

CGA LICENCED PREMISES

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Area: P01685_Valentine Inn, Abergele, LL22 8ES (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	37.7	81.7	46			
Proprietary Club	1	37.7	7.3	518			
Registered Club	1	37.7	28.2	134			
Restaurant	1	37.7	32.1	118			
Residential	0	0.0	2.7	0			

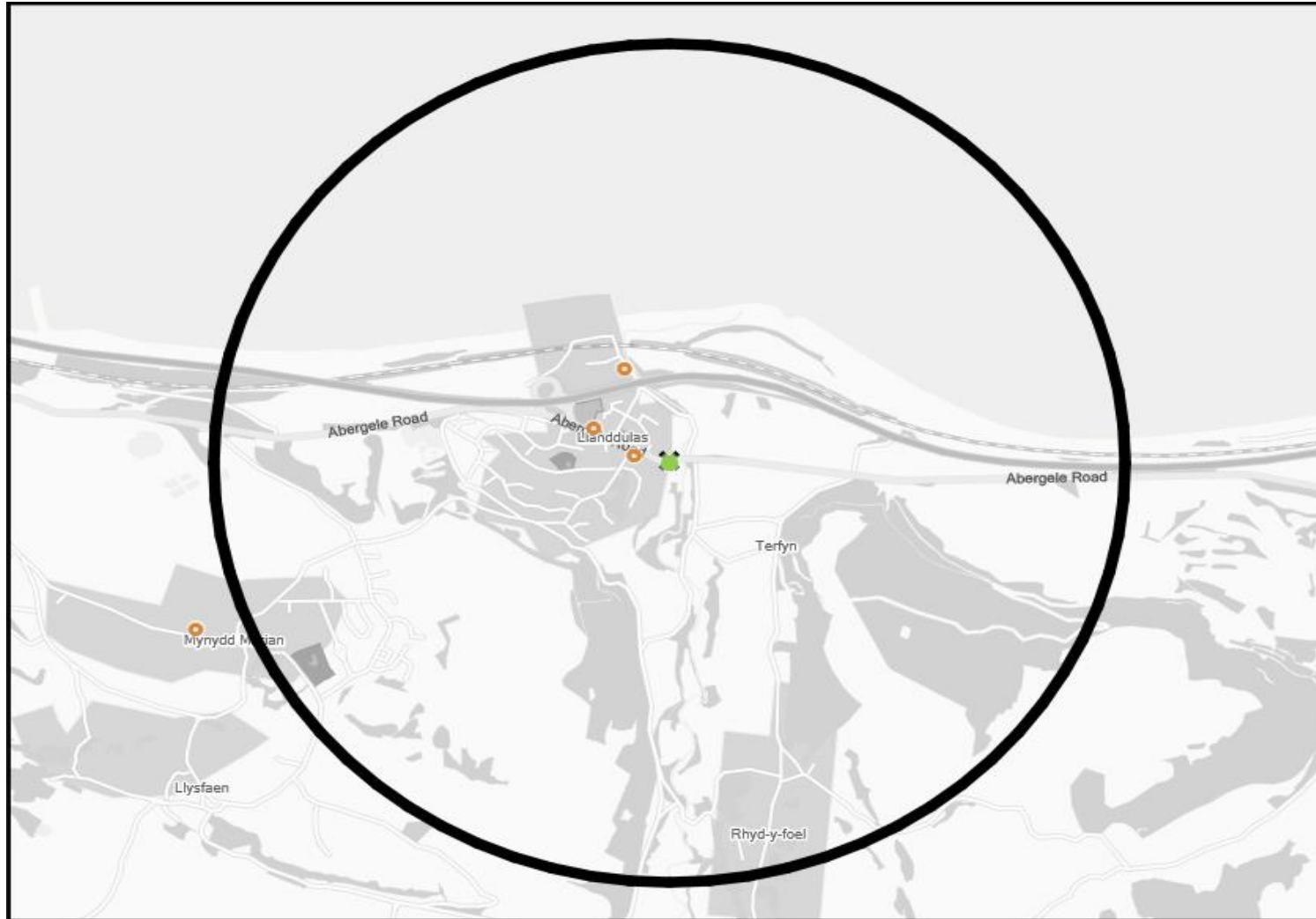
Name	Description	License Type	Owner Name	Postcode
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LL22 8EN
Valentine Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL22 8ES
Little Indian Chef	Independent Free	Restaurant	Independent Free	LL22 8HH
Beach Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 8HB

MAP OF AREA

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Source: OS Open Data 2018

Area: P01685_Valentine Inn, Abergele, LL22 8ES (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: P01685_Valentine Inn, Abergele, LL22 8ES (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
 1 Affluent Achievers	274	23.4	22.1	106			
 2 Rising Prosperity	43	3.7	10.2	36			
 3 Comfortable Communities	755	64.6	26.5	244			
 4 Financially Stretched	97	8.3	23.7	35			
 5 Urban Adversity	0	0.0	17.2	0			
 6 Not Private Households	0	0.0	0.3	0			
 Graph							
Total households	1,169						

