

CGA LICENCED PREMISES

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Area: P02151_Golden Cross, Vale of Evesham, WR
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	52	90.3	81.7	110			
Proprietary Club	8	13.9	7.3	191			
Registered Club	18	31.2	28.2	111			
Restaurant	15	26.0	32.1	81			
Residential	1	1.7	2.7	65			

Name	Description	License Type	Owner Name	Postcode
Ragley Hall	Independent Free	Restaurant	Independent Free	B 49 5NH
Arrow Mill	Restaurant Group	Pubs & Full On	Restaurant Group	B 49 5NL
Fish Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 49 6DA
Bulls Head Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 50 4AA
Frog	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 50 4BG
Bidford-On-Avon Bowls Club	Independent Free	Registered Club	Independent Free	B 50 4EZ
Broom Hall Inn	Independent Free	Pubs & Full On	Independent Free	B 50 4HE
Golden Cross	Wells & Co	Pubs & Full On	Wells & Co	B 50 4LG
Cottage Of Content	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 50 4NP
Bidford Gliding Centre	Independent Free	Proprietary Club	Independent Free	B 50 4PD
Dolphin Inn	Independent Free	Pubs & Full On	Independent Free	WR10 2LX
Anchor Inn	Independent Free	Pubs & Full On	Independent Free	WR10 2PY
Chequers Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR10 2PZ
Fladbury Social Club	Independent Free	Registered Club	Independent Free	WR10 2QB
Evesham Golf	Independent Free	Registered Club	Independent Free	WR10 2QS
Gardeners Arms	Independent Free	Pubs & Full On	Independent Free	WR10 3JZ
Holland House	Independent Free	Residential	Independent Free	WR10 3NB
Bell Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR10 3NE
Evesham Rowing Club	Independent Free	Registered Club	Independent Free	WR11 4SP
Ruby Jacks	Independent Free	Pubs & Full On	Independent Free	WR11 4AD
Gardeners Arms	Independent Free	Pubs & Full On	Independent Free	WR11 4AJ
Trumpet Inn	Hook Norton	Pubs & Full On	Hook Norton	WR11 4BD
Ecgwins Social Club	Independent Free	Registered Club	Independent Free	WR11 4EQ
Thai Emerald	Thai Group	Restaurant	Thai Group	WR11 4EU
Old Swanne Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WR11 4HG
Butlers Cafe Restaurant	Independent Free	Restaurant	Independent Free	WR11 4HJ
Ambassador Snooker Club	Independent Free	Proprietary Club	Independent Free	WR11 4JA
Bar 24	Independent Free	Pubs & Full On	Independent Free	WR11 4PJ
Evesham United Supportrs Club	Independent Free	Registered Club	Independent Free	WR11 4PU
Evesham Arts Centre	Independent Free	Pubs & Full On	Independent Free	WR11 4QQ
Red Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR11 4RE
Royal Oak Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR11 4RE
Vine Restaurant	Independent Free	Restaurant	Independent Free	WR11 4RE
Valkyrie Cafe Bar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR11 4RW
Stirrups	Independent Free	Pubs & Full On	Independent Free	WR11 4RW
Marilyns	Independent Free	Proprietary Club	Independent Free	WR11 4RY
La Riche Chef Restaurant	Independent Free	Restaurant	Independent Free	WR11 4SG
Norton Grange	Marston's	Pubs & Full On	Marston's	WR11 4TL
Lenches Club	Independent Free	Registered Club	Independent Free	WR11 4UQ
Bengeworth Club	Independent Free	Registered Club	Independent Free	WR11 3DA
Pub In A Club	Independent Free	Registered Club	Independent Free	WR11 7XH
Wheatsheaf Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR11 7EJ
Badsey Recreation Club	Independent Free	Registered Club	Independent Free	WR11 7EU
Bretforton Sports Club	Independent Free	Registered Club	Independent Free	WR11 7HX
Fleece Inn	Independent Free	Pubs & Full On	Independent Free	WR11 7JE
Bretforton Community Social Club	Independent Free	Registered Club	Independent Free	WR11 7JH
Kings Arms	Independent Free	Pubs & Full On	Independent Free	WR11 8LQ
Coach & Horses	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR11 8NJ
Golden Cross	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR11 8PQ
Harvington Cricket Club	Independent Free	Registered Club	Independent Free	WR11 8NR
Ranch Caravan Park	Independent Free	Proprietary Club	Independent Free	WR11 7PR
Ivy Inn	Ei Group	Pubs & Full On	Ei Group	WR11 8EF
Royal British Legion Club	Independent Free	Registered Club	Independent Free	WR11 8QD

