

CGA LICENCED PREMISES

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Area: P01793_White Lion, Wrexham, LL12 9NF (1 I
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	74.1	81.7	91			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	24.7	28.2	88			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Olde Castle Inn	Ei Group	Pubs & Full On	Ei Group	LL12 9EU
Caergwrle Social Club	Independent Free	Registered Club	Independent Free	LL12 9ET
Crown Inn	Independent Free	Pubs & Full On	Independent Free	LL12 9LH
White Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL12 9NF

MAP OF AREA

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Source: OS Open Data 2018

Area: P01793_White Lion, Wrexham, LL12 9NF (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: P01793_White Lion, Wrexham, LL12 9NF (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	306	17.7	22.1	80	<div style="width: 80%;"></div>	
 2 Rising Prosperity	2	0.1	10.2	1	<div style="width: 1%;"></div>	
 3 Comfortable Communities	1,023	59.1	26.5	223	<div style="width: 223%;"></div>	
 4 Financially Stretched	383	22.1	23.7	93	<div style="width: 93%;"></div>	
 5 Urban Adversity	0	0.0	17.2	0	<div style="width: 0%;"></div>	
 6 Not Private Households	16	0.9	0.3	269	<div style="width: 269%;"></div>	
 Graph						
Total households	1,730					

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: P01793_White Lion, Wrexham, LL12 9NF (1 Mile contour)
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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	234	13.5	11.3	119			
1.C Mature Money	72	4.2	9.6	43			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	2	0.1	6.4	2			
3. Comfortable Communities							
3.F Countryside Communities	839	48.5	5.7	846			
3.G Successful Suburbs	47	2.7	6.0	46			
3.H Steady Neighbourhoods	83	4.8	7.4	65			
3.I Comfortable Seniors	37	2.1	2.9	75			
3.J Starting Out	17	1.0	4.6	22			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	191	11.0	8.0	138			
4.M Striving Families	114	6.6	7.4	88			
4.N Poorer Pensioners	78	4.5	5.8	78			
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	16	0.9	0.3	269			
Total households	1,730						

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

BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 48%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £33k (UK) / £36k (London) <small>Average: £40k / Average: £46k</small>	% Disposable income 26% (UK) / 16% (London) <small>Average: 43% / Average: 29%</small>	Financial situation Running into debt / Saving a lot
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01793_White Lion, Wrexham, LL12 9NF (1 Mile contour)
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Sort by: Corn Structure
 Index
 Profile %

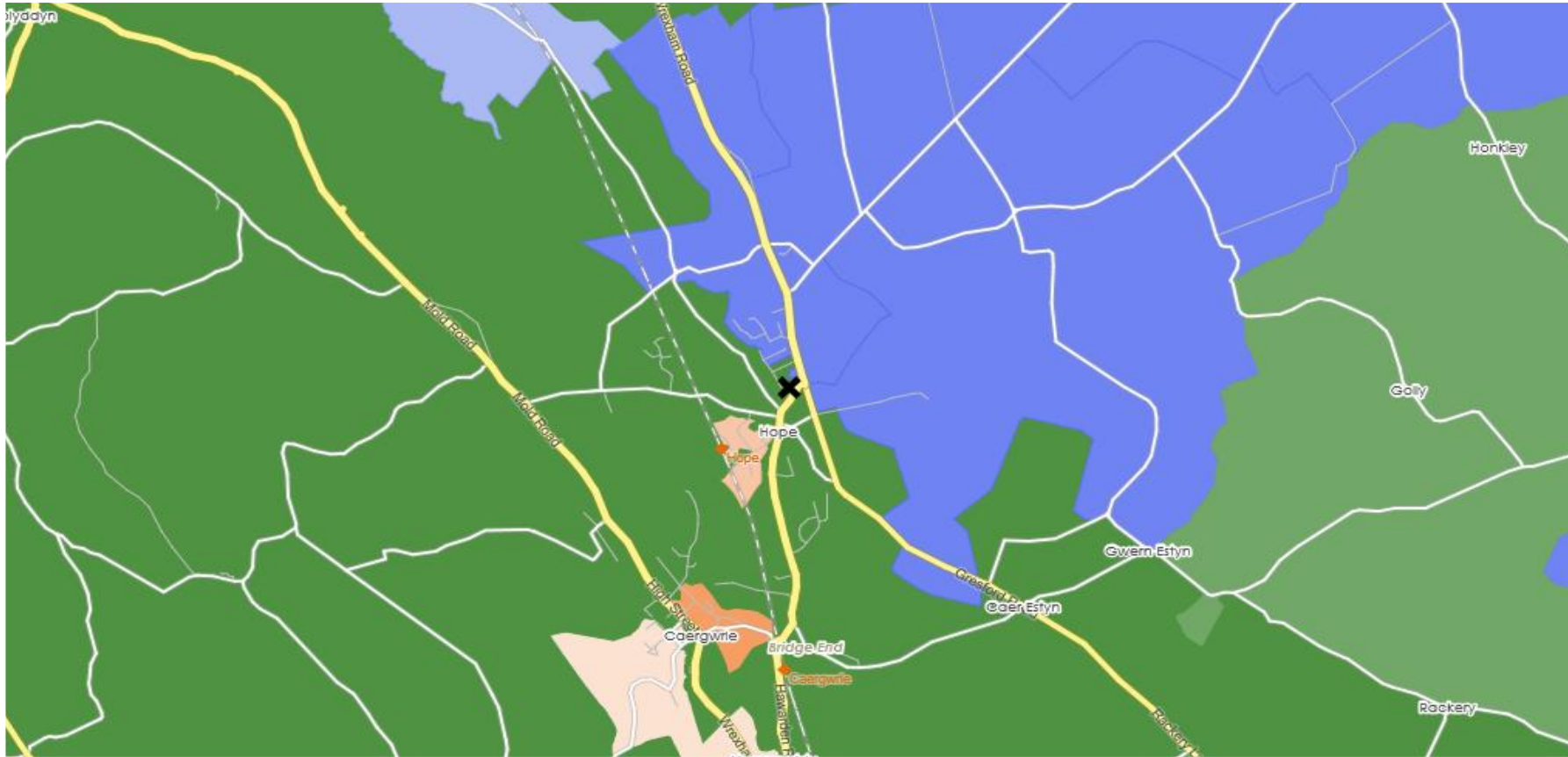
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	51	2.9	2.6	112			
1.B.5 Wealthy countryside commuters	94	5.4	2.5	220			
1.B.6 Financially comfortable families	34	2.0	2.2	88			
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	55	3.2	1.6	198			
1.C Mature Money							
1.C.10 Better-off villagers	25	1.4	3.1	47			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	47	2.7	2.5	110			
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	2	0.1	2.0	6			
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	246	14.2	1.0	1,415			
3.F.23 Owner occupiers in small towns and villages	593	34.3	3.2	1,068			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	46	2.7	2.7	99			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1	0.1	2.4	2			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	82	4.7	3.5	137			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	1	0.1	2.3	2			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	37	2.1	2.4	90			
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	17	1.0	2.4	41			
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	21	1.2	1.4	84			
4.L.38 Semi-skilled workers in traditional neighbourhoods	157	9.1	2.6	345			
4.L.39 Fading owner occupied terraces	13	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	114	6.6	1.6	413			
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	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
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	78	4.5	2.2	202			
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	1	0.1	0.1	97			
6.R.61 Inactive communal population	15	0.9	0.3	305			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,730						

