

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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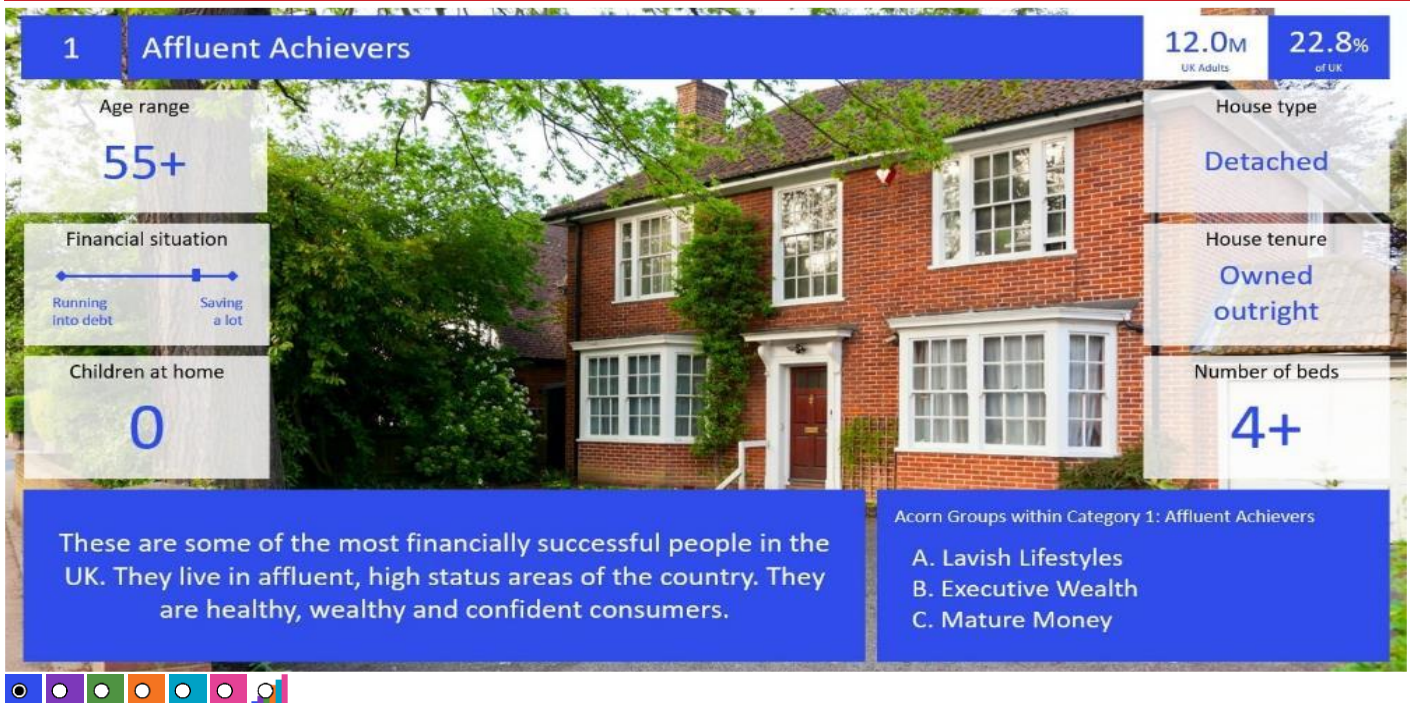
Area: ATLT_Border TerrierNE30 3SF (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	4,460	53.4	22.0	243		
2 Rising Prosperity	379	4.5	10.1	45		
3 Comfortable Communities	1,825	21.9	26.2	83		
4 Financially Stretched	1,449	17.4	23.7	73		
5 Urban Adversity	229	2.7	17.6	16		
6 Not Private Households	4	0.0	0.3	14		
Graph						
Total households		8,346				

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Border TerrierNE30 3SF (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	111	1.3	1.1	120			
1.B Executive Wealth	1,506	18.0	11.2	161			
1.C Mature Money	2,843	34.1	9.6	354			
2. Rising Prosperity							
2.D City Sophisticates	26	0.3	4.0	8			
2.E Career Climbers	353	4.2	6.2	68			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	198	2.4	5.9	40			
3.H Steady Neighbourhoods	379	4.5	7.4	62			
3.I Comfortable Seniors	926	11.1	2.9	382			
3.J Starting Out	322	3.9	4.3	89			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	263	3.2	7.9	40			
4.M Striving Families	512	6.1	7.5	81			
4.N Poorer Pensioners	674	8.1	5.9	137			
5. Urban Adversity							
5.O Young Hardship	173	2.1	6.1	34			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	56	0.7	5.3	13			
6. Not Private Households							
6.R Not Private Households	4	0.0	0.3	14			
Total households		8,346					

