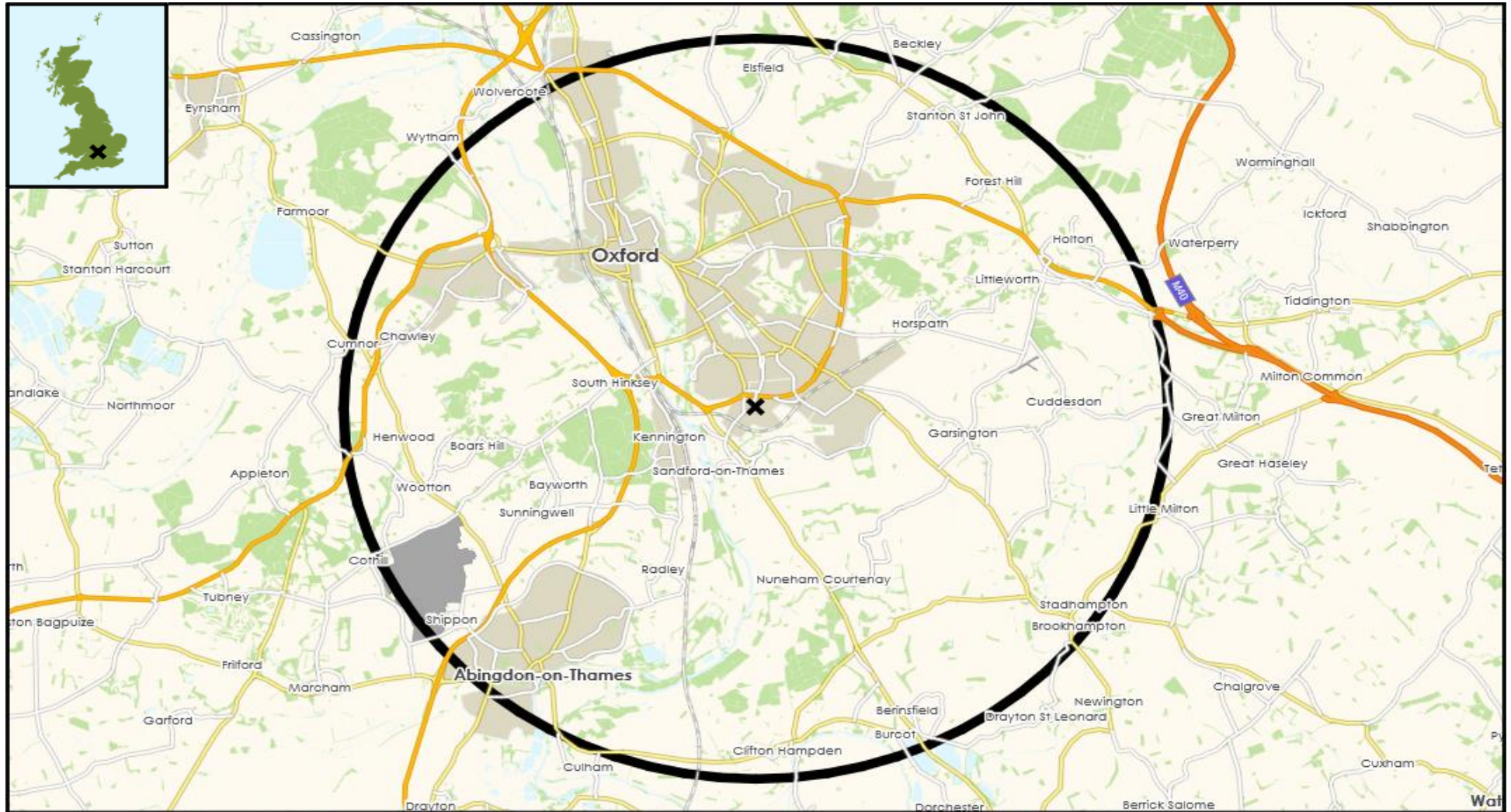


MAP OF AREA

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Source: OS Open Data 2018

Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 Mile contour)

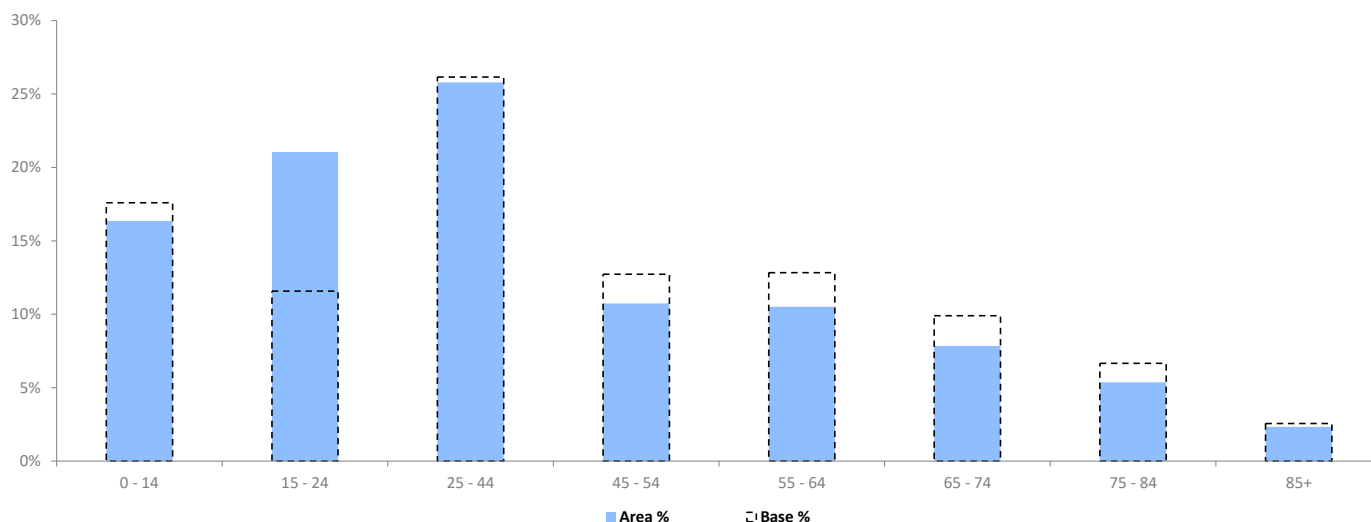


POPULATION PROJECTIONS

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Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	35,335	16.4	17.6	93			
15 - 24	45,496	21.1	11.6	182			
25 - 44	55,726	25.8	26.2	99			
45 - 54	23,213	10.7	12.7	84			
55 - 64	22,726	10.5	12.8	82			
65 - 74	16,934	7.8	9.9	79			
75 - 84	11,614	5.4	6.7	81			
85+	5,059	2.3	2.6	92			
Total population	216,103						



EXPENDITURE

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Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 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	£6,934,108	£88.14	£73.74	120			
2. Alcoholic beverages, tobacco and narcotics	£2,396,266	£30.46	£27.43	111			
3. Clothing & Footwear	£4,007,690	£50.94	£41.92	122			
4. Housing, water, electricity, gas and other fuels	£8,915,389	£113.32	£92.23	123			
5. Furnishings, equipment and routine maintenance	£3,589,391	£45.62	£39.49	116			
6. Health	£1,816,765	£23.09	£16.97	136			
7. Transport	£14,035,537	£178.40	£115.30	155			
8. Communication	£1,418,173	£18.03	£14.64	123			
9. Recreation & Culture	£9,606,429	£122.11	£100.48	122			
10. Education	£5,264,209	£66.91	£22.34	300			
11. Restaurants & Hotels	£8,948,588	£113.74	£82.30	138			
12. Miscellaneous goods and services	£11,013,887	£140.00	£104.94	133			
Total Expenditure	£77,946,432	£990.76	£731.77	135			

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.

