

CGA LICENCED PREMISES - LICENCES

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (:
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	1	4.2	2.9	145			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	4	17.0	26.8	63			
Craft Bar	0	0.0	1.2	0			
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	0	0.0	0.3	0			
Unbranded Food Pub	1	4.2	13.8	31			
Unthemed High Street Pub	3	12.7	8.9	142			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	0	0.0	5.0	0			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	1	4.2	21.7	20			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	1	4.2	3.6	119			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	2	8.5	10.8	78			
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	4	17.0	11.9	143			
Snooker Club	0	0.0	0.0	0			
Social Club	2	8.5	12.0	71			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	1	4.2	1.9	219			
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			

CGA LICENCED PREMISES

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (:

Base: Great Britain

Year: 2024

Name	Description	License Type	Owner Name	Postcode
Havant Sports Club	Independent Free	Local Sports Club	Independent Free	PO 9 1HE
Bear Hotel	Greene King	Unbranded Food Pub	Greene King	PO 9 1AA
Havant Club	Independent Free	Local Sports Club	Independent Free	PO 9 1AA
Havant Arts Centre & Spring Cafe	Independent Free	Conference/Exhibition/I	Independent Free	PO 9 1BS
Old House At Home	Fuller Smith & Turner	Unthemed High Street F	Fuller Smith & Turner	PO 9 1DA
Robin Hood	Fuller Smith & Turner	Unthemed High Street F	Fuller Smith & Turner	PO 9 1EE
Prince Of Wales	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	PO 9 1LR
Havant Ex Servicemens Club	Independent Free	Social Club	Independent Free	PO 9 1LU
Red Chilli	Independent Free	Restaurant	Independent Free	PO 9 1PP
Havant Leisure Centre	Independent Free	Sports and Leisure Cent	Independent Free	PO 9 2AY
Wheelwrights Arms	Upham Pub Company	Community Pub	Upham Pub Company	PO 9 2SN
Havant Rugby Social Club	Independent Free	Local Sports Club	Independent Free	PO 9 3DT
Golden Lion	Star Pubs & Bars	Community Pub	Star Pubs & Bars	PO 9 3EY
Swan Inn	Punch Pub Company	Community Pub	Punch Pub Company	PO 9 3TH
Premier Inn	Whitbread Hotels	Hotel	Whitbread	PO 9 3JN
Parchment Makers	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	PO 9 1HE
Langstone Conservative Club	Independent Free	Social Club	Independent Free	PO 9 2SN
Havant Hockey & Cricket Club	Independent Free	Local Sports Club	Independent Free	PO 9 1HH
Langbrook Farm	Greene King	Branded Food Pub	Greene King	PO 9 1SA
Premier Inn	Whitbread Hotels	Hotel	Whitbread	PO 9 1RE

MAP OF AREA

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Source: OS Open Data 2018

Area: P01262_Prince Of Wales, Havant, PO9 1LR (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: P01262_Prince Of Wales, Havant, PO9 1LR (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

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WORKFORCE ACORN - WHAT IS IT?

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (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

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WORKFORCE ACORN CATEGORY PROFILE

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)

