

# **CGA LICENCED PREMISES - LICENCES**

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Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 M

Pubs and Bars   Branded Food Pub	Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100 200
Cockail Biar 0 0 0.0 1.4 0 Community Pub 8 8 38.4 26.8 14.3							
Community Pub   Residence							
Craft Bar							
Educational Bar	•						
Late Night Bar       0       0.0       2.0       0         Themed Bar       0       0.0       0.5       0         Themed Pub       0       0.0       0.3       0         Unbranded Food Pub       0       0.0       8.9       0         Wine Bar       0       0.0       8.9       0         Wine Bar       0       0.0       1.0       0         Restaurants and Cafes         Bar Restaurant       0       0.0       5.0       0         Cafe/Delicatessen       0       0.0       1.8       0         Casual Dining Restaurant       0       0.0       7.6       0         Restaurant       0       0.0       7.6       0         Accommodation and Functions         Conference/Exhibition/Function/Banquet       2       9.6       3.6       269         Conference/Exhibition/Function/Banquet       2       9.6       10.8       89         Sports and Community         Bowling Alley       0       0.0       2.5       0         Sports and Community         Bowling Alley       0       0.0       0.5							
Themed Bar							
Themed Pub	<u>o</u>						
Unbramed High Street Pub							
Unthemed High Street Pub   0							
Restaurants and Cafes							
Restaurants and Cafes   Bar Restaurant   0 0 0.0 5.0 0   0 0.0							
Bar Restaurant 0 0 0.0 5.0 0 Cafe/Delicatessen 0 0 0.0 1.8 0 Cafe/Delicatessen 0 0 0.0 1.8 0 Casual Dining Restaurant 0 0 0.0 7.6 0 Casual Dining Restaurant 0 0 0.0 21.7 0 Casual Dining Restaurant 0 0 0.0 21.7 0 Conference/Exhibition/Function/Banquet 2 9.6 3.6 269 Couest/Boarding House 0 0 0.0 2.5 0 Conference/Exhibition/Function/Banquet 2 9.6 10.8 89 Couest/Boarding House 0 0 0.0 2.5 0 Couest/Boarding House 0 0 0.0 0.2 5 0 Couest/Boarding House 0 0 0.0 0.3 0 Commercially Run Sports Venue/Stadium 0 0 0.0 0.5 0 Commercially Run Sports Venue/Stadium 0 0 0.0 0.5 0 Commercially Run Sports Club 1 4.8 3.1 153 Couest Club 1 4.8 3.1 153 Couest Club 1 4.8 3.1 153 Couest Club 1 5.0 Couest Club 1	White But	Ŭ	0.0	1.0	Ü		
Care/Delicatessen       0       0.0       1.8       0         Casual Dining Restaurant       0       0.0       7.6       0         Restaurant       0       0.0       7.6       0         Accomodation and Functions       0       0.0       2.7       0         Conference/Exhibition/Function/Banquet       2       9.6       3.6       269         Guest/Boarding House       0       0.0       2.5       0         Hotel       2       9.6       10.8       89         Sports and Community         Sowling Alley       0       0.0       0.3       0         Commercially Run Sports Venue/Stadium       0       0.0       0.5       0         Golf Club       1       4.8       3.1       153         Local Sports Club       1       4.8       3.1       153         Snooker Club       0       0.0       0.0       0         Sports and Leisure Centre       0       0.0       0.0       0         Entertainment and Leisure         Arena       0       0.0       0.0       0         Biligo Hall       0       0.0       0.0	Restaurants and Cafes						
Casual Dining Restaurant       0       0.0       7.6       0         Restaurant       0       0.0       21.7       0         Accomodation and Functions         Conference/Exhibition/Function/Banquet       2       9.6       3.6       269         Guest/Boarding House       0       0.0       2.5       0         Hotel       2       9.6       10.8       89         Sports and Community         Bowling Alley       0       0.0       0.3       0         Commercially Run Sports Venue/Stadium       0       0.0       0.5       0         Golf Club       1       4.8       3.1       153         Local Sports Club       3       14.4       11.9       121         Snooker Club       3       14.4       11.9       121         Spa and Country Club       3       14.4       12.0       120         Spar and Leisure Centre       0       0.0       0.2       0         Entertainment and Leisure         Entertainment and Leisure         Casino       0       0.0       0.0       0         Gasino       0       0.0       0.0       <	Bar Restaurant						
Restaurant	•						
Accomodation and Functions  Conference/Exhibition/Function/Banquet 2 9.6 3.6 269 Guest/Boarding House 0 0.0 2.5 0 Hotel 2 9.6 10.8 89  Sports and Community  Sowling Alley 0 0.0 0.3 0 Commercially Run Sports Venue/Stadium 0 0.0 0.5 0 Golf Club 1 4.8 3.1 153 Local Sports Club 3 14.4 11.9 121 Snooker Club 0 0.0 0.0 0.0 Social Club 3 14.4 12.0 120 Spar and Country Club 3 14.4 12.0 120 Spar and Country Club 0 0.0 0.0 0.2 0  Sports and Leisure Centre  Parena 0 0.0 0.0 0.2 0  Entertainment and Leisure  Arena Ballroom Bingo Hall 0 0.0 0.0 0.0 0.0 Bingo Hall 0 0.0 0.0 0.0 0.0 Cinema 0 0.0 0.0 0.5 0 Holiday/Caravan Park Nightclub 0 0.0 0.0 1.3 0 Nightclub 0 0.0 0.0 0.0 Nightclub 0 0 0.0 0.0 0.0 Nightclub Nightclub 0 0 0.0 0.0 0.0 Nightclub	<u> </u>						
Conference/Exhibition/Function/Banquet	Restaurant	0	0.0	21.7	0		
Conference/Exhibition/Function/Banquet	Accomodation and Functions						
Sports and Community   Switch   Switc		2	9.6	3.6	269		
