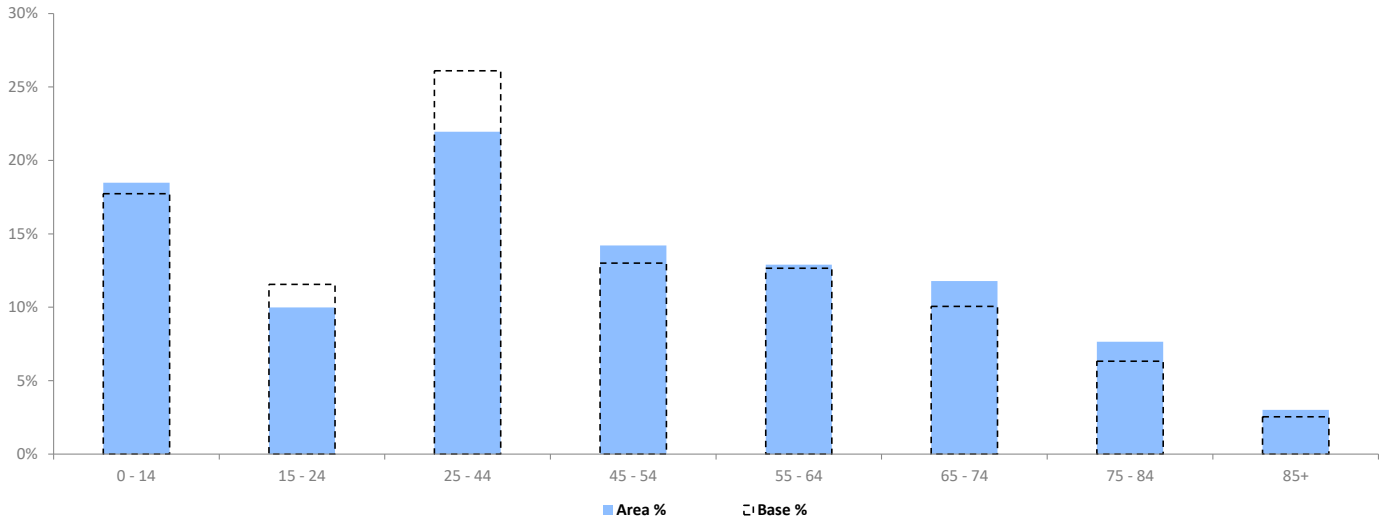


POPULATION PROJECTIONS

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Area: P00679_Green Dragon, Wymondham, NR18 OPH (5 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,931	18.5	17.7	104			
15 - 24	3,750	10.0	11.6	87			
25 - 44	8,236	22.0	26.1	84			
45 - 54	5,333	14.2	13.0	109			
55 - 64	4,839	12.9	12.7	102			
65 - 74	4,421	11.8	10.1	117			
75 - 84	2,870	7.7	6.3	121			
85+	1,131	3.0	2.5	119			
Total population	37,511						



CGA LICENCED PREMISES

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Area: P00679_Green Dragon, Wymondham, NR18
 Base: Great Britain
 Year: 2021

