

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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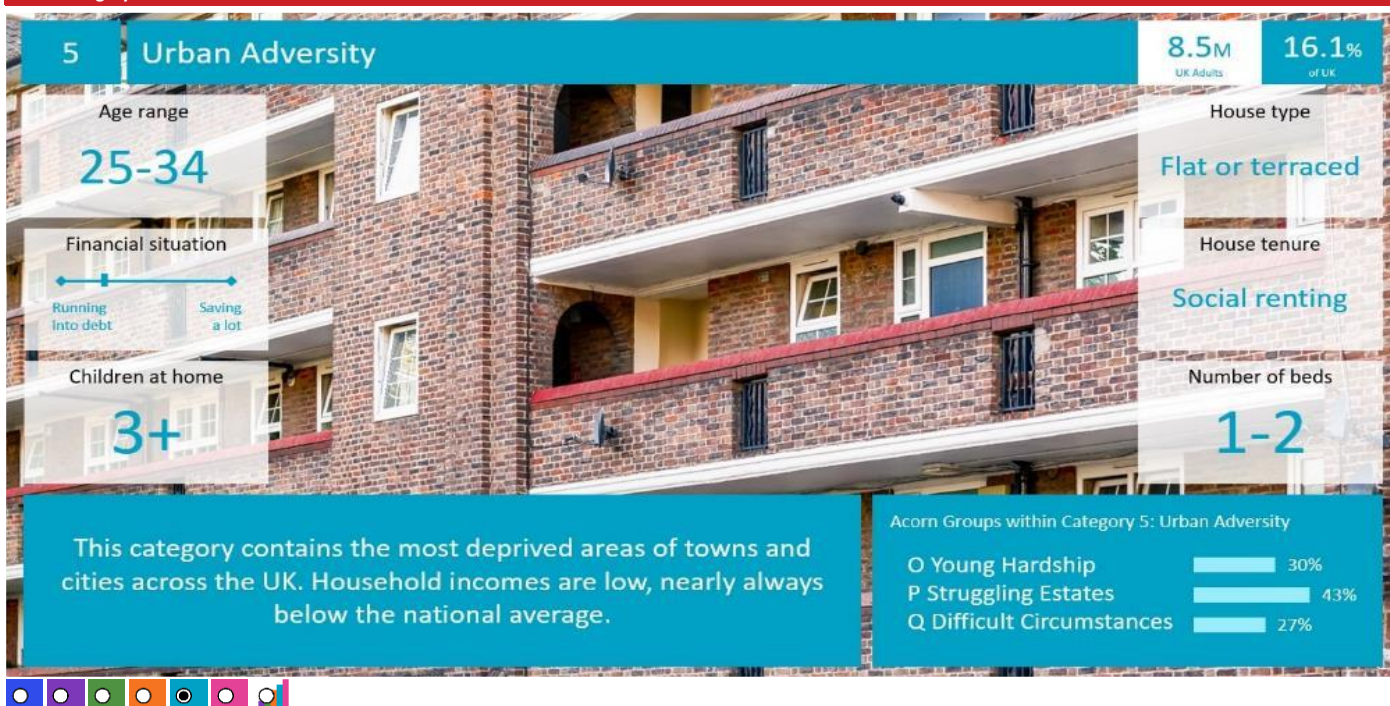
Area: ATLT_SpinnersWN7 4SB (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	76	1.0	22.0	5			
2 Rising Prosperity	59	0.8	10.1	8			
3 Comfortable Communities	1,094	14.4	26.2	55			
4 Financially Stretched	2,517	33.2	23.7	140			
5 Urban Adversity	3,826	50.5	17.6	287			
6 Not Private Households	6	0.1	0.3	24			
Graph							
Total households		7,578					

