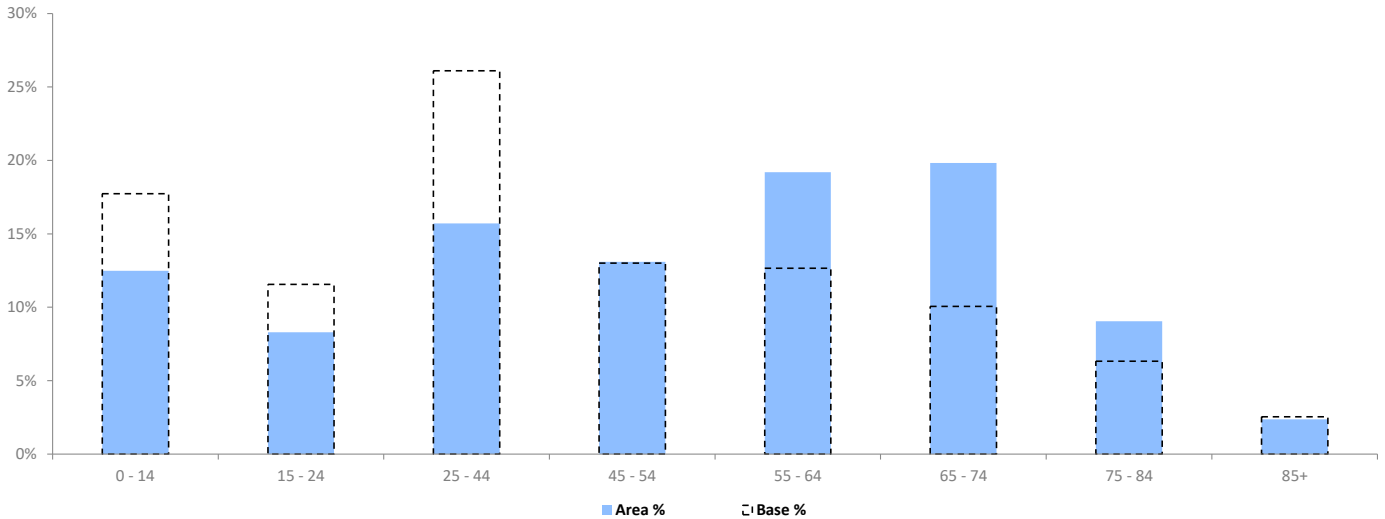


POPULATION PROJECTIONS

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Area: P03222_George & Dragon, Aldbrough, HU11 4RP (5 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	703	12.5	17.7	70			
15 - 24	467	8.3	11.6	72			
25 - 44	884	15.7	26.1	60			
45 - 54	737	13.1	13.0	101			
55 - 64	1,081	19.2	12.7	152			
65 - 74	1,116	19.8	10.1	197			
75 - 84	509	9.0	6.3	143			
85+	133	2.4	2.5	93			
Total population	5,630						



CGA LICENCED PREMISES

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Area: P03222_George & Dragon, Aldbrough, HU11

