

CGA LICENCED PREMISES

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Area: P03502_Union, Kingswinford, DY6 7QB (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	85.9	81.7	105			
Proprietary Club	1	4.3	7.3	59			
Registered Club	2	8.6	28.2	31			
Restaurant	6	25.8	32.1	80			
Residential	0	0.0	2.7	0			

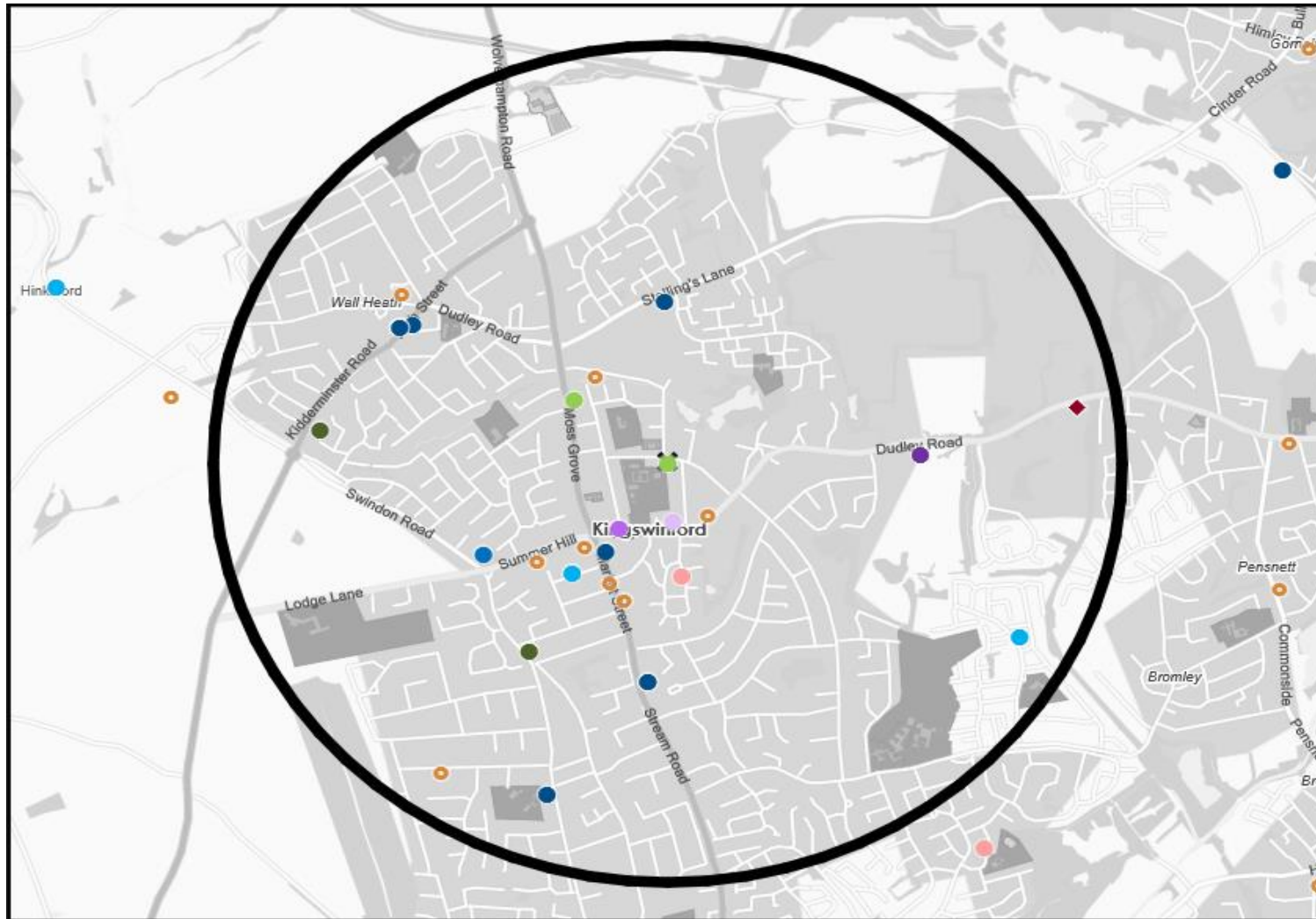
Name	Description	License Type	Owner Name	Postcode
Sommai	Independent Free	Restaurant	Independent Free	DY 6 9ST
Market Hall Tavern	Marston's	Pubs & Full On	Marston's	DY 6 9JS
Leopard Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 6 9NA
Hickory's Smokehouse	Greene King	Restaurant	Greene King	DY 6 0EN
Horse & Jockey	Marston's	Pubs & Full On	Marston's	DY 6 0HA
Wallheath Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY 6 0HB
Prince Albert	Marston's	Pubs & Full On	Marston's	DY 6 0HB
British Oak	Marston's	Pubs & Full On	Marston's	DY 6 7HS
Union	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 6 7QB
Cross	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DY 6 8AA
Bell	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY 6 8AJ
Crestwood	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 6 8SQ
Lenches Bridge	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 6 8XD
Bridge	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 6 9HH
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DY 6 9JG
Robbys Fine Cuisine	Independent Free	Restaurant	Independent Free	DY 6 9JL
Kingswinford Wallheath Conservative Cl	Independent Free	Registered Club	Independent Free	DY 6 9LG
Swan	Marston's	Pubs & Full On	Marston's	DY 6 9NW
Portway	Marston's	Pubs & Full On	Marston's	DY 6 9NW
Park Tavern	Greene King	Pubs & Full On	Greene King	DY 6 9QG
Mount Pleasant	Marston's	Pubs & Full On	Marston's	DY 6 9TH
Summerhill	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DY 6 9XA
Kingswinford Snooker Centre	Independent Free	Proprietary Club	Independent Free	DY 6 7BD
Cottage Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY 6 8AN
Kingswinford	Whitbread	Pubs & Full On	Whitbread	DY 6 8WT
Alam Restaurant	Independent Free	Restaurant	Independent Free	DY 6 0NP
Salathip Thai Cuisine	Independent Free	Restaurant	Independent Free	DY 6 9LB
Zingaz	Independent Free	Restaurant	Independent Free	DY 6 8AW
Ale Hub	Ale Hub Ltd	Pubs & Full On	Ale Hub Ltd	DY 6 9JS

