

CGA LICENCED PREMISES

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Area: ATLT_BalloonNE5 2HB (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	3	10.0	84.9	12			
Proprietary Club	1	3.3	8.1	41			
Registered Club	8	26.7	29.9	89			
Restaurant	1	3.3	34.6	10			
Residential	0	0.0	3.5	0			

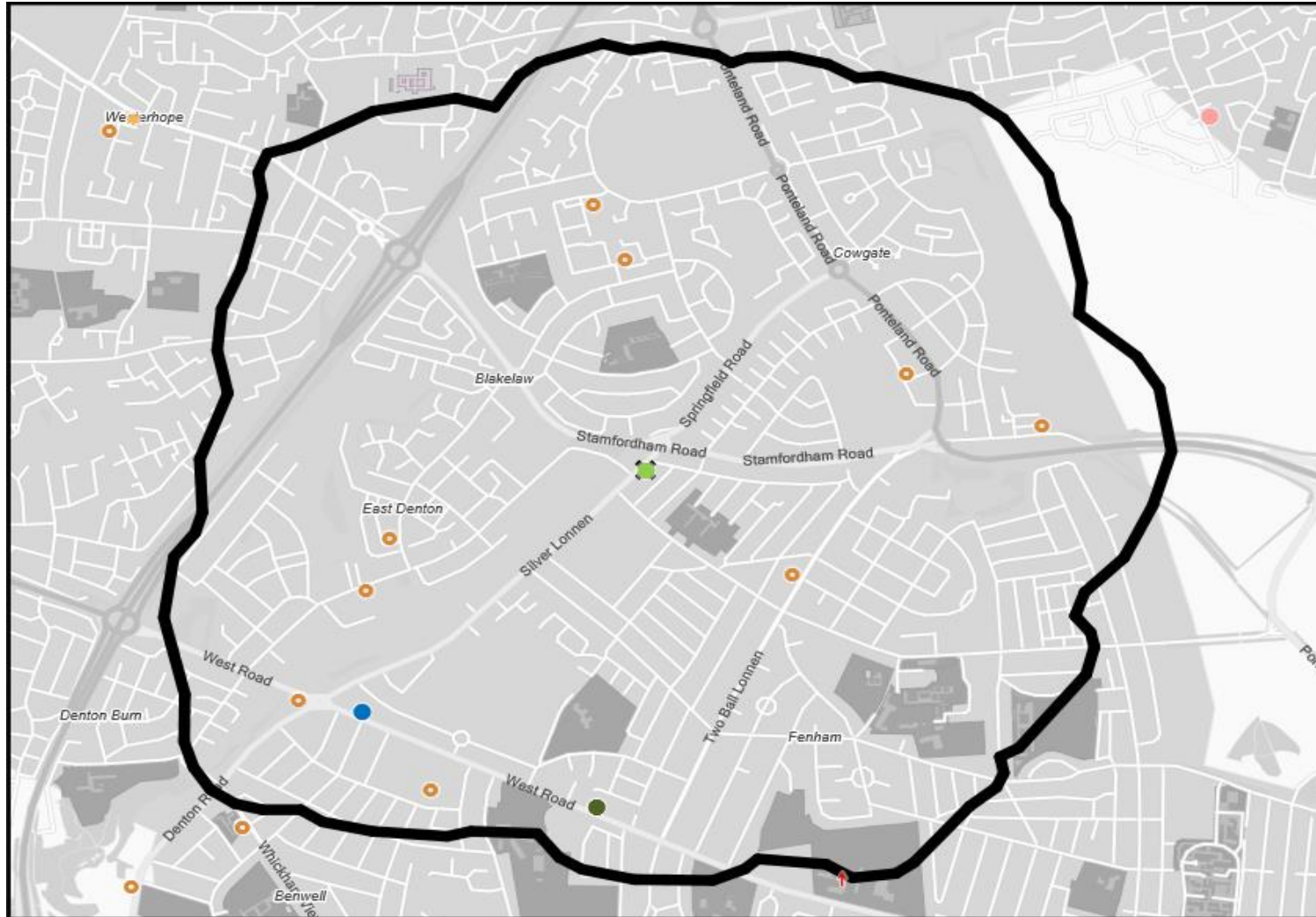
Name	Description	License Type	Owner Name	Postcode
Benwell Hill Cricket Club	Independent Free	Registered Club	Independent Free	NE15 7EU
Fox & Hounds	Greene King	Pubs & Full On	Greene King	NE 5 2ER
West Acres Club	Independent Free	Registered Club	Independent Free	NE 5 2ER
Balloon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE 5 2HB
Denton	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE 5 2JJ
Slatyford Tenants Association Club	Independent Free	Registered Club	Independent Free	NE 5 2SS
Denton Burn Community Association	Independent Free	Registered Club	Independent Free	NE 5 2UQ
Newcastle United Golf Club	Independent Free	Registered Club	Independent Free	NE 5 3JW
Blakelaw Social Club	Independent Free	Registered Club	Independent Free	NE 5 3SW
S Solomon	Independent Free	Restaurant	Independent Free	NE15 7EX
Cowgate Social Club	Independent Free	Registered Club	Independent Free	NE 5 3RS
Newcastle Snooker Centre	Independent Free	Proprietary Club	Independent Free	NE 4 9RX
Cowgate Sports Club	Independent Free	Registered Club	Independent Free	NE 5 3AB

