

# CGA LICENCED PREMISES

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Area: P04542\_Prince of Wales, Bridgend, CF35 5HI  
 Base: Great Britain  
 Year: 2023

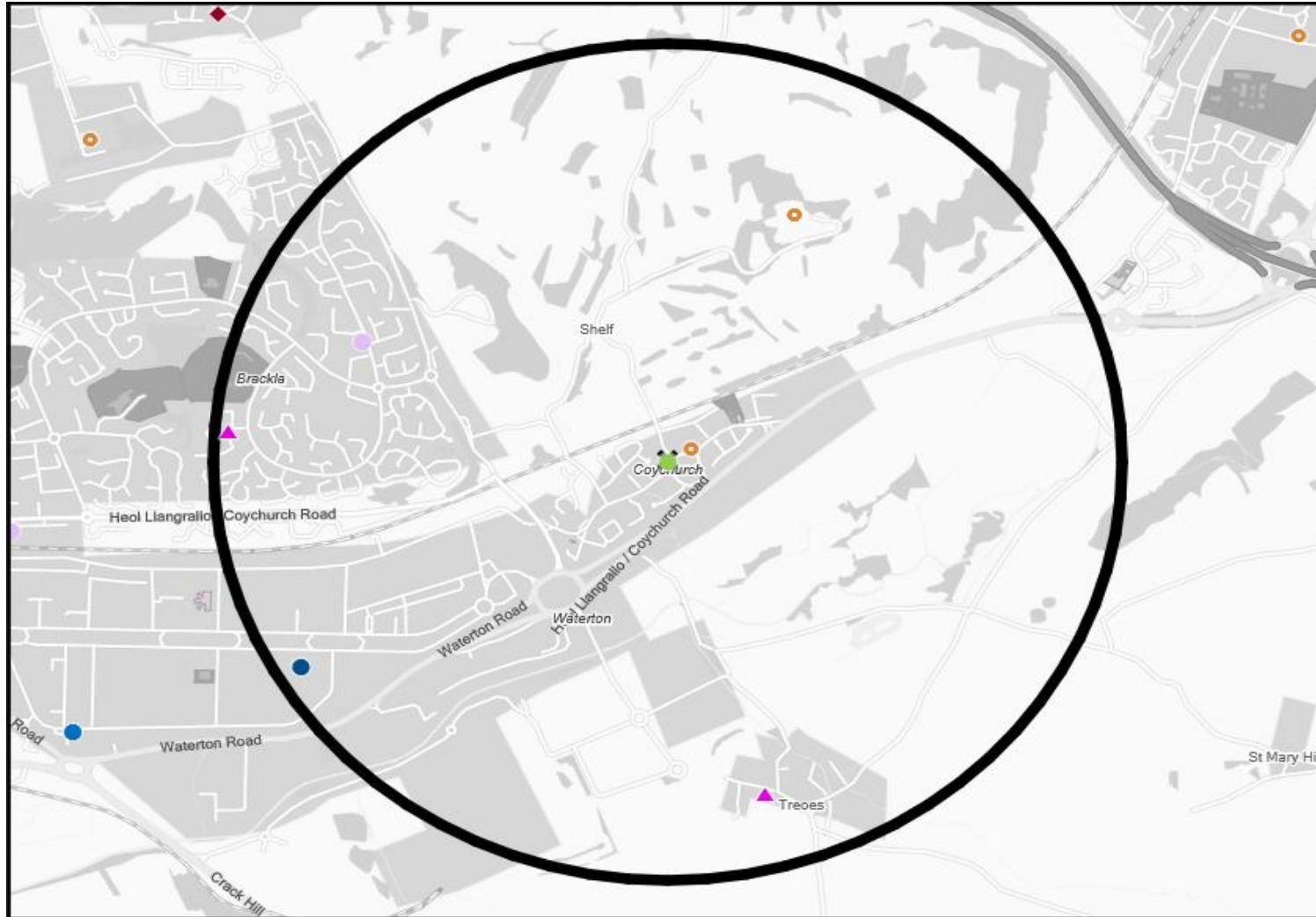
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	99.9	81.7	<b>122</b>			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	14.3	28.2	51			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Two Brewers	Marston's	Pubs & Full On	Brain	CF31 2AR
Cherry Laurel	Marston's	Pubs & Full On	Marston's	CF31 3RY
Coed Y Mwstwr Hotel	Independent Free	Pubs & Full On	Independent Free	CF35 6AF
Star Inn	Marston's	Pubs & Full On	Brain	CF35 5DL
Prince Of Wales	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CF35 5HD
White Horse	Independent Free	Pubs & Full On	Independent Free	CF35 5HF
Hunters Lodge	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CF31 2JT
Coed-Y-Mwstwr Golf Club	Independent Free	Registered Club	Independent Free	CF35 6AF