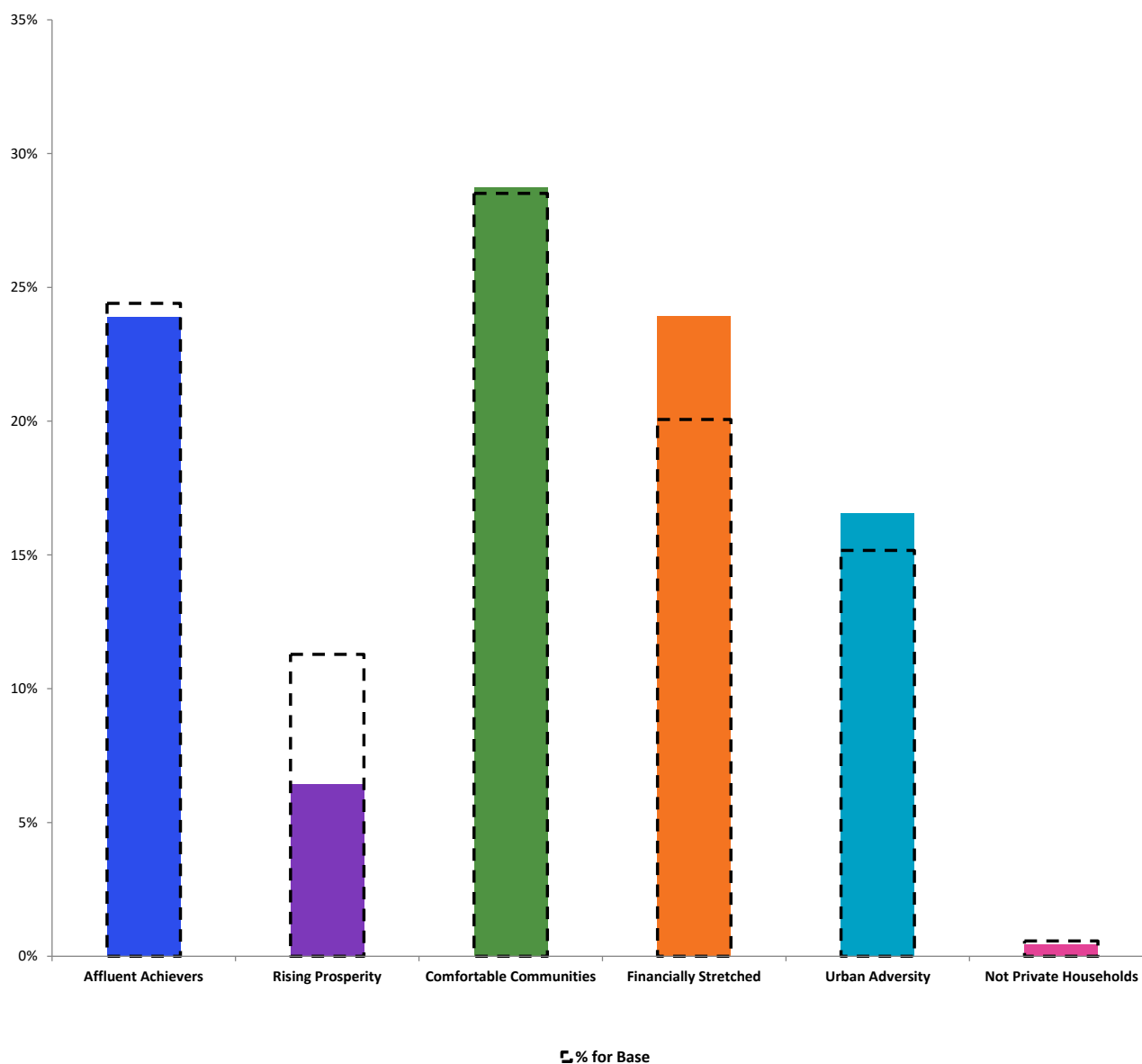
Base: Great Britain

Year: 2011

Workforce Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	3,641	23.9	24.4	98			
2 Rising Prosperity	983	6.4	11.3	57			
3 Comfortable Communities	4,384	28.7	28.5	101			
4 Financially Stretched	3,650	23.9	20.1	119			
5 Urban Adversity	2,526	16.6	15.2	109			
6 Not Private Households	65	0.4	0.6	74			

Total workers

15,249



HOME

WHAT IS WORKFORCE
ACORN?

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WORKFORCE ACORN GROUP PROFILE

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)

