

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_TrapNE65 9UT (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,036	29.1	22.0	133		
2 Rising Prosperity	143	1.4	10.1	14		
3 Comfortable Communities	3,175	30.5	26.2	116		
4 Financially Stretched	3,334	32.0	23.7	135		
5 Urban Adversity	690	6.6	17.6	38		
6 Not Private Households	41	0.4	0.3	118		
<b>Total households</b>	<b>10,419</b>					



Graph

## Acorn Category Pen Portrait



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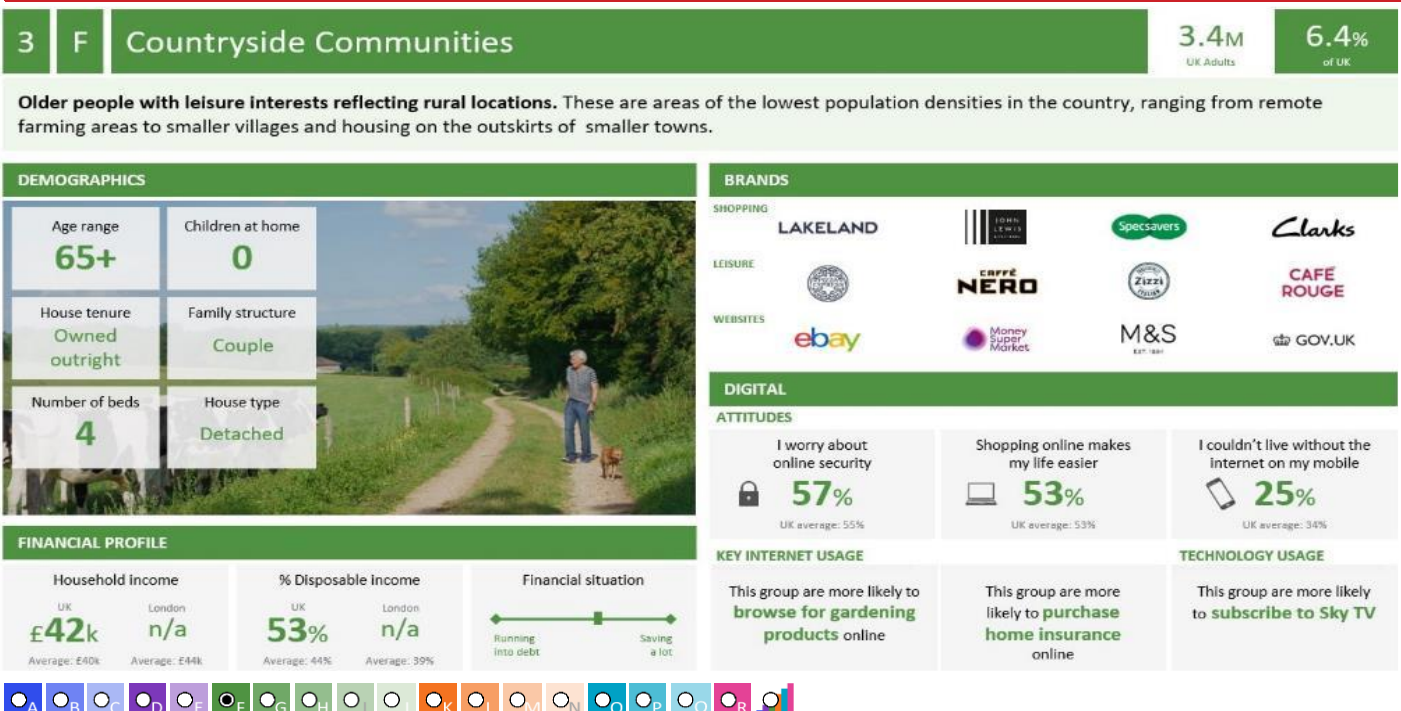
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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	20	0.2	1.1	17			
1.B Executive Wealth	1,514	14.5	11.2	129			
1.C Mature Money	1,502	14.4	9.6	150			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	143	1.4	6.2	22			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	1,997	19.2	5.7	334			
3.G Successful Suburbs	576	5.5	5.9	94			
3.H Steady Neighbourhoods	225	2.2	7.4	29			
3.I Comfortable Seniors	152	1.5	2.9	50			
3.J Starting Out	225	2.2	4.3	50			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,670	16.0	7.9	203			
4.M Striving Families	538	5.2	7.5	68			
4.N Poorer Pensioners	1,126	10.8	5.9	183			
<b>5. Urban Adversity</b>							
5.O Young Hardship	89	0.9	6.1	14			
5.P Struggling Estates	463	4.4	6.1	73			
5.Q Difficult Circumstances	138	1.3	5.3	25			
<b>6. Not Private Households</b>							
6.R Not Private Households	41	0.4	0.3	118			
<b>Total households</b>	<b>10,419</b>						