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Area: P02151_Golden Cross, Vale of Evesham, WR
 Base: Great Britain
 Year: 2023

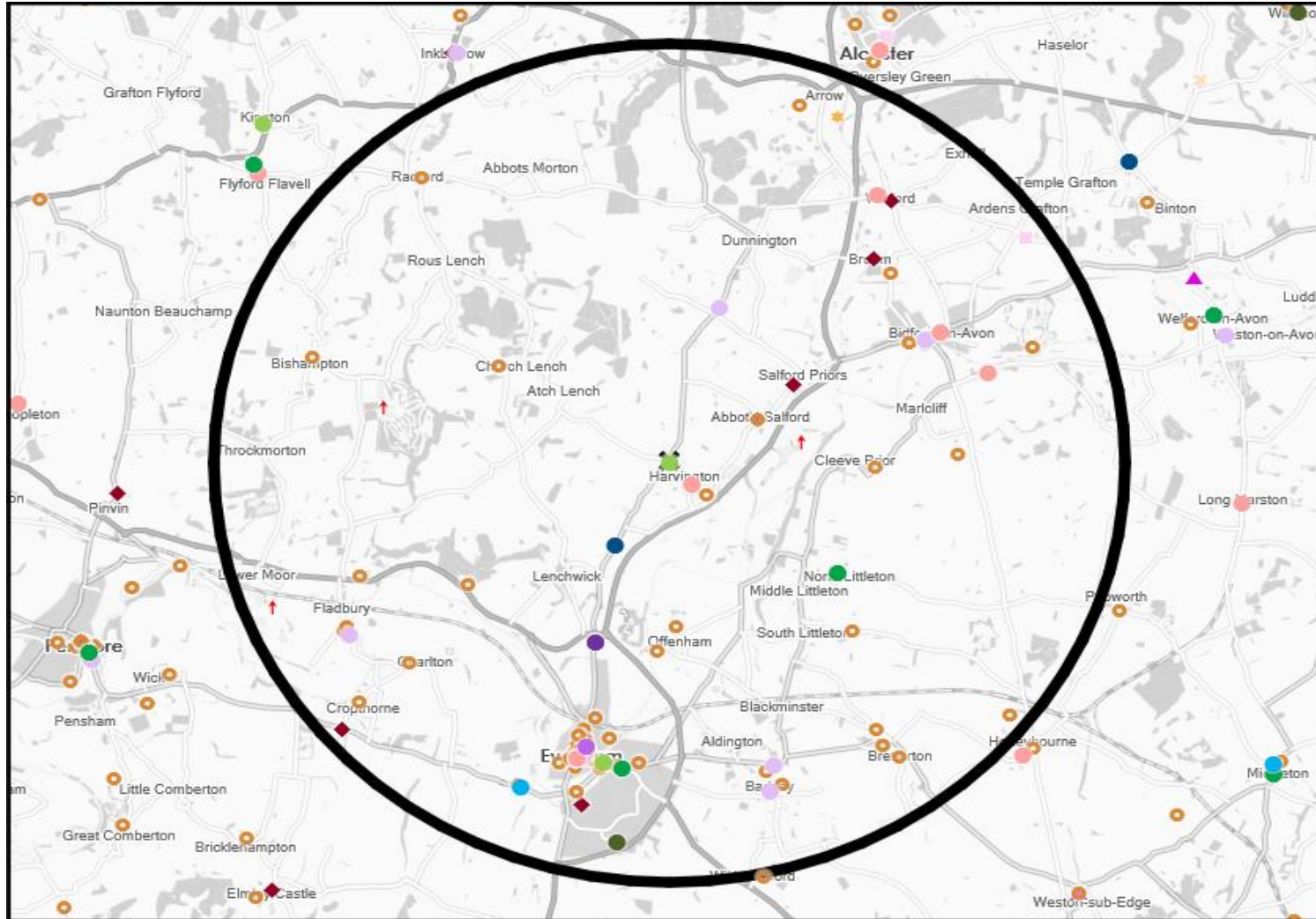
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	52	90.3	81.7	110			
Proprietary Club	8	13.9	7.3	191			
Registered Club	18	31.2	28.2	111			
Restaurant	15	26.0	32.1	81			
Residential	1	1.7	2.7	65			

