

CGA LICENCED PREMISES

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Area: P00603_Froddington Arms, Portsmouth, PO:
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	82	96.8	81.7	119			
Proprietary Club	8	9.4	7.3	130			
Registered Club	14	16.5	28.2	59			
Restaurant	33	39.0	32.1	121			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Shearers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 1 5LP
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
University Of Portsmouth Students Union	Independent Free	Registered Club	Independent Free	PO 1 2ED
City Museumart Gallery	Independent Free	Pubs & Full On	Independent Free	PO 1 2LJ
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	PO 1 2LX
Hampshire Boulevard	Independent Free	Pubs & Full On	Independent Free	PO 1 2QN
Dim Sum Hut	Independent Free	Restaurant	Independent Free	PO 1 4BJ
Star Of Asia	Independent Free	Restaurant	Independent Free	PO 1 4BX
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
Florist	Independent Free	Pubs & Full On	Independent Free	PO 1 5JX
Portsmouth Radical Club	Independent Free	Registered Club	Independent Free	PO 1 5JX
Graham Arms	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	PO 1 5QY
Buckland Community Association	Independent Free	Registered Club	Independent Free	PO 2 7BA
Scotts Tap & Keller	Independent Free	Pubs & Full On	Independent Free	PO 2 7DP
George & Dragon	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 7EB
Gandhis Indian Restaurant	Independent Free	Restaurant	Independent Free	PO 2 7EB
British Queen	Independent Free	Pubs & Full On	Independent Free	PO 2 7NA
New Taj Mahal	Independent Free	Restaurant	Independent Free	PO 2 7PA
Crescent Snooker Club	Independent Free	Proprietary Club	Independent Free	PO 2 7PD
Druids Arms	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 2 7PH
Winchester Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 7PS
Stag	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 2 7QU
Mermaid	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 2 7RW
Ken-Tone Club	Independent Free	Registered Club	Independent Free	PO 2 7RW
Rose In June	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 3 6AR
Good Companion	Greene King	Pubs & Full On	Greene King	PO 3 6ES
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
Marmion Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 5 2BA
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

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Name	Description	License Type	Owner Name	Postcode
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
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
Agora	Independent Free	Restaurant	Independent Free	PO 5 2ED
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
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
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
Jameson Arms	Independent Free	Pubs & Full On	Independent Free	PO 1 1QE
Hms Nelson	Independent Free	Registered Club	Independent Free	PO 1 3HH
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
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

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Restaurant	33	39.0	32.1	121			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Otakusushi	Independent Free	Restaurant	Independent Free	PO 1 2DB
Yan Woo	Independent Free	Restaurant	Independent Free	PO 2 7DP
Honest Politician	Independent Free	Pubs & Full On	Independent Free	PO 5 1JF
Stacey Social Club	Independent Free	Registered Club	Independent Free	PO 3 6DN
United Services Rugby Club	Independent Free	Registered Club	Independent Free	PO 1 2EJ
Waverly Bowling Club	Independent Free	Registered Club	Independent Free	PO 5 2PS
Kings Theatre	Independent Free	Pubs & Full On	Independent Free	PO 5 2QJ
Koh Thai Tapas	Koh Thai	Restaurant	Koh Thai	PO 5 3AH
Bodrum	Independent Free	Restaurant	Independent Free	PO 4 0JW
Ibis Budget	Accor Hotels	Pubs & Full On	Accor Hotels	PO 4 8SL
Nicholsons	Independent Free	Restaurant	Independent Free	PO 4 0JR
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
Cedar Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SF
Fah Thai	Independent Free	Restaurant	Independent Free	PO 5 2SL
China House	Independent Free	Restaurant	Independent Free	PO 4 0JP
Fratton Social Club	Independent Free	Registered Club	Independent Free	PO 1 5AB
Charter Community Sports Centre	Independent Free	Proprietary Club	Independent Free	PO 5 4LH
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
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
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
Hms Temeraire	Independent Free	Pubs & Full On	Independent Free	PO 1 2HB

