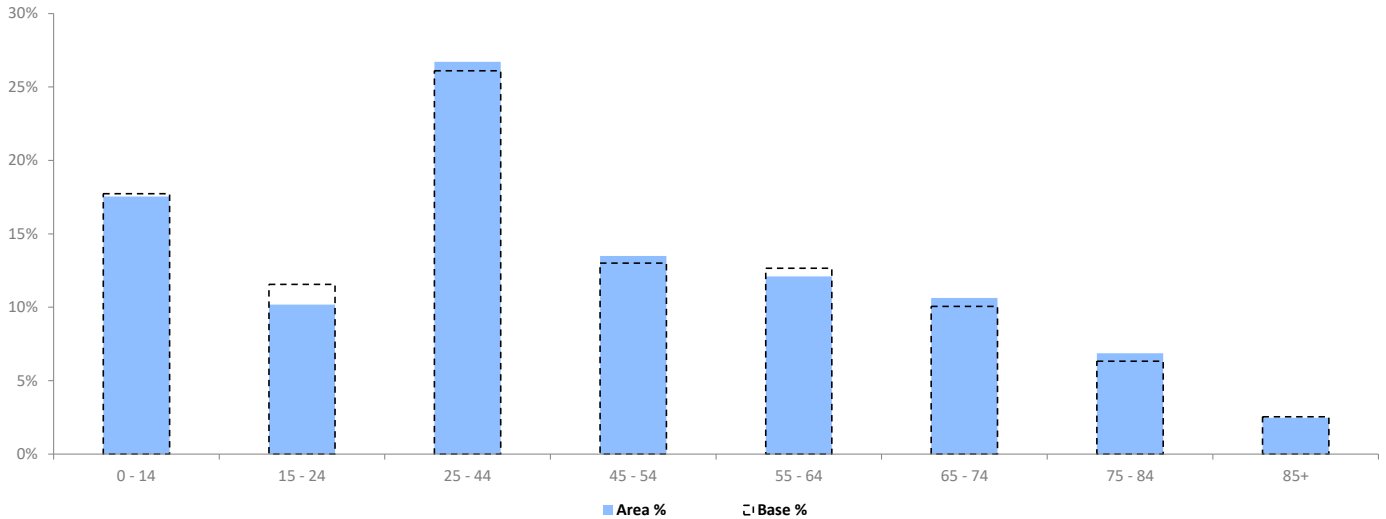


POPULATION PROJECTIONS

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Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,429	17.5	17.7	99			
15 - 24	3,150	10.2	11.6	88			
25 - 44	8,273	26.7	26.1	102			
45 - 54	4,176	13.5	13.0	104			
55 - 64	3,747	12.1	12.7	96			
65 - 74	3,292	10.6	10.1	106			
75 - 84	2,125	6.9	6.3	109			
85+	766	2.5	2.5	97			
Total population	30,958						



