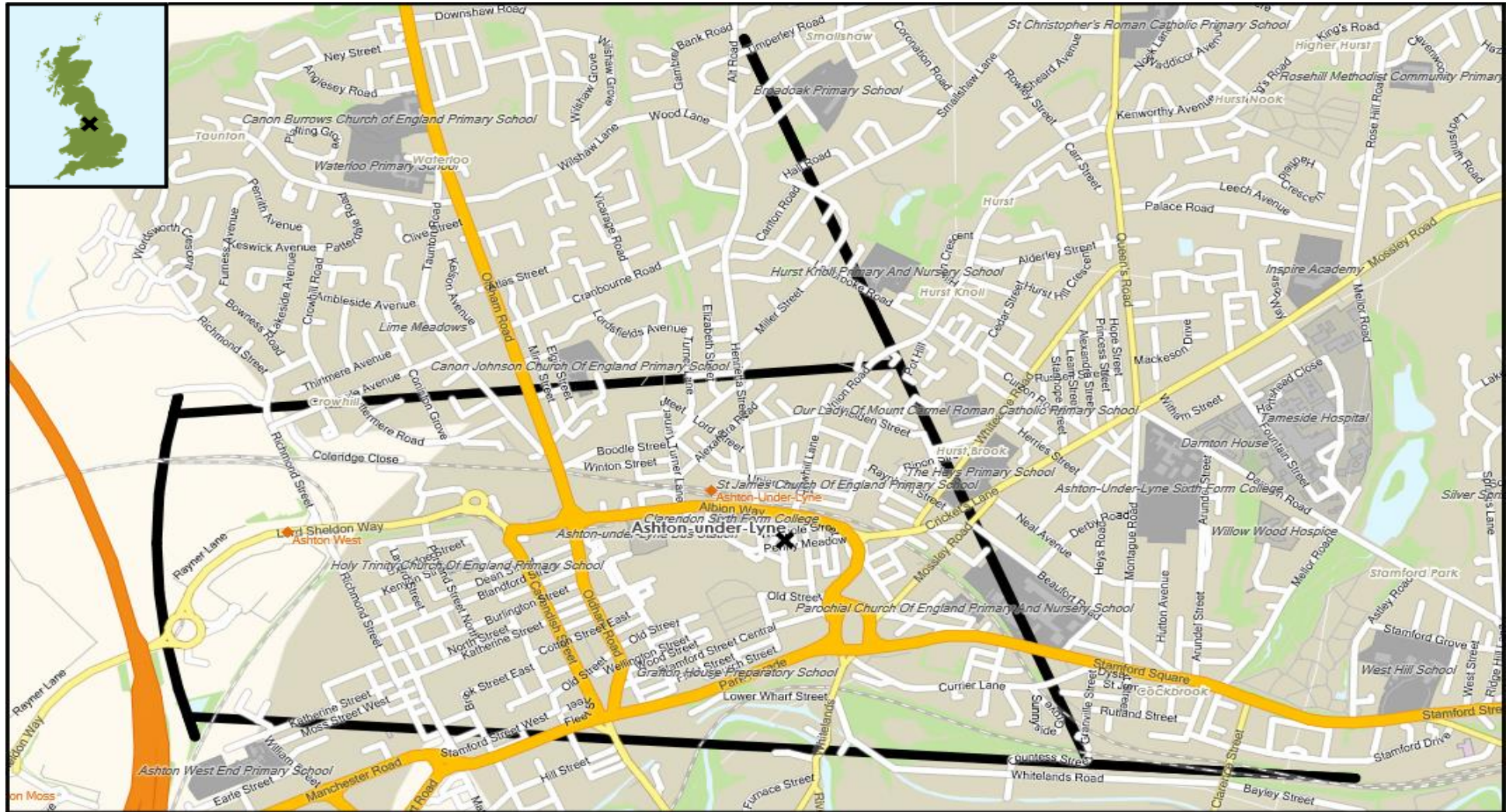


MAP OF AREA

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Source: OS Open Data 2018

Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (1 Mile contour)

