

CGA LICENCED PREMISES

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Area: P01080_New Inn, Wrexham, LL14 1NU (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	6	54.5	81.7	67			
Proprietary Club	1	9.1	7.3	125			
Registered Club	2	18.2	28.2	64			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
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
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
Rhos Snooker	Independent Free	Proprietary Club	Independent Free	LL14 1AF
Y Stiwt Theatre	Independent Free	Pubs & Full On	Independent Free	LL14 1RB

MAP OF AREA

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Source: OS Open Data 2018

Area: P01080_New Inn, Wrexham, LL14 1NU (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: P01080_New Inn, Wrexham, LL14 1NU (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	91	1.8	22.1	8		
 2 Rising Prosperity	0	0.0	10.2	0		
 3 Comfortable Communities	1,740	35.4	26.5	133		
 4 Financially Stretched	2,239	45.5	23.7	192		
 5 Urban Adversity	819	16.6	17.2	97		
 6 Not Private Households	31	0.6	0.3	183		
 Graph						
Total households	4,920					

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

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P01080_New Inn, Wrexham, LL14 1NU (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	18	0.4	11.3	3			
1.C Mature Money	73	1.5	9.6	15			
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	897	18.2	5.7	318			
3.G Successful Suburbs	209	4.2	6.0	71			
3.H Steady Neighbourhoods	271	5.5	7.4	74			
3.I Comfortable Seniors	130	2.6	2.9	92			
3.J Starting Out	233	4.7	4.6	104			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	980	19.9	8.0	249			
4.M Striving Families	433	8.8	7.4	118			
4.N Poorer Pensioners	826	16.8	5.8	292			
5. Urban Adversity							
5.O Young Hardship	82	1.7	6.3	27			
5.P Struggling Estates	540	11.0	5.7	193			
5.Q Difficult Circumstances	197	4.0	5.2	76			
6. Not Private Households							
6.R Not Private Households	31	0.6	0.3	183			
Total households	4,920						

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

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 56% <small>UK average: 59%</small>	Shopping online makes my life easier 61% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £30k <small>UK Average: £40k London Average: £48k</small>	% Disposable income 38% <small>UK Average: 43% London Average: 29%</small>	Financial situation Running into debt to Saving a lot
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TOP BEHAVIOURS

Wait until tech becomes cheaper before purchasing	Take part in online groups / forums	Research beauty online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01080_New Inn, Wrexham, LL14 1NU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

