

CGA LICENCED PREMISES

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Area: P04330_Crown Inn, Neath, SA11 2AX (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	42.4	81.7	52			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	74.1	28.2	263			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Monkston Cruising Club	Independent Free	Registered Club	Independent Free	SA10 6NG
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
Baglan Rugby Club	Independent Free	Registered Club	Independent Free	SA12 8LW
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: P04330_Crown Inn, Neath, SA11 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: P04330_Crown Inn, Neath, SA11 2AX (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	100	2.4	22.1	11		
2 Rising Prosperity	63	1.5	10.2	15		
3 Comfortable Communities	644	15.2	26.5	57		
4 Financially Stretched	2,866	67.6	23.7	285		
5 Urban Adversity	567	13.4	17.2	78		
6 Not Private Households	0	0.0	0.3	0		
Total households		4,240				

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK



60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

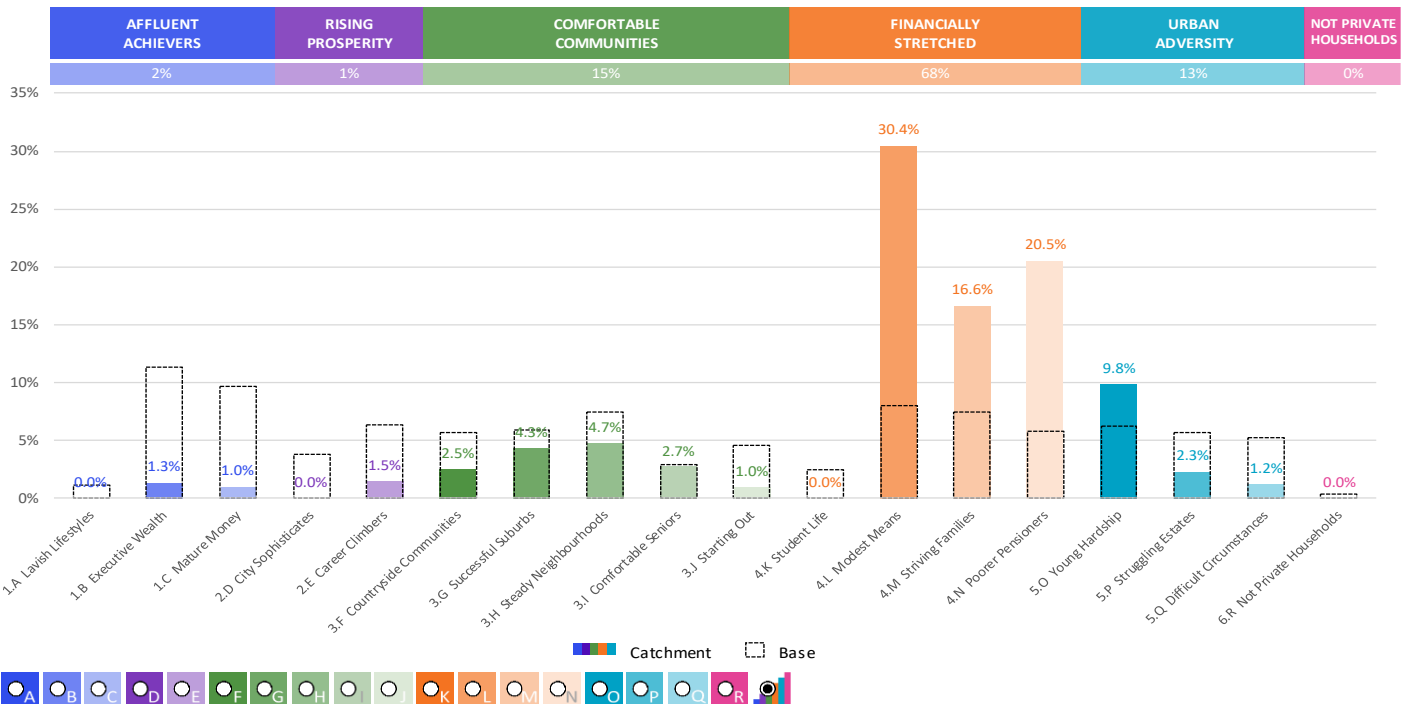
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04330_Crown Inn, Neath, SA11 2AX (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	57	1.3	11.3	12			
1.C Mature Money	43	1.0	9.6	11			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	63	1.5	6.4	23			
3. Comfortable Communities							
3.F Countryside Communities	107	2.5	5.7	44			
3.G Successful Suburbs	183	4.3	6.0	72			
3.H Steady Neighbourhoods	199	4.7	7.4	63			
3.I Comfortable Seniors	114	2.7	2.9	94			
3.J Starting Out	41	1.0	4.6	21			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,291	30.4	8.0	381			
4.M Striving Families	705	16.6	7.4	223			
4.N Poorer Pensioners	870	20.5	5.8	356			
5. Urban Adversity							
5.O Young Hardship	417	9.8	6.3	157			
5.P Struggling Estates	99	2.3	5.7	41			
5.Q Difficult Circumstances	51	1.2	5.2	23			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,240						

Acorn Group Graph



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

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Area: P04330_Crown Inn, Neath, SA11 2AX (1 Mile contour)
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Sort by: Corn Structure
 Index
 Profile %

