

CGA LICENCED PREMISES

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Area: Druids Arms, Portsmouth, PO2 7PH (1 Mile c
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	41	61.8	81.7	76			
Proprietary Club	5	7.5	7.3	103			
Registered Club	13	19.6	28.2	70			
Restaurant	8	12.1	32.1	38			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Shearers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 1 5LP
Portland Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 8LX
Park Tavern	Greene King	Pubs & Full On	Greene King	PO 1 1DE
Royal Standard	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 1 1DE
Surrey Arms	Independent Free	Pubs & Full On	Independent Free	PO 1 1JT
Royal British Legion Club	Independent Free	Registered Club	Independent Free	PO 1 1PS
Dim Sum Hut	Independent Free	Restaurant	Independent Free	PO 1 4BJ
Star Of Asia	Independent Free	Restaurant	Independent Free	PO 1 4BX
Painters Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 4HA
Froddington Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 1 5AB
British Rail Social Club	Independent Free	Registered Club	Independent Free	PO 1 5BL
Newcome Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 1 5DT
Electric Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 1 5HD
Trafalgar Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 1 5HH
Florist	Independent Free	Pubs & Full On	Independent Free	PO 1 5JX
Portsmouth Radical Club	Independent Free	Registered Club	Independent Free	PO 1 5JX
Graham Arms	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	PO 1 5QY
Lord Chichester	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 2 0AX
Thatchers Bar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 2 0BN
Blue Cobra	Independent Free	Restaurant	Independent Free	PO 2 0BN
Tap	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 2 0BQ
Pitch & Vinyl	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 0LH
Clarence Garden	Independent Free	Pubs & Full On	Independent Free	PO 2 0LZ
Buckland Community Association	Independent Free	Registered Club	Independent Free	PO 2 7BA
Scotts Tap & Keller	Independent Free	Pubs & Full On	Independent Free	PO 2 7DP
George & Dragon	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 7EB
Gandhis Indian Restaurant	Independent Free	Restaurant	Independent Free	PO 2 7EB
British Queen	Independent Free	Pubs & Full On	Independent Free	PO 2 7NA
New Taj Mahal	Independent Free	Restaurant	Independent Free	PO 2 7PA
Crescent Snooker Club	Independent Free	Proprietary Club	Independent Free	PO 2 7PD
Druids Arms	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 2 7PH
Winchester Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 7PS
Stag	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 2 7QU
Mermaid	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 2 7RW
Ken-Tone Club	Independent Free	Registered Club	Independent Free	PO 2 7RW
Admiral Drake	Independent Free	Pubs & Full On	Independent Free	PO 2 8DH
Ship & Castle	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 2 8DR
Stamshaw Lake Angling Club	Independent Free	Registered Club	Independent Free	PO 2 8HA
Derby Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PO 2 8LG
Stamshaw & Tipner Leisure Centre	Independent Free	Proprietary Club	Independent Free	PO 2 8LE
Mother Shipton	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 2 8NY
Fountain Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 2 9AA
Bella Napola	Independent Free	Restaurant	Independent Free	PO 2 9HF
Harvest Home	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 3 5AN
Star & Garter	Greene King	Pubs & Full On	Greene King	PO 3 5DB
Rose In June	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PO 3 6AR
Moneyfield Sports & Social Club	Independent Free	Registered Club	Independent Free	PO 3 6LA
Jolly Taxpayer	Independent Free	Pubs & Full On	Independent Free	PO 3 6LN
Baffins Inn	Greene King	Pubs & Full On	Greene King	PO 3 6PD
Portsmouth Deaf Club	Independent Free	Registered Club	Independent Free	PO 1 1LX
Pelham Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 2 0AH
Mars	Independent Free	Pubs & Full On	Independent Free	PO 1 4DG
Jameson Arms	Independent Free	Pubs & Full On	Independent Free	PO 1 1QE

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Pubs & Full On	41	61.8	81.7	76			
Proprietary Club	5	7.5	7.3	103			
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Restaurant	8	12.1	32.1	38			
Residential	0	0.0	2.7	0			

