

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 Mile contour)



# POPULATION PROJECTIONS

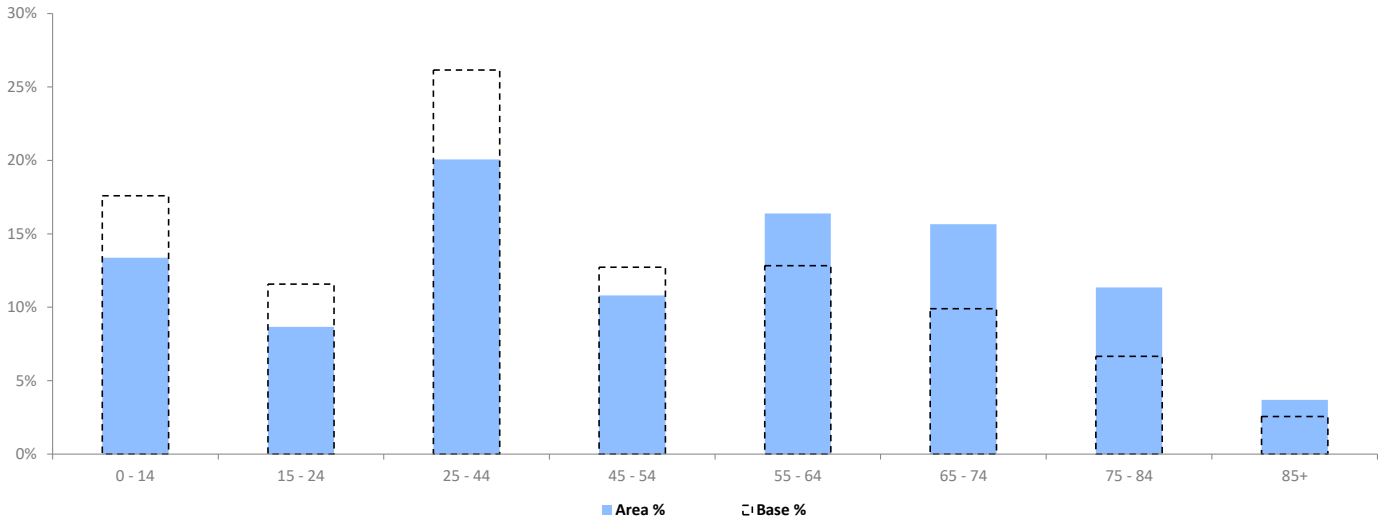
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Area: P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	627	13.4	17.6	76			
15 - 24	406	8.7	11.6	75			
25 - 44	941	20.1	26.2	77			
45 - 54	507	10.8	12.7	85			
55 - 64	768	16.4	12.8	128			
65 - 74	734	15.7	9.9	158			
75 - 84	532	11.3	6.7	170			
85+	173	3.7	2.6	144			
<b>Total population</b>	<b>4,688</b>						



# EXPENDITURE

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Area: P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 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	£146,233	£61.94	£73.74	84			
2. Alcoholic beverages, tobacco and narcotics	£60,742	£25.73	£27.43	94			
3. Clothing & Footwear	£76,243	£32.29	£41.92	77			
4. Housing, water, electricity, gas and other fuels	£174,742	£74.01	£92.23	80			
5. Furnishings, equipment and routine maintenance	£84,097	£35.62	£39.49	90			
6. Health	£28,325	£12.00	£16.97	71			
7. Transport	£217,233	£92.01	£115.30	80			
8. Communication	£27,836	£11.79	£14.64	81			
9. Recreation & Culture	£202,992	£85.98	£100.48	86			
10. Education	£16,673	£7.06	£22.34	32			
11. Restaurants & Hotels	£135,264	£57.29	£82.30	70			
12. Miscellaneous goods and services	£189,539	£80.28	£104.94	77			
<b>Total Expenditure</b>	<b>£1,359,918</b>	<b>£575.99</b>	<b>£731.77</b>	<b>79</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.

