

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01826_Winning Post, Wolverhampton, WV
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	56.2	81.7	69			
Proprietary Club	5	14.1	7.3	193			
Registered Club	12	33.7	28.2	120			
Restaurant	3	8.4	32.1	26			
Residential	0	0.0	2.7	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
Winning Post	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WV 6 0SN
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

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018


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



ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	110	0.8	22.1	4			
	2 Rising Prosperity	301	2.3	10.2	22			
	3 Comfortable Communities	3,359	25.1	26.5	95			
	4 Financially Stretched	4,398	32.9	23.7	139			
	5 Urban Adversity	5,133	38.4	17.2	223			
	6 Not Private Households	64	0.5	0.3	139			
Graph								
Total households		13,365						

Acorn Category Pen Portrait

6

Not Private Households

790K
UK Adults

1.5%
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

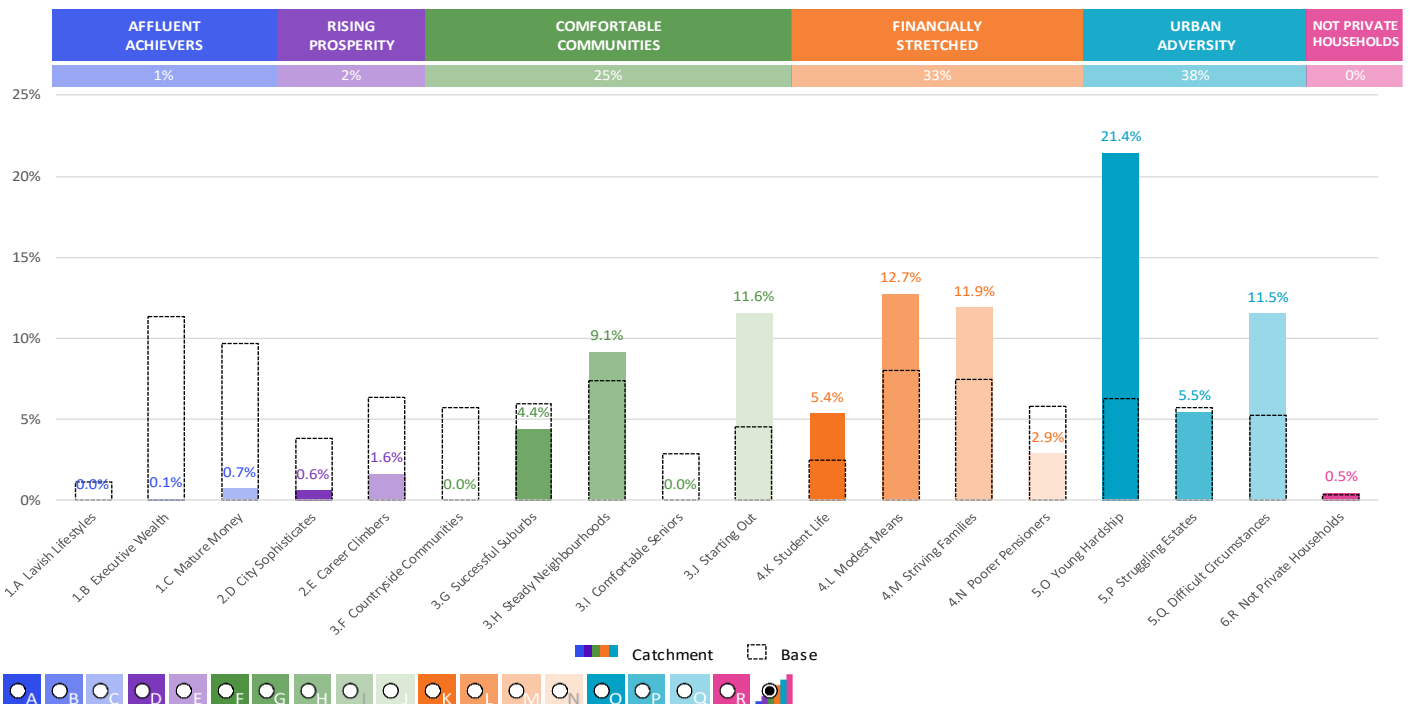
Area: P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)

