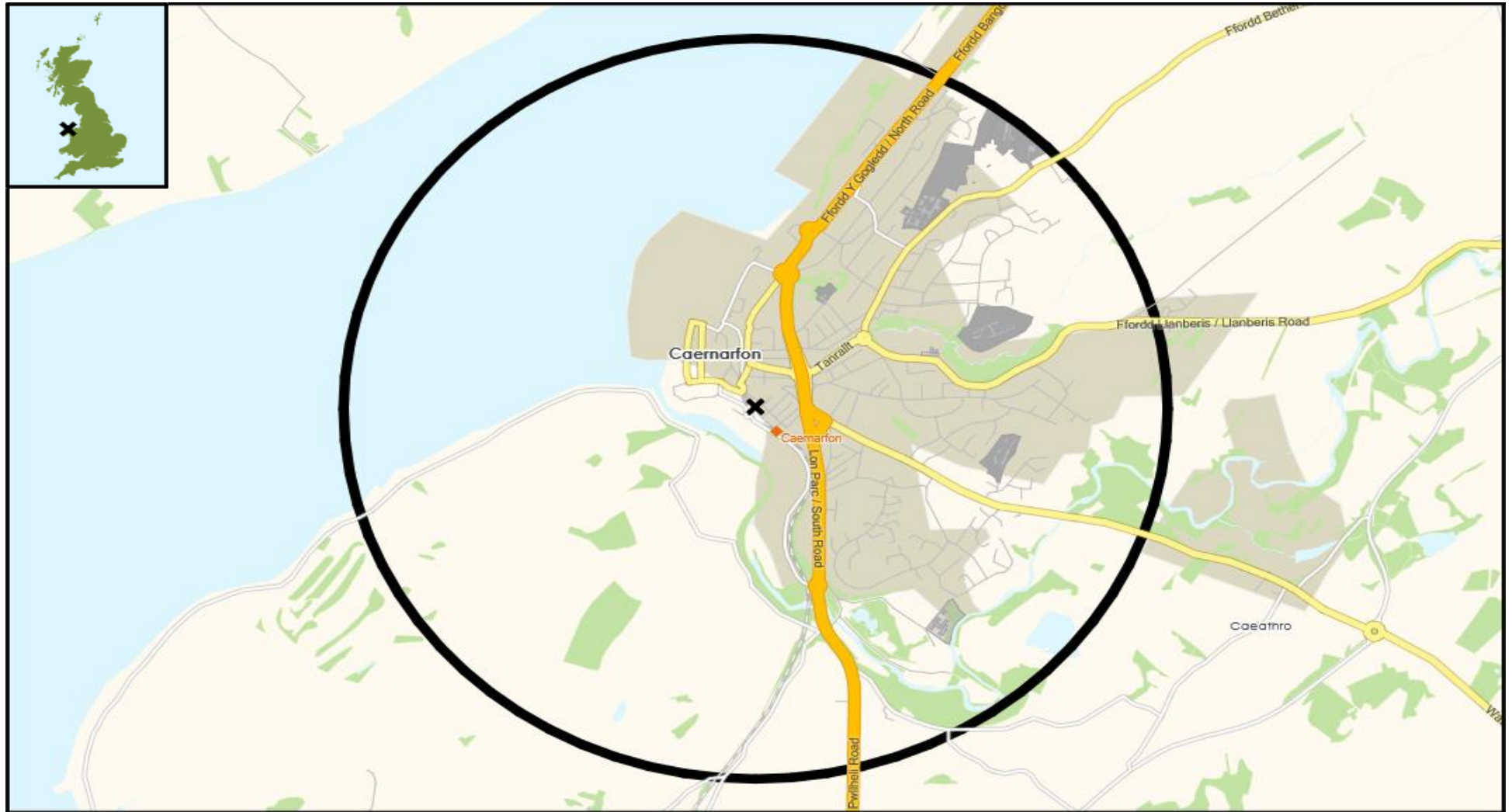


MAP OF AREA

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Source: OS Open Data 2018

Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)

