

# CGA LICENCED PREMISES

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Area: P03503\_United Kingdom Inn, Willenhall, WV  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	77.4	81.7	95			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	38.7	28.2	<b>137</b>			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

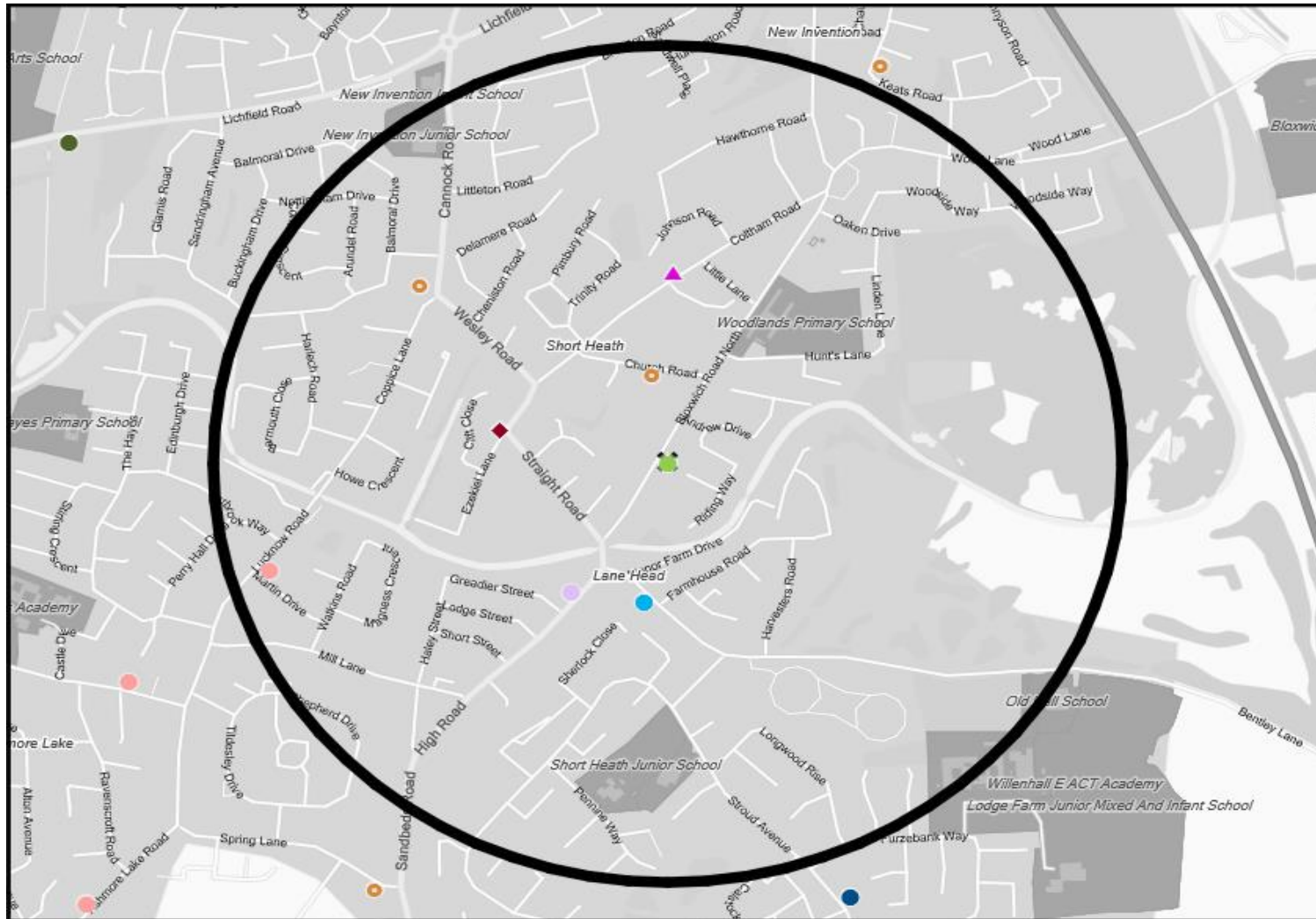
Name	Description	License Type	Owner Name	Postcode
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WV12 5QQ
United Kingdom	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WV12 5PG
Bridge Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	WV12 4AA
Whimsey Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WV12 4JN
Jolly Collier	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WV12 4QG
Short Heath Liberal Club	Independent Free	Registered Club	Independent Free	WV12 5PG
Royal British Legion Club	Independent Free	Registered Club	Independent Free	WV12 5PT
Duke Of Cambridge	Black Country Ales	Pubs & Full On	Black Country Ales	WV12 5QD
Amery Unionist Club	Independent Free	Registered Club	Independent Free	WV12 5RY

