

CGA LICENCED PREMISES

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Area: P03849_Titanic, Southampton, SO14 2BE (1 |
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	92	297.7	81.7	364			
Proprietary Club	17	55.0	7.3	755			
Registered Club	9	29.1	28.2	103			
Restaurant	77	249.1	32.1	776			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Star Tavern	Fuller Smith & Turner	Restaurant	Fuller Smith & Turner	SO14 3DJ
Shenanigans	Independent Free	Pubs & Full On	Independent Free	SO15 2EA
Red Lion	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SO14 2NS
Cricketers Arms	Independent Free	Pubs & Full On	Independent Free	SO15 2DX
Ottman Empire	Independent Free	Restaurant	Independent Free	SO14 2DF
Joiners Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO14 1NS
Osbourne Hotel	Independent Free	Pubs & Full On	Independent Free	SO15 3EX
Georges Restaurant	Independent Free	Restaurant	Independent Free	SO14 2AD
Titanic	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 2BE
Oasis	Independent Free	Pubs & Full On	Independent Free	SO14 2BS
Southampton Masonic Centre	Independent Free	Registered Club	Independent Free	SO14 2DD
Shirley Lodge Club	Independent Free	Registered Club	Independent Free	SO14 2DD
Standing Order	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO14 2DF
Belgium & Blues	Independent Free	Pubs & Full On	Independent Free	SO14 7DW
Wiggle	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	SO14 7DW
Juniper Berry	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 2EE
Piccolo Mondo	Independent Free	Restaurant	Independent Free	SO14 7SL
Southampton Mayflower Theatre	Independent Free	Pubs & Full On	Independent Free	SO15 1GE
Buon Gusto	Independent Free	Restaurant	Independent Free	SO15 1GF
Porters Wine & Charcuterie	Independent Free	Restaurant	Independent Free	SO14 3BQ
Five Guys	Five Guys	Restaurant	Five Guys	SO15 1QF
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO15 1RA
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SO15 1BA
Kingsland Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 1NY
	Independent Free	Pubs & Full On	Independent Free	SO14 3AR
Southampton Old Bowling Gree	Independent Free	Registered Club	Independent Free	SO14 3AN
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SO14 7DU
Grapes Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 3DP
Marcos	Independent Free	Restaurant	Independent Free	SO14 3DS
London Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 3DT
Soton Master Mariner Club	Independent Free	Registered Club	Independent Free	SO14 3FD
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	SO14 3FE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	SO14 3HB
Admiral Sir Lucius Curtis	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO14 3TU
Fire House	Unknown	Pubs & Full On	Unknown	SO14 1JY
Lord Palmerston	Wellington	Pubs & Full On	Wellington	SO14 1LL
Angel Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 1LL
Platform Tavern	Unknown	Pubs & Full On	Unknown	SO14 2NY
Frog & Frigate	Independent Free	Pubs & Full On	Independent Free	SO14 3FJ
Trilogy	Epic Bars and Clubs Ltd	Proprietary Club	Epic Bars and Clubs Ltd	SO15 2AD
Sadlers Brewhouse & Bbq	Sadlers Ales	Restaurant	Sadlers Ales	SO15 2AJ
Leonardo Royal Hotel	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	SO15 1AG
Alexandra	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2AY
Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2DB
Bedfords	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2DB
Puccini's	Independent Free	Restaurant	Independent Free	SO15 2DB
Mirchi Masala	Independent Free	Restaurant	Independent Free	SO15 2DB
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	SO15 2DG
Smugglers	Independent Free	Restaurant	Independent Free	SO15 2DY
Orange Rooms	Independent Free	Pubs & Full On	Independent Free	SO15 2EJ
Joiners	Independent Free	Proprietary Club	Independent Free	SO14 0AN
Pre Bar	Independent Free	Pubs & Full On	Independent Free	SO14 0JF
Mayflower Village	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	SO15 1GE

