

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATOM_SeabirdsYO16 7RX (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	967	13.7	22.0	62		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	2,854	40.3	26.2	154		
4 Financially Stretched	1,040	14.7	23.7	62		
5 Urban Adversity	2,177	30.8	17.6	175		
6 Not Private Households	40	0.6	0.3	170		
Total households	7,078					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults 27.3% of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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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	2	0.0	11.2	0			
1.C Mature Money	965	13.6	9.6	142			
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	19	0.3	5.7	5			
3.G Successful Suburbs	305	4.3	5.9	73			
3.H Steady Neighbourhoods	758	10.7	7.4	146			
3.I Comfortable Seniors	1,762	24.9	2.9	857			
3.J Starting Out	10	0.1	4.3	3			
4. Financially Stretched							
4.K Student Life	32	0.5	2.4	19			
4.L Modest Means	406	5.7	7.9	72			
4.M Striving Families	230	3.2	7.5	43			
4.N Poorer Pensioners	372	5.3	5.9	89			
5. Urban Adversity							
5.O Young Hardship	1,932	27.3	6.1	444			
5.P Struggling Estates	56	0.8	6.1	13			
5.Q Difficult Circumstances	189	2.7	5.3	50			
6. Not Private Households							
6.R Not Private Households	40	0.6	0.3	170			
Total households	7,078						

Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING: Poundland, b&m, The Works

LEISURE: Harvester, KFC, KINGS HENS, Pizza Hut

WEBSITES: Gumtree, very, Argos, HUNGRY HORSE

DIGITAL ATTITUDES

- I worry about online security: **52%** (UK average: 55%)
- Shopping online makes my life easier: **52%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **38%** (UK average: 34%)

FINANCIAL PROFILE

Household Income UK: £30k (Average: £40k) London: £34k (Average: £44k)	% Disposable Income UK: 39% (Average: 44%) London: 28% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

This group are more likely to **research credit cards online**

TECHNOLOGY USAGE

This group are more likely to **take out a credit card online**

This group are more likely to **watch TV on demand on a laptop**



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

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Area: ATOM_SeabirdsYO16 7RX (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	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	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	2	0.0	1.6	2			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	97	1.4	2.9	48			
1.C.12 Retired and empty nesters	710	10.0	2.5	404			
1.C.13 Upmarket downsizers	158	2.2	1.3	171			
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	19	0.3	3.2	8			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	305	4.3	2.6	163			
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			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	734	10.4	3.4	301			
3.H.28 Owner occupied terraces, average income	24	0.3	1.6	21			
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	1,732	24.5	2.4	1,014			
3.I.31 Elderly singles in purpose-built accommodation	30	0.4	0.5	86			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	10	0.1	2.1	7			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	32	0.5	0.4	124			
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	141	2.0	1.4	141			
4.L.38 Semi-skilled workers in traditional neighbourhoods	184	2.6	2.6	99			
4.L.39 Fading owner occupied terraces	81	1.1	2.9	40			
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	120	1.7	1.7	101			
4.M.43 Families in right-to-buy estates	30	0.4	2.1	20			
4.M.44 Post-war estates, limited means	80	1.1	2.2	51			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	57	0.8	0.8	103			
4.N.46 Elderly people in social rented flats	65	0.9	1.1	85			
4.N.47 Low income older people in smaller semis	171	2.4	2.3	106			
4.N.48 Pensioners and singles in social rented flats	79	1.1	1.8	63			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,048	14.8	2.1	690			
5.O.50 Struggling younger people in mixed tenure	725	10.2	1.7	587			
5.O.51 Young people in small, low cost terraces	159	2.2	2.3	100			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	9	0.1	1.6	8			
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	47	0.7	1.6	40			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	20	0.3	1.5	19			
5.Q.58 Singles and young families, some receiving benefits	59	0.8	1.8	47			
5.Q.59 Deprived areas and high-rise flats	110	1.6	2.0	76			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	13	0.2	0.1	316			
6.R.61 Inactive communal population	27	0.4	0.3	139			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,078						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATOM_SeabirdsYO16 7RX (1 Mile contour)



