

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Mill InnCT14 9ER (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	1,490	16.2	22.0	74			
2 Rising Prosperity	69	0.8	10.1	7			
3 Comfortable Communities	3,528	38.4	26.2	146			
4 Financially Stretched	3,279	35.7	23.7	150			
5 Urban Adversity	725	7.9	17.6	45			
6 Not Private Households	95	1.0	0.3	310			
Total households		9,186					



Graph

## Acorn Category Pen Portrait



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## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Mill InnCT14 9ER (1 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	<div></div>		
1.B	Executive Wealth	138	1.5	11.2	13	<div></div>		
1.C	Mature Money	1,352	14.7	9.6	153		<div></div>	
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div></div>		
2.E	Career Climbers	69	0.8	6.2	12	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	99	1.1	5.7	19	<div></div>		
3.G	Successful Suburbs	770	8.4	5.9	142		<div></div>	
3.H	Steady Neighbourhoods	1,630	17.7	7.4	241		<div></div>	
3.I	Comfortable Seniors	563	6.1	2.9	211		<div></div>	
3.J	Starting Out	466	5.1	4.3	117		<div></div>	
4. Financially Stretched								
4.K	Student Life	8	0.1	2.4	4	<div></div>		
4.L	Modest Means	1,747	19.0	7.9	240		<div></div>	
4.M	Striving Families	932	10.1	7.5	134		<div></div>	
4.N	Poorer Pensioners	592	6.4	5.9	109		<div></div>	
5. Urban Adversity								
5.O	Young Hardship	184	2.0	6.1	33	<div></div>		
5.P	Struggling Estates	67	0.7	6.1	12	<div></div>		
5.Q	Difficult Circumstances	474	5.2	5.3	97		<div></div>	
6. Not Private Households								
6.R	Not Private Households	95	1.0	0.3	310		<div></div>	
Total households		9,186						

## Acorn Group Pen Portrait

4	L	Modest Means	4.1M UK Adults	7.7% of UK
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**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS		BRANDS	
Age range <b>25-34</b>	Children at home <b>3+</b>	SHOPPING 	
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>	LEISURE 	
Number of beds <b>3</b>	House type <b>Terraced</b>	WEBSITES 	
FINANCIAL PROFILE		DIGITAL	
Household Income UK: <b>£35k</b> London: <b>£42k</b> Average: £40k	% Disposable Income UK: <b>45%</b> London: <b>34%</b> Average: 44%	ATTITUDES	
Financial situation Running into debt   Saving a lot		I worry about online security <b>54%</b> UK average: 55%	Shopping online makes my life easier <b>50%</b> UK average: 53%
		I couldn't live without the internet on my mobile <b>33%</b> UK average: 34%	
		KEY INTERNET USAGE	
		TECHNOLOGY USAGE	
		Whilst internet usage is below average, this group are more likely to <b>research loans online</b>	
		Whilst internet usage is below average, this group are more likely to <b>purchase toys online</b>	
		This group are more likely to <b>subscribe to Sky TV</b>	

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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Mill InnCT14 9ER (1 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
<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	0.2	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	50	0.5	2.6	21			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	38	0.4	2.2	19			
	1.B.7 Affluent professionals	3	0.0	0.9	4			
	1.B.8 Prosperous suburban families	47	0.5	1.5	33			
	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	72	0.8	3.0	26			
	1.C.11 Settled suburbia, older people	532	5.8	2.9	203			
	1.C.12 Retired and empty nesters	370	4.0	2.5	162			
	1.C.13 Upmarket downsizers	378	4.1	1.3	316			
<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	0.8	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	19	0.2	1.9	11			
	2.E.19 First time buyers in small, modern homes	50	0.5	3.3	17			
	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	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	99	1.1	3.2	34			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	349	3.8	2.6	144			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	421	4.6	2.4	189			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	1,252	13.6	3.4	396			
	3.H.28 Owner occupied terraces, average income	49	0.5	1.6	34			
	3.H.29 Established suburbs, older families	329	3.6	2.3	154			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	387	4.2	2.4	175			
	3.I.31 Elderly singles in purpose-built accommodation	176	1.9	0.5	391			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	264	2.9	2.1	137			
	3.J.33 Smaller houses and starter homes	202	2.2	2.3	98			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	8	0.1	0.4	24			
	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			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	119	1.3	1.4	92			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	827	9.0	2.6	343			
	4.L.39 Fading owner occupied terraces	801	8.7	2.9	303			
	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	57	0.6	1.6	39			
	4.M.42 Struggling young families in post-war terraces	233	2.5	1.7	152			
	4.M.43 Families in right-to-buy estates	450	4.9	2.1	236			
	4.M.44 Post-war estates, limited means	192	2.1	2.2	95			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	66	0.7	0.8	92			
	4.N.46 Elderly people in social rented flats	94	1.0	1.1	94			
	4.N.47 Low income older people in smaller semis	168	1.8	2.3	80			
	4.N.48 Pensioners and singles in social rented flats	264	2.9	1.8	163			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	57	0.6	2.1	29			
	5.O.50 Struggling younger people in mixed tenure	117	1.3	1.7	73			
	5.O.51 Young people in small, low cost terraces	10	0.1	2.3	5			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	51	0.6	1.6	34			
	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	16	0.2	1.6	11			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	426	4.6	1.5	305			
	5.Q.58 Singles and young families, some receiving benefits	6	0.1	1.8	4			
	5.Q.59 Deprived areas and high-rise flats	42	0.5	2.0	22			
<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	95	1.0	0.3	376			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>9,186</b>						

