

CGA LICENCED PREMISES

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Area: P04036_Apsley House, Southsea, PO5 3NY (:
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	91	187.1	81.7	229			
Proprietary Club	6	12.3	7.3	169			
Registered Club	10	20.6	28.2	73			
Restaurant	50	102.8	32.1	320			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Scarlet Tap	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3PT
Isambard Kingdom Brunel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 1 2DD
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 Unio	Independent Free	Registered Club	Independent Free	PO 1 2ED
Duke Of Buckingham	Independent Free	Pubs & Full On	Independent Free	PO 1 2HW
Abarbistro	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 2JA
Still & West	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 1 2JL
Portsmouth Sailing Club	Independent Free	Registered Club	Independent Free	PO 1 2JL
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
Dolphin	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 2LU
Wellington	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 1 2LY
Pembroke	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 2NR
Royal Naval Club	Independent Free	Registered Club	Independent Free	PO 1 2NT
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	PO 1 2TA
Hampshire Boulevard	Independent Free	Pubs & Full On	Independent Free	PO 1 2QN
Guildhall Village	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	PO 1 2RY
Ocean Hotel	Independent Free	Pubs & Full On	Independent Free	PO 4 0RW
Fawcett Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 4 0DP
Nell Gwynne	Unknown	Pubs & Full On	Unknown	PO 4 0EN
Northcote Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 0HL
Golden Eagle	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 4 0JA
Indian Cottage Restaurant	Independent Free	Restaurant	Independent Free	PO 4 0JR
Twins	Independent Free	Restaurant	Independent Free	PO 4 0JR
Leopold Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 4 0JT
Bold Forester	Greene King	Pubs & Full On	Greene King	PO 4 0JW
G Boutique Hotel	Independent Free	Pubs & Full On	Independent Free	PO 4 0NQ
Marmion Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 5 2BA
Lounge & Elegance	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	PO 4 0RD
Gaiety Suite	Six Piers Ltd	Pubs & Full On	Six Piers Ltd	PO 4 0SW
Festing	Greene King	Pubs & Full On	Greene King	PO 4 0NG
