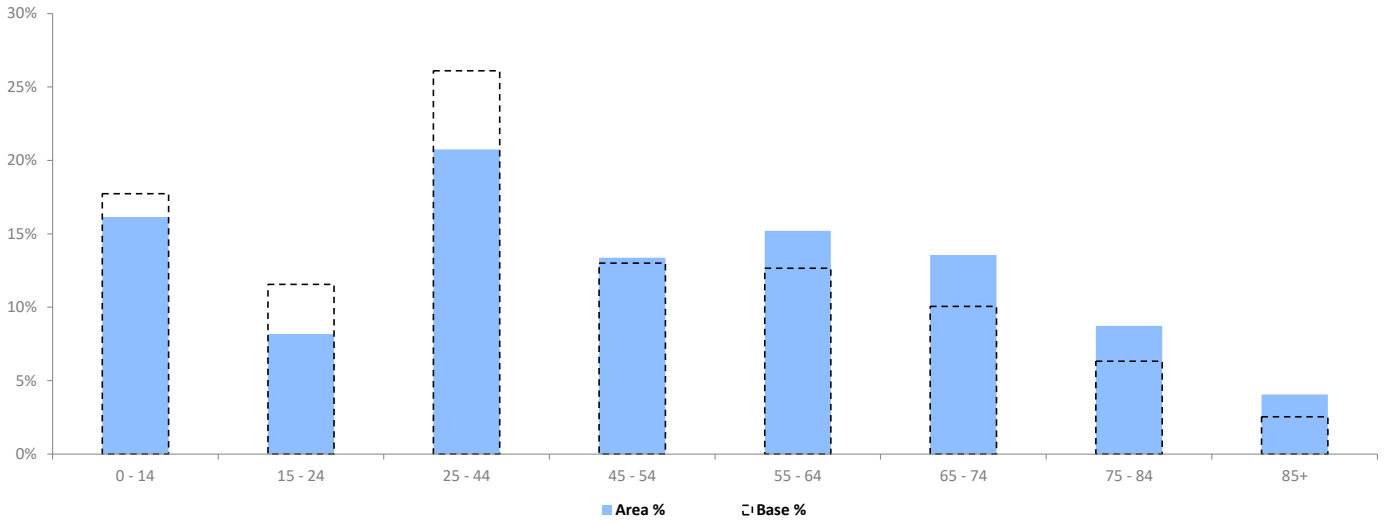


POPULATION PROJECTIONS

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Area: P04530_Mountain View Hotel, Colwyn Bay, LL28 5AT (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	689	16.1	17.7	91			
15 - 24	349	8.2	11.6	71			
25 - 44	886	20.8	26.1	79			
45 - 54	571	13.4	13.0	103			
55 - 64	649	15.2	12.7	120			
65 - 74	579	13.6	10.1	135			
75 - 84	373	8.7	6.3	138			
85+	173	4.1	2.5	159			
Total population	4,269						



CGA LICENCED PREMISES

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Area: P04530_Mountain View Hotel, Colwyn Bay, |
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	1	23.4	85.9	27			
Proprietary Club	0	0.0	8.2	0			
Registered Club	2	46.8	30.1	156			
Restaurant	0	0.0	35.3	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Colwyn Bay Football Club	Independent Free	Registered Club	Independent Free	LL28 4SW
Mountain View Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL28 5AT
Mochdre Sports Club	Independent Free	Registered Club	Independent Free	LL28 5HA

MAP OF AREA

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Source: OS Open Data 2018

Area: P04530_Mountain View Hotel, Colwyn Bay, LL28 5AT (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: P04530_Mountain View Hotel, Colwyn Bay, LL28 5AT (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	462	26.5	22.0	121		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	802	46.1	26.2	176		
4 Financially Stretched	397	22.8	23.7	96		
5 Urban Adversity	71	4.1	17.6	23		
6 Not Private Households	9	0.5	0.3	155		
Total households	1,741					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04530_Mountain View Hotel, Colwyn Bay, LL28 5AT (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	210	12.1	11.2	107			
1.C Mature Money	252	14.5	9.6	150			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	112	6.4	5.7	112			
3.G Successful Suburbs	70	4.0	5.9	68			
3.H Steady Neighbourhoods	366	21.0	7.4	286			
3.I Comfortable Seniors	254	14.6	2.9	502			
3.J Starting Out	0	0.0	4.3	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	192	11.0	7.9	139			
4.M Striving Families	142	8.2	7.5	108			
4.N Poorer Pensioners	63	3.6	5.9	61			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	71	4.1	6.1	67			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	9	0.5	0.3	155			
Total households	1,741						

