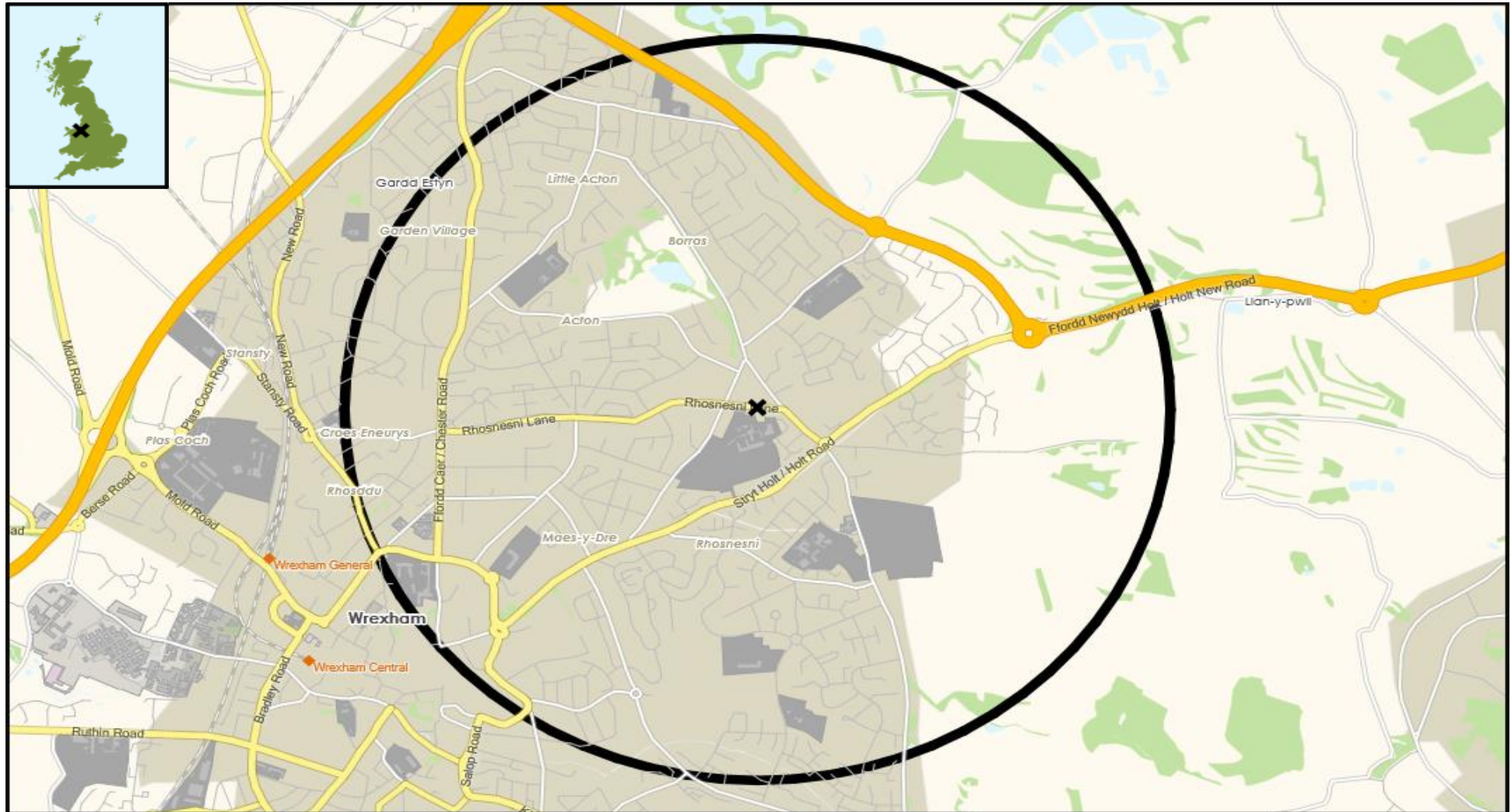


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (1 Mile contour)

