

MAP OF AREA

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Source: OS Open Data 2018

Area: P03502_Union, Kingswinford, DY6 7QB (1 Mile contour)

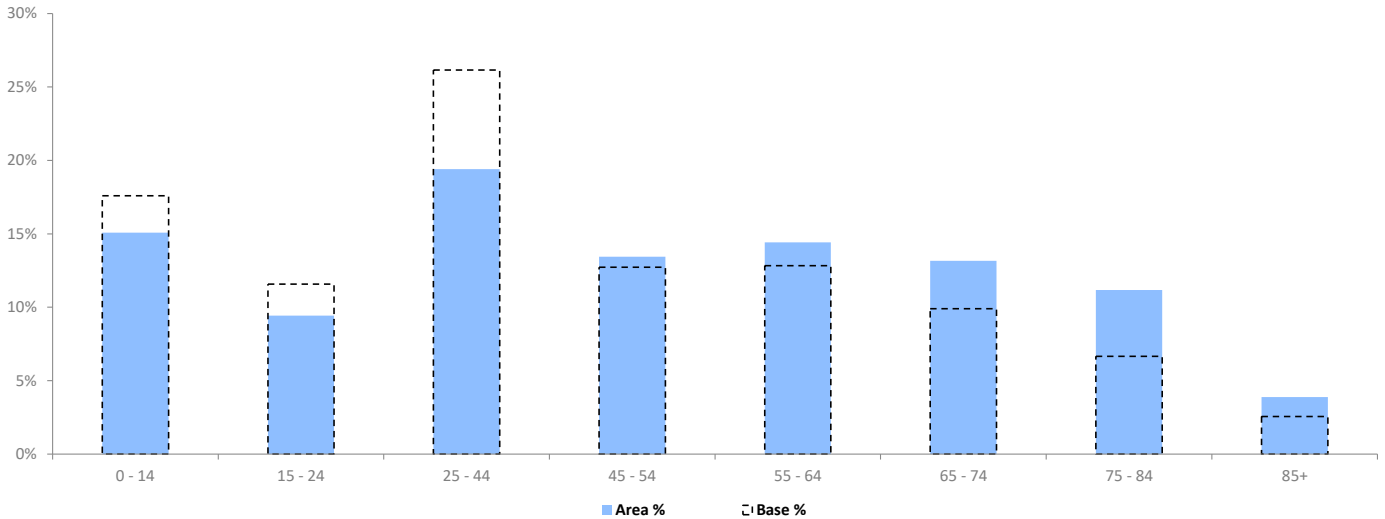


POPULATION PROJECTIONS

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Area: P03502_Union, Kingswinford, DY6 7QB (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,485	15.1	17.6	86			
15 - 24	2,180	9.4	11.6	82			
25 - 44	4,483	19.4	26.2	74			
45 - 54	3,106	13.4	12.7	106			
55 - 64	3,333	14.4	12.8	112			
65 - 74	3,043	13.2	9.9	133			
75 - 84	2,581	11.2	6.7	168			
85+	896	3.9	2.6	152			
Total population	23,107						



EXPENDITURE

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Area: P03502_Union, Kingswinford, DY6 7QB (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	£769,079	£79.30	£73.74	108			
2. Alcoholic beverages, tobacco and narcotics	£275,907	£28.45	£27.43	104			
3. Clothing & Footwear	£464,378	£47.88	£41.92	114			
4. Housing, water, electricity, gas and other fuels	£928,845	£95.78	£92.23	104			
5. Furnishings, equipment and routine maintenance	£438,921	£45.26	£39.49	115			
6. Health	£167,402	£17.26	£16.97	102			
7. Transport	£1,175,209	£121.18	£115.30	105			
8. Communication	£138,698	£14.30	£14.64	98			
9. Recreation & Culture	£1,070,061	£110.34	£100.48	110			
10. Education	£72,915	£7.52	£22.34	34			
11. Restaurants & Hotels	£842,035	£86.83	£82.30	105			
12. Miscellaneous goods and services	£1,109,448	£114.40	£104.94	109			
Total Expenditure	£7,452,899	£768.50	£731.77	105			

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.

