

CGA LICENCED PREMISES

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Area: ATLT_Eight BellsCT2 8LN (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	99	108.9	84.9	128			
Proprietary Club	6	6.6	8.1	81			
Registered Club	24	26.4	29.9	88			
Restaurant	47	51.7	34.6	149			
Residential	7	7.7	3.5	222			

Name	Description	License Type	Owner Name	Postcode
Bangkok House	Independent Free	Restaurant	Independent Free	CT 1 1NH
New Inn	Independent Free	Pubs & Full On	Independent Free	CT 1 1NP
Royal Inn	Independent Free	Restaurant	Independent Free	CT 1 1PE
Canterbury Christ Church University	Independent Free	Registered Club	Independent Free	CT 1 1QU
Spring Lane Social Club	Independent Free	Registered Club	Independent Free	CT 1 1RT
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	CT 1 1TU
Two Sawyers Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CT 1 1TU
Thanington Hotel	Independent Free	Residential	Independent Free	CT 1 3RY
Millers Arms Inn	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 2AW
Dolphin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 1 2AA
Parrot	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 2AG
Pilgrims Hotel	Independent Free	Pubs & Full On	Independent Free	CT 1 2AS
Marlowe Theatre	Independent Free	Pubs & Full On	Independent Free	CT 1 2AS
Canterbury Tales	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CT 1 2AS
Marlowes	Independent Free	Restaurant	Independent Free	CT 1 2BE
Black Griffin	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 1 2BG
Masonic Club	Independent Free	Registered Club	Independent Free	CT 1 2BG
Cricketers	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 2BQ
Lady Luck	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 1 2BQ
Mezze Bar & Grill	Independent Free	Restaurant	Independent Free	CT 1 2BQ
Curzon	Curzon Artificial Eye Ltd	Pubs & Full On	Curzon Artificial Eye Ltd	CT 1 2BT
Posillipo	Independent Free	Restaurant	Independent Free	CT 1 2DR
Bell & Crown	Wellington	Pubs & Full On	Wellington	CT 1 2DZ
Kashmir Restaurant	Independent Free	Restaurant	Independent Free	CT 1 2DZ
Cathedral Gate Hotel	Independent Free	Residential	Independent Free	CT 1 2HA
Chapter	Mosaic Pub & Dining	Pubs & Full On	Mosaic Pub & Dining	CT 1 2HG
Pantelis Of Canterbury	Independent Free	Restaurant	Independent Free	CT 1 2HL
Old Butter Market	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CT 1 2HW
Seven Stars	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 1 2JA
Ballroom	Independent Free	Pubs & Full On	Independent Free	CT 1 2JA
Thomas Becket	Punch Pub Company	Pubs & Full On	Punch Pub Company	CT 1 2JB
Oscar And Bentleys	Independent Free	Restaurant	Independent Free	CT 1 2JQ
Shakespeare	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 2JR
City Arms	Independent Free	Pubs & Full On	Independent Free	CT 1 2JR
Cafe Mauresque	Independent Free	Restaurant	Independent Free	CT 1 2JR
Ambrette At Canterbury	Stonegate Pub Company	Restaurant	Stonegate Pub Company	CT 1 2NY
Limes Lounge	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 1 2PN
Pinocchios Restaurant	Independent Free	Restaurant	Independent Free	CT 1 2PY
White Hart	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 2QX
Chemistry	Independent Free	Proprietary Club	Independent Free	CT 1 2RB
Cherry Tree	Independent Free	Pubs & Full On	Independent Free	CT 1 2RU
Abode	Abode Hotels	Pubs & Full On	Abode Hotels	CT 1 2RX
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	CT 1 2RY
Forge Restaurant	Independent Free	Restaurant	Independent Free	CT 1 2SB
East Kent & Canterbury Conservative Club	Independent Free	Registered Club	Independent Free	CT 1 2TG
Alberrys Wine Bar	Independent Free	Pubs & Full On	Independent Free	CT 1 2TY
Three Tuns	Greene King	Pubs & Full On	Greene King	CT 1 2UD
Canterbury College	Independent Free	Registered Club	Independent Free	CT 1 3AJ
UCA Canterbury	Independent Free	Registered Club	Independent Free	CT 1 3AN
Phoenix	Unknown	Pubs & Full On	Unknown	CT 1 3DB
Abbots Barton Hotel	Independent Free	Pubs & Full On	Independent Free	CT 1 3DU
Ebury Hotel	Independent Free	Residential	Independent Free	CT 1 3DX
Old Gate Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CT 1 3EL

