

CGA LICENCED PREMISES

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 M)
 Base: Great Britain
 Year: 2023

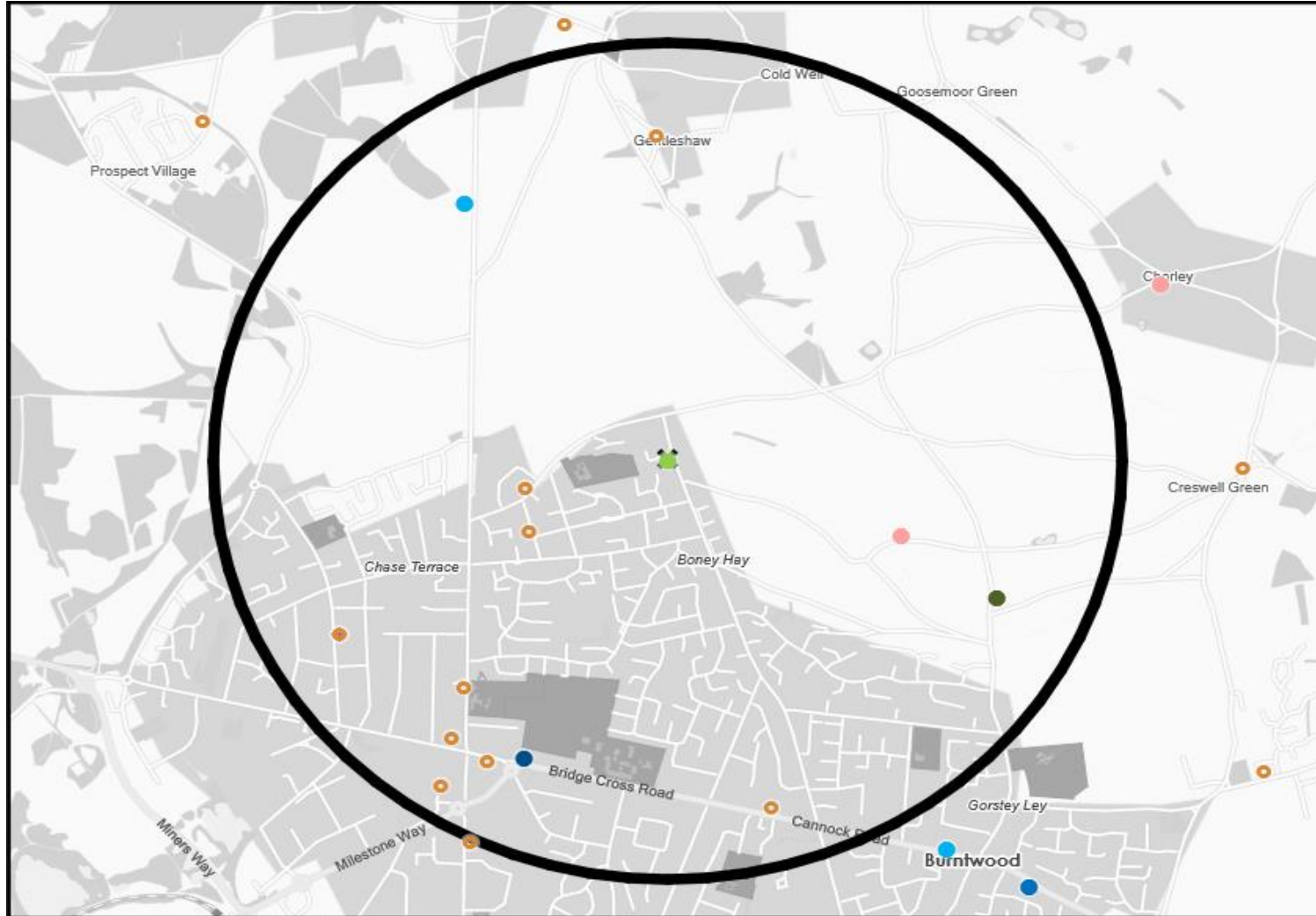
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	66.2	81.7	81			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	29.4	28.2	105			
Restaurant	2	14.7	32.1	46			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Redmore Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	WS15 4RU
Grangemoor Working Mens Club	Independent Free	Registered Club	Independent Free	WS 7 0BG
Firs Club & Institute	Independent Free	Registered Club	Independent Free	WS 7 1AG
Wych Elm	Marston's	Pubs & Full On	Marston's	WS 7 2BU
Hazelwood House Club	Independent Free	Registered Club	Independent Free	WS 7 1LY
Victoria Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS 7 1LY
Ring O Bells	Independent Free	Pubs & Full On	Independent Free	WS 7 2NX
Boney Hay Working Mens Club	Independent Free	Registered Club	Independent Free	WS 7 2PB
Foresters Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 7 2PH
Nags Head	Greene King	Pubs & Full On	Greene King	WS 7 9HA
Drill	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS 7 9HD
Ye Olde Windmill	Independent Free	Pubs & Full On	Independent Free	WS15 4NF
Johnny Wongs	Independent Free	Restaurant	Independent Free	WS 7 1JR
Sankeys Tap House	Independent Free	Pubs & Full On	Independent Free	WS 7 2BX
Pasha Banquet	Independent Free	Restaurant	Independent Free	WS 7 3XA

