

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

5 Urban Adversity
8.5M 16.1%
UK Adults 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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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	612	5.8	11.2	51		
1.C Mature Money	1,218	11.5	9.6	119		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	257	2.4	6.2	39		
3. Comfortable Communities						
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		
4. Financially Stretched						
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		
5. Urban Adversity						
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		
6. Not Private Households						
6.R Not Private Households	34	0.3	0.3	96		
Total households	10,601					

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 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

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: **52%** (UK average: 55%)
- Shopping online makes my life easier: **52%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **38%** (UK average: 34%)

FINANCIAL PROFILE

Household Income UK: £30k (Average: £40k) London: £34k (Average: £44k)	% Disposable Income UK: 39% (Average: 44%) London: 28% (Average: 39%)	Financial situation
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KEY INTERNET USAGE

This group are more likely to **research credit cards online**

TECHNOLOGY USAGE

This group are more likely to **take out a credit card online**

This group are more likely to **watch TV on demand on a laptop**



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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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: 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	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			
1.C Mature Money							
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			
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	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			
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	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			
3.H Steady Neighbourhoods							
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			
3.I Comfortable Seniors							
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			
3.J Starting Out							
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			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
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			
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	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			
4.N Poorer Pensioners							
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			
5. Urban Adversity							
5.O Young Hardship							
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			
5.P Struggling Estates							
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			
5.Q Difficult Circumstances							
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			
6. Not Private Households							
6.R Not Private Households							
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			
Total households	10,601						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_PlungingtonPR2 3AR (1 Mile contour)



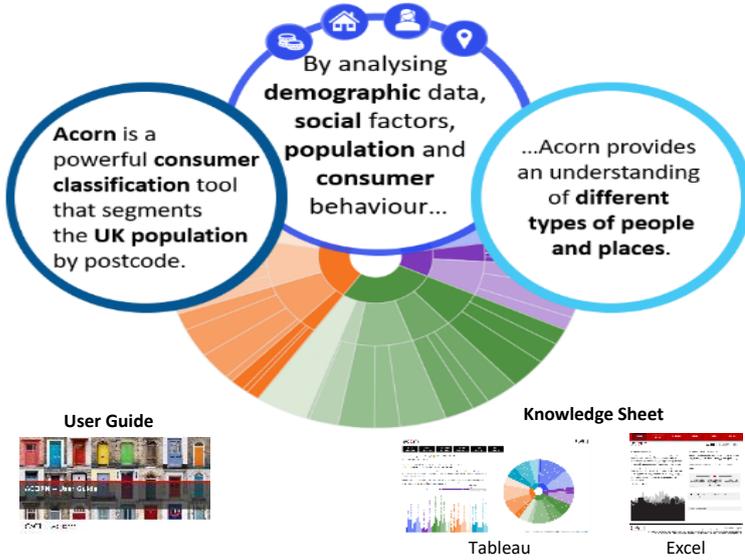
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<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
	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.0M UK Adults

22.8% of UK

House type: **Detached**

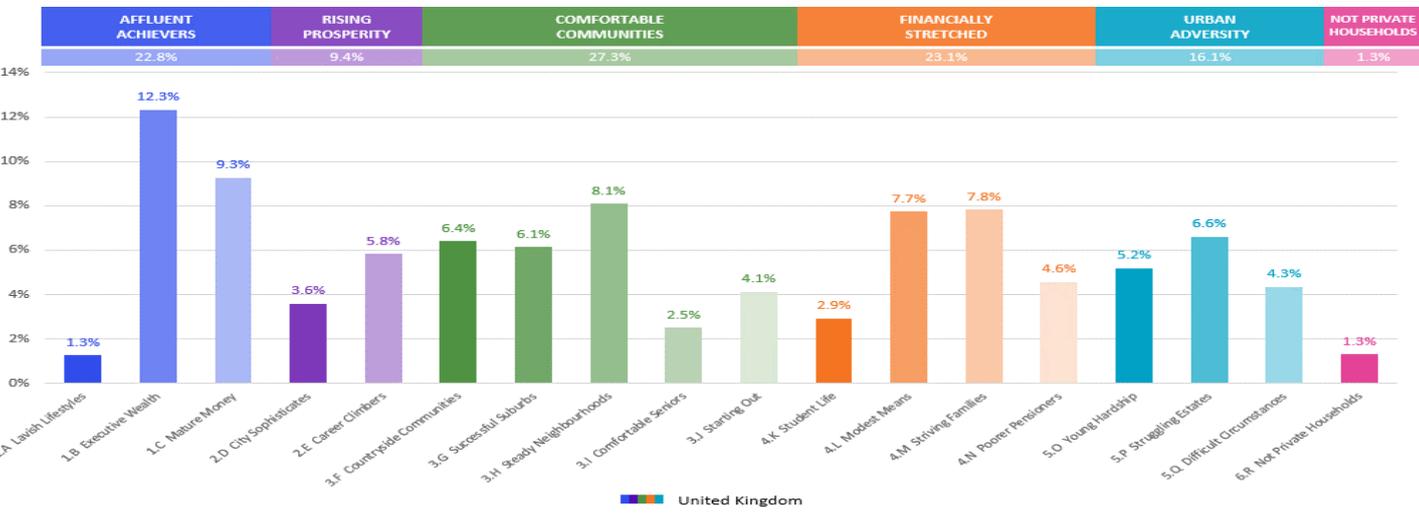
House tenure: **Owned outright**

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_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			