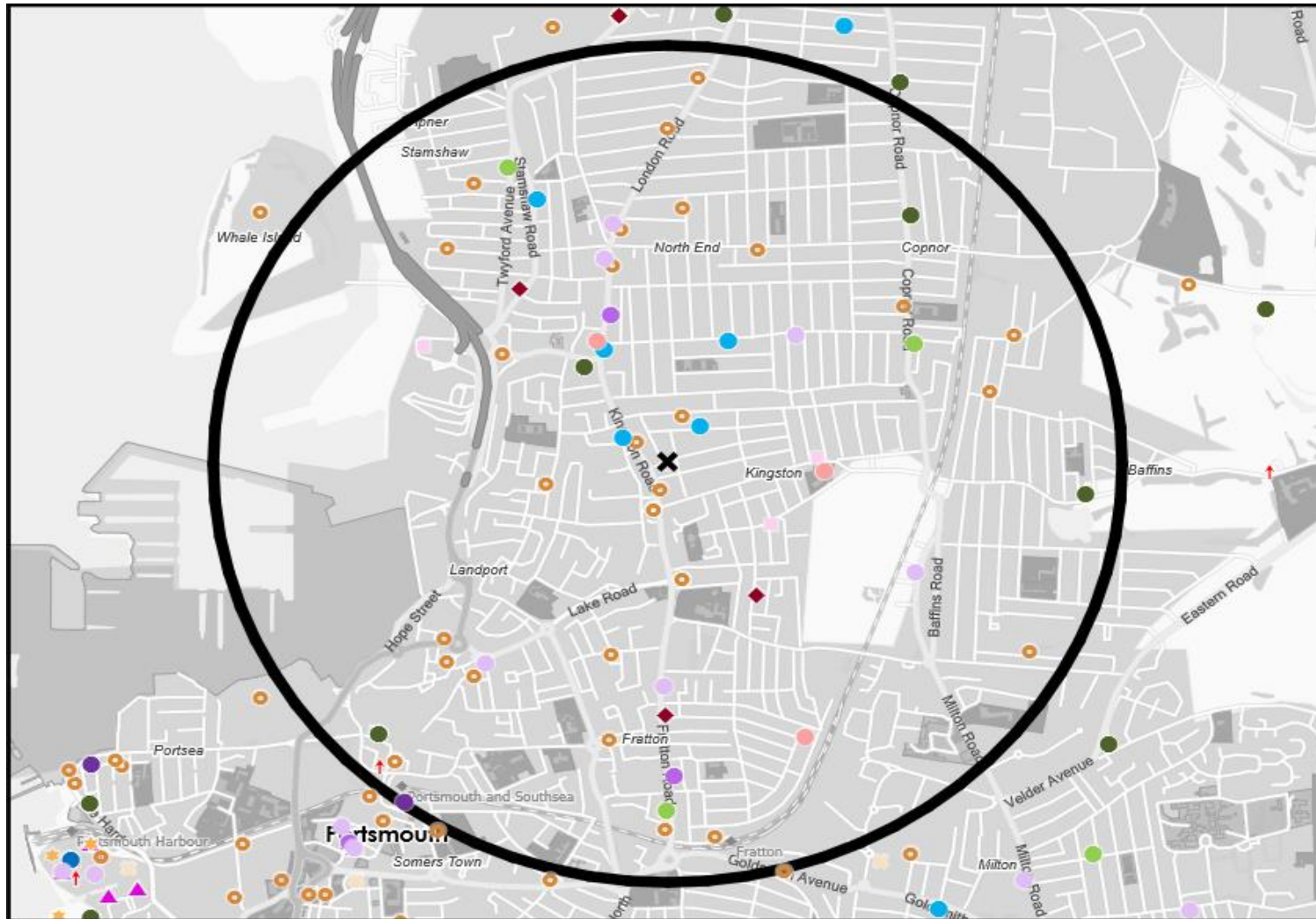
Name	Description	License Type	Owner Name	Postcode
Copnor Billiard & Snooker Club	Independent Free	Proprietary Club	Independent Free	PO 3 5BS
Pryzm	Rekom UK	Proprietary Club	Rekom UK	PO 1 1DS
Sovereigns	Greene King	Pubs & Full On	Greene King	PO 2 8AL
John Jacques	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 1 5BZ
Ascension Club	Independent Free	Registered Club	Independent Free	PO 2 0JG
Sir John Baker	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 2 0LN
Indian Cottage	Independent Free	Restaurant	Independent Free	PO 2 9HA
Yan Woo	Independent Free	Restaurant	Independent Free	PO 2 7DP
Portsmouth Post Office Social Club	Independent Free	Registered Club	Independent Free	PO 2 9DE
Stacey Social Club	Independent Free	Registered Club	Independent Free	PO 3 6DN
Northend Bowling Club	Independent Free	Registered Club	Independent Free	PO 2 0NG
Wiggle	Independent Free	Proprietary Club	Independent Free	PO 1 1JT
Fratton Social Club	Independent Free	Registered Club	Independent Free	PO 1 5AB
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	PO 1 2TR

