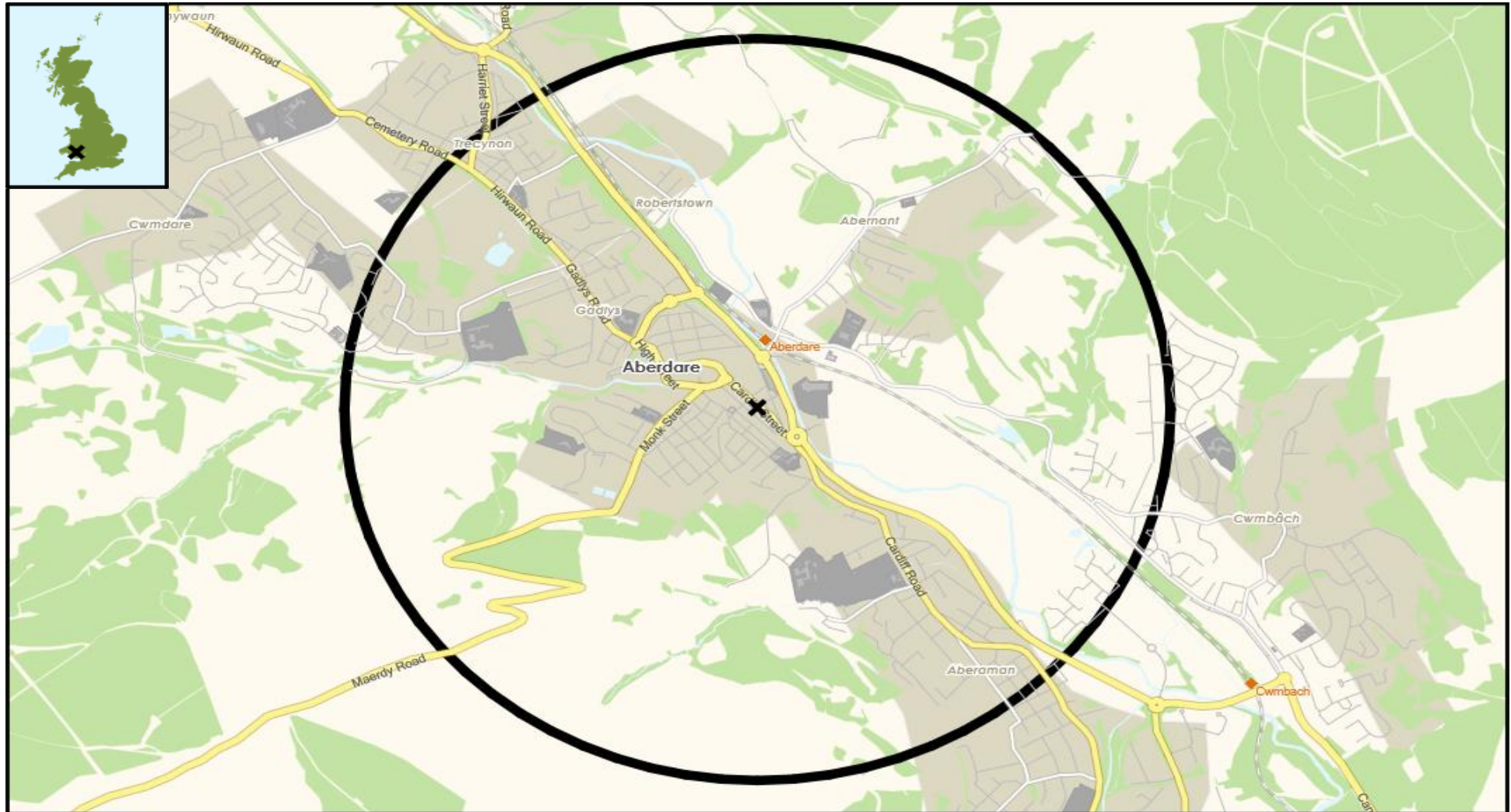


MAP OF AREA

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Source: OS Open Data 2018

Area: P03939_Conway Inn, Aberdare, CF44 7DG (1 Mile contour)