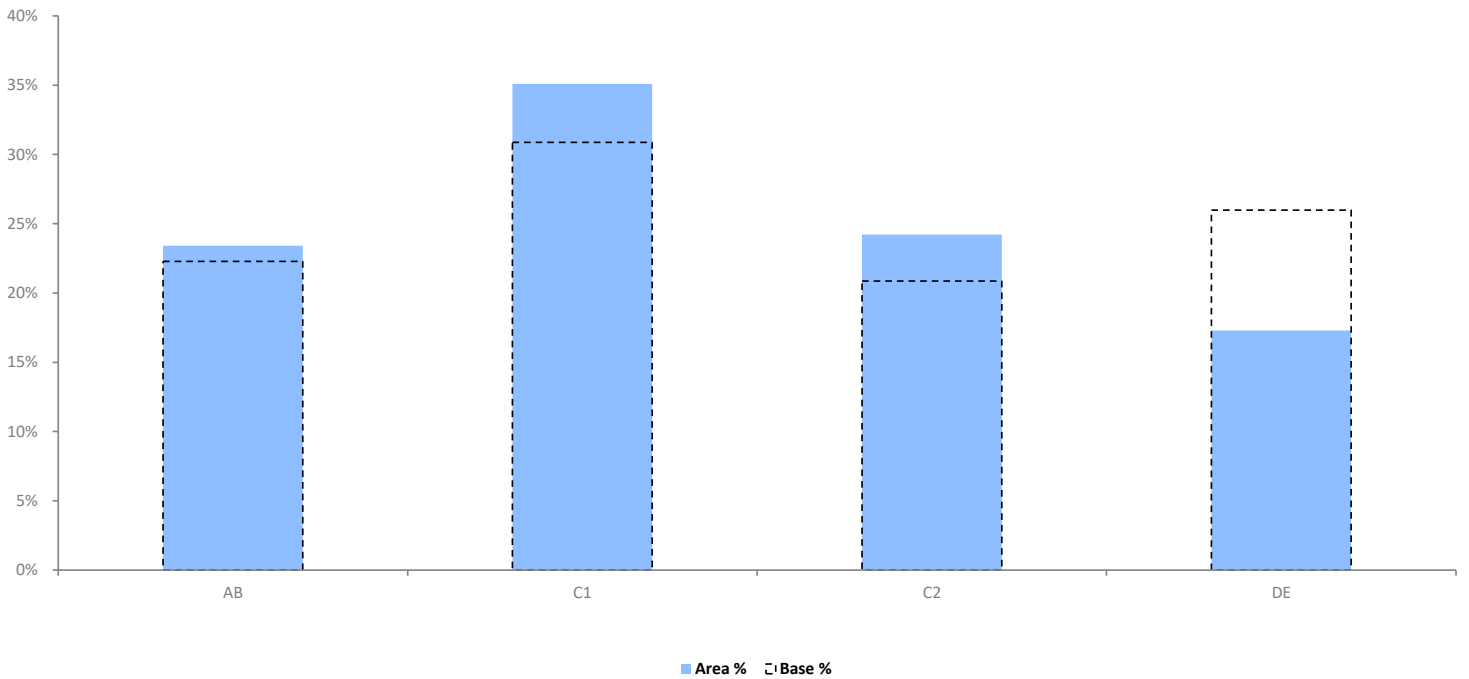
UP TO DATE DEMOGRAPHICS

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Area: P03502_Union, Kingswinford, DY6 7QB (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	2,253	23.4	22.3	105			
C1: Supervisory, clerical, jr managerial/admin/professional	3,377	35.1	30.9	114			
C2: Skilled manual workers	2,330	24.2	20.9	116			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,664	17.3	26.0	67			
Total household reference persons aged 16 to 64	9,624						



CGA LICENCED PREMISES

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Area: P03502_Union, Kingswinford, DY6 7QB (1 M)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	82.2	82.8	99			
Proprietary Club	1	4.3	7.5	58			
Registered Club	2	8.7	28.7	30			
Restaurant	8	34.6	32.5	106			
Residential	0	0.0	2.8	0			

