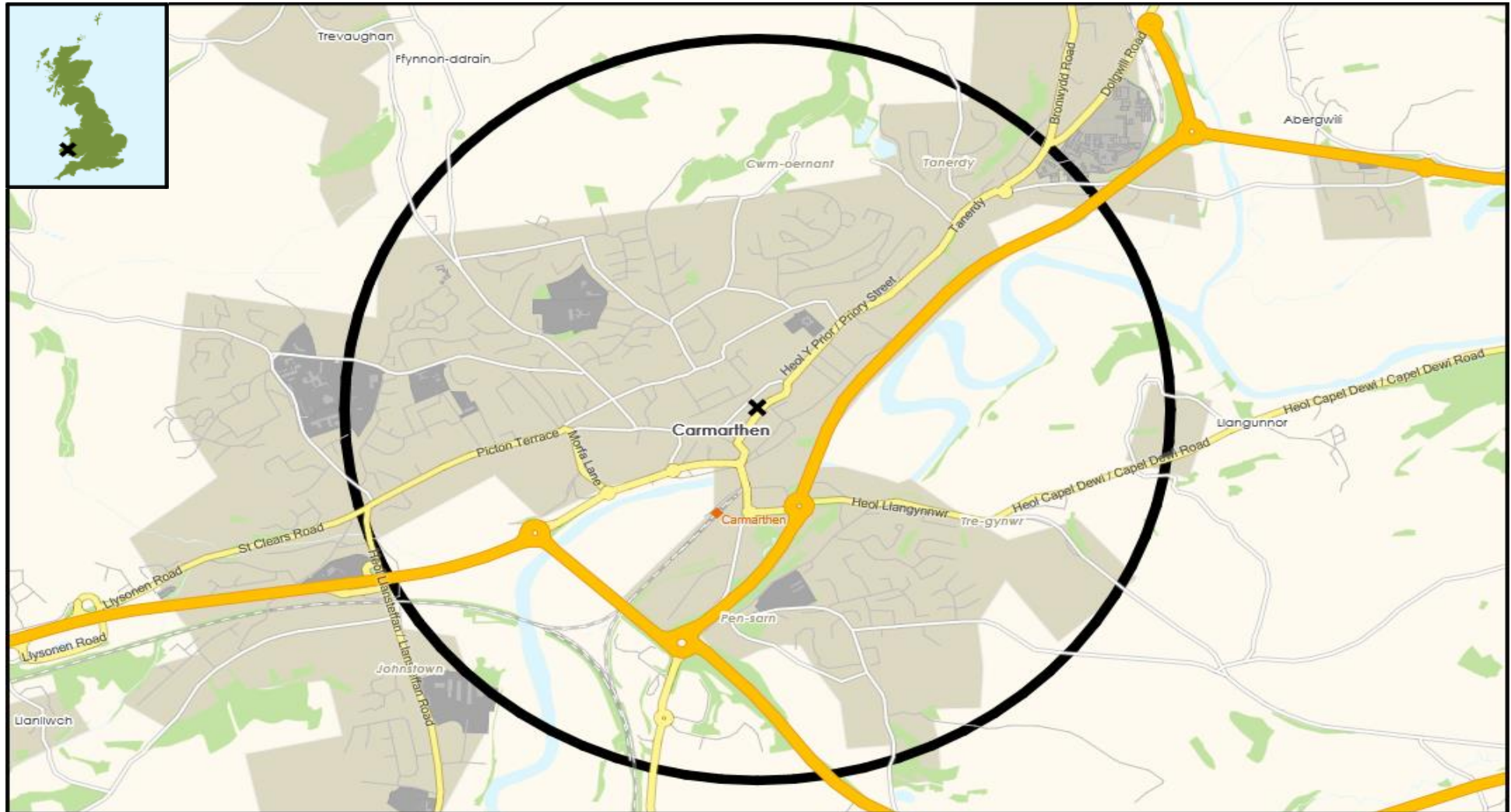


MAP OF AREA

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Source: OS Open Data 2018

Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

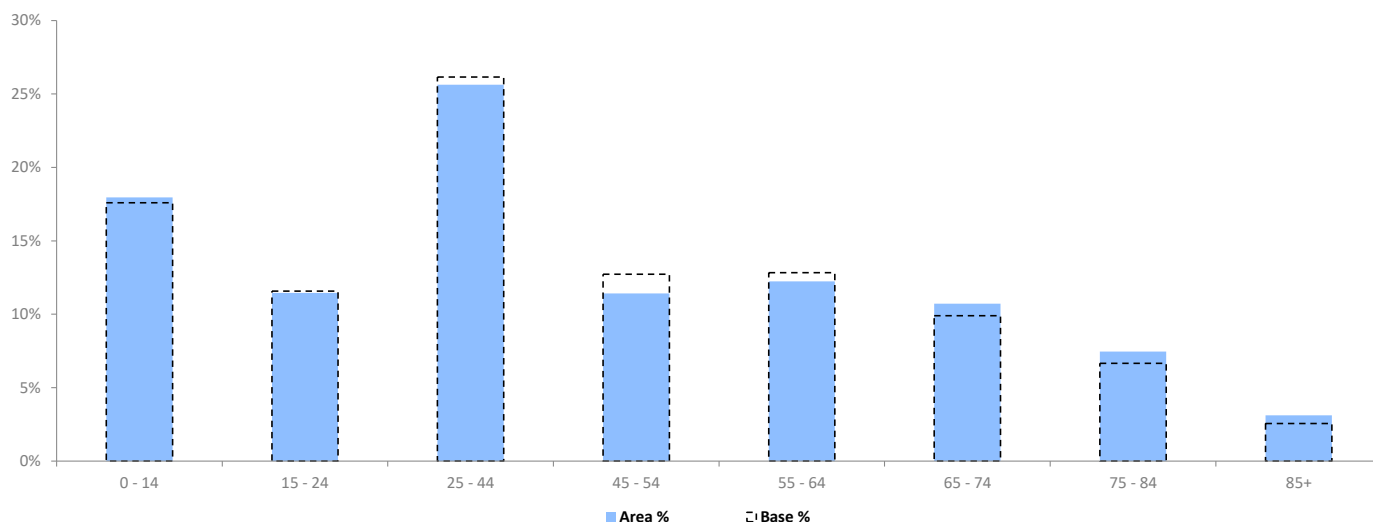


POPULATION PROJECTIONS

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Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)
Base: Great Britain
Year: 2022

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|-------------------------|---------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14 | 2,127 | 18.0 | 17.6 | 102 | | | |
| 15 - 24 | 1,357 | 11.5 | 11.6 | 99 | | | |
| 25 - 44 | 3,036 | 25.6 | 26.2 | 98 | | | |
| 45 - 54 | 1,352 | 11.4 | 12.7 | 90 | | | |
| 55 - 64 | 1,449 | 12.2 | 12.8 | 95 | | | |
| 65 - 74 | 1,270 | 10.7 | 9.9 | 108 | | | |
| 75 - 84 | 883 | 7.5 | 6.7 | 112 | | | |
| 85+ | 370 | 3.1 | 2.6 | 122 | | | |
| Total population | 11,844 | | | | | | |



EXPENDITURE

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Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

| | Area Spend | Area spend per hhs | Base spend per hhs | Index av=100 | 0 | 100 | 200 |
