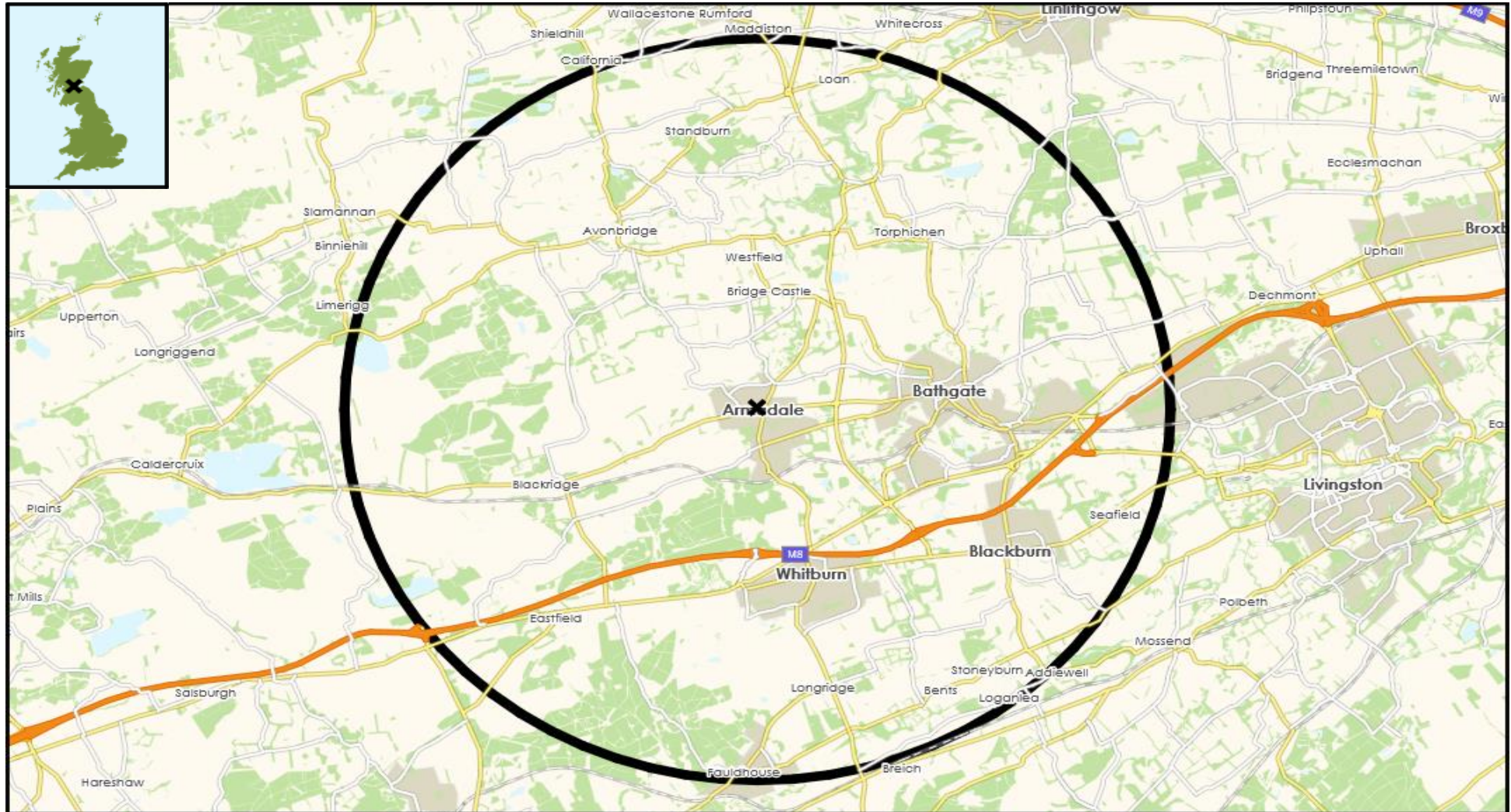


MAP OF AREA

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Source: OS Open Data 2018

Area: P03789_Regal, Armadale, EH48 3QA (5 Mile contour)

