

CGA LICENCED PREMISES

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Area: P02120_Three Horseshoes, Deal, CT14 9LL (†
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------|---|-----|-----|
| Pubs & Full On | 72 | 131.9 | 81.7 | 161 | | | |
| Proprietary Club | 6 | 11.0 | 7.3 | 151 | | | |
| Registered Club | 29 | 53.1 | 28.2 | 189 | | | |
| Restaurant | 24 | 44.0 | 32.1 | 137 | | | |
| Residential | 2 | 3.7 | 2.7 | 137 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|---|----------------------------|-----------------|----------------------------|----------|
| Five Bells | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | CT13 0HX |
| Market Inn | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT13 9AE |
| Red Cow | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT13 9AU |
| Sandwich Bowling & Social Club | Independent Free | Registered Club | Independent Free | CT13 9BQ |
| Fleur De Lis | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT13 9BZ |
| Crispin Inn | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | CT13 9EA |
| Sandwich Masonic Hall | Independent Free | Registered Club | Independent Free | CT13 9EB |
| Bell Hotel | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT13 9EF |
| George & Dragon Inn | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT13 9EJ |
| Sandwich Cricket Club | Independent Free | Registered Club | Independent Free | CT13 9HG |
| Kings Arms | Punch Pub Company | Pubs & Full On | Punch Pub Company | CT13 9HN |
| Royal St Georges Golf | Independent Free | Registered Club | Independent Free | CT13 9PB |
| Sandwich Bay Sailing Club | Independent Free | Registered Club | Independent Free | CT13 9PU |
| Princess Golf Club | Independent Free | Registered Club | Independent Free | CT13 9QB |
| Toll Bridge Restaurant And Bar | Independent Free | Restaurant | Independent Free | CT13 9RU |
| Walmer Lawn Tennis & Croquet | Independent Free | Registered Club | Independent Free | CT14 7HP |
| Hull Park Sports Club | Independent Free | Registered Club | Independent Free | CT14 0AF |
| Sportsman | Independent Free | Pubs & Full On | Independent Free | CT14 0AL |
| Worth Cricket Club | Independent Free | Registered Club | Independent Free | CT14 0DT |
| Blue Pigeons | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | CT14 0DE |
| St Crispin Inn | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT14 0DF |
| Blazing Donkey | Kent Inns of Distinction | Pubs & Full On | Kent Inns of Distinction | CT14 0ED |
| Plough & Harrow | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT14 0HX |
| Hare & Hounds | Unknown | Pubs & Full On | Unknown | CT14 0LG |
| Three Compasses | Independent Free | Pubs & Full On | Independent Free | CT14 6JS |
| Landmark Bar | Independent Free | Registered Club | Independent Free | CT14 6BB |
| Deal Hoy | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT14 6DU |
| Alma | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT14 6EB |
| Queen Street Tap | Stonegate Pub Company | Pubs & Full On | Star Pubs & Bars | CT14 6EY |
| Eagle Tavern | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | CT14 6HD |
| Milaad Tandoori Restaurant | Independent Free | Restaurant | Independent Free | CT14 6HT |
| Fox | Independent Free | Restaurant | Independent Free | CT14 6HY |
| Bohemian | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT14 6HY |
| Clarendon Hotel | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT14 6HY |
| Beachbrow Hotel | Independent Free | Residential | Independent Free | CT14 6HY |
| Deal Pier Kitchen | Independent Free | Restaurant | Independent Free | CT14 6HZ |
| Ship | Independent Free | Pubs & Full On | Independent Free | CT14 6JZ |
| Deal Angling | Independent Free | Registered Club | Independent Free | CT14 6NF |
| Forester | Independent Free | Pubs & Full On | Independent Free | CT14 6NG |
| Deal Rowing Club | Independent Free | Registered Club | Independent Free | CT14 6NG |
| Deal Squash Rackets Club | Independent Free | Registered Club | Independent Free | CT14 6NJ |
| Ryl Cinque Ports Golf Club | Independent Free | Registered Club | Independent Free | CT14 6RF |
| Cincin Bar & Bistro | Independent Free | Restaurant | Independent Free | CT14 7AF |
| Port Arms | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | CT14 7AH |
| Dunkleys Restaurant | Independent Free | Pubs & Full On | Independent Free | CT14 7AH |
| Walmer Castle | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | CT14 7AW |
| Light House | Independent Free | Pubs & Full On | Independent Free | CT14 7DX |
| Royal Marine Association Club | Independent Free | Registered Club | Independent Free | CT14 7DX |
| Stag Hotel | Punch Pub Company | Pubs & Full On | Punch Pub Company | CT14 7DY |
| Downs Sailing Club | Independent Free | Registered Club | Independent Free | CT14 7HE |
| Thompsons Bell | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | CT14 7NX |
| Deal Victoria & Barnes Close Cricket Club | Independent Free | Registered Club | Independent Free | CT14 7RQ |
| Zetland Arms | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT14 8AF |

