

# CGA LICENCED PREMISES

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Area: P00679\_Green Dragon, Wymondham, NR18  
 Base: Great Britain  
 Year: 2023

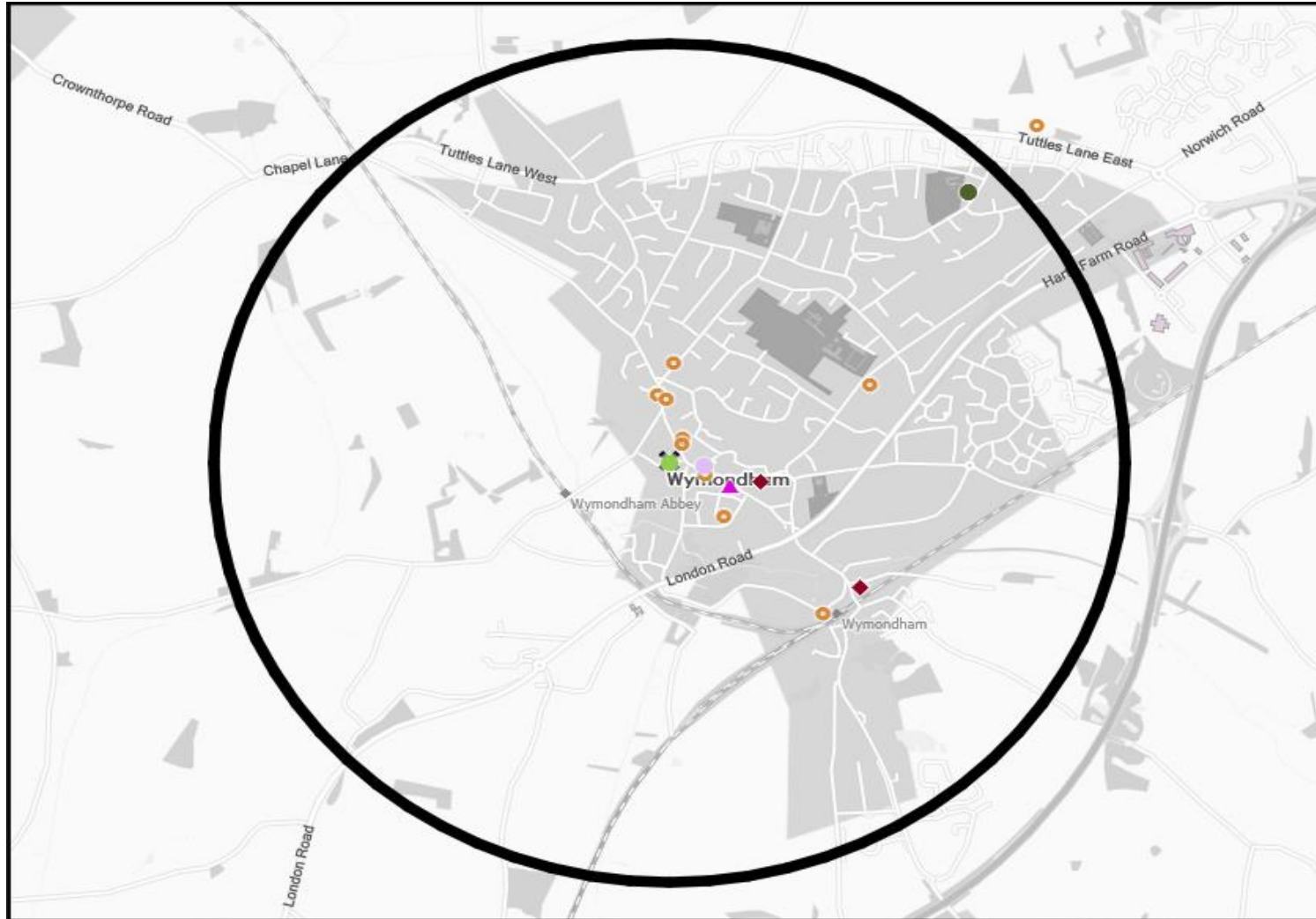
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	63.5	81.7	78			
Proprietary Club	1	7.9	7.3	<b>109</b>			
Registered Club	3	23.8	28.2	85			
Restaurant	4	31.8	32.1	99			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR18 0AJ
Queens Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR18 0AR
Wymondham Ex Services Club	Independent Free	Registered Club	Independent Free	NR18 0AT
Cross Keys	Wellington	Pubs & Full On	Wellington	NR18 0AX
Wymondham Hotel	Independent Free	Pubs & Full On	Independent Free	NR18 0BB
Robert Kett	Greene King	Pubs & Full On	Greene King	NR18 0HH
Railway Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR18 0JY
Wymondham Dell Bowls Club	Independent Free	Registered Club	Independent Free	NR18 0NT
Green Dragon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NR18 0PH
Feathers Inn	Independent Free	Pubs & Full On	Independent Free	NR18 0PN
Wymondham Snooker Club	Independent Free	Proprietary Club	Independent Free	NR18 0PN
Shapla Tandoori Restaurant	Independent Free	Restaurant	Independent Free	NR18 0PW
Easton College	Independent Free	Registered Club	Independent Free	NR 9 5DX
India Village	Independent Free	Restaurant	Independent Free	NR18 0PS
Tum Rup Thai	Independent Free	Restaurant	Independent Free	NR18 0AD
Station Bistro	Independent Free	Restaurant	Independent Free	NR18 0JZ

