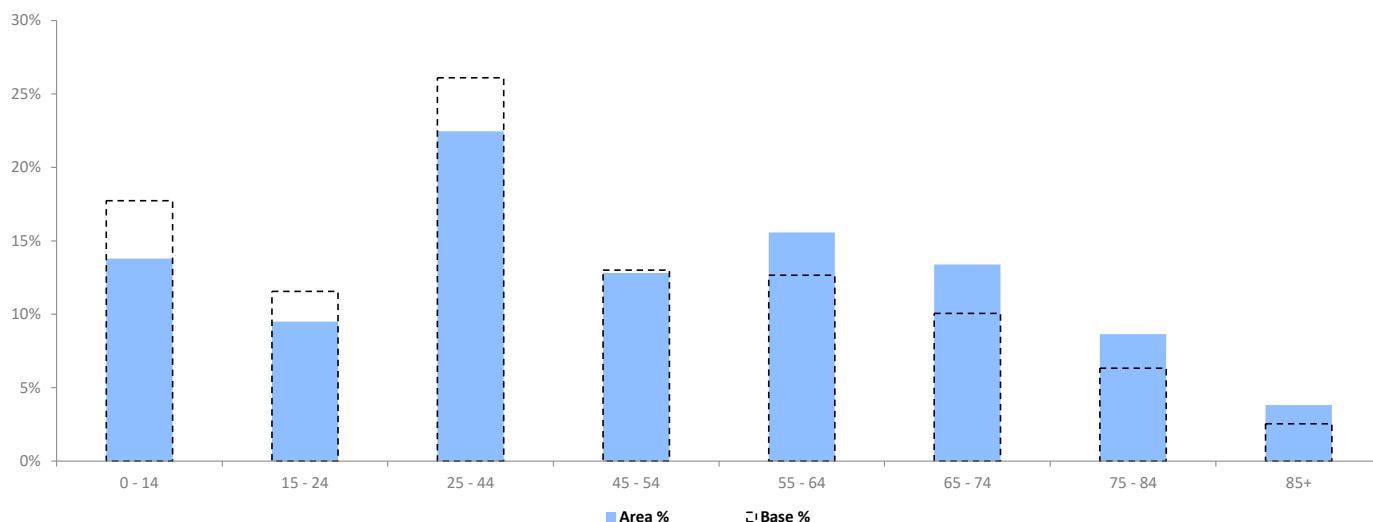


POPULATION PROJECTIONS

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Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)
 Base: Great Britain
 Year: 2021

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|-------------------------|---------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14 | 2,564 | 13.8 | 17.7 | 78 | | | |
| 15 - 24 | 1,764 | 9.5 | 11.6 | 82 | | | |
| 25 - 44 | 4,172 | 22.5 | 26.1 | 86 | | | |
| 45 - 54 | 2,381 | 12.8 | 13.0 | 98 | | | |
| 55 - 64 | 2,893 | 15.6 | 12.7 | 123 | | | |
| 65 - 74 | 2,489 | 13.4 | 10.1 | 133 | | | |
| 75 - 84 | 1,608 | 8.7 | 6.3 | 137 | | | |
| 85+ | 710 | 3.8 | 2.5 | 150 | | | |
| Total population | 18,581 | | | | | | |



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Area: P02529_Waterloo Hotel, Weymouth, DT4 7F

