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Area:	ATLT_Greyhound InnWS15 3LN (15 min cont
Base:	Great Britain
Year:	2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0 100 200
Pubs & Full On	48	90.6	84.9	**107**	
Proprietary Club	2	3.8	8.1	46	
Registered Club	18	34.0	29.9	**114**	
Restaurant	11	20.8	34.6	60	
Residential	1	1.9	3.5	54	

Name	Description	License Type	Owner Name	Postcode
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE13 7HZ
Hoar Cross Hall	Independent Free	Pubs & Full On	Independent Free	DE13 8QS
Walton Tennis Club	Independent Free	Registered Club	Independent Free	ST17 0JU
Brocton Hall Golf Club	Independent Free	Registered Club	Independent Free	ST17 0TH
Viceroy Restaurant	Independent Free	Restaurant	Independent Free	ST17 0UH
Milford Hall Cricket Club	Independent Free	Registered Club	Independent Free	ST17 0UL
Barley Mow Inn	Greene King	Pubs & Full On	Greene King	ST17 0UW
Wolseley Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST17 0XS
Saracens Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST18 0HT
Woolpack	Marston's	Pubs & Full On	Marston's	ST18 0JH
Bistro Le Coq	Independent Free	Restaurant	Independent Free	ST18 0LF
Blythe Inn	Independent Free	Pubs & Full On	Independent Free	ST18 0LT
Bank House Inn	Lewis Partnership	Pubs & Full On	Joule's Brewery	ST18 0QF
Ingestre Park Golf Club	Independent Free	Registered Club	Independent Free	ST18 0RE
Great Haywood Sports And & Social Clut	Independent Free	Registered Club	Independent Free	ST18 0SU
Red Lion	Marston's	Pubs & Full On	Marston's	ST18 0TS
Lamb & Flag	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST18 0TU
Red Lion	Marston's	Pubs & Full On	Marston's	WS15 2JH
Brereton Town Football Club	Independent Free	Registered Club	Independent Free	WS15 1DF
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS15 4AE
Mossley Arms	Independent Free	Pubs & Full On	Independent Free	WS15 1DQ
Miners Arms	Independent Free	Pubs & Full On	Independent Free	WS15 1DU
Cedar Tree Hotel & Restaurant	Independent Free	Restaurant	Independent Free	WS15 1DY
Red Lion	Marston's	Pubs & Full On	Marston's	WS15 1EB
Brereton Sports & Social Club	Independent Free	Registered Club	Independent Free	WS15 1ED
Peartree & District Working Mens Club	Independent Free	Registered Club	Independent Free	WS15 1NT
Ash Tree Inn	Marston's	Pubs & Full On	Marston's	WS15 1PF
Chetwynd Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS15 1QB
Vine Inn	Independent Free	Pubs & Full On	Independent Free	WS15 2AT
Chase	Marston's	Pubs & Full On	Marston's	WS15 2AW
Vaults	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 2BL
Albion Inn	Marston's	Pubs & Full On	Marston's	WS15 2BY
Bojollys Wine Bar	Independent Free	Pubs & Full On	Independent Free	WS15 2BY
Ollys	Independent Free	Pubs & Full On	Independent Free	WS15 2DG
Crown Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS15 2DN
Rugeley Billiards & Snooker	Independent Free	Proprietary Club	Independent Free	WS15 2DZ
Red Peppers	Independent Free	Restaurant	Independent Free	WS15 2EJ
Shrew Kafe & Bar	Independent Free	Pubs & Full On	Independent Free	WS15 2JJ
Rugeley Progressive Club	Independent Free	Registered Club	Independent Free	WS15 2JL
Leahall Miners Welfare Centre	Independent Free	Registered Club	Independent Free	WS15 2LB
Rugeley Cricket Club	Independent Free	Registered Club	Independent Free	WS15 2LQ
Etching Hill Tennis Club	Independent Free	Registered Club	Independent Free	WS15 2LU
Horns Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	WS15 2UW
Bagot Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS15 3DB
Coach & Horses	Punch Pub Company	Pubs & Full On	Punch Pub Company	WS15 3BN
Goats Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 3BP
Crown Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS15 3BS
Ye Olde Dun Cow	Independent Free	Pubs & Full On	Independent Free	WS15 3LG
Greyhound	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS15 3LN
Chadwick Arms	Marston's	Pubs & Full On	Marston's	WS15 3QX
Shoulder Of Mutton	Independent Free	Pubs & Full On	Independent Free	WS15 3RZ
Plum Pudding	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS15 4AZ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	WS15 4BN

