

CGA LICENCED PREMISES

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Area: P01640_Three Horseshoes, Witney, OX28 6E
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	26	103.3	81.7	126			
Proprietary Club	1	4.0	7.3	55			
Registered Club	3	11.9	28.2	42			
Restaurant	10	39.7	32.1	124			
Residential	0	0.0	2.7	0			

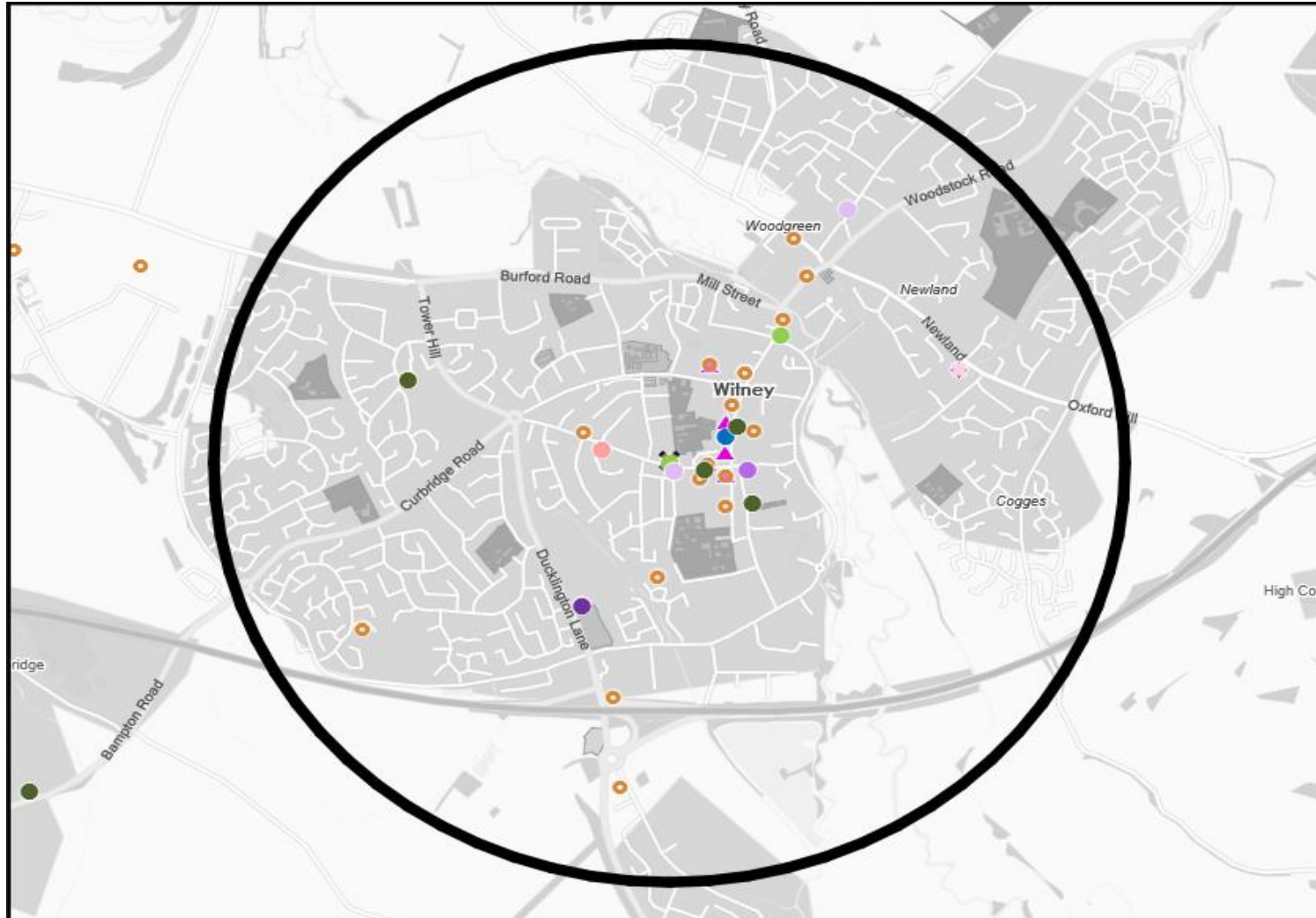
Name	Description	License Type	Owner Name	Postcode
Rowing Machine	Greene King	Pubs & Full On	Greene King	OX28 5AR
Royal Oak	Independent Free	Pubs & Full On	Independent Free	OX28 6HW
Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX28 6HL
Olde Cross Keys	Greene King	Pubs & Full On	Greene King	OX28 6AA
Langdale Hall	Independent Free	Pubs & Full On	Independent Free	OX28 6AP
Company of Weavers	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX28 6AD
Angel Inn	Wellington	Pubs & Full On	Wellington	OX28 6AL
Witney Masonic Club	Independent Free	Registered Club	Independent Free	OX28 4AW
Fleece	Peach Pub Company	Pubs & Full On	Greene King	OX28 4AZ
Old Court Hotel	Independent Free	Pubs & Full On	Independent Free	OX28 1DA
Three Pigeons	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX28 1DG
Hollybush	Greene King	Pubs & Full On	Greene King	OX28 6BT
Windrush Club	Independent Free	Registered Club	Independent Free	OX28 6HT
Beekeepers	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX28 6BB
Griffin	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	OX28 3JH
Carpenters Arms	Unknown	Pubs & Full On	Unknown	OX28 3JH
Curry House Restaurant	Independent Free	Restaurant	Independent Free	OX28 6HP
Elm Tree	Independent Free	Pubs & Full On	Independent Free	OX28 1NQ
Witney Town Bowls Club	Independent Free	Registered Club	Independent Free	OX28 4AR
Blue Boar	Oakman Inns & Restaurants	Pubs & Full On	Oakman Inns & Restaurants	OX28 6BH
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX28 6BS
Fat Lils	Independent Free	Restaurant	Independent Free	OX28 6BS
Water Margin	Independent Free	Restaurant	Independent Free	OX28 6BY
Red Lion Smokehouse	Greene King	Pubs & Full On	Greene King	OX28 6DB
New Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX28 6AU
Chequers Smoke House	Stonegate Pub Company	Restaurant	Stonegate Pub Company	OX28 6BT
Oxford Witney Hotel	Independent Free	Pubs & Full On	Independent Free	OX28 4TJ
Eagle Tavern	Hook Norton	Pubs & Full On	Hook Norton	OX28 6BL
Huffkins	Independent Free	Pubs & Full On	Independent Free	OX28 6HP
Shaan Restaurant	Independent Free	Restaurant	Independent Free	OX28 6BL
Pizza Express	Hony Capital	Restaurant	Hony Capital	OX28 6BB
Como Lounge	Loungers	Pubs & Full On	Loungers	OX28 6BB
Witney Snooker Club	Independent Free	Proprietary Club	Independent Free	OX28 4YR
Cafe Rouge	Big Table Group Ltd	Restaurant	Big Table Group Ltd	OX28 6GW
Burwell Hall	Independent Free	Pubs & Full On	Independent Free	OX28 5NP
Suwanna Thai Restaurant	Independent Free	Restaurant	Independent Free	OX28 6AL
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	OX28 4JF
Ahmed Bbq Bar	Independent Free	Restaurant	Independent Free	OX29 7TN
Part And Parcel	Dodo Pubs	Pubs & Full On	Dodo Pubs	OX28 6AN
Bretts	Independent Free	Restaurant	Independent Free	OX28 6GW