## Acorn Group Pen Portrait



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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	20	0.2	0.9	22			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	453	4.3	2.6	166			
	1.B.5 Wealthy countryside commuters	909	8.7	2.4	362			
	1.B.6 Financially comfortable families	129	1.2	2.2	56			
	1.B.7 Affluent professionals	21	0.2	0.9	24			
	1.B.8 Prosperous suburban families	1	0.0	1.5	1			
	1.B.9 Well-off edge of towners	1	0.0	1.6	1			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	1,028	9.9	3.0	331			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	361	3.5	2.5	140			
	1.C.13 Upmarket downsizers	113	1.1	1.3	83			
<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	143	1.4	1.9	73			
	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			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	3.F.21 Farms and cottages	198	1.9	1.5	127			
	3.F.22 Older couples and families in rural areas	340	3.3	1.1	306			
	3.F.23 Owner occupiers in small towns and villages	1,459	14.0	3.2	441			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	68	0.7	2.6	25			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	508	4.9	2.4	201			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	94	0.9	3.4	26			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	131	1.3	2.3	54			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	152	1.5	2.4	60			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	225	2.2	2.3	96			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	30	0.3	1.4	20			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	739	7.1	2.6	270			
	4.L.39 Fading owner occupied terraces	901	8.6	2.9	300			
	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	122	1.2	1.6	73			
	4.M.42 Struggling young families in post-war terraces	42	0.4	1.7	24			
	4.M.43 Families in right-to-buy estates	10	0.1	2.1	5			
	4.M.44 Post-war estates, limited means	364	3.5	2.2	159			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	278	2.7	0.8	340			
	4.N.46 Elderly people in social rented flats	70	0.7	1.1	62			
	4.N.47 Low income older people in smaller semis	757	7.3	2.3	320			
	4.N.48 Pensioners and singles in social rented flats	21	0.2	1.8	11			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	39	0.4	2.1	17			
	5.O.50 Struggling younger people in mixed tenure	26	0.2	1.7	14			
	5.O.51 Young people in small, low cost terraces	24	0.2	2.3	10			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	307	2.9	1.6	181			
	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	156	1.5	1.6	91			
<b>5.Q Difficult Circumstances</b>								
	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	114	1.1	1.8	61			
	5.Q.59 Deprived areas and high-rise flats	24	0.2	2.0	11			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	18	0.2	0.1	297			
	6.R.61 Inactive communal population	23	0.2	0.3	80			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>10,419</b>						

