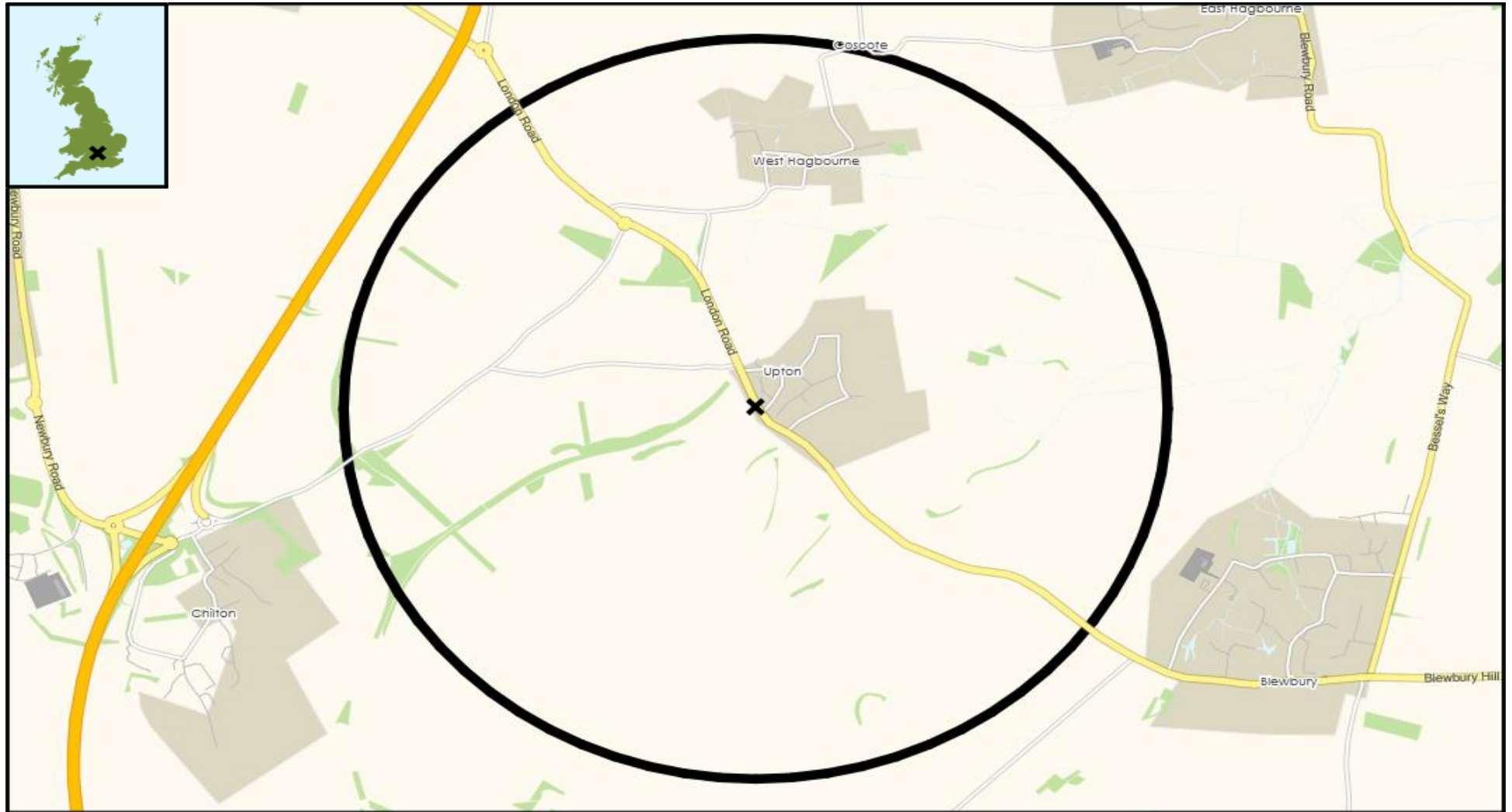


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03659\_George & Dragon, Upton, OX11 9JJ (1 Mile contour)

