














ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Black & GreyNE61 1BU (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,942	43.4	22.0	198		
 2 Rising Prosperity	103	2.3	10.1	23		
 3 Comfortable Communities	772	17.3	26.2	66		
 4 Financially Stretched	1,449	32.4	23.7	136		
 5 Urban Adversity	151	3.4	17.6	19		
 6 Not Private Households	57	1.3	0.3	382		
 Graph						
Total households	4,474					

Acorn Category Pen Portrait

1 Affluent Achievers

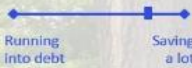
Age range

55+

House type

Detached

Financial situation



House tenure

Owned outright

Children at home

0

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

ACORN GROUP PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Black & GreyNE61 1BU (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	4	0.1	1.1	8		
1.B Executive Wealth	1,047	23.4	11.2	209		
1.C Mature Money	891	19.9	9.6	207		
2. Rising Prosperity						
2.D City Sophisticates	8	0.2	4.0	5		
2.E Career Climbers	95	2.1	6.2	34		
3. Comfortable Communities						
3.F Countryside Communities	27	0.6	5.7	11		
3.G Successful Suburbs	298	6.7	5.9	113		
3.H Steady Neighbourhoods	114	2.5	7.4	35		
3.I Comfortable Seniors	245	5.5	2.9	189		
3.J Starting Out	88	2.0	4.3	45		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	396	8.9	7.9	112		
4.M Striving Families	415	9.3	7.5	123		
4.N Poorer Pensioners	638	14.3	5.9	241		
5. Urban Adversity						
5.O Young Hardship	48	1.1	6.1	17		
5.P Struggling Estates	7	0.2	6.1	3		
5.Q Difficult Circumstances	96	2.1	5.3	40		
6. Not Private Households						
6.R Not Private Households	57	1.3	0.3	382		
Total households	4,474					

Acorn Group Pen Portrait

1 B Executive Wealth 6.5M UK Adults 12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range 45-64	Children at home 2
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, LITTLE GREENS, Russell & Bromley

LEISURE: M&S SMILEY FOOD, *PRET A MANGER*, WHOLE FOODS, wahaca

WEBSITES: BOON SPORT, rightmove, M&S, MoneySavingExpert.com

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 55%)
- Shopping online makes my life easier: **58%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **31%** (UK average: 34%)

KEY INTERNET USAGE

- This group are more likely to **browse for hotels online**
- This group are more likely to **purchase holidays online**
- This group are more likely to **own an iPhone**

FINANCIAL PROFILE

Household Income	% Disposable Income	Financial situation
UK: £60k (Average: £40k) London: £63k (Average: £44k)	UK: 50% (Average: 44%) London: 49% (Average: 39%)	Running into debt Saving a lot

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
----------	-------	------	-----	----------------

ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Black & GreyNE61 1BU (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