Base: Great Britain

Year: 2021

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------------|---|-----|-----|
| Pubs & Full On | 66 | 355.2 | 85.9 | 413 | | | |
| Proprietary Club | 3 | 16.1 | 8.2 | 197 | | | |
| Registered Club | 13 | 70.0 | 30.1 | 233 | | | |
| Restaurant | 29 | 156.1 | 35.3 | 442 | | | |
| Residential | 16 | 86.1 | 3.5 | 2440 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-----------------------------|-----------------------|------------------|-----------------------|----------|
| Famous Old Spa | Marston's | Pubs & Full On | Marston's | DT 3 5EQ |
| Weymouth Rugby Club | Independent Free | Registered Club | Independent Free | DT 3 5HZ |
| Edinburgh House Of Sounds | Victoria Inns | Pubs & Full On | Victoria Inns | DT 4 8EW |
| Marden House | Independent Free | Residential | Independent Free | DT 4 0AE |
| Sambo Rodizio Bar & Grill | Independent Free | Restaurant | Independent Free | DT 4 0AQ |
| Weymouth Golf Club | Independent Free | Registered Club | Independent Free | DT 4 0PF |
| Leam Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7EB |
| King Edwards | Independent Free | Restaurant | Independent Free | DT 4 7AT |
| Hotel Kinley | Independent Free | Residential | Independent Free | DT 4 7AT |
| Cumberland Hotel | Independent Free | Residential | Independent Free | DT 4 7BA |
| Gloucester House | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | DT 4 7AT |
| Star | Unknown | Pubs & Full On | Unknown | DT 4 7AW |
| Somerset House Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7BH |
| Dorset Burger Company | Independent Free | Restaurant | Independent Free | DT 4 7BH |
| Tides Inn | Unknown | Pubs & Full On | Unknown | DT 4 7BH |
| Dolphin | Hop Back Brewery | Pubs & Full On | Hop Back Brewery | DT 4 7DE |
| Enzo | Independent Free | Restaurant | Independent Free | DT 4 7EA |
| Hotel Norfolk | Independent Free | Residential | Independent Free | DT 4 7ES |
| Berkeley Hotel | Independent Free | Residential | Independent Free | DT 4 7ET |
| Langham Hotel | Independent Free | Residential | Independent Free | DT 4 7EX |
| Mon Ami Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7NN |
| Railway Tavern | Independent Free | Pubs & Full On | Independent Free | DT 4 7HZ |
| Rosefield | Independent Free | Residential | Independent Free | DT 4 7JU |
| Rembrandt Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7JU |
| Royal Oak Inn | Punch Pub Company | Pubs & Full On | Punch Pub Company | DT 4 7JZ |
| Lilac Villa Guest House | Independent Free | Residential | Independent Free | DT 4 7LG |
| Weymouth College | Independent Free | Registered Club | Independent Free | DT 4 7LQ |
| Lodmoor | Whitbread | Pubs & Full On | Whitbread | DT 4 7SX |
| Prince Regent Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7NR |
| Molyneux Guest House | Independent Free | Residential | Independent Free | DT 4 7PD |
| Arcadia | Independent Free | Residential | Independent Free | DT 4 7PA |
| Park Hotel | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DT 4 7PQ |
| Waterloo Hotel | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DT 4 7PQ |
| Weatherbury Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7PX |
| Hamiltons Restaurant | Independent Free | Restaurant | Independent Free | DT 4 7RW |
| Redcliffe Hotel | Independent Free | Residential | Independent Free | DT 4 7RW |
| Channel View Guest House | Independent Free | Residential | Independent Free | DT 4 7RW |
| Weymouth Conservative Club | Independent Free | Registered Club | Independent Free | DT 4 7JT |
| Sea Life Centre | Independent Free | Pubs & Full On | Independent Free | DT 4 7SX |
| Golden Lion Hotel | Greene King | Pubs & Full On | Greene King | DT 4 8AR |
| Marlboro Fish Restaurant | Independent Free | Restaurant | Independent Free | DT 4 8AR |
| Duke Of Cornwall Inn | Independent Free | Pubs & Full On | Independent Free | DT 4 8AS |
| Rendezvous & Royal Oak | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | DT 4 8AW |
| Royal Air Force Association | Independent Free | Registered Club | Independent Free | DT 4 8AY |
| Market House Tavern | Independent Free | Pubs & Full On | Independent Free | DT 4 8AZ |
| Weymouth Tandoori | Independent Free | Restaurant | Independent Free | DT 4 8AZ |
| Rum Shack & Fat Cat | Independent Free | Restaurant | Independent Free | DT 4 8BA |
| Sailors Return | Punch Pub Company | Pubs & Full On | Punch Pub Company | DT 4 8AD |
| Actors | Independent Free | Proprietary Club | Independent Free | DT 4 8BB |
| Quayside Bar And Kitchen | Independent Free | Restaurant | Independent Free | DT 4 8BE |
| Harbourside Bistro | Independent Free | Pubs & Full On | Independent Free | DT 4 8BE |
| Globe Inn | Independent Free | Pubs & Full On | Independent Free | DT 4 8BN |
| Royal Dorset Yacht Club | Independent Free | Registered Club | Independent Free | DT 4 8BG |