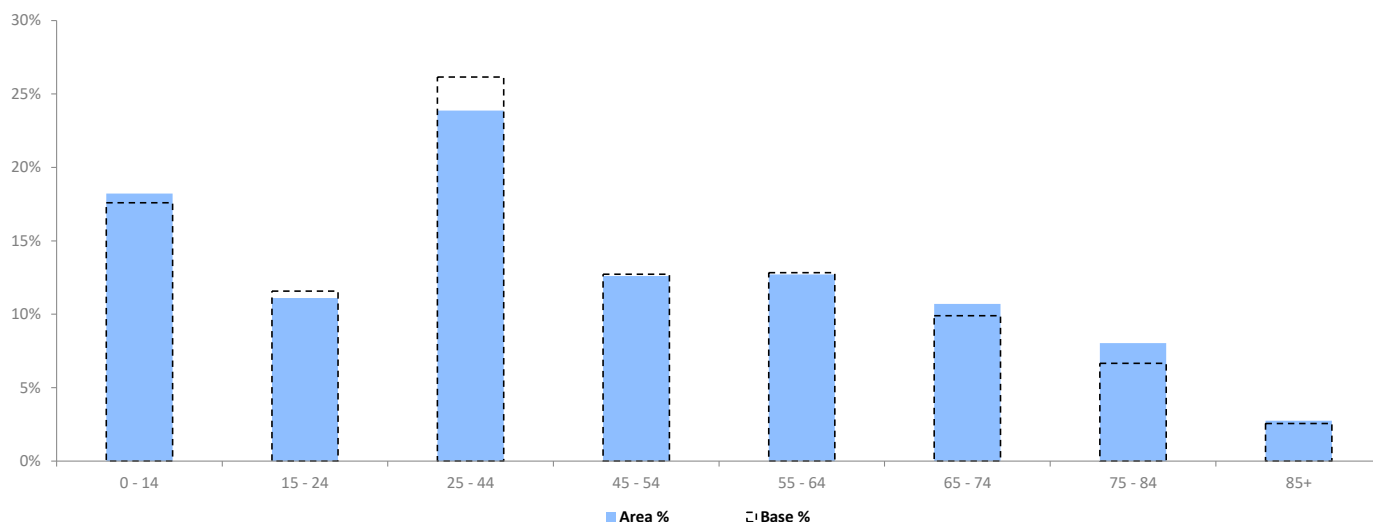


# POPULATION PROJECTIONS

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Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (1 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,862	18.2	17.6	104			
15 - 24	2,356	11.1	11.6	96			
25 - 44	5,060	23.9	26.2	91			
45 - 54	2,672	12.6	12.7	99			
55 - 64	2,693	12.7	12.8	99			
65 - 74	2,269	10.7	9.9	108			
75 - 84	1,705	8.0	6.7	121			
85+	583	2.8	2.6	107			
<b>Total population</b>	<b>21,200</b>						



# EXPENDITURE

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Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (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	£611,095	£64.36	£73.74	87			
2. Alcoholic beverages, tobacco and narcotics	£261,381	£27.53	£27.43	100			
3. Clothing & Footwear	£350,706	£36.94	£41.92	88			
4. Housing, water, electricity, gas and other fuels	£633,472	£66.72	£92.23	72			
5. Furnishings, equipment and routine maintenance	£319,238	£33.62	£39.49	85			
6. Health	£116,064	£12.22	£16.97	72			
7. Transport	£817,974	£86.15	£115.30	75			
8. Communication	£121,028	£12.75	£14.64	87			
9. Recreation & Culture	£843,486	£88.83	£100.48	88			
10. Education	£68,929	£7.26	£22.34	32			
11. Restaurants & Hotels	£571,108	£60.15	£82.30	73			
12. Miscellaneous goods and services	£801,925	£84.46	£104.94	80			
<b>Total Expenditure</b>	<b>£5,516,407</b>	<b>£580.98</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.

