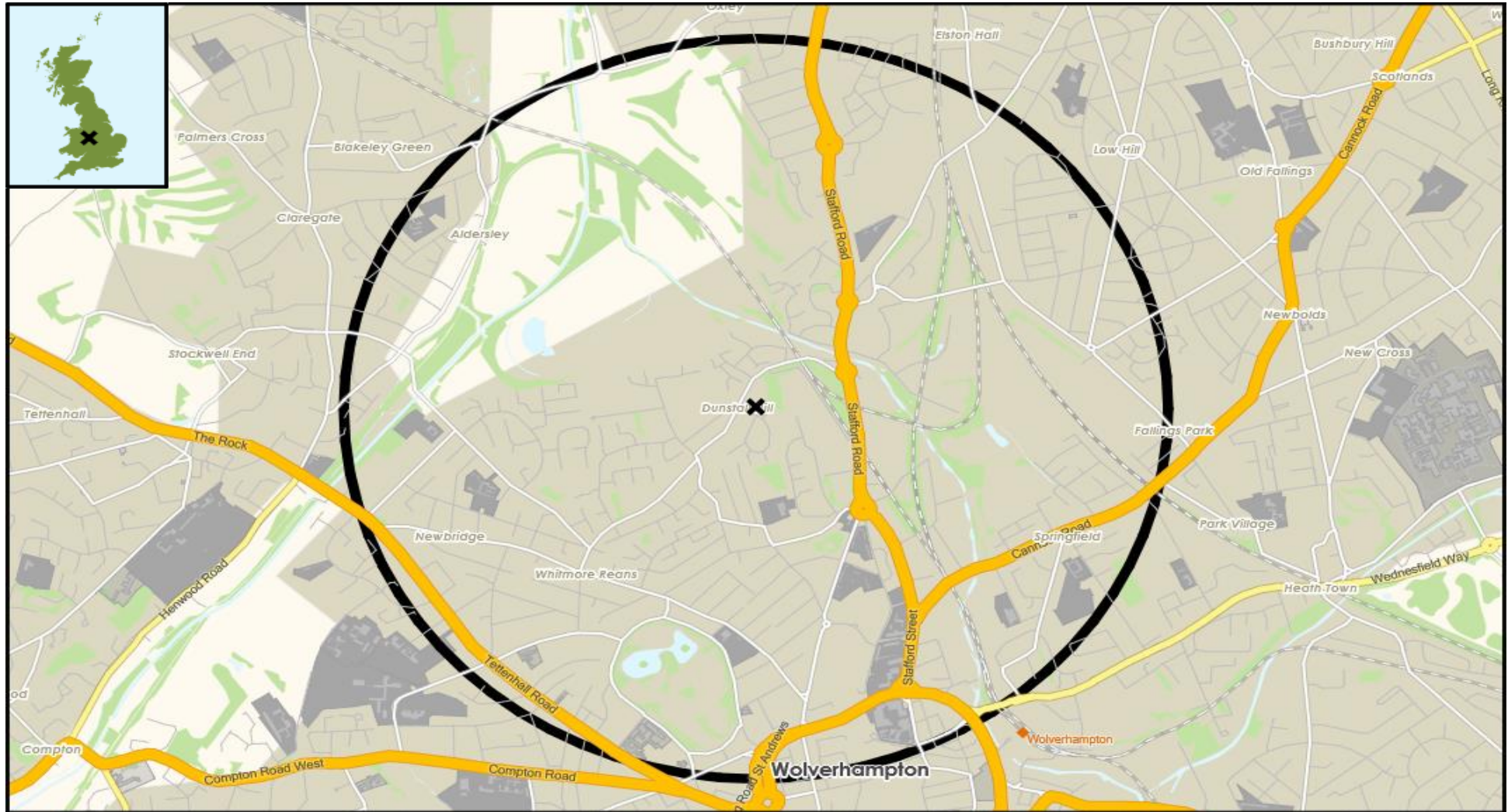


MAP OF AREA

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Source: OS Open Data 2018

Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)