CGA LICENCED PREMISES

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Area: P01858_Ye Olde Seven Stars, Kidderminster,
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	109.8	85.9	128			
Proprietary Club	6	19.4	8.2	236			
Registered Club	6	19.4	30.1	64			
Restaurant	11	35.5	35.3	101			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Blue Bell	Marston's	Pubs & Full On	Marston's	DY10 2QQ
Swan	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY10 1DA
Boars Head	Marston's	Pubs & Full On	Marston's	DY10 1EA
Kidderminster Harriers Football Club	Independent Free	Proprietary Club	Independent Free	DY10 1NB
Harriers Arms	Independent Free	Pubs & Full On	Independent Free	DY10 1NB
Golden Lion	Independent Free	Pubs & Full On	Independent Free	DY10 1PX
King & Castle	Independent Free	Pubs & Full On	Independent Free	DY10 1QX
Chung Ying Restaurant	Independent Free	Restaurant	Independent Free	DY10 1QG
Railway Bell	Marston's	Pubs & Full On	Marston's	DY10 1QN
St Ambroses Catholic Social Club	Independent Free	Registered Club	Independent Free	DY10 1RP
Railway Train	Independent Free	Pubs & Full On	Independent Free	DY10 1SL
Chester Road Sporting Club	Independent Free	Registered Club	Independent Free	DY10 1TH
Chester Road Bowling Club	Independent Free	Registered Club	Independent Free	DY10 1TE
Station Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY10 1UG
Ye Olde Seven Stars	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY10 2BG
Divine Indian Cuisine	Independent Free	Restaurant	Independent Free	DY10 2DU
Red Man	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY10 2DZ
Peacock	Independent Free	Pubs & Full On	Independent Free	DY10 2EE
Rose Theatre	Independent Free	Pubs & Full On	Independent Free	DY10 2RX
Hare & Hounds	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY10 2UL
Land Oak	Marston's	Pubs & Full On	Marston's	DY10 2SA
Kidderminster Golf Club	Independent Free	Registered Club	Independent Free	DY10 3HS
Gainsborough House Hotel	Independent Free	Pubs & Full On	Independent Free	DY11 6BS
Weary Traveller	Marston's	Pubs & Full On	Marston's	DY11 6QJ
China Lodge	Independent Free	Restaurant	Independent Free	DY11 6RS
Castle Inn	Independent Free	Pubs & Full On	Independent Free	DY11 6TE
Weavers	Independent Free	Pubs & Full On	Independent Free	DY11 6TG
Sportsman	Marston's	Pubs & Full On	Marston's	DY11 6UE
La Brasserie	Independent Free	Restaurant	Independent Free	DY11 6UU
St Johns Club Institute	Independent Free	Registered Club	Independent Free	DY11 6YD
Severn Valley Railway	Independent Free	Pubs & Full On	Independent Free	DY10 1QX
Pockets Snooker Club	Independent Free	Proprietary Club	Independent Free	DY10 2AD
New Sher E Punjab Restaurant	Independent Free	Restaurant	Independent Free	DY10 1PY
Watermill	Marston's	Pubs & Full On	Marston's	DY11 6TL
45 Live	Independent Free	Pubs & Full On	Independent Free	DY10 1BB
Pennies	Independent Free	Pubs & Full On	Independent Free	DY10 2AZ
Shipleys Luxury Bingo	Shipleys Mirage Leisure Ltd	Proprietary Club	Shipleys Mirage Leisure Ltd	DY10 1AF
Nubu	Independent Free	Proprietary Club	Independent Free	DY10 1HH
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	DY11 6UT
Cafe Masala	Independent Free	Restaurant	Independent Free	DY11 6XB
Kidderminster Carolians Rugby Club	Independent Free	Registered Club	Independent Free	DY11 5HP
Nubar	Independent Free	Pubs & Full On	Independent Free	DY10 1AE
Wok & Roll	Independent Free	Restaurant	Independent Free	DY10 1PA
Q2	Independent Free	Proprietary Club	Independent Free	DY10 1JF
Paradise Balti	Independent Free	Restaurant	Independent Free	DY11 6UU
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DY10 1AA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	DY11 6TL
Weavers Real Ale House	Independent Free	Pubs & Full On	Independent Free	DY10 1QH
Love Food	Independent Free	Restaurant	Independent Free	DY10 1AF
Secret Garden & Bar	Independent Free	Pubs & Full On	Independent Free	DY10 1AF
Beer Emporium & Cider House	Independent Free	Pubs & Full On	Independent Free	DY10 1AR
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	DY10 1BY
Chapel Bar And Kitchen	Independent Free	Pubs & Full On	Independent Free	DY11 6UU

CGA LICENCED PREMISES

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Area: P01858_Ye Olde Seven Stars, Kidderminster,
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	109.8	85.9	128			
Proprietary Club	6	19.4	8.2	236			
Registered Club	6	19.4	30.1	64			
Restaurant	11	35.5	35.3	101			
Residential	0	0.0	3.5	0			