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

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Area: P01685_Valentine Inn, Abergele, LL22 8ES (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	9	0.8	11.3	7			
1.C Mature Money	265	22.7	9.6	235			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	43	3.7	6.4	58			
3. Comfortable Communities							
3.F Countryside Communities	497	42.5	5.7	741			
3.G Successful Suburbs	38	3.3	6.0	55			
3.H Steady Neighbourhoods	181	15.5	7.4	209			
3.I Comfortable Seniors	11	0.9	2.9	33			
3.J Starting Out	28	2.4	4.6	53			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	38	3.3	8.0	41			
4.M Striving Families	59	5.0	7.4	68			
4.N Poorer Pensioners	0	0.0	5.8	0			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,169						

Acorn Group Pen Portrait

5 | 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k	UK: 38%, London: 26%	Running into debt / Saving a lot

DIGITAL ATTITUDES

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
56%	61%	29%

TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

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Area: P01685_Valentine Inn, Abergelge, LL22 8ES (1 Mile contour)
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 Year: 2023

Sort by: Corn 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	9	0.8	2.6	29			
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	88	7.5	3.1	245			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	177	15.1	2.5	615			
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	43	3.7	2.0	186			
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	17	1.5	1.5	96			
3.F.22 Older couples and families in rural areas	67	5.7	1.0	570			
3.F.23 Owner occupiers in small towns and villages	413	35.3	3.2	1,101			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	38	3.3	2.4	134			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	109	9.3	3.5	269			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	72	6.2	2.3	263			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	11	0.9	2.4	40			
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	28	2.4	2.4	100			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	29	2.5	2.6	94			
4.L.39 Fading owner occupied terraces	9	0.8	2.9	26			
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	0	0.0	1.6	0			
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	12	1.0	2.0	50			
4.M.44 Post-war estates, limited means	47	4.0	2.2	185			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
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	0	0.0	1.6	0			
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	0	0.0	1.8	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,169						

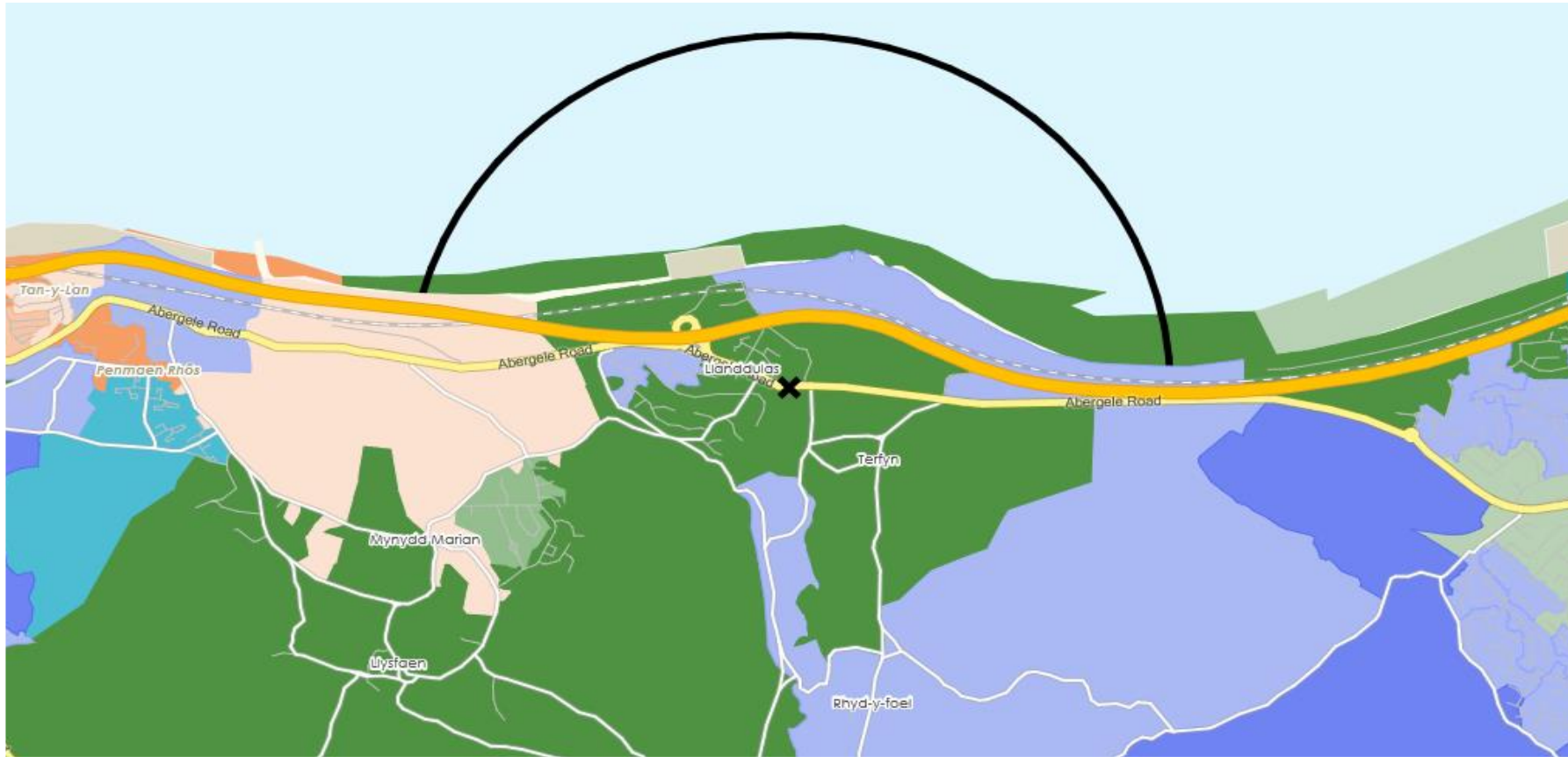
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01685_Valentine Inn, Abergele, LL22 8ES (1 Mile contour)



