

CGA LICENCED PREMISES

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Area:	P04167_Swallow, Havant, PO9 5BL (1 Mile c
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	3	10.6	81.7	13			
Proprietary Club	1	3.5	7.3	48			
Registered Club	4	14.1	28.2	50			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

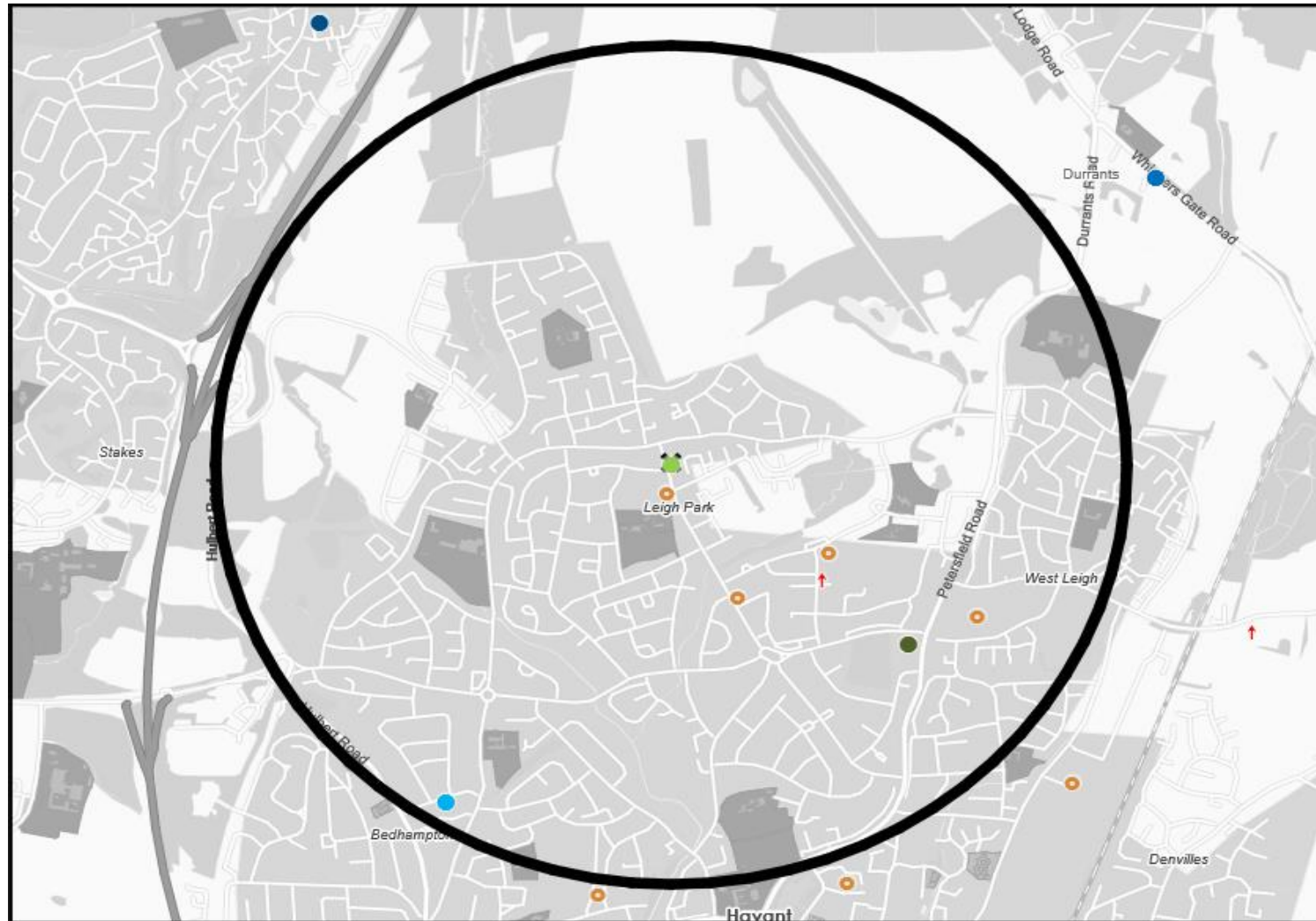
Name	Description	License Type	Owner Name	Postcode
Heron	Greene King	Pubs & Full On	Greene King	PO 9 2EN
Swan Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	PO 9 3TH
Crown Bingo Club	Crown Bingo	Proprietary Club	Crown Bingo	PO 9 5AN
Leigh Park Bowling Club	Independent Free	Registered Club	Independent Free	PO 9 5AP
Leigh Park Community Association	Independent Free	Registered Club	Independent Free	PO 9 5BG
Leigh Park Working Mens Club & Trade I	Independent Free	Registered Club	Independent Free	PO 9 5BD
Swallow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PO 9 5BL
Havant Town Football Club	Independent Free	Registered Club	Independent Free	PO 9 5TH

