

# CGA LICENCED PREMISES

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Area: Golden Lion, Fareham, PO16 7AE (1 Mile cor  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	113.7	81.7	139			
Proprietary Club	2	11.4	7.3	156			
Registered Club	10	56.8	28.2	202			
Restaurant	12	68.2	32.1	213			
Residential	0	0.0	2.7	0			

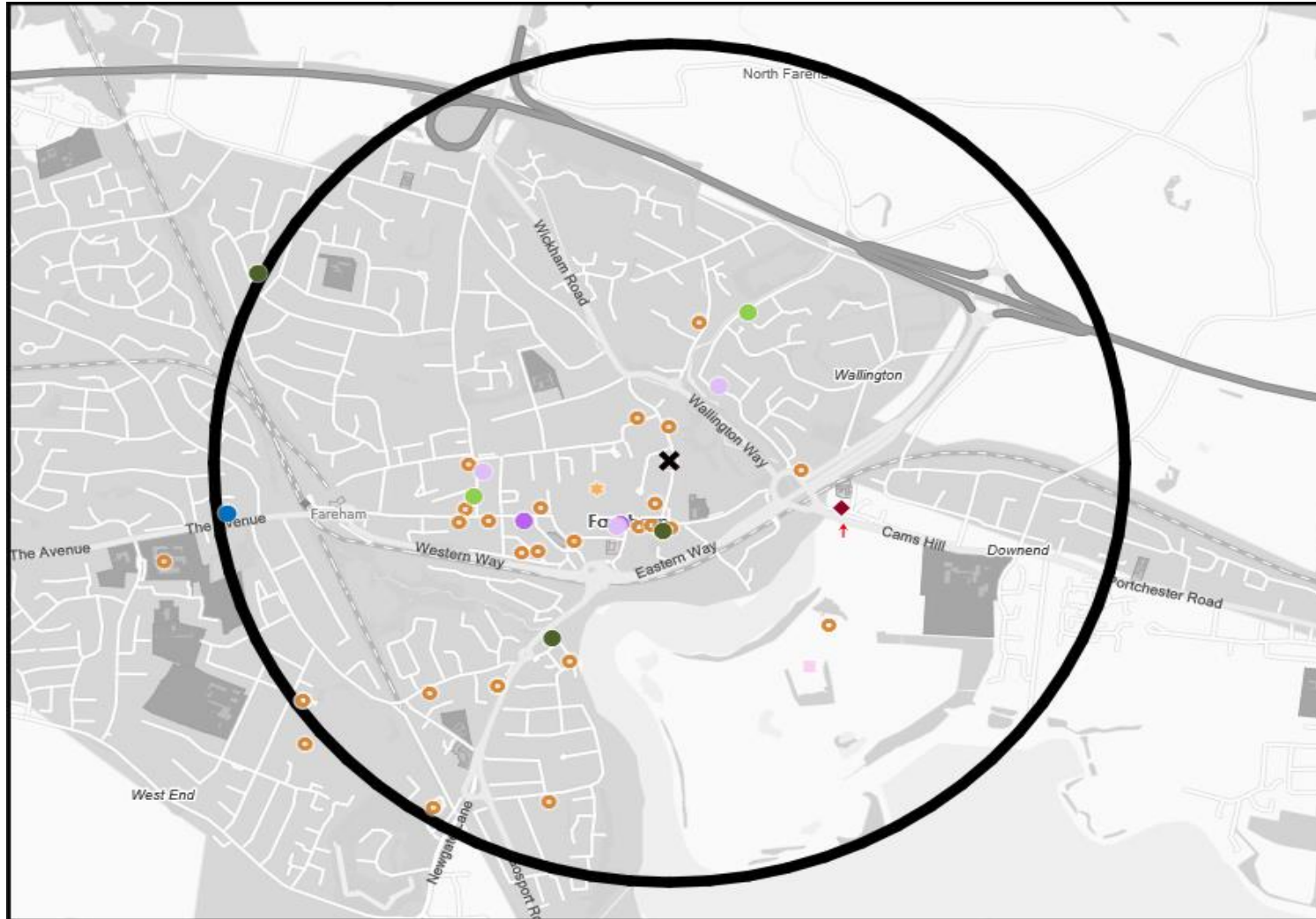
Name	Description	License Type	Owner Name	Postcode
Heathens Rugby Club	Independent Free	Registered Club	Independent Free	PO14 1JA
Fareham Town Football Social Club	Independent Free	Registered Club	Independent Free	PO14 1JA
Buccaneer	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	PO14 1NS
Fareham Conservative Club	Independent Free	Registered Club	Independent Free	PO16 0BN
La Orient Restaurant	Independent Free	Restaurant	Independent Free	PO16 0EL
Crown Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO16 0JW
Fareham Masonic Club	Independent Free	Registered Club	Independent Free	PO16 0NN
Duke Of Connaught's Own Club	Independent Free	Proprietary Club	Independent Free	PO16 0NS
Bird In Hand	Independent Free	Pubs & Full On	Independent Free	PO16 0PZ
Karim's	Independent Free	Restaurant	Independent Free	PO16 0PZ
Fareham Sailing & Motor Boat Club	Independent Free	Registered Club	Independent Free	PO16 0RA
Seafarers Sailing Club	Independent Free	Registered Club	Independent Free	PO16 0SF
Fareham Working Mens Club	Independent Free	Registered Club	Independent Free	PO16 0TT
Ironmaster	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO16 0JW
Truffles	Independent Free	Restaurant	Independent Free	PO16 7AN
Lysses House Conference Centre	Independent Free	Pubs & Full On	Independent Free	PO16 7BQ
Trinity Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO16 7SD
Dragon	Independent Free	Restaurant	Independent Free	PO16 7SQ
