

CGA LICENCED PREMISES - LICENCES

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Area: P00059_Badger Hounds, Saltburn by the Sea
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	0	0.0	2.9	0			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	2	186.2	26.8	695			
Craft Bar	0	0.0	1.2	0			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	0	0.0	13.8	0			
Unthemed High Street Pub	0	0.0	8.9	0			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	0	0.0	5.0	0			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	0	0.0	21.7	0			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	0	0.0	3.6	0			
Guest/Boarding House	1	93.1	2.5	3733			
Hotel	1	93.1	10.8	861			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	0	0.0	3.1	0			
Local Sports Club	0	0.0	11.9	0			
Snooker Club	0	0.0	0.0	0			
Social Club	1	93.1	12.0	777			
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	0	0.0	0.5	0			
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	0	0.0	1.0	0			
Unknown	0	0.0	0.0	0			

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Name	Description	License Type	Owner Name	Postcode
Staites Athletic Sports & Social Club	Independent Free	Social Club	Independent Free	TS13 5AT
Brown Cow	Independent Free	Community Pub	Independent Free	TS13 5ET
Runswick Bay Hotel	Greene King	Hotel	Greene King	TS13 5HR
Badger Hounds	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	TS13 5JX
St Hildas B&B	Independent Free	Guest/Boarding House	Independent Free	TS13 5JX

MAP OF AREA

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Source: OS Open Data 2018

Area: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 Mile contour)



KEY

Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

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: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 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	0	0.0	3.1	0			
<div></div>	2	Established Affluence	72	13.6	12.3	111			
<div></div>	3	Thriving Neighbourhoods	105	19.8	22.6	88			
<div></div>	4	Steadfast Communities	276	52.2	25.2	207			
<div></div>	5	Stretched Society	19	3.6	21.1	17			
<div></div>	6	Low Income Living	57	10.8	15.4	70			
<div></div>	7	Not Private Households	0	0.0	0.4	0			
Total households			529						

Acorn Category Pen Portrait

4

Steadfast Communities

7.3M
UK Households

25.7%
of UK

Predominant Housing Type

Semi detached

Predominant Housing Tenure

Privately rented

Savings & Investments

Below average

This category contains much of middle of the road Britain with working families on incomes just below the UK average.

Groups within Steadfast Communities

K Semi-rural Maturity

L Traditional Homeowners

M Family Renters

N Urban Diversity

O Stable Seniors

27%

23%

18%

10%

22%


ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 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	<div></div>		
1.B Flourishing Capital	0	0.0	1.0	0	<div></div>		
1.C Upmarket Families	0	0.0	1.8	0	<div></div>		
2. Established Affluence							
2.D Commuter Belt Wealth	72	13.6	9.1	150	<div></div>		
2.E Prosperous Professionals	0	0.0	3.2	0	<div></div>		
3. Thriving Neighbourhoods							
3.F Mature Success	68	12.9	7.0	183	<div></div>		
3.G Settled Suburbia	0	0.0	5.2	0	<div></div>		
3.H Metropolitan Surroundings	0	0.0	1.6	0	<div></div>		
3.I Up-and-coming Urbanites	0	0.0	3.2	0	<div></div>		
3.J Aspiring Communities	37	7.0	5.5	126	<div></div>		
4. Steadfast Communities							
4.K Semi-rural Maturity	131	24.8	6.7	367	<div></div>		
4.L Traditional Homeowners	83	15.7	6.0	263	<div></div>		
4.M Family Renters	0	0.0	4.6	0	<div></div>		
4.N Urban Diversity	0	0.0	2.6	0	<div></div>		
4.O Stable Seniors	62	11.7	5.3	219	<div></div>		
5. Stretched Society							
5.P Tenant Living	0	0.0	8.3	0	<div></div>		
5.Q Limited Budgets	6	1.1	5.2	22	<div></div>		
5.R Hard-up Households	13	2.5	7.6	32	<div></div>		
6. Low Income Living							
6.S Cash-strapped Families	34	6.4	7.3	88	<div></div>		
6.T Constrained Pensioners	23	4.3	3.3	132	<div></div>		
6.U Challenging Circumstances	0	0.0	4.8	0	<div></div>		
7. Not Private Households							
7.V Not Private Households	0	0.0	0.4	0	<div></div>		
Total households	529						

Acorn Group Pen Portrait



4K Semi-rural Maturity

Older couples who are coming up to retirement, or already retired, living in sizeable properties in semi-rural areas.

2.0M
UK Households

7.0%
of UK

KEY ATTRIBUTES

Detached house, bungalow, retired, paid off mortgage, no children at home, high proportion of disposable income relative to income.