|---|-------------------|-----------------------|-----------------------|-----------------|---|-----|-----|
| COICOP Categories | | | | | | | |
| 1. Food & non-alcoholic beverages | £342,719 | £61.56 | £73.74 | 83 | | | |
| 2. Alcoholic beverages, tobacco and narcotics | £137,254 | £24.66 | £27.43 | 90 | | | |
| 3. Clothing & Footwear | £182,875 | £32.85 | £41.92 | 78 | | | |
| 4. Housing, water, electricity, gas and other fuels | £341,675 | £61.38 | £92.23 | 67 | | | |
| 5. Furnishings, equipment and routine maintenance | £186,313 | £33.47 | £39.49 | 85 | | | |
| 6. Health | £61,201 | £10.99 | £16.97 | 65 | | | |
| 7. Transport | £479,693 | £86.17 | £115.30 | 75 | | | |
| 8. Communication | £67,633 | £12.15 | £14.64 | 83 | | | |
| 9. Recreation & Culture | £457,720 | £82.22 | £100.48 | 82 | | | |
| 10. Education | £61,310 | £11.01 | £22.34 | 49 | | | |
| 11. Restaurants & Hotels | £326,848 | £58.71 | £82.30 | 71 | | | |
| 12. Miscellaneous goods and services | £467,998 | £84.07 | £104.94 | 80 | | | |
| Total Expenditure | £3,113,241 | £559.23 | £731.77 | 76 | | | |

