

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Wardley HotelNE10 OTT (1 Mile contour)
 Base: Great Britain
 Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	188	4.1	22.0	19			
2 Rising Prosperity	308	6.7	10.1	66			
3 Comfortable Communities	1,121	24.3	26.2	93			
4 Financially Stretched	2,027	43.9	23.7	185			
5 Urban Adversity	977	21.1	17.6	120			
6 Not Private Households	0	0.0	0.3	0			
Total households		4,621					

Acorn Category Pen Portrait

4 Financially Stretched

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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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	96	2.1	11.2	19			
1.C Mature Money	92	2.0	9.6	21			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	308	6.7	6.2	108			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	109	2.4	5.9	40			
3.H Steady Neighbourhoods	618	13.4	7.4	182			
3.I Comfortable Seniors	160	3.5	2.9	119			
3.J Starting Out	234	5.1	4.3	116			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	177	3.8	7.9	48			
4.M Striving Families	551	11.9	7.5	158			
4.N Poorer Pensioners	1,299	28.1	5.9	476			
5. Urban Adversity							
5.O Young Hardship	703	15.2	6.1	248			
5.P Struggling Estates	162	3.5	6.1	57			
5.Q Difficult Circumstances	112	2.4	5.3	45			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,621						

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.6% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

DEMOGRAPHICS <ul style="list-style-type: none"> Age range: 65+ Children at home: 0 House tenure: Social renting Family structure: Single Number of beds: 1 House type: Flat or maisonette 		BRANDS SHOPPING: The Works, Poundland, btm, Iceland LEISURE: GREGGS, Harry Potter, Harvester WEBSITES: NHS, GOV.UK, Argos, MECCA	
FINANCIAL PROFILE Household Income: UK £20k (Average: £40k), London £17k (Average: £44k) % Disposable Income: UK 41% (Average: 44%), London 41% (Average: 39%) Financial situation:		DIGITAL ATTITUDES I worry about online security: 53% (UK average: 55%) Shopping online makes my life easier: 44% (UK average: 53%) I couldn't live without the internet on my mobile: 29% (UK average: 34%)	
KEY INTERNET USAGE Whilst internet usage is below average, this group may research utilities online		TECHNOLOGY USAGE Whilst internet usage is below average, this group may purchase electrical appliances online This group are more likely to subscribe to Sky TV	

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

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Area: ATLT_Wardley HotelNE10 OTT (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

