

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile)
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 68 | 266.5 | 81.7 | 326 | | | |
| Proprietary Club | 3 | 11.8 | 7.3 | 161 | | | |
| Registered Club | 25 | 98.0 | 28.2 | 348 | | | |
| Restaurant | 53 | 207.7 | 32.1 | 647 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-------------------------------|-----------------------------|------------------|-----------------------------|----------|
| Old Tom | Greene King | Pubs & Full On | Greene King | OX 1 1BT |
| St Aldates Tavern | City Pub Company | Pubs & Full On | City Pub Company | OX 1 1BU |
| Town Hall | Independent Free | Pubs & Full On | Independent Free | OX 1 1BX |
| Hanks | Independent Free | Restaurant | Independent Free | OX 1 1ER |
| Castle Tavern | Greene King | Pubs & Full On | Greene King | OX 1 1LD |
| Jolly Farmer | Trust Inns Limited | Pubs & Full On | Trust Inns Limited | OX 1 1LD |
| Cow And Creek | Marston's | Pubs & Full On | Marston's | OX 1 1LT |
| Royal Blenheim | Everards | Pubs & Full On | Everards | OX 1 1PT |
| Oxford Ice Rink | Independent Free | Proprietary Club | Independent Free | OX 1 1RQ |
| Grapes | Morgan Pub Collective | Pubs & Full On | Morgan Pub Collective | OX 1 2AT |
| Three Goats Heads | Independent Free | Pubs & Full On | Independent Free | OX 1 2DR |
| Chutneys | Independent Free | Restaurant | Independent Free | OX 1 2EB |
| Wheatsheaf | Unknown | Pubs & Full On | Unknown | OX 1 4DF |
| Wagamama | Restaurant Group | Restaurant | Restaurant Group | OX 1 3EF |
| Crown | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | OX 1 3HB |
| Oxford Union Social Club | Independent Free | Registered Club | Independent Free | OX 1 2DR |
| Gusto | Gusto Restaurants Group Ltd | Restaurant | Gusto Restaurants Group Ltd | OX 1 4AQ |
| St Edmunds Hall Bar | Independent Free | Registered Club | Independent Free | OX 1 4AR |
| Rose | Independent Free | Restaurant | Independent Free | OX 1 4AS |
| Mercurie Hotel | Accor Hotels | Pubs & Full On | Accor Hotels | OX 1 4BE |
| Ivy Brasserie | Caprice Holdings | Restaurant | Caprice Holdings | OX 1 4DB |
| Chequers | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | OX 1 4DH |
| Chiang Mai Kitchen | Independent Free | Restaurant | Independent Free | OX 1 4DH |
| Shezan | Independent Free | Restaurant | Independent Free | OX 1 4DN |
| Bear Inn | Fuller Smith & Turner | Pubs & Full On | Fuller Smith & Turner | OX 1 4EH |
| House | Independent Free | Pubs & Full On | Independent Free | OX 1 4EE |
| Head Of The River | Fuller Smith & Turner | Pubs & Full On | Fuller Smith & Turner | OX 1 4LB |
| Tap Social | Independent Free | Pubs & Full On | Independent Free | OX 1 4PD |
| South Oxford Bowls Club | Independent Free | Registered Club | Independent Free | OX 1 4SY |
| Duke Of Monmouth | Greene King | Pubs & Full On | Greene King | OX 1 4TA |
| ONEills | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | OX 1 2AY |
| Prince Of Wales | Greene King | Pubs & Full On | Greene King | OX 4 4EF |
| Old Black Horse Inn | Independent Free | Pubs & Full On | Independent Free | OX 4 1AB |
| Half Moon | Greene King | Pubs & Full On | Greene King | OX 4 1AB |
| Glamorous | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | OX 4 1AB |
| Coconut Tree | Coconut Tree | Restaurant | Greene King | OX 4 1AH |
| Bamboo Korean Restaurant | Independent Free | Restaurant | Independent Free | OX 4 1AR |
| Star Royal | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | OX 4 1BU |
| Mad Hatter | Greene King | Pubs & Full On | Greene King | OX 4 1EA |
| Isis Farmhouse | Independent Free | Pubs & Full On | Independent Free | OX 4 4EL |
| Fir Tree | Greene King | Pubs & Full On | Greene King | OX 4 1EJ |
| James Street Tavern | Crafty Belle Ltd | Pubs & Full On | Greene King | OX 4 1EU |
| East Oxford Conservative Club | Independent Free | Registered Club | Independent Free | OX 4 1EU |
| Big Society | Independent Free | Pubs & Full On | Independent Free | OX 4 1HR |
| Brewdog | BrewDog plc | Pubs & Full On | BrewDog plc | OX 4 1HU |
| Marios | Independent Free | Restaurant | Independent Free | OX 4 1HU |
| Hi-Lo | Independent Free | Restaurant | Independent Free | OX 4 1JB |
| Nandos | Nandos Restaurants | Restaurant | Nandos Restaurants | OX 4 1JB |
| Taberu | Independent Free | Restaurant | Independent Free | OX 4 1JE |
| Mint Lounge | *Other Small Retail Groups | Restaurant | *Other Small Retail Groups | OX 4 1JS |
| Oxford Blue | Wells & Co | Pubs & Full On | Ei Group | OX 4 1JU |
| Black Swan | Greene King | Pubs & Full On | Greene King | OX 4 1QG |
| Rusty Bicycle | Dodo Pubs | Pubs & Full On | Arkells | OX 4 1RB |

