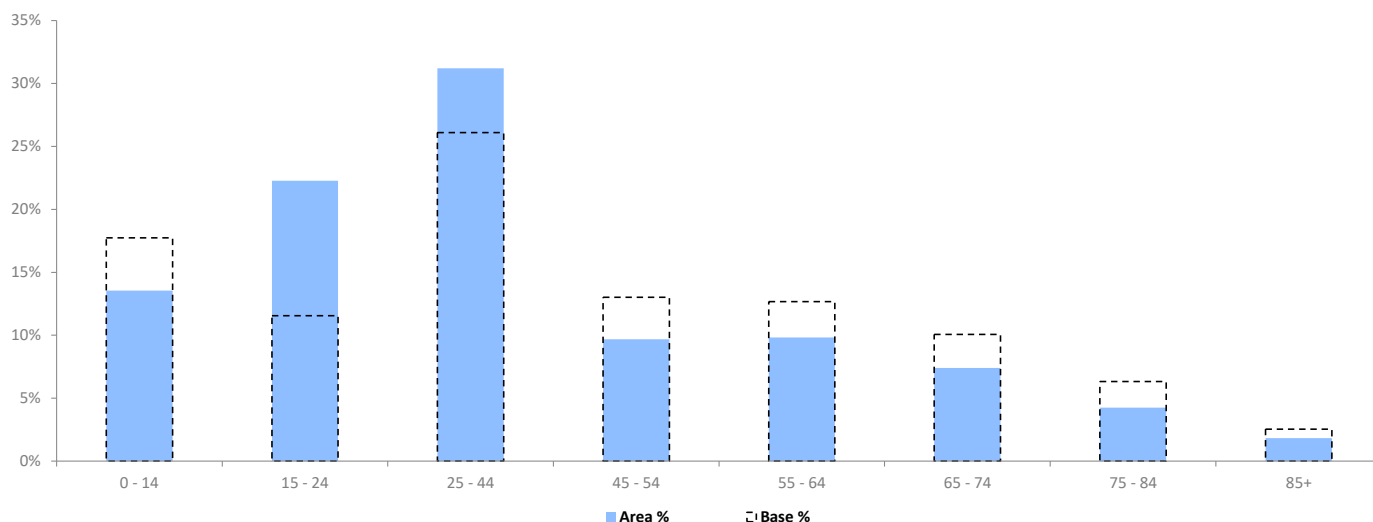


POPULATION PROJECTIONS

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Area: P00545_Farmers Arms, Swansea, SA1 6XS (1 Mile contour)
Base: Great Britain
Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,421	13.5	17.7	76			
15 - 24	8,922	22.3	11.6	193			
25 - 44	12,495	31.2	26.1	120			
45 - 54	3,874	9.7	13.0	74			
55 - 64	3,930	9.8	12.7	78			
65 - 74	2,968	7.4	10.1	74			
75 - 84	1,703	4.3	6.3	67			
85+	731	1.8	2.5	72			
Total population	40,044						



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Area: P00545_Farmers Arms, Swansea, SA1 6XS (1)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	82	204.8	85.9	238			
Proprietary Club	15	37.5	8.2	456			
Registered Club	21	52.4	30.1	174			
Restaurant	45	112.4	35.3	318			
Residential	1	2.5	3.5	71			

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
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	SA 1 1DY
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
White Swan Hotel	Independent Free	Pubs & Full On	Independent Free	SA 1 1LW
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
Villiers Arms	Independent Free	Pubs & Full On	Independent Free	SA 1 2HE
Hafod Inn	Independent Free	Pubs & Full On	Independent Free	SA 1 2HL
Smiths Arms	Independent Free	Pubs & Full On	Independent Free	SA 1 2HR
Landore Social Club	Independent Free	Registered Club	Independent Free	SA 1 2LE
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
Govindas	Independent Free	Restaurant	Independent Free	SA 1 3EN
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
Gershwin's 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
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
Underground Restaurant	Independent Free	Restaurant	Independent Free	SA 1 4AY
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
Swansea Lawn Tennis Club	Independent Free	Registered Club	Independent Free	SA 1 4HH
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 4JJ
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
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