MAP OF AREA

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Source: OS Open Data 2018

Area: P01640_Three Horseshoes, Witney, OX28 6BS (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: P01640_Three Horseshoes, Witney, OX28 6BS (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,741	15.7	22.1	71		
2 Rising Prosperity	1,774	16.0	10.2	157		
3 Comfortable Communities	4,220	38.1	26.5	144		
4 Financially Stretched	2,299	20.8	23.7	88		
5 Urban Adversity	1,015	9.2	17.2	53		
6 Not Private Households	29	0.3	0.3	76		
Graph						
Total households	11,078					

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: P01640_Three Horseshoes, Witney, OX28 6BS (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	3	0.0	1.1	2			
1.B Executive Wealth	767	6.9	11.3	61			
1.C Mature Money	971	8.8	9.6	91			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,774	16.0	6.4	251			
3. Comfortable Communities							
3.F Countryside Communities	116	1.0	5.7	18			
3.G Successful Suburbs	1,408	12.7	6.0	213			
3.H Steady Neighbourhoods	1,021	9.2	7.4	124			
3.I Comfortable Seniors	486	4.4	2.9	154			
3.J Starting Out	1,189	10.7	4.6	236			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	461	4.2	8.0	52			
4.M Striving Families	1,227	11.1	7.4	149			
4.N Poorer Pensioners	611	5.5	5.8	96			
5. Urban Adversity							
5.O Young Hardship	267	2.4	6.3	39			
5.P Struggling Estates	428	3.9	5.7	68			
5.Q Difficult Circumstances	320	2.9	5.2	55			
6. Not Private Households							
6.R Not Private Households	29	0.3	0.3	76			
Total households	11,078						

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Terraced

FINANCIAL PROFILE

Household income UK: £43k London: £47k Average: £40k / Average: £48k	% Disposable income UK: 39% London: 32% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

