

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: Blue Boar, Poole, BH15 1NE (1 Mile contour)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	195.9	81.7	240			
Proprietary Club	1	5.9	7.3	81			
Registered Club	10	59.4	28.2	211			
Restaurant	17	100.9	32.1	314			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Amity Club	Independent Free	Registered Club	Independent Free	BH15 1NQ
Poole Harbour Yacht Club	Independent Free	Registered Club	Independent Free	BH15 4AQ
Shah Of Persia	Marston's	Pubs & Full On	Marston's	BH15 2HS
Cockleshell	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BH15 1QD
George Hotel	Marston's	Pubs & Full On	Marston's	BH15 1DY
St Tropez	Independent Free	Restaurant	Independent Free	BH15 1AB
Ginalis	Independent Free	Restaurant	Independent Free	BH15 1AH
Kings Head Hotel	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	BH15 1BP
Antelope Hotel	Greene King	Pubs & Full On	Greene King	BH15 1BP
Sun Restaurant	Independent Free	Restaurant	Independent Free	BH15 1BP
Thai Restaurant	Independent Free	Restaurant	Independent Free	BH15 1BP
Quay Spice	Independent Free	Restaurant	Independent Free	BH15 1BT
Tandoori Nights	Independent Free	Restaurant	Independent Free	BH15 1BT
Brewhouse	Independent Free	Pubs & Full On	Independent Free	BH15 1DA
Nusara	Independent Free	Restaurant	Independent Free	BH15 1BT
Butler And Hops	Unknown	Pubs & Full On	Unknown	BH15 1DB
Pi Pizza	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	BH15 1BW
Poole Amateur Rowing Club	Independent Free	Registered Club	Independent Free	BH15 1JD
Thistle Hotel	GLH Hotels Management UK Ltd	Pubs & Full On	GLH Hotels Management UK Ltd	BH15 1HD
Portsmouth Hoy Hotel	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	BH15 1HJ
Lord Nelson	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	BH15 1HJ
Poole Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BH15 1HJ
Jolly Sailor	Greene King	Pubs & Full On	Greene King	BH15 1HJ
Oriel Cafe	Independent Free	Restaurant	Independent Free	BH15 1HJ
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BH15 1AB
King Charles	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BH15 1JN
Hotel Du Vin	Malmaison & Hotel du Vin	Pubs & Full On	Malmaison & Hotel du Vin	BH15 1JN
Rope And Anchor	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	BH15 1JW
Quay	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	BH15 1HJ
Queen Mary	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BH15 1LD
Crown Hotel	Independent Free	Pubs & Full On	Independent Free	BH15 1NB
Blue Boar	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	BH15 1NE
Angel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BH15 1NF
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	BH15 1NZ
Foundry Arms	Marston's	Pubs & Full On	Marston's	BH15 1QG
Holes Bay Inn	Whitbread	Pubs & Full On	Whitbread	BH15 2BD
Lighthouse	Independent Free	Pubs & Full On	Independent Free	BH15 1UG
Poole Stadium	Independent Free	Proprietary Club	Independent Free	BH15 2BP
Poole Centenary Hall And Club	Independent Free	Registered Club	Independent Free	BH15 2BU
Poole Yacht Club	Independent Free	Registered Club	Independent Free	BH15 4AP
Hamworthy Liberal Club	Independent Free	Registered Club	Independent Free	BH15 4AZ
Broadstone Cricket Club	Independent Free	Registered Club	Independent Free	BH15 1TR
Guildhall Tavern	Independent Free	Restaurant	Independent Free	BH15 1NB
Da Vinci Restaurant	Independent Free	Restaurant	Independent Free	BH15 1HJ
La Lupa	Independent Free	Restaurant	Independent Free	BH15 1HJ
Bar Custom & Custom House Restaurant	Independent Free	Pubs & Full On	Independent Free	BH15 1HP
Lord Wimborne	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	BH15 1QD
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	BH15 1RZ
Tatnum Tandoori	Independent Free	Restaurant	Independent Free	BH15 2HG
Hamworthy United Football Club	Independent Free	Registered Club	Independent Free	BH15 4BF
Rancho Steakhouse	Independent Free	Restaurant	Independent Free	BH15 1HU
Poole Town Football Club	Independent Free	Registered Club	Independent Free	BH15 3JR
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	BH15 2BD