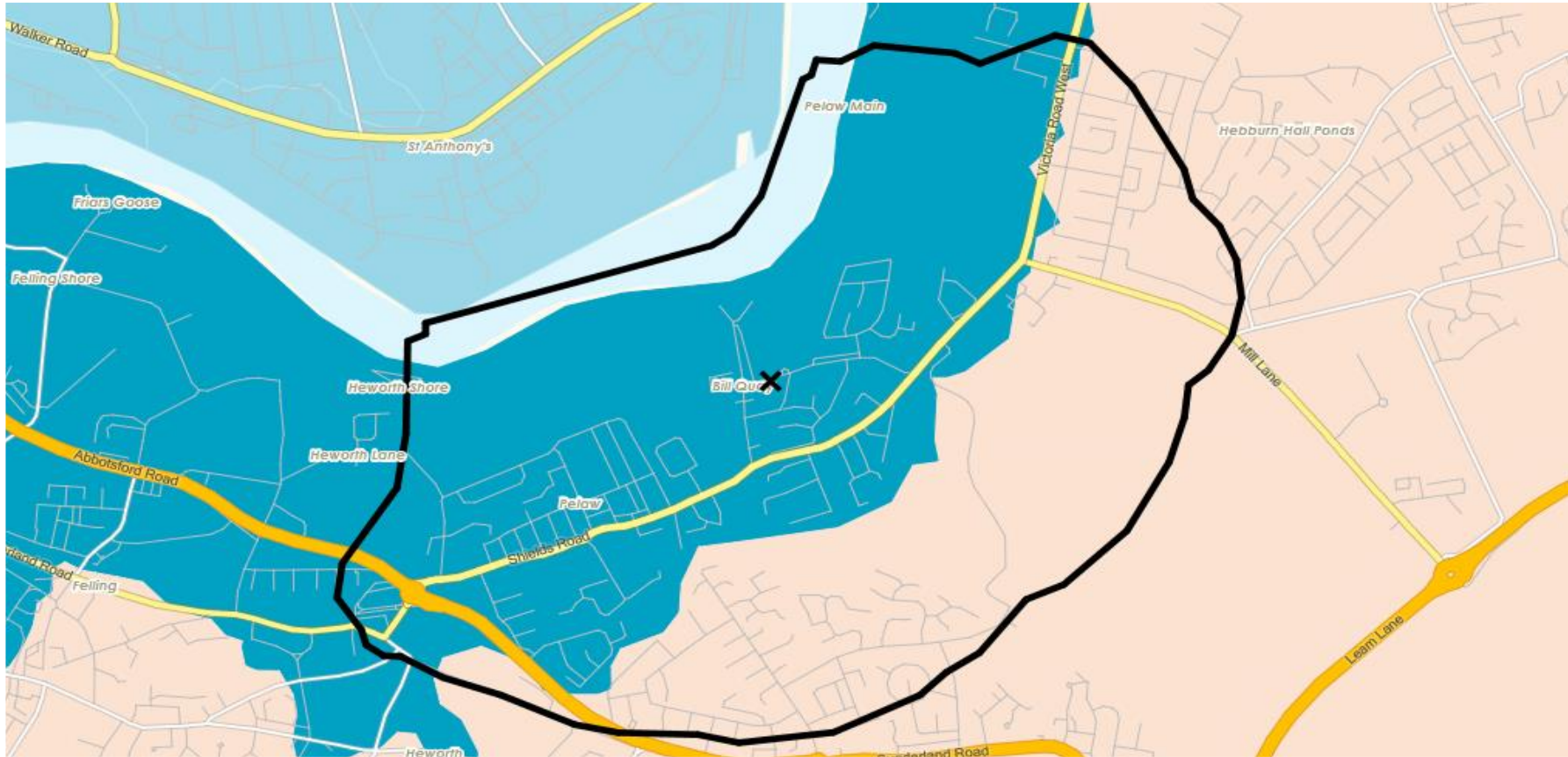
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	96	2.1	2.2	94			
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	92	2.0	2.9	70			
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	290	6.3	1.9	334			
2.E.19 First time buyers in small, modern homes	18	0.4	3.3	12			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	86	1.9	2.6	71			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	23	0.5	2.4	21			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	602	13.0	3.4	378			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	16	0.3	2.3	15			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	160	3.5	2.4	143			
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	14	0.3	2.1	14			
3.J.33 Smaller houses and starter homes	220	4.8	2.3	211			
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	117	2.5	1.4	180			
4.L.38 Semi-skilled workers in traditional neighbourhoods	9	0.2	2.6	7			
4.L.39 Fading owner occupied terraces	51	1.1	2.9	38			
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	26	0.6	1.7	34			
4.M.43 Families in right-to-buy estates	484	10.5	2.1	504			
4.M.44 Post-war estates, limited means	41	0.9	2.2	40			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	98	2.1	0.8	271			
4.N.46 Elderly people in social rented flats	131	2.8	1.1	261			
4.N.47 Low income older people in smaller semis	923	20.0	2.3	878			
4.N.48 Pensioners and singles in social rented flats	147	3.2	1.8	180			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	318	6.9	2.1	321			
5.O.50 Struggling younger people in mixed tenure	385	8.3	1.7	477			
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	16	0.3	1.6	21			
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	146	3.2	1.6	192			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	4	0.1	1.5	6			
5.Q.58 Singles and young families, some receiving benefits	85	1.8	1.8	103			
5.Q.59 Deprived areas and high-rise flats	23	0.5	2.0	24			
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	4,621						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT_Wardley HotelNE10 0TT (1 Mile contour)



