

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04079_Drummond Arms, Southampton, SC
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	43.6	81.7	53			
Proprietary Club	1	2.2	7.3	30			
Registered Club	8	17.5	28.2	62			
Restaurant	7	15.3	32.1	48			
Residential	1	2.2	2.7	82			

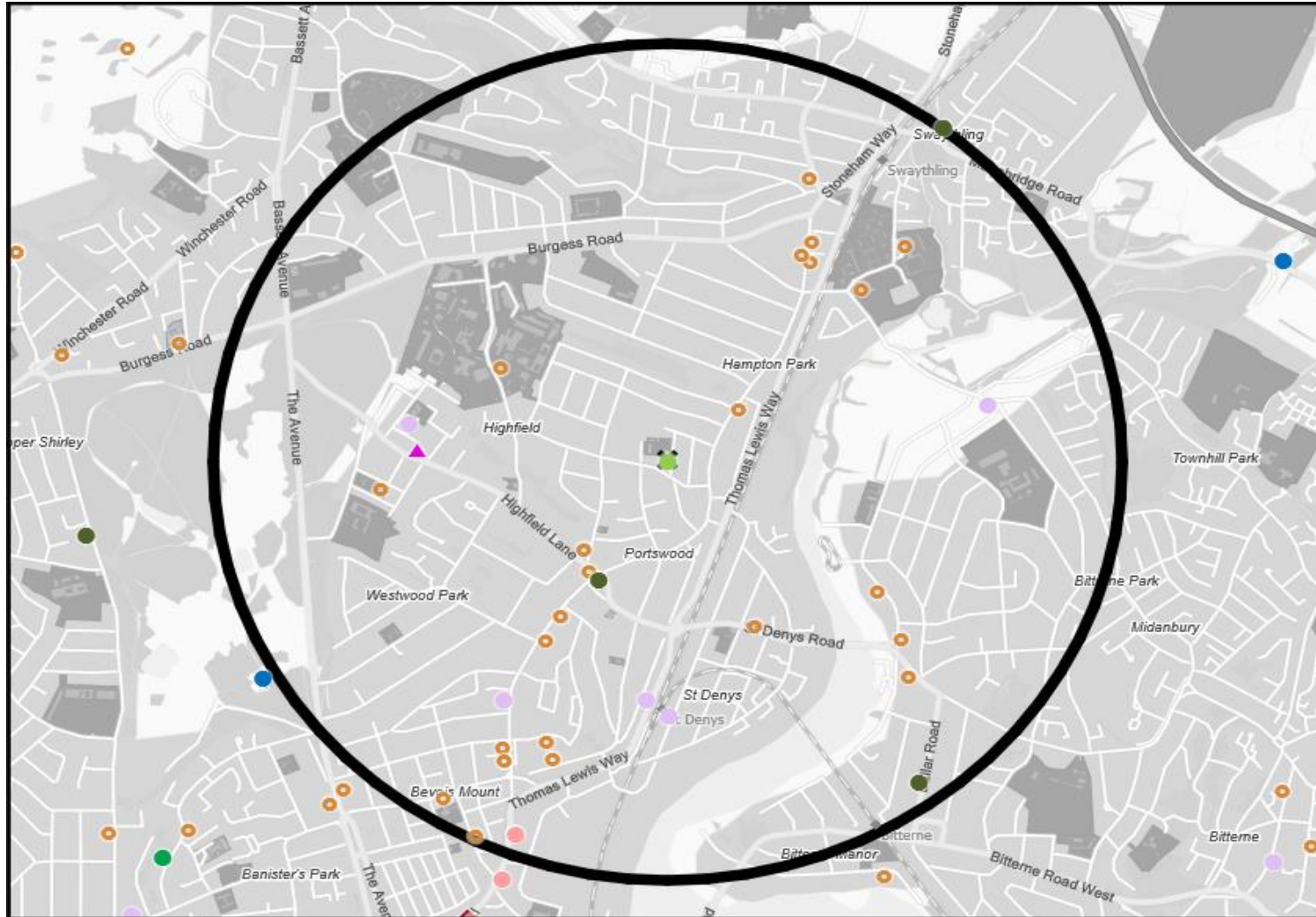
Name	Description	License Type	Owner Name	Postcode
Highfield House Hotel	Independent Free	Pubs & Full On	Independent Free	SO17 1AQ
Dolphin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO17 2EZ
Gordon Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO17 2FU
Guide Dog Inn	Independent Free	Pubs & Full On	Independent Free	SO14 6SF
Clowns	Independent Free	Pubs & Full On	Independent Free	SO14 0JZ
Dhaba 59	Independent Free	Restaurant	Independent Free	SO14 6RH
Brookvale Lawn Retirement Home	Independent Free	Residential	Independent Free	SO17 2EX
St Denys & Bitterne Park Cons Working I	Independent Free	Registered Club	Independent Free	SO17 2FP
Diment-Macdonald Dance Centre	Independent Free	Proprietary Club	Independent Free	SO17 2GA
Mitre	Greene King	Pubs & Full On	Greene King	SO17 2LB
Trago Lounge	Loungers	Pubs & Full On	Loungers	SO17 2LB
Crown Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO17 1QE
Kohinoor Of Kerala	Independent Free	Restaurant	Independent Free	SO17 2WE
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	SO17 1QD
Swaythling Working Mens Club	Independent Free	Registered Club	Independent Free	SO16 2JH
Drummond Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO17 3AA
