














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_White Bull HotelPR7 2SG (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,894	13.9	22.0	63		
 2 Rising Prosperity	303	2.2	10.1	22		
 3 Comfortable Communities	3,058	22.4	26.2	85		
 4 Financially Stretched	4,944	36.2	23.7	153		
 5 Urban Adversity	3,436	25.2	17.6	143		
 6 Not Private Households	12	0.1	0.3	26		
 Graph						
Total households	13,647					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults **23.0%** 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

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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1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	870	6.4	11.2	57			
1.C Mature Money	1,024	7.5	9.6	78			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	303	2.2	6.2	36			
3. Comfortable Communities							
3.F Countryside Communities	4	0.0	5.7	1			
3.G Successful Suburbs	736	5.4	5.9	92			
3.H Steady Neighbourhoods	1,087	8.0	7.4	108			
3.I Comfortable Seniors	548	4.0	2.9	138			
3.J Starting Out	683	5.0	4.3	115			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	2,477	18.2	7.9	229			
4.M Striving Families	1,403	10.3	7.5	136			
4.N Poorer Pensioners	1,064	7.8	5.9	132			
5. Urban Adversity							
5.O Young Hardship	2,073	15.2	6.1	247			
5.P Struggling Estates	514	3.8	6.1	62			
5.Q Difficult Circumstances	849	6.2	5.3	116			
6. Not Private Households							
6.R Not Private Households	12	0.1	0.3	26			
Total households	13,647						

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 <ul style="list-style-type: none"> Age range: 25-34 Children at home: 3+ House tenure: Privately renting Family structure: Single parent Number of beds: 3 House type: Terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, M&Co, RANGE, NEW LOOK LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £35k (Avg: £40k), London £42k (Avg: £44k) % Disposable Income: UK 45% (Avg: 44%), London 34% (Avg: 39%) Financial situation: 		DIGITAL ATTITUDES <ul style="list-style-type: none"> I worry about online security: 54% (UK average: 55%) Shopping online makes my life easier: 50% (UK average: 53%) I couldn't live without the internet on my mobile: 33% (UK average: 34%) 	
KEY INTERNET USAGE Whilst internet usage is below average, this group are more likely to research loans online		TECHNOLOGY USAGE Whilst internet usage is below average, this group are more likely to purchase toys online and 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_White Bull HotelPR7 2SG (1 Mile contour)
 Base: Great Britain
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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	193	1.4	2.6	54			
1.B.5 Wealthy countryside commuters	7	0.1	2.4	2			
1.B.6 Financially comfortable families	533	3.9	2.2	177			
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	137	1.0	1.6	62			
1.C Mature Money							
1.C.10 Better-off villagers	9	0.1	3.0	2			
1.C.11 Settled suburbia, older people	820	6.0	2.9	210			
1.C.12 Retired and empty nesters	142	1.0	2.5	42			
1.C.13 Upmarket downsizers	53	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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	109	0.8	1.9	42			
2.E.19 First time buyers in small, modern homes	194	1.4	3.3	43			
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	4	0.0	3.2	1			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	601	4.4	2.6	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	135	1.0	2.4	41			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	965	7.1	3.4	205			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
3.H.29 Established suburbs, older families	121	0.9	2.3	38			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	515	3.8	2.4	156			
3.I.31 Elderly singles in purpose-built accommodation	33	0.2	0.5	49			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	319	2.3	2.1	112			
3.J.33 Smaller houses and starter homes	364	2.7	2.3	118			
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	66	0.5	1.4	34			
4.L.38 Semi-skilled workers in traditional neighbourhoods	690	5.1	2.6	192			
4.L.39 Fading owner occupied terraces	1,721	12.6	2.9	438			
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	1	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	300	2.2	1.7	131			
4.M.43 Families in right-to-buy estates	208	1.5	2.1	73			
4.M.44 Post-war estates, limited means	894	6.6	2.2	298			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	176	1.3	0.8	165			
4.N.46 Elderly people in social rented flats	173	1.3	1.1	117			
4.N.47 Low income older people in smaller semis	127	0.9	2.3	41			
4.N.48 Pensioners and singles in social rented flats	588	4.3	1.8	244			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	220	1.6	2.1	75			
5.O.50 Struggling younger people in mixed tenure	343	2.5	1.7	144			
5.O.51 Young people in small, low cost terraces	1,510	11.1	2.3	491			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	297	2.2	1.6	134			
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	217	1.6	1.6	96			
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	556	4.1	1.8	227			
5.Q.59 Deprived areas and high-rise flats	293	2.1	2.0	105			
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	12	0.1	0.3	32			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,647						