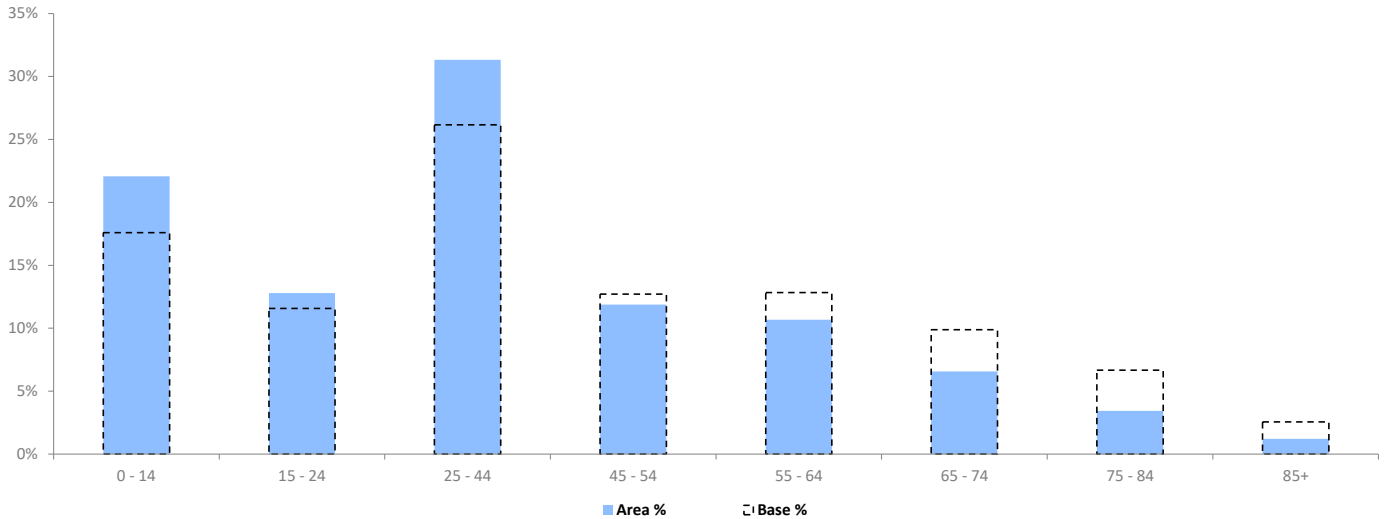


POPULATION PROJECTIONS

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Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,354	22.1	17.6	126			
15 - 24	1,363	12.8	11.6	110			
25 - 44	3,340	31.3	26.2	120			
45 - 54	1,267	11.9	12.7	93			
55 - 64	1,139	10.7	12.8	83			
65 - 74	701	6.6	9.9	66			
75 - 84	367	3.4	6.7	52			
85+	129	1.2	2.6	47			
Total population	10,660						



EXPENDITURE

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Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (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	£262,007	£57.03	£73.74	77			
2. Alcoholic beverages, tobacco and narcotics	£117,348	£25.54	£27.43	93			
3. Clothing & Footwear	£157,196	£34.22	£41.92	82			
4. Housing, water, electricity, gas and other fuels	£267,879	£58.31	£92.23	63			
5. Furnishings, equipment and routine maintenance	£119,772	£26.07	£39.49	66			
6. Health	£41,288	£8.99	£16.97	53			
7. Transport	£318,287	£69.28	£115.30	60			
8. Communication	£55,406	£12.06	£14.64	82			
9. Recreation & Culture	£280,483	£61.05	£100.48	61			
10. Education	£26,922	£5.86	£22.34	26			
11. Restaurants & Hotels	£219,097	£47.69	£82.30	58			
12. Miscellaneous goods and services	£315,093	£68.59	£104.94	65			
Total Expenditure	£2,180,778	£474.70	£731.77	65			

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.