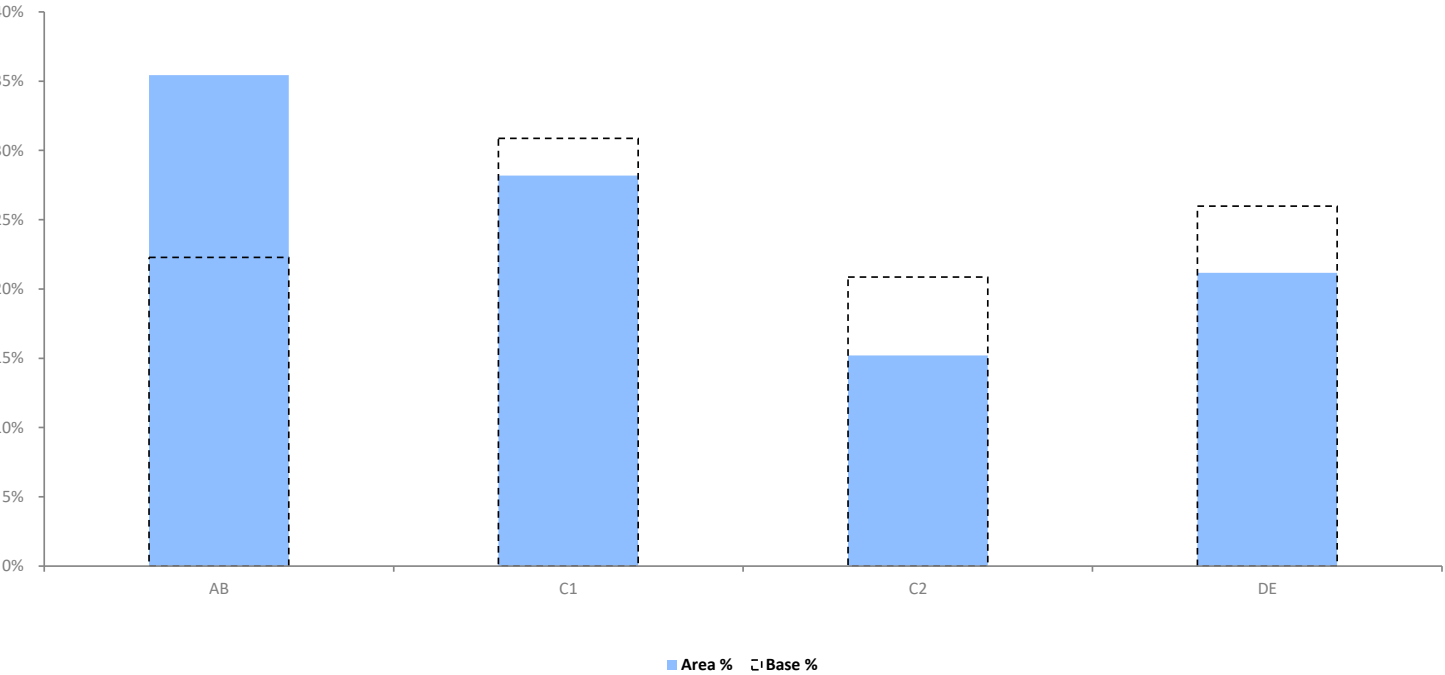
UP TO DATE DEMOGRAPHICS

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Area:	P04216_Golden Ball, Littlemore, OX4 4LQ (5 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	27,713	35.4	22.3	159			
C1: Supervisory, clerical, jr managerial/admin/professional	22,036	28.2	30.9	91			
C2: Skilled manual workers	11,894	15.2	20.9	73			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	16,557	21.2	26.0	81			
Total household reference persons aged 16 to 64	78,200						



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Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	214	99.0	82.8	120			
Proprietary Club	12	5.6	7.5	74			
Registered Club	103	47.7	28.7	166			
Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
Hollybush	Wells & Co	Pubs & Full On	Wells & Co	OX 2 0BQ
Rewley House Common Room Club	Independent Free	Registered Club	Independent Free	OX 1 2JA
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
Lighthouse	Marston's	Pubs & Full On	Marston's	OX 1 1HH
Royal Oxford Hotel	Independent Free	Pubs & Full On	Independent Free	OX 1 1HR
Atik	Rekom UK	Proprietary Club	Rekom UK	OX 1 1JD
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
Franco Manca	Franco Manca	Restaurant	Franco Manca	OX 1 2BB
Thaikhun	Thai Leisure Group	Restaurant	Thai Leisure Group	OX 1 2BJ
Four Candles	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX 1 2BQ
Red Lion	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 1 2BN
White Rabbit	Independent Free	Pubs & Full On	Independent Free	OX 1 2BY
Eurobar Hotel	Independent Free	Pubs & Full On	Independent Free	OX 1 2AQ
Three Goats Heads	Independent Free	Pubs & Full On	Independent Free	OX 1 2DR
Chutneys	Independent Free	Restaurant	Independent Free	OX 1 2EB
Oxford Retreat	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 1 2EW
Standard Tandoori Restaurant	Independent Free	Restaurant	Independent Free	OX 2 6AJ
Duke Of Cambridge	Independent Free	Pubs & Full On	Independent Free	OX 1 2HP
Al Andalus Tapas Bar	Independent Free	Pubs & Full On	Independent Free	OX 1 2HP
Wilding	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OX 1 2HP
Al Shami Restaurant	Independent Free	Restaurant	Independent Free	OX 1 2JG
Randolph Oxford	Macdonald Hotels	Pubs & Full On	Macdonald Hotels	OX 1 2LN
White Horse	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 1 3BB
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
Lamb & Flag	Independent Free	Pubs & Full On	Independent Free	OX 1 3JS
Kings Arms	Youngs	Pubs & Full On	Youngs	OX 1 3SP
Turf Tavern	Greene King	Pubs & Full On	Greene King	OX 1 3SU
Bath Place Hotel	Independent Free	Residential	Independent Free	OX 1 3SU
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
Mercure 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	Independent Free	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
Fox Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX 1 5DR