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.

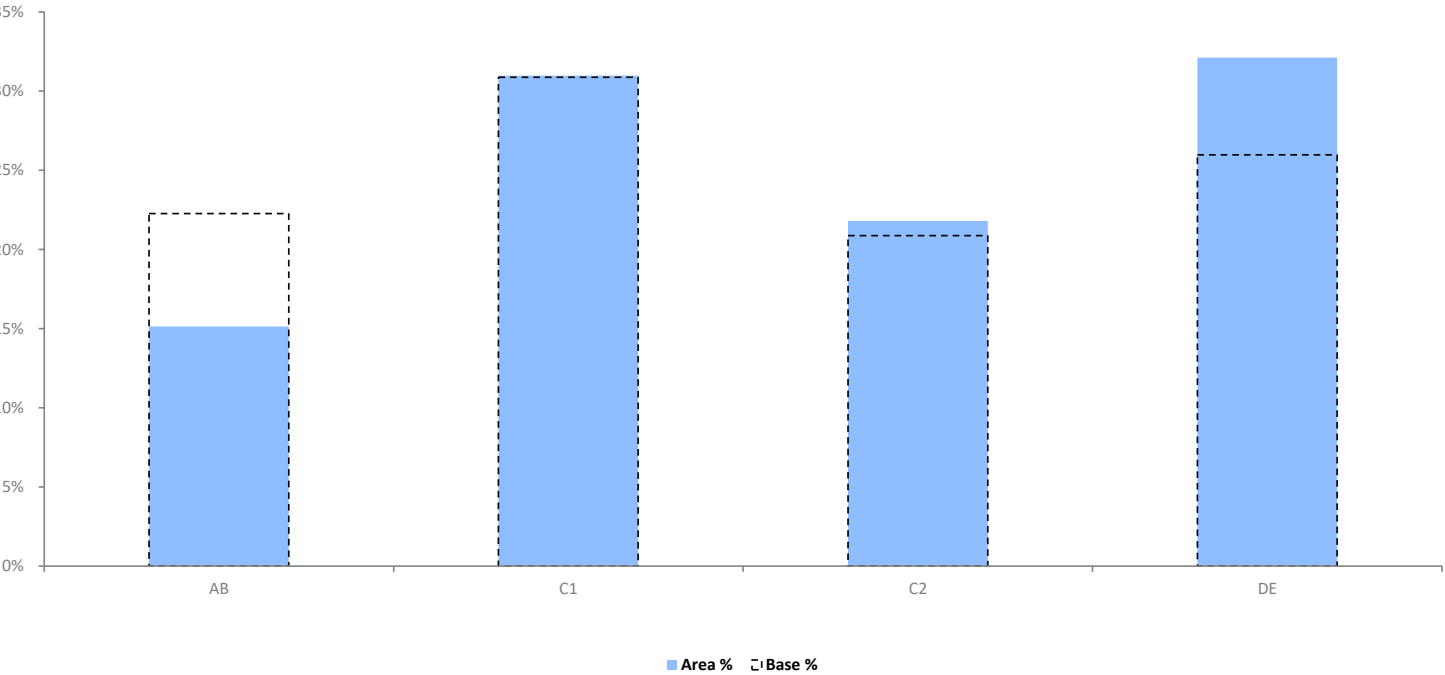
UP TO DATE DEMOGRAPHICS

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| | |
|-------|--|
| Area: | P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour) |
| Base: | Great Britain |
| Year: | 2022 |

