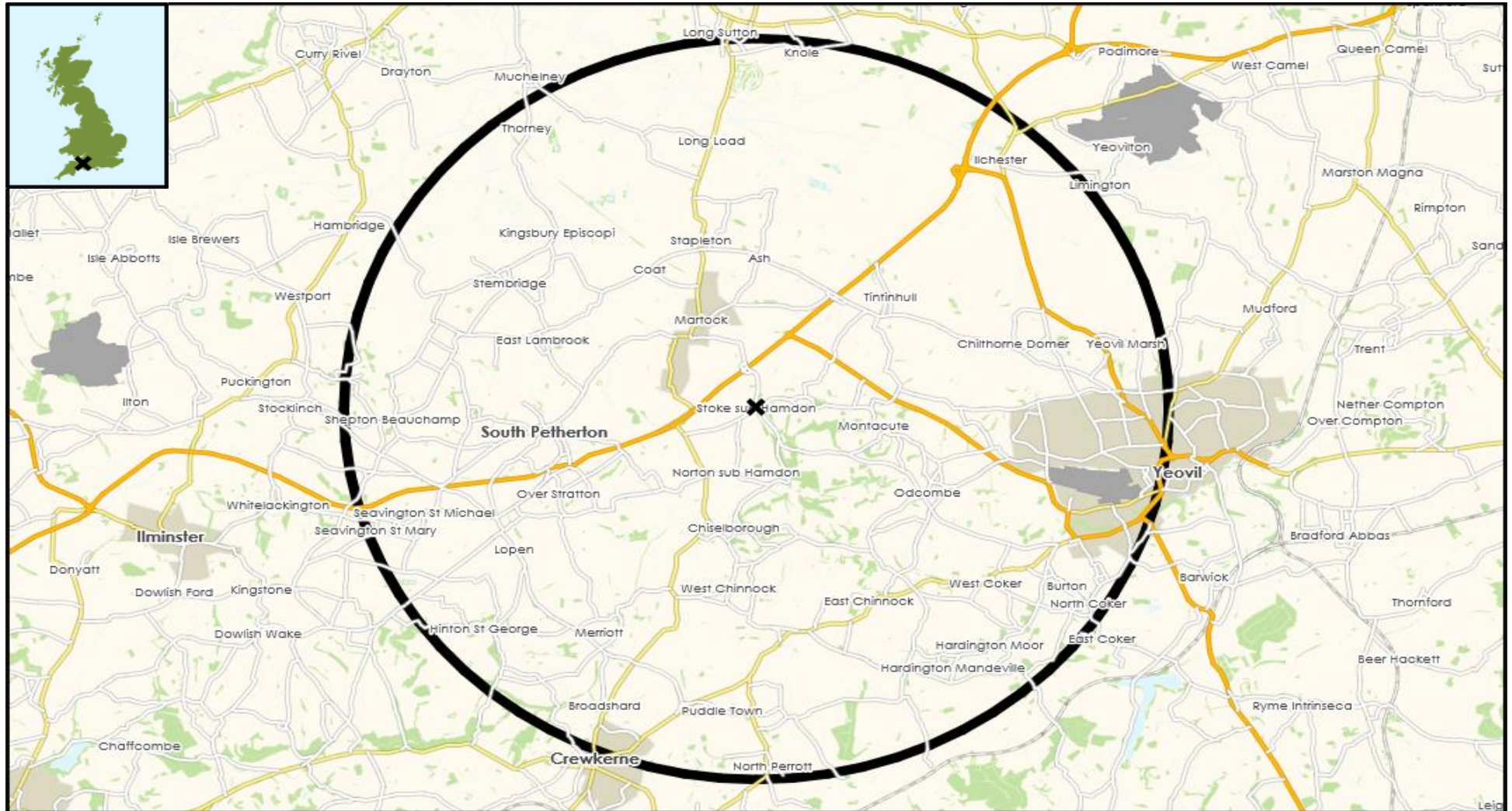


MAP OF AREA

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Source: OS Open Data 2018

Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (5 Mile contour)

