

CGA LICENCED PREMISES

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Area: P00012_Albemarle, Plymouth, PL5 4DD (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	21.3	81.7	26			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	7.1	28.2	25			
Restaurant	1	3.5	32.1	11			
Residential	0	0.0	2.7	0			

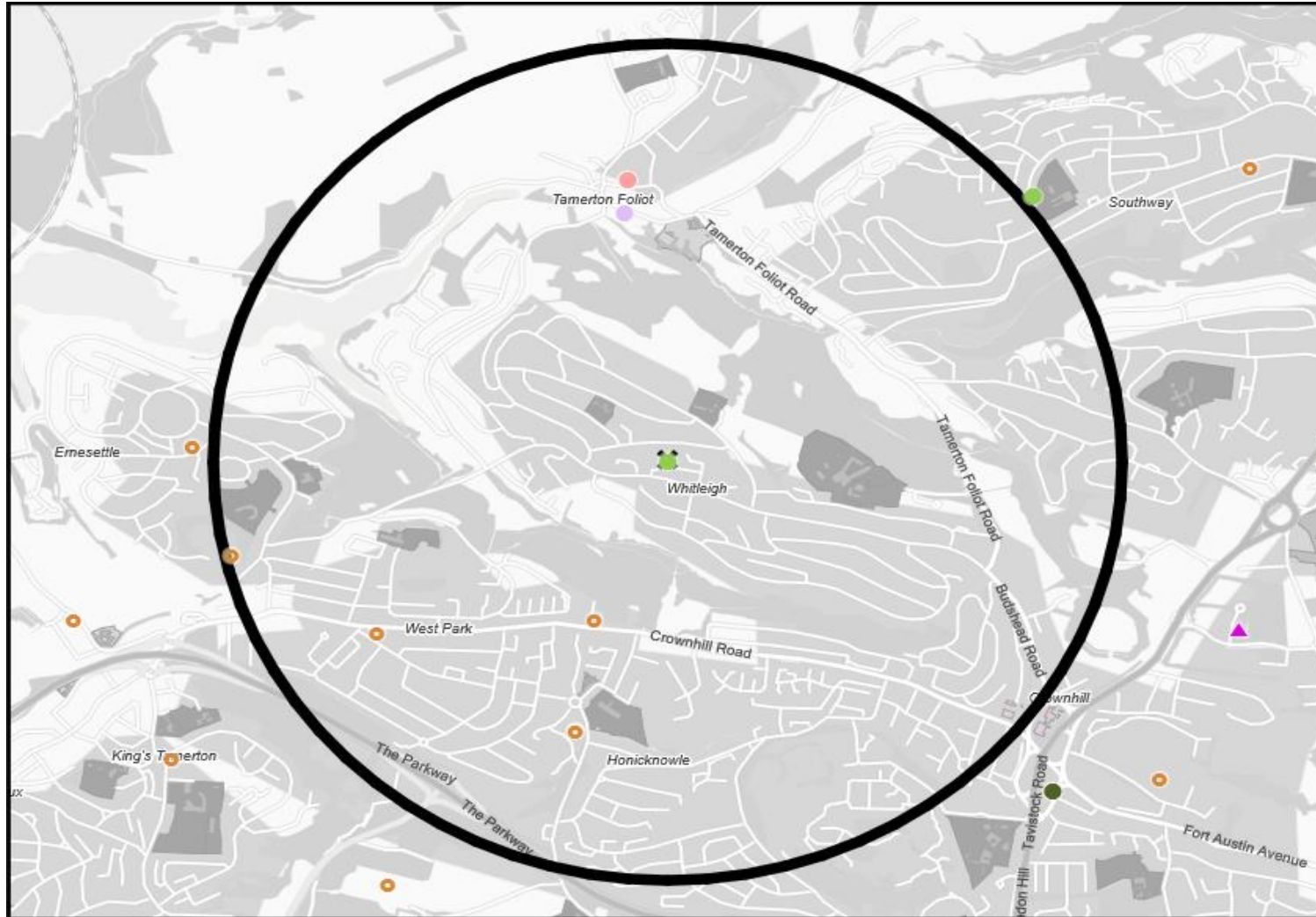
Name	Description	License Type	Owner Name	Postcode
Agaton Social Club	Independent Free	Registered Club	Independent Free	PL 5 2QZ
Victory	Independent Free	Pubs & Full On	Independent Free	PL 5 3PQ
Albemarle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PL 5 4DD
Kings Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PL 5 4NH
Queens Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PL 5 4NN
Seven Stars	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PL 5 4NN
Woodland Fort Community Centre	Independent Free	Registered Club	Independent Free	PL 5 3SQ
Function Junction	Independent Free	Pubs & Full On	Independent Free	PL 5 3PQ
Premiere Bar & Grill	Independent Free	Restaurant	Independent Free	PL 5 2LJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P00012_Albarle, Plymouth, PL5 4DD (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: P00012_Albemarle, Plymouth, PL5 4DD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	285	2.4	22.1	11		
2 Rising Prosperity	336	2.8	10.2	28		
3 Comfortable Communities	2,192	18.3	26.5	69		
4 Financially Stretched	5,464	45.7	23.7	193		
5 Urban Adversity	3,670	30.7	17.2	178		
6 Not Private Households	15	0.1	0.3	36		
Total households				11,962		

