

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)

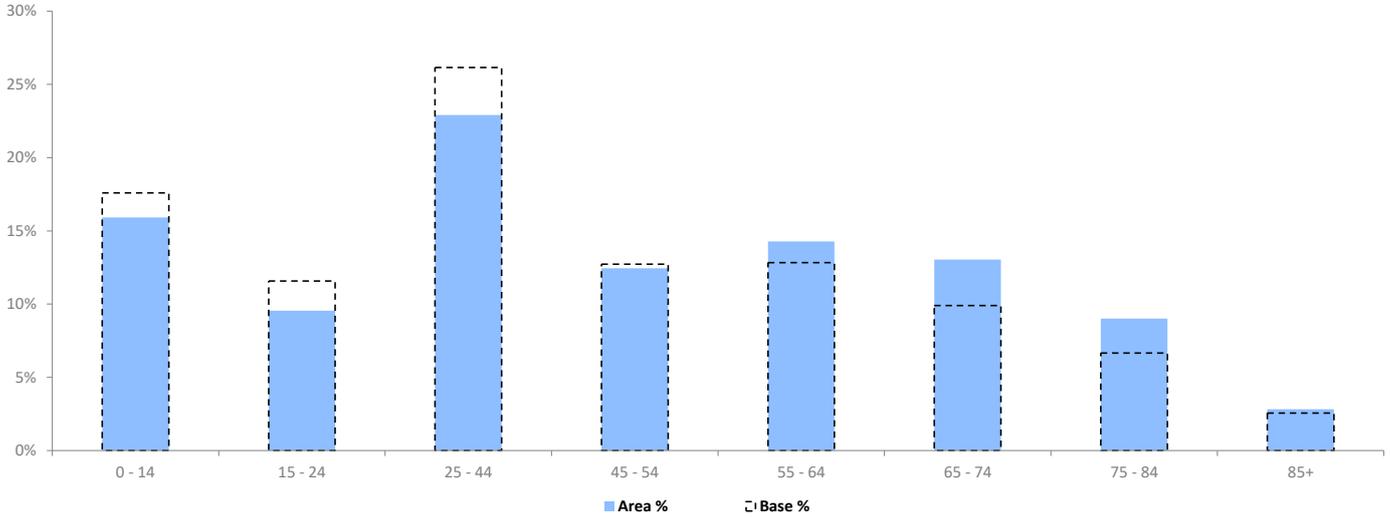


# POPULATION PROJECTIONS

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Area: P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,767	15.9	17.6	90			
15 - 24	1,061	9.6	11.6	83			
25 - 44	2,544	22.9	26.2	88			
45 - 54	1,382	12.4	12.7	98			
55 - 64	1,586	14.3	12.8	111			
65 - 74	1,449	13.1	9.9	132			
75 - 84	1,001	9.0	6.7	135			
85+	313	2.8	2.6	110			
<b>Total population</b>	<b>11,103</b>						



# EXPENDITURE

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Area: P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)  
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 Year: 2022

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£343,132	£65.41	£73.74	89			
2. Alcoholic beverages, tobacco and narcotics	£147,558	£28.13	£27.43	103			
3. Clothing & Footwear	£187,587	£35.76	£41.92	85			
4. Housing, water, electricity, gas and other fuels	£362,775	£69.15	£92.23	75			
5. Furnishings, equipment and routine maintenance	£181,442	£34.59	£39.49	88			
6. Health	£71,408	£13.61	£16.97	80			
7. Transport	£474,126	£90.38	£115.30	78			
8. Communication	£66,878	£12.75	£14.64	87			
9. Recreation & Culture	£446,947	£85.20	£100.48	85			
10. Education	£29,063	£5.54	£22.34	25			
11. Restaurants & Hotels	£348,946	£66.52	£82.30	81			
12. Miscellaneous goods and services	£478,435	£91.20	£104.94	87			
<b>Total Expenditure</b>	<b>£3,138,296</b>	<b>£598.23</b>	<b>£731.77</b>	<b>82</b>			



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.