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Name	Description	License Type	Owner Name	Postcode
Corner House	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT 1 3HD
Lanna Thai Restaurant	Independent Free	Restaurant	Independent Free	CT 1 3HD
Kudos Chinese Restaurant	Independent Free	Restaurant	Independent Free	CT 1 3HD
Old City Bar	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 3HJ
E Div Police Club	Independent Free	Registered Club	Independent Free	CT 1 3JQ
Carlton Guest House	Independent Free	Residential	Independent Free	CT 1 3JT
Canterbury Bowling Club	Independent Free	Registered Club	Independent Free	CT 1 3LS
Kent & Canterbury Club	Independent Free	Registered Club	Independent Free	CT 1 3JB
Kent County Cricket Club	Independent Free	Registered Club	Independent Free	CT 1 3NZ
Maidens Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT 1 3QZ
Kings Head	Independent Free	Pubs & Full On	Independent Free	CT 1 3RY
George & Dragon	Restaurant Group	Pubs & Full On	Restaurant Group	CT 2 0DB
Fordwich Arms	Ei Group	Pubs & Full On	Ei Group	CT 2 0DB
Golden Lion	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 2 0QJ
St Stephens Club	Independent Free	Registered Club	Independent Free	CT 2 7BN
Ye Olde Beverlie	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 2 7JU
Gulbenkian Theatre	Independent Free	Registered Club	Independent Free	CT 2 7NF
East Oast Club	Independent Free	Registered Club	Independent Free	CT 2 7NL
Raj Venn	Independent Free	Restaurant	Independent Free	CT 2 8AD
Cafe Des Amis	Independent Free	Restaurant	Independent Free	CT 2 8AD
Bishops Finger	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 2 8AF
Falstaff Hotel	Independent Free	Pubs & Full On	Independent Free	CT 2 8AF
East Station Snooker Club	Independent Free	Proprietary Club	Independent Free	CT 1 2RB
Black Horse	Independent Free	Pubs & Full On	Independent Free	CT 2 8AP
House Of Agnes Hotel	Independent Free	Residential	Independent Free	CT 2 8BN
Unicorn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 2 8BS
Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	CT 2 8JY
Eight Bells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CT 2 8LN
Old Coach & Horses	Independent Free	Pubs & Full On	Independent Free	CT 2 9AB
Tyler's Kiln	Independent Free	Pubs & Full On	Independent Free	CT 2 9NE
Even Hill House	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 3 1TA
Polo Farms Sports Club	Independent Free	Registered Club	Independent Free	CT 3 4AF
Littlebourne Recreation Club	Independent Free	Registered Club	Independent Free	CT 3 1ST
Mermaid Inn	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 4 5HX
Plough & Harrow	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 4 5LA
White Horse Bridge	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 4 5LA
Pig At Bridge Place	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT 4 5LF
Duck Inn	Independent Free	Pubs & Full On	Independent Free	CT 4 5PB
Black Robin	Stonegate Pub Company	Restaurant	Stonegate Pub Company	CT 4 6HS
Granville	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 4 7AL
Chaucer Hospital	Independent Free	Residential	Independent Free	CT 4 7AR
Canterbury Rugby Club	Independent Free	Registered Club	Independent Free	CT 4 7BA
Howfield Manor	Independent Free	Pubs & Full On	Independent Free	CT 4 7HQ
Chartham Mills Social Club	Independent Free	Registered Club	Independent Free	CT 4 7JA
Artichoke	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 4 7JQ
Reads Restaurant	Independent Free	Restaurant	Independent Free	ME13 8XE
Faversham Cricket Club	Independent Free	Registered Club	Independent Free	ME13 8XF
Faversham Town Football Club	Independent Free	Registered Club	Independent Free	ME13 8ND
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	ME13 9LN
White Horse	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME13 9AL
Dairy Restaurant And Bar	Independent Free	Pubs & Full On	Independent Free	ME13 9AS
Queens Head	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME13 9BH
Dove	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME13 9HB

