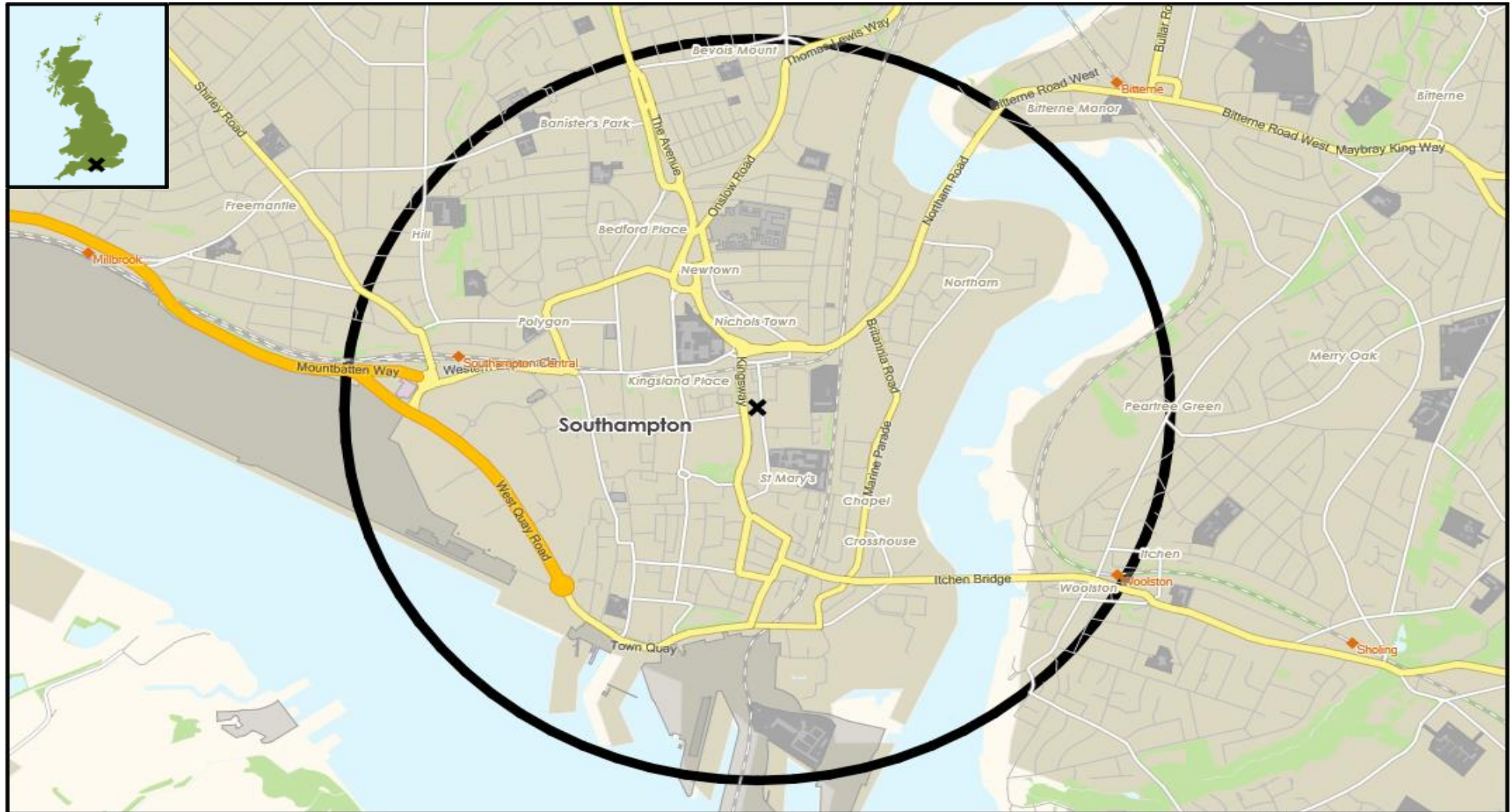


MAP OF AREA

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Source: OS Open Data 2018

Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (1 Mile contour)

