

MAP OF AREA

© 2023 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)



POPULATION PROJECTIONS

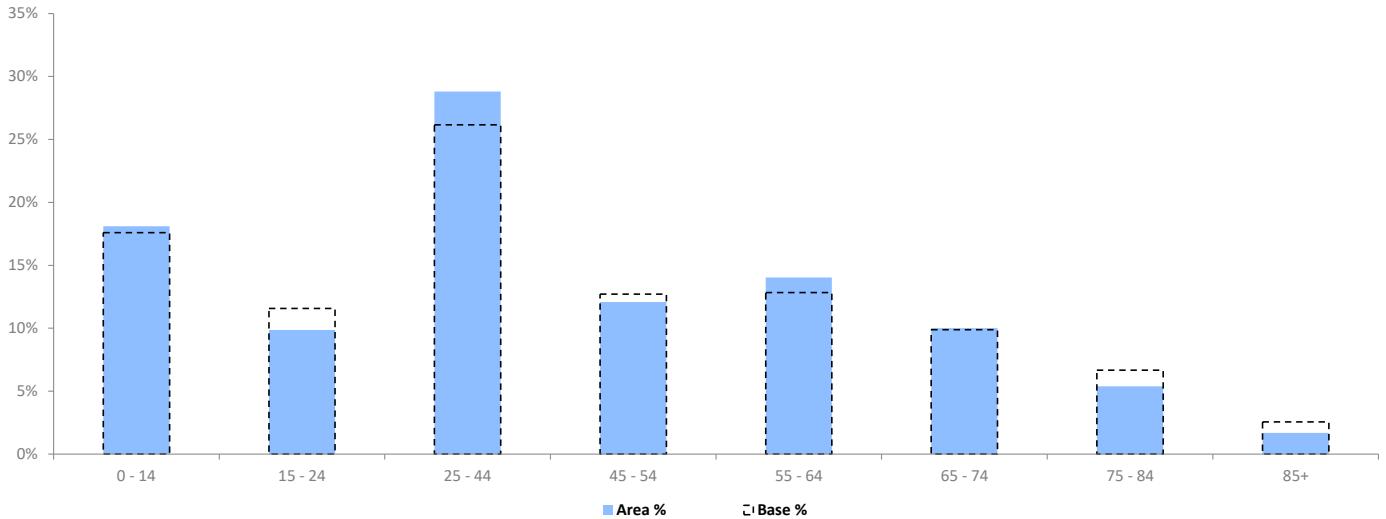
© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,082	18.1	17.6	103			
15 - 24	590	9.9	11.6	85			
25 - 44	1,722	28.8	26.2	110			
45 - 54	722	12.1	12.7	95			
55 - 64	839	14.0	12.8	109			
65 - 74	598	10.0	9.9	101			
75 - 84	322	5.4	6.7	81			
85+	101	1.7	2.6	66			
Total population	5,976						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£197,709	£80.73	£73.74	109			
2. Alcoholic beverages, tobacco and narcotics	£63,922	£26.10	£27.43	95			
3. Clothing & Footwear	£117,050	£47.80	£41.92	114			
4. Housing, water, electricity, gas and other fuels	£226,054	£92.30	£92.23	100			
5. Furnishings, equipment and routine maintenance	£108,984	£44.50	£39.49	113			
6. Health	£50,265	£20.52	£16.97	121			
7. Transport	£353,523	£144.35	£115.30	125			
8. Communication	£39,618	£16.18	£14.64	110			
9. Recreation & Culture	£282,325	£115.28	£100.48	115			
10. Education	£47,847	£19.54	£22.34	87			
11. Restaurants & Hotels	£221,477	£90.44	£82.30	110			
12. Miscellaneous goods and services	£300,879	£122.86	£104.94	117			
Total Expenditure	£2,009,653	£820.60	£731.77	112			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

