

# CGA LICENCED PREMISES

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Area: ATLT\_Grapes InnLL14 1NB (15 min contour)  
Base: Great Britain  
Year: 2021

| Licence Type     | Profile | Per 1000<br>Pop (Area) | Per 1000<br>Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------|---|-----|-----|
| Pubs & Full On   | 78      | 103.3                  | 84.9                   | 122   |   |     |     |
| Proprietary Club | 9       | 11.9                   | 8.1                    | 147   |   |     |     |
| Registered Club  | 26      | 34.4                   | 29.9                   | 115   |   |     |     |
| Restaurant       | 12      | 15.9                   | 34.6                   | 46    |   |     |     |
| Residential      | 1       | 1.3                    | 3.5                    | 38    |   |     |     |

| Name                               | Description                | License Type     | Owner Name                 | Postcode |
|------------------------------------|----------------------------|------------------|----------------------------|----------|
| Ijazz                              | Independent Free           | Restaurant       | Independent Free           | LL11 1NA |
| Saith Seren                        | Unknown                    | Pubs & Full On   | Unknown                    | LL13 8BG |
| Horse & Jockey                     | Star Pubs & Bars           | Pubs & Full On   | Star Pubs & Bars           | LL11 1BD |
| Magnet Social Club                 | Independent Free           | Registered Club  | Independent Free           | LL11 1HH |
| St Marys Catholic Club             | Independent Free           | Registered Club  | Independent Free           | LL11 1RB |
| Penny Black                        | Independent Free           | Pubs & Full On   | Independent Free           | LL11 1TA |
| Cross Foxes                        | Amber Taverns              | Pubs & Full On   | Amber Taverns              | LL11 1TA |
| Wrexham Masonic Club               | Independent Free           | Registered Club  | Independent Free           | LL11 2AD |
| New Centenary Club                 | Independent Free           | Registered Club  | Independent Free           | LL11 2AH |
| Plas Coch                          | Marston's                  | Pubs & Full On   | Marston's                  | LL11 2BW |
| Railway Inn                        | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL11 2DL |
| Lemon Tree Restaurant & Hotel      | Independent Free           | Pubs & Full On   | Independent Free           | LL11 2LP |
| Tyn Y Capel Inn                    | Independent Free           | Pubs & Full On   | Independent Free           | LL11 3DA |
| Red Lion                           | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL11 3NB |
| Five Crosses                       | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL11 3RD |
| Golden Lion                        | Marston's                  | Pubs & Full On   | Marston's                  | LL11 3RP |
| Cross Foxes                        | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | LL11 3RY |
| Wheatsheaf Inn                     | Marston's                  | Pubs & Full On   | Marston's                  | LL11 4AE |
| Gwersyllt Sports & Wkg Mens        | Independent Free           | Registered Club  | Independent Free           | LL11 4AF |
| Miners Arms                        | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL11 5BL |
| Brymbo Sports & Social Club        | Independent Free           | Registered Club  | Independent Free           | LL11 5TF |
| George & Dragon                    | JW Lees                    | Pubs & Full On   | JW Lees                    | LL11 5DA |
| Railway Tavern                     | Independent Free           | Pubs & Full On   | Independent Free           | LL11 5EA |
| Y Tai                              | Marston's                  | Pubs & Full On   | Marston's                  | LL11 5EA |
| Rollers Arms                       | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL11 5PB |
| Kings Head                         | Independent Free           | Pubs & Full On   | Independent Free           | LL11 5UT |
| Cross Foxes Inn                    | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL11 6AW |
| Plassey Holiday Park               | Independent Free           | Proprietary Club | Independent Free           | LL13 0SP |
| Memorial Hall                      | Independent Free           | Registered Club  | Independent Free           | LL12 7AG |
| Cunliffe Arms                      | Marston's                  | Pubs & Full On   | Marston's                  | LL12 7PG |
| Gresford Colliery Recreation Club  | Independent Free           | Registered Club  | Independent Free           | LL12 8EE |
| Four Dogs                          | Star Pubs & Bars           | Pubs & Full On   | Star Pubs & Bars           | LL12 8EF |
| Plough                             | Marston's                  | Pubs & Full On   | Marston's                  | LL12 8NE |
| Royal British Legion Club          | Independent Free           | Registered Club  | Independent Free           | LL12 8PS |
| Griffin                            | Punch Pub Company          | Pubs & Full On   | Punch Pub Company          | LL12 8RG |
| Pant Yr Ochain                     | Restaurant Group           | Pubs & Full On   | Restaurant Group           | LL12 8TY |
| Long Pull                          | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL13 8BD |
| Cross Foxes                        | Restaurant Group           | Pubs & Full On   | Marston's                  | LL13 0DR |
| Red Lion                           | Marston's                  | Pubs & Full On   | Marston's                  | LL13 0PH |
| Erdigg Hall                        | Independent Free           | Restaurant       | Independent Free           | LL13 0YT |
| Bowling Green                      | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | LL13 7HU |
| Fairfield Tavern                   | Marston's                  | Pubs & Full On   | Marston's                  | LL13 7DW |
| Wrexham Lager Sports & Social Club | Independent Free           | Registered Club  | Independent Free           | LL13 7SR |
| Wings Club Wrexham Brch            | Independent Free           | Registered Club  | Independent Free           | LL13 7TU |
| Welch Fusilier                     | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | LL13 8AH |
| Nags Head                          | Marston's                  | Pubs & Full On   | Marston's                  | LL13 8DW |
| Brymbo Conservative Club           | Independent Free           | Registered Club  | Independent Free           | LL11 5BL |
| Golden Lion                        | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL13 8HP |
| Wynnstay Arms Hotel                | Marston's                  | Pubs & Full On   | Marston's                  | LL13 8LP |
| Chequers Bar                       | Independent Free           | Pubs & Full On   | Independent Free           | LL13 8LS |
| Fat Boar                           | Independent Free           | Restaurant       | Independent Free           | LL13 8LW |
| Black Pepper                       | Independent Free           | Restaurant       | Independent Free           | LL13 8LW |
| Squire Yorke                       | Greene King                | Pubs & Full On   | Greene King                | LL13 7EN |

