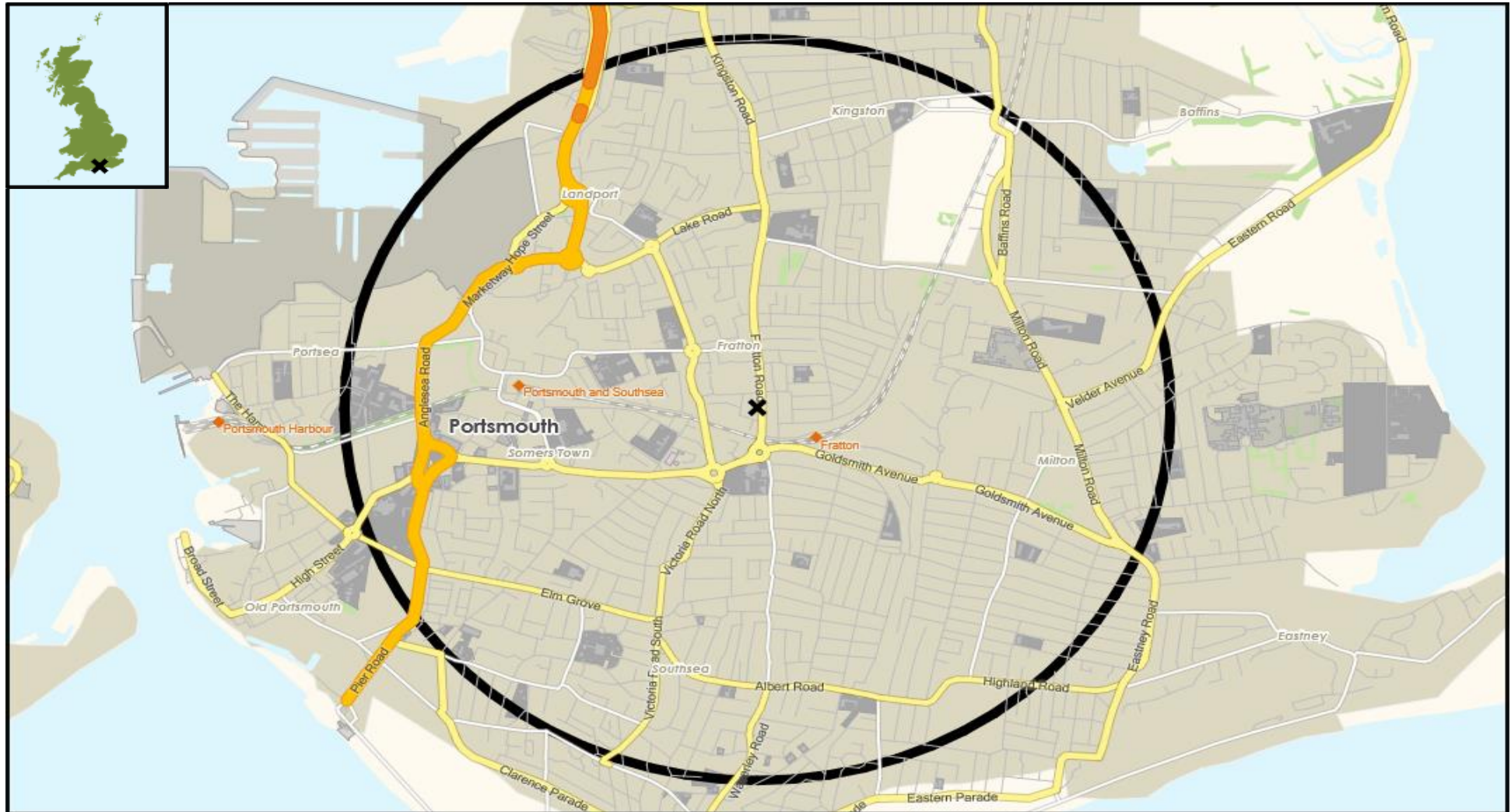


# MAP OF AREA

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Source: OS Open Data 2018

Area: P00603\_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)

