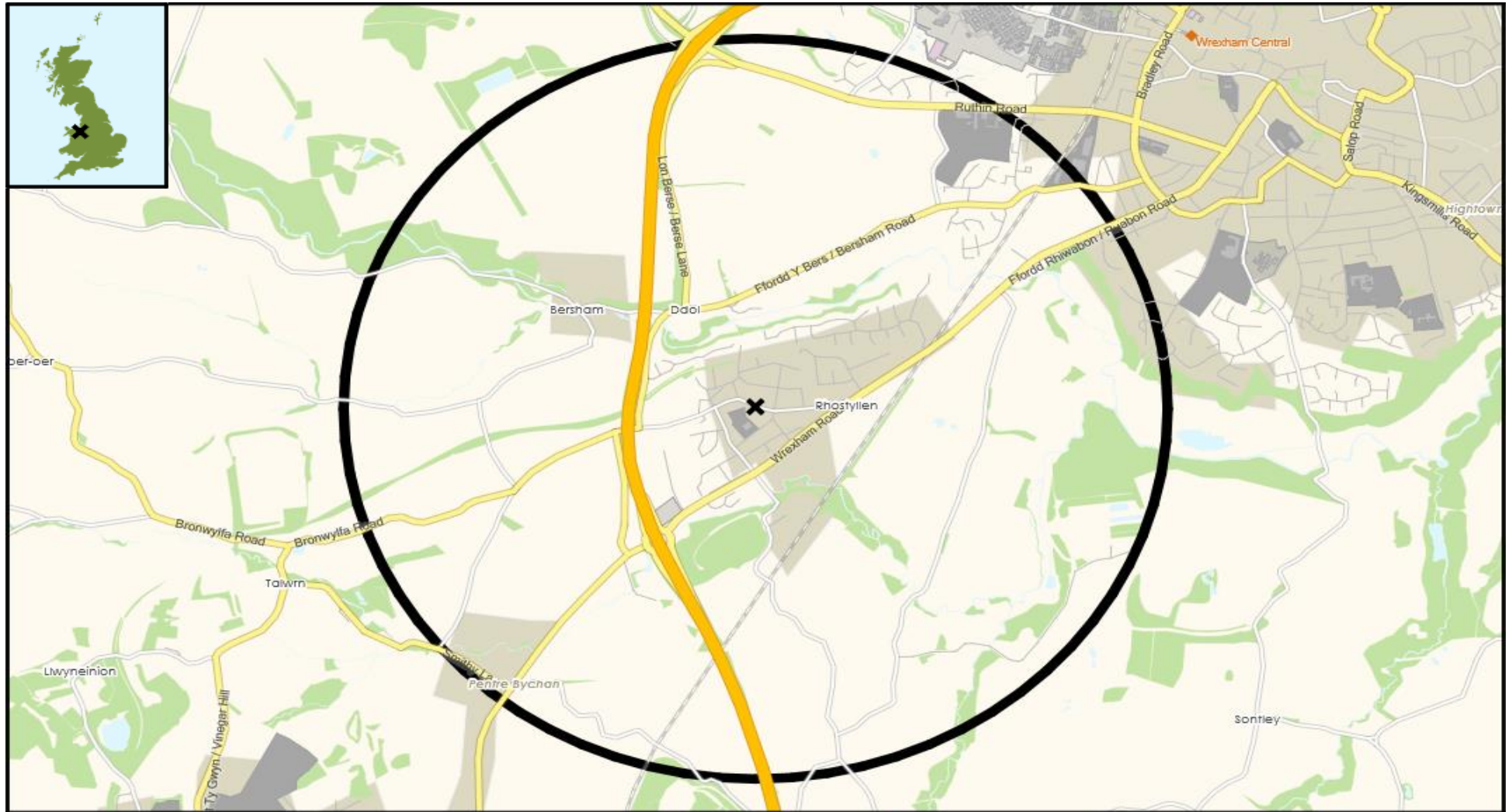


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (1 Mile contour)



