

CGA LICENCED PREMISES

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Area: P04421_ St Georges Hotel, Swansea, SA1 5NI
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	71	192.8	81.7	236			
Proprietary Club	13	35.3	7.3	485			
Registered Club	19	51.6	28.2	183			
Restaurant	32	86.9	32.1	271			
Residential	2	5.4	2.7	203			

Name	Description	License Type	Owner Name	Postcode
Marriott Hotel	Marriott International	Pubs & Full On	Marriott International	SA 1 3SS
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 1DE
Railmens Club Institute	Independent Free	Registered Club	Independent Free	SA 1 1EE
Swansea Labour Club Institute	Independent Free	Registered Club	Independent Free	SA 1 1EF
No Sign Wine Bar	Independent Free	Pubs & Full On	Independent Free	SA 1 1EG
Pitcher & Piano	Marston's	Pubs & Full On	Marston's	SA 1 1EG
Full Moon	Independent Free	Pubs & Full On	Independent Free	SA 1 1NE
Grand Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 1NG
Grosvenor Casino	Rank	Proprietary Club	Rank	SA 1 1LF
Pulse	Independent Free	Proprietary Club	Independent Free	SA 1 1PE
Schooner	Independent Free	Pubs & Full On	Independent Free	SA 1 1QP
Swansea Yacht & Sub Aqu Club	Independent Free	Registered Club	Independent Free	SA 1 1RE
Pump House	Marston's	Pubs & Full On	Brain	SA 1 1TT
Queens Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 1TY
Dolphin Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 3AB
Eli Jenkins	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 3AQ
Bouchon De Rossi	Independent Free	Restaurant	Independent Free	SA 1 3BG
Steak By Night	Independent Free	Restaurant	Independent Free	SA 1 3EW
Olde Cross Keys	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 3LH
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 3PP
Gershwins Coffee House	Independent Free	Restaurant	Independent Free	SA 1 3QE
Grand Theatre	Independent Free	Pubs & Full On	Independent Free	SA 1 3QN
Badminton Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 3UT
Bond Street Club	Independent Free	Proprietary Club	Independent Free	SA 1 3TU
Tredegar Arms	Independent Free	Pubs & Full On	Independent Free	SA 1 3UB
Tudor Court Hotel	Independent Free	Residential	Independent Free	SA 1 3UJ
Bay View	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA 1 3UL
Beachcomber Hotel	Independent Free	Residential	Independent Free	SA 1 3UL
Gigi Gao's Favourite Authentic Chinese	Independent Free	Restaurant	Independent Free	SA 1 3XA
Sin City	Independent Free	Registered Club	Independent Free	SA 1 4AQ
Vojon	Independent Free	Restaurant	Independent Free	SA 1 4AW
Topo Gigio Restaurant & Wine Bar	Independent Free	Pubs & Full On	Independent Free	SA 1 4BD
Rose Indienne	Independent Free	Restaurant	Independent Free	SA 1 4BG
Wig & Pen	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 4BL
Swansea Masonic Hall	Independent Free	Registered Club	Independent Free	SA 1 4BQ
Maharani Restaurant	Independent Free	Restaurant	Independent Free	SA 1 4BQ
Anarkali Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SA 1 4BQ
Ty Tawe	Independent Free	Registered Club	Independent Free	SA 1 4EW
Brunswick Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SA 1 4HS
Mill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 4J
Bryn-Y-Mor Hotel	Greene King	Pubs & Full On	Greene King	SA 1 4JQ
Westbourne	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 4JQ
Brangwyn Hall	Independent Free	Pubs & Full On	Independent Free	SA 1 4PA
Patti Pavilion	Independent Free	Pubs & Full On	Independent Free	SA 1 4PQ
Cascade Restaurant	Independent Free	Restaurant	Independent Free	SA 1 5BY
Hanbury	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA 1 5HG
Madeira Restaurante	Independent Free	Restaurant	Independent Free	SA 1 5HG
Steak On The Kingsway	Independent Free	Restaurant	Independent Free	SA 1 5HN
No 6 Bar	Independent Free	Pubs & Full On	Independent Free	SA 1 3LW
Liberal Social Club Institute	Independent Free	Registered Club	Independent Free	SA 1 6DT
University Of Wales Trinity Saint David T	Independent Free	Registered Club	Independent Free	SA 1 6ED
Heathcliffe Social Club	Independent Free	Registered Club	Independent Free	SA 1 6EL
Fairfield Social Club	Independent Free	Registered Club	Independent Free	SA 1 6JY