Name	Description	License Type	Owner Name	Postcode
Bridge Inn	Independent Free	Pubs & Full On	Independent Free	WR11 8QZ
Queens Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR11 8SH
Littleton Bowling Club	Independent Free	Registered Club	Independent Free	WR11 8TP
Round Of Gras Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR11 7XG
Vineyard Inn	Unknown	Pubs & Full On	Unknown	WR11 8UT
Abbots Salford Holiday Park	Allens Caravans	Proprietary Club	Allens Caravans	WR11 8UN
Bell	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR11 8UU
Angel Vaults	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR11 3LA
Tequila And Lime	Independent Free	Restaurant	Independent Free	WR11 4HG
Regal Cinema	Independent Free	Pubs & Full On	Independent Free	WR11 3LD
Bear	Independent Free	Pubs & Full On	Independent Free	WR11 3LF
Swan Inn	Ei Group	Pubs & Full On	Ei Group	WR11 1AT
Northwick Hotel	Independent Free	Pubs & Full On	Independent Free	WR11 1BT
Fairfield	Unknown	Pubs & Full On	Unknown	WR11 1HU
Cider Mill	Punch Pub Company	Pubs & Full On	Punch Pub Company	WR11 2NA
Wheelbarrow Castle	Independent Free	Pubs & Full On	Independent Free	WR 7 4LR
Bidford Grange Golf & Country Club	Independent Free	Proprietary Club	Independent Free	B 50 4LY
Vale Golf & Country Club	Crown Golf	Proprietary Club	Crown Golf	WR10 2LZ
Salford Hall Hotel	Independent Free	Pubs & Full On	Independent Free	WR11 8UT
Great Hampton Working Mens Club	Independent Free	Registered Club	Independent Free	WR11 2PN
Broom Tavern	Unknown	Pubs & Full On	Unknown	B 50 4HL
Three Horseshoes	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 49 6DG
Evesham Health Services Staff Club	Independent Free	Registered Club	Independent Free	WR11 1JT
Strawberry Field	Greene King	Pubs & Full On	Greene King	WR11 2UT
Raphaels Restaurant	Independent Free	Restaurant	Independent Free	WR11 4BP
River Avon Restaurant	Independent Free	Restaurant	Independent Free	WR11 4DA
Casa	Independent Free	Restaurant	Independent Free	WR11 4RE
Orchard	Whitbread	Pubs & Full On	Whitbread	WR11 4TP
Springs Holiday Park	Allens Caravans	Proprietary Club	Allens Caravans	WR10 2PD
Yumi Yumi	Independent Free	Restaurant	Independent Free	WR11 4BD
Wood Norton Hall Hotel	Independent Free	Pubs & Full On	Independent Free	WR11 4YB
Balti Hut	Independent Free	Restaurant	Independent Free	B 50 4AD
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	WR11 4TP
Blue Lagoon	Independent Free	Restaurant	Independent Free	WR11 1BS
Bidford Bridge Restaurant	Independent Free	Restaurant	Independent Free	B 50 4BG
Bcm	Independent Free	Pubs & Full On	Independent Free	WR11 4RR
Flavours	Independent Free	Restaurant	Independent Free	WR11 4EU
Saffron Lounge	Independent Free	Restaurant	Independent Free	WR11 4HJ
Red Lion	Independent Free	Pubs & Full On	Independent Free	WR11 4RE
Evesham Rugby Club	Independent Free	Registered Club	Independent Free	WR11 4JX
Orto Lounge	Loungers	Pubs & Full On	Loungers	WR11 4RW