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Name	Description	License Type	Owner Name	Postcode
Three Horseshoes	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME13 9UA
Tally Ho	Independent Free	Pubs & Full On	Independent Free	CT 1 1NA
Local	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT 4 7PT
Tacos Locos	Independent Free	Restaurant	Independent Free	CT 1 2BG
Carpenters Arms	Unknown	Pubs & Full On	Unknown	CT 1 2DE
Cote	Cote Restaurants	Restaurant	Cote Restaurants	CT 1 2JS
University Of Kent	Independent Free	Registered Club	Independent Free	CT 2 7NZ
Royal Oak	Independent Free	Pubs & Full On	Independent Free	CT 2 9JJ
Red Lion Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CT 4 5LB
Elephant	Independent Free	Pubs & Full On	Independent Free	ME13 8JN
Freewheel	Independent Free	Pubs & Full On	Independent Free	ME13 9DE
Boughton Golf Club	Independent Free	Registered Club	Independent Free	ME13 9AJ
Red Lion	Independent Free	Pubs & Full On	Independent Free	ME13 9JR
Red Lion	Independent Free	Pubs & Full On	Independent Free	ME13 9LL
West Gate Inn	Wetherspoon	Pubs & Full On	Wetherspoon	CT 2 7EB
Thomas Ingoldsby	Wetherspoon	Pubs & Full On	Wetherspoon	CT 1 2HG
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	CT 1 2AY
Penny Theatre	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CT 1 1BL
Pizza Express	Hony Capital	Restaurant	Hony Capital	CT 1 2JB
Club Chemistry	Independent Free	Proprietary Club	Independent Free	CT 1 2JT
Canterbury Golf Club	Independent Free	Registered Club	Independent Free	CT 1 1TW
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	CT 1 2BE
Loft	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CT 1 2TP
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CT 2 9HX
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CT 1 2BG
Goods Shed	Independent Free	Restaurant	Independent Free	CT 2 8AN
Tapas En Las Trece	Independent Free	Restaurant	Independent Free	CT 1 2DZ
Ancient Raj	Independent Free	Restaurant	Independent Free	CT 2 7EE
Cuban	Independent Free	Pubs & Full On	Independent Free	CT 1 2RY
Wagamama	Restaurant Group	Restaurant	Restaurant Group	CT 1 2JS
St Lawrence & Highland Court Cricket Cl	Independent Free	Registered Club	Independent Free	CT 4 5HW
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CT 1 2AZ
Riverside	Independent Free	Pubs & Full On	Independent Free	CT 1 2BR
Foundary	Independent Free	Pubs & Full On	Independent Free	CT 1 2RU
Pork & Co	Independent Free	Restaurant	Independent Free	CT 1 2HX
Winter Barn	Independent Free	Pubs & Full On	Independent Free	CT 4 7AY
Drapers Arms	Independent Free	Pubs & Full On	Independent Free	CT 1 2HX
Harbledown Cricket Club	Independent Free	Registered Club	Independent Free	CT 2 9BS
Canterbury Chatham Garden Centre	Wyevalde Garden Centres	Restaurant	Wyevalde Garden Centres	CT 4 7HF
Mount Ephraim	Independent Free	Pubs & Full On	Independent Free	ME13 9TX
Canterbury Cathedral Lodge	Independent Free	Pubs & Full On	Independent Free	CT 1 2EH
Old Weavers	Independent Free	Restaurant	Independent Free	CT 1 2AT
Chapmans	Independent Free	Restaurant	Independent Free	CT 2 8AD
Chom Chom	Chom Chom	Restaurant	Chom Chom	CT 1 2HH
Azouma	Independent Free	Restaurant	Independent Free	CT 1 1NH
Wildwood	Tasty	Restaurant	Tasty	CT 1 2AT
Castle House	Independent Free	Pubs & Full On	Independent Free	CT 1 2PT
Kathton House	Independent Free	Restaurant	Independent Free	CT 2 0BD
Five Guys	Five Guys Holdings	Restaurant	Five Guys Holdings	CT 1 2BG
A La Turka	Independent Free	Restaurant	Independent Free	CT 1 1BH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	CT 1 1UP
Cousins Snooker And Pool Club	Independent Free	Proprietary Club	Independent Free	CT 1 2LG
Swirling Manor	Independent Free	Pubs & Full On	Independent Free	CT 4 5WQ

