

CGA LICENCED PREMISES

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Area: P02445_Prince George Hotel, Liverpool, L9 C
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	63.3	81.7	78			
Proprietary Club	3	11.9	7.3	163			
Registered Club	11	43.5	28.2	155			
Restaurant	4	15.8	32.1	49			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Fazakerley Sports And Social	Independent Free	Registered Club	Independent Free	L 10 1LN
Holy Name Social Centre	Independent Free	Registered Club	Independent Free	L 10 9LG
Prince George Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 9 0ED
Farmers Arms	Independent Free	Pubs & Full On	Independent Free	L 9 0EN
Black Bull	Independent Free	Pubs & Full On	Independent Free	L 9 0ER
Queens Arms	Blind Tiger Inns	Pubs & Full On	Star Pubs & Bars	L 9 0HZ
British Railways North Club	Independent Free	Registered Club	Independent Free	L 9 0LQ
Prince Leopold	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 9 1AQ
Olympic Bowling Club	Independent Free	Registered Club	Independent Free	L 9 2DG
Trinity Tennis Club	Independent Free	Registered Club	Independent Free	L 9 3AE
Windsor	Greene King	Pubs & Full On	Greene King	L 9 4RE
Carlton Bingo Social Club	Independent Free	Proprietary Club	Independent Free	L 9 8AW
Cuckoo Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	L 9 8AQ
Orrell Park Social Club	Independent Free	Registered Club	Independent Free	L 9 8AJ
Foresters Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 9 9BY
New Longmoor Club	Independent Free	Registered Club	Independent Free	L 9 9EN
Raven	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	L 9 2BU
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 9 5AD
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	L 9 5AL
Joey Orrs	Independent Free	Pubs & Full On	Independent Free	L 9 8AP
North End Sports & Social Club	Independent Free	Registered Club	Independent Free	L 9 0LQ
Defne Turkish Bbq	Independent Free	Restaurant	Independent Free	L 9 0HZ
Aintree Driving & Golf Range	Independent Free	Registered Club	Independent Free	L 9 0LE
Aintree Racecourse	Independent Free	Proprietary Club	Independent Free	L 9 5AS
Aintree Barracks	Independent Free	Registered Club	Independent Free	L 9 7AT
Jjs Pool Hall	Independent Free	Proprietary Club	Independent Free	L 9 7AU
Harvester Aintree Park	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 9 5AY
Bootle Football Club	Independent Free	Registered Club	Independent Free	L 30 1NY
Vons	Independent Free	Pubs & Full On	Independent Free	L 9 8AN
Vale Bar	Independent Free	Pubs & Full On	Independent Free	L 9 4RQ
Kurdina	Independent Free	Restaurant	Independent Free	L 9 4RQ
Franco's	Independent Free	Restaurant	Independent Free	L 9 0LE
Rooneys American Sports Bar And Grill	Independent Free	Pubs & Full On	Independent Free	L 9 2BY
Fazakerley Social	Independent Free	Pubs & Full On	Independent Free	L 9 0HE

MAP OF AREA

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Source: OS Open Data 2018

Area: P02445_Prince George Hotel, Liverpool, L9 0ED (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: P02445_Prince George Hotel, Liverpool, L9 0ED (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	533	5.1	22.1	23		
2 Rising Prosperity	159	1.5	10.2	15		
3 Comfortable Communities	2,591	25.0	26.5	94		
4 Financially Stretched	3,845	37.0	23.7	156		
5 Urban Adversity	3,251	31.3	17.2	182		
6 Not Private Households	0	0.0	0.3	0		
Total households		10,379				

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: P02445_Prince George Hotel, Liverpool, L9 0ED (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	430	4.1	11.3	37			
1.C Mature Money	103	1.0	9.6	10			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	159	1.5	6.4	24			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	559	5.4	6.0	90			
3.H Steady Neighbourhoods	1,682	16.2	7.4	219			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	350	3.4	4.6	74			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	2,629	25.3	8.0	317			
4.M Striving Families	752	7.2	7.4	97			
4.N Poorer Pensioners	464	4.5	5.8	78			
5. Urban Adversity							
5.O Young Hardship	2,545	24.5	6.3	392			
5.P Struggling Estates	313	3.0	5.7	53			
5.Q Difficult Circumstances	393	3.8	5.2	72			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	10,379						

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: P02445_Prince George Hotel, Liverpool, L9 0ED (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

