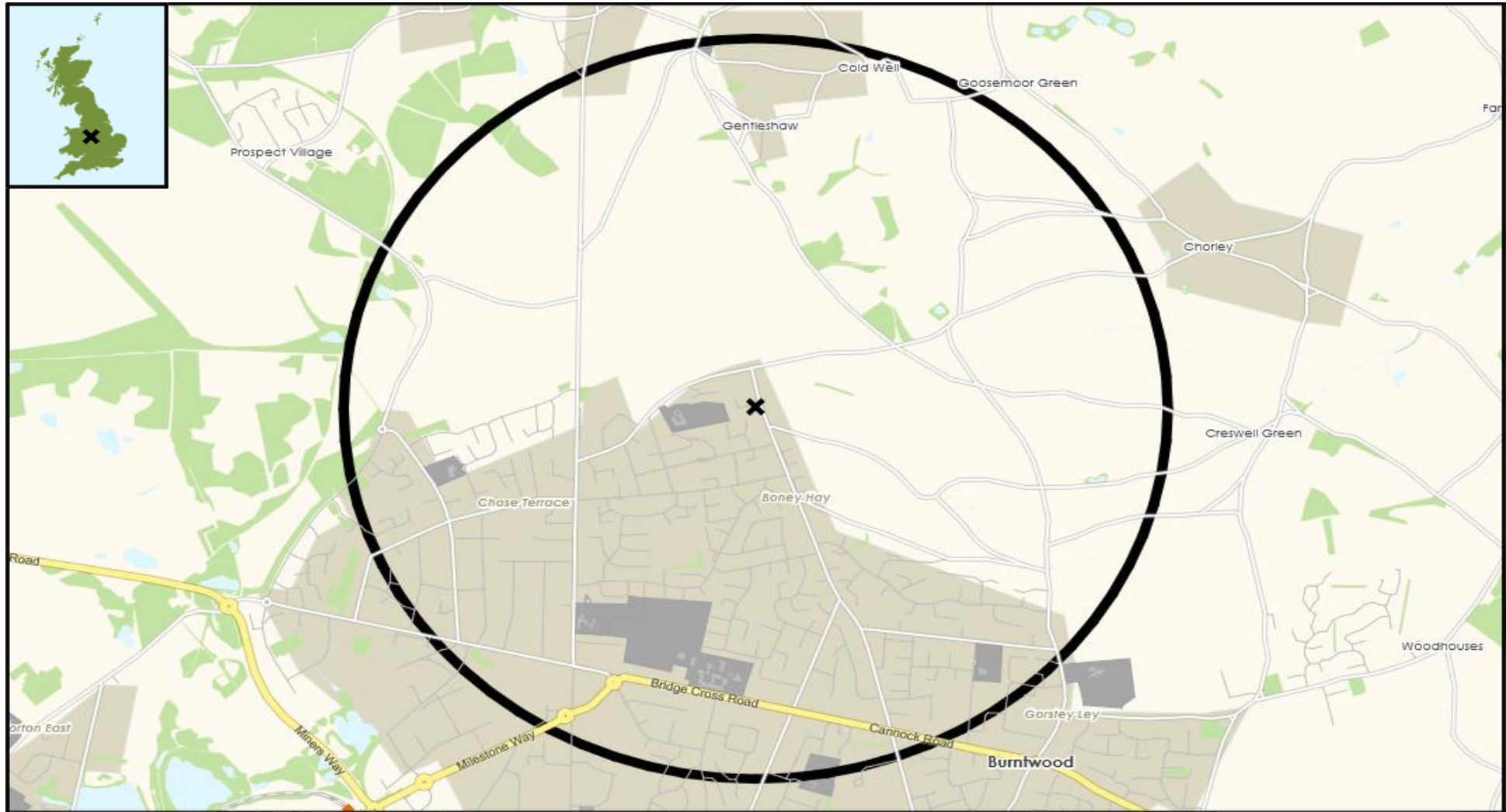


MAP OF AREA

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Source: OS Open Data 2018

Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)