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: Blue Boar, Poole, BH15 1NE (1 Mile contour)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	195.9	81.7	240			
Proprietary Club	1	5.9	7.3	81			
Registered Club	10	59.4	28.2	211			
Restaurant	17	100.9	32.1	314			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Italian Gossip	Independent Free	Restaurant	Independent Free	BH15 1HH
Royal National Lifeboat College	Independent Free	Registered Club	Independent Free	BH15 1HZ
Drift Micro Bar	Independent Free	Pubs & Full On	Independent Free	BH15 1HU
Lakeside Fish And Chips	Independent Free	Restaurant	Independent Free	BH15 1LS
Cockleshell Public House	Independent Free	Pubs & Full On	Independent Free	BH15 1RR
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	BH15 1LS
Delfino Lounge	Loungers	Pubs & Full On	Loungers	BH15 1ER
Rockfish	Rockfish	Restaurant	Rockfish	BH15 1HJ

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: Blue Boar, Poole, BH15 1NE (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: Blue Boar, Poole, BH15 1NE (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	674	8.7	22.1	39		
2 Rising Prosperity	1,186	15.2	10.2	150		
3 Comfortable Communities	2,763	35.5	26.5	134		
4 Financially Stretched	859	11.0	23.7	47		
5 Urban Adversity	2,237	28.7	17.2	167		
6 Not Private Households	72	0.9	0.3	269		
Graph						
Total households	7,791					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

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: Blue Boar, Poole, BH15 1NE (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	0	0.0	1.1	0		
1.B Executive Wealth	150	1.9	11.3	17		
1.C Mature Money	524	6.7	9.6	70		
2. Rising Prosperity						
2.D City Sophisticates	10	0.1	3.8	3		
2.E Career Climbers	1,176	15.1	6.4	237		
3. Comfortable Communities						
3.F Countryside Communities	81	1.0	5.7	18		
3.G Successful Suburbs	649	8.3	6.0	140		
3.H Steady Neighbourhoods	441	5.7	7.4	76		
3.I Comfortable Seniors	630	8.1	2.9	283		
3.J Starting Out	962	12.3	4.6	271		
4. Financially Stretched						
4.K Student Life	58	0.7	2.5	30		
4.L Modest Means	257	3.3	8.0	41		
4.M Striving Families	89	1.1	7.4	15		
4.N Poorer Pensioners	455	5.8	5.8	101		
5. Urban Adversity						
5.O Young Hardship	867	11.1	6.3	178		
5.P Struggling Estates	26	0.3	5.7	6		
5.Q Difficult Circumstances	1,344	17.3	5.2	329		
6. Not Private Households						
6.R Not Private Households	72	0.9	0.3	269		
Total households	7,791					

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

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £28k, London: £32k	UK: 30%, London: 28%	Running into debt / Saving a lot
Average: £40k	Average: 43%	
Average: £46k	Average: 29%	

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: Blue Boar, Poole, BH15 1NE (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

