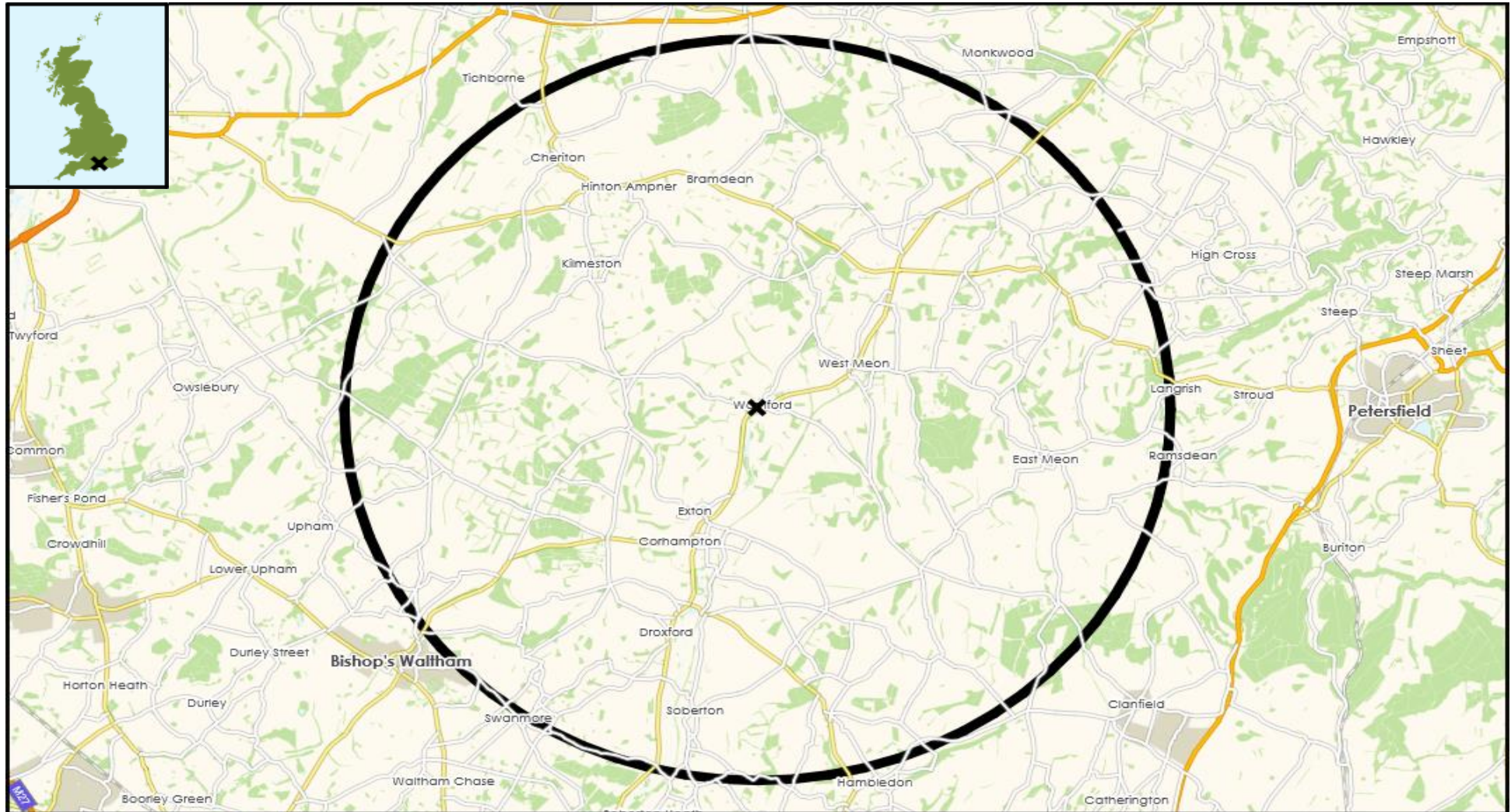


MAP OF AREA

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Source: OS Open Data 2018

Area: P04499_George & Falcon, Southampton, SO32 3LB (5 Mile contour)