MAP OF AREA

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Source: OS Open Data 2018

Area: P03502_Union, Kingswinford, DY6 7QB (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: P03502_Union, Kingswinford, DY6 7QB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,924	40.3	22.1	183		
2 Rising Prosperity	22	0.2	10.2	2		
3 Comfortable Communities	3,721	38.2	26.5	144		
4 Financially Stretched	1,765	18.1	23.7	77		
5 Urban Adversity	199	2.0	17.2	12		
6 Not Private Households	99	1.0	0.3	296		
Total households	9,730					

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

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Area: P03502_Union, Kingswinford, DY6 7QB (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	8	0.1	1.1	7			
1.B Executive Wealth	1,342	13.8	11.3	122			
1.C Mature Money	2,574	26.5	9.6	274			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	22	0.2	6.4	4			
3. Comfortable Communities							
3.F Countryside Communities	213	2.2	5.7	38			
3.G Successful Suburbs	1,072	11.0	6.0	185			
3.H Steady Neighbourhoods	1,181	12.1	7.4	164			
3.I Comfortable Seniors	1,096	11.3	2.9	394			
3.J Starting Out	159	1.6	4.6	36			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	413	4.2	8.0	53			
4.M Striving Families	651	6.7	7.4	90			
4.N Poorer Pensioners	701	7.2	5.8	125			
5. Urban Adversity							
5.O Young Hardship	136	1.4	6.3	22			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	63	0.6	5.2	12			
6. Not Private Households							
6.R Not Private Households	99	1.0	0.3	296			
Total households	9,730						

Acorn Group Pen Portrait

3 G Successful Suburbs 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

CORE DEMOGRAPHICS		BRANDS	
Age range 35-64	Children at home 2	SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm	
House tenure Mortgaged	Family structure Couple with children	LEISURE Ed's Nando's PREZZO CHOUTO	
Number of beds 4	House type Detached	WEBSITES tripadvisor GoCompare ticketmaster Money Super Market	
FINANCIAL PROFILE		DIGITAL	
Household income UK: £48k London: £51k	% Disposable income UK: 46% London: 38%	ATTITUDES	
Financial situation Running into debt Saving a lot		I worry about online security 60% (UK average: 55%)	Shopping online makes my life easier 62% (UK average: 62%)
		I love the ease of using chat bots to get answers 26% (UK average: 28%)	
		TOP BEHAVIOURS	
		Owns an iPhone	Buy wine and alcohol online
			Own a videogame console



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

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Area: P03502_Union, Kingswinford, DY6 7QB (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