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Registered Club	9	29.1	28.2	103			
Restaurant	77	249.1	32.1	776			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO14 2HN
Star Hotel	Independent Free	Pubs & Full On	Independent Free	SO14 2NA
Grumpy Monkey	Independent Free	Pubs & Full On	Independent Free	SO14 7DU
Duke Of Wellington	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SO14 2AH
Solent Students Union	Independent Free	Registered Club	Independent Free	SO14 0NF
O2 Academy	Academy Music Group	Proprietary Club	Academy Music Group	SO14 7LP
Novotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO15 1RA
Everest Cuisine	Independent Free	Restaurant	Independent Free	SO14 3AQ
Riverside Chinese Restaurant	Independent Free	Restaurant	Independent Free	SO14 3FL
Sakura	Independent Free	Restaurant	Independent Free	SO15 2DB
Black Phoenix	Independent Free	Pubs & Full On	Independent Free	SO15 2DX
Edge	Unknown	Pubs & Full On	Unknown	SO14 0BH
Solent University Students Union	Independent Free	Registered Club	Independent Free	SO14 0YN
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2EH
Fever And Vibe	Independent Free	Pubs & Full On	Independent Free	SO15 2DY
Giddy Bridge	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO15 2AF
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 7FG
Coriander Lounge	Independent Free	Restaurant	Independent Free	SO14 2BR
Scholars Arms	Greene King	Pubs & Full On	Greene King	SO14 7DU
Quayside	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 1RE
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 7FH
Casa Italia	Independent Free	Restaurant	Independent Free	SO15 1GD
1932 Southampton	Independent Free	Pubs & Full On	Independent Free	SO14 7DW
Harbour Lights Picturehouse	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	SO14 3TL
Bacaro	Independent Free	Pubs & Full On	Independent Free	SO14 3TN
Xoxo	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Playhouse	Independent Free	Proprietary Club	Independent Free	SO15 2AD
La Regata	Independent Free	Restaurant	Independent Free	SO14 2AR
Avas	Independent Free	Restaurant	Independent Free	SO14 3DJ
Rocket Ronnies	Independent Free	Pubs & Full On	Independent Free	SO14 2DF
Goodies Restaurant	Independent Free	Restaurant	Independent Free	SO15 1GF
Crib	Independent Free	Proprietary Club	Independent Free	SO15 2EJ
Ritas	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Switch	Rekom UK	Proprietary Club	Rekom UK	SO14 7FH
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SO14 1JX
Stage Door	Independent Free	Pubs & Full On	Independent Free	SO14 7FW
Chennai Dosa	Chennai Dosa	Restaurant	Chennai Dosa	SO14 7FL
Kutis Brasserie	Kutis Royal Pier	Restaurant	Kutis Royal Pier	SO14 3DP
Harbour Hotel	Bond Street Estates	Pubs & Full On	Bond Street Estates	SO14 3TJ
La Tavernetta	Independent Free	Restaurant	Independent Free	SO14 7FJ
Shire	Independent Free	Restaurant	Independent Free	SO14 0JD
Itchen Imperial Rowing Club	Independent Free	Registered Club	Independent Free	SO14 5GZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO14 0AA
Suburbia	Independent Free	Proprietary Club	Independent Free	SO14 0JD
Olive Tree Restaurant	Independent Free	Restaurant	Independent Free	SO14 3DJ
London Road Brew House	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 2AB
Southampton Football Club	Independent Free	Proprietary Club	Independent Free	SO14 5FP
For Your Eyes Only	For Your Eyes Only	Proprietary Club	For Your Eyes Only	SO14 2BR
Maxs Bar And Brasserie	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Number Three	Independent Free	Restaurant	Independent Free	SO15 2BY
Chapel Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO14 5GB
One O Four Kitchen And Cocktail Lounge	Marston's	Pubs & Full On	Marston's	SO14 7DT
Grand Cafe	Independent Free	Pubs & Full On	Independent Free	SO14 3AS