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Name	Description	License Type	Owner Name	Postcode
Farmers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA 1 6XS
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 8DJ
Swansea Rugby Club	Independent Free	Registered Club	Independent Free	SA 2 0AR
Swansea Bowling Club	Independent Free	Registered Club	Independent Free	SA 2 0AP
Alexander Hotel	Independent Free	Pubs & Full On	Independent Free	SA 2 0EU
Whytes Snooker Club	Independent Free	Proprietary Club	Independent Free	SA 2 0NP
Jack Murphys	Independent Free	Pubs & Full On	Independent Free	SA 2 0NP
Uplands Tavern	Greene King	Pubs & Full On	Greene King	SA 2 0PG
Potters Wheel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SA 1 5JE
Builders Arms	Marston's	Pubs & Full On	Brain	SA 1 3HT
Planb	Independent Free	Proprietary Club	Independent Free	SA 1 4EH
University Of Wales Trinity Saint David T	Independent Free	Registered Club	Independent Free	SA 2 0UT
La Braseria	Independent Free	Restaurant	Independent Free	SA 1 1DZ
Kon Tiki	Unknown	Pubs & Full On	Unknown	SA 1 2AE
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	SA 1 2AX
New Wyndham	Independent Free	Registered Club	Independent Free	SA 1 3HZ
South Wales Constabulary	Independent Free	Registered Club	Independent Free	SA 1 5EA
Bank Statement	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SA 1 1EP
Bambu Beach Bar	Creative Hospitality	Pubs & Full On	Ei Group	SA 1 1EJ
Proud Mary	Rekom UK	Pubs & Full On	Rekom UK	SA 1 1DF
Savana	Independent Free	Pubs & Full On	Independent Free	SA 1 1EQ
Peppermint	Unknown	Pubs & Full On	Unknown	SA 1 1DP
Perch	Independent Free	Pubs & Full On	Independent Free	SA 1 1EQ
Wild Swan	Independent Free	Restaurant	Independent Free	SA 1 5AG
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SA 1 1DF
Morgans Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 1RR
Founders & Co	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	SA 1 1DY
Hogarths	Amber Taverns	Pubs & Full On	Amber Taverns	SA 1 3LH
Hanson at the Chelsea Cafe	Independent Free	Pubs & Full On	Independent Free	SA 1 3LH
Griffin	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 1DW
Dragon Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 5LS
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SA 1 1EE
Smoke Haus	Independent Free	Restaurant	Independent Free	SA 1 1EE
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	SA 1 1EF
Dylan Thomas Centre	Independent Free	Pubs & Full On	Independent Free	SA 1 1RR
Gallinis Restaurant	Independent Free	Restaurant	Independent Free	SA 1 1XA
Damarcos Dance Studio	Independent Free	Proprietary Club	Independent Free	SA 1 2EU
Awa Grill House	Independent Free	Restaurant	Independent Free	SA 1 5AE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SA 1 1EE
Jack Murphys	Independent Free	Pubs & Full On	Independent Free	SA 1 1DY
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SA 1 3LW
Hangar	Independent Free	Proprietary Club	Independent Free	SA 1 3QQ
Old Havana	Independent Free	Restaurant	Independent Free	SA 1 3LZ
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	SA 1 3LZ
Coyote Ugly	Coyote Ugly Ltd	Pubs & Full On	Coyote Ugly Ltd	SA 1 1EE
Nines Global Buffet	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SA 1 1JF
Star Bar & Restaurant	Independent Free	Restaurant	Independent Free	SA 1 1DG
Chi Ban	Independent Free	Restaurant	Independent Free	SA 1 1PE
El Pescador	Independent Free	Restaurant	Independent Free	SA 1 1LB
Noah's Yard	Independent Free	Pubs & Full On	Independent Free	SA 2 0PG
Prohibition	Independent Free	Proprietary Club	Independent Free	SA 1 2AE
Prohibition Cocktail Bar	Unknown	Pubs & Full On	Unknown	SA 1 1DG
Verve 37	Independent Free	Pubs & Full On	Independent Free	SA 2 0NX

