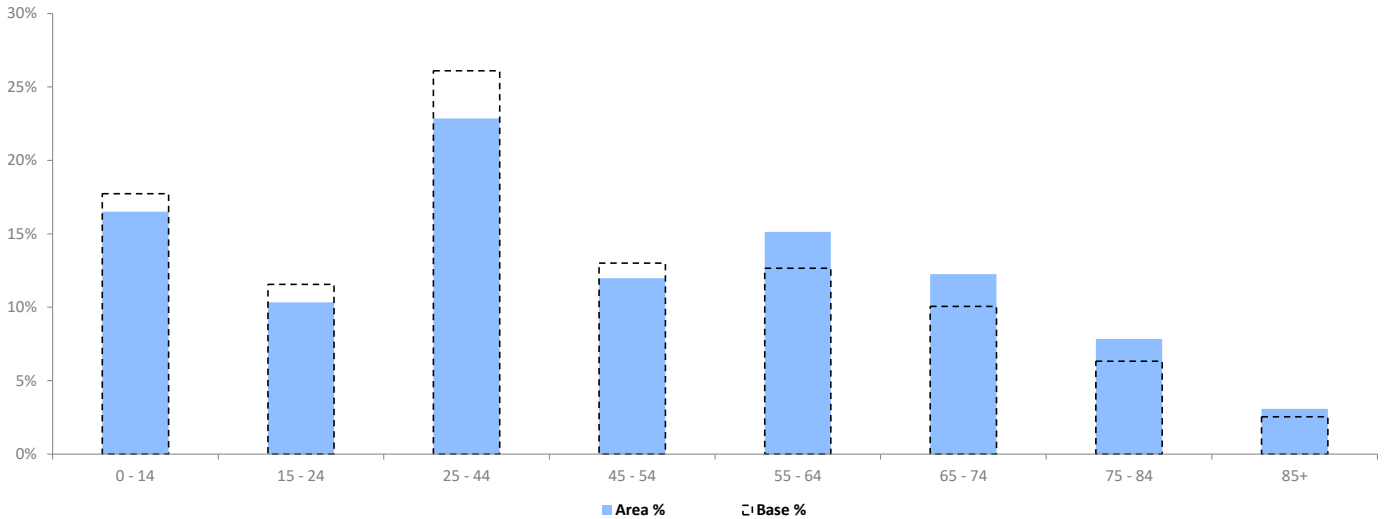


POPULATION PROJECTIONS

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Area: P01779_White Horse, Gosport, PO13 OHU (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,854	16.5	17.7	93			
15 - 24	1,786	10.3	11.6	89			
25 - 44	3,952	22.9	26.1	88			
45 - 54	2,072	12.0	13.0	92			
55 - 64	2,617	15.1	12.7	120			
65 - 74	2,118	12.3	10.1	122			
75 - 84	1,356	7.8	6.3	124			
85+	533	3.1	2.5	121			
Total population	17,288						



CGA LICENCED PREMISES

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Area: P01779_White Horse, Gosport, PO13 0HU (1)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	40.5	85.9	47			
Proprietary Club	1	5.8	8.2	70			
Registered Club	7	40.5	30.1	135			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	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
North Star	Independent Free	Pubs & Full On	Independent Free	PO13 0AG
Iona Club	Independent Free	Registered Club	Independent Free	PO13 0JJ
Bridgemary Manor Hotel & Pub	Independent Free	Pubs & Full On	Independent Free	PO13 0JY
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: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	247	3.4	22.0	15		
2 Rising Prosperity	82	1.1	10.1	11		
3 Comfortable Communities	2,213	30.0	26.2	114		
4 Financially Stretched	3,703	50.2	23.7	212		
5 Urban Adversity	1,117	15.2	17.6	86		
6 Not Private Households	9	0.1	0.3	37		
Total households	7,371					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% 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

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 Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01779_White Horse, Gosport, PO13 0HU (1 Mile contour)
Base: Great Britain
Year: 2021

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	11.2	0			
1.C Mature Money	247	3.4	9.6	35			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	82	1.1	6.2	18			
3. Comfortable Communities							
3.F Countryside Communities	166	2.3	5.7	39			
3.G Successful Suburbs	326	4.4	5.9	75			
3.H Steady Neighbourhoods	1,192	16.2	7.4	220			
3.I Comfortable Seniors	498	6.8	2.9	233			
3.J Starting Out	31	0.4	4.3	10			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	643	8.7	7.9	110			
4.M Striving Families	2,397	32.5	7.5	431			
4.N Poorer Pensioners	663	9.0	5.9	152			
5. Urban Adversity							
5.O Young Hardship	81	1.1	6.1	18			
5.P Struggling Estates	358	4.9	6.1	79			
5.Q Difficult Circumstances	678	9.2	5.3	172			
6. Not Private Households							
6.R Not Private Households	9	0.1	0.3	37			
Total households	7,371						