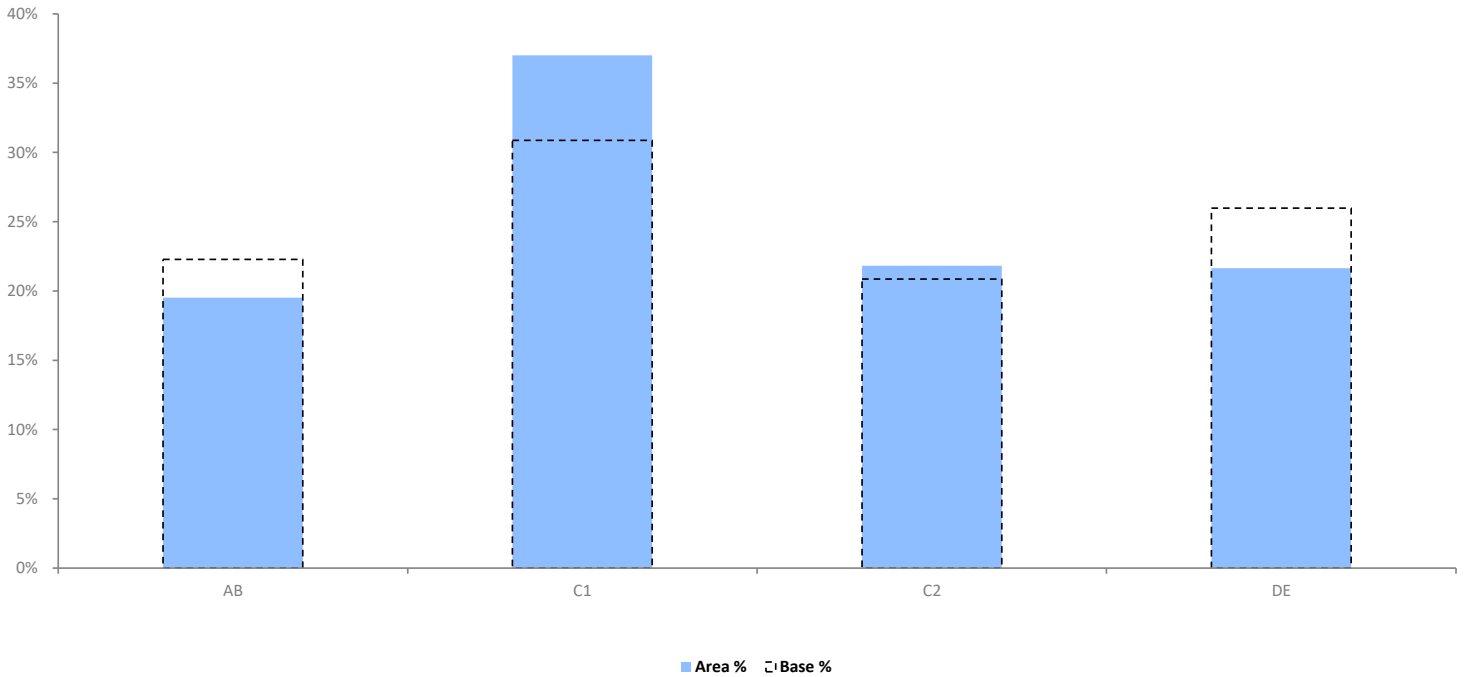
UP TO DATE DEMOGRAPHICS

© 2023 CACI Limited and all other applicable third party notices (Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	475	19.5	22.3	88			
C1: Supervisory, clerical, jr managerial/admin/professional	901	37.0	30.9	120			
C2: Skilled manual workers	531	21.8	20.9	105			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	527	21.7	26.0	83			
Total household reference persons aged 16 to 64	2,434						



CGA LICENCED PREMISES

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (:
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	50.2	82.8	61			
Proprietary Club	1	16.7	7.5	224			
Registered Club	2	33.5	28.7	117			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	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

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 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

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	728	29.9	22.0	136		
2 Rising Prosperity	523	21.5	10.3	209		
3 Comfortable Communities	761	31.3	26.3	119		
4 Financially Stretched	265	10.9	23.7	46		
5 Urban Adversity	157	6.5	17.4	37		
6 Not Private Households	0	0.0	0.3	0		
Total households				2,434		



Graph

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ← → Saving a lot

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

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)
Base: Great Britain
Year: 2022

