

CGA LICENCED PREMISES

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Area: P00547_Fawcett, Southsea, PO4 0DP (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	100	121.4	81.7	149			
Proprietary Club	9	10.9	7.3	150			
Registered Club	10	12.1	28.2	43			
Restaurant	44	53.4	32.1	166			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Scarlet Tap	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3PT
Eastney Tavern	Ei Group	Pubs & Full On	Ei Group	PO 4 9PN
Isambard Kingdom Brunel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 1 2DD
Park Tavern	Greene King	Pubs & Full On	Greene King	PO 1 1DE
Royal Standard	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 1 1DE
Surrey Arms	Independent Free	Pubs & Full On	Independent Free	PO 1 1JT
Royal British Legion Club	Independent Free	Registered Club	Independent Free	PO 1 1PS
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 2PT
Guildhall	Independent Free	Pubs & Full On	Independent Free	PO 1 2AL
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	PO 1 2DD
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	PO 1 2LX
Hampshire Boulevard	Independent Free	Pubs & Full On	Independent Free	PO 1 2QN
Painters Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 4HA
Froddington Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 1 5AB
British Rail Social Club	Independent Free	Registered Club	Independent Free	PO 1 5BL
Newcome Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 1 5DT
Electric Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 1 5HD
Trafalgar Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 5HH
Guildhall Village	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	PO 1 2RY
Ocean Hotel	Independent Free	Pubs & Full On	Independent Free	PO 4 0RW
Rutland Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 0AH
Portsmouth Rifle Club	Independent Free	Registered Club	Independent Free	PO 4 0AW
Fawcett Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 4 0DP
Nell Gwynne	Unknown	Pubs & Full On	Unknown	PO 4 0EN
Northcote Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 0HL
Golden Eagle	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 4 0JA
Indian Cottage Restaurant	Independent Free	Restaurant	Independent Free	PO 4 0JR
Twins	Independent Free	Restaurant	Independent Free	PO 4 0JR
Leopold Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 0JT
Bold Forester	Greene King	Pubs & Full On	Greene King	PO 4 0JW
G Boutique Hotel	Independent Free	Pubs & Full On	Independent Free	PO 4 0NQ
Marmion Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 5 2BA
Lounge & Elegance	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	PO 4 0RD
Gaiety Suite	Six Piers Ltd	Pubs & Full On	Six Piers Ltd	PO 4 0SW
Artillery Arms	Independent Free	Pubs & Full On	Independent Free	PO 4 8HB
Meon Valley	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 4 8NN
Milton Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 8PR
Shepherd Crook	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 4 8QZ
Festing	Greene King	Pubs & Full On	Greene King	PO 4 0NG
Eastfield Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 9HT
Fort Cumberland Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 4 9JB
Sirloin Of Beef	Independent Free	Pubs & Full On	Independent Free	PO 4 9NH
Three Marines	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 4 9NQ
Portsmouth Deaf Club	Independent Free	Registered Club	Independent Free	PO 1 1LX
Beacon	Independent Free	Pubs & Full On	Independent Free	PO 5 1JF
Pot Black Club	Independent Free	Proprietary Club	Independent Free	PO 5 1JF
Portsmouth Irish Centre	Independent Free	Registered Club	Independent Free	PO 5 1JF
T & J Mahal	Independent Free	Restaurant	Independent Free	PO 5 1JF
Southsea Brunch Club	Independent Free	Restaurant	Independent Free	PO 5 1LH
Deco	Independent Free	Pubs & Full On	Independent Free	PO 5 1LR
Rakuzen	Independent Free	Restaurant	Independent Free	PO 5 1LR
One Eyed Dog	Independent Free	Pubs & Full On	Independent Free	PO 5 1LU
Lawrence Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 1NU