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Base: Great Britain

Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|------------|---|-----|-----|
| Pubs & Full On | 72 | 131.9 | 81.7 | 161 | | | |
| Proprietary Club | 6 | 11.0 | 7.3 | 151 | | | |
| Registered Club | 29 | 53.1 | 28.2 | 189 | | | |
| Restaurant | 24 | 44.0 | 32.1 | 137 | | | |
| Residential | 2 | 3.7 | 2.7 | 137 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--------------------------------------|----------------------------|------------------|----------------------------|----------|
| Rising Sun | Independent Free | Pubs & Full On | Independent Free | CT14 8AH |
| Kings Head | Independent Free | Pubs & Full On | Independent Free | CT14 8BJ |
| Walmer & Kingsdown Golf Club | Independent Free | Registered Club | Independent Free | CT14 8EP |
| Five Bells | Independent Free | Pubs & Full On | Independent Free | CT14 8HP |
| Plough Inn | Independent Free | Pubs & Full On | Independent Free | CT14 8JH |
| 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 |
| Three Horseshoes | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | CT14 9LL |
| 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 |
| Crown | Punch Pub Company | Pubs & Full On | Punch Pub Company | CT15 4BG |
| Sutton Vale Country Club | Independent Free | Proprietary Club | Independent Free | CT15 5DH |
| Swingate | Independent Free | Pubs & Full On | Independent Free | CT15 5DP |
| Old Lantern Inn | Independent Free | Pubs & Full On | Independent Free | CT15 5JL |
| Cliffe Tavern Hotel | Independent Free | Pubs & Full On | Independent Free | CT15 6AT |
| Coastguard | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT15 6DY |
| Whitfield Club | Independent Free | Registered Club | Independent Free | CT16 3JD |
| Kings Head | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT14 7AH |
| Goodwin | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | CT14 6HE |
| Tilmanstone Welfare Sports Club | Independent Free | Registered Club | Independent Free | CT15 4AN |
| Chance Inn | Independent Free | Pubs & Full On | Independent Free | CT15 5EW |
| Smugglers | Independent Free | Pubs & Full On | Independent Free | CT15 6AU |
| Sandwich Sports & Leisure Centre | Independent Free | Proprietary Club | Independent Free | CT13 0BU |
| New Inn | Thorley Taverns | Pubs & Full On | Thorley Taverns | CT13 9ES |
| Crown | Independent Free | Pubs & Full On | Independent Free | CT14 0NA |
| Prince Albert | Independent Free | Pubs & Full On | Independent Free | CT14 6LW |
| Astor Theatre | Independent Free | Pubs & Full On | Independent Free | CT14 6AB |
| Ocean Rooms | Independent Free | Proprietary Club | Independent Free | CT14 6EY |
| Tides Leisure Centre | Independent Free | Proprietary Club | Independent Free | CT14 9LQ |
| St Margarets Holiday Park | Leisuretime Inns | Proprietary Club | Leisuretime Inns | CT15 6AE |
| Drum Major | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | CT14 7JW |
| 81 Beach Street | Independent Free | Restaurant | Independent Free | CT14 6JB |
| Quayside Bar Brasserie | Independent Free | Pubs & Full On | Independent Free | CT13 9EN |
| Sandwich Continental | Independent Free | Pubs & Full On | Independent Free | CT13 9DA |
| Middle Street Fish Bar | Independent Free | Restaurant | Independent Free | CT14 6HL |
| Namaste Sandwich | Independent Free | Restaurant | Independent Free | CT13 9EN |
| India Village Tandoori Restaurant | Independent Free | Restaurant | Independent Free | CT13 9DL |
| Woodnesborough Football Club | Independent Free | Registered Club | Independent Free | CT13 0NY |
| Bangkok Pavillion | Independent Free | Restaurant | Independent Free | CT14 6BB |
| Royal Hotel | Shepherd Neame | Pubs & Full On | Shepherd Neame | CT14 6JD |
| Edessa Turkish Cuisine | Independent Free | Restaurant | Independent Free | CT13 9EU |
| Bettshanger Social Club | Independent Free | Registered Club | Independent Free | CT14 0LT |
| Solton Manor | Independent Free | Pubs & Full On | Independent Free | CT15 5JB |
| Just Reproach | Independent Free | Pubs & Full On | Independent Free | CT14 6HX |
| Bay Restaurant | Independent Free | Restaurant | Independent Free | CT15 6AT |
| Sir Norman Wisdom | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | CT14 6ET |
| Victuals & Co | Independent Free | Restaurant | Independent Free | CT14 6TA |