Sports and Community   Sports and Sports Venue/Stadium   O							
Bowling Alley							
Bowling Alley	Sports and Community						
Commercially Run Sports Venue/Stadium  Golf Club  1 4.8 3.1 153  Local Sports Club  3 14.4 11.9 121  Snooker Club  Social Club  3 14.4 12.0 120  Spa and Country Club  Spa and Country Club  Sports and Leisure Centre  O 0.0 0.0 0.0 0.0  Entertainment and Leisure  Arena  O 0.0 0.0 0.0 0.0  Billroom  O 0.0 0.0 0.0 0.0  Bingo Hall  O 0.0 0.0 0.4 0  Casino  Cinema  O 0.0 0.0 0.2 0  Holiday/Caravan Park  Nightclub  Street Market  O 0.0 0.0 0.0 0.0  Theatre		0	0.0	0.3	0		
Golf Club Local Sports Club Sonoker Club Social Club Social Club Social Club Spa and Country Club Sports and Leisure Centre  Centertainment and Leisure Arena Ballroom Bingo Hall Casino Cinema Holiday/Caravan Park Nightclub Street Market O D D D D D D D D D D D D D D D D D D	· .						
Local Sports Club       3       14.4       11.9       121         Snooker Club       0       0.0       0.0       0         Social Club       3       14.4       12.0       120         Spa and Country Club       0       0.0       0.2       0         Sports and Leisure Centre       0       0.0       1.9       0         Entertainment and Leisure         Arena       0       0.0       0.0       0         Ballroom       0       0.0       0.0       0         Bingo Hall       0       0.0       0.4       0         Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       0.0       0							
Snooker Club         0         0.0         0.0         0           Social Club         3         14.4         12.0         120           Spa and Country Club         0         0.0         0.2         0           Sports and Leisure Centre         0         0.0         1.9         0           Entertainment and Leisure           Arena         0         0.0         0.0         0           Ballroom         0         0.0         0.0         0           Bingo Hall         0         0.0         0.4         0           Casino         0         0.0         0.2         0           Cinema         0         0.0         0.5         0           Holiday/Caravan Park         0         0.0         1.3         0           Nightclub         0         0.0         0.0         0           Street Market         0         0.0         0.0         0           Theatre         0         0.0         1.0         0							
Social Club         3         14.4         12.0         120           Spa and Country Club         0         0.0         0.2         0           Sports and Leisure Centre         0         0.0         1.9         0           Entertainment and Leisure         0         0.0         0.0         0         0           Ballroom         0         0.0         0.0         0							
Spa and Country Club       0       0.0       0.2       0         Sports and Leisure Centre       0       0.0       1.9       0         Entertainment and Leisure         Arena       0       0.0       0.0       0         Ballroom       0       0.0       0.0       0         Bingo Hall       0       0.0       0.4       0         Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0							
Entertainment and Leisure         0         0.0         1.9         0           Arena         0         0.0         0.0         0           Ballroom         0         0.0         0.0         0           Bingo Hall         0         0.0         0.4         0           Casino         0         0.0         0.2         0           Cinema         0         0.0         0.5         0           Holiday/Caravan Park         0         0.0         1.3         0           Nightclub         0         0.0         1.2         0           Street Market         0         0.0         0.0         0           Theatre         0         0.0         1.0         0							
Arena       0       0.0       0.0       0         Ballroom       0       0.0       0.0       0         Bingo Hall       0       0.0       0.4       0         Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0			0.0		0		
Arena       0       0.0       0.0       0         Ballroom       0       0.0       0.0       0         Bingo Hall       0       0.0       0.4       0         Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0	Establishment and latera						
Ballroom       0       0.0       0.0       0         Bingo Hall       0       0.0       0.4       0         Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0		0	0.0	0.0	0		
Bingo Hall       0       0.0       0.4       0         Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0							
Casino       0       0.0       0.2       0         Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0							
Cinema       0       0.0       0.5       0         Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0	•						
Holiday/Caravan Park       0       0.0       1.3       0         Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0							
Nightclub       0       0.0       1.2       0         Street Market       0       0.0       0.0       0         Theatre       0       0.0       1.0       0							
Street Market         0         0.0         0.0         0           Theatre         0         0.0         1.0         0							
Theatre 0 0.0 1.0 0	•						
Unknown 0 0.0 0.0 0							
	Unknown	0	0.0	0.0	0		