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile)
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 68 | 266.5 | 81.7 | 326 | | | |
| Proprietary Club | 3 | 11.8 | 7.3 | 161 | | | |
| Registered Club | 25 | 98.0 | 28.2 | 348 | | | |
| Restaurant | 53 | 207.7 | 32.1 | 647 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|---|-------------------------------|------------------|-------------------------------|----------|
| Magdalen Arms | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | OX 4 1SJ |
| Gladiator Club | Independent Free | Registered Club | Independent Free | OX 4 1SJ |
| Bullingdon | Independent Free | Pubs & Full On | Independent Free | OX 4 1UE |
| O2 Academy | Academy Music Group | Proprietary Club | Academy Music Group | OX 4 1UE |
| Jin Jin Chinese Restaurant | Independent Free | Restaurant | Independent Free | OX 4 1UT |
| Donnington Arms | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | OX 4 3AZ |
| Donnington Social Clubfriends Provident | Independent Free | Registered Club | Independent Free | OX 4 4BS |
| City Of Oxford Rowing Club | Independent Free | Registered Club | Independent Free | OX 4 4BL |
| Buttery Bar | Independent Free | Registered Club | Independent Free | OX 1 1DP |
| Pembroke College | Independent Free | Registered Club | Independent Free | OX 1 1DW |
| Nuffield College | Independent Free | Registered Club | Independent Free | OX 1 1NF |
| Wig And Pen | Greene King | Restaurant | Greene King | OX 1 2AU |
| St Peters College | Independent Free | Registered Club | Independent Free | OX 1 2DL |
| Jesus College | Independent Free | Registered Club | Independent Free | OX 1 3DW |
| Exeter College | Independent Free | Registered Club | Independent Free | OX 1 3DP |
| Deep Hall Bar | Independent Free | Registered Club | Independent Free | OX 1 3DR |
| All Souls College | Independent Free | Registered Club | Independent Free | OX 1 4AL |
| Brasenose College Bar | Independent Free | Registered Club | Independent Free | OX 1 4AJ |
| Magdalen College | Independent Free | Registered Club | Independent Free | OX 1 4AU |
| Jcr Beer Cellar | Independent Free | Registered Club | Independent Free | OX 1 4BH |
| Vincents Club | Independent Free | Registered Club | Independent Free | OX 1 4HS |
| Merton College | Independent Free | Registered Club | Independent Free | OX 1 4JD |
| Corpus Christi College | Independent Free | Registered Club | Independent Free | OX 1 4JE |
| Angel & Greyhound | Youngs | Pubs & Full On | Youngs | OX 4 1AB |
| Queens College Beer Cellar | Independent Free | Registered Club | Independent Free | OX 1 4AW |
| St Hildas College | Independent Free | Registered Club | Independent Free | OX 4 1DY |
| Cape Of Good Hope | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | OX 4 1EA |
| Ask Italian | Azzurri Group Ltd | Restaurant | Azzurri Group Ltd | OX 1 2AT |
| Mission Burrito | Burrito | Restaurant | Burrito | OX 1 2DU |
| Grand Cafe | Independent Free | Restaurant | Independent Free | OX 1 4BG |
| Oxford Spires Hotel | InterContinental Hotels Group | Pubs & Full On | InterContinental Hotels Group | OX 1 4PS |
| Cafe Coco Restaurant & Bar | Independent Free | Pubs & Full On | Independent Free | OX 4 1HP |
| Chester Arms | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | OX 4 1SN |
| All Bar One | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | OX 1 4DF |
| Cafe Tarifa | Independent Free | Pubs & Full On | Independent Free | OX 4 1JB |
| Pizza Express | Hony Capital | Restaurant | Hony Capital | OX 1 3EU |
| Pan Pan | Independent Free | Restaurant | Independent Free | OX 4 1AG |
| Undercroft Bar | Independent Free | Pubs & Full On | Independent Free | OX 1 1DP |
| Oriel College | Independent Free | Registered Club | Independent Free | OX 1 4EW |
| Oxford University Rugby Club | Independent Free | Registered Club | Independent Free | OX 4 1SR |
| No.1 Ship Street | Independent Free | Restaurant | Independent Free | OX 1 3DA |
| Old Bank Hotel | Independent Free | Pubs & Full On | Independent Free | OX 1 4BJ |
| Quod Brasserie | Mogford Ltd | Pubs & Full On | Mogford Ltd | OX 1 4BJ |
| Slug And Lettuce | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | OX 1 1AY |
| Moya | Independent Free | Restaurant | Independent Free | OX 4 1AR |
| Frankie & Bennys | Restaurant Group | Restaurant | Restaurant Group | OX 4 4AP |
| Malmaison Hotel | Malmaison & Hotel du Vin | Pubs & Full On | Malmaison & Hotel du Vin | OX 1 1AY |
| Swan & Castle | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | OX 1 1AB |
| Gourmet Burger Kitchen | Boparan Restaurant Group | Restaurant | Boparan Restaurant Group | OX 1 2AY |
| Varsity Club | Independent Free | Proprietary Club | Independent Free | OX 1 4DB |
| La Cucina | Independent Free | Restaurant | Independent Free | OX 4 1AB |
| First Floor Restaurant | Independent Free | Restaurant | Independent Free | OX 4 1UE |
| Brick | Independent Free | Restaurant | Independent Free | OX 1 1BP |