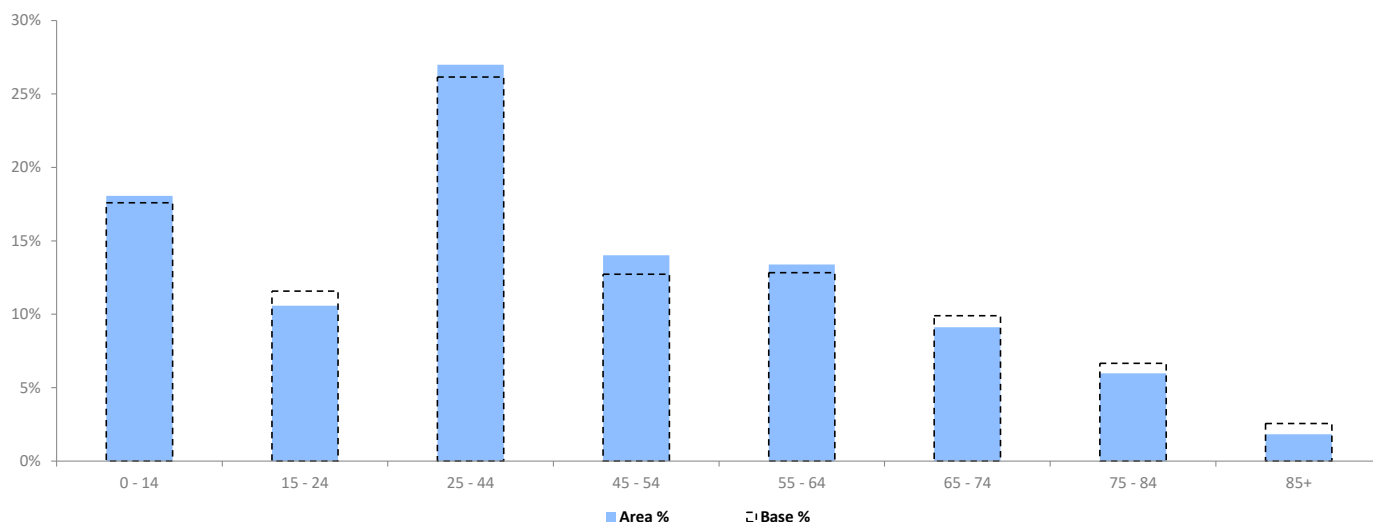


POPULATION PROJECTIONS

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Area: P03789_Regal, Armadale, EH48 3QA (5 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	13,557	18.1	17.6	103			
15 - 24	7,947	10.6	11.6	91			
25 - 44	20,266	27.0	26.2	103			
45 - 54	10,526	14.0	12.7	110			
55 - 64	10,056	13.4	12.8	104			
65 - 74	6,848	9.1	9.9	92			
75 - 84	4,489	6.0	6.7	90			
85+	1,371	1.8	2.6	71			
Total population	75,060						



EXPENDITURE

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Area: P03789_Regal, Armadale, EH48 3QA (5 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	£2,356,602	£69.72	£73.74	95			
2. Alcoholic beverages, tobacco and narcotics	£1,139,024	£33.70	£27.43	123			
3. Clothing & Footwear	£1,333,290	£39.45	£41.92	94			
4. Housing, water, electricity, gas and other fuels	£2,155,631	£63.77	£92.23	69			
5. Furnishings, equipment and routine maintenance	£1,119,538	£33.12	£39.49	84			
6. Health	£417,492	£12.35	£16.97	73			
7. Transport	£3,429,361	£101.46	£115.30	88			
8. Communication	£466,413	£13.80	£14.64	94			
9. Recreation & Culture	£3,160,486	£93.50	£100.48	93			
10. Education	£424,533	£12.56	£22.34	56			
11. Restaurants & Hotels	£2,254,975	£66.71	£82.30	81			
12. Miscellaneous goods and services	£3,069,414	£90.81	£104.94	87			
Total Expenditure	£21,326,758	£630.95	£731.77	86			

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.

