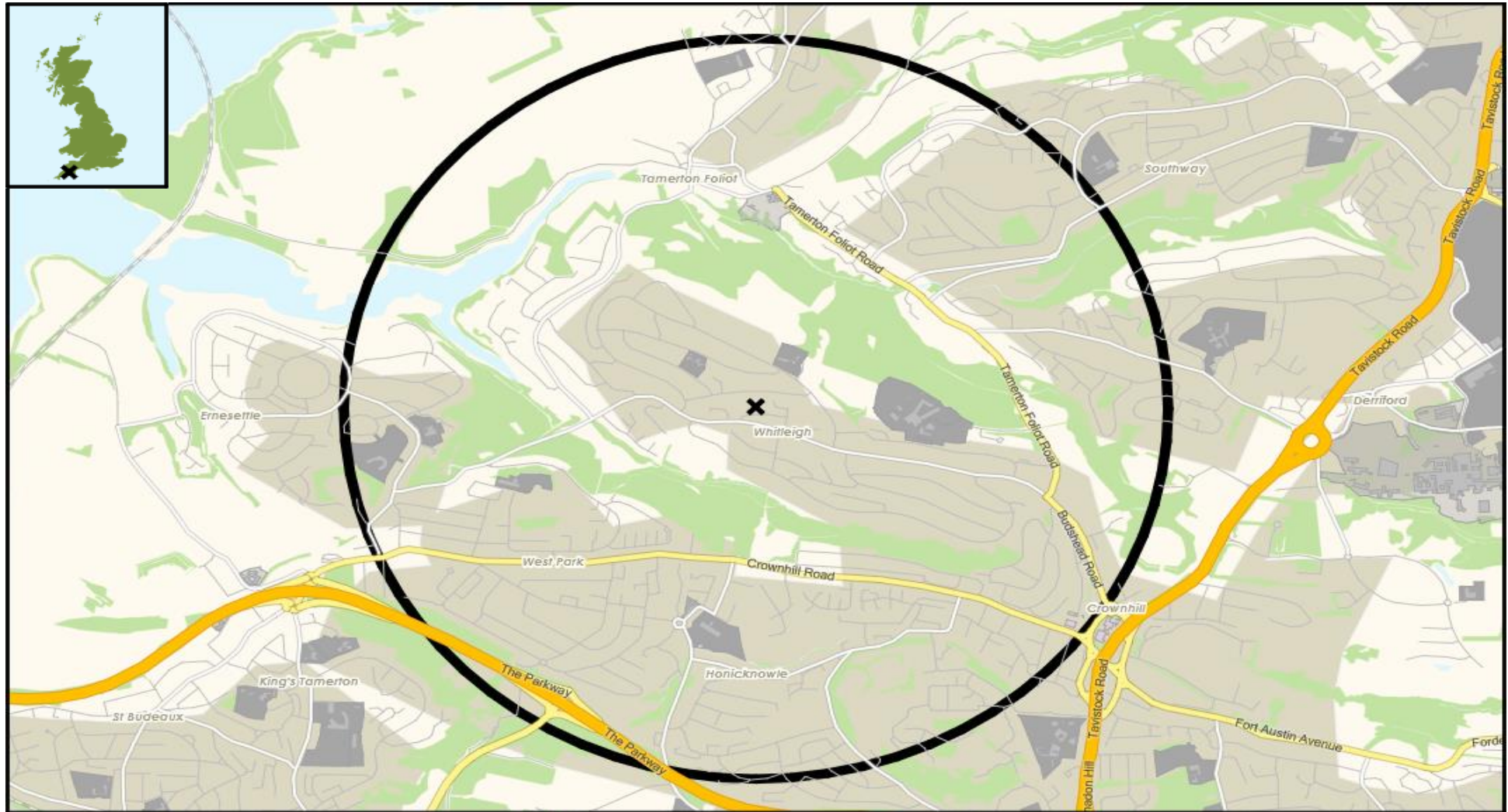


MAP OF AREA

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Source: OS Open Data 2018

Area: P00012_Albemarle, Plymouth, PL5 4DD (1 Mile contour)