MAP OF AREA

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Source: OS Open Data 2018

Area: Druids Arms, Portsmouth, PO2 7PH (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
- X Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: Druids Arms, Portsmouth, PO2 7PH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	98	0.4	22.1	2		
 2 Rising Prosperity	99	0.4	10.2	3		
 3 Comfortable Communities	8,523	30.5	26.5	115		
 4 Financially Stretched	4,256	15.2	23.7	64		
 5 Urban Adversity	14,976	53.5	17.2	311		
 6 Not Private Households	27	0.1	0.3	28		
 Graph						
Total households	27,979					

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: Druids Arms, Portsmouth, PO2 7PH (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	0	0.0	1.1	0			
1.B Executive Wealth	12	0.0	11.3	0			
1.C Mature Money	86	0.3	9.6	3			
2. Rising Prosperity							
2.D City Sophisticates	15	0.1	3.8	1			
2.E Career Climbers	84	0.3	6.4	5			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	32	0.1	6.0	2			
3.H Steady Neighbourhoods	7,009	25.1	7.4	338			
3.I Comfortable Seniors	64	0.2	2.9	8			
3.J Starting Out	1,418	5.1	4.6	111			
4. Financially Stretched							
4.K Student Life	1,354	4.8	2.5	193			
4.L Modest Means	1,335	4.8	8.0	60			
4.M Striving Families	446	1.6	7.4	21			
4.N Poorer Pensioners	1,121	4.0	5.8	70			
5. Urban Adversity							
5.O Young Hardship	9,003	32.2	6.3	515			
5.P Struggling Estates	1,401	5.0	5.7	88			
5.Q Difficult Circumstances	4,572	16.3	5.2	312			
6. Not Private Households							
6.R Not Private Households	27	0.1	0.3	28			
Total households	27,979						

Acorn Group Pen Portrait

4
M
Striving Families

4.1M
7.8%

UK Adults 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

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

BRANDS

SHOPPING 	PRIMARK	PEACOCKS	sav ers
LEISURE 			
WEBSITES 			

FINANCIAL PROFILE

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
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DIGITAL

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>
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TOP BEHAVIOURS

