

CGA LICENCED PREMISES

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Area: Buckingham Inn, Buckingham, MK18 1JX (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	101.3	81.7	124			
Proprietary Club	1	7.2	7.3	99			
Registered Club	4	29.0	28.2	103			
Restaurant	8	57.9	32.1	180			
Residential	0	0.0	2.7	0			

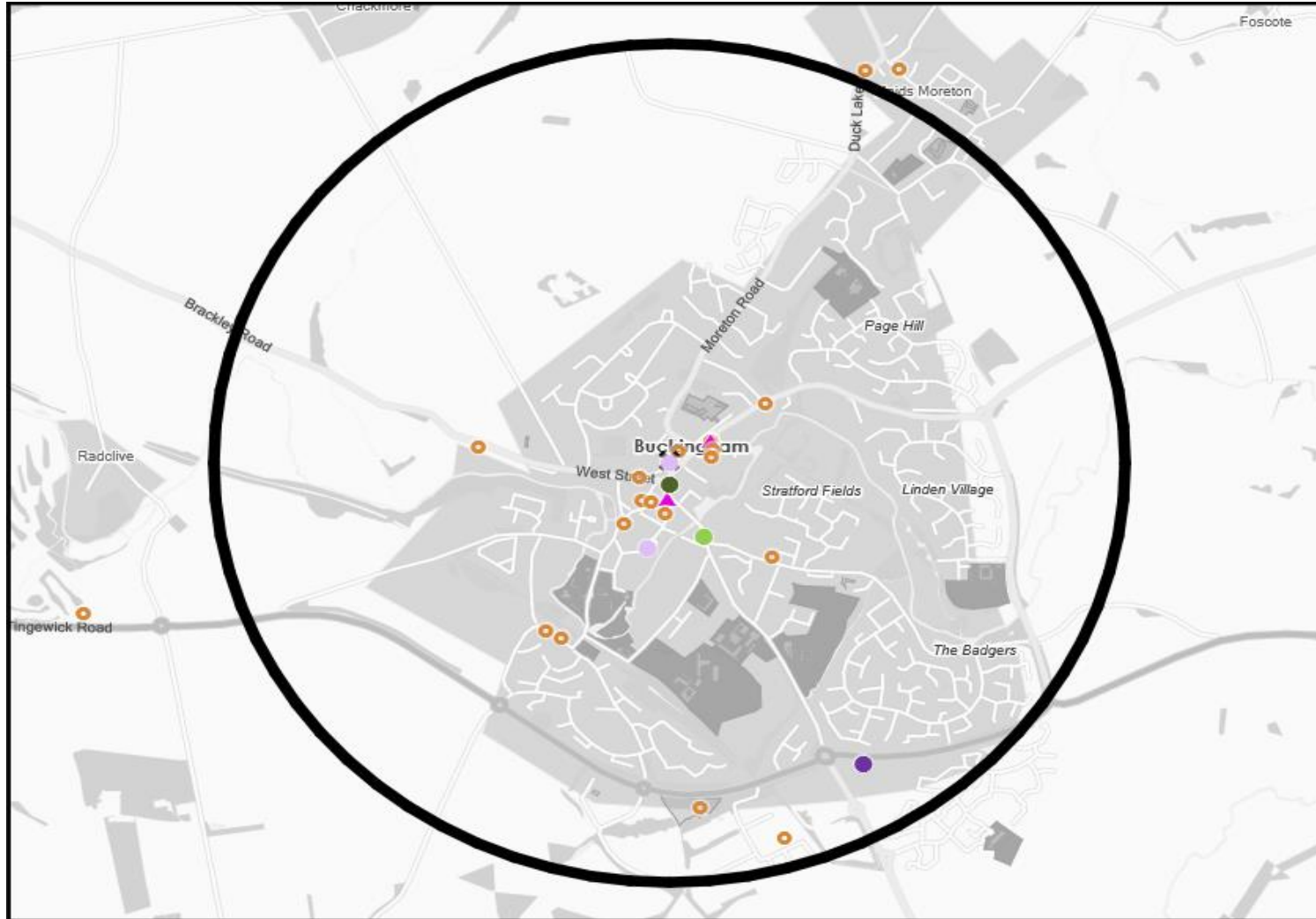
Name	Description	License Type	Owner Name	Postcode
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK18 1AF
Buckingham Town Cricket & Sports Club	Independent Free	Registered Club	Independent Free	MK18 1BG
Dipalee	Independent Free	Restaurant	Independent Free	MK18 1BP
Villiers Hotel	Independent Free	Pubs & Full On	Independent Free	MK18 1BS
Mitre	Independent Free	Pubs & Full On	Independent Free	MK18 1DW
Three Cups	Wellington	Pubs & Full On	Wellington	MK18 1EL
Woolpack	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK18 1EP
Buckingham West End Bowls Club	Independent Free	Registered Club	Independent Free	MK18 1JD
Kings Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK18 1JX
Binn Smokehouse	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	MK18 1JX
White Hart	Greene King	Pubs & Full On	Greene King	MK18 1NL
