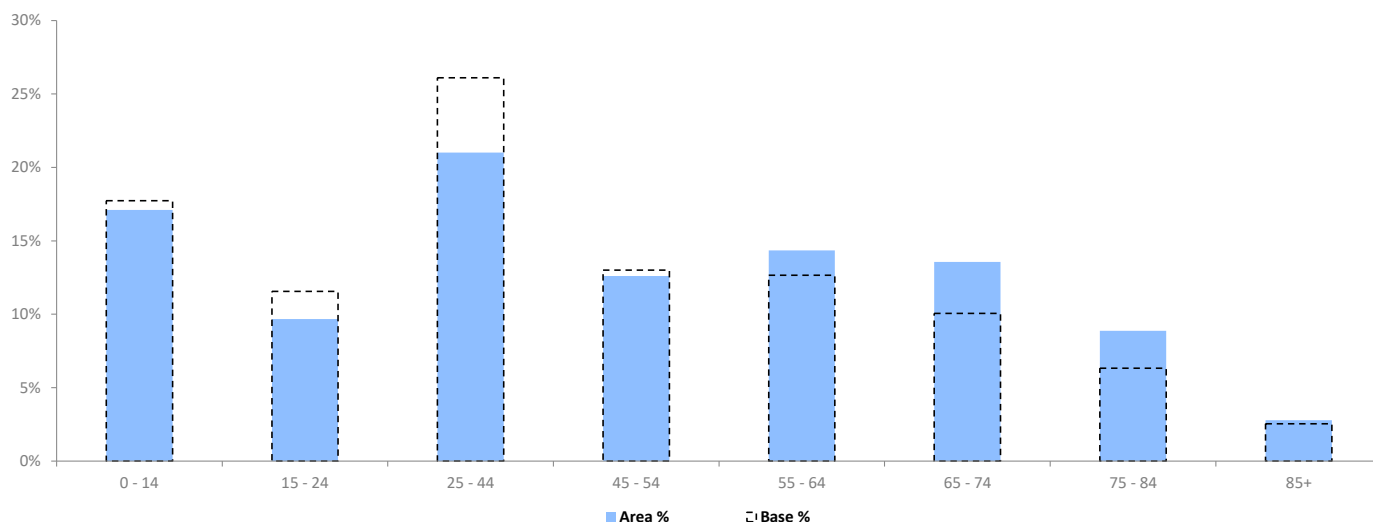


POPULATION PROJECTIONS

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Area: P04528_Miners, Prestatyn, LL19 8LA (5 Mile contour)
Base: Great Britain
Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	11,571	17.1	17.7	96			
15 - 24	6,550	9.7	11.6	84			
25 - 44	14,220	21.0	26.1	81			
45 - 54	8,532	12.6	13.0	97			
55 - 64	9,714	14.4	12.7	113			
65 - 74	9,179	13.6	10.1	135			
75 - 84	5,999	8.9	6.3	140			
85+	1,888	2.8	2.5	110			
Total population	67,653						



CGA LICENCED PREMISES

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Area: P04528_Miners, Prestatyn, LL19 8LA (5 Mile)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	82	121.2	85.9	141			
Proprietary Club	27	39.9	8.2	486			
Registered Club	18	26.6	30.1	88			
Restaurant	19	28.1	35.3	79			
Residential	2	3.0	3.5	84			