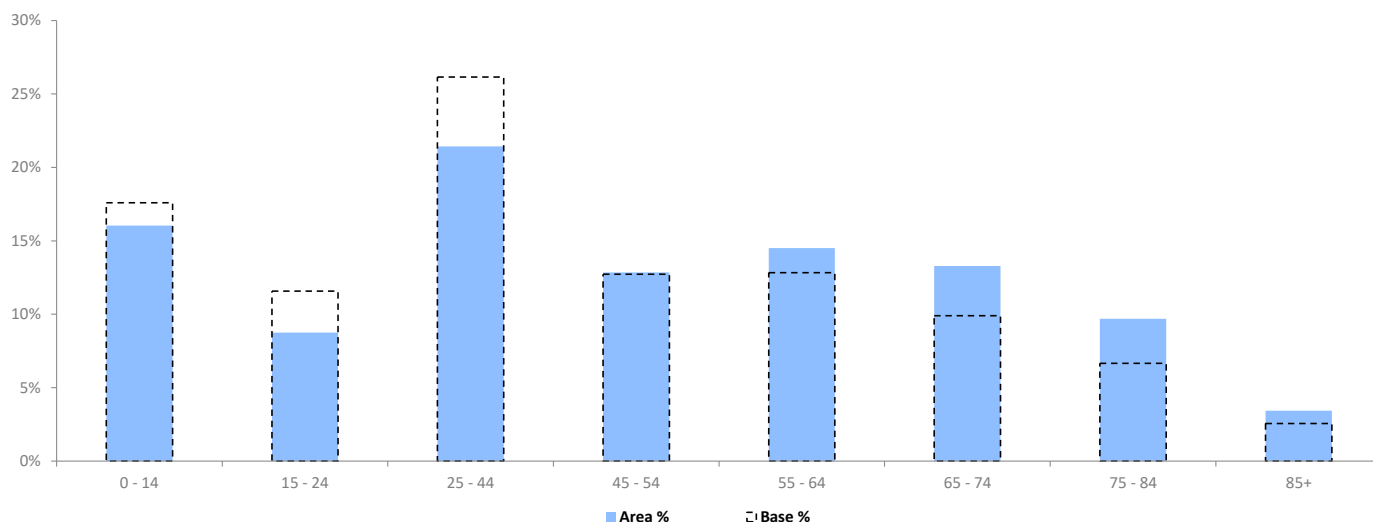


POPULATION PROJECTIONS

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (5 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	8,938	16.0	17.6	91			
15 - 24	4,875	8.8	11.6	76			
25 - 44	11,938	21.4	26.2	82			
45 - 54	7,154	12.8	12.7	101			
55 - 64	8,079	14.5	12.8	113			
65 - 74	7,404	13.3	9.9	134			
75 - 84	5,395	9.7	6.7	145			
85+	1,916	3.4	2.6	134			
Total population	55,699						



EXPENDITURE

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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	£1,853,520	£75.16	£73.74	102			
2. Alcoholic beverages, tobacco and narcotics	£605,354	£24.55	£27.43	89			
3. Clothing & Footwear	£951,623	£38.59	£41.92	92			
4. Housing, water, electricity, gas and other fuels	£2,176,479	£88.25	£92.23	96			
5. Furnishings, equipment and routine maintenance	£977,424	£39.63	£39.49	100			
6. Health	£453,751	£18.40	£16.97	108			
7. Transport	£2,798,120	£113.46	£115.30	98			
8. Communication	£341,092	£13.83	£14.64	94			
9. Recreation & Culture	£2,607,700	£105.74	£100.48	105			
10. Education	£400,903	£16.26	£22.34	73			
11. Restaurants & Hotels	£1,913,414	£77.59	£82.30	94			
12. Miscellaneous goods and services	£2,607,688	£105.74	£104.94	101			
Total Expenditure	£17,687,068	£717.18	£731.77	98			

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.