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Area: P00545_Farmers Arms, Swansea, SA1 6XS (1)
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	82	204.8	85.9	238			
Proprietary Club	15	37.5	8.2	456			
Registered Club	21	52.4	30.1	174			
Restaurant	45	112.4	35.3	318			
Residential	1	2.5	3.5	71			

Name	Description	License Type	Owner Name	Postcode
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
St George Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA 1 5NN
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
Farmers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA 1 6XS
Swansea Dockers Social Club	Independent Free	Registered Club	Independent Free	SA 1 8BT
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 8DJ
Optimist	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SA 2 0EZ
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	Wetherspoon	SA 1 5JE
Maltsters Arms	Unknown	Pubs & Full On	Unknown	SA 5 8BA
Travellers Well	Independent Free	Pubs & Full On	Independent Free	SA 5 8LA
Gatehouse Hotel	Independent Free	Pubs & Full On	Independent Free	SA 5 8LW
Maggie Dicks	Independent Free	Pubs & Full On	Independent Free	SA 5 9LD
Commercial Inn	Unknown	Pubs & Full On	Unknown	SA 5 9LG
Plough & Harrow	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 5 9LG
Manselton Social Club	Independent Free	Registered Club	Independent Free	SA 5 9NN
Cwmfelin Steelworks Welfare Social Club	Independent Free	Registered Club	Independent Free	SA 5 9NR
Builders Arms	Marston's	Pubs & Full On	Brain	SA 1 3HT
VIP Club	Independent Free	Registered Club	Independent Free	SA 1 4EH
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
Jubbleys Restaurant	Independent Free	Restaurant	Independent Free	SA 1 4EH
South Wales Constabulary	Independent Free	Registered Club	Independent Free	SA 1 5EA
Bank Statement	Wetherspoons GB	Pubs & Full On	Wetherspoon	SA 1 1EP
Bambu Beach Bar	Creative Hospitality	Pubs & Full On	Ei Group	SA 1 1EJ
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
Bellitalia Ristorante & Caffè	Independent Free	Restaurant	Independent Free	SA 1 4AP
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
Hogarth's	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
Mecca Bingo	Rank	Proprietary Club	Rank	SA 5 8LL
Griffin	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SA 1 1DW
Club Oxygen	Independent Free	Proprietary Club	Independent Free	SA 1 4EH
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

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 Year: 2021

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Restaurant	45	112.4	35.3	318			
Residential	1	2.5	3.5	71			

Name	Description	License Type	Owner Name	Postcode
Fiction	Rekom UK	Proprietary Club	Rekom UK	SA 1 1ED
Three Sisters	Marston's	Pubs & Full On	Brain	SA 5 8NN
Porto Due	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
Waterfront	Whitbread	Pubs & Full On	Whitbread	SA 1 8PL
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
Americano Cafe Bar	Independent Free	Pubs & Full On	Independent Free	SA 1 8PP
Grape & Olive	Marston's	Restaurant	Brain	SA 1 1JW
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SA 1 8PL
National Waterfront Museum	Independent Free	Pubs & Full On	Independent Free	SA 1 3RD
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
Stardust Leisure	Independent Free	Proprietary Club	Independent Free	SA 1 3QQ
West End Fc	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
Istanbul	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
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
River House	Independent Free	Restaurant	Independent Free	SA 1 8AW
City Eat Drink Enjoy	Independent Free	Pubs & Full On	Independent Free	SA 1 8AY
Brewstone	Creative Hospitality	Pubs & Full On	Creative Hospitality	SA 2 0NP
Diablos Sa1	Independent Free	Restaurant	Independent Free	SA 1 8PP
Bay Leisure	Independent Free	Proprietary Club	Independent Free	SA 1 3ST
Five Guys	Five Guys Holdings	Restaurant	Five Guys Holdings	SA 1 1DW
Awa Grill House	Independent Free	Restaurant	Independent Free	SA 1 5AE
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
Lotus Thai	Independent Free	Restaurant	Independent Free	SA 1 8AW
Dennys Diner	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SA 1 2AS
Viswam Bar & Restaurant	Independent Free	Restaurant	Independent Free	SA 1 4DE
Bar Saint James	Independent Free	Pubs & Full On	Independent Free	SA 2 0PB
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
Positano	Independent Free	Restaurant	Independent Free	SA 1 8PL
Gi Ne Sais Quoi	Independent Free	Restaurant	Independent Free	SA 1 8PL

