

CGA LICENCED PREMISES

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Area: P04397_Prince of Wales, Scarborough, YO11
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	95	311.5	81.7	381			
Proprietary Club	6	19.7	7.3	270			
Registered Club	16	52.5	28.2	186			
Restaurant	32	104.9	32.1	327			
Residential	32	104.9	2.7	3923			

Name	Description	License Type	Owner Name	Postcode
Victoria Bar & Lounge	Unknown	Pubs & Full On	Unknown	YO11 1TP
Hole In The Wall	Independent Free	Pubs & Full On	Independent Free	YO11 2PS
Grosvenor Casino	Rank	Proprietary Club	Rank	YO11 1NA
Ramshill Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 2QG
Duke Of York Guest House	Independent Free	Residential	Independent Free	YO11 1NQ
Florios Pizzeria	Independent Free	Restaurant	Independent Free	YO11 1BD
Castle Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO11 1BG
Chaplins	Independent Free	Pubs & Full On	Independent Free	YO11 1DR
Angel Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	YO11 1DF
Black Lion	Marston's	Pubs & Full On	Marston's	YO11 1DF
Scarborough Tandoori Restaurant	Independent Free	Restaurant	Independent Free	YO11 1DR
Waterhouse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO11 1DR
United Sports Club	Independent Free	Registered Club	Independent Free	YO11 1DU
Mcgintys	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 1DU
Sun Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO11 1DY
Eastern Paradise	Independent Free	Restaurant	Independent Free	YO11 1EU
Scarborough Snooker Club	Independent Free	Proprietary Club	Independent Free	YO11 1HA
Lanterna Ristorante	Independent Free	Restaurant	Independent Free	YO11 1HQ
Granby Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 1HL
Black Swan	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	YO11 1HA
Scarborough Anglers Social Club	Independent Free	Registered Club	Independent Free	YO11 1HN
Scarborough Arms	Independent Free	Pubs & Full On	Independent Free	YO11 1HU
Norbreck Hotel	Shearings Hotels	Pubs & Full On	CHG (Coach Holidays Group)	YO11 1HY
Lord Rosebery	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	YO11 1JW
Turks Head Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO11 1NG
Tricolos	Independent Free	Restaurant	Independent Free	YO11 1NF
Merchant	Independent Free	Pubs & Full On	Independent Free	YO11 1NG
Golden Last	Independent Free	Pubs & Full On	Independent Free	YO11 1NW
Newcastle Packet	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 1HS
Mutiny	Independent Free	Pubs & Full On	Independent Free	YO11 1PG
Scarborough Amateur Rowing Club	Independent Free	Registered Club	Independent Free	YO11 1PB
Lord Nelson	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO11 1PB
Welcome Inn	Independent Free	Restaurant	Independent Free	YO11 1PE
King Richard III House	Independent Free	Restaurant	Independent Free	YO11 1PE
Golden Grid Restaurant	Independent Free	Restaurant	Independent Free	YO11 1PE
Scarborough Yacht Club	Independent Free	Registered Club	Independent Free	YO11 1PH
Scarborough Royal Rangers Club	Independent Free	Registered Club	Independent Free	YO11 1PU
Scarborough Sub Aqua Club	Independent Free	Registered Club	Independent Free	YO11 1QW
Leeds Arms	Ei Group	Pubs & Full On	Ei Group	YO11 1QW
Nelson Inn	Ei Group	Pubs & Full On	Ei Group	YO11 1SB
Giannis Ristorante Italiano	Independent Free	Restaurant	Independent Free	YO11 1SB
Alma Inn	Independent Free	Pubs & Full On	Independent Free	YO11 1SJ
Home Guard Social Club	Independent Free	Registered Club	Independent Free	YO11 1SR
Spa	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 1SH
Prince Of Wales	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO11 1XA
Scarborough Railway Social Club	Independent Free	Registered Club	Independent Free	YO11 1TN
Scarborough Working Mens Club & Insti	Independent Free	Registered Club	Independent Free	YO11 1TP
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO12 5EA
West Riding	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO11 1XA
Mecca Bingo	Rank	Proprietary Club	Rank	YO11 1XS
Redcliff Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2AL
No. 17 West Street	Independent Free	Residential	Independent Free	YO11 2QN
Esplanade Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	YO11 2AA

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Residential	32	104.9	2.7	3923			

