

CGA LICENCED PREMISES

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Area: ATLT_Dutch Birds InnM35 9DQ (1 Mile contc)
 Base: Great Britain
 Year: 2021

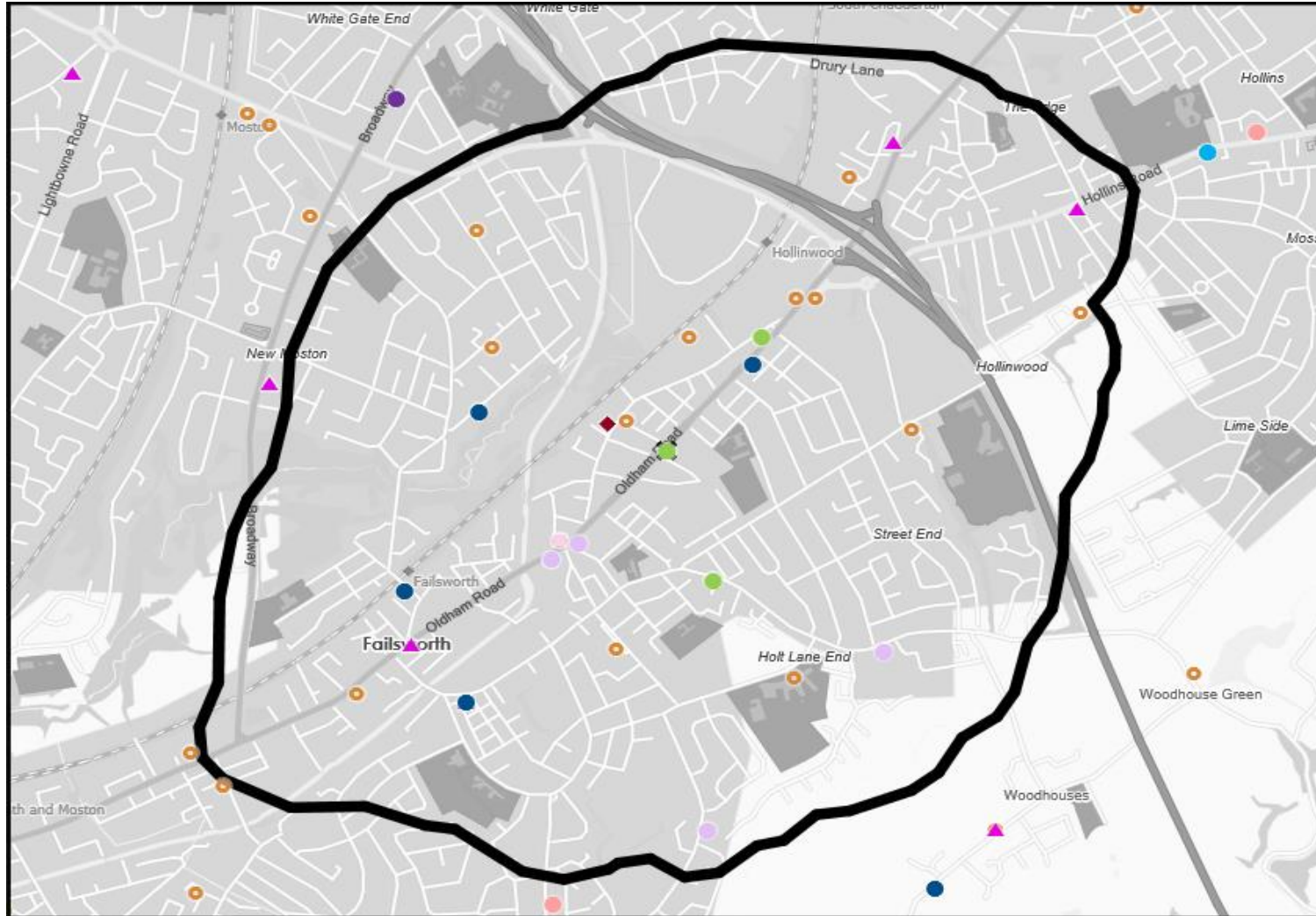
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	101.2	84.9	119			
Proprietary Club	1	4.4	8.1	54			
Registered Club	3	13.2	29.9	44			
Restaurant	5	22.0	34.6	64			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
New Moston Club	Independent Free	Registered Club	Independent Free	M 40 3RQ
New Moston Inn	Marston's	Pubs & Full On	Marston's	M 40 3ST
Parkfield Dance Centre	Independent Free	Proprietary Club	Independent Free	M 40 3TF
Desi Lounge Restaurant	Independent Free	Restaurant	Independent Free	M 35 OHB
Church Inn	Robinsons	Pubs & Full On	Robinsons	M 35 OAA
Bar 409	Independent Free	Pubs & Full On	Independent Free	M 35 OAA
Bricklayers Arms	Marston's	Pubs & Full On	Marston's	M 35 ODL
Mowbray Arms	Amber Taverns	Pubs & Full On	Amber Taverns	M 35 OEN
Mare & Foal	Marston's	Pubs & Full On	Marston's	M 35 OES
Crown & Cushion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 35 OFH
Eight Bells	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 35 OQW
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 35 OEH
Bay Bar & Grill	Independent Free	Pubs & Full On	Independent Free	M 35 9BJ
Anglers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 35 9BH
Dutch Birds Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 35 9DQ
Houghton Arms	Marston's	Pubs & Full On	Marston's	M 35 9FD
Willow Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 35 9HD
Cotton Tree Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 35 9PR
Waggon & Horses	Independent Free	Pubs & Full On	Independent Free	OL 8 3RB
Welcome Inn	Amber Taverns	Pubs & Full On	Amber Taverns	OL 8 3SY
Hollinwood Cricket Club	Independent Free	Registered Club	Independent Free	OL 8 3LU
Bowling Green Inn	JW Lees	Pubs & Full On	JW Lees	OL 9 7NE
Sun Inn	Independent Free	Pubs & Full On	Independent Free	M 35 9DQ
Streetbridge Inn	Independent Free	Pubs & Full On	Independent Free	OL 8 3QH
Millgate	JW Lees	Pubs & Full On	JW Lees	M 35 OES
Wheatsheaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 35 9AT
Failsworth Town Hall	Independent Free	Pubs & Full On	Independent Free	M 35 OFH
Wickentree	Independent Free	Restaurant	Independent Free	M 35 9BA
Voujon Indian Dinner	Independent Free	Restaurant	Independent Free	OL 9 7JT
Failsworth Soccer Centre	Independent Free	Registered Club	Independent Free	M 35 9HA
Jimmy's	Independent Free	Restaurant	Independent Free	M 35 9RD
Old School Bbq Bus	Independent Free	Restaurant	Independent Free	OL 9 7LP

