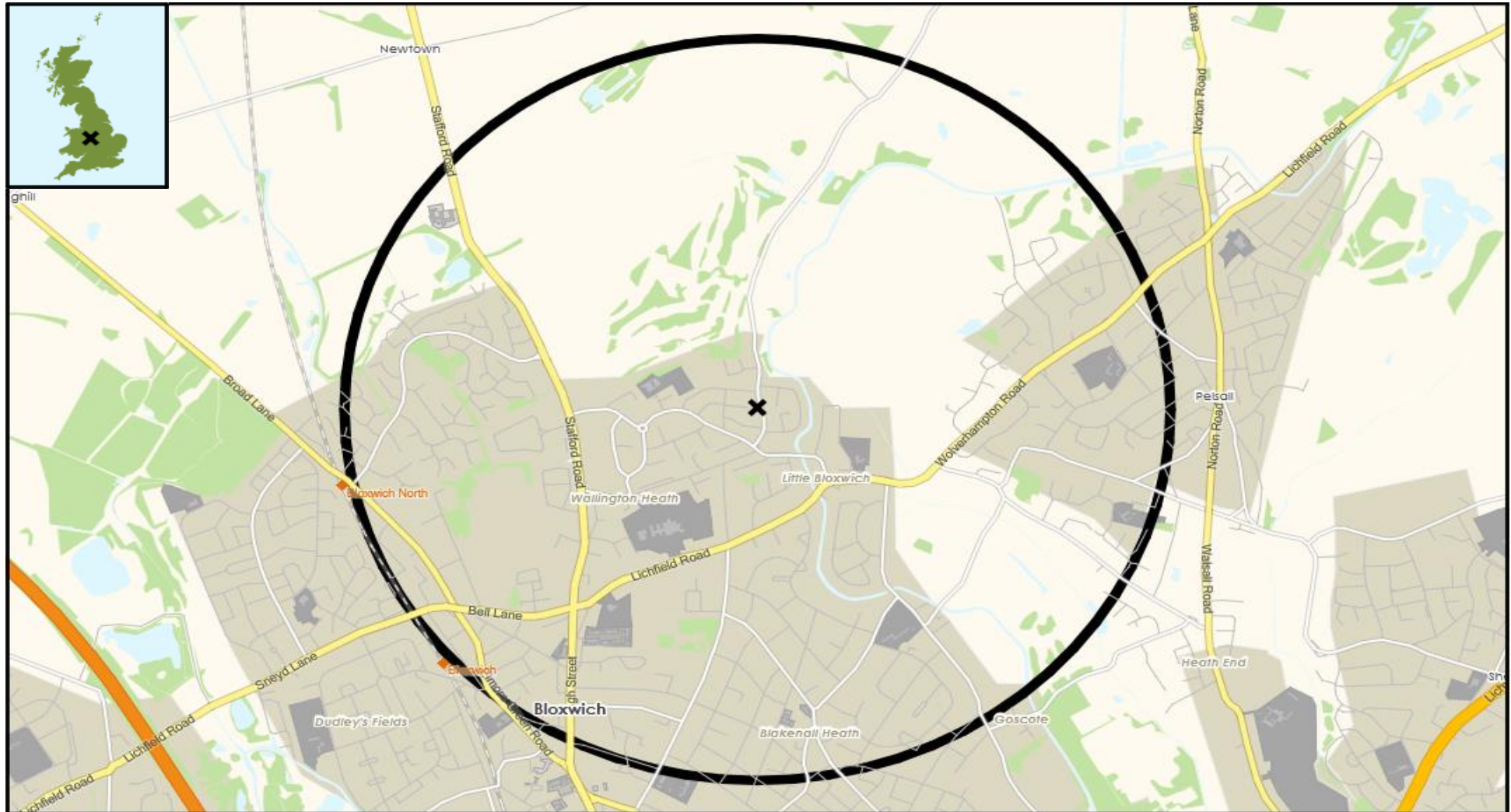


MAP OF AREA

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Source: OS Open Data 2018

Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1 Mile contour)

