

CGA LICENCED PREMISES

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Area: P02023_Dyers Arms, Rochdale, OL15 8DU (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	137.4	81.7	168			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	22.9	28.2	81			
Restaurant	5	38.2	32.1	119			
Residential	0	0.0	2.7	0			

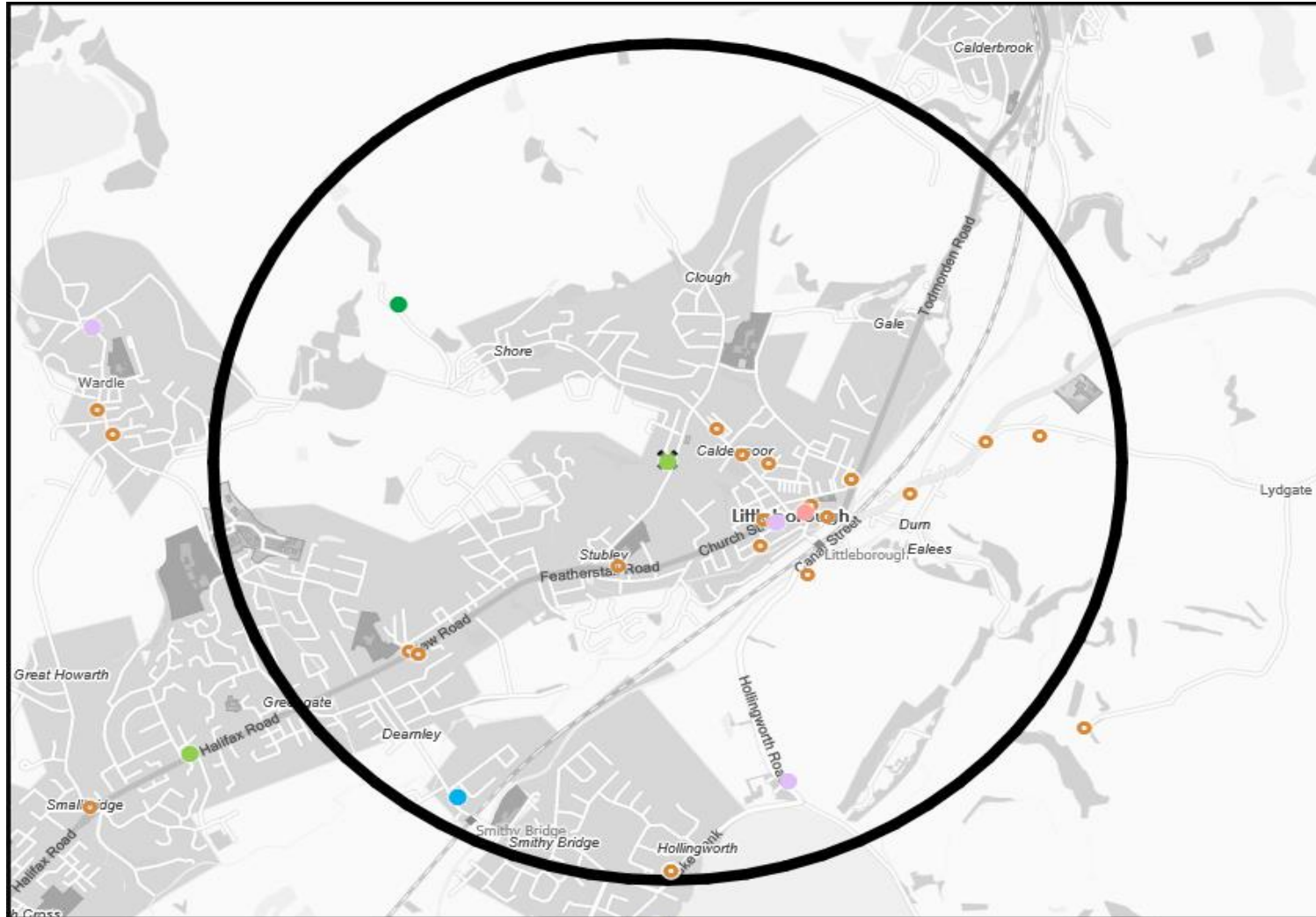
Name	Description	License Type	Owner Name	Postcode
Wine Press	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL15 0AZ
Hollingworth Rowing Club	Independent Free	Registered Club	Independent Free	OL15 0DQ
Riva Italian	Independent Free	Restaurant	Independent Free	OL15 0DQ
Red Lion	Independent Free	Pubs & Full On	Independent Free	OL15 0HB
Moorcock Inn	Independent Free	Pubs & Full On	Independent Free	OL15 0JN
Dyers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL15 8DU
Queens Hotel	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	OL15 8AB
Wheatsheaf Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL15 8AB
Rake Inn	Independent Free	Restaurant	Independent Free	OL15 0JX
Littleborough Conservative Club	Independent Free	Registered Club	Independent Free	OL15 8AQ
Ox & Plough	Independent Free	Pubs & Full On	Independent Free	OL15 8NL
Tophams Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	OL15 8QF
Falcon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OL15 9AA
Victoria Picture Palace	Independent Free	Pubs & Full On	Independent Free	OL15 9BB
Littleborough Cricket Club	Independent Free	Registered Club	Independent Free	OL15 9HE
King William IV	Ei Group	Pubs & Full On	Ei Group	OL15 9LW
Royal Exchange	Independent Free	Pubs & Full On	Independent Free	OL15 8DW
Waterside Inn	Independent Free	Pubs & Full On	Independent Free	OL15 0AY
Bay of Bengal	Independent Free	Restaurant	Independent Free	OL15 9DQ
Cafe Toppo	Independent Free	Restaurant	Independent Free	OL15 8DA
Cherry Tree Cafe	Independent Free	Pubs & Full On	Independent Free	OL15 9AE
Cocktails Chocolate Box	Independent Free	Pubs & Full On	Independent Free	OL15 9DQ
Thamin Restaurant	Independent Free	Pubs & Full On	Independent Free	OL15 8PL
Wong Ho	Independent Free	Restaurant	Independent Free	OL15 8AU
Lake Lounge Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	OL15 0DQ
Hare On The Hill	Independent Free	Pubs & Full On	Independent Free	OL15 9HG

