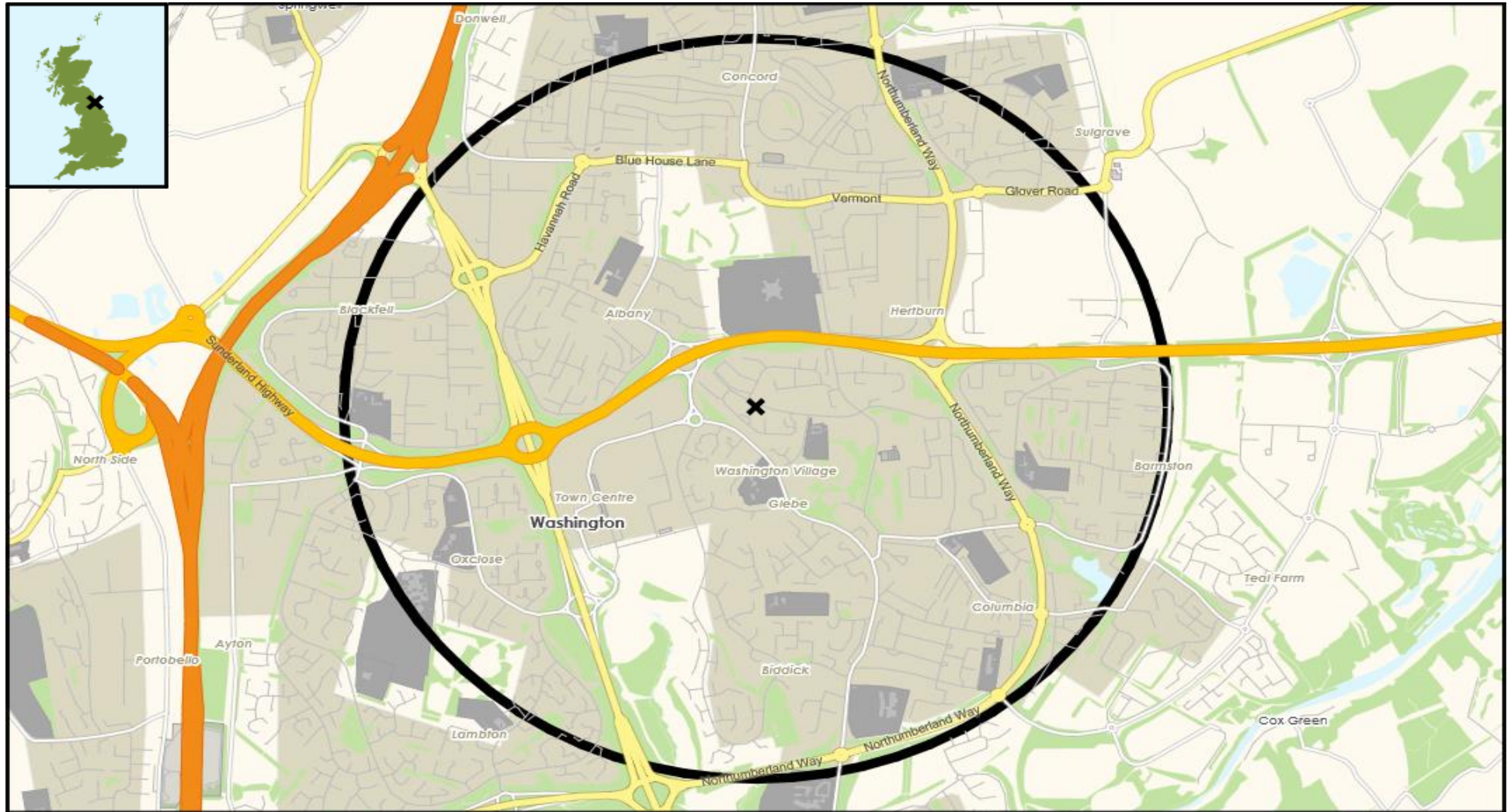


MAP OF AREA

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Source: OS Open Data 2018

Area: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)