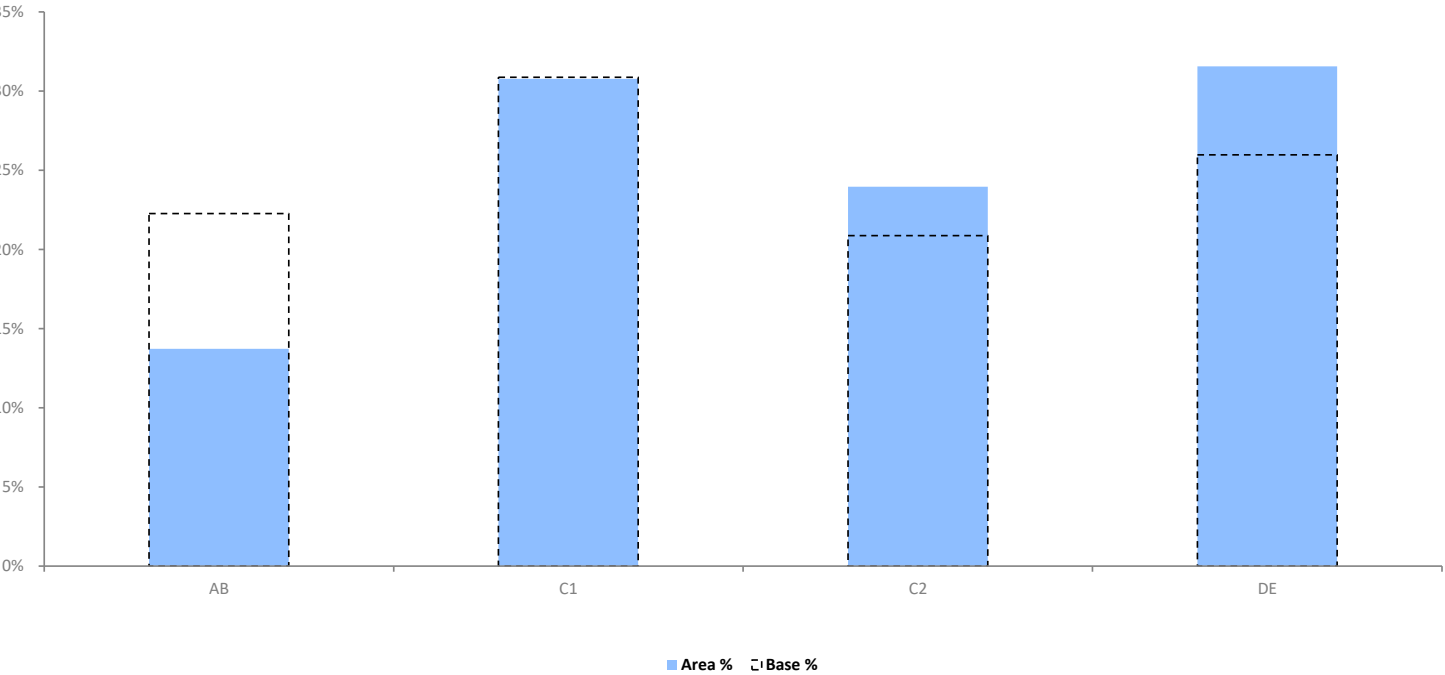
UP TO DATE DEMOGRAPHICS

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Area:	P03789_Regal, Armadale, EH48 3QA (5 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	4,622	13.7	22.3	62			
C1: Supervisory, clerical, jr managerial/admin/professional	10,367	30.8	30.9	100			
C2: Skilled manual workers	8,072	24.0	20.9	115			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	10,634	31.6	26.0	121			
Total household reference persons aged 16 to 64	33,695						



