

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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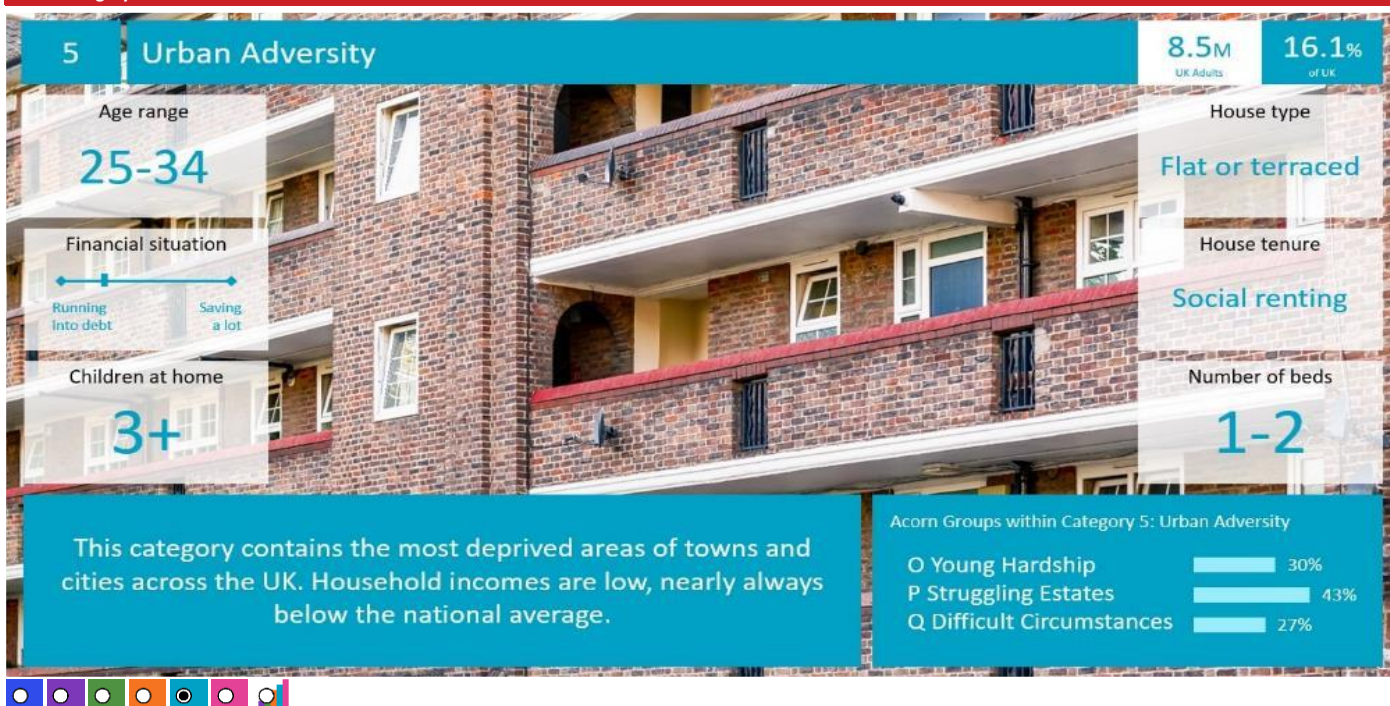
Area: ATLT_Winning PostWV6 OSN (0.62 Mile contour)

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			
Graph							
Total households		3,914					

Acorn Category Pen Portrait



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ACORN GROUP PROFILE - HOUSEHOLDS

