

CGA LICENCED PREMISES

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (:
 Base: Great Britain
 Year: 2023

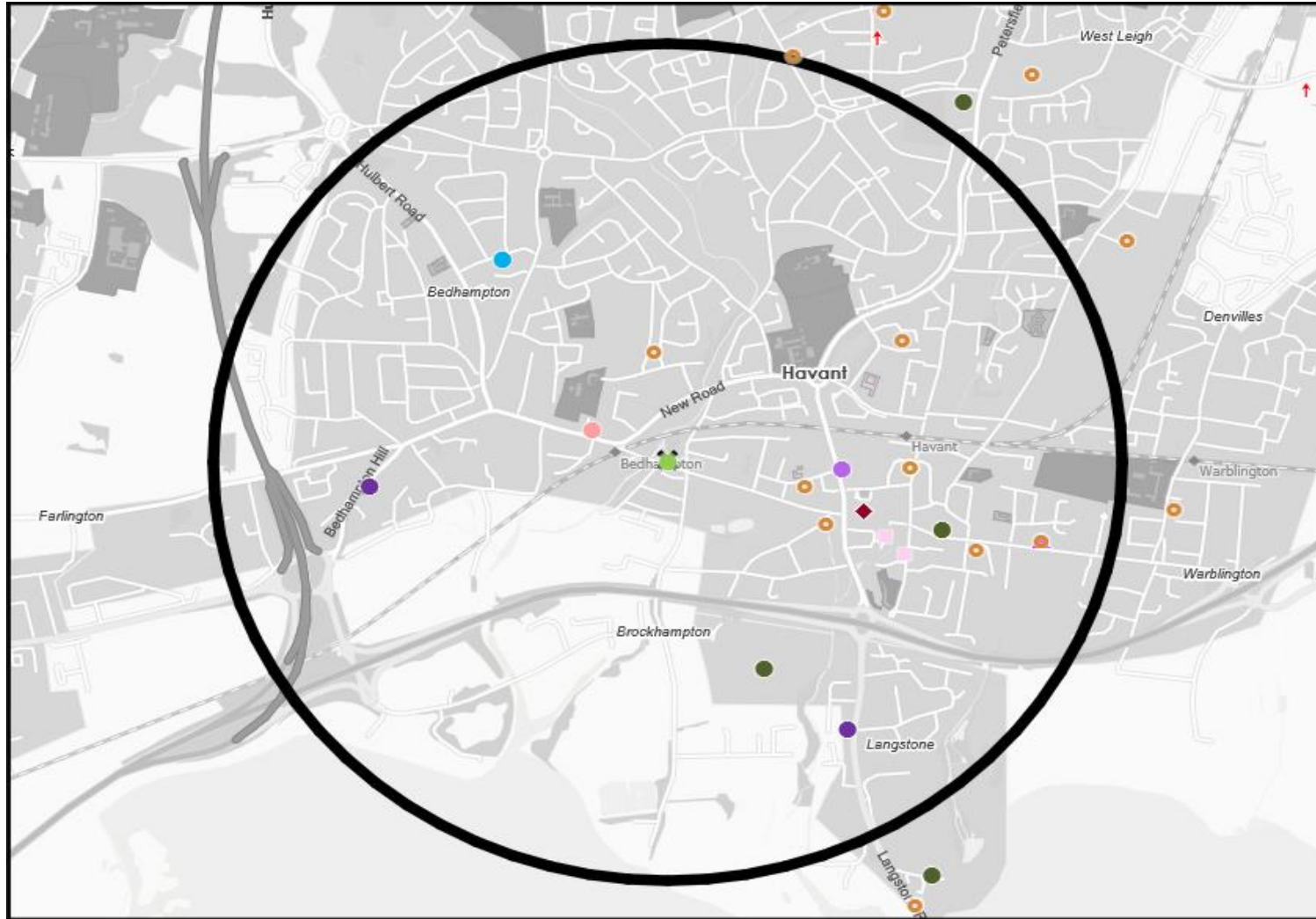
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	51.4	81.7	63			
Proprietary Club	1	4.3	7.3	59			
Registered Club	6	25.7	28.2	91			
Restaurant	3	12.9	32.1	40			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Havant Sports Club	Independent Free	Registered Club	Independent Free	PO 9 1HE
Bear Hotel	Greene King	Pubs & Full On	Greene King	PO 9 1AA
Havant Club	Independent Free	Registered Club	Independent Free	PO 9 1AA
Havant Arts Centre & Spring Cafe	Independent Free	Pubs & Full On	Independent Free	PO 9 1BS
Old House At Home	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 9 1DA
Robin Hood	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	PO 9 1EE
Prince Of Wales	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 9 1LR
Havant Ex Servicemens Club	Independent Free	Registered Club	Independent Free	PO 9 1LU
Bangerz N Burgerz	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	PO 9 1PG
Red Chill	Independent Free	Restaurant	Independent Free	PO 9 1PP
Havant Leisure Centre	Independent Free	Proprietary Club	Independent Free	PO 9 2AY
Wheelwrights Arms	Upham Pub Company	Pubs & Full On	Upham Pub Company	PO 9 2SN
Havant Rugby Social Club	Independent Free	Registered Club	Independent Free	PO 9 3DT
Golden Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PO 9 3EY
Rusty Cutter	Whitbread	Pubs & Full On	Whitbread	PO 9 3JN
Swan Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 9 3TH
Parchment Makers	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PO 9 1HE
Langstone Conservative Club	Independent Free	Registered Club	Independent Free	PO 9 2SN
Aroma Oriental	Independent Free	Restaurant	Independent Free	PO 9 1PP
Havant Hockey & Cricket Club	Independent Free	Registered Club	Independent Free	PO 9 1HH
Langbrook Farm	Greene King	Pubs & Full On	Greene King	PO 9 1SA
Premier Inn	Whitbread Hotels	Pubs & Full On	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
 - 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: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,594	15.9	22.1	72		
2 Rising Prosperity	211	2.1	10.2	21		
3 Comfortable Communities	1,760	17.6	26.5	66		
4 Financially Stretched	4,435	44.3	23.7	187		
5 Urban Adversity	1,959	19.6	17.2	114		
6 Not Private Households	44	0.4	0.3	128		
Total households		10,003				

