

CGA LICENCED PREMISES

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Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.1
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	95.4	81.7	117			
Proprietary Club	1	9.5	7.3	131			
Registered Club	1	9.5	28.2	34			
Restaurant	5	47.7	32.1	149			
Residential	0	0.0	2.7	0			

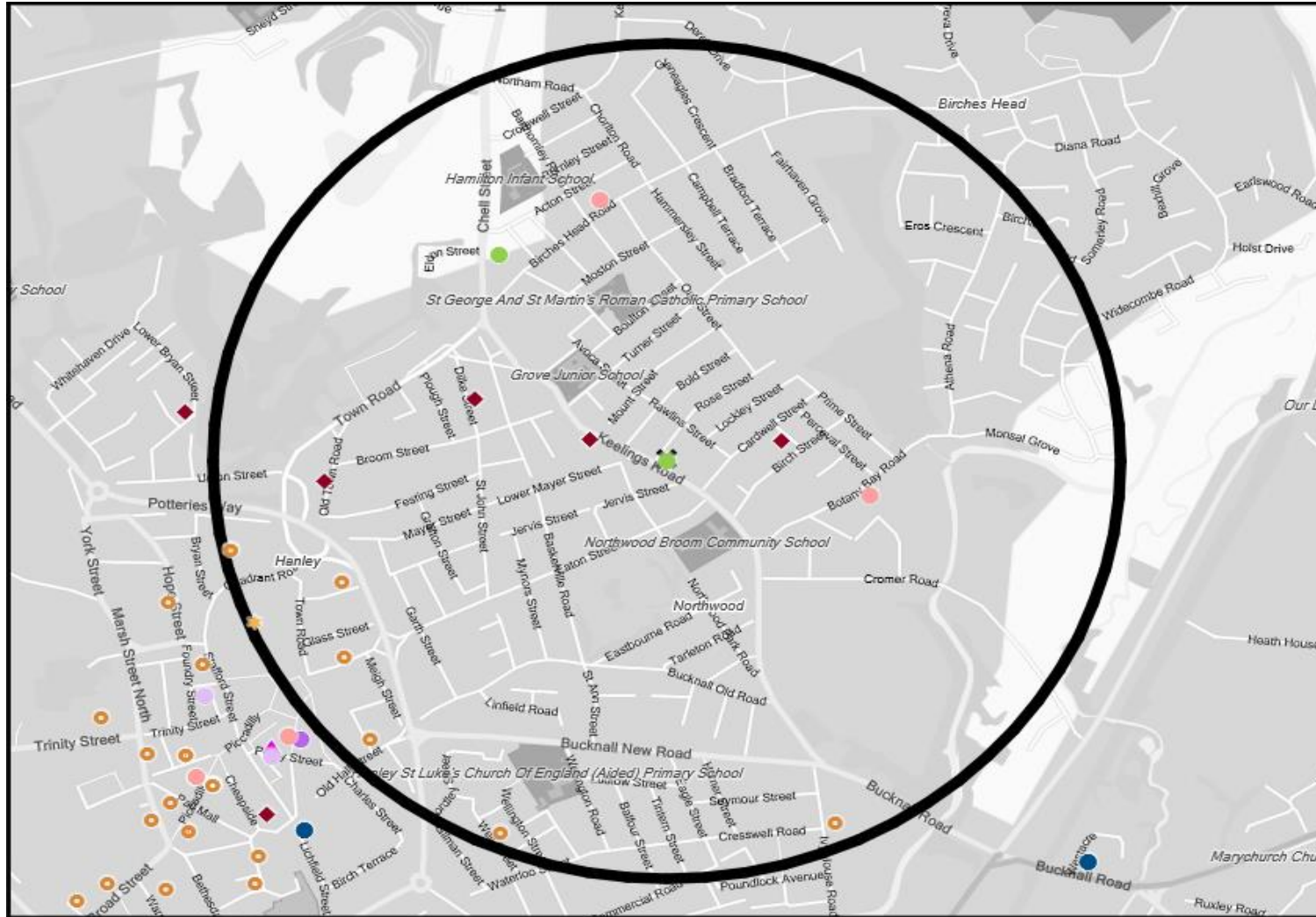
Name	Description	License Type	Owner Name	Postcode
Woodman	Independent Free	Pubs & Full On	Independent Free	ST 1 2AT
Golden Cup	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 1 2JS
Masons Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 1 2LJ
Rising Sun	Independent Free	Pubs & Full On	Independent Free	ST 1 3PS
Cheshire Cheese	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 1 6BA
Birches Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 1 6LL
Cat Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 1 6PA
Wheatsheaf Stores	Unknown	Pubs & Full On	Unknown	ST 1 6PB
Northwood Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 1 6PU
Cross Guns	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 1 6PW
Ali Baba Restaurant	Independent Free	Restaurant	Independent Free	ST 1 2EZ
J & G Meakins Cricket Club	Independent Free	Registered Club	Independent Free	ST 1 3NT
Maddogs Martial Arts	Independent Free	Proprietary Club	Independent Free	ST 1 6BA
Casa Argeseana	Independent Free	Restaurant	Independent Free	ST 1 2BL
Chiquito	Restaurant Group	Restaurant	Restaurant Group	ST 1 5BN
Bon Pan Asian	Independent Free	Restaurant	Independent Free	ST 1 5BN
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	ST 1 1PS

