

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Boat InnWV11 1SS (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	149	1.9	22.0	9		
2 Rising Prosperity	126	1.6	10.1	16		
3 Comfortable Communities	3,047	39.7	26.2	152		
4 Financially Stretched	2,808	36.6	23.7	154		
5 Urban Adversity	1,516	19.8	17.6	112		
6 Not Private Households	23	0.3	0.3	90		
Graph						
Total households		7,669				

Acorn Category Pen Portrait



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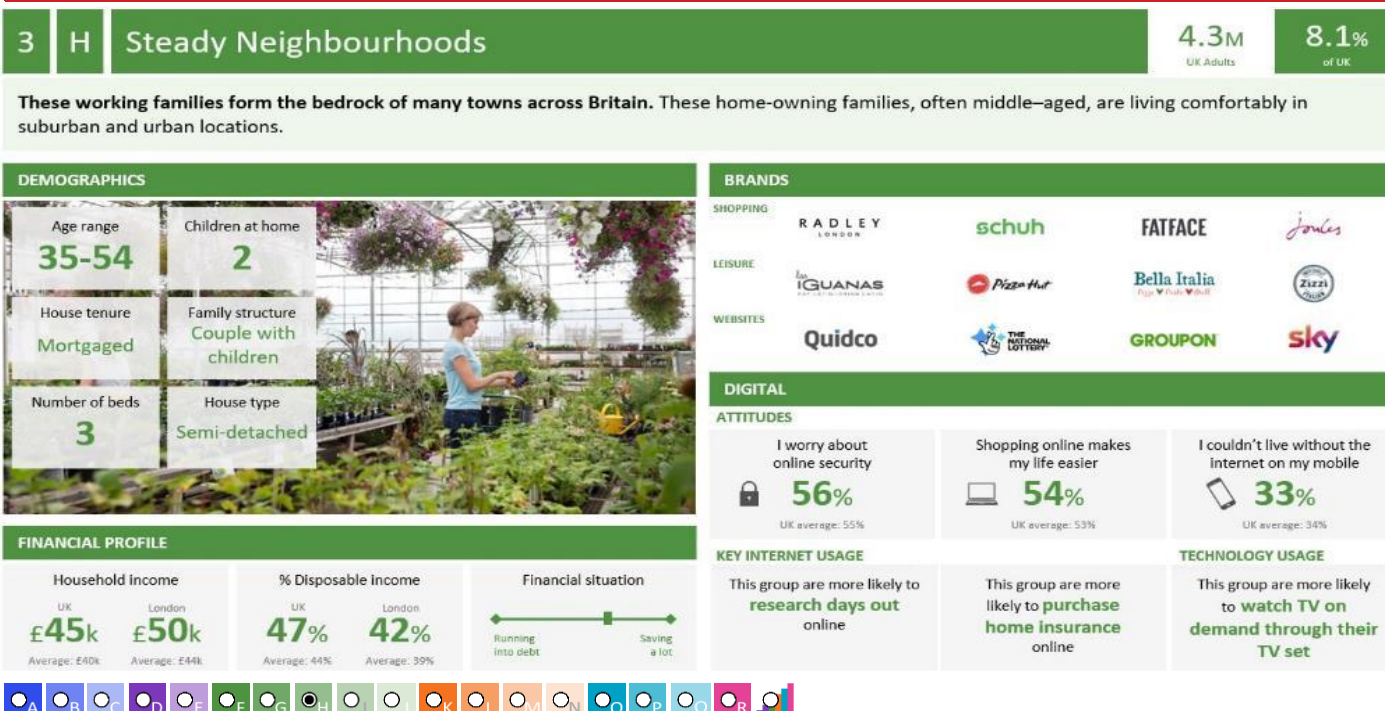
Area: ATLT_Boat InnWV11 1SS (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A	Lavish Lifestyles	0	0.0	1.1	0	<div></div>		
1.B	Executive Wealth	45	0.6	11.2	5	<div></div>		
1.C	Mature Money	104	1.4	9.6	14	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div></div>		
2.E	Career Climbers	126	1.6	6.2	27	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	0	0.0	5.7	0	<div></div>		
3.G	Successful Suburbs	494	6.4	5.9	109	<div></div>		
3.H	Steady Neighbourhoods	2,016	26.3	7.4	357	<div></div>		
3.I	Comfortable Seniors	201	2.6	2.9	90	<div></div>		
3.J	Starting Out	336	4.4	4.3	101	<div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0	<div></div>		
4.L	Modest Means	685	8.9	7.9	113	<div></div>		
4.M	Striving Families	1,516	19.8	7.5	262	<div></div>		
4.N	Poorer Pensioners	607	7.9	5.9	134	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	968	12.6	6.1	205	<div></div>		
5.P	Struggling Estates	45	0.6	6.1	10	<div></div>		
5.Q	Difficult Circumstances	503	6.6	5.3	123	<div></div>		
6. Not Private Households								
6.R	Not Private Households	23	0.3	0.3	90	<div></div>		
Total households		7,669						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Boat InnWV11 1SS (1 Mile contour)

