

CGA LICENCED PREMISES

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Area: P01779_White Horse, Gosport, PO13 0HU (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	30.0	81.7	37			
Proprietary Club	1	6.0	7.3	82			
Registered Club	7	42.0	28.2	149			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Horse Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO13 0HU
Carisbrooke Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO13 0QY
Bridgemary Community Association	Independent Free	Registered Club	Independent Free	PO13 0JN
Iona Club	Independent Free	Registered Club	Independent Free	PO13 0JJ
Green Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO13 9UE
Lee-On-Solent Golf Club	Independent Free	Registered Club	Independent Free	PO13 9PB
Rn Association Gosport Club	Independent Free	Registered Club	Independent Free	PO13 0AG
Planet Ice	Arena Group	Proprietary Club	Arena Group	PO13 0PX
Fleetlands Football Club	Independent Free	Registered Club	Independent Free	PO13 0AX
Bridgemary Bowling Club	Independent Free	Registered Club	Independent Free	PO13 0YJ
Sailmaker	Marston's	Pubs & Full On	Marston's	PO13 0ZX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	PO13 0ZX
Fleetlands Golf Club	Independent Free	Registered Club	Independent Free	PO13 0AW

MAP OF AREA

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Source: OS Open Data 2018

Area: P01779_White Horse, Gosport, PO13 0HU (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: P01779_White Horse, Gosport, PO13 0HU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	224	3.1	22.1	14		
2 Rising Prosperity	85	1.2	10.2	12		
3 Comfortable Communities	2,187	30.6	26.5	115		
4 Financially Stretched	3,476	48.6	23.7	205		
5 Urban Adversity	1,171	16.4	17.2	95		
6 Not Private Households	9	0.1	0.3	37		
Total households		7,152				



Graph

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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Area: P01779_White Horse, Gosport, PO13 0HU (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	224	3.1	9.6	32		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	85	1.2	6.4	19		
3. Comfortable Communities						
3.F Countryside Communities	161	2.3	5.7	39		
3.G Successful Suburbs	316	4.4	6.0	74		
3.H Steady Neighbourhoods	1,196	16.7	7.4	226		
3.I Comfortable Seniors	480	6.7	2.9	235		
3.J Starting Out	34	0.5	4.6	10		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	601	8.4	8.0	105		
4.M Striving Families	2,242	31.3	7.4	421		
4.N Poorer Pensioners	633	8.9	5.8	154		
5. Urban Adversity						
5.O Young Hardship	78	1.1	6.3	17		
5.P Struggling Estates	396	5.5	5.7	97		
5.Q Difficult Circumstances	697	9.7	5.2	186		
6. Not Private Households						
6.R Not Private Households	9	0.1	0.3	37		
Total households	7,152					