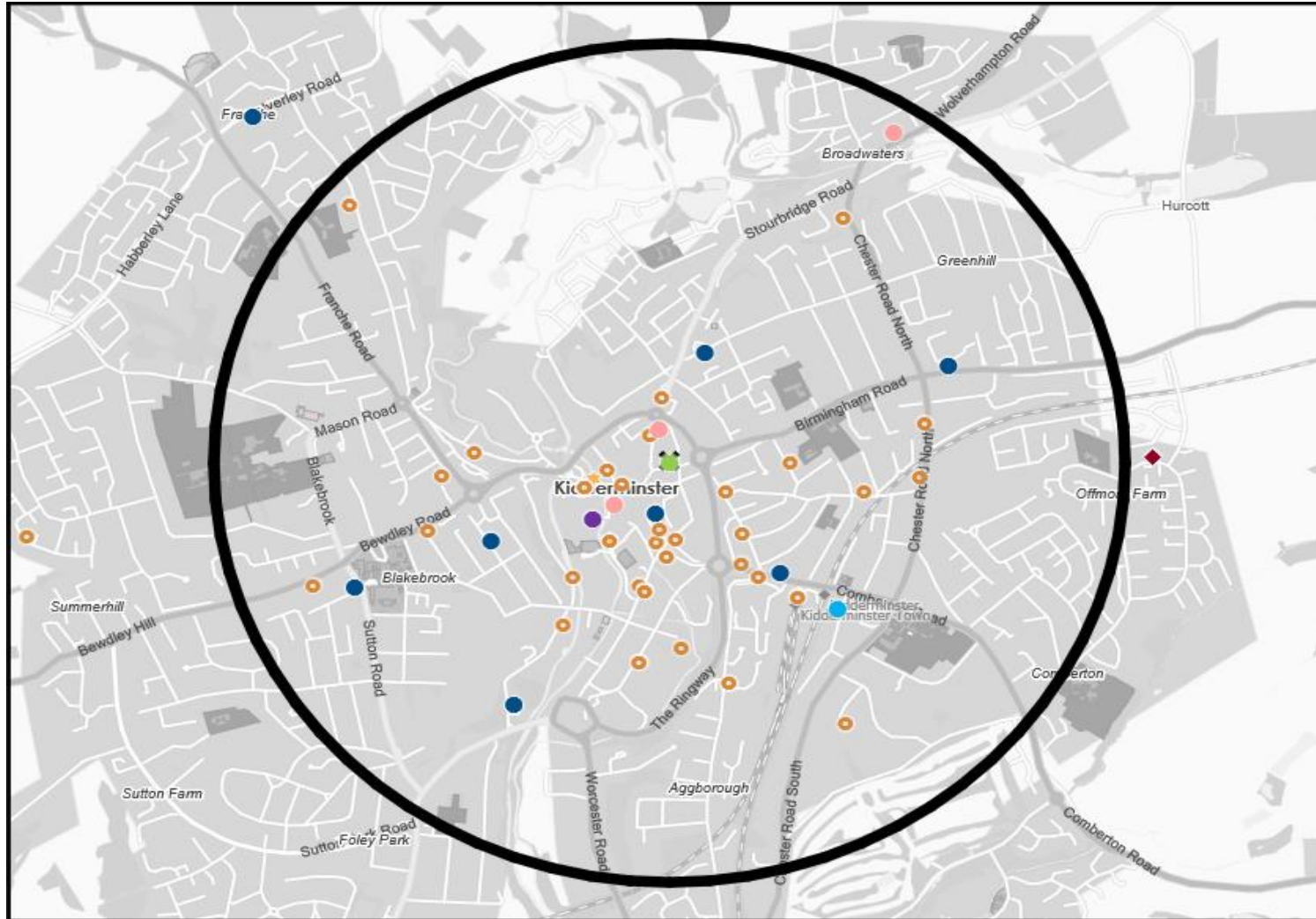
Name	Description	License Type	Owner Name	Postcode
Avatar Bowling	Independent Free	Proprietary Club	Independent Free	DY10 1JF
Tappeto Lounge	Loungers	Pubs & Full On	Loungers	DY10 1BY
Wall To Wall	Independent Free	Pubs & Full On	Independent Free	DY10 1BY
Bear And Wolf	Independent Free	Pubs & Full On	Independent Free	DY10 1ED

MAP OF AREA

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Source: OS Open Data 2018

Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (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**
 - ✕ Hotels
- Restaurants**
 - ★ Restaurants
- Leisure**
 - ▲ Leisure
- Independent**
 - Independent
- Other**
 - ◆ Other
- Site Location**
 - ✕ Site Location
- Boundary**
 - Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,432	10.2	22.0	46		
2 Rising Prosperity	153	1.1	10.1	11		
3 Comfortable Communities	5,056	36.0	26.2	137		
4 Financially Stretched	3,611	25.7	23.7	108		
5 Urban Adversity	3,795	27.0	17.6	153		
6 Not Private Households	11	0.1	0.3	23		
Graph						
Total households	14,058					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (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	24	0.2	1.1	15		
1.B Executive Wealth	371	2.6	11.2	24		
1.C Mature Money	1,037	7.4	9.6	77		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	153	1.1	6.2	18		
3. Comfortable Communities						
3.F Countryside Communities	224	1.6	5.7	28		
3.G Successful Suburbs	1,416	10.1	5.9	171		
3.H Steady Neighbourhoods	1,703	12.1	7.4	165		
3.I Comfortable Seniors	484	3.4	2.9	119		
3.J Starting Out	1,229	8.7	4.3	201		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	2,034	14.5	7.9	183		
4.M Striving Families	656	4.7	7.5	62		
4.N Poorer Pensioners	921	6.6	5.9	111		
5. Urban Adversity						
5.O Young Hardship	2,521	17.9	6.1	292		
5.P Struggling Estates	571	4.1	6.1	66		
5.Q Difficult Circumstances	703	5.0	5.3	94		
6. Not Private Households						
6.R Not Private Households	11	0.1	0.3	23		
Total households	14,058					