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Name	Description	License Type	Owner Name	Postcode
Grosvenor Casino	Rank	Proprietary Club	Rank	SO15 1RE
Harbour House Club And Lounge	Independent Free	Proprietary Club	Independent Free	SO14 2AQ
Pig In The Wall	Home Grown Hotels LTD	Pubs & Full On	Home Grown Hotels LTD	SO15 1RA
Mail Room	Independent Free	Restaurant	Independent Free	SO14 3DP
Southampton Btc Rowing Club	Independent Free	Registered Club	Independent Free	SO14 5GZ
Pitcher & Piano	Marston's	Pubs & Full On	Marston's	SO14 3TG
Banana Wharf	Independent Free	Pubs & Full On	Independent Free	SO14 3JF
Ango Thai	Independent Free	Restaurant	Independent Free	SO14 3FH
Heartbreakers	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO14 1JX
Ennios Al Porto	Independent Free	Restaurant	Independent Free	SO14 2AR
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	SO15 2EF
Social	Independent Free	Proprietary Club	Independent Free	SO15 2EJ
Jurys Inn	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	SO14 0TB
Engine Rooms	TEG MJR Group	Pubs & Full On	TEG MJR Group	SO15 1GZ
Ibis Budget	Accor Hotels	Pubs & Full On	Accor Hotels	SO15 1RA
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SO15 1QF
Mango	Independent Free	Restaurant	Independent Free	SO14 7DW
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO15 1QF
Ranchos Steak House	Independent Free	Restaurant	Independent Free	SO14 2NS
Tokyo Milan	Independent Free	Restaurant	Independent Free	SO15 2TZ
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	SO15 1QF
Bayleaf Kitchen	Independent Free	Restaurant	Independent Free	SO14 2NS
Szechuen Kitchen	Independent Free	Restaurant	Independent Free	SO14 2BS
Tangs	Independent Free	Restaurant	Independent Free	SO14 7FH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO15 1BA
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	SO14 7FP
Buddha Lounge	Independent Free	Pubs & Full On	Independent Free	SO15 2EL
Urban Tiger	Independent Free	Proprietary Club	Independent Free	SO15 1RE
Cafe Creme	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Blue Island Restaurant	Independent Free	Restaurant	Independent Free	SO14 7DW
Wagamama	Restaurant Group	Restaurant	Restaurant Group	SO15 1QF
Pizza Express	Hony Capital	Restaurant	Hony Capital	SO15 1QE
Romano	Independent Free	Pubs & Full On	Independent Free	SO14 3FH
Balhk Restaurant	Independent Free	Restaurant	Independent Free	SO14 1PF
Sauce	Independent Free	Restaurant	Independent Free	SO14 3BL
Eds Easy Diner	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SO15 1QF
Mettricks	Independent Free	Pubs & Full On	Independent Free	SO14 2AA
Medbar And Kitchen	Independent Free	Restaurant	Independent Free	SO14 3DP
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SO14 2BW
La Vita	Independent Free	Restaurant	Independent Free	SO14 2BT
Roosters Peri Peri	Independent Free	Restaurant	Independent Free	SO15 2AD
Lunch Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 5FE
Stein Garten	Independent Free	Pubs & Full On	Independent Free	SO14 2NS
Maritimo Lounge	Loungers	Pubs & Full On	Loungers	SO14 3LG
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO14 7DU
Blues Smokehouse	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SO14 7DU
Jrc Global Buffet	Jrc Global Buffet	Restaurant	Jrc Global Buffet	SO14 7SJ
Preez	Independent Free	Pubs & Full On	Independent Free	SO14 7FP
Casa Brasil	Casa Brasil Ltd	Restaurant	Casa Brasil Ltd	SO15 1DE
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	SO15 1DE
Franco Manca	Franco Manca	Restaurant	Franco Manca	SO15 1QF
Real Greek	Real Greek International Ltd	Restaurant	Real Greek International Ltd	SO15 1QB
Thaikhun	Thai Leisure Group	Restaurant	Thai Leisure Group	SO15 1BA