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

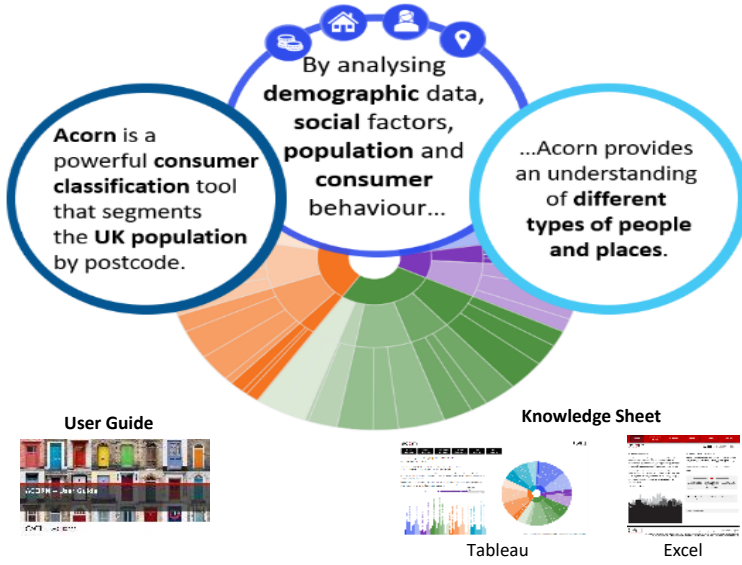
Acorn Groups

- 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
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

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+**

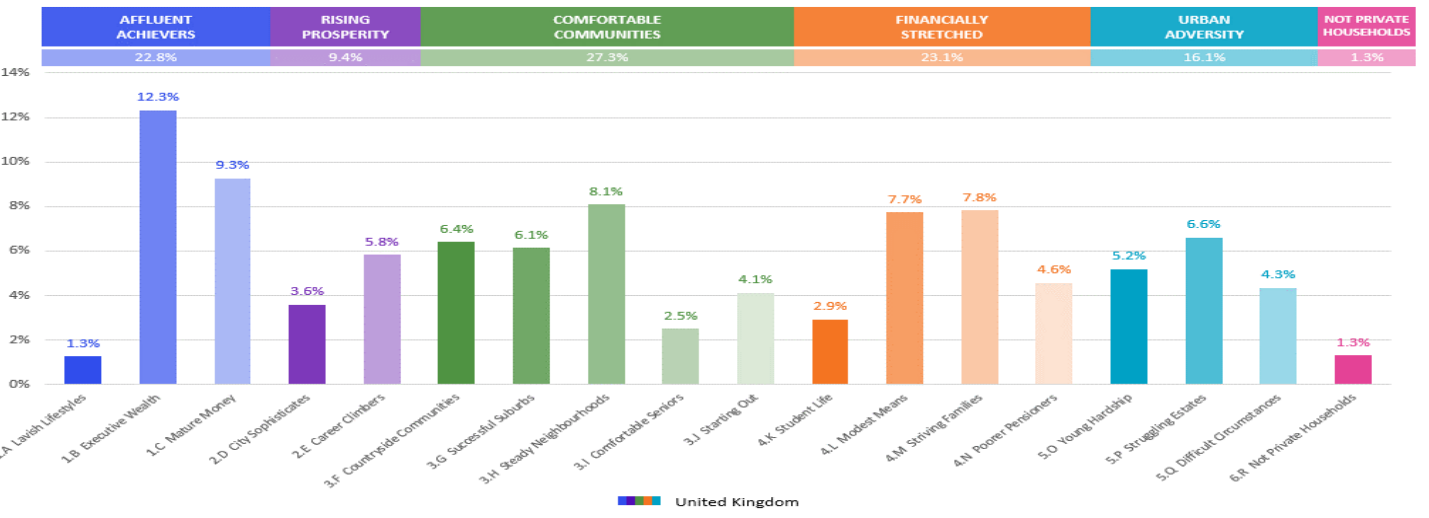
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles
- B. Executive Wealth
- C. Mature Money

12.0M UK Adults

22.8% of UK



CGA LICENCED PREMISES

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Area: ATLT_Wardley HotelNE10 OTT (1 Mile contor

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	48.3	84.9	57			
Proprietary Club	0	0.0	8.1	0			
Registered Club	4	38.6	29.9	129			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

