

CGA LICENCED PREMISES

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Area: ATLT_EagleME14 1RZ (0.62 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	250.9	84.9	296			
Proprietary Club	4	29.5	8.1	363			
Registered Club	6	44.3	29.9	148			
Restaurant	22	162.3	34.6	469			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Style & Winch	Wellington	Pubs & Full On	Wellington	ME14 1ED
Duke Of Marlborough	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ME14 1ED
Rifle Volunteers	Independent Free	Pubs & Full On	Independent Free	ME14 1EU
Coach House	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ME14 1HA
Stag	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ME14 1TG
Drakes Cork & Cask House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ME14 1JP
Old House At Home	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ME14 1LN
Druids Arms	Greene King	Pubs & Full On	Greene King	ME14 1PP
Market House	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME14 1PS
Royal Albion	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME14 1QE
Mu Mu	Independent Free	Restaurant	Independent Free	ME14 1RH
Maidstone Working Mens Club & Institu	Independent Free	Registered Club	Independent Free	ME14 1RU
Muggleton Inn	Wetherspoon	Pubs & Full On	Wetherspoon	ME14 1HJ
Buenos Aires Nights Steakhouse	Independent Free	Restaurant	Independent Free	ME14 1SR
Dragoon	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME14 2RF
Brickmakers Arms	Independent Free	Pubs & Full On	Independent Free	ME14 2SZ
Hare & Hounds	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ME14 2UY
Civil Service Sports & Social Club	Independent Free	Registered Club	Independent Free	ME14 5AU
Stone Street Club	Independent Free	Registered Club	Independent Free	ME15 6JN
Gala Bingo	Gala Group	Proprietary Club	Gala Group	ME15 6JX
Century Club	Independent Free	Proprietary Club	Independent Free	ME15 6LX
Fishermans Arms	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME15 6NA
Undercliffe Boathouse	Independent Free	Registered Club	Independent Free	ME15 6XG
Maidstone Snooker Club	Independent Free	Proprietary Club	Independent Free	ME16 0SQ
Freedom Fitness	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	ME16 0SX
Thai Orchid	Independent Free	Restaurant	Independent Free	ME16 8PB
Source Vodka Bar	Independent Free	Pubs & Full On	Independent Free	ME14 1HN
Bierkeller And Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ME14 1SN
Spice Hut	Independent Free	Restaurant	Independent Free	ME14 1RZ
Maidstone United Football Club	Independent Free	Registered Club	Independent Free	ME14 1LQ
Eagle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ME14 1RZ
Ashes	Independent Free	Pubs & Full On	Independent Free	ME14 1HP
Bottega	Independent Free	Pubs & Full On	Independent Free	ME14 1PS
Flower Pot	Independent Free	Pubs & Full On	Independent Free	ME14 2RJ
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ME14 2RF
Shamrat Indian Brasserie	Independent Free	Restaurant	Independent Free	ME15 6LX
Tandoor Mahal Restaurant	Independent Free	Restaurant	Independent Free	ME14 1JS
Ye Old Thirsty Pig	Independent Free	Pubs & Full On	Independent Free	ME15 6LP
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	ME14 1PS
Society Rooms	Wetherspoon	Pubs & Full On	Wetherspoon	ME14 1RF
Prezzo	Prezzo plc	Restaurant	Prezzo plc	ME14 1PD
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	ME14 1PF
Hazlitt Theatre	Independent Free	Pubs & Full On	Independent Free	ME14 1PL
Narai Palace Thai Restaurant	Independent Free	Restaurant	Independent Free	ME14 1RH
Wildwood	Tasty	Restaurant	Tasty	ME14 1PF
Kalared	Independent Free	Restaurant	Independent Free	ME14 1SD
Townhouse Hotel	Independent Free	Pubs & Full On	Independent Free	ME14 1BH
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	ME16 0ST
Maidstone Squash Club	Independent Free	Registered Club	Independent Free	ME14 1EB
Herbalist	Elite Pubs	Pubs & Full On	Elite Pubs	ME14 1JF
Baregrill	Independent Free	Restaurant	Independent Free	ME14 2RH
Social Chill Bar	Independent Free	Pubs & Full On	Independent Free	ME14 1QX
Gurkha Restaurant	Independent Free	Restaurant	Independent Free	ME14 1RH