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: P00012_Albemarle, Plymouth, PL5 4DD (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			
1.B Executive Wealth	246	2.1	11.3	18			
1.C Mature Money	39	0.3	9.6	3			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	336	2.8	6.4	44			
3. Comfortable Communities							
3.F Countryside Communities	10	0.1	5.7	1			
3.G Successful Suburbs	367	3.1	6.0	52			
3.H Steady Neighbourhoods	895	7.5	7.4	101			
3.I Comfortable Seniors	359	3.0	2.9	105			
3.J Starting Out	561	4.7	4.6	103			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,104	9.2	8.0	116			
4.M Striving Families	3,056	25.5	7.4	343			
4.N Poorer Pensioners	1,304	10.9	5.8	189			
5. Urban Adversity							
5.O Young Hardship	640	5.4	6.3	86			
5.P Struggling Estates	818	6.8	5.7	120			
5.Q Difficult Circumstances	2,212	18.5	5.2	353			
6. Not Private Households							
6.R Not Private Households	15	0.1	0.3	36			
Total households	11,962						

Acorn Group Pen Portrait

6 Not Private Households 790k UK Adults 1.5% of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.



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

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Area: P00012_Albemarle, Plymouth, PL5 4DD (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	193	1.6	2.6	61			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	15	0.1	2.2	6			
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	38	0.3	1.6	20			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	31	0.3	2.8	9			
1.C.12 Retired and empty nesters	8	0.1	2.5	3			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	145	1.2	2.0	61			
2.E.19 First time buyers in small, modern homes	191	1.6	3.4	47			
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	10	0.1	3.2	3			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	270	2.3	2.7	84			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	97	0.8	2.4	33			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	669	5.6	3.5	161			
3.H.28 Owner occupied terraces, average income	54	0.5	1.6	28			
3.H.29 Established suburbs, older families	172	1.4	2.3	61			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	359	3.0	2.4	127			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	310	2.6	2.2	120			
3.J.33 Smaller houses and starter homes	251	2.1	2.4	87			
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	70	0.6	1.4	41			
4.L.38 Semi-skilled workers in traditional neighbourhoods	349	2.9	2.6	111			
4.L.39 Fading owner occupied terraces	685	5.7	2.9	196			
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	75	0.6	1.6	39			
4.M.42 Struggling young families in post-war terraces	282	2.4	1.6	144			
4.M.43 Families in right-to-buy estates	803	6.7	2.0	329			
4.M.44 Post-war estates, limited means	1,896	15.9	2.2	729			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	41	0.3	0.8	44			
4.N.46 Elderly people in social rented flats	68	0.6	1.0	55			
4.N.47 Low income older people in smaller semis	534	4.5	2.2	200			
4.N.48 Pensioners and singles in social rented flats	661	5.5	1.7	324			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	14	0.1	2.2	5			
5.O.50 Struggling younger people in mixed tenure	371	3.1	1.8	172			
5.O.51 Young people in small, low cost terraces	255	2.1	2.3	94			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	334	2.8	1.6	179			
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	484	4.0	1.6	253			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1,453	12.1	1.5	805			
5.Q.58 Singles and young families, some receiving benefits	323	2.7	1.8	153			
5.Q.59 Deprived areas and high-rise flats	436	3.6	2.0	185			
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	15	0.1	0.3	44			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,962						

