

CGA LICENCED PREMISES

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Area: P00508_Eagle, Gosport, PO12 1PQ (1 Mile cc)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	29	88.5	81.7	108			
Proprietary Club	4	12.2	7.3	168			
Registered Club	15	45.8	28.2	163			
Restaurant	10	30.5	32.1	95			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Boat House	Independent Free	Restaurant	Independent Free	PO12 1AH
Clarence Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO12 1BB
Masonic Hall	Independent Free	Registered Club	Independent Free	PO12 1BB
Fox	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 1BD
Gosport Conservative Club	Independent Free	Registered Club	Independent Free	PO12 1NG
Gosport Pool Arena	Independent Free	Proprietary Club	Independent Free	PO12 1BX
Nelsons Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO12 1DF
Great Wall Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO12 1DS
George & Dragon	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO12 1ES
T & J Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO12 1HA
Victorians	Independent Free	Restaurant	Independent Free	PO12 1HB
Olivers Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 1JB
Queens Hotel	Independent Free	Pubs & Full On	Independent Free	PO12 1LG
Queens Club	Independent Free	Registered Club	Independent Free	PO12 1LF
New Bengal Pakistan Restaurant	Independent Free	Restaurant	Independent Free	PO12 1LS
Suphawadi Thai Cuisine	Independent Free	Restaurant	Independent Free	PO12 1LS
Stoke Snooker Club	Independent Free	Proprietary Club	Independent Free	PO12 1LT
Eagle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 1PQ
Mayfair Snooker Club	Independent Free	Proprietary Club	Independent Free	PO12 1SD
White Hart	Greene King	Pubs & Full On	Greene King	PO12 1SE
Anglesey Hotel	Independent Free	Pubs & Full On	Independent Free	PO12 2DH
Rafa Club Gosport	Independent Free	Registered Club	Independent Free	PO12 2JE
Alverstoke Lawn Tennis Club	Independent Free	Registered Club	Independent Free	PO12 2ES
Park Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 2HH
Gosport & Fareham Rugby Club	Independent Free	Registered Club	Independent Free	PO12 2HE
Old Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	PO12 2JX
Village Home	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO12 2LD
Little Palace Chinese Restaurant	Independent Free	Restaurant	Independent Free	PO12 2LD
Market House Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO12 3HF
Foresters Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 3JX
Junction Tavern	Unknown	Pubs & Full On	Unknown	PO12 3ND
Gipsy Queen	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO12 3NW
Gosport Community Association	Independent Free	Registered Club	Independent Free	PO12 3PX
Gosport Borough Cricket Club	Independent Free	Registered Club	Independent Free	PO12 3SX
Trafalgar Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 3UU
Castle Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO12 1AD
Hardway And Elson District Community	Independent Free	Registered Club	Independent Free	PO12 4JB
Glencoe	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO12 4QT
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 4QU
Five Alls	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO12 4TD
Gosport Cruising Club	Independent Free	Registered Club	Independent Free	PO12 1AZ
Fighting Cocks	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	PO12 2AJ
Hm Prison Staff Social Club	Independent Free	Registered Club	Independent Free	PO12 2AW
Gosport Bowling Club	Independent Free	Registered Club	Independent Free	PO12 2DX
Star	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO12 1DF
Emmas Nightclub	Independent Free	Proprietary Club	Independent Free	PO12 1DF
Lakeside Cafe And Bar	Independent Free	Pubs & Full On	Independent Free	PO12 1FA
Pump House	Independent Free	Pubs & Full On	Independent Free	PO12 1AX
Haslar Club	Independent Free	Registered Club	Independent Free	PO12 2AA
Bakers Bar & Kitchen	Independent Free	Restaurant	Independent Free	PO12 1FX
Artys At Clarence Marina	Independent Free	Restaurant	Independent Free	PO12 1FX
Raob Club Gosport	Independent Free	Registered Club	Independent Free	PO12 1LS
Royal Navy Submarine Museum	Independent Free	Pubs & Full On	Independent Free	PO12 2AS

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Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Blockhouse Site Office 86180001 Bunzl	Independent Free	Pubs & Full On	Independent Free	PO12 2AE
Gosport Football Club	Independent Free	Registered Club	Independent Free	PO12 3SX
Four-Ale Taproom	Independent Free	Pubs & Full On	Independent Free	PO12 1LS
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	PO12 1BX
Creek At Haslar Marina	Independent Free	Restaurant	Independent Free	PO12 1NU

