

CGA LICENCED PREMISES

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Area: P03789_Regal, Armadale, EH48 3QA (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	41.9	81.7	51			
Proprietary Club	1	8.4	7.3	115			
Registered Club	2	16.8	28.2	60			
Restaurant	2	16.8	32.1	52			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cavalier Inn	Independent Free	Pubs & Full On	Independent Free	EH48 2NZ
Regal Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH48 3QA
Amore	Independent Free	Restaurant	Independent Free	EH48 3ER
Coppies Bar	Independent Free	Pubs & Full On	Independent Free	EH48 3EU
Armadale Bowling Club	Independent Free	Registered Club	Independent Free	EH48 3JU
Corrie	Independent Free	Pubs & Full On	Independent Free	EH48 3QD
Armadale Rangers Supporters Club	Independent Free	Registered Club	Independent Free	EH48 3QD
South Street Leisure Centre	Independent Free	Proprietary Club	Independent Free	EH48 3ER
Rowan Tree	Marston's	Pubs & Full On	Marston's	EH48 3PR
Virsa	Independent Free	Restaurant	Independent Free	EH48 3JA

MAP OF AREA

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Source: OS Open Data 2018

Area: P03789_Regal, Armadale, EH48 3QA (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: P03789_Regal, Armadale, EH48 3QA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,023	19.2	22.1	87		
 2 Rising Prosperity	328	6.2	10.2	61		
 3 Comfortable Communities	588	11.1	26.5	42		
 4 Financially Stretched	2,747	51.7	23.7	218		
 5 Urban Adversity	608	11.4	17.2	67		
 6 Not Private Households	21	0.4	0.3	115		
 Graph						
Total households	5,315					

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: P03789_Regal, Armadale, EH48 3QA (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	921	17.3	11.3	153			
1.C Mature Money	102	1.9	9.6	20			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	328	6.2	6.4	97			
3. Comfortable Communities							
3.F Countryside Communities	124	2.3	5.7	41			
3.G Successful Suburbs	57	1.1	6.0	18			
3.H Steady Neighbourhoods	185	3.5	7.4	47			
3.I Comfortable Seniors	60	1.1	2.9	40			
3.J Starting Out	162	3.0	4.6	67			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	754	14.2	8.0	178			
4.M Striving Families	1,015	19.1	7.4	256			
4.N Poorer Pensioners	978	18.4	5.8	320			
5. Urban Adversity							
5.O Young Hardship	121	2.3	6.3	36			
5.P Struggling Estates	87	1.6	5.7	29			
5.Q Difficult Circumstances	400	7.5	5.2	144			
6. Not Private Households							
6.R Not Private Households	21	0.4	0.3	115			
Total households	5,315						

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: P03789_Regal, Armadale, EH48 3QA (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

