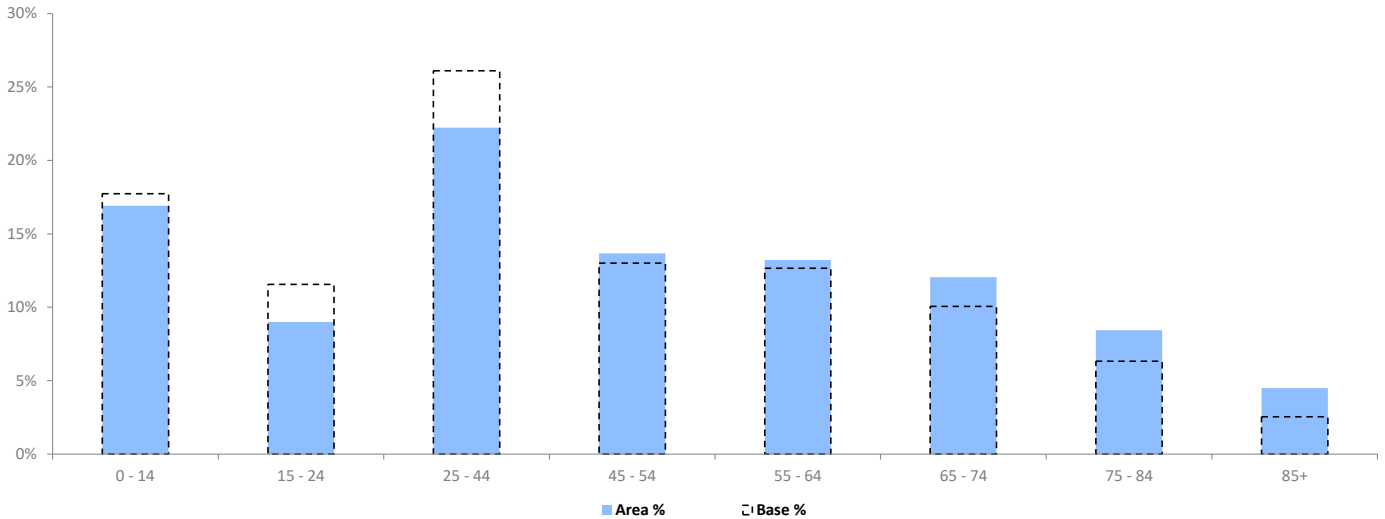
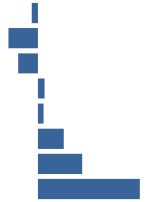


# POPULATION PROJECTIONS

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Area: P03358\_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,695	16.9	17.7	95			
15 - 24	3,028	9.0	11.6	78			
25 - 44	7,488	22.2	26.1	85			
45 - 54	4,602	13.7	13.0	105			
55 - 64	4,449	13.2	12.7	104			
65 - 74	4,057	12.0	10.1	120			
75 - 84	2,841	8.4	6.3	133			
85+	1,515	4.5	2.5	177			
<b>Total population</b>	<b>33,675</b>						