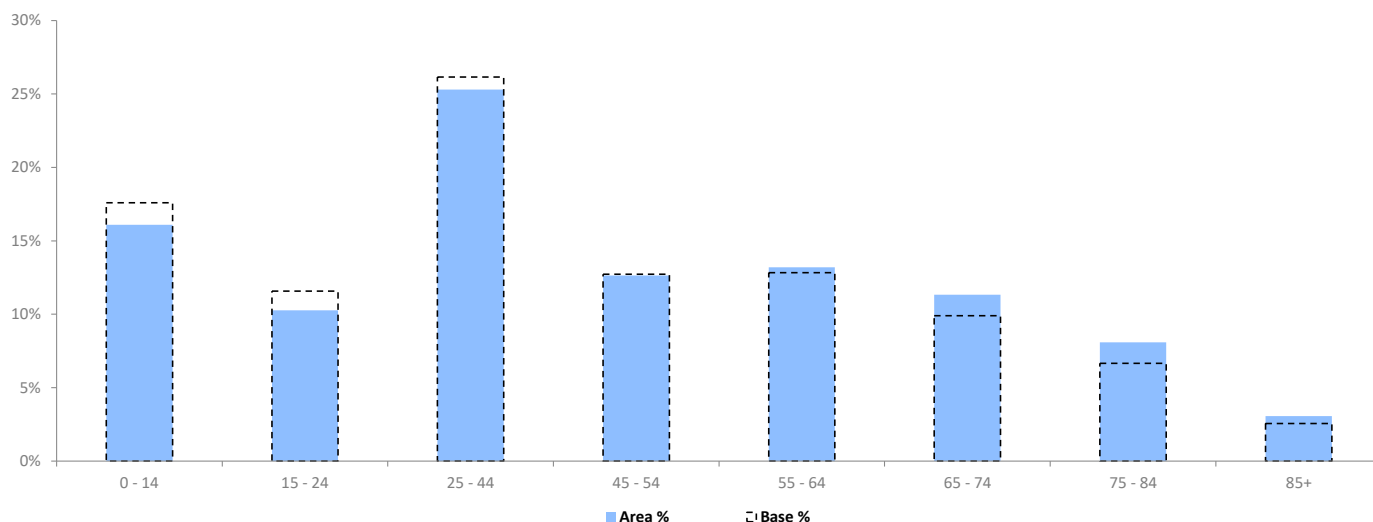


POPULATION PROJECTIONS

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Area: P03939_Conway Inn, Aberdare, CF44 7DG (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,071	16.1	17.6	91			
15 - 24	1,322	10.3	11.6	89			
25 - 44	3,258	25.3	26.2	97			
45 - 54	1,628	12.6	12.7	99			
55 - 64	1,700	13.2	12.8	103			
65 - 74	1,459	11.3	9.9	115			
75 - 84	1,041	8.1	6.7	121			
85+	394	3.1	2.6	120			
Total population	12,873						



EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03939_Conway Inn, Aberdare, CF44 7DG (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	£380,694	£63.58	£73.74	86			
2. Alcoholic beverages, tobacco and narcotics	£161,217	£26.92	£27.43	98			
3. Clothing & Footwear	£210,580	£35.17	£41.92	84			
4. Housing, water, electricity, gas and other fuels	£384,228	£64.17	£92.23	70			
5. Furnishings, equipment and routine maintenance	£206,947	£34.56	£39.49	88			
6. Health	£67,770	£11.32	£16.97	67			
7. Transport	£514,625	£85.94	£115.30	75			
8. Communication	£77,816	£13.00	£14.64	89			
9. Recreation & Culture	£504,479	£84.25	£100.48	84			
10. Education	£46,982	£7.85	£22.34	35			
11. Restaurants & Hotels	£375,821	£62.76	£82.30	76			
12. Miscellaneous goods and services	£543,062	£90.69	£104.94	86			
Total Expenditure	£3,474,220	£580.20	£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.

