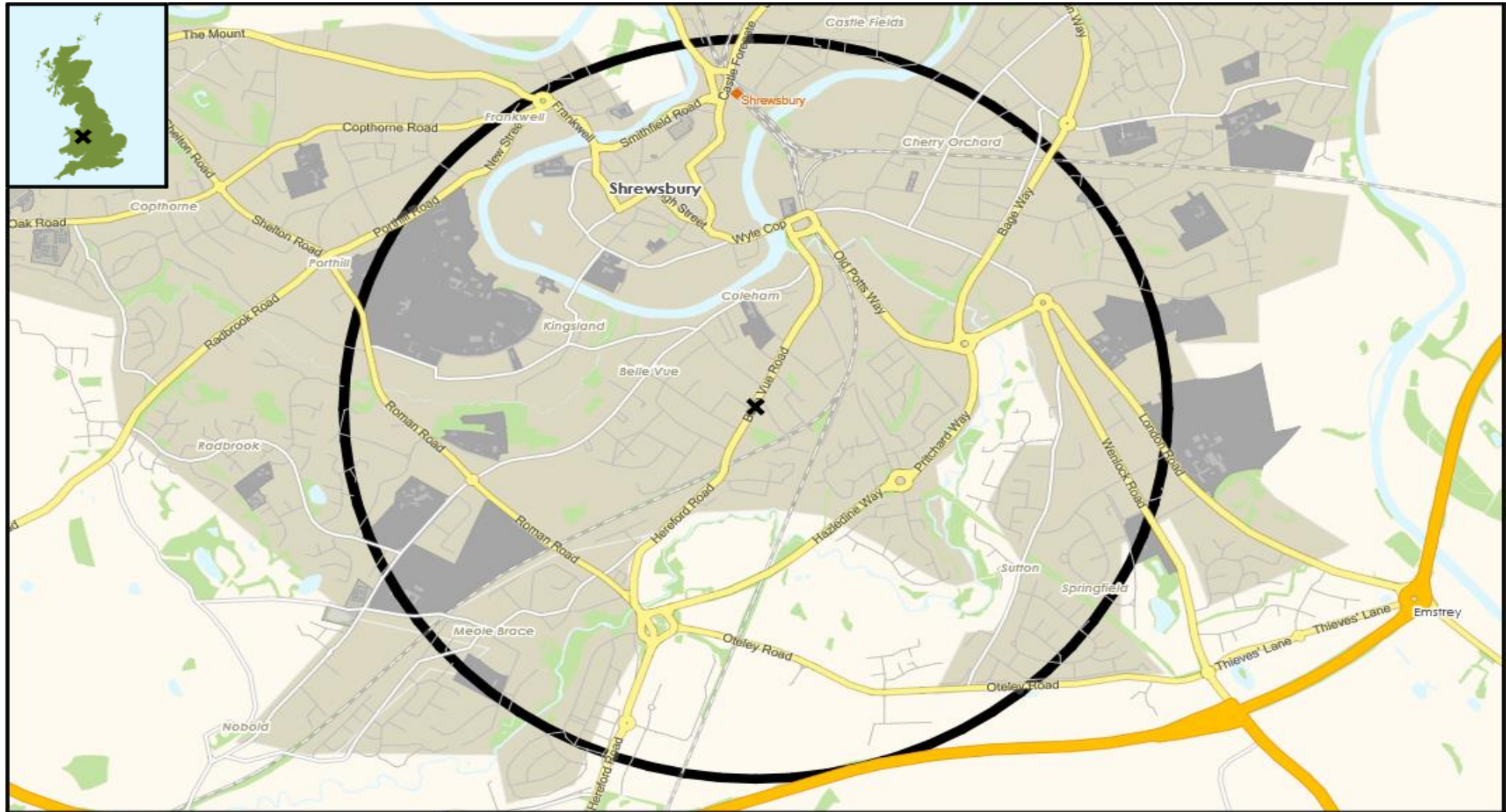


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (1 Mile contour)

