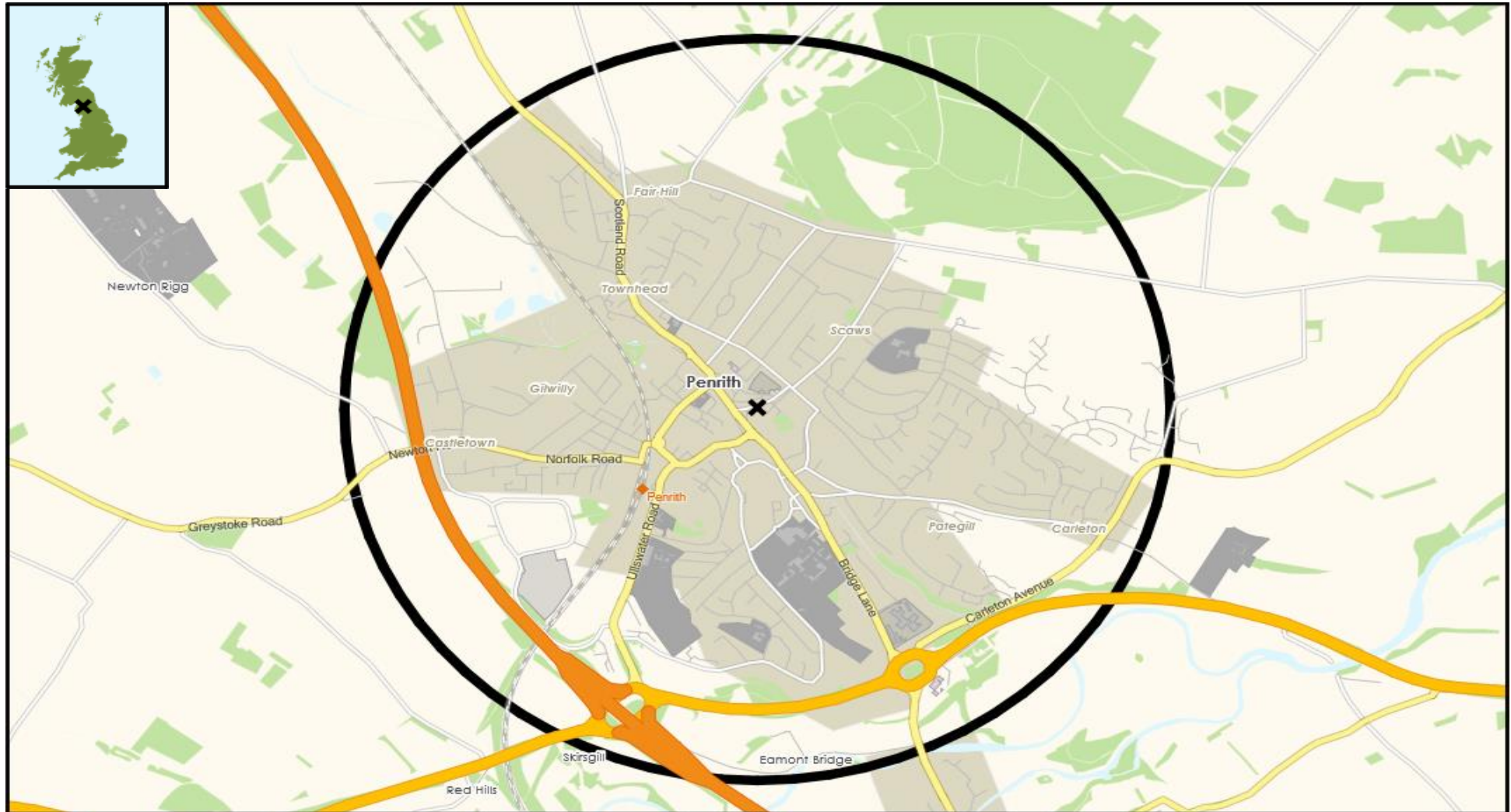


MAP OF AREA

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Source: OS Open Data 2018

Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)

