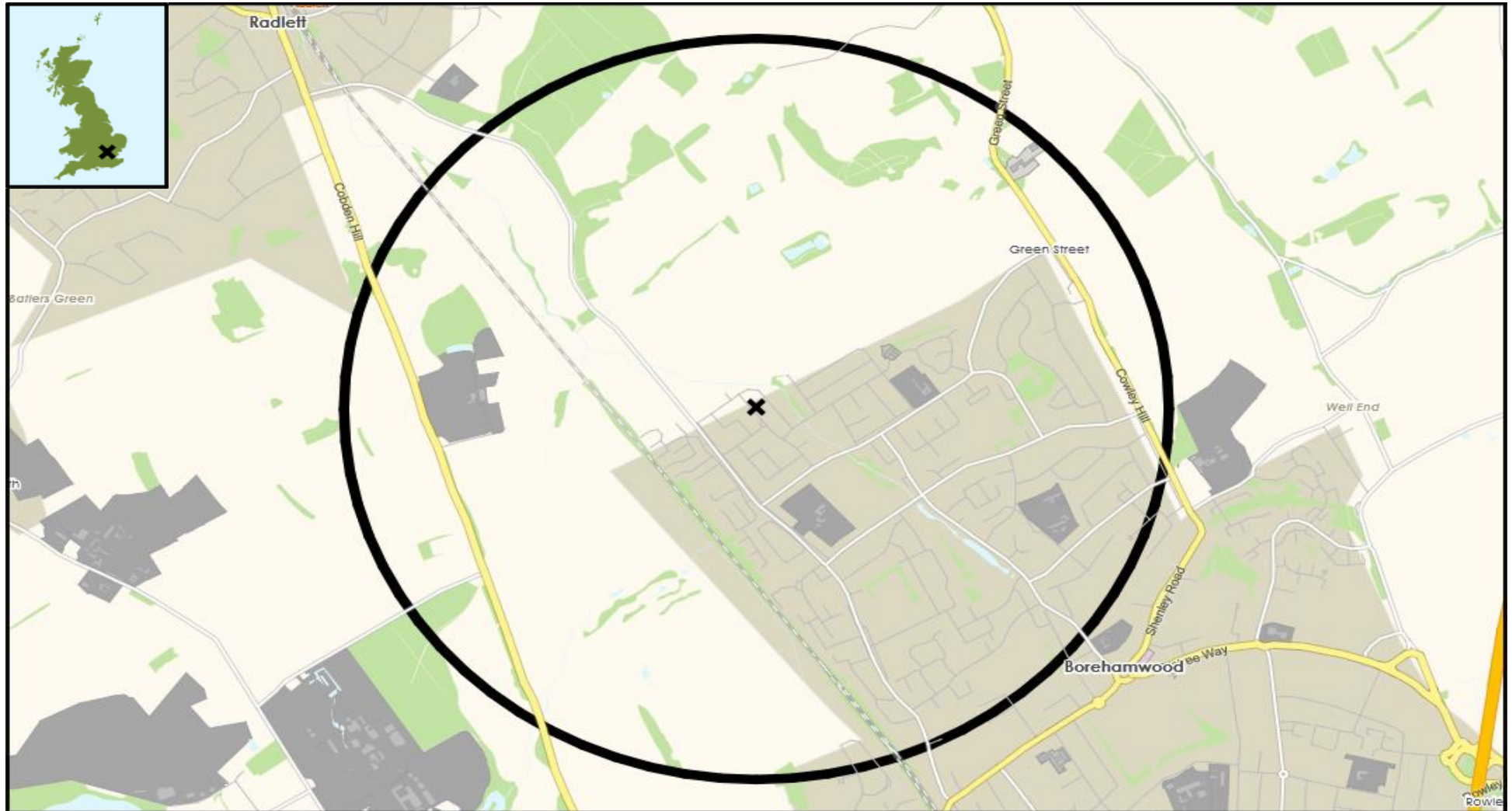


MAP OF AREA

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Source: OS Open Data 2018

Area: P01107_Oak, Borehamwood, WD6 4LA (1 Mile contour)

