

CGA LICENCED PREMISES

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Area: Lord Raglan, Emsworth, PO10 7BJ (1 Mile co)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	97.1	81.7	119			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	19.4	28.2	69			
Restaurant	5	48.5	32.1	151			
Residential	1	9.7	2.7	363			

Name	Description	License Type	Owner Name	Postcode
Spice Village	Ei Group	Pubs & Full On	Ei Group	PO10 7AL
Taste Of India	Independent Free	Restaurant	Independent Free	PO10 7AL
Ship Inn	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO10 7AW
Lord Raglan	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO10 7BJ
Darbar	Independent Free	Restaurant	Independent Free	PO10 7DG
Coal Exchange	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO10 7EG
Blue Bell	Wellington	Pubs & Full On	Wellington	PO10 7EG
Restaurant 36 On The Quay	Independent Free	Restaurant	Independent Free	PO10 7EG
Fat Olives	Independent Free	Restaurant	Independent Free	PO10 7EH
Emsworth Sailing Club	Independent Free	Registered Club	Independent Free	PO10 7ES
Kings Arms	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO10 7JD
Emsworth Sports & Social Club	Independent Free	Registered Club	Independent Free	PO10 7JF
Brookfield Hotel	Independent Free	Pubs & Full On	Independent Free	PO10 7LF
Emsworth B&B	Independent Free	Residential	Independent Free	PO10 7PU
Crown Hotel	Independent Free	Pubs & Full On	Independent Free	PO10 7AW
Sussex Brewery	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO10 8AU
Nicolinos Italian Restaurant	Independent Free	Restaurant	Independent Free	PO10 7DG
Deck Cafe	Independent Free	Pubs & Full On	Independent Free	PO10 8BP

MAP OF AREA

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Source: OS Open Data 2018

Area: Lord Raglan, Emsworth, PO10 7BJ (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: Lord Raglan, Emsworth, PO10 7BJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,529	51.4	22.1	233		
2 Rising Prosperity	317	6.4	10.2	63		
3 Comfortable Communities	1,251	25.4	26.5	96		
4 Financially Stretched	528	10.7	23.7	45		
5 Urban Adversity	258	5.2	17.2	31		
6 Not Private Households	34	0.7	0.3	201		
Graph						
Total households	4,917					

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

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Area: Lord Raglan, Emsworth, PO10 7BJ (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	92	1.9	1.1	170		
1.B Executive Wealth	1,128	22.9	11.3	202		
1.C Mature Money	1,309	26.6	9.6	276		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	317	6.4	6.4	101		
3. Comfortable Communities						
3.F Countryside Communities	129	2.6	5.7	46		
3.G Successful Suburbs	648	13.2	6.0	221		
3.H Steady Neighbourhoods	113	2.3	7.4	31		
3.I Comfortable Seniors	288	5.9	2.9	205		
3.J Starting Out	73	1.5	4.6	33		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	45	0.9	8.0	11		
4.M Striving Families	272	5.5	7.4	74		
4.N Poorer Pensioners	211	4.3	5.8	75		
5. Urban Adversity						
5.O Young Hardship	82	1.7	6.3	27		
5.P Struggling Estates	47	1.0	5.7	17		
5.Q Difficult Circumstances	129	2.6	5.2	50		
6. Not Private Households						
6.R Not Private Households	34	0.7	0.3	201		
Total households	4,917					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 0	SHOPPING COS, REISS, MOLTON BROWN	LEISURE itsu, wahaca, Pho
House tenure Privately renting	Family structure Single	WEBSITES airbnb, Spotify, ASOS, BuzzFeed	
Number of beds 1	House type Flat or maisonette	DIGITAL AND TECH	
FINANCIAL PROFILE		ATTITUDES	
Household income UK: £54k (Average: £40k) London: £54k (Average: £46k)	% Disposable income UK: 23% (Average: 43%) London: 20% (Average: 25%)	I worry about online security 60% (UK average: 55%)	Shopping online makes my life easier 68% (UK average: 62%)
Financial situation Running into debt Saving a lot		I love the ease of using chat bots to get answers 31% (UK average: 28%)	
		TOP BEHAVIOURS	
		Post online ratings / reviews online	Book travel and holidays online
		Social media: Pinterest, Insta and Twitter	



