

CGA LICENCED PREMISES - LICENCES

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Area: P03386_Dog And Duck, Walkington, HU17 8'
Base: Great Britain
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs and Bars							
Branded Food Pub	3	4.2	2.9	145			
Cocktail Bar	1	1.4	1.4	99			
Community Pub	22	31.0	26.8	116			
Craft Bar	1	1.4	1.2	116			
Educational Bar	3	4.2	0.9	451			
Late Night Bar	1	1.4	2.0	71			
Themed Bar	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	11	15.5	13.8	112			
Unthemed High Street Pub	10	14.1	8.9	158			
Wine Bar	1	1.4	1.0	142			
Restaurants and Cafes							
Bar Restaurant	5	7.1	5.0	141			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	8	11.3	7.6	148			
Restaurant	17	24.0	21.7	110			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	3	4.2	3.6	119			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	5	7.1	10.8	65			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	1	1.4	0.5	293			
Golf Club	5	7.1	3.1	225			
Local Sports Club	6	8.5	11.9	71			
Snooker Club	0	0.0	0.0	0			
Social Club	6	8.5	12.0	71			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	0	0.0	1.9	0			
Entertainment and Leisure							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	0	0.0	0.4	0			
Casino	0	0.0	0.2	0			
Cinema	1	1.4	0.5	259			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	2	2.8	1.0	279			
Unknown	0	0.0	0.0	0			

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Name	Description	License Type	Owner Name	Postcode
Star Inn	Marston's	Restaurant	Marston's	HU10 6BY
Papas Fish And Chips	Papas Fish and Chips Ltd	Casual Dining Restaurant		HU10 6DP
Mercure Hotel	Accor Hotels	Hotel	Accor Hotels	HU10 6EA
Hull Golf Club 1921	Independent Free	Golf Club	Independent Free	HU10 7TJ
Wheatsheaf	Marston's	Community Pub	Marston's	HU10 7TL
Cottingham Memorial Club	Independent Free	Social Club	Independent Free	HU16 4AU
Wok So Ever	Independent Free	Restaurant	Independent Free	HU16 4BB
Blue Bell	Marston's	Community Pub	Marston's	HU16 4BH
King William Iv	Marston's	Community Pub	Marston's	HU16 4BD
Cross Keys	Greene King	Community Pub	Greene King	HU16 4EH
Cottingham Lawn Tennis Club	Independent Free	Local Sports Club	Independent Free	HU16 4PX
Tiger Inn	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	HU16 5QE
Duke Of Cumberland	Marston's	Community Pub	Marston's	HU16 5QG
Half Moon	Stonegate Pub Company	Community Pub	Stonegate Pub Company	HU16 5TG
Hessle Golf Club	Independent Free	Golf Club	Independent Free	HU16 5ZA
Bay Horse	Marston's	Community Pub	Marston's	HU17 7RF
Angel Hotel	Stonegate Pub Company	Bar Restaurant	Stonegate Pub Company	HU17 0AA
Moulders Arms	*Other Small Retail Groups	Unthemed High Street F	*Other Small Retail Groups	HU17 0AG
Queens Head	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	HU17 0DG
Monks Walk	Independent Free	Unbranded Food Pub	Independent Free	HU17 0DN
Tea Cosy Restaurant	Independent Free	Casual Dining Restaurar	Independent Free	HU17 0DN
Beverley Masonic Hall	Independent Free	Social Club	Independent Free	HU17 0DY
Lord Nelson	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	HU17 0NP
Sloop Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	HU17 0PD
Warton Arms	Marston's	Unbranded Food Pub	Marston's	HU17 0PN
Foresters Arms	Marston's	Community Pub	Marston's	HU17 0PR
Sun Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	HU17 0NP
Beverley Conservative Club	Independent Free	Social Club	Independent Free	HU17 7AP
Beverley Rugby Football Club	Independent Free	Local Sports Club	Independent Free	HU17 7DN
Molescroft Inn	Marston's	Unbranded Food Pub	Marston's	HU17 7EG
Leconfield Recreation Club	Independent Free	Local Sports Club	Independent Free	HU17 7NW
East Yorkshire Gun Club	Independent Free	Local Sports Club	Independent Free	HU17 7RB
Beaver	Independent Free	Unthemed High Street F	Independent Free	HU17 8AX
Grapes	Stonegate Pub Company	Community Pub	Stonegate Pub Company	HU17 8BB
Dog & Duck	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	HU17 8BH
White Horse	Sam Smith	Unthemed High Street F	Sam Smith	HU17 8BL
Beverley Arms Hotel	Daniel Thwaites plc	Hotel	Daniel Thwaites plc	HU17 8DD
Royal Standard	Punch Pub Company	Unbranded Food Pub	Punch Pub Company	HU17 8DL
Rose & Crown	Independent Free	Community Pub	Independent Free	HU17 7AB
Windmill Inn	Independent Free	Unthemed High Street F	Independent Free	HU17 8ET
Cross Keys	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	HU17 8EE
Woolpack	Marston's	Community Pub	Marston's	HU17 8EN
Lairgate Hotel	Independent Free	Hotel	Independent Free	HU17 8EP
Tiger Inn	Punch Pub Company	Community Pub	Punch Pub Company	HU17 8JG
Altisadora	Marston's	Unbranded Food Pub	Marston's	HU17 8QF
Bishop Burton College	Independent Free	Educational Bar	Independent Free	HU17 8QG
Beverley & East Riding Golf Club	Independent Free	Golf Club	Independent Free	HU17 8RG
Barrel	Daniel Thwaites plc	Community Pub	Daniel Thwaites plc	HU17 8RX
Ferguson Fawcett Arms	Independent Free	Unbranded Food Pub	Independent Free	HU17 8RX
Dog & Duck	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	HU17 8RX
Kings Head	Marston's	Unbranded Food Pub	Marston's	HU17 9AG
Grosvenor Club	Independent Free	Local Sports Club	Independent Free	HU17 9BP
Durham Ox	Independent Free	Unthemed High Street F	Independent Free	HU17 9HJ
Corner House	Punch Pub Company	Unbranded Food Pub	Punch Pub Company	HU17 9EY
Beverley Town Cricket Club	Independent Free	Local Sports Club	Independent Free	HU17 9HW
Highfield	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	HU17 9QN
Crown And Anchor	Independent Free	Community Pub	Independent Free	HU17 9RY
Rowley Manor Hotel	Independent Free	Hotel	Independent Free	HU20 3XR
Ship Inn	Independent Free	Community Pub	Independent Free	HU 6 0AS
Rampant Horse	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	HU 6 9DT
Mill House Restaurant	Independent Free	Unbranded Food Pub	Independent Free	HU16 5TF
Ferens Hall Of Residence Lindsey Bar	Independent Free	Educational Bar	Independent Free	HU16 5SE

