

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Villa TavernB7 SPD (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.0	0		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	181	3.3	26.2	13		
4 Financially Stretched	2,248	41.2	23.7	174		
5 Urban Adversity	3,004	55.0	17.6	313		
6 Not Private Households	26	0.5	0.3	143		
Total households	5,459					



Graph

Acorn Category Pen Portrait

5 Urban Adversity
8.5M UK Adults 16.1% 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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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	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	84	1.5	5.9	26			
3.H Steady Neighbourhoods	73	1.3	7.4	18			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	24	0.4	4.3	10			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,530	28.0	7.9	354			
4.M Striving Families	484	8.9	7.5	117			
4.N Poorer Pensioners	234	4.3	5.9	73			
5. Urban Adversity							
5.O Young Hardship	426	7.8	6.1	127			
5.P Struggling Estates	803	14.7	6.1	241			
5.Q Difficult Circumstances	1,775	32.5	5.3	608			
6. Not Private Households							
6.R Not Private Households	26	0.5	0.3	143			
Total households	5,459						

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING				
LEISURE				
WEBSITES				

DIGITAL ATTITUDES

I worry about online security 52% <small>UK average: 55%</small>	Shopping online makes my life easier 48% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 36% <small>UK average: 34%</small>
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FINANCIAL PROFILE

Household Income UK £20k London £23k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 31% London 27% <small>Average: 44% Average: 39%</small>	Financial situation
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KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for video games** online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **take out a loan** online

This group are less likely to **use contactless payments**

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

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Area: ATLT_Villa TavernB7 5PD (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	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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	0	0.0	2.6	0			
3.G.25 Larger family homes, multi-ethnic areas	84	1.5	0.8	188			
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	73	1.3	3.4	39			
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	24	0.4	2.1	21			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	1	0.0	2.6	1			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	1,529	28.0	1.0	2,807			
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	115	2.1	1.7	126			
4.M.43 Families in right-to-buy estates	113	2.1	2.1	100			
4.M.44 Post-war estates, limited means	256	4.7	2.2	213			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	6	0.1	0.8	14			
4.N.46 Elderly people in social rented flats	177	3.2	1.1	299			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	51	0.9	1.8	53			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	119	2.2	2.1	102			
5.O.50 Struggling younger people in mixed tenure	124	2.3	1.7	130			
5.O.51 Young people in small, low cost terraces	183	3.4	2.3	149			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	289	5.3	1.6	326			
5.P.53 Low income terraces	1	0.0	0.9	2			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	345	6.3	0.8	784			
5.P.56 Low income large families in social rented semis	168	3.1	1.6	187			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	494	9.0	1.5	596			
5.Q.58 Singles and young families, some receiving benefits	487	8.9	1.8	498			
5.Q.59 Deprived areas and high-rise flats	794	14.5	2.0	715			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	26	0.5	0.1	818			
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	5,459						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Villa TavernB7 5PD (1 Mile contour)

