

MAP OF AREA

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Source: OS Open Data 2018

Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)

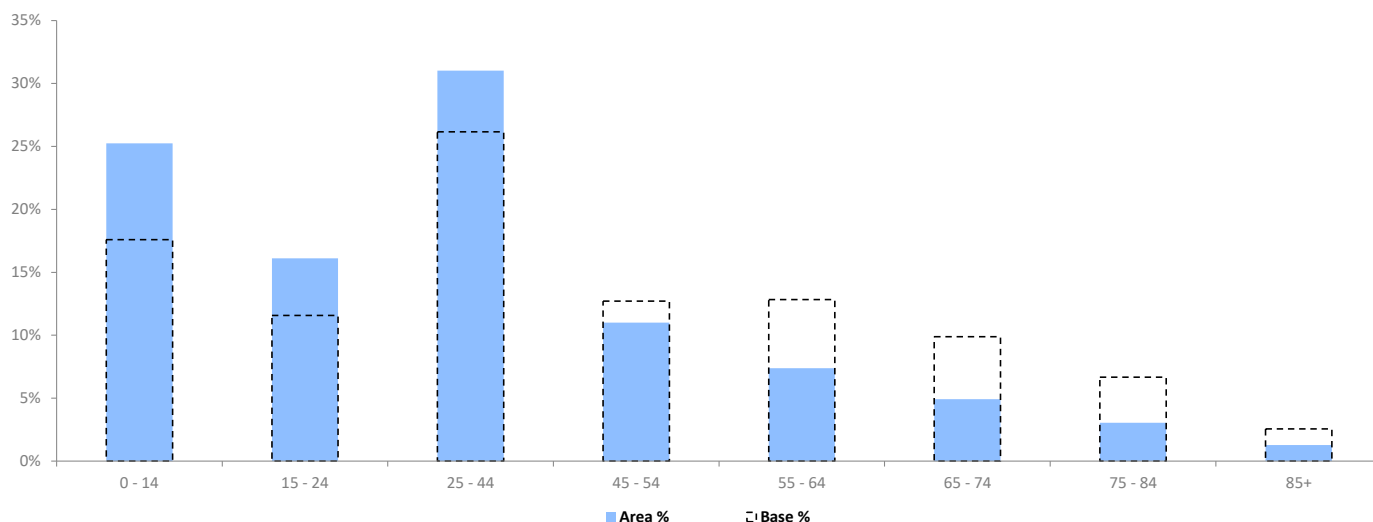


POPULATION PROJECTIONS

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Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,449	25.3	17.6	144			
15 - 24	1,562	16.1	11.6	139			
25 - 44	3,009	31.0	26.2	119			
45 - 54	1,067	11.0	12.7	86			
55 - 64	716	7.4	12.8	57			
65 - 74	477	4.9	9.9	50			
75 - 84	296	3.1	6.7	46			
85+	123	1.3	2.6	50			
Total population	9,699						



EXPENDITURE

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Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)
Base: Great Britain
Year: 2022

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	£217,560	£57.97	£73.74	79			
2. Alcoholic beverages, tobacco and narcotics	£88,679	£23.63	£27.43	86			
3. Clothing & Footwear	£126,661	£33.75	£41.92	81			
4. Housing, water, electricity, gas and other fuels	£163,512	£43.57	£92.23	47			
5. Furnishings, equipment and routine maintenance	£86,212	£22.97	£39.49	58			
6. Health	£31,138	£8.30	£16.97	49			
7. Transport	£216,360	£57.65	£115.30	50			
8. Communication	£42,521	£11.33	£14.64	77			
9. Recreation & Culture	£192,938	£51.41	£100.48	51			
10. Education	£21,466	£5.72	£22.34	26			
11. Restaurants & Hotels	£137,152	£36.54	£82.30	44			
12. Miscellaneous goods and services	£213,357	£56.85	£104.94	54			
Total Expenditure	£1,537,557	£409.69	£731.77	56			

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.

