



CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Valentine InnLL22 8ES (15 min contour)
Base: Great Britain

Base: Great |
Year: 2021

Acorn Category Description				% for Area	% for Base	Index 0	100	200
0	1	Affluent Achievers	7,727	28.5	22.0	130		
0	2	Rising Prosperity	241	0.9	10.1	9		
(3	Comfortable Communities	10,432	38.5	26.2	147		
0	4	Financially Stretched	6,479	23.9	23.7	101		
0	5	Urban Adversity	2,077	7.7	17.6	44		
0	6	Not Private Households	120	0.4	0.3	133		
	Graph	1						









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Base: Year: 2021





Mature Money

4.9м

9.3%

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.







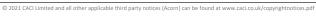
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Acorn Type Description			Area Profile	% for Area	% for Base	Index	0 100 2
Affluent Achievers 1.A Lavish Lifestyles							
	1.A.1 1.A.2	Exclusive enclaves Metropolitan money	0	0.0 0.0	0.1 0.2	0	
1.B Executive Wealth	1.A.3 1.B.4	Large house luxury Asset rich families	0 824	0.0 3.0	0.9 2.6	0 116	
	1.B.5 1.B.6	Wealthy countryside commuters Financially comfortable families	227 537	0.8 2.0	2.4 2.2	35 90	-
	1.B.7 1.B.8 1.B.9	Affluent professionals Prosperous suburban families Well-off edge of towners	0 0 245	0.0 0.0 0.9	0.9 1.5 1.6	0 0 56	
1.C Mature Money	1.C.10	Better-off villagers	626	2.3	3.0	77	_
	1.C.11 1.C.12	Settled suburbia, older people Retired and empty nesters Upmarket downsizers	573 3,483	2.1 12.9	2.9 2.5	74 518	
Rising Prosperity 2.D City Sophisticates	1.C.13	Opmarket downsizers	1,212	4.5	1.3	343	
	2.D.15		0	0.0 0.0	0.7 1.5	0	
2.E Career Climbers		Metropolitan professionals Socialising young renters	0	0.0 0.0	0.8 1.0	0	
Lie Career Climbers	2.E.18 2.E.19	Career driven young families First time buyers in small, modern homes	232 9	0.9 0.0	1.9 3.3	46 1	
Comfortable Communities	2.E.20	Mixed metropolitan areas	0	0.0	1.0	0	
3.F Countryside Communities	3.F.21 3.F.22	Farms and cottages Older couples and families in rural areas	717 759	2.6 2.8	1.5 1.1	177 263	
3.G Successful Suburbs	3.F.23	Owner occupiers in small towns and villages Comfortably-off families in modern housing	2,898	10.7	3.2	337	
	3.G.24 3.G.25 3.G.26	Larger family homes, multi-ethnic areas	647 0 281	2.4 0.0 1.0	2.6 0.8 2.4	91 0 43	
3.H Steady Neighbourhoods	3.H.27	Suburban semis, conventional attitudes	1,425	5.3	3.4	153	
3.I Comfortable Seniors	3.H.28 3.H.29	Owner occupied terraces, average income Established suburbs, older families	0 577	0.0 2.1	1.6 2.3	0 91	_
	3.I.30 3.I.31	Older people, neat and tidy neighbourhoods Elderly singles in purpose-built accommodation	2,131 526	7.9 1.9	2.4 0.5	326 396	
3.J Starting Out	3.J.32 3.J.33	Educated families in terraces, young children Smaller houses and starter homes	14 457	0.1 1.7	2.1 2.3	2 75	_
Financially Stretched 4.K Student Life						,,,	
	4.K.34 4.K.35 4.K.36	Student flats and halls of residence Term-time terraces Educated young people in flats and tenements	1 0 0	0.0 0.0 0.0	0.4 0.3 1.7	1 0 0	
4.L Modest Means	4.K.30	Low cost flats in suburban areas	896	3.3	1.4	235	
	4.L.38 4.L.39	Semi-skilled workers in traditional neighbourhoods Fading owner occupied terraces	1,450 787	5.4 2.9	2.6 2.9	204 101	
4.M Striving Families	4.L.40 4.M.41	High occupancy terraces, culturally diverse family areas Labouring semi-rural estates	0 821	0.0 3.0	1.0 1.6	0 190	
	4.M.42 4.M.43	Struggling young families in post-war terraces Families in right-to-buy estates	69 557	0.3 2.1	1.7 2.1	15 99	
4.N Poorer Pensioners		Post-war estates, limited means Pensioners in social housing, semis and terraces	387 64	1.4 0.2	2.2 0.8	65 30	
	4.N.46 4.N.47	Elderly people in social rented flats Low income older people in smaller semis	307 489	1.1 1.8	1.1 2.3	104 79	='
Urban Adversity 5.0 Young Hardship	4.N.48	Pensioners and singles in social rented flats	651	2.4	1.8	136	
5.0 Toung Harusinp	5.0.50	Young families in low cost private flats Struggling younger people in mixed tenure	1,025 530	3.8 2.0	2.1 1.7	176 112	
5.P Struggling Estates		Young people in small, low cost terraces	76	0.3	2.3	12	
	5.P.52 5.P.53 5.P.54	Low income terraces	214 0 0	0.8 0.0 0.0	1.6 0.9 1.2	49 0 0	
	5.P.55	Deprived and ethnically diverse in flats Low income large families in social rented semis	0 172	0.0 0.6	0.8 1.6	0 39	
5.Q Difficult Circumstances		Social rented flats, families and single parents Singles and young families, some receiving benefits	0 31	0.0 0.1	1.5 1.8	0 6	
Not Private Households	5.Q.59	Deprived areas and high-rise flats	29	0.1	2.0	5	
6.R Not Private Households		Active communal population	6	0.0	0.1	38	
	6.R.61 6.R.62	Inactive communal population Business areas without resident population	114 0	0.4	0.3	153 0	
		Total households	27,076				





