

CGA LICENCED PREMISES

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Area: P01661_Trehill Arms, Ivybridge, PL21 0AS (1)
 Base: Great Britain
 Year: 2023

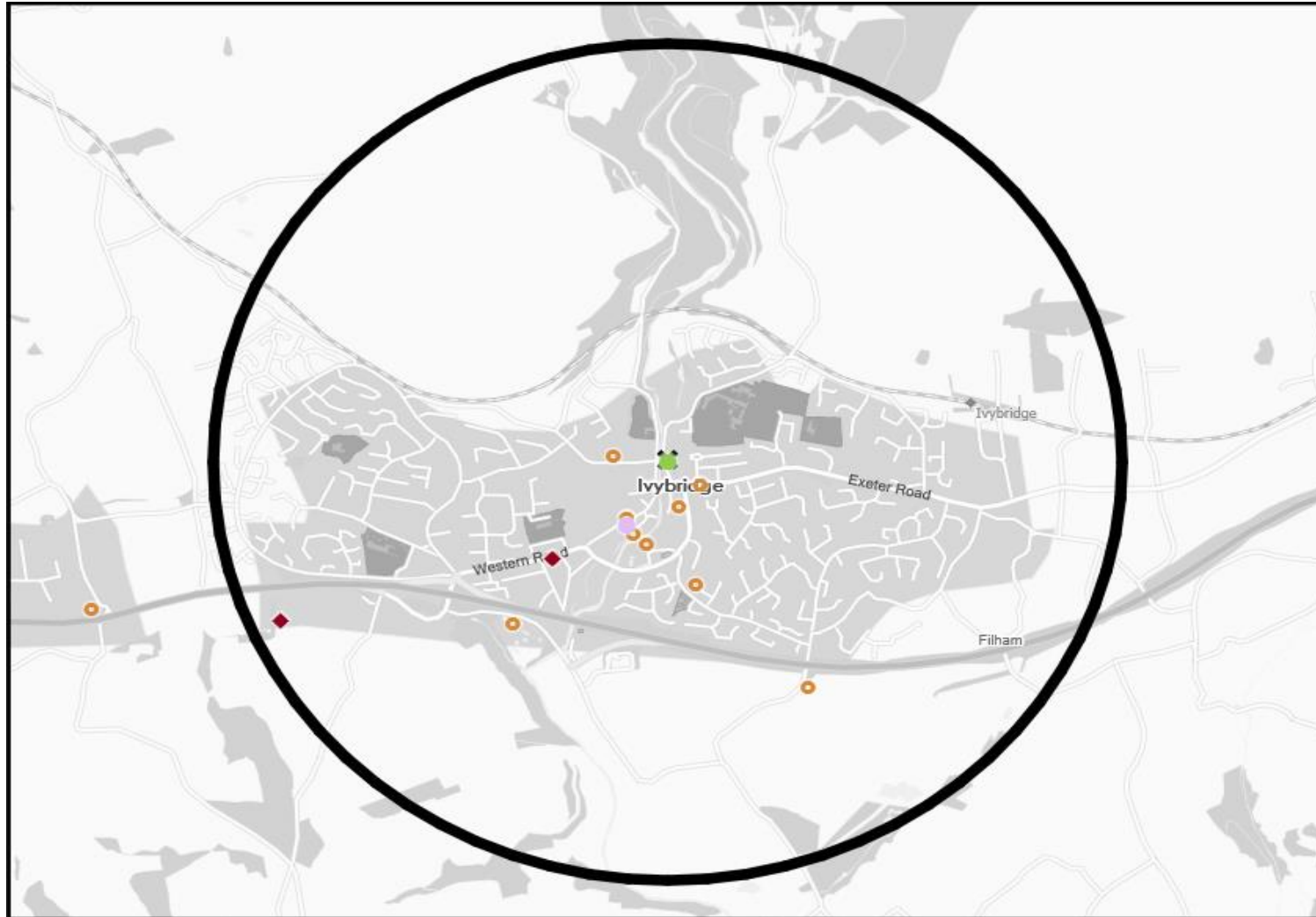
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	55.5	81.7	68			
Proprietary Club	1	7.9	7.3	109			
Registered Club	5	39.6	28.2	141			
Restaurant	3	23.8	32.1	74			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Trehill Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PL21 0AS
Sportsmans Inn	Independent Free	Pubs & Full On	Independent Free	PL21 0BQ
South Dartmoor Leisure Centre	Independent Free	Proprietary Club	Independent Free	PL21 0SL
Ivybridge Rugby Club	Independent Free	Registered Club	Independent Free	PL21 0TN
Erme Lodge Social Club	Independent Free	Registered Club	Independent Free	PL21 9AN
Exchange	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PL21 9AB
Old Smithy	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	PL21 9AE
Nandon	Independent Free	Restaurant	Independent Free	PL21 9AE
Imperial Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PL21 9AN
Ivybridge Constitutional Club	Independent Free	Registered Club	Independent Free	PL21 0AD
Watermark	Independent Free	Pubs & Full On	Independent Free	PL21 0SZ
Rochelles River Cafe	Independent Free	Pubs & Full On	Independent Free	PL21 9PS
Ivybridge Cricket Club	Independent Free	Registered Club	Independent Free	PL21 0LE
Ivy Fish Bar	Independent Free	Restaurant	Independent Free	PL21 9AE
Endsleigh Garden Centre	Unknown	Restaurant	Unknown	PL21 9JL
Ivy Bridge Football Club	Independent Free	Registered Club	Independent Free	PL21 9ES

