

Source: OS Open Data 2018

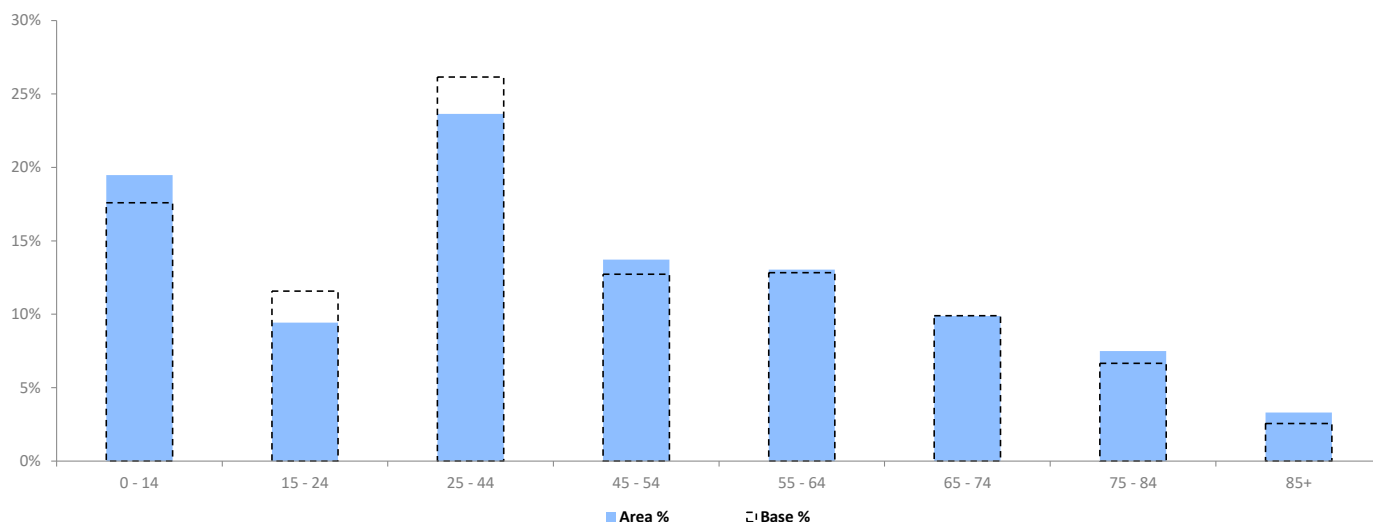
The map displays the Sevenoaks District with a proposed M25 orbital motorway highlighted in orange. A black circle indicates the M25's path. A black 'X' marks the location of Swanley. The map includes numerous place names such as Swanley, Farningham, Eynsford, West Kingsdown, and Sevenoaks. An inset map in the top left corner shows the location of the study area within the United Kingdom.

POPULATION PROJECTIONS

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Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	26,307	19.5	17.6	111			
15 - 24	12,734	9.4	11.6	81			
25 - 44	31,953	23.6	26.2	90			
45 - 54	18,543	13.7	12.7	108			
55 - 64	17,614	13.0	12.8	102			
65 - 74	13,361	9.9	9.9	100			
75 - 84	10,140	7.5	6.7	113			
85+	4,470	3.3	2.6	129			
Total population	135,122						



EXPENDITURE

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Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 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	£4,533,130	£81.26	£73.74	110			
2. Alcoholic beverages, tobacco and narcotics	£1,505,745	£26.99	£27.43	98			
3. Clothing & Footwear	£2,556,627	£45.83	£41.92	109			
4. Housing, water, electricity, gas and other fuels	£6,149,007	£110.22	£92.23	120			
5. Furnishings, equipment and routine maintenance	£2,838,950	£50.89	£39.49	129			
6. Health	£1,221,923	£21.90	£16.97	129			
7. Transport	£7,018,515	£125.81	£115.30	109			
8. Communication	£863,028	£15.47	£14.64	106			
9. Recreation & Culture	£6,725,981	£120.56	£100.48	120			
10. Education	£1,291,321	£23.15	£22.34	104			
11. Restaurants & Hotels	£5,214,000	£93.46	£82.30	114			
12. Miscellaneous goods and services	£6,505,273	£116.61	£104.94	111			
Total Expenditure	£46,423,501	£832.14	£731.77	114			

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.