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Area: P02529_Waterloo Hotel, Weymouth, DT4 7F
Base: Great Britain
Year: 2021

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------------|---|-----|-----|
| Pubs & Full On | 66 | 355.2 | 85.9 | 413 | | | |
| Proprietary Club | 3 | 16.1 | 8.2 | 197 | | | |
| Registered Club | 13 | 70.0 | 30.1 | 233 | | | |
| Restaurant | 29 | 156.1 | 35.3 | 442 | | | |
| Residential | 16 | 86.1 | 3.5 | 2440 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|------------------------------------|----------------------------|------------------|----------------------------|----------|
| Weymouth & Melcombe Regis Working | Independent Free | Registered Club | Independent Free | DT 4 8BT |
| 1815 Coffee House | Independent Free | Restaurant | Independent Free | DT 4 8DE |
| Nook | Unknown | Pubs & Full On | Unknown | DT 4 8DG |
| Kika Beach | Independent Free | Pubs & Full On | Independent Free | DT 4 8DG |
| Fairhaven Hotelbars | Independent Free | Pubs & Full On | Independent Free | DT 4 8DH |
| Marys Tea Room | Independent Free | Restaurant | Independent Free | DT 4 8DH |
| Ferry Inn | Independent Free | Restaurant | Independent Free | DT 4 8DJ |
| Hotel Rex | Independent Free | Residential | Independent Free | DT 4 8DN |
| Berolina Hotel | Independent Free | Residential | Independent Free | DT 4 8DN |
| Alexandra Hotel | Independent Free | Residential | Independent Free | DT 4 8DN |
| Weymouth Pavilion Theatre | Independent Free | Pubs & Full On | Independent Free | DT 4 8DZ |
| Chatsworth House | Independent Free | Residential | Independent Free | DT 4 8EB |
| Batida Bar | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | DT 4 8EH |
| Ming Wah Chinese Restaurant | Independent Free | Restaurant | Independent Free | DT 4 8EN |
| Prezzo | Prezzo plc | Restaurant | Prezzo plc | DT 4 8EQ |
| Crown Hotel | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | DT 4 8EQ |
| Ruan | Independent Free | Restaurant | Independent Free | DT 4 8HE |
| William Henry | Wetherspoons GB | Pubs & Full On | Wetherspoon | DT 4 8HQ |
| Weymouth Squash Centre | Independent Free | Proprietary Club | Independent Free | DT 4 8JE |
| Belvedere Inn | Unknown | Pubs & Full On | Unknown | DT 4 8JH |
| Chapelhay Tavern | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DT 4 8JU |
| White Hart Hotel | Greene King | Pubs & Full On | Greene King | DT 4 8LY |
| Weymouth Angling Society Hq | Independent Free | Registered Club | Independent Free | DT 4 8NF |
| Finns | Punch Pub Company | Pubs & Full On | Punch Pub Company | DT 4 8NU |
| Black Dog | Greene King | Pubs & Full On | Greene King | DT 4 8PB |
| Criterion Restaurant | Independent Free | Restaurant | Independent Free | DT 4 8PB |
| Upstairs Downstairs | Independent Free | Restaurant | Independent Free | DT 4 8PU |
| Wellington Arms | Marston's | Pubs & Full On | Marston's | DT 4 8PY |
| Snookes | Independent Free | Proprietary Club | Independent Free | DT 4 8NW |
| Kings Arms Hotel | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | DT 4 8TJ |
| Mallams At The Quay | Independent Free | Restaurant | Independent Free | DT 4 8TJ |
| Boot Inn | Marston's | Pubs & Full On | Marston's | DT 4 8JH |
| Galley Bistro | Independent Free | Pubs & Full On | Independent Free | DT 4 8TR |
| Old Rooms Inn | Greene King | Pubs & Full On | Greene King | DT 4 8TT |
| Weymouth Sailing Club | Independent Free | Registered Club | Independent Free | DT 4 8TX |
| Nothe Tavern | Marston's | Pubs & Full On | Marston's | DT 4 8TZ |
| Gurkha | Independent Free | Restaurant | Independent Free | DT 4 7TZ |
| Russell Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7NG |
| Richmoor Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7NP |
| Red Lion | Greene King | Pubs & Full On | Greene King | DT 4 8TR |
| Cutter Hotel | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | DT 4 8BP |
| George Inn | Independent Free | Pubs & Full On | Independent Free | DT 4 8BE |
| Rockfish | Rockfish | Restaurant | Rockfish | DT 4 8DQ |
| Swan Inn | Wetherspoons GB | Pubs & Full On | Wetherspoon | DT 4 8EH |
| Hardys Hophouse | Marston's | Pubs & Full On | Marston's | DT 4 8EQ |
| Chillie Indian Restaurant | Independent Free | Restaurant | Independent Free | DT 4 7HZ |
| Weymouth & Melcombe Regis Bowls Cl | Independent Free | Registered Club | Independent Free | DT 4 7DW |
| New Vic | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | DT 4 8DH |
| Centenary Club | Independent Free | Registered Club | Independent Free | DT 4 7BG |
| Ship Inn | Hall & Woodhouse | Pubs & Full On | Hall & Woodhouse | DT 4 8BE |
| Tuatara Bar | Independent Free | Pubs & Full On | Independent Free | DT 4 8AS |
| Nanna Moons Cafe Bar | Independent Free | Pubs & Full On | Independent Free | DT 4 8TJ |
| Royal Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7AX |