MAP OF AREA

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Source: OS Open Data 2018

Area: P02023_Dyers Arms, Rochdale, OL15 8DU (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: P02023_Dyers Arms, Rochdale, OL15 8DU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	764	13.6	22.1	62		
 2 Rising Prosperity	322	5.7	10.2	56		
 3 Comfortable Communities	1,848	32.9	26.5	124		
 4 Financially Stretched	2,309	41.2	23.7	174		
 5 Urban Adversity	357	6.4	17.2	37		
 6 Not Private Households	11	0.2	0.3	57		
 Graph						
Total households	5,611					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P02023_Dyers Arms, Rochdale, OL15 8DU (1 Mile contour)
Base: Great Britain
Year: 2023

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	506	9.0	11.3	80			
1.C Mature Money	258	4.6	9.6	48			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	322	5.7	6.4	90			
3. Comfortable Communities							
3.F Countryside Communities	144	2.6	5.7	45			
3.G Successful Suburbs	627	11.2	6.0	188			
3.H Steady Neighbourhoods	651	11.6	7.4	157			
3.I Comfortable Seniors	183	3.3	2.9	114			
3.J Starting Out	243	4.3	4.6	95			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,844	32.9	8.0	412			
4.M Striving Families	253	4.5	7.4	61			
4.N Poorer Pensioners	212	3.8	5.8	66			
5. Urban Adversity							
5.O Young Hardship	276	4.9	6.3	79			
5.P Struggling Estates	12	0.2	5.7	4			
5.Q Difficult Circumstances	69	1.2	5.2	23			
6. Not Private Households							
6.R Not Private Households	11	0.2	0.3	57			
Total households	5,611						

