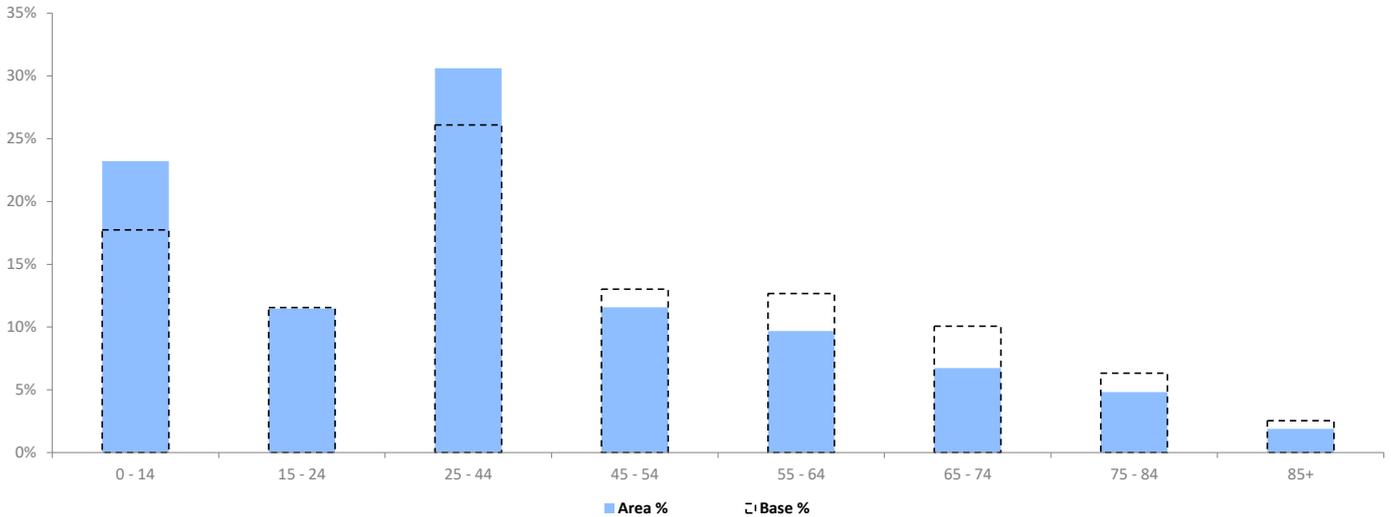


POPULATION PROJECTIONS

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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 | | | |