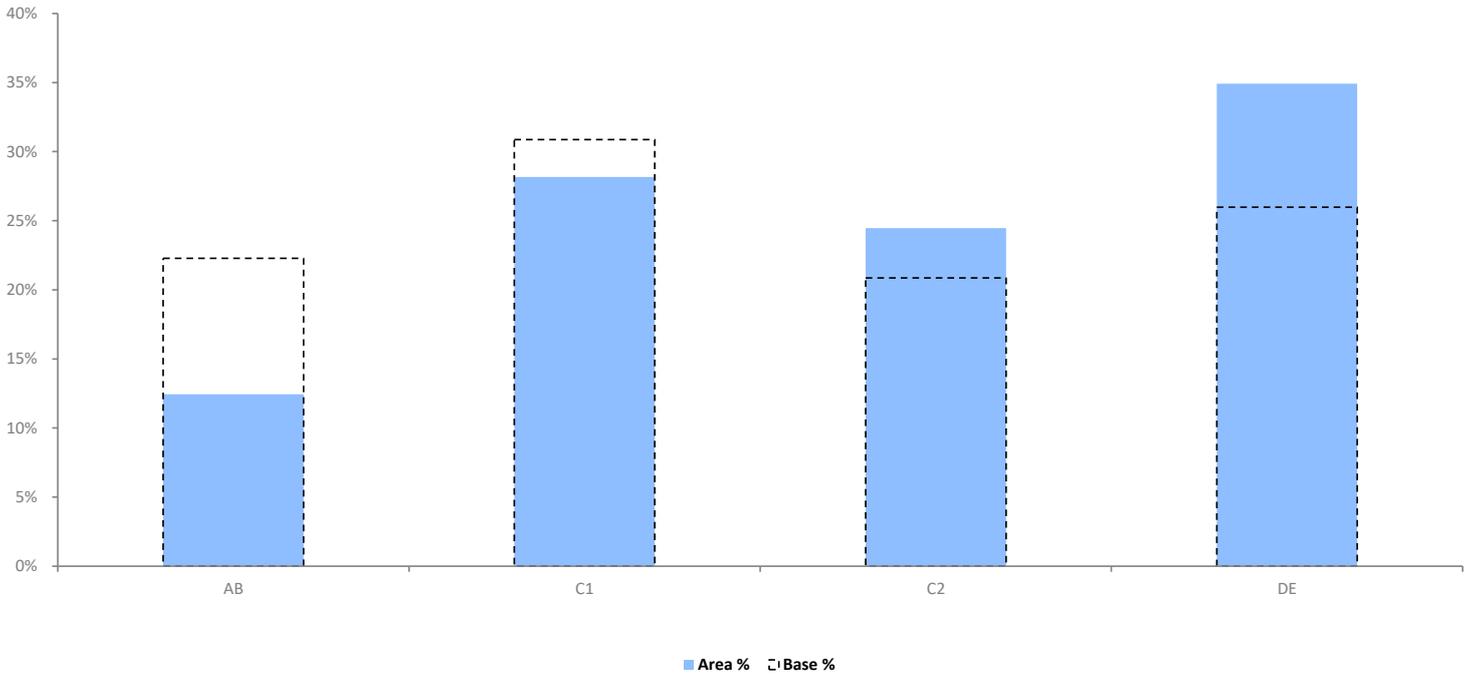
# UP TO DATE DEMOGRAPHICS

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Area: P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)  
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 Year: 2022

## SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	644	12.4	22.3	56			
C1: Supervisory, clerical, jr managerial/admin/professional	1,457	28.2	30.9	91			
C2: Skilled manual workers	1,266	24.5	20.9	117			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,806	34.9	26.0	134			
<b>Total household reference persons aged 16 to 64</b>	<b>5,173</b>						



# CGA LICENCED PREMISES

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Area: P04215\_Thornton Arms, Burnley, BB10 3JS (  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	36.0	82.8	44			
Proprietary Club	0	0.0	7.5	0			
Registered Club	4	36.0	28.7	125			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Worsthorne Social Club	Independent Free	Registered Club	Independent Free	BB10 3PY
Thornton Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BB10 3JS
Crooked Billet	Independent Free	Pubs & Full On	Independent Free	BB10 3NQ
Bay Horse Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BB10 3NH
Clarets Foundation Lounge	Independent Free	Registered Club	Independent Free	BB10 4BX
Burnley Football & Athletic Co	Independent Free	Registered Club	Independent Free	BB10 4BX
Park View	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BB10 4DZ
Hargreaves Bar	Independent Free	Registered Club	Independent Free	BB10 4BX

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Area: P04215\_Thornton Arms, Burnley, BB10 3JS (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:** P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	661	12.8	22.0	58		
 2 Rising Prosperity	104	2.0	10.3	20		
 3 Comfortable Communities	1,095	21.2	26.3	80		
 4 Financially Stretched	1,856	35.9	23.7	151		
 5 Urban Adversity	1,451	28.0	17.4	161		
 6 Not Private Households	6	0.1	0.3	35		
 Graph						
<b>Total households</b>	<b>5,173</b>					

