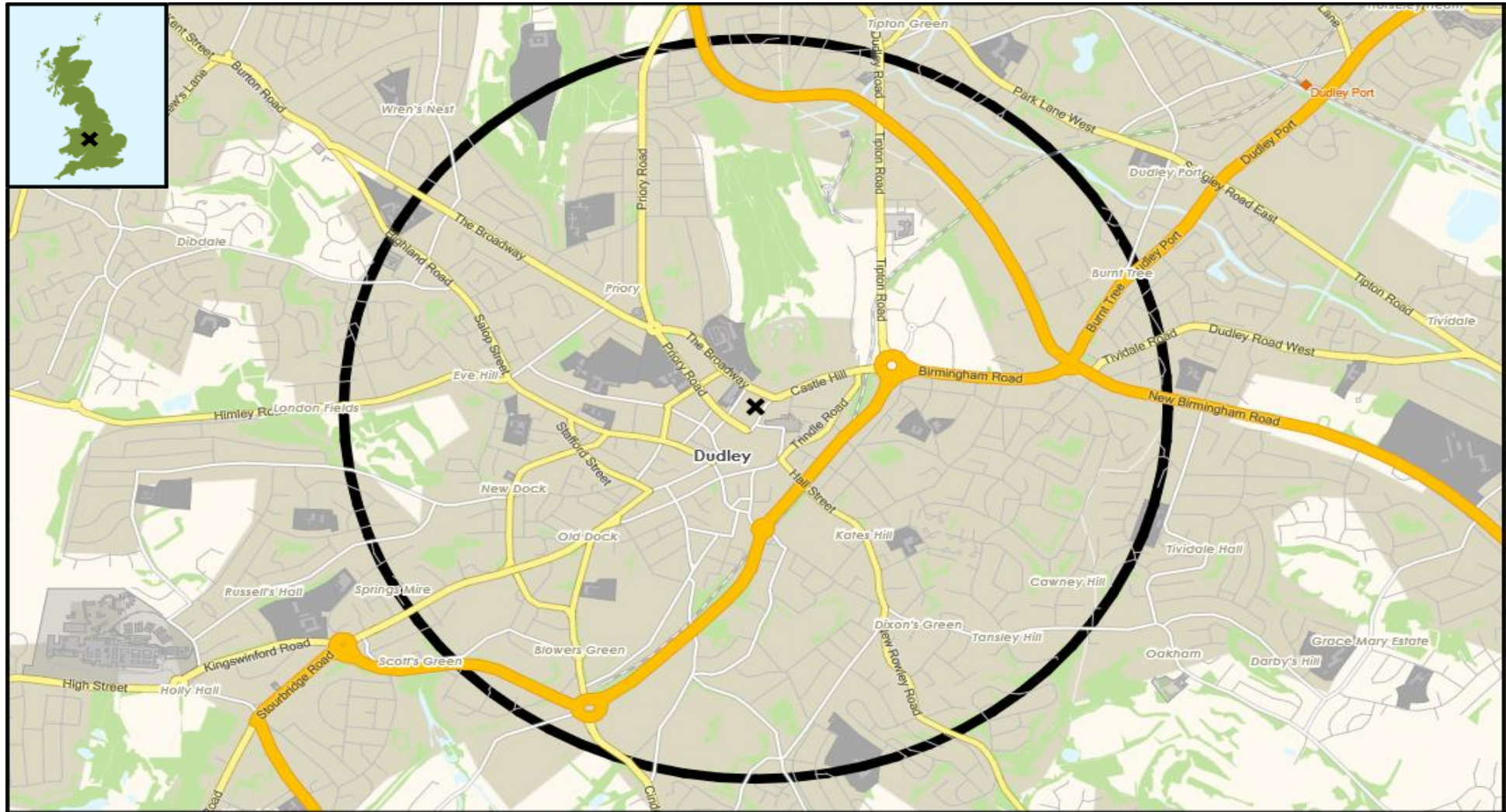


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03183\_Castle, Dudley, DY1 1LQ (1 Mile contour)

