

CGA LICENCED PREMISES

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Area: ATLT_LodgeSK16 5JY (1 Mile contour)
 Base: Great Britain
 Year: 2021

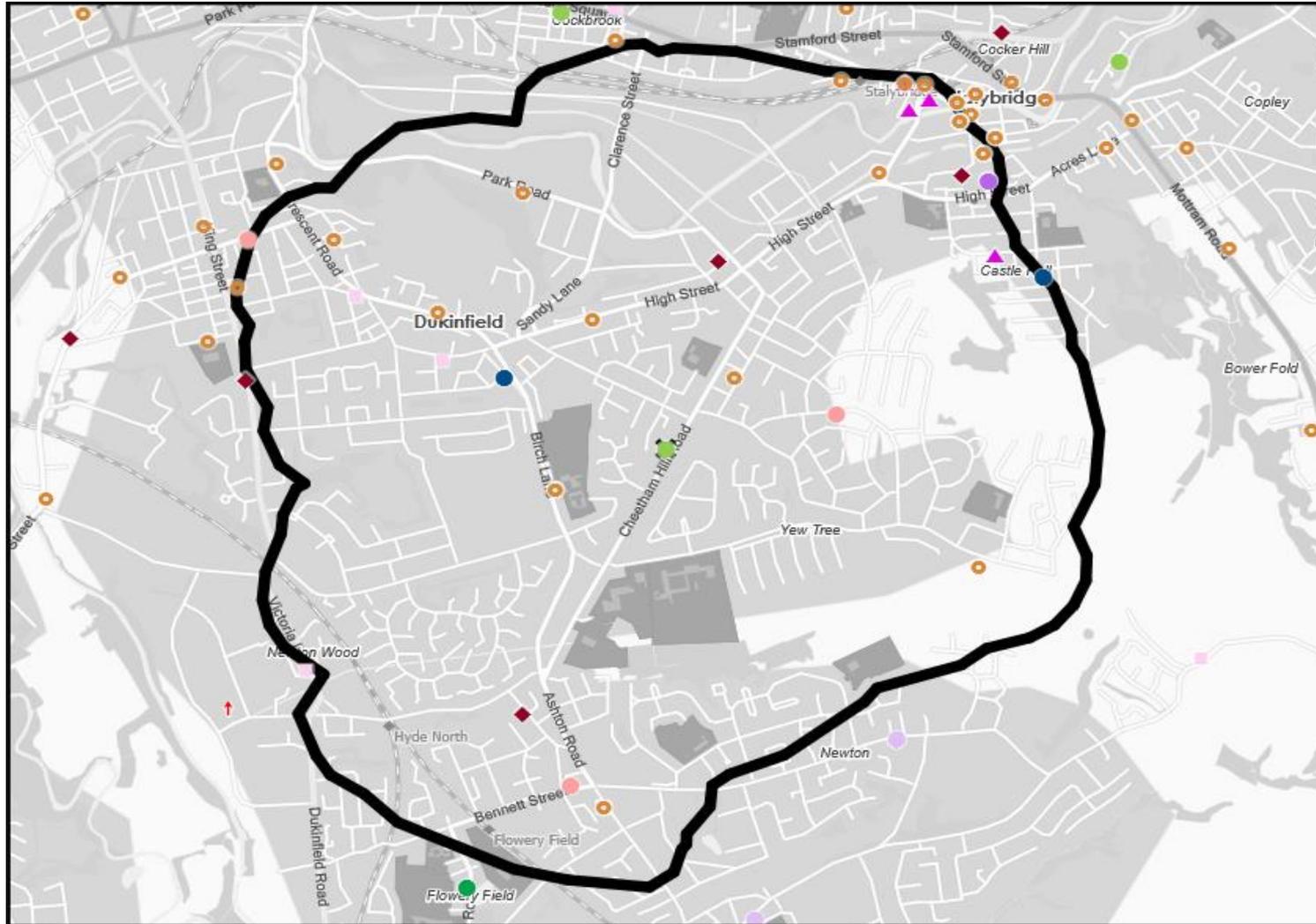
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On | 26 | 105.3 | 84.9 | 124 | | | |
| Proprietary Club | 2 | 8.1 | 8.1 | 100 | | | |
| Registered Club | 6 | 24.3 | 29.9 | 81 | | | |
| Restaurant | 4 | 16.2 | 34.6 | 47 | | | |
| Residential | 0 | 0.0 | 3.5 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--|----------------------------|------------------|----------------------------|----------|
| Cheshire Cheese | Robinsons | Pubs & Full On | Robinsons | SK14 4BH |
| Newton Ward Conservative Club | Independent Free | Registered Club | Independent Free | SK14 4BH |
| Cotton Tree | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SK14 4BN |
| George & Dragon | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | SK14 4TQ |
| Wharf Tavern | Independent Free | Pubs & Full On | Independent Free | SK15 1PD |
| Legendz | Unknown | Pubs & Full On | Unknown | SK15 1RR |
| Astley Arms | Unknown | Pubs & Full On | Unknown | SK15 1TF |
| White House | Hydes Anvil | Pubs & Full On | Hydes Anvil | SK15 2AG |
| Khaleasi | Independent Free | Proprietary Club | Independent Free | SK15 2AJ |
| Q Inn | Hydes Anvil | Pubs & Full On | Hydes Anvil | SK15 2AL |
| Old Fleece | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SK15 2AL |
| Old Thirteenth Cheshire Astley Volunte | Independent Free | Pubs & Full On | Independent Free | SK15 2AL |
| Station Buffet Bar | Independent Free | Pubs & Full On | Independent Free | SK15 1RF |
| Lord Stamford | Amber Taverns | Pubs & Full On | Amber Taverns | SK15 2DX |
| British Protection | Marston's | Pubs & Full On | Marston's | SK15 2HB |
| Wheatsheaf Inn | Marston's | Pubs & Full On | Marston's | SK16 4AJ |