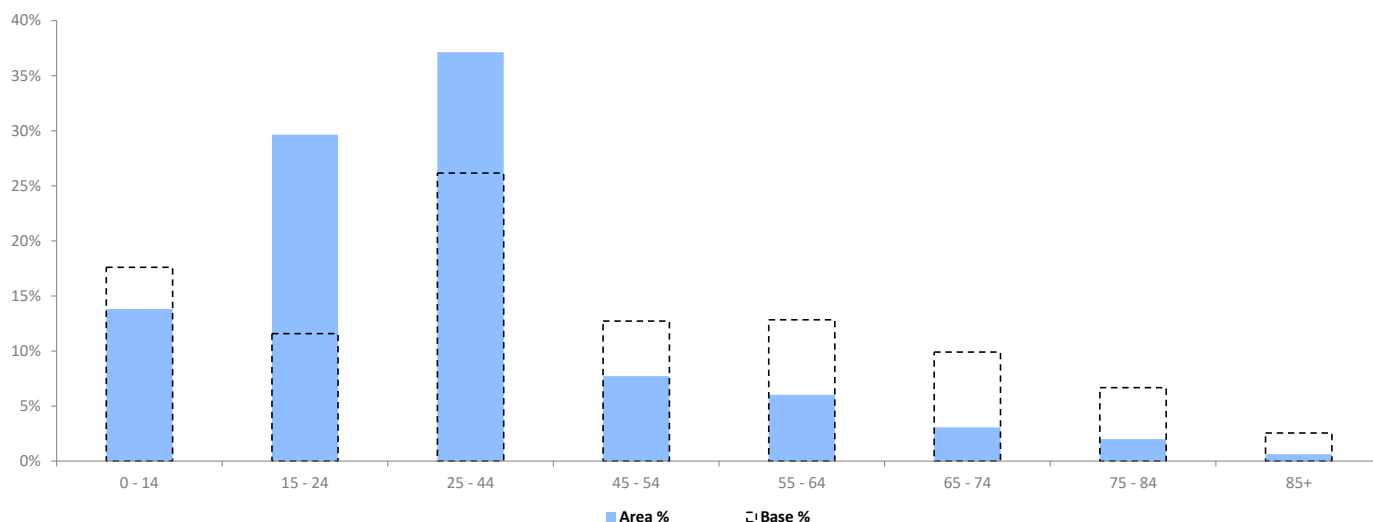


POPULATION PROJECTIONS

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Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,392	13.8	17.6	78			
15 - 24	13,731	29.6	11.6	256			
25 - 44	17,200	37.1	26.2	142			
45 - 54	3,577	7.7	12.7	61			
55 - 64	2,790	6.0	12.8	47			
65 - 74	1,424	3.1	9.9	31			
75 - 84	919	2.0	6.7	30			
85+	293	0.6	2.6	25			
Total population	46,326						



EXPENDITURE

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Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (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	£1,245,319	£66.97	£73.74	91			
2. Alcoholic beverages, tobacco and narcotics	£538,330	£28.95	£27.43	106			
3. Clothing & Footwear	£719,869	£38.71	£41.92	92			
4. Housing, water, electricity, gas and other fuels	£1,591,795	£85.60	£92.23	93			
5. Furnishings, equipment and routine maintenance	£554,977	£29.85	£39.49	76			
6. Health	£278,369	£14.97	£16.97	88			
7. Transport	£2,728,678	£146.74	£115.30	127			
8. Communication	£292,668	£15.74	£14.64	108			
9. Recreation & Culture	£1,620,621	£87.15	£100.48	87			
10. Education	£1,201,393	£64.61	£22.34	289			
11. Restaurants & Hotels	£1,654,216	£88.96	£82.30	108			
12. Miscellaneous goods and services	£1,844,856	£99.21	£104.94	95			
Total Expenditure	£14,271,090	£767.47	£731.77	105			

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.

