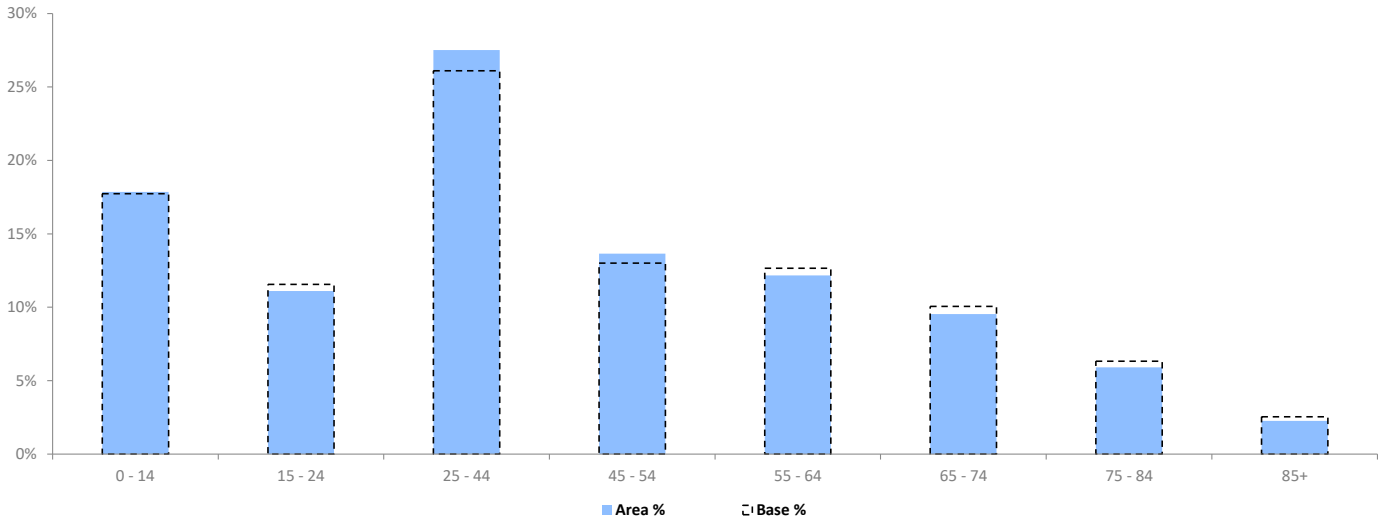


# POPULATION PROJECTIONS

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Area: P04311\_Black Bull Hotel, Blaydon on Tyne, NE21 4JJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,638	17.9	17.7	<b>101</b>			
15 - 24	1,640	11.1	11.6	96			
25 - 44	4,064	27.5	26.1	<b>105</b>			
45 - 54	2,017	13.7	13.0	<b>105</b>			
55 - 64	1,798	12.2	12.7	96			
65 - 74	1,409	9.5	10.1	95			
75 - 84	873	5.9	6.3	93			
85+	334	2.3	2.5	89			
<b>Total population</b>	<b>14,773</b>						



# CGA LICENCED PREMISES

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Area: P04311\_Black Bull Hotel, Blaydon on Tyne, N  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	81.2	85.9	95			
Proprietary Club	0	0.0	8.2	0			
Registered Club	4	27.1	30.1	90			
Restaurant	1	6.8	35.3	19			
Residential	0	0.0	3.5	0			