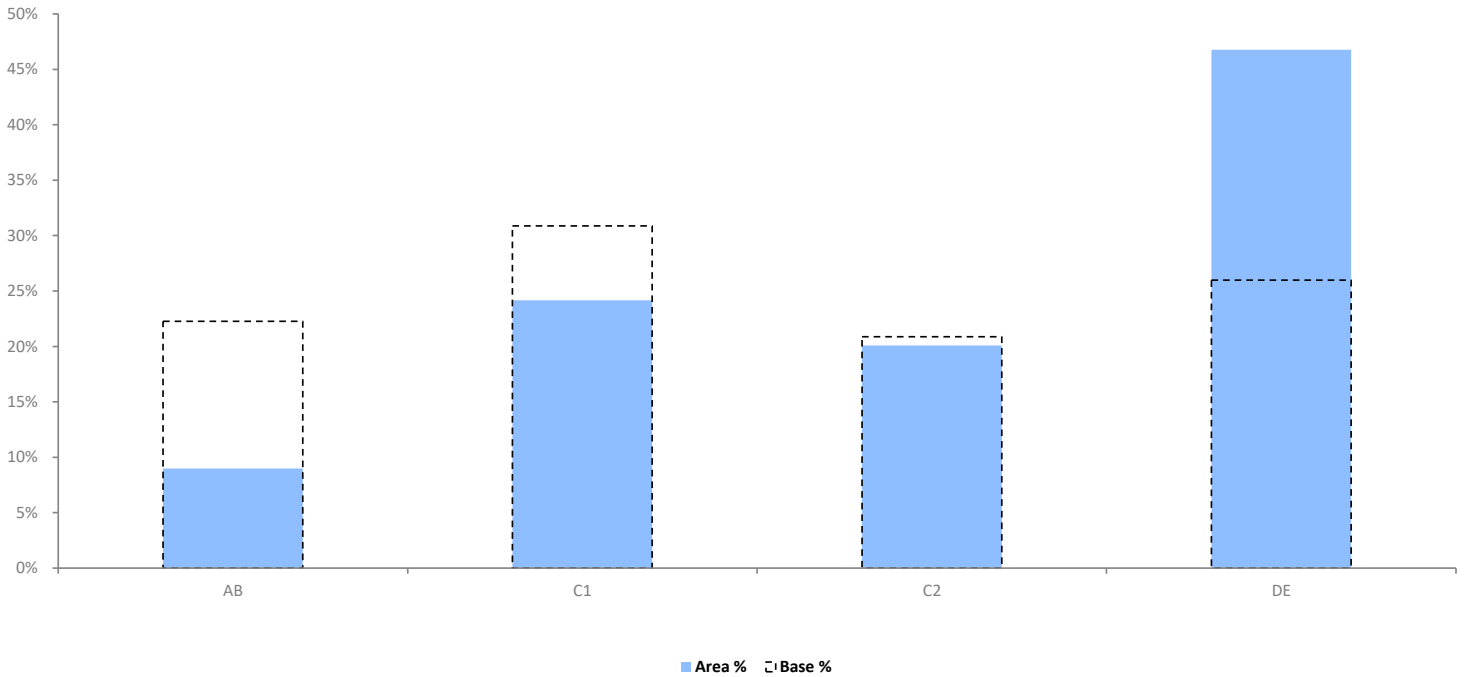
UP TO DATE DEMOGRAPHICS

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Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (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	419	9.0	22.3	40	[Bar chart showing index values]		
C1: Supervisory, clerical, jr managerial/admin/professional	1,127	24.2	30.9	78			
C2: Skilled manual workers	936	20.1	20.9	96			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,181	46.8	26.0	180			
Total household reference persons aged 16 to 64	4,663						



CGA LICENCED PREMISES

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Area: P04589_Bowling Green, Ashton under Lyne,
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	24	225.1	82.8	272			
Proprietary Club	3	28.1	7.5	377			
Registered Club	1	9.4	28.7	33			
Restaurant	10	93.8	32.5	289			
Residential	0	0.0	2.8	0			