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Maudslayi

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

DEEN NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research home insurance online

TECHNOLOGY USAGE

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

A

B

C

D

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 12/12/2021

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TYPE

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WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Border TerrierNE30 3SF (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	111	1.3	0.9	152			
1.B Executive Wealth								
	1.B.4 Asset rich families	237	2.8	2.6	109			
	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	156	1.9	0.9	220			
	1.B.8 Prosperous suburban families	1,010	12.1	1.5	790			
	1.B.9 Well-off edge of towners	103	1.2	1.6	76			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	2,551	30.6	2.9	1,070			
	1.C.12 Retired and empty nesters	79	0.9	2.5	38			
	1.C.13 Upmarket downsizers	213	2.6	1.3	196			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	26	0.3	0.7	44			
	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	353	4.2	3.3	129			
	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	73	0.9	2.6	33			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	125	1.5	2.4	62			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	339	4.1	3.4	118			
	3.H.28 Owner occupied terraces, average income	39	0.5	1.6	30			
	3.H.29 Established suburbs, older families	1	0.0	2.3	1			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	851	10.2	2.4	422			
	3.I.31 Elderly singles in purpose-built accommodation	75	0.9	0.5	183			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	322	3.9	2.1	184			
	3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	71	0.9	1.4	60			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	53	0.6	2.6	24			
	4.L.39 Fading owner occupied terraces	139	1.7	2.9	58			
	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	4	0.0	1.6	3			
	4.M.42 Struggling young families in post-war terraces	21	0.3	1.7	15			
	4.M.43 Families in right-to-buy estates	360	4.3	2.1	208			
	4.M.44 Post-war estates, limited means	127	1.5	2.2	69			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	22	0.3	0.8	34			
	4.N.46 Elderly people in social rented flats	66	0.8	1.1	73			
	4.N.47 Low income older people in smaller semis	362	4.3	2.3	191			
	4.N.48 Pensioners and singles in social rented flats	224	2.7	1.8	152			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	69	0.8	2.1	39			
	5.O.50 Struggling younger people in mixed tenure	104	1.2	1.7	71			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	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	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	52	0.6	1.5	41			
	5.Q.58 Singles and young families, some receiving benefits	4	0.0	1.8	3			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	4	0.0	0.3	17			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		8,346						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Border TerrierNE30 3SF (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
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

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

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Area: ATLT_Border TerrierNE30 3SF (1 Mile contol
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	69.9	84.9	82			
Proprietary Club	2	10.8	8.1	132			
Registered Club	5	26.9	29.9	90			
Restaurant	5	26.9	34.6	78			
Residential	0	0.0	3.5	0			