Brook Inn	Independent Free	Pubs & Full On	Independent Free	SO17 3SD
Mbuntu	Independent Free	Restaurant	Independent Free	SO18 1FX
Station	Greene King	Pubs & Full On	Greene King	SO18 1GT
Bitterne Park Working Mens Club	Independent Free	Registered Club	Independent Free	SO18 1NQ
Hop Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO18 2PH
Chamberlain Hall Of Res Club	Independent Free	Registered Club	Independent Free	SO17 1AW
Connaught Hall Of Res	Independent Free	Registered Club	Independent Free	SO18 2NS
University Of Southampton	Independent Free	Registered Club	Independent Free	SO17 1BJ
Hobbit	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO14 0JZ
South Western Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO17 2HW
So Bar	Unknown	Pubs & Full On	Unknown	SO14 0JZ
Garden	Independent Free	Restaurant	Independent Free	SO16 2JF
Broadway	Independent Free	Pubs & Full On	Independent Free	SO17 2NH
Hardmoor Sports Ground	Independent Free	Registered Club	Independent Free	SO16 2NJ
University of Southampton	Independent Free	Registered Club	Independent Free	SO18 2NW
Melo	Independent Free	Restaurant	Independent Free	SO16 2JE
Mangos Thai Tapas Bar	Independent Free	Restaurant	Independent Free	SO17 2ES
La Baronia	Independent Free	Restaurant	Independent Free	SO17 2ET
Butcher's Hook Alehouse	Independent Free	Pubs & Full On	Independent Free	SO18 1NN
Bookshop Alehouse	Independent Free	Pubs & Full On	Independent Free	SO17 2ES
Metricks	Independent Free	Pubs & Full On	Independent Free	SO17 2LA

