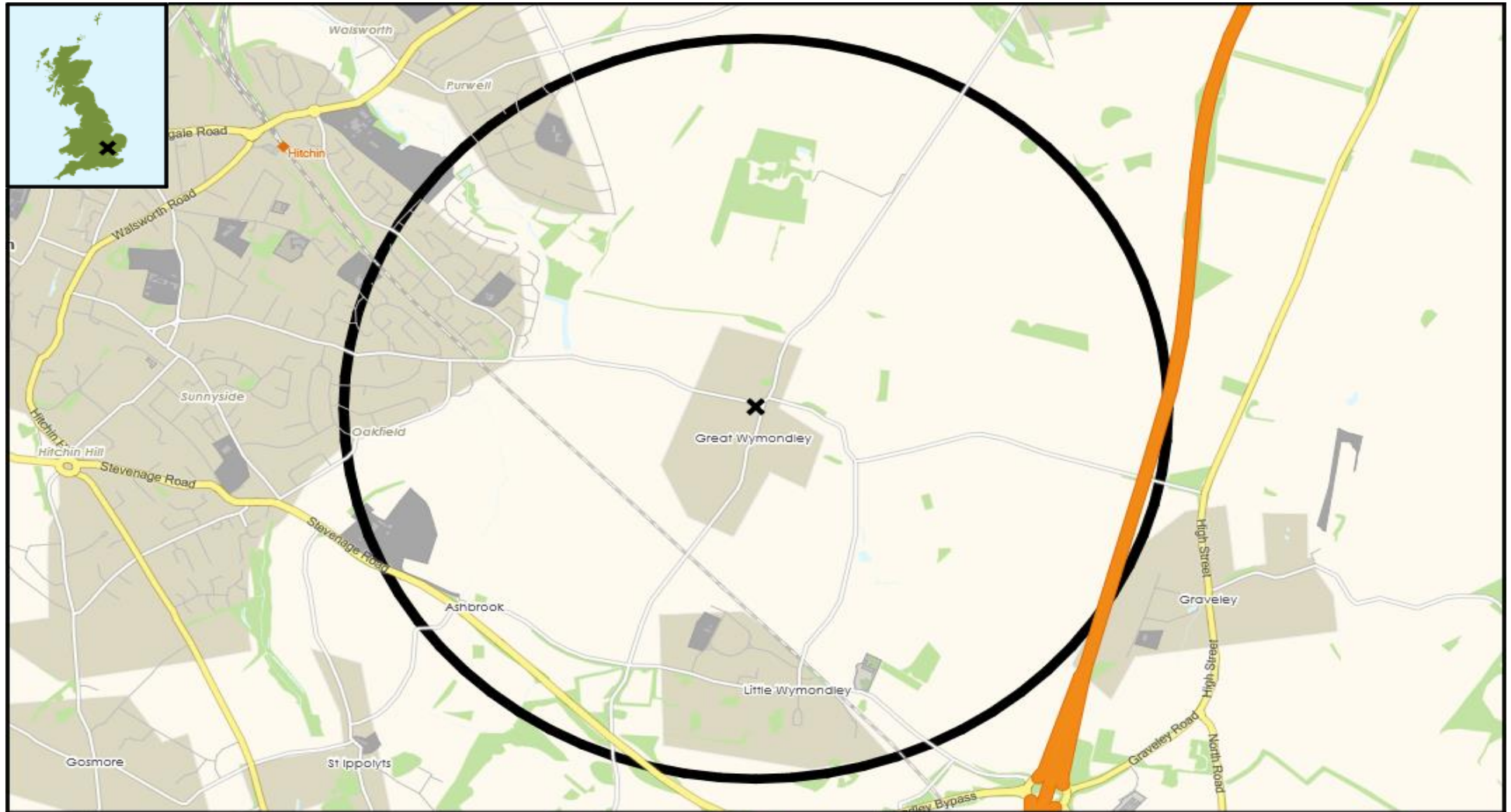


MAP OF AREA

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Source: OS Open Data 2018

Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 Mile contour)