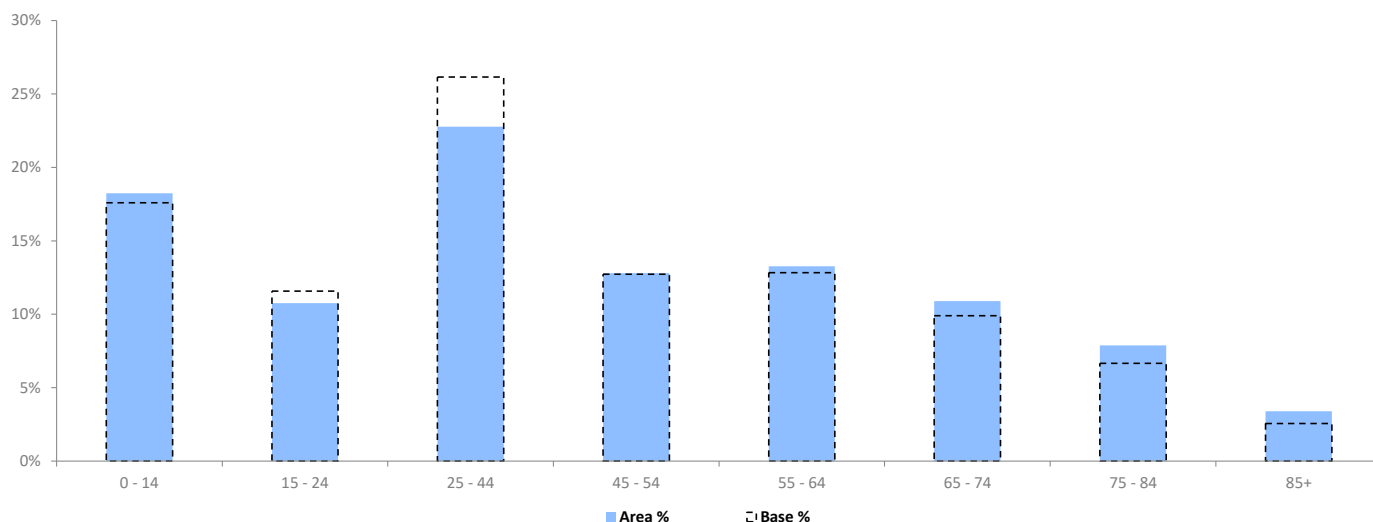


POPULATION PROJECTIONS

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,947	18.2	17.6	104			
15 - 24	2,327	10.8	11.6	93			
25 - 44	4,929	22.8	26.2	87			
45 - 54	2,771	12.8	12.7	101			
55 - 64	2,873	13.3	12.8	103			
65 - 74	2,357	10.9	9.9	110			
75 - 84	1,705	7.9	6.7	118			
85+	735	3.4	2.6	133			
Total population	21,644						



EXPENDITURE

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (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	£643,143	£70.89	£73.74	96			
2. Alcoholic beverages, tobacco and narcotics	£287,024	£31.64	£27.43	115			
3. Clothing & Footwear	£366,830	£40.44	£41.92	96			
4. Housing, water, electricity, gas and other fuels	£663,146	£73.10	£92.23	79			
5. Furnishings, equipment and routine maintenance	£325,480	£35.88	£39.49	91			
6. Health	£117,971	£13.00	£16.97	77			
7. Transport	£854,216	£94.16	£115.30	82			
8. Communication	£122,354	£13.49	£14.64	92			
9. Recreation & Culture	£850,087	£93.70	£100.48	93			
10. Education	£40,101	£4.42	£22.34	20			
11. Restaurants & Hotels	£586,432	£64.64	£82.30	79			
12. Miscellaneous goods and services	£842,940	£92.92	£104.94	89			
Total Expenditure	£5,699,724	£628.28	£731.77	86			

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.