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Residential	1	1.9	3.5	54	

Name	Description	License Type	Owner Name	Postcode
Olde Peculiar	Independent Free	Pubs & Full On	Independent Free	WS15 4DD
Crown Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 4DT
Swan With Two Necks	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 4PN
Red Lion Inn	Restaurant Group	Pubs & Full On	Restaurant Group	WS15 4QF
Clifford Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST18 0SR
Rugeley Rose Theatre	Independent Free	Pubs & Full On	Independent Free	WS15 2AA
Lichfield Golf & Country Club	Independent Free	Registered Club	Independent Free	WS13 8HQ
Plaza	Wetherspoon	Pubs & Full On	Wetherspoon	WS15 2EJ
St Thomass Priory Golf Club	Independent Free	Registered Club	Independent Free	WS15 1ED
Bromley Hayes Country Cottage	Independent Free	Restaurant	Independent Free	WS13 8HW
Longdon Club & Institute	Independent Free	Registered Club	Independent Free	WS15 4PA
Weston Hall	Independent Free	Pubs & Full On	Independent Free	ST18 0HS
Papas Restaurant	Independent Free	Restaurant	Independent Free	WS15 2EJ
Stags Leap	Marston's	Pubs & Full On	Marston's	WS15 2ET
Table Table	Whitbread	Pubs & Full On	Whitbread	WS15 2HS
Silsila Indian Restaurant & Takeaway	Independent Free	Restaurant	Independent Free	WS15 2EJ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	WS15 1LX
Wolseley Bridge Garden Centre	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	ST17 0YA
Hawkesyard Hall	Independent Free	Pubs & Full On	Independent Free	WS15 1PU
Rajbari Tandoori	Independent Free	Restaurant	Independent Free	WS15 2BY
Colton House	Independent Free	Residential	Independent Free	WS15 3LL
Shugborough Hall	Independent Free	Pubs & Full On	Independent Free	ST17 0XB
Terrazza	Independent Free	Restaurant	Independent Free	WS15 2EH
Bilash	Independent Free	Restaurant	Independent Free	WS15 2BT
Sefton Leisure	Independent Free	Proprietary Club	Independent Free	ST18 0UP
Brereton Town Fc	Independent Free	Registered Club	Independent Free	WS15 1DS
Kings Bromley Cricket Club	Independent Free	Registered Club	Independent Free	DE13 7JF