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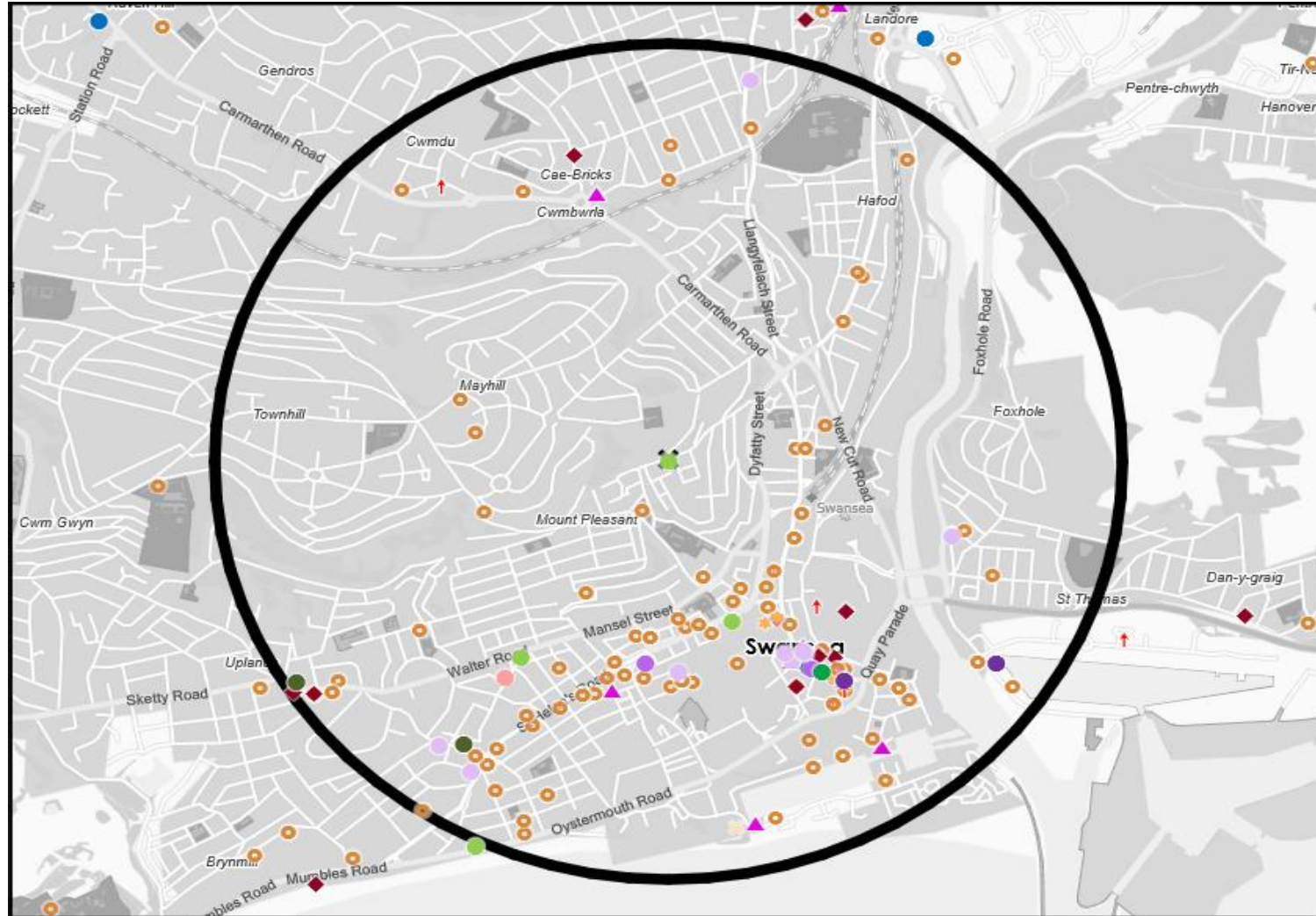
Name	Description	License Type	Owner Name	Postcode
Hayes & Beale	Independent Free	Pubs & Full On	Independent Free	SA 1 4JG
Original Bierkeller	Independent Free	Pubs & Full On	Independent Free	SA 1 1ED
Marco Pierre White Steakhouse Bar & G	Marco Pierre White Group	Restaurant	Marco Pierre White Group	SA 1 8PL
Juniper Place	Independent Free	Restaurant	Independent Free	SA 1 3LZ
Bunkers	Adventure Leisure Limited	Pubs & Full On	Adventure Leisure Limited	SA 1 1ED

