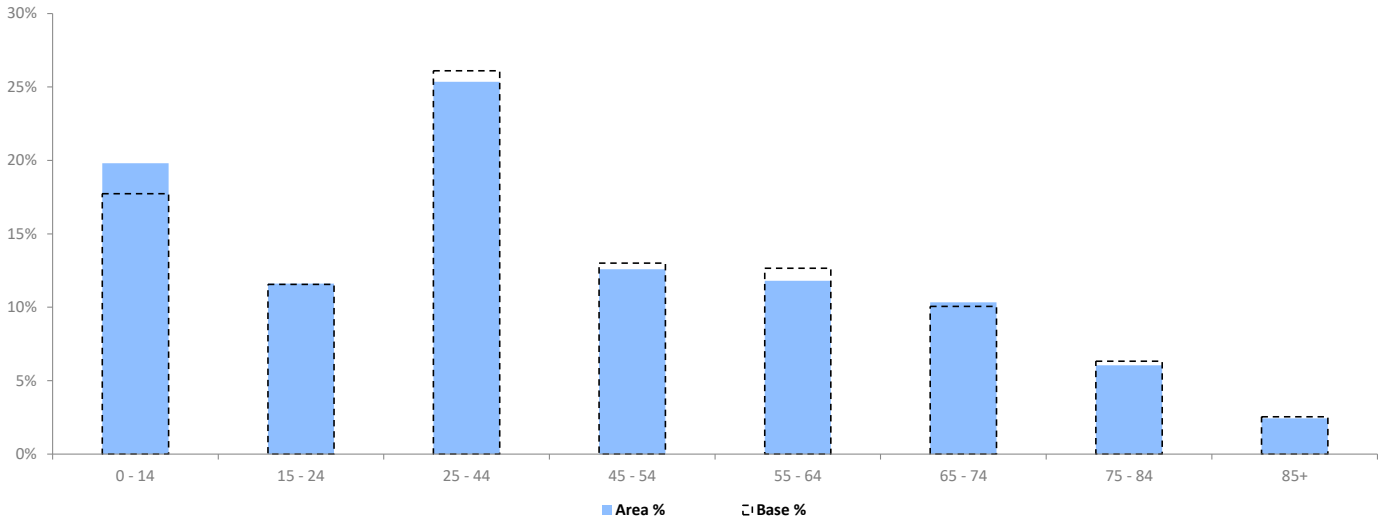


# POPULATION PROJECTIONS

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Area: P04255\_Kings Oak, Birmingham, B38 8XH (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,142	19.8	17.7	<b>112</b>			
15 - 24	4,186	11.6	11.6	<b>101</b>			
25 - 44	9,140	25.4	26.1	97			
45 - 54	4,534	12.6	13.0	97			
55 - 64	4,253	11.8	12.7	93			
65 - 74	3,727	10.3	10.1	<b>103</b>			
75 - 84	2,182	6.1	6.3	96			
85+	876	2.4	2.5	96			
<b>Total population</b>	<b>36,040</b>						



# CGA LICENCED PREMISES

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Area: P04255\_Kings Oak, Birmingham, B38 8XH (1)  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	27.7	85.9	32			
Proprietary Club	1	2.8	8.2	34			
Registered Club	4	11.1	30.1	37			
Restaurant	1	2.8	35.3	8			
Residential	1	2.8	3.5	79			