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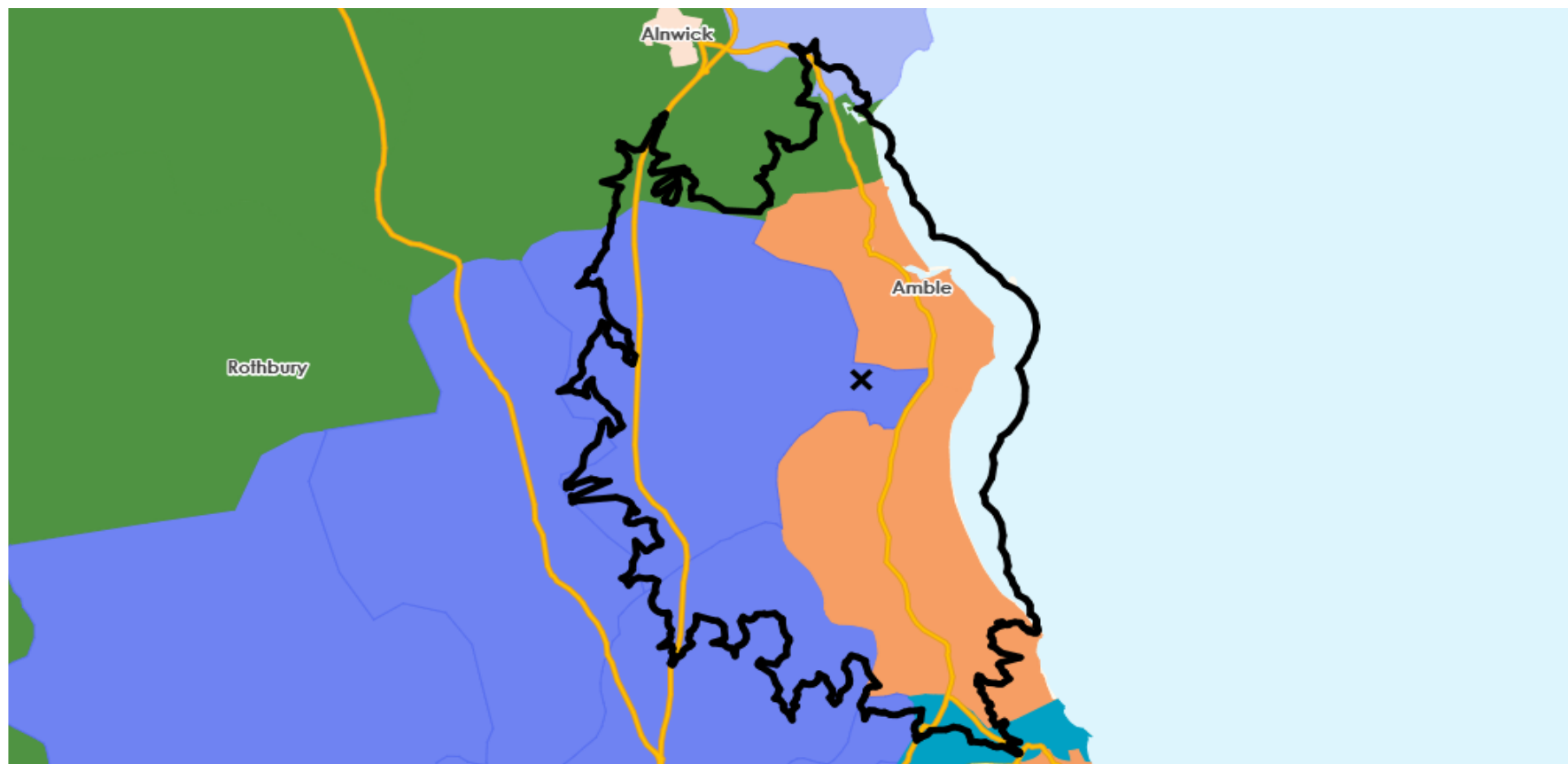
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_TrapNE65 9UT (15 min 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



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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
	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\_TrapNE65 9UT (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	117.6	84.9	139			
Proprietary Club	6	25.2	8.1	310			
Registered Club	14	58.8	29.9	197			
Restaurant	5	21.0	34.6	61			
Residential	1	4.2	3.5	121			