Base: Great Britain

Year: 2021

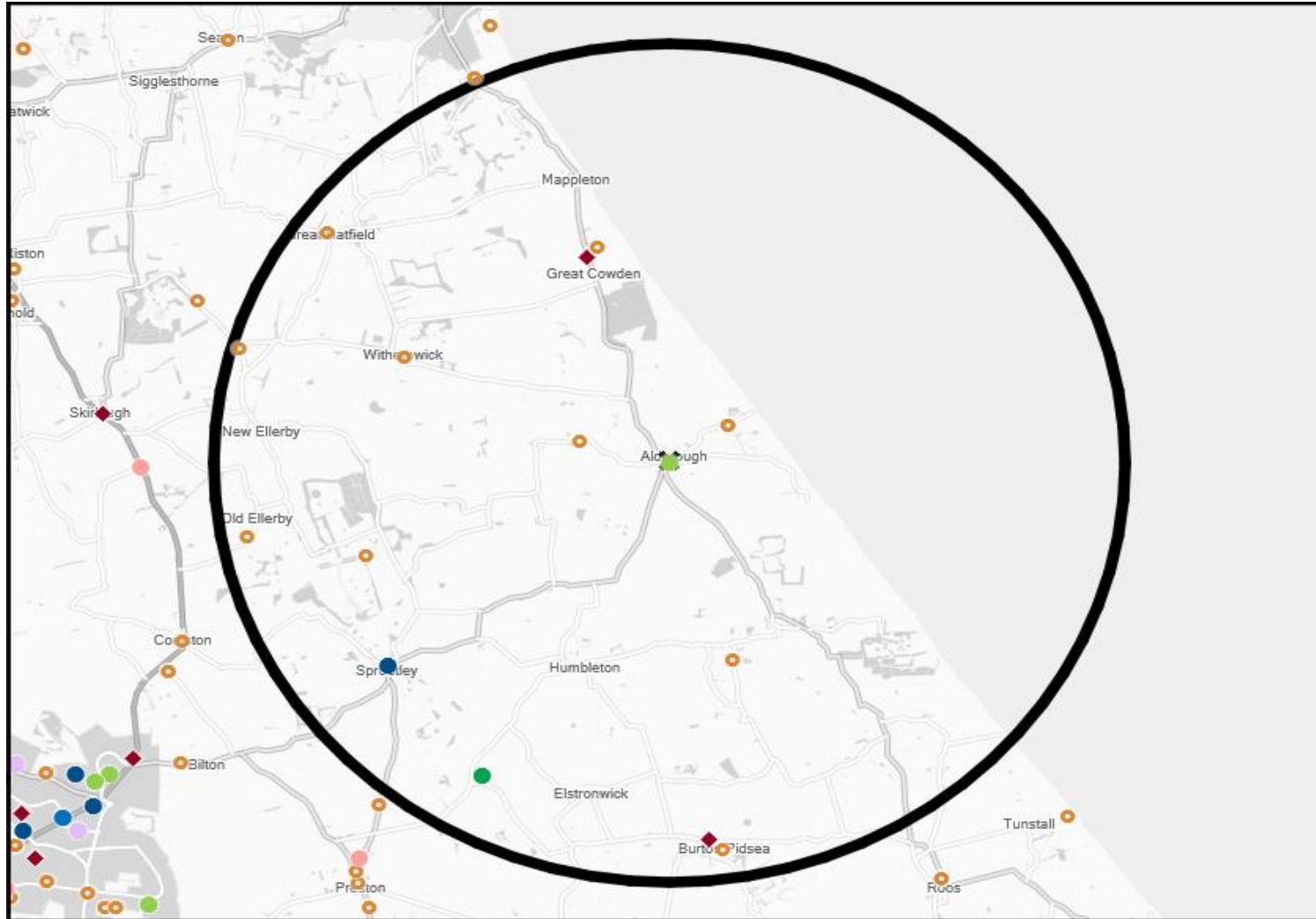
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	230.9	85.9	269			
Proprietary Club	3	53.3	8.2	649			
Registered Club	0	0.0	30.1	0			
Restaurant	0	0.0	35.3	0			
Residential	1	17.8	3.5	503			

Name	Description	License Type	Owner Name	Postcode
George & Dragon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU11 4RP
Constable Arms	Marston's	Pubs & Full On	Marston's	HU11 4PA
Falcon	Independent Free	Pubs & Full On	Independent Free	HU11 4TA
Cross Keys	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU11 4UJ
Wrygarth Inn	Independent Free	Pubs & Full On	Independent Free	HU11 4UY
Blue Bell	Independent Free	Pubs & Full On	Independent Free	HU11 5AJ
Railway Inn	Independent Free	Pubs & Full On	Independent Free	HU11 5BS
Stag Head Inn	Ei Group	Pubs & Full On	Ei Group	HU12 8SN
Nancy Inn	Independent Free	Pubs & Full On	Independent Free	HU12 9AU
Burton Constable Hall & Grounds	Independent Free	Pubs & Full On	Independent Free	HU11 4LN
Double Dutch	Independent Free	Pubs & Full On	Independent Free	HU11 4SA
Black Bull	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU12 9AX
Blue Bell Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU11 4PA
Cowden Caravan Park	Independent Free	Proprietary Club	Independent Free	HU11 4UL
Aldbrough Caravan Park	Independent Free	Proprietary Club	Independent Free	HU11 4SA
Westfield Country Park	Independent Free	Proprietary Club	Independent Free	HU12 9AL
West Carlton Country Guest House	Independent Free	Residential	Independent Free	HU11 4RB

