

# POPULATION PROJECTIONS

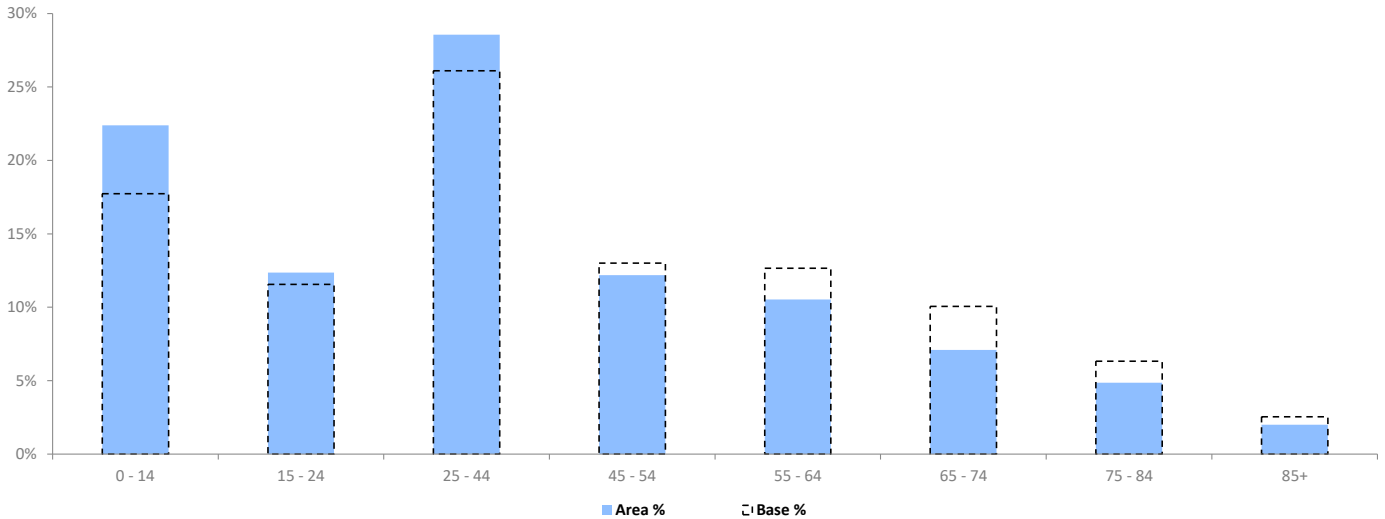
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Area: P04571\_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,652	22.4	17.7	<b>126</b>			
15 - 24	3,670	12.4	11.6	<b>107</b>			
25 - 44	8,484	28.6	26.1	<b>109</b>			
45 - 54	3,620	12.2	13.0	94			
55 - 64	3,129	10.5	12.7	83			
65 - 74	2,108	7.1	10.1	70			
75 - 84	1,442	4.9	6.3	77			
85+	597	2.0	2.5	79			
<b>Total population</b>	<b>29,702</b>						



# CGA LICENCED PREMISES

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Area: P04571\_Shrewsbury Arms, Dudley, DY1 1DA  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	114.5	85.9	133			
Proprietary Club	4	13.5	8.2	164			
Registered Club	2	6.7	30.1	22			
Restaurant	9	30.3	35.3	86			
Residential	0	0.0	3.5	0			