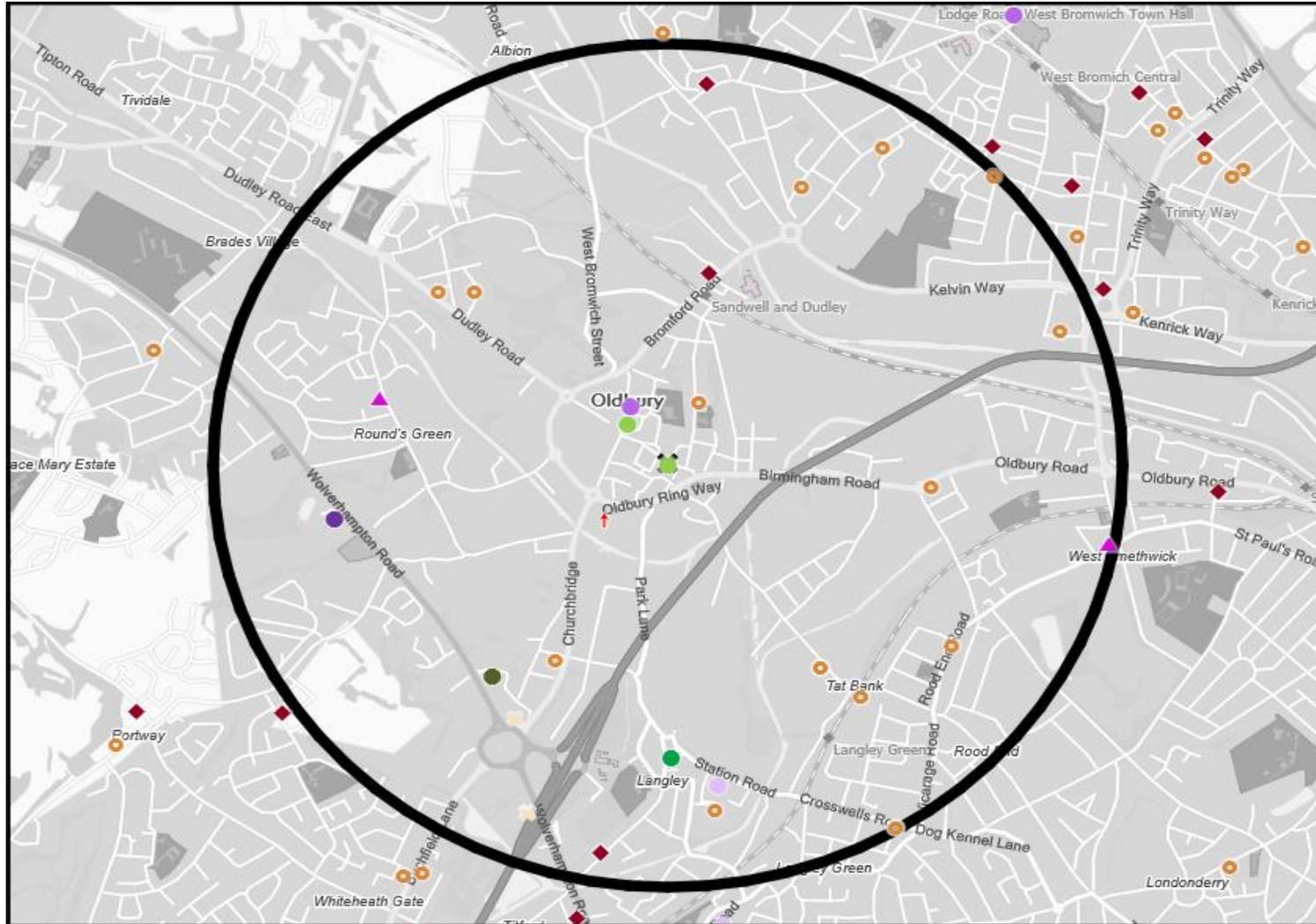
| Name | Description | License Type | Owner Name | Postcode |
|-------------------------------|----------------------------|------------------|----------------------------|----------|
| Cookhouse & Lakeside | Whitbread | Pubs & Full On | Whitbread | B 69 2BH |
| Ivy Bush Inn | Holdens | Pubs & Full On | 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
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

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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> |
|---|--|---|

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 |
|--|---|--|

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

TECHNOLOGY USAGE

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**

| | | | | |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

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)



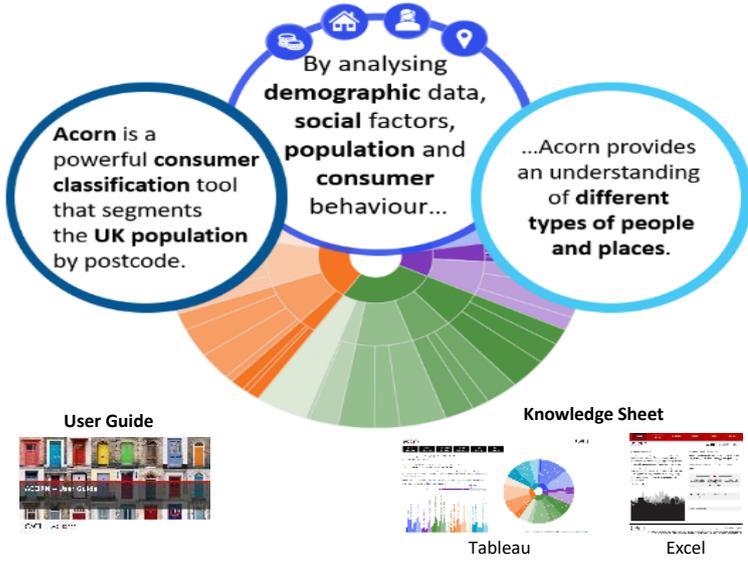
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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 | 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 |
| | O. Young Hardship | 49-51 |
| 4. Financially Stretched | 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