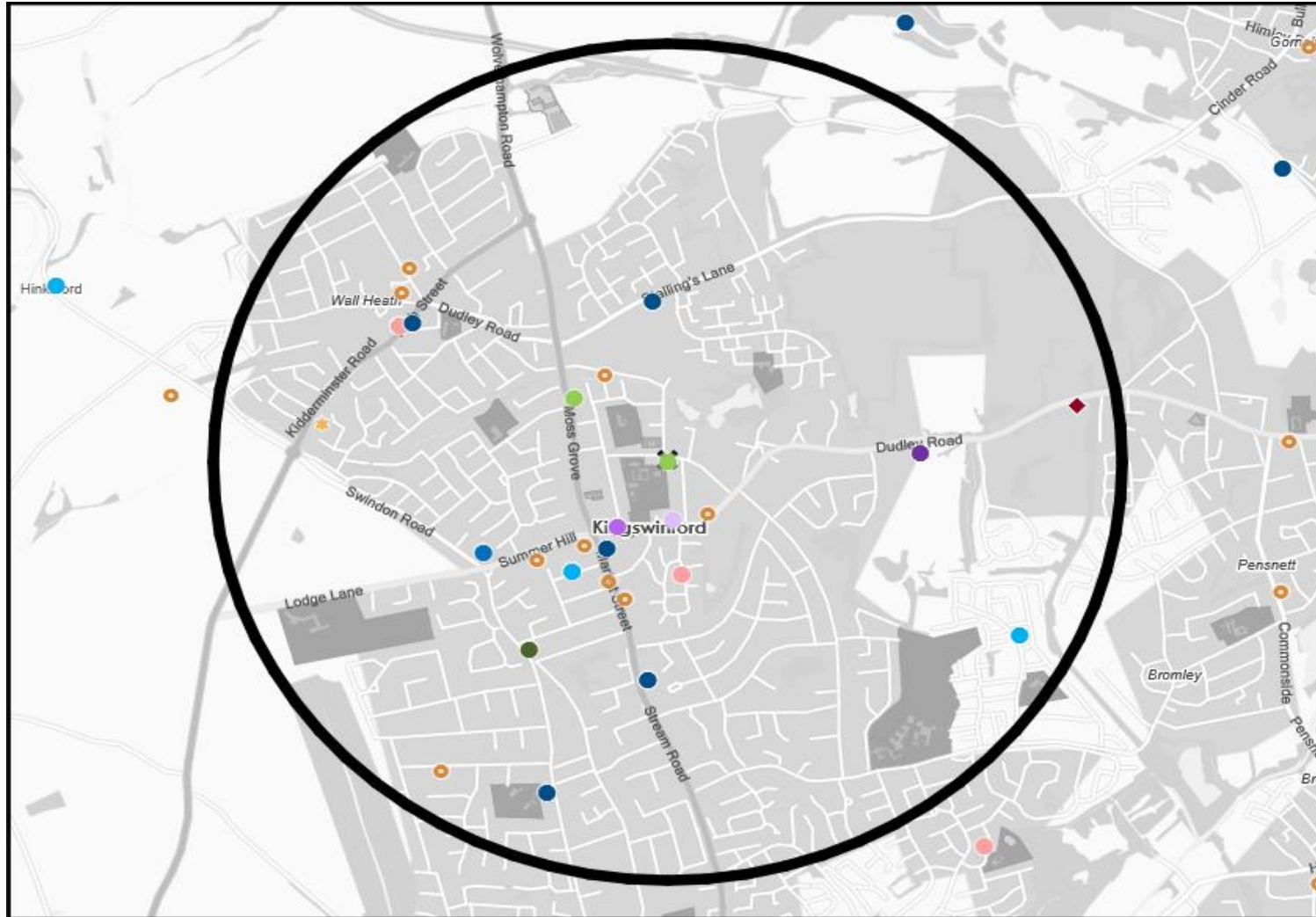
Name	Description	License Type	Owner Name	Postcode
Sommai	Independent Free	Restaurant	Independent Free	DY 6 9ST
Market Hall Tavern	Marston's	Pubs & Full On	Marston's	DY 6 9JS
Leopard Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 6 9NA
Hickory's Smokehouse	Hickory's Smokehouse Ltd	Restaurant	Hickory's Smokehouse Ltd	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
Zendi	Independent Free	Restaurant	Independent Free	DY 6 8AA
Alam Restaurant	Independent Free	Restaurant	Independent Free	DY 6 0NP
Emerald Cantonese Restaurant	Independent Free	Restaurant	Independent Free	DY 6 0JS
Salathip Thai Cuisine	Independent Free	Restaurant	Independent Free	DY 6 9LB
Zingaz	Independent Free	Restaurant	Independent Free	DY 6 8AW