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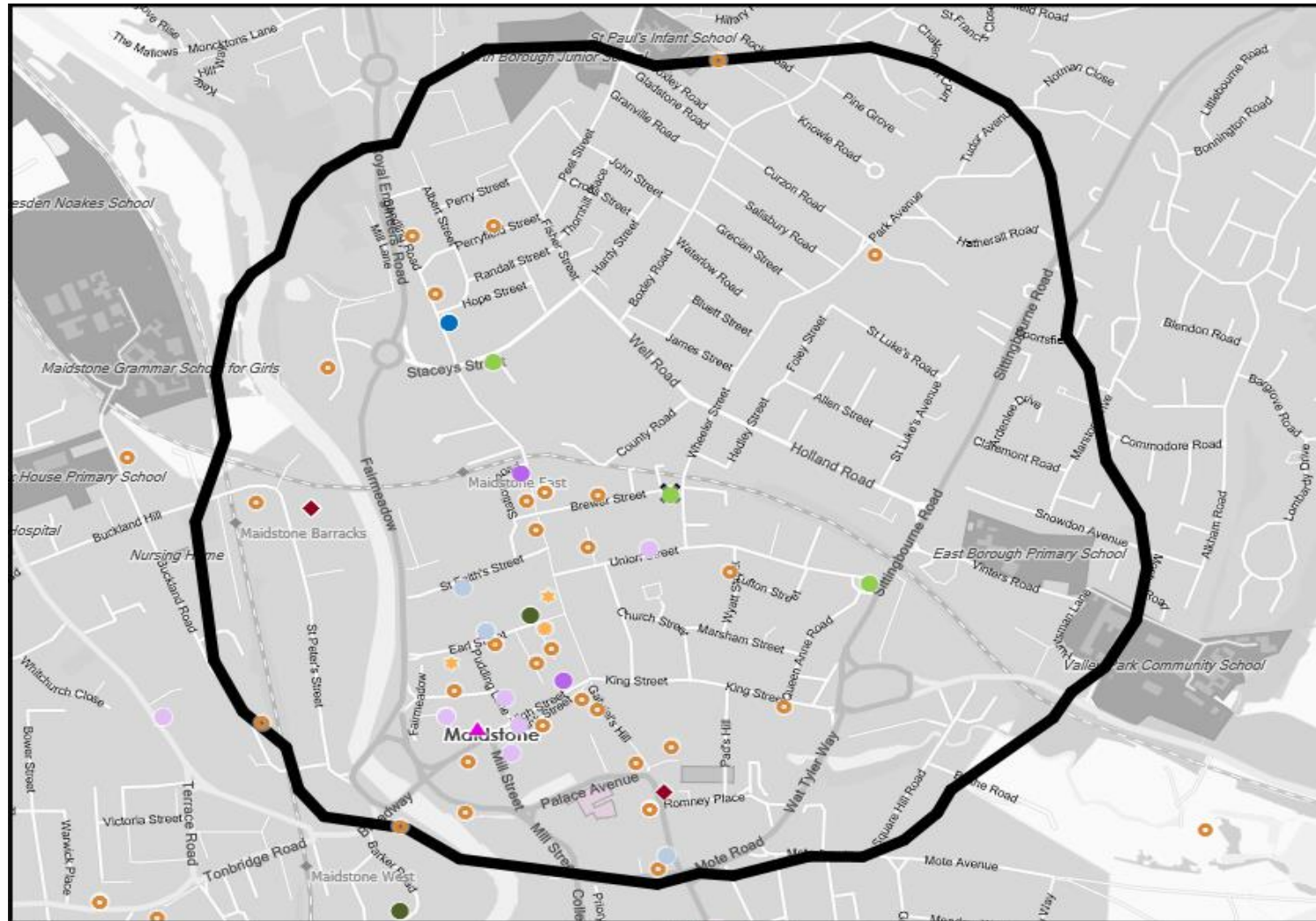
Name	Description	License Type	Owner Name	Postcode
Brenchley	Independent Free	Pubs & Full On	Independent Free	ME14 1SA
Wagamama	Restaurant Group	Restaurant	Restaurant Group	ME14 1PL
Ballin	Independent Free	Pubs & Full On	Independent Free	ME14 1SD
Madisons	Independent Free	Restaurant	Independent Free	ME15 6JG
Greek Taverna Artemis	Independent Free	Restaurant	Independent Free	ME14 1RB
Vesuvius	Independent Free	Restaurant	Independent Free	ME15 6LX
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	ME14 1QT
Corpus Christi Hall	Independent Free	Pubs & Full On	Independent Free	ME14 1JP
Cellars Alehouse	Independent Free	Pubs & Full On	Independent Free	ME16 0SL
Gaab Kao Thai	Independent Free	Restaurant	Independent Free	ME14 1PF
Five Guys	Five Guys Holdings	Restaurant	Five Guys Holdings	ME14 1PS
Chopstix	Independent Free	Restaurant	Independent Free	ME15 6AT
La Taberna	Independent Free	Restaurant	Independent Free	ME14 1JP