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 Year: 2022

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Pubs & Full On	214	99.0	82.8	120			
Proprietary Club	12	5.6	7.5	74			
Registered Club	103	47.7	28.7	166			
Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
Tandem	Greene King	Pubs & Full On	Greene King	OX 1 5PG
Seacourt Bridge	Marston's	Pubs & Full On	Marston's	OX 2 0JB
Berinsfield Community Association	Independent Free	Registered Club	Independent Free	OX10 7NX
Berinsfield Arms	Unknown	Pubs & Full On	Unknown	OX10 7ND
ONEills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 1 2AY
Bystander	Greene King	Pubs & Full On	Greene King	OX13 6DN
Prince Of Wales	Unknown	Pubs & Full On	Unknown	OX13 6JQ
Flowing Well	Greene King	Pubs & Full On	Greene King	OX13 6RB
Abingdon Bowls Club	Independent Free	Registered Club	Independent Free	OX14 1DD
Spread Eagle	Greene King	Pubs & Full On	Greene King	OX14 1PL
Abingdon United Football Club Social Club	Independent Free	Registered Club	Independent Free	OX14 1PL
Abingdon Squash Club	Independent Free	Registered Club	Independent Free	OX14 1PL
College Oak	Greene King	Pubs & Full On	Greene King	OX14 2SB
Boundary House	Greene King	Pubs & Full On	Greene King	OX14 2AA
Bowyers Arms	Greene King	Pubs & Full On	Greene King	OX14 3AE
Village Hall	Independent Free	Registered Club	Independent Free	OX14 3BL
Chequers	Independent Free	Pubs & Full On	Independent Free	OX14 3DP
Clifton Hampden Cricket Club	Independent Free	Registered Club	Independent Free	OX14 3EW
Barley Mow	Greene King	Pubs & Full On	Greene King	OX14 3EH
Punch Bowl	Greene King	Pubs & Full On	Greene King	OX14 3HG
Abingdon Cricket Club	Independent Free	Registered Club	Independent Free	OX14 3HP
Broad Face	Greene King	Pubs & Full On	Greene King	OX14 3HR
Crown & Thistle	Oakman Inns & Restaurants	Pubs & Full On	Oakman Inns & Restaurants	OX14 3HS
Blue Boar	Punch Pub Company	Pubs & Full On	Punch Pub Company	OX14 3QH
Oracle Snooker Club	Independent Free	Proprietary Club	Independent Free	OX14 3RG
Conservative Club	Independent Free	Registered Club	Independent Free	OX14 5AG
Grapes	Independent Free	Pubs & Full On	Independent Free	OX14 5AX
Dorindos	Independent Free	Restaurant	Independent Free	OX14 5BB
Prince Of India	Independent Free	Restaurant	Independent Free	OX14 5BZ
Brewery Tap	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX14 5BZ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	OX14 5DT
White Horse	Greene King	Pubs & Full On	Greene King	OX14 5DW
Kings Head & Bell	Urban Village Pub Company Ltd	Pubs & Full On	Urban Village Pub Company Ltd	OX14 5EA
Old Anchor Inn	Greene King	Pubs & Full On	Greene King	OX14 5EN
Harcourt Arms	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	OX 2 6DG
Westgate Hotel	Independent Free	Pubs & Full On	Independent Free	OX 2 0AA
One	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OX 2 0AB
Porterhouse	Greene King	Pubs & Full On	Greene King	OX 2 0AL
West Oxford Democrats Club	Independent Free	Registered Club	Independent Free	OX 2 0AY
Punter	Greene King	Pubs & Full On	Greene King	OX 2 0BE
West Oxford Bowling Club	Independent Free	Registered Club	Independent Free	OX 2 0BT
Fishes	Greene King	Pubs & Full On	Greene King	OX 2 0NA
Oxford Rugby & Football Club	Independent Free	Registered Club	Independent Free	OX 2 0NA
Perch Inn	Independent Free	Pubs & Full On	Independent Free	OX 2 0NG
Phoenix Picture House	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	OX 2 6AE
Jude The Obscure	Greene King	Pubs & Full On	Greene King	OX 2 6AE
Jericho	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 2 6AE
Old Bookbinders	Crafty Belle Ltd	Pubs & Full On	Greene King	OX 2 6BT
Rickety Press	Dodo Pubs	Pubs & Full On	Arkells	OX 2 6DE
Victoria	Marston's	Pubs & Full On	Marston's	OX 2 6EB
Browns	Mitchells & Butlers	Restaurant	Mitchells & Butlers	OX 2 6HA
Royal Oak	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 2 6HT
Gardeners Arms	Unknown	Pubs & Full On	Unknown	OX 2 6JE

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 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
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Proprietary Club	12	5.6	7.5	74			
Registered Club	103	47.7	28.7	166			
Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
Cotswold Lodge	Independent Free	Pubs & Full On	Independent Free	OX 2 6JP
Koto	Independent Free	Restaurant	Independent Free	OX 2 6LX
Rose & Crown	Independent Free	Pubs & Full On	Independent Free	OX 2 6LX
Gardeners Arms	Greene King	Pubs & Full On	Greene King	OX 2 6LX
Jee Saheb Restaurant	Independent Free	Restaurant	Independent Free	OX 2 6LX
Rabbit Hole	Independent Free	Pubs & Full On	Independent Free	OX 2 6LX
Cherwell Boat House	Independent Free	Restaurant	Independent Free	OX 2 6SR
Anchor	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	OX 2 6TT
Linton Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	OX 2 6UJ
Xian	Independent Free	Restaurant	Independent Free	OX 2 7AR
Dewdrop	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 2 7DX
Joe's Bar And Grill	Independent Free	Pubs & Full On	Independent Free	OX 2 7DX
Oxford City & County Bowls Club	Independent Free	Registered Club	Independent Free	OX 2 7EE
Oxford Kitchen	Independent Free	Restaurant	Independent Free	OX 2 7HQ
Dancing Dragon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX 2 7JF
Pizzeria Mama Mia No 1	Independent Free	Restaurant	Independent Free	OX 2 7JL
North Oxford Conservative Club	Independent Free	Registered Club	Independent Free	OX 2 7LH
Vine Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX 2 9QN
Royal British Legion Club	Independent Free	Registered Club	Independent Free	OX 3 0JW
Red Lion	Greene King	Pubs & Full On	Greene King	OX 3 0PH
Victoria Arms	Butcombe Brewery	Pubs & Full On	Liberation	OX 3 0PZ
Britannia Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 3 7AA
Butchers Arms	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	OX 3 7AN
Six Bells	Greene King	Pubs & Full On	Greene King	OX 3 8JN
Headington Conservative Club	Independent Free	Registered Club	Independent Free	OX 3 7BG
Corner House	Marston's	Pubs & Full On	Marston's	OX 3 7JF
White Horse	Greene King	Pubs & Full On	Greene King	OX 3 7SP
Ampleforth Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX 3 8HH
Monsoon	Independent Free	Restaurant	Independent Free	OX 3 8JN
Masons Arms	Independent Free	Pubs & Full On	Independent Free	OX 3 8LH
Royal Standard	Greene King	Pubs & Full On	Greene King	OX 3 9AJ
Headington Bowls Club	Independent Free	Registered Club	Independent Free	OX 3 9BH
White Hart	Everards	Pubs & Full On	Everards	OX 3 9DL
Hang Chow	Independent Free	Restaurant	Independent Free	OX 3 9ED
Black Boy	Everards	Pubs & Full On	Everards	OX 3 9HT
Viking Sports Club	Independent Free	Registered Club	Independent Free	OX 3 9HT
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
Port Mahon	Greene King	Pubs & Full On	Greene King	OX 4 1AW
Up In Arms	Dodo Pubs	Pubs & Full On	Dodo Pubs	OX 3 0EN
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

