

CGA LICENCED PREMISES

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Area: P04120_Masons Arms, Dinnington, NE13 7L
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	82	40.6	81.7	50			
Proprietary Club	8	4.0	7.3	54			
Registered Club	52	25.7	28.2	91			
Restaurant	40	19.8	32.1	62			
Residential	1	0.5	2.7	18			

Name	Description	License Type	Owner Name	Postcode
Westmoor & District Social Club	Independent Free	Registered Club	Independent Free	NE12 7NL
Plough Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE12 6BL
Killingworth Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE12 6BL
Flying Scotsman	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE12 7JN
George Stephenson	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE12 7NJ
Killingworth Social Club	Independent Free	Registered Club	Independent Free	NE12 6UQ
Station Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE12 6RA
Killingworth Adult Association	Independent Free	Registered Club	Independent Free	NE12 6UQ
Travellers Rest	Independent Free	Pubs & Full On	Independent Free	NE12 5UT
Charnwood	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE12 8SH
Innisfree Social Club	Independent Free	Registered Club	Independent Free	NE12 8TY
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	NE13 6BP
Horton Grange	Independent Free	Residential	Independent Free	NE13 6BU
Rahki	Independent Free	Restaurant	Independent Free	NE13 6EP
Moor House Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE13 6ES
Coach & Horses	Greene King	Pubs & Full On	Greene King	NE13 6LN
White Swan Inn	Independent Free	Pubs & Full On	Independent Free	NE13 7AG
Hazlerigg & District Victory Social Club	Independent Free	Registered Club	Independent Free	NE13 7DD
Last Days Of The Raj	Independent Free	Restaurant	Independent Free	NE13 7JS
Dinnington Village Club	Independent Free	Registered Club	Independent Free	NE13 7JT
Masons Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE13 7LG
Wheatsheaf	Greene King	Pubs & Full On	Greene King	NE13 8DF
Blucher Social Club	Independent Free	Registered Club	Independent Free	NE15 9SN
Badger	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE20 9BT
Lonsdale Hotel	Greene King	Pubs & Full On	Greene King	NE 2 3HQ
Northumberland Tennis & Squash Club	Independent Free	Registered Club	Independent Free	NE 2 3JU
Diamond Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE20 9BB
Ponteland Golf Club	Independent Free	Registered Club	Independent Free	NE20 9BD
Ponteland Leisure Centre	Independent Free	Proprietary Club	Independent Free	NE20 9EG
Seven Stars	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE20 9NH
Ponteland Tandoori Indian Restaurant	Independent Free	Restaurant	Independent Free	NE20 9NH
Haveli	Independent Free	Restaurant	Independent Free	NE20 9PW
Ponteland Club & Institute	Independent Free	Registered Club	Independent Free	NE20 9PX
Mogul Raj	Independent Free	Restaurant	Independent Free	NE20 9PX
Blackbird	Greene King	Pubs & Full On	Greene King	NE20 9UH
Benedictine Catholic Social Club	Independent Free	Registered Club	Independent Free	NE23 6YA
Cramlington Working Mens Club	Independent Free	Registered Club	Independent Free	NE23 6QJ
Four Ladies	Amber Taverns	Pubs & Full On	Amber Taverns	NE23 6QQ
Shankhouse Central Working Mens Club	Independent Free	Registered Club	Independent Free	NE23 6TQ
Lord Of The Manor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE23 6YD
Bridge Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE23 7QS
Pioneer Club	Independent Free	Registered Club	Independent Free	NE23 7BE
Bay Horse	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE23 6XB
Seghill Rugby Club	Independent Free	Registered Club	Independent Free	NE23 7EZ
Dudley Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE23 7HS
Dudley District Working Mens Club	Independent Free	Registered Club	Independent Free	NE23 7JF
Lal Qila	Independent Free	Restaurant	Independent Free	NE23 6UW
Clayton Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE23 7PX
Arcot Hall Golf Club	Independent Free	Registered Club	Independent Free	NE23 7QP
United Irish League Club	Independent Free	Registered Club	Independent Free	NE23 7QX
Seghill Comrades Club & Institute	Independent Free	Registered Club	Independent Free	NE23 7TQ
Snowy Owl	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE23 8AU
John The Clerk Of Cramlington	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NE23 1DN