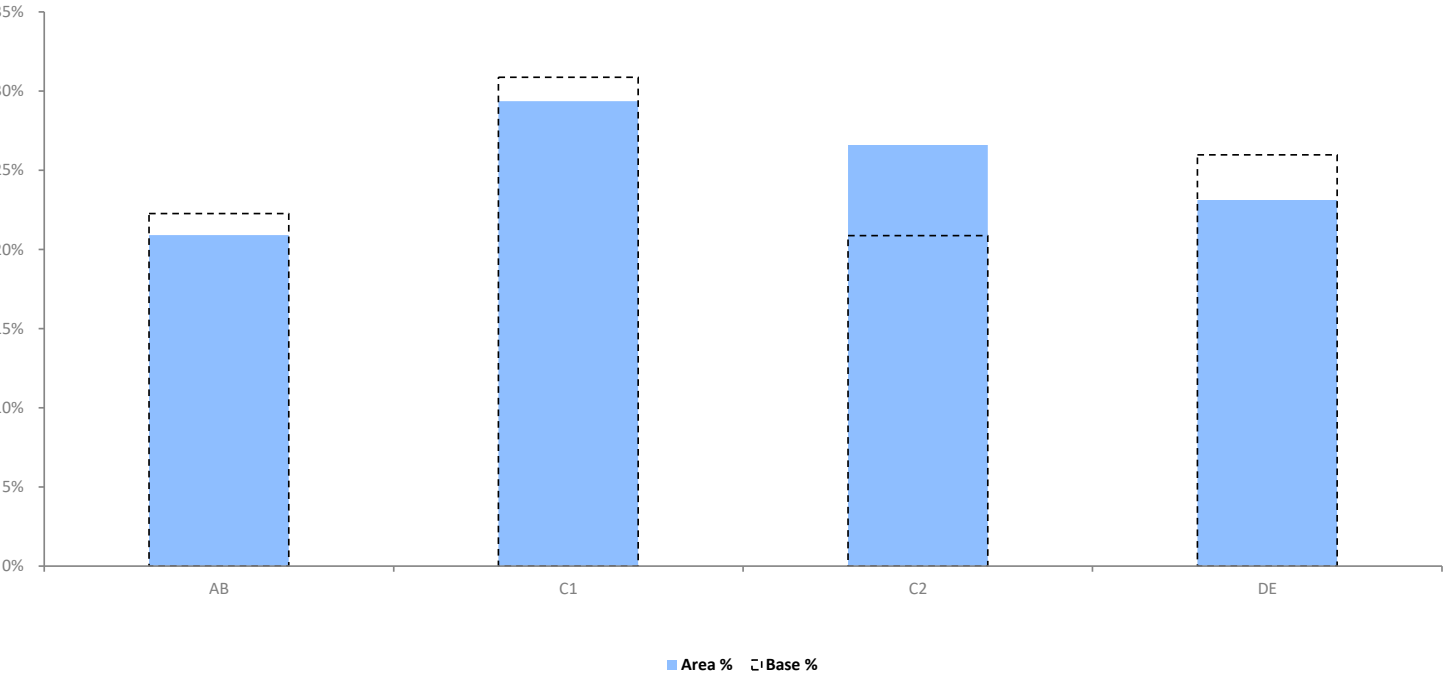
UP TO DATE DEMOGRAPHICS

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Area:	P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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	5,127	20.9	22.3	94			
C1: Supervisory, clerical, jr managerial/admin/professional	7,199	29.4	30.9	95			
C2: Skilled manual workers	6,522	26.6	20.9	127			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	5,669	23.1	26.0	89			
Total household reference persons aged 16 to 64	24,517						



