

# CGA LICENCED PREMISES

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Area: P01822\_Windsor Castle, Southampton, SO11  
 Base: Great Britain  
 Year: 2023

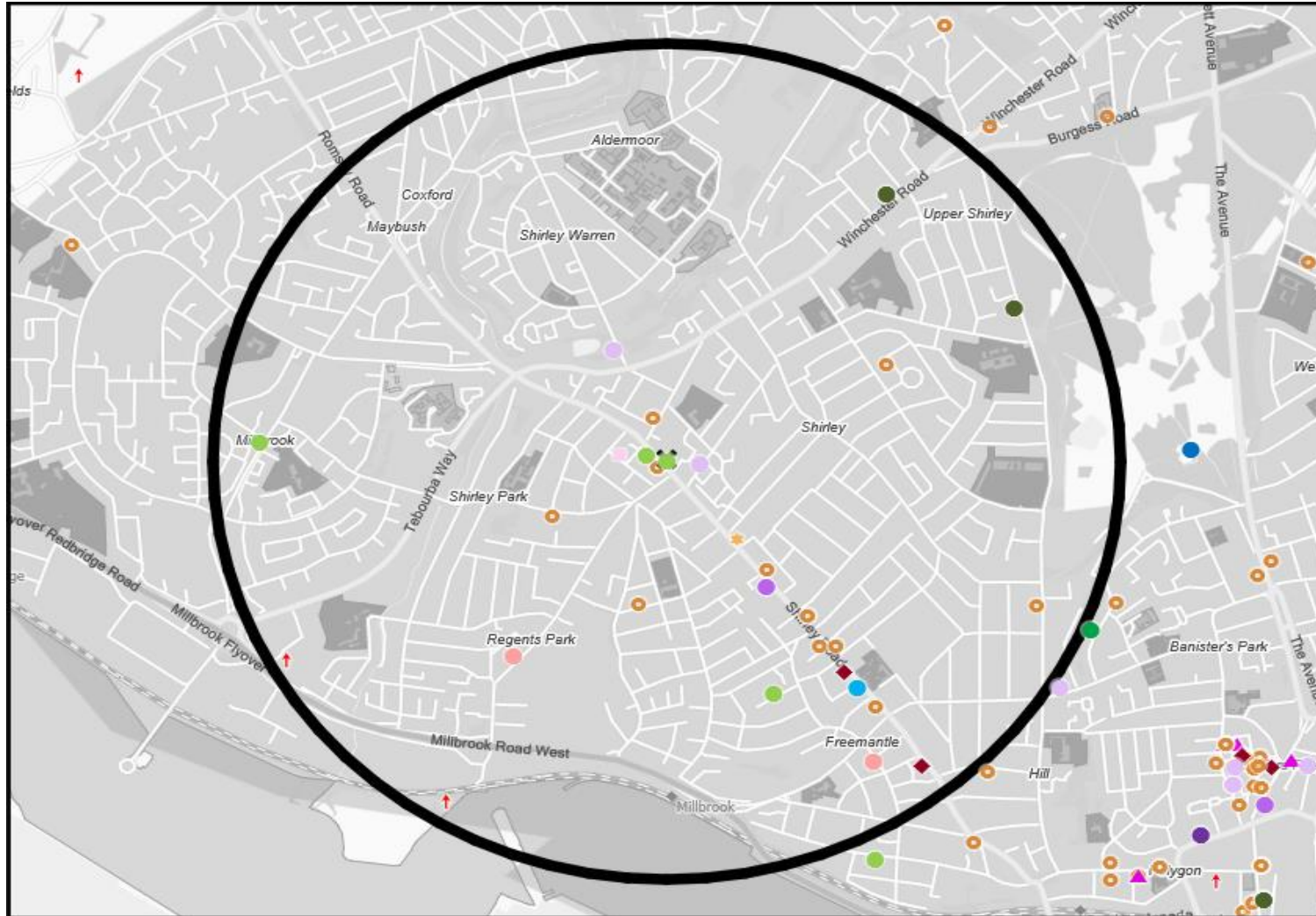
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	47.7	81.7	58			
Proprietary Club	3	6.2	7.3	85			
Registered Club	3	6.2	28.2	22			
Restaurant	4	8.3	32.1	26			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Belle Moor	Greene King	Pubs & Full On	Greene King	SO15 7NU
Pirrie Park Bowling Club	Independent Free	Registered Club	Independent Free	SO15 7QB
Malvern Tavern	Greene King	Pubs & Full On	Greene King	SO16 6TU
Wellington	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO15 3DE
Freemantle Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO15 3EF
Pig & Whistle	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 3FD
Rover	Unknown	Pubs & Full On	Unknown	SO15 3HP
Stile Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO15 3HR
Regents Park Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO15 8PF
Englishman Inn	Independent Free	Pubs & Full On	Independent Free	SO15 8QF
Windsor Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO16 4EX
Salisbury Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO16 4EZ
Park Inn	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SO16 4FN
Bricklayers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO16 4QD
Atherley Bowling Club	Independent Free	Registered Club	Independent Free	SO15 5DB
Kings Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 5LF
Shirley & Millbrook Unionist & Cons Clu	Independent Free	Registered Club	Independent Free	SO15 5QJ
Ice House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO16 6AA
Brass Monkey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 3HY
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	SO15 0SD
Stephens Dance Centre	Independent Free	Proprietary Club	Independent Free	SO16 4LG
Kachina	Independent Free	Restaurant	Independent Free	SO15 3HY
Brightwater Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO15 3HY
Shirley Hotel	Independent Free	Pubs & Full On	Independent Free	SO16 4FB
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	SO15 0JW
Puccinis	Independent Free	Restaurant	Independent Free	SO15 3HW
Sultans Of Spice	Independent Free	Restaurant	Independent Free	SO16 4FB
Santo Lounge	Loungers	Pubs & Full On	Loungers	SO15 3JF
Sanjha	Independent Free	Restaurant	Independent Free	SO15 3HL
Clockwork Bar	Independent Free	Pubs & Full On	Independent Free	SO15 3HW
Overdraft	Independent Free	Pubs & Full On	Independent Free	SO15 3JD
Rios	Independent Free	Pubs & Full On	Independent Free	SO15 3HT
Witch's Brew	Independent Free	Pubs & Full On	Independent Free	SO15 3FL