Grand Junction	Oakman Inns & Restaurants	Pubs & Full On	Oakman Inns & Restaurants	MK18 1NT
Buckingham Athletic Football Club	Independent Free	Registered Club	Independent Free	MK18 1NY
Buckingham Fort	Independent Free	Restaurant	Independent Free	MK18 1HE
Buckingham Beales Hotel	Independent Free	Pubs & Full On	Independent Free	MK18 1RY
Slade Park Recreation Club	Independent Free	Registered Club	Independent Free	MK18 1RZ
Black Pepper	Independent Free	Restaurant	Independent Free	MK18 1SB
Prego	Independent Free	Pubs & Full On	Independent Free	MK18 1NT
Red Chillli Gold	Independent Free	Restaurant	Independent Free	MK18 1NT
Silverstone Woodland Campsite	Independent Free	Proprietary Club	Independent Free	MK18 1RU
Louis	Independent Free	Restaurant	Independent Free	MK18 1BT
Buckingham Tea Room	Independent Free	Restaurant	Independent Free	MK18 1JL
Chengdu	Independent Free	Restaurant	Independent Free	MK18 1RS
Carnitas	Independent Free	Restaurant	Independent Free	MK18 1JX
Black Goo	Independent Free	Pubs & Full On	Independent Free	MK18 1EW
Buckingham	Whitbread	Pubs & Full On	Whitbread	MK18 1SH
Verdetto Lounge	Loungers	Pubs & Full On	Loungers	MK18 1JX