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile)
 Base: Great Britain
 Year: 2023

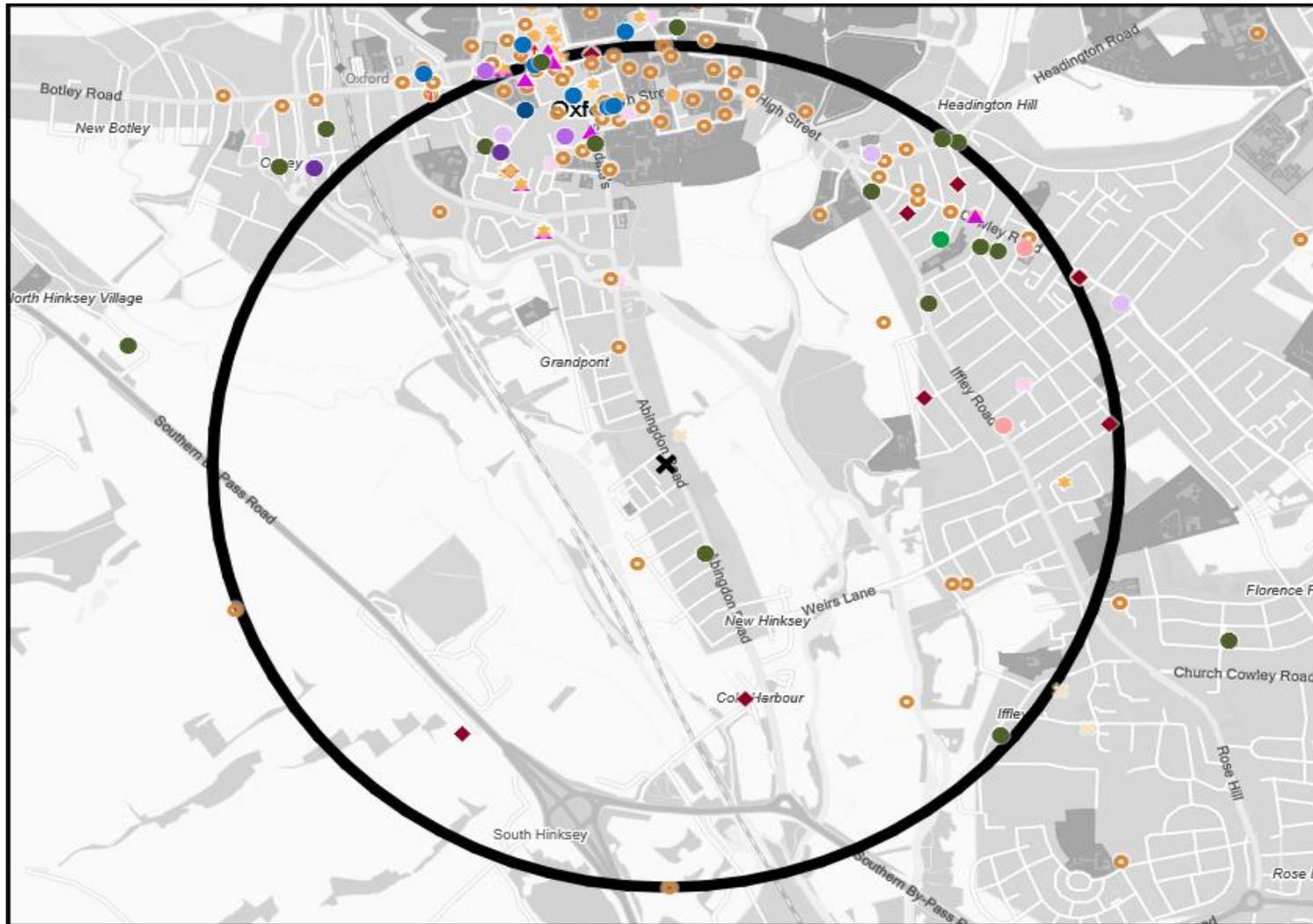
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|------------|---|-----|-----|
| Pubs & Full On | 68 | 266.5 | 81.7 | 326 | | | |
| Proprietary Club | 3 | 11.8 | 7.3 | 161 | | | |
| Registered Club | 25 | 98.0 | 28.2 | 348 | | | |
| Restaurant | 53 | 207.7 | 32.1 | 647 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--------------------------|------------------------------|----------------|------------------------------|----------|
| Vine | Independent Free | Pubs & Full On | Independent Free | OX 4 1JE |
| Le Kesh | Independent Free | Restaurant | Independent Free | OX 4 1UE |
| Tower House | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | OX 1 3DA |
| Cowley Retreat | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | OX 4 1UE |
| Byron | Hutton Collins | Restaurant | Hutton Collins | OX 1 2AY |
| Folly | Independent Free | Pubs & Full On | Independent Free | OX 1 4JU |
| Majliss | Independent Free | Restaurant | Independent Free | OX 4 1JE |
| Kazbar | Independent Free | Restaurant | Independent Free | OX 4 1HP |
| Sushi Corner | Independent Free | Restaurant | Independent Free | OX 4 1JE |
| Shiraz | Independent Free | Restaurant | Independent Free | OX 4 1HP |
| Arbequina | Independent Free | Restaurant | Independent Free | OX 4 1JB |
| George Street Social | City Pub Company | Pubs & Full On | City Pub Company | OX 1 2DH |
| Pie Minister | Pie Minister Limited | Restaurant | Pie Minister Limited | OX 1 3EF |
| Oxford Castle | Independent Free | Pubs & Full On | Independent Free | OX 1 1AY |
| St Aldates Parish Centre | Independent Free | Pubs & Full On | Independent Free | OX 1 1BP |
| Vanbrugh House Hotel | Independent Free | Pubs & Full On | Independent Free | OX 1 2EB |
| Oxford Garden Centre | Unknown | Restaurant | Unknown | OX 1 5AR |
| Travelodge | Dubai International Capital | Pubs & Full On | Dubai International Capital | OX 1 4XG |