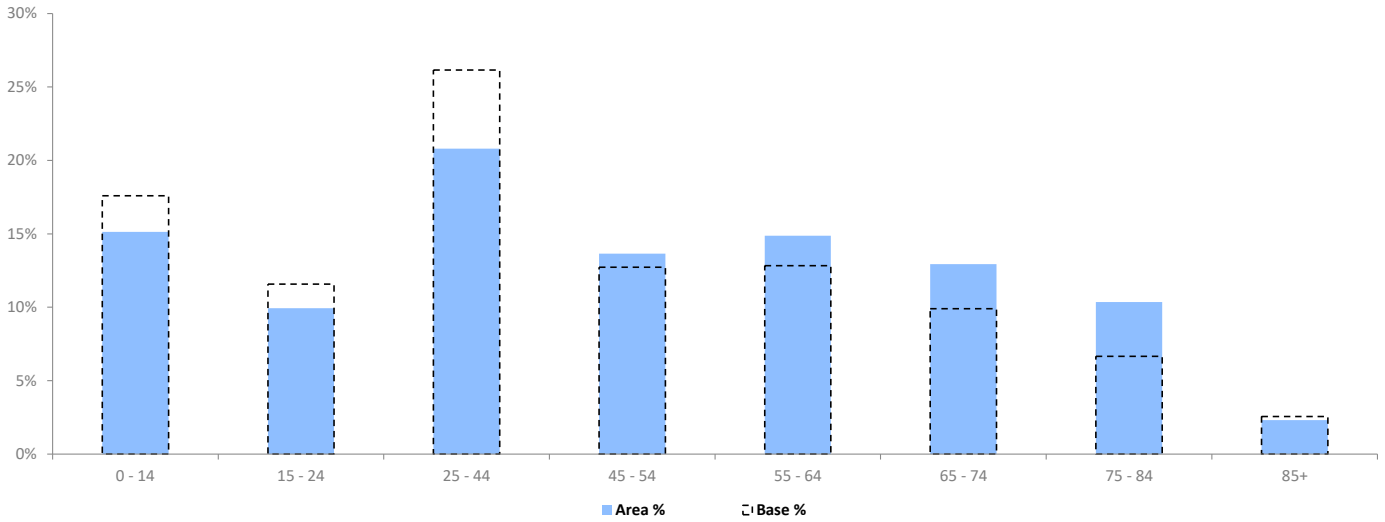


POPULATION PROJECTIONS

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,062	15.1	17.6	86			
15 - 24	1,353	9.9	11.6	86			
25 - 44	2,834	20.8	26.2	80			
45 - 54	1,861	13.7	12.7	107			
55 - 64	2,027	14.9	12.8	116			
65 - 74	1,762	12.9	9.9	131			
75 - 84	1,411	10.4	6.7	155			
85+	316	2.3	2.6	91			
Total population	13,626						



EXPENDITURE

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£431,779	£75.75	£73.74	103			
2. Alcoholic beverages, tobacco and narcotics	£174,518	£30.62	£27.43	112			
3. Clothing & Footwear	£259,118	£45.46	£41.92	108			
4. Housing, water, electricity, gas and other fuels	£498,694	£87.49	£92.23	95			
5. Furnishings, equipment and routine maintenance	£237,113	£41.60	£39.49	105			
6. Health	£90,197	£15.82	£16.97	93			
7. Transport	£634,054	£111.24	£115.30	96			
8. Communication	£84,488	£14.82	£14.64	101			
9. Recreation & Culture	£648,047	£113.69	£100.48	113			
10. Education	£41,087	£7.21	£22.34	32			
11. Restaurants & Hotels	£449,919	£78.93	£82.30	96			
12. Miscellaneous goods and services	£603,823	£105.93	£104.94	101			
Total Expenditure	£4,152,834	£728.57	£731.77	100			



Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

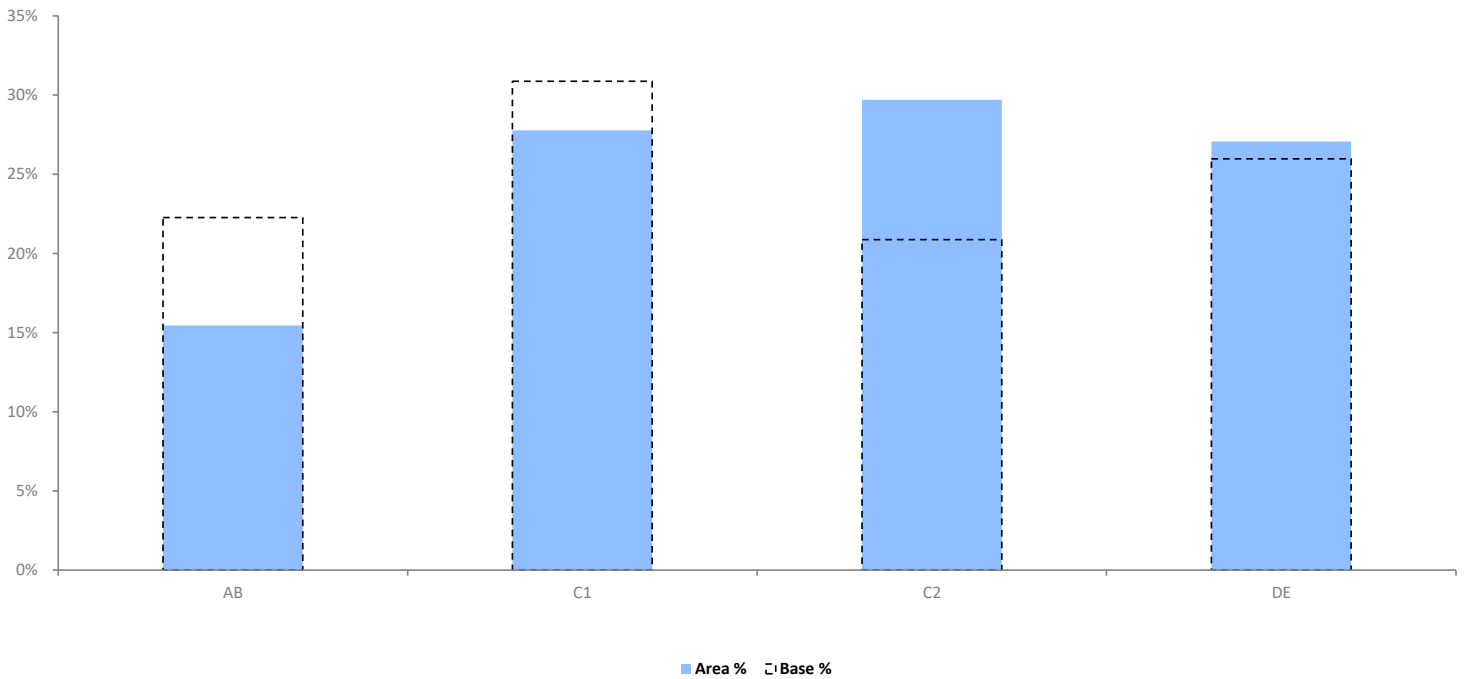
UP TO DATE DEMOGRAPHICS

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	879	15.5	22.3	69			
C1: Supervisory, clerical, jr managerial/admin/professional	1,580	27.8	30.9	90			
C2: Skilled manual workers	1,690	29.7	20.9	142			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,540	27.1	26.0	104			
Total household reference persons aged 16 to 64	5,689						



CGA LICENCED PREMISES

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 M)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	66.1	82.8	80			
Proprietary Club	0	0.0	7.5	0			
Registered Club	5	36.7	28.7	128			
Restaurant	1	7.3	32.5	23			
Residential	0	0.0	2.8	0			