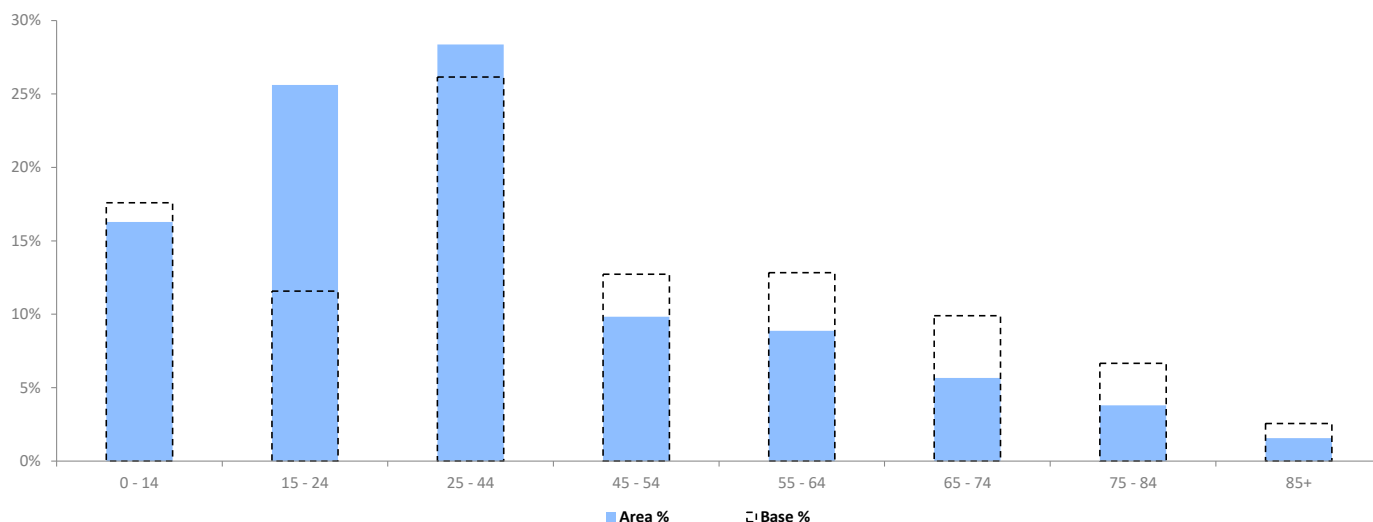


# POPULATION PROJECTIONS

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Area: P00603\_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	14,618	16.3	17.6	93			
15 - 24	23,011	25.6	11.6	<b>221</b>			
25 - 44	25,474	28.4	26.2	<b>108</b>			
45 - 54	8,825	9.8	12.7	77			
55 - 64	7,964	8.9	12.8	69			
65 - 74	5,094	5.7	9.9	57			
75 - 84	3,415	3.8	6.7	57			
85+	1,404	1.6	2.6	61			
<b>Total population</b>	<b>89,805</b>						



# EXPENDITURE

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Area: P00603\_Froddington Arms, Portsmouth, PO1 5AB (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£2,620,852	£71.65	£73.74	97			
2. Alcoholic beverages, tobacco and narcotics	£1,072,581	£29.32	£27.43	107			
3. Clothing & Footwear	£1,459,801	£39.91	£41.92	95			
4. Housing, water, electricity, gas and other fuels	£2,795,288	£76.42	£92.23	83			
5. Furnishings, equipment and routine maintenance	£1,255,823	£34.33	£39.49	87			
6. Health	£569,931	£15.58	£16.97	92			
7. Transport	£4,763,518	£130.22	£115.30	113			
8. Communication	£549,081	£15.01	£14.64	103			
9. Recreation & Culture	£3,508,481	£95.91	£100.48	95			
10. Education	£1,808,986	£49.45	£22.34	221			
11. Restaurants & Hotels	£3,124,336	£85.41	£82.30	104			
12. Miscellaneous goods and services	£3,958,914	£108.23	£104.94	103			
<b>Total Expenditure</b>	<b>£27,487,591</b>	<b>£751.44</b>	<b>£731.77</b>	<b>103</b>			

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.