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Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 M

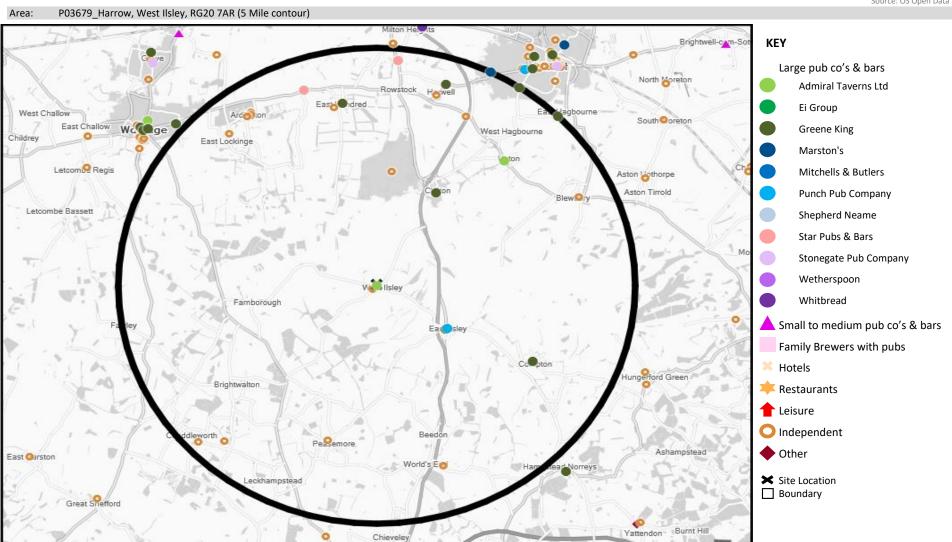
Name	Description	License Type	Owner Name	Postcode
Rose & Crown	Greene King	Community Pub	Greene King	OX11 ORZ
Fleur De Lys	Greene King	Community Pub	Greene King	OX11 9LN
Hart Of Harwell	Greene King	Unbranded Food Pub	Greene King	OX11 0EH
Rutherford Appleton Lab Recreation	Independent Free	Social Club	Independent Free	OX11 0QX
Royal Oak	Greene King	Community Pub	Greene King	OX11 8QR
George & Dragon	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	OX11 9JJ
Blueberry	Independent Free	Unbranded Food Pub	Independent Free	OX11 9NU
Wheatsheaf	Greene King	Community Pub	Greene King	OX12 8JY
Extraordinary Hare	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	OX12 8RH
Eyston Arms	Unknown	Community Pub	Unknown	OX12 8JY
Boars Head	Independent Free	Community Pub	Independent Free	OX12 8QA
Pack Horse Inn	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	OX13 6AG
Harrow Inn	Admiral Taverns Ltd	<b>Unbranded Food Pub</b>	Admiral Taverns Ltd	RG20 7AR
West Berkshire Golf Club	Independent Free	Golf Club	Independent Free	RG20 7DU
Fox & Hounds	Independent Free	<b>Unbranded Food Pub</b>	Independent Free	RG20 7JN
Swan Inn	Greene King	Community Pub	Greene King	RG20 7LF
Crown & Horns	Punch Pub Company	Hotel	Punch Pub Company	RG20 7LH
Coach	Independent Free	Unbranded Food Pub	Independent Free	RG20 8SD
lbex Inn	Independent Free	Unbranded Food Pub	Independent Free	RG20 7ER
Ardington Sports Club	Independent Free	Local Sports Club	Independent Free	OX12 8PF