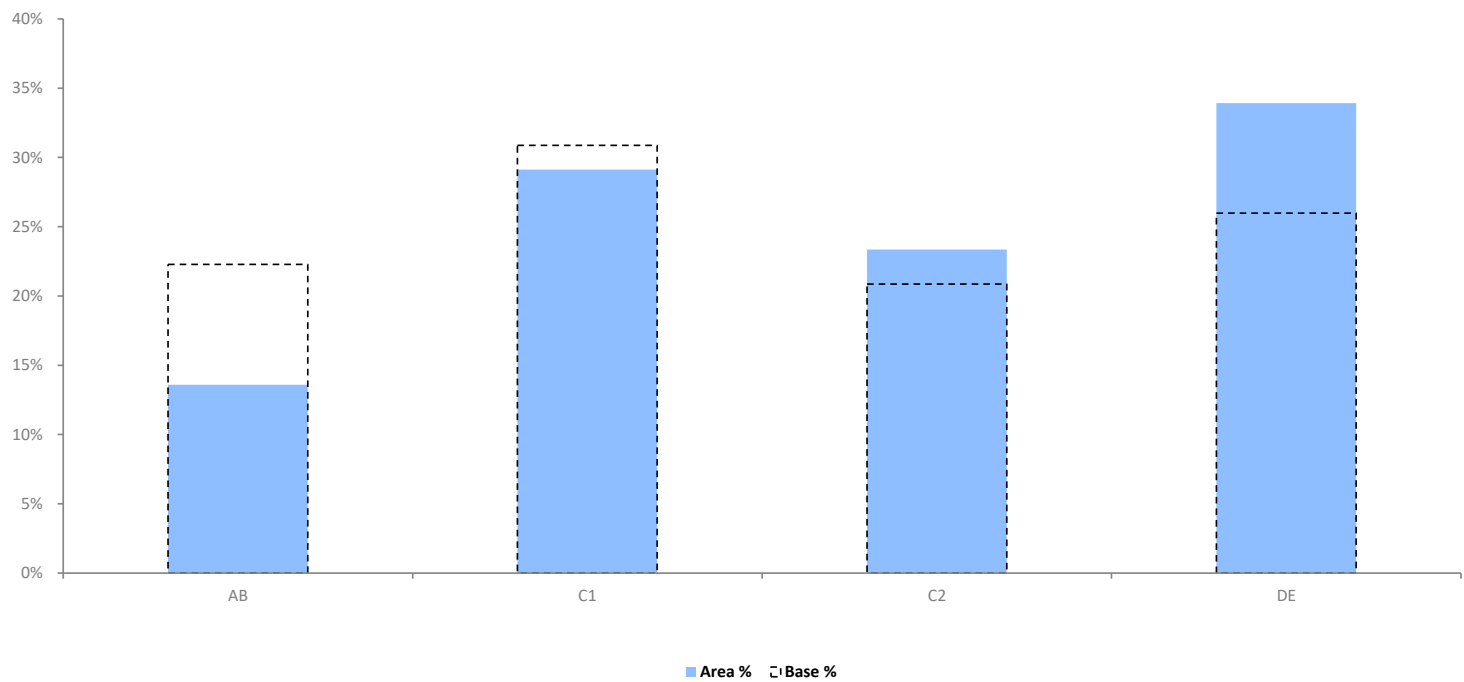
UP TO DATE DEMOGRAPHICS

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Area:	P03939_Conway Inn, Aberdare, CF44 7DG (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	814	13.6	22.3	61			
C1: Supervisory, clerical, jr managerial/admin/professional	1,745	29.1	30.9	94			
C2: Skilled manual workers	1,399	23.4	20.9	112			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,032	33.9	26.0	131			
Total household reference persons aged 16 to 64	5,990						