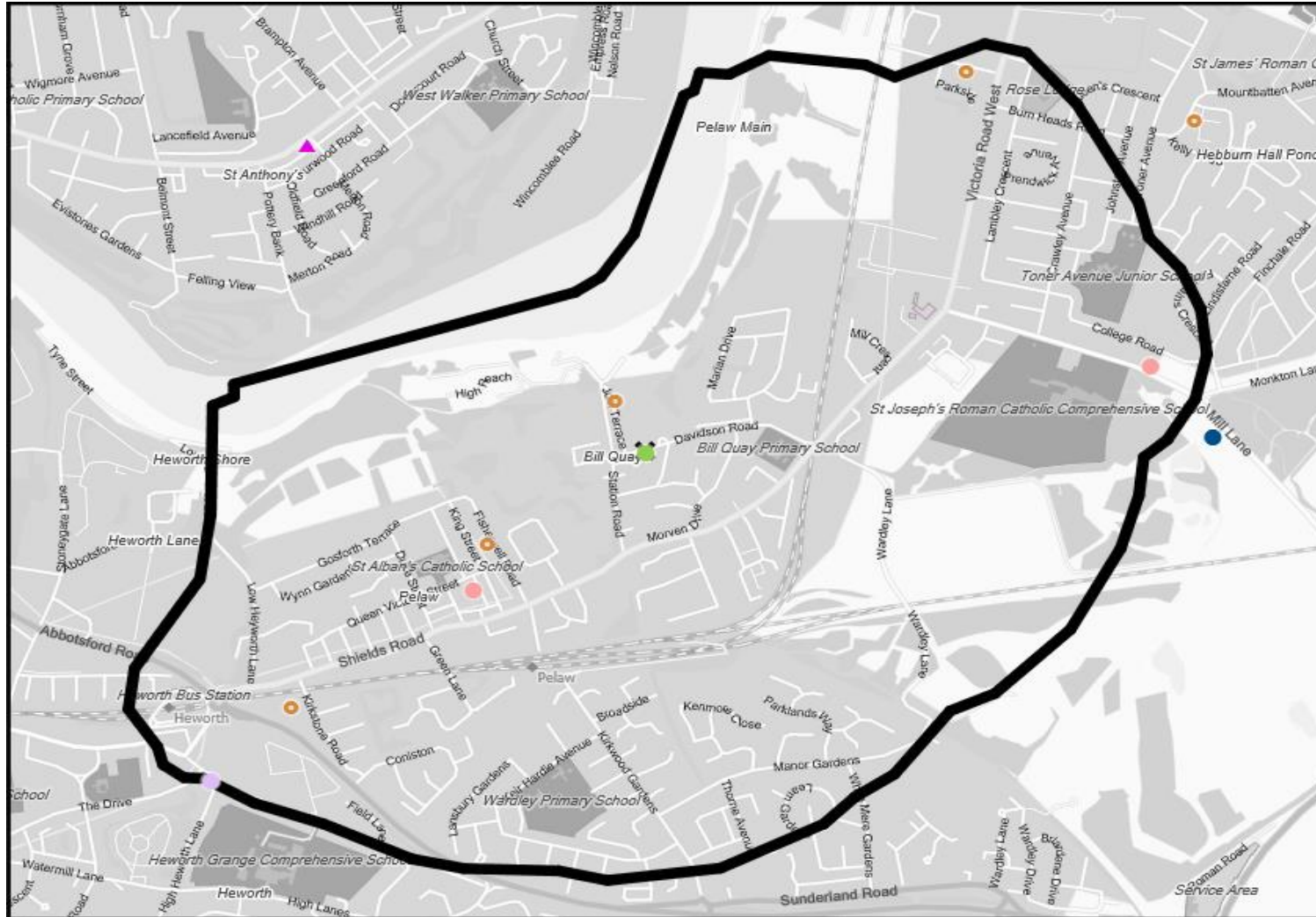
Name	Description	License Type	Owner Name	Postcode
Swan Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE10 ONT
Pelaw District Social Club	Independent Free	Registered Club	Independent Free	NE10 0XQ
Pelaw Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE10 0QZ
Tyneview Catholic Social Club	Independent Free	Registered Club	Independent Free	NE10 ORB
Wardley Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE10 OTT
Hebburn Sports & Social Club	Independent Free	Registered Club	Independent Free	NE31 1UN
Mill Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE31 2EU
Cricketers	Independent Free	Pubs & Full On	Independent Free	NE10 0TX
Bill Quay Cricket Club	Independent Free	Registered Club	Independent Free	NE10 OTT

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Wardley HotelNE10 OTT (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