

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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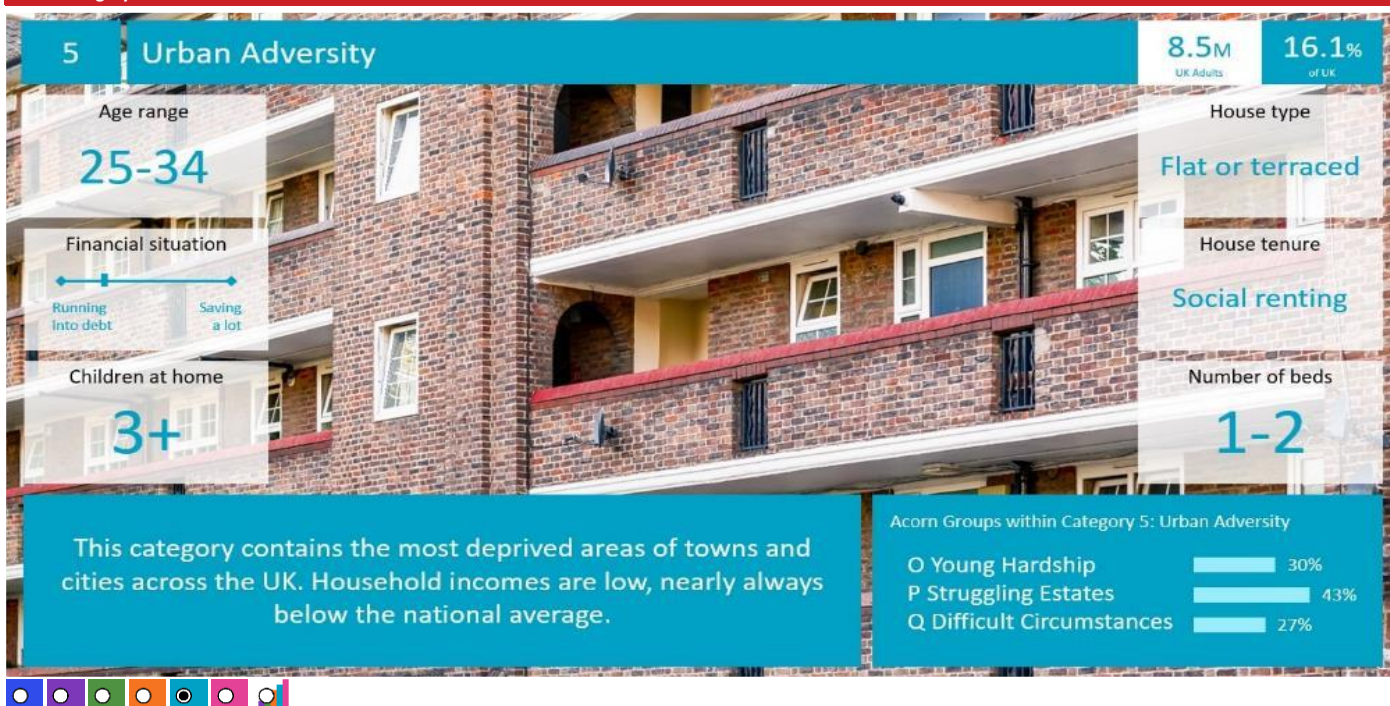
Area: ATLT\_PlungingtonPR2 3AR (1 Mile contour)

Base: Great Britain

Year: 2021

| Acorn Category Description  |                           | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|---------------------------|--------------|------------|------------|---------|-----|-----|
|        | 1 Affluent Achievers      | 1,830        | 17.3       | 22.0       | 79      |     |     |
|        | 2 Rising Prosperity       | 257          | 2.4        | 10.1       | 24      |     |     |
|        | 3 Comfortable Communities | 3,169        | 29.9       | 26.2       | 114     |     |     |
|        | 4 Financially Stretched   | 1,781        | 16.8       | 23.7       | 71      |     |     |
|        | 5 Urban Adversity         | 3,530        | 33.3       | 17.6       | 189     |     |     |
|        | 6 Not Private Households  | 34           | 0.3        | 0.3        | 96      |     |     |
|  Graph |                           |              |            |            |         |     |     |
| Total households  |                           | 10,601       |            |            |         |     |     |