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced



BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 54% <small>UK average: 55%</small>	Shopping online makes my life easier 49% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 32% <small>UK average: 34%</small>
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FINANCIAL PROFILE

Household Income UK: £32k London: £37k <small>Average: £40k Average: £44k</small>	% Disposable Income UK: 41% London: 37% <small>Average: 44% Average: 39%</small>	Financial situation
--	---	-------------------------

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for computer games** online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys** online

This group are more likely to **watch TV on demand on a mobile**

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)
 Base: Great Britain
 Year: 2021

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	0.2	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	2.4	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	4	0.1	3.0	2			
1.C.11 Settled suburbia, older people	76	1.0	2.9	36			
1.C.12 Retired and empty nesters	167	2.3	2.5	91			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	49	0.7	1.9	35			
2.E.19 First time buyers in small, modern homes	33	0.4	3.3	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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	166	2.3	3.2	71			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	281	3.8	2.6	144			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	45	0.6	2.4	25			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	663	9.0	3.4	261			
3.H.28 Owner occupied terraces, average income	84	1.1	1.6	72			
3.H.29 Established suburbs, older families	445	6.0	2.3	259			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	498	6.8	2.4	280			
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	2.1	0			
3.J.33 Smaller houses and starter homes	31	0.4	2.3	19			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	64	0.9	1.4	62			
4.L.38 Semi-skilled workers in traditional neighbourhoods	265	3.6	2.6	137			
4.L.39 Fading owner occupied terraces	314	4.3	2.9	148			
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	51	0.7	1.6	43			
4.M.42 Struggling young families in post-war terraces	771	10.5	1.7	625			
4.M.43 Families in right-to-buy estates	1,024	13.9	2.1	669			
4.M.44 Post-war estates, limited means	551	7.5	2.2	340			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	80	1.1	0.8	138			
4.N.46 Elderly people in social rented flats	158	2.1	1.1	197			
4.N.47 Low income older people in smaller semis	205	2.8	2.3	122			
4.N.48 Pensioners and singles in social rented flats	220	3.0	1.8	169			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	63	0.9	2.1	40			
5.O.50 Struggling younger people in mixed tenure	18	0.2	1.7	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	129	1.8	1.6	108			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	229	3.1	1.6	188			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	208	2.8	1.5	186			
5.Q.58 Singles and young families, some receiving benefits	308	4.2	1.8	233			
5.Q.59 Deprived areas and high-rise flats	162	2.2	2.0	108			
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	7,371						

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)



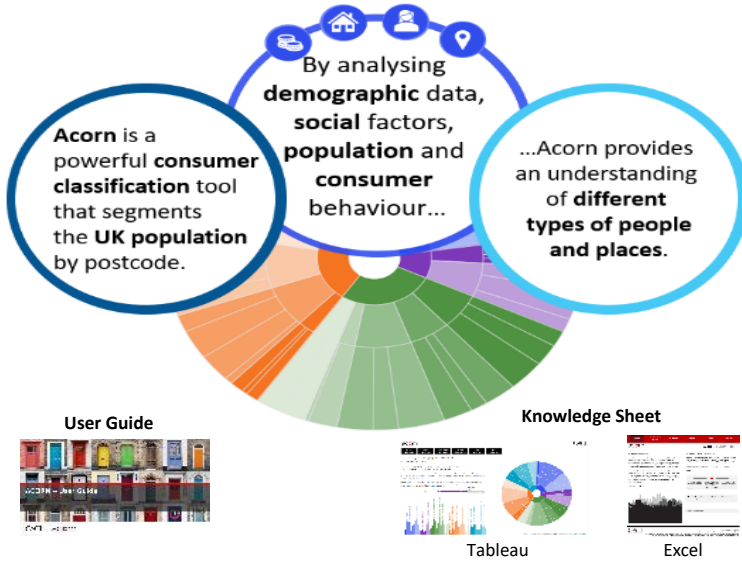
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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 checked="" 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
	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

12.0M 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+

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
- B. Executive Wealth
- C. Mature Money