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Pubs & Full On	82	40.6	81.7	50			
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Name	Description	License Type	Owner Name	Postcode
Blagdon Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE23 1DN
Plough	Ladhar Leisure	Pubs & Full On	Ladhar Leisure	NE23 1DN
Burton House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE23 6RB
Nelson Cranmington Miners Association	Independent Free	Registered Club	Independent Free	NE23 1HG
Brockwell Seam	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE23 1XZ
Gosforth Empire Sclub & Institute	Independent Free	Registered Club	Independent Free	NE 3 1DX
County	Greene King	Pubs & Full On	Greene King	NE 3 1HB
Ahad Tandoori Restaurant	Independent Free	Restaurant	Independent Free	NE 3 1HB
Brandling Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE 3 1HD
Barca	Independent Free	Pubs & Full On	Independent Free	NE 3 1HD
New Bengal Restaurant	Independent Free	Restaurant	Independent Free	NE 3 1HH
Blacksmiths Arms	RedCat Pub Company	Pubs & Full On	Stonegate Pub Company	NE 3 1HD
Millstone Hotel	Blackrose Ltd	Pubs & Full On	Blackrose Ltd	NE 3 1QL
South Gosforth Social Club	Independent Free	Registered Club	Independent Free	NE 3 1RS
Victory	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE 3 1SY
Newcastle City Golf Club	Independent Free	Registered Club	Independent Free	NE 3 2DR
Three Mile Inn	Malhotra Group	Pubs & Full On	Malhotra Group	NE 3 2DS
Northern Football Club	Independent Free	Registered Club	Independent Free	NE 3 2DT
Northumbrian Piper	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE 3 2AH
Windsor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE 3 2SZ
Duke Of Wellington	Greene King	Pubs & Full On	Greene King	NE 3 3BQ
Gosforth Civic Hall	Independent Free	Registered Club	Independent Free	NE 3 3HD
Jubilee	Greene King	Pubs & Full On	Greene King	NE 3 3PN
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE 3 3TY
Coxlodge Social Club	Independent Free	Registered Club	Independent Free	NE 3 3UR
Basilico Restaurant	Independent Free	Restaurant	Independent Free	NE 3 4AA
Gosforth Squash Club	Independent Free	Registered Club	Independent Free	NE 3 4YD
Border Minstrel	Independent Free	Pubs & Full On	Independent Free	NE 3 5EJ
Dobbies Garden World	Dobbies Garden Centres Ltd	Restaurant	Dobbies Garden Centres Ltd	NE 3 5EP
Gosforth Golf Club	Independent Free	Registered Club	Independent Free	NE 3 5ER
Grand Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	NE 3 5HN
Northumberland Golf Club	Independent Free	Registered Club	Independent Free	NE 3 5HT
Peregrine	Greene King	Pubs & Full On	Greene King	NE 5 5AP
Jingling Gate Inn	Greene King	Pubs & Full On	Greene King	NE 5 1NL
Chapel Park	Marston's	Pubs & Full On	Marston's	NE 5 1TE
Balloon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE 5 2HB
West Denton Social Club	Independent Free	Registered Club	Independent Free	NE 5 2QZ
Slatyford Tenants Association Club	Independent Free	Registered Club	Independent Free	NE 5 2SS
Denton Burn Community Association	Independent Free	Registered Club	Independent Free	NE 5 2UQ
Newcastle United Golf Club	Independent Free	Registered Club	Independent Free	NE 5 3JW
Blakelaw Social Club	Independent Free	Registered Club	Independent Free	NE 5 3SW
Westerhope & District Community Association	Independent Free	Registered Club	Independent Free	NE 5 5AP
Westerhope Excel Club	Independent Free	Registered Club	Independent Free	NE 5 5HQ
Hillheads Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE 5 5QA
Char Masum Indian Restaurant	Independent Free	Restaurant	Independent Free	NE61 6DR
Ridley Arms	Ladhar Leisure	Pubs & Full On	Ladhar Leisure	NE61 6EL
Poachers Cottage	Marston's	Pubs & Full On	Marston's	NE 5 1NQ
Parklands Golf Course	Independent Free	Registered Club	Independent Free	NE 5 5HQ
Newcastle Falcons Rugby Football Club	Independent Free	Proprietary Club	Independent Free	NE13 8AF
Britannia Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	NE13 8DJ
Engine Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE15 8JR
Concordia Sports Complex	Independent Free	Registered Club	Independent Free	NE23 6YB
Queen Victoria	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE 3 1HD