CGA LICENCED PREMISES

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdc
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	49	88.0	82.8	106			
Proprietary Club	3	5.4	7.5	72			
Registered Club	15	26.9	28.7	94			
Restaurant	5	9.0	32.5	28			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Bell Inn	Greene King	Pubs & Full On	Greene King	BA20 2EW
Beehive	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA20 1BD
Westlands Sports & Social Club	Independent Free	Registered Club	Independent Free	BA20 2DB
Preston Hotel	Independent Free	Pubs & Full On	Independent Free	BA20 2DL
Old Barn Club	Independent Free	Registered Club	Independent Free	BA20 2PR
Yeovil Pot Black Snooker Club	Independent Free	Proprietary Club	Independent Free	BA20 2NZ
Quicksilver Mail	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA20 2RG
Arrow	Marston's	Pubs & Full On	Marston's	BA21 3TL
Royal Standard	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	BA21 3HW
Yeovil Sports Club	Independent Free	Registered Club	Independent Free	BA21 3BN
Carpenters Arms	Butcombe Brewery	Pubs & Full On	Liberation	BA21 3PX
Lanes	Independent Free	Pubs & Full On	Independent Free	BA22 9AJ
Crown & Victoria	Independent Free	Pubs & Full On	Independent Free	BA22 8PZ
Bull Inn	Independent Free	Pubs & Full On	Independent Free	BA22 8LH
Northover Manor Hotel	Independent Free	Pubs & Full On	Independent Free	BA22 8LD
Nuova Italia	Independent Free	Restaurant	Independent Free	BA22 8LN
Ilchester Arms Hotel	Independent Free	Pubs & Full On	Independent Free	BA22 8LN
Dolphin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BA22 8NH
Tintinhull Mens Club	Independent Free	Registered Club	Independent Free	BA22 8PY
Halfway House Inn	Independent Free	Pubs & Full On	Independent Free	BA22 8RE
Masons Arms	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	BA22 8TJ
Royal George	Palmers	Pubs & Full On	Palmers	BA22 9AN
Bell Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TA12 6NS
Rusty Axe	Independent Free	Pubs & Full On	Independent Free	TA12 6BL
Bakers Arms	Wellington	Pubs & Full On	Wellington	TA12 6ER
Martock Snooker Centre	Independent Free	Proprietary Club	Independent Free	TA12 6HH
White Hart	Independent Free	Pubs & Full On	Independent Free	TA12 6JQ
Hollies Hotel	Independent Free	Pubs & Full On	Independent Free	TA12 6LG
Rose And Crown Inn	Independent Free	Pubs & Full On	Independent Free	TA12 6JY
Nags Head	Independent Free	Pubs & Full On	Independent Free	TA12 6NF
Brewers Arms	Independent Free	Pubs & Full On	Independent Free	TA13 5BW
New Farm Restaurant	Independent Free	Restaurant	Independent Free	TA13 5LQ
S Petherton Sports & Social Club	Independent Free	Registered Club	Independent Free	TA13 5BT
Rose & Crown	Palmers	Pubs & Full On	Palmers	TA13 5HF
Royal Oak	Hall & Woodhouse	Pubs & Full On	Hall & Woodhouse	TA13 5LQ
Fleur De Lis	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TA14 6PU
Half Moon Inn	Independent Free	Pubs & Full On	Independent Free	TA14 6RL
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	TA14 6RW
Cat Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TA14 6TT
Phelips Arms	Palmers	Pubs & Full On	Palmers	TA15 6XB
Kings Arms Inn	Greene King	Pubs & Full On	Greene King	TA15 6UU
Montacute House	National Trust	Pubs & Full On	National Trust	TA15 6XP
Merriott Sports Club	Independent Free	Registered Club	Independent Free	TA16 5NP
Kings Head Hotel	Independent Free	Pubs & Full On	Independent Free	TA16 5PR
Lord Poulett Arms	Independent Free	Pubs & Full On	Independent Free	TA17 8SE
Haselbury Mill	Independent Free	Pubs & Full On	Independent Free	TA18 7NY
White Horse	Independent Free	Pubs & Full On	Independent Free	TA18 7RJ
North Perrott Cricket Club	Independent Free	Registered Club	Independent Free	TA18 7SN
Manor Arms	Unknown	Pubs & Full On	Unknown	TA18 7SG
Duke Of York	Independent Free	Pubs & Full On	Independent Free	TA19 0LW
Barrington Court	National Trust	Pubs & Full On	National Trust	TA19 0NQ
Volunteer	Independent Free	Pubs & Full On	Independent Free	TA19 0QE
Yess Club	Independent Free	Registered Club	Independent Free	BA21 3AZ

