

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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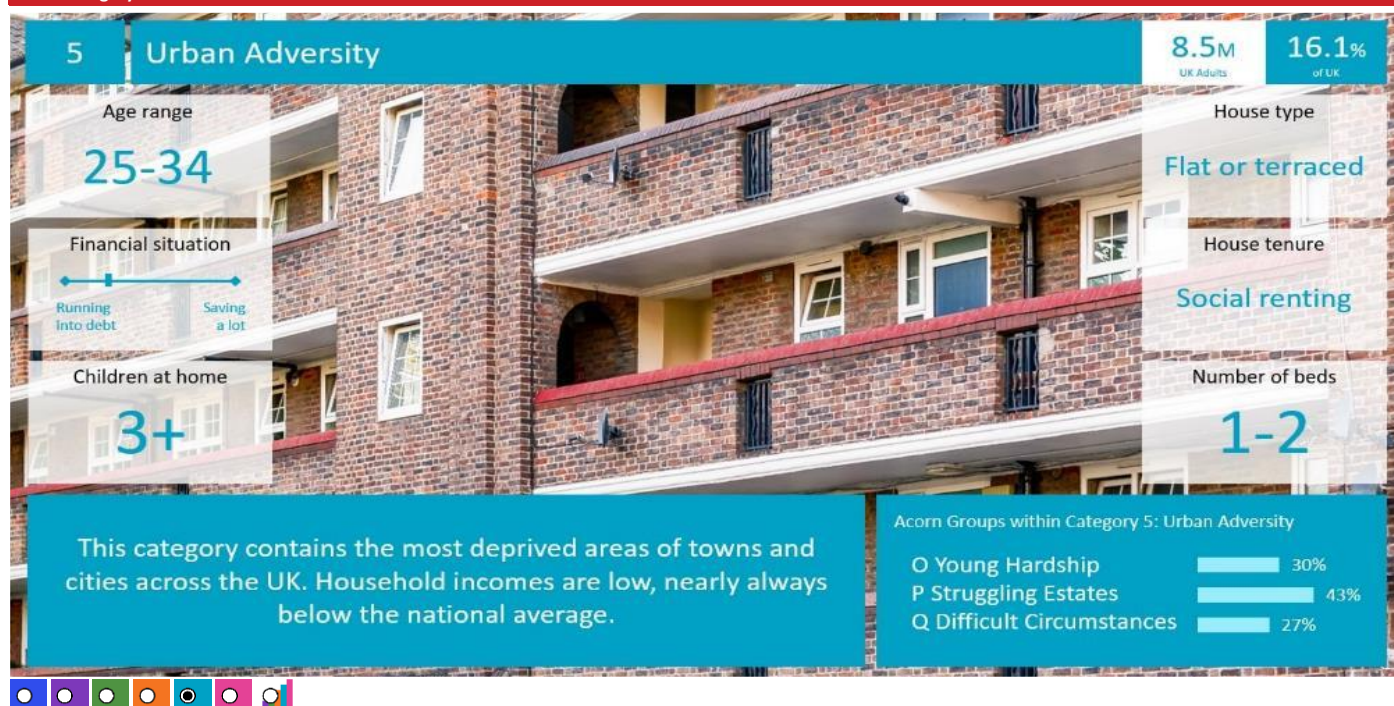
Area: ATLT_QuaysDL1 1NU (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	500	11.1	22.0	50		
	2 Rising Prosperity	486	10.8	10.1	106		
	3 Comfortable Communities	356	7.9	26.2	30		
	4 Financially Stretched	650	14.4	23.7	61		
	5 Urban Adversity	2,506	55.5	17.6	315		
	6 Not Private Households	14	0.3	0.3	93		
 Graph							
Total households		4,512					