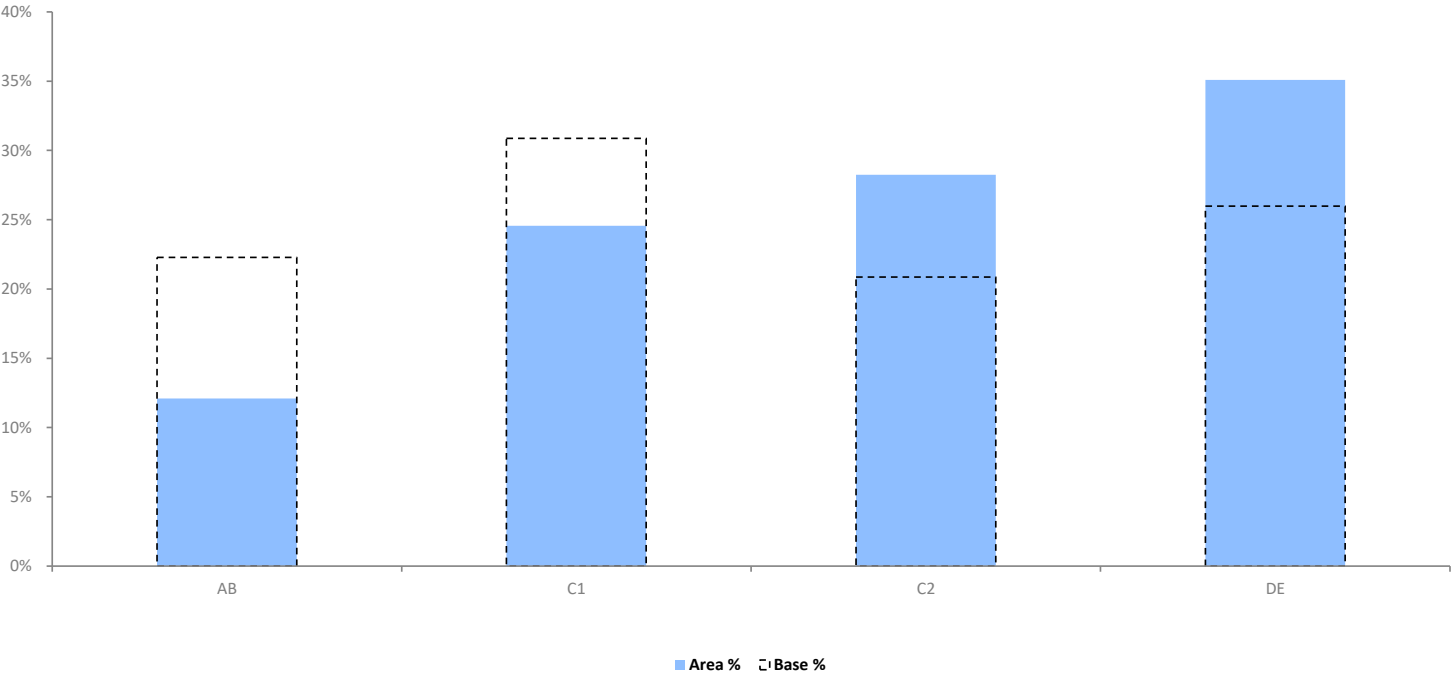
UP TO DATE DEMOGRAPHICS

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Area:	P03474_Saddlers Arms, Walsall, WS3 3PS (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	1,092	12.1	22.3	54			
C1: Supervisory, clerical, jr managerial/admin/professional	2,218	24.6	30.9	80			
C2: Skilled manual workers	2,551	28.3	20.9	135			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,169	35.1	26.0	135			
Total household reference persons aged 16 to 64	9,030						



CGA LICENCED PREMISES

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1)
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	60.1	82.8	73			
Proprietary Club	2	9.2	7.5	124			
Registered Club	5	23.1	28.7	80			
Restaurant	2	9.2	32.5	28			
Residential	0	0.0	2.8	0			