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Name	Description	License Type	Owner Name	Postcode
A La Turka	Independent Free	Restaurant	Independent Free	CT 2 8AF
Golden Kitchen	Independent Free	Restaurant	Independent Free	CT 2 8AD
Caravanning And Camping Club	Independent Free	Proprietary Club	Independent Free	CT 3 4AB
Pegasus	Independent Free	Pubs & Full On	Independent Free	CT 2 8AD
Olive Grove	Independent Free	Restaurant	Independent Free	CT 1 2JB
Tamago	Independent Free	Restaurant	Independent Free	CT 1 1BB
Pound	Independent Free	Pubs & Full On	Independent Free	CT 1 2BZ
Student Republic	Independent Free	Proprietary Club	Independent Free	CT 2 8BH
Cafe De China	Independent Free	Restaurant	Independent Free	CT 1 1UL
Shakespeare	Shepherd Neame	Pubs & Full On	Shepherd Neame	CT 1 2HW
Sun Hotel & Tea Rooms	Independent Free	Pubs & Full On	Independent Free	CT 1 2HX
Houdinis Magic Bar	Independent Free	Pubs & Full On	Independent Free	CT 1 2AT
7Bone	7Bone	Restaurant	7Bone	CT 1 2HW
Lazix	Independent Free	Restaurant	Independent Free	CT 1 2JR
Iffin Farmhouse	Independent Free	Residential	Independent Free	CT 4 7BE
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	CT 1 2SJ
Night Yard	Independent Free	Pubs & Full On	Independent Free	CT 4 5HW
Gunpowder Mill	Marston's	Pubs & Full On	Marston's	ME13 8XE
Citi Terrace	Independent Free	Pubs & Full On	Independent Free	CT 1 2JS
Skinny Kitchen	Independent Free	Pubs & Full On	Independent Free	CT 1 2AT
St. Martins Priory	Independent Free	Pubs & Full On	Independent Free	CT 1 1PW
Westgate Hall	Independent Free	Pubs & Full On	Independent Free	CT 1 2BT
Thomas Tallis Alehouse	Independent Free	Pubs & Full On	Independent Free	CT 1 1BE
Privy	Independent Free	Pubs & Full On	Independent Free	CT 1 2HG

Source: OS Open Data 2018

Large pub co's & bars

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Eight BellsCT2 8LN (15 min contour)

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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	8,715	25.2	22.0	115		
2 Rising Prosperity	4,857	14.1	10.1	139		
3 Comfortable Communities	10,562	30.6	26.2	117		
4 Financially Stretched	6,818	19.7	23.7	83		
5 Urban Adversity	3,035	8.8	17.6	50		
6 Not Private Households	570	1.6	0.3	495		
Total households	34,557					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Eight BellsCT2 8LN (15 min contour)

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Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	44	0.1	1.1	11			
1.B Executive Wealth	3,706	10.7	11.2	96			
1.C Mature Money	4,965	14.4	9.6	149			
2. Rising Prosperity							
2.D City Sophisticates	65	0.2	4.0	5			
2.E Career Climbers	4,792	13.9	6.2	224			
3. Comfortable Communities							
3.F Countryside Communities	1,547	4.5	5.7	78			
3.G Successful Suburbs	1,937	5.6	5.9	95			
3.H Steady Neighbourhoods	1,920	5.6	7.4	76			
3.I Comfortable Seniors	902	2.6	2.9	90			
3.J Starting Out	4,256	12.3	4.3	283			
4. Financially Stretched							
4.K Student Life	2,711	7.8	2.4	332			
4.L Modest Means	953	2.8	7.9	35			
4.M Striving Families	2,038	5.9	7.5	78			
4.N Poorer Pensioners	1,116	3.2	5.9	55			
5. Urban Adversity							
5.O Young Hardship	1,206	3.5	6.1	57			
5.P Struggling Estates	817	2.4	6.1	39			
5.Q Difficult Circumstances	1,012	2.9	5.3	55			
6. Not Private Households							
6.R Not Private Households	570	1.6	0.3	495			
Total households	34,557						