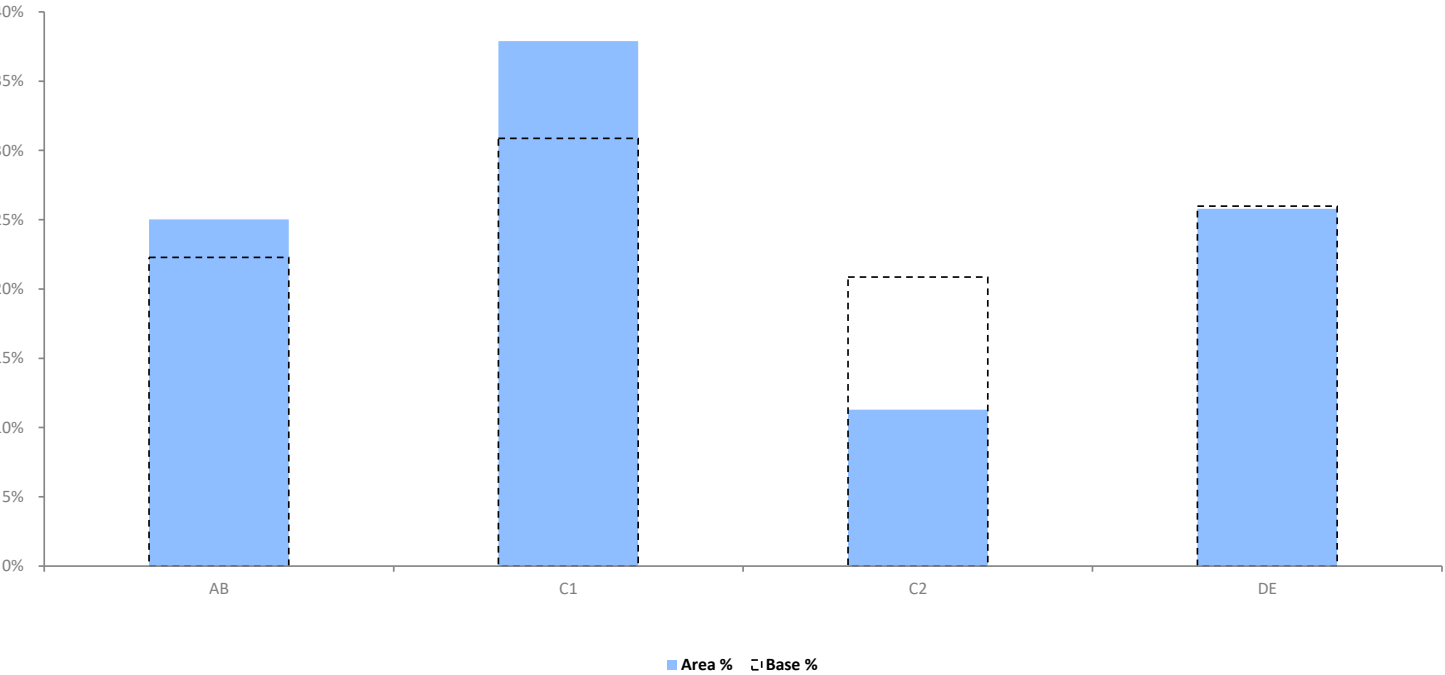
UP TO DATE DEMOGRAPHICS

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Area:	P02055_Kingsland Tavern, Southampton, SO14 1NY (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	4,721	25.0	22.3	112			
C1: Supervisory, clerical, jr managerial/admin/professional	7,148	37.9	30.9	123			
C2: Skilled manual workers	2,130	11.3	20.9	54			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	4,863	25.8	26.0	99			
Total household reference persons aged 16 to 64	18,862						



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Area: P02055_Kingsland Tavern, Southampton, SC
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	104	224.5	82.8	271			
Proprietary Club	17	36.7	7.5	491			
Registered Club	16	34.5	28.7	120			
Restaurant	81	174.8	32.5	538			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
White Star Tavern	Fuller Smith & Turner	Restaurant	Fuller Smith & Turner	SO14 3DJ
Shenanigans	Independent Free	Pubs & Full On	Independent Free	SO15 2EA
Red Lion	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SO14 2NS
Cricketers Arms	Independent Free	Pubs & Full On	Independent Free	SO15 2DX
Ottman Empire	Independent Free	Restaurant	Independent Free	SO14 2DF
Joiners Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO14 1NS
Georges Restaurant	Independent Free	Restaurant	Independent Free	SO14 2AD
Titanic	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 2BE
Oasis	Independent Free	Pubs & Full On	Independent Free	SO14 2BS
Southampton Masonic Centre	Independent Free	Registered Club	Independent Free	SO14 2DD
Shirley Lodge Club	Independent Free	Registered Club	Independent Free	SO14 2DD
Standing Order	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO14 2DF
Belgium & Blues	Independent Free	Pubs & Full On	Independent Free	SO14 7DW
Wiggle	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	SO14 7DW
Juniper Berry	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 2EE
Piccolo Mondo	Independent Free	Restaurant	Independent Free	SO14 7SL
Southampton Mayflower Theatre	Independent Free	Pubs & Full On	Independent Free	SO15 1GE
Buon Gusto	Independent Free	Restaurant	Independent Free	SO15 1GF
Porters Wine & Charcuterie	Independent Free	Restaurant	Independent Free	SO14 3BQ
Five Guys	Five Guys	Restaurant	Five Guys	SO15 1QF
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO15 1RA
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SO15 1BA
Kingsland Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 1NY
	Independent Free	Pubs & Full On	Independent Free	SO14 3AR
Southampton Old Bowling Gree	Independent Free	Registered Club	Independent Free	SO14 3AN
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SO14 7DU
Grapes Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 3DP
Marcos	Independent Free	Restaurant	Independent Free	SO14 3DS
London Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 3DT
Soton Master Mariner Club	Independent Free	Registered Club	Independent Free	SO14 3FD
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	SO14 3FE
BBC Southampton Club	Independent Free	Registered Club	Independent Free	SO14 7FY
Royal British Legion Club	Independent Free	Registered Club	Independent Free	SO14 3HB
Admiral Sir Lucius Curtis	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO14 3TU
Fire House	Unknown	Pubs & Full On	Unknown	SO14 1JY
Lord Palmerston	Wellington	Pubs & Full On	Wellington	SO14 1LL
Angel Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO14 1LL
Platform Tavern	Unknown	Pubs & Full On	Unknown	SO14 2NY
Bistro At Shamrock Quay	Independent Free	Restaurant	Independent Free	SO14 5QH
Browns	Independent Free	Pubs & Full On	Independent Free	SO14 5QN
Frog & Frigate	Independent Free	Pubs & Full On	Independent Free	SO14 3FJ
Trilogy	Epic Bars and Clubs Ltd	Proprietary Club	Epic Bars and Clubs Ltd	SO15 2AD
Sadlers Brewhouse & Bbq	Sadlers Ales	Restaurant	Sadlers Ales	SO15 2AJ
Leonardo Royal Hotel	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	SO15 1AG
Alexandra	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2AY
Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2DB
Bedfords	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2DB
Puccini's	Independent Free	Restaurant	Independent Free	SO15 2DB
Mirchi Masala	Independent Free	Restaurant	Independent Free	SO15 2DB
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	SO15 2DG
Smugglers	Independent Free	Restaurant	Independent Free	SO15 2DY
Orange Rooms	Independent Free	Pubs & Full On	Independent Free	SO15 2EJ
Archers Road Social Club	Independent Free	Registered Club	Independent Free	SO15 2LT