Name	Description	License Type	Owner Name	Postcode
Highlander	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 2AF
Crown Hotel	Compass Hotels Ltd	Pubs & Full On	Compass Hotels Ltd	YO11 2AG
Red Lea Hotel	Independent Free	Residential	Independent Free	YO11 2AJ
Weston Hotel	Independent Free	Residential	Independent Free	YO11 2AR
Waves Guest House	Independent Free	Residential	Independent Free	YO11 2AT
Maynard Hotel	Independent Free	Residential	Independent Free	YO11 2AW
Carlton House International Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2DE
Dickens Bar And Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 2ED
Riviera Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2ES
Palm Court Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2ES
Grand Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	YO11 2ET
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	YO11 2HA
Royal Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	YO11 2HF
Green Room Of Bar Street	Independent Free	Restaurant	Independent Free	YO11 2HT
Raincliffe Hotel	Independent Free	Residential	Independent Free	YO11 2LY
Cafe Fish	Independent Free	Restaurant	Independent Free	YO11 2NP
Storm	Independent Free	Pubs & Full On	Independent Free	YO11 2NP
Crescent Hotel	Independent Free	Residential	Independent Free	YO11 2PP
Scholars Bar at Bedford Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2PW
Central Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2PW
New Southlands Hotel	Shearings Hotels	Pubs & Full On	CHG (Coach Holidays Group)	YO11 2QW
South Cliff Recreation Club	Independent Free	Registered Club	Independent Free	YO11 2SD
Hermosa Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 7QZ
Lysander Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 6AX
Indigo Alley	Independent Free	Pubs & Full On	Independent Free	YO12 7PD
Hollywood Plaza	Independent Free	Pubs & Full On	Independent Free	YO12 7HU
New Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO12 5EY
Tap & Spile	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO12 5AZ
Tops	Independent Free	Restaurant	Independent Free	YO12 5EG
Commercial	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO12 5EG
Norland Hotel	Independent Free	Residential	Independent Free	YO12 6BA
Headlands Hotel	Independent Free	Residential	Independent Free	YO12 6AX
Russell Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 6AD
Ryndle Court Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 6AF
Park Manor Hotel	Independent Free	Residential	Independent Free	YO12 6BB
Gordon Hotel	Independent Free	Residential	Independent Free	YO12 6AD
Trafalgar Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	YO12 7AU
Roscoes	Independent Free	Pubs & Full On	Independent Free	YO12 7BX
Kam Sang Restaurant	Independent Free	Restaurant	Independent Free	YO12 7EY
Thoresby Hotel	Independent Free	Residential	Independent Free	YO12 7EY
Delmont Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 7HE
Wharcliffe House Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 7HD
Selomar Hotel	Independent Free	Residential	Independent Free	YO12 7HD
Greno Seafront Hotel	Independent Free	Residential	Independent Free	YO12 7HD
Boston Hotel	Independent Free	Residential	Independent Free	YO12 7HF
Hotel Helaina	Independent Free	Residential	Independent Free	YO12 7HF
Clarence Gardens Hotel	Independent Free	Residential	Independent Free	YO12 7HF
Victoria Seaview	Independent Free	Residential	Independent Free	YO12 7HU
Kenton Hotel	Independent Free	Residential	Independent Free	YO12 7HU
Scarborough Cricket Club	Independent Free	Registered Club	Independent Free	YO12 7TJ
Clifton Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	YO12 7HX
Ramleh Hotel	Independent Free	Residential	Independent Free	YO12 7HY
Leeway Hotel	Independent Free	Residential	Independent Free	YO12 7HT

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Residential	32	104.9	2.7	3923			