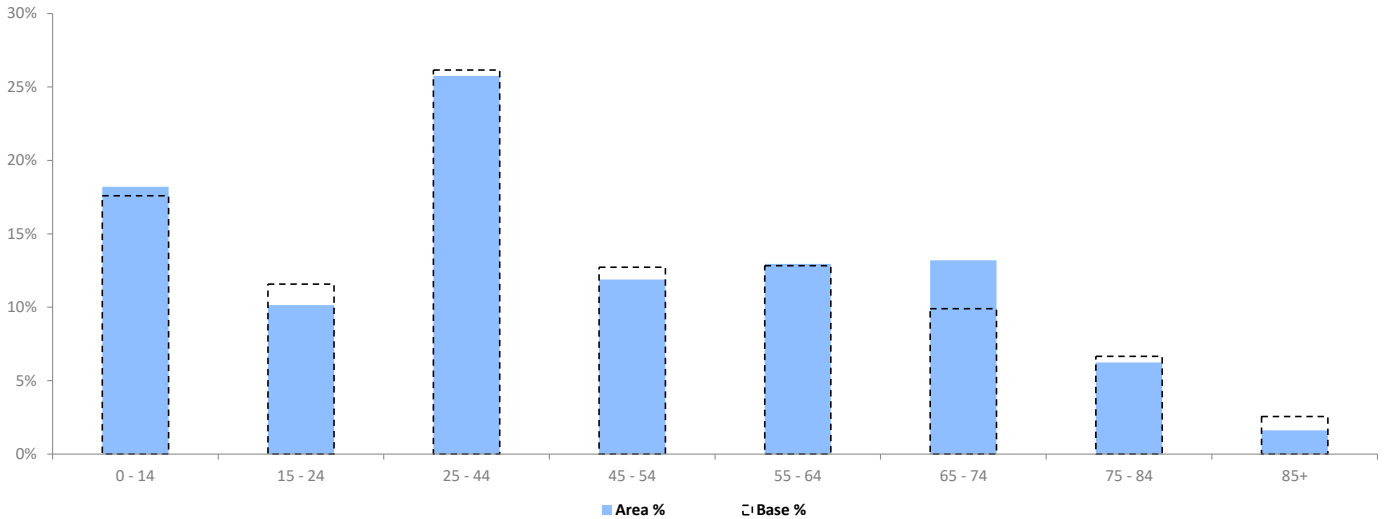


POPULATION PROJECTIONS

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Area: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,069	18.2	17.6	103			
15 - 24	2,824	10.1	11.6	88			
25 - 44	7,172	25.8	26.2	98			
45 - 54	3,313	11.9	12.7	94			
55 - 64	3,607	13.0	12.8	101			
65 - 74	3,674	13.2	9.9	133			
75 - 84	1,736	6.2	6.7	94			
85+	449	1.6	2.6	63			
Total population	27,844						



EXPENDITURE

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Area: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	£770,534	£63.04	£73.74	85			
2. Alcoholic beverages, tobacco and narcotics	£351,577	£28.76	£27.43	105			
3. Clothing & Footwear	£411,652	£33.68	£41.92	80			
4. Housing, water, electricity, gas and other fuels	£670,395	£54.85	£92.23	59			
5. Furnishings, equipment and routine maintenance	£366,826	£30.01	£39.49	76			
6. Health	£125,182	£10.24	£16.97	60			
7. Transport	£885,881	£72.48	£115.30	63			
8. Communication	£149,436	£12.23	£14.64	84			
9. Recreation & Culture	£986,248	£80.69	£100.48	80			
10. Education	£35,100	£2.87	£22.34	13			
11. Restaurants & Hotels	£714,063	£58.42	£82.30	71			
12. Miscellaneous goods and services	£890,410	£72.85	£104.94	69			
Total Expenditure	£6,357,305	£520.11	£731.77	71			



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.