| Astley Arms | Robinsons | Pubs & Full On | Robinsons | SK16 4BT |
| Dukinfield Masonic Club | Independent Free | Registered Club | Independent Free | SK16 4EN |
| Dukinfield Rugby Club | Independent Free | Registered Club | Independent Free | SK16 5AP |
| Dukinfield Golf Club | Independent Free | Registered Club | Independent Free | SK16 5GF |
| Forester | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | SK16 5EW |
| Stalybridge & Dukinfield Bowling Club | Independent Free | Registered Club | Independent Free | SK16 5JP |
| Lodge Hotel | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | SK16 5JY |
| Tame Valley Hotel | Independent Free | Pubs & Full On | Independent Free | SK16 5LX |
| Masons Arms | Independent Free | Pubs & Full On | Independent Free | SK16 5NT |
| Albion Hotel | Robinsons | Pubs & Full On | Robinsons | SK16 4BZ |
| Bridge Inn | Dukedom Ltd | Pubs & Full On | Dukedom Ltd | SK15 2AH |
| Dukinfield Town Hall | Independent Free | Pubs & Full On | Independent Free | SK16 4LA |
| Herb & Spice | Independent Free | Restaurant | Independent Free | SK16 5PN |
| Society Rooms | Wetherspoon | Pubs & Full On | Wetherspoon | SK15 2JN |
| Bohemian Lounge | Independent Free | Pubs & Full On | Independent Free | SK15 2JN |
| Staly Vegas Pool Bar & Snooker Club | Independent Free | Proprietary Club | Independent Free | SK15 2JN |
| Phoenix City | Independent Free | Restaurant | Independent Free | SK15 1NX |
| Vevas Indo Bistro | Independent Free | Restaurant | Independent Free | SK15 1NX |
| Bridge Beers | Independent Free | Pubs & Full On | Independent Free | SK15 2JJ |
| Crafty Pint | Independent Free | Pubs & Full On | Independent Free | SK15 2JJ |
| Dukinfield Town Football Club | Independent Free | Registered Club | Independent Free | SK16 5AP |
| Gladstone Barber & Bistro | Independent Free | Restaurant | Independent Free | SK15 1NX |