Name	Description	License Type	Owner Name	Postcode
Cliffside Hotel	Independent Free	Residential	Independent Free	YO12 7HY
Paragon Hotel	Independent Free	Residential	Independent Free	YO12 7HU
Boundary Hotel	Independent Free	Residential	Independent Free	YO12 7HZ
Hillcrest Licensed Hotel	Independent Free	Residential	Independent Free	YO12 7NE
Albert	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO12 7PE
Scarborough Corporation Social Club	Independent Free	Registered Club	Independent Free	YO12 7QS
Arabelles	Independent Free	Restaurant	Independent Free	YO12 7QU
Monico	Independent Free	Residential	Independent Free	YO12 7QU
Whiterails Hotel	Independent Free	Residential	Independent Free	YO12 7QZ
Almar Hotel	Independent Free	Residential	Independent Free	YO12 7QZ
Fountains Court	Independent Free	Residential	Independent Free	YO12 7TQ
Spa Theatre	Independent Free	Pubs & Full On	Independent Free	YO11 2HD
Cask Inn & Club	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO11 2LQ
Bacchus Night Club	Independent Free	Proprietary Club	Independent Free	YO11 2LN
Stephen Joseph Theatre	Independent Free	Pubs & Full On	Independent Free	YO11 1JW
Alexandra Bowls Centre	Independent Free	Registered Club	Independent Free	YO12 7TT
Blands Cliff Lodge	Independent Free	Pubs & Full On	Independent Free	YO11 1NR
Cumberland Hotel	Leisureplex Hotels	Pubs & Full On	Leisureplex Hotels	YO11 2AA
Green Gables Hotel	Independent Free	Residential	Independent Free	YO12 4DX
Peasholm Park Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 7TS
Quids Inn	Independent Free	Pubs & Full On	Independent Free	YO11 2HF
Phoenix Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 7JB
George Michaels	Independent Free	Pubs & Full On	Independent Free	YO11 2NP
Courtyard	Independent Free	Pubs & Full On	Independent Free	YO11 2NH
Valley	Independent Free	Pubs & Full On	Independent Free	YO11 2LX
Alexander Hotel	Independent Free	Pubs & Full On	Independent Free	YO12 6PG
Westover Club	Independent Free	Registered Club	Independent Free	YO12 5AA
Royal Tandoori Scarborough	Independent Free	Restaurant	Independent Free	YO11 1HA
Twist	Independent Free	Pubs & Full On	Independent Free	YO11 1BH
Yardley Manor	Independent Free	Pubs & Full On	Independent Free	YO12 6AF
Bar 2B	Independent Free	Pubs & Full On	Independent Free	YO11 2EP
Relish	Independent Free	Pubs & Full On	Independent Free	YO11 1DW
Cellars	Independent Free	Restaurant	Independent Free	YO11 2LX
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	YO11 1PP
Scarborough Flyer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO11 2HF
Villa Esplanade	Independent Free	Pubs & Full On	Independent Free	YO11 2AQ
Rivelyn Hotel	Independent Free	Pubs & Full On	Independent Free	YO11 2BJ
Hotel Catania	Independent Free	Pubs & Full On	Independent Free	YO12 7HU
Nishat Spice Tandoori	Independent Free	Restaurant	Independent Free	YO12 7JX
Irvines Carvery	Independent Free	Restaurant	Independent Free	YO11 1NF
Opera House Casino	Independent Free	Proprietary Club	Independent Free	YO11 1DU
Sanctuary	Camerons	Pubs & Full On	Camerons	YO11 2HF
Bonnet & Sons	Independent Free	Restaurant	Independent Free	YO11 2EF
Cactus	Independent Free	Restaurant	Independent Free	YO11 1SD
Rice And Spice	Independent Free	Restaurant	Independent Free	YO11 2JU
Tikka Tikka	Independent Free	Restaurant	Independent Free	YO11 1BH
Papas	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	YO11 1PB
Carousel	Whitbread	Pubs & Full On	Whitbread	YO11 2EN
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	YO11 2EN
Scarborough Open Air Theatre	Independent Free	Pubs & Full On	Independent Free	YO12 6PF
Castle By The Sea	Unknown	Pubs & Full On	Unknown	YO11 1HZ
Curry Lounge	Independent Free	Restaurant	Independent Free	YO11 1DR
Boatman's Tavern	Independent Free	Pubs & Full On	Independent Free	YO12 6PF