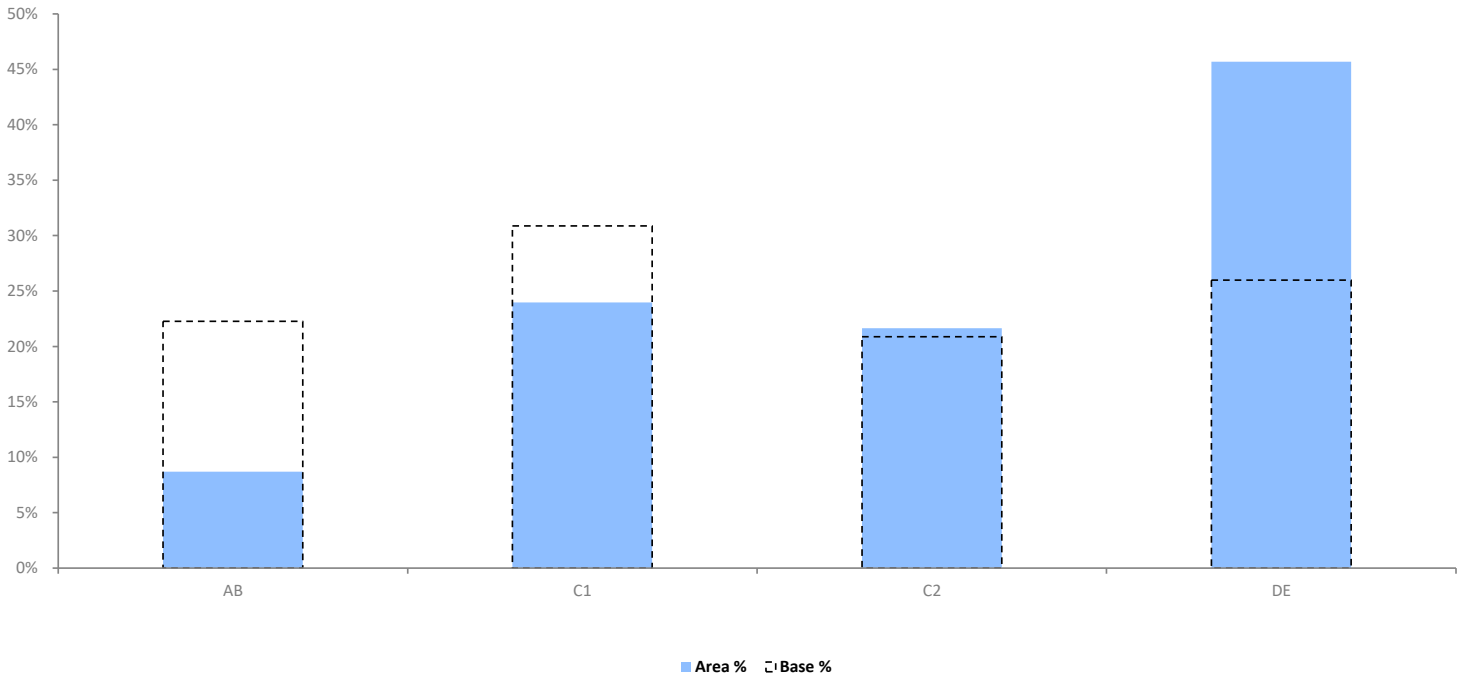
UP TO DATE DEMOGRAPHICS

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Area: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,060	8.7	22.3	39			
C1: Supervisory, clerical, jr managerial/admin/professional	2,924	24.0	30.9	78			
C2: Skilled manual workers	2,639	21.6	20.9	104			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	5,571	45.7	26.0	176			
Total household reference persons aged 16 to 64	12,194						



CGA LICENCED PREMISES

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Area: P04450_Black Bush, Washington, NE38 7HY
 Base: Great Britain
 Year: 2022