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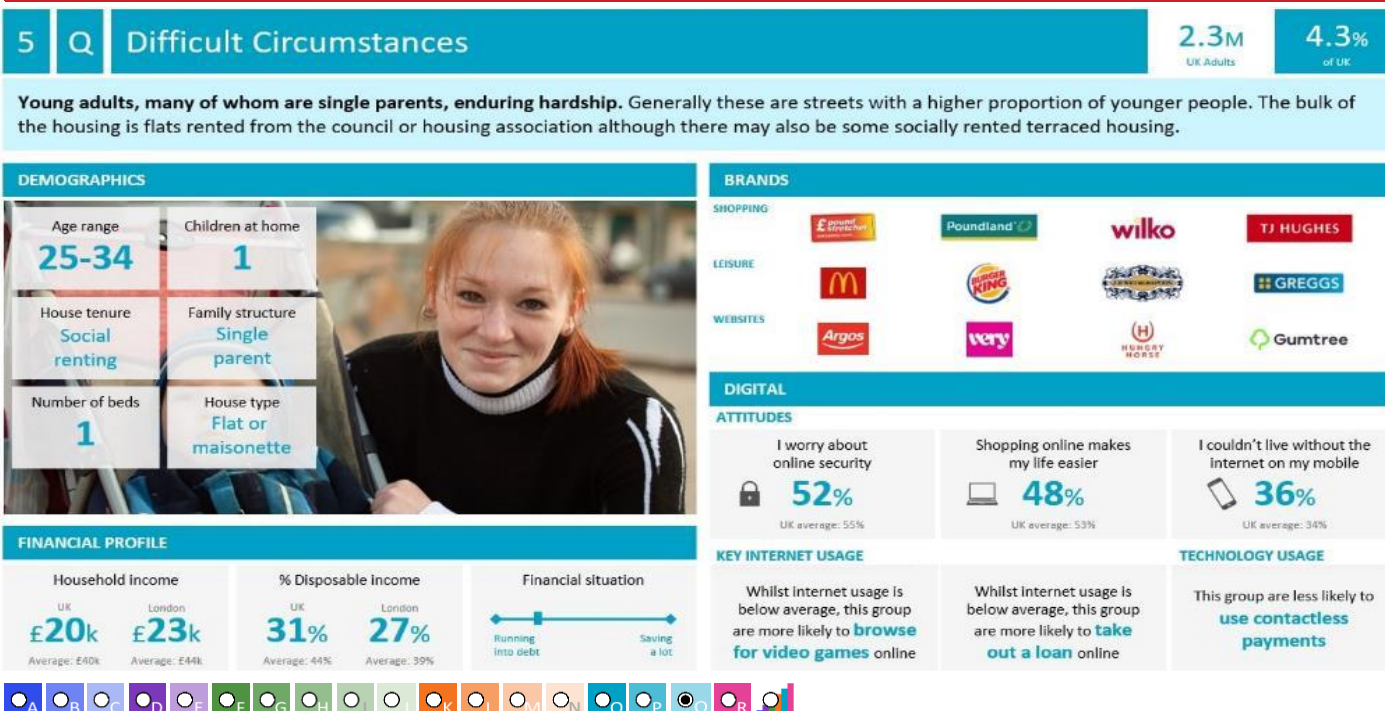
Area: ATLT_Winning PostWV6 0SN (0.62 Mile contour)

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	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	36	0.9	6.2	15			
3. Comfortable Communities							
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			
4. Financially Stretched							
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			
5. Urban Adversity							
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			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,914						

Acorn Group Pen Portrait



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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Winning PostWV6 OSN (0.62 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
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	36	0.9	3.3	28			
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	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			
3.H Steady Neighbourhoods							
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			
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	69	1.8	2.1	84			
3.J.33 Smaller houses and starter homes	274	7.0	2.3	311			
4. Financially Stretched							
4.K Student Life							
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			
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	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			
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	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			
4.N Poorer Pensioners							
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			
5. Urban Adversity							
5.O Young Hardship							
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			
5.P Struggling Estates							
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			
5.Q Difficult Circumstances							
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			
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	3,914						

CATEGORY

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WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Winning PostWV6 OSN (0.62 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

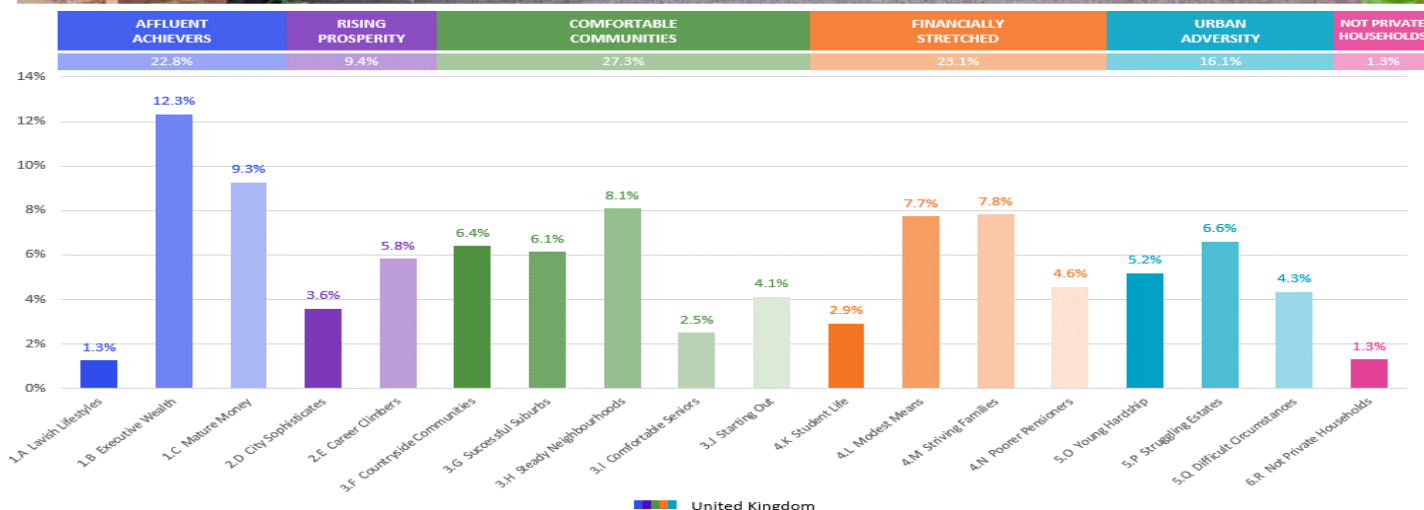
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6 CATEGORIES