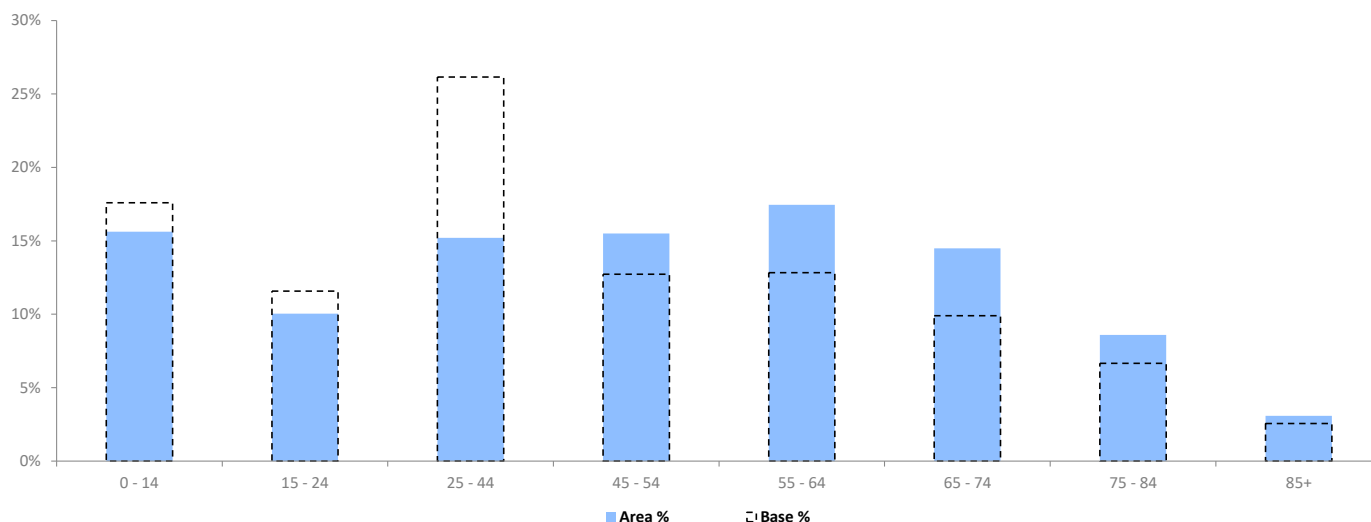


POPULATION PROJECTIONS

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Area: P04499_George & Falcon, Southampton, SO32 3LB (5 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,228	15.6	17.6	89			
15 - 24	789	10.0	11.6	87			
25 - 44	1,195	15.2	26.2	58			
45 - 54	1,218	15.5	12.7	122			
55 - 64	1,372	17.5	12.8	136			
65 - 74	1,139	14.5	9.9	146			
75 - 84	676	8.6	6.7	129			
85+	242	3.1	2.6	120			
Total population	7,859						



EXPENDITURE

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Area: P04499_George & Falcon, Southampton, SO32 3LB (5 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	£289,202	£91.78	£73.74	124			
2. Alcoholic beverages, tobacco and narcotics	£89,898	£28.53	£27.43	104			
3. Clothing & Footwear	£158,080	£50.17	£41.92	120			
4. Housing, water, electricity, gas and other fuels	£336,584	£106.82	£92.23	116			
5. Furnishings, equipment and routine maintenance	£174,618	£55.42	£39.49	140			
6. Health	£84,224	£26.73	£16.97	158			
7. Transport	£564,013	£178.99	£115.30	155			
8. Communication	£51,163	£16.24	£14.64	111			
9. Recreation & Culture	£420,510	£133.45	£100.48	133			
10. Education	£128,442	£40.76	£22.34	182			
11. Restaurants & Hotels	£340,923	£108.20	£82.30	131			
12. Miscellaneous goods and services	£425,416	£135.01	£104.94	129			
Total Expenditure	£3,063,072	£972.10	£731.77	133			

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.