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_BalloonNES 2HB (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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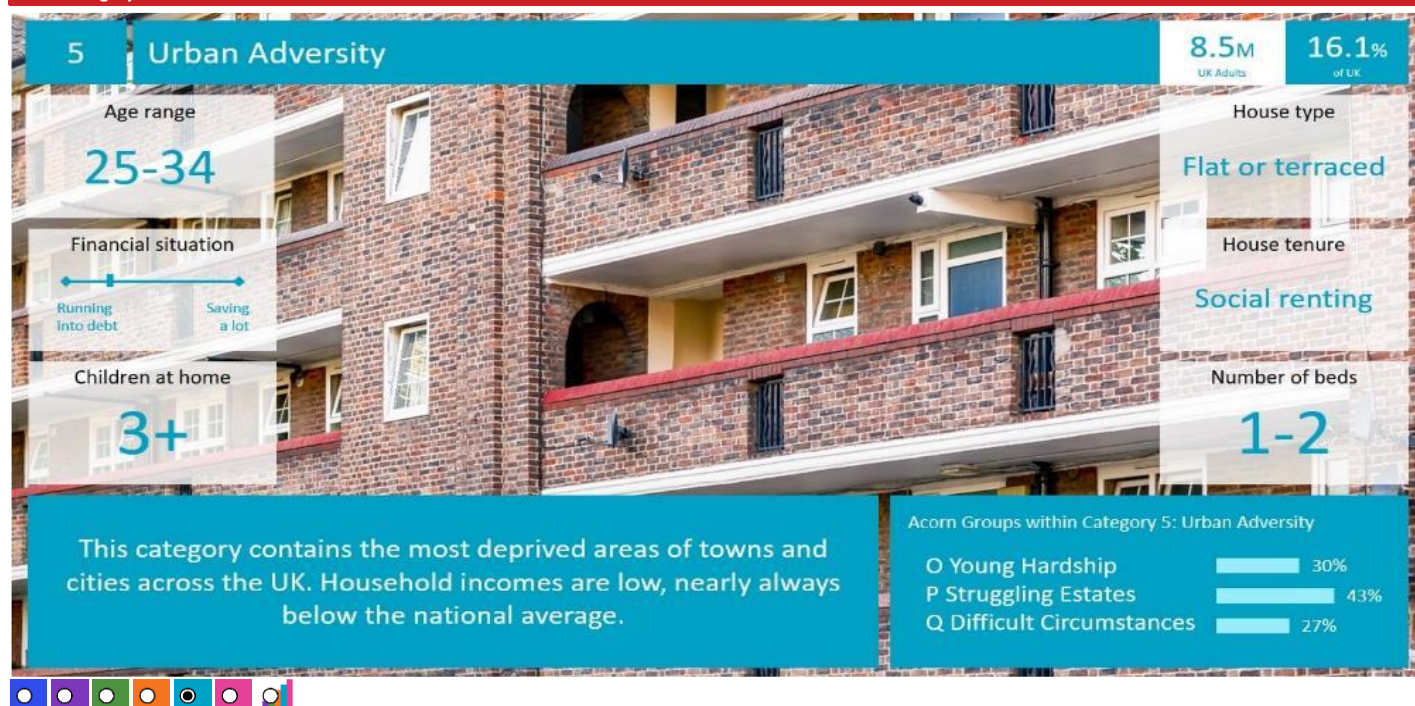
Area: ATLT_BalloonNE5 2HB (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	547	4.5	22.0	21		
	2 Rising Prosperity	117	1.0	10.1	10		
	3 Comfortable Communities	3,182	26.4	26.2	101		