| Rosas Thai | Rosa's Thai | Restaurant | Rosa's Thai | OX 1 2AU |
| Nandos | Nandos Restaurants | Restaurant | Nandos Restaurants | OX 1 1NZ |
| Junkyard Golf | Junkyard Golf Club Ltd | Pubs & Full On | Junkyard Golf Club Limited | OX 1 1PB |
| Alchemist | Alchemist | Pubs & Full On | The Alchemist | OX 1 1TR |
| Benito's Hat | Benitos Hat | Restaurant | Benitos Hat | OX 1 1TR |
| Breakfast Club | Breakfast Club | Pubs & Full On | Breakfast Club | OX 1 1TR |
| Comptoir Libanais | Levant Restaurants Group Ltd | Restaurant | Levant Restaurants Group Ltd | OX 1 1TR |
| Dirty Bones | Dirty Trading Ltd | Restaurant | Dirty Trading Ltd | OX 1 1TR |
| Ned Noodle Bar | Independent Free | Restaurant | Independent Free | OX 1 1TR |
| Pho | Pho | Restaurant | Pho | OX 1 1TR |
| Pizza Pilgrims | Pizza Pilgrims | Restaurant | Pizza Pilgrims | OX 1 1TR |
| Shoryu Ramen | Shoryu Ramen | Restaurant | Shoryu Ramen | OX 1 1TR |
| Sticks N Sushi | Sticks N Sushi | Restaurant | Sticks N Sushi | OX 1 1NZ |
| Tommis Burger Joint | Independent Free | Restaurant | Independent Free | OX 1 1TR |
| Victors | East Coast Concepts Ltd | Restaurant | East Coast Concepts Ltd | OX 1 1PG |
| Curzon | Curzon Artificial Eye Ltd | Pubs & Full On | Curzon Artificial Eye Ltd | OX 1 1LD |
| Mowgli | Mowgli | Restaurant | Mowgli | OX 1 1PG |
| Plough | Independent Free | Pubs & Full On | Independent Free | OX 1 3HA |
| Neds Noodle Bar | *Other Small Retail Groups | Restaurant | *Other Small Retail Groups | OX 1 1PB |
| Courtyard By Marriott | Marriott International | Pubs & Full On | Marriott International | OX 1 1LD |
| Heat | Independent Free | Restaurant | Independent Free | OX 4 1UT |
| Benugo | Benugo Ltd | Pubs & Full On | Benugo Ltd | OX 1 1PB |
| Plush | Independent Free | Pubs & Full On | Independent Free | OX 1 3HZ |
| Premier Inn | Whitbread Hotels | Pubs & Full On | Whitbread | OX 1 1BE |
| Cosy Club | Loungers | Pubs & Full On | Loungers | OX 1 3EZ |