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: P01262_Prince Of Wales, Havant, PO9 1LR (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	33	0.3	1.1	30		
1.B Executive Wealth	817	8.2	11.3	72		
1.C Mature Money	744	7.4	9.6	77		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	211	2.1	6.4	33		
3. Comfortable Communities						
3.F Countryside Communities	11	0.1	5.7	2		
3.G Successful Suburbs	452	4.5	6.0	76		
3.H Steady Neighbourhoods	627	6.3	7.4	85		
3.I Comfortable Seniors	395	3.9	2.9	138		
3.J Starting Out	275	2.7	4.6	60		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	853	8.5	8.0	107		
4.M Striving Families	3,009	30.1	7.4	404		
4.N Poorer Pensioners	573	5.7	5.8	99		
5. Urban Adversity						
5.O Young Hardship	772	7.7	6.3	123		
5.P Struggling Estates	336	3.4	5.7	59		
5.Q Difficult Circumstances	851	8.5	5.2	162		
6. Not Private Households						
6.R Not Private Households	44	0.4	0.3	128		
Total households	10,003					

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

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 savers

LEISURE: HURRY KING MCDONALD GREGGS

WEBSITES: sky very hotukdeals

ATTITUDES

I worry about online security
58%
UK average: 59%

Shopping online makes my life easier
60%
UK average: 62%

I love the ease of using chat bots to get answers
29%
UK average: 28%

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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TOP BEHAVIOURS