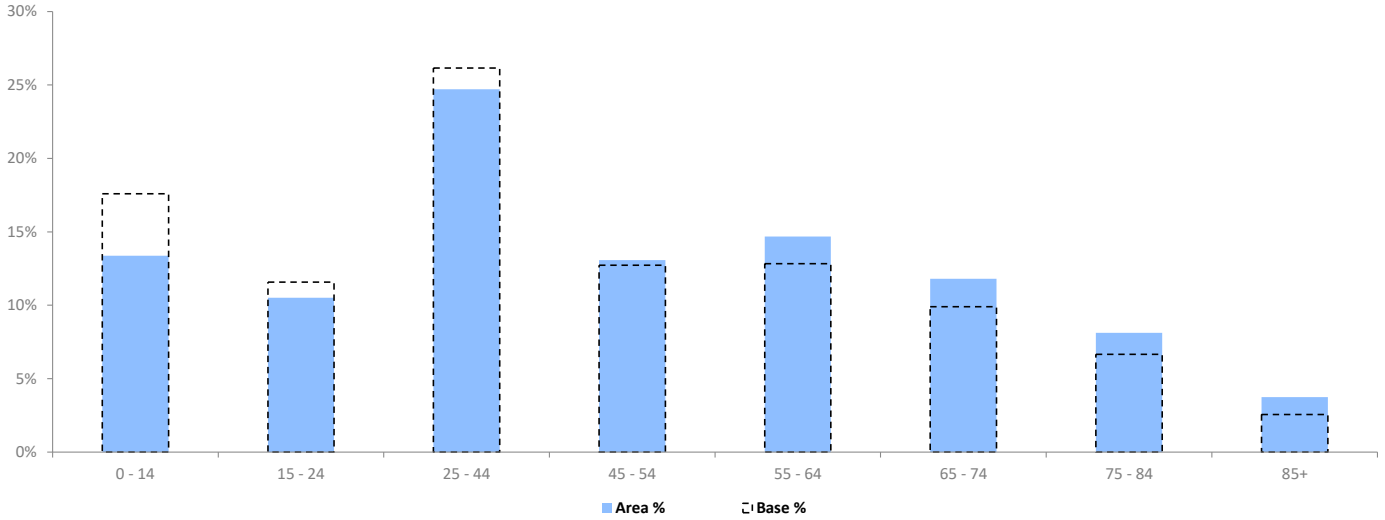
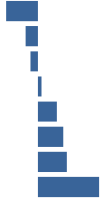


# POPULATION PROJECTIONS

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,005	13.4	17.6	76			
15 - 24	2,362	10.5	11.6	91			
25 - 44	5,557	24.7	26.2	94			
45 - 54	2,940	13.1	12.7	103			
55 - 64	3,299	14.7	12.8	114			
65 - 74	2,653	11.8	9.9	119			
75 - 84	1,825	8.1	6.7	122			
85+	842	3.7	2.6	146			
<b>Total population</b>	<b>22,483</b>						



# EXPENDITURE

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (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	£738,512	£69.18	£73.74	94			
2. Alcoholic beverages, tobacco and narcotics	£288,046	£26.98	£27.43	98			
3. Clothing & Footwear	£401,685	£37.63	£41.92	90			
4. Housing, water, electricity, gas and other fuels	£936,401	£87.72	£92.23	95			
5. Furnishings, equipment and routine maintenance	£391,069	£36.63	£39.49	93			
6. Health	£190,965	£17.89	£16.97	105			
7. Transport	£1,141,481	£106.93	£115.30	93			
8. Communication	£142,311	£13.33	£14.64	91			
9. Recreation & Culture	£994,976	£93.21	£100.48	93			
10. Education	£103,934	£9.74	£22.34	44			
11. Restaurants & Hotels	£893,104	£83.66	£82.30	102			
12. Miscellaneous goods and services	£1,042,952	£97.70	£104.94	93			
<b>Total Expenditure</b>	<b>£7,265,434</b>	<b>£680.60</b>	<b>£731.77</b>	<b>93</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.

