

CGA LICENCED PREMISES

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Area: P04561_Royal Oak, Stoke on Trent, ST7 8LL ()
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	85.0	81.7	104			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	56.7	28.2	201			
Restaurant	1	14.2	32.1	44			
Residential	0	0.0	2.7	0			

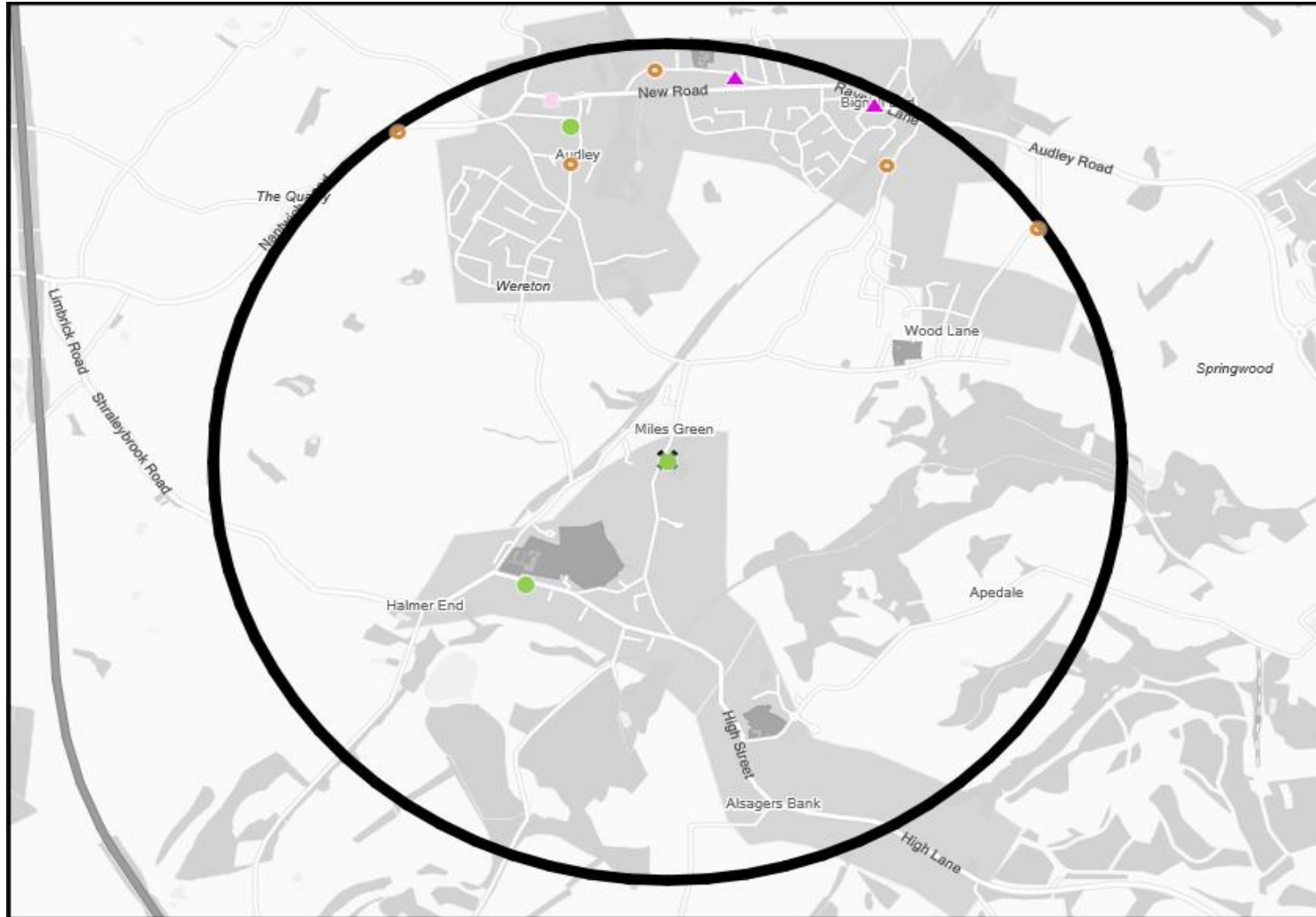
Name	Description	License Type	Owner Name	Postcode
Railway	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 8AG
Butchers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 8DE
Boughy Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	ST 7 8DH
Audley Cricket Club	Independent Free	Registered Club	Independent Free	ST 7 8DL
Bignall End Cricket Club	Independent Free	Registered Club	Independent Free	ST 7 8LA
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 7 8LL
Wood Lane Cricket & Sports Club	Independent Free	Registered Club	Independent Free	ST 7 8PA
Plough Inn	Hydes Anvil	Pubs & Full On	Hydes Anvil	ST 7 8PS
Swan Inn	Dorbiere	Pubs & Full On	Dorbiere	ST 7 8QD
Audley Football Club	Independent Free	Registered Club	Independent Free	ST 7 8QH
Alessi Indian Restaurant	Independent Free	Restaurant	Independent Free	ST 7 8DA