Name	Description	License Type	Owner Name	Postcode
Travellers Inn	Independent Free	Pubs & Full On	Independent Free	CH 7 5BL
White Lion	Independent Free	Pubs & Full On	Independent Free	CH 8 9BQ
Llinegar Country Hotel & Restaurant	Independent Free	Pubs & Full On	Independent Free	CH 8 9HB
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CH 8 9NE
Point	Independent Free	Pubs & Full On	Independent Free	CH 8 9RD
Lighthouse Inn	Independent Free	Pubs & Full On	Independent Free	CH 8 9RD
Railway Inn	Independent Free	Pubs & Full On	Independent Free	CH 8 9SN
Farmers Arms	Independent Free	Pubs & Full On	Independent Free	CH 8 9SW
White House	Independent Free	Restaurant	Independent Free	LL17 0AW
Farmers Arms	Independent Free	Pubs & Full On	Independent Free	LL17 0DY
New Inn	JW Lees	Pubs & Full On	JW Lees	LL17 0EF
Talardy Hotel	Marston's	Pubs & Full On	Marston's	LL17 0HY
Bod Erw Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 0LA
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL17 0LT
Plough Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 0LU
Oriel Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 0LW
Barrow Arms	Independent Free	Pubs & Full On	Independent Free	LL17 0RD
Bryn Dinas Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL17 0RE
St Asaph Conservative Club	Independent Free	Registered Club	Independent Free	LL17 0RG
Imperial Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 1AU
North	Independent Free	Pubs & Full On	Independent Free	LL18 1BA
Royal Oak	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL18 1LW
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	LL18 1HF
Yeung Sing	Independent Free	Restaurant	Independent Free	LL18 1LE
Sun Inn	Unknown	Pubs & Full On	Unknown	LL18 1LP
Lorne Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL18 1RH
Glanglasfor Club	Independent Free	Pubs & Full On	Independent Free	LL18 1RP
Victory Club	Independent Free	Registered Club	Independent Free	LL18 1SB
George Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 1SD
Hidden	Independent Free	Proprietary Club	Independent Free	LL18 1SW
Last Orders	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL18 1TF
Joseph Brownley	Independent Free	Proprietary Club	Independent Free	LL18 1ES
Front Room	Independent Free	Pubs & Full On	Independent Free	LL18 1AH
Robin Hood Foresters Club	Independent Free	Registered Club	Independent Free	LL18 2BS
Blue Moon	Independent Free	Pubs & Full On	Independent Free	LL18 2BT
Marine Holiday Park	Marine Holiday Park	Proprietary Club		LL18 2HG
Barratts Restaurant	Independent Free	Restaurant	Independent Free	LL18 2PH
Ffordd Derwen Hotel	Marston's	Pubs & Full On	Marston's	LL18 2RH
Kings Head	Marston's	Pubs & Full On	Marston's	LL18 2TU
O'gradys	Independent Free	Pubs & Full On	Independent Free	LL18 1TR
New Pines Holiday Home Resort	Independent Free	Proprietary Club	Independent Free	LL18 4DY
Marlborough Hotel	Independent Free	Residential	Independent Free	LL18 3AG
Westminster Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 3AH
Pier Hotel	Independent Free	Residential	Independent Free	LL18 3AL
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	LL18 3AQ
Majestic Bingo	Majestic Bingo Ltd	Proprietary Club	Majestic Bingo Ltd	LL18 3HD
Esplanade Club	Independent Free	Registered Club	Independent Free	LL18 3PP
Rhyl Golf Club	Independent Free	Registered Club	Independent Free	LL18 3RE
Lyons Robin Hood Holiday Camp	Independent Free	Proprietary Club	Independent Free	LL18 3UU
Millbank	Independent Free	Pubs & Full On	Independent Free	LL18 4RD
Elwy Hall	Independent Free	Registered Club	Independent Free	LL18 4RG
Castle Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL18 5AE
Mayquay	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL18 5AR

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Area: P04528_Miners, Prestatyn, LL19 8LA (5 Mile)
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	82	121.2	85.9	141			
Proprietary Club	27	39.9	8.2	486			
Registered Club	18	26.6	30.1	88			
Restaurant	19	28.1	35.3	79			
Residential	2	3.0	3.5	84			