I worry about online security 60% UK average: 55%	Shopping online makes my life easier 63% UK average: 62%	I love the ease of using chat bots to get answers 28% UK average: 28%
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TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01640_Three Horseshoes, Witney, OX28 6BS (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	3	0.0	0.9	3			
1.B Executive Wealth							
1.B.4 Asset rich families	240	2.2	2.6	82			
1.B.5 Wealthy countryside commuters	12	0.1	2.5	4			
1.B.6 Financially comfortable families	60	0.5	2.2	24			
1.B.7 Affluent professionals	187	1.7	0.9	198			
1.B.8 Prosperous suburban families	182	1.6	1.5	107			
1.B.9 Well-off edge of towners	86	0.8	1.6	48			
1.C Mature Money							
1.C.10 Better-off villagers	203	1.8	3.1	60			
1.C.11 Settled suburbia, older people	386	3.5	2.8	124			
1.C.12 Retired and empty nesters	146	1.3	2.5	54			
1.C.13 Upmarket downsizers	236	2.1	1.3	165			
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	938	8.5	2.0	429			
2.E.19 First time buyers in small, modern homes	836	7.5	3.4	222			
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	25	0.2	1.0	22			
3.F.23 Owner occupiers in small towns and villages	91	0.8	3.2	26			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	598	5.4	2.7	200			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	810	7.3	2.4	302			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	141	1.3	3.5	37			
3.H.28 Owner occupied terraces, average income	53	0.5	1.6	30			
3.H.29 Established suburbs, older families	827	7.5	2.3	319			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	178	1.6	2.4	68			
3.I.31 Elderly singles in purpose-built accommodation	308	2.8	0.5	573			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	327	3.0	2.2	137			
3.J.33 Smaller houses and starter homes	862	7.8	2.4	324			
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	215	1.9	1.4	134			
4.L.38 Semi-skilled workers in traditional neighbourhoods	246	2.2	2.6	84			
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	536	4.8	1.6	303			
4.M.42 Struggling young families in post-war terraces	446	4.0	1.6	246			
4.M.43 Families in right-to-buy estates	212	1.9	2.0	94			
4.M.44 Post-war estates, limited means	33	0.3	2.2	14			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	123	1.1	0.8	141			
4.N.46 Elderly people in social rented flats	42	0.4	1.0	37			
4.N.47 Low income older people in smaller semis	377	3.4	2.2	152			
4.N.48 Pensioners and singles in social rented flats	69	0.6	1.7	36			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	167	1.5	2.2	69			
5.O.50 Struggling younger people in mixed tenure	100	0.9	1.8	50			
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	50	0.5	1.6	29			
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	378	3.4	1.6	213			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	169	1.5	1.5	101			
5.Q.58 Singles and young families, some receiving benefits	106	1.0	1.8	54			
5.Q.59 Deprived areas and high-rise flats	45	0.4	2.0	21			
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	29	0.3	0.3	92			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,078						

