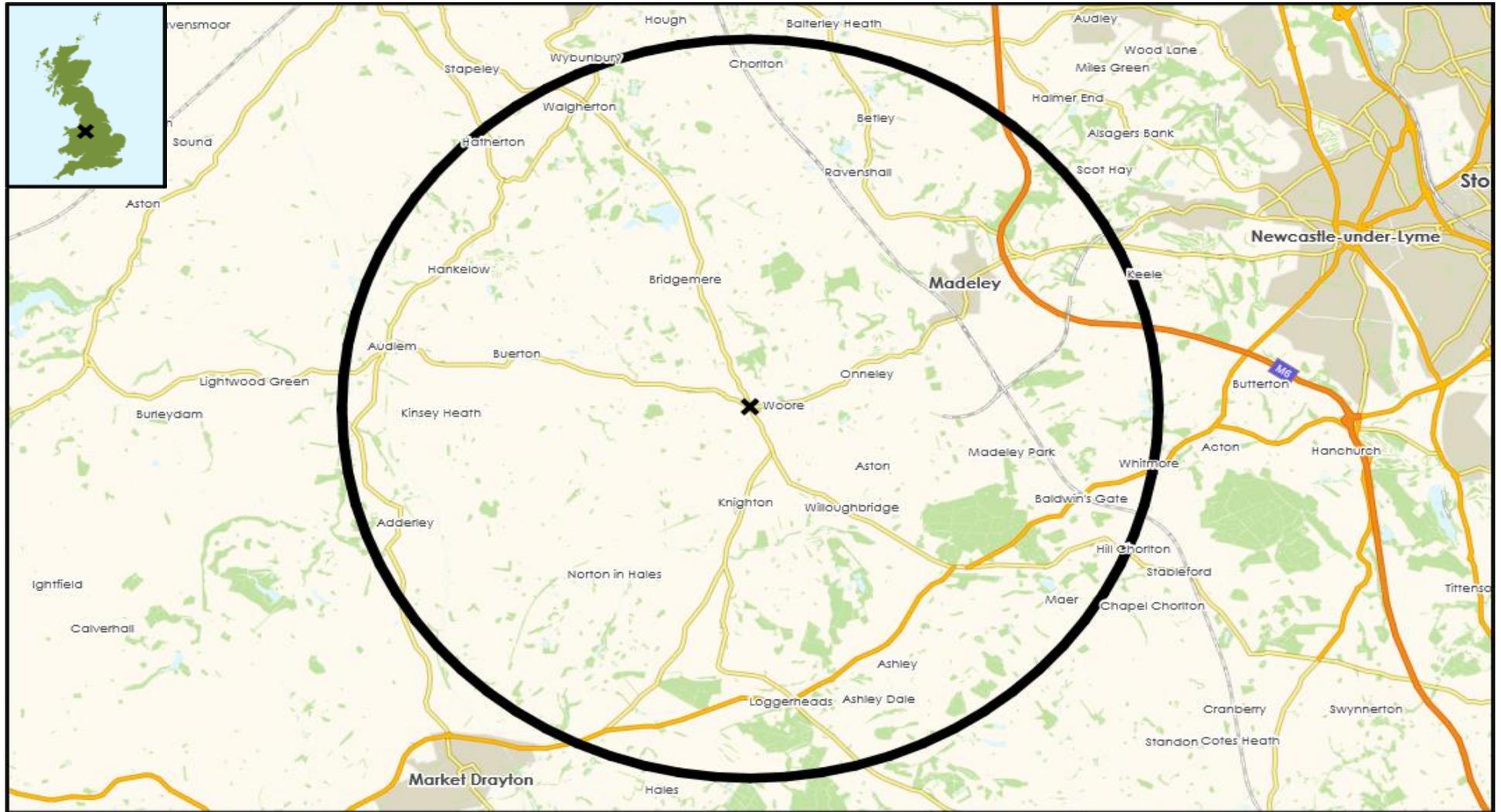


MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 Mile contour)

