

CGA LICENCED PREMISES - LICENCES

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Area: P03358_Athelstan Arms, Bournemouth, BH6
Base: Great Britain
Year: 2024

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|--|---------|------------------------|------------------------|-------|---|-----|-----|
| Pubs and Bars | | | | | | | |
| Branded Food Pub | 2 | 5.9 | 2.9 | 200 | | | |
| Cocktail Bar | 2 | 5.9 | 1.4 | 411 | | | |
| Community Pub | 7 | 20.5 | 26.8 | 77 | | | |
| Craft Bar | 3 | 8.8 | 1.2 | 722 | | | |
| Educational Bar | 0 | 0.0 | 0.9 | 0 | | | |
| Late Night Bar | 0 | 0.0 | 2.0 | 0 | | | |
| Themed Bar | 0 | 0.0 | 0.5 | 0 | | | |
| Themed Pub | 1 | 2.9 | 0.3 | 1073 | | | |
| Unbranded Food Pub | 4 | 11.7 | 13.8 | 85 | | | |
| Unthemed High Street Pub | 2 | 5.9 | 8.9 | 66 | | | |
| Wine Bar | 0 | 0.0 | 1.0 | 0 | | | |
| Restaurants and Cafes | | | | | | | |
| Bar Restaurant | 5 | 14.7 | 5.0 | 294 | | | |
| Cafe/Delicatessen | 2 | 5.9 | 1.8 | 319 | | | |
| Casual Dining Restaurant | 2 | 5.9 | 7.6 | 77 | | | |
| Restaurant | 19 | 55.7 | 21.7 | 257 | | | |
| Accommodation and Functions | | | | | | | |
| Conference/Exhibition/Function/Banquet | 0 | 0.0 | 3.6 | 0 | | | |
| Guest/Boarding House | 1 | 2.9 | 2.5 | 118 | | | |
| Hotel | 4 | 11.7 | 10.8 | 109 | | | |
| Sports and Community | | | | | | | |
| Bowling Alley | 0 | 0.0 | 0.3 | 0 | | | |
| Commercially Run Sports Venue/Stadium | 0 | 0.0 | 0.5 | 0 | | | |
| Golf Club | 0 | 0.0 | 3.1 | 0 | | | |
| Local Sports Club | 6 | 17.6 | 11.9 | 148 | | | |
| Snooker Club | 0 | 0.0 | 0.0 | 0 | | | |
| Social Club | 3 | 8.8 | 12.0 | 73 | | | |
| Spa and Country Club | 0 | 0.0 | 0.2 | 0 | | | |
| Sports and Leisure Centre | 0 | 0.0 | 1.9 | 0 | | | |
| Entertainment and Leisure | | | | | | | |
| Arena | 0 | 0.0 | 0.0 | 0 | | | |
| Ballroom | 0 | 0.0 | 0.0 | 0 | | | |
| Bingo Hall | 0 | 0.0 | 0.4 | 0 | | | |
| Casino | 0 | 0.0 | 0.2 | 0 | | | |
| Cinema | 0 | 0.0 | 0.5 | 0 | | | |
| Holiday/Caravan Park | 0 | 0.0 | 1.3 | 0 | | | |
| Nightclub | 0 | 0.0 | 1.2 | 0 | | | |
| Street Market | 0 | 0.0 | 0.0 | 0 | | | |
| Theatre | 0 | 0.0 | 1.0 | 0 | | | |
| Unknown | 0 | 0.0 | 0.0 | 0 | | | |

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Area: P03358_Athelstan Arms, Bournemouth, BH6

