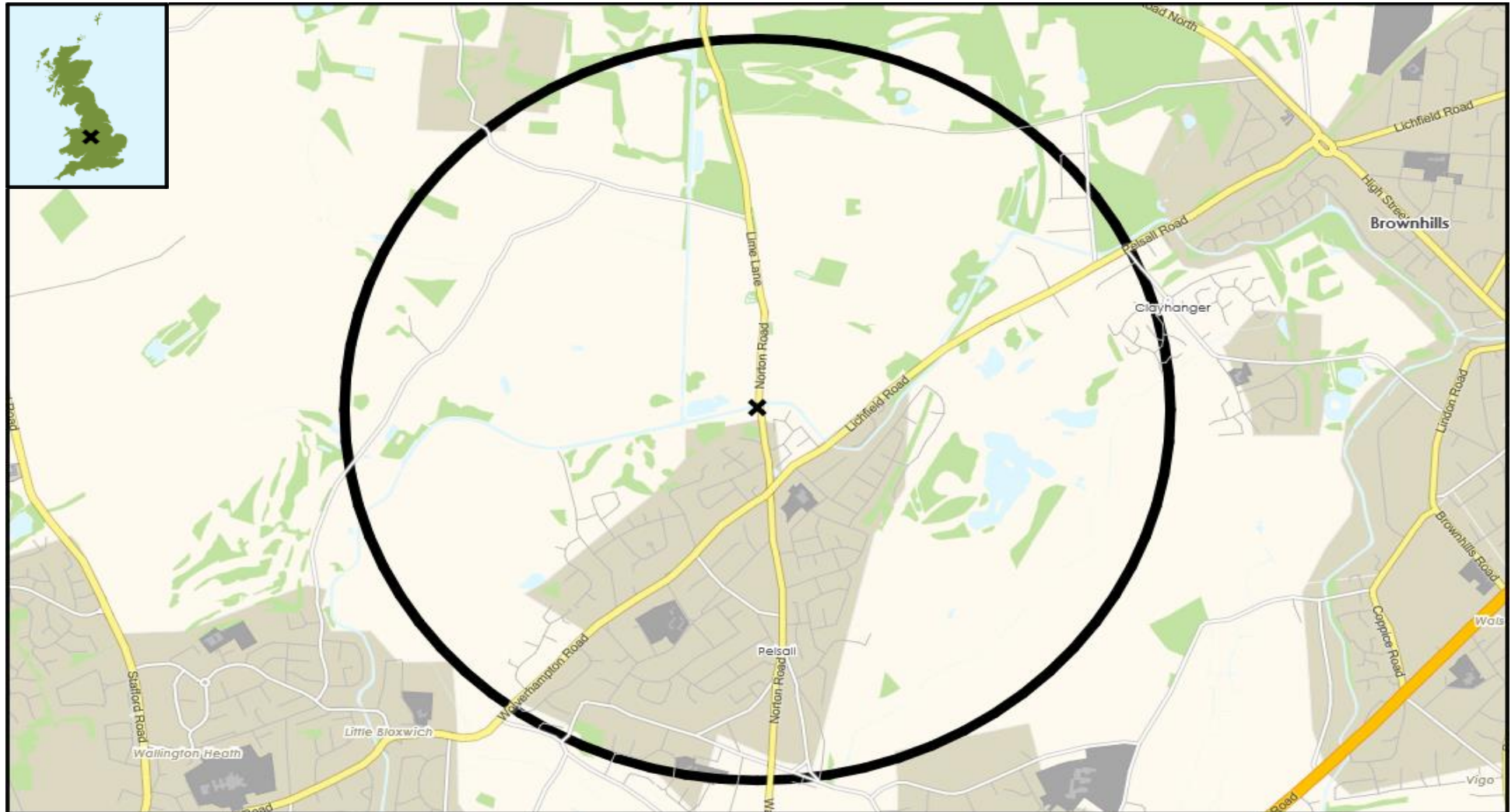


MAP OF AREA

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Source: OS Open Data 2018

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

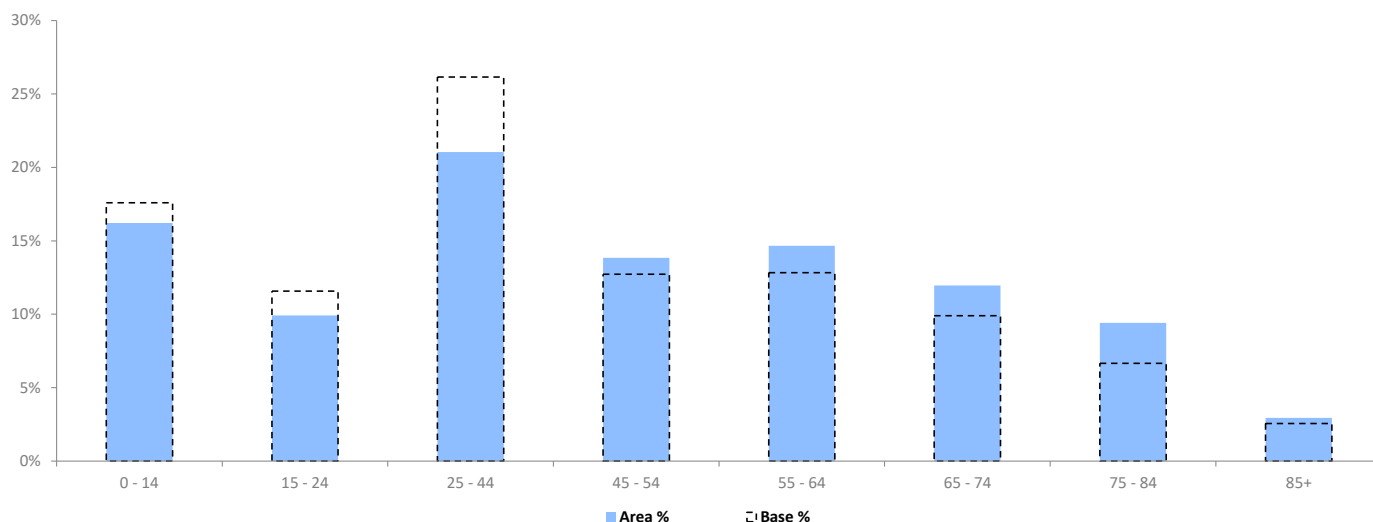


POPULATION PROJECTIONS

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Area: P04242_Fingerpost, Walsall, WS3 5AU (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,526	16.2	17.6	92			
15 - 24	933	9.9	11.6	86			
25 - 44	1,980	21.0	26.2	80			
45 - 54	1,302	13.8	12.7	109			
55 - 64	1,379	14.7	12.8	114			
65 - 74	1,125	12.0	9.9	121			
75 - 84	885	9.4	6.7	141			
85+	277	2.9	2.6	115			
Total population	9,407						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04242_Fingerpost, Walsall, WS3 5AU (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	£302,496	£77.21	£73.74	105			
2. Alcoholic beverages, tobacco and narcotics	£122,670	£31.31	£27.43	114			
3. Clothing & Footwear	£178,652	£45.60	£41.92	109			
4. Housing, water, electricity, gas and other fuels	£329,475	£84.09	£92.23	91			
5. Furnishings, equipment and routine maintenance	£160,893	£41.07	£39.49	104			
6. Health	£59,673	£15.23	£16.97	90			
7. Transport	£432,088	£110.28	£115.30	96			
8. Communication	£56,703	£14.47	£14.64	99			
9. Recreation & Culture	£417,203	£106.48	£100.48	106			
10. Education	£22,385	£5.71	£22.34	26			
11. Restaurants & Hotels	£297,971	£76.05	£82.30	92			
12. Miscellaneous goods and services	£418,385	£106.79	£104.94	102			
Total Expenditure	£2,798,594	£714.29	£731.77	98			

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.