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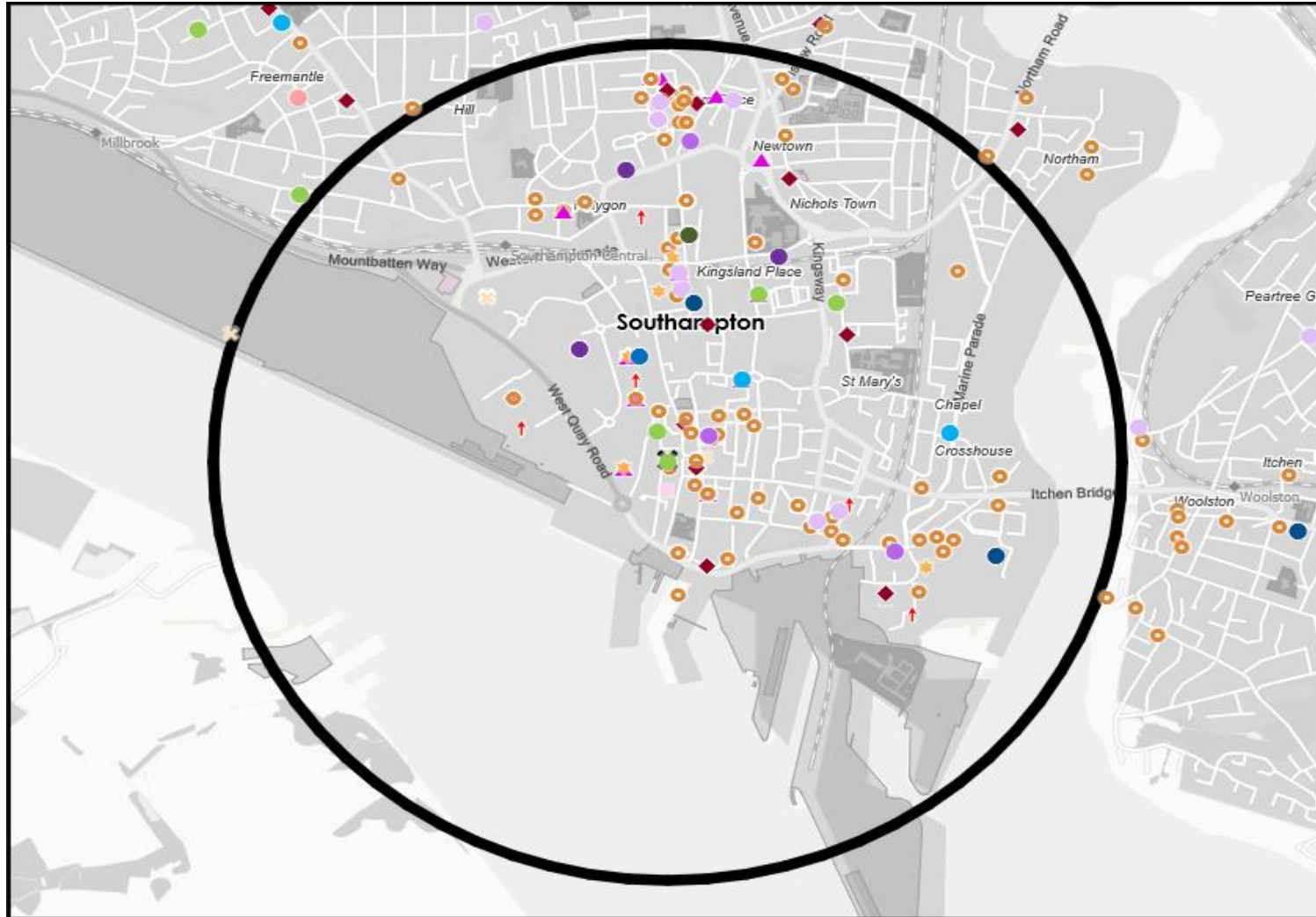
Name	Description	License Type	Owner Name	Postcode
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SO15 1QF
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	SO15 1DE
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	SO15 1QF
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SO15 1QE
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SO15 1DE
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SO15 1DE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO15 1DE
Cosmo	Cosmo Group	Restaurant	Cosmo Group	SO15 1QF
Lemoni Grill House	Independent Free	Restaurant	Independent Free	SO14 3HH
Shanghai Lan	Independent Free	Restaurant	Independent Free	SO14 2NZ
Red Dog Saloon	Red Dog Saloons Ltd	Restaurant	Red Dog Saloons Ltd	SO15 1DE
L'osteria	Independent Free	Restaurant	Independent Free	SO15 1DE
Piecaramba	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SO15 2DX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO15 2WY
Marco Pierre White Steakhouse Bar & G	Marco Pierre White Group	Restaurant	Marco Pierre White Group	SO15 1AG
Revolucion De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	SO14 7FH
Retro Cafe	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Popsis Pizzeria	Independent Free	Restaurant	Independent Free	SO15 2DF
Moxy	Marriott International	Pubs & Full On	Marriott International	SO15 1BA
Blue Jasmine	Independent Free	Restaurant	Independent Free	SO14 3QS
Room2	Lamington Group	Pubs & Full On	Lamington Group	SO14 3BP
Ox 47 Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Oxford Brasserie	Independent Free	Restaurant	Independent Free	SO14 3DS
Beards & Boards	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Cafe Parfait	Independent Free	Proprietary Club	Independent Free	SO14 7DW
Nousha Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 3HD
Brunch & Barista	Independent Free	Restaurant	Independent Free	SO14 7DT
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SO15 1QF
Ocean Grill	Independent Free	Restaurant	Independent Free	SO14 3TN
Spritz Social	Independent Free	Pubs & Full On	Independent Free	SO15 1BA
Papillon	Independent Free	Restaurant	Independent Free	SO15 1GG
Sharkeys	Independent Free	Pubs & Full On	Independent Free	SO14 7DU
Mast Mayflower Studios	Independent Free	Pubs & Full On	Independent Free	SO14 7DU
Boom Battle Bar	BBB UK Trading Ltd	Pubs & Full On	BBB UK Trading Ltd	SO15 1DE
Figurati	Independent Free	Restaurant	Independent Free	SO14 3LN
Wingstop	Wingstop UK Ltd	Restaurant	Wingstop UK LTD	SO15 1QF

