

# CGA LICENCED PREMISES

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Area: P04569\_Ship Inn, Hull, HU7 0BH (1 Mile cont)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	34.0	81.7	42			
Proprietary Club	3	12.8	7.3	<b>175</b>			
Registered Club	1	4.3	28.2	15			
Restaurant	1	4.3	32.1	13			
Residential	0	0.0	2.7	0			

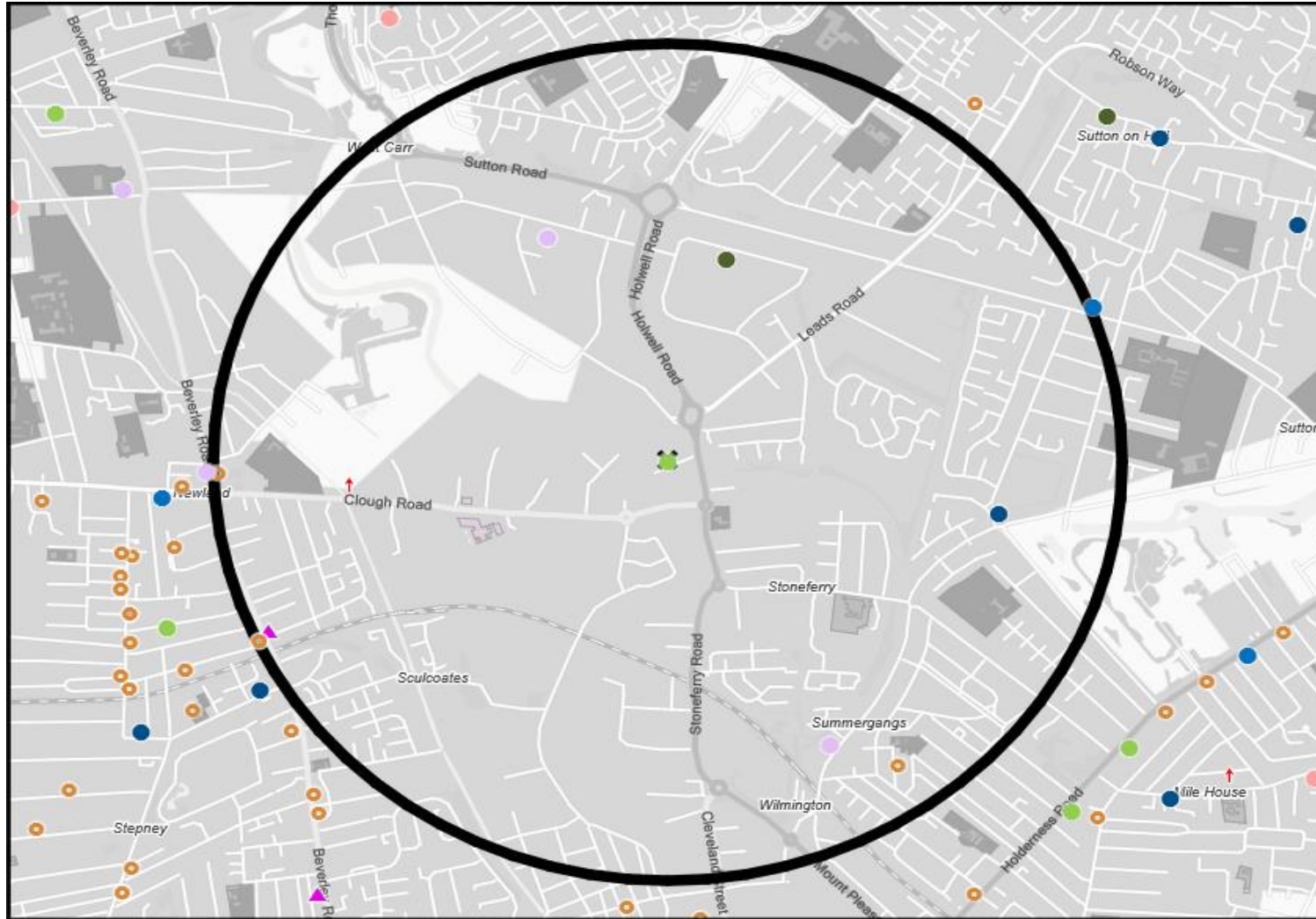
Name	Description	License Type	Owner Name	Postcode
Whistling Goose	Greene King	Pubs & Full On	Greene King	HU 7 0XF
Harry Pursey	Amber Taverns	Pubs & Full On	Amber Taverns	HU 5 1LN
Ship Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 7 0BH
Pelican	Marston's	Pubs & Full On	Marston's	HU 8 0EA
Sutton Fields	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HU 7 0YN
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	HU 7 0YN
Buckingham Club	Independent Free	Registered Club	Independent Free	HU 8 8TN
Punchbowl	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HU 8 7TH
Mayfair Hotel	Independent Free	Pubs & Full On	Independent Free	HU 5 1LD
Mecca Bingo	Rank	Proprietary Club	Rank	HU 6 7PE
Dancing Goat	Independent Free	Pubs & Full On	Independent Free	HU 6 7LG
Soccer Kings	Independent Free	Proprietary Club	Independent Free	HU 7 0YN
Home	Independent Free	Restaurant	Independent Free	HU 5 1LD

