

# CGA LICENCED PREMISES

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Area: P03671\_Green Man, Great Wymondley, SG4  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	69.7	81.7	85			
Proprietary Club	0	0.0	7.3	0			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	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:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	804	34.0	22.1	154		
2 Rising Prosperity	247	10.4	10.2	103		
3 Comfortable Communities	505	21.4	26.5	81		
4 Financially Stretched	590	24.9	23.7	105		
5 Urban Adversity	217	9.2	17.2	53		
6 Not Private Households	2	0.1	0.3	25		
<b>Total households</b>				<b>2,365</b>		

#### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ← → Saving a lot

**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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03671\_Green Man, Great Wymondley, SG4 7EU (1 Mile contour)  
**Base:** Great Britain  
**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	313	13.2	11.3	117			
1.C Mature Money	491	20.8	9.6	215			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	247	10.4	6.4	164			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	195	8.2	6.0	139			
3.H Steady Neighbourhoods	11	0.5	7.4	6			
3.I Comfortable Seniors	106	4.5	2.9	157			
3.J Starting Out	193	8.2	4.6	179			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	0	0.0	8.0	0			
4.M Striving Families	575	24.3	7.4	326			
4.N Poorer Pensioners	15	0.6	5.8	11			
<b>5. Urban Adversity</b>							
5.O Young Hardship	34	1.4	6.3	23			
5.P Struggling Estates	81	3.4	5.7	60			
5.Q Difficult Circumstances	102	4.3	5.2	82			
<b>6. Not Private Households</b>							
6.R Not Private Households	2	0.1	0.3	25			
<b>Total households</b>	<b>2,365</b>						

### Acorn Group Pen Portrait

**3 G Successful Suburbs**      3.3M UK Adults      6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>35-64</b>	Children at home <b>2</b>	SHOPPING mamas papas    ERNEST JONES    CRABTREE & EVELYN    Dunelm	LEISURE Ed's    Nando's    PREZZO    CHOUTO
House tenure Mortgaged	Family structure Couple with children	WEBSITES tripadvisor    GoCompare    ticketmaster    Money Super Market	<b>DIGITAL</b>
Number of beds <b>4</b>	House type Detached	<b>ATTITUDES</b>	
<b>FINANCIAL PROFILE</b>		I worry about online security <b>60%</b> (UK average: 55%)	
Household income UK: <b>£48k</b> London: <b>£51k</b>	% Disposable income UK: <b>46%</b> London: <b>38%</b>	Shopping online makes my life easier <b>62%</b> (UK average: 62%)	
Average: £40k    Average: £46k	Average: 43%    Average: 29%	I love the ease of using chat bots to get answers <b>26%</b> (UK average: 28%)	
Financial situation Running into debt    Saving a lot	<b>TOP BEHAVIOURS</b>		Owns an iPhone
	Buy wine and alcohol online		Own a videogame console



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: 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	21	0.9	2.6	34			
1.B.5 Wealthy countryside commuters	71	3.0	2.5	122			
1.B.6 Financially comfortable families	45	1.9	2.2	86			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	176	7.4	1.5	485			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	124	5.2	3.1	170			
1.C.11 Settled suburbia, older people	361	15.3	2.8	542			
1.C.12 Retired and empty nesters	6	0.3	2.5	10			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	87	3.7	2.0	186			
2.E.19 First time buyers in small, modern homes	160	6.8	3.4	199			
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	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			
<b>3.G Successful Suburbs</b>							
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	195	8.2	2.4	340			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	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			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	106	4.5	2.4	189			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	155	6.6	2.2	305			
3.J.33 Smaller houses and starter homes	38	1.6	2.4	67			
<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	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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	179	7.6	1.6	475			
4.M.42 Struggling young families in post-war terraces	281	11.9	1.6	725			
4.M.43 Families in right-to-buy estates	59	2.5	2.0	122			
4.M.44 Post-war estates, limited means	56	2.4	2.2	109			
<b>4.N Poorer Pensioners</b>							
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	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	15	0.6	1.7	37			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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	80			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<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	81	3.4	1.6	214			
<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	102	4.3	1.8	245			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	2	0.1	0.3	30			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>2,365</b>						

