

# CGA LICENCED PREMISES - LICENCES

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Area: P02040\_Greyhound Inn, Rugeley, WS15 3LN  
Base: Great Britain  
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
<b>Pubs and Bars</b>							
Branded Food Pub	3	6.3	2.9	216			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	16	33.7	26.8	126			
Craft Bar	0	0.0	1.2	0			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	11	23.2	13.8	168			
Unthemed High Street Pub	7	14.7	8.9	165			
Wine Bar	1	2.1	1.0	212			
<b>Restaurants and Cafes</b>							
Bar Restaurant	0	0.0	5.0	0			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	6	12.6	21.7	58			
<b>Accommodation and Functions</b>							
Conference/Exhibition/Function/Banquet	3	6.3	3.6	177			
Guest/Boarding House	1	2.1	2.5	84			
Hotel	2	4.2	10.8	39			
<b>Sports and Community</b>							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	3	6.3	3.1	202			
Local Sports Club	3	6.3	11.9	53			
Snooker Club	0	0.0	0.0	0			
Social Club	6	12.6	12.0	106			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	0	0.0	1.9	0			
<b>Entertainment and Leisure</b>							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	0	0.0	0.4	0			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	1	2.1	1.0	208			
Unknown	0	0.0	0.0	0			

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Year: 2024

Name	Description	License Type	Owner Name	Postcode
Royal Oak	Admiral Taverns Ltd	Unbranded Food Pub	Admiral Taverns Ltd	DE13 7HZ
Hoar Cross Hall	Independent Free	Hotel	Independent Free	DE13 8QS
Viceroy Restaurant	Independent Free	Restaurant	Independent Free	ST17 0UH
Wolseley Arms	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	ST17 0XS
Shimla Palace	Independent Free	Restaurant	Independent Free	ST17 0XS
Bank House Inn	Lewis Partnership	Unbranded Food Pub	Joule's Brewery	ST18 0QF
Ingestre Park Golf Club	Independent Free	Golf Club	Independent Free	ST18 0RE
Great Haywood Sports And & Social Club	Independent Free	Social Club	Independent Free	ST18 0SU
Red Lion	Red Oak Taverns	Community Pub	Red Oak Taverns	ST18 0TS
Lamb & Flag	Stonegate Pub Company	Community Pub	Stonegate Pub Company	ST18 0TU
Red Lion	Marston's	Unthemed High Street F	Marston's	WS15 2JH
Beau Desert Golf Club	Independent Free	Golf Club	Independent Free	WS12 0PJ
Brereton Town Football Club	Independent Free	Local Sports Club	Independent Free	WS15 1DF
Swan Inn	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	WS15 4AE
Mossley Arms	Independent Free	Community Pub	Independent Free	WS15 1DQ
Miners Arms	Independent Free	Community Pub	Independent Free	WS15 1DU
Red Lion	Marston's	Community Pub	Marston's	WS15 1EB
Peartree & District Working Mens Club	Independent Free	Social Club	Independent Free	WS15 1NT
Ash Tree Inn	Marston's	Unbranded Food Pub	Marston's	WS15 1PF
Chetwynd Arms	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	WS15 1QB
Vine Inn	Independent Free	Unthemed High Street F	Independent Free	WS15 2AT
Chase	Marston's	Community Pub	Marston's	WS15 2AW
