

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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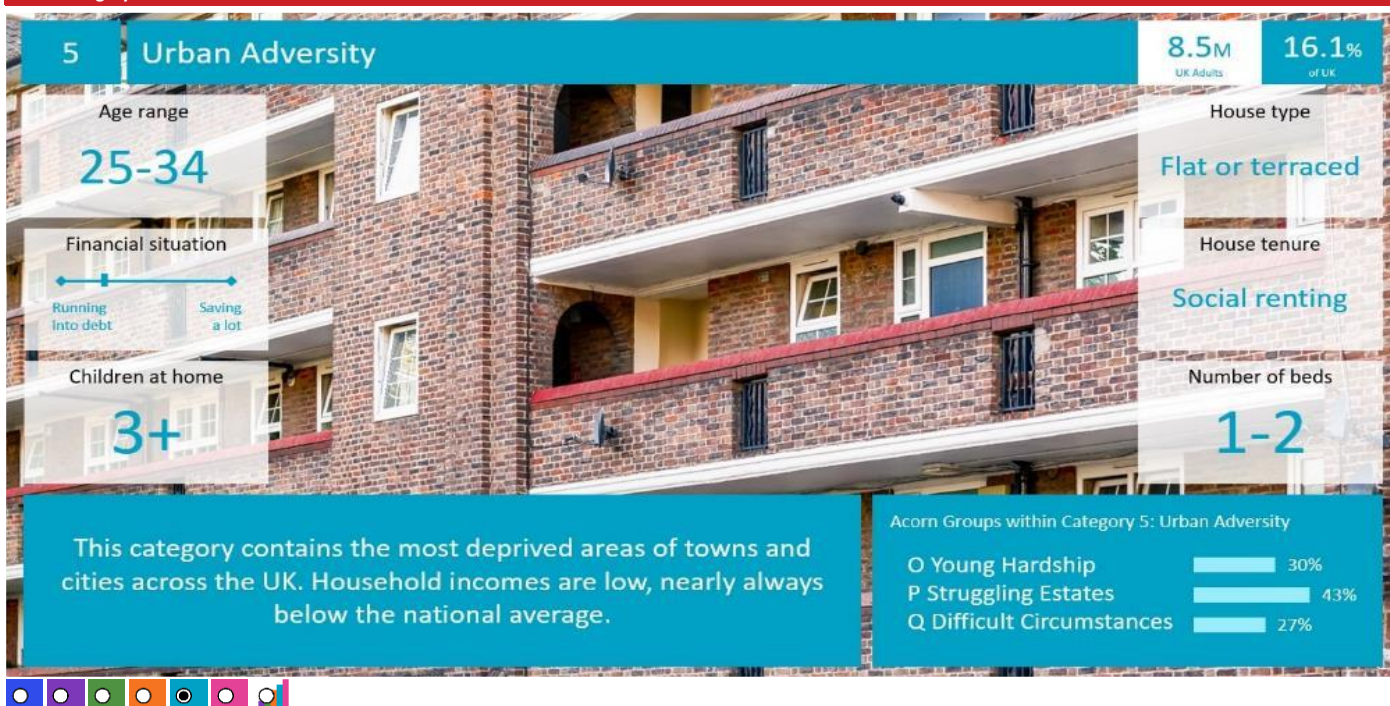
Area: ATLT\_Old EnglandTN37 6AJ (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	114	1.6	22.0	7			
2 Rising Prosperity	209	2.9	10.1	29			
3 Comfortable Communities	106	1.5	26.2	6			
4 Financially Stretched	820	11.4	23.7	48			
5 Urban Adversity	5,949	82.4	17.6	468			
6 Not Private Households	24	0.3	0.3	100			
Graph							
Total households		7,222					