Base: Great Britain

Year: 2024

| Name | Description | License Type | Owner Name | Postcode |
|---------------------------------------|----------------------------|-------------------------|----------------------------|----------|
| Christchurch Sailing Club | Independent Free | Local Sports Club | Independent Free | BH23 1BY |
| Thomas Tripp | *Other Small Retail Groups | Unthemed High Street F | *Other Small Retail Groups | BH23 1HX |
| Ship Inn | Stonegate Pub Company | Unbranded Food Pub | Stonegate Pub Company | BH23 1BN |
| Soho | Independent Free | Bar Restaurant | Independent Free | BH23 1BW |
| Pinocchio | Independent Free | Restaurant | Independent Free | BH23 1BW |
| Camerons | Independent Free | Themed Pub | Independent Free | BH23 1QD |
| Standard Bengal Restaurant | Independent Free | Restaurant | Independent Free | BH23 1QH |
| Christchurch Conservative Club | Independent Free | Social Club | Independent Free | BH23 1QL |
| Stourvale | Marston's | Community Pub | Marston's | BH23 2AY |
| Brewhouse And Kitchen | Brewhouse and Kitchen | Bar Restaurant | Brewhouse and Kitchen | BH 5 2BW |
| Riverside Inn | Mitchells & Butlers | Branded Food Pub | Mitchells & Butlers | BH 6 3BA |
| Roots | Independent Free | Restaurant | Independent Free | BH 6 3EN |
| Beccafico | Independent Free | Restaurant | Independent Free | BH 6 3JZ |
| Spyglass & Kettle | Greene King | Community Pub | Greene King | BH 6 3PW |
| Commodore Hotel | Greene King | Unbranded Food Pub | Greene King | BH 6 3TD |
| Schooner Cafe | Independent Free | Cafe/Delicatessen | Independent Free | BH 6 4AH |
| Athelstan Arms | Admiral Taverns Ltd | Community Pub | Admiral Taverns Ltd | BH 6 5JZ |
| East Dorset Rugby Club | Independent Free | Local Sports Club | Independent Free | BH 6 5NF |
| Cranleigh Hotel | Greene King | Unbranded Food Pub | Greene King | BH 6 5PY |
| Iford Bridge | Mitchells & Butlers | Branded Food Pub | Mitchells & Butlers | BH 6 5RG |
| Salathai Restaurant | Independent Free | Restaurant | Independent Free | BH 7 6DS |
| Kasbah | Independent Free | Local Sports Club | Independent Free | BH 7 6DY |
| Christchurch Rowing Club | Independent Free | Local Sports Club | Independent Free | BH23 1HU |
| Railway Hotel | Punch Pub Company | Community Pub | Punch Pub Company | BH23 1PS |
| Pokesdown & Southbourne Ex Service Cl | Independent Free | Social Club | Independent Free | BH 6 5DR |
| Larder House | Independent Free | Guest/Boarding House | Independent Free | BH 6 3QZ |
| Beaufort Community Centre | Independent Free | Social Club | Independent Free | BH 6 5LB |
| Bistro On The Beach | Independent Free | Restaurant | Independent Free | BH 6 4BE |
| Starlight Indian Cuisine | Independent Free | Restaurant | Independent Free | BH23 1QL |
| Boat House | Independent Free | Unbranded Food Pub | Independent Free | BH23 1BU |
| Grove Tavern | Independent Free | Unthemed High Street F | Independent Free | BH 6 3QS |
| Iford Bridge Bowling Club | Independent Free | Local Sports Club | Independent Free | BH23 2BA |
| Dragon Palace | Independent Free | Restaurant | Independent Free | BH23 2AX |
| Captains Club Hotel & Spa | Independent Free | Hotel | Independent Free | BH23 1HU |