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03403_Fozzers, Burntwood, WS7 2PH (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: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	805	14.2	22.1	64		
2 Rising Prosperity	5	0.1	10.2	1		
3 Comfortable Communities	3,322	58.5	26.5	221		
4 Financially Stretched	1,114	19.6	23.7	83		
5 Urban Adversity	367	6.5	17.2	38		
6 Not Private Households	67	1.2	0.3	343		
Total households	5,680					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03403_Fozzers, Burntwood, WS7 2PH (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	16	0.3	1.1	26		
1.B Executive Wealth	473	8.3	11.3	73		
1.C Mature Money	316	5.6	9.6	58		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	5	0.1	6.4	1		
3. Comfortable Communities						
3.F Countryside Communities	621	10.9	5.7	191		
3.G Successful Suburbs	693	12.2	6.0	205		
3.H Steady Neighbourhoods	1,526	26.9	7.4	363		
3.I Comfortable Seniors	333	5.9	2.9	205		
3.J Starting Out	149	2.6	4.6	58		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	372	6.5	8.0	82		
4.M Striving Families	314	5.5	7.4	74		
4.N Poorer Pensioners	428	7.5	5.8	131		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.3	0		
5.P Struggling Estates	14	0.2	5.7	4		
5.Q Difficult Circumstances	353	6.2	5.2	119		
6. Not Private Households						
6.R Not Private Households	67	1.2	0.3	343		
Total households	5,680					

Acorn Group Pen Portrait

4 L Modest Means 4.1M of UK 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

FINANCIAL PROFILE

- Household income: UK **£35k**, London **£42k**
Average: £10k / Average: £16k
- % Disposable income: UK **45%**, London **32%**
Average: 43% / Average: 28%
- Financial situation: **Running into debts** to **Saving a lot**