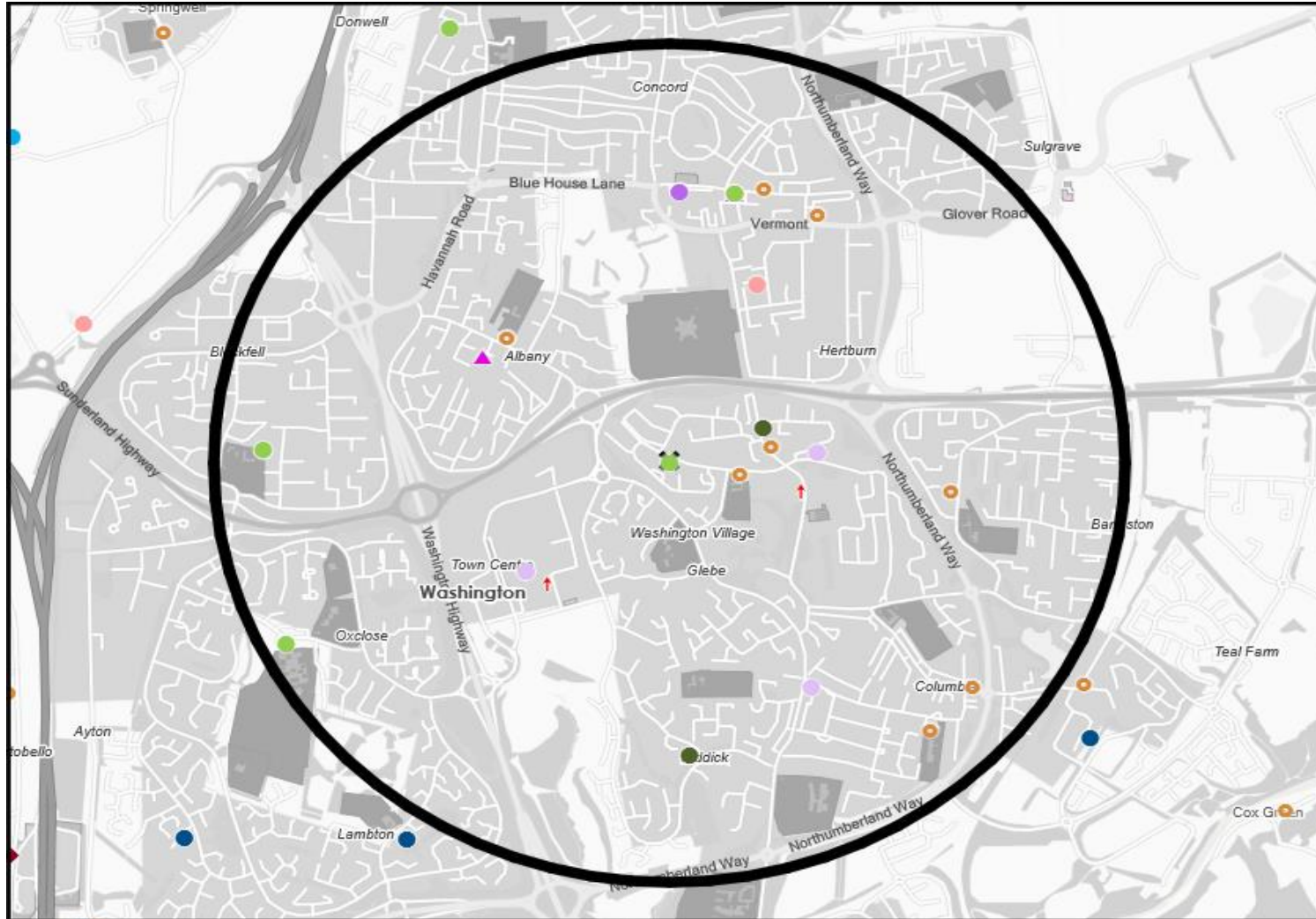
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	64.6	82.8	78			
Proprietary Club	3	10.8	7.5	144			
Registered Club	4	14.4	28.7	50			
Restaurant	5	18.0	32.5	55			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Honest Boy	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE37 1LL
White House Social Club	Independent Free	Registered Club	Independent Free	NE37 1LL
Blue Bell	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE37 2BZ
Wheelhouse	Camerons	Pubs & Full On	Camerons	NE37 1UB
Speculation Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE37 2AL
New Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE37 2AL
Middle Inn	Amber Taverns	Pubs & Full On	Amber Taverns	NE37 2AL
Bird	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE37 2AL
Concord Tandoori	Independent Free	Restaurant	Independent Free	NE37 2SY
Usworth & Washington Gardners Club	Independent Free	Registered Club	Independent Free	NE37 3AB
Ox & Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE38 0LZ
Steps	Greene King	Pubs & Full On	Greene King	NE38 7HP
Cross Keys	Blackrose Ltd	Pubs & Full On	Blackrose Ltd	NE38 7AB
Washington Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7AB
Victoria Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7DJ
Washington Union Club	Independent Free	Registered Club	Independent Free	NE38 7HU
Black Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE38 7HY
Sandpiper	Greene King	Pubs & Full On	Greene King	NE38 7NN
Oasis	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7SA
Ne38 Sports Bar	Independent Free	Pubs & Full On	Independent Free	NE38 8DG
Sky Lounge	Independent Free	Proprietary Club	Independent Free	NE38 7ET
Washington Station Celtic Club	Independent Free	Registered Club	Independent Free	NE38 8LX
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	NE38 7SB
Sir William De Wessyngton	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NE37 2SY
Amf Bowling	Original Bowling Company	Proprietary Club	Original Bowling Company	NE38 7RZ
Bombay Barn	Independent Free	Restaurant	Independent Free	NE37 2BA
Kylin Oriental	Independent Free	Restaurant	Independent Free	NE37 1BH
Stella Restaurant	Independent Free	Restaurant	Independent Free	NE37 1BH
Washington Old Hall	National Trust	Pubs & Full On	National Trust	NE38 7LE
Cellinis	Independent Free	Restaurant	Independent Free	NE38 7HN