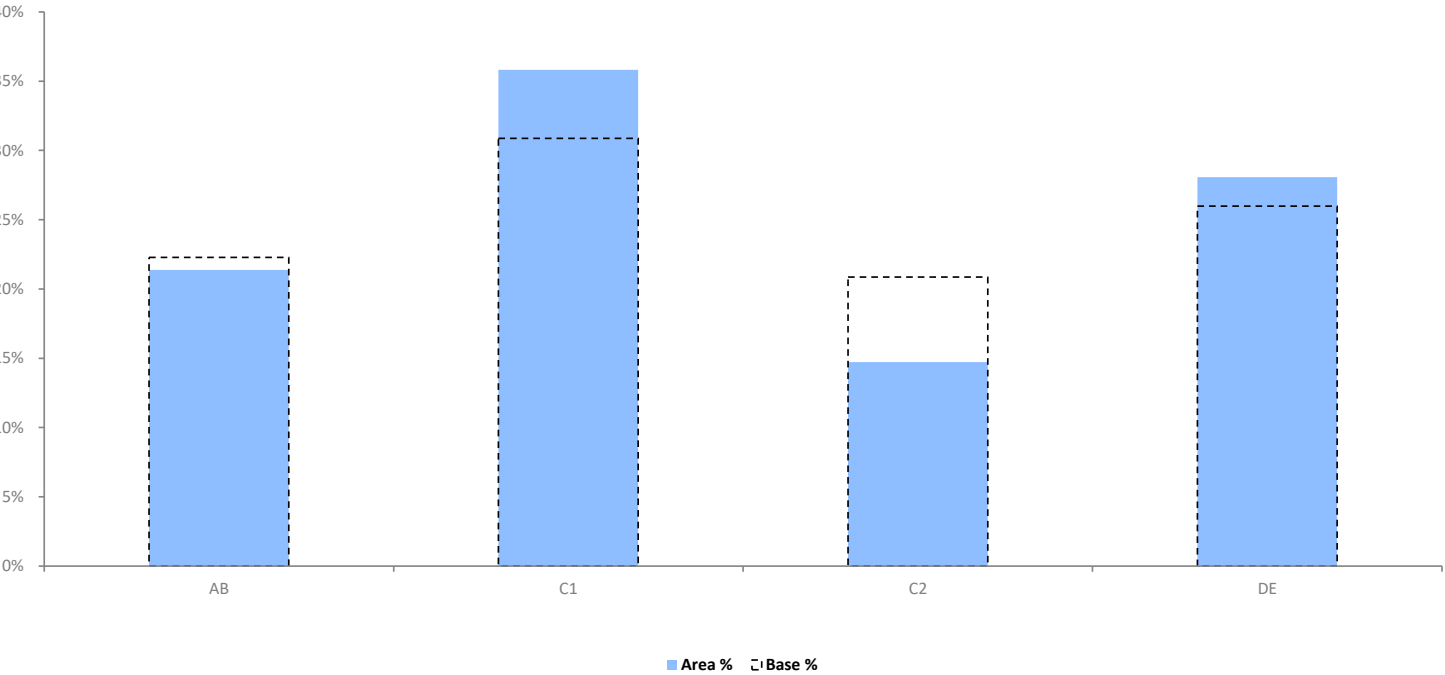
# UP TO DATE DEMOGRAPHICS

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Area:	P00603_Froddington Arms, Portsmouth, PO1 5AB (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	7,785	21.4	22.3	96			
C1: Supervisory, clerical, jr managerial/admin/professional	13,042	35.8	30.9	116			
C2: Skilled manual workers	5,361	14.7	20.9	71			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	10,221	28.1	26.0	108			
<b>Total household reference persons aged 16 to 64</b>	<b>36,409</b>						