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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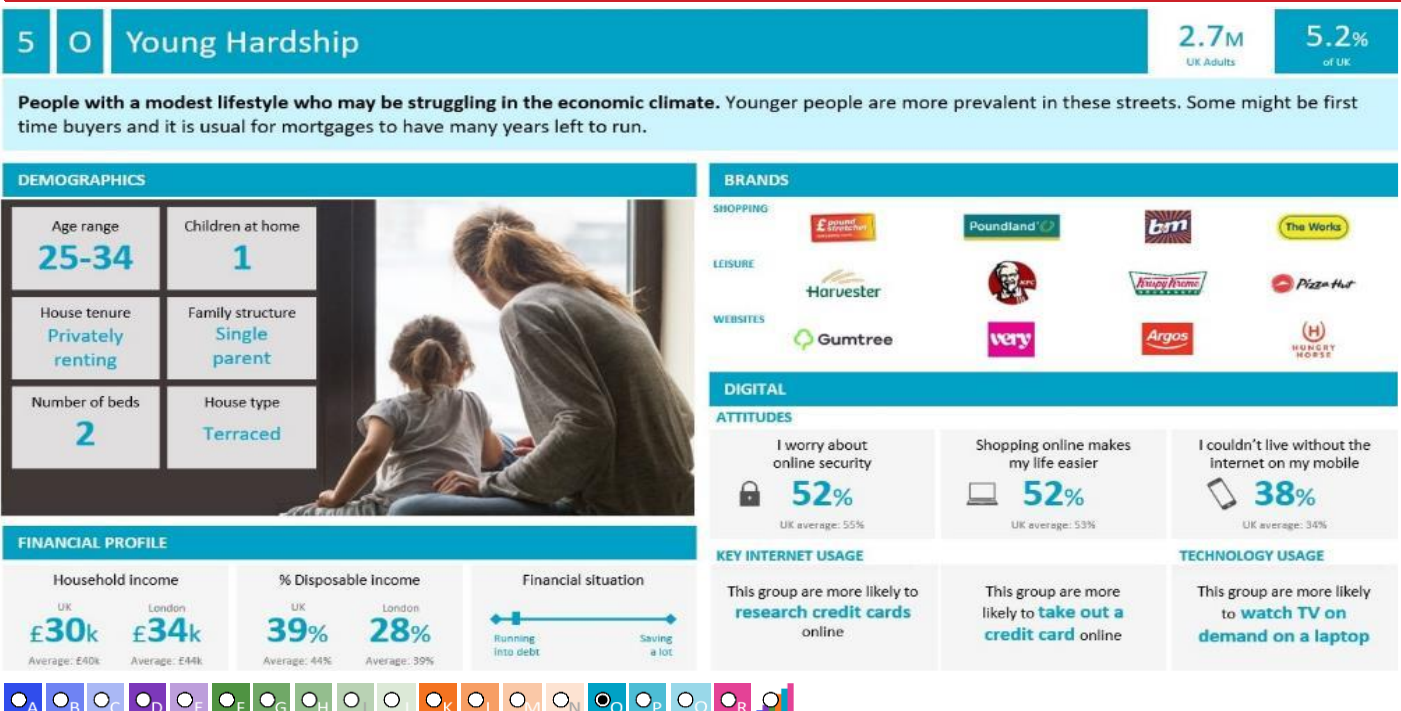
Area: ATLT\_PlungingtonPR2 3AR (1 Mile contour)