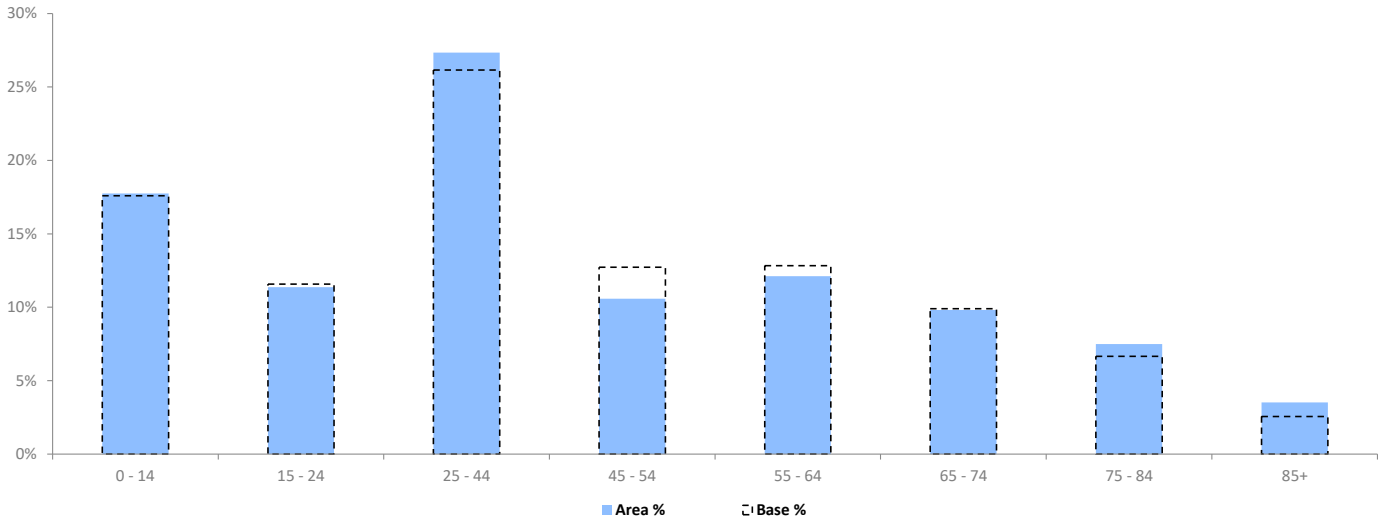


POPULATION PROJECTIONS

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Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,804	17.8	17.6	101			
15 - 24	1,155	11.4	11.6	98			
25 - 44	2,779	27.3	26.2	105			
45 - 54	1,076	10.6	12.7	83			
55 - 64	1,232	12.1	12.8	94			
65 - 74	997	9.8	9.9	99			
75 - 84	762	7.5	6.7	113			
85+	357	3.5	2.6	137			
Total population	10,162						



EXPENDITURE

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Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£293,146	£64.03	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£124,313	£27.15	£27.43	99			
3. Clothing & Footwear	£158,195	£34.56	£41.92	82			
4. Housing, water, electricity, gas and other fuels	£280,177	£61.20	£92.23	66			
5. Furnishings, equipment and routine maintenance	£154,056	£33.65	£39.49	85			
6. Health	£53,347	£11.65	£16.97	69			
7. Transport	£400,068	£87.39	£115.30	76			
8. Communication	£58,629	£12.81	£14.64	87			
9. Recreation & Culture	£391,704	£85.56	£100.48	85			
10. Education	£43,702	£9.55	£22.34	43			
11. Restaurants & Hotels	£276,107	£60.31	£82.30	73			
12. Miscellaneous goods and services	£403,551	£88.15	£104.94	84			
Total Expenditure	£2,636,993	£576.01	£731.77	79			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

