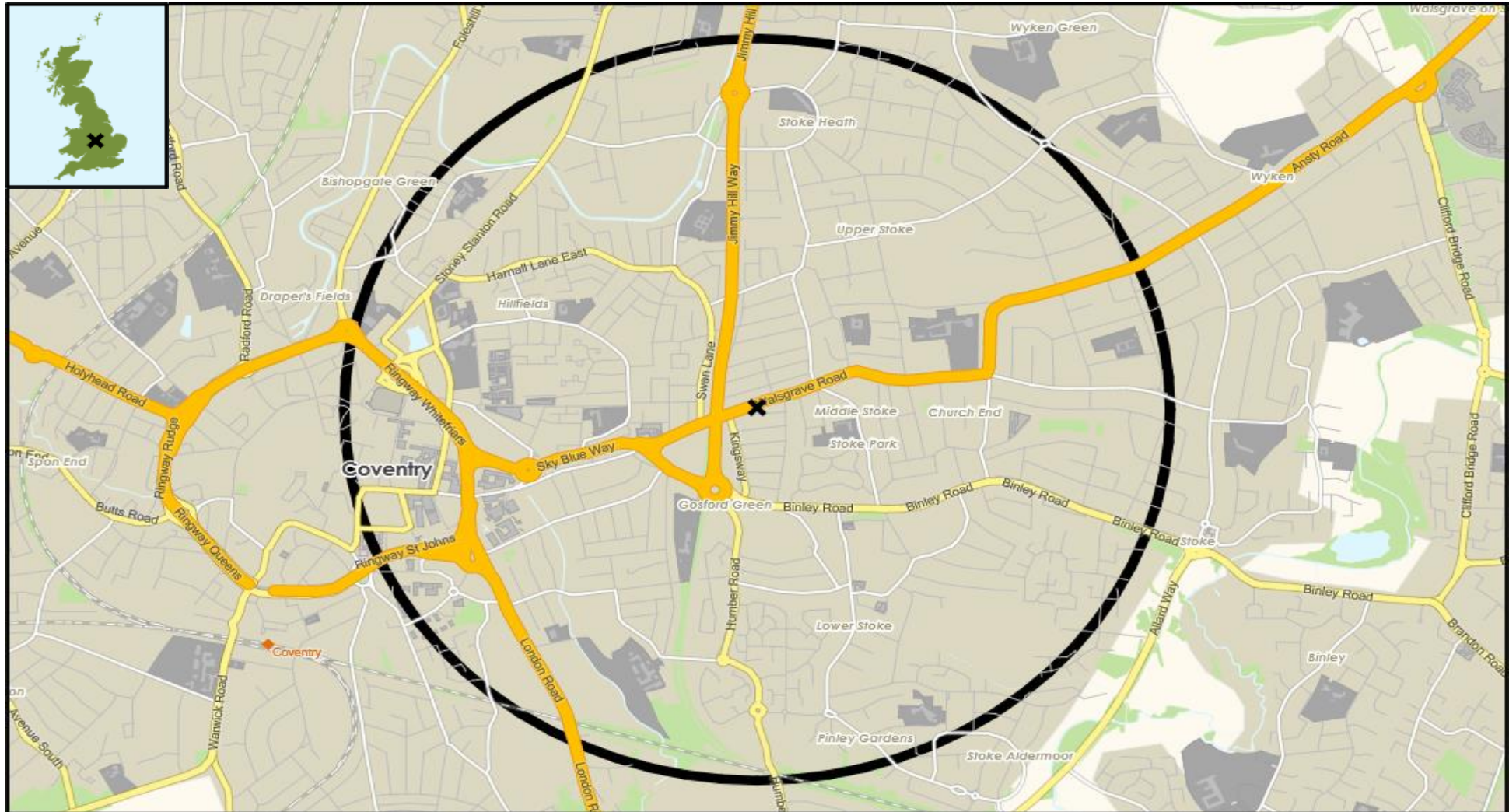


# MAP OF AREA

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Source: OS Open Data 2018

Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (1 Mile contour)