	4 Financially Stretched	3,257	27.0	23.7	114		
	5 Urban Adversity	4,940	41.0	17.6	233		
	6 Not Private Households	9	0.1	0.3	22		
 Graph							
Total households		12,052					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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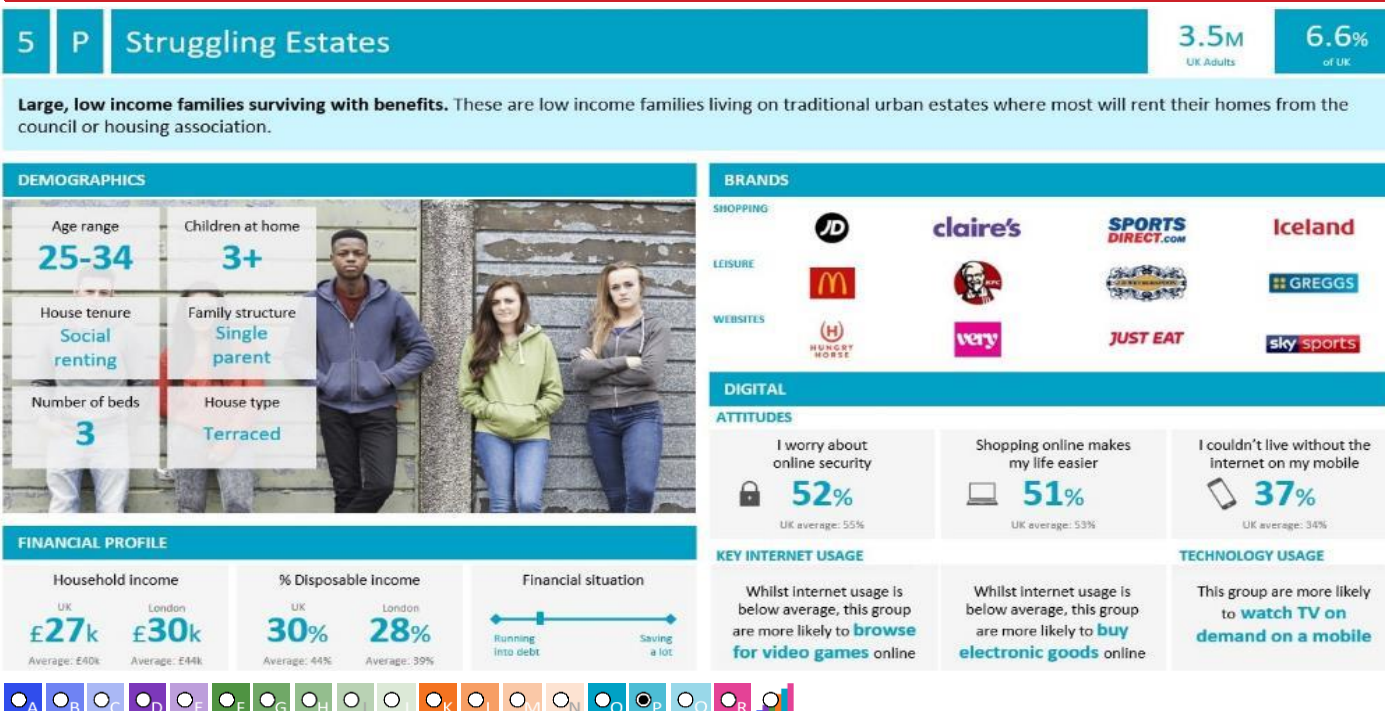
Area: ATLT_BalloonNE5 2HB (1 Mile contour)

