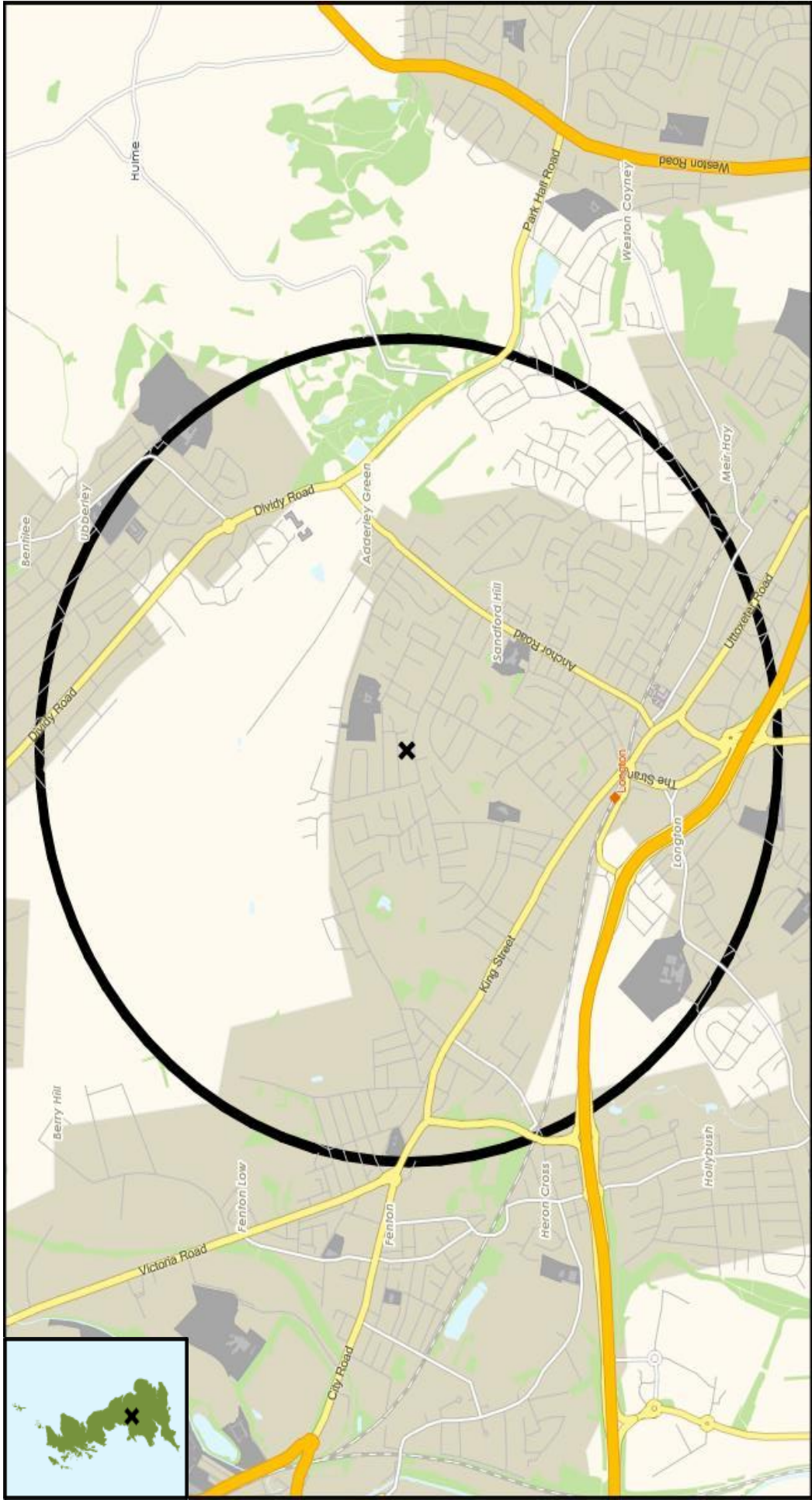


MAP OF AREA

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Source: OS Open Data 2018

Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)