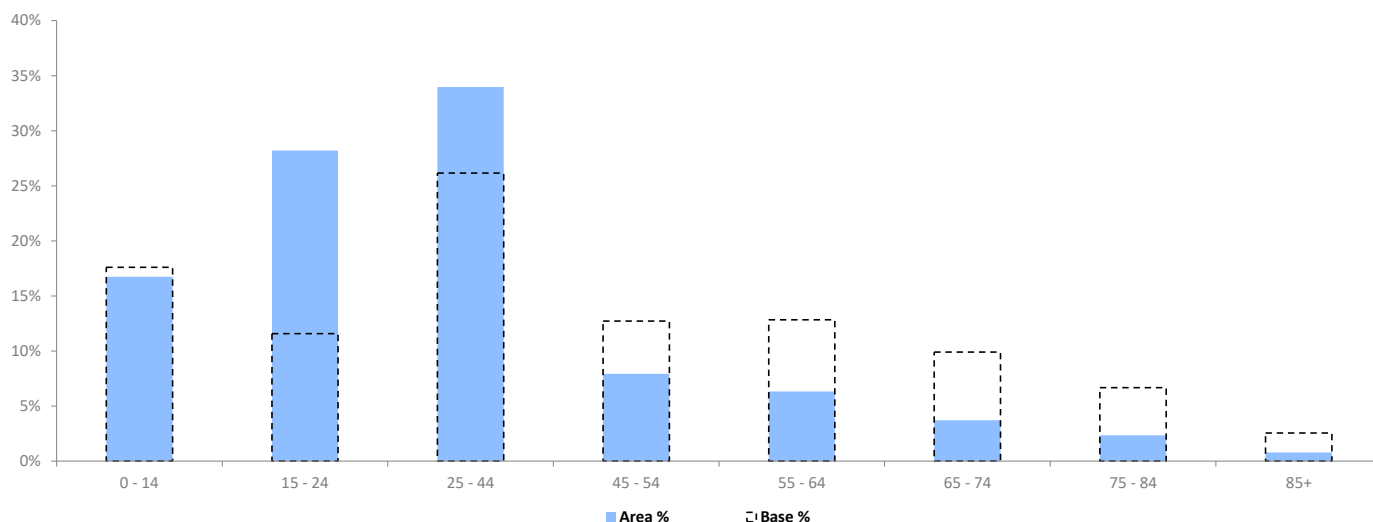


# POPULATION PROJECTIONS

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Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (1 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	12,069	16.7	17.6	95			
15 - 24	20,328	28.2	11.6	<b>244</b>			
25 - 44	24,495	34.0	26.2	<b>130</b>			
45 - 54	5,708	7.9	12.7	62			
55 - 64	4,558	6.3	12.8	49			
65 - 74	2,686	3.7	9.9	38			
75 - 84	1,692	2.3	6.7	35			
85+	563	0.8	2.6	31			
<b>Total population</b>	<b>72,099</b>						



# EXPENDITURE

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Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£1,871,151	£70.58	£73.74	96			
2. Alcoholic beverages, tobacco and narcotics	£768,082	£28.97	£27.43	106			
3. Clothing & Footwear	£1,153,950	£43.53	£41.92	104			
4. Housing, water, electricity, gas and other fuels	£2,276,869	£85.88	£92.23	93			
5. Furnishings, equipment and routine maintenance	£877,998	£33.12	£39.49	84			
6. Health	£315,819	£11.91	£16.97	70			
7. Transport	£2,811,343	£106.04	£115.30	92			
8. Communication	£428,669	£16.17	£14.64	110			
9. Recreation & Culture	£2,424,124	£91.43	£100.48	91			
10. Education	£911,737	£34.39	£22.34	154			
11. Restaurants & Hotels	£2,028,038	£76.50	£82.30	93			
12. Miscellaneous goods and services	£2,588,868	£97.65	£104.94	93			
<b>Total Expenditure</b>	<b>£18,456,649</b>	<b>£696.16</b>	<b>£731.77</b>	<b>95</b>			

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.

