

CGA LICENCED PREMISES

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Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile con
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	68	138.0	81.7	169			
Proprietary Club	6	12.2	7.3	167			
Registered Club	26	52.8	28.2	187			
Restaurant	24	48.7	32.1	152			
Residential	2	4.1	2.7	152			

Name	Description	License Type	Owner Name	Postcode
Five Bells	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CT13 0HX
Market Inn	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT13 9AE
Red Cow	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT13 9AU
Sandwich Bowling & Social Club	Independent Free	Registered Club	Independent Free	CT13 9BQ
Fleur De Lis	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT13 9BZ
Crispin Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CT13 9EA
Sandwich Masonic Hall	Independent Free	Registered Club	Independent Free	CT13 9EB
Bell Hotel	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT13 9EF
George & Dragon Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT13 9EJ
Sandwich Cricket Club	Independent Free	Registered Club	Independent Free	CT13 9HG
Royal St Georges Golf	Independent Free	Registered Club	Independent Free	CT13 9PB
Sandwich Bay Sailing Club	Independent Free	Registered Club	Independent Free	CT13 9PU
Toll Bridge Restaurant And Bar	Independent Free	Restaurant	Independent Free	CT13 9RU
Walmer Lawn Tennis & Croquet	Independent Free	Registered Club	Independent Free	CT14 7HP
Hull Park Sports Club	Independent Free	Registered Club	Independent Free	CT14 0AF
Sportsman	Independent Free	Pubs & Full On	Independent Free	CT14 0AL
Worth Cricket Club	Independent Free	Registered Club	Independent Free	CT14 0DT
Blue Pigeons	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT14 0DE
St Crispin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT14 0DF
Blazing Donkey	Kent Inns of Distinction	Pubs & Full On	Kent Inns of Distinction	CT14 0ED
Plough & Harrow	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT14 0HX
Hare & Hounds	Unknown	Pubs & Full On	Unknown	CT14 0LG
Three Compasses	Independent Free	Pubs & Full On	Independent Free	CT14 6JS
Landmark Bar	Independent Free	Registered Club	Independent Free	CT14 6BB
Deal Hoy	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT14 6DU
Alma	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT14 6EB
Queen Street Tap	Stonegate Pub Company	Pubs & Full On	Star Pubs & Bars	CT14 6EY
Eagle Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT14 6HD
Milaad Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CT14 6HT
Fox	Independent Free	Restaurant	Independent Free	CT14 6HY
Bohemian	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT14 6HY
Clarendon Hotel	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT14 6HY
Beachbrow Hotel	Independent Free	Residential	Independent Free	CT14 6HY
Deal Pier Kitchen	Independent Free	Restaurant	Independent Free	CT14 6HZ
Ship	Independent Free	Pubs & Full On	Independent Free	CT14 6JZ
Deal Angling	Independent Free	Registered Club	Independent Free	CT14 6NF
Forester	Independent Free	Pubs & Full On	Independent Free	CT14 6NG
Deal Rowing Club	Independent Free	Registered Club	Independent Free	CT14 6NG
Deal Squash Rackets Club	Independent Free	Registered Club	Independent Free	CT14 6NJ
Ryl Cinque Ports Golf Club	Independent Free	Registered Club	Independent Free	CT14 6RF
Cincin Bar & Bistro	Independent Free	Restaurant	Independent Free	CT14 7AF
Port Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT14 7AH
Dunkleys Restaurant	Independent Free	Pubs & Full On	Independent Free	CT14 7AH
Walmer Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CT14 7AW
Light House	Independent Free	Pubs & Full On	Independent Free	CT14 7DX
Royal Marine Association Club	Independent Free	Registered Club	Independent Free	CT14 7DX
Stag Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CT14 7DY
Downs Sailing Club	Independent Free	Registered Club	Independent Free	CT14 7HE
Thompsons Bell	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CT14 7NX
Deal Victoria & Barnes Close Cricket Club	Independent Free	Registered Club	Independent Free	CT14 7RQ
Zetland Arms	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT14 8AF
Rising Sun	Independent Free	Pubs & Full On	Independent Free	CT14 8AH
Kings Head	Independent Free	Pubs & Full On	Independent Free	CT14 8BJ

