

# POPULATION PROJECTIONS

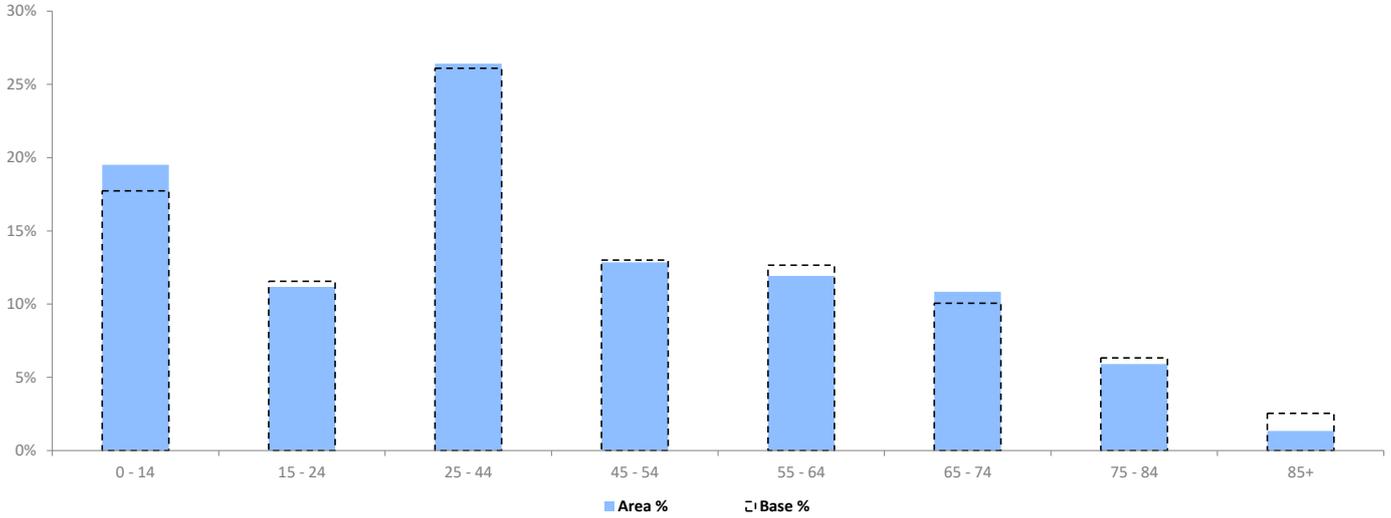
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Area: P03304\_St George, Tamworth, B77 2ED (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,450	19.5	17.7	<b>110</b>			
15 - 24	3,696	11.2	11.6	97			
25 - 44	8,734	26.4	26.1	<b>101</b>			
45 - 54	4,246	12.8	13.0	99			
55 - 64	3,940	11.9	12.7	94			
65 - 74	3,584	10.8	10.1	<b>108</b>			
75 - 84	1,955	5.9	6.3	94			
85+	444	1.3	2.5	53			
<b>Total population</b>	<b>33,049</b>						



# CGA LICENCED PREMISES

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Area: P03304\_St George, Tamworth, B77 2ED (1 M

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	30.3	85.9	35			
Proprietary Club	0	0.0	8.2	0			
Registered Club	7	21.2	30.1	70			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

