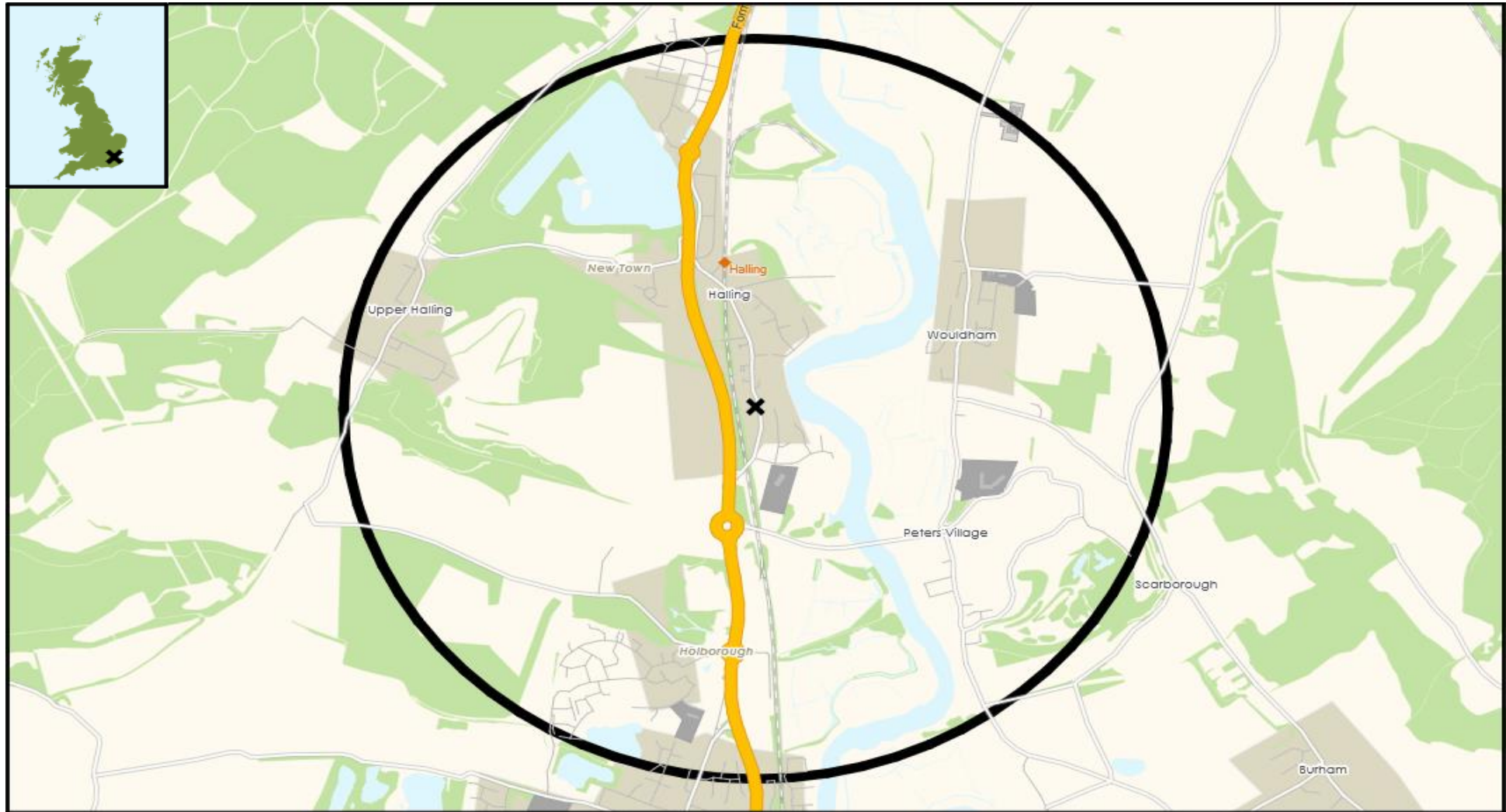


MAP OF AREA

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Source: OS Open Data 2018

Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)