## Acorn Category Pen Portrait



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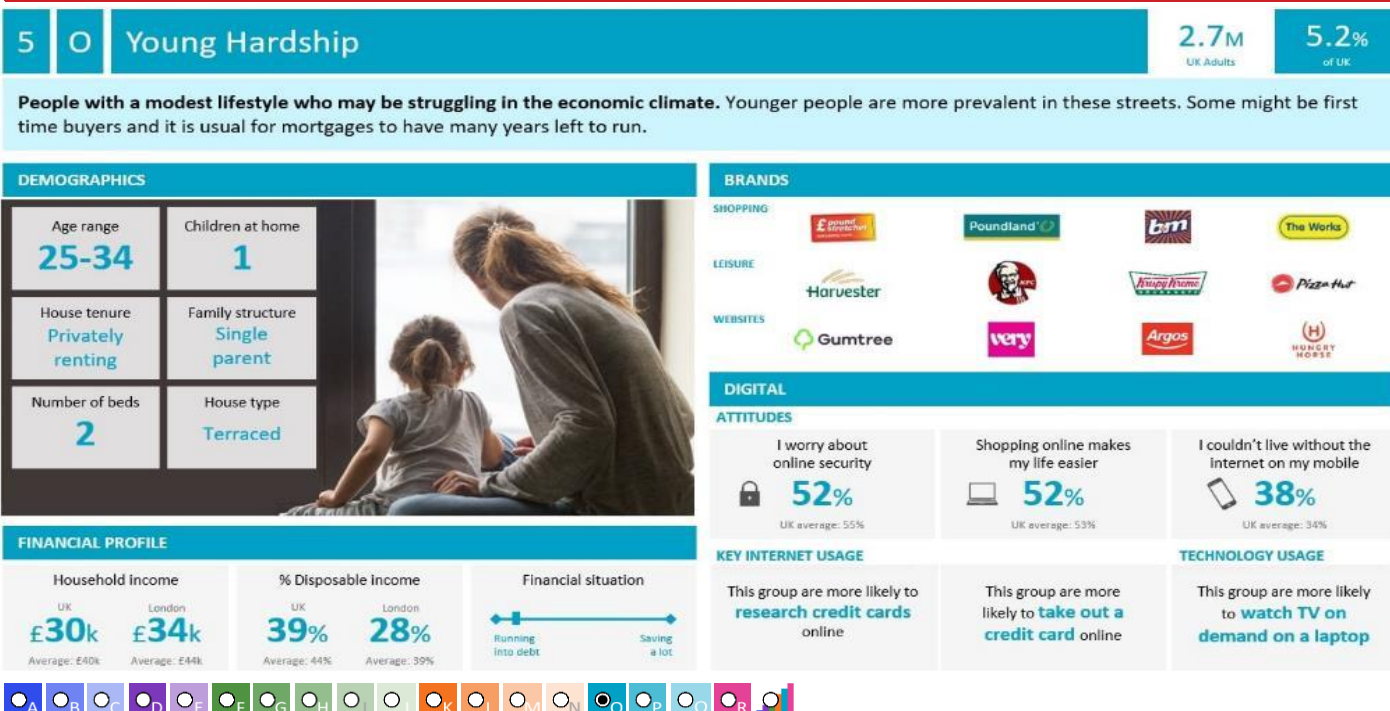
Area: ATLT\_Old EnglandTN37 6AJ (0.62 Mile contour)

Base: Great Britain

Year: 2021

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	15	0.2	11.2	2			
1.C Mature Money	99	1.4	9.6	14			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	209	2.9	6.2	47			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	3	0.0	7.4	1			
3.I Comfortable Seniors	34	0.5	2.9	16			
3.J Starting Out	69	1.0	4.3	22			
<b>4. Financially Stretched</b>							
4.K Student Life	58	0.8	2.4	34			
4.L Modest Means	445	6.2	7.9	78			
4.M Striving Families	12	0.2	7.5	2			
4.N Poorer Pensioners	305	4.2	5.9	71			
<b>5. Urban Adversity</b>							
5.O Young Hardship	5,723	79.2	6.1	1,289			
5.P Struggling Estates	32	0.4	6.1	7			
5.Q Difficult Circumstances	194	2.7	5.3	50			
<b>6. Not Private Households</b>							
6.R Not Private Households	24	0.3	0.3	100			
<b>Total households</b>	<b>7,222</b>						

