

CGA LICENCED PREMISES

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	60.7	81.7	74			
Proprietary Club	2	9.3	7.3	128			
Registered Club	5	23.3	28.2	83			
Restaurant	2	9.3	32.1	29			
Residential	0	0.0	2.7	0			

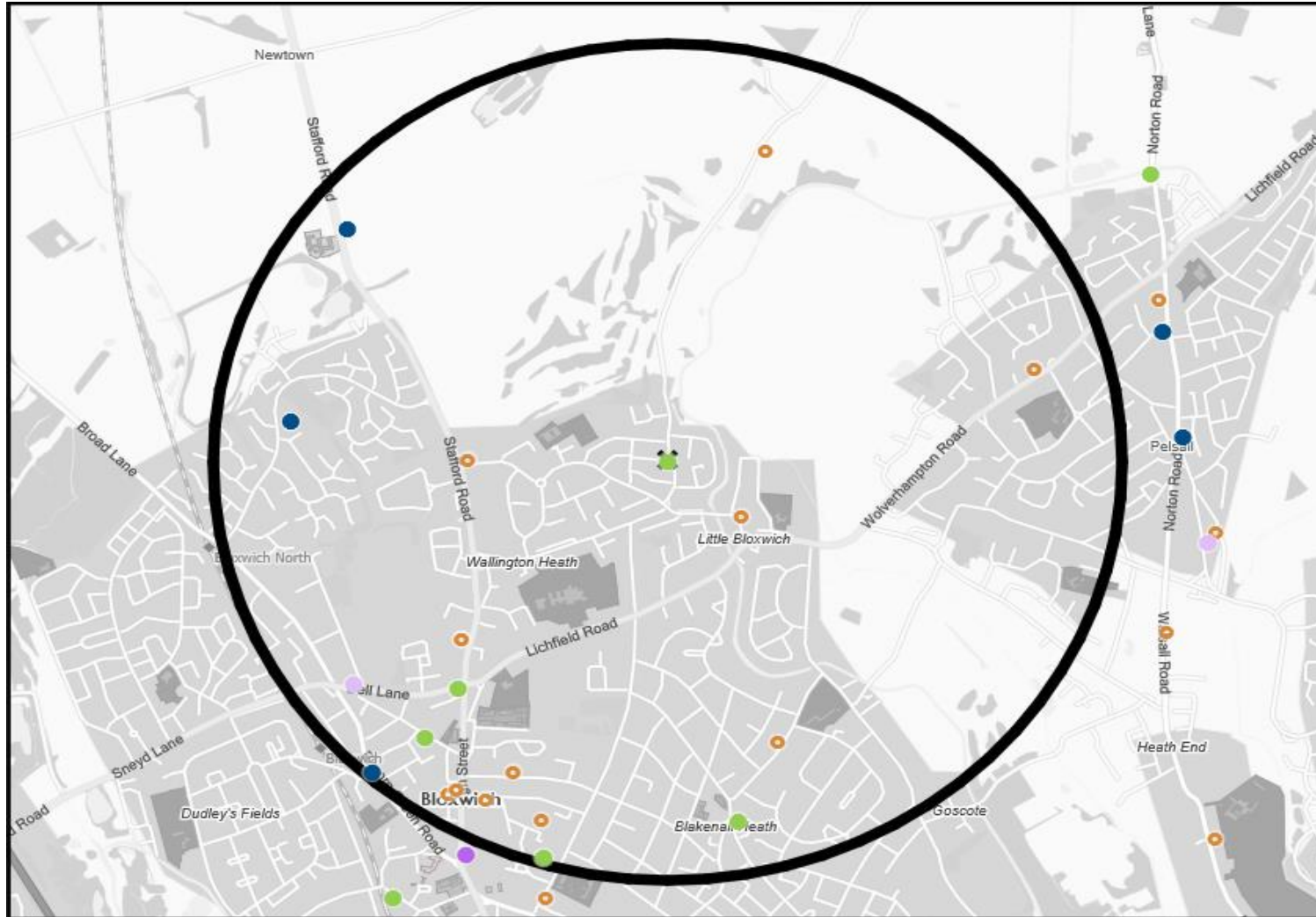
Name	Description	License Type	Owner Name	Postcode
Masons Bar And Restaurant	Independent Free	Pubs & Full On	Independent Free	WS 6 6AZ
Kings Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 1LU
Green Rock Tavern	Independent Free	Pubs & Full On	Independent Free	WS 3 1NG
Spotted Cow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 2EZ
Romping Cat	Marston's	Pubs & Full On	Marston's	WS 3 2HN
Bell Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 2JN
Gulshan Restaurant	Independent Free	Restaurant	Independent Free	WS 3 2JH
Sir Robert Peel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS 3 2JS
Old Hall Snooker Club	Independent Free	Proprietary Club	Independent Free	WS 3 3HJ
Bloxwich Memorial Club	Independent Free	Registered Club	Independent Free	WS 3 3HP
Bloxwich Excelsior Club & Institute	Independent Free	Registered Club	Independent Free	WS 3 3HS
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 3JQ
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	WS 3 3LG
Bloxwich Sports Club	Independent Free	Registered Club	Independent Free	WS 3 3NJ
Fishley Park Golf Range	Independent Free	Proprietary Club	Independent Free	WS 3 5AE
Bloxwich Golf Club	Independent Free	Registered Club	Independent Free	WS 3 3PQ
Saddlers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 3PS
Sultan Cottage	Independent Free	Restaurant	Independent Free	WS 3 4AD
Ivy House	Marston's	Pubs & Full On	Marston's	WS 6 6AZ
One Man & His Dog	Marston's	Pubs & Full On	Marston's	WS 3 3UB
Beacon Way	Independent Free	Pubs & Full On	Independent Free	WS 3 3DW
Bloxwich Cricket Club	Independent Free	Registered Club	Independent Free	WS 3 3NJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03474_Saddlers Arms, Walsall, WS3 3PS (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: P03474_Saddlers Arms, Walsall, WS3 3PS (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,429	16.0	22.1	72		
2 Rising Prosperity	118	1.3	10.2	13		
3 Comfortable Communities	1,788	20.0	26.5	75		
4 Financially Stretched	3,295	36.8	23.7	155		
5 Urban Adversity	2,273	25.4	17.2	148		
6 Not Private Households	47	0.5	0.3	153		
Total households	8,950					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% 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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (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	3	0.0	1.1	3		
1.B Executive Wealth	845	9.4	11.3	83		
1.C Mature Money	581	6.5	9.6	67		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	118	1.3	6.4	21		
3. Comfortable Communities						
3.F Countryside Communities	55	0.6	5.7	11		
3.G Successful Suburbs	333	3.7	6.0	62		
3.H Steady Neighbourhoods	796	8.9	7.4	120		
3.I Comfortable Seniors	371	4.1	2.9	145		
3.J Starting Out	233	2.6	4.6	57		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	660	7.4	8.0	92		
4.M Striving Families	1,723	19.3	7.4	258		
4.N Poorer Pensioners	912	10.2	5.8	177		
5. Urban Adversity						
5.O Young Hardship	243	2.7	6.3	43		
5.P Struggling Estates	891	10.0	5.7	175		
5.Q Difficult Circumstances	1,139	12.7	5.2	243		
6. Not Private Households						
6.R Not Private Households	47	0.5	0.3	153		
Total households	8,950					