# POPULATION PROJECTIONS

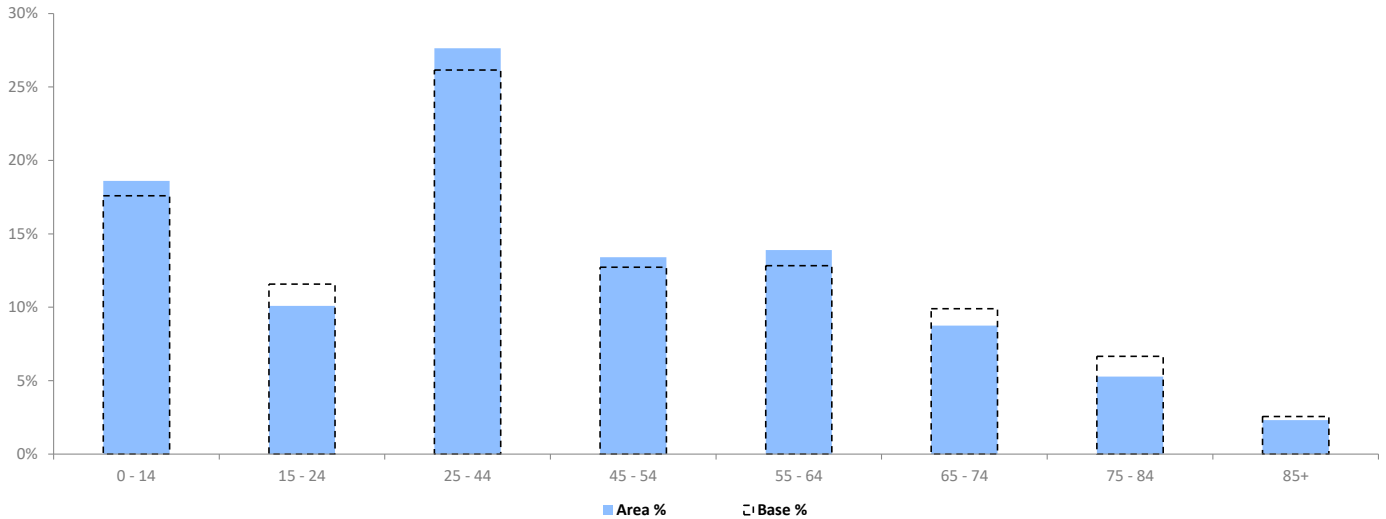
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Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	833	18.6	17.6	<b>106</b>			
15 - 24	452	10.1	11.6	87			
25 - 44	1,237	27.6	26.2	<b>106</b>			
45 - 54	600	13.4	12.7	<b>105</b>			
55 - 64	622	13.9	12.8	<b>108</b>			
65 - 74	392	8.8	9.9	89			
75 - 84	236	5.3	6.7	79			
85+	104	2.3	2.6	91			
<b>Total population</b>	<b>4,476</b>						



# EXPENDITURE

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Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£131,474	£66.13	£73.74	90			
2. Alcoholic beverages, tobacco and narcotics	£52,835	£26.58	£27.43	97			
3. Clothing & Footwear	£79,523	£40.00	£41.92	95			
4. Housing, water, electricity, gas and other fuels	£140,425	£70.64	£92.23	77			
5. Furnishings, equipment and routine maintenance	£70,414	£35.42	£39.49	90			
6. Health	£24,847	£12.50	£16.97	74			
7. Transport	£193,565	£97.37	£115.30	84			
8. Communication	£27,185	£13.67	£14.64	93			
9. Recreation & Culture	£189,577	£95.36	£100.48	95			
10. Education	£12,695	£6.39	£22.34	29			
11. Restaurants & Hotels	£127,013	£63.89	£82.30	78			
12. Miscellaneous goods and services	£181,067	£91.08	£104.94	87			
<b>Total Expenditure</b>	<b>£1,230,620</b>	<b>£619.02</b>	<b>£731.77</b>	<b>85</b>			

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.