Acorn Category Pen Portrait



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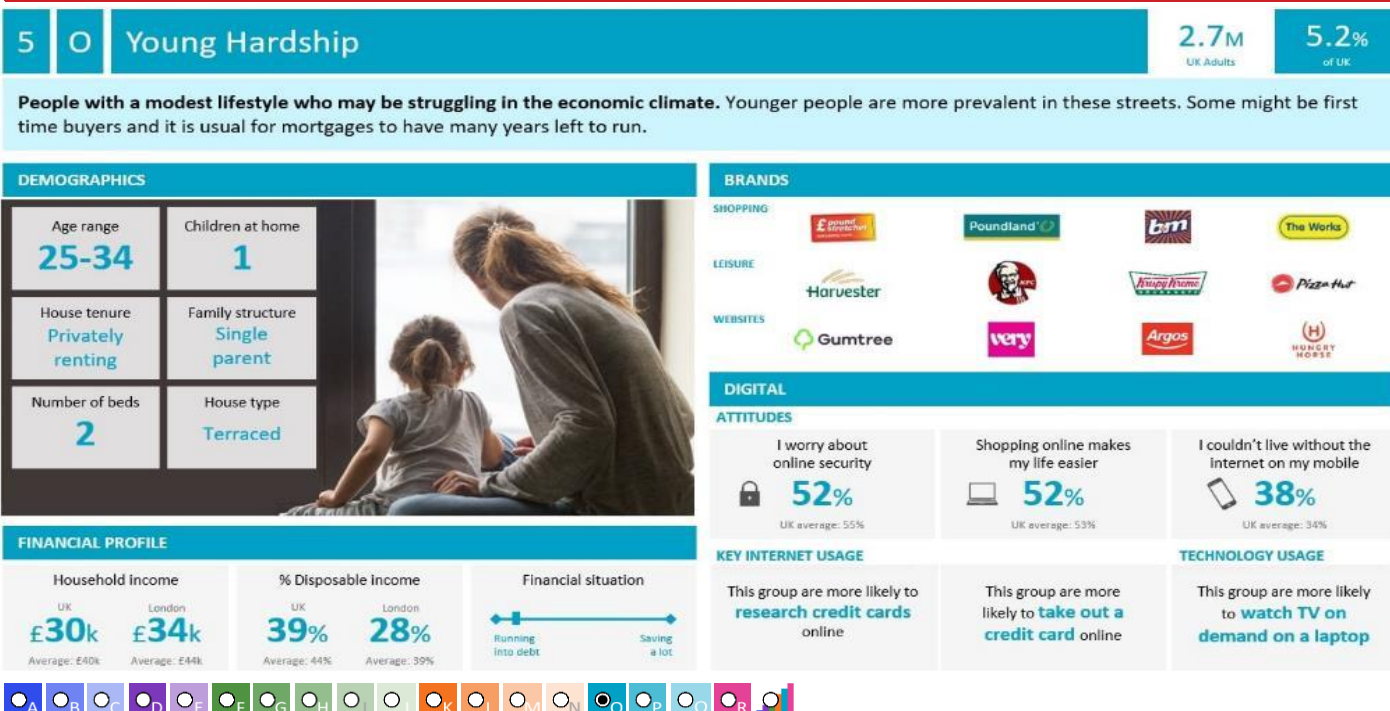
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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	16	0.4	1.1	32			
1.B Executive Wealth	283	6.3	11.2	56			
1.C Mature Money	201	4.5	9.6	46			
2. Rising Prosperity							
2.D City Sophisticates	117	2.6	4.0	65			
2.E Career Climbers	369	8.2	6.2	132			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	69	1.5	5.9	26			
3.H Steady Neighbourhoods	36	0.8	7.4	11			
3.I Comfortable Seniors	8	0.2	2.9	6			
3.J Starting Out	243	5.4	4.3	124			
4. Financially Stretched							
4.K Student Life	42	0.9	2.4	39			
4.L Modest Means	271	6.0	7.9	76			
4.M Striving Families	133	2.9	7.5	39			
4.N Poorer Pensioners	204	4.5	5.9	77			
5. Urban Adversity							
5.O Young Hardship	2,151	47.7	6.1	776			
5.P Struggling Estates	19	0.4	6.1	7			
5.Q Difficult Circumstances	336	7.4	5.3	139			
6. Not Private Households							
6.R Not Private Households	14	0.3	0.3	93			
Total households		4,512					