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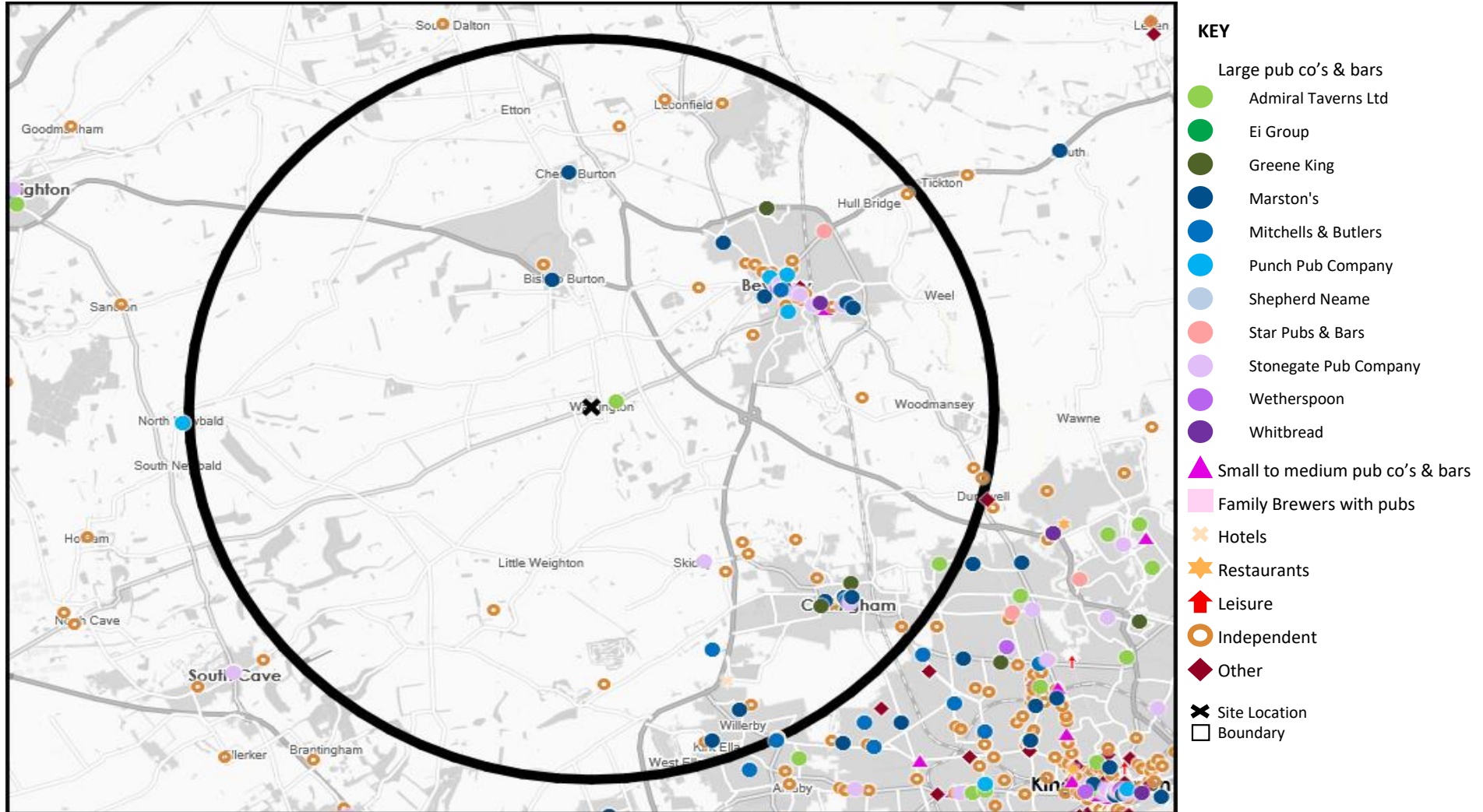
Name	Description	License Type	Owner Name	Postcode
Willerby & Kirkella Social Club	Independent Free	Social Club	Independent Free	HU10 6BY
Toby Carvery	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	HU10 6NT
Westwood Restaurant	Independent Free	Restaurant	Independent Free	HU17 7AE
Green Dragon	Mitchells & Butlers	Unthemed High Street F	Mitchells & Butlers	HU17 8AA
Normandy Barracks	Independent Free	Social Club	Independent Free	HU17 7LX
Hayride	Greene King	Branded Food Pub	Greene King	HU17 9GP
Fair Maid	Greene King	Branded Food Pub	Greene King	HU16 5AB
Skidby Lakes Golf Club	Independent Free	Golf Club	Independent Free	HU16 5SW
Mirage	Independent Free	Casual Dining Restaurar	Independent Free	HU17 0DG
Muang Thai Restaurant	Independent Free	Restaurant	Independent Free	HU17 8EE
Pizza Express	Hony Capital	Casual Dining Restaurar	Hony Capital	HU17 8DB
Hallgate Tavern	Marston's	Community Pub	Marston's	HU16 4DA
Akash Restaurant	Independent Free	Restaurant	Independent Free	HU17 9AA
Cottingham Golf Club	Independent Free	Golf Club	Independent Free	HU16 5RZ
Beverley Racecourse	Independent Free	Commercially Run Sport	Independent Free	HU17 8QZ
Figaro	Independent Free	Restaurant	Independent Free	HU17 9BY
Potting Shed	Burning Night Group Ltd	Late Night Bar	Burning Night Group Ltd	HU17 0NU
Meadows	Independent Free	Educational Bar	Independent Free	HU17 8QG
Pascos	Independent Free	Restaurant	Independent Free	HU16 5QQ
Lazaat	Independent Free	Conference/Exhibition/I	Independent Free	HU16 5SX
Fatt Burger	Independent Free	Wine Bar	Independent Free	HU17 8DL
Whites	Independent Free	Restaurant	Independent Free	HU17 7AB
Chamas	Independent Free	Restaurant	Independent Free	HU17 0DG
Back Room	Independent Free	Conference/Exhibition/I	Independent Free	HU16 4BB
