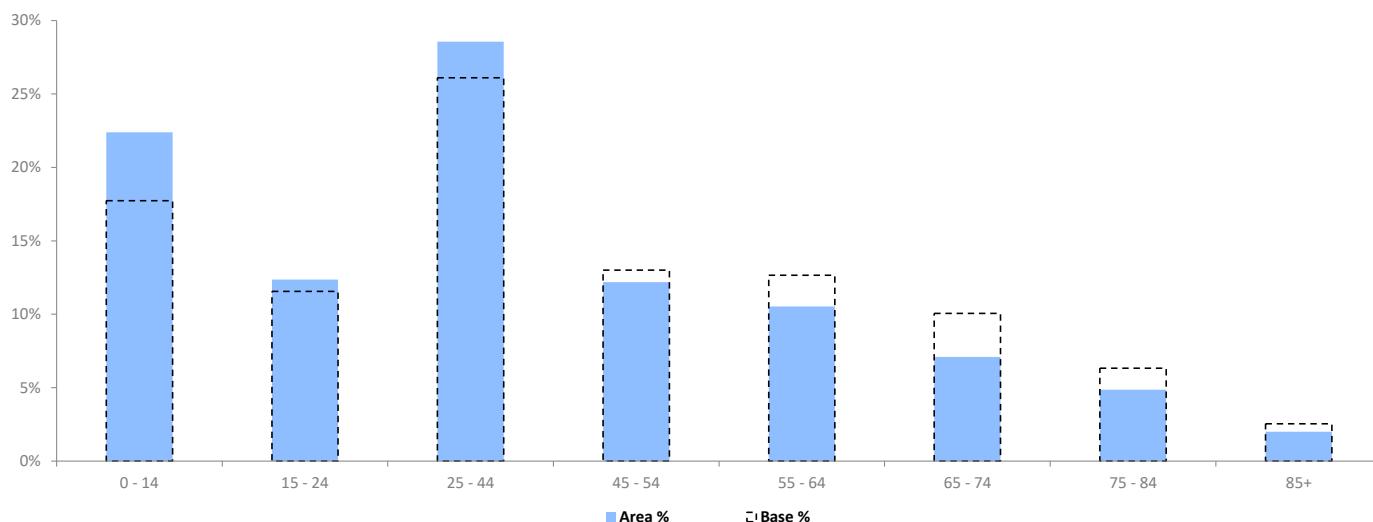


POPULATION PROJECTIONS

© 2022 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

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	126			
15 - 24	3,670	12.4	11.6	107			
25 - 44	8,484	28.6	26.1	109			
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			
Total population	29,702						



