

CGA LICENCED PREMISES

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Area: P01603_Swan Inn, Wrexham, LL14 4AU (1 M)
 Base: Great Britain
 Year: 2023

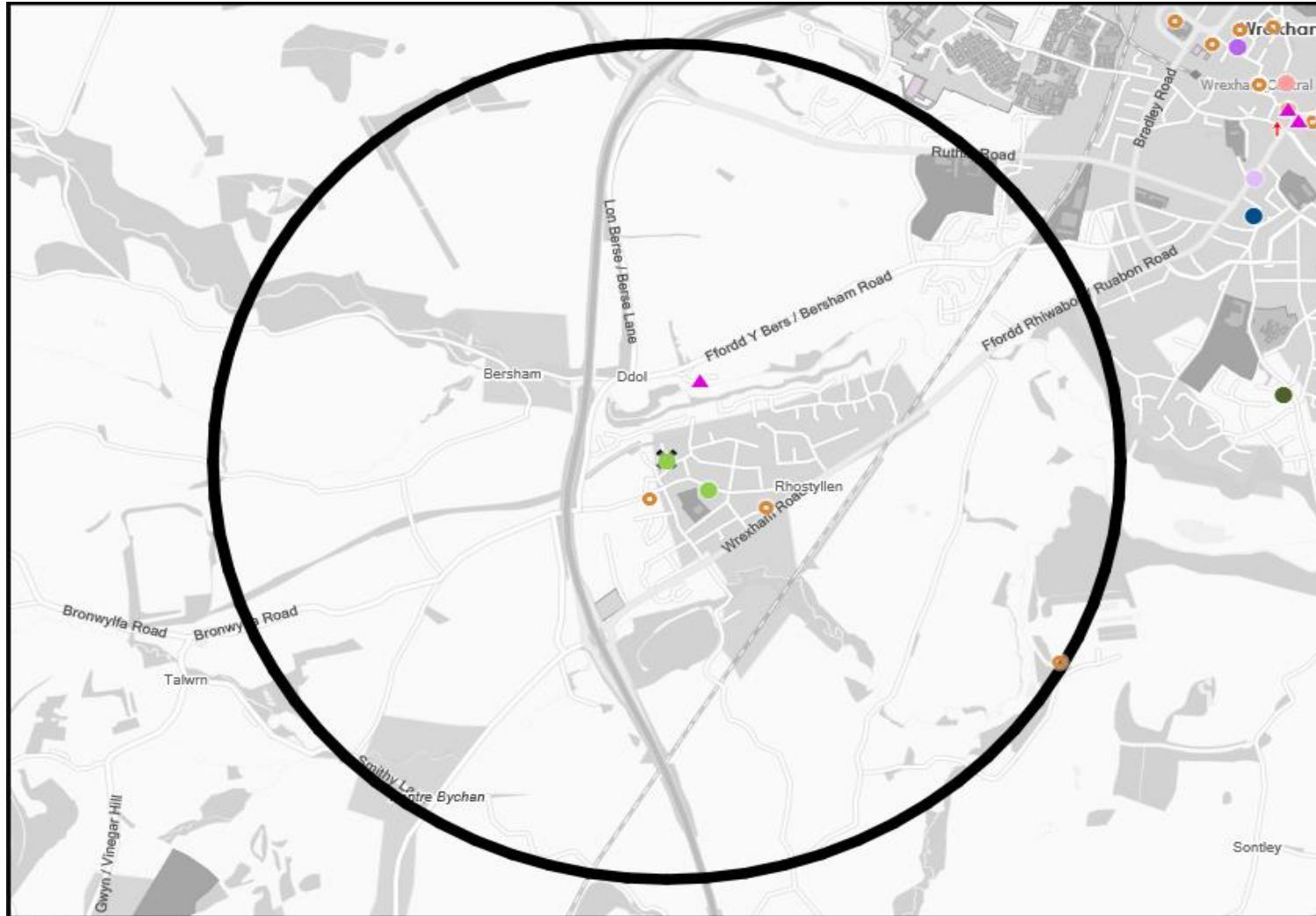
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	60.7	81.7	74			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	20.2	28.2	72			
Restaurant	2	40.5	32.1	126			
Residential	0	0.0	2.7	0			

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: P01603_Swan Inn, Wrexham, LL14 4AU (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: P01603_Swan Inn, Wrexham, LL14 4AU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	165	7.5	22.1	34		
2 Rising Prosperity	113	5.2	10.2	51		
3 Comfortable Communities	787	35.9	26.5	135		
4 Financially Stretched	1,119	51.0	23.7	215		
5 Urban Adversity	0	0.0	17.2	0		
6 Not Private Households	8	0.4	0.3	106		
Graph						
Total households	2,192					