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03841_Berkshire, Oxford, OX1 4RA (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|--------------|-----|-----|
| 1 Affluent Achievers | 571 | 7.1 | 22.1 | 32 | | |
| 2 Rising Prosperity | 3,090 | 38.2 | 10.2 | 375 | | |
| 3 Comfortable Communities | 1,160 | 14.4 | 26.5 | 54 | | |
| 4 Financially Stretched | 2,153 | 26.6 | 23.7 | 112 | | |
| 5 Urban Adversity | 998 | 12.3 | 17.2 | 72 | | |
| 6 Not Private Households | 111 | 1.4 | 0.3 | 399 | | |
| Total households | | | | 8,083 | | |



Graph

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03841_Berkshire, Oxford, OX1 4RA (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 | 52 | 0.6 | 1.1 | 59 | | |
| 1.B Executive Wealth | 470 | 5.8 | 11.3 | 51 | | |
| 1.C Mature Money | 49 | 0.6 | 9.6 | 6 | | |
| 2. Rising Prosperity | | | | | | |
| 2.D City Sophisticates | 1,841 | 22.8 | 3.8 | 598 | | |
| 2.E Career Climbers | 1,249 | 15.5 | 6.4 | 242 | | |
| 3. Comfortable Communities | | | | | | |
| 3.F Countryside Communities | 0 | 0.0 | 5.7 | 0 | | |
| 3.G Successful Suburbs | 115 | 1.4 | 6.0 | 24 | | |
| 3.H Steady Neighbourhoods | 0 | 0.0 | 7.4 | 0 | | |
| 3.I Comfortable Seniors | 45 | 0.6 | 2.9 | 19 | | |
| 3.J Starting Out | 1,000 | 12.4 | 4.6 | 272 | | |
| 4. Financially Stretched | | | | | | |
| 4.K Student Life | 1,727 | 21.4 | 2.5 | 852 | | |
| 4.L Modest Means | 19 | 0.2 | 8.0 | 3 | | |
| 4.M Striving Families | 292 | 3.6 | 7.4 | 48 | | |
| 4.N Poorer Pensioners | 115 | 1.4 | 5.8 | 25 | | |
| 5. Urban Adversity | | | | | | |
| 5.O Young Hardship | 47 | 0.6 | 6.3 | 9 | | |
| 5.P Struggling Estates | 175 | 2.2 | 5.7 | 38 | | |
| 5.Q Difficult Circumstances | 776 | 9.6 | 5.2 | 183 | | |
| 6. Not Private Households | | | | | | |
| 6.R Not Private Households | 111 | 1.4 | 0.3 | 399 | | |
| Total households | 8,083 | | | | | |

Acorn Group Pen Portrait

3 | Comfortable Seniors 1.3M UK Adults 2.5% of UK

Older people with sufficient investments and pensions for a secure future. These established communities are generally made up of retired and older empty nester couples. The majority will have paid off their mortgage and own their homes outright.