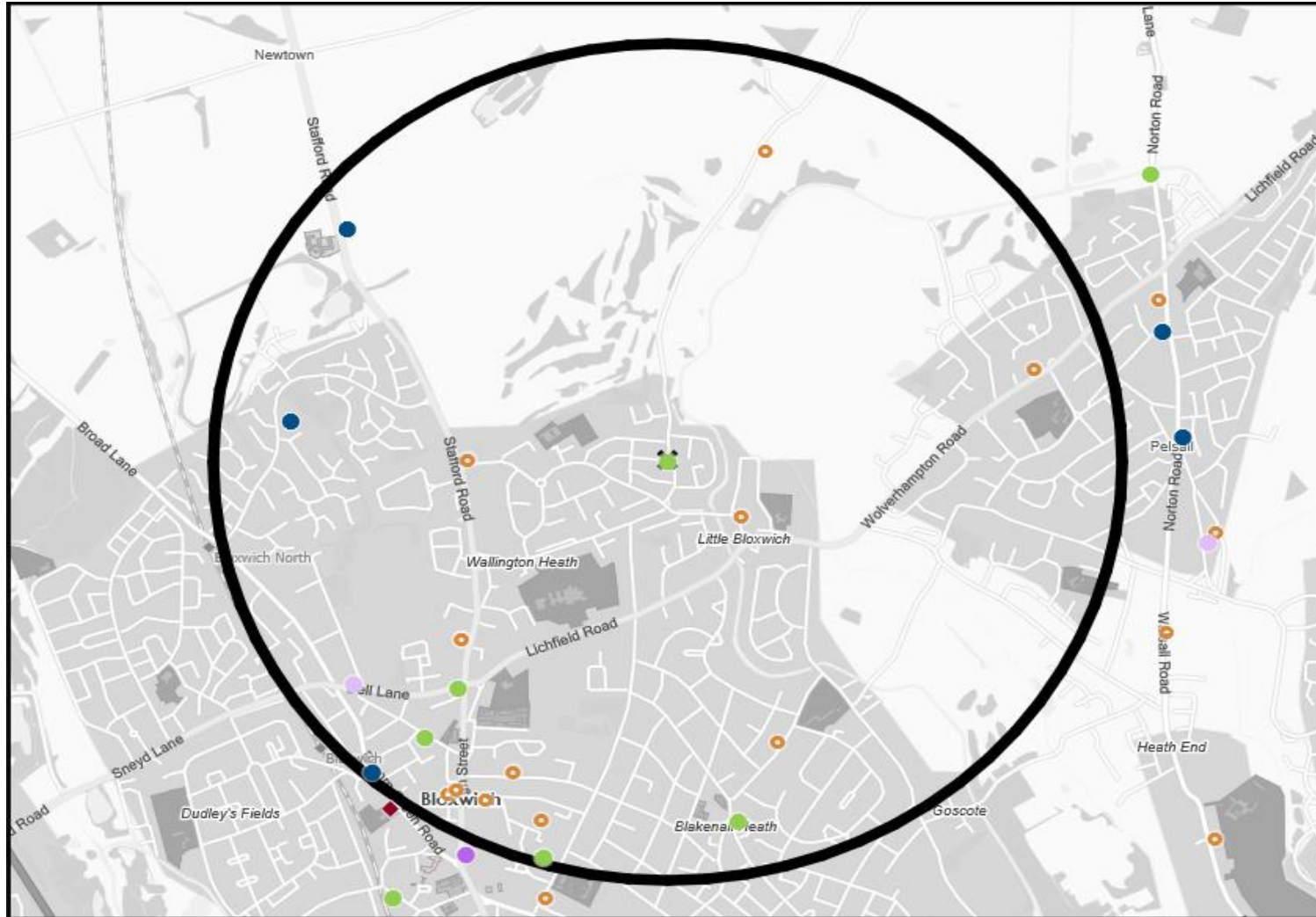
Name	Description	License Type	Owner Name	Postcode
Masons Bar And Restaurant	Independent Free	Pubs & Full On	Independent Free	WS 6 6AZ
Kings Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 1LU
Green Rock Tavern	Independent Free	Pubs & Full On	Independent Free	WS 3 1NG
Spotted Cow	Admiral 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	1,415	15.7	22.0	71			
2 Rising Prosperity	120	1.3	10.3	13			
3 Comfortable Communities	1,819	20.1	26.3	77			
4 Financially Stretched	3,366	37.3	23.7	157			
5 Urban Adversity	2,263	25.1	17.4	144			
6 Not Private Households	47	0.5	0.3	156			
Graph							
Total households		9,030					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (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	4	0.0	1.1	4			
1.B Executive Wealth	847	9.4	11.2	83			
1.C Mature Money	564	6.2	9.6	65			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	120	1.3	6.3	21			
3. Comfortable Communities							
3.F Countryside Communities	50	0.6	5.7	10			
3.G Successful Suburbs	332	3.7	5.9	62			
3.H Steady Neighbourhoods	806	8.9	7.4	121			
3.I Comfortable Seniors	396	4.4	2.9	153			
3.J Starting Out	235	2.6	4.4	59			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	715	7.9	7.9	100			
4.M Striving Families	1,699	18.8	7.5	252			
4.N Poorer Pensioners	952	10.5	5.8	181			
5. Urban Adversity							
5.O Young Hardship	241	2.7	6.2	43			
5.P Struggling Estates	899	10.0	5.9	168			
5.Q Difficult Circumstances	1,123	12.4	5.3	235			
6. Not Private Households							
6.R Not Private Households	47	0.5	0.3	156			
Total households	9,030						