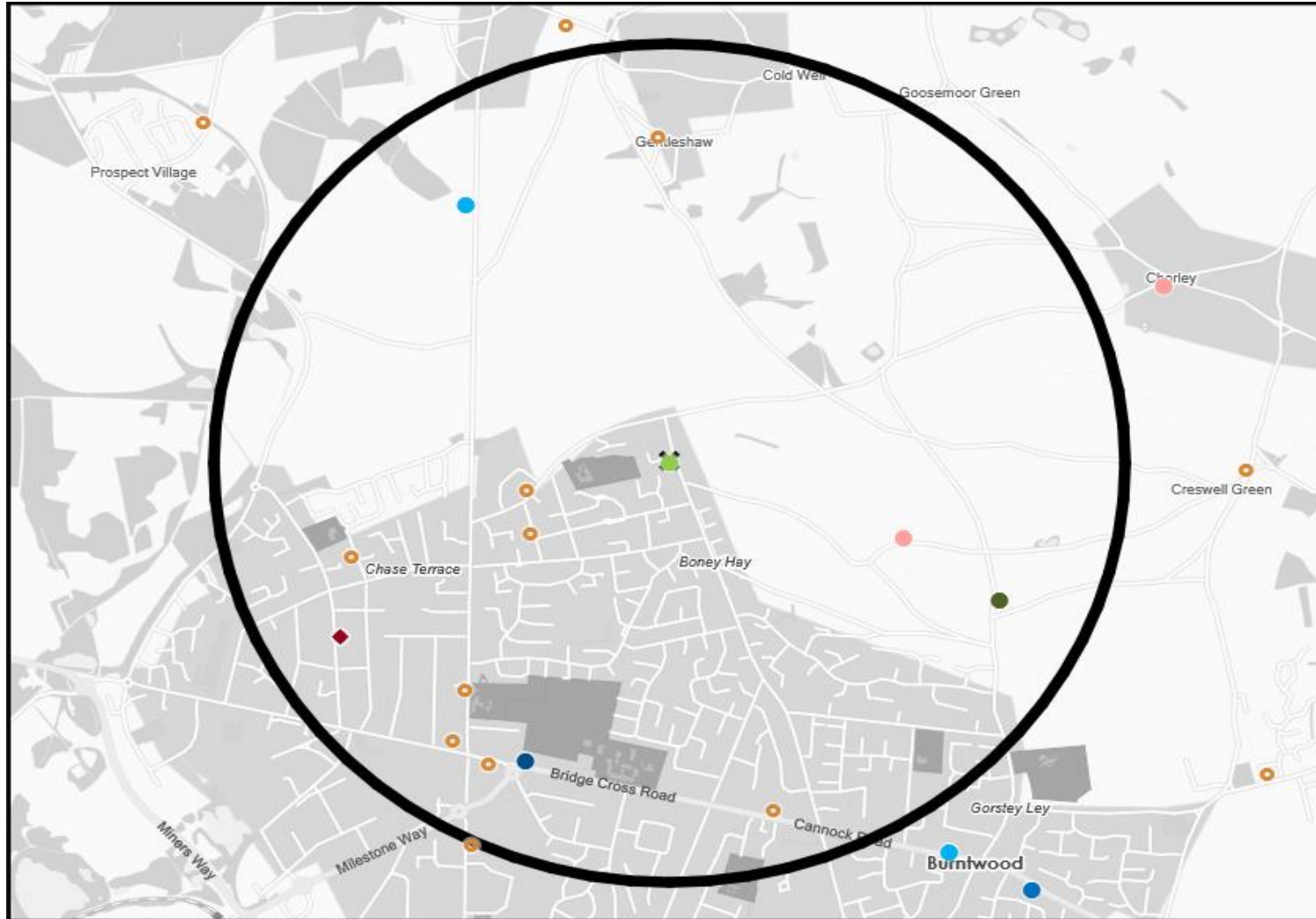
Name	Description	License Type	Owner Name	Postcode
Redmore Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	WS15 4RU
Grangemoor Working Mens Club	Independent Free	Registered Club	Independent Free	WS 7 0BG
Firs Club & Institute	Independent Free	Registered Club	Independent Free	WS 7 1AG
Wych Elm	Marston's	Pubs & Full On	Marston's	WS 7 2BU
Holly Grove Club	Independent Free	Registered Club	Independent Free	WS 7 1LU
Hazelwood House Club	Independent Free	Registered Club	Independent Free	WS 7 1LY
Victoria Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS 7 1LY
Ring O Bells	Independent Free	Pubs & Full On	Independent Free	WS 7 2NX
Boney Hay Working Mens Club	Independent Free	Registered Club	Independent Free	WS 7 2PB
Foresters Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 7 2PH
Nags Head	Greene King	Pubs & Full On	Greene King	WS 7 9HA
Drill	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS 7 9HD
Ye Olde Windmill	Independent Free	Pubs & Full On	Independent Free	WS15 4NF
Johnny Wongs	Independent Free	Restaurant	Independent Free	WS 7 1JR
Sankeys Tap House	Independent Free	Pubs & Full On	Independent Free	WS 7 2BX

