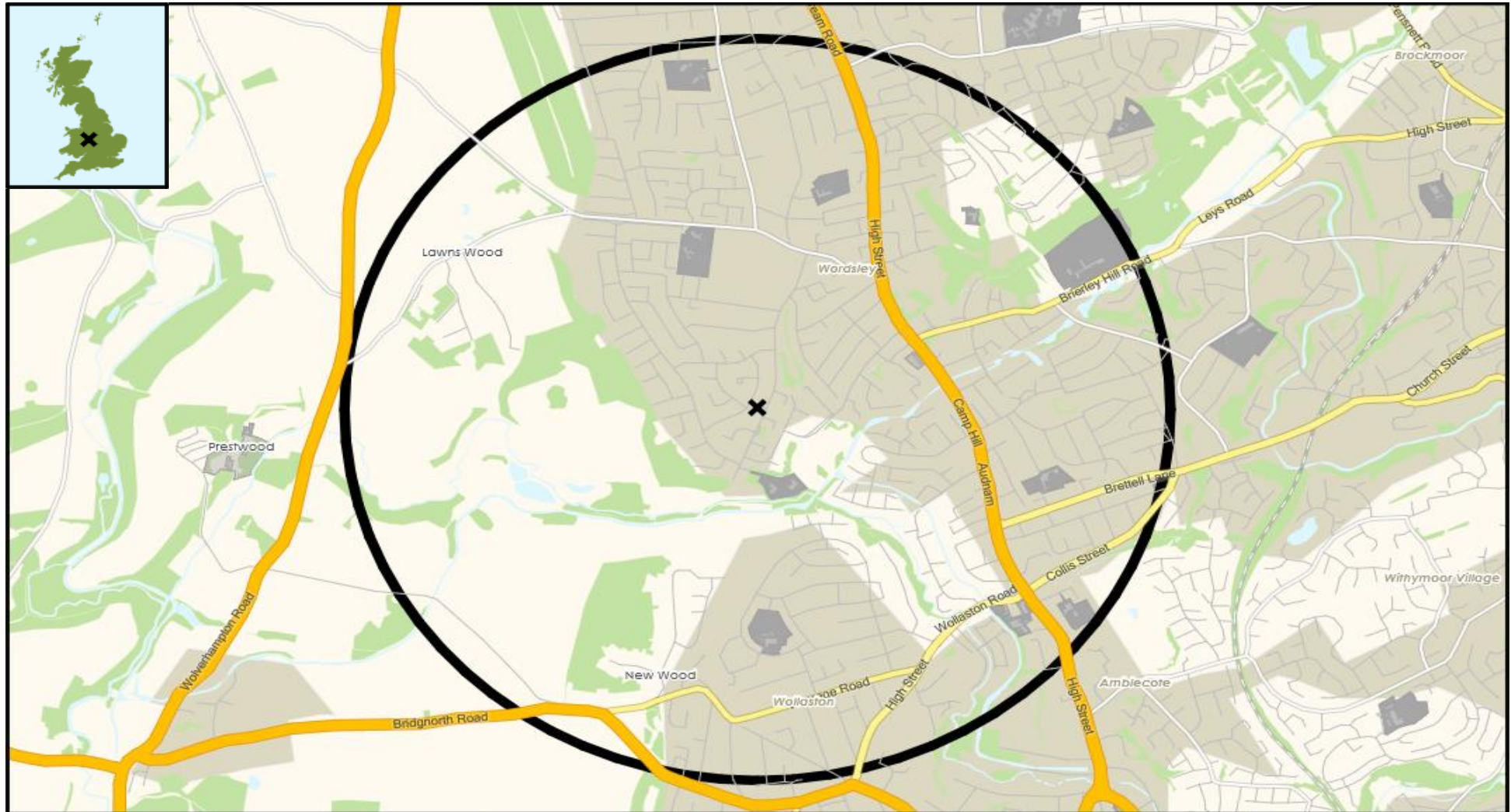


MAP OF AREA

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Source: OS Open Data 2018

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

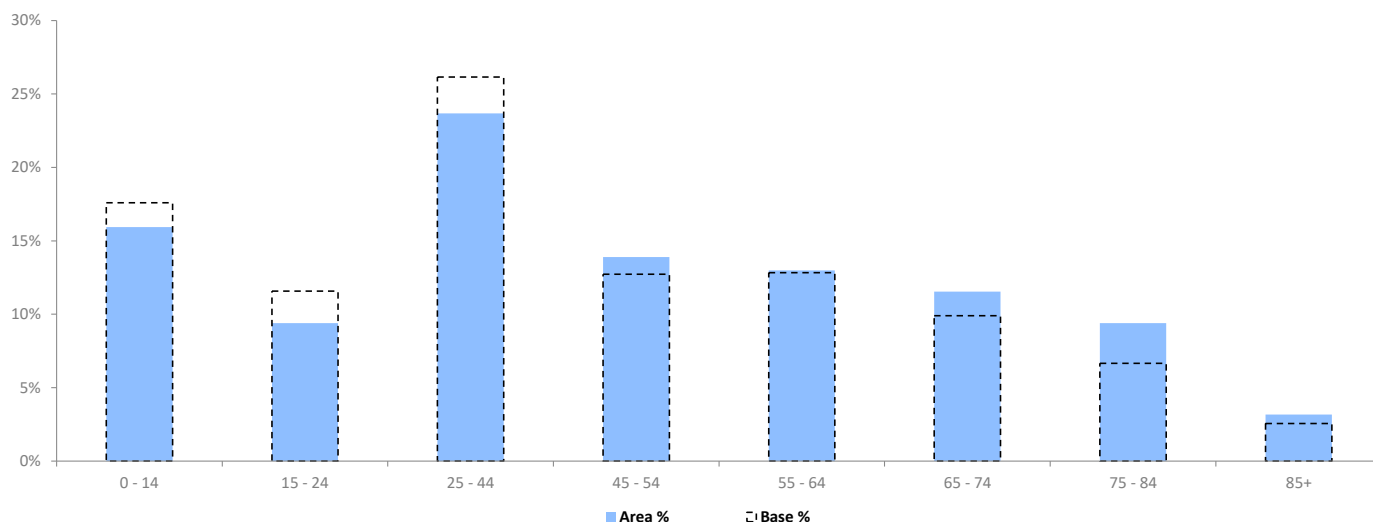


POPULATION PROJECTIONS

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,209	15.9	17.6	91			
15 - 24	2,485	9.4	11.6	81			
25 - 44	6,258	23.7	26.2	91			
45 - 54	3,672	13.9	12.7	109			
55 - 64	3,433	13.0	12.8	101			
65 - 74	3,049	11.5	9.9	117			
75 - 84	2,481	9.4	6.7	141			
85+	836	3.2	2.6	124			
Total population	26,423						



EXPENDITURE

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (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	£847,489	£74.74	£73.74	101			
2. Alcoholic beverages, tobacco and narcotics	£327,713	£28.90	£27.43	105			
3. Clothing & Footwear	£510,430	£45.02	£41.92	107			
4. Housing, water, electricity, gas and other fuels	£1,041,345	£91.84	£92.23	100			
5. Furnishings, equipment and routine maintenance	£459,214	£40.50	£39.49	103			
6. Health	£176,571	£15.57	£16.97	92			
7. Transport	£1,284,954	£113.32	£115.30	98			
8. Communication	£159,477	£14.06	£14.64	96			
9. Recreation & Culture	£1,165,651	£102.80	£100.48	102			
10. Education	£71,336	£6.29	£22.34	28			
11. Restaurants & Hotels	£931,413	£82.14	£82.30	100			
12. Miscellaneous goods and services	£1,227,647	£108.27	£104.94	103			
Total Expenditure	£8,203,240	£723.45	£731.77	99			

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.