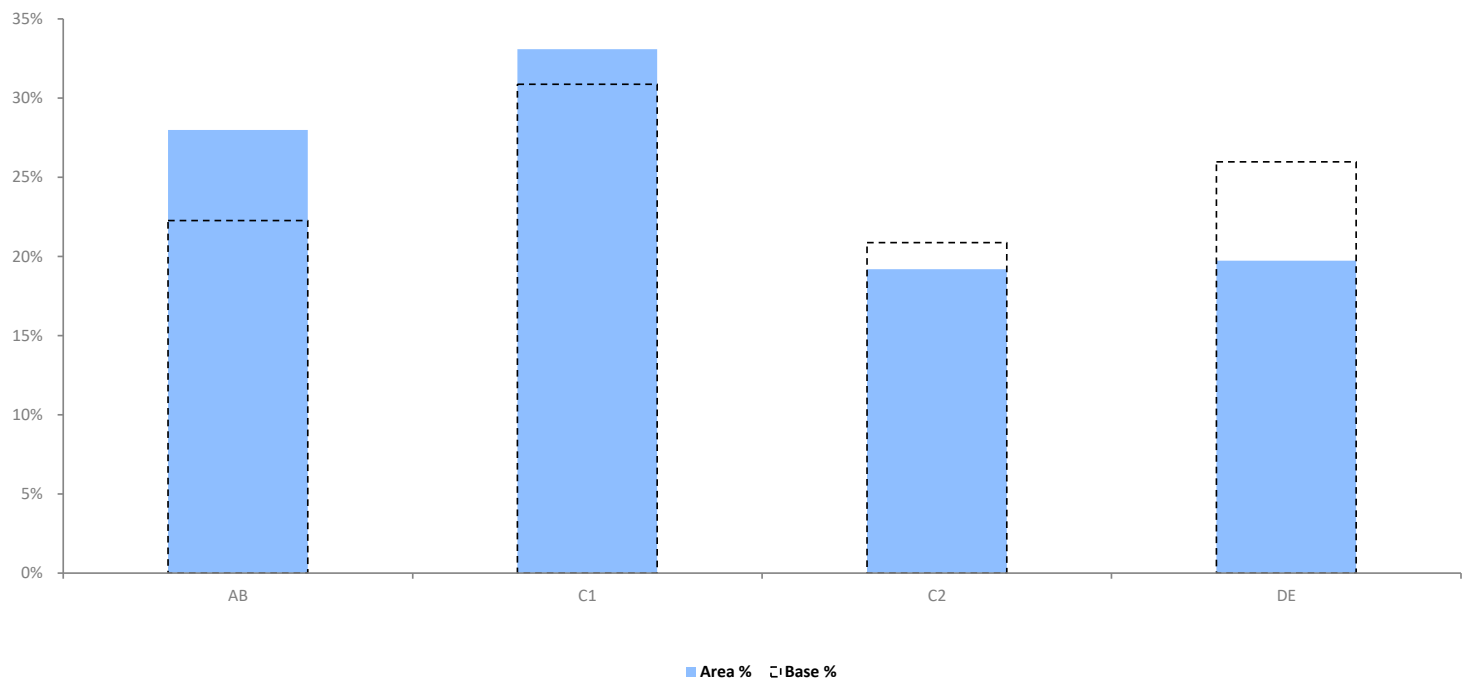
UP TO DATE DEMOGRAPHICS

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Area:	P00397_Crown, Sevenoaks, TN14 7TJ (5 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	15,589	28.0	22.3	126			
C1: Supervisory, clerical, jr managerial/admin/professional	18,430	33.1	30.9	107			
C2: Skilled manual workers	10,691	19.2	20.9	92			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	10,989	19.7	26.0	76			
Total household reference persons aged 16 to 64	55,699						



CGA LICENCED PREMISES

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Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 Mile)