CGA LICENCED PREMISES

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Area: P03789_Regal, Armadale, EH48 3QA (5 Mile)
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	40	53.3	82.8	64			
Proprietary Club	2	2.7	7.5	36			
Registered Club	16	21.3	28.7	74			
Restaurant	10	13.3	32.5	41			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Heatherbell Inn	Independent Free	Pubs & Full On	Independent Free	EH47 9HY
Happy Valley Hotel	Independent Free	Pubs & Full On	Independent Free	EH47 7JA
Lodge Lord Bruce No 1601	Independent Free	Registered Club	Independent Free	EH47 7LW
Goth	Independent Free	Pubs & Full On	Independent Free	EH47 0JB
Whitburn Bowling Club	Independent Free	Registered Club	Independent Free	EH47 0QF
Karma Indian Restaurant	Independent Free	Restaurant	Independent Free	EH47 0QR
Lodge Polkemmet Social Club	Independent Free	Registered Club	Independent Free	EH47 0RA
Cross Tavern	Independent Free	Pubs & Full On	Independent Free	EH47 0RB
Whitburn Junior Football Club & Social C	Independent Free	Registered Club	Independent Free	EH47 0RB
Seafield Bowling Club	Independent Free	Registered Club	Independent Free	EH47 7AL
Blackburn Bowling Club	Independent Free	Registered Club	Independent Free	EH47 7LW
Stoneyburn Bowling Club	Independent Free	Registered Club	Independent Free	EH47 8AU
Ewington Hotel	Independent Free	Pubs & Full On	Independent Free	EH47 8AU
Lammies Bar	Independent Free	Pubs & Full On	Independent Free	EH47 9DZ
Cairn Hotel	Unknown	Pubs & Full On	Unknown	EH48 2EL
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	EH47 7BW
Railway Tavern	Independent Free	Pubs & Full On	Independent Free	EH48 1AX
Dreadnought Rock	Independent Free	Pubs & Full On	Independent Free	EH48 1AX
Fairway Hotel	Independent Free	Pubs & Full On	Independent Free	EH48 1BA
Bathgate Golf Club	Independent Free	Registered Club	Independent Free	EH48 1BA
Golden Swallow	Independent Free	Restaurant	Independent Free	EH48 1DY
Kaim Park Hotel	Independent Free	Pubs & Full On	Independent Free	EH48 1EP
Balbairdy	Greene King	Pubs & Full On	Greene King	EH48 1PB
Cottage Restaurant	Independent Free	Restaurant	Independent Free	EH48 1PN
Liberta	Independent Free	Restaurant	Independent Free	EH48 1PR
West Port Tavern	Independent Free	Pubs & Full On	Independent Free	EH48 1TR
Cavalier Inn	Independent Free	Pubs & Full On	Independent Free	EH48 2NZ
Regal Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH48 3QA
Amore	Independent Free	Restaurant	Independent Free	EH48 3ER
Coppies Bar	Independent Free	Pubs & Full On	Independent Free	EH48 3EU
Armadale Bowling Club	Independent Free	Registered Club	Independent Free	EH48 3JU
Corrie	Independent Free	Pubs & Full On	Independent Free	EH48 3QD
Armadale Rangers Supporters Club	Independent Free	Registered Club	Independent Free	EH48 3QD
Glenmavis Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH48 4HB
Glenmavis Bowling Club	Independent Free	Registered Club	Independent Free	EH48 4HH
Green Tree Tavern	Independent Free	Pubs & Full On	Independent Free	EH48 4HP
Livery Lounge	Independent Free	Pubs & Full On	Independent Free	EH48 4HS
Torphichen Inn	Independent Free	Pubs & Full On	Independent Free	EH48 4LY
Dantes	Independent Free	Pubs & Full On	Independent Free	EH48 4PB
Royal British Legion Club	Independent Free	Registered Club	Independent Free	EH48 4PP
Heritage	Independent Free	Restaurant	Independent Free	EH48 4PS
Loganlea Miners Welfare Club	Independent Free	Registered Club	Independent Free	EH55 8HN
Avonside Inn	Independent Free	Pubs & Full On	Independent Free	FK 1 2NF
Polmont Golf Club	Independent Free	Registered Club	Independent Free	FK 2 0LS
Olde Market Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH47 0QZ
Double Five	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	EH47 0JB
South Street Leisure Centre	Independent Free	Proprietary Club	Independent Free	EH48 3ER
Hilcroft Hotel	Independent Free	Pubs & Full On	Independent Free	EH47 0JU
Royal Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ML 7 5QD
La Piuma	Independent Free	Restaurant	Independent Free	EH48 4EU
K2 Indian Restaurant	Independent Free	Restaurant	Independent Free	EH48 2AG
Coopers Bar	Independent Free	Pubs & Full On	Independent Free	EH48 3RL
Ballencrieff	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	EH48 4PB

CGA LICENCED PREMISES

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Area: P03789_Regal, Armadale, EH48 3QA (5 Mile)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	40	53.3	82.8	64			
Proprietary Club	2	2.7	7.5	36			
Registered Club	16	21.3	28.7	74			
Restaurant	10	13.3	32.5	41			
Residential	0	0.0	2.8	0			

