

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Stanley ArmsPR4 3BL (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	985	21.7	22.0	99		
 2 Rising Prosperity	28	0.6	10.1	6		
 3 Comfortable Communities	1,023	22.6	26.2	86		
 4 Financially Stretched	1,993	43.9	23.7	185		
 5 Urban Adversity	489	10.8	17.6	61		
 6 Not Private Households	17	0.4	0.3	112		
 Graph						
<b>Total households</b>	<b>4,535</b>					

### Acorn Category Pen Portrait

## 4 Financially Stretched

Age range

All ages

House type

Semi-detached or terraced

12.1M UK Adults

23.0% of UK

Financial situation

Running into debt ← → Saving a lot

House tenure

Social renting

Children at home

Mixed

Number of beds

1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

ACORN GROUP PROFILE - HOUSEHOLDS

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 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	737	16.3	11.2	145			
1.C Mature Money	248	5.5	9.6	57			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	28	0.6	6.2	10			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	233	5.1	5.7	90			
3.G Successful Suburbs	280	6.2	5.9	105			
3.H Steady Neighbourhoods	244	5.4	7.4	73			
3.I Comfortable Seniors	164	3.6	2.9	125			
3.J Starting Out	102	2.2	4.3	52			
<b>4. Financially Stretched</b>							
4.K Student Life	7	0.2	2.4	7			
4.L Modest Means	1,297	28.6	7.9	361			
4.M Striving Families	506	11.2	7.5	148			
4.N Poorer Pensioners	183	4.0	5.9	68			
<b>5. Urban Adversity</b>							
5.O Young Hardship	335	7.4	6.1	120			
5.P Struggling Estates	58	1.3	6.1	21			
5.Q Difficult Circumstances	96	2.1	5.3	40			
<b>6. Not Private Households</b>							
6.R Not Private Households	17	0.4	0.3	112			
<b>Total households</b>	<b>4,535</b>						

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 <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

**FINANCIAL PROFILE**

Household Income UK: <b>£35k</b> London: <b>£42k</b> Average: £40k	% Disposable Income UK: <b>45%</b> London: <b>34%</b> Average: 44%	Financial situation Running into debt      Saving a lot
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**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 <b>54%</b> UK average: 55%	Shopping online makes my life easier <b>50%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>33%</b> UK average: 34%
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**KEY INTERNET USAGE**

Whilst internet usage is below average, this group are more likely to **research loans online**

Whilst internet usage is below average, this group are more likely to **purchase toys online**

**TECHNOLOGY USAGE**

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\_Stanley ArmsPR4 3BL (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	73	1.6	2.6	62			
1.B.5 Wealthy countryside commuters	10	0.2	2.4	9			
1.B.6 Financially comfortable families	534	11.8	2.2	535			
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	120	2.6	1.6	164			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	104	2.3	3.0	77			
1.C.11 Settled suburbia, older people	50	1.1	2.9	39			
1.C.12 Retired and empty nesters	51	1.1	2.5	45			
1.C.13 Upmarket downsizers	43	0.9	1.3	73			
<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	28	0.6	1.9	33			
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	35	0.8	1.1	72			
3.F.23 Owner occupiers in small towns and villages	198	4.4	3.2	138			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	174	3.8	2.6	145			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	106	2.3	2.4	96			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	173	3.8	3.4	111			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	71	1.6	2.3	67			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	164	3.6	2.4	150			
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	26	0.6	2.1	27			
3.J.33 Smaller houses and starter homes	76	1.7	2.3	74			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	7	0.2	0.4	42			
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	81	1.8	1.4	127			
4.L.38 Semi-skilled workers in traditional neighbourhoods	680	15.0	2.6	571			
4.L.39 Fading owner occupied terraces	536	11.8	2.9	410			
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	200	4.4	1.6	276			
4.M.42 Struggling young families in post-war terraces	61	1.3	1.7	80			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	245	5.4	2.2	246			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	11	0.2	0.8	31			
4.N.46 Elderly people in social rented flats	92	2.0	1.1	187			
4.N.47 Low income older people in smaller semis	40	0.9	2.3	39			
4.N.48 Pensioners and singles in social rented flats	40	0.9	1.8	50			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	23	0.5	2.1	24			
5.O.50 Struggling younger people in mixed tenure	178	3.9	1.7	225			
5.O.51 Young people in small, low cost terraces	134	3.0	2.3	131			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	47	1.0	1.6	64			
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	11	0.2	1.6	15			
<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	96	2.1	1.8	118			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<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	17	0.4	0.3	136			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>4,535</b>						

CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Stanley ArmsPR4 3BL (1 Mile contour)



