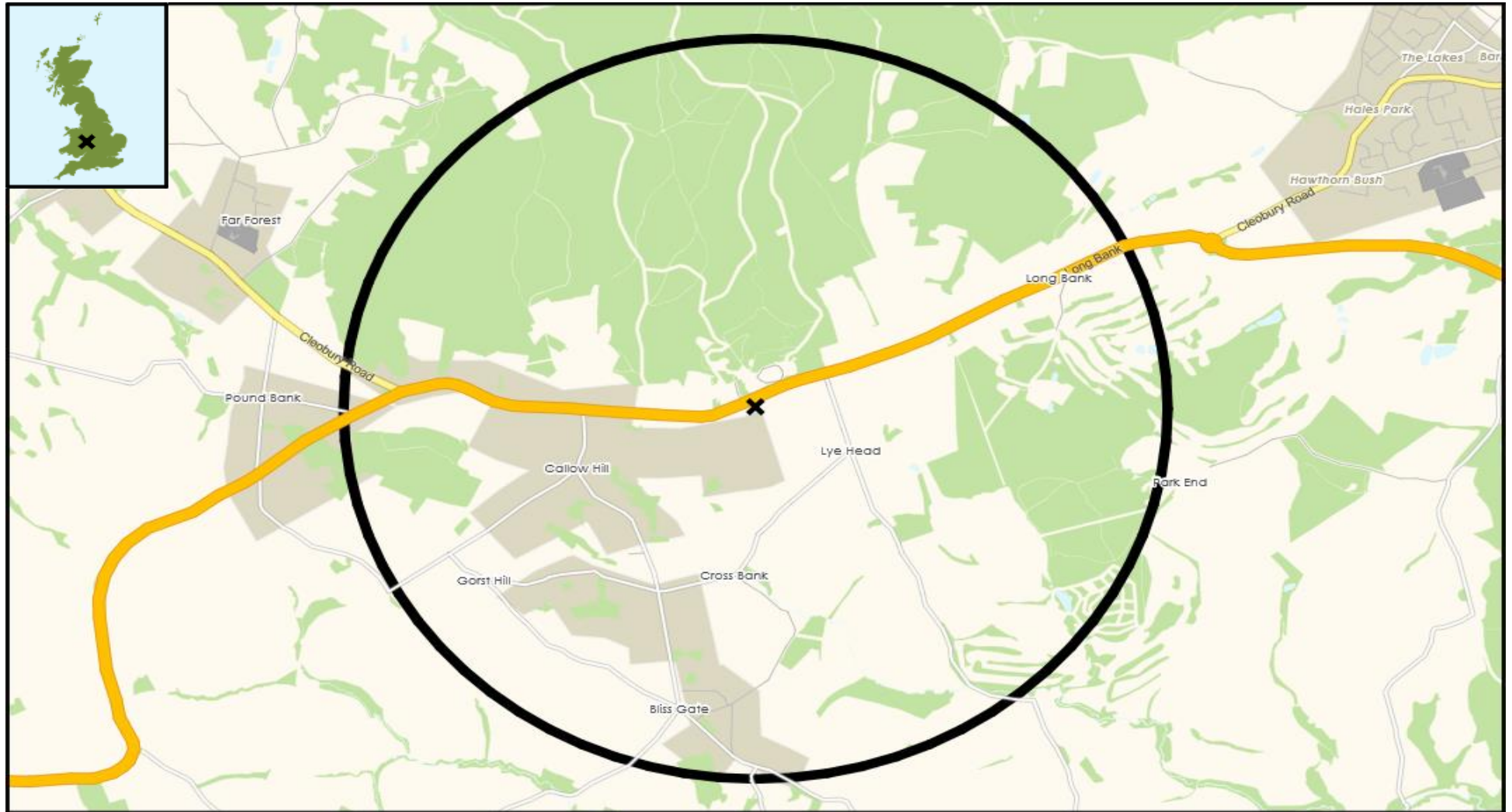


MAP OF AREA

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Source: OS Open Data 2018

Area: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)