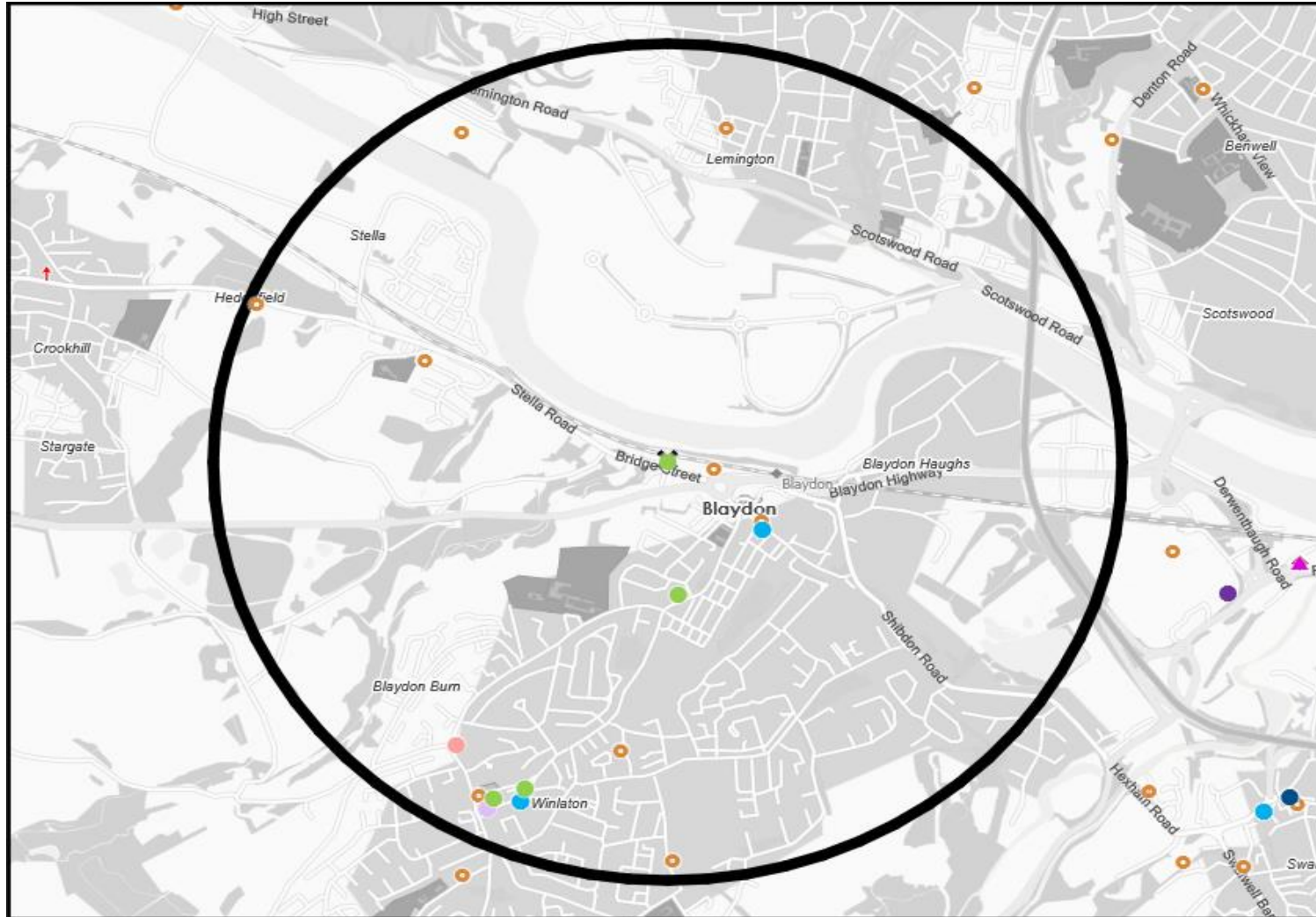
Name	Description	License Type	Owner Name	Postcode
Lemington Social Club	Independent Free	Registered Club	Independent Free	NE15 8DT
Huntsman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4AU
British Railways Staff Association	Independent Free	Registered Club	Independent Free	NE21 4JB
Hotel Michelangelo	Independent Free	Pubs & Full On	Independent Free	NE21 4LU
Miji	Independent Free	Restaurant	Independent Free	NE21 4LW
Bisley	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE21 5AF
Blaydon District Cricket Club	Independent Free	Registered Club	Independent Free	NE21 5DF
Vulcan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE21 6AE
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 6AB
Crown & Cannon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 6AD
Highlander Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE21 6AF
Turf Hotel	Independent Free	Pubs & Full On	Independent Free	NE21 6AH
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE21 6BT
Winlton Vulcans Rugby Club	Independent Free	Registered Club	Independent Free	NE21 6NF
Black Bull	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4JJ
Yard Micropub	Independent Free	Pubs & Full On	Independent Free	NE21 5AE
Route 72	Independent Free	Pubs & Full On	Independent Free	NE15 9RT