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_LodgeSK16 5JY (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: ATLT_LodgeSK16 5JY (1 Mile contour)
 Base: Great Britain
 Year: 2021

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|---------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 691 | 6.5 | 22.0 | 29 | | |
| 2 Rising Prosperity | 110 | 1.0 | 10.1 | 10 | | |
| 3 Comfortable Communities | 2,844 | 26.6 | 26.2 | 101 | | |
| 4 Financially Stretched | 3,483 | 32.6 | 23.7 | 137 | | |
| 5 Urban Adversity | 3,528 | 33.0 | 17.6 | 188 | | |
| 6 Not Private Households | 29 | 0.3 | 0.3 | 81 | | |
| Total households | | 10,685 | | | | |

Acorn Category Pen Portrait

5 Urban Adversity
8.5M UK Adults
16.1% 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 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_LodgeSK16 5JY (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 | 313 | 2.9 | 11.2 | 26 | | | |
| 1.C Mature Money | 378 | 3.5 | 9.6 | 37 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 110 | 1.0 | 6.2 | 17 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 0 | 0.0 | 5.7 | 0 | | | |
| 3.G Successful Suburbs | 390 | 3.6 | 5.9 | 62 | | | |
| 3.H Steady Neighbourhoods | 1,438 | 13.5 | 7.4 | 183 | | | |
| 3.I Comfortable Seniors | 239 | 2.2 | 2.9 | 77 | | | |
| 3.J Starting Out | 777 | 7.3 | 4.3 | 167 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.4 | 0 | | | |
| 4.L Modest Means | 1,594 | 14.9 | 7.9 | 188 | | | |
| 4.M Striving Families | 882 | 8.3 | 7.5 | 109 | | | |
| 4.N Poorer Pensioners | 1,007 | 9.4 | 5.9 | 159 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 1,185 | 11.1 | 6.1 | 180 | | | |
| 5.P Struggling Estates | 990 | 9.3 | 6.1 | 152 | | | |
| 5.Q Difficult Circumstances | 1,353 | 12.7 | 5.3 | 237 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 29 | 0.3 | 0.3 | 81 | | | |
| Total households | 10,685 | | | | | | |

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.

DEMOGRAPHICS

| | |
|--|--|
| Age range 25-34 | 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: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL ATTITUDES

| | | |
|---|--|---|
| I worry about online security 54% <small>UK average: 55%</small> | Shopping online makes my life easier 50% <small>UK average: 53%</small> | I couldn't live without the internet on my mobile 33% <small>UK average: 34%</small> |
|---|--|---|

FINANCIAL PROFILE

| | | |
|--|---|-------------------------|
| Household Income UK: £35k (Average: £40k) London: £42k (Average: £44k) | % Disposable Income UK: 45% (Average: 44%) London: 34% (Average: 39%) | Financial situation |
|--|---|-------------------------|

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

This group are more likely to **subscribe to Sky TV**

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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_LodgeSK16 5JY (1 Mile contour)
 Base: Great Britain
 Year: 2021

