














## ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** ATLT\_Sportsman InnLS27 9AD (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	642	5.9	22.0	27		
 2 Rising Prosperity	961	8.9	10.1	87		
 3 Comfortable Communities	3,534	32.6	26.2	<b>124</b>		
 4 Financially Stretched	3,035	28.0	23.7	<b>118</b>		
 5 Urban Adversity	2,652	24.5	17.6	<b>139</b>		
 6 Not Private Households	13	0.1	0.3	36		
 Graph						
<b>Total households</b>	<b>10,837</b>					

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults    27.3% of UK

**Age range**  
35-64

**Financial situation**  


**Children at home**  
0-2

**House type**  
Semi-detached or detached

**House tenure**  
Owned outright or mortgaged

**Number of beds**  
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

**Acorn Groups within Category 3: Comfortable Communities**

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

## ACORN GROUP PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

**Area:** ATLT\_Sportsman InnLS27 9AD (1 Mile contour)  
**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	5	0.0	1.1	4			
1.B Executive Wealth	480	4.4	11.2	39			
1.C Mature Money	157	1.4	9.6	15			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	961	8.9	6.2	144			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	61	0.6	5.7	10			
3.G Successful Suburbs	619	5.7	5.9	97			
3.H Steady Neighbourhoods	460	4.2	7.4	58			
3.I Comfortable Seniors	625	5.8	2.9	199			
3.J Starting Out	1,769	16.3	4.3	376			
<b>4. Financially Stretched</b>							
4.K Student Life	69	0.6	2.4	27			
4.L Modest Means	1,111	10.3	7.9	130			
4.M Striving Families	662	6.1	7.5	81			
4.N Poorer Pensioners	1,193	11.0	5.9	186			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,801	16.6	6.1	270			
5.P Struggling Estates	364	3.4	6.1	55			
5.Q Difficult Circumstances	487	4.5	5.3	84			
<b>6. Not Private Households</b>							
6.R Not Private Households	13	0.1	0.3	36			
<b>Total households</b>	<b>10,837</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:

LEISURE:

WEBSITES:

#### 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>
---	--	---

<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to <b>research credit cards</b> online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to <b>take out a credit card</b> online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to <b>watch TV on demand on a laptop</b></p>
--	---	--

#### 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 
--	---	-------------------------

**A B C D E F G H I J K L M N O P Q R**

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

### ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT\_Sportsman InnLS27 9AD (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