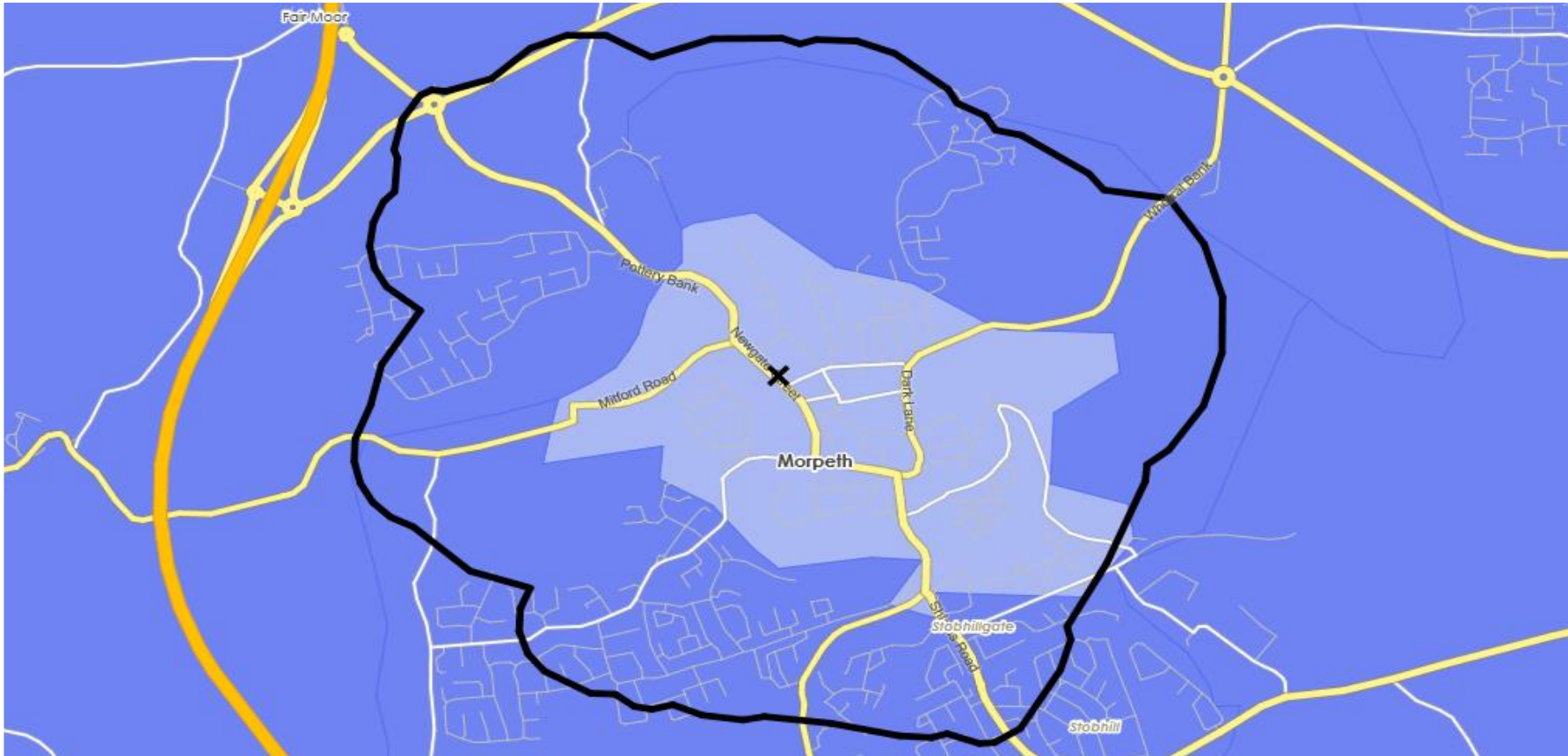
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	4	0.1	0.9	10			
1.B Executive Wealth							
1.B.4 Asset rich families	760	17.0	2.6	650			
1.B.5 Wealthy countryside commuters	108	2.4	2.4	100			
1.B.6 Financially comfortable families	23	0.5	2.2	23			
1.B.7 Affluent professionals	16	0.4	0.9	42			
1.B.8 Prosperous suburban families	29	0.6	1.5	42			
1.B.9 Well-off edge of towners	111	2.5	1.6	154			
1.C Mature Money							
1.C.10 Better-off villagers	212	4.7	3.0	159			
1.C.11 Settled suburbia, older people	304	6.8	2.9	238			
1.C.12 Retired and empty nesters	7	0.2	2.5	6			
1.C.13 Upmarket downsizers	368	8.2	1.3	631			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	8	0.2	0.7	25			
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	19	0.4	1.9	23			
2.E.19 First time buyers in small, modern homes	76	1.7	3.3	52			
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	27	0.6	3.2	19			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	20	0.4	2.6	17			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	278	6.2	2.4	256			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	108	2.4	3.4	70			
3.H.28 Owner occupied terraces, average income	6	0.1	1.6	8			
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	186	4.2	2.4	172			
3.I.31 Elderly singles in purpose-built accommodation	59	1.3	0.5	269			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	78	1.7	2.1	83			
3.J.33 Smaller houses and starter homes	10	0.2	2.3	10			
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	16	0.4	1.4	25			
4.L.38 Semi-skilled workers in traditional neighbourhoods	190	4.2	2.6	162			
4.L.39 Fading owner occupied terraces	190	4.2	2.9	147			
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	95	2.1	1.6	133			
4.M.42 Struggling young families in post-war terraces	49	1.1	1.7	65			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	271	6.1	2.2	275			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	44	1.0	0.8	125			
4.N.46 Elderly people in social rented flats	225	5.0	1.1	463			
4.N.47 Low income older people in smaller semis	230	5.1	2.3	226			
4.N.48 Pensioners and singles in social rented flats	139	3.1	1.8	176			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	41	0.9	1.7	52			
5.O.51 Young people in small, low cost terraces	7	0.2	2.3	7			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	5	0.1	1.6	7			
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	2	0.0	1.6	3			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	30	0.7	1.5	44			
5.Q.58 Singles and young families, some receiving benefits	50	1.1	1.8	62			
5.Q.59 Deprived areas and high-rise flats	16	0.4	2.0	18			
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	57	1.3	0.3	463			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,474						

CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: ATLT_Black & GreyNE61 1BU (1 Mile contour)

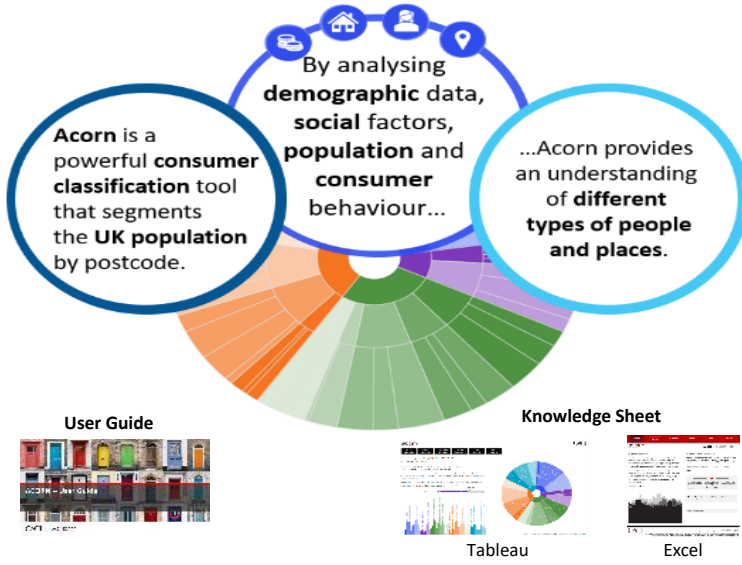


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

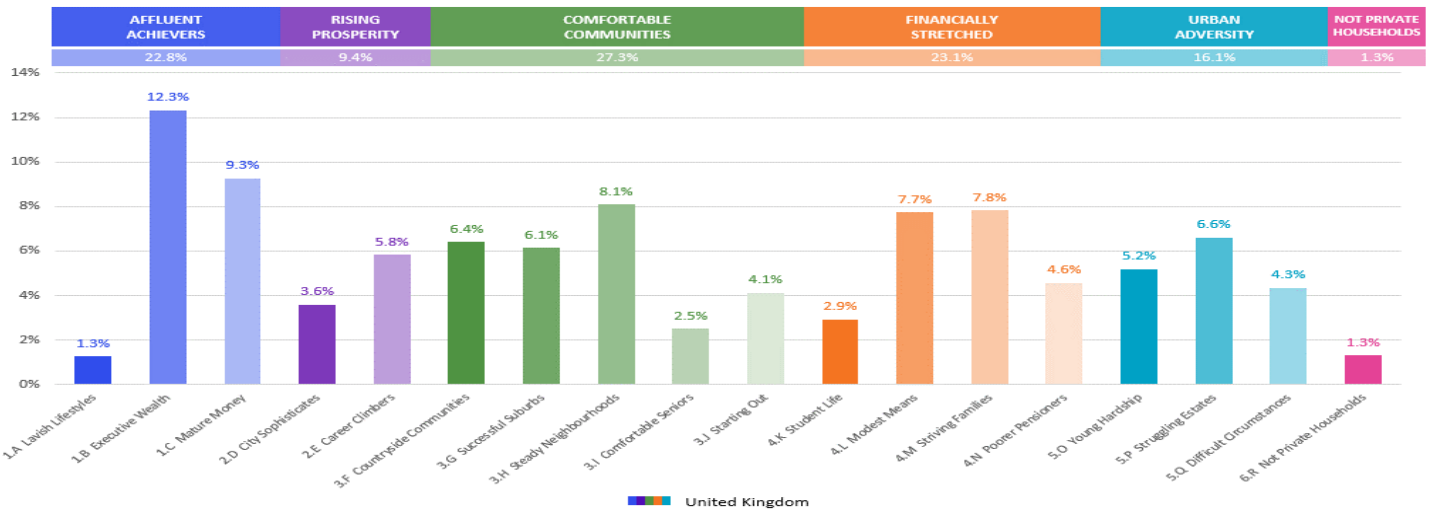
House tenure: Owned outright

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

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT_Black & GreyNE61 1BU (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	16	166.3	84.9	196			
Proprietary Club	1	10.4	8.1	128			
Registered Club	5	52.0	29.9	174			
Restaurant	7	72.8	34.6	210			
Residential	0	0.0	3.5	0			