| Top Wok | Independent Free | Restaurant | Independent Free | BH23 2AW |
| Loch And Quay Bistro | Independent Free | Bar Restaurant | Independent Free | BH23 1BW |
| Ludo Lounge | Loungers | Bar Restaurant | Loungers | BH 6 3RA |
| Beach House Restaurant | Independent Free | Restaurant | Independent Free | BH23 1BU |
| Premier Inn | Whitbread Hotels | Hotel | Whitbread | BH23 2BN |
| Southborne Bowling Club | Independent Free | Local Sports Club | Independent Free | BH 6 3EX |
| Arcado Lounge | Loungers | Bar Restaurant | Loungers | BH23 1AS |
| Pizza Express | Hony Capital | Casual Dining Restaurar | Hony Capital | BH23 1AS |
| Baffi | Independent Free | Restaurant | Independent Free | BH 6 3QU |
| Darcys Bar | Independent Free | Cafe/Delicatessen | Independent Free | BH 7 6BQ |
| Chef Carlos | Independent Free | Restaurant | Independent Free | BH 5 2HL |
| Makla | Independent Free | Restaurant | Independent Free | BH 5 2HL |
| Grill Shack & Tiki Bar | Independent Free | Restaurant | Independent Free | BH 5 2HJ |
| Cliff House Hotel | Independent Free | Hotel | Independent Free | BH 6 3DA |
| Dragon Palace li | Independent Free | Restaurant | Independent Free | BH23 1AY |
| Mela | Independent Free | Restaurant | Independent Free | BH23 1QN |
| Druid House | Independent Free | Hotel | Independent Free | BH23 1JE |
| Dickys Bar | Independent Free | Restaurant | Independent Free | BH 6 3RB |
| Way Outback Brewing | Independent Free | Community Pub | Independent Free | BH 5 2HZ |
| Bodega | Independent Free | Cocktail Bar | Independent Free | BH23 1HX |
| Saxon Bear Ale House | Independent Free | Craft Bar | Independent Free | BH23 1QN |
| Wight Bear Ale House | Independent Free | Craft Bar | Independent Free | BH 6 3QU |
| Saxon Bar | Independent Free | Craft Bar | Independent Free | BH23 1QA |
| Velo Domestique | Independent Free | Restaurant | Independent Free | BH 5 2JB |
| Terroir | Independent Free | Restaurant | Independent Free | BH 6 3QX |
| La Citas | Independent Free | Cocktail Bar | Independent Free | BH23 2AW |
| Tobias Jacks | Independent Free | Community Pub | Independent Free | BH23 2DN |
| Meram Kitchen | Independent Free | Casual Dining Restaurar | Independent Free | BH23 1AB |

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| | |
|-------|---|
| Area: | P03358_Athelstan Arms, Bournemouth, BH6 |
| Base: | Great Britain |
| Year: | 2024 |

| Name | Description | License Type | Owner Name | Postcode |
|------------|------------------|---------------|------------------|----------|
| Syds Slaps | Independent Free | Community Pub | Independent Free | BH 6 3QZ |

MAP OF AREA

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Source: OS Open Data 2018

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)



KEY

Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

Small to medium pub co's & bars

- ▲ Family Brewers with pubs

Hotels

- ✕ Restaurants

Leisure

- ▲ Independent

Other

- ◆ Site Location

- Boundary

HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

MAP

WORKFORCE ACORN REPORT

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)
Base: Great Britain

NAVIGATION

Use the Navigation bar above to navigate through this document.