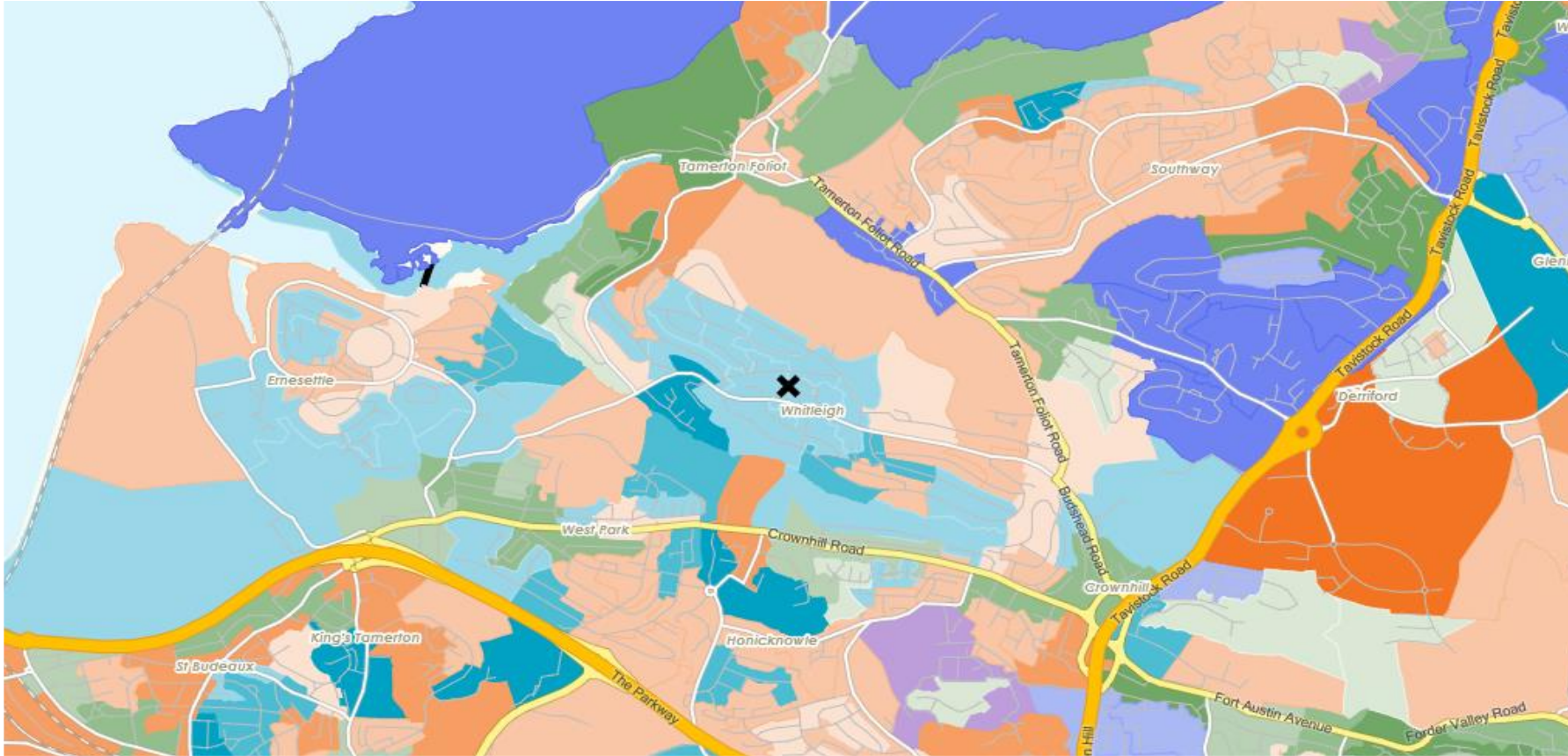
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00012_Albarmarle, Plymouth, PL5 4DD (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**

12.1M UK Adults 22.8% of UK

House type: **Detached**

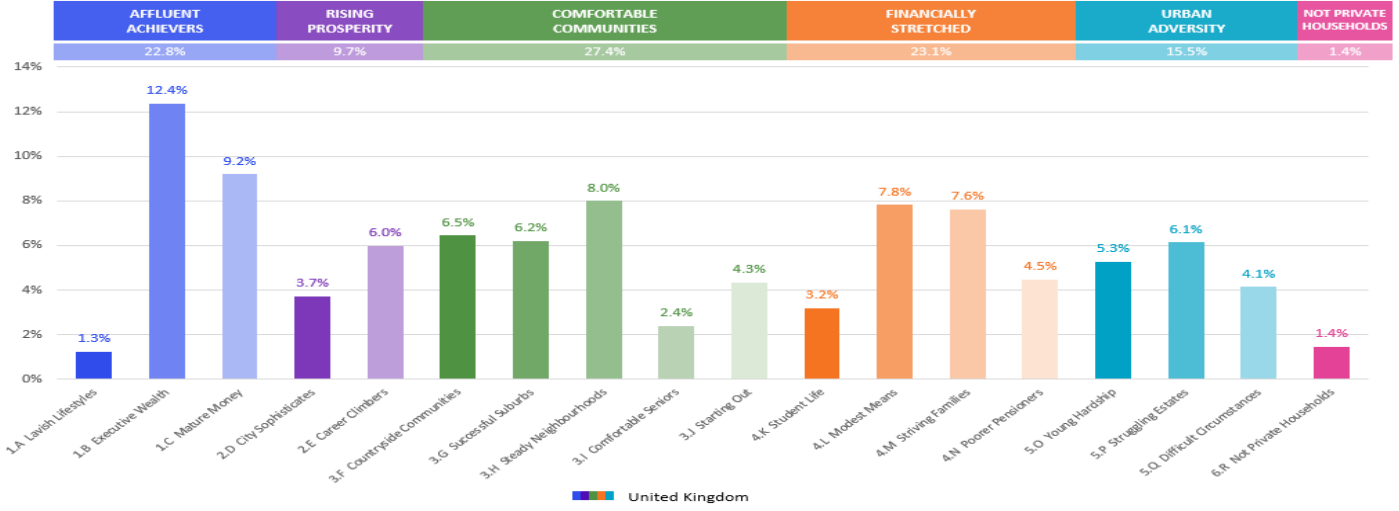
House tenure: **Owned outright**

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%



MAP OF AREA

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