

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Black BushNE38 7HY (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	350	5.5	22.0	25		
2 Rising Prosperity	26	0.4	10.1	4		
3 Comfortable Communities	1,391	21.7	26.2	83		
4 Financially Stretched	1,097	17.1	23.7	72		
5 Urban Adversity	3,525	54.9	17.6	312		
6 Not Private Households	33	0.5	0.3	154		
<b>Total households</b>	<b>6,422</b>					

### Acorn Category Pen Portrait

5 Urban Adversity
8.5M 16.1%  
UK Adults of UK

**Age range**  
25-34

**Financial situation**

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Black BushNE38 7HY (1 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	63	1.0	11.2	9			
1.C Mature Money	287	4.5	9.6	46			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	26	0.4	6.2	7			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	286	4.5	5.9	76			
3.H Steady Neighbourhoods	745	11.6	7.4	158			
3.I Comfortable Seniors	284	4.4	2.9	152			
3.J Starting Out	76	1.2	4.3	27			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	672	10.5	7.9	132			
4.M Striving Families	145	2.3	7.5	30			
4.N Poorer Pensioners	280	4.4	5.9	74			
<b>5. Urban Adversity</b>							
5.O Young Hardship	346	5.4	6.1	88			
5.P Struggling Estates	2,318	36.1	6.1	591			
5.Q Difficult Circumstances	861	13.4	5.3	251			
<b>6. Not Private Households</b>							
6.R Not Private Households	33	0.5	0.3	154			
<b>Total households</b>	<b>6,422</b>						

Acorn Group Pen Portrait

**5 P Struggling Estates**      3.5M UK Adults      6.6% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

### DEMOGRAPHICS

- Age range: 25-34
- Children at home: 3+
- House tenure: Social renting
- Family structure: Single parent
- Number of beds: 3
- House type: Terraced

### BRANDS

- SHOPPING: JD, claire's, SPORTS DIRECT.COM, Iceland
- LEISURE: McDonald's, KFC, GREGGS
- WEBSITES: HUNGRY HORSE, very, JUST EAT, sky sports

### DIGITAL ATTITUDES

- I worry about online security: 52% (UK average: 55%)
- Shopping online makes my life easier: 51% (UK average: 53%)
- I couldn't live without the internet on my mobile: 37% (UK average: 34%)

### FINANCIAL PROFILE

- Household Income: UK £27k (Average: £40k), London £30k (Average: £44k)
- % Disposable Income: UK 30% (Average: 44%), London 28% (Average: 39%)
- Financial situation: Running into debt to Saving a lot

### KEY INTERNET USAGE

- Whilst internet usage is below average, this group are more likely to browse for video games online
- Whilst internet usage is below average, this group are more likely to buy electronic goods online
- Technology Usage: This group are more likely to watch TV on demand on a mobile

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Black BushNE38 7HY (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn 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	63	1.0	2.6	38			
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	0	0.0	1.5	0			
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	232	3.6	2.9	126			
1.C.12 Retired and empty nesters	19	0.3	2.5	12			
1.C.13 Upmarket downsizers	36	0.6	1.3	43			
<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	26	0.4	3.3	12			
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	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	134	2.1	2.6	79			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	152	2.4	2.4	98			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	539	8.4	3.4	244			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	206	3.2	2.3	138			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	245	3.8	2.4	158			
3.I.31 Elderly singles in purpose-built accommodation	39	0.6	0.5	124			
<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	76	1.2	2.3	53			
<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	263	4.1	1.4	291			
4.L.38 Semi-skilled workers in traditional neighbourhoods	142	2.2	2.6	84			
4.L.39 Fading owner occupied terraces	267	4.2	2.9	144			
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	4	0.1	1.6	4			
4.M.42 Struggling young families in post-war terraces	35	0.5	1.7	33			
4.M.43 Families in right-to-buy estates	25	0.4	2.1	19			
4.M.44 Post-war estates, limited means	81	1.3	2.2	57			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	147	2.3	0.8	292			
4.N.46 Elderly people in social rented flats	83	1.3	1.1	119			
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	50	0.8	1.8	44			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	169	2.6	2.1	123			
5.O.50 Struggling younger people in mixed tenure	144	2.2	1.7	128			
5.O.51 Young people in small, low cost terraces	33	0.5	2.3	23			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	2,147	33.4	1.6	2,058			
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	171	2.7	1.6	162			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	69	1.1	1.5	71			
5.Q.58 Singles and young families, some receiving benefits	589	9.2	1.8	512			
5.Q.59 Deprived areas and high-rise flats	203	3.2	2.0	155			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	33	0.5	0.3	187			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,422</b>						