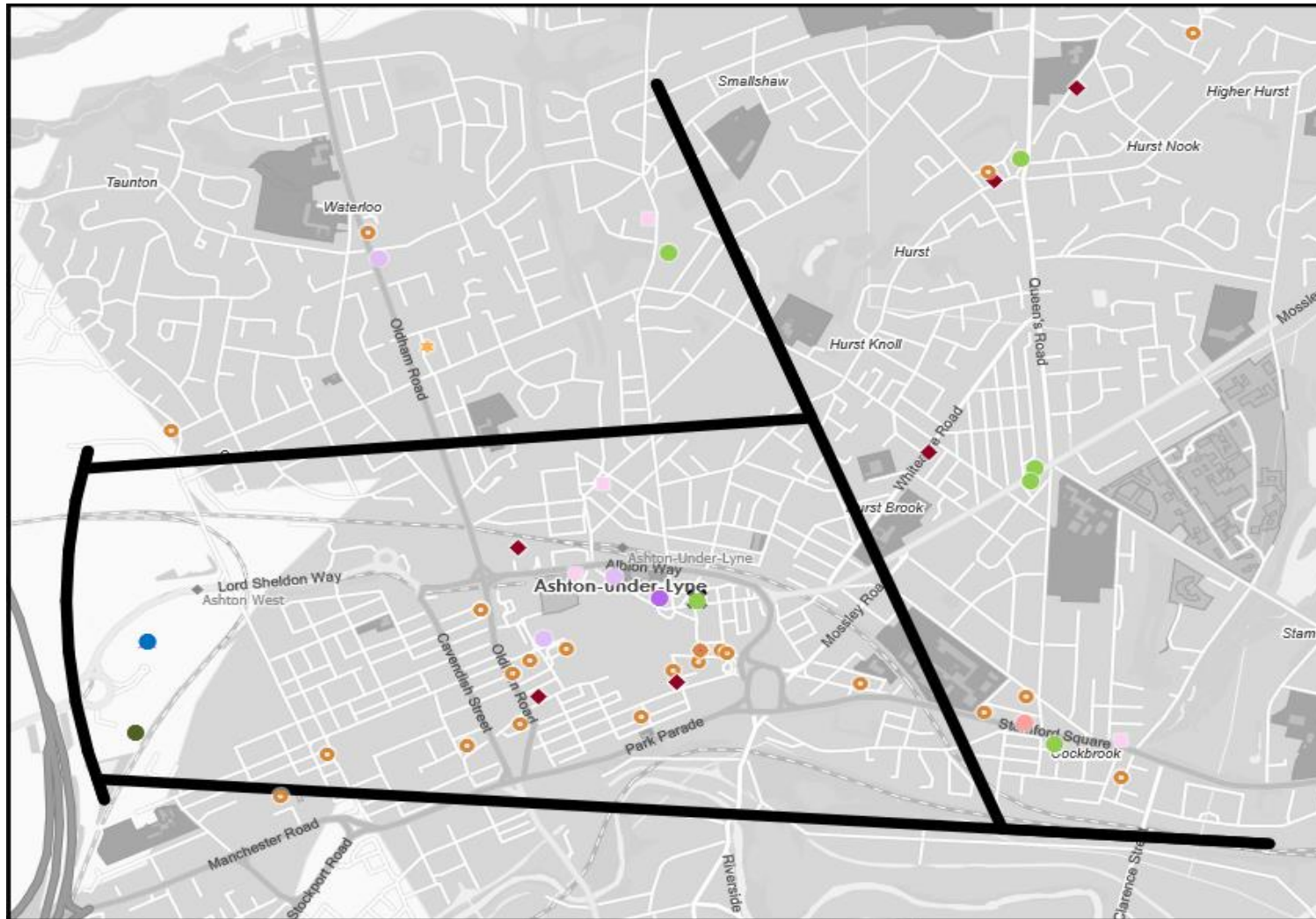
Name	Description	License Type	Owner Name	Postcode
Alexandra	Independent Free	Registered Club	Independent Free	OL 6 7DY
Feathers Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 6 6AD
Station	Independent Free	Pubs & Full On	Independent Free	OL 6 6XB
Ladysmith	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL 6 6DD
Prince Of Orange	Robinsons	Pubs & Full On	Robinsons	OL 6 6DW
Bowling Green	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 6 6EP
Time Zone	Independent Free	Pubs & Full On	Independent Free	OL 6 6LF
Number Fifteen	Independent Free	Pubs & Full On	Independent Free	OL 6 6AQ
Beau Geste	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL 6 7AE
Fat Lenny's Saloon	Independent Free	Pubs & Full On	Independent Free	OL 6 7AP
Ash Tree	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OL 6 6DA
Foresters Call	Independent Free	Pubs & Full On	Independent Free	OL 6 7SQ
Star Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 6 7SD
Witchwood	Independent Free	Pubs & Full On	Independent Free	OL 6 7SF
Ring Of Bells	Independent Free	Pubs & Full On	Independent Free	OL 6 7TS
Mynt	Unknown	Proprietary Club	Unknown	OL 6 6LB
Indian Ocean	Independent Free	Restaurant	Independent Free	OL 6 6QH
Junction Inn	Robinsons	Pubs & Full On	Robinsons	OL 6 8LP
Theatre Tavern	Independent Free	Pubs & Full On	Independent Free	OL 6 7AP
Gala Bingo	Gala Group	Proprietary Club	Gala Group	OL 6 6DJ
Top End Bar	Unknown	Pubs & Full On	Unknown	OL 6 6AD
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OL 7 0PG
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	OL 7 0PG
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	OL 7 0PG
Cineworld	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	OL 7 0PG
Chiquito	Restaurant Group	Restaurant	Restaurant Group	OL 7 0PG
Village	KSL Capital Partners	Pubs & Full On	KSL Capital Partners	OL 7 0LY
Puccini Restaurant	Independent Free	Restaurant	Independent Free	OL 6 7AW
Jade Garden	Independent Free	Restaurant	Independent Free	OL 6 6HA
Ash Tree Farm	Greene King	Pubs & Full On	Greene King	OL 7 0LY
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	OL 7 0PG
Five Guys	Five Guys	Restaurant	Five Guys	OL 7 0PG
Wagamama	Restaurant Group	Restaurant	Restaurant Group	OL 7 0PG
Tapsters	Independent Free	Pubs & Full On	Independent Free	OL 6 6LA
Rosie's Coffee Bar And Kitchen	Independent Free	Pubs & Full On	Independent Free	OL 6 7JJ
Lily's Indian Vegetarian Cusine	Independent Free	Restaurant	Independent Free	OL 6 7DY
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	OL 7 0PG
Heavenly Bar	Independent Free	Pubs & Full On	Independent Free	OL 6 6LB