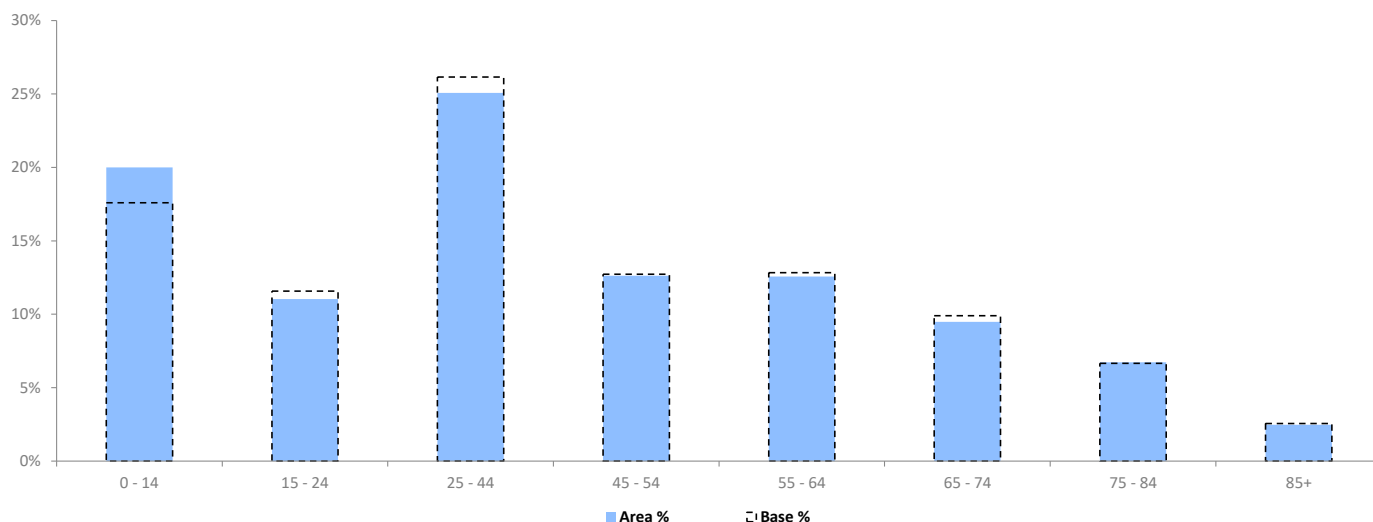


POPULATION PROJECTIONS

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Area: P00012_Albemarle, Plymouth, PL5 4DD (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,502	20.0	17.6	114			
15 - 24	3,035	11.0	11.6	95			
25 - 44	6,901	25.1	26.2	96			
45 - 54	3,473	12.6	12.7	99			
55 - 64	3,461	12.6	12.8	98			
65 - 74	2,611	9.5	9.9	96			
75 - 84	1,850	6.7	6.7	101			
85+	680	2.5	2.6	97			
Total population	27,513						



EXPENDITURE

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Area: P00012_Albemarle, Plymouth, PL5 4DD (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	£793,012	£67.77	£73.74	92			
2. Alcoholic beverages, tobacco and narcotics	£299,380	£25.58	£27.43	93			
3. Clothing & Footwear	£383,731	£32.79	£41.92	78			
4. Housing, water, electricity, gas and other fuels	£800,421	£68.40	£92.23	74			
5. Furnishings, equipment and routine maintenance	£341,895	£29.22	£39.49	74			
6. Health	£159,548	£13.63	£16.97	80			
7. Transport	£939,805	£80.31	£115.30	70			
8. Communication	£153,666	£13.13	£14.64	90			
9. Recreation & Culture	£1,051,931	£89.89	£100.48	89			
10. Education	£119,493	£10.21	£22.34	46			
11. Restaurants & Hotels	£701,316	£59.93	£82.30	73			
12. Miscellaneous goods and services	£997,479	£85.24	£104.94	81			
Total Expenditure	£6,741,678	£576.11	£731.77	79			

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.