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Name	Description	License Type	Owner Name	Postcode
South Northumberland Cricket Club	Independent Free	Registered Club	Independent Free	NE 3 1NQ
Brandling Villa	Frank & Bird Ltd	Pubs & Full On	Star Pubs & Bars	NE 3 1QL
Kenton & District Social Club	Independent Free	Registered Club	Independent Free	NE 3 3TU
Gosforth Bowling Club	Independent Free	Registered Club	Independent Free	NE 3 4ES
Peacock	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE 3 4TS
Westerhope Golf Club	Independent Free	Registered Club	Independent Free	NE 5 1PP
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	NE20 9DB
Moor Farm	Whitbread	Pubs & Full On	Whitbread	NE23 7QA
Springs Sanctuary Spa	Springs Sanctuary Spas	Restaurant	Springs Sanctuary Spas	NE 3 2FP
Twin Farms	Ladhar Leisure	Pubs & Full On	Ladhar Leisure	NE13 8AB
San Lorenzo	Unknown	Restaurant	Unknown	NE 3 1HA
Ristorante Amici	Independent Free	Restaurant	Independent Free	NE12 8AQ
Ponteland Memorial Hall	Independent Free	Registered Club	Independent Free	NE20 9NX
David Lloyd Leisure	David Lloyd Leisure Ltd	Proprietary Club	David Lloyd Leisure Ltd	NE 3 1SN
Gosforth Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE 3 1HQ
S Solomon	Independent Free	Restaurant	Independent Free	NE15 7EX
Newcastle Blue Star Football Club	Independent Free	Registered Club	Independent Free	NE13 8DF
Palace Gardens	Independent Free	Restaurant	Independent Free	NE20 9NZ
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	NE12 8ET
Condeco	Independent Free	Pubs & Full On	Independent Free	NE13 8BZ
Cowgate Social Club	Independent Free	Registered Club	Independent Free	NE 5 3RS
Great North Hotel	Independent Free	Pubs & Full On	Independent Free	NE 3 2DS
Oli & Joes	Oli and Joes	Restaurant	Oli and Joes	NE 3 1HQ
Jesmond Dene House Hotel & Restauran	Independent Free	Pubs & Full On	Independent Free	NE 2 2EY
Shahe	Independent Free	Restaurant	Independent Free	NE 3 3HQ
New Rendezvous Restaurant	Independent Free	Restaurant	Independent Free	NE20 9BD
Cramlington Junior Football Club	Independent Free	Registered Club	Independent Free	NE23 6RA
Mandarin Bay	Independent Free	Restaurant	Independent Free	NE23 6UW
Newcastle City Cricket Club	Independent Free	Registered Club	Independent Free	NE 3 2NJ
Realto Italian Restaurant	Independent Free	Restaurant	Independent Free	NE20 9NH
Poons Gosforth Palace Restaurant	Independent Free	Restaurant	Independent Free	NE 3 1DJ
Falcons Nest	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE 3 5EH
Job Bulman	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NE 3 1AJ
Barluga	Vaulkhard Group Ltd	Pubs & Full On	Vaulkhard Group Ltd	NE 3 4ES
Adrianos	Independent Free	Restaurant	Independent Free	NE 3 1HB
Ristorante Fratelli	Independent Free	Restaurant	Independent Free	NE20 9BE
Days of the Raj	Independent Free	Restaurant	Independent Free	NE 3 2HH
Fratelli	Independent Free	Restaurant	Independent Free	NE20 9DP
Panucci	Independent Free	Restaurant	Independent Free	NE23 6QL
Bar 11	SSP	Pubs & Full On	SSP	NE13 8BZ
Kings Arms	Marston's	Pubs & Full On	Marston's	NE12 6YT
Newcastle Racecourse	Independent Free	Proprietary Club	Independent Free	NE 3 5HP
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	NE 3 5HP
Killingworth Young Peoples Club	Independent Free	Registered Club	Independent Free	NE12 6SE
Bay Leaf	Independent Free	Restaurant	Independent Free	NE23 6RF
Cramlington Sporting Club	Independent Free	Registered Club	Independent Free	NE23 6BN
Daverson Hall	Independent Free	Pubs & Full On	Independent Free	NE13 6PX
Benwell & Walbottle Cricket Club	Independent Free	Registered Club	Independent Free	NE15 9TP
Willow Farm	Greene King	Pubs & Full On	Greene King	NE23 7GA
Northumberland Coll Conf Bar	Independent Free	Pubs & Full On	Independent Free	NE20 0AQ
Dobbies Garden World	Dobbies Garden Centres Ltd	Restaurant	Dobbies Garden Centres Ltd	NE20 9BT
Doubletree by Hilton	Hilton Group	Pubs & Full On	Hilton Group	NE13 8BZ
Newcastle Snooker Centre	Independent Free	Proprietary Club	Independent Free	NE 4 9RX