Mowgli	Mowgli	Casual Dining Restaurar	Mowgli	HU17 8AP
Lee Garden	Independent Free	Restaurant	Independent Free	HU17 8DB
Kristoffs	Independent Free	Restaurant	Independent Free	HU16 4BD
Lucia Wine Bar & Grill	White Rose Ltd	Bar Restaurant	White Rose Ltd	HU17 8AP
Central 42	Independent Free	Bar Restaurant	Independent Free	HU17 9AR
Chequers	Independent Free	Craft Bar	Independent Free	HU17 9BZ
Beverley Memorial Hall	Independent Free	Social Club	Independent Free	HU17 8HN
Lounge Southella	Independent Free	Restaurant	Independent Free	HU10 6HB
Sleepers	Independent Free	Casual Dining Restaurar	Independent Free	HU17 9ET
Premier Inn	Whitbread Hotels	Hotel	Whitbread	HU17 0NQ
Carluccios	Boparan Restaurant Group	Casual Dining Restaurar	Boparan Restaurant Group	HU17 9AA
Tomahawk	Tomahawk	Restaurant	Tomahawk	HU17 0NR
Cottingham Civic Hall	Independent Free	Theatre	Independent Free	HU16 5QG
Parkway Cinema	Parkway Cinemas	Cinema	Parkway Cinemas	HU17 0PW
Firepit	Independent Free	Casual Dining Restaurar	Independent Free	HU17 0NZ
East Riding Theatre	Independent Free	Theatre	Independent Free	HU17 9BE
Buca Di Pizza	Independent Free	Restaurant	Independent Free	HU17 0PW
Estabulo	Estabulo Ltd	Bar Restaurant	Estabulo Ltd	HU17 0NP
Sonali Spice	Independent Free	Restaurant	Independent Free	HU17 9EP
Hugh Fitz-Baldric	Independent Free	Community Pub	Independent Free	HU16 4BB
Beverley Barn	Independent Free	Conference/Exhibition/I	Independent Free	HU17 0RN
Hobs	Independent Free	Cocktail Bar	Independent Free	HU17 0PD
Sumo Pan Asian	Independent Free	Restaurant	Independent Free	HU17 0PW
Cassiel's Bar & Kitchen	Independent Free	Bar Restaurant	Independent Free	HU16 4BB
Raphs Lounge	Independent Free	Unbranded Food Pub	Independent Free	HU16 4YD
Chinese Whispers Limited	Independent Free	Restaurant	Independent Free	HU 6 0AW