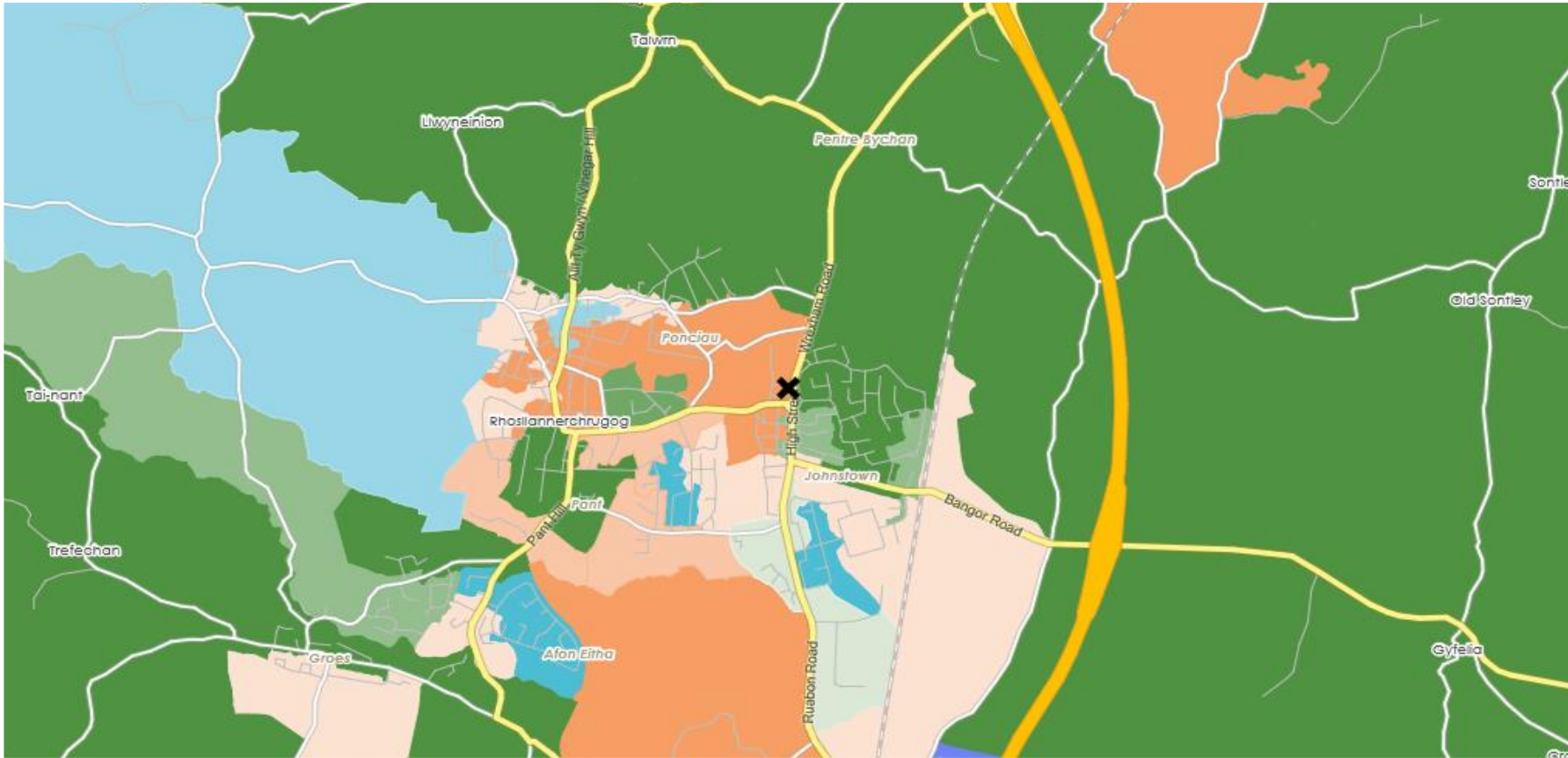
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	5	0.1	2.6	4			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	13	0.3	2.2	12			
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	3	0.1	3.1	2			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	70	1.4	2.5	58			
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	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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	24	0.5	1.0	49			
3.F.23 Owner occupiers in small towns and villages	873	17.7	3.2	553			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	209	4.2	2.7	158			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	223	4.5	3.5	131			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	48	1.0	2.3	42			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	113	2.3	2.4	97			
3.I.31 Elderly singles in purpose-built accommodation	17	0.3	0.5	71			
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	233	4.7	2.4	197			
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	82	1.7	1.4	115			
4.L.38 Semi-skilled workers in traditional neighbourhoods	761	15.5	2.6	588			
4.L.39 Fading owner occupied terraces	137	2.8	2.9	95			
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	119	2.4	1.6	152			
4.M.42 Struggling young families in post-war terraces	14	0.3	1.6	17			
4.M.43 Families in right-to-buy estates	262	5.3	2.0	261			
4.M.44 Post-war estates, limited means	38	0.8	2.2	35			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	15	0.3	0.8	39			
4.N.46 Elderly people in social rented flats	38	0.8	1.0	75			
4.N.47 Low income older people in smaller semis	528	10.7	2.2	480			
4.N.48 Pensioners and singles in social rented flats	245	5.0	1.7	292			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	56	1.1	2.2	52			
5.O.50 Struggling younger people in mixed tenure	12	0.2	1.8	14			
5.O.51 Young people in small, low cost terraces	14	0.3	2.3	13			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	172	3.5	1.6	224			
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	368	7.5	1.6	467			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	1.2	1.5	82			
5.Q.58 Singles and young families, some receiving benefits	136	2.8	1.8	157			
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	31	0.6	0.3	221			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,920						

