

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: Oak, Ware, SG12 8AG (1 Mile contour)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	69.7	81.7	85			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	41.8	28.2	149			
Restaurant	2	27.9	32.1	87			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Red Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG12 8AA
Taste Of Raj	Independent Free	Restaurant	Independent Free	SG12 8AA
Village Club	Independent Free	Registered Club	Independent Free	SG12 8AB
Oak	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SG12 8AG
Lee & Stort Cruising Club	Independent Free	Registered Club	Independent Free	SG12 8DR
Jolly Fisherman	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG12 8DH
St Margaretsbury Sports & Social Club	Independent Free	Registered Club	Independent Free	SG12 8EH
Waggon & Horses	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG12 9RQ
George Iv	Independent Free	Pubs & Full On	Independent Free	SG12 9SW
Khunnai Thai Restaurant	Independent Free	Restaurant	Independent Free	SG12 8AS

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: Oak, Ware, SG12 8AG (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: Oak, Ware, SG12 8AG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	628	21.2	22.1	96		
2 Rising Prosperity	658	22.2	10.2	218		
3 Comfortable Communities	1,078	36.4	26.5	137		
4 Financially Stretched	508	17.1	23.7	72		
5 Urban Adversity	91	3.1	17.2	18		
6 Not Private Households	0	0.0	0.3	0		
Total households		2,963				



Graph

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation


Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: Oak, Ware, SG12 8AG (1 Mile contour)
 Base: Great Britain
 Year: 2023

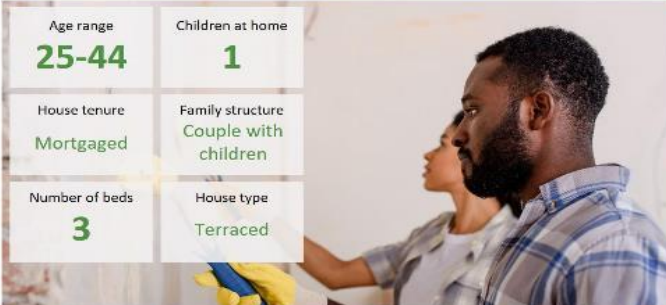
Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	70	2.4	1.1	215			
1.B Executive Wealth	447	15.1	11.3	133			
1.C Mature Money	111	3.7	9.6	39			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	658	22.2	6.4	349			
3. Comfortable Communities							
3.F Countryside Communities	3	0.1	5.7	2			
3.G Successful Suburbs	407	13.7	6.0	231			
3.H Steady Neighbourhoods	618	20.9	7.4	282			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	50	1.7	4.6	37			
4. Financially Stretched							
4.K Student Life	2	0.1	2.5	3			
4.L Modest Means	25	0.8	8.0	11			
4.M Striving Families	344	11.6	7.4	156			
4.N Poorer Pensioners	137	4.6	5.8	80			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	91	3.1	5.7	54			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,963						

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS



Age range 25-44	Children at home 1
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Terraced

FINANCIAL PROFILE

Household income UK: £43k London: £47k <small>Average: £40k Average: £48k</small>	% Disposable income UK: 39% London: 32% <small>Average: 43% Average: 29%</small>	Financial situation
--	---	-------------------------

BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

I worry about online security 60% <small>UK average: 55%</small>	Shopping online makes my life easier 63% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 28% <small>UK average: 28%</small>
---	--	---

TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
---------------------------------	--	----------------------------------



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: Oak, Ware, SG12 8AG (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	1	0.0	0.1	33			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	69	2.3	0.9	272			
1.B Executive Wealth							
1.B.4 Asset rich families	20	0.7	2.6	26			
1.B.5 Wealthy countryside commuters	42	1.4	2.5	57			
1.B.6 Financially comfortable families	152	5.1	2.2	231			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	187	6.3	1.5	411			
1.B.9 Well-off edge of towners	46	1.6	1.6	96			
1.C Mature Money							
1.C.10 Better-off villagers	82	2.8	3.1	90			
1.C.11 Settled suburbia, older people	22	0.7	2.8	26			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	7	0.2	1.3	18			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	71	2.4	2.0	121			
2.E.19 First time buyers in small, modern homes	587	19.8	3.4	584			
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	3	0.1	3.2	3			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	407	13.7	2.4	567			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	203	6.9	1.6	428			
3.H.29 Established suburbs, older families	415	14.0	2.3	599			
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	14	0.5	2.2	22			
3.J.33 Smaller houses and starter homes	36	1.2	2.4	51			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	2	0.1	0.3	20			
4.K.35 Term-time terraces	0	0.0	0.2	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	17	0.6	1.4	40			
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	0.3	2.6	10			
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	344	11.6	1.6	728			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	46	1.6	0.8	197			
4.N.46 Elderly people in social rented flats	16	0.5	1.0	52			
4.N.47 Low income older people in smaller semis	23	0.8	2.2	35			
4.N.48 Pensioners and singles in social rented flats	52	1.8	1.7	103			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	50	1.7	1.6	108			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	41	1.4	1.6	86			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,963						