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	574	23.6	11.2	210			
1.C Mature Money	154	6.3	9.6	66			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	523	21.5	6.3	342			
3. Comfortable Communities							
3.F Countryside Communities	55	2.3	5.7	39			
3.G Successful Suburbs	486	20.0	5.9	339			
3.H Steady Neighbourhoods	24	1.0	7.4	13			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	196	8.1	4.4	181			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	162	6.7	7.9	84			
4.M Striving Families	93	3.8	7.5	51			
4.N Poorer Pensioners	10	0.4	5.8	7			
5. Urban Adversity							
5.O Young Hardship	80	3.3	6.2	53			
5.P Struggling Estates	19	0.8	5.9	13			
5.Q Difficult Circumstances	58	2.4	5.3	45			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,434						

Acorn Group Pen Portrait

1 B Executive Wealth 6.5M UK Adults 12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

CORE DEMOGRAPHICS

Age range 45-64	Children at home 2
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



BRANDS

SHOPPING <i>Cath Kidston</i>	THE WHITE COMPANY	LEON LEXIS	Russell & Bromley
LEISURE M&S PURE FOODS	*PRET A MANGER*	WHOLE FOODS	wahaca
WEBSITES UBER SPORT	rightmove	M&S	MoneySavingExpert.com

DIGITAL AND TECH

ATTITUDES

I worry about online security 62% UK average: 59%	Shopping online makes my life easier 65% UK average: 62%	I love the ease of using chat bots to get answers 28% UK average: 28%
--	---	--

FINANCIAL PROFILE

Household income UK: £59k London: £63k Average: £70k / Average: £16k	% Disposable income UK: 46% London: 40% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
---	--	--

TOP BEHAVIOURS

Own an iPhone	Research holidays online	Purchase financial products online
---------------	--------------------------	------------------------------------