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	73	54.0	82.8	65			
Proprietary Club	6	4.4	7.5	59			
Registered Club	31	22.9	28.7	80			
Restaurant	47	34.8	32.5	107			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
White Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BR 5 4AD
Beech Tree	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BR 5 4AG
Orpington Hospital Sports & Social Club	Independent Free	Registered Club	Independent Free	BR 6 9JU
Knoll Lawn Tennis Club	Independent Free	Registered Club	Independent Free	BR 6 0AQ
Cricketers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BR 6 0DQ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	BR 6 0HH
White Hart	Unknown	Pubs & Full On	Unknown	BR 6 0JY
Joy Kitchen	Independent Free	Restaurant	Independent Free	BR 6 0NG
Xian Restaurant	Independent Free	Restaurant	Independent Free	BR 6 0NG
Orpington Post Office Social Club	Independent Free	Registered Club	Independent Free	BR 6 0PT
Maxwell Hotel	Greene King	Pubs & Full On	Greene King	BR 6 0RZ
Royal Oak	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BR 6 6BJ
Queens Head	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BR 6 6BQ
Rose And Crown	WH Pubs Ltd	Pubs & Full On	Punch Pub Company	BR 6 6BT
Chelsfield	Punch Pub Company	Pubs & Full On	Punch Pub Company	BR 6 6EY
George At Farnborough	Independent Free	Pubs & Full On	Independent Free	BR 6 7BA
Woodman	Shepherd Neame	Pubs & Full On	Shepherd Neame	BR 6 7BA
Bulls Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BR 6 7NQ
Bo-Peep	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BR 6 7QL
Five Bells	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BR 6 7RE
Orpington Conservatine Club Lt	Independent Free	Registered Club	Independent Free	BR 6 9JJ
Buff	Greene King	Pubs & Full On	Greene King	BR 6 9NL
Westcombe Park Rugby Club	Independent Free	Registered Club	Independent Free	BR 6 9SX
Crockenhill Football Club	Independent Free	Registered Club	Independent Free	BR 8 8EJ
White Oaks Sports Centre	Independent Free	Proprietary Club	Independent Free	BR 8 7BT
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BR 8 7NF
Lamb Inn	Shepherd Neame	Pubs & Full On	Shepherd Neame	BR 8 7NN
Namaste Swanley	Independent Free	Restaurant	Independent Free	BR 8 8AE
Lullingstone Castle	Greene King	Pubs & Full On	Greene King	BR 8 8BE
Clove Tandoori	Independent Free	Restaurant	Independent Free	BR 8 8ES
Chequers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BR 8 8LP
Brands Hatch Race Circuit	Independent Free	Proprietary Club	Independent Free	DA 3 8NQ
Rising Sun Inn	Independent Free	Pubs & Full On	Independent Free	DA 3 8NL
Brands Hatch Place Spa	Independent Free	Registered Club	Independent Free	DA 3 8NQ
Brands Hatch Place Hotel	Hand Picked Hotels	Pubs & Full On	Hand Picked Hotels	DA 3 8NQ
Eynsford Cricket Club	Independent Free	Registered Club	Independent Free	DA 4 0HE
Five Bells	Wellington	Pubs & Full On	Wellington	DA 4 0AB
Castle Hotel	Shepherd Neame	Pubs & Full On	Shepherd Neame	DA 4 0AB
Plough Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DA 4 0AE
Eynsford Working Mens Club	Independent Free	Registered Club	Independent Free	DA 4 0AE
Pied Bull	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DA 4 0DG
Chequers	Independent Free	Pubs & Full On	Independent Free	DA 4 0DT
Lion	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DA 4 0DP
Swallows Malt Shovel	Independent Free	Pubs & Full On	Independent Free	DA 4 0ER
Fighting Cocks	Wellington	Pubs & Full On	Wellington	DA 4 9BY
Bull	Wellington	Pubs & Full On	Wellington	DA 4 9DF
Horton Kirby Cricket Club	Independent Free	Registered Club	Independent Free	DA 4 9JJ
Harrow	Shepherd Neame	Pubs & Full On	Shepherd Neame	TN14 7JT
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TN13 2EN
Miners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN13 2UF
Bricklayers Arms	Harvey	Pubs & Full On	Harvey	TN13 2RZ
Bell	Greene King	Pubs & Full On	Greene King	TN15 6NB
Holmsdale Bowling Club	Independent Free	Registered Club	Independent Free	TN13 2AP

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 Base: Great Britain
 Year: 2022