### 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:** P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	206	4.0	11.2	35			
1.C Mature Money	455	8.8	9.6	91			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	104	2.0	6.3	32			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	182	3.5	5.7	61			
3.G Successful Suburbs	243	4.7	5.9	80			
3.H Steady Neighbourhoods	296	5.7	7.4	78			
3.I Comfortable Seniors	349	6.7	2.9	235			
3.J Starting Out	25	0.5	4.4	11			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	665	12.9	7.9	162			
4.M Striving Families	504	9.7	7.5	130			
4.N Poorer Pensioners	687	13.3	5.8	228			
<b>5. Urban Adversity</b>							
5.O Young Hardship	761	14.7	6.2	237			
5.P Struggling Estates	133	2.6	5.9	43			
5.Q Difficult Circumstances	557	10.8	5.3	204			
<b>6. Not Private Households</b>							
6.R Not Private Households	6	0.1	0.3	35			
<b>Total households</b>	<b>5,173</b>						

### 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 <b>25-44</b>	Children at home <b>1</b>
House tenure Privately renting	Family structure Single parent
Number of beds <b>2</b>	House type Terraced

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>56%</b> <small>UK average: 59%</small>	Shopping online makes my life easier <b>61%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>29%</b> <small>UK average: 28%</small>
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**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: P04215\_Thornton Arms, Burnley, BB10 3JS (1 Mile contour)  
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Sort by:  Acorn Structure  
 Index  
 Profile %

