

CGA LICENCED PREMISES

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Area: P03465_Roebuck, Southampton, SO40 4SF (:
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 3 | 51.2 | 81.7 | 63 | | | |
| Proprietary Club | 1 | 17.1 | 7.3 | 234 | | | |
| Registered Club | 2 | 34.1 | 28.2 | 121 | | | |
| Restaurant | 0 | 0.0 | 32.1 | 0 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|----------------------|-----------------------|------------------|-----------------------|----------|
| Roebuck | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | SO40 4SF |
| White Horse | Punch Pub Company | Pubs & Full On | Punch Pub Company | SO40 4US |
| Marchwood Yacht Club | Independent Free | Registered Club | Independent Free | SO40 4UX |
| Pilgrim Inn | Fuller Smith & Turner | Pubs & Full On | Fuller Smith & Turner | SO40 4WU |
| Royal Logistic Corps | Independent Free | Registered Club | Independent Free | SO40 4ZG |
| Cue Ts | Independent Free | Proprietary Club | Independent Free | SO40 4SF |

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03465_Roebuck, Southampton, SO40 4SF (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: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|--------------|-----|-----|
| 1 Affluent Achievers | 686 | 28.7 | 22.1 | 130 | | |
| 2 Rising Prosperity | 582 | 24.3 | 10.2 | 239 | | |
| 3 Comfortable Communities | 711 | 29.7 | 26.5 | 112 | | |
| 4 Financially Stretched | 262 | 10.9 | 23.7 | 46 | | |
| 5 Urban Adversity | 153 | 6.4 | 17.2 | 37 | | |
| 6 Not Private Households | 0 | 0.0 | 0.3 | 0 | | |
| Total households | | | | 2,394 | | |

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults 27.2% of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03465_Roebuck, Southampton, SO40 4SF (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 | 533 | 22.3 | 11.3 | 196 | | | |
| 1.C Mature Money | 153 | 6.4 | 9.6 | 66 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 582 | 24.3 | 6.4 | 382 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 16 | 0.7 | 5.7 | 12 | | | |
| 3.G Successful Suburbs | 478 | 20.0 | 6.0 | 335 | | | |
| 3.H Steady Neighbourhoods | 24 | 1.0 | 7.4 | 14 | | | |
| 3.I Comfortable Seniors | 0 | 0.0 | 2.9 | 0 | | | |
| 3.J Starting Out | 193 | 8.1 | 4.6 | 177 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 160 | 6.7 | 8.0 | 84 | | | |
| 4.M Striving Families | 92 | 3.8 | 7.4 | 52 | | | |
| 4.N Poorer Pensioners | 10 | 0.4 | 5.8 | 7 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 79 | 3.3 | 6.3 | 53 | | | |
| 5.P Struggling Estates | 18 | 0.8 | 5.7 | 13 | | | |
| 5.Q Difficult Circumstances | 56 | 2.3 | 5.2 | 45 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 0 | 0.0 | 0.3 | 0 | | | |
| Total households | 2,394 | | | | | | |

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

| | |
|----------------------------------|---|
| Age range 25-44 | Children at home 1 |
| House tenure Mortgaged | Family structure Couple with children |
| Number of beds 3 | House type Terraced |

FINANCIAL PROFILE

| | | |
|---|--|--|
| Household income UK: £43k London: £47k Average: £40k / Average: £48k | % Disposable income UK: 39% London: 32% Average: 43% / Average: 29% | Financial situation Running into debt Saving a lot |
|---|--|--|

BRANDS

| |
|--|
| SHOPPING: OFFICE, KEENERS, Range, MANGO |
| LEISURE: FRIDAYS, SUBWAY, PREZZO |
| WEBSITES: Zoopla, ticketmaster, comparethemarket |

DIGITAL

| | | |
|--|---|--|
| ATTITUDES | | |
| I worry about online security 60% UK average: 55% | Shopping online makes my life easier 63% UK average: 62% | I love the ease of using chat bots to get answers 28% UK average: 28% |

TOP BEHAVIOURS

| | | |
|---------------------------------|--|----------------------------------|
| Researching domestic appliances | Researching consumer tech (e.g. laptops) | Managing personal finance online |
|---------------------------------|--|----------------------------------|