INTERPRETING THE REPORT

The Workforce Acorn report describes the relationship between the selected Area profile and the Base area by comparing the penetration of each Workforce Acorn Type in the area with the penetration of each Workforce Acorn Type in the base.

PERCENTAGE OF PROFILE

Counts of the working population within each Workforce Acorn Type are shown as raw counts and as percentages of the total volume.

INDEX

The index shows how the percentage of a Type in the area compares with the percentage of that Type in the base. Differences between these two percentages are measured by the Index in the following way.

- An index of 100 indicates that the representation of that Acorn Type is the same in the area as the base.
- An index of over 100 shows above average representation (e.g. 140 shows that this type has a 40% over representation in the file when compared to the base).
- An index of under 100 shows below average representation.

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ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide



Tableau



Online Microsite



HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

MAP

WORKFORCE ACORN - WHAT IS IT?

© 2025 CACI Limited and all other applicable third party notices (Workforce Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf**Area:** P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)**Base:** Great Britain

Workforce Acorn is a powerful consumer classification tool that segments the UK's working population at their place of work. By analysing demographic data, social factors, consumer behaviour and commuting patterns, Workforce Acorn provides precise information and an in-depth understanding of the different types of people working in proximity to your business.

Workforce Acorn categorises the working population of every workplace zone in the UK. This makes it easier to understand the demographic and lifestyle characteristics and therefore the needs of workers.

Workforce Acorn segments workers into 6 categories, 18 groups and 62 types.

The Workforce Acorn factsheet is available to download from www.caci.co.uk/products/product/acornfamily.

| Workforce Acorn Category | Workforce Acorn Group | Workforce Acorn Type |
|------------------------------|-----------------------------|--|
| 1 Affluent Achievers | 1.A Lavish Lifestyles | 1.A.1 Exclusive enclaves |
| | | 1.A.2 Metropolitan money |
| | | 1.A.3 Large house luxury |
| | 1.B Executive Wealth | 1.B.4 Asset rich families |
| | | 1.B.5 Wealthy countryside commuters |
| | | 1.B.6 Financially comfortable families |
| | | 1.B.7 Affluent professionals |
| | | 1.B.8 Prosperous suburban families |
| | | 1.B.9 Well-off edge of towners |
| | 1.C Mature Money | 1.C.10 Better-off villagers |
| | | 1.C.11 Settled suburbia, older people |
| | | 1.C.12 Retired and empty nesters |
| | | 1.C.13 Upmarket downsizers |
| 2 Rising Prosperity | 2.D City Sophisticates | 2.D.14 Townhouse cosmopolitans |
| | | 2.D.15 Younger professionals in smaller flats |
| | | 2.D.16 Metropolitan professionals |
| | | 2.D.17 Socialising young renters |
| | 2.E Career Climbers | 2.E.18 Career driven young families |
| | | 2.E.19 First time buyers in small, modern homes |
| | | 2.E.20 Mixed metropolitan areas |
| 3 Comfortable Communities | 3.F Countryside Communities | 3.F.21 Farms and cottages |
| | | 3.F.22 Older couples and families in rural areas |
| | | 3.F.23 Owner occupiers in small towns and villages |
| | 3.G Successful Suburbs | 3.G.24 Comfortably-off families in modern housing |
| | | 3.G.25 Larger family homes, multi-ethnic areas |
| | | 3.G.26 Semi-professional families, owner occupied neighbourhoods |
| | 3.H Steady Neighbourhoods | 3.H.27 Suburban semis, conventional attitudes |
| | | 3.H.28 Owner occupied terraces, average income |
| | | 3.H.29 Established suburbs, older families |
| | 3.I Comfortable Seniors | 3.I.30 Older people, neat and tidy neighbourhoods |
| | | 3.I.31 Elderly singles in purpose-built accommodation |
| | 3.J Starting Out | 3.J.32 Educated families in terraces, young children |
| | | 3.J.33 Smaller houses and starter homes |
| 4 Financially Stretched | 4.K Student Life | 4.K.34 Student flats and halls of residence |
| | | 4.K.35 Term-time terraces |
| | | 4.K.36 Educated young people in flats and tenements |
| | 4.L Modest Means | 4.L.37 Low cost flats in suburban areas |
| | | 4.L.38 Semi-skilled workers in traditional neighbourhoods |
| | | 4.L.39 Fading owner occupied terraces |
| | | 4.L.40 High occupancy terraces, culturally diverse family areas |
| | 4.M Striving Families | 4.M.41 Labouring semi-rural estates |
| | | 4.M.42 Struggling young families in post-war terraces |
| | | 4.M.43 Families in right-to-buy estates |
| | | 4.M.44 Post-war estates, limited means |
| | 4.N Poorer Families | 4.N.45 Pensioners in social housing, semis and terraces |
| | | 4.N.46 Elderly people in social rented flats |
| | | 4.N.47 Low income older people in smaller semis |
| | | 4.N.48 Pensioners and singles in social rented flats |
| 5 Urban Adversity | 5.O Young Hardship | 5.O.49 Young families in low cost private flats |
| | | 5.O.50 Struggling younger people in mixed tenure |
| | | 5.O.51 Young people in small, low cost terraces |
| | 5.P Struggling Estates | 5.P.52 Poorer families, many children, terraced housing |
| | | 5.P.53 Low income terraces |
| | | 5.P.54 Multi-ethnic, purpose-built estates |
| | | 5.P.55 Deprived and ethnically diverse in flats |
| | | 5.P.56 Low income large families in social rented semis |
| | 5.Q Difficult Circumstances | 5.Q.57 Social rented flats, families and single parents |
| | | 5.Q.58 Singles and young families, some receiving benefits |
| | | 5.Q.59 Deprived areas and high-rise flats |
| 6 Not Private Households | 6.R Not Private Households | 6.R.60 Active communal population |
| | | 6.R.61 Inactive communal population |
| | | 6.R.62 Business areas without resident population |

HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

MAP

WORKFORCE ACORN CATEGORY PROFILE

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Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)

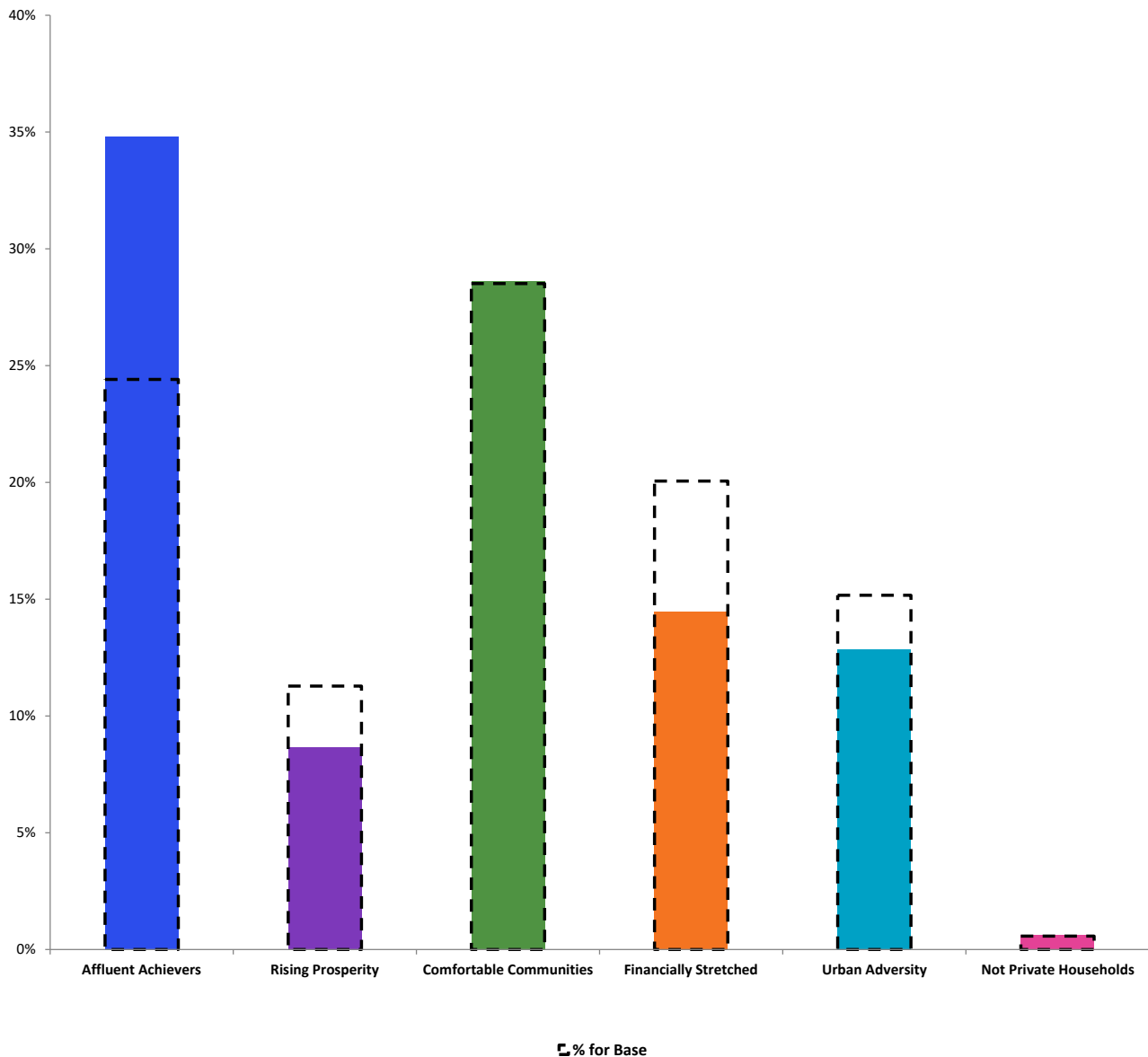
Base: Great Britain

Year: 2011

| Workforce Acorn Category Description | | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|--------------------------------------|-------------------------|--------------|------------|------------|-------|---|-----|-----|
| 1 | Affluent Achievers | 2,935 | 34.8 | 24.4 | 143 | | | |
| 2 | Rising Prosperity | 730 | 8.7 | 11.3 | 77 | | | |
| 3 | Comfortable Communities | 2,412 | 28.6 | 28.5 | 100 | | | |
| 4 | Financially Stretched | 1,219 | 14.5 | 20.1 | 72 | | | |
| 5 | Urban Adversity | 1,083 | 12.8 | 15.2 | 85 | | | |
| 6 | Not Private Households | 51 | 0.6 | 0.6 | 105 | | | |

Total workers

8,430



HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

MAP

WORKFORCE ACORN GROUP PROFILE

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Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)