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Area: P02529_Waterloo Hotel, Weymouth, DT4 7F
Base: Great Britain
Year: 2021

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------------|---|-----|-----|
| Pubs & Full On | 66 | 355.2 | 85.9 | 413 | | | |
| Proprietary Club | 3 | 16.1 | 8.2 | 197 | | | |
| Registered Club | 13 | 70.0 | 30.1 | 233 | | | |
| Restaurant | 29 | 156.1 | 35.3 | 442 | | | |
| Residential | 16 | 86.1 | 3.5 | 2440 | | | |

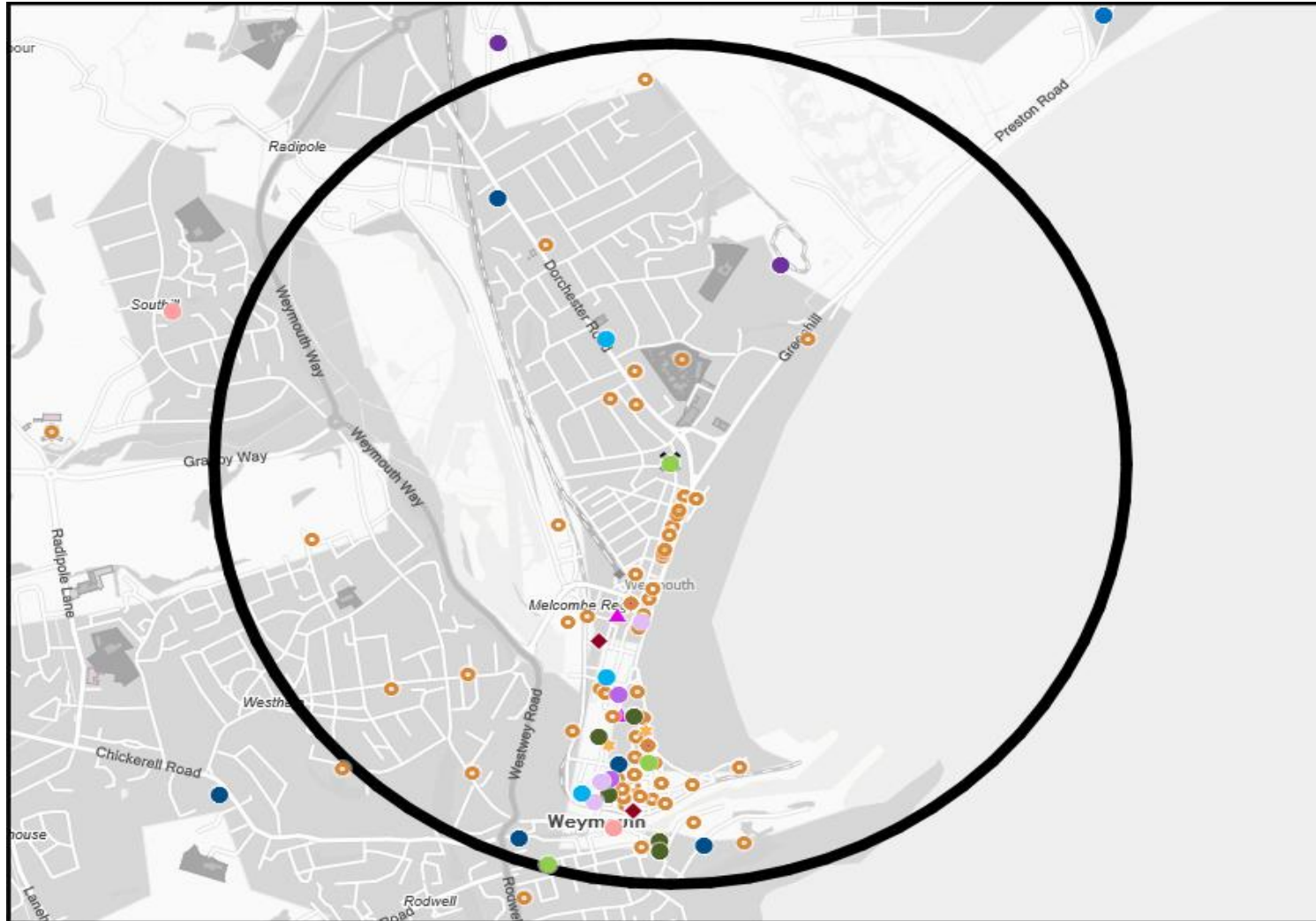
| Name | Description | License Type | Owner Name | Postcode |
|-------------------------|-----------------------|-----------------|-----------------------|----------|
| Slug And Lettuce | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | DT 4 8EQ |
| Crows Nest | Independent Free | Restaurant | Independent Free | DT 4 8TR |
| Carlton Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 7EA |
| Boat Cafe Bar | Independent Free | Pubs & Full On | Independent Free | DT 4 8DH |
| Sense | Independent Free | Restaurant | Independent Free | DT 4 8PP |
| Manbo's Bistro | Independent Free | Restaurant | Independent Free | DT 4 8PU |