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Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Agora	Independent Free	Restaurant	Independent Free	PO 5 2ED
Sant Yago	Independent Free	Restaurant	Independent Free	PO 5 2EE
Jolly Sailor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2EU
Restaurant 27	Independent Free	Restaurant	Independent Free	PO 5 2JF
Florence Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 5 2NE
Phoenix	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2QU
Kings Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 5 2SE
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	PO 5 2SX
Sakura	Independent Free	Restaurant	Independent Free	PO 5 2SE
Vaults	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 5 2SF
Bombay Express	Independent Free	Restaurant	Independent Free	PO 5 2SG
Haldi	Independent Free	Restaurant	Independent Free	PO 5 2SG
Akash Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SG
Lord John Russell	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2SH
Golden Curry Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SH
Acapulco	Independent Free	Pubs & Full On	Independent Free	PO 5 2SJ
Fifth Hants Volunteer Arms	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 5 2SL
Fat Fox	Independent Free	Pubs & Full On	Independent Free	PO 5 2SP
Royal Albert	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2SQ
Duke Of Devonshire	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2SQ
Becketts	Independent Free	Restaurant	Independent Free	PO 5 3AT
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	PO 5 3AU
Montys	Independent Free	Restaurant	Independent Free	PO 5 3AY
Mayfair Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO 5 3AZ
Carter And Co	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3BY
Barley Mow	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3DE
Giuseppes	Independent Free	Restaurant	Independent Free	PO 5 3EG
Queens Hotel	Independent Free	Pubs & Full On	Independent Free	PO 5 3LJ
Greenwich	Independent Free	Pubs & Full On	Independent Free	PO 5 3LR
Noble House	Independent Free	Restaurant	Independent Free	PO 5 3LS
Rancho	Independent Free	Restaurant	Independent Free	PO 5 3LS
Shenanigans Irish Cafe	Independent Free	Pubs & Full On	Independent Free	PO 5 3LS
Yonkers	Independent Free	Restaurant	Independent Free	PO 5 3LT
Lord Fitzclarence	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3LS
Circolo Pizzeria	Independent Free	Restaurant	Independent Free	PO 5 3LU
Burgerz N Brewz	Independent Free	Restaurant	Independent Free	PO 5 3LU
Auckland Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 5 3NB
Apsley House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 5 3NY
Ashbys	Independent Free	Pubs & Full On	Independent Free	PO 5 3NY
Southsea Village	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	PO 5 3PP
Lord Palmerston	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 5 3PT
Meat And Barrel	Independent Free	Restaurant	Independent Free	PO 5 3PT
Leilamezze Restaurant	Independent Free	Restaurant	Independent Free	PO 5 4AQ
Raven	Independent Free	Pubs & Full On	Independent Free	PO 5 4BT
Eldon Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 4BS
King Street Tavern	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	PO 5 4EH
Castle	Independent Free	Pubs & Full On	Independent Free	PO 5 4PT
Wedgewood Rooms & Edge Of The Wed	Independent Free	Pubs & Full On	Independent Free	PO 4 0JW
Astoria	Independent Free	Proprietary Club	Independent Free	PO 1 2RY
Mars	Independent Free	Pubs & Full On	Independent Free	PO 1 4DG
Porters	Independent Free	Pubs & Full On	Independent Free	PO 5 2SE
Wave Maiden	Independent Free	Pubs & Full On	Independent Free	PO 5 3LT
Monarch	Independent Free	Restaurant	Independent Free	PO 5 3PP