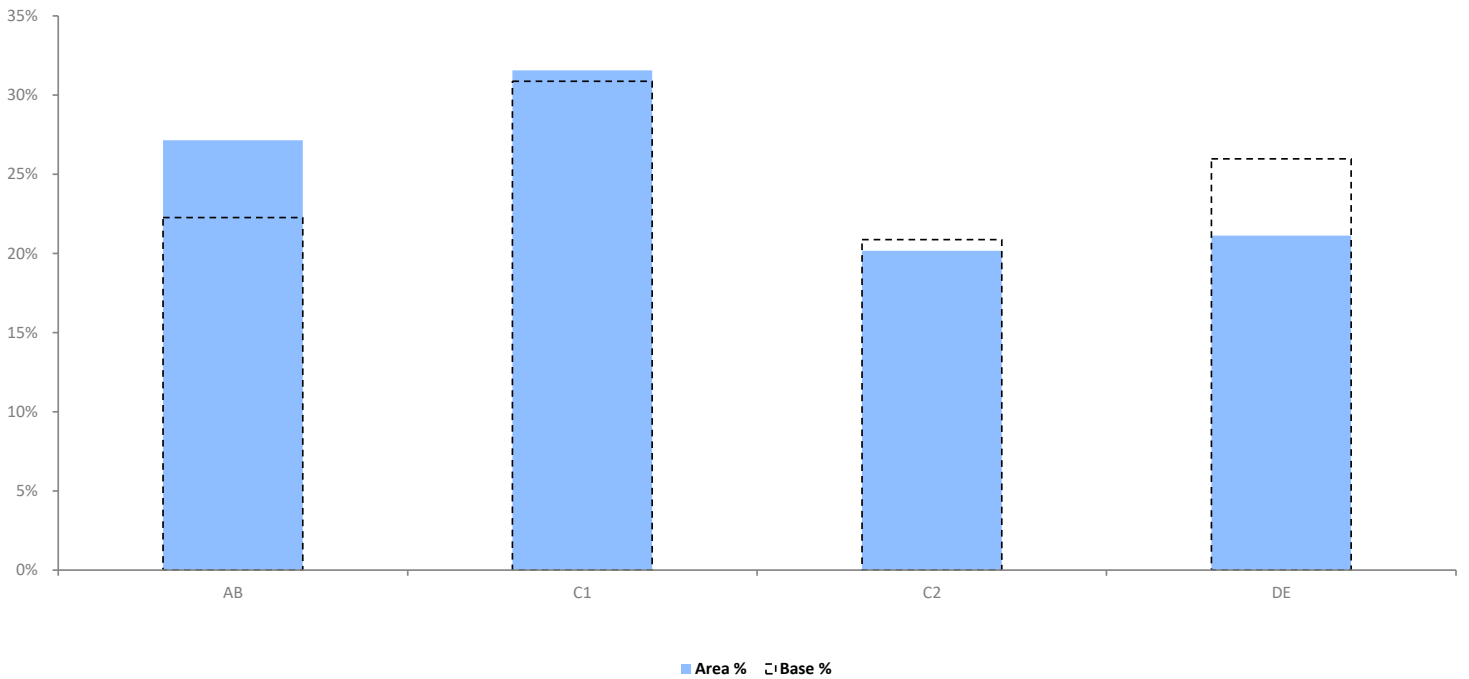
# UP TO DATE DEMOGRAPHICS

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (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	2,893	27.2	22.3	<b>122</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	3,363	31.6	30.9	<b>102</b>			
C2: Skilled manual workers	2,149	20.2	20.9	97			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,250	21.1	26.0	81			
<b>Total household reference persons aged 16 to 64</b>	<b>10,655</b>						



# CGA LICENCED PREMISES

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 :  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	74	329.1	82.8	<b>397</b>			
Proprietary Club	4	17.8	7.5	<b>238</b>			
Registered Club	10	44.5	28.7	<b>155</b>			
Restaurant	28	124.5	32.5	<b>383</b>			
Residential	1	4.4	2.8	<b>160</b>			