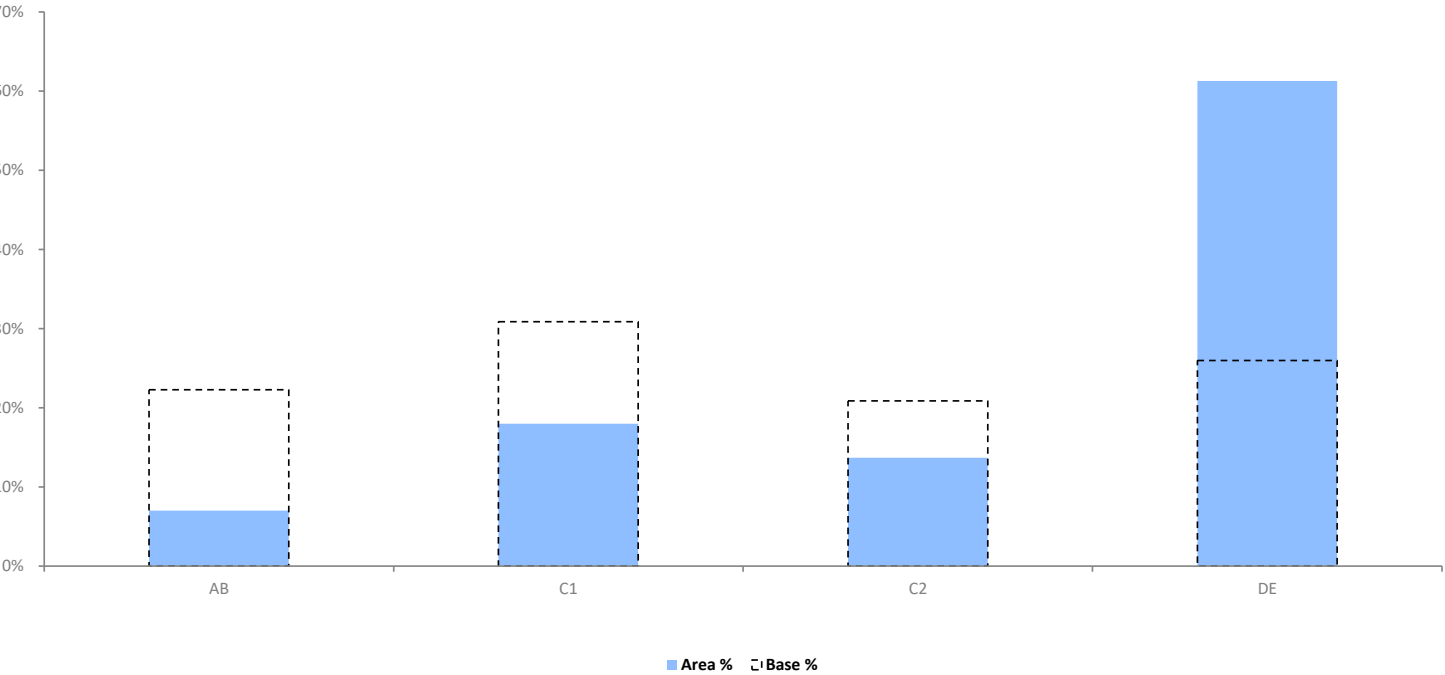
UP TO DATE DEMOGRAPHICS

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Area:	P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)
Base:	Great Britain
Year:	2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	262	7.0	22.3	32			
C1: Supervisory, clerical, jr managerial/admin/professional	671	18.0	30.9	58			
C2: Skilled manual workers	511	13.7	20.9	66			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,286	61.3	26.0	236			
Total household reference persons aged 16 to 64	3,730						