Name	Description	License Type	Owner Name	Postcode
Sunnyvale Holiday Camp	Independent Free	Proprietary Club	Independent Free	LL18 5AS
Kinnel Bay Social Club	Independent Free	Registered Club	Independent Free	LL18 5DG
Oakfield Caravan Park Social Club	Independent Free	Proprietary Club	Independent Free	LL18 5LE
Palins Holiday Park	Independent Free	Proprietary Club	Independent Free	LL18 5LE
Sandy Cove Social Club	Independent Free	Registered Club	Independent Free	LL18 5LT
Pleasant View Club	Independent Free	Proprietary Club	Independent Free	LL18 5RL
Blue Lion Inn	Independent Free	Pubs & Full On	Independent Free	LL18 5SG
Rhuddlan Golf Club	Independent Free	Registered Club	Independent Free	LL18 5UD
Sun Valley Camp Club	Independent Free	Proprietary Club	Independent Free	LL18 5UD
Faenol Fawr Manor Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 5UN
Crown Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL18 6DN
Eagle & Child Inn	Independent Free	Pubs & Full On	Independent Free	LL18 6EP
Red Lion Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 6ET
New Inn	Marston's	Pubs & Full On	Marston's	LL18 6ET
Star Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL19 8NP
Miners	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL19 8LA
Cross Foxes	Marston's	Pubs & Full On	Marston's	LL19 9SB
Crofts Club	Independent Free	Proprietary Club	Independent Free	LL19 9SS
David Bryant Nw Bowls Centre	Independent Free	Proprietary Club	Independent Free	LL19 7AS
Royal Victoria Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL19 7SG
Suhail Tandoori	Independent Free	Proprietary Club	Independent Free	LL19 7ES
Central Beach Club	Independent Free	Proprietary Club	Independent Free	LL19 7ET
Sizzlers Bar	Independent Free	Restaurant	Independent Free	LL19 7EY
Prestatyn Golf Club	Independent Free	Registered Club	Independent Free	LL19 7HS
Pontins Holiday Park	Britannia Hotels	Proprietary Club	Britannia Hotels	LL19 7LA
Prestatyn Cricket Club	Independent Free	Registered Club	Independent Free	LL19 7LR
Pendyffryn	Independent Free	Registered Club	Independent Free	LL19 7SS
Ffrith Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LL19 7UT
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL19 8LA
St Melyd Golf Club	Independent Free	Registered Club	Independent Free	LL19 8NB
William Morgan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL19 9AH
Cook House Pub & Carvery	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL19 9BB
Prestatyn Constitutional Club	Independent Free	Registered Club	Independent Free	LL19 9DL
Nant Hall Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL19 9LD
Jolly Sailor	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL19 8BP
Beachcomber Inn	Independent Free	Pubs & Full On	Independent Free	LL19 9SS
Bells Of St Marys	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LL19 9TB
Gronant Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL19 9TG
Presthaven Sands Holiday Park	Bourne Leisure	Proprietary Club	Bourne Leisure	LL19 9TT
Talacre Beach Caravan Club & Leisure Park	Independent Free	Proprietary Club	Independent Free	CH 8 9RD
Bodfor	Amber Taverns	Pubs & Full On	Amber Taverns	LL18 1AS
Rhyl Football Club	Independent Free	Registered Club	Independent Free	LL18 4BY
Grand Hotel	Independent Free	Pubs & Full On	Independent Free	LL19 7LG
Harbour Hotel	Greene King	Pubs & Full On	Greene King	LL18 5BA
Archies	Independent Free	Pubs & Full On	Independent Free	LL19 9AS
Cob & Pen	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL18 1UF
Magpie & Stump	Independent Free	Restaurant	Independent Free	LL18 5LE
Sussex	Wetherspoons GB	Pubs & Full On	Wetherspoon	LL18 1SG
Misty Water Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	CH 8 8RQ
Rileys	Unknown	Proprietary Club	Unknown	LL18 1HL
Dragonboat	Independent Free	Restaurant	Independent Free	LL18 3PP
Tottum Pole Restaurant	Independent Free	Restaurant	Independent Free	CH 8 9JN
Dyserth Falls Resort	Independent Free	Proprietary Club	Independent Free	LL18 6DX

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Restaurant	19	28.1	35.3	79			
Residential	2	3.0	3.5	84			