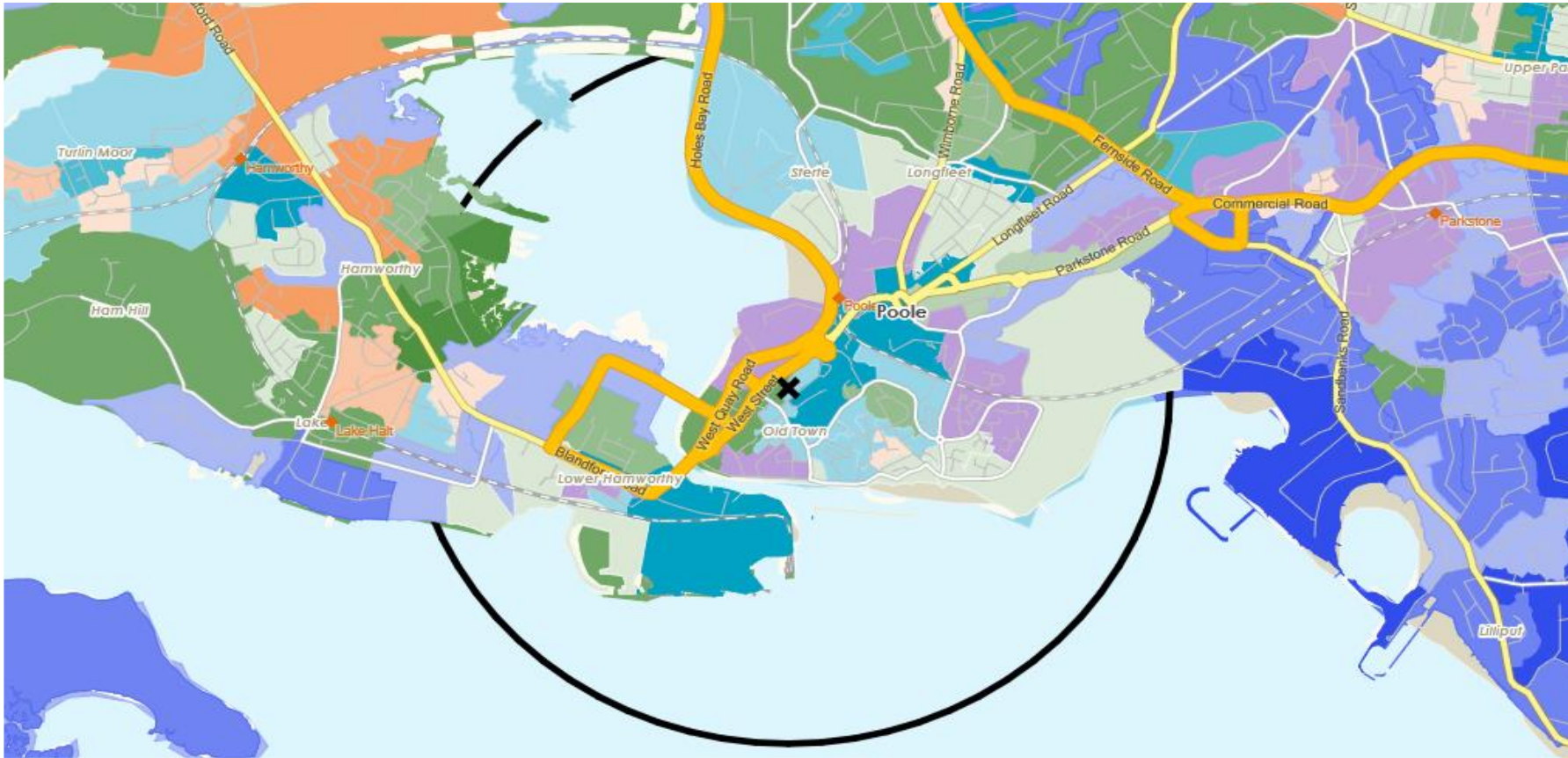
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	73	0.9	2.6	35			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	36	0.5	2.2	21			
1.B.7 Affluent professionals	41	0.5	0.9	62			
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	3.1	0			
1.C.11 Settled suburbia, older people	55	0.7	2.8	25			
1.C.12 Retired and empty nesters	226	2.9	2.5	118			
1.C.13 Upmarket downsizers	243	3.1	1.3	241			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	10	0.1	0.7	18			
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	64	0.8	2.0	42			
2.E.19 First time buyers in small, modern homes	1,112	14.3	3.4	421			
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	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	81	1.0	3.2	32			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	494	6.3	2.7	235			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	155	2.0	2.4	82			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	34	0.4	3.5	13			
3.H.28 Owner occupied terraces, average income	57	0.7	1.6	46			
3.H.29 Established suburbs, older families	350	4.5	2.3	192			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	14	0.2	2.4	8			
3.I.31 Elderly singles in purpose-built accommodation	616	7.9	0.5	1,628			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	637	8.2	2.2	380			
3.J.33 Smaller houses and starter homes	325	4.2	2.4	174			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	52	0.7	0.3	199			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	6	0.1	1.9	4			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	195	2.5	1.4	173			
4.L.38 Semi-skilled workers in traditional neighbourhoods	62	0.8	2.6	30			
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	16	0.2	1.6	13			
4.M.42 Struggling young families in post-war terraces	25	0.3	1.6	20			
4.M.43 Families in right-to-buy estates	31	0.4	2.0	20			
4.M.44 Post-war estates, limited means	17	0.2	2.2	10			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	0.2	0.8	24			
4.N.46 Elderly people in social rented flats	217	2.8	1.0	270			
4.N.47 Low income older people in smaller semis	83	1.1	2.2	48			
4.N.48 Pensioners and singles in social rented flats	140	1.8	1.7	105			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	492	6.3	2.2	289			
5.O.50 Struggling younger people in mixed tenure	375	4.8	1.8	267			
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	10	0.1	1.6	8			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	16	0.2	1.6	13			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	691	8.9	1.5	588			
5.Q.58 Singles and young families, some receiving benefits	9	0.1	1.8	7			
5.Q.59 Deprived areas and high-rise flats	644	8.3	2.0	420			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	50	0.6	0.1	1,080			
6.R.61 Inactive communal population	22	0.3	0.3	99			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,791						