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range

65+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to research home insurance online

TECHNOLOGY USAGE

This group are more likely to purchase event tickets online

This group are more likely to own a tablet

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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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	2	0.0	0.1	7			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	42	0.1	0.9	14			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,745	5.0	2.6	193			
	1.B.5 Wealthy countryside commuters	598	1.7	2.4	72			
	1.B.6 Financially comfortable families	358	1.0	2.2	47			
	1.B.7 Affluent professionals	218	0.6	0.9	74			
	1.B.8 Prosperous suburban families	464	1.3	1.5	88			
	1.B.9 Well-off edge of towners	323	0.9	1.6	58			
1.C Mature Money								
	1.C.10 Better-off villagers	2,872	8.3	3.0	279			
	1.C.11 Settled suburbia, older people	1,178	3.4	2.9	119			
	1.C.12 Retired and empty nesters	199	0.6	2.5	23			
	1.C.13 Upmarket downsizers	716	2.1	1.3	159			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	65	0.2	0.7	27			
	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	628	1.8	1.9	97			
	2.E.19 First time buyers in small, modern homes	4,139	12.0	3.3	365			
	2.E.20 Mixed metropolitan areas	25	0.1	1.0	7			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	80	0.2	1.5	15			
	3.F.22 Older couples and families in rural areas	62	0.2	1.1	17			
	3.F.23 Owner occupiers in small towns and villages	1,405	4.1	3.2	128			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	657	1.9	2.6	72			
	3.G.25 Larger family homes, multi-ethnic areas	3	0.0	0.8	1			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,277	3.7	2.4	152			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	317	0.9	3.4	27			
	3.H.28 Owner occupied terraces, average income	272	0.8	1.6	50			
	3.H.29 Established suburbs, older families	1,331	3.9	2.3	165			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	670	1.9	2.4	80			
	3.I.31 Elderly singles in purpose-built accommodation	232	0.7	0.5	137			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	2,990	8.7	2.1	413			
	3.J.33 Smaller houses and starter homes	1,266	3.7	2.3	163			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	412	1.2	0.4	327			
	4.K.35 Term-time terraces	1,746	5.1	0.3	1,954			
	4.K.36 Educated young people in flats and tenements	553	1.6	1.7	92			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	490	1.4	1.4	101			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	338	1.0	2.6	37			
	4.L.39 Fading owner occupied terraces	125	0.4	2.9	13			
	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	528	1.5	1.6	96			
	4.M.42 Struggling young families in post-war terraces	472	1.4	1.7	82			
	4.M.43 Families in right-to-buy estates	988	2.9	2.1	138			
	4.M.44 Post-war estates, limited means	50	0.1	2.2	7			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	108	0.3	0.8	40			
	4.N.46 Elderly people in social rented flats	391	1.1	1.1	104			
	4.N.47 Low income older people in smaller semis	276	0.8	2.3	35			
	4.N.48 Pensioners and singles in social rented flats	341	1.0	1.8	56			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	288	0.8	2.1	39			
	5.O.50 Struggling younger people in mixed tenure	828	2.4	1.7	137			
	5.O.51 Young people in small, low cost terraces	90	0.3	2.3	12			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	227	0.7	1.6	40			
	5.P.53 Low income terraces	72	0.2	0.9	24			
	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	518	1.5	1.6	91			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	676	2.0	1.5	129			
	5.Q.58 Singles and young families, some receiving benefits	170	0.5	1.8	27			
	5.Q.59 Deprived areas and high-rise flats	166	0.5	2.0	24			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	9	0.0	0.1	45			
	6.R.61 Inactive communal population	561	1.6	0.3	590			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		34,557						

