

CGA LICENCED PREMISES

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	67.7	81.7	83			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	7.5	28.2	27			
Restaurant	4	15.0	32.1	47			
Residential	0	0.0	2.7	0			

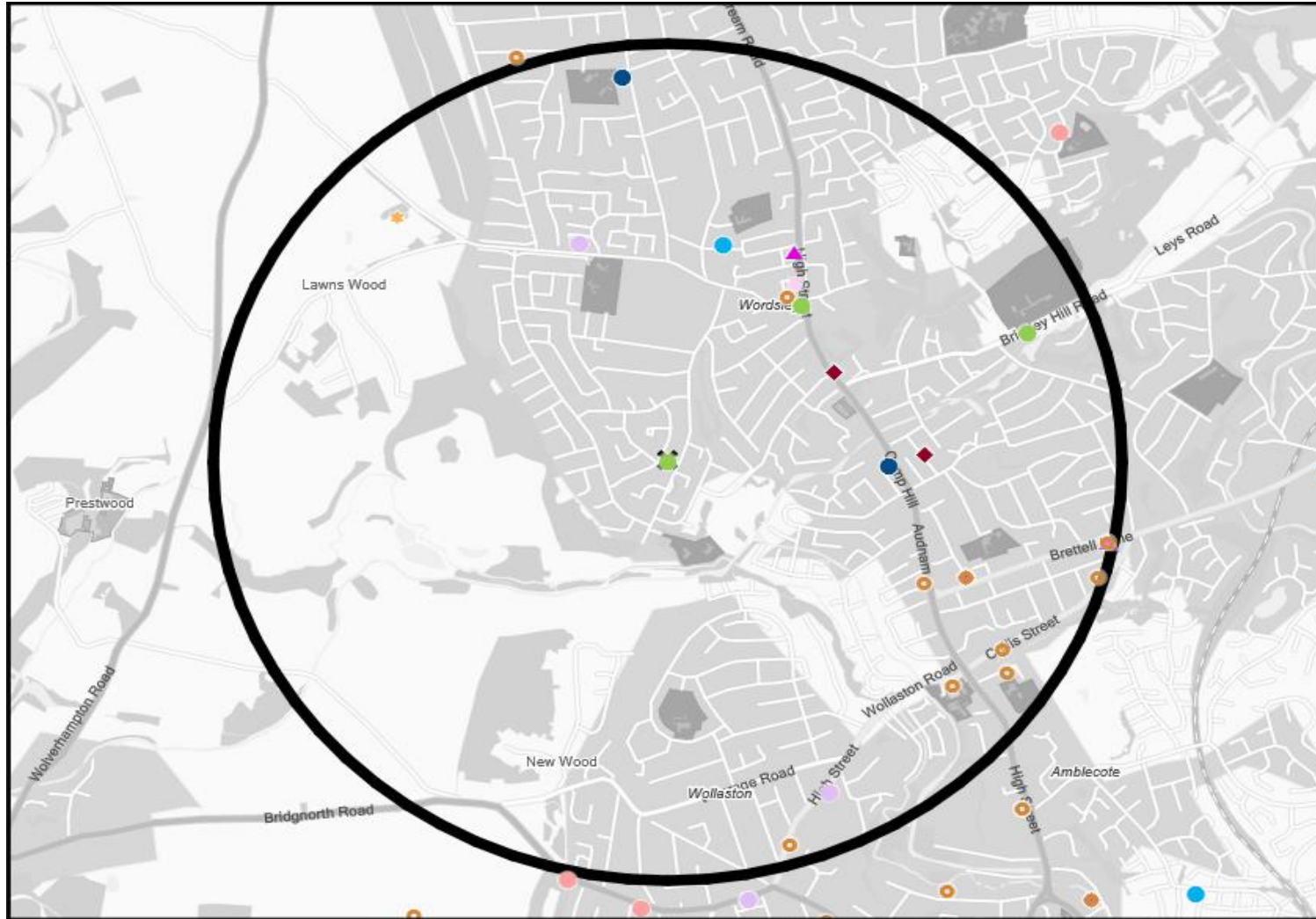
Name	Description	License Type	Owner Name	Postcode
Red Lion	Unknown	Pubs & Full On	Unknown	DY 8 4BA
Samson & Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 8 5SP
Mount Pleasant	Marston's	Pubs & Full On	Marston's	DY 6 9TH
Rose & Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 8 5SF
Glassworks	Marston's	Pubs & Full On	Marston's	DY 8 4AD
Red Forte	Independent Free	Restaurant	Independent Free	DY 8 4NJ
Glasscutters Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 8 5QL
Indiluxe	Independent Free	Restaurant	Independent Free	DY 8 4AJ
Starving Rascal	Black Country Ales	Pubs & Full On	Black Country Ales	DY 8 4BN
Swan	Independent Free	Pubs & Full On	Independent Free	DY 8 4BN
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DY 8 4DQ
Robin Hood	Independent Free	Pubs & Full On	Independent Free	DY 8 4EQ
Amblecote Institute & Social Club	Independent Free	Registered Club	Independent Free	DY 8 4EA
Ashwood Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 8 5HP
Lawnswood	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY 8 5NA
New Inn	Batham	Pubs & Full On	Batham	DY 8 5QR
Queens Head	Black Country Ales	Pubs & Full On	Black Country Ales	DY 8 5QS
Old Cat	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 8 5RT
Bird In Hand	Unknown	Pubs & Full On	Unknown	DY 8 5YS
Maverick Drinking House	Independent Free	Pubs & Full On	Independent Free	DY 8 4BA