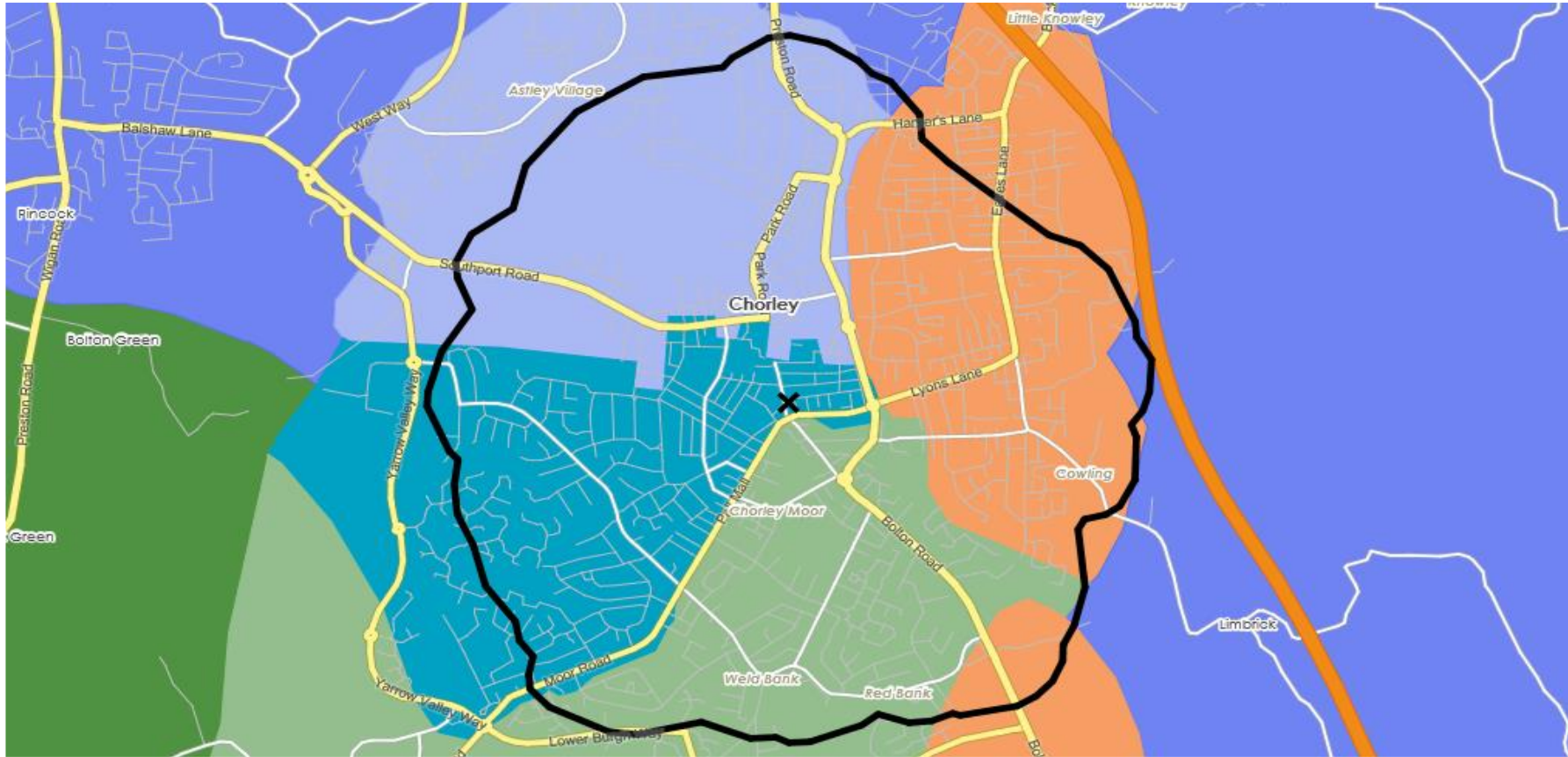
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_White Bull HotelPR7 2SG (1 Mile contour)