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| Proprietary Club | 9       | 11.9                   | 8.1                    | <b>147</b> |   |     |     |
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| Name                                     | Description                | License Type     | Owner Name                 | Postcode |
|--|----------------------------|------------------|----------------------------|----------|
| China Star                               | Independent Free           | Restaurant       | Independent Free           | LL14 4DL |
| Railway Inn                              | Independent Free           | Pubs & Full On   | Independent Free           | LL14 1AR |
| Royal British Legion Club                | Independent Free           | Registered Club  | Independent Free           | LL14 1NB |
| Grapes Inn                               | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL14 1NB |
| New Inn                                  | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL14 1NU |
| Hafod Social Welfare Club                | Independent Free           | Registered Club  | Independent Free           | LL14 1RB |
| Colliers Arms                            | Independent Free           | Pubs & Full On   | Independent Free           | LL14 1SE |
| Black Lion                               | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL14 2BW |
| Sun Inn                                  | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL14 2LG |
| Black Horse                              | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL14 2RU |
| Cross Foxes                              | *Other Small Retail Groups | Pubs & Full On   | *Other Small Retail Groups | LL14 2SA |
| Holly Bush Inn                           | Unknown                    | Pubs & Full On   | Unknown                    | LL14 3AE |
| Druids United Football Club              | Independent Free           | Registered Club  | Independent Free           | LL14 3AT |
| Newbridge Inn                            | Independent Free           | Pubs & Full On   | Independent Free           | LL14 3BJ |
| Royston Club                             | Independent Free           | Registered Club  | Independent Free           | LL14 3HN |
| Eagles Hotel                             | Independent Free           | Pubs & Full On   | Independent Free           | LL14 3RP |
| 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 |
| Old Black Horse                          | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL14 4AD |
| Swan                                     | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL14 4AU |
| Black Lion                               | Hydes Anvil                | Pubs & Full On   | Hydes Anvil                | LL14 4HN |
| Wynnstay Arms                            | Robinsons                  | Pubs & Full On   | Robinsons                  | LL14 6BL |
| Bridge End Hotel                         | Independent Free           | Pubs & Full On   | Independent Free           | LL14 6DA |
| Vaults                                   | AtWill Pubs                | Pubs & Full On   | AtWill Pubs                | LL14 6DA |
| Canton Chef                              | Independent Free           | Restaurant       | Independent Free           | LL14 6DA |
| Duke Of Wellington                       | Marston's                  | Pubs & Full On   | Marston's                  | LL14 6DE |
| Ruabon Constitution Sports & Social Club | Independent Free           | Registered Club  | Independent Free           | LL14 6LE |
| Action Park                              | Mitchells & Butlers        | Pubs & Full On   | Mitchells & Butlers        | LL11 2SN |
| Beeches                                  | Whitbread                  | Pubs & Full On   | Whitbread                  | LL12 8BH |
| Glyndwr University                       | Independent Free           | Registered Club  | Independent Free           | LL11 2AW |
| Cross Keys                               | Independent Free           | Pubs & Full On   | Independent Free           | LL11 6AR |
| Crest                                    | Independent Free           | Residential      | Independent Free           | LL11 3UL |
| Royal Oak                                | Joule's Brewery            | Pubs & Full On   | Joule's Brewery            | LL13 8HY |
| Rhos Snooker                             | Independent Free           | Proprietary Club | Independent Free           | LL14 1AF |
| Turf Hotel                               | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | LL11 2AH |
| Elihu Yale                               | Wetherspoon                | Pubs & Full On   | Wetherspoon                | LL11 1RR |
| Crafty Dragon                            | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | LL13 8HY |
| Sleepy Panda Restaurant                  | Independent Free           | Restaurant       | Independent Free           | LL13 8DA |
| Voodoo Moon                              | Independent Free           | Proprietary Club | Independent Free           | LL13 7LH |
| Rock Suite                               | Independent Free           | Pubs & Full On   | Independent Free           | LL11 1SN |
| Plassey Golf Club                        | Independent Free           | Registered Club  | Independent Free           | LL13 OSP |
| Old Swan                                 | Hydes Anvil                | Pubs & Full On   | Hydes Anvil                | LL11 1TA |
| Wrexham Football Club                    | Independent Free           | Proprietary Club | Independent Free           | LL11 2AH |
| Moss Valley Golf Club                    | Independent Free           | Registered Club  | Independent Free           | LL11 4UR |
| Grove Park Little Theatre                | Independent Free           | Pubs & Full On   | Independent Free           | LL11 1SN |
| Senso Bar And Lounge                     | Independent Free           | Pubs & Full On   | Independent Free           | LL13 8NA |
| North And South Wales Bank               | Wetherspoon                | Pubs & Full On   | Wetherspoon                | LL13 8HP |
| Atik                                     | Rekom UK                   | Proprietary Club | Rekom UK                   | LL13 7LH |
| William Aston Hall                       | Independent Free           | Registered Club  | Independent Free           | LL11 2AW |
| Ironworks                                | LT Pub Management          | Pubs & Full On   | LT Pub Management          | LL13 8NA |
| Y Stiwt Theatre                          | Independent Free           | Pubs & Full On   | Independent Free           | LL14 1RB |