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Area: P00603\_Froddington Arms, Portsmouth, PO:

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	79	88.0	82.8	106			
Proprietary Club	8	8.9	7.5	119			
Registered Club	15	16.7	28.7	58			
Restaurant	34	37.9	32.5	116			
Residential	0	0.0	2.8	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
Portsmouth Labour Party Club	Independent Free	Registered Club	Independent Free	PO 1 1JA
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
Tokyo Shanghai	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 Limited	Pubs & Full On	Wadworth & Co Limited	PO 1 5QY
Buckland Community Association	Independent Free	Registered Club	Independent Free	PO 2 7BA
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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Proprietary Club	8	8.9	7.5	119			
Registered Club	15	16.7	28.7	58			
Restaurant	34	37.9	32.5	116			
Residential	0	0.0	2.8	0			

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
Cafe Stacks	Independent Free	Restaurant	Independent Free	PO 5 1JF
T & J Mahal	Independent Free	Restaurant	Independent Free	PO 5 1JF
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
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 Limited	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
Otakusushi	Independent Free	Restaurant	Independent Free	PO 1 2DB



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Area: P00603\_Froddington Arms, Portsmouth, PO:  
Base: Great Britain  
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	79	88.0	82.8	<b>106</b>			
Proprietary Club	8	8.9	7.5	<b>119</b>			
Registered Club	15	16.7	28.7	58			
Restaurant	34	37.9	32.5	<b>116</b>			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
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
Bangkok Thai Cuisine	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
Catalan Barcelona	Independent Free	Restaurant	Independent Free	PO 5 2AT
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: 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: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	493	1.4	22.0	6	<div></div>	
	2 Rising Prosperity	2,702	7.4	10.3	72	<div></div>	
	3 Comfortable Communities	10,005	27.5	26.3	105	<div></div>	
	4 Financially Stretched	9,054	24.9	23.7	105	<div></div>	
	5 Urban Adversity	14,069	38.6	17.4	222	<div></div>	
	6 Not Private Households	86	0.2	0.3	71	<div></div>	
 Graph							
Total households		36,409					

Acorn Category Pen Portrait

5Urban Adversity

8.4M15.9%  
UK Adults of UK

Age range  
25-34

House type  
Flat or terraced

Financial situation  
Running into debtSaving 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 Hardship32%  
P Struggling Estates41%  
Q Difficult Circumstances27%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00603\_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	36	0.1	1.1	9			
1.B Executive Wealth	317	0.9	11.2	8			
1.C Mature Money	140	0.4	9.6	4			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	493	1.4	4.0	34			
2.E Career Climbers	2,209	6.1	6.3	97			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	30	0.1	5.9	1			
3.H Steady Neighbourhoods	4,490	12.3	7.4	168			
3.I Comfortable Seniors	384	1.1	2.9	37			
3.J Starting Out	5,101	14.0	4.4	315			
<b>4. Financially Stretched</b>							
4.K Student Life	7,073	19.4	2.5	786			
4.L Modest Means	246	0.7	7.9	8			
4.M Striving Families	222	0.6	7.5	8			
4.N Poorer Pensioners	1,513	4.2	5.8	71			
<b>5. Urban Adversity</b>							
5.O Young Hardship	5,580	15.3	6.2	247			
5.P Struggling Estates	2,302	6.3	5.9	107			
5.Q Difficult Circumstances	6,187	17.0	5.3	321			
<b>6. Not Private Households</b>							
6.R Not Private Households	86	0.2	0.3	71			
<b>Total households</b>	<b>36,409</b>						

## Acorn Group Pen Portrait

## 4 K Student Life

1.6M  
UK Adults3.0%  
of UK

**Students and young people with little income living in halls of residence or shared houses.** These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

## CORE DEMOGRAPHICS

Age range <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

## FINANCIAL PROFILE

Household income UK <b>£33k</b> Average: £10k	London <b>£36k</b> Average: £16k
% Disposable income UK <b>26%</b> Average: 13%	London <b>16%</b> Average: 23%
Financial situation Running into debt      Saving a lot	