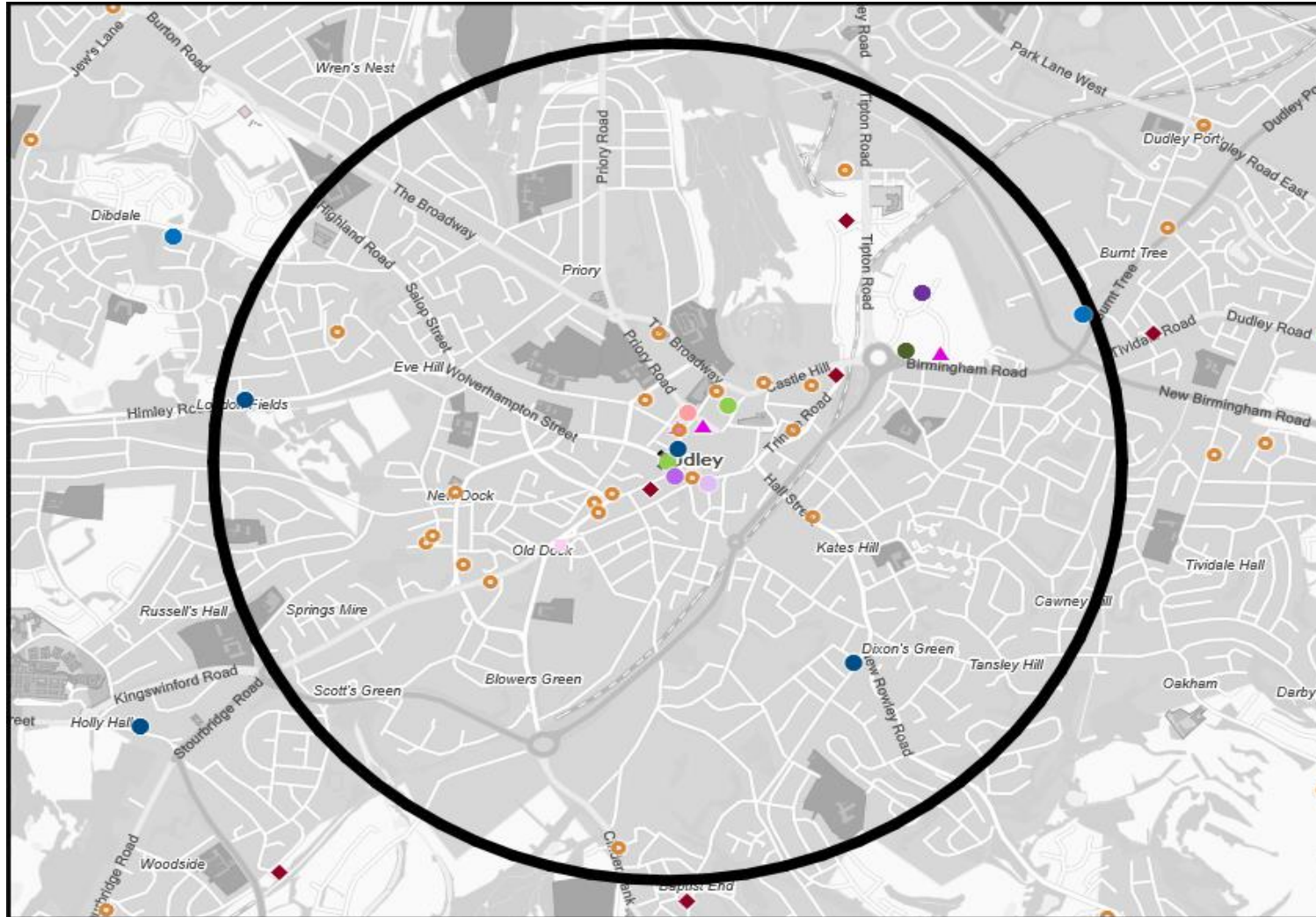
Name	Description	License Type	Owner Name	Postcode
White Swan	Independent Free	Pubs & Full On	Independent Free	DY 1 2BW
Shrewsbury Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 1 1DA
Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 1 1LQ
Court House	Black Country Ales	Pubs & Full On	Black Country Ales	DY 1 1LT
Old Priory	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY 1 1LU
Malt Shovel	Independent Free	Pubs & Full On	Independent Free	DY 1 1NB
Saracens Head	Amber Taverns	Pubs & Full On	Amber Taverns	DY 1 1NJ
Griffin	Marston's	Pubs & Full On	Marston's	DY 1 1NS
Cafe Grande	Independent Free	Pubs & Full On	Independent Free	DY 1 1NS
Full Moon	Wetherspoons GB	Pubs & Full On	Wetherspoon	DY 1 1PS
Little Barrel	Unknown	Pubs & Full On	Unknown	DY 1 1PY
Three Crowns	Independent Free	Pubs & Full On	Independent Free	DY 1 1QS
Lamp Tavern	Batham	Pubs & Full On	Batham	DY 1 1QT
Lodge	Independent Free	Restaurant	Independent Free	DY 1 1RD
Earl Of Dudleys Arms	Independent Free	Pubs & Full On	Independent Free	DY 1 1UA
Club Dudley	Independent Free	Registered Club	Independent Free	DY 1 2BN
Hilly House	Marston's	Pubs & Full On	Marston's	DY 1 2QH
Station Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 1 4RA
Bottle & Glass	Independent Free	Pubs & Full On	Independent Free	DY 1 4SQ
Dubliners	Independent Free	Pubs & Full On	Independent Free	DY 2 7AU
Bush Inn	Marston's	Pubs & Full On	Marston's	DY 2 8ED
Ye Olde Foundary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY 2 8NY
Hope Tavern	Independent Free	Pubs & Full On	Independent Free	DY 2 9BB
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DY 4 7UF
Dudley Town Hall	Independent Free	Pubs & Full On	Independent Free	DY 1 1HL
Dudley Zoo Services	Independent Free	Proprietary Club	Independent Free	DY 1 4AP
Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	DY 2 7BT
Harvester Castlegate	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DY 1 4TA
Britannia Inn	Independent Free	Pubs & Full On	Independent Free	DY 1 1QU
Village	KSL Capital Partners	Pubs & Full On	KSL Capital Partners	DY 1 4TB
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	DY 1 4SQ
Sk Dgrand Cabana	Independent Free	Pubs & Full On	Independent Free	DY 1 1QD
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	DY 1 4TA
Castle Casino	Independent Free	Proprietary Club	Independent Free	DY 1 4QQ
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	DY 1 4TA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DY 1 4TA
Chiquito	Restaurant Group	Restaurant	Restaurant Group	DY 1 4TA
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	DY 1 4TA
Bandit Queen	Independent Free	Proprietary Club	Independent Free	DY 2 8NZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DY 1 4TA
Queen Mary Restaurant	Independent Free	Pubs & Full On	Independent Free	DY 1 4QF
Twice The Spice	Independent Free	Restaurant	Independent Free	DY 1 1QP
Charlton House Restaurant And Bar	Independent Free	Restaurant	Independent Free	DY 1 1LU
Old Glasshouse	Independent Free	Pubs & Full On	Independent Free	DY 1 1HA
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	DY 1 4TB
Dubliner's	Independent Free	Pubs & Full On	Independent Free	DY 1 2QY
Workers' Institute Cafe	Independent Free	Restaurant	Independent Free	DY 1 4SQ
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	DY 1 4AL
Castle View	Greene King	Pubs & Full On	Greene King	DY 1 4RJ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04571\_Shrewsbury Arms, Dudley, DY1 1DA (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:** P04571\_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	426	3.5	22.0	16		
2 Rising Prosperity	36	0.3	10.1	3		
3 Comfortable Communities	2,603	21.7	26.2	83		
4 Financially Stretched	3,664	30.5	23.7	129		
5 Urban Adversity	5,233	43.6	17.6	248		
6 Not Private Households	41	0.3	0.3	102		
<b>Total households</b>				<b>12,003</b>		