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 | 0.2 | 0 | | | |
| 1.A.3 Large house luxury | 0 | 0.0 | 0.9 | 0 | | | |
| 1.B Executive Wealth | | | | | | | |
| 1.B.4 Asset rich families | 0 | 0.0 | 2.6 | 0 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| 1.B.6 Financially comfortable families | 253 | 2.4 | 2.2 | 108 | | | |
| 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 | 60 | 0.6 | 1.6 | 35 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 0 | 0.0 | 3.0 | 0 | | | |
| 1.C.11 Settled suburbia, older people | 280 | 2.6 | 2.9 | 92 | | | |
| 1.C.12 Retired and empty nesters | 98 | 0.9 | 2.5 | 37 | | | |
| 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 | 85 | 0.8 | 1.9 | 42 | | | |
| 2.E.19 First time buyers in small, modern homes | 25 | 0.2 | 3.3 | 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 | 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 | 366 | 3.4 | 2.6 | 130 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 24 | 0.2 | 2.4 | 9 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 963 | 9.0 | 3.4 | 262 | | | |
| 3.H.28 Owner occupied terraces, average income | 2 | 0.0 | 1.6 | 1 | | | |
| 3.H.29 Established suburbs, older families | 473 | 4.4 | 2.3 | 190 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 239 | 2.2 | 2.4 | 93 | | | |
| 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 | 287 | 2.7 | 2.1 | 128 | | | |
| 3.J.33 Smaller houses and starter homes | 490 | 4.6 | 2.3 | 204 | | | |
| 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 | 67 | 0.6 | 1.4 | 45 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 465 | 4.4 | 2.6 | 166 | | | |
| 4.L.39 Fading owner occupied terraces | 1,062 | 9.9 | 2.9 | 345 | | | |
| 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 | 83 | 0.8 | 1.7 | 46 | | | |
| 4.M.43 Families in right-to-buy estates | 373 | 3.5 | 2.1 | 168 | | | |
| 4.M.44 Post-war estates, limited means | 426 | 4.0 | 2.2 | 181 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 58 | 0.5 | 0.8 | 69 | | | |
| 4.N.46 Elderly people in social rented flats | 119 | 1.1 | 1.1 | 103 | | | |
| 4.N.47 Low income older people in smaller semis | 237 | 2.2 | 2.3 | 98 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 593 | 5.5 | 1.8 | 314 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 212 | 2.0 | 2.1 | 92 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 231 | 2.2 | 1.7 | 124 | | | |
| 5.O.51 Young people in small, low cost terraces | 742 | 6.9 | 2.3 | 308 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 516 | 4.8 | 1.6 | 297 | | | |
| 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 | 474 | 4.4 | 1.6 | 269 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 213 | 2.0 | 1.5 | 131 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 433 | 4.1 | 1.8 | 226 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 707 | 6.6 | 2.0 | 325 | | | |
| 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 | 29 | 0.3 | 0.3 | 99 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 10,685 | | | | | | |

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT_LodgeSK16 5JY (1 Mile contour)



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

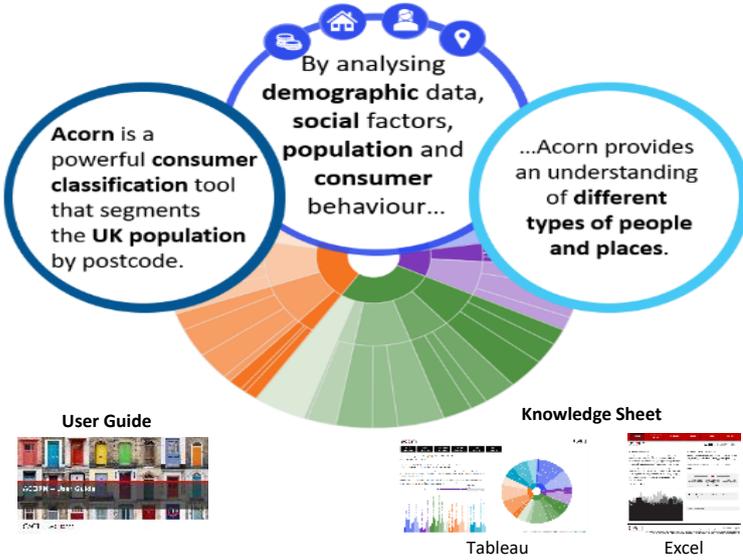
Acorn Groups

- 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
12.0M UK Adults
22.8% of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0

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