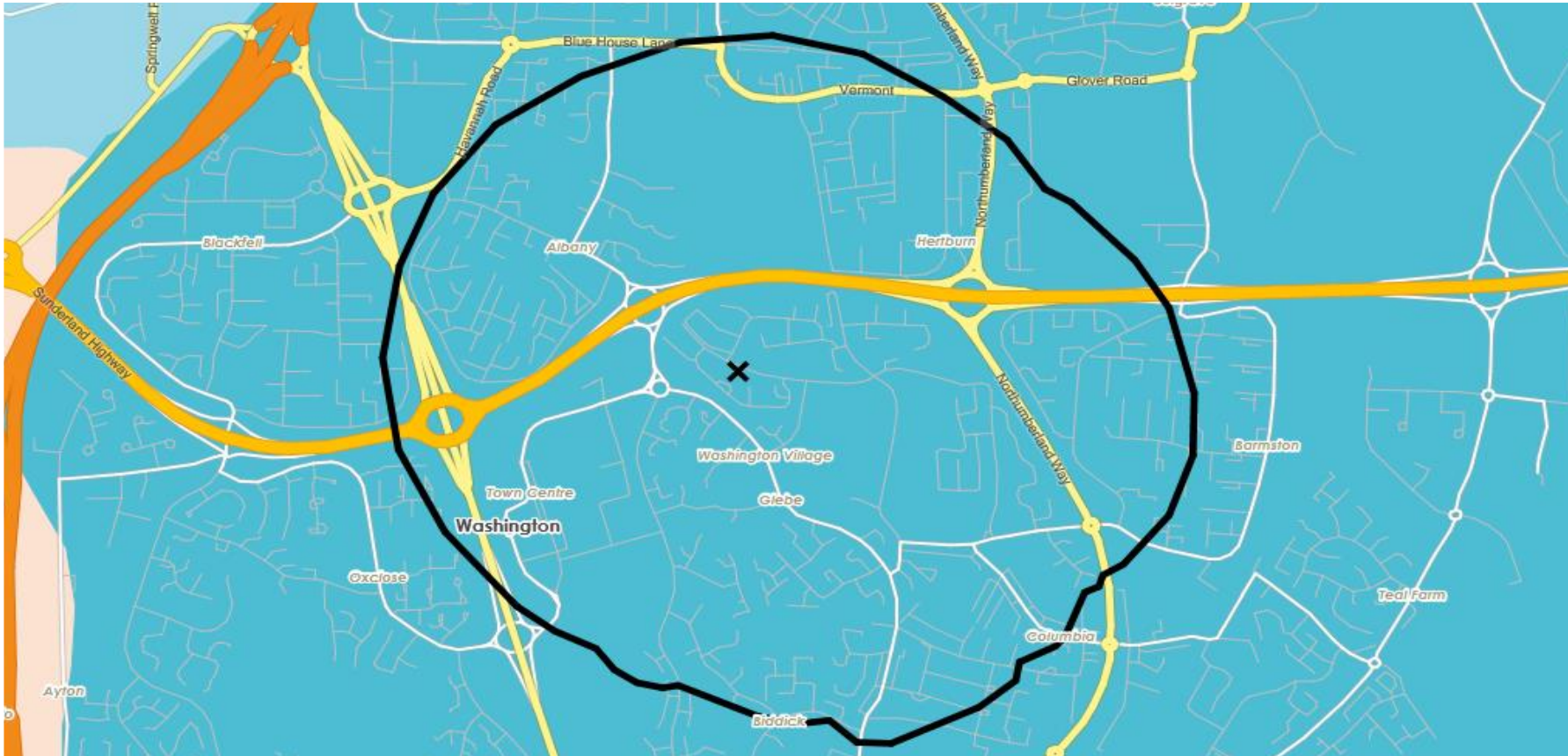


# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Black BushNE38 7HY (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