MAP OF AREA

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Source: OS Open Data 2018

Area: P03849_Titanic, Southampton, SO14 2BE (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: P03849_Titanic, Southampton, SO14 2BE (1 Mile contour)
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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	83	0.7	22.1	3		
2 Rising Prosperity	3,628	28.7	10.2	282		
3 Comfortable Communities	456	3.6	26.5	14		
4 Financially Stretched	4,847	38.4	23.7	162		
5 Urban Adversity	3,255	25.8	17.2	150		
6 Not Private Households	357	2.8	0.3	822		
Total households				12,626		

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

Running into debt ← → Saving a lot

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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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	83	0.7	11.3	6			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	40	0.3	3.8	8			
2.E Career Climbers	3,588	28.4	6.4	446			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	10	0.1	6.0	1			
3.H Steady Neighbourhoods	5	0.0	7.4	1			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	441	3.5	4.6	77			
4. Financially Stretched							
4.K Student Life	3,568	28.3	2.5	1,127			
4.L Modest Means	937	7.4	8.0	93			
4.M Striving Families	0	0.0	7.4	0			
4.N Poorer Pensioners	342	2.7	5.8	47			
5. Urban Adversity							
5.O Young Hardship	1,079	8.5	6.3	137			
5.P Struggling Estates	465	3.7	5.7	65			
5.Q Difficult Circumstances	1,711	13.6	5.2	259			
6. Not Private Households							
6.R Not Private Households	357	2.8	0.3	822			
Total households	12,626						

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: HURGEY HORSE, very, JUST EAT, sky sports

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%)

FINANCIAL PROFILE

- Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)
- % Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)
- Financial situation:

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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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	83	0.7	0.9	77			
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	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	15	0.1	0.7	17			
2.D.15 Younger professionals in smaller flats	25	0.2	1.5	14			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	3,277	26.0	3.4	765			
2.E.20 Mixed metropolitan areas	311	2.5	1.0	245			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	10	0.1	0.8	10			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	5	0.0	1.6	2			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	281	2.2	2.2	103			
3.J.33 Smaller houses and starter homes	160	1.3	2.4	53			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	603	4.8	0.3	1,426			
4.K.35 Term-time terraces	109	0.9	0.2	347			
4.K.36 Educated young people in flats and tenements	2,856	22.6	1.9	1,176			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	79	0.6	1.4	43			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	858	6.8	1.0	684			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
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	255	2.0	1.0	196			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	87	0.7	1.7	40			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	540	4.3	2.2	196			
5.O.50 Struggling younger people in mixed tenure	525	4.2	1.8	231			
5.O.51 Young people in small, low cost terraces	14	0.1	2.3	5			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	96	0.8	1.6	49			
5.P.53 Low income terraces	115	0.9	0.8	111			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	254	2.0	0.7	272			
5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	316	2.5	1.5	166			
5.Q.58 Singles and young families, some receiving benefits	57	0.5	1.8	26			
5.Q.59 Deprived areas and high-rise flats	1,338	10.6	2.0	538			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	13			
6.R.61 Inactive communal population	356	2.8	0.3	990			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,626						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03849_Titanic, Southampton, SO14 2BE (1 Mile contour)