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| | |
|-------|--|
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| Year: | 2023 |

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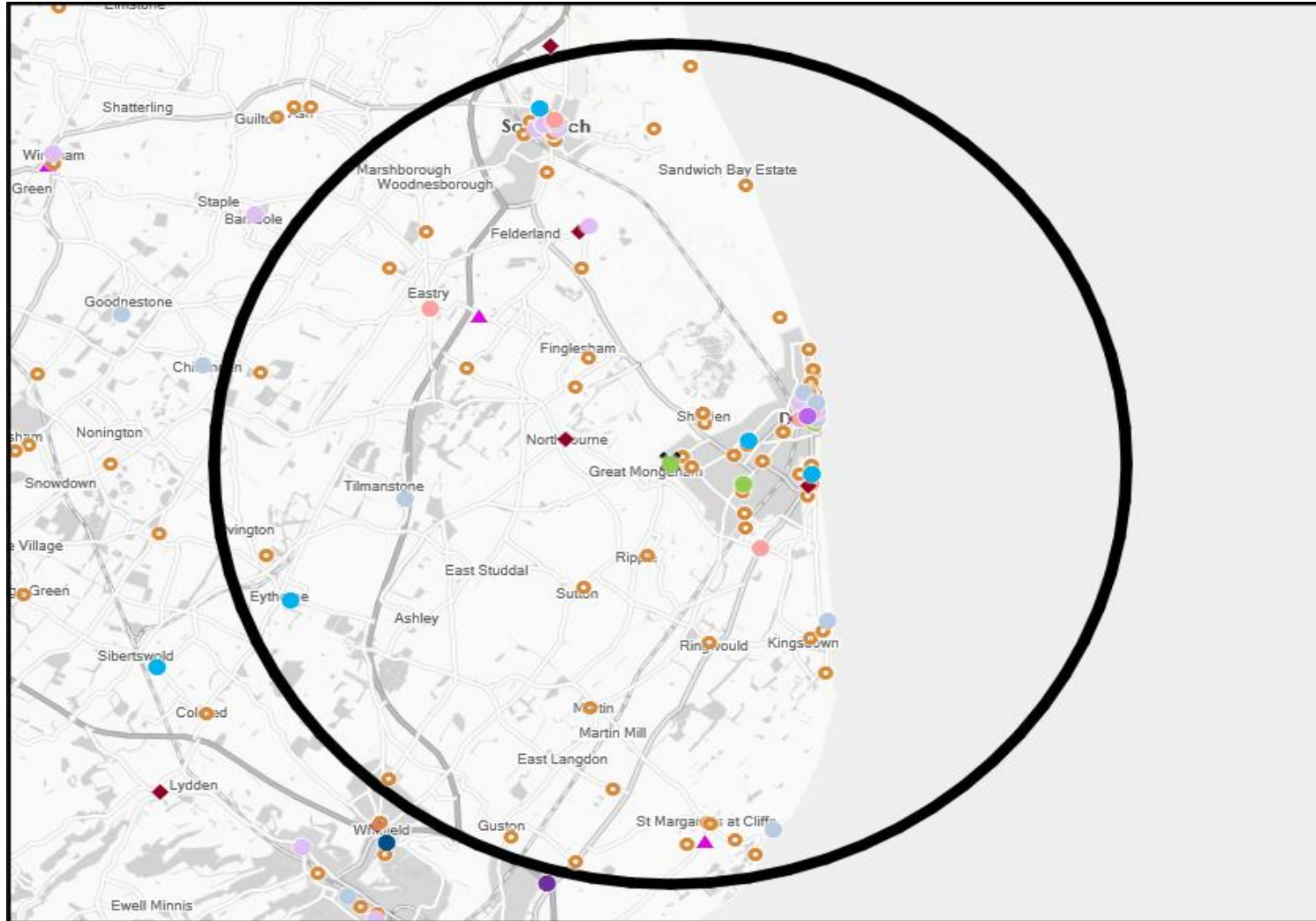
| Name | Description | License Type | Owner Name | Postcode |
|------------------------------------|------------------|------------------|------------------|----------|
| Tap House Beer Cafe | Independent Free | Pubs & Full On | Independent Free | CT14 7AW |
| Mermaids Locker | Independent Free | Pubs & Full On | Independent Free | CT13 9AF |
| Frog & Scot | Independent Free | Restaurant | Independent Free | CT14 6EG |
| Lane | Independent Free | Restaurant | Independent Free | CT14 7AF |
| Court Yard Restaurant & Oyster Bar | Independent Free | Restaurant | Independent Free | CT14 7BW |
| Le Bistro | Independent Free | Restaurant | Independent Free | CT13 9AJ |
| Pines Calyx | Independent Free | Pubs & Full On | Independent Free | CT15 6DZ |
| Sea View Restaurant | Independent Free | Restaurant | Independent Free | CT14 6HY |
| Sandwich Leisure Park | Independent Free | Proprietary Club | Independent Free | CT13 0AA |
| Bloody Marys | Independent Free | Pubs & Full On | Independent Free | CT14 6BG |
| Deal And Betteshanger Rugby Club | Independent Free | Registered Club | Independent Free | CT14 7EQ |
| Lodge At Prince's | Independent Free | Pubs & Full On | Independent Free | CT13 9QB |
| St Margarets Resort S&L | Independent Free | Pubs & Full On | Independent Free | CT15 6AG |
| Goose On The Green | Independent Free | Restaurant | Independent Free | CT14 7DX |
| Front Courtyard Knowlton Court | Independent Free | Pubs & Full On | Independent Free | CT 3 1PT |
| Walmer Cricket Club | Independent Free | Registered Club | Independent Free | CT14 0AF |
| Freed Man | Independent Free | Pubs & Full On | Independent Free | CT14 7NX |