## BRANDS

SHOPPING CB	flywing tiger	H&M	KIKO
LEISURE Ed's	TORTILLA	McDonald's	YD
WEBSITES ASOS	Spotify	JUST EAT	BuzzFeed

## DIGITAL

ATTITUDES I worry about online security <b>58%</b> UK average: 49%	Shopping online makes my life easier <b>68%</b> UK average: 62%	I love the ease of using chat bots to get answers <b>44%</b> UK average: 28%
---	---	--

## TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
--	------------------------	--



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00603\_Froddington Arms, Portsmouth, PO1 5AB (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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	36	0.1	0.9	11			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	269	0.7	0.8	87			
	1.B.8 Prosperous suburban families	48	0.1	1.5	9			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	24	0.1	2.8	2			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	116	0.3	1.3	25			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	2.D.14 Townhouse cosmopolitans	66	0.2	0.7	26			
	2.D.15 Younger professionals in smaller flats	62	0.2	1.5	11			
	2.D.16 Metropolitan professionals	0	0.0	0.8	0			
	2.D.17 Socialising young renters	365	1.0	1.0	100			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	1,336	3.7	3.3	110			
	2.E.20 Mixed metropolitan areas	873	2.4	1.0	234			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	30	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			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	85	0.2	3.4	7			
	3.H.28 Owner occupied terraces, average income	4,365	12.0	1.6	754			
	3.H.29 Established suburbs, older families	40	0.1	2.3	5			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	384	1.1	0.5	218			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	5,091	14.0	2.1	659			
	3.J.33 Smaller houses and starter homes	10	0.0	2.3	1			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	851	2.3	0.4	663			
	4.K.35 Term-time terraces	2,448	6.7	0.3	2,556			
	4.K.36 Educated young people in flats and tenements	3,774	10.4	1.9	559			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	137	0.4	1.4	26			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	3	0.0	2.6	0			
	4.L.39 Fading owner occupied terraces	106	0.3	2.9	10			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	215	0.6	1.6	36			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	7	0.0	2.2	1			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	26	0.1	0.8	9			
	4.N.46 Elderly people in social rented flats	1,301	3.6	1.1	338			
	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	186	0.5	1.7	30			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	585	1.6	2.2	74			
	5.O.50 Struggling younger people in mixed tenure	1,252	3.4	1.8	194			
	5.O.51 Young people in small, low cost terraces	3,743	10.3	2.3	454			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	68	0.2	1.6	12			
	5.P.53 Low income terraces	1,115	3.1	0.8	364			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	1,100	3.0	0.8	388			
	5.P.56 Low income large families in social rented semis	19	0.1	1.6	3			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	1,850	5.1	1.5	336			
	5.Q.58 Singles and young families, some receiving benefits	194	0.5	1.8	30			
	5.Q.59 Deprived areas and high-rise flats	4,143	11.4	2.0	568			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	8	0.0	0.1	37			
	6.R.61 Inactive communal population	78	0.2	0.3	78			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>36,409</b>						