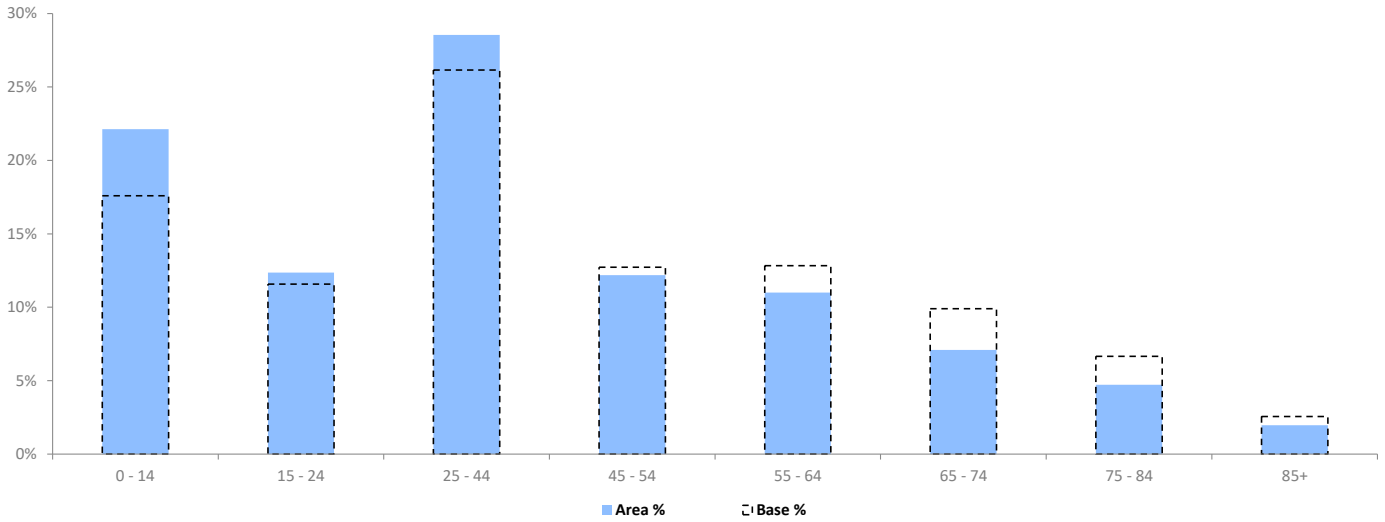


# POPULATION PROJECTIONS

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Area: P03183\_Castle, Dudley, DY1 1LQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,941	22.1	17.6	<b>126</b>			
15 - 24	3,876	12.4	11.6	<b>107</b>			
25 - 44	8,955	28.5	26.2	<b>109</b>			
45 - 54	3,825	12.2	12.7	96			
55 - 64	3,449	11.0	12.8	86			
65 - 74	2,225	7.1	9.9	72			
75 - 84	1,484	4.7	6.7	71			
85+	619	2.0	2.6	77			
<b>Total population</b>	<b>31,374</b>						



# EXPENDITURE

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Area: P03183\_Castle, Dudley, DY1 1LQ (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£812,430	£65.77	£73.74	89			
2. Alcoholic beverages, tobacco and narcotics	£299,605	£24.25	£27.43	88			
3. Clothing & Footwear	£468,435	£37.92	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£895,729	£72.51	£92.23	79			
5. Furnishings, equipment and routine maintenance	£348,356	£28.20	£39.49	71			
6. Health	£135,111	£10.94	£16.97	64			
7. Transport	£1,073,842	£86.93	£115.30	75			
8. Communication	£165,106	£13.37	£14.64	91			
9. Recreation & Culture	£926,190	£74.98	£100.48	75			
10. Education	£70,521	£5.71	£22.34	26			
11. Restaurants & Hotels	£695,177	£56.28	£82.30	68			
12. Miscellaneous goods and services	£1,002,928	£81.19	£104.94	77			
<b>Total Expenditure</b>	<b>£6,893,430</b>	<b>£558.04</b>	<b>£731.77</b>	<b>76</b>			



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.