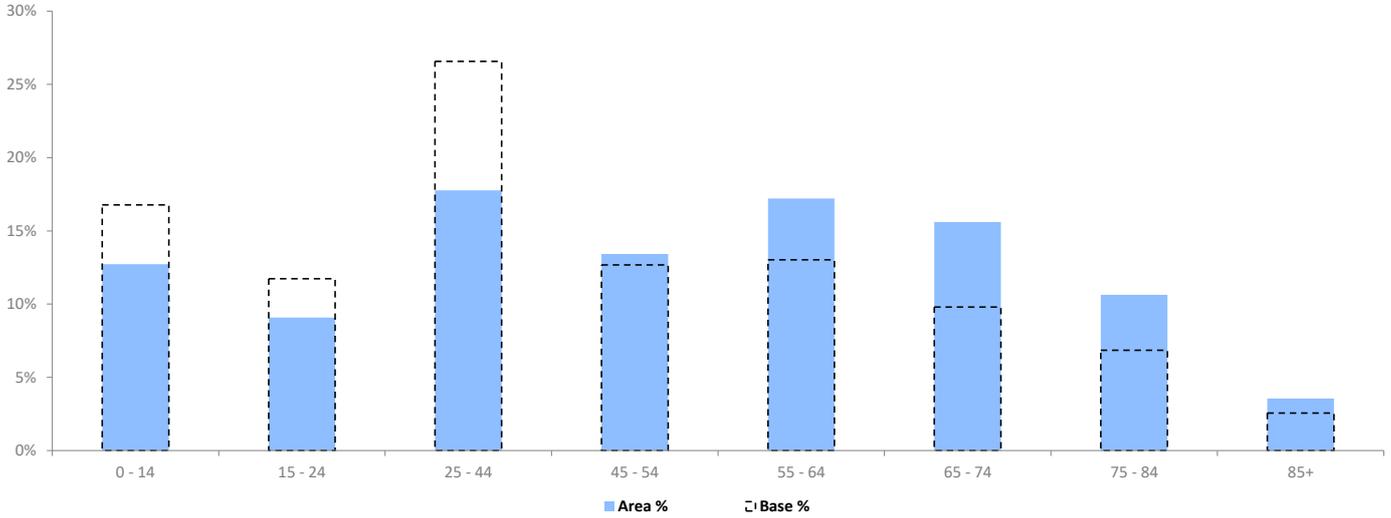


POPULATION PROJECTIONS

© 2024 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,326	12.7	16.8	76			
15 - 24	1,659	9.1	11.7	77			
25 - 44	3,244	17.8	26.6	67			
45 - 54	2,453	13.4	12.7	106			
55 - 64	3,143	17.2	13.0	132			
65 - 74	2,852	15.6	9.8	159			
75 - 84	1,941	10.6	6.9	155			
85+	648	3.5	2.6	139			
Total population	18,266						



EXPENDITURE

© 2024 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04493_Falcon Hotel, Crewe, CW3 9SE (5 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	£596,167	£78.73	£66.95	118			
2. Alcoholic beverages, tobacco and narcotics	£224,583	£29.66	£28.12	105			
3. Clothing & Footwear	£197,594	£26.10	£22.40	117			
4. Housing, water, electricity, gas and other fuels	£1,013,774	£133.88	£107.19	125			
5. Furnishings, equipment and routine maintenance	£357,902	£47.27	£36.85	128			
6. Health	£138,638	£18.31	£13.48	136			
7. Transport	£1,314,658	£173.62	£134.74	129			
8. Communication	£127,815	£16.88	£15.74	107			
9. Recreation & Culture	£700,173	£92.47	£64.16	144			
10. Education	£152,772	£20.18	£22.26	91			
11. Restaurants & Hotels	£603,471	£79.70	£67.11	119			
12. Miscellaneous goods and services	£987,559	£130.42	£109.86	119			
Total Expenditure	£6,415,107	£847.21	£688.85	123			

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.