Cabin	Star Pubs & Bars	Unthemed High Street F	Star Pubs & Bars	WS15 2BL
Albion Inn	Marston's	Unthemed High Street F	Marston's	WS15 2BY
Bojollys Wine Bar	Independent Free	Wine Bar	Independent Free	WS15 2BY
Crown Hotel	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	WS15 2DN
Rugeley Billiards & Snooker	Independent Free	Local Sports Club	Independent Free	WS15 2DZ
Red Peppers	Independent Free	Restaurant	Independent Free	WS15 2EJ
Shrew Kafe & Bar	Independent Free	Unthemed High Street F	Independent Free	WS15 2JJ
Rugeley Progressive Club	Independent Free	Social Club	Independent Free	WS15 2JL
Leahall Miners Welfare Centre	Independent Free	Social Club	Independent Free	WS15 2LB
Rugeley Cricket Club	Independent Free	Local Sports Club	Independent Free	WS15 2LQ
Horns Inn	Punch Pub Company	Unbranded Food Pub	Punch Pub Company	WS15 2UW
Bagot Arms	Admiral Taverns Ltd	Unbranded Food Pub	Admiral Taverns Ltd	WS15 3DB
Coach & Horses	Punch Pub Company	Unbranded Food Pub	Punch Pub Company	WS15 3BN
Goats Head	Star Pubs & Bars	Community Pub	Star Pubs & Bars	WS15 3BP
Crown Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	WS15 3BS
Ye Olde Dun Cow	Independent Free	Community Pub	Independent Free	WS15 3LG
Greyhound	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	WS15 3LN
Chadwick Arms	Marston's	Community Pub	Marston's	WS15 3QX
Shoulder Of Mutton	Independent Free	Unbranded Food Pub	Independent Free	WS15 3RZ
Plum Pudding	*Other Small Retail Groups	Unbranded Food Pub	*Other Small Retail Groups	WS15 4AZ
Royal British Legion Club	Independent Free	Social Club	Independent Free	WS15 4BN
Olde Peculiar	Independent Free	Unbranded Food Pub	Independent Free	WS15 4DD
Crown Inn	Star Pubs & Bars	Community Pub	Star Pubs & Bars	WS15 4DT
Swan With Two Necks	Star Pubs & Bars	Community Pub	Star Pubs & Bars	WS15 4PN
Red Lion Inn	Restaurant Group	Unbranded Food Pub	Restaurant Group	WS15 4QF
Clifford Arms	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	ST18 0SR
Rugeley Rose Theatre	Independent Free	Theatre	Independent Free	WS15 2AA
Plaza	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	WS15 2EJ
St Thomass Priory Golf Club	Independent Free	Golf Club	Independent Free	WS15 1ED
Longdon Club & Institute	Independent Free	Social Club	Independent Free	WS15 4PA
Stags Leap	Marston's	Branded Food Pub	Marston's	WS15 2ET
Table Table	Whitbread	Branded Food Pub	Whitbread	WS15 2HS
Silsila Indian Restaurant & Takeaway	Independent Free	Restaurant	Independent Free	WS15 2EJ
Premier Inn	Whitbread Hotels	Hotel	Whitbread	WS15 1LX
Birches Valley Forest Centre	Independent Free	Conference/Exhibition/I	Independent Free	WS15 2UQ
Hawkesyard Hall	Independent Free	Conference/Exhibition/I	Independent Free	WS15 1PU
Colton House	Independent Free	Guest/Boarding House	Independent Free	WS15 3LL
Shugborough Hall	Independent Free	Conference/Exhibition/I	Independent Free	ST17 0XB
Terrazza	Independent Free	Restaurant	Independent Free	WS15 2EH
Bilash	Independent Free	Restaurant	Independent Free	WS15 2BT