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	24	0.2	1.1	18			
1.B Executive Wealth	147	1.2	11.2	11			
1.C Mature Money	376	3.1	9.6	32			
2. Rising Prosperity							
2.D City Sophisticates	20	0.2	4.0	4			
2.E Career Climbers	97	0.8	6.2	13			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	528	4.4	5.9	74			
3.H Steady Neighbourhoods	1,277	10.6	7.4	144			
3.I Comfortable Seniors	199	1.7	2.9	57			
3.J Starting Out	1,178	9.8	4.3	225			
4. Financially Stretched							
4.K Student Life	105	0.9	2.4	37			
4.L Modest Means	384	3.2	7.9	40			
4.M Striving Families	1,847	15.3	7.5	203			
4.N Poorer Pensioners	921	7.6	5.9	129			
5. Urban Adversity							
5.O Young Hardship	1,328	11.0	6.1	179			
5.P Struggling Estates	2,189	18.2	6.1	297			
5.Q Difficult Circumstances	1,423	11.8	5.3	221			
6. Not Private Households							
6.R Not Private Households	9	0.1	0.3	22			
Total households	12,052						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_BalloonNE5 2HB (1 Mile contour)

Base: Great Britain

Year: 2021

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	24	0.2	0.9	23			
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	0.9	0			
	1.B.8 Prosperous suburban families	147	1.2	1.5	80			
	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	368	3.1	2.9	107			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	8	0.1	1.3	5			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	20	0.2	0.7	24			
	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	97	0.8	3.3	25			
	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	112	0.9	2.6	35			
	3.G.25 Larger family homes, multi-ethnic areas	416	3.5	0.8	421			
	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	1,080	9.0	3.4	260			
	3.H.28 Owner occupied terraces, average income	169	1.4	1.6	89			
	3.H.29 Established suburbs, older families	28	0.2	2.3	10			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	199	1.7	2.4	68			
	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	867	7.2	2.1	343			
	3.J.33 Smaller houses and starter homes	311	2.6	2.3	115			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	93	0.8	0.4	211			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	12	0.1	1.7	6			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	218	1.8	1.4	128			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	131	1.1	2.6	41			
	4.L.39 Fading owner occupied terraces	35	0.3	2.9	10			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	107	0.9	1.7	53			
	4.M.43 Families in right-to-buy estates	1,034	8.6	2.1	413			
	4.M.44 Post-war estates, limited means	706	5.9	2.2	266			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	98	0.8	0.8	104			
	4.N.46 Elderly people in social rented flats	236	2.0	1.1	180			
	4.N.47 Low income older people in smaller semis	326	2.7	2.3	119			
	4.N.48 Pensioners and singles in social rented flats	261	2.2	1.8	123			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	669	5.6	2.1	259			
	5.O.50 Struggling younger people in mixed tenure	597	5.0	1.7	284			
	5.O.51 Young people in small, low cost terraces	62	0.5	2.3	23			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	1,118	9.3	1.6	571			
	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	1,071	8.9	1.6	539			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	73	0.6	1.5	40			
	5.Q.58 Singles and young families, some receiving benefits	733	6.1	1.8	339			
	5.Q.59 Deprived areas and high-rise flats	617	5.1	2.0	252			
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	9	0.1	0.3	27			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		12,052						