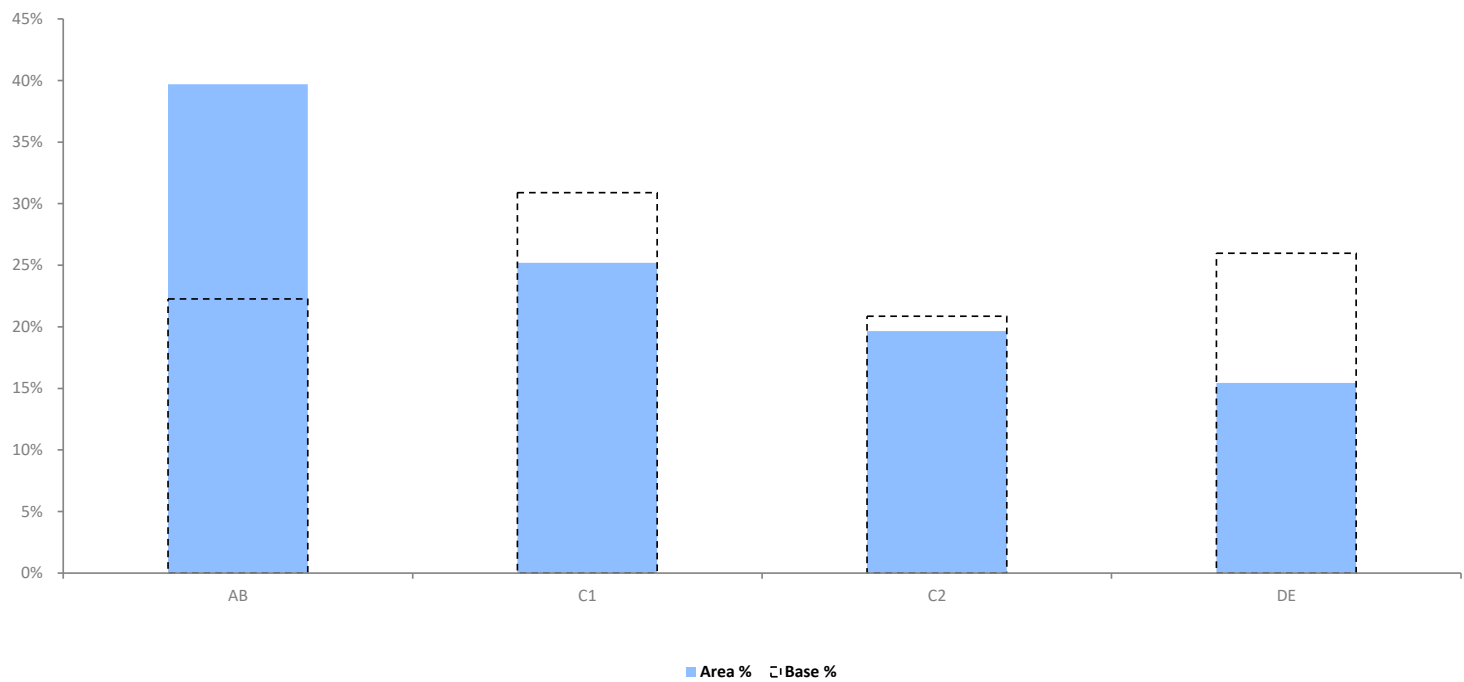
UP TO DATE DEMOGRAPHICS

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Area:	P04499_George & Falcon, Southampton, SO32 3LB (5 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	1,246	39.7	22.3	178			
C1: Supervisory, clerical, jr managerial/admin/professional	791	25.2	30.9	82			
C2: Skilled manual workers	617	19.7	20.9	94			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	485	15.5	26.0	59			
Total household reference persons aged 16 to 64	3,139						



CGA LICENCED PREMISES

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Area: P04499_George & Falcon, Southampton, SO
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	203.6	82.8	246			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	25.4	28.7	89			
Restaurant	1	12.7	32.5	39			
Residential	0	0.0	2.8	0			