Kingswell Hotel & Restaurant	Independent Free	Hotel	Independent Free	OX11 OLZ
West Ilsley Cricket Club	Independent Free	Local Sports Club	Independent Free	RG20 7AT
Compton Swan	Greene King	Unbranded Food Pub	Greene King	RG20 6NJ
Milton United Football Club	Independent Free	Local Sports Club	Independent Free	OX13 6AG
East Hendred Community Centre	Independent Free	Social Club	Independent Free	OX12 8LA
Loyd Lindsay Rooms	Independent Free	Conference/Exhibition/	Independent Free	OX12 8PS
Barton House	Independent Free	Conference/Exhibition/	Independent Free	OX12 8QD
Station Garden	Marston's	Unbranded Food Pub	Marston's	OX11 6GR
Harwellian Club	Independent Free	Social Club	Independent Free	OX11 0LG



## **MAP OF AREA**

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Source: OS Open Data 2018





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

## **ACORN CATEGORY PROFILE - HOUSEHOLDS**

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P03679\_Harrow, West Ilsley, RG20 7AR (5 Mile contour) Area: **Great Britain** 

Base: Year: 2024

Acorn Cat	tegory D	escription	Area Profile	% for Area	% for Base	Index 0	100	200
							_	
	1	Luxury Lifestyles	293	3.4	3.1	110		
	2	Established Affluence	2,963	34.5	12.3	281		
	3	Thriving Neighbourhoods	3,561	41.4	22.6	183		
	4	Steadfast Communities	1,381	16.1	25.2	64		
	5	Stretched Society	311	3.6	21.1	17		
	6	Low Income Living	80	0.9	15.4	6		
	7	Not Private Households	3	0.0	0.4	9		

Total households 8,592

### **Acorn Category Pen Portrait**







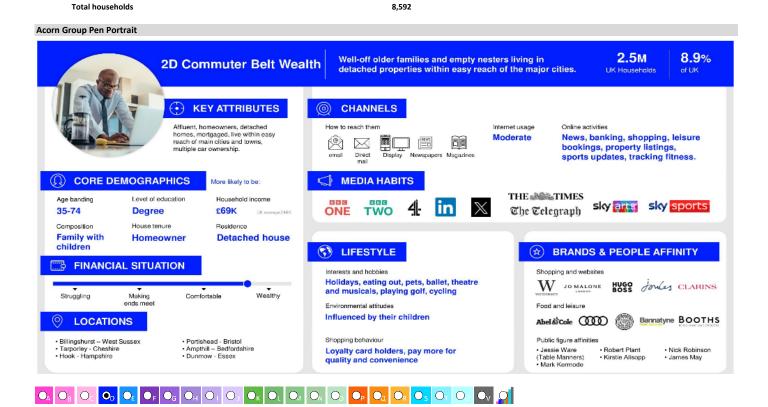


CATEGORY GROUP TYPE MAP WHAT IS ACORN?