MAP OF AREA

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 Source: OS Open Data 2018

Area: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 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: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	7,377	30.4	22.1	138		
2 Rising Prosperity	857	3.5	10.2	35		
3 Comfortable Communities	7,829	32.3	26.5	122		
4 Financially Stretched	5,673	23.4	23.7	99		
5 Urban Adversity	2,429	10.0	17.2	58		
6 Not Private Households	73	0.3	0.3	88		
Total households	24,238					



Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ← → Saving a lot

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: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 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	25	0.1	1.1	9			
1.B Executive Wealth	4,292	17.7	11.3	156			
1.C Mature Money	3,060	12.6	9.6	131			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	857	3.5	6.4	55			
3. Comfortable Communities							
3.F Countryside Communities	2,991	12.3	5.7	215			
3.G Successful Suburbs	1,710	7.1	6.0	119			
3.H Steady Neighbourhoods	955	3.9	7.4	53			
3.I Comfortable Seniors	914	3.8	2.9	132			
3.J Starting Out	1,259	5.2	4.6	114			
4. Financially Stretched							
4.K Student Life	1	0.0	2.5	0			
4.L Modest Means	1,649	6.8	8.0	85			
4.M Striving Families	2,608	10.8	7.4	144			
4.N Poorer Pensioners	1,415	5.8	5.8	101			
5. Urban Adversity							
5.O Young Hardship	1,201	5.0	6.3	79			
5.P Struggling Estates	532	2.2	5.7	38			
5.Q Difficult Circumstances	696	2.9	5.2	55			
6. Not Private Households							
6.R Not Private Households	73	0.3	0.3	88			
Total households	24,238						

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 Average: £40k / Average: £48k	% Disposable income UK: 39% London: 32% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

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

TOP BEHAVIOURS

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



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

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Area: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 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	25	0.1	0.9	12			
1.B Executive Wealth							
1.B.4 Asset rich families	851	3.5	2.6	133			
1.B.5 Wealthy countryside commuters	1,751	7.2	2.5	293			
1.B.6 Financially comfortable families	1,364	5.6	2.2	253			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	5	0.0	1.5	1			
1.B.9 Well-off edge of towners	321	1.3	1.6	82			
1.C Mature Money							
1.C.10 Better-off villagers	2,314	9.5	3.1	310			
1.C.11 Settled suburbia, older people	163	0.7	2.8	24			
1.C.12 Retired and empty nesters	331	1.4	2.5	55			
1.C.13 Upmarket downsizers	252	1.0	1.3	80			
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	820	3.4	2.0	171			
2.E.19 First time buyers in small, modern homes	36	0.1	3.4	4			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	0			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	602	2.5	1.5	163			
3.F.22 Older couples and families in rural areas	528	2.2	1.0	217			
3.F.23 Owner occupiers in small towns and villages	1,861	7.7	3.2	239			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	985	4.1	2.7	151			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	725	3.0	2.4	123			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	284	1.2	3.5	34			
3.H.28 Owner occupied terraces, average income	31	0.1	1.6	8			
3.H.29 Established suburbs, older families	640	2.6	2.3	113			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	784	3.2	2.4	136			
3.I.31 Elderly singles in purpose-built accommodation	130	0.5	0.5	110			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	126	0.5	2.2	24			
3.J.33 Smaller houses and starter homes	1,133	4.7	2.4	195			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.0	0.3	1			
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	345	1.4	1.4	99			
4.L.38 Semi-skilled workers in traditional neighbourhoods	501	2.1	2.6	79			
4.L.39 Fading owner occupied terraces	803	3.3	2.9	114			
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	1,399	5.8	1.6	362			
4.M.42 Struggling young families in post-war terraces	816	3.4	1.6	205			
4.M.43 Families in right-to-buy estates	186	0.8	2.0	38			
4.M.44 Post-war estates, limited means	207	0.9	2.2	39			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	335	1.4	0.8	176			
4.N.46 Elderly people in social rented flats	65	0.3	1.0	26			
4.N.47 Low income older people in smaller semis	673	2.8	2.2	124			
4.N.48 Pensioners and singles in social rented flats	342	1.4	1.7	83			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	743	3.1	2.2	140			
5.O.50 Struggling younger people in mixed tenure	233	1.0	1.8	53			
5.O.51 Young people in small, low cost terraces	225	0.9	2.3	41			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	274	1.1	1.6	72			
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	258	1.1	1.6	67			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	163	0.7	1.5	45			
5.Q.58 Singles and young families, some receiving benefits	389	1.6	1.8	91			
5.Q.59 Deprived areas and high-rise flats	144	0.6	2.0	30			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	41	0.2	0.1	285			
6.R.61 Inactive communal population	32	0.1	0.3	46			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	24,238						