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Base:	Great Britain
Year:	2024

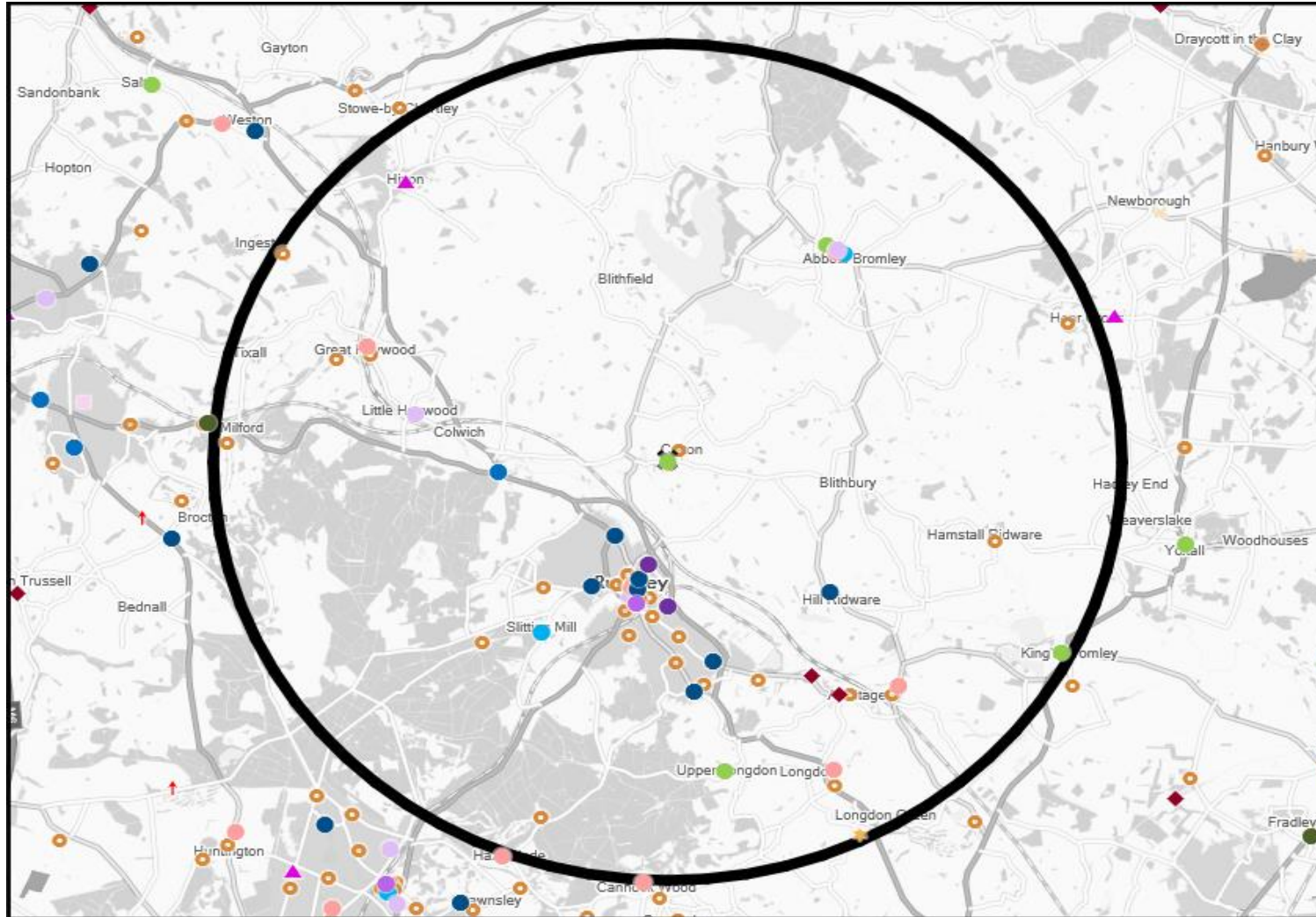
Name	Description	License Type	Owner Name	Postcode
Tavern In The Town	Independent Free	Community Pub	Independent Free	WS15 2BB

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02040\_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)



## KEY

### Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

### 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: P02040\_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)  
Base: Great Britain  
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
<div></div>	1	Luxury Lifestyles	275	1.4	3.1	44	<div></div>
<div></div>	2	Established Affluence	2,480	12.2	12.3	99	<div></div>
<div></div>	3	Thriving Neighbourhoods	4,804	23.6	22.6	104	<div></div>
<div></div>	4	Steadfast Communities	7,765	38.1	25.2	151	<div></div>
<div></div>	5	Stretched Society	3,335	16.4	21.1	78	<div></div>
<div></div>	6	Low Income Living	1,592	7.8	15.4	51	<div></div>
<div></div>	7	Not Private Households	106	0.5	0.4	133	<div></div>
Total households		20,357					

Acorn Category Pen Portrait

4

Steadfast Communities

7.3M  
UK Households

25.7%  
of UK

Predominant Housing Type

Semi detached

Predominant Housing Tenure

Privately rented

Savings & Investments

Below average

This category contains much of middle of the road Britain with working families on incomes just below the UK average.