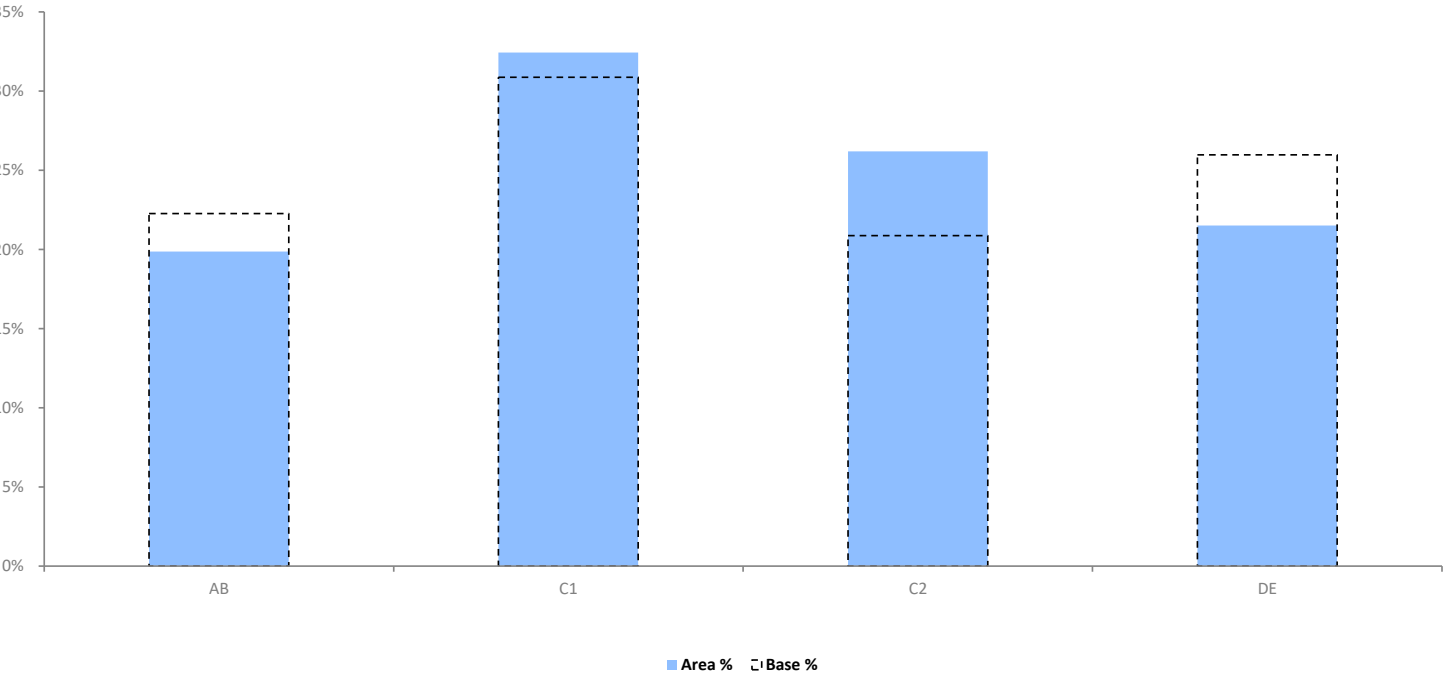
UP TO DATE DEMOGRAPHICS

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Area:	P03357_Ashwood Inn, Stourbridge, DY8 5HP (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	2,240	19.9	22.3	89			
C1: Supervisory, clerical, jr managerial/admin/professional	3,656	32.4	30.9	105			
C2: Skilled manual workers	2,952	26.2	20.9	125			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,424	21.5	26.0	83			
Total household reference persons aged 16 to 64	11,272						



CGA LICENCED PREMISES

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	68.1	82.8	82			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	7.6	28.7	26			
Restaurant	4	15.1	32.5	47			
Residential	0	0.0	2.8	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)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN CATEGORY PROFILE - HOUSEHOLDS

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

Base: Great Britain

Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,720	24.1	22.0	110		
2 Rising Prosperity	350	3.1	10.3	30		
3 Comfortable Communities	4,745	42.1	26.3	160		
4 Financially Stretched	2,236	19.8	23.7	84		
5 Urban Adversity	1,199	10.6	17.4	61		
6 Not Private Households	22	0.2	0.3	59		
 Graph						
Total households		11,272				