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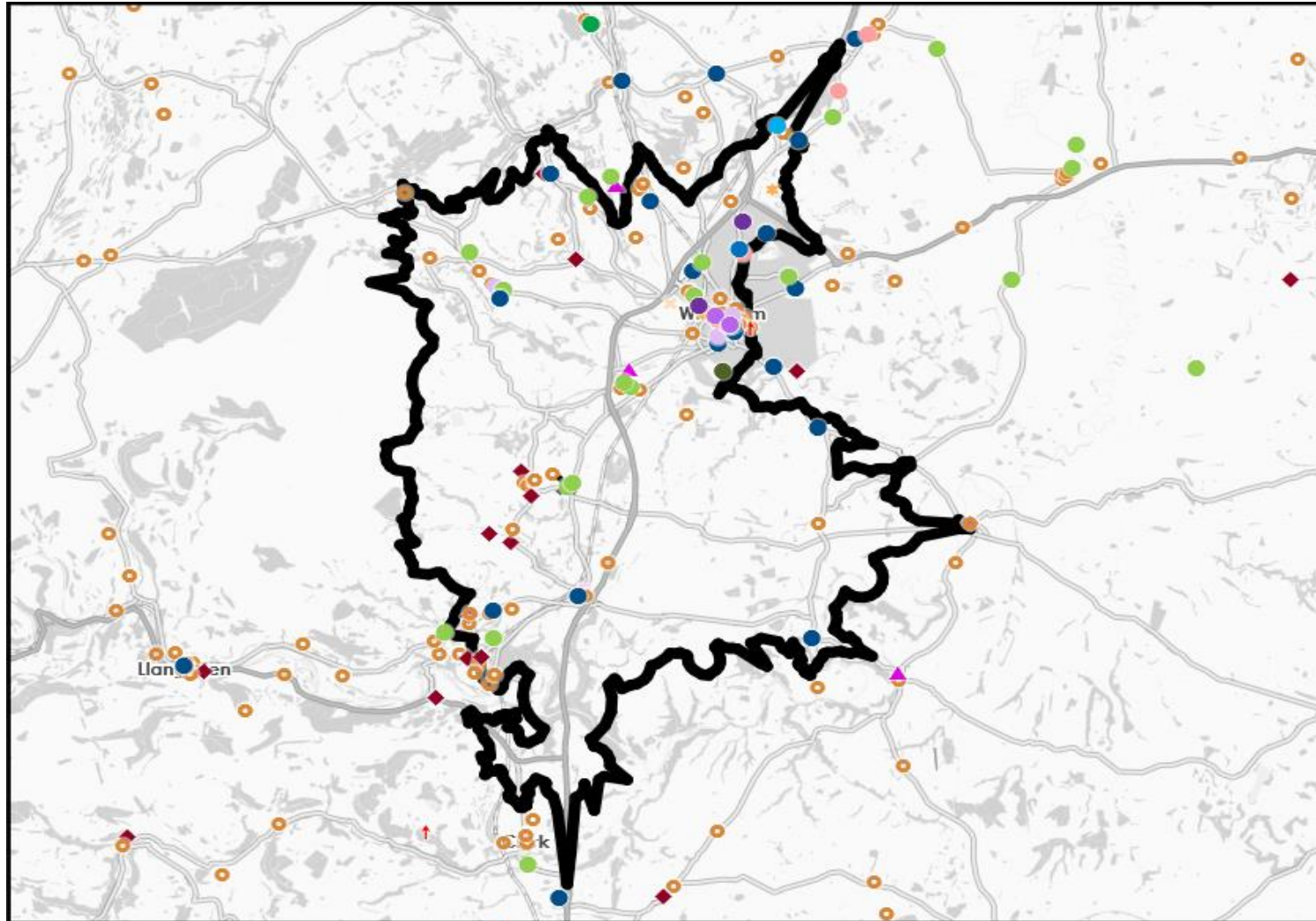
| Name                                   | Description            | License Type     | Owner Name             | Postcode |
|--|------------------------|------------------|------------------------|----------|
| Ramada Plaza                           | Wyndham Hotel Group UK | Pubs & Full On   | Wyndham Hotel Group UK | LL13 7YH |
| Central Station                        | Independent Free       | Pubs & Full On   | Independent Free       | LL11 1SN |
| Magic Dragon Brewery Tap               | Independent Free       | Pubs & Full On   | Independent Free       | LL13 8BT |
| North Wales Regional Tennis Centre     | Independent Free       | Registered Club  | Independent Free       | LL11 2BW |
| Tenpin                                 | Tenpin Ltd             | Proprietary Club | Tenpin Ltd             | LL13 8DG |
| Nandos                                 | Nandos Restaurants     | Restaurant       | Nandos Restaurants     | LL13 8DB |
| Pizza Hut                              | Pizza Hut UK Ltd       | Restaurant       | Pizza Hut UK Ltd       | LL13 7SU |
| Cefn Druids Football Club              | Independent Free       | Registered Club  | Independent Free       | LL14 3YF |
| Esclusham Bowling Club                 | Independent Free       | Registered Club  | Independent Free       | LL14 4AR |
| Mirch Massala                          | Independent Free       | Restaurant       | Independent Free       | LL11 3SA |
| Bank Bar & Bistro                      | Independent Free       | Pubs & Full On   | Independent Free       | LL13 8HY |
| Penycae Football Club                  | Independent Free       | Registered Club  | Independent Free       | LL14 2PE |
| Maahis                                 | Independent Free       | Restaurant       | Independent Free       | LL14 6YY |
| Premier Inn                            | Whitbread Hotels       | Pubs & Full On   | Whitbread              | LL11 2BY |
| Hideout                                | Independent Free       | Proprietary Club | Independent Free       | LL13 8NB |
| Splash Magic Leisure Centre            | Independent Free       | Proprietary Club | Independent Free       | LL14 3HL |
| Gwyn Evans Leisure And Activity Centre | Independent Free       | Proprietary Club | Independent Free       | LL11 4HQ |
| Thai Room Restaurant                   | Independent Free       | Restaurant       | Independent Free       | LL13 8DB |
| Lot 11                                 | Independent Free       | Pubs & Full On   | Independent Free       | LL11 1SN |
| Teds Bar                               | Independent Free       | Pubs & Full On   | Independent Free       | LL13 8HY |