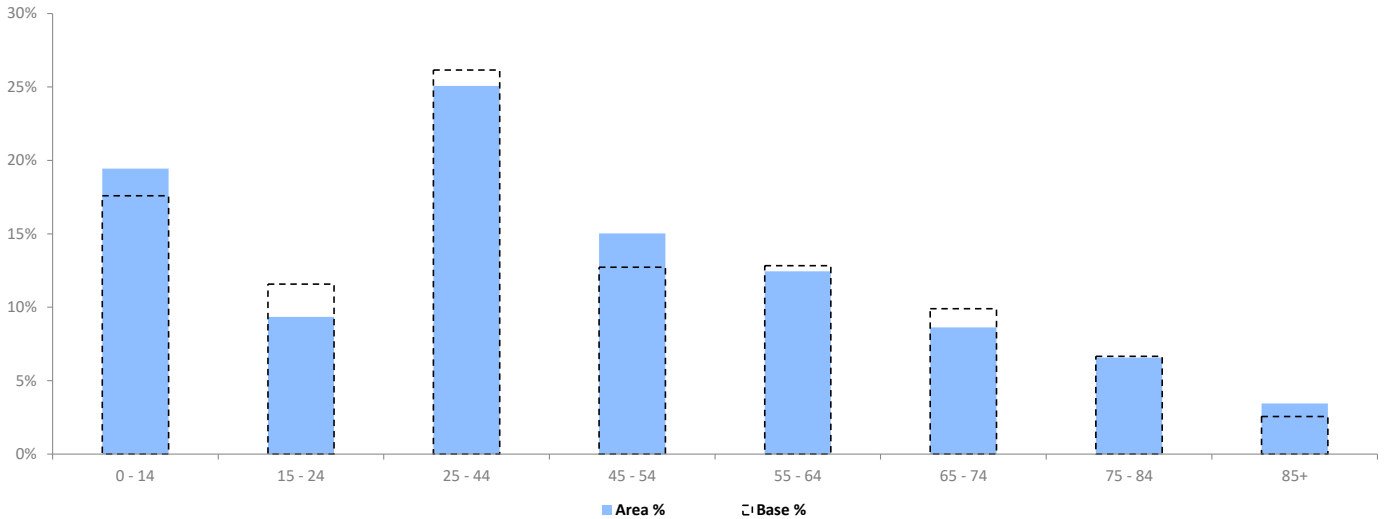


POPULATION PROJECTIONS

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Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,122	19.4	17.6	111			
15 - 24	539	9.3	11.6	81			
25 - 44	1,447	25.1	26.2	96			
45 - 54	867	15.0	12.7	118			
55 - 64	718	12.4	12.8	97			
65 - 74	498	8.6	9.9	87			
75 - 84	379	6.6	6.7	99			
85+	199	3.4	2.6	135			
Total population	5,769						



EXPENDITURE

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Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 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	£188,133	£78.29	£73.74	106			
2. Alcoholic beverages, tobacco and narcotics	£59,574	£24.79	£27.43	90			
3. Clothing & Footwear	£105,761	£44.01	£41.92	105			
4. Housing, water, electricity, gas and other fuels	£221,049	£91.99	£92.23	100			
5. Furnishings, equipment and routine maintenance	£96,810	£40.29	£39.49	102			
6. Health	£50,242	£20.91	£16.97	123			
7. Transport	£316,007	£131.51	£115.30	114			
8. Communication	£35,729	£14.87	£14.64	102			
9. Recreation & Culture	£256,514	£106.75	£100.48	106			
10. Education	£57,045	£23.74	£22.34	106			
11. Restaurants & Hotels	£217,269	£90.42	£82.30	110			
12. Miscellaneous goods and services	£286,520	£119.23	£104.94	114			
Total Expenditure	£1,890,653	£786.79	£731.77	108			

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.