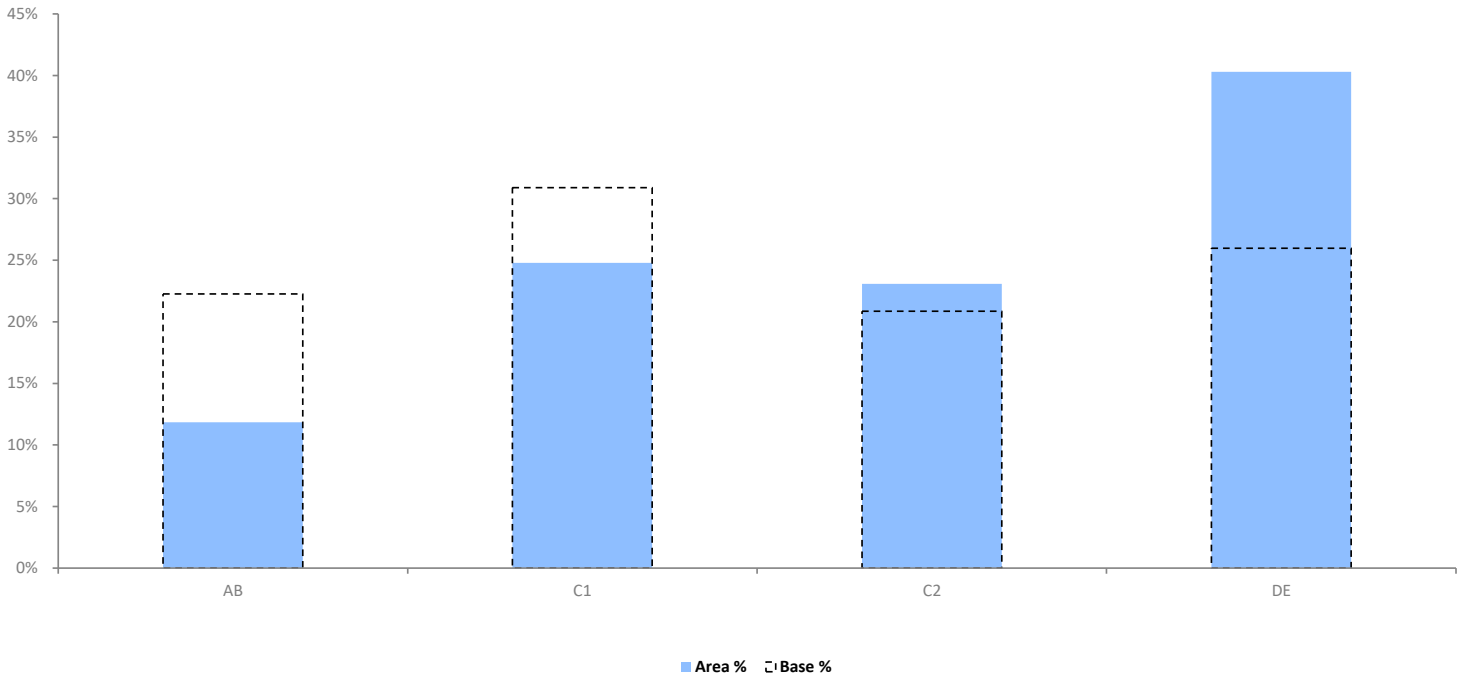
# UP TO DATE DEMOGRAPHICS

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Area: P03183\_Castle, Dudley, DY1 1LQ (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	1,473	11.8	22.3	53			
C1: Supervisory, clerical, jr managerial/admin/professional	3,087	24.8	30.9	80			
C2: Skilled manual workers	2,873	23.1	20.9	111			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	5,018	40.3	26.0	155			
<b>Total household reference persons aged 16 to 64</b>	<b>12,451</b>						



# CGA LICENCED PREMISES

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Area: P03183\_Castle, Dudley, DY1 1LQ (1 Mile con)  
 Base: Great Britain  
 Year: 2022