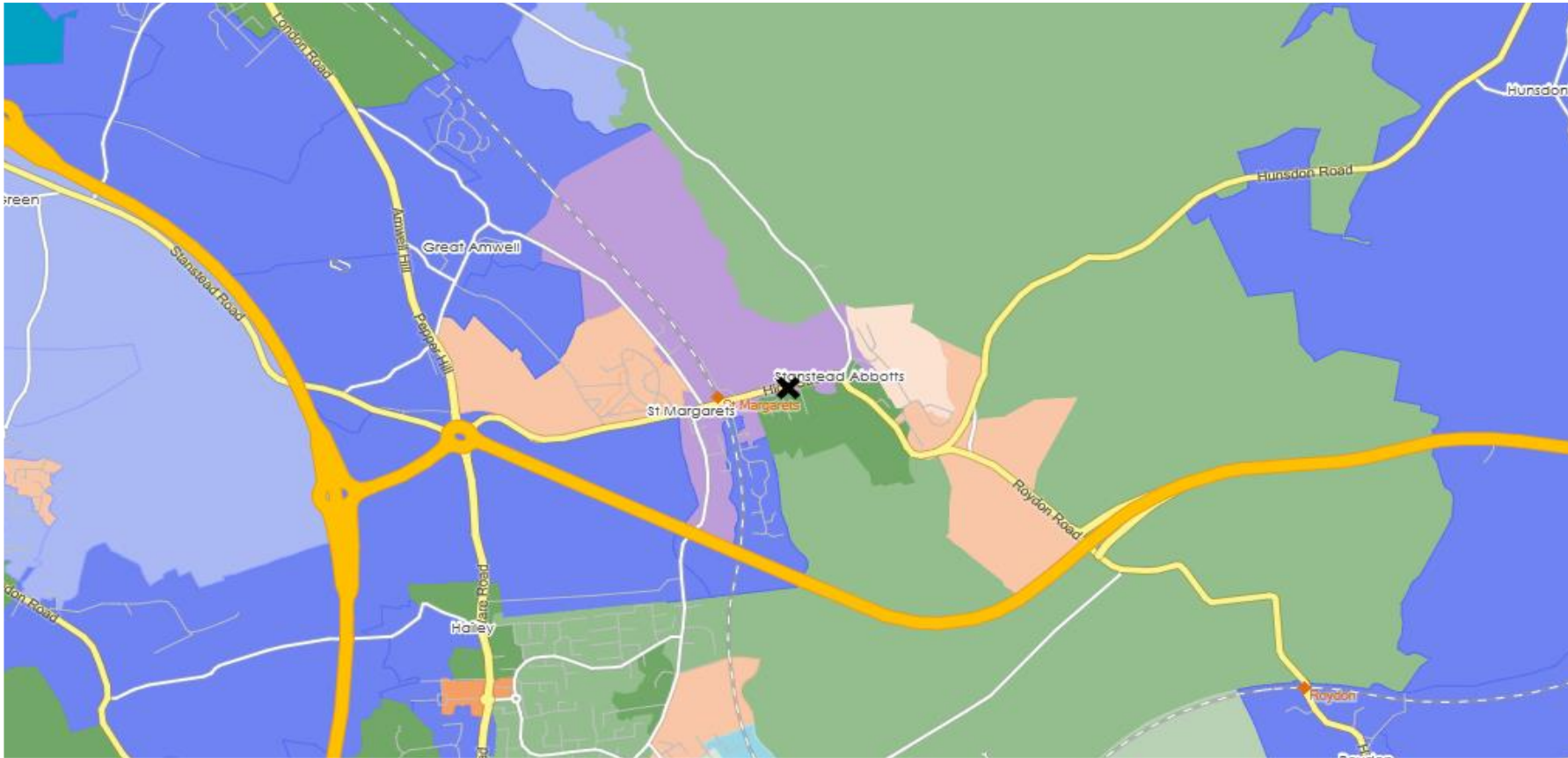
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: Oak, Ware, SG12 8AG (1 Mile contour)