POPULATION PROJECTIONS

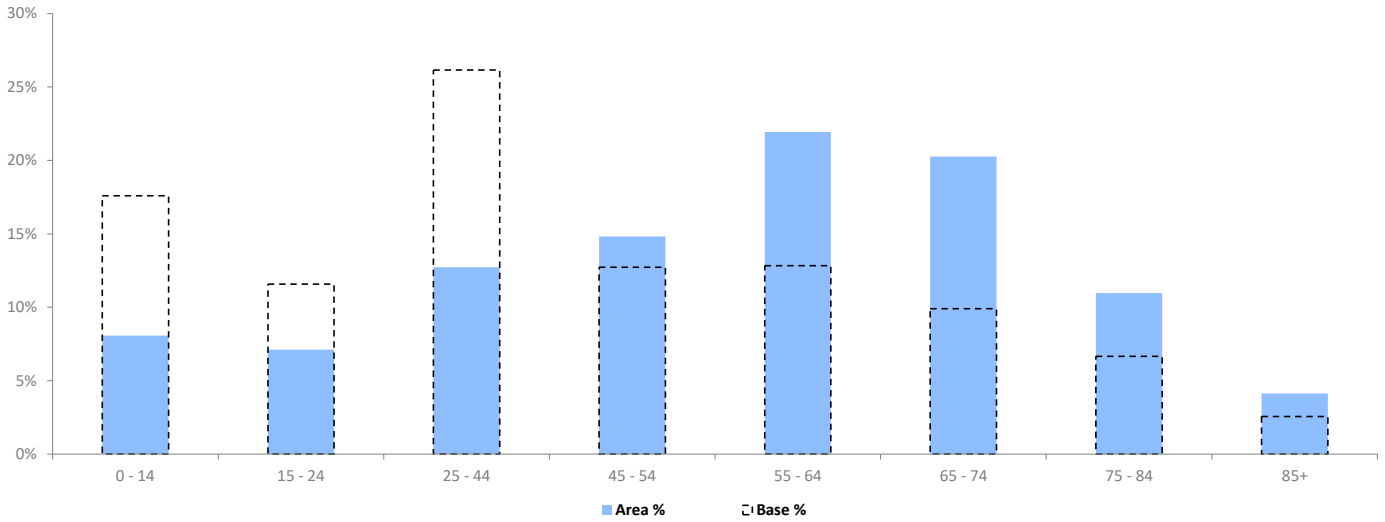
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Area: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	92	8.1	17.6	46			
15 - 24	81	7.1	11.6	61			
25 - 44	145	12.7	26.2	49			
45 - 54	169	14.8	12.7	117			
55 - 64	250	21.9	12.8	171			
65 - 74	231	20.3	9.9	205			
75 - 84	125	11.0	6.7	165			
85+	47	4.1	2.6	161			
Total population	1,140						



EXPENDITURE

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Area: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	£42,598	£82.55	£73.74	112			
2. Alcoholic beverages, tobacco and narcotics	£15,033	£29.13	£27.43	106			
3. Clothing & Footwear	£26,527	£51.41	£41.92	123			
4. Housing, water, electricity, gas and other fuels	£57,203	£110.86	£92.23	120			
5. Furnishings, equipment and routine maintenance	£29,222	£56.63	£39.49	143			
6. Health	£12,159	£23.56	£16.97	139			
7. Transport	£72,595	£140.69	£115.30	122			
8. Communication	£7,482	£14.50	£14.64	99			
9. Recreation & Culture	£66,399	£128.68	£100.48	128			
10. Education	£5,649	£10.95	£22.34	49			
11. Restaurants & Hotels	£52,286	£101.33	£82.30	123			
12. Miscellaneous goods and services	£61,990	£120.14	£104.94	114			
Total Expenditure	£449,143	£870.43	£731.77	119			



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.