SOCIAL GRADE

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|---|--------------|--------|--------|-----------------|---|-----|-----|
| AB: Higher or intermediate managerial/admin/professional | 846 | 15.1 | 22.3 | 68 | | | |
| C1: Supervisory, clerical, jr managerial/admin/professional | 1,731 | 31.0 | 30.9 | 100 | | | |
| C2: Skilled manual workers | 1,218 | 21.8 | 20.9 | 104 | | | |
| DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers | 1,795 | 32.1 | 26.0 | 124 | | | |
| Total household reference persons aged 16 to 64 | 5,590 | | | | | | |



CGA LICENCED PREMISES

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Area: P04572_ Stag & Pheasant, Carmarthenshire,
Base: Great Britain
Year: 2022

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|------------|---|-----|-----|
| Pubs & Full On | 26 | 219.5 | 82.8 | 265 | | | |
| Proprietary Club | 1 | 8.4 | 7.5 | 113 | | | |
| Registered Club | 4 | 33.8 | 28.7 | 118 | | | |
| Restaurant | 4 | 33.8 | 32.5 | 104 | | | |
| Residential | 2 | 16.9 | 2.8 | 608 | | | |

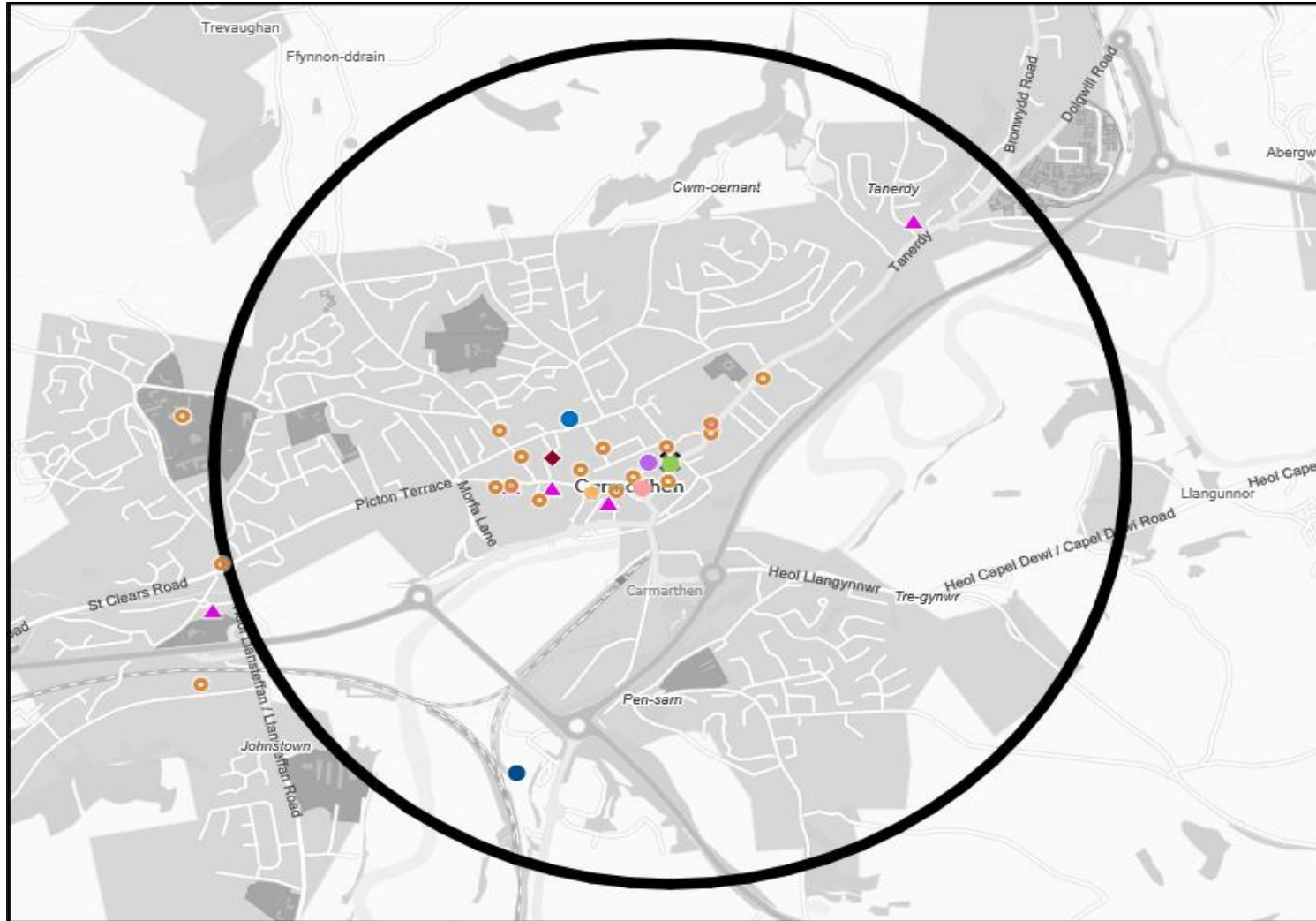
| Name | Description | License Type | Owner Name | Postcode |
|----------------------------------|----------------------------|------------------|----------------------------|----------|
| New Curiosity | Independent Free | Restaurant | Independent Free | SA31 1BH |
| Spillman Hotel | Independent Free | Residential | Independent Free | SA31 1LQ |
| Ivy Bush Royal Hotel | Independent Free | Pubs & Full On | Independent Free | SA31 1LG |
| Stag & Pheasant | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | SA31 1LQ |
| Castle Hotel | Felinfoel | Pubs & Full On | Felinfoel | SA31 1LR |
| Old Priory Guest House | Independent Free | Residential | Independent Free | SA31 1NE |
| Gremlin Club | Independent Free | Pubs & Full On | Independent Free | SA31 1PR |
| Mansel Arms | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | SA31 1QX |
| Dog & Piano | Independent Free | Pubs & Full On | Independent Free | SA31 1PY |
| Coracle Tavern | Independent Free | Pubs & Full On | Independent Free | SA31 1QG |
| New Stags Head | Independent Free | Pubs & Full On | Independent Free | SA31 1QL |