Name	Description	License Type	Owner Name	Postcode
Navigation Inn	Wetherspoons GB	Pubs & Full On	Wetherspoon	B 30 3LS
Cotteridge Social Club	Independent Free	Registered Club	Independent Free	B 30 3AS
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	B 30 3JX
Madeira House Hotel	Independent Free	Residential	Independent Free	B 31 2ET
Great Stone Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 31 2LU
West Heath Snooker Club	Independent Free	Proprietary Club	Independent Free	B 31 3PH
Cavalier Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 31 3RT
Shannon Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 38 9TU
Man On The Moon	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	B 38 8LR
Grange Hill Tennis Club	Independent Free	Registered Club	Independent Free	B 38 8RE
Camp Inn	Greene King	Pubs & Full On	Greene King	B 38 8SP
Triplex Sports Association	Independent Free	Registered Club	Independent Free	B 38 8SS
Bull's Head	Marston's	Pubs & Full On	Marston's	B 38 8RU
Kings Oak	Independent Free	Pubs & Full On	Independent Free	B 38 8XH
Mahfil	Independent Free	Restaurant	Independent Free	B 38 8RU
Wast Hill Golf Club	Independent Free	Registered Club	Independent Free	B 38 9EL
Tower Of Song	Independent Free	Pubs & Full On	Independent Free	B 30 3JX

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04255\_Kings Oak, Birmingham, B38 8XH (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:** P04255\_Kings Oak, Birmingham, B38 8XH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,953	13.1	22.0	60		
 2 Rising Prosperity	196	1.3	10.1	13		
 3 Comfortable Communities	3,838	25.7	26.2	98		
 4 Financially Stretched	4,843	32.4	23.7	137		
 5 Urban Adversity	4,048	27.1	17.6	154		
 6 Not Private Households	53	0.4	0.3	106		
 Graph						
<b>Total households</b>	<b>14,931</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% 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

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 Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04255\_Kings Oak, Birmingham, B38 8XH (1 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	43	0.3	1.1	26		
1.B Executive Wealth	950	6.4	11.2	57		
1.C Mature Money	960	6.4	9.6	67		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	196	1.3	6.2	21		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	603	4.0	5.9	69		
3.H Steady Neighbourhoods	1,976	13.2	7.4	180		
3.I Comfortable Seniors	297	2.0	2.9	68		
3.J Starting Out	962	6.4	4.3	148		
<b>4. Financially Stretched</b>						
4.K Student Life	9	0.1	2.4	3		
4.L Modest Means	1,563	10.5	7.9	132		
4.M Striving Families	2,118	14.2	7.5	188		
4.N Poorer Pensioners	1,153	7.7	5.9	131		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,641	11.0	6.1	179		
5.P Struggling Estates	691	4.6	6.1	76		
5.Q Difficult Circumstances	1,716	11.5	5.3	215		
<b>6. Not Private Households</b>						
6.R Not Private Households	53	0.4	0.3	106		
<b>Total households</b>	<b>14,931</b>					

### Acorn Group Pen Portrait

**4 M Striving Families**      4.1M UK Adults      7.8% of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

#### DEMOGRAPHICS

Age range <b>25-44</b>	Children at home <b>3+</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Semi-detached or terraced</b>



#### BRANDS

SHOPPING: PRIMARK PEACOCKS savers

LEISURE: BURGER KING MCDONALD'S GREGGS

WEBSITES: sky very hotukdeals

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>49%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>32%</b> <small>UK average: 34%</small>
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#### FINANCIAL PROFILE

Household Income UK: <b>£32k</b> London: <b>£37k</b> <small>Average: £40k      Average: £44k</small>	% Disposable Income UK: <b>41%</b> London: <b>37%</b> <small>Average: 44%      Average: 39%</small>	Financial situation 
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#### KEY INTERNET USAGE

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

#### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys** online

This group are more likely to **watch TV on demand on a mobile**





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

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Area: P04255\_Kings Oak, Birmingham, B38 8XH (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Acorn Structure  
 Index  
 Profile %