Groups within Steadfast Communities

K Semi-rural Maturity

27%

L Traditional Homeowners

23%

M Family Renters

18%

N Urban Diversity

10%

O Stable Seniors

22%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

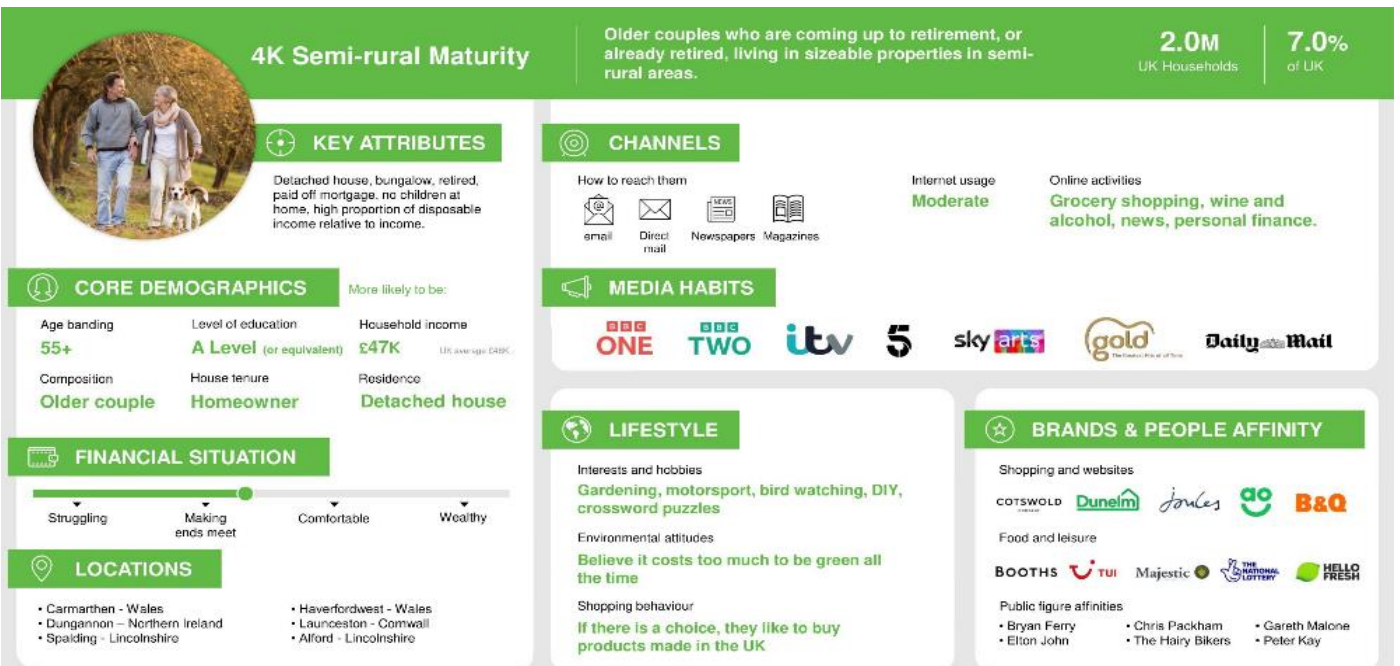
## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P02040\_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)  
Base: Great Britain  
Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Luxury Lifestyles</b>							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	275	1.4	1.8	74			
<b>2. Established Affluence</b>							
2.D Commuter Belt Wealth	2,480	12.2	9.1	134			
2.E Prosperous Professionals	0	0.0	3.2	0			
<b>3. Thriving Neighbourhoods</b>							
3.F Mature Success	2,957	14.5	7.0	207			
3.G Settled Suburbia	537	2.6	5.2	51			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	0	0.0	3.2	0			
3.J Aspiring Communities	1,310	6.4	5.5	116			
<b>4. Steadfast Communities</b>							
4.K Semi-rural Maturity	2,981	14.6	6.7	217			
4.L Traditional Homeowners	2,490	12.2	6.0	205			
4.M Family Renters	14	0.1	4.6	2			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	2,280	11.2	5.3	210			
<b>5. Stretched Society</b>							
5.P Tenant Living	326	1.6	8.3	19			
5.Q Limited Budgets	1,805	8.9	5.2	170			
5.R Hard-up Households	1,204	5.9	7.6	78			
<b>6. Low Income Living</b>							
6.S Cash-strapped Families	488	2.4	7.3	33			
6.T Constrained Pensioners	861	4.2	3.3	128			
6.U Challenging Circumstances	243	1.2	4.8	25			
<b>7. Not Private Households</b>							
7.V Not Private Households	106	0.5	0.4	133			
<b>Total households</b>	<b>20,357</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02040\_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)