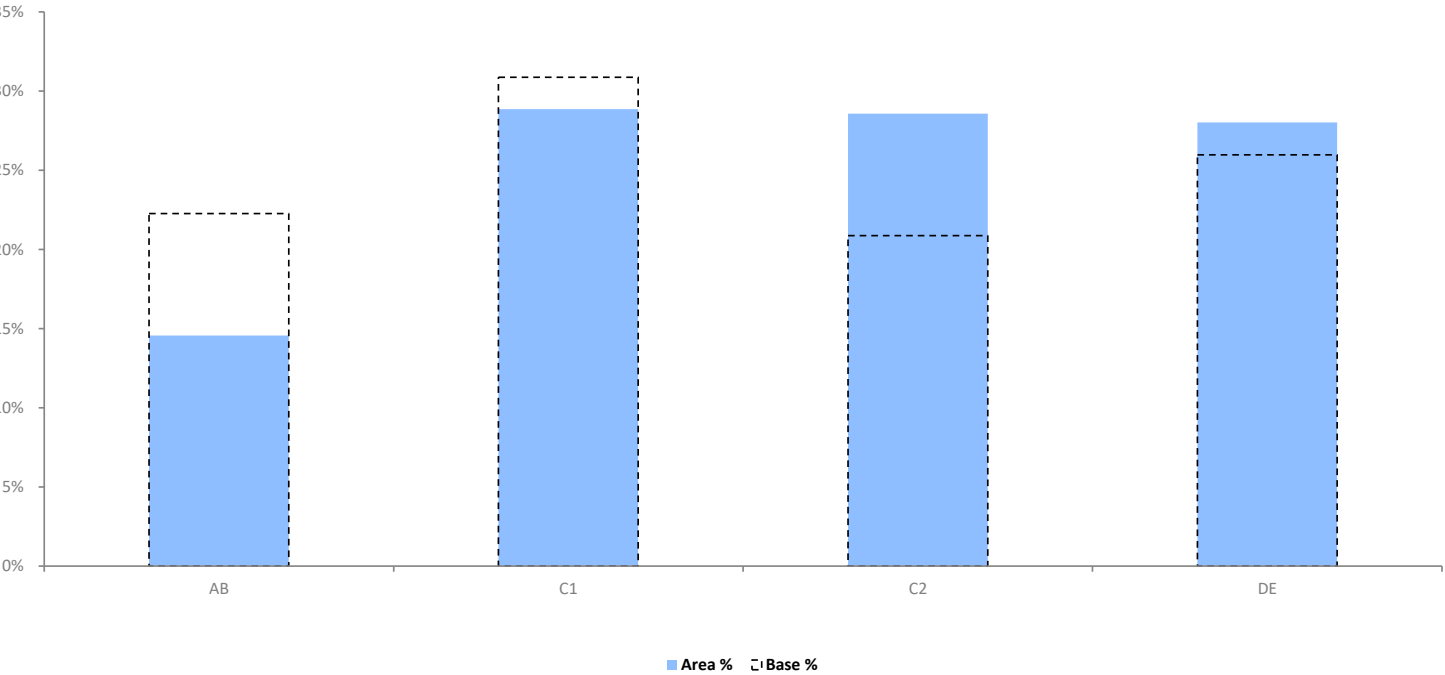
UP TO DATE DEMOGRAPHICS

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Area:	P04242_Fingerpost, Walsall, WS3 5AU (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	560	14.6	22.3	65			
C1: Supervisory, clerical, jr managerial/admin/professional	1,110	28.9	30.9	93			
C2: Skilled manual workers	1,099	28.6	20.9	137			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,078	28.0	26.0	108			
Total household reference persons aged 16 to 64	3,847						



CGA LICENCED PREMISES

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Area: P04242_Fingerpost, Walsall, WS3 5AU (1 Mil
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	42.5	82.8	51			
Proprietary Club	1	10.6	7.5	142			
Registered Club	2	21.3	28.7	74			
Restaurant	1	10.6	32.5	33			
Residential	0	0.0	2.8	0			

