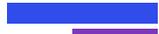


ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_White SwanB69 3AD (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	28	0.7	22.0	3		
 2 Rising Prosperity	188	4.6	10.1	45		
 3 Comfortable Communities	671	16.3	26.2	62		
 4 Financially Stretched	1,589	38.6	23.7	163		
 5 Urban Adversity	1,642	39.9	17.6	226		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	4,118					

Acorn Category Pen Portrait

5 Urban Adversity
8.5M 16.1%
UK Adults of UK

Age range
25-34

Financial situation


Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_White SwanB69 3AD (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			
1.B Executive Wealth	0	0.0	11.2	0			
1.C Mature Money	28	0.7	9.6	7			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	188	4.6	6.2	74			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	182	4.4	5.9	75			
3.H Steady Neighbourhoods	231	5.6	7.4	76			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	258	6.3	4.3	144			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	864	21.0	7.9	265			
4.M Striving Families	216	5.2	7.5	70			
4.N Poorer Pensioners	509	12.4	5.9	209			
5. Urban Adversity							
5.O Young Hardship	821	19.9	6.1	324			
5.P Struggling Estates	487	11.8	6.1	193			
5.Q Difficult Circumstances	334	8.1	5.3	152			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,118						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS

Age range 25-34	Children at home 3+
House tenure Privately renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL ATTITUDES

I worry about online security 54% <small>UK average: 55%</small>	Shopping online makes my life easier 50% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 33% <small>UK average: 34%</small>
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KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

This group are more likely to **subscribe to Sky TV**

FINANCIAL PROFILE

Household Income UK: £35k (Average: £40k) London: £42k (Average: £44k)	% Disposable Income UK: 45% (Average: 44%) London: 34% (Average: 39%)	Financial situation Running into debt Saving a lot
--	---	--

Legend: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R

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

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Area: ATLT_White SwanB69 3AD (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn 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	0	0.0	2.2	0			
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	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	28	0.7	2.5	27			
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	40	1.0	1.9	52			
2.E.19 First time buyers in small, modern homes	148	3.6	3.3	110			
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	122	3.0	2.6	112			
3.G.25 Larger family homes, multi-ethnic areas	60	1.5	0.8	178			
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	231	5.6	3.4	163			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
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	59	1.4	2.1	68			
3.J.33 Smaller houses and starter homes	199	4.8	2.3	215			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	221	5.4	2.6	204			
4.L.39 Fading owner occupied terraces	103	2.5	2.9	87			
4.L.40 High occupancy terraces, culturally diverse family areas	540	13.1	1.0	1,314			
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	49	1.2	1.7	71			
4.M.43 Families in right-to-buy estates	150	3.6	2.1	175			
4.M.44 Post-war estates, limited means	17	0.4	2.2	19			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	53	1.3	0.8	164			
4.N.46 Elderly people in social rented flats	127	3.1	1.1	284			
4.N.47 Low income older people in smaller semis	6	0.1	2.3	6			
4.N.48 Pensioners and singles in social rented flats	323	7.8	1.8	444			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	265	6.4	2.1	300			
5.O.50 Struggling younger people in mixed tenure	279	6.8	1.7	388			
5.O.51 Young people in small, low cost terraces	277	6.7	2.3	299			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	138	3.4	1.6	206			
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	349	8.5	1.6	514			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	72	1.7	1.5	115			
5.Q.58 Singles and young families, some receiving benefits	114	2.8	1.8	154			
5.Q.59 Deprived areas and high-rise flats	148	3.6	2.0	177			
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	4,118						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_White SwanB69 3AD (1 Mile contour)



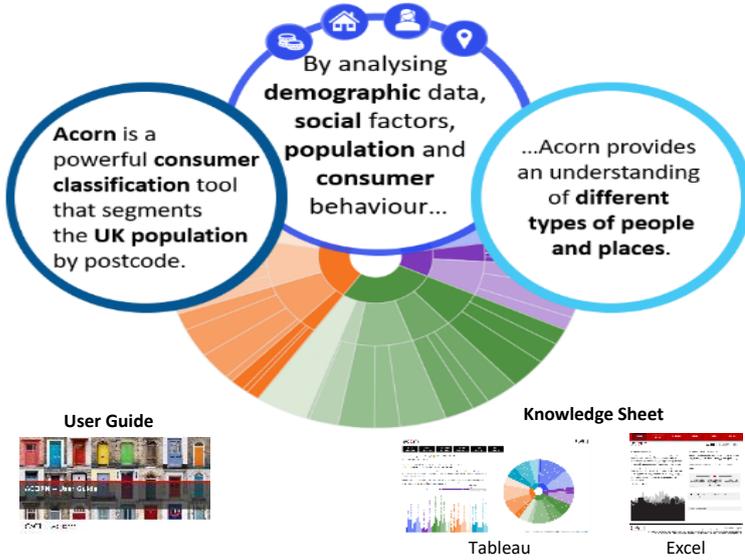
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

