






CGA LICENCED PREMISES

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Area: ATLT_GamullPR2 6RJ (1 Mile contour)
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	17.8	84.9	21			
Proprietary Club	0	0.0	8.1	0			
Registered Club	2	11.9	29.9	40			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

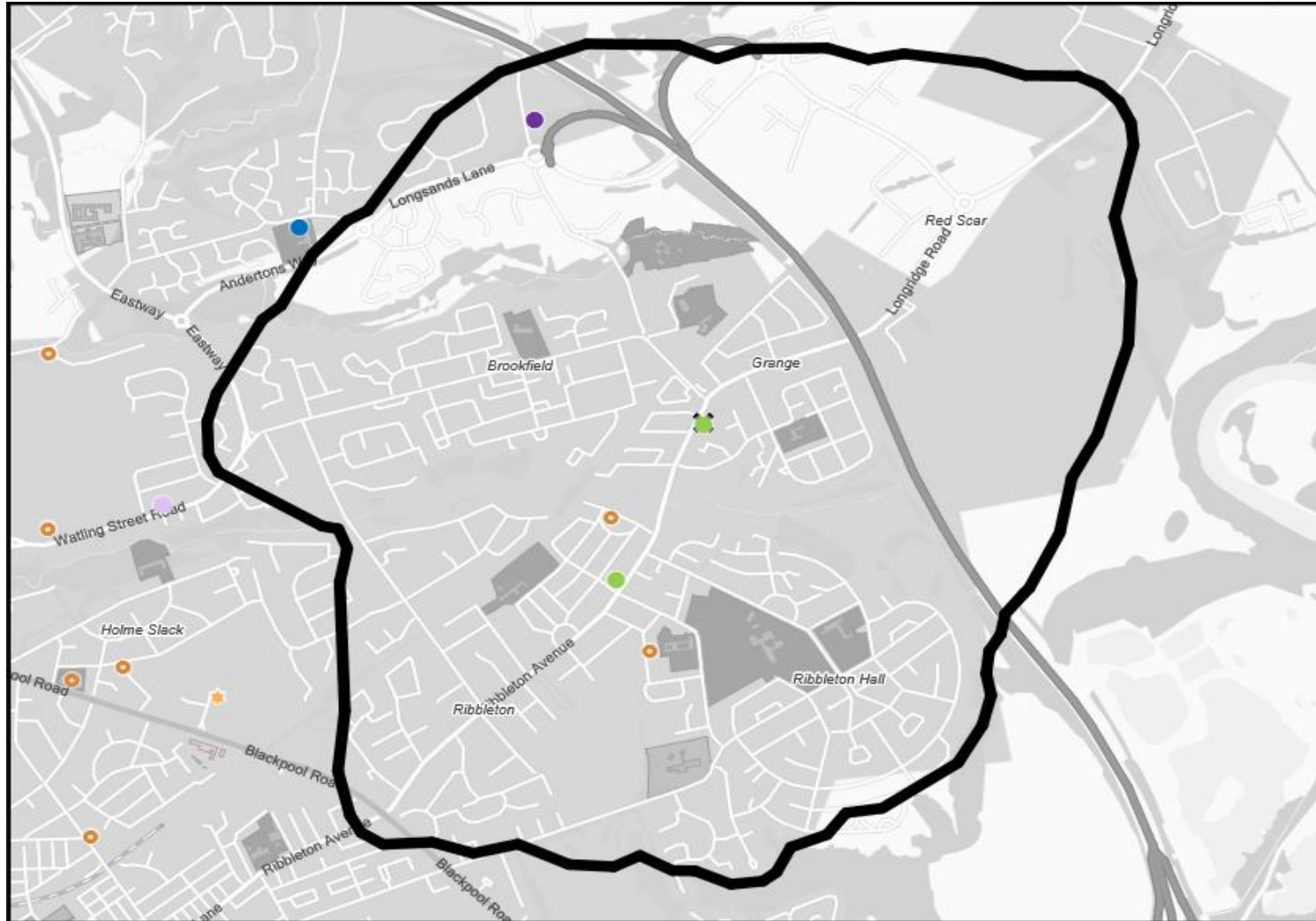
Name	Description	License Type	Owner Name	Postcode
Ribble Lodge	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 2 6RD
Gamull Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 2 6RJ
Greenland New Labour Club	Independent Free	Registered Club	Independent Free	PR 2 6BJ
Norman Jepson	Whitbread	Pubs & Full On	Whitbread	PR 2 5RU
Blessed Sacrament	Independent Free	Registered Club	Independent Free	PR 2 6LU