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

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Area: Lord Raglan, Emsworth, PO10 7BJ (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	92	1.9	0.9	218			
1.B Executive Wealth							
1.B.4 Asset rich families	750	15.3	2.6	577			
1.B.5 Wealthy countryside commuters	143	2.9	2.5	118			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	41	0.8	0.9	98			
1.B.8 Prosperous suburban families	15	0.3	1.5	20			
1.B.9 Well-off edge of towners	179	3.6	1.6	226			
1.C Mature Money							
1.C.10 Better-off villagers	419	8.5	3.1	277			
1.C.11 Settled suburbia, older people	271	5.5	2.8	196			
1.C.12 Retired and empty nesters	381	7.7	2.5	315			
1.C.13 Upmarket downsizers	238	4.8	1.3	374			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	196	4.0	2.0	202			
2.E.19 First time buyers in small, modern homes	121	2.5	3.4	73			
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	129	2.6	3.2	82			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	39	0.8	2.7	29			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	609	12.4	2.4	511			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	92	1.9	3.5	54			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	21	0.4	2.3	18			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	214	4.4	2.4	184			
3.I.31 Elderly singles in purpose-built accommodation	74	1.5	0.5	310			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	24	0.5	2.2	23			
3.J.33 Smaller houses and starter homes	49	1.0	2.4	42			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	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	31	0.6	1.4	44			
4.L.38 Semi-skilled workers in traditional neighbourhoods	14	0.3	2.6	11			
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	234	4.8	1.6	298			
4.M.42 Struggling young families in post-war terraces	38	0.8	1.6	47			
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	6	0.1	0.8	16			
4.N.46 Elderly people in social rented flats	128	2.6	1.0	253			
4.N.47 Low income older people in smaller semis	69	1.4	2.2	63			
4.N.48 Pensioners and singles in social rented flats	8	0.2	1.7	10			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	82	1.7	2.2	76			
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	10	0.2	1.6	13			
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	37	0.8	1.6	47			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	107	2.2	1.5	144			
5.Q.58 Singles and young families, some receiving benefits	22	0.4	1.8	25			
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	34	0.7	0.3	243			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,917						

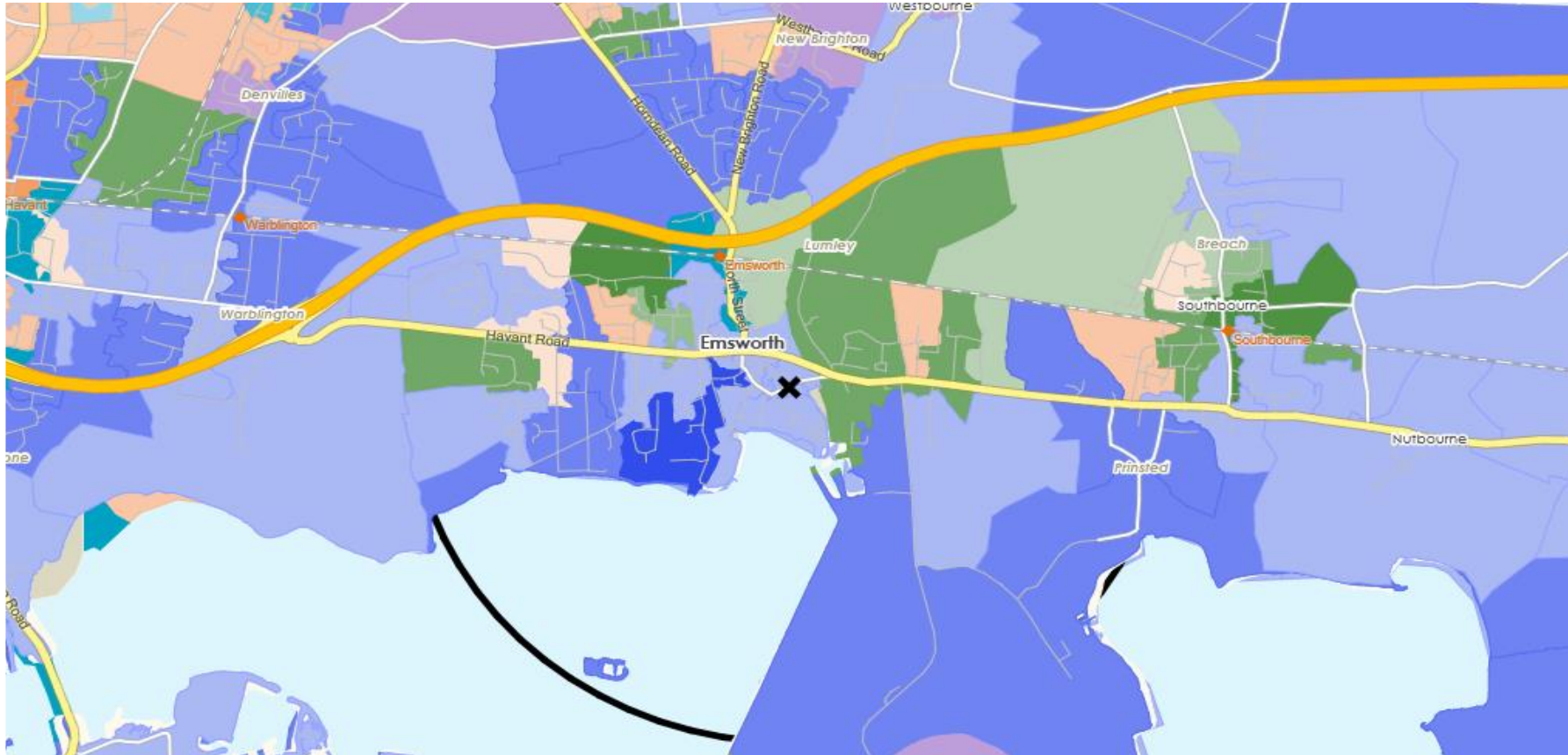
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: Lord Raglan, Emsworth, PO10 7BJ (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	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**