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.3M UK Adults 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

- Age range: **35-54**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

BRANDS

- SHOPPING: RADLEY LONDON, schuh, FATFACE, joules
- LEISURE: the IGUANAS, Pizza Hut, Bella Italia, Zizzi
- WEBSITES: Quidco, THE NATIONAL LOTTERY, Groupon, sky

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 55%)
- Shopping online makes my life easier: **54%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **33%** (UK average: 34%)

FINANCIAL PROFILE

- Household Income: UK **£45k** (Average: £40k), London **£50k** (Average: £44k)
- % Disposable Income: UK **47%** (Average: 44%), London **42%** (Average: 39%)
- Financial situation:

KEY INTERNET USAGE

- This group are more likely to **research days out online**
- This group are more likely to **purchase home insurance online**
- This group are more likely to **watch TV on demand through their TV set**



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

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Area: P04530_Mountain View Hotel, Colwyn Bay, LL28 5AT (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	121	7.0	2.6	266			
1.B.5 Wealthy countryside commuters	14	0.8	2.4	33			
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	75	4.3	1.6	267			
1.C Mature Money							
1.C.10 Better-off villagers	39	2.2	3.0	75			
1.C.11 Settled suburbia, older people	118	6.8	2.9	237			
1.C.12 Retired and empty nesters	78	4.5	2.5	180			
1.C.13 Upmarket downsizers	17	1.0	1.3	75			
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	0	0.0	1.9	0			
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	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	112	6.4	3.2	203			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	70	4.0	2.6	152			
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	252	14.5	3.4	421			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	114	6.5	2.3	281			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	234	13.4	2.4	557			
3.I.31 Elderly singles in purpose-built accommodation	20	1.1	0.5	234			
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	0	0.0	2.3	0			
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	46	2.6	1.4	188			
4.L.38 Semi-skilled workers in traditional neighbourhoods	126	7.2	2.6	275			
4.L.39 Fading owner occupied terraces	20	1.1	2.9	40			
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	2	0.1	1.6	7			
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	140	8.0	2.1	387			
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	11	0.6	0.8	81			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	35	2.0	2.3	88			
4.N.48 Pensioners and singles in social rented flats	17	1.0	1.8	55			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	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	0.9	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	71	4.1	1.6	247			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	9	0.5	0.3	188			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	1,741						