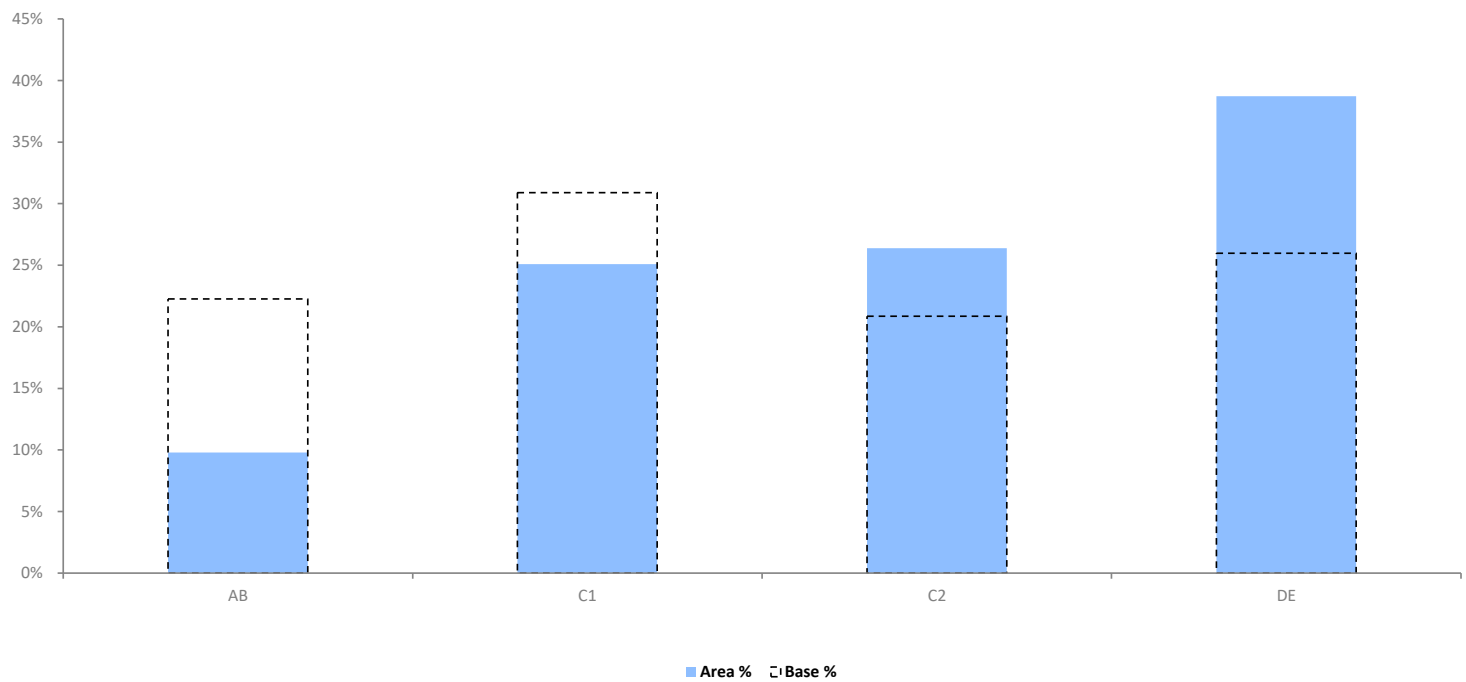
UP TO DATE DEMOGRAPHICS

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Area:	P00012_Albemarle, Plymouth, PL5 4DD (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	1,142	9.8	22.3	44			
C1: Supervisory, clerical, jr managerial/admin/professional	2,925	25.1	30.9	81			
C2: Skilled manual workers	3,076	26.4	20.9	126			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	4,512	38.7	26.0	149			
Total household reference persons aged 16 to 64	11,655						



CGA LICENCED PREMISES

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Area: P00012_Albemarle, Plymouth, PL5 4DD (1 M)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	25.4	82.8	31			
Proprietary Club	0	0.0	7.5	0			
Registered Club	3	10.9	28.7	38			
Restaurant	1	3.6	32.5	11			
Residential	0	0.0	2.8	0			