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Pubs & Full On	73	54.0	82.8	65			
Proprietary Club	6	4.4	7.5	59			
Registered Club	31	22.9	28.7	80			
Restaurant	47	34.8	32.5	107			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Chipstead Sailing Club	Independent Free	Registered Club	Independent Free	TN13 2SD
Taj	Independent Free	Restaurant	Independent Free	TN13 2UT
Cote	Cote Restaurants	Restaurant	Cote Restaurants	TN13 1AJ
Anchor	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN13 1AS
Dunton Green Social Club	Independent Free	Registered Club	Independent Free	TN13 1BH
Oak Spice	Independent Free	Restaurant	Independent Free	TN13 1BH
Sun Do Chinese Restaurant	Independent Free	Restaurant	Independent Free	TN13 1JF
Chequers	Greene King	Pubs & Full On	Greene King	TN13 1LD
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	TN13 1LL
Restoration	Shepherd Neame	Pubs & Full On	Shepherd Neame	TN13 1UW
Bullfinch	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	TN13 2DR
Halfway House	Unknown	Pubs & Full On	Unknown	TN13 2JD
Kings Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TN13 2QA
Donnington Manor Hotel	Independent Free	Pubs & Full On	Independent Free	TN13 2TD
Rose & Crown	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TN13 2TH
Dukes Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TN13 2UR
Rifleman	Greene King	Pubs & Full On	Greene King	TN13 3LZ
Banana Leaf	Independent Free	Restaurant	Independent Free	TN13 3UE
Sevenoaks Masonic	Independent Free	Registered Club	Independent Free	TN13 3PE
Sevenoaks Indoor Bowls Centre	Independent Free	Registered Club	Independent Free	TN13 3UX
Rising Sun	Independent Free	Pubs & Full On	Independent Free	TN14 5JR
Darenth Golf Club House	Independent Free	Registered Club	Independent Free	TN14 7SA
Forge House	Independent Free	Restaurant	Independent Free	TN14 5PQ
Bull	Greene King	Pubs & Full On	Greene King	TN14 5PG
Woodman	Independent Free	Pubs & Full On	Independent Free	TN14 5PQ
White Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TN14 6EH
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TN14 7AD
Calcutta Club	Independent Free	Restaurant	Independent Free	TN14 7AA
Cock Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TN14 7DD
Rose & Crown	Wellington	Pubs & Full On	Wellington	TN14 7EA
Three Horseshoes	Ei Group	Pubs & Full On	Ei Group	TN14 7LD
Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN14 7TJ
Blacksmiths Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TN14 7QB
Chequers Inn	Shepherd Neame	Pubs & Full On	Shepherd Neame	TN15 6NP
Five Bells	Shepherd Neame	Pubs & Full On	Shepherd Neame	TN15 0AU
Wilderness Golf Club	Independent Free	Registered Club	Independent Free	TN15 0EE
Knole Park Golf Club	Independent Free	Registered Club	Independent Free	TN15 0HJ
Bucks Head	Shepherd Neame	Pubs & Full On	Shepherd Neame	TN15 0JJ
Gamecock	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TN15 6EL
Portobello Inn	Greene King	Pubs & Full On	Greene King	TN15 6JB
St Ediths Working Mens Club	Independent Free	Registered Club	Independent Free	TN15 6NA
Rising Sun	Independent Free	Pubs & Full On	Independent Free	TN15 6XD
Chelsfield Lakes Golf Centre	Crown Golf	Registered Club	Crown Golf	BR 6 9BX
Holmesdale Cricket Club	Independent Free	Registered Club	Independent Free	TN13 2AP
Sevenoaks Rugby Club	Independent Free	Registered Club	Independent Free	TN13 3RP
Sevenoaks Football Club	Independent Free	Registered Club	Independent Free	TN14 5AA
Lullingstone Golf Club	Independent Free	Registered Club	Independent Free	BR 6 7PX
Olympic Leisure Bar	Independent Free	Proprietary Club	Independent Free	BR 8 8DR
Mercure Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	DA 3 8PE
London Golf Club	Independent Free	Registered Club	Independent Free	TN15 7EH
Fiesta Mexicana	Independent Free	Restaurant	Independent Free	BR 6 0LG
Sennockian	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	TN13 1UX
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	TN13 1AR

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Registered Club	31	22.9	28.7	80			
Restaurant	47	34.8	32.5	107			
Residential	0	0.0	2.8	0			