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01822\_Windsor Castle, Southampton, SO16 4EX (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:** P01822\_Windsor Castle, Southampton, SO16 4EX (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,121	10.7	22.1	49		
 2 Rising Prosperity	1,642	8.3	10.2	81		
 3 Comfortable Communities	5,469	27.6	26.5	104		
 4 Financially Stretched	3,857	19.5	23.7	82		
 5 Urban Adversity	6,687	33.8	17.2	197		
 6 Not Private Households	16	0.1	0.3	23		
 Graph						
<b>Total households</b>	<b>19,792</b>					

### 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:** P01822\_Windsor Castle, Southampton, SO16 4EX (1 Mile contour)  
**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	1,233	6.2	11.3	55			
1.C Mature Money	888	4.5	9.6	46			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,642	8.3	6.4	130			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	270	1.4	6.0	23			
3.H Steady Neighbourhoods	2,462	12.4	7.4	168			
3.I Comfortable Seniors	137	0.7	2.9	24			
3.J Starting Out	2,600	13.1	4.6	289			
<b>4. Financially Stretched</b>							
4.K Student Life	1,457	7.4	2.5	294			
4.L Modest Means	622	3.1	8.0	39			
4.M Striving Families	1,094	5.5	7.4	74			
4.N Poorer Pensioners	684	3.5	5.8	60			
<b>5. Urban Adversity</b>							
5.O Young Hardship	3,261	16.5	6.3	264			
5.P Struggling Estates	966	4.9	5.7	86			
5.Q Difficult Circumstances	2,460	12.4	5.2	237			
<b>6. Not Private Households</b>							
6.R Not Private Households	16	0.1	0.3	23			
<b>Total households</b>	<b>19,792</b>						

## Acorn Group Pen Portrait

5 P
Struggling Estates
3.4M UK Adults
6.5% of UK

**Large, low income families surviving with benefits.** These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

**CORE DEMOGRAPHICS**

**BRANDS**

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, Greggs

WEBSITES: Hungry Horse, very, JUST EAT, sky sports

**FINANCIAL PROFILE**

Household income: UK £28k, London £32k (Averages: £40k, £48k)

% Disposable income: UK 30%, London 28% (Averages: 43%, 29%)

Financial situation: Running into debt to Saving a lot

**DIGITAL ATTITUDES**

I worry about online security: 56% (UK average: 53%)

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**

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Area: P01822\_Windsor Castle, Southampton, SO16 4EX (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Corn Structure  
 Index  
 Profile %