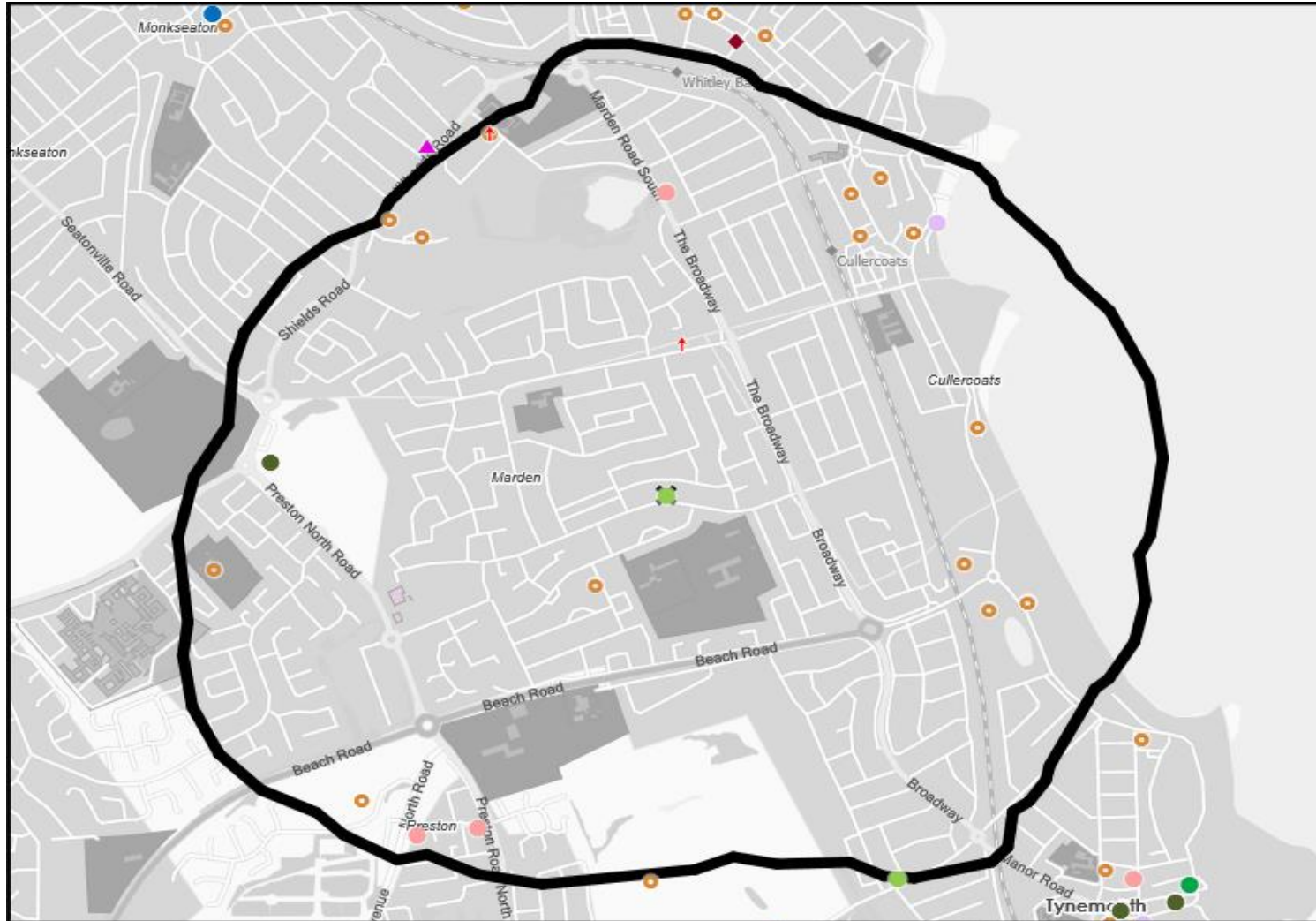
Name	Description	License Type	Owner Name	Postcode
Quarry Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE25 8PL
Rockcliffe Rugby Club	Independent Free	Registered Club	Independent Free	NE25 8RW
Sportsman	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE29 9LN
Fox Hunters	Greene King	Pubs & Full On	Greene King	NE29 9QA
Sandpiper	Malhotra Group	Pubs & Full On	Malhotra Group	NE30 3ER
Marden Residents Association	Independent Free	Registered Club	Independent Free	NE30 3QD
Border Terrier	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE30 3SF
Park Hotel	Independent Free	Pubs & Full On	Independent Free	NE30 4JQ
Bilash Restaurant	Independent Free	Restaurant	Independent Free	NE30 4PQ
Queens Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE30 4QB
Whitley Bay Ice Rink	Independent Free	Proprietary Club	Independent Free	NE25 8HP
Whitley Bay Football Club	Independent Free	Registered Club	Independent Free	NE25 8HR
North Shields Rugby Club	Independent Free	Registered Club	Independent Free	NE29 9ND
Cullercoates Crescent Club	Independent Free	Registered Club	Independent Free	NE30 4QS
Spread Eagle	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE29 9LB
Preston Grange Facilities	Independent Free	Pubs & Full On	Independent Free	NE29 9QL
High Tide	Independent Free	Restaurant	Independent Free	NE30 4PN
Browns Salhouse	Independent Free	Pubs & Full On	Independent Free	NE30 4PN
Beaches & Cream	Independent Free	Restaurant	Independent Free	NE30 4PN
La Riviera Di Mascio	Independent Free	Restaurant	Independent Free	NE30 4PJ
Surf Cafe	Independent Free	Pubs & Full On	Independent Free	NE30 4JH
View	Independent Free	Pubs & Full On	Independent Free	NE30 4JA
Greenhouse	Independent Free	Pubs & Full On	Independent Free	NE30 4JL
Play Football	Play Football	Proprietary Club	Play Football	NE25 8RW
Grand Sultan	Independent Free	Restaurant	Independent Free	NE30 4JH

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Border TerrierNE30 3SF (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