CGA LICENCED PREMISES

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Area: P03939_Conway Inn, Aberdare, CF44 7DG (1)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	24	186.4	82.8	225			
Proprietary Club	2	15.5	7.5	208			
Registered Club	8	62.1	28.7	216			
Restaurant	4	31.1	32.5	96			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Aberdare Masonic Hall	Independent Free	Registered Club	Independent Free	CF44 7AP
Ynyscynon Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CF44 0PA
Aberdare Golf Club	Independent Free	Registered Club	Independent Free	CF44 0RY
Rock Inn	Independent Free	Pubs & Full On	Independent Free	CF44 6RB
Blaengwawr Inn	Independent Free	Pubs & Full On	Independent Free	CF44 6HX
Plough Inn	Independent Free	Pubs & Full On	Independent Free	CF44 6PY
Temple Bar	Independent Free	Pubs & Full On	Independent Free	CF44 6UU
Aberdare Constitutional Club	Independent Free	Registered Club	Independent Free	CF44 7AE
Gulshan Tandoori	Independent Free	Restaurant	Independent Free	CF44 7AT
Peppers Restaurant	Independent Free	Restaurant	Independent Free	CF44 7AP
Gloster Arms	Independent Free	Pubs & Full On	Independent Free	CF44 7AU
Cambrian Inn Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CF44 7BB
Aberaman Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	CF44 6UR
Aberaman Rugby Club	Independent Free	Registered Club	Independent Free	CF44 7BP
Whitcombe Inn	Independent Free	Pubs & Full On	Independent Free	CF44 7DA
Conway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CF44 7DG
New Market Tavern	Independent Free	Pubs & Full On	Independent Free	CF44 7DY
Raf Aberdare	Independent Free	Registered Club	Independent Free	CF44 7EP
Full Moon	Independent Free	Pubs & Full On	Independent Free	CF44 7HH
Bute Arms	Independent Free	Pubs & Full On	Independent Free	CF44 7LB
Cynon Valley Club Institute	Independent Free	Registered Club	Independent Free	CF44 7LB
Pickled Peppers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CF44 7RW
White Lion Hotel	Independent Free	Pubs & Full On	Independent Free	CF44 8AE
Beehive Inn	Independent Free	Pubs & Full On	Independent Free	CF44 8BG
Harlequins Bowls Club	Independent Free	Registered Club	Independent Free	CF44 8EL
Gadlys Arms	Independent Free	Restaurant	Independent Free	CF44 8EY
Welsh Harp & Cross Inn	Independent Free	Pubs & Full On	Independent Free	CF44 8LU
Mount Pleasant Hotel	Unknown	Pubs & Full On	Unknown	CF44 8NG
Judges	Independent Free	Proprietary Club	Independent Free	CF44 7DY
Cues Snooker Club	Independent Free	Proprietary Club	Independent Free	CF44 6RB
Marquis	Independent Free	Pubs & Full On	Independent Free	CF44 7EN
Yr Ieuan Ap Iago	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CF44 7AA
Coliseum Theatre	Independent Free	Pubs & Full On	Independent Free	CF44 8NG
Elliot's	Independent Free	Pubs & Full On	Independent Free	CF44 7LL
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	CF44 7LB
Dauids	Independent Free	Restaurant	Independent Free	CF44 7DG
Bert & Ernie	Independent Free	Pubs & Full On	Independent Free	CF44 7ED
National Tap	Independent Free	Pubs & Full On	Independent Free	CF44 7EG

MAP OF AREA

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Source: OS Open Data 2018

Area: P03939_Conway Inn, Aberdare, CF44 7DG (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: P03939_Conway Inn, Aberdare, CF44 7DG (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	280	4.7	22.0	21			
	2 Rising Prosperity	0	0.0	10.3	0			
	3 Comfortable Communities	968	16.2	26.3	61			
	4 Financially Stretched	3,293	55.0	23.7	232			
	5 Urban Adversity	1,436	24.0	17.4	138			
	6 Not Private Households	13	0.2	0.3	65			
 Graph								
Total households		5,990						