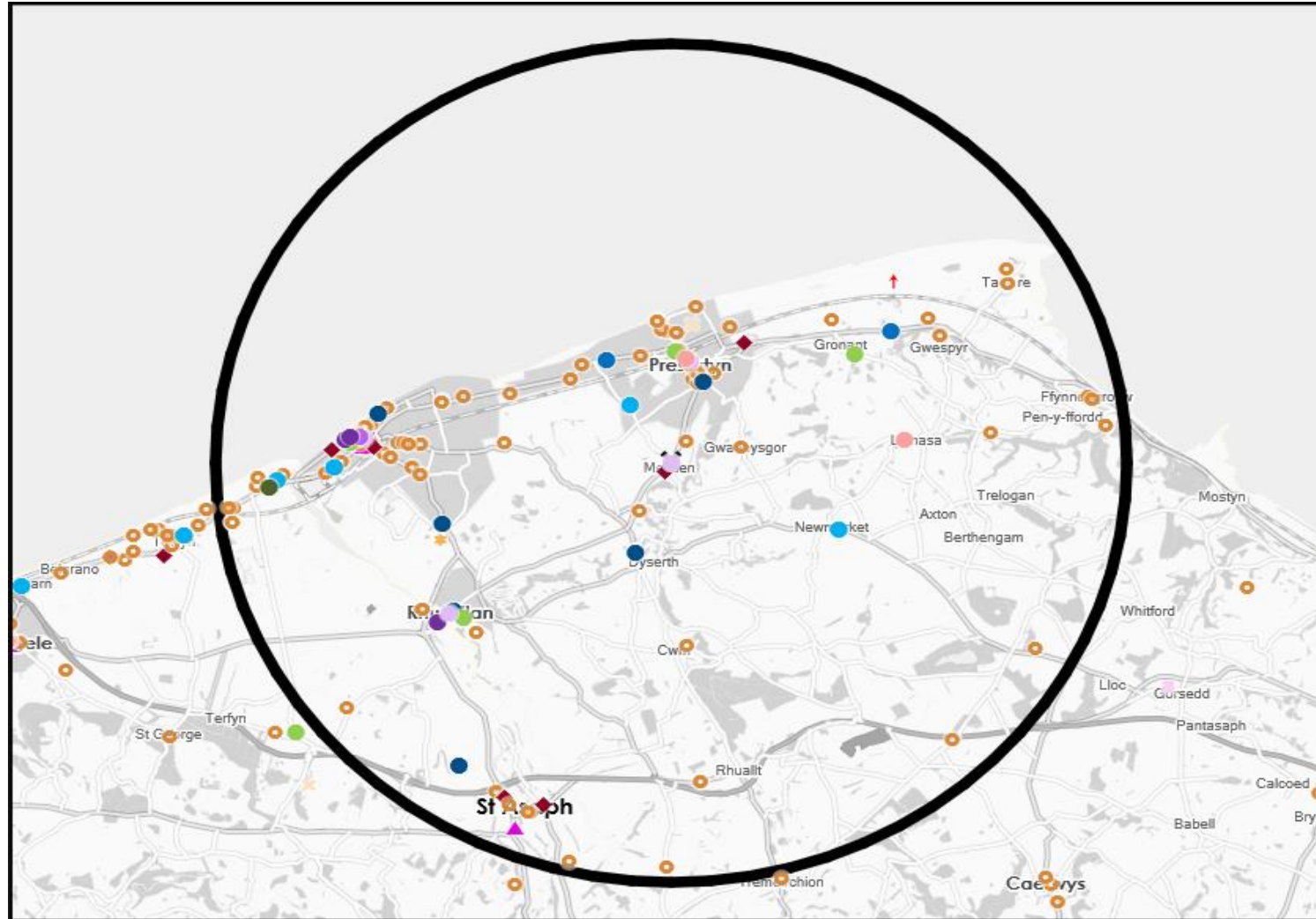
Name	Description	License Type	Owner Name	Postcode
Bistro	Independent Free	Restaurant	Independent Free	LL18 1LR
Prestatyn Town Football Club	Independent Free	Registered Club	Independent Free	LL19 7LU
Halcyon Quest	Independent Free	Pubs & Full On	Independent Free	LL19 9DT
Cove	Independent Free	Pubs & Full On	Independent Free	LL18 1SP
Morfa Rhuddlan	Whitbread	Pubs & Full On	Whitbread	LL18 5UA
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL18 2TY
Spring Garden Holiday Park	Independent Free	Proprietary Club	Independent Free	LL17 0HY
Village Masalla	Independent Free	Restaurant	Independent Free	LL18 5UA
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	LL18 2TJ
Bar 236	Independent Free	Pubs & Full On	Independent Free	LL19 9BP
Ffrith Festival Gardens	Independent Free	Pubs & Full On	Independent Free	LL19 7AR
Chynna Garden Restaurant	Independent Free	Restaurant	Independent Free	LL19 9BH
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	LL18 1HB
Rozis Tandoori House	Independent Free	Restaurant	Independent Free	LL19 9RT
Revive	Independent Free	Pubs & Full On	Independent Free	LL18 1SE
Rossinis Italian Restaurant	Independent Free	Restaurant	Independent Free	LL18 1SB
Seaview Holiday Home Park	Independent Free	Proprietary Club	Independent Free	CH 8 9JS
National Crown Green Bowling Centre	Independent Free	Registered Club	Independent Free	LL18 3AF
Hideaway	Independent Free	Pubs & Full On	Independent Free	LL19 9AS
La Ricetta	Independent Free	Restaurant	Independent Free	LL19 9BP
Pavilion Theatre	Independent Free	Pubs & Full On	Independent Free	LL18 3AQ
Paanshee Restaurant	Independent Free	Restaurant	Independent Free	LL19 7ES
Darwin (North West) Statio	Independent Free	Proprietary Club	Independent Free	CH 8 9RD
Rhyl Town Hall	Independent Free	Pubs & Full On	Independent Free	LL18 1AB
Harveys	Harveys New York Bar & Grill	Restaurant	Harveys New York Bar & Grill	LL18 5UA
Redz Bar	Independent Free	Pubs & Full On	Independent Free	LL18 1ES
Ginger's Grill	Independent Free	Restaurant	Independent Free	LL19 9AH
Cookhouse & Submariner	Whitbread	Pubs & Full On	Whitbread	LL18 1HE
Sun Verge	Marston's	Pubs & Full On	Marston's	LL18 3AF
Dove	Independent Free	Pubs & Full On	Independent Free	LL18 2HT
Torello Lounge	Loungers	Pubs & Full On	Loungers	LL19 9AH
Origin	Independent Free	Pubs & Full On	Independent Free	LL19 9BW
Pro Kitesurfing	Independent Free	Proprietary Club	Independent Free	LL18 3AQ
Patagonia	Independent Free	Restaurant	Independent Free	LL19 9BE
Rhyl Rugby Club	Independent Free	Registered Club	Independent Free	LL18 4AQ
Baysville	Independent Free	Pubs & Full On	Independent Free	LL18 5DN
Beach Hut Cafe And Bar	Independent Free	Pubs & Full On	Independent Free	LL19 7EY
Rhualt Country Park	Independent Free	Proprietary Club	Independent Free	LL17 0AW
Rhyl Spice	Independent Free	Restaurant	Independent Free	LL18 1SB
Shisha And Cocktail Bar	Independent Free	Pubs & Full On	Independent Free	LL18 5LS
Point Of Ayr Holiday Park	Independent Free	Proprietary Club	Independent Free	CH 8 9SA
Yuppies	Independent Free	Proprietary Club	Independent Free	LL18 1RY