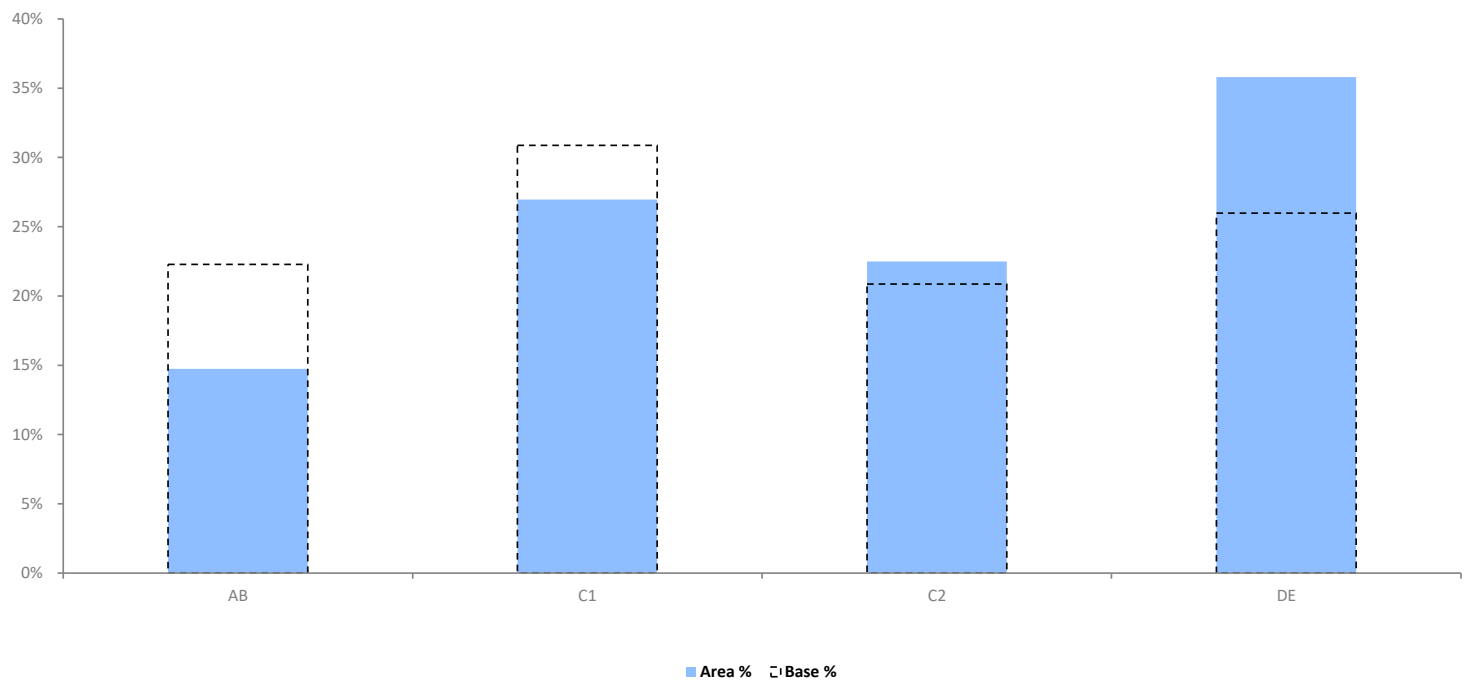
# UP TO DATE DEMOGRAPHICS

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Area:	P03406_Gate Hangs High, Wrexham, LL13 9ES (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	1,398	14.7	22.3	66			
C1: Supervisory, clerical, jr managerial/admin/professional	2,556	27.0	30.9	87			
C2: Skilled manual workers	2,132	22.5	20.9	108			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,393	35.8	26.0	138			
Total household reference persons aged 16 to 64	9,479						



# CGA LICENCED PREMISES

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Area: P03406\_Gate Hangs High, Wrexham, LL13 9F  
Base: Great Britain  
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	37.7	82.8	46			
Proprietary Club	1	4.7	7.5	63			
Registered Club	4	18.9	28.7	66			
Restaurant	3	14.2	32.5	44			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Saith Seren	Unknown	Pubs & Full On	Unknown	LL13 8BG
Lemon Tree Restaurant & Hotel	Independent Free	Pubs & Full On	Independent Free	LL11 2LP
Memorial Hall	Independent Free	Registered Club	Independent Free	LL12 7AG
Cunliffe Arms	Marston's	Pubs & Full On	Marston's	LL12 7PG
Four Dogs	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL12 8EF
Welch Fusilier	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL13 8AH
Wrexham War Memorial Club	Independent Free	Registered Club	Independent Free	LL13 8DE
Anise	Independent Free	Restaurant	Independent Free	LL13 8EN
Greyhound	Marston's	Pubs & Full On	Marston's	LL13 9EB
Gate Hangs High	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL13 9ES
Wrexham Golf Club	Independent Free	Registered Club	Independent Free	LL13 9SB
Wrexham Sports Club	Independent Free	Registered Club	Independent Free	LL13 9TY
Acton Park	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LL11 2SN
Sleepy Panda Restaurant	Independent Free	Restaurant	Independent Free	LL13 8DA
Mecca Bingo	Rank	Proprietary Club	Rank	LL13 8EN
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	LL13 8DB