Base: Great Britain

Year: 2021

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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	45	0.6	2.2	27			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	104	1.4	2.9	47			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	11	0.1	1.9	8			
	2.E.19 First time buyers in small, modern homes	115	1.5	3.3	46			
	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	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	455	5.9	2.6	225			
	3.G.25 Larger family homes, multi-ethnic areas	39	0.5	0.8	62			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	1,846	24.1	3.4	699			
	3.H.28 Owner occupied terraces, average income	7	0.1	1.6	6			
	3.H.29 Established suburbs, older families	163	2.1	2.3	91			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	201	2.6	2.4	109			
	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	176	2.3	2.1	110			
	3.J.33 Smaller houses and starter homes	160	2.1	2.3	93			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	176	2.3	1.4	163			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	220	2.9	2.6	109			
	4.L.39 Fading owner occupied terraces	289	3.8	2.9	131			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	1,296	16.9	2.1	814			
	4.M.44 Post-war estates, limited means	220	2.9	2.2	130			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	13	0.2	0.8	22			
	4.N.46 Elderly people in social rented flats	136	1.8	1.1	163			
	4.N.47 Low income older people in smaller semis	307	4.0	2.3	176			
	4.N.48 Pensioners and singles in social rented flats	151	2.0	1.8	112			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	287	3.7	2.1	174			
	5.O.50 Struggling younger people in mixed tenure	281	3.7	1.7	210			
	5.O.51 Young people in small, low cost terraces	400	5.2	2.3	231			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	36	0.5	1.6	29			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	9	0.1	1.6	7			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	96	1.3	1.5	82			
	5.Q.58 Singles and young families, some receiving benefits	42	0.5	1.8	31			
	5.Q.59 Deprived areas and high-rise flats	365	4.8	2.0	234			
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	23	0.3	0.3	109			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		7,669						

CATEGORY

GROUP

TYPE

MAP

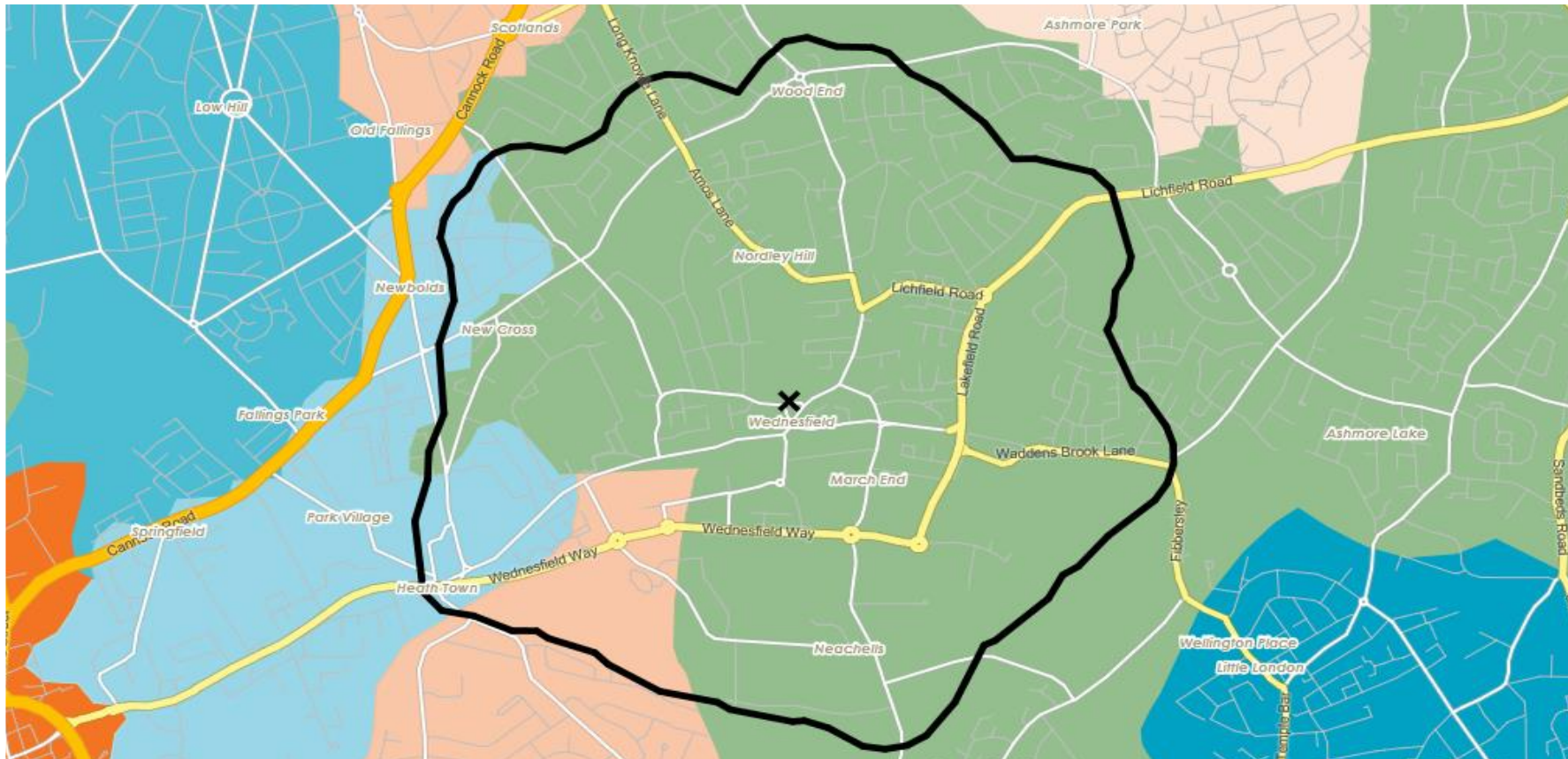
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Boat InnWV11 1SS (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