Acorn Category Pen Portrait



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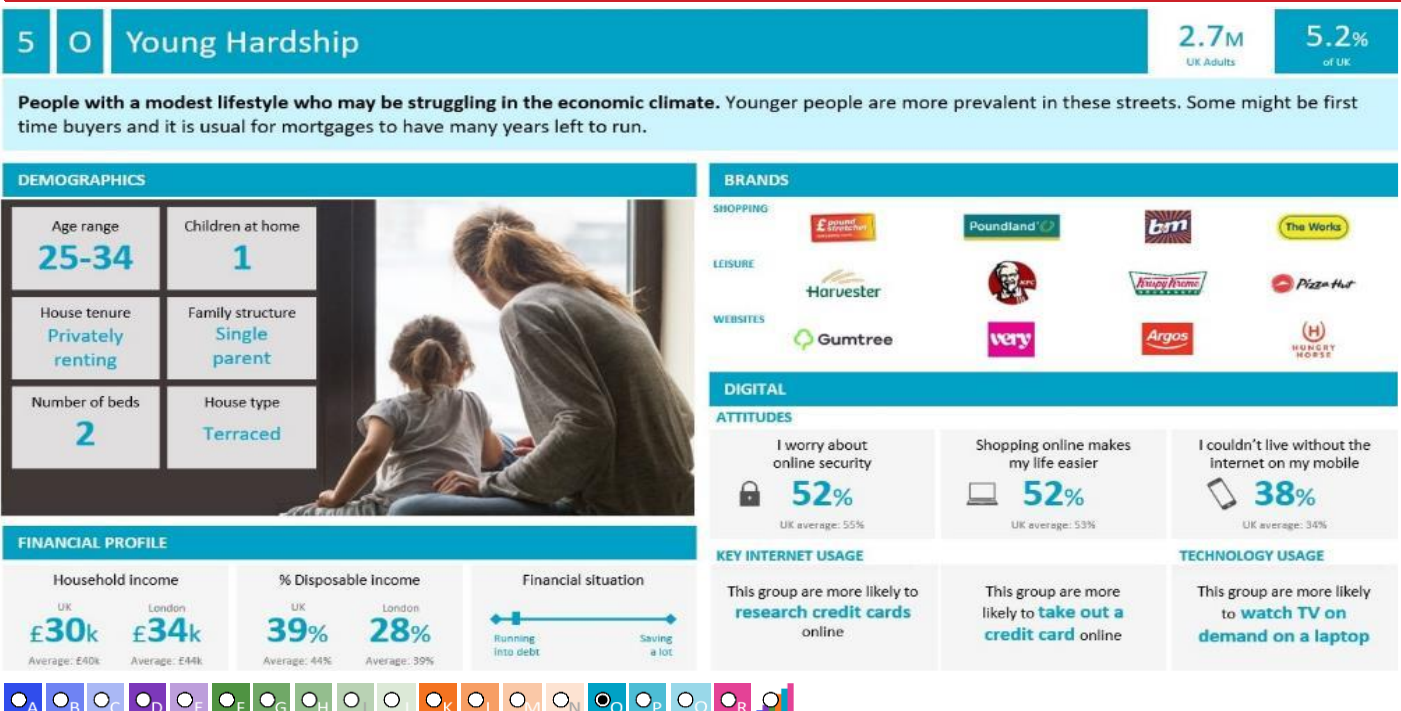
Area: ATLT_SpinnersWN7 4SB (1 Mile contour)