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Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
Hi-Lo	Independent Free	Restaurant	Independent Free	OX 4 1JB
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	OX 4 1JB
Atomic Burger	Independent Free	Restaurant	Independent Free	OX 4 1JE
Taberu	Independent Free	Restaurant	Independent Free	OX 4 1JE
Temple 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
Southfield Golf Club	Independent Free	Registered Club	Independent Free	OX 4 1PF
Black Swan	Greene King	Pubs & Full On	Greene King	OX 4 1QG
Rusty Bicycle	Dodo Pubs	Pubs & Full On	Arkells	OX 4 1RB
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
Cafe Baba	Independent Free	Pubs & Full On	Independent Free	OX 4 1UH
City Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX 4 1UR
Jin Jin Chinese Restaurant	Independent Free	Restaurant	Independent Free	OX 4 1UT
Cricketers Arms	Greene King	Pubs & Full On	Greene King	OX 4 2EZ
British Sub Aqua Club	Independent Free	Registered Club	Independent Free	OX 4 2EZ
Marsh Harrier	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	OX 4 2HH
Original Swan	Arkells	Pubs & Full On	Arkells	OX 4 2LF
Prince Of Wales	Greene King	Pubs & Full On	Greene King	OX 4 2QW
Oxford Harlequins Rugby Club	Independent Free	Registered Club	Independent Free	OX 4 2RL
Donnington Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OX 4 3AZ
Cowley Workers Social Club	Independent Free	Registered Club	Independent Free	OX 4 3LZ
Florence Park Community Centre	Independent Free	Registered Club	Independent Free	OX 4 3NH
Donnington Social Clubfriends Provident	Independent Free	Registered Club	Independent Free	OX 4 4BS
Jolly Postboys	Greene King	Pubs & Full On	Greene King	OX 4 3PH
City Of Oxford Rowing Club	Independent Free	Registered Club	Independent Free	OX 4 4BL
Hawkeell House Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	OX 4 4DZ
Tree Hotel	Omshanti Group	Pubs & Full On	Omshanti Group	OX 4 4EY
Golden Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX 4 4LQ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	OX 4 4LZ
George	Independent Free	Pubs & Full On	Independent Free	OX 4 4PU
Kings Arms	Greene King	Pubs & Full On	Greene King	OX 4 4YB
Catherine Wheel	Independent Free	Pubs & Full On	Independent Free	OX 4 4YP
Littlemore Rugby Club	Independent Free	Registered Club	Independent Free	OX 4 4FY
Indoor Bowls Association	Independent Free	Registered Club	Independent Free	OX 4 6LD
Oxford Stadium Supporters Club	Independent Free	Registered Club	Independent Free	OX 4 6LJ
Blackbird Leys Bowls	Independent Free	Registered Club	Independent Free	OX 4 6EU
White Horse Forrest Inn	Independent Free	Restaurant	Independent Free	OX33 1EH
Talkhouse	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	OX33 1EX
Oxford Student Union	Independent Free	Registered Club	Independent Free	OX33 1HX
Bridge	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX33 1JH
Kings Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX33 1LU
Sun Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OX33 1NB
New Club	Independent Free	Registered Club	Independent Free	OX33 1NJ
Holton Village Hall	Independent Free	Registered Club	Independent Free	OX33 1PS
Wheatley Rugby Club	Independent Free	Registered Club	Independent Free	OX33 1QL
Horspath Cricket Club	Independent Free	Registered Club	Independent Free	OX33 1RT
Queens Head	Independent Free	Pubs & Full On	Independent Free	OX33 1RU
Cricketers	Independent Free	Pubs & Full On	Independent Free	OX33 1TR
Cinnamons	Independent Free	Restaurant	Independent Free	OX33 1XP
King & Queen	Greene King	Pubs & Full On	Greene King	OX33 1XT

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Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
Crazy Bear	Crazy Bear	Pubs & Full On	Crazy Bear	OX44 7UR
Coach & Horses Inn	Independent Free	Pubs & Full On	Independent Free	OX44 7UX
Manor Bar Garsington	Greene King	Pubs & Full On	Greene King	OX44 9DF
Garsington Sports Club	Independent Free	Registered Club	Independent Free	OX44 9EL
Bat & Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX44 9HJ
Seven Stars	Independent Free	Pubs & Full On	Independent Free	OX44 9LP
Mole Inn	Independent Free	Pubs & Full On	Independent Free	OX44 9NG
Ock Mill	Whitbread	Pubs & Full On	Whitbread	OX14 1AD
Buttery Bar	Independent Free	Registered Club	Independent Free	OX 1 1DP
Thirst	Independent Free	Pubs & Full On	Independent Free	OX 1 1HH
Hertford College	Independent Free	Registered Club	Independent Free	OX 1 3BW
Pembroke College	Independent Free	Registered Club	Independent Free	OX 1 1DW
Nuffield College	Independent Free	Registered Club	Independent Free	OX 1 1NF
New Theatre	Ambassador Theatre Group Ltd	Pubs & Full On	Ambassador Theatre Group Ltd	OX 1 2AG
Old Fire Station	Independent Free	Pubs & Full On	Independent Free	OX 1 2AQ
Wig And Pen	Greene King	Restaurant	Greene King	OX 1 2AU
St Peters College	Independent Free	Registered Club	Independent Free	OX 1 2DL
Worcester College	Independent Free	Registered Club	Independent Free	OX 1 2HB
Old Parsonage Hotel	Independent Free	Pubs & Full On	Independent Free	OX 2 6NN
Somerville College	Independent Free	Registered Club	Independent Free	OX 1 2HP
Regents Park College	Independent Free	Registered Club	Independent Free	OX 1 2LB
Balliol College	Independent Free	Registered Club	Independent Free	OX 1 3BJ
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
Harris Manchester College	Independent Free	Registered Club	Independent Free	OX 1 3TD
Linacre College	Independent Free	Registered Club	Independent Free	OX 1 3JA
St Crosss College	Independent Free	Registered Club	Independent Free	OX 1 3LZ
Keble College	Independent Free	Registered Club	Independent Free	OX 1 3PG
New College	Independent Free	Registered Club	Independent Free	OX 1 3BN
Mansfield College	Independent Free	Registered Club	Independent Free	OX 1 3TF
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
Vincent's 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
Templeton College	Independent Free	Registered Club	Independent Free	OX 1 5NY
Abingdon Town Football & Social	Independent Free	Registered Club	Independent Free	OX14 3HP
Green College Common Room	Independent Free	Registered Club	Independent Free	OX 2 6HG
St Annes College Jcr Bar	Independent Free	Registered Club	Independent Free	OX 2 6HQ
St Anthonys College	Independent Free	Registered Club	Independent Free	OX 2 6JF
St Hughes College	Independent Free	Registered Club	Independent Free	OX 2 6LE
St Johns College	Independent Free	Registered Club	Independent Free	OX 1 3JP
Oxrad Sports & Social Club	Independent Free	Registered Club	Independent Free	OX 3 0NQ
Phoenix Sports Club	Independent Free	Registered Club	Independent Free	OX 3 9LB
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
East Oxford Community Centre	Independent Free	Registered Club	Independent Free	OX 4 1DD
Florence Park Bowls Club	Independent Free	Registered Club	Independent Free	OX 4 3NH
Berinsfield Social Club	Independent Free	Registered Club	Independent Free	OX10 7NB