### Acorn Category Pen Portrait

## 5 Urban Adversity

**Age range**  
25-34

**Financial situation**  
Running into debt ← → Saving a lot

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**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 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04571\_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

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	196	1.6	11.2	15		
1.C Mature Money	230	1.9	9.6	20		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	36	0.3	6.2	5		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	482	4.0	5.9	68		
3.H Steady Neighbourhoods	1,373	11.4	7.4	156		
3.I Comfortable Seniors	27	0.2	2.9	8		
3.J Starting Out	721	6.0	4.3	138		
<b>4. Financially Stretched</b>						
4.K Student Life	60	0.5	2.4	21		
4.L Modest Means	1,124	9.4	7.9	118		
4.M Striving Families	1,335	11.1	7.5	147		
4.N Poorer Pensioners	1,145	9.5	5.9	161		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,801	15.0	6.1	244		
5.P Struggling Estates	1,755	14.6	6.1	239		
5.Q Difficult Circumstances	1,677	14.0	5.3	261		
<b>6. Not Private Households</b>						
6.R Not Private Households	41	0.3	0.3	102		
<b>Total households</b>	<b>12,003</b>					

### Acorn Group Pen Portrait

**5 O Young Hardship**      2.7M UK Adults      5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING:

LEISURE:

WEBSITES:

#### DIGITAL ATTITUDES

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>52%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>38%</b> <small>UK average: 34%</small>
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#### KEY INTERNET USAGE