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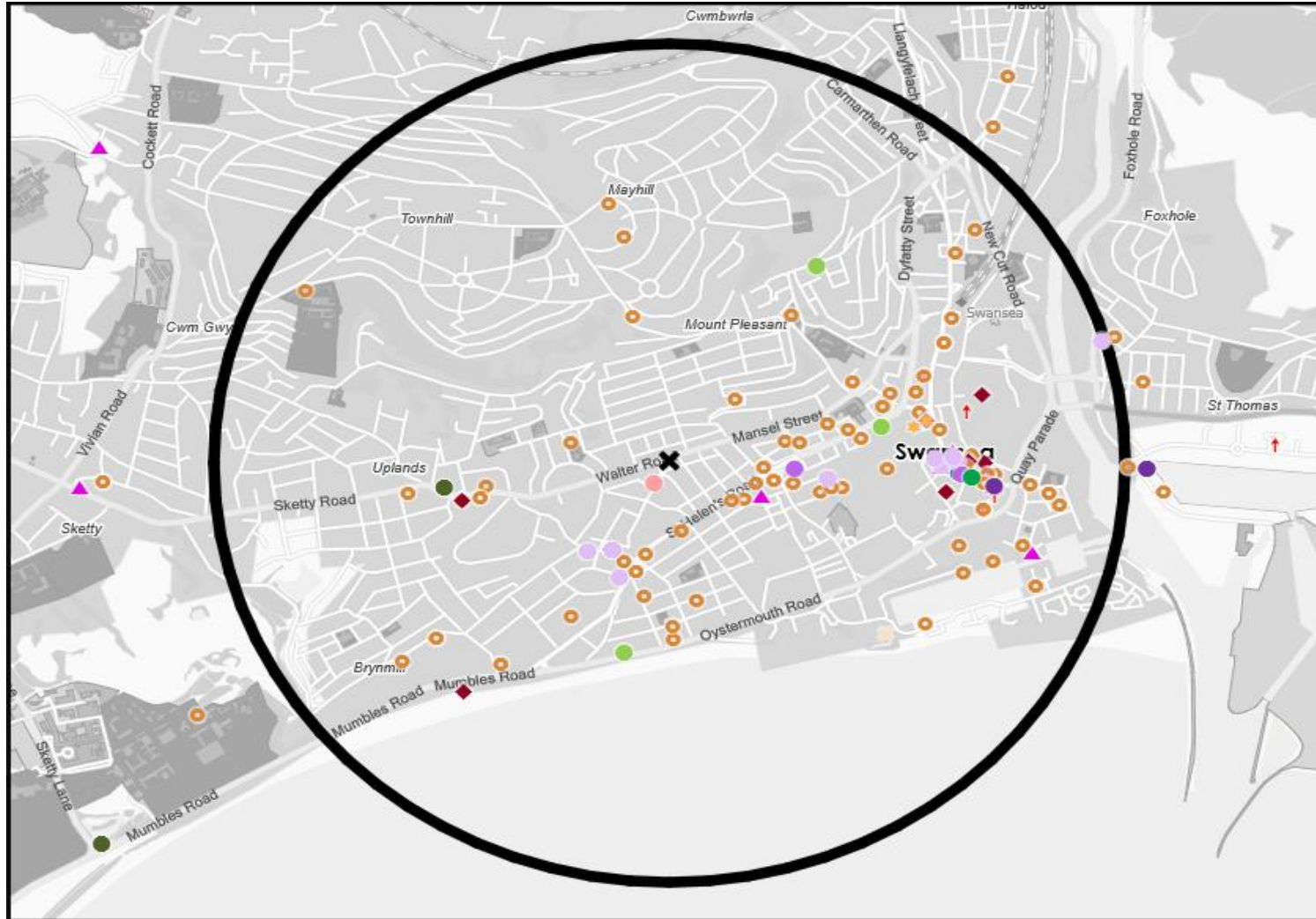
Name	Description	License Type	Owner Name	Postcode
West End Football Club	Independent Free	Registered Club	Independent Free	SA 1 6LB
West End Afc Sports And Social Club	Independent Free	Registered Club	Independent Free	SA 1 6PE
Reyhan	Independent Free	Restaurant	Independent Free	SA 1 4AP
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	SA 1 2AH
New Cinnamon Restaurant	Independent Free	Restaurant	Independent Free	SA 1 1LF
Secret Bar & Kitchen	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SA 2 0AY
Hyst	Independent Free	Pubs & Full On	Independent Free	SA 1 1PE
Ymca Swansea	Independent Free	Registered Club	Independent Free	SA 1 5JQ
Flickering Light	Independent Free	Proprietary Club	Independent Free	SA 1 1EG
Brewstone	Creative Hospitality	Pubs & Full On	Creative Hospitality	SA 2 0NP
Bay Leisure	Independent Free	Proprietary Club	Independent Free	SA 1 3ST
Five Guys	Five Guys	Restaurant	Five Guys	SA 1 1DW
Swigg	Independent Free	Pubs & Full On	Independent Free	SA 1 3RD
Zinco Lounge	Loungers	Pubs & Full On	Loungers	SA 1 5HE
Copper	Independent Free	Pubs & Full On	Independent Free	SA 1 1HZ
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	SA 1 1JF
Dennys Diner	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SA 1 2AS
Bar Saint James	Independent Free	Pubs & Full On	Independent Free	SA 2 0PB
Swansea Cricket Club	Independent Free	Registered Club	Independent Free	SA 2 0AR
Bookshop	Independent Free	Pubs & Full On	Independent Free	SA 2 0NX
Superbowl Uk	Superbowl Uk	Proprietary Club	Superbowl Uk	SA 1 3LZ
Hoogah	Independent Free	Pubs & Full On	Independent Free	SA 1 4JJ
Bunkhouse	Independent Free	Pubs & Full On	Independent Free	SA 1 5LE
Hayes & Beale	Independent Free	Pubs & Full On	Independent Free	SA 1 4JG
Juniper Place	Independent Free	Restaurant	Independent Free	SA 1 3LZ
Bunkers	Adventure Leisure Ltd	Pubs & Full On	Adventure Leisure Limited	SA 1 1ED
Heaven	Independent Free	Proprietary Club	Independent Free	SA 1 1DF
Lumberjack Axe Throwing	Independent Free	Pubs & Full On	Independent Free	SA 1 4AQ
Wagamama	Independent Free	Restaurant	Independent Free	SA 1 1EE
Elysium	Independent Free	Pubs & Full On	Independent Free	SA 1 1PE
Socialdice	Independent Free	Pubs & Full On	Independent Free	SA 1 1EF