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
Sant Yago	Independent Free	Restaurant	Independent Free	PO 5 2EE
Jolly Sailor	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2EU
Restaurant 27	Independent Free	Restaurant	Independent Free	PO 5 2JF
Florence Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 5 2NE
Phoenix	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 2QU
Kings Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 5 2SE
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	PO 5 2SX
Sakura	Independent Free	Restaurant	Independent Free	PO 5 2SE
Vaults	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 5 2SF
Bombay Express	Independent Free	Restaurant	Independent Free	PO 5 2SG

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Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
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
Southsea Rowing Club	Independent Free	Registered Club	Independent Free	PO 5 3AE
Becketts	Independent Free	Restaurant	Independent Free	PO 5 3AT
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	PO 5 3AU
Montys	Independent Free	Restaurant	Independent Free	PO 5 3AY
Mayfair Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO 5 3AZ
Carter And Co	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3BY
Barley Mow	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3DE
Giuseppes	Independent Free	Restaurant	Independent Free	PO 5 3EG
Queens Hotel	Independent Free	Pubs & Full On	Independent Free	PO 5 3LJ
Greenwich	Independent Free	Pubs & Full On	Independent Free	PO 5 3LR
Noble House	Independent Free	Restaurant	Independent Free	PO 5 3LS
Rancho	Independent Free	Restaurant	Independent Free	PO 5 3LS
Shenanigans Irish Cafe	Independent Free	Pubs & Full On	Independent Free	PO 5 3LS
Yonkers	Independent Free	Restaurant	Independent Free	PO 5 3LT
Lord Fitzclarence	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 3LS
Circolo Pizzeria	Independent Free	Restaurant	Independent Free	PO 5 3LU
Burgerz N Brewz	Independent Free	Restaurant	Independent Free	PO 5 3LU
Auckland Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 5 3NB
Apsley House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 5 3NY
Ashbys	Independent Free	Pubs & Full On	Independent Free	PO 5 3NY
Southsea Village	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	PO 5 3PP
Lord Palmerston	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 5 3PT