MAP OF AREA

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 Source: OS Open Data 2018

Area: P01661_Trehill Arms, Ivybridge, PL21 0AS (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: P01661_Trehill Arms, Ivybridge, PL21 0AS (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,359	26.2	22.1	119		
2 Rising Prosperity	369	7.1	10.2	70		
3 Comfortable Communities	2,317	44.7	26.5	169		
4 Financially Stretched	979	18.9	23.7	80		
5 Urban Adversity	124	2.4	17.2	14		
6 Not Private Households	33	0.6	0.3	185		
Total households	5,181					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01661_Trehill Arms, Ivybridge, PL21 0AS (1 Mile contour)
Base: Great Britain
Year: 2023

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	[Bar chart]	
1.B Executive Wealth	939	18.1	11.3	160	[Bar chart]	
1.C Mature Money	420	8.1	9.6	84	[Bar chart]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar chart]	
2.E Career Climbers	369	7.1	6.4	112	[Bar chart]	
3. Comfortable Communities						
3.F Countryside Communities	307	5.9	5.7	103	[Bar chart]	
3.G Successful Suburbs	1,056	20.4	6.0	342	[Bar chart]	
3.H Steady Neighbourhoods	753	14.5	7.4	196	[Bar chart]	
3.I Comfortable Seniors	91	1.8	2.9	61	[Bar chart]	
3.J Starting Out	110	2.1	4.6	47	[Bar chart]	
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	409	7.9	8.0	99	[Bar chart]	
4.M Striving Families	401	7.7	7.4	104	[Bar chart]	
4.N Poorer Pensioners	169	3.3	5.8	57	[Bar chart]	
5. Urban Adversity						
5.O Young Hardship	29	0.6	6.3	9	[Bar chart]	
5.P Struggling Estates	62	1.2	5.7	21	[Bar chart]	
5.Q Difficult Circumstances	33	0.6	5.2	12	[Bar chart]	
6. Not Private Households						
6.R Not Private Households	33	0.6	0.3	185	[Bar chart]	
Total households	5,181					

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

- Age range: **25-44**
- Children at home: **1**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Terraced**

BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

- I worry about online security: **60%** (UK average: 55%)
- Shopping online makes my life easier: **63%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **28%** (UK average: 28%)

TOP BEHAVIOURS

- Researching domestic appliances
- Researching consumer tech (e.g. laptops)
- Managing personal finance online



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

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Area: P01661_Trehill Arms, Ivybridge, PL21 0AS (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	154	3.0	2.6	112			
1.B.5 Wealthy countryside commuters	34	0.7	2.5	27			
1.B.6 Financially comfortable families	617	11.9	2.2	536			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	134	2.6	1.6	161			
1.C Mature Money							
1.C.10 Better-off villagers	91	1.8	3.1	57			
1.C.11 Settled suburbia, older people	66	1.3	2.8	45			
1.C.12 Retired and empty nesters	207	4.0	2.5	162			
1.C.13 Upmarket downsizers	56	1.1	1.3	84			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	303	5.8	2.0	296			
2.E.19 First time buyers in small, modern homes	66	1.3	3.4	38			
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	12	0.2	1.0	23			
3.F.23 Owner occupiers in small towns and villages	295	5.7	3.2	177			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	236	4.6	2.7	169			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	820	15.8	2.4	653			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	39	0.8	3.5	22			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	714	13.8	2.3	589			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	31	0.6	2.4	25			
3.I.31 Elderly singles in purpose-built accommodation	60	1.2	0.5	238			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	110	2.1	2.4	88			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	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	35	0.7	1.4	47			
4.L.38 Semi-skilled workers in traditional neighbourhoods	240	4.6	2.6	176			
4.L.39 Fading owner occupied terraces	134	2.6	2.9	89			
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	304	5.9	1.6	368			
4.M.42 Struggling young families in post-war terraces	6	0.1	1.6	7			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	91	1.8	2.2	81			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	35	0.7	0.8	86			
4.N.46 Elderly people in social rented flats	83	1.6	1.0	155			
4.N.47 Low income older people in smaller semis	51	1.0	2.2	44			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	29	0.6	1.8	31			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	59	1.1	1.6	73			
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	3	0.1	1.6	4			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	33	0.6	1.8	36			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	0.6	0.3	224			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,181						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01661_Trehill Arms, Ivybridge, PL21 0AS (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

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

12.1M UK Adults 22.8% of UK

Acorn Groups within Category 1: Affluent Achievers

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

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.



MAP OF AREA

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