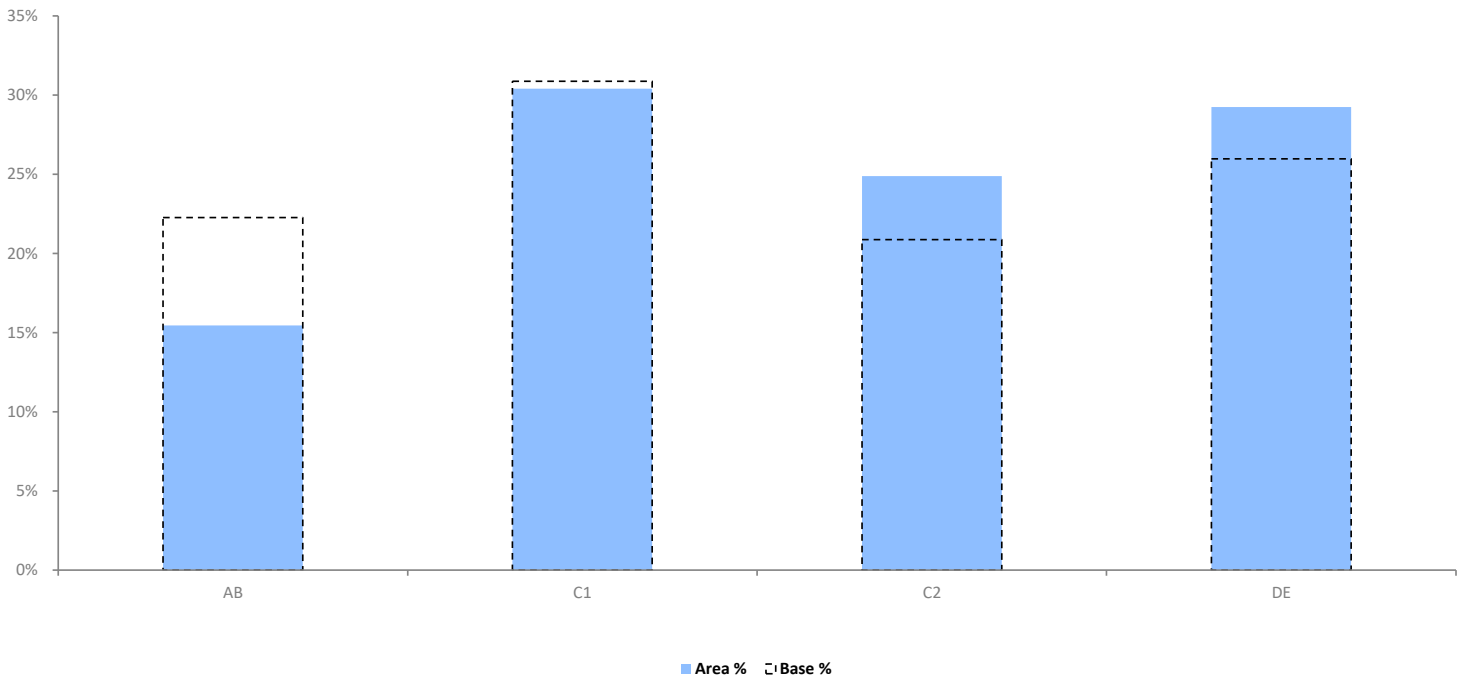
# UP TO DATE DEMOGRAPHICS

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Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (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	308	15.5	22.3	69			
C1: Supervisory, clerical, jr managerial/admin/professional	606	30.4	30.9	98			
C2: Skilled manual workers	496	24.9	20.9	<b>119</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	583	29.3	26.0	<b>113</b>			
<b>Total household reference persons aged 16 to 64</b>	<b>1,993</b>						