Acorn Group Pen Portrait

5 | 0 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.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k (Averages: £40k, £48k)	UK: 38%, London: 26% (Averages: 43%, 29%)	Running into debt vs Saving a lot

ABCDEFGHIJKLMNOPQR

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

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Area: P02023_Dyers Arms, Rochdale, OL15 8DU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

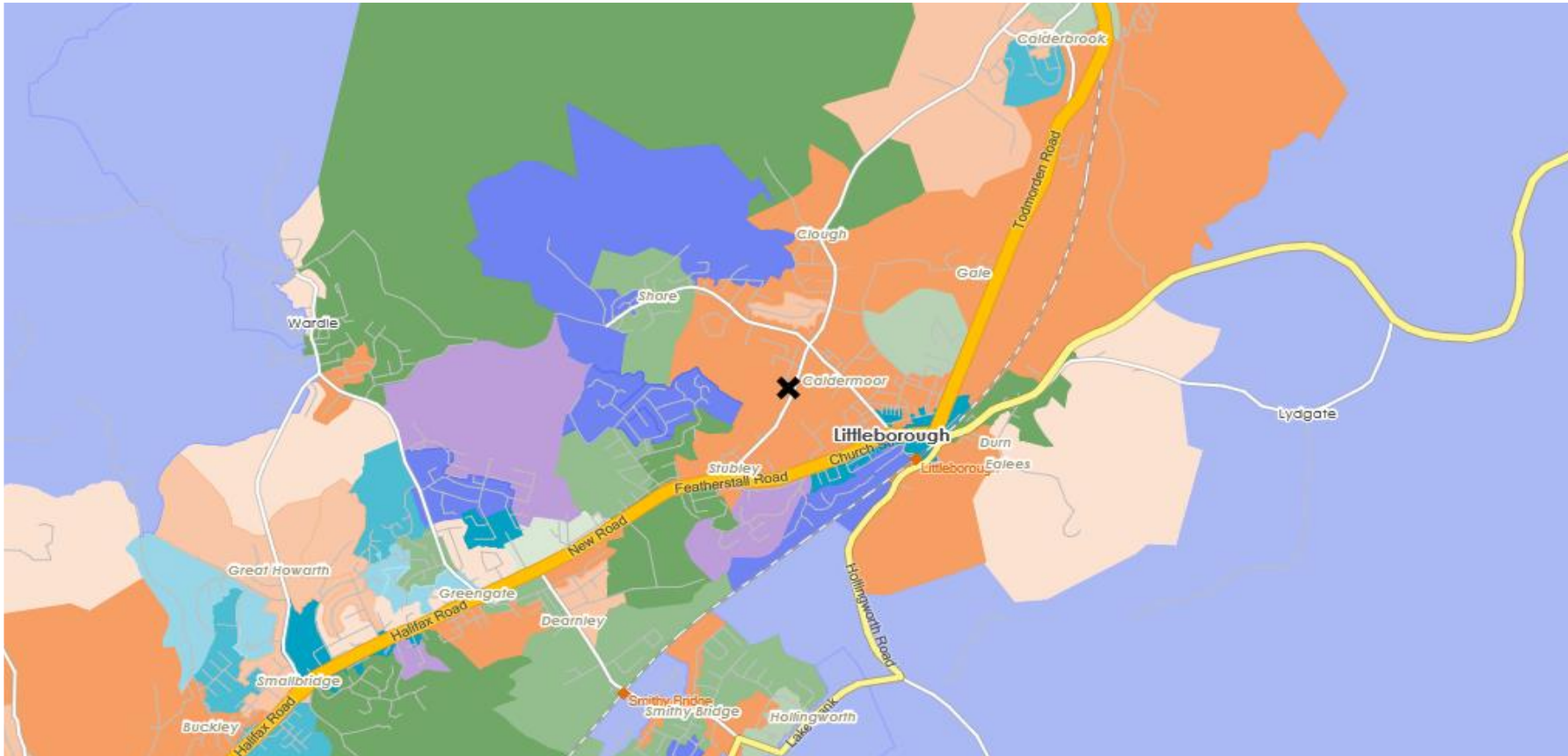
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	138	2.5	2.6	93			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	322	5.7	2.2	258			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	9	0.2	1.5	10			
1.B.9 Well-off edge of towners	37	0.7	1.6	41			
1.C Mature Money							
1.C.10 Better-off villagers	29	0.5	3.1	17			
1.C.11 Settled suburbia, older people	116	2.1	2.8	73			
1.C.12 Retired and empty nesters	91	1.6	2.5	66			
1.C.13 Upmarket downsizers	22	0.4	1.3	30			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	230	4.1	2.0	207			
2.E.19 First time buyers in small, modern homes	92	1.6	3.4	48			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	144	2.6	3.2	80			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	253	4.5	2.7	167			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	374	6.7	2.4	275			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	304	5.4	3.5	156			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	347	6.2	2.3	264			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	169	3.0	2.4	127			
3.I.31 Elderly singles in purpose-built accommodation	14	0.2	0.5	51			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	38	0.7	2.2	31			
3.J.33 Smaller houses and starter homes	205	3.7	2.4	152			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	125	2.2	1.4	154			
4.L.38 Semi-skilled workers in traditional neighbourhoods	678	12.1	2.6	460			
4.L.39 Fading owner occupied terraces	1,041	18.6	2.9	636			
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	30	0.5	1.6	33			
4.M.43 Families in right-to-buy estates	133	2.4	2.0	116			
4.M.44 Post-war estates, limited means	90	1.6	2.2	74			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	41	0.7	0.8	93			
4.N.46 Elderly people in social rented flats	37	0.7	1.0	64			
4.N.47 Low income older people in smaller semis	120	2.1	2.2	96			
4.N.48 Pensioners and singles in social rented flats	14	0.2	1.7	15			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	65	1.2	2.2	53			
5.O.50 Struggling younger people in mixed tenure	98	1.7	1.8	97			
5.O.51 Young people in small, low cost terraces	113	2.0	2.3	89			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	11	0.2	1.6	13			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	1	0.0	1.6	1			
5.Q Difficult Circumstances							
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	45	0.8	1.8	46			
5.Q.59 Deprived areas and high-rise flats	24	0.4	2.0	22			
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	11	0.2	0.3	69			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,611						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02023_Dyers Arms, Rochdale, OL15 8DU (1 Mile contour)