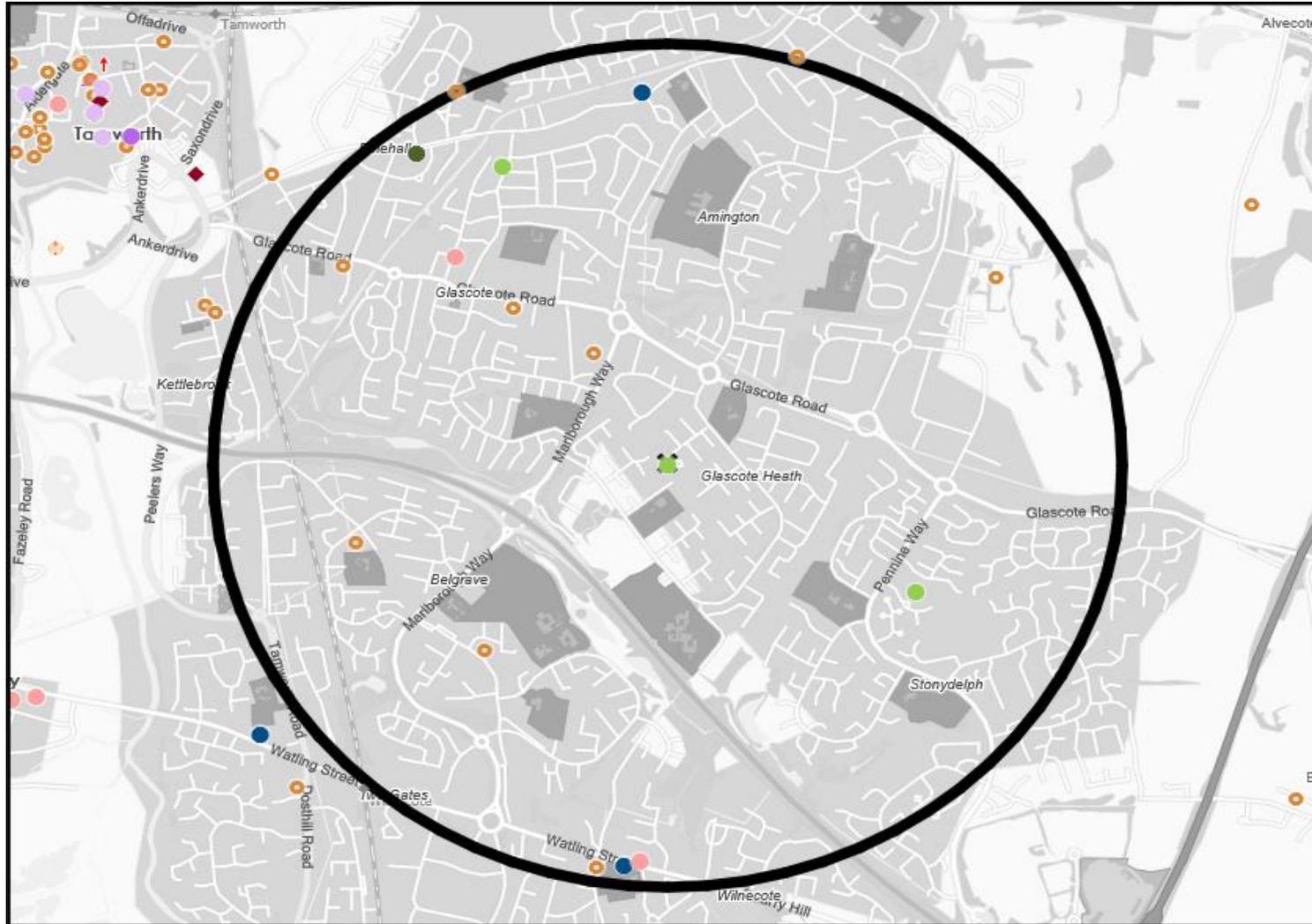
Name	Description	License Type	Owner Name	Postcode
Anchor	Independent Free	Pubs & Full On	Independent Free	B 77 2AF
Glascote Working Mens Club	Independent Free	Registered Club	Independent Free	B 77 2BS
St George	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 77 2ED
Mercian	Independent Free	Pubs & Full On	Independent Free	B 77 2LA
Belgrave Sports & Social Club	Independent Free	Registered Club	Independent Free	B 77 2LF
Gate Inn	Marston's	Pubs & Full On	Marston's	B 77 3BY
Dolphin	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 77 3EF
Amington	Greene King	Pubs & Full On	Greene King	B 77 3PU
Tamworth Municipal Golf Club	Independent Free	Registered Club	Independent Free	B 77 4EG
Blacksmiths Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 77 4JA
Globe Inn	Marston's	Pubs & Full On	Marston's	B 77 5BA
Queens Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 77 5BP
Wilnecote Working Mens Club	Independent Free	Registered Club	Independent Free	B 77 5EA
Tamworth Indoor Bowls Club	Independent Free	Registered Club	Independent Free	B 77 4EG
Glascote Army Cadets	Independent Free	Registered Club	Independent Free	B 77 2BS
Winning Post	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 77 3EW
Tamworth Athletic Club	Independent Free	Registered Club	Independent Free	B 77 2HA

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03304\_St George, Tamworth, B77 2ED (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:** P03304\_St George, Tamworth, B77 2ED (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	740	5.4	22.0	25		
 2 Rising Prosperity	291	2.1	10.1	21		
 3 Comfortable Communities	5,632	41.1	26.2	157		
 4 Financially Stretched	3,741	27.3	23.7	115		
 5 Urban Adversity	3,275	23.9	17.6	136		
 6 Not Private Households	21	0.2	0.3	46		
 Graph						
<b>Total households</b>	<b>13,700</b>					