CGA LICENCED PREMISES

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Area: P00630_George Tavern, Oldham, OL1 1LB (0)
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	257.8	82.8	311			
Proprietary Club	4	41.2	7.5	552			
Registered Club	4	41.2	28.7	144			
Restaurant	7	72.2	32.5	222			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Buck & Union	Unknown	Pubs & Full On	Unknown	OL 1 1BE
Cabana Tandoori Restaurant	Independent Free	Restaurant	Independent Free	OL 1 1DU
Royal Oak	Robinsons	Pubs & Full On	Robinsons	OL 1 1EN
George Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 1 1LB
Snipe Inn	Greene King	Pubs & Full On	Greene King	OL 1 1NH
Tommy Field	JW Lees	Pubs & Full On	JW Lees	OL 1 1NJ
Ashton Arms	Independent Free	Pubs & Full On	Independent Free	OL 1 1PL
Valentinos Ristorante	Independent Free	Restaurant	Independent Free	OL 1 1SA
Old Bank	Independent Free	Pubs & Full On	Independent Free	OL 1 1SN
Coldhurst Conservative Club	Independent Free	Registered Club	Independent Free	OL 1 2AA
Oldham Sports Centre	Independent Free	Proprietary Club	Independent Free	OL 1 3DH
Harrys	Independent Free	Pubs & Full On	Independent Free	OL 1 3SL
Coliseum Theatre Club	Independent Free	Pubs & Full On	Independent Free	OL 1 3SW
Stocco	Independent Free	Restaurant	Independent Free	OL 1 3TQ
Jaymar Dance Centre	Independent Free	Proprietary Club	Independent Free	OL 1 3UH
Oldham Deaf Social Club	Independent Free	Registered Club	Independent Free	OL 4 1SH
Whittles	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 8 1DP
Bank Top Tavern	JW Lees	Pubs & Full On	JW Lees	OL 8 1ES
Oldham College Of Technology	Independent Free	Registered Club	Independent Free	OL 9 6AA
Winos Wine Bar	Independent Free	Pubs & Full On	Independent Free	OL 1 1LX
Oldham Coliseum	Independent Free	Pubs & Full On	Independent Free	OL 1 3SW
Upsteps Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OL 1 3AJ
Town Hall Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 1 1QX
Lyceum Theatre	Independent Free	Pubs & Full On	Independent Free	OL 1 1QG
Liquid & Envy	Rekom UK	Proprietary Club	Rekom UK	OL 1 1SA
Bees Knees	Dukedom Ltd	Pubs & Full On	Dukedom Ltd	OL 1 3SW
Queen Elizabeth	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 1 1UT
Lounge	Independent Free	Pubs & Full On	Independent Free	OL 1 1TD
Mecca Bingo	Rank	Proprietary Club	Rank	OL 8 1DR
Club Revolution	Independent Free	Pubs & Full On	Independent Free	OL 1 1SR
Smoke Yard	Independent Free	Restaurant	Independent Free	OL 1 3AT
Yolo Burger & Milkshake Bar	Independent Free	Restaurant	Independent Free	OL 1 3ST
Al-Marrakech	Independent Free	Restaurant	Independent Free	OL 1 1HA
Mahdlo Youth Zone	Independent Free	Registered Club	Independent Free	OL 1 3SE
Cotton Rooms	Independent Free	Pubs & Full On	Independent Free	OL 1 3UJ
Limo Lounge	Independent Free	Pubs & Full On	Independent Free	OL 1 1SQ
Odeon	Odeon Cinema Holdings	Pubs & Full On	Odeon Cinema Holdings	OL 1 1QN
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	OL 1 1PL
Molino Lounge	Loungers	Pubs & Full On	Loungers	OL 1 1RA
Parliament Square	Independent Free	Pubs & Full On	Independent Free	OL 1 1JA

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Source: OS Open Data 2018

Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 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: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	0	0.0	22.0	0			
	2 Rising Prosperity	0	0.0	10.3	0			
	3 Comfortable Communities	80	2.1	26.3	8			
	4 Financially Stretched	1,293	34.7	23.7	146			
	5 Urban Adversity	2,355	63.1	17.4	363			
	6 Not Private Households	2	0.1	0.3	16			
Graph								
Total households		3,730						

Acorn Category Pen Portrait

5

Urban Adversity

8.4M

UK Adults

15.9%

of UK

Age range

25-34

House type

Flat or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

O Young Hardship

32%

P Struggling Estates

41%

Q Difficult Circumstances

27%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)