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04079_Drummond Arms, Southampton, SO17 3AA (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04079_Drummond Arms, Southampton, SO17 3AA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,255	7.5	22.1	34		
 2 Rising Prosperity	2,760	16.6	10.2	163		
 3 Comfortable Communities	4,053	24.4	26.5	92		
 4 Financially Stretched	5,984	36.0	23.7	152		
 5 Urban Adversity	2,220	13.3	17.2	78		
 6 Not Private Households	364	2.2	0.3	636		
 Graph						
Total households	16,636					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

Running into debt ← → Saving 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 Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04079_Drummond Arms, Southampton, SO17 3AA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	76	0.5	1.1	42		
1.B Executive Wealth	786	4.7	11.3	42		
1.C Mature Money	393	2.4	9.6	24		
2. Rising Prosperity						
2.D City Sophisticates	30	0.2	3.8	5		
2.E Career Climbers	2,730	16.4	6.4	258		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	1,718	10.3	6.0	173		
3.H Steady Neighbourhoods	848	5.1	7.4	69		
3.I Comfortable Seniors	214	1.3	2.9	45		
3.J Starting Out	1,273	7.7	4.6	168		
4. Financially Stretched						
4.K Student Life	3,882	23.3	2.5	931		
4.L Modest Means	525	3.2	8.0	40		
4.M Striving Families	1,110	6.7	7.4	90		
4.N Poorer Pensioners	467	2.8	5.8	49		
5. Urban Adversity						
5.O Young Hardship	1,109	6.7	6.3	107		
5.P Struggling Estates	477	2.9	5.7	50		
5.Q Difficult Circumstances	634	3.8	5.2	73		
6. Not Private Households						
6.R Not Private Households	364	2.2	0.3	636		
Total households	16,636					

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

- Age range: **18-34**
- Children at home: **3+**
- House tenure: **Social renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

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%)

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?
----------	-------	------	-----	----------------

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04079_Drummond Arms, Southampton, SO17 3AA (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	76	0.5	0.9	53			
1.B Executive Wealth							
1.B.4 Asset rich families	42	0.3	2.6	10			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	73	0.4	2.2	20			
1.B.7 Affluent professionals	190	1.1	0.9	134			
1.B.8 Prosperous suburban families	351	2.1	1.5	138			
1.B.9 Well-off edge of towners	130	0.8	1.6	49			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	276	1.7	2.8	59			
1.C.12 Retired and empty nesters	12	0.1	2.5	3			
1.C.13 Upmarket downsizers	105	0.6	1.3	49			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	30	0.2	0.7	26			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	259	1.6	2.0	79			
2.E.19 First time buyers in small, modern homes	2,449	14.7	3.4	434			
2.E.20 Mixed metropolitan areas	22	0.1	1.0	13			
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	808	4.9	2.7	180			
3.G.25 Larger family homes, multi-ethnic areas	882	5.3	0.8	637			
3.G.26 Semi-professional families, owner occupied neighbourhoods	28	0.2	2.4	7			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	252	1.5	3.5	44			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
3.H.29 Established suburbs, older families	595	3.6	2.3	153			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	70	0.4	2.4	18			
3.I.31 Elderly singles in purpose-built accommodation	144	0.9	0.5	178			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	388	2.3	2.2	108			
3.J.33 Smaller houses and starter homes	885	5.3	2.4	222			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1,545	9.3	0.3	2,773			
4.K.35 Term-time terraces	1,097	6.6	0.2	2,648			
4.K.36 Educated young people in flats and tenements	1,240	7.5	1.9	388			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	370	2.2	1.4	154			
4.L.38 Semi-skilled workers in traditional neighbourhoods	52	0.3	2.6	12			
4.L.39 Fading owner occupied terraces	103	0.6	2.9	21			
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	306	1.8	1.6	112			
4.M.43 Families in right-to-buy estates	732	4.4	2.0	216			
4.M.44 Post-war estates, limited means	72	0.4	2.2	20			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	8	0.0	0.8	6			
4.N.46 Elderly people in social rented flats	361	2.2	1.0	210			
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	98	0.6	1.7	35			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	502	3.0	2.2	138			
5.O.50 Struggling younger people in mixed tenure	494	3.0	1.8	165			
5.O.51 Young people in small, low cost terraces	113	0.7	2.3	30			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	7	0.0	1.6	3			
5.P.53 Low income terraces	11	0.1	0.8	8			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	8	0.0	0.7	7			
5.P.56 Low income large families in social rented semis	451	2.7	1.6	169			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	232	1.4	1.5	92			
5.Q.58 Singles and young families, some receiving benefits	108	0.6	1.8	37			
5.Q.59 Deprived areas and high-rise flats	294	1.8	2.0	90			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	10			
6.R.61 Inactive communal population	363	2.2	0.3	766			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	16,636						