Base: Great Britain

Year: 2024

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0			
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0			
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0			
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0			
	1.B.5	Successful young families in smart urban areas		0	0.0	0.5	0			
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		0	0.0	1.1	0			
	1.C.7	Prosperous families in green-belt areas with substantial homes		275	1.4	0.8	173			
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		0	0.0	2.1	0			
	2.D.9	Families and couples in comfortable homes		447	2.2	1.6	141			
	2.D.10	Well-off families in larger semis		77	0.4	1.1	34			
	2.D.11	Mature and moneyed out-of-towners		315	1.5	2.1	73			
	2.D.12	Well-to-do empty nesters in detached houses		1,641	8.1	2.2	373			
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		0	0.0	1.3	0			
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0			
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0			
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		695	3.4	2.0	174			
	3.F.17	Older, rural empty nesters and couples		1,463	7.2	2.7	271			
	3.F.18	Countryside retirees in spacious houses		31	0.2	0.1	179			
	3.F.19	Sophisticated couples living comfortably in detached homes		768	3.8	2.3	161			
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		23	0.1	2.4	5			
	3.G.21	Mid-life suburban living		514	2.5	2.7	93			
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0			
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0			
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0			
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0			
	3.I.26	Younger couples and singles in flats		0	0.0	1.7	0			
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		1,294	6.4	3.2	196			
	3.J.28	Families and couples in terraces		16	0.1	2.3	3			
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		1,231	6.0	3.0	200			
	4.K.30	Empty nesters in owner-occupied detached homes		1,465	7.2	2.5	291			
	4.K.31	Comfortable, home-owning families and empty nesters		204	1.0	0.7	149			
	4.K.32	Older comfortable families and couples in detached, rural properties		81	0.4	0.5	81			
	4.K.33	Retirees in semi-detached and detached properties		0	0.0	0.1	0			
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		1,442	7.1	3.0	233			
	4.L.35	Settled communities, semi-detached properties		1,048	5.1	2.9	176			
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		0	0.0	2.2	0			
	4.M.37	Restricted residents, socially renting		14	0.1	2.4	3			
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0			
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0			
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0			
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		1,190	5.8	2.7	213			
	4.O.42	Retired homeowners in semi-detached and detached houses		704	3.5	1.6	215			
	4.O.43	Older couples living in detached houses, rural communities		386	1.9	1.0	191			
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0			
	5.P.45	Privately renting squeezed professionals in flats		1	0.0	2.9	0			
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0			
	5.P.47	Singles and couples in rented flats		325	1.6	3.0	53			
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		1,663	8.2	3.3	249			
	5.Q.49	Socially renting single adult households		142	0.7	1.9	36			
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		190	0.9	3.2	29			
	5.R.51	Older, single-person households on the outskirts of town		713	3.5	2.3	150			
	5.R.52	Socially renting families in terraces		301	1.5	2.0	72			
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0			
	6.S.54	Young families in socially rented semis		86	0.4	1.9	23			
	6.S.55	Families in low-value terraced housing		402	2.0	3.0	66			
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0			
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		222	1.1	2.0	55			
	6.T.58	Poorer pensioners in semis		639	3.1	1.3	240			
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0			
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0			
	6.U.61	Socially rented flats, singles and pensioners		243	1.2	3.6	33			
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		1	0.0	0.1	4			
	7.V.63	Active communal populations		5	0.0	0.0	50			
	7.V.64	Inactive communal populations		100	0.5	0.2	234			
	7.V.65	Non-residential postcodes		0	0.0	0.0	0			