Name	Description	License Type	Owner Name	Postcode
Fever	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	SY 1 1QU
White Horse	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 2 6JJ
Dog & Pheasant	Marston's	Pubs & Full On	Marston's	SY 1 2JA
Albion Vaults	Unknown	Pubs & Full On	Unknown	SY 1 2DJ
Hickory's Smokehouse	Hickory's Smokehouse Ltd	Restaurant	Star Pubs & Bars	SY 1 1HH
Yorkshire House	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 1 1DX
Exchange	Independent Free	Pubs & Full On	Independent Free	SY 1 1HU
Hole In The Wall	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SY 1 1HF
Loopy Shrew	Independent Free	Pubs & Full On	Independent Free	SY 1 1HU
Coach & Horses	Independent Free	Pubs & Full On	Independent Free	SY 1 1NF
Admiral Benbow	Independent Free	Pubs & Full On	Independent Free	SY 1 1NF
Albert Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1PB
Kings Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 1 1PP
Shrewsbury Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SY 1 1PU
Curry House	Independent Free	Restaurant	Independent Free	SY 1 1PU
Salopian Bar	Independent Free	Pubs & Full On	Independent Free	SY 1 1PW
Alberts Shed	Independent Free	Pubs & Full On	Independent Free	SY 1 1QJ
Wheatsheaf	Marston's	Pubs & Full On	Marston's	SY 1 1ST
Old Post Office	Marston's	Pubs & Full On	Marston's	SY 1 1SZ
Loggerheads	Marston's	Pubs & Full On	Marston's	SY 1 1UG
La Lanterna Restaurant	Independent Free	Restaurant	Independent Free	SY 1 1UH
Prince Rupert Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1UQ
Three Fishes Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 1 1UR
Bull Inn	Marston's	Pubs & Full On	Marston's	SY 1 1UW
Henry Tudor House	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 1 1XA
Nags Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 1 1XB
Ramna Balti House Restaurant	Independent Free	Restaurant	Independent Free	SY 1 1XB
Lion & Pheasant	Independent Free	Pubs & Full On	Independent Free	SY 1 1XJ
Hop & Friar	Marston's	Pubs & Full On	Marston's	SY 1 1XL
Sandford House Hotel	Independent Free	Residential	Independent Free	SY 1 1XL
Abbots Mead Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1XL
Old Shrews Bowling Club	Independent Free	Registered Club	Independent Free	SY 1 1XR
Bulls Head	Marston's	Pubs & Full On	Marston's	SY 1 2AD
Vaults	Independent Free	Pubs & Full On	Independent Free	SY 1 2AB
Gala Bingo	Gala Group	Proprietary Club	Gala Group	SY 1 2AG
Station Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 2DJ
Buttermarket	Independent Free	Pubs & Full On	Independent Free	SY 1 2LF
Grove Hotel	Marston's	Pubs & Full On	Marston's	SY 3 7NN
Saddlers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 3 7TJ
Dun Cow	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 2 6AL
Old Bell	Marston's	Pubs & Full On	Marston's	SY 2 6BA
Abbey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 2 5AZ
Peach Tree	Independent Free	Restaurant	Independent Free	SY 2 6AE
Shalimar Tandoori	Independent Free	Restaurant	Independent Free	SY 2 6AE
Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 2 6BT
Charles Darwin	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 2 6HN
Peacock Inn	Marston's	Pubs & Full On	Marston's	SY 2 6JS
Salop Nalgo Club	Independent Free	Registered Club	Independent Free	SY 2 6NG
Old Bucks Head Inn	Independent Free	Pubs & Full On	Independent Free	SY 3 8JY
Red Barn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 3 7HS
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	SY 3 8JY
Anchor	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 3 8JX
Brooklands	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SY 3 9JT

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	74	329.1	82.8	<b>397</b>			
Proprietary Club	4	17.8	7.5	<b>238</b>			
Registered Club	10	44.5	28.7	<b>155</b>			
Restaurant	28	124.5	32.5	<b>383</b>			
Residential	1	4.4	2.8	<b>160</b>			