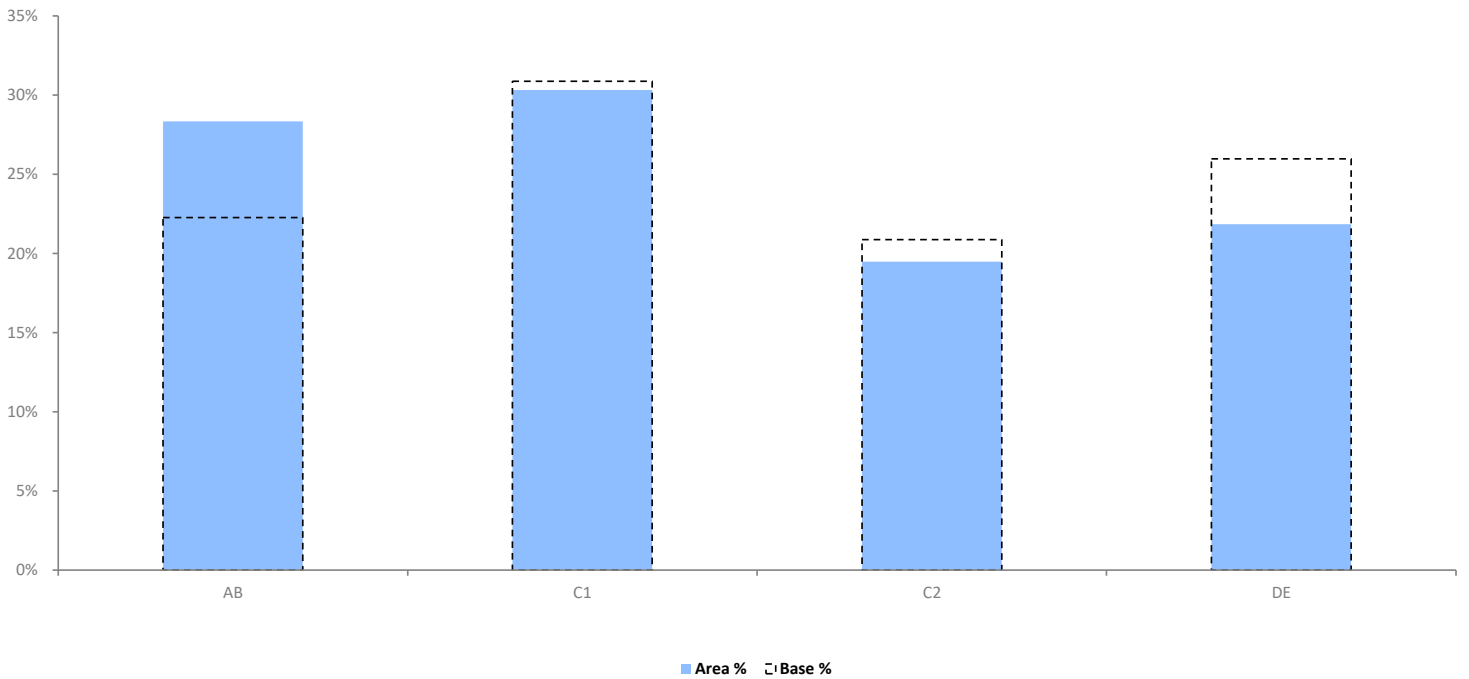
UP TO DATE DEMOGRAPHICS

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Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 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	672	28.3	22.3	127			
C1: Supervisory, clerical, jr managerial/admin/professional	719	30.3	30.9	98			
C2: Skilled manual workers	462	19.5	20.9	93			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	518	21.8	26.0	84			
Total household reference persons aged 16 to 64	2,371						



CGA LICENCED PREMISES

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Area: P03671_Green Man, Great Wymondley, SG4
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	69.3	82.8	84			
Proprietary Club	0	0.0	7.5	0			
Registered Club	0	0.0	28.7	0			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Green Man	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG 4 7EU
Priory	Independent Free	Pubs & Full On	Independent Free	SG 4 7HD
Plume Of Feathers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG 4 7HY
Bucks Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG 4 7HY

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 Mile contour)




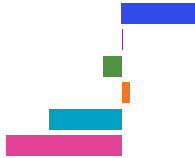






KEY

- 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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Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	768	32.4	22.0	147		
 2 Rising Prosperity	245	10.3	10.3	101		
 3 Comfortable Communities	547	23.1	26.3	88		
 4 Financially Stretched	591	24.9	23.7	105		
 5 Urban Adversity	218	9.2	17.4	53		
 6 Not Private Households	2	0.1	0.3	25		
 Graph						
Total households		2,371				