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Year: 2023

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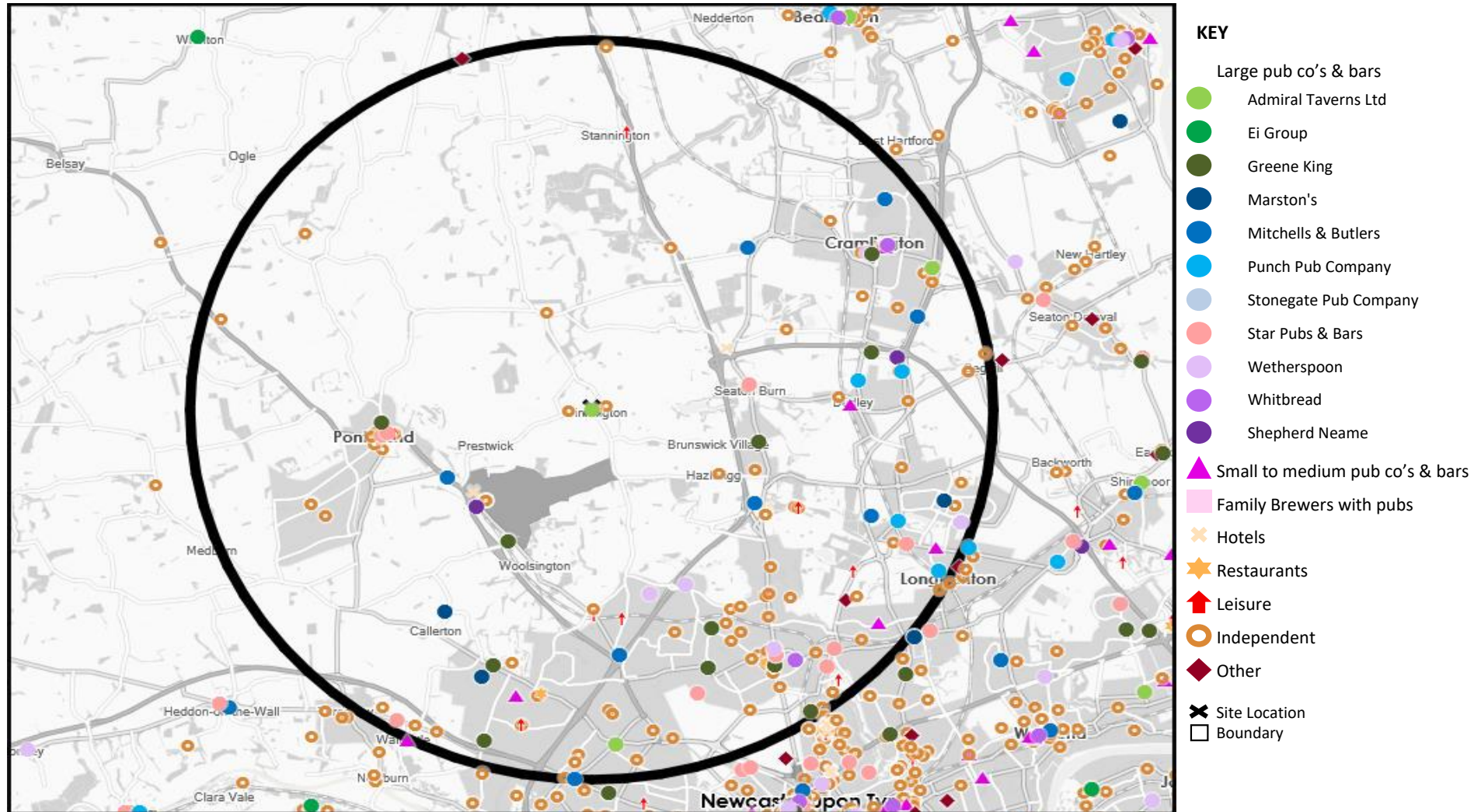
Name	Description	License Type	Owner Name	Postcode
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	NE23 6UT
Caffe Ritazza	SSP	Pubs & Full On	SSP	NE13 8BZ
Seven Oaks	Greene King	Pubs & Full On	Greene King	NE23 6UL
Maida Table Spread	Independent Free	Restaurant	Independent Free	NE15 9SR
Sambuca	Sambuca	Restaurant	Sambuca	NE12 7AL
Beer House	SSP	Pubs & Full On	SSP	NE13 8BZ
Quaystone Bar And Kitchen	SSP	Restaurant	SSP	NE13 8BZ
Gosforth Traders	Independent Free	Pubs & Full On	Independent Free	NE 3 4HJ
Parlour	Independent Free	Restaurant	Independent Free	NE13 6DQ
Yolo	Danieli Holdings Ltd	Restaurant	Danieli Holdings Ltd	NE20 9BD
Cabin Bar	SSP	Pubs & Full On	SSP	NE13 8BY
Oli & Joes	Oli and Joes	Restaurant	Oli and Joes	NE 5 5HB
Cowgate Sports Club	Independent Free	Registered Club	Independent Free	NE 5 3AB
Gosforth Sports Association	Independent Free	Registered Club	Independent Free	NE 3 2NH
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NE23 6UT
Boutique Bar And Tipi	Independent Free	Pubs & Full On	Independent Free	NE12 8EG
Tomahawk Steakhouse	Independent Free	Restaurant	Independent Free	NE20 0DH
Sambuca	Sambuca	Restaurant	Sambuca	NE23 6UT
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE12 7EZ
Wine And Deli Bar	Independent Free	Pubs & Full On	Independent Free	NE13 8BZ
Play Football	Play Football	Proprietary Club	Play Football	NE 5 2QZ
Number9 Bistro	Independent Free	Restaurant	Independent Free	NE20 9PW
Pont Tap	Independent Free	Pubs & Full On	Independent Free	NE20 9SU
Fratello's	Independent Free	Restaurant	Independent Free	NE13 8BY

MAP OF AREA

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Source: OS Open Data 2018









Area: P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description			Area Profile	% for Area	% for Base	Index	0	100	200
	1	Affluent Achievers	20,886	23.8	22.1	108			
	2	Rising Prosperity	5,459	6.2	10.2	61			
	3	Comfortable Communities	19,747	22.5	26.5	85			
	4	Financially Stretched	23,968	27.3	23.7	115			
	5	Urban Adversity	17,424	19.9	17.2	116			
	6	Not Private Households	178	0.2	0.3	59			
	Graph								
Total households			87,662						