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%  
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 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03304\_St George, Tamworth, B77 2ED (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	655	4.8	11.2	43			
1.C Mature Money	85	0.6	9.6	6			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	291	2.1	6.2	34			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	45	0.3	5.7	6			
3.G Successful Suburbs	737	5.4	5.9	91			
3.H Steady Neighbourhoods	3,246	23.7	7.4	322			
3.I Comfortable Seniors	465	3.4	2.9	117			
3.J Starting Out	1,139	8.3	4.3	191			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,011	7.4	7.9	93			
4.M Striving Families	1,928	14.1	7.5	186			
4.N Poorer Pensioners	802	5.9	5.9	99			
<b>5. Urban Adversity</b>							
5.O Young Hardship	870	6.4	6.1	103			
5.P Struggling Estates	1,621	11.8	6.1	194			
5.Q Difficult Circumstances	784	5.7	5.3	107			
<b>6. Not Private Households</b>							
6.R Not Private Households	21	0.2	0.3	46			
<b>Total households</b>	<b>13,700</b>						

Acorn Group Pen Portrait

**3 H Steady Neighbourhoods**      4.3M UK Adults      8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, joules  
 LEISURE: IGUANAS, Pizza Hut, Bella Italia, Zizzi  
 WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL

ATTITUDES  
 I worry about online security: 56% (UK average: 55%)  
 Shopping online makes my life easier: 54% (UK average: 53%)  
 I couldn't live without the internet on my mobile: 33% (UK average: 34%)

FINANCIAL PROFILE

Household Income: UK £45k (Average: £40k), London £50k (Average: £44k)  
 % Disposable Income: UK 47% (Average: 44%), London 42% (Average: 39%)  
 Financial situation: Running into debt to Saving a lot

KEY INTERNET USAGE

This group are more likely to research days out online  
 This group are more likely to purchase home insurance online  
 TECHNOLOGY USAGE: This group are more likely to watch TV on demand through their TV set



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

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Area: P03304\_St George, Tamworth, B77 2ED (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
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	79	0.6	2.6	22			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	375	2.7	2.2	124			
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	201	1.5	1.6	91			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	42	0.3	2.9	11			
1.C.12 Retired and empty nesters	43	0.3	2.5	13			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	158	1.2	1.9	61			
2.E.19 First time buyers in small, modern homes	133	1.0	3.3	30			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	45	0.3	3.2	10			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	737	5.4	2.6	204			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	2,095	15.3	3.4	444			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	1,151	8.4	2.3	361			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	465	3.4	2.4	141			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	31	0.2	2.1	11			
3.J.33 Smaller houses and starter homes	1,108	8.1	2.3	359			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	107	0.8	1.4	55			
4.L.38 Semi-skilled workers in traditional neighbourhoods	516	3.8	2.6	143			
4.L.39 Fading owner occupied terraces	388	2.8	2.9	98			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	1,234	9.0	1.7	538			
4.M.43 Families in right-to-buy estates	448	3.3	2.1	157			
4.M.44 Post-war estates, limited means	246	1.8	2.2	82			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	79	0.6	0.8	74			
4.N.46 Elderly people in social rented flats	27	0.2	1.1	18			
4.N.47 Low income older people in smaller semis	310	2.3	2.3	100			
4.N.48 Pensioners and singles in social rented flats	386	2.8	1.8	160			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	106	0.8	2.1	36			
5.O.50 Struggling younger people in mixed tenure	429	3.1	1.7	179			
5.O.51 Young people in small, low cost terraces	335	2.4	2.3	109			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	1,299	9.5	1.6	584			
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	322	2.4	1.6	143			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	200	1.5	1.5	96			
5.Q.58 Singles and young families, some receiving benefits	485	3.5	1.8	198			
5.Q.59 Deprived areas and high-rise flats	99	0.7	2.0	36			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	21	0.2	0.3	56			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>13,700</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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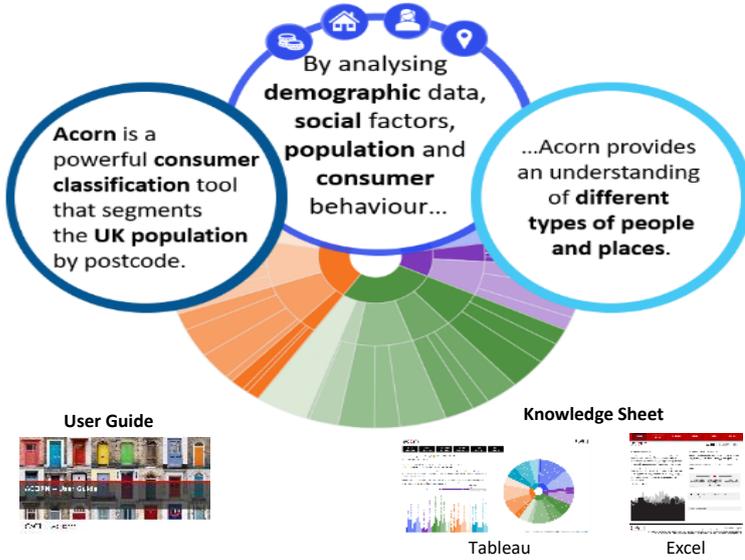
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