CORE DEMOGRAPHICS

More likely to be:

Age banding 55+	Level of education A Level (or equivalent)	Household income £47K <small>UK average: £48K</small>
Composition Older couple	House tenure Homeowner	Residence Detached house

FINANCIAL SITUATION

Struggling — Making ends meet — Comfortable — Wealthy

LOCATIONS

- Carmarthen - Wales
- Dungannon - Northern Ireland
- Spalding - Lincolnshire
- Haverfordwest - Wales
- Launceston - Cornwall
- Alford - Lincolnshire

CHANNELS

How to reach them

Internet usage
Moderate

Online activities
Grocery shopping, wine and alcohol, news, personal finance.

MEDIA HABITS

ONE TWO itv 5 sky arts gold Daily Mail

LIFESTYLE

Interests and hobbies
Gardening, motorsport, bird watching, DIY, crossword puzzles

Environmental attitudes
Believe it costs too much to be green all the time

Shopping behaviour
If there is a choice, they like to buy products made in the UK

BRANDS & PEOPLE AFFINITY

Shopping and websites
COTSWOLD Dunelem Joules go B&Q

Food and leisure
BOOTH'S TUI Majestic THE NATIONAL LOTTERY HELLO FRESH

Public figure affinities
• Bryan Ferry • Chris Packham • Gareth Malone
• Elton John • The Hairy Bikers • Peter Kay



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 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		0	0.0	0.8	0	<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	0.2	1.6	12	<div></div>		
	2.D.10	Well-off families in larger semis		0	0.0	1.1	0	<div></div>		
	2.D.11	Mature and moneyed out-of-towners		3	0.6	2.1	27	<div></div>		
	2.D.12	Well-to-do empty nesters in detached houses		68	12.9	2.2	595	<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		0	0.0	0.9	0	<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		0	0.0	2.0	0	<div></div>		
	3.F.17	Older, rural empty nesters and couples		68	12.9	2.7	485	<div></div>		
	3.F.18	Countryside retirees in spacious houses		0	0.0	0.1	0	<div></div>		
	3.F.19	Sophisticated couples living comfortably in detached homes		0	0.0	2.3	0	<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		0	0.0	2.7	0	<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		0	0.0	1.7	0	<div></div>		
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		37	7.0	3.2	215	<div></div>		
	3.J.28	Families and couples in terraces		0	0.0	2.3	0	<div></div>		
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		112	21.2	3.0	699	<div></div>		
	4.K.30	Empty nesters in owner-occupied detached homes		17	3.2	2.5	130	<div></div>		
	4.K.31	Comfortable, home-owning families and empty nesters		0	0.0	0.7	0	<div></div>		
	4.K.32	Older comfortable families and couples in detached, rural properties		2	0.4	0.5	77	<div></div>		
	4.K.33	Retirees in semi-detached and detached properties		0	0.0	0.1	0	<div></div>		
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		83	15.7	3.0	515	<div></div>		
	4.L.35	Settled communities, semi-detached properties		0	0.0	2.9	0	<div></div>		
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		0	0.0	2.2	0	<div></div>		
	4.M.37	Restricted residents, socially renting		0	0.0	2.4	0	<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		23	4.3	2.7	158	<div></div>		
	4.O.42	Retired homeowners in semi-detached and detached houses		23	4.3	1.6	270	<div></div>		
	4.O.43	Older couples living in detached houses, rural communities		16	3.0	1.0	305	<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		0	0.0	2.9	0	<div></div>		
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0	<div></div>		
	5.P.47	Singles and couples in rented flats		0	0.0	3.0	0	<div></div>		
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		6	1.1	3.3	35	<div></div>		
	5.Q.49	Socially renting single adult households		0	0.0	1.9	0	<div></div>		
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		0	0.0	3.2	0	<div></div>		
	5.R.51	Older, single-person households on the outskirts of town		13	2.5	2.3	105	<div></div>		
	5.R.52	Socially renting families in terraces		0	0.0	2.0	0	<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		31	5.9	1.9	316	<div></div>		
	6.S.55	Families in low-value terraced housing		3	0.6	3.0	19	<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		0	0.0	2.0	0	<div></div>		
	6.T.58	Poorer pensioners in semis		23	4.3	1.3	333	<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		0	0.0	3.6	0	<div></div>		
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		0	0.0	0.1	0	<div></div>		
	7.V.63	Active communal populations		0	0.0	0.0	0	<div></div>		
	7.V.64	Inactive communal populations		0	0.0	0.2	0	<div></div>		
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>		
Total households				529						