Acorn Category Pen Portrait

5

Urban Adversity

8.4M
UK Adults

15.9%
of UK

Age range
25-34

House type
Flat or terraced

Financial situation
Running into debt Saving a lot

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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Area: P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)
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Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	2,535	2.9	1.1	263		
1.B Executive Wealth	10,750	12.3	11.3	108		
1.C Mature Money	7,601	8.7	9.6	90		
2. Rising Prosperity						
2.D City Sophisticates	1,385	1.6	3.8	41		
2.E Career Climbers	4,074	4.6	6.4	73		
3. Comfortable Communities						
3.F Countryside Communities	985	1.1	5.7	20		
3.G Successful Suburbs	4,019	4.6	6.0	77		
3.H Steady Neighbourhoods	4,712	5.4	7.4	73		
3.I Comfortable Seniors	4,532	5.2	2.9	181		
3.J Starting Out	5,499	6.3	4.6	138		
4. Financially Stretched						
4.K Student Life	676	0.8	2.5	31		
4.L Modest Means	6,524	7.4	8.0	93		
4.M Striving Families	9,234	10.5	7.4	141		
4.N Poorer Pensioners	7,534	8.6	5.8	149		
5. Urban Adversity						
5.O Young Hardship	4,243	4.8	6.3	77		
5.P Struggling Estates	5,792	6.6	5.7	116		
5.Q Difficult Circumstances	7,389	8.4	5.2	161		
6. Not Private Households						
6.R Not Private Households	178	0.2	0.3	59		
Total households	87,662					

Acorn Group Pen Portrait

2

D

City Sophisticates

1.9M
UK Adults

3.7%
of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range

25-44

Children at home

0

House tenure

Privately renting

Family structure

Single

Number of beds

1

House type

Flat or maisonette

FINANCIAL PROFILE

Household income

UK
£54k

London
£54k

Average: £40k

Average: £46k

% Disposable income

UK
23%

London
20%

Average: 43%

Average: 29%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LEISURE

WEBSITES

DIGITAL AND TECH

ATTITUDES

I worry about online security

60%

UK average: 59%

Shopping online makes my life easier

68%

UK average: 62%

I love the ease of using chat bots to get answers

31%

UK average: 28%

TOP BEHAVIOURS

Post online ratings / reviews online

Book travel and holidays online

Social media: Pinterest, Insta and Twitter

A

B

C

D

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H

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J

K

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Q

R

S

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Page 7 of 13
29/05/2024

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)

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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	20	0.0	0.1	16			
	1.A.3 Large house luxury	2,515	2.9	0.9	335			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,449	1.7	2.6	63			
	1.B.5 Wealthy countryside commuters	1,712	2.0	2.5	79			
	1.B.6 Financially comfortable families	2,171	2.5	2.2	111			
	1.B.7 Affluent professionals	1,038	1.2	0.9	139			
	1.B.8 Prosperous suburban families	2,640	3.0	1.5	196			
	1.B.9 Well-off edge of towners	1,740	2.0	1.6	123			
1.C Mature Money								
	1.C.10 Better-off villagers	1,006	1.1	3.1	37			
	1.C.11 Settled suburbia, older people	4,716	5.4	2.8	191			
	1.C.12 Retired and empty nesters	470	0.5	2.5	22			
	1.C.13 Upmarket downsizers	1,409	1.6	1.3	124			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	1,385	1.6	0.7	226			
	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	1,737	2.0	2.0	100			
	2.E.19 First time buyers in small, modern homes	2,332	2.7	3.4	78			
	2.E.20 Mixed metropolitan areas	5	0.0	1.0	1			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	45	0.1	1.5	3			
	3.F.22 Older couples and families in rural areas	17	0.0	1.0	2			
	3.F.23 Owner occupiers in small towns and villages	923	1.1	3.2	33			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	2,010	2.3	2.7	85			
	3.G.25 Larger family homes, multi-ethnic areas	310	0.4	0.8	42			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,699	1.9	2.4	80			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	3,483	4.0	3.5	115			
	3.H.28 Owner occupied terraces, average income	134	0.2	1.6	10			
	3.H.29 Established suburbs, older families	1,095	1.2	2.3	53			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	4,315	4.9	2.4	208			
	3.I.31 Elderly singles in purpose-built accommodation	217	0.2	0.5	51			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	2,603	3.0	2.2	138			
	3.J.33 Smaller houses and starter homes	2,896	3.3	2.4	138			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	608	0.7	0.3	207			
	4.K.35 Term-time terraces	68	0.1	0.2	31			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	2,371	2.7	1.4	187			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	2,592	3.0	2.6	112			
	4.L.39 Fading owner occupied terraces	1,561	1.8	2.9	61			
	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	586	0.7	1.6	42			
	4.M.42 Struggling young families in post-war terraces	1,162	1.3	1.6	81			
	4.M.43 Families in right-to-buy estates	3,009	3.4	2.0	168			
	4.M.44 Post-war estates, limited means	4,477	5.1	2.2	235			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	944	1.1	0.8	137			
	4.N.46 Elderly people in social rented flats	728	0.8	1.0	81			
	4.N.47 Low income older people in smaller semis	3,879	4.4	2.2	198			
	4.N.48 Pensioners and singles in social rented flats	1,983	2.3	1.7	133			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	2,331	2.7	2.2	122			
	5.O.50 Struggling younger people in mixed tenure	1,534	1.7	1.8	97			
	5.O.51 Young people in small, low cost terraces	378	0.4	2.3	19			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	3,981	4.5	1.6	291			
	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	1,811	2.1	1.6	129			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	1,385	1.6	1.5	105			
	5.Q.58 Singles and young families, some receiving benefits	2,918	3.3	1.8	189			
	5.Q.59 Deprived areas and high-rise flats	3,086	3.5	2.0	179			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	25	0.0	0.1	48			
	6.R.61 Inactive communal population	153	0.2	0.3	61			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		87,662						