Acorn Category Pen Portrait

1 Affluent Achievers

Age range

55+

House type

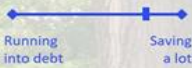
Detached

UK Adults

12.1M

22.8% of UK

Financial situation



House tenure

Owned outright

Children at home

0

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 6%
- B. Executive Wealth 54%
- C. Mature Money 40%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 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	316	13.3	11.2	119			
1.C Mature Money	452	19.1	9.6	198			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	245	10.3	6.3	165			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	196	8.3	5.9	140			
3.H Steady Neighbourhoods	11	0.5	7.4	6			
3.I Comfortable Seniors	147	6.2	2.9	216			
3.J Starting Out	193	8.1	4.4	183			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	0	0.0	7.9	0			
4.M Striving Families	576	24.3	7.5	325			
4.N Poorer Pensioners	15	0.6	5.8	11			
5. Urban Adversity							
5.O Young Hardship	34	1.4	6.2	23			
5.P Struggling Estates	82	3.5	5.9	58			
5.Q Difficult Circumstances	102	4.3	5.3	81			
6. Not Private Households							
6.R Not Private Households	2	0.1	0.3	25			
Total households	2,371						

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
--	---	-------------------------

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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A B C D E F G H I J K L M N O P Q R

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	21	0.9	2.6	34			
1.B.5 Wealthy countryside commuters	74	3.1	2.4	128			
1.B.6 Financially comfortable families	45	1.9	2.2	86			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	176	7.4	1.5	486			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	124	5.2	3.0	173			
1.C.11 Settled suburbia, older people	322	13.6	2.8	481			
1.C.12 Retired and empty nesters	6	0.3	2.5	10			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	85	3.6	1.9	187			
2.E.19 First time buyers in small, modern homes	160	6.7	3.3	202			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	196	8.3	2.4	343			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	6	0.3	1.6	16			
3.H.29 Established suburbs, older families	5	0.2	2.3	9			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	147	6.2	2.4	260			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	155	6.5	2.1	308			
3.J.33 Smaller houses and starter homes	38	1.6	2.3	69			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	180	7.6	1.6	479			
4.M.42 Struggling young families in post-war terraces	282	11.9	1.6	724			
4.M.43 Families in right-to-buy estates	59	2.5	2.1	121			
4.M.44 Post-war estates, limited means	55	2.3	2.2	106			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	15	0.6	1.7	37			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	34	1.4	1.8	81			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
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	1.1	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	82	3.5	1.6	214			
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	102	4.3	1.8	242			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	2	0.1	0.3	31			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,371						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03671_Green Man, Great Wymondley, SG4 7EU (1 Mile contour)



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

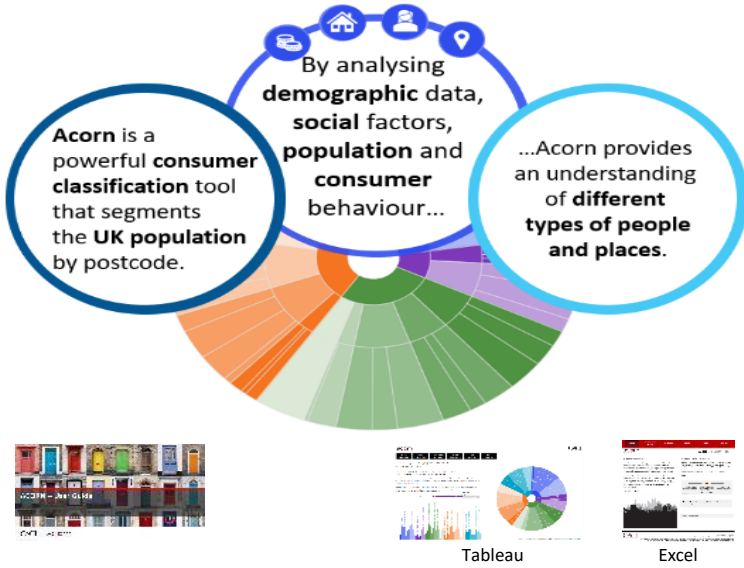
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest 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

Output Areas

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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