### **ACORN GROUP PROFILE - HOUSEHOLDS**

Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 Mile contour)

corn Group De	scription	Area Profile	% for Area	% for Base	Index 0	100	20
1. Luxury	/ Lifestyles						
1.A	Exclusive Addresses	0	0.0	0.3	0		
1.B	Flourishing Capital	0	0.0	1.0	0		
1.C	Upmarket Families	293	3.4	1.8	186		
2. Establ	ished Affluence						
2.D	Commuter Belt Wealth	2,875	33.5	9.1	368		
2.E	Prosperous Professionals	88	1.0	3.2	32		
3. Thrivi	ng Neighbourhoods						
3.F	Mature Success	645	7.5	7.0	107		
3.G	Settled Suburbia	624	7.3	5.2	140		
3.H	Metropolitan Surroundings	0	0.0	1.6	0		
3.1	Up-and-coming Urbanites	313	3.6	3.2	114		
3.J	Aspiring Communities	1,979	23.0	5.5	415		
4. Stead	fast Communities						
4.K	Semi-rural Maturity	512	6.0	6.7	88		
4.L	Traditional Homeowners	194	2.3	6.0	38		
4.M	Family Renters	563	6.6	4.6	143		
4.N	Urban Diversity	0	0.0	2.6	0		
4.0	Stable Seniors	112	1.3	5.3	24		
5. Stretc	hed Society						
5.P	Tenant Living	105	1.2	8.3	15		
5.Q	Limited Budgets	158	1.8	5.2	35		
5.R	Hard-up Households	48	0.6	7.6	7		
6. Low Ir	ncome Living						
6.S	Cash-strapped Families	0	0.0	7.3	0		
6.T	Constrained Pensioners	58	0.7	3.3	20		
6.U	Challenging Circumstances	22	0.3	4.8	5		
	rivate Households						
7.V	Not Private Households	3	0.0	0.4	9		







CATEGORY GROUP TYPE MAP WHAT IS ACORN?



## **ACORN TYPE PROFILE - HOUSEHOLDS**

Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 Mile contour)