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Registered Club	16	34.5	28.7	120			
Restaurant	81	174.8	32.5	538			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
5 Rivers Sports Bar	Independent Free	Registered Club	Independent Free	SO14 0JR
Guide Dog Inn	Independent Free	Pubs & Full On	Independent Free	SO14 6SF
Joiners	Independent Free	Proprietary Club	Independent Free	SO14 0AN
Rockstone	Unknown	Pubs & Full On	Unknown	SO14 0JL
Manzil Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SO14 0JN
Pre Bar	Independent Free	Pubs & Full On	Independent Free	SO14 0JF
Shooting Star	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO14 0JR
Coal Porters Rowing Club	Independent Free	Registered Club	Independent Free	SO14 0QE
Prince Of Wales	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO14 0QF
Northam Social Club	Independent Free	Registered Club	Independent Free	SO14 0QH
Dhaba 59	Independent Free	Restaurant	Independent Free	SO14 6RH
Southampton Sailing Club	Independent Free	Registered Club	Independent Free	SO19 7GA
Yacht Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO19 7QZ
Woolston Bingo & Social Club	Independent Free	Proprietary Club	Independent Free	SO19 9BA
Woolston Social Club	Independent Free	Registered Club	Independent Free	SO19 9DX
Mayflower Village	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	SO15 1GE
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO14 2HN
Star Hotel	Independent Free	Pubs & Full On	Independent Free	SO14 2NA
Grumpy Monkey	Independent Free	Pubs & Full On	Independent Free	SO14 7DU
Duke Of Wellington	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SO14 2AH
Solent Students Union	Independent Free	Registered Club	Independent Free	SO14 0NF
Hobbit	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO14 0JZ
O2 Academy	Academy Music Group	Proprietary Club	Academy Music Group	SO14 7LP
Novotel	Accor Hotels	Pubs & Full On	Accor Hotels	SO15 1RA
Everest Cuisine	Independent Free	Restaurant	Independent Free	SO14 3AQ
Riverside Chinese Restaurant	Independent Free	Restaurant	Independent Free	SO14 3FL
Sakura	Independent Free	Restaurant	Independent Free	SO15 2DB
Black Phoenix	Independent Free	Pubs & Full On	Independent Free	SO15 2DX
Edge	Unknown	Pubs & Full On	Unknown	SO14 0BH
Solent University Students Union	Independent Free	Registered Club	Independent Free	SO14 0YN
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO15 2EH
Fever And Vibe	Independent Free	Pubs & Full On	Independent Free	SO15 2DY
Giddy Bridge	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO15 2AF
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 7FG
Coriander Lounge	Independent Free	Restaurant	Independent Free	SO14 2BR
Scholars Arms	Greene King	Pubs & Full On	Greene King	SO14 7DU
Quayside	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 1RE
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO14 7FH
Casa Italia	Independent Free	Restaurant	Independent Free	SO15 1GD
1932 Southampton	Independent Free	Pubs & Full On	Independent Free	SO14 7DW
Harbour Lights Picturehouse	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	SO14 3TL
Bacaro	Independent Free	Pubs & Full On	Independent Free	SO14 3TN
Xoxo	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
La Regata	Independent Free	Restaurant	Independent Free	SO14 2AR
Caffexpresso	Independent Free	Pubs & Full On	Independent Free	SO15 1GX
Rocket Ronnies	Independent Free	Pubs & Full On	Independent Free	SO14 2DF
Dhaba 59	Independent Free	Restaurant	Independent Free	SO14 3DL
Massala	Independent Free	Restaurant	Independent Free	SO19 9DY
Pam Pam	Independent Free	Pubs & Full On	Independent Free	SO14 3DS
Goodies Restaurant	Independent Free	Restaurant	Independent Free	SO15 1GF
Crib	Independent Free	Proprietary Club	Independent Free	SO15 2EJ
Ritas	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Switch	Rekom UK	Proprietary Club	Rekom UK	SO14 7FH

