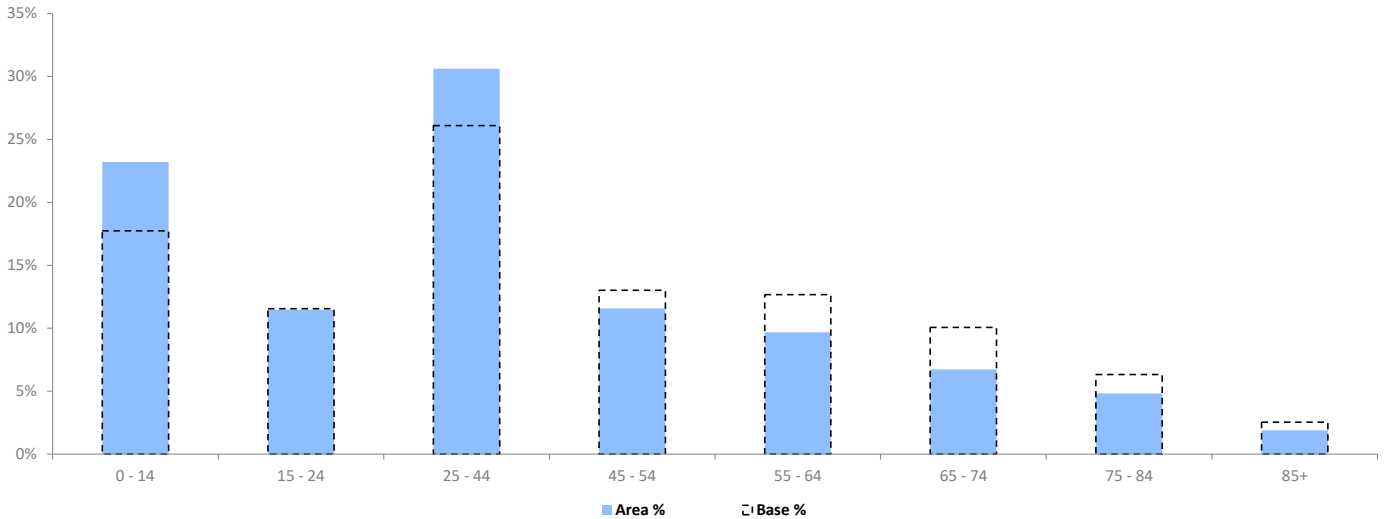


POPULATION PROJECTIONS

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Area: P00841_Junction Inn, Oldbury, B69 4DY (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,531	23.2	17.7	131			
15 - 24	2,241	11.5	11.6	99			
25 - 44	5,979	30.6	26.1	117			
45 - 54	2,258	11.6	13.0	89			
55 - 64	1,890	9.7	12.7	76			
65 - 74	1,314	6.7	10.1	67			
75 - 84	940	4.8	6.3	76			
85+	370	1.9	2.5	75			
Total population	19,523						



CGA LICENCED PREMISES

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Area: P00841_Junction Inn, Oldbury, B69 4DY (1 M)
 Base: Great Britain
 Year: 2021