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03503\_United Kingdom Inn, Willenhall, WV12 5PG (0.50 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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**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	11	0.3	22.1	2			
2 Rising Prosperity	0	0.0	10.2	0			
3 Comfortable Communities	1,604	50.6	26.5	191			
4 Financially Stretched	1,216	38.3	23.7	162			
5 Urban Adversity	340	10.7	17.2	62			
6 Not Private Households	0	0.0	0.3	0			
<b>Total households</b>		<b>3,171</b>					

### 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:** P03503\_United Kingdom Inn, Willenhall, WV12 5PG (0.50 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	0	0.0	11.3	0			
1.C Mature Money	11	0.3	9.6	4			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	209	6.6	6.0	111			
3.H Steady Neighbourhoods	1,092	34.4	7.4	465			
3.I Comfortable Seniors	199	6.3	2.9	220			
3.J Starting Out	104	3.3	4.6	72			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	146	4.6	8.0	58			
4.M Striving Families	799	25.2	7.4	338			
4.N Poorer Pensioners	271	8.5	5.8	148			
<b>5. Urban Adversity</b>							
5.O Young Hardship	44	1.4	6.3	22			
5.P Struggling Estates	73	2.3	5.7	40			
5.Q Difficult Circumstances	223	7.0	5.2	134			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>3,171</b>						

### 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** / **Saving a lot**

#### BRANDS

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

LEISURE: **Hampton**, **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: P03503\_United Kingdom Inn, Willenhall, WV12 5PG (0.50 Mile contour)  
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Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
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	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	11	0.3	2.8	12			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	2.0	0			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	201	6.3	2.7	235			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	8	0.3	2.4	10			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,056	33.3	3.5	961			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	36	1.1	2.3	49			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	199	6.3	2.4	265			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	37	1.2	2.2	54			
3.J.33 Smaller houses and starter homes	67	2.1	2.4	88			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	57	1.8	1.4	125			
4.L.38 Semi-skilled workers in traditional neighbourhoods	89	2.8	2.6	107			
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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	85	2.7	1.6	163			
4.M.43 Families in right-to-buy estates	375	11.8	2.0	580			
4.M.44 Post-war estates, limited means	339	10.7	2.2	491			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
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	5	0.2	2.2	7			
4.N.48 Pensioners and singles in social rented flats	266	8.4	1.7	492			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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	35	1.1	1.8	61			
5.O.51 Young people in small, low cost terraces	9	0.3	2.3	13			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	65	2.0	1.6	131			
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	8	0.3	1.6	16			
<b>5.Q Difficult Circumstances</b>							
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	184	5.8	1.8	329			
5.Q.59 Deprived areas and high-rise flats	39	1.2	2.0	62			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>3,171</b>						