MAP OF AREA

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Source: OS Open Data 2018

Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (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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Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	51	1.0	22.1	4		
2 Rising Prosperity	43	0.8	10.2	8		
3 Comfortable Communities	908	17.4	26.5	66		
4 Financially Stretched	662	12.7	23.7	54		
5 Urban Adversity	3,545	68.1	17.2	396		
6 Not Private Households	0	0.0	0.3	0		
Total households		5,209				

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

Running into debt ← → Saving a lot

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 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	0	0.0	11.3	0		
1.C Mature Money	51	1.0	9.6	10		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	43	0.8	6.4	13		
3. Comfortable Communities						
3.F Countryside Communities	7	0.1	5.7	2		
3.G Successful Suburbs	60	1.2	6.0	19		
3.H Steady Neighbourhoods	402	7.7	7.4	104		
3.I Comfortable Seniors	237	4.5	2.9	159		
3.J Starting Out	202	3.9	4.6	85		
4. Financially Stretched						
4.K Student Life	3	0.1	2.5	2		
4.L Modest Means	198	3.8	8.0	48		
4.M Striving Families	419	8.0	7.4	108		
4.N Poorer Pensioners	42	0.8	5.8	14		
5. Urban Adversity						
5.O Young Hardship	2,640	50.7	6.3	811		
5.P Struggling Estates	75	1.4	5.7	25		
5.Q Difficult Circumstances	830	15.9	5.2	304		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	5,209					

Acorn Group 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.

A
B
C
D
E
F
G
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I
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L
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N
O
P
Q
R

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

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Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 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	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			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	51	1.0	2.5	40			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	43	0.8	3.4	24			
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	7	0.1	3.2	4			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	60	1.2	2.7	43			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
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	330	6.3	3.5	183			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	72	1.4	2.3	59			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	237	4.5	2.4	192			
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	172	3.3	2.2	153			
3.J.33 Smaller houses and starter homes	30	0.6	2.4	24			
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	3	0.1	1.9	3			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	59	1.1	2.6	43			
4.L.39 Fading owner occupied terraces	139	2.7	2.9	91			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	18	0.3	1.6	21			
4.M.43 Families in right-to-buy estates	112	2.2	2.0	105			
4.M.44 Post-war estates, limited means	289	5.5	2.2	255			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	0.3	0.8	37			
4.N.46 Elderly people in social rented flats	7	0.1	1.0	13			
4.N.47 Low income older people in smaller semis	20	0.4	2.2	17			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	169	3.2	2.2	148			
5.O.50 Struggling younger people in mixed tenure	148	2.8	1.8	158			
5.O.51 Young people in small, low cost terraces	2,323	44.6	2.3	1,969			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	72	1.4	1.6	88			
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	3	0.1	1.6	4			
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	141	2.7	1.8	154			
5.Q.59 Deprived areas and high-rise flats	689	13.2	2.0	671			
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	5,209						

