

CGA LICENCED PREMISES

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

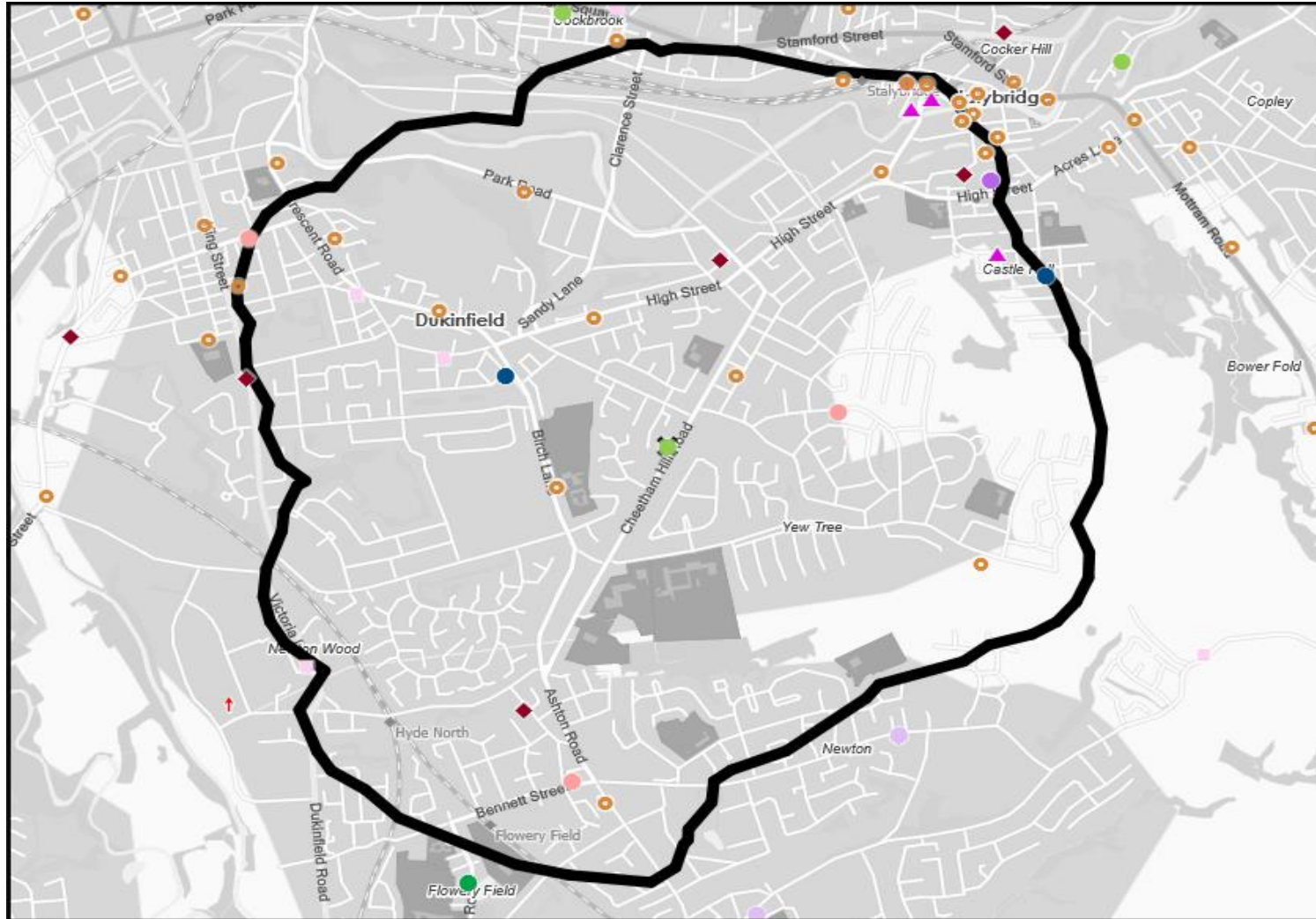
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	26	105.3	84.9	124			
Proprietary Club	2	8.1	8.1	100			
Registered Club	6	24.3	29.9	81			
Restaurant	4	16.2	34.6	47			
Residential	0	0.0	3.5	0			

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		
 Graph						
Total households	10,685					

Acorn Category Pen Portrait

5 Urban Adversity

Age range
25-34

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

Children at home
3+

8.5M UK Adults **16.1%** of UK

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

- Young Hardship 30%
- Struggling Estates 43%
- 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>
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FINANCIAL PROFILE

Household Income UK: £35k <small>Average: £40k</small>	London: £42k <small>Average: £44k</small>	% Disposable Income UK: 45% <small>Average: 44%</small>	London: 34% <small>Average: 39%</small>	Financial situation
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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?
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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						

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

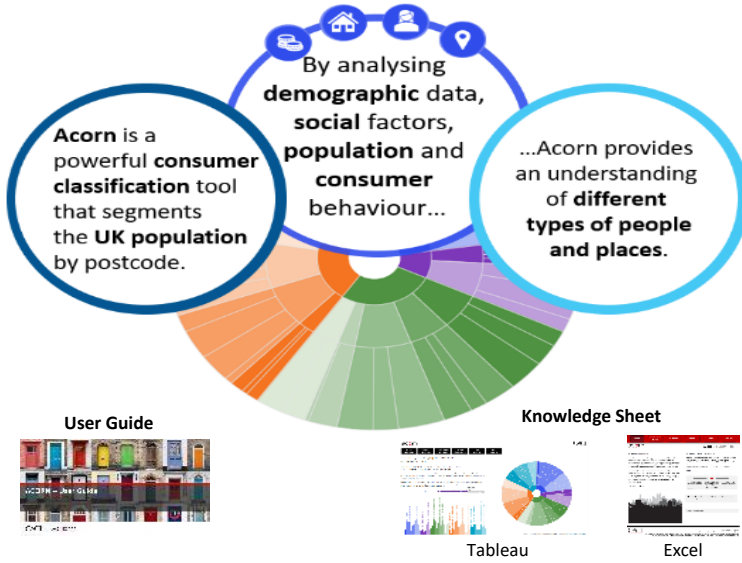
Acorn Groups

- 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
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 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