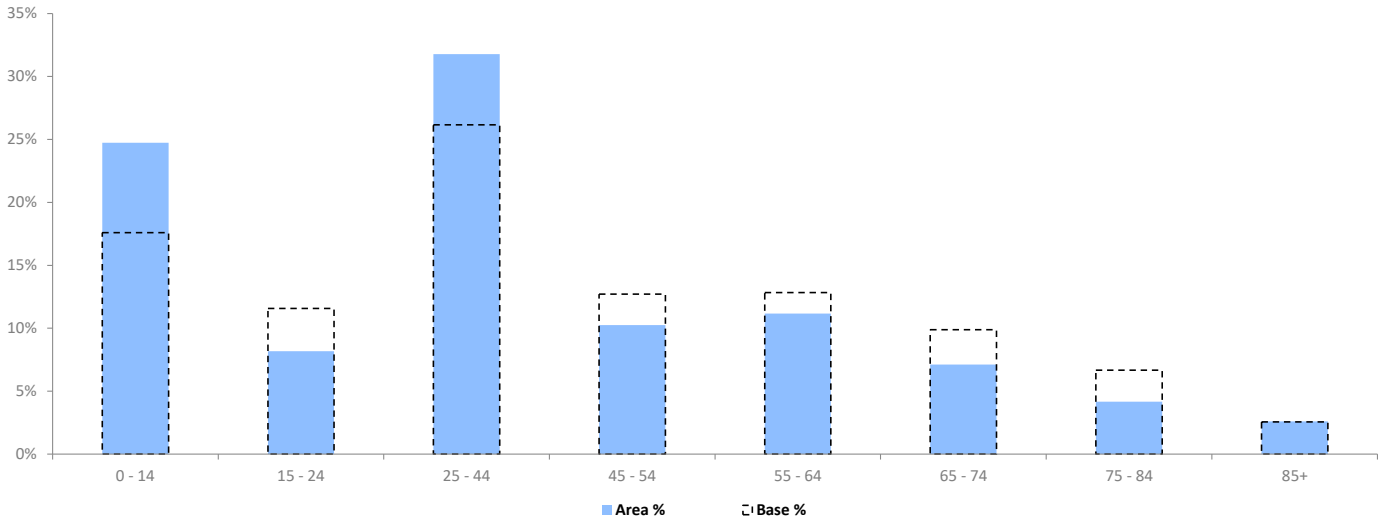


# POPULATION PROJECTIONS

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Area: P03659\_George & Dragon, Upton, OX11 9JJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	618	24.7	17.6	141			
15 - 24	204	8.2	11.6	71			
25 - 44	794	31.8	26.2	122			
45 - 54	256	10.2	12.7	81			
55 - 64	279	11.2	12.8	87			
65 - 74	178	7.1	9.9	72			
75 - 84	104	4.2	6.7	63			
85+	65	2.6	2.6	102			
<b>Total population</b>	<b>2,498</b>						



# EXPENDITURE

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Area: P03659\_George & Dragon, Upton, OX11 9JJ (1 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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£70,141	£81.94	£73.74	111			
2. Alcoholic beverages, tobacco and narcotics	£19,169	£22.39	£27.43	82			
3. Clothing & Footwear	£42,258	£49.37	£41.92	118			
4. Housing, water, electricity, gas and other fuels	£88,115	£102.94	£92.23	112			
5. Furnishings, equipment and routine maintenance	£42,753	£49.95	£39.49	126			
6. Health	£20,506	£23.96	£16.97	141			
7. Transport	£137,548	£160.69	£115.30	139			
8. Communication	£13,398	£15.65	£14.64	107			
9. Recreation & Culture	£103,584	£121.01	£100.48	120			
10. Education	£21,775	£25.44	£22.34	114			
11. Restaurants & Hotels	£89,468	£104.52	£82.30	127			
12. Miscellaneous goods and services	£113,206	£132.25	£104.94	126			
<b>Total Expenditure</b>	<b>£761,923</b>	<b>£890.10</b>	<b>£731.77</b>	<b>122</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.