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

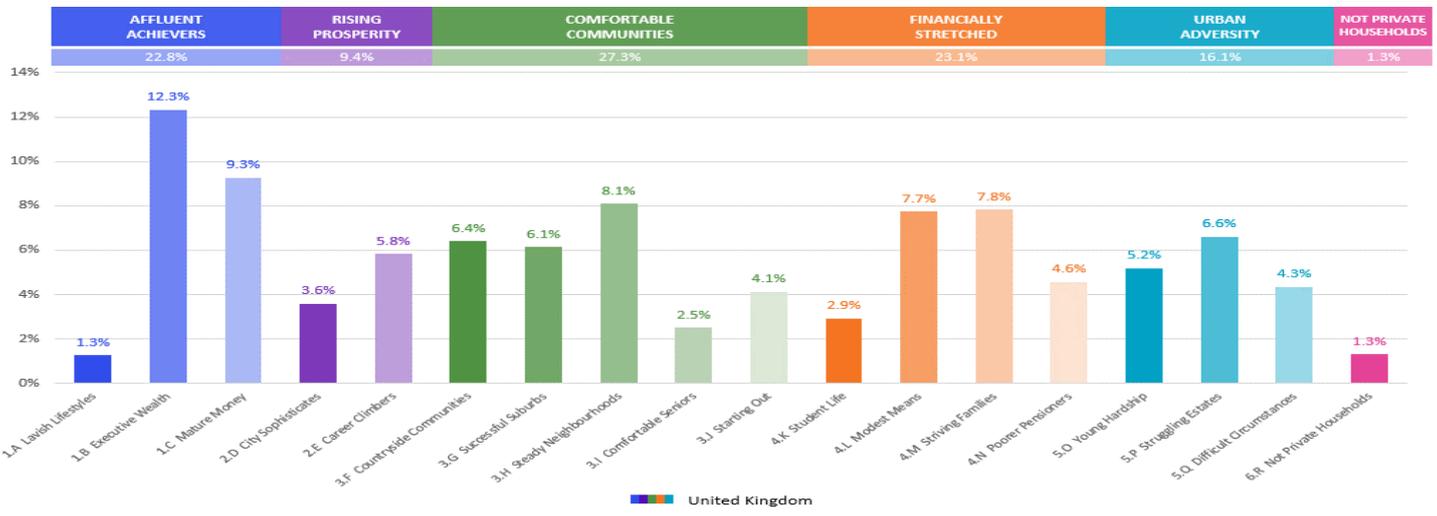
House tenure: Owned outright

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_White SwanB69 3AD (1 Mile contour)
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 Year: 2021