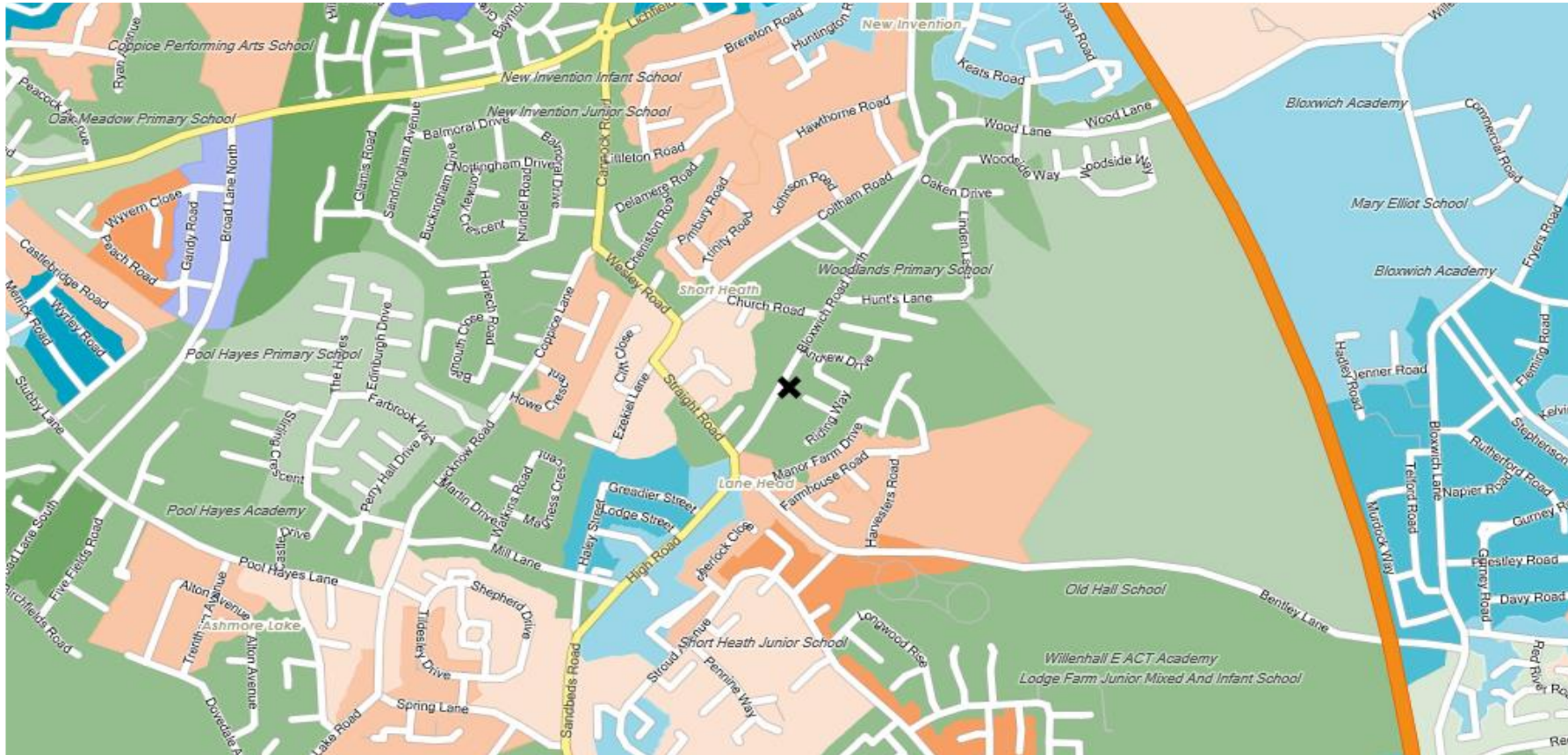
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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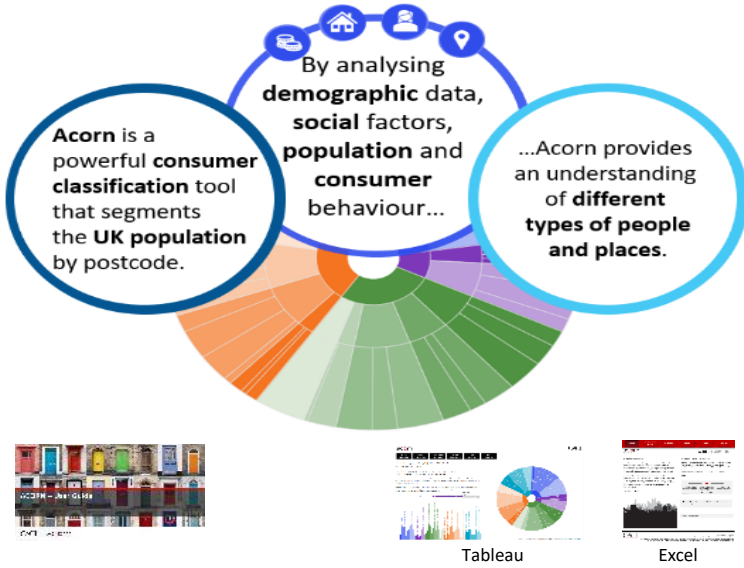
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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%