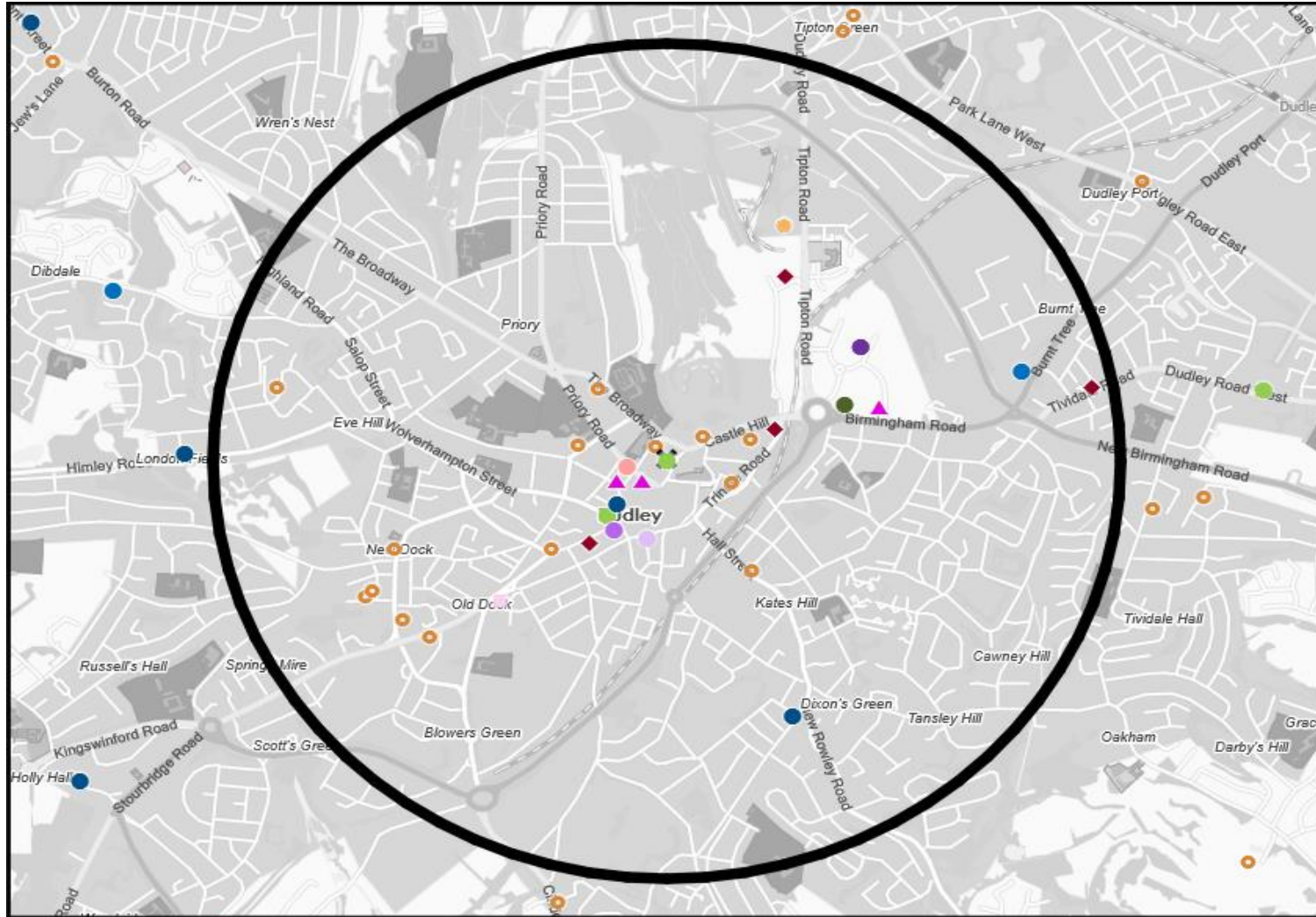
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	98.8	82.8	<b>119</b>			
Proprietary Club	3	9.6	7.5	<b>128</b>			
Registered Club	2	6.4	28.7	22			
Restaurant	7	22.3	32.5	69			
Residential	0	0.0	2.8	0			

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	Wetherspoons GB	DY 1 1PS
Little Barrel	Unknown	Pubs & Full On	Unknown	DY 1 1PY
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
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
Albion	Unknown	Pubs & Full On	Unknown	DY 4 7TF
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
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DY 1 4TA
Queen Mary Restaurant	Independent Free	Pubs & Full On	Independent Free	DY 1 4QF
Charlton House Restaurant And Bar	Independent Free	Restaurant	Independent Free	DY 1 1LU
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	DY 1 4TB
Dubliners	Independent Free	Pubs & Full On	Independent Free	DY 1 2QY
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: P03183\_Castle, Dudley, DY1 1LQ (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:** P03183\_Castle, Dudley, DY1 1LQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	366	2.9	22.0	13		
 2 Rising Prosperity	32	0.3	10.3	2		
 3 Comfortable Communities	3,482	28.0	26.3	106		
 4 Financially Stretched	3,275	26.3	23.7	111		
 5 Urban Adversity	5,245	42.1	17.4	242		
 6 Not Private Households	51	0.4	0.3	123		
 Graph						
<b>Total households</b>	<b>12,451</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