POPULATION PROJECTIONS

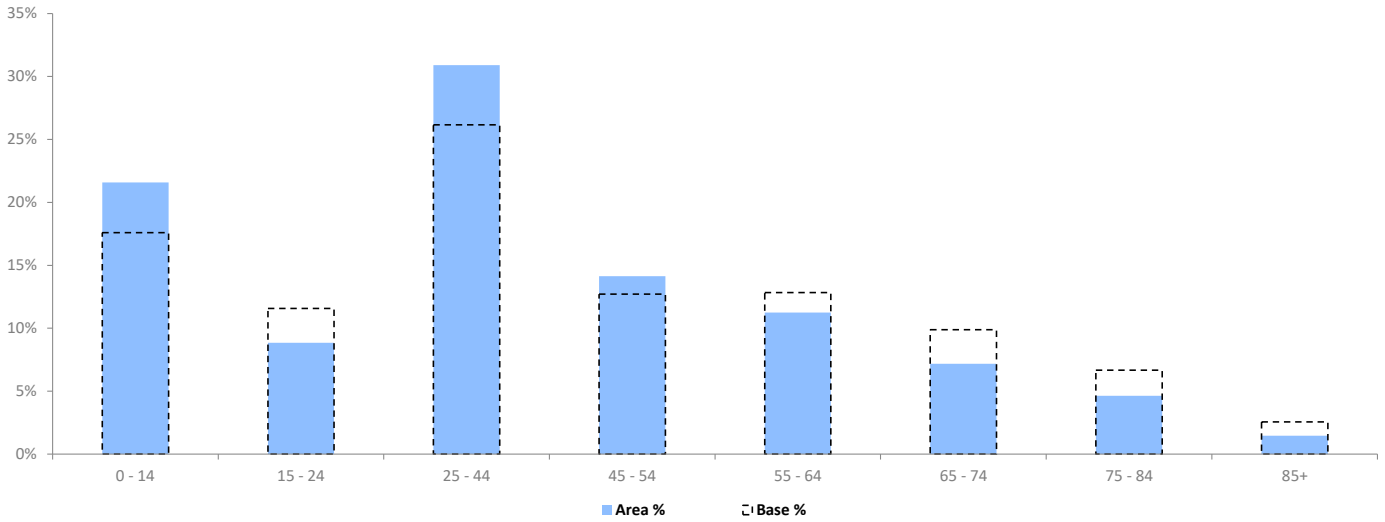
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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,018	21.6	17.6	123			
15 - 24	826	8.8	11.6	76			
25 - 44	2,887	30.9	26.2	118			
45 - 54	1,322	14.1	12.7	111			
55 - 64	1,051	11.2	12.8	88			
65 - 74	671	7.2	9.9	73			
75 - 84	434	4.6	6.7	70			
85+	136	1.5	2.6	57			
Total population	9,345						



EXPENDITURE

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	£293,573	£77.28	£73.74	105			
2. Alcoholic beverages, tobacco and narcotics	£105,095	£27.66	£27.43	101			
3. Clothing & Footwear	£164,414	£43.28	£41.92	103			
4. Housing, water, electricity, gas and other fuels	£294,296	£77.47	£92.23	84			
5. Furnishings, equipment and routine maintenance	£168,581	£44.38	£39.49	112			
6. Health	£75,238	£19.80	£16.97	117			
7. Transport	£500,624	£131.78	£115.30	114			
8. Communication	£59,013	£15.53	£14.64	106			
9. Recreation & Culture	£439,362	£115.65	£100.48	115			
10. Education	£46,068	£12.13	£22.34	54			
11. Restaurants & Hotels	£326,966	£86.07	£82.30	105			
12. Miscellaneous goods and services	£445,460	£117.26	£104.94	112			
Total Expenditure	£2,918,690	£768.28	£731.77	105			



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.