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Name	Description	License Type	Owner Name	Postcode
Jameson Arms	Independent Free	Pubs & Full On	Independent Free	PO 1 1QE
Portsmouth Football Club	Independent Free	Proprietary Club	Independent Free	PO 4 8RA
Craneswater Club	Independent Free	Proprietary Club	Independent Free	PO 4 9BZ
Hole In The Wall	Independent Free	Pubs & Full On	Independent Free	PO 5 3BY
Pyramid	Independent Free	Proprietary Club	Independent Free	PO 5 3ST
Pryzm	Rekom UK	Proprietary Club	Rekom UK	PO 1 1DS
New Theatre Royal	Independent Free	Pubs & Full On	Independent Free	PO 1 2DD
Mr Miyagi	Independent Free	Pubs & Full On	Independent Free	PO 1 2RY
Dockyard	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 2RY
John Jacques	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 1 5BZ
Gin & Olive	Independent Free	Pubs & Full On	Independent Free	PO 5 2SE
Otakusushi	Independent Free	Restaurant	Independent Free	PO 1 2DB
Briny	Independent Free	Restaurant	Independent Free	PO 5 3PG
Jamil	Independent Free	Restaurant	Independent Free	PO 5 3LU
Rees Hall	Independent Free	Registered Club	Independent Free	PO 5 3AT
Hong Kong Charlies	Independent Free	Pubs & Full On	Independent Free	PO 5 3PP
Steki Taverna	Independent Free	Restaurant	Independent Free	PO 5 3LR
Honest Politician	Independent Free	Pubs & Full On	Independent Free	PO 5 1JF
Sopranos	Independent Free	Restaurant	Independent Free	PO 5 3PT
Drift	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 5 3PT
Spice Merchant	Independent Free	Restaurant	Independent Free	PO 5 3LT
Waverly Bowling Club	Independent Free	Registered Club	Independent Free	PO 5 2PS
Kings Theatre	Independent Free	Pubs & Full On	Independent Free	PO 5 2QJ
Southsea Golf Links	Independent Free	Registered Club	Independent Free	PO 4 9RF
Koh Thai Tapas	Koh Thai	Restaurant	Koh Thai	PO 5 3AH
Bonitas	Independent Free	Pubs & Full On	Independent Free	PO 5 3PT
Bodrum	Independent Free	Restaurant	Independent Free	PO 4 0JW
Portsmouth Cricket	Independent Free	Registered Club	Independent Free	PO 4 9RF
Ibis Budget	Accor Hotels	Pubs & Full On	Accor Hotels	PO 4 8SL
Nicholsons	Independent Free	Restaurant	Independent Free	PO 4 0JR
La King Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO 5 3LT
Stattons	Independent Free	Pubs & Full On	Independent Free	PO 5 2NE
Wiggle	Independent Free	Proprietary Club	Independent Free	PO 1 1JT
Nemrut Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SN
Chambers Lounge And Restaurant	Independent Free	Restaurant	Independent Free	PO 1 2RG
Palmerston Grill	Independent Free	Pubs & Full On	Independent Free	PO 5 3PT
Cedar Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SF
Fah Thai	Independent Free	Restaurant	Independent Free	PO 5 2SL
Southsea Beach Cafe	Independent Free	Pubs & Full On	Independent Free	PO 4 0SP
China House	Independent Free	Restaurant	Independent Free	PO 4 0JP
Fratton Social Club	Independent Free	Registered Club	Independent Free	PO 1 5AB
Parade Tearooms	Independent Free	Pubs & Full On	Independent Free	PO 5 3JF
Charter Community Sports Centre	Independent Free	Proprietary Club	Independent Free	PO 5 4LH
Florence House	Independent Free	Pubs & Full On	Independent Free	PO 5 2NA
Florence Gardens Boutique Hotel And R	Independent Free	Pubs & Full On	Independent Free	PO 5 2NA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	PO 1 2TR
Merchant House	Independent Free	Pubs & Full On	Independent Free	PO 4 9DE
Emporium Bar	Independent Free	Pubs & Full On	Independent Free	PO 5 1LR
7Bone	7Bone	Restaurant	7Bone	PO 1 2DD
Croxtons Kitchen And Tap House	Independent Free	Pubs & Full On	Independent Free	PO 5 3PT
Shepherds Crook	Independent Free	Pubs & Full On	Independent Free	PO 4 8DR
Panero Lounge	Loungers	Pubs & Full On	Loungers	PO 5 3QH
Southsea Deli	Independent Free	Restaurant	Independent Free	PO 5 2DF

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Restaurant	44	53.4	32.1	166			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Broken & Repaired	Independent Free	Pubs & Full On	Independent Free	PO 5 2SN
Sherlocks	Independent Free	Pubs & Full On	Independent Free	PO 5 2ED
Angels	Independent Free	Restaurant	Independent Free	PO 4 8DR
Southsea Travel Co	Independent Free	Restaurant	Independent Free	PO 5 2AT