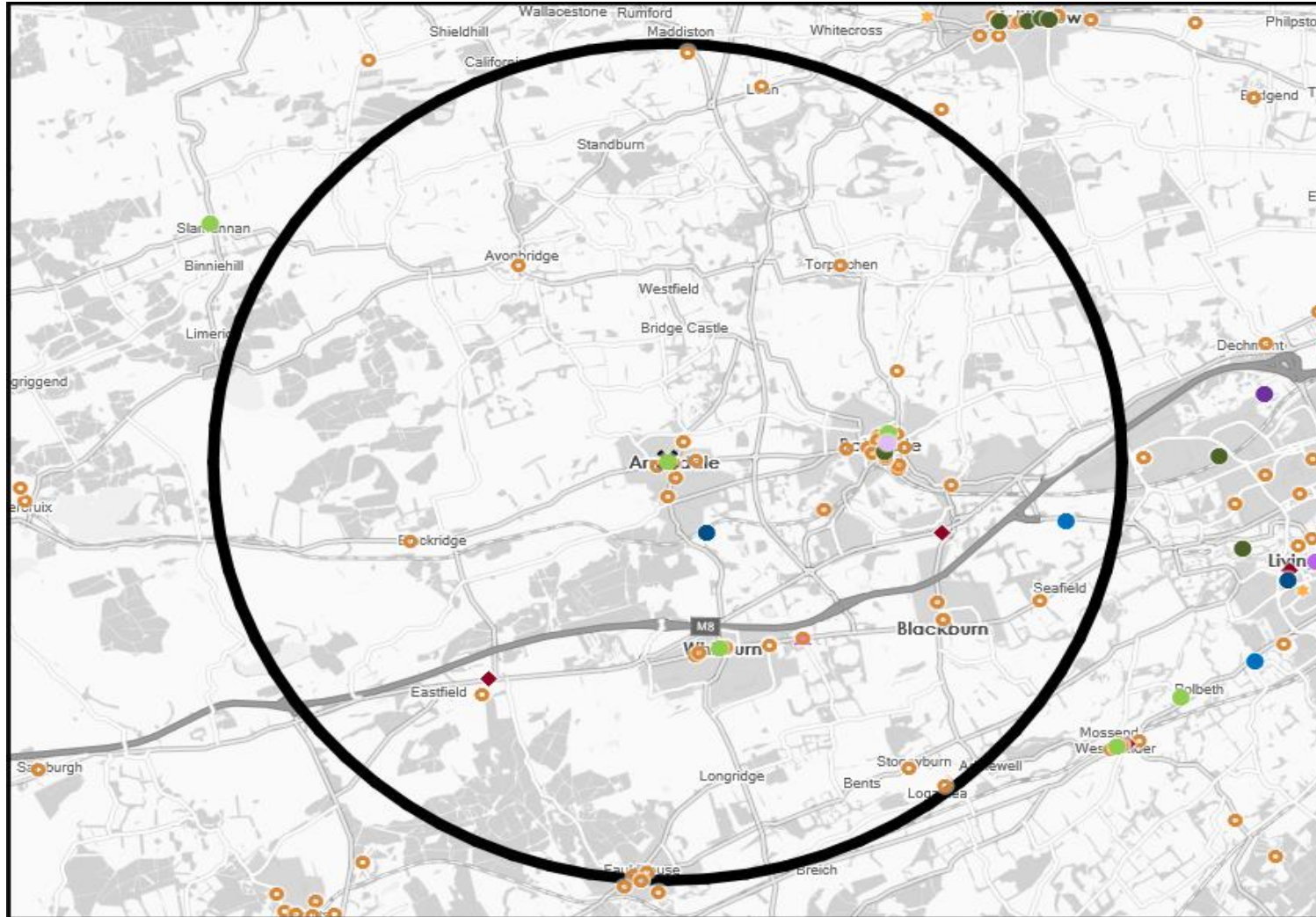
Name	Description	License Type	Owner Name	Postcode
Bathgate Bowling Club	Independent Free	Registered Club	Independent Free	EH48 1AP
Vu	Independent Free	Pubs & Full On	Independent Free	EH48 4LD
1912 Wine Bar	Independent Free	Pubs & Full On	Independent Free	EH48 1TJ
Yolo	Independent Free	Pubs & Full On	Independent Free	EH48 4PB
Bridge 49 Cafe Bar	Independent Free	Pubs & Full On	Independent Free	EH49 6LW
Dragon Palace	Independent Free	Restaurant	Independent Free	EH48 1AX
Regal Community Theatre	Independent Free	Pubs & Full On	Independent Free	EH48 4PS
Rowan Tree	Marston's	Pubs & Full On	Marston's	EH48 3PR
Macdonald Hotels Ho	Independent Free	Pubs & Full On	Independent Free	EH48 2RX
Twig Nightclub	Independent Free	Proprietary Club	Independent Free	EH48 4HS
Midnight Breakfast Club	Independent Free	Pubs & Full On	Independent Free	EH48 1TP
One O Eight Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	EH47 0JU
Harthill Royal Community Football Club	Independent Free	Registered Club	Independent Free	ML 7 5QQ
Virsa	Independent Free	Restaurant	Independent Free	EH48 3JA
Purple Orange Arts Venue	Independent Free	Pubs & Full On	Independent Free	EH48 1NS