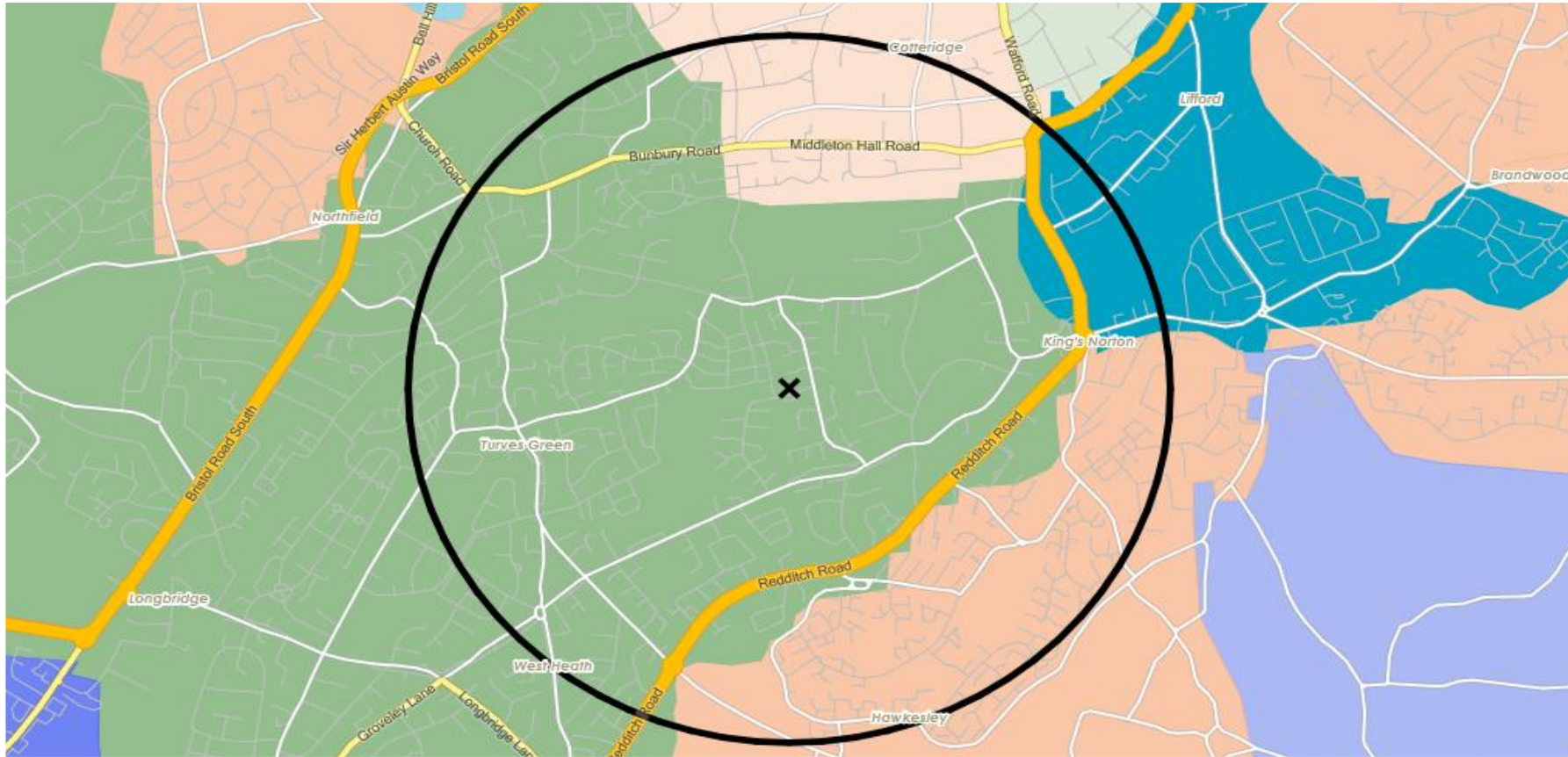
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	43	0.3	0.9	33			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	76	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	76	0.5	2.2	23			
1.B.7 Affluent professionals	72	0.5	0.9	57			
1.B.8 Prosperous suburban families	586	3.9	1.5	256			
1.B.9 Well-off edge of towners	140	0.9	1.6	58			
<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	707	4.7	2.9	166			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	253	1.7	1.3	130			
<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	17	0.1	1.9	6			
2.E.19 First time buyers in small, modern homes	179	1.2	3.3	37			
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	488	3.3	2.6	124			
3.G.25 Larger family homes, multi-ethnic areas	1	0.0	0.8	1			
3.G.26 Semi-professional families, owner occupied neighbourhoods	114	0.8	2.4	31			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,443	9.7	3.4	281			
3.H.28 Owner occupied terraces, average income	270	1.8	1.6	114			
3.H.29 Established suburbs, older families	263	1.8	2.3	76			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	145	1.0	2.4	40			
3.I.31 Elderly singles in purpose-built accommodation	152	1.0	0.5	208			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	301	2.0	2.1	96			
3.J.33 Smaller houses and starter homes	661	4.4	2.3	197			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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	9	0.1	1.7	3			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	431	2.9	1.4	205			
4.L.38 Semi-skilled workers in traditional neighbourhoods	591	4.0	2.6	151			
4.L.39 Fading owner occupied terraces	541	3.6	2.9	126			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	97	0.6	1.6	41			
4.M.42 Struggling young families in post-war terraces	342	2.3	1.7	137			
4.M.43 Families in right-to-buy estates	423	2.8	2.1	136			
4.M.44 Post-war estates, limited means	1,256	8.4	2.2	382			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	169	1.1	0.8	144			
4.N.46 Elderly people in social rented flats	209	1.4	1.1	129			
4.N.47 Low income older people in smaller semis	268	1.8	2.3	79			
4.N.48 Pensioners and singles in social rented flats	507	3.4	1.8	192			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	444	3.0	2.1	139			
5.O.50 Struggling younger people in mixed tenure	641	4.3	1.7	246			
5.O.51 Young people in small, low cost terraces	556	3.7	2.3	165			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	93	0.6	1.6	38			
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	598	4.0	1.6	243			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	737	4.9	1.5	325			
5.Q.58 Singles and young families, some receiving benefits	683	4.6	1.8	255			
5.Q.59 Deprived areas and high-rise flats	296	2.0	2.0	97			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	9	0.1	0.1	104			
6.R.61 Inactive communal population	44	0.3	0.3	107			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>14,931</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04255\_Kings Oak, Birmingham, B38 8XH (1 Mile contour)