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: Blue Boar, Poole, BH15 1NE (1 Mile contour)



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

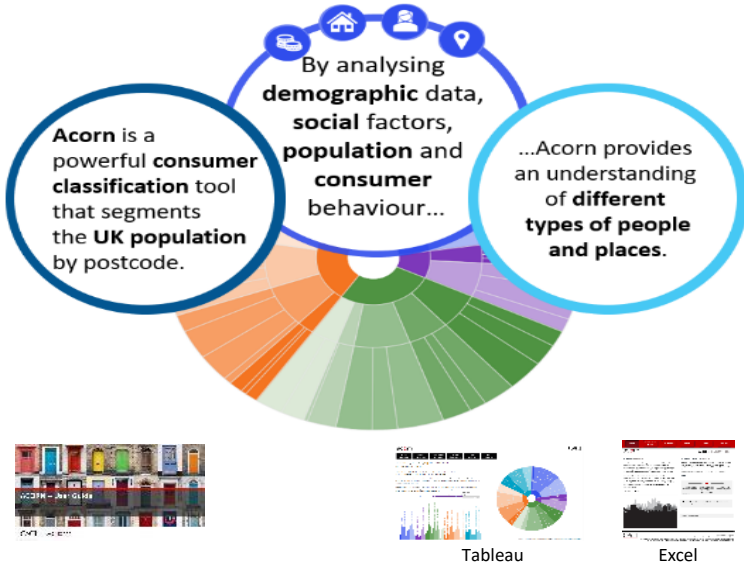
Acorn Groups

- 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
	● O. Young Hardship	49-51
5. Urban Adversity	● 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**

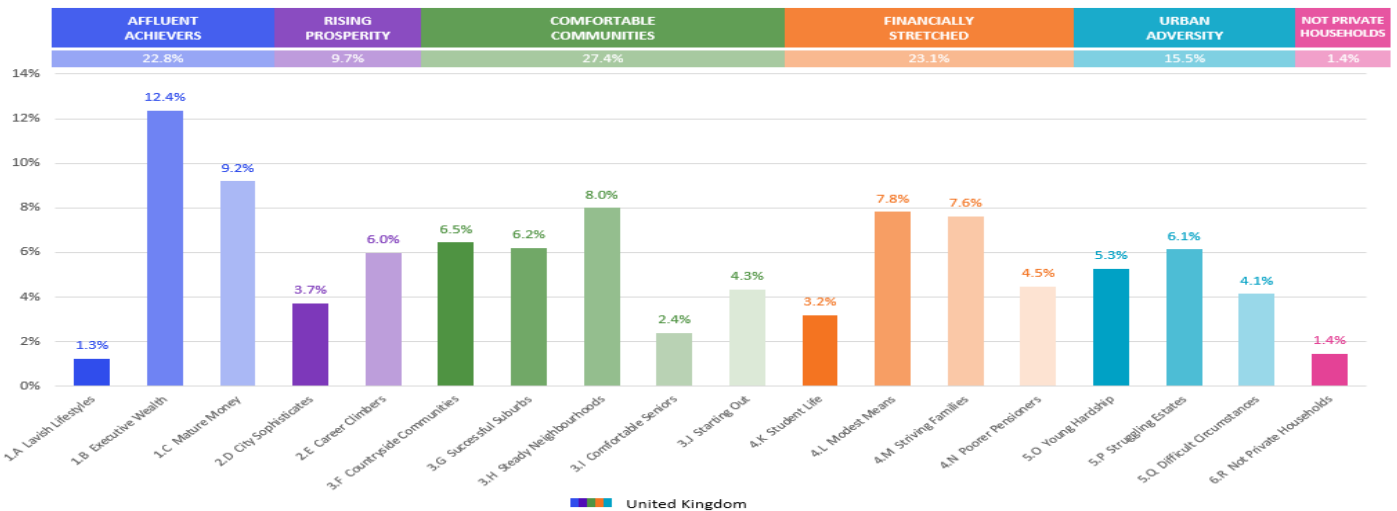
House tenure: **Owned outright**

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: Blue Boar, Poole, BH15 1NE (1 Mile contour)