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## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT\_Mill InnCT14 9ER (1 Mile contour)

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Source: OS Open Data 2018



- 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



CATEGORY

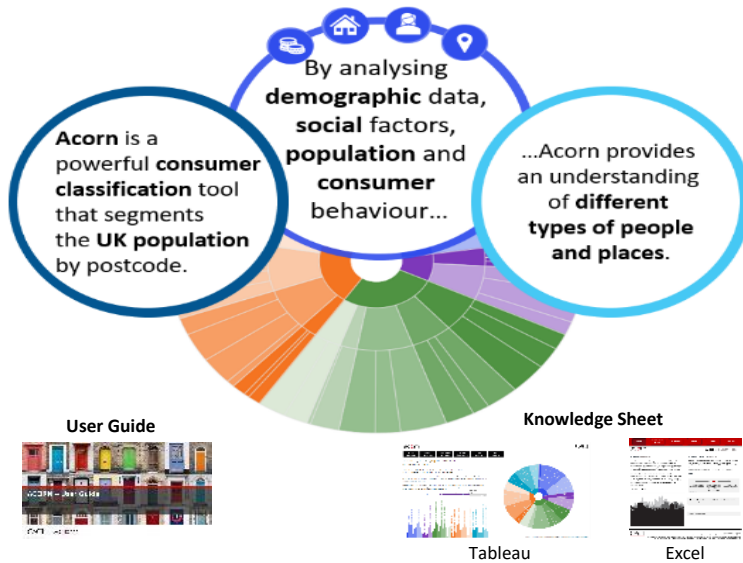
GROUP

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## ACORN - WHAT IS IT?

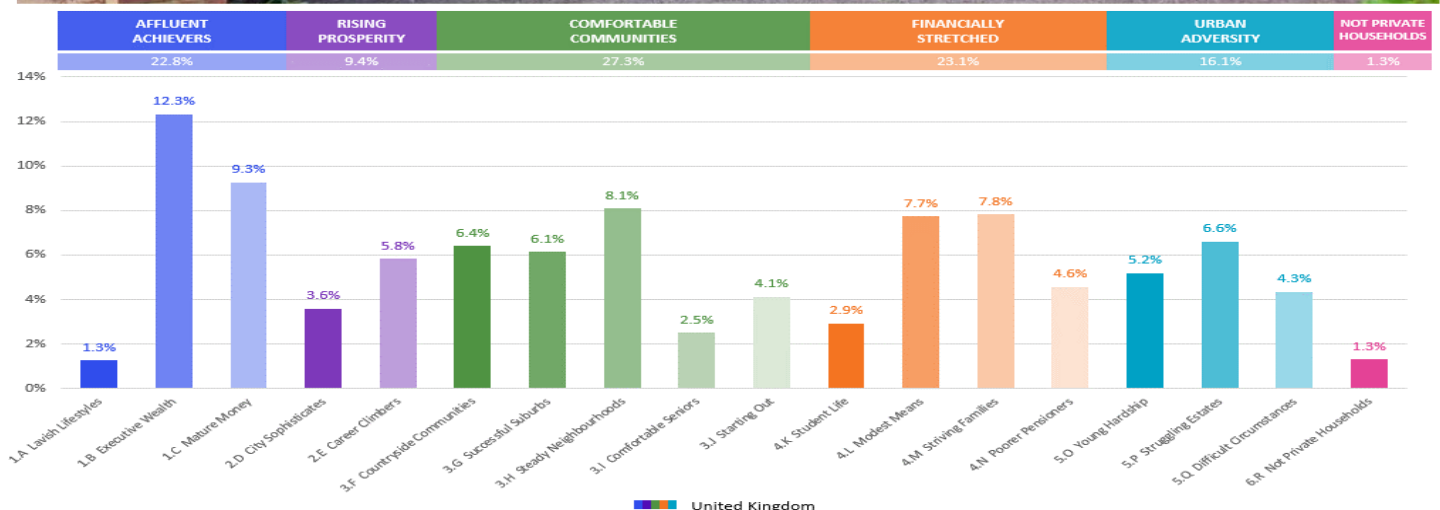
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6 CATEGORIES

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
3. Comfortable Communities	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



# CGA LICENCED PREMISES

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Area: ATLT\_Mill InnCT14 9ER (1 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	8	38.2	84.9	45			
Proprietary Club	1	4.8	8.1	59			
Registered Club	8	38.2	29.9	<b>128</b>			
Restaurant	0	0.0	34.6	0			
Residential	1	4.8	3.5	<b>138</b>			