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	55	0.7	11.2	6			
1.C Mature Money	21	0.3	9.6	3			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	59	0.8	6.2	13			
3. Comfortable Communities							
3.F Countryside Communities	5	0.1	5.7	1			
3.G Successful Suburbs	167	2.2	5.9	37			
3.H Steady Neighbourhoods	613	8.1	7.4	110			
3.I Comfortable Seniors	34	0.4	2.9	15			
3.J Starting Out	275	3.6	4.3	83			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,109	14.6	7.9	185			
4.M Striving Families	978	12.9	7.5	171			
4.N Poorer Pensioners	430	5.7	5.9	96			
5. Urban Adversity							
5.O Young Hardship	2,754	36.3	6.1	591			
5.P Struggling Estates	595	7.9	6.1	128			
5.Q Difficult Circumstances	477	6.3	5.3	118			
6. Not Private Households							
6.R Not Private Households	6	0.1	0.3	24			
Total households	7,578						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_SpinnersWN7 4SB (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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	55	0.7	2.2	33			
	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	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	21	0.3	1.3	21			
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	59	0.8	1.9	41			
	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	5	0.1	3.2	2			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	129	1.7	2.6	64			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	38	0.5	2.4	21			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	540	7.1	3.4	207			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	73	1.0	2.3	41			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	24	0.3	2.4	13			
	3.I.31 Elderly singles in purpose-built accommodation	10	0.1	0.5	27			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	45	0.6	2.1	28			
	3.J.33 Smaller houses and starter homes	230	3.0	2.3	135			
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	57	0.8	1.4	53			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	335	4.4	2.6	168			
	4.L.39 Fading owner occupied terraces	717	9.5	2.9	328			
	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	45	0.6	1.6	37			
	4.M.42 Struggling young families in post-war terraces	81	1.1	1.7	64			
	4.M.43 Families in right-to-buy estates	560	7.4	2.1	356			
	4.M.44 Post-war estates, limited means	292	3.9	2.2	175			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	14	0.2	0.8	24			
	4.N.46 Elderly people in social rented flats	143	1.9	1.1	174			
	4.N.47 Low income older people in smaller semis	221	2.9	2.3	128			
	4.N.48 Pensioners and singles in social rented flats	52	0.7	1.8	39			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	105	1.4	2.1	65			
	5.O.50 Struggling younger people in mixed tenure	554	7.3	1.7	419			
	5.O.51 Young people in small, low cost terraces	2,095	27.6	2.3	1,227			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	254	3.4	1.6	206			
	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	341	4.5	1.6	273			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	11	0.1	1.5	10			
	5.Q.58 Singles and young families, some receiving benefits	280	3.7	1.8	206			
	5.Q.59 Deprived areas and high-rise flats	186	2.5	2.0	121			
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	6	0.1	0.3	29			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,578						

CATEGORY

GROUP

TYPE

MAP

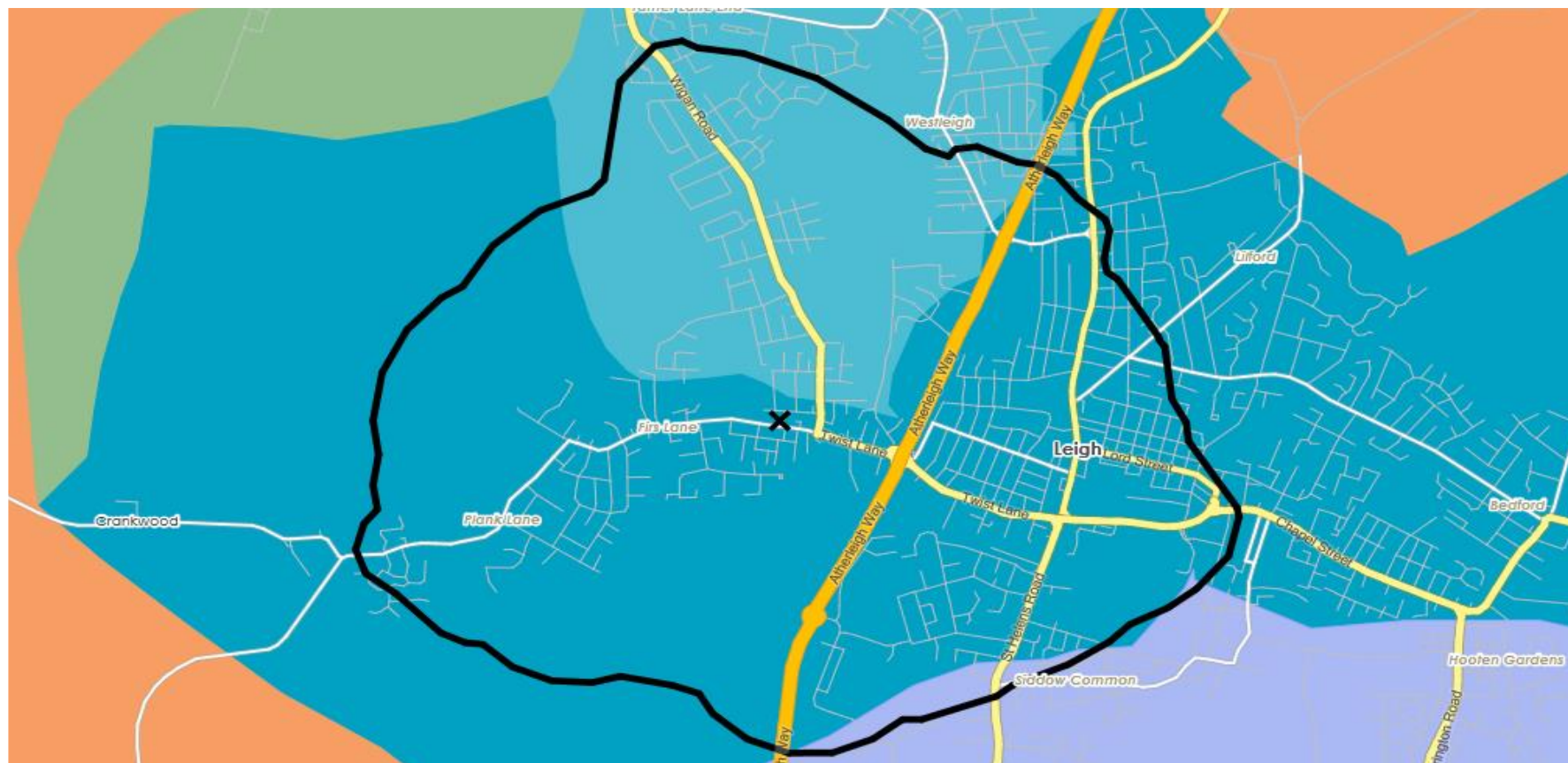
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_SpinnersWN7 4SB (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
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