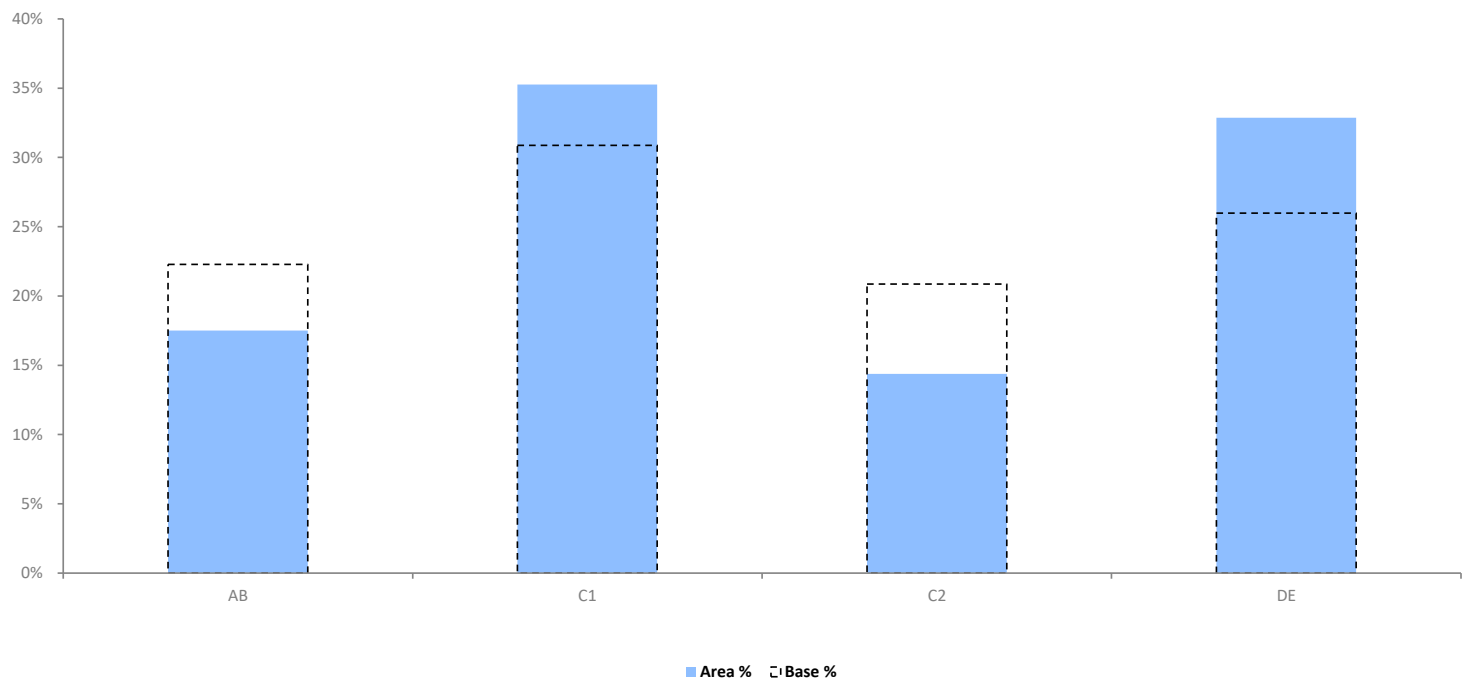
# UP TO DATE DEMOGRAPHICS

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Area:	P01125_Old Ball Hotel, Coventry, CV2 4EB (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	4,596	17.5	22.3	79			
C1: Supervisory, clerical, jr managerial/admin/professional	9,260	35.3	30.9	114			
C2: Skilled manual workers	3,776	14.4	20.9	69			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	8,632	32.9	26.0	127			
<b>Total household reference persons aged 16 to 64</b>	<b>26,264</b>						