Acorn Group Pen Portrait

5
Q
Difficult Circumstances

2.3M
UK Adults

4.3%
of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 58%

Shopping online makes my life easier

59%

UK average: 62%

I love the ease of using chat bots to get answers

29%

UK average: 28%

TOP BEHAVIOURS

Around 1 in 5 won't have used the internet recently

Below average social media use – apart from TikTok and Snapchat

Watching TV / videos on YouTube



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

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Area: P01779_White Horse, Gosport, PO13 0HU (1 Mile contour)
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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	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	5	0.1	3.1	2			
1.C.11 Settled suburbia, older people	56	0.8	2.8	28			
1.C.12 Retired and empty nesters	163	2.3	2.5	93			
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	51	0.7	2.0	36			
2.E.19 First time buyers in small, modern homes	34	0.5	3.4	14			
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	161	2.3	3.2	70			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	272	3.8	2.7	141			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	44	0.6	2.4	25			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	707	9.9	3.5	285			
3.H.28 Owner occupied terraces, average income	65	0.9	1.6	57			
3.H.29 Established suburbs, older families	424	5.9	2.3	253			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	480	6.7	2.4	283			
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	34	0.5	2.4	20			
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	45	0.6	1.4	44			
4.L.38 Semi-skilled workers in traditional neighbourhoods	236	3.3	2.6	126			
4.L.39 Fading owner occupied terraces	320	4.5	2.9	153			
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	48	0.7	1.6	42			
4.M.42 Struggling young families in post-war terraces	700	9.8	1.6	597			
4.M.43 Families in right-to-buy estates	931	13.0	2.0	638			
4.M.44 Post-war estates, limited means	563	7.9	2.2	362			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	68	1.0	0.8	121			
4.N.46 Elderly people in social rented flats	152	2.1	1.0	206			
4.N.47 Low income older people in smaller semis	199	2.8	2.2	125			
4.N.48 Pensioners and singles in social rented flats	214	3.0	1.7	175			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	60	0.8	2.2	38			
5.O.50 Struggling younger people in mixed tenure	18	0.3	1.8	14			
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	119	1.7	1.6	107			
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	277	3.9	1.6	242			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	199	2.8	1.5	184			
5.Q.58 Singles and young families, some receiving benefits	341	4.8	1.8	271			
5.Q.59 Deprived areas and high-rise flats	157	2.2	2.0	111			
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	9	0.1	0.3	44			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,152						

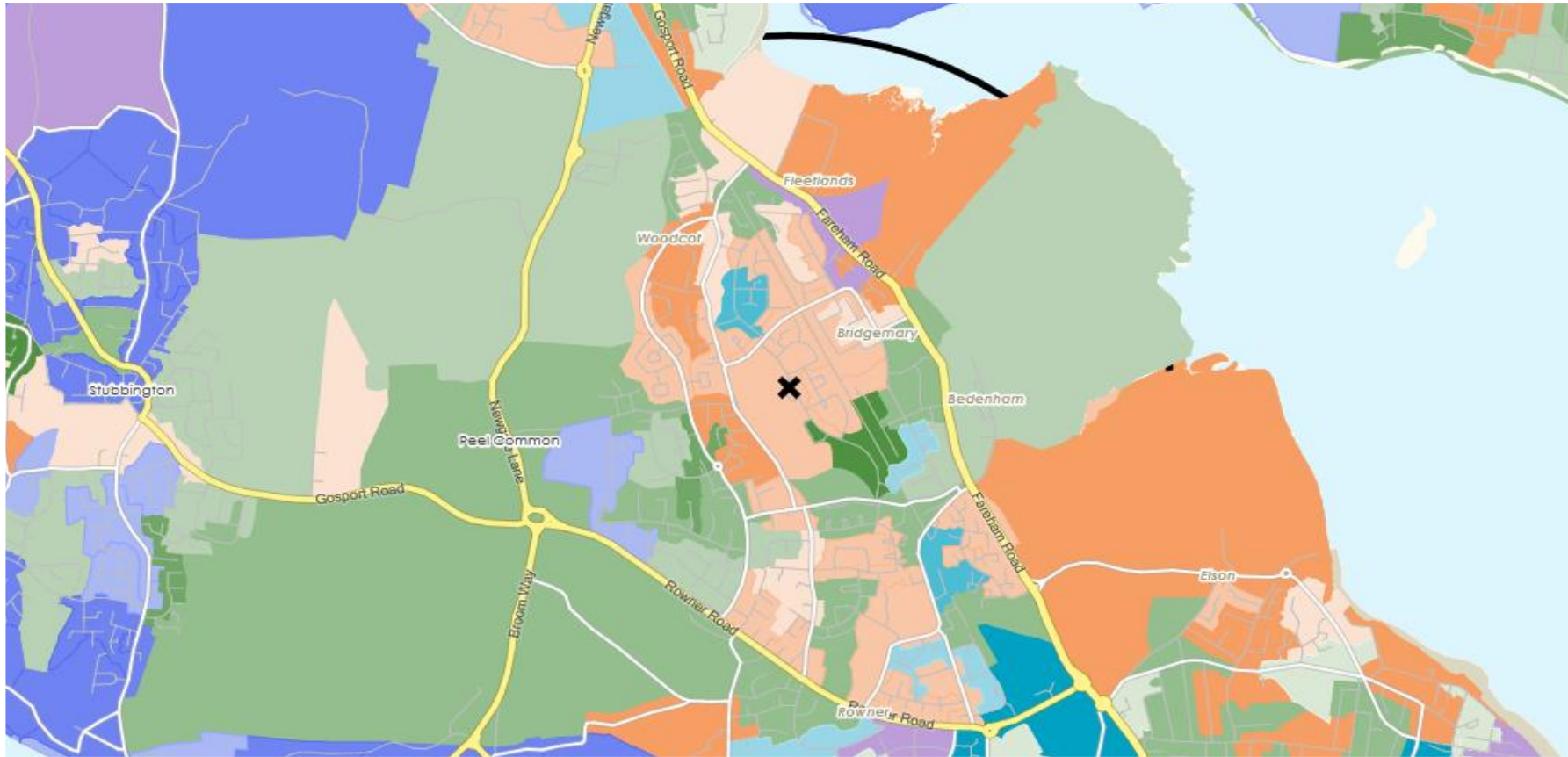
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01779_White Horse, Gosport, PO13 0HU (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
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<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**