Base: Great Britain



ase: Great Britain ear: 2024							1	l))de Profi	le %
Acorn Type Description			Area Profile	% for Area	% for Base	Index	0	100	200
1.A Exclusive Addresses	1 1 1	High flyars in Lyuna anartments and townhouses	0	0.0	0.1	0			
	1.A.1 1.A.2 1.A.3	High-flyers in luxury apartments and townhouses Wealthy, gentrified areas Asset-rich, out-of-town older families	0 0 0	0.0 0.0 0.0	0.1 0.1 0.1	0			
1.B Flourishing Capital	1.B.4	High-end professionals in city flats	0	0.0	0.5	0			
1.C Upmarket Families	1.B.5	Successful young families in smart urban areas	0	0.0	0.5	0			
Established Affluence	1.C.6 1.C.7	Executives in expensive suburban houses Prosperous families in green-belt areas with substantial homes	293 0	3.4 0.0	1.1 0.8	<b>325</b> 0			
2.D Commuter Belt Wealth	2.D.8	Affluent, older homeowners	1,153	13.4	2.1	624			
	2.D.9 2.D.10 2.D.11		15 0 1,502	0.2 0.0 17.5	1.6 1.1 2.1	11 0 <b>825</b>			
2.E Prosperous Professionals	2.D.12		205	2.4	2.2	111		•	
·	2.E.13 2.E.14	Families in leafy suburbs Upmarket young families in terraces	76 12	0.9 0.1	1.3 0.9	70 15			
Comfortable Communities 3.F Mature Success	2.E.15	Educated professionals renting flats	0	0.0	1.0	0			
3.1 Wature Success	3.F.16 3.F.17	Families and couples in detached houses Older, rural empty nesters and couples	19 435	0.2 5.1	2.0 2.7	11 <b>191</b>			
	3.F.18 3.F.19	Countryside retirees in spacious houses Sophisticated couples living comfortably in detached homes	0 191	0.0 2.2	0.1 2.3	0 95			
3.G Successful Suburbs		Mixed lifestages in semi-detached homes	624	7.3 0.0	2.4 2.7	297			
3.H Metropolitan Surroundings		Mid-life suburban living  Younger families and sharers in city terraces	0	0.0	1.0	0			
3.I Up-and-coming Urbanites	3.H.23	Culturally diverse suburban families	0	0.0	0.7	0			
	3.I.24 3.I.25 3.I.26	Young professionals renting city flats Privately renting students and house sharers Younger couples and singles in flats	0 0 313	0.0 0.0 3.6	1.3 0.3 1.7	0 0 <b>220</b>			
3.J Aspiring Communities	3.J.27	Professional families and couples in suburban, owner-occupied areas	1,777	20.7	3.2	637			
Steadfast Communities	3.J.28	Families and couples in terraces	202	2.4	2.3	102		1	
I.K Semi-rural Maturity	4.K.29 4.K.30		450	5.2 0.5	3.0 2.5	173			
	4.K.31 4.K.32	Comfortable, home-owning families and empty nesters	43 1 18	0.5 0.0 0.2	0.7 0.5	20 2 43			
4.L Traditional Homeowners	4.K.33	Retirees in semi-detached and detached properties	0	0.0	0.1	0			
M. Familia Dantana	4.L.34 4.L.35	Older owner-occupier households in semis Settled communities, semi-detached properties	194 0	2.3 0.0	3.0 2.9	74 0			
.M Family Renters		Cost-conscious families in terraces Restricted residents, socially renting	0 563	0.0 6.6	2.2 2.4	0 <b>278</b>			
I.N Urban Diversity	4.N.38	Younger families, multi-occupancy and rented households	0	0.0	1.0	0			
	4.N.39 4.N.40		0	0.0 0.0	0.7 0.9	0			
1.0 Stable Seniors		Living on modest means in terraces Retired homeowners in semi-detached and detached houses	85 4	1.0 0.0	2.7 1.6	36 3			
Stretched Society		Older couples living in detached houses, rural communities	23	0.3	1.0	27			
5.P Tenant Living		Urban, aspiring flat dwellers	0	0.0	1.4	0			
	5.P.46	Privately renting squeezed professionals in flats Sharers and students in private rentals Singles and couples in rented flats	77 0 28	0.9 0.0 0.3	2.9 1.0 3.0	31 0 11			
.Q Limited Budgets	5.Q.48	Routine occupations, socially renting families in semis	0	0.0	3.3	0			
5.R Hard-up Households	,	Socially renting single adult households	158	1.8	1.9	95			
	5.R.51	Single-parent families in terraced housing Older, single-person households on the outskirts of town Socially renting families in terraces	0 48 0	0.0 0.6 0.0	3.2 2.3 2.0	0 24 0			
Low Income Living 5.S Cash-strapped Families									
	6.S.53 6.S.54	Young families in socially rented semis	0	0.0 0.0	1.7 1.9	0			
5.T Constrained Pensioners	6.S.55 6.S.56		0	0.0 0.0	3.0 0.8	0			
5.1 Constrained Pensioners	6.T.57 6.T.58	Older renters in flats and tenements Poorer pensioners in semis	0 58	0.0 0.7	2.0 1.3	0 52			
i.U Challenging Circumstances	6.U.59	Students and sharers in multi-occupancy flats	0	0.0	0.2	0			
Not Drivato Households		Socially renting single adult households in flats Socially rented flats, singles and pensioners	0 22	0.0 0.3	0.9 3.6	0 7			
Not Private Households 7.V Not Private Households	7.V.62	Students in halls of residence	0	0.0	0.1	0			
	7.V.63 7.V.64	Active communal populations Inactive communal populations	0	0.0 0.0	0.0 0.2	0 17			
	7.V.65	Non-residential postcodes	0	0.0	0.0	0			
		Total households	8,592						