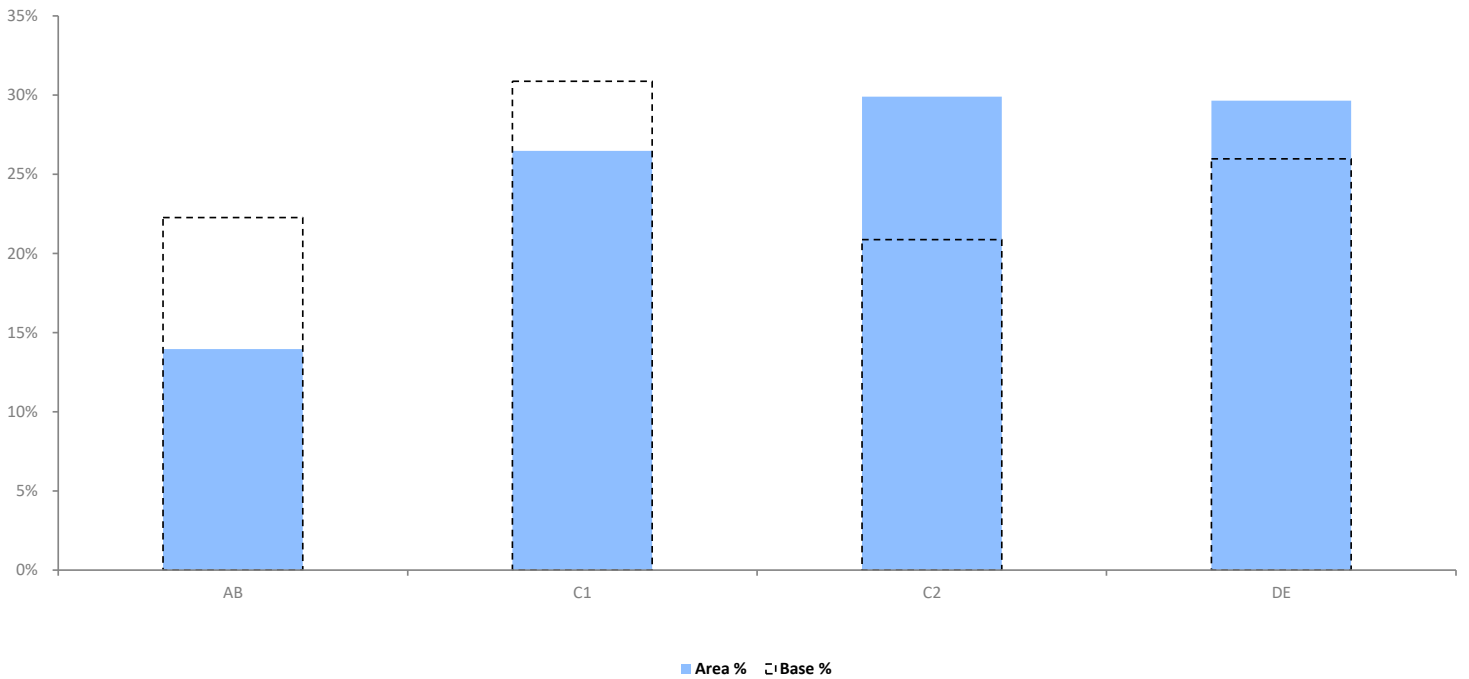
# UP TO DATE DEMOGRAPHICS

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Area: P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 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	330	14.0	22.3	63			
C1: Supervisory, clerical, jr managerial/admin/professional	626	26.5	30.9	86			
C2: Skilled manual workers	707	29.9	20.9	<b>143</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	701	29.7	26.0	<b>114</b>			
<b>Total household reference persons aged 16 to 64</b>	<b>2,364</b>						



# CGA LICENCED PREMISES

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Area: P02032\_Garthangharad, Fairbourne, LL37 2L