## Acorn Group Pen Portrait



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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Old EnglandTN37 6AJ (0.62 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
<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	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	15	0.2	1.5	14			
	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	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	25	0.3	2.5	14			
	1.C.13 Upmarket downsizers	74	1.0	1.3	79			
<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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	208	2.9	3.3	88			
	2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
<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	0	0.0	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	0			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	3	0.0	2.3	2			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	34	0.5	0.5	96			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	69	1.0	2.1	46			
	3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	58	0.8	0.4	220			
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	366	5.1	1.4	360			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	2	0.0	2.6	1			
	4.L.39 Fading owner occupied terraces	77	1.1	2.9	37			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	12	0.2	1.7	10			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>								
	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	231	3.2	1.1	295			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	74	1.0	1.8	58			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	5,331	73.8	2.1	3,438			
	5.O.50 Struggling younger people in mixed tenure	289	4.0	1.7	229			
	5.O.51 Young people in small, low cost terraces	103	1.4	2.3	63			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	18	0.2	1.6	15			
	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	14	0.2	1.6	12			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	17	0.2	1.5	15			
	5.Q.58 Singles and young families, some receiving benefits	14	0.2	1.8	11			
	5.Q.59 Deprived areas and high-rise flats	163	2.3	2.0	111			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	1	0.0	0.1	24			
	6.R.61 Inactive communal population	23	0.3	0.3	116			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>7,222</b>						



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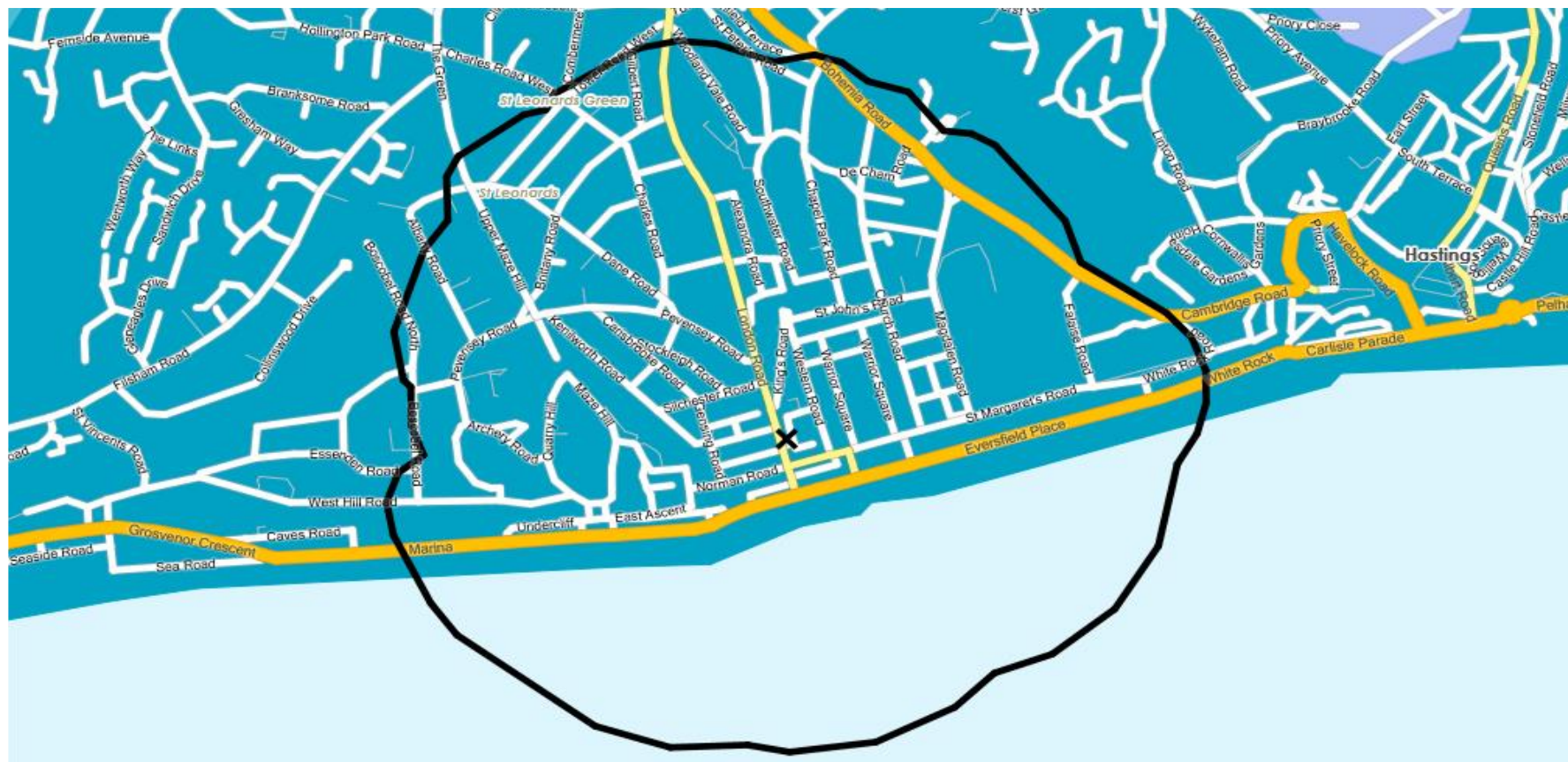
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT\_Old EnglandTN37 6AJ (0.62 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