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MAP OF AREA

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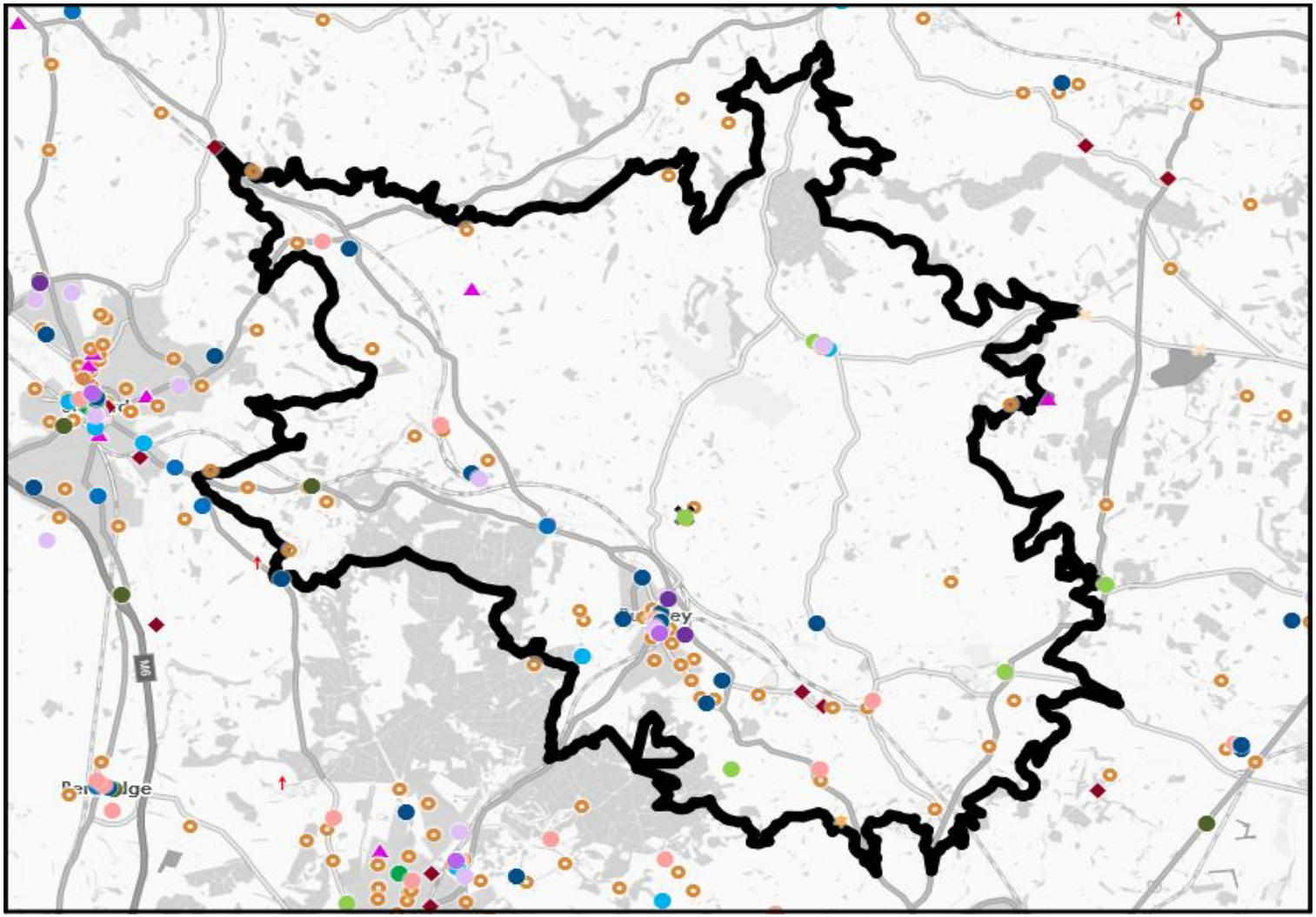
Source: OS Open Data 2018

Area: ATLT_Greyhound InnWS15 3LN (15 min 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

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ACORN CATEGORY PROFILE - HOUSEHOLDS

