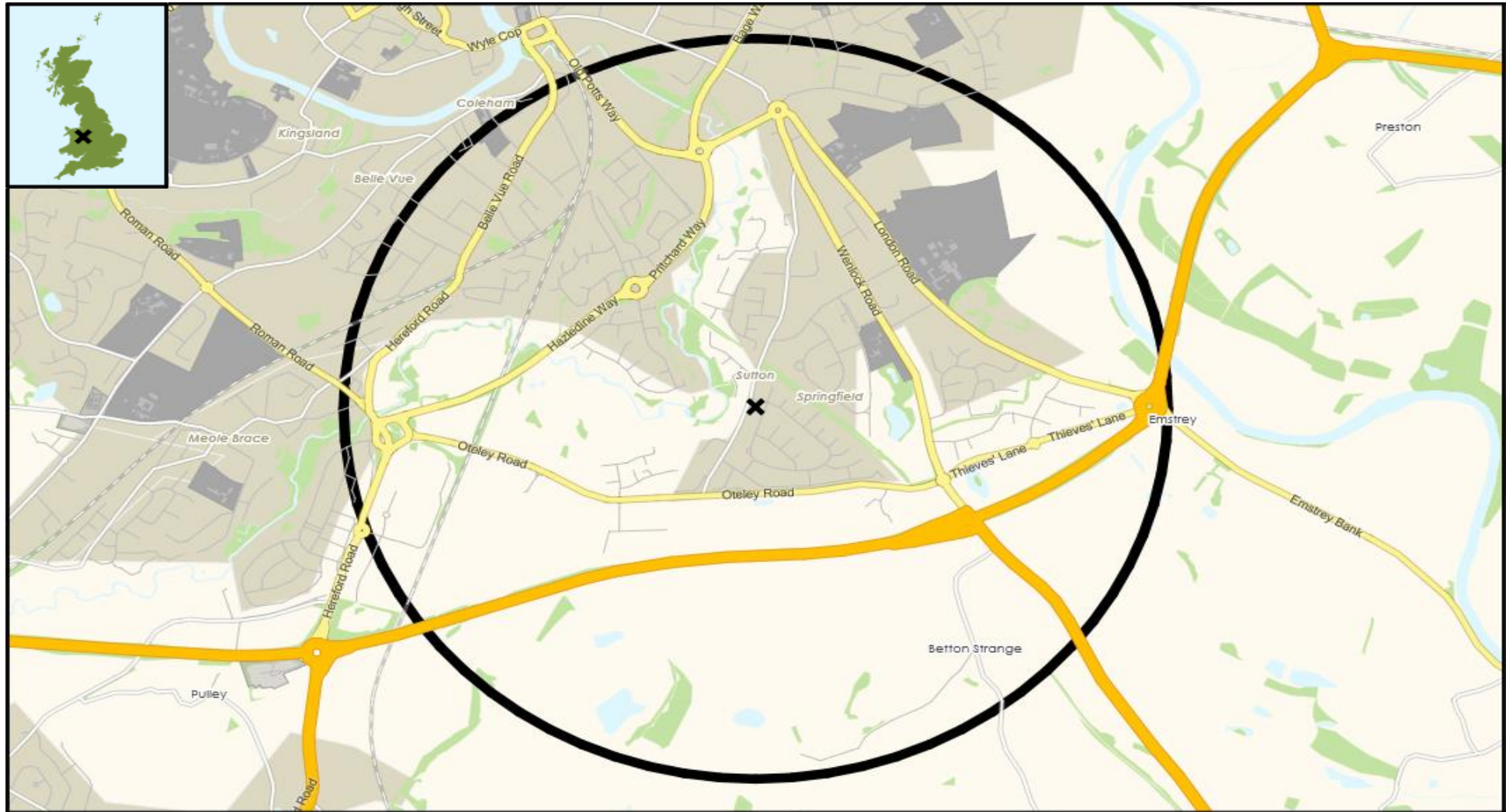


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (1 Mile contour)