# CGA LICENCED PREMISES

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Area: P03442\_Old Black Horse, Rhostyllen, LL14 4/

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	67.0	82.8	81			
Proprietary Club	0	0.0	7.5	0			
Registered Club	1	22.3	28.7	78			
Restaurant	2	44.7	32.5	<b>137</b>			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Erddig Restaurant	Independent Free	Restaurant	Independent Free	LL13 0YT
China Star	Independent Free	Restaurant	Independent Free	LL14 4DL
Old Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 4AD
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 4AU
Black Lion	Hydes Anvil	Pubs & Full On	Hydes Anvil	LL14 4HN
Esclusham Bowling Club	Independent Free	Registered Club	Independent Free	LL14 4AR

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (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: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	135	6.8	22.0	31		
2 Rising Prosperity	108	5.4	10.3	53		
3 Comfortable Communities	678	34.0	26.3	129		
4 Financially Stretched	1,071	53.7	23.7	227		
5 Urban Adversity	0	0.0	17.4	0		
6 Not Private Households	1	0.1	0.3	15		
<b>Total households</b>	<b>1,993</b>					

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

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**Area:** P03442\_Old Black Horse, Rhostyllen, LL14 4AD (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	114	5.7	11.2	51			
1.C Mature Money	21	1.1	9.6	11			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	108	5.4	6.3	86			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	124	6.2	5.7	108			
3.G Successful Suburbs	334	16.8	5.9	284			
3.H Steady Neighbourhoods	69	3.5	7.4	47			
3.I Comfortable Seniors	11	0.6	2.9	19			
3.J Starting Out	140	7.0	4.4	158			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	543	27.2	7.9	343			
4.M Striving Families	242	12.1	7.5	163			
4.N Poorer Pensioners	286	14.4	5.8	246			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.2	0			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	1	0.1	0.3	15			
<b>Total households</b>	<b>1,993</b>						

### 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.

<b>CORE DEMOGRAPHICS</b> Age range: <b>25-44</b> Children at home: <b>3+</b> House tenure: <b>Privately renting</b> Family structure: <b>Single parent</b> Number of beds: <b>3</b> House type: <b>Terraced</b>		<b>BRANDS</b> SHOPPING: The Works, M&Co, Range, NEW LOOK LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE	
<b>FINANCIAL PROFILE</b> Household income: UK <b>£35k</b> , London <b>£42k</b> % Disposable income: UK <b>45%</b> , London <b>32%</b> Financial situation: Running into debts / Saving a lot		<b>DIGITAL</b> ATTITUDES: I worry about online security: <b>58%</b> (UK average: 58%) Shopping online makes my life easier: <b>61%</b> (UK average: 62%) I love the ease of using chat bots to get answers: <b>32%</b> (UK average: 28%)	
		<b>TOP BEHAVIOURS</b> Moderate internet usage Uploads original content on social media TV catch up via ITV hub	





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

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Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	114	5.7	2.2	260			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	14	0.7	3.0	23			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	7	0.4	2.5	14			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	107	5.4	1.9	280			
2.E.19 First time buyers in small, modern homes	1	0.1	3.3	2			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	124	6.2	3.2	195			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	299	15.0	2.7	563			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	35	1.8	2.4	73			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	51	2.6	3.4	74			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	18	0.9	2.3	39			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	11	0.6	2.4	23			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	140	7.0	2.3	303			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	210	10.5	1.4	736			
4.L.38 Semi-skilled workers in traditional neighbourhoods	261	13.1	2.6	498			
4.L.39 Fading owner occupied terraces	72	3.6	2.9	125			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	46	2.3	1.6	146			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	94	4.7	2.1	230			
4.M.44 Post-war estates, limited means	102	5.1	2.2	234			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
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	286	14.4	2.3	636			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
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			
<b>5.P Struggling Estates</b>							
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	1.1	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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
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			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	1	0.1	0.1	86			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,993</b>						

