

# CGA LICENCED PREMISES

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Area: Good Intent, Petersfield, GU31 4AF (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	12	74.2	81.7	91			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	18.6	28.2	66			
Restaurant	8	49.5	32.1	154			
Residential	0	0.0	2.7	0			

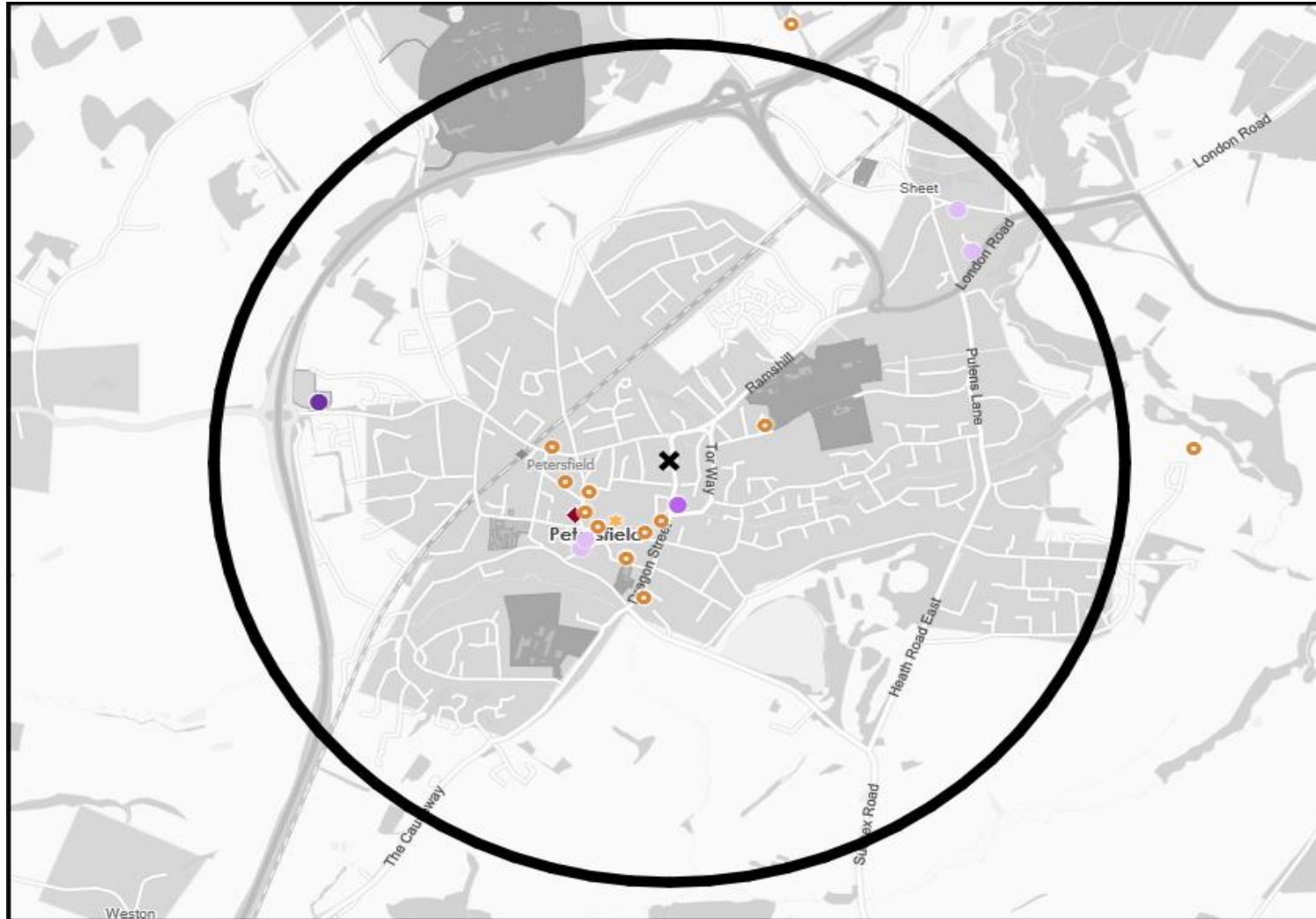
Name	Description	License Type	Owner Name	Postcode
Folly Wine Bar	Independent Free	Pubs & Full On	Independent Free	GU31 4AD
Red Lion	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	GU31 4AE
Good Intent	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	GU31 4AF
Petersfield United Football Club & Social Club	Independent Free	Registered Club	Independent Free	GU31 4BW
Half Moon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU31 4BE
Lemongrass	Independent Free	Restaurant	Independent Free	GU31 4JJ
Queens Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU32 2AH
Old Drum	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GU32 3DP
Tai Tong Restaurant	Independent Free	Restaurant	Independent Free	GU32 3DT
Petersfield Social Club	Independent Free	Registered Club	Independent Free	GU32 3ED
Paradise Balti House	Independent Free	Restaurant	Independent Free	GU32 3EL
Square Brewery	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	GU32 3HJ
George	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU32 3HH
La Piazzetta	Independent Free	Restaurant	Independent Free	GU32 3HJ
Petersfield Bowling	Independent Free	Registered Club	Independent Free	GU32 3HX
Black Sheep	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU32 3JX
Pizza Express	Hony Capital	Restaurant	Hony Capital	GU32 3DY
Townhouse	Independent Free	Pubs & Full On	Independent Free	GU32 3JL
Mulchrones Brasserie & Restaurant	Independent Free	Restaurant	Independent Free	GU31 4JJ
Great Oak	Whitbread	Pubs & Full On	Whitbread	GU32 3BS
Stables	Independent Free	Restaurant	Independent Free	GU32 3HX
Fez	Independent Free	Restaurant	Independent Free	GU32 3DY
Clavio Lounge	Loungers	Pubs & Full On	Loungers	GU32 3JA