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

## **DOMINANT ACORN CATEGORY - HOUSEHOLDS**

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P03679 Harrow, West Ilsley, RG20 7AR (5 Mile contour) Source: OS Open Data 2018 Area: Dominant Acorn Category % Luxury Lifestyles Didcol North Moreton Wallingford % Established Affluence East Hendred % Thriving Neighbourhoods Ardington South Moreton East Challow Wantage Special Children % Steadfast Communities East Lockinge % Stretched Society Chokey Letcombe Regis North Stoke % Low Income Living Aston Tirrold Dominant Acorn Group psden Letcombe Bassett Acorn Categories Luxury Lifestyles 2. Established Affluence Work filley 3. Thriving Neighbourhoods Farnborough 4. Steadfast Communities 5. Stretched Society 6. Low Income Living 7. Not Private Households Compton lungerford Green Brightwalton Lower Basildon Chaddleworth Beedon Reasemore Ashampstead East Garston World's End Upper Basildon <u>Leakhampst</u>e Great Shefford Woodlands St Mary Postcode Sectors Area Boundary







CATEGORY GROUP TYPE MAP WHAT IS ACORN?

## **ACORN - WHAT IS IT?**



#### WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

#### **ACORN STRUCTURE**

CATEGORY	GROUP	TYPE
	1.A. Exclusive Addresses	1-3
1. Luxury Lifestyles	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
2. Established Affluence	2.E. Prosperous Professionals	13-15
	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
3. Thriving Neighbourhoods	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
4. Steadfast Communities	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
	5.P. Tenant Living	44-47
5. Stretched Society	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
	6.S. Cash-Strapped Families	53-56
6. Low Income Living	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

#### ADDITIONAL INFORMATION



For more information, click here to visit the website:

#### INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

#### AREA PROFILE

Total figures exclude business addresses without residential population

INDEX

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

#### PERCENTAGE

% for Area: Calculates the percentages of each category, group or type for the catchment

**% for Base**: Calculates the percentages of each category, group or type for the base catchment

#### REPORT INFORMATION

Category, Group & Type: Use these tabs to look up the Profile breakdown of your catchment at the different levels of Acorn

Map: Use this tab to see an Acorn heatmap on your catchment and the surrounding area

What is Acorn: Use this tab to find out more detail about Acorn and what this report shows