| Bourneville Hotel | Independent Free | Pubs & Full On | Independent Free | DT 4 8DJ |
| Nothe Fort | Independent Free | Pubs & Full On | Independent Free | DT 4 8UF |
| Weymouth Pavilion | Independent Free | Pubs & Full On | Independent Free | DT 4 8ED |
| Jade Garden | Independent Free | Restaurant | Independent Free | DT 4 7BH |
| Nicetta | Independent Free | Restaurant | Independent Free | DT 4 8PB |
| Loco Cobo | Independent Free | Restaurant | Independent Free | DT 4 8TW |
| Loft | Independent Free | Restaurant | Independent Free | DT 4 8BG |
| Royal Oak | Unknown | Pubs & Full On | Unknown | DT 4 8BE |
| Ayya | Independent Free | Pubs & Full On | Independent Free | DT 4 8EQ |
| Monkey Fist | Independent Free | Restaurant | Independent Free | DT 4 8TR |
| Weymouth Ciu | Independent Free | Registered Club | Independent Free | DT 4 8BA |
| Green Hill Bowling Club | Independent Free | Registered Club | Independent Free | DT 4 7SL |
| Closet | Independent Free | Pubs & Full On | Independent Free | DT 4 8BA |
| Nautico Lounge | Loungers | Pubs & Full On | Loungers | DT 4 8EL |
| Doghhouse Micro Pub | Independent Free | Pubs & Full On | Independent Free | DT 4 8NN |