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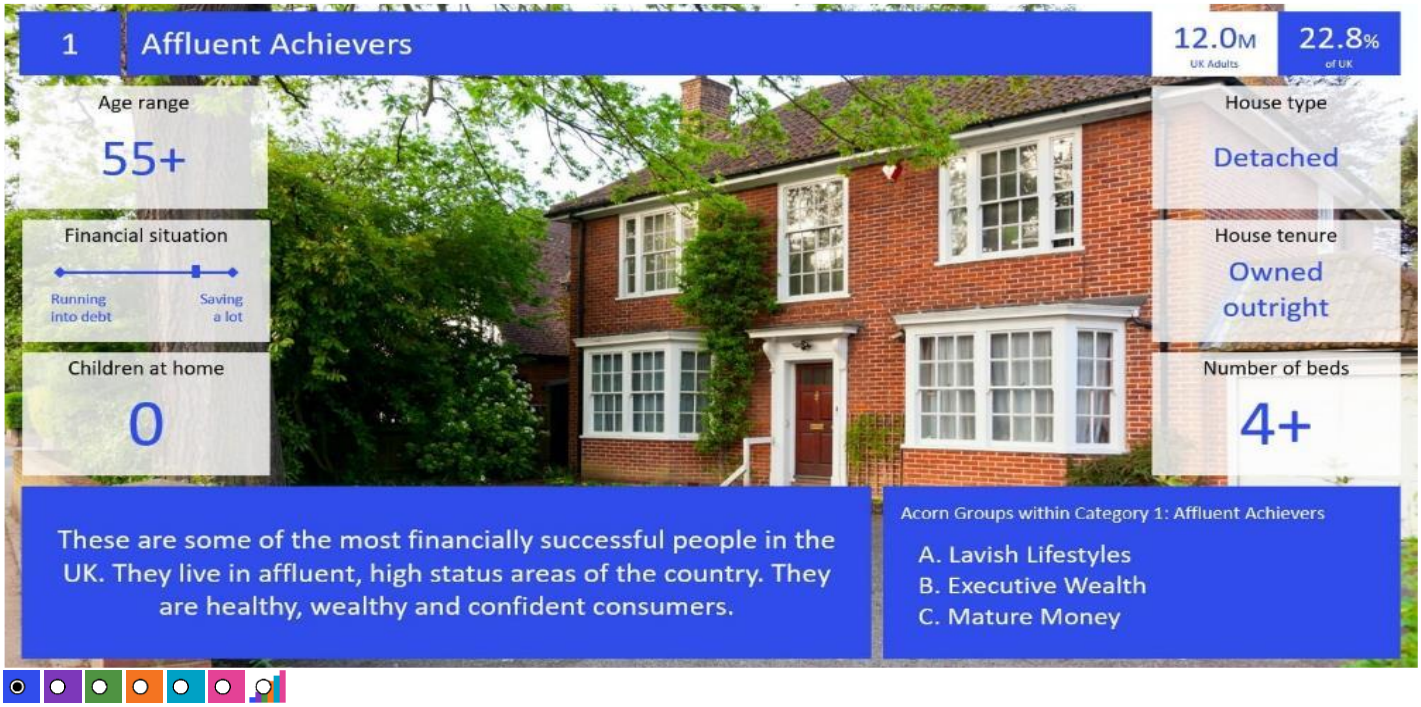
Area: ATLT_Greyhound InnWS15 3LN (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0 100 200
1	Affluent Achievers	7,943	35.3	22.0	**161**
2	Rising Prosperity	788	3.5	10.1	34
3	Comfortable Communities	7,422	32.9	26.2	**126**
4	Financially Stretched	5,103	22.7	23.7	95
5	Urban Adversity	1,144	5.1	17.6	29
6	Not Private Households	127	0.6	0.3	**169**
	Graph				
	Total households	**22,527**			

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Greyhound InnWS15 3LN (15 min 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	100	0.4	1.1	40
1.B	Executive Wealth	4,707	20.9	11.2	**186**
1.C	Mature Money	3,136	13.9	9.6	**145**
2. Rising Prosperity					
2.D	City Sophisticates	0	0.0	4.0	0
2.E	Career Climbers	788	3.5	6.2	57
3. Comfortable Communities					
3.F	Countryside Communities	2,434	10.8	5.7	**188**
3.G	Successful Suburbs	1,504	6.7	5.9	**113**
3.H	Steady Neighbourhoods	2,169	9.6	7.4	**131**
3.I	Comfortable Seniors	934	4.1	2.9	**143**
3.J	Starting Out	381	1.7	4.3	39
4. Financially Stretched					
4.K	Student Life	19	0.1	2.4	4
4.L	Modest Means	1,614	7.2	7.9	91
4.M	Striving Families	1,996	8.9	7.5	**117**
4.N	Poorer Pensioners	1,474	6.5	5.9	**111**
5. Urban Adversity					
5.O	Young Hardship	321	1.4	6.1	23
5.P	Struggling Estates	432	1.9	6.1	31
5.Q	Difficult Circumstances	391	1.7	5.3	32
6. Not Private Households					
6.R	Not Private Households	127	0.6	0.3	**169**
	Total households	**22,527**			