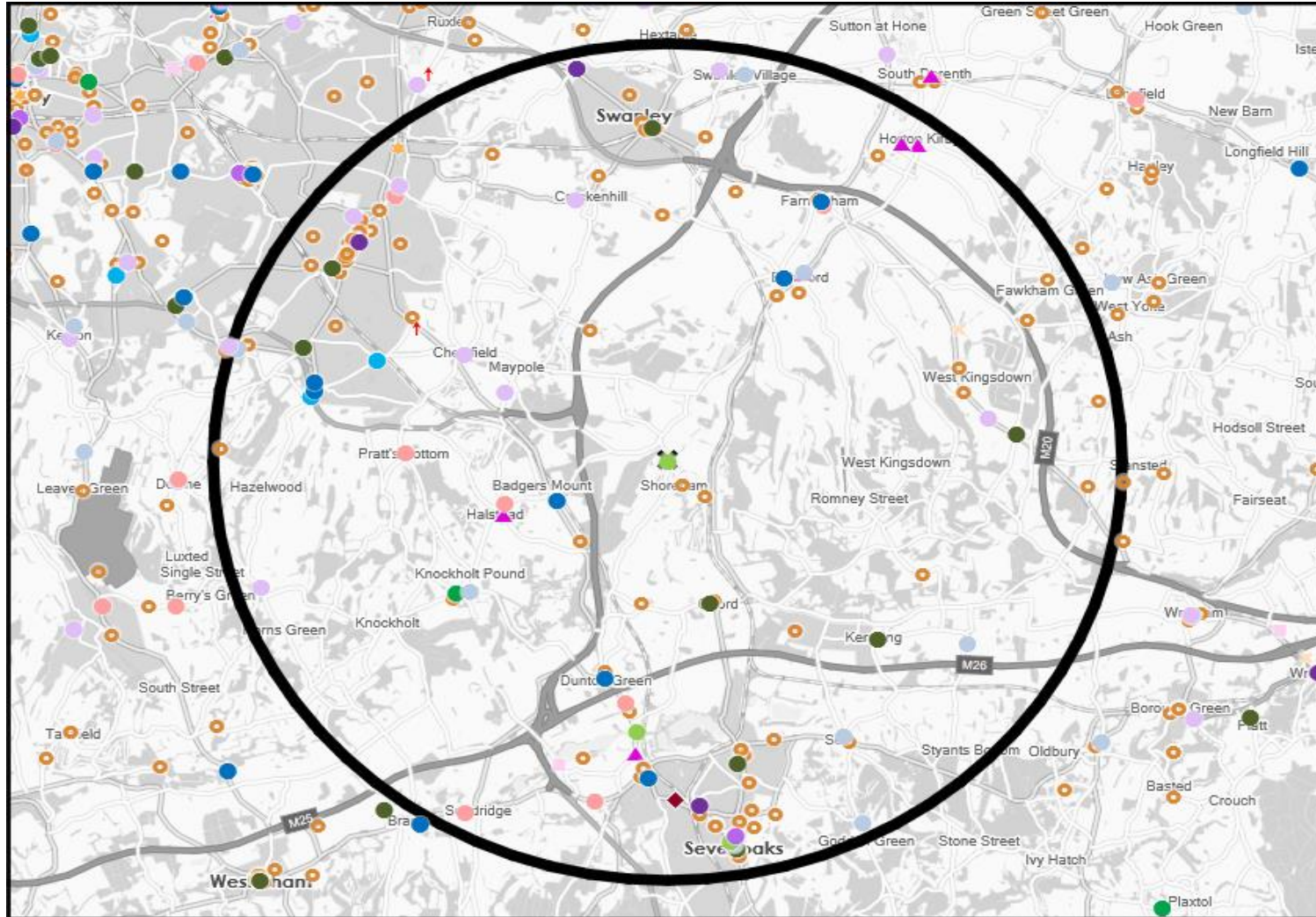
Name	Description	License Type	Owner Name	Postcode
Ephesus Restaurant	Independent Free	Restaurant	Independent Free	BR 6 ONY
House On The Hill	Independent Free	Restaurant	Independent Free	TN13 1BH
Pizza Express	Hony Capital	Restaurant	Hony Capital	TN13 1XE
Pedham Place Golf Centre	Independent Free	Registered Club	Independent Free	BR 8 8PP
Wagamama	Restaurant Group	Restaurant	Restaurant Group	TN13 1XE
Crofton Halls	Independent Free	Pubs & Full On	Independent Free	BR 6 8AD
Taj	Independent Free	Restaurant	Independent Free	BR 6 0JB
Village Cuisine	Independent Free	Restaurant	Independent Free	BR 6 7AZ
Raj Bari Restaurant	Independent Free	Restaurant	Independent Free	TN13 1DH
Bombay Brasserie	Independent Free	Restaurant	Independent Free	BR 6 6BJ
Vero	Independent Free	Restaurant	Independent Free	BR 6 0NQ
Oak Tree	Mosaic Pub & Dining	Pubs & Full On	Mosaic Pub & Dining	TN13 1XA
Miso	Miso	Restaurant	Miso	BR 6 0NB
Stag Theatre	Independent Free	Pubs & Full On	Independent Free	TN13 1ZZ
High Elms Golf Club	Independent Free	Registered Club	Independent Free	BR 6 7JL
Raj Dani	Independent Free	Restaurant	Independent Free	TN15 6ES
Kings Palace Restaurant	Independent Free	Restaurant	Independent Free	BR 6 0NQ
Parkside	Independent Free	Restaurant	Independent Free	BR 6 0DF
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	BR 5 3RP
Green Court Sports Club	Independent Free	Registered Club	Independent Free	BR 8 8HE
Bull	Whitbread	Pubs & Full On	Whitbread	BR 8 7QD
Twig & Spoon	Independent Free	Restaurant	Independent Free	TN15 7EG
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	BR 8 7QD
Number Eight	Independent Free	Restaurant	Independent Free	TN13 1AJ
Palace Of India	Independent Free	Restaurant	Independent Free	DA 4 0DT
Vine Cricket Club	Independent Free	Registered Club	Independent Free	TN13 3UH
Ephesus	Independent Free	Restaurant	Independent Free	TN13 1JF
Longhouse Restaurant	Independent Free	Restaurant	Independent Free	TN13 2BU
Crystal Jade	Independent Free	Restaurant	Independent Free	BR 6 0LG
Mirage	Independent Free	Restaurant	Independent Free	BR 6 0NN
Josephs Kitchen	Independent Free	Restaurant	Independent Free	TN13 3NZ
Masala Dabbas	Independent Free	Restaurant	Independent Free	BR 6 0NF
Silverleigh Health & Leisure Club	Independent Free	Proprietary Club	Independent Free	TN15 6EX
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	TN13 1DA
Brisket And Barrel	Independent Free	Pubs & Full On	Independent Free	TN13 3PE
Pato Lounge	Loungers	Pubs & Full On	Loungers	BR 6 0JN
Croma Pizzeria	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	BR 6 0TW
Blue Harbour	Independent Free	Restaurant	Independent Free	BR 8 7TG
Knockholt Bowls Club	Independent Free	Registered Club	Independent Free	TN14 7LE
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	BR 6 0TW
Tamarind	Independent Free	Restaurant	Independent Free	TN15 6RE
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	BR 6 0TW
Naturist Foundation	Independent Free	Proprietary Club	Independent Free	BR 5 4ET
Bromley Indoor Bowling Centre	Independent Free	Proprietary Club	Independent Free	BR 5 4LX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TN13 3BE
A-Mano Coffee Bar & Kitchen	Independent Free	Restaurant	Independent Free	BR 6 0ND
Cotton Mill Micro Pub	Independent Free	Pubs & Full On	Independent Free	BR 8 8ET
Mount Vineyard	Independent Free	Restaurant	Independent Free	TN14 7SD
Panda Cook	Independent Free	Restaurant	Independent Free	BR 6 6EY
D'angelo	Independent Free	Restaurant	Independent Free	BR 6 0JW
Hive	Independent Free	Restaurant	Independent Free	TN13 1UN

