

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** ATLT\_New MillNE34 9HG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	135	1.3	22.0	6		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	806	7.9	26.2	30		
4 Financially Stretched	4,064	39.9	23.7	168		
5 Urban Adversity	5,172	50.8	17.6	288		
6 Not Private Households	6	0.1	0.3	18		
Graph						
<b>Total households</b>	<b>10,183</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

# 25-34

House type

# Flat or terraced

Financial situation

House tenure

# Social renting

Children at home

# 3+

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\_New MillNE34 9HG (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	135	1.3	11.2	12			
1.C Mature Money	0	0.0	9.6	0			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	129	1.3	5.9	22			
3.H Steady Neighbourhoods	259	2.5	7.4	35			
3.I Comfortable Seniors	39	0.4	2.9	13			
3.J Starting Out	379	3.7	4.3	86			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	284	2.8	7.9	35			
4.M Striving Families	1,796	17.6	7.5	234			
4.N Poorer Pensioners	1,984	19.5	5.9	330			
<b>5. Urban Adversity</b>							
5.O Young Hardship	561	5.5	6.1	90			
5.P Struggling Estates	1,810	17.8	6.1	291			
5.Q Difficult Circumstances	2,801	27.5	5.3	514			
<b>6. Not Private Households</b>							
6.R Not Private Households	6	0.1	0.3	18			
<b>Total households</b>	<b>10,183</b>						

### Acorn Group Pen Portrait

**5 Q Difficult Circumstances**      2.3M UK Adults      4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING:

LEISURE:

WEBSITES:

#### DIGITAL ATTITUDES

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>48%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>36%</b> <small>UK average: 34%</small>
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#### FINANCIAL PROFILE

Household Income UK: <b>£20k</b> (Average: £40k) London: <b>£23k</b> (Average: £44k)	% Disposable Income UK: <b>31%</b> (Average: 44%) London: <b>27%</b> (Average: 39%)	Financial situation 
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#### 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 **take out a loan** online

This group are less likely to **use contactless payments**

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

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Area: ATLT\_New MilINE34 9HG (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	135	1.3	2.2	60			
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	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	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	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	129	1.3	2.6	48			
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	218	2.1	3.4	62			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	41	0.4	2.3	17			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	39	0.4	2.4	16			
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	123	1.2	2.1	58			
3.J.33 Smaller houses and starter homes	256	2.5	2.3	112			
<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	55	0.5	1.4	38			
4.L.38 Semi-skilled workers in traditional neighbourhoods	165	1.6	2.6	62			
4.L.39 Fading owner occupied terraces	64	0.6	2.9	22			
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	28	0.3	1.6	17			
4.M.42 Struggling young families in post-war terraces	26	0.3	1.7	15			
4.M.43 Families in right-to-buy estates	222	2.2	2.1	105			
4.M.44 Post-war estates, limited means	1,520	14.9	2.2	679			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	526	5.2	0.8	659			
4.N.46 Elderly people in social rented flats	97	1.0	1.1	88			
4.N.47 Low income older people in smaller semis	933	9.2	2.3	403			
4.N.48 Pensioners and singles in social rented flats	428	4.2	1.8	238			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	304	3.0	2.1	139			
5.O.50 Struggling younger people in mixed tenure	151	1.5	1.7	85			
5.O.51 Young people in small, low cost terraces	106	1.0	2.3	46			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	1,499	14.7	1.6	906			
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	311	3.1	1.6	185			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	149	1.5	1.5	96			
5.Q.58 Singles and young families, some receiving benefits	2,371	23.3	1.8	1,299			
5.Q.59 Deprived areas and high-rise flats	281	2.8	2.0	136			
<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	6	0.1	0.3	21			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,183</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_New MillINE34 9HG (1 Mile contour)



