CGA LICENCED PREMISES

Area: P04552_Red Lion, Wrexham, LL11 3NB (1 Mi
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	50.8	81.7	62			
Proprietary Club	0	0.0	7.3	0			
Registered Club	0	0.0	28.2	0			
Restaurant	1	16.9	32.1	53			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL11 3NB
Golden Lion	Marston's	Pubs & Full On	Marston's	LL11 3RP
Cross Foxes	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL11 3RY
Mirch Massala	Independent Free	Restaurant	Independent Free	LL11 3SA

CACI

MAP OF AREA

Area: P04552_Red Lion, Wrexham, LL11 3NB (1 Mile contour)
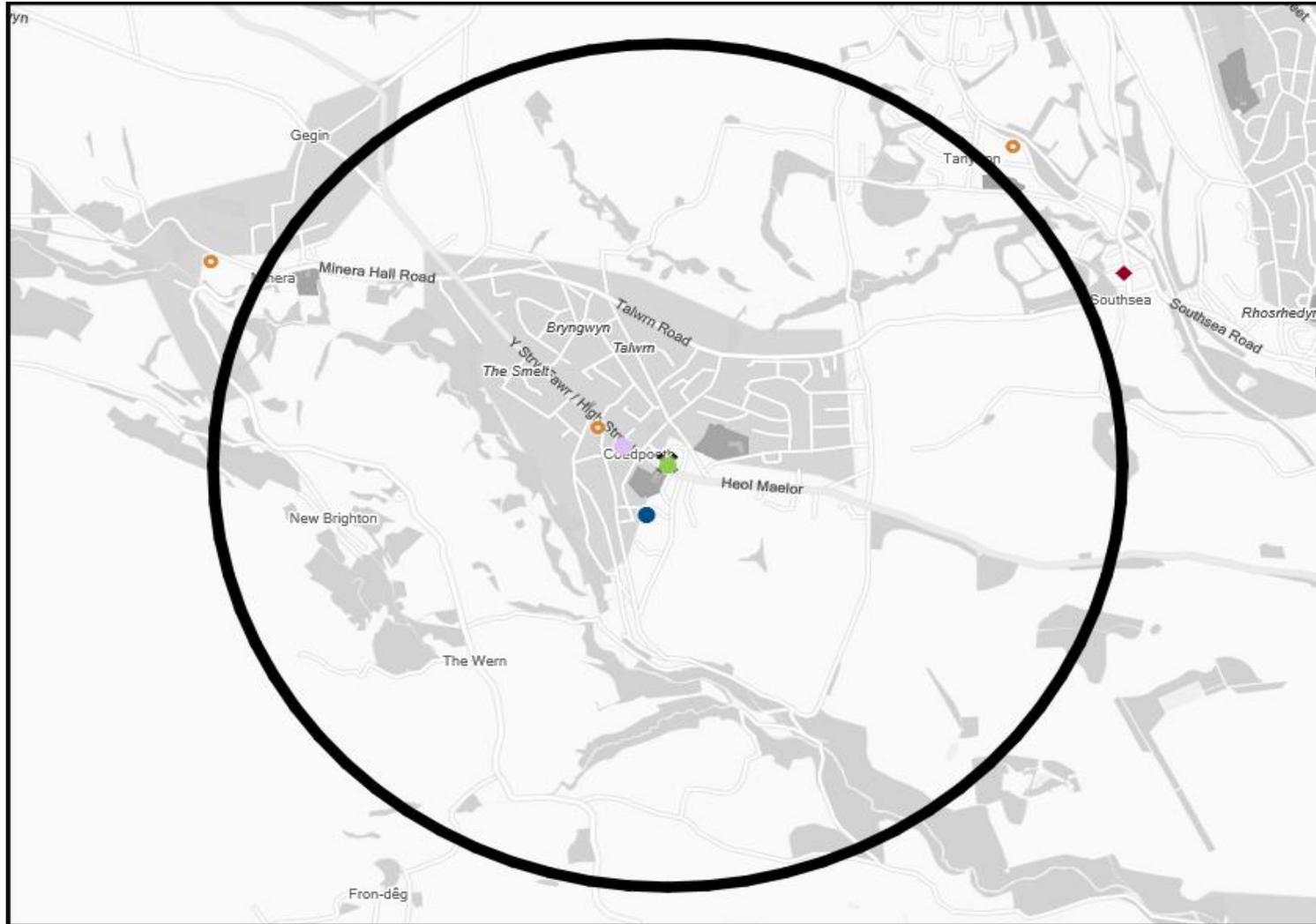
KEY