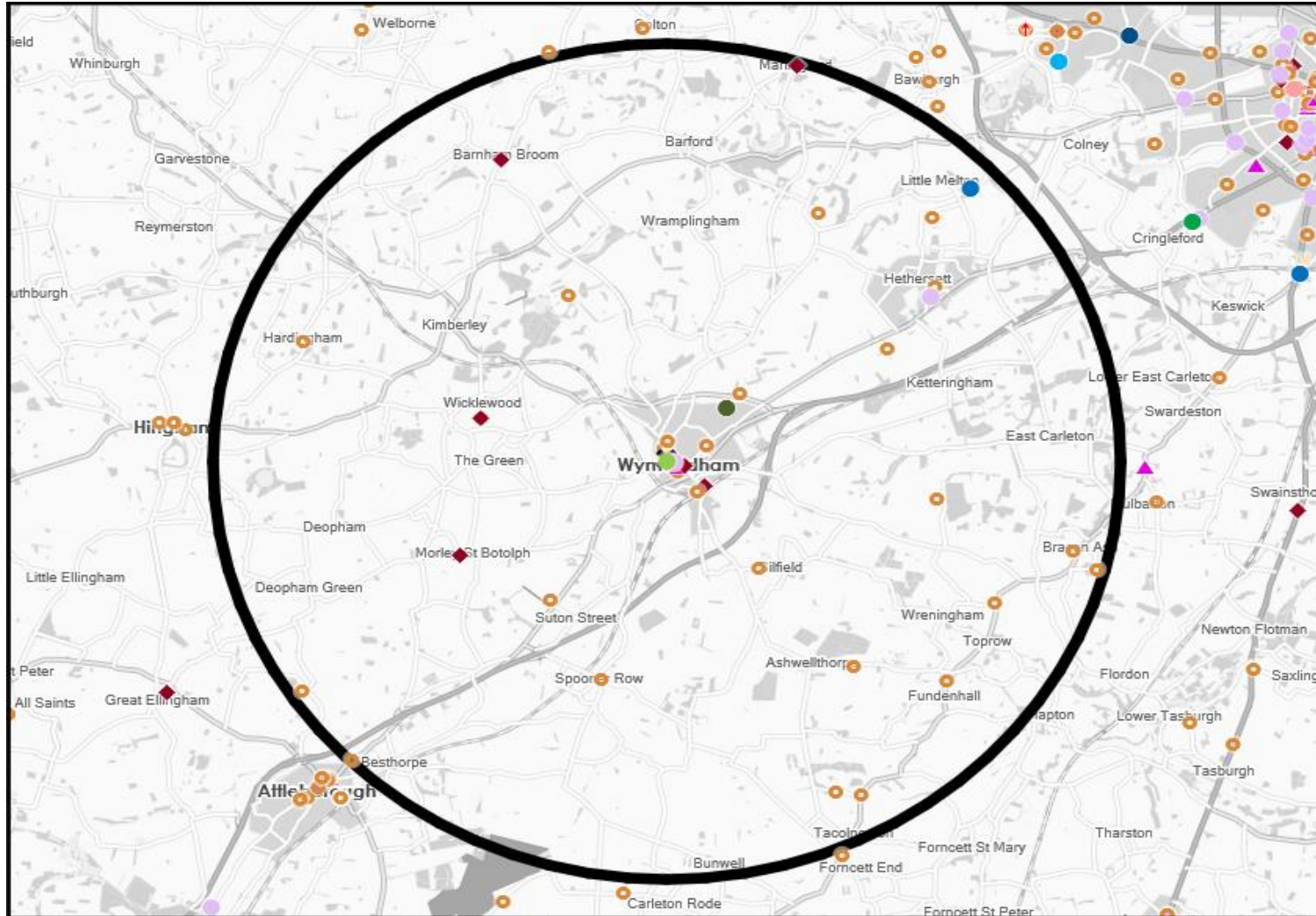
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	53.3	85.9	62			
Proprietary Club	2	5.3	8.2	65			
Registered Club	16	42.7	30.1	142			
Restaurant	5	13.3	35.3	38			
Residential	2	5.3	3.5	151			