Base: Great Britain

Year: 2022

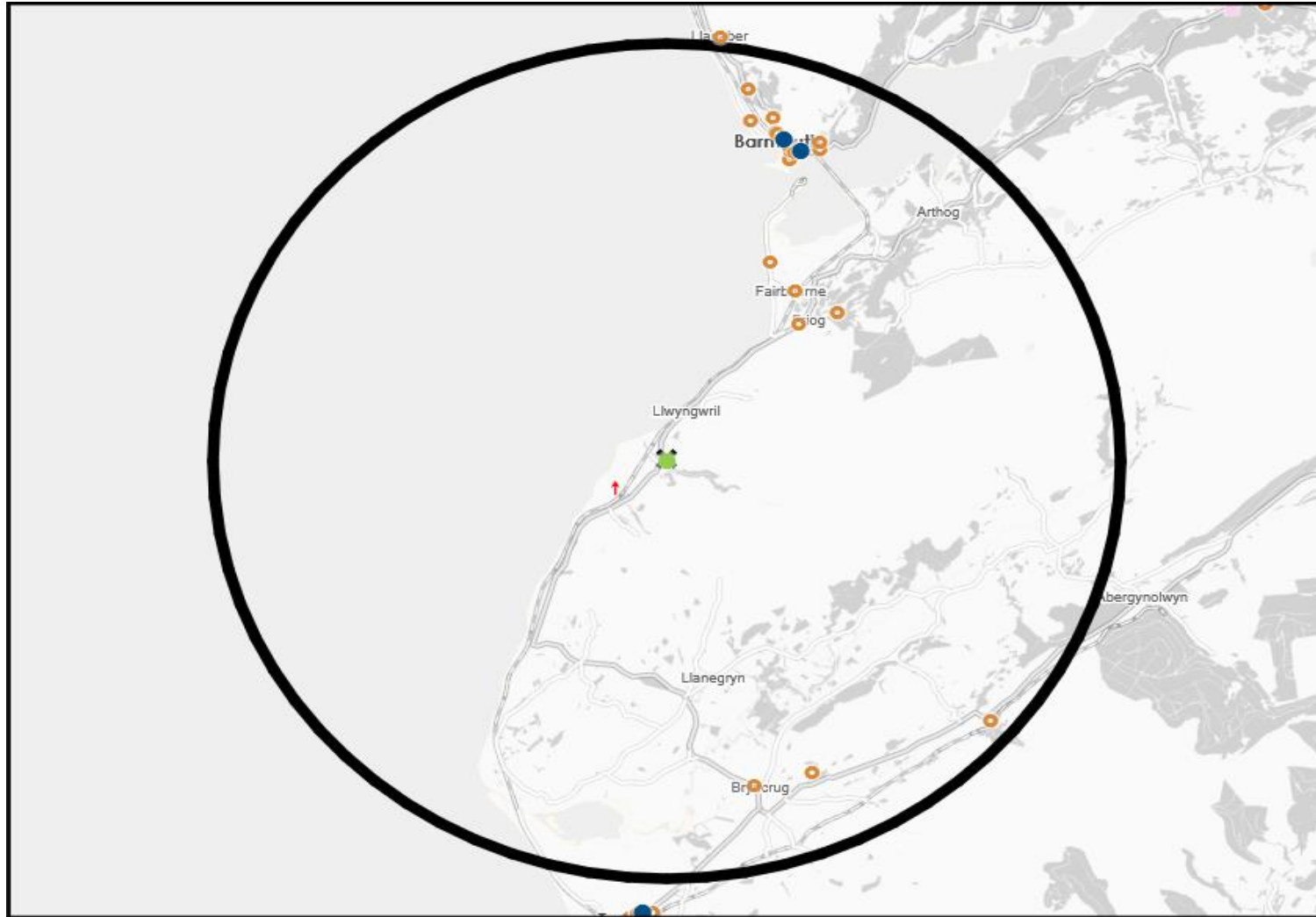
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	234.6	82.8	<b>283</b>			
Proprietary Club	2	42.7	7.5	<b>571</b>			
Registered Club	1	21.3	28.7	74			
Restaurant	8	170.6	32.5	<b>525</b>			
Residential	7	149.3	2.8	<b>5376</b>			