Meat And Barrel	Independent Free	Restaurant	Independent Free	PO 5 3PT
Leilamezze Restaurant	Independent Free	Restaurant	Independent Free	PO 5 4AQ
Raven	Independent Free	Pubs & Full On	Independent Free	PO 5 4BT
Eldon Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 5 4BS
King Street Tavern	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	PO 5 4EH
Castle	Independent Free	Pubs & Full On	Independent Free	PO 5 4PT
Wedgewood Rooms & Edge Of The Wed	Independent Free	Pubs & Full On	Independent Free	PO 4 0JW
Spice Island Inn	Greene King	Pubs & Full On	Greene King	PO 1 2JL
Astoria	Independent Free	Proprietary Club	Independent Free	PO 1 2RY
Porters	Independent Free	Pubs & Full On	Independent Free	PO 5 2SE
Wave Maiden	Independent Free	Pubs & Full On	Independent Free	PO 5 3LT
Monarch	Independent Free	Restaurant	Independent Free	PO 5 3PP
Bridge Tavern	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 1 2JJ
Sallyport Hotel	Independent Free	Pubs & Full On	Independent Free	PO 1 2LU
Craneswater Club	Independent Free	Proprietary Club	Independent Free	PO 4 9BZ
Hole In The Wall	Independent Free	Pubs & Full On	Independent Free	PO 5 3BY
Pyramid	Independent Free	Proprietary Club	Independent Free	PO 5 3ST
New Theatre Royal	Independent Free	Pubs & Full On	Independent Free	PO 1 2DD
Clarence	Whitbread	Pubs & Full On	Whitbread	PO 5 3AA
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
Good Fortune	Independent Free	Restaurant	Independent Free	PO 1 2LP

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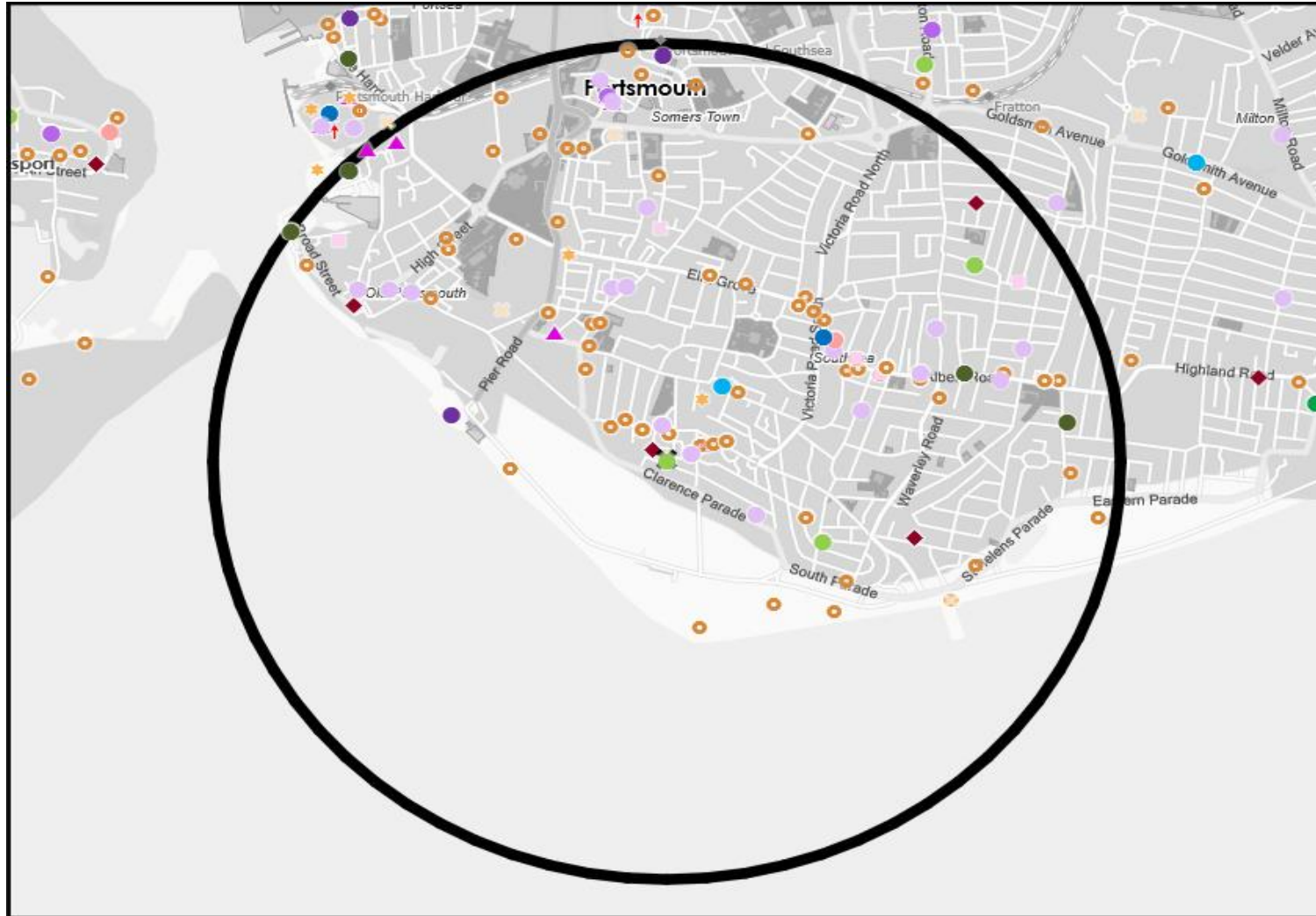
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Name	Description	License Type	Owner Name	Postcode
Gin & Olive	Independent Free	Pubs & Full On	Independent Free	PO 5 2SE
Otakusushi	Independent Free	Restaurant	Independent Free	PO 1 2DB
Briny	Independent Free	Restaurant	Independent Free	PO 5 3PG
Jamil	Independent Free	Restaurant	Independent Free	PO 5 3LU
Rees Hall	Independent Free	Registered Club	Independent Free	PO 5 3AT
Hong Kong Charlies	Independent Free	Pubs & Full On	Independent Free	PO 5 3PP
Steki Taverna	Independent Free	Restaurant	Independent Free	PO 5 3LR
Honest Politician	Independent Free	Pubs & Full On	Independent Free	PO 5 1JF
Sopranos	Independent Free	Restaurant	Independent Free	PO 5 3PT
Drift	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 5 3PT
Loch Fyne	Greene King	Restaurant	Greene King	PO 1 3BF
Cafe Rouge	Big Table Group Ltd	Restaurant	Big Table Group Ltd	PO 1 3FA
