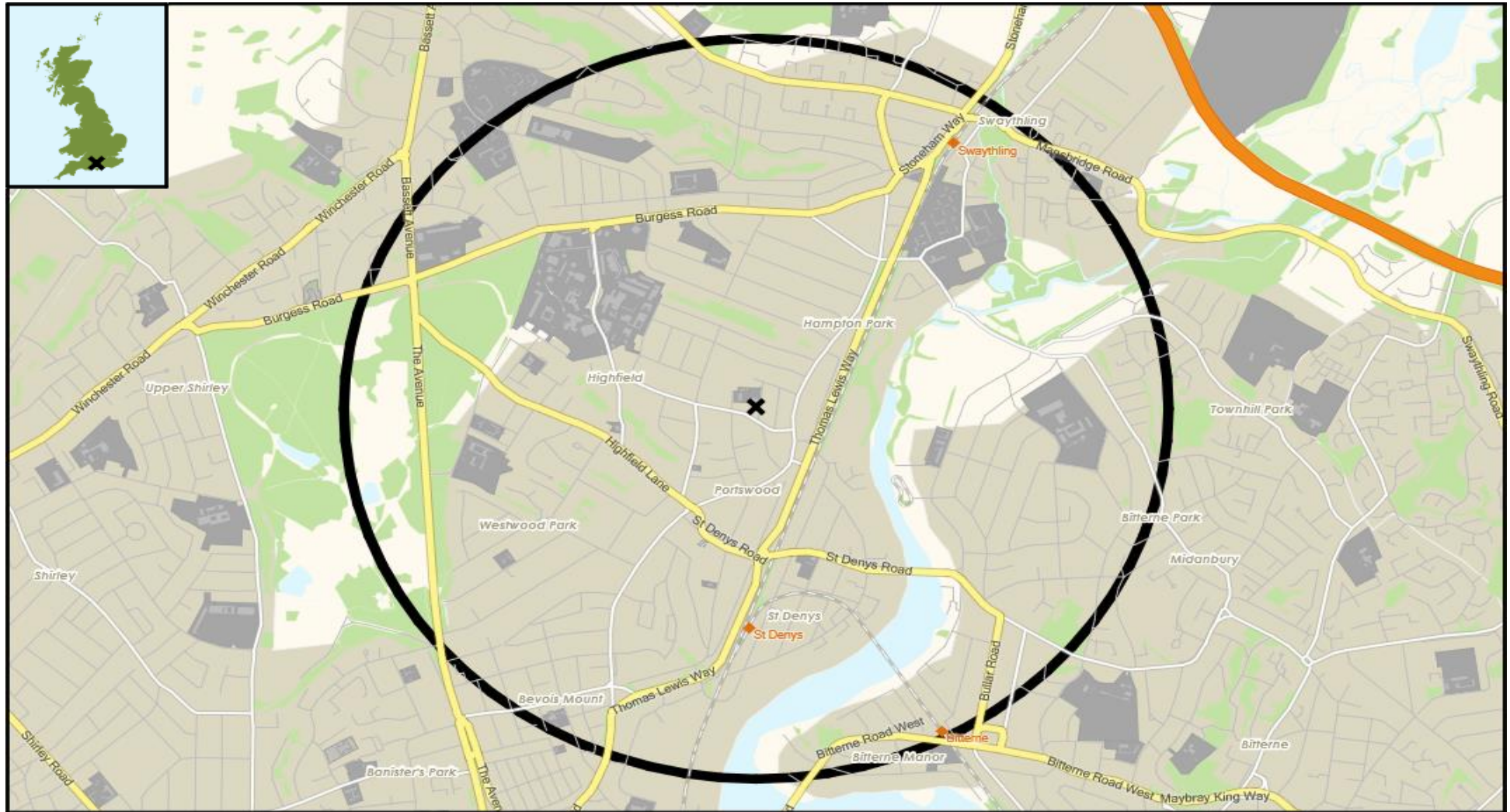


MAP OF AREA

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Source: OS Open Data 2018

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

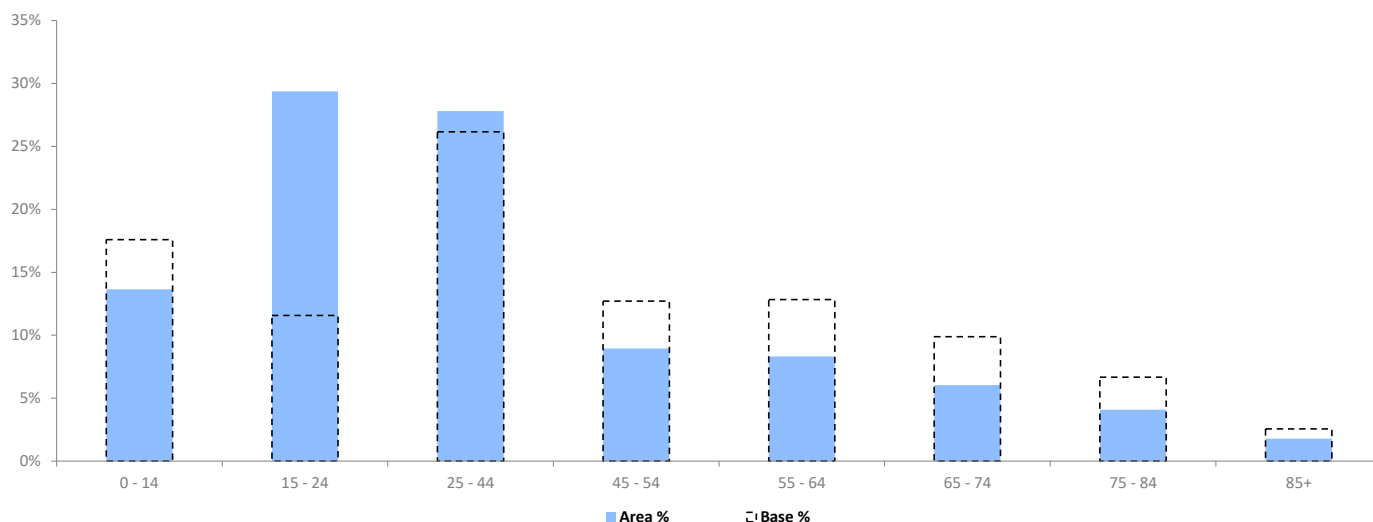


POPULATION PROJECTIONS

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Area: P04079_Drummond Arms, Southampton, SO17 3AA (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,463	13.6	17.6	78			
15 - 24	13,911	29.4	11.6	254			
25 - 44	13,173	27.8	26.2	106			
45 - 54	4,235	8.9	12.7	70			
55 - 64	3,934	8.3	12.8	65			
65 - 74	2,859	6.0	9.9	61			
75 - 84	1,930	4.1	6.7	61			
85+	849	1.8	2.6	70			
Total population	47,354						



EXPENDITURE

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Area: P04079_Drummond Arms, Southampton, SO17 3AA (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	£1,422,142	£82.59	£73.74	112			
2. Alcoholic beverages, tobacco and narcotics	£542,356	£31.50	£27.43	115			
3. Clothing & Footwear	£893,324	£51.88	£41.92	124			
4. Housing, water, electricity, gas and other fuels	£1,692,479	£98.29	£92.23	107			
5. Furnishings, equipment and routine maintenance	£721,438	£41.90	£39.49	106			
6. Health	£360,446	£20.93	£16.97	123			
7. Transport	£3,051,699	£177.23	£115.30	154			
8. Communication	£301,681	£17.52	£14.64	120			
9. Recreation & Culture	£2,119,312	£123.08	£100.48	122			
10. Education	£1,875,593	£108.93	£22.34	488			
11. Restaurants & Hotels	£1,882,985	£109.36	£82.30	133			
12. Miscellaneous goods and services	£2,201,189	£127.83	£104.94	122			
Total Expenditure	£17,064,644	£991.04	£731.77	135			

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.