MAP OF AREA

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Source: OS Open Data 2018

Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 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














- ◆ Other

- ✕ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description			Area Profile	% for Area	% for Base	Index	0	100	200
	1	Affluent Achievers	23,600	42.4	22.0	193			
	2	Rising Prosperity	2,540	4.6	10.3	44			
	3	Comfortable Communities	14,697	26.4	26.3	100			
	4	Financially Stretched	9,625	17.3	23.7	73			
	5	Urban Adversity	5,077	9.1	17.4	52			
	6	Not Private Households	160	0.3	0.3	86			
	Graph								
Total households			55,699						

Acorn Category Pen Portrait

1

Affluent Achievers

12.1M

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

6%

B. Executive Wealth

54%

C. Mature Money

40%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 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	2,777	5.0	1.1	451		
1.B Executive Wealth	11,024	19.8	11.2	176		
1.C Mature Money	9,799	17.6	9.6	183		
2. Rising Prosperity						
2.D City Sophisticates	35	0.1	4.0	2		
2.E Career Climbers	2,505	4.5	6.3	72		
3. Comfortable Communities						
3.F Countryside Communities	776	1.4	5.7	24		
3.G Successful Suburbs	4,276	7.7	5.9	130		
3.H Steady Neighbourhoods	5,646	10.1	7.4	138		
3.I Comfortable Seniors	1,536	2.8	2.9	96		
3.J Starting Out	2,463	4.4	4.4	100		
4. Financially Stretched						
4.K Student Life	55	0.1	2.5	4		
4.L Modest Means	1,921	3.4	7.9	43		
4.M Striving Families	5,514	9.9	7.5	133		
4.N Poorer Pensioners	2,135	3.8	5.8	66		
5. Urban Adversity						
5.O Young Hardship	1,296	2.3	6.2	38		
5.P Struggling Estates	1,343	2.4	5.9	41		
5.Q Difficult Circumstances	2,438	4.4	5.3	83		
6. Not Private Households						
6.R Not Private Households	160	0.3	0.3	86		
Total households						
	55,699					