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: P01603_Swan Inn, Wrexham, LL14 4AU (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	129	5.9	11.3	52			
1.C Mature Money	36	1.6	9.6	17			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	113	5.2	6.4	81			
3. Comfortable Communities							
3.F Countryside Communities	196	8.9	5.7	156			
3.G Successful Suburbs	371	16.9	6.0	284			
3.H Steady Neighbourhoods	69	3.1	7.4	42			
3.I Comfortable Seniors	11	0.5	2.9	18			
3.J Starting Out	140	6.4	4.6	140			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	568	25.9	8.0	325			
4.M Striving Families	297	13.5	7.4	182			
4.N Poorer Pensioners	254	11.6	5.8	201			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	8	0.4	0.3	106			
Total households	2,192						

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: CB&J, flying tiger, H&M, KIKO

LEISURE: Ed's, TORTILLA, McDonald's, Y&Y

WEBSITES: COSO, Spotify, JUST EAT, BuzzFeed

DIGITAL ATTITUDES

- I worry about online security: **58%** (UK average: 48%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **44%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£33k**, London **£36k** (Averages: £40k, £46k)
- % Disposable income: UK **26%**, London **16%** (Averages: 43%, 29%)
- Financial situation: **Running into debt** to **Saving a lot**

TOP BEHAVIOURS

- Love to buy new gadgets and appliances
- Research beauty online
- Social media: Snapchat, YouTube and TikTok



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

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Area: P01603_Swan Inn, Wrexham, LL14 4AU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	5	0.2	2.6	9			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	124	5.7	2.2	255			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	14	0.6	3.1	21			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	22	1.0	2.5	41			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	112	5.1	2.0	259			
2.E.19 First time buyers in small, modern homes	1	0.0	3.4	1			
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	24	1.1	1.0	109			
3.F.23 Owner occupiers in small towns and villages	172	7.8	3.2	244			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	336	15.3	2.7	568			
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	1.6	2.4	66			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	51	2.3	3.5	67			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	18	0.8	2.3	35			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	11	0.5	2.4	21			
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	2.2	0			
3.J.33 Smaller houses and starter homes	140	6.4	2.4	266			
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	210	9.6	1.4	664			
4.L.38 Semi-skilled workers in traditional neighbourhoods	286	13.0	2.6	496			
4.L.39 Fading owner occupied terraces	72	3.3	2.9	113			
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	96	4.4	1.6	275			
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	119	5.4	2.0	266			
4.M.44 Post-war estates, limited means	82	3.7	2.2	172			
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	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	254	11.6	2.2	519			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
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			
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	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	1	0.0	0.1	77			
6.R.61 Inactive communal population	7	0.3	0.3	112			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,192						