MAP OF AREA

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Source: OS Open Data 2018

Area: P04561_Royal Oak, Stoke on Trent, ST7 8LL (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: P04561_Royal Oak, Stoke on Trent, ST7 8LL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	388	12.3	22.1	56		
2 Rising Prosperity	5	0.2	10.2	2		
3 Comfortable Communities	1,201	38.2	26.5	144		
4 Financially Stretched	1,505	47.8	23.7	202		
5 Urban Adversity	49	1.6	17.2	9		
6 Not Private Households	0	0.0	0.3	0		
Total households		3,148				



Graph

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

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04561_Royal Oak, Stoke on Trent, ST7 8LL (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	24	0.8	11.3	7			
1.C Mature Money	364	11.6	9.6	120			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	5	0.2	6.4	2			
3. Comfortable Communities							
3.F Countryside Communities	766	24.3	5.7	424			
3.G Successful Suburbs	279	8.9	6.0	149			
3.H Steady Neighbourhoods	18	0.6	7.4	8			
3.I Comfortable Seniors	110	3.5	2.9	122			
3.J Starting Out	28	0.9	4.6	20			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	872	27.7	8.0	347			
4.M Striving Families	144	4.6	7.4	61			
4.N Poorer Pensioners	489	15.5	5.8	270			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	24	0.8	5.7	13			
5.Q Difficult Circumstances	25	0.8	5.2	15			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,148						

Acorn Group Pen Portrait

4 K Student Life **1.6M** UK Adults **3.0%** of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

Age range 18-24	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 4+	House type Flat or maisonette

BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 48%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £33k (UK) / £36k (London) <small>Average: £40k / Average: £46k</small>	% Disposable income 26% (UK) / 16% (London) <small>Average: 43% / Average: 29%</small>	Financial situation Running into debt / Saving a lot
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04561_Royal Oak, Stoke on Trent, ST7 8LL (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