CATEGORY

GROUP

TYPE

MAP

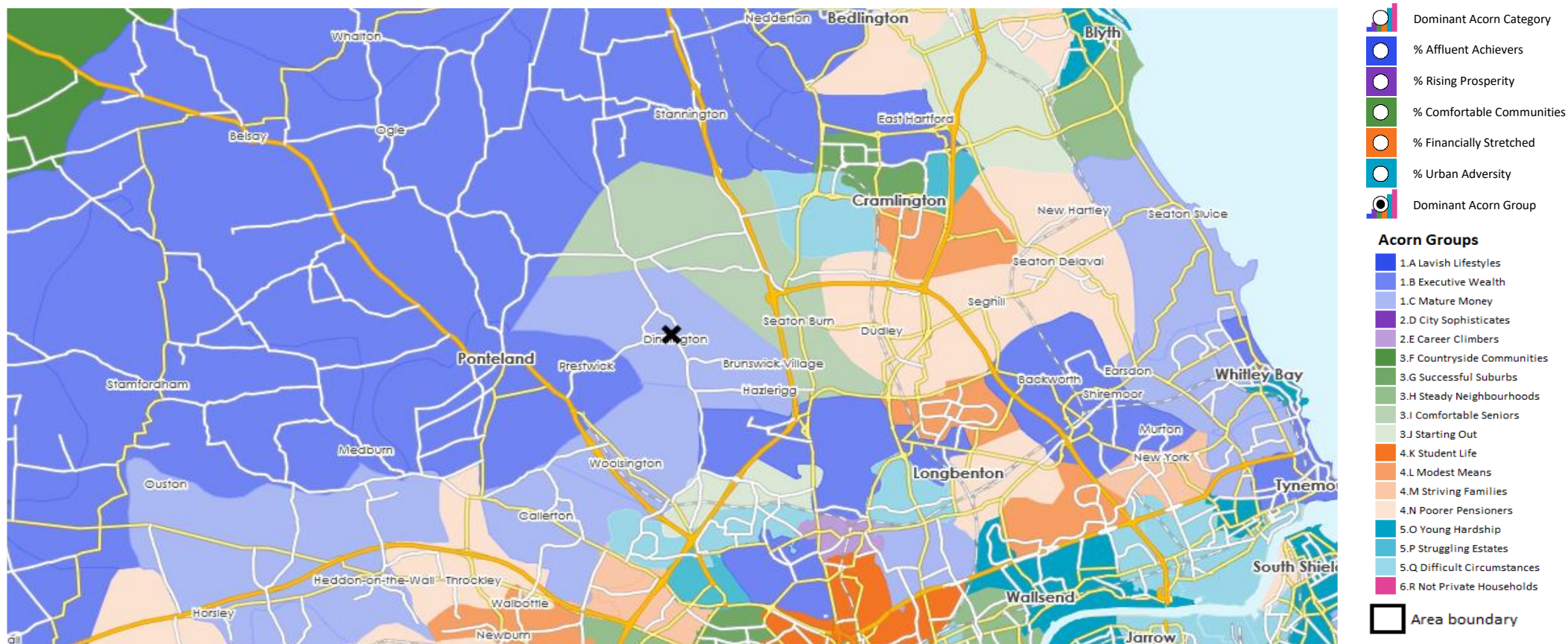
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)

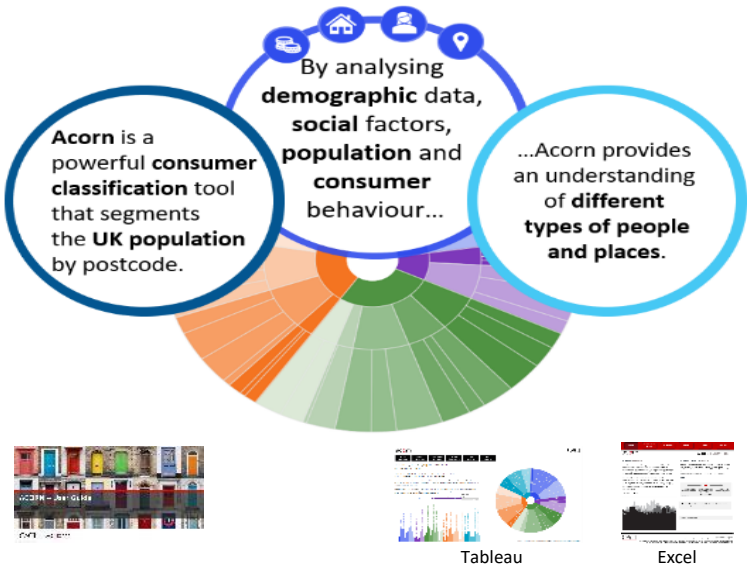
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Source: OS Open Data 2018



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	
		R. Not Private Households		60-62	