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03222_George & Dragon, Aldbrough, HU11 4RP (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: P03222_George & Dragon, Aldbrough, HU11 4RP (5 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	377	15.4	22.0	70		
2 Rising Prosperity	5	0.2	10.1	2		
3 Comfortable Communities	1,737	70.9	26.2	270		
4 Financially Stretched	326	13.3	23.7	56		
5 Urban Adversity	0	0.0	17.6	0		
6 Not Private Households	6	0.2	0.3	73		
Total households		2,451				

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: P03222_George & Dragon, Aldbrough, HU11 4RP (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	123	5.0	11.2	45			
1.C Mature Money	254	10.4	9.6	108			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	5	0.2	6.2	3			
3. Comfortable Communities							
3.F Countryside Communities	1,617	66.0	5.7	1,150			
3.G Successful Suburbs	27	1.1	5.9	19			
3.H Steady Neighbourhoods	9	0.4	7.4	5			
3.I Comfortable Seniors	84	3.4	2.9	118			
3.J Starting Out	0	0.0	4.3	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	69	2.8	7.9	36			
4.M Striving Families	142	5.8	7.5	77			
4.N Poorer Pensioners	115	4.7	5.9	79			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	6	0.2	0.3	73			
Total households	2,451						


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

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached



BRANDS

SHOPPING LAKELAND	EDDA & WOODS	speksavers	Clarks
LEISURE THE GOLF CLUB	CAFFE NERO	Zizzi	CAFE ROUGE
WEBSITES ebay	Money Super Market	M&S	GOV.UK

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%

KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**

This group are more likely to **purchase home insurance online**

TECHNOLOGY USAGE

This group are more likely to **subscribe to Sky TV**

Household Income: UK **£42k** (Average: £40k), London **n/a** (Average: £44k)

% Disposable Income: UK **53%** (Average: 44%), London **n/a** (Average: 39%)

Financial situation:

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

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Area: P03222_George & Dragon, Aldbrough, HU11 4RP (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	69	2.8	2.6	108			
1.B.5 Wealthy countryside commuters	53	2.2	2.4	90			
1.B.6 Financially comfortable families	1	0.0	2.2	2			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	125	5.1	3.0	171			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	129	5.3	2.5	212			
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	5	0.2	1.9	11			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	472	19.3	1.5	1,287			
3.F.22 Older couples and families in rural areas	343	14.0	1.1	1,314			
3.F.23 Owner occupiers in small towns and villages	802	32.7	3.2	1,031			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.6	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	27	1.1	2.4	45			
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	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	9	0.4	2.3	16			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	84	3.4	2.4	142			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
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	1.7	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	69	2.8	2.6	107			
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	142	5.8	1.6	363			
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	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	115	4.7	0.8	598			
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	0	0.0	1.8	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
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	0.9	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	0	0.0	1.6	0			
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	0	0.0	1.8	0			
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	6	0.2	0.3	89			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,451						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03222_George & Dragon, Aldbrough, HU11 4RP (5 Mile contour)



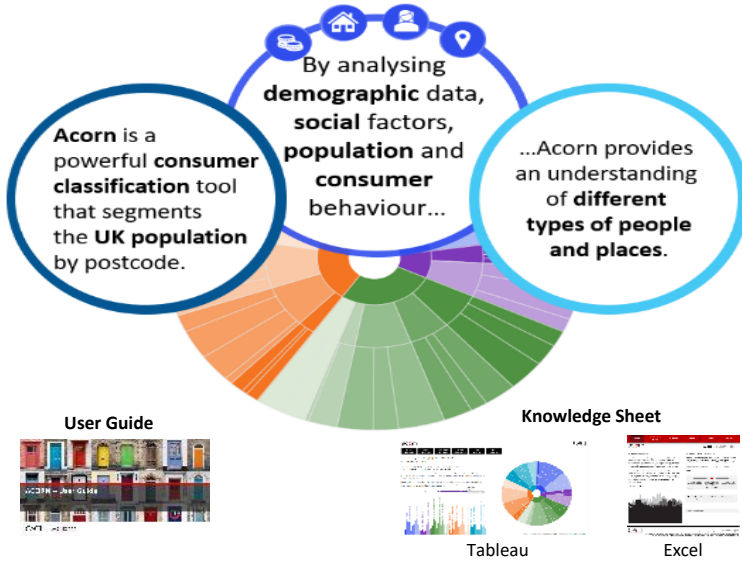
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