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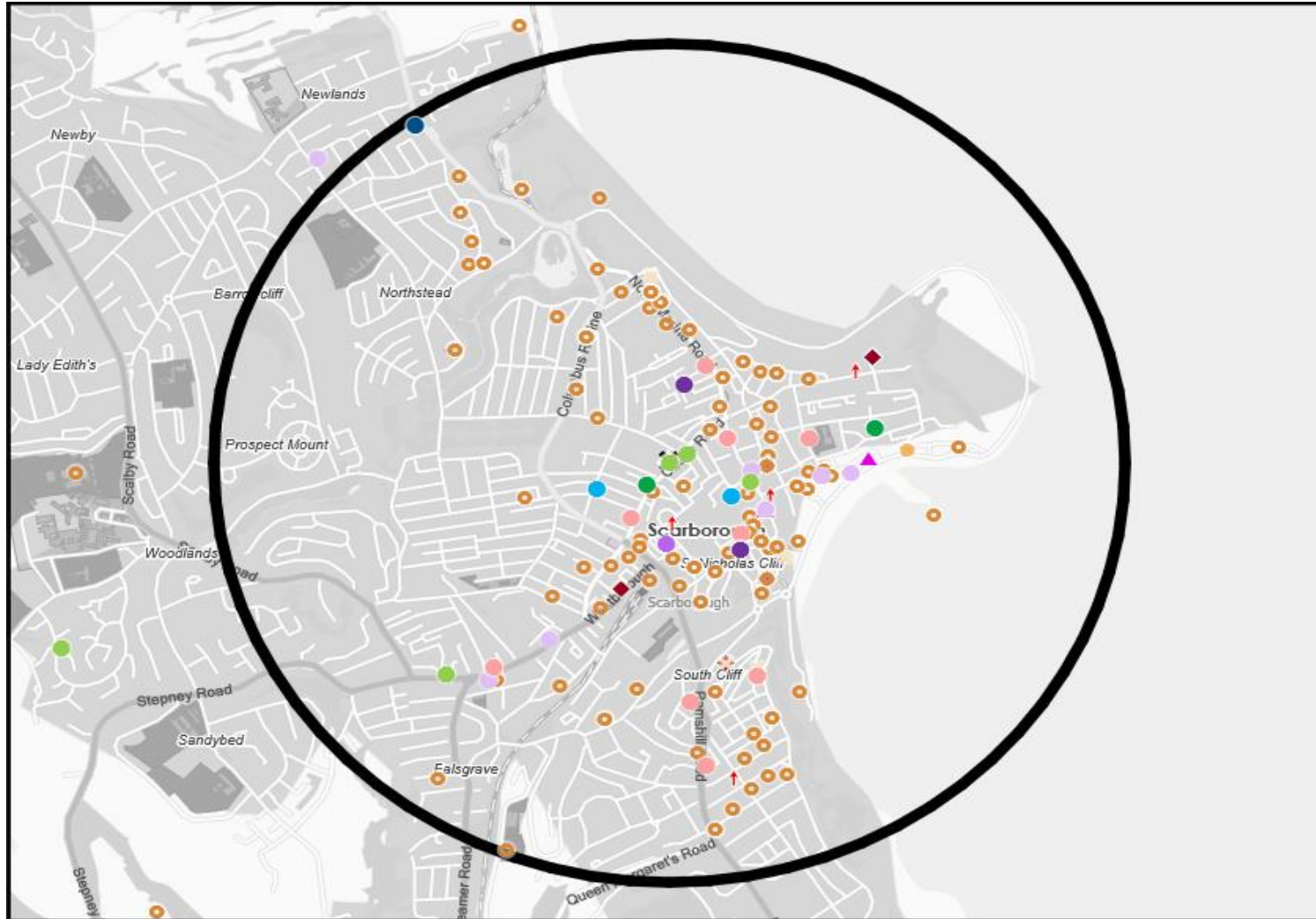
Name	Description	License Type	Owner Name	Postcode
Mother Hubbard	Independent Free	Restaurant	Independent Free	YO11 1UN
Tuscany Too	Independent Free	Restaurant	Independent Free	YO11 2SD
Eat Me Cafe	Independent Free	Restaurant	Independent Free	YO11 1LS
Cat's Pyjamas	Independent Free	Pubs & Full On	Independent Free	YO11 2ER
North Riding Brew Pub	Independent Free	Pubs & Full On	Independent Free	YO12 7HU
Falsgrave Wine Bar	Independent Free	Pubs & Full On	Independent Free	YO12 5EG
Willow Dene	Independent Free	Residential	Independent Free	YO12 7QZ
Belly Rub	Independent Free	Restaurant	Independent Free	YO11 1SL
Il Piatto	Independent Free	Restaurant	Independent Free	YO11 2EP
Olympia Leisure	Independent Free	Registered Club	Independent Free	YO11 1NU
Greensmith And Thackwray	Independent Free	Pubs & Full On	Independent Free	YO11 2HF
Loungers	Loungers	Pubs & Full On	Loungers	YO11 1PE
Stumble Inn	Independent Free	Pubs & Full On	Independent Free	YO11 1TS
Alpamare Uk	Independent Free	Proprietary Club	Independent Free	YO12 6PH
Tunny Catch	Marston's	Pubs & Full On	Marston's	YO12 6PH
Scarborough Football Club	Independent Free	Registered Club	Independent Free	YO11 2JW
Firk Inn	Independent Free	Pubs & Full On	Independent Free	YO12 5AY
El Gringo	Independent Free	Restaurant	Independent Free	YO11 2AQ
Bike & Boot	Independent Free	Pubs & Full On	Independent Free	YO11 2HA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	YO12 7PT
Saltwater Cafe	Independent Free	Restaurant	Independent Free	YO12 7TN
Craft Bar	Independent Free	Pubs & Full On	Independent Free	YO11 1JH