POPULATION PROJECTIONS

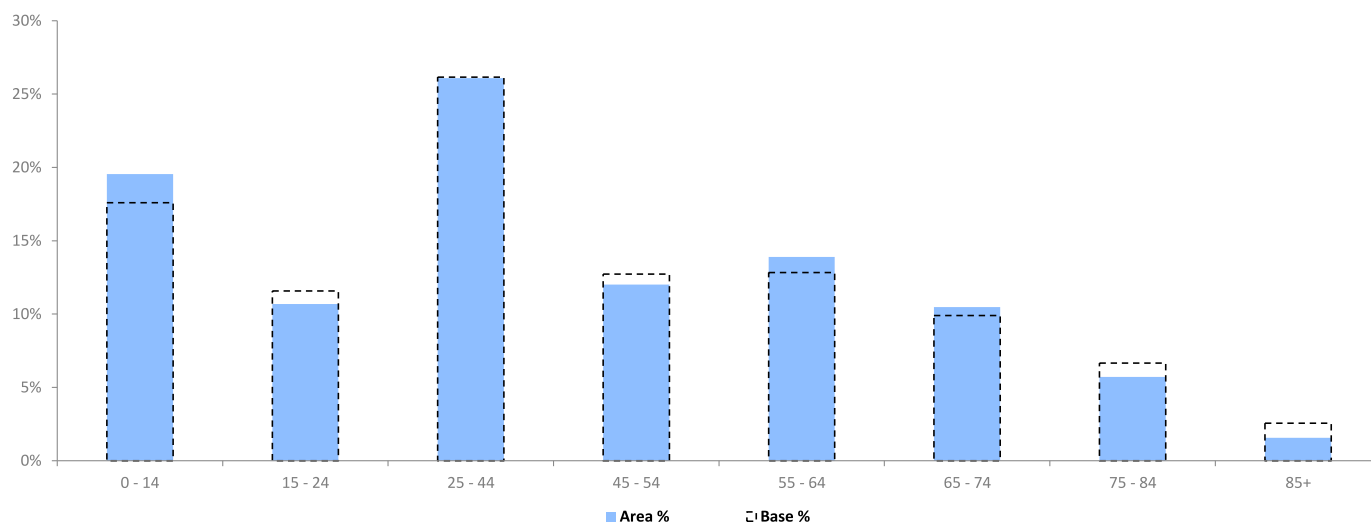
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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,630	19.5	17.6	111			
15 - 24	2,531	10.7	11.6	92			
25 - 44	6,179	26.1	26.2	100			
45 - 54	2,844	12.0	12.7	94			
55 - 64	3,293	13.9	12.8	108			
65 - 74	2,483	10.5	9.9	106			
75 - 84	1,354	5.7	6.7	86			
85+	371	1.6	2.6	61			
Total population	23,685						



EXPENDITURE

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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (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	£670,037	£64.46	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£320,385	£30.82	£27.43	112			
3. Clothing & Footwear	£365,243	£35.14	£41.92	84			
4. Housing, water, electricity, gas and other fuels	£670,384	£64.49	£92.23	70			
5. Furnishings, equipment and routine maintenance	£311,848	£30.00	£39.49	76			
6. Health	£120,167	£11.56	£16.97	68			
7. Transport	£837,532	£80.57	£115.30	70			
8. Communication	£135,467	£13.03	£14.64	89			
9. Recreation & Culture	£887,810	£85.41	£100.48	85			
10. Education	£24,527	£2.36	£22.34	11			
11. Restaurants & Hotels	£568,298	£54.67	£82.30	66			
12. Miscellaneous goods and services	£850,156	£81.79	£104.94	78			
Total Expenditure	£5,761,855	£554.29	£731.77	76			

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.