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

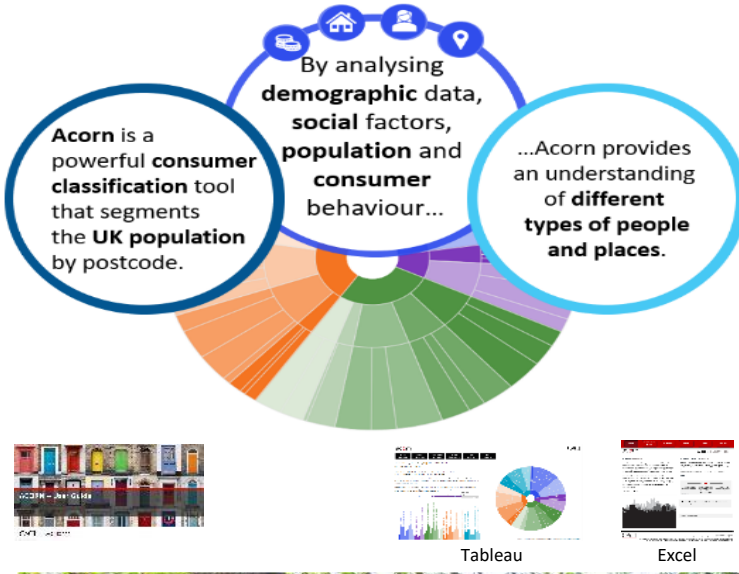
Acorn Groups

- 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
3. Comfortable Communities	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
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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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