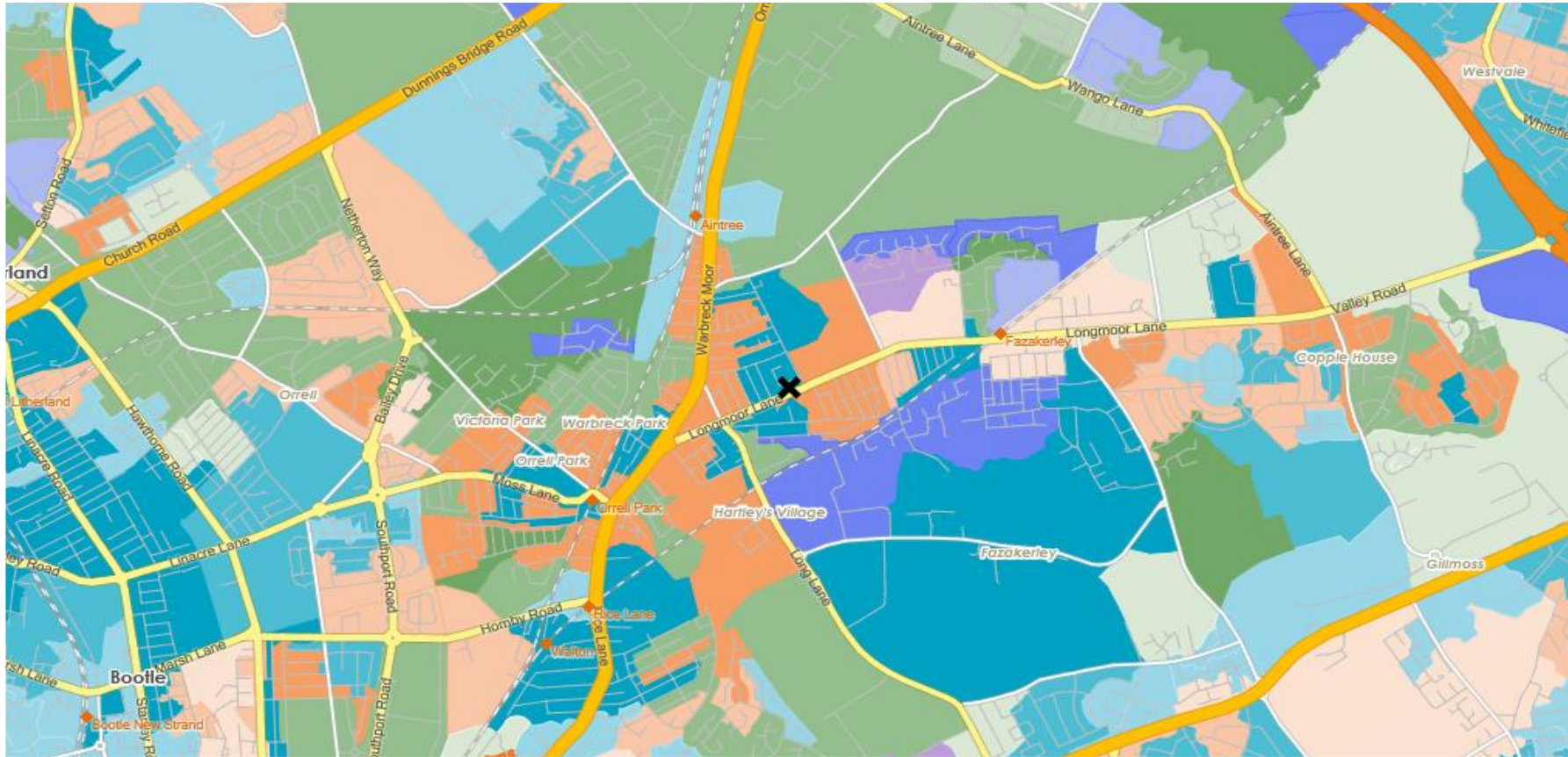
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	430	4.1	2.2	186			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	103	1.0	2.8	35			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
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	159	1.5	2.0	78			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	559	5.4	2.7	200			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,454	14.0	3.5	404			
3.H.28 Owner occupied terraces, average income	139	1.3	1.6	84			
3.H.29 Established suburbs, older families	89	0.9	2.3	37			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	133	1.3	2.2	60			
3.J.33 Smaller houses and starter homes	217	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	100	1.0	1.4	67			
4.L.38 Semi-skilled workers in traditional neighbourhoods	519	5.0	2.6	190			
4.L.39 Fading owner occupied terraces	2,010	19.4	2.9	663			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	97	0.9	1.6	57			
4.M.43 Families in right-to-buy estates	340	3.3	2.0	161			
4.M.44 Post-war estates, limited means	315	3.0	2.2	139			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	79	0.8	1.0	74			
4.N.47 Low income older people in smaller semis	327	3.2	2.2	141			
4.N.48 Pensioners and singles in social rented flats	58	0.6	1.7	33			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	216	2.1	2.2	95			
5.O.50 Struggling younger people in mixed tenure	575	5.5	1.8	308			
5.O.51 Young people in small, low cost terraces	1,754	16.9	2.3	746			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	148	1.4	1.6	91			
5.P.53 Low income terraces	25	0.2	0.8	29			
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	140	1.3	1.6	84			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	48	0.5	1.5	31			
5.Q.58 Singles and young families, some receiving benefits	334	3.2	1.8	183			
5.Q.59 Deprived areas and high-rise flats	11	0.1	2.0	5			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,379						

DOMINANT ACORN GROUP - HOUSEHOLDS

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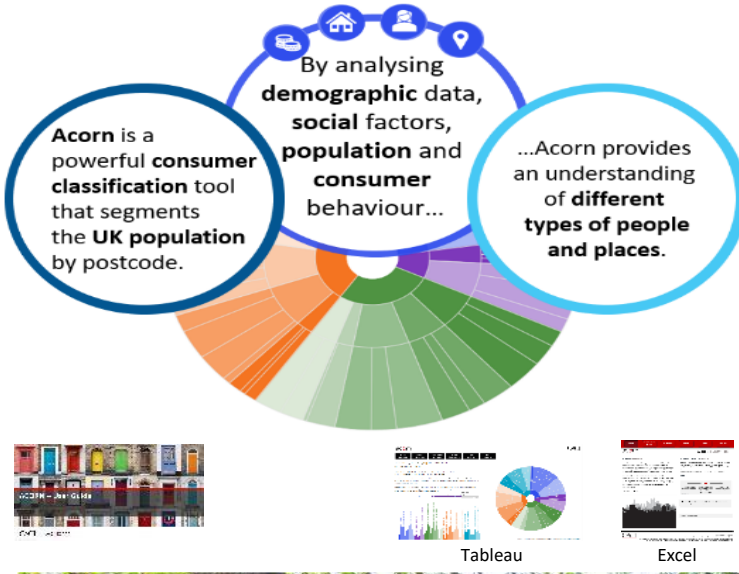
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
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

12.1M UK Adults 22.8% of UK

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+

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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