Base: Great Britain

Year: 2022

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	0	0.0	11.2	0			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.3	0			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	80	2.1	4.4	48			
4. Financially Stretched							
4.K Student Life	168	4.5	2.5	182			
4.L Modest Means	995	26.7	7.9	336			
4.M Striving Families	14	0.4	7.5	5			
4.N Poorer Pensioners	116	3.1	5.8	53			
5. Urban Adversity							
5.O Young Hardship	297	8.0	6.2	128			
5.P Struggling Estates	297	8.0	5.9	135			
5.Q Difficult Circumstances	1,761	47.2	5.3	892			
6. Not Private Households							
6.R Not Private Households	2	0.1	0.3	16			
Total households	3,730						

Acorn Group Pen Portrait

5 Q Difficult Circumstances

2.3M
UK Adults4.3%
of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)

Base: Great Britain

Year: 2022

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	0.2	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	2.4	0			
	1.B.6	Financially comfortable families	0	0.0	2.2	0			
	1.B.7	Affluent professionals	0	0.0	0.8	0			
	1.B.8	Prosperous suburban families	0	0.0	1.5	0			
	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	3.0	0			
	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	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	0	0.0	1.5	0			
	2.D.16	Metropolitan professionals	0	0.0	0.8	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	1.9	0			
	2.E.19	First time buyers in small, modern homes	0	0.0	3.3	0			
	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	0	0.0	3.2	0			
3.G Successful Suburbs									
	3.G.24	Comfortably-off families in modern housing	0	0.0	2.7	0			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	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	3.4	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	0	0.0	0.5	0			
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	80	2.1	2.1	101			
	3.J.33	Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35	Term-time terraces	0	0.0	0.3	0			
	4.K.36	Educated young people in flats and tenements	168	4.5	1.9	243			
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	5	0.1	1.4	9			
	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	990	26.5	1.0	2,683			
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	0	0.0	1.6	0			
	4.M.43	Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44	Post-war estates, limited means	14	0.4	2.2	17			
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	101	2.7	1.1	256			
	4.N.47	Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48	Pensioners and singles in social rented flats	15	0.4	1.7	23			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	42	1.1	2.2	52			
	5.O.50	Struggling younger people in mixed tenure	116	3.1	1.8	176			
	5.O.51	Young people in small, low cost terraces	139	3.7	2.3	165			
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	179	4.8	1.6	304			
	5.P.53	Low income terraces	0	0.0	0.8	0			
	5.P.54	Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55	Deprived and ethnically diverse in flats	74	2.0	0.8	255			
	5.P.56	Low income large families in social rented semis	44	1.2	1.6	73			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	124	3.3	1.5	220			
	5.Q.58	Singles and young families, some receiving benefits	230	6.2	1.8	347			
	5.Q.59	Deprived areas and high-rise flats	1,407	37.7	2.0	1,884			
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	2	0.1	0.3	20			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			3,730						