CGA LICENCED PREMISES

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdc
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	49	88.0	82.8	106			
Proprietary Club	3	5.4	7.5	72			
Registered Club	15	26.9	28.7	94			
Restaurant	5	9.0	32.5	28			
Residential	0	0.0	2.8	0			

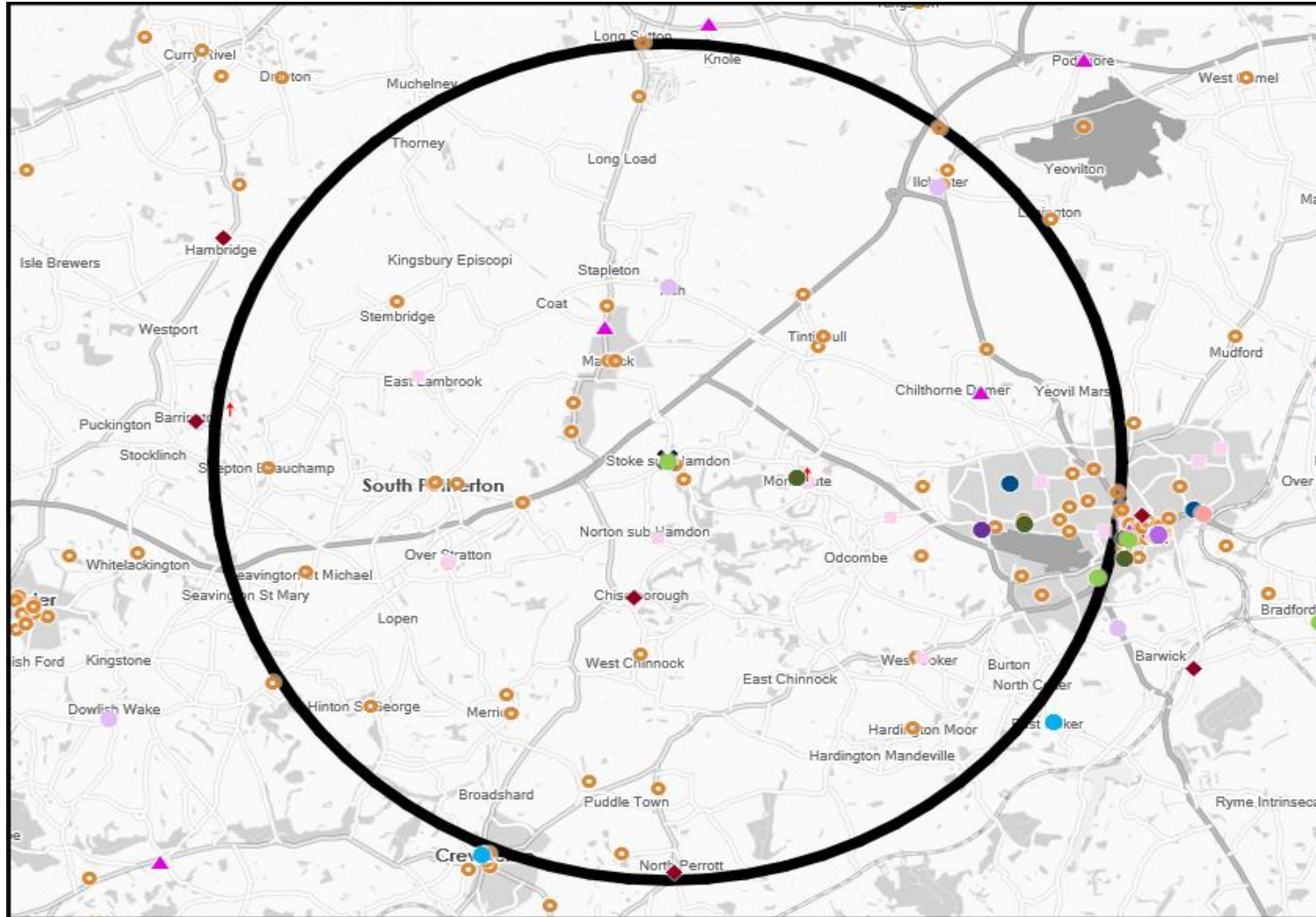
Name	Description	License Type	Owner Name	Postcode
Royal Oak	Independent Free	Pubs & Full On	Independent Free	BA22 9NW
Stoke Working Mens Club	Independent Free	Registered Club	Independent Free	TA14 6PP
Muddled Man	Independent Free	Pubs & Full On	Independent Free	TA18 7PT
Lord Nelson	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	TA14 6SP
Lufton Manor College	Independent Free	Registered Club	Independent Free	BA22 8ST
South Petherton Bowling Club	Independent Free	Registered Club	Independent Free	TA13 5AU
Airfield Tavern	Whitbread	Pubs & Full On	Whitbread	BA22 8UX
Merriot Social	Independent Free	Registered Club	Independent Free	TA16 5NP
Tall Trees Community Centre	Independent Free	Registered Club	Independent Free	BA22 8JP
Da Vinci Restaurant	Independent Free	Restaurant	Independent Free	BA21 4DR
Long Sutton Golf Club	Independent Free	Registered Club	Independent Free	TA10 9JU
Westland Leisure Complex	Independent Free	Proprietary Club	Independent Free	BA20 2DD
Brympton D'Evercy	Independent Free	Pubs & Full On	Independent Free	BA22 8TD
Palmers Garden Centre	Independent Free	Restaurant	Independent Free	BA20 2FH
Abbey Manor Business Centre	Independent Free	Pubs & Full On	Independent Free	BA20 2EN
Yeovil Sports & Social Club	Independent Free	Registered Club	Independent Free	BA21 3DX
Old Bridge House	Independent Free	Pubs & Full On	Independent Free	TA13 5JE
Grillhouse	Independent Free	Pubs & Full On	Independent Free	BA22 8PF
Holm	Independent Free	Restaurant	Independent Free	TA13 5BW