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 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	214	99.0	82.8	120			
Proprietary Club	12	5.6	7.5	74			
Registered Club	103	47.7	28.7	166			
Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
Westminster College	Independent Free	Registered Club	Independent Free	OX 2 9AT
Cape Of Good Hope	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 4 1EA
Long Wall Hotel	Whitbread	Pubs & Full On	Whitbread	OX 4 2JT
My Sichuan	Independent Free	Restaurant	Independent Free	OX 1 2DF
Nags Head	Brakspear	Pubs & Full On	Brakspear	OX14 3HX
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	OX 1 2AT
Mission Burrito	Burrito	Restaurant	Burrito	OX 1 2DU
Oxford Playhouse	Independent Free	Pubs & Full On	Independent Free	OX 1 2LW
Brasserie Blanc	Blanc Brasseries	Restaurant	Blanc Brasseries	OX 2 6AG
Junior Common Room	Independent Free	Registered Club	Independent Free	OX 2 6HD
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
Angels Cocktail Bar	Independent Free	Pubs & Full On	Independent Free	OX 1 2HS
Freuds Cafe	Independent Free	Pubs & Full On	Independent Free	OX 2 6AH
Cafe Coco Restaurant & Bar	Independent Free	Pubs & Full On	Independent Free	OX 4 1HP
Coseners House Conference Centre	Independent Free	Pubs & Full On	Independent Free	OX14 3JD
Hinksey Hill Golf Course	Independent Free	Registered Club	Independent Free	OX 1 5AB
Merry Miller	Greene King	Pubs & Full On	Greene King	OX13 6JW
Chester Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OX 4 1SN
Cote	Cote Restaurants	Restaurant	Cote Restaurants	OX 1 2BE
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX 1 4DF
De Vere Oxford Thames	InterContinental Hotels Group	Pubs & Full On	Starwood Capital Group	OX 4 4GX
Cafe Tarifa	Independent Free	Pubs & Full On	Independent Free	OX 4 1JB
Pizza Express	Hony Capital	Restaurant	Hony Capital	OX 1 3EU
Pizza Express	Hony Capital	Restaurant	Hony Capital	OX14 3JF
Bridge Nightclub	Independent Free	Proprietary Club	Independent Free	OX 1 2EW
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	OX 1 2AF
Pan Pan	Independent Free	Restaurant	Independent Free	OX 4 1AG
Craft Burger	Independent Free	Restaurant	Independent Free	OX 3 7BL
Dil Raj	Independent Free	Restaurant	Independent Free	OX14 5AW
Antep	Independent Free	Restaurant	Independent Free	OX 4 1UH
Lady Margaret Hall	Independent Free	Registered Club	Independent Free	OX 2 6QE
Trinity College	Independent Free	Registered Club	Independent Free	OX 1 3BN
Undercroft Bar	Independent Free	Pubs & Full On	Independent Free	OX 1 1DP
Oriel College	Independent Free	Registered Club	Independent Free	OX 1 4EW
St Annes College Bar	Independent Free	Registered Club	Independent Free	OX 2 6HS
New College Pavilion	Independent Free	Registered Club	Independent Free	OX 1 3TJ
Merton College Sportsground	Independent Free	Registered Club	Independent Free	OX 1 3UQ
Wolfson College Bottle Bar	Independent Free	Registered Club	Independent Free	OX 2 6UD
Railway Inn	Independent Free	Pubs & Full On	Independent Free	OX14 3BT
Jcr Wadham College	Independent Free	Registered Club	Independent Free	OX 1 3PN
Branca	Independent Free	Restaurant	Independent Free	OX 2 6AJ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	OX 4 4XP
Oxford City Football Club	Independent Free	Registered Club	Independent Free	OX 3 0NQ
Oxford United Football Club	Independent Free	Proprietary Club	Independent Free	OX 4 4XP
Oxford University Rugby Club	Independent Free	Registered Club	Independent Free	OX 4 1SR
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	OX 1 2BE
Love Jericho	Independent Free	Pubs & Full On	Independent Free	OX 2 6AA
Gees	Mogford Ltd	Restaurant	Mogford Ltd	OX 2 6PE
Ginos Spaghetti House	Independent Free	Restaurant	Independent Free	OX 1 2DF
Kiss	Independent Free	Proprietary Club	Independent Free	OX 1 1JD
No.1 Ship Street	Independent Free	Restaurant	Independent Free	OX 1 3DA
Pierre Victoire	Independent Free	Restaurant	Independent Free	OX 1 2HP

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Proprietary Club	12	5.6	7.5	74			
Registered Club	103	47.7	28.7	166			
Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
William Morris	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX 4 3LR
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
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	OX 4 4XP
Ozone Multiplex Cinema	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
David Lloyd Leisure	David Lloyd Leisure Ltd	Proprietary Club	David Lloyd Leisure Ltd	OX 4 2JY
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	OX 2 6AE
Mamma Mia Jericho	Independent Free	Restaurant	Independent Free	OX 2 6EB
Gala Bingo	Gala Group	Proprietary Club	Gala Group	OX 4 4XP
Karma Restaurant	Independent Free	Restaurant	Independent Free	OX 4 2EA
Tilsley Park	Independent Free	Proprietary Club	Independent Free	OX14 1PU
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX 1 1AY
Moya	Independent Free	Restaurant	Independent Free	OX 4 1AR
Oxford Brookes Student Union	Independent Free	Registered Club	Independent Free	OX 3 0BP
St Catherines College	Independent Free	Registered Club	Independent Free	OX 1 3UJ
Territorial Army Centre	Independent Free	Registered Club	Independent Free	OX 3 7FJ
Uddins Restaurant	Independent Free	Restaurant	Independent Free	OX 2 6AH
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
Prezzo	Prezzo plc	Restaurant	Prezzo plc	OX 1 2AY
Swan & Castle	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX 1 1AB
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	OX 1 2BY
Glee Club	Glee Club	Pubs & Full On	Glee Club	OX 1 2EW
Kassam Stadium Conference And Events	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
Nomad Bar	Independent Free	Restaurant	Independent Free	OX 1 1HH
Lemon Chellow	Independent Free	Restaurant	Independent Free	OX14 5AL
Pompette	Independent Free	Restaurant	Independent Free	OX 2 7LJ
Gourmet Burger Kitchen	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	OX 1 2AY
Varsity Club	Independent Free	Proprietary Club	Independent Free	OX 1 4DB
Black Swan	Greene King	Pubs & Full On	Greene King	OX14 3QH
Bangkok House	Independent Free	Restaurant	Independent Free	OX 1 2EP
Sushimania	Sushimania	Restaurant	Sushimania	OX 1 1JD
Oxy Oriental	Independent Free	Restaurant	Independent Free	OX 4 4XP
Oxford Brookes University	Independent Free	Registered Club	Independent Free	OX 2 9AT
La Cucina	Independent Free	Restaurant	Independent Free	OX 4 1AB
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	OX 1 2BQ
Glut	Independent Free	Restaurant	Independent Free	OX 1 2BQ
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	OX 4 4XP
Jericho Cafe	Independent Free	Pubs & Full On	Independent Free	OX 2 6AJ
El Rincon	Independent Free	Restaurant	Independent Free	OX 2 7JN
First Floor Restaurant	Independent Free	Restaurant	Independent Free	OX 4 1UE
Magdalen Centre	Independent Free	Pubs & Full On	Independent Free	OX 4 4GA
Kellogg College	Independent Free	Registered Club	Independent Free	OX 2 6PN
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	OX14 5AN
4500 Miles From Dehli	Independent Free	Restaurant	Independent Free	OX 1 1JD
Blackbird	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX 4 6HT
Ashmolean Dining Room	Benugo Ltd	Restaurant	Benugo Ltd	OX 1 2PH
Cafe Moma	Independent Free	Pubs & Full On	Independent Free	OX 1 1BP
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

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Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