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	0	0.0	1.1	0			
1.B Executive Wealth	11	0.1	11.3	1			
1.C Mature Money	99	0.7	9.6	8			
2. Rising Prosperity							
2.D City Sophisticates	82	0.6	3.8	16			
2.E Career Climbers	219	1.6	6.4	26			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	593	4.4	6.0	75			
3.H Steady Neighbourhoods	1,222	9.1	7.4	123			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	1,544	11.6	4.6	254			
4. Financially Stretched							
4.K Student Life	716	5.4	2.5	214			
4.L Modest Means	1,702	12.7	8.0	159			
4.M Striving Families	1,591	11.9	7.4	160			
4.N Poorer Pensioners	389	2.9	5.8	51			
5. Urban Adversity							
5.O Young Hardship	2,862	21.4	6.3	343			
5.P Struggling Estates	730	5.5	5.7	96			
5.Q Difficult Circumstances	1,541	11.5	5.2	220			
6. Not Private Households							
6.R Not Private Households	64	0.5	0.3	139			
Total households		13,365					

Acorn Group Graph



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01826_Winning Post, Wolverhampton, WV6 0SN (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	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	2.5	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	0	0.0	0.9	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	3.1	0			
	1.C.11 Settled suburbia, older people	90	0.7	2.8	24			
	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	0.7	0			
	2.D.17 Socialising young renters	82	0.6	1.0	63			
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	216	1.6	3.4	48			
	2.E.20 Mixed metropolitan areas	3	0.0	1.0	2			
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	247	1.8	2.7	69			
	3.G.25 Larger family homes, multi-ethnic areas	346	2.6	0.8	311			
	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	1,019	7.6	3.5	220			
	3.H.28 Owner occupied terraces, average income	80	0.6	1.6	37			
	3.H.29 Established suburbs, older families	123	0.9	2.3	39			
3.I Comfortable Seniors								
	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			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	634	4.7	2.2	220			
	3.J.33 Smaller houses and starter homes	910	6.8	2.4	284			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	436	3.3	0.3	974			
	4.K.35 Term-time terraces	43	0.3	0.2	129			
	4.K.36 Educated young people in flats and tenements	237	1.8	1.9	92			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	30	0.2	1.4	16			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	264	2.0	2.6	75			
	4.L.39 Fading owner occupied terraces	74	0.6	2.9	19			
	4.L.40 High occupancy terraces, culturally diverse family areas	1,334	10.0	1.0	1,004			
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	165	1.2	1.6	75			
	4.M.43 Families in right-to-buy estates	1,268	9.5	2.0	465			
	4.M.44 Post-war estates, limited means	158	1.2	2.2	54			
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	170	1.3	1.0	123			
	4.N.47 Low income older people in smaller semis	2	0.0	2.2	1			
	4.N.48 Pensioners and singles in social rented flats	195	1.5	1.7	85			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	533	4.0	2.2	182			
	5.O.50 Struggling younger people in mixed tenure	1,206	9.0	1.8	501			
	5.O.51 Young people in small, low cost terraces	1,123	8.4	2.3	371			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	402	3.0	1.6	193			
	5.P.53 Low income terraces	3	0.0	0.8	3			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
	5.P.55 Deprived and ethnically diverse in flats	19	0.1	0.7	19			
	5.P.56 Low income large families in social rented semis	306	2.3	1.6	143			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	114	0.9	1.5	57			
	5.Q.58 Singles and young families, some receiving benefits	554	4.1	1.8	235			
	5.Q.59 Deprived areas and high-rise flats	873	6.5	2.0	332			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	47	0.4	0.1	592			
	6.R.61 Inactive communal population	17	0.1	0.3	45			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		13,365						