MAP OF AREA

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Source: OS Open Data 2018

Area: P04528_Miners, Prestatyn, LL19 8LA (5 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04528_Miners, Prestatyn, LL19 8LA (5 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	7,185	24.0	22.0	109		
	2 Rising Prosperity	343	1.1	10.1	11		
	3 Comfortable Communities	13,023	43.4	26.2	166		
	4 Financially Stretched	5,877	19.6	23.7	83		
	5 Urban Adversity	3,538	11.8	17.6	67		
	6 Not Private Households	19	0.1	0.3	19		
	Graph						
Total households		29,985					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04528_Miners, Prestatyn, LL19 8LA (5 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	1,750	5.8	11.2	52			
1.C Mature Money	5,435	18.1	9.6	188			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	343	1.1	6.2	19			
3. Comfortable Communities							
3.F Countryside Communities	4,680	15.6	5.7	272			
3.G Successful Suburbs	2,589	8.6	5.9	147			
3.H Steady Neighbourhoods	2,432	8.1	7.4	110			
3.I Comfortable Seniors	2,826	9.4	2.9	325			
3.J Starting Out	496	1.7	4.3	38			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,880	6.3	7.9	79			
4.M Striving Families	2,213	7.4	7.5	98			
4.N Poorer Pensioners	1,784	5.9	5.9	101			
5. Urban Adversity							
5.O Young Hardship	2,215	7.4	6.1	120			
5.P Struggling Estates	777	2.6	6.1	42			
5.Q Difficult Circumstances	546	1.8	5.3	34			
6. Not Private Households							
6.R Not Private Households	19	0.1	0.3	19			
Total households	29,985						