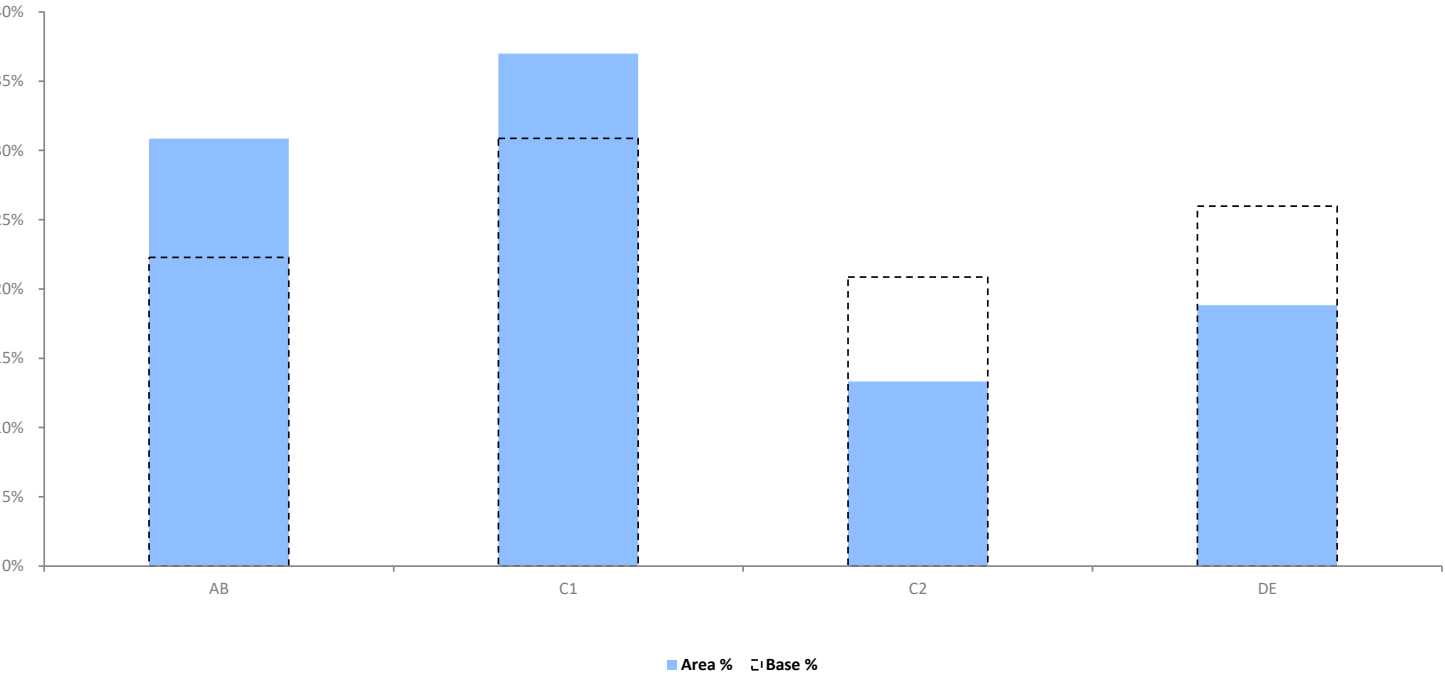
UP TO DATE DEMOGRAPHICS

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Area:	P04079_Drummond Arms, Southampton, SO17 3AA (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	5,281	30.9	22.3	139			
C1: Supervisory, clerical, jr managerial/admin/professional	6,331	37.0	30.9	120			
C2: Skilled manual workers	2,282	13.3	20.9	64			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,222	18.8	26.0	72			
Total household reference persons aged 16 to 64	17,116						



CGA LICENCED PREMISES

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Area: P04079_Drummond Arms, 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	20	42.2	82.8	51			
Proprietary Club	1	2.1	7.5	28			
Registered Club	8	16.9	28.7	59			
Restaurant	8	16.9	32.5	52			
Residential	1	2.1	2.8	76			

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
Junction Inn	Greene King	Pubs & Full On	Greene King	SO17 2JZ
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
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
Mettricks	Independent Free	Pubs & Full On	Independent Free	SO17 2LA
Noodle 8	Independent Free	Restaurant	Independent Free	SO17 2WE

MAP OF AREA

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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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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

Base: Great Britain

Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,372	8.0	22.0	36		
	2 Rising Prosperity	2,838	16.6	10.3	161		
	3 Comfortable Communities	3,964	23.2	26.3	88		
	4 Financially Stretched	6,327	37.0	23.7	156		
	5 Urban Adversity	2,232	13.0	17.4	75		
	6 Not Private Households	383	2.2	0.3	672		
 Graph							
Total households		17,116					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04079_Drummond Arms, Southampton, SO17 3AA (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	79	0.5	1.1	42			
1.B Executive Wealth	801	4.7	11.2	42			
1.C Mature Money	492	2.9	9.6	30			
2. Rising Prosperity							
2.D City Sophisticates	30	0.2	4.0	4			
2.E Career Climbers	2,808	16.4	6.3	261			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	1,680	9.8	5.9	167			
3.H Steady Neighbourhoods	887	5.2	7.4	70			
3.I Comfortable Seniors	223	1.3	2.9	45			
3.J Starting Out	1,174	6.9	4.4	154			
4. Financially Stretched							
4.K Student Life	4,058	23.7	2.5	960			
4.L Modest Means	561	3.3	7.9	41			
4.M Striving Families	1,178	6.9	7.5	92			
4.N Poorer Pensioners	530	3.1	5.8	53			
5. Urban Adversity							
5.O Young Hardship	1,040	6.1	6.2	98			
5.P Struggling Estates	502	2.9	5.9	50			
5.Q Difficult Circumstances	690	4.0	5.3	76			
6. Not Private Households							
6.R Not Private Households	383	2.2	0.3	672			
Total households	17,116						