Name	Description	License Type	Owner Name	Postcode
Peniarth Arms	Independent Free	Pubs & Full On	Independent Free	LL36 9PH
Woodland Country Club & Holiday Park	Independent Free	Proprietary Club	Independent Free	LL36 9UH
Dolgoch Falls Hotel	Independent Free	Residential	Independent Free	LL36 9UW
Sunbeach Holiday Park	Allens Caravans	Proprietary Club	Allens Caravans	LL37 2QQ
Garthangharad Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL37 2UZ
Einion House	Independent Free	Residential	Independent Free	LL38 2NX
Panteinion Hall Hotel	Independent Free	Residential	Independent Free	LL38 2TJ
Royal Hotel	Independent Free	Pubs & Full On	Independent Free	LL42 1AB
Dolphin Fish Bar	Independent Free	Restaurant	Independent Free	LL42 1AD
Tal-Y-Don Hotel	Marston's	Pubs & Full On	Marston's	LL42 1DL
Bae Abermaw Hotel	Independent Free	Pubs & Full On	Independent Free	LL42 1DQ
Barmouth Hotel	Independent Free	Pubs & Full On	Independent Free	LL42 1EG
Davy Jones Locker	Independent Free	Restaurant	Independent Free	LL42 1ET
Last Inn	Marston's	Pubs & Full On	Marston's	LL42 1EL
Tilman	Independent Free	Pubs & Full On	Independent Free	LL42 1EW
Captains Table Restaurant	Independent Free	Restaurant	Independent Free	LL42 1EW
Bath House Cafe	Independent Free	Restaurant	Independent Free	LL42 1HB
Min Y Mor Hotel	Independent Free	Pubs & Full On	Independent Free	LL42 1HW
Bryn Teg	Independent Free	Residential	Independent Free	LL42 1RB
Lawrenny Lodge Hotel	Independent Free	Residential	Independent Free	LL42 1SU
Tyr Craig Hotel	Independent Free	Residential	Independent Free	LL42 1YN
Fairbourne Golf Club	Independent Free	Registered Club	Independent Free	LL38 2DJ
Penrhyn Bar And Grill	Independent Free	Pubs & Full On	Independent Free	LL38 2PZ
Saffron Restaurant	Independent Free	Restaurant	Independent Free	LL42 1EW
Lobster Pond	Independent Free	Restaurant	Independent Free	LL42 1HB
Bistro Bermo	Independent Free	Restaurant	Independent Free	LL42 1EW
Aber House	Independent Free	Residential	Independent Free	LL42 1DS
Myrddins Bar Caffi	Independent Free	Pubs & Full On	Independent Free	LL42 1EH
Indiana Cuisine	Independent Free	Restaurant	Independent Free	LL38 2PZ

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Area: P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 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:** P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	525	22.2	22.0	101		
2 Rising Prosperity	0	0.0	10.3	0		
3 Comfortable Communities	850	36.0	26.3	137		
4 Financially Stretched	692	29.3	23.7	123		
5 Urban Adversity	289	12.2	17.4	70		
6 Not Private Households	8	0.3	0.3	102		
<b>Total households</b>				<b>2,364</b>		

