

CGA LICENCED PREMISES

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Area: P00841_Junction Inn, Oldbury, B69 4DY (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	109.6	81.7	134			
Proprietary Club	3	14.9	7.3	205			
Registered Club	3	14.9	28.2	53			
Restaurant	4	19.9	32.1	62			
Residential	0	0.0	2.7	0			

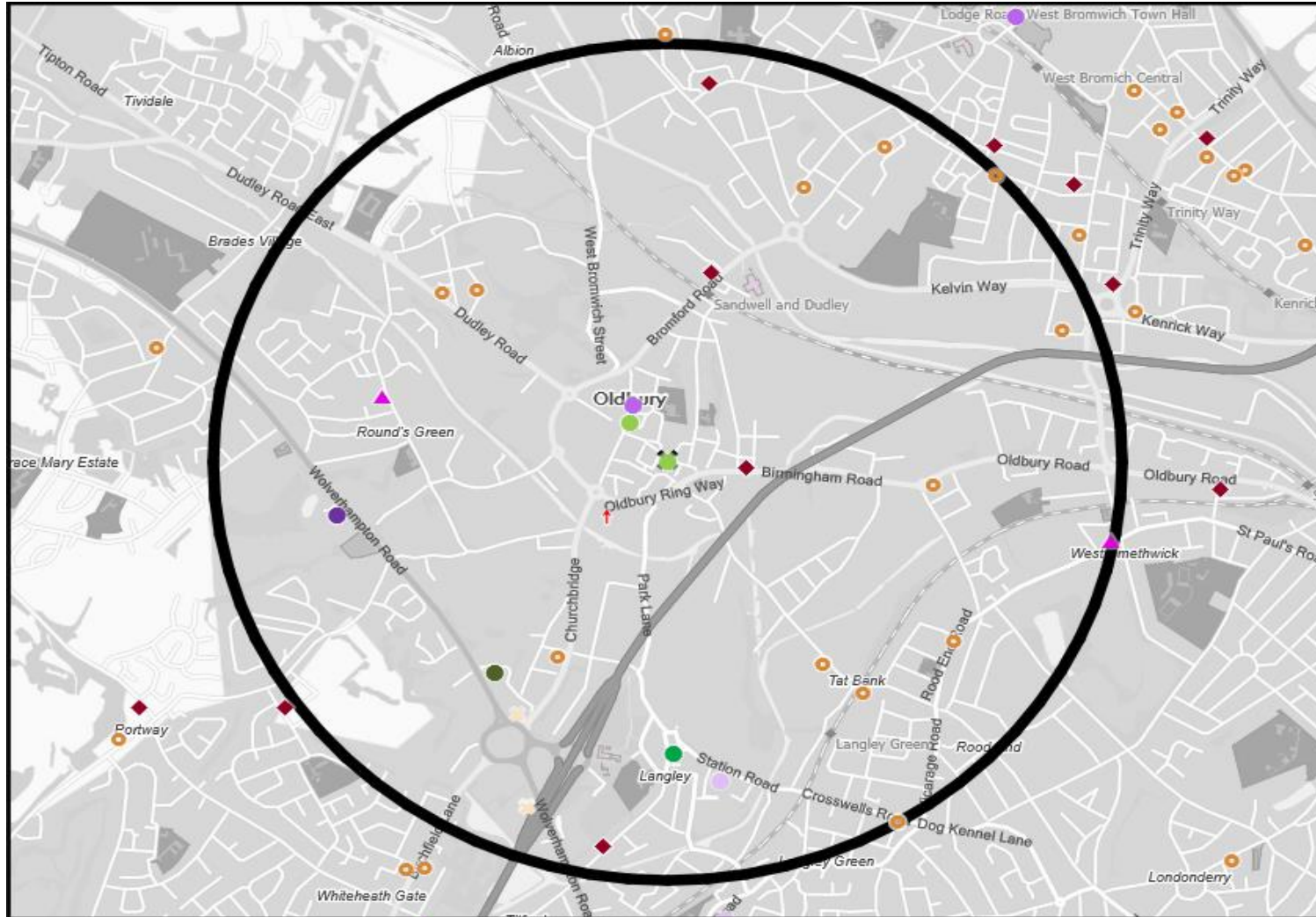
Name	Description	License Type	Owner Name	Postcode
Cookhouse & Lakeside	Whitbread	Pubs & Full On	Whitbread	B 69 2BH
Ivy Bush Inn	Holdens	Pubs & Full On	Holdens	B 66 1QS
Hot Shots Snooker Club	Independent Free	Proprietary Club	Independent Free	B 68 8HH
Langley Bowling Club	Independent Free	Registered Club	Independent Free	B 68 8HH
Bell Inn	Independent Free	Pubs & Full On	Independent Free	B 68 8SL
Stores Bar And Grill	Independent Free	Restaurant	Independent Free	B 69 4LE
Brades Row Tavern	Newport Pub Company	Pubs & Full On	Newport Pub Company	B 69 2ET
Waggon & Horses	Unknown	Pubs & Full On	Unknown	B 69 3AD
White Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 3AD
George	Independent Free	Pubs & Full On	Independent Free	B 69 3DP
Jolly Collier	Independent Free	Pubs & Full On	Independent Free	B 69 3HD
Junction Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 4DY
George Bar & Grill	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 69 4EE
British Queen	Independent Free	Restaurant	Independent Free	B 69 4EW
Crosswells Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 69 4SB
New Cottage	Independent Free	Restaurant	Independent Free	B 69 4NB
Club 99	Independent Free	Proprietary Club	Independent Free	B 69 4NH
Coal Shed	Ei Group	Pubs & Full On	Ei Group	B 69 4PZ
New Navigation	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 69 4QE
White Swan	Independent Free	Restaurant	Independent Free	B 70 7HW
Railway Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 70 7JB
West Bromwich Football Club	Independent Free	Registered Club	Independent Free	B 70 8JX
Yew Tree	Unknown	Pubs & Full On	Unknown	B 70 8QX
Half Penny Farm	Greene King	Pubs & Full On	Greene King	B 69 2AQ
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	B 69 2BD
Mecca Bingo	Rank	Proprietary Club	Rank	B 69 2AN
Prince Albert	Independent Free	Pubs & Full On	Independent Free	B 70 7EG
Warley Rugby Club	Independent Free	Registered Club	Independent Free	B 69 4NH
Ramada Hotel	Wyndham Hotel Group UK	Pubs & Full On	Wyndham Hotel Group UK	B 69 4RJ
Ibis Styles	Accor Hotels	Pubs & Full On	Accor Hotels	B 69 4RJ
Court Of Requests	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	B 69 3AF
Pearl Suite	Independent Free	Pubs & Full On	Independent Free	B 70 7EZ