| Stour Lounge | Independent Free | Pubs & Full On | Independent Free | CT13 9EN |
| Old Pharmacy | Independent Free | Pubs & Full On | Independent Free | CT13 9BL |
| Divino | Independent Free | Restaurant | Independent Free | CT13 9BL |
| Yellow Giraffe | Independent Free | Restaurant | Independent Free | CT14 6HE |
| Sandras | Independent Free | Restaurant | Independent Free | CT15 6DH |
| Fallow Fields Camping | Independent Free | Pubs & Full On | Independent Free | CT13 0EF |
| Bella Amalfi | Independent Free | Restaurant | Independent Free | CT13 9DA |
| Updown Farm | Independent Free | Restaurant | Independent Free | CT14 0EF |
| Acordo Lounge | Loungers | Pubs & Full On | Loungers | CT14 6EL |
| Tabac | Independent Free | Pubs & Full On | Independent Free | CT14 6BE |

MAP OF AREA

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Source: OS Open Data 2018

Area: P02120_Three Horseshoes, Deal, CT14 9LL (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








- ◆ Site Location

- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P02120_Three Horseshoes, Deal, CT14 9LL (5 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|---------------------------|--------------|------------|------------|---------|-------------|-------------|
|  | 1 Affluent Achievers | 6,526 | 26.3 | 22.1 | 119 | <div></div> | <div></div> |
|  | 2 Rising Prosperity | 587 | 2.4 | 10.2 | 23 | <div></div> | <div></div> |
|  | 3 Comfortable Communities | 9,186 | 37.0 | 26.5 | 140 | <div></div> | <div></div> |
|  | 4 Financially Stretched | 7,020 | 28.3 | 23.7 | 119 | <div></div> | <div></div> |
|  | 5 Urban Adversity | 1,343 | 5.4 | 17.2 | 31 | <div></div> | <div></div> |
|  | 6 Not Private Households | 143 | 0.6 | 0.3 | 168 | <div></div> | <div></div> |
|  Graph | | | | | | | |
| Total households | | 24,805 | | | | | |

