

## ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** ATLT\_Winning PostWV6 0SN (0.62 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	36	0.9	10.1	9			
3 Comfortable Communities	518	13.2	26.2	50			
4 Financially Stretched	1,636	41.8	23.7	176			
5 Urban Adversity	1,724	44.0	17.6	250			
6 Not Private Households	0	0.0	0.3	0			
<b>Total households</b>		<b>3,914</b>					

### 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

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

**Area:** ATLT\_Winning PostWV6 OSN (0.62 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	0	0.0	11.2	0			
1.C Mature Money	0	0.0	9.6	0			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	36	0.9	6.2	15			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	175	4.5	5.9	76			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	343	8.8	4.3	202			
<b>4. Financially Stretched</b>							
4.K Student Life	57	1.5	2.4	62			
4.L Modest Means	734	18.8	7.9	237			
4.M Striving Families	557	14.2	7.5	189			
4.N Poorer Pensioners	288	7.4	5.9	125			
<b>5. Urban Adversity</b>							
5.O Young Hardship	554	14.2	6.1	230			
5.P Struggling Estates	290	7.4	6.1	121			
5.Q Difficult Circumstances	880	22.5	5.3	421			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>3,914</b>						

### 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 <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING:

LEISURE:

WEBSITES:

#### DIGITAL ATTITUDES

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

#### FINANCIAL PROFILE

Household Income UK: <b>£20k</b> (Average: £40k) London: <b>£23k</b> (Average: £44k)	% Disposable Income UK: <b>31%</b> (Average: 44%) London: <b>27%</b> (Average: 39%)	Financial situation 
--	---	-------------------------

#### KEY INTERNET USAGE

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

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?
----------	-------	------	-----	----------------

## ACORN TYPE PROFILE - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: ATLT\_Winning PostWV6 05N (0.62 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
<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	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			
<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	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			
<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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	36	0.9	3.3	28			
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	55	1.4	2.6	53			
3.G.25 Larger family homes, multi-ethnic areas	120	3.1	0.8	374			
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	0	0.0	3.4	0			
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			
<b>3.I Comfortable Seniors</b>							
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			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	69	1.8	2.1	84			
3.J.33 Smaller houses and starter homes	274	7.0	2.3	311			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1	0.0	0.4	7			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	56	1.4	1.7	82			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	734	18.8	1.0	1,879			
<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	80	2.0	1.7	122			
4.M.43 Families in right-to-buy estates	434	11.1	2.1	534			
4.M.44 Post-war estates, limited means	43	1.1	2.2	50			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	70	1.8	1.1	165			
4.N.47 Low income older people in smaller semis	15	0.4	2.3	17			
4.N.48 Pensioners and singles in social rented flats	203	5.2	1.8	294			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	19	0.5	2.1	23			
5.O.50 Struggling younger people in mixed tenure	152	3.9	1.7	222			
5.O.51 Young people in small, low cost terraces	383	9.8	2.3	434			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	127	3.2	1.6	200			
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	163	4.2	1.6	253			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	162	4.1	1.5	272			
5.Q.58 Singles and young families, some receiving benefits	313	8.0	1.8	446			
5.Q.59 Deprived areas and high-rise flats	405	10.3	2.0	508			
<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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,914</b>						



# DOMINANT ACORN GROUP - HOUSEHOLDS

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: ATLT\_Winning PostWV6 OSN (0.62 Mile contour)