1 Affluent Achievers

12.0M 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+

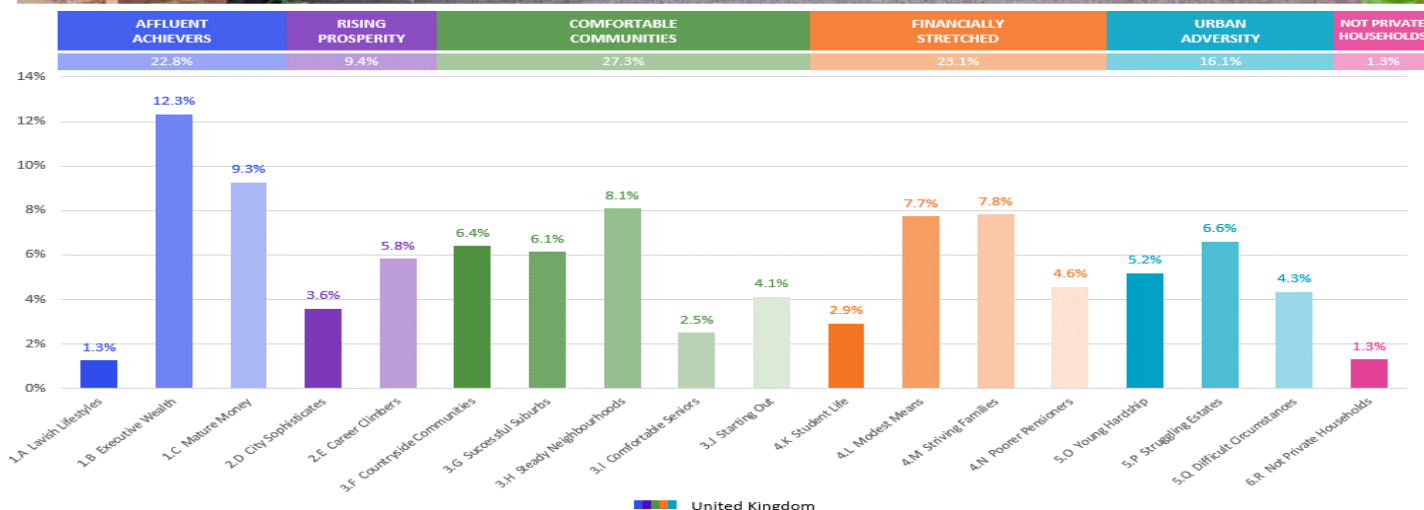
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_SpinnersWN7 4SB (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	30	182.5	84.9	215			
Proprietary Club	2	12.2	8.1	150			
Registered Club	7	42.6	29.9	143			
Restaurant	5	30.4	34.6	88			
Residential	0	0.0	3.5	0			