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research home insurance online

TECHNOLOGY USAGE

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

A

B

C

D

E

F

G

H

I

J

K

L

M

N

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P

Q

R

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 11/06/2022

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04528_Miners, Prestatyn, LL19 8LA (5 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	835	2.8	2.6	107			
	1.B.5 Wealthy countryside commuters	201	0.7	2.4	28			
	1.B.6 Financially comfortable families	664	2.2	2.2	101			
	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	50	0.2	1.6	10			
1.C Mature Money								
	1.C.10 Better-off villagers	336	1.1	3.0	38			
	1.C.11 Settled suburbia, older people	121	0.4	2.9	14			
	1.C.12 Retired and empty nesters	4,868	16.2	2.5	654			
	1.C.13 Upmarket downsizers	110	0.4	1.3	28			
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	343	1.1	1.9	61			
	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	369	1.2	1.5	82			
	3.F.22 Older couples and families in rural areas	905	3.0	1.1	283			
	3.F.23 Owner occupiers in small towns and villages	3,406	11.4	3.2	358			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	2,445	8.2	2.6	309			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	144	0.5	2.4	20			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	1,877	6.3	3.4	182			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	555	1.9	2.3	79			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	2,701	9.0	2.4	373			
	3.I.31 Elderly singles in purpose-built accommodation	125	0.4	0.5	85			
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	496	1.7	2.3	73			
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	599	2.0	1.4	142			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	815	2.7	2.6	103			
	4.L.39 Fading owner occupied terraces	466	1.6	2.9	54			
	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	500	1.7	1.6	104			
	4.M.42 Struggling young families in post-war terraces	83	0.3	1.7	17			
	4.M.43 Families in right-to-buy estates	1,465	4.9	2.1	235			
	4.M.44 Post-war estates, limited means	165	0.6	2.2	25			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	78	0.3	0.8	33			
	4.N.46 Elderly people in social rented flats	358	1.2	1.1	110			
	4.N.47 Low income older people in smaller semis	766	2.6	2.3	112			
	4.N.48 Pensioners and singles in social rented flats	582	1.9	1.8	110			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,057	3.5	2.1	164			
	5.O.50 Struggling younger people in mixed tenure	811	2.7	1.7	155			
	5.O.51 Young people in small, low cost terraces	347	1.2	2.3	51			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	173	0.6	1.6	36			
	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	604	2.0	1.6	122			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	55	0.2	1.5	12			
	5.Q.58 Singles and young families, some receiving benefits	271	0.9	1.8	50			
	5.Q.59 Deprived areas and high-rise flats	220	0.7	2.0	36			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	3	0.0	0.1	17			
	6.R.61 Inactive communal population	16	0.1	0.3	19			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		29,985						