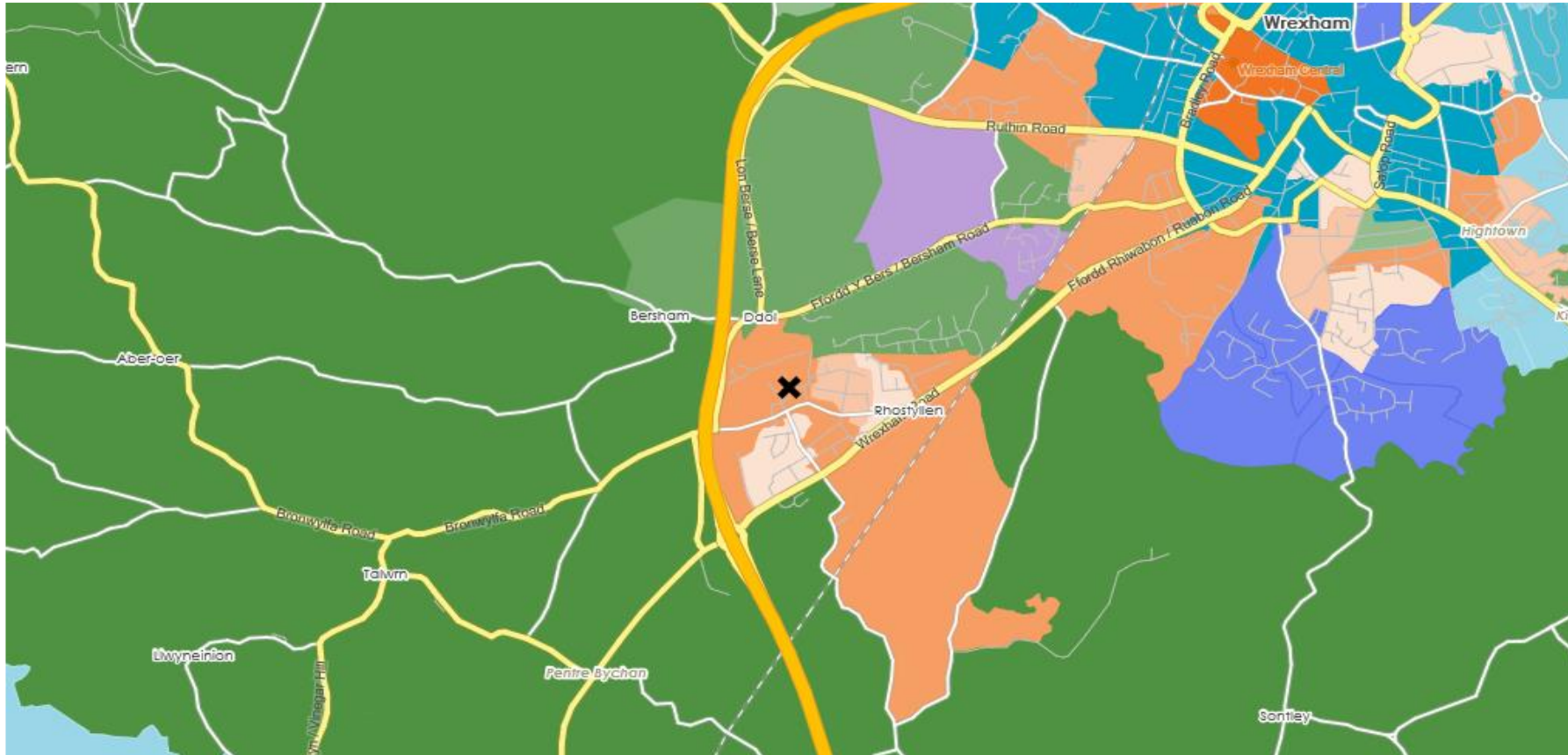
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01603_Swan Inn, Wrexham, LL14 4AU (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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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

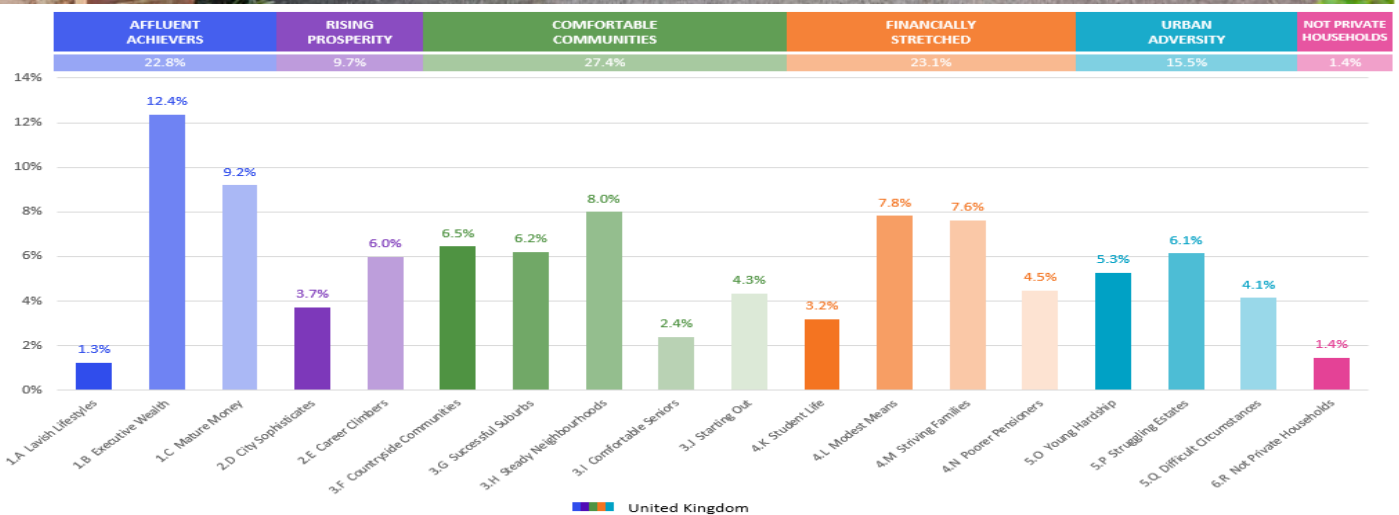
House tenure: Owned outright

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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