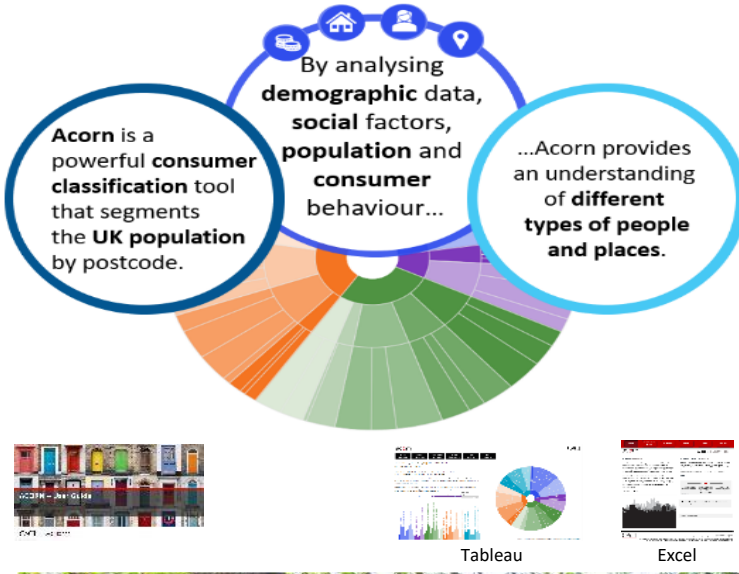
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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%

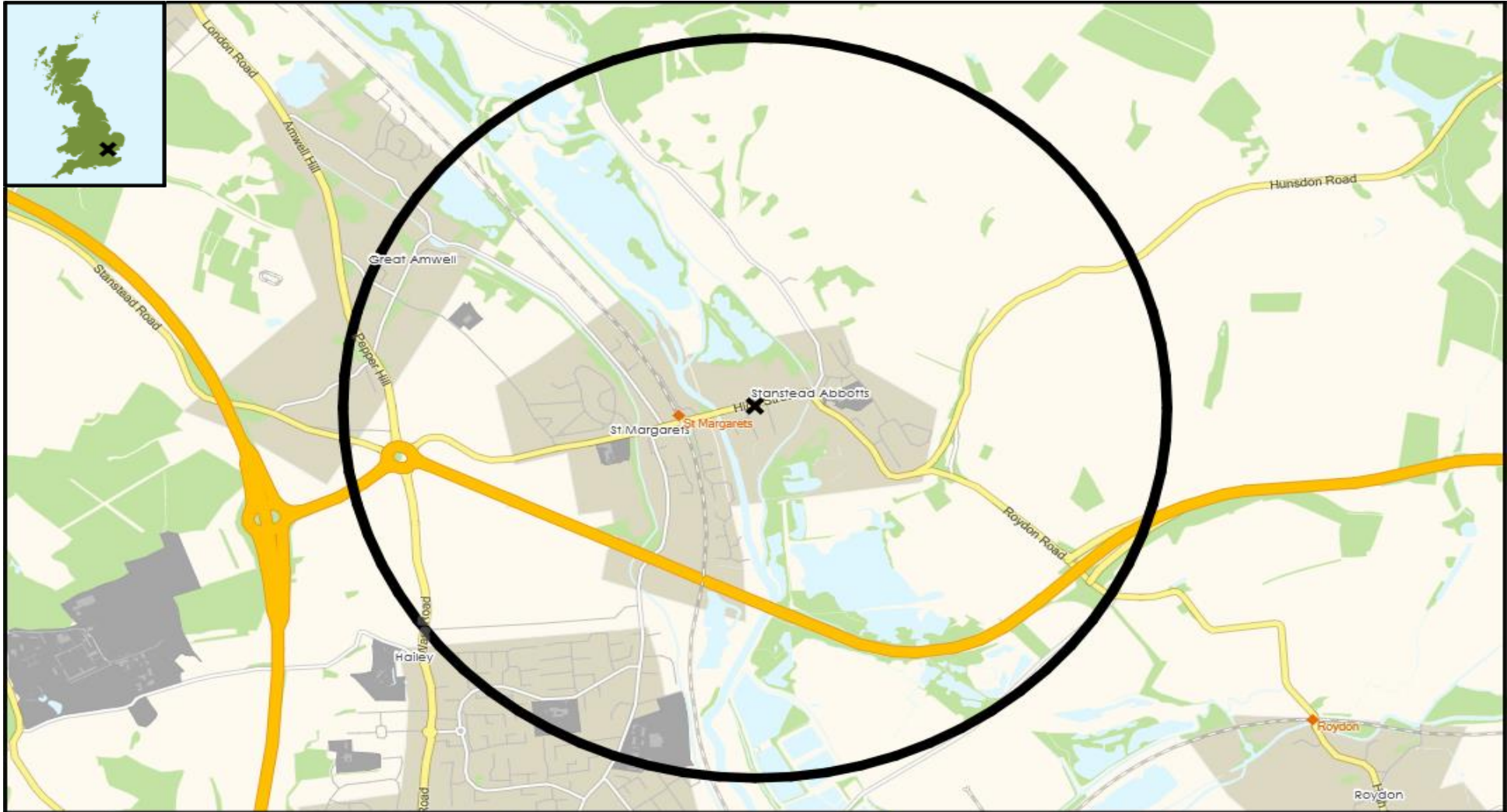


MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: Oak, Ware, SG12 8AG (1 Mile contour)