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
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

1 Affluent Achievers

12.0M UK Adults

22.8% of UK

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+

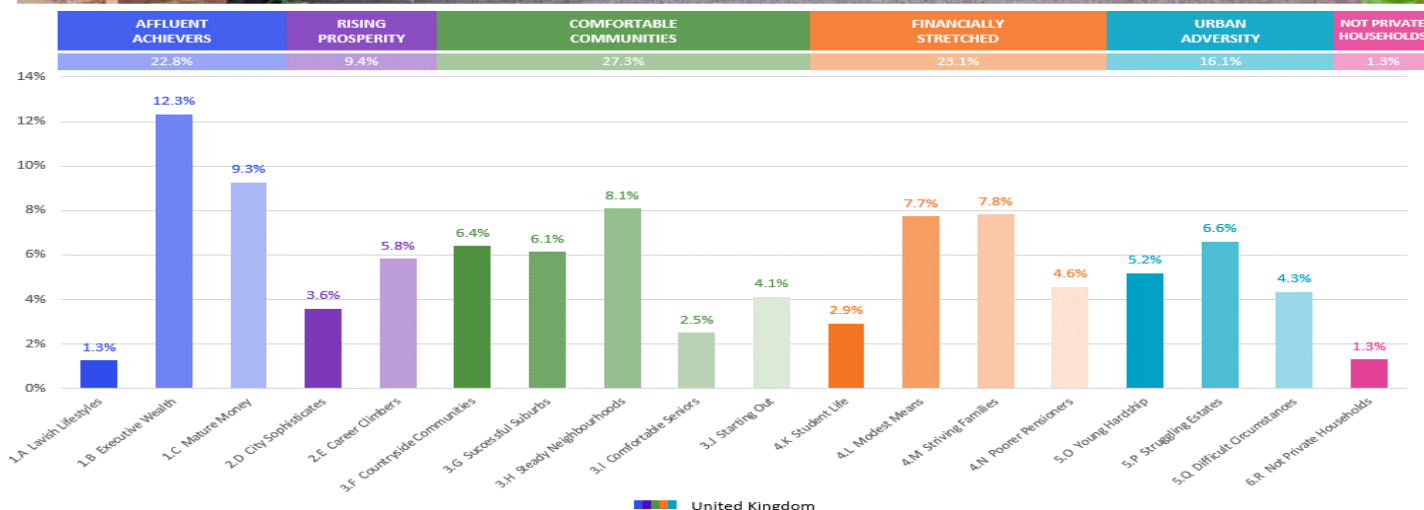
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



CGA LICENCED PREMISES

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Area: ATLT_Boat InnWV11 1SS (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	53.5	84.9	63			
Proprietary Club	3	16.0	8.1	197			
Registered Club	4	21.4	29.9	72			
Restaurant	3	16.0	34.6	46			
Residential	0	0.0	3.5	0			