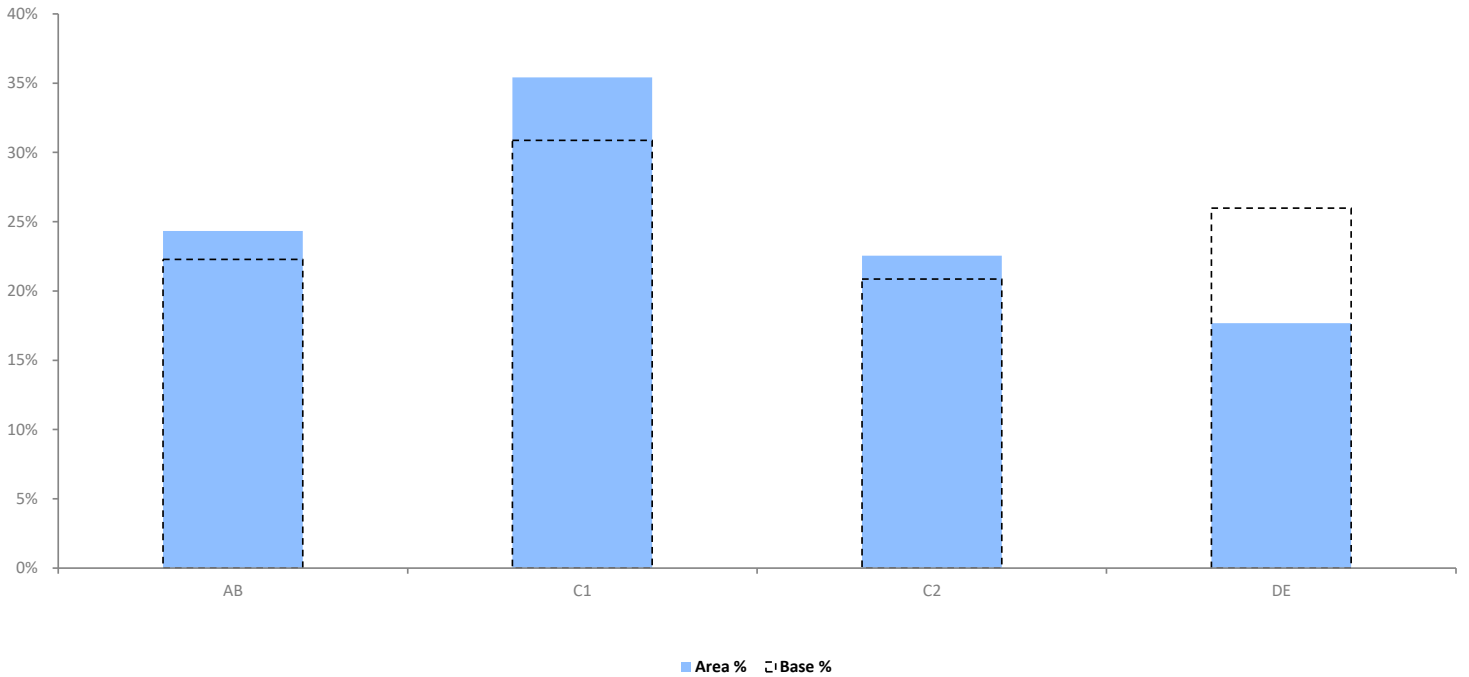
UP TO DATE DEMOGRAPHICS

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB:	Higher or intermediate managerial/admin/professional	949	24.3	22.3	109		
C1:	Supervisory, clerical, jr managerial/admin/professional	1,382	35.4	30.9	115		
C2:	Skilled manual workers	880	22.6	20.9	108		
DE:	Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	690	17.7	26.0	68		
Total household reference persons aged 16 to 64		3,901					



CGA LICENCED PREMISES

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	42.8	82.8	52			
Proprietary Club	0	0.0	7.5	0			
Registered Club	2	21.4	28.7	75			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Watermans Arms	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME 1 3TY
New Town Social Club	Independent Free	Registered Club	Independent Free	ME 2 1BA
Homeward Bound	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME 2 1BY
New Bell Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ME 2 1BZ
Snodland Working Mens Club	Independent Free	Registered Club	Independent Free	ME 6 5PB
Medway Inn	Independent Free	Pubs & Full On	Independent Free	ME 1 3XB

