

CGA LICENCED PREMISES

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Area: ATLT_Hole in the WallLL55 1RF (1 Mile contc
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	224.4	84.9	264			
Proprietary Club	2	21.4	8.1	263			
Registered Club	6	64.1	29.9	215			
Restaurant	7	74.8	34.6	216			
Residential	0	0.0	3.5	0			

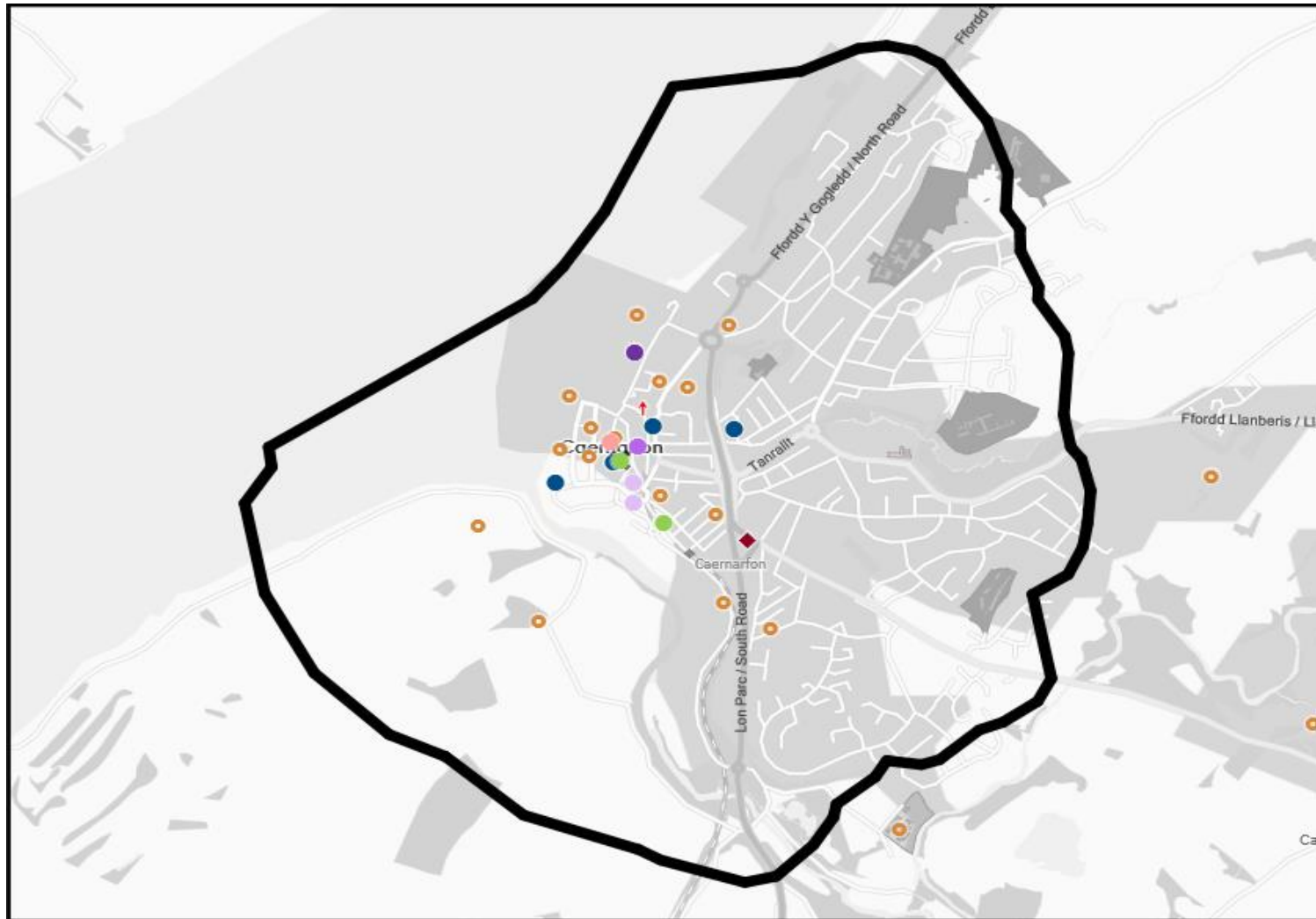
Name	Description	License Type	Owner Name	Postcode
Caernarvon Golf Club	Independent Free	Registered Club	Independent Free	LL54 5RR
Coed Helen Caravan Park	Independent Free	Proprietary Club	Independent Free	LL54 5RS
Ship & Castle	Marston's	Pubs & Full On	Marston's	LL55 1AT
Alexandra Hotel	Independent Free	Pubs & Full On	Independent Free	LL55 1BA
Celtic Royal Hotel	Independent Free	Pubs & Full On	Independent Free	LL55 1AY
Twthill Vaults	Marston's	Pubs & Full On	Marston's	LL55 1PB
Four Alls	Robinsons	Pubs & Full On	Robinsons	LL55 1RF
Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL55 1RH
Bengal Spice Restaurant	Independent Free	Restaurant	Independent Free	LL55 1RR
Clwb Canol Dre	Independent Free	Registered Club	Independent Free	LL55 1RT
Black Boy Inn	Independent Free	Pubs & Full On	Independent Free	LL55 1RW
Royal Welsh Yacht Club	Independent Free	Registered Club	Independent Free	LL55 1SN
Caernarvon Sailing Club	Independent Free	Registered Club	Independent Free	LL55 1SR
Majestic Bingo	Majestic Bingo Ltd	Proprietary Club	Majestic Bingo Ltd	LL55 1SY
Caernarfon Ex-Service Club	Independent Free	Registered Club	Independent Free	LL55 2AF
Palace Vaults	Marston's	Pubs & Full On	Marston's	LL55 1RR
Anglesey Arms	Marston's	Pubs & Full On	Marston's	LL55 1SG
Caernarvon Town Football Club	Independent Free	Registered Club	Independent Free	LL55 2HT
Castle Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL55 2NN
Morgan Lloyd	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL55 2NF
Albert Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL55 2PN
Eagles Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL55 2RF
Stones Bistro	Independent Free	Restaurant	Independent Free	LL55 1RF
Tafarn Y Porth	Wetherspoon	Pubs & Full On	Wetherspoon	LL55 1AG
Copa Diner And Bar	Independent Free	Pubs & Full On	Independent Free	LL55 2YD
Wal	Independent Free	Restaurant	Independent Free	LL55 1RR
Galeri	Independent Free	Pubs & Full On	Independent Free	LL55 1SQ
Hole In The Wall Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL55 1RF
Harbour	Whitbread	Pubs & Full On	Whitbread	LL55 1SQ
Fus	Independent Free	Restaurant	Independent Free	LL55 1TH
Osteria	Independent Free	Restaurant	Independent Free	LL55 1RF
Curry Scene	Independent Free	Restaurant	Independent Free	LL55 1AR
Caffi Maes	Independent Free	Restaurant	Independent Free	LL55 2NF
Copa Bar & Diner	Independent Free	Pubs & Full On	Independent Free	LL55 2NA
Old Market Hall	Independent Free	Pubs & Full On	Independent Free	LL55 1RR
Ty Glyndwr Bunkhouse	Independent Free	Pubs & Full On	Independent Free	LL55 1SE