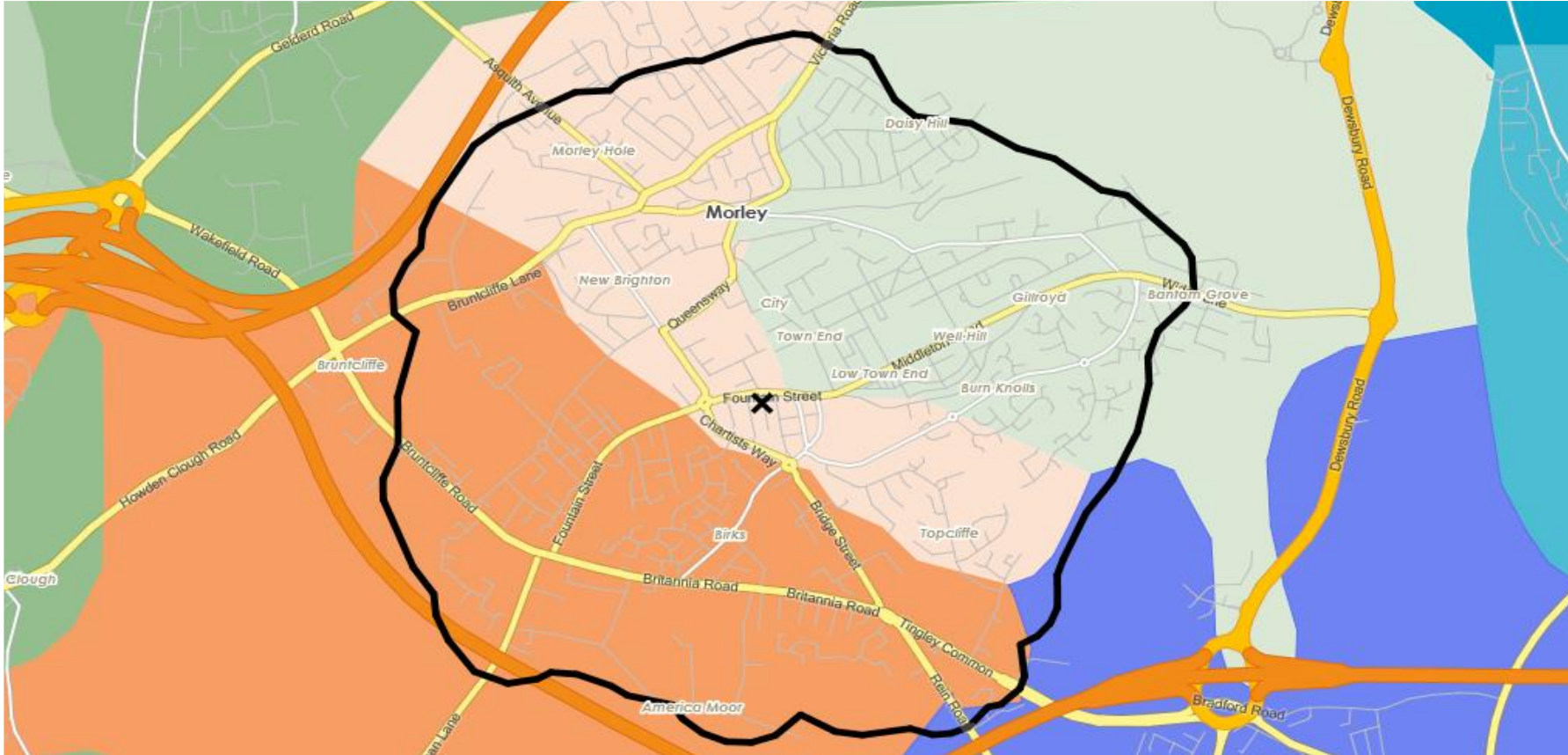
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	5	0.0	0.9	5			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	28	0.3	2.6	10			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	391	3.6	2.2	164			
1.B.7 Affluent professionals	12	0.1	0.9	13			
1.B.8 Prosperous suburban families	21	0.2	1.5	13			
1.B.9 Well-off edge of towners	28	0.3	1.6	16			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	103	1.0	2.9	33			
1.C.12 Retired and empty nesters	41	0.4	2.5	15			
1.C.13 Upmarket downsizers	13	0.1	1.3	9			
<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	666	6.1	1.9	327			
2.E.19 First time buyers in small, modern homes	295	2.7	3.3	83			
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	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	61	0.6	3.2	18			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	494	4.6	2.6	173			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	125	1.2	2.4	48			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	307	2.8	3.4	82			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	153	1.4	2.3	61			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	578	5.3	2.4	221			
3.I.31 Elderly singles in purpose-built accommodation	47	0.4	0.5	88			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	781	7.2	2.1	344			
3.J.33 Smaller houses and starter homes	988	9.1	2.3	405			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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	69	0.6	1.7	37			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	297	2.7	1.4	195			
4.L.38 Semi-skilled workers in traditional neighbourhoods	370	3.4	2.6	130			
4.L.39 Fading owner occupied terraces	444	4.1	2.9	142			
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	170	1.6	1.7	94			
4.M.43 Families in right-to-buy estates	174	1.6	2.1	77			
4.M.44 Post-war estates, limited means	318	2.9	2.2	133			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	12	0.1	0.8	14			
4.N.46 Elderly people in social rented flats	189	1.7	1.1	161			
4.N.47 Low income older people in smaller semis	414	3.8	2.3	168			
4.N.48 Pensioners and singles in social rented flats	578	5.3	1.8	302			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	457	4.2	2.1	196			
5.O.50 Struggling younger people in mixed tenure	452	4.2	1.7	239			
5.O.51 Young people in small, low cost terraces	892	8.2	2.3	365			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	168	1.6	1.6	95			
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	196	1.8	1.6	110			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	36	0.3	1.5	22			
5.Q.58 Singles and young families, some receiving benefits	310	2.9	1.8	160			
5.Q.59 Deprived areas and high-rise flats	141	1.3	2.0	64			
<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	13	0.1	0.3	44			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,837</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: ATLT\_Sportsman InnLS27 9AD (1 Mile contour)