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

Area: P04552_Red Lion, Wrexham, LL11 3NB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
1	Affluent Achievers	165	6.3	22.1	29			
2	Rising Prosperity	18	0.7	10.2	7			
3	Comfortable Communities	1,213	46.7	26.5	176			
4	Financially Stretched	934	35.9	23.7	152			
5	Urban Adversity	246	9.5	17.2	55			
6	Not Private Households	24	0.9	0.3	268			
	Graph							
	Total households	**2,600**						

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

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 Groups within Category 4: Financially Stretched
K Student Life — 13%
L Modest Means — 34%
M Striving Families — 34%
N Poorer Pensioners — 20%

ACORN GROUP PROFILE - HOUSEHOLDS

Area: P04552_Red Lion, Wrexham, LL11 3NB (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	63	2.4	11.3	21		
1.C	Mature Money	102	3.9	9.6	41		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	3.8	0		
2.E	Career Climbers	18	0.7	6.4	11		
3. Comfortable Communities							
3.F	Countryside Communities	763	29.3	5.7	**512**		
3.G	Successful Suburbs	272	10.5	6.0	**176**		
3.H	Steady Neighbourhoods	103	4.0	7.4	53		
3.I	Comfortable Seniors	73	2.8	2.9	98		
3.J	Starting Out	2	0.1	4.6	2		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.5	0		
4.L	Modest Means	324	12.5	8.0	**156**		
4.M	Striving Families	353	13.6	7.4	**182**		
4.N	Poorer Pensioners	257	9.9	5.8	**172**		
5. Urban Adversity							
5.O	Young Hardship	89	3.4	6.3	55		
5.P	Struggling Estates	82	3.2	5.7	55		
5.Q	Difficult Circumstances	75	2.9	5.2	55		
6. Not Private Households							
6.R	Not Private Households	24	0.9	0.3	**268**		
Total households		**2,600**					

Acorn Group Pen Portrait

4 K Student Life

1.6M UK Adults · 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

Age range **18-24**
Children at home **0**
House tenure **Privately renting**
Family structure **Single**
Number of beds **4+**
House type **Flat or maisonette**

FINANCIAL PROFILE

Household income
UK £33k / London £36k
Average: £40k / Average: £46k

% Disposable income
UK 26% / London 16%
Average: 43% / Average: 29%

Financial situation
Running into debt — Saving a lot

BRANDS

SHOPPING: CEX, flying tiger copenhagen, H&M, KIKO MILANO
LEISURE: Ed's Diner, TORTILLA, McDonald's, YO! SUSHI
WEBSITES: asos, Spotify, JUST EAT, BuzzFeed