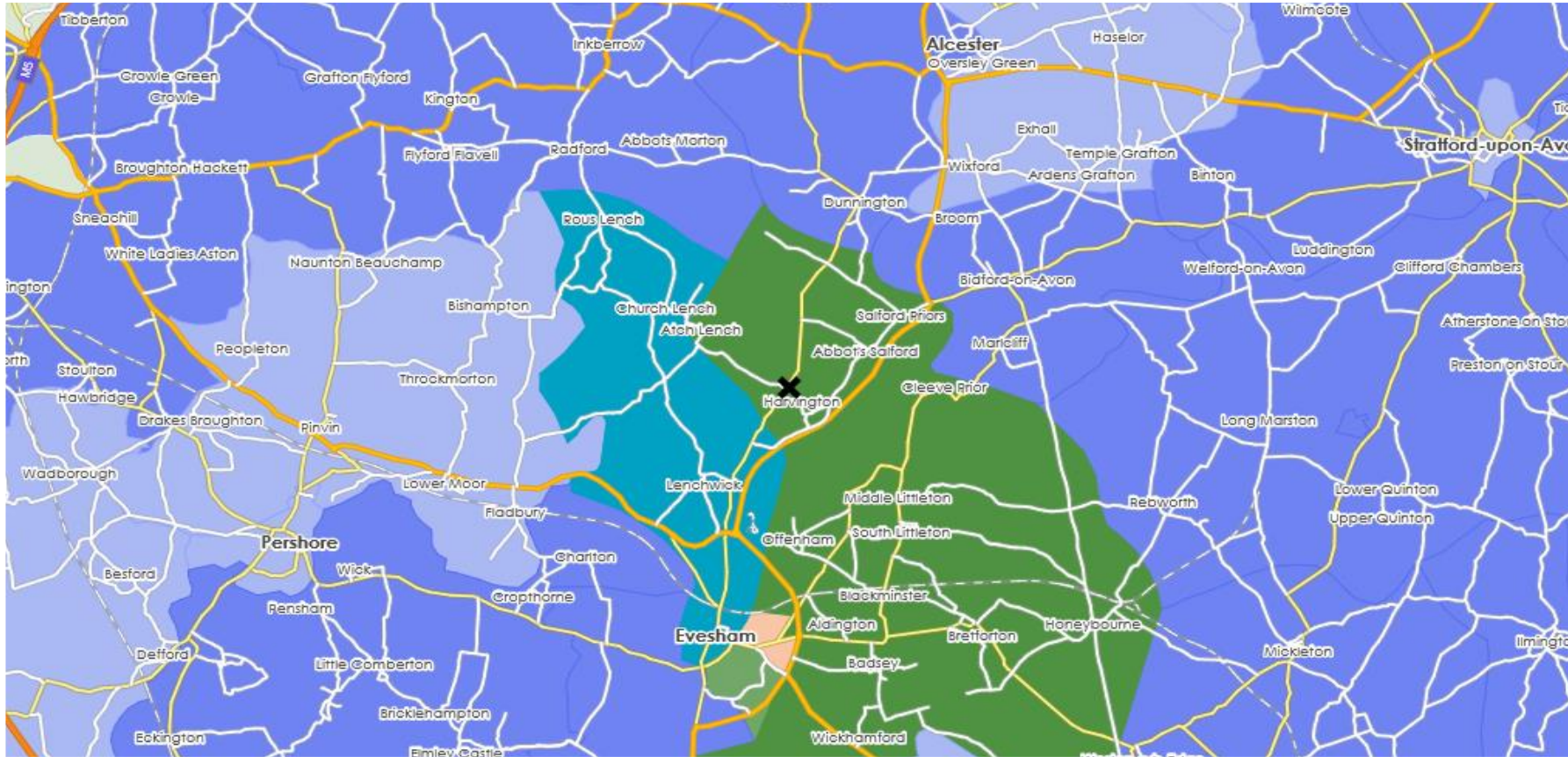
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 Mile contour)