MAP OF AREA

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Source: OS Open Data 2018

Area: P03789_Regal, Armadale, EH48 3QA (5 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: P03789_Regal, Armadale, EH48 3QA (5 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	5,322	15.8	22.0	72		
	2 Rising Prosperity	2,267	6.7	10.3	65		
	3 Comfortable Communities	4,916	14.6	26.3	55		
	4 Financially Stretched	16,705	49.6	23.7	209		
	5 Urban Adversity	4,427	13.1	17.4	75		
	6 Not Private Households	58	0.2	0.3	52		
 Graph							
Total households		33,695					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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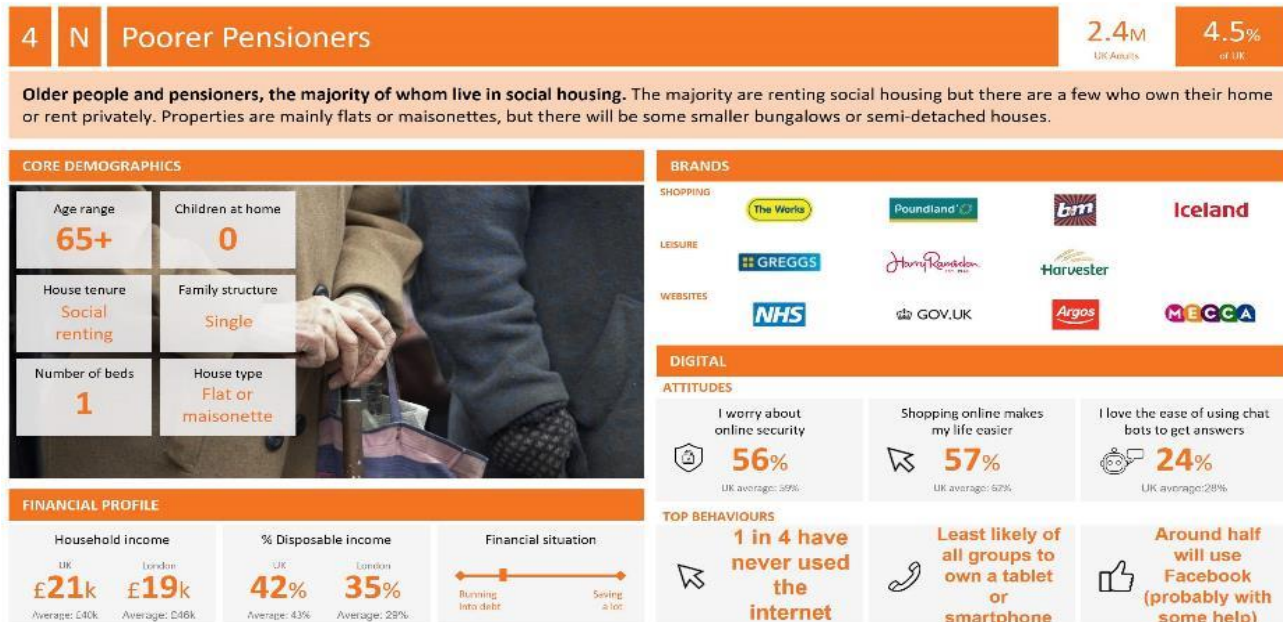
Area: P03789_Regal, Armadale, EH48 3QA (5 Mile contour)