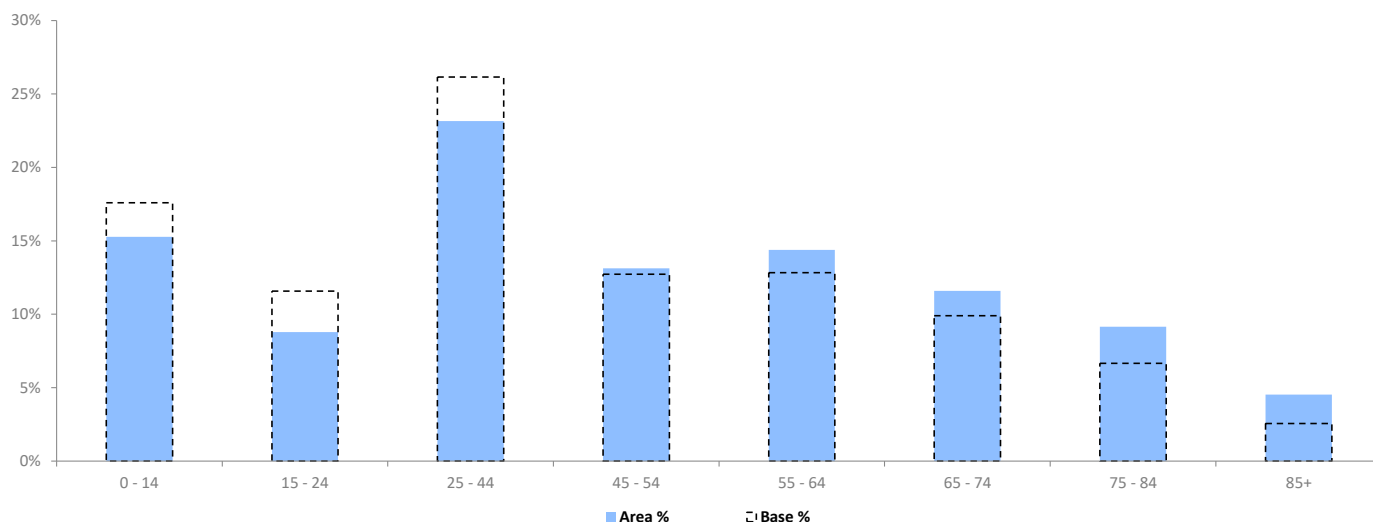


POPULATION PROJECTIONS

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Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,477	15.3	17.6	87			
15 - 24	1,424	8.8	11.6	76			
25 - 44	3,755	23.2	26.2	89			
45 - 54	2,128	13.1	12.7	103			
55 - 64	2,333	14.4	12.8	112			
65 - 74	1,881	11.6	9.9	117			
75 - 84	1,484	9.2	6.7	137			
85+	735	4.5	2.6	177			
Total population	16,217						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)
Base: Great Britain
Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£490,989	£64.48	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£205,900	£27.04	£27.43	99			
3. Clothing & Footwear	£278,215	£36.54	£41.92	87			
4. Housing, water, electricity, gas and other fuels	£607,693	£79.81	£92.23	87			
5. Furnishings, equipment and routine maintenance	£269,802	£35.43	£39.49	90			
6. Health	£105,131	£13.81	£16.97	81			
7. Transport	£738,627	£97.01	£115.30	84			
8. Communication	£99,171	£13.02	£14.64	89			
9. Recreation & Culture	£639,407	£83.98	£100.48	84			
10. Education	£48,424	£6.36	£22.34	28			
11. Restaurants & Hotels	£492,502	£64.68	£82.30	79			
12. Miscellaneous goods and services	£704,874	£92.58	£104.94	88			
Total Expenditure	£4,680,735	£614.75	£731.77	84			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