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 Lush 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		



Tableau

Excel

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**

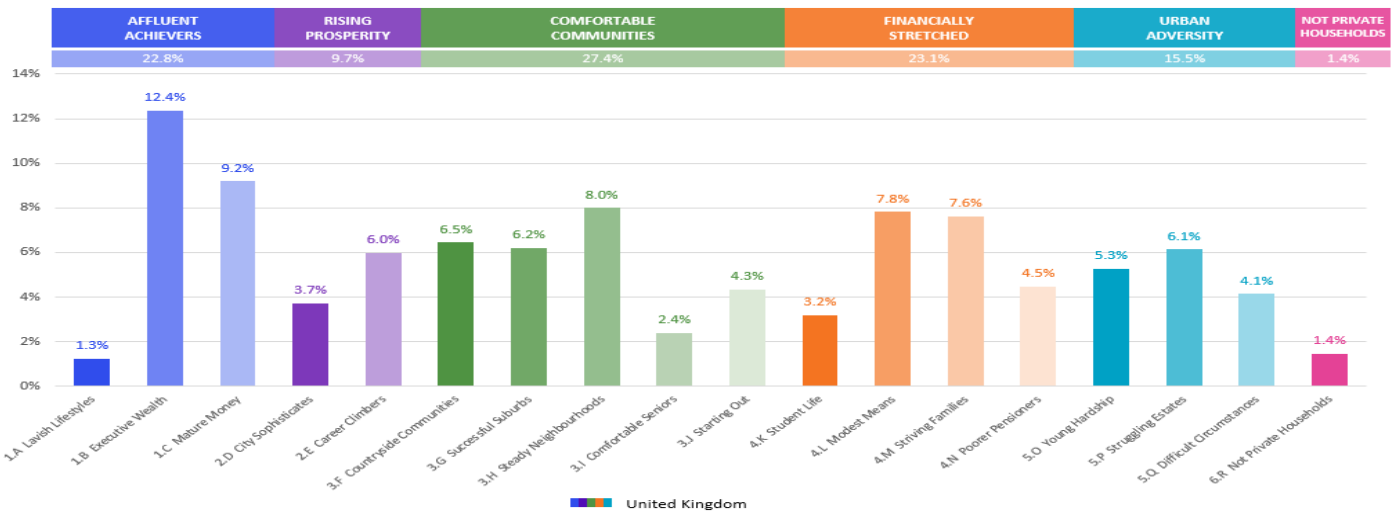
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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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