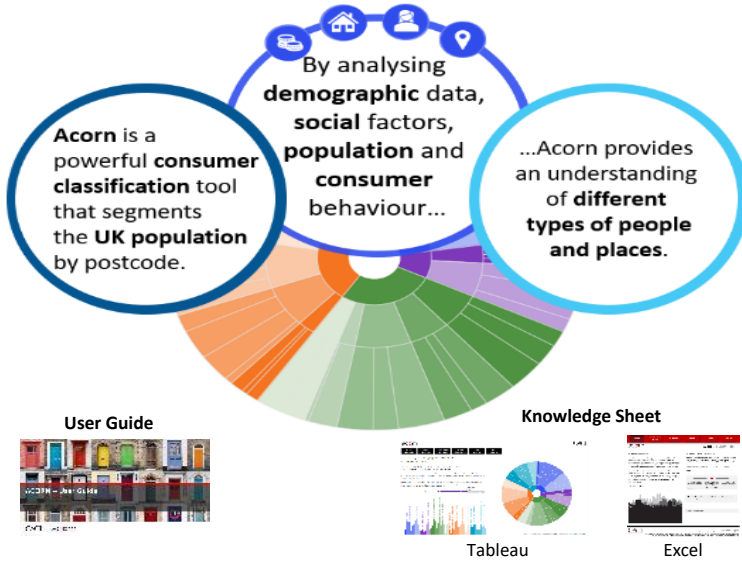


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

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

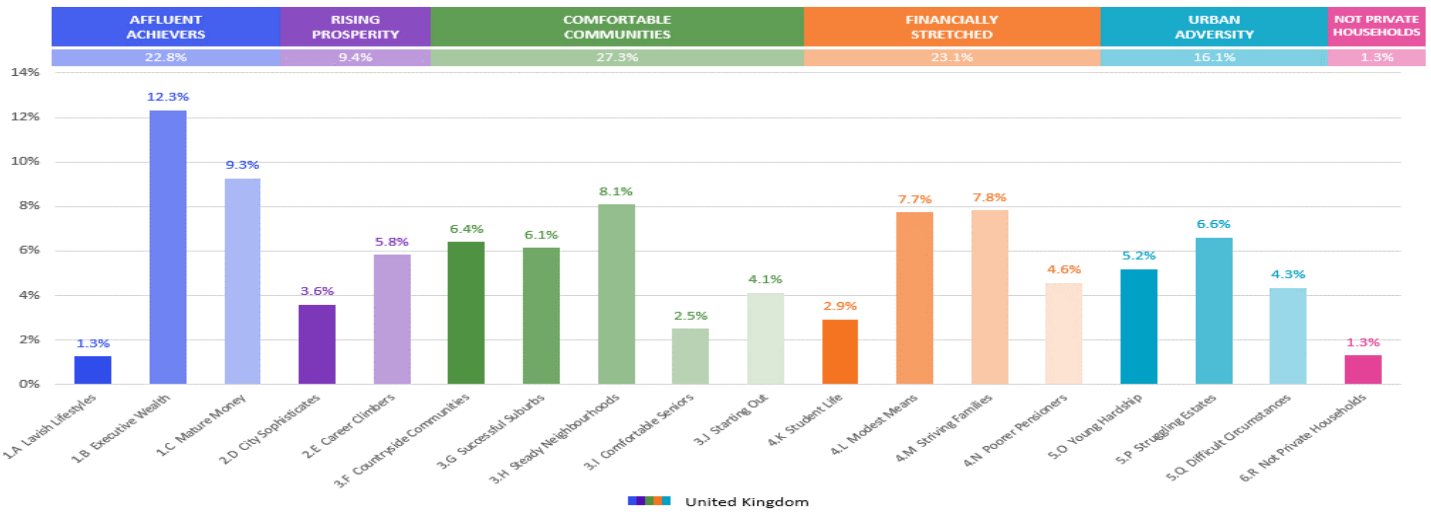
House tenure: Owned outright

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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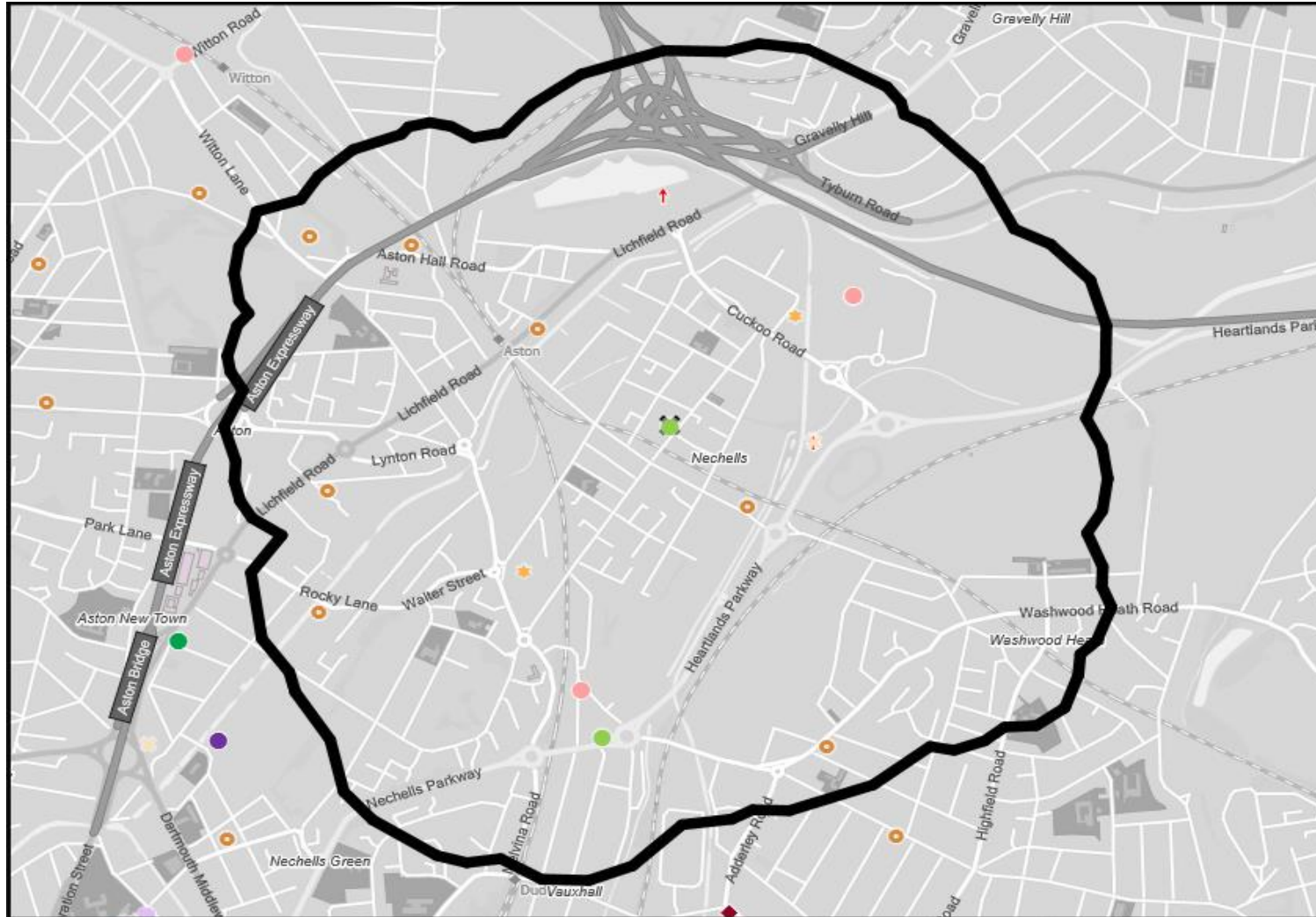
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	61.3	84.9	72			
Proprietary Club	4	24.5	8.1	301			
Registered Club	2	12.3	29.9	41			
Restaurant	6	36.8	34.6	106			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Manor Tavern	Independent Free	Pubs & Full On	Independent Free	B 6 5RX
Aston Tavern	Independent Free	Pubs & Full On	Independent Free	B 6 6QA
Aston Social Club	Independent Free	Registered Club	Independent Free	B 6 7JU
Sportsman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 7 4TH
Albion Vaults	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 7 5AP
Villa Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 7 5PD
Heartlands Social Club	Independent Free	Registered Club	Independent Free	B 7 5RX
Saltley Inn	Independent Free	Pubs & Full On	Independent Free	B 8 1RS
Wing Wah	Wing Wah Chinese Rest Group	Restaurant	Wing Wah Chinese Rest Group	B 7 5HD
Swan & Mitre	Independent Free	Pubs & Full On	Independent Free	B 6 7ST
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	B 7 5SB
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	B 7 5TR
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	B 7 5SA
Shanahans	Independent Free	Pubs & Full On	Independent Free	B 7 5EP
Powerleague	Powerleague Group	Proprietary Club	Powerleague Group	B 6 7TG
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	B 7 5SB
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	B 7 5SA
Zauq Buffet	Star Pubs & Bars	Restaurant	Star Pubs & Bars	B 7 5SA
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	B 7 5SB
Adventure Island Mini Golf	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	B 7 5SA
Shobha's	Independent Free	Restaurant	Independent Free	B 7 5SA
Oodles N Oodes	Independent Free	Restaurant	Independent Free	B 7 5SA

MAP OF AREA

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Area: ATLT_Villa TavernB7 5PD (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