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

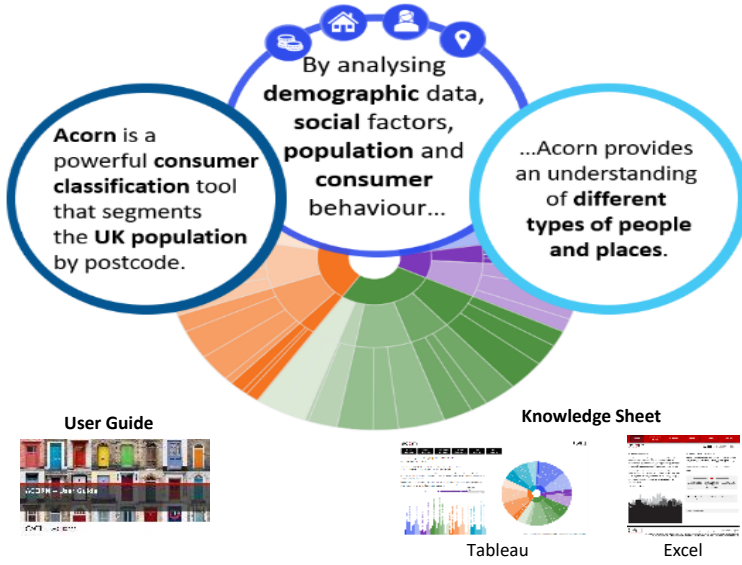
Acorn Groups

- 1.A Lush 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
3. Comfortable Communities	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

