

CGA LICENCED PREMISES

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Area: P02321_Drovers Arms, Mold, CH7 1BP (1 Mi)
 Base: Great Britain
 Year: 2023

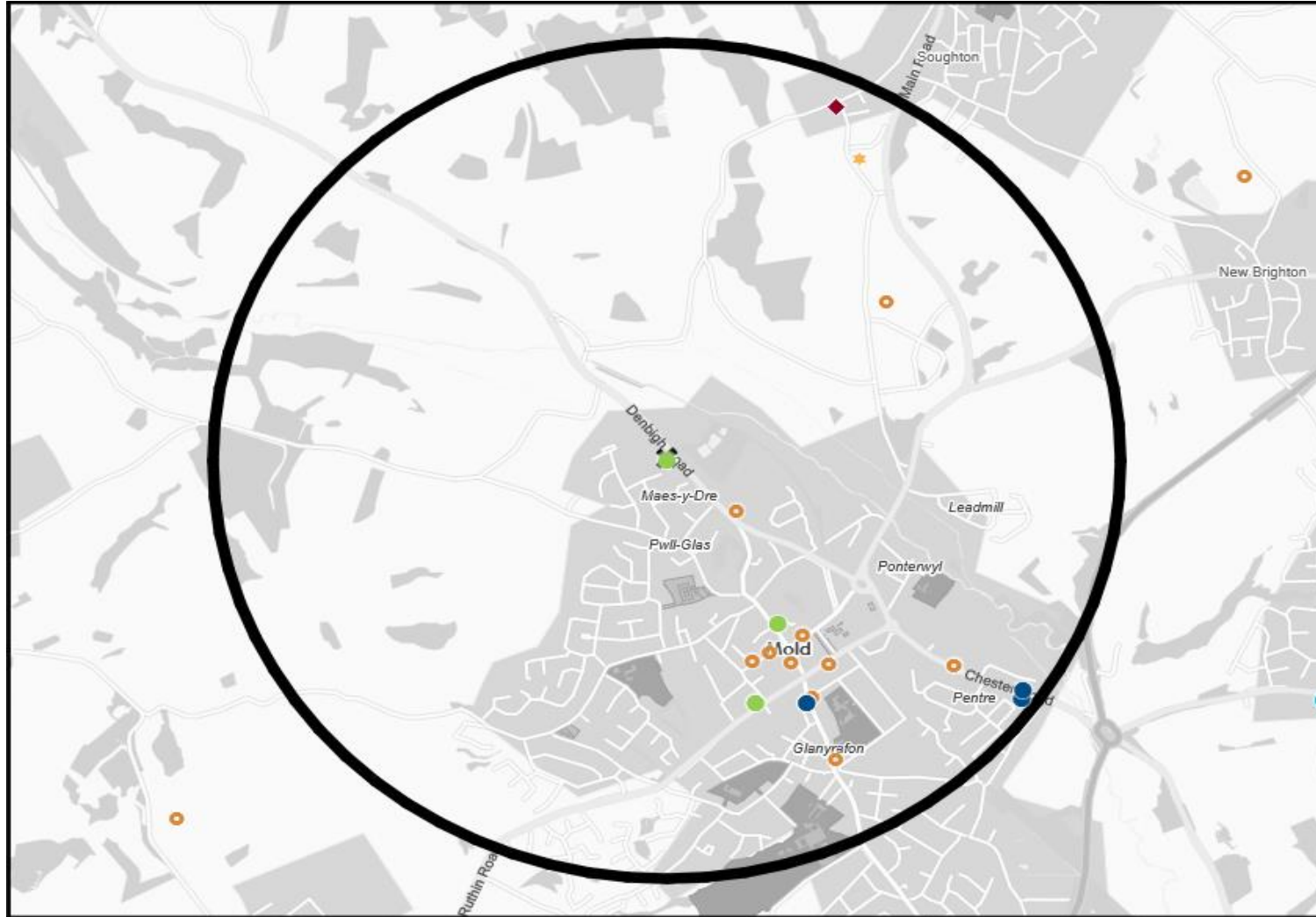
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	168.4	81.7	206			
Proprietary Club	0	0.0	7.3	0			
Registered Club	6	72.2	28.2	256			
Restaurant	2	24.1	32.1	75			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cross Keys	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CH 7 6LT
Sir Watkin Masonic Club	Independent Free	Registered Club	Independent Free	CH 7 1AX
Drovers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CH 7 1BP
Griffin Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CH 7 1BQ
Bryn Griffith Working Mens Club	Independent Free	Registered Club	Independent Free	CH 7 1BQ
Mold Football Club	Independent Free	Registered Club	Independent Free	CH 7 1BU
Fat Boar	Independent Free	Pubs & Full On	Independent Free	CH 7 1EG
Red Lion Inn	Marston's	Pubs & Full On	Marston's	CH 7 1ET
Mold & District Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	CH 7 1HQ
Y Delyn Kings Wine Bar	Independent Free	Pubs & Full On	Independent Free	CH 7 1LA
Y Pentan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CH 7 1NY
Ruthin Castle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CH 7 1NY
Mold Rugby Club	Independent Free	Registered Club	Independent Free	CH 7 1UF
Mold Cricket Club	Independent Free	Registered Club	Independent Free	CH 7 1UF
Theatr Clwyd	Independent Free	Pubs & Full On	Independent Free	CH 7 1YA
Queens Head	Marston's	Pubs & Full On	Marston's	CH 7 1UQ
Glasfryn	Restaurant Group	Pubs & Full On	Restaurant Group	CH 7 6LR
Gold Cape	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CH 7 1ET
Mold Ale House	Independent Free	Pubs & Full On	Independent Free	CH 7 1AL
Pen Y Bont	Marston's	Pubs & Full On	Marston's	CH 7 1UJ
Hungry Cow	Independent Free	Restaurant	Independent Free	CH 7 1AZ
Deadwood Smokehouse	Independent Free	Restaurant	Independent Free	CH 7 1ES