MAP OF AREA

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Source: OS Open Data 2018

Area: P00547_Fawcett, Southsea, PO4 ODP (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: P00547_Fawcett, Southsea, PO4 0DP (1 Mile contour)
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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,338	3.8	22.1	17		
2 Rising Prosperity	5,201	14.9	10.2	147		
3 Comfortable Communities	9,809	28.2	26.5	106		
4 Financially Stretched	9,251	26.6	23.7	112		
5 Urban Adversity	9,050	26.0	17.2	151		
6 Not Private Households	150	0.4	0.3	125		
Total households		34,799				

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

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	34	0.1	1.1	9			
1.B Executive Wealth	680	2.0	11.3	17			
1.C Mature Money	624	1.8	9.6	19			
2. Rising Prosperity							
2.D City Sophisticates	902	2.6	3.8	68			
2.E Career Climbers	4,299	12.4	6.4	194			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	28	0.1	6.0	1			
3.H Steady Neighbourhoods	3,136	9.0	7.4	122			
3.I Comfortable Seniors	370	1.1	2.9	37			
3.J Starting Out	6,275	18.0	4.6	396			
4. Financially Stretched							
4.K Student Life	7,695	22.1	2.5	882			
4.L Modest Means	399	1.1	8.0	14			
4.M Striving Families	31	0.1	7.4	1			
4.N Poorer Pensioners	1,126	3.2	5.8	56			
5. Urban Adversity							
5.O Young Hardship	3,465	10.0	6.3	159			
5.P Struggling Estates	1,777	5.1	5.7	90			
5.Q Difficult Circumstances	3,808	10.9	5.2	209			
6. Not Private Households							
6.R Not Private Households	150	0.4	0.3	125			
Total households	34,799						

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

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £28k, London: £32k	UK: 30%, London: 28%	Running into debt / Saving a lot
Average: £40k	Average: £48k	

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: 58%)
- 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%)

TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online

ABCDEFGHIJKLMNOPQRS

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	34	0.1	0.9	11			
1.B Executive Wealth							
1.B.4 Asset rich families	12	0.0	2.6	1			
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	389	1.1	0.9	131			
1.B.8 Prosperous suburban families	257	0.7	1.5	48			
1.B.9 Well-off edge of towners	22	0.1	1.6	4			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	60	0.2	2.8	6			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	564	1.6	1.3	125			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	158	0.5	0.7	65			
2.D.15 Younger professionals in smaller flats	15	0.0	1.5	3			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	729	2.1	1.0	217			
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	3,419	9.8	3.4	290			
2.E.20 Mixed metropolitan areas	880	2.5	1.0	252			
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	28	0.1	2.7	3			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
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	3,119	9.0	1.6	559			
3.H.29 Established suburbs, older families	17	0.0	2.3	2			
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	370	1.1	0.5	219			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	6,266	18.0	2.2	837			
3.J.33 Smaller houses and starter homes	9	0.0	2.4	1			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	854	2.5	0.3	733			
4.K.35 Term-time terraces	2,449	7.0	0.2	2,826			
4.K.36 Educated young people in flats and tenements	4,392	12.6	1.9	656			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	139	0.4	1.4	28			
4.L.38 Semi-skilled workers in traditional neighbourhoods	35	0.1	2.6	4			
4.L.39 Fading owner occupied terraces	225	0.6	2.9	22			
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	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	31	0.1	2.2	4			
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	947	2.7	1.0	264			
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	179	0.5	1.7	30			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	520	1.5	2.2	68			
5.O.50 Struggling younger people in mixed tenure	677	1.9	1.8	108			
5.O.51 Young people in small, low cost terraces	2,268	6.5	2.3	288			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	10	0.0	1.6	2			
5.P.53 Low income terraces	782	2.2	0.8	273			
5.P.54 Multi-ethnic, purpose-built estates	32	0.1	1.0	9			
5.P.55 Deprived and ethnically diverse in flats	948	2.7	0.7	368			
5.P.56 Low income large families in social rented semis	5	0.0	1.6	1			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	946	2.7	1.5	180			
5.Q.58 Singles and young families, some receiving benefits	123	0.4	1.8	20			
5.Q.59 Deprived areas and high-rise flats	2,739	7.9	2.0	400			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.0	0.1	39			
6.R.61 Inactive communal population	142	0.4	0.3	143			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	34,799						