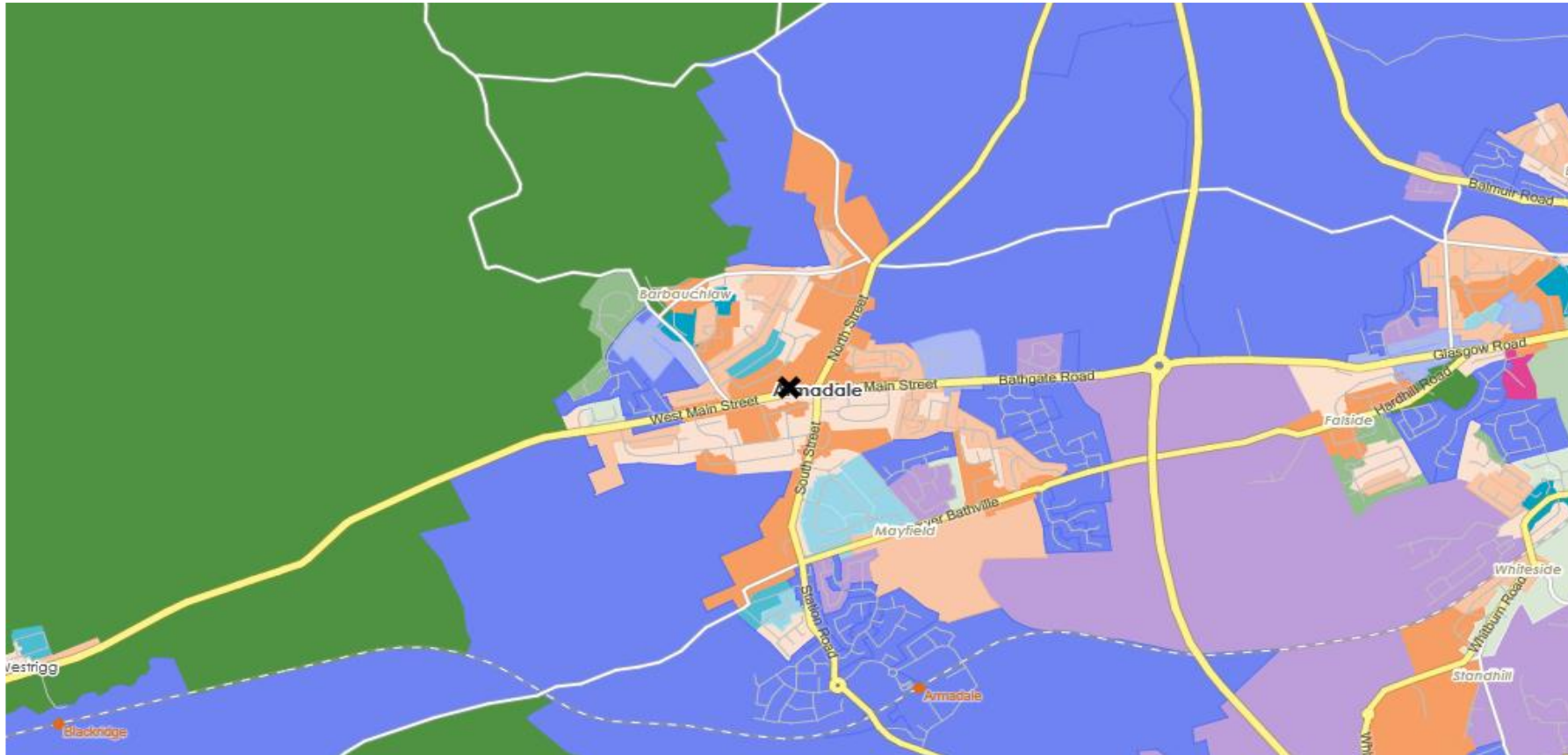
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	18	0.3	2.6	13			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	903	17.0	2.2	764			
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	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	102	1.9	2.5	78			
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	328	6.2	2.0	312			
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	124	2.3	3.2	73			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	57	1.1	2.7	40			
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	103	1.9	3.5	56			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	82	1.5	2.3	66			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	60	1.1	2.4	48			
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	162	3.0	2.4	127			
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	146	2.7	1.4	190			
4.L.38 Semi-skilled workers in traditional neighbourhoods	402	7.6	2.6	288			
4.L.39 Fading owner occupied terraces	206	3.9	2.9	133			
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	59	1.1	1.6	70			
4.M.42 Struggling young families in post-war terraces	80	1.5	1.6	92			
4.M.43 Families in right-to-buy estates	128	2.4	2.0	118			
4.M.44 Post-war estates, limited means	748	14.1	2.2	647			
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	66	1.2	1.0	120			
4.N.47 Low income older people in smaller semis	445	8.4	2.2	375			
4.N.48 Pensioners and singles in social rented flats	467	8.8	1.7	515			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1	0.0	2.2	1			
5.O.50 Struggling younger people in mixed tenure	120	2.3	1.8	125			
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	0	0.0	1.6	0			
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	87	1.6	1.6	102			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	261	4.9	1.5	326			
5.Q.58 Singles and young families, some receiving benefits	70	1.3	1.8	75			
5.Q.59 Deprived areas and high-rise flats	69	1.3	2.0	66			
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	21	0.4	0.3	139			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,315						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03789_Regal, Armadale, EH48 3QA (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
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

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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