MAP OF AREA

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Source: OS Open Data 2018

Area: P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
<div></div>	1	Luxury Lifestyles	665	2.1	3.1	69	<div></div>
<div></div>	2	Established Affluence	5,659	18.1	12.3	148	<div></div>
<div></div>	3	Thriving Neighbourhoods	10,105	32.3	22.6	143	<div></div>
<div></div>	4	Steadfast Communities	7,690	24.6	25.2	98	<div></div>
<div></div>	5	Stretched Society	3,124	10.0	21.1	47	<div></div>
<div></div>	6	Low Income Living	3,796	12.1	15.4	79	<div></div>
<div></div>	7	Not Private Households	237	0.8	0.4	194	<div></div>
Total households		31,276					

3

Thriving Neighbourhoods

6.3M
UK Households

22.4%
of UK

Predominant Housing Type

Semi or detached

Predominant Housing Tenure

Owned

Savings & Investments

Average

Comfortable, stable families and empty nesters who have a good standard of living, on an income above the UK average.

Groups within Thriving Neighbourhoods

F Mature Success

G Settled Suburbia

H Metropolitan Surroundings

I Up-and-coming Urbanites

J Aspiring Communities

32%

23%

7%

7%

31%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	665	2.1	1.8	116			
2. Established Affluence							
2.D Commuter Belt Wealth	5,656	18.1	9.1	199			
2.E Prosperous Professionals	3	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	4,431	14.2	7.0	201			
3.G Settled Suburbia	3,589	11.5	5.2	222			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	221	0.7	3.2	22			
3.J Aspiring Communities	1,864	6.0	5.5	107			
4. Steadfast Communities							
4.K Semi-rural Maturity	2,438	7.8	6.7	116			
4.L Traditional Homeowners	2,618	8.4	6.0	140			
4.M Family Renters	578	1.8	4.6	40			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	2,056	6.6	5.3	123			
5. Stretched Society							
5.P Tenant Living	876	2.8	8.3	34			
5.Q Limited Budgets	1,024	3.3	5.2	63			
5.R Hard-up Households	1,224	3.9	7.6	51			
6. Low Income Living							
6.S Cash-strapped Families	1,727	5.5	7.3	75			
6.T Constrained Pensioners	924	3.0	3.3	90			
6.U Challenging Circumstances	1,145	3.7	4.8	77			
7. Not Private Households							
7.V Not Private Households	237	0.8	0.4	194			
Total households	31,276						

Acorn Group Pen Portrait



2D Commuter Belt Wealth

Well-off older families and empty nesters living in detached properties within easy reach of the major cities.

2.5M
UK Households

8.9%
of UK

KEY ATTRIBUTES

Affluent, homeowners, detached homes, mortgaged, live within easy reach of main cities and towns, multiple car ownership.

CORE DEMOGRAPHICS

More likely to be:

Age banding 35-74	Level of education Degree	Household income £69K <small>UK average £48K</small>
Composition Family with children	House tenure Homeowner	Residence Detached house

FINANCIAL SITUATION

Struggling Making ends meet Comfortable Wealthy

LOCATIONS

- Billingshurst - West Sussex
- Tarporley - Cheshire
- Hook - Hampshire
- Portishead - Bristol
- Amphill - Bedfordshire
- Dunmow - Essex

CHANNELS

How to reach them

Internet usage
Moderate

Online activities
News, banking, shopping, leisure bookings, property listings, sports updates, tracking fitness.

