

# **CGA LICENCED PREMISES - LICENCES**

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Area: P04572\_Stag & Pheasant, Carmarthenshire,

		Per 1000	Per 1000			
Licence Type	Profile	Pop (Area)	Pop (Base)	Index	0 100	200
Pubs and Bars						
Branded Food Pub	2	16.4	2.9	561		
Cocktail Bar	0	0.0	1.4	0		
Community Pub	0	0.0	26.8	0		
Craft Bar	0	0.0	1.2	0		
Educational Bar	0	0.0	0.9	0		
Late Night Bar	1	8.2	2.0	415		
Themed Bar	0	0.0	0.5	0		
Themed Pub	0	0.0	0.3	0		
Unbranded Food Pub	6	49.3	13.8	357		
Unthemed High Street Pub	7	57.5	8.9	644		
Wine Bar	0	0.0	1.0	0		
Restaurants and Cafes						
Bar Restaurant	1	8.2	5.0	165		
Cafe/Delicatessen	0	0.0	1.8	0		
Casual Dining Restaurant	1	8.2	7.6	108		
Restaurant	2	16.4	21.7	76		
Restaurant	_	10.4	21.7	70		
Accomodation and Functions						
Conference/Exhibition/Function/Banquet	0	0.0	3.6	0		
Guest/Boarding House	2	16.4	2.5	659		
Hotel	4	32.9	10.8	304		
Sports and Community						
Bowling Alley	0	0.0	0.3	0		
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0		
Golf Club	0	0.0	3.1	0		
Local Sports Club	2	16.4	11.9	139		
Snooker Club	0	0.0	0.0	0		
Social Club	2	16.4	12.0	137		
Spa and Country Club	0	0.0	0.2	0		
Sports and Leisure Centre	1	8.2	1.9	423		
Entertainment and Leisure						
Arena	0	0.0	0.0	0		
Ballroom	0	0.0	0.0	0		
Bingo Hall	0	0.0	0.4	0		
Casino	0	0.0	0.2	0		
Cinema	1	8.2	0.5	1506		
Holiday/Caravan Park	0	0.0	1.3	0		
Nightclub	1	8.2	1.2	662		
Street Market	0	0.0	0.0	0		
Theatre	1	8.2	1.0	812		
Unknown	0	0.0	0.0	0		