Moderate internet use

Below average social media use – apart from TikTok

Use of Direct.Gov website

A B C D E F G H I J K L M N O P Q R

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

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

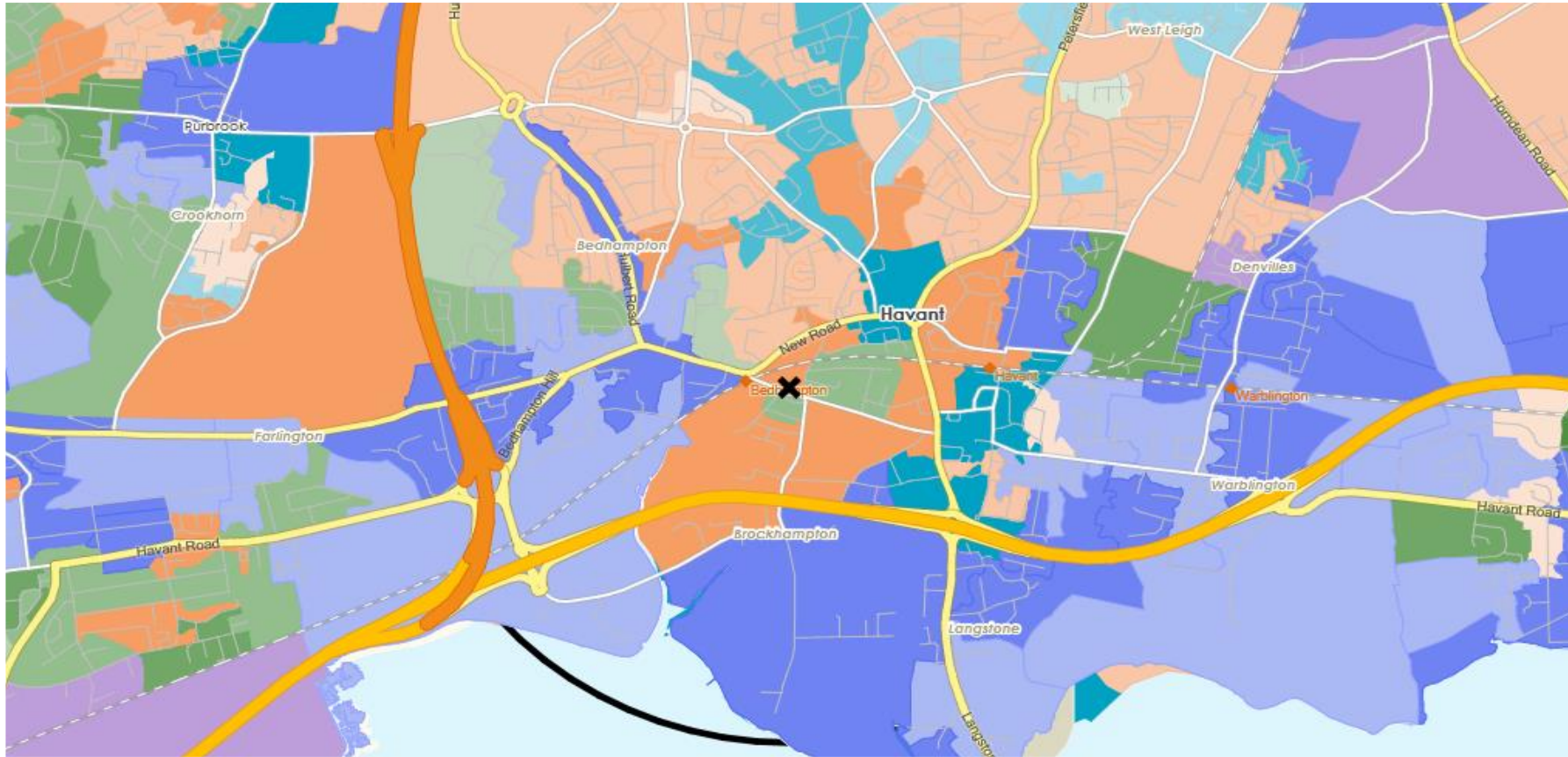
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	33	0.3	0.9	38			
1.B Executive Wealth							
1.B.4 Asset rich families	570	5.7	2.6	216			
1.B.5 Wealthy countryside commuters	14	0.1	2.5	6			
1.B.6 Financially comfortable families	118	1.2	2.2	53			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	46	0.5	1.5	30			
1.B.9 Well-off edge of towners	69	0.7	1.6	43			
1.C Mature Money							
1.C.10 Better-off villagers	199	2.0	3.1	65			
1.C.11 Settled suburbia, older people	320	3.2	2.8	114			
1.C.12 Retired and empty nesters	171	1.7	2.5	69			
1.C.13 Upmarket downsizers	54	0.5	1.3	42			
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	103	1.0	2.0	52			
2.E.19 First time buyers in small, modern homes	108	1.1	3.4	32			
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	11	0.1	3.2	3			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	404	4.0	2.7	150			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	48	0.5	2.4	20			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	296	3.0	3.5	85			
3.H.28 Owner occupied terraces, average income	105	1.0	1.6	66			
3.H.29 Established suburbs, older families	226	2.3	2.3	97			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	245	2.4	2.4	103			
3.I.31 Elderly singles in purpose-built accommodation	150	1.5	0.5	309			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	196	2.0	2.2	91			
3.J.33 Smaller houses and starter homes	79	0.8	2.4	33			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	168	1.7	1.4	116			
4.L.38 Semi-skilled workers in traditional neighbourhoods	317	3.2	2.6	121			
4.L.39 Fading owner occupied terraces	368	3.7	2.9	126			
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	28	0.3	1.6	18			
4.M.42 Struggling young families in post-war terraces	1,832	18.3	1.6	1,117			
4.M.43 Families in right-to-buy estates	410	4.1	2.0	201			
4.M.44 Post-war estates, limited means	739	7.4	2.2	340			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	0.1	0.8	19			
4.N.46 Elderly people in social rented flats	190	1.9	1.0	184			
4.N.47 Low income older people in smaller semis	257	2.6	2.2	115			
4.N.48 Pensioners and singles in social rented flats	111	1.1	1.7	65			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	511	5.1	2.2	234			
5.O.50 Struggling younger people in mixed tenure	261	2.6	1.8	145			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	143	1.4	1.6	92			
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	193	1.9	1.6	121			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	161	1.6	1.5	107			
5.Q.58 Singles and young families, some receiving benefits	237	2.4	1.8	135			
5.Q.59 Deprived areas and high-rise flats	453	4.5	2.0	230			
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	44	0.4	0.3	155			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,003						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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