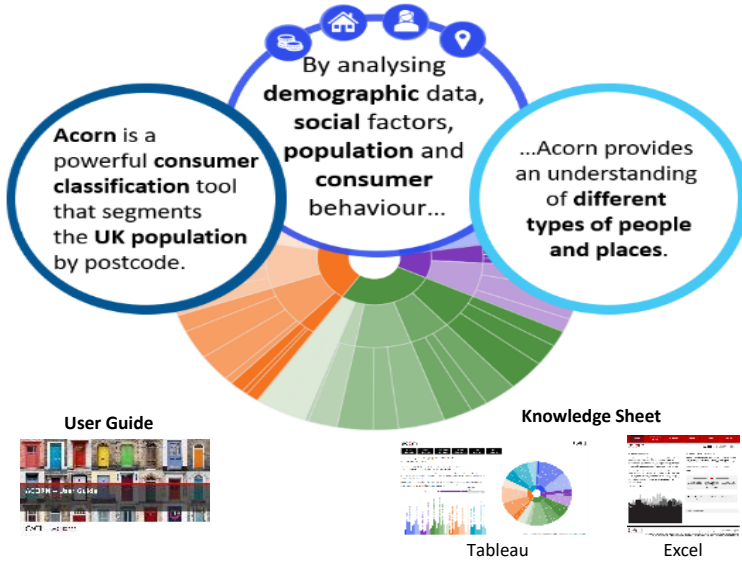
**Acorn Groups**

- 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

ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

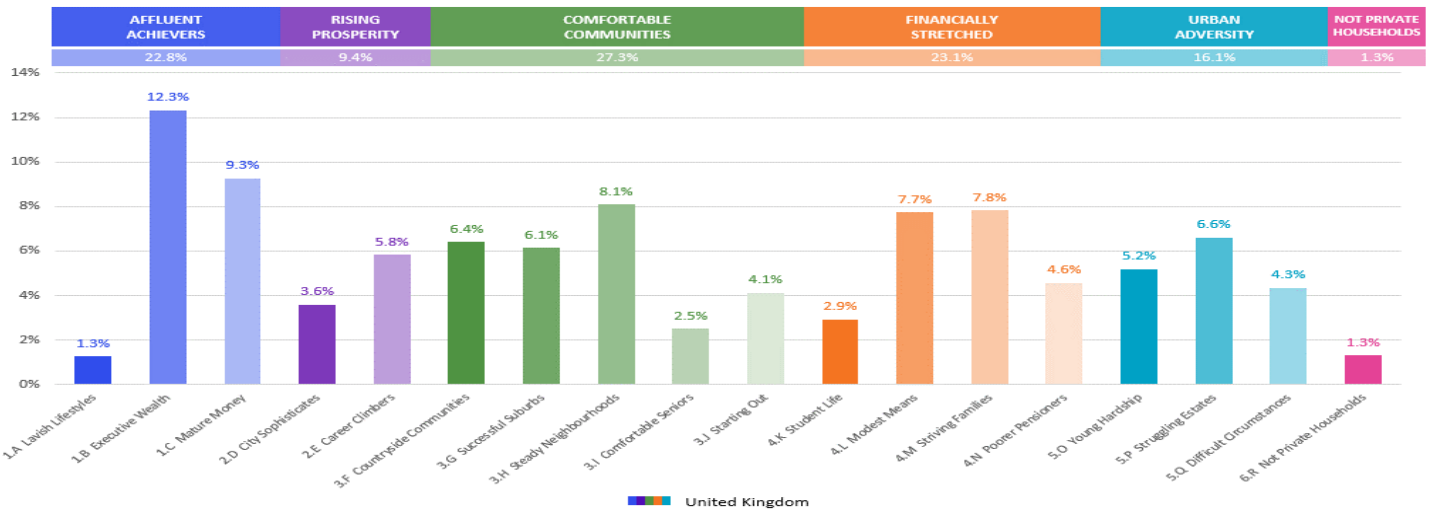
House tenure: Owned outright

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\_Black BushNE38 7HY (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	14	96.1	84.9	<b>113</b>			
Proprietary Club	2	13.7	8.1	<b>169</b>			
Registered Club	2	13.7	29.9	46			
Restaurant	4	27.4	34.6	79			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Blue Bell	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE37 2BZ
Wheelhouse	Camérons	Pubs & Full On	Camérons	NE37 1UB
New Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE37 2AL
Middle Inn	Amber Taverns	Pubs & Full On	Amber Taverns	NE37 2AL
Bird	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE37 2AL
Concord Tandoori	Independent Free	Restaurant	Independent Free	NE37 2SY
Usworth & Washington Gardners Club	Independent Free	Registered Club	Independent Free	NE37 3AB
Steps	Greene King	Pubs & Full On	Greene King	NE38 7HP
Cross Keys	Wear Inns Ltd	Pubs & Full On	Wear Inns Ltd	NE38 7AB
Washington Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7AB
Victoria Inn	Ei Group	Pubs & Full On	Ei Group	NE38 7DJ
Washington Union Club	Independent Free	Registered Club	Independent Free	NE38 7HU
Black Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE38 7HY
Oasis	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7SA
Ne38 Sports Bar	Independent Free	Pubs & Full On	Independent Free	NE38 8DG
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	NE38 7SB
Sir William De Wessyngton	Wetherspoon	Pubs & Full On	Wetherspoon	NE37 2SY
Amf Bowling	Original Bowling Company	Proprietary Club	Original Bowling Company	NE38 7RZ
Kylin Oriental	Independent Free	Restaurant	Independent Free	NE37 1BH
Stella Restaurant	Independent Free	Restaurant	Independent Free	NE37 1BH
Washington Old Hall	National Trust	Pubs & Full On	National Trust	NE38 7LE
Cellinis	Independent Free	Restaurant	Independent Free	NE38 7HN