# POPULATION PROJECTIONS

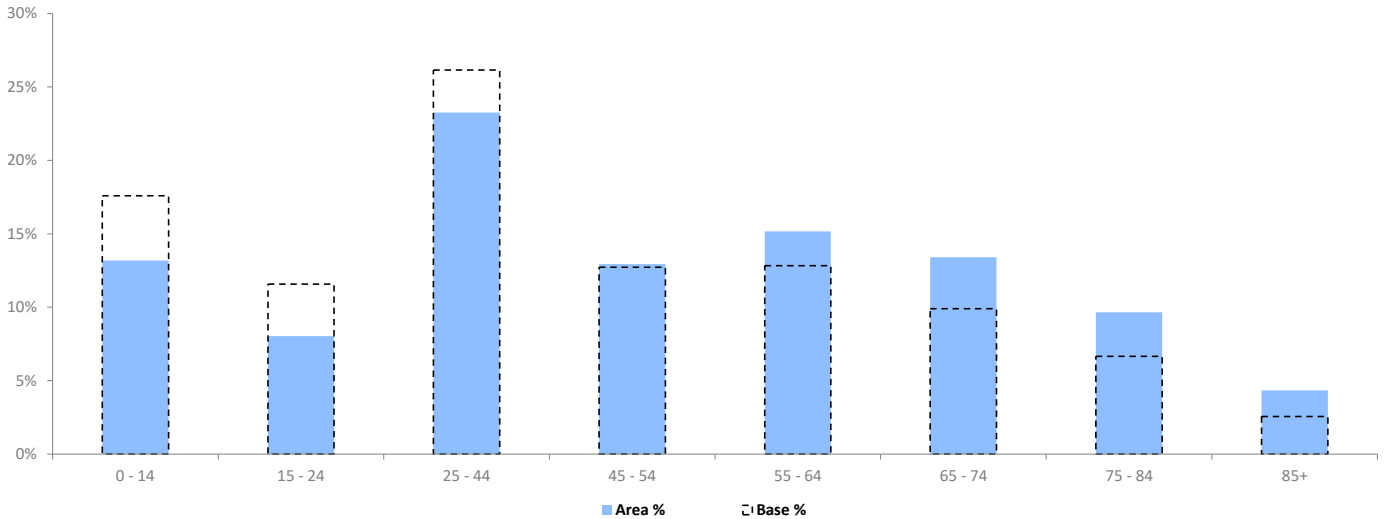
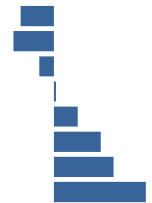
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Area: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,550	13.2	17.6	75			
15 - 24	944	8.0	11.6	69			
25 - 44	2,735	23.3	26.2	89			
45 - 54	1,520	12.9	12.7	102			
55 - 64	1,782	15.2	12.8	118			
65 - 74	1,576	13.4	9.9	136			
75 - 84	1,136	9.7	6.7	145			
85+	510	4.3	2.6	170			
<b>Total population</b>	<b>11,753</b>						



# EXPENDITURE

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Area: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (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	£396,331	£70.41	£73.74	95			
2. Alcoholic beverages, tobacco and narcotics	£145,813	£25.90	£27.43	94			
3. Clothing & Footwear	£217,118	£38.57	£41.92	92			
4. Housing, water, electricity, gas and other fuels	£491,316	£87.28	£92.23	95			
5. Furnishings, equipment and routine maintenance	£219,136	£38.93	£39.49	99			
6. Health	£104,169	£18.51	£16.97	109			
7. Transport	£602,763	£107.08	£115.30	93			
8. Communication	£74,630	£13.26	£14.64	91			
9. Recreation & Culture	£543,659	£96.58	£100.48	96			
10. Education	£54,771	£9.73	£22.34	44			
11. Restaurants & Hotels	£467,506	£83.05	£82.30	101			
12. Miscellaneous goods and services	£557,051	£98.96	£104.94	94			
<b>Total Expenditure</b>	<b>£3,874,262</b>	<b>£688.27</b>	<b>£731.77</b>	<b>94</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.