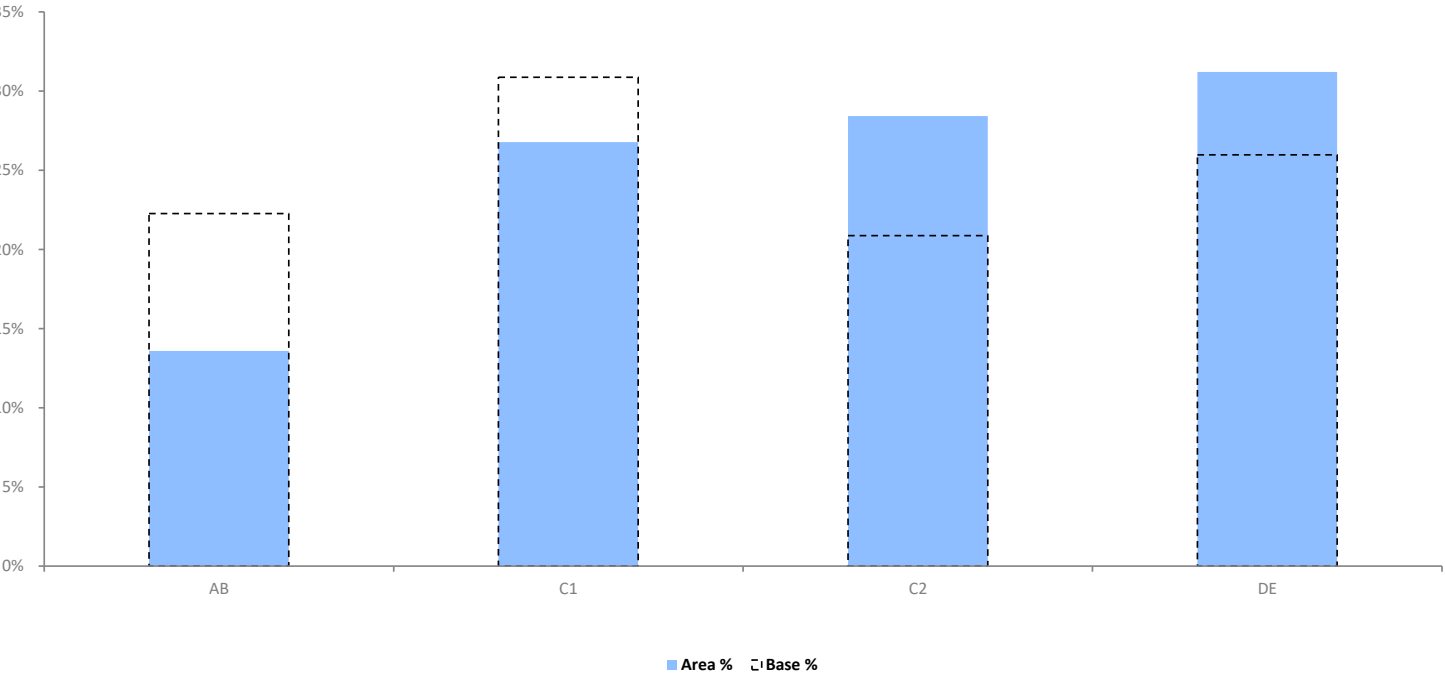
UP TO DATE DEMOGRAPHICS

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Area:	P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)
Base:	Great Britain
Year:	2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,049	13.6	22.3	61			
C1: Supervisory, clerical, jr managerial/admin/professional	2,067	26.8	30.9	87			
C2: Skilled manual workers	2,194	28.4	20.9	136			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,409	31.2	26.0	120			
Total household reference persons aged 16 to 64	7,719						



CGA LICENCED PREMISES

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Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile cr

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	154.2	82.8	186			
Proprietary Club	1	6.2	7.5	83			
Registered Club	5	30.8	28.7	107			
Restaurant	9	55.5	32.5	171			
Residential	1	6.2	2.8	222			