| Dairies Sports & Social Club | Independent Free | Registered Club | Independent Free | SA31 1RG |
| Plume Of Feathers | Marston's | Pubs & Full On | Brain | SA31 1TN |
| Rose & Crown | Tomos Watkin & Son | Pubs & Full On | Tomos Watkin & Son | SA31 3AE |
| Boars Head Hotel | Felinfoel | Pubs & Full On | Felinfoel | SA31 3AE |
| Park Hotel | Independent Free | Pubs & Full On | Independent Free | SA31 3AP |
| Golden Lion | Felinfoel | Pubs & Full On | Felinfoel | SA31 3AP |
| Drovers Arms | Felinfoel | Pubs & Full On | Felinfoel | SA31 3AP |
| Falcon Hotel | Independent Free | Pubs & Full On | Independent Free | SA31 3AP |
| Queensway Restaurant | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | SA31 1JR |
| Athletic Rugby Club | Independent Free | Registered Club | Independent Free | SA31 3AN |
| Tafarn Tanerdy | Marston's | Pubs & Full On | Brain | SA31 2EZ |
| Cwrw | Independent Free | Pubs & Full On | Independent Free | SA31 1BS |
| Fortune House | Independent Free | Restaurant | Independent Free | SA31 1LS |
| Bro-Myrddinindoor Bowling Centre | Independent Free | Proprietary Club | Independent Free | SA31 3BG |
| Yr Hen Dderwen | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | SA31 1BH |
| St Peters Civic Hall | Independent Free | Registered Club | Independent Free | SA31 1PG |
| Lyric Theatre | Independent Free | Pubs & Full On | Independent Free | SA31 1BH |
| Pizza Express | Hony Capital | Restaurant | Hony Capital | SA31 1GA |
| Frankie & Bennys | Restaurant Group | Restaurant | Restaurant Group | SA31 1GA |
| Vue | Omers Private Equity | Pubs & Full On | Omers Private Equity | SA31 1GA |
| Toby Carvery | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | SA31 1GA |
| Harvester St Catherine's Walk | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | SA31 1GA |
| Carmarthen Town Afc | Independent Free | Registered Club | Independent Free | SA31 1LR |
| Vine | Independent Free | Pubs & Full On | Independent Free | SA31 1BD |
| Caraway | Marston's | Pubs & Full On | Marston's | SA31 2NG |
| Cofio Lounge | Loungers | Pubs & Full On | Loungers | SA31 1PR |