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_GamullPR2 6RJ (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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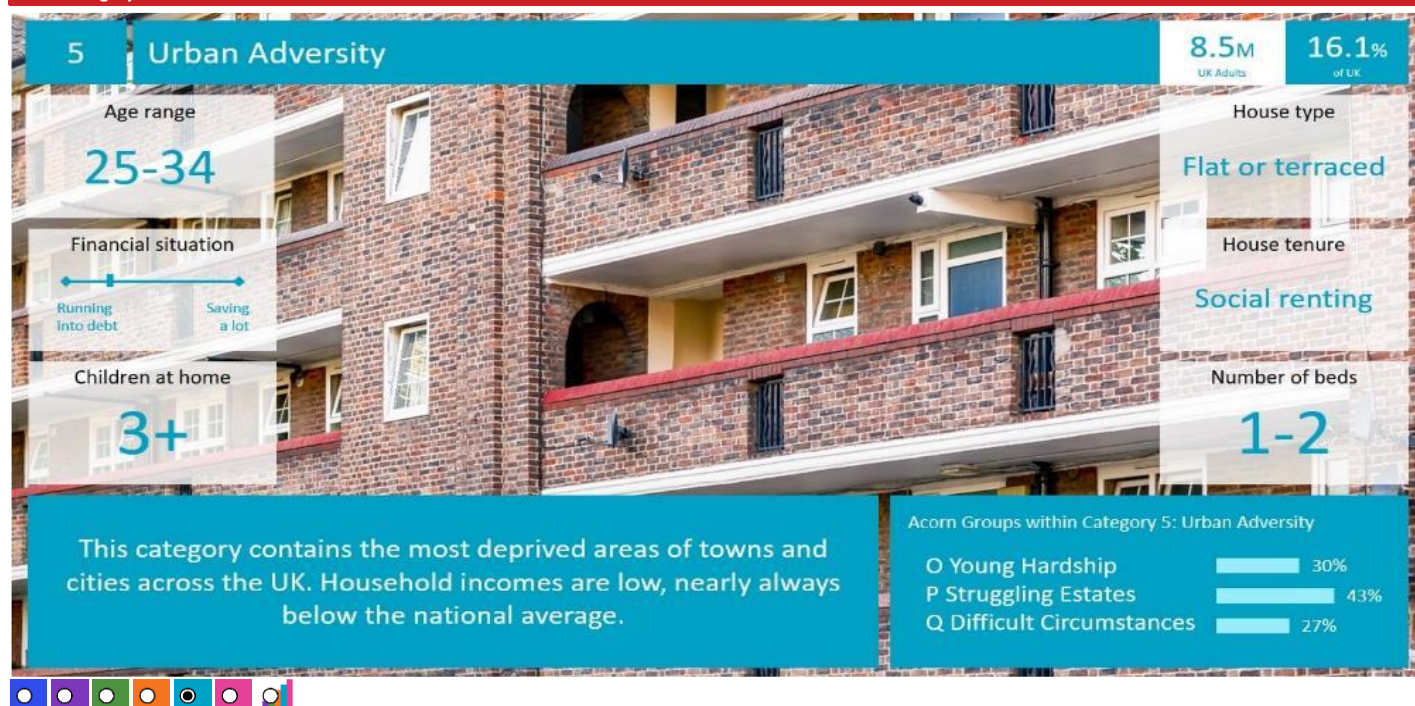
Area: ATLT_GamullPR2 6RJ (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	497	7.3	22.0	33		
	2 Rising Prosperity	169	2.5	10.1	24		
	3 Comfortable Communities	1,458	21.3	26.2	81		
	4 Financially Stretched	1,699	24.8	23.7	105		
	5 Urban Adversity	3,006	43.9	17.6	249		
	6 Not Private Households	15	0.2	0.3	66		
 Graph							
Total households		6,844					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_GamullPR2 6RJ (1 Mile contour)