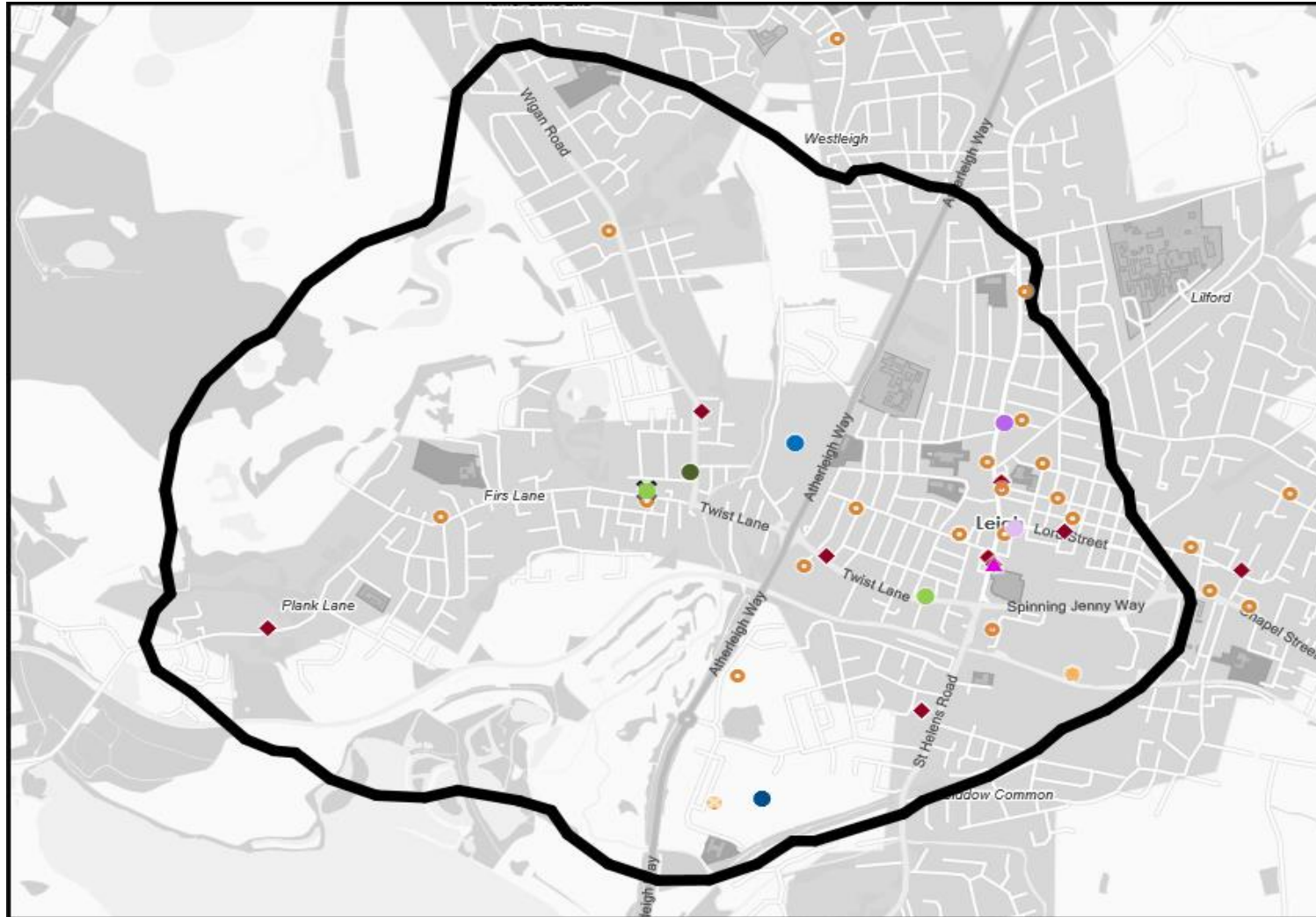
Name	Description	License Type	Owner Name	Postcode
Westleigh Cricket Club	Independent Free	Registered Club	Independent Free	WN 7 4SA
George & Dragon	Amber Taverns	Pubs & Full On	Amber Taverns	WN 7 4LP
Leigh Liberal Club	Independent Free	Registered Club	Independent Free	WN 7 1AY
Musketeer	Unknown	Pubs & Full On	Unknown	WN 7 1AB
Leigh Catholic Association	Independent Free	Registered Club	Independent Free	WN 7 1AG
Boars Head	Independent Free	Pubs & Full On	Independent Free	WN 7 1EG
Abbey	Independent Free	Pubs & Full On	Independent Free	WN 7 1EU
White Lion	Allgates	Pubs & Full On	Allgates	WN 7 1QL
First & Last	Independent Free	Pubs & Full On	Independent Free	WN 7 1QR
Hilton Park	Independent Free	Pubs & Full On	Independent Free	WN 7 1SJ
Alfred Wilkinson Vc	Independent Free	Registered Club	Independent Free	WN 7 4AX
Hogans	Independent Free	Pubs & Full On	Independent Free	WN 7 4AJ
Railway Hotel	Unknown	Pubs & Full On	Unknown	WN 7 4ED
Leigh Miners Welfare Institute	Independent Free	Registered Club	Independent Free	WN 7 4EF
Britannia	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WN 7 4HW
Centurion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WN 7 4HW
Masonic Hall	Independent Free	Registered Club	Independent Free	WN 7 4LQ
Oscars	Unknown	Pubs & Full On	Unknown	WN 7 4LP
Bar Quay	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WN 7 4LR
Leigh Arms	Independent Free	Pubs & Full On	Independent Free	WN 7 4LR
Nevison Inn	Unknown	Pubs & Full On	Unknown	WN 7 4QE
Spinners	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WN 7 4SB
Est 1899	Independent Free	Proprietary Club	Independent Free	WN 7 4AX