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00508_Eagle, Gosport, PO12 1PQ (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: P00508_Eagle, Gosport, PO12 1PQ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,665	10.9	22.1	49		
2 Rising Prosperity	812	5.3	10.2	52		
3 Comfortable Communities	3,281	21.4	26.5	81		
4 Financially Stretched	3,814	24.9	23.7	105		
5 Urban Adversity	5,638	36.8	17.2	214		
6 Not Private Households	113	0.7	0.3	214		
Total households				15,323		



Graph

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00508_Eagle, Gosport, PO12 1PQ (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	12	0.1	1.1	7			
1.B Executive Wealth	765	5.0	11.3	44			
1.C Mature Money	888	5.8	9.6	60			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	812	5.3	6.4	83			
3. Comfortable Communities							
3.F Countryside Communities	33	0.2	5.7	4			
3.G Successful Suburbs	630	4.1	6.0	69			
3.H Steady Neighbourhoods	1,332	8.7	7.4	117			
3.I Comfortable Seniors	751	4.9	2.9	172			
3.J Starting Out	535	3.5	4.6	77			
4. Financially Stretched							
4.K Student Life	50	0.3	2.5	13			
4.L Modest Means	2,653	17.3	8.0	217			
4.M Striving Families	579	3.8	7.4	51			
4.N Poorer Pensioners	532	3.5	5.8	60			
5. Urban Adversity							
5.O Young Hardship	3,015	19.7	6.3	315			
5.P Struggling Estates	643	4.2	5.7	74			
5.Q Difficult Circumstances	1,980	12.9	5.2	247			
6. Not Private Households							
6.R Not Private Households	113	0.7	0.3	214			
Total households	15,323						

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 3+	SHOPPING 	LEISURE
House tenure Social renting	Family structure Single parent	WEBSITES 	
Number of beds 3	House type Semi-detached or terraced	DIGITAL	
		ATTITUDES I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>
		I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>	
FINANCIAL PROFILE		TOP BEHAVIOURS	
Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation 	Moderate internet use
		Below average social media use – apart from TikTok	Use of Direct.Gov website

ABCDEFGHIJKLMNOPQR

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

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Area: P00508_Eagle, Gosport, PO12 1PQ (1 Mile contour)
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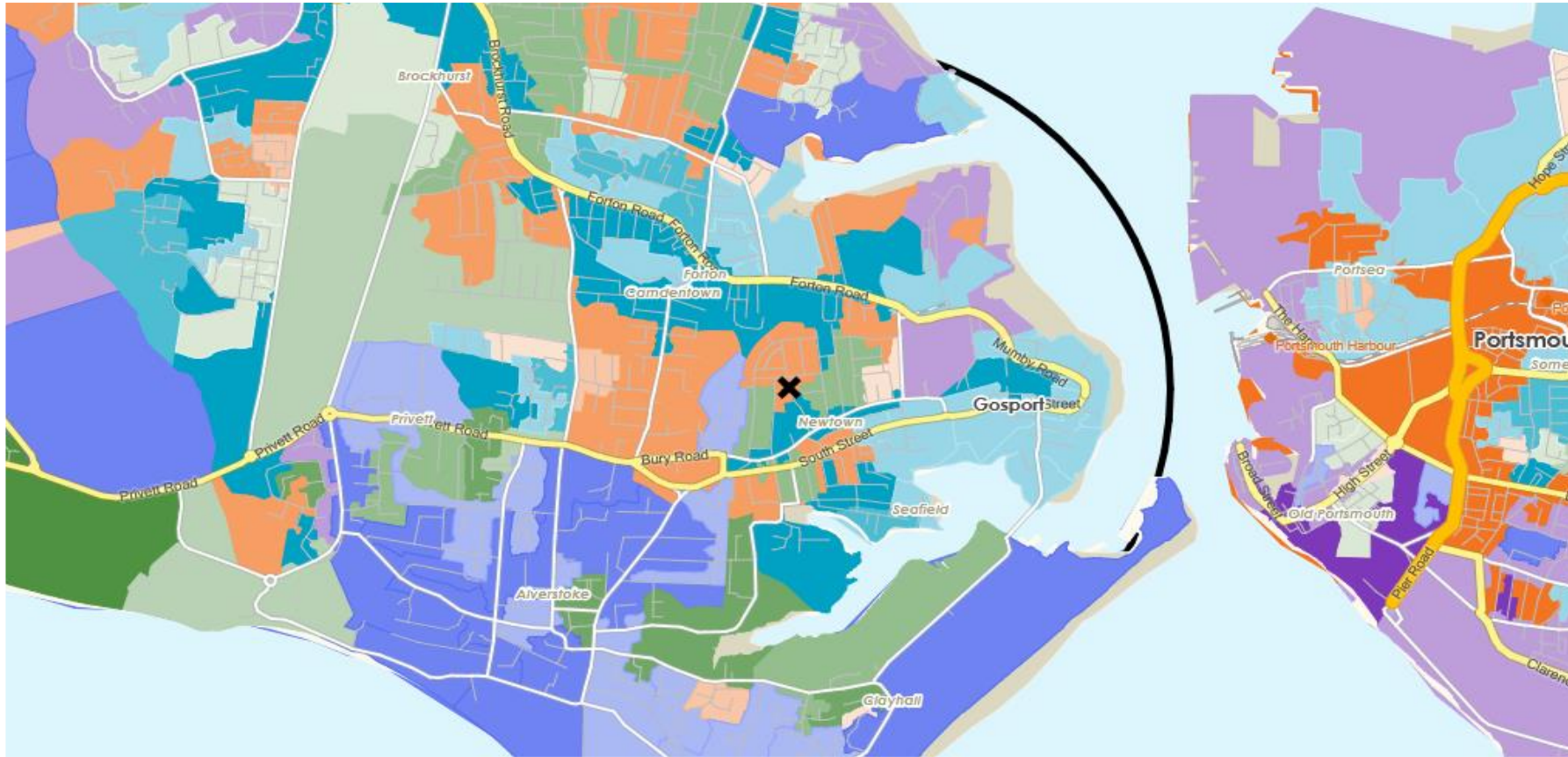
Sort by: Acorn Structure
 Index
 Profile %