DIGITAL

ATTITUDES

I worry about online security **58%** UK average: 59%

Shopping online makes my life easier **68%** UK average: 62%

I love the ease of using chat bots to get answers **44%** UK average: 28%

TOP BEHAVIOURS

Love to buy new gadgets and appliances

Research beauty online

Social media: Snapchat, YouTube and TikTok

A B C D E F G H I J K L M N O P Q R

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

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P04552_Red Lion, Wrexham, LL11 3NB (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	0	0.0	2.6	0			
	1.B.5	Wealthy countryside commuters	0	0.0	2.5	0			
	1.B.6	Financially comfortable families	63	2.4	2.2	109			
	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	34	1.3	3.1	43			
	1.C.11	Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12	Retired and empty nesters	68	2.6	2.5	106			
	1.C.13	Upmarket downsizers	0	0.0	1.3	0			
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	18	0.7	2.0	35			
	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	0	0.0	1.5	0			
	3.F.22	Older couples and families in rural areas	87	3.3	1.0	333			
	3.F.23	Owner occupiers in small towns and villages	676	26.0	3.2	810			
3.G	Successful Suburbs								
	3.G.24	Comfortably-off families in modern housing	224	8.6	2.7	319			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	48	1.8	2.4	76			
3.H	Steady Neighbourhoods								
	3.H.27	Suburban semis, conventional attitudes	59	2.3	3.5	65			
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29	Established suburbs, older families	44	1.7	2.3	72			
3.I	Comfortable Seniors								
	3.I.30	Older people, neat and tidy neighbourhoods	73	2.8	2.4	118			
	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	2	0.1	2.4	3			
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	20	0.8	1.4	53			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	298	11.5	2.6	436			
	4.L.39	Fading owner occupied terraces	6	0.2	2.9	8			
	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	179	6.9	1.6	432			
	4.M.42	Struggling young families in post-war terraces	15	0.6	1.6	35			
	4.M.43	Families in right-to-buy estates	101	3.9	2.0	191			
	4.M.44	Post-war estates, limited means	58	2.2	2.2	103			
4.N	Poorer Pensioners								
	4.N.45	Pensioners in social housing, semis and terraces	11	0.4	0.8	54			
	4.N.46	Elderly people in social rented flats	9	0.3	1.0	34			
	4.N.47	Low income older people in smaller semis	230	8.8	2.2	396			
	4.N.48	Pensioners and singles in social rented flats	7	0.3	1.7	16			
5.	**Urban Adversity**								
5.O	Young Hardship								
	5.O.49	Young families in low cost private flats	52	2.0	2.2	91			
	5.O.50	Struggling younger people in mixed tenure	37	1.4	1.8	79			
	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	82	3.2	1.6	202			
	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	0	0.0	1.6	0			
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	75	2.9	1.8	164			
	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	0	0.0	0.1	0			
	6.R.61	Inactive communal population	24	0.9	0.3	324			
	6.R.62	Business areas without resident population	0	0	0	0			
		Total households	**2,600**						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04552_Red Lion, Wrexham, LL11 3NB (1 Mile contour)

Source: OS Open Data 2018

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

Acorn Groups
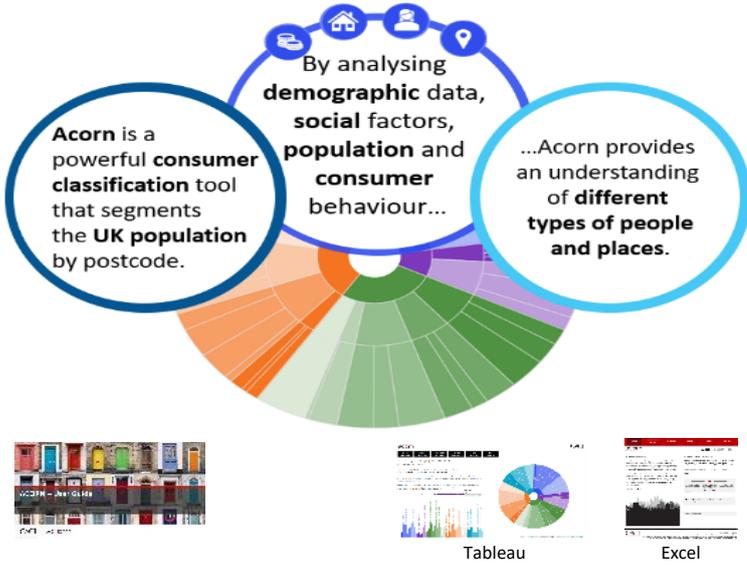
1.A Lavish Lifestyles
1.B Executive Wealth
1.C Mature Money
2.D City Sophisticates
2.E Career Climbers
3.F Countryside Communities
3.G Successful Suburbs
3.H Steady Neighbourhoods
3.I Comfortable Seniors
3.J Starting Out
4.K Student Life
4.L Modest Means
4.M Striving Families
4.N Poorer Pensioners
5.O Young Hardship
5.P Struggling Estates
5.Q Difficult Circumstances
6.R Not Private Households

Area boundary

CACI | acorn

ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour…

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

…Acorn provides an understanding of **different types of people and places**.