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04311\_Black Bull Hotel, Blaydon on Tyne, NE21 4JJ (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:** P04311\_Black Bull Hotel, Blaydon on Tyne, NE21 4JJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	409	6.4	22.0	29		
2 Rising Prosperity	353	5.5	10.1	55		
3 Comfortable Communities	1,118	17.5	26.2	67		
4 Financially Stretched	2,588	40.6	23.7	171		
5 Urban Adversity	1,900	29.8	17.6	169		
6 Not Private Households	6	0.1	0.3	28		
Graph						
<b>Total households</b>	<b>6,374</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% of UK

**Age range**  
All ages

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

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04311\_Black Bull Hotel, Blaydon on Tyne, NE21 4JJ (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	119	1.9	11.2	17		
1.C Mature Money	290	4.5	9.6	47		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	353	5.5	6.2	90		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	41	0.6	5.7	11		
3.G Successful Suburbs	143	2.2	5.9	38		
3.H Steady Neighbourhoods	287	4.5	7.4	61		
3.I Comfortable Seniors	122	1.9	2.9	66		
3.J Starting Out	525	8.2	4.3	189		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,128	17.7	7.9	224		
4.M Striving Families	739	11.6	7.5	154		
4.N Poorer Pensioners	721	11.3	5.9	191		
<b>5. Urban Adversity</b>						
5.O Young Hardship	783	12.3	6.1	200		
5.P Struggling Estates	781	12.3	6.1	200		
5.Q Difficult Circumstances	336	5.3	5.3	99		
<b>6. Not Private Households</b>						
6.R Not Private Households	6	0.1	0.3	28		
<b>Total households</b>	<b>6,374</b>					

### Acorn Group Pen Portrait

**4 L Modest Means**      **4.1M** UK Adults      **7.7%** of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>Age range: <b>25-34</b></li> <li>Children at home: <b>3+</b></li> <li>House tenure: <b>Privately renting</b></li> <li>Family structure: <b>Single parent</b></li> <li>Number of beds: <b>3</b></li> <li>House type: <b>Terraced</b></li> </ul>		<b>BRANDS</b> <ul style="list-style-type: none"> <li>SHOPPING: The Works, M&amp;Co, RANGE, NEW LOOK</li> <li>LEISURE: Harry Ramsden, KFC, Frankie &amp; Benny's, GREGGS</li> <li>WEBSITES: ebay, sky, Argos, LAD BIBLE</li> </ul>	
<b>FINANCIAL PROFILE</b> <ul style="list-style-type: none"> <li>Household Income: UK <b>£35k</b> (Avg: £40k), London <b>£42k</b> (Avg: £44k)</li> <li>% Disposable Income: UK <b>45%</b> (Avg: 44%), London <b>34%</b> (Avg: 39%)</li> <li>Financial situation: </li> </ul>		<b>DIGITAL</b> <b>ATTITUDES</b> <ul style="list-style-type: none"> <li>I worry about online security: <b>54%</b> (UK average: 55%)</li> <li>Shopping online makes my life easier: <b>50%</b> (UK average: 53%)</li> <li>I couldn't live without the internet on my mobile: <b>33%</b> (UK average: 34%)</li> </ul>	
<b>KEY INTERNET USAGE</b> Whilst internet usage is below average, this group are more likely to <b>research loans online</b>		<b>TECHNOLOGY USAGE</b> Whilst internet usage is below average, this group are more likely to <b>purchase toys online</b> and <b>subscribe to Sky TV</b>	