MAP OF AREA

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Source: OS Open Data 2018

Area: Buckingham Inn, Buckingham, MK18 1JX (1 Mile contour)



KEY

- Large pub co's & bars
 - Admiral Taverns Ltd
 - Ei Group
 - Greene King
 - Marston's
 - Mitchells & Butlers
 - Punch Pub Company
 - Stonegate Pub Company
 - Star Pubs & Bars
 - Wetherspoon
 - Whitbread
 - Shepherd Neame
- Small to medium pub co's & bars
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: Buckingham Inn, Buckingham, MK18 1JX (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,774	32.6	22.1	148		
2 Rising Prosperity	676	12.4	10.2	122		
3 Comfortable Communities	1,808	33.2	26.5	125		
4 Financially Stretched	846	15.5	23.7	66		
5 Urban Adversity	301	5.5	17.2	32		
6 Not Private Households	36	0.7	0.3	192		
Total households		5,441				

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

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Area: Buckingham Inn, Buckingham, MK18 1JX (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	4	0.1	1.1	7	[Bar]	
1.B Executive Wealth	1,307	24.0	11.3	212	[Bar]	
1.C Mature Money	463	8.5	9.6	88	[Bar]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar]	
2.E Career Climbers	676	12.4	6.4	195	[Bar]	
3. Comfortable Communities						
3.F Countryside Communities	83	1.5	5.7	27	[Bar]	
3.G Successful Suburbs	810	14.9	6.0	250	[Bar]	
3.H Steady Neighbourhoods	348	6.4	7.4	86	[Bar]	
3.I Comfortable Seniors	50	0.9	2.9	32	[Bar]	
3.J Starting Out	517	9.5	4.6	209	[Bar]	
4. Financially Stretched						
4.K Student Life	58	1.1	2.5	43	[Bar]	
4.L Modest Means	220	4.0	8.0	51	[Bar]	
4.M Striving Families	371	6.8	7.4	92	[Bar]	
4.N Poorer Pensioners	197	3.6	5.8	63	[Bar]	
5. Urban Adversity						
5.O Young Hardship	71	1.3	6.3	21	[Bar]	
5.P Struggling Estates	147	2.7	5.7	47	[Bar]	
5.Q Difficult Circumstances	83	1.5	5.2	29	[Bar]	
6. Not Private Households						
6.R Not Private Households	36	0.7	0.3	192	[Bar]	
Total households	5,441					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £54k London: £54k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 23% London: 20% <small>Average: 43% Average: 25%</small>	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: COS, REISS, MOLTON BROWN

LEISURE: itsu, wahaca, Pho

WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

DIGITAL AND TECH

ATTITUDES

- I worry about online security: **60%** (UK average: 55%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **31%** (UK average: 28%)

TOP BEHAVIOURS

- Post online ratings / reviews online
- Book travel and holidays online
- Social media: Pinterest, Insta and Twitter



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

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Area: Buckingham Inn, Buckingham, MK18 1JX (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	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	4	0.1	0.9	9			
1.B Executive Wealth							
1.B.4 Asset rich families	329	6.0	2.6	229			
1.B.5 Wealthy countryside commuters	17	0.3	2.5	13			
1.B.6 Financially comfortable families	323	5.9	2.2	267			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	31	0.6	1.5	37			
1.B.9 Well-off edge of towners	607	11.2	1.6	693			
1.C Mature Money							
1.C.10 Better-off villagers	187	3.4	3.1	112			
1.C.11 Settled suburbia, older people	45	0.8	2.8	29			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	231	4.2	1.3	328			
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	503	9.2	2.0	468			
2.E.19 First time buyers in small, modern homes	173	3.2	3.4	94			
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	83	1.5	3.2	48			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	201	3.7	2.7	137			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	609	11.2	2.4	462			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	63	1.2	3.5	33			
3.H.28 Owner occupied terraces, average income	4	0.1	1.6	5			
3.H.29 Established suburbs, older families	281	5.2	2.3	221			
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	50	0.9	0.5	189			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	155	2.8	2.2	132			
3.J.33 Smaller houses and starter homes	362	6.7	2.4	277			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	43	0.8	0.3	236			
4.K.35 Term-time terraces	15	0.3	0.2	111			
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	11	0.2	1.4	14			
4.L.38 Semi-skilled workers in traditional neighbourhoods	119	2.2	2.6	83			
4.L.39 Fading owner occupied terraces	90	1.7	2.9	57			
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	320	5.9	1.6	369			
4.M.42 Struggling young families in post-war terraces	24	0.4	1.6	27			
4.M.43 Families in right-to-buy estates	1	0.0	2.0	1			
4.M.44 Post-war estates, limited means	26	0.5	2.2	22			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	20	0.4	0.8	47			
4.N.46 Elderly people in social rented flats	84	1.5	1.0	150			
4.N.47 Low income older people in smaller semis	93	1.7	2.2	76			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	20	0.4	2.2	17			
5.O.50 Struggling younger people in mixed tenure	51	0.9	1.8	52			
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	34	0.6	1.6	40			
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	113	2.1	1.6	130			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	47	0.9	1.5	57			
5.Q.58 Singles and young families, some receiving benefits	36	0.7	1.8	38			
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	36	0.7	0.3	232			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,441						