MAP OF AREA

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Source: OS Open Data 2018

Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	6,415	26.2	22.0	119		
	2 Rising Prosperity	915	3.7	10.3	36		
	3 Comfortable Communities	9,476	38.7	26.3	147		
	4 Financially Stretched	5,575	22.7	23.7	96		
	5 Urban Adversity	2,023	8.3	17.4	47		
	6 Not Private Households	113	0.5	0.3	138		
 Graph							
Total households		24,517					

Acorn Category Pen Portrait

3

Comfortable Communities

14.4M
UK Adults

27.2%
of UK

Age range

35-64

House type

Semi-detached or detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright or mortgaged

Children at home

0-2

Number of beds

3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

F Countryside Communities

24%

G Successful Suburbs

23%

H Steady Neighbourhoods

29%

I Comfortable Seniors

9%

J Starting Out

15%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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	0	0.0	1.1	0			
1.B	Executive Wealth	2,044	8.3	11.2	74			
1.C	Mature Money	4,371	17.8	9.6	185			
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0			
2.E	Career Climbers	915	3.7	6.3	59			
3. Comfortable Communities								
3.F	Countryside Communities	2,885	11.8	5.7	205			
3.G	Successful Suburbs	2,917	11.9	5.9	202			
3.H	Steady Neighbourhoods	1,685	6.9	7.4	93			
3.I	Comfortable Seniors	841	3.4	2.9	120			
3.J	Starting Out	1,148	4.7	4.4	105			
4. Financially Stretched								
4.K	Student Life	1	0.0	2.5	0			
4.L	Modest Means	1,827	7.5	7.9	94			
4.M	Striving Families	2,682	10.9	7.5	146			
4.N	Poorer Pensioners	1,065	4.3	5.8	75			
5. Urban Adversity								
5.O	Young Hardship	787	3.2	6.2	52			
5.P	Struggling Estates	795	3.2	5.9	55			
5.Q	Difficult Circumstances	441	1.8	5.3	34			
6. Not Private Households								
6.R	Not Private Households	113	0.5	0.3	138			
Total households		24,517						