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Name	Description	License Type	Owner Name	Postcode
Walmer & Kingsdown Golf Club	Independent Free	Registered Club	Independent Free	CT14 8EP
Five Bells	Independent Free	Pubs & Full On	Independent Free	CT14 8HP
Plough Inn	Independent Free	Pubs & Full On	Independent Free	CT14 8JH
Victoria Park Bowling Club	Independent Free	Registered Club	Independent Free	CT14 9AE
Deal Bowling Club	Independent Free	Registered Club	Independent Free	CT14 9AE
Deal Town Football Club	Independent Free	Registered Club	Independent Free	CT14 9BE
Farrier	Independent Free	Pubs & Full On	Independent Free	CT14 9DB
Mill Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CT14 9ER
Deal Welfare Club & Social Institute	Independent Free	Registered Club	Independent Free	CT14 9EU
Betteshanger Sports Club	Independent Free	Registered Club	Independent Free	CT14 9JR
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CT14 9LL
Leather Bottle	Independent Free	Pubs & Full On	Independent Free	CT14 9PE
Sutherland Guest House	Independent Free	Residential	Independent Free	CT14 9PT
Bowling Green Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	CT14 9UD
Sutton Vale Country Club	Independent Free	Proprietary Club	Independent Free	CT15 5DH
Swingate	Independent Free	Pubs & Full On	Independent Free	CT15 5DP
Old Lantern Inn	Independent Free	Pubs & Full On	Independent Free	CT15 5JL
Cliffe Tavern Hotel	Independent Free	Pubs & Full On	Independent Free	CT15 6AT
Coastguard	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT15 6DY
Kings Head	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT14 7AH
Goodwin	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CT14 6HE
Chance Inn	Independent Free	Pubs & Full On	Independent Free	CT15 5EW
Smugglers	Independent Free	Pubs & Full On	Independent Free	CT15 6AU
Sandwich Sports & Leisure Centre	Independent Free	Proprietary Club	Independent Free	CT13 0BU
New Inn	Thorley Taverns	Pubs & Full On	Thorley Taverns	CT13 9ES
Crown	Independent Free	Pubs & Full On	Independent Free	CT14 0NA
Prince Albert	Independent Free	Pubs & Full On	Independent Free	CT14 6LW
Astor Theatre	Independent Free	Pubs & Full On	Independent Free	CT14 6AB
Ocean Rooms	Independent Free	Proprietary Club	Independent Free	CT14 6EY
Tides Leisure Centre	Independent Free	Proprietary Club	Independent Free	CT14 9LQ
St Margarets Holiday Park	Leisuretime Inns	Proprietary Club	Leisuretime Inns	CT15 6AE
Drum Major	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT14 7JW
81 Beach Street	Independent Free	Restaurant	Independent Free	CT14 6JB
Quayside Bar Brasserie	Independent Free	Pubs & Full On	Independent Free	CT13 9EN
Sandwich Continental	Independent Free	Pubs & Full On	Independent Free	CT13 9DA
Middle Street Fish Bar	Independent Free	Restaurant	Independent Free	CT14 6HL
Namaste Sandwich	Independent Free	Restaurant	Independent Free	CT13 9EN
India Village Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CT13 9DL
Woodnesborough Football Club	Independent Free	Registered Club	Independent Free	CT13 0NY
Bangkok Pavillion	Independent Free	Restaurant	Independent Free	CT14 6BB
Royal Hotel	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT14 6JD
Edessa Turkish Cuisine	Independent Free	Restaurant	Independent Free	CT13 9EU
Bettshanger Social Club	Independent Free	Registered Club	Independent Free	CT14 0LT
Solton Manor	Independent Free	Pubs & Full On	Independent Free	CT15 5JB
Just Reproach	Independent Free	Pubs & Full On	Independent Free	CT14 6HX
Bay Restaurant	Independent Free	Restaurant	Independent Free	CT15 6AT
Sir Norman Wisdom	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CT14 6ET
Victuals & Co	Independent Free	Restaurant	Independent Free	CT14 6TA
Tap House Beer Cafe	Independent Free	Pubs & Full On	Independent Free	CT14 7AW
Mermaids Locker	Independent Free	Pubs & Full On	Independent Free	CT13 9AF
Frog & Scot	Independent Free	Restaurant	Independent Free	CT14 6EG
Lane	Independent Free	Restaurant	Independent Free	CT14 7AF
Court Yard Restaurant & Oyster Bar	Independent Free	Restaurant	Independent Free	CT14 7BW