Name	Description	License Type	Owner Name	Postcode
Pengwern Boat Club	Independent Free	Registered Club	Independent Free	SY 3 7BD
Seven Stars Inn	Independent Free	Pubs & Full On	Independent Free	SY 3 7BP
Cross Foxes	Independent Free	Pubs & Full On	Independent Free	SY 3 7DE
Crown	Marston's	Pubs & Full On	Marston's	SY 3 7DX
Boars Head	Marston's	Pubs & Full On	Marston's	SY 3 7LL
Masonic Arms	Independent Free	Pubs & Full On	Independent Free	SY 3 7LN
Prince Of Wales	Unknown	Pubs & Full On	Unknown	SY 3 7NZ
Reabrook Sports & Social Club	Independent Free	Registered Club	Independent Free	SY 3 7PX
La Mer Rouge	Independent Free	Restaurant	Independent Free	SY 3 8JN
Boathouse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 3 8JQ
Bricklayers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 2 6BD
Meole Brace Bowling Club	Independent Free	Registered Club	Independent Free	SY 3 9JT
House Of Grain	Independent Free	Restaurant	Independent Free	SY 1 1XJ
Golden Cross Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1LP
Beaconsfield Conservative Club	Independent Free	Registered Club	Independent Free	SY 1 1PL
House Of The Rising Sun	Independent Free	Restaurant	Independent Free	SY 1 1UW
Telepost Club	Independent Free	Registered Club	Independent Free	SY 2 6BT
Shrewsbury Town Football Club	Independent Free	Proprietary Club	Independent Free	SY 2 6AB
Belle Vue Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 3 7NJ
Armoury	Restaurant Group	Pubs & Full On	Restaurant Group	SY 1 1HH
Beaten Track	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SY 3 7ET
Beefy Boys	Independent Free	Restaurant	Independent Free	SY 1 1SF
Lion Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1UY
La Dolce Vita Restaurant	Independent Free	Restaurant	Independent Free	SY 1 1QU
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SY 3 9NB
Pizza Express	Hony Capital	Restaurant	Hony Capital	SY 1 1PP
Masala	Independent Free	Restaurant	Independent Free	SY 1 1XL
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SY 1 1SJ
Riverbank	Independent Free	Restaurant	Independent Free	SY 1 1HH
Montgomerys Tower	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SY 1 1RT
Cafe Saffron	Independent Free	Restaurant	Independent Free	SY 1 1QU
Havana Republic	Independent Free	Pubs & Full On	Independent Free	SY 2 6AE
Shrewsbury Town Community Football Club	Independent Free	Proprietary Club	Independent Free	SY 2 6ST
Old Market Hall	Independent Free	Pubs & Full On	Independent Free	SY 1 1LH
Theatre Severn	Independent Free	Pubs & Full On	Independent Free	SY 3 8FT
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SY 3 7ET
Ashleys	Independent Free	Pubs & Full On	Independent Free	SY 1 1HF
Libertine	Independent Free	Pubs & Full On	Independent Free	SY 1 1EQ
Severn Social Dive Bar	Independent Free	Pubs & Full On	Independent Free	SY 3 8JY
Percy Throwers Garden Centre	Unknown	Restaurant	Unknown	SY 2 6QQ
Quarry	Independent Free	Pubs & Full On	Independent Free	SY 1 1RN
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SY 1 1QB
Third Place Indian Restaurant	Independent Free	Restaurant	Independent Free	SY 3 8RJ
Hive	Independent Free	Registered Club	Independent Free	SY 1 1TD
Casa Naranjo	Independent Free	Restaurant	Independent Free	SY 1 1UX
St Nicholas Spa	Independent Free	Pubs & Full On	Independent Free	SY 1 2BQ
Bear Steps Coffee House	Independent Free	Restaurant	Independent Free	SY 1 1UR
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	SY 1 1LN
Shrewsbury Castle	Independent Free	Pubs & Full On	Independent Free	SY 1 2AT
Blind Tiger	Independent Free	Pubs & Full On	Independent Free	SY 1 1QU
Number Four	Independent Free	Restaurant	Independent Free	SY 1 1UW
Meole Brace Golf Club	Independent Free	Registered Club	Independent Free	SY 2 6QQ
Chez Sophie	Independent Free	Pubs & Full On	Independent Free	SY 1 1HD

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3  
 Base: Great Britain  
 Year: 2022

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Restaurant	28	124.5	32.5	<b>383</b>			
Residential	1	4.4	2.8	<b>160</b>			

Name	Description	License Type	Owner Name	Postcode
River Thai Restaurant & Bar	Independent Free	Restaurant	Independent Free	SY 1 1PG
Shropshire Unison Club	Independent Free	Registered Club	Independent Free	SY 2 6ND
Bombos	Independent Free	Pubs & Full On	Independent Free	SY 1 1UT
Wightman Theatre	Independent Free	Pubs & Full On	Independent Free	SY 1 1LN
Ten And Six	Independent Free	Restaurant	Independent Free	SY 1 1PY
Cote	Cote Restaurants	Restaurant	Cote Restaurants	SY 1 1JZ
Platform	Independent Free	Pubs & Full On	Independent Free	SY 1 2DJ
Dough And Oil	Independent Free	Restaurant	Independent Free	SY 1 2AZ
Oil	Independent Free	Pubs & Full On	Independent Free	SY 1 2BQ
Floro Lounge	Loungers	Pubs & Full On	Loungers	SY 1 1DN
Gin Different	Independent Free	Pubs & Full On	Independent Free	SY 1 1QG

