

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Woodman InnBB11 3EX (0.62 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	153	4.2	22.0	19		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	296	8.1	26.2	31		
4 Financially Stretched	1,074	29.4	23.7	124		
5 Urban Adversity	2,070	56.6	17.6	321		
6 Not Private Households	65	1.8	0.3	533		
<b>Total households</b>	<b>3,658</b>					

### Acorn Category Pen Portrait

5 Urban Adversity
8.5M 16.1%  
UK Adults of UK

**Age range**  
25-34

**Financial situation**  
  
Running into debt      Saving a lot

**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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 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	57	1.6	11.2	14		
1.C Mature Money	96	2.6	9.6	27		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.2	0		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	1	0.0	5.7	0		
3.G Successful Suburbs	256	7.0	5.9	119		
3.H Steady Neighbourhoods	2	0.1	7.4	1		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	37	1.0	4.3	23		
<b>4. Financially Stretched</b>						
4.K Student Life	4	0.1	2.4	5		
4.L Modest Means	534	14.6	7.9	184		
4.M Striving Families	269	7.4	7.5	97		
4.N Poorer Pensioners	267	7.3	5.9	124		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,793	49.0	6.1	797		
5.P Struggling Estates	40	1.1	6.1	18		
5.Q Difficult Circumstances	237	6.5	5.3	121		
<b>6. Not Private Households</b>						
6.R Not Private Households	65	1.8	0.3	533		
<b>Total households</b>	<b>3,658</b>					

Acorn Group Pen Portrait

**5 O Young Hardship**      2.7M UK Adults      5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

**DEMOGRAPHICS**

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

**BRANDS**

SHOPPING: Poundland, b&m, The Works

LEISURE: Harvester, KFC, KINGS HENS, Pizza Hut

WEBSITES: Gumtree, very, Argos, HUNGRY HORSE

**DIGITAL ATTITUDES**

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>52%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>38%</b> <small>UK average: 34%</small>
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**KEY INTERNET USAGE**      **TECHNOLOGY USAGE**

This group are more likely to <b>research credit cards</b> online	This group are more likely to <b>take out a credit card</b> online	This group are more likely to <b>watch TV on demand on a laptop</b>
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**FINANCIAL PROFILE**

Household Income UK <b>£30k</b> London <b>£34k</b> <small>Average: £40k      Average: £44k</small>	% Disposable Income UK <b>39%</b> London <b>28%</b> <small>Average: 44%      Average: 39%</small>	Financial situation 
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Woodman InnBB11 3EX (0.62 Mile contour)  
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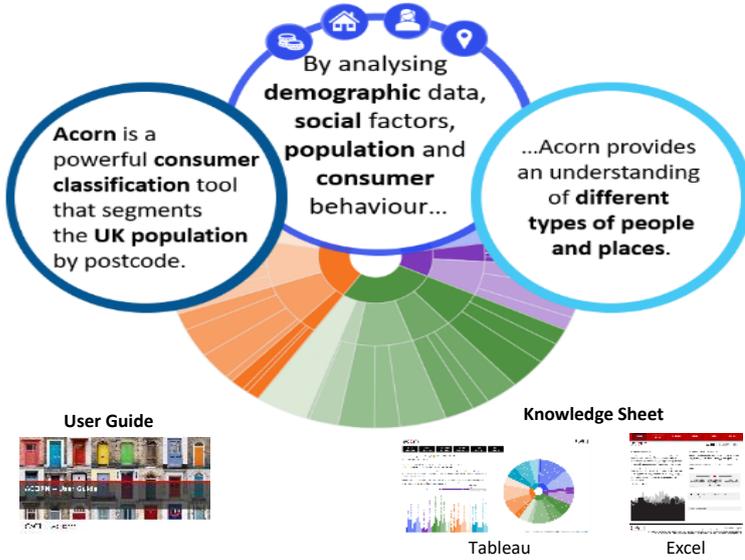
Sort by:  Corn Structure  
 Index  
 Profile %

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	27	0.7	2.6	28			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	5	0.1	2.2	6			
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	25	0.7	1.6	42			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	24	0.7	3.0	22			
1.C.11 Settled suburbia, older people	72	2.0	2.9	69			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	0	0.0	3.3	0			
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	1	0.0	1.1	3			
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	62	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	194	5.3	2.4	219			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	2	0.1	2.3	2			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	37	1.0	2.3	45			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	4	0.1	0.4	30			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	112	3.1	2.6	117			
4.L.39 Fading owner occupied terraces	422	11.5	2.9	401			
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	208	5.7	1.7	340			
4.M.43 Families in right-to-buy estates	26	0.7	2.1	34			
4.M.44 Post-war estates, limited means	35	1.0	2.2	43			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	26	0.7	0.8	91			
4.N.46 Elderly people in social rented flats	160	4.4	1.1	403			
4.N.47 Low income older people in smaller semis	61	1.7	2.3	73			
4.N.48 Pensioners and singles in social rented flats	20	0.5	1.8	31			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	52	1.4	1.7	81			
5.O.51 Young people in small, low cost terraces	1,741	47.6	2.3	2,112			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	39	1.1	1.6	66			
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	1	0.0	1.6	2			
<b>5.Q Difficult Circumstances</b>							
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	43	1.2	1.8	66			
5.Q.59 Deprived areas and high-rise flats	194	5.3	2.0	261			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	65	1.8	0.3	646			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,658</b>						



ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	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

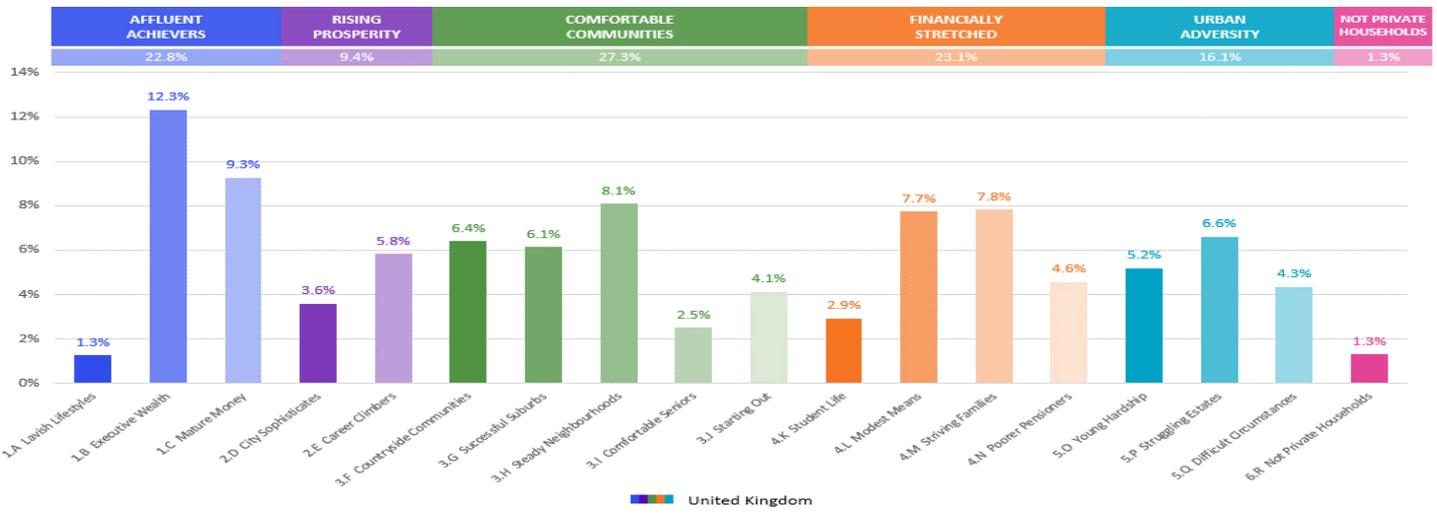
House tenure: Owned outright

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\_Woodman InnBB11 3EX (0.62 Mile con

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	132.3	84.9	156			
Proprietary Club	2	26.5	8.1	325			
Registered Club	8	105.8	29.9	354			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Clarets Foundation Lounge	Independent Free	Registered Club	Independent Free	BB10 4BX
Burnley Football & Athletic Co	Independent Free	Registered Club	Independent Free	BB10 4BX
Park View	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BB10 4DZ
Mfa Bowl	MFA Bowl Ltd	Proprietary Club	MFA Bowl Ltd	BB11 2HE
Burnley Miners Working Mens Club & In	Independent Free	Registered Club	Independent Free	BB11 3AA
Burnley League Social Club	Independent Free	Registered Club	Independent Free	BB11 3AJ
Oxford	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BB11 3BD
Royal Dyche	Independent Free	Pubs & Full On	Independent Free	BB11 3BW
Turf Hotel	Independent Free	Pubs & Full On	Independent Free	BB11 3BW
Knights Of St Columba 110 Club	Independent Free	Registered Club	Independent Free	BB11 3BY
Towneley Golf Club	Independent Free	Registered Club	Independent Free	BB11 3ED
Woodman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BB11 3EX
Rifle Volunteer Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	BB11 3HH
Britannia Inn	Independent Free	Pubs & Full On	Independent Free	BB11 3HP
Burnley Wood Conservative Club	Independent Free	Registered Club	Independent Free	BB11 3LT
Royal Butterfly	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BB11 3QH
Gala Bingo	Gala Group	Proprietary Club	Gala Group	BB11 2EJ
Reel Cinema	Reel Cinemas Ltd	Pubs & Full On	Reel Cinemas Ltd	BB11 2EJ
Hargreaves Bar	Independent Free	Registered Club	Independent Free	BB10 4BX
Vintage Claret	Independent Free	Pubs & Full On	Independent Free	BB11 3BW