CATEGORY GROUP TYPE MAP WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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ATLT_Valentine InnLL22 8ES (15 min contour) Source: OS Open Data 2018 Area: Dominant Acorn Category Prestatyn 0 % Affluent Achievers Llandudno 0 % Rising Prosperity Penmyn-side % Comfortable Communities 0 % Financially Stretched 0 % Urban Adversity Rensom 0 Colwyn Bay Dominant Acorn Group Rhuddlan **Acorn Groups** Abergele 1.A Lavish Lifestyles 1.B Executive Wealth 1.C Mature Money 2.D City Sophisticates 2.E Career Climbers St Asaph 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 5.0 Young Hardship 5.P Struggling Estates 5.Q Difficult Circumstances 6.R Not Private Households Area boundary

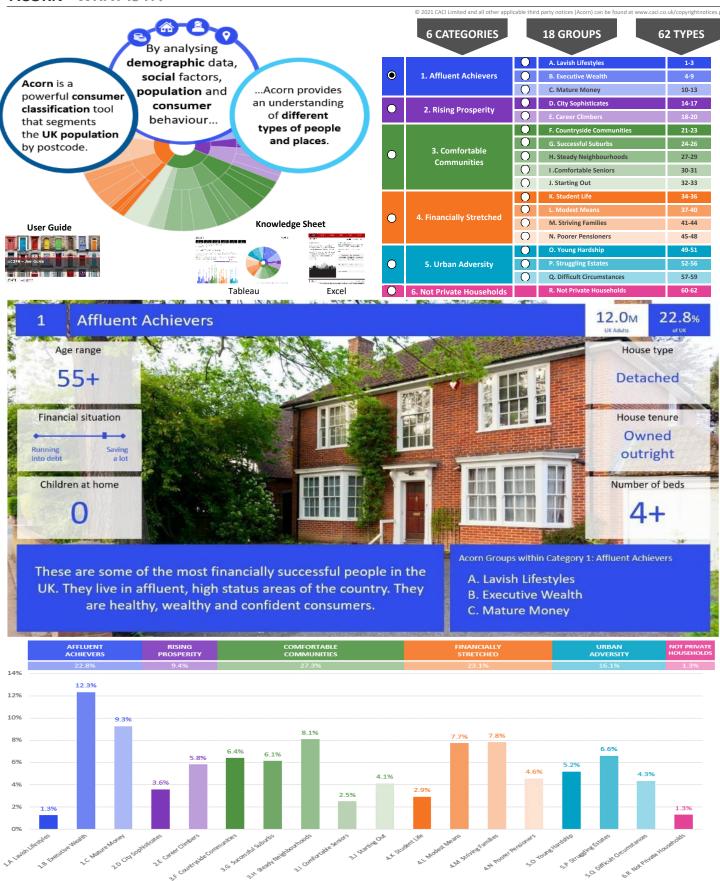






CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN - WHAT IS IT?