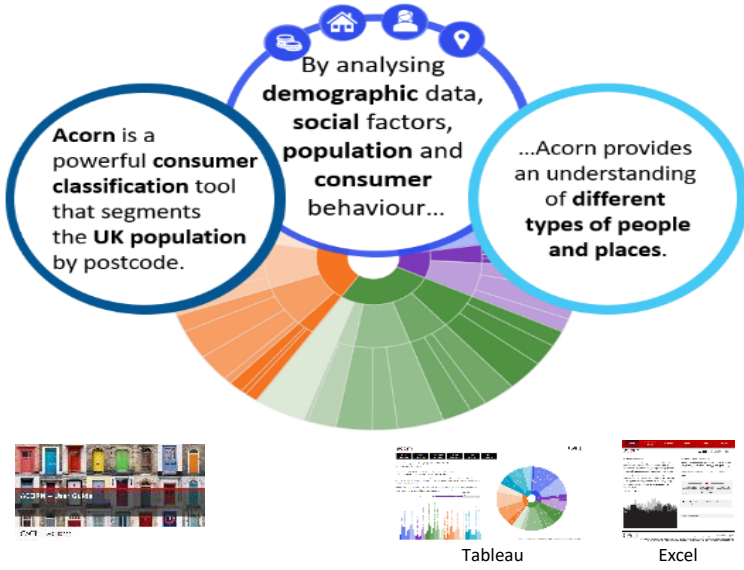


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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



Tableau

Excel

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**

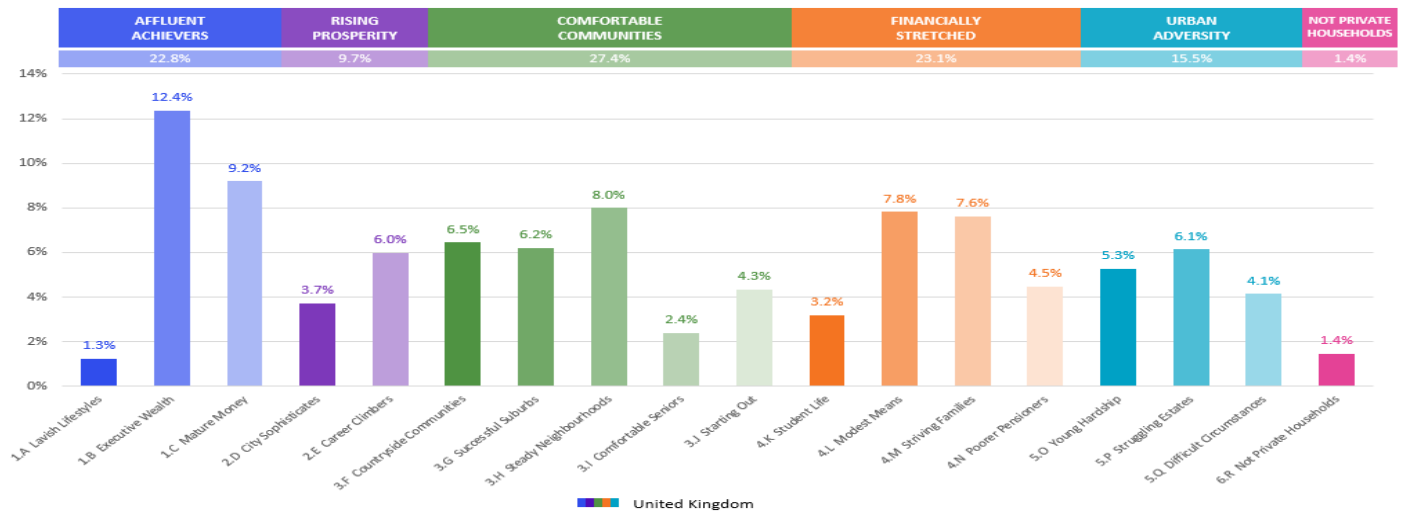
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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%