CATEGORY

GROUP

TYPE

MAP

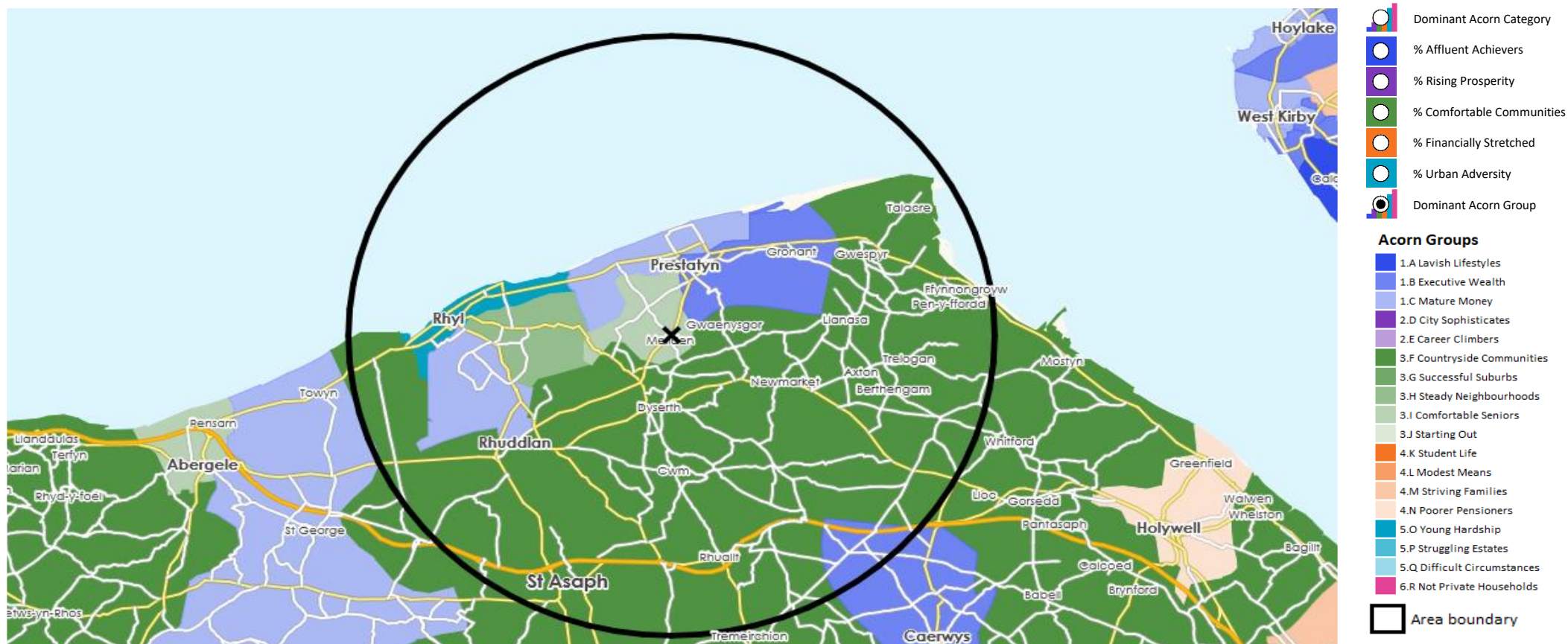
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04528_Miners, Prestatyn, LL19 8LA (5 Mile contour)

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Source: OS Open Data 2018



CATEGORY

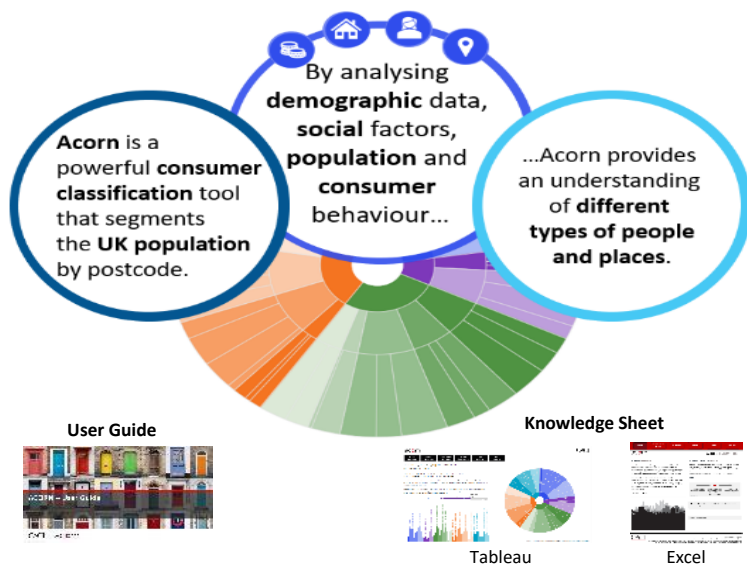
GROUP

TYPE

MAP

WHAT IS ACORN?

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

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