12.0M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

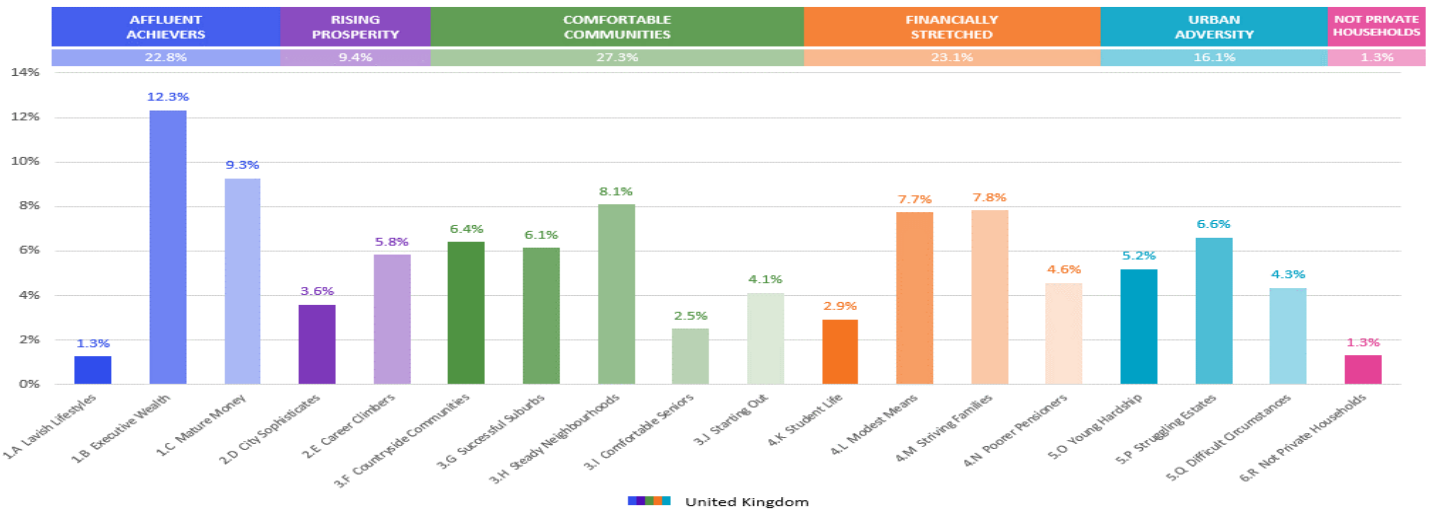
House tenure: Owned outright

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

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Area: ATLT_White Bull HotelPR7 2SG (1 Mile contc
 Base: Great Britain
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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	39	128.9	84.9	152			
Proprietary Club	5	16.5	8.1	203			
Registered Club	7	23.1	29.9	77			
Restaurant	7	23.1	34.6	67			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
East Ward Conservative Club	Independent Free	Registered Club	Independent Free	PR 6 0AT
St Josephs Club	Independent Free	Registered Club	Independent Free	PR 6 0HR
Derby Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 6 0TR
Seven Stars Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 6 0SU
Duke Of York	Independent Free	Pubs & Full On	Independent Free	PR 7 3DX
Yarrow Bridge	Greene King	Pubs & Full On	Greene King	PR 7 4AB
Prince Of Wales	Marston's	Pubs & Full On	Marston's	PR 6 0QE
Gala Bingo	Gala Group	Proprietary Club	Gala Group	PR 7 1BD
Flat Iron	Independent Free	Pubs & Full On	Independent Free	PR 7 1BH
Crown	Independent Free	Pubs & Full On	Independent Free	PR 7 1BY
Applejax	Independent Free	Proprietary Club	Independent Free	PR 7 1EA
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 7 1HP
Chorley Sub Bowl Green	Independent Free	Registered Club	Independent Free	PR 7 1LN
Chorley Masonic Hall	Independent Free	Registered Club	Independent Free	PR 7 2BN
St Georges Church Institute	Independent Free	Registered Club	Independent Free	PR 7 2DR
Black Horse	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 7 2LA
Colliers Arms Hotel	Independent Free	Pubs & Full On	Independent Free	PR 7 2LN
Little Theatre	Independent Free	Pubs & Full On	Independent Free	PR 7 2RL
Pearsons	Amber Taverns	Pubs & Full On	Amber Taverns	PR 7 2SE
St Marys Parish Centre	Independent Free	Registered Club	Independent Free	PR 7 2SR
White Bull Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 2SG
Lamplighter	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 2SQ
Sams	Independent Free	Pubs & Full On	Independent Free	PR 7 2TZ
Potters Arm	Independent Free	Pubs & Full On	Independent Free	PR 7 3BY
Chorley Football Club	Independent Free	Registered Club	Independent Free	PR 7 3DU
Plough Inn	Marston's	Pubs & Full On	Marston's	PR 7 3NE
Minstrel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 3PQ
Malt & Hops	Independent Free	Pubs & Full On	Independent Free	PR 6 0AH
Chorley Town Hall	Independent Free	Pubs & Full On	Independent Free	PR 7 1DP
Trader Jacks	Dorbiere	Pubs & Full On	Dorbiere	PR 7 1EP
Mitre	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 3NN
Railway Hotel	Marston's	Pubs & Full On	Marston's	PR 6 0RD
All Seasons Leisure Centre	Independent Free	Proprietary Club	Independent Free	PR 7 1EX
Prince Of Wales	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 7 1DB
Lost Bar	Independent Free	Pubs & Full On	Independent Free	PR 7 1BG
Cosmopolitan	Independent Free	Pubs & Full On	Independent Free	PR 7 2AA
Sir Henry Tate	Wetherspoon	Pubs & Full On	Wetherspoon	PR 7 1DB
Imperial	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 7 1AB
Seasons	Independent Free	Restaurant	Independent Free	PR 7 1HP
Italian Cottage	Independent Free	Restaurant	Independent Free	PR 7 2EX
No. 3	Independent Free	Proprietary Club	Independent Free	PR 6 0AA
Tapas Esteban	Independent Free	Restaurant	Independent Free	PR 7 1BH
No 61 Craft Cask Pizza	Independent Free	Pubs & Full On	Independent Free	PR 7 2SN
La Rocca	Independent Free	Restaurant	Independent Free	PR 7 1EX
Bob Inn	Independent Free	Pubs & Full On	Independent Free	PR 7 1DA
Latch Bar	Independent Free	Pubs & Full On	Independent Free	PR 7 1BU
Bootleggers	Independent Free	Pubs & Full On	Independent Free	PR 7 3AA
Piccolo	Independent Free	Restaurant	Independent Free	PR 7 3DX
Vujan Indian Dining Room	Independent Free	Restaurant	Independent Free	PR 7 3QG
Nelipots	Independent Free	Pubs & Full On	Independent Free	PR 7 1BU
Bay Leaf	Independent Free	Restaurant	Independent Free	PR 7 2SQ
Shed	Independent Free	Pubs & Full On	Independent Free	PR 7 1BG
Ale Station	Independent Free	Pubs & Full On	Independent Free	PR 7 1BS