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03357_Ashwood Inn, Stourbridge, DY8 5HP (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	98	0.9	1.1	79		
1.B Executive Wealth	890	7.9	11.2	70		
1.C Mature Money	1,732	15.4	9.6	160		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	350	3.1	6.3	49		
3. Comfortable Communities						
3.F Countryside Communities	32	0.3	5.7	5		
3.G Successful Suburbs	689	6.1	5.9	104		
3.H Steady Neighbourhoods	2,177	19.3	7.4	263		
3.I Comfortable Seniors	929	8.2	2.9	287		
3.J Starting Out	918	8.1	4.4	183		
4. Financially Stretched						
4.K Student Life	13	0.1	2.5	5		
4.L Modest Means	688	6.1	7.9	77		
4.M Striving Families	669	5.9	7.5	79		
4.N Poorer Pensioners	866	7.7	5.8	132		
5. Urban Adversity						
5.O Young Hardship	604	5.4	6.2	86		
5.P Struggling Estates	270	2.4	5.9	40		
5.Q Difficult Circumstances	325	2.9	5.3	54		
6. Not Private Households						
6.R Not Private Households	22	0.2	0.3	59		
Total households	11,272					

Acorn Group Pen Portrait

3 H Steady Neighbourhoods

4.2M
UK Adults8.0%
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



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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

Base: Great Britain

Year: 2022

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	98	0.9	0.9	101			
1.B Executive Wealth								
	1.B.4 Asset rich families	514	4.6	2.6	174			
	1.B.5 Wealthy countryside commuters	8	0.1	2.4	3			
	1.B.6 Financially comfortable families	234	2.1	2.2	94			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	11	0.1	1.5	6			
	1.B.9 Well-off edge of towners	123	1.1	1.6	68			
1.C Mature Money								
	1.C.10 Better-off villagers	42	0.4	3.0	12			
	1.C.11 Settled suburbia, older people	1,332	11.8	2.8	418			
	1.C.12 Retired and empty nesters	299	2.7	2.5	107			
	1.C.13 Upmarket downsizers	59	0.5	1.3	40			
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	125	1.1	1.9	58			
	2.E.19 First time buyers in small, modern homes	225	2.0	3.3	60			
	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	604	5.4	2.7	201			
	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	0.8	2.4	31			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	1,243	11.0	3.4	321			
	3.H.28 Owner occupied terraces, average income	33	0.3	1.6	18			
	3.H.29 Established suburbs, older families	901	8.0	2.3	344			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	928	8.2	2.4	345			
	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	287	2.5	2.1	120			
	3.J.33 Smaller houses and starter homes	631	5.6	2.3	241			
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	13	0.1	1.9	6			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	203	1.8	1.4	126			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	293	2.6	2.6	99			
	4.L.39 Fading owner occupied terraces	192	1.7	2.9	59			
	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	137	1.2	1.6	74			
	4.M.43 Families in right-to-buy estates	526	4.7	2.1	227			
	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	139			
	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	637	5.7	2.3	250			
	4.N.48 Pensioners and singles in social rented flats	106	0.9	1.7	54			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	222	2.0	2.2	91			
	5.O.50 Struggling younger people in mixed tenure	382	3.4	1.8	191			
	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	109	1.0	1.6	61			
	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	161	1.4	1.6	88			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	236	2.1	1.5	139			
	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	7	0.1	0.1	106			
	6.R.61 Inactive communal population	15	0.1	0.3	49			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		11,272						