MEDIA HABITS

THE TIMES
The Telegraph

sky arts sky sports

LIFESTYLE

Interests and hobbies
Holidays, eating out, pets, ballet, theatre and musicals, playing golf, cycling

Environmental attitudes
Influenced by their children

Shopping behaviour
Loyalty card holders, pay more for quality and convenience

BRANDS & PEOPLE AFFINITY

Shopping and websites
W J.O. MALONE LONDON HUGO BOSS JONAS CLARINS

Food and leisure
Abel & Cole Audi Bannatyne BOOTH'S

Public figure affinities
• Jessie Ware (Table Manners) • Robert Plant • Nick Robinson
• Mark Kermode • Kirstie Allsopp • James May



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)

Base: Great Britain

Year: 2024

Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0	<div></div>		
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0	<div></div>		
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0	<div></div>		
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0	<div></div>		
	1.B.5	Successful young families in smart urban areas		0	0.0	0.5	0	<div></div>		
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		0	0.0	1.1	0	<div></div>		
	1.C.7	Prosperous families in green-belt areas with substantial homes		665	2.1	0.8	273	<div></div>	<div></div>	
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		0	0.0	2.1	0	<div></div>		
	2.D.9	Families and couples in comfortable homes		1,390	4.4	1.6	286	<div></div>	<div></div>	
	2.D.10	Well-off families in larger semis		1,758	5.6	1.1	500	<div></div>	<div></div>	
	2.D.11	Mature and moneyed out-of-towners		50	0.2	2.1	8	<div></div>	<div></div>	
	2.D.12	Well-to-do empty nesters in detached houses		2,458	7.9	2.2	364	<div></div>	<div></div>	
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		0	0.0	1.3	0	<div></div>		
	2.E.14	Upmarket young families in terraces		3	0.0	0.9	1	<div></div>		
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0	<div></div>		
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		585	1.9	2.0	96		<div></div>	
	3.F.17	Older, rural empty nesters and couples		3,064	9.8	2.7	369		<div></div>	
	3.F.18	Countryside retirees in spacious houses		180	0.6	0.1	677		<div></div>	
	3.F.19	Sophisticated couples living comfortably in detached homes		602	1.9	2.3	82		<div></div>	
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		0	0.0	2.4	0	<div></div>		
	3.G.21	Mid-life suburban living		3,589	11.5	2.7	420	<div></div>	<div></div>	
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0	<div></div>		
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0	<div></div>		
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0	<div></div>		
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0	<div></div>		
	3.I.26	Younger couples and singles in flats		221	0.7	1.7	43	<div></div>	<div></div>	
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		824	2.6	3.2	81		<div></div>	
	3.J.28	Families and couples in terraces		1,040	3.3	2.3	145		<div></div>	
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		1,497	4.8	3.0	158		<div></div>	
	4.K.30	Empty nesters in owner-occupied detached homes		778	2.5	2.5	101		<div></div>	
	4.K.31	Comfortable, home-owning families and empty nesters		17	0.1	0.7	8	<div></div>	<div></div>	
	4.K.32	Older comfortable families and couples in detached, rural properties		95	0.3	0.5	62	<div></div>	<div></div>	
	4.K.33	Retirees in semi-detached and detached properties		51	0.2	0.1	228		<div></div>	
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		2,234	7.1	3.0	235		<div></div>	
	4.L.35	Settled communities, semi-detached properties		384	1.2	2.9	42	<div></div>	<div></div>	
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		545	1.7	2.2	79		<div></div>	
	4.M.37	Restricted residents, socially renting		33	0.1	2.4	4	<div></div>	<div></div>	
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0	<div></div>		
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0	<div></div>		
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0	<div></div>		
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		1,544	4.9	2.7	180		<div></div>	
	4.O.42	Retired homeowners in semi-detached and detached houses		430	1.4	1.6	85		<div></div>	
	4.O.43	Older couples living in detached houses, rural communities		82	0.3	1.0	26	<div></div>	<div></div>	
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0	<div></div>		
	5.P.45	Privately renting squeezed professionals in flats		217	0.7	2.9	24	<div></div>	<div></div>	
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0	<div></div>	<div></div>	
	5.P.47	Singles and couples in rented flats		659	2.1	3.0	70		<div></div>	
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		553	1.8	3.3	54	<div></div>	<div></div>	
	5.Q.49	Socially renting single adult households		471	1.5	1.9	78		<div></div>	
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		512	1.6	3.2	51		<div></div>	
	5.R.51	Older, single-person households on the outskirts of town		185	0.6	2.3	25	<div></div>	<div></div>	
	5.R.52	Socially renting families in terraces		527	1.7	2.0	83		<div></div>	
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0	<div></div>		
	6.S.54	Young families in socially rented semis		98	0.3	1.9	17	<div></div>	<div></div>	
	6.S.55	Families in low-value terraced housing		1,629	5.2	3.0	173	<div></div>	<div></div>	
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0	<div></div>		
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		701	2.2	2.0	113		<div></div>	
	6.T.58	Poorer pensioners in semis		223	0.7	1.3	55	<div></div>	<div></div>	
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0	<div></div>		
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0	<div></div>		
	6.U.61	Socially rented flats, singles and pensioners		1,145	3.7	3.6	101		<div></div>	
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		25	0.1	0.1	60		<div></div>	
	7.V.63	Active communal populations		47	0.2	0.0	307		<div></div>	
	7.V.64	Inactive communal populations		165	0.5	0.2	252		<div></div>	
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>	<div></div>	