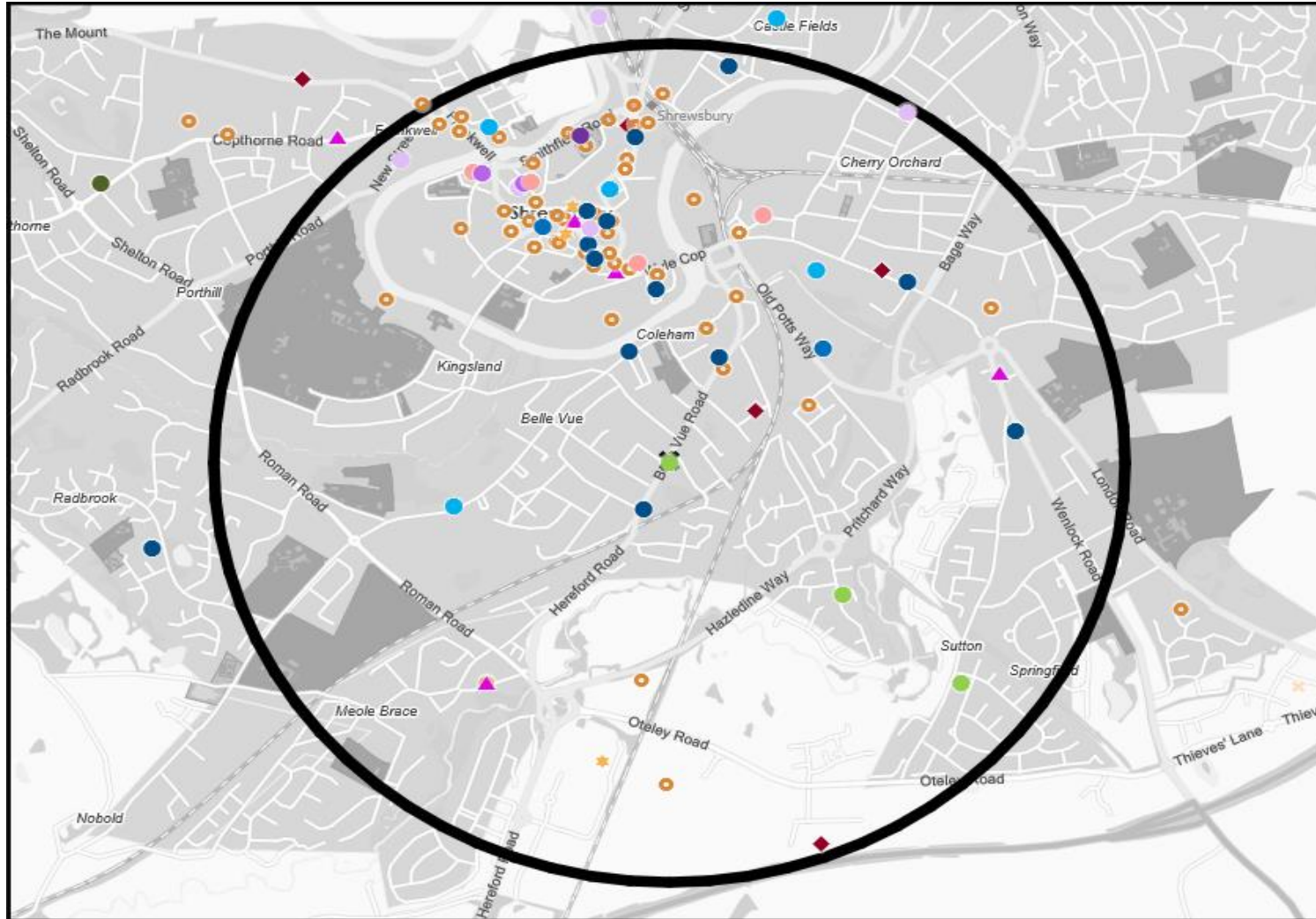


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (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:** P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,271	30.7	22.0	140		
2 Rising Prosperity	1,379	12.9	10.3	126		
3 Comfortable Communities	2,954	27.7	26.3	105		
4 Financially Stretched	1,468	13.8	23.7	58		
5 Urban Adversity	1,520	14.3	17.4	82		
6 Not Private Households	63	0.6	0.3	178		
Graph						
<b>Total households</b>	<b>10,655</b>					

#### Acorn Category Pen Portrait

1 Affluent Achievers
12.1M 22.8%  
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

←→

Running into debt      Saving a lot

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: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (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	78	0.7	1.1	66		
1.B Executive Wealth	1,246	11.7	11.2	104		
1.C Mature Money	1,947	18.3	9.6	190		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	19	0.2	4.0	4		
2.E Career Climbers	1,360	12.8	6.3	203		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	102	1.0	5.7	17		
3.G Successful Suburbs	732	6.9	5.9	117		
3.H Steady Neighbourhoods	260	2.4	7.4	33		
3.I Comfortable Seniors	585	5.5	2.9	191		
3.J Starting Out	1,275	12.0	4.4	269		
<b>4. Financially Stretched</b>						
4.K Student Life	33	0.3	2.5	13		
4.L Modest Means	433	4.1	7.9	51		
4.M Striving Families	344	3.2	7.5	43		
4.N Poorer Pensioners	658	6.2	5.8	106		
<b>5. Urban Adversity</b>						
5.O Young Hardship	944	8.9	6.2	143		
5.P Struggling Estates	283	2.7	5.9	45		
5.Q Difficult Circumstances	293	2.7	5.3	52		
<b>6. Not Private Households</b>						
6.R Not Private Households	63	0.6	0.3	178		
<b>Total households</b>	<b>10,655</b>					