CATEGORY

GROUP

TYPE

MAP

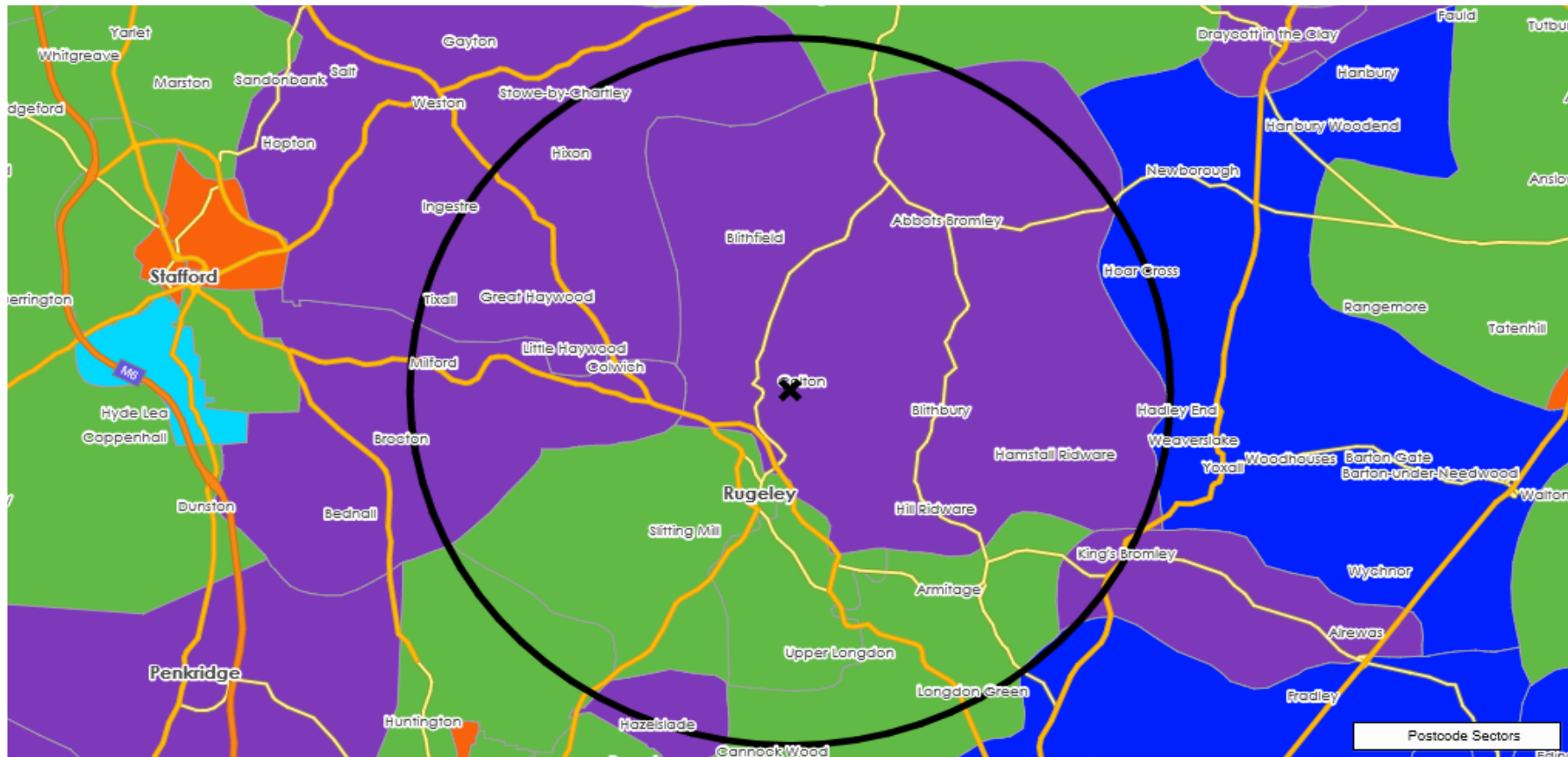
WHAT IS ACORN?

## DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02040\_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)



Area Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?



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### WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

### ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

### ADDITIONAL INFORMATION



For more information, click here to visit the website:

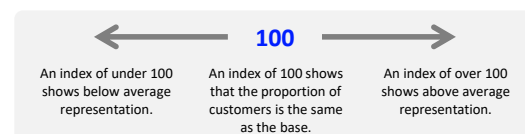
### INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