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	29	0.1	1.1	8	<div><div></div></div>		
1.B	Executive Wealth	4,390	13.0	11.2	116	<div><div></div></div>		
1.C	Mature Money	903	2.7	9.6	28	<div><div></div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div><div></div></div>		
2.E	Career Climbers	2,267	6.7	6.3	107	<div><div></div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	1,400	4.2	5.7	72	<div><div></div></div>		
3.G	Successful Suburbs	1,082	3.2	5.9	54	<div><div></div></div>		
3.H	Steady Neighbourhoods	910	2.7	7.4	37	<div><div></div></div>		
3.I	Comfortable Seniors	519	1.5	2.9	54	<div><div></div></div>		
3.J	Starting Out	1,005	3.0	4.4	67	<div><div></div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0	<div><div></div></div>		
4.L	Modest Means	3,177	9.4	7.9	119	<div><div></div></div>		
4.M	Striving Families	6,085	18.1	7.5	242	<div><div></div></div>		
4.N	Poorer Pensioners	7,443	22.1	5.8	379	<div><div></div></div>		
5. Urban Adversity								
5.O	Young Hardship	1,156	3.4	6.2	55	<div><div></div></div>		
5.P	Struggling Estates	707	2.1	5.9	35	<div><div></div></div>		
5.Q	Difficult Circumstances	2,564	7.6	5.3	144	<div><div></div></div>		
6. Not Private Households								
6.R	Not Private Households	58	0.2	0.3	52	<div><div></div></div>		
Total households		33,695						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03789_Regal, Armadale, EH48 3QA (5 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	29	0.1	0.9	10			
1.B Executive Wealth								
	1.B.4 Asset rich families	163	0.5	2.6	18			
	1.B.5 Wealthy countryside commuters	399	1.2	2.4	49			
	1.B.6 Financially comfortable families	2,752	8.2	2.2	372			
	1.B.7 Affluent professionals	0	0.0	0.8	0			
	1.B.8 Prosperous suburban families	1	0.0	1.5	0			
	1.B.9 Well-off edge of towners	1,075	3.2	1.6	198			
1.C Mature Money								
	1.C.10 Better-off villagers	336	1.0	3.0	33			
	1.C.11 Settled suburbia, older people	48	0.1	2.8	5			
	1.C.12 Retired and empty nesters	438	1.3	2.5	53			
	1.C.13 Upmarket downsizers	81	0.2	1.3	19			
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	1,732	5.1	1.9	268			
	2.E.19 First time buyers in small, modern homes	535	1.6	3.3	48			
	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	246	0.7	1.5	48			
	3.F.22 Older couples and families in rural areas	286	0.8	1.0	82			
	3.F.23 Owner occupiers in small towns and villages	868	2.6	3.2	81			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	655	1.9	2.7	73			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	427	1.3	2.4	53			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	350	1.0	3.4	30			
	3.H.28 Owner occupied terraces, average income	10	0.0	1.6	2			
	3.H.29 Established suburbs, older families	550	1.6	2.3	70			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	419	1.2	2.4	52			
	3.I.31 Elderly singles in purpose-built accommodation	100	0.3	0.5	61			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	80	0.2	2.1	11			
	3.J.33 Smaller houses and starter homes	925	2.7	2.3	118			
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	1,060	3.1	1.4	220			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	1,656	4.9	2.6	187			
	4.L.39 Fading owner occupied terraces	461	1.4	2.9	47			
	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	307	0.9	1.6	58			
	4.M.42 Struggling young families in post-war terraces	256	0.8	1.6	46			
	4.M.43 Families in right-to-buy estates	710	2.1	2.1	103			
	4.M.44 Post-war estates, limited means	4,812	14.3	2.2	652			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	156	0.5	0.8	59			
	4.N.46 Elderly people in social rented flats	324	1.0	1.1	91			
	4.N.47 Low income older people in smaller semis	4,492	13.3	2.3	590			
	4.N.48 Pensioners and singles in social rented flats	2,471	7.3	1.7	425			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	684	2.0	2.2	94			
	5.O.50 Struggling younger people in mixed tenure	406	1.2	1.8	68			
	5.O.51 Young people in small, low cost terraces	66	0.2	2.3	9			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	361	1.1	1.6	68			
	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	346	1.0	1.6	64			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	1,223	3.6	1.5	240			
	5.Q.58 Singles and young families, some receiving benefits	651	1.9	1.8	109			
	5.Q.59 Deprived areas and high-rise flats	690	2.0	2.0	102			
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	58	0.2	0.3	63			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		33,695						