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04167\_Swallow, Havant, PO9 5BL (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: P04167\_Swallow, Havant, PO9 5BL (1 Mile contour)  
Base: Great Britain  
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	0	0.0	22.1	0			
	2 Rising Prosperity	0	0.0	10.2	0			
	3 Comfortable Communities	562	4.9	26.5	19			
	4 Financially Stretched	6,881	60.1	23.7	254			
	5 Urban Adversity	4,005	35.0	17.2	203			
	6 Not Private Households	0	0.0	0.3	0			
 Graph								
Total households		11,448						

Acorn Category Pen Portrait

5

Urban Adversity

8.4M  
UK Adults

15.9%  
of UK

Age range

25-34

House type

Flat or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

3+

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%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04167\_Swallow, Havant, PO9 5BL (1 Mile contour)

Base: Great Britain

Year: 2023

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	0	0.0	11.3	0			
1.C Mature Money	0	0.0	9.6	0			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	130	1.1	6.0	19			
3.H Steady Neighbourhoods	293	2.6	7.4	35			
3.I Comfortable Seniors	11	0.1	2.9	3			
3.J Starting Out	128	1.1	4.6	25			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	493	4.3	8.0	54			
4.M Striving Families	5,667	49.5	7.4	665			
4.N Poorer Pensioners	721	6.3	5.8	109			
<b>5. Urban Adversity</b>							
5.O Young Hardship	513	4.5	6.3	72			
5.P Struggling Estates	1,037	9.1	5.7	159			
5.Q Difficult Circumstances	2,455	21.4	5.2	409			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>11,448</b>						

## Acorn Group Pen Portrait

4 M Striving Families

4.1M  
UK Adults7.8%  
of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

## CORE DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL



## TOP BEHAVIOURS





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04167\_Swallow, Havant, PO9 5BL (1 Mile contour)

Base: Great Britain

Year: 2023

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	0.1	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	0	0.0	2.6	0			
	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	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			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.1	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	0.7	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	2.0	0			
	2.E.19 First time buyers in small, modern homes	0	0.0	3.4	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	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			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	114	1.0	2.7	37			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	16	0.1	2.4	6			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	223	1.9	3.5	56			
	3.H.28 Owner occupied terraces, average income	58	0.5	1.6	32			
	3.H.29 Established suburbs, older families	12	0.1	2.3	4			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	11	0.1	2.4	4			
	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	87	0.8	2.2	35			
	3.J.33 Smaller houses and starter homes	41	0.4	2.4	15			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	15	0.1	1.4	9			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	116	1.0	2.6	39			
	4.L.39 Fading owner occupied terraces	362	3.2	2.9	108			
	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	83	0.7	1.6	45			
	4.M.42 Struggling young families in post-war terraces	3,705	32.4	1.6	1,974			
	4.M.43 Families in right-to-buy estates	461	4.0	2.0	198			
	4.M.44 Post-war estates, limited means	1,418	12.4	2.2	569			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	15	0.1	0.8	17			
	4.N.46 Elderly people in social rented flats	149	1.3	1.0	126			
	4.N.47 Low income older people in smaller semis	293	2.6	2.2	115			
	4.N.48 Pensioners and singles in social rented flats	264	2.3	1.7	135			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	246	2.1	2.2	98			
	5.O.50 Struggling younger people in mixed tenure	267	2.3	1.8	130			
	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	439	3.8	1.6	245			
	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	598	5.2	1.6	326			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	890	7.8	1.5	515			
	5.Q.58 Singles and young families, some receiving benefits	720	6.3	1.8	357			
	5.Q.59 Deprived areas and high-rise flats	845	7.4	2.0	375			
<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	0	0.0	0.3	0			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>11,448</b>						

