

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04242_Fingerpost, Walsall, WS3 5AU (1 Mil
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	42.8	81.7	52			
Proprietary Club	1	10.7	7.3	147			
Registered Club	2	21.4	28.2	76			
Restaurant	1	10.7	32.1	33			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Fishley Park Golf Range	Independent Free	Proprietary Club	Independent Free	WS 3 5AE
Sultan Cottage	Independent Free	Restaurant	Independent Free	WS 3 4AD
Queens	Marston's	Pubs & Full On	Marston's	WS 3 4AY
Railway	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS 3 4BH
Pelsall Community Centre	Independent Free	Registered Club	Independent Free	WS 3 4BQ
Old House At Home	Marston's	Pubs & Full On	Marston's	WS 3 4NT
Pelsall Social Club & Institute	Independent Free	Registered Club	Independent Free	WS 3 4NX
Fingerpost	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 5AU

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P04242_Fingerpost, Walsall, WS3 5AU (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04242_Fingerpost, Walsall, WS3 5AU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	656	17.2	22.1	78		
2 Rising Prosperity	127	3.3	10.2	33		
3 Comfortable Communities	1,452	38.0	26.5	143		
4 Financially Stretched	1,253	32.8	23.7	138		
5 Urban Adversity	320	8.4	17.2	49		
6 Not Private Households	10	0.3	0.3	76		
Graph						
Total households	3,818					

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

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04242_Fingerpost, Walsall, WS3 5AU (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	0.1	1.1	7		
1.B Executive Wealth	477	12.5	11.3	110		
1.C Mature Money	176	4.6	9.6	48		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	127	3.3	6.4	52		
3. Comfortable Communities						
3.F Countryside Communities	138	3.6	5.7	63		
3.G Successful Suburbs	197	5.2	6.0	87		
3.H Steady Neighbourhoods	744	19.5	7.4	263		
3.I Comfortable Seniors	298	7.8	2.9	273		
3.J Starting Out	75	2.0	4.6	43		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	230	6.0	8.0	75		
4.M Striving Families	581	15.2	7.4	204		
4.N Poorer Pensioners	442	11.6	5.8	201		
5. Urban Adversity						
5.O Young Hardship	38	1.0	6.3	16		
5.P Struggling Estates	51	1.3	5.7	23		
5.Q Difficult Circumstances	231	6.1	5.2	115		
6. Not Private Households						
6.R Not Private Households	10	0.3	0.3	76		
Total households	3,818					

Acorn Group Pen Portrait

4 L Modest Means 4.1M of UK 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS

Age range: **25-44**
 Children at home: **3+**
 House tenure: **Privately renting**
 Family structure: **Single parent**
 Number of beds: **3**
 House type: **Terraced**

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: **Running into debts** (Scale from Running into debts to Saving a lot)

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES: I worry about online security **58%** (UK average: 58%), Shopping online makes my life easier **61%** (UK average: 62%), I love the ease of using chat bots to get answers **32%** (UK average: 28%)

TOP BEHAVIOURS

Moderate internet usage, Uploads original content on social media, TV catch up via ITV hub



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04242_Fingerpost, Walsall, WS3 5AU (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	3	0.1	0.9	9			
1.B Executive Wealth							
1.B.4 Asset rich families	94	2.5	2.6	93			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	333	8.7	2.2	392			
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	50	1.3	1.6	81			
1.C Mature Money							
1.C.10 Better-off villagers	5	0.1	3.1	4			
1.C.11 Settled suburbia, older people	89	2.3	2.8	83			
1.C.12 Retired and empty nesters	68	1.8	2.5	72			
1.C.13 Upmarket downsizers	14	0.4	1.3	28			
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	127	3.3	2.0	168			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	138	3.6	3.2	113			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	132	3.5	2.7	128			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	65	1.7	2.4	70			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	479	12.5	3.5	362			
3.H.28 Owner occupied terraces, average income	14	0.4	1.6	23			
3.H.29 Established suburbs, older families	251	6.6	2.3	281			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	293	7.7	2.4	324			
3.I.31 Elderly singles in purpose-built accommodation	5	0.1	0.5	27			
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	75	2.0	2.4	82			
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	10	0.3	1.4	18			
4.L.38 Semi-skilled workers in traditional neighbourhoods	208	5.4	2.6	207			
4.L.39 Fading owner occupied terraces	12	0.3	2.9	11			
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	38	1.0	1.6	61			
4.M.43 Families in right-to-buy estates	411	10.8	2.0	528			
4.M.44 Post-war estates, limited means	132	3.5	2.2	159			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	126	3.3	0.8	419			
4.N.46 Elderly people in social rented flats	7	0.2	1.0	18			
4.N.47 Low income older people in smaller semis	281	7.4	2.2	329			
4.N.48 Pensioners and singles in social rented flats	28	0.7	1.7	43			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	13	0.3	2.2	16			
5.O.50 Struggling younger people in mixed tenure	25	0.7	1.8	36			
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	51	1.3	1.6	86			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	59	1.5	1.5	102			
5.Q.58 Singles and young families, some receiving benefits	113	3.0	1.8	168			
5.Q.59 Deprived areas and high-rise flats	59	1.5	2.0	78			
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	10	0.3	0.3	92			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,818						