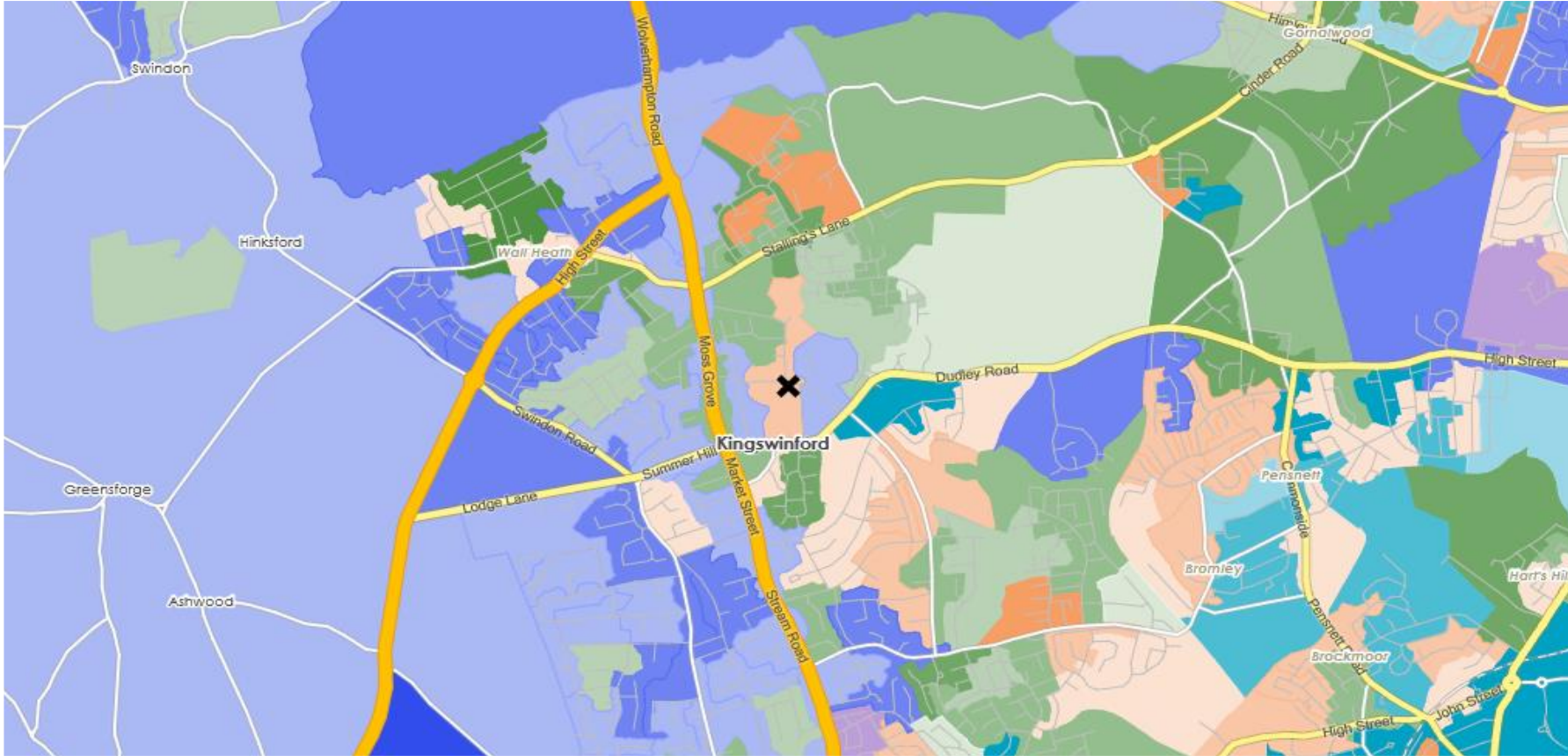
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	8	0.1	0.9	10			
1.B Executive Wealth							
1.B.4 Asset rich families	804	8.3	2.6	313			
1.B.5 Wealthy countryside commuters	11	0.1	2.5	5			
1.B.6 Financially comfortable families	328	3.4	2.2	152			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	16	0.2	1.5	11			
1.B.9 Well-off edge of towners	183	1.9	1.6	117			
1.C Mature Money							
1.C.10 Better-off villagers	88	0.9	3.1	29			
1.C.11 Settled suburbia, older people	1,901	19.5	2.8	694			
1.C.12 Retired and empty nesters	568	5.8	2.5	237			
1.C.13 Upmarket downsizers	17	0.2	1.3	14			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	22	0.2	3.4	7			
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	213	2.2	3.2	68			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	858	8.8	2.7	327			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	214	2.2	2.4	91			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	668	6.9	3.5	198			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	513	5.3	2.3	225			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,096	11.3	2.4	475			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	159	1.6	2.4	68			
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	233	2.4	1.4	166			
4.L.38 Semi-skilled workers in traditional neighbourhoods	180	1.8	2.6	70			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	27	0.3	1.6	17			
4.M.42 Struggling young families in post-war terraces	95	1.0	1.6	60			
4.M.43 Families in right-to-buy estates	456	4.7	2.0	230			
4.M.44 Post-war estates, limited means	73	0.8	2.2	34			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	14	0.1	1.0	14			
4.N.47 Low income older people in smaller semis	594	6.1	2.2	273			
4.N.48 Pensioners and singles in social rented flats	93	1.0	1.7	56			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	76	0.8	2.2	36			
5.O.50 Struggling younger people in mixed tenure	60	0.6	1.8	34			
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	0	0.0	1.6	0			
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	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	63	0.6	1.8	37			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	46	0.5	0.1	796			
6.R.61 Inactive communal population	53	0.5	0.3	191			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,730						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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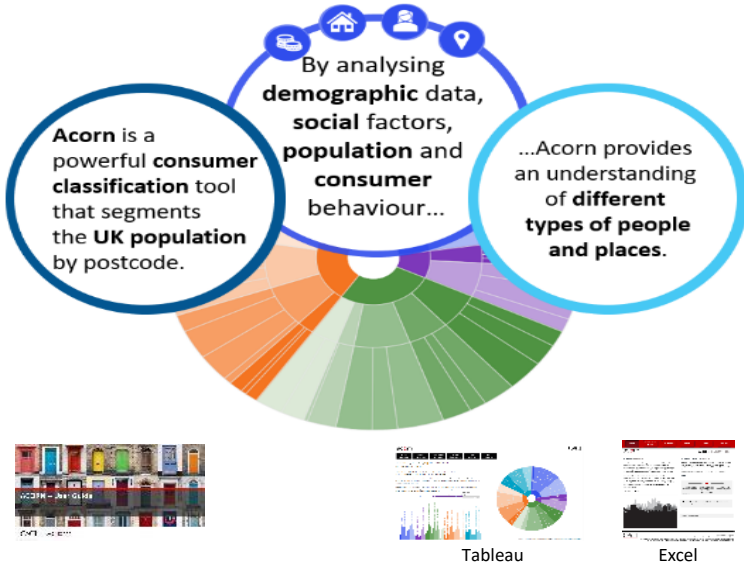
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