United Services Rugby Club	Independent Free	Registered Club	Independent Free	PO 1 2EJ
Spice Merchant	Independent Free	Restaurant	Independent Free	PO 5 3LT
Waverly Bowling Club	Independent Free	Registered Club	Independent Free	PO 5 2PS
Kings Theatre	Independent Free	Pubs & Full On	Independent Free	PO 5 2QJ
Southsea Golf Links	Independent Free	Registered Club	Independent Free	PO 4 9RF
Koh Thai Tapas	Koh Thai	Restaurant	Koh Thai	PO 5 3AH
Bonitas	Independent Free	Pubs & Full On	Independent Free	PO 5 3PT
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	PO 1 3SY
Bodrum	Independent Free	Restaurant	Independent Free	PO 4 0JW
Portsmouth Cricket	Independent Free	Registered Club	Independent Free	PO 4 9RF
Nicholsons	Independent Free	Restaurant	Independent Free	PO 4 0JR
Brasserie Blanc	Heartwood Collection	Restaurant	Heartwood Collection	PO 1 3FA
La King Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO 5 3LT
Buckingham House	Independent Free	Pubs & Full On	Independent Free	PO 1 2LP
Stattons	Independent Free	Pubs & Full On	Independent Free	PO 5 2NE
Nemrut Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SN
Chambers Lounge And Restaurant	Independent Free	Restaurant	Independent Free	PO 1 2RG
Mozzarella Joes	Independent Free	Restaurant	Independent Free	PO 5 3AE
Palmerston Grill	Independent Free	Pubs & Full On	Independent Free	PO 5 3PT
Cedar Restaurant	Independent Free	Restaurant	Independent Free	PO 5 2SF
Fah Thai	Independent Free	Restaurant	Independent Free	PO 5 2SL
Southsea Castle	Independent Free	Pubs & Full On	Independent Free	PO 5 3PA
Southsea Beach Cafe	Independent Free	Pubs & Full On	Independent Free	PO 4 0SP
China House	Independent Free	Restaurant	Independent Free	PO 4 0JP
Parade Tearooms	Independent Free	Pubs & Full On	Independent Free	PO 5 3JF
Charter Community Sports Centre	Independent Free	Proprietary Club	Independent Free	PO 5 4LH
Florence House	Independent Free	Pubs & Full On	Independent Free	PO 5 2NA
Florence Gardens Boutique Hotel And R	Independent Free	Pubs & Full On	Independent Free	PO 5 2NA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	PO 1 2TR
Emporium Bar	Independent Free	Pubs & Full On	Independent Free	PO 5 1LR
Canteen	Independent Free	Restaurant	Independent Free	PO 1 2FS
7Bone	7Bone	Restaurant	7Bone	PO 1 2DD
Croxtons Kitchen And Tap House	Independent Free	Pubs & Full On	Independent Free	PO 5 3PT