Base: Great Britain

Year: 2021

| 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              | 612           | 5.8        | 11.2       | 51      |     |     |
| 1.C Mature Money                  | 1,218         | 11.5       | 9.6        | 119     |     |     |
| <b>2. Rising Prosperity</b>       |               |            |            |         |     |     |
| 2.D City Sophisticates            | 0             | 0.0        | 4.0        | 0       |     |     |
| 2.E Career Climbers               | 257           | 2.4        | 6.2        | 39      |     |     |
| <b>3. Comfortable Communities</b> |               |            |            |         |     |     |
| 3.F Countryside Communities       | 0             | 0.0        | 5.7        | 0       |     |     |
| 3.G Successful Suburbs            | 300           | 2.8        | 5.9        | 48      |     |     |
| 3.H Steady Neighbourhoods         | 1,143         | 10.8       | 7.4        | 147     |     |     |
| 3.I Comfortable Seniors           | 507           | 4.8        | 2.9        | 165     |     |     |
| 3.J Starting Out                  | 1,219         | 11.5       | 4.3        | 265     |     |     |
| <b>4. Financially Stretched</b>   |               |            |            |         |     |     |
| 4.K Student Life                  | 417           | 3.9        | 2.4        | 167     |     |     |
| 4.L Modest Means                  | 729           | 6.9        | 7.9        | 87      |     |     |
| 4.M Striving Families             | 217           | 2.0        | 7.5        | 27      |     |     |
| 4.N Poorer Pensioners             | 418           | 3.9        | 5.9        | 67      |     |     |
| <b>5. Urban Adversity</b>         |               |            |            |         |     |     |
| 5.O Young Hardship                | 3,086         | 29.1       | 6.1        | 474     |     |     |
| 5.P Struggling Estates            | 46            | 0.4        | 6.1        | 7       |     |     |
| 5.Q Difficult Circumstances       | 398           | 3.8        | 5.3        | 70      |     |     |
| <b>6. Not Private Households</b>  |               |            |            |         |     |     |
| 6.R Not Private Households        | 34            | 0.3        | 0.3        | 96      |     |     |
| <b>Total households</b>           | <b>10,601</b> |            |            |         |     |     |