MAP OF AREA

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Source: OS Open Data 2018

Area: P00545_Farmers Arms, Swansea, SA1 6XS (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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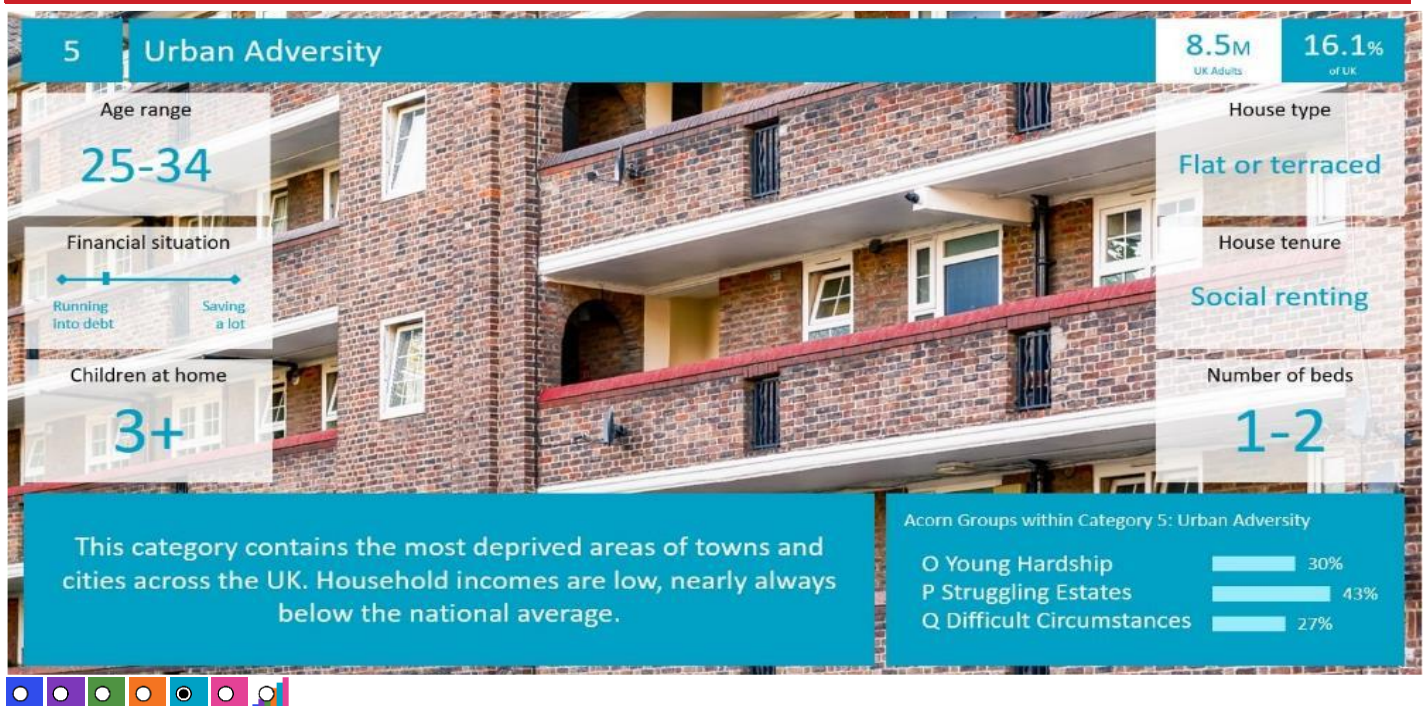
Area: P00545_Farmers Arms, Swansea, SA1 6XS (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	195	1.0	22.0	5		
	2 Rising Prosperity	1,689	8.6	10.1	85		