Delme Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO16 8QY
Roundabout Hotel	Independent Free	Pubs & Full On	Independent Free	PO16 8SB
Cob & Pen	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO16 8SL
Fareham Snooker Club	Independent Free	Proprietary Club	Independent Free	PO16 8ST
White Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO16 8TE
Fareham	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO16 7SA
Red Lion Hotel	Greene King	Pubs & Full On	Greene King	PO16 0BP
Castle In The Air	Greene King	Pubs & Full On	Greene King	PO16 0XH
Villa Romana	Independent Free	Restaurant	Independent Free	PO16 7AE
Cams Hall Estate Golf Club	Crown Golf	Registered Club	Crown Golf	PO16 8UP
Lord Arthur Lee	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO16 0EP
Golden Lion	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO16 7AE
Palmerston Indoor Bowls	Independent Free	Registered Club	Independent Free	PO14 1DJ
Ashcroft Art Centre	Independent Free	Pubs & Full On	Independent Free	PO16 7DX
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO16 0JN
Antonios	Independent Free	Restaurant	Independent Free	PO16 0LG
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	PO16 0BX
Cams Mill	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO16 8AA
Rancho Steakhouse	Independent Free	Restaurant	Independent Free	PO16 0AB
Dovecote Eatery	Independent Free	Restaurant	Independent Free	PO16 8UT
Cackleberrys	Independent Free	Restaurant	Independent Free	PO16 0BH
L J Chinese Cuisine	Independent Free	Restaurant	Independent Free	PO16 0EF
Three Joes	Three Joes	Restaurant	Three Joes	PO16 0PQ
West Street Alehouse	Independent Free	Pubs & Full On	Independent Free	PO16 0EH
Vito Lounge	Loungers	Pubs & Full On	Loungers	PO16 0JN
Bowl Central	Independent Free	Registered Club	Independent Free	PO16 0BX