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (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

- ✖ Hotels

### Restaurants

- ★ Restaurants

### Leisure

- ▲ Leisure

### Independent

- Independent

### Other

- ◆ Other














- ✖ Site Location
- Boundary



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (1 Mile contour)  
Base: Great Britain  
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	2,196	23.2	22.0	105			
	2 Rising Prosperity	96	1.0	10.3	10			
	3 Comfortable Communities	2,120	22.4	26.3	85			
	4 Financially Stretched	2,872	30.3	23.7	128			
	5 Urban Adversity	2,193	23.1	17.4	133			
	6 Not Private Households	2	0.0	0.3	6			
 Graph								
Total households		9,479						

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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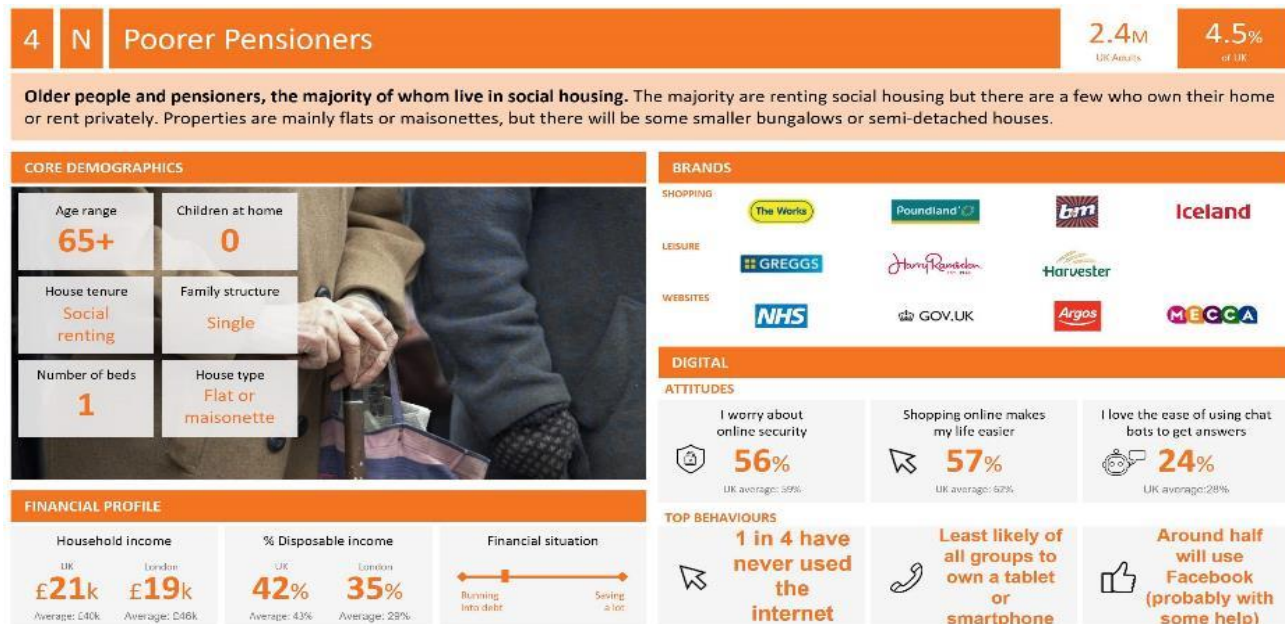
Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (1 Mile contour)