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_EagleME14 1RZ (0.62 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_EagleME14 1RZ (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	324	5.4	22.0	24		
	2 Rising Prosperity	920	15.3	10.1	151		
	3 Comfortable Communities	2,068	34.3	26.2	131		
	4 Financially Stretched	975	16.2	23.7	68		
	5 Urban Adversity	1,732	28.8	17.6	163		
	6 Not Private Households	3	0.0	0.3	15		
 Graph							
Total households		6,022					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_EagleME14 1RZ (0.62 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	78	1.3	11.2	12			
1.C Mature Money	246	4.1	9.6	42			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	920	15.3	6.2	247			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	200	3.3	5.9	56			
3.H Steady Neighbourhoods	470	7.8	7.4	106			
3.I Comfortable Seniors	203	3.4	2.9	116			
3.J Starting Out	1,195	19.8	4.3	456			
4. Financially Stretched							
4.K Student Life	541	9.0	2.4	381			
4.L Modest Means	223	3.7	7.9	47			
4.M Striving Families	49	0.8	7.5	11			
4.N Poorer Pensioners	162	2.7	5.9	46			
5. Urban Adversity							
5.O Young Hardship	1,030	17.1	6.1	278			
5.P Struggling Estates	24	0.4	6.1	7			
5.Q Difficult Circumstances	678	11.3	5.3	211			
6. Not Private Households							
6.R Not Private Households	3	0.0	0.3	15			
Total households	6,022						

Acorn Group Pen Portrait

3 J Starting Out

2.2M
UK Adults4.1%
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.

DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL



KEY INTERNET USAGE

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

TECHNOLOGY USAGE

This group are more likely to **purchase clothes and accessories** online

This group are more likely to **own a videogame console**



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_EagleME14 1RZ (0.62 Mile contour)

Base: Great Britain

Year: 2021

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	31	0.5	2.6	20			
	1.B.5	Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6	Financially comfortable families	16	0.3	2.2	12			
	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	31	0.5	1.6	32			
1.C Mature Money									
	1.C.10	Better-off villagers	0	0.0	3.0	0			
	1.C.11	Settled suburbia, older people	214	3.6	2.9	124			
	1.C.12	Retired and empty nesters	22	0.4	2.5	15			
	1.C.13	Upmarket downsizers	10	0.2	1.3	13			
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	49	0.8	1.9	43			
	2.E.19	First time buyers in small, modern homes	871	14.5	3.3	441			
	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	1.1	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	160	2.7	2.6	101			
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	40	0.7	2.4	27			
3.H Steady Neighbourhoods									
	3.H.27	Suburban semis, conventional attitudes	46	0.8	3.4	22			
	3.H.28	Owner occupied terraces, average income	228	3.8	1.6	239			
	3.H.29	Established suburbs, older families	196	3.3	2.3	140			
3.I Comfortable Seniors									
	3.I.30	Older people, neat and tidy neighbourhoods	22	0.4	2.4	15			
	3.I.31	Elderly singles in purpose-built accommodation	181	3.0	0.5	613			
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	1,174	19.5	2.1	930			
	3.J.33	Smaller houses and starter homes	21	0.3	2.3	15			
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	541	9.0	1.7	517			
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	223	3.7	1.4	263			
	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	0	0.0	1.6	0			
	4.M.42	Struggling young families in post-war terraces	5	0.1	1.7	5			
	4.M.43	Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44	Post-war estates, limited means	44	0.7	2.2	33			
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	128	2.1	1.1	196			
	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	34	0.6	1.8	32			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	477	7.9	2.1	369			
	5.O.50	Struggling younger people in mixed tenure	385	6.4	1.7	366			
	5.O.51	Young people in small, low cost terraces	168	2.8	2.3	124			
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	8	0.1	1.6	8			
	5.P.53	Low income terraces	1	0.0	0.9	2			
	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	15	0.2	1.6	15			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	232	3.9	1.5	254			
	5.Q.58	Singles and young families, some receiving benefits	85	1.4	1.8	79			
	5.Q.59	Deprived areas and high-rise flats	361	6.0	2.0	295			
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	1	0.0	0.1	29			
	6.R.61	Inactive communal population	2	0.0	0.3	12			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			6,022						