Acorn Group Pen Portrait



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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	16	0.4	0.9	41			
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	171	3.8	0.9	446			
	1.B.8 Prosperous suburban families	112	2.5	1.5	162			
	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	89	2.0	2.9	69			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	112	2.5	1.3	190			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	117	2.6	0.7	369			
	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	366	8.1	3.3	248			
	2.E.20 Mixed metropolitan areas	3	0.1	1.0	7			
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	10	0.2	2.6	8			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	59	1.3	2.4	54			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	36	0.8	1.6	50			
	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	8	0.2	0.5	36			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	243	5.4	2.1	257			
	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	1	0.0	0.4	6			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	41	0.9	1.7	52			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	26	0.6	1.4	41			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	49	1.1	2.6	41			
	4.L.39 Fading owner occupied terraces	155	3.4	2.9	119			
	4.L.40 High occupancy terraces, culturally diverse family areas	41	0.9	1.0	91			
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	1.7	0			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	133	2.9	2.2	134			
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	118	2.6	1.1	241			
	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	86	1.9	1.8	108			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	393	8.7	2.1	406			
	5.O.50 Struggling younger people in mixed tenure	436	9.7	1.7	553			
	5.O.51 Young people in small, low cost terraces	1,322	29.3	2.3	1,300			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	19	0.4	1.6	26			
	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	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	97	2.1	1.8	120			
	5.Q.59 Deprived areas and high-rise flats	239	5.3	2.0	260			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	6	0.1	0.1	228			
	6.R.61 Inactive communal population	8	0.2	0.3	64			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		4,512						

CATEGORY

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MAP

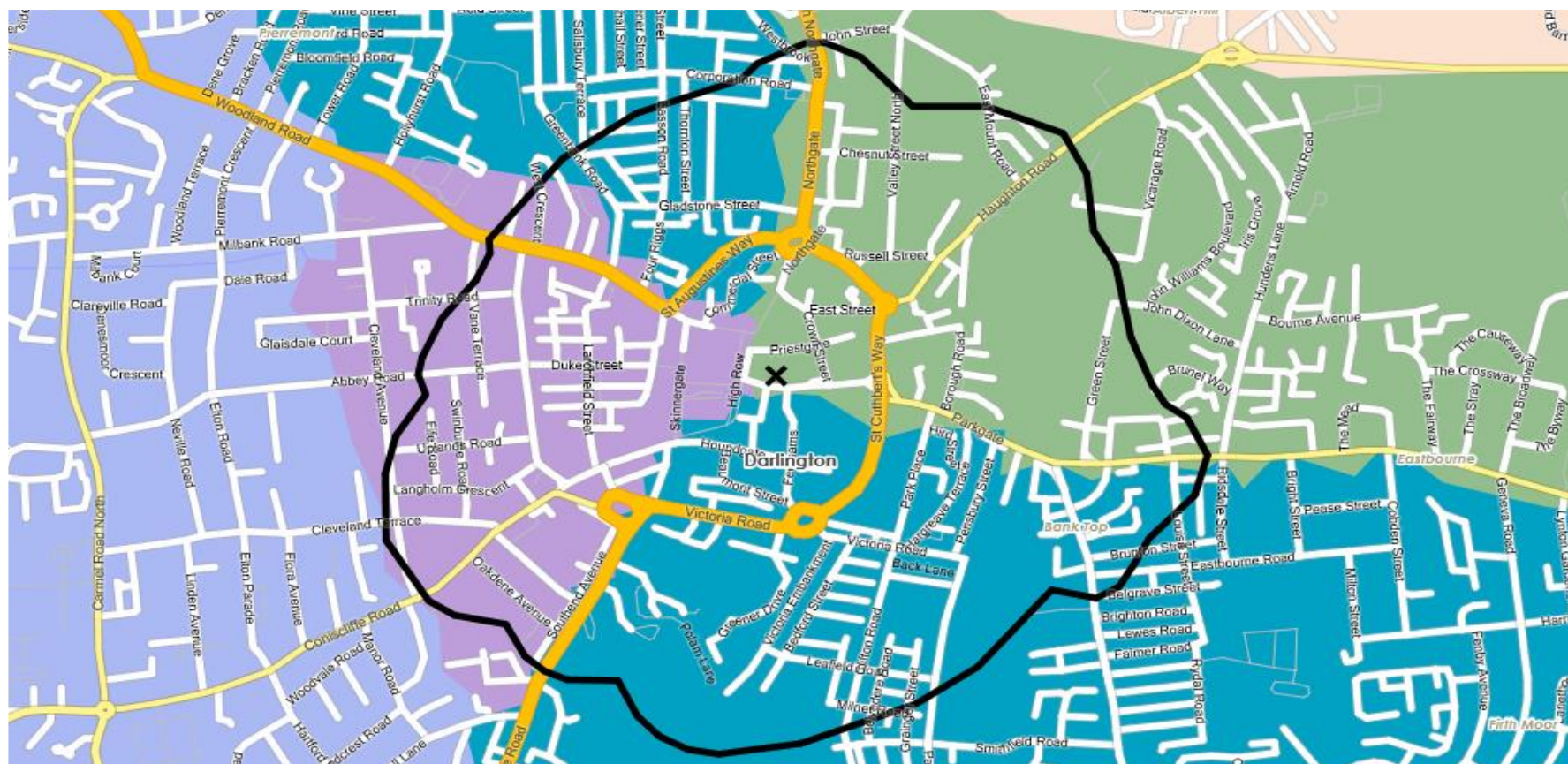
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_QuaysDL1 1NU (0.62 Mile contour)