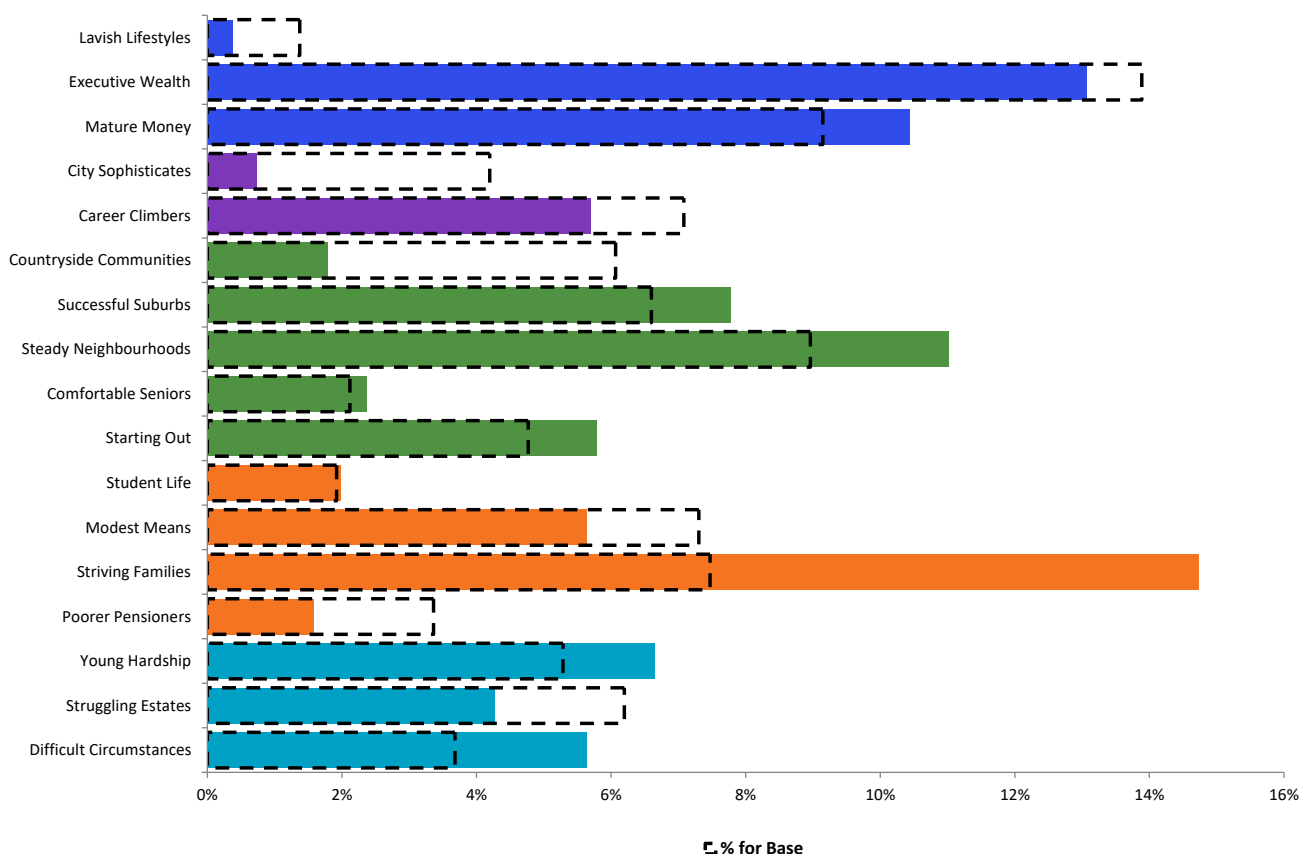
Base: Great Britain

Year: 2011

Workforce Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	57	0.4	1.4	27			
1.B Executive Wealth	1,992	13.1	13.9	94			
1.C Mature Money	1,592	10.4	9.1	114			
2. Rising Prosperity							
2.D City Sophisticates	113	0.7	4.2	18			
2.E Career Climbers	870	5.7	7.1	81			
3. Comfortable Communities							
3.F Countryside Communities	273	1.8	6.1	30			
3.G Successful Suburbs	1,186	7.8	6.6	118			
3.H Steady Neighbourhoods	1,680	11.0	9.0	123			
3.I Comfortable Seniors	362	2.4	2.1	112			
3.J Starting Out	883	5.8	4.8	121			
4. Financially Stretched							
4.K Student Life	302	2.0	1.9	103			
4.L Modest Means	860	5.6	7.3	77			
4.M Striving Families	2,247	14.7	7.5	197			
4.N Poorer Pensioners	241	1.6	3.4	47			
5. Urban Adversity							
5.O Young Hardship	1,014	6.6	5.3	126			
5.P Struggling Estates	651	4.3	6.2	69			
5.Q Difficult Circumstances	861	5.6	3.7	153			
6. Not Private Households							
6.R Not Private Households	65	0.4	0.6	74			

Total workers

15,249



HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

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WORKFORCE ACORN TYPE PROFILE