**Dominant Acorn Category**

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

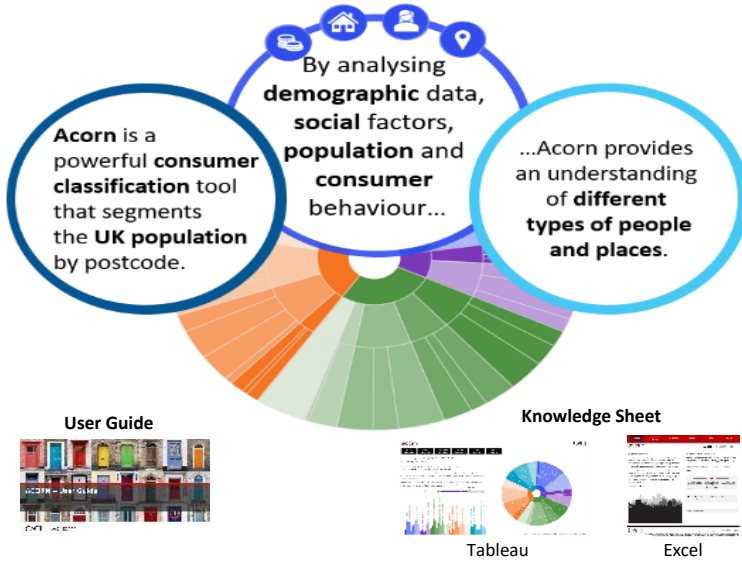
**Acorn Groups**

- 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?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)



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
	O. Young Hardship	49-51
4. Financially Stretched	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