## Acorn Group Pen Portrait



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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_PlungingtonPR2 3AR (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 |
|------------------------------------|--|---------------|------------|------------|-------|---|-----|-----|
| <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        | 0.2        | 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  | 199           | 1.9        | 2.6        | 72    |   |     |     |
|                                    | 1.B.5 Wealthy countryside commuters                              | 0             | 0.0        | 2.4        | 0     |   |     |     |
|                                    | 1.B.6 Financially comfortable families                           | 9             | 0.1        | 2.2        | 4     |   |     |     |
|                                    | 1.B.7 Affluent professionals                                     | 95            | 0.9        | 0.9        | 105   |   |     |     |
|                                    | 1.B.8 Prosperous suburban families                               | 306           | 2.9        | 1.5        | 188   |   |     |     |
|                                    | 1.B.9 Well-off edge of towners                                   | 3             | 0.0        | 1.6        | 2     |   |     |     |
| <b>1.C Mature Money</b>            |  |               |            |            |       |   |     |     |
|                                    | 1.C.10 Better-off villagers                                      | 0             | 0.0        | 3.0        | 0     |   |     |     |
|                                    | 1.C.11 Settled suburbia, older people                            | 1,127         | 10.6       | 2.9        | 372   |   |     |     |
|                                    | 1.C.12 Retired and empty nesters                                 | 40            | 0.4        | 2.5        | 15    |   |     |     |
|                                    | 1.C.13 Upmarket downsizers                                       | 51            | 0.5        | 1.3        | 37    |   |     |     |
| <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        | 0.8        | 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                              | 0             | 0.0        | 1.9        | 0     |   |     |     |
|                                    | 2.E.19 First time buyers in small, modern homes                  | 257           | 2.4        | 3.3        | 74    |   |     |     |
|                                    | 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        | 1.1        | 0     |   |     |     |
|                                    | 3.F.23 Owner occupiers in small towns and villages               | 0             | 0.0        | 3.2        | 0     |   |     |     |
| <b>3.G Successful Suburbs</b>      |  |               |            |            |       |   |     |     |
|                                    | 3.G.24 Comfortably-off families in modern housing                | 192           | 1.8        | 2.6        | 69    |   |     |     |
|                                    | 3.G.25 Larger family homes, multi-ethnic areas                   | 108           | 1.0        | 0.8        | 124   |   |     |     |
|                                    | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 0             | 0.0        | 2.4        | 0     |   |     |     |
| <b>3.H Steady Neighbourhoods</b>   |  |               |            |            |       |   |     |     |
|                                    | 3.H.27 Suburban semis, conventional attitudes                    | 883           | 8.3        | 3.4        | 242   |   |     |     |
|                                    | 3.H.28 Owner occupied terraces, average income                   | 184           | 1.7        | 1.6        | 110   |   |     |     |
|                                    | 3.H.29 Established suburbs, older families                       | 76            | 0.7        | 2.3        | 31    |   |     |     |
| <b>3.I Comfortable Seniors</b>     |  |               |            |            |       |   |     |     |
|                                    | 3.I.30 Older people, neat and tidy neighbourhoods                | 447           | 4.2        | 2.4        | 175   |   |     |     |
|                                    | 3.I.31 Elderly singles in purpose-built accommodation            | 60            | 0.6        | 0.5        | 115   |   |     |     |
| <b>3.J Starting Out</b>            |  |               |            |            |       |   |     |     |
|                                    | 3.J.32 Educated families in terraces, young children             | 1,019         | 9.6        | 2.1        | 459   |   |     |     |
|                                    | 3.J.33 Smaller houses and starter homes                          | 200           | 1.9        | 2.3        | 84    |   |     |     |
| <b>4. Financially Stretched</b>    |  |               |            |            |       |   |     |     |