Acorn Group Pen Portrait

1 C Mature Money

4.9M
UK Adults9.2%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL AND TECH



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (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	<div></div>		
	1.A.2	Metropolitan money	0	0.0	0.2	0	<div></div>		
	1.A.3	Large house luxury	0	0.0	0.9	0	<div></div>		
1.B Executive Wealth									
	1.B.4	Asset rich families	883	3.6	2.6	137	<div></div>		
	1.B.5	Wealthy countryside commuters	470	1.9	2.4	79	<div></div>		
	1.B.6	Financially comfortable families	466	1.9	2.2	86	<div></div>		
	1.B.7	Affluent professionals	0	0.0	0.8	0	<div></div>		
	1.B.8	Prosperous suburban families	22	0.1	1.5	6	<div></div>		
	1.B.9	Well-off edge of towners	203	0.8	1.6	52	<div></div>		
1.C Mature Money									
	1.C.10	Better-off villagers	2,486	10.1	3.0	335	<div></div>		
	1.C.11	Settled suburbia, older people	339	1.4	2.8	49	<div></div>		
	1.C.12	Retired and empty nesters	1,262	5.1	2.5	209	<div></div>		
	1.C.13	Upmarket downsizers	284	1.2	1.3	90	<div></div>		
2. Rising Prosperity									
2.D City Sophisticates									
	2.D.14	Townhouse cosmopolitans	0	0.0	0.7	0	<div></div>		
	2.D.15	Younger professionals in smaller flats	0	0.0	1.5	0	<div></div>		
	2.D.16	Metropolitan professionals	0	0.0	0.8	0	<div></div>		
	2.D.17	Socialising young renters	0	0.0	1.0	0	<div></div>		
2.E Career Climbers									
	2.E.18	Career driven young families	637	2.6	1.9	136	<div></div>		
	2.E.19	First time buyers in small, modern homes	278	1.1	3.3	34	<div></div>		
	2.E.20	Mixed metropolitan areas	0	0.0	1.0	0	<div></div>		
3. Comfortable Communities									
3.F Countryside Communities									
	3.F.21	Farms and cottages	872	3.6	1.5	236	<div></div>		
	3.F.22	Older couples and families in rural areas	143	0.6	1.0	56	<div></div>		
	3.F.23	Owner occupiers in small towns and villages	1,870	7.6	3.2	239	<div></div>		
3.G Successful Suburbs									
	3.G.24	Comfortably-off families in modern housing	1,128	4.6	2.7	173	<div></div>		
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0	<div></div>		
	3.G.26	Semi-professional families, owner occupied neighbourhoods	1,789	7.3	2.4	302	<div></div>		
3.H Steady Neighbourhoods									
	3.H.27	Suburban semis, conventional attitudes	882	3.6	3.4	105	<div></div>		
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0	<div></div>		
	3.H.29	Established suburbs, older families	803	3.3	2.3	141	<div></div>		
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	824	3.4	2.4	141	<div></div>		
	3.I.31	Elderly singles in purpose-built accommodation	17	0.1	0.5	14	<div></div>		
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	211	0.9	2.1	41	<div></div>		
	3.J.33	Smaller houses and starter homes	937	3.8	2.3	165	<div></div>		
4. Financially Stretched									
4.K Student Life									
	4.K.34	Student flats and halls of residence	1	0.0	0.4	1	<div></div>		
	4.K.35	Term-time terraces	0	0.0	0.3	0	<div></div>		
	4.K.36	Educated young people in flats and tenements	0	0.0	1.9	0	<div></div>		
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	401	1.6	1.4	114	<div></div>		
	4.L.38	Semi-skilled workers in traditional neighbourhoods	993	4.1	2.6	154	<div></div>		
	4.L.39	Fading owner occupied terraces	433	1.8	2.9	61	<div></div>		
	4.L.40	High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0	<div></div>		
4.M Striving Families									
	4.M.41	Labouring semi-rural estates	1,257	5.1	1.6	324	<div></div>		
	4.M.42	Struggling young families in post-war terraces	442	1.8	1.6	110	<div></div>		
	4.M.43	Families in right-to-buy estates	352	1.4	2.1	70	<div></div>		
	4.M.44	Post-war estates, limited means	631	2.6	2.2	117	<div></div>		
4.N Poorer Pensioners									
	4.N.45	Pensioners in social housing, semis and terraces	425	1.7	0.8	221	<div></div>		
	4.N.46	Elderly people in social rented flats	205	0.8	1.1	79	<div></div>		
	4.N.47	Low income older people in smaller semis	293	1.2	2.3	53	<div></div>		
	4.N.48	Pensioners and singles in social rented flats	142	0.6	1.7	34	<div></div>		
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	264	1.1	2.2	50	<div></div>		
	5.O.50	Struggling younger people in mixed tenure	523	2.1	1.8	120	<div></div>		
	5.O.51	Young people in small, low cost terraces	0	0.0	2.3	0	<div></div>		
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	260	1.1	1.6	67	<div></div>		
	5.P.53	Low income terraces	0	0.0	0.8	0	<div></div>		
	5.P.54	Multi-ethnic, purpose-built estates	0	0.0	1.1	0	<div></div>		
	5.P.55	Deprived and ethnically diverse in flats	0	0.0	0.8	0	<div></div>		
	5.P.56	Low income large families in social rented semis	535	2.2	1.6	135	<div></div>		
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	119	0.5	1.5	32	<div></div>		
	5.Q.58	Singles and young families, some receiving benefits	310	1.3	1.8	71	<div></div>		
	5.Q.59	Deprived areas and high-rise flats	12	0.0	2.0	2	<div></div>		
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	15	0.1	0.1	104	<div></div>		
	6.R.61	Inactive communal population	98	0.4	0.3	146	<div></div>		
	6.R.62	Business areas without resident population	0	0	0	0	<div></div>		
Total households			24,517						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04494_Fleur de Lis Hotel, Stoke sub Hamdon, TA14 6PU (5 Mile contour)