# MAP OF AREA

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Source: OS Open Data 2018

Area: Golden Lion, Fareham, PO16 7AE (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:** Golden Lion, Fareham, PO16 7AE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,077	27.1	22.1	123		
2 Rising Prosperity	433	5.7	10.2	56		
3 Comfortable Communities	3,120	40.7	26.5	154		
4 Financially Stretched	885	11.6	23.7	49		
5 Urban Adversity	1,084	14.2	17.2	82		
6 Not Private Households	60	0.8	0.3	228		
Graph						
<b>Total households</b>	<b>7,659</b>					

### 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:** Golden Lion, Fareham, PO16 7AE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	0	0.0	1.1	0	[Bar chart]	
1.B Executive Wealth	1,250	16.3	11.3	144	[Bar chart]	
1.C Mature Money	827	10.8	9.6	112	[Bar chart]	
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0	[Bar chart]	
2.E Career Climbers	433	5.7	6.4	89	[Bar chart]	
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	8	0.1	5.7	2	[Bar chart]	
3.G Successful Suburbs	888	11.6	6.0	195	[Bar chart]	
3.H Steady Neighbourhoods	861	11.2	7.4	152	[Bar chart]	
3.I Comfortable Seniors	569	7.4	2.9	260	[Bar chart]	
3.J Starting Out	794	10.4	4.6	228	[Bar chart]	
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	590	7.7	8.0	96	[Bar chart]	
4.M Striving Families	83	1.1	7.4	15	[Bar chart]	
4.N Poorer Pensioners	212	2.8	5.8	48	[Bar chart]	
<b>5. Urban Adversity</b>						
5.O Young Hardship	681	8.9	6.3	142	[Bar chart]	
5.P Struggling Estates	6	0.1	5.7	1	[Bar chart]	
5.Q Difficult Circumstances	397	5.2	5.2	99	[Bar chart]	
<b>6. Not Private Households</b>						
6.R Not Private Households	60	0.8	0.3	228	[Bar chart]	
<b>Total households</b>	<b>7,659</b>					

## 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

Age range <b>25-44</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

### BRANDS

SHOPPING: COS, REISS, MOLTON BROWN
LEISURE: itsu, wahaca, Pho
WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

### DIGITAL AND TECH

#### ATTITUDES

I worry about online security <b>60%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>68%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>31%</b> <small>UK average: 28%</small>
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### FINANCIAL PROFILE

Household income UK: <b>£54k</b> (Average: £40k) London: <b>£54k</b> (Average: £46k)	% Disposable income UK: <b>23%</b> (Average: 43%) London: <b>20%</b> (Average: 25%)	Financial situation Running into debt      Saving a lot
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### TOP BEHAVIOURS

Post online ratings / reviews online	Book travel and holidays online	Social media: Pinterest, Insta and Twitter
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: Golden Lion, Fareham, PO16 7AE (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
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	771	10.1	2.6	381			
1.B.5 Wealthy countryside commuters	5	0.1	2.5	3			
1.B.6 Financially comfortable families	131	1.7	2.2	77			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	109	1.4	1.5	93			
1.B.9 Well-off edge of towners	234	3.1	1.6	190			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	83	1.1	3.1	35			
1.C.11 Settled suburbia, older people	558	7.3	2.8	259			
1.C.12 Retired and empty nesters	138	1.8	2.5	73			
1.C.13 Upmarket downsizers	48	0.6	1.3	48			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	188	2.5	2.0	124			
2.E.19 First time buyers in small, modern homes	245	3.2	3.4	94			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	8	0.1	3.2	3			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	220	2.9	2.7	107			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	668	8.7	2.4	360			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	282	3.7	3.5	106			
3.H.28 Owner occupied terraces, average income	158	2.1	1.6	129			
3.H.29 Established suburbs, older families	421	5.5	2.3	235			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	235	3.1	2.4	129			
3.I.31 Elderly singles in purpose-built accommodation	334	4.4	0.5	898			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	432	5.6	2.2	262			
3.J.33 Smaller houses and starter homes	362	4.7	2.4	197			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	176	2.3	1.4	159			
4.L.38 Semi-skilled workers in traditional neighbourhoods	280	3.7	2.6	139			
4.L.39 Fading owner occupied terraces	134	1.7	2.9	60			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	26	0.3	1.6	21			
4.M.42 Struggling young families in post-war terraces	51	0.7	1.6	41			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	6	0.1	2.2	4			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	112	1.5	1.0	142			
4.N.47 Low income older people in smaller semis	40	0.5	2.2	23			
4.N.48 Pensioners and singles in social rented flats	60	0.8	1.7	46			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	513	6.7	2.2	306			
5.O.50 Struggling younger people in mixed tenure	121	1.6	1.8	88			
5.O.51 Young people in small, low cost terraces	47	0.6	2.3	27			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	6	0.1	1.6	5			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	157	2.0	1.5	136			
5.Q.58 Singles and young families, some receiving benefits	37	0.5	1.8	27			
5.Q.59 Deprived areas and high-rise flats	203	2.7	2.0	135			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	6	0.1	0.1	132			
6.R.61 Inactive communal population	54	0.7	0.3	248			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>7,659</b>						