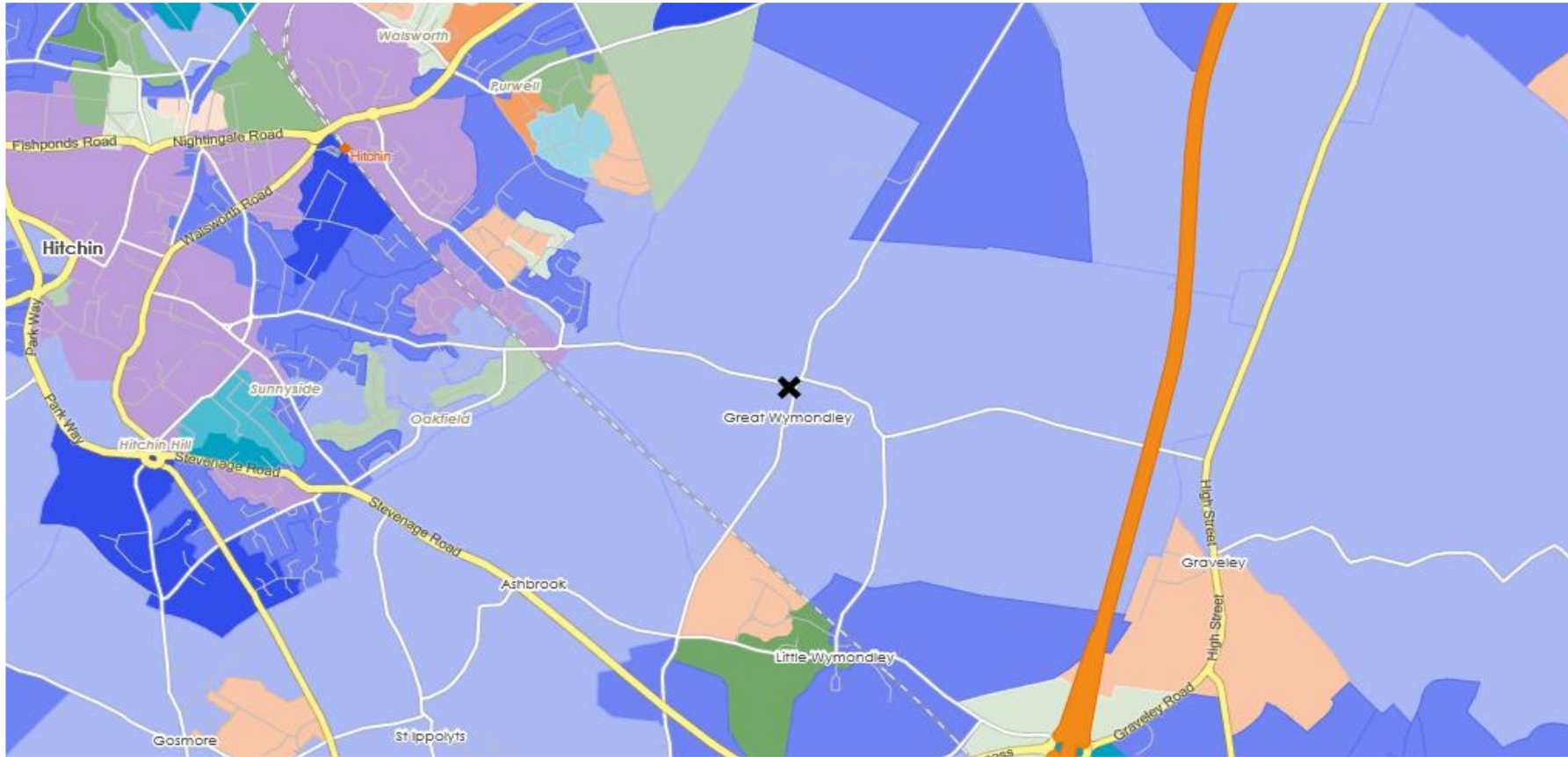
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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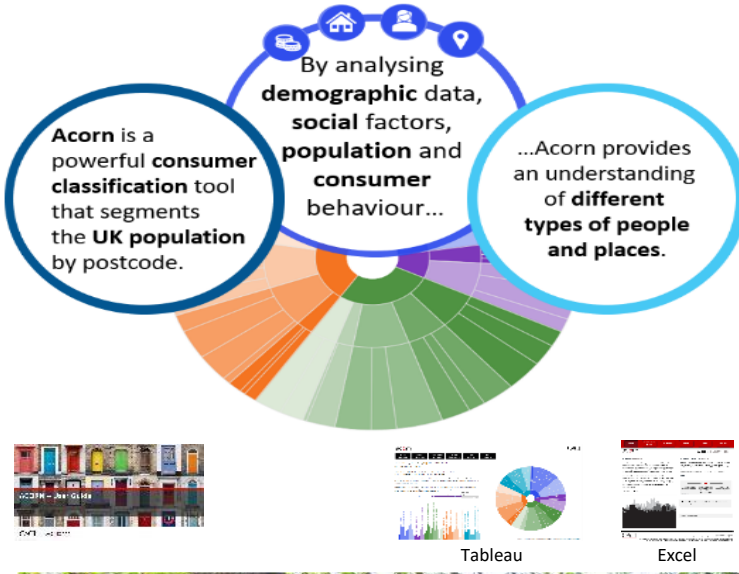
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

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%



# MAP OF AREA

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