CATEGORY

GROUP

TYPE

MAP

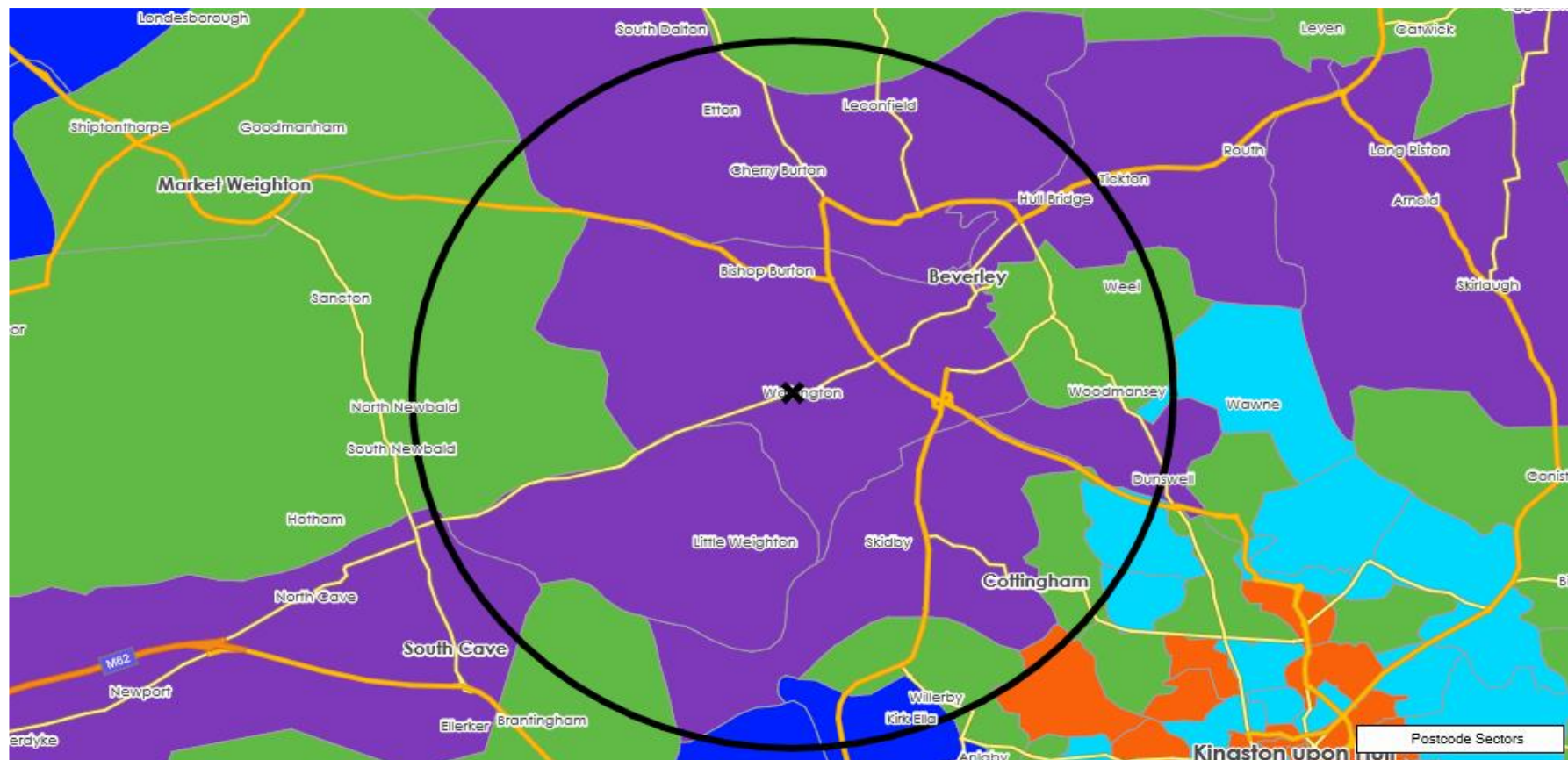
WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

Area: P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)

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Source: OS Open Data 2018



- Dominant Acorn Category
- % Luxury Lifestyles
- % Established Affluence
- % Thriving Neighbourhoods
- % Steadfast Communities
- % Stretched Society
- % Low Income Living
- Dominant Acorn Group

Acorn Categories

- 1. Luxury Lifestyles
- 2. Established Affluence
- 3. Thriving Neighbourhoods
- 4. Steadfast Communities
- 5. Stretched Society
- 6. Low Income Living
- 7. Not Private Households

Area Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?