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

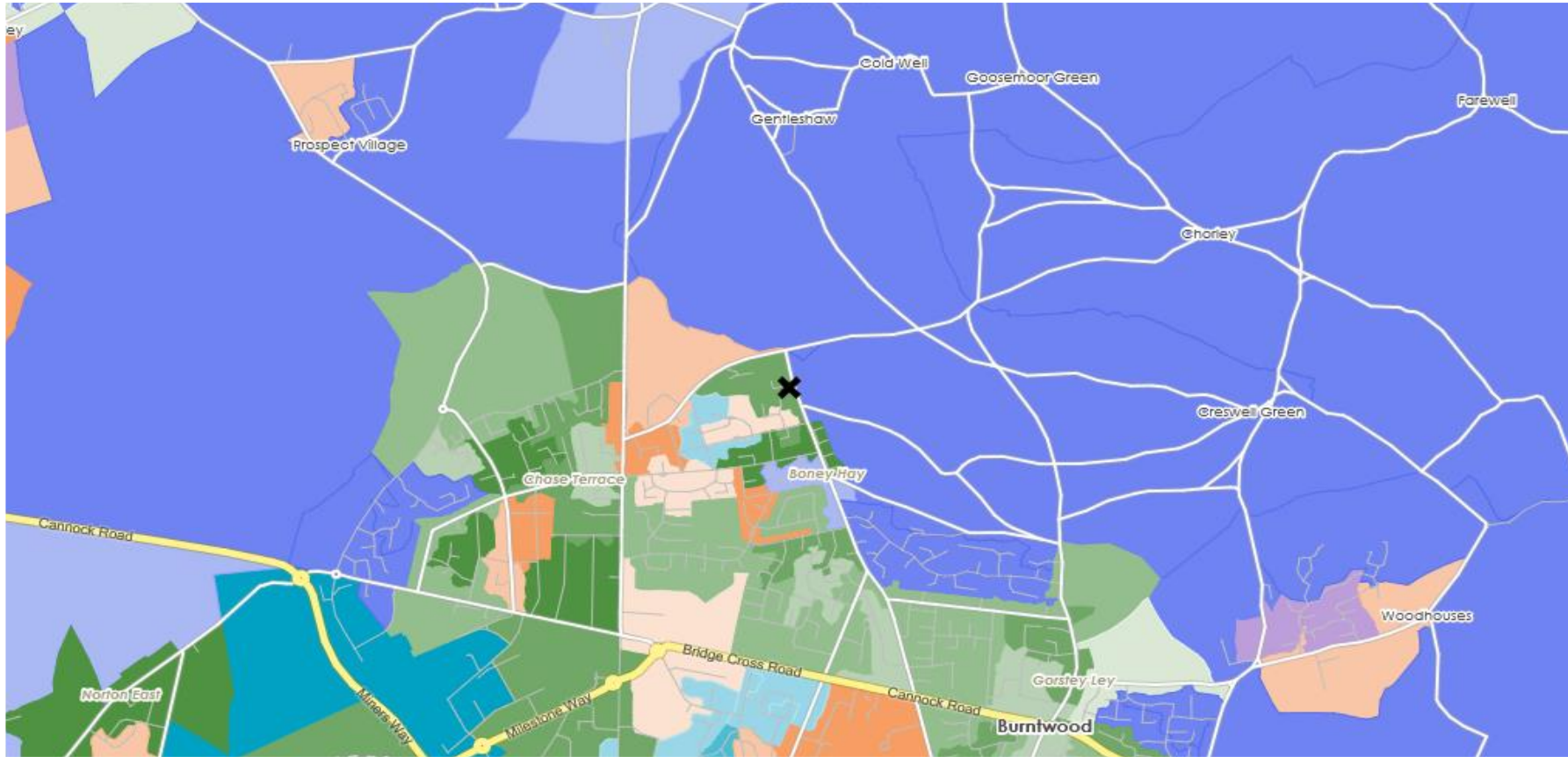
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	16	0.3	0.9	33			
1.B Executive Wealth							
1.B.4 Asset rich families	29	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	49	0.9	2.5	35			
1.B.6 Financially comfortable families	79	1.4	2.2	63			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	8	0.1	1.5	9			
1.B.9 Well-off edge of towners	308	5.4	1.6	337			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	137	2.4	2.8	86			
1.C.12 Retired and empty nesters	153	2.7	2.5	109			
1.C.13 Upmarket downsizers	26	0.5	1.3	35			
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	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	5	0.1	2.0	4			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	621	10.9	3.2	341			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	669	11.8	2.7	437			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	24	0.4	2.4	17			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,039	18.3	3.5	528			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	5			
3.H.29 Established suburbs, older families	482	8.5	2.3	363			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	333	5.9	2.4	247			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	149	2.6	2.4	109			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	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	83	1.5	1.4	101			
4.L.38 Semi-skilled workers in traditional neighbourhoods	289	5.1	2.6	194			
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	119	2.1	1.6	131			
4.M.42 Struggling young families in post-war terraces	4	0.1	1.6	4			
4.M.43 Families in right-to-buy estates	191	3.4	2.0	165			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	91	1.6	0.8	204			
4.N.46 Elderly people in social rented flats	43	0.8	1.0	73			
4.N.47 Low income older people in smaller semis	158	2.8	2.2	124			
4.N.48 Pensioners and singles in social rented flats	136	2.4	1.7	140			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
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	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	14	0.2	1.6	15			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	259	4.6	1.5	302			
5.Q.58 Singles and young families, some receiving benefits	94	1.7	1.8	94			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	67	1.2	0.3	414			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,680						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03403_Fozzers, Burntwood, WS7 2PH (1 Mile contour)