CATEGORY

GROUP

TYPE

MAP

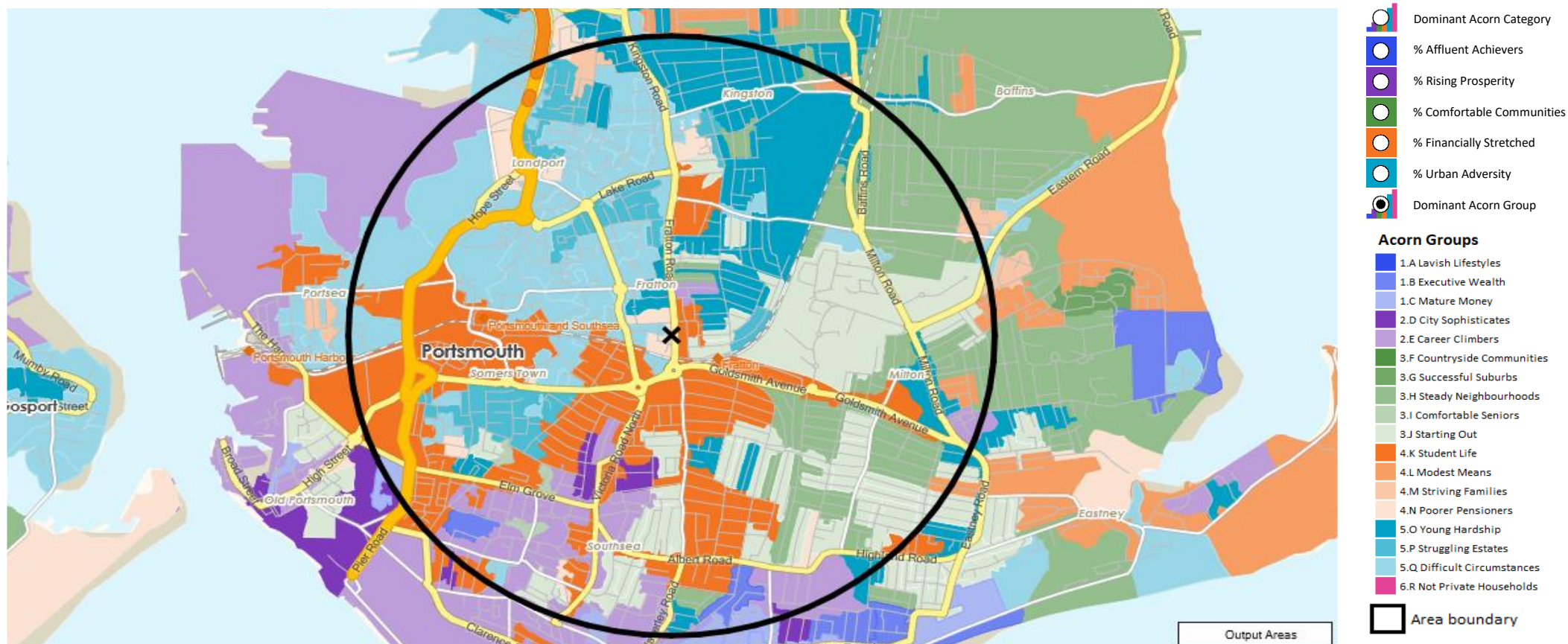
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00603\_Froddington Arms, Portsmouth, PO1 5AB (1 Mile contour)



CATEGORY

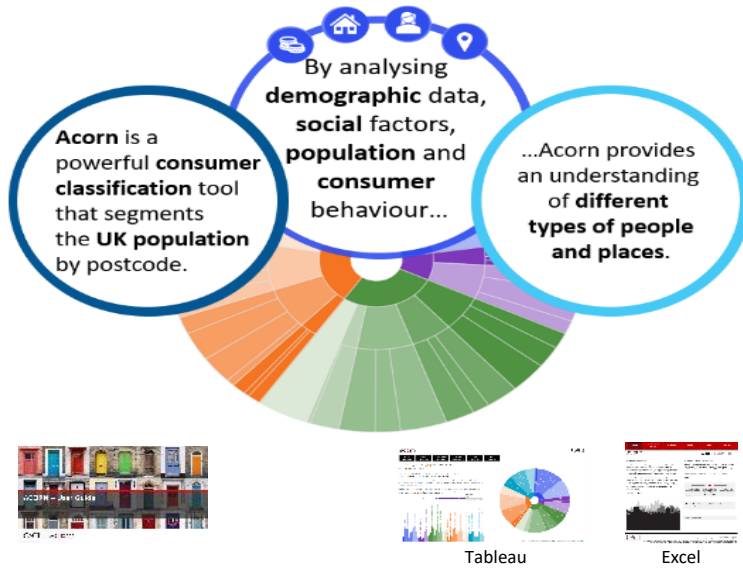
GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?

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6 CATEGORIES

18 GROUPS

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6. Not Private Households		