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04569\_Ship Inn, Hull, HU7 0BH (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:** P04569\_Ship Inn, Hull, HU7 0BH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	197	2.0	22.1	9		
2 Rising Prosperity	0	0.0	10.2	0		
3 Comfortable Communities	2,736	27.8	26.5	105		
4 Financially Stretched	2,842	28.9	23.7	122		
5 Urban Adversity	4,034	41.0	17.2	239		
6 Not Private Households	22	0.2	0.3	65		
<b>Total households</b>	<b>9,831</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt    Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

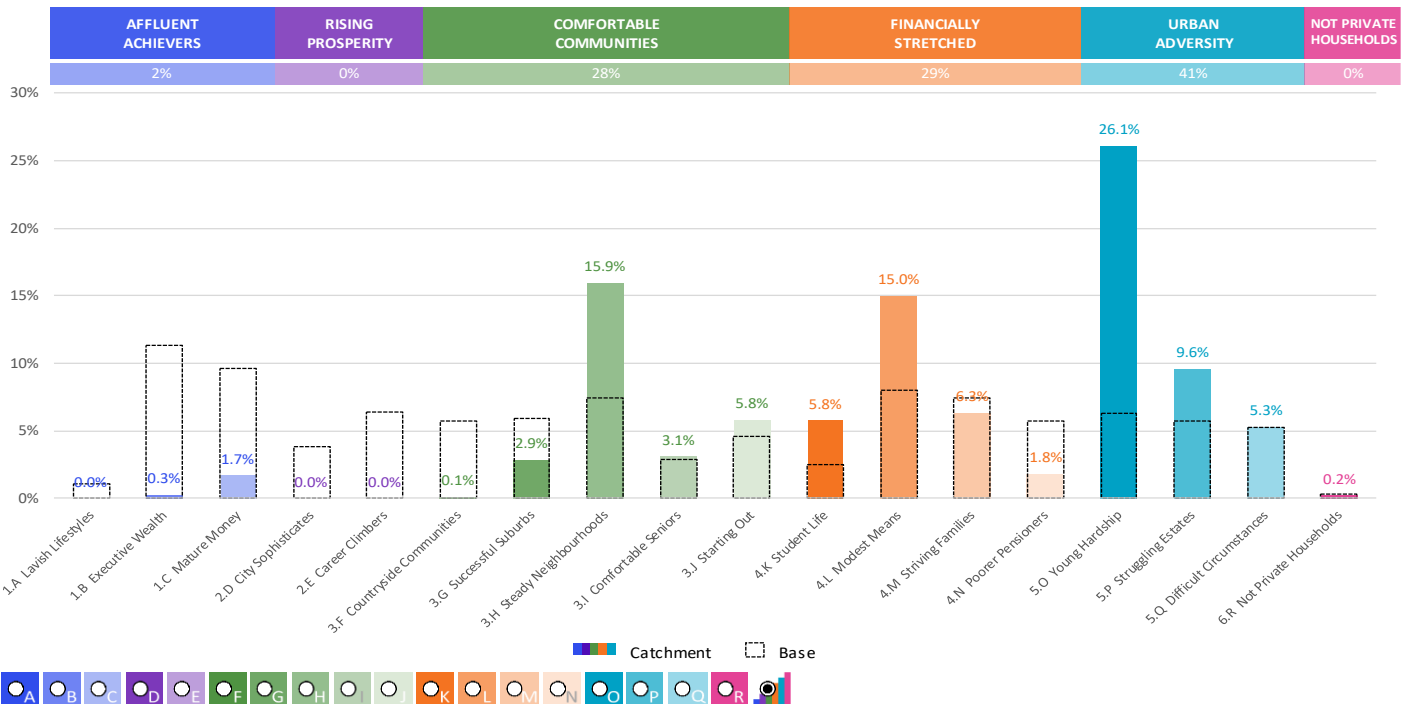
## ACORN GROUP PROFILE - HOUSEHOLDS

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**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	30	0.3	11.3	3			
1.C Mature Money	167	1.7	9.6	18			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	10	0.1	5.7	2			
3.G Successful Suburbs	282	2.9	6.0	48			
3.H Steady Neighbourhoods	1,568	15.9	7.4	215			
3.I Comfortable Seniors	304	3.1	2.9	108			
3.J Starting Out	572	5.8	4.6	128			
<b>4. Financially Stretched</b>							
4.K Student Life	568	5.8	2.5	230			
4.L Modest Means	1,472	15.0	8.0	188			
4.M Striving Families	624	6.3	7.4	85			
4.N Poorer Pensioners	178	1.8	5.8	31			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,569	26.1	6.3	418			
5.P Struggling Estates	944	9.6	5.7	168			
5.Q Difficult Circumstances	521	5.3	5.2	101			
<b>6. Not Private Households</b>							
6.R Not Private Households	22	0.2	0.3	65			
<b>Total households</b>	<b>9,831</b>						

### Acorn Group Graph



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

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Area: P04569\_Ship Inn, Hull, HU7 0BH (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
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
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	30	0.3	2.2	14			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	167	1.7	2.8	60			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	2.0	0			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	268	2.7	2.7	101			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	14	0.1	2.4	6			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,310	13.3	3.5	384			