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 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced



FINANCIAL PROFILE

Household Income UK £30k London £34k Average: £40k Average: £44k	% Disposable Income UK 39% London 28% Average: 44% Average: 39%	Financial situation
--------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	-------------------------

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 52% UK average: 55%	Shopping online makes my life easier 52% UK average: 53%	I couldn't live without the internet on my mobile 38% UK average: 34%
----------------------------------------------------------------	-----------------------------------------------------------------------	------------------------------------------------------------------------------------

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**

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

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Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (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
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	24	0.2	0.9	20			
1.B Executive Wealth							
1.B.4 Asset rich families	179	1.3	2.6	49			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	106	0.8	2.2	34			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	21	0.1	1.5	10			
1.B.9 Well-off edge of towners	65	0.5	1.6	29			
1.C Mature Money							
1.C.10 Better-off villagers	31	0.2	3.0	7			
1.C.11 Settled suburbia, older people	461	3.3	2.9	115			
1.C.12 Retired and empty nesters	308	2.2	2.5	88			
1.C.13 Upmarket downsizers	237	1.7	1.3	129			
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	57	0.4	1.9	22			
2.E.19 First time buyers in small, modern homes	96	0.7	3.3	21			
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	224	1.6	3.2	50			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,205	8.6	2.6	325			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	211	1.5	2.4	62			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,019	7.2	3.4	211			
3.H.28 Owner occupied terraces, average income	16	0.1	1.6	7			
3.H.29 Established suburbs, older families	668	4.8	2.3	204			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	484	3.4	2.4	143			
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	160	1.1	2.1	54			
3.J.33 Smaller houses and starter homes	1,069	7.6	2.3	338			
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	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	286	2.0	1.4	144			
4.L.38 Semi-skilled workers in traditional neighbourhoods	929	6.6	2.6	251			
4.L.39 Fading owner occupied terraces	819	5.8	2.9	202			
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	10	0.1	1.6	4			
4.M.42 Struggling young families in post-war terraces	222	1.6	1.7	94			
4.M.43 Families in right-to-buy estates	276	2.0	2.1	95			
4.M.44 Post-war estates, limited means	148	1.1	2.2	48			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	174	1.2	0.8	158			
4.N.46 Elderly people in social rented flats	160	1.1	1.1	105			
4.N.47 Low income older people in smaller semis	162	1.2	2.3	51			
4.N.48 Pensioners and singles in social rented flats	425	3.0	1.8	171			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	671	4.8	2.1	222			
5.O.50 Struggling younger people in mixed tenure	781	5.6	1.7	318			
5.O.51 Young people in small, low cost terraces	1,069	7.6	2.3	337			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	239	1.7	1.6	105			
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	332	2.4	1.6	143			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	0.4	1.5	29			
5.Q.58 Singles and young families, some receiving benefits	229	1.6	1.8	91			
5.Q.59 Deprived areas and high-rise flats	413	2.9	2.0	144			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	4	0.0	0.1	49			
6.R.61 Inactive communal population	7	0.0	0.3	18			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,058						