MAP OF AREA

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Source: OS Open Data 2018

Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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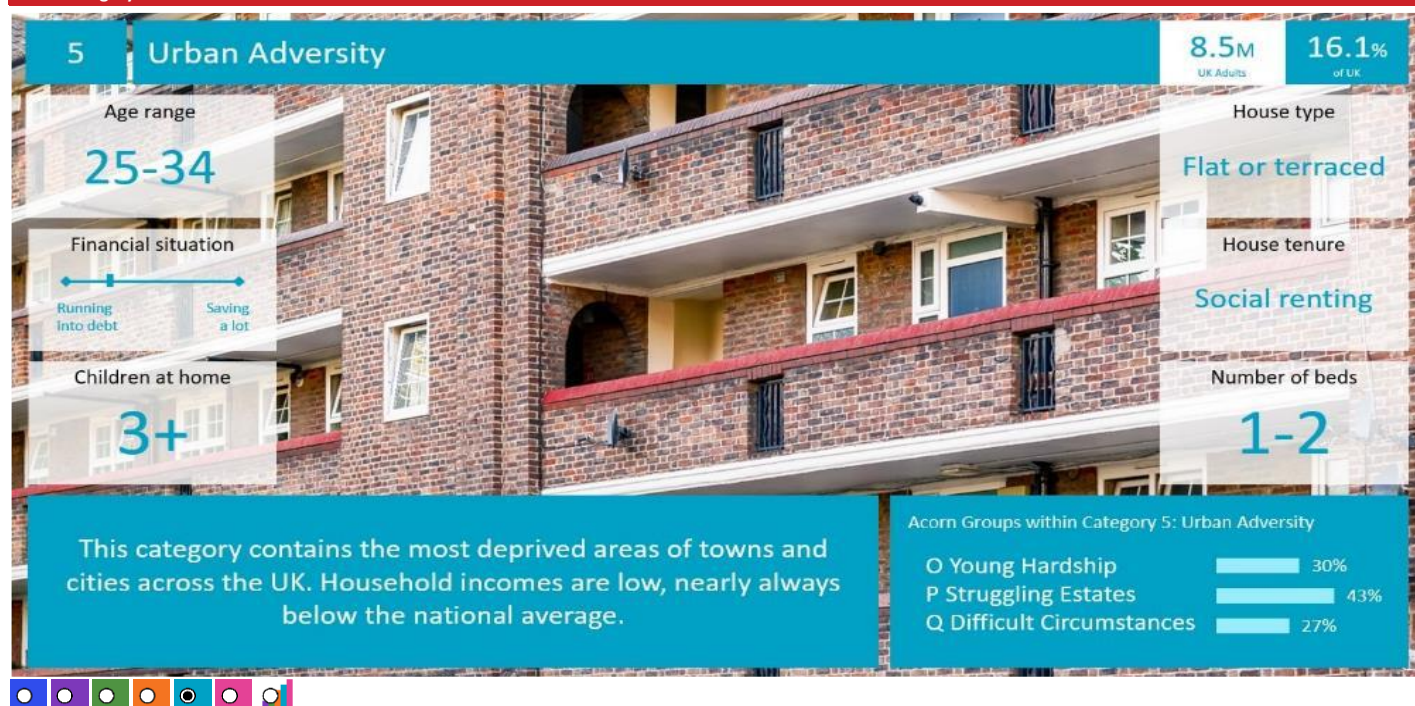
Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)

Base: Great Britain

Year: 2021

| Acorn Category Description | | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|---------------------------|--------------|------------|------------|---------|---|-----|
|  | 1 Affluent Achievers | 1,153 | 13.1 | 22.0 | 60 |  | |
|  | 2 Rising Prosperity | 115 | 1.3 | 10.1 | 13 |  | |
|  | 3 Comfortable Communities | 1,442 | 16.4 | 26.2 | 63 |  | |
|  | 4 Financially Stretched | 2,767 | 31.5 | 23.7 | 133 |  | |
|  | 5 Urban Adversity | 3,259 | 37.1 | 17.6 | 211 |  | |
|  | 6 Not Private Households | 49 | 0.6 | 0.3 | 167 |  | |
|  Graph | | | | | | | |
| Total households | | 8,785 | | | | | |