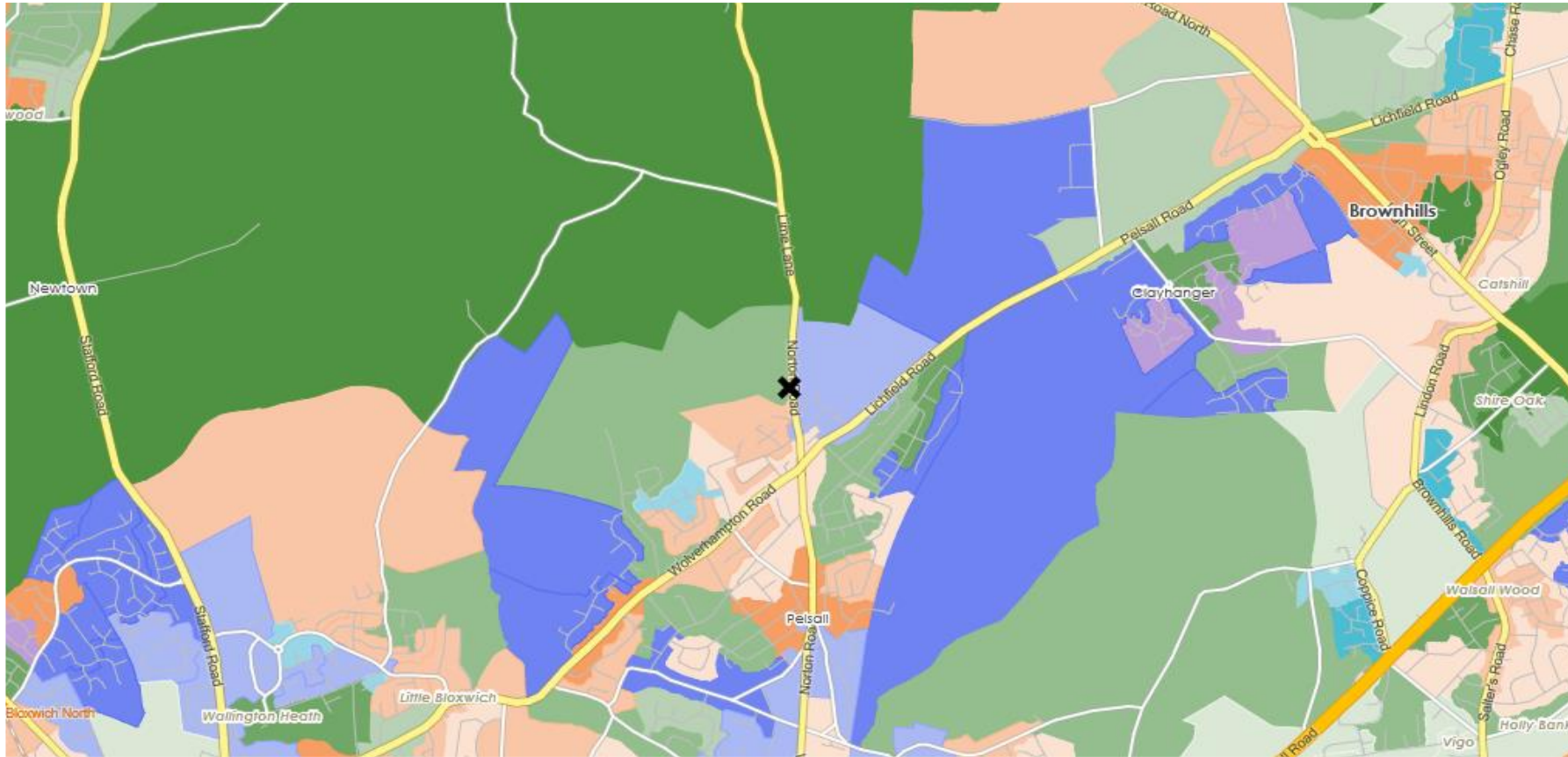
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04242_Fingerpost, Walsall, WS3 5AU (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04242_Fingerpost, Walsall, WS3 5AU (1 Mile contour)