Acorn Group Pen Portrait


1
C
Mature Money

4.9M  
UK Adults
 9.2%  
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

**CORE DEMOGRAPHICS**

Age range <b>55+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>



**BRANDS**

<b>SHOPPING</b> LAKELAND	LAURA ASHLEY	JA MILLER	W
<b>LEISURE</b> BROWNS	NESPRESSO		CARRÉ NERO
<b>WEBSITES</b> goodfood	MoneySavingExpert.com	M&S	BBC NEWS

**DIGITAL AND TECH**

**ATTITUDES**

I worry about online security <b>62%</b> <small>UK average: 59%</small>	Shopping online makes my life easier <b>59%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>26%</b> <small>UK average: 28%</small>
-------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

**TOP BEHAVIOURS**

<b>Use BBC iPlayer</b>	<b>Own a tablet</b>	<b>Buy wine and alcohol online</b>
------------------------	---------------------	------------------------------------

**FINANCIAL PROFILE**

Household income <b>£47k</b> <small>UK Average: £10k</small>	Household income <b>£51k</b> <small>London Average: £16k</small>	% Disposable income <b>51%</b> <small>UK Average: 43%</small>	% Disposable income <b>44%</b> <small>London Average: 29%</small>
--------------------------------------------------------------------	------------------------------------------------------------------------	---------------------------------------------------------------------	-------------------------------------------------------------------------

Financial situation: 
Running into debt!
Saving a bit



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

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Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (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
<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	11	0.1	0.2	69			
1.A.3 Large house luxury	67	0.6	0.9	73			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	449	4.2	2.6	161			
1.B.5 Wealthy countryside commuters	40	0.4	2.4	15			
1.B.6 Financially comfortable families	82	0.8	2.2	35			
1.B.7 Affluent professionals	287	2.7	0.8	318			
1.B.8 Prosperous suburban families	340	3.2	1.5	209			
1.B.9 Well-off edge of towners	48	0.5	1.6	28			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	257	2.4	3.0	80			
1.C.11 Settled suburbia, older people	1,262	11.8	2.8	419			
1.C.12 Retired and empty nesters	157	1.5	2.5	60			
1.C.13 Upmarket downsizers	271	2.5	1.3	197			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	19	0.2	0.7	26			
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	192	1.8	1.9	94			
2.E.19 First time buyers in small, modern homes	1,168	11.0	3.3	328			
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	8	0.1	1.0	7			
3.F.23 Owner occupiers in small towns and villages	94	0.9	3.2	28			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	263	2.5	2.7	93			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	469	4.4	2.4	182			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	138	1.3	3.4	38			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	122	1.1	2.3	49			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	393	3.7	2.4	155			
3.I.31 Elderly singles in purpose-built accommodation	192	1.8	0.5	372			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	1,102	10.3	2.1	487			
3.J.33 Smaller houses and starter homes	173	1.6	2.3	70			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	10	0.1	0.4	27			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	23	0.2	1.9	12			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	62	0.6	1.4	41			
4.L.38 Semi-skilled workers in traditional neighbourhoods	147	1.4	2.6	52			
4.L.39 Fading owner occupied terraces	224	2.1	2.9	73			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	61	0.6	1.6	36			
4.M.42 Struggling young families in post-war terraces	15	0.1	1.6	9			
4.M.43 Families in right-to-buy estates	193	1.8	2.1	88			
4.M.44 Post-war estates, limited means	75	0.7	2.2	32			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	188	1.8	0.8	225			
4.N.46 Elderly people in social rented flats	133	1.2	1.1	118			
4.N.47 Low income older people in smaller semis	147	1.4	2.3	61			
4.N.48 Pensioners and singles in social rented flats	190	1.8	1.7	103			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	566	5.3	2.2	245			
5.O.50 Struggling younger people in mixed tenure	327	3.1	1.8	173			
5.O.51 Young people in small, low cost terraces	51	0.5	2.3	21			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	92	0.9	1.6	55			
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	191	1.8	1.6	111			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	51	0.5	1.5	32			
5.Q.58 Singles and young families, some receiving benefits	152	1.4	1.8	80			
5.Q.59 Deprived areas and high-rise flats	90	0.8	2.0	42			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.0	0.1	64			
6.R.61 Inactive communal population	59	0.6	0.3	202			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,655</b>						

