

CGA LICENCED PREMISES

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Area: P02059_Little Ship, Portland, DT5 1AL (1 Mil
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	225.3	81.7	276			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	90.1	28.2	320			
Restaurant	2	45.1	32.1	140			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Little Ship	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DT 5 1AL
Portland Masonic Club	Independent Free	Registered Club	Independent Free	DT 5 1AL
Cove House Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DT 5 1AW
Green Shutters	Independent Free	Pubs & Full On	Independent Free	DT 5 1BD
Royal Breakwater Hotel	Independent Free	Pubs & Full On	Independent Free	DT 5 1BD
Portland Social Club	Independent Free	Registered Club	Independent Free	DT 5 1JQ
Britannia Inn	Unknown	Pubs & Full On	Unknown	DT 5 1LP
New Star Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DT 5 1LU
Royal Portland Arms Hotel	Independent Free	Pubs & Full On	Independent Free	DT 5 1LZ
Portland Heights Hotel	Independent Free	Pubs & Full On	Independent Free	DT 5 2EN
Aqua Sport Hotel	Independent Free	Pubs & Full On	Independent Free	DT 5 1BD
Weymouth & Portland Sailing	Independent Free	Registered Club	Independent Free	DT 5 1SA
Bluefish Cafe	Independent Free	Restaurant	Independent Free	DT 5 1AN
Salt	Independent Free	Pubs & Full On	Independent Free	DT 5 1DX
Isle Of Portland Aldridge Community Ac:	Independent Free	Registered Club	Independent Free	DT 5 1FN
Kitchen	Independent Free	Restaurant	Independent Free	DT 5 1DX

MAP OF AREA

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Source: OS Open Data 2018

Area: P02059_Little Ship, Portland, DT5 1AL (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: P02059_Little Ship, Portland, DT5 1AL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	98	5.4	22.1	24		
2 Rising Prosperity	4	0.2	10.2	2		
3 Comfortable Communities	159	8.8	26.5	33		
4 Financially Stretched	781	43.0	23.7	182		
5 Urban Adversity	772	42.5	17.2	247		
6 Not Private Households	1	0.1	0.3	16		
Total households		1,815				

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

House tenure

Social renting

Children at home

3+

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: P02059_Little Ship, Portland, DT5 1AL (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	0	0.0	11.3	0			
1.C Mature Money	98	5.4	9.6	56			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	4	0.2	6.4	3			
3. Comfortable Communities							
3.F Countryside Communities	31	1.7	5.7	30			
3.G Successful Suburbs	77	4.2	6.0	71			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	23	1.3	2.9	44			
3.J Starting Out	28	1.5	4.6	34			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	604	33.3	8.0	417			
4.M Striving Families	38	2.1	7.4	28			
4.N Poorer Pensioners	139	7.7	5.8	133			
5. Urban Adversity							
5.O Young Hardship	396	21.8	6.3	349			
5.P Struggling Estates	151	8.3	5.7	146			
5.Q Difficult Circumstances	225	12.4	5.2	237			
6. Not Private Households							
6.R Not Private Households	1	0.1	0.3	16			
Total households	1,815						

Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- 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%)

TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

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Area: P02059_Little Ship, Portland, DT5 1AL (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