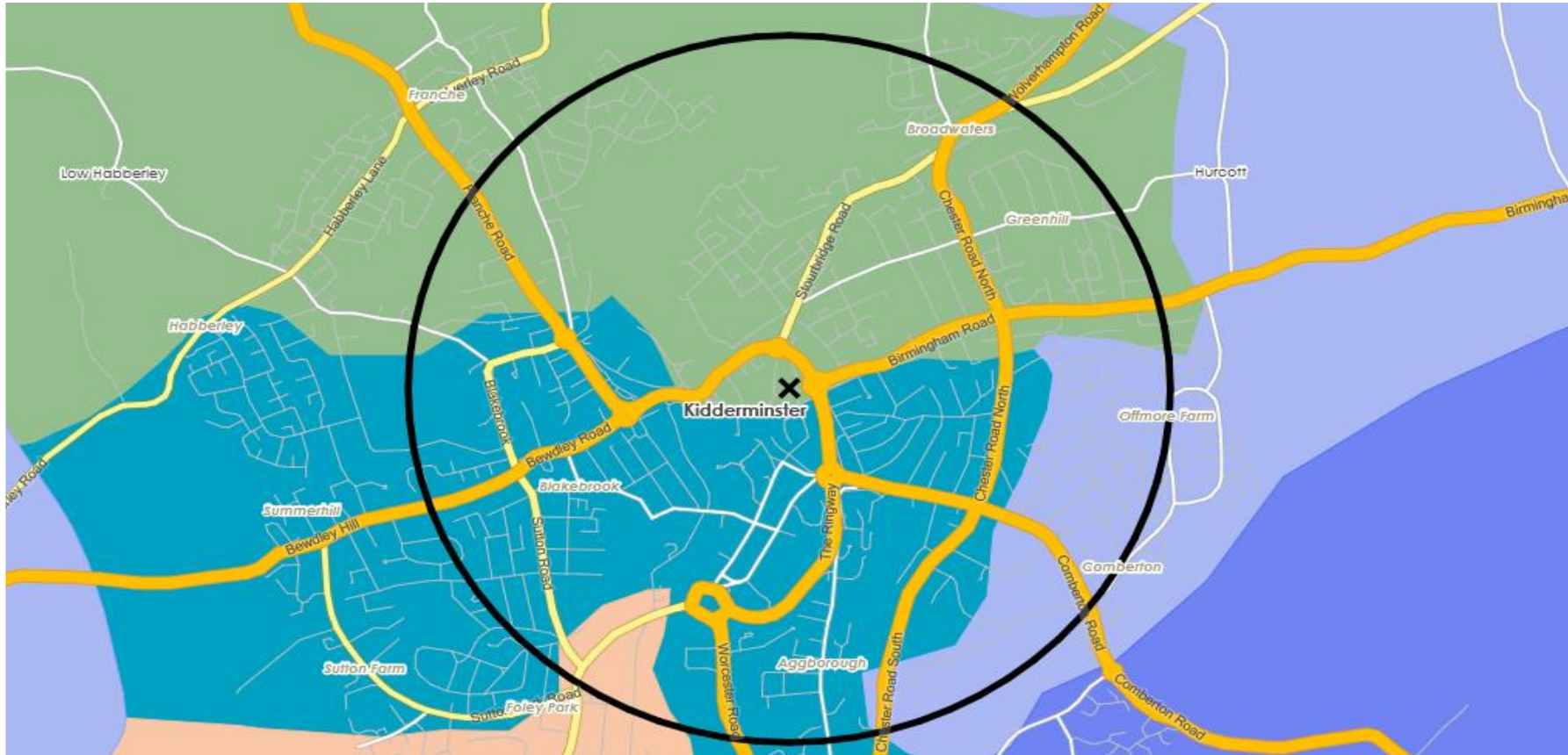
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (1 Mile contour)



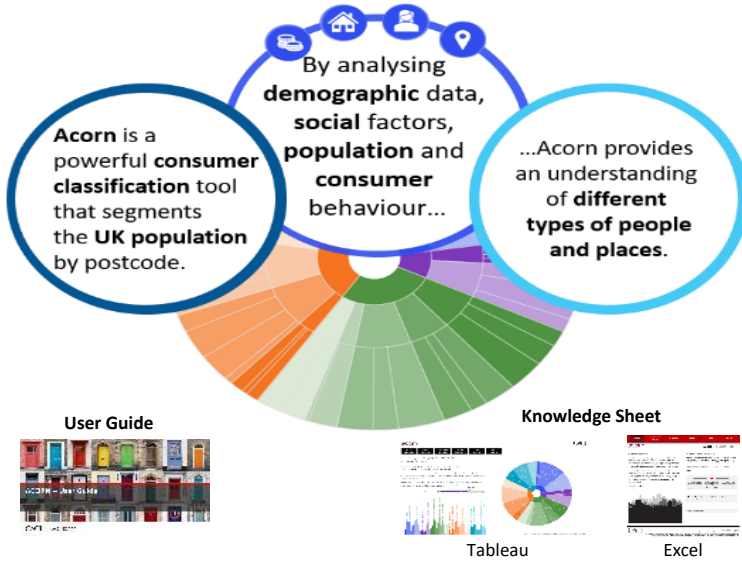
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

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

Children at home: **0**

12.0M 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
- B. Executive Wealth
- C. Mature Money