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P00679\_Green Dragon, Wymondham, NR18 0PH (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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**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,244	21.9	22.1	99		
 2 Rising Prosperity	499	8.8	10.2	86		
 3 Comfortable Communities	2,372	41.7	26.5	157		
 4 Financially Stretched	1,239	21.8	23.7	92		
 5 Urban Adversity	320	5.6	17.2	33		
 6 Not Private Households	13	0.2	0.3	66		
 Graph						
<b>Total households</b>	<b>5,687</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:** P00679\_Green Dragon, Wymondham, NR18 0PH (1 Mile contour)  
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**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	501	8.8	11.3	78			
1.C Mature Money	743	13.1	9.6	135			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	499	8.8	6.4	138			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	691	12.2	5.7	212			
3.G Successful Suburbs	1,006	17.7	6.0	297			
3.H Steady Neighbourhoods	123	2.2	7.4	29			
3.I Comfortable Seniors	436	7.7	2.9	268			
3.J Starting Out	116	2.0	4.6	45			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	334	5.9	8.0	74			
4.M Striving Families	485	8.5	7.4	114			
4.N Poorer Pensioners	420	7.4	5.8	128			
<b>5. Urban Adversity</b>							
5.O Young Hardship	240	4.2	6.3	68			
5.P Struggling Estates	40	0.7	5.7	12			
5.Q Difficult Circumstances	40	0.7	5.2	13			
<b>6. Not Private Households</b>							
6.R Not Private Households	13	0.2	0.3	66			
<b>Total households</b>	<b>5,687</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 <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

#### DIGITAL ATTITUDES

I worry about online security <b>58%</b> <small>UK average: 48%</small>	Shopping online makes my life easier <b>68%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>44%</b> <small>UK average: 28%</small>
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#### FINANCIAL PROFILE

Household income <b>£33k</b> (UK) / <b>£36k</b> (London) <small>Average: £40k / Average: £46k</small>	% Disposable income <b>26%</b> (UK) / <b>16%</b> (London) <small>Average: 43% / Average: 29%</small>	Financial situation <b>Running into debt</b> / <b>Saving a lot</b>
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#### TOP BEHAVIOURS

<b>Love to buy new gadgets and appliances</b>	<b>Research beauty online</b>	<b>Social media: Snapchat, YouTube and TikTok</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00679\_Green Dragon, Wymondham, NR18 0PH (1 Mile contour)  
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 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