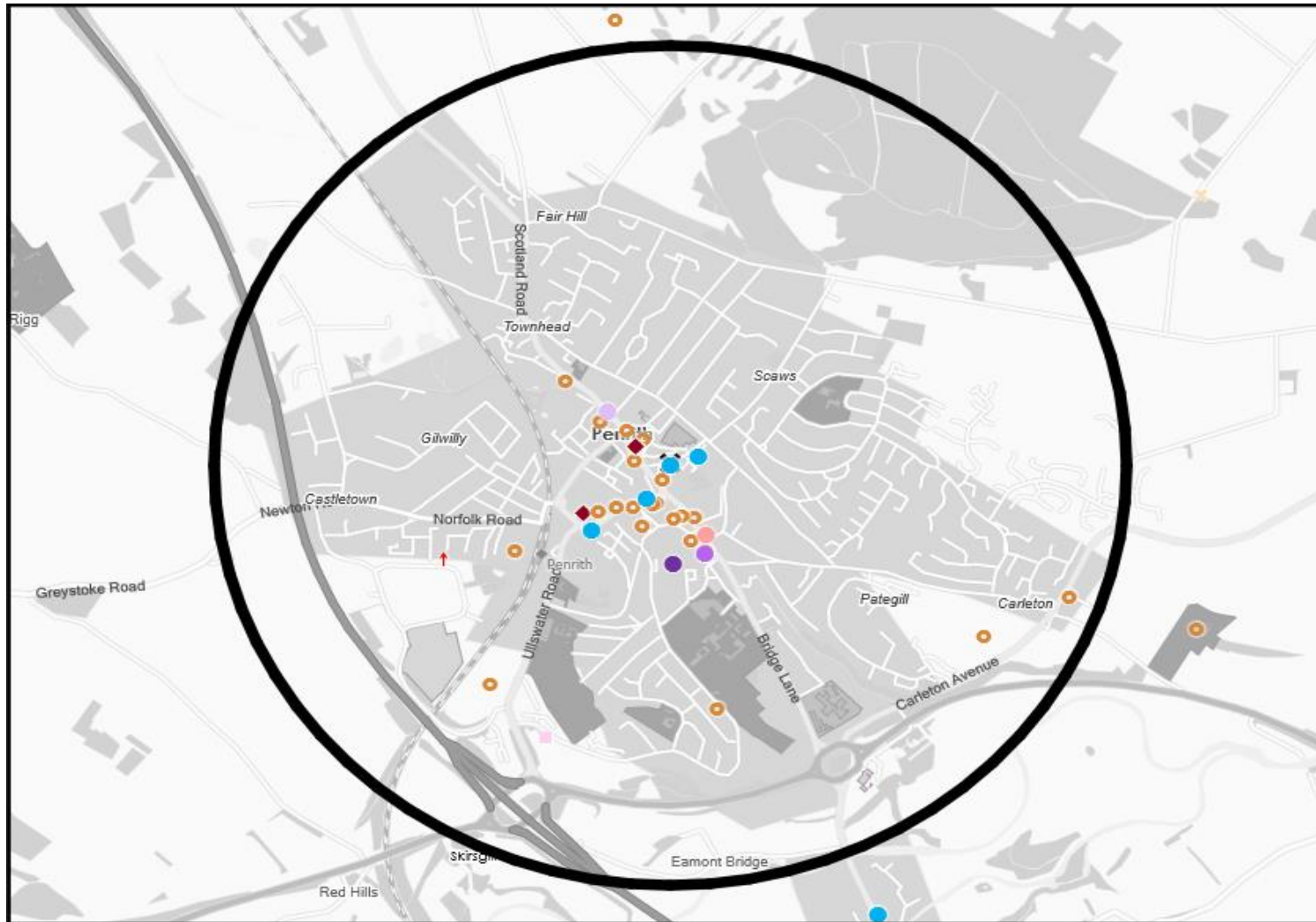
Name	Description	License Type	Owner Name	Postcode
Penrith Conservative Club	Independent Free	Registered Club	Independent Free	CA11 7AB
Robin Hood	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CA11 7AG
Giannis Ristorante Pizzeria	Independent Free	Pubs & Full On	Independent Free	CA11 7BY
Board & Elbow Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CA11 7HS
Dockray Hall	Independent Free	Pubs & Full On	Independent Free	CA11 7DE
Penrith Players Theatre Club	Independent Free	Pubs & Full On	Independent Free	CA11 7JG
Salsa	Independent Free	Restaurant	Independent Free	CA11 7HX
Agricultural Hotel	Jennings	Pubs & Full On	Jennings	CA11 7JE
Beacon Social Club	Independent Free	Registered Club	Independent Free	CA11 7NB
Royal British Legion Club	Independent Free	Registered Club	Independent Free	CA11 7PG
Royal	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CA11 7PZ
George Hotel	Independent Free	Pubs & Full On	Independent Free	CA11 7SU
Pinney	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CA11 7TA
Grey Goat Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CA11 7TJ
Woolpack	Punch Pub Company	Pubs & Full On	Punch Pub Company	CA11 7TA
Druids Arms	Independent Free	Pubs & Full On	Independent Free	CA11 7TJ
Penrith Cricket Club	Independent Free	Registered Club	Independent Free	CA11 8PE
North Lakes Hotel & Spa	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	CA11 8QT
Penrith Rugby Club	Independent Free	Registered Club	Independent Free	CA11 8RQ
Cross Keys Inn	Independent Free	Pubs & Full On	Independent Free	CA11 8TP
Penrith Truck Stop	Independent Free	Restaurant	Independent Free	CA11 9DP
Taste Of Bengal	Independent Free	Restaurant	Independent Free	CA11 7NJ
Station Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CA11 7JB
Dog Beck	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CA11 8JH
Jenkinson Truck Stop Penrith	Nightowl Limited	Residential	Nightowl Limited	CA11 9EH
La Casita	Independent Free	Pubs & Full On	Independent Free	CA11 7XF
Warehouse	Independent Free	Pubs & Full On	Independent Free	CA11 7TA
Foundry 34	Independent Free	Restaurant	Independent Free	CA11 7TA
Grants Of Castlegate	Independent Free	Pubs & Full On	Independent Free	CA11 7HY
Penrith Leisure Centre	Independent Free	Proprietary Club	Independent Free	CA11 8JH
Xaivers Cafe And Wine Bar	Independent Free	Pubs & Full On	Independent Free	CA11 8HN
Indian Plaza	Independent Free	Restaurant	Independent Free	CA11 7PT
Blue Jay Way	Independent Free	Pubs & Full On	Independent Free	CA11 7AY
Lounge Hotel & Bar	Independent Free	Pubs & Full On	Independent Free	CA11 7AJ
Villa Bianca	Independent Free	Restaurant	Independent Free	CA11 7PX
Cranstons Cumbria Food Hall & Cafe Osv	Independent Free	Restaurant	Independent Free	CA11 7EH
Fell Bar	Independent Free	Pubs & Full On	Independent Free	CA11 7AY
Courtyard	Independent Free	Restaurant	Independent Free	CA11 7DA
Lonsdale Alhambra Cinema	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CA11 7PT
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	CA11 7FG
Woodstone Pizza & Grill	Independent Free	Restaurant	Independent Free	CA11 7BQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03910_Pinny, Cumbria, CA11 7TA (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,392	18.0	22.0	82		
2 Rising Prosperity	249	3.2	10.3	31		
3 Comfortable Communities	2,338	30.3	26.3	115		
4 Financially Stretched	2,844	36.8	23.7	155		
5 Urban Adversity	851	11.0	17.4	63		
6 Not Private Households	45	0.6	0.3	175		
Total households						
7,719						