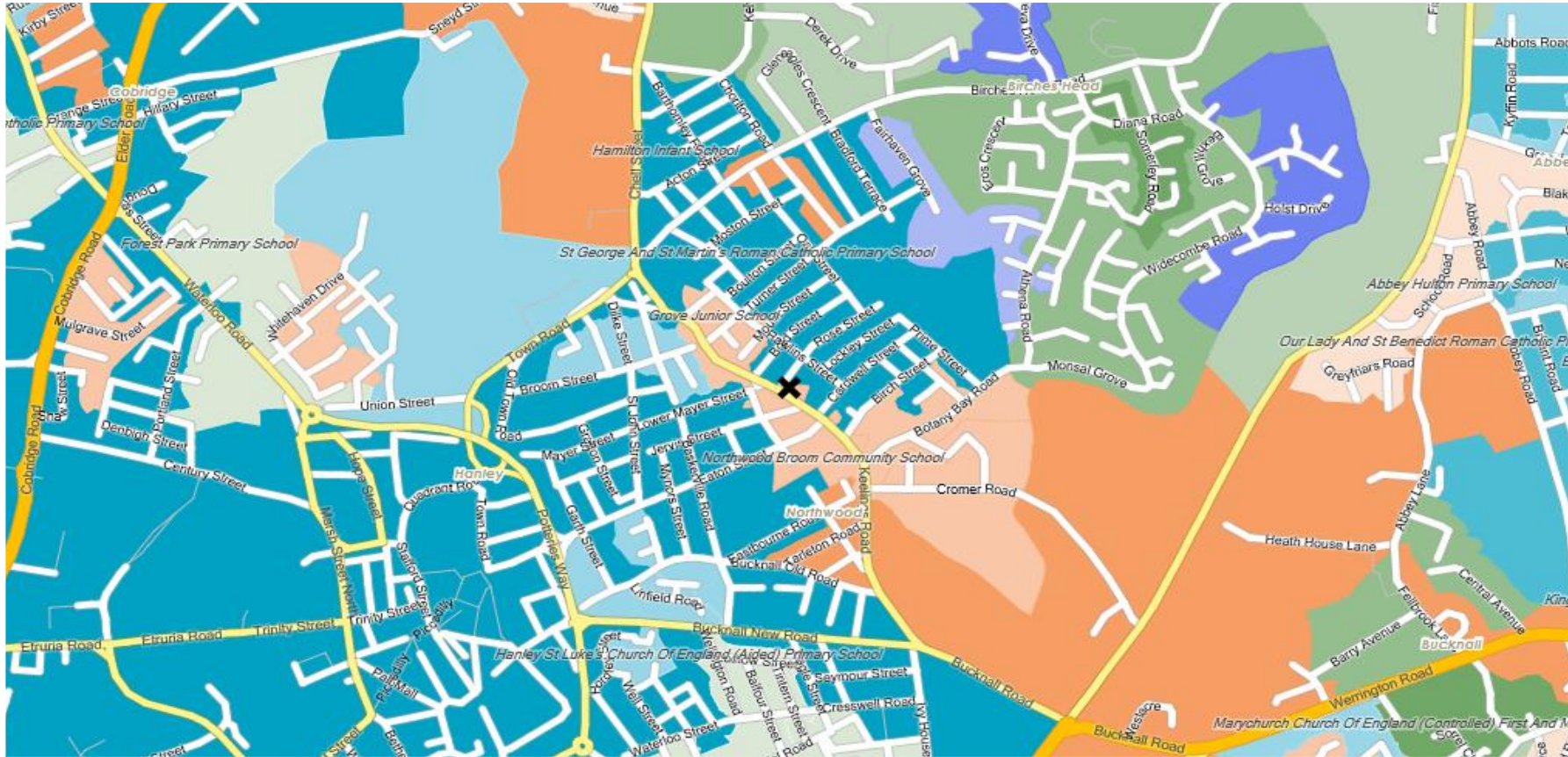
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 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+**