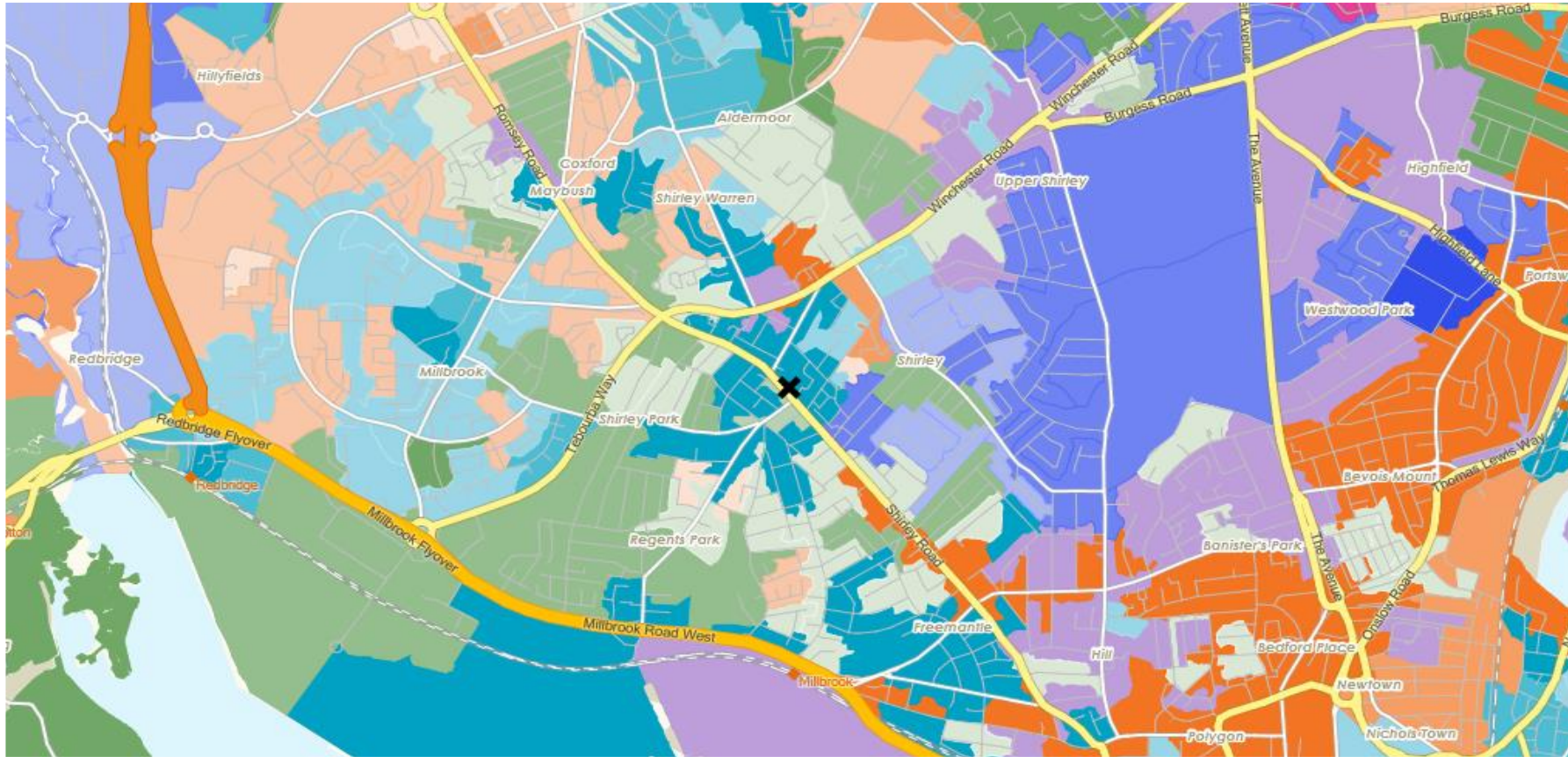
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	115	0.6	2.6	22			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	87	0.4	2.2	20			
1.B.7 Affluent professionals	51	0.3	0.9	30			
1.B.8 Prosperous suburban families	857	4.3	1.5	282			
1.B.9 Well-off edge of towners	123	0.6	1.6	39			
<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	708	3.6	2.8	127			
1.C.12 Retired and empty nesters	53	0.3	2.5	11			
1.C.13 Upmarket downsizers	127	0.6	1.3	50			
<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	31	0.2	2.0	8			
2.E.19 First time buyers in small, modern homes	1,559	7.9	3.4	232			
2.E.20 Mixed metropolitan areas	52	0.3	1.0	26			
<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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	270	1.4	2.7	51			
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			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,137	5.7	3.5	166			
3.H.28 Owner occupied terraces, average income	354	1.8	1.6	112			
3.H.29 Established suburbs, older families	971	4.9	2.3	210			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	32	0.2	2.4	7			
3.I.31 Elderly singles in purpose-built accommodation	105	0.5	0.5	109			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	1,532	7.7	2.2	360			
3.J.33 Smaller houses and starter homes	1,068	5.4	2.4	225			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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	1,457	7.4	1.9	383			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	429	2.2	1.4	150			
4.L.38 Semi-skilled workers in traditional neighbourhoods	114	0.6	2.6	22			
4.L.39 Fading owner occupied terraces	79	0.4	2.9	14			
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	315	1.6	1.6	97			
4.M.43 Families in right-to-buy estates	701	3.5	2.0	174			
4.M.44 Post-war estates, limited means	78	0.4	2.2	18			
<b>4.N Poorer Pensioners</b>							
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	494	2.5	1.0	242			
4.N.47 Low income older people in smaller semis	53	0.3	2.2	12			
4.N.48 Pensioners and singles in social rented flats	137	0.7	1.7	41			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	1,345	6.8	2.2	311			
5.O.50 Struggling younger people in mixed tenure	1,615	8.2	1.8	453			
5.O.51 Young people in small, low cost terraces	301	1.5	2.3	67			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	360	1.8	1.6	116			
5.P.53 Low income terraces	14	0.1	0.8	9			
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	592	3.0	1.6	187			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	1,181	6.0	1.5	396			
5.Q.58 Singles and young families, some receiving benefits	159	0.8	1.8	46			
5.Q.59 Deprived areas and high-rise flats	1,120	5.7	2.0	287			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.0	0.1	34			
6.R.61 Inactive communal population	12	0.1	0.3	21			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>19,792</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01822\_Windsor Castle, Southampton, SO16 4EX (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
	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		