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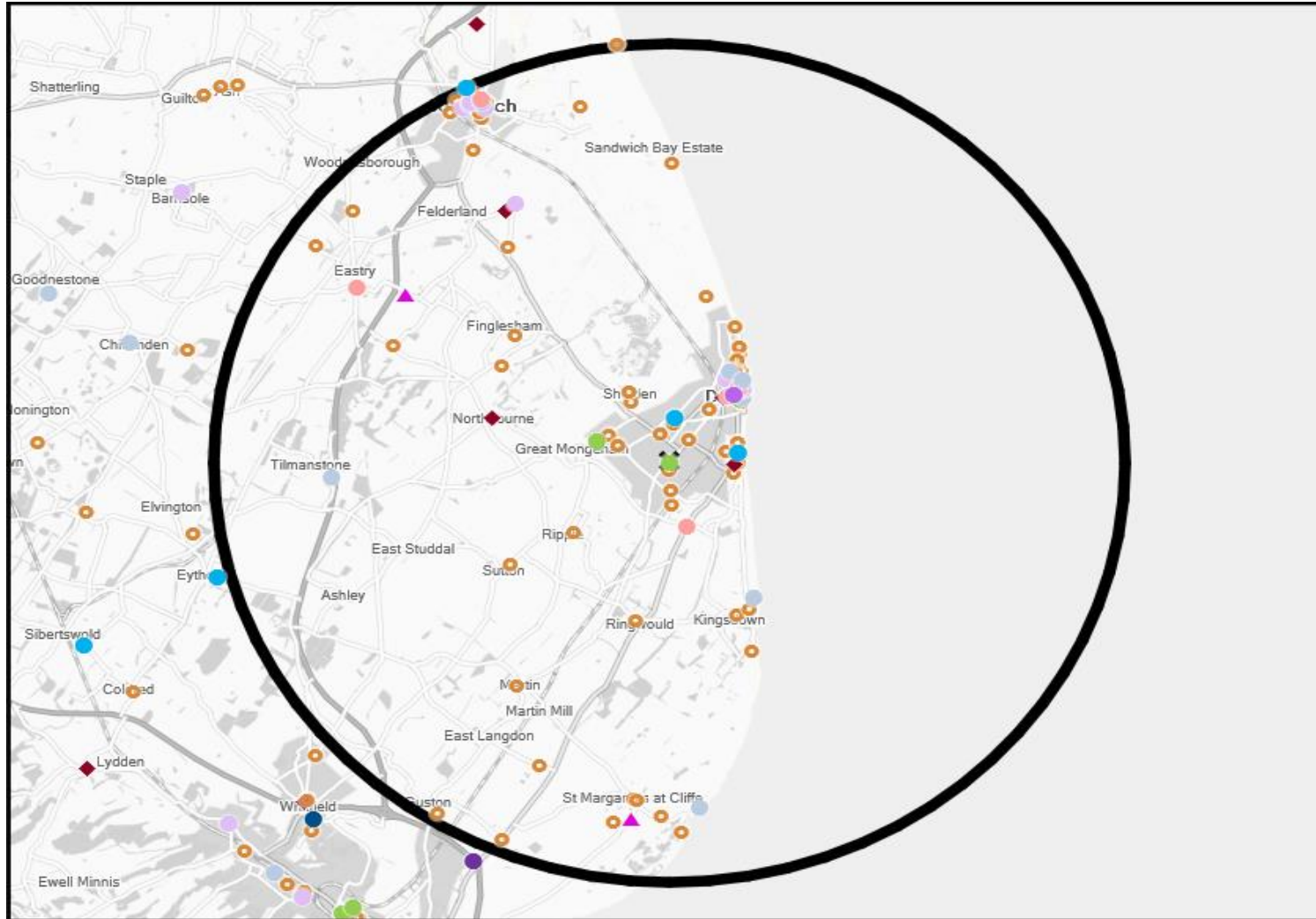
Name	Description	License Type	Owner Name	Postcode
Le Bistro	Independent Free	Restaurant	Independent Free	CT13 9AJ
Pines Calyx	Independent Free	Pubs & Full On	Independent Free	CT15 6DZ
Sea View Restaurant	Independent Free	Restaurant	Independent Free	CT14 6HY
Sandwich Leisure Park	Independent Free	Proprietary Club	Independent Free	CT13 0AA
Bloody Marys	Independent Free	Pubs & Full On	Independent Free	CT14 6BG
Deal And Betteshanger Rugby Club	Independent Free	Registered Club	Independent Free	CT14 7EQ
St Margarets Resort S&L	Independent Free	Pubs & Full On	Independent Free	CT15 6AG
Goose On The Green	Independent Free	Restaurant	Independent Free	CT14 7DX
Walmer Cricket Club	Independent Free	Registered Club	Independent Free	CT14 0AF
Freed Man	Independent Free	Pubs & Full On	Independent Free	CT14 7NX
Stour Lounge	Independent Free	Pubs & Full On	Independent Free	CT13 9EN
Old Pharmacy	Independent Free	Pubs & Full On	Independent Free	CT13 9BL
Divino	Independent Free	Restaurant	Independent Free	CT13 9BL
Yellow Giraffe	Independent Free	Restaurant	Independent Free	CT14 6HE
Sandras	Independent Free	Restaurant	Independent Free	CT15 6DH
Fallow Fields Camping	Independent Free	Pubs & Full On	Independent Free	CT13 0EF
Bella Amalfi	Independent Free	Restaurant	Independent Free	CT13 9DA
Updown Farm	Independent Free	Restaurant	Independent Free	CT14 0EF
Acordo Lounge	Loungers	Pubs & Full On	Loungers	CT14 6EL
Tabac	Independent Free	Pubs & Full On	Independent Free	CT14 6BE