Acorn Group Pen Portrait

1 B Executive Wealth — 6.5M UK Adults — 12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK £60k (Average: £40k)	UK 50% (Average: 44%)	Running into debt ... Saving a lot
London £63k (Average: £44k)	London 49% (Average: 39%)	

BRANDS

SHOPPING: Cath Kidston, The White Company, John Lewis, Russell & Bromley
LEISURE: M&S Simply Food, Pret A Manger, Whole Foods, wahaca
WEBSITES: BBC Sport, rightmove, M&S, MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
58% (UK average: 55%)	58% (UK average: 53%)	31% (UK average: 34%)

KEY INTERNET USAGE: This group are more likely to **browse for hotels** online

This group are more likely to **purchase holidays** online

TECHNOLOGY USAGE: This group are more likely to **own an iPhone**

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

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Greyhound InnWS15 3LN (15 min contour)
Base: Great Britain
Year: 2021

Sort by: Acorn Structure / Index / Profile %

Acorn Type Description			Area Profile	% for Area	% for Base	Index
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	100	0.4	0.9	51
1.B Executive Wealth						
	1.B.4	Asset rich families	1,655	7.3	2.6	**281**
	1.B.5	Wealthy countryside commuters	1,750	7.8	2.4	**322**
	1.B.6	Financially comfortable families	1,155	5.1	2.2	**233**
	1.B.7	Affluent professionals	0	0.0	0.9	0
	1.B.8	Prosperous suburban families	9	0.0	1.5	3
	1.B.9	Well-off edge of towners	138	0.6	1.6	38
1.C Mature Money						
	1.C.10	Better-off villagers	1,617	7.2	3.0	**241**
	1.C.11	Settled suburbia, older people	291	1.3	2.9	45
	1.C.12	Retired and empty nesters	1,127	5.0	2.5	**202**
	1.C.13	Upmarket downsizers	101	0.4	1.3	34
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	725	3.2	1.9	**171**
	2.E.19	First time buyers in small, modern homes	63	0.3	3.3	9
	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	312	1.4	1.5	93
	3.F.22	Older couples and families in rural areas	411	1.8	1.1	**171**
	3.F.23	Owner occupiers in small towns and villages	1,711	7.6	3.2	**239**
3.G Successful Suburbs						
	3.G.24	Comfortably-off families in modern housing	936	4.2	2.6	**157**
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0
	3.G.26	Semi-professional families, owner occupied neighbourhoods	568	2.5	2.4	**104**
3.H Steady Neighbourhoods						
	3.H.27	Suburban semis, conventional attitudes	1,558	6.9	3.4	**201**
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0
	3.H.29	Established suburbs, older families	611	2.7	2.3	**116**
3.I Comfortable Seniors						
	3.I.30	Older people, neat and tidy neighbourhoods	934	4.1	2.4	**172**
	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	0	0.0	2.1	0
	3.J.33	Smaller houses and starter homes	381	1.7	2.3	75
4. Financially Stretched						
4.K Student Life						
	4.K.34	Student flats and halls of residence	19	0.1	0.4	23
	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	360	1.6	1.4	**113**
	4.L.38	Semi-skilled workers in traditional neighbourhoods	994	4.4	2.6	**168**
	4.L.39	Fading owner occupied terraces	260	1.2	2.9	40
	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	507	2.3	1.6	**141**
	4.M.42	Struggling young families in post-war terraces	148	0.7	1.7	39
	4.M.43	Families in right-to-buy estates	1,126	5.0	2.1	**241**
	4.M.44	Post-war estates, limited means	215	1.0	2.2	43
4.N Poorer Pensioners						
	4.N.45	Pensioners in social housing, semis and terraces	472	2.1	0.8	**267**
	4.N.46	Elderly people in social rented flats	101	0.4	1.1	41
	4.N.47	Low income older people in smaller semis	661	2.9	2.3	**129**
	4.N.48	Pensioners and singles in social rented flats	240	1.1	1.8	60
5. Urban Adversity						
5.O Young Hardship						
	5.O.49	Young families in low cost private flats	167	0.7	2.1	35
	5.O.50	Struggling younger people in mixed tenure	129	0.6	1.7	33
	5.O.51	Young people in small, low cost terraces	25	0.1	2.3	5
5.P Struggling Estates						
	5.P.52	Poorer families, many children, terraced housing	216	1.0	1.6	59
	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	216	1.0	1.6	58
5.Q Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	65	0.3	1.5	19
	5.Q.58	Singles and young families, some receiving benefits	326	1.4	1.8	81
	5.Q.59	Deprived areas and high-rise flats	0	0.0	2.0	0
6. Not Private Households						
6.R Not Private Households						
	6.R.60	Active communal population	27	0.1	0.1	**206**
	6.R.61	Inactive communal population	100	0.4	0.3	**161**
	6.R.62	Business areas without resident population	0	0	0	0
		Total households	**22,527**			