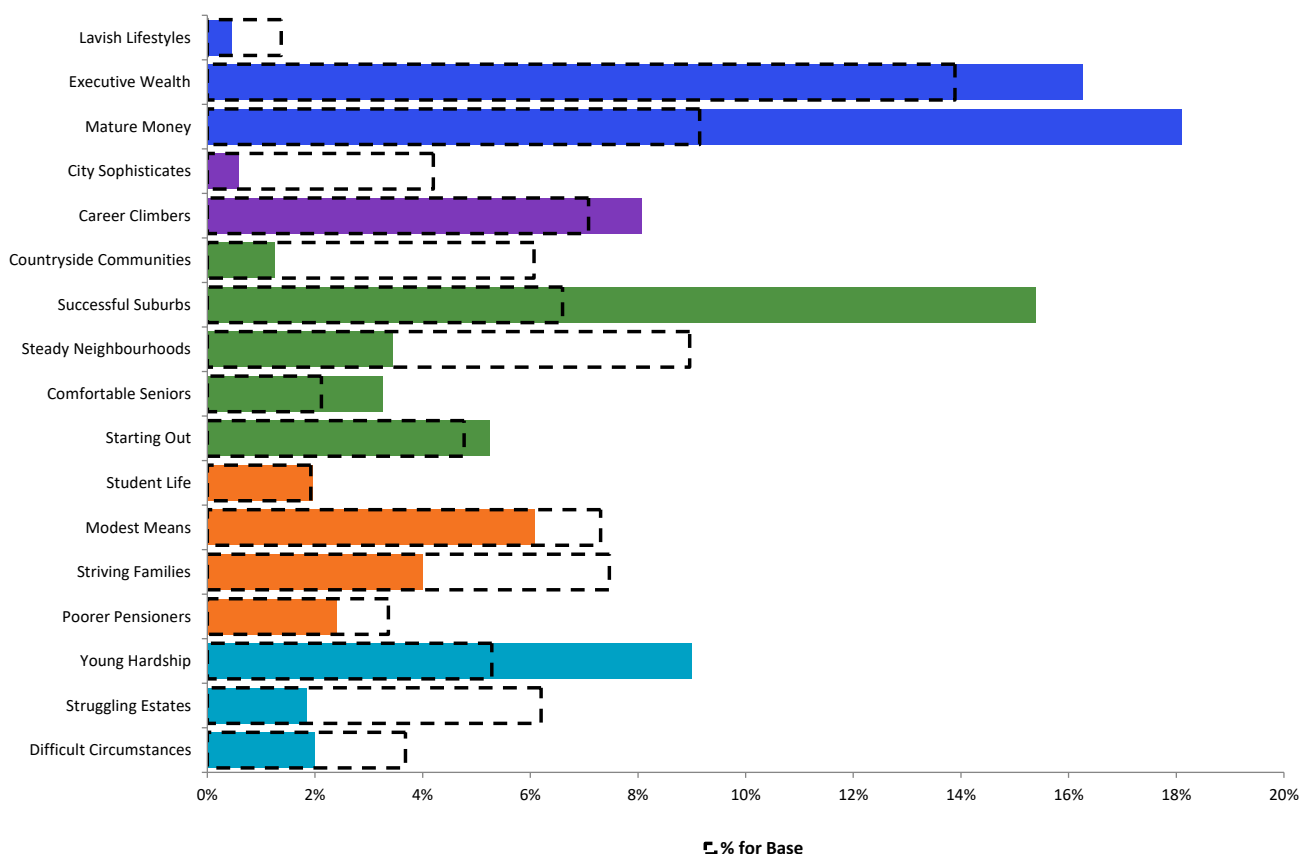
Base: Great Britain

Year: 2011

| Workforce Acorn Group Description | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|-----------------------------------|--------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | 38 | 0.5 | 1.4 | 33 | | | |
| 1.B Executive Wealth | 1,371 | 16.3 | 13.9 | 117 | | | |
| 1.C Mature Money | 1,526 | 18.1 | 9.1 | 198 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 50 | 0.6 | 4.2 | 14 | | | |
| 2.E Career Climbers | 680 | 8.1 | 7.1 | 114 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 106 | 1.3 | 6.1 | 21 | | | |
| 3.G Successful Suburbs | 1,298 | 15.4 | 6.6 | 233 | | | |
| 3.H Steady Neighbourhoods | 290 | 3.4 | 9.0 | 38 | | | |
| 3.I Comfortable Seniors | 275 | 3.3 | 2.1 | 154 | | | |
| 3.J Starting Out | 443 | 5.3 | 4.8 | 110 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 165 | 2.0 | 1.9 | 102 | | | |
| 4.L Modest Means | 513 | 6.1 | 7.3 | 83 | | | |
| 4.M Striving Families | 338 | 4.0 | 7.5 | 54 | | | |
| 4.N Poorer Pensioners | 203 | 2.4 | 3.4 | 72 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 758 | 9.0 | 5.3 | 170 | | | |
| 5.P Struggling Estates | 156 | 1.9 | 6.2 | 30 | | | |
| 5.Q Difficult Circumstances | 169 | 2.0 | 3.7 | 54 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 51 | 0.6 | 0.6 | 105 | | | |

Total workers

8,430



HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

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MAP

WORKFORCE ACORN TYPE PROFILE

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Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)