| <b>4.K Student Life</b>            |  |               |            |            |       |   |     |     |
|                                    | 4.K.34 Student flats and halls of residence                      | 149           | 1.4        | 0.4        | 385   |   |     |     |
|                                    | 4.K.35 Term-time terraces  | 237           | 2.2        | 0.3        | 864   |   |     |     |
|                                    | 4.K.36 Educated young people in flats and tenements              | 31            | 0.3        | 1.7        | 17    |   |     |     |
| <b>4.L Modest Means</b>            |  |               |            |            |       |   |     |     |
|                                    | 4.L.37 Low cost flats in suburban areas                          | 31            | 0.3        | 1.4        | 21    |   |     |     |
|                                    | 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 188           | 1.8        | 2.6        | 67    |   |     |     |
|                                    | 4.L.39 Fading owner occupied terraces                            | 510           | 4.8        | 2.9        | 167   |   |     |     |
|                                    | 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            | 28            | 0.3        | 1.7        | 16    |   |     |     |
|                                    | 4.M.43 Families in right-to-buy estates                          | 149           | 1.4        | 2.1        | 68    |   |     |     |
|                                    | 4.M.44 Post-war estates, limited means                           | 40            | 0.4        | 2.2        | 17    |   |     |     |
| <b>4.N Poorer Pensioners</b>       |  |               |            |            |       |   |     |     |
|                                    | 4.N.45 Pensioners in social housing, semis and terraces          | 36            | 0.3        | 0.8        | 43    |   |     |     |
|                                    | 4.N.46 Elderly people in social rented flats                     | 235           | 2.2        | 1.1        | 204   |   |     |     |
|                                    | 4.N.47 Low income older people in smaller semis                  | 9             | 0.1        | 2.3        | 4     |   |     |     |
|                                    | 4.N.48 Pensioners and singles in social rented flats             | 138           | 1.3        | 1.8        | 74    |   |     |     |
| <b>5. Urban Adversity</b>          |  |               |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>          |  |               |            |            |       |   |     |     |
|                                    | 5.O.49 Young families in low cost private flats                  | 188           | 1.8        | 2.1        | 83    |   |     |     |
|                                    | 5.O.50 Struggling younger people in mixed tenure                 | 277           | 2.6        | 1.7        | 150   |   |     |     |
|                                    | 5.O.51 Young people in small, low cost terraces                  | 2,621         | 24.7       | 2.3        | 1,097 |   |     |     |
| <b>5.P Struggling Estates</b>      |  |               |            |            |       |   |     |     |
|                                    | 5.P.52 Poorer families, many children, terraced housing          | 25            | 0.2        | 1.6        | 15    |   |     |     |
|                                    | 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          | 21            | 0.2        | 1.6        | 12    |   |     |     |
| <b>5.Q Difficult Circumstances</b> |  |               |            |            |       |   |     |     |
|                                    | 5.Q.57 Social rented flats, families and single parents          | 50            | 0.5        | 1.5        | 31    |   |     |     |
|                                    | 5.Q.58 Singles and young families, some receiving benefits       | 81            | 0.8        | 1.8        | 43    |   |     |     |
|                                    | 5.Q.59 Deprived areas and high-rise flats                        | 267           | 2.5        | 2.0        | 124   |   |     |     |
| <b>6. Not Private Households</b>   |  |               |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>  |  |               |            |            |       |   |     |     |
|                                    | 6.R.60 Active communal population                                | 4             | 0.0        | 0.1        | 65    |   |     |     |
|                                    | 6.R.61 Inactive communal population                              | 30            | 0.3        | 0.3        | 103   |   |     |     |
|                                    | 6.R.62 Business areas without resident population                | 0             | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>            |  | <b>10,601</b> |            |            |       |   |     |     |