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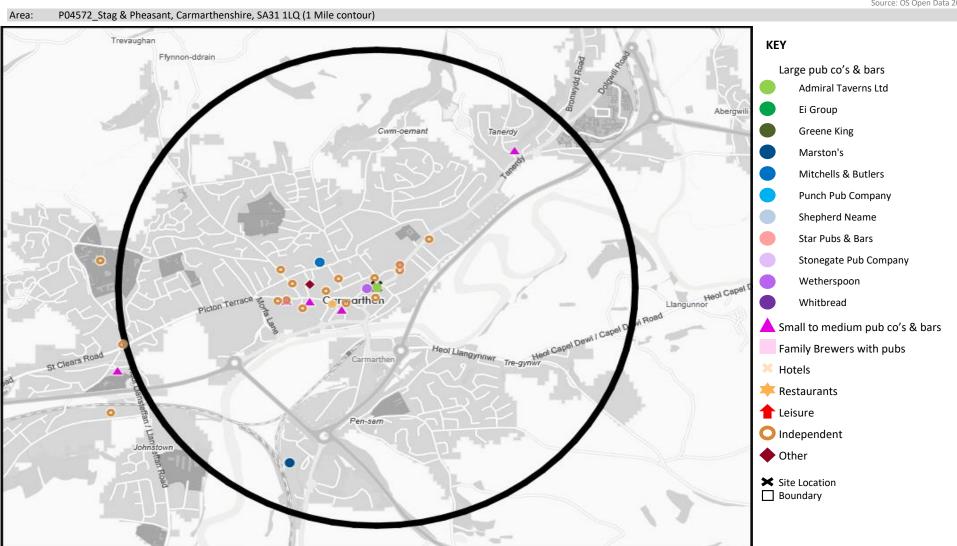
New Curiosity Independent Free Restaurant Independent Free SA31	1RH
Spillman Hotel Independent Free Guest/Boarding House Independent Free SA31	
Ivy Bush Royal Hotel Independent Free Hotel Independent Free SA31	
Stag & Pheasant Admiral Taverns Ltd Unthemed High Street F Admiral Taverns Ltd SA31	
Castle Hotel Felinfoel Unthemed High Street F Felinfoel SA31	
Old Priory Guest House Independent Free Guest/Boarding House Independent Free SA31	
Gremlin Club Independent Free NightClub Independent Free SA31	1PR
Mansel Arms *Other Small Retail Groups Unbranded Food Pub *Other Small Retail Groups SA31	
Dog & Piano Independent Free Late Night Bar Independent Free SA31	
Coracle Tavern Independent Free Unbranded Food Pub Independent Free SA31	1QG
New Stags Head Independent Free Unbranded Food Pub Independent Free SA31	-
Dairies Sports & Social Club Independent Free Social Club Independent Free SA31	-
Plume Of Feathers Marston's Unthemed High Street F Brain SA31	1TN
Rose & Crown Tomos Watkin & Son Unbranded Food Pub Tomos Watkin & Son SA31	3AE
Boars Head Hotel Felinfoel Hotel Felinfoel SA31	3AE
Park Hotel Independent Free Hotel Independent Free SA31	3AP
Golden Lion Felinfoel Unthemed High Street F Felinfoel SA31	3AP
Drovers Arms Felinfoel Unthemed High Street F Felinfoel SA31	3AP
Falcon Hotel Independent Free Hotel Independent Free SA31	3AP
Athletic Rugby Club Independent Free Local Sports Club Independent Free SA31	3AN
Tafarn Tanerdy Marston's Unbranded Food Pub Brain SA31	2EZ
Cwrw Independent Free Unthemed High Street F Independent Free SA31	1BS
Fortune House Independent Free Restaurant Independent Free SA31	1LS
Bro-Myrddinindoor Bowling Centre Independent Free Sports and Leisure Cent Independent Free SA31	3BG
Yr Hen Dderwen Wetherspoons GB Unthemed High Street F Wetherspoons GB SA31	1BH
St Peters Civic Hall Independent Free Social Club Independent Free SA31	1PG
Lyric Theatre Independent Free Theatre Independent Free SA31	1BH
Pizza Express Hony Capital Casual Dining Restaurar Hony Capital SA31	1GA
Vue Omers Private Equity Cinema Omers Private Equity SA31	1GA
Toby Carvery Mitchells & Butlers Branded Food Pub Mitchells & Butlers SA31	1GA
Harvester St Catherine's Walk Mitchells & Butlers Branded Food Pub Mitchells & Butlers SA31	1GA
Carmarthen Town Afc Independent Free Local Sports Club Independent Free SA31	1LR
Caraway Marston's Unbranded Food Pub Marston's SA31	2NG
Cofio Lounge Bar Restaurant Loungers SA31	1PR



## **MAP OF AREA**

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Source: OS Open Data 2018







**HOME** 

WHAT IS WORKFORCE ACORN?

**CATEGORY** 

GROUP

TYPE

MAP

### **WORKFORCE ACORN REPORT**

Area: P04572 Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain

#### **NAVIGATION**

Use the Navigation bar above to navigate through this document.

#### INTERPRETING THE REPORT

The Workforce Acorn report describes the relationship between the selected Area profile and the Base area by comparing the penetration of each Workforce Acorn Type in the area with the penetration of each Workforce Acorn Type in the base.

#### **PERCENTAGE OF PROFILE**

Counts of the working population within each Workforce Acorn Type are shown as raw counts and as percentages of the total volume.

#### **INDEX**

The index shows how the percentage of a Type in the area compares with the percentage of that Type in the base. Differences between these two percentages are measured by the Index in the following way.

- An index of 100 indicates that the representation of that Acorn Type is the same in the area as the base.
- An index of over 100 shows above average representation (e.g. 140 shows that this type has a 40% over representation in the file when compared to the base).
- An index of under 100 shows below average representation.

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#### **ADDITIONAL INFORMATION**

Click on the documents below for more information on Acorn.





Tableau









HOME WHAT IS WORKFORCE ACORN? GROUP TYPE MAP

#### **WORKFORCE ACORN - WHAT IS IT?**

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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain

Workforce Acorn is a powerful consumer classification tool that segments the UK's working population at their place of work. By analysing demographic data, social factors, consumer behaviour and commuting patterns, Workforce Acorn provides precise information and an in-depth understanding of the different types of people working in proximity to your business.