Base: Great Britain

Year: 2011

| Workforce 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 | 5 | 0.1 | 0.2 | 33 | | | | |
| 1.A.3 Large house luxury | 33 | 0.4 | 1.1 | 35 | | | | |
| 1.B Executive Wealth | | | | | | | | |
| 1.B.4 Asset rich families | 766 | 9.1 | 2.5 | 361 | | | | |
| 1.B.5 Wealthy countryside commuters | 74 | 0.9 | 2.6 | 33 | | | | |
| 1.B.6 Financially comfortable families | 251 | 3.0 | 3.2 | 92 | | | | |
| 1.B.7 Affluent professionals | 132 | 1.6 | 1.1 | 147 | | | | |
| 1.B.8 Prosperous suburban families | 13 | 0.2 | 1.9 | 8 | | | | |
| 1.B.9 Well-off edge of towners | 135 | 1.6 | 2.6 | 63 | | | | |
| 1.C Mature Money | | | | | | | | |
| 1.C.10 Better-off villagers | 91 | 1.1 | 2.9 | 37 | | | | |
| 1.C.11 Settled suburbia, older people | 267 | 3.2 | 3.4 | 94 | | | | |
| 1.C.12 Retired and empty nesters | 642 | 7.6 | 1.9 | 391 | | | | |
| 1.C.13 Upmarket downsizers | 526 | 6.2 | 0.9 | 715 | | | | |
| 2. Rising Prosperity | | | | | | | | |
| 2.D City Sophisticates | | | | | | | | |
| 2.D.14 Townhouse cosmopolitans | 3 | 0.0 | 1.0 | 4 | | | | |
| 2.D.15 Younger professionals in smaller flats | 4 | 0.0 | 1.2 | 4 | | | | |
| 2.D.16 Metropolitan professionals | 0 | 0.0 | 0.9 | 0 | | | | |
| 2.D.17 Socialising young renters | 43 | 0.5 | 1.1 | 47 | | | | |
| 2.E Career Climbers | | | | | | | | |
| 2.E.18 Career driven young families | 91 | 1.1 | 2.4 | 44 | | | | |
| 2.E.19 First time buyers in small, modern homes | 570 | 6.8 | 3.3 | 202 | | | | |
| 2.E.20 Mixed metropolitan areas | 19 | 0.2 | 1.3 | 17 | | | | |
| 3. Comfortable Communities | | | | | | | | |
| 3.F Countryside Communities | | | | | | | | |
| 3.F.21 Farms and cottages | 20 | 0.2 | 1.7 | 14 | | | | |
| 3.F.22 Older couples and families in rural areas | 34 | 0.4 | 1.5 | 27 | | | | |
| 3.F.23 Owner occupiers in small towns and villages | 52 | 0.6 | 2.9 | 21 | | | | |
| 3.G Successful Suburbs | | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 1,042 | 12.4 | 2.8 | 443 | | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 1 | 0.0 | 1.2 | 1 | | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 255 | 3.0 | 2.6 | 117 | | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 102 | 1.2 | 3.8 | 32 | | | | |
| 3.H.28 Owner occupied terraces, average income | 51 | 0.6 | 2.1 | 29 | | | | |
| 3.H.29 Established suburbs, older families | 137 | 1.6 | 3.1 | 52 | | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 176 | 2.1 | 2.0 | 104 | | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 99 | 1.2 | 0.1 | 1,009 | | | | |
| 3.J Starting Out | | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 52 | 0.6 | 2.2 | 28 | | | | |
| 3.J.33 Smaller houses and starter homes | 391 | 4.6 | 2.5 | 182 | | | | |
| 4. Financially Stretched | | | | | | | | |
| 4.K Student Life | | | | | | | | |
| 4.K.34 Student flats and halls of residence | 32 | 0.4 | 0.5 | 84 | | | | |
| 4.K.35 Term-time terraces | 8 | 0.1 | 0.3 | 27 | | | | |
| 4.K.36 Educated young people in flats and tenements | 125 | 1.5 | 1.1 | 132 | | | | |
| 4.L Modest Means | | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 369 | 4.4 | 0.7 | 626 | | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 100 | 1.2 | 2.6 | 45 | | | | |
| 4.L.39 Fading owner occupied terraces | 42 | 0.5 | 2.9 | 17 | | | | |
| 4.L.40 High occupancy terraces, culturally diverse family areas | 2 | 0.0 | 1.1 | 2 | | | | |
| 4.M Striving Families | | | | | | | | |
| 4.M.41 Labouring semi-rural estates | 97 | 1.2 | 1.7 | 67 | | | | |
| 4.M.42 Struggling young families in post-war terraces | 91 | 1.1 | 1.8 | 60 | | | | |
| 4.M.43 Families in right-to-buy estates | 96 | 1.1 | 2.2 | 52 | | | | |
| 4.M.44 Post-war estates, limited means | 54 | 0.6 | 1.7 | 37 | | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 37 | 0.4 | 0.4 | 104 | | | | |
| 4.N.46 Elderly people in social rented flats | 19 | 0.2 | 0.2 | 129 | | | | |
| 4.N.47 Low income older people in smaller semis | 94 | 1.1 | 2.0 | 56 | | | | |
| 4.N.48 Pensioners and singles in social rented flats | 53 | 0.6 | 0.8 | 80 | | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| 5.O.49 Young families in low cost private flats | 602 | 7.1 | 1.5 | 463 | | | | |
| 5.O.50 Struggling younger people in mixed tenure | 146 | 1.7 | 1.6 | 110 | | | | |
| 5.O.51 Young people in small, low cost terraces | 10 | 0.1 | 2.2 | 5 | | | | |
| 5.P Struggling Estates | | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 20 | 0.2 | 1.5 | 16 | | | | |
| 5.P.53 Low income terraces | 3 | 0.0 | 1.0 | 4 | | | | |
| 5.P.54 Multi-ethnic, purpose-built estates | 1 | 0.0 | 0.9 | 1 | | | | |
| 5.P.55 Deprived and ethnically diverse in flats | 0 | 0.0 | 0.8 | 0 | | | | |
| 5.P.56 Low income large families in social rented semis | 132 | 1.6 | 1.9 | 81 | | | | |
| 5.Q Difficult Circumstances | | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 98 | 1.2 | 1.1 | 106 | | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 35 | 0.4 | 1.5 | 28 | | | | |
| 5.Q.59 Deprived areas and high-rise flats | 36 | 0.4 | 1.1 | 40 | | | | |
| 6. Not Private Households | | | | | | | | |
| 6.R Not Private Households | | | | | | | | |
| 6.R.60 Active communal population | 2 | 0.0 | 0.2 | 10 | | | | |
| 6.R.61 Inactive communal population | 49 | 0.6 | 0.3 | 170 | | | | |
| 6.R.62 Business areas without resident population | 0 | | | | | | | |
| Total workers | | 8,430 | | | | | | |

HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

MAP

DOMINANT WORKFORCE ACORN GROUP

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Source: OS Open Data 2018

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)



Workforce Acorn Group

- 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
- 5.R Not Private Households

Area boundary

MAP OF AREA

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Source: OS Open Data 2018

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)