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ← → Saving a lot

**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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 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	51	2.2	11.2	19			
1.C Mature Money	474	20.1	9.6	209			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.3	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	763	32.3	5.7	563			
3.G Successful Suburbs	0	0.0	5.9	0			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	80	3.4	2.9	118			
3.J Starting Out	7	0.3	4.4	7			
<b>4. Financially Stretched</b>							
4.K Student Life	1	0.0	2.5	2			
4.L Modest Means	483	20.4	7.9	257			
4.M Striving Families	63	2.7	7.5	36			
4.N Poorer Pensioners	145	6.1	5.8	105			
<b>5. Urban Adversity</b>							
5.O Young Hardship	246	10.4	6.2	168			
5.P Struggling Estates	0	0.0	5.9	0			
5.Q Difficult Circumstances	43	1.8	5.3	34			
<b>6. Not Private Households</b>							
6.R Not Private Households	8	0.3	0.3	102			
<b>Total households</b>	<b>2,364</b>						

## Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

**Older people with leisure interests reflecting rural locations.** These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

**CORE DEMOGRAPHICS**

Age range <b>55-74</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

**FINANCIAL PROFILE**

Household income UK: <b>£42k</b> London: <b>n/a</b> Average: £40k    Average: £46k	% Disposable income UK: <b>51%</b> London: <b>n/a</b> Average: 43%    Average: 29%	Financial situation Running into debt    Saving a lot
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**BRANDS**

SHOPPING: LAKELAND, Spencers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

**DIGITAL ATTITUDES**

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

**TOP BEHAVIOURS**

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing





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

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Area: P02032\_Garthangharad, Fairbourne, LL37 2UZ (5 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	21	0.9	2.6	34			
1.B.5 Wealthy countryside commuters	30	1.3	2.4	52			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	370	15.7	2.5	634			
1.C.13 Upmarket downsizers	104	4.4	1.3	340			
<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	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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	390	16.5	1.5	1,094			
3.F.22 Older couples and families in rural areas	67	2.8	1.0	274			
3.F.23 Owner occupiers in small towns and villages	306	12.9	3.2	405			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
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			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	80	3.4	2.4	142			
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	7	0.3	2.3	13			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1	0.0	0.4	12			
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	103	4.4	1.4	304			
4.L.38 Semi-skilled workers in traditional neighbourhoods	348	14.7	2.6	560			
4.L.39 Fading owner occupied terraces	32	1.4	2.9	47			
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	9	0.4	1.6	24			
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	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	54	2.3	2.2	104			
<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	26	1.1	2.3	49			
4.N.48 Pensioners and singles in social rented flats	119	5.0	1.7	292			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	161	6.8	2.2	315			
5.O.50 Struggling younger people in mixed tenure	85	3.6	1.8	203			
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	43	1.8	1.5	120			
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	8	0.3	0.1	577			
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>2,364</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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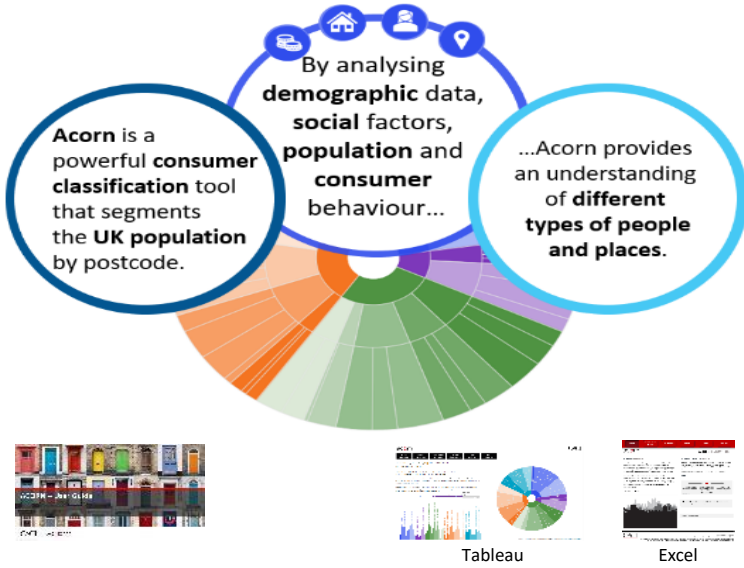
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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%