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Source: OS Open Data 2018



CATEGORY

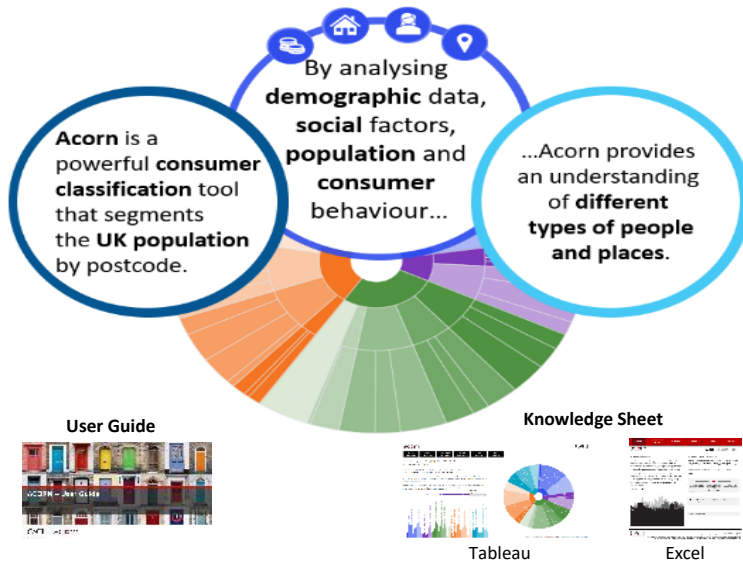
GROUP

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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
	K. Student Life	34-36
4. Financially Stretched	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+

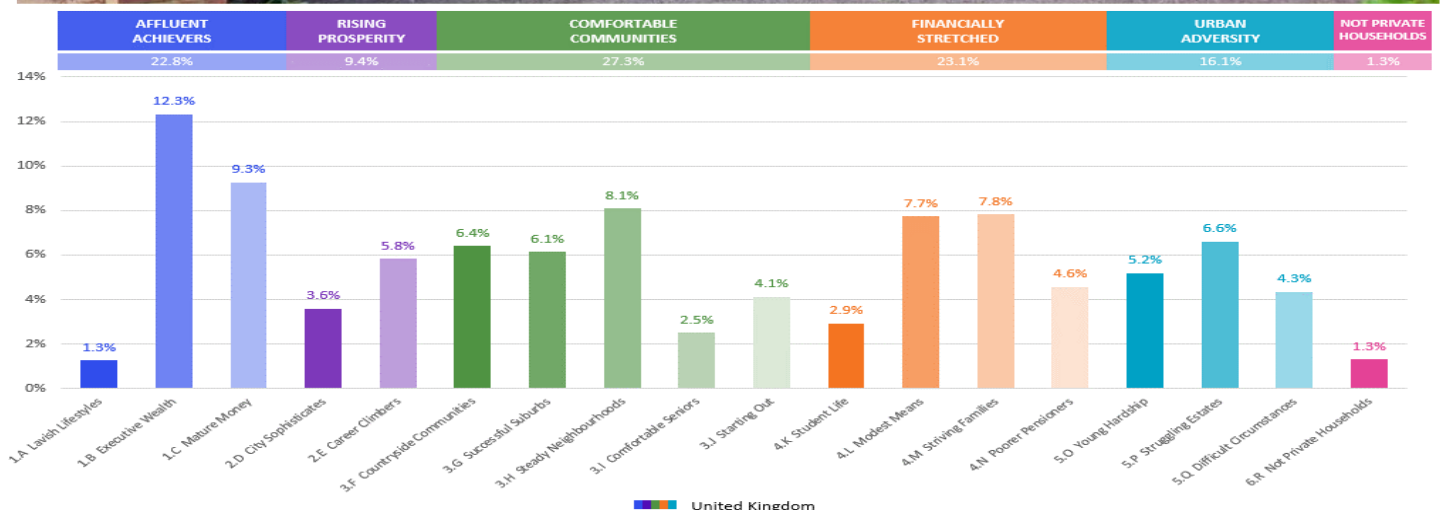
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