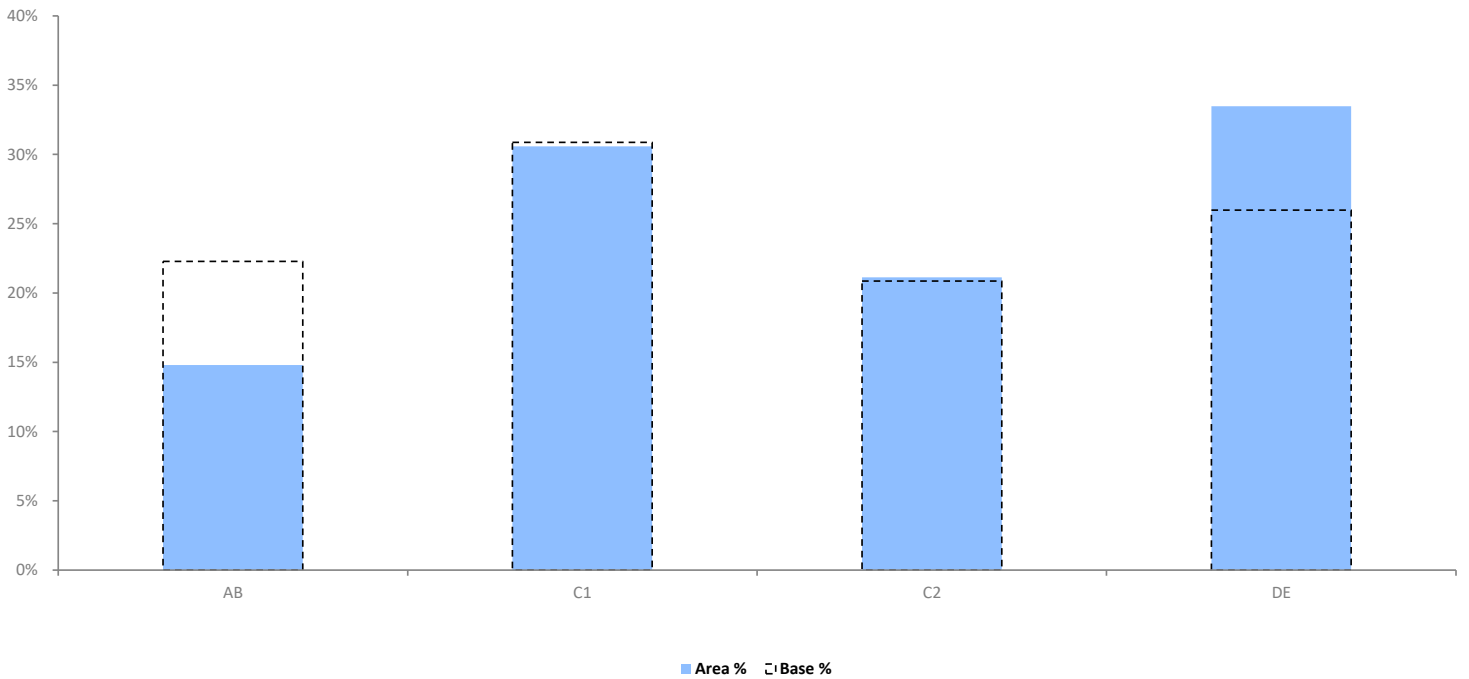
UP TO DATE DEMOGRAPHICS

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Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	686	14.8	22.3	66			
C1: Supervisory, clerical, jr managerial/admin/professional	1,418	30.6	30.9	99			
C2: Skilled manual workers	980	21.1	20.9	101			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,552	33.5	26.0	129			
Total household reference persons aged 16 to 64	4,636						



CGA LICENCED PREMISES

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Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	206.7	82.8	250			
Proprietary Club	2	19.7	7.5	264			
Registered Club	7	68.9	28.7	240			
Restaurant	8	78.7	32.5	242			
Residential	0	0.0	2.8	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
Caernarvon Rugby Club	Independent Free	Registered Club	Independent Free	LL55 2YE
Stones Bistro	Independent Free	Restaurant	Independent Free	LL55 1RF
Tafarn Y Porth	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	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
Caernarfon Tandoori	Independent Free	Restaurant	Independent Free	LL55 1NS

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00015_Albert Inn, Caernarfon, LL55 2PN (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: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	652	14.1	22.0	64		
 2 Rising Prosperity	6	0.1	10.3	1		
 3 Comfortable Communities	898	19.4	26.3	74		
 4 Financially Stretched	1,683	36.3	23.7	153		
 5 Urban Adversity	1,389	30.0	17.4	172		
 6 Not Private Households	8	0.2	0.3	52		
 Graph						
Total households	4,636					

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: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)
Base: Great Britain
Year: 2022