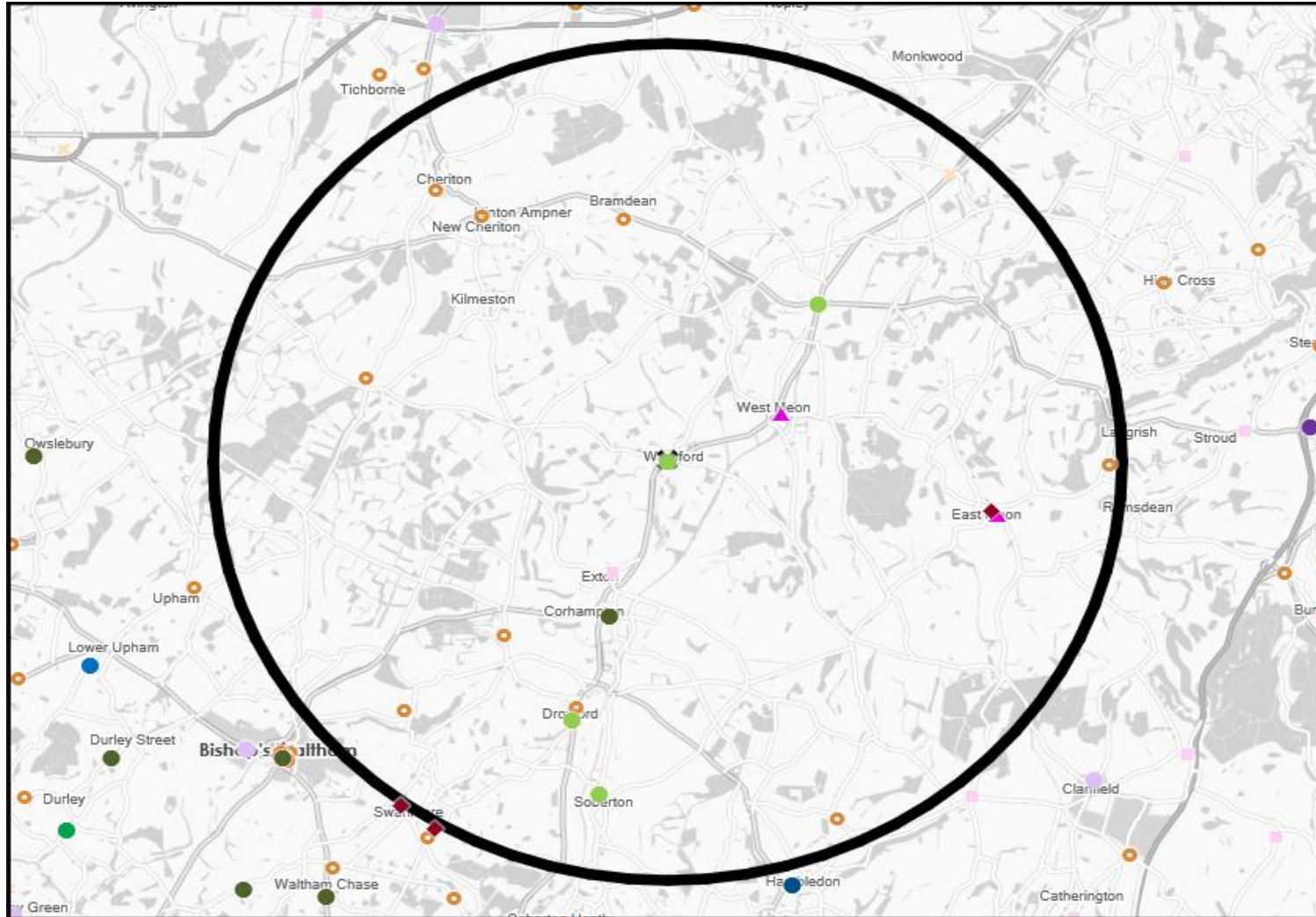
Name	Description	License Type	Owner Name	Postcode
West Meon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GU32 1JX
Thomas Lord	Upham Pub Company	Pubs & Full On	Upham Pub Company	GU32 1LN
Ye Olde George Inn	Unknown	Pubs & Full On	Unknown	GU32 1NH
Izaak Walton	Wellington	Pubs & Full On	Wellington	GU32 1QA
Langrish House Restaurant	Independent Free	Restaurant	Independent Free	GU32 1RN
Hambledon Cricket Club	Independent Free	Registered Club	Independent Free	PO 7 4TH
Fox Inn	Independent Free	Pubs & Full On	Independent Free	SO24 0LP
Hinton Arms	Independent Free	Pubs & Full On	Independent Free	SO24 0NH
Milburys	Independent Free	Pubs & Full On	Independent Free	SO24 0PB
Flower Pots	Independent Free	Pubs & Full On	Independent Free	SO24 0QQ
Hampshire Bowman	Independent Free	Pubs & Full On	Independent Free	SO32 1GD
George & Falcon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO32 3LB
Bucks Head	Greene King	Pubs & Full On	Greene King	SO32 3NA
Corhampton Golf Club	Independent Free	Registered Club	Independent Free	SO32 3GZ
Shoe Inn	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SO32 3NT
White Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO32 3PB
Bakers Arms	Independent Free	Pubs & Full On	Independent Free	SO32 3PA
White Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO32 3PF
Angel	City Lodge	Pubs & Full On	City Lodge	GU34 3NN