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (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	0	0.0	0.2	0			
1.A.3	Large house luxury	57	0.4	1.1	33			
1.B	Executive Wealth							
1.B.4	Asset rich families	836	5.5	2.5	218			
1.B.5	Wealthy countryside commuters	268	1.8	2.6	67			
1.B.6	Financially comfortable families	406	2.7	3.2	83			
1.B.7	Affluent professionals	41	0.3	1.1	25			
1.B.8	Prosperous suburban families	142	0.9	1.9	49			
1.B.9	Well-off edge of towners	299	2.0	2.6	77			
1.C	Mature Money							
1.C.10	Better-off villagers	413	2.7	2.9	92			
1.C.11	Settled suburbia, older people	575	3.8	3.4	112			
1.C.12	Retired and empty nesters	410	2.7	1.9	138			
1.C.13	Upmarket downsizers	194	1.3	0.9	146			
	2. Rising Prosperity							
2.D	City Sophisticates							
2.D.14	Townhouse cosmopolitans	31	0.2	1.0	20			
2.D.15	Younger professionals in smaller flats	2	0.0	1.2	1			
2.D.16	Metropolitan professionals	2	0.0	0.9	1			
2.D.17	Socialising young renters	78	0.5	1.1	47			
2.E	Career Climbers							
2.E.18	Career driven young families	406	2.7	2.4	110			
2.E.19	First time buyers in small, modern homes	394	2.6	3.3	77			
2.E.20	Mixed metropolitan areas	70	0.5	1.3	35			
	3. Comfortable Communities							
3.F	Countryside Communities							
3.F.21	Farms and cottages	19	0.1	1.7	7			
3.F.22	Older couples and families in rural areas	54	0.4	1.5	24			
3.F.23	Owner occupiers in small towns and villages	200	1.3	2.9	45			
3.G	Successful Suburbs							
3.G.24	Comfortably-off families in modern housing	648	4.2	2.8	152			
3.G.25	Larger family homes, multi-ethnic areas	2	0.0	1.2	1			
3.G.26	Semi-professional families, owner occupied neighbourhoods	536	3.5	2.6	136			
3.H	Steady Neighbourhoods							
3.H.27	Suburban semis, conventional attitudes	335	2.2	3.8	58			
3.H.28	Owner occupied terraces, average income	824	5.4	2.1	260			
3.H.29	Established suburbs, older families	521	3.4	3.1	110			
3.I	Comfortable Seniors							
3.I.30	Older people, neat and tidy neighbourhoods	326	2.1	2.0	107			
3.I.31	Elderly singles in purpose-built accommodation	36	0.2	0.1	203			
3.J	Starting Out							
3.J.32	Educated families in terraces, young children	537	3.5	2.2	158			
3.J.33	Smaller houses and starter homes	346	2.3	2.5	89			
	4. Financially Stretched							
4.K	Student Life							
4.K.34	Student flats and halls of residence	37	0.2	0.5	54			
4.K.35	Term-time terraces	120	0.8	0.3	228			
4.K.36	Educated young people in flats and tenements	145	1.0	1.1	85			
4.L	Modest Means							
4.L.37	Low cost flats in suburban areas	155	1.0	0.7	145			
4.L.38	Semi-skilled workers in traditional neighbourhoods	375	2.5	2.6	94			
4.L.39	Fading owner occupied terraces	325	2.1	2.9	74			
4.L.40	High occupancy terraces, culturally diverse family areas	5	0.0	1.1	3			
4.M	Striving Families							
4.M.41	Labouring semi-rural estates	169	1.1	1.7	65			
4.M.42	Struggling young families in post-war terraces	1,236	8.1	1.8	447			
4.M.43	Families in right-to-buy estates	343	2.2	2.2	102			
4.M.44	Post-war estates, limited means	499	3.3	1.7	187			
4.N	Poorer Pensioners							
4.N.45	Pensioners in social housing, semis and terraces	25	0.2	0.4	39			
4.N.46	Elderly people in social rented flats	25	0.2	0.2	93			
4.N.47	Low income older people in smaller semis	106	0.7	2.0	35			
4.N.48	Pensioners and singles in social rented flats	85	0.6	0.8	71			
	5. Urban Adversity							
5.O	Young Hardship							
5.O.49	Young families in low cost private flats	354	2.3	1.5	151			
5.O.50	Struggling younger people in mixed tenure	272	1.8	1.6	114			
5.O.51	Young people in small, low cost terraces	388	2.5	2.2	117			
5.P	Struggling Estates							
5.P.52	Poorer families, many children, terraced housing	239	1.6	1.5	104			
5.P.53	Low income terraces	81	0.5	1.0	52			
5.P.54	Multi-ethnic, purpose-built estates	2	0.0	0.9	1			
5.P.55	Deprived and ethnically diverse in flats	23	0.2	0.8	19			
5.P.56	Low income large families in social rented semis	306	2.0	1.9	104			
5.Q	Difficult Circumstances							
5.Q.57	Social rented flats, families and single parents	394	2.6	1.1	234			
5.Q.58	Singles and young families, some receiving benefits	195	1.3	1.5	85			
5.Q.59	Deprived areas and high-rise flats	272	1.8	1.1	165			
	6. Not Private Households							
6.R	Not Private Households							
6.R.60	Active communal population	14	0.1	0.2	40			
6.R.61	Inactive communal population	51	0.3	0.3	98			
6.R.62	Business areas without resident population	0						
Total workers		15,249						

HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

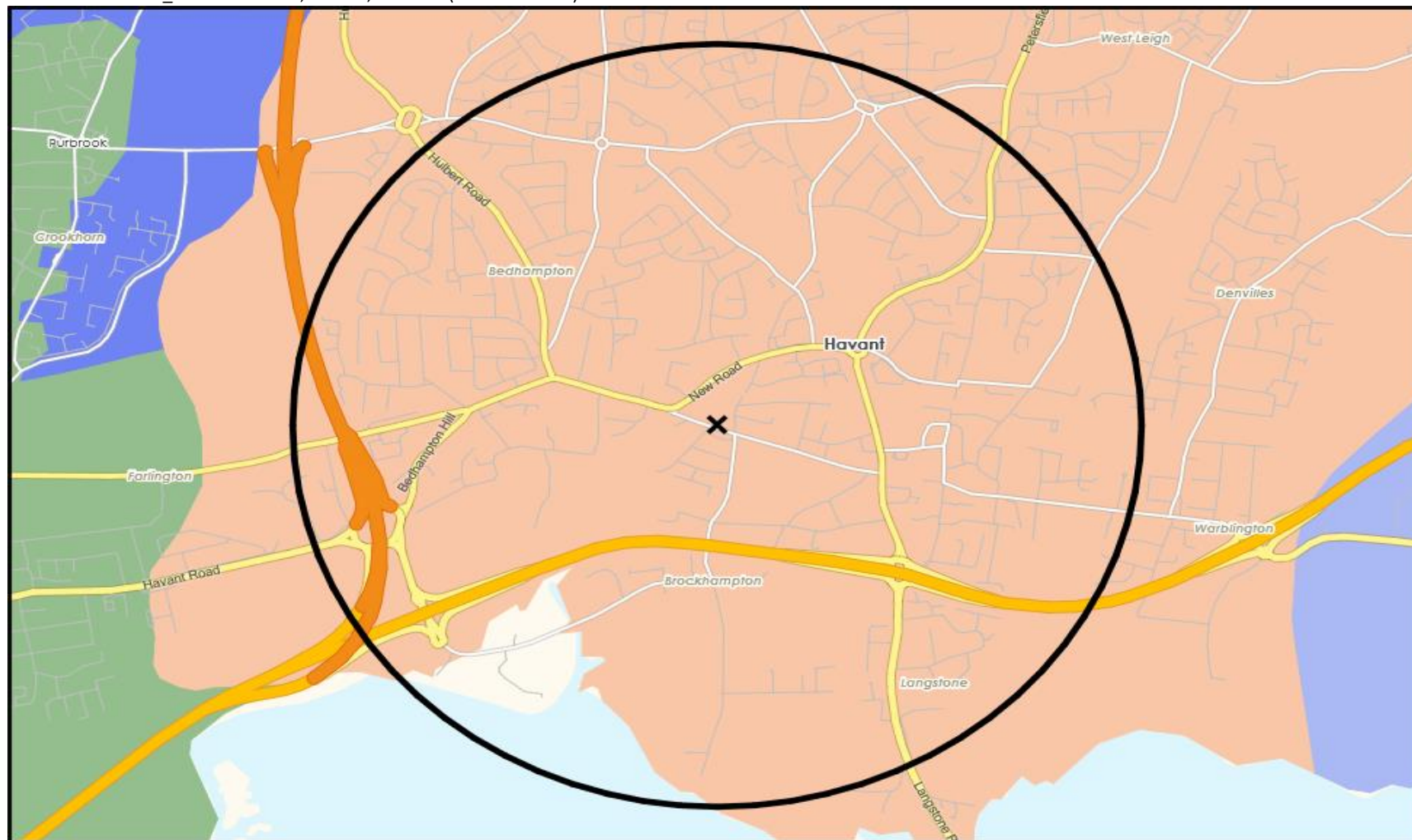
MAP

DOMINANT WORKFORCE ACORN GROUP

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Source: OS Open Data 2018

Area: P01262_Prince Of Wales, Havant, PO9 1LR (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