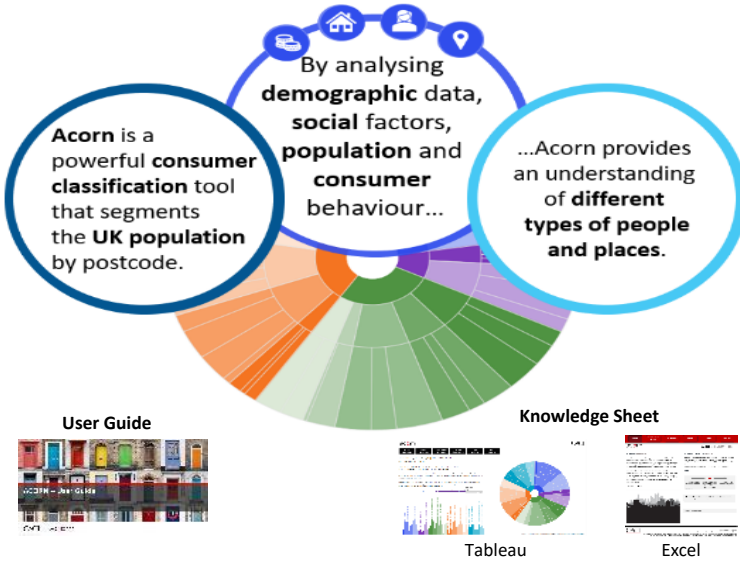
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

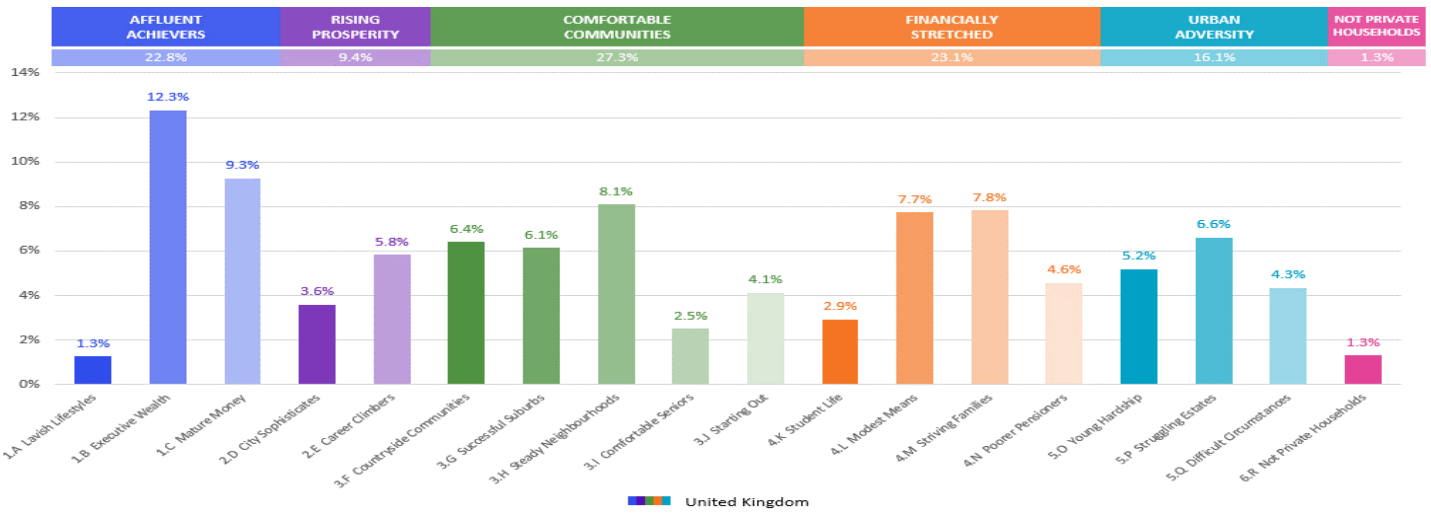
House tenure: Owned outright

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: ATOM_SeabirdsYO16 7RX (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	35	240.7	84.9	284			
Proprietary Club	4	27.5	8.1	338			
Registered Club	7	48.1	29.9	161			
Restaurant	13	89.4	34.6	258			
Residential	26	178.8	3.5	5150			