MAP OF AREA

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Source: OS Open Data 2018

Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (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: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain

Year: 2022

| Acorn Category Description | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|-------|---|-----|-----|
| 1 Affluent Achievers | 860 | 15.4 | 22.0 | 70 | | | |
| 2 Rising Prosperity | 39 | 0.7 | 10.3 | 7 | | | |
| 3 Comfortable Communities | 1,203 | 21.5 | 26.3 | 82 | | | |
| 4 Financially Stretched | 2,715 | 48.6 | 23.7 | 205 | | | |
| 5 Urban Adversity | 772 | 13.8 | 17.4 | 79 | | | |
| 6 Not Private Households | 1 | 0.0 | 0.3 | 5 | | | |

Graph

Total households 5,590

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain

Year: 2022

| 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 | 304 | 5.4 | 11.2 | 48 | | | |
| 1.C Mature Money | 556 | 9.9 | 9.6 | 103 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 39 | 0.7 | 6.3 | 11 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 497 | 8.9 | 5.7 | 155 | | | |
| 3.G Successful Suburbs | 236 | 4.2 | 5.9 | 72 | | | |
| 3.H Steady Neighbourhoods | 262 | 4.7 | 7.4 | 64 | | | |
| 3.I Comfortable Seniors | 114 | 2.0 | 2.9 | 71 | | | |
| 3.J Starting Out | 94 | 1.7 | 4.4 | 38 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 1,292 | 23.1 | 7.9 | 291 | | | |
| 4.M Striving Families | 559 | 10.0 | 7.5 | 134 | | | |
| 4.N Poorer Pensioners | 864 | 15.5 | 5.8 | 265 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 656 | 11.7 | 6.2 | 189 | | | |
| 5.P Struggling Estates | 89 | 1.6 | 5.9 | 27 | | | |
| 5.Q Difficult Circumstances | 27 | 0.5 | 5.3 | 9 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 1 | 0.0 | 0.3 | 5 | | | |
| Total households | 5,590 | | | | | | |

Acorn Group Pen Portrait

4 L Modest Means

4.1M
UK Adults7.7%
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.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain