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Area: ATLT_QuaysDL1 1NU (0.62 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	55	608.9	84.9	717			
Proprietary Club	4	44.3	8.1	544			
Registered Club	7	77.5	29.9	259			
Restaurant	30	332.1	34.6	960			
Residential	1	11.1	3.5	319			

Name	Description	License Type	Owner Name	Postcode
Bank Top Central	Camerons	Pubs & Full On	Camerons	DL 1 1XH
New Club	Independent Free	Registered Club	Independent Free	DL 1 1LX
Red Lion	Greene King	Pubs & Full On	Greene King	DL 1 1NG
Quays	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DL 1 1NU
Golden Cock	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DL 1 1NU
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	DL 1 1NW
Joseph Pease	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DL 1 1PD
Allegria	Independent Free	Restaurant	Independent Free	DL 1 1QU
Eastern Bamboo Restaurant	Independent Free	Restaurant	Independent Free	DL 1 1QU
Darlington Hippodrome	Independent Free	Pubs & Full On	Independent Free	DL 1 1RR
Black Swan	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DL 1 1RX
Taste Of India	Independent Free	Restaurant	Independent Free	DL 1 1RX
Darlington & District Ase Club & Institut	Independent Free	Registered Club	Independent Free	DL 1 1UB
Navy Club	Independent Free	Registered Club	Independent Free	DL 1 1UF
Railway Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DL 1 1UN
Avalon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DL 1 5HL
Hoskins	Independent Free	Pubs & Full On	Independent Free	DL 1 5HW
Hogans	Camerons	Pubs & Full On	Camerons	DL 1 5JN
Darlington Fire Station Welfare & SC	Independent Free	Registered Club	Independent Free	DL 1 5LN
Juniper Tree	Independent Free	Pubs & Full On	Independent Free	DL 1 5NA
Grange	Independent Free	Pubs & Full On	Independent Free	DL 1 5PE
Hole In The Wall	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DL 1 5PT
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	DL 1 5PW
Pennyweight	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DL 1 5QA
Boot & Shoe	Camerons	Pubs & Full On	Camerons	DL 1 5QD
Darlington Cricket & Athletic Club	Independent Free	Registered Club	Independent Free	DL 1 5JD
Harveys Late Bar	Independent Free	Pubs & Full On	Independent Free	DL 1 5RL
Dolphin Centre	Independent Free	Proprietary Club	Independent Free	DL 1 5RP
Crooners Champagne Bar	Independent Free	Pubs & Full On	Independent Free	DL 1 5SG
Britannia Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DL 3 6LR
Freemasons Hall	Independent Free	Registered Club	Independent Free	DL 3 6LS
Three Crowns	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DL 3 6LU
Star Of Bengal	Independent Free	Restaurant	Independent Free	DL 3 7AQ
Salvos	Stonegate Pub Company	Restaurant	Stonegate Pub Company	DL 3 7AQ
Hotel Bannatyne	Independent Free	Residential	Independent Free	DL 3 7HZ
Slaters Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DL 3 7JJ
Akbar The Great	Independent Free	Restaurant	Independent Free	DL 3 7JJ
Old English Gentleman	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DL 3 7JY
Old Yard Tapas Bar	Independent Free	Pubs & Full On	Independent Free	DL 3 7JY
George	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DL 3 7LB
Wades	Independent Free	Restaurant	Independent Free	DL 3 7LP
Green Dragon	Ei Group	Pubs & Full On	Ei Group	DL 3 7LU
Tre Amici	Independent Free	Restaurant	Independent Free	DL 3 7LX
Al Forno	Al Forno	Restaurant	Al Forno	DL 3 7LX
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	DL 3 7NR
Darlington Flyer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DL 3 7NR
Quaker Coffee House	Independent Free	Pubs & Full On	Independent Free	DL 3 7QF
Reema	Independent Free	Restaurant	Independent Free	DL 3 7RG
Frankies	Independent Free	Pubs & Full On	Independent Free	DL 3 7RX
St Augustines Parish Centre	Independent Free	Registered Club	Independent Free	DL 3 7TG
Formerly Rileys	Unknown	Proprietary Club	Unknown	DL 3 7JT
Pumpkin	SSP	Pubs & Full On	SSP	DL 1 4AA
Tanners Hall	Wetherspoon	Pubs & Full On	Wetherspoon	DL 3 7LL