Acorn Group Pen Portrait

4 M Striving Families

4.1M
UK Adults7.8%
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.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03474_Saddlers Arms, Walsall, WS3 3PS (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	4	0.0	0.9	5			
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	2.4	0			
	1.B.6 Financially comfortable families	583	6.5	2.2	294			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	0	0.0	1.5	0			
	1.B.9 Well-off edge of towners	113	1.3	1.6	78			
1.C Mature Money								
	1.C.10 Better-off villagers	1	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	144	1.6	2.8	56			
	1.C.12 Retired and empty nesters	382	4.2	2.5	171			
	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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	102	1.1	1.9	59			
	2.E.19 First time buyers in small, modern homes	17	0.2	3.3	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	50	0.6	3.2	17			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	332	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	714	7.9	3.4	230			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	92	1.0	2.3	44			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	376	4.2	2.4	175			
	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	51	0.6	2.1	27			
	3.J.33 Smaller houses and starter homes	184	2.0	2.3	88			
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	51	0.6	1.4	39			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	511	5.7	2.6	215			
	4.L.39 Fading owner occupied terraces	153	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	216	2.4	1.6	146			
	4.M.43 Families in right-to-buy estates	1,096	12.1	2.1	592			
	4.M.44 Post-war estates, limited means	387	4.3	2.2	196			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	218	2.4	0.8	308			
	4.N.46 Elderly people in social rented flats	133	1.5	1.1	139			
	4.N.47 Low income older people in smaller semis	242	2.7	2.3	119			
	4.N.48 Pensioners and singles in social rented flats	359	4.0	1.7	230			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	72	0.8	2.2	37			
	5.O.50 Struggling younger people in mixed tenure	56	0.6	1.8	35			
	5.O.51 Young people in small, low cost terraces	113	1.3	2.3	55			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	195	2.2	1.6	137			
	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	704	7.8	1.6	483			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	148	1.6	1.5	108			
	5.Q.58 Singles and young families, some receiving benefits	320	3.5	1.8	199			
	5.Q.59 Deprived areas and high-rise flats	655	7.3	2.0	362			
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	190			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		9,030						