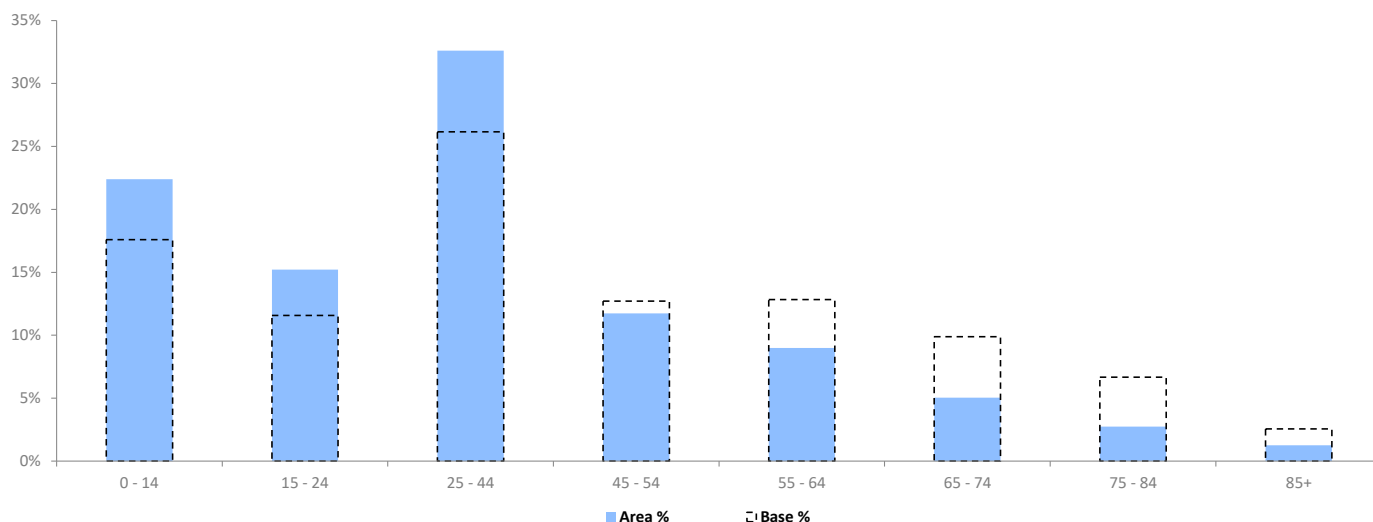


POPULATION PROJECTIONS

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Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,962	22.4	17.6	127			
15 - 24	5,412	15.2	11.6	132			
25 - 44	11,592	32.6	26.2	125			
45 - 54	4,175	11.7	12.7	92			
55 - 64	3,196	9.0	12.8	70			
65 - 74	1,792	5.0	9.9	51			
75 - 84	977	2.7	6.7	41			
85+	447	1.3	2.6	49			
Total population	35,553						



EXPENDITURE

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Area: P01826_Winning Post, Wolverhampton, WV6 0SN (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	£861,836	£65.76	£73.74	89			
2. Alcoholic beverages, tobacco and narcotics	£285,706	£21.80	£27.43	79			
3. Clothing & Footwear	£485,989	£37.08	£41.92	88			
4. Housing, water, electricity, gas and other fuels	£997,054	£76.08	£92.23	82			
5. Furnishings, equipment and routine maintenance	£344,811	£26.31	£39.49	67			
6. Health	£144,099	£11.00	£16.97	65			
7. Transport	£1,201,458	£91.68	£115.30	80			
8. Communication	£183,981	£14.04	£14.64	96			
9. Recreation & Culture	£936,108	£71.43	£100.48	71			
10. Education	£127,245	£9.71	£22.34	43			
11. Restaurants & Hotels	£739,268	£56.41	£82.30	69			
12. Miscellaneous goods and services	£1,088,980	£83.10	£104.94	79			
Total Expenditure	£7,396,534	£564.41	£731.77	77			

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.