# CGA LICENCED PREMISES

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Area: P03358\_Athelstan Arms, Bournemouth, BH6  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	95.0	85.9	111			
Proprietary Club	2	5.9	8.2	72			
Registered Club	11	32.7	30.1	109			
Restaurant	23	68.3	35.3	193			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Christchurch Sailing Club	Independent Free	Registered Club	Independent Free	BH23 1BY
Kellys Kitchen	Independent Free	Restaurant	Independent Free	BH23 1AB
Thomas Tripp	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BH23 1HX
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BH23 1BN
Soho	Independent Free	Pubs & Full On	Independent Free	BH23 1BW
Pinocchio	Independent Free	Restaurant	Independent Free	BH23 1BW
James & White	Independent Free	Restaurant	Independent Free	BH23 1BW
Camerons	Independent Free	Pubs & Full On	Independent Free	BH23 1QD
Royal British Legion Club	Independent Free	Registered Club	Independent Free	BH23 1QE
Standard Bengal Restaurant	Independent Free	Restaurant	Independent Free	BH23 1QH
Christchurch Conservative Club	Independent Free	Registered Club	Independent Free	BH23 1QL
Stourvale	Marston's	Pubs & Full On	Marston's	BH23 2AY
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	BH 5 2BW
Southbourne Sports Club	Independent Free	Registered Club	Independent Free	BH 5 2DA
Riverside Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BH 6 3BA
Roots	Independent Free	Restaurant	Independent Free	BH 6 3EN
Beccafico	Independent Free	Restaurant	Independent Free	BH 6 3JZ
Spyglass & Kettle	Greene King	Pubs & Full On	Greene King	BH 6 3PW
Commodore Hotel	Greene King	Pubs & Full On	Greene King	BH 6 3TD
Schooner Cafe	Independent Free	Pubs & Full On	Independent Free	BH 6 4AH
Athelstan Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BH 6 5JZ
East Dorset Rugby Club	Independent Free	Registered Club	Independent Free	BH 6 5NF
Cranleigh Hotel	Greene King	Pubs & Full On	Greene King	BH 6 5PY
Iford Bridge	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BH 6 5RG
Salathai Restaurant	Independent Free	Restaurant	Independent Free	BH 7 6DS
Kasbah	Independent Free	Proprietary Club	Independent Free	BH 7 6DY
Christchurch Rowing Club	Independent Free	Registered Club	Independent Free	BH23 1HU
Railway Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	BH23 1PS
Bailey Bridge	Whitbread	Pubs & Full On	Whitbread	BH23 2BN
Pokesdown & Southbourne Ex Service Cl	Independent Free	Registered Club	Independent Free	BH 6 5DR
Larder House	Independent Free	Pubs & Full On	Independent Free	BH 6 3QZ
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	BH23 2AW
Beaufort Community Centre	Independent Free	Registered Club	Independent Free	BH 6 5LB
Bistro On The Beach	Independent Free	Restaurant	Independent Free	BH 6 4BE
Starlight Indian Cuisine	Independent Free	Restaurant	Independent Free	BH23 1QL
Boat House	Independent Free	Pubs & Full On	Independent Free	BH23 1BU
Grove Tavern	Independent Free	Pubs & Full On	Independent Free	BH 6 3QS
Iford Bridge Bowling Club	Independent Free	Registered Club	Independent Free	BH23 2BA
Dragon Palace	Independent Free	Restaurant	Independent Free	BH23 2AX
Captains Club Hotel & Spa	Independent Free	Pubs & Full On	Independent Free	BH23 1HU
Top Wok	Independent Free	Restaurant	Independent Free	BH23 2AW
Strike	Independent Free	Proprietary Club	Independent Free	BH23 1AS
Crossroads Hotel	Independent Free	Pubs & Full On	Independent Free	BH 6 3SY
Loch And Quay Bistro	Independent Free	Restaurant	Independent Free	BH23 1BW
Ludo Lounge	Loungers	Pubs & Full On	Loungers	BH 6 3RA
Beach House Restaurant	Independent Free	Restaurant	Independent Free	BH23 1BU
Southborne Bowling Club	Independent Free	Registered Club	Independent Free	BH 6 3EX
Arcado Lounge	Loungers	Pubs & Full On	Loungers	BH23 1AS
Pizza Express	Hony Capital	Restaurant	Hony Capital	BH23 1AS
Baffi	Independent Free	Restaurant	Independent Free	BH 6 3QU
Darcys Bar	Independent Free	Pubs & Full On	Independent Free	BH 7 6BQ
Makla	Independent Free	Restaurant	Independent Free	BH 5 2HL
Grill Shack & Tiki Bar	Independent Free	Restaurant	Independent Free	BH 5 2HJ