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

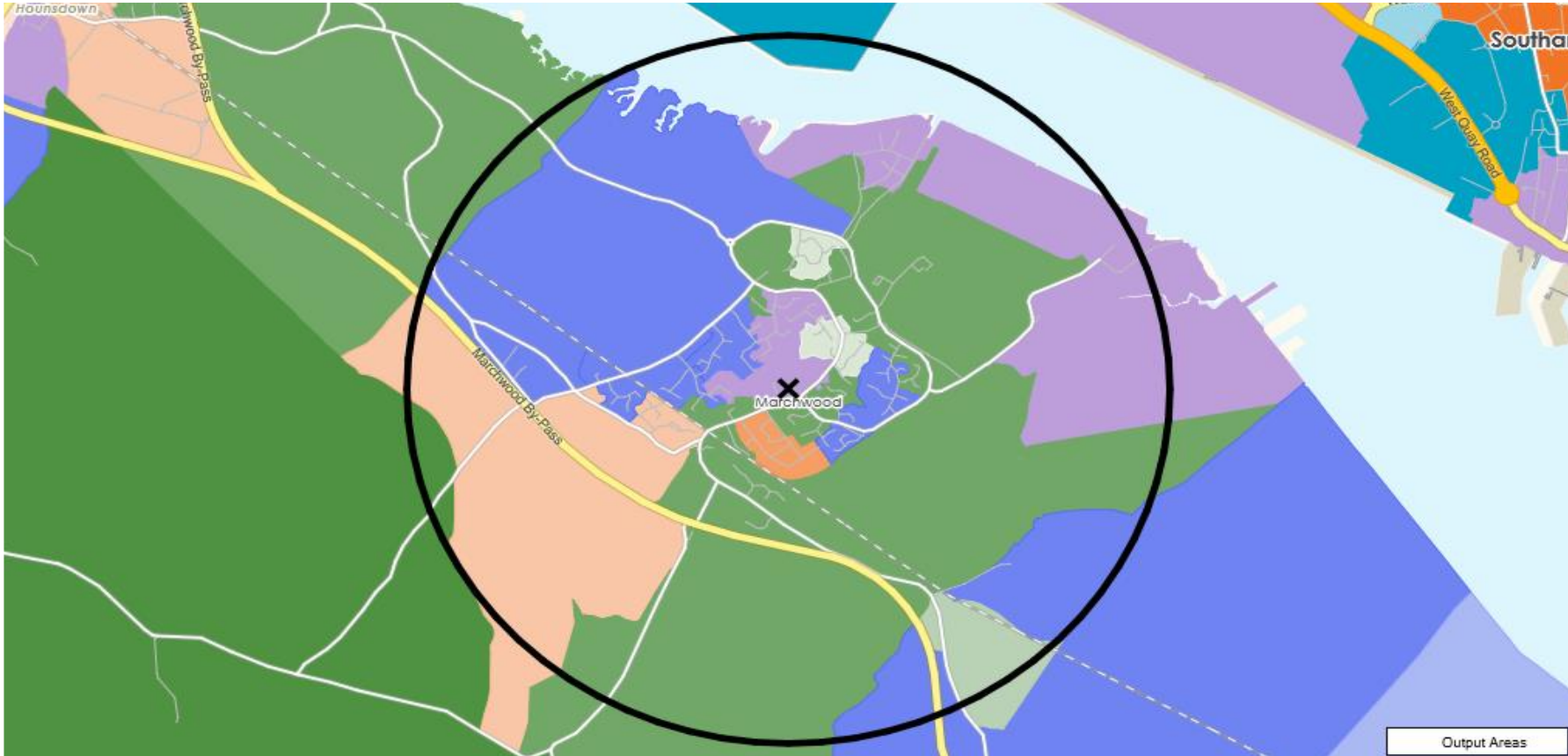
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	162	6.7	2.6	254			
1.B.5 Wealthy countryside commuters	22	0.9	2.4	37			
1.B.6 Financially comfortable families	385	15.8	2.2	720			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	5	0.2	1.6	13			
1.C Mature Money							
1.C.10 Better-off villagers	146	6.0	3.0	198			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	8	0.3	2.5	13			
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	394	16.2	1.9	844			
2.E.19 First time buyers in small, modern homes	129	5.3	3.3	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	16			
3.F.23 Owner occupiers in small towns and villages	51	2.1	3.2	66			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	97	4.0	2.7	150			
3.G.25 Larger family homes, multi-ethnic areas	10	0.4	0.8	50			
3.G.26 Semi-professional families, owner occupied neighbourhoods	379	15.6	2.4	645			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	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	42			
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	113	4.6	2.1	219			
3.J.33 Smaller houses and starter homes	83	3.4	2.3	147			
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	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	162	6.7	1.4	465			
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	106			
4.M.42 Struggling young families in post-war terraces	52	2.1	1.6	130			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	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	52			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	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	51			
5.O.50 Struggling younger people in mixed tenure	53	2.2	1.8	123			
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	1.1	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	19	0.8	1.6	48			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	23	0.9	1.5	63			
5.Q.58 Singles and young families, some receiving benefits	35	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	2,434						

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03465_Roebuck, Southampton, SO40 4SF (1 Mile contour)



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

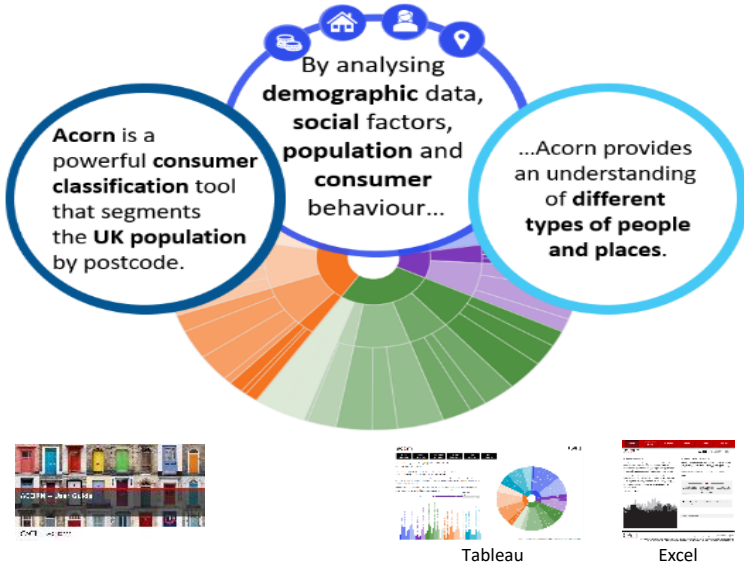
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest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

Output Areas

ACORN - WHAT IS IT?

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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%