MAP OF AREA

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Source: OS Open Data 2018

Area: P01011_Mill Inn, Deal, CT14 9ER (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: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	5,775	25.6	22.1	116		
 2 Rising Prosperity	525	2.3	10.2	23		
 3 Comfortable Communities	8,372	37.1	26.5	140		
 4 Financially Stretched	6,497	28.8	23.7	121		
 5 Urban Adversity	1,274	5.6	17.2	33		
 6 Not Private Households	126	0.6	0.3	162		
 Graph						
Total households	22,569					

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

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 Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)
Base: Great Britain
Year: 2023

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	1,586	7.0	11.3	62			
1.C Mature Money	4,189	18.6	9.6	192			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	525	2.3	6.4	37			
3. Comfortable Communities							
3.F Countryside Communities	1,708	7.6	5.7	132			
3.G Successful Suburbs	2,283	10.1	6.0	170			
3.H Steady Neighbourhoods	2,165	9.6	7.4	129			
3.I Comfortable Seniors	1,039	4.6	2.9	161			
3.J Starting Out	1,177	5.2	4.6	115			
4. Financially Stretched							
4.K Student Life	5	0.0	2.5	1			
4.L Modest Means	3,174	14.1	8.0	176			
4.M Striving Families	1,770	7.8	7.4	105			
4.N Poorer Pensioners	1,548	6.9	5.8	119			
5. Urban Adversity							
5.O Young Hardship	683	3.0	6.3	48			
5.P Struggling Estates	70	0.3	5.7	5			
5.Q Difficult Circumstances	521	2.3	5.2	44			
6. Not Private Households							
6.R Not Private Households	126	0.6	0.3	162			
Total households	22,569						

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS



Age range 25-44	Children at home 1
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Terraced

FINANCIAL PROFILE

Household income UK: £43k London: £47k Average: £40k Average: £48k	% Disposable income UK: 39% London: 32% Average: 43% Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