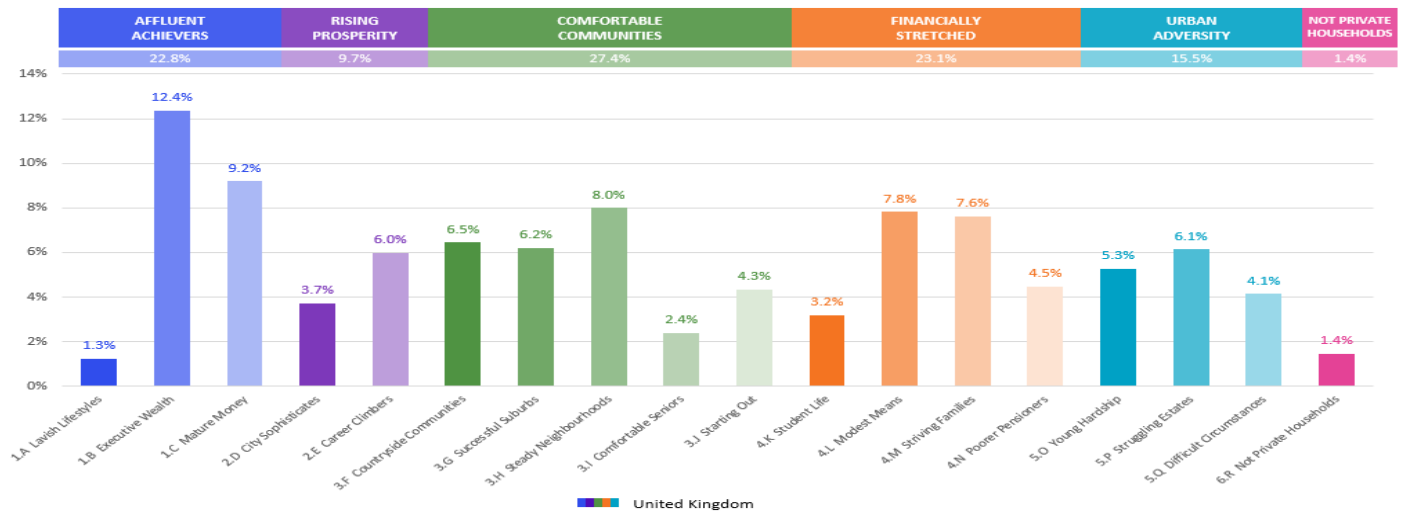
House tenure: **Owned outright**

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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