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04450_Black Bush, Washington, NE38 7HY (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: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	455	3.7	22.0	17		
2 Rising Prosperity	65	0.5	10.3	5		
3 Comfortable Communities	2,192	18.0	26.3	68		
4 Financially Stretched	1,623	13.3	23.7	56		
5 Urban Adversity	7,826	64.2	17.4	369		
6 Not Private Households	33	0.3	0.3	81		
Total households				12,194		

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

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: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	149	1.2	11.2	11		
1.C Mature Money	306	2.5	9.6	26		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	65	0.5	6.3	8		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	376	3.1	5.9	52		
3.H Steady Neighbourhoods	1,015	8.3	7.4	113		
3.I Comfortable Seniors	359	2.9	2.9	103		
3.J Starting Out	442	3.6	4.4	82		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	873	7.2	7.9	90		
4.M Striving Families	265	2.2	7.5	29		
4.N Poorer Pensioners	485	4.0	5.8	68		
5. Urban Adversity						
5.O Young Hardship	626	5.1	6.2	83		
5.P Struggling Estates	5,141	42.2	5.9	713		
5.Q Difficult Circumstances	2,059	16.9	5.3	319		
6. Not Private Households						
6.R Not Private Households	33	0.3	0.3	81		
Total households	12,194					

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

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%)

FINANCIAL PROFILE

- Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)
- % Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online

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

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Area: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Corn Structure
 Index
 Profile %