Name	Description	License Type	Owner Name	Postcode
Red Row Working Mens Club	Independent Free	Registered Club	Independent Free	NE61 5AU
Widdrington	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE61 5DY
Plough	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE61 5JB
Stobswold Miners Welfare Club	Independent Free	Registered Club	Independent Free	NE61 5QA
Ellington Miners Welfare	Independent Free	Registered Club	Independent Free	NE61 5HB
Schooner Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE65 0AD
Harbour Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE65 0AA
Coquet Yacht Club	Independent Free	Registered Club	Independent Free	NE65 0HH
Tavern	Independent Free	Pubs & Full On	Independent Free	NE65 0DA
Dock Hotel	Independent Free	Pubs & Full On	Independent Free	NE65 0BX
Amble Club	Independent Free	Registered Club	Independent Free	NE65 0EA
Silver Carrs Club	Independent Free	Proprietary Club	Independent Free	NE65 0JS
Wellwood Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE65 0LD
Warkworth Masonic Hall	Independent Free	Registered Club	Independent Free	NE65 0LN
Blue Bell Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE65 0LU
Masons Arms	Unknown	Pubs & Full On	Unknown	NE65 0NH
Granary	Independent Free	Pubs & Full On	Independent Free	NE65 0SD
Radcliffe Workmens Club & Institute	Independent Free	Registered Club	Independent Free	NE65 0SQ
Warkworth Cricket Club	Independent Free	Registered Club	Independent Free	NE65 0UJ
Hermitage Inn	Marston's	Pubs & Full On	Marston's	NE65 0UL
Jackdaw	Independent Free	Restaurant	Independent Free	NE65 0UN
Sun Hotel	Independent Free	Pubs & Full On	Independent Free	NE65 0UP
Masons Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE65 0UR
Warkworth House Hotel	Independent Free	Pubs & Full On	Independent Free	NE65 0XB
Railway Inn	Independent Free	Pubs & Full On	Independent Free	NE65 9BP
Northumberland Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE65 9EE
East Chevington Social Club & Institute L	Independent Free	Registered Club	Independent Free	NE65 9SF
Togston Terrace Social Club	Independent Free	Registered Club	Independent Free	NE65 9TW
Trap	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE65 9UT
Hope & Anchor	Independent Free	Pubs & Full On	Independent Free	NE66 2RA
Alnmouth Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	NE66 2RA
Sun Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE66 2RA
Coach Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE66 3PP
Golden Sands Holiday Park	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	NE61 5LF
Woodhorn Grange	Whitbread	Pubs & Full On	Whitbread	NE63 9AT
Cook & Barker Inn	Independent Free	Pubs & Full On	Independent Free	NE65 9JY
Warkworth Golf Club	Independent Free	Registered Club	Independent Free	NE65 0SW
Amble Coquet Street Club	Independent Free	Registered Club	Independent Free	NE65 0DJ
Ellington Caravan Club	Independent Free	Proprietary Club	Independent Free	NE61 5JR
Amble Links Holiday Park	Independent Free	Proprietary Club	Independent Free	NE65 0SD
Eshott Hall	Independent Free	Pubs & Full On	Independent Free	NE65 9EN
Cresswell Towers Holiday Park	Independent Free	Proprietary Club	Independent Free	NE61 5JT
Junction Restaurant	Independent Free	Restaurant	Independent Free	NE61 5BJ
Guyzance Hall	Independent Free	Pubs & Full On	Independent Free	NE65 9AG
Blue Sky Equestrian Centre	Independent Free	Proprietary Club	Independent Free	NE61 6PY
Roxbro House	Independent Free	Residential	Independent Free	NE65 0UP
Alnmouth And Lesbury Cc	Independent Free	Registered Club	Independent Free	NE66 3PX
Taj Mahal	Independent Free	Restaurant	Independent Free	NE65 0BZ
Amble Inn	Inn Collection Group	Pubs & Full On	Inn Collection Group	NE65 0FF
Castle Brew House	Independent Free	Pubs & Full On	Independent Free	NE65 0UP
Hemscott Hill Farm	Independent Free	Pubs & Full On	Independent Free	NE61 5EQ
Radcliffes	Independent Free	Restaurant	Independent Free	NE65 0FB
Fish Shack	Independent Free	Restaurant	Independent Free	NE65 0AP