| | | | |
|--|---|--|---|
| CORE DEMOGRAPHICS | | BRANDS | |
| Age range 65+ | Children at home 0 | SHOPPING: Bonmarché, shoezone, M&S, Dunelm LEISURE: M&S Simply Fit, GREGGS, giardini WEBSITES: comparethemarket, THE NATIONAL LOTTERY, NHS, CBS NEWS | |
| House tenure Owned outright | Family structure Single or Couple | DIGITAL | |
| Number of beds 2 | House type Semi-detached | ATTITUDES: I worry about online security: 62% (UK average: 55%) Shopping online makes my life easier: 55% (UK average: 62%) I love the ease of using chat bots to get answers: 20% (UK average: 28%) | |
| FINANCIAL PROFILE | | TOP BEHAVIOURS | |
| Household income UK: £32k (Average: £40k) London: £30k (Average: £48k) | % Disposable income UK: 57% (Average: 43%) London: 51% (Average: 29%) | Financial situation Running into debt ← → Saving a lot | Lighter internet usage Tend to find computers confusing Many prefer to use cash when shopping |



| | | | | |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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 | 2 | 0.0 | 0.1 | 25 | | | |
| 1.A.2 Metropolitan money | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.3 Large house luxury | 50 | 0.6 | 0.9 | 72 | | | |
| 1.B Executive Wealth | | | | | | | |
| 1.B.4 Asset rich families | 0 | 0.0 | 2.6 | 0 | | | |
| 1.B.5 Wealthy countryside commuters | 21 | 0.3 | 2.5 | 11 | | | |
| 1.B.6 Financially comfortable families | 0 | 0.0 | 2.2 | 0 | | | |
| 1.B.7 Affluent professionals | 328 | 4.1 | 0.9 | 476 | | | |
| 1.B.8 Prosperous suburban families | 77 | 1.0 | 1.5 | 62 | | | |
| 1.B.9 Well-off edge of towners | 44 | 0.5 | 1.6 | 34 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 29 | 0.4 | 3.1 | 12 | | | |
| 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| 1.C.12 Retired and empty nesters | 0 | 0.0 | 2.5 | 0 | | | |
| 1.C.13 Upmarket downsizers | 20 | 0.2 | 1.3 | 19 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | | | | | | | |
| 2.D.14 Townhouse cosmopolitans | 1,312 | 16.2 | 0.7 | 2,318 | | | |
| 2.D.15 Younger professionals in smaller flats | 306 | 3.8 | 1.5 | 260 | | | |
| 2.D.16 Metropolitan professionals | 58 | 0.7 | 0.7 | 104 | | | |
| 2.D.17 Socialising young renters | 165 | 2.0 | 1.0 | 211 | | | |
| 2.E Career Climbers | | | | | | | |
| 2.E.18 Career driven young families | 3 | 0.0 | 2.0 | 2 | | | |
| 2.E.19 First time buyers in small, modern homes | 1,001 | 12.4 | 3.4 | 365 | | | |
| 2.E.20 Mixed metropolitan areas | 245 | 3.0 | 1.0 | 302 | | | |
| 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 | 33 | 0.4 | 2.7 | 15 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 82 | 1.0 | 0.8 | 122 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 0 | 0.0 | 2.4 | 0 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 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 | 0 | 0.0 | 2.3 | 0 | | | |
| 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 | 45 | 0.6 | 0.5 | 115 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 901 | 11.1 | 2.2 | 518 | | | |
| 3.J.33 Smaller houses and starter homes | 99 | 1.2 | 2.4 | 51 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | | | | | | | |
| 4.K.34 Student flats and halls of residence | 450 | 5.6 | 0.3 | 1,662 | | | |
| 4.K.35 Term-time terraces | 780 | 9.6 | 0.2 | 3,875 | | | |
| 4.K.36 Educated young people in flats and tenements | 497 | 6.1 | 1.9 | 320 | | | |
| 4.L Modest Means | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 19 | 0.2 | 1.4 | 16 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 0 | 0.0 | 2.6 | 0 | | | |
| 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 | | | |
| 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 | 19 | 0.2 | 1.6 | 14 | | | |
| 4.M.43 Families in right-to-buy estates | 273 | 3.4 | 2.0 | 166 | | | |
| 4.M.44 Post-war estates, limited means | 0 | 0.0 | 2.2 | 0 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 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 | 67 | 0.8 | 1.0 | 80 | | | |
| 4.N.47 Low income older people in smaller semis | 16 | 0.2 | 2.2 | 9 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 32 | 0.4 | 1.7 | 23 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 0 | 0.0 | 2.2 | 0 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 47 | 0.6 | 1.8 | 32 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 5.P.53 Low income terraces | 62 | 0.8 | 0.8 | 93 | | | |
| 5.P.54 Multi-ethnic, purpose-built estates | 19 | 0.2 | 1.0 | 24 | | | |
| 5.P.55 Deprived and ethnically diverse in flats | 52 | 0.6 | 0.7 | 87 | | | |
| 5.P.56 Low income large families in social rented semis | 42 | 0.5 | 1.6 | 32 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 310 | 3.8 | 1.5 | 254 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 71 | 0.9 | 1.8 | 50 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 395 | 4.9 | 2.0 | 248 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | | | | | | | |
| 6.R.60 Active communal population | 99 | 1.2 | 0.1 | 2,061 | | | |
| 6.R.61 Inactive communal population | 12 | 0.1 | 0.3 | 52 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 8,083 | | | | | | |