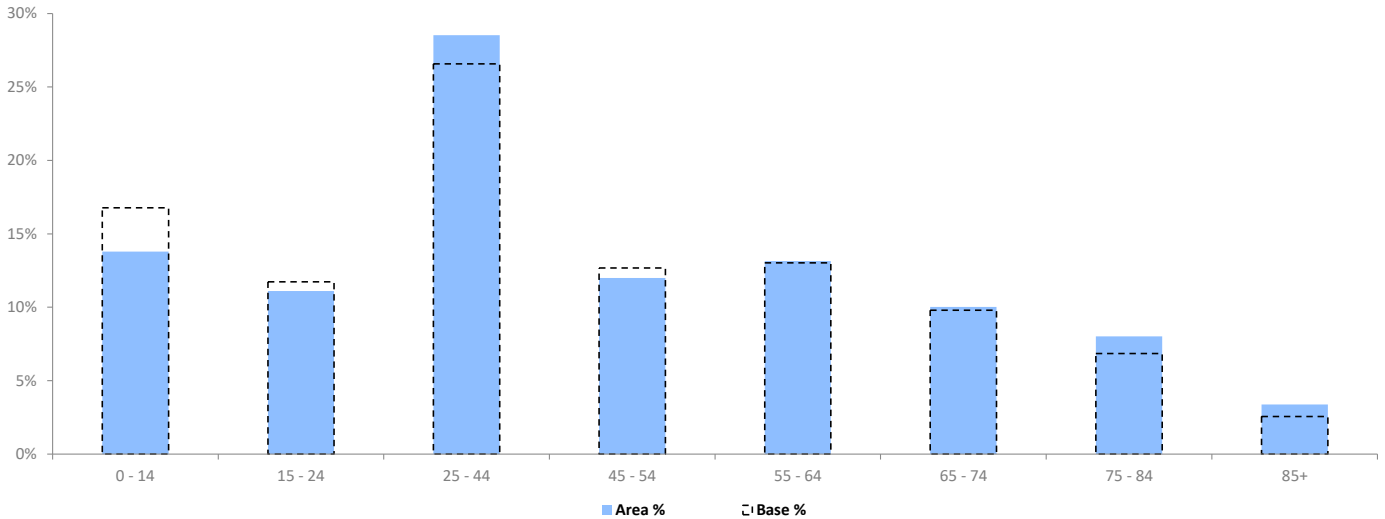


POPULATION PROJECTIONS

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

Area: Blue Boar, Poole, BH15 1NE (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,324	13.8	16.8	82			
15 - 24	1,871	11.1	11.7	95			
25 - 44	4,805	28.5	26.6	107			
45 - 54	2,020	12.0	12.7	95			
55 - 64	2,214	13.1	13.0	101			
65 - 74	1,690	10.0	9.8	102			
75 - 84	1,352	8.0	6.9	117			
85+	569	3.4	2.6	132			
Total population	16,845						



EXPENDITURE

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

Area: Blue Boar, Poole, BH15 1NE (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£473,300	£62.03	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£206,500	£27.06	£28.12	96			
3. Clothing & Footwear	£136,153	£17.84	£22.40	80			
4. Housing, water, electricity, gas and other fuels	£750,654	£98.38	£107.19	92			
5. Furnishings, equipment and routine maintenance	£222,514	£29.16	£36.85	79			
6. Health	£92,125	£12.07	£13.48	90			
7. Transport	£890,003	£116.65	£134.74	87			
8. Communication	£110,425	£14.47	£15.74	92			
9. Recreation & Culture	£396,154	£51.92	£64.16	81			
10. Education	£111,109	£14.56	£22.26	65			
11. Restaurants & Hotels	£440,359	£57.71	£67.11	86			
12. Miscellaneous goods and services	£774,863	£101.55	£109.86	92			
Total Expenditure	£4,604,160	£603.43	£688.85	88			

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.