MAP OF AREA

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Source: OS Open Data 2018

Area: P00841_Junction Inn, Oldbury, B69 4DY (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: P00841_Junction Inn, Oldbury, B69 4DY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	75	1.0	22.1	4		
2 Rising Prosperity	209	2.7	10.2	27		
3 Comfortable Communities	1,534	20.0	26.5	75		
4 Financially Stretched	2,508	32.7	23.7	138		
5 Urban Adversity	3,317	43.2	17.2	251		
6 Not Private Households	33	0.4	0.3	125		
Total households	7,676					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00841_Junction Inn, Oldbury, B69 4DY (1 Mile contour)
Base: Great Britain
Year: 2023

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	46	0.6	11.3	5			
1.C Mature Money	29	0.4	9.6	4			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	209	2.7	6.4	43			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	244	3.2	6.0	53			
3.H Steady Neighbourhoods	506	6.6	7.4	89			
3.I Comfortable Seniors	60	0.8	2.9	27			
3.J Starting Out	724	9.4	4.6	207			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,446	18.8	8.0	236			
4.M Striving Families	592	7.7	7.4	104			
4.N Poorer Pensioners	470	6.1	5.8	106			
5. Urban Adversity							
5.O Young Hardship	1,155	15.0	6.3	241			
5.P Struggling Estates	1,109	14.4	5.7	253			
5.Q Difficult Circumstances	1,053	13.7	5.2	262			
6. Not Private Households							
6.R Not Private Households	33	0.4	0.3	125			
Total households	7,676						

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.5% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

CORE DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Social renting	Family structure Single
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £21k London: £19k Average: £40k Average: £46k	% Disposable income UK: 42% London: 35% Average: 43% Average: 29%	Financial situation
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BRANDS

SHOPPING: The Works, Poundland, bm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **57%** (UK average: 52%)
- I love the ease of using chat bots to get answers: **24%** (UK average: 28%)

TOP BEHAVIOURS

- 1 in 4 have never used the internet**
- Least likely of all groups to own a tablet or smartphone**
- Around half will use Facebook (probably with some help)**



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

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Area: P00841_Junction Inn, Oldbury, B69 4DY (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