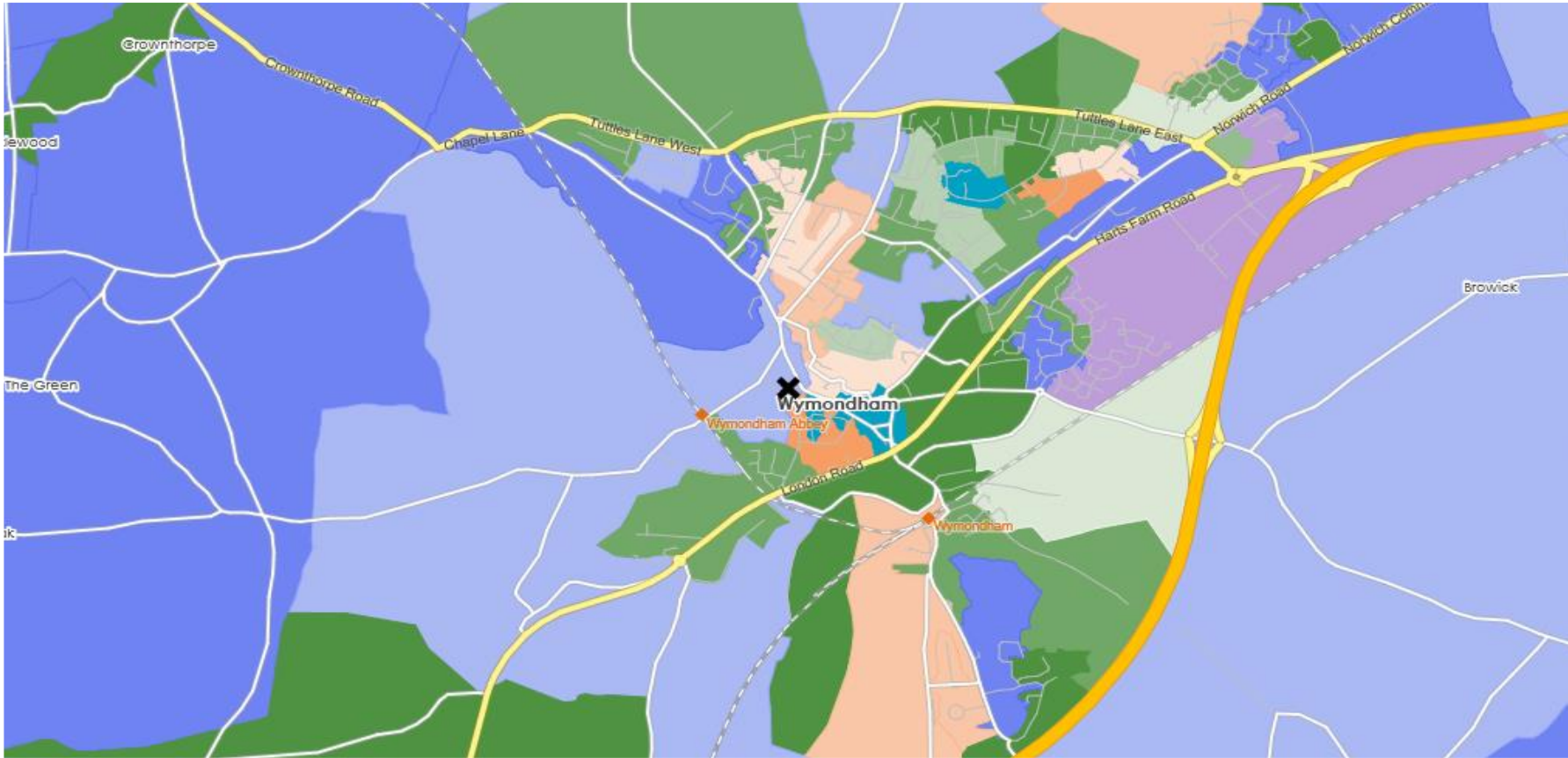
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	195	3.4	2.6	130			
1.B.5 Wealthy countryside commuters	18	0.3	2.5	13			
1.B.6 Financially comfortable families	252	4.4	2.2	199			
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	36	0.6	1.6	39			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	139	2.4	3.1	79			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	526	9.2	2.5	375			
1.C.13 Upmarket downsizers	78	1.4	1.3	106			
<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	486	8.5	2.0	433			
2.E.19 First time buyers in small, modern homes	13	0.2	3.4	7			
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	6	0.1	1.5	7			
3.F.22 Older couples and families in rural areas	17	0.3	1.0	30			
3.F.23 Owner occupiers in small towns and villages	668	11.7	3.2	366			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	683	12.0	2.7	445			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	323	5.7	2.4	234			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	107	1.9	3.5	54			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	16	0.3	2.3	12			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	403	7.1	2.4	299			
3.I.31 Elderly singles in purpose-built accommodation	33	0.6	0.5	119			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	22	0.4	2.2	18			
3.J.33 Smaller houses and starter homes	94	1.7	2.4	69			
<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	117	2.1	1.4	143			
4.L.38 Semi-skilled workers in traditional neighbourhoods	210	3.7	2.6	140			
4.L.39 Fading owner occupied terraces	7	0.1	2.9	4			
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	368	6.5	1.6	406			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	117	2.1	2.2	95			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	96	1.7	0.8	215			
4.N.46 Elderly people in social rented flats	61	1.1	1.0	104			
4.N.47 Low income older people in smaller semis	136	2.4	2.2	107			
4.N.48 Pensioners and singles in social rented flats	127	2.2	1.7	131			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	31	0.5	2.2	25			
5.O.50 Struggling younger people in mixed tenure	170	3.0	1.8	166			
5.O.51 Young people in small, low cost terraces	39	0.7	2.3	30			
<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	40	0.7	1.6	44			
<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	40	0.7	1.8	40			
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	6	0.1	0.1	178			
6.R.61 Inactive communal population	7	0.1	0.3	43			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,687</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00679\_Green Dragon, Wymondham, NR18 0PH (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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