Name	Description	License Type	Owner Name	Postcode
North Wall	Independent Free	Pubs & Full On	Independent Free	OX 2 7JN
Folly	Independent Free	Pubs & Full On	Independent Free	OX 1 4JU
Bar Aroma	Unknown	Pubs & Full On	Unknown	OX 4 1UH
Bella Napoli	Independent Free	Restaurant	Independent Free	OX14 3LH
Angrid Thai	Independent Free	Restaurant	Independent Free	OX 1 2BT
Majliss	Independent Free	Restaurant	Independent Free	OX 4 1JE
Tiffins Tandoori	Independent Free	Restaurant	Independent Free	OX14 3QH
Edward Brooks Barracks	Independent Free	Registered Club	Independent Free	OX13 6HW
Remont Oxford Hotel	Independent Free	Pubs & Full On	Independent Free	OX 2 7PL
Zabb Thai Restaurant	Independent Free	Restaurant	Independent Free	OX14 5BZ
Parasol	Independent Free	Restaurant	Independent Free	OX14 3HG
Joint Service Signals Organisation	Independent Free	Registered Club	Independent Free	OX13 6JB
Marlborough House Hotel	Omshanti Group	Pubs & Full On	Omshanti Group	OX 2 7NY
Spice Lounge	Independent Free	Restaurant	Independent Free	OX 2 7AR
Kazbar	Independent Free	Restaurant	Independent Free	OX 4 1HP
Narrows	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX14 5BB
Sushi Corner	Independent Free	Restaurant	Independent Free	OX 4 1JE
Arbequina	Independent Free	Restaurant	Independent Free	OX 4 1JB
Sojo Restaurant	Independent Free	Restaurant	Independent Free	OX 1 3DA
George Street Social	City Pub Company	Pubs & Full On	City Pub Company	OX 1 2DH
Pieminister	Pie Minister Limited	Restaurant	Pie Minister Limited	OX 1 3EF
Oxford Castle	Independent Free	Pubs & Full On	Independent Free	OX 1 1AY
Rhodes House	Independent Free	Pubs & Full On	Independent Free	OX 1 3RG
St Aldates Parish Centre	Independent Free	Pubs & Full On	Independent Free	OX 1 1BP
S Howard B & B	Independent Free	Residential	Independent Free	OX14 5EB
Benugo	Benugo Ltd	Pubs & Full On	Benugo Ltd	OX 1 3BG
Added Ingredients	Independent Free	Pubs & Full On	Independent Free	OX14 3JP
Vanbrugh House Hotel	Independent Free	Pubs & Full On	Independent Free	OX 1 2EB
Oxford Garden Centre	Unknown	Restaurant	Unknown	OX 1 5AR
Hampton By Hilton	Atlas Hotels	Pubs & Full On	Atlas Hotels	OX 4 4XP
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	OX 1 4XG
Banana Tree	Banana Tree Restaurants Ltd	Restaurant	Banana Tree Restaurants Ltd	OX 1 2BQ
Barton Community Pavilion	Independent Free	Registered Club	Independent Free	OX 3 9LA
Oxford Wine Cafe	Independent Free	Pubs & Full On	Independent Free	OX 1 2HU
Cosmo	Cosmo Group	Restaurant	Cosmo Group	OX 1 3AD
Pablo Lounge	Loungers	Pubs & Full On	Loungers	OX14 3QY
Templars Bar & Kitchen	Independent Free	Pubs & Full On	Independent Free	OX 4 3YJ
Busaba	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	OX 1 2AU
Five Guys	Five Guys	Restaurant	Five Guys	OX 1 3AE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	OX 1 1NZ
Junkyard Golf	Junkyard Golf Club Limited	Pubs & Full On	Junkyard Golf Club Limited	OX 1 1PB
Alchemist	The 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
Tommy's Burger Joint	Independent Free	Restaurant	Independent Free	OX 1 1TR
Victors	East Coast Concepts Ltd	Restaurant	East Coast Concepts Ltd	OX 1 1PG

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Restaurant	112	51.8	32.5	159			
Residential	2	0.9	2.8	33			

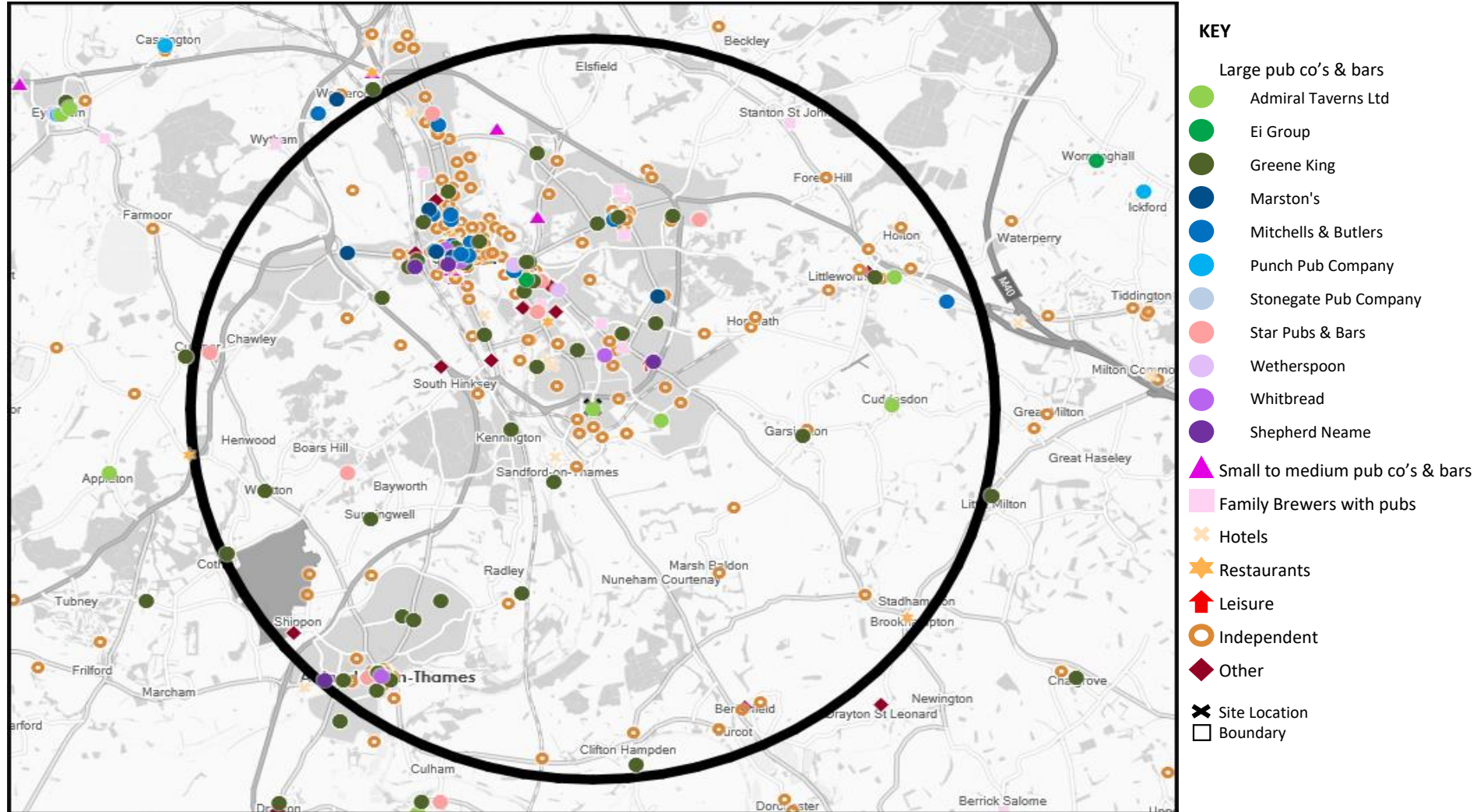
Name	Description	License Type	Owner Name	Postcode
Curzon	Curzon Artifical Eye Ltd	Pubs & Full On	Curzon Artifical Eye Ltd	OX 1 1LD
Js Sports Bar	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
Mowgli	Mowgli	Restaurant	Mowgli	OX 1 1PG
Plough	Independent Free	Pubs & Full On	Independent Free	OX 1 3HA
Tipsy Mercer	Independent Free	Pubs & Full On	Independent Free	OX14 5AX
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
Black Sheep Coffee	Black Sheep Coffee	Restaurant	Black Sheep Coffee	OX 1 2AF
Oxo Bar	Independent Free	Pubs & Full On	Independent Free	OX 1 2AQ
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
Que Pasa	Independent Free	Restaurant	Independent Free	OX14 5AX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	OX 2 0DJ
Tile Shop Alehouse	Independent Free	Pubs & Full On	Independent Free	OX 3 7BX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	OX 1 1BE
Rose Hill Community Centre	Independent Free	Registered Club	Independent Free	OX 4 4HF
Gravitee Golf	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
Lynrace Spirit	Independent Free	Pubs & Full On	Independent Free	OX 2 6EB