CATEGORY

GROUP

TYPE

MAP

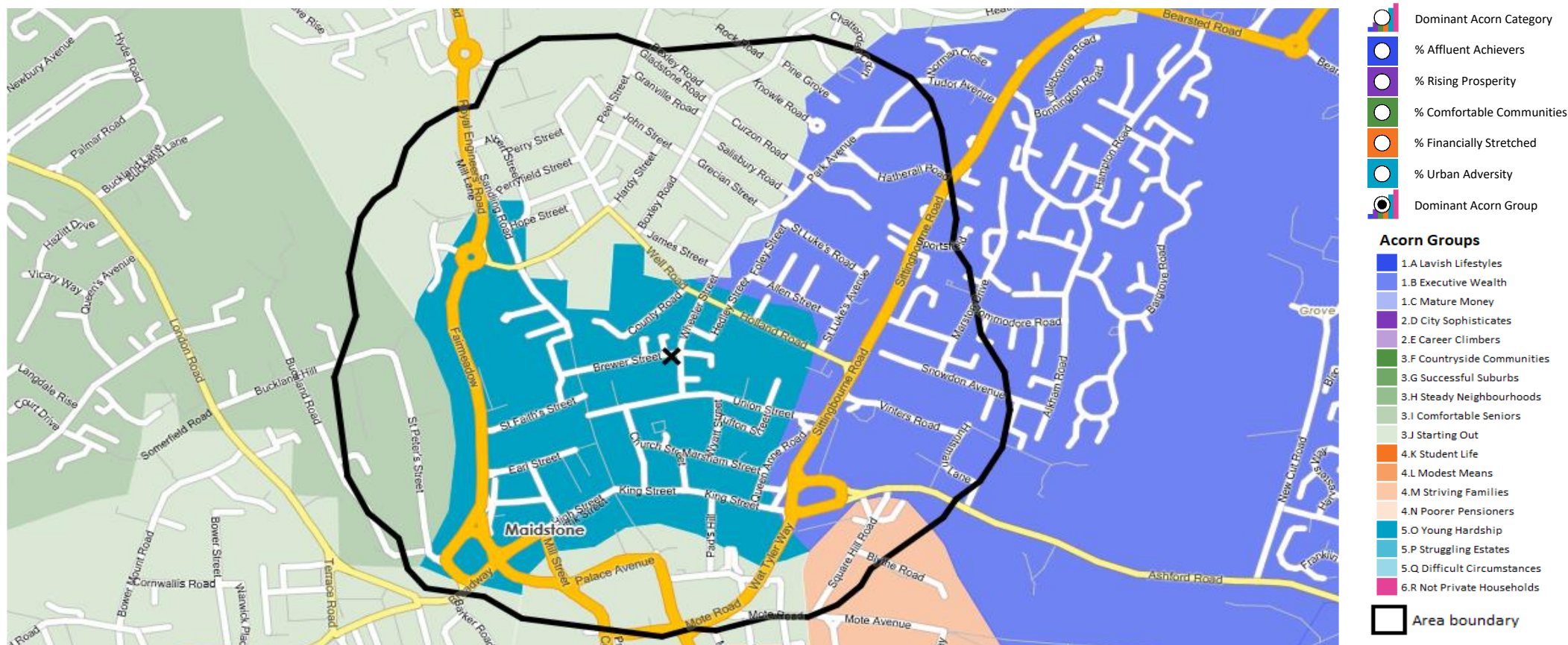
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_EagleME14 1RZ (0.62 Mile contour)

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Source: OS Open Data 2018



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

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