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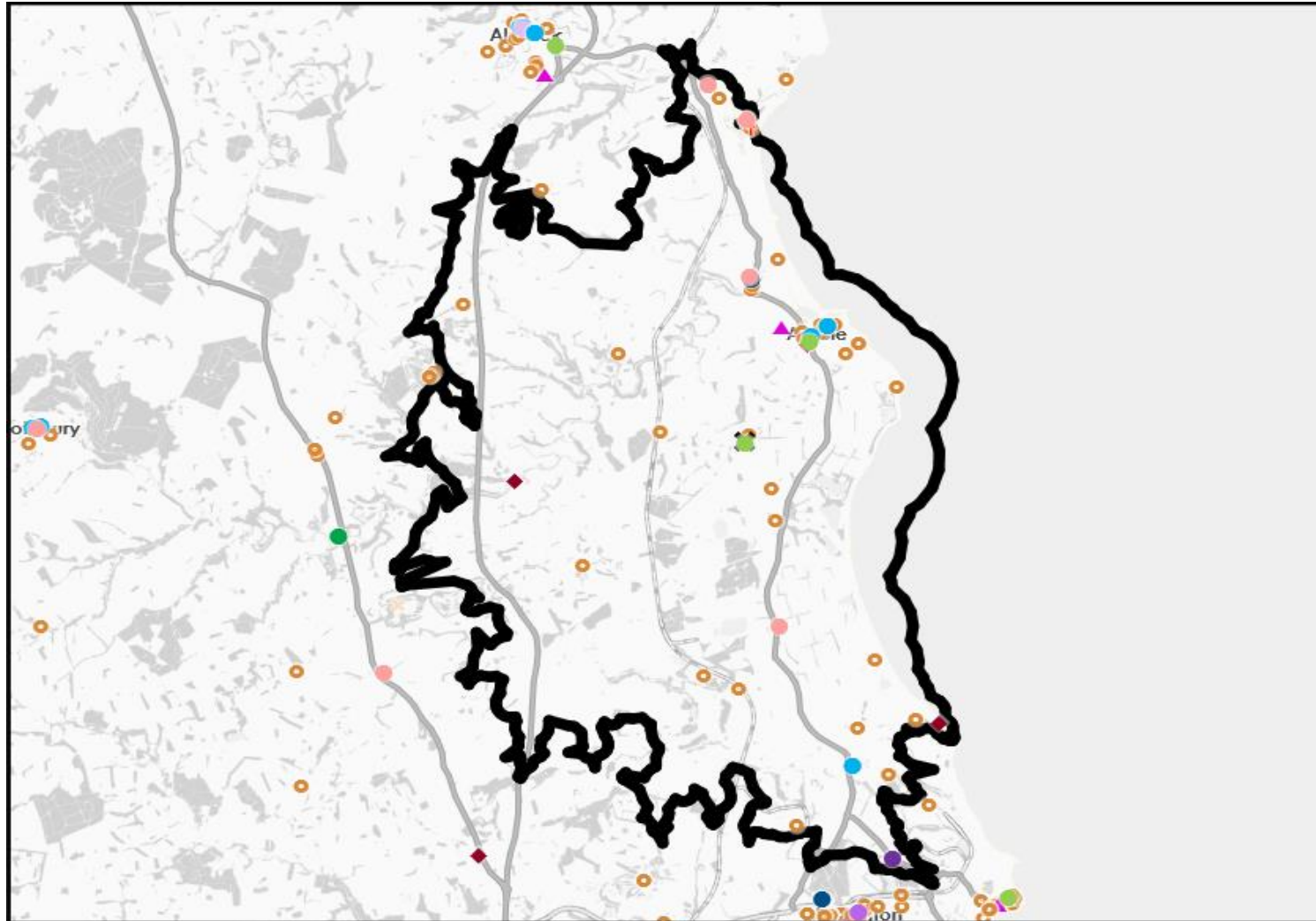
Name	Description	License Type	Owner Name	Postcode
Lounge Continental Bar	Independent Free	Pubs & Full On	Independent Free	NE65 ODR

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_TrapNE65 9UT (15 min 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