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	1,006	10.6	11.2	94			
1.C Mature Money	1,190	12.6	9.6	131			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	96	1.0	6.3	16			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	171	1.8	5.7	31			
3.G Successful Suburbs	668	7.0	5.9	120			
3.H Steady Neighbourhoods	357	3.8	7.4	51			
3.I Comfortable Seniors	814	8.6	2.9	299			
3.J Starting Out	110	1.2	4.4	26			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	532	5.6	7.9	71			
4.M Striving Families	1,122	11.8	7.5	158			
4.N Poorer Pensioners	1,218	12.8	5.8	221			
<b>5. Urban Adversity</b>							
5.O Young Hardship	515	5.4	6.2	88			
5.P Struggling Estates	941	9.9	5.9	168			
5.Q Difficult Circumstances	737	7.8	5.3	147			
<b>6. Not Private Households</b>							
6.R Not Private Households	2	0.0	0.3	6			
<b>Total households</b>	<b>9,479</b>						

## Acorn Group Pen Portrait





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (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
<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	381	4.0	2.6	153			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	491	5.2	2.2	236			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	28	0.3	1.5	19			
	1.B.9 Well-off edge of towners	106	1.1	1.6	70			
<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	552	5.8	2.8	206			
	1.C.12 Retired and empty nesters	577	6.1	2.5	247			
	1.C.13 Upmarket downsizers	61	0.6	1.3	50			
<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	90	0.9	1.9	50			
	2.E.19 First time buyers in small, modern homes	6	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	66	0.7	1.0	67			
	3.F.23 Owner occupiers in small towns and villages	105	1.1	3.2	35			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	601	6.3	2.7	238			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	67	0.7	2.4	29			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	278	2.9	3.4	85			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	79	0.8	2.3	36			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	814	8.6	2.4	360			
	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	110	1.2	2.3	50			
<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	79	0.8	1.4	58			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	312	3.3	2.6	125			
	4.L.39 Fading owner occupied terraces	141	1.5	2.9	51			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	107	1.1	1.6	69			
	4.M.43 Families in right-to-buy estates	601	6.3	2.1	309			
	4.M.44 Post-war estates, limited means	414	4.4	2.2	199			
<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	29	0.3	1.1	29			
	4.N.47 Low income older people in smaller semis	727	7.7	2.3	340			
	4.N.48 Pensioners and singles in social rented flats	462	4.9	1.7	282			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	166	1.8	2.2	81			
	5.O.50 Struggling younger people in mixed tenure	97	1.0	1.8	58			
	5.O.51 Young people in small, low cost terraces	252	2.7	2.3	117			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	403	4.3	1.6	269			
	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	538	5.7	1.6	352			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	59	0.6	1.5	41			
	5.Q.58 Singles and young families, some receiving benefits	678	7.2	1.8	402			
	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	0	0.0	0.1	0			
	6.R.61 Inactive communal population	2	0.0	0.3	8			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>9,479</b>						