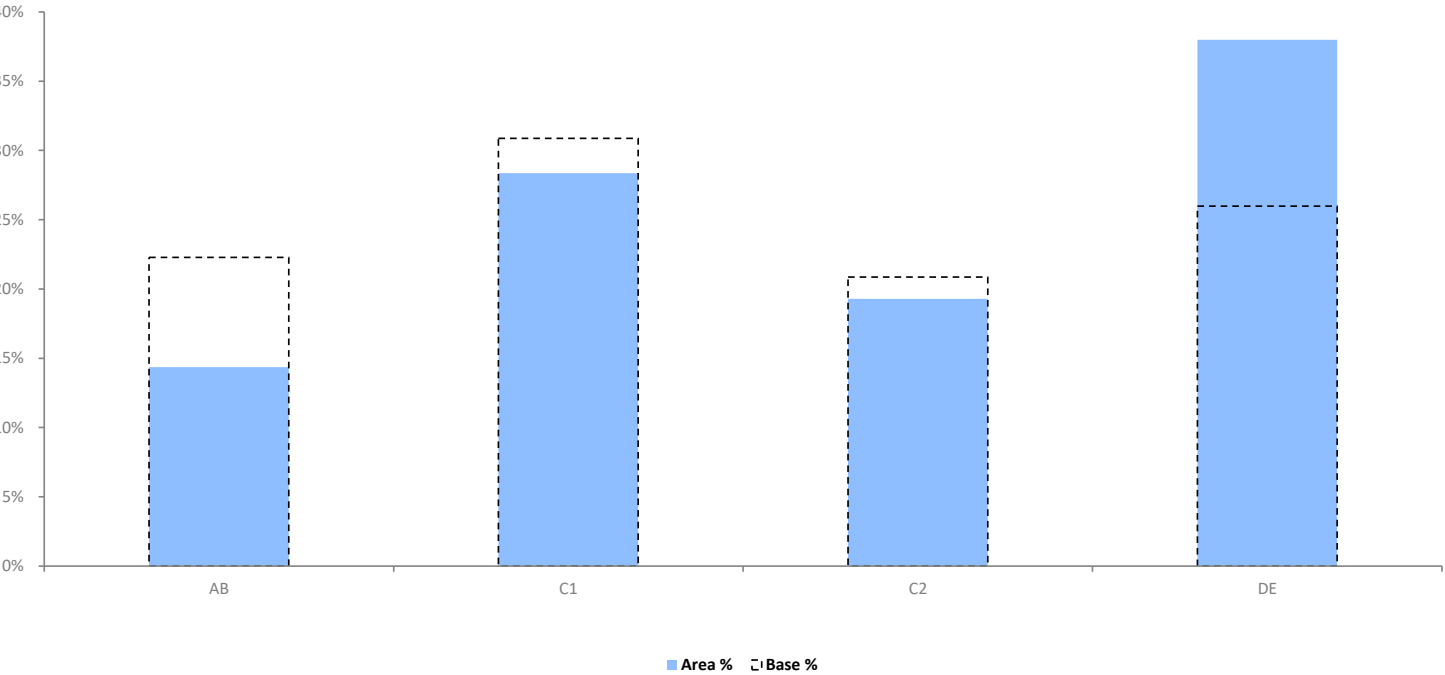
UP TO DATE DEMOGRAPHICS

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Area:	P01826_Winning Post, Wolverhampton, WV6 0SN (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	1,913	14.4	22.3	64			
C1: Supervisory, clerical, jr managerial/admin/professional	3,778	28.4	30.9	92			
C2: Skilled manual workers	2,569	19.3	20.9	92			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	5,060	38.0	26.0	146			
Total household reference persons aged 16 to 64	13,320						



CGA LICENCED PREMISES

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Area: P01826_Winning Post, Wolverhampton, WV