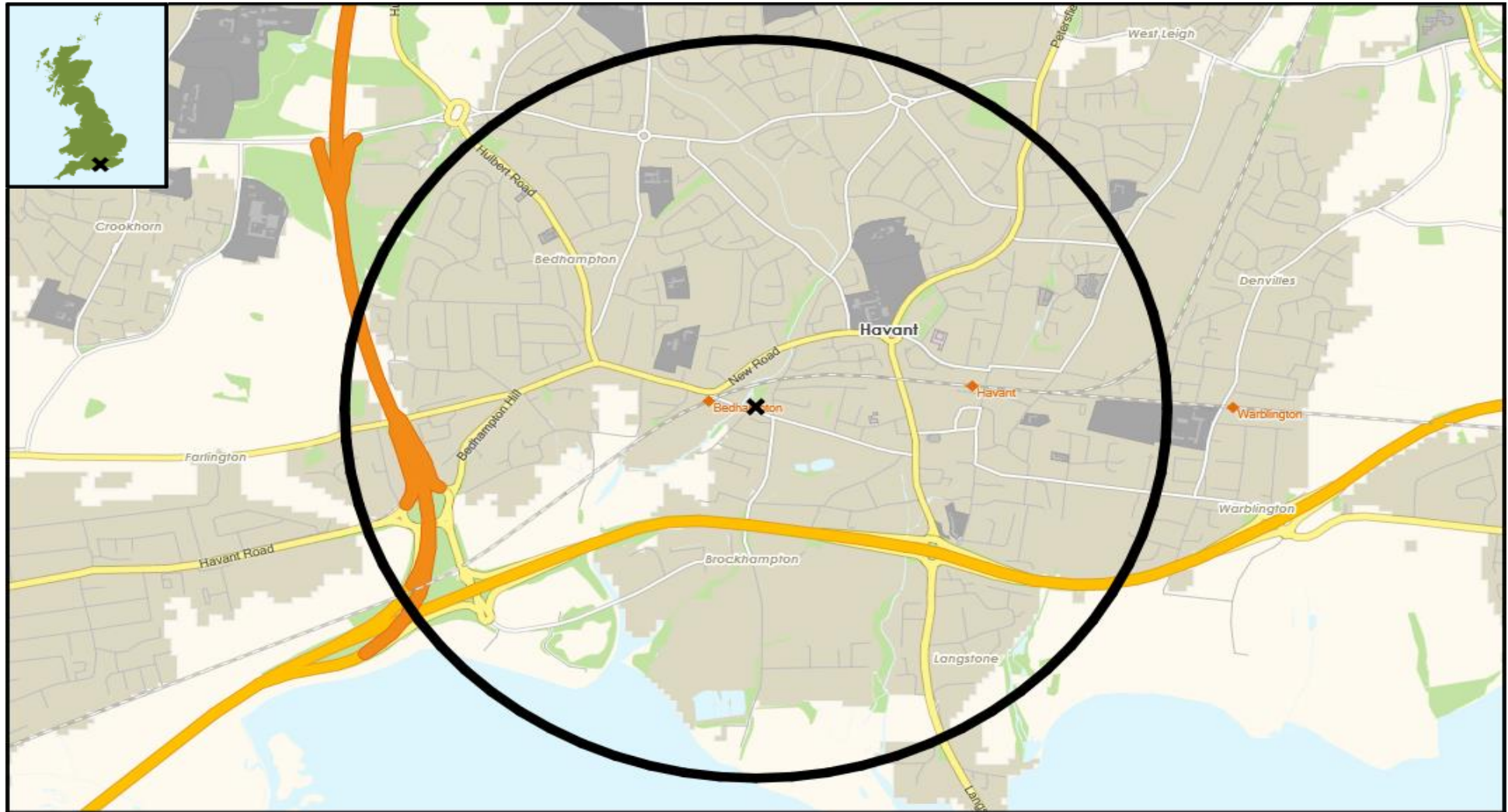
Area boundary

MAP OF AREA

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Source: OS Open Data 2018

Area: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)