# MAP OF AREA

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Source: OS Open Data 2018

Area: Good Intent, Petersfield, GU31 4AF (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:** Good Intent, Petersfield, GU31 4AF (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,906	40.5	22.1	183		
2 Rising Prosperity	650	9.1	10.2	89		
3 Comfortable Communities	2,212	30.8	26.5	116		
4 Financially Stretched	756	10.5	23.7	44		
5 Urban Adversity	646	9.0	17.2	52		
6 Not Private Households	12	0.2	0.3	49		
<b>Total households</b>		<b>7,182</b>				

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ←→ Saving a lot

**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:** Good Intent, Petersfield, GU31 4AF (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	168	2.3	1.1	213		
1.B Executive Wealth	1,675	23.3	11.3	206		
1.C Mature Money	1,063	14.8	9.6	153		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	650	9.1	6.4	142		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	38	0.5	5.7	9		
3.G Successful Suburbs	1,171	16.3	6.0	274		
3.H Steady Neighbourhoods	269	3.7	7.4	51		
3.I Comfortable Seniors	318	4.4	2.9	155		
3.J Starting Out	416	5.8	4.6	127		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	250	3.5	8.0	44		
4.M Striving Families	310	4.3	7.4	58		
4.N Poorer Pensioners	196	2.7	5.8	47		
<b>5. Urban Adversity</b>						
5.O Young Hardship	531	7.4	6.3	118		
5.P Struggling Estates	53	0.7	5.7	13		
5.Q Difficult Circumstances	62	0.9	5.2	16		
<b>6. Not Private Households</b>						
6.R Not Private Households	12	0.2	0.3	49		
<b>Total households</b>	<b>7,182</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>

**FINANCIAL PROFILE**

Household income UK: <b>£54k</b> London: <b>£54k</b> <small>Average: £40k    Average: £46k</small>	% Disposable income UK: <b>23%</b> London: <b>20%</b> <small>Average: 43%    Average: 25%</small>	Financial situation 
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**BRANDS**

SHOPPING: COS, REISS, MOLTON BROWN

LEISURE: itsu, wahaca, Pho

WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

**DIGITAL AND TECH**

ATTITUDES

- I worry about online security: **60%** (UK average: 55%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **31%** (UK average: 28%)

**TOP BEHAVIOURS**

- Post online ratings / reviews online
- Book travel and holidays online
- Social media: Pinterest, Insta and Twitter