Name	Description	License Type	Owner Name	Postcode
Swardeston Social Club	Independent Free	Registered Club	Independent Free	NR14 8EP
Lotus Sports & Social Club	Independent Free	Registered Club	Independent Free	NR14 8EZ
Woodlands Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	NR16 1AL
Kings Head	Independent Free	Pubs & Full On	Independent Free	NR16 1EL
Sherbourne House	Independent Free	Residential	Independent Free	NR17 2JX
Number 24	Independent Free	Restaurant	Independent Free	NR18 0AD
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
Buck Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR18 9AA
Three Boars	Independent Free	Pubs & Full On	Independent Free	NR18 9LL
Cherry Tree	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR18 9QA
Wicklewood Bowls Club	Independent Free	Registered Club	Independent Free	NR18 9QA
Village Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NR 9 3AD
Hethersett Social Club	Independent Free	Registered Club	Independent Free	NR 9 3DB
Queens Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 9 3DD
Park Farm Hotel & Restaurant	Independent Free	Residential	Independent Free	NR 9 3DL
Crusaders Rugby Club	Independent Free	Registered Club	Independent Free	NR 9 3NP
Bell Inn	Unknown	Pubs & Full On	Unknown	NR 9 4AA
Bell	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR 9 5HX
Bird In Hand	Independent Free	Pubs & Full On	Independent Free	NR16 1BJ
Kings Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 9 3DD
Easton College	Independent Free	Registered Club	Independent Free	NR 9 5DX
Woodlands Club	Independent Free	Registered Club	Independent Free	NR16 1DN
Carleton Rose Jubilee Hall	Independent Free	Registered Club	Independent Free	NR16 1AA
Silfield Pitch & Putt	Independent Free	Proprietary Club	Independent Free	NR18 9NL
India Village	Independent Free	Restaurant	Independent Free	NR18 0PS
Tum Rup Thai	Independent Free	Restaurant	Independent Free	NR18 0AD
Braconash Social Club	Independent Free	Registered Club	Independent Free	NR14 8EN
Wymondham Rugby Club	Independent Free	Registered Club	Independent Free	NR18 0EW
Hulabaloo	Independent Free	Pubs & Full On	Independent Free	NR18 9SJ
Hardingham Cricket Club	Independent Free	Registered Club	Independent Free	NR 9 4AE
Kimberley Hall	Independent Free	Pubs & Full On	Independent Free	NR18 0RT
Attleborough Amateur Boxing	Independent Free	Registered Club	Independent Free	NR17 1AJ
Station Bistro	Independent Free	Restaurant	Independent Free	NR18 0JZ
Great Melton Cricket Club	Independent Free	Registered Club	Independent Free	NR 9 3BJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P00679_Green Dragon, Wyomdham, NR18 0PH (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: P00679_Green Dragon, Wymondham, NR18 0PH (5 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	5,352	34.3	22.0	156		
2 Rising Prosperity	1,054	6.8	10.1	67		
3 Comfortable Communities	6,404	41.1	26.2	157		
4 Financially Stretched	2,298	14.7	23.7	62		
5 Urban Adversity	460	2.9	17.6	17		
6 Not Private Households	31	0.2	0.3	60		
Graph						
Total households	15,599					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

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 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00679_Green Dragon, Wymondham, NR18 0PH (5 Mile contour)
Base: Great Britain
Year: 2021

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	2,820	18.1	11.2	161			
1.C Mature Money	2,532	16.2	9.6	169			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,054	6.8	6.2	109			
3. Comfortable Communities							
3.F Countryside Communities	3,835	24.6	5.7	429			
3.G Successful Suburbs	1,445	9.3	5.9	157			
3.H Steady Neighbourhoods	266	1.7	7.4	23			
3.I Comfortable Seniors	461	3.0	2.9	102			
3.J Starting Out	397	2.5	4.3	59			
4. Financially Stretched							
4.K Student Life	9	0.1	2.4	2			
4.L Modest Means	395	2.5	7.9	32			
4.M Striving Families	1,055	6.8	7.5	90			
4.N Poorer Pensioners	839	5.4	5.9	91			
5. Urban Adversity							
5.O Young Hardship	262	1.7	6.1	27			
5.P Struggling Estates	158	1.0	6.1	17			
5.Q Difficult Circumstances	40	0.3	5.3	5			
6. Not Private Households							
6.R Not Private Households	31	0.2	0.3	60			
Total households	15,599						

Acorn Group Pen Portrait

3 F Countryside Communities 3.4M UK Adults 6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS		BRANDS	
Age range 65+	Children at home 0		
House tenure Owned outright	Family structure Couple	DIGITAL	
Number of beds 4	House type Detached	ATTITUDES I worry about online security: 57% (UK average: 55%) Shopping online makes my life easier: 53% (UK average: 53%) I couldn't live without the internet on my mobile: 25% (UK average: 34%)	
FINANCIAL PROFILE		KEY INTERNET USAGE	
Household Income UK: £42k (Average: £40k) London: n/a (Average: £44k)	% Disposable Income UK: 53% (Average: 44%) London: n/a (Average: 39%)	This group are more likely to browse for gardening products online	
Financial situation:		This group are more likely to purchase home insurance online	
		This group are more likely to subscribe to Sky TV	