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: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,899	40.5	22.0	184		
 2 Rising Prosperity	26	0.3	10.3	3		
 3 Comfortable Communities	3,796	39.4	26.3	150		
 4 Financially Stretched	1,612	16.7	23.7	71		
 5 Urban Adversity	198	2.1	17.4	12		
 6 Not Private Households	93	1.0	0.3	290		
 Graph						
Total households	9,624					

Acorn Category Pen Portrait

1 Affluent Achievers

Age range

55+

House type

Detached

UK Adults

12.1M

of UK

22.8%

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03502_Union, Kingswinford, DY6 7QB (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	8	0.1	1.1	8			
1.B Executive Wealth	1,364	14.2	11.2	126			
1.C Mature Money	2,527	26.3	9.6	273			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	26	0.3	6.3	4			
3. Comfortable Communities							
3.F Countryside Communities	213	2.2	5.7	39			
3.G Successful Suburbs	1,136	11.8	5.9	200			
3.H Steady Neighbourhoods	1,215	12.6	7.4	172			
3.I Comfortable Seniors	1,093	11.4	2.9	396			
3.J Starting Out	139	1.4	4.4	33			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	414	4.3	7.9	54			
4.M Striving Families	596	6.2	7.5	83			
4.N Poorer Pensioners	602	6.3	5.8	107			
5. Urban Adversity							
5.O Young Hardship	136	1.4	6.2	23			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	62	0.6	5.3	12			
6. Not Private Households							
6.R Not Private Households	93	1.0	0.3	290			
Total households	9,624						

Acorn Group Pen Portrait

1 C Mature Money

4.9M
UK Adults

9.2%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

CORE DEMOGRAPHICS

Age range 55+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: LAKELAND, LAURA ASHLEY, J. MULLER, W. WATSON

LEISURE: BROWNS, NESPRESSO, CARRE NERO

WEBSITES: goodfood, MoneySavingExpert.com, M&S, BBC NEWS

FINANCIAL PROFILE

Household income UK: £47k London: £51k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 51% London: 44% <small>Average: 43% Average: 29%</small>	Financial situation
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DIGITAL AND TECH

ATTITUDES

I worry about online security 62% <small>UK average: 59%</small>	Shopping online makes my life easier 59% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 26% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Use BBC iPlayer, Own a tablet, Buy wine and alcohol online