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	221	4.8	11.2	42			
1.C Mature Money	431	9.3	9.6	97			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	6	0.1	6.3	2			
3. Comfortable Communities							
3.F Countryside Communities	134	2.9	5.7	50			
3.G Successful Suburbs	365	7.9	5.9	134			
3.H Steady Neighbourhoods	329	7.1	7.4	96			
3.I Comfortable Seniors	31	0.7	2.9	23			
3.J Starting Out	39	0.8	4.4	19			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	747	16.1	7.9	203			
4.M Striving Families	332	7.2	7.5	96			
4.N Poorer Pensioners	604	13.0	5.8	224			
5. Urban Adversity							
5.O Young Hardship	660	14.2	6.2	230			
5.P Struggling Estates	378	8.2	5.9	138			
5.Q Difficult Circumstances	351	7.6	5.3	143			
6. Not Private Households							
6.R Not Private Households	8	0.2	0.3	52			
Total households	4,636						

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.

CORE DEMOGRAPHICS

Age range: **25-44**
 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: Hamptons, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: Running into debts / Saving a lot



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

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Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	219	4.7	2.6	180			
1.B.5 Wealthy countryside commuters	2	0.0	2.4	2			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.8	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	3.5	3.0	117			
1.C.11 Settled suburbia, older people	36	0.8	2.8	27			
1.C.12 Retired and empty nesters	162	3.5	2.5	142			
1.C.13 Upmarket downsizers	69	1.5	1.3	115			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	134	2.9	3.2	90			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	119	2.6	2.7	96			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	246	5.3	2.4	220			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	168	3.6	3.4	105			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	161	3.5	2.3	149			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	31	0.7	2.4	28			
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	17	0.4	2.1	17			
3.J.33 Smaller houses and starter homes	22	0.5	2.3	20			
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	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	61	1.3	1.4	92			
4.L.38 Semi-skilled workers in traditional neighbourhoods	179	3.9	2.6	147			
4.L.39 Fading owner occupied terraces	507	10.9	2.9	377			
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	39	0.8	1.6	53			
4.M.42 Struggling young families in post-war terraces	2	0.0	1.6	3			
4.M.43 Families in right-to-buy estates	113	2.4	2.1	119			
4.M.44 Post-war estates, limited means	178	3.8	2.2	175			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	65	1.4	0.8	179			
4.N.46 Elderly people in social rented flats	20	0.4	1.1	41			
4.N.47 Low income older people in smaller semis	421	9.1	2.3	402			
4.N.48 Pensioners and singles in social rented flats	98	2.1	1.7	122			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	84	1.8	2.2	84			
5.O.50 Struggling younger people in mixed tenure	190	4.1	1.8	231			
5.O.51 Young people in small, low cost terraces	386	8.3	2.3	368			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	188	4.1	1.6	257			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	190	4.1	1.6	254			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	43	0.9	1.5	61			
5.Q.58 Singles and young families, some receiving benefits	255	5.5	1.8	309			
5.Q.59 Deprived areas and high-rise flats	53	1.1	2.0	57			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	2	0.0	0.1	74			
6.R.61 Inactive communal population	6	0.1	0.3	47			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,636						