I worry about online security 60% UK average: 55%	Shopping online makes my life easier 63% UK average: 62%	I love the ease of using chat bots to get answers 28% UK average: 28%
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TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)
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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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	926	4.1	2.6	155			
1.B.5 Wealthy countryside commuters	354	1.6	2.5	64			
1.B.6 Financially comfortable families	93	0.4	2.2	19			
1.B.7 Affluent professionals	26	0.1	0.9	14			
1.B.8 Prosperous suburban families	136	0.6	1.5	39			
1.B.9 Well-off edge of towners	51	0.2	1.6	14			
1.C Mature Money							
1.C.10 Better-off villagers	1,752	7.8	3.1	252			
1.C.11 Settled suburbia, older people	615	2.7	2.8	97			
1.C.12 Retired and empty nesters	961	4.3	2.5	173			
1.C.13 Upmarket downsizers	861	3.8	1.3	295			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	262	1.2	2.0	59			
2.E.19 First time buyers in small, modern homes	263	1.2	3.4	34			
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	159	0.7	1.5	46			
3.F.22 Older couples and families in rural areas	54	0.2	1.0	24			
3.F.23 Owner occupiers in small towns and villages	1,495	6.6	3.2	206			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	668	3.0	2.7	110			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,615	7.2	2.4	295			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,310	5.8	3.5	167			
3.H.28 Owner occupied terraces, average income	56	0.2	1.6	15			
3.H.29 Established suburbs, older families	799	3.5	2.3	151			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	796	3.5	2.4	149			
3.I.31 Elderly singles in purpose-built accommodation	243	1.1	0.5	222			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	617	2.7	2.2	127			
3.J.33 Smaller houses and starter homes	560	2.5	2.4	103			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	5	0.0	0.3	7			
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	202	0.9	1.4	62			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,904	8.4	2.6	321			
4.L.39 Fading owner occupied terraces	1,068	4.7	2.9	162			
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	599	2.7	1.6	166			
4.M.42 Struggling young families in post-war terraces	352	1.6	1.6	95			
4.M.43 Families in right-to-buy estates	515	2.3	2.0	112			
4.M.44 Post-war estates, limited means	304	1.3	2.2	62			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	263	1.2	0.8	148			
4.N.46 Elderly people in social rented flats	287	1.3	1.0	123			
4.N.47 Low income older people in smaller semis	479	2.1	2.2	95			
4.N.48 Pensioners and singles in social rented flats	519	2.3	1.7	135			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	497	2.2	2.2	101			
5.O.50 Struggling younger people in mixed tenure	179	0.8	1.8	44			
5.O.51 Young people in small, low cost terraces	7	0.0	2.3	1			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	55	0.2	1.6	16			
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	15	0.1	1.6	4			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	420	1.9	1.5	123			
5.Q.58 Singles and young families, some receiving benefits	59	0.3	1.8	15			
5.Q.59 Deprived areas and high-rise flats	42	0.2	2.0	9			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	7			
6.R.61 Inactive communal population	125	0.6	0.3	195			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	22,569						

