

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01996_Bridge Inn, Chirk, LL14 5BU (1 Mile c
 Base: Great Britain
 Year: 2023

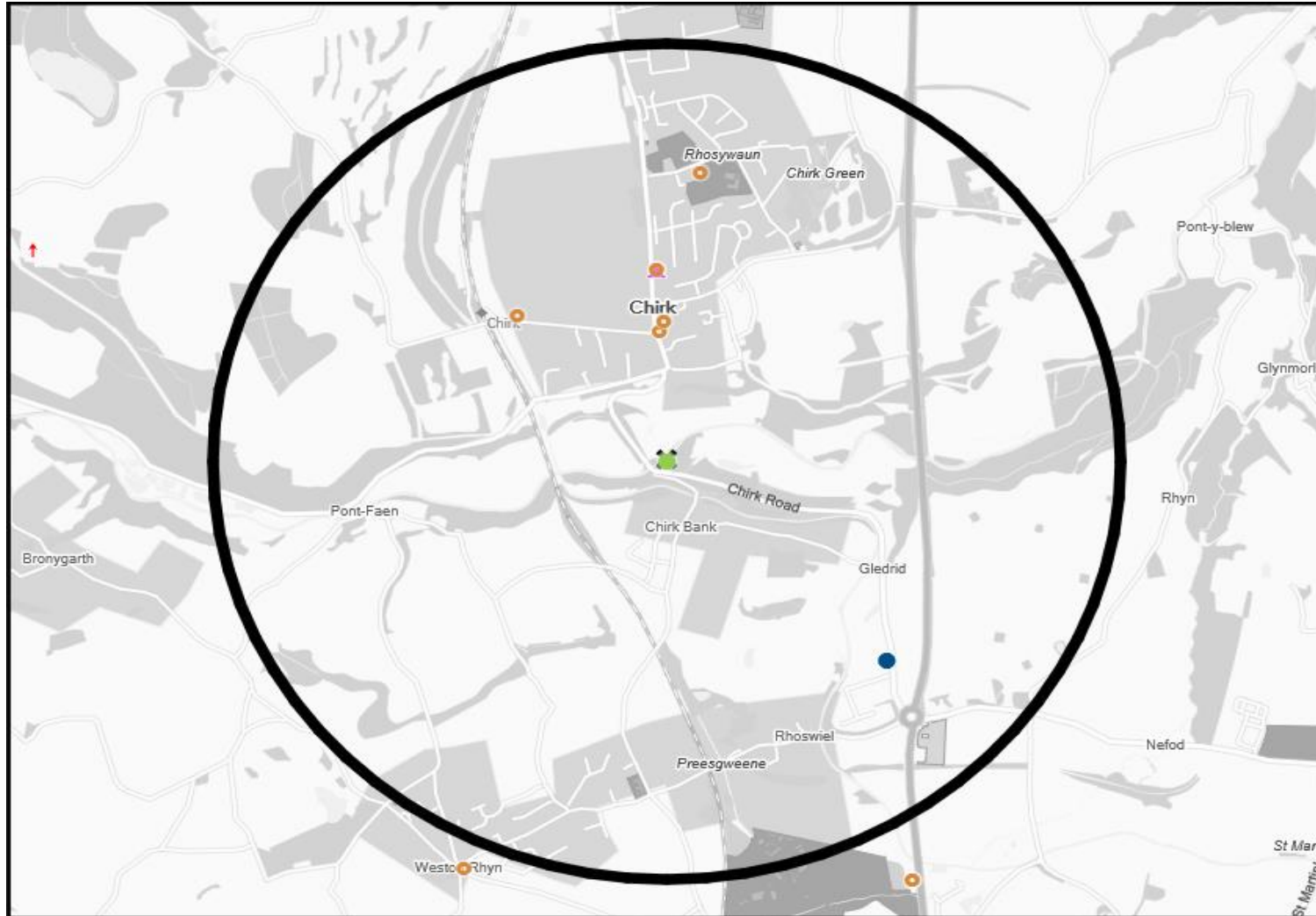
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	91.7	81.7	112			
Proprietary Club	1	18.3	7.3	252			
Registered Club	2	36.7	28.2	130			
Restaurant	2	36.7	32.1	114			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Chirk Amateur Athletic	Independent Free	Registered Club	Independent Free	LL14 5NA
Bridge Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 5BU
Poachers Pocket	Marston's	Pubs & Full On	Marston's	LL14 5DG
Chirk Tavern	Independent Free	Pubs & Full On	Independent Free	LL14 5ET
Hand Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 5EY
Stanton House Inn	Hydes Anvil	Pubs & Full On	Hydes Anvil	LL14 5NA
Castle Tandoori	Independent Free	Restaurant	Independent Free	LL14 5LU
Moreton Park Garden Centre	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	LL14 5DG
Chirk Parish Hall	Independent Free	Registered Club	Independent Free	LL14 5NA
Chirk Leisure & Activity Centre	Independent Free	Proprietary Club	Independent Free	LL14 5NF