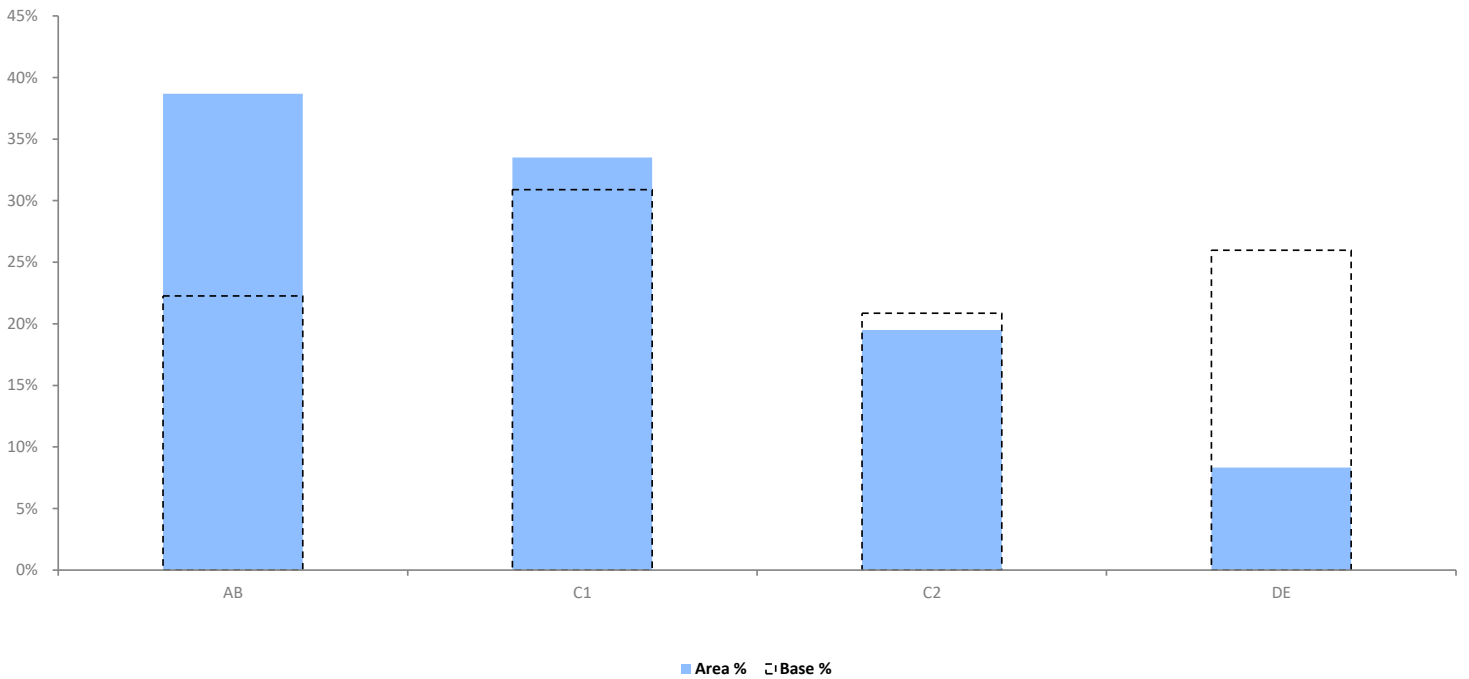
# UP TO DATE DEMOGRAPHICS

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Area: P03659\_George & Dragon, Upton, OX11 9JJ (1 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	395	38.7	22.3	<b>174</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	342	33.5	30.9	<b>108</b>			
C2: Skilled manual workers	199	19.5	20.9	93			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	85	8.3	26.0	32			
<b>Total household reference persons aged 16 to 64</b>	<b>1,021</b>						



# CGA LICENCED PREMISES

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Area: P03659\_George & Dragon, Upton, OX11 9JJ  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	80.1	82.8	97			
Proprietary Club	0	0.0	7.5	0			
Registered Club	0	0.0	28.7	0			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Horse & Harrow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX11 0NB
George & Dragon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX11 9JJ

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03659\_George & Dragon, Upton, OX11 9JJ (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:** P03659\_George & Dragon, Upton, OX11 9JJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	517	50.6	22.0	231		
 2 Rising Prosperity	217	21.3	10.3	207		
 3 Comfortable Communities	277	27.1	26.3	103		
 4 Financially Stretched	10	1.0	23.7	4		
 5 Urban Adversity	0	0.0	17.4	0		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>1,021</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