CATEGORY

GROUP

TYPE

MAP

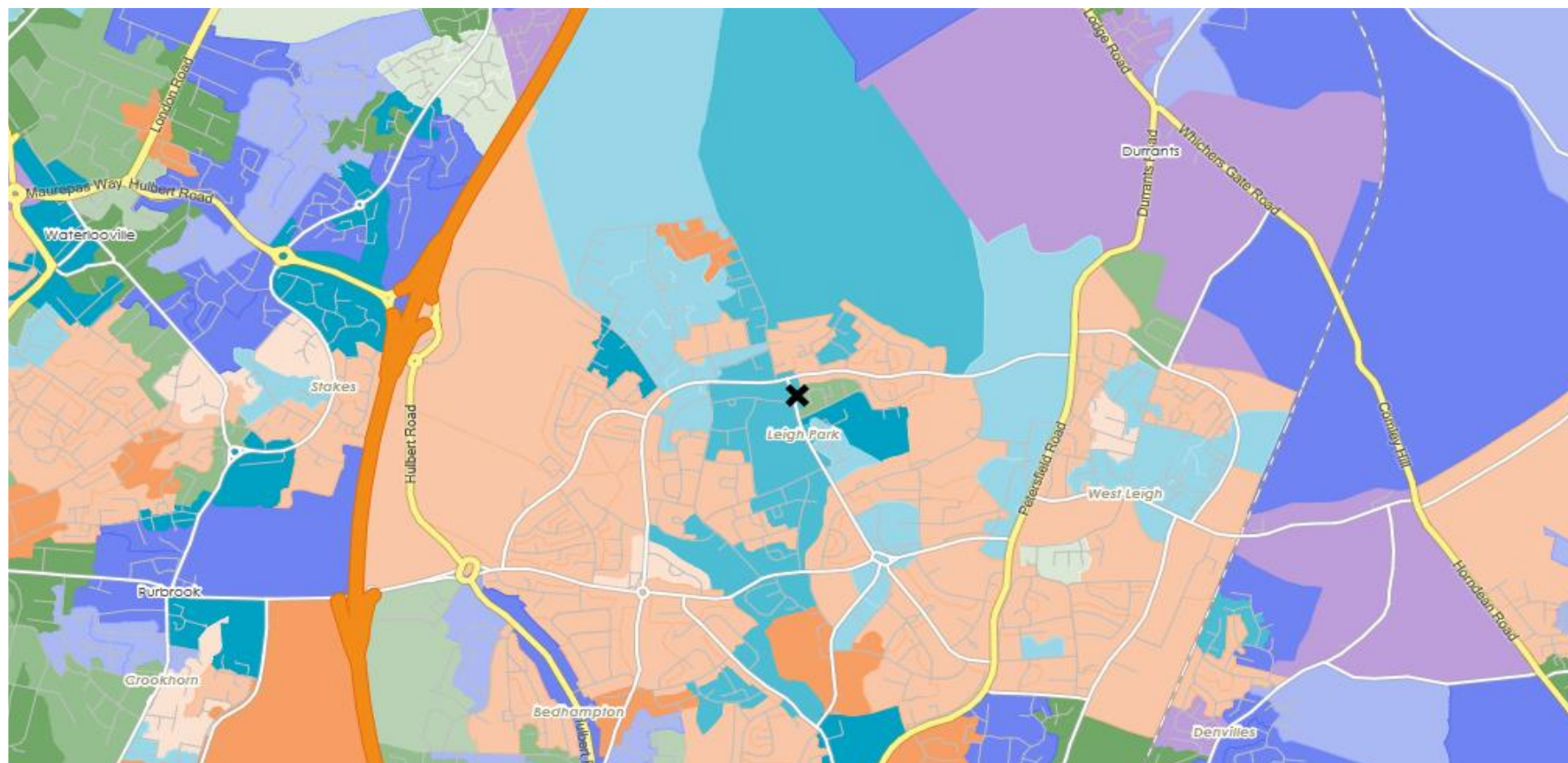
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04167\_Swallow, Havant, PO9 5BL (1 Mile contour)