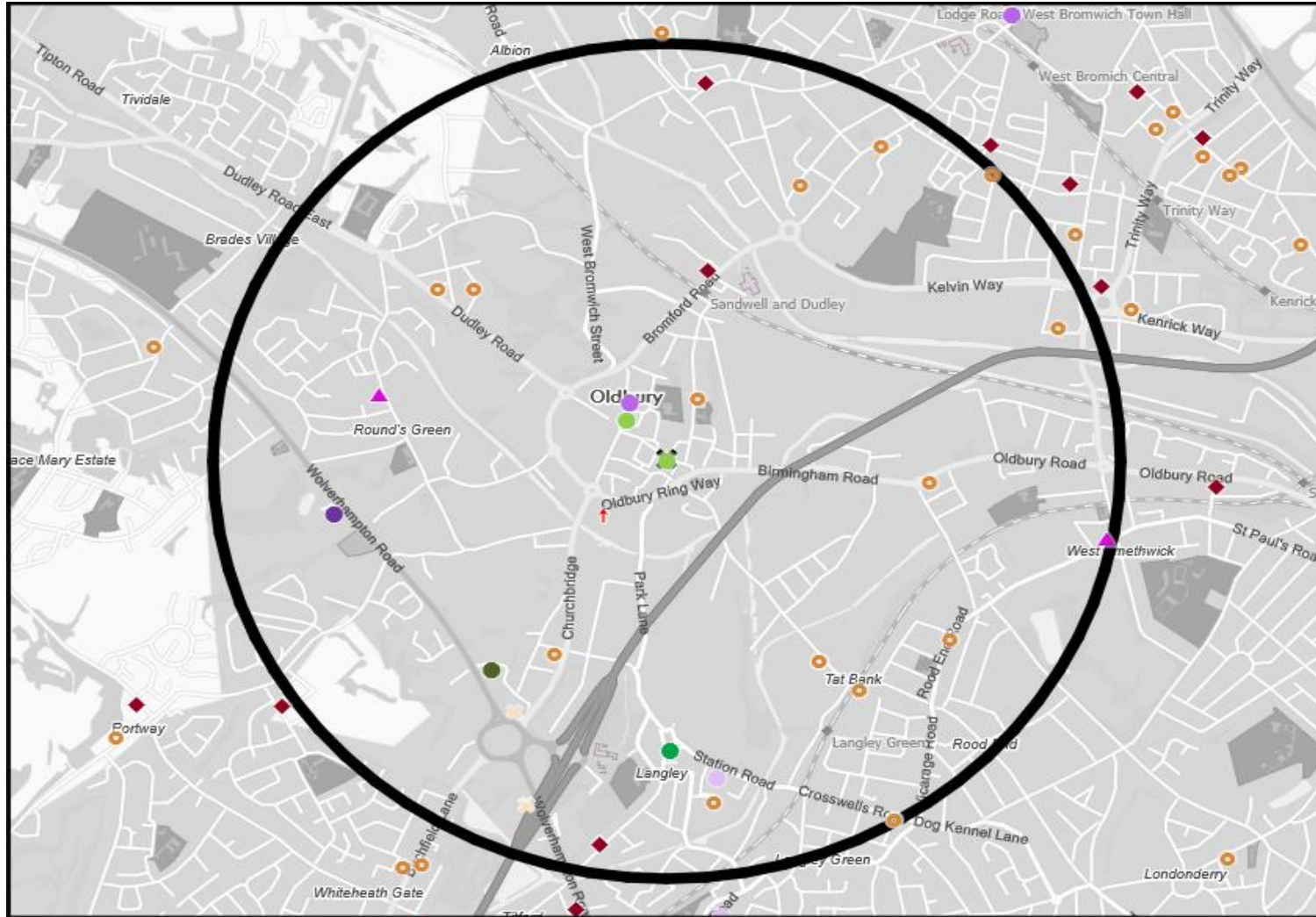
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	112.7	85.9	131			
Proprietary Club	3	15.4	8.2	187			
Registered Club	5	25.6	30.1	85			
Restaurant	3	15.4	35.3	43			
Residential	0	0.0	3.5	0			

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
Xaverian Catholic Social Club	Independent Free	Registered Club	Independent Free	B 69 4BA
Junction Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 4DY
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
Bromford Lane Gardeners Club	Independent Free	Registered Club	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	Wetherspoon	B 69 3AF
Oldbury Rep	Independent Free	Pubs & Full On	Independent Free	B 69 4SP
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: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	73	1.0	22.0	4		
2 Rising Prosperity	193	2.6	10.1	25		
3 Comfortable Communities	1,514	20.2	26.2	77		
4 Financially Stretched	2,524	33.7	23.7	142		
5 Urban Adversity	3,175	42.4	17.6	241		
6 Not Private Households	1	0.0	0.3	4		
Total households	7,480					

Acorn Category Pen Portrait

5 Urban Adversity

Age range
25-34

Financial situation
Running into debt ————— Saving a lot

Children at home
3+

8.5M UK Adults **16.1%** of UK

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P00841_Junction Inn, Oldbury, B69 4DY (1 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	45	0.6	11.2	5			
1.C Mature Money	28	0.4	9.6	4			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	193	2.6	6.2	42			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	312	4.2	5.9	71			
3.H Steady Neighbourhoods	502	6.7	7.4	91			
3.I Comfortable Seniors	56	0.7	2.9	26			
3.J Starting Out	644	8.6	4.3	198			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,438	19.2	7.9	243			
4.M Striving Families	523	7.0	7.5	93			
4.N Poorer Pensioners	563	7.5	5.9	127			
5. Urban Adversity							
5.O Young Hardship	1,121	15.0	6.1	244			
5.P Struggling Estates	964	12.9	6.1	211			
5.Q Difficult Circumstances	1,090	14.6	5.3	273			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	4			
Total households	7,480						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS