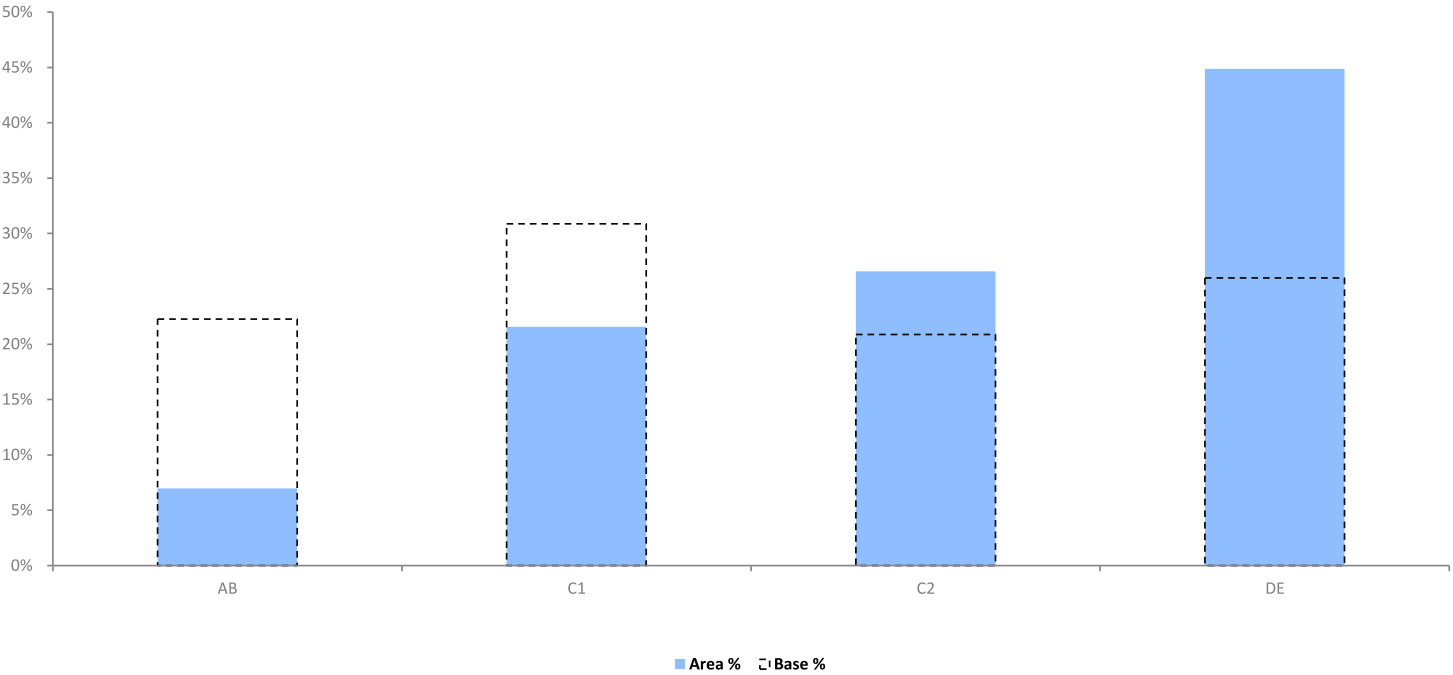
UP TO DATE DEMOGRAPHICS

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Area:	P03447_Old Sal, Stoke on Trent, ST3 5SN (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	719	7.0	22.3	31			
C1: Supervisory, clerical, jr managerial/admin/professional	2,227	21.6	30.9	70			
C2: Skilled manual workers	2,745	26.6	20.9	127			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	4,634	44.9	26.0	173			
Total household reference persons aged 16 to 64	10,325						



CGA LICENCED PREMISES

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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 I
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	71.8	82.8	87			
Proprietary Club	2	8.4	7.5	113			
Registered Club	2	8.4	28.7	29			
Restaurant	1	4.2	32.5	13			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Berryhill Working Mens Club	Independent Free	Registered Club	Independent Free	ST 2 0AQ
Hollybush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 2 0HQ
Ashwood	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1DH
Congress Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1HJ
Signalman	Punch Pub Company	Pubs & Full On	Punch Pub Company	ST 3 1JE
Sea Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1JR
Longton Snooker Club	Independent Free	Proprietary Club	Independent Free	ST 3 1PL
John Marston	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 3 2NQ
Corner Pin	Marston's	Pubs & Full On	Marston's	ST 3 5DB
Adderley Green Working Mens Club	Independent Free	Registered Club	Independent Free	ST 3 5DN
Last Orders	Amber Taverns	Pubs & Full On	Amber Taverns	ST 3 5EF
Old Sal	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 3 5SN
Pool Dole Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 2PA
Potter Inn	Independent Free	Pubs & Full On	Independent Free	ST 4 3DB
Malt & Hops King Street	Independent Free	Pubs & Full On	Independent Free	ST 4 3EJ
Angel Inn	Independent Free	Pubs & Full On	Independent Free	ST 4 3JB
Rileys	Unknown	Proprietary Club	Unknown	ST 4 3NA
Longton Town Hall	Independent Free	Pubs & Full On	Independent Free	ST 3 1BZ
Last Post	Independent Free	Pubs & Full On	Independent Free	ST 3 1BF
Saghir Express Buffet	Independent Free	Restaurant	Independent Free	ST 3 2NS
Pepper Mill	Marston's	Pubs & Full On	Marston's	ST 3 2JB
Strand	Independent Free	Pubs & Full On	Independent Free	ST 3 2JW