Workforce Acorn categorises the working population of every workplace zone in the UK. This makes it easier to understand the demographic and lifestyle characteristics and therefore the needs of workers.

Workforce Acorn segments workers into 6 categories, 18 groups and 62 types.

 $The Workforce \ A corn \ factsheet \ is \ available \ to \ download \ from \ www.caci.co.uk/products/product/acorn family.$ 

Workforce Acorn Category	Workforce Acorn Group	Workfo	rce Acorn Type
		1.A.1	Exclusive enclaves
	1.A Lavish Lifestyles	1.A.2	Metropolitan money
		1.A.3	Large house luxury
		1.B.4	Asset rich families
		1.B.5	Wealthy countryside commuters
1	1.B Executive Wealth	1.B.6	Financially comfortable families
	1.b Executive vveaitii	1.B.7	Affluent professionals
Affluent Achievers		1.B.8	Prosperous suburban families
		1.B.9	Well-off edge of towners
		1.C.10	Better-off villagers
	1.C Mature Money	1.C.11	
	1.C Mature Money	1.C.12	Retired and empty nesters
		1.C.13	Upmarket downsizers
		2.D.14	Townhouse cosmopolitans
	2 D City Conhicticates	2.D.15	Younger professionals in smaller flats
2	2.D City Sophisticates	2.D.16	Metropolitan professionals
		2.D.17	Socialising young renters
Rising Prosperity		2.E.18	Career driven young families
	2.E Career Climbers	2.E.19	First time buyers in small, modern homes
		2.E.20	Mixed metropolitan areas
		3.F.21	Farms and cottages
	3.F Countryside Communities	3.F.22	Older couples and families in rural areas
		3.F.23	Owner occupiers in small towns and villages
		3.G.24	Comfortably-off families in modern housing
	3.G Successful Suburbs	3.G.25	Larger family homes, multi-ethnic areas
3 Comfortable Communties		3.G.26	Semi-professional families, owner occupied neighbourhoods
		3.H.27	Suburban semis, conventional attitudes
	3.H Steady Neighbourhoods	3.H.28	Owner occupied terraces, average income
		3.H.29	Established suburbs, older families
	3.I Comfortable Seniors	3.1.30	Older people, neat and tidy neighbourhoods
	5.1 Collifortable Selliors	3.1.31	Elderly singles in purpose-built accommodation
	3.J Starting Out	3.J.32	Educated families in terraces, young children
	3.3 Starting Out	3.J.33	Smaller houses and starter homes
		4.K.34	Student flats and halls of residence
	4.K Student Life	4.K.35	Term-time terraces
		4.K.36	Educated young people in flats and tenements
		4.L.37	Low cost flats in suburban areas
	4.L Modest Means	4.L.38	Semi-skilled workers in traditional neighbourhoods
		4.L.39	Fading owner occupied terraces
4		4.L.40	High occupancy terraces, culturally diverse family areas
Financially Stratched		4.M.41	
Financially Stretched	4.M Striving Families	4.M.42	
		4.M.43	
		4.M.44	Post-war estates, limited means
		4.N.45	Pensioners in social housing, semis and terraces
	4.N Poorer Families	4.N.46	Elderly people in social rented flats
		4.N.47	Low income older people in smaller semis
		4.N.48	Pensioners and singles in social rented flats
	E O Voung Hardship	5.0.49	Young families in low cost private flats
	5.O Young Hardship	5.0.50	Struggling younger people in mixed tenure
		5.0.51	Young people in small, low cost terraces
		5.P.52	Poorer families, many children, terraced housing
5	E D Struggling Estates	5.P.53 5.P.54	Low income terraces
Urban Adversity	5.P Struggling Estates		Multi-ethnic, purpose-built estates
or built Adversity		5.P.55 5.P.56	Deprived and ethnically diverse in flats
		5.P.56 5.Q.57	Low income large families in social rented semis
	5.Q Difficult Circumstances		Social rented flats, families and single parents
	5.Q Difficult Circumstances	5.Q.58 5.Q.59	Singles and young families, some receiving benefits
		6.R.60	Deprived areas and high-rise flats
6	6.R Not Private Households		Active communal population
Not Private Households	o.k Not Private Households	6.R.61	Inactive communal population
Total India Households		6.R.62	Business areas without resident population