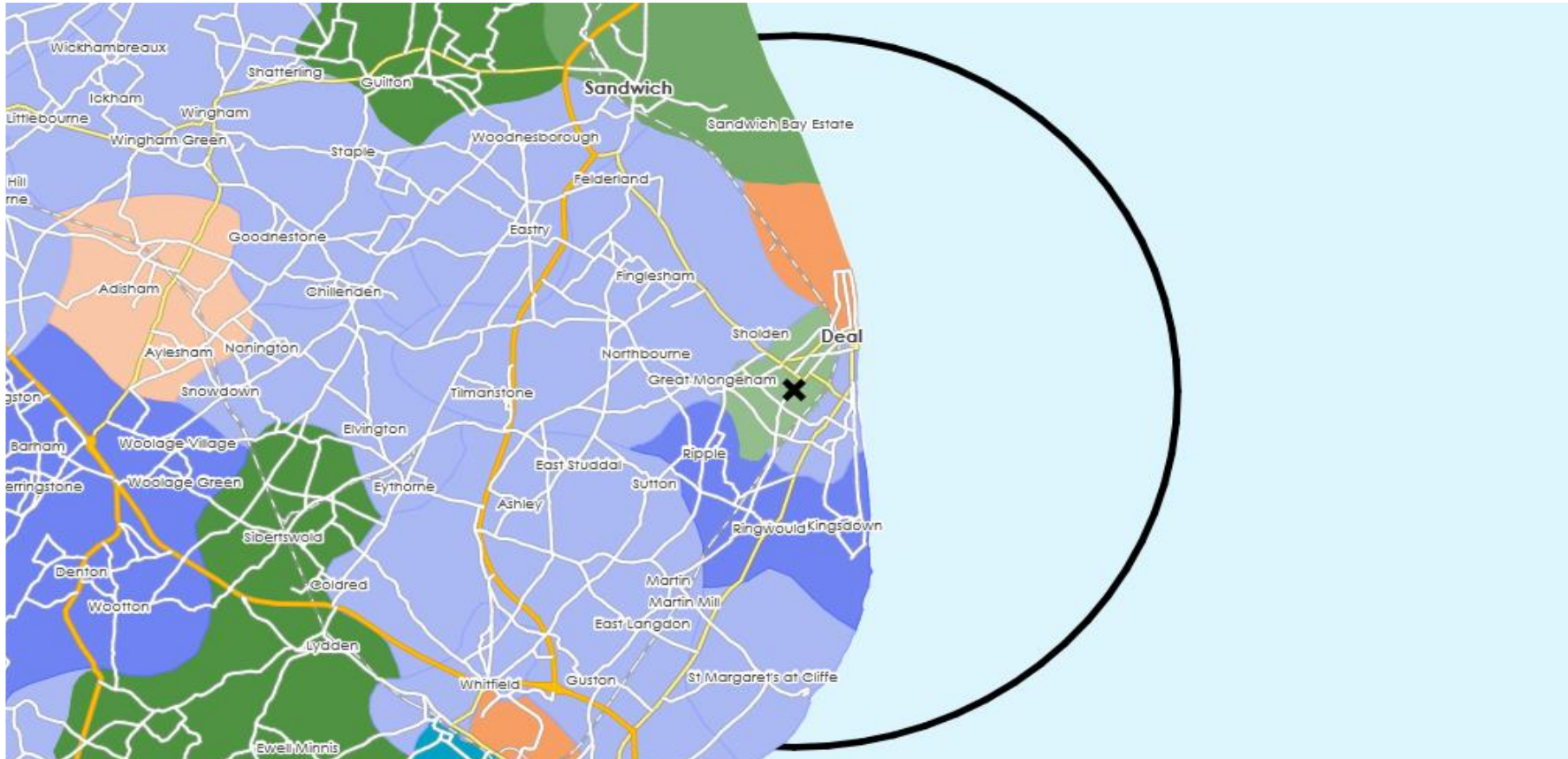
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)



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

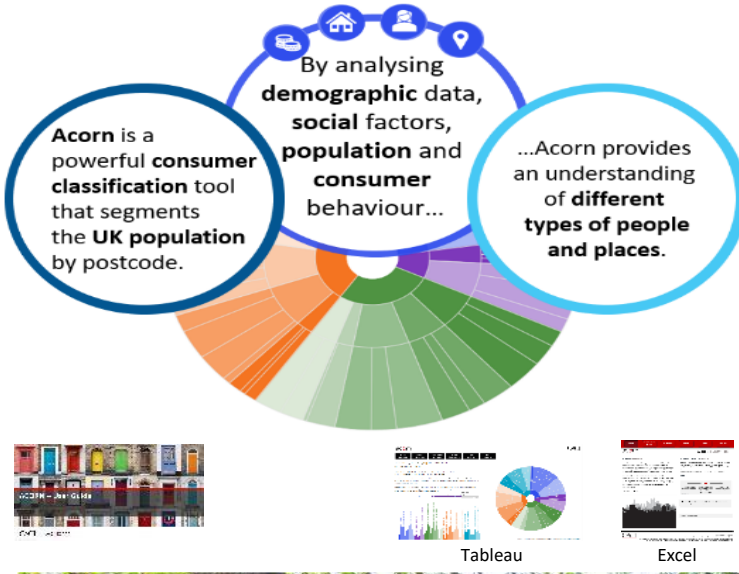
Acorn Groups

- 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
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.