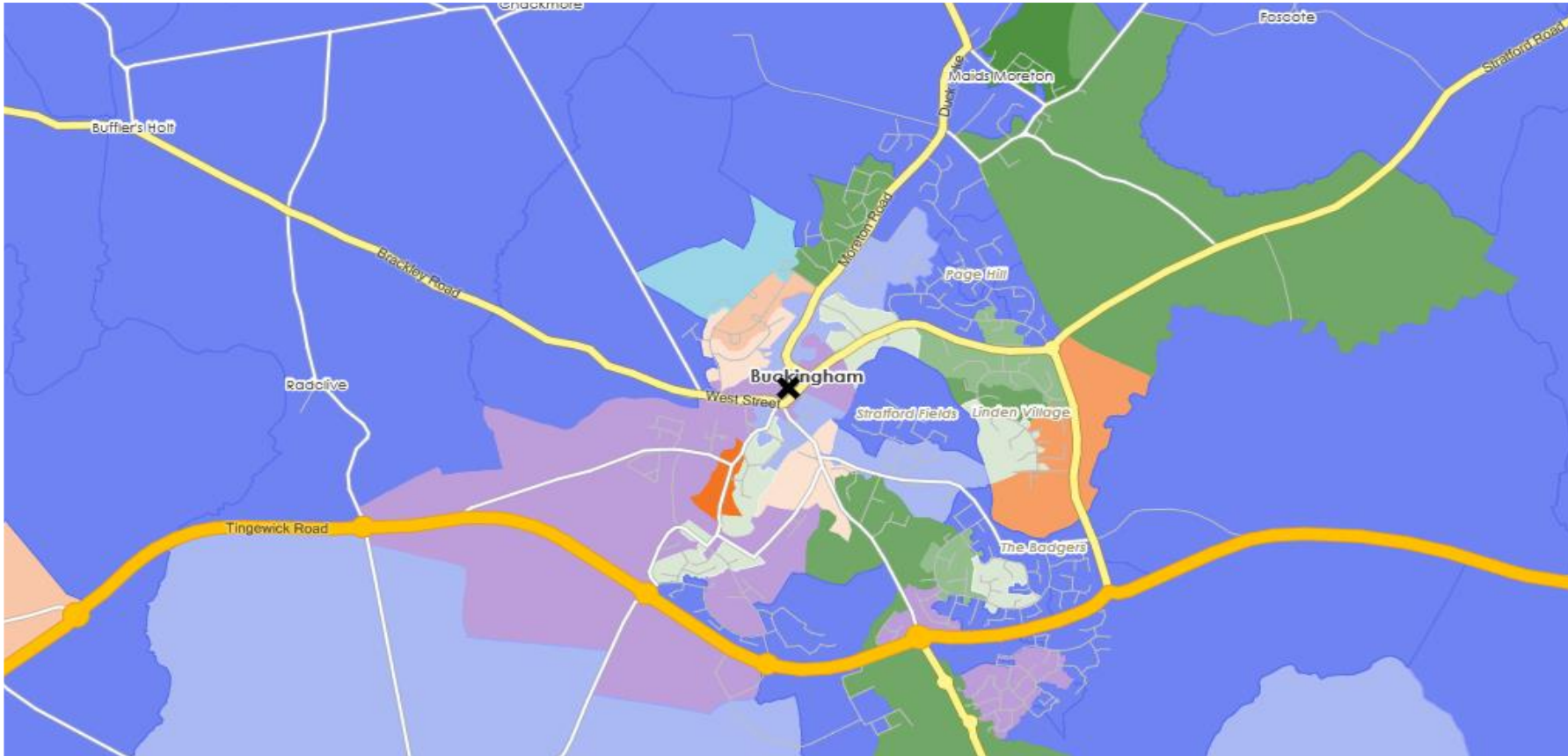
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: Buckingham Inn, Buckingham, MK18 1JX (1 Mile contour)