CGA LICENCED PREMISES

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

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			

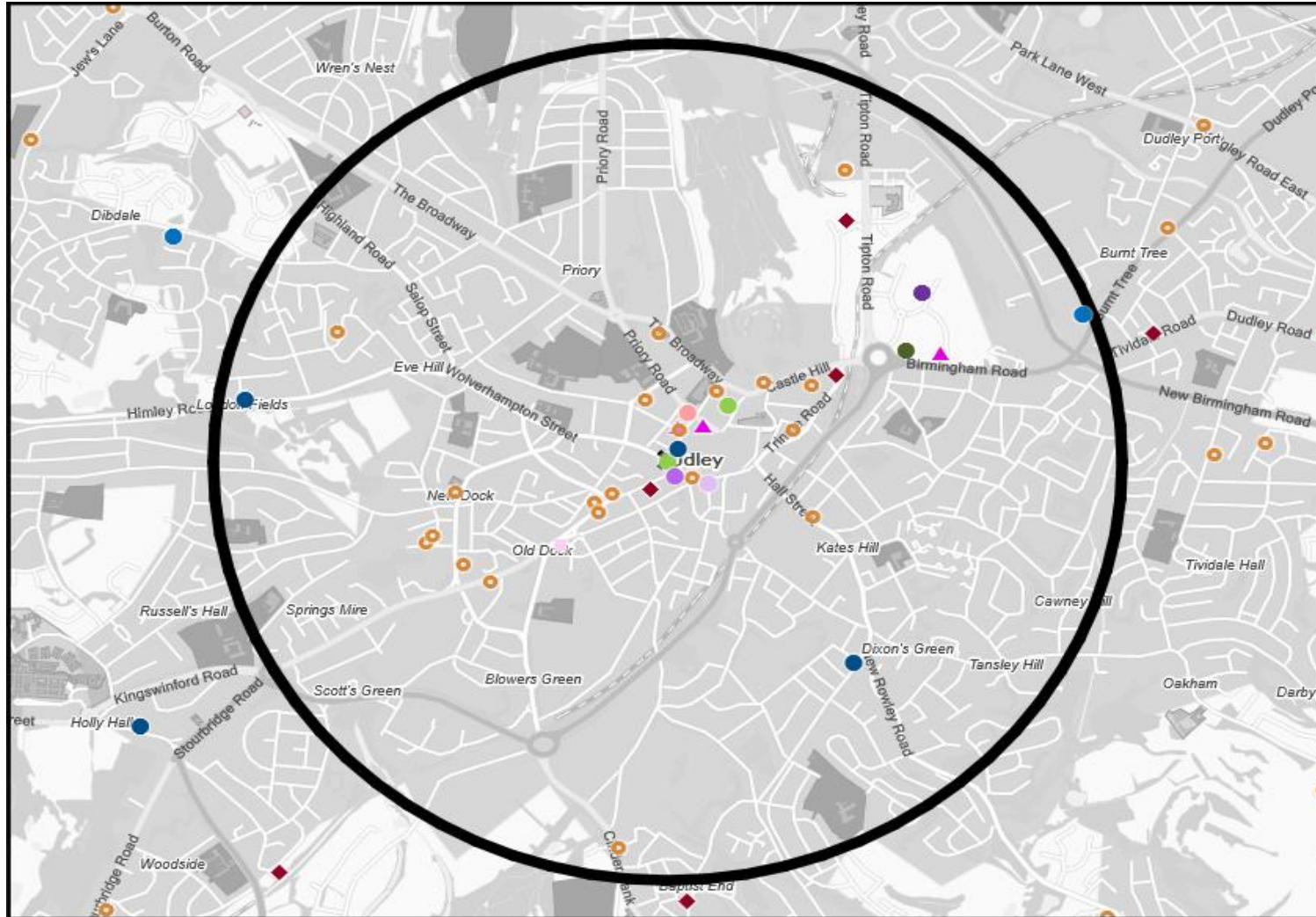
Name	Description	License Type	Owner Name	Postcode
White Swan	Independent Free	Pubs & Full On	Independent Free	DY 1 2BW
Shrewsbury Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 1 1DA
Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 1 1LQ
Court House	Black Country Ales	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