## CGA LICENCED PREMISES

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Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (1)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	30	41.6	82.8	50			
Proprietary Club	2	2.8	7.5	37			
Registered Club	9	12.5	28.7	43			
Restaurant	11	15.3	32.5	47			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Gosford Arms	Independent Free	Pubs & Full On	Independent Free	CV 1 5DZ
Charterhouse Working Mens Club	Independent Free	Registered Club	Independent Free	CV 1 2BW
Ivy House	Unknown	Pubs & Full On	Unknown	CV 1 5RW
Ukranian Social Club	Independent Free	Registered Club	Independent Free	CV 1 4HL
Oak Inn	Marston's	Pubs & Full On	Marston's	CV 1 5DL
Phoenix	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 1 5DL
Zeenat Restaurant	Independent Free	Restaurant	Independent Free	CV 1 5HT
Kasbah Nightclub	Independent Free	Proprietary Club	Independent Free	CV 1 5LY
Golden Cross	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV 1 5RF
Bayley Lane Restaurant And Bar	Independent Free	Pubs & Full On	Independent Free	CV 1 5RN
Britannia Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	CV 1 5RP
Rose & Woodbine	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 2 3FW
Devonshire Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 2 3NX
Walsgrave	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 2 4AF
Bombay Joes	Independent Free	Restaurant	Independent Free	CV 2 4BA
Rose And Crown	Greene King	Pubs & Full On	Greene King	CV 2 4BN
Old Ball Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 2 4EB
Hastings Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 2 4LS
Painted Lady	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 2 5HN
Humber Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV 3 1BA
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 3 1FR
Sphinx Club	Independent Free	Registered Club	Independent Free	CV 3 1FZ
Bulls Head	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 3 1HB
Coventry & North Warwickshire Sports C	Independent Free	Registered Club	Independent Free	CV 3 1HB
Copeswood Sports & Social Club	Independent Free	Registered Club	Independent Free	CV 3 1HH
Biggin Hall	Marston's	Pubs & Full On	Marston's	CV 3 1HG
Three Five One	Independent Free	Restaurant	Independent Free	CV 6 5DS
Bricklayers Arms	Independent Free	Pubs & Full On	Independent Free	CV 6 5EZ
Glamorous	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 1 2LW
Metropolis	Independent Free	Restaurant	Independent Free	CV 1 5RU
Stoke Coventry Club	Independent Free	Registered Club	Independent Free	CV 3 1FP
Riley Lounge Bar	Independent Free	Registered Club	Independent Free	CV 1 5QP
Stoke Bowling Club	Independent Free	Registered Club	Independent Free	CV 2 4AB
Barras Green Social Club	Independent Free	Registered Club	Independent Free	CV 2 4LZ
Flying Standard	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CV 1 1FL
	Independent Free	Proprietary Club	Independent Free	CV 1 5DY
Quids Inn	Independent Free	Pubs & Full On	Independent Free	CV 1 5DL
Dhaka Dynasty Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CV 2 4BL
Empire	Independent Free	Pubs & Full On	Independent Free	CV 1 5DU
Playwrights Cafe Bar & Bistro	Independent Free	Pubs & Full On	Independent Free	CV 1 5RF
Council House	Independent Free	Pubs & Full On	Independent Free	CV 1 5RR
Oriental Cantonese Restaurant	Independent Free	Restaurant	Independent Free	CV 1 2JP
Thai Dusit Restaurant	Independent Free	Restaurant	Independent Free	CV 1 2JP
Welcome Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	CV 6 5EZ
Herbert Gallery	Independent Free	Pubs & Full On	Independent Free	CV 1 5QP
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 1 5RN
Fernleaf	Independent Free	Restaurant	Independent Free	CV 2 4ED
Jinseon	Independent Free	Restaurant	Independent Free	CV 1 5SQ
Habibi	Independent Free	Restaurant	Independent Free	CV 1 5DY
Royal Spice	Independent Free	Restaurant	Independent Free	CV 6 5EL
Big Comfy Bookshop	Independent Free	Pubs & Full On	Independent Free	CV 1 5ED
Student Inn	Independent Free	Pubs & Full On	Independent Free	CV 1 5DY