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

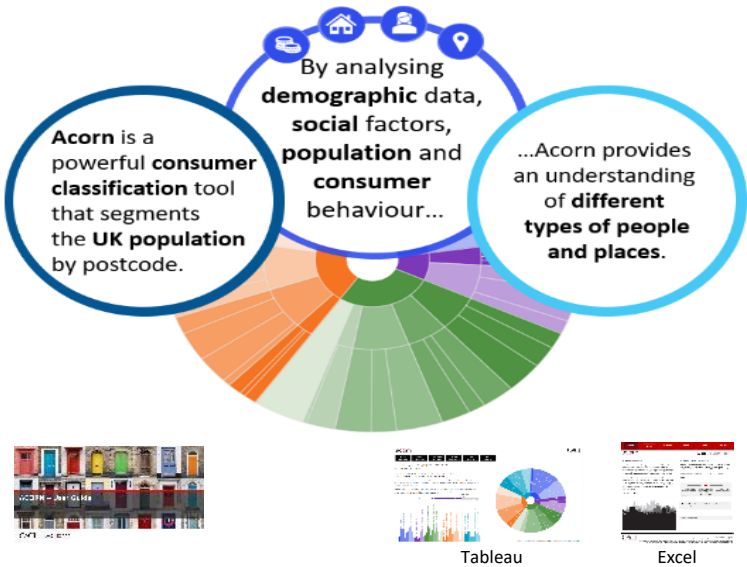
### Acorn Groups

- 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

22.8%

UK Adults

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+

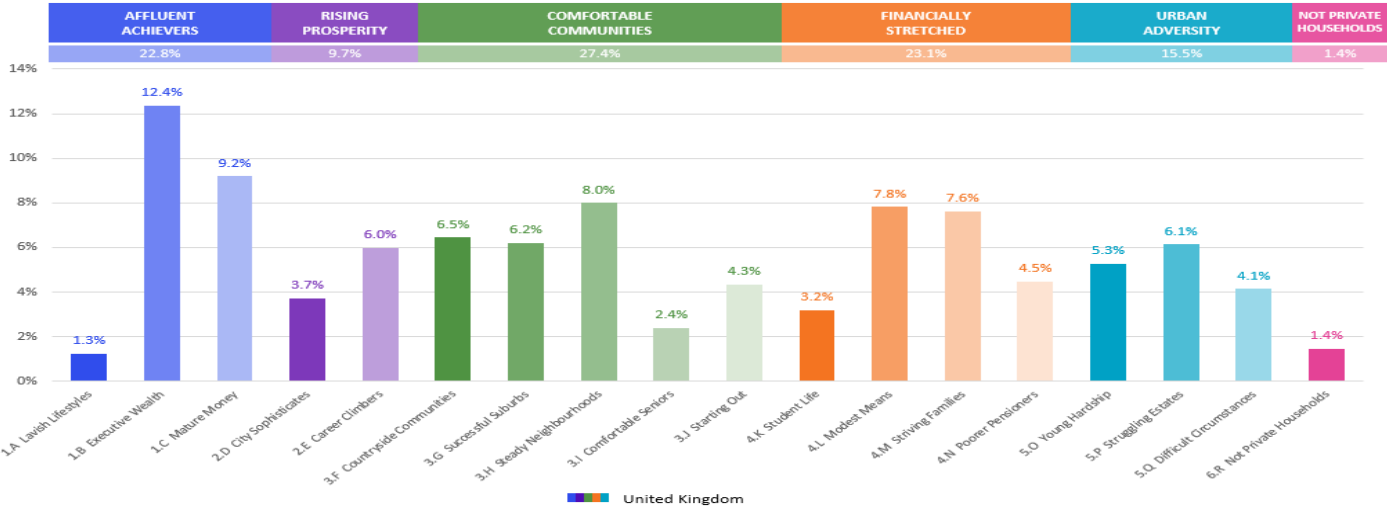
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%