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
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: P04036_Apsley House, Southsea, PO5 3NY (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: P04036_Apsley House, Southsea, PO5 3NY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,311	6.3	22.1	29		
2 Rising Prosperity	5,938	28.7	10.2	282		
3 Comfortable Communities	3,393	16.4	26.5	62		
4 Financially Stretched	6,584	31.8	23.7	134		
5 Urban Adversity	3,374	16.3	17.2	95		
6 Not Private Households	113	0.5	0.3	159		
Graph						
Total households	20,713					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M 15.9%
UK Adults of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04036_Apsley House, Southsea, PO5 3NY (1 Mile contour)
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Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	34	0.2	1.1	15			
1.B Executive Wealth	506	2.4	11.3	22			
1.C Mature Money	771	3.7	9.6	39			
2. Rising Prosperity							
2.D City Sophisticates	1,144	5.5	3.8	145			
2.E Career Climbers	4,794	23.1	6.4	363			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	2	0.0	6.0	0			
3.H Steady Neighbourhoods	437	2.1	7.4	28			
3.I Comfortable Seniors	370	1.8	2.9	63			
3.J Starting Out	2,584	12.5	4.6	274			
4. Financially Stretched							
4.K Student Life	5,849	28.2	2.5	1,126			
4.L Modest Means	56	0.3	8.0	3			
4.M Striving Families	0	0.0	7.4	0			
4.N Poorer Pensioners	679	3.3	5.8	57			
5. Urban Adversity							
5.O Young Hardship	765	3.7	6.3	59			
5.P Struggling Estates	987	4.8	5.7	84			
5.Q Difficult Circumstances	1,622	7.8	5.2	149			
6. Not Private Households							
6.R Not Private Households	113	0.5	0.3	159			
Total households	20,713						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Sort by: Corn Structure
 Index
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	34	0.2	0.9	19			
1.B Executive Wealth							
1.B.4 Asset rich families	12	0.1	2.6	2			
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	366	1.8	0.9	207			
1.B.8 Prosperous suburban families	128	0.6	1.5	40			
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	48	0.2	2.8	8			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	723	3.5	1.3	270			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	315	1.5	0.7	217			
2.D.15 Younger professionals in smaller flats	100	0.5	1.5	33			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	729	3.5	1.0	364			
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	4,034	19.5	3.4	574			