Base: Great Britain

Year: 2021

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	445	6.5	11.2	58			
1.C Mature Money	52	0.8	9.6	8			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	169	2.5	6.2	40			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	200	2.9	5.9	50			
3.H Steady Neighbourhoods	870	12.7	7.4	173			
3.I Comfortable Seniors	233	3.4	2.9	117			
3.J Starting Out	155	2.3	4.3	52			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	140	2.0	7.9	26			
4.M Striving Families	1,028	15.0	7.5	199			
4.N Poorer Pensioners	531	7.8	5.9	131			
5. Urban Adversity							
5.O Young Hardship	118	1.7	6.1	28			
5.P Struggling Estates	1,718	25.1	6.1	411			
5.Q Difficult Circumstances	1,170	17.1	5.3	320			
6. Not Private Households							
6.R Not Private Households	15	0.2	0.3	66			
Total households	6,844						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_GamullPR2 6RJ (1 Mile contour)

Base: Great Britain

Year: 2021

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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	25	0.4	2.6	14			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	329	4.8	2.2	218			
	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	91	1.3	1.6	82			
1.C Mature Money								
	1.C.10 Better-off villagers	20	0.3	3.0	10			
	1.C.11 Settled suburbia, older people	32	0.5	2.9	16			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	169	2.5	1.9	131			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	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	1.1	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	184	2.7	2.6	102			
	3.G.25 Larger family homes, multi-ethnic areas	16	0.2	0.8	28			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	694	10.1	3.4	295			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	176	2.6	2.3	110			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	233	3.4	2.4	141			
	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	2.1	0			
	3.J.33 Smaller houses and starter homes	155	2.3	2.3	101			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	33	0.5	1.4	34			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	107	1.6	2.6	59			
	4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
	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	41	0.6	1.6	38			
	4.M.42 Struggling young families in post-war terraces	65	0.9	1.7	57			
	4.M.43 Families in right-to-buy estates	690	10.1	2.1	485			
	4.M.44 Post-war estates, limited means	232	3.4	2.2	154			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	31	0.5	0.8	58			
	4.N.46 Elderly people in social rented flats	230	3.4	1.1	310			
	4.N.47 Low income older people in smaller semis	201	2.9	2.3	129			
	4.N.48 Pensioners and singles in social rented flats	69	1.0	1.8	57			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	39	0.6	2.1	27			
	5.O.50 Struggling younger people in mixed tenure	67	1.0	1.7	56			
	5.O.51 Young people in small, low cost terraces	12	0.2	2.3	8			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	782	11.4	1.6	703			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	936	13.7	1.6	830			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	145	2.1	1.5	139			
	5.Q.58 Singles and young families, some receiving benefits	732	10.7	1.8	597			
	5.Q.59 Deprived areas and high-rise flats	293	4.3	2.0	210			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	1	0.0	0.1	25			
	6.R.61 Inactive communal population	14	0.2	0.3	74			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,844						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_GamullPR2 6RJ (1 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

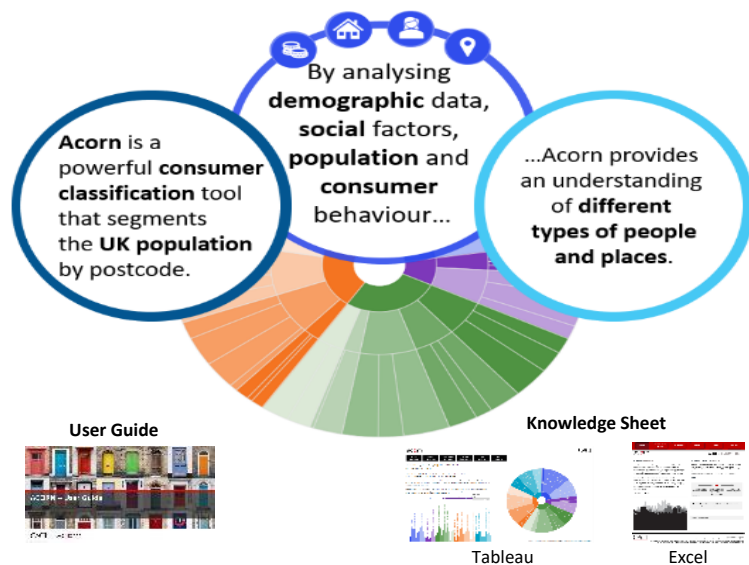
GROUP

TYPE

MAP

WHAT IS ACORN?

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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1

Affluent Achievers

12.0M

22.8%

UK Adults

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+

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

B. Executive Wealth

C. Mature Money