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DOMINANT ACORN GROUP - HOUSEHOLDS

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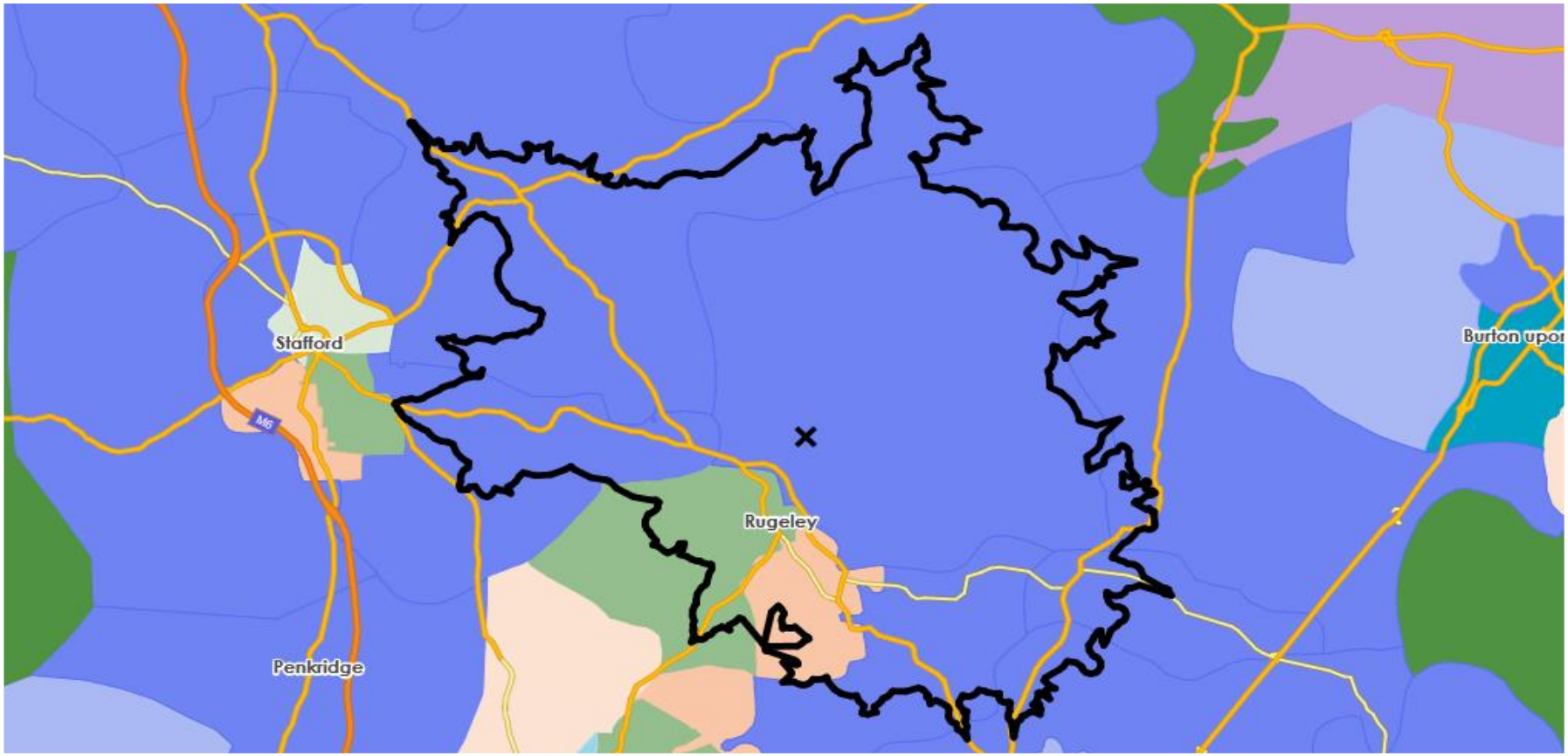