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: P04079_Drummond Arms, Southampton, SO17 3AA (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	79	0.5	0.9	54			
1.B Executive Wealth								
	1.B.4 Asset rich families	65	0.4	2.6	14			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	62	0.4	2.2	16			
	1.B.7 Affluent professionals	211	1.2	0.8	146			
	1.B.8 Prosperous suburban families	350	2.0	1.5	134			
	1.B.9 Well-off edge of towners	113	0.7	1.6	41			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	368	2.2	2.8	76			
	1.C.12 Retired and empty nesters	12	0.1	2.5	3			
	1.C.13 Upmarket downsizers	112	0.7	1.3	51			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	30	0.2	0.7	25			
	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	314	1.8	1.9	96			
	2.E.19 First time buyers in small, modern homes	2,472	14.4	3.3	433			
	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	759	4.4	2.7	166			
	3.G.25 Larger family homes, multi-ethnic areas	892	5.2	0.8	638			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	29	0.2	2.4	7			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	292	1.7	3.4	50			
	3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
	3.H.29 Established suburbs, older families	594	3.5	2.3	149			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	74	0.4	2.4	18			
	3.I.31 Elderly singles in purpose-built accommodation	149	0.9	0.5	180			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	345	2.0	2.1	95			
	3.J.33 Smaller houses and starter homes	829	4.8	2.3	209			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	1,565	9.1	0.4	2,595			
	4.K.35 Term-time terraces	1,252	7.3	0.3	2,781			
	4.K.36 Educated young people in flats and tenements	1,241	7.3	1.9	391			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	402	2.3	1.4	164			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	54	0.3	2.6	12			
	4.L.39 Fading owner occupied terraces	105	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	291	1.7	1.6	103			
	4.M.43 Families in right-to-buy estates	791	4.6	2.1	225			
	4.M.44 Post-war estates, limited means	96	0.6	2.2	26			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	9	0.1	0.8	7			
	4.N.46 Elderly people in social rented flats	366	2.1	1.1	202			
	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	155	0.9	1.7	52			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	485	2.8	2.2	131			
	5.O.50 Struggling younger people in mixed tenure	526	3.1	1.8	174			
	5.O.51 Young people in small, low cost terraces	29	0.2	2.3	7			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	13	0.1	1.6	5			
	5.P.53 Low income terraces	18	0.1	0.8	13			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	8	0.0	0.8	6			
	5.P.56 Low income large families in social rented semis	463	2.7	1.6	168			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	265	1.5	1.5	102			
	5.Q.58 Singles and young families, some receiving benefits	114	0.7	1.8	37			
	5.Q.59 Deprived areas and high-rise flats	311	1.8	2.0	91			
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	382	2.2	0.3	814			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		17,116						