MAP OF AREA

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Source: OS Open Data 2018

Area: P04421_St Georges Hotel, Swansea, SA1 5NN (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: P04421_St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,045	6.0	22.1	27		
2 Rising Prosperity	1,481	8.5	10.2	84		
3 Comfortable Communities	1,858	10.7	26.5	40		
4 Financially Stretched	6,396	36.9	23.7	156		
5 Urban Adversity	6,450	37.2	17.2	216		
6 Not Private Households	125	0.7	0.3	209		
Total households		17,355				

Acorn Category Pen Portrait

5 Urban Adversity
8.4M 15.9%
UK Adults of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04421_St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)
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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	249	1.4	11.3	13			
1.C Mature Money	796	4.6	9.6	48			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,481	8.5	6.4	134			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	87	0.5	6.0	8			
3.H Steady Neighbourhoods	176	1.0	7.4	14			
3.I Comfortable Seniors	222	1.3	2.9	45			
3.J Starting Out	1,373	7.9	4.6	174			
4. Financially Stretched							
4.K Student Life	4,235	24.4	2.5	973			
4.L Modest Means	551	3.2	8.0	40			
4.M Striving Families	662	3.8	7.4	51			
4.N Poorer Pensioners	948	5.5	5.8	95			
5. Urban Adversity							
5.O Young Hardship	2,495	14.4	6.3	230			
5.P Struggling Estates	963	5.5	5.7	97			
5.Q Difficult Circumstances	2,992	17.2	5.2	329			
6. Not Private Households							
6.R Not Private Households	125	0.7	0.3	209			
Total households	17,355						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