CATEGORY

GROUP

TYPE

MAP

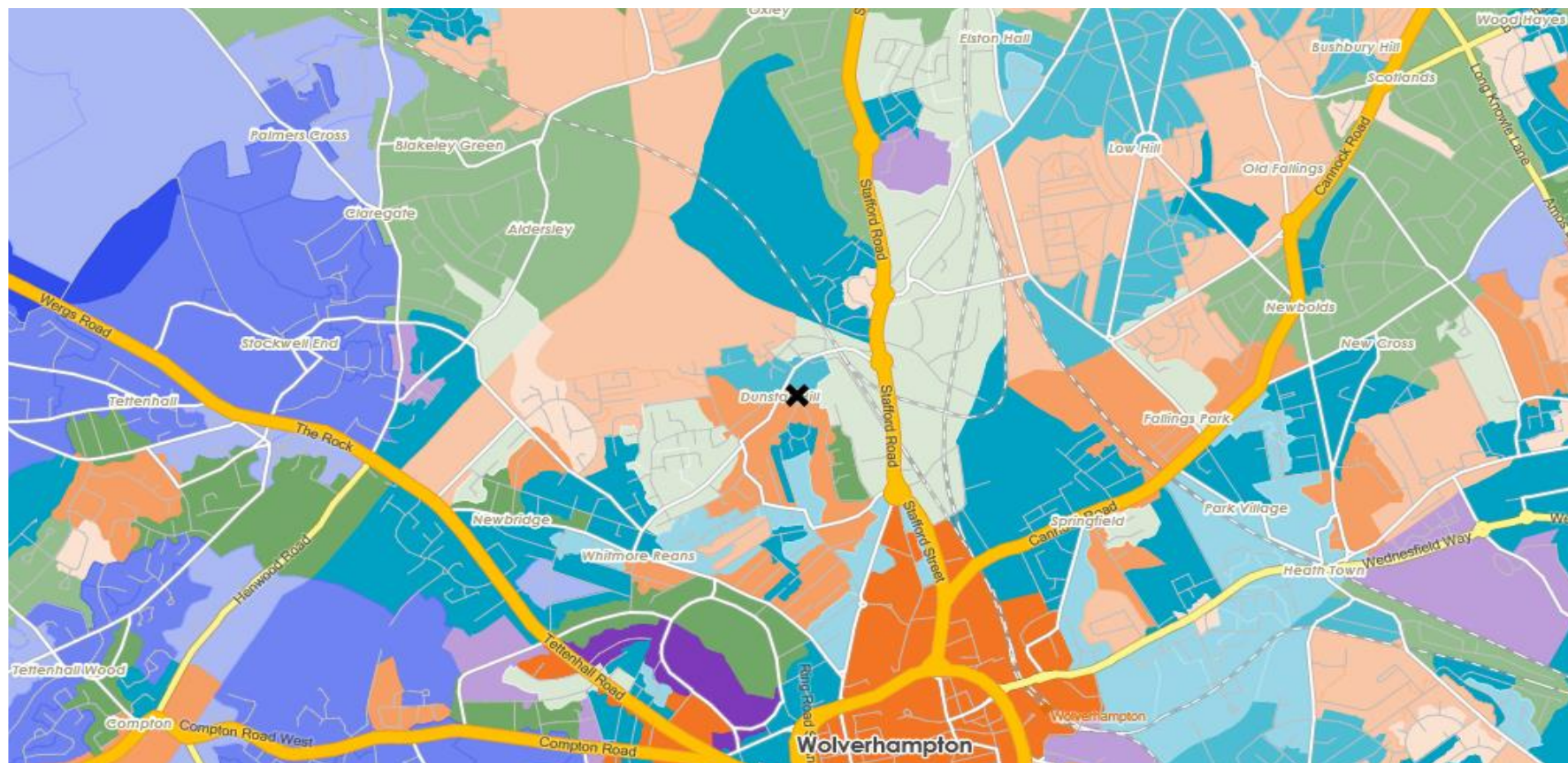
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018