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Restaurant	81	174.8	32.5	538			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SO14 1JX
Stage Door	Independent Free	Pubs & Full On	Independent Free	SO14 7FW
Chennai Dosa	Chennai Dosa	Restaurant	Chennai Dosa	SO14 7FL
Kutis Brasserie	Kutis Royal Pier	Restaurant	Kutis Royal Pier	SO14 3DP
Harbour Hotel	Bond Street Estates	Pubs & Full On	Bond Street Estates	SO14 3TJ
So Bar	Unknown	Pubs & Full On	Unknown	SO14 0JZ
La Tavernetta	Independent Free	Restaurant	Independent Free	SO14 7FJ
Shire	Independent Free	Restaurant	Independent Free	SO14 0JD
Itchen Imperial Rowing Club	Independent Free	Registered Club	Independent Free	SO14 5GZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO14 0AA
Suburbia	Independent Free	Proprietary Club	Independent Free	SO14 0JD
Olive Tree Restaurant	Independent Free	Restaurant	Independent Free	SO14 3DJ
London Road Brew House	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SO15 2AB
Southampton Football Club	Independent Free	Proprietary Club	Independent Free	SO14 5FP
For Your Eyes Only	For Your Eyes Only	Proprietary Club	For Your Eyes Only	SO14 2BR
Maxs Bar And Brasserie	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Number Three	Independent Free	Restaurant	Independent Free	SO15 2BY
Chapel Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO14 5GB
One O Four Kitchen And Cocktail Lounge	Marston's	Pubs & Full On	Marston's	SO14 7DT
Grand Cafe	Independent Free	Pubs & Full On	Independent Free	SO14 3AS
Grosvenor Casino	Rank	Proprietary Club	Rank	SO15 1RE
Harbour House Club And Lounge	Independent Free	Proprietary Club	Independent Free	SO14 2AQ
Pig In The Wall	Home Grown Hotels LTD	Pubs & Full On	Home Grown Hotels LTD	SO15 1RA
Mail Room	Independent Free	Restaurant	Independent Free	SO14 3DP
Southampton Btc Rowing Club	Independent Free	Registered Club	Independent Free	SO14 5GZ
Pitcher & Piano	Marston's	Pubs & Full On	Marston's	SO14 3TG
Banana Wharf	Independent Free	Pubs & Full On	Independent Free	SO14 3JF
Ango Thai	Independent Free	Restaurant	Independent Free	SO14 3FH
Heartbreakers	Punch Pub Company	Pubs & Full On	Punch Pub Company	SO14 1JX
Ennios Al Porto	Independent Free	Restaurant	Independent Free	SO14 2AR
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	SO15 2EF
Social	Independent Free	Proprietary Club	Independent Free	SO15 2EJ
Jurys Inn	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	SO14 0TB
Engine Rooms	TEG MJR Group	Pubs & Full On	TEG MJR Group	SO15 1GZ
Parkafe	Independent Free	Pubs & Full On	Independent Free	SO14 0DA
Ibis Budget	Accor Hotels	Pubs & Full On	Accor Hotels	SO15 1RA
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SO15 1QF
Mango	Independent Free	Restaurant	Independent Free	SO14 7DW
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO15 1QF
Ranchos Steak House	Independent Free	Restaurant	Independent Free	SO14 2NS
Tokyo Milan	Independent Free	Restaurant	Independent Free	SO15 2TZ
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	SO15 1QF
Bayleaf Kitchen	Independent Free	Restaurant	Independent Free	SO14 2NS
Royal Wok	Independent Free	Restaurant	Independent Free	SO14 2BS
Tangs	Independent Free	Restaurant	Independent Free	SO14 7FH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO15 1BA
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	SO14 7FP
Buddha Lounge	Independent Free	Pubs & Full On	Independent Free	SO15 2EL
Urban Tiger	Independent Free	Proprietary Club	Independent Free	SO15 1RE
Cafe Creme	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Blue Island Restaurant	Independent Free	Restaurant	Independent Free	SO14 7DW
Wagamama	Restaurant Group	Restaurant	Restaurant Group	SO15 1QF
Pizza Express	Hony Capital	Restaurant	Hony Capital	SO15 1QE

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 Base: Great Britain
 Year: 2022

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Pubs & Full On	104	224.5	82.8	271			
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Registered Club	16	34.5	28.7	120			
Restaurant	81	174.8	32.5	538			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Romano	Independent Free	Pubs & Full On	Independent Free	SO14 3FH
Leelawadee	Independent Free	Restaurant	Independent Free	SO15 1GF
Balhk Restaurant	Independent Free	Restaurant	Independent Free	SO14 1PF
Sauce	Independent Free	Restaurant	Independent Free	SO14 3BL
Eds Easy Diner	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SO15 1QF
Mettricks	Independent Free	Pubs & Full On	Independent Free	SO14 2AA
Medbar And Kitchen	Independent Free	Restaurant	Independent Free	SO14 3DP
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SO14 2BW
La Vita	Independent Free	Restaurant	Independent Free	SO14 2BT
Roosters Peri Peri	Independent Free	Restaurant	Independent Free	SO15 2AD
Lunch Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 5FE
Stein Garten	Independent Free	Pubs & Full On	Independent Free	SO14 2NS
Maritimo Lounge	Loungers	Pubs & Full On	Loungers	SO14 3LG
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO14 7DU
Blues Smokehouse	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SO14 7DU
Jrc Global Buffet	Jrc Global Buffet	Restaurant	Jrc Global Buffet	SO14 7SJ
Preez	Independent Free	Pubs & Full On	Independent Free	SO14 7FP
Casa Brasil	Casa Brasil Ltd	Restaurant	Casa Brasil Ltd	SO15 1DE
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	SO15 1DE
Franco Manca	Franco Manca	Restaurant	Franco Manca	SO15 1QF
Real Greek	Real Greek International Ltd	Restaurant	Real Greek International Ltd	SO15 1QB
Thaikhun	Thai Leisure Group	Restaurant	Thai Leisure Group	SO15 1BA
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SO15 1QF
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	SO15 1DE
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	SO15 1QF
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SO15 1QE
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SO15 1DE
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SO15 1DE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SO15 1DE
Cosmo	Cosmo Group	Restaurant	Cosmo Group	SO15 1QF
Byron	Hutton Collins	Restaurant	Hutton Collins	SO15 1QF
Lemoni Grill House	Independent Free	Restaurant	Independent Free	SO14 3HH
Shanghai Lan	Independent Free	Restaurant	Independent Free	SO14 2NZ
Red Dog Saloon	Red Dog Saloons Ltd	Restaurant	Red Dog Saloons Ltd	SO15 1DE
L'osteria	Independent Free	Restaurant	Independent Free	SO15 1DE
Piecaramba	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SO15 2DX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SO15 2WY
Marco Pierre White Steakhouse Bar & G	Marco Pierre White Group	Restaurant	Marco Pierre White Group	SO15 1AG
Revolucion De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	SO14 7FH
Retro Cafe	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Popsis Pizzeria	Independent Free	Restaurant	Independent Free	SO15 2DF
Moxy	Marriott International	Pubs & Full On	Marriott International	SO15 1BA
Gods House Tower	Independent Free	Pubs & Full On	Independent Free	SO14 2NY
Mettricks Woolston	Independent Free	Pubs & Full On	Independent Free	SO19 9UL
Blue Jasmine	Independent Free	Restaurant	Independent Free	SO14 3QS
Room2	Lamington Group	Pubs & Full On	Lamington Group	SO14 3BP
Ox 47 Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 3DP
Oxford Brasserie	Independent Free	Restaurant	Independent Free	SO14 3DS
Beards & Boards	Independent Free	Pubs & Full On	Independent Free	SO15 2DG
Olaf's Tun	Independent Free	Pubs & Full On	Independent Free	SO19 9AA
Cafe Parfait	Independent Free	Proprietary Club	Independent Free	SO14 7DW
Nousha Lounge	Independent Free	Pubs & Full On	Independent Free	SO14 3HD
Brunch & Barista	Independent Free	Restaurant	Independent Free	SO14 7DT