MAP OF AREA

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Source: OS Open Data 2018














Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 Mile contour)
Base: Great Britain
Year: 2022

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Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
      	1	Affluent Achievers	23,664	30.3	22.0	138	
	2	Rising Prosperity	15,750	20.1	10.3	196	
	3	Comfortable Communities	15,537	19.9	26.3	76	
	4	Financially Stretched	13,667	17.5	23.7	74	
	5	Urban Adversity	9,287	11.9	17.4	68	
	6	Not Private Households	295	0.4	0.3	113	
Total households		78,200					

Acorn Category Pen Portrait

1

Affluent Achievers

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+

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

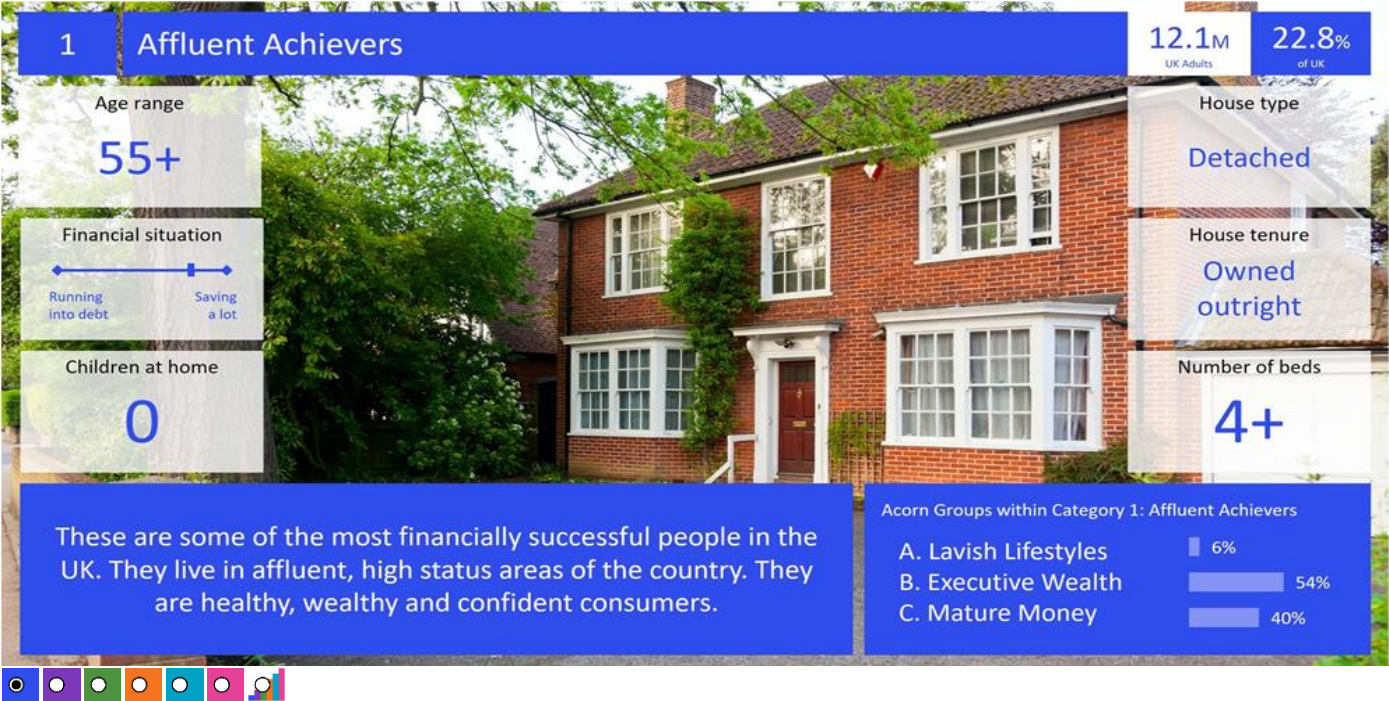
6%

B. Executive Wealth

54%

C. Mature Money

40%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 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	2,444	3.1	1.1	283		
1.B Executive Wealth	13,384	17.1	11.2	152		
1.C Mature Money	7,836	10.0	9.6	104		
2. Rising Prosperity						
2.D City Sophisticates	4,643	5.9	4.0	148		
2.E Career Climbers	11,107	14.2	6.3	226		
3. Comfortable Communities						
3.F Countryside Communities	470	0.6	5.7	10		
3.G Successful Suburbs	4,359	5.6	5.9	95		
3.H Steady Neighbourhoods	3,496	4.5	7.4	61		
3.I Comfortable Seniors	1,233	1.6	2.9	55		
3.J Starting Out	5,979	7.6	4.4	172		
4. Financially Stretched						
4.K Student Life	3,424	4.4	2.5	177		
4.L Modest Means	1,092	1.4	7.9	18		
4.M Striving Families	6,890	8.8	7.5	118		
4.N Poorer Pensioners	2,261	2.9	5.8	50		
5. Urban Adversity						
5.O Young Hardship	733	0.9	6.2	15		
5.P Struggling Estates	3,313	4.2	5.9	72		
5.Q Difficult Circumstances	5,241	6.7	5.3	127		
6. Not Private Households						
6.R Not Private Households	295	0.4	0.3	113		
Total households	78,200					

Acorn Group Pen Portrait

1 B Executive Wealth

6.5M
UK Adults12.3%
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



FINANCIAL PROFILE



BRANDS



DIGITAL AND TECH



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 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	148	0.2	0.1	203			
	1.A.2 Metropolitan money	520	0.7	0.2	441			
	1.A.3 Large house luxury	1,776	2.3	0.9	263			
1.B Executive Wealth								
	1.B.4 Asset rich families	2,796	3.6	2.6	136			
	1.B.5 Wealthy countryside commuters	1,536	2.0	2.4	80			
	1.B.6 Financially comfortable families	810	1.0	2.2	47			
	1.B.7 Affluent professionals	4,250	5.4	0.8	642			
	1.B.8 Prosperous suburban families	3,237	4.1	1.5	271			
	1.B.9 Well-off edge of towners	755	1.0	1.6	60			
1.C Mature Money								
	1.C.10 Better-off villagers	3,048	3.9	3.0	129			
	1.C.11 Settled suburbia, older people	3,300	4.2	2.8	149			
	1.C.12 Retired and empty nesters	620	0.8	2.5	32			
	1.C.13 Upmarket downsizers	868	1.1	1.3	86			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	3,466	4.4	0.7	634			
	2.D.15 Younger professionals in smaller flats	576	0.7	1.5	49			
	2.D.16 Metropolitan professionals	332	0.4	0.8	54			
	2.D.17 Socialising young renters	269	0.3	1.0	34			
2.E Career Climbers								
	2.E.18 Career driven young families	1,340	1.7	1.9	89			
	2.E.19 First time buyers in small, modern homes	9,321	11.9	3.3	357			
	2.E.20 Mixed metropolitan areas	446	0.6	1.0	56			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	5	0.0	1.5	0			
	3.F.22 Older couples and families in rural areas	43	0.1	1.0	5			
	3.F.23 Owner occupiers in small towns and villages	422	0.5	3.2	17			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,084	1.4	2.7	52			
	3.G.25 Larger family homes, multi-ethnic areas	1,799	2.3	0.8	282			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,476	1.9	2.4	78			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	517	0.7	3.4	19			
	3.H.28 Owner occupied terraces, average income	1,048	1.3	1.6	84			
	3.H.29 Established suburbs, older families	1,931	2.5	2.3	106			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	751	1.0	2.4	40			
	3.I.31 Elderly singles in purpose-built accommodation	482	0.6	0.5	127			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	3,439	4.4	2.1	207			
	3.J.33 Smaller houses and starter homes	2,540	3.2	2.3	140			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	1,070	1.4	0.4	388			
	4.K.35 Term-time terraces	1,356	1.7	0.3	659			
	4.K.36 Educated young people in flats and tenements	998	1.3	1.9	69			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	668	0.9	1.4	60			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	408	0.5	2.6	20			
	4.L.39 Fading owner occupied terraces	16	0.0	2.9	1			
	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	2,261	2.9	1.6	183			
	4.M.42 Struggling young families in post-war terraces	2,284	2.9	1.6	178			
	4.M.43 Families in right-to-buy estates	2,120	2.7	2.1	132			
	4.M.44 Post-war estates, limited means	225	0.3	2.2	13			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	431	0.6	0.8	70			
	4.N.46 Elderly people in social rented flats	699	0.9	1.1	84			
	4.N.47 Low income older people in smaller semis	431	0.6	2.3	24			
	4.N.48 Pensioners and singles in social rented flats	700	0.9	1.7	52			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	330	0.4	2.2	19			
	5.O.50 Struggling younger people in mixed tenure	359	0.5	1.8	26			
	5.O.51 Young people in small, low cost terraces	44	0.1	2.3	2			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	165	0.2	1.6	13			
	5.P.53 Low income terraces	356	0.5	0.8	54			
	5.P.54 Multi-ethnic, purpose-built estates	189	0.2	1.1	22			
	5.P.55 Deprived and ethnically diverse in flats	154	0.2	0.8	25			
	5.P.56 Low income large families in social rented semis	2,449	3.1	1.6	194			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	2,905	3.7	1.5	246			
	5.Q.58 Singles and young families, some receiving benefits	787	1.0	1.8	57			
	5.Q.59 Deprived areas and high-rise flats	1,549	2.0	2.0	99			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	123	0.2	0.1	268			
	6.R.61 Inactive communal population	172	0.2	0.3	80			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		78,200						