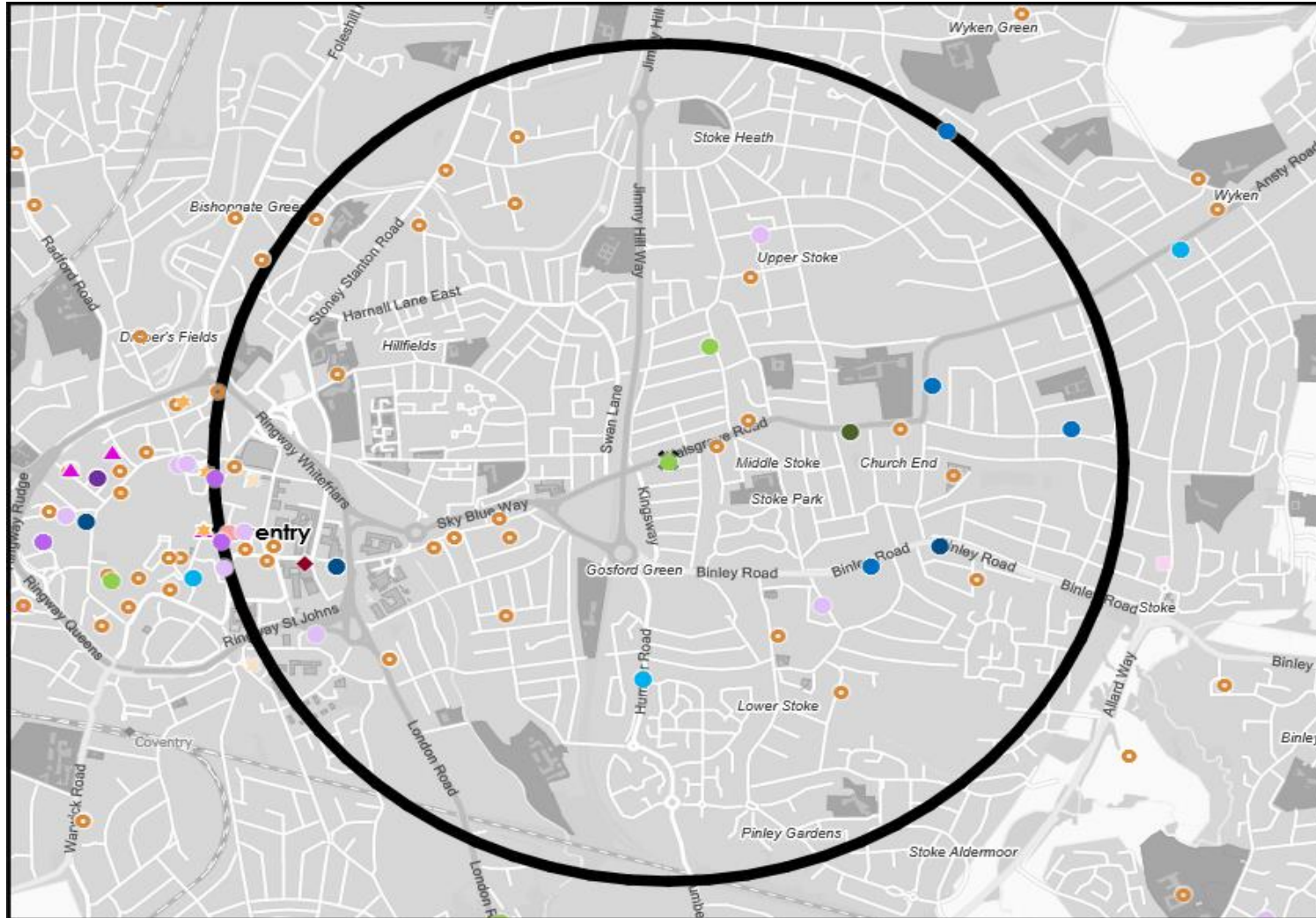


# MAP OF AREA

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Source: OS Open Data 2018

Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (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








- ◆ Other

- ✕ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (1 Mile contour)  
Base: Great Britain  
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
      	1	Affluent Achievers	228	0.9	22.0	4		
	2	Rising Prosperity	255	1.0	10.3	9		
	3	Comfortable Communities	6,559	25.0	26.3	95		
	4	Financially Stretched	8,032	30.6	23.7	129		
	5	Urban Adversity	11,093	42.2	17.4	243		
	6	Not Private Households	97	0.4	0.3	111		
Total households		26,264						

Acorn Category Pen Portrait

5

Urban Adversity

8.4M  
UK Adults

15.9%  
of UK

Age range

25-34

Financial situation

Running into debt

Saving a lot

Children at home

3+

House type

Flat or terraced

House tenure

Social renting

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

O Young Hardship








32%

P Struggling Estates

41%

Q Difficult Circumstances

27%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (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	<div></div>		
1.B	Executive Wealth	160	0.6	11.2	5	<div></div>		
1.C	Mature Money	68	0.3	9.6	3	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div></div>		
2.E	Career Climbers	255	1.0	6.3	15	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	0	0.0	5.7	0	<div></div>		
3.G	Successful Suburbs	424	1.6	5.9	27	<div></div>		
3.H	Steady Neighbourhoods	2,969	11.3	7.4	154	<div></div>	<div></div>	
3.I	Comfortable Seniors	0	0.0	2.9	0	<div></div>		
3.J	Starting Out	3,166	12.1	4.4	271	<div></div>	<div></div>	
4. Financially Stretched								
4.K	Student Life	3,748	14.3	2.5	578		<div></div>	
4.L	Modest Means	3,451	13.1	7.9	165		<div></div>	
4.M	Striving Families	578	2.2	7.5	29	<div></div>		
4.N	Poorer Pensioners	255	1.0	5.8	17	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	6,444	24.5	6.2	396		<div></div>	
5.P	Struggling Estates	2,522	9.6	5.9	162		<div></div>	
5.Q	Difficult Circumstances	2,127	8.1	5.3	153		<div></div>	
6. Not Private Households								
6.R	Not Private Households	97	0.4	0.3	111		<div></div>	
Total households		26,264						