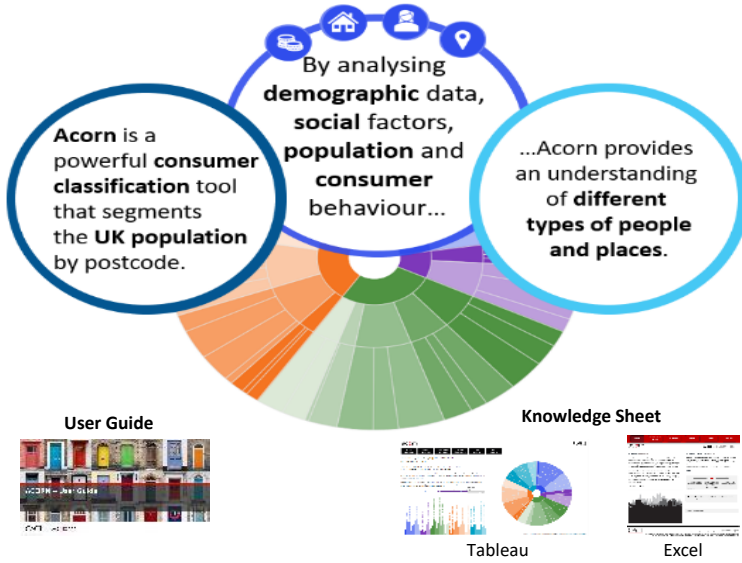


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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?

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)



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

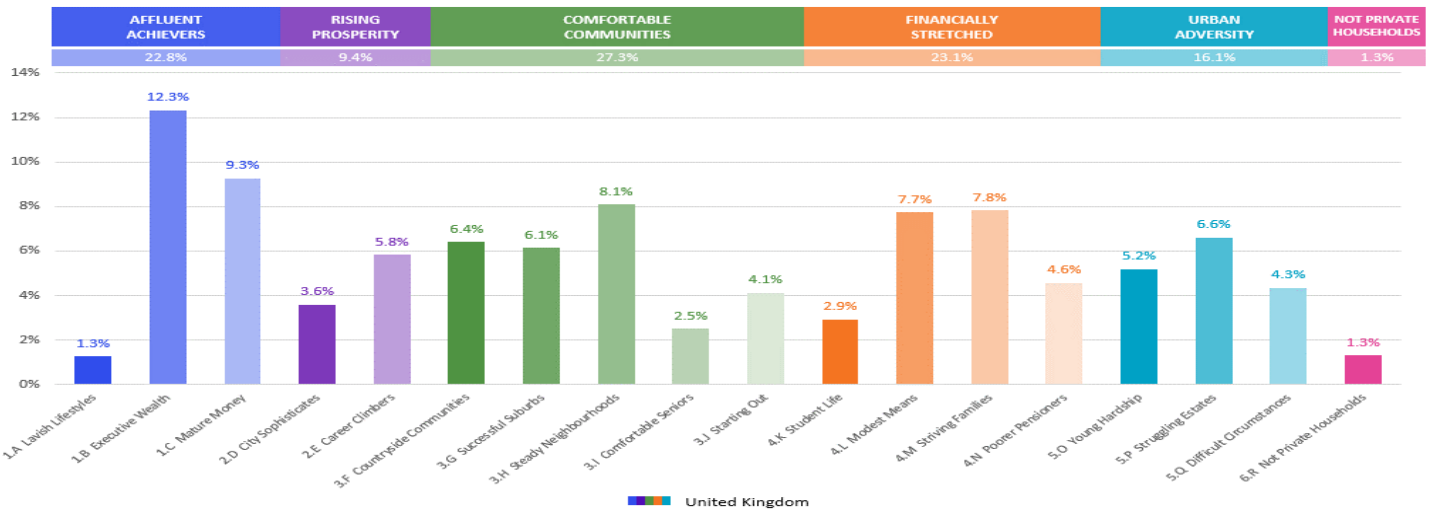
House tenure: Owned outright

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

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: ATLT\_Winning PostWV6 0SN (0.62 Mile cont

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	46.9	84.9	55			
Proprietary Club	2	18.8	8.1	<b>231</b>			
Registered Club	2	18.8	29.9	63			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Regency Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	WV 1 1PA
Stile	Marston's	Pubs & Full On	Marston's	WV 1 4PB
Jones Road Working Mens Club	Independent Free	Registered Club	Independent Free	WV10 6JQ
Winning Post	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WV 6 0SN
Dunstall Banqueting Suite	Independent Free	Proprietary Club	Independent Free	WV 6 0PE
Whitmore Reans Working Mens Club	Independent Free	Registered Club	Independent Free	WV 6 0QN
Pegasus Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	WV 6 0QQ
Wolverhampton Racecourse	Arena Leisure Plc	Proprietary Club	Arena Leisure Plc	WV 6 0PE
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	WV 6 0PE



# MAP OF AREA

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: ATLT\_Winning PostWV6 0SN (0.62 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