CATEGORY

GROUP

TYPE

MAP

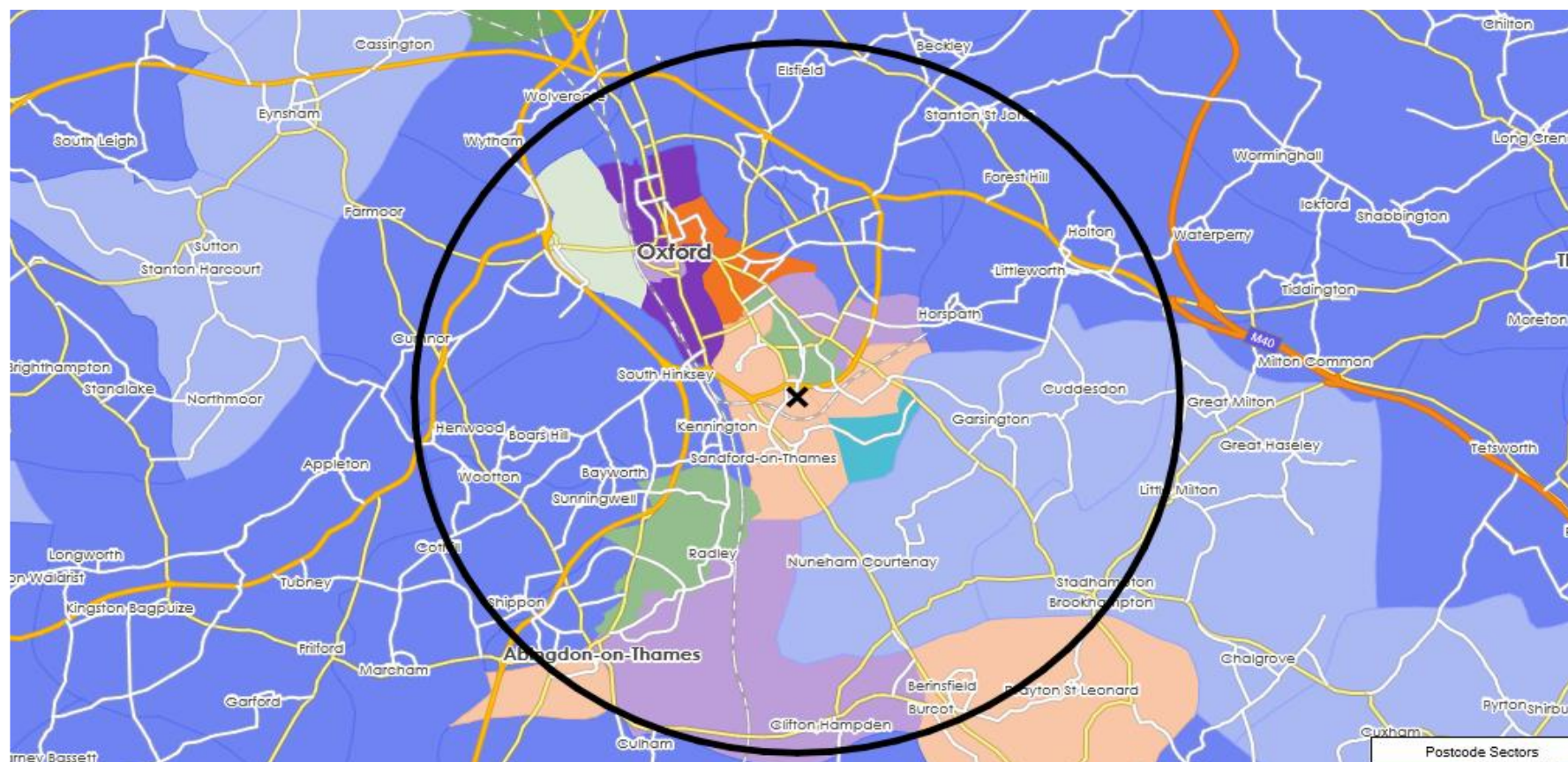
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04216_Golden Ball, Littlemore, OX4 4LQ (5 Mile contour)

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Source: OS Open Data 2018



CATEGORY

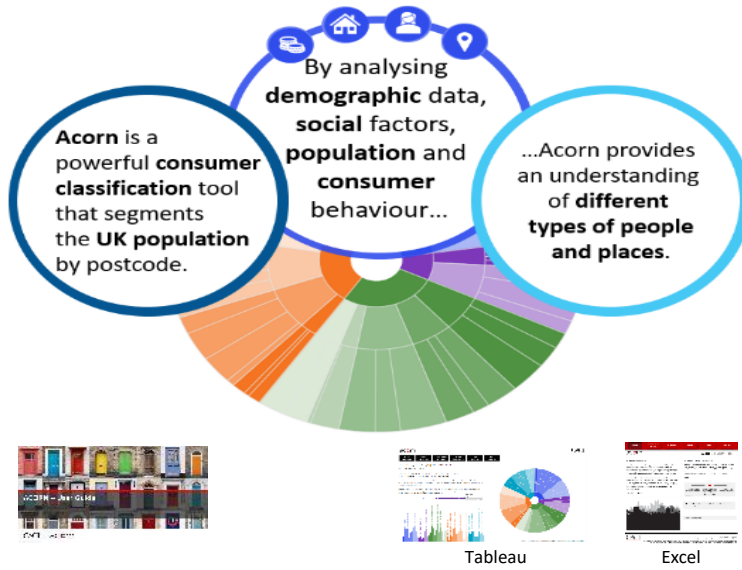
GROUP

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
	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		