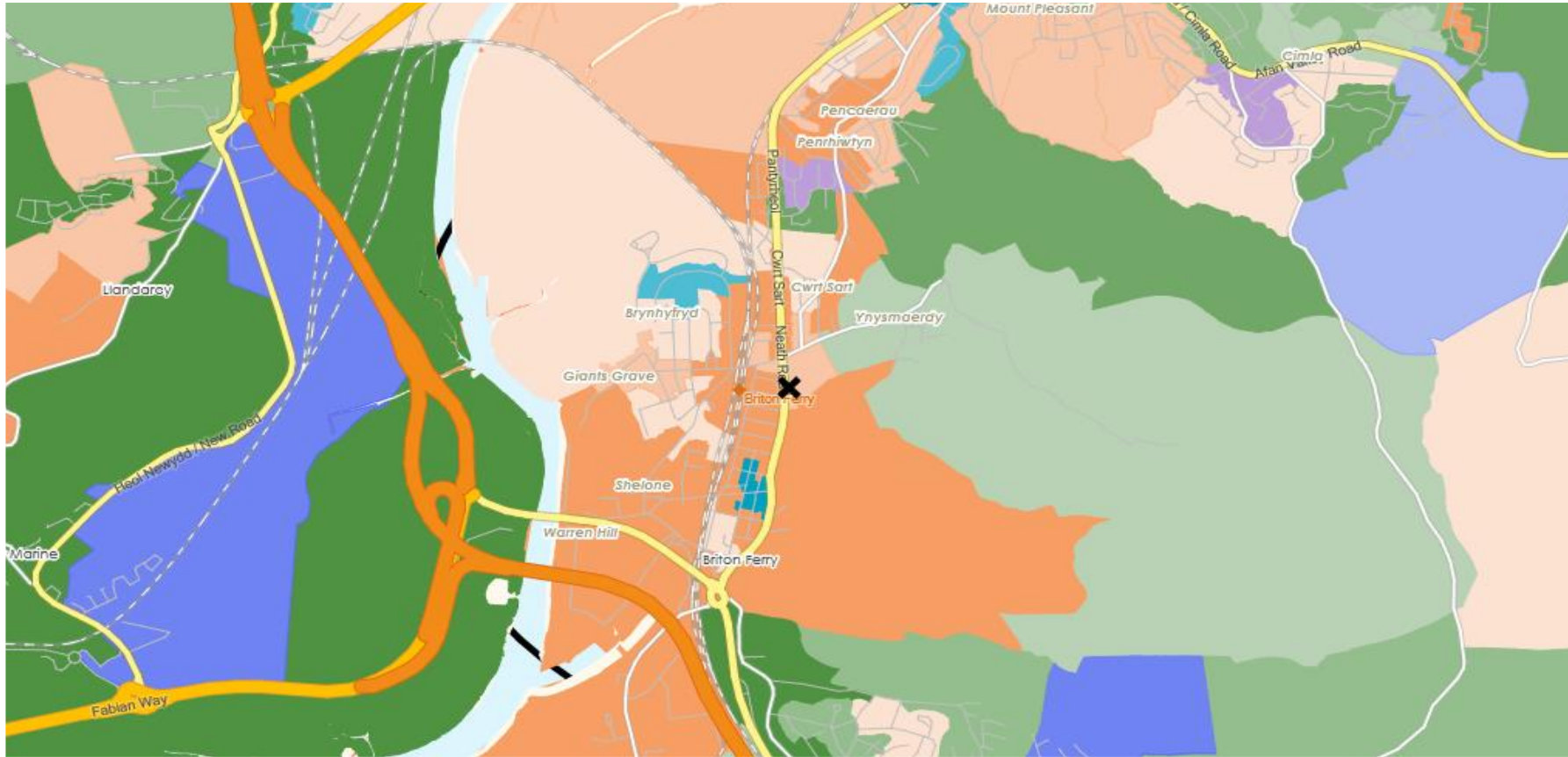
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	57	1.3	2.2	60			
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	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	43	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	63	1.5	2.0	75			
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			
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	107	2.5	3.2	79			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	183	4.3	2.7	160			
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			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	195	4.6	3.5	133			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	4	0.1	2.3	4			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	114	2.7	2.4	113			
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	41	1.0	2.4	40			
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	78	1.8	1.4	127			
4.L.38 Semi-skilled workers in traditional neighbourhoods	505	11.9	2.6	453			
4.L.39 Fading owner occupied terraces	708	16.7	2.9	572			
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	0	0.0	1.6	0			
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	193	4.6	2.0	223			
4.M.44 Post-war estates, limited means	512	12.1	2.2	555			
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	513	12.1	2.2	541			
4.N.48 Pensioners and singles in social rented flats	357	8.4	1.7	493			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	32	0.8	2.2	35			
5.O.50 Struggling younger people in mixed tenure	88	2.1	1.8	115			
5.O.51 Young people in small, low cost terraces	297	7.0	2.3	309			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	12	0.3	1.6	18			
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	87	2.1	1.6	128			
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	51	1.2	1.8	68			
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	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			
Total households	4,240						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: P04330_Crown Inn, Neath, SA11 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
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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