MAP OF AREA

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Source: OS Open Data 2018

Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (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: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	36	0.8	22.0	4		
2 Rising Prosperity	0	0.0	10.3	0		
3 Comfortable Communities	272	5.8	26.3	22		
4 Financially Stretched	1,312	28.1	23.7	119		
5 Urban Adversity	3,034	65.1	17.4	374		
6 Not Private Households	9	0.2	0.3	58		
Total households	4,663					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (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	0	0.0	1.1	0		
1.B Executive Wealth	0	0.0	11.2	0		
1.C Mature Money	36	0.8	9.6	8		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.3	0		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	9	0.2	5.9	3		
3.H Steady Neighbourhoods	85	1.8	7.4	25		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	178	3.8	4.4	86		
4. Financially Stretched						
4.K Student Life	13	0.3	2.5	11		
4.L Modest Means	846	18.1	7.9	228		
4.M Striving Families	242	5.2	7.5	69		
4.N Poorer Pensioners	211	4.5	5.8	78		
5. Urban Adversity						
5.O Young Hardship	1,965	42.1	6.2	680		
5.P Struggling Estates	93	2.0	5.9	34		
5.Q Difficult Circumstances	976	20.9	5.3	396		
6. Not Private Households						
6.R Not Private Households	9	0.2	0.3	58		
Total households	4,663					

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:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

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: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	36	0.8	2.8	27			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	1.9	0			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	3	0.1	2.7	2			
3.G.25 Larger family homes, multi-ethnic areas	6	0.1	0.8	16			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	54	1.2	3.4	34			
3.H.28 Owner occupied terraces, average income	31	0.7	1.6	42			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	129	2.8	2.1	130			
3.J.33 Smaller houses and starter homes	49	1.1	2.3	45			
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	13	0.3	1.9	15			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	14	0.3	1.4	21			
4.L.38 Semi-skilled workers in traditional neighbourhoods	33	0.7	2.6	27			
4.L.39 Fading owner occupied terraces	112	2.4	2.9	83			
4.L.40 High occupancy terraces, culturally diverse family areas	687	14.7	1.0	1,490			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
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	210	4.5	2.1	220			
4.M.44 Post-war estates, limited means	32	0.7	2.2	31			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	87	1.9	1.1	176			
4.N.47 Low income older people in smaller semis	29	0.6	2.3	28			
4.N.48 Pensioners and singles in social rented flats	95	2.0	1.7	118			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	484	10.4	2.2	479			
5.O.50 Struggling younger people in mixed tenure	429	9.2	1.8	519			
5.O.51 Young people in small, low cost terraces	1,052	22.6	2.3	996			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	62	1.3	1.6	84			
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	15	0.3	0.8	41			
5.P.56 Low income large families in social rented semis	16	0.3	1.6	21			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	89	1.9	1.5	126			
5.Q.58 Singles and young families, some receiving benefits	169	3.6	1.8	204			
5.Q.59 Deprived areas and high-rise flats	718	15.4	2.0	769			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	9	0.2	0.1	329			
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	4,663						