Acorn Category Pen Portrait

4

Financially Stretched

12.2M
UK Adults

23.1%
of UK

Age range

All ages

House type

Semi-detached or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

Mixed

Number of beds

1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

K Student Life

13%

L Modest Means

34%

M Striving Families

34%

N Poorer Pensioners

20%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P02120_Three Horseshoes, Deal, CT14 9LL (5 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 | 3 | 0.0 | 1.1 | 1 | <div></div> | | |
| 1.B | Executive Wealth | 1,817 | 7.3 | 11.3 | 65 | <div></div> | | |
| 1.C | Mature Money | 4,706 | 19.0 | 9.6 | 197 | <div></div> | | |
| 2. Rising Prosperity | | | | | | | | |
| 2.D | City Sophisticates | 0 | 0.0 | 3.8 | 0 | <div></div> | | |
| 2.E | Career Climbers | 587 | 2.4 | 6.4 | 37 | <div></div> | | |
| 3. Comfortable Communities | | | | | | | | |
| 3.F | Countryside Communities | 2,126 | 8.6 | 5.7 | 149 | | <div></div> | |
| 3.G | Successful Suburbs | 2,430 | 9.8 | 6.0 | 165 | | <div></div> | |
| 3.H | Steady Neighbourhoods | 2,383 | 9.6 | 7.4 | 130 | | <div></div> | |
| 3.I | Comfortable Seniors | 1,070 | 4.3 | 2.9 | 151 | | <div></div> | |
| 3.J | Starting Out | 1,177 | 4.7 | 4.6 | 104 | | <div></div> | |
| 4. Financially Stretched | | | | | | | | |
| 4.K | Student Life | 5 | 0.0 | 2.5 | 1 | <div></div> | | |
| 4.L | Modest Means | 3,335 | 13.4 | 8.0 | 168 | | <div></div> | |
| 4.M | Striving Families | 2,016 | 8.1 | 7.4 | 109 | | <div></div> | |
| 4.N | Poorer Pensioners | 1,664 | 6.7 | 5.8 | 116 | | <div></div> | |
| 5. Urban Adversity | | | | | | | | |
| 5.O | Young Hardship | 683 | 2.8 | 6.3 | 44 | <div></div> | | |
| 5.P | Struggling Estates | 139 | 0.6 | 5.7 | 10 | <div></div> | | |
| 5.Q | Difficult Circumstances | 521 | 2.1 | 5.2 | 40 | <div></div> | | |
| 6. Not Private Households | | | | | | | | |
| 6.R | Not Private Households | 143 | 0.6 | 0.3 | 168 | | <div></div> | |
| Total households | | 24,805 | | | | | | |