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	56.3	82.8	68			
Proprietary Club	5	14.1	7.5	188			
Registered Club	12	33.8	28.7	118			
Restaurant	3	8.4	32.5	26			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Leaping Wolf	Punch Pub Company	Pubs & Full On	Punch Pub Company	WV 1 4RB
Students Union	Independent Free	Registered Club	Independent Free	WV 1 1LX
Regency Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	WV 1 1PA
Emerald Social Club	Independent Free	Registered Club	Independent Free	WV 1 1PP
Hatherton Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WV 1 1QL
Civic & Wulfrun Halls	Independent Free	Pubs & Full On	Independent Free	WV 1 1RQ
Stile	Marston's	Pubs & Full On	Marston's	WV 1 4PB
Wolverhampton Wanderers Football Club	Independent Free	Proprietary Club	Independent Free	WV 1 4QR
Oxley Park Golf Club	Independent Free	Registered Club	Independent Free	WV10 6DE
Polish Catholic Club	Independent Free	Registered Club	Independent Free	WV10 6DQ
Jones Road Working Mens Club	Independent Free	Registered Club	Independent Free	WV10 6JQ
London Midland Railway Club Association	Independent Free	Registered Club	Independent Free	WV10 9TU
Heritage Centre	Independent Free	Registered Club	Independent Free	WV 6 0AA
York Hotel	Independent Free	Pubs & Full On	Independent Free	WV 6 0BQ
New Mother India	Independent Free	Restaurant	Independent Free	WV 6 0BQ
Masonic Hall	Independent Free	Registered Club	Independent Free	WV 6 0DD
New Hampton Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WV 6 0DW
Newbridge	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WV 6 0JU
Dunstall Banqueting Suite	Independent Free	Proprietary Club	Independent Free	WV 6 0PE
Whitmore Reans Working Mens Club	Independent Free	Registered Club	Independent Free	WV 6 0QN
Pegasus Banqueting Suite	Independent Free	Pubs & Full On	Independent Free	WV 6 0QQ
Summer House	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WV 6 0RS
Albert Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WV 6 9NA
Aldersley Stadium	Independent Free	Proprietary Club	Independent Free	WV 6 9NW
ECC Sports & Social Club	Independent Free	Registered Club	Independent Free	WV10 9LU
Island House	Independent Free	Pubs & Full On	Independent Free	WV10 6JT
Royal London	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WV 1 1LX
Hogshead	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WV 1 1NA
Zorbas Dance	Independent Free	Restaurant	Independent Free	WV 1 1NA
Wolverhampton Racecourse	Arena Leisure Plc	Proprietary Club	Arena Leisure Plc	WV 6 0PE
Oxley Marine	Independent Free	Registered Club	Independent Free	WV10 6TZ
Little Civic	Independent Free	Pubs & Full On	Independent Free	WV 1 1HP
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	WV 6 0PE
Sheve Punjah	Independent Free	Restaurant	Independent Free	WV 1 4BB
Slade Rooms	Independent Free	Proprietary Club	Independent Free	WV 1 1JA
Redwings Lodge	Redwings Lodge Ltd	Pubs & Full On	Redwings Lodge Ltd	WV 1 4QL
Arena Theatre	Independent Free	Pubs & Full On	Independent Free	WV 1 1SE
Gatehouse	Greene King	Pubs & Full On	Greene King	WV10 6EE
A Park View Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WV 1 4PP
Newhampton Arts Centre & Theatre	Independent Free	Pubs & Full On	Independent Free	WV 1 4AN

MAP OF AREA

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Source: OS Open Data 2018








Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	66	0.5	22.0	2	<div></div>	
	2 Rising Prosperity	370	2.8	10.3	27	<div></div>	
	3 Comfortable Communities	2,942	22.1	26.3	84	<div></div>	
	4 Financially Stretched	4,377	32.9	23.7	139	<div></div>	
	5 Urban Adversity	5,496	41.3	17.4	237	<div></div>	
	6 Not Private Households	69	0.5	0.3	156	<div></div>	
 Graph							
Total households		13,320					

Acorn Category Pen Portrait

5 Urban Adversity

8.4M UK Adults15.9% of UK

Age range25-34

House typeFlat or terraced

Financial situationRunning into debtSaving a lot

House tenureSocial renting

Children at home3+

Number of beds1-2


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 Hardship32%

P Struggling Estates41%

Q Difficult Circumstances27%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01826_Winning Post, Wolverhampton, WV6 0SN (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	11	0.1	11.2	1		
1.C Mature Money	55	0.4	9.6	4		
2. Rising Prosperity						
2.D City Sophisticates	84	0.6	4.0	16		
2.E Career Climbers	286	2.1	6.3	34		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	589	4.4	5.9	75		
3.H Steady Neighbourhoods	1,136	8.5	7.4	116		
3.I Comfortable Seniors	22	0.2	2.9	6		
3.J Starting Out	1,195	9.0	4.4	202		
4. Financially Stretched						
4.K Student Life	533	4.0	2.5	162		
4.L Modest Means	1,818	13.6	7.9	172		
4.M Striving Families	1,542	11.6	7.5	155		
4.N Poorer Pensioners	484	3.6	5.8	62		
5. Urban Adversity						
5.O Young Hardship	2,680	20.1	6.2	325		
5.P Struggling Estates	906	6.8	5.9	115		
5.Q Difficult Circumstances	1,910	14.3	5.3	271		
6. Not Private Households						
6.R Not Private Households	69	0.5	0.3	156		
Total households	13,320					

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.