MAP OF AREA

Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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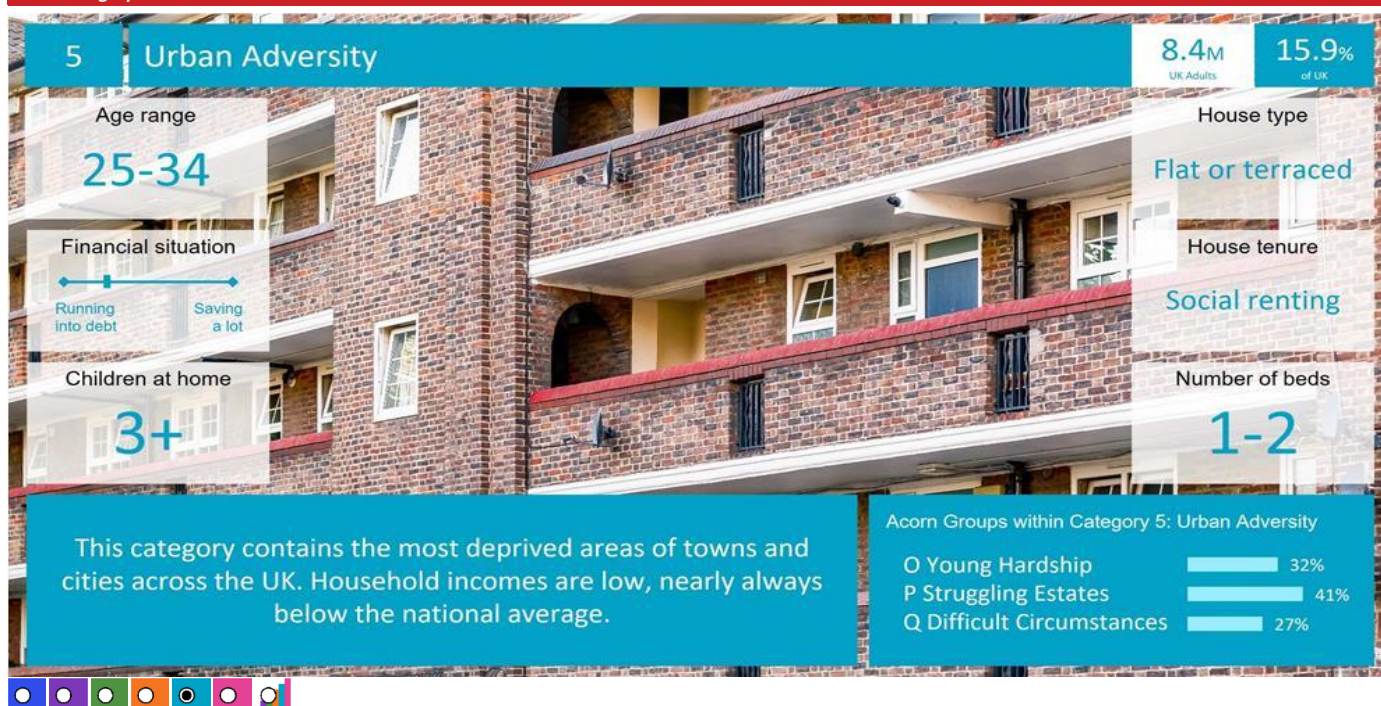
Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	143	1.4	22.0	6			
2 Rising Prosperity	0	0.0	10.3	0			
3 Comfortable Communities	3,012	29.2	26.3	111			
4 Financially Stretched	3,499	33.9	23.7	143			
5 Urban Adversity	3,644	35.3	17.4	203			
6 Not Private Households	27	0.3	0.3	79			
Graph							
Total households		10,325					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (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	0	0.0	1.1	0			
1.B Executive Wealth	117	1.1	11.2	10			
1.C Mature Money	26	0.3	9.6	3			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.3	0			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	212	2.1	5.9	35			
3.H Steady Neighbourhoods	1,971	19.1	7.4	260			
3.I Comfortable Seniors	399	3.9	2.9	135			
3.J Starting Out	430	4.2	4.4	94			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	563	5.5	7.9	69			
4.M Striving Families	1,392	13.5	7.5	181			
4.N Poorer Pensioners	1,544	15.0	5.8	257			
5. Urban Adversity							
5.O Young Hardship	1,573	15.2	6.2	246			
5.P Struggling Estates	1,105	10.7	5.9	181			
5.Q Difficult Circumstances	966	9.4	5.3	177			
6. Not Private Households							
6.R Not Private Households	27	0.3	0.3	79			
Total households	10,325						