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WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

ADDITIONAL INFORMATION



For more information, click here to visit the website:

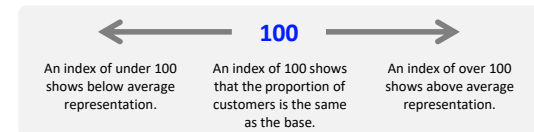
INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

AREA PROFILE

Total figures exclude business addresses without residential population

INDEX

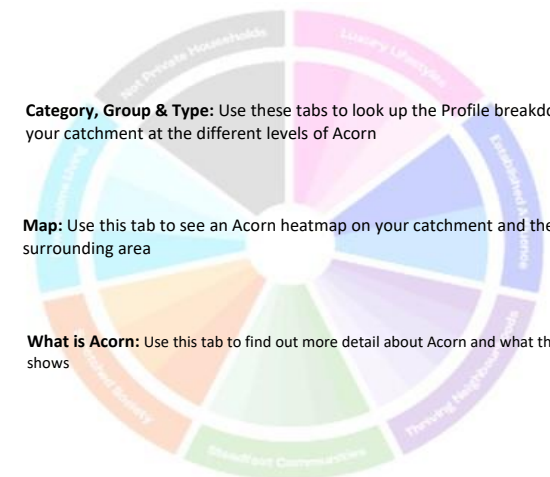


PERCENTAGE

% for Area: Calculates the percentages of each category, group or type for the catchment

% for Base: Calculates the percentages of each category, group or type for the base catchment

REPORT INFORMATION

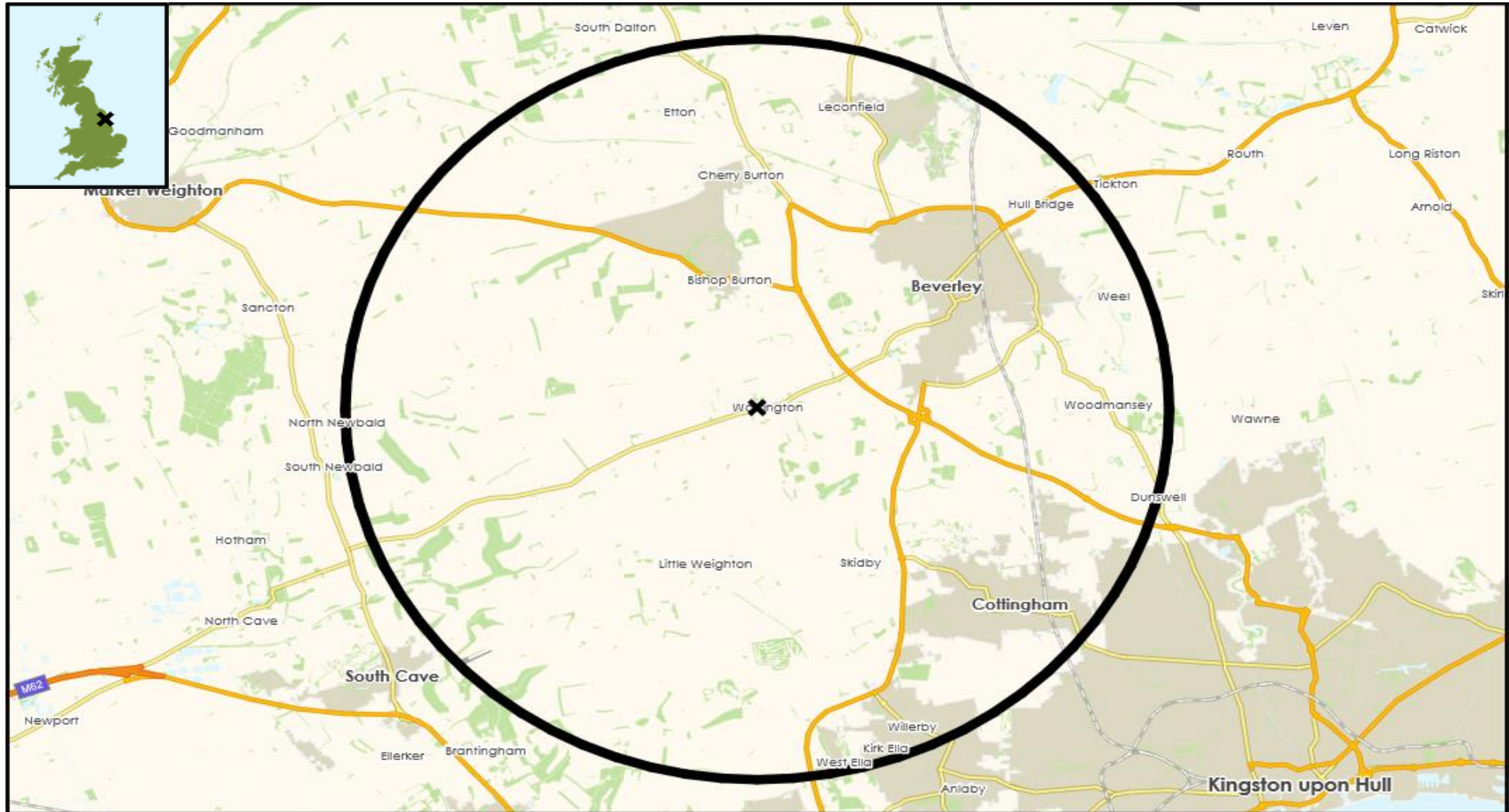


MAP OF AREA

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Source: OS Open Data 2018

Area: P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)