Dominant Acorn Category
% Affluent Achievers
% Rising Prosperity
% Comfortable Communities
% Financially Stretched
% Urban Adversity
Dominant Acorn Group

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

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ACORN - WHAT IS IT?

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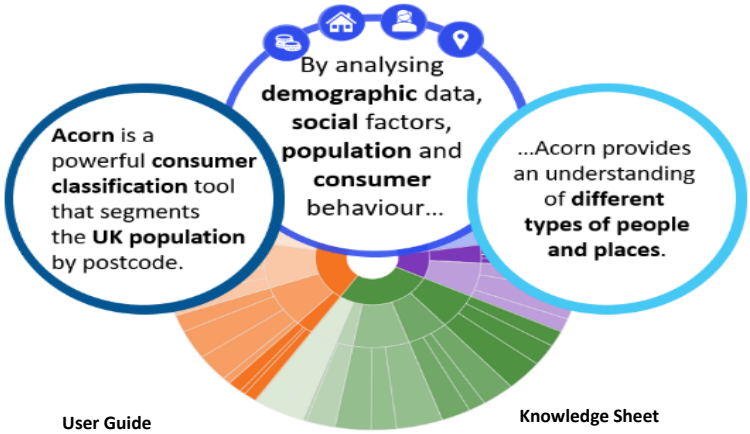


