














ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Pineapple InnOL2 8AD (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,205	14.6	22.0	67		
 2 Rising Prosperity	50	0.6	10.1	6		
 3 Comfortable Communities	2,533	30.7	26.2	117		
 4 Financially Stretched	2,935	35.6	23.7	150		
 5 Urban Adversity	1,524	18.5	17.6	105		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	8,247					

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

Acorn Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

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

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Pineapple InnOL2 8AD (1 Mile contour)
Base: Great Britain
Year: 2021

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	620	7.5	11.2	67			
1.C Mature Money	585	7.1	9.6	74			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	50	0.6	6.2	10			
3. Comfortable Communities							
3.F Countryside Communities	23	0.3	5.7	5			
3.G Successful Suburbs	551	6.7	5.9	114			
3.H Steady Neighbourhoods	796	9.7	7.4	131			
3.I Comfortable Seniors	837	10.1	2.9	349			
3.J Starting Out	326	4.0	4.3	91			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,479	17.9	7.9	227			
4.M Striving Families	812	9.8	7.5	130			
4.N Poorer Pensioners	644	7.8	5.9	132			
5. Urban Adversity							
5.O Young Hardship	784	9.5	6.1	155			
5.P Struggling Estates	185	2.2	6.1	37			
5.Q Difficult Circumstances	555	6.7	5.3	126			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	8,247						

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 (Average: £40k), London £42k (Average: £44k) % Disposable Income: UK 45% (Average: 44%), London 34% (Average: 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?
----------	-------	------	-----	----------------

ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Pineapple InnOL2 8AD (1 Mile contour)
 Base: Great Britain
 Year: 2021

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	102	1.2	2.6	47			
1.B.5 Wealthy countryside commuters	7	0.1	2.4	4			
1.B.6 Financially comfortable families	343	4.2	2.2	189			
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	168	2.0	1.6	126			
1.C Mature Money							
1.C.10 Better-off villagers	17	0.2	3.0	7			
1.C.11 Settled suburbia, older people	547	6.6	2.9	232			
1.C.12 Retired and empty nesters	15	0.2	2.5	7			
1.C.13 Upmarket downsizers	6	0.1	1.3	6			
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	50	0.6	1.9	32			
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			
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	23	0.3	3.2	9			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	274	3.3	2.6	126			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	277	3.4	2.4	139			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	455	5.5	3.4	160			
3.H.28 Owner occupied terraces, average income	2	0.0	1.6	2			
3.H.29 Established suburbs, older families	339	4.1	2.3	176			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	837	10.1	2.4	420			
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	45	0.5	2.1	26			
3.J.33 Smaller houses and starter homes	281	3.4	2.3	151			
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	15	0.2	1.4	13			
4.L.38 Semi-skilled workers in traditional neighbourhoods	330	4.0	2.6	152			
4.L.39 Fading owner occupied terraces	1,130	13.7	2.9	476			
4.L.40 High occupancy terraces, culturally diverse family areas	4	0.0	1.0	5			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	3	0.0	1.6	2			
4.M.42 Struggling young families in post-war terraces	194	2.4	1.7	141			
4.M.43 Families in right-to-buy estates	345	4.2	2.1	201			
4.M.44 Post-war estates, limited means	270	3.3	2.2	149			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	103	1.2	0.8	159			
4.N.46 Elderly people in social rented flats	112	1.4	1.1	125			
4.N.47 Low income older people in smaller semis	160	1.9	2.3	85			
4.N.48 Pensioners and singles in social rented flats	269	3.3	1.8	185			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	40	0.5	2.1	23			
5.O.50 Struggling younger people in mixed tenure	81	1.0	1.7	56			
5.O.51 Young people in small, low cost terraces	663	8.0	2.3	357			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	166	2.0	1.6	124			
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	19	0.2	1.6	14			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	43	0.5	1.5	34			
5.Q.58 Singles and young families, some receiving benefits	184	2.2	1.8	125			
5.Q.59 Deprived areas and high-rise flats	328	4.0	2.0	195			
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	8,247						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: ATLT_Pineapple InnOL2 8AD (1 Mile contour)