MAP OF AREA

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Source: OS Open Data 2018

Area: P04499_George & Falcon, Southampton, SO32 3LB (5 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: P04499_George & Falcon, Southampton, SO32 3LB (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
                                       	1	Affluent Achievers	2,537	80.8	22.0	368		
	2	Rising Prosperity	21	0.7	10.3	7		
	3	Comfortable Communities	247	7.9	26.3	30		
	4	Financially Stretched	332	10.6	23.7	45		
	5	Urban Adversity	0	0.0	17.4	0		
	6	Not Private Households	2	0.1	0.3	19		

 Graph

Total households3,139

Acorn Category Pen Portrait

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+

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%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04499_George & Falcon, Southampton, SO32 3LB (5 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	127	4.0	1.1	366		
1.B Executive Wealth	1,787	56.9	11.2	506		
1.C Mature Money	623	19.8	9.6	206		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	21	0.7	6.3	11		
3. Comfortable Communities						
3.F Countryside Communities	183	5.8	5.7	102		
3.G Successful Suburbs	45	1.4	5.9	24		
3.H Steady Neighbourhoods	19	0.6	7.4	8		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	0	0.0	4.4	0		
4. Financially Stretched						
4.K Student Life	8	0.3	2.5	10		
4.L Modest Means	24	0.8	7.9	10		
4.M Striving Families	300	9.6	7.5	128		
4.N Poorer Pensioners	0	0.0	5.8	0		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.2	0		
5.P Struggling Estates	0	0.0	5.9	0		
5.Q Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households						
6.R Not Private Households	2	0.1	0.3	19		
Total households	3,139					

Acorn Group Pen Portrait

1 B Executive Wealth

6.5M
UK Adults12.3%
of UK

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

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL AND TECH

ATTITUDES



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04499_George & Falcon, Southampton, SO32 3LB (5 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	17	0.5	0.1	580			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	110	3.5	0.9	407			
1.B Executive Wealth								
	1.B.4 Asset rich families	12	0.4	2.6	15			
	1.B.5 Wealthy countryside commuters	1,751	55.8	2.4	2,286			
	1.B.6 Financially comfortable families	9	0.3	2.2	13			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	15	0.5	1.6	30			
1.C Mature Money								
	1.C.10 Better-off villagers	623	19.8	3.0	655			
	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	0	0.0	0.7	0			
	2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
	2.D.16 Metropolitan professionals	0	0.0	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	21	0.7	1.9	35			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	140	4.5	1.5	296			
	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	43	1.4	3.2	43			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	45	1.4	2.4	59			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	19	0.6	2.3	26			
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	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	8	0.3	0.4	72			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	24	0.8	1.4	53			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
	4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families								
	4.M.41 Labouring semi-rural estates	300	9.6	1.6	604			
	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	2.1	0			
	4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
	5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	5.P.53 Low income terraces	0	0.0	0.8	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	2	0.1	0.3	23			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		3,139						