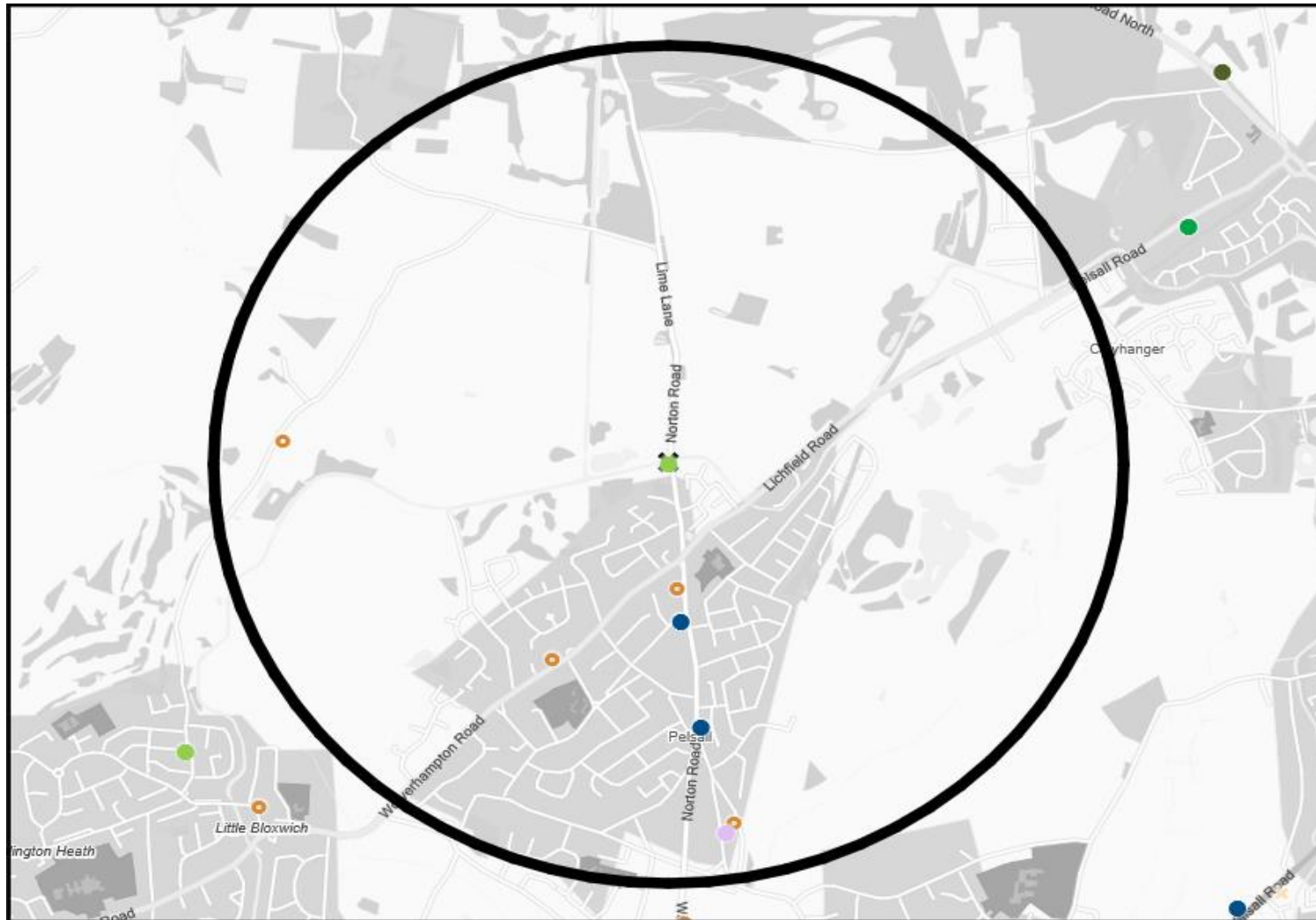
Name	Description	License Type	Owner Name	Postcode
Fishley Park Golf Range	Independent Free	Proprietary Club	Independent Free	WS 3 5AE
Sultan Cottage	Independent Free	Restaurant	Independent Free	WS 3 4AD
Queens	Marston's	Pubs & Full On	Marston's	WS 3 4AY
Railway	Stonegate Pub Company	Pubs & Full On	Stonegate 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

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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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	676	17.6	22.0	80		
2 Rising Prosperity	127	3.3	10.3	32		
3 Comfortable Communities	1,463	38.0	26.3	145		
4 Financially Stretched	1,260	32.8	23.7	138		
5 Urban Adversity	311	8.1	17.4	46		
6 Not Private Households	10	0.3	0.3	78		