Year: 2022

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 | 173 | 3.1 | 2.6 | 118 | | | |
| | 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| | 1.B.6 Financially comfortable families | 131 | 2.3 | 2.2 | 107 | | | |
| | 1.B.7 Affluent professionals | 0 | 0.0 | 0.8 | 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 | 19 | 0.3 | 3.0 | 11 | | | |
| | 1.C.11 Settled suburbia, older people | 135 | 2.4 | 2.8 | 85 | | | |
| | 1.C.12 Retired and empty nesters | 390 | 7.0 | 2.5 | 283 | | | |
| | 1.C.13 Upmarket downsizers | 12 | 0.2 | 1.3 | 17 | | | |
| 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 | 39 | 0.7 | 1.9 | 36 | | | |
| | 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 | | | |
| 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 | 124 | 2.2 | 1.0 | 215 | | | |
| | 3.F.23 Owner occupiers in small towns and villages | 373 | 6.7 | 3.2 | 209 | | | |
| 3.G Successful Suburbs | | | | | | | | |
| | 3.G.24 Comfortably-off families in modern housing | 204 | 3.6 | 2.7 | 137 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 32 | 0.6 | 2.4 | 24 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 191 | 3.4 | 3.4 | 99 | | | |
| | 3.H.28 Owner occupied terraces, average income | 1 | 0.0 | 1.6 | 1 | | | |
| | 3.H.29 Established suburbs, older families | 70 | 1.3 | 2.3 | 54 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 54 | 1.0 | 2.4 | 41 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 60 | 1.1 | 0.5 | 222 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 0 | 0.0 | 2.1 | 0 | | | |
| | 3.J.33 Smaller houses and starter homes | 94 | 1.7 | 2.3 | 73 | | | |
| 4. Financially Stretched | | | | | | | | |
| 4.K Student Life | | | | | | | | |
| | 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 | 1.9 | 0 | | | |
| 4.L Modest Means | | | | | | | | |
| | 4.L.37 Low cost flats in suburban areas | 103 | 1.8 | 1.4 | 129 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 671 | 12.0 | 2.6 | 457 | | | |
| | 4.L.39 Fading owner occupied terraces | 518 | 9.3 | 2.9 | 320 | | | |
| | 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 | 109 | 1.9 | 1.6 | 123 | | | |
| | 4.M.42 Struggling young families in post-war terraces | 37 | 0.7 | 1.6 | 40 | | | |
| | 4.M.43 Families in right-to-buy estates | 135 | 2.4 | 2.1 | 118 | | | |
| | 4.M.44 Post-war estates, limited means | 278 | 5.0 | 2.2 | 227 | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| | 4.N.45 Pensioners in social housing, semis and terraces | 70 | 1.3 | 0.8 | 160 | | | |
| | 4.N.46 Elderly people in social rented flats | 92 | 1.6 | 1.1 | 155 | | | |
| | 4.N.47 Low income older people in smaller semis | 366 | 6.5 | 2.3 | 290 | | | |
| | 4.N.48 Pensioners and singles in social rented flats | 336 | 6.0 | 1.7 | 348 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 280 | 5.0 | 2.2 | 231 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 197 | 3.5 | 1.8 | 199 | | | |
| | 5.O.51 Young people in small, low cost terraces | 179 | 3.2 | 2.3 | 141 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 89 | 1.6 | 1.6 | 101 | | | |
| | 5.P.53 Low income terraces | 0 | 0.0 | 0.8 | 0 | | | |
| | 5.P.54 Multi-ethnic, purpose-built estates | 0 | 0.0 | 1.1 | 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 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 | 27 | 0.5 | 1.8 | 27 | | | |
| | 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 | 1 | 0.0 | 0.3 | 7 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 5,590 | | | | | | |

