

CGA LICENCED PREMISES

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Area: P04056_Bridge, Chorley, PR7 4HZ (1 Mile cor
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	98.4	81.7	120			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	21.9	28.2	78			
Restaurant	2	21.9	32.1	68			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cherry Tree	Independent Free	Pubs & Full On	Independent Free	BL 6 5LA
White Horse Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 6 9LB
Cardwell Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	PR 6 9LH
Elephant & Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 6 9NH
Spinners Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 6 9QX
Adlington Community Centre	Independent Free	Registered Club	Independent Free	PR 6 9RF
Thyme & Plaice	Independent Free	Restaurant	Independent Free	PR 7 4BN
Spinners Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PR 7 4EX
White Bear Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 7 4HE
Adlington Cricket Club	Independent Free	Registered Club	Independent Free	PR 7 4HH
Bridge Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 4HZ
Retreat	Independent Free	Restaurant	Independent Free	PR 7 4EX
Old Post Office	Independent Free	Pubs & Full On	Independent Free	PR 6 9LP

MAP OF AREA

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Source: OS Open Data 2018

Area: P04056_Bridge, Chorley, PR7 4HZ (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: P04056_Bridge, Chorley, PR7 4HZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,154	28.0	22.1	127		
2 Rising Prosperity	0	0.0	10.2	0		
3 Comfortable Communities	1,398	34.0	26.5	128		
4 Financially Stretched	1,519	36.9	23.7	156		
5 Urban Adversity	46	1.1	17.2	6		
6 Not Private Households	0	0.0	0.3	0		
Graph						
Total households	4,117					

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

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04056_Bridge, Chorley, PR7 4HZ (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	643	15.6	11.3	138			
1.C Mature Money	511	12.4	9.6	129			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
3. Comfortable Communities							
3.F Countryside Communities	378	9.2	5.7	160			
3.G Successful Suburbs	517	12.6	6.0	211			
3.H Steady Neighbourhoods	186	4.5	7.4	61			
3.I Comfortable Seniors	229	5.6	2.9	195			
3.J Starting Out	88	2.1	4.6	47			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	901	21.9	8.0	274			
4.M Striving Families	300	7.3	7.4	98			
4.N Poorer Pensioners	318	7.7	5.8	134			
5. Urban Adversity							
5.O Young Hardship	30	0.7	6.3	12			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	16	0.4	5.2	7			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,117						

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: Poundland, bm, The Works

LEISURE: Harvester, KFC, Flying Saucer, Pizza Hut

WEBSITES: Gumtree, very, Argos, HILBERT ROBERT

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k	UK: 38%, London: 26%	Running into debt / Saving a lot

DIGITAL ATTITUDES

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
56%	61%	29%

TOP BEHAVIOURS

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



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

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Area: P04056_Bridge, Chorley, PR7 4HZ (1 Mile contour)
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 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