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

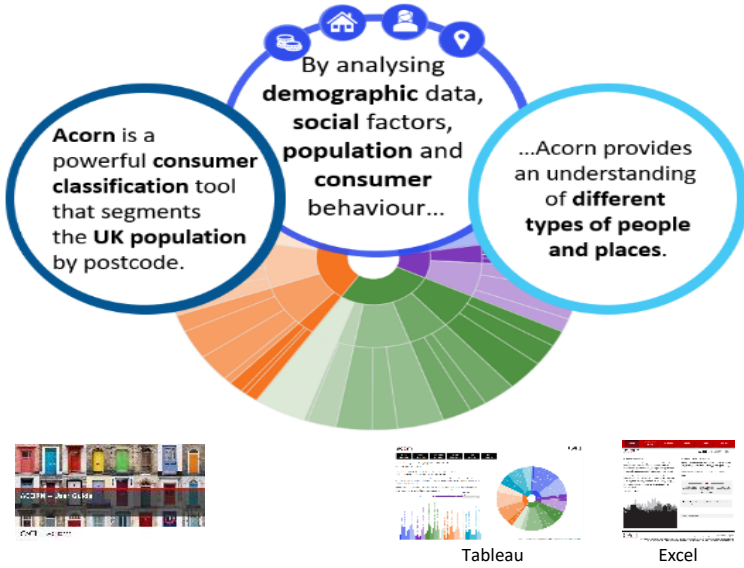
Acorn Groups

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
3. Comfortable Communities	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



Tableau

Excel

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

House type: **Detached**

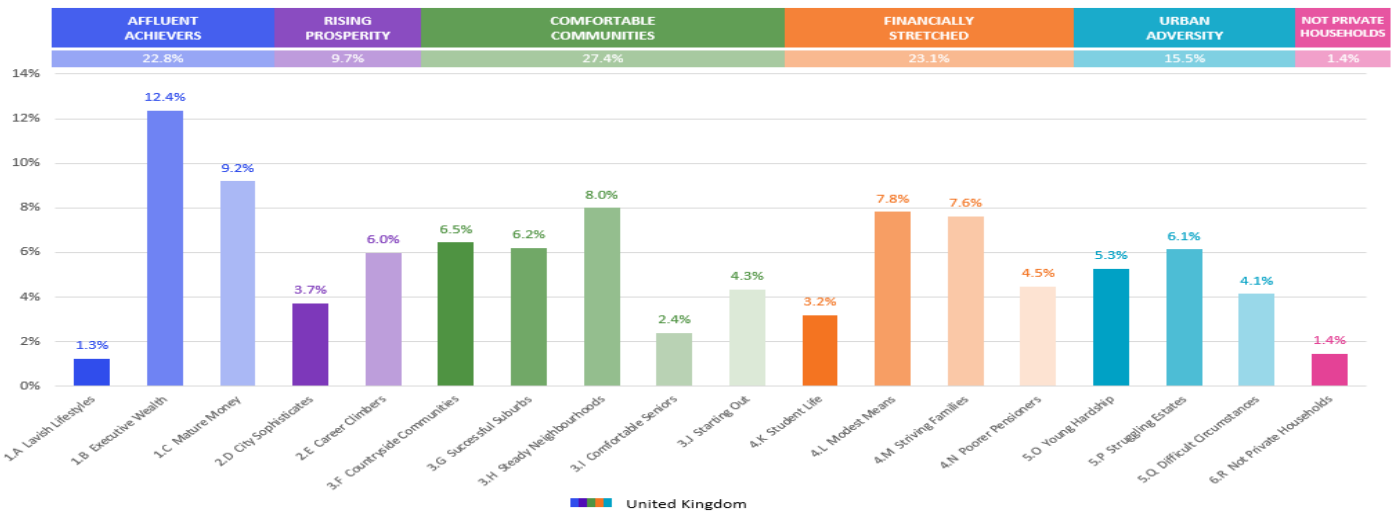
House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles 6%
- B. Executive Wealth 54%
- C. Mature Money 40%