Acorn Group Pen Portrait

1 B Executive Wealth

6.5M
UK Adults12.3%
of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL AND TECH

ATTITUDES



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 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	284	0.5	0.1	546			
	1.A.2 Metropolitan money	0	0.0	0.2	0			
	1.A.3 Large house luxury	2,493	4.5	0.9	519			
1.B Executive Wealth								
	1.B.4 Asset rich families	2,712	4.9	2.6	185			
	1.B.5 Wealthy countryside commuters	2,178	3.9	2.4	160			
	1.B.6 Financially comfortable families	433	0.8	2.2	35			
	1.B.7 Affluent professionals	953	1.7	0.8	202			
	1.B.8 Prosperous suburban families	3,209	5.8	1.5	377			
	1.B.9 Well-off edge of towners	1,539	2.8	1.6	172			
1.C Mature Money								
	1.C.10 Better-off villagers	3,602	6.5	3.0	213			
	1.C.11 Settled suburbia, older people	4,515	8.1	2.8	287			
	1.C.12 Retired and empty nesters	497	0.9	2.5	36			
	1.C.13 Upmarket downsizers	1,185	2.1	1.3	165			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	35	0.1	0.7	9			
	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	408	0.7	1.9	38			
	2.E.19 First time buyers in small, modern homes	2,093	3.8	3.3	113			
	2.E.20 Mixed metropolitan areas	4	0.0	1.0	1			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	16	0.0	1.5	2			
	3.F.22 Older couples and families in rural areas	106	0.2	1.0	18			
	3.F.23 Owner occupiers in small towns and villages	654	1.2	3.2	37			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,379	2.5	2.7	93			
	3.G.25 Larger family homes, multi-ethnic areas	1	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	2,896	5.2	2.4	216			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	1,121	2.0	3.4	59			
	3.H.28 Owner occupied terraces, average income	1,237	2.2	1.6	140			
	3.H.29 Established suburbs, older families	3,288	5.9	2.3	254			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	1,319	2.4	2.4	99			
	3.I.31 Elderly singles in purpose-built accommodation	217	0.4	0.5	81			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,567	2.8	2.1	133			
	3.J.33 Smaller houses and starter homes	896	1.6	2.3	69			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	17	0.0	0.4	9			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	38	0.1	1.9	4			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	929	1.7	1.4	116			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	574	1.0	2.6	39			
	4.L.39 Fading owner occupied terraces	418	0.8	2.9	26			
	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	1,806	3.2	1.6	205			
	4.M.42 Struggling young families in post-war terraces	1,815	3.3	1.6	198			
	4.M.43 Families in right-to-buy estates	1,223	2.2	2.1	107			
	4.M.44 Post-war estates, limited means	670	1.2	2.2	55			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	417	0.7	0.8	95			
	4.N.46 Elderly people in social rented flats	686	1.2	1.1	116			
	4.N.47 Low income older people in smaller semis	401	0.7	2.3	32			
	4.N.48 Pensioners and singles in social rented flats	631	1.1	1.7	66			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	500	0.9	2.2	41			
	5.O.50 Struggling younger people in mixed tenure	658	1.2	1.8	67			
	5.O.51 Young people in small, low cost terraces	138	0.2	2.3	11			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	252	0.5	1.6	29			
	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	83	0.1	0.8	19			
	5.P.56 Low income large families in social rented semis	1,008	1.8	1.6	112			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	1,330	2.4	1.5	158			
	5.Q.58 Singles and young families, some receiving benefits	873	1.6	1.8	88			
	5.Q.59 Deprived areas and high-rise flats	235	0.4	2.0	21			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	67	0.1	0.1	205			
	6.R.61 Inactive communal population	93	0.2	0.3	61			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		55,699						