CATEGORY

GROUP

TYPE

MAP

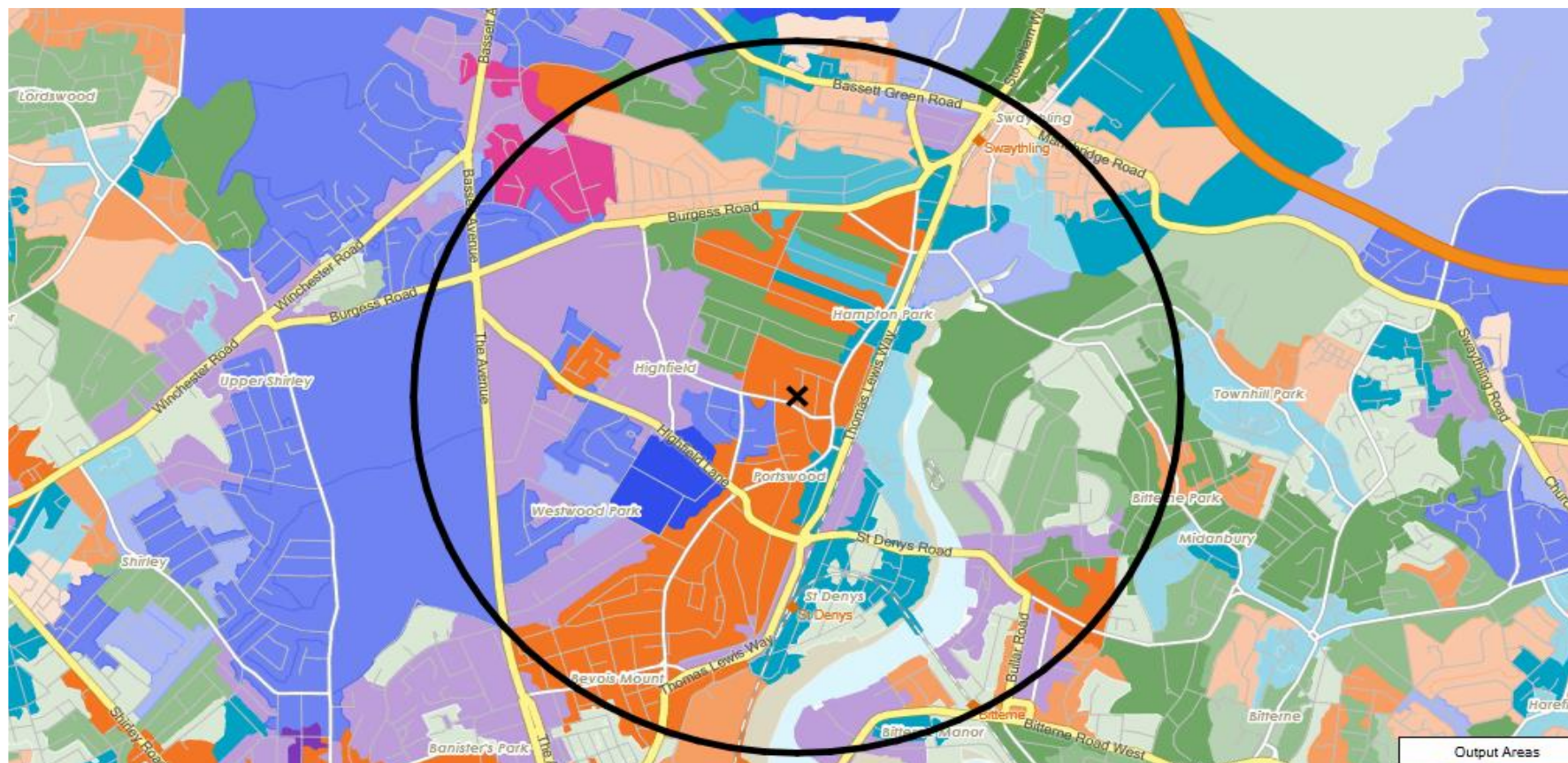
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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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

Output Areas

CATEGORY

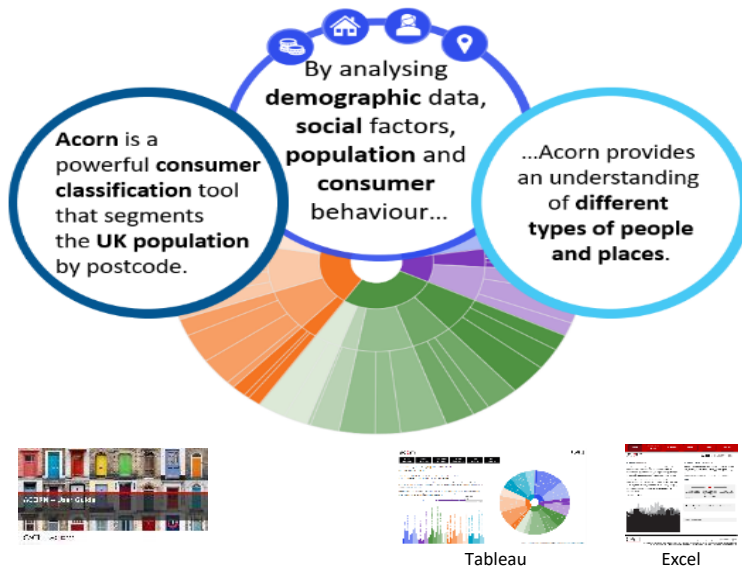
GROUP

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		