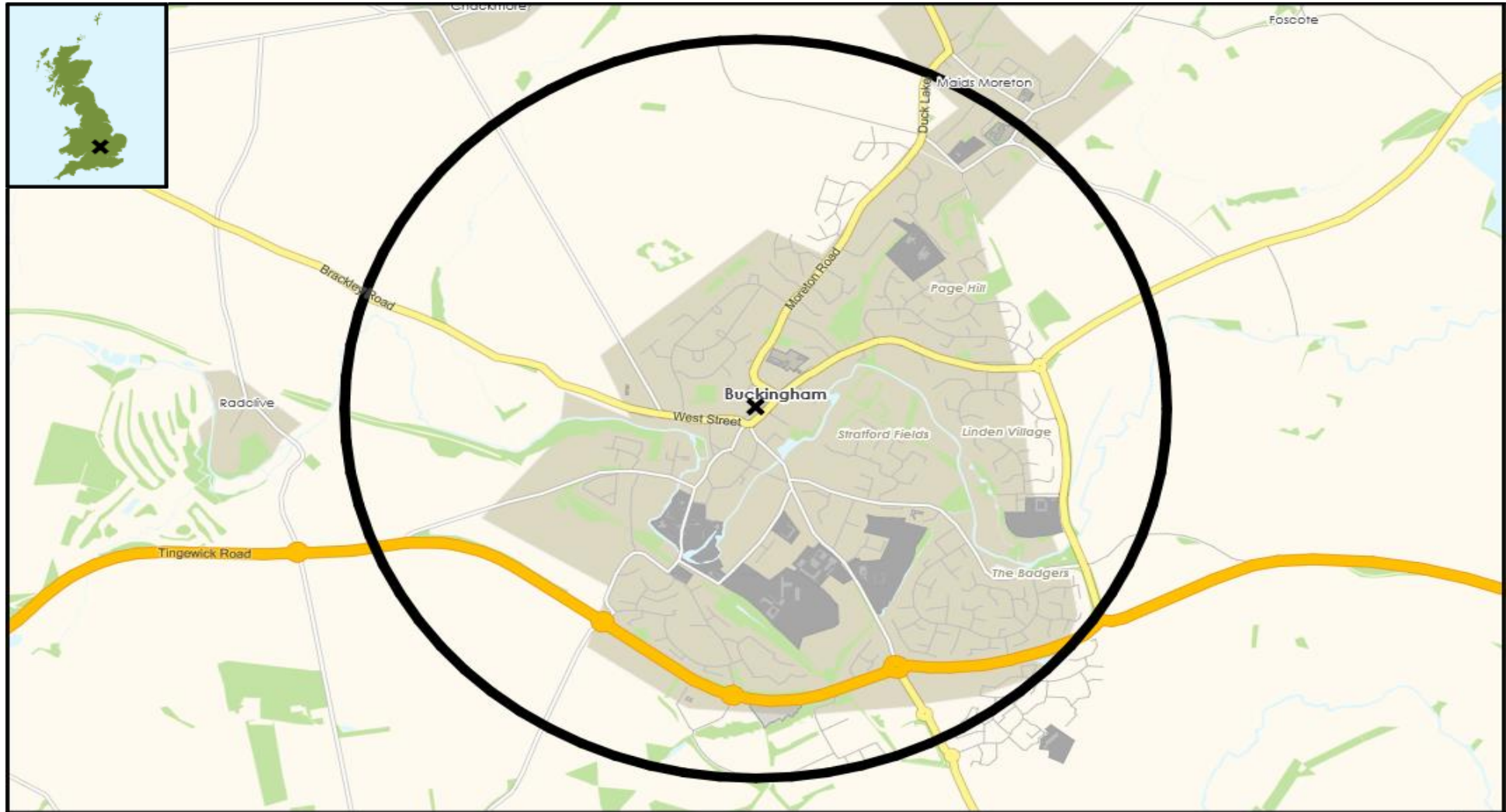


MAP OF AREA

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Source: OS Open Data 2018

Area: Buckingham Inn, Buckingham, MK18 1JX (1 Mile contour)