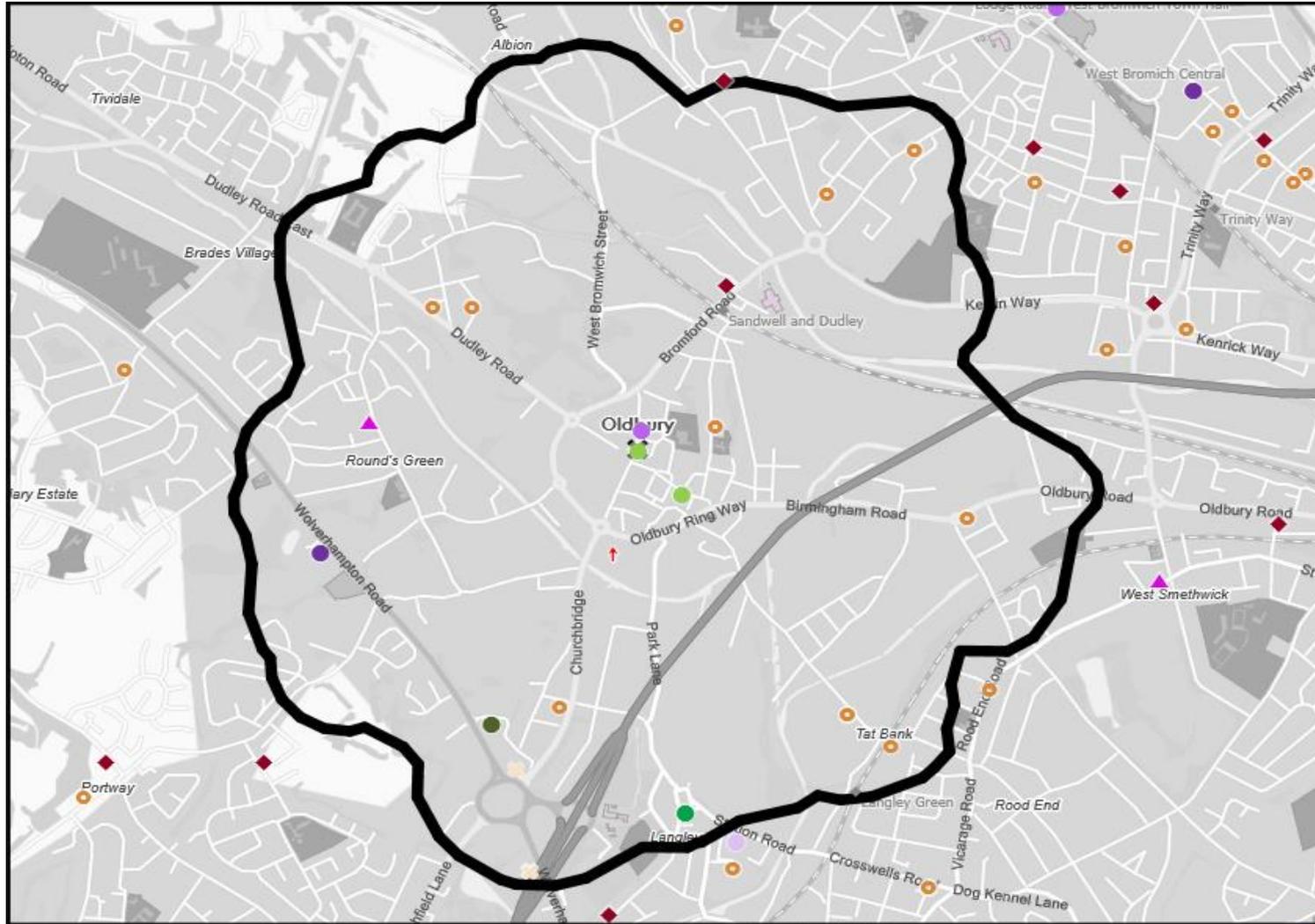
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	132.7	84.9	156			
Proprietary Club	2	19.0	8.1	233			
Registered Club	4	37.9	29.9	127			
Restaurant	3	28.4	34.6	82			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Cookhouse & Pub	Whitbread	Pubs & Full On	Whitbread	B 69 2BH
Stores Bar And Grill	Independent Free	Restaurant	Independent Free	B 69 4LE
Brades Row Tavern	Newport Pub Company	Pubs & Full On	Newport Pub Company	B 69 2ET
Waggon & Horses	Unknown	Pubs & Full On	Unknown	B 69 3AD
White Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 3AD
George	Independent Free	Pubs & Full On	Independent Free	B 69 3DP
Jolly Collier	Independent Free	Pubs & Full On	Independent Free	B 69 3HD
Xaverian Catholic Social Club	Independent Free	Registered Club	Independent Free	B 69 4BA
Junction Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 4DY
British Queen	Independent Free	Restaurant	Independent Free	B 69 4EW
New Cottage	Independent Free	Restaurant	Independent Free	B 69 4NB
Club 99	Independent Free	Proprietary Club	Independent Free	B 69 4NH
Coal Shed	Ei Group	Pubs & Full On	Ei Group	B 69 4PZ
Bromford Lane Gardeners Club	Independent Free	Registered Club	Independent Free	B 70 7HW
Railway Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 70 7JB
West Bromwich Football Club	Independent Free	Registered Club	Independent Free	B 70 8JX
Half Penny Farm	Greene King	Pubs & Full On	Greene King	B 69 2AQ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	B 69 2BD
Mecca Bingo	Rank	Proprietary Club	Rank	B 69 2AN
Warley Rugby Club	Independent Free	Registered Club	Independent Free	B 69 4NH
Ramada Hotel	Wyndham Hotel Group UK	Pubs & Full On	Wyndham Hotel Group UK	B 69 4RJ
Ibis Styles	Accor Hotels	Pubs & Full On	Accor Hotels	B 69 4RJ
Court Of Requests	Wetherspoon	Pubs & Full On	Wetherspoon	B 69 3AF

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_White SwanB69 3AD (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