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLTL\_Grapes InnLL14 1NB (15 min 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

- ◆ Other

- ✕ Site Location
- Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Grapes InnLL14 1NB (15 min contour)

Base: Great Britain

Year: 2021

| Acorn Category Description  |                           | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|---------------------------|--------------|------------|------------|---------|-----|-----|
|        | 1 Affluent Achievers      | 3,546        | 10.7       | 22.0       | 49      |     |     |
|        | 2 Rising Prosperity       | 958          | 2.9        | 10.1       | 28      |     |     |
|        | 3 Comfortable Communities | 12,014       | 36.2       | 26.2       | 138     |     |     |
|        | 4 Financially Stretched   | 11,830       | 35.6       | 23.7       | 150     |     |     |
|        | 5 Urban Adversity         | 4,769        | 14.4       | 17.6       | 82      |     |     |
|        | 6 Not Private Households  | 88           | 0.3        | 0.3        | 80      |     |     |
|  Graph |                           |              |            |            |         |     |     |
| Total households  |                           | 33,205       |            |            |         |     |     |

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Grapes InnLL14 1NB (15 min contour)

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| 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        | 1,731        | 5.2        | 11.2       | 46    |   |     |     |
| 1.C                        | Mature Money            | 1,815        | 5.5        | 9.6        | 57    |   |     |     |
| 2. Rising Prosperity       |                         |              |            |            |       |   |     |     |
| 2.D                        | City Sophisticates      | 0            | 0.0        | 4.0        | 0     |   |     |     |
| 2.E                        | Career Climbers         | 958          | 2.9        | 6.2        | 47    |   |     |     |
| 3. Comfortable Communities |                         |              |            |            |       |   |     |     |
| 3.F                        | Countryside Communities | 4,182        | 12.6       | 5.7        | 220   |   |     |     |
| 3.G                        | Successful Suburbs      | 2,653        | 8.0        | 5.9        | 136   |   |     |     |
| 3.H                        | Steady Neighbourhoods   | 2,176        | 6.6        | 7.4        | 89    |   |     |     |
| 3.I                        | Comfortable Seniors     | 1,237        | 3.7        | 2.9        | 128   |   |     |     |
| 3.J                        | Starting Out            | 1,766        | 5.3        | 4.3        | 122   |   |     |     |
| 4. Financially Stretched   |                         |              |            |            |       |   |     |     |
| 4.K                        | Student Life            | 57           | 0.2        | 2.4        | 7     |   |     |     |
| 4.L                        | Modest Means            | 4,615        | 13.9       | 7.9        | 176   |   |     |     |
| 4.M                        | Striving Families       | 3,040        | 9.2        | 7.5        | 121   |   |     |     |
| 4.N                        | Poorer Pensioners       | 4,118        | 12.4       | 5.9        | 210   |   |     |     |
| 5. Urban Adversity         |                         |              |            |            |       |   |     |     |
| 5.O                        | Young Hardship          | 2,113        | 6.4        | 6.1        | 104   |   |     |     |
| 5.P                        | Struggling Estates      | 1,712        | 5.2        | 6.1        | 84    |   |     |     |
| 5.Q                        | Difficult Circumstances | 944          | 2.8        | 5.3        | 53    |   |     |     |
| 6. Not Private Households  |                         |              |            |            |       |   |     |     |
| 6.R                        | Not Private Households  | 88           | 0.3        | 0.3        | 80    |   |     |     |
| Total households           |                         | 33,205       |            |            |       |   |     |     |

## Acorn Group Pen Portrait

|   |   |              |                   |               |
|---|---|--------------|-------------------|---------------|
| 4 | L | Modest Means | 4.1M<br>UK Adults | 7.7%<br>of UK |
|---|---|--------------|-------------------|---------------|

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

| DEMOGRAPHICS  |   | BRANDS   |  |
|---|---|--|--|
| Age range<br><b>25-34</b>   | Children at home<br><b>3+</b>   | SHOPPING<br>   |  |
| House tenure<br><b>Privately renting</b>                                    | Family structure<br><b>Single parent</b>                                    | LEISURE<br>  |  |
| Number of beds<br><b>3</b>  | House type<br><b>Terraced</b>   | WEBSITES<br>   |  |
|   |   |  |  |
|   |   |  |  |
|   |   |  |  |
|   |   | DIGITAL  |  |
| FINANCIAL PROFILE   |   | ATTITUDES  |  |
|   |   | KEY INTERNET USAGE   |  |
| Household Income<br>UK: <b>£35k</b><br>London: <b>£42k</b><br>Average: £40k | % Disposable Income<br>UK: <b>45%</b><br>London: <b>34%</b><br>Average: 44% | Financial situation<br>  |  |
|   |   | TECHNOLOGY USAGE   |  |
|   |   | Whilst internet usage is below average, this group are more likely to <b>research loans online</b> |  |
|   |   | Whilst internet usage is below average, this group are more likely to <b>purchase toys online</b>  |  |
|   |   | This group are more likely to <b>subscribe to Sky TV</b>   |  |