MAP OF AREA

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Source: OS Open Data 2018

Area: P03403_Fozzers, Burntwood, WS7 2PH (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: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	800	14.1	22.0	64		
2 Rising Prosperity	5	0.1	10.3	1		
3 Comfortable Communities	3,301	58.0	26.3	221		
4 Financially Stretched	1,141	20.1	23.7	85		
5 Urban Adversity	376	6.6	17.4	38		
6 Not Private Households	66	1.2	0.3	349		
Total households	5,689					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
 Base: Great Britain
 Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	16	0.3	1.1	25		
1.B Executive Wealth	466	8.2	11.2	73		
1.C Mature Money	318	5.6	9.6	58		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	5	0.1	6.3	1		
3. Comfortable Communities						
3.F Countryside Communities	608	10.7	5.7	186		
3.G Successful Suburbs	686	12.1	5.9	205		
3.H Steady Neighbourhoods	1,488	26.2	7.4	356		
3.I Comfortable Seniors	340	6.0	2.9	208		
3.J Starting Out	179	3.1	4.4	71		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	380	6.7	7.9	84		
4.M Striving Families	332	5.8	7.5	78		
4.N Poorer Pensioners	429	7.5	5.8	129		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.2	0		
5.P Struggling Estates	14	0.2	5.9	4		
5.Q Difficult Circumstances	362	6.4	5.3	120		
6. Not Private Households						
6.R Not Private Households	66	1.2	0.3	349		
Total households	5,689					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.2M UK Adults 8.0% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

CORE DEMOGRAPHICS

- Age range: **35-64**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

BRANDS

- SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
- LEISURE: IGUANAS, Pizza-Hut, Bella Italia, Zizzi
- WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL

- I worry about online security: **59%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£45k** (Average: £40k), London **£50k** (Average: £46k)
- % Disposable income: UK **46%** (Average: 43%), London **38%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Research days out online
- Watch TV via set-top box
- Owens a tablet

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

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	0.2	0			
1.A.3 Large house luxury	16	0.3	0.9	33			
1.B Executive Wealth							
1.B.4 Asset rich families	29	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	49	0.9	2.4	35			
1.B.6 Financially comfortable families	77	1.4	2.2	62			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	8	0.1	1.5	9			
1.B.9 Well-off edge of towners	303	5.3	1.6	331			
1.C Mature Money							
1.C.10 Better-off villagers	4	0.1	3.0	2			
1.C.11 Settled suburbia, older people	137	2.4	2.8	85			
1.C.12 Retired and empty nesters	150	2.6	2.5	107			
1.C.13 Upmarket downsizers	27	0.5	1.3	37			
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	5	0.1	1.9	5			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	608	10.7	3.2	334			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	662	11.6	2.7	437			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	24	0.4	2.4	17			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,046	18.4	3.4	535			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	6			
3.H.29 Established suburbs, older families	437	7.7	2.3	330			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	340	6.0	2.4	251			
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	2.1	0			
3.J.33 Smaller houses and starter homes	179	3.1	2.3	136			
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	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	83	1.5	1.4	102			
4.L.38 Semi-skilled workers in traditional neighbourhoods	297	5.2	2.6	199			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	108	1.9	1.6	120			
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	224	3.9	2.1	192			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	91	1.6	0.8	204			
4.N.46 Elderly people in social rented flats	43	0.8	1.1	71			
4.N.47 Low income older people in smaller semis	159	2.8	2.3	124			
4.N.48 Pensioners and singles in social rented flats	136	2.4	1.7	139			
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	1.1	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	14	0.2	1.6	15			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	269	4.7	1.5	313			
5.Q.58 Singles and young families, some receiving benefits	93	1.6	1.8	92			
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	66	1.2	0.3	423			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,689						