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

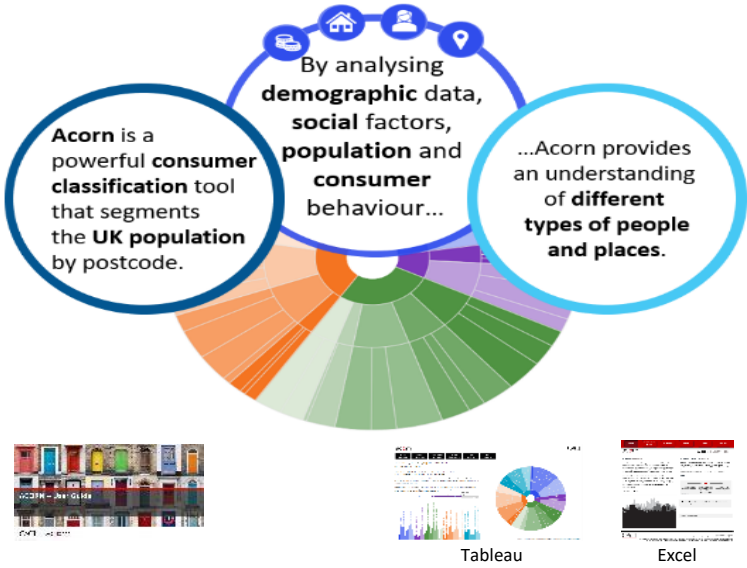
Acorn Groups

- 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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

22.8%

UK Adults

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+

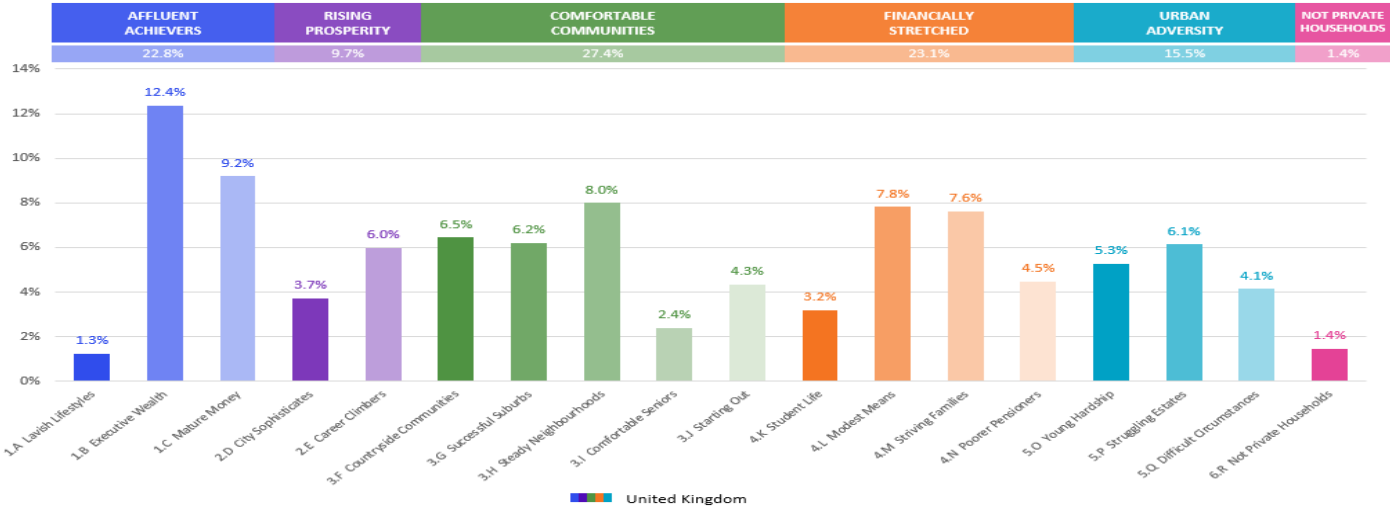
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%