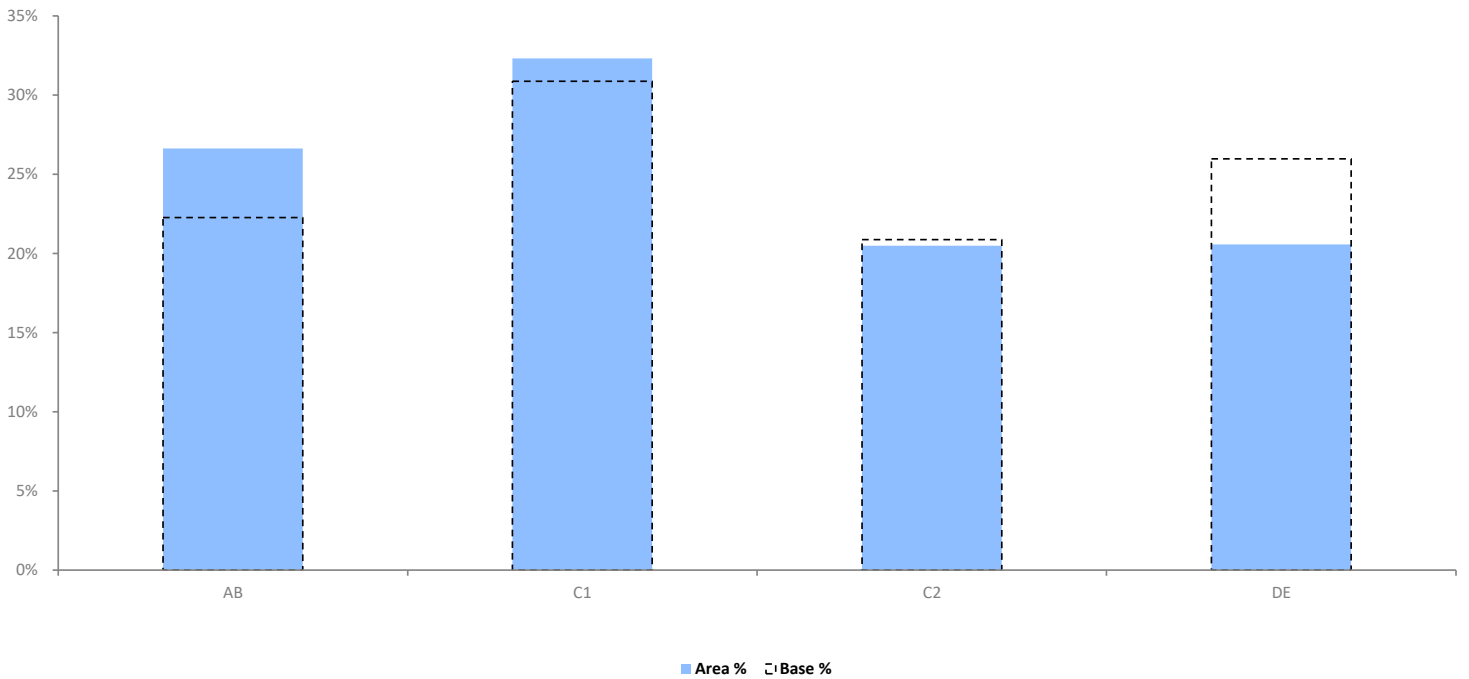
# UP TO DATE DEMOGRAPHICS

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Area: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (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	1,512	26.6	22.3	<b>120</b>			
C1: Supervisory, clerical, jr managerial/admin/professional	1,836	32.3	30.9	<b>105</b>			
C2: Skilled manual workers	1,164	20.5	20.9	98			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,168	20.6	26.0	79			
<b>Total household reference persons aged 16 to 64</b>	<b>5,680</b>						