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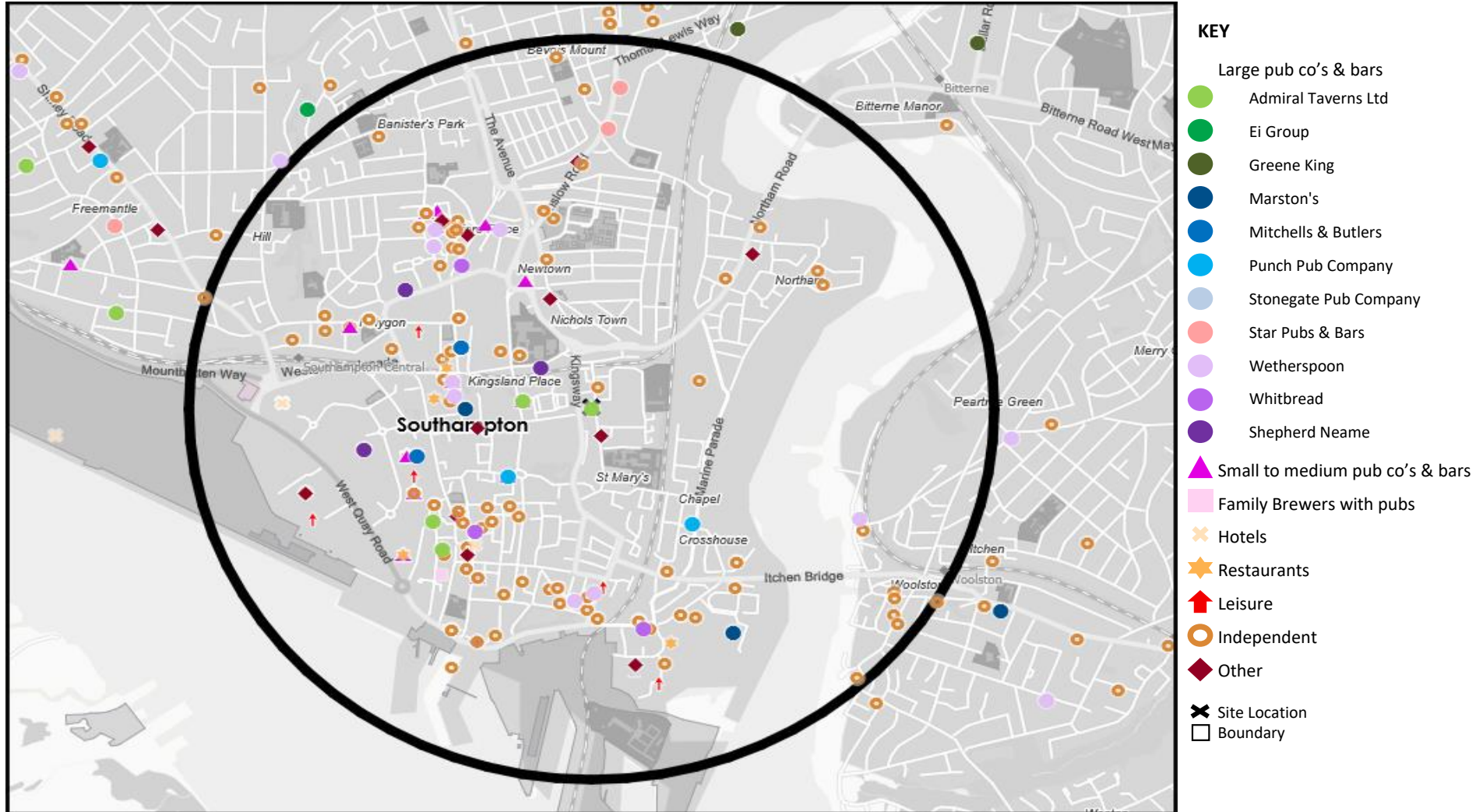
Name	Description	License Type	Owner Name	Postcode
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SO15 1QF
Ocean Grill	Independent Free	Restaurant	Independent Free	SO14 3TN
Spritz Social	Independent Free	Pubs & Full On	Independent Free	SO15 1BA
Papillon	Independent Free	Restaurant	Independent Free	SO15 1GG
Sharkeys	Independent Free	Pubs & Full On	Independent Free	SO14 7DU
Boom Battle Bar	BBB UK Trading Ltd	Pubs & Full On	BBB UK Trading Ltd	SO15 1AE