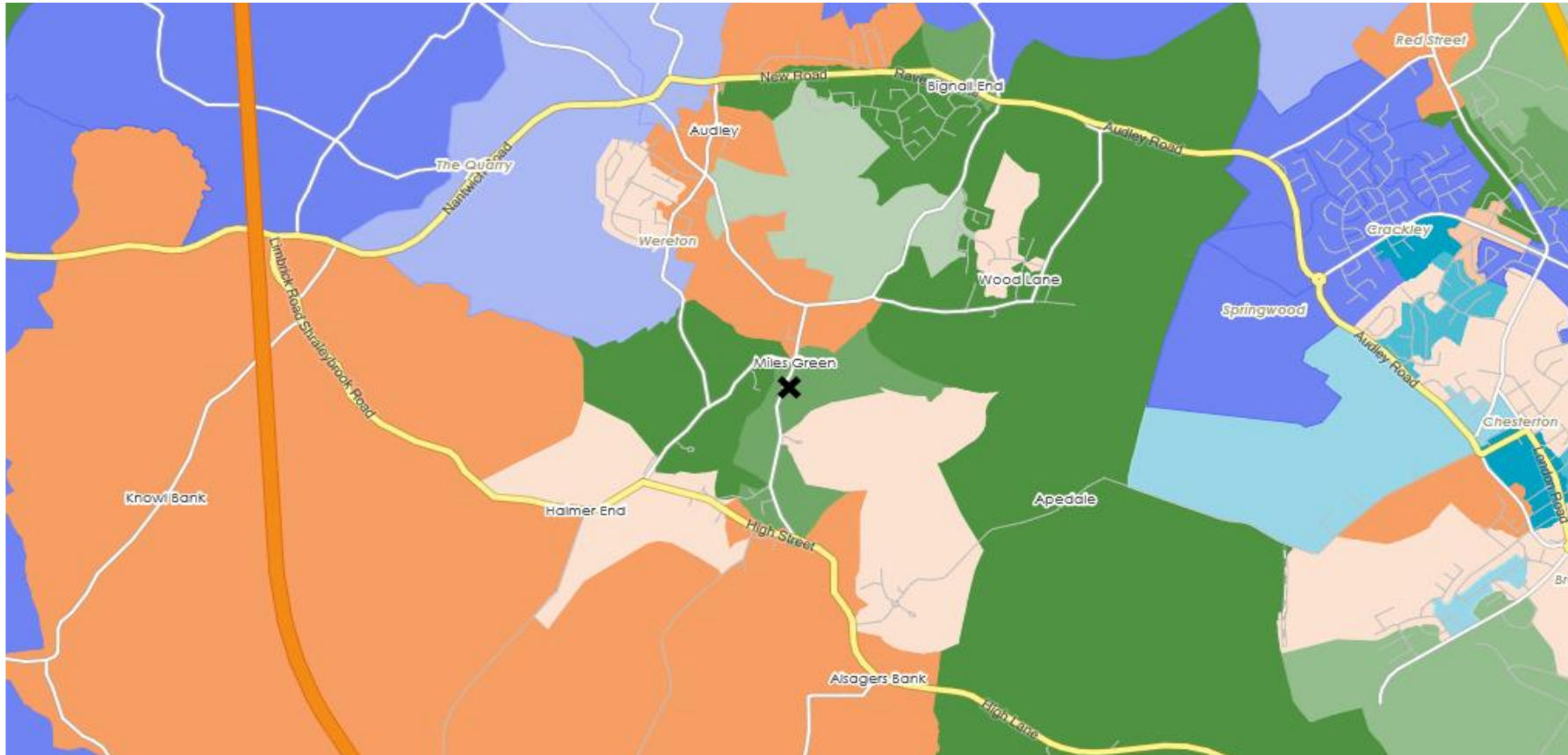
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	8	0.3	2.6	10			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	16	0.5	2.2	23			
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	82	2.6	3.1	85			
1.C.11 Settled suburbia, older people	88	2.8	2.8	99			
1.C.12 Retired and empty nesters	194	6.2	2.5	250			
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	5	0.2	2.0	8			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	13	0.4	1.0	41			
3.F.23 Owner occupiers in small towns and villages	753	23.9	3.2	745			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	105	3.3	2.7	124			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	174	5.5	2.4	228			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	18	0.6	2.3	24			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	110	3.5	2.4	147			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	28	0.9	2.4	37			
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	11	0.3	1.4	24			
4.L.38 Semi-skilled workers in traditional neighbourhoods	524	16.6	2.6	633			
4.L.39 Fading owner occupied terraces	337	10.7	2.9	367			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	125	4.0	1.6	249			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	19	0.6	2.2	28			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	46	1.5	0.8	186			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	351	11.1	2.2	499			
4.N.48 Pensioners and singles in social rented flats	92	2.9	1.7	171			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	24	0.8	1.6	48			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	25	0.8	1.8	45			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	3,148						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04561_Royal Oak, Stoke on Trent, ST7 8LL (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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M 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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

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