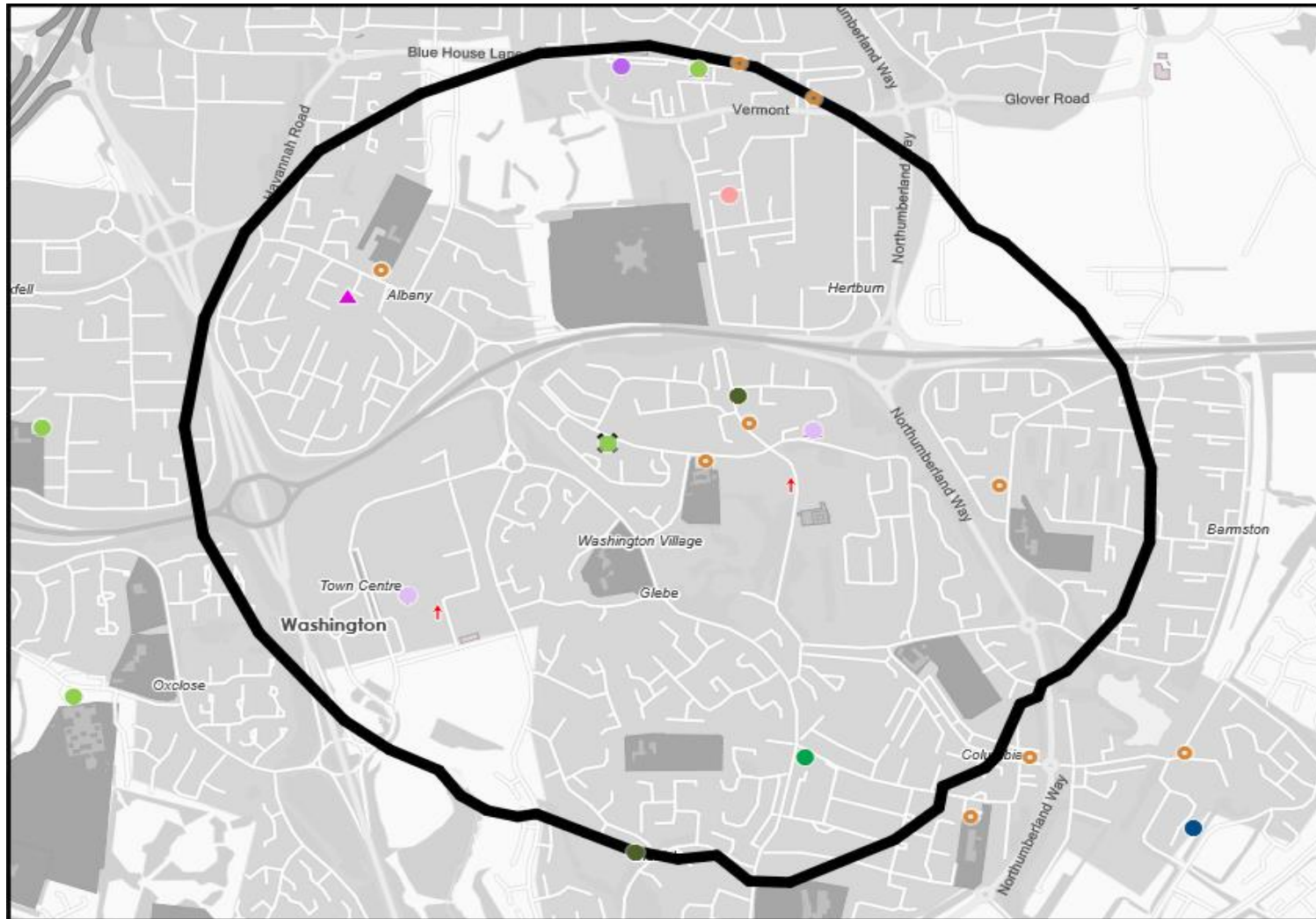


# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Black BushNE38 7HY (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