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 (5 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn 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	739	4.7	2.6	181			
1.B.5 Wealthy countryside commuters	872	5.6	2.4	232			
1.B.6 Financially comfortable families	1,046	6.7	2.2	305			
1.B.7 Affluent professionals	9	0.1	0.9	7			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	154	1.0	1.6	61			
1.C Mature Money							
1.C.10 Better-off villagers	1,155	7.4	3.0	248			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	1,277	8.2	2.5	330			
1.C.13 Upmarket downsizers	100	0.6	1.3	49			
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	992	6.4	1.9	338			
2.E.19 First time buyers in small, modern homes	62	0.4	3.3	12			
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	376	2.4	1.5	161			
3.F.22 Older couples and families in rural areas	1,445	9.3	1.1	870			
3.F.23 Owner occupiers in small towns and villages	2,014	12.9	3.2	407			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	853	5.5	2.6	207			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	592	3.8	2.4	157			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	103	0.7	3.4	19			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	163	1.0	2.3	45			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	426	2.7	2.4	113			
3.I.31 Elderly singles in purpose-built accommodation	35	0.2	0.5	46			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	35	0.2	2.1	11			
3.J.33 Smaller houses and starter homes	362	2.3	2.3	103			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	9	0.1	0.4	16			
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	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	183	1.2	1.4	83			
4.L.38 Semi-skilled workers in traditional neighbourhoods	192	1.2	2.6	47			
4.L.39 Fading owner occupied terraces	20	0.1	2.9	4			
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	938	6.0	1.6	377			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	117	0.8	2.2	34			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	206	1.3	0.8	168			
4.N.46 Elderly people in social rented flats	121	0.8	1.1	71			
4.N.47 Low income older people in smaller semis	351	2.3	2.3	99			
4.N.48 Pensioners and singles in social rented flats	161	1.0	1.8	58			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	27	0.2	2.1	8			
5.O.50 Struggling younger people in mixed tenure	195	1.3	1.7	72			
5.O.51 Young people in small, low cost terraces	40	0.3	2.3	11			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	22	0.1	1.6	9			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	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	136	0.9	1.6	53			
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	40	0.3	1.8	14			
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	9	0.1	0.1	99			
6.R.61 Inactive communal population	22	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,599						