1

Affluent Achievers

12.1M

22.8%

UK Adults

of UK

Age range

55+

House type

Detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright

Children at home

0

Number of beds

4+

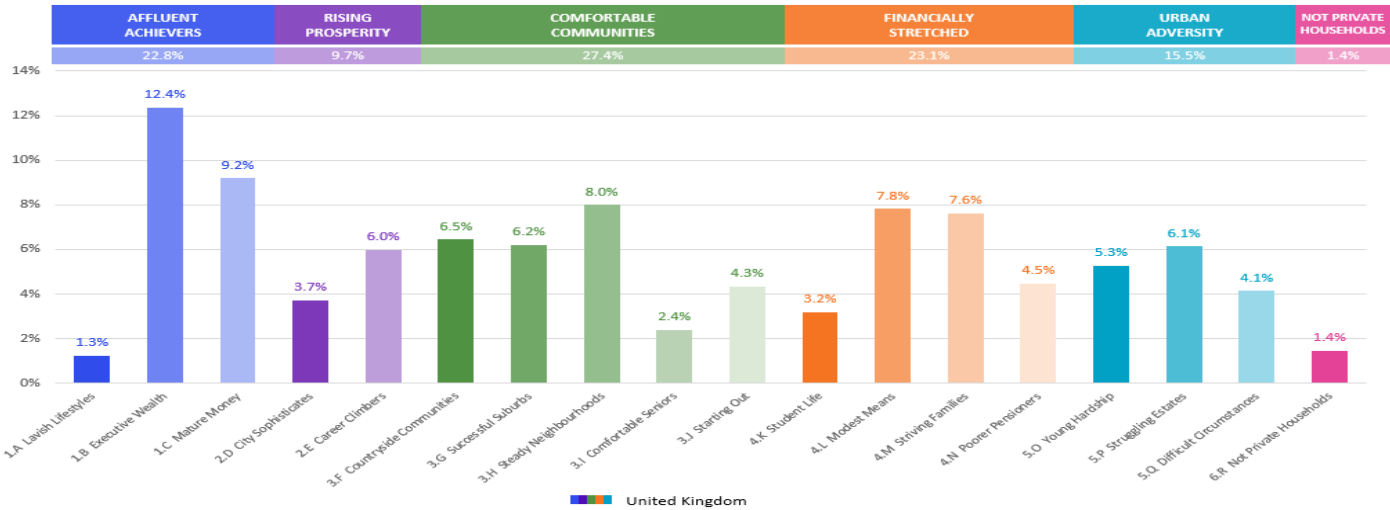
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%

