

CGA LICENCED PREMISES

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Area: P03238_Jolly Masons, Wrexham, LL14 3YF (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	114.7	81.7	140			
Proprietary Club	1	12.7	7.3	175			
Registered Club	3	38.2	28.2	136			
Restaurant	0	0.0	32.1	0			
Residential	1	12.7	2.7	477			

Name	Description	License Type	Owner Name	Postcode
Holly Bush Inn	Unknown	Pubs & Full On	Unknown	LL14 3AE
Queens Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 3BD
Newbridge Inn	Independent Free	Pubs & Full On	Independent Free	LL14 3BJ
Cefn Mawr Community Social Club	Independent Free	Registered Club	Independent Free	LL14 3RB
Eagles Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 3RP
Duke Of Wellington	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 3SG
Oddfellows Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 3TB
Acrefair Sports & Social Club	Independent Free	Registered Club	Independent Free	LL14 3TR
Hampden Arms	Marston's	Pubs & Full On	Marston's	LL14 3UG
Jolly Masons	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 3YF
Telford	Independent Free	Residential	Independent Free	LL20 7TT
Cefn Druids Football Club	Independent Free	Registered Club	Independent Free	LL14 3YF
Plas Madoc Leisure Centre	Independent Free	Proprietary Club	Independent Free	LL14 3HL
Trevor Hall	Independent Free	Pubs & Full On	Independent Free	LL20 7TN

MAP OF AREA

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Source: OS Open Data 2018

Area: P03238_Jolly Masons, Wrexham, LL14 3YF (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: P03238_Jolly Masons, Wrexham, LL14 3YF (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	63	1.9	22.1	8		
2 Rising Prosperity	0	0.0	10.2	0		
3 Comfortable Communities	911	26.8	26.5	101		
4 Financially Stretched	1,502	44.1	23.7	186		
5 Urban Adversity	914	26.9	17.2	156		
6 Not Private Households	13	0.4	0.3	111		
Total households		3,403				

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

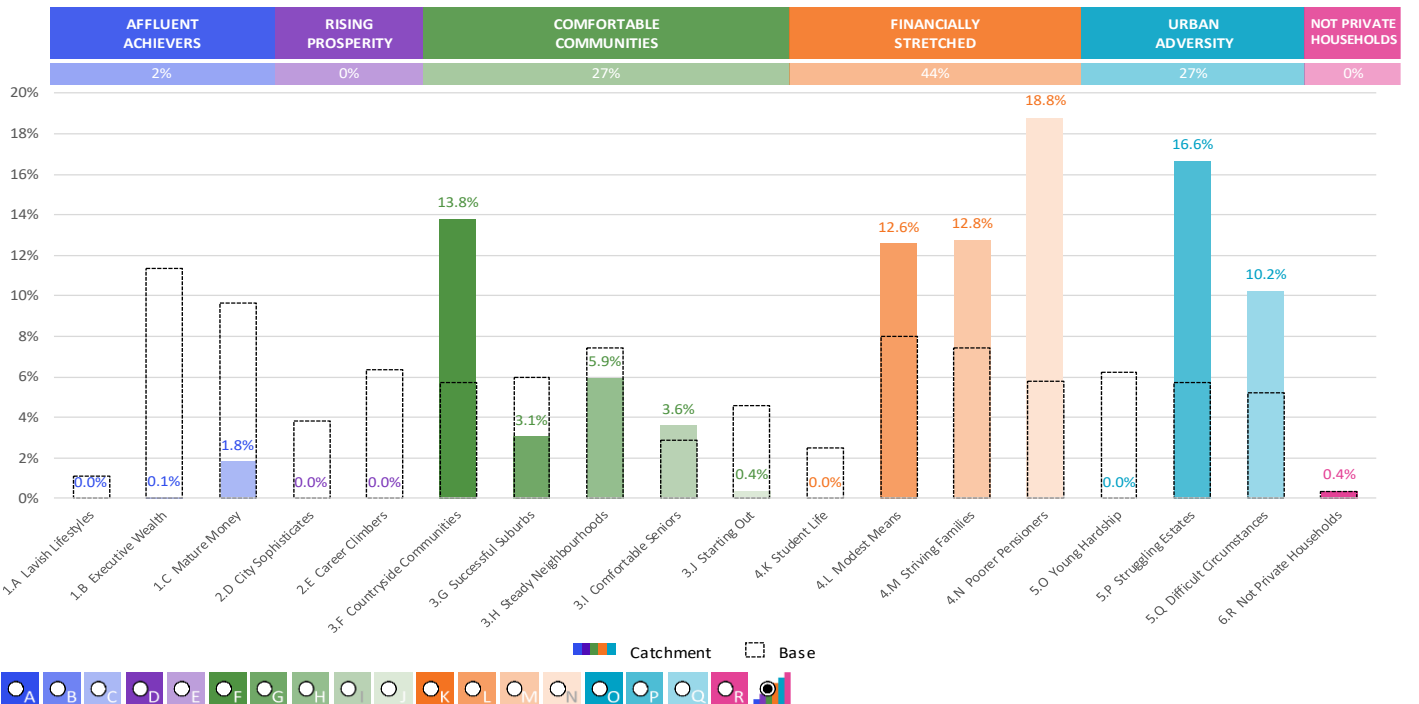
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03238_Jolly Masons, Wrexham, LL14 3YF (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	0	0.0	1.1	0			
1.B Executive Wealth	2	0.1	11.3	1			
1.C Mature Money	61	1.8	9.6	19			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
3. Comfortable Communities							
3.F Countryside Communities	470	13.8	5.7	241			
3.G Successful Suburbs	104	3.1	6.0	51			
3.H Steady Neighbourhoods	202	5.9	7.4	80			
3.I Comfortable Seniors	122	3.6	2.9	125			
3.J Starting Out	13	0.4	4.6	8			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	428	12.6	8.0	158			
4.M Striving Families	434	12.8	7.4	171			
4.N Poorer Pensioners	640	18.8	5.8	327			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	566	16.6	5.7	292			
5.Q Difficult Circumstances	348	10.2	5.2	195			
6. Not Private Households							
6.R Not Private Households	13	0.4	0.3	111			
Total households	3,403						