3.H.28 Owner occupied terraces, average income	158	1.6	1.6	100			
3.H.29 Established suburbs, older families	100	1.0	2.3	43			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	304	3.1	2.4	130			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	204	2.1	2.2	96			
3.J.33 Smaller houses and starter homes	368	3.7	2.4	156			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	145	1.5	0.3	440			
4.K.35 Term-time terraces	423	4.3	0.2	1,728			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	20	0.2	1.4	14			
4.L.38 Semi-skilled workers in traditional neighbourhoods	476	4.8	2.6	184			
4.L.39 Fading owner occupied terraces	976	9.9	2.9	340			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	108	1.1	1.6	67			
4.M.43 Families in right-to-buy estates	102	1.0	2.0	51			
4.M.44 Post-war estates, limited means	414	4.2	2.2	194			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	29	0.3	0.8	37			
4.N.46 Elderly people in social rented flats	61	0.6	1.0	60			
4.N.47 Low income older people in smaller semis	13	0.1	2.2	6			
4.N.48 Pensioners and singles in social rented flats	75	0.8	1.7	45			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	80	0.8	2.2	37			
5.O.50 Struggling younger people in mixed tenure	68	0.7	1.8	38			
5.O.51 Young people in small, low cost terraces	2,421	24.6	2.3	1,087			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	924	9.4	1.6	602			
5.P.53 Low income terraces	1	0.0	0.8	1			
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	19	0.2	1.6	12			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	37	0.4	1.5	25			
5.Q.58 Singles and young families, some receiving benefits	397	4.0	1.8	229			
5.Q.59 Deprived areas and high-rise flats	87	0.9	2.0	45			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	22	0.2	0.3	79			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,831</b>						

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

# 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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