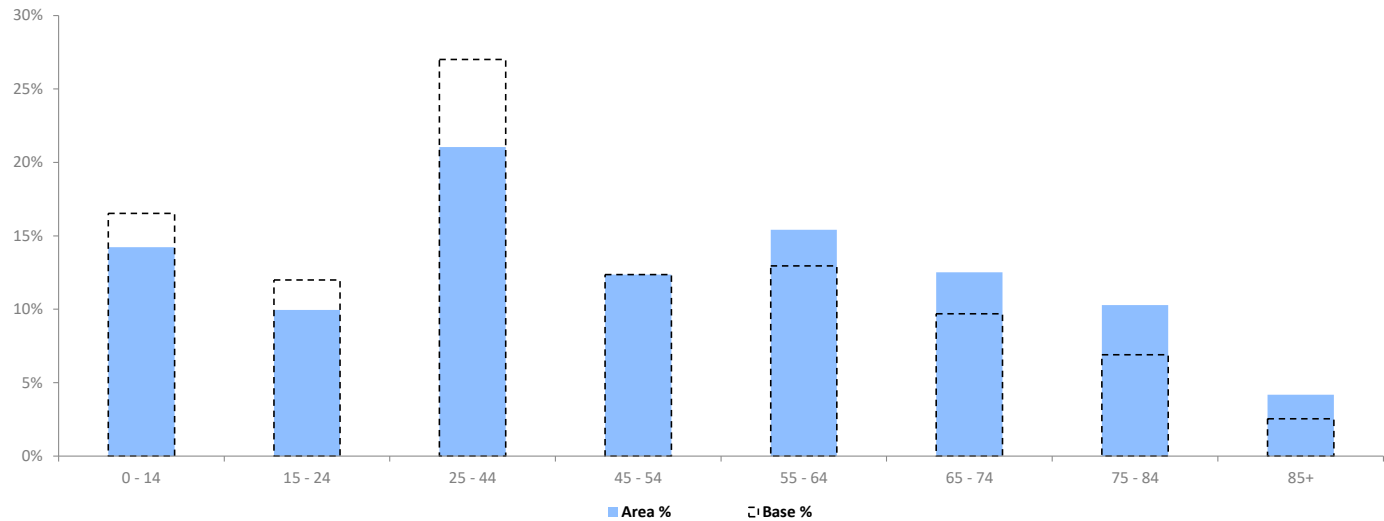


POPULATION PROJECTIONS

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Area:	P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	10,088	14.2	16.5	86			
15 - 24	7,061	10.0	12.0	83			
25 - 44	14,932	21.1	27.0	78			
45 - 54	8,763	12.4	12.4	100			
55 - 64	10,934	15.4	13.0	119			
65 - 74	8,879	12.5	9.7	129			
75 - 84	7,295	10.3	6.9	149			
85+	2,966	4.2	2.5	165			
Total population	70,918						



EXPENDITURE

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Area:	P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)
Base:	Great Britain
Year:	2024

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	£2,872,356	£91.84	£92.53	99			
2. Alcoholic beverages, tobacco and narcotics	£910,186	£29.10	£29.81	98			
3. Clothing & Footwear	£1,383,877	£44.25	£44.48	99			
4. Housing, water, electricity, gas and other fuels	£3,277,194	£104.78	£106.80	98			
5. Furnishings, equipment and routine maintenance	£1,713,294	£54.78	£52.65	104			
6. Health	£626,535	£20.03	£21.84	92			
7. Transport	£4,011,641	£128.27	£125.67	102			
8. Communication	£563,511	£18.02	£19.03	95			
9. Recreation & Culture	£3,296,299	£105.39	£98.79	107			
10. Education	£689,645	£22.05	£21.71	102			
11. Restaurants & Hotels	£3,547,447	£113.42	£103.11	110			
12. Miscellaneous goods and services	£4,397,961	£140.62	£135.92	103			
Total Expenditure	£27,289,946	£872.55	£852.33	102			

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.

CENSUS DEMOGRAPHICS

© 2025 CACI Limited and all other applicable third party notices (2021 Census) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P03386_Dog And Duck, Walkington, HU17 8SX (5 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	8,317	14.4	12.7	113			
2. Lower managerial, administrative and professional	14,033	24.3	19.9	122			
3. Intermediate	7,363	12.7	11.5	110			
4. Small employers and own account workers	5,459	9.4	10.3	91			
5. Lower supervisory and technical	3,181	5.5	5.6	98			
6. Semi-routine	6,351	11.0	11.7	94			
7. Routine	6,034	10.4	12.1	86			
Never worked and long-term unemployed	3,931	6.8	8.2	82			
Full-time students	3,178	5.5	7.8	71			
Total population	57,847						