CATEGORY

GROUP

TYPE

MAP

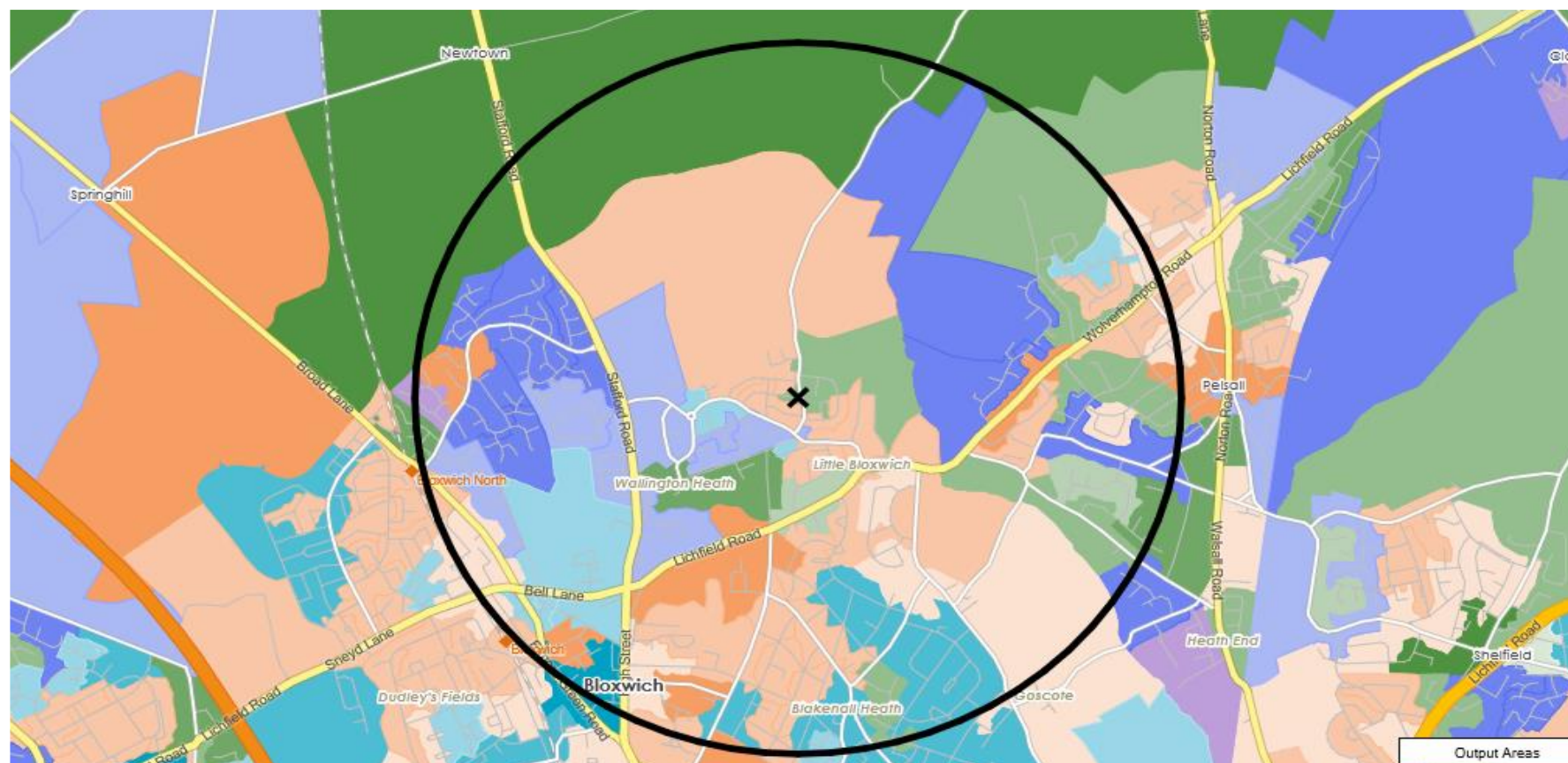
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03474_Saddlers Arms, Walsall, WS3 3PS (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

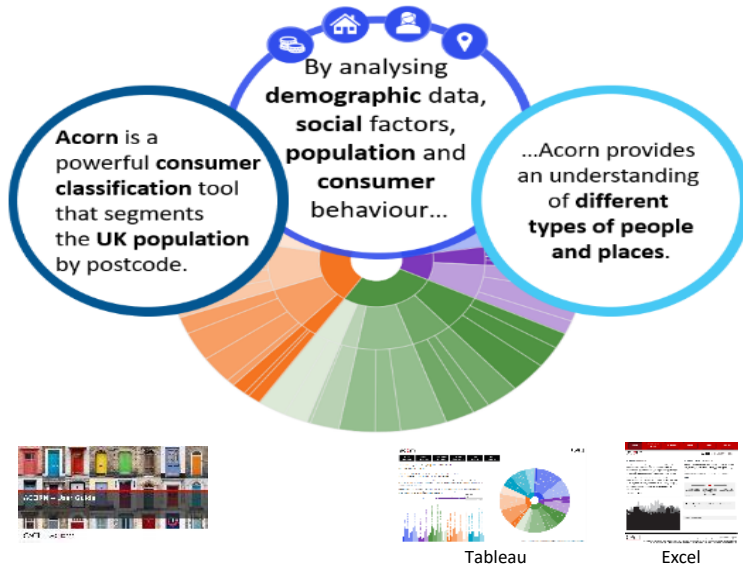
GROUP

TYPE

MAP

WHAT IS ACORN?

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		