Fir Tree	Independent Free	Pubs & Full On	Independent Free	WN 7 4TT
Wagon & Horses	Unknown	Pubs & Full On	Unknown	WN 7 5AY
Atherleigh	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WN 7 5SJ
Cafe Stella	Independent Free	Pubs & Full On	Independent Free	WN 7 4LR
Woo Hing Restaurant	Independent Free	Restaurant	Independent Free	WN 7 1QL
Thomas Burke	Wetherspoon	Pubs & Full On	Wetherspoon	WN 7 1QR
Weavers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WN 7 1DP
Ale House	Independent Free	Pubs & Full On	Independent Free	WN 7 1LP
Lock Cocktail Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WN 7 4DA
Bjs Bingo Club	Shipleys Mirage Leisure Ltd	Proprietary Club	Shipleys Mirage Leisure Ltd	WN 7 4LQ
Leigh Sports Village	Independent Free	Pubs & Full On	Independent Free	WN 7 4JY
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	WN 7 4JY
Leigh East Arlfc Social Club	Independent Free	Registered Club	Independent Free	WN 7 4GY
Don Albertos	Independent Free	Restaurant	Independent Free	WN 7 4BA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	WN 7 4BA
Whistling Wren	Marston's	Pubs & Full On	Marston's	WN 7 4GX
Chilli Lounge	Independent Free	Restaurant	Independent Free	WN 7 1QP
Coal Room	Independent Free	Restaurant	Independent Free	WN 7 1DR
Taylor's Cafe Bar	Independent Free	Pubs & Full On	Independent Free	WN 7 5DP
Parsonage	Greene King	Pubs & Full On	Greene King	WN 7 5AJ
Bobbin	Independent Free	Pubs & Full On	Independent Free	WN 7 1QR

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_SpinnersWN7 4SB (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

- ◆ Other

- ✕ Site Location
- Boundary