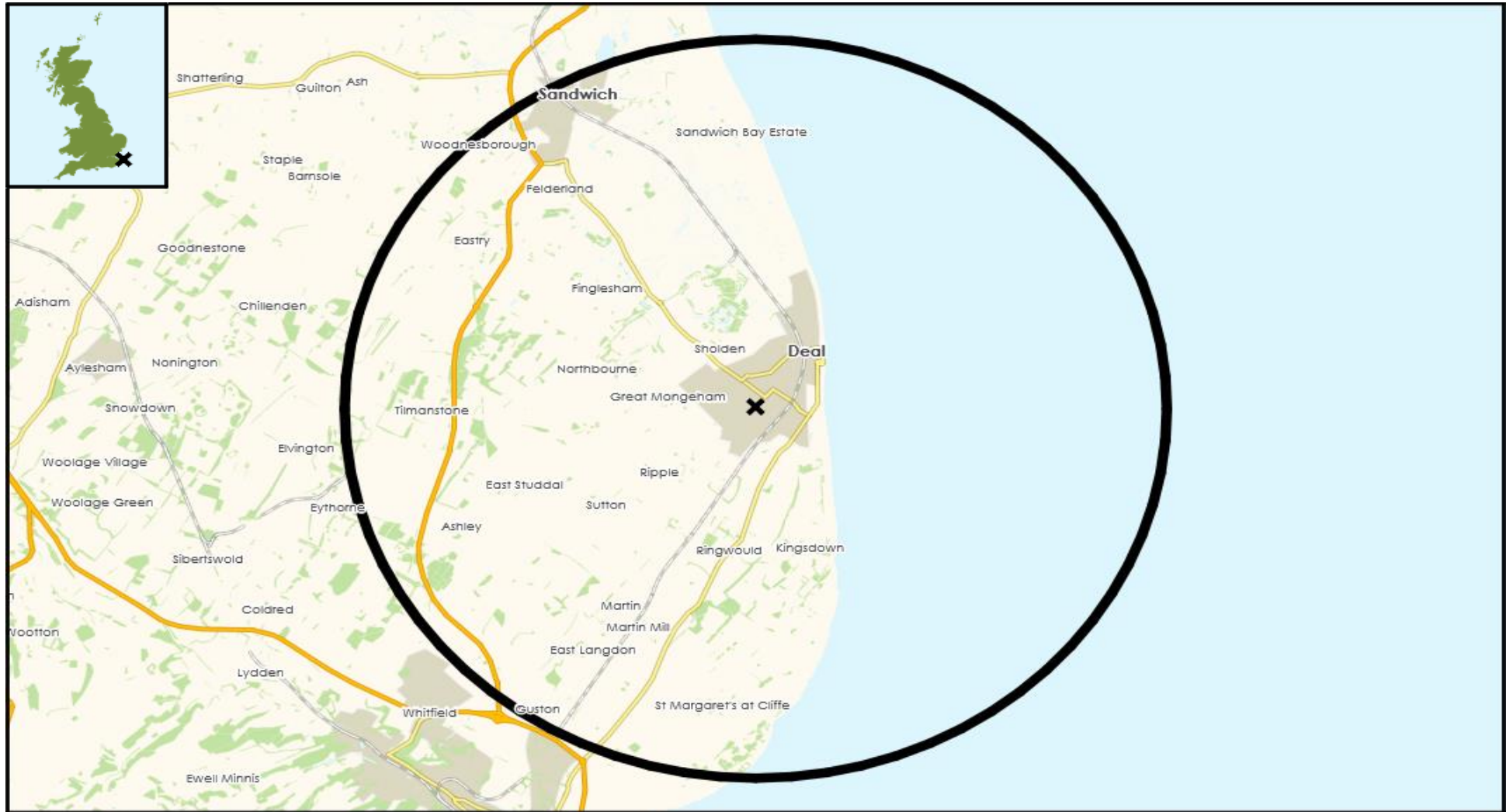


MAP OF AREA

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Source: OS Open Data 2018

Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)