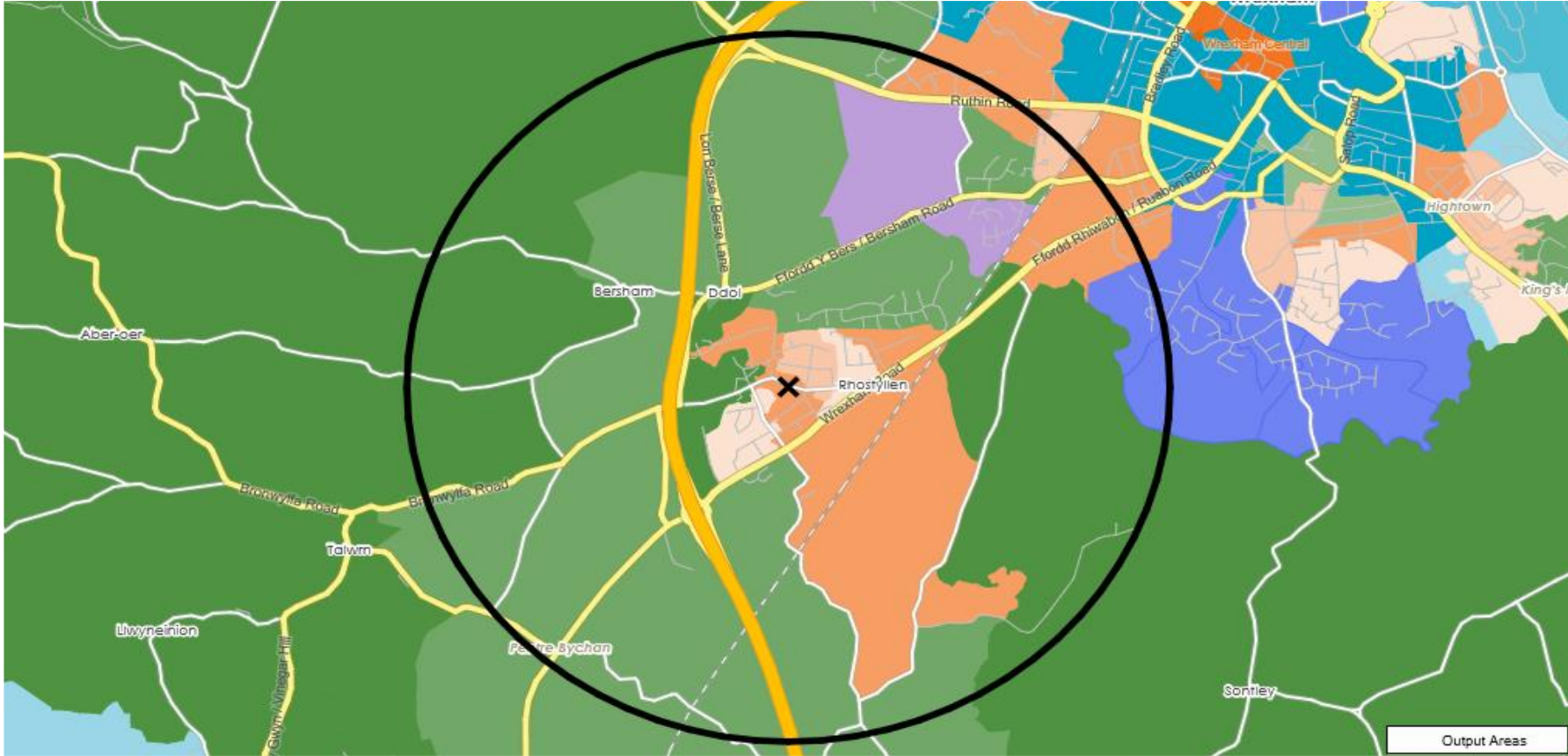
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03442\_Old Black Horse, Rhostyllen, LL14 4AD (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**

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%