Name	Description	License Type	Owner Name	Postcode
Hilderthorpe Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO15 3AY
Coachman	Independent Free	Pubs & Full On	Independent Free	YO15 3BH
Quay Snooker & Leisure Club	Independent Free	Proprietary Club	Independent Free	YO15 2AB
Fat Badger	Independent Free	Pubs & Full On	Independent Free	YO15 2AP
Supattra	Independent Free	Restaurant	Independent Free	YO15 2AR
Victoria Hotel	Independent Free	Residential	Independent Free	YO15 2AT
Glenthams Guest House	Independent Free	Residential	Independent Free	YO15 2BA
Schofield Hotel	Independent Free	Residential	Independent Free	YO15 2DT
Windmill	Independent Free	Residential	Independent Free	YO15 2DT
Glencoe	Independent Free	Residential	Independent Free	YO15 2DT
Montfort Hotel	Independent Free	Residential	Independent Free	YO15 2EU
Bridlington Conservative Club	Independent Free	Registered Club	Independent Free	YO15 2EU
Park View	Independent Free	Residential	Independent Free	YO15 2EU
Northcote Hotel	Independent Free	Residential	Independent Free	YO15 2EY
Mont Millias	Independent Free	Residential	Independent Free	YO15 2HF
Barley Croft Hotel	Independent Free	Residential	Independent Free	YO15 2HF
Avalon Guest House	Independent Free	Residential	Independent Free	YO15 2HQ
Viking Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 2HU
Northlands Guest House	Independent Free	Residential	Independent Free	YO15 2HU
Glen Alan Hotel	Independent Free	Residential	Independent Free	YO15 2HU
Cherry Tree Guest House	Independent Free	Residential	Independent Free	YO15 2HU
Revelstoke Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 2HU
Beaconsfield Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO15 2HX
Sefton Hotel	Independent Free	Residential	Independent Free	YO15 2HX
Bay Court Hotel	Independent Free	Residential	Independent Free	YO15 2JG
Rivendell Hotel	Independent Free	Residential	Independent Free	YO15 2JG
Ryaburn Hotel	Independent Free	Residential	Independent Free	YO15 2JH
Ransdale Hotel	Independent Free	Residential	Independent Free	YO15 2JQ
Expanse Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 2LS
White Rose Lodge	Independent Free	Residential	Independent Free	YO15 2LX
Parade Hotel	Unknown	Pubs & Full On	Unknown	YO15 2NH
Victoria Sailor Club	Independent Free	Registered Club	Independent Free	YO15 2NJ
George Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO15 2NP
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO15 2NW
Carlton Apartments	Independent Free	Residential	Independent Free	YO15 2NX
Hook & Parrot	Unknown	Pubs & Full On	Unknown	YO15 2PB
Buffalos	Independent Free	Restaurant	Independent Free	YO15 2PD
Jeromes	Independent Free	Pubs & Full On	Independent Free	YO15 2NU
Bridlington Snooker Club	Independent Free	Proprietary Club	Independent Free	YO15 2QE
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	YO15 2QE
Greyhound	Unknown	Pubs & Full On	Unknown	YO15 2QE
Promenade Guest House	Independent Free	Residential	Independent Free	YO15 2QN
Brentwood House Hotel	Independent Free	Residential	Independent Free	YO15 2RB
Brunswick	Independent Free	Pubs & Full On	Independent Free	YO15 2SA
Harbour Tavern	Marston's	Pubs & Full On	Marston's	YO15 2SH
Allens Nosh Bar	Independent Free	Pubs & Full On	Independent Free	YO15 2SH
Stirling Castle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO15 2SN
Albion Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 3AZ
Royal Yorkshire Yacht	Independent Free	Registered Club	Independent Free	YO15 3HX
Windsor Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	YO15 3HY
Chatley Court Hotel	Independent Free	Residential	Independent Free	YO15 3JA
Telegraph Inn	Independent Free	Pubs & Full On	Independent Free	YO16 4JB
Bridlington Trinity Football Club Social C	Independent Free	Registered Club	Independent Free	YO16 4LD

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Residential	26	178.8	3.5	5150			