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

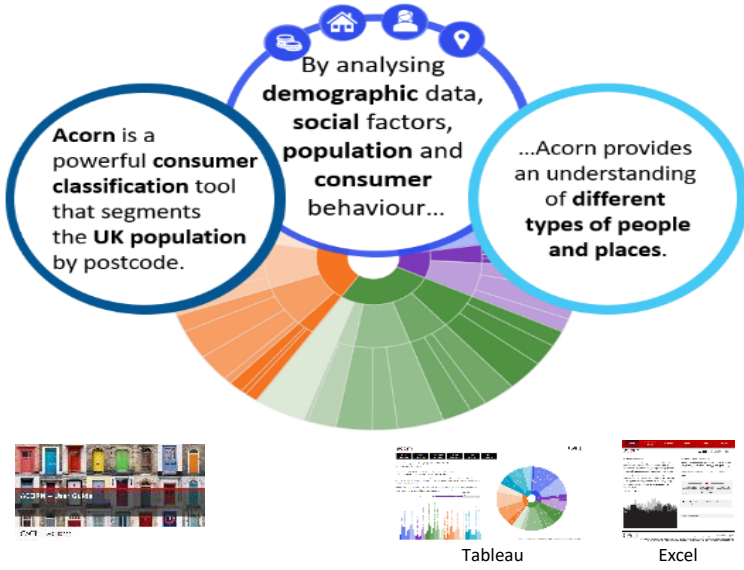
Acorn Groups

- 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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

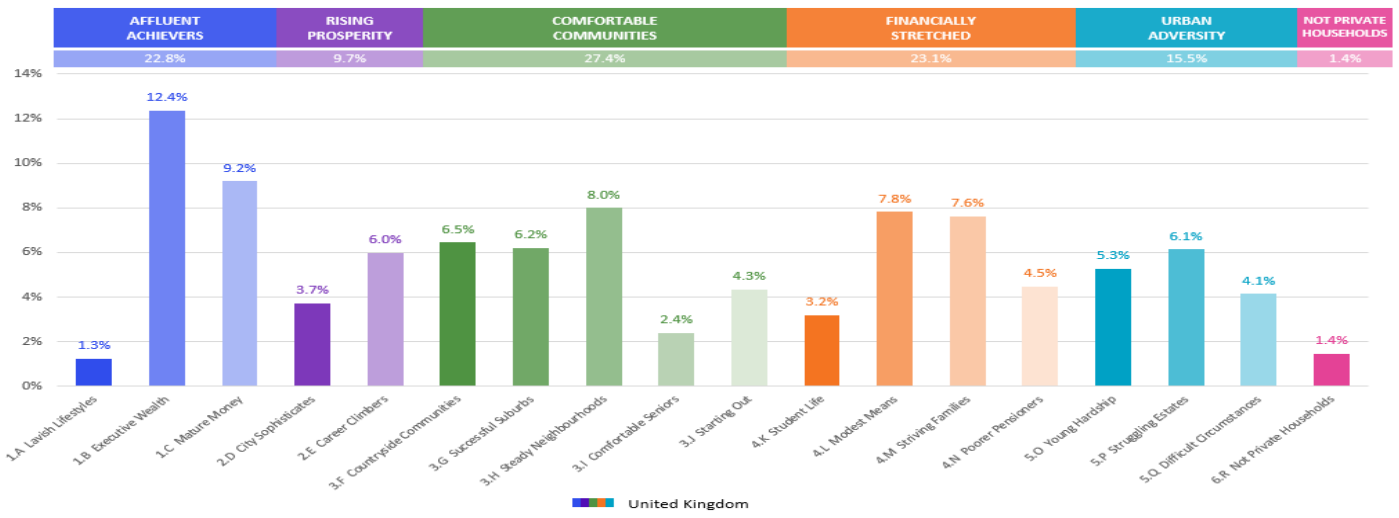
House tenure: **Owned outright**

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%



MAP OF AREA

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