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

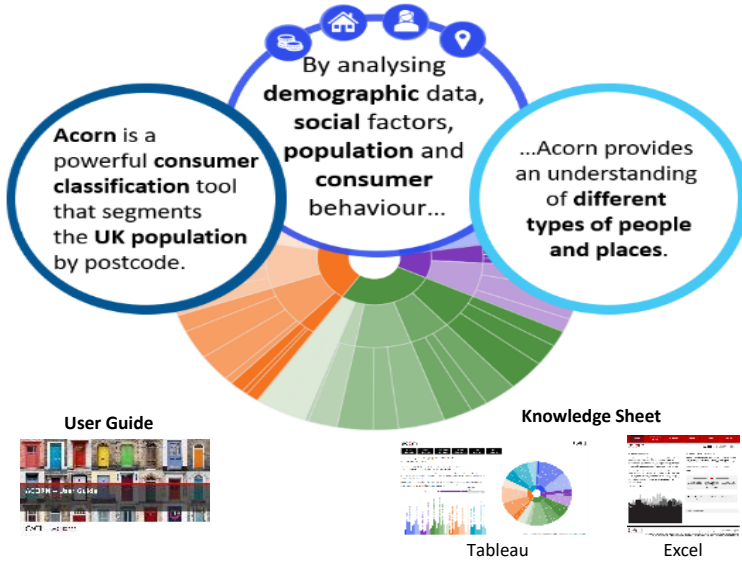
Acorn Groups

- 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?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	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

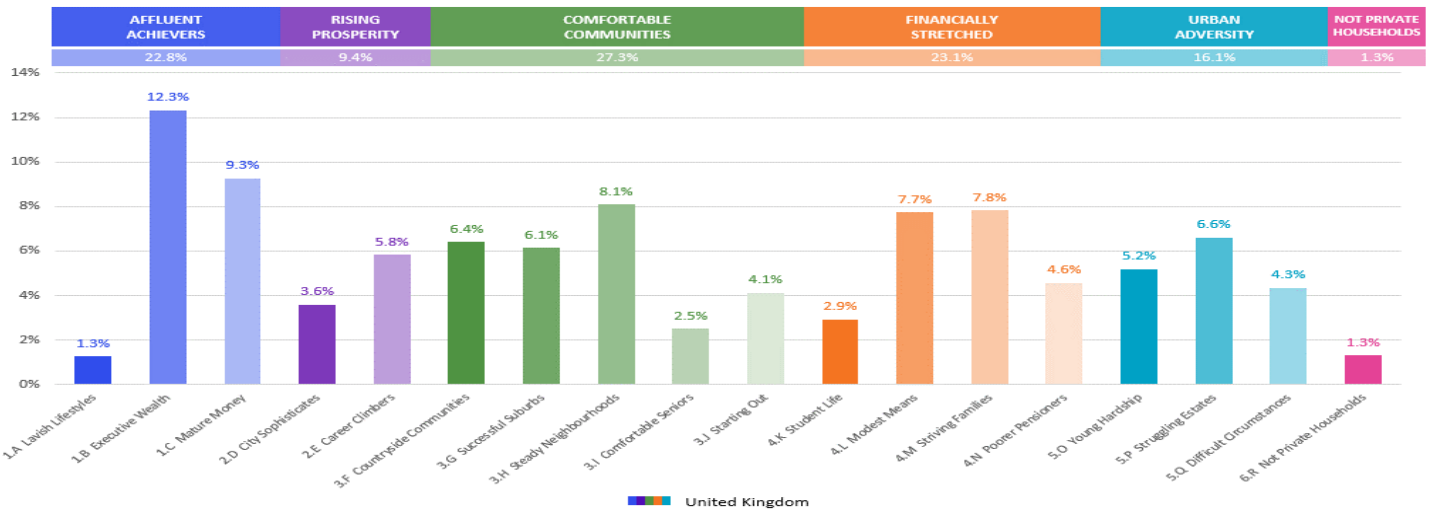
House tenure: Owned outright

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

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Pineapple InnOL2 8AD (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	73.7	84.9	87			
Proprietary Club	1	5.3	8.1	65			
Registered Club	8	42.1	29.9	141			
Restaurant	2	10.5	34.6	30			
Residential	0	0.0	3.5	0			