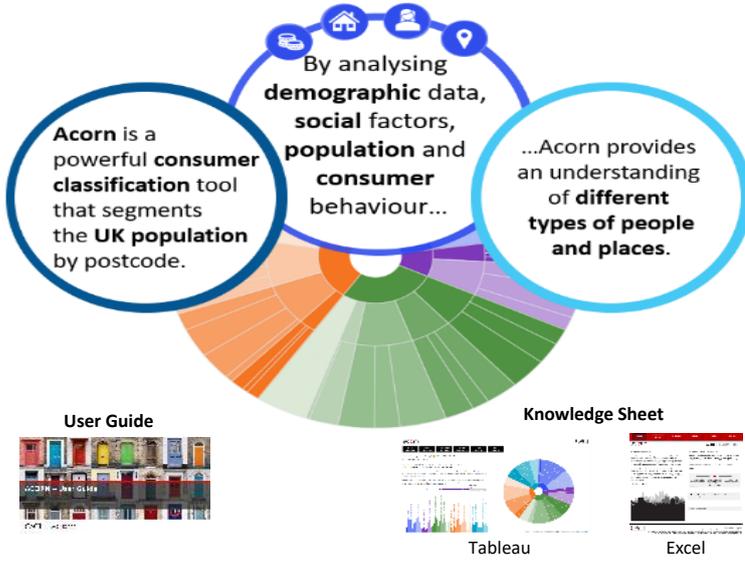
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	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
	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
	O. Young Hardship	49-51
5. Urban Adversity	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

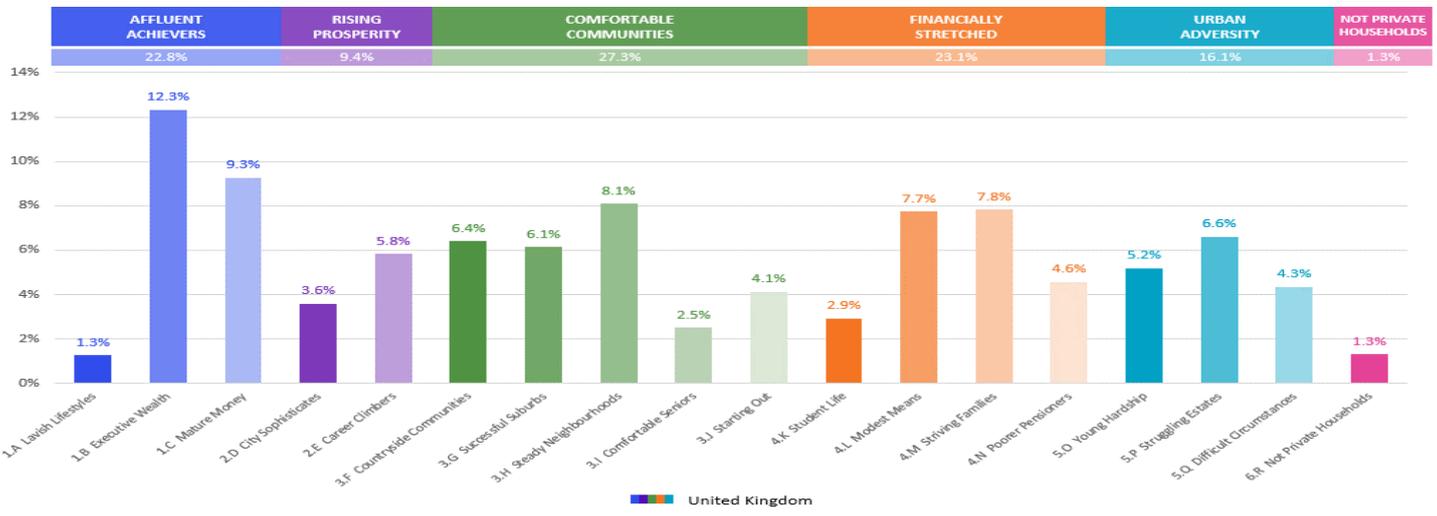
House tenure: Owned outright

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\_New MillNE34 9HG (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	7	32.1	84.9	38			
Proprietary Club	1	4.6	8.1	56			
Registered Club	4	18.3	29.9	61			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