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P01996_Bridge Inn, Chirk, LL14 5BU (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01996_Bridge Inn, Chirk, LL14 5BU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	203	8.7	22.1	39			
2 Rising Prosperity	2	0.1	10.2	1			
3 Comfortable Communities	1,043	44.7	26.5	169			
4 Financially Stretched	938	40.2	23.7	170			
5 Urban Adversity	148	6.3	17.2	37			
6 Not Private Households	0	0.0	0.3	0			
Total households		2,334					

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01996_Bridge Inn, Chirk, LL14 5BU (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	35	1.5	11.3	13			
1.C Mature Money	168	7.2	9.6	75			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	2	0.1	6.4	1			
3. Comfortable Communities							
3.F Countryside Communities	608	26.0	5.7	454			
3.G Successful Suburbs	326	14.0	6.0	235			
3.H Steady Neighbourhoods	53	2.3	7.4	31			
3.I Comfortable Seniors	37	1.6	2.9	55			
3.J Starting Out	19	0.8	4.6	18			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	239	10.2	8.0	128			
4.M Striving Families	383	16.4	7.4	220			
4.N Poorer Pensioners	316	13.5	5.8	235			
5. Urban Adversity							
5.O Young Hardship	49	2.1	6.3	34			
5.P Struggling Estates	43	1.8	5.7	32			
5.Q Difficult Circumstances	56	2.4	5.2	46			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,334						

Acorn Group Pen Portrait

4
K
Student Life

1.6M
3.0%

UK Adults 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 			

FINANCIAL PROFILE

Household income UK: £33k London: £36k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 26% London: 16% <small>Average: 43% Average: 29%</small>	Financial situation
---	--	-------------------------

DIGITAL

ATTITUDES I worry about online security 58% <small>UK average: 49%</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>
--	--	---

TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
---	-------------------------------	---



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01996_Bridge Inn, Chirk, LL14 5BU (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	17	0.7	2.5	29			
1.B.6 Financially comfortable families	18	0.8	2.2	35			
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	40	1.7	3.1	56			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	118	5.1	2.5	205			
1.C.13 Upmarket downsizers	10	0.4	1.3	33			
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	4			
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	3	0.1	1.5	8			
3.F.22 Older couples and families in rural areas	153	6.6	1.0	652			
3.F.23 Owner occupiers in small towns and villages	452	19.4	3.2	603			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	230	9.9	2.7	365			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	96	4.1	2.4	170			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	8	0.3	3.5	10			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	45	1.9	2.3	82			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	37	1.6	2.4	67			
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	19	0.8	2.4	34			
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	32	1.4	1.4	95			
4.L.38 Semi-skilled workers in traditional neighbourhoods	207	8.9	2.6	337			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	147	6.3	1.6	395			
4.M.42 Struggling young families in post-war terraces	26	1.1	1.6	68			
4.M.43 Families in right-to-buy estates	85	3.6	2.0	179			
4.M.44 Post-war estates, limited means	125	5.4	2.2	246			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	14	0.6	0.8	76			
4.N.46 Elderly people in social rented flats	20	0.9	1.0	83			
4.N.47 Low income older people in smaller semis	114	4.9	2.2	219			
4.N.48 Pensioners and singles in social rented flats	168	7.2	1.7	422			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	49	2.1	2.2	96			
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	43	1.8	1.6	115			
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	56	2.4	1.8	136			
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	2,334						