| | | | | |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03465_Roebuck, Southampton, SO40 4SF (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 |
|--|--------------|------------|------------|-------|---|-----|-----|
| 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 | 183 | 7.6 | 2.6 | 289 | | | |
| 1.B.5 Wealthy countryside commuters | 21 | 0.9 | 2.5 | 36 | | | |
| 1.B.6 Financially comfortable families | 329 | 13.7 | 2.2 | 618 | | | |
| 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 | 146 | 6.1 | 3.1 | 198 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| 1.C.12 Retired and empty nesters | 7 | 0.3 | 2.5 | 12 | | | |
| 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 | 453 | 18.9 | 2.0 | 958 | | | |
| 2.E.19 First time buyers in small, modern homes | 129 | 5.4 | 3.4 | 159 | | | |
| 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 | 4 | 0.2 | 1.0 | 17 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 12 | 0.5 | 3.2 | 16 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 96 | 4.0 | 2.7 | 149 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 10 | 0.4 | 0.8 | 50 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 372 | 15.5 | 2.4 | 641 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 24 | 1.0 | 2.3 | 43 | | | |
| 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 | 111 | 4.6 | 2.2 | 215 | | | |
| 3.J.33 Smaller houses and starter homes | 82 | 3.4 | 2.4 | 143 | | | |
| 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 | 160 | 6.7 | 1.4 | 463 | | | |
| 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 | 0 | 0.0 | 1.0 | 0 | | | |
| 4.M Striving Families | | | | | | | |
| 4.M.41 Labouring semi-rural estates | 41 | 1.7 | 1.6 | 107 | | | |
| 4.M.42 Struggling young families in post-war terraces | 51 | 2.1 | 1.6 | 130 | | | |
| 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 | 10 | 0.4 | 0.8 | 53 | | | |
| 4.N.46 Elderly people in social rented flats | 0 | 0.0 | 1.0 | 0 | | | |
| 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 | 0 | 0.0 | 1.7 | 0 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 27 | 1.1 | 2.2 | 52 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 52 | 2.2 | 1.8 | 121 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 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 | 18 | 0.8 | 1.6 | 47 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 22 | 0.9 | 1.5 | 61 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 34 | 1.4 | 1.8 | 81 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 0 | 0.0 | 2.0 | 0 | | | |
| 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 | 0 | 0.0 | 0.3 | 0 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 2,394 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

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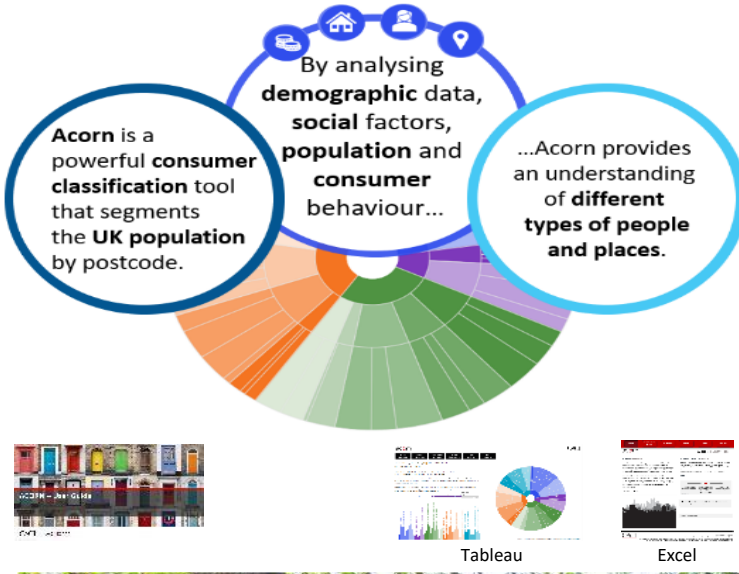


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

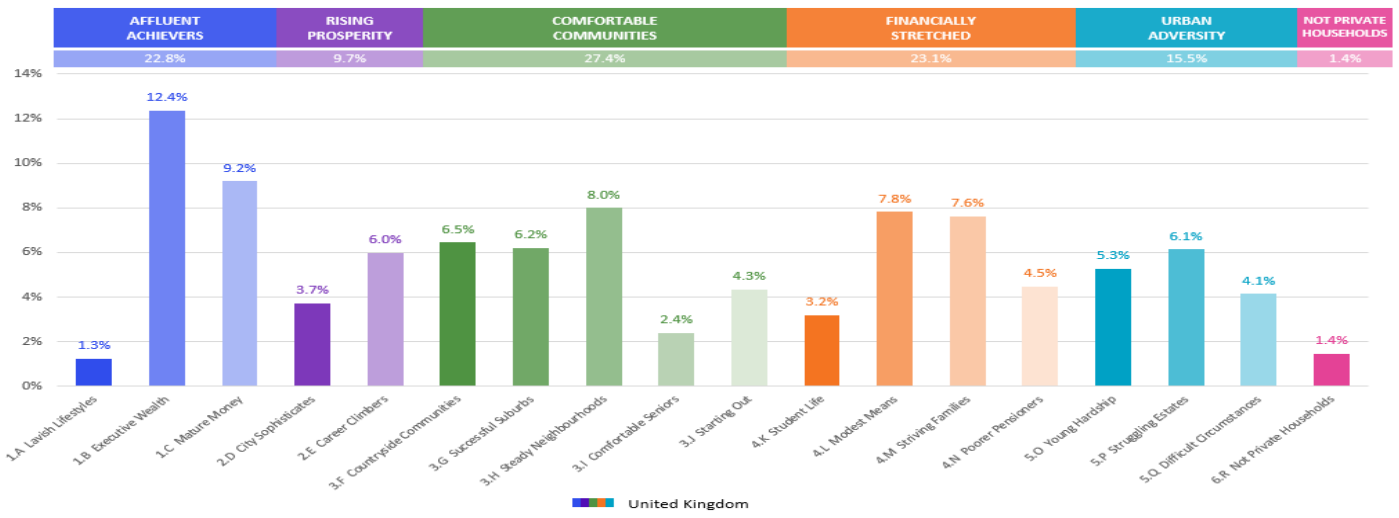
House tenure: Owned outright

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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