UK Adults

# 12.1M

of UK

# 22.8%

Financial situation

Running into debt

Saving a lot

House tenure

# Owned outright

Children at home

# 0


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%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03659\_George & Dragon, Upton, OX11 9JJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	459	45.0	11.2	400			
1.C Mature Money	58	5.7	9.6	59			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	217	21.3	6.3	338			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	3	0.3	5.7	5			
3.G Successful Suburbs	131	12.8	5.9	218			
3.H Steady Neighbourhoods	77	7.5	7.4	103			
3.I Comfortable Seniors	24	2.4	2.9	82			
3.J Starting Out	42	4.1	4.4	93			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	10	1.0	7.9	12			
4.M Striving Families	0	0.0	7.5	0			
4.N Poorer Pensioners	0	0.0	5.8	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.2	0			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>1,021</b>						

Acorn Group Pen Portrait

**1 B Executive Wealth** 6.5M UK Adults    12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

**CORE DEMOGRAPHICS**

Age range <b>45-64</b>	Children at home <b>2</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>



**BRANDS**

SHOPPING <i>Cath Kidston</i>	THE WHITE COMPANY	LEON LEXIS	Russell & Bromley
LEISURE M&S PURE FOODS	*PRET A MANGER*	WHOLE FOODS	wahaca
WEBSITES UBER SPORT	rightmove	M&S	MoneySavingExpert.com

**DIGITAL AND TECH**

**ATTITUDES**

I worry about online security <b>62%</b> UK average: 59%	Shopping online makes my life easier <b>65%</b> UK average: 62%	I love the ease of using chat bots to get answers <b>28%</b> UK average: 28%
--	---	--

**FINANCIAL PROFILE**

Household income UK <b>£59k</b> London <b>£63k</b> Average: £70k    Average: £16k	% Disposable income UK <b>46%</b> London <b>40%</b> Average: 43%    Average: 29%	Financial situation Running into debt    Saving a lot
--	---	--

**TOP BEHAVIOURS**

Own an iPhone	Research holidays online	Purchase financial products 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: P03659\_George & Dragon, Upton, OX11 9JJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