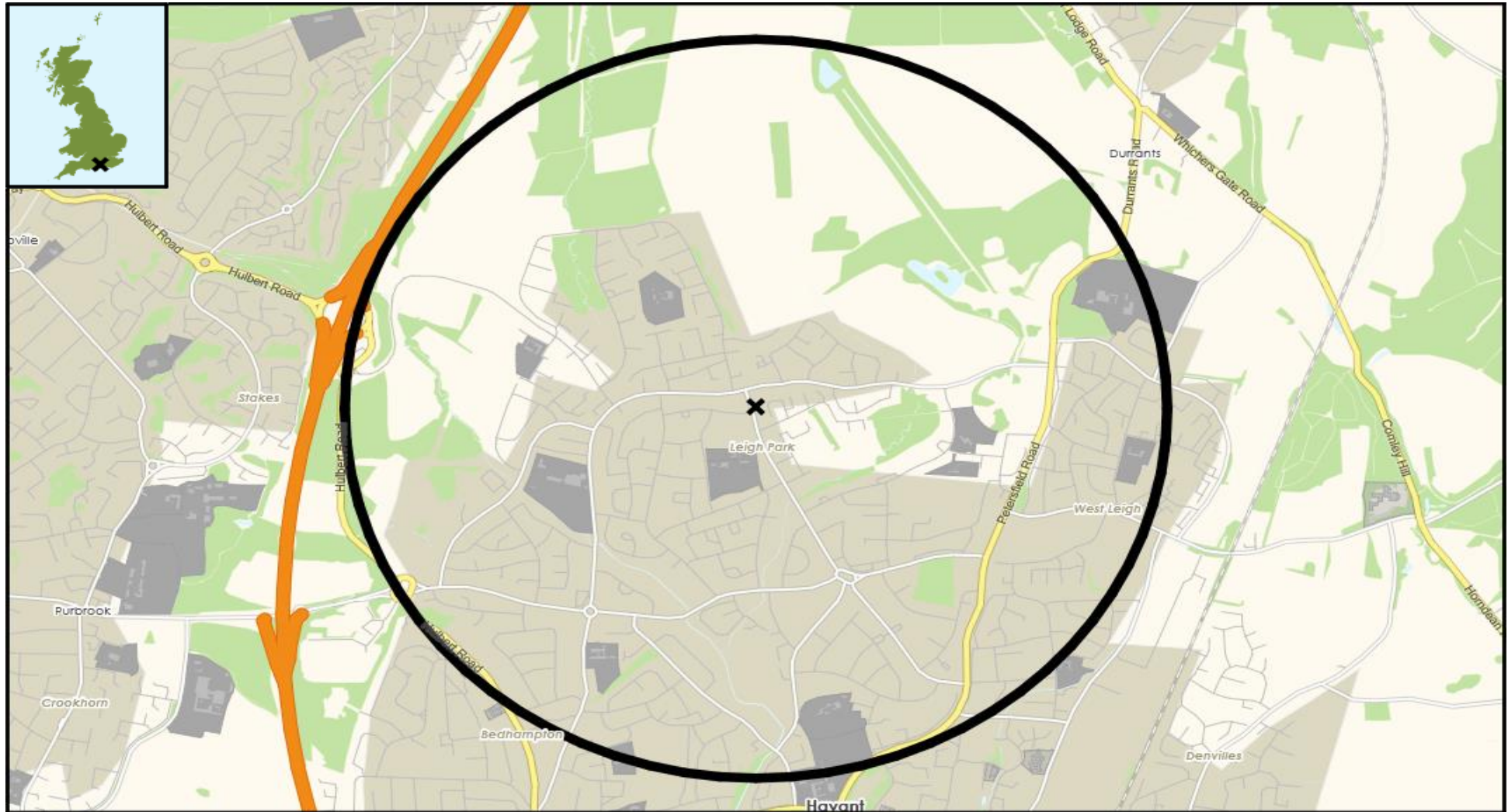


# MAP OF AREA

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Area: P04167\_Swallow, Havant, PO9 5BL (1 Mile contour)