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
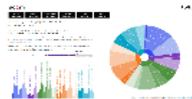
Tableau   Excel

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
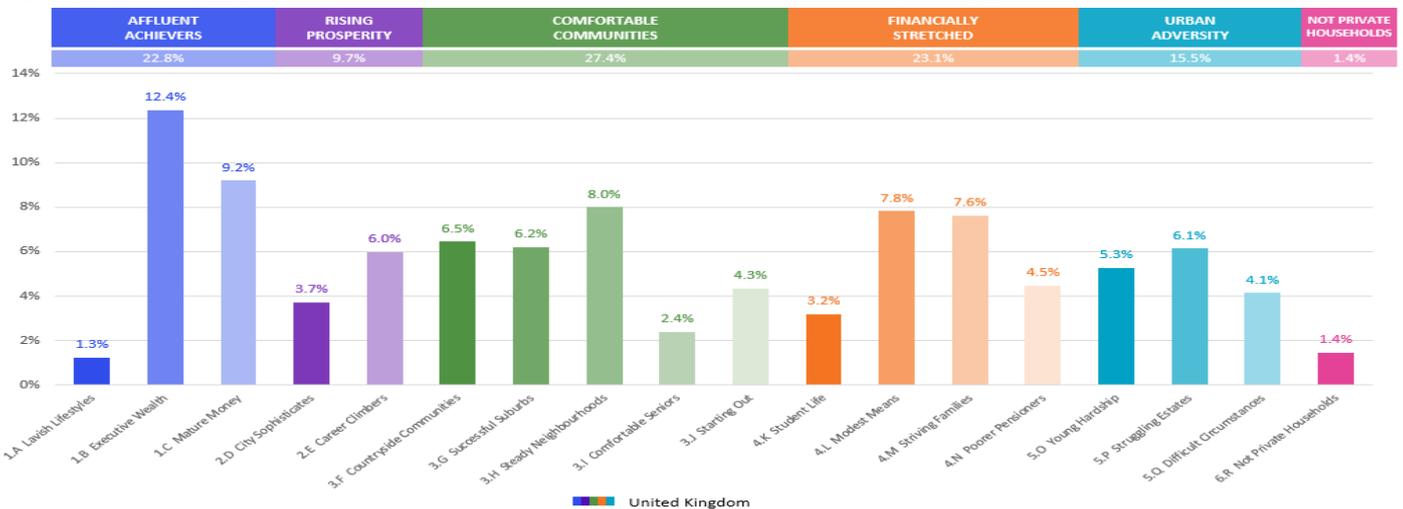
House tenure Owned outright

Number of beds 4+

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%

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.7%	27.4%	23.1%	15.5%	1.4%

Chart values:
- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.4%
- 1.C Mature Money: 9.2%
- 2.D City Sophisticates: 3.7%
- 2.E Career Climbers: 6.0%
- 3.F Countryside Communities: 6.5%
- 3.G Successful Suburbs: 6.2%
- 3.H Steady Neighbourhoods: 8.0%
- 3.I Comfortable Seniors: 2.4%
- 3.J Starting Out: 4.3%
- 4.K Student Life: 3.2%
- 4.L Modest Means: 7.8%
- 4.M Striving Families: 7.6%
- 4.N Poorer Pensioners: 4.5%
- 5.O Young Hardship: 5.3%
- 5.P Struggling Estates: 6.1%
- 5.Q Difficult Circumstances: 4.1%
- 6.R Not Private Households: 1.4%

United Kingdom

MAP OF AREA

Area: P04552_Red Lion, Wrexham, LL11 3NB (1 Mile contour)