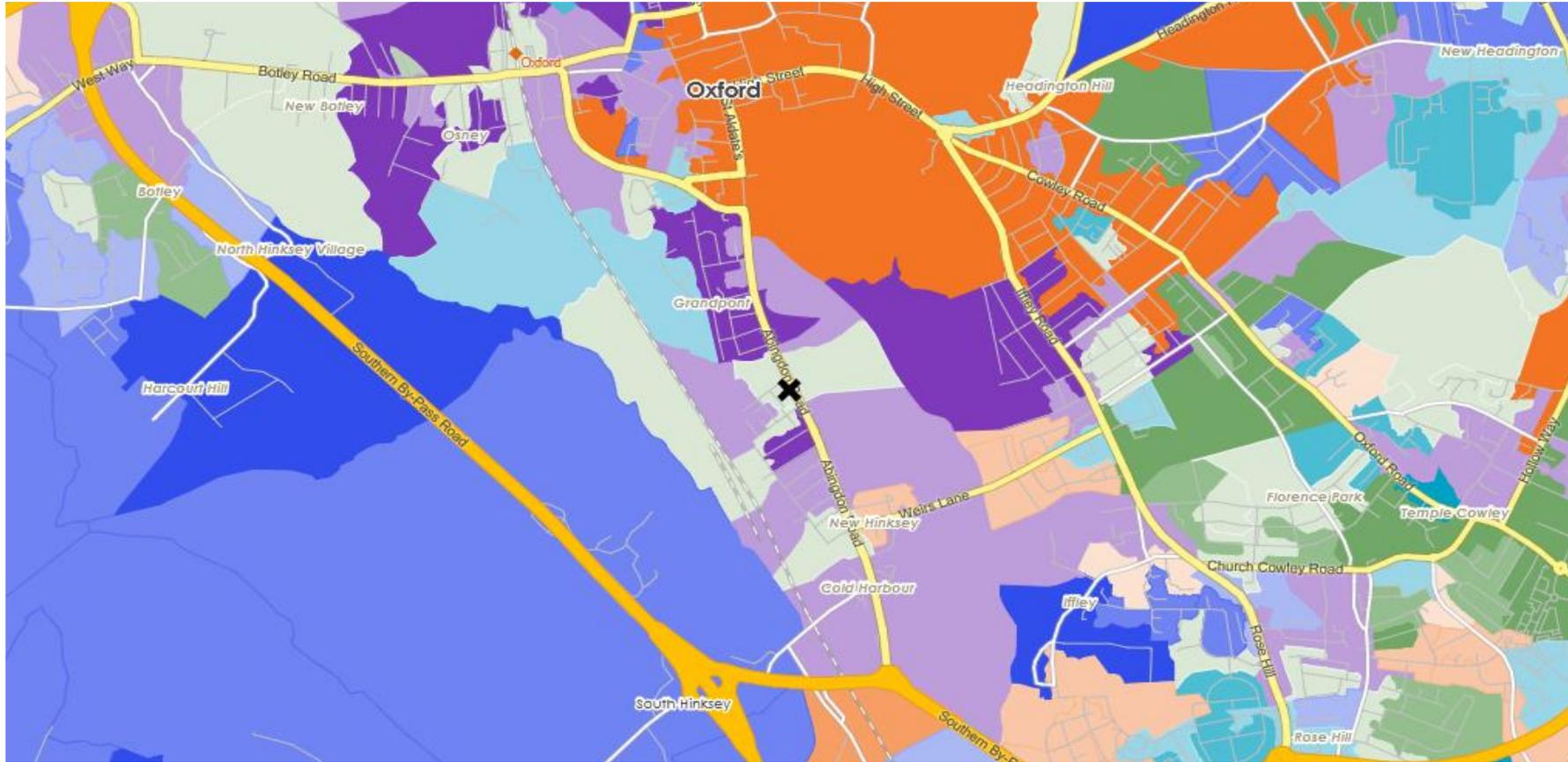
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile contour)