CATEGORY

GROUP

TYPE

MAP

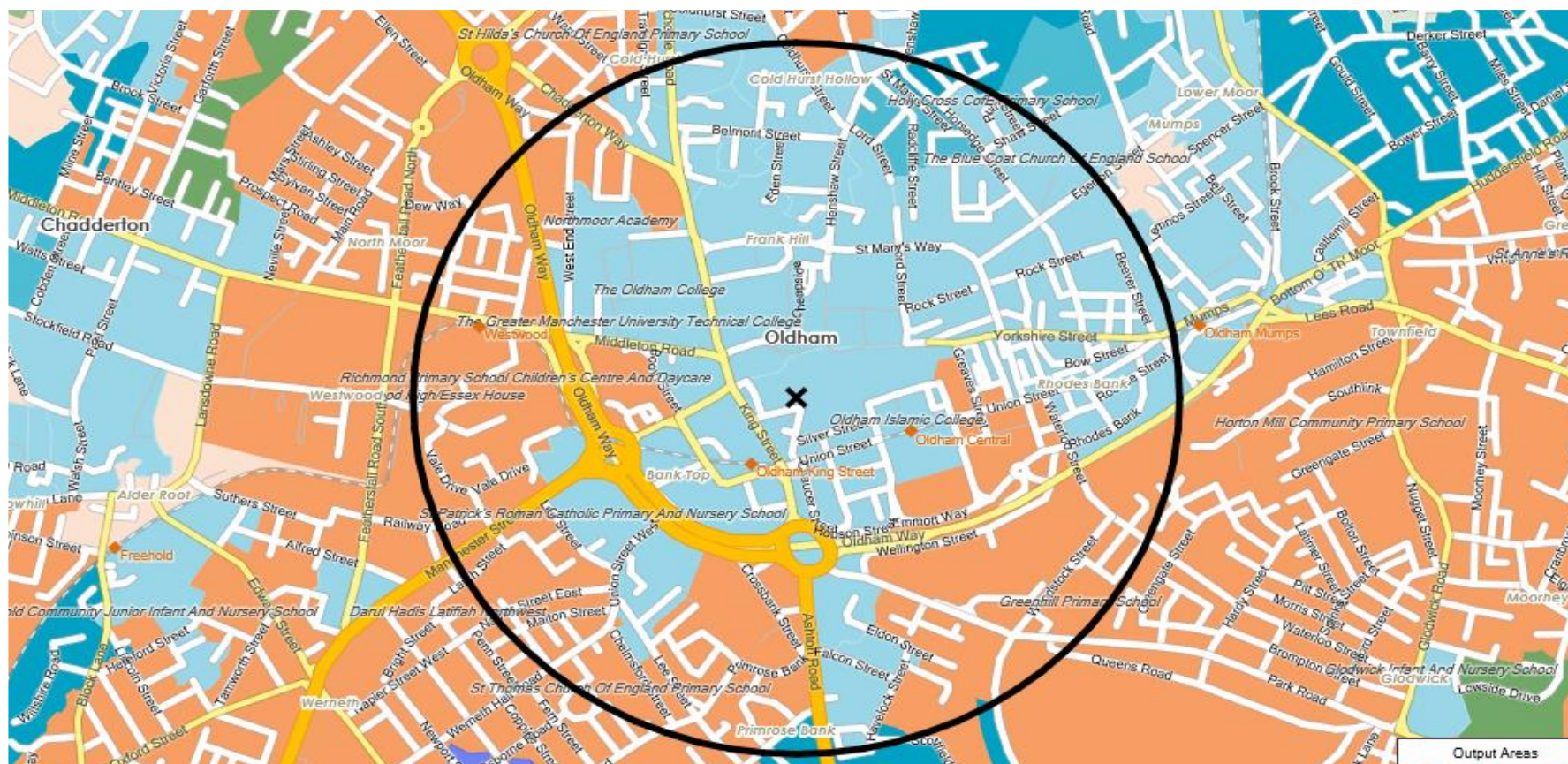
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00630_George Tavern, Oldham, OL1 1LB (0.50 Mile contour)

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Source: OS Open Data 2018



CATEGORY

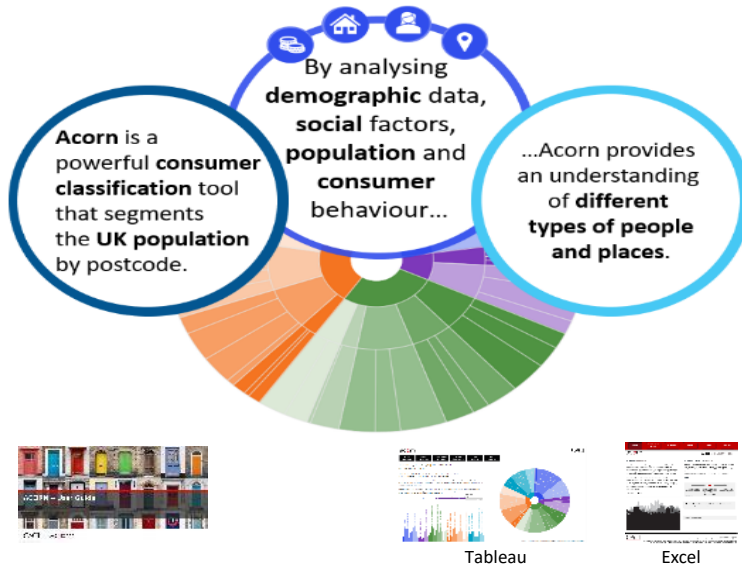
GROUP

TYPE

MAP

WHAT IS ACORN?

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

