

CGA LICENCED PREMISES

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Area: ATLT_Honest BoyNE37 1LL (1 Mile contour)

Base: Great Britain

Year: 2021

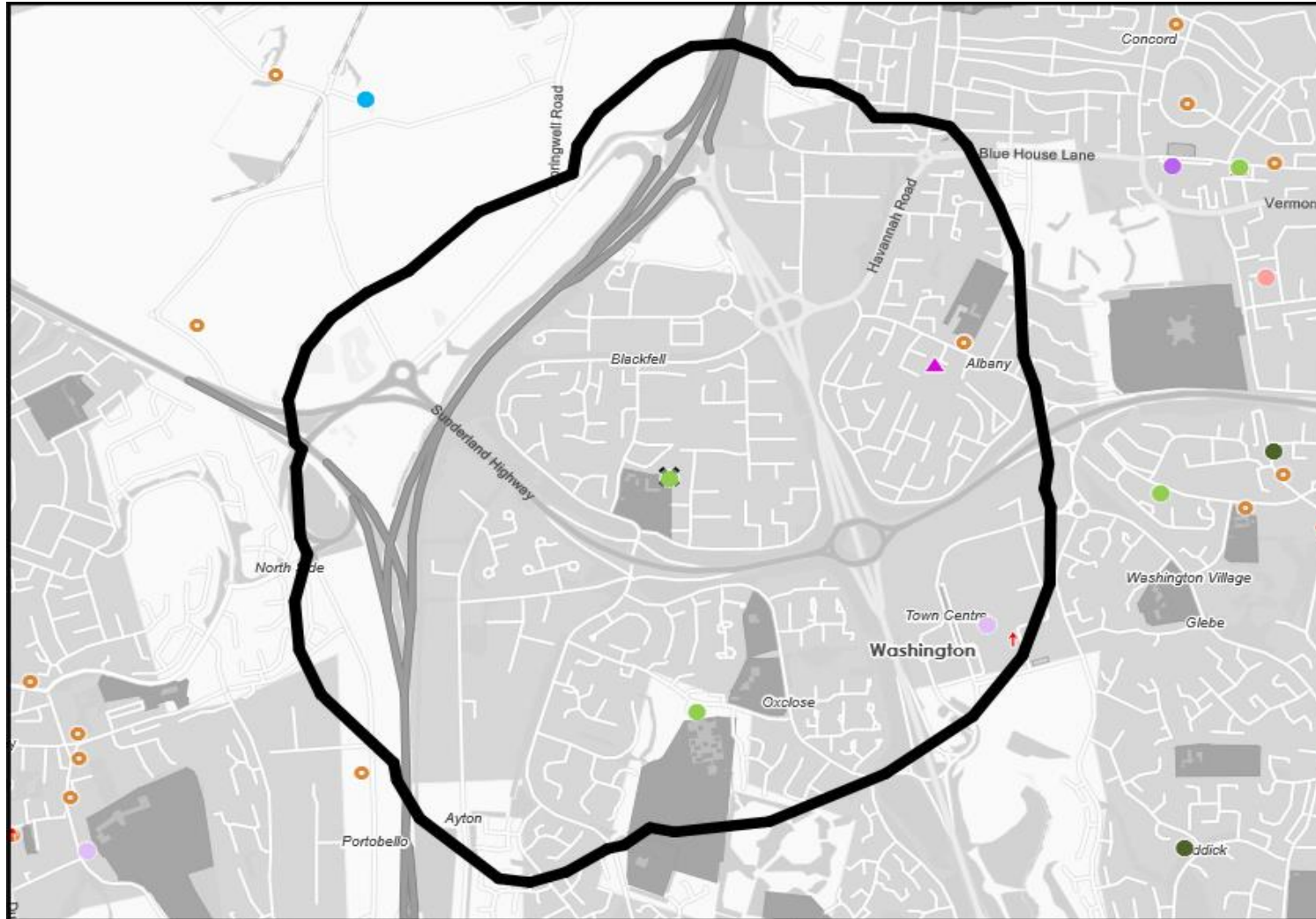
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	41.3	84.9	49			
Proprietary Club	2	20.6	8.1	254			
Registered Club	2	20.6	29.9	69			
Restaurant	2	20.6	34.6	60			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Honest Boy	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE37 1LL
White House Social Club	Independent Free	Registered Club	Independent Free	NE37 1LL
Wheelhouse	Camerons	Pubs & Full On	Camerons	NE37 1UB
Ox & Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE38 0LZ
Oasis	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7SA
Multi Purpose Centre	Independent Free	Registered Club	Independent Free	NE38 0LZ
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	NE38 7SB
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