CATEGORY

GROUP

TYPE

MAP

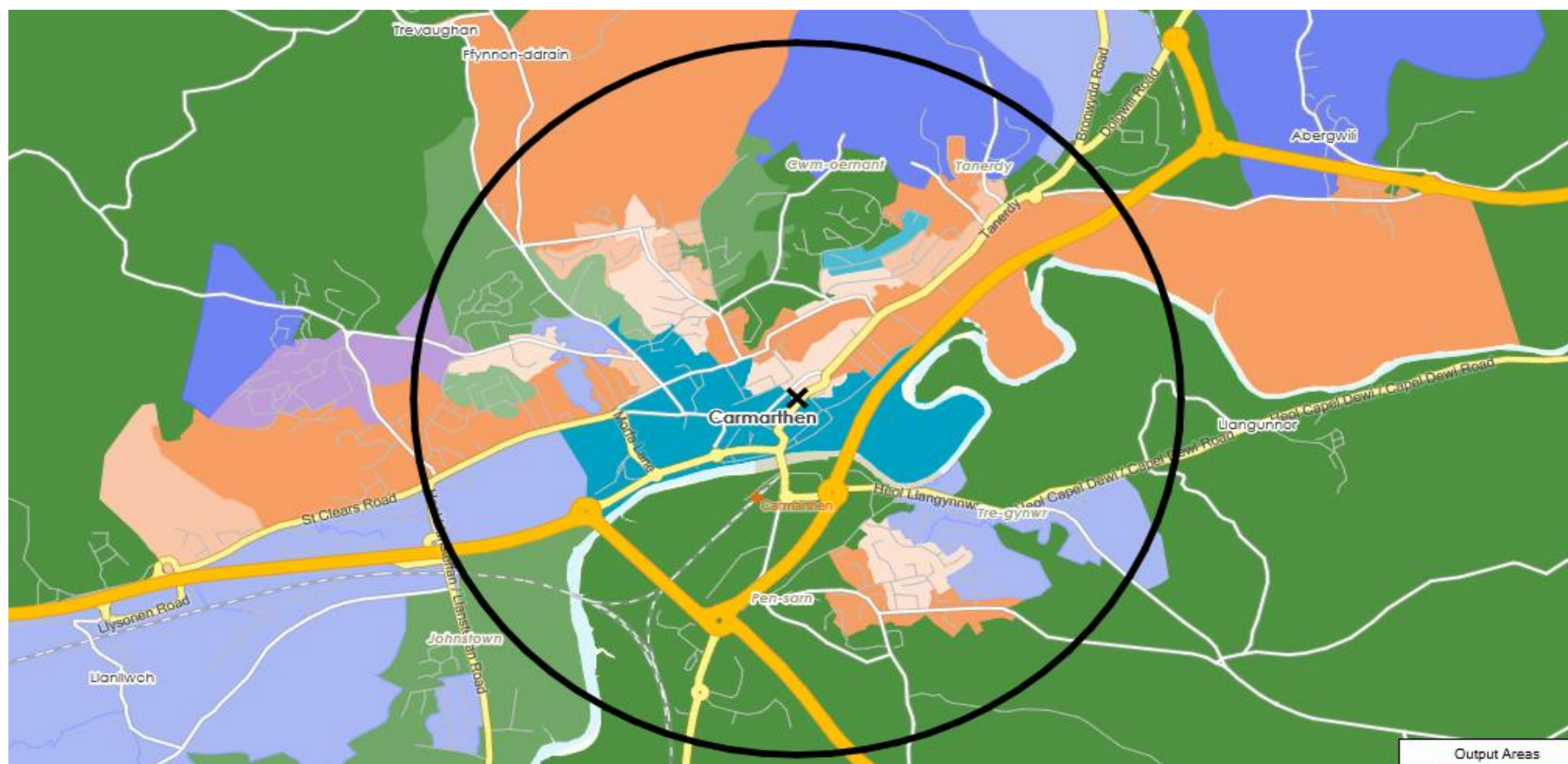
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04572_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

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Source: OS Open Data 2018



CATEGORY

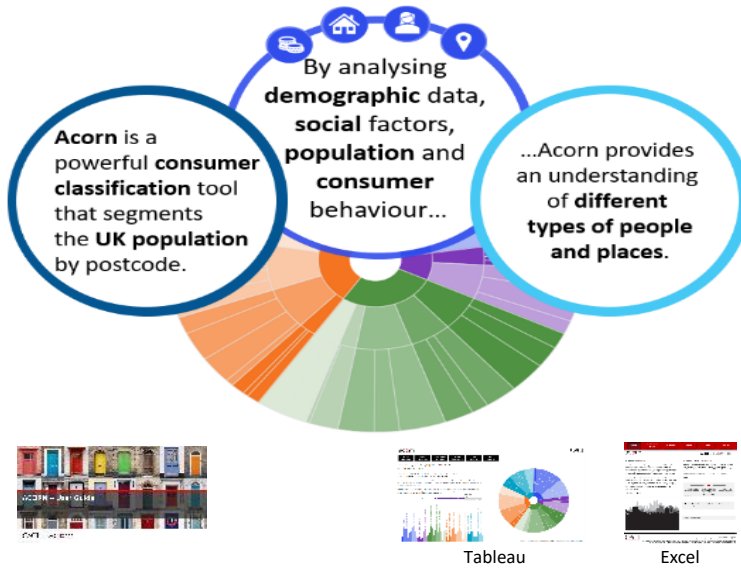
GROUP

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 |
| | 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 | | |