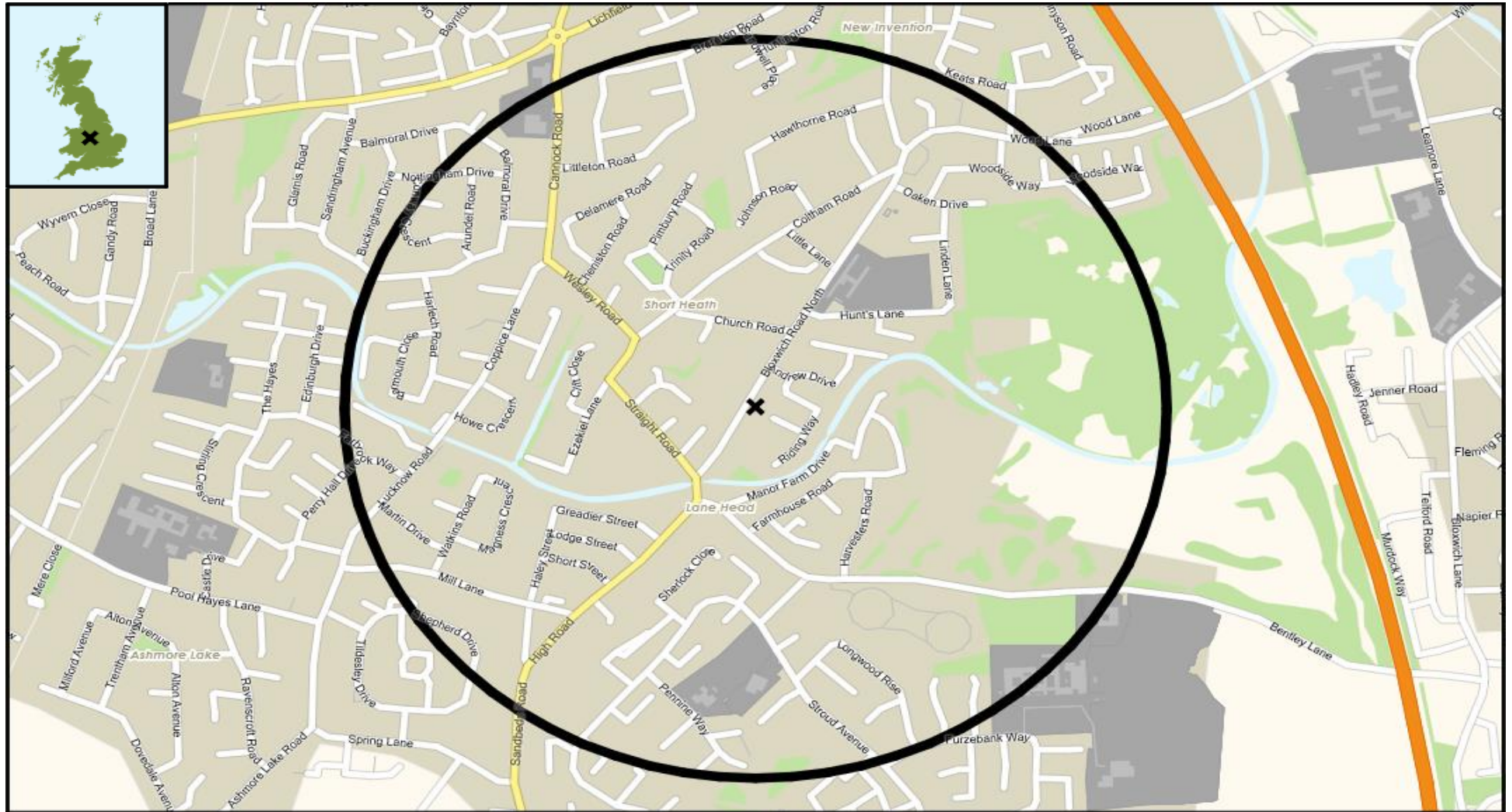


# MAP OF AREA

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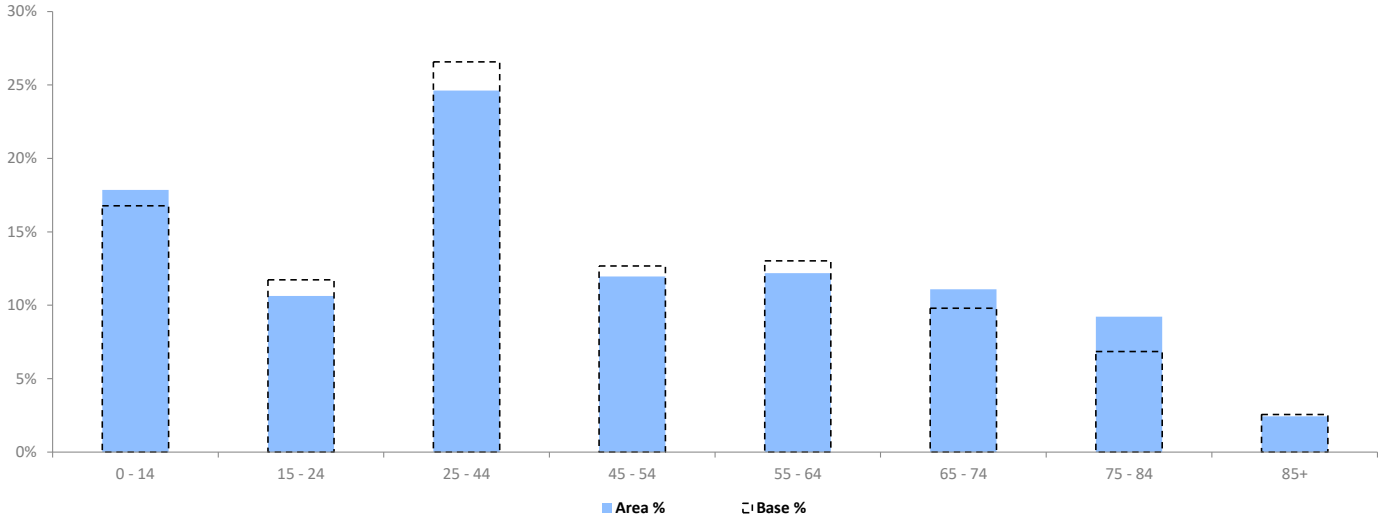


# POPULATION PROJECTIONS

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,384	17.8	16.8	<b>106</b>			
15 - 24	825	10.6	11.7	91			
25 - 44	1,909	24.6	26.6	93			
45 - 54	927	12.0	12.7	94			
55 - 64	945	12.2	13.0	94			
65 - 74	860	11.1	9.8	<b>113</b>			
75 - 84	715	9.2	6.9	<b>134</b>			
85+	189	2.4	2.6	96			
<b>Total population</b>	<b>7,754</b>						



# EXPENDITURE

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Area: P03503\_United Kingdom Inn, Willenhall, WV12 5PG (0.50 Mile contour)  
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 Year: 2023

## 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	£212,034	£66.53	£66.95	99			
2. Alcoholic beverages, tobacco and narcotics	£99,828	£31.32	£28.12	111			
3. Clothing & Footwear	£72,884	£22.87	£22.40	102			
4. Housing, water, electricity, gas and other fuels	£298,160	£93.55	£107.19	87			
5. Furnishings, equipment and routine maintenance	£110,834	£34.78	£36.85	94			
6. Health	£34,518	£10.83	£13.48	80			
7. Transport	£361,418	£113.40	£134.74	84			
8. Communication	£48,324	£15.16	£15.74	96			
9. Recreation & Culture	£197,723	£62.04	£64.16	97			
10. Education	£12,990	£4.08	£22.26	18			
11. Restaurants & Hotels	£180,061	£56.50	£67.11	84			
12. Miscellaneous goods and services	£325,792	£102.23	£109.86	93			
<b>Total Expenditure</b>	<b>£1,954,566</b>	<b>£613.29</b>	<b>£688.85</b>	<b>89</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.