Acorn Category Pen Portrait

4

Financially Stretched

12.2M
UK Adults

23.1%
of UK

Age range

All ages

House type

Semi-detached or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

Mixed

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%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03939_Conway Inn, Aberdare, CF44 7DG (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	<div><div></div></div>		
1.B	Executive Wealth	153	2.6	11.2	23	<div><div></div></div>		
1.C	Mature Money	127	2.1	9.6	22	<div><div></div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div><div></div></div>		
2.E	Career Climbers	0	0.0	6.3	0	<div><div></div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	310	5.2	5.7	90	<div><div></div></div>		
3.G	Successful Suburbs	267	4.5	5.9	76	<div><div></div></div>		
3.H	Steady Neighbourhoods	219	3.7	7.4	50	<div><div></div></div>		
3.I	Comfortable Seniors	113	1.9	2.9	66	<div><div></div></div>		
3.J	Starting Out	59	1.0	4.4	22	<div><div></div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0	<div><div></div></div>		
4.L	Modest Means	2,801	46.8	7.9	588	<div><div></div></div>		
4.M	Striving Families	213	3.6	7.5	48	<div><div></div></div>		
4.N	Poorer Pensioners	279	4.7	5.8	80	<div><div></div></div>		
5. Urban Adversity								
5.O	Young Hardship	1,436	24.0	6.2	387	<div><div></div></div>		
5.P	Struggling Estates	0	0.0	5.9	0	<div><div></div></div>		
5.Q	Difficult Circumstances	0	0.0	5.3	0	<div><div></div></div>		
6. Not Private Households								
6.R	Not Private Households	13	0.2	0.3	65	<div><div></div></div>		
Total households		5,990						

Acorn Group Pen Portrait

4 L Modest Means

4.1M
UK Adults7.7%
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



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03939_Conway Inn, Aberdare, CF44 7DG (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	59	1.0	2.6	38			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	94	1.6	2.2	71			
	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	9	0.2	3.0	5			
	1.C.11 Settled suburbia, older people	29	0.5	2.8	17			
	1.C.12 Retired and empty nesters	89	1.5	2.5	60			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	62	1.0	1.0	100			
	3.F.23 Owner occupiers in small towns and villages	248	4.1	3.2	130			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	148	2.5	2.7	93			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	119	2.0	2.4	82			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	153	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	66	1.1	2.3	47			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	113	1.9	2.4	79			
	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	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	59	1.0	2.3	42			
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	185	3.1	1.4	216			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	348	5.8	2.6	221			
	4.L.39 Fading owner occupied terraces	2,268	37.9	2.9	1,306			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	12	0.2	1.6	12			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	201	3.4	2.2	153			
4.N Poorer Pensioners								
	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	61	1.0	1.1	96			
	4.N.47 Low income older people in smaller semis	18	0.3	2.3	13			
	4.N.48 Pensioners and singles in social rented flats	200	3.3	1.7	193			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	42	0.7	2.2	32			
	5.O.50 Struggling younger people in mixed tenure	32	0.5	1.8	30			
	5.O.51 Young people in small, low cost terraces	1,362	22.7	2.3	1,004			
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	1.1	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			
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	6	0.1	0.1	171			
	6.R.61 Inactive communal population	7	0.1	0.3	43			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		5,990						