DOMINANT ACORN GROUP - HOUSEHOLDS

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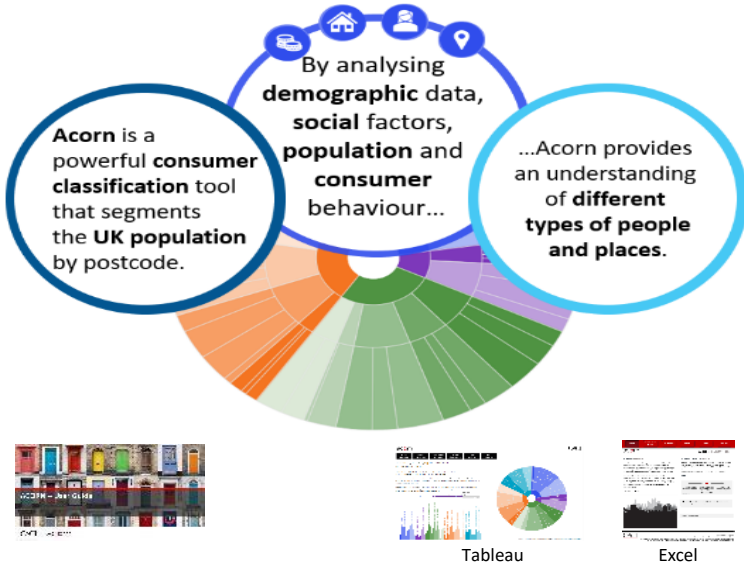
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

House type: **Detached**

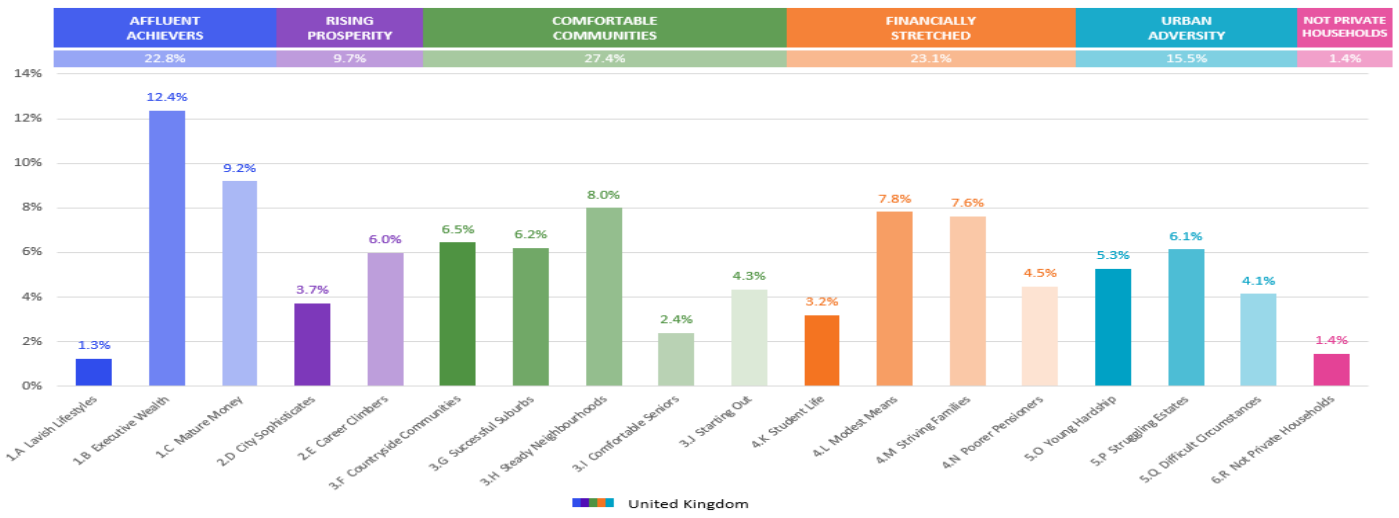
House tenure: **Owned outright**

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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