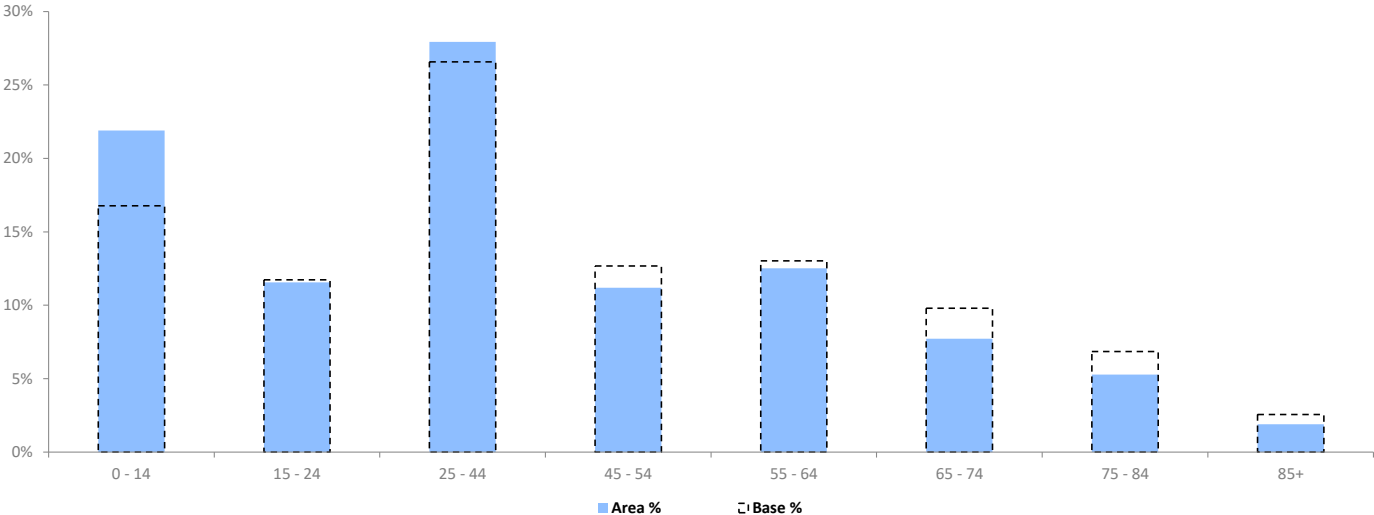


POPULATION PROJECTIONS

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Area:	P04167_Swallow, Havant, PO9 5BL (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,226	21.9	16.8	131			
15 - 24	3,287	11.6	11.7	99			
25 - 44	7,937	27.9	26.6	105			
45 - 54	3,180	11.2	12.7	88			
55 - 64	3,555	12.5	13.0	96			
65 - 74	2,192	7.7	9.8	79			
75 - 84	1,502	5.3	6.9	77			
85+	537	1.9	2.6	74			
Total population	28,416						



EXPENDITURE

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Area:	P04167_Swallow, Havant, PO9 5BL (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£789,994	£67.26	£66.95	100			
2. Alcoholic beverages, tobacco and narcotics	£393,050	£33.46	£28.12	119			
3. Clothing & Footwear	£240,136	£20.44	£22.40	91			
4. Housing, water, electricity, gas and other fuels	£876,246	£74.60	£107.19	70			
5. Furnishings, equipment and routine maintenance	£396,866	£33.79	£36.85	92			
6. Health	£144,093	£12.27	£13.48	91			
7. Transport	£1,442,397	£122.80	£134.74	91			
8. Communication	£182,783	£15.56	£15.74	99			
9. Recreation & Culture	£668,295	£56.90	£64.16	89			
10. Education	£118,449	£10.08	£22.26	45			
11. Restaurants & Hotels	£658,603	£56.07	£67.11	84			
12. Miscellaneous goods and services	£1,236,743	£105.29	£109.86	96			
<b>Total Expenditure</b>	<b>£7,147,655</b>	<b>£608.52</b>	<b>£688.85</b>	<b>88</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.