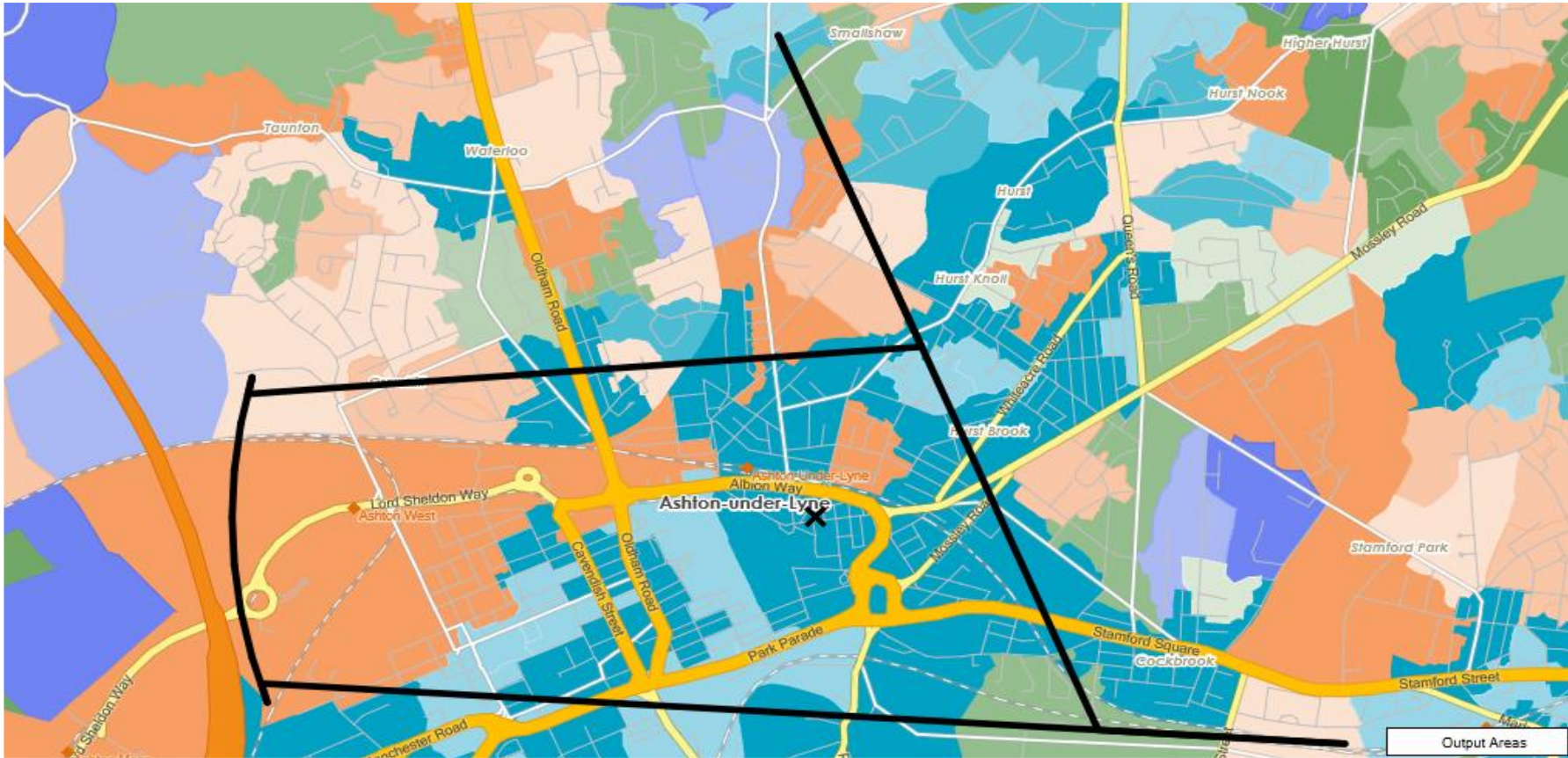
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04589_Bowling Green, Ashton under Lyne, OL6 6EP (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

Output Areas

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

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%