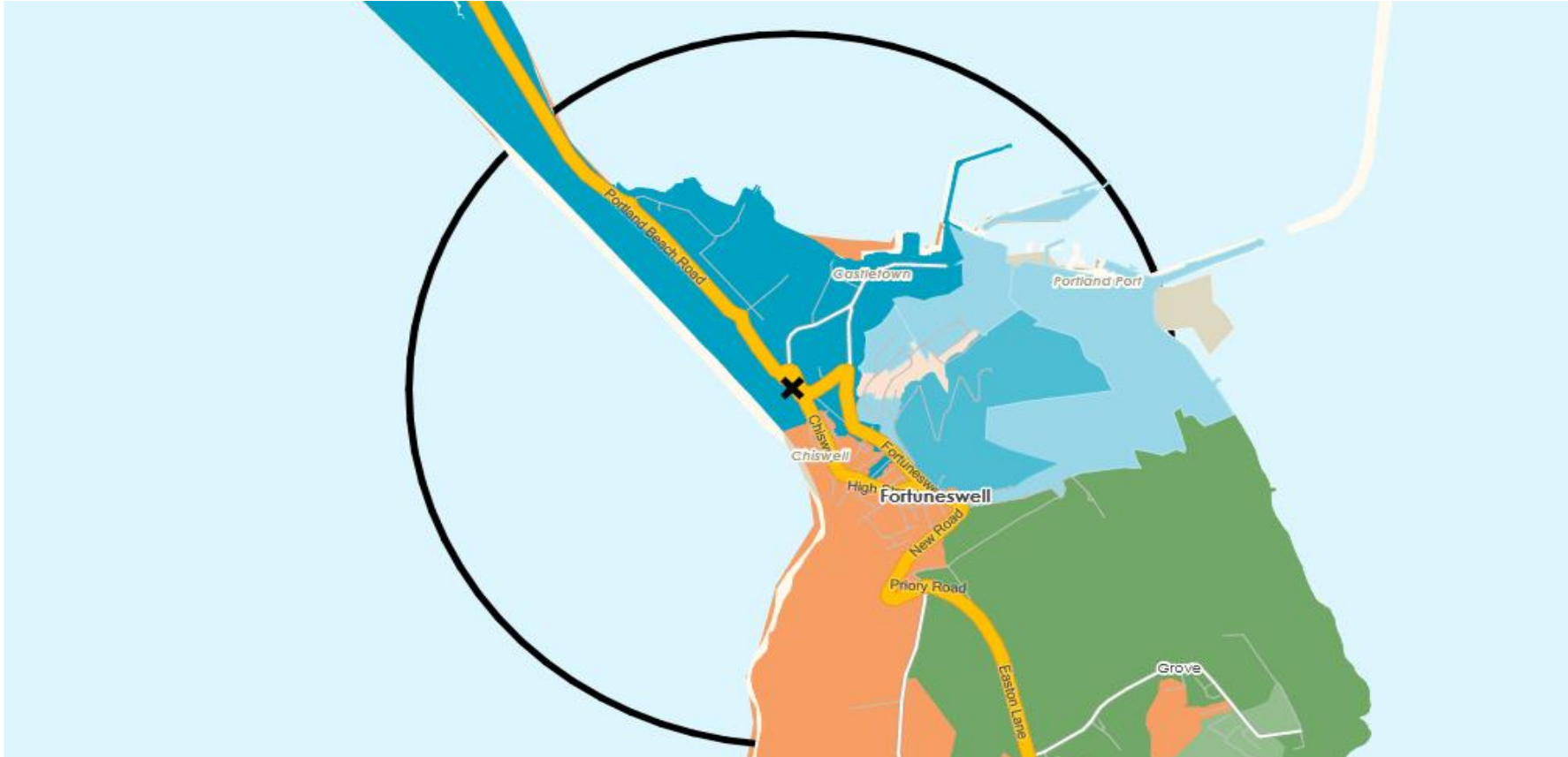
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	53	2.9	3.1	95			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	15	0.8	2.5	34			
1.C.13 Upmarket downsizers	30	1.7	1.3	128			
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	4	0.2	2.0	11			
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	31	1.7	3.2	53			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	77	4.2	2.4	175			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	23	1.3	2.4	53			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	28	1.5	2.4	64			
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	49	2.7	1.4	187			
4.L.38 Semi-skilled workers in traditional neighbourhoods	179	9.9	2.6	375			
4.L.39 Fading owner occupied terraces	376	20.7	2.9	710			
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	15	0.8	1.6	52			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	23	1.3	2.2	58			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	12	0.7	0.8	84			
4.N.46 Elderly people in social rented flats	42	2.3	1.0	224			
4.N.47 Low income older people in smaller semis	72	4.0	2.2	178			
4.N.48 Pensioners and singles in social rented flats	13	0.7	1.7	42			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	301	16.6	2.2	758			
5.O.50 Struggling younger people in mixed tenure	95	5.2	1.8	291			
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	9	0.5	1.6	32			
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	142	7.8	1.6	489			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	178	9.8	1.5	650			
5.Q.58 Singles and young families, some receiving benefits	47	2.6	1.8	147			
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	1	0.1	0.1	93			
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	1,815						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02059_Little Ship, Portland, DT5 1AL (1 Mile contour)