CATEGORY

GROUP

TYPE

MAP

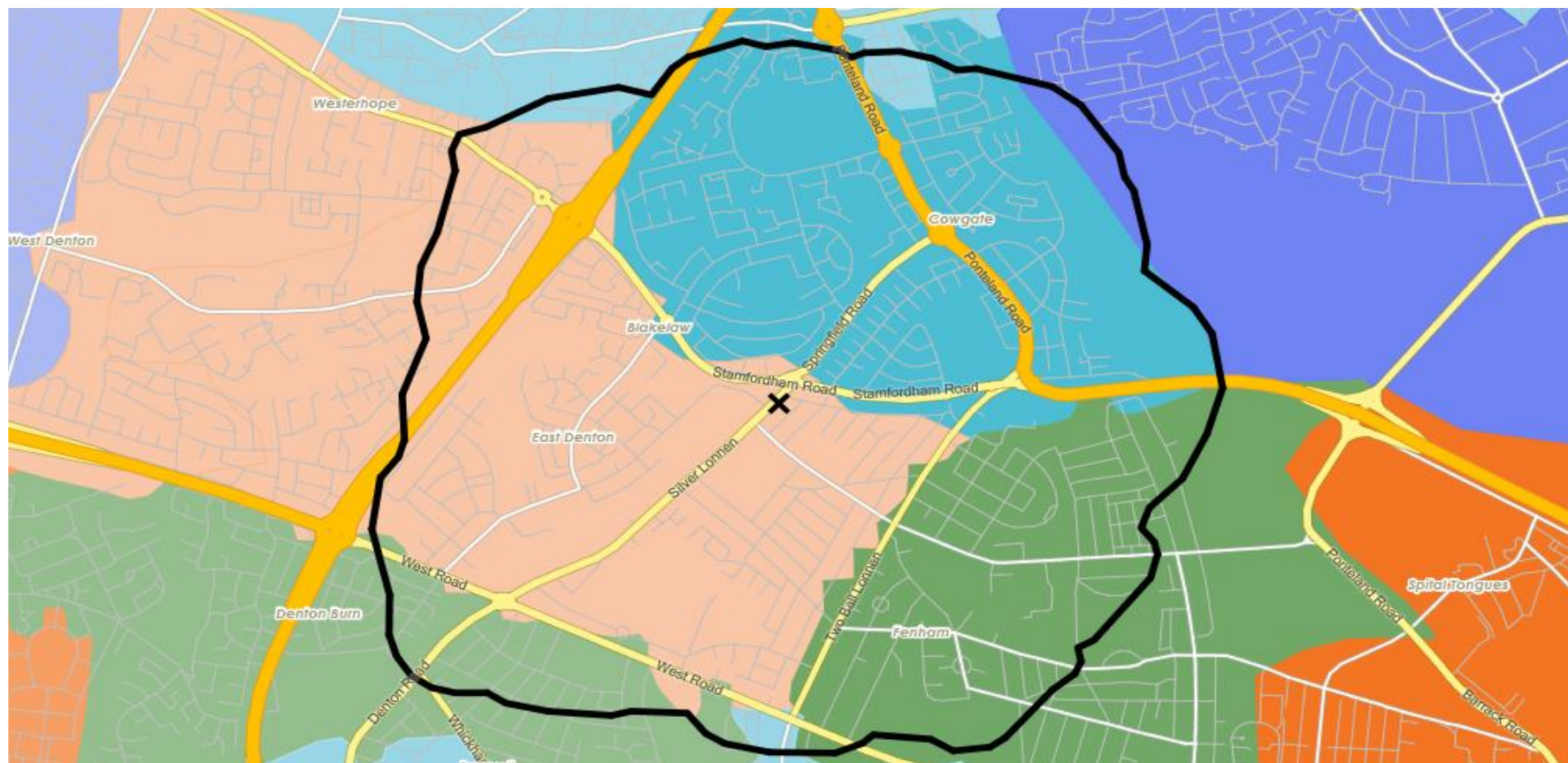
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_BalloonNE5 2HB (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

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
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

12.0M UK Adults 22.8% of UK

Age range 55+

House type Detached

Financial situation Running into debt Saving a lot

House tenure Owned outright

Children at home 0

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