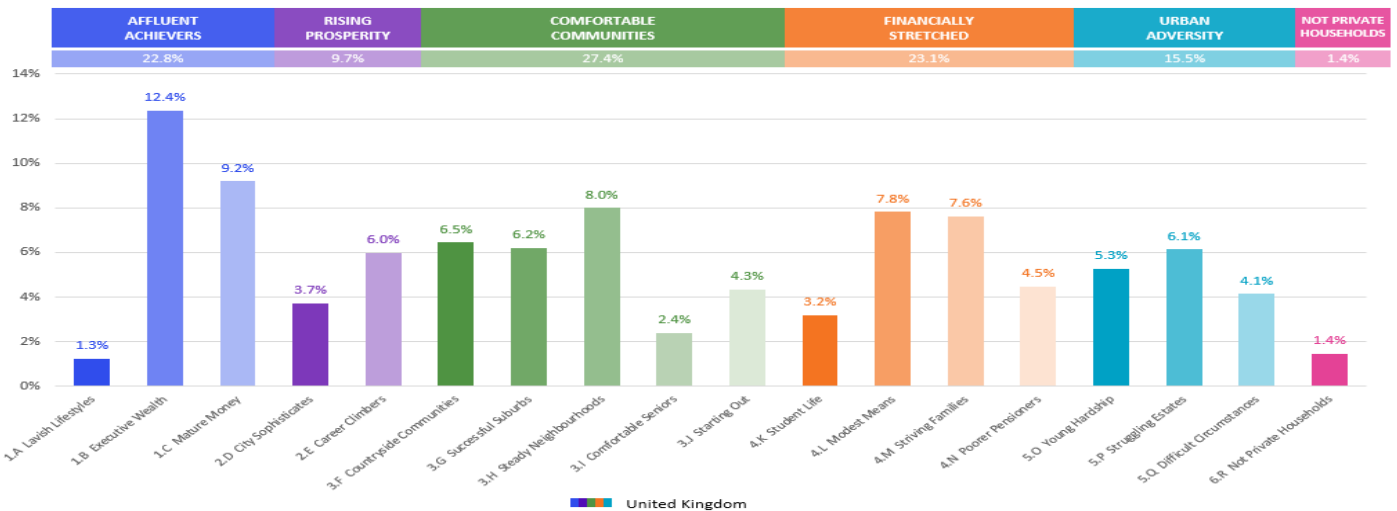
House tenure: **Owned outright**

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%

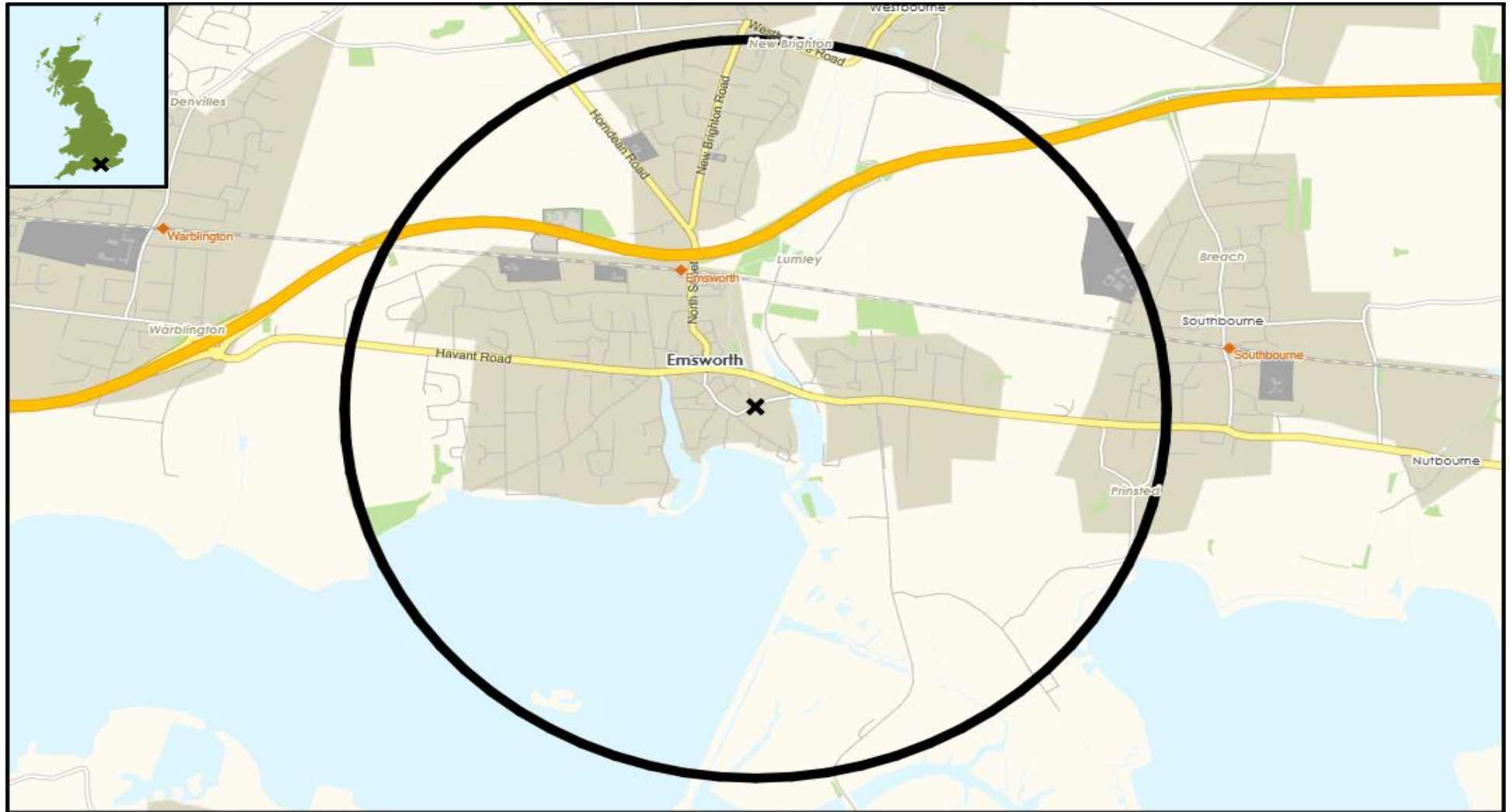


MAP OF AREA

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Source: OS Open Data 2018

Area: Lord Raglan, Emsworth, PO10 7BJ (1 Mile contour)