### 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

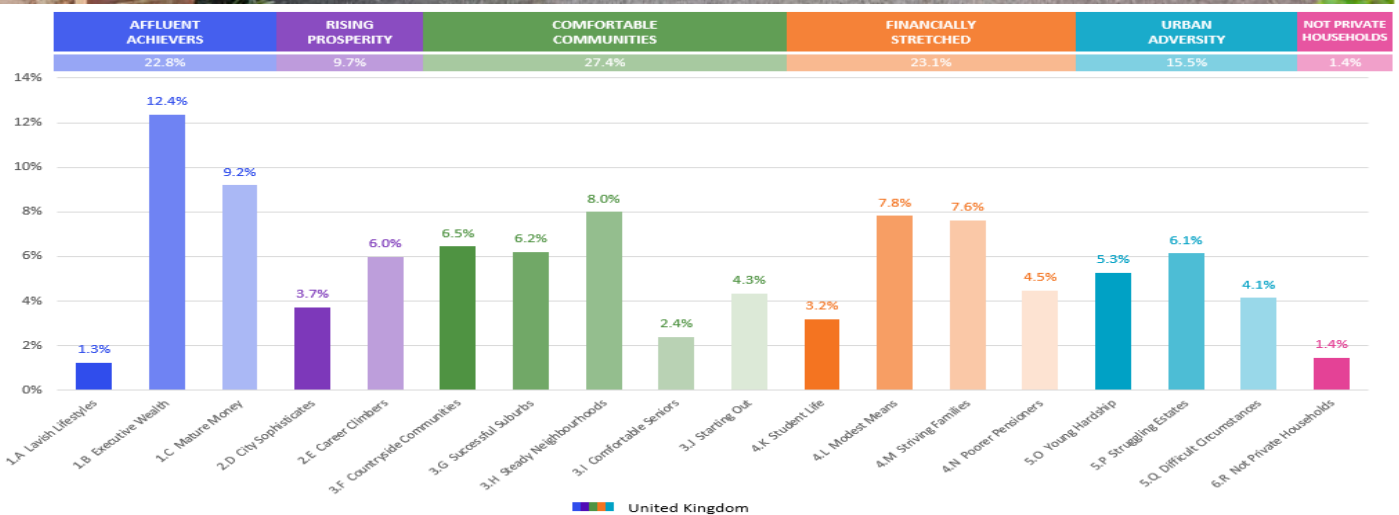
House tenure: Owned outright

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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