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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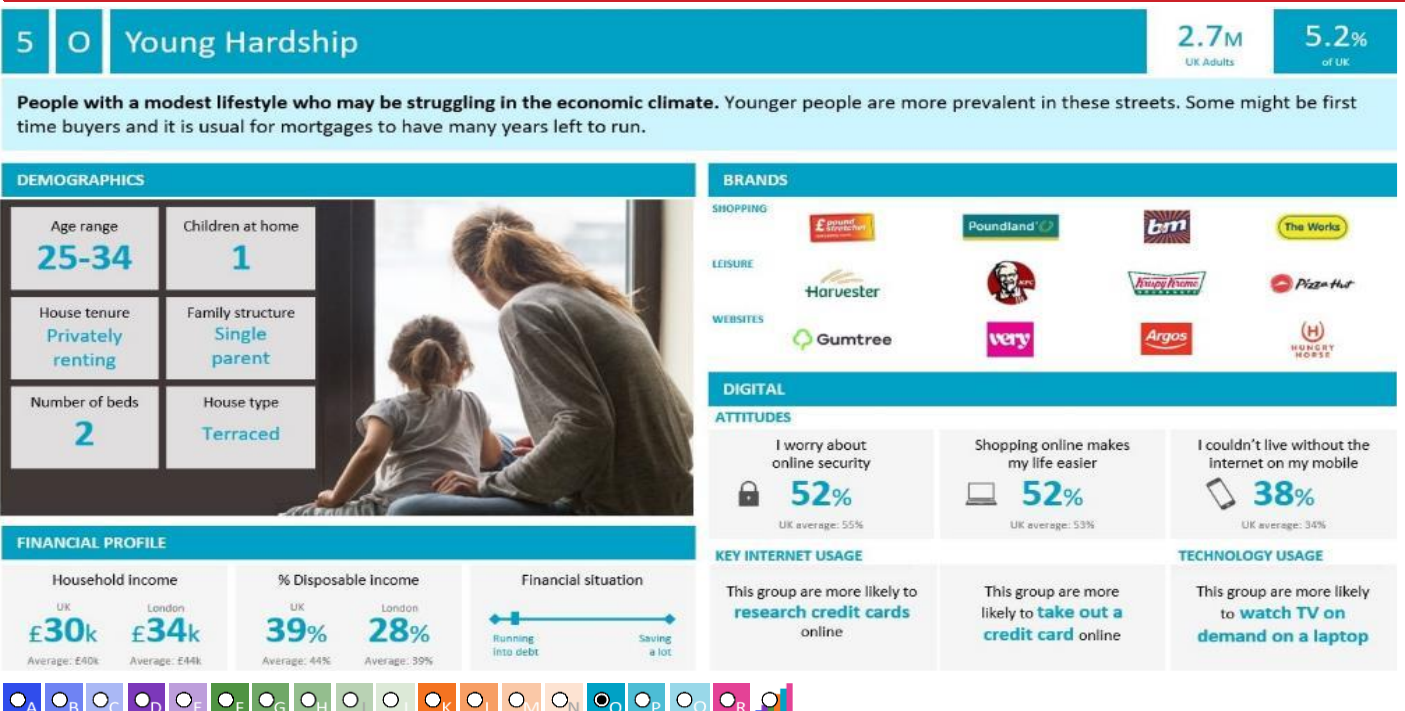
Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)

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 | <div><div></div></div> | | |
| 1.B | Executive Wealth | 139 | 1.6 | 11.2 | 14 | <div><div></div></div> | | |
| 1.C | Mature Money | 1,014 | 11.5 | 9.6 | 120 | <div><div></div></div> | | |
| 2. Rising Prosperity | | | | | | | | |
| 2.D | City Sophisticates | 0 | 0.0 | 4.0 | 0 | <div><div></div></div> | | |
| 2.E | Career Climbers | 115 | 1.3 | 6.2 | 21 | <div><div></div></div> | | |
| 3. Comfortable Communities | | | | | | | | |
| 3.F | Countryside Communities | 26 | 0.3 | 5.7 | 5 | <div><div></div></div> | | |
| 3.G | Successful Suburbs | 581 | 6.6 | 5.9 | 112 | <div><div></div></div> | | |
| 3.H | Steady Neighbourhoods | 119 | 1.4 | 7.4 | 18 | <div><div></div></div> | | |
| 3.I | Comfortable Seniors | 326 | 3.7 | 2.9 | 128 | <div><div></div></div> | | |
| 3.J | Starting Out | 390 | 4.4 | 4.3 | 102 | <div><div></div></div> | | |
| 4. Financially Stretched | | | | | | | | |
| 4.K | Student Life | 0 | 0.0 | 2.4 | 0 | <div><div></div></div> | | |
| 4.L | Modest Means | 1,945 | 22.1 | 7.9 | 280 | <div><div></div></div> | | |
| 4.M | Striving Families | 431 | 4.9 | 7.5 | 65 | <div><div></div></div> | | |
| 4.N | Poorer Pensioners | 391 | 4.5 | 5.9 | 75 | <div><div></div></div> | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O | Young Hardship | 2,835 | 32.3 | 6.1 | 525 | <div><div></div></div> | | |
| 5.P | Struggling Estates | 131 | 1.5 | 6.1 | 24 | <div><div></div></div> | | |
| 5.Q | Difficult Circumstances | 293 | 3.3 | 5.3 | 62 | <div><div></div></div> | | |
| 6. Not Private Households | | | | | | | | |
| 6.R | Not Private Households | 49 | 0.6 | 0.3 | 167 | <div><div></div></div> | | |
| Total households | | 8,785 | | | | | | |