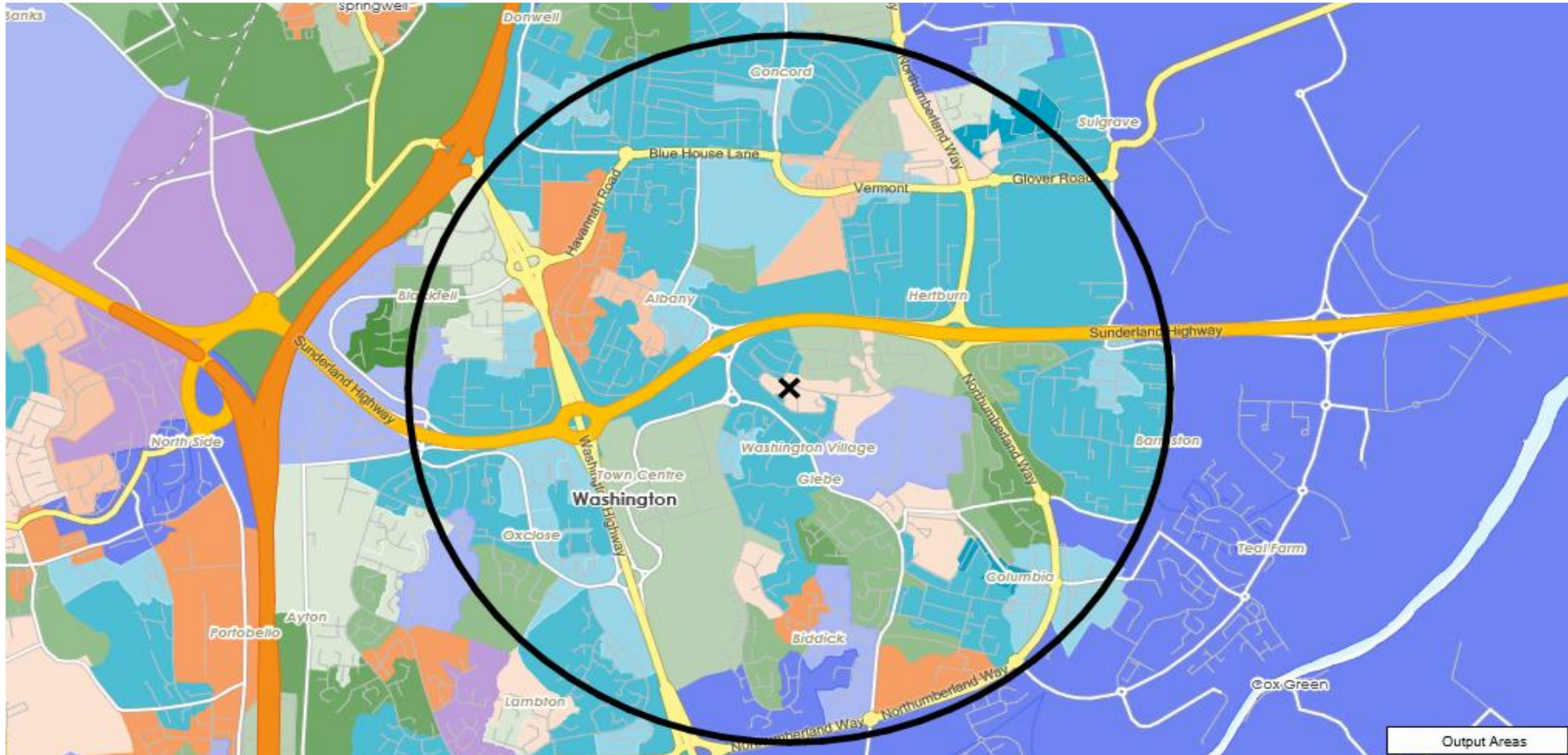
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	131	1.1	2.6	41			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	18	0.1	2.2	7			
1.B.7 Affluent professionals	0	0.0	0.8	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	3.0	0			
1.C.11 Settled suburbia, older people	274	2.2	2.8	80			
1.C.12 Retired and empty nesters	18	0.1	2.5	6			
1.C.13 Upmarket downsizers	14	0.1	1.3	9			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	65	0.5	3.3	16			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	226	1.9	2.7	70			
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	1.2	2.4	51			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	717	5.9	3.4	171			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	298	2.4	2.3	105			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	322	2.6	2.4	111			
3.I.31 Elderly singles in purpose-built accommodation	37	0.3	0.5	63			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	442	3.6	2.3	156			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	338	2.8	1.4	194			
4.L.38 Semi-skilled workers in traditional neighbourhoods	232	1.9	2.6	72			
4.L.39 Fading owner occupied terraces	303	2.5	2.9	86			
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	4	0.0	1.6	2			
4.M.42 Struggling young families in post-war terraces	36	0.3	1.6	18			
4.M.43 Families in right-to-buy estates	26	0.2	2.1	10			
4.M.44 Post-war estates, limited means	199	1.6	2.2	74			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	291	2.4	0.8	304			
4.N.46 Elderly people in social rented flats	115	0.9	1.1	89			
4.N.47 Low income older people in smaller semis	11	0.1	2.3	4			
4.N.48 Pensioners and singles in social rented flats	68	0.6	1.7	32			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	244	2.0	2.2	92			
5.O.50 Struggling younger people in mixed tenure	316	2.6	1.8	146			
5.O.51 Young people in small, low cost terraces	66	0.5	2.3	24			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	4,454	36.5	1.6	2,314			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	687	5.6	1.6	349			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	357	2.9	1.5	194			
5.Q.58 Singles and young families, some receiving benefits	1,268	10.4	1.8	585			
5.Q.59 Deprived areas and high-rise flats	434	3.6	2.0	178			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	33	0.3	0.3	99			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,194						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04450_Black Bush, Washington, NE38 7HY (1 Mile contour)



- 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

Output Areas

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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

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%