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

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Area: Druids Arms, Portsmouth, PO2 7PH (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	12	0.0	1.5	3			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	86	0.3	2.8	11			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	15	0.1	1.5	4			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	47	0.2	3.4	5			
2.E.20 Mixed metropolitan areas	37	0.1	1.0	13			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	28	0.1	2.7	4			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	4	0.0	2.4	1			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	704	2.5	3.5	73			
3.H.28 Owner occupied terraces, average income	6,145	22.0	1.6	1,371			
3.H.29 Established suburbs, older families	160	0.6	2.3	24			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	64	0.2	0.5	47			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,358	4.9	2.2	226			
3.J.33 Smaller houses and starter homes	60	0.2	2.4	9			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	13	0.0	0.3	14			
4.K.35 Term-time terraces	65	0.2	0.2	93			
4.K.36 Educated young people in flats and tenements	1,276	4.6	1.9	237			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	164	0.6	1.4	41			
4.L.38 Semi-skilled workers in traditional neighbourhoods	40	0.1	2.6	5			
4.L.39 Fading owner occupied terraces	1,131	4.0	2.9	138			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	358	1.3	1.6	78			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	88	0.3	2.2	14			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	25	0.1	0.8	11			
4.N.46 Elderly people in social rented flats	889	3.2	1.0	308			
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	207	0.7	1.7	43			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	785	2.8	2.2	128			
5.O.50 Struggling younger people in mixed tenure	2,427	8.7	1.8	482			
5.O.51 Young people in small, low cost terraces	5,791	20.7	2.3	914			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	138	0.5	1.6	32			
5.P.53 Low income terraces	860	3.1	0.8	374			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	350	1.3	0.7	169			
5.P.56 Low income large families in social rented semis	53	0.2	1.6	12			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1,509	5.4	1.5	358			
5.Q.58 Singles and young families, some receiving benefits	145	0.5	1.8	29			
5.Q.59 Deprived areas and high-rise flats	2,918	10.4	2.0	529			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	10	0.0	0.1	60			
6.R.61 Inactive communal population	17	0.1	0.3	21			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	27,979						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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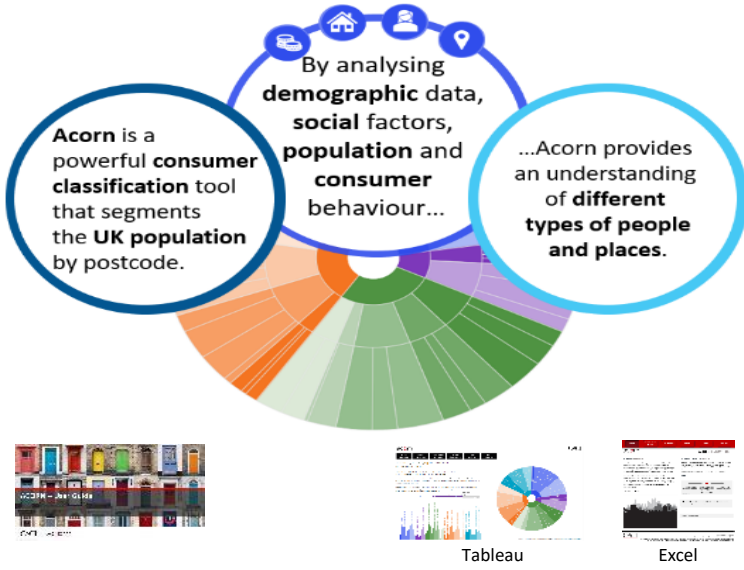
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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**