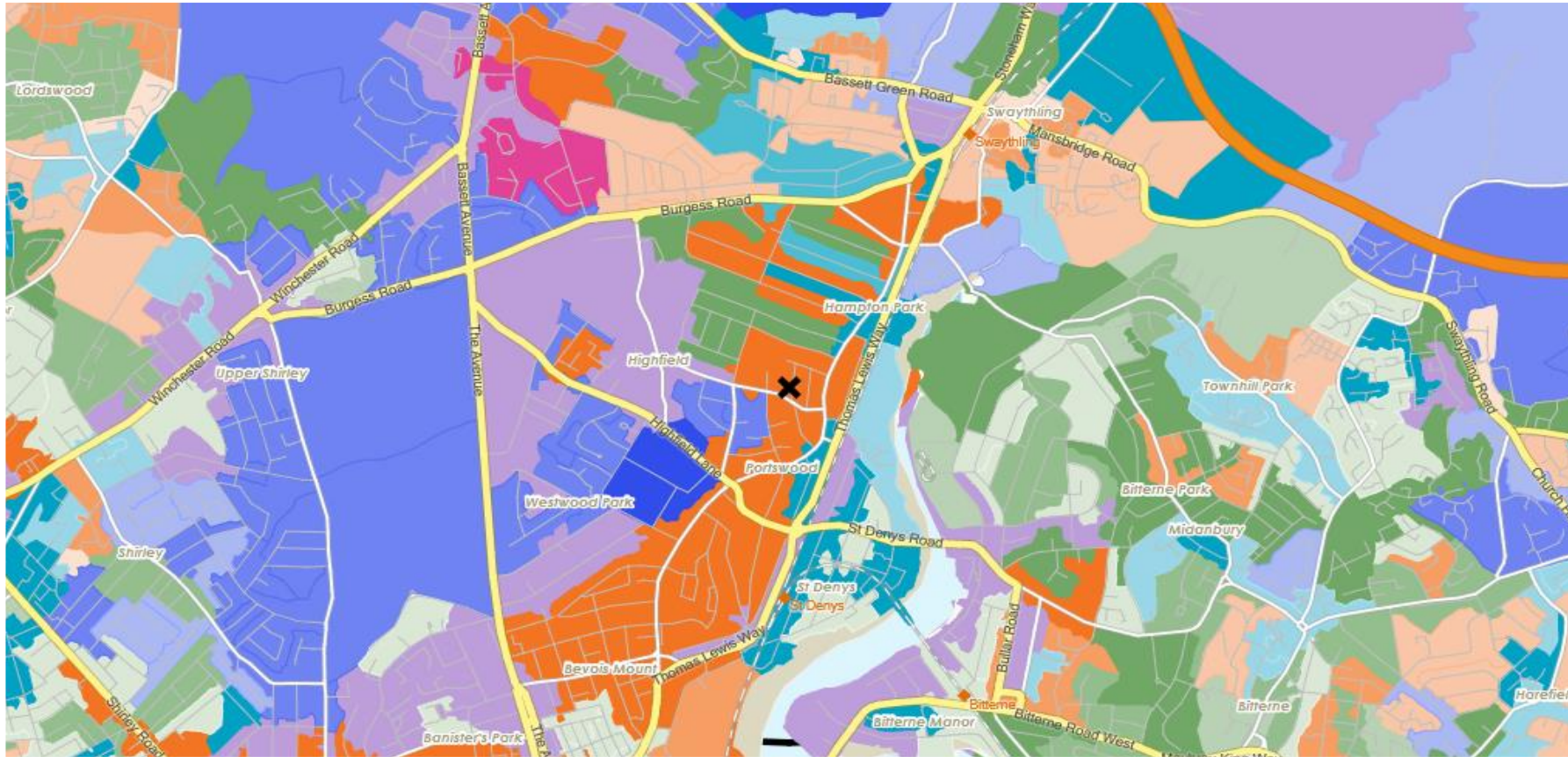
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04079_Drummond Arms, Southampton, SO17 3AA (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04079_Drummond Arms, Southampton, SO17 3AA (1 Mile contour)