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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
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+

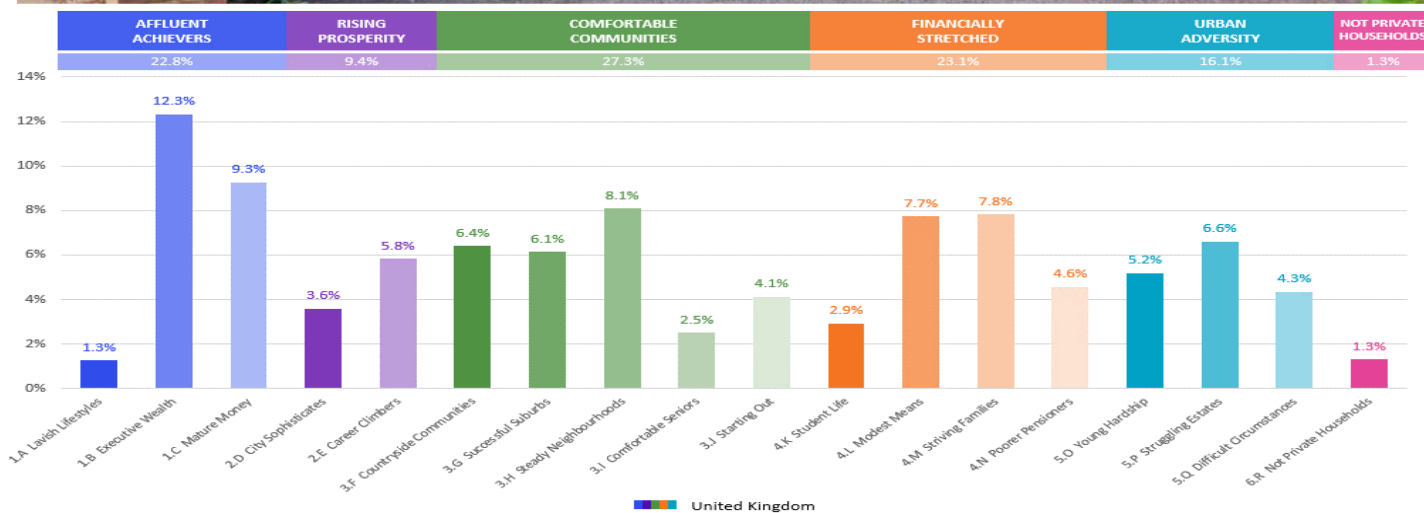
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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\_Old EnglandTN37 6AJ (0.62 Mile conto