This group are more likely to **research credit cards** online

#### TECHNOLOGY USAGE

This group are more likely to **take out a credit card** online

This group are more likely to **watch TV on demand on a laptop**

#### FINANCIAL PROFILE

Household Income UK <b>£30k</b> London <b>£34k</b> <small>Average: £40k    Average: £44k</small>	% Disposable Income UK <b>39%</b> London <b>28%</b> <small>Average: 44%    Average: 39%</small>	Financial situation 
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**A B C D E F G H I J K L M 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: P04571\_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

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	0.2	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	138	1.1	2.6	44			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	39	0.3	2.2	15			
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	19	0.2	1.6	10			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	158	1.3	2.9	46			
1.C.12 Retired and empty nesters	72	0.6	2.5	24			
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	0.8	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	1.9	0			
2.E.19 First time buyers in small, modern homes	36	0.3	3.3	9			
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	1.1	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	269	2.2	2.6	85			
3.G.25 Larger family homes, multi-ethnic areas	213	1.8	0.8	216			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,261	10.5	3.4	305			
3.H.28 Owner occupied terraces, average income	26	0.2	1.6	14			
3.H.29 Established suburbs, older families	86	0.7	2.3	31			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	27	0.2	2.4	9			
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	171	1.4	2.1	68			
3.J.33 Smaller houses and starter homes	550	4.6	2.3	204			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	60	0.5	1.7	29			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	113	0.9	1.4	67			
4.L.38 Semi-skilled workers in traditional neighbourhoods	242	2.0	2.6	77			
4.L.39 Fading owner occupied terraces	183	1.5	2.9	53			
4.L.40 High occupancy terraces, culturally diverse family areas	586	4.9	1.0	489			
<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	159	1.3	1.7	79			
4.M.43 Families in right-to-buy estates	1,035	8.6	2.1	415			
4.M.44 Post-war estates, limited means	141	1.2	2.2	53			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	71	0.6	0.8	75			
4.N.46 Elderly people in social rented flats	205	1.7	1.1	157			
4.N.47 Low income older people in smaller semis	327	2.7	2.3	120			
4.N.48 Pensioners and singles in social rented flats	542	4.5	1.8	256			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	471	3.9	2.1	183			
5.O.50 Struggling younger people in mixed tenure	832	6.9	1.7	397			
5.O.51 Young people in small, low cost terraces	498	4.1	2.3	184			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	343	2.9	1.6	176			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	1,412	11.8	1.6	714			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	613	5.1	1.5	336			
5.Q.58 Singles and young families, some receiving benefits	580	4.8	1.8	270			
5.Q.59 Deprived areas and high-rise flats	484	4.0	2.0	198			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.0	0.1	57			
6.R.61 Inactive communal population	37	0.3	0.3	112			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>12,003</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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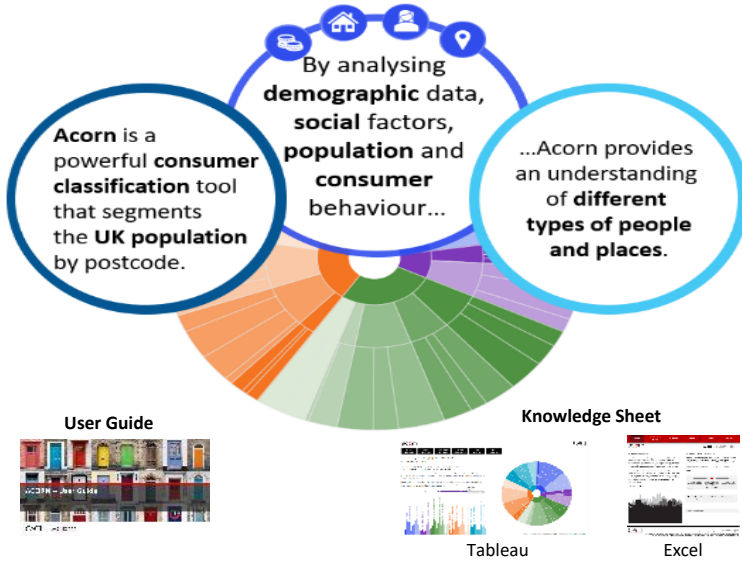
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

12.0M UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

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
- B. Executive Wealth
- C. Mature Money