Graph

Total households 3,847

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04242_Fingerpost, Walsall, WS3 5AU (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	0.1	1.1	9		
1.B Executive Wealth	461	12.0	11.2	107		
1.C Mature Money	211	5.5	9.6	57		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	127	3.3	6.3	53		
3. Comfortable Communities						
3.F Countryside Communities	149	3.9	5.7	68		
3.G Successful Suburbs	173	4.5	5.9	76		
3.H Steady Neighbourhoods	742	19.3	7.4	262		
3.I Comfortable Seniors	323	8.4	2.9	293		
3.J Starting Out	76	2.0	4.4	44		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	228	5.9	7.9	75		
4.M Striving Families	585	15.2	7.5	204		
4.N Poorer Pensioners	447	11.6	5.8	199		
5. Urban Adversity						
5.O Young Hardship	25	0.6	6.2	10		
5.P Struggling Estates	51	1.3	5.9	22		
5.Q Difficult Circumstances	235	6.1	5.3	115		
6. Not Private Households						
6.R Not Private Households	10	0.3	0.3	78		
Total households	3,847					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods

4.2M
UK Adults8.0%
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



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04242_Fingerpost, Walsall, WS3 5AU (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	0.1	0.9	12			
1.B Executive Wealth								
	1.B.4 Asset rich families	74	1.9	2.6	73			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	337	8.8	2.2	399			
	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	50	1.3	1.6	81			
1.C Mature Money								
	1.C.10 Better-off villagers	5	0.1	3.0	4			
	1.C.11 Settled suburbia, older people	89	2.3	2.8	82			
	1.C.12 Retired and empty nesters	90	2.3	2.5	95			
	1.C.13 Upmarket downsizers	27	0.7	1.3	54			
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	127	3.3	1.9	172			
	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	149	3.9	3.2	121			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	108	2.8	2.7	105			
	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	472	12.3	3.4	357			
	3.H.28 Owner occupied terraces, average income	14	0.4	1.6	23			
	3.H.29 Established suburbs, older families	256	6.7	2.3	286			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	318	8.3	2.4	347			
	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	2.1	0			
	3.J.33 Smaller houses and starter homes	76	2.0	2.3	85			
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	10	0.3	1.4	18			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	206	5.4	2.6	204			
	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	60			
	4.M.43 Families in right-to-buy estates	414	10.8	2.1	525			
	4.M.44 Post-war estates, limited means	133	3.5	2.2	158			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	127	3.3	0.8	421			
	4.N.46 Elderly people in social rented flats	6	0.2	1.1	15			
	4.N.47 Low income older people in smaller semis	286	7.4	2.3	329			
	4.N.48 Pensioners and singles in social rented flats	28	0.7	1.7	42			
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	25	0.6	1.8	37			
	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	84			
	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	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	109	2.8	1.5	188			
	5.Q.58 Singles and young families, some receiving benefits	67	1.7	1.8	98			
	5.Q.59 Deprived areas and high-rise flats	59	1.5	2.0	77			
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	95			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		3,847						