# CGA LICENCED PREMISES

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Area: P03358\_Athelstan Arms, Bournemouth, BH6  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	95.0	85.9	<b>111</b>			
Proprietary Club	2	5.9	8.2	72			
Registered Club	11	32.7	30.1	<b>109</b>			
Restaurant	23	68.3	35.3	<b>193</b>			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Solent Meads Golf Club	Independent Free	Registered Club	Independent Free	BH 6 4NA
Cliff House Hotel	Independent Free	Pubs & Full On	Independent Free	BH 6 3DA
Dragon Palace li	Independent Free	Restaurant	Independent Free	BH23 1AY
Mela	Independent Free	Restaurant	Independent Free	BH23 1QN
Druid House	Independent Free	Pubs & Full On	Independent Free	BH23 1JE
Dickys Bar	Independent Free	Restaurant	Independent Free	BH 6 3RB
Way Outback Brewing	Independent Free	Pubs & Full On	Independent Free	BH 5 2HZ
Bodega	Independent Free	Pubs & Full On	Independent Free	BH23 1HX
Saxon Bear Ale House	Independent Free	Pubs & Full On	Independent Free	BH23 1QN
Wight Bear Ale House	Independent Free	Pubs & Full On	Independent Free	BH 6 3QU
Saxon Bar	Independent Free	Pubs & Full On	Independent Free	BH23 1QA
Velo Domestique	Independent Free	Restaurant	Independent Free	BH 5 2JB
Toms	Independent Free	Pubs & Full On	Independent Free	BH23 1BW
Terroir	Independent Free	Restaurant	Independent Free	BH 6 3QX
La Citas	Independent Free	Pubs & Full On	Independent Free	BH23 2AW

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03358\_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)






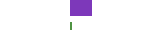









## KEY

- 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:** P03358\_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	5,239	34.7	22.0	<b>158</b>		
 2 Rising Prosperity	1,746	11.6	10.1	<b>114</b>		
 3 Comfortable Communities	3,995	26.5	26.2	<b>101</b>		
 4 Financially Stretched	2,174	14.4	23.7	61		
 5 Urban Adversity	1,888	12.5	17.6	71		
 6 Not Private Households	52	0.3	0.3	<b>103</b>		
 Graph						
<b>Total households</b>		<b>15,094</b>				

### Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%  
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0


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





## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03358\_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	12	0.1	1.1	7		
1.B Executive Wealth	2,041	13.5	11.2	120		
1.C Mature Money	3,186	21.1	9.6	219		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	12	0.1	4.0	2		
2.E Career Climbers	1,734	11.5	6.2	186		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	2,306	15.3	5.9	260		
3.H Steady Neighbourhoods	385	2.6	7.4	35		
3.I Comfortable Seniors	700	4.6	2.9	160		
3.J Starting Out	604	4.0	4.3	92		
<b>4. Financially Stretched</b>						
4.K Student Life	50	0.3	2.4	14		
4.L Modest Means	1,218	8.1	7.9	102		
4.M Striving Families	253	1.7	7.5	22		
4.N Poorer Pensioners	653	4.3	5.9	73		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,639	10.9	6.1	177		
5.P Struggling Estates	153	1.0	6.1	17		
5.Q Difficult Circumstances	96	0.6	5.3	12		
<b>6. Not Private Households</b>						
6.R Not Private Households	52	0.3	0.3	103		
<b>Total households</b>	<b>15,094</b>					

### Acorn Group Pen Portrait

**1 C Mature Money** 4.9M UK Adults    9.3% of UK

**Older, affluent people with the money and time to enjoy life.** These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

#### DEMOGRAPHICS

Age range <b>65+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

#### FINANCIAL PROFILE

Household Income UK: <b>£46k</b> London: <b>£50k</b> Average: £40k    Average: £44k	% Disposable Income UK: <b>54%</b> London: <b>51%</b> Average: 44%    Average: 39%	Financial situation Running into debt    Saving a lot
--	---	--

#### BRANDS

SHOPPING <b>LAKELAND</b>	<b>LAURA ASHLEY</b>	<b>JO MALONE</b>	<b>W</b>
LEISURE <b>BROWNS</b>	<b>NESPRESSO</b>	<b>M&amp;S</b>	<b>COFFEE NERO</b>
WEBSITES <b>amazon</b>	<b>MoneySavingExpert.com</b>	<b>M&amp;S</b>	<b>BBC NEWS</b>

#### DIGITAL ATTITUDES

I worry about online security <b>58%</b> UK average: 55%	Shopping online makes my life easier <b>52%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>26%</b> UK average: 34%
--	---	--