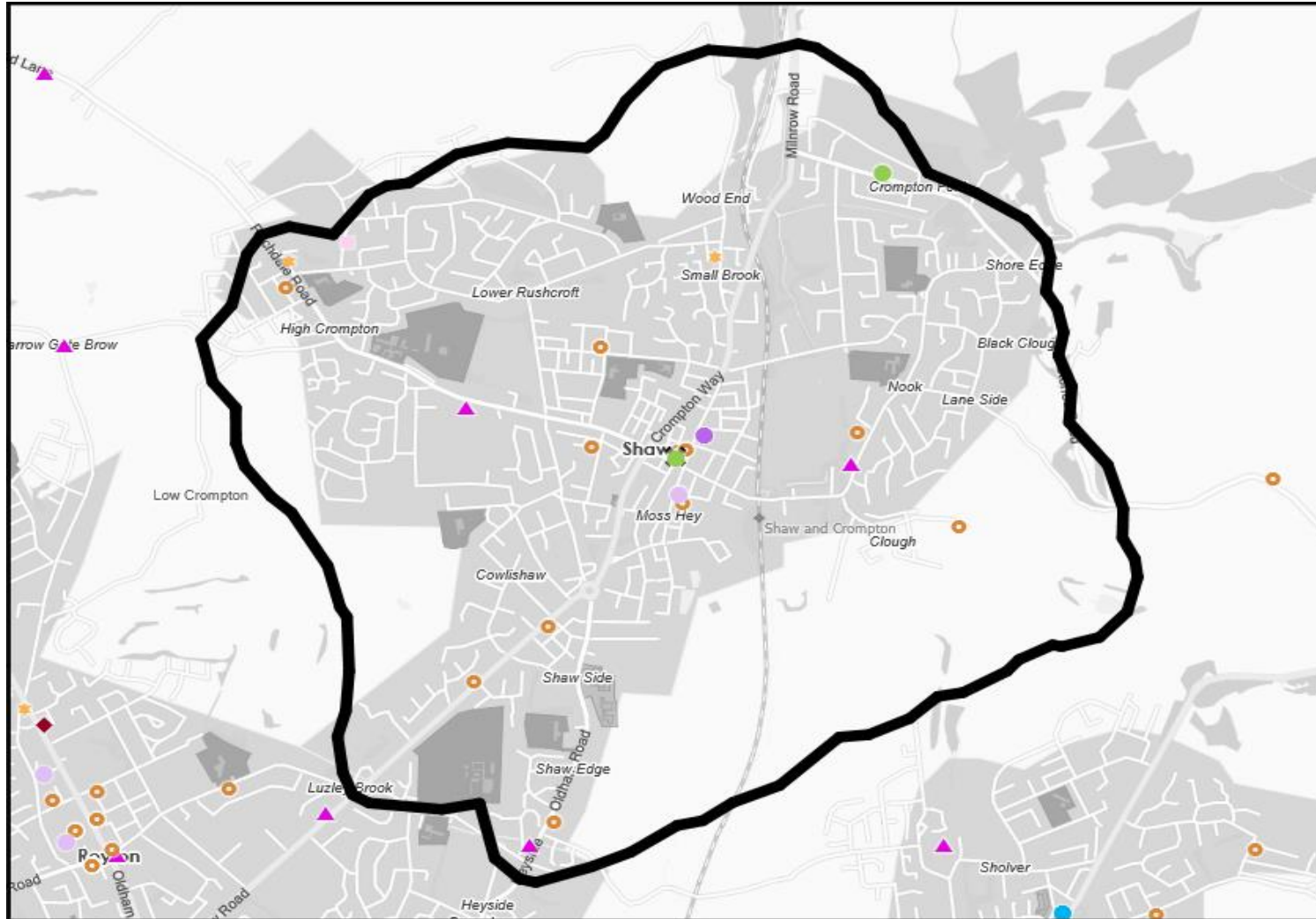
Name	Description	License Type	Owner Name	Postcode
Duke Of York	JW Lees	Pubs & Full On	JW Lees	OL 2 6NB
Heyside CC	Independent Free	Registered Club	Independent Free	OL 2 6ND
Shaw Masonic Hall	Independent Free	Registered Club	Independent Free	OL 2 7AJ
Black Horse	JW Lees	Pubs & Full On	JW Lees	OL 2 7JD
Old Bulls Head	Sam Smith	Pubs & Full On	Sam Smith	OL 2 7PD
North Star	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	OL 2 7PR
Crompton Cricket Club	Independent Free	Registered Club	Independent Free	OL 2 7SF
Crompton Bowl Club	Independent Free	Registered Club	Independent Free	OL 2 7SF
Commercial Inn	Sam Smith	Pubs & Full On	Sam Smith	OL 2 7UQ
Pineapple Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 2 8AD
Crompton Central Working Mens Club	Independent Free	Registered Club	Independent Free	OL 2 8AE
Disham Restaurant	Independent Free	Restaurant	Independent Free	OL 2 8AP
Park Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 2 8DW
Shawside	Independent Free	Proprietary Club	Independent Free	OL 2 8JB
Coach & Horses	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL 2 8NR
Blue Bell	Independent Free	Pubs & Full On	Independent Free	OL 2 8NR
Playhouse 2	Independent Free	Pubs & Full On	Independent Free	OL 2 8NX
Shaw Comrades Social Club	Independent Free	Registered Club	Independent Free	OL 2 8SB
Higher Crompton Conservative Club	Independent Free	Registered Club	Independent Free	OL 2 7NJ
Morning Star	JW Lees	Pubs & Full On	JW Lees	OL 2 8HZ
Kismoth	Independent Free	Restaurant	Independent Free	OL 2 6PG
Shaw Cricket Club	Independent Free	Registered Club	Independent Free	OL 2 8QG
Shay Wake	Wetherspoon	Pubs & Full On	Wetherspoon	OL 2 8EQ
Legends	Independent Free	Pubs & Full On	Independent Free	OL 2 8AD
Gin Gin Bar	Independent Free	Pubs & Full On	Independent Free	OL 2 8AP

MAP OF AREA

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: ATLT_Pineapple InnOL2 8AD (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