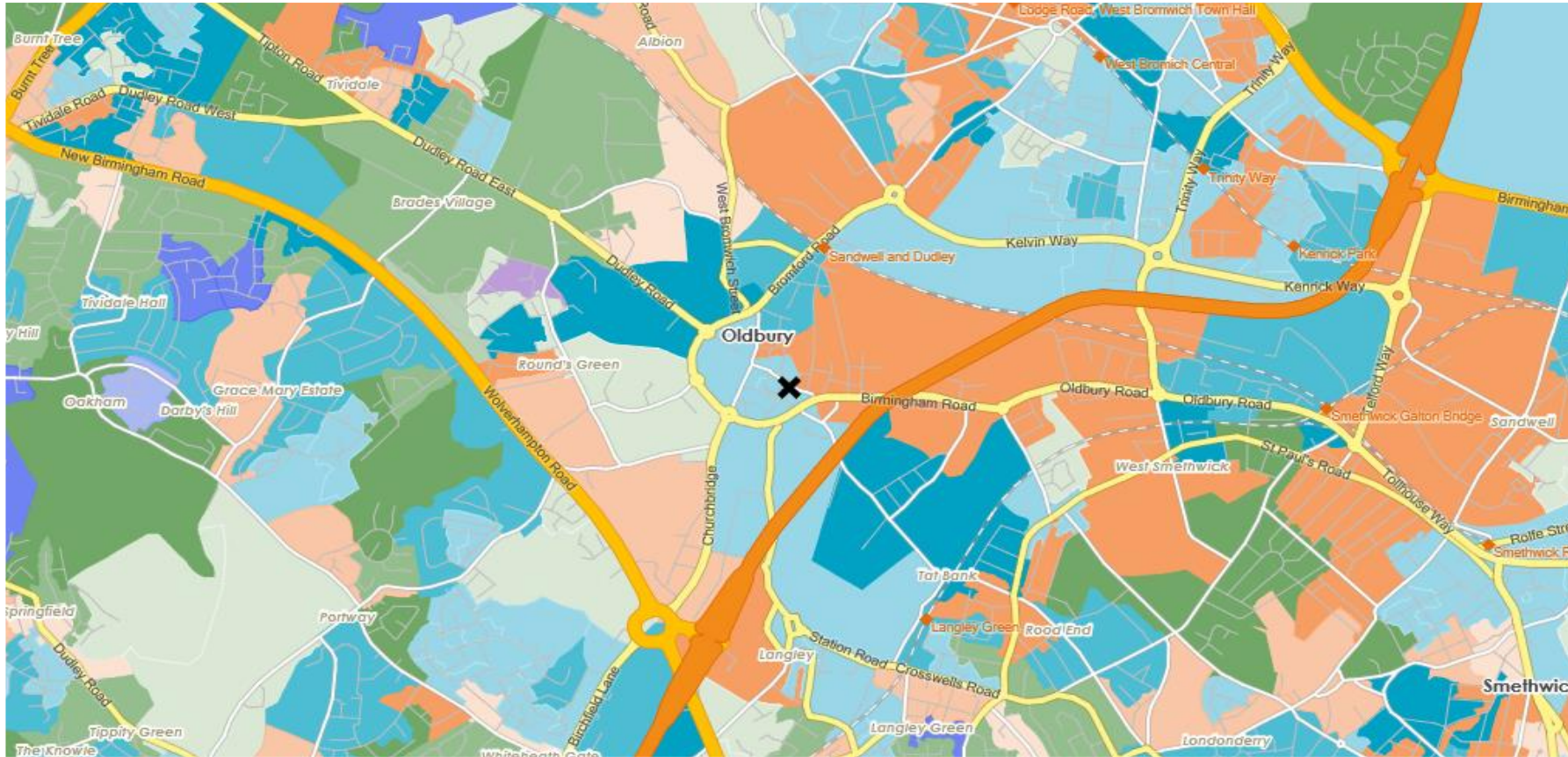
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	46	0.6	2.2	27			
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	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	29	0.4	2.5	15			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	46	0.6	2.0	30			
2.E.19 First time buyers in small, modern homes	163	2.1	3.4	63			
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	1.0	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	110	1.4	2.7	53			
3.G.25 Larger family homes, multi-ethnic areas	134	1.7	0.8	210			
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	506	6.6	3.5	190			
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	60	0.8	2.4	33			
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	314	4.1	2.2	190			
3.J.33 Smaller houses and starter homes	410	5.3	2.4	223			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	63	0.8	1.4	57			
4.L.38 Semi-skilled workers in traditional neighbourhoods	356	4.6	2.6	176			
4.L.39 Fading owner occupied terraces	179	2.3	2.9	80			
4.L.40 High occupancy terraces, culturally diverse family areas	848	11.0	1.0	1,112			
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	118	1.5	1.6	94			
4.M.43 Families in right-to-buy estates	421	5.5	2.0	269			
4.M.44 Post-war estates, limited means	53	0.7	2.2	32			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	57	0.7	0.8	94			
4.N.46 Elderly people in social rented flats	160	2.1	1.0	202			
4.N.47 Low income older people in smaller semis	9	0.1	2.2	5			
4.N.48 Pensioners and singles in social rented flats	244	3.2	1.7	186			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	271	3.5	2.2	161			
5.O.50 Struggling younger people in mixed tenure	439	5.7	1.8	318			
5.O.51 Young people in small, low cost terraces	445	5.8	2.3	256			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	224	2.9	1.6	187			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	885	11.5	1.6	720			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	279	3.6	1.5	241			
5.Q.58 Singles and young families, some receiving benefits	287	3.7	1.8	212			
5.Q.59 Deprived areas and high-rise flats	487	6.3	2.0	322			
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	33	0.4	0.3	151			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,676						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00841_Junction Inn, Oldbury, B69 4DY (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	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

1 Affluent Achievers

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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