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	119.9	84.9	141			
Proprietary Club	2	16.0	8.1	196			
Registered Club	4	32.0	29.9	107			
Restaurant	15	119.9	34.6	346			
Residential	4	32.0	3.5	921			

Name	Description	License Type	Owner Name	Postcode
Falaise Bowls Club	Independent Free	Registered Club	Independent Free	TN34 1EU
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	TN34 1EX
White Rock Hotel	Independent Free	Pubs & Full On	Independent Free	TN34 1JU
White Rock Theatre	Independent Free	Pubs & Full On	Independent Free	TN34 1JX
St Leonard	Independent Free	Pubs & Full On	Independent Free	TN37 6AN
Old England	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN37 6AJ
Hastings House	Independent Free	Residential	Independent Free	TN37 6BA
Mayfair Hotel	Independent Free	Residential	Independent Free	TN37 6BY
Bay Spice	Independent Free	Restaurant	Independent Free	TN37 6DB
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	TN37 6DQ
Gurkha Chef	Independent Free	Restaurant	Independent Free	TN37 6DN
Mama Putt's African Caribbean Restaurant	Independent Free	Restaurant	Independent Free	TN37 6DU
Cinnamon Spice	Independent Free	Restaurant	Independent Free	TN37 6DU
Railway	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TN37 6EA
Royal Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TN37 6HP
Piper	Independent Free	Pubs & Full On	Independent Free	TN37 6NH
Shiplu Tandoori Restaurant	Independent Free	Restaurant	Independent Free	TN37 6NH
Highlands Hotel	Independent Free	Pubs & Full On	Independent Free	TN38 0LU
Hastings & St Leonards Sailing Club	Independent Free	Registered Club	Independent Free	TN38 0BE
Royal Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	TN38 0BD
Tandoori Ghor Restaurant	Independent Free	Restaurant	Independent Free	TN38 0DD
Masonic Hall	Independent Free	Registered Club	Independent Free	TN38 0DR
Half Man Half Burger	Independent Free	Restaurant	Independent Free	TN38 0DX
St Clements	Independent Free	Restaurant	Independent Free	TN38 0EB
Eagle House	Independent Free	Residential	Independent Free	TN38 0JZ
Nags Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN38 0ER
Hornbye Park Sports Complex	Independent Free	Proprietary Club	Independent Free	TN34 1EX
Hastings Cricket Club	Independent Free	Registered Club	Independent Free	TN34 1ET
Azur	Independent Free	Restaurant	Independent Free	TN38 0BU
Hoxley	Independent Free	Restaurant	Independent Free	TN37 6LU
Gurkha	Independent Free	Restaurant	Independent Free	TN37 6BY
Fortes	Independent Free	Restaurant	Independent Free	TN37 6BZ
Cloudesley	Independent Free	Residential	Independent Free	TN37 6JN
Tommys Pizzeria	Independent Free	Restaurant	Independent Free	TN38 0EG
Falaise Fitness Centre	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	TN34 1EU
Farmyard	Independent Free	Restaurant	Independent Free	TN37 6DY
Chinese Town	Independent Free	Restaurant	Independent Free	TN37 6AJ
Baker Mamanova Gallery	Independent Free	Pubs & Full On	Independent Free	TN38 0EQ
Horse & Groom	Independent Free	Pubs & Full On	Independent Free	TN38 0EB
Sea Kale Hastings	Independent Free	Pubs & Full On	Independent Free	TN37 6AJ



# MAP OF AREA

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Source: OS Open Data 2018

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## 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