Dominant Acorn Category

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

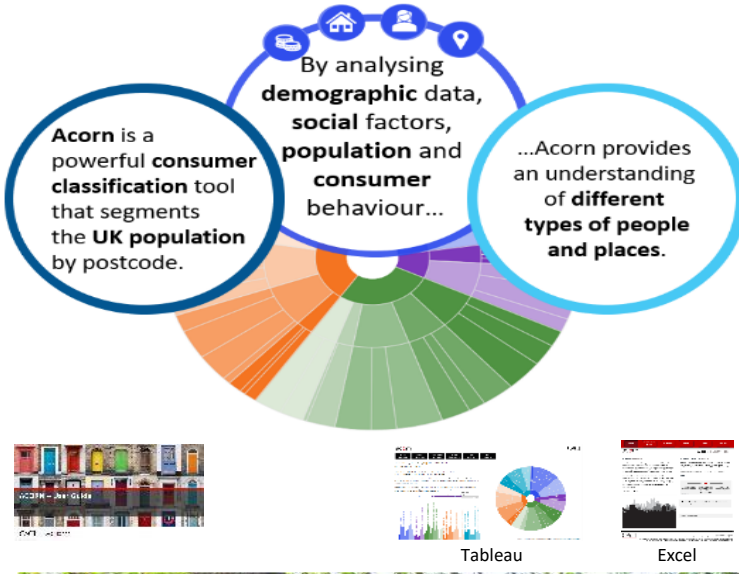
Acorn Groups

- 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

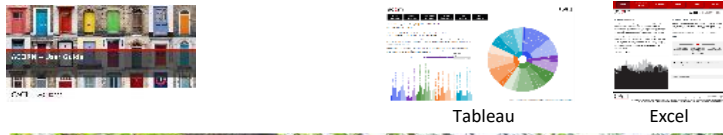
ACORN - WHAT IS IT?

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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

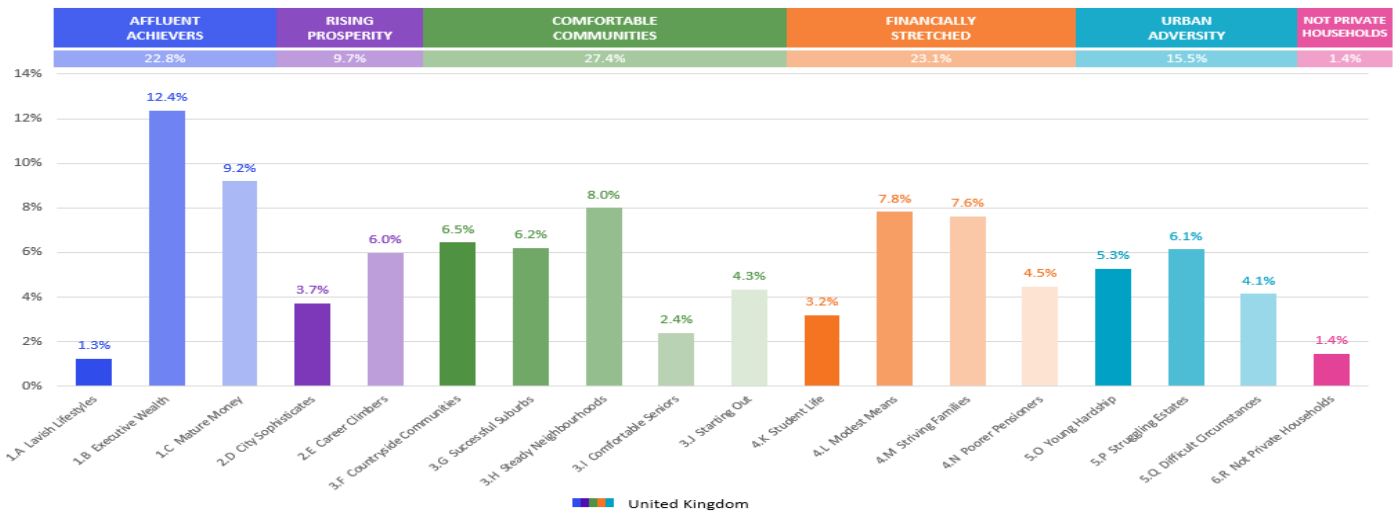
House tenure
Owned outright

Number of beds
4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles 6%
- B. Executive Wealth 54%
- C. Mature Money 40%

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.



MAP OF AREA

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