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Group Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A	Lavish Lifestyles	16	0.2	1.1	19	<div><div></div></div>		
1.B	Executive Wealth	651	8.4	11.2	75	<div><div></div></div>		
1.C	Mature Money	725	9.4	9.6	98	<div><div></div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div><div></div></div>		
2.E	Career Climbers	249	3.2	6.3	51	<div><div></div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	310	4.0	5.7	70	<div><div></div></div>		
3.G	Successful Suburbs	584	7.6	5.9	128	<div><div></div></div>		
3.H	Steady Neighbourhoods	475	6.2	7.4	84	<div><div></div></div>		
3.I	Comfortable Seniors	852	11.0	2.9	385	<div><div></div></div>		
3.J	Starting Out	117	1.5	4.4	34	<div><div></div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0	<div><div></div></div>		
4.L	Modest Means	1,032	13.4	7.9	168	<div><div></div></div>		
4.M	Striving Families	868	11.2	7.5	151	<div><div></div></div>		
4.N	Poorer Pensioners	944	12.2	5.8	210	<div><div></div></div>		
5. Urban Adversity								
5.O	Young Hardship	556	7.2	6.2	116	<div><div></div></div>		
5.P	Struggling Estates	82	1.1	5.9	18	<div><div></div></div>		
5.Q	Difficult Circumstances	213	2.8	5.3	52	<div><div></div></div>		
6. Not Private Households								
6.R	Not Private Households	45	0.6	0.3	175	<div><div></div></div>		
Total households		7,719						

Acorn Group Pen Portrait

4 L Modest Means

4.1M
UK Adults7.7%
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.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)