MAP OF AREA

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 Source: OS Open Data 2018

Area: P02321_Drovers Arms, Mold, CH7 1BP (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: P02321_Drovers Arms, Mold, CH7 1BP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,171	31.6	22.1	143		
 2 Rising Prosperity	35	0.9	10.2	9		
 3 Comfortable Communities	932	25.2	26.5	95		
 4 Financially Stretched	1,285	34.7	23.7	146		
 5 Urban Adversity	270	7.3	17.2	42		
 6 Not Private Households	12	0.3	0.3	94		
 Graph						
Total households	3,705					

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: P02321_Drovers Arms, Mold, CH7 1BP (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	493	13.3	11.3	117			
1.C Mature Money	678	18.3	9.6	190			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	35	0.9	6.4	15			
3. Comfortable Communities							
3.F Countryside Communities	245	6.6	5.7	115			
3.G Successful Suburbs	144	3.9	6.0	65			
3.H Steady Neighbourhoods	256	6.9	7.4	93			
3.I Comfortable Seniors	136	3.7	2.9	128			
3.J Starting Out	151	4.1	4.6	90			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	449	12.1	8.0	152			
4.M Striving Families	383	10.3	7.4	139			
4.N Poorer Pensioners	453	12.2	5.8	212			
5. Urban Adversity							
5.O Young Hardship	123	3.3	6.3	53			
5.P Struggling Estates	147	4.0	5.7	70			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	12	0.3	0.3	94			
Total households	3,705						

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% 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:			

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 48%</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>
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FINANCIAL PROFILE

Household income £33k (UK) / £36k (London) <small>Average: £40k / Average: £46k</small>	% Disposable income 26% (UK) / 16% (London) <small>Average: 43% / Average: 29%</small>	Financial situation Running into debt / Saving a lot
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02321_Drovers Arms, Mold, CH7 1BP (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	233	6.3	2.6	238			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	3	0.1	2.2	4			
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	257	6.9	1.6	431			
1.C Mature Money							
1.C.10 Better-off villagers	119	3.2	3.1	104			
1.C.11 Settled suburbia, older people	51	1.4	2.8	49			
1.C.12 Retired and empty nesters	427	11.5	2.5	468			
1.C.13 Upmarket downsizers	81	2.2	1.3	169			
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	35	0.9	2.0	48			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	14	0.4	1.0	38			
3.F.23 Owner occupiers in small towns and villages	231	6.2	3.2	194			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	123	3.3	2.7	123			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	21	0.6	2.4	23			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	191	5.2	3.5	149			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	65	1.8	2.3	75			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	97	2.6	2.4	110			
3.I.31 Elderly singles in purpose-built accommodation	39	1.1	0.5	217			
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	151	4.1	2.4	170			
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	104	2.8	1.4	195			
4.L.38 Semi-skilled workers in traditional neighbourhoods	215	5.8	2.6	221			
4.L.39 Fading owner occupied terraces	130	3.5	2.9	120			
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	45	1.2	1.6	76			
4.M.42 Struggling young families in post-war terraces	55	1.5	1.6	91			
4.M.43 Families in right-to-buy estates	150	4.0	2.0	199			
4.M.44 Post-war estates, limited means	133	3.6	2.2	165			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	19	0.5	0.8	65			
4.N.46 Elderly people in social rented flats	65	1.8	1.0	170			
4.N.47 Low income older people in smaller semis	282	7.6	2.2	341			
4.N.48 Pensioners and singles in social rented flats	87	2.3	1.7	138			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	80	2.2	2.2	99			
5.O.50 Struggling younger people in mixed tenure	43	1.2	1.8	64			
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	147	4.0	1.6	248			
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	12	0.3	0.3	114			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,705						