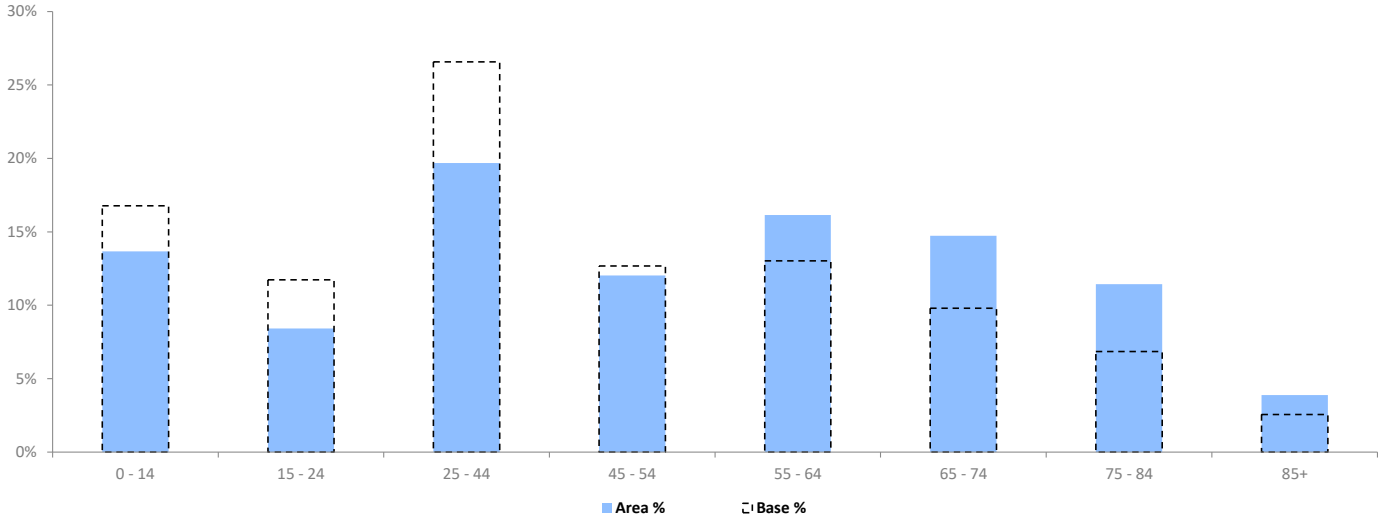


POPULATION PROJECTIONS

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Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,737	13.7	16.8	81			
15 - 24	4,145	8.4	11.7	72			
25 - 44	9,702	19.7	26.6	74			
45 - 54	5,931	12.0	12.7	95			
55 - 64	7,954	16.1	13.0	124			
65 - 74	7,260	14.7	9.8	150			
75 - 84	5,633	11.4	6.9	167			
85+	1,911	3.9	2.6	152			
Total population	49,273						



EXPENDITURE

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Area: P01011_Mill Inn, Deal, CT14 9ER (5 Mile contour)
 Base: Great Britain
 Year: 2023

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	£1,551,103	£68.00	£66.95	102			
2. Alcoholic beverages, tobacco and narcotics	£667,027	£29.24	£28.12	104			
3. Clothing & Footwear	£466,277	£20.44	£22.40	91			
4. Housing, water, electricity, gas and other fuels	£1,953,605	£85.64	£107.19	80			
5. Furnishings, equipment and routine maintenance	£891,634	£39.09	£36.85	106			
6. Health	£368,553	£16.16	£13.48	120			
7. Transport	£3,186,320	£139.68	£134.74	104			
8. Communication	£349,683	£15.33	£15.74	97			
9. Recreation & Culture	£1,328,612	£58.24	£64.16	91			
10. Education	£220,687	£9.67	£22.26	43			
11. Restaurants & Hotels	£1,473,370	£64.59	£67.11	96			
12. Miscellaneous goods and services	£2,588,120	£113.45	£109.86	103			
Total Expenditure	£15,044,991	£659.52	£688.85	96			



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.