CATEGORY

GROUP

TYPE

MAP

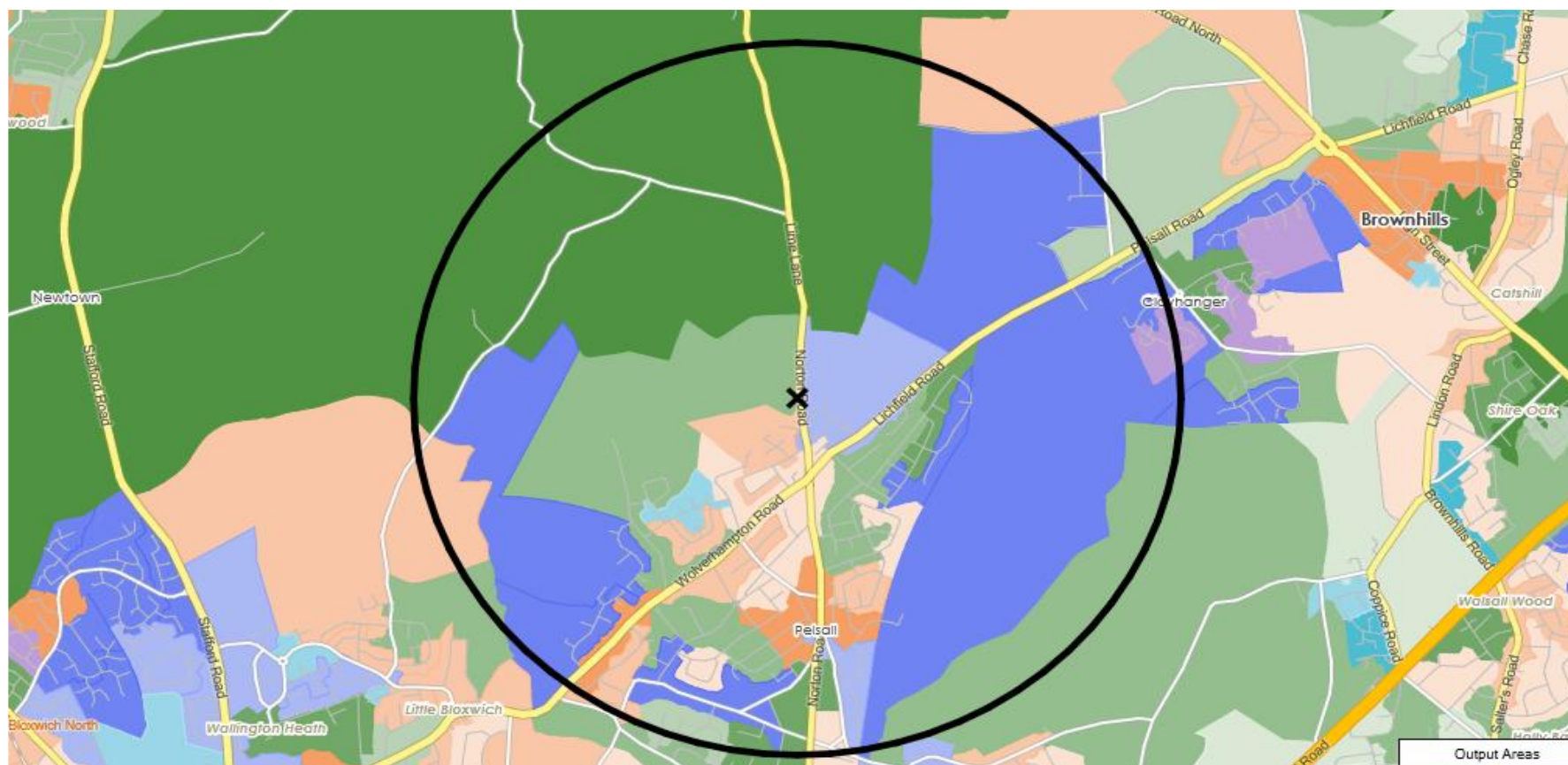
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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

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Source: OS Open Data 2018



CATEGORY

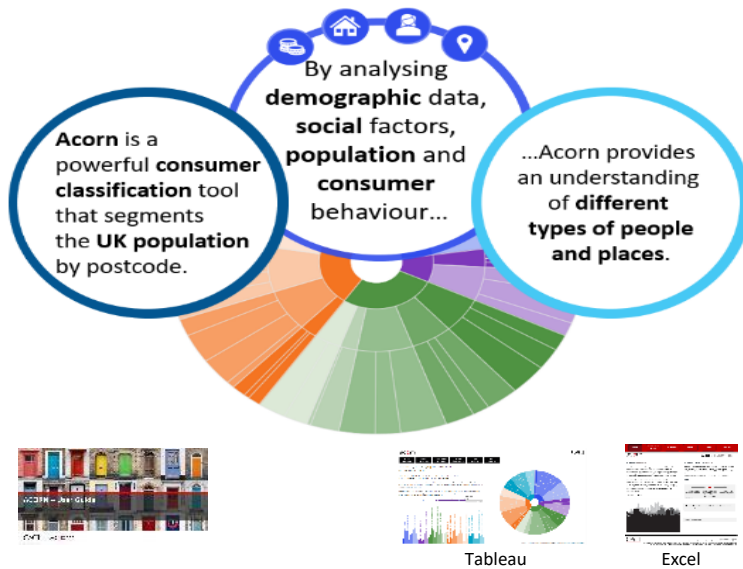
GROUP

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		

1 Affluent Achievers

12.1M UK Adults 22.8% of UK

Age range: 55+

House type: Detached

Financial situation: Running into debt | Saving a lot

House tenure: Owned outright

Children at home: 0

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%