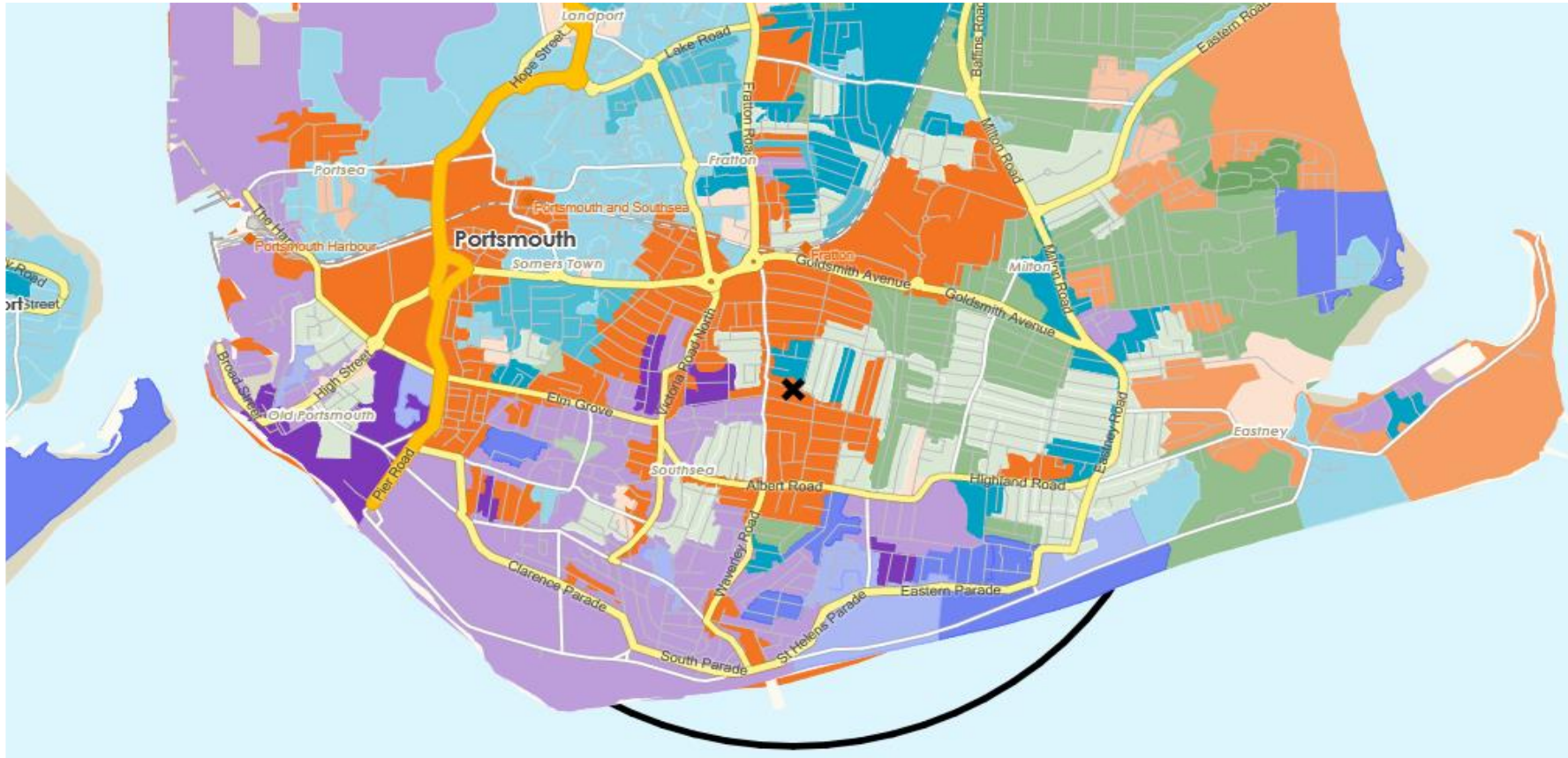
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00547_Fawcett, Southsea, PO4 0DP (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

12.1M 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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