MAP OF AREA

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Source: OS Open Data 2018

Area: P04397_Prince of Wales, Scarborough, YO11 1XA (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: P04397_Prince of Wales, Scarborough, YO11 1XA (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,185	8.0	22.1	36		
2 Rising Prosperity	20	0.1	10.2	1		
3 Comfortable Communities	2,023	13.7	26.5	52		
4 Financially Stretched	3,870	26.1	23.7	110		
5 Urban Adversity	7,504	50.7	17.2	295		
6 Not Private Households	199	1.3	0.3	391		
Total households				14,801		

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

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	0	0.0	11.3	0			
1.C Mature Money	1,185	8.0	9.6	83			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	20	0.1	6.4	2			
3. Comfortable Communities							
3.F Countryside Communities	10	0.1	5.7	1			
3.G Successful Suburbs	250	1.7	6.0	28			
3.H Steady Neighbourhoods	661	4.5	7.4	60			
3.I Comfortable Seniors	705	4.8	2.9	167			
3.J Starting Out	397	2.7	4.6	59			
4. Financially Stretched							
4.K Student Life	46	0.3	2.5	12			
4.L Modest Means	2,483	16.8	8.0	210			
4.M Striving Families	565	3.8	7.4	51			
4.N Poorer Pensioners	776	5.2	5.8	91			
5. Urban Adversity							
5.O Young Hardship	6,758	45.7	6.3	730			
5.P Struggling Estates	208	1.4	5.7	25			
5.Q Difficult Circumstances	538	3.6	5.2	69			
6. Not Private Households							
6.R Not Private Households	199	1.3	0.3	391			
Total households	14,801						

Acorn Group Pen Portrait

5
P
Struggling Estates

3.4M
UK Adults

6.5%
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.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online

FINANCIAL PROFILE

Household income

UK: **£28k** (Average: £40k)

London: **£32k** (Average: £48k)

% Disposable income

UK: **30%** (Average: 43%)

London: **28%** (Average: 29%)

Financial situation

Running into debt Saving a lot

Navigation: A B C D E F G H I J K L M N O P Q R

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

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Sort by: Corn Structure
 Index
 Profile %