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

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

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

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

1 Affluent Achievers

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%

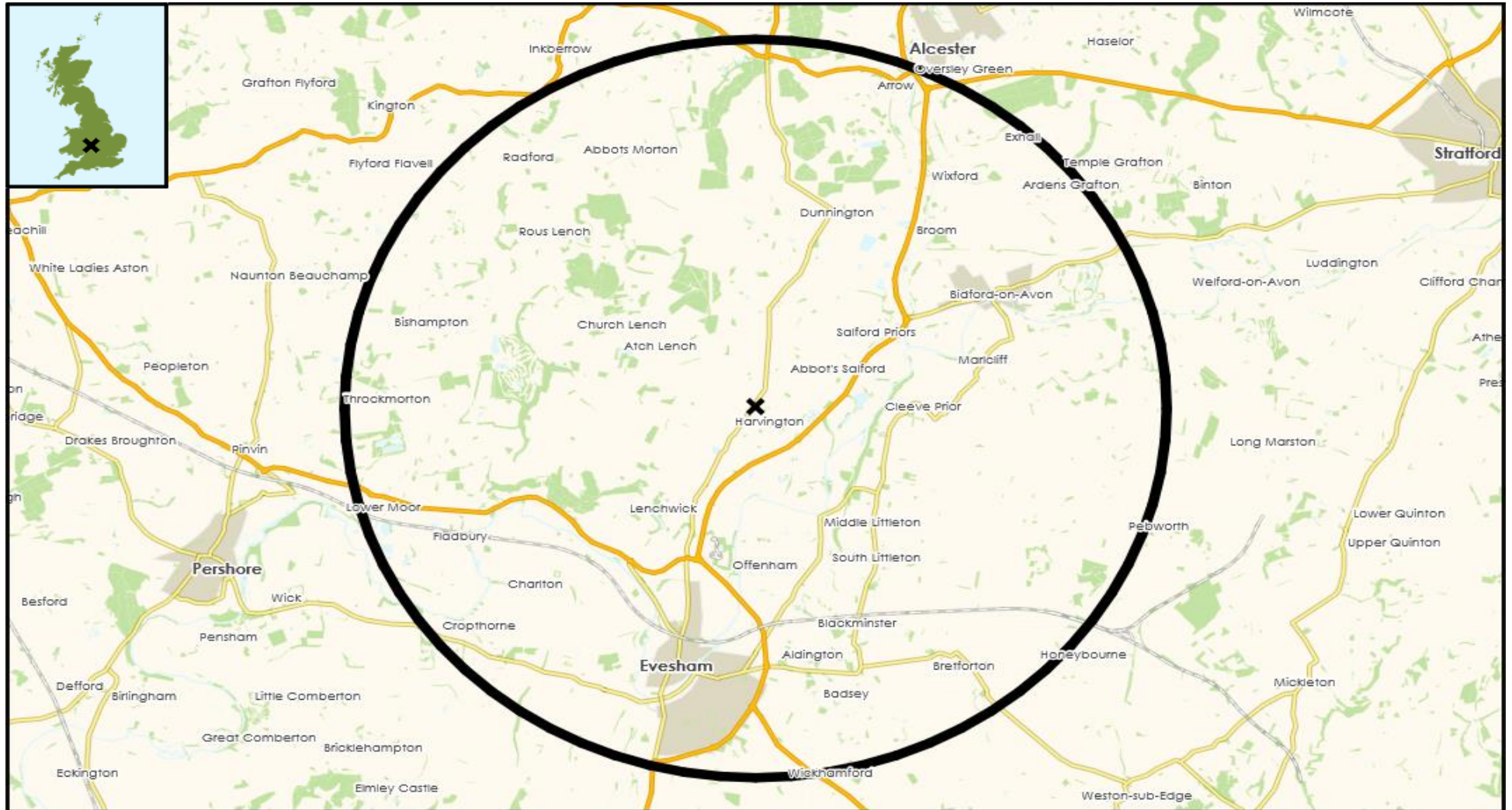


MAP OF AREA

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Source: OS Open Data 2018

Area: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 Mile contour)