CATEGORY

GROUP

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WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT\_PlungingtonPR2 3AR (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

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WHAT IS ACORN?

## ACORN - WHAT IS IT?

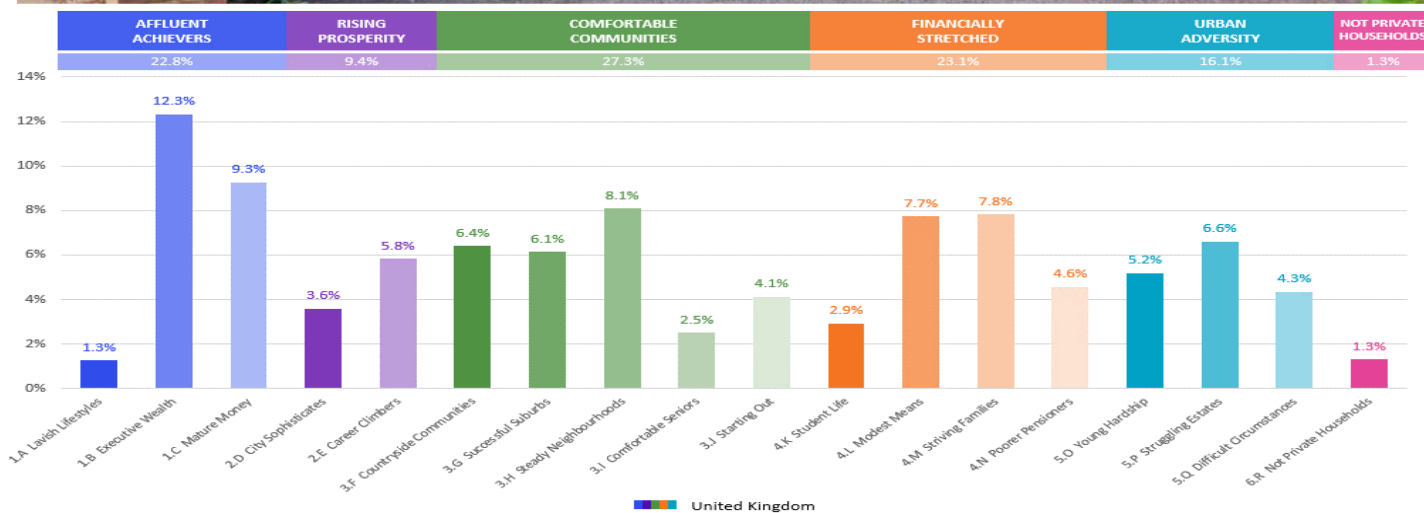
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6 CATEGORIES