MAP OF AREA

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Source: OS Open Data 2018

Area: P00603_Froddington Arms, Portsmouth, PO1 5AB (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: P00603_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	478	1.4	22.1	6		
2 Rising Prosperity	2,546	7.4	10.2	73		
3 Comfortable Communities	9,078	26.4	26.5	99		
4 Financially Stretched	8,857	25.7	23.7	109		
5 Urban Adversity	13,387	38.9	17.2	226		
6 Not Private Households	84	0.2	0.3	71		
Total households		34,430				

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

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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Area: P00603_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)
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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	304	0.9	11.3	8			
1.C Mature Money	140	0.4	9.6	4			
2. Rising Prosperity							
2.D City Sophisticates	442	1.3	3.8	34			
2.E Career Climbers	2,104	6.1	6.4	96			
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	4,040	11.7	7.4	158			
3.I Comfortable Seniors	326	0.9	2.9	33			
3.J Starting Out	4,684	13.6	4.6	299			
4. Financially Stretched							
4.K Student Life	6,879	20.0	2.5	797			
4.L Modest Means	240	0.7	8.0	9			
4.M Striving Families	226	0.7	7.4	9			
4.N Poorer Pensioners	1,512	4.4	5.8	76			
5. Urban Adversity							
5.O Young Hardship	5,345	15.5	6.3	248			
5.P Struggling Estates	2,236	6.5	5.7	114			
5.Q Difficult Circumstances	5,806	16.9	5.2	322			
6. Not Private Households							
6.R Not Private Households	84	0.2	0.3	71			
Total households	34,430						

Acorn Group Pen Portrait

4
M
Striving Families

4.1M
7.8%

UK Adults of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

BRANDS

SHOPPING 	PRIMARK	PEACOCKS	sav ers
LEISURE 			
WEBSITES 			

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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DIGITAL

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

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ABCDEFGHIJKLMNOPQR

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

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Area: P00603_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)
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Sort by: Corn Structure
 Index
 Profile %