**Dominant Acorn Category**

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

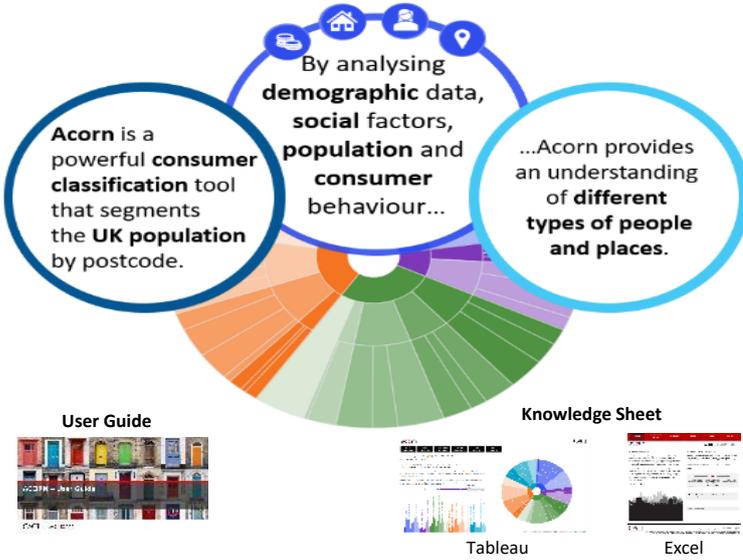
**Acorn Groups**

- 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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**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**

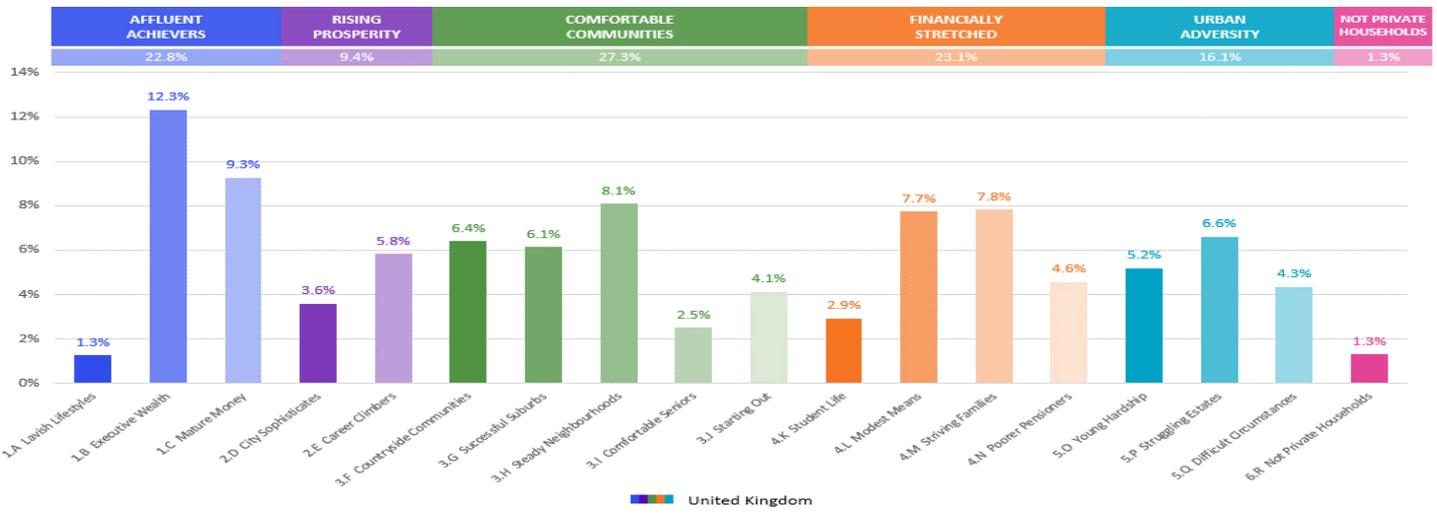
House tenure: **Owned outright**

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\_Stanley ArmsPR4 3BL (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	10	99.4	84.9	117			
Proprietary Club	0	0.0	8.1	0			
Registered Club	7	69.5	29.9	233			
Restaurant	1	9.9	34.6	29			
Residential	0	0.0	3.5	0			