CATEGORY

GROUP

TYPE

MAP

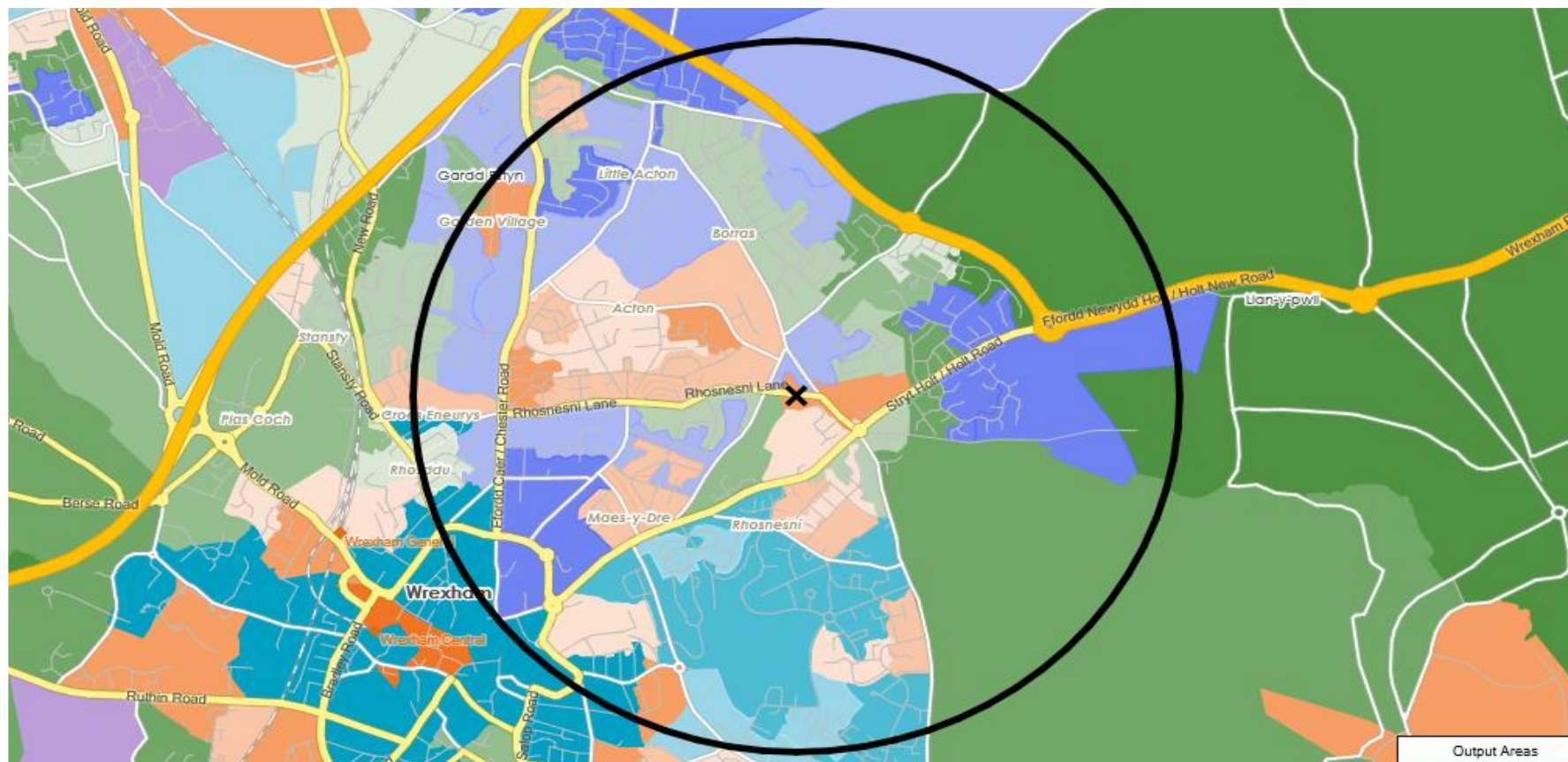
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03406\_Gate Hangs High, Wrexham, LL13 9ES (1 Mile contour)

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Source: OS Open Data 2018



- 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

Output Areas



CATEGORY

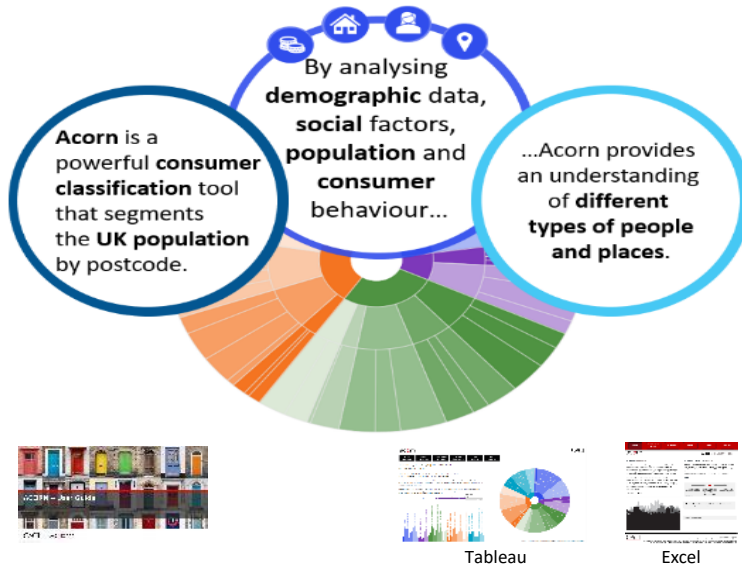
GROUP

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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

## 1 Affluent Achievers

12.1M UK Adults 22.8% of UK

Age range: 55+

House type: Detached

Financial situation: Running into debt | Saving a lot

House tenure: Owned outright

Children at home: 0

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%