	3 Comfortable Communities	1,273	6.5	26.2	25		
	4 Financially Stretched	7,644	39.0	23.7	164		
	5 Urban Adversity	8,722	44.5	17.6	253		
	6 Not Private Households	85	0.4	0.3	130		
 Graph							
Total households		19,608					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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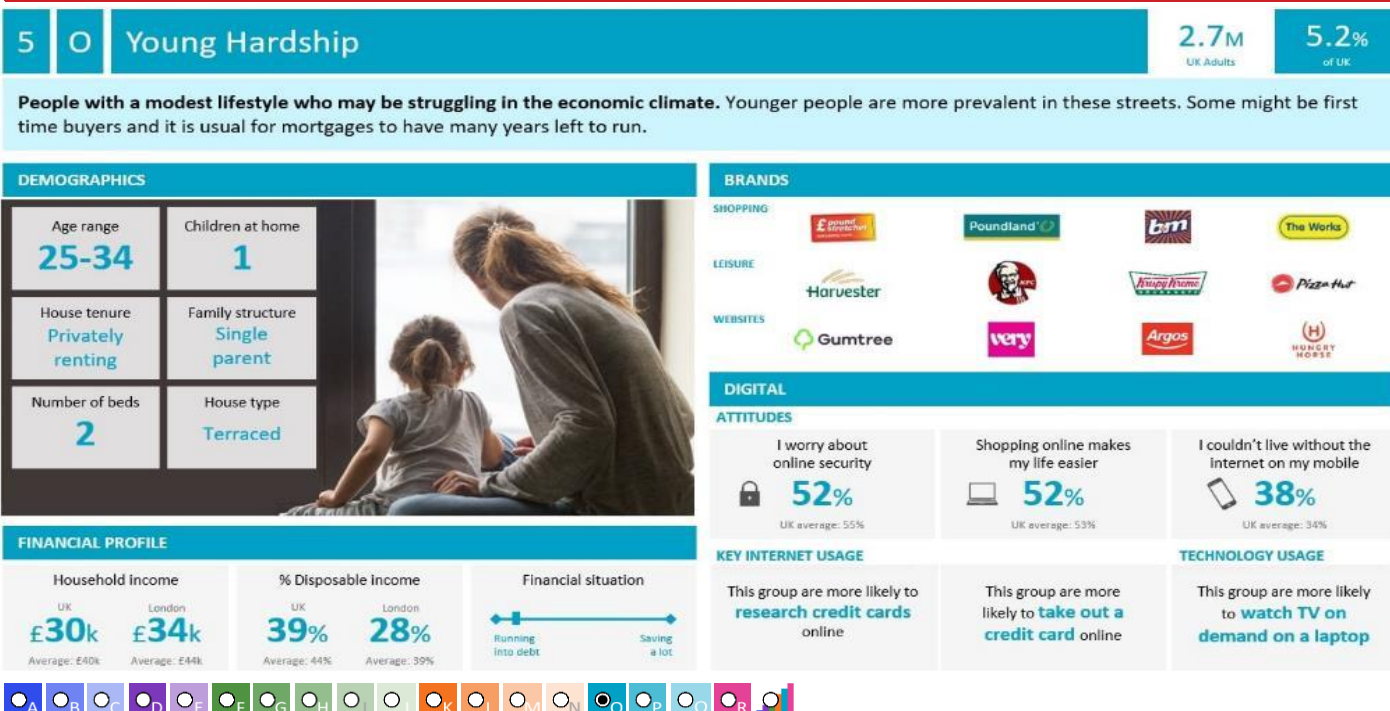
Area: P00545_Farmers Arms, Swansea, SA1 6XS (1 Mile contour)