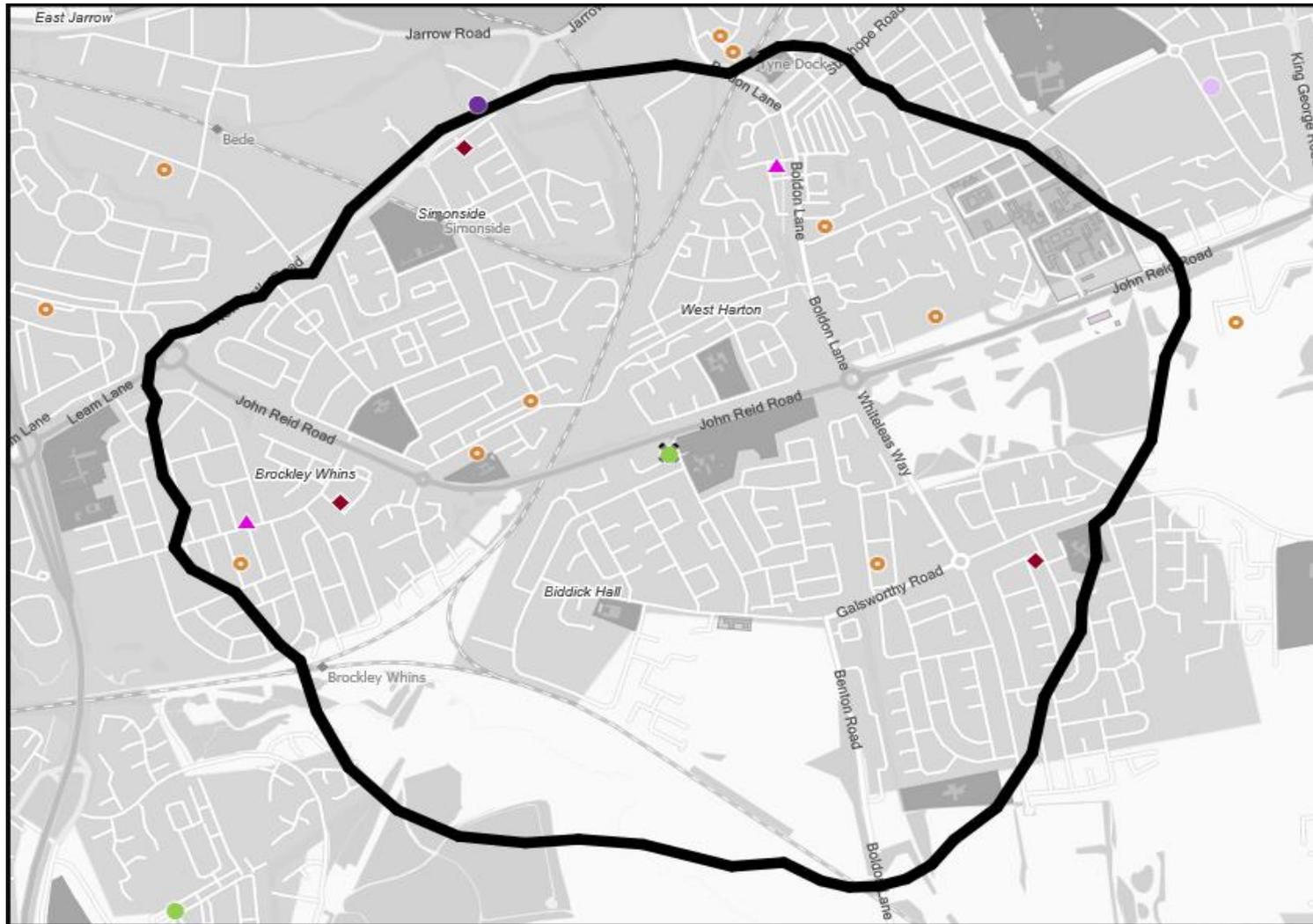
Name	Description	License Type	Owner Name	Postcode
Red Hackle	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE32 4HT
Neon Social Club & Institute	Independent Free	Registered Club	Independent Free	NE32 4HX
Last Orders	Amber Taverns	Pubs & Full On	Amber Taverns	NE34 0BX
Green Baize Snooker Club	Independent Free	Proprietary Club	Independent Free	NE34 0NF
Fad Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE34 8JN
Simonside Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE34 9AA
Jester	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE34 9DX
Whiteleas & District Social Club	Independent Free	Registered Club	Independent Free	NE34 8RN
New Mill	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE34 9HG
Simonside Social Club	Independent Free	Registered Club	Independent Free	NE34 9RY
Bridge	Independent Free	Pubs & Full On	Independent Free	NE34 9AZ
Harton & Westoe Miners Welfare Schen	Independent Free	Registered Club	Independent Free	NE34 0NA

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_New MilNE34 9HG (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