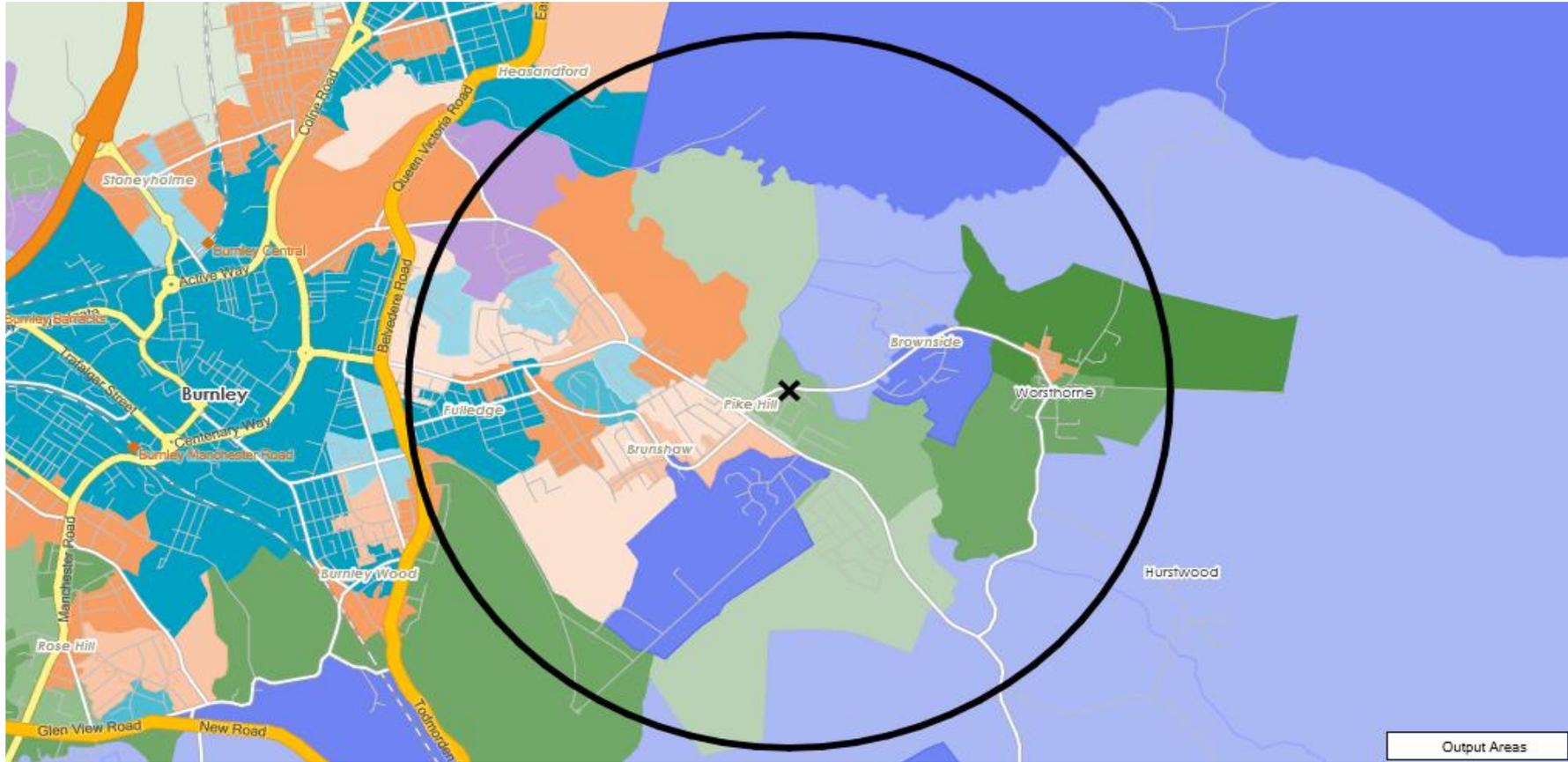
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	159	3.1	2.6	117			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	47	0.9	2.2	41			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	216	4.2	3.0	138			
1.C.11 Settled suburbia, older people	181	3.5	2.8	124			
1.C.12 Retired and empty nesters	58	1.1	2.5	45			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	104	2.0	1.9	105			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	25	0.5	1.0	47			
3.F.23 Owner occupiers in small towns and villages	157	3.0	3.2	95			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	54	1.0	2.7	39			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	189	3.7	2.4	151			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	277	5.4	3.4	156			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	19	0.4	2.3	16			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	349	6.7	2.4	283			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	25	0.5	2.3	21			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	345	6.7	2.6	254			
4.L.39 Fading owner occupied terraces	320	6.2	2.9	213			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	24	0.5	1.6	29			
4.M.42 Struggling young families in post-war terraces	36	0.7	1.6	42			
4.M.43 Families in right-to-buy estates	42	0.8	2.1	40			
4.M.44 Post-war estates, limited means	402	7.8	2.2	355			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	49	0.9	0.8	121			
4.N.46 Elderly people in social rented flats	217	4.2	1.1	396			
4.N.47 Low income older people in smaller semis	214	4.1	2.3	183			
4.N.48 Pensioners and singles in social rented flats	207	4.0	1.7	232			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	10	0.2	1.8	11			
5.O.51 Young people in small, low cost terraces	751	14.5	2.3	641			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	59	1.1	1.6	72			
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	74	1.4	1.6	89			
<b>5.Q Difficult Circumstances</b>							
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	366	7.1	1.8	398			
5.Q.59 Deprived areas and high-rise flats	191	3.7	2.0	184			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	6	0.1	0.3	42			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,173</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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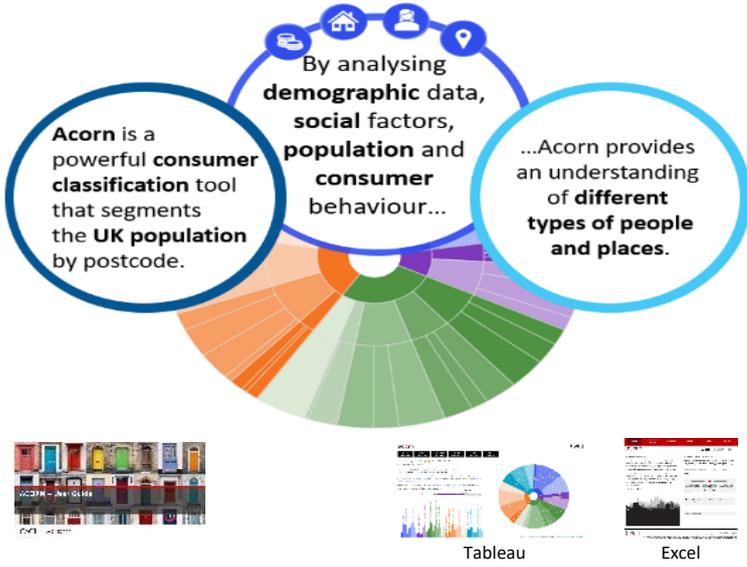
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ACORN - WHAT IS IT?

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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		

**1 Affluent Achievers**

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