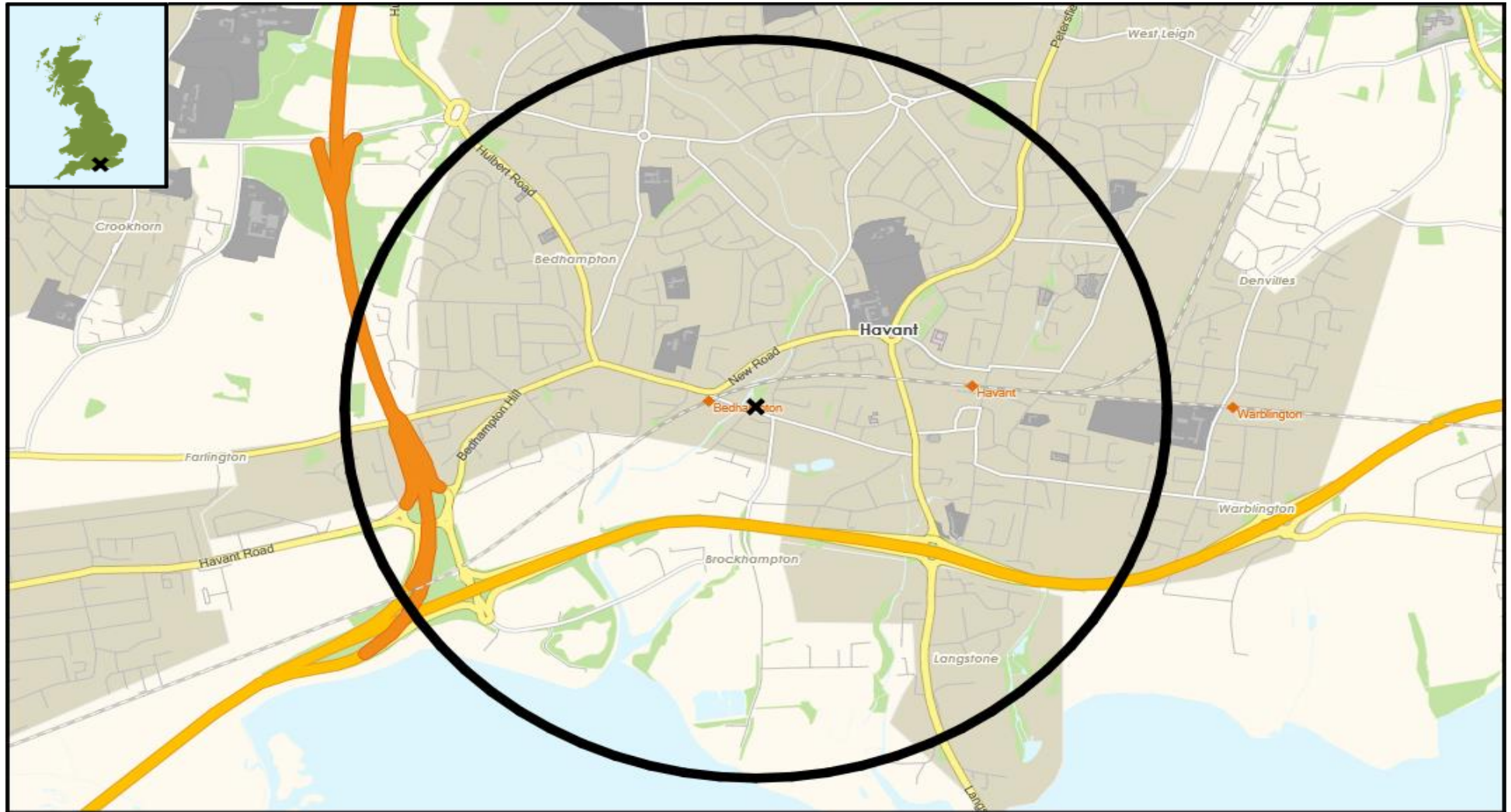


MAP OF AREA

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Source: OS Open Data 2018

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

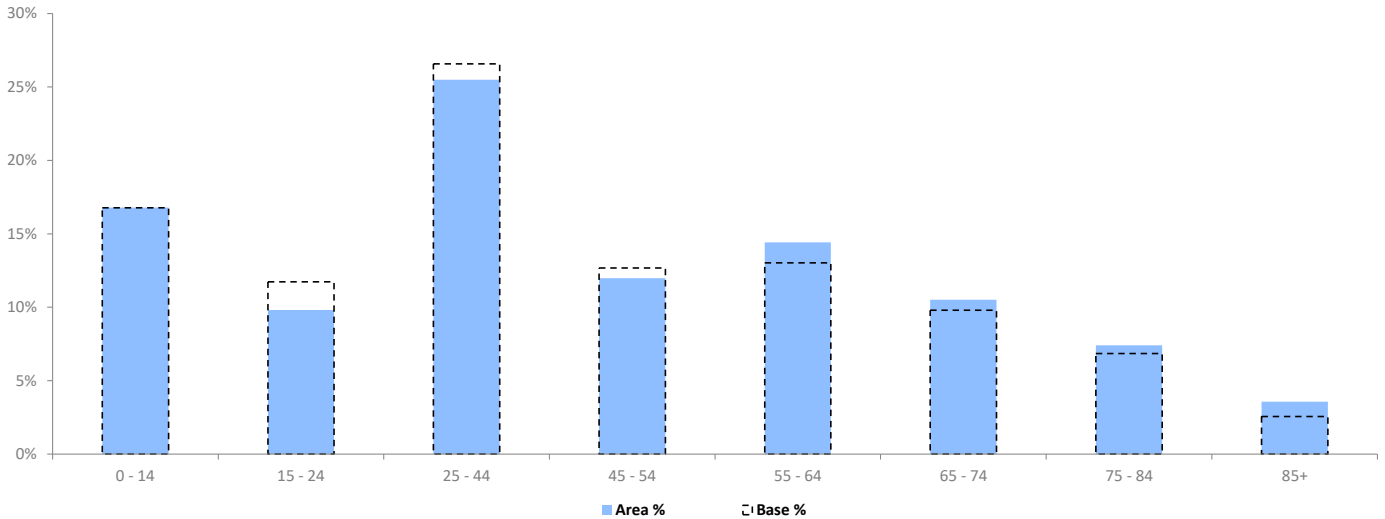


POPULATION PROJECTIONS

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,918	16.8	16.8	100			
15 - 24	2,290	9.8	11.7	84			
25 - 44	5,952	25.5	26.6	96			
45 - 54	2,798	12.0	12.7	95			
55 - 64	3,366	14.4	13.0	111			
65 - 74	2,456	10.5	9.8	107			
75 - 84	1,730	7.4	6.9	108			
85+	833	3.6	2.6	140			
Total population	23,343						



EXPENDITURE

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Area: P01262_Prince Of Wales, Havant, PO9 1LR (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£695,522	£68.37	£66.95	102			
2. Alcoholic beverages, tobacco and narcotics	£311,082	£30.58	£28.12	109			
3. Clothing & Footwear	£221,225	£21.75	£22.40	97			
4. Housing, water, electricity, gas and other fuels	£897,183	£88.19	£107.19	82			
5. Furnishings, equipment and routine maintenance	£385,976	£37.94	£36.85	103			
6. Health	£145,813	£14.33	£13.48	106			
7. Transport	£1,397,828	£137.41	£134.74	102			
8. Communication	£160,992	£15.83	£15.74	101			
9. Recreation & Culture	£620,182	£60.96	£64.16	95			
10. Education	£140,664	£13.83	£22.26	62			
11. Restaurants & Hotels	£668,550	£65.72	£67.11	98			
12. Miscellaneous goods and services	£1,158,937	£113.92	£109.86	104			
Total Expenditure	£6,803,954	£668.82	£688.85	97			

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.