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

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Area: Good Intent, Petersfield, GU31 4AF (1 Mile contour)  
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 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	168	2.3	0.9	273			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	859	12.0	2.6	453			
1.B.5 Wealthy countryside commuters	269	3.7	2.5	152			
1.B.6 Financially comfortable families	68	0.9	2.2	43			
1.B.7 Affluent professionals	35	0.5	0.9	57			
1.B.8 Prosperous suburban families	280	3.9	1.5	254			
1.B.9 Well-off edge of towners	164	2.3	1.6	142			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	551	7.7	3.1	249			
1.C.11 Settled suburbia, older people	46	0.6	2.8	23			
1.C.12 Retired and empty nesters	14	0.2	2.5	8			
1.C.13 Upmarket downsizers	452	6.3	1.3	487			
<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	252	3.5	2.0	178			
2.E.19 First time buyers in small, modern homes	398	5.5	3.4	163			
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	38	0.5	3.2	16			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	115	1.6	2.7	59			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,056	14.7	2.4	607			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	269	3.7	2.3	160			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	164	2.3	2.4	96			
3.I.31 Elderly singles in purpose-built accommodation	154	2.1	0.5	442			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	201	2.8	2.2	130			
3.J.33 Smaller houses and starter homes	215	3.0	2.4	125			
<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	114	1.6	1.4	110			
4.L.38 Semi-skilled workers in traditional neighbourhoods	136	1.9	2.6	72			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	179	2.5	1.6	156			
4.M.42 Struggling younger families in post-war terraces	131	1.8	1.6	111			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<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	152	2.1	1.0	205			
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	44	0.6	1.7	36			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	278	3.9	2.2	177			
5.O.50 Struggling younger people in mixed tenure	253	3.5	1.8	196			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	25	0.3	1.6	22			
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	28	0.4	1.6	24			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	47	0.7	1.5	43			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	15	0.2	2.0	11			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	12	0.2	0.3	59			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>7,182</b>						

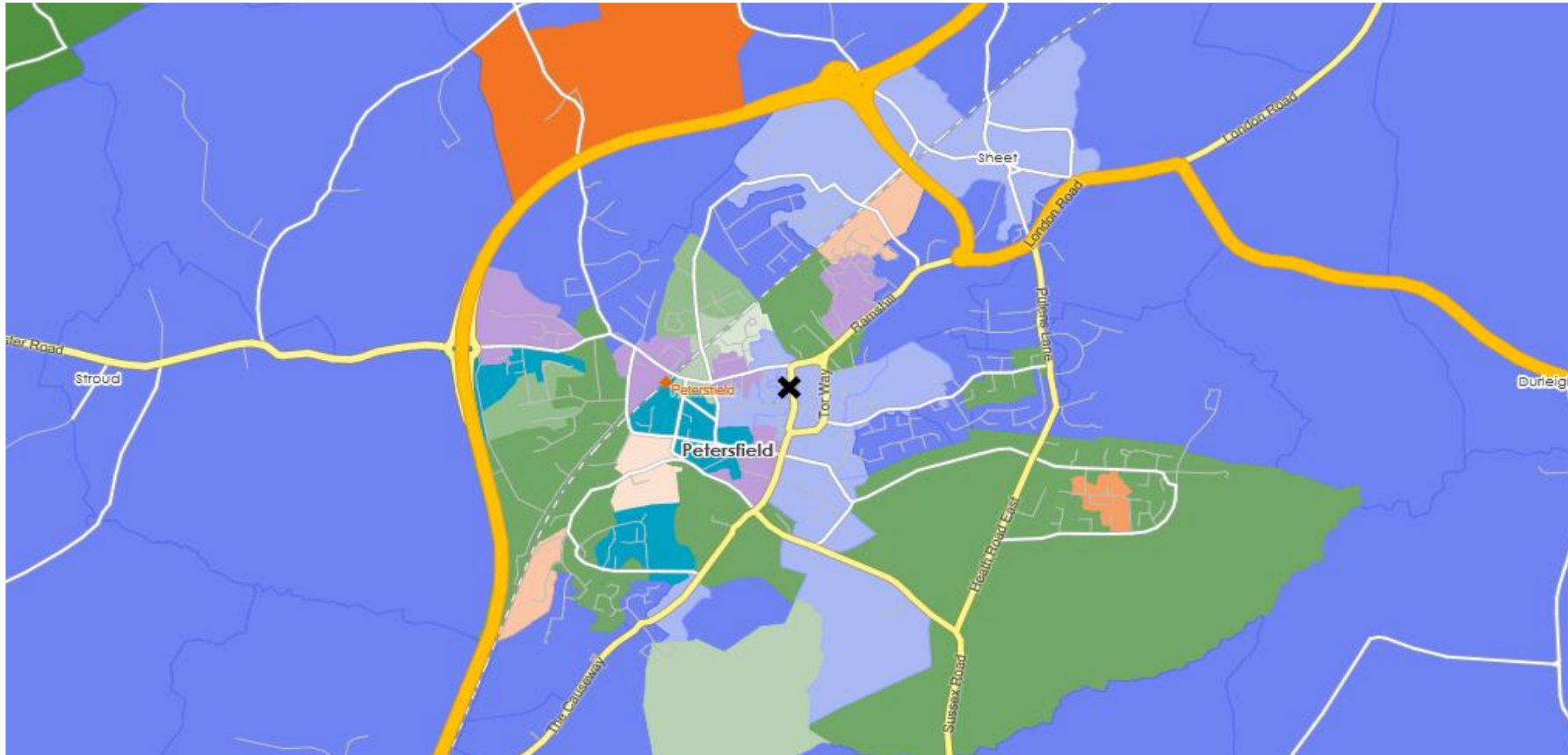
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: Good Intent, Petersfield, GU31 4AF (1 Mile contour)