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
3. Comfortable Communities	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



CGA LICENCED PREMISES

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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	231			
Registered Club	2	18.8	29.9	63			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

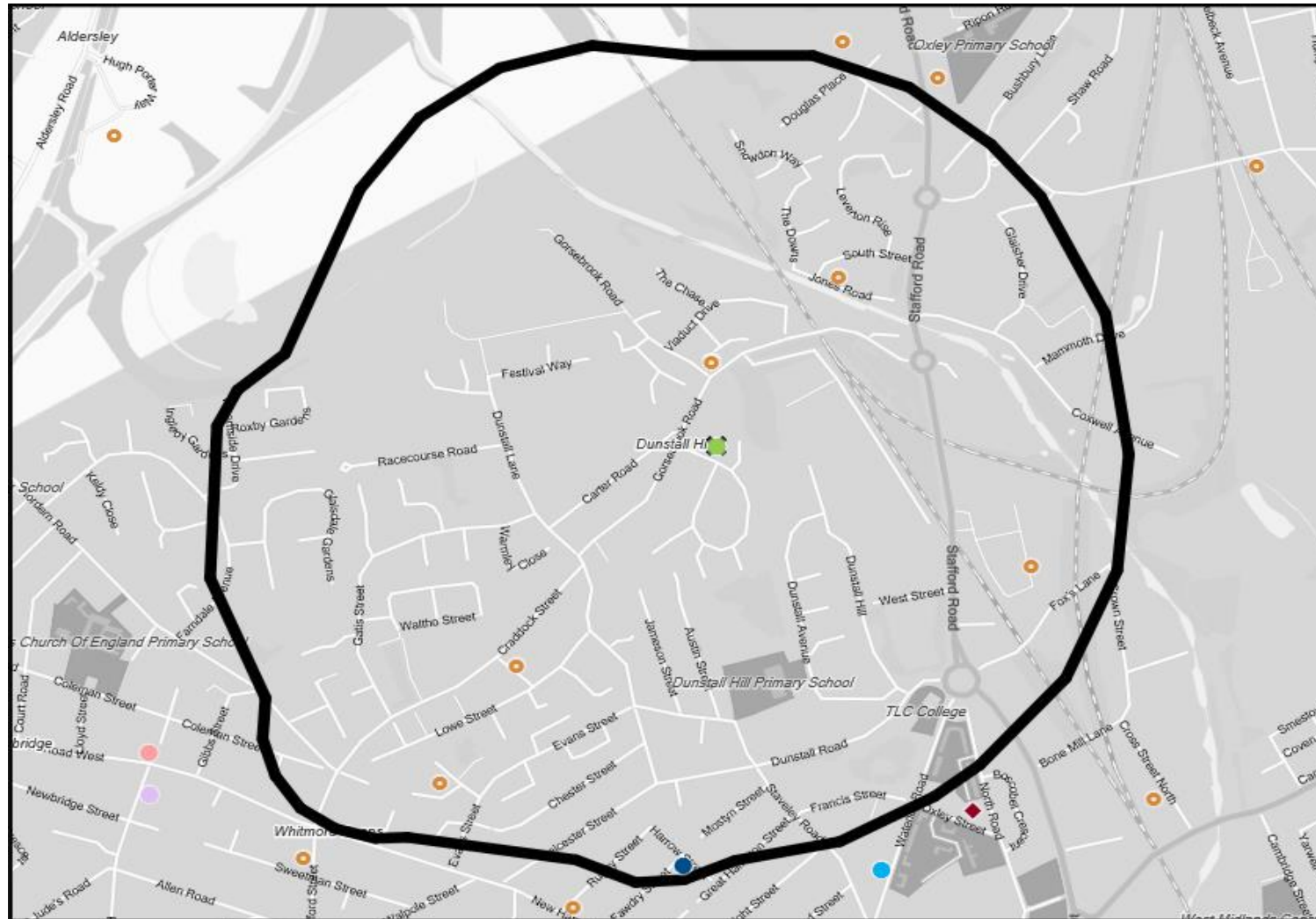
Name	Description	License Type	Owner Name	Postcode
Regency Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	WV 1 1PA
Stile	Marston's	Pubs & Full On	Marston's	WV 1 4PB
Jones Road Working Mens Club	Independent Free	Registered Club	Independent Free	WV10 6JQ
Winning Post	Admiral Taverns Ltd	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

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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