CATEGORY

GROUP

TYPE

MAP

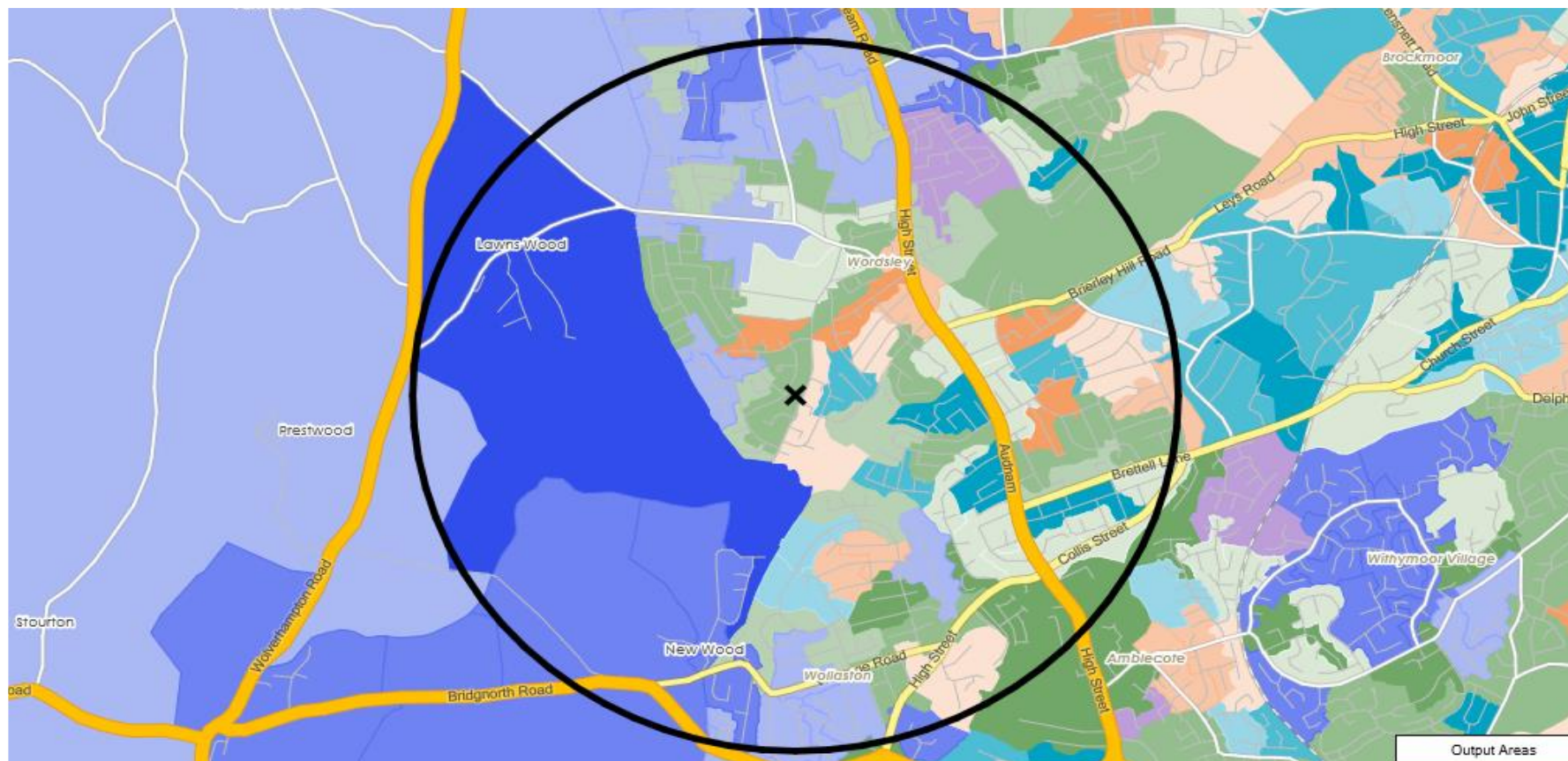
WHAT IS ACORN?

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

Output Areas

CATEGORY

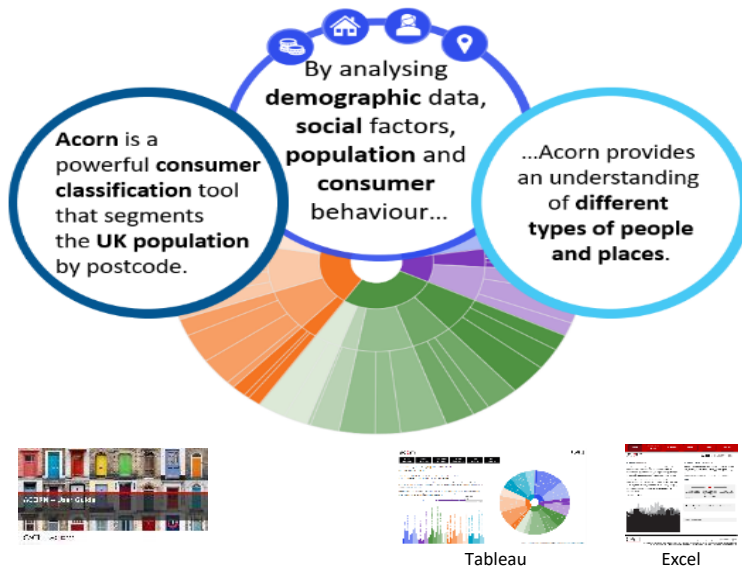
GROUP

TYPE

MAP

WHAT IS ACORN?

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		