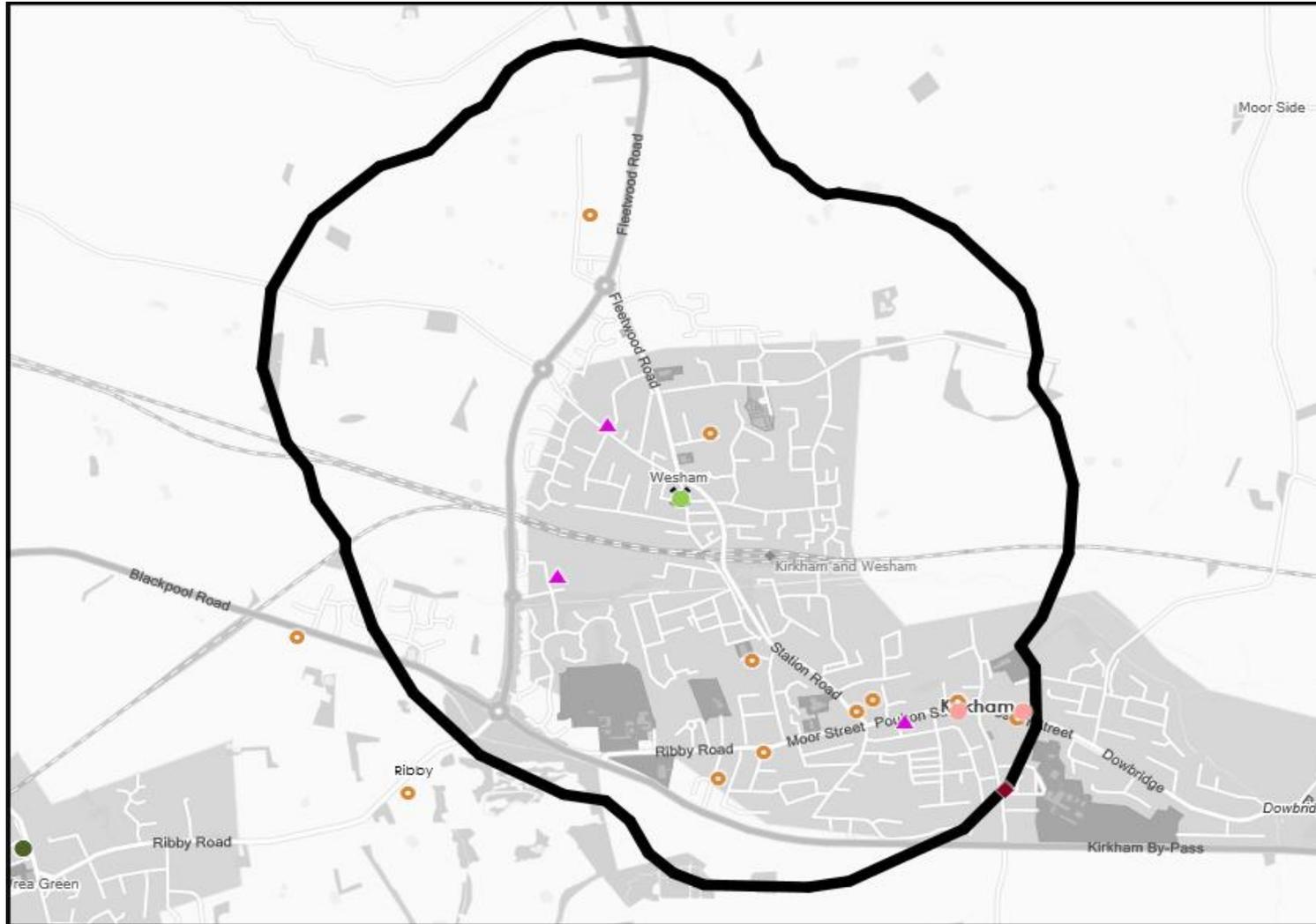
Name	Description	License Type	Owner Name	Postcode
Queens Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 4 2AA
Swan Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 4 2AJ
Kirkham Cricket Club	Independent Free	Registered Club	Independent Free	PR 4 2JQ
Kirkham Conservative Club	Independent Free	Registered Club	Independent Free	PR 4 2BB
Black Horse Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 4 2YA
Stables Bar	Independent Free	Pubs & Full On	Independent Free	PR 4 2ZA
Stanley Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 4 3BL
Royal Oak Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 4 3BL
Lane Ends Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 4 3DH
Kingfisher Tavern	JW Lees	Pubs & Full On	JW Lees	PR 4 2DZ
Willows Catholic Club	Independent Free	Registered Club	Independent Free	PR 4 2BQ
Wesham Community Centre	Independent Free	Registered Club	Independent Free	PR 4 3DR
Kirkham Community Centre	Independent Free	Registered Club	Independent Free	PR 4 2AN
Afc Fylde	Independent Free	Registered Club	Independent Free	PR 4 2AS
Afc Flyde Stadium	Independent Free	Registered Club	Independent Free	PR 4 3JZ
Tap And Vent	Independent Free	Pubs & Full On	Independent Free	PR 4 2AB
Milano's Mediterranean	Independent Free	Restaurant	Independent Free	PR 4 3JZ
Bradleys Sports Bar	Independent Free	Pubs & Full On	Independent Free	PR 4 3JZ

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Stanley ArmsPR4 3BL (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