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04542\_Prince of Wales, Bridgend, CF35 5HD (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:** P04542\_Prince of Wales, Bridgend, CF35 5HD (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	880	29.3	22.1	133		
 2 Rising Prosperity	140	4.7	10.2	46		
 3 Comfortable Communities	1,299	43.3	26.5	163		
 4 Financially Stretched	532	17.7	23.7	75		
 5 Urban Adversity	146	4.9	17.2	28		
 6 Not Private Households	4	0.1	0.3	39		
 Graph						
<b>Total households</b>	<b>3,001</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% 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

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04542\_Prince of Wales, Bridgend, CF35 5HD (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	610	20.3	11.3	179			
1.C Mature Money	270	9.0	9.6	93			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	140	4.7	6.4	73			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	58	1.9	5.7	34			
3.G Successful Suburbs	131	4.4	6.0	73			
3.H Steady Neighbourhoods	359	12.0	7.4	161			
3.I Comfortable Seniors	112	3.7	2.9	131			
3.J Starting Out	639	21.3	4.6	468			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	483	16.1	8.0	202			
4.M Striving Families	49	1.6	7.4	22			
4.N Poorer Pensioners	0	0.0	5.8	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	146	4.9	6.3	78			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	4	0.1	0.3	39			
<b>Total households</b>	<b>3,001</b>						

Acorn Group Pen Portrait

**4 K Student Life**      1.6M UK Adults      3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

**CORE DEMOGRAPHICS**

- Age range: **18-24**
- Children at home: **0**
- House tenure: **Privately renting**
- Family structure: **Single**
- Number of beds: **4+**
- House type: **Flat or maisonette**

**BRANDS**

SHOPPING: CB&J, flying tiger, H&M, KIKO

LEISURE: Ed's, TORTILLA, McDonald's, Y&Y SUSHI

WEBSITES: COSOS, Spotify, JUST EAT, BuzzFeed

**DIGITAL ATTITUDES**

- I worry about online security: **58%** (UK average: 48%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **44%** (UK average: 28%)

**FINANCIAL PROFILE**

- Household income: UK **£33k**, London **£36k** (Averages: £10k, £16k)
- % Disposable income: UK **26%**, London **16%** (Averages: 43%, 29%)
- Financial situation: **Running into debt** to **Saving a lot**

**TOP BEHAVIOURS**

- Love to buy new gadgets and appliances
- Research beauty online
- Social media: Snapchat, YouTube and TikTok



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

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Area: P04542\_Prince of Wales, Bridgend, CF35 5HD (1 Mile contour)  
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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	236	7.9	2.6	298			
1.B.5 Wealthy countryside commuters	86	2.9	2.5	116			
1.B.6 Financially comfortable families	287	9.6	2.2	430			
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	1	0.0	1.6	2			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	49	1.6	3.1	53			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	195	6.5	2.5	264			
1.C.13 Upmarket downsizers	26	0.9	1.3	67			
<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	27	0.9	2.0	46			
2.E.19 First time buyers in small, modern homes	113	3.8	3.4	111			
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	58	1.9	3.2	60			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	131	4.4	2.7	162			
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	66	2.2	3.5	63			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	293	9.8	2.3	417			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	112	3.7	2.4	157			
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	2.2	0			
3.J.33 Smaller houses and starter homes	639	21.3	2.4	887			
<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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	230	7.7	2.6	292			
4.L.39 Fading owner occupied terraces	253	8.4	2.9	289			
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	49	1.6	1.6	100			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<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	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	146	4.9	1.8	270			
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	0	0.0	1.6	0			
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	0	0.0	1.6	0			
<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	0	0.0	1.8	0			
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	4	0.1	0.3	47			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,001</b>						