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Hole in the WallL55 1RF (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: ATLT_Hole in the WallL55 1RF (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	612	14.3	22.0	65		
 2 Rising Prosperity	6	0.1	10.1	1		
 3 Comfortable Communities	757	17.7	26.2	67		
 4 Financially Stretched	1,628	38.0	23.7	160		
 5 Urban Adversity	1,271	29.7	17.6	169		
 6 Not Private Households	8	0.2	0.3	56		
 Graph						
Total households	4,282					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% 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 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Hole in the WallL55 1RF (1 Mile contour)
Base: Great Britain
Year: 2021

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	220	5.1	11.2	46			
1.C Mature Money	392	9.2	9.6	95			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	6	0.1	6.2	2			
3. Comfortable Communities							
3.F Countryside Communities	123	2.9	5.7	50			
3.G Successful Suburbs	330	7.7	5.9	131			
3.H Steady Neighbourhoods	273	6.4	7.4	87			
3.I Comfortable Seniors	10	0.2	2.9	8			
3.J Starting Out	21	0.5	4.3	11			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	720	16.8	7.9	212			
4.M Striving Families	320	7.5	7.5	99			
4.N Poorer Pensioners	588	13.7	5.9	232			
5. Urban Adversity							
5.O Young Hardship	655	15.3	6.1	249			
5.P Struggling Estates	364	8.5	6.1	139			
5.Q Difficult Circumstances	252	5.9	5.3	110			
6. Not Private Households							
6.R Not Private Households	8	0.2	0.3	56			
Total households	4,282						