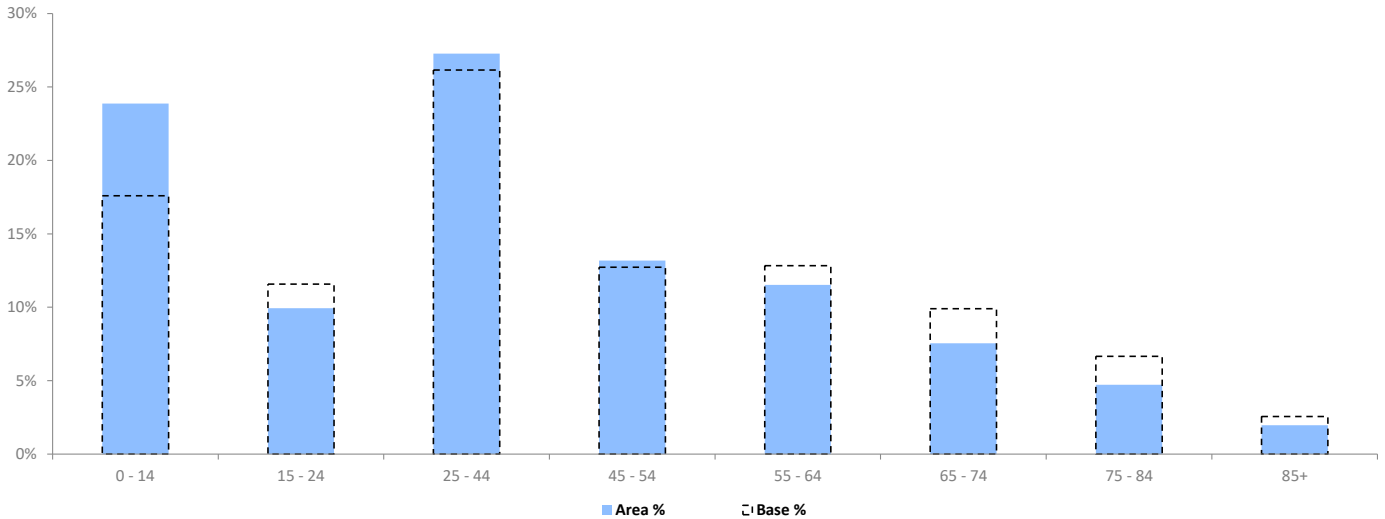


POPULATION PROJECTIONS

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Area: P01107_Oak, Borehamwood, WD6 4LA (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,709	23.9	17.6	136			
15 - 24	1,544	9.9	11.6	86			
25 - 44	4,237	27.3	26.2	104			
45 - 54	2,049	13.2	12.7	104			
55 - 64	1,790	11.5	12.8	90			
65 - 74	1,173	7.5	9.9	76			
75 - 84	733	4.7	6.7	71			
85+	305	2.0	2.6	77			
Total population	15,540						



EXPENDITURE

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Area: P01107_Oak, Borehamwood, WD6 4LA (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
COICOP Categories							
1. Food & non-alcoholic beverages	£466,181	£74.22	£73.74	101			
2. Alcoholic beverages, tobacco and narcotics	£187,814	£29.90	£27.43	109			
3. Clothing & Footwear	£250,024	£39.81	£41.92	95			
4. Housing, water, electricity, gas and other fuels	£578,179	£92.05	£92.23	100			
5. Furnishings, equipment and routine maintenance	£227,369	£36.20	£39.49	92			
6. Health	£119,510	£19.03	£16.97	112			
7. Transport	£691,152	£110.04	£115.30	95			
8. Communication	£87,719	£13.97	£14.64	95			
9. Recreation & Culture	£689,239	£109.73	£100.48	109			
10. Education	£109,399	£17.42	£22.34	78			
11. Restaurants & Hotels	£483,091	£76.91	£82.30	93			
12. Miscellaneous goods and services	£670,467	£106.75	£104.94	102			
Total Expenditure	£4,560,144	£726.02	£731.77	99			

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.