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Dutch Birds InnM35 9DQ (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_Dutch Birds InnM35 9DQ (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	243	2.5	22.0	11		
2 Rising Prosperity	19	0.2	10.1	2		
3 Comfortable Communities	2,835	29.2	26.2	111		
4 Financially Stretched	2,820	29.0	23.7	122		
5 Urban Adversity	3,790	39.0	17.6	221		
6 Not Private Households	13	0.1	0.3	40		
Total households	9,720					

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

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

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 GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Dutch Birds InnM35 9DQ (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	212	2.2	11.2	19		
1.C Mature Money	31	0.3	9.6	3		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	19	0.2	6.2	3		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	162	1.7	5.9	28		
3.H Steady Neighbourhoods	1,879	19.3	7.4	263		
3.I Comfortable Seniors	429	4.4	2.9	152		
3.J Starting Out	365	3.8	4.3	86		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,706	17.6	7.9	222		
4.M Striving Families	611	6.3	7.5	83		
4.N Poorer Pensioners	503	5.2	5.9	88		
5. Urban Adversity						
5.O Young Hardship	2,543	26.2	6.1	426		
5.P Struggling Estates	572	5.9	6.1	96		
5.Q Difficult Circumstances	675	6.9	5.3	130		
6. Not Private Households						
6.R Not Private Households	13	0.1	0.3	40		
Total households	9,720					