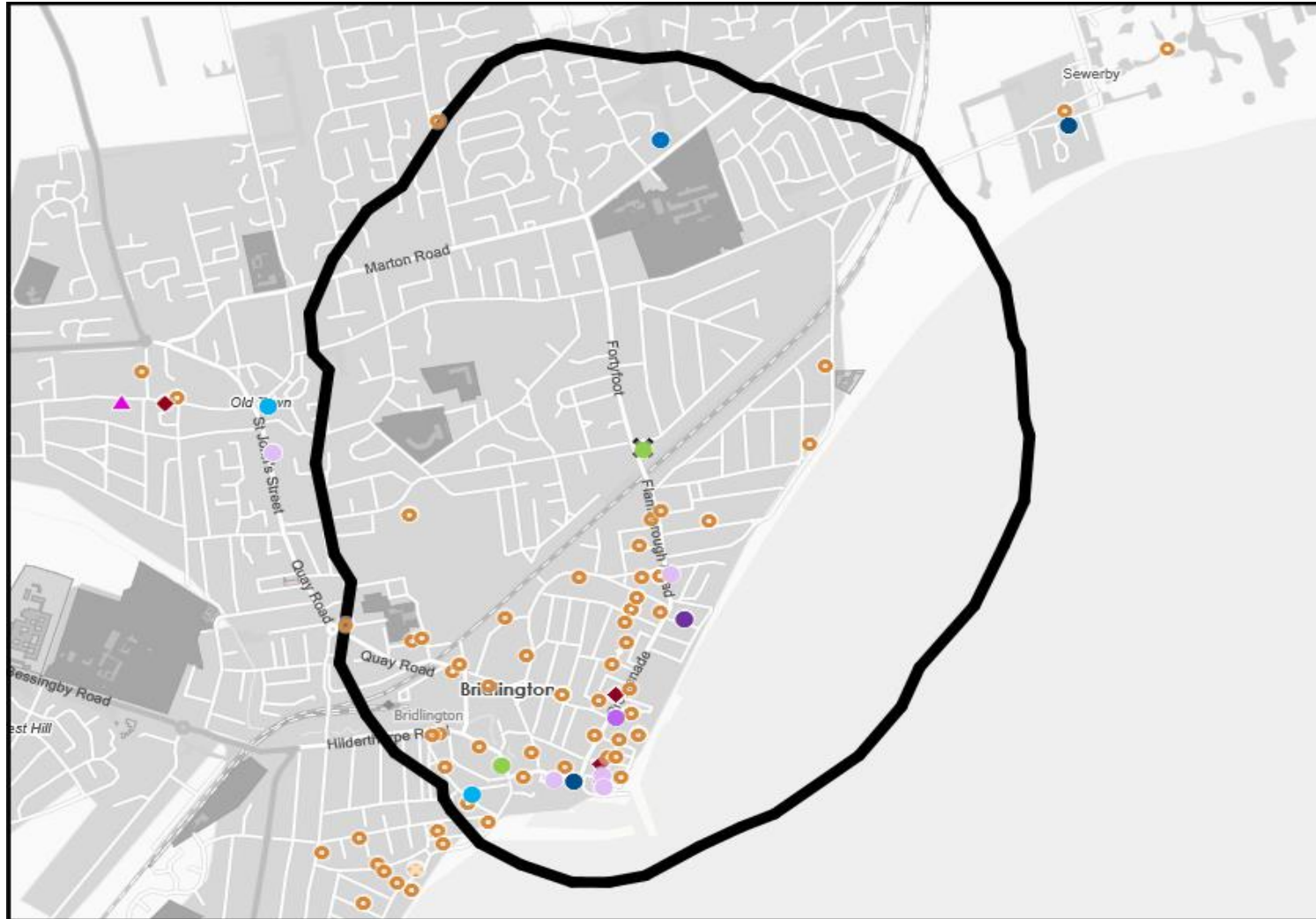
Name	Description	License Type	Owner Name	Postcode
Bridlington Rugby Club	Independent Free	Registered Club	Independent Free	YO16 7LN
Seabirds	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO16 7RX
Friendly Forester	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	YO16 6YS
East Riding Leisure Bridlington	Independent Free	Proprietary Club	Independent Free	YO15 2QQ
Funny Onion	Independent Free	Restaurant	Independent Free	YO15 3ET
Bridlington Town Football Club	Independent Free	Registered Club	Independent Free	YO16 7LN
Forum & Bar Utopia	Independent Free	Pubs & Full On	Independent Free	YO15 2PB
Prior John	Wetherspoon	Pubs & Full On	Wetherspoon	YO15 2QD
Bridlington Sports & Community Club	Independent Free	Registered Club	Independent Free	YO16 4LE
Apollo	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO15 2NP
Pavillion Barjeromes	Independent Free	Pubs & Full On	Independent Free	YO15 2SN
Leos Restaurant	Independent Free	Restaurant	Independent Free	YO15 2PY
JCs Diner	Independent Free	Restaurant	Independent Free	YO15 2SH
Masala	Independent Free	Restaurant	Independent Free	YO15 2PA
Balmoral Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 2DT
Swandale	Independent Free	Residential	Independent Free	YO15 2HH
Dorian Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 3HX
Providence Place Hotel	Independent Free	Pubs & Full On	Independent Free	YO15 2QP
Wild Bills	Independent Free	Restaurant	Independent Free	YO15 3AH
Dog House	Independent Free	Pubs & Full On	Independent Free	YO15 2DQ
Emperor Ming	Independent Free	Restaurant	Independent Free	YO15 2QU
Wise Guys	Independent Free	Restaurant	Independent Free	YO15 2QD
Bonifacios Pizzeria Ristorante	Independent Free	Restaurant	Independent Free	YO15 2PD
Buddha	Independent Free	Restaurant	Independent Free	YO15 2AP
Three Brass Monkeys	Amber Taverns	Pubs & Full On	Amber Taverns	YO15 2NW
Rosebery House	Independent Free	Residential	Independent Free	YO15 2ET
Aloha	Independent Free	Restaurant	Independent Free	YO15 3AS
Beach Hut Tiki Bar	Independent Free	Pubs & Full On	Independent Free	YO15 2PB
Stackhouse Bar	Independent Free	Pubs & Full On	Independent Free	YO15 2PY
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	YO15 2PJ
Cookhouse & Pub	Whitbread	Pubs & Full On	Whitbread	YO15 2PJ
Lodge	Independent Free	Restaurant	Independent Free	YO15 2PB

MAP OF AREA

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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