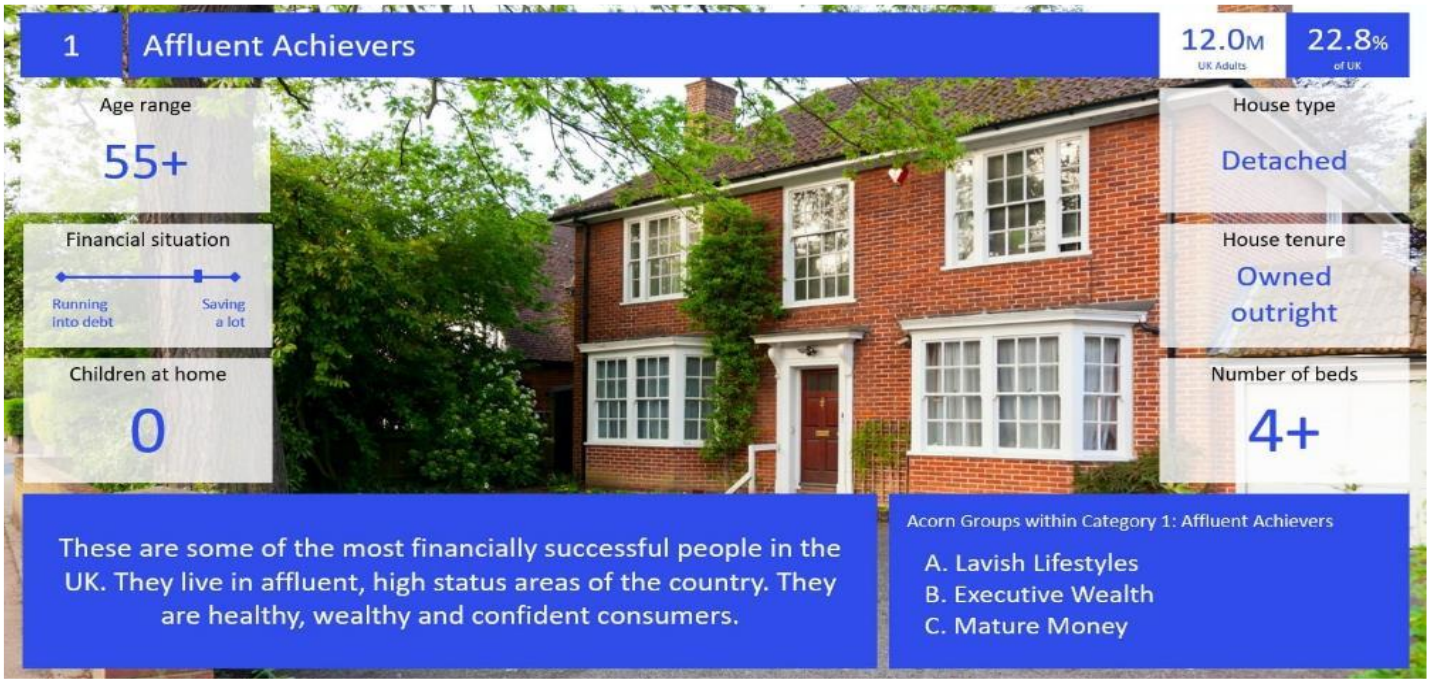
User Guide

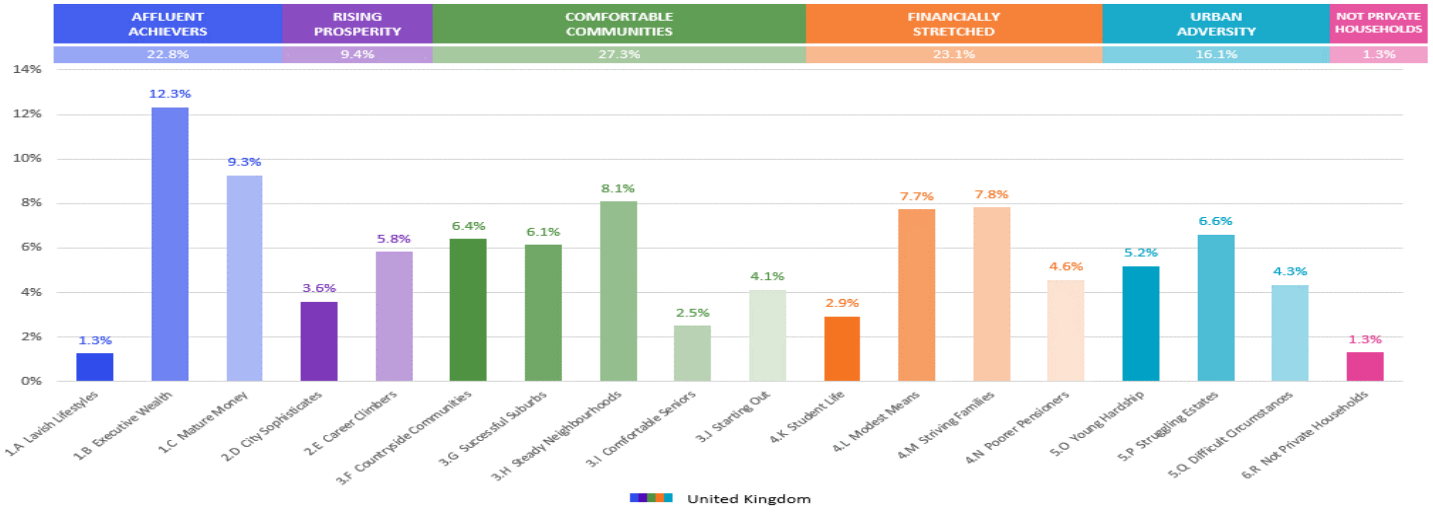
Knowledge Sheet

Tableau

Excel

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
3. Comfortable Communities	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
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





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