## Acorn Group Pen Portrait

## 5 O Young Hardship

2.7M  
UK Adults5.2%  
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

## CORE DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL



## TOP BEHAVIOURS





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (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
<b>1. Affluent Achievers</b>								
<b>1.A Lavish Lifestyles</b>								
	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			
<b>1.B Executive Wealth</b>								
	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	15	0.1	2.2	3			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	145	0.6	1.5	36			
	1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	68	0.3	2.8	9			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	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			
<b>2.E Career Climbers</b>								
	2.E.18 Career driven young families	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	254	1.0	3.3	29			
	2.E.20 Mixed metropolitan areas	1	0.0	1.0	0			
<b>3. Comfortable Communities</b>								
<b>3.F Countryside Communities</b>								
	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			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	250	1.0	2.7	36			
	3.G.25 Larger family homes, multi-ethnic areas	174	0.7	0.8	81			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	191	0.7	3.4	21			
	3.H.28 Owner occupied terraces, average income	2,740	10.4	1.6	656			
	3.H.29 Established suburbs, older families	38	0.1	2.3	6			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	3,032	11.5	2.1	544			
	3.J.33 Smaller houses and starter homes	134	0.5	2.3	22			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	563	2.1	0.4	608			
	4.K.35 Term-time terraces	1,138	4.3	0.3	1,647			
	4.K.36 Educated young people in flats and tenements	2,047	7.8	1.9	420			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	90	0.3	2.6	13			
	4.L.39 Fading owner occupied terraces	1,421	5.4	2.9	187			
	4.L.40 High occupancy terraces, culturally diverse family areas	1,940	7.4	1.0	747			
<b>4.M Striving Families</b>								
	4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	178	0.7	1.6	41			
	4.M.43 Families in right-to-buy estates	114	0.4	2.1	21			
	4.M.44 Post-war estates, limited means	286	1.1	2.2	50			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	23	0.1	0.8	11			
	4.N.46 Elderly people in social rented flats	171	0.7	1.1	61			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	61	0.2	1.7	13			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	252	1.0	2.2	44			
	5.O.50 Struggling younger people in mixed tenure	1,382	5.3	1.8	297			
	5.O.51 Young people in small, low cost terraces	4,810	18.3	2.3	809			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	1,333	5.1	1.6	322			
	5.P.53 Low income terraces	868	3.3	0.8	393			
	5.P.54 Multi-ethnic, purpose-built estates	33	0.1	1.1	11			
	5.P.55 Deprived and ethnically diverse in flats	75	0.3	0.8	37			
	5.P.56 Low income large families in social rented semis	213	0.8	1.6	50			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	446	1.7	1.5	112			
	5.Q.58 Singles and young families, some receiving benefits	389	1.5	1.8	83			
	5.Q.59 Deprived areas and high-rise flats	1,292	4.9	2.0	246			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	45	0.2	0.1	292			
	6.R.61 Inactive communal population	52	0.2	0.3	72			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>26,264</b>						