Age range 25-34	Children at home 3+
House tenure Privately renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL ATTITUDES

I worry about online security 54% <small>UK average: 55%</small>	Shopping online makes my life easier 50% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 33% <small>UK average: 34%</small>
---	--	---

KEY INTERNET USAGE **TECHNOLOGY USAGE**

Whilst internet usage is below average, this group are more likely to research loans online	Whilst internet usage is below average, this group are more likely to purchase toys online	This group are more likely to subscribe to Sky TV
--	---	--

FINANCIAL PROFILE

Household Income UK: £35k (Average: £40k) London: £42k (Average: £44k)	% Disposable Income UK: 45% (Average: 44%) London: 34% (Average: 39%)	Financial situation Running into debt Saving a lot
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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: 2021

Sort by: Corn Structure
 Index
 Profile %

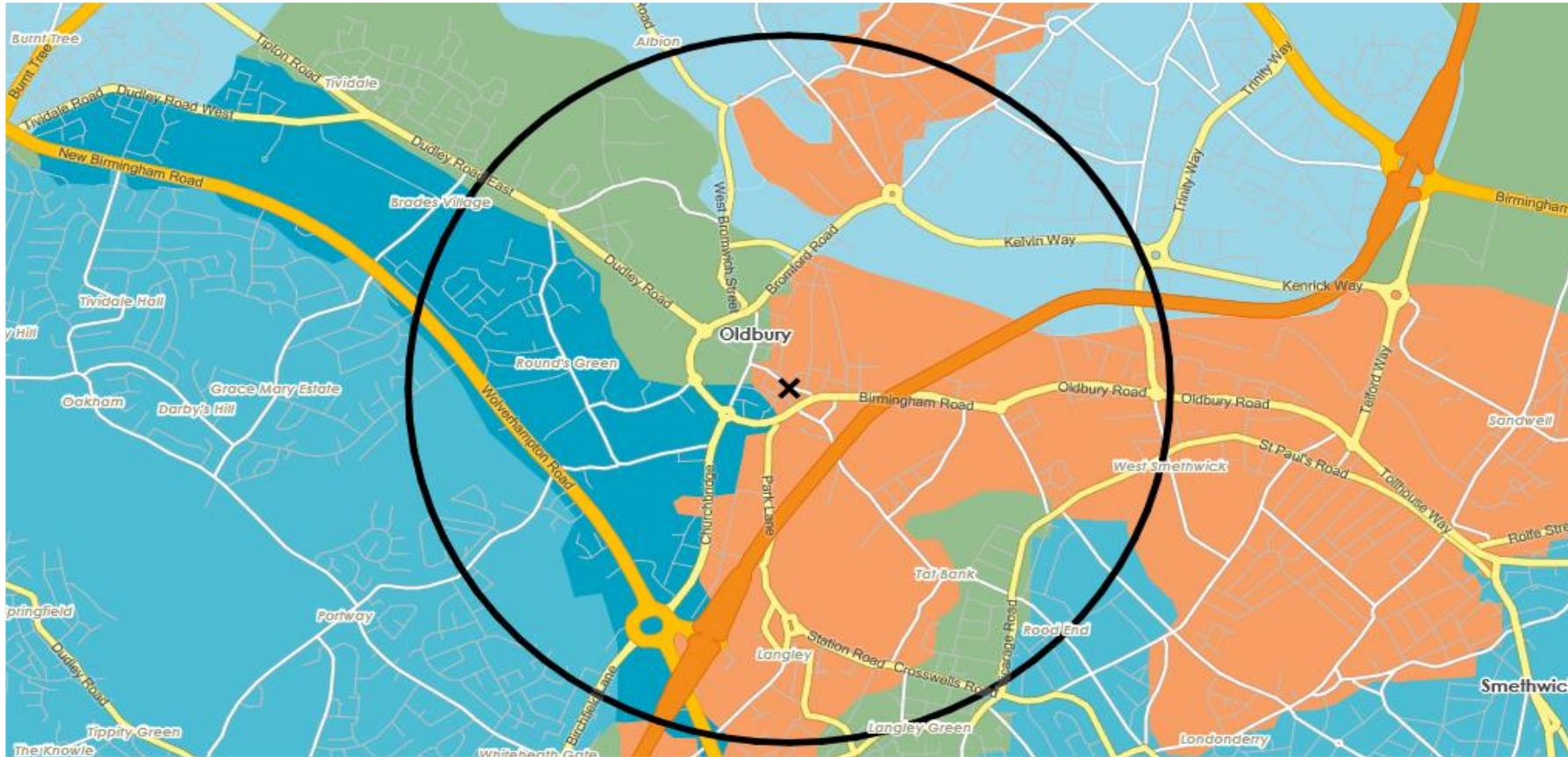
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	45	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	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	28	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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	45	0.6	1.9	32			
2.E.19 First time buyers in small, modern homes	148	2.0	3.3	60			
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	162	2.2	2.6	82			
3.G.25 Larger family homes, multi-ethnic areas	150	2.0	0.8	244			
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	502	6.7	3.4	195			
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	56	0.7	2.4	31			
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	300	4.0	2.1	191			
3.J.33 Smaller houses and starter homes	344	4.6	2.3	204			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	42	0.6	1.4	40			
4.L.38 Semi-skilled workers in traditional neighbourhoods	345	4.6	2.6	176			
4.L.39 Fading owner occupied terraces	186	2.5	2.9	86			
4.L.40 High occupancy terraces, culturally diverse family areas	865	11.6	1.0	1,159			
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	112	1.5	1.7	89			
4.M.43 Families in right-to-buy estates	393	5.3	2.1	253			
4.M.44 Post-war estates, limited means	18	0.2	2.2	11			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	53	0.7	0.8	90			
4.N.46 Elderly people in social rented flats	168	2.2	1.1	207			
4.N.47 Low income older people in smaller semis	6	0.1	2.3	4			
4.N.48 Pensioners and singles in social rented flats	336	4.5	1.8	254			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	281	3.8	2.1	175			
5.O.50 Struggling younger people in mixed tenure	383	5.1	1.7	293			
5.O.51 Young people in small, low cost terraces	457	6.1	2.3	271			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	220	2.9	1.6	181			
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	744	9.9	1.6	603			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	222	3.0	1.5	195			
5.Q.58 Singles and young families, some receiving benefits	336	4.5	1.8	251			
5.Q.59 Deprived areas and high-rise flats	532	7.1	2.0	349			
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	1	0.0	0.3	5			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,480						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00841_Junction Inn, Oldbury, B69 4DY (1 Mile contour)



