

CGA LICENCED PREMISES

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Area: P00139_Black Swan, Overton, WF4 4RE (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	5	104.5	81.7	128			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	41.8	28.2	148			
Restaurant	1	20.9	32.1	65			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Thornhill Edge Working Mens Club	Independent Free	Registered Club	Independent Free	WF12 0HD
Flat Top	Independent Free	Pubs & Full On	Independent Free	WF12 0HD
Spiced Mango	Independent Free	Restaurant	Independent Free	WF 4 4NS
Middlestown Working Mens Club & Inst	Independent Free	Registered Club	Independent Free	WF 4 4PA
Little Bull	Independent Free	Pubs & Full On	Independent Free	WF 4 4NR
Black Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 4 4RF
Yorkshire Mining Museum	Independent Free	Pubs & Full On	Independent Free	WF 4 4RH
Reindeer Inn	Independent Free	Pubs & Full On	Independent Free	WF 4 4RL

MAP OF AREA

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Source: OS Open Data 2018

Area: P00139_Black Swan, Overton, WF4 4RE (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: P00139_Black Swan, Overton, WF4 4RE (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	378	19.2	22.1	87		
 2 Rising Prosperity	46	2.3	10.2	23		
 3 Comfortable Communities	658	33.5	26.5	126		
 4 Financially Stretched	740	37.7	23.7	159		
 5 Urban Adversity	142	7.2	17.2	42		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	1,964					

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: P00139_Black Swan, Overton, WF4 4RE (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	156	7.9	11.3	70			
1.C Mature Money	222	11.3	9.6	117			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	46	2.3	6.4	37			
3. Comfortable Communities							
3.F Countryside Communities	311	15.8	5.7	276			
3.G Successful Suburbs	191	9.7	6.0	163			
3.H Steady Neighbourhoods	79	4.0	7.4	54			
3.I Comfortable Seniors	27	1.4	2.9	48			
3.J Starting Out	50	2.5	4.6	56			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	71	3.6	8.0	45			
4.M Striving Families	100	5.1	7.4	68			
4.N Poorer Pensioners	569	29.0	5.8	503			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	142	7.2	5.7	127			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,964						

Acorn Group Pen Portrait

5 Q Difficult Circumstances
2.3M UK Adults
4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Social renting	Single parent
Number of beds	House type
1	Flat or maisonette

BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £20k, London: £25k	UK: 34%, London: 29%	Running into debt vs Saving a lot

DIGITAL

ATTITUDES

- I worry about online security: 56% (UK average: 58%)
- Shopping online makes my life easier: 59% (UK average: 62%)
- I love the ease of using chat bots to get answers: 29% (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use - apart from TikTok and Snapchat
- Watching TV / videos on YouTube

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

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Area: P00139_Black Swan, Overton, WF4 4RE (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	88	4.5	2.6	170			
1.B.5 Wealthy countryside commuters	39	2.0	2.5	80			
1.B.6 Financially comfortable families	7	0.4	2.2	16			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	22	1.1	1.6	70			
1.C Mature Money							
1.C.10 Better-off villagers	93	4.7	3.1	154			
1.C.11 Settled suburbia, older people	36	1.8	2.8	65			
1.C.12 Retired and empty nesters	93	4.7	2.5	192			
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	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	46	2.3	2.0	119			
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	34	1.7	1.5	114			
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	277	14.1	3.2	439			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	109	5.5	2.7	206			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	82	4.2	2.4	172			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	47	2.4	3.5	69			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	32	1.6	2.3	70			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	27	1.4	2.4	58			
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	50	2.5	2.4	106			
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	30	1.5	1.4	106			
4.L.38 Semi-skilled workers in traditional neighbourhoods	41	2.1	2.6	79			
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	34	1.7	1.6	109			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	66	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	112	5.7	0.8	725			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	370	18.8	2.2	843			
4.N.48 Pensioners and singles in social rented flats	87	4.4	1.7	260			
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	79	4.0	1.6	258			
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	63	3.2	1.6	200			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,964						