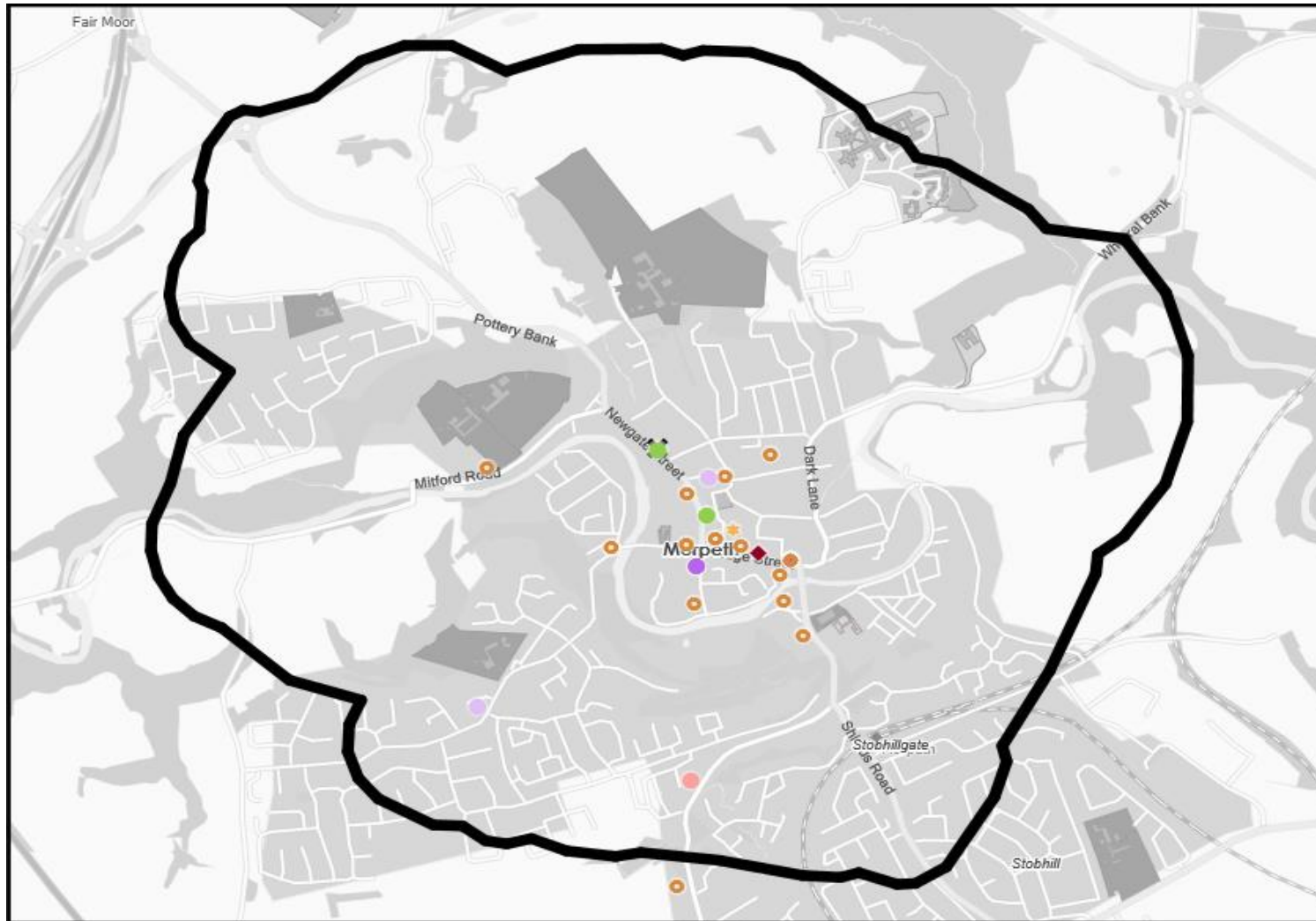
Name	Description	License Type	Owner Name	Postcode
Morpeth Conservative Club	Independent Free	Registered Club	Independent Free	NE61 1AT
White Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE61 1BA
Tap And Spile	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE61 1BH
Sour Grapes	Independent Free	Pubs & Full On	Independent Free	NE61 1BU
Black & Grey	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE61 1BU
Manzil Indian	Independent Free	Restaurant	Independent Free	NE61 1LX
Morpeth Masonic Club	Independent Free	Registered Club	Independent Free	NE61 1HW
Tandoori Mahal	Independent Free	Restaurant	Independent Free	NE61 1NT
Morpeth Comrades Club	Independent Free	Registered Club	Independent Free	NE61 1HG
Black Bull	Unknown	Pubs & Full On	Unknown	NE61 1PE
Cornerstone	Independent Free	Pubs & Full On	Independent Free	NE61 1PQ
Townhouse	Independent Free	Restaurant	Independent Free	NE61 1PQ
Riverside Lodge	Independent Free	Pubs & Full On	Independent Free	NE61 1QL
Morpeth Rugby Club	Independent Free	Registered Club	Independent Free	NE61 1RJ
Joiners Arms	Independent Free	Pubs & Full On	Independent Free	NE61 1XZ
Waterford Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	NE61 1YD
Sun Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE61 2QT
Wansbeck	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE61 2BD
Riverside Leisure Centre	Independent Free	Proprietary Club	Independent Free	NE61 1PR
Electric Wizard	Wetherspoon	Pubs & Full On	Wetherspoon	NE61 1PS
Giannis Pizzeria	Independent Free	Restaurant	Independent Free	NE61 1HG
Beau Monde	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE61 1PQ
Morpeth Rafa Club	Independent Free	Registered Club	Independent Free	NE61 1BJ
Primo Piano	Independent Free	Restaurant	Independent Free	NE61 1PS
Nadon Thai	Nadon Thai	Restaurant	Nadon Thai	NE61 1BA
Mulan	Independent Free	Restaurant	Independent Free	NE61 1QL
Barluga	Vaulkhard Group Ltd	Pubs & Full On	Vaulkhard Group Ltd	NE61 1NS
Bagpipe Museum	Independent Free	Pubs & Full On	Independent Free	NE61 1PJ
Auction House	Independent Free	Pubs & Full On	Independent Free	NE61 1PQ

MAP OF AREA

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: ATLT_Black & GreyNE61 1BU (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