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00559_Five Bells, Lower Halling, ME2 1BZ (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
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)
 Base: Great Britain
 Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	569	14.6	22.0	66		
2 Rising Prosperity	644	16.5	10.3	161		
3 Comfortable Communities	1,323	33.9	26.3	129		
4 Financially Stretched	1,066	27.3	23.7	115		
5 Urban Adversity	292	7.5	17.4	43		
6 Not Private Households	7	0.2	0.3	54		
Total households		3,901				



Graph



Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ← → Saving a lot

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 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)
Base: Great Britain
Year: 2022

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	303	7.8	11.2	69		
1.C Mature Money	266	6.8	9.6	71		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	644	16.5	6.3	263		
3. Comfortable Communities						
3.F Countryside Communities	36	0.9	5.7	16		
3.G Successful Suburbs	957	24.5	5.9	416		
3.H Steady Neighbourhoods	180	4.6	7.4	63		
3.I Comfortable Seniors	13	0.3	2.9	12		
3.J Starting Out	137	3.5	4.4	79		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	656	16.8	7.9	212		
4.M Striving Families	363	9.3	7.5	125		
4.N Poorer Pensioners	47	1.2	5.8	21		
5. Urban Adversity						
5.O Young Hardship	141	3.6	6.2	58		
5.P Struggling Estates	95	2.4	5.9	41		
5.Q Difficult Circumstances	56	1.4	5.3	27		
6. Not Private Households						
6.R Not Private Households	7	0.2	0.3	54		
Total households	3,901					

Acorn Group Pen Portrait

3 G Successful Suburbs 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

CORE DEMOGRAPHICS		BRANDS	
Age range 35-64	Children at home 2	SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm	LEISURE Ed's Nando's PREZZO CHOUTO
House tenure Mortgaged	Family structure Couple with children	WEBSITES tripadvisor GoCompare ticketmaster Money Super Market	DIGITAL
Number of beds 4	House type Detached	ATTITUDES	
FINANCIAL PROFILE		I worry about online security 60% (UK average: 55%)	
Household income UK: £48k London: £51k	% Disposable income UK: 46% London: 38%	Shopping online makes my life easier 62% (UK average: 62%)	
Average: £40k Average: £46k	Average: 43% Average: 29%	I love the ease of using chat bots to get answers 26% (UK average: 28%)	
Financial situation Running into debt Saving a lot	TOP BEHAVIOURS		Owns an iPhone
	Buy wine and alcohol online		Own a videogame console



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

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Acorn Structure
 Index
 Profile %