Base: Great Britain

Year: 2022

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	0.2	0			
	1.A.3 Large house luxury	16	0.2	0.9	24			
1.B Executive Wealth								
	1.B.4 Asset rich families	517	6.7	2.6	255			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	111	1.4	2.2	65			
	1.B.7 Affluent professionals	4	0.1	0.8	6			
	1.B.8 Prosperous suburban families	2	0.0	1.5	2			
	1.B.9 Well-off edge of towners	17	0.2	1.6	14			
1.C Mature Money								
	1.C.10 Better-off villagers	94	1.2	3.0	40			
	1.C.11 Settled suburbia, older people	219	2.8	2.8	100			
	1.C.12 Retired and empty nesters	270	3.5	2.5	142			
	1.C.13 Upmarket downsizers	142	1.8	1.3	142			
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	216	2.8	1.9	146			
	2.E.19 First time buyers in small, modern homes	33	0.4	3.3	13			
	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	7	0.1	1.5	6			
	3.F.22 Older couples and families in rural areas	1	0.0	1.0	1			
	3.F.23 Owner occupiers in small towns and villages	302	3.9	3.2	122			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	316	4.1	2.7	154			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	268	3.5	2.4	144			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	428	5.5	3.4	161			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	47	0.6	2.3	26			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	693	9.0	2.4	377			
	3.I.31 Elderly singles in purpose-built accommodation	159	2.1	0.5	426			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	6	0.1	2.1	4			
	3.J.33 Smaller houses and starter homes	111	1.4	2.3	62			
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	1.9	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	227	2.9	1.4	205			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	307	4.0	2.6	151			
	4.L.39 Fading owner occupied terraces	498	6.5	2.9	222			
	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	157	2.0	1.6	128			
	4.M.42 Struggling young families in post-war terraces	35	0.5	1.6	28			
	4.M.43 Families in right-to-buy estates	212	2.7	2.1	134			
	4.M.44 Post-war estates, limited means	464	6.0	2.2	274			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	88	1.1	0.8	145			
	4.N.46 Elderly people in social rented flats	147	1.9	1.1	180			
	4.N.47 Low income older people in smaller semis	440	5.7	2.3	252			
	4.N.48 Pensioners and singles in social rented flats	269	3.5	1.7	202			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	267	3.5	2.2	160			
	5.O.50 Struggling younger people in mixed tenure	196	2.5	1.8	143			
	5.O.51 Young people in small, low cost terraces	93	1.2	2.3	53			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	34	0.4	1.6	28			
	5.P.53 Low income terraces	0	0.0	0.8	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	48	0.6	1.6	39			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	21	0.3	1.5	18			
	5.Q.58 Singles and young families, some receiving benefits	116	1.5	1.8	85			
	5.Q.59 Deprived areas and high-rise flats	76	1.0	2.0	49			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	3	0.0	0.1	66			
	6.R.61 Inactive communal population	42	0.5	0.3	198			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,719						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03910_Pinny, Cumbria, CA11 7TA (1 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

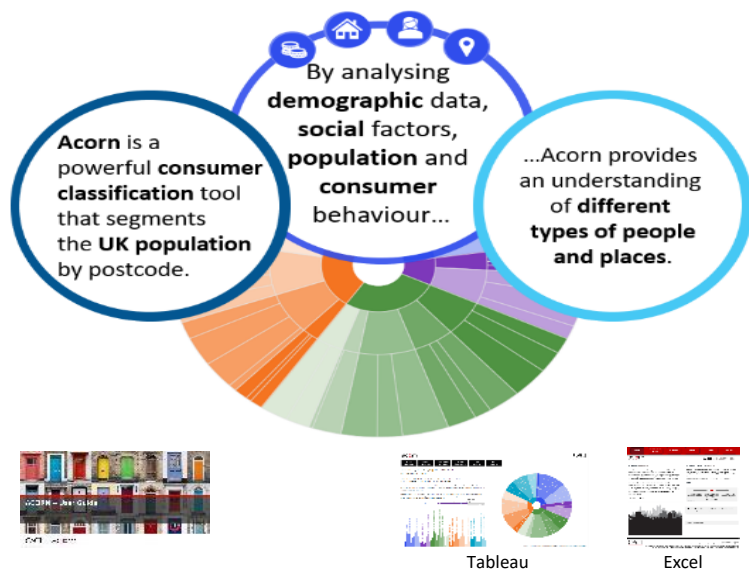
GROUP

TYPE

MAP

WHAT IS ACORN?

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
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