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

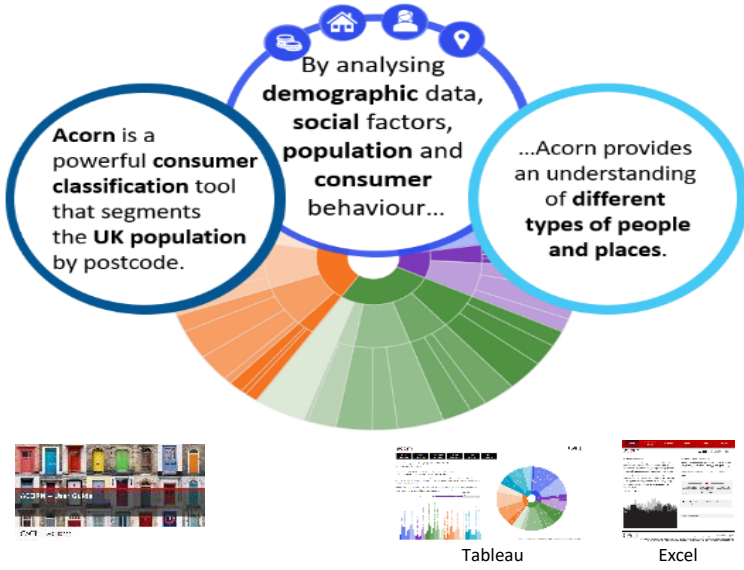
Acorn Groups

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

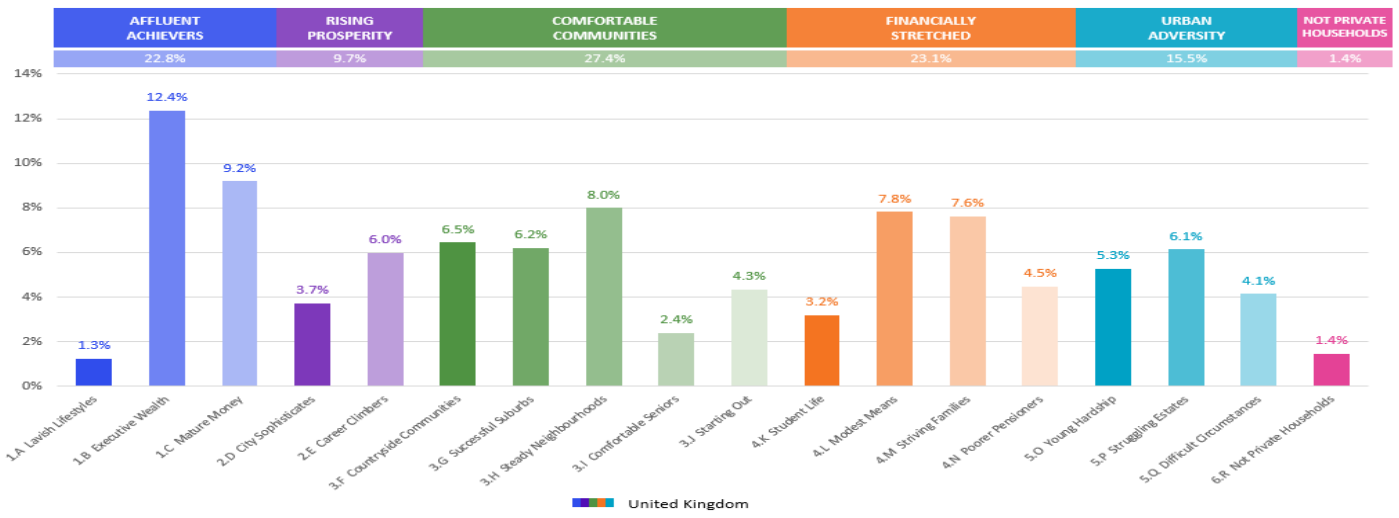
House tenure: **Owned outright**

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%



MAP OF AREA

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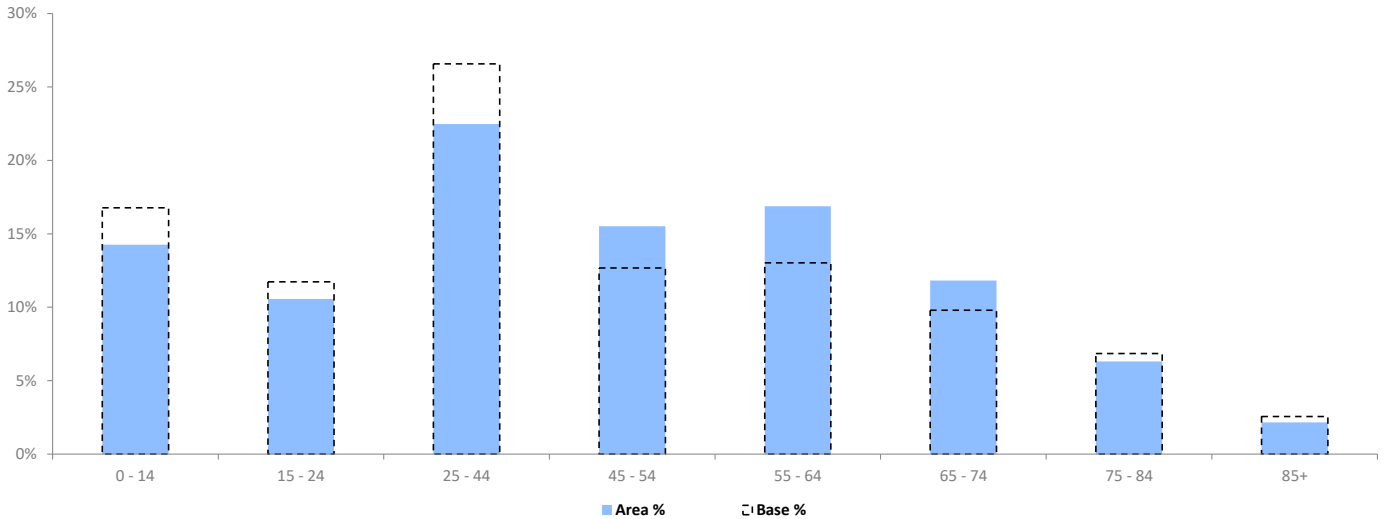


POPULATION PROJECTIONS

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Area: P02059_Little Ship, Portland, DT5 1AL (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	633	14.3	16.8	85			
15 - 24	469	10.6	11.7	90			
25 - 44	998	22.5	26.6	85			
45 - 54	689	15.5	12.7	123			
55 - 64	749	16.9	13.0	130			
65 - 74	525	11.8	9.8	121			
75 - 84	280	6.3	6.9	92			
85+	96	2.2	2.6	85			
Total population	4,439						



EXPENDITURE

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Area: P02059_Little Ship, Portland, DT5 1AL (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£132,594	£75.60	£66.95	113			
2. Alcoholic beverages, tobacco and narcotics	£58,288	£33.23	£28.12	118			
3. Clothing & Footwear	£36,646	£20.89	£22.40	93			
4. Housing, water, electricity, gas and other fuels	£189,092	£107.81	£107.19	101			
5. Furnishings, equipment and routine maintenance	£61,874	£35.28	£36.85	96			
6. Health	£24,203	£13.80	£13.48	102			
7. Transport	£229,517	£130.85	£134.74	97			
8. Communication	£29,187	£16.64	£15.74	106			
9. Recreation & Culture	£121,804	£69.44	£64.16	108			
10. Education	£24,807	£14.14	£22.26	64			
11. Restaurants & Hotels	£111,862	£63.78	£67.11	95			
12. Miscellaneous goods and services	£202,563	£115.49	£109.86	105			
Total Expenditure	£1,222,435	£696.94	£688.85	101			



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.