# CGA LICENCED PREMISES

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Area: P03379\_Charles Darwin, Shrewsbury, SY2 6L  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	110.6	82.8	134			
Proprietary Club	1	8.5	7.5	114			
Registered Club	5	42.5	28.7	148			
Restaurant	3	25.5	32.5	79			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
White Horse	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 2 6JJ
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
Old Bell	Marston's	Pubs & Full On	Marston's	SY 2 6BA
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
Shrewsbury Cricket Club	Independent Free	Registered Club	Independent Free	SY 2 6PT
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
Bricklayers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 2 6BD
Belle Vue Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 3 7NJ
Beaten Track	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SY 3 7ET
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SY 3 9NB
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	SY 2 6LG
Shrewsbury Town Community Football Club	Independent Free	Proprietary Club	Independent Free	SY 2 6ST
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SY 3 7ET
Percy Throwers Garden Centre	Unknown	Restaurant	Unknown	SY 2 6QW
Meole Brace Golf Club	Independent Free	Registered Club	Independent Free	SY 2 6QQ
Shropshire Unison Club	Independent Free	Registered Club	Independent Free	SY 2 6ND

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (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:** P03379\_Charles Darwin, Shrewsbury, SY2 6HN (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,062	36.3	22.0	165		
2 Rising Prosperity	513	9.0	10.3	88		
3 Comfortable Communities	1,759	31.0	26.3	118		
4 Financially Stretched	813	14.3	23.7	60		
5 Urban Adversity	487	8.6	17.4	49		
6 Not Private Households	46	0.8	0.3	243		
Graph						
<b>Total households</b>	<b>5,680</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

UK Adults

# 12.1M

of UK

# 22.8%

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: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (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	19	0.3	1.1	30		
1.B Executive Wealth	793	14.0	11.2	124		
1.C Mature Money	1,250	22.0	9.6	229		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	513	9.0	6.3	144		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	94	1.7	5.7	29		
3.G Successful Suburbs	412	7.3	5.9	123		
3.H Steady Neighbourhoods	210	3.7	7.4	50		
3.I Comfortable Seniors	513	9.0	2.9	315		
3.J Starting Out	530	9.3	4.4	210		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	362	6.4	7.9	80		
4.M Striving Families	105	1.8	7.5	25		
4.N Poorer Pensioners	346	6.1	5.8	105		
<b>5. Urban Adversity</b>						
5.O Young Hardship	299	5.3	6.2	85		
5.P Struggling Estates	86	1.5	5.9	26		
5.Q Difficult Circumstances	102	1.8	5.3	34		
<b>6. Not Private Households</b>						
6.R Not Private Households	46	0.8	0.3	243		
<b>Total households</b>	<b>5,680</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.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>55+</b>	Children at home <b>0</b>	SHOPPING LAKELAND      LAURA ASHLEY      J. M. WELLS      W. WATSON	LEISURE BROWNS      NESPRESSO      M&S      CARRE NERO
House tenure Owned outright	Family structure Couple	WEBSITES goodfood      MoneySavingExpert.com      M&S      BBC NEWS	
Number of beds <b>4</b>	House type Detached	<b>DIGITAL AND TECH</b>	
<b>FINANCIAL PROFILE</b>		<b>ATTITUDES</b>	
Household income UK: £47k      London: £51k Average: £10k      Average: £16k	% Disposable income UK: 51%      London: 44% Average: 43%      Average: 29%	I worry about online security <b>62%</b> UK average: 59%	Shopping online makes my life easier <b>59%</b> UK average: 62%
Financial situation Running into debt      Saving a bit		I love the ease of using chat bots to get answers <b>26%</b> UK average: 28%	
<b>TOP BEHAVIOURS</b>		<b>Buy wine and alcohol online</b>	
Use BBC iPlayer		Own a tablet	





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

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Area: P03379\_Charles Darwin, Shrewsbury, SY2 6HN (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