#### AREA PROFILE

Total figures exclude business addresses without residential population

#### INDEX

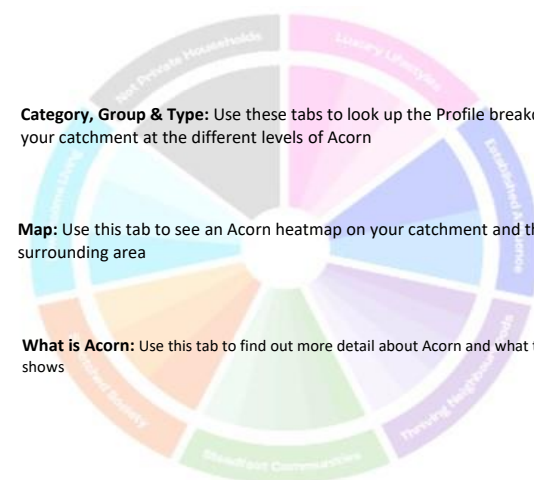


#### PERCENTAGE

**% for Area:** Calculates the percentages of each category, group or type for the catchment

**% for Base:** Calculates the percentages of each category, group or type for the base catchment

### REPORT INFORMATION

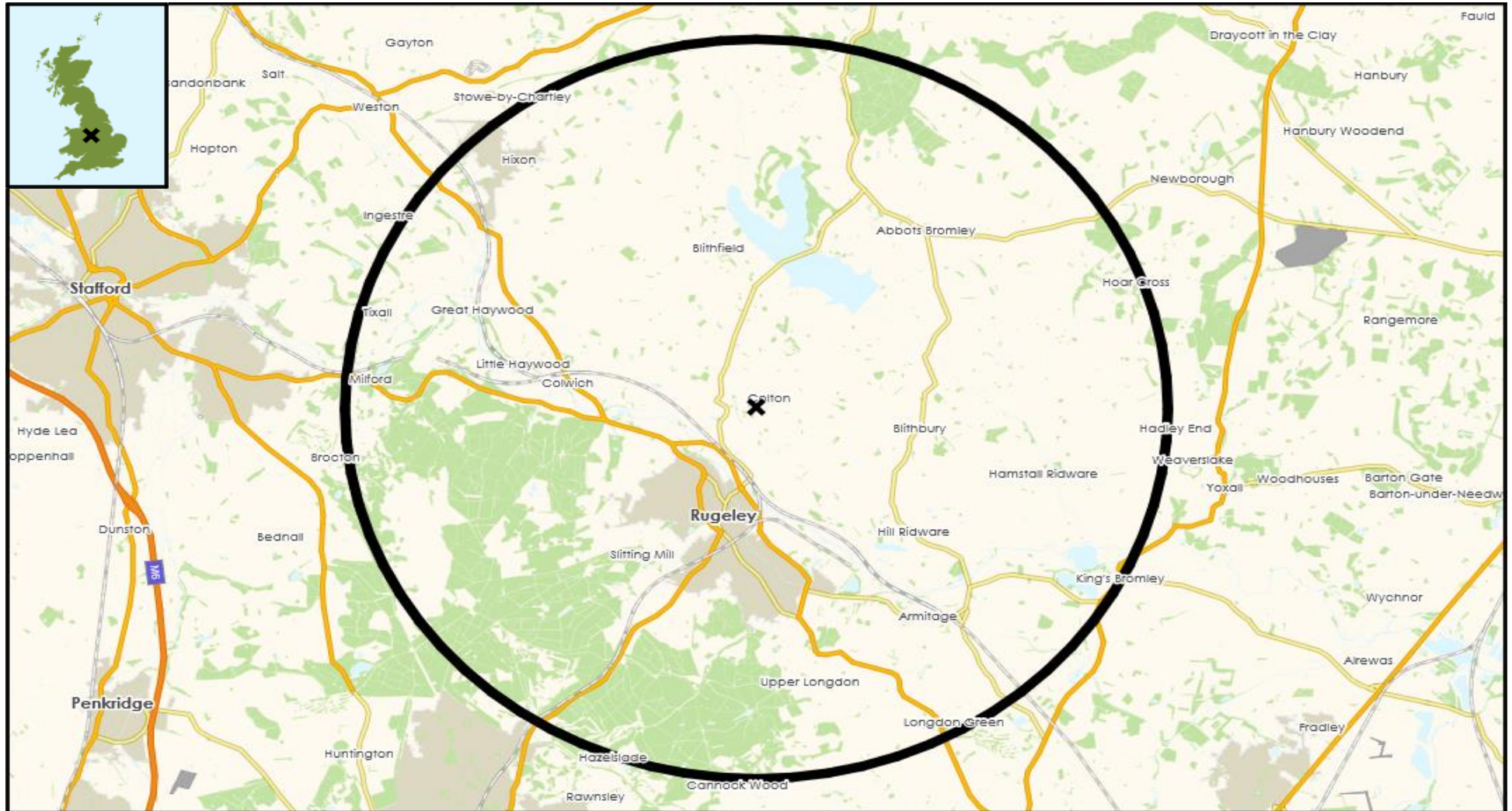


# MAP OF AREA

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Source: OS Open Data 2018

Area: P02040\_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)