CATEGORY

GROUP

TYPE

MAP

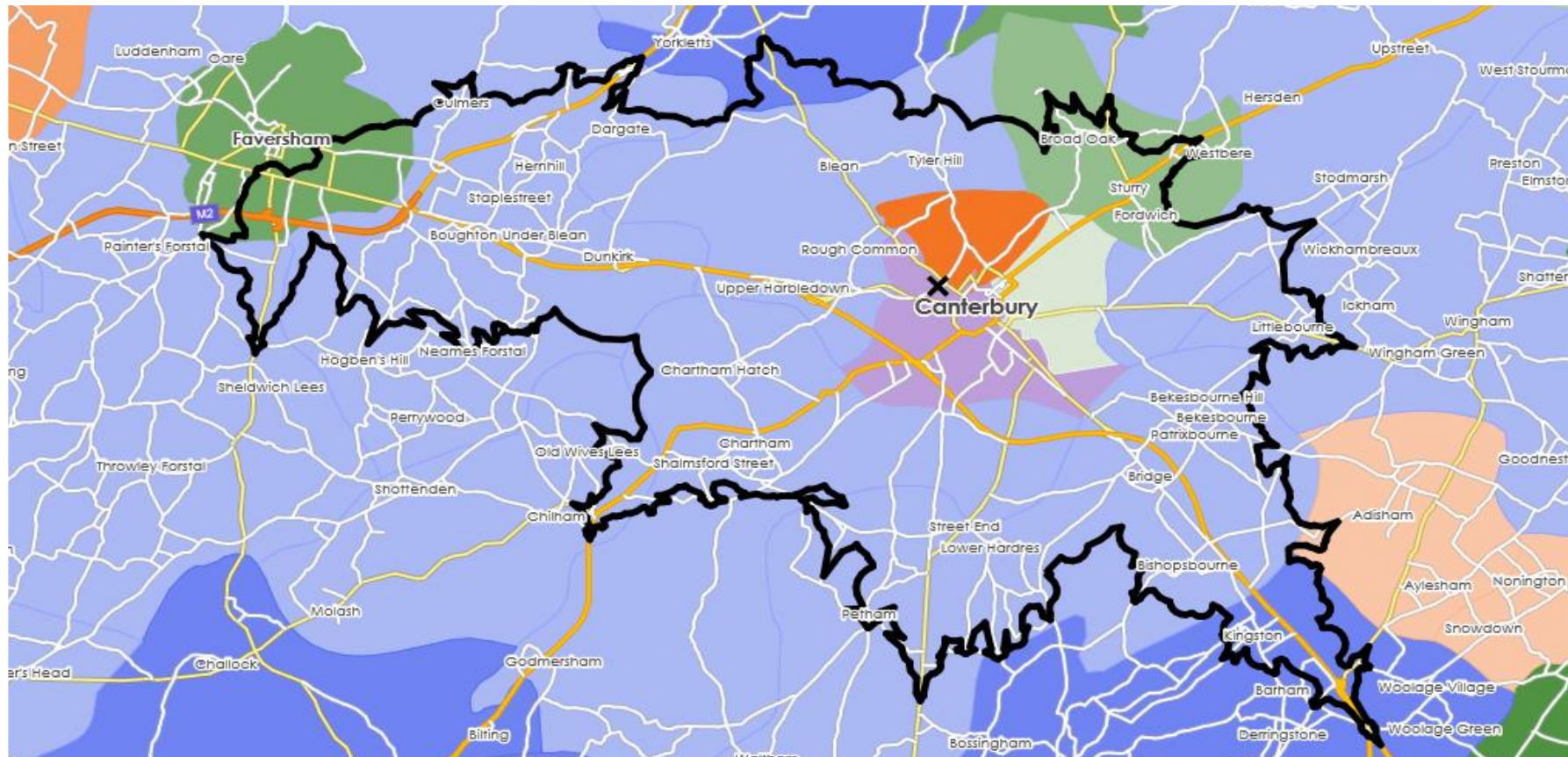
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Eight BellsCT2 8LN (15 min 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

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

1 Affluent Achievers

12.0M UK Adults 22.8% of UK

Age range 55+

House type Detached

Financial situation Running into debt Saving a lot

House tenure Owned outright

Children at home 0

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