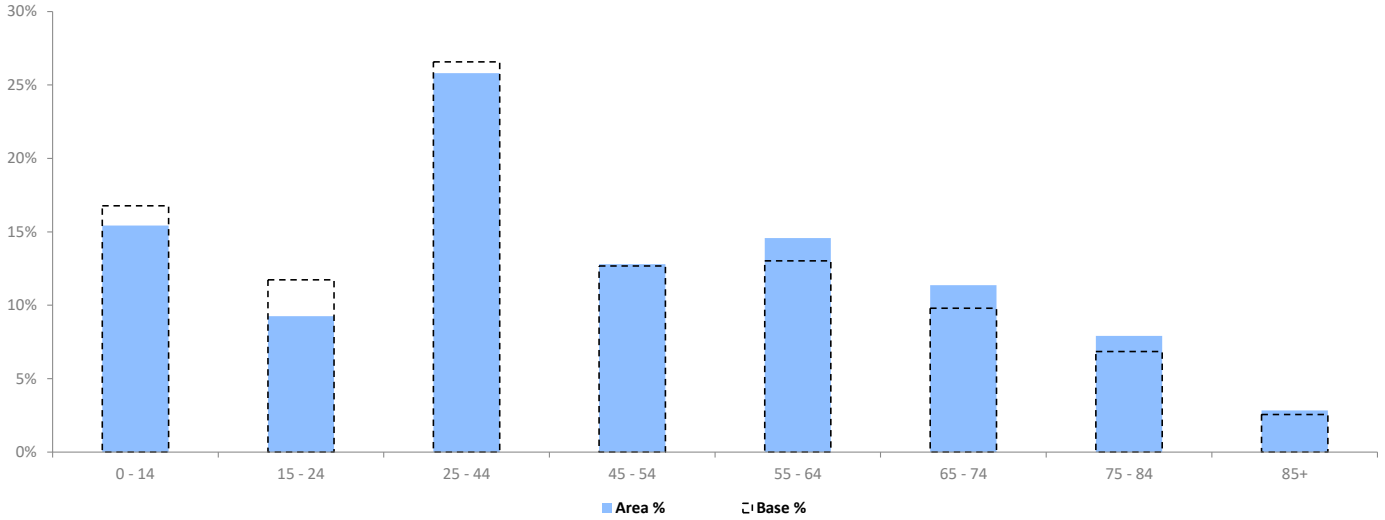


POPULATION PROJECTIONS

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Area: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	8,887	15.4	16.8	92			
15 - 24	5,338	9.3	11.7	79			
25 - 44	14,868	25.8	26.6	97			
45 - 54	7,369	12.8	12.7	101			
55 - 64	8,400	14.6	13.0	112			
65 - 74	6,553	11.4	9.8	116			
75 - 84	4,558	7.9	6.9	115			
85+	1,638	2.8	2.6	111			
Total population	57,611						



EXPENDITURE

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Area: P02151_Golden Cross, Vale of Evesham, WR11 8PQ (5 Mile contour)
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 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	£1,666,980	£70.04	£66.95	105			
2. Alcoholic beverages, tobacco and narcotics	£710,825	£29.86	£28.12	106			
3. Clothing & Footwear	£560,918	£23.57	£22.40	105			
4. Housing, water, electricity, gas and other fuels	£2,532,807	£106.41	£107.19	99			
5. Furnishings, equipment and routine maintenance	£959,166	£40.30	£36.85	109			
6. Health	£343,488	£14.43	£13.48	107			
7. Transport	£3,313,644	£139.22	£134.74	103			
8. Communication	£373,354	£15.69	£15.74	100			
9. Recreation & Culture	£1,800,748	£75.66	£64.16	118			
10. Education	£215,269	£9.04	£22.26	41			
11. Restaurants & Hotels	£1,602,209	£67.31	£67.11	100			
12. Miscellaneous goods and services	£2,702,671	£113.55	£109.86	103			
Total Expenditure	£16,782,080	£705.07	£688.85	102			

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.