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Source: OS Open Data 2018








Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (1 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	83	0.4	22.0	2			
	2 Rising Prosperity	4,826	25.6	10.3	249			
	3 Comfortable Communities	1,270	6.7	26.3	26			
	4 Financially Stretched	7,442	39.5	23.7	166			
	5 Urban Adversity	4,879	25.9	17.4	149			
	6 Not Private Households	362	1.9	0.3	577			
 Graph								
Total households		18,862						

Acorn Category Pen Portrait

4

Financially Stretched

12.2M

23.1%

UK Adults

of UK

Age range

All ages

House type

Semi-detached or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

Mixed

Number of beds

1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

K Student Life

13%

L Modest Means

34%

M Striving Families

34%

N Poorer Pensioners

20%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (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	83	0.4	11.2	4			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	43	0.2	4.0	6			
2.E Career Climbers	4,783	25.4	6.3	404			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	14	0.1	5.9	1			
3.H Steady Neighbourhoods	164	0.9	7.4	12			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	1,092	5.8	4.4	130			
4. Financially Stretched							
4.K Student Life	5,669	30.1	2.5	1,217			
4.L Modest Means	1,241	6.6	7.9	83			
4.M Striving Families	94	0.5	7.5	7			
4.N Poorer Pensioners	438	2.3	5.8	40			
5. Urban Adversity							
5.O Young Hardship	1,620	8.6	6.2	139			
5.P Struggling Estates	688	3.6	5.9	62			
5.Q Difficult Circumstances	2,571	13.6	5.3	258			
6. Not Private Households							
6.R Not Private Households	362	1.9	0.3	577			
Total households	18,862						

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



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (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	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	83	0.4	0.8	52			
	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	0	0.0	3.0	0			
	1.C.11	Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12	Retired and empty nesters	0	0.0	2.5	0			
	1.C.13	Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity									
2.D City Sophisticates									
	2.D.14	Townhouse cosmopolitans	16	0.1	0.7	12			
	2.D.15	Younger professionals in smaller flats	27	0.1	1.5	9			
	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	0	0.0	1.9	0			
	2.E.19	First time buyers in small, modern homes	4,353	23.1	3.3	691			
	2.E.20	Mixed metropolitan areas	430	2.3	1.0	223			
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	1	0.0	2.7	0			
	3.G.25	Larger family homes, multi-ethnic areas	13	0.1	0.8	8			
	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	23	0.1	3.4	4			
	3.H.28	Owner occupied terraces, average income	131	0.7	1.6	44			
	3.H.29	Established suburbs, older families	10	0.1	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	0	0.0	0.5	0			
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	955	5.1	2.1	238			
	3.J.33	Smaller houses and starter homes	137	0.7	2.3	31			
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	881	4.7	0.4	1,326			
	4.K.35	Term-time terraces	759	4.0	0.3	1,530			
	4.K.36	Educated young people in flats and tenements	4,029	21.4	1.9	1,151			
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	130	0.7	1.4	48			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	32	0.2	2.6	6			
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0			
	4.L.40	High occupancy terraces, culturally diverse family areas	1,079	5.7	1.0	578			
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	42	0.2	1.6	14			
	4.M.43	Families in right-to-buy estates	52	0.3	2.1	13			
	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	0	0.0	0.8	0			
	4.N.46	Elderly people in social rented flats	434	2.3	1.1	217			
	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	4	0.0	1.7	1			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	882	4.7	2.2	216			
	5.O.50	Struggling younger people in mixed tenure	653	3.5	1.8	195			
	5.O.51	Young people in small, low cost terraces	85	0.5	2.3	20			
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	111	0.6	1.6	37			
	5.P.53	Low income terraces	171	0.9	0.8	108			
	5.P.54	Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55	Deprived and ethnically diverse in flats	406	2.2	0.8	277			
	5.P.56	Low income large families in social rented semis	0	0.0	1.6	0			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	501	2.7	1.5	176			
	5.Q.58	Singles and young families, some receiving benefits	80	0.4	1.8	24			
	5.Q.59	Deprived areas and high-rise flats	1,990	10.6	2.0	527			
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	2	0.0	0.1	18			
	6.R.61	Inactive communal population	360	1.9	0.3	696			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			18,862						