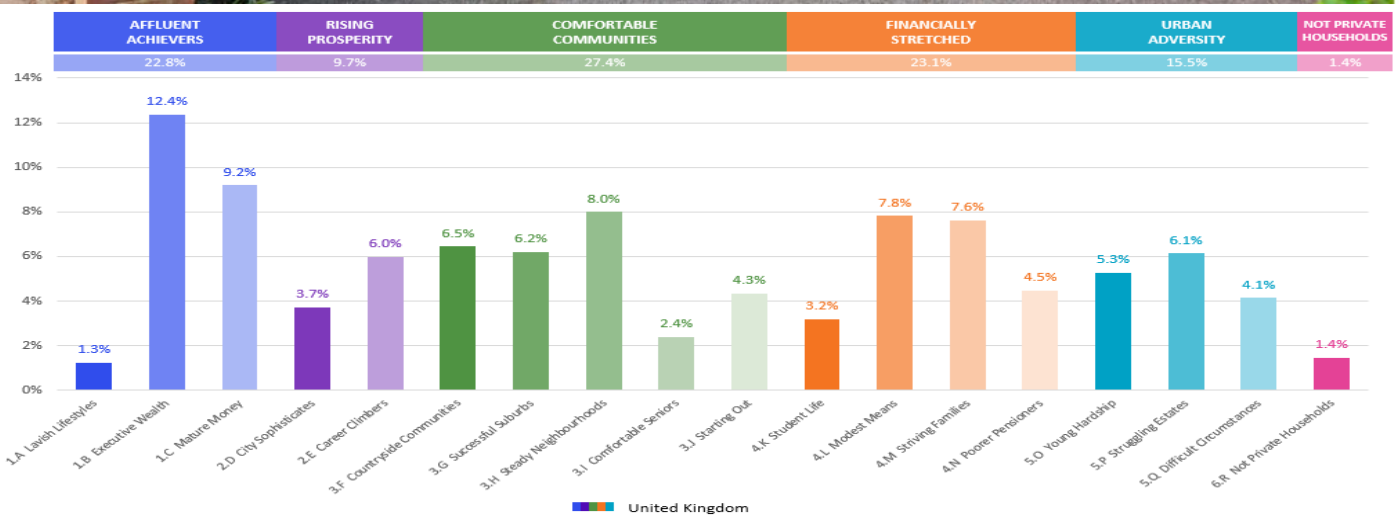
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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