25-34

House type


Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation



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:** P03183\_Castle, Dudley, DY1 1LQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

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	198	1.6	11.2	14		
1.C Mature Money	168	1.3	9.6	14		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	32	0.3	6.3	4		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	457	3.7	5.9	62		
3.H Steady Neighbourhoods	1,872	15.0	7.4	204		
3.I Comfortable Seniors	26	0.2	2.9	7		
3.J Starting Out	1,127	9.1	4.4	204		
<b>4. Financially Stretched</b>						
4.K Student Life	63	0.5	2.5	20		
4.L Modest Means	1,135	9.1	7.9	115		
4.M Striving Families	1,217	9.8	7.5	131		
4.N Poorer Pensioners	860	6.9	5.8	119		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,842	14.8	6.2	239		
5.P Struggling Estates	1,819	14.6	5.9	247		
5.Q Difficult Circumstances	1,584	12.7	5.3	240		
<b>6. Not Private Households</b>						
6.R Not Private Households	51	0.4	0.3	123		
<b>Total households</b>	<b>12,451</b>					

### Acorn Group Pen Portrait

**3 H Steady Neighbourhoods**      4.2M UK Adults      8.0% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

#### CORE DEMOGRAPHICS

- Age range: **35-64**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

#### BRANDS

- SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules
- LEISURE: IGUANAS, Pizza-Hut, Bella Italia, Zizzi
- WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

#### DIGITAL

##### ATTITUDES

- I worry about online security: **59%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

#### FINANCIAL PROFILE

- Household income: UK **£45k** (Average: £40k), London **£50k** (Average: £46k)
- % Disposable income: UK **46%** (Average: 43%), London **38%** (Average: 29%)
- Financial situation:

#### TOP BEHAVIOURS

- Research days out online
- Watch TV via set-top box
- Owens a tablet



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

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Area: P03183\_Castle, Dudley, DY1 1LQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Corn Structure  
 Index  
 Profile %