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	12	0.1	0.9	9			
1.B Executive Wealth							
1.B.4 Asset rich families	455	3.0	2.6	112			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	102	0.7	2.2	30			
1.B.7 Affluent professionals	32	0.2	0.9	24			
1.B.8 Prosperous suburban families	72	0.5	1.5	31			
1.B.9 Well-off edge of towners	104	0.7	1.6	42			
1.C Mature Money							
1.C.10 Better-off villagers	88	0.6	3.1	19			
1.C.11 Settled suburbia, older people	623	4.1	2.8	144			
1.C.12 Retired and empty nesters	27	0.2	2.5	7			
1.C.13 Upmarket downsizers	150	1.0	1.3	76			
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	7	0.0	2.0	2			
2.E.19 First time buyers in small, modern homes	805	5.3	3.4	155			
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	33	0.2	3.2	7			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	191	1.2	2.7	46			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	439	2.9	2.4	118			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	347	2.3	3.5	65			
3.H.28 Owner occupied terraces, average income	590	3.9	1.6	240			
3.H.29 Established suburbs, older families	395	2.6	2.3	110			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	613	4.0	2.4	169			
3.I.31 Elderly singles in purpose-built accommodation	138	0.9	0.5	185			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	174	1.1	2.2	53			
3.J.33 Smaller houses and starter homes	361	2.4	2.4	98			
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	50	0.3	1.9	17			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	253	1.7	1.4	114			
4.L.38 Semi-skilled workers in traditional neighbourhoods	302	2.0	2.6	75			
4.L.39 Fading owner occupied terraces	2,098	13.7	2.9	469			
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	23	0.2	1.6	9			
4.M.42 Struggling young families in post-war terraces	388	2.5	1.6	154			
4.M.43 Families in right-to-buy estates	75	0.5	2.0	24			
4.M.44 Post-war estates, limited means	93	0.6	2.2	28			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	17	0.1	0.8	14			
4.N.46 Elderly people in social rented flats	329	2.1	1.0	208			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	186	1.2	1.7	71			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	888	5.8	2.2	265			
5.O.50 Struggling younger people in mixed tenure	797	5.2	1.8	289			
5.O.51 Young people in small, low cost terraces	1,330	8.7	2.3	383			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	274	1.8	1.6	114			
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	369	2.4	1.6	150			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	327	2.1	1.5	141			
5.Q.58 Singles and young families, some receiving benefits	351	2.3	1.8	130			
5.Q.59 Deprived areas and high-rise flats	1,302	8.5	2.0	431			
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	113	0.7	0.3	259			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,323						

DOMINANT ACORN GROUP - HOUSEHOLDS

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- 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
	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		

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

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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