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: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)

Base: Great Britain

Year: 2022

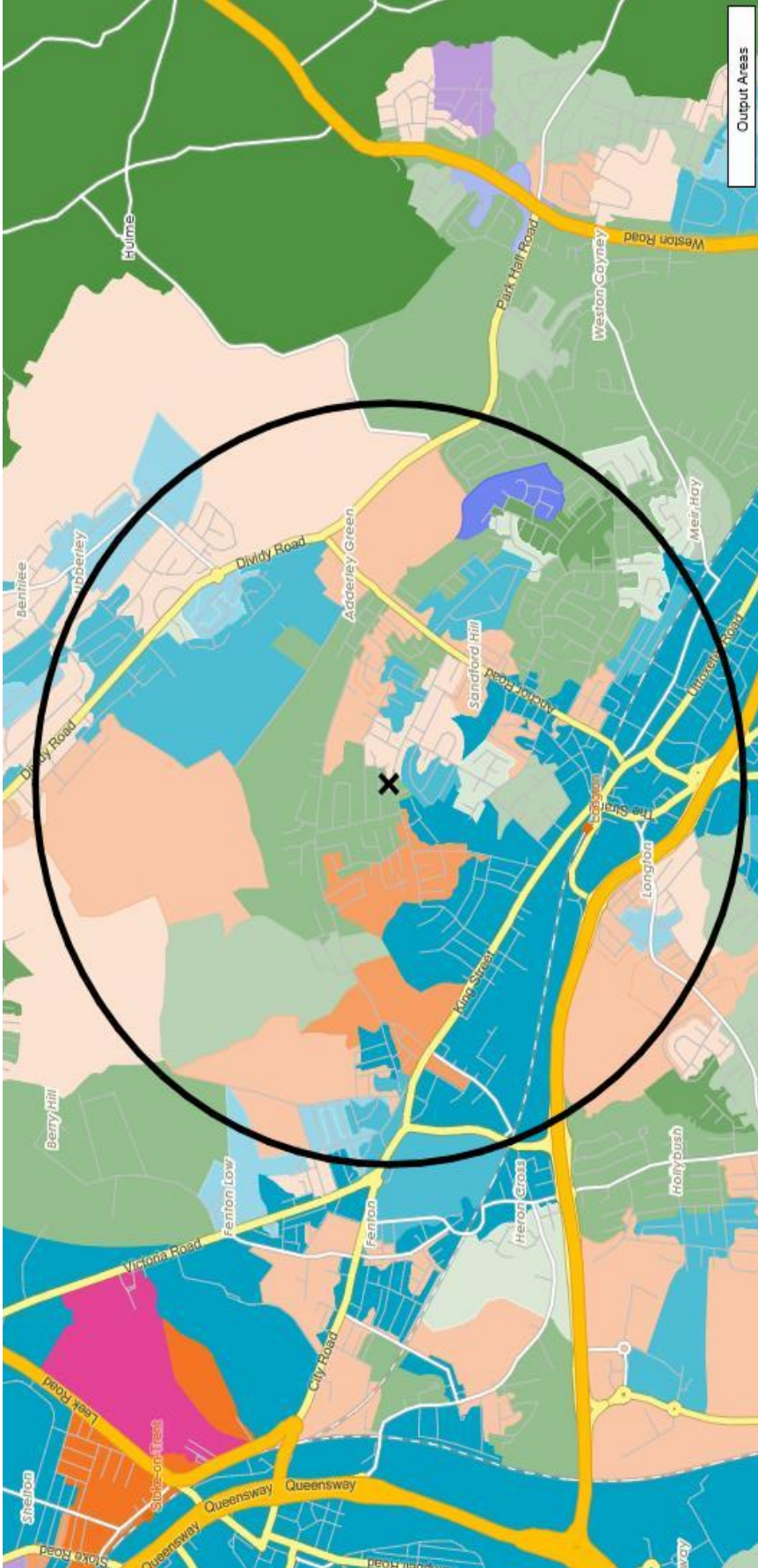
Sort by:  Acorn Structure
 Index
 Profile %