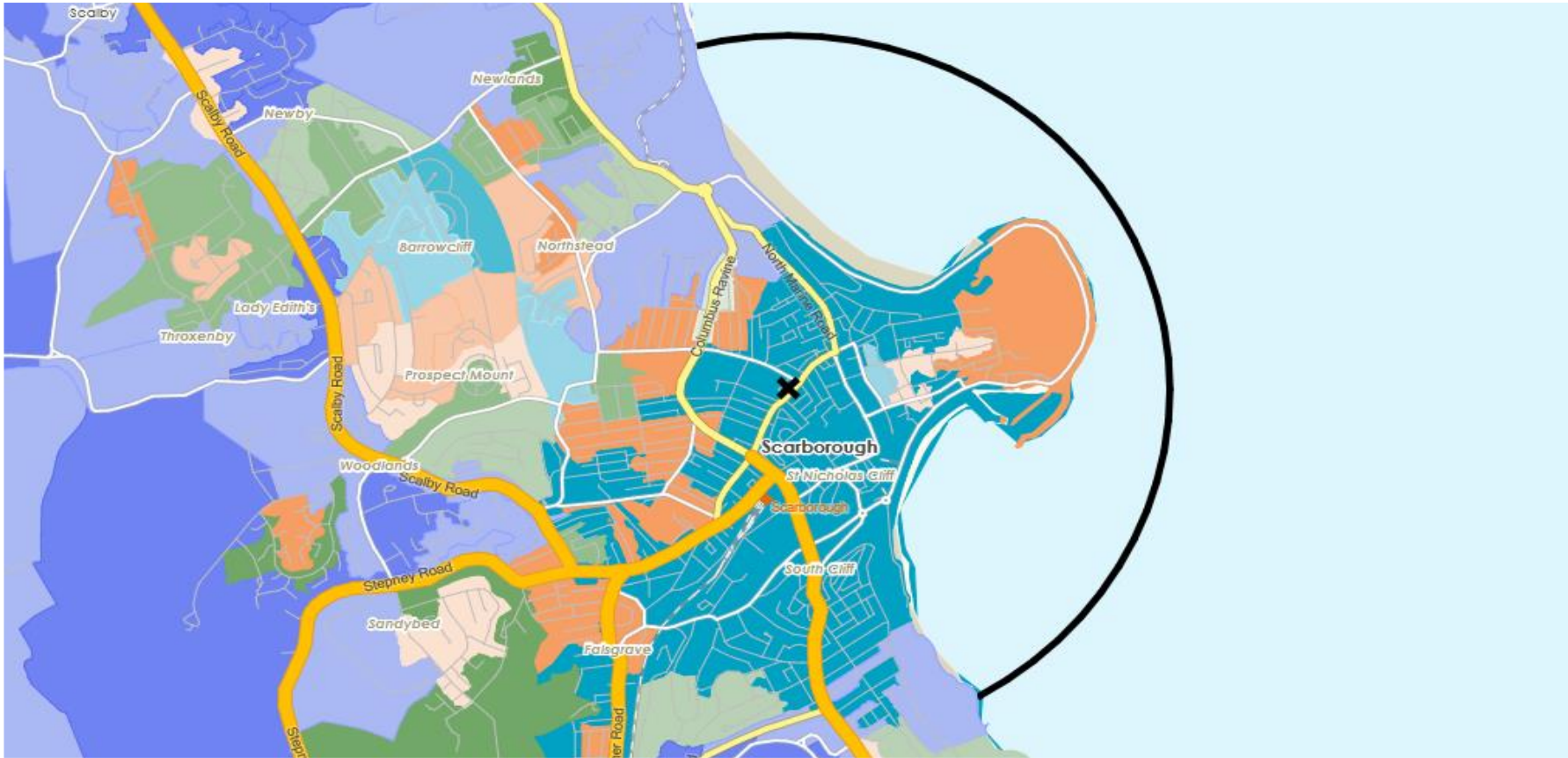
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	390	2.6	2.8	94			
1.C.12 Retired and empty nesters	67	0.5	2.5	18			
1.C.13 Upmarket downsizers	728	4.9	1.3	380			
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	0.7	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	2.0	0			
2.E.19 First time buyers in small, modern homes	20	0.1	3.4	4			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	10	0.1	3.2	2			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	100	0.7	2.7	25			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	150	1.0	2.4	42			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	517	3.5	3.5	101			
3.H.28 Owner occupied terraces, average income	76	0.5	1.6	32			
3.H.29 Established suburbs, older families	68	0.5	2.3	20			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	484	3.3	2.4	138			
3.I.31 Elderly singles in purpose-built accommodation	221	1.5	0.5	307			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	338	2.3	2.2	106			
3.J.33 Smaller houses and starter homes	59	0.4	2.4	17			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	23	0.2	0.3	46			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	23	0.2	1.9	8			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	320	2.2	1.4	150			
4.L.38 Semi-skilled workers in traditional neighbourhoods	418	2.8	2.6	107			
4.L.39 Fading owner occupied terraces	1,745	11.8	2.9	404			
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	156	1.1	1.6	64			
4.M.43 Families in right-to-buy estates	239	1.6	2.0	79			
4.M.44 Post-war estates, limited means	170	1.1	2.2	53			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	163	1.1	0.8	140			
4.N.46 Elderly people in social rented flats	122	0.8	1.0	80			
4.N.47 Low income older people in smaller semis	102	0.7	2.2	31			
4.N.48 Pensioners and singles in social rented flats	389	2.6	1.7	154			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	4,153	28.1	2.2	1,283			
5.O.50 Struggling younger people in mixed tenure	613	4.1	1.8	230			
5.O.51 Young people in small, low cost terraces	1,992	13.5	2.3	594			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	97	0.7	1.6	42			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	111	0.7	1.6	47			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	63	0.4	1.5	28			
5.Q.58 Singles and young families, some receiving benefits	216	1.5	1.8	83			
5.Q.59 Deprived areas and high-rise flats	259	1.7	2.0	89			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	76	0.5	0.1	864			
6.R.61 Inactive communal population	123	0.8	0.3	292			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,801						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04397_Prince of Wales, Scarborough, YO11 1XA (1 Mile contour)



Legend

- 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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

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