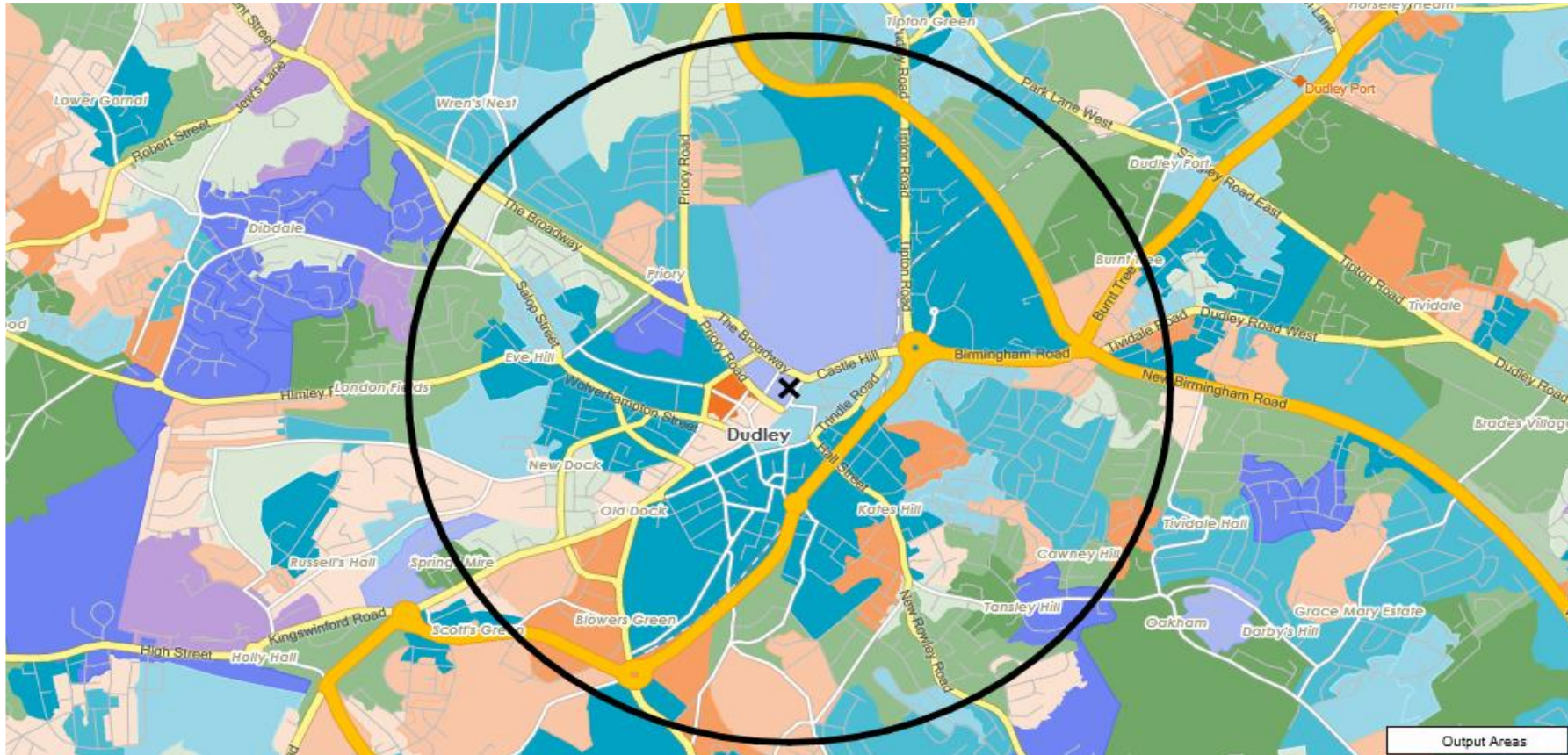
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	140	1.1	2.6	43			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	39	0.3	2.2	14			
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	19	0.2	1.6	9			
<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	163	1.3	2.8	46			
1.C.12 Retired and empty nesters	5	0.0	2.5	2			
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	32	0.3	3.3	8			
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	1.0	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	377	3.0	2.7	114			
3.G.25 Larger family homes, multi-ethnic areas	80	0.6	0.8	79			
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	1,549	12.4	3.4	362			
3.H.28 Owner occupied terraces, average income	25	0.2	1.6	13			
3.H.29 Established suburbs, older families	298	2.4	2.3	103			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	26	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	448	3.6	2.1	169			
3.J.33 Smaller houses and starter homes	679	5.5	2.3	235			
<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	63	0.5	1.9	27			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	104	0.8	1.4	58			
4.L.38 Semi-skilled workers in traditional neighbourhoods	222	1.8	2.6	68			
4.L.39 Fading owner occupied terraces	140	1.1	2.9	39			
4.L.40 High occupancy terraces, culturally diverse family areas	669	5.4	1.0	543			
<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	147	1.2	1.6	72			
4.M.43 Families in right-to-buy estates	989	7.9	2.1	387			
4.M.44 Post-war estates, limited means	81	0.7	2.2	30			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	56	0.4	0.8	57			
4.N.46 Elderly people in social rented flats	212	1.7	1.1	161			
4.N.47 Low income older people in smaller semis	195	1.6	2.3	69			
4.N.48 Pensioners and singles in social rented flats	397	3.2	1.7	185			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	617	5.0	2.2	229			
5.O.50 Struggling younger people in mixed tenure	915	7.3	1.8	415			
5.O.51 Young people in small, low cost terraces	310	2.5	2.3	110			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	400	3.2	1.6	204			
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	1,419	11.4	1.6	706			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	497	4.0	1.5	264			
5.Q.58 Singles and young families, some receiving benefits	641	5.1	1.8	290			
5.Q.59 Deprived areas and high-rise flats	446	3.6	2.0	179			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.0	0.1	55			
6.R.61 Inactive communal population	47	0.4	0.3	138			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>12,451</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03183\_Castle, Dudley, DY1 1LQ (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**

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%