© 2022 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

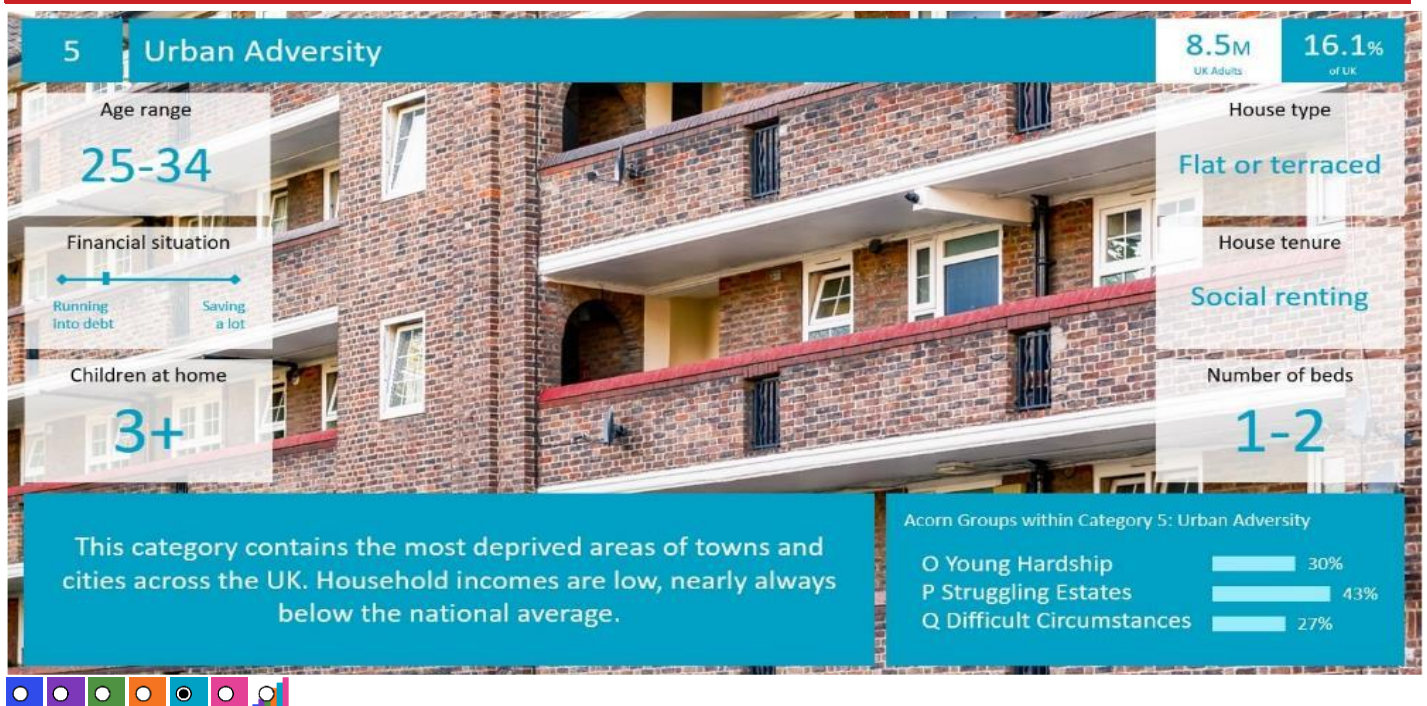
Area: P04571_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)

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		
 Graph							
Total households		12,003					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