<b>KEY INTERNET USAGE</b> This group are more likely to <b>research home insurance online</b>	<b>TECHNOLOGY USAGE</b> This group are more likely to <b>purchase event tickets online</b>	This group are more likely to <b>own a tablet</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03358\_Athelstan Arms, Bournemouth, BH6 5JZ (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
<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	0.2	0			
1.A.3 Large house luxury	12	0.1	0.9	9			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	1,430	9.5	2.6	363			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	304	2.0	2.2	91			
1.B.7 Affluent professionals	210	1.4	0.9	164			
1.B.8 Prosperous suburban families	48	0.3	1.5	21			
1.B.9 Well-off edge of towners	49	0.3	1.6	20			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	107	0.7	3.0	24			
1.C.11 Settled suburbia, older people	402	2.7	2.9	93			
1.C.12 Retired and empty nesters	1,130	7.5	2.5	302			
1.C.13 Upmarket downsizers	1,547	10.2	1.3	786			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	12	0.1	0.7	11			
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	386	2.6	1.9	136			
2.E.19 First time buyers in small, modern homes	1,348	8.9	3.3	272			
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	1.1	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	2,152	14.3	2.6	540			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	154	1.0	2.4	42			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	90	0.6	3.4	17			
3.H.28 Owner occupied terraces, average income	26	0.2	1.6	11			
3.H.29 Established suburbs, older families	269	1.8	2.3	76			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	199	1.3	2.4	55			
3.I.31 Elderly singles in purpose-built accommodation	501	3.3	0.5	677			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	175	1.2	2.1	55			
3.J.33 Smaller houses and starter homes	429	2.8	2.3	126			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	15	0.1	0.4	27			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	35	0.2	1.7	13			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	1,171	7.8	1.4	551			
4.L.38 Semi-skilled workers in traditional neighbourhoods	47	0.3	2.6	12			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	27	0.2	1.6	11			
4.M.42 Struggling young families in post-war terraces	46	0.3	1.7	18			
4.M.43 Families in right-to-buy estates	151	1.0	2.1	48			
4.M.44 Post-war estates, limited means	29	0.2	2.2	9			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	27	0.2	0.8	23			
4.N.46 Elderly people in social rented flats	174	1.2	1.1	106			
4.N.47 Low income older people in smaller semis	152	1.0	2.3	44			
4.N.48 Pensioners and singles in social rented flats	300	2.0	1.8	113			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	1,572	10.4	2.1	485			
5.O.50 Struggling younger people in mixed tenure	67	0.4	1.7	25			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	27	0.2	1.6	11			
5.P.53 Low income terraces	11	0.1	0.9	8			
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	115	0.8	1.6	46			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	44	0.3	1.5	19			
5.Q.58 Singles and young families, some receiving benefits	43	0.3	1.8	16			
5.Q.59 Deprived areas and high-rise flats	9	0.1	2.0	3			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	6	0.0	0.1	68			
6.R.61 Inactive communal population	46	0.3	0.3	111			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>15,094</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03358\_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)



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

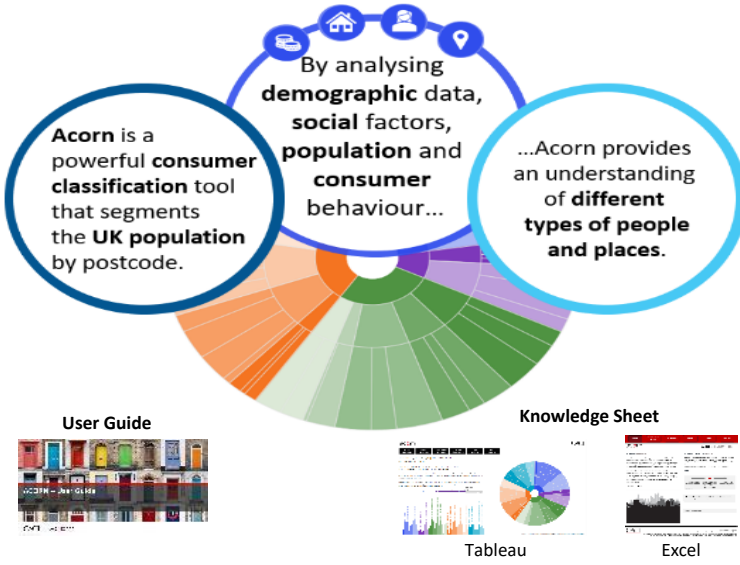
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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

12.0M 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