Age range 18-34	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland
LEISURE: McDonald's, KFC, GREGGS
WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security 56% (UK average: 53%)	Shopping online makes my life easier 61% (UK average: 62%)	I love the ease of using chat bots to get answers 29% (UK average: 28%)
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FINANCIAL PROFILE

Household income UK: £28k (Average: £40k) London: £32k (Average: £48k)	% Disposable income UK: 30% (Average: 43%) London: 28% (Average: 29%)	Financial situation Running into debt Saving a lot
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TOP BEHAVIOURS

Watching TV / videos on YouTube	Love to buy new gadgets and appliances	Posts ratings / reviews online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04421_St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)
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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	102	0.6	2.6	22			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	35	0.2	0.9	24			
1.B.8 Prosperous suburban families	105	0.6	1.5	39			
1.B.9 Well-off edge of towners	7	0.0	1.6	3			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	540	3.1	2.8	110			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	256	1.5	1.3	114			
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	14	0.1	2.0	4			
2.E.19 First time buyers in small, modern homes	1,467	8.5	3.4	249			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	18	0.1	2.7	4			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	69	0.4	2.4	16			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	94	0.5	3.5	16			
3.H.28 Owner occupied terraces, average income	82	0.5	1.6	29			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	222	1.3	0.5	263			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,373	7.9	2.2	368			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	824	4.7	0.3	1,418			
4.K.35 Term-time terraces	2,477	14.3	0.2	5,731			
4.K.36 Educated young people in flats and tenements	934	5.4	1.9	280			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	25	0.1	1.4	10			
4.L.38 Semi-skilled workers in traditional neighbourhoods	15	0.1	2.6	3			
4.L.39 Fading owner occupied terraces	439	2.5	2.9	87			
4.L.40 High occupancy terraces, culturally diverse family areas	72	0.4	1.0	42			
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	8	0.0	1.6	3			
4.M.43 Families in right-to-buy estates	188	1.1	2.0	53			
4.M.44 Post-war estates, limited means	466	2.7	2.2	123			
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	299	1.7	1.0	167			
4.N.47 Low income older people in smaller semis	326	1.9	2.2	84			
4.N.48 Pensioners and singles in social rented flats	323	1.9	1.7	109			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	449	2.6	2.2	118			
5.O.50 Struggling younger people in mixed tenure	504	2.9	1.8	161			
5.O.51 Young people in small, low cost terraces	1,542	8.9	2.3	392			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	757	4.4	1.6	279			
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	206	1.2	1.6	74			
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	1,382	8.0	1.8	452			
5.Q.59 Deprived areas and high-rise flats	1,610	9.3	2.0	471			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	69	0.4	0.1	669			
6.R.61 Inactive communal population	56	0.3	0.3	113			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	17,355						