United Kingdom



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Area: ATLT_Valentine InnLL22 8ES (15 min contour

Base: Great Britain 2021 Year:

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100 200
Pubs & Full On	59	98.3	84.9	116		
Proprietary Club	18	30.0	8.1	369		
Registered Club	18	30.0	29.9	100		
Restaurant	13	21.7	34.6	63		
Residential	4	6.7	3.5	192		

Name	Description	License Type	Owner Name	Postcode
New Inn	JW Lees	Pubs & Full On	JW Lees	LL17 OEF
Talardy Hotel	Marston's	Pubs & Full On	Marston's	LL17 OHY
Bod Erw Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 OLA
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL17 OLT
Plough Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 OLU
Barrow Arms	Independent Free	Pubs & Full On	Independent Free	LL17 ORD
Bryn Dinas Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL17 ORE
St Asaph Conservative Club	Independent Free	Registered Club	Independent Free	LL17 ORG
Ty Fry Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL18 5TE
Faenol Fawr Manor Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 5UN
Harp Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL22 7AF
Abergele Grill	Independent Free	Restaurant	Independent Free	LL22 7BP
George & Dragon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL22 7AF
Bull Hotel	JW Lees	Pubs & Full On	JW Lees	LL22 7AW
Abergelepensarn Golf Club	Independent Free	Registered Club	Independent Free	LL22 7DP
Rhianedd Guest House	Independent Free	Residential	Independent Free	LL22 7PR
Yacht	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL22 7PR
Castle Hotel	JW Lees	Pubs & Full On	JW Lees	LL22 7SH
Ffarm Hotel	Independent Free	Pubs & Full On	Independent Free	LL22 8AR
Wheatsheaf Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL22 8AW
Tan-Rallt Caravan Park Social Club	Independent Free	Proprietary Club	Independent Free	LL22 8EE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LL22 8EN
Valentine Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL22 8ES
Little Indian Chef	Independent Free	Restaurant	Independent Free	LL22 8HH
Swan Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL22 8RY
Black Lion Hotel	Robinsons	Pubs & Full On	Robinsons	LL22 8RY
Kinmel Manor Hotel	Independent Free	Pubs & Full On	Independent Free	LL22 9AS
Seagull	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL22 9EN
Golden Gate Cabaret Club	Independent Free	Proprietary Club	Independent Free	LL22 9EN
Cues Snooker	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	LL22 9EY
Wendover Hotel	Unknown	Pubs & Full On	Unknown	LL22 9LL
Ty Mawr Holiday Camp	Independent Free	Proprietary Club	Independent Free	LL22 9HG
Abbeyford Holiday Park	Independent Free	Registered Club	Independent Free	LL22 9HN
Millers Cottage Ctry Club	Independent Free	Registered Club	Independent Free	LL22 9HS
Browns Camp Club	Independent Free	Registered Club	Independent Free	LL22 9HD
Sandy Bay Holiday Camp	Independent Free	Proprietary Club	Independent Free	LL22 9NW
Morton Arms	Independent Free	Proprietary Club	Independent Free	LL22 9LD
Cambria Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 9HR
Toad	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL28 4BU
Cayley Flyer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL28 4EN
Rhos Fynach	Independent Free	Pubs & Full On	Independent Free	LL28 4NG
Whitehall Hotel	Independent Free	Residential	Independent Free	LL28 4EP
Colwyn Bay Cricket Club	Independent Free	Registered Club	Independent Free	LL28 4LR
Ashmount Hotel	Independent Free	Residential	Independent Free	LL28 4NT
Ninos Restaurant	Independent Free	Restaurant	Independent Free	LL28 4PR
La Dolce Vita	Independent Free	Restaurant	Independent Free	LL28 4PS
Northwood Hotel	Independent Free	Residential	Independent Free	LL28 4RS
Colwyn Bay Football Club	Independent Free	Registered Club	Independent Free	LL28 4SW
Hickory's Smokehouse	Hickory's Smokehouse Ltd	Restaurant	Ei Group	LL28 4TR
Mountain View Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL28 5AT
Mochdre Sports Club	Independent Free	Registered Club	Independent Free	LL28 5HA
Cross Keys				
Pen-Y-Bryn	Marston's Restaurant Group	Pubs & Full On Pubs & Full On	Marston's Restaurant Group	LL28 5SS LL29 6AF