Base: Great Britain

Year: 2021

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	31	0.2	11.2	1			
1.C Mature Money	164	0.8	9.6	9			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,689	8.6	6.2	139			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	18	0.1	5.9	2			
3.H Steady Neighbourhoods	315	1.6	7.4	22			
3.I Comfortable Seniors	135	0.7	2.9	24			
3.J Starting Out	805	4.1	4.3	94			
4. Financially Stretched							
4.K Student Life	3,054	15.6	2.4	660			
4.L Modest Means	1,999	10.2	7.9	129			
4.M Striving Families	1,208	6.2	7.5	82			
4.N Poorer Pensioners	1,383	7.1	5.9	119			
5. Urban Adversity							
5.O Young Hardship	4,517	23.0	6.1	375			
5.P Struggling Estates	1,029	5.2	6.1	86			
5.Q Difficult Circumstances	3,176	16.2	5.3	303			
6. Not Private Households							
6.R Not Private Households	85	0.4	0.3	130			
Total households	19,608						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00545_Farmers Arms, Swansea, SA1 6XS (1 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn 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	0.2	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	2.4	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	21	0.1	0.9	13			
	1.B.8 Prosperous suburban families	10	0.1	1.5	3			
	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	3.0	0			
	1.C.11 Settled suburbia, older people	69	0.4	2.9	12			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	95	0.5	1.3	37			
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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	1,689	8.6	3.3	263			
	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	1.1	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	2.6	3			
	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	293	1.5	3.4	43			
	3.H.28 Owner occupied terraces, average income	22	0.1	1.6	7			
	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	135	0.7	0.5	140			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	785	4.0	2.1	191			
	3.J.33 Smaller houses and starter homes	20	0.1	2.3	5			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	835	4.3	0.4	1,167			
	4.K.35 Term-time terraces	1,101	5.6	0.3	2,171			
	4.K.36 Educated young people in flats and tenements	1,118	5.7	1.7	328			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	70	0.4	1.4	25			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	129	0.7	2.6	25			
	4.L.39 Fading owner occupied terraces	1,681	8.6	2.9	298			
	4.L.40 High occupancy terraces, culturally diverse family areas	119	0.6	1.0	61			
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	1.7	0			
	4.M.43 Families in right-to-buy estates	270	1.4	2.1	66			
	4.M.44 Post-war estates, limited means	938	4.8	2.2	217			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	18	0.1	0.8	12			
	4.N.46 Elderly people in social rented flats	383	2.0	1.1	180			
	4.N.47 Low income older people in smaller semis	330	1.7	2.3	74			
	4.N.48 Pensioners and singles in social rented flats	652	3.3	1.8	188			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	495	2.5	2.1	118			
	5.O.50 Struggling younger people in mixed tenure	678	3.5	1.7	198			
	5.O.51 Young people in small, low cost terraces	3,344	17.1	2.3	757			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	788	4.0	1.6	247			
	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	241	1.2	1.6	75			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	46	0.2	1.5	15			
	5.Q.58 Singles and young families, some receiving benefits	1,478	7.5	1.8	421			
	5.Q.59 Deprived areas and high-rise flats	1,652	8.4	2.0	414			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	82	0.4	0.1	719			
	6.R.61 Inactive communal population	3	0.0	0.3	6			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		19,608						