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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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   | 0             | 0.0        | 0.9        | 0     |   |     |     |
| <b>1.B Executive Wealth</b>        |  |               |            |            |       |   |     |     |
|                                    | 1.B.4 Asset rich families  | 496           | 1.5        | 2.6        | 57    |   |     |     |
|                                    | 1.B.5 Wealthy countryside commuters                              | 51            | 0.2        | 2.4        | 6     |   |     |     |
|                                    | 1.B.6 Financially comfortable families                           | 1,052         | 3.2        | 2.2        | 144   |   |     |     |
|                                    | 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                                   | 132           | 0.4        | 1.6        | 25    |   |     |     |
| <b>1.C Mature Money</b>            |  |               |            |            |       |   |     |     |
|                                    | 1.C.10 Better-off villagers                                      | 391           | 1.2        | 3.0        | 39    |   |     |     |
|                                    | 1.C.11 Settled suburbia, older people                            | 399           | 1.2        | 2.9        | 42    |   |     |     |
|                                    | 1.C.12 Retired and empty nesters                                 | 921           | 2.8        | 2.5        | 112   |   |     |     |
|                                    | 1.C.13 Upmarket downsizers                                       | 104           | 0.3        | 1.3        | 24    |   |     |     |
| <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                              | 627           | 1.9        | 1.9        | 100   |   |     |     |
|                                    | 2.E.19 First time buyers in small, modern homes                  | 331           | 1.0        | 3.3        | 30    |   |     |     |
|                                    | 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  | 307           | 0.9        | 1.5        | 62    |   |     |     |
|                                    | 3.F.22 Older couples and families in rural areas                 | 456           | 1.4        | 1.1        | 129   |   |     |     |
|                                    | 3.F.23 Owner occupiers in small towns and villages               | 3,419         | 10.3       | 3.2        | 324   |   |     |     |
| <b>3.G Successful Suburbs</b>      |  |               |            |            |       |   |     |     |
|                                    | 3.G.24 Comfortably-off families in modern housing                | 2,172         | 6.5        | 2.6        | 248   |   |     |     |
|                                    | 3.G.25 Larger family homes, multi-ethnic areas                   | 0             | 0.0        | 0.8        | 0     |   |     |     |
|                                    | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 481           | 1.4        | 2.4        | 60    |   |     |     |
| <b>3.H Steady Neighbourhoods</b>   |  |               |            |            |       |   |     |     |
|                                    | 3.H.27 Suburban semis, conventional attitudes                    | 1,572         | 4.7        | 3.4        | 138   |   |     |     |
|                                    | 3.H.28 Owner occupied terraces, average income                   | 20            | 0.1        | 1.6        | 4     |   |     |     |
|                                    | 3.H.29 Established suburbs, older families                       | 584           | 1.8        | 2.3        | 75    |   |     |     |
| <b>3.I Comfortable Seniors</b>     |  |               |            |            |       |   |     |     |
|                                    | 3.I.30 Older people, neat and tidy neighbourhoods                | 1,200         | 3.6        | 2.4        | 150   |   |     |     |
|                                    | 3.I.31 Elderly singles in purpose-built accommodation            | 37            | 0.1        | 0.5        | 23    |   |     |     |
| <b>3.J Starting Out</b>            |  |               |            |            |       |   |     |     |
|                                    | 3.J.32 Educated families in terraces, young children             | 187           | 0.6        | 2.1        | 27    |   |     |     |
|                                    | 3.J.33 Smaller houses and starter homes                          | 1,579         | 4.8        | 2.3        | 211   |   |     |     |
| <b>4. Financially Stretched</b>    |  |               |            |            |       |   |     |     |
| <b>4.K Student Life</b>            |  |               |            |            |       |   |     |     |
|                                    | 4.K.34 Student flats and halls of residence                      | 27            | 0.1        | 0.4        | 22    |   |     |     |