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn 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 | 108 | 1.2 | 2.6 | 47 | | | |
| | 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| | 1.B.6 Financially comfortable families | 31 | 0.4 | 2.2 | 16 | | | |
| | 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 | 21 | 0.2 | 3.0 | 8 | | | |
| | 1.C.11 Settled suburbia, older people | 42 | 0.5 | 2.9 | 17 | | | |
| | 1.C.12 Retired and empty nesters | 347 | 3.9 | 2.5 | 159 | | | |
| | 1.C.13 Upmarket downsizers | 604 | 6.9 | 1.3 | 528 | | | |
| 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 | 4 | 0.0 | 1.9 | 2 | | | |
| | 2.E.19 First time buyers in small, modern homes | 111 | 1.3 | 3.3 | 39 | | | |
| | 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 | 26 | 0.3 | 3.2 | 9 | | | |
| 3.G Successful Suburbs | | | | | | | | |
| | 3.G.24 Comfortably-off families in modern housing | 570 | 6.5 | 2.6 | 246 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 11 | 0.1 | 2.4 | 5 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 68 | 0.8 | 3.4 | 22 | | | |
| | 3.H.28 Owner occupied terraces, average income | 16 | 0.2 | 1.6 | 12 | | | |
| | 3.H.29 Established suburbs, older families | 35 | 0.4 | 2.3 | 17 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 116 | 1.3 | 2.4 | 55 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 210 | 2.4 | 0.5 | 487 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 116 | 1.3 | 2.1 | 63 | | | |
| | 3.J.33 Smaller houses and starter homes | 274 | 3.1 | 2.3 | 139 | | | |
| 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 | 656 | 7.5 | 1.4 | 530 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 347 | 3.9 | 2.6 | 150 | | | |
| | 4.L.39 Fading owner occupied terraces | 942 | 10.7 | 2.9 | 372 | | | |
| | 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 | 33 | 0.4 | 1.6 | 24 | | | |
| | 4.M.42 Struggling young families in post-war terraces | 74 | 0.8 | 1.7 | 50 | | | |
| | 4.M.43 Families in right-to-buy estates | 268 | 3.1 | 2.1 | 147 | | | |
| | 4.M.44 Post-war estates, limited means | 56 | 0.6 | 2.2 | 29 | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| | 4.N.45 Pensioners in social housing, semis and terraces | 57 | 0.6 | 0.8 | 83 | | | |
| | 4.N.46 Elderly people in social rented flats | 93 | 1.1 | 1.1 | 98 | | | |
| | 4.N.47 Low income older people in smaller semis | 156 | 1.8 | 2.3 | 78 | | | |
| | 4.N.48 Pensioners and singles in social rented flats | 85 | 1.0 | 1.8 | 55 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 1,770 | 20.1 | 2.1 | 938 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 764 | 8.7 | 1.7 | 498 | | | |
| | 5.O.51 Young people in small, low cost terraces | 301 | 3.4 | 2.3 | 152 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 61 | 0.7 | 1.6 | 43 | | | |
| | 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 | 70 | 0.8 | 1.6 | 48 | | | |
| 5.Q Difficult Circumstances | | | | | | | | |
| | 5.Q.57 Social rented flats, families and single parents | 196 | 2.2 | 1.5 | 147 | | | |
| | 5.Q.58 Singles and young families, some receiving benefits | 59 | 0.7 | 1.8 | 37 | | | |
| | 5.Q.59 Deprived areas and high-rise flats | 38 | 0.4 | 2.0 | 21 | | | |
| 6. Not Private Households | | | | | | | | |
| 6.R Not Private Households | | | | | | | | |
| | 6.R.60 Active communal population | 17 | 0.2 | 0.1 | 333 | | | |
| | 6.R.61 Inactive communal population | 32 | 0.4 | 0.3 | 132 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 8,785 | | | | | | |

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P02529_Waterloo Hotel, Weymouth, DT4 7PQ (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

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 |
| 3. Comfortable Communities | 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 |
| 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 |