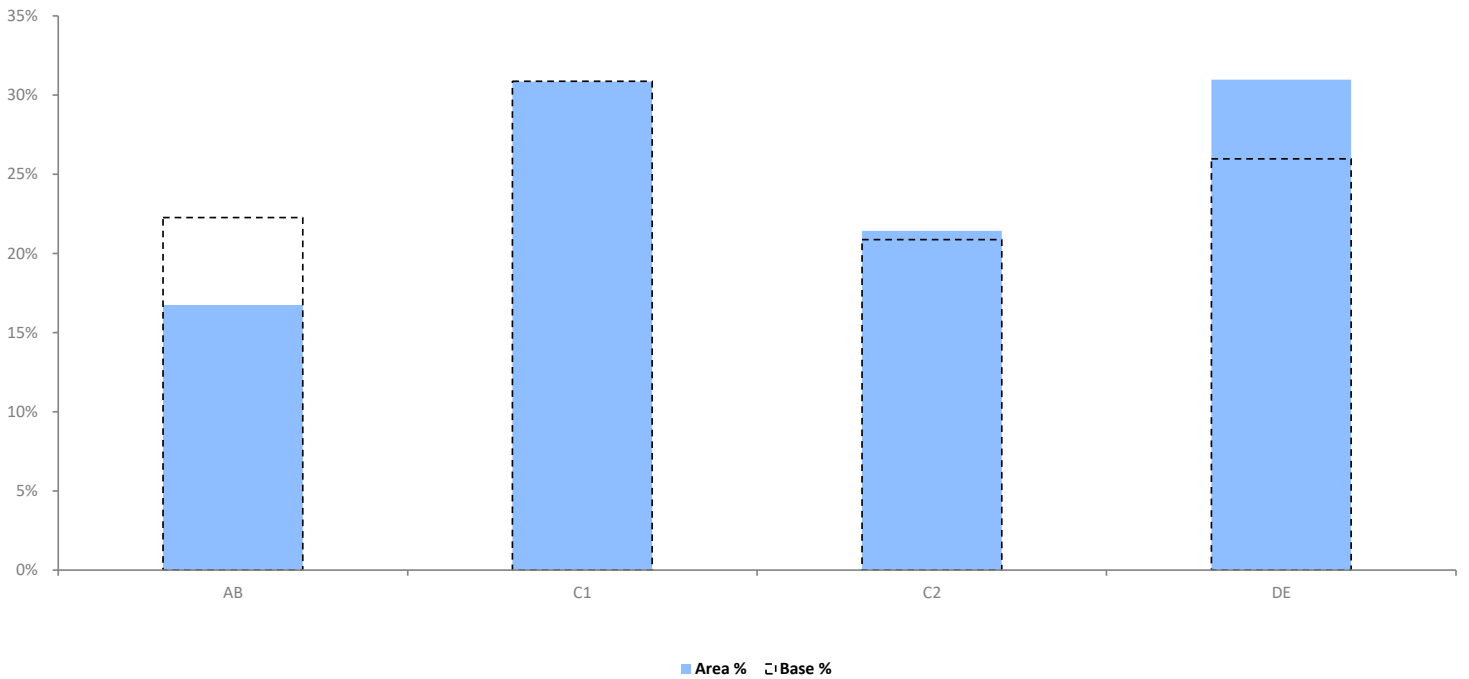
UP TO DATE DEMOGRAPHICS

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Area: P01107_Oak, Borehamwood, WD6 4LA (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	1,048	16.8	22.3	75			
C1: Supervisory, clerical, jr managerial/admin/professional	1,930	30.9	30.9	100			
C2: Skilled manual workers	1,340	21.4	20.9	103			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,938	31.0	26.0	119			
Total household reference persons aged 16 to 64	6,256						



CGA LICENCED PREMISES

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Area: P01107_Oak, Borehamwood, WD6 4LA (1 M)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	19.3	82.8	23			
Proprietary Club	0	0.0	7.5	0			
Registered Club	6	38.6	28.7	134			
Restaurant	2	12.9	32.5	40			
Residential	0	0.0	2.8	0			