CATEGORY

GROUP

TYPE

MAP

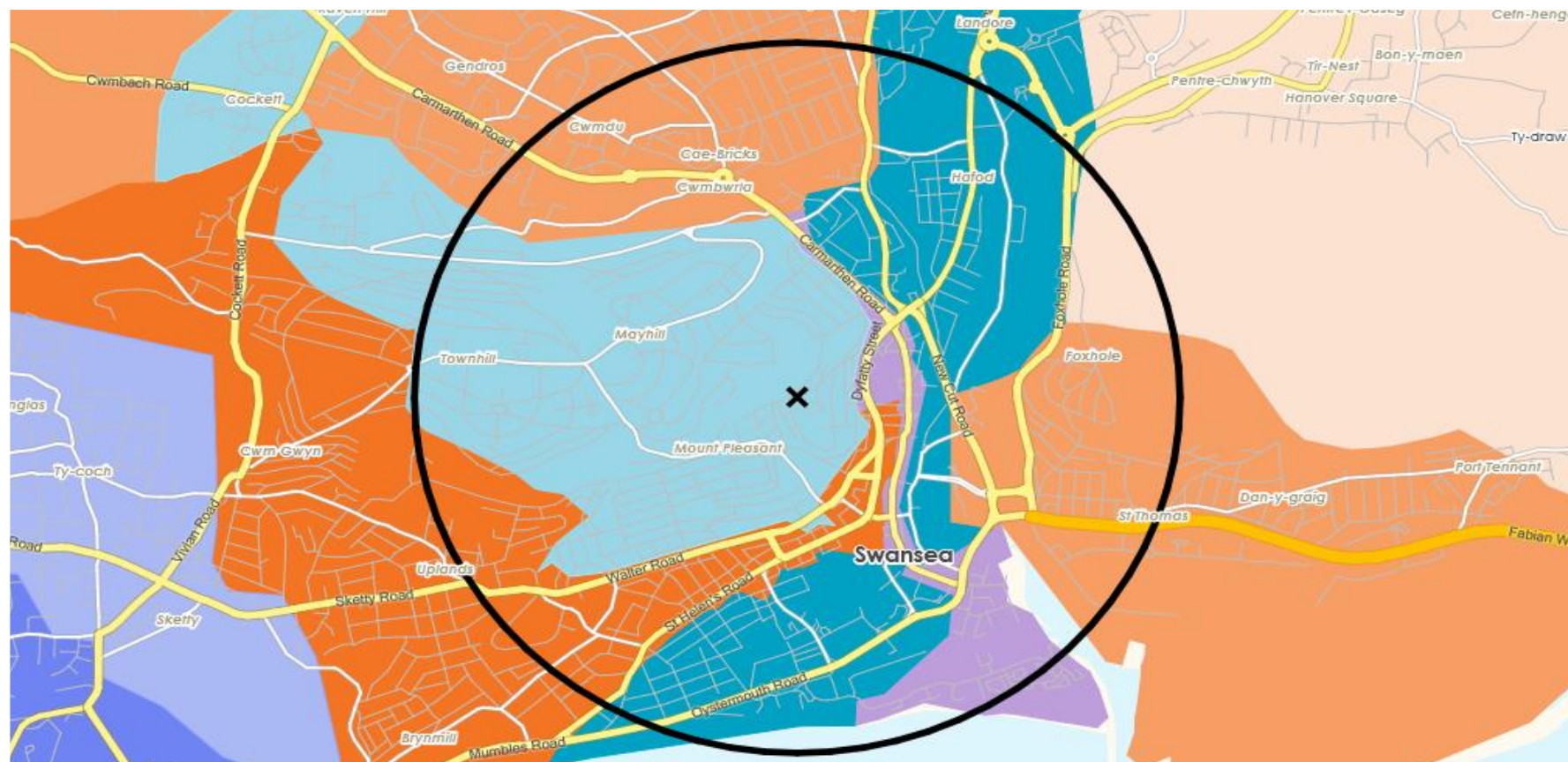
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00545_Farmers Arms, Swansea, SA1 6XS (1 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

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

12.0M 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+

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