Britannia Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY 8 4NY
Ruby Cantonese Restaurant	Independent Free	Restaurant	Independent Free	DY 8 4HE
Dilshad	Independent Free	Restaurant	Independent Free	DY 8 5PG
Roe Deer	Restaurant Group	Pubs & Full On	Restaurant Group	DY 7 5QJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (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: P03357_Ashwood Inn, Stourbridge, DY8 5HP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,691	23.7	22.1	107		
 2 Rising Prosperity	289	2.5	10.2	25		
 3 Comfortable Communities	4,750	41.8	26.5	158		
 4 Financially Stretched	2,398	21.1	23.7	89		
 5 Urban Adversity	1,223	10.8	17.2	63		
 6 Not Private Households	14	0.1	0.3	36		
 Graph						
Total households	11,365					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	95	0.8	1.1	76		
1.B Executive Wealth	884	7.8	11.3	69		
1.C Mature Money	1,712	15.1	9.6	156		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	289	2.5	6.4	40		
3. Comfortable Communities						
3.F Countryside Communities	32	0.3	5.7	5		
3.G Successful Suburbs	680	6.0	6.0	101		
3.H Steady Neighbourhoods	2,159	19.0	7.4	256		
3.I Comfortable Seniors	914	8.0	2.9	282		
3.J Starting Out	965	8.5	4.6	187		
4. Financially Stretched						
4.K Student Life	13	0.1	2.5	5		
4.L Modest Means	772	6.8	8.0	85		
4.M Striving Families	752	6.6	7.4	89		
4.N Poorer Pensioners	861	7.6	5.8	132		
5. Urban Adversity						
5.O Young Hardship	631	5.6	6.3	89		
5.P Struggling Estates	266	2.3	5.7	41		
5.Q Difficult Circumstances	326	2.9	5.2	55		
6. Not Private Households						
6.R Not Private Households	14	0.1	0.3	36		
Total households	11,365					