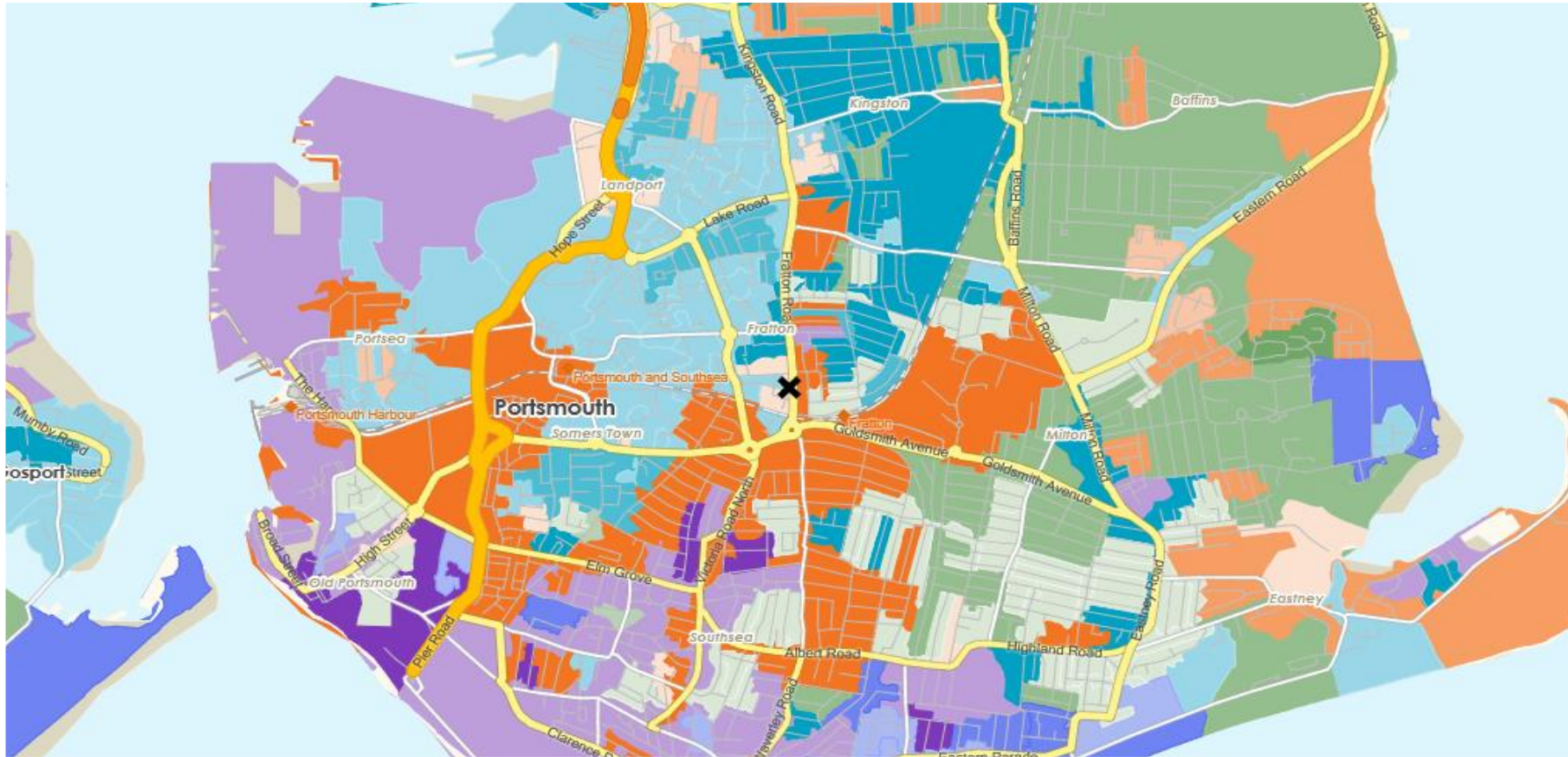
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	34	0.1	0.9	12			
1.B Executive Wealth							
1.B.4 Asset rich families	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	258	0.7	0.9	88			
1.B.8 Prosperous suburban families	46	0.1	1.5	9			
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	23	0.1	2.8	2			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	117	0.3	1.3	26			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	63	0.2	0.7	26			
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	364	1.1	1.0	109			
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	1,284	3.7	3.4	110			
2.E.20 Mixed metropolitan areas	820	2.4	1.0	237			
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	41	0.1	3.5	3			
3.H.28 Owner occupied terraces, average income	3,961	11.5	1.6	718			
3.H.29 Established suburbs, older families	38	0.1	2.3	5			
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	326	0.9	0.5	195			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	4,675	13.6	2.2	631			
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	831	2.4	0.3	721			
4.K.35 Term-time terraces	2,439	7.1	0.2	2,845			
4.K.36 Educated young people in flats and tenements	3,609	10.5	1.9	545			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	133	0.4	1.4	27			
4.L.38 Semi-skilled workers in traditional neighbourhoods	3	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	104	0.3	2.9	10			
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	219	0.6	1.6	39			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	7	0.0	2.2	1			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	25	0.1	0.8	9			
4.N.46 Elderly people in social rented flats	1,292	3.8	1.0	364			
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	195	0.6	1.7	33			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	591	1.7	2.2	79			
5.O.50 Struggling younger people in mixed tenure	1,189	3.5	1.8	192			
5.O.51 Young people in small, low cost terraces	3,565	10.4	2.3	457			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	83	0.2	1.6	15			
5.P.53 Low income terraces	1,063	3.1	0.8	376			
5.P.54 Multi-ethnic, purpose-built estates	32	0.1	1.0	10			
5.P.55 Deprived and ethnically diverse in flats	1,022	3.0	0.7	401			
5.P.56 Low income large families in social rented semis	36	0.1	1.6	7			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1,732	5.0	1.5	333			
5.Q.58 Singles and young families, some receiving benefits	186	0.5	1.8	31			
5.Q.59 Deprived areas and high-rise flats	3,888	11.3	2.0	573			
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	76	0.2	0.3	78			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	34,430						

