

CGA LICENCED PREMISES

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Area: P00559_Five Bells, Lower Halling, ME2 1BZ (
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	41.0	81.7	50			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	20.5	28.2	73			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	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: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	624	15.2	22.1	69		
2 Rising Prosperity	739	17.9	10.2	176		
3 Comfortable Communities	1,275	31.0	26.5	117		
4 Financially Stretched	1,172	28.5	23.7	120		
5 Urban Adversity	302	7.3	17.2	43		
6 Not Private Households	6	0.1	0.3	42		
Graph						
Total households	4,118					

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: 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	287	7.0	11.3	62			
1.C Mature Money	337	8.2	9.6	85			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	739	17.9	6.4	282			
3. Comfortable Communities							
3.F Countryside Communities	29	0.7	5.7	12			
3.G Successful Suburbs	920	22.3	6.0	375			
3.H Steady Neighbourhoods	175	4.2	7.4	57			
3.I Comfortable Seniors	12	0.3	2.9	10			
3.J Starting Out	139	3.4	4.6	74			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	688	16.7	8.0	209			
4.M Striving Families	437	10.6	7.4	142			
4.N Poorer Pensioners	47	1.1	5.8	20			
5. Urban Adversity							
5.O Young Hardship	153	3.7	6.3	59			
5.P Struggling Estates	93	2.3	5.7	40			
5.Q Difficult Circumstances	56	1.4	5.2	26			
6. Not Private Households							
6.R Not Private Households	6	0.1	0.3	42			
Total households	4,118						

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 / £48k	% Disposable income UK: 39% London: 32% Average: 43% / 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: P00559_Five Bells, Lower Halling, ME2 1BZ (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	85	2.1	2.6	78			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	66	1.6	2.2	72			
1.B.7 Affluent professionals	52	1.3	0.9	148			
1.B.8 Prosperous suburban families	37	0.9	1.5	59			
1.B.9 Well-off edge of towners	47	1.1	1.6	71			
1.C Mature Money							
1.C.10 Better-off villagers	196	4.8	3.1	155			
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	141	3.4	1.3	265			
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	607	14.7	2.0	746			
2.E.19 First time buyers in small, modern homes	132	3.2	3.4	94			
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	29	0.7	3.2	22			
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	920	22.3	2.4	922			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	11	0.3	3.5	8			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	164	4.0	2.3	170			
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	12	0.3	0.5	60			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	18	0.4	2.2	20			
3.J.33 Smaller houses and starter homes	121	2.9	2.4	122			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
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	132	3.2	1.4	222			
4.L.38 Semi-skilled workers in traditional neighbourhoods	344	8.4	2.6	318			
4.L.39 Fading owner occupied terraces	212	5.1	2.9	176			
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	224	5.4	1.6	341			
4.M.42 Struggling young families in post-war terraces	156	3.8	1.6	231			
4.M.43 Families in right-to-buy estates	28	0.7	2.0	33			
4.M.44 Post-war estates, limited means	29	0.7	2.2	32			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	22	0.5	0.8	68			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	25	0.6	2.2	27			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	73	1.8	2.2	81			
5.O.50 Struggling younger people in mixed tenure	80	1.9	1.8	108			
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	72	1.7	1.6	112			
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	21	0.5	1.6	32			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	56	1.4	1.5	90			
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	6	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,118						

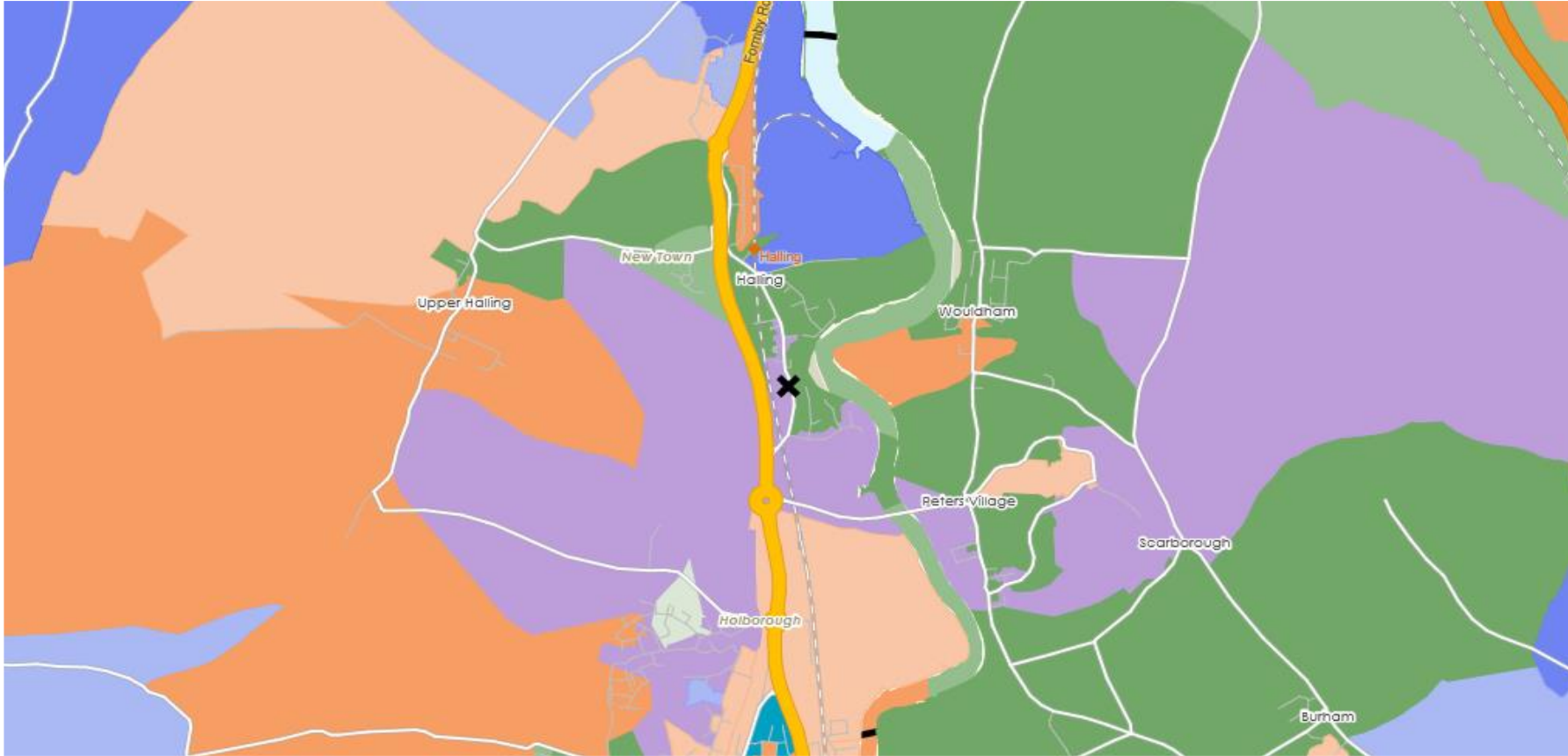
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

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 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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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