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	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	117	1.1	2.2	52			
	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	0	0.0	1.6	0			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12 Retired and empty nesters	26	0.3	2.5	10			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	1.9	0			
	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	212	2.1	2.7	77			
	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	1,673	16.2	3.4	471			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	298	2.9	2.3	124			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	399	3.9	2.4	162			
	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	18	0.2	2.1	8			
	3.J.33 Smaller houses and starter homes	412	4.0	2.3	172			
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	48	0.5	1.4	32			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	324	3.1	2.6	119			
	4.L.39 Fading owner occupied terraces	191	1.8	2.9	64			
	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	65	0.6	1.6	38			
	4.M.43 Families in right-to-buy estates	338	3.3	2.1	160			
	4.M.44 Post-war estates, limited means	989	9.6	2.2	437			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	287	2.8	0.8	354			
	4.N.46 Elderly people in social rented flats	38	0.4	1.1	35			
	4.N.47 Low income older people in smaller semis	1,044	10.1	2.3	448			
	4.N.48 Pensioners and singles in social rented flats	175	1.7	1.7	98			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private tenure	111	1.1	2.2	50			
	5.O.50 Struggling younger people in mixed tenure	107	1.0	1.8	59			
	5.O.51 Young people in small, low cost terraces	1,355	13.1	2.3	580			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	205	2.0	1.6	126			
	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	900	8.7	1.6	540			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	96	0.9	1.5	62			
	5.Q.58 Singles and young families, some receiving benefits	802	7.8	1.8	437			
	5.Q.59 Deprived areas and high-rise flats	68	0.7	2.0	33			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	7	0.1	0.1	116			
	6.R.61 Inactive communal population	20	0.2	0.3	71			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		10,325						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

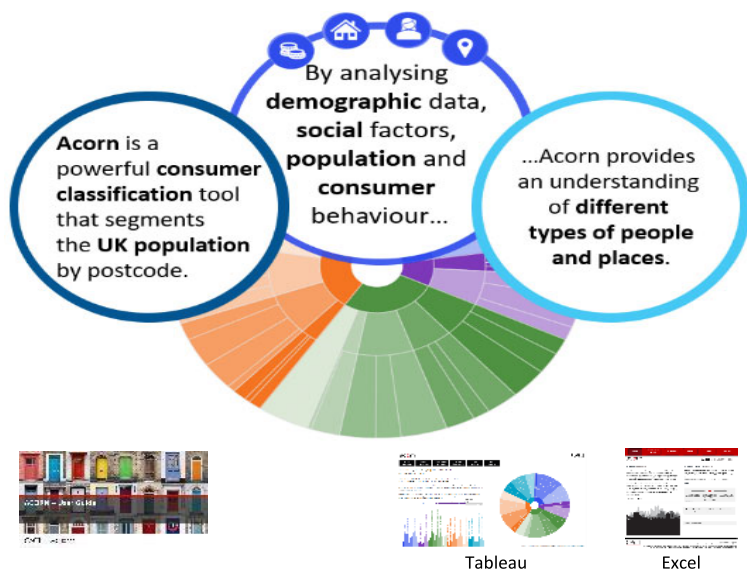
GROUP

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		