CATEGORY

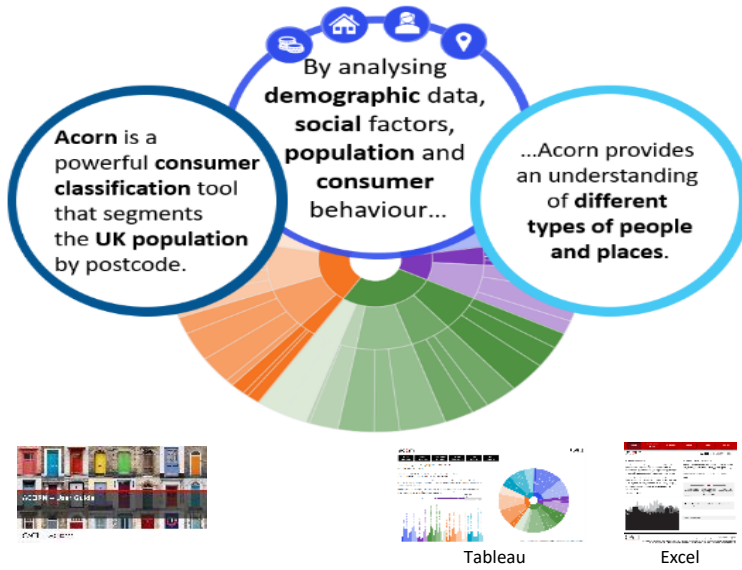
GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?

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