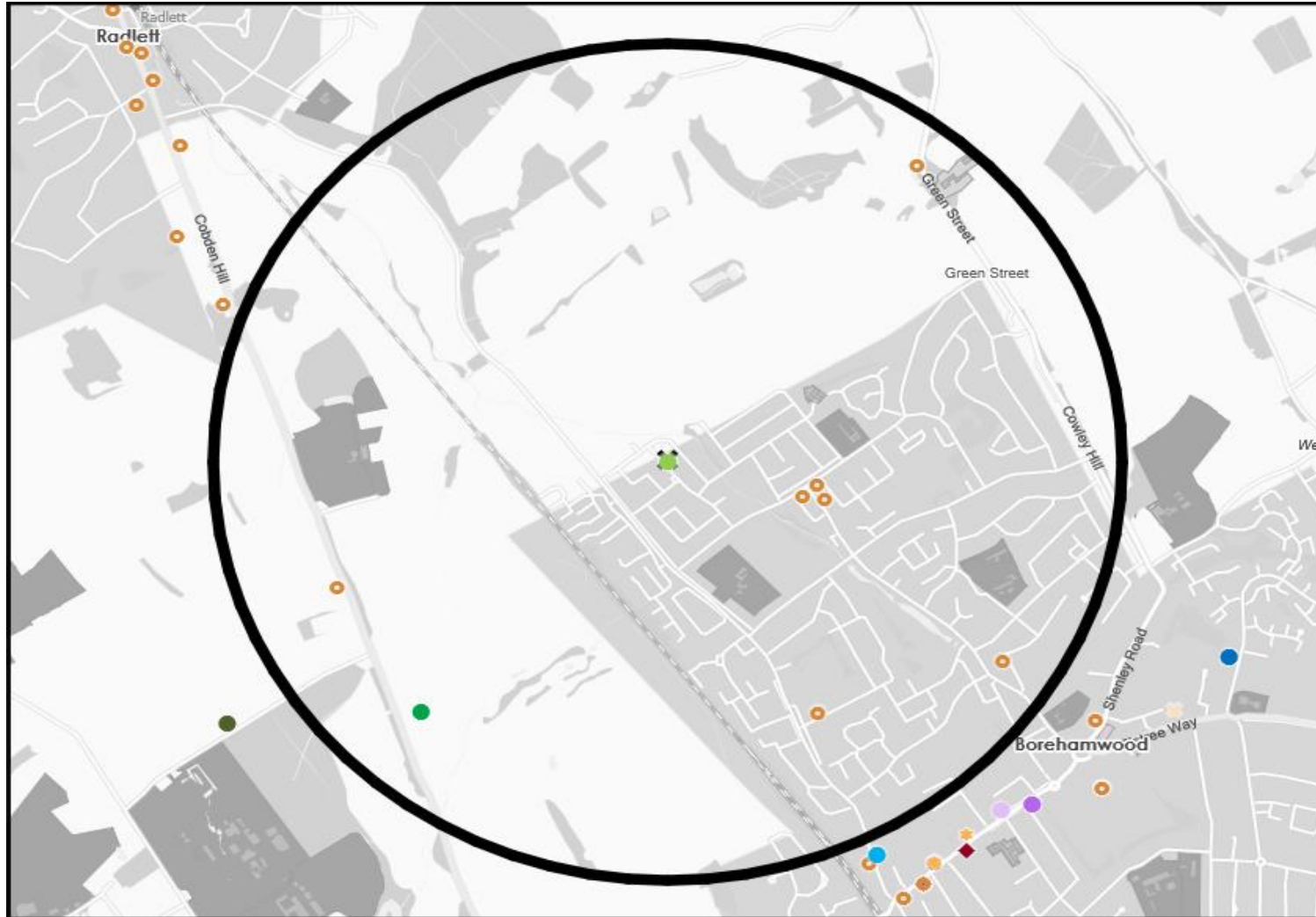
Name	Description	License Type	Owner Name	Postcode
Waggon & Horses	Ei Group	Pubs & Full On	Ei Group	WD 6 3AA
Radlett Park Golf Club	Independent Free	Registered Club	Independent Free	WD 6 3AA
Green Dragon	Independent Free	Pubs & Full On	Independent Free	WD 6 4EB
Borehamwood Tandoori	Independent Free	Restaurant	Independent Free	WD 6 4EG
St John Fisher & Thomas Moore Catholic	Independent Free	Registered Club	Independent Free	WD 6 4LA
Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WD 6 4LA
Old Haberdashers Association Club	Independent Free	Registered Club	Independent Free	WD 6 4PY
Borehamwood Football Club	Independent Free	Registered Club	Independent Free	WD 6 5AL
London Colney Cricket Club	Independent Free	Registered Club	Independent Free	WD 7 9BD
Belstone Football Club	Independent Free	Registered Club	Independent Free	WD 6 3AB
Mirzan	Independent Free	Restaurant	Independent Free	WD 6 4DY

MAP OF AREA

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Source: OS Open Data 2018

Area: P01107_Oak, Borehamwood, WD6 4LA (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: P01107_Oak, Borehamwood, WD6 4LA (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	356	5.7	22.0	26		
 2 Rising Prosperity	518	8.3	10.3	81		
 3 Comfortable Communities	1,410	22.5	26.3	86		
 4 Financially Stretched	2,379	38.0	23.7	160		
 5 Urban Adversity	1,592	25.4	17.4	146		
 6 Not Private Households	1	0.0	0.3	5		
 Graph						
Total households	6,256					