### 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

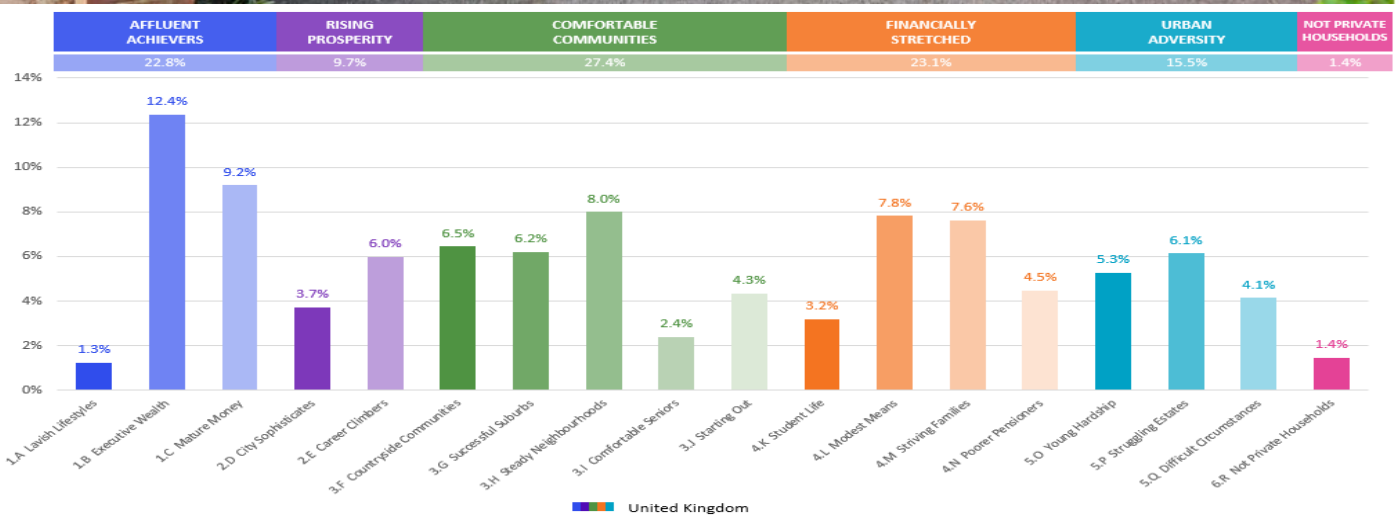
House tenure: Owned outright

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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