HOME WHAT IS WORKFORCE ACORN? CATEGORY GROUP TYPE MAP

### **WORKFORCE ACORN CATEGORY PROFILE**

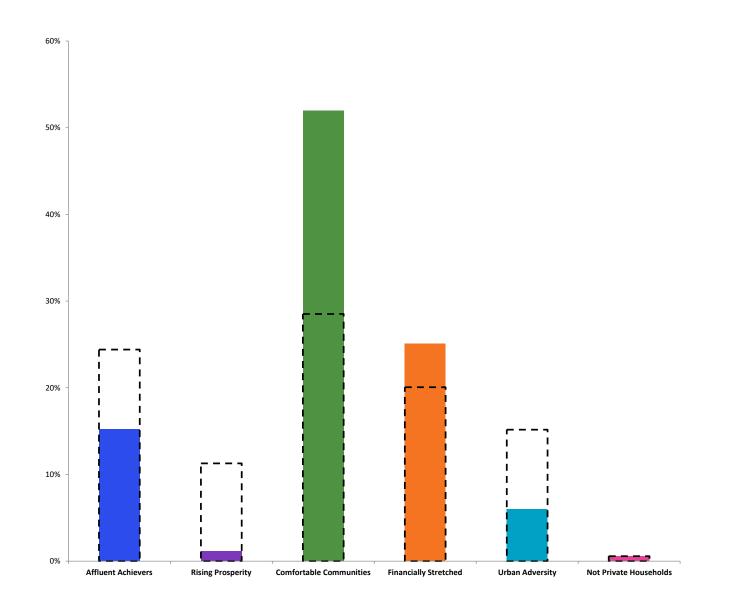
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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain Year: 2011

Workforce	Acori	n Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
0	1	Affluent Achievers	1,468	15.2	24.4	62		
0	2	Rising Prosperity	112	1.2	11.3	10		
0	3	Comfortable Communities	5,010	52.0	28.5	182		
	4	Financially Stretched	2,418	25.1	20.1	125		
	5	Urban Adversity	579	6.0	15.2	40		
	6	Not Private Households	56	0.6	0.6	101		

Total workers 9,643



**⊑**% for Base







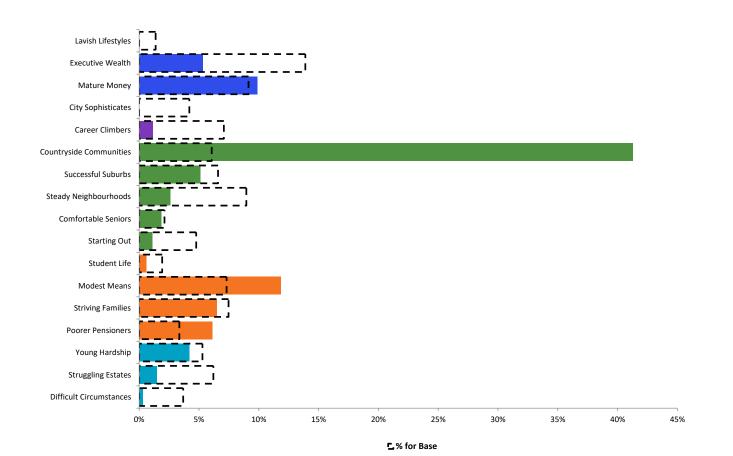
HOME WHAT IS WORKFORCE CATEGORY GROUP TYPE MAP

### **WORKFORCE ACORN GROUP PROFILE**

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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

orkforce Aco	rn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Afflue	nt Achievers						
1.A	Lavish Lifestyles	1	0.0	1.4	1		
1.B	Executive Wealth	514	5.3	13.9	38		
1.C	Mature Money	953	9.9	9.1	108		
2. Rising	Prosperity						
2.D	City Sophisticates	0	0.0	4.2	0		
2.E	Career Climbers	112	1.2	7.1	16		
3. Comfo	ortable Communities						
3.F	Countryside Communities	3,981	41.3	6.1	680		
3.G	Successful Suburbs	493	5.1	6.6	77		
3.H	Steady Neighbourhoods	251	2.6	9.0	29		
3.1	Comfortable Seniors	178	1.8	2.1	87		
3.J	Starting Out	107	1.1	4.8	23		
4. Finan	cially Stretched						
4.K	Student Life	59	0.6	1.9	32		
4.L	Modest Means	1,144	11.9	7.3	162		
4.M	Striving Families	625	6.5	7.5	87		
4.N	Poorer Pensioners	590	6.1	3.4	182		
5. Urban	Adversity						
5.0	Young Hardship	405	4.2	5.3	79		
5.P	Struggling Estates	142	1.5	6.2	24		
5.Q	Difficult Circumstances	32	0.3	3.7	9		
6. Not P	rivate Households						
6.R	Not Private Households	56	0.6	0.6	101		
Total v	vorkers	9,643					