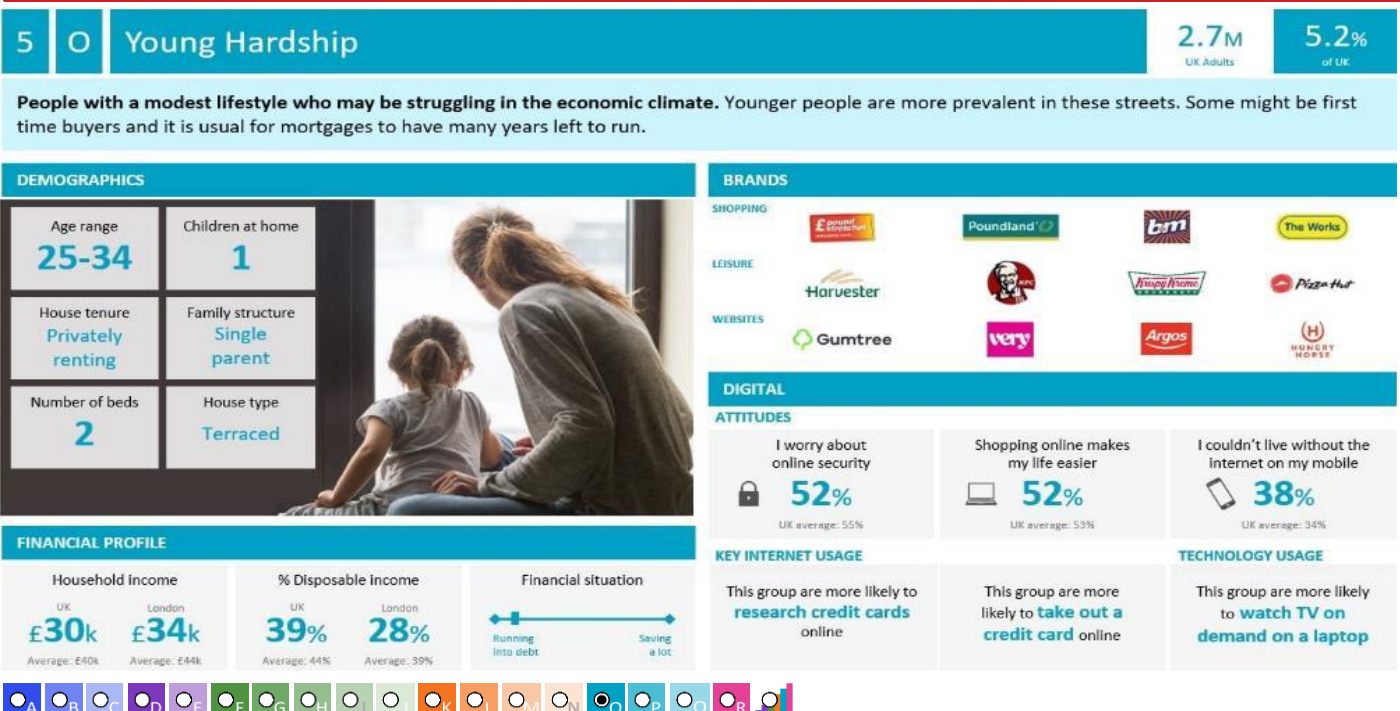
Area: P04571_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A	Lavish Lifestyles	0	0.0	1.1	0	<div><div></div></div>		
1.B	Executive Wealth	196	1.6	11.2	15	<div><div></div></div>		
1.C	Mature Money	230	1.9	9.6	20	<div><div></div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div><div></div></div>		
2.E	Career Climbers	36	0.3	6.2	5	<div><div></div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	0	0.0	5.7	0	<div><div></div></div>		
3.G	Successful Suburbs	482	4.0	5.9	68	<div><div></div></div>		
3.H	Steady Neighbourhoods	1,373	11.4	7.4	156	<div><div></div></div>		
3.I	Comfortable Seniors	27	0.2	2.9	8	<div><div></div></div>		
3.J	Starting Out	721	6.0	4.3	138	<div><div></div></div>		
4. Financially Stretched								
4.K	Student Life	60	0.5	2.4	21	<div><div></div></div>		
4.L	Modest Means	1,124	9.4	7.9	118	<div><div></div></div>		
4.M	Striving Families	1,335	11.1	7.5	147	<div><div></div></div>		
4.N	Poorer Pensioners	1,145	9.5	5.9	161	<div><div></div></div>		
5. Urban Adversity								
5.O	Young Hardship	1,801	15.0	6.1	244	<div><div></div></div>		
5.P	Struggling Estates	1,755	14.6	6.1	239	<div><div></div></div>		
5.Q	Difficult Circumstances	1,677	14.0	5.3	261	<div><div></div></div>		
6. Not Private Households								
6.R	Not Private Households	41	0.3	0.3	102	<div><div></div></div>		
Total households		12,003						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04571_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)

Base: Great Britain

Year: 2021

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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	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			
1.C Mature Money								
	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			
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	0.8	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	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			
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	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs								
	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			
3.H Steady Neighbourhoods								
	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			
3.I Comfortable Seniors								
	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			
3.J Starting Out								
	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			
4. Financially Stretched								
4.K Student Life								
	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			
4.L Modest Means								
	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			
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	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			
4.N Poorer Pensioners								
	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			
5. Urban Adversity								
5.O Young Hardship								
	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			
5.P Struggling Estates								
	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			
5.Q Difficult Circumstances								
	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			
6. Not Private Households								
6.R Not Private Households								
	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			
Total households		12,003						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P04571_Shrewsbury Arms, Dudley, DY1 1DA (1 Mile contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

© 2022 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

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
3. Comfortable Communities	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

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