CATEGORY

GROUP

TYPE

MAP

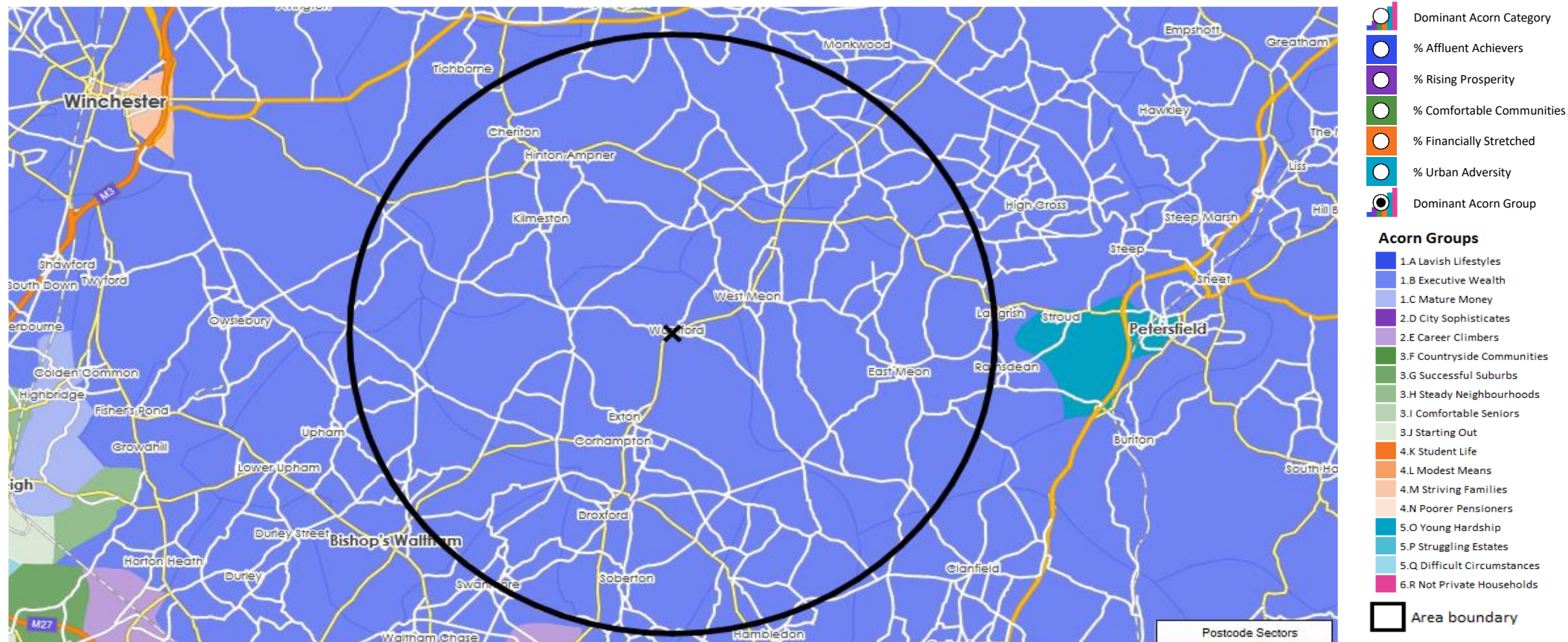
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04499_George & Falcon, Southampton, SO32 3LB (5 Mile contour)

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Source: OS Open Data 2018



CATEGORY

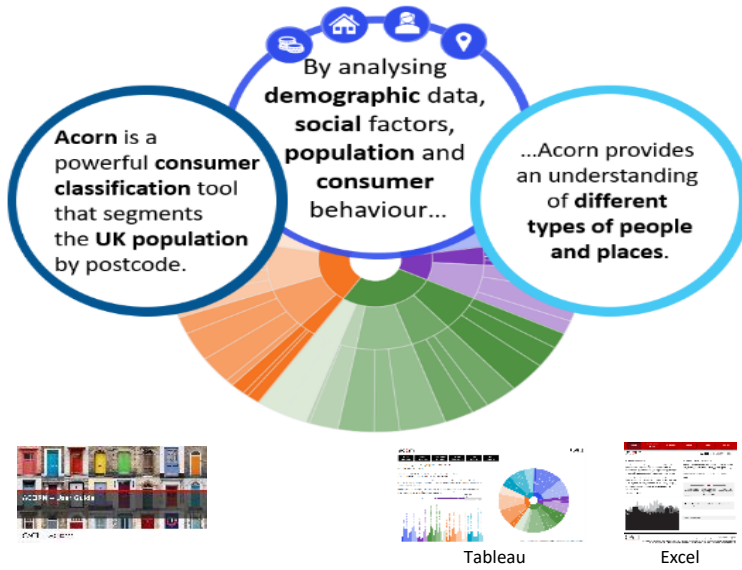
GROUP

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		