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:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

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

Household Income UK £30k London £34k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 39% London 28% <small>Average: 44% Average: 39%</small>	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_Dutch Birds InnM35 9DQ (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	2	0.0	2.6	1			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	53	0.5	2.2	25			
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	157	1.6	1.6	100			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	10	0.1	2.9	4			
1.C.12 Retired and empty nesters	10	0.1	2.5	4			
1.C.13 Upmarket downsizers	11	0.1	1.3	9			
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	19	0.2	3.3	6			
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	162	1.7	2.6	63			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
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	1,674	17.2	3.4	500			
3.H.28 Owner occupied terraces, average income	65	0.7	1.6	42			
3.H.29 Established suburbs, older families	140	1.4	2.3	62			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	429	4.4	2.4	183			
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	159	1.6	2.1	78			
3.J.33 Smaller houses and starter homes	206	2.1	2.3	94			
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	95	1.0	1.4	69			
4.L.38 Semi-skilled workers in traditional neighbourhoods	641	6.6	2.6	251			
4.L.39 Fading owner occupied terraces	970	10.0	2.9	346			
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	52	0.5	1.7	32			
4.M.43 Families in right-to-buy estates	267	2.7	2.1	132			
4.M.44 Post-war estates, limited means	292	3.0	2.2	137			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	80	0.8	0.8	105			
4.N.46 Elderly people in social rented flats	108	1.1	1.1	102			
4.N.47 Low income older people in smaller semis	167	1.7	2.3	76			
4.N.48 Pensioners and singles in social rented flats	148	1.5	1.8	86			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	116	1.2	2.1	56			
5.O.50 Struggling younger people in mixed tenure	92	0.9	1.7	54			
5.O.51 Young people in small, low cost terraces	2,335	24.0	2.3	1,066			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	375	3.9	1.6	238			
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	197	2.0	1.6	123			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	37	0.4	1.5	25			
5.Q.58 Singles and young families, some receiving benefits	601	6.2	1.8	345			
5.Q.59 Deprived areas and high-rise flats	37	0.4	2.0	19			
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	13	0.1	0.3	49			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,720						