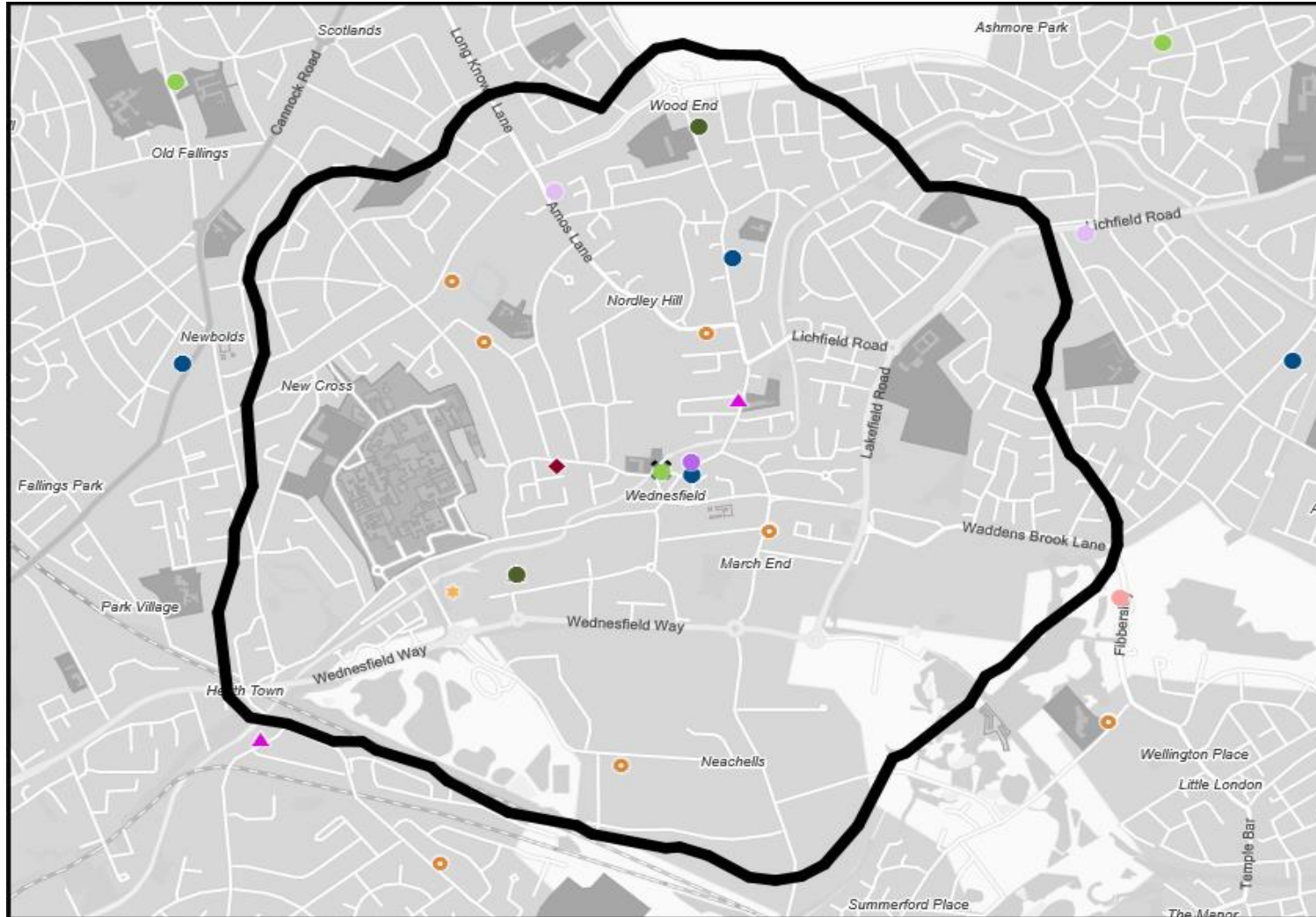
Name	Description	License Type	Owner Name	Postcode
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WV11 1LE
Wednesfield Football Club	Independent Free	Registered Club	Independent Free	WV11 1NH
Pheasant Inn	Greene King	Pubs & Full On	Greene King	WV11 1YQ
Star	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WV11 1PE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	WV11 1SF
Boat	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WV11 1SS
Angel Inn	Independent Free	Pubs & Full On	Independent Free	WV11 1ST
Royal Tiger	Wetherspoon	Pubs & Full On	Wetherspoon	WV11 1ST
Dog & Partridge	Marston's	Pubs & Full On	Marston's	WV11 1SZ
Vine Inn	Black Country Ales	Pubs & Full On	Black Country Ales	WV11 1TN
Wednesfield Conservative Club	Independent Free	Registered Club	Independent Free	WV11 3PR
Midland Snooker Club	Independent Free	Proprietary Club	Independent Free	WV11 3PR
Wolverhampton United Football Club	Independent Free	Registered Club	Independent Free	WV11 1HN
Nickelodeon	Greene King	Pubs & Full On	Greene King	WV11 1BP
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	WV11 1BP
Castle Inn	Marston's	Pubs & Full On	Marston's	WV11 1NW
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	WV11 1BP
Cosmo	Cosmo Group	Restaurant	Cosmo Group	WV11 1BP
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	WV11 1TZ
Wolverhampton Swimming And Fitness	Independent Free	Proprietary Club	Independent Free	WV13 3SW

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Boat InnWV11 1SS (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