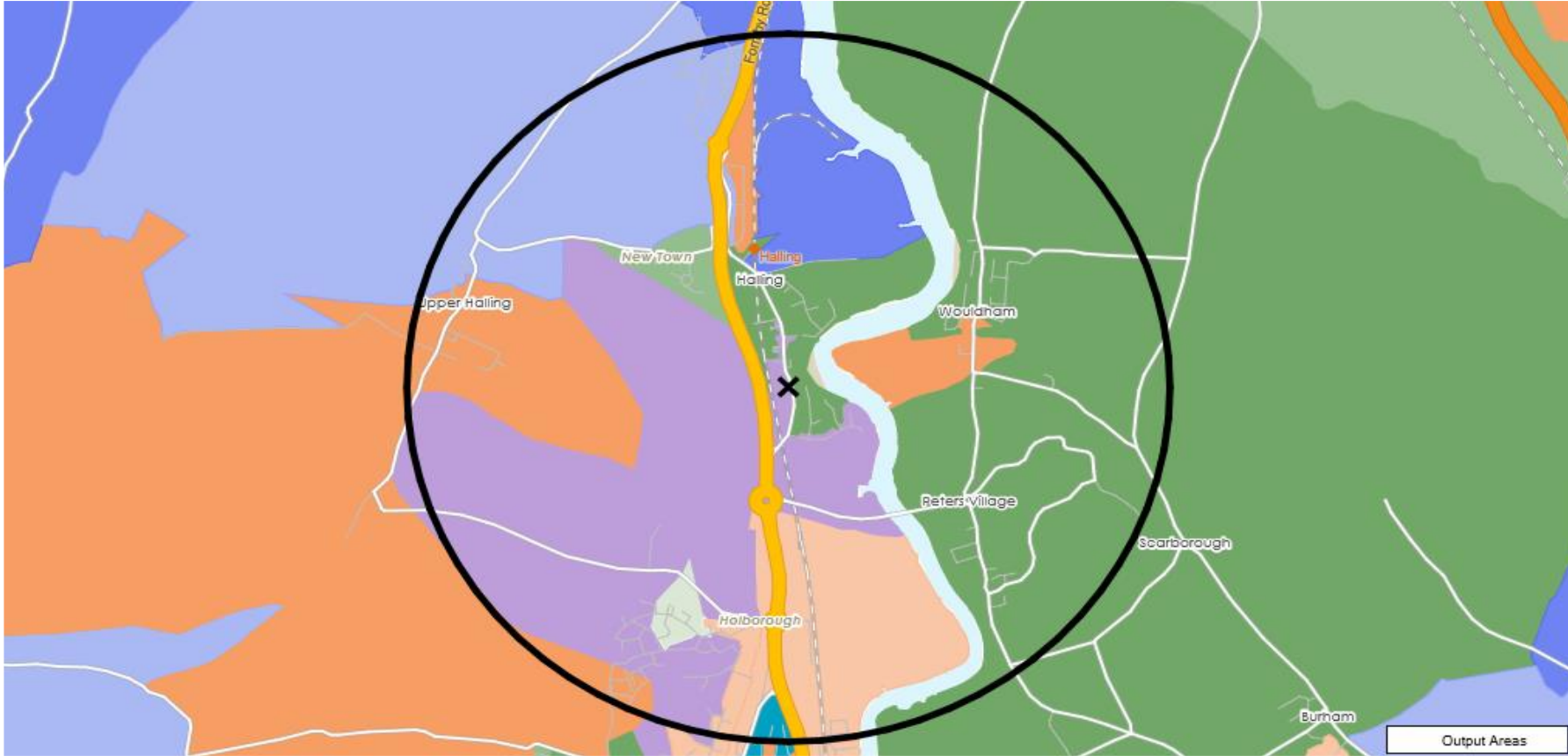
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	123	3.2	2.6	120			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	52	1.3	2.2	61			
1.B.7 Affluent professionals	14	0.4	0.8	42			
1.B.8 Prosperous suburban families	66	1.7	1.5	111			
1.B.9 Well-off edge of towners	48	1.2	1.6	77			
1.C Mature Money							
1.C.10 Better-off villagers	185	4.7	3.0	157			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	81	2.1	1.3	161			
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	535	13.7	1.9	715			
2.E.19 First time buyers in small, modern homes	109	2.8	3.3	84			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	36	0.9	3.2	29			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	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	957	24.5	2.4	1,017			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	11	0.3	3.4	8			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	169	4.3	2.3	186			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	13	0.3	0.5	69			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	18	0.5	2.1	22			
3.J.33 Smaller houses and starter homes	119	3.1	2.3	132			
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	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	160	4.1	1.4	286			
4.L.38 Semi-skilled workers in traditional neighbourhoods	278	7.1	2.6	271			
4.L.39 Fading owner occupied terraces	218	5.6	2.9	193			
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	149	3.8	1.6	241			
4.M.42 Struggling young families in post-war terraces	157	4.0	1.6	245			
4.M.43 Families in right-to-buy estates	28	0.7	2.1	35			
4.M.44 Post-war estates, limited means	29	0.7	2.2	34			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	23	0.6	0.8	75			
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	19	0.5	2.3	22			
4.N.48 Pensioners and singles in social rented flats	5	0.1	1.7	7			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	61	1.6	2.2	72			
5.O.50 Struggling younger people in mixed tenure	80	2.1	1.8	116			
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	73	1.9	1.6	119			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	22	0.6	1.6	35			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	56	1.4	1.5	95			
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	7	0.2	0.3	65			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,901						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)



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

- Acorn Groups**
- 1.A Lavish Lifestylers
 - 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
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

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

