

# CGA LICENCED PREMISES

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Area: ATLT\_Crown InnSA11 2AX (1 Mile contour)

Base: Great Britain

Year: 2021

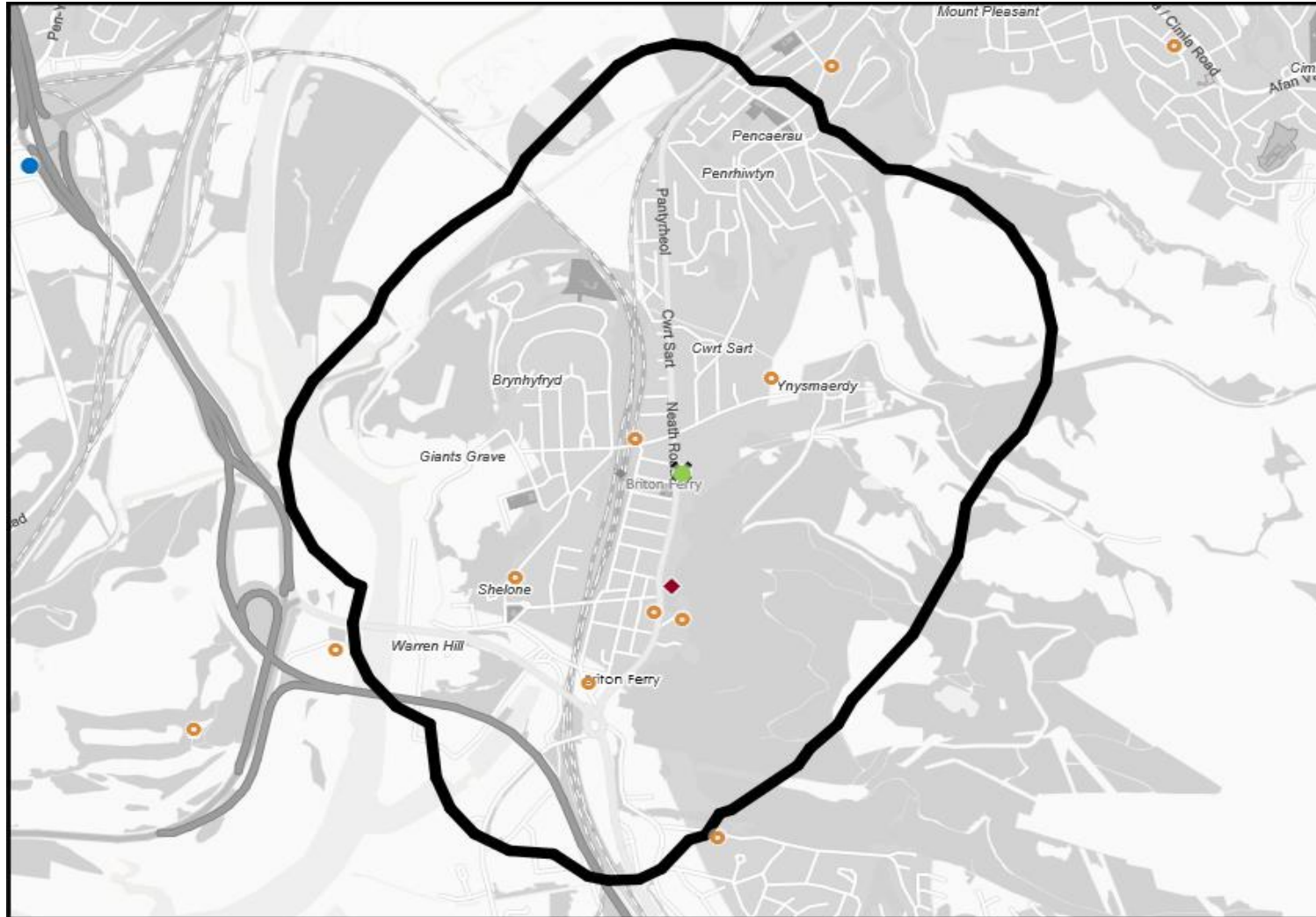
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	44.6	84.9	53			
Proprietary Club	0	0.0	8.1	0			
Registered Club	5	55.8	29.9	<b>187</b>			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
J Ks	Independent Free	Registered Club	Independent Free	SA11 2AX
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA11 2AX
Briton Ferry Working Mens Club	Independent Free	Registered Club	Independent Free	SA11 2BZ
Puddlers Arms	Independent Free	Pubs & Full On	Independent Free	SA11 2PS
Britannia	Independent Free	Pubs & Full On	Independent Free	SA11 2HQ
Briton Ferry Rugby & Cricket	Independent Free	Registered Club	Independent Free	SA11 2TL
Briton Ferry Conservative Club	Independent Free	Registered Club	Independent Free	SA11 2YY
Ferryman Inn	Unknown	Pubs & Full On	Unknown	SA11 2AQ
Neath Community Centre	Independent Free	Registered Club	Independent Free	SA11 2NS

# MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT\_Crown InnSA11 2AX (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:** ATLT\_Crown InnSA11 2AX (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	106	2.7	22.0	12		
 2 Rising Prosperity	64	1.6	10.1	16		
 3 Comfortable Communities	592	14.8	26.2	57		
 4 Financially Stretched	2,715	68.0	23.7	<b>287</b>		
 5 Urban Adversity	514	12.9	17.6	73		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>3,991</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% 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

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 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%



## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Crown InnSA11 2AX (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

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	61	1.5	11.2	14			
1.C Mature Money	45	1.1	9.6	12			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	64	1.6	6.2	26			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	110	2.8	5.7	48			
3.G Successful Suburbs	185	4.6	5.9	79			
3.H Steady Neighbourhoods	170	4.3	7.4	58			
3.I Comfortable Seniors	116	2.9	2.9	100			
3.J Starting Out	11	0.3	4.3	6			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,254	31.4	7.9	397			
4.M Striving Families	793	19.9	7.5	263			
4.N Poorer Pensioners	668	16.7	5.9	283			
<b>5. Urban Adversity</b>							
5.O Young Hardship	402	10.1	6.1	164			
5.P Struggling Estates	91	2.3	6.1	37			
5.Q Difficult Circumstances	21	0.5	5.3	10			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>3,991</b>						

### Acorn Group Pen Portrait

**4 L Modest Means**      **4.1M** UK Adults      **7.7%** of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>50%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>33%</b> <small>UK average: 34%</small>
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#### KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

#### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

This group are more likely to **subscribe to Sky TV**

#### FINANCIAL PROFILE

Household Income UK: <b>£35k</b> (Average: £40k) London: <b>£42k</b> (Average: £44k)	% Disposable Income UK: <b>45%</b> (Average: 44%) London: <b>34%</b> (Average: 39%)	Financial situation Running into debt      Saving a lot
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Crown InnSA11 2AX (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	61	1.5	2.2	69			
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	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	45	1.1	2.5	45			
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	0.8	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	64	1.6	1.9	85			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	110	2.8	3.2	87			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	185	4.6	2.6	176			
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	167	4.2	3.4	122			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	3	0.1	2.3	3			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	116	2.9	2.4	120			
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	11	0.3	2.3	12			
<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	1.7	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	61	1.5	1.4	109			
4.L.38 Semi-skilled workers in traditional neighbourhoods	450	11.3	2.6	429			
4.L.39 Fading owner occupied terraces	743	18.6	2.9	646			
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	13	0.3	1.7	19			
4.M.43 Families in right-to-buy estates	204	5.1	2.1	246			
4.M.44 Post-war estates, limited means	576	14.4	2.2	656			
<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	365	9.1	2.3	402			
4.N.48 Pensioners and singles in social rented flats	303	7.6	1.8	430			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	21	0.5	2.1	25			
5.O.50 Struggling younger people in mixed tenure	119	3.0	1.7	171			
5.O.51 Young people in small, low cost terraces	262	6.6	2.3	291			
<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	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	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	91	2.3	1.6	138			
<b>5.Q Difficult Circumstances</b>							
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	21	0.5	1.8	29			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,991</b>						



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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT\_Crown InnsA11 2AX (1 Mile contour)



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

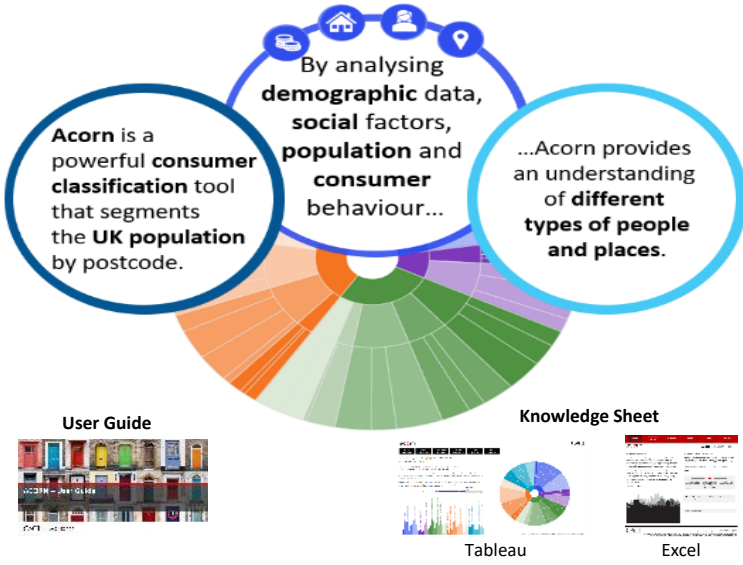
**Acorn Groups**

- 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
	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
4. Financially Stretched	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**

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
- B. Executive Wealth
- C. Mature Money

**12.0M** UK Adults

**22.8%** of UK