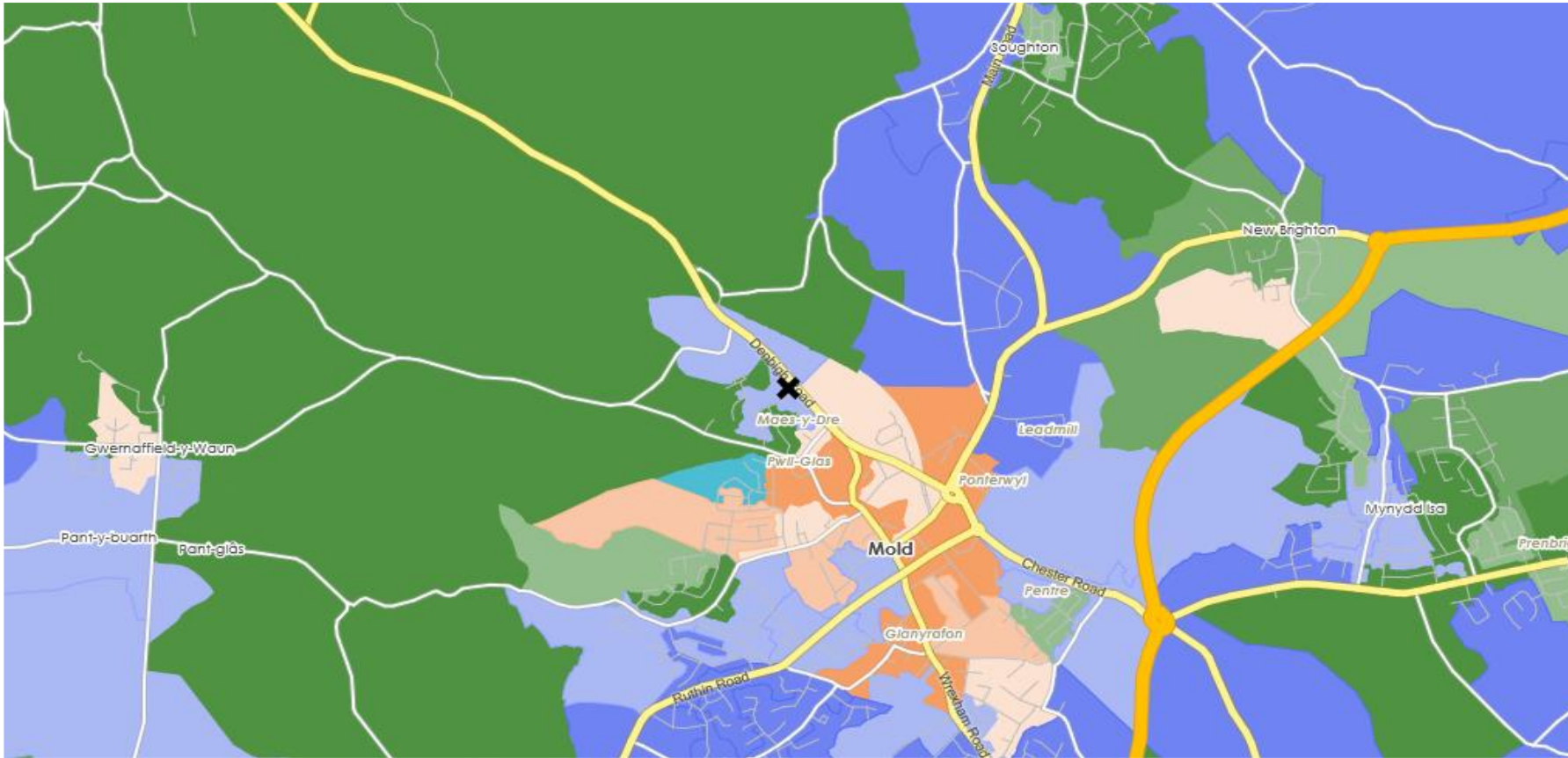
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02321_Drovers Arms, Mold, CH7 1BP (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

12.1M 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.



MAP OF AREA

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