|                                    | 4.K.35 Term-time terraces  | 0             | 0.0        | 0.3        | 0     |   |     |     |
|                                    | 4.K.36 Educated young people in flats and tenements              | 30            | 0.1        | 1.7        | 5     |   |     |     |
| <b>4.L Modest Means</b>            |  |               |            |            |       |   |     |     |
|                                    | 4.L.37 Low cost flats in suburban areas                          | 465           | 1.4        | 1.4        | 99    |   |     |     |
|                                    | 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 2,931         | 8.8        | 2.6        | 336   |   |     |     |
|                                    | 4.L.39 Fading owner occupied terraces                            | 1,219         | 3.7        | 2.9        | 127   |   |     |     |
|                                    | 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                              | 643           | 1.9        | 1.6        | 121   |   |     |     |
|                                    | 4.M.42 Struggling young families in post-war terraces            | 238           | 0.7        | 1.7        | 43    |   |     |     |
|                                    | 4.M.43 Families in right-to-buy estates                          | 1,118         | 3.4        | 2.1        | 162   |   |     |     |
|                                    | 4.M.44 Post-war estates, limited means                           | 1,041         | 3.1        | 2.2        | 143   |   |     |     |
| <b>4.N Poorer Pensioners</b>       |  |               |            |            |       |   |     |     |
|                                    | 4.N.45 Pensioners in social housing, semis and terraces          | 207           | 0.6        | 0.8        | 80    |   |     |     |
|                                    | 4.N.46 Elderly people in social rented flats                     | 361           | 1.1        | 1.1        | 100   |   |     |     |
|                                    | 4.N.47 Low income older people in smaller semis                  | 2,362         | 7.1        | 2.3        | 313   |   |     |     |
|                                    | 4.N.48 Pensioners and singles in social rented flats             | 1,188         | 3.6        | 1.8        | 203   |   |     |     |
| <b>5. Urban Adversity</b>          |  |               |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>          |  |               |            |            |       |   |     |     |
|                                    | 5.O.49 Young families in low cost private flats                  | 666           | 2.0        | 2.1        | 93    |   |     |     |
|                                    | 5.O.50 Struggling younger people in mixed tenure                 | 731           | 2.2        | 1.7        | 126   |   |     |     |
|                                    | 5.O.51 Young people in small, low cost terraces                  | 716           | 2.2        | 2.3        | 96    |   |     |     |
| <b>5.P Struggling Estates</b>      |  |               |            |            |       |   |     |     |
|                                    | 5.P.52 Poorer families, many children, terraced housing          | 987           | 3.0        | 1.6        | 183   |   |     |     |
|                                    | 5.P.53 Low income terraces                                       | 0             | 0.0        | 0.9        | 0     |   |     |     |
|                                    | 5.P.54 Multi-ethnic, purpose-built estates                       | 0             | 0.0        | 1.2        | 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          | 725           | 2.2        | 1.6        | 132   |   |     |     |
| <b>5.Q Difficult Circumstances</b> |  |               |            |            |       |   |     |     |
|                                    | 5.Q.57 Social rented flats, families and single parents          | 282           | 0.8        | 1.5        | 56    |   |     |     |
|                                    | 5.Q.58 Singles and young families, some receiving benefits       | 622           | 1.9        | 1.8        | 105   |   |     |     |
|                                    | 5.Q.59 Deprived areas and high-rise flats                        | 40            | 0.1        | 2.0        | 6     |   |     |     |
| <b>6. Not Private Households</b>   |  |               |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>  |  |               |            |            |       |   |     |     |
|                                    | 6.R.60 Active communal population                                | 14            | 0.0        | 0.1        | 72    |   |     |     |
|                                    | 6.R.61 Inactive communal population                              | 74            | 0.2        | 0.3        | 81    |   |     |     |
|                                    | 6.R.62 Business areas without resident population                | 0             | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>            |  | <b>33,205</b> |            |            |       |   |     |     |