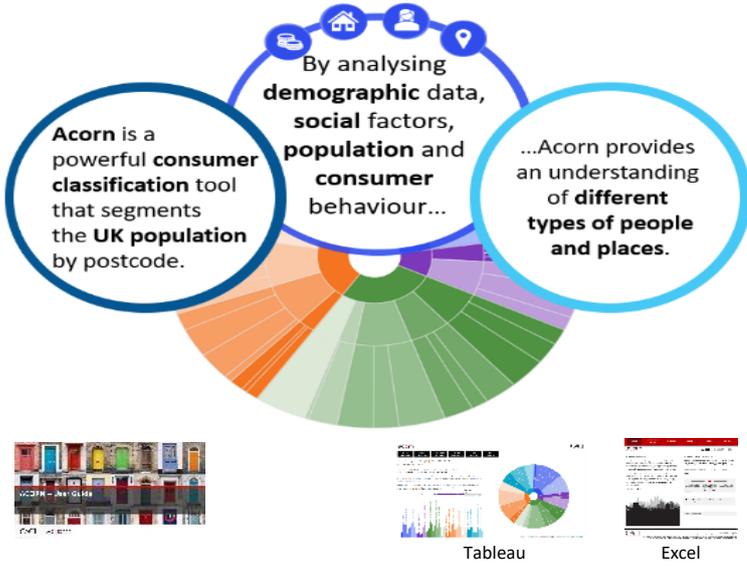
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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**

12.1M UK Adults 22.8% of UK

House type: **Detached**

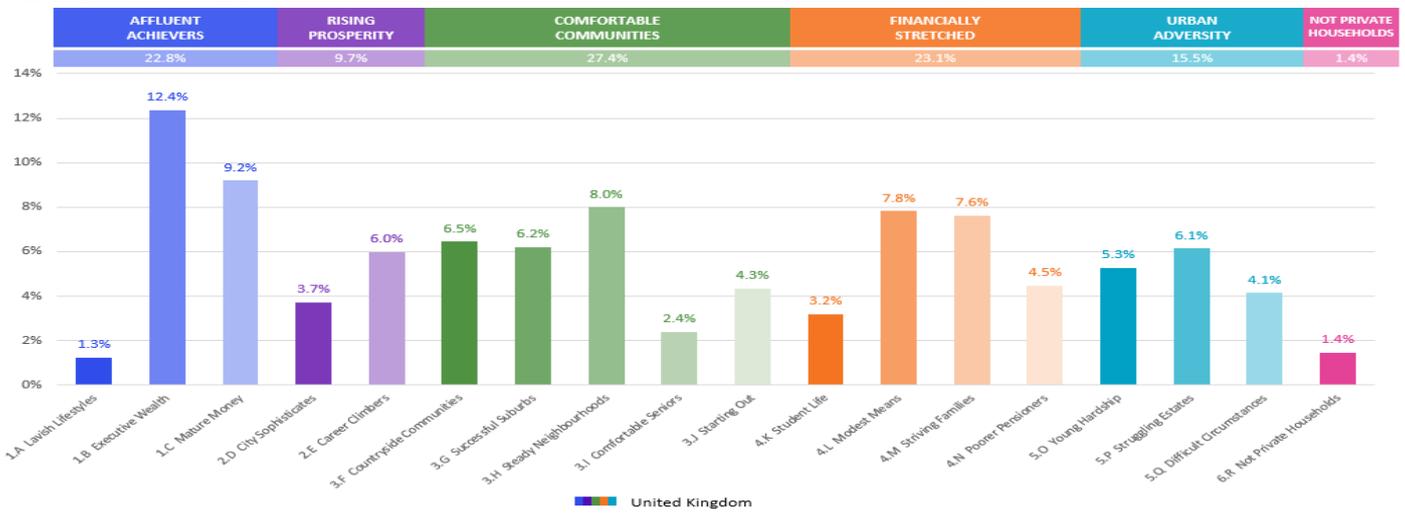
House tenure: **Owned outright**

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

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03841_Berkshire, Oxford, OX1 4RA (1 Mile contour)