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 |
| 3. Comfortable Communities | 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 |
| 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 |





# CGA LICENCED PREMISES

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Area: ATLT\_PlungingtonPR2 3AR (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   | 12      | 46.6                | 84.9                | 55    |   |     |     |
| Proprietary Club | 2       | 7.8                 | 8.1                 | 95    |   |     |     |
| Registered Club  | 7       | 27.2                | 29.9                | 91    |   |     |     |
| Restaurant       | 1       | 3.9                 | 34.6                | 11    |   |     |     |
| Residential      | 1       | 3.9                 | 3.5                 | 112   |   |     |     |

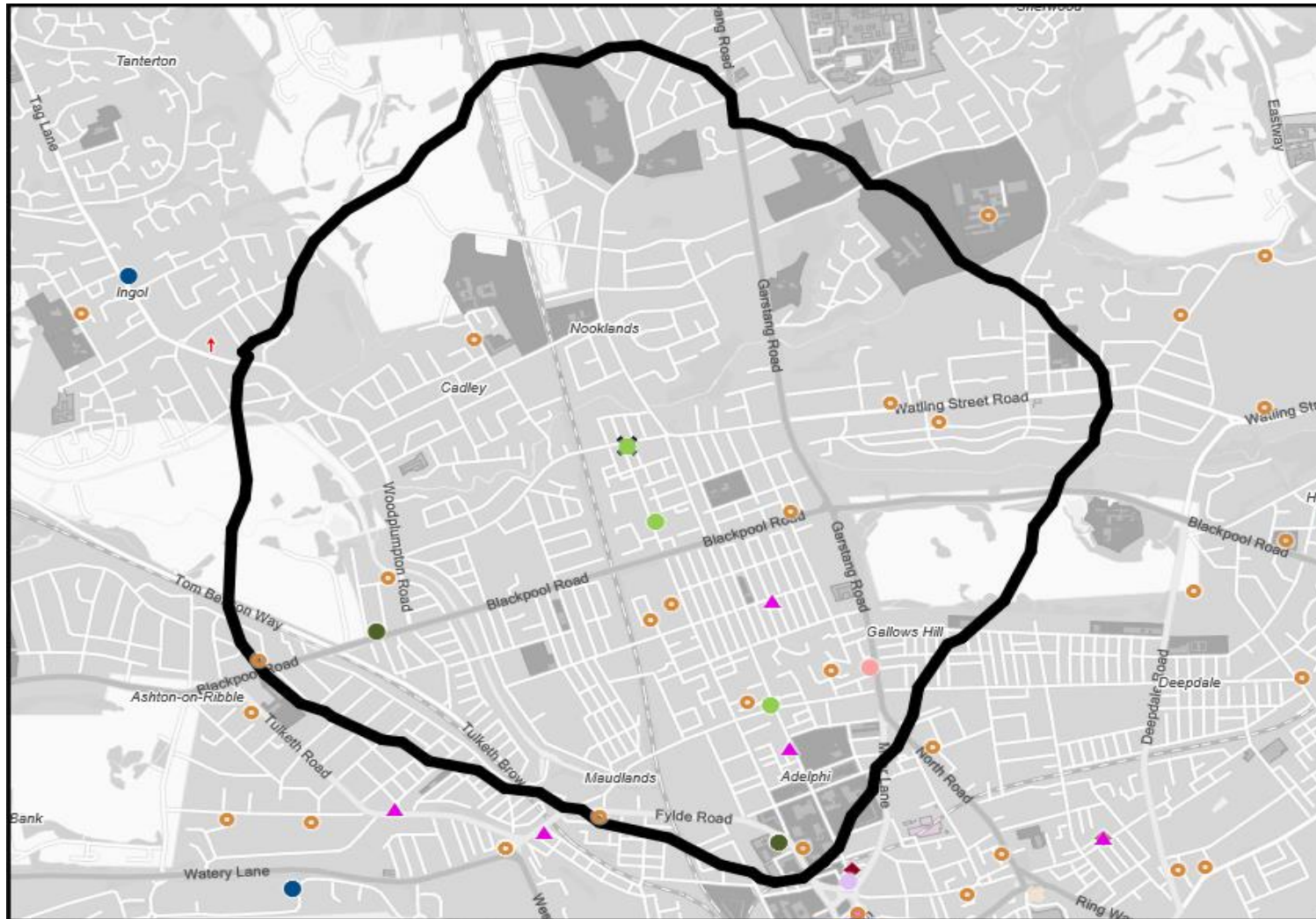
| Name                              | Description         | License Type     | Owner Name          | Postcode |
|-----------------------------------|---------------------|------------------|---------------------|----------|
| Wellfield                         | Amber Taverns       | Pubs & Full On   | Amber Taverns       | PR 1 7BH |
| Moor Park Hotel                   | Star Pubs & Bars    | Pubs & Full On   | Star Pubs & Bars    | PR 1 1LA |
| Ship Inn                          | Greene King         | Pubs & Full On   | Greene King         | PR 1 2XQ |
| Arkwrights                        | Admiral Taverns Ltd | Pubs & Full On   | Admiral Taverns Ltd | PR 1 7EP |
| Emmanuel Street Labour Club       | Independent Free    | Registered Club  | Independent Free    | PR 1 7HU |
| Princess Alice                    | Independent Free    | Pubs & Full On   | Independent Free    | PR 1 7SL |
| Eldon                             | Trust Inns Limited  | Pubs & Full On   | Trust Inns Limited  | PR 1 7YD |
| Lane Ends                         | Greene King         | Pubs & Full On   | Greene King         | PR 2 1HX |
| Claremount Hotel                  | Independent Free    | Residential      | Independent Free    | PR 2 1HY |
| Parkfield Labour Club & Institute | Independent Free    | Registered Club  | Independent Free    | PR 2 2LH |
| Tang                              | Independent Free    | Restaurant       | Independent Free    | PR 2 2NH |
| Fulwood Conservative Club         | Independent Free    | Registered Club  | Independent Free    | PR 2 3AE |
| Plungington Hotel                 | Admiral Taverns Ltd | Pubs & Full On   | Admiral Taverns Ltd | PR 2 3AR |
| Brook Tavern                      | Admiral Taverns Ltd | Pubs & Full On   | Admiral Taverns Ltd | PR 2 3AH |
| St Anthonys Social Centre         | Independent Free    | Registered Club  | Independent Free    | PR 2 3SQ |
| Fulwood Club                      | Independent Free    | Registered Club  | Independent Free    | PR 2 8NH |
| University Of Central Lancashire  | Independent Free    | Registered Club  | Independent Free    | PR 1 7BQ |
| Guild                             | Greene King         | Pubs & Full On   | Greene King         | PR 1 2XQ |
| Preston Rock N Bowl               | Independent Free    | Proprietary Club | Independent Free    | PR 1 7PH |
| Fulwood Tennis Club               | Independent Free    | Registered Club  | Independent Free    | PR 2 8DY |
| Nostalgia                         | Independent Free    | Pubs & Full On   | Independent Free    | PR 1 2XQ |
| Mad Ferret                        | Independent Free    | Pubs & Full On   | Independent Free    | PR 1 2XQ |
| Regal Snooker Club                | Independent Free    | Proprietary Club | Independent Free    | PR 1 7NH |

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLTL\_PlungingtonPR2 3AR (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