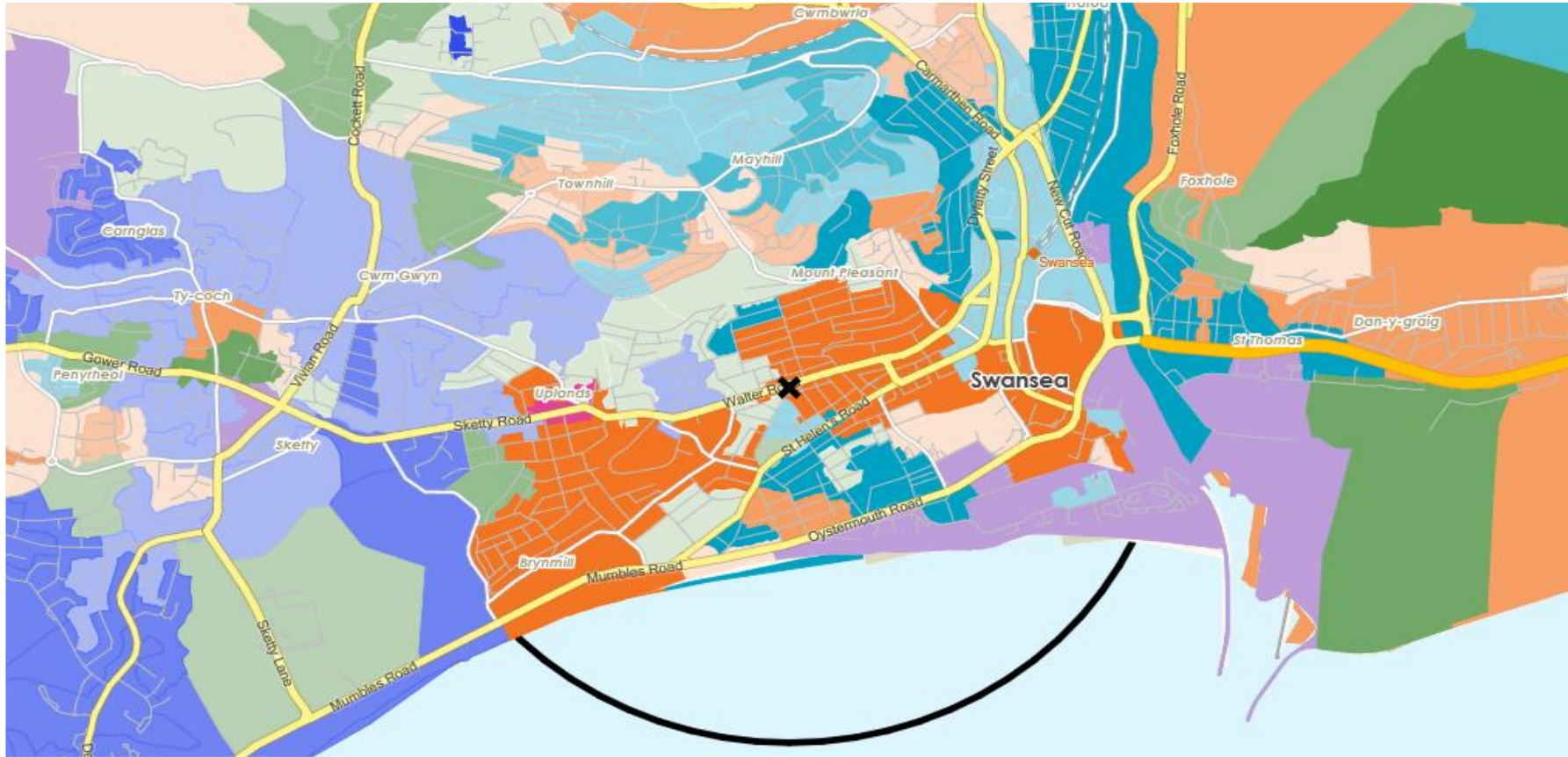
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04421_St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)



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

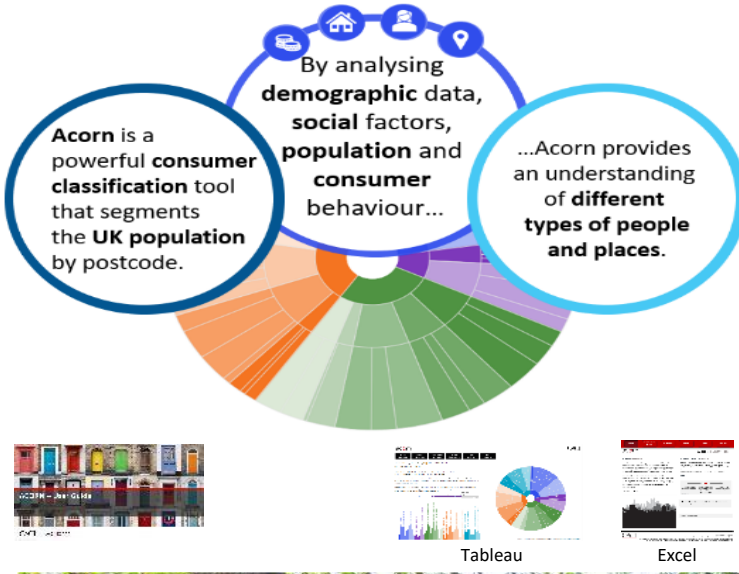
Acorn Groups

- 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

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%



MAP OF AREA

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Source: OS Open Data 2018

Area: P04421_ St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)