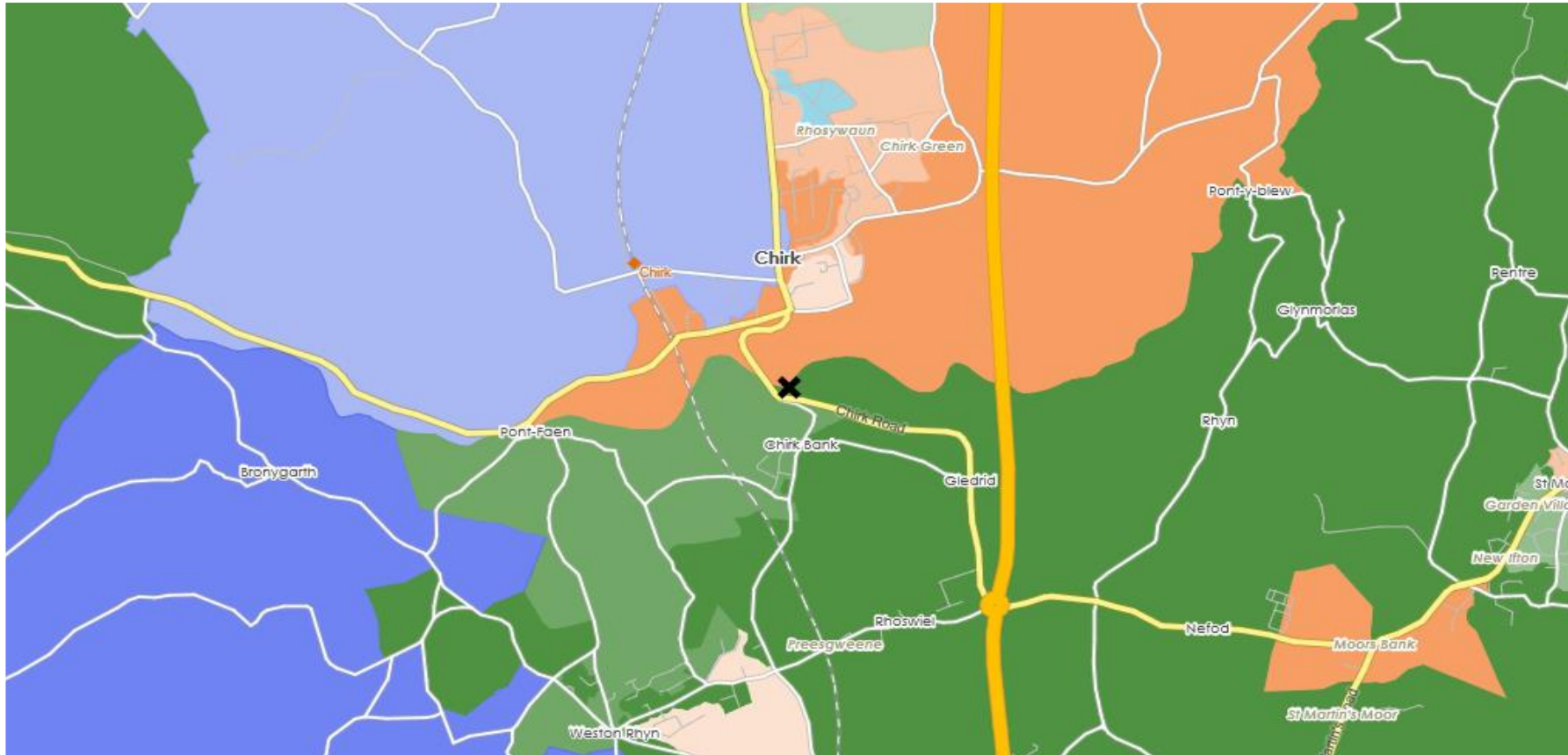
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01996_Bridge Inn, Chirk, LL14 5BU (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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**

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

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01996_Bridge Inn, Chirk, LL14 5BU (1 Mile contour)