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Name	Description	License Type	Owner Name	Postcode
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LL29 7BA
Station	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL29 8BP
Park Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL29 7RS
Prince Madoc	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL29 8BU
Virgilios	Independent Free	Restaurant	Independent Free	LL29 8LG
China Garden Restaurant	Independent Free	Restaurant	Independent Free	LL29 8LG
Semaphore Lodge	Independent Free	Pubs & Full On	Independent Free	LL29 8SW
White Lion	Independent Free	Pubs & Full On	Independent Free	LL29 8YA
Victoria Businessmen's Club	Independent Free	Registered Club	Independent Free	LL29 9AB
Lyndale Hotel	Independent Free	Pubs & Full On	Independent Free	LL29 9AB
Plough	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL29 9LN
Old Colwyn Golf Club	Independent Free	Registered Club	Independent Free	LL29 9NL
Cuckoo Club	Independent Free	Pubs & Full On	Independent Free	LL29 9PF
Red Lion	Independent Free	Pubs & Full On	Independent Free	LL29 9PL
Sun Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL29 9PL
Marine Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL29 9YH
Enochs Fish Restaurant	Independent Free	Restaurant	Independent Free	LL31 9DU
Maelgwyn	Marston's	Pubs & Full On	Marston's	LL31 9EE
Old Station Hotel	JW Lees	Pubs & Full On	JW Lees	LL31 9NE
Labour Club	Independent Free	Registered Club	Independent Free	LL31 9NG
Boathouse Club	Independent Free	Registered Club	Independent Free	LL28 4EY
Bodelwyddan Castle	Warner Breaks	Pubs & Full On	Warner Breaks	LL18 5YA
Beach Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 8HB
Tir Prince	Independent Free	Registered Club	Independent Free	LL22 9NW
Long Bar	Independent Free	Pubs & Full On	Independent Free	LL22 9LD
Winkups Country Club	Independent Free	Proprietary Club	Independent Free	LL22 9EL
Jakes Bar	Independent Free	Pubs & Full On	Independent Free	LL22 9EY
Sonnys Bar	Independent Free	Pubs & Full On	Independent Free	LL22 9EN
Pavilion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL29 7RS
Colwyn Bay Sports Centre	Independent Free	Proprietary Club	Independent Free	LL29 7SP
Afon Conwy	Whitbread	Pubs & Full On	Whitbread	LL28 5LB
Picture House	Wetherspoon	Pubs & Full On	Wetherspoon	LL29 8LA
Le Sport Health & Fitness	Independent Free Independent Free	Proprietary Club Restaurant	Independent Free	LL28 4RB LL22 9YP
Bj Cafe & Restaurant			Independent Free	
Eat At The Green	Independent Free	Restaurant	Independent Free	LL18 5SR
Stones Holiday Park Pen Y Bont Inn	Independent Free	Proprietary Club Pubs & Full On	Independent Free	LL22 9LA LL22 7HA
	Independent Free		Independent Free	
Palace Bingo & Social Club Abbeyford Country Club	Independent Free Independent Free	Proprietary Club Proprietary Club	Independent Free	LL22 9EN LL22 9HN
Colwyn Bay Football Club	Independent Free	Registered Club	Independent Free	LL22 9HN LL29 8UN
Kinmel Arms	·	Pubs & Full On	Independent Free	
	Independent Free		Independent Free	LL22 9BP LL22 9LB
Sandy Bay Caravan Park Castle Cove Caravan Park	Independent Free Independent Free	Proprietary Club Proprietary Club	Independent Free Independent Free	LL22 9LB LL22 7PP
Spring Garden Holiday Park	Independent Free		•	LL17 OHY
Pizza Hut	Pizza Hut UK Ltd	Proprietary Club Restaurant	Independent Free	
Parc Eirias	Independent Free	Proprietary Club	Pizza Hut UK Ltd	LL31 9XX LL29 8HY
		·	Independent Free	
Briggs Wine Bar	Independent Free	Pubs & Full On	Independent Free	LL29 8LG LL22 7SP
Abergele Rugby Club	Independent Free	Registered Club Restaurant	Independent Free	
Peacock Lounge Bay Hop	Independent Free Independent Free	Pubs & Full On	Independent Free	LL28 4RN
Bay Hop Bryn Williams Porth Eirias	Independent Free Independent Free		Independent Free Independent Free	LL29 8LG
Mash Micro Pub	Bradgy Conwy Brewery	Restaurant Pubs & Full On	Bradgy Conwy Brewery	LL29 8HH LL29 8UE
Crafty Fox	Independent Free	Pubs & Full On Pubs & Full On	Independent Free	LL29 80E LL29 9PL



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Name	Description	License Type	Owner Name	Postcode
Sheldons Wine Bar	Great Orme Brewery	Pubs & Full On	Great Orme Brewery	LL29 8LG
Elementary	Independent Free	Pubs & Full On	Independent Free	LL28 4PS
Y Clwb	Independent Free	Pubs & Full On	Independent Free	LL28 5SP
Hoptimist	Independent Free	Pubs & Full On	Independent Free	LL22 7AA
Black Cloak Brewery & Taproom	Independent Free	Pubs & Full On	Independent Free	LL29 7RU
Silver Birch Golf Club	Independent Free	Registered Club	Independent Free	LL22 8BZ



MAP OF AREA

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Source: OS Open Data 2018