POPULATION PROJECTIONS

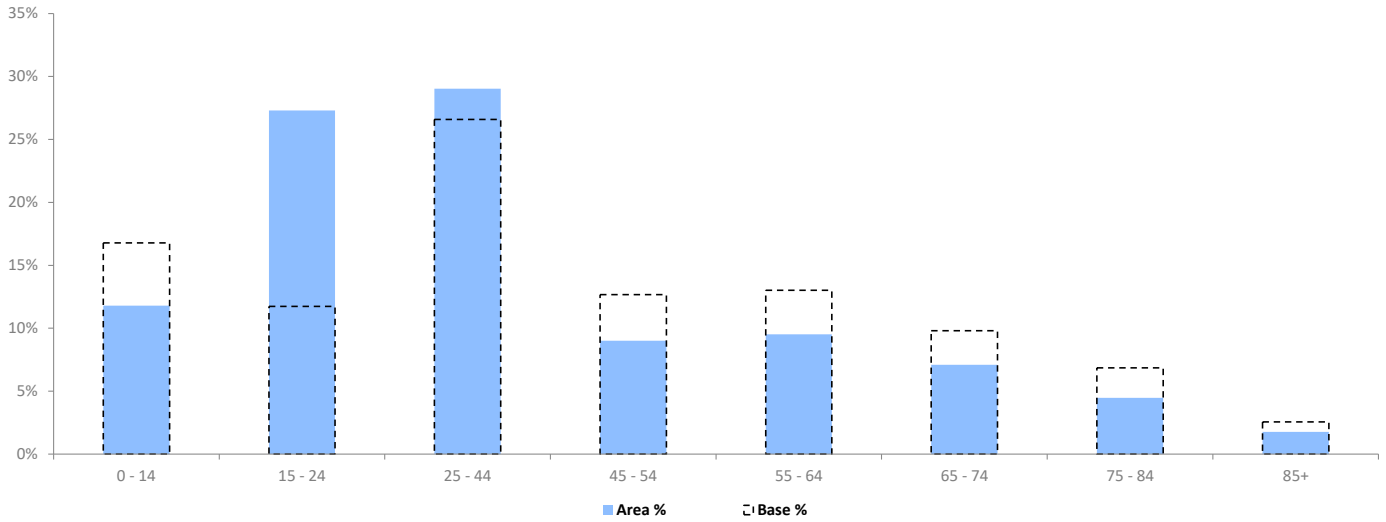
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Area: P04421_St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,345	11.8	16.8	70			
15 - 24	10,053	27.3	11.7	233			
25 - 44	10,692	29.0	26.6	109			
45 - 54	3,319	9.0	12.7	71			
55 - 64	3,506	9.5	13.0	73			
65 - 74	2,612	7.1	9.8	72			
75 - 84	1,650	4.5	6.9	65			
85+	651	1.8	2.6	69			
Total population	36,828						



EXPENDITURE

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Area: P04421_St Georges Hotel, Swansea, SA1 5NN (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£1,003,725	£54.71	£66.95	82			
2. Alcoholic beverages, tobacco and narcotics	£513,590	£27.99	£28.12	100			
3. Clothing & Footwear	£389,382	£21.22	£22.40	95			
4. Housing, water, electricity, gas and other fuels	£1,439,814	£78.48	£107.19	73			
5. Furnishings, equipment and routine maintenance	£506,359	£27.60	£36.85	75			
6. Health	£159,801	£8.71	£13.48	65			
7. Transport	£2,154,385	£117.43	£134.74	87			
8. Communication	£246,583	£13.44	£15.74	85			
9. Recreation & Culture	£1,026,423	£55.95	£64.16	87			
10. Education	£496,824	£27.08	£22.26	122			
11. Restaurants & Hotels	£1,129,880	£61.59	£67.11	92			
12. Miscellaneous goods and services	£1,453,537	£79.23	£109.86	72			
Total Expenditure	£10,520,303	£573.44	£688.85	83			

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.