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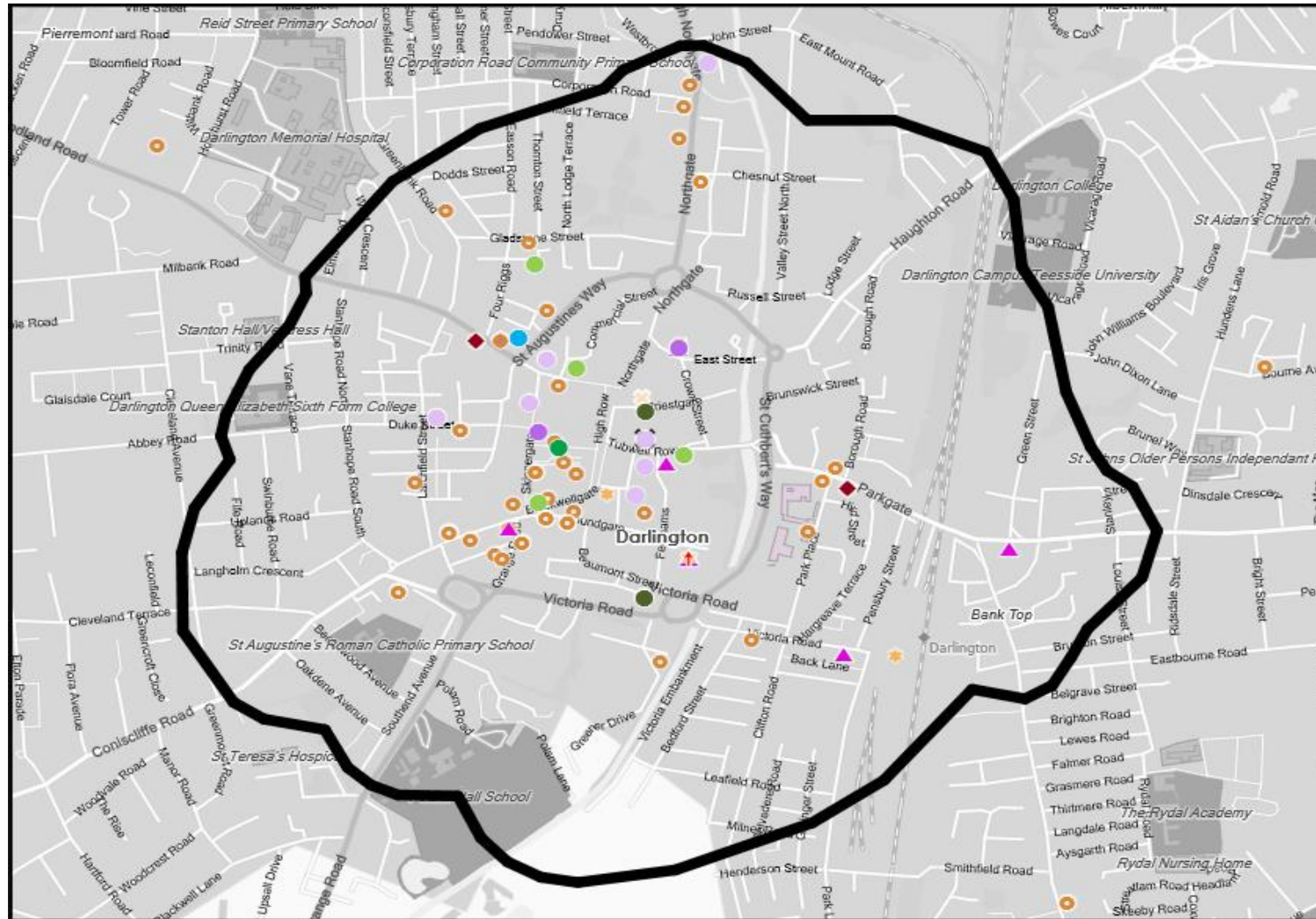
Name	Description	License Type	Owner Name	Postcode
Imperial Express	Independent Free	Restaurant	Independent Free	DL 3 7HJ
Number Twenty Two	Independent Free	Pubs & Full On	Independent Free	DL 3 7RG
Dalesman Hotel	Independent Free	Pubs & Full On	Independent Free	DL 1 5JW
Macy Browns	Macy Browns	Pubs & Full On	Macy Browns	DL 1 5NQ
Bangsean	Independent Free	Restaurant	Independent Free	DL 1 1RS
William Stead	Wetherspoon	Pubs & Full On	Wetherspoon	DL 1 1LU
Maxines Restaurant & Bar	Independent Free	Pubs & Full On	Independent Free	DL 3 7HZ
Salt	Independent Free	Restaurant	Independent Free	DL 1 5NG
Hash Baron Kitchen	Independent Free	Pubs & Full On	Independent Free	DL 3 7RG
Groove	Camerons	Pubs & Full On	Camerons	DL 1 1LU
Oven	Independent Free	Restaurant	Independent Free	DL 3 7AQ
Bengal Heritage	Independent Free	Restaurant	Independent Free	DL 3 6LA
Greenbank Hotel	Independent Free	Pubs & Full On	Independent Free	DL 3 6EL
Cafe Spice	Independent Free	Restaurant	Independent Free	DL 3 7QH
Voodoo Cafe	Independent Free	Pubs & Full On	Independent Free	DL 3 7LX
Darlington Snooker Club	Independent Free	Proprietary Club	Independent Free	DL 1 1UE
Uno Momento	Independent Free	Restaurant	Independent Free	DL 1 5HL
Vesuvio	Independent Free	Pubs & Full On	Independent Free	DL 1 5RL
Santorini Greek Restaurant	Independent Free	Restaurant	Independent Free	DL 1 1LU
Santorini	Independent Free	Restaurant	Independent Free	DL 1 1PD
Crooners	Independent Free	Pubs & Full On	Independent Free	DL 1 5RL
Sol	Independent Free	Restaurant	Independent Free	DL 3 7AQ