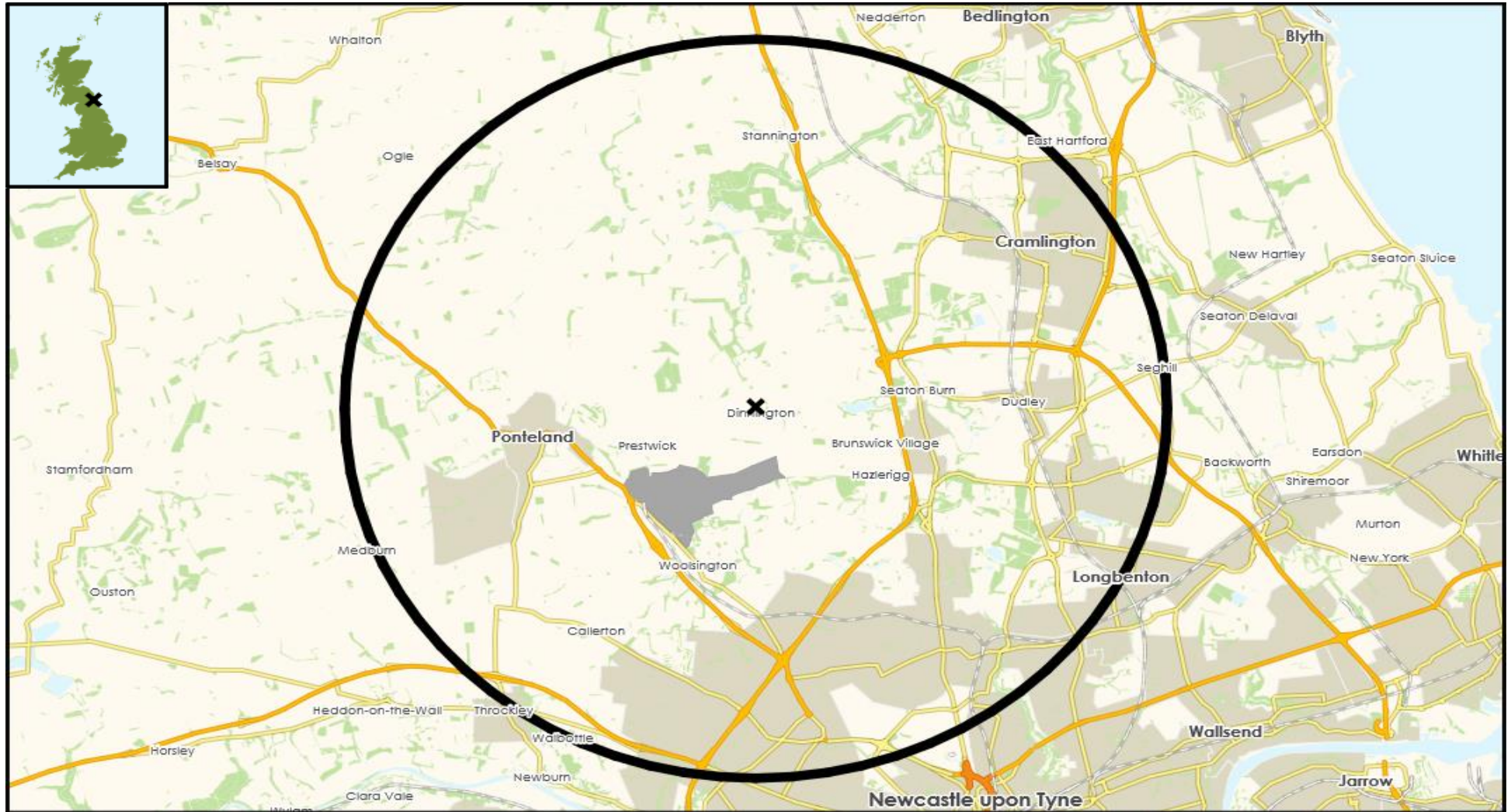


MAP OF AREA

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Source: OS Open Data 2018

Area: P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)

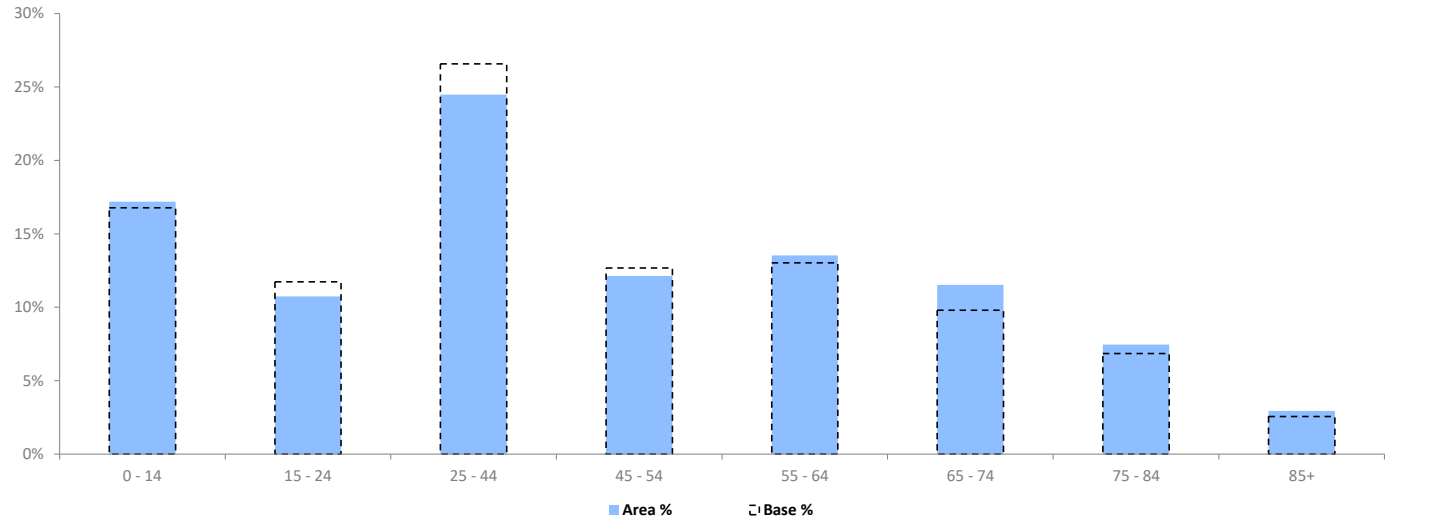


POPULATION PROJECTIONS

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Area:	P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	34,751	17.2	16.8	102			
15 - 24	21,697	10.7	11.7	91			
25 - 44	49,496	24.5	26.6	92			
45 - 54	24,517	12.1	12.7	96			
55 - 64	27,341	13.5	13.0	104			
65 - 74	23,306	11.5	9.8	118			
75 - 84	15,072	7.5	6.9	109			
85+	5,958	2.9	2.6	115			
Total population	202,138						



EXPENDITURE

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Area:	P04120_Masons Arms, Dinnington, NE13 7LG (5 Mile contour)
Base:	Great Britain
Year:	2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£5,566,691	£63.32	£66.95	95			
2. Alcoholic beverages, tobacco and narcotics	£2,332,450	£26.53	£28.12	94			
3. Clothing & Footwear	£2,095,604	£23.84	£22.40	106			
4. Housing, water, electricity, gas and other fuels	£8,068,552	£91.78	£107.19	86			
5. Furnishings, equipment and routine maintenance	£3,342,919	£38.03	£36.85	103			
6. Health	£973,890	£11.08	£13.48	82			
7. Transport	£10,661,273	£121.27	£134.74	90			
8. Communication	£1,252,177	£14.24	£15.74	90			
9. Recreation & Culture	£5,298,841	£60.27	£64.16	94			
10. Education	£1,229,052	£13.98	£22.26	63			
11. Restaurants & Hotels	£5,838,703	£66.42	£67.11	99			
12. Miscellaneous goods and services	£8,562,638	£97.40	£109.86	89			
Total Expenditure	£55,222,792	£628.16	£688.85	91			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.