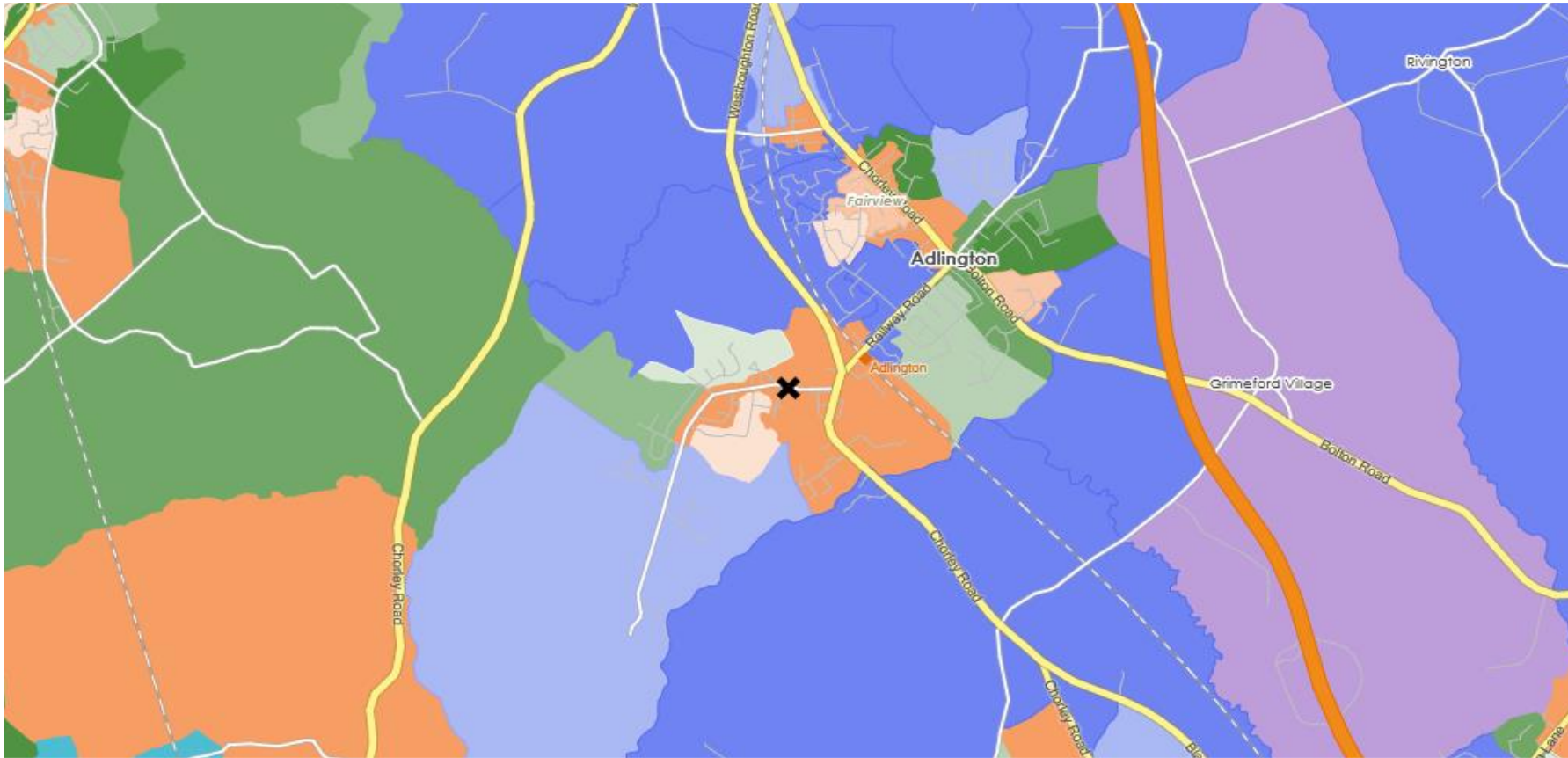
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	219	5.3	2.6	201			
1.B.5 Wealthy countryside commuters	1	0.0	2.5	1			
1.B.6 Financially comfortable families	249	6.0	2.2	272			
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	174	4.2	1.6	263			
1.C Mature Money							
1.C.10 Better-off villagers	183	4.4	3.1	144			
1.C.11 Settled suburbia, older people	42	1.0	2.8	36			
1.C.12 Retired and empty nesters	277	6.7	2.5	273			
1.C.13 Upmarket downsizers	9	0.2	1.3	17			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	14	0.3	1.0	34			
3.F.23 Owner occupiers in small towns and villages	364	8.8	3.2	275			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	112	2.7	2.7	101			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	405	9.8	2.4	406			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	31	0.8	3.5	22			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	155	3.8	2.3	161			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	229	5.6	2.4	235			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	88	2.1	2.4	89			
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	7	0.2	1.4	12			
4.L.38 Semi-skilled workers in traditional neighbourhoods	363	8.8	2.6	335			
4.L.39 Fading owner occupied terraces	531	12.9	2.9	442			
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	118	2.9	1.6	180			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	102	2.5	2.0	122			
4.M.44 Post-war estates, limited means	80	1.9	2.2	89			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	47	1.1	0.8	145			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	193	4.7	2.2	210			
4.N.48 Pensioners and singles in social rented flats	78	1.9	1.7	111			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	8	0.2	2.2	9			
5.O.50 Struggling younger people in mixed tenure	22	0.5	1.8	30			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	0	0.0	1.6	0			
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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	16	0.4	2.0	20			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,117						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04056_Bridge, Chorley, PR7 4HZ (1 Mile contour)