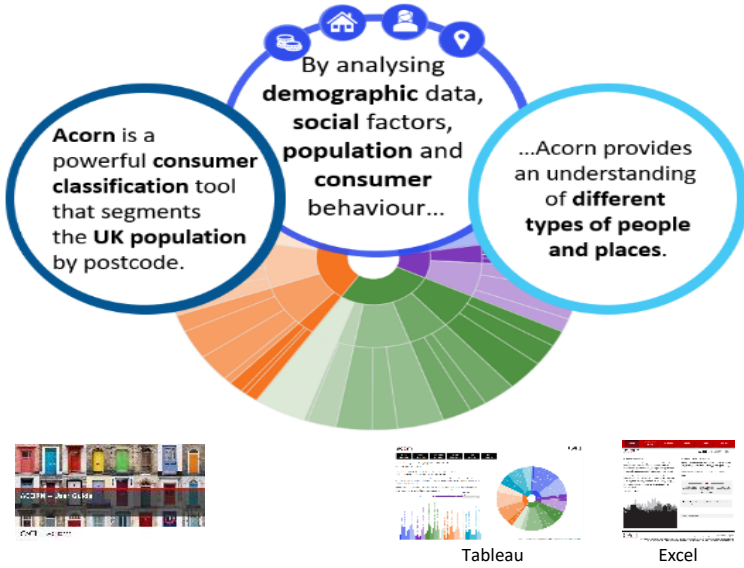
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	F. Countryside Communities	21-23
3. Comfortable Communities	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**