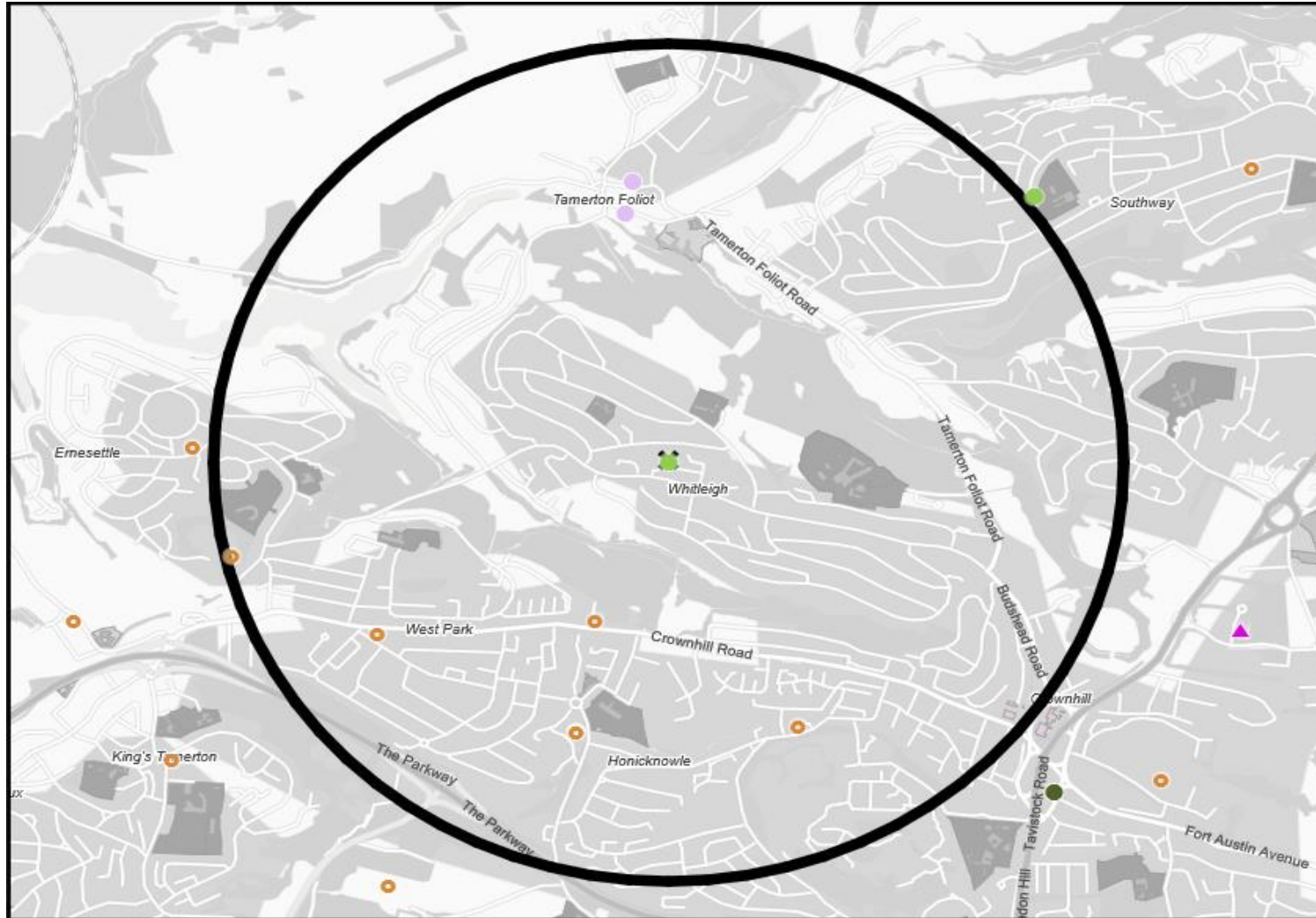
Name	Description	License Type	Owner Name	Postcode
Agaton Social Club	Independent Free	Registered Club	Independent Free	PL 5 2QZ
Victory	Independent Free	Pubs & Full On	Independent Free	PL 5 3PQ
Albemarle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PL 5 4DD
Kings Arms	Stonegate Pub Company	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
Brookside Social Club	Independent Free	Registered Club	Independent Free	PL 5 3PQ
Function Junction	Independent Free	Pubs & Full On	Independent Free	PL 5 3PQ
Premiere Bar & Grill	Independent Free	Restaurant	Independent Free	PL 5 2LJ
Manadon Sports And Community Hub	Independent Free	Pubs & Full On	Independent Free	PL 5 3JG

MAP OF AREA

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Source: OS Open Data 2018

Area: P00012_Albemarle, 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00012_Albemarle, Plymouth, PL5 4DD (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	302	2.6	22.0	12		
2 Rising Prosperity	339	2.9	10.3	28		
3 Comfortable Communities	2,101	18.0	26.3	69		
4 Financially Stretched	5,344	45.9	23.7	193		
5 Urban Adversity	3,555	30.5	17.4	175		
6 Not Private Households	14	0.1	0.3	36		
Total households 11,655						