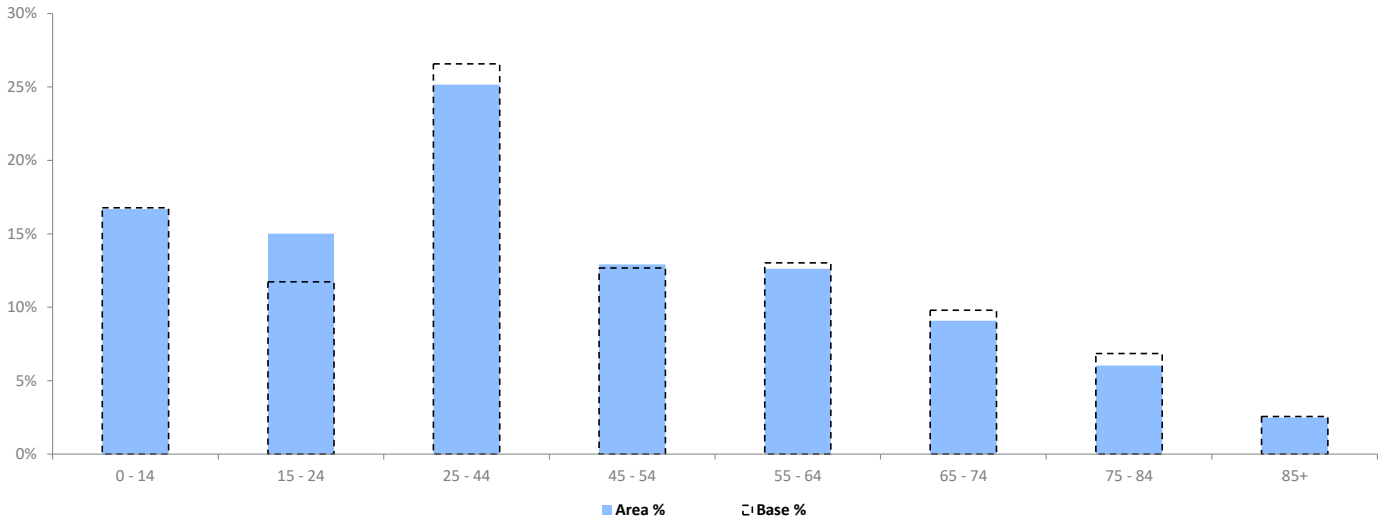


POPULATION PROJECTIONS

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Area: Buckingham Inn, Buckingham, MK18 1JX (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,306	16.7	16.8	99			
15 - 24	2,073	15.0	11.7	128			
25 - 44	3,476	25.2	26.6	95			
45 - 54	1,785	12.9	12.7	102			
55 - 64	1,745	12.6	13.0	97			
65 - 74	1,254	9.1	9.8	93			
75 - 84	834	6.0	6.9	88			
85+	343	2.5	2.6	97			
Total population	13,816						



EXPENDITURE

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Area: Buckingham Inn, Buckingham, MK18 1JX (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	£398,530	£74.77	£66.95	112			
2. Alcoholic beverages, tobacco and narcotics	£153,030	£28.71	£28.12	102			
3. Clothing & Footwear	£136,829	£25.67	£22.40	115			
4. Housing, water, electricity, gas and other fuels	£668,638	£125.45	£107.19	117			
5. Furnishings, equipment and routine maintenance	£234,293	£43.96	£36.85	119			
6. Health	£94,560	£17.74	£13.48	132			
7. Transport	£980,178	£183.90	£134.74	136			
8. Communication	£97,162	£18.23	£15.74	116			
9. Recreation & Culture	£410,344	£76.99	£64.16	120			
10. Education	£184,840	£34.68	£22.26	156			
11. Restaurants & Hotels	£419,789	£78.76	£67.11	117			
12. Miscellaneous goods and services	£738,930	£138.64	£109.86	126			
Total Expenditure	£4,517,124	£847.49	£688.85	123			

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.