CATEGORY

GROUP

TYPE

MAP

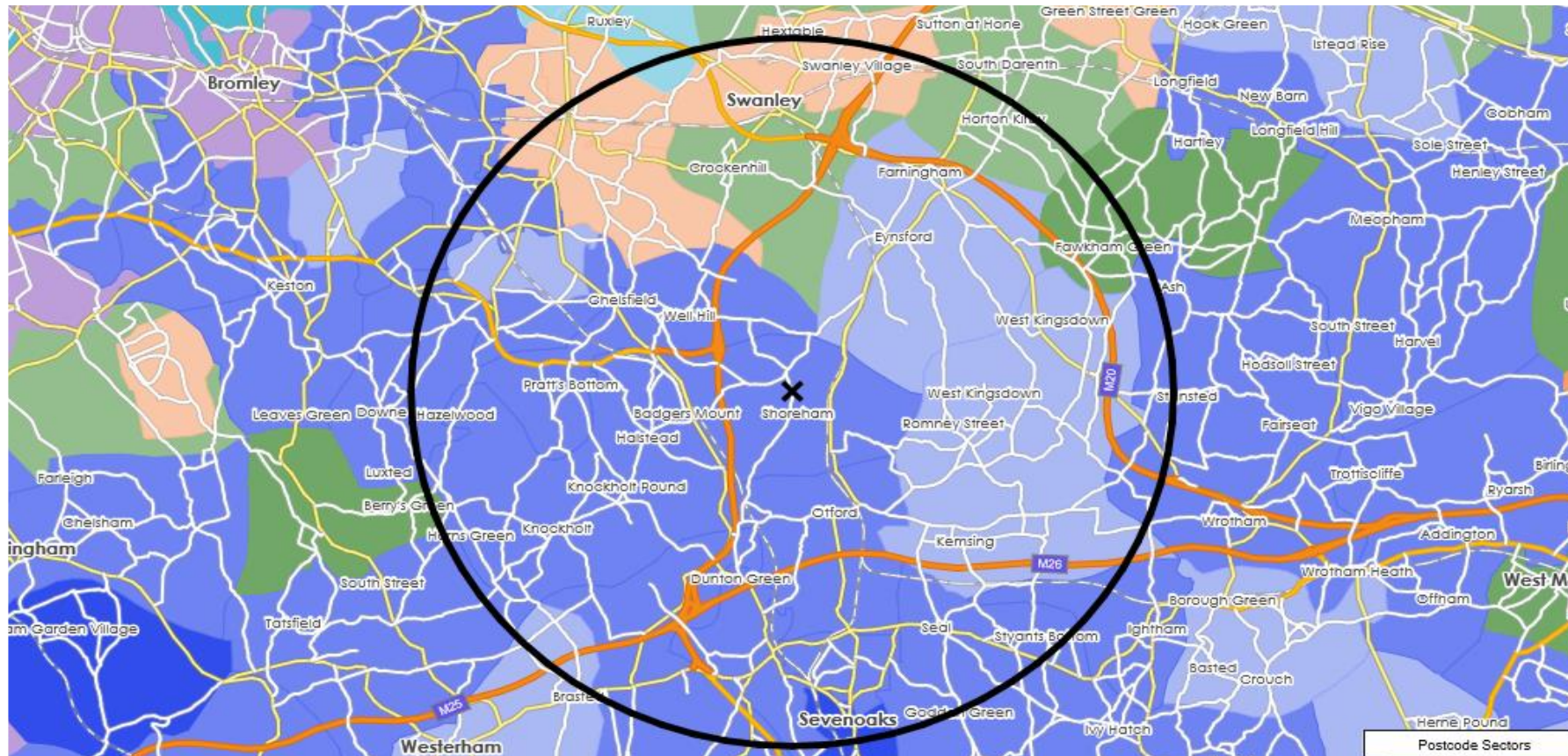
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00397_Crown, Sevenoaks, TN14 7TJ (5 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

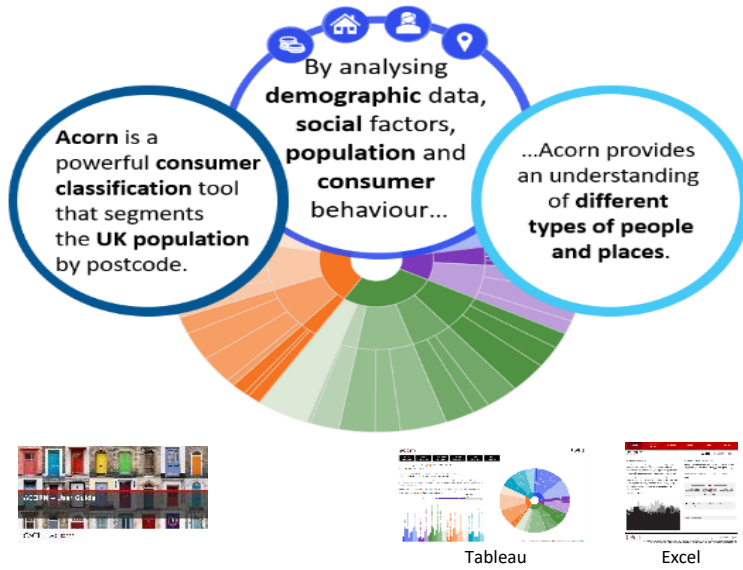
GROUP

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
	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		