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: P01107_Oak, Borehamwood, WD6 4LA (1 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	289	4.6	11.2	41			
1.C Mature Money	67	1.1	9.6	11			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	518	8.3	6.3	132			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	303	4.8	5.9	82			
3.H Steady Neighbourhoods	804	12.9	7.4	175			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	303	4.8	4.4	109			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	71	1.1	7.9	14			
4.M Striving Families	2,009	32.1	7.5	430			
4.N Poorer Pensioners	299	4.8	5.8	82			
5. Urban Adversity							
5.O Young Hardship	111	1.8	6.2	29			
5.P Struggling Estates	168	2.7	5.9	45			
5.Q Difficult Circumstances	1,313	21.0	5.3	397			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	5			
Total households	6,256						

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

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
--	---	-------------------------

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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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: P01107_Oak, Borehamwood, WD6 4LA (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
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	21	0.3	2.2	15			
1.B.7 Affluent professionals	30	0.5	0.8	57			
1.B.8 Prosperous suburban families	202	3.2	1.5	211			
1.B.9 Well-off edge of towners	36	0.6	1.6	36			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	38	0.6	2.8	22			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	29	0.5	1.3	36			
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	114	1.8	1.9	95			
2.E.19 First time buyers in small, modern homes	404	6.5	3.3	193			
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	46	0.7	2.7	28			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	257	4.1	2.4	170			
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	463	7.4	1.6	465			
3.H.29 Established suburbs, older families	341	5.5	2.3	234			
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	247	3.9	2.1	186			
3.J.33 Smaller houses and starter homes	56	0.9	2.3	39			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	61	1.0	1.4	68			
4.L.38 Semi-skilled workers in traditional neighbourhoods	10	0.2	2.6	6			
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	244	3.9	1.6	246			
4.M.42 Struggling young families in post-war terraces	1,541	24.6	1.6	1,499			
4.M.43 Families in right-to-buy estates	159	2.5	2.1	124			
4.M.44 Post-war estates, limited means	65	1.0	2.2	47			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	16	0.3	0.8	33			
4.N.46 Elderly people in social rented flats	201	3.2	1.1	303			
4.N.47 Low income older people in smaller semis	44	0.7	2.3	31			
4.N.48 Pensioners and singles in social rented flats	38	0.6	1.7	35			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	37	0.6	2.2	27			
5.O.50 Struggling younger people in mixed tenure	74	1.2	1.8	67			
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	30	0.5	1.6	30			
5.P.53 Low income terraces	6	0.1	0.8	11			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	47	0.8	0.8	97			
5.P.56 Low income large families in social rented semis	85	1.4	1.6	84			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	770	12.3	1.5	815			
5.Q.58 Singles and young families, some receiving benefits	99	1.6	1.8	89			
5.Q.59 Deprived areas and high-rise flats	444	7.1	2.0	355			
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	1	0.0	0.3	6			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,256						

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P01107_Oak, Borehamwood, WD6 4LA (1 Mile contour)



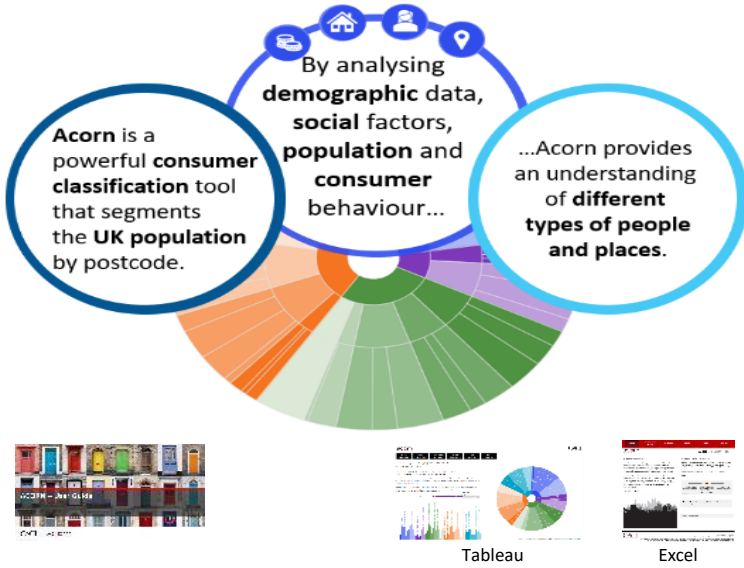
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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.