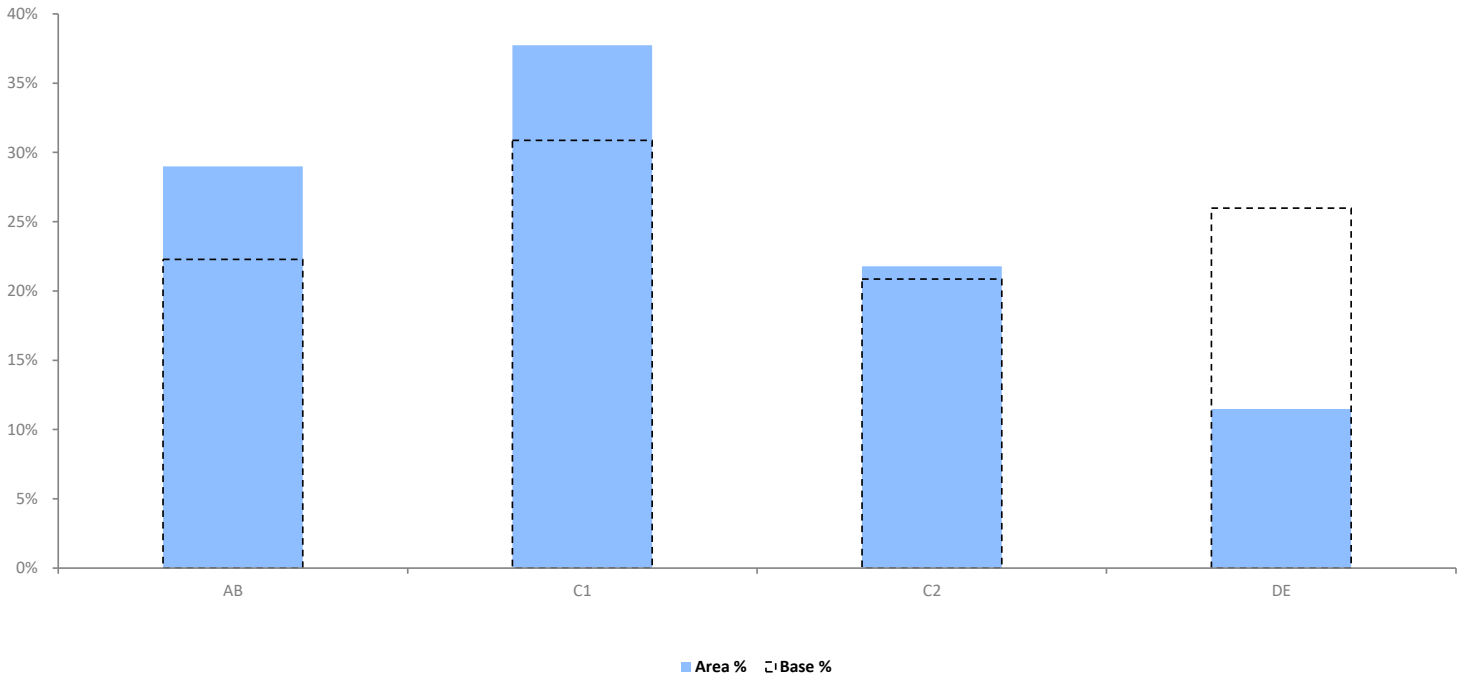
UP TO DATE DEMOGRAPHICS

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Area: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	149	29.0	22.3	130			
C1: Supervisory, clerical, jr managerial/admin/professional	194	37.7	30.9	122			
C2: Skilled manual workers	112	21.8	20.9	104			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	59	11.5	26.0	44			
Total household reference persons aged 16 to 64	514						



CGA LICENCED PREMISES

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Area: P03391_Duke William, Bewdley, DY14 9XH (