CATEGORY

GROUP

TYPE

MAP

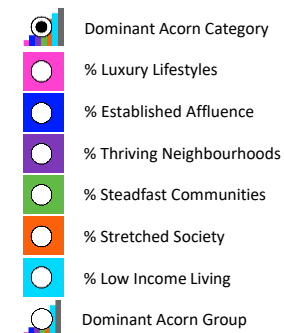
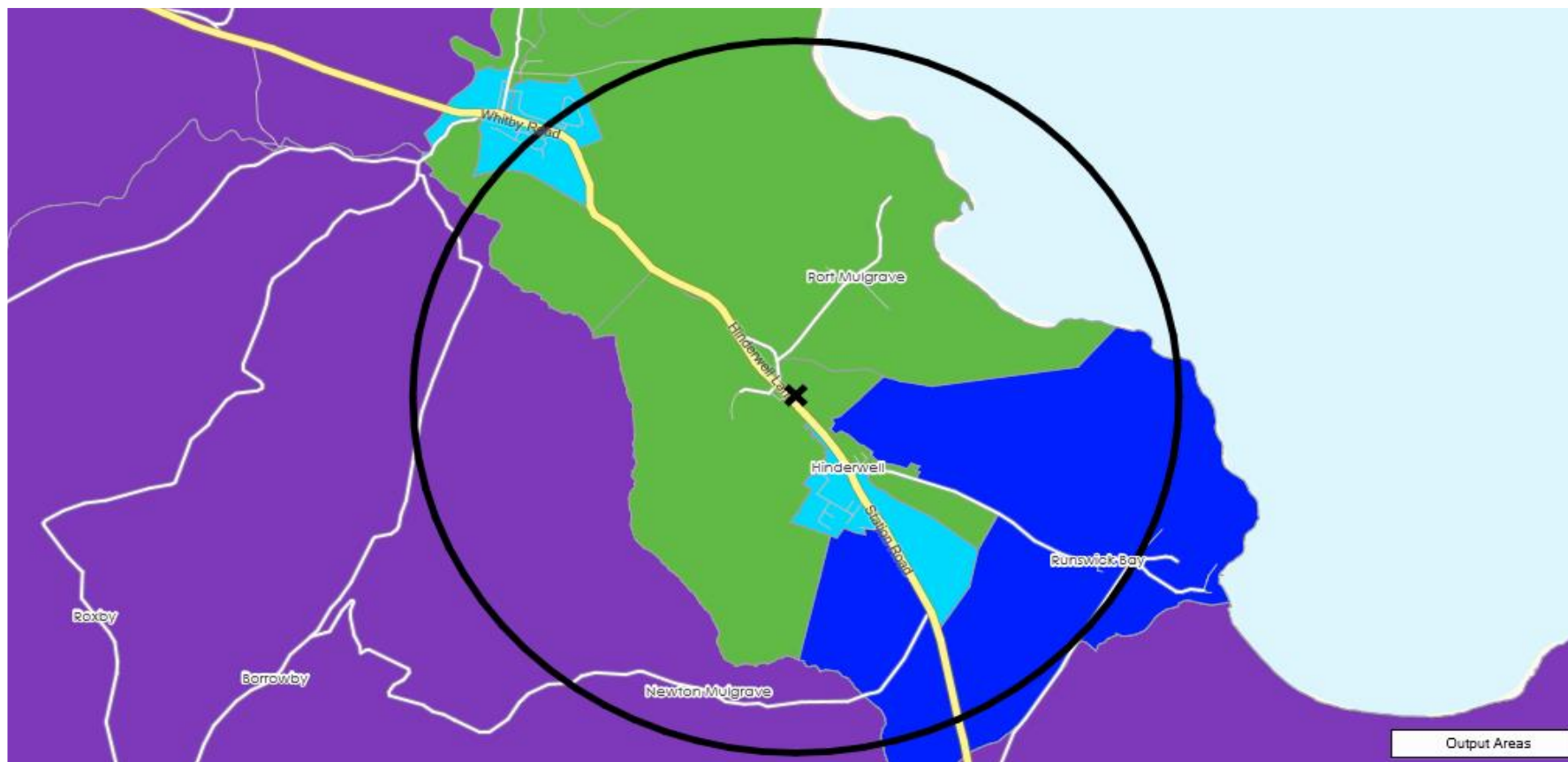
WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 Mile contour)



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:

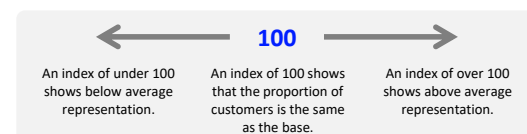
INTERPRETING THE REPORT

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

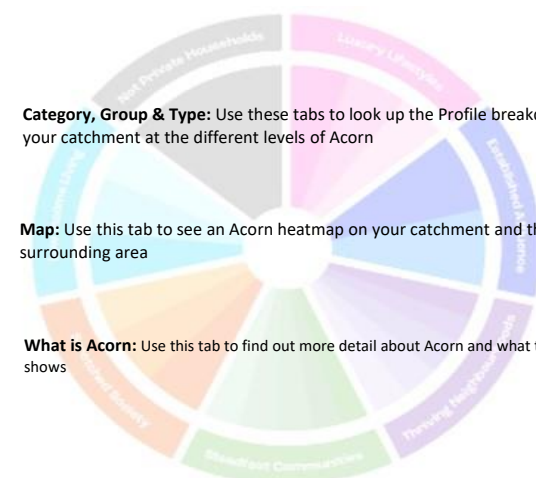


PERCENTAGE

% 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: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 Mile contour)