CATEGORY

GROUP

TYPE

MAP

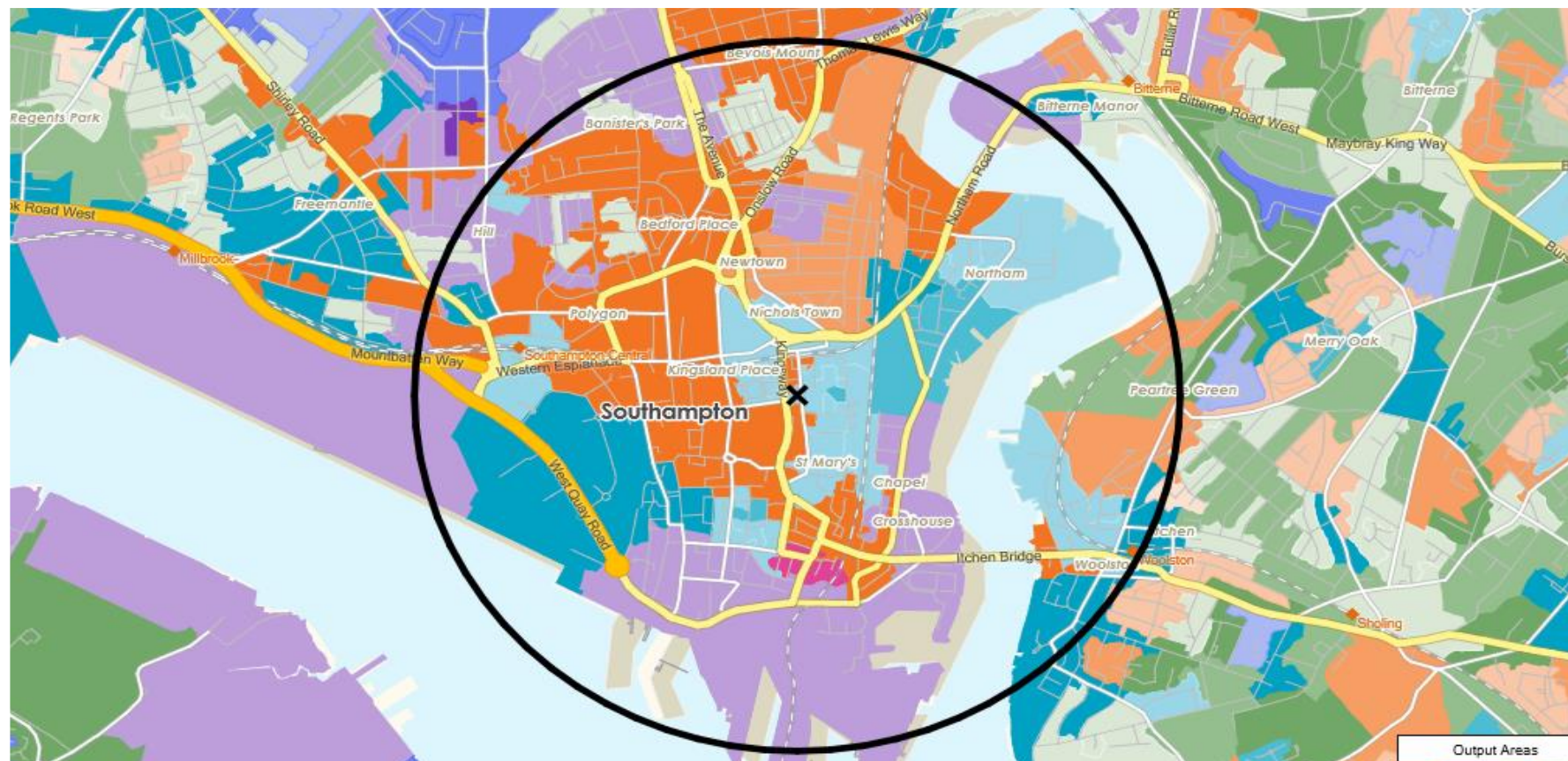
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P02055_Kingsland Tavern, Southampton, SO14 1NY (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

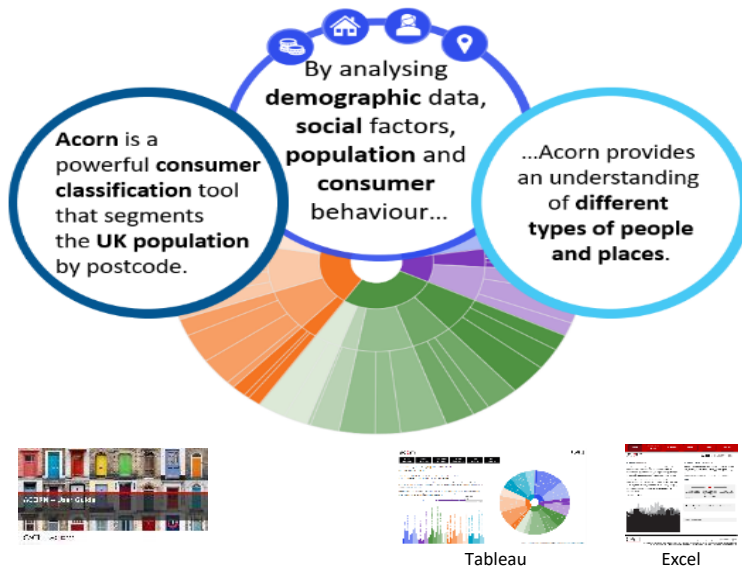
GROUP

TYPE

MAP

WHAT IS ACORN?

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		