CATEGORY

GROUP

TYPE

MAP

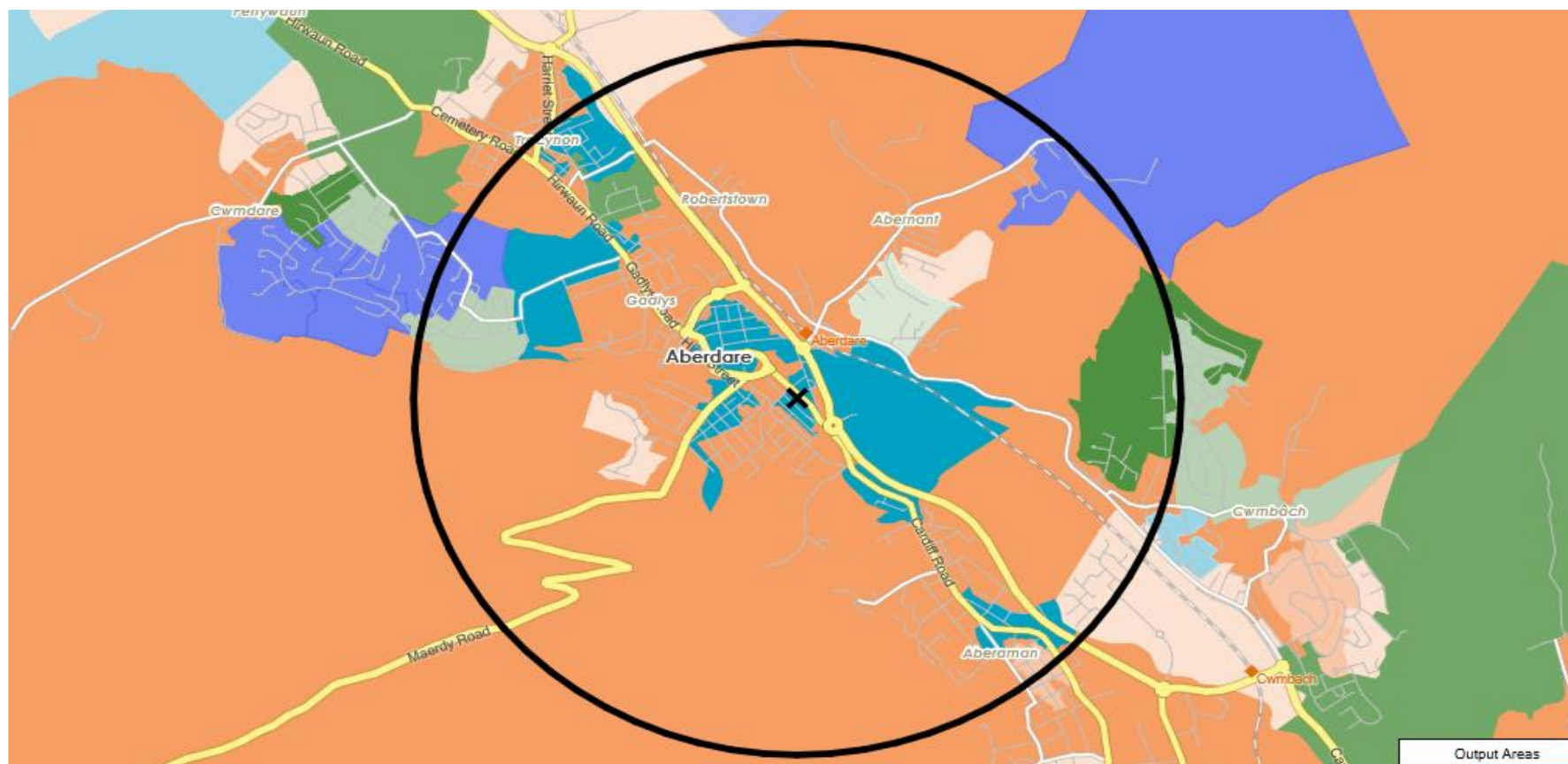
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03939_Conway Inn, Aberdare, CF44 7DG (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

CATEGORY

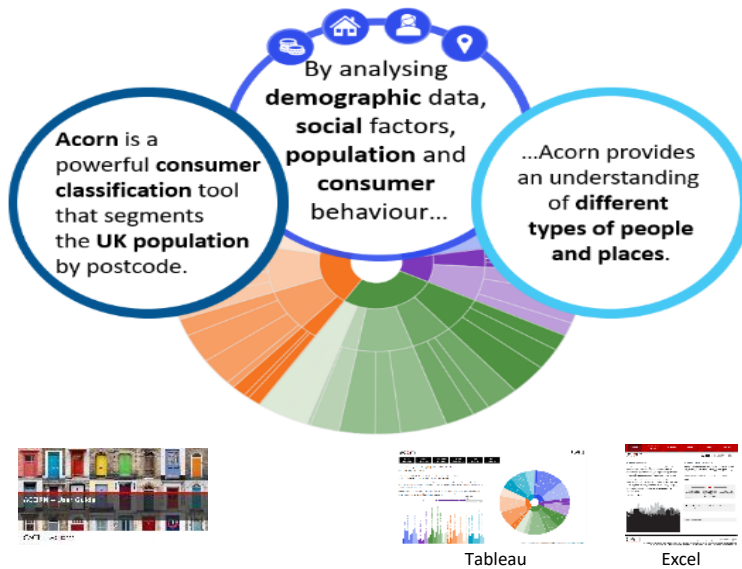
GROUP

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
	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		