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00012_Albemarle, Plymouth, PL5 4DD (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	<div></div>		
1.B	Executive Wealth	241	2.1	11.2	18	<div></div>		
1.C	Mature Money	61	0.5	9.6	5	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div></div>		
2.E	Career Climbers	339	2.9	6.3	46	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	34	0.3	5.7	5	<div></div>		
3.G	Successful Suburbs	335	2.9	5.9	49	<div></div>		
3.H	Steady Neighbourhoods	859	7.4	7.4	100	<div></div>		
3.I	Comfortable Seniors	372	3.2	2.9	111	<div></div>		
3.J	Starting Out	501	4.3	4.4	97	<div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0	<div></div>		
4.L	Modest Means	1,096	9.4	7.9	118	<div></div>		
4.M	Striving Families	2,932	25.2	7.5	337	<div></div>		
4.N	Poorer Pensioners	1,316	11.3	5.8	194	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	578	5.0	6.2	80	<div></div>		
5.P	Struggling Estates	857	7.4	5.9	124	<div></div>		
5.Q	Difficult Circumstances	2,120	18.2	5.3	344	<div></div>		
6. Not Private Households								
6.R	Not Private Households	14	0.1	0.3	36	<div></div>		
Total households		11,655						

Acorn Group Pen Portrait

4 M Striving Families

4.1M
UK Adults7.8%
of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00012_Albermarle, Plymouth, PL5 4DD (1 Mile contour)

Base: Great Britain

Year: 2022

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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	190	1.6	2.6	62			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	20	0.2	2.2	8			
	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	31	0.3	1.6	17			
1.C Mature Money								
	1.C.10 Better-off villagers	6	0.1	3.0	2			
	1.C.11 Settled suburbia, older people	47	0.4	2.8	14			
	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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	148	1.3	1.9	66			
	2.E.19 First time buyers in small, modern homes	191	1.6	3.3	49			
	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	34	0.3	3.2	9			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	263	2.3	2.7	85			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	72	0.6	2.4	26			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	665	5.7	3.4	166			
	3.H.28 Owner occupied terraces, average income	57	0.5	1.6	31			
	3.H.29 Established suburbs, older families	137	1.2	2.3	51			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	372	3.2	2.4	134			
	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	251	2.2	2.1	101			
	3.J.33 Smaller houses and starter homes	250	2.1	2.3	92			
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	69	0.6	1.4	41			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	390	3.3	2.6	127			
	4.L.39 Fading owner occupied terraces	637	5.5	2.9	188			
	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	74	0.6	1.6	40			
	4.M.42 Struggling young families in post-war terraces	281	2.4	1.6	147			
	4.M.43 Families in right-to-buy estates	815	7.0	2.1	341			
	4.M.44 Post-war estates, limited means	1,762	15.1	2.2	690			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	41	0.4	0.8	45			
	4.N.46 Elderly people in social rented flats	68	0.6	1.1	55			
	4.N.47 Low income older people in smaller semis	546	4.7	2.3	207			
	4.N.48 Pensioners and singles in social rented flats	661	5.7	1.7	329			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	14	0.1	2.2	6			
	5.O.50 Struggling younger people in mixed tenure	298	2.6	1.8	144			
	5.O.51 Young people in small, low cost terraces	266	2.3	2.3	101			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	328	2.8	1.6	178			
	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	529	4.5	1.6	281			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	1,387	11.9	1.5	788			
	5.Q.58 Singles and young families, some receiving benefits	318	2.7	1.8	153			
	5.Q.59 Deprived areas and high-rise flats	415	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	14	0.1	0.3	44			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		11,655						