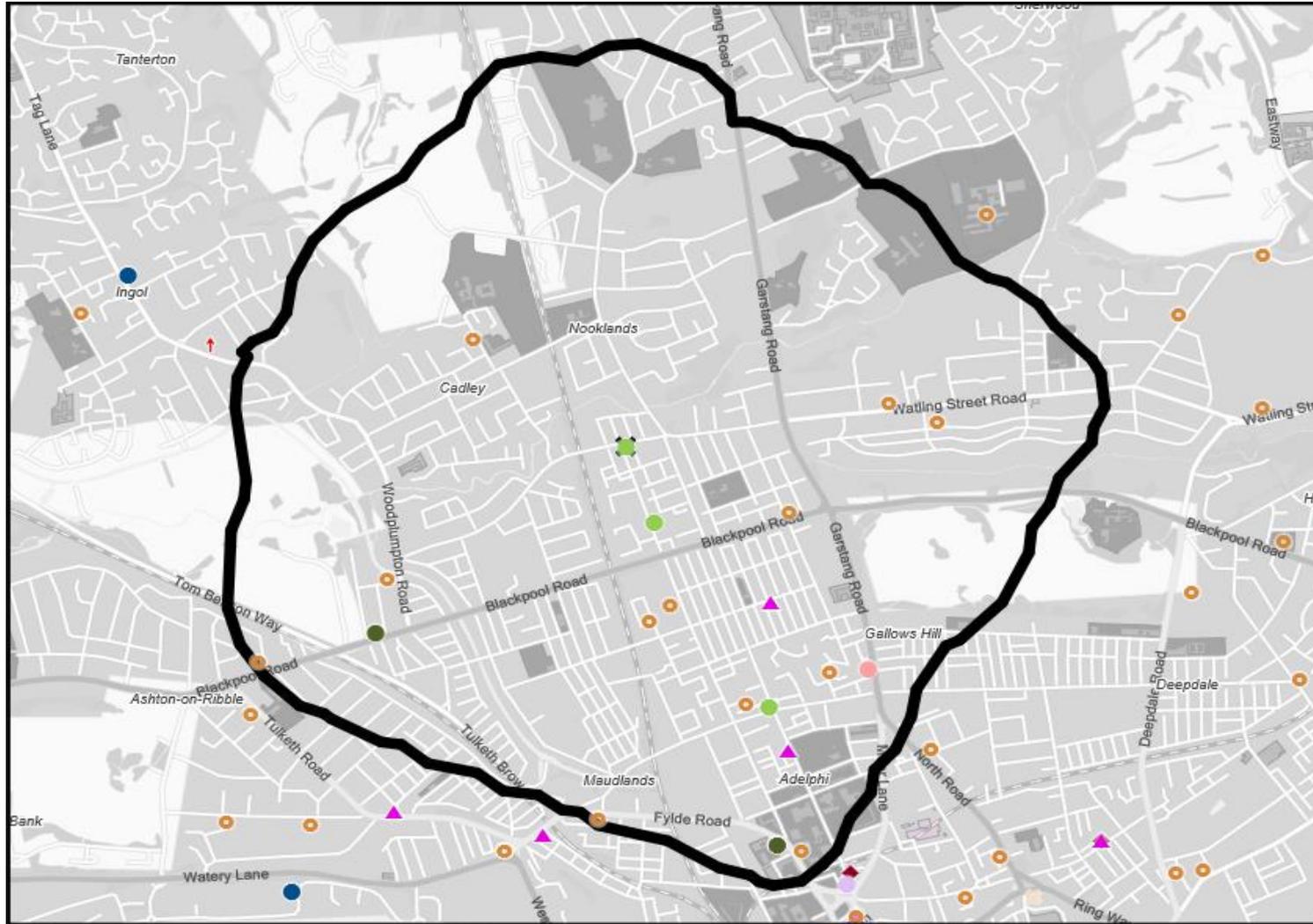
Name	Description	License Type	Owner Name	Postcode
Wellfield	Amber Taverns	Pubs & Full On	Amber Taverns	PR 1 7BH
Moor Park Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 1 1LA
Ship Inn	Greene King	Pubs & Full On	Greene King	PR 1 2XQ
Arkwrights	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns 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 Guild	Independent Free	Registered Club	Independent Free	PR 1 7BQ
Preston Rock N Bowl	Greene King	Pubs & Full On	Greene King	PR 1 2XQ
Fulwood Tennis Club	Independent Free	Proprietary Club	Independent Free	PR 1 7PH
Nostalgia	Independent Free	Registered Club	Independent Free	PR 2 8DY
Mad Ferret	Independent Free	Pubs & Full On	Independent Free	PR 1 2XQ
Regal Snooker Club	Independent Free	Pubs & Full On	Independent Free	PR 1 2XQ
	Independent Free	Proprietary Club	Independent Free	PR 1 7NH

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_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