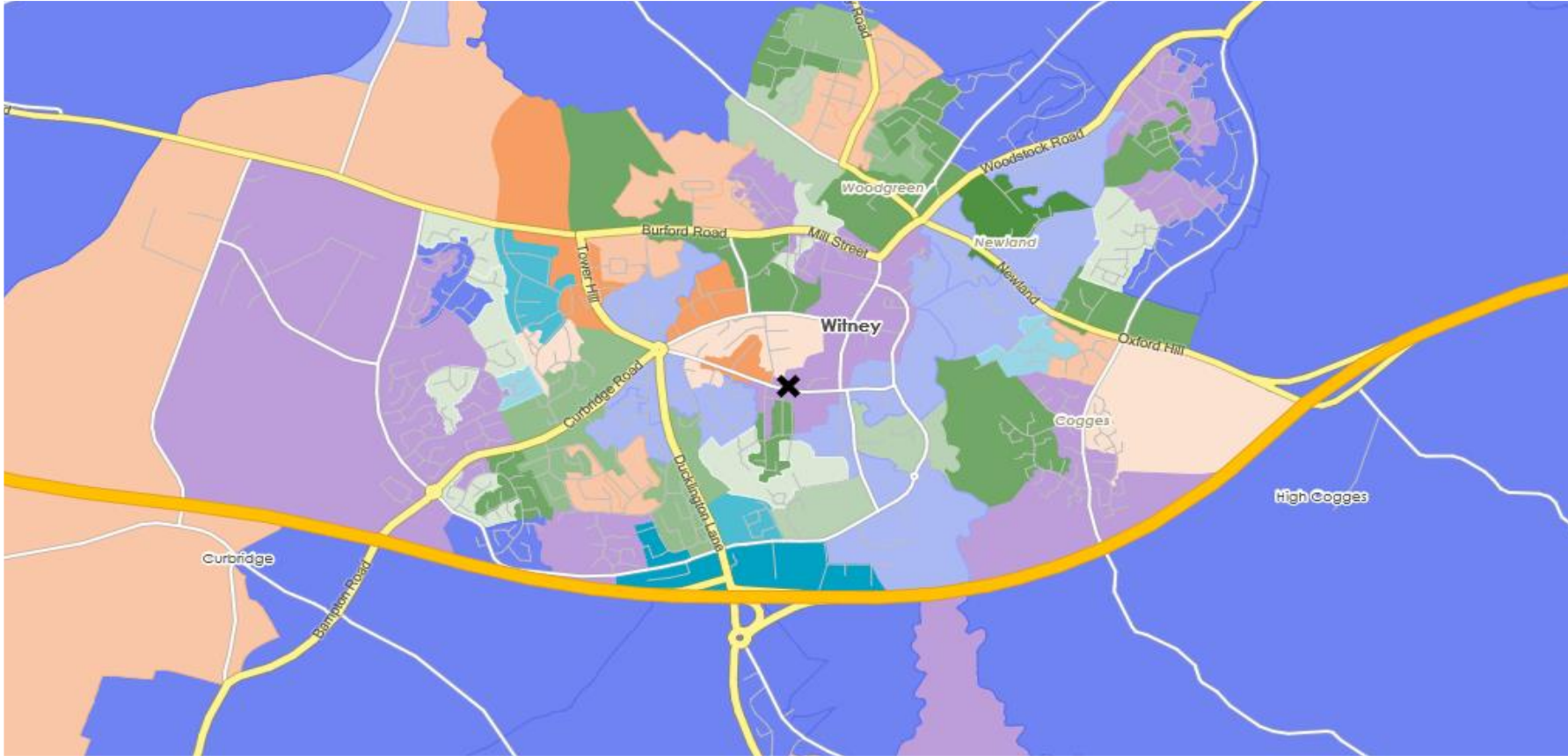
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01640_Three Horseshoes, Witney, OX28 6BS (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
	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
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

1 Affluent Achievers

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

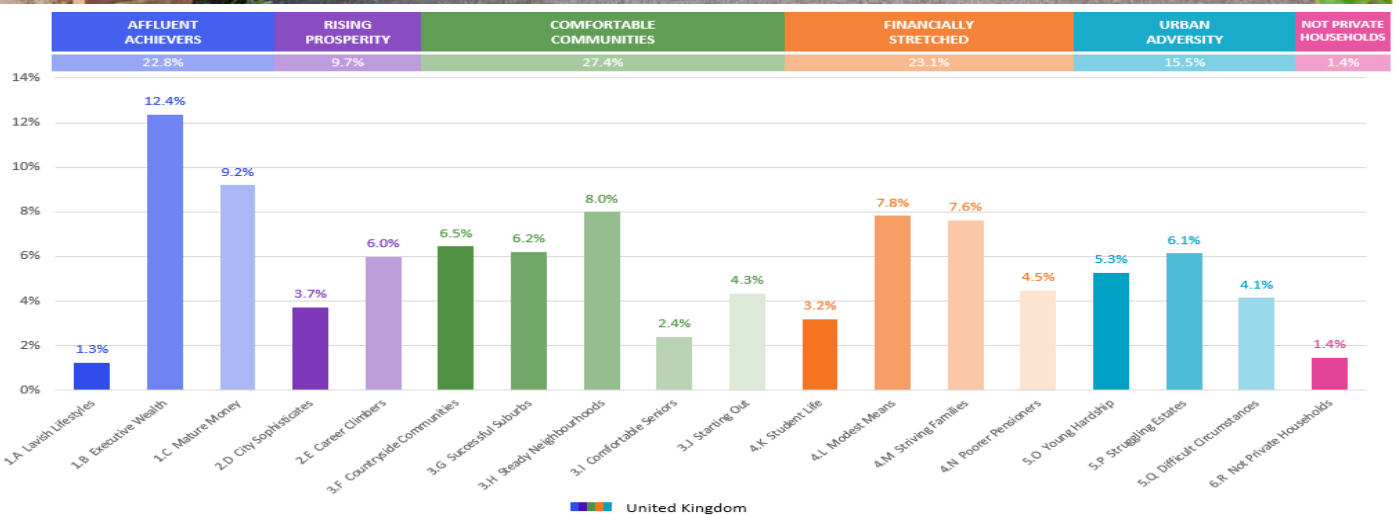
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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Source: OS Open Data 2018

Area: P01640_Three Horseshoes, Witney, OX28 6BS (1 Mile contour)