CATEGORY

GROUP

TYPE

MAP

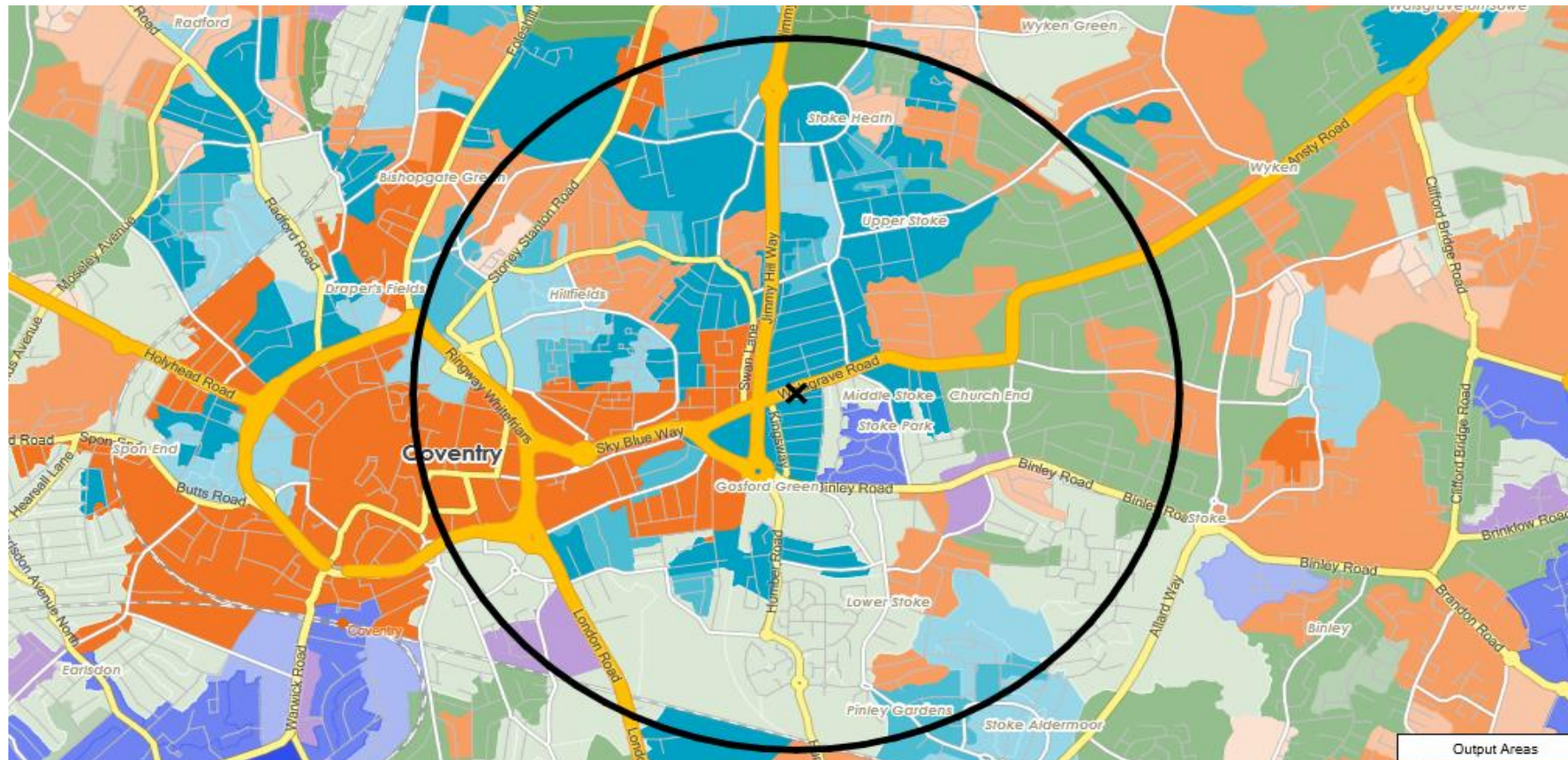
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01125\_Old Ball Hotel, Coventry, CV2 4EB (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

Output Areas



CATEGORY

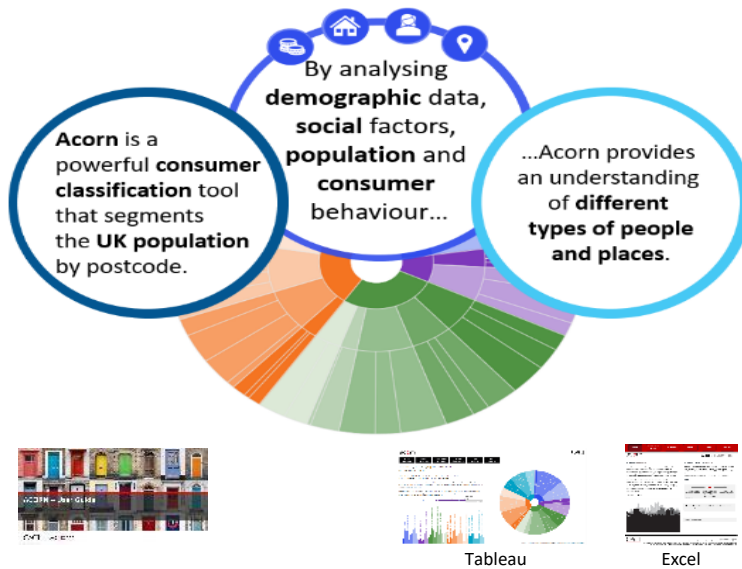
GROUP

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
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