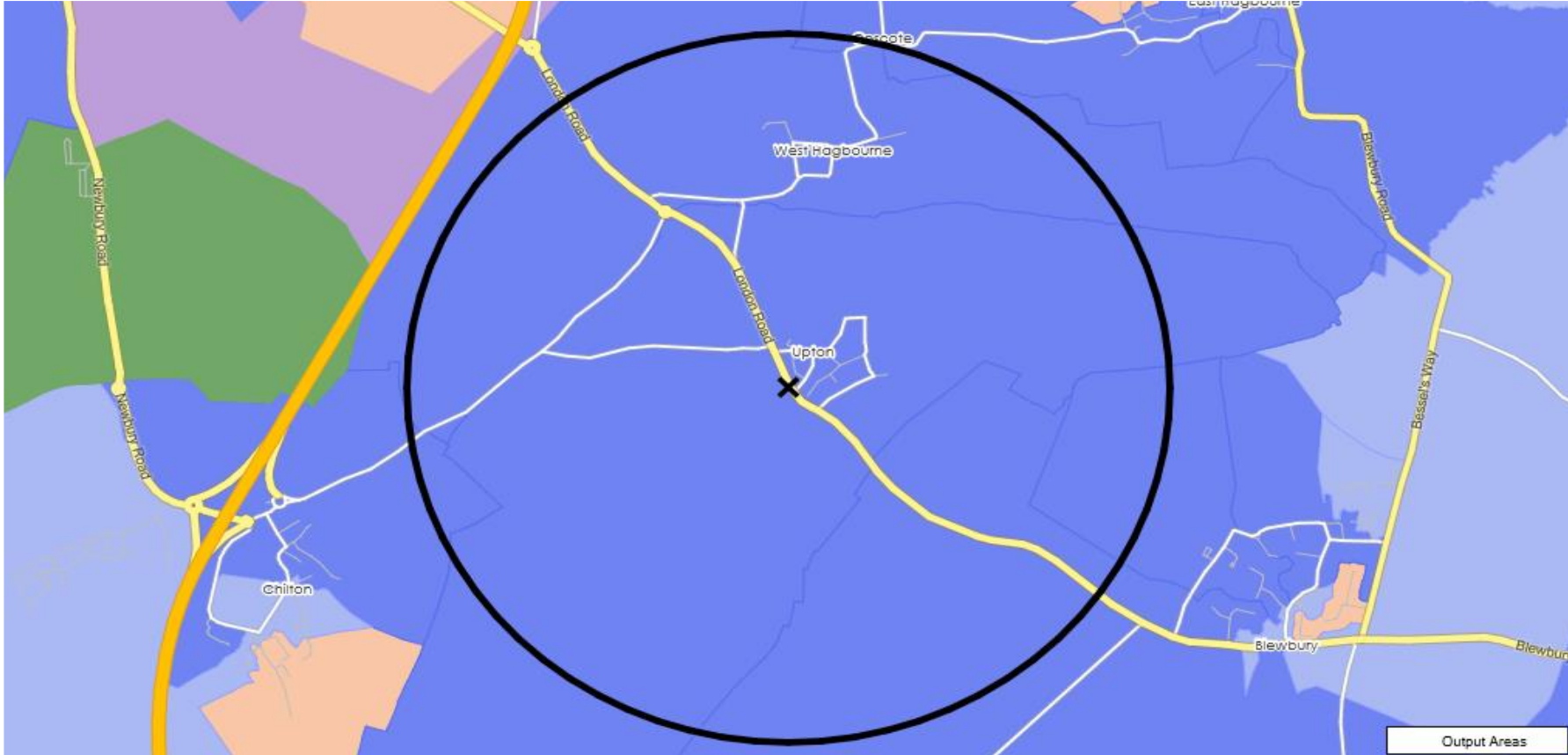
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	28	2.7	2.6	104			
1.B.5 Wealthy countryside commuters	144	14.1	2.4	578			
1.B.6 Financially comfortable families	66	6.5	2.2	294			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	67	6.6	1.5	430			
1.B.9 Well-off edge of towners	154	15.1	1.6	938			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	58	5.7	3.0	187			
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			
<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	0.8	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	210	20.6	1.9	1,073			
2.E.19 First time buyers in small, modern homes	7	0.7	3.3	21			
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	3	0.3	3.2	9			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	131	12.8	2.7	482			
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			
<b>3.H Steady Neighbourhoods</b>							
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	77	7.5	2.3	324			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	24	2.4	0.5	486			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	42	4.1	2.3	177			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	10	1.0	1.4	68			
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			
<b>4.M Striving Families</b>							
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	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	0	0.0	1.1	0			
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	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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	0	0.0	1.8	0			
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	0	0.0	1.6	0			
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	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
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	0	0.0	2.0	0			
<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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,021</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03659\_George & Dragon, Upton, OX11 9JJ (1 Mile contour)



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

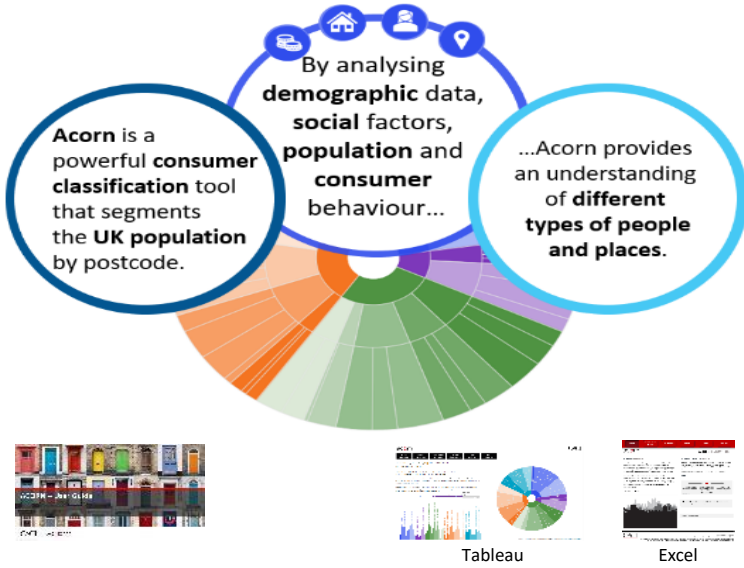
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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

Output Areas

ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	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%