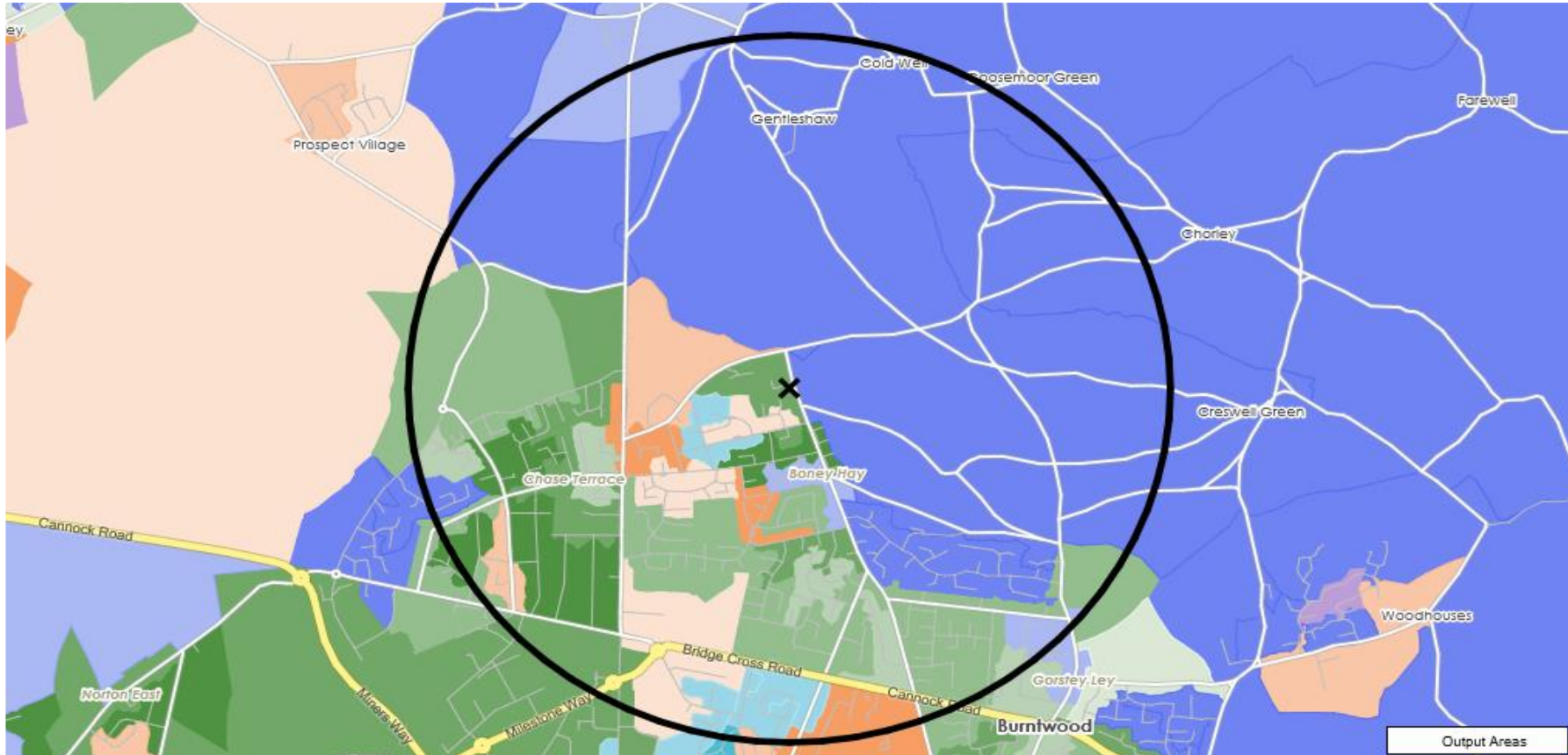
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)



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

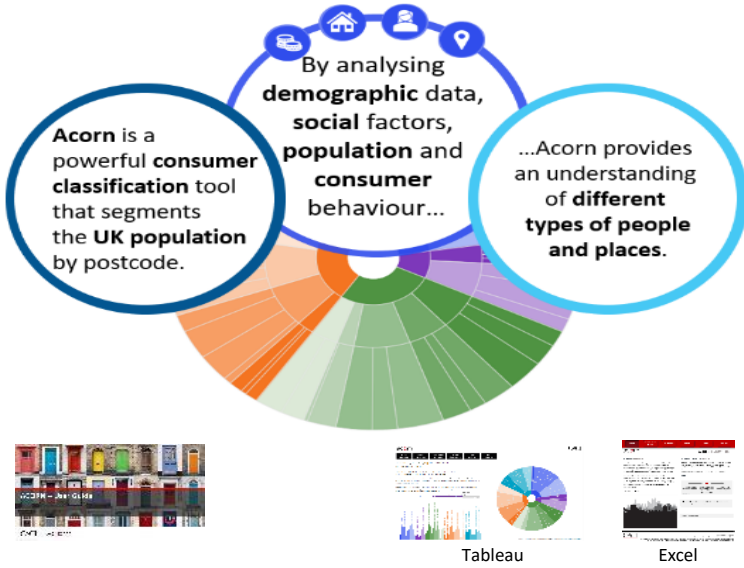
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest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

Output Areas

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

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%