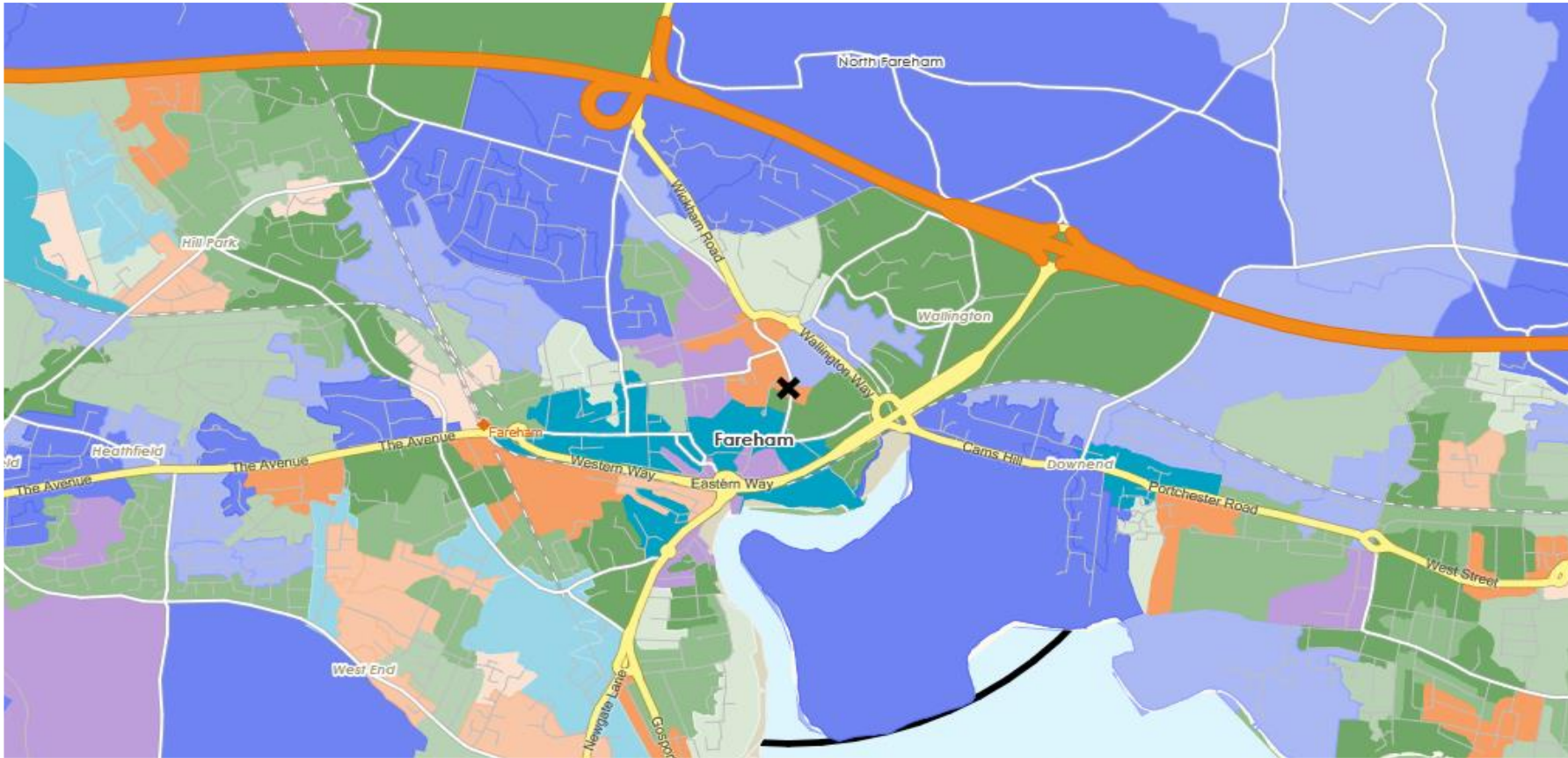
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: Golden Lion, Fareham, PO16 7AE (1 Mile contour)