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

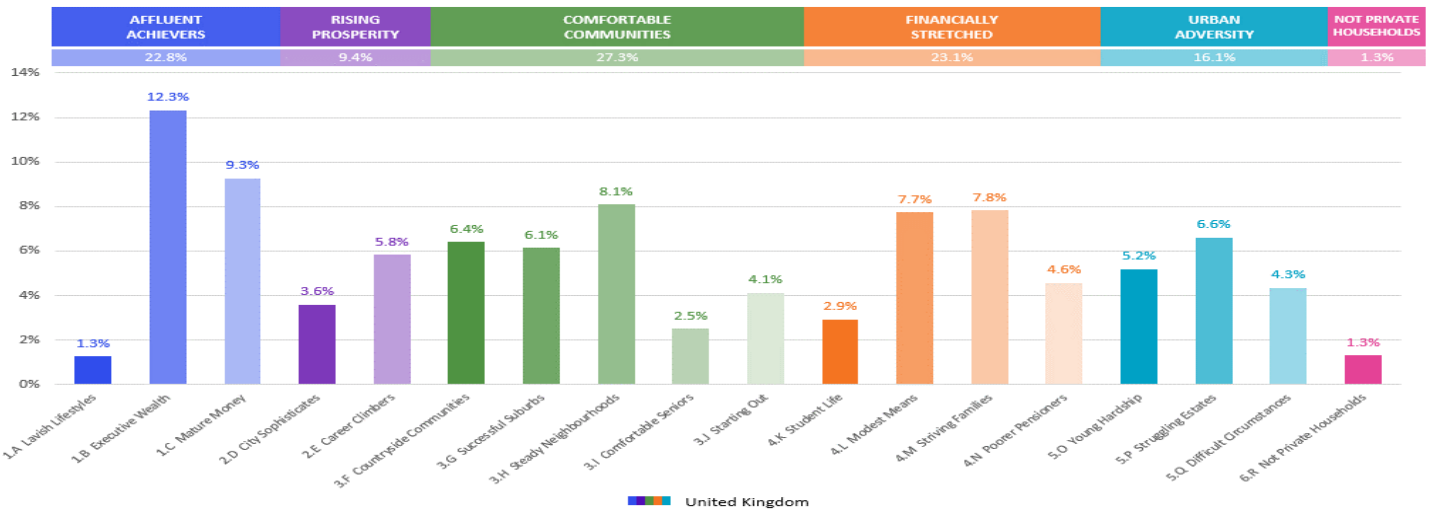
House tenure: Owned outright

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

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: ATLT\_Sportsman InnLS27 9AD (1 Mile contor  
 Base: Great Britain  
 Year: 2021