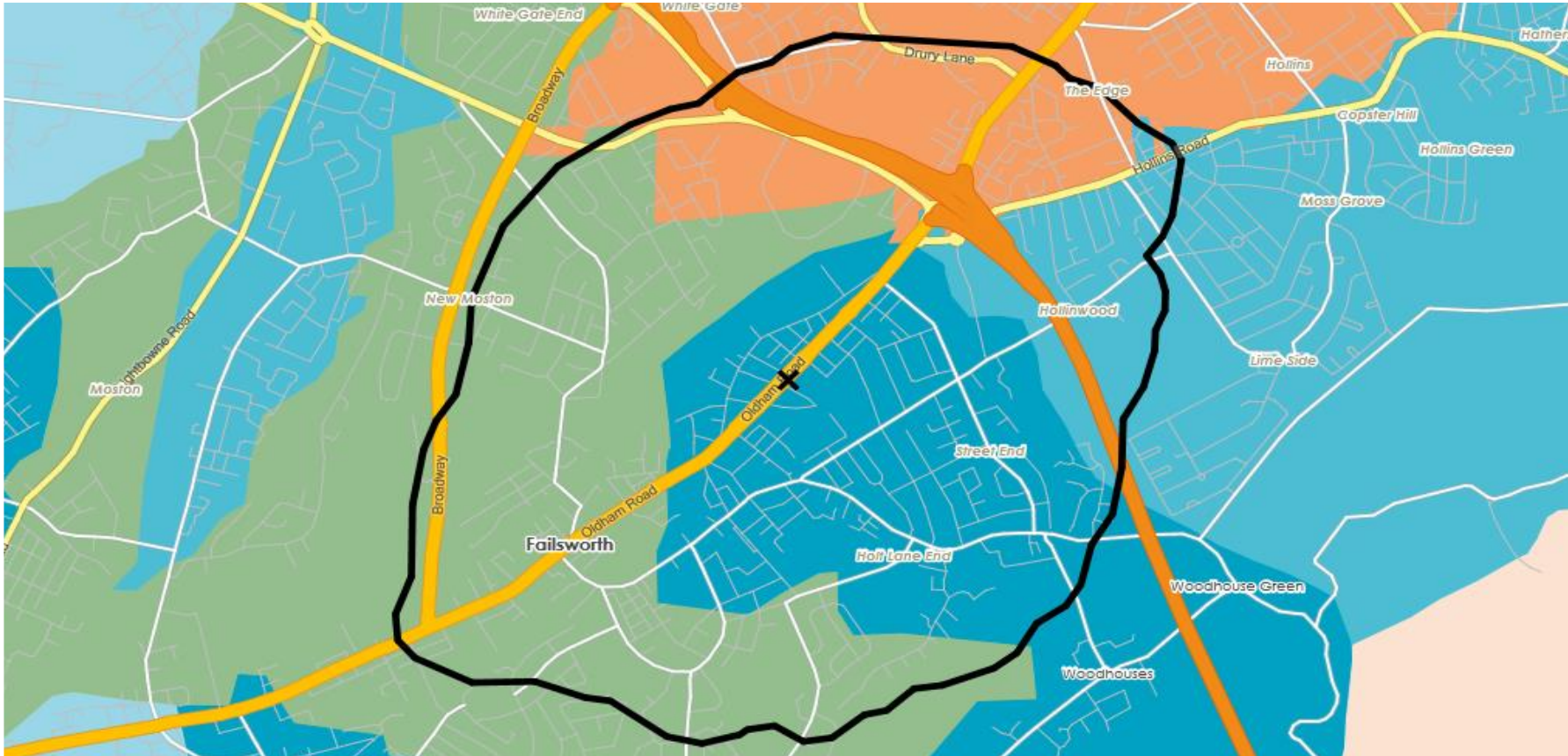
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Dutch Birds InnM35 9DQ (1 Mile contour)



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

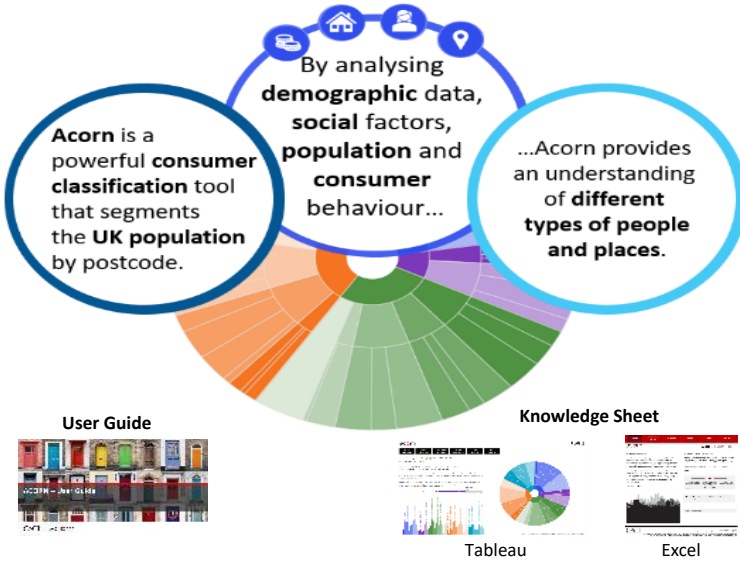
Acorn Groups

- 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
	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