Acorn Group Graph



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

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Area: P03238_Jolly Masons, Wrexham, LL14 3YF (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	2	0.1	2.6	2			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	26	0.8	3.1	25			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	30	0.9	2.5	36			
1.C.13 Upmarket downsizers	5	0.1	1.3	11			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	20	0.6	1.5	39			
3.F.22 Older couples and families in rural areas	16	0.5	1.0	47			
3.F.23 Owner occupiers in small towns and villages	434	12.8	3.2	397			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	89	2.6	2.7	97			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	15	0.4	2.4	18			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	159	4.7	3.5	135			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	43	1.3	2.3	54			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	122	3.6	2.4	151			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	13	0.4	2.4	16			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	69	2.0	1.4	141			
4.L.38 Semi-skilled workers in traditional neighbourhoods	287	8.4	2.6	321			
4.L.39 Fading owner occupied terraces	72	2.1	2.9	72			
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	106	3.1	1.6	195			
4.M.42 Struggling young families in post-war terraces	5	0.1	1.6	9			
4.M.43 Families in right-to-buy estates	73	2.1	2.0	105			
4.M.44 Post-war estates, limited means	250	7.3	2.2	338			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	25	0.7	0.8	93			
4.N.46 Elderly people in social rented flats	27	0.8	1.0	77			
4.N.47 Low income older people in smaller semis	512	15.0	2.2	673			
4.N.48 Pensioners and singles in social rented flats	76	2.2	1.7	131			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
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	437	12.8	1.6	822			
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	129	3.8	1.6	237			
5.Q Difficult Circumstances							
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	348	10.2	1.8	581			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.1	0.1	247			
6.R.61 Inactive communal population	8	0.2	0.3	83			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,403						