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%

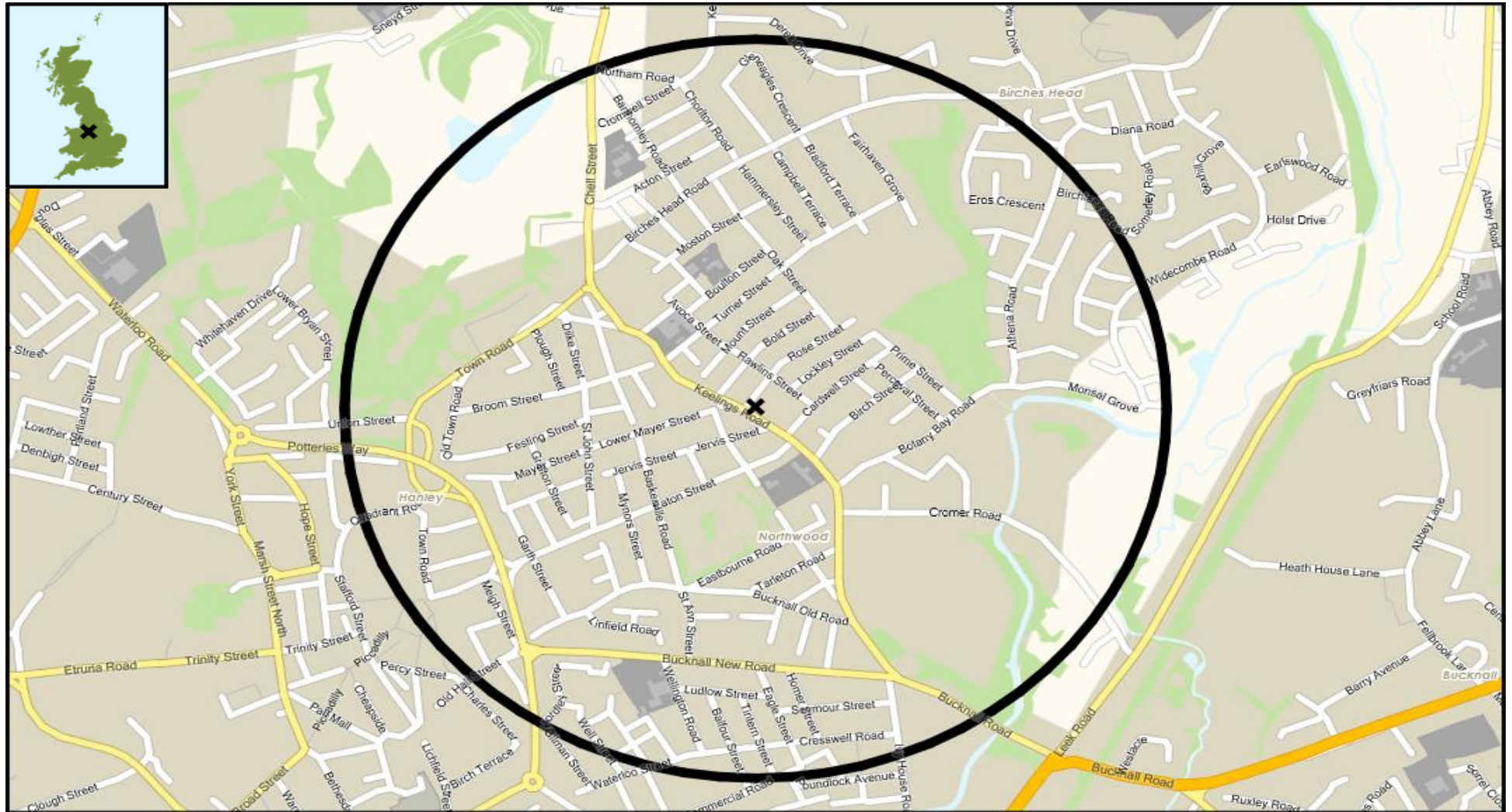


MAP OF AREA

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Source: OS Open Data 2018

Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 Mile contour)