Bondgate Tavern	Independent Free	Pubs & Full On	Independent Free	DL 3 7JY
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DL 1 5RD
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	DL 1 5AD
Woollen Mill	Greene King	Pubs & Full On	Greene King	DL 1 5RD
Estabulo	Estabulo Ltd	Restaurant	Estabulo Ltd	DL 1 5AD
Carriages	Cairn Hotel Group	Restaurant	Cairn Hotel Group	DL 1 1NW
Kings Bar	Cairn Hotel Group	Pubs & Full On	Cairn Hotel Group	DL 1 1NW
Majestic Theatre	Independent Free	Pubs & Full On	Independent Free	DL 3 7JT
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DL 1 5RD
Mr Hutton's Barbers & Bar	Independent Free	Pubs & Full On	Independent Free	DL 1 5HW
Number One	Independent Free	Pubs & Full On	Independent Free	DL 3 7NB
Wandering Duck	Independent Free	Pubs & Full On	Independent Free	DL 1 5NA
Chinese Buffet	Chinese Buffet	Restaurant	Chinese Buffet	DL 1 5AD
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	DL 1 5AD
Tubwell Tap	Amber Taverns	Pubs & Full On	Amber Taverns	DL 1 1NU
Tomahawk	Tomahawk	Restaurant	Tomahawk	DL 1 5RD
Picco Bar & Pizzeria	Independent Free	Restaurant	Independent Free	DL 3 7JE
Blackjack Seven	Independent Free	Pubs & Full On	Independent Free	DL 1 5HS
Stable Hearth	Independent Free	Restaurant	Independent Free	DL 3 7RX
Orb	Independent Free	Pubs & Full On	Independent Free	DL 3 7RG
Dr.Inks	Independent Free	Restaurant	Independent Free	DL 3 7EE
Gate	Independent Free	Pubs & Full On	Independent Free	DL 1 5HW

MAP OF AREA

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Area: ATLT_QuaysDL1 1NU (0.62 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

- ◆ Other
- ✕ Site Location
- Boundary