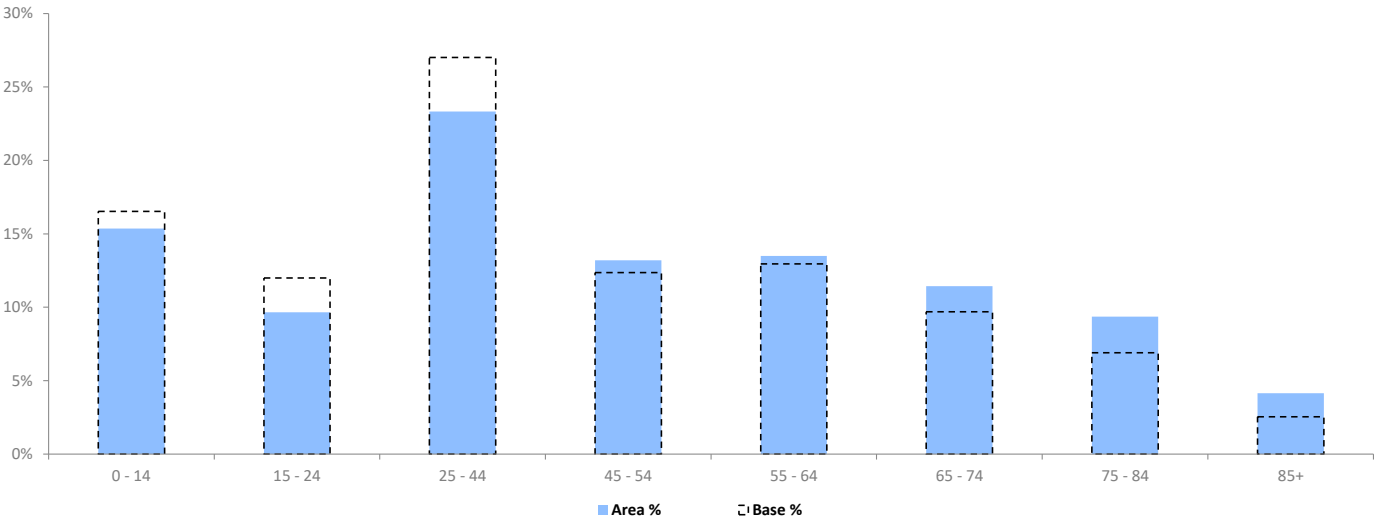


POPULATION PROJECTIONS

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| | |
|-------|--|
| Area: | P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour) |
| Base: | Great Britain |
| Year: | 2024 |

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|------------------|--------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14 | 5,238 | 15.4 | 16.5 | 93 | | | |
| 15 - 24 | 3,291 | 9.7 | 12.0 | 80 | | | |
| 25 - 44 | 7,952 | 23.3 | 27.0 | 86 | | | |
| 45 - 54 | 4,499 | 13.2 | 12.4 | 107 | | | |
| 55 - 64 | 4,601 | 13.5 | 13.0 | 104 | | | |
| 65 - 74 | 3,900 | 11.4 | 9.7 | 118 | | | |
| 75 - 84 | 3,188 | 9.4 | 6.9 | 136 | | | |
| 85+ | 1,415 | 4.2 | 2.5 | 163 | | | |
| Total population | 34,084 | | | | | | |



EXPENDITURE

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| | |
|-------|--|
| Area: | P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour) |
| Base: | Great Britain |
| Year: | 2024 |

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 | £1,381,925 | £89.78 | £92.53 | 97 | | | |
| 2. Alcoholic beverages, tobacco and narcotics | £412,764 | £26.82 | £29.81 | 90 | | | |
| 3. Clothing & Footwear | £613,804 | £39.88 | £44.48 | 90 | | | |
| 4. Housing, water, electricity, gas and other fuels | £1,569,724 | £101.98 | £106.80 | 95 | | | |
| 5. Furnishings, equipment and routine maintenance | £762,393 | £49.53 | £52.65 | 94 | | | |
| 6. Health | £323,403 | £21.01 | £21.84 | 96 | | | |
| 7. Transport | £1,881,337 | £122.23 | £125.67 | 97 | | | |
| 8. Communication | £260,664 | £16.94 | £19.03 | 89 | | | |
| 9. Recreation & Culture | £1,438,574 | £93.46 | £98.79 | 95 | | | |
| 10. Education | £313,014 | £20.34 | £21.71 | 94 | | | |
| 11. Restaurants & Hotels | £1,550,979 | £100.77 | £103.11 | 98 | | | |
| 12. Miscellaneous goods and services | £2,199,991 | £142.93 | £135.92 | 105 | | | |
| Total Expenditure | £12,708,571 | £825.66 | £852.33 | 97 | | | |

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.

CENSUS DEMOGRAPHICS

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| | |
|-------|--|
| Area: | P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour) |
| Base: | Great Britain |
| Year: | 2021 |

NS-SOCIO ECONOMIC CLASSIFICATION

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|---|--------------|--------|--------|-----------------|---|-----|-----|
| 1. Higher managerial, administrative and professional | 4,240 | 15.2 | 12.7 | 119 | | | |
| 2. Lower managerial, administrative and professional | 6,554 | 23.5 | 19.9 | 118 | | | |
| 3. Intermediate | 3,450 | 12.4 | 11.5 | 107 | | | |
| 4. Small employers and own account workers | 3,698 | 13.3 | 10.3 | 129 | | | |
| 5. Lower supervisory and technical | 1,305 | 4.7 | 5.6 | 84 | | | |
| 6. Semi-routine | 3,305 | 11.9 | 11.7 | 102 | | | |
| 7. Routine | 2,146 | 7.7 | 12.1 | 64 | | | |
| Never worked and long-term unemployed | 1,709 | 6.1 | 8.2 | 74 | | | |
| Full-time students | 1,432 | 5.1 | 7.8 | 66 | | | |
| Total population | 27,839 | | | | | | |