POPULATION PROJECTIONS

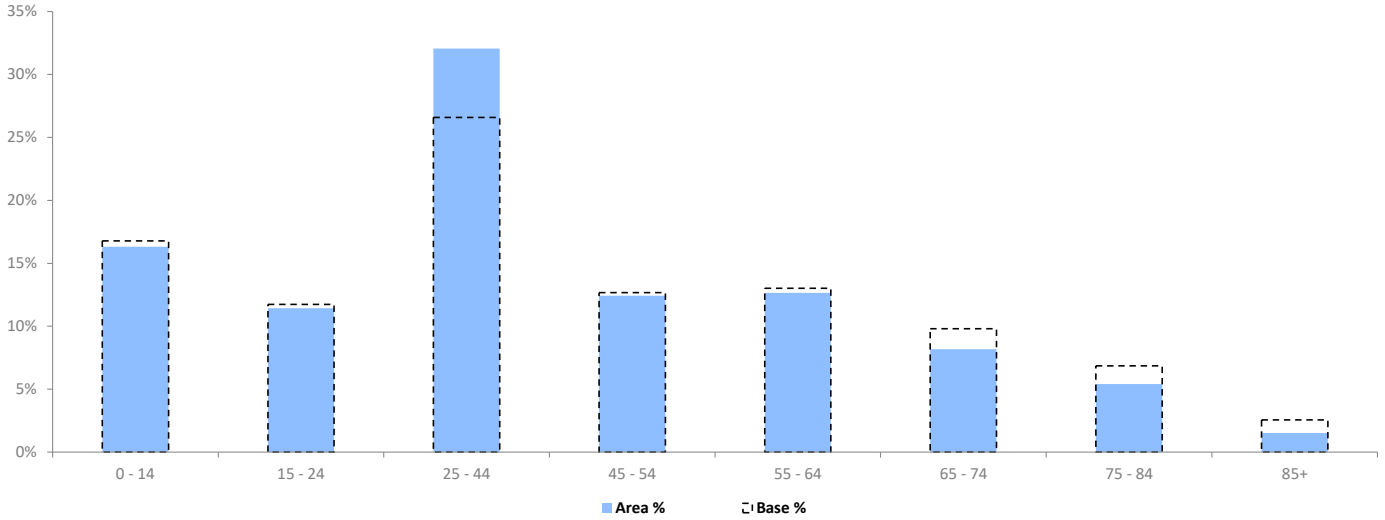
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Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,710	16.3	16.8	97			
15 - 24	1,198	11.4	11.7	97			
25 - 44	3,362	32.1	26.6	121			
45 - 54	1,303	12.4	12.7	98			
55 - 64	1,327	12.7	13.0	97			
65 - 74	857	8.2	9.8	83			
75 - 84	566	5.4	6.9	79			
85+	160	1.5	2.6	60			
Total population	10,483						



EXPENDITURE

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Area: P04591_Cat Inn, Stoke on Trent, ST1 6PA (0.50 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	£273,975	£56.13	£66.95	84			
2. Alcoholic beverages, tobacco and narcotics	£139,114	£28.50	£28.12	101			
3. Clothing & Footwear	£90,774	£18.60	£22.40	83			
4. Housing, water, electricity, gas and other fuels	£391,214	£80.15	£107.19	75			
5. Furnishings, equipment and routine maintenance	£131,519	£26.94	£36.85	73			
6. Health	£44,027	£9.02	£13.48	67			
7. Transport	£438,699	£89.88	£134.74	67			
8. Communication	£66,772	£13.68	£15.74	87			
9. Recreation & Culture	£229,182	£46.95	£64.16	73			
10. Education	£21,655	£4.44	£22.26	20			
11. Restaurants & Hotels	£219,309	£44.93	£67.11	67			
12. Miscellaneous goods and services	£386,669	£79.22	£109.86	72			
Total Expenditure	£2,432,910	£498.45	£688.85	72			

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.