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Honest BoyNE37 1LL (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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Honest BoyNE37 1LL (1 Mile contour)
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Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	261	6.2	22.0	28		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	1,117	26.6	26.2	102		
4 Financially Stretched	540	12.9	23.7	54		
5 Urban Adversity	2,278	54.3	17.6	308		
6 Not Private Households	0	0.0	0.3	0		
Total households	4,196					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.5M

16.1% of UK

Financial situation

Running into debt Saving a lot

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_Honest BoyNE37 1LL (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	0	0.0	1.1	0			
1.B Executive Wealth	79	1.9	11.2	17			
1.C Mature Money	182	4.3	9.6	45			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	33	0.8	5.7	14			
3.G Successful Suburbs	101	2.4	5.9	41			
3.H Steady Neighbourhoods	478	11.4	7.4	155			
3.I Comfortable Seniors	17	0.4	2.9	14			
3.J Starting Out	488	11.6	4.3	268			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	314	7.5	7.9	95			
4.M Striving Families	75	1.8	7.5	24			
4.N Poorer Pensioners	151	3.6	5.9	61			
5. Urban Adversity							
5.O Young Hardship	155	3.7	6.1	60			
5.P Struggling Estates	1,362	32.5	6.1	531			
5.Q Difficult Circumstances	761	18.1	5.3	339			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,196						

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_Honest BoyNE37 1LL (1 Mile contour)
 Base: Great Britain
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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	0	0.0	0.9	0			
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	79	1.9	2.2	86			
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			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	182	4.3	2.9	152			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity							
2.D City Sophisticates							
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			
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	0	0.0	3.3	0			
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	33	0.8	3.2	25			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	92	2.2	2.6	83			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	9	0.2	2.4	9			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	312	7.4	3.4	216			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	166	4.0	2.3	170			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	17	0.4	2.4	17			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	488	11.6	2.3	517			
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	155	3.7	1.4	262			
4.L.38 Semi-skilled workers in traditional neighbourhoods	114	2.7	2.6	103			
4.L.39 Fading owner occupied terraces	45	1.1	2.9	37			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	32	0.8	1.7	46			
4.M.43 Families in right-to-buy estates	16	0.4	2.1	18			
4.M.44 Post-war estates, limited means	27	0.6	2.2	29			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	151	3.6	0.8	459			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
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	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	94	2.2	2.1	104			
5.O.50 Struggling younger people in mixed tenure	61	1.5	1.7	83			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,254	29.9	1.6	1,840			
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	108	2.6	1.6	156			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	284	6.8	1.5	446			
5.Q.58 Singles and young families, some receiving benefits	289	6.9	1.8	384			
5.Q.59 Deprived areas and high-rise flats	188	4.5	2.0	220			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,196						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Honest BoyNE37 1LL (1 Mile contour)



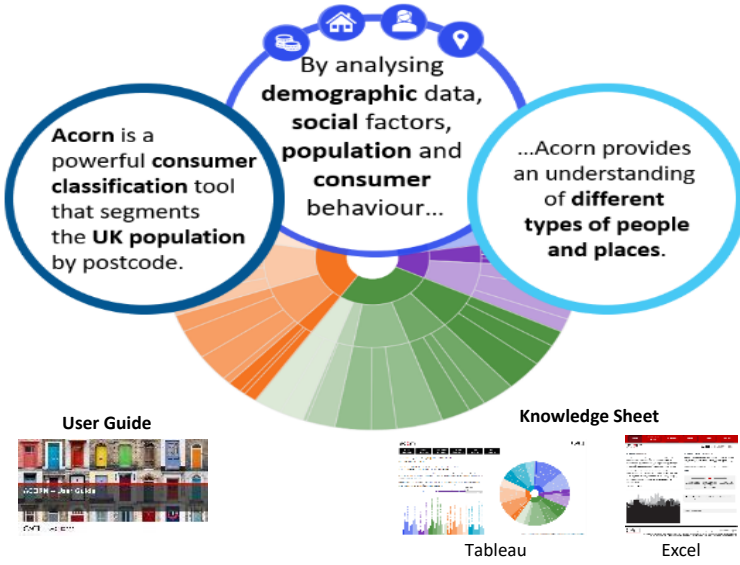
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: **Running into debt** ————— **Saving a lot**

Children at home: **0**

12.0M UK Adults

22.8% of UK

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