Acorn Group Pen Portrait

3 G Successful Suburbs 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

CORE DEMOGRAPHICS		BRANDS	
Age range 35-64	Children at home 2	SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm	LEISURE Ed's Nando's PREZZO CHOUTO
House tenure Mortgaged	Family structure Couple with children	WEBSITES tripadvisor GoCompare ticketmaster Money Super Market	DIGITAL
Number of beds 4	House type Detached	ATTITUDES	
FINANCIAL PROFILE		I worry about online security 60% (UK average: 55%)	
Household income UK: £48k London: £51k	% Disposable income UK: 46% London: 38%	Shopping online makes my life easier 62% (UK average: 62%)	
Average: £40k Average: £46k	Average: 43% Average: 29%	I love the ease of using chat bots to get answers 26% (UK average: 28%)	
Financial situation Running into debt Saving a lot	TOP BEHAVIOURS		Owns an iPhone
	Buy wine and alcohol online		Own a videogame console



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

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	95	0.8	0.9	97			
1.B Executive Wealth							
1.B.4 Asset rich families	530	4.7	2.6	176			
1.B.5 Wealthy countryside commuters	8	0.1	2.5	3			
1.B.6 Financially comfortable families	222	2.0	2.2	88			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	3	0.0	1.5	2			
1.B.9 Well-off edge of towners	121	1.1	1.6	66			
1.C Mature Money							
1.C.10 Better-off villagers	42	0.4	3.1	12			
1.C.11 Settled suburbia, older people	1,317	11.6	2.8	411			
1.C.12 Retired and empty nesters	293	2.6	2.5	105			
1.C.13 Upmarket downsizers	60	0.5	1.3	41			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	38	0.3	2.0	17			
2.E.19 First time buyers in small, modern homes	251	2.2	3.4	65			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	32	0.3	3.2	9			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	595	5.2	2.7	194			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	85	0.7	2.4	31			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,247	11.0	3.5	317			
3.H.28 Owner occupied terraces, average income	32	0.3	1.6	18			
3.H.29 Established suburbs, older families	880	7.7	2.3	331			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	913	8.0	2.4	339			
3.I.31 Elderly singles in purpose-built accommodation	1	0.0	0.5	2			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	288	2.5	2.2	118			
3.J.33 Smaller houses and starter homes	677	6.0	2.4	248			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	13	0.1	1.9	6			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	218	1.9	1.4	133			
4.L.38 Semi-skilled workers in traditional neighbourhoods	322	2.8	2.6	108			
4.L.39 Fading owner occupied terraces	232	2.0	2.9	70			
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	126	1.1	1.6	70			
4.M.42 Struggling young families in post-war terraces	98	0.9	1.6	53			
4.M.43 Families in right-to-buy estates	522	4.6	2.0	225			
4.M.44 Post-war estates, limited means	6	0.1	2.2	2			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	123	1.1	0.8	138			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	633	5.6	2.2	249			
4.N.48 Pensioners and singles in social rented flats	105	0.9	1.7	54			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	219	1.9	2.2	88			
5.O.50 Struggling younger people in mixed tenure	408	3.6	1.8	200			
5.O.51 Young people in small, low cost terraces	4	0.0	2.3	2			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	107	0.9	1.6	60			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	159	1.4	1.6	87			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	237	2.1	1.5	138			
5.Q.58 Singles and young families, some receiving benefits	30	0.3	1.8	15			
5.Q.59 Deprived areas and high-rise flats	59	0.5	2.0	26			
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	14	0.1	0.3	43			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,365						

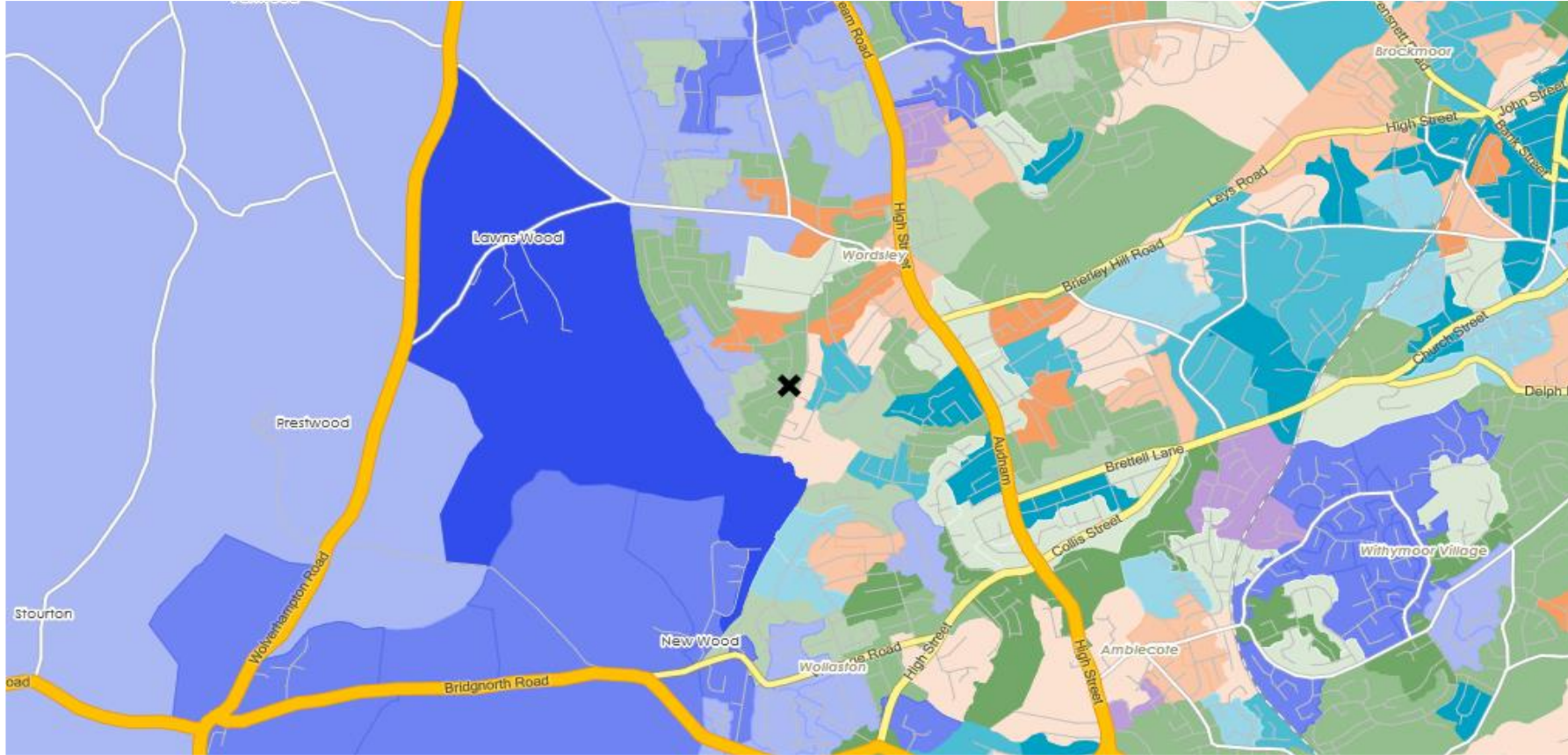
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (1 Mile contour)