HOME WHAT IS WORKFORCE CATEGORY GROUP TYPE MAP

### **WORKFORCE ACORN TYPE PROFILE**

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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Workfo	orce Acorn	Type Description	Area Profile	% for Area	% for Base	Index 0	100	200
	0.00	Address:						
	. Affluent	: Achievers 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 <b>1.B</b>	Large house luxury Executive Wealth	1	0.0	1.1	1		
	1.B.4	Asset rich families	150	1.6	2.5	62		
	1.B.5 1.B.6	Wealthy countryside commuters Financially comfortable families	81 223	0.8 2.3	2.6 3.2	32 72		
	1.B.7	Affluent professionals	1	0.0	1.1	1		
	1.B.8	Prosperous suburban families	7 52	0.1 0.5	1.9 2.6	4		
	1.B.9 <b>1.C</b>	Well-off edge of towners  Mature Money	52	0.5	2.6	21		
	1.C.10	Better-off villagers	129	1.3	2.9	45		
	1.C.11 1.C.12	Settled suburbia, older people Retired and empty nesters	195 584	2.0 6.1	3.4 1.9	60 311		
	1.C.12	Upmarket downsizers	45	0.5	0.9	53		
2	. Rising P	rosperity						
	2.D	City Sophisticates	0	0.0	1.0	0		
	2.D.14 2.D.15	Townhouse cosmopolitans Younger professionals in smaller flats	0	0.0 0.0	1.0 1.2	0		
	2.D.16	Metropolitan professionals	0	0.0	0.9	0		
	2.D.17 <b>2.E</b>	Socialising young renters  Career Climbers	0	0.0	1.1	0		
	2.E.18	Career driven young families	98	1.0	2.4	42		
	2.E.19	First time buyers in small, modern homes	14	0.1	3.3	4		
2	2.E.20	Mixed metropolitan areas table Communities	0	0.0	1.3	0		
<i>y</i> 3	3.F	Countryside Communities						
	3.F.21	Farms and cottages	1,150	11.9	1.7	711		
	3.F.22	Older couples and families in rural areas Owner occupiers in small towns and villages	1,239	12.8	1.5	861		
	3.F.23 <b>3.G</b>	Successful Suburbs	1,592	16.5	2.9	570		
	3.G.24	Comfortably-off families in modern housing	287	3.0	2.8	107		
	3.G.25 3.G.26	Larger family homes, multi-ethnic areas Semi-professional families, owner occupied neighbourhoods	1 205	0.0 2.1	1.2 2.6	1 82		
	3.G.26 3.H	Steady Neighbourhoods	203	2.1	2.0	82		
	3.H.27	Suburban semis, conventional attitudes	168	1.7	3.8	46		
	3.H.28 3.H.29	Owner occupied terraces, average income Established suburbs, older families	6 77	0.1 0.8	2.1 3.1	3 26		
	3.I	Comfortable Seniors		0.0				
	3.1.30	Older people, neat and tidy neighbourhoods	148	1.5	2.0	77		
	3.I.31 <b>3.J</b>	Elderly singles in purpose-built accommodation  Starting Out	30	0.3	0.1	267		
	3.J.32	Educated families in terraces, young children	37	0.4	2.2	17		
	3.J.33	Smaller houses and starter homes	70	0.7	2.5	29		
4	4.K	Illy Stretched Student Life						
	4.K.34	Student flats and halls of residence	28	0.3	0.5	64		
	4.K.35 4.K.36	Term-time terraces Educated young people in flats and tenements	21 10	0.2 0.1	0.3 1.1	63 9		
	4.K.36 <b>4.L</b>	Modest Means	10	0.1	1.1	9		
	4.L.37	Low cost flats in suburban areas	11	0.1	0.7	16		
	4.L.38 4.L.39	Semi-skilled workers in traditional neighbourhoods Fading owner occupied terraces	617 516	6.4 5.4	2.6 2.9	244 186		
	4.L.40	High occupancy terraces, culturally diverse family areas	0	0.0	1.1	0		
	4.M	Striving Families	212	2.2	17	100		
	4.M.41 4.M.42	Labouring semi-rural estates Struggling young families in post-war terraces	312 46	3.2 0.5	1.7 1.8	189 26		
	4.M.43	Families in right-to-buy estates	141	1.5	2.2	66		
	4.M.44 <b>4.N</b>	Post-war estates, limited means Poorer Pensioners	126	1.3	1.7	75		
	4.N.45	Pensioners in social housing, semis and terraces	36	0.4	0.4	89		
	4.N.46	Elderly people in social rented flats	9	0.1	0.2	53		
	4.N.47 4.N.48	Low income older people in smaller semis Pensioners and singles in social rented flats	438 107	4.5 1.1	2.0 0.8	230 140		
<b>)</b> 5	. Urban A		107		0.0	2.0		
	5.0	Young Hardship						
	5.0.49	Young families in low cost private flats	88	0.9	1.5	59		
	5.O.50 5.O.51	Struggling younger people in mixed tenure Young people in small, low cost terraces	179 138	1.9 1.4	1.6 2.2	118 66		
	5.P	Struggling Estates						
	5.P.52 5.P.53	Poorer families, many children, terraced housing Low income terraces	74 0	0.8 0.0	1.5 1.0	51		
	5.P.53 5.P.54	Multi-ethnic, purpose-built estates	0	0.0	0.9	0		
	5.P.55	Deprived and ethnically diverse in flats	0	0.0	0.8	0		
	5.P.56 <b>5.Q</b>	Low income large families in social rented semis  Difficult Circumstances	68	0.7	1.9	36		
	5.Q.57	Social rented flats, families and single parents	2	0.0	1.1	2		
	5.Q.58	Singles and young families, some receiving benefits	25	0.3	1.5	17		
	5.Q.59	Deprived areas and high-rise flats	5	0.1	1.1	5		
6	6.R	rate Households  Not Private Households						
	6.R.60	Active communal population	8	0.1	0.2	36		
	6.R.61	Inactive communal population	48	0.5	0.3	145		
	6.R.62	Business areas without resident population	0					