CATEGORY

GROUP

TYPE

MAP

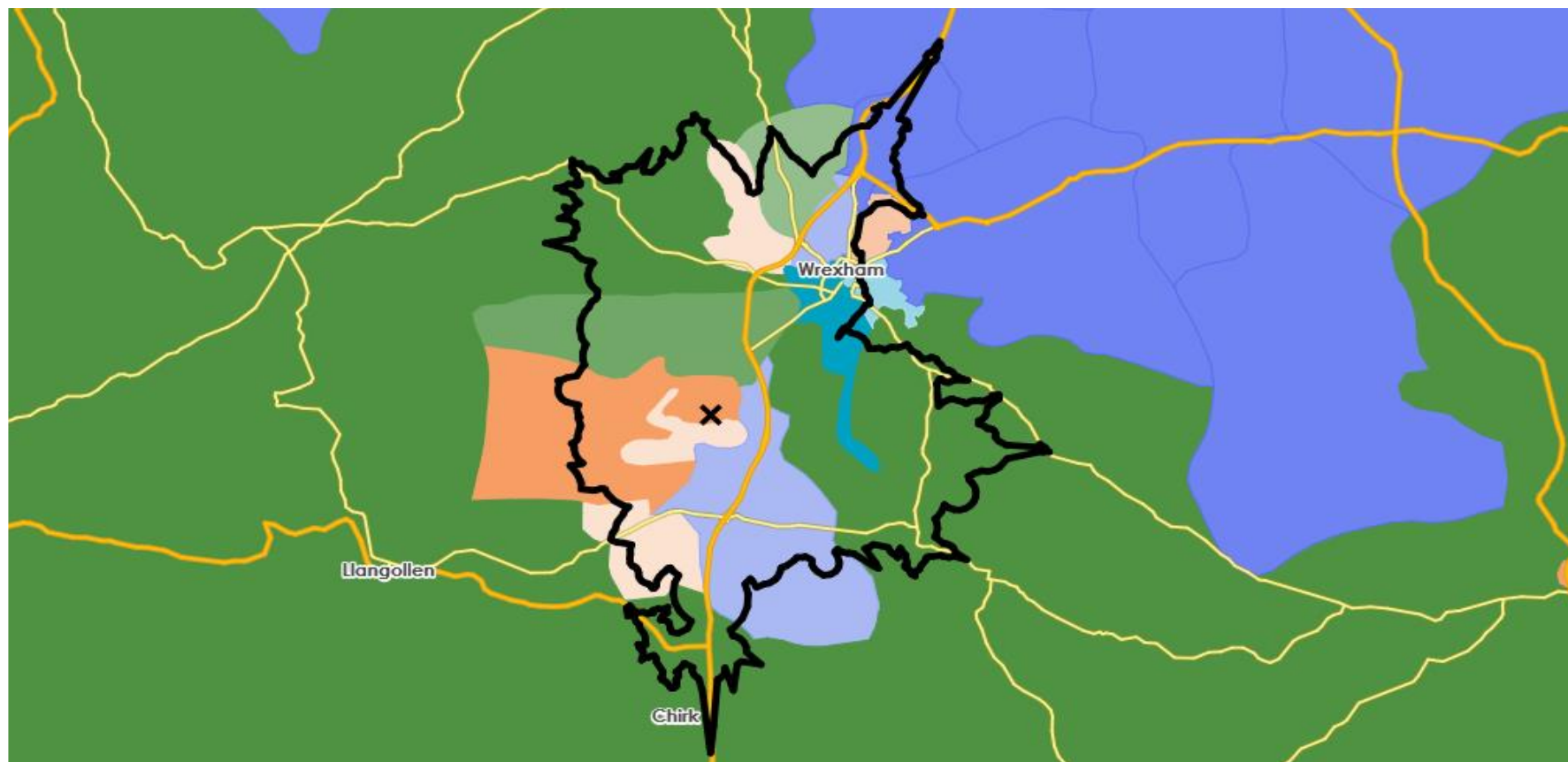
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Grapes InnLL14 1NB (15 min 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



CATEGORY

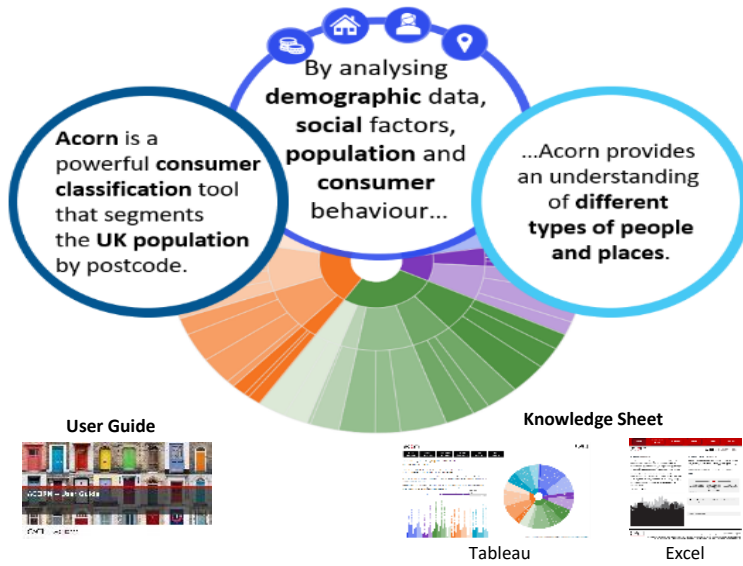
GROUP

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 |
| 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

12.0M 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

B. Executive Wealth

C. Mature Money