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

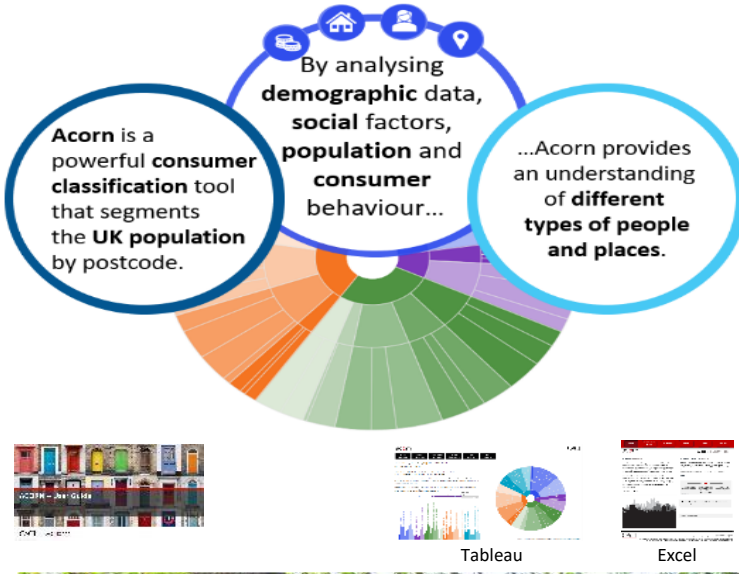
Acorn Groups

- 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

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

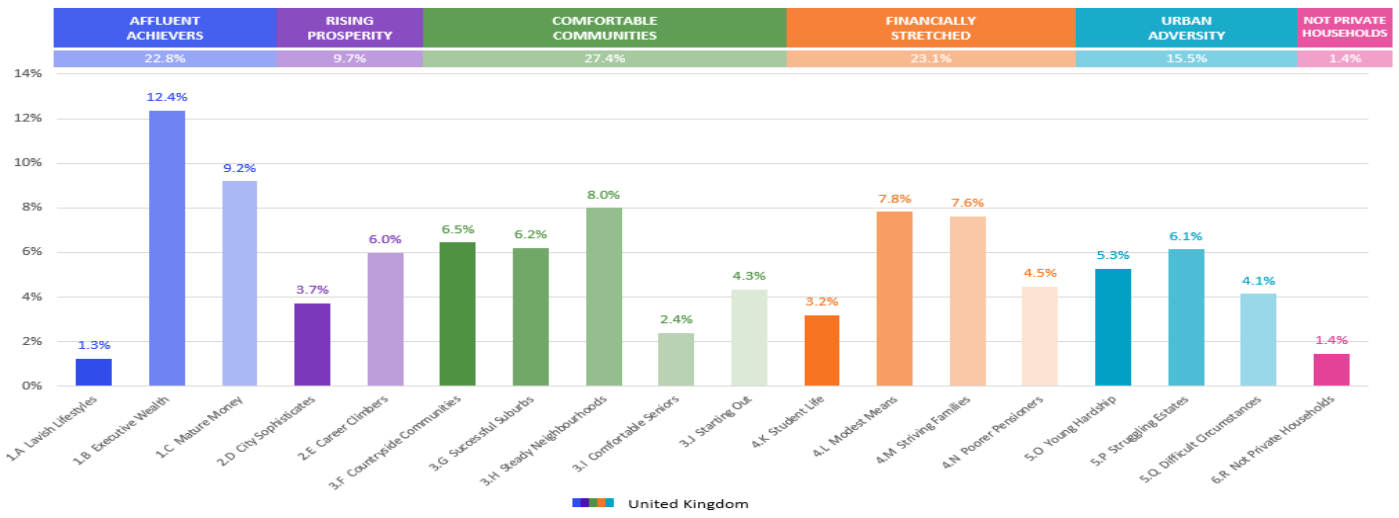
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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