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

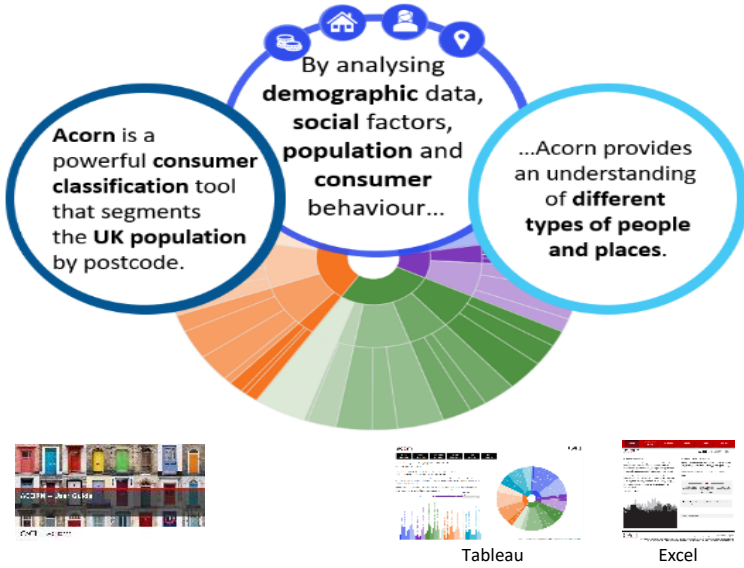
### Acorn Groups

- 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**

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%

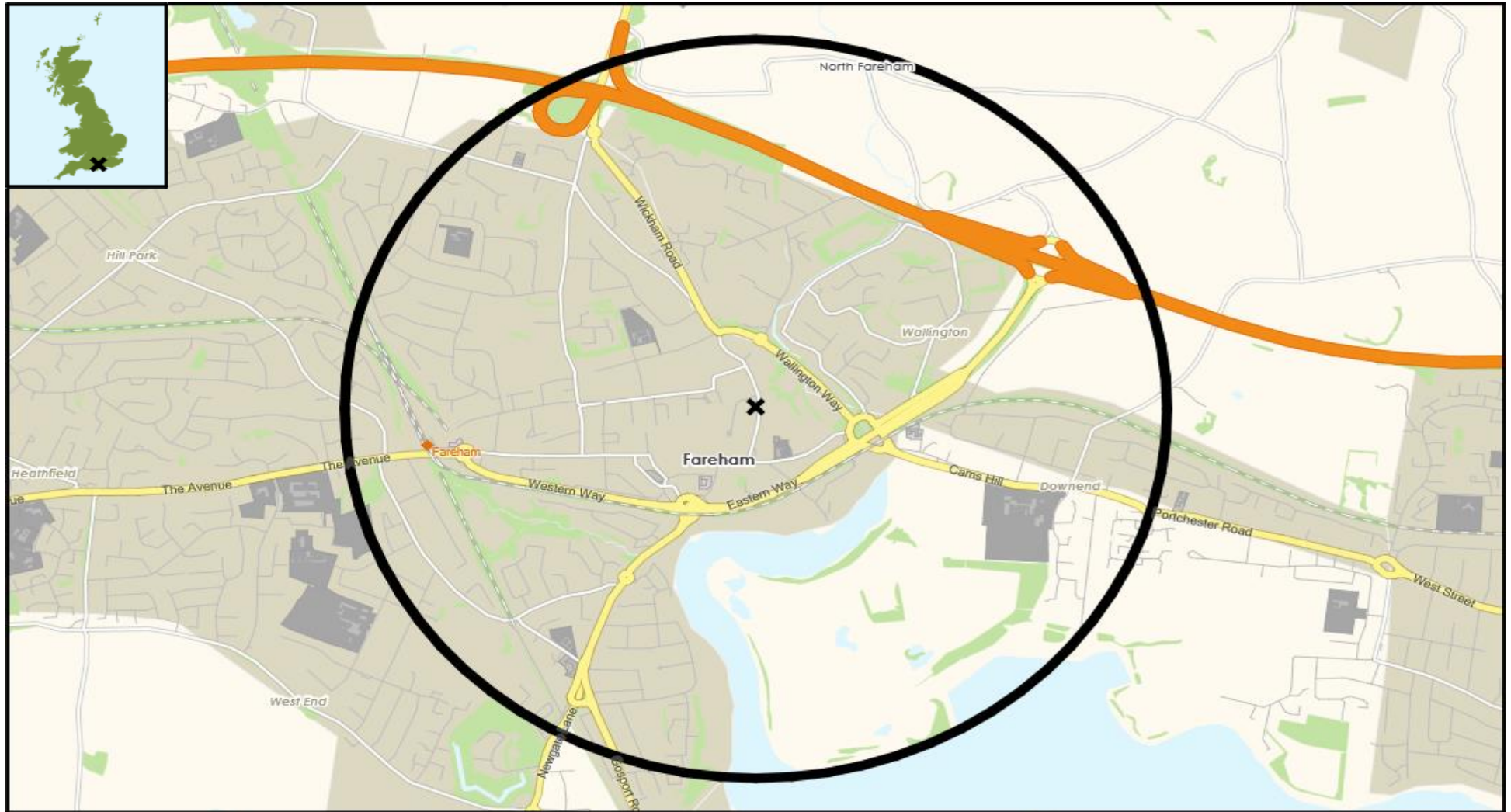


# MAP OF AREA

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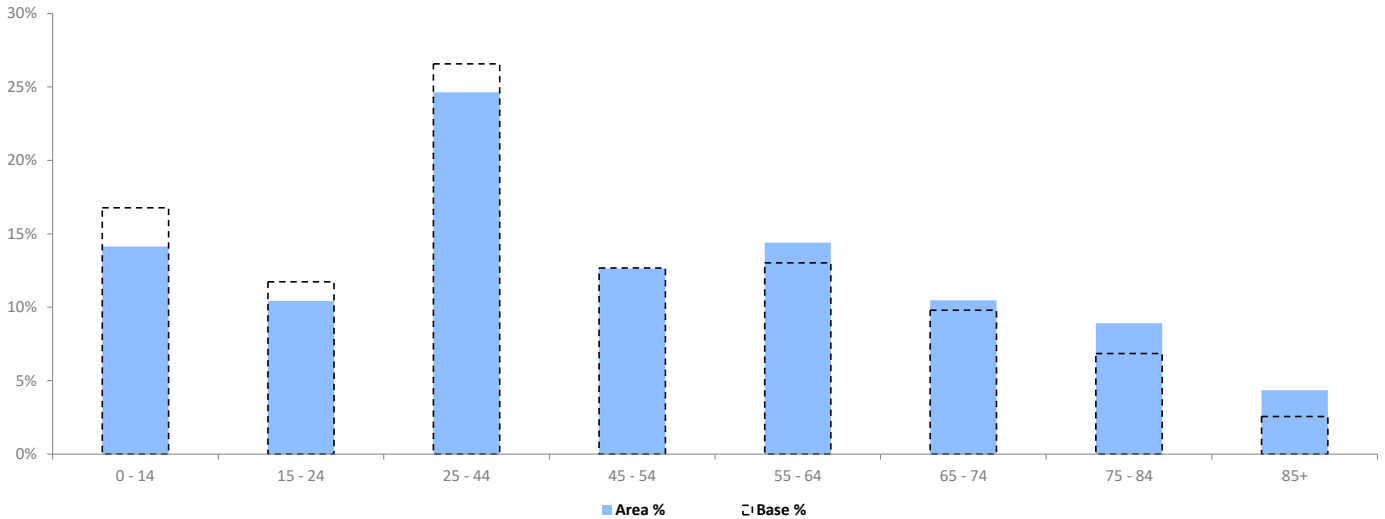


# POPULATION PROJECTIONS

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Area: Golden Lion, Fareham, PO16 7AE (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,489	14.1	16.8	84			
15 - 24	1,834	10.4	11.7	89			
25 - 44	4,335	24.6	26.6	93			
45 - 54	2,223	12.6	12.7	100			
55 - 64	2,532	14.4	13.0	111			
65 - 74	1,844	10.5	9.8	107			
75 - 84	1,568	8.9	6.9	130			
85+	766	4.4	2.6	171			
<b>Total population</b>	<b>17,591</b>						



# EXPENDITURE

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Area: Golden Lion, Fareham, PO16 7AE (1 Mile contour)  
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 Year: 2023

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£542,997	£70.24	£66.95	<b>105</b>			
2. Alcoholic beverages, tobacco and narcotics	£217,808	£28.17	£28.12	100			
3. Clothing & Footwear	£177,378	£22.94	£22.40	<b>102</b>			
4. Housing, water, electricity, gas and other fuels	£738,778	£95.56	£107.19	89			
5. Furnishings, equipment and routine maintenance	£310,206	£40.12	£36.85	<b>109</b>			
6. Health	£123,906	£16.03	£13.48	<b>119</b>			
7. Transport	£1,173,946	£151.85	£134.74	<b>113</b>			
8. Communication	£125,522	£16.24	£15.74	<b>103</b>			
9. Recreation & Culture	£456,058	£58.99	£64.16	92			
10. Education	£138,978	£17.98	£22.26	81			
11. Restaurants & Hotels	£570,873	£73.84	£67.11	<b>110</b>			
12. Miscellaneous goods and services	£948,583	£122.70	£109.86	<b>112</b>			
<b>Total Expenditure</b>	<b>£5,525,034</b>	<b>£714.66</b>	<b>£688.85</b>	<b>104</b>			



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.