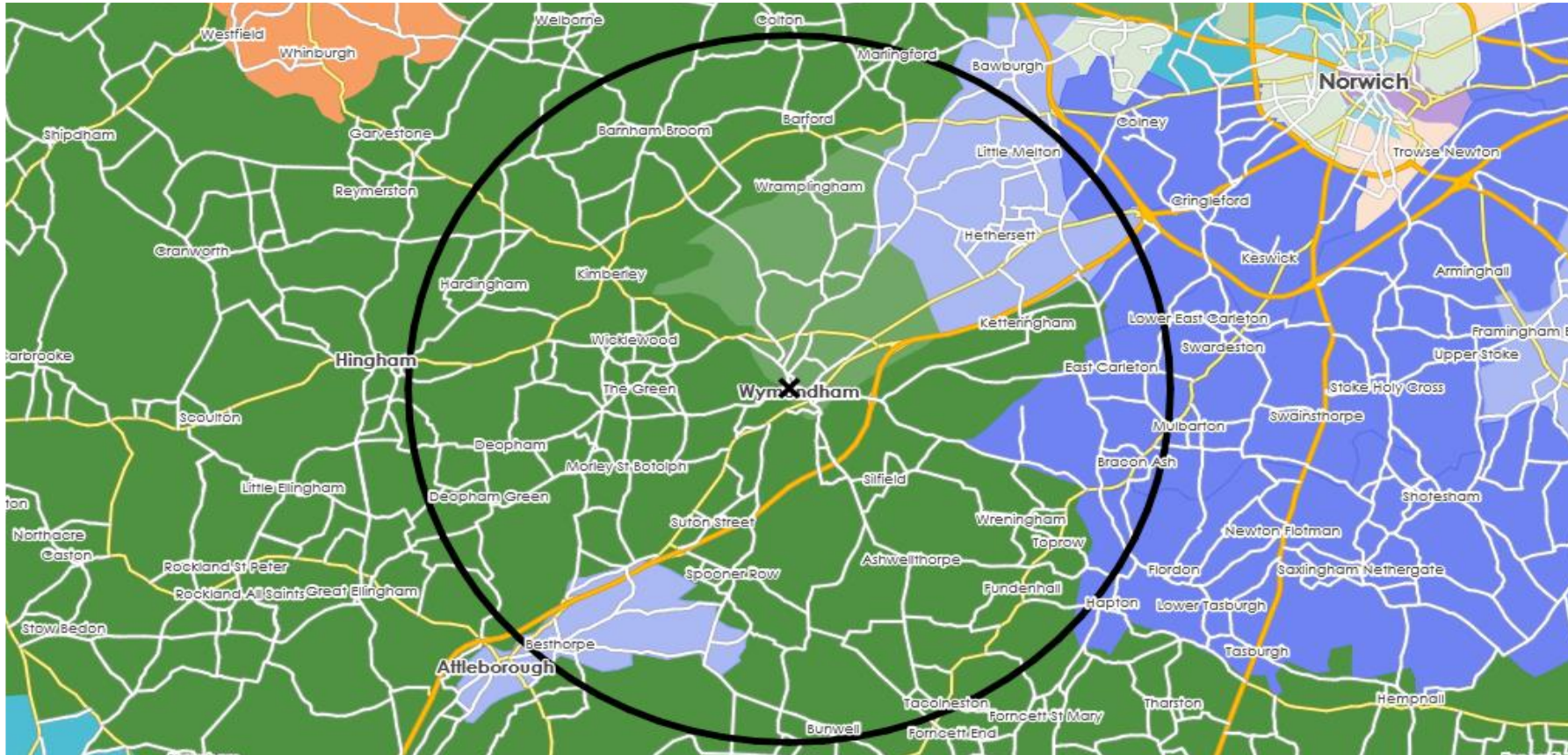
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00679_Green Dragon, Wymondham, NR18 0PH (5 Mile contour)



Dominant Acorn Category

- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- **Dominant Acorn Group**

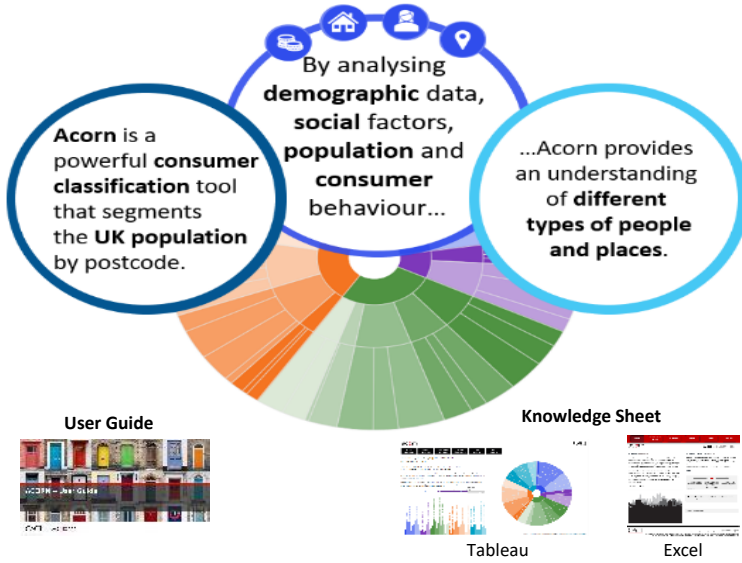
Acorn Groups

- 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
	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		

1 Affluent Achievers

12.0M 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+

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.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles
- B. Executive Wealth
- C. Mature Money