CATEGORY

GROUP

TYPE

MAP

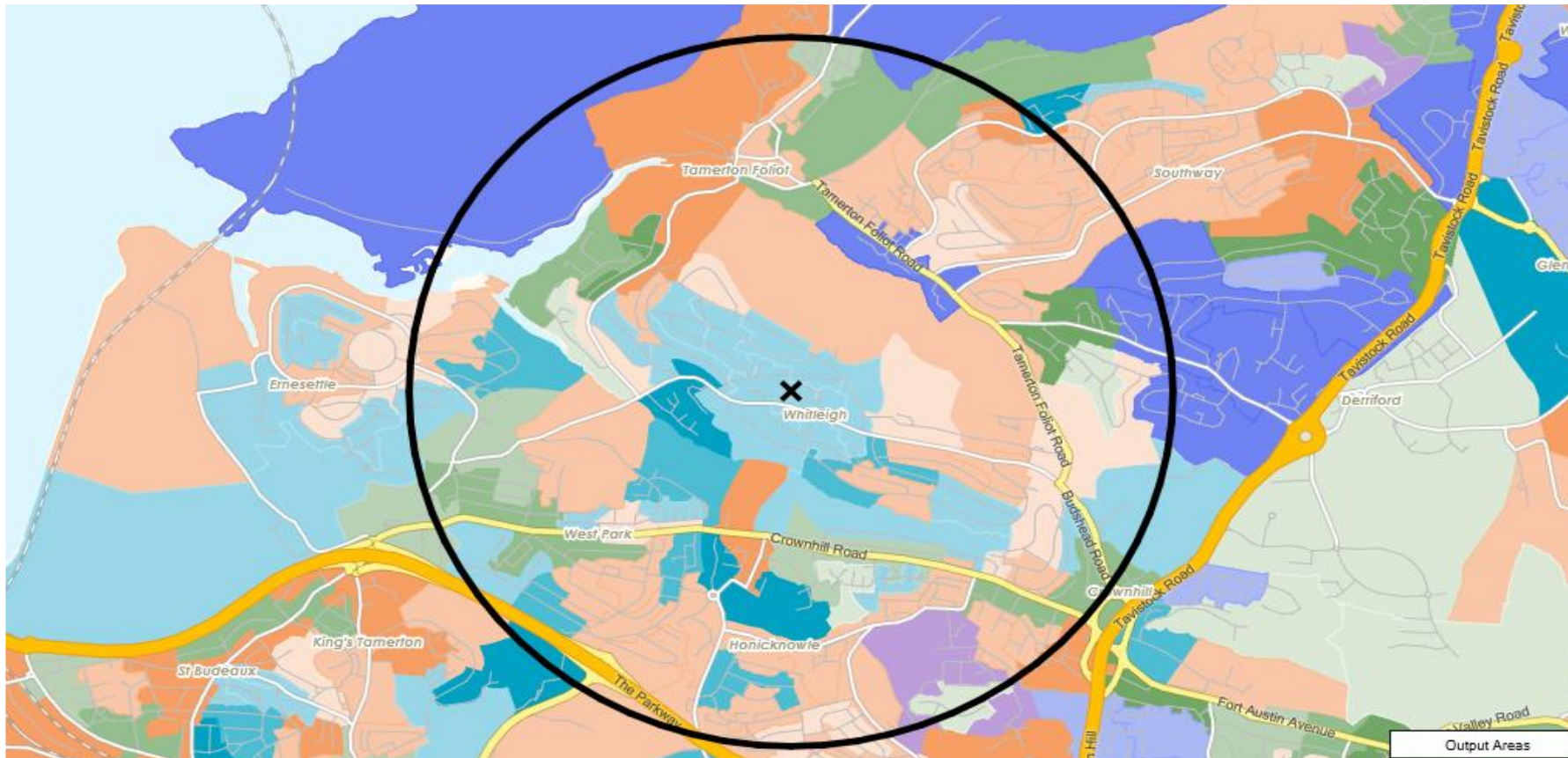
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00012_Albermarle, Plymouth, PL5 4DD (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

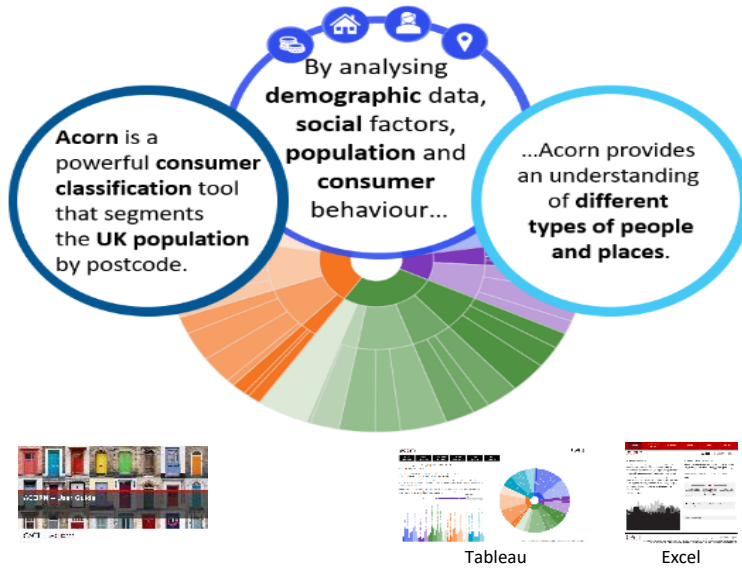
GROUP

TYPE

MAP

WHAT IS ACORN?

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		