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: 2022

Sort by: Acorn Structure
 Index
 Profile %

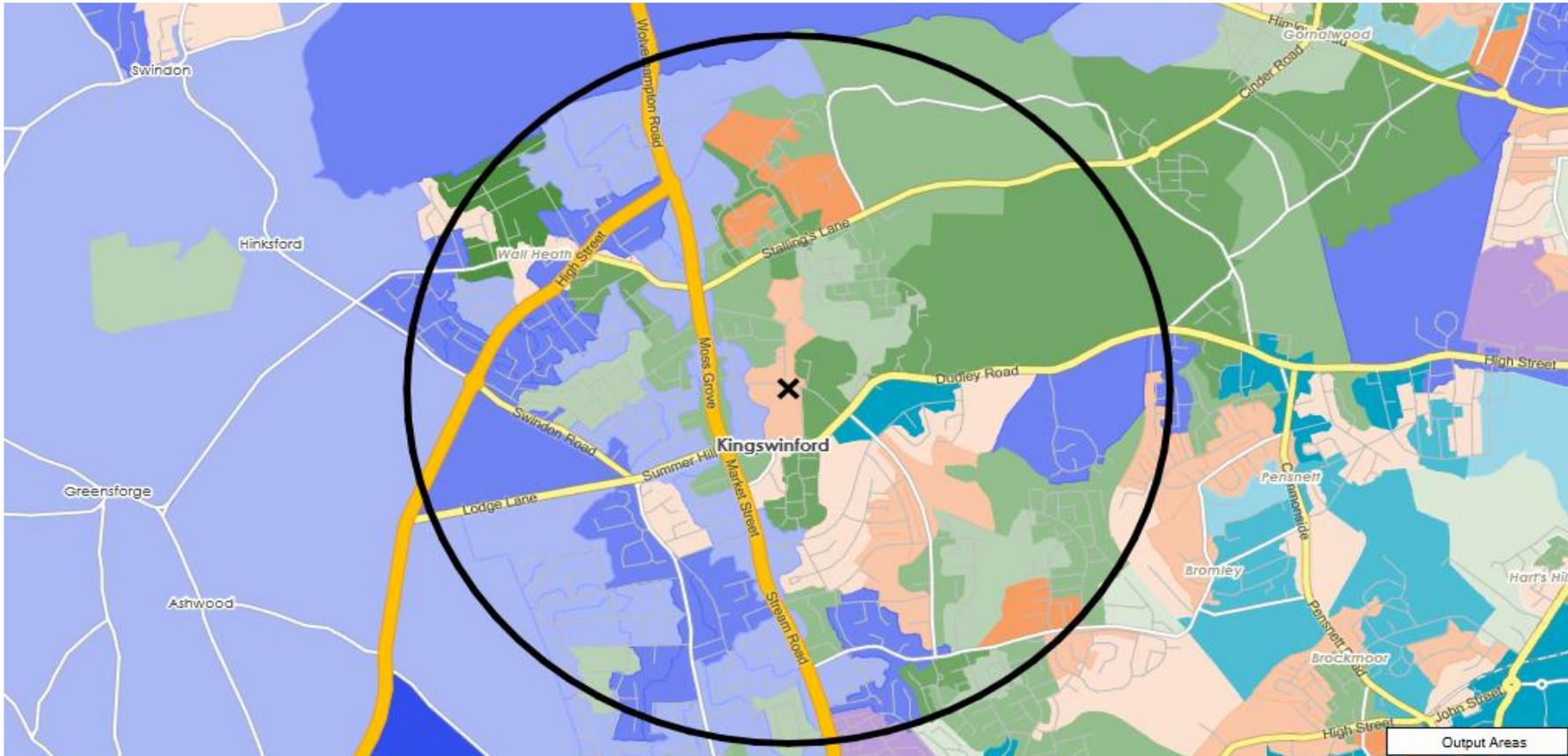
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	8	0.1	0.9	10			
1.B Executive Wealth							
1.B.4 Asset rich families	813	8.4	2.6	322			
1.B.5 Wealthy countryside commuters	11	0.1	2.4	5			
1.B.6 Financially comfortable families	347	3.6	2.2	164			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	16	0.2	1.5	11			
1.B.9 Well-off edge of towners	177	1.8	1.6	114			
1.C Mature Money							
1.C.10 Better-off villagers	88	0.9	3.0	30			
1.C.11 Settled suburbia, older people	1,854	19.3	2.8	682			
1.C.12 Retired and empty nesters	567	5.9	2.5	239			
1.C.13 Upmarket downsizers	18	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	0.8	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	26	0.3	3.3	8			
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	69			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	923	9.6	2.7	360			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	213	2.2	2.4	92			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	686	7.1	3.4	207			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	529	5.5	2.3	236			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,093	11.4	2.4	476			
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	21	0.2	2.1	10			
3.J.33 Smaller houses and starter homes	118	1.2	2.3	53			
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	235	2.4	1.4	171			
4.L.38 Semi-skilled workers in traditional neighbourhoods	179	1.9	2.6	71			
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	41	0.4	1.6	27			
4.M.42 Struggling young families in post-war terraces	76	0.8	1.6	48			
4.M.43 Families in right-to-buy estates	441	4.6	2.1	223			
4.M.44 Post-war estates, limited means	38	0.4	2.2	18			
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	1.1	14			
4.N.47 Low income older people in smaller semis	513	5.3	2.3	236			
4.N.48 Pensioners and singles in social rented flats	75	0.8	1.7	45			
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	35			
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	1.1	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	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	62	0.6	1.8	36			
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	815			
6.R.61 Inactive communal population	47	0.5	0.3	178			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,624						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03502_Union, Kingswinford, DY6 7QB (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?

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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

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

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- B. Executive Wealth 54%
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