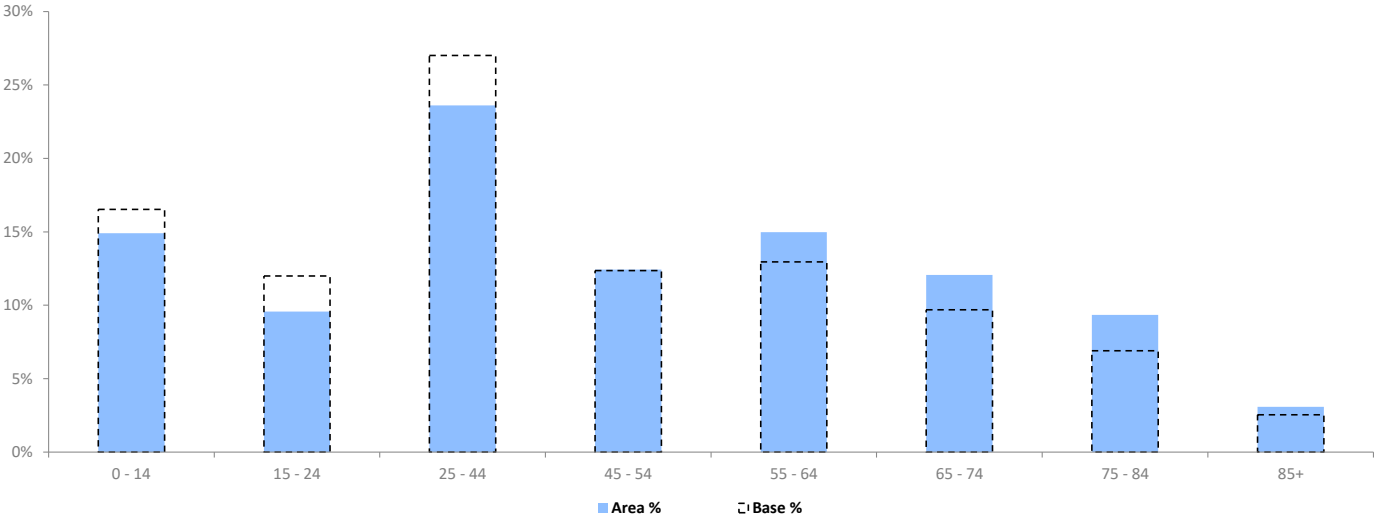


POPULATION PROJECTIONS

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Area:	P02040_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,078	14.9	16.5	90			
15 - 24	4,542	9.6	12.0	80			
25 - 44	11,211	23.6	27.0	87			
45 - 54	5,903	12.4	12.4	101			
55 - 64	7,107	15.0	13.0	116			
65 - 74	5,729	12.1	9.7	125			
75 - 84	4,439	9.4	6.9	136			
85+	1,461	3.1	2.5	121			
Total population	47,470						



EXPENDITURE

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Area:	P02040_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)
Base:	Great Britain
Year:	2024

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	£1,943,288	£95.46	£92.53	103			
2. Alcoholic beverages, tobacco and narcotics	£643,652	£31.62	£29.81	106			
3. Clothing & Footwear	£935,621	£45.96	£44.48	103			
4. Housing, water, electricity, gas and other fuels	£2,155,286	£105.87	£106.80	99			
5. Furnishings, equipment and routine maintenance	£1,142,613	£56.13	£52.65	107			
6. Health	£433,831	£21.31	£21.84	98			
7. Transport	£2,551,744	£125.35	£125.67	100			
8. Communication	£374,454	£18.39	£19.03	97			
9. Recreation & Culture	£2,193,810	£107.77	£98.79	109			
10. Education	£154,654	£7.60	£21.71	35			
11. Restaurants & Hotels	£2,013,527	£98.91	£103.11	96			
12. Miscellaneous goods and services	£2,743,736	£134.78	£135.92	99			
<b>Total Expenditure</b>	<b>£17,286,215</b>	<b>£849.15</b>	<b>£852.33</b>	<b>100</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.

CENSUS DEMOGRAPHICS

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Area:	P02040_Greyhound Inn, Rugeley, WS15 3LN (5 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	4,420	11.6	12.7	91			
2. Lower managerial, administrative and professional	8,022	21.0	19.9	105			
3. Intermediate	4,181	10.9	11.5	95			
4. Small employers and own account workers	4,136	10.8	10.3	105			
5. Lower supervisory and technical	2,809	7.3	5.6	131			
6. Semi-routine	4,880	12.8	11.7	109			
7. Routine	5,492	14.4	12.1	118			
Never worked and long-term unemployed	2,589	6.8	8.2	82			
Full-time students	1,695	4.4	7.8	57			
Total population	38,224						