**HOME** 

WHAT IS WORKFORCE ACORN?

CATEGORY

GROUP

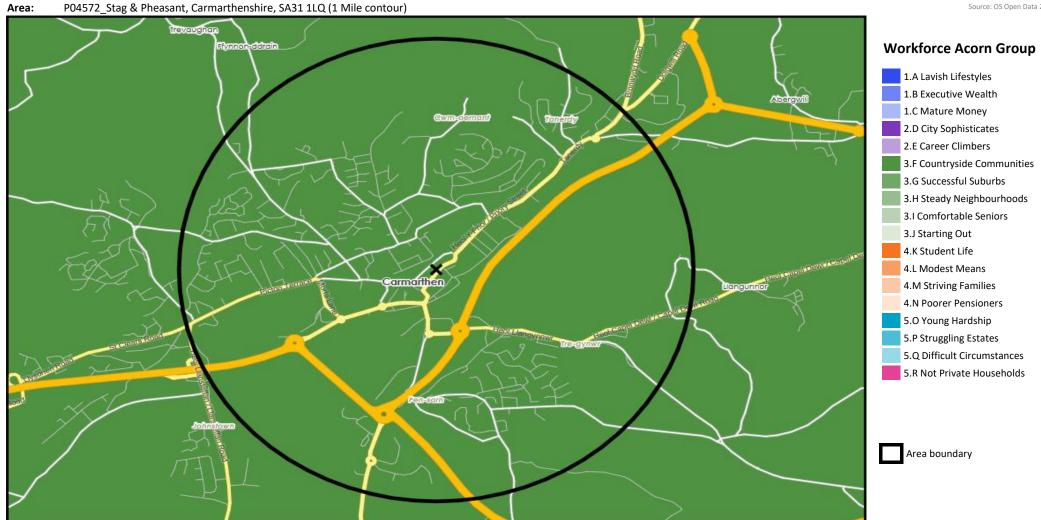
TYPE

MAP

## **DOMINANT WORKFORCE ACORN GROUP**

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Source: OS Open Data 2018







## **MAP OF AREA**

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Source: OS Open Data 2018

P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour) Area: Trevaughan Ffynnon-ddrain Abergwili Haol Capel Dewl T Capel Dewl Road Carmarthen Tre-gynwr Heof Llangynnwr