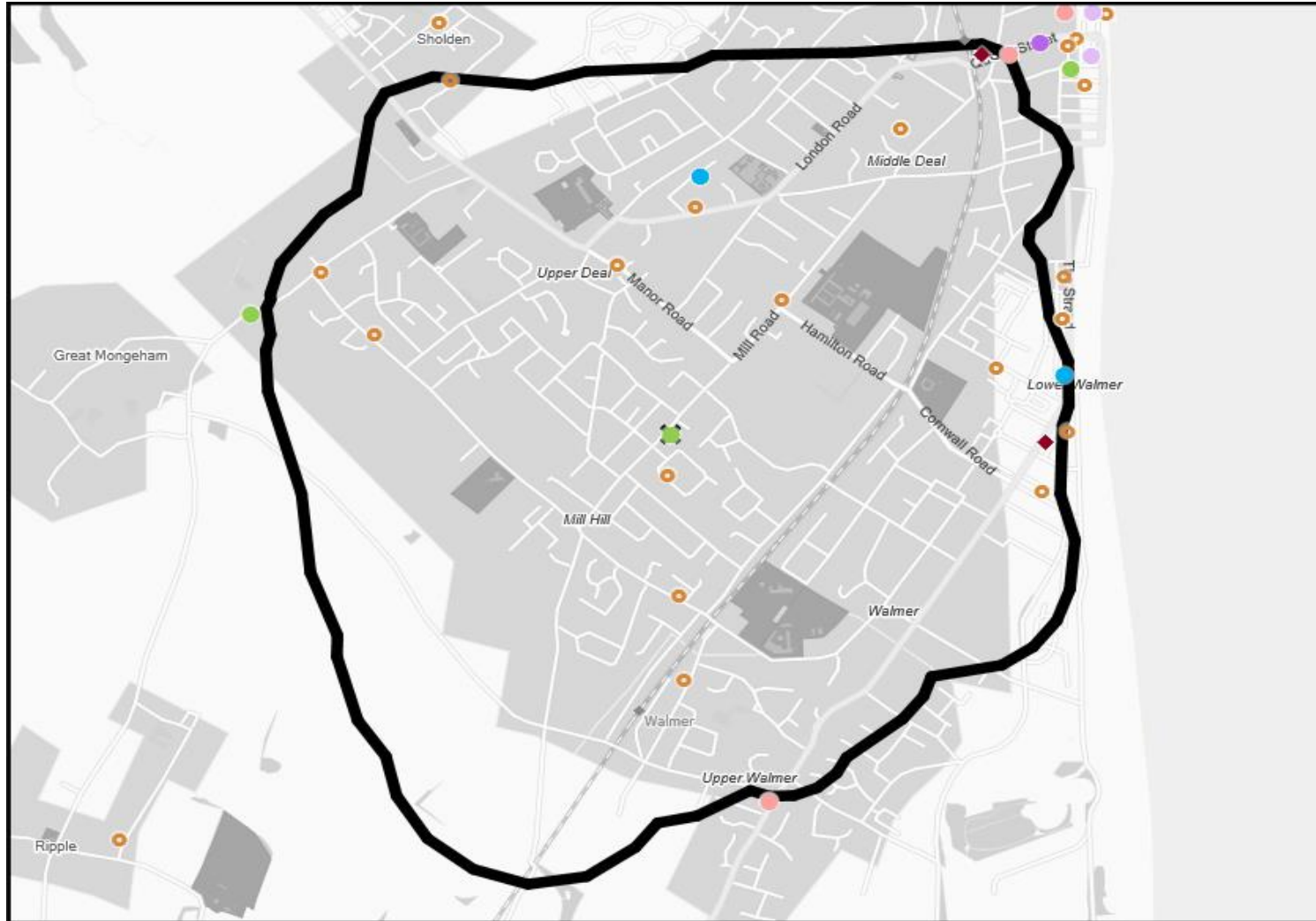
Name	Description	License Type	Owner Name	Postcode
Walmer Lawn Tennis & Croquet	Independent Free	Registered Club	Independent Free	CT14 7HP
Sportsman	Independent Free	Pubs & Full On	Independent Free	CT14 0AL
Eagle Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT14 6HD
Stag Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CT14 7DY
Deal Victoria & Barnes Close Cricket Club	Independent Free	Registered Club	Independent Free	CT14 7RQ
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
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
Tides Leisure Centre	Independent Free	Proprietary Club	Independent Free	CT14 9LQ
Drum Major	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT14 7JW
Deal And Betteshanger Rugby Club	Independent Free	Registered Club	Independent Free	CT14 7EQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Mill InnCT14 9ER (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

- ✕ Hotels

### Restaurants

- ★ Restaurants

### Leisure

- ↑ Leisure

### Independent

- Independent

### Other

- ◆ Other

### Site Location

- ✕ Site Location

### Boundary

- Boundary