2.E.20 Mixed metropolitan areas	760	3.7	1.0	366			
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	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	2	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	437	2.1	1.6	132			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	370	1.8	0.5	368			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	2,575	12.4	2.2	578			
3.J.33 Smaller houses and starter homes	9	0.0	2.4	2			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	838	4.0	0.3	1,208			
4.K.35 Term-time terraces	1,865	9.0	0.2	3,616			
4.K.36 Educated young people in flats and tenements	3,146	15.2	1.9	790			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	56	0.3	1.4	19			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	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	607	2.9	1.0	284			
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	72	0.3	1.7	20			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	295	1.4	2.2	65			
5.O.50 Struggling younger people in mixed tenure	178	0.9	1.8	48			
5.O.51 Young people in small, low cost terraces	292	1.4	2.3	62			
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	213	1.0	0.8	125			
5.P.54 Multi-ethnic, purpose-built estates	32	0.2	1.0	16			
5.P.55 Deprived and ethnically diverse in flats	742	3.6	0.7	484			
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	396	1.9	1.5	127			
5.Q.58 Singles and young families, some receiving benefits	27	0.1	1.8	7			
5.Q.59 Deprived areas and high-rise flats	1,199	5.8	2.0	294			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.0	0.1	41			
6.R.61 Inactive communal population	108	0.5	0.3	183			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	20,713						

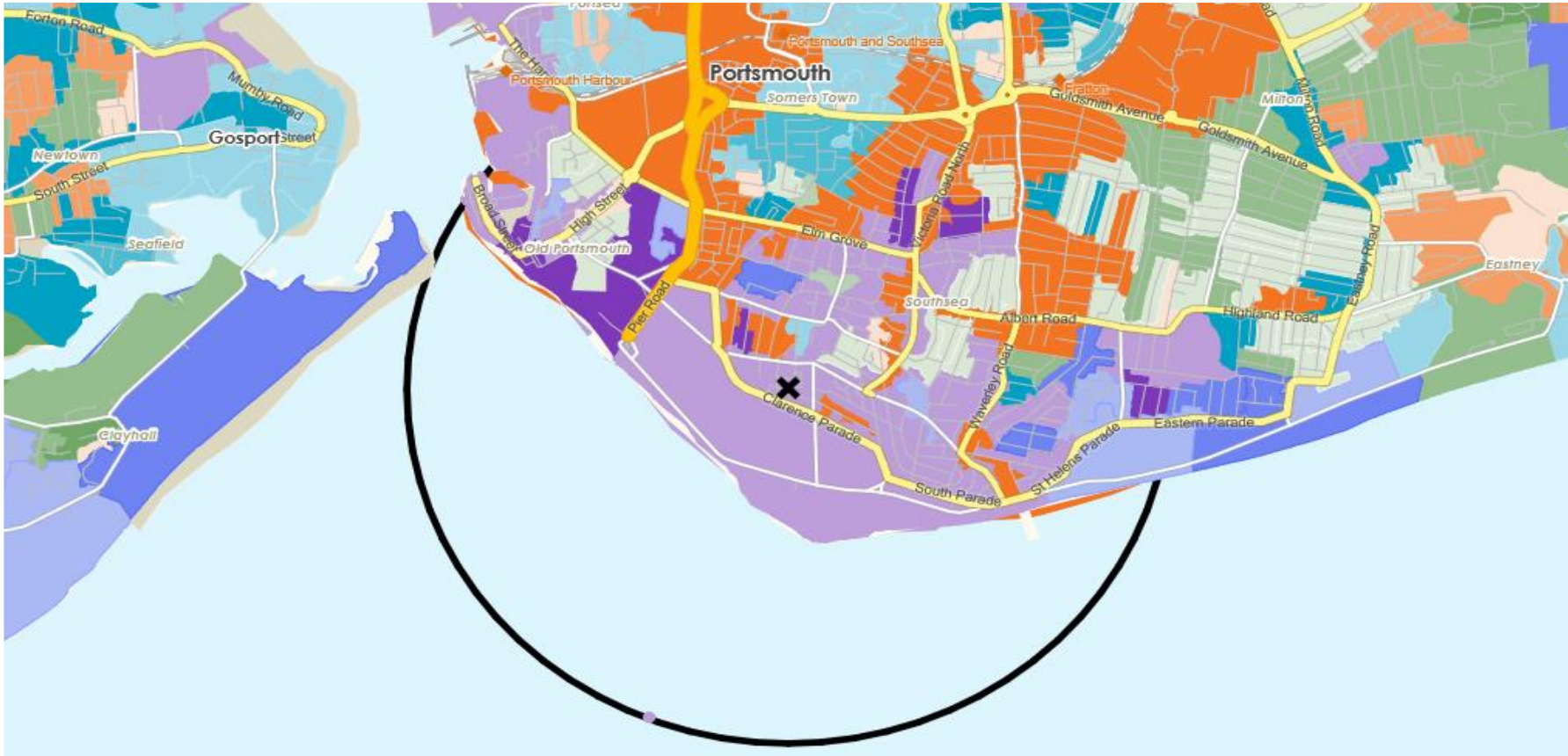
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04036_Apsley House, Southsea, PO5 3NY (1 Mile contour)



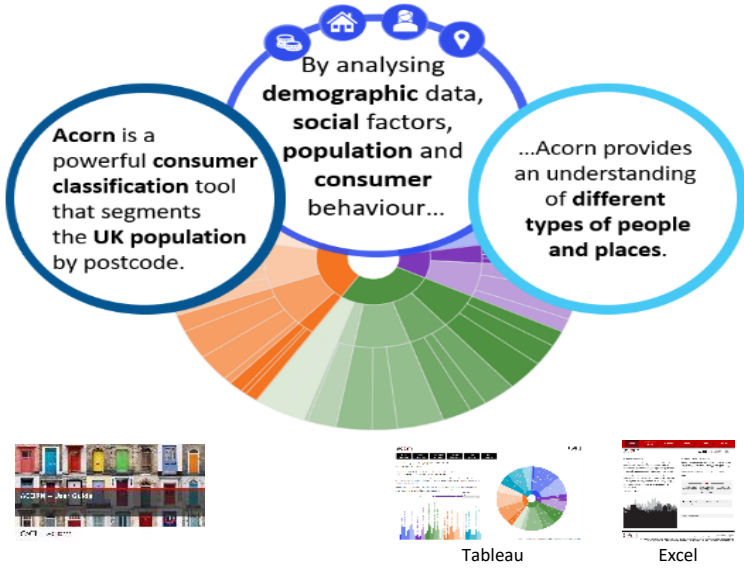
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest Means
 - 4.M Striving Families
 - 4.N Poorer Pensioners
 - 5.O Young Hardship
 - 5.P Struggling Estates
 - 5.Q Difficult Circumstances
 - 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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**

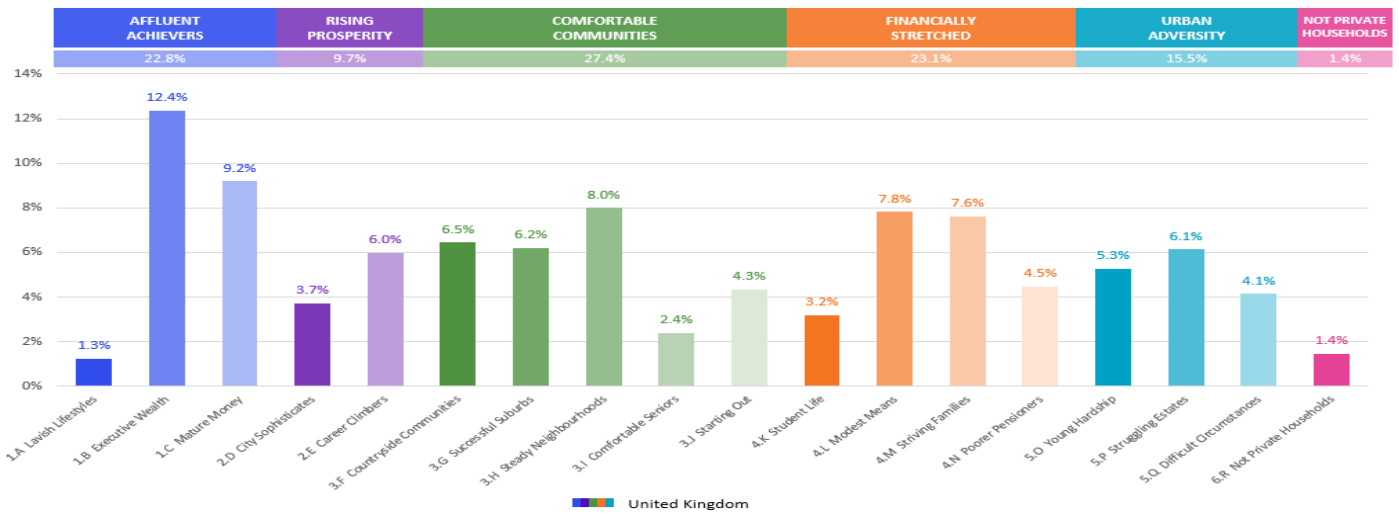
House tenure: **Owned outright**

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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