DOMINANT ACORN GROUP - HOUSEHOLDS

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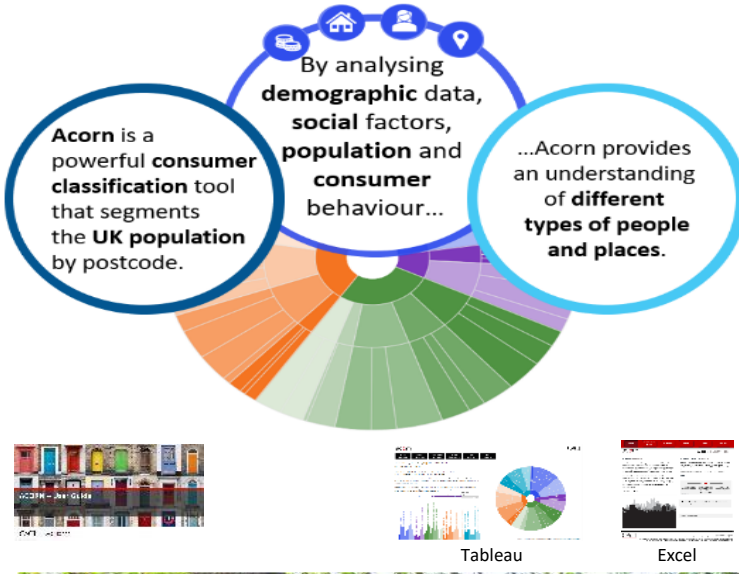
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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**

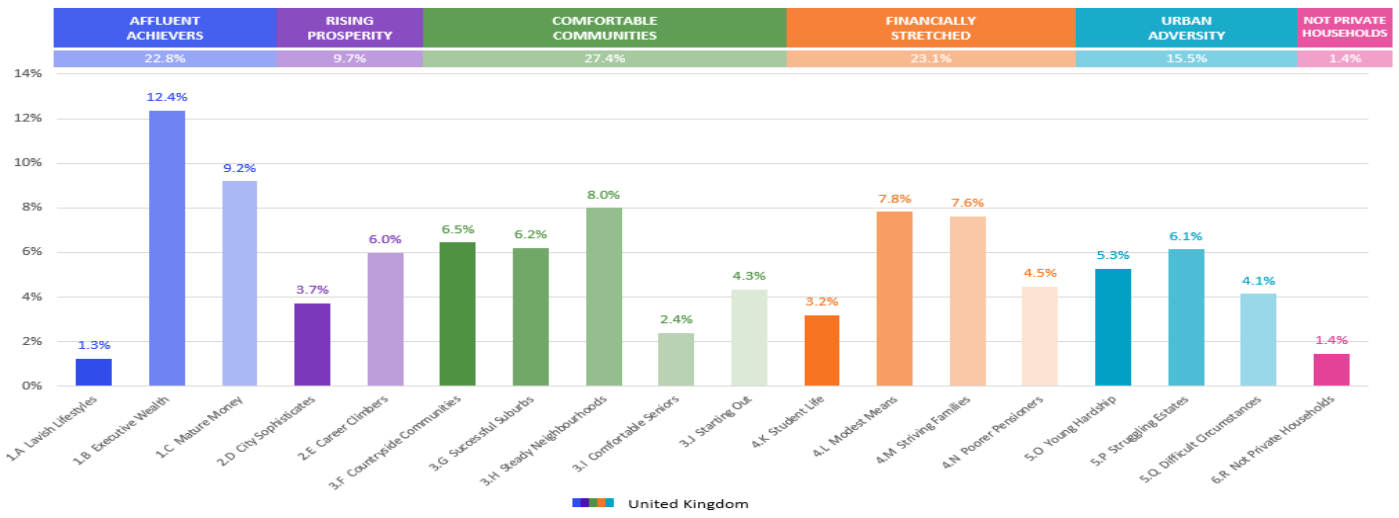
House tenure: **Owned outright**

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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Source: OS Open Data 2018

Area: P00603_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)