**12.1M** UK Adults

**22.8%** of UK

House type: **Detached**

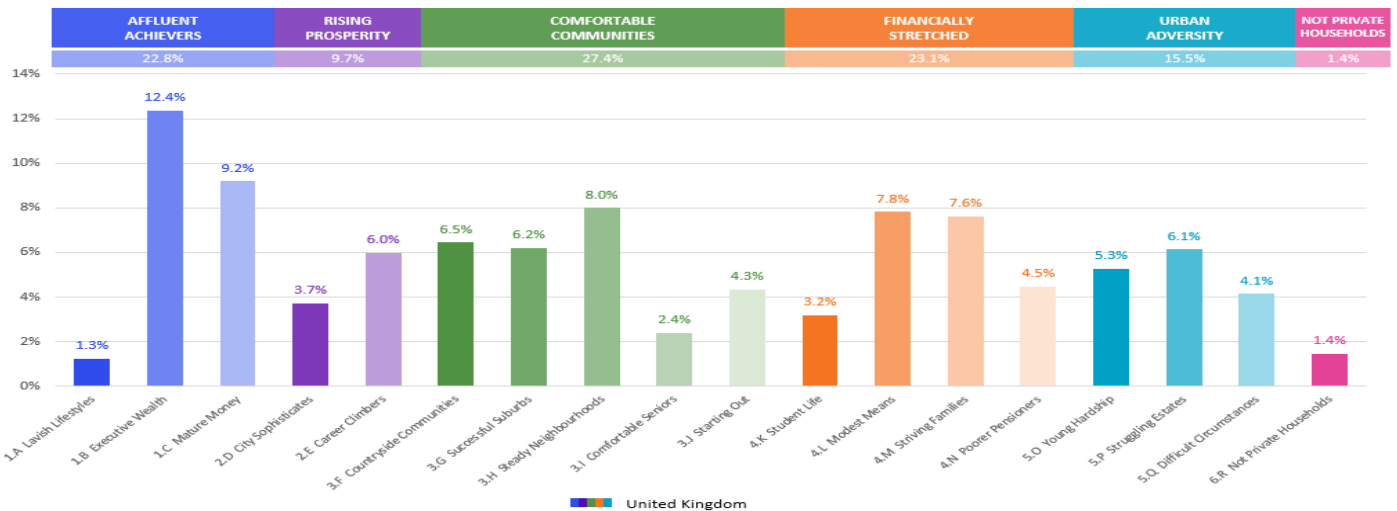
House tenure: **Owned outright**

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%

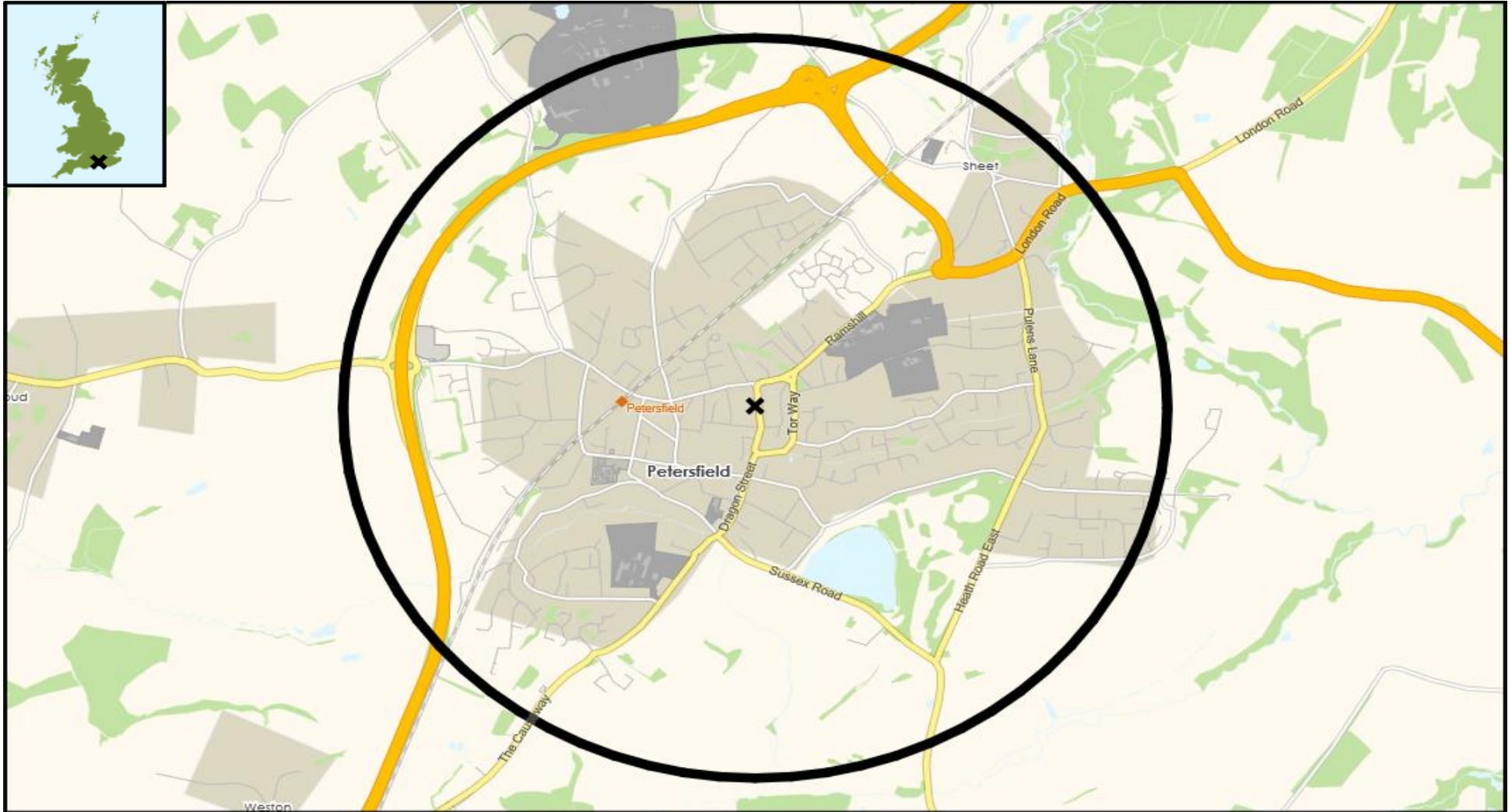


# MAP OF AREA

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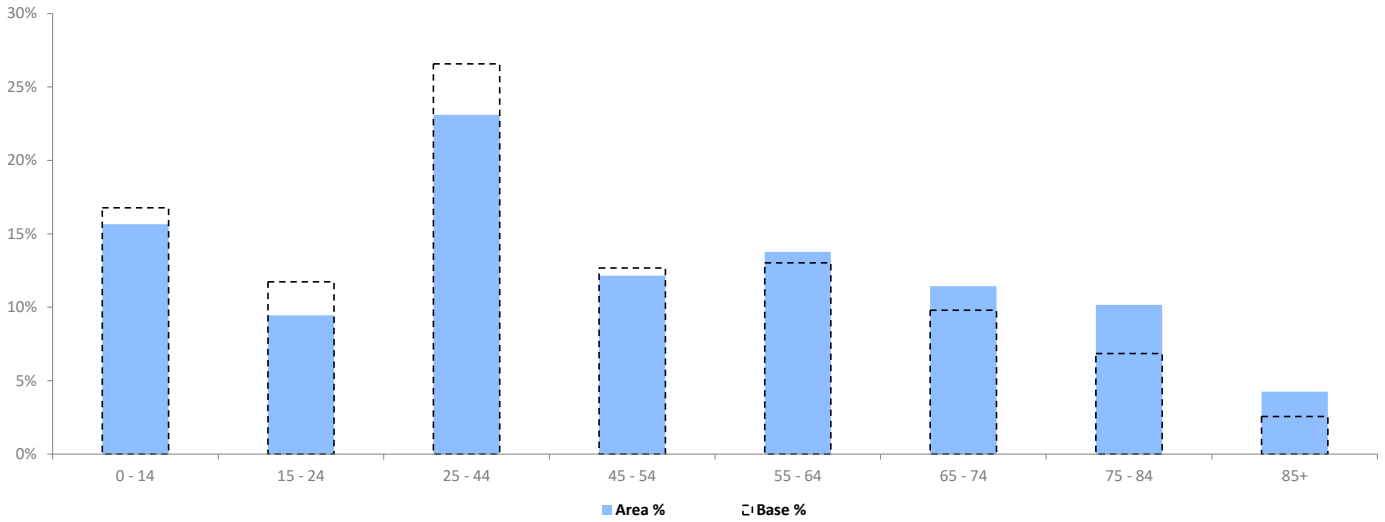
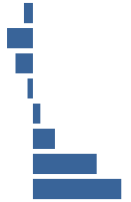


# POPULATION PROJECTIONS

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Area: Good Intent, Petersfield, GU31 4AF (1 Mile contour)  
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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,531	15.7	16.8	93			
15 - 24	1,528	9.5	11.7	81			
25 - 44	3,737	23.1	26.6	87			
45 - 54	1,964	12.1	12.7	96			
55 - 64	2,226	13.8	13.0	106			
65 - 74	1,850	11.4	9.8	117			
75 - 84	1,644	10.2	6.9	148			
85+	688	4.3	2.6	167			
<b>Total population</b>	<b>16,168</b>						



# EXPENDITURE

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Area: Good Intent, Petersfield, GU31 4AF (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£485,363	£70.60	£66.95	105			
2. Alcoholic beverages, tobacco and narcotics	£179,461	£26.10	£28.12	93			
3. Clothing & Footwear	£158,522	£23.06	£22.40	103			
4. Housing, water, electricity, gas and other fuels	£749,218	£108.98	£107.19	102			
5. Furnishings, equipment and routine maintenance	£289,513	£42.11	£36.85	114			
6. Health	£119,290	£17.35	£13.48	129			
7. Transport	£1,124,932	£163.63	£134.74	121			
8. Communication	£111,555	£16.23	£15.74	103			
9. Recreation & Culture	£461,828	£67.18	£64.16	105			
10. Education	£171,959	£25.01	£22.26	112			
11. Restaurants & Hotels	£518,776	£75.46	£67.11	112			
12. Miscellaneous goods and services	£887,780	£129.13	£109.86	118			
<b>Total Expenditure</b>	<b>£5,258,197</b>	<b>£764.83</b>	<b>£688.85</b>	<b>111</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.