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

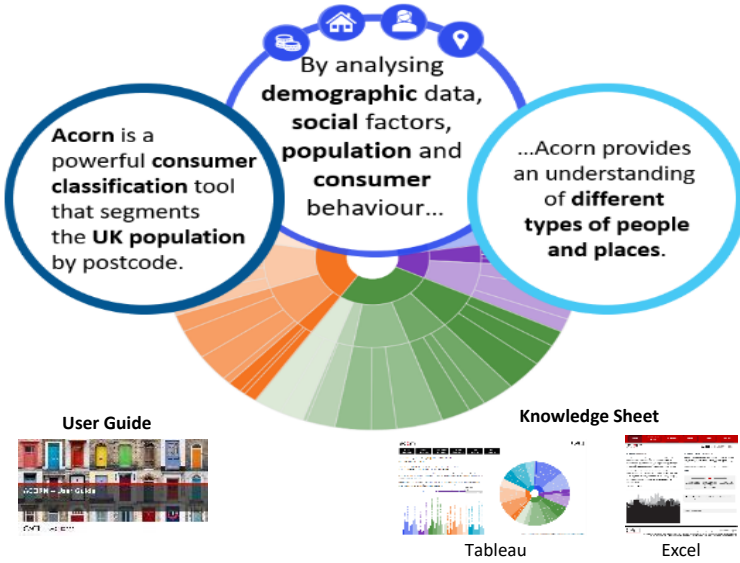
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.0M** UK Adults

**22.8%** of UK

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