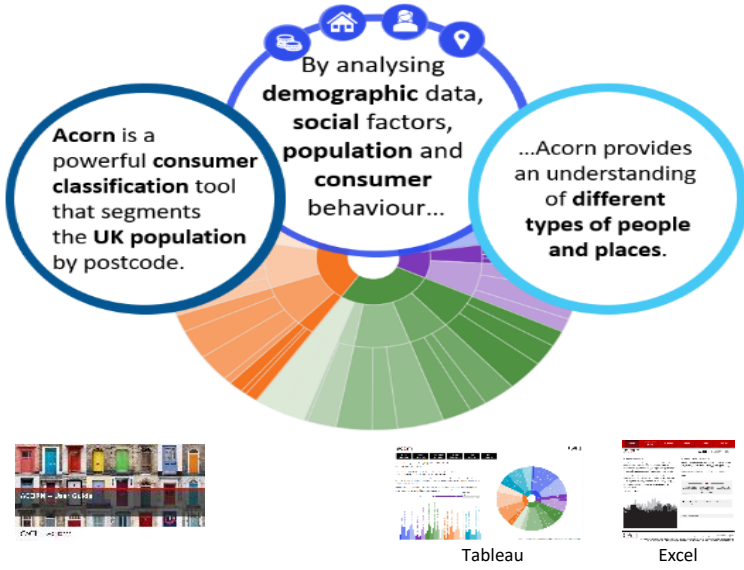


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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**

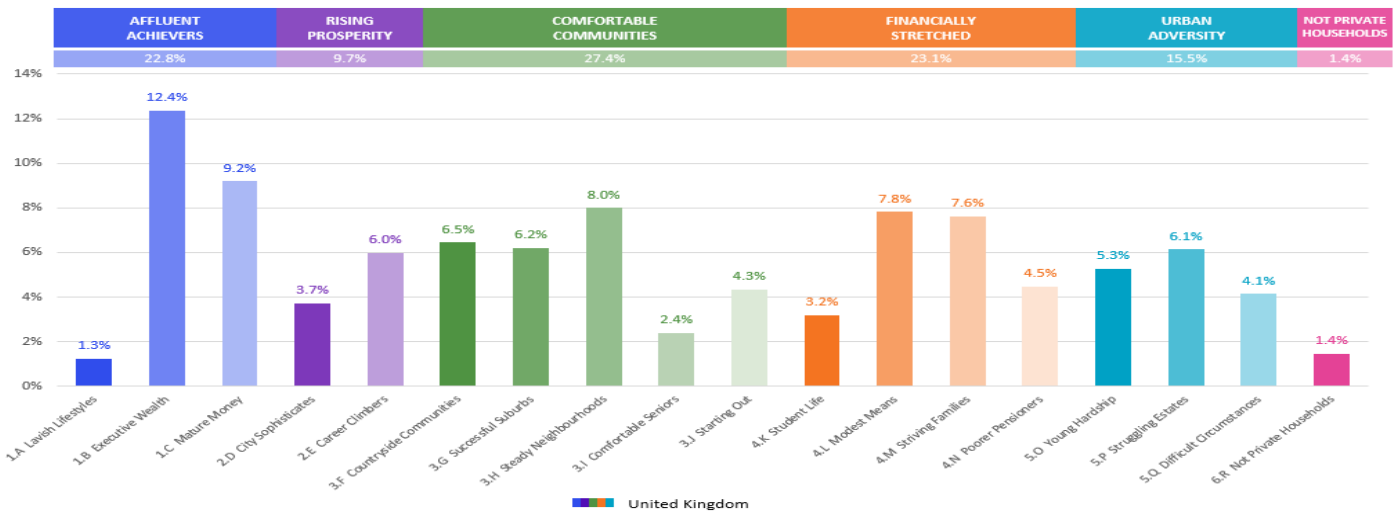
House tenure: **Owned outright**

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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