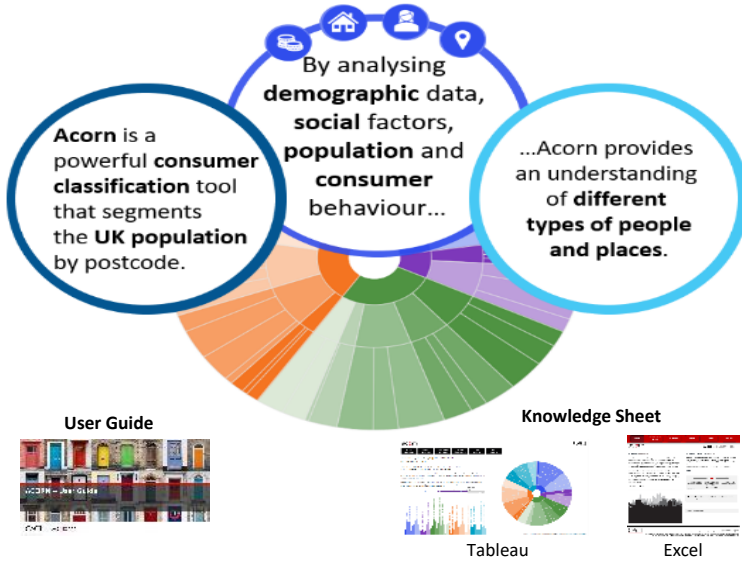
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	R. Not Private Households	60-62

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