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

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Area: P04311\_Black Bull Hotel, Blaydon on Tyne, NE21 4JJ (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	60	0.9	2.6	36			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	59	0.9	2.2	42			
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	19	0.3	3.0	10			
1.C.11 Settled suburbia, older people	250	3.9	2.9	137			
1.C.12 Retired and empty nesters	6	0.1	2.5	4			
1.C.13 Upmarket downsizers	15	0.2	1.3	18			
<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	353	5.5	1.9	294			
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	41	0.6	3.2	20			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	95	1.5	2.6	56			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	48	0.8	2.4	31			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	167	2.6	3.4	76			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	5			
3.H.29 Established suburbs, older families	115	1.8	2.3	77			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	122	1.9	2.4	79			
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	161	2.5	2.1	121			
3.J.33 Smaller houses and starter homes	364	5.7	2.3	254			
<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	20	0.3	1.4	22			
4.L.38 Semi-skilled workers in traditional neighbourhoods	359	5.6	2.6	214			
4.L.39 Fading owner occupied terraces	749	11.8	2.9	408			
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	88	1.4	1.6	87			
4.M.42 Struggling young families in post-war terraces	100	1.6	1.7	94			
4.M.43 Families in right-to-buy estates	61	1.0	2.1	46			
4.M.44 Post-war estates, limited means	490	7.7	2.2	349			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	231	3.6	0.8	462			
4.N.46 Elderly people in social rented flats	71	1.1	1.1	103			
4.N.47 Low income older people in smaller semis	294	4.6	2.3	203			
4.N.48 Pensioners and singles in social rented flats	125	2.0	1.8	111			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	98	1.5	2.1	72			
5.O.50 Struggling younger people in mixed tenure	138	2.2	1.7	124			
5.O.51 Young people in small, low cost terraces	547	8.6	2.3	381			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	193	3.0	1.6	186			
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	588	9.2	1.6	560			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	25	0.4	1.5	26			
5.Q.58 Singles and young families, some receiving benefits	247	3.9	1.8	216			
5.Q.59 Deprived areas and high-rise flats	64	1.0	2.0	49			
<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	34			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,374</b>						