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £20k London: £25k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 34% London: 29% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	3	0.0	0.9	4			
1.B Executive Wealth							
1.B.4 Asset rich families	151	1.7	2.6	64			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	584	6.5	2.2	294			
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	110	1.2	1.6	76			
1.C Mature Money							
1.C.10 Better-off villagers	1	0.0	3.1	0			
1.C.11 Settled suburbia, older people	143	1.6	2.8	57			
1.C.12 Retired and empty nesters	400	4.5	2.5	181			
1.C.13 Upmarket downsizers	37	0.4	1.3	32			
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	100	1.1	2.0	57			
2.E.19 First time buyers in small, modern homes	17	0.2	3.4	6			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	55	0.6	3.2	19			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	333	3.7	2.7	138			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
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	705	7.9	3.5	227			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	91	1.0	2.3	43			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	351	3.9	2.4	165			
3.I.31 Elderly singles in purpose-built accommodation	20	0.2	0.5	46			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	50	0.6	2.2	26			
3.J.33 Smaller houses and starter homes	183	2.0	2.4	85			
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	53	0.6	1.4	41			
4.L.38 Semi-skilled workers in traditional neighbourhoods	455	5.1	2.6	193			
4.L.39 Fading owner occupied terraces	152	1.7	2.9	58			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	214	2.4	1.6	146			
4.M.43 Families in right-to-buy estates	1,076	12.0	2.0	590			
4.M.44 Post-war estates, limited means	433	4.8	2.2	222			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	202	2.3	0.8	287			
4.N.46 Elderly people in social rented flats	131	1.5	1.0	142			
4.N.47 Low income older people in smaller semis	217	2.4	2.2	108			
4.N.48 Pensioners and singles in social rented flats	362	4.0	1.7	237			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	77	0.9	2.2	39			
5.O.50 Struggling younger people in mixed tenure	55	0.6	1.8	34			
5.O.51 Young people in small, low cost terraces	111	1.2	2.3	55			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	193	2.2	1.6	138			
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	698	7.8	1.6	487			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	120	1.3	1.5	89			
5.Q.58 Singles and young families, some receiving benefits	377	4.2	1.8	239			
5.Q.59 Deprived areas and high-rise flats	642	7.2	2.0	364			
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	47	0.5	0.3	184			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,950						