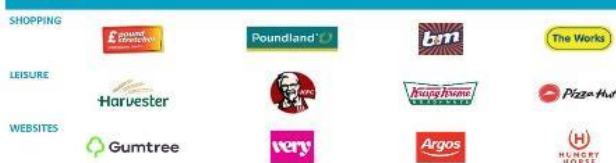
CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL

ATTITUDES



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01826_Winning Post, Wolverhampton, WV6 0SN (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	0	0.0	2.2	0			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	11	0.1	1.5	5			
	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	46	0.3	2.8	12			
	1.C.12 Retired and empty nesters	9	0.1	2.5	3			
	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	84	0.6	1.0	63			
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	277	2.1	3.3	62			
	2.E.20 Mixed metropolitan areas	9	0.1	1.0	7			
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	218	1.6	2.7	61			
	3.G.25 Larger family homes, multi-ethnic areas	371	2.8	0.8	341			
	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	936	7.0	3.4	204			
	3.H.28 Owner occupied terraces, average income	84	0.6	1.6	40			
	3.H.29 Established suburbs, older families	116	0.9	2.3	37			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	22	0.2	2.4	7			
	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	505	3.8	2.1	179			
	3.J.33 Smaller houses and starter homes	690	5.2	2.3	223			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	77	0.6	0.4	164			
	4.K.35 Term-time terraces	11	0.1	0.3	31			
	4.K.36 Educated young people in flats and tenements	445	3.3	1.9	180			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	37	0.3	1.4	19			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	265	2.0	2.6	76			
	4.L.39 Fading owner occupied terraces	134	1.0	2.9	35			
	4.L.40 High occupancy terraces, culturally diverse family areas	1,382	10.4	1.0	1,049			
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	167	1.3	1.6	76			
	4.M.43 Families in right-to-buy estates	1,268	9.5	2.1	464			
	4.M.44 Post-war estates, limited means	107	0.8	2.2	37			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	22	0.2	0.8	21			
	4.N.46 Elderly people in social rented flats	172	1.3	1.1	122			
	4.N.47 Low income older people in smaller semis	2	0.0	2.3	1			
	4.N.48 Pensioners and singles in social rented flats	288	2.2	1.7	125			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	504	3.8	2.2	175			
	5.O.50 Struggling younger people in mixed tenure	1,101	8.3	1.8	467			
	5.O.51 Young people in small, low cost terraces	1,075	8.1	2.3	356			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	576	4.3	1.6	274			
	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	19	0.1	0.8	18			
	5.P.56 Low income large families in social rented semis	311	2.3	1.6	145			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	153	1.1	1.5	76			
	5.Q.58 Singles and young families, some receiving benefits	741	5.6	1.8	313			
	5.Q.59 Deprived areas and high-rise flats	1,016	7.6	2.0	381			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	52	0.4	0.1	666			
	6.R.61 Inactive communal population	17	0.1	0.3	47			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		13,320						