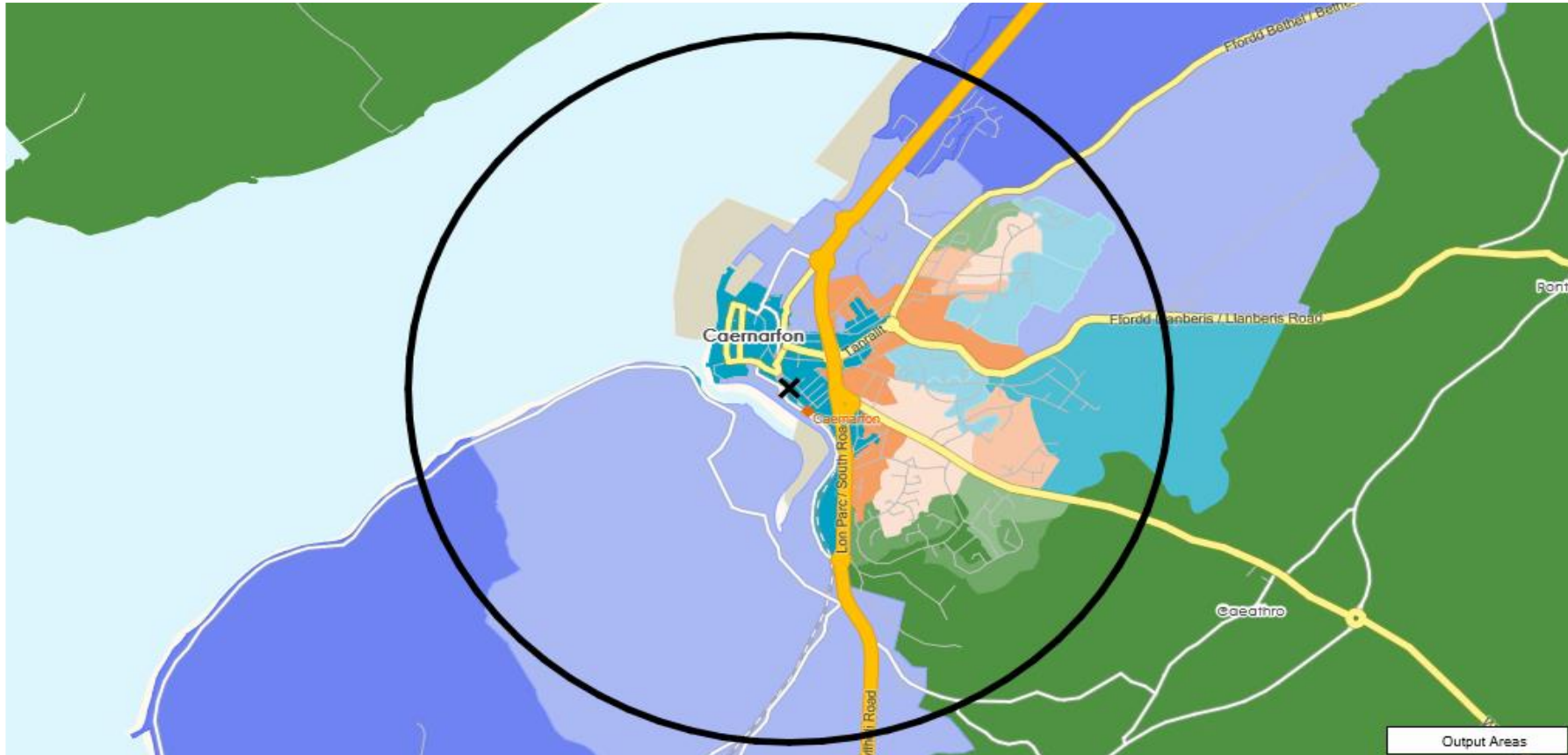
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00015_Albert Inn, Caernarfon, LL55 2PN (1 Mile contour)



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

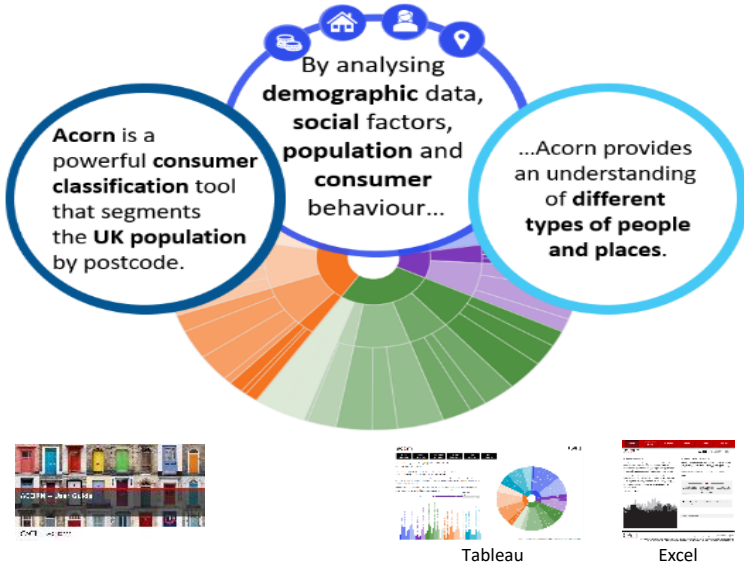
Acorn Groups

- 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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.