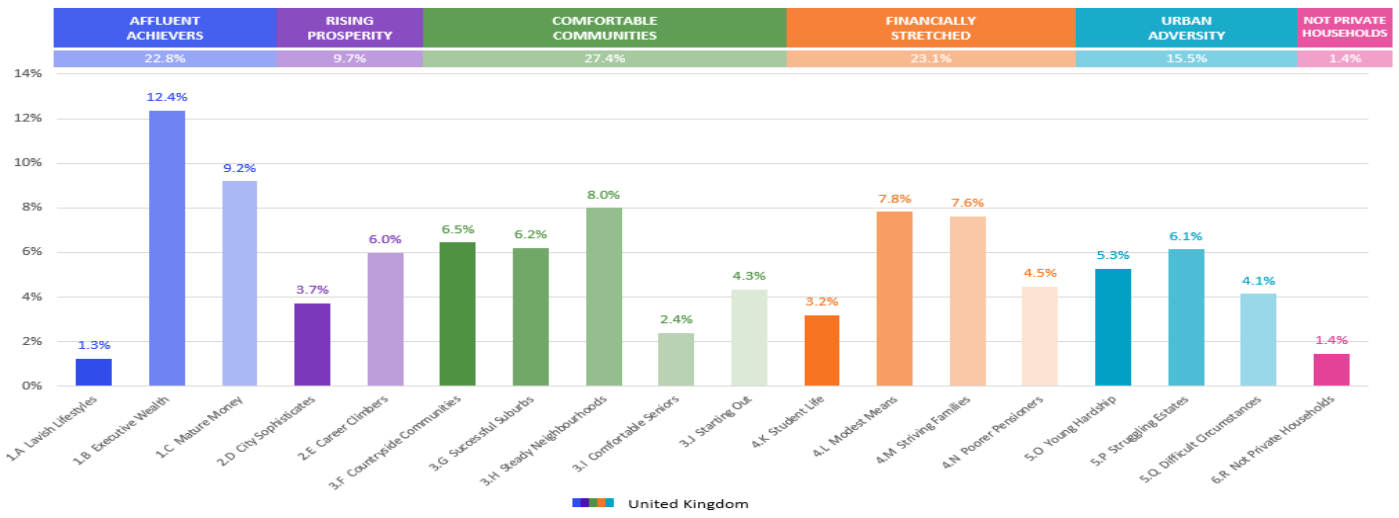
House tenure: **Owned outright**

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%

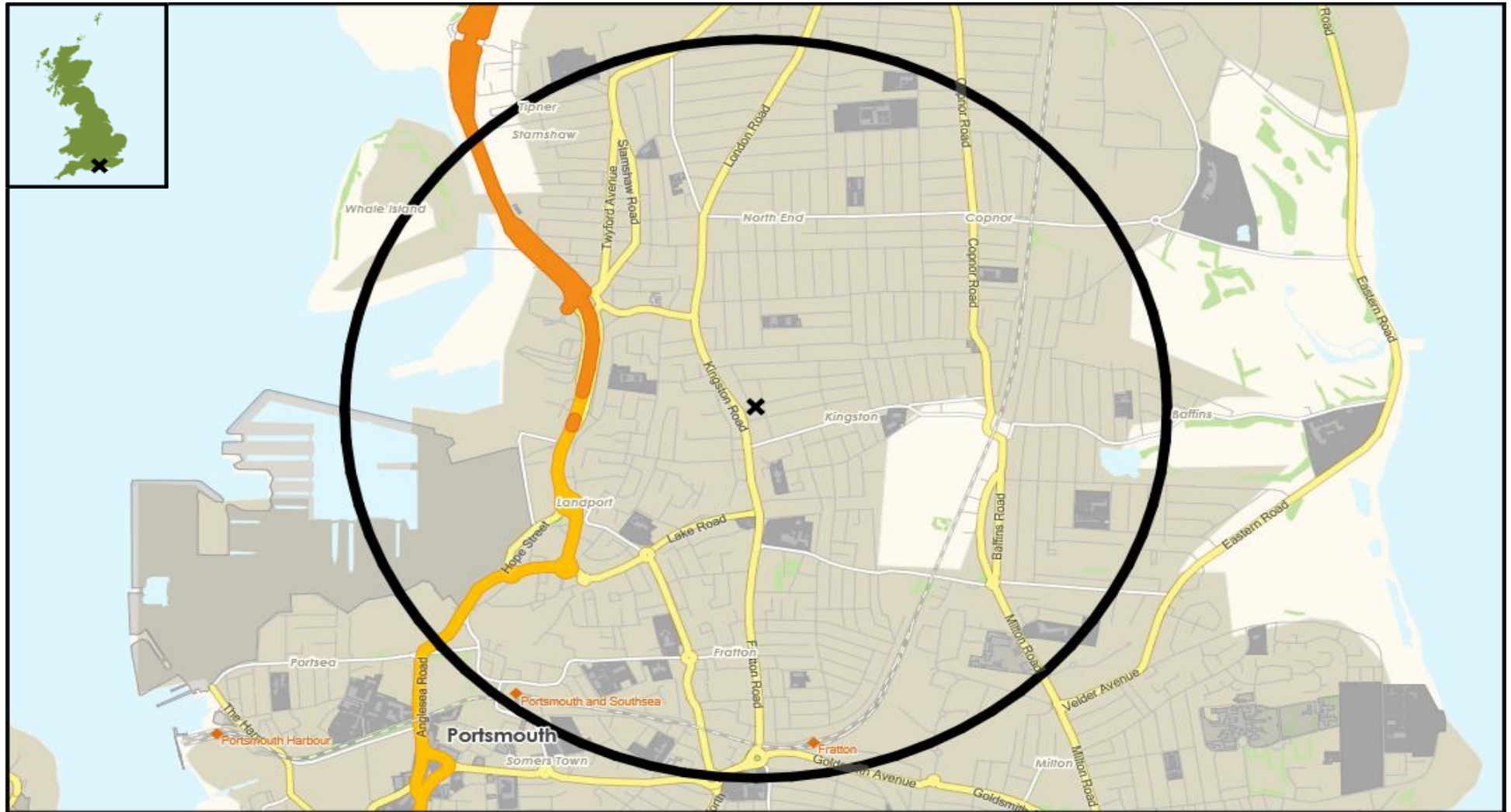


MAP OF AREA

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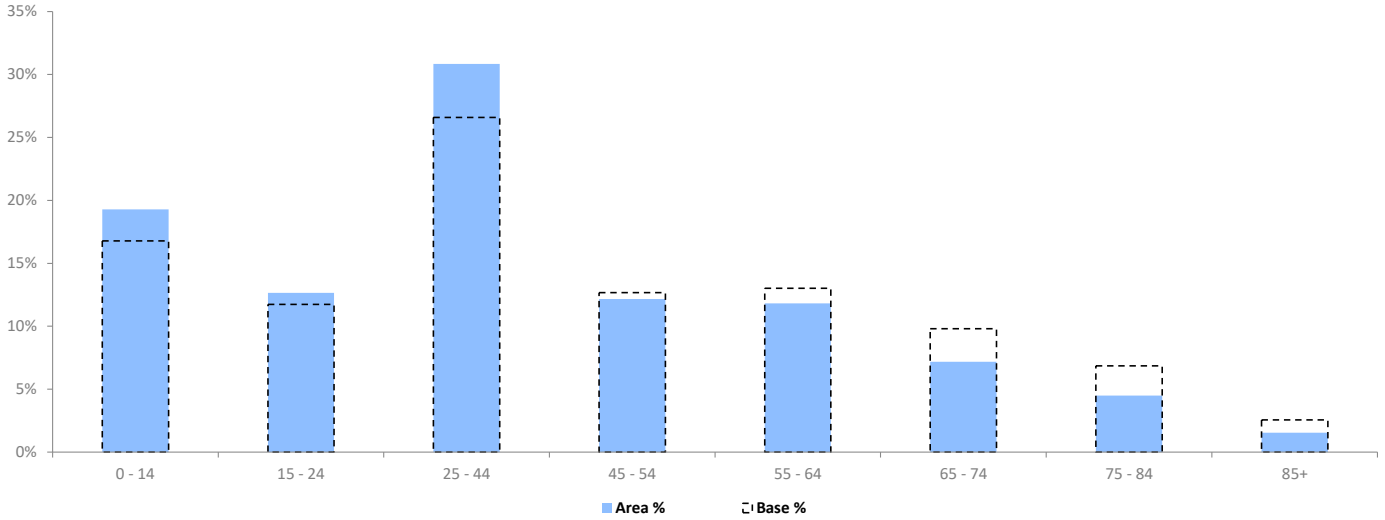


POPULATION PROJECTIONS

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	12,797	19.3	16.8	115			
15 - 24	8,403	12.7	11.7	108			
25 - 44	20,476	30.8	26.6	116			
45 - 54	8,080	12.2	12.7	96			
55 - 64	7,848	11.8	13.0	91			
65 - 74	4,759	7.2	9.8	73			
75 - 84	2,988	4.5	6.9	66			
85+	1,028	1.5	2.6	61			
Total population	66,379						



EXPENDITURE

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Area: Druids Arms, Portsmouth, PO2 7PH (1 Mile contour)
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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	£1,861,041	£64.29	£66.95	96			
2. Alcoholic beverages, tobacco and narcotics	£885,171	£30.58	£28.12	109			
3. Clothing & Footwear	£614,873	£21.24	£22.40	95			
4. Housing, water, electricity, gas and other fuels	£2,372,117	£81.95	£107.19	76			
5. Furnishings, equipment and routine maintenance	£916,269	£31.65	£36.85	86			
6. Health	£327,525	£11.31	£13.48	84			
7. Transport	£3,503,044	£121.02	£134.74	90			
8. Communication	£438,438	£15.15	£15.74	96			
9. Recreation & Culture	£1,441,232	£49.79	£64.16	78			
10. Education	£535,618	£18.50	£22.26	83			
11. Restaurants & Hotels	£1,734,424	£59.92	£67.11	89			
12. Miscellaneous goods and services	£2,971,023	£102.64	£109.86	93			
Total Expenditure	£17,600,775	£608.03	£688.85	88			

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.