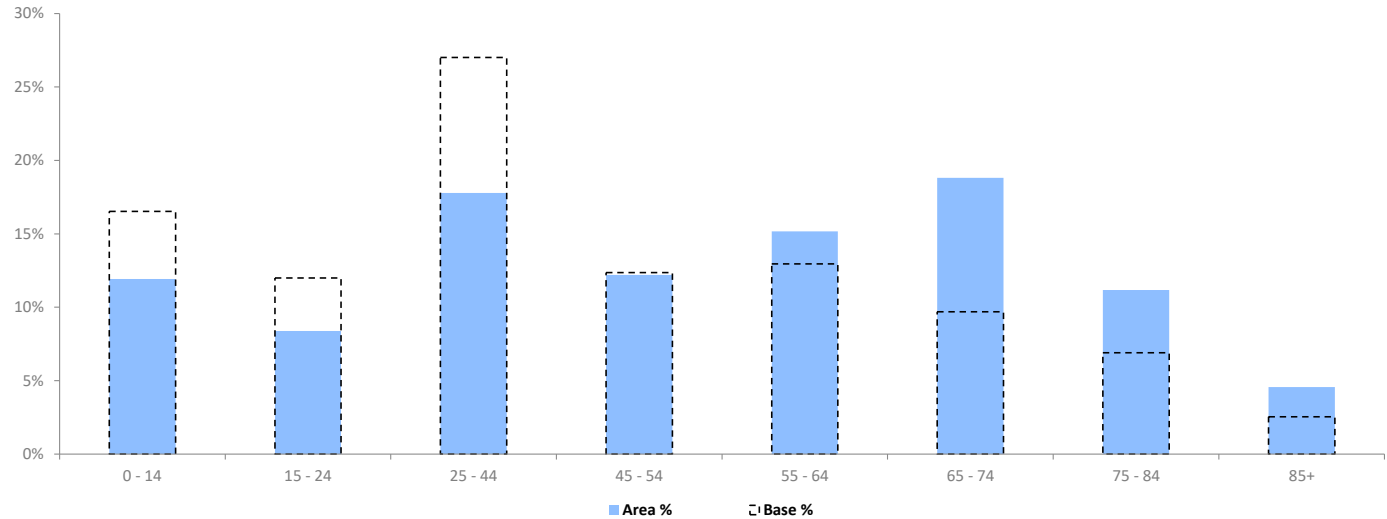


POPULATION PROJECTIONS

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Area:	P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	128	11.9	16.5	72			
15 - 24	90	8.4	12.0	70			
25 - 44	191	17.8	27.0	66			
45 - 54	131	12.2	12.4	99			
55 - 64	163	15.2	13.0	117			
65 - 74	202	18.8	9.7	194			
75 - 84	120	11.2	6.9	162			
85+	49	4.6	2.5	180			
Total population	1,074						



EXPENDITURE

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Area:	P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 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	£45,051	£85.16	£92.53	92			
2. Alcoholic beverages, tobacco and narcotics	£14,223	£26.89	£29.81	90			
3. Clothing & Footwear	£21,263	£40.19	£44.48	90			
4. Housing, water, electricity, gas and other fuels	£54,675	£103.36	£106.80	97			
5. Furnishings, equipment and routine maintenance	£27,864	£52.67	£52.65	100			
6. Health	£10,511	£19.87	£21.84	91			
7. Transport	£64,778	£122.45	£125.67	97			
8. Communication	£8,330	£15.75	£19.03	83			
9. Recreation & Culture	£53,459	£101.06	£98.79	102			
10. Education	£7,480	£14.14	£21.71	65			
11. Restaurants & Hotels	£53,582	£101.29	£103.11	98			
12. Miscellaneous goods and services	£70,148	£132.61	£135.92	98			
Total Expenditure	£431,363	£815.43	£852.33	96			

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

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Area: P00059_Badger Hounds, Saltburn by the Sea, TS13 5JX (1 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	75	8.6	12.7	67			
2. Lower managerial, administrative and professional	183	21.0	19.9	105			
3. Intermediate	72	8.2	11.5	71			
4. Small employers and own account workers	140	16.0	10.3	155			
5. Lower supervisory and technical	72	8.2	5.6	147			
6. Semi-routine	97	11.1	11.7	95			
7. Routine	126	14.4	12.1	119			
Never worked and long-term unemployed	76	8.7	8.2	106			
Full-time students	32	3.7	7.8	47			
Total population	873						