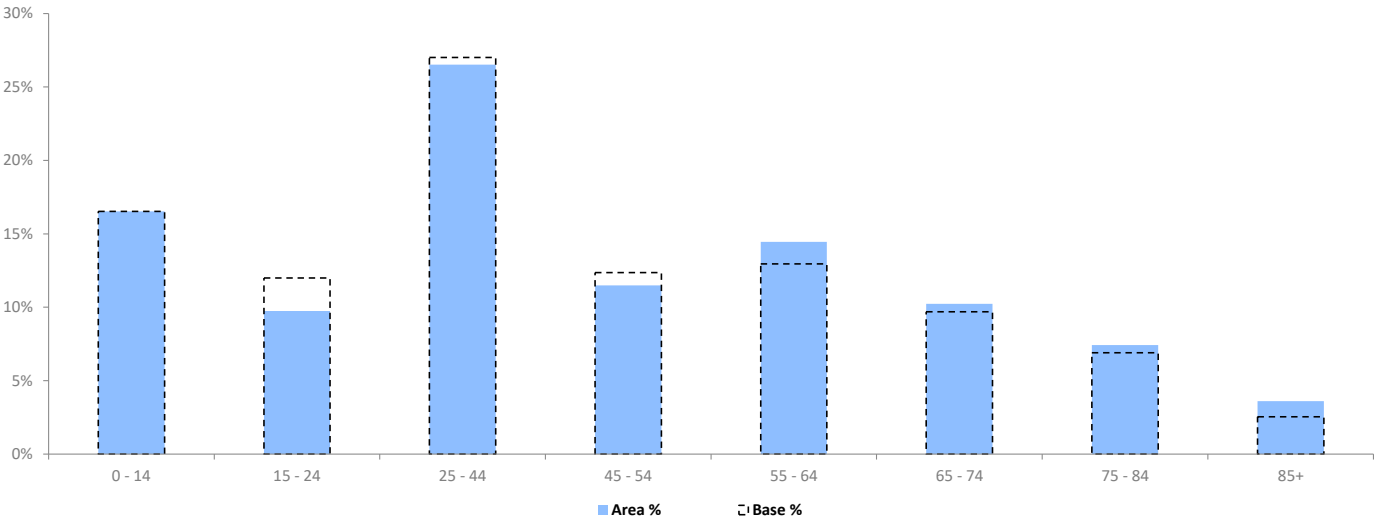


POPULATION PROJECTIONS

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Area:	P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,898	16.5	16.5	100			
15 - 24	2,296	9.7	12.0	81			
25 - 44	6,252	26.5	27.0	98			
45 - 54	2,708	11.5	12.4	93			
55 - 64	3,408	14.5	13.0	112			
65 - 74	2,413	10.2	9.7	106			
75 - 84	1,750	7.4	6.9	108			
85+	850	3.6	2.5	142			
Total population	23,575						



EXPENDITURE

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Area:	P01262_Prince Of Wales, Havant, PO9 1LR (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	£937,132	£92.32	£92.53	100			
2. Alcoholic beverages, tobacco and narcotics	£331,686	£32.68	£29.81	110			
3. Clothing & Footwear	£425,874	£41.95	£44.48	94			
4. Housing, water, electricity, gas and other fuels	£853,069	£84.04	£106.80	79			
5. Furnishings, equipment and routine maintenance	£531,838	£52.39	£52.65	100			
6. Health	£233,922	£23.04	£21.84	105			
7. Transport	£1,276,488	£125.75	£125.67	100			
8. Communication	£184,980	£18.22	£19.03	96			
9. Recreation & Culture	£989,395	£97.47	£98.79	99			
10. Education	£122,023	£12.02	£21.71	55			
11. Restaurants & Hotels	£990,650	£97.59	£103.11	95			
12. Miscellaneous goods and services	£1,389,305	£136.86	£135.92	101			
Total Expenditure	£8,266,363	£814.34	£852.33	96			

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:	P01262_Prince Of Wales, Havant, PO9 1LR (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	1,952	10.3	12.7	81			
2. Lower managerial, administrative and professional	3,557	18.7	19.9	94			
3. Intermediate	2,296	12.1	11.5	105			
4. Small employers and own account workers	2,044	10.8	10.3	104			
5. Lower supervisory and technical	1,315	6.9	5.6	123			
6. Semi-routine	2,835	14.9	11.7	128			
7. Routine	2,450	12.9	12.1	106			
Never worked and long-term unemployed	1,722	9.1	8.2	110			
Full-time students	836	4.4	7.8	57			
Total population	19,007						