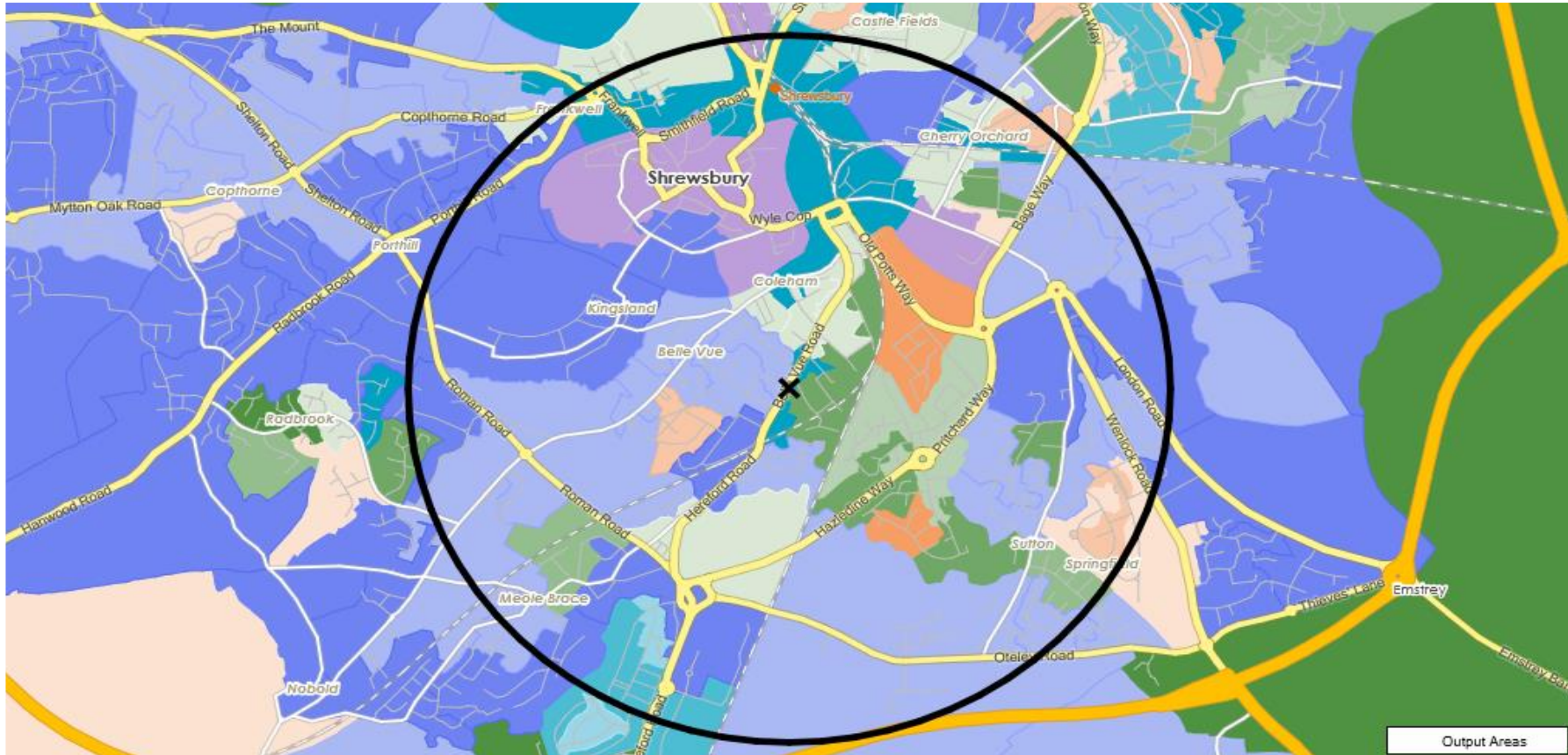


# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03927\_Belle Vue Tavern, Shrewsbury, SY3 7NJ (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

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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.1M** 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%