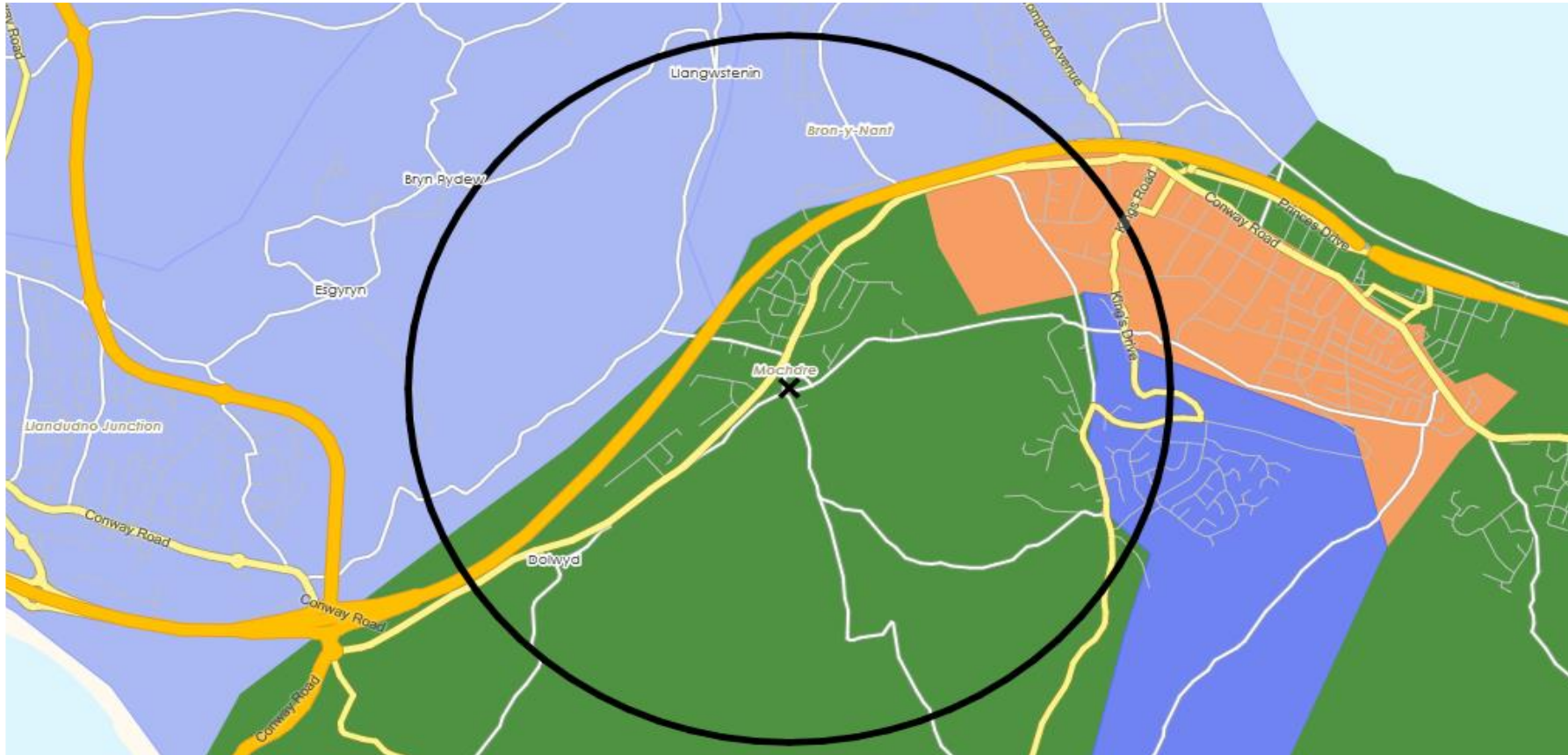
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04530_Mountain View Hotel, Colwyn Bay, LL28 5AT (1 Mile contour)



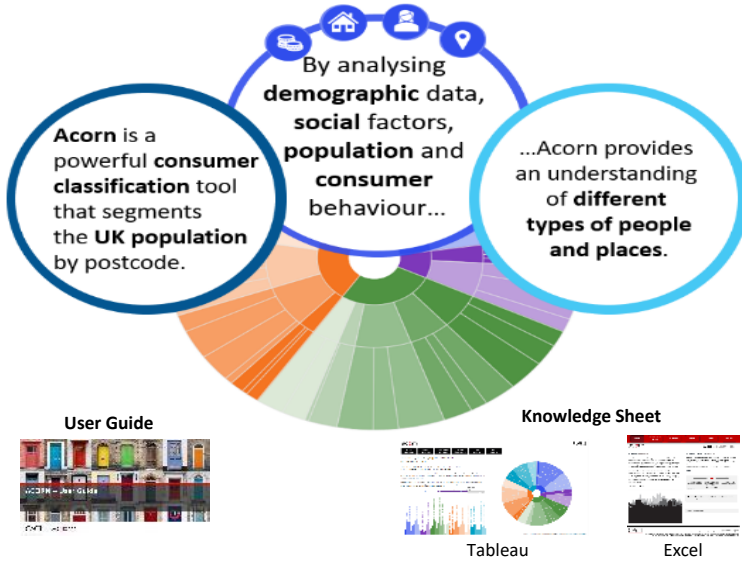
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