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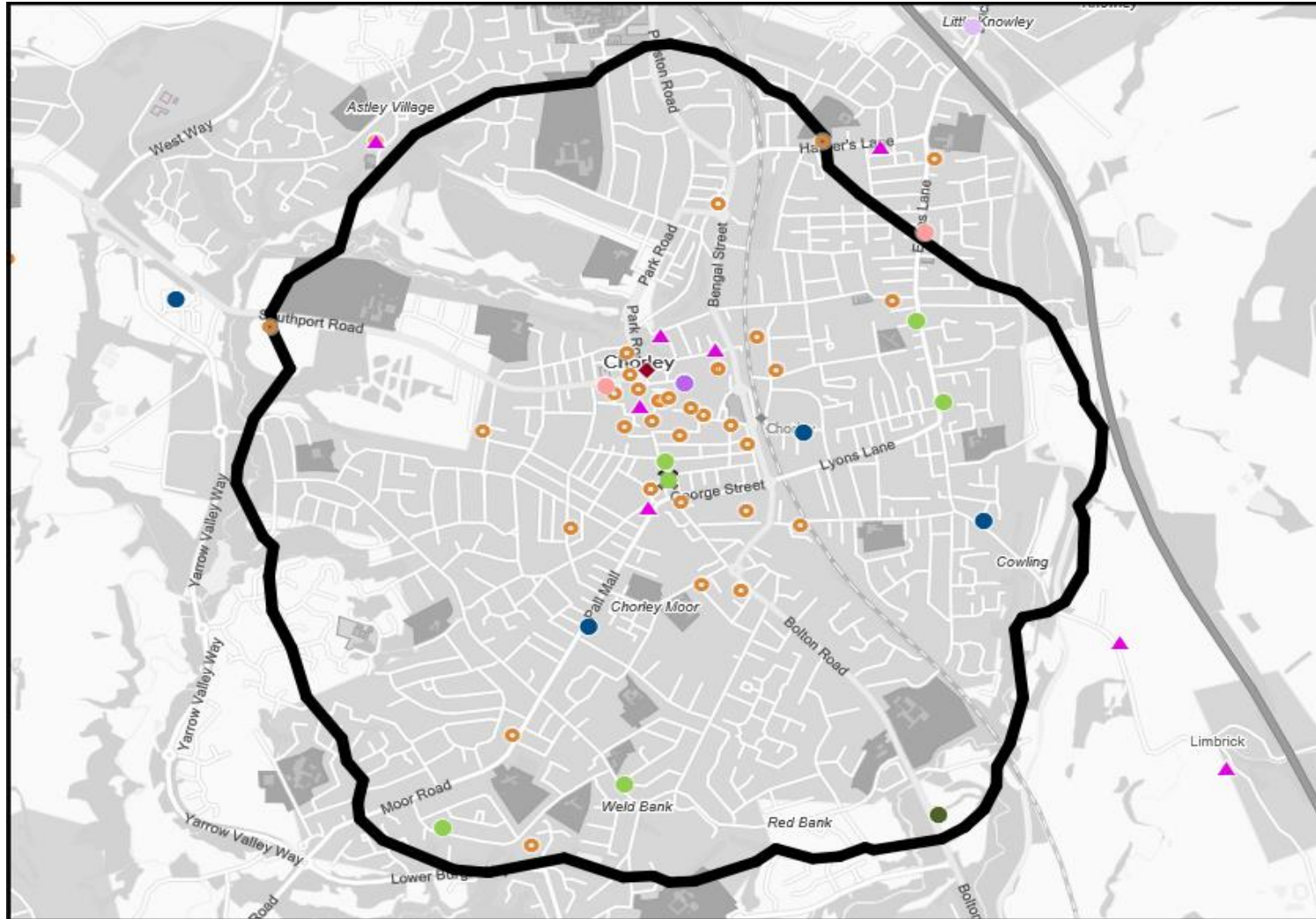
Name	Description	License Type	Owner Name	Postcode
Calico Lounge	Loungers	Pubs & Full On	Loungers	PR 7 1FD
Reel Cinema	Reel Cinemas Ltd	Pubs & Full On	Reel Cinemas Ltd	PR 7 1FD
Lucky 8 Rock N Blues	Independent Free	Pubs & Full On	Independent Free	PR 7 2EX
Vaults	Independent Free	Pubs & Full On	Independent Free	PR 7 2TB
Escape Entertainment Venue	Independent Free	Proprietary Club	Independent Free	PR 7 1FD

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_White Bull HotelPR7 2SG (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