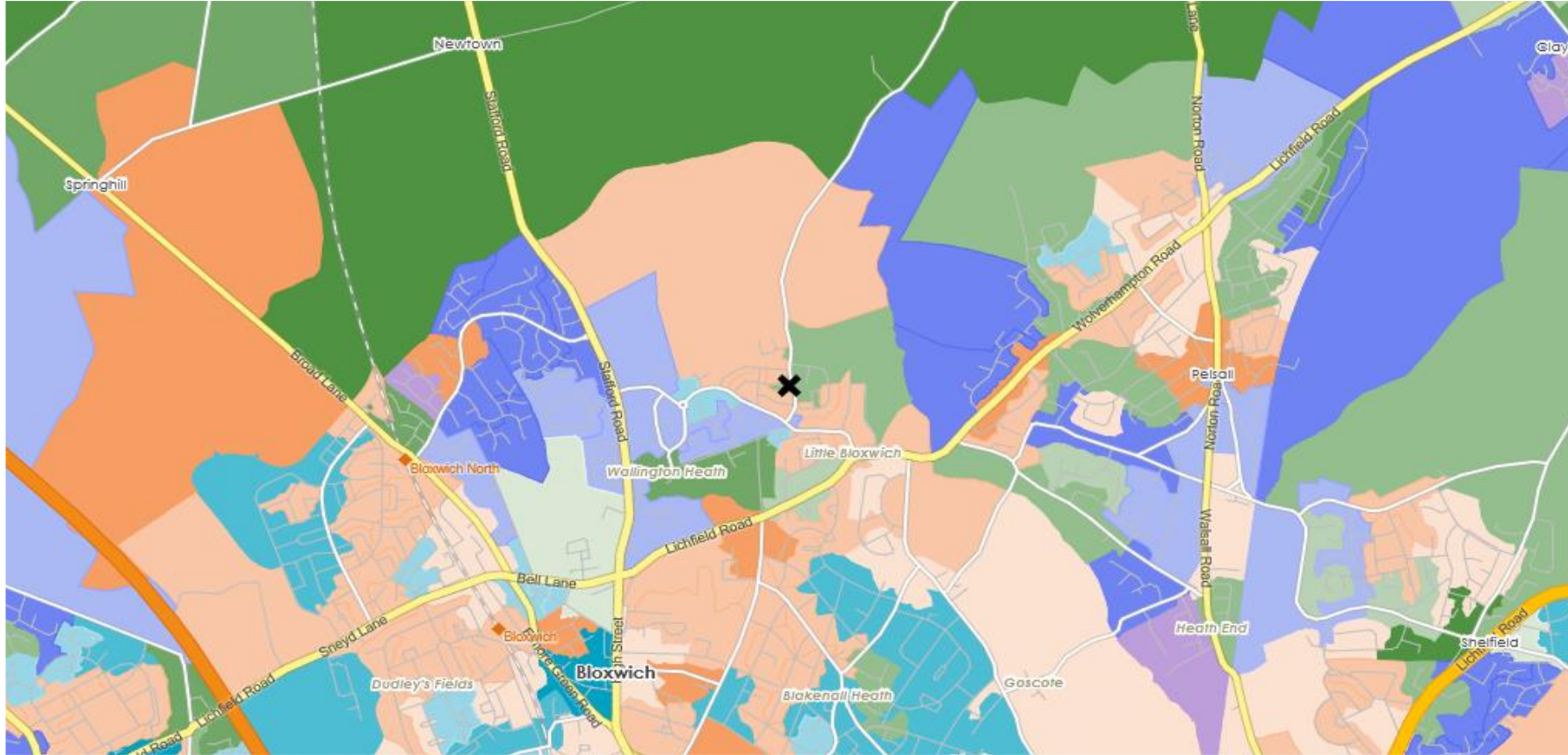
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03474_Saddlers Arms, Walsall, WS3 3PS (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
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**

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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