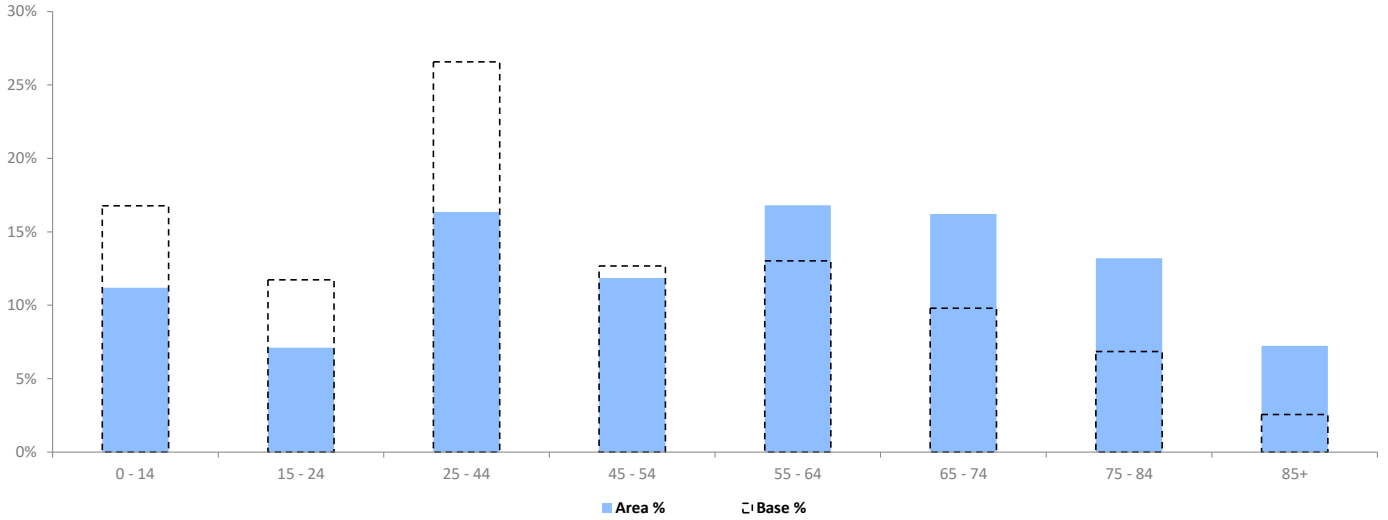
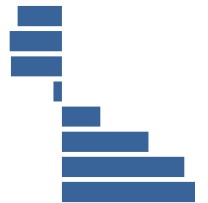


POPULATION PROJECTIONS

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Area: Lord Raglan, Emsworth, PO10 7BJ (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,152	11.2	16.8	67			
15 - 24	733	7.1	11.7	61			
25 - 44	1,685	16.4	26.6	62			
45 - 54	1,221	11.9	12.7	94			
55 - 64	1,732	16.8	13.0	129			
65 - 74	1,671	16.2	9.8	165			
75 - 84	1,360	13.2	6.9	193			
85+	746	7.2	2.6	284			
Total population	10,300						



EXPENDITURE

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Area: Lord Raglan, Emsworth, PO10 7BJ (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	£328,789	£71.31	£66.95	107			
2. Alcoholic beverages, tobacco and narcotics	£118,157	£25.62	£28.12	91			
3. Clothing & Footwear	£103,585	£22.46	£22.40	100			
4. Housing, water, electricity, gas and other fuels	£491,442	£106.58	£107.19	99			
5. Furnishings, equipment and routine maintenance	£196,645	£42.65	£36.85	116			
6. Health	£81,624	£17.70	£13.48	131			
7. Transport	£731,233	£158.58	£134.74	118			
8. Communication	£73,499	£15.94	£15.74	101			
9. Recreation & Culture	£304,093	£65.95	£64.16	103			
10. Education	£82,039	£17.79	£22.26	80			
11. Restaurants & Hotels	£345,174	£74.86	£67.11	112			
12. Miscellaneous goods and services	£591,319	£128.24	£109.86	117			
Total Expenditure	£3,447,598	£747.69	£688.85	109			



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.