CATEGORY

GROUP

TYPE

MAP

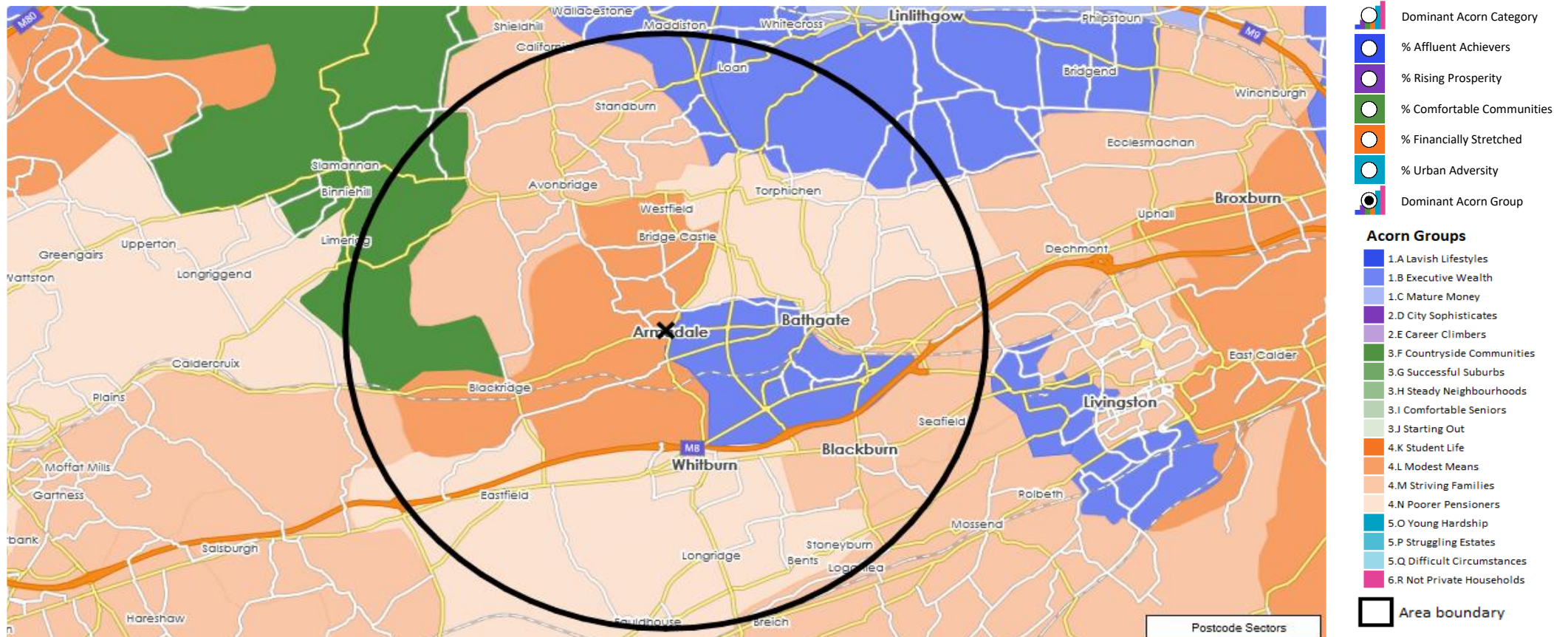
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03789_Regal, Armadale, EH48 3QA (5 Mile contour)

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Source: OS Open Data 2018



CATEGORY

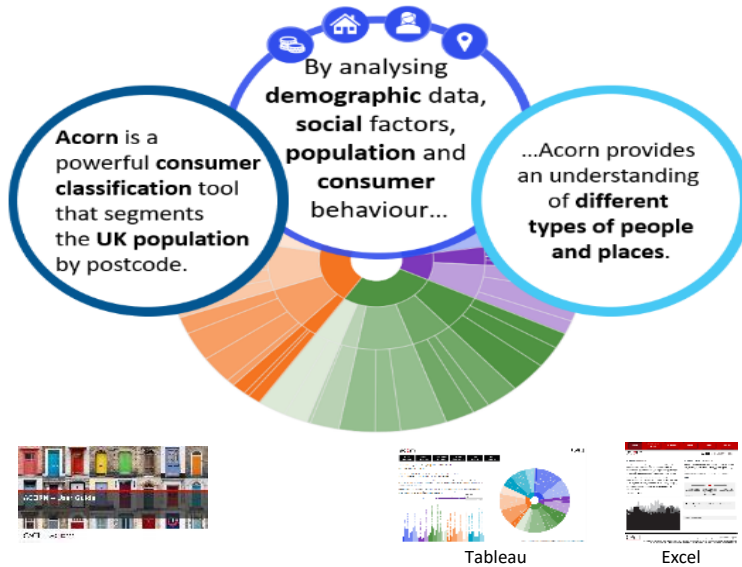
GROUP

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		