CATEGORY

GROUP

TYPE

MAP

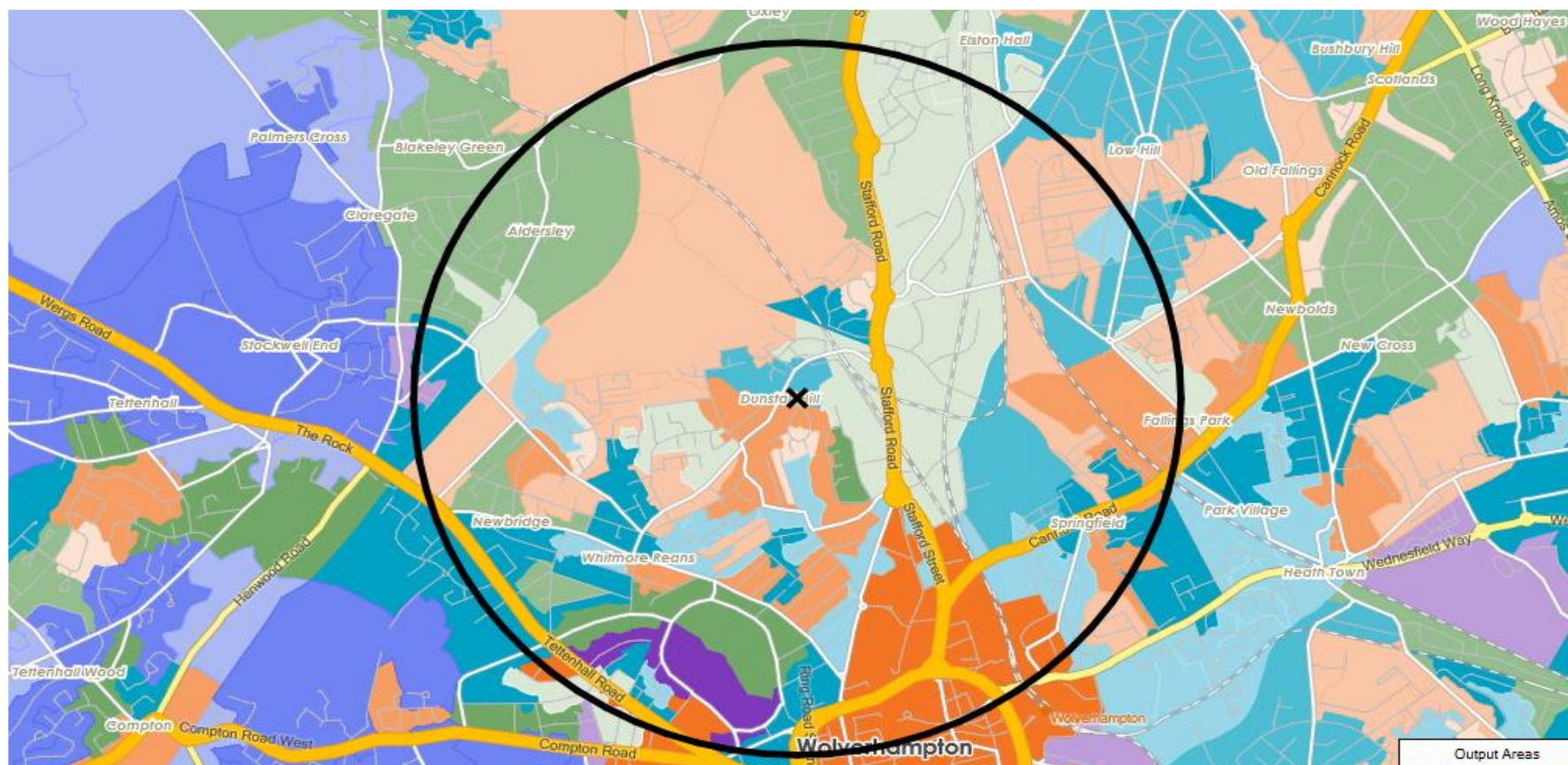
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

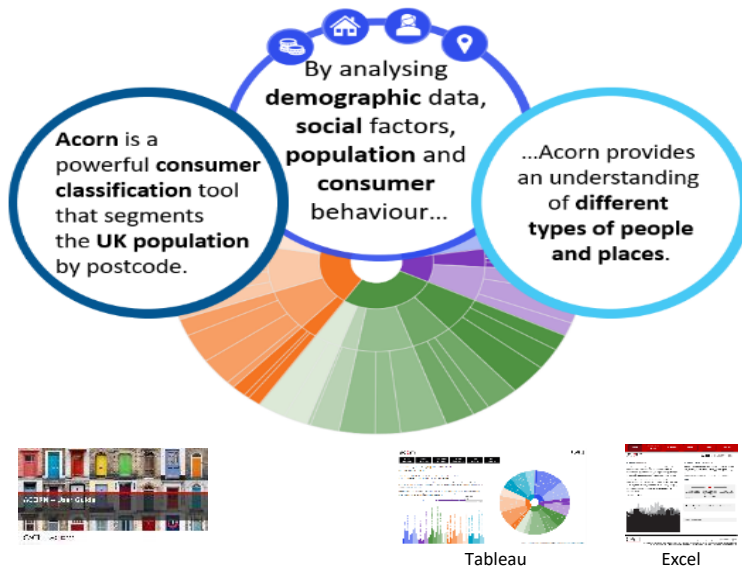
GROUP

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		