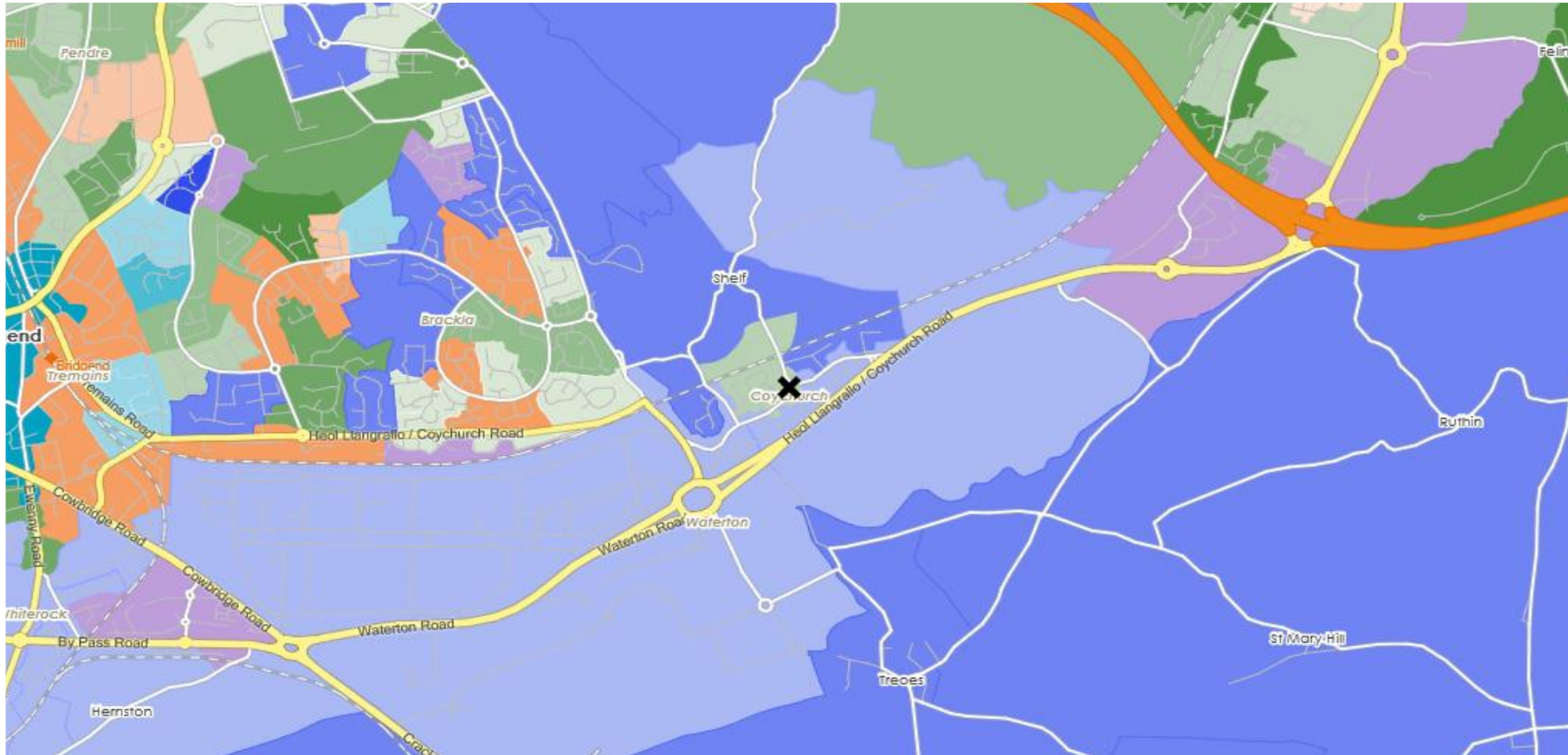
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04542\_Prince of Wales, Bridgend, CF35 5HD (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
4. Financially Stretched	O. Young Hardship	49-51
	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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.





# MAP OF AREA

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