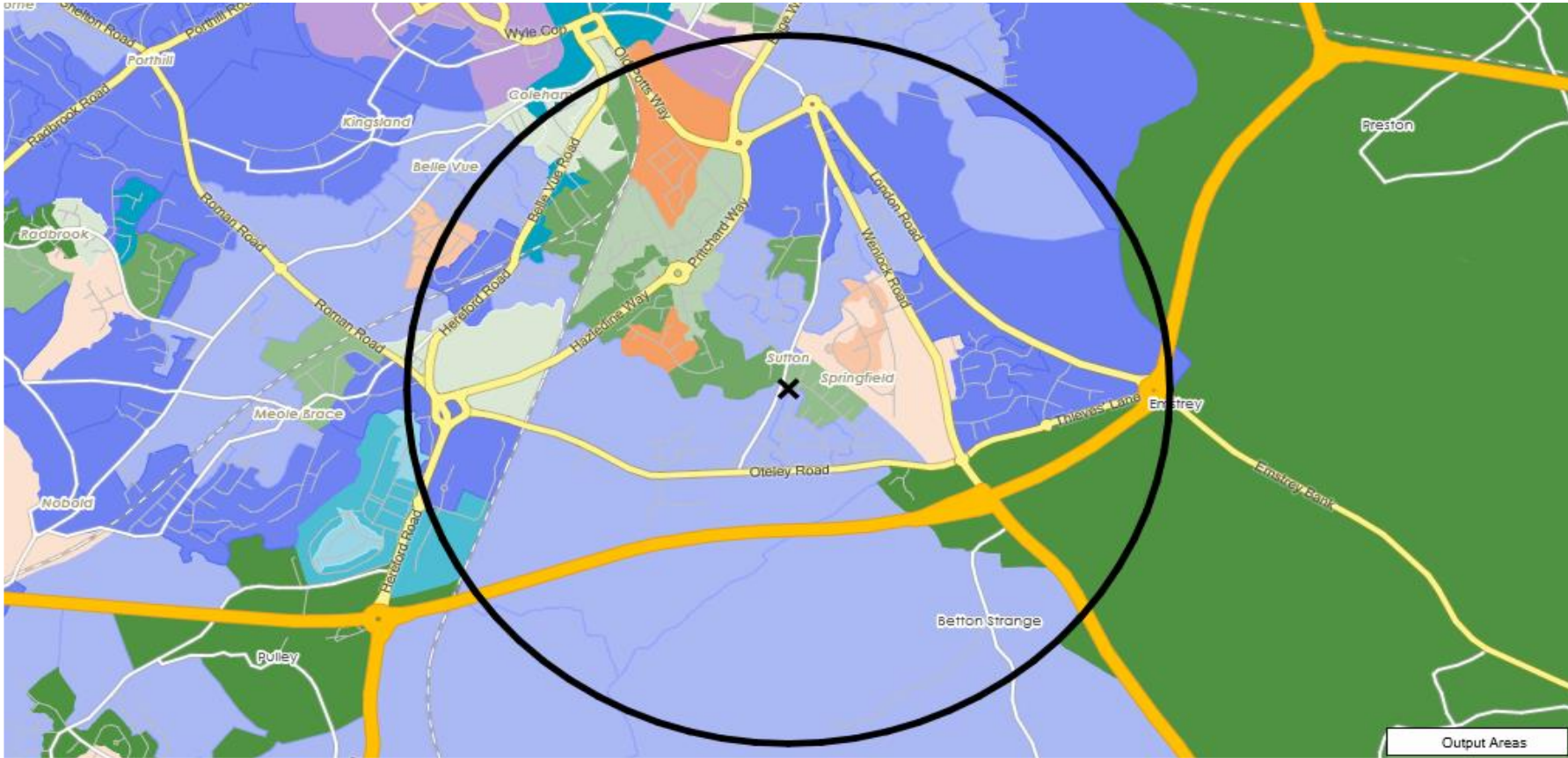
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	19	0.3	0.9	39			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	417	7.3	2.6	280			
1.B.5 Wealthy countryside commuters	10	0.2	2.4	7			
1.B.6 Financially comfortable families	82	1.4	2.2	66			
1.B.7 Affluent professionals	71	1.3	0.8	148			
1.B.8 Prosperous suburban families	170	3.0	1.5	196			
1.B.9 Well-off edge of towners	43	0.8	1.6	47			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	180	3.2	3.0	105			
1.C.11 Settled suburbia, older people	758	13.3	2.8	472			
1.C.12 Retired and empty nesters	229	4.0	2.5	163			
1.C.13 Upmarket downsizers	83	1.5	1.3	113			
<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	185	3.3	1.9	170			
2.E.19 First time buyers in small, modern homes	328	5.8	3.3	173			
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	14			
3.F.23 Owner occupiers in small towns and villages	86	1.5	3.2	47			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	220	3.9	2.7	145			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	192	3.4	2.4	140			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	177	3.1	3.4	91			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	33	0.6	2.3	25			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	393	6.9	2.4	290			
3.I.31 Elderly singles in purpose-built accommodation	120	2.1	0.5	437			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	480	8.5	2.1	398			
3.J.33 Smaller houses and starter homes	50	0.9	2.3	38			
<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	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	62	1.1	1.4	76			