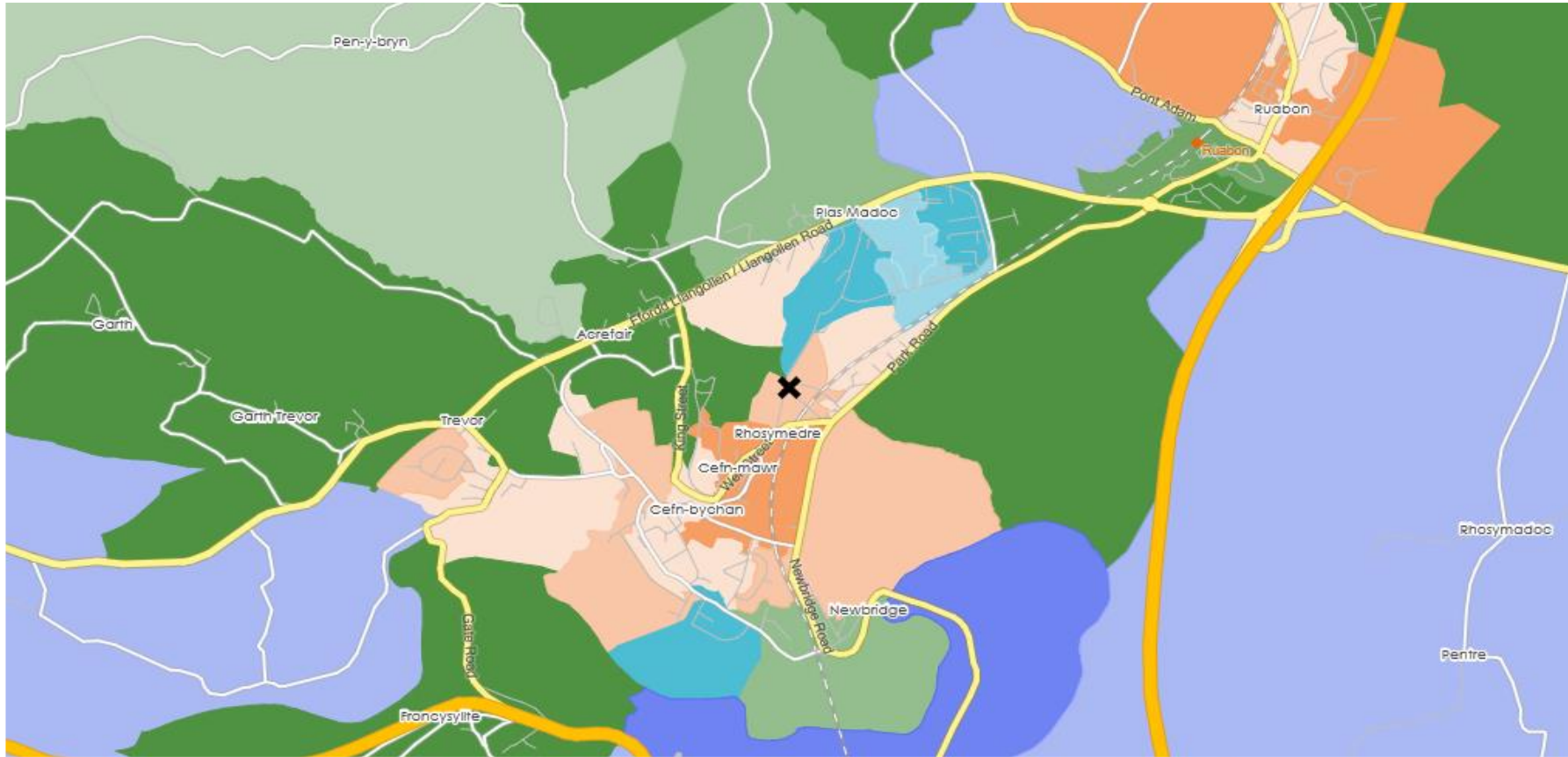
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03238_Jolly Masons, Wrexham, LL14 3YF (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
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

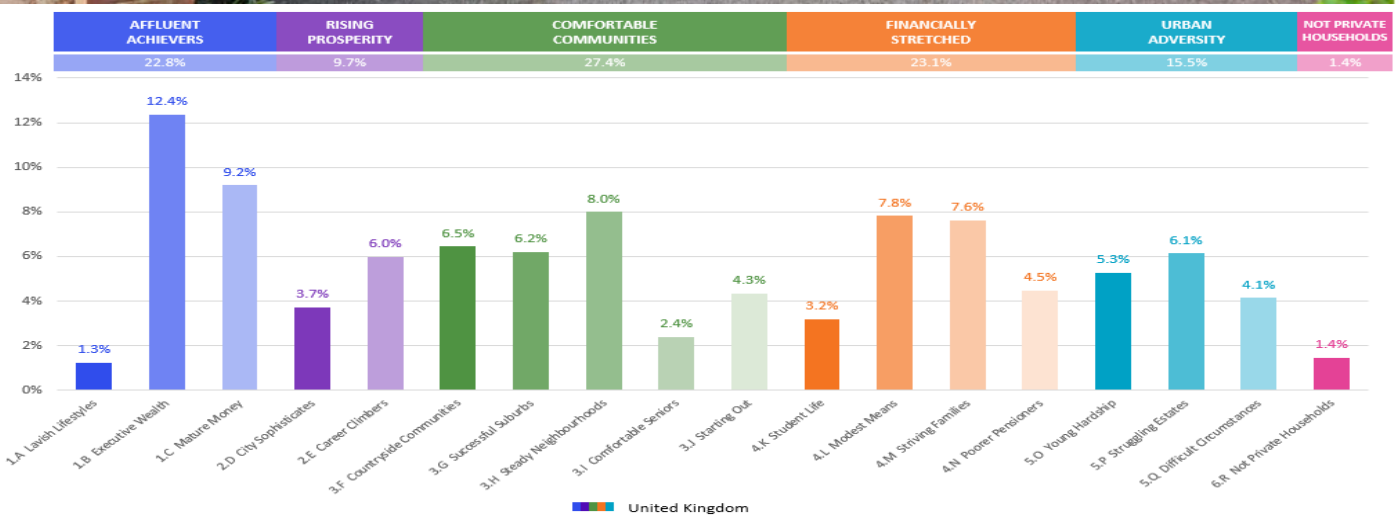
House tenure: Owned outright

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.



MAP OF AREA

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