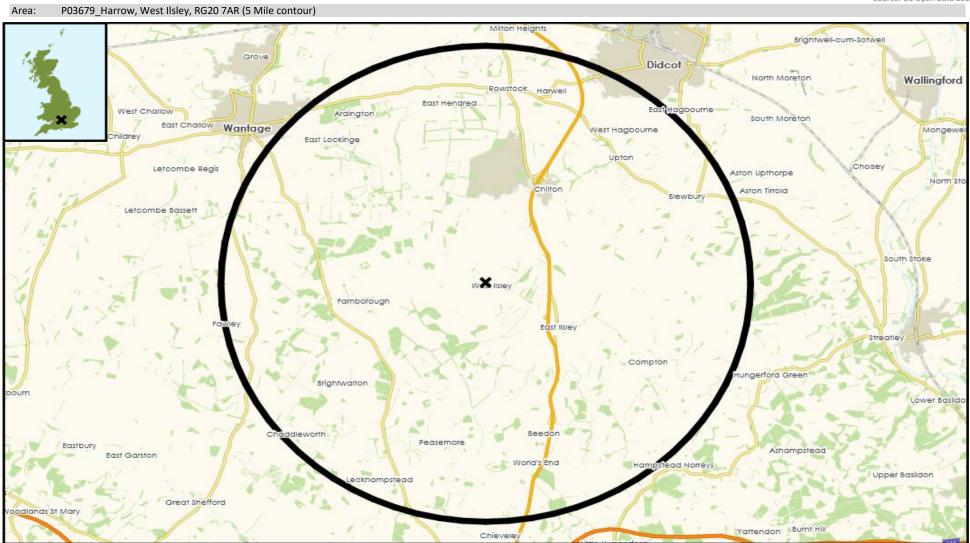




## **MAP OF AREA**

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Source: OS Open Data 2018



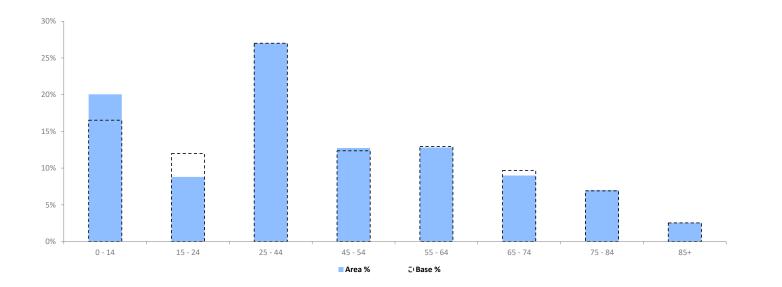


# **POPULATION PROJECTIONS**

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Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 Mile contour)

		• •	<b>5</b> 0/	Index		400	200
	Area Profile	Area %	Base %	av=100	U	100	200
0 - 14	4,179	20.1	16.5	121			
15 - 24	1,834	8.8	12.0	73			
25 - 44	5,629	27.0	27.0	100			
45 - 54	2,657	12.7	12.4	103		I	
55 - 64	2,671	12.8	13.0	99			
65 - 74	1,876	9.0	9.7	93			
75 - 84	1,461	7.0	6.9	102			
85+	533	2.6	2.5	101		İ	
Total population	20,840						





## **EXPENDITURE**

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Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 Mile contour)

Base: Great Britain Year: 2024

### **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	£889,154	£103.49	£92.53	112			
2. Alcoholic beverages, tobacco and narcotics	£243,713	£28.37	£29.81	95			
3. Clothing & Footwear	£430,067	£50.05	£44.48	113			
4. Housing, water, electricity, gas and other fuels	£1,019,642	£118.67	£106.80	111			
5. Furnishings, equipment and routine maintenance	£553,628	£64.44	£52.65	122			
6. Health	£262,474	£30.55	£21.84	140			
7. Transport	£1,471,277	£171.24	£125.67	136			
8. Communication	£174,535	£20.31	£19.03	107			
9. Recreation & Culture	£1,067,162	£124.20	£98.79	126			
10. Education	£242,022	£28.17	£21.71	130			
11. Restaurants & Hotels	£1,086,734	£126.48	£103.11	123			
12. Miscellaneous goods and services	£1,465,499	£170.57	£135.92	125			
Total Expenditure	£8,905,908	£1,036.53	£852.33	122			

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.



# **CENSUS DEMOGRAPHICS**

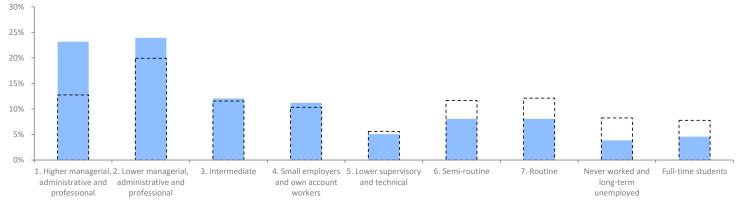
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Area: P03679\_Harrow, West Ilsley, RG20 7AR (5 Mile contour)

Base: Great Britain Year: 2021

## NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	lex av=100	0	100	200
1. Higher managerial, administrative and professional	3,819	23.2	12.7	182			
2. Lower managerial, administrative and professional	3,944	23.9	19.9	120			
3. Intermediate	1,983	12.0	11.5	104			
4. Small employers and own account workers	1,848	11.2	10.3	109			
5. Lower supervisory and technical	837	5.1	5.6	91			
6. Semi-routine	1,327	8.1	11.7	69			
7. Routine	1,327	8.1	12.1	66			
Never worked and long-term unemployed	634	3.8	8.2	47			
Full-time students	753	4.6	7.8	59			
Total population	16,472						



■ Area % こ Base %