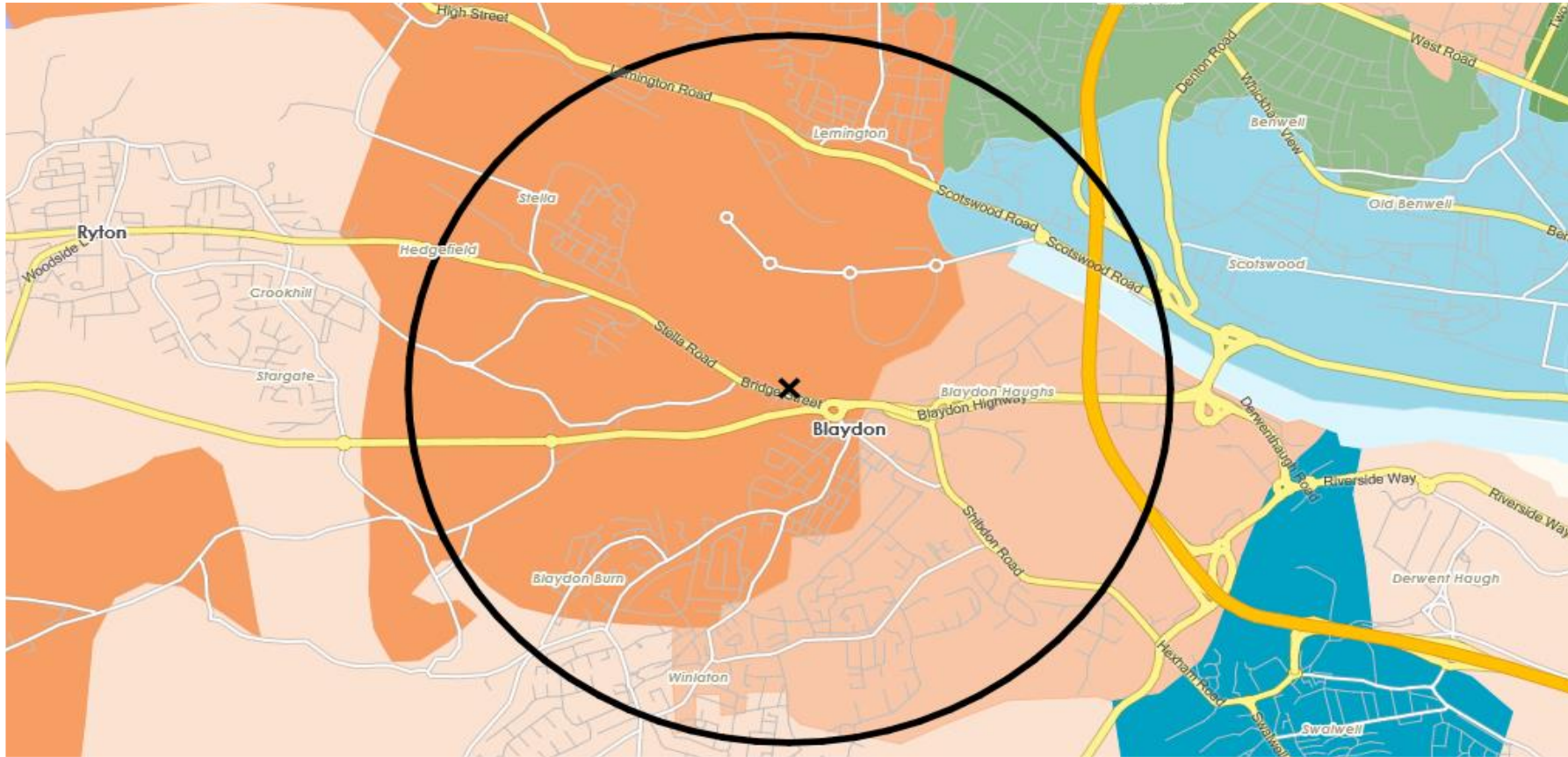
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04311\_Black Bull Hotel, Blaydon on Tyne, NE21 4JJ (1 Mile contour)



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

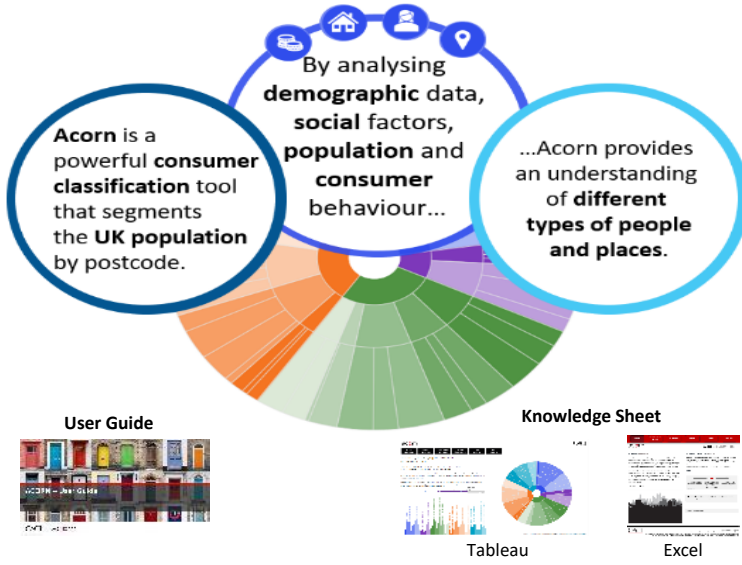
**Acorn Groups**

- 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