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	263.2	82.8	318			
Proprietary Club	1	87.7	7.5	1175			
Registered Club	1	87.7	28.7	305			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Running Horse Inn	Greene King	Pubs & Full On	Greene King	DY12 2QP
Little Lakes Country Club	Independent Free	Proprietary Club	Independent Free	DY12 2UZ
Duke William	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY14 9XH
Royal Forrester	Independent Free	Pubs & Full On	Independent Free	DY14 9XW
Littlelakes Cricket Club	Independent Free	Registered Club	Independent Free	DY12 2UZ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03391_Duke William, Bewdley, DY14 9XH (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: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200	
 1 Affluent Achievers	349	67.9	22.0	309				
 2 Rising Prosperity	0	0.0	10.3	0				
 3 Comfortable Communities	165	32.1	26.3	122				
 4 Financially Stretched	0	0.0	23.7	0				
 5 Urban Adversity	0	0.0	17.4	0				
 6 Not Private Households	0	0.0	0.3	0				
 Graph								
Total households	514							

Acorn Category Pen Portrait

1 Affluent Achievers

Age range

55+

House type

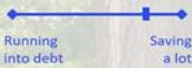
Detached

UK Adults

12.1M

22.8% of UK

Financial situation



House tenure

Owned outright

Children at home

0

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	1	0.2	1.1	18		
1.B Executive Wealth	316	61.5	11.2	547		
1.C Mature Money	32	6.2	9.6	65		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	0	0.0	6.3	0		
3. Comfortable Communities						
3.F Countryside Communities	30	5.8	5.7	102		
3.G Successful Suburbs	0	0.0	5.9	0		
3.H Steady Neighbourhoods	2	0.4	7.4	5		
3.I Comfortable Seniors	133	25.9	2.9	902		
3.J Starting Out	0	0.0	4.4	0		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	0	0.0	7.9	0		
4.M Striving Families	0	0.0	7.5	0		
4.N Poorer Pensioners	0	0.0	5.8	0		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.2	0		
5.P Struggling Estates	0	0.0	5.9	0		
5.Q Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	514					

Acorn Group Pen Portrait

1 B Executive Wealth 6.5M UK Adults 12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

CORE DEMOGRAPHICS

Age range 45-64	Children at home 2
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



FINANCIAL PROFILE

Household income UK: £59k London: £63k <small>Average: £70k Average: £16k</small>	% Disposable income UK: 46% London: 40% <small>Average: 43% Average: 29%</small>	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: *Cath Kidston*, THE WHITE COMPANY, JOHN LEWIS, Russell & Bromley

LEISURE: *Wags & Paws*, *PRET A MANGER*, WHOLE FOODS, *wahaca*

WEBSITES: *UBER SPORT*, *rightmove*, M&S, MoneySavingExpert.com

DIGITAL AND TECH

ATTITUDES

I worry about online security 62% <small>UK average: 59%</small>	Shopping online makes my life easier 65% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 28% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Own an iPhone	Research holidays online	Purchase financial products online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03391_Duke William, Bewdley, DY14 9XH (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	1	0.2	0.9	23			
1.B Executive Wealth							
1.B.4 Asset rich families	24	4.7	2.6	178			
1.B.5 Wealthy countryside commuters	290	56.4	2.4	2,312			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	2	0.4	1.6	24			
1.C Mature Money							
1.C.10 Better-off villagers	12	2.3	3.0	77			
1.C.11 Settled suburbia, older people	20	3.9	2.8	138			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
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	0	0.0	3.3	0			
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	8	1.6	1.0	151			
3.F.23 Owner occupiers in small towns and villages	22	4.3	3.2	134			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
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	2	0.4	3.4	11			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	133	25.9	2.4	1,086			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	1.9	0			
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	0	0.0	2.6	0			
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			
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	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
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	1.1	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
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	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	0	0.0	1.6	0			
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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	514						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P03391_Duke William, Bewdley, DY14 9XH (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	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%