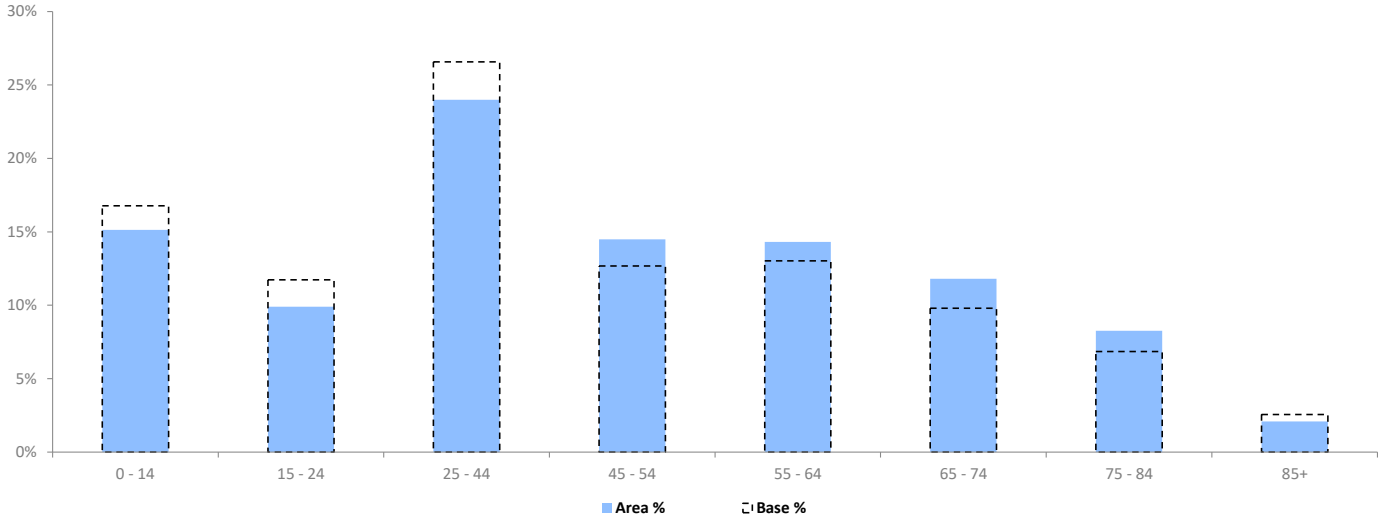


POPULATION PROJECTIONS

© 2024 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: Oak, Ware, SG12 8AG (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,085	15.1	16.8	90			
15 - 24	710	9.9	11.7	84			
25 - 44	1,721	24.0	26.6	90			
45 - 54	1,039	14.5	12.7	114			
55 - 64	1,027	14.3	13.0	110			
65 - 74	846	11.8	9.8	120			
75 - 84	592	8.3	6.9	120			
85+	150	2.1	2.6	82			
Total population	7,170						



EXPENDITURE

© 2024 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: Oak, Ware, SG12 8AG (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£211,442	£71.63	£66.95	107			
2. Alcoholic beverages, tobacco and narcotics	£85,100	£28.83	£28.12	103			
3. Clothing & Footwear	£70,748	£23.97	£22.40	107			
4. Housing, water, electricity, gas and other fuels	£363,648	£123.19	£107.19	115			
5. Furnishings, equipment and routine maintenance	£123,664	£41.89	£36.85	114			
6. Health	£50,328	£17.05	£13.48	127			
7. Transport	£463,019	£156.85	£134.74	116			
8. Communication	£47,805	£16.19	£15.74	103			
9. Recreation & Culture	£256,861	£87.01	£64.16	136			
10. Education	£61,797	£20.93	£22.26	94			
11. Restaurants & Hotels	£215,416	£72.97	£67.11	109			
12. Miscellaneous goods and services	£372,940	£126.33	£109.86	115			
Total Expenditure	£2,322,767	£786.85	£688.85	114			

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.