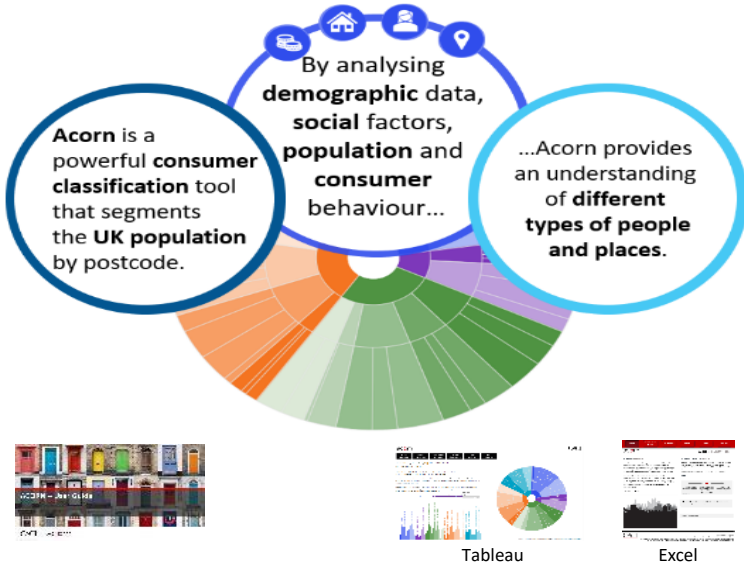
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

House type: **Detached**

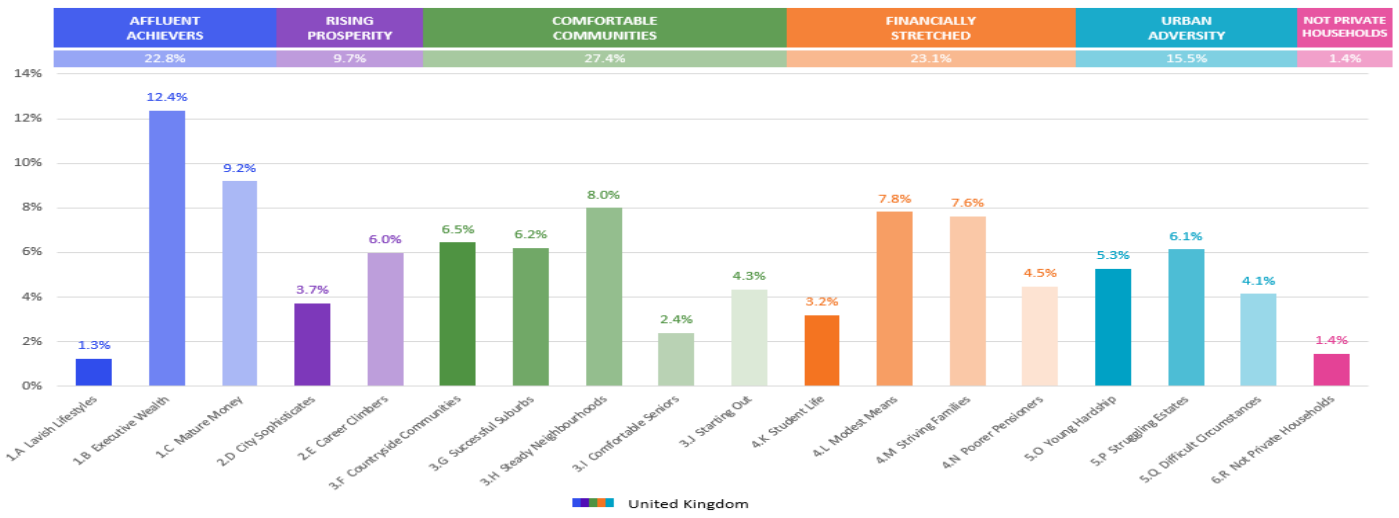
House tenure: **Owned outright**

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



MAP OF AREA

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