Acorn Group Pen Portrait

4 L Modest Means **4.1M** UK Adults **7.7%** 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

Age range 25-34	Children at home 3+
House tenure Privately renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING: The Works, M&Co, RANGE, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL ATTITUDES

I worry about online security 54% <small>UK average: 55%</small>	Shopping online makes my life easier 50% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 33% <small>UK average: 34%</small>
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FINANCIAL PROFILE

Household Income UK: £35k (Average: £40k) London: £42k (Average: £44k)	% Disposable Income UK: 45% (Average: 44%) London: 34% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

This group are more likely to **subscribe to Sky TV**

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

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Area: ATLT_Hole in the WallL55 1RF (1 Mile contour)
 Base: Great Britain
 Year: 2021

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	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	220	5.1	2.6	197			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	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	164	3.8	3.0	128			
1.C.11 Settled suburbia, older people	36	0.8	2.9	29			
1.C.12 Retired and empty nesters	123	2.9	2.5	116			
1.C.13 Upmarket downsizers	69	1.6	1.3	124			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	6	0.1	1.9	7			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	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	3	0.1	1.1	7			
3.F.23 Owner occupiers in small towns and villages	120	2.8	3.2	88			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	60	1.4	2.6	53			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	270	6.3	2.4	260			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	163	3.8	3.4	111			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	110	2.6	2.3	110			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	10	0.2	2.4	10			
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	2.1	0			
3.J.33 Smaller houses and starter homes	21	0.5	2.3	22			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	59	1.4	1.4	98			
4.L.38 Semi-skilled workers in traditional neighbourhoods	193	4.5	2.6	172			
4.L.39 Fading owner occupied terraces	468	10.9	2.9	379			
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	33	0.8	1.6	48			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	111	2.6	2.1	125			
4.M.44 Post-war estates, limited means	176	4.1	2.2	187			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	63	1.5	0.8	188			
4.N.46 Elderly people in social rented flats	19	0.4	1.1	41			
4.N.47 Low income older people in smaller semis	384	9.0	2.3	394			
4.N.48 Pensioners and singles in social rented flats	122	2.8	1.8	161			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	73	1.7	2.1	79			
5.O.50 Struggling younger people in mixed tenure	208	4.9	1.7	278			
5.O.51 Young people in small, low cost terraces	374	8.7	2.3	388			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	200	4.7	1.6	288			
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	164	3.8	1.6	232			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	1.4	1.5	94			
5.Q.58 Singles and young families, some receiving benefits	191	4.5	1.8	249			
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	2	0.0	0.1	80			
6.R.61 Inactive communal population	6	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,282						

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT_Hole in the WallL55 1RF (1 Mile contour)



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

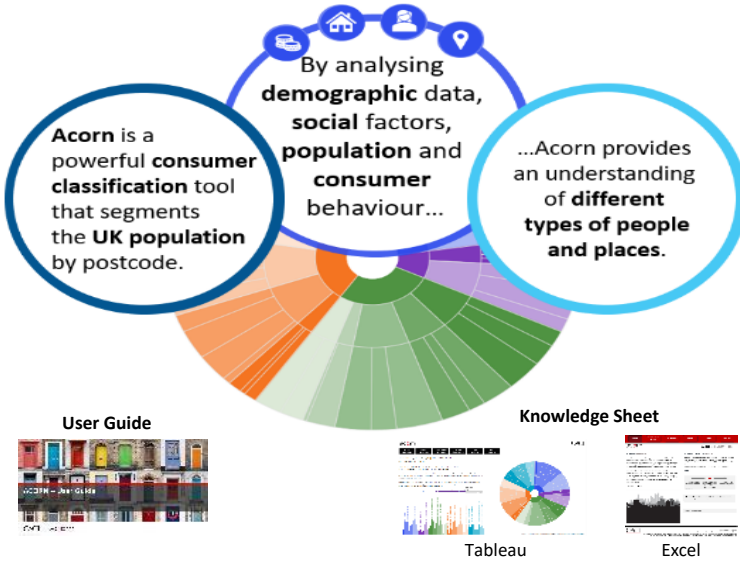
Acorn Groups

- 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
	F. Countryside Communities	21-23
3. Comfortable Communities	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