4.L.38 Semi-skilled workers in traditional neighbourhoods	122	2.1	2.6	82			
4.L.39 Fading owner occupied terraces	178	3.1	2.9	108			
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	13	0.2	1.6	14			
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	52	0.9	2.1	45			
4.M.44 Post-war estates, limited means	40	0.7	2.2	32			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	110	1.9	0.8	247			
4.N.46 Elderly people in social rented flats	17	0.3	1.1	28			
4.N.47 Low income older people in smaller semis	110	1.9	2.3	86			
4.N.48 Pensioners and singles in social rented flats	109	1.9	1.7	111			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	143	2.5	2.2	116			
5.O.50 Struggling younger people in mixed tenure	143	2.5	1.8	142			
5.O.51 Young people in small, low cost terraces	13	0.2	2.3	10			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	39	0.7	1.6	44			
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	47	0.8	1.6	51			
<b>5.Q Difficult Circumstances</b>							
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	73	1.3	1.8	72			
5.Q.59 Deprived areas and high-rise flats	29	0.5	2.0	26			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	2	0.0	0.1	60			
6.R.61 Inactive communal population	44	0.8	0.3	283			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,680</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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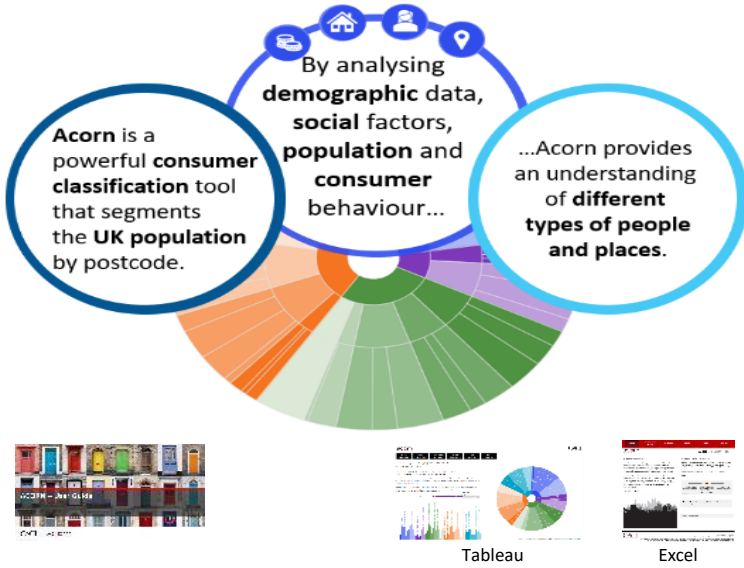
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
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

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.