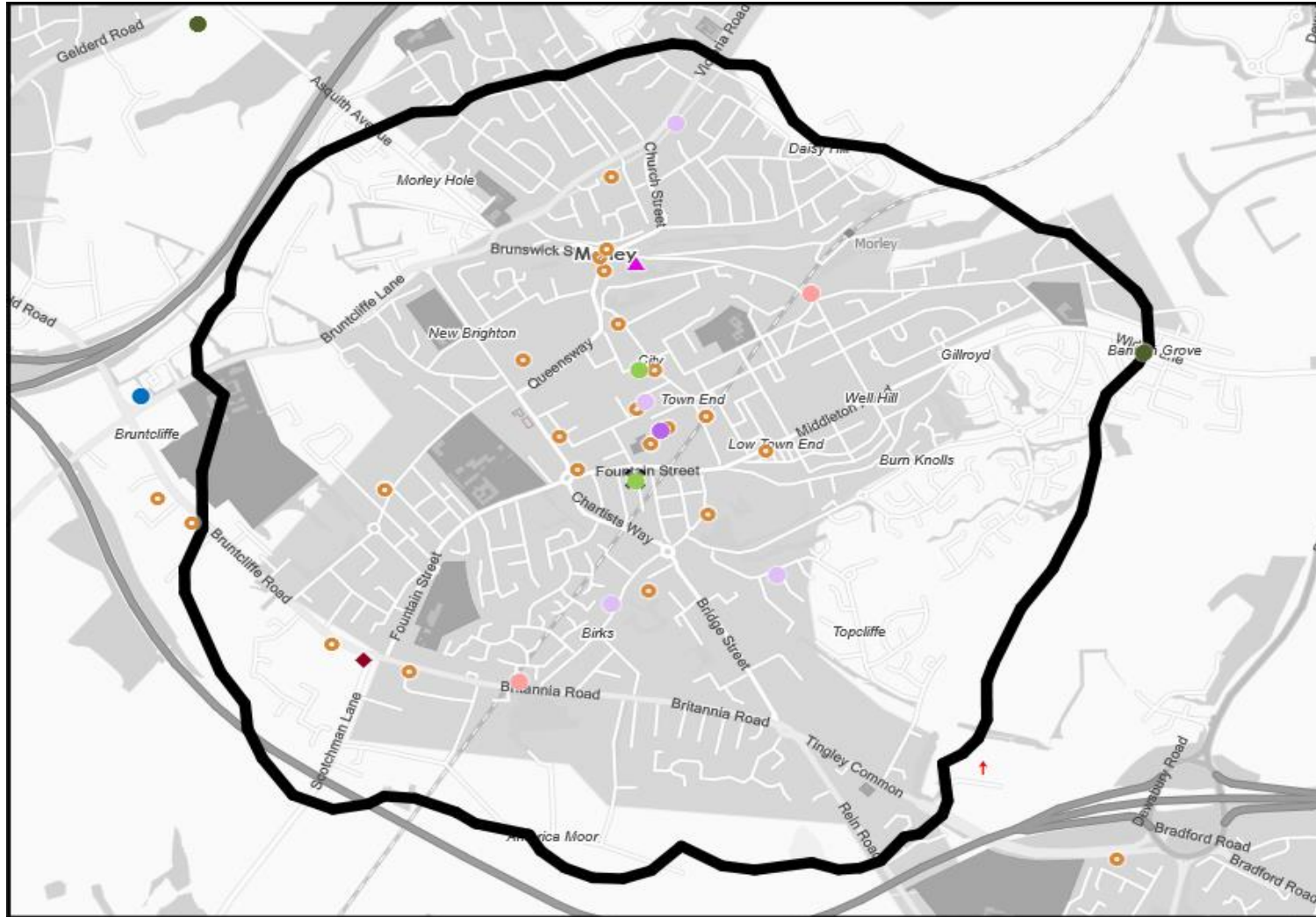
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	93.5	84.9	<b>110</b>			
Proprietary Club	2	8.5	8.1	<b>104</b>			
Registered Club	8	34.0	29.9	<b>114</b>			
Restaurant	5	21.2	34.6	61			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Mermaid Fish Restaurant	Independent Free	Restaurant	Independent Free	LS27 0BA
Halfway House Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LS27 0BL
Morley Dashers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS27 0BY
Stump Cross Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LS27 0DD
Tingley Bar Fisheries	Independent Free	Pubs & Full On	Independent Free	LS27 0LE
Morley Rugby Club	Independent Free	Registered Club	Independent Free	LS27 0JJ
Morley Cricket Bowling & Athletic Club	Independent Free	Registered Club	Independent Free	LS27 0JJ
Morley Masonic Club	Independent Free	Registered Club	Independent Free	LS27 0QG
Slip Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LS27 8DT
Queens Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS27 8DW
Morley Mercantile Club	Independent Free	Registered Club	Independent Free	LS27 8HN
Royal	Amber Taverns	Pubs & Full On	Amber Taverns	LS27 8JW
Miners Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LS27 8LG
Nelson Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS27 8LS
Gardeners Arms	Greene King	Pubs & Full On	Greene King	LS27 8SU
Sportsman Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LS27 9AD
Morley United Services Club	Independent Free	Registered Club	Independent Free	LS27 9AL
Cross Church Working Mens Club	Independent Free	Registered Club	Independent Free	LS27 9DX
Morley Working Mens Club	Independent Free	Registered Club	Independent Free	LS27 9EH
Carriers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LS27 9HG
Saint Francis Of Assissi	Independent Free	Registered Club	Independent Free	LS27 9NF
Morley Leisure Centre	Independent Free	Proprietary Club	Independent Free	LS27 9JP
Commercial Inn	Independent Free	Pubs & Full On	Independent Free	LS27 8AG
Sambuca	Independent Free	Restaurant	Independent Free	LS27 8HG
Morley Snooker Centre	Independent Free	Proprietary Club	Independent Free	LS27 9BU
Ban Thai	Independent Free	Restaurant	Independent Free	LS27 8AG
Cucina Cafe Bar	Independent Free	Restaurant	Independent Free	LS27 9EB
Palaco	Independent Free	Restaurant	Independent Free	LS27 8EG
Thornfield House	Independent Free	Pubs & Full On	Independent Free	LS27 0QG
Picture House	Wetherspoon	Pubs & Full On	Wetherspoon	LS27 8HE
Asquiths	Independent Free	Pubs & Full On	Independent Free	LS27 8HX
Tipsy Cow	Independent Free	Pubs & Full On	Independent Free	LS27 8AP
Different Gravy	Independent Free	Pubs & Full On	Independent Free	LS27 8HE
Oscars Bar Morley	Independent Free	Pubs & Full On	Independent Free	LS27 9DG
Prospect	Independent Free	Pubs & Full On	Independent Free	LS27 9DQ
Westys	Independent Free	Pubs & Full On	Independent Free	LS27 9EB
Sky Emerald Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	LS27 8DW

# MAP OF AREA

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)  
 Source: OS Open Data 2018

Area: ATLT\_Sportsman InnLS27 9AD (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