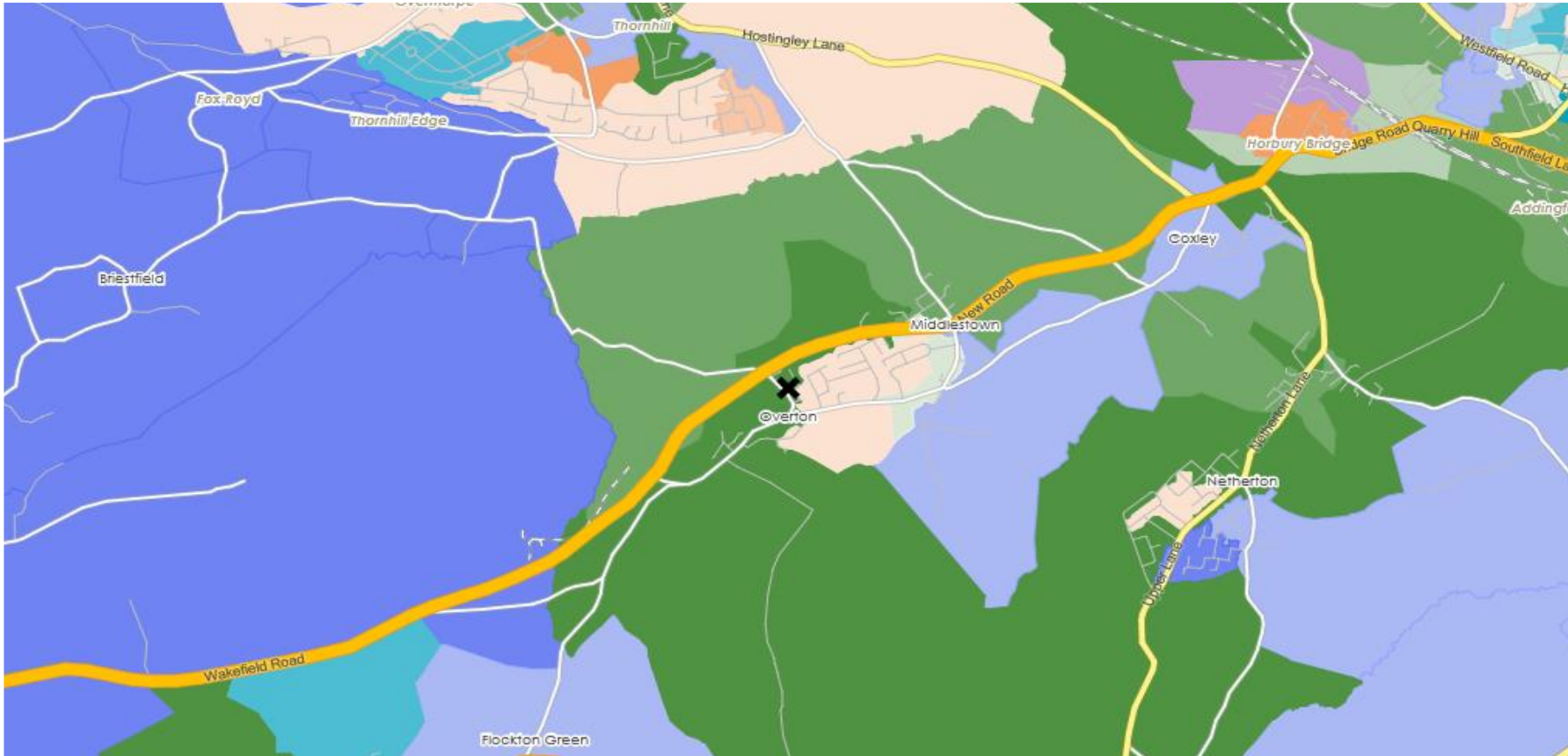
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00139_Black Swan, Overton, WF4 4RE (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
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

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+**

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

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