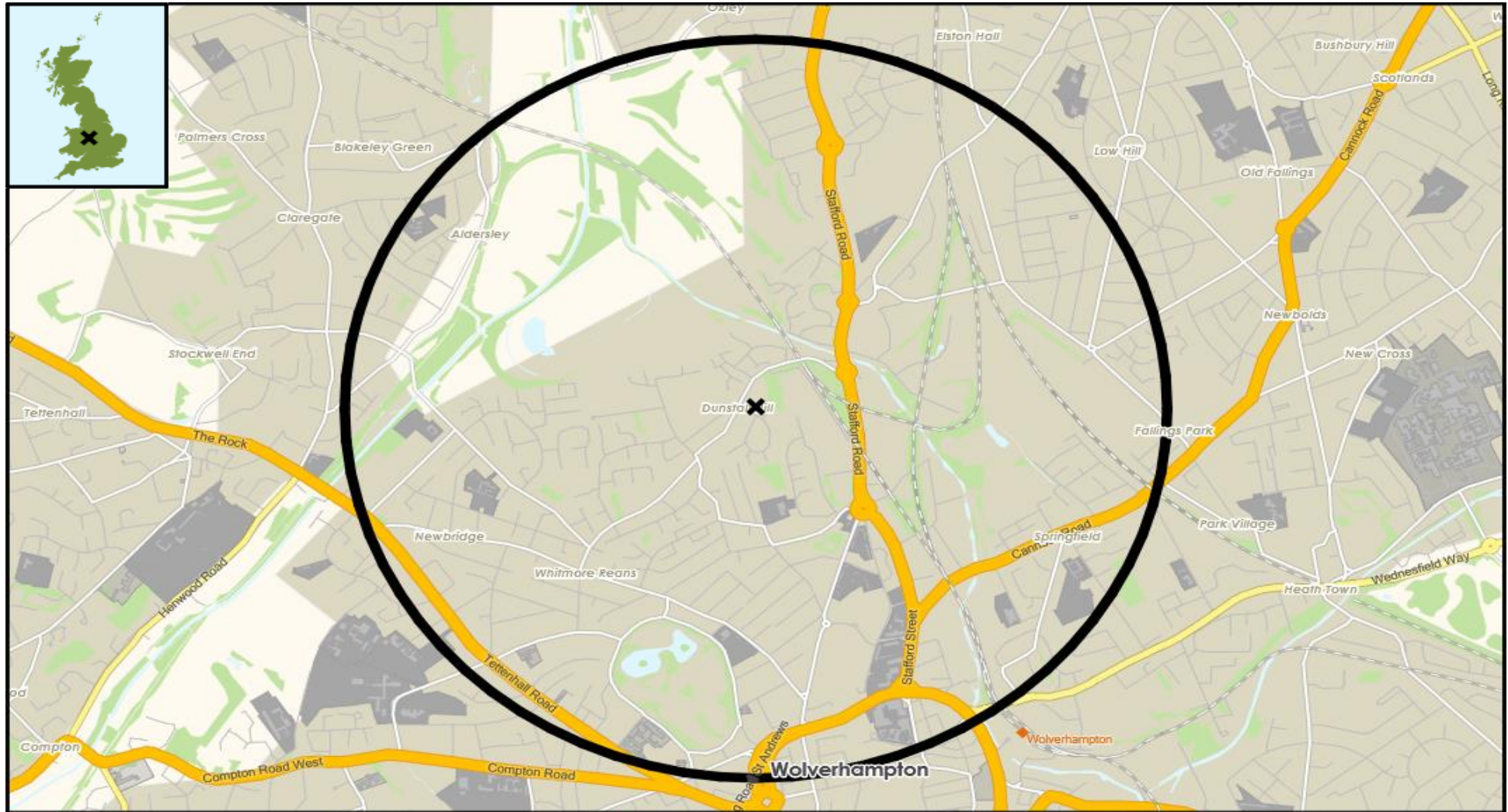


MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

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

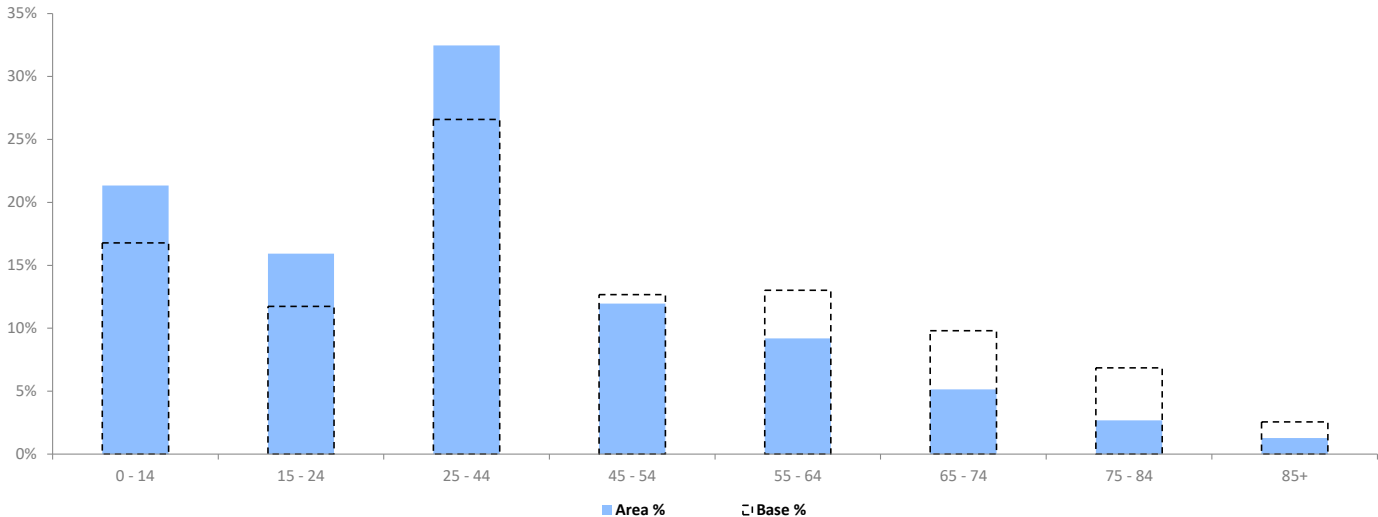


POPULATION PROJECTIONS

© 2024 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,587	21.3	16.8	127			
15 - 24	5,662	15.9	11.7	136			
25 - 44	11,549	32.5	26.6	122			
45 - 54	4,252	12.0	12.7	94			
55 - 64	3,269	9.2	13.0	71			
65 - 74	1,832	5.2	9.8	53			
75 - 84	957	2.7	6.9	39			
85+	454	1.3	2.6	50			
Total population	35,562						



EXPENDITURE

© 2024 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P01826_Winning Post, Wolverhampton, WV6 0SN (1 Mile contour)
Base:	Great Britain
Year:	2023

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	£838,443	£62.33	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£336,041	£24.98	£28.12	89			
3. Clothing & Footwear	£278,044	£20.67	£22.40	92			
4. Housing, water, electricity, gas and other fuels	£1,202,823	£89.42	£107.19	83			
5. Furnishings, equipment and routine maintenance	£351,443	£26.13	£36.85	71			
6. Health	£121,664	£9.04	£13.48	67			
7. Transport	£1,560,196	£115.98	£134.74	86			
8. Communication	£204,436	£15.20	£15.74	97			
9. Recreation & Culture	£576,030	£42.82	£64.16	67			
10. Education	£115,066	£8.55	£22.26	38			
11. Restaurants & Hotels	£613,342	£45.59	£67.11	68			
12. Miscellaneous goods and services	£1,186,385	£88.19	£109.86	80			
Total Expenditure	£7,383,912	£548.91	£688.85	80			

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.