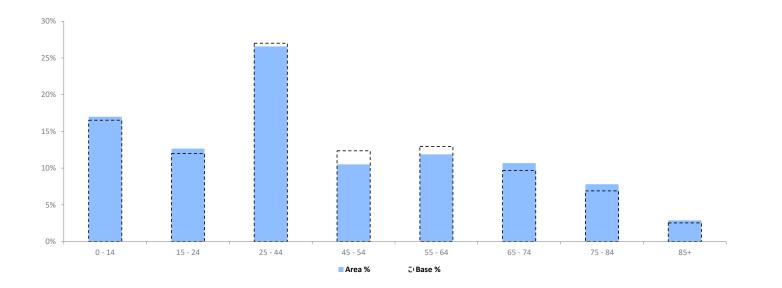


# **POPULATION PROJECTIONS**

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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Area Profile	Area %	Base %	Index av=100	0 100	200
2,070	17.0	16.5	103	1	
•					
1,445	11.9	13.0	92	<b>T</b>	
	10.7	9.7	110		
	2.9	2.5	114		
	2,070 1,542 3,236 1,279	2,070 17.0 1,542 12.7 3,236 26.6 1,279 10.5 1,445 11.9 1,302 10.7 950 7.8 351 2.9	2,070 17.0 16.5 1,542 12.7 12.0 3,236 26.6 27.0 1,279 10.5 12.4 1,445 11.9 13.0 1,302 10.7 9.7 950 7.8 6.9 351 2.9 2.5	Area Profile         Area %         Base %         av=100           2,070         17.0         16.5         103           1,542         12.7         12.0         106           3,236         26.6         27.0         98           1,279         10.5         12.4         85           1,445         11.9         13.0         92           1,302         10.7         9.7         110           950         7.8         6.9         113           351         2.9         2.5         114	Area Profile Area % Base % av=100 0 100  2,070 17.0 16.5 103





## **EXPENDITURE**

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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain Year: 2024

### **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	£441,432	£77.91	£92.53	84		
2. Alcoholic beverages, tobacco and narcotics	£154,500	£27.27	£29.81	91		
3. Clothing & Footwear	£205,612	£36.29	£44.48	82		
4. Housing, water, electricity, gas and other fuels	£430,011	£75.89	£106.80	71		
5. Furnishings, equipment and routine maintenance	£249,335	£44.01	£52.65	84		
6. Health	£76,544	£13.51	£21.84	62		
7. Transport	£557,759	£98.44	£125.67	78		
8. Communication	£87,348	£15.42	£19.03	81		
9. Recreation & Culture	£458,255	£80.88	£98.79	82		
10. Education	£27,826	£4.91	£21.71	23		
11. Restaurants & Hotels	£422,410	£74.55	£103.11	72		
12. Miscellaneous goods and services	£627,046	£110.67	£135.92	81		
Total Expenditure	£3,738,078	£659.74	£852.33	77		

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.



## **CENSUS DEMOGRAPHICS**

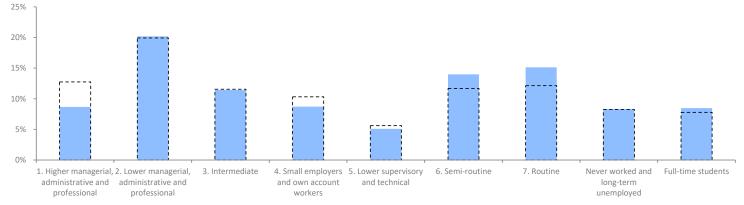
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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)

Base: Great Britain Year: 2021

#### NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0 100	200
1. Higher managerial, administrative and professional	854	8.7	12.7	68		
2. Lower managerial, administrative and professional	1,985	20.2	19.9	101		
3. Intermediate	1,125	11.4	11.5	99		
4. Small employers and own account workers	858	8.7	10.3	84		
5. Lower supervisory and technical	501	5.1	5.6	91		
6. Semi-routine	1,376	14.0	11.7	120		
7. Routine	1,489	15.1	12.1	125		
Never worked and long-term unemployed	818	8.3	8.2	101		
Full-time students	833	8.5	7.8	109		
Total population	9,839					



■ Area % こ Base %