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 / Average: £46k

% Disposable income

UK: 39%
London: 32%
Average: 43% / Average: 29%

Financial situation

Running into debt / Saving a lot

BRANDS

SHOPPING

OFFICE / SKECHERS / 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%

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?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02120_Three Horseshoes, Deal, CT14 9LL (5 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 | 3 | 0.0 | 0.9 | 1 | | | |
| 1.B Executive Wealth | | | | | | | | |
| | 1.B.4 Asset rich families | 1,024 | 4.1 | 2.6 | 156 | | | |
| | 1.B.5 Wealthy countryside commuters | 436 | 1.8 | 2.5 | 71 | | | |
| | 1.B.6 Financially comfortable families | 142 | 0.6 | 2.2 | 26 | | | |
| | 1.B.7 Affluent professionals | 26 | 0.1 | 0.9 | 12 | | | |
| | 1.B.8 Prosperous suburban families | 137 | 0.6 | 1.5 | 36 | | | |
| | 1.B.9 Well-off edge of towners | 52 | 0.2 | 1.6 | 13 | | | |
| 1.C Mature Money | | | | | | | | |
| | 1.C.10 Better-off villagers | 2,059 | 8.3 | 3.1 | 270 | | | |
| | 1.C.11 Settled suburbia, older people | 615 | 2.5 | 2.8 | 88 | | | |
| | 1.C.12 Retired and empty nesters | 1,162 | 4.7 | 2.5 | 190 | | | |
| | 1.C.13 Upmarket downsizers | 870 | 3.5 | 1.3 | 271 | | | |
| 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 | 324 | 1.3 | 2.0 | 66 | | | |
| | 2.E.19 First time buyers in small, modern homes | 263 | 1.1 | 3.4 | 31 | | | |
| | 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 | 168 | 0.7 | 1.5 | 45 | | | |
| | 3.F.22 Older couples and families in rural areas | 90 | 0.4 | 1.0 | 36 | | | |
| | 3.F.23 Owner occupiers in small towns and villages | 1,868 | 7.5 | 3.2 | 235 | | | |
| 3.G Successful Suburbs | | | | | | | | |
| | 3.G.24 Comfortably-off families in modern housing | 705 | 2.8 | 2.7 | 105 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 1,725 | 7.0 | 2.4 | 287 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 1,310 | 5.3 | 3.5 | 152 | | | |
| | 3.H.28 Owner occupied terraces, average income | 56 | 0.2 | 1.6 | 14 | | | |
| | 3.H.29 Established suburbs, older families | 1,017 | 4.1 | 2.3 | 175 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 827 | 3.3 | 2.4 | 141 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 243 | 1.0 | 0.5 | 202 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 617 | 2.5 | 2.2 | 116 | | | |
| | 3.J.33 Smaller houses and starter homes | 560 | 2.3 | 2.4 | 94 | | | |
| 4. Financially Stretched | | | | | | | | |
| 4.K Student Life | | | | | | | | |
| | 4.K.34 Student flats and halls of residence | 5 | 0.0 | 0.3 | 6 | | | |
| | 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 | 246 | 1.0 | 1.4 | 69 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 2,015 | 8.1 | 2.6 | 309 | | | |
| | 4.L.39 Fading owner occupied terraces | 1,074 | 4.3 | 2.9 | 148 | | | |
| | 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 | 808 | 3.3 | 1.6 | 204 | | | |
| | 4.M.42 Struggling young families in post-war terraces | 378 | 1.5 | 1.6 | 93 | | | |
| | 4.M.43 Families in right-to-buy estates | 526 | 2.1 | 2.0 | 104 | | | |
| | 4.M.44 Post-war estates, limited means | 304 | 1.2 | 2.2 | 56 | | | |
| 4.N Poorer Pensioners | | | | | | | | |
| | 4.N.45 Pensioners in social housing, semis and terraces | 271 | 1.1 | 0.8 | 139 | | | |
| | 4.N.46 Elderly people in social rented flats | 287 | 1.2 | 1.0 | 112 | | | |
| | 4.N.47 Low income older people in smaller semis | 557 | 2.2 | 2.2 | 100 | | | |
| | 4.N.48 Pensioners and singles in social rented flats | 549 | 2.2 | 1.7 | 130 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 497 | 2.0 | 2.2 | 92 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 179 | 0.7 | 1.8 | 40 | | | |
| | 5.O.51 Young people in small, low cost terraces | 7 | 0.0 | 2.3 | 1 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 89 | 0.4 | 1.6 | 23 | | | |
| | 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 | 50 | 0.2 | 1.6 | 13 | | | |
| 5.Q Difficult Circumstances | | | | | | | | |
| | 5.Q.57 Social rented flats, families and single parents | 420 | 1.7 | 1.5 | 112 | | | |
| | 5.Q.58 Singles and young families, some receiving benefits | 59 | 0.2 | 1.8 | 14 | | | |
| | 5.Q.59 Deprived areas and high-rise flats | 42 | 0.2 | 2.0 | 9 | | | |
| 6. Not Private Households | | | | | | | | |
| 6.R Not Private Households | | | | | | | | |
| | 6.R.60 Active communal population | 1 | 0.0 | 0.1 | 7 | | | |
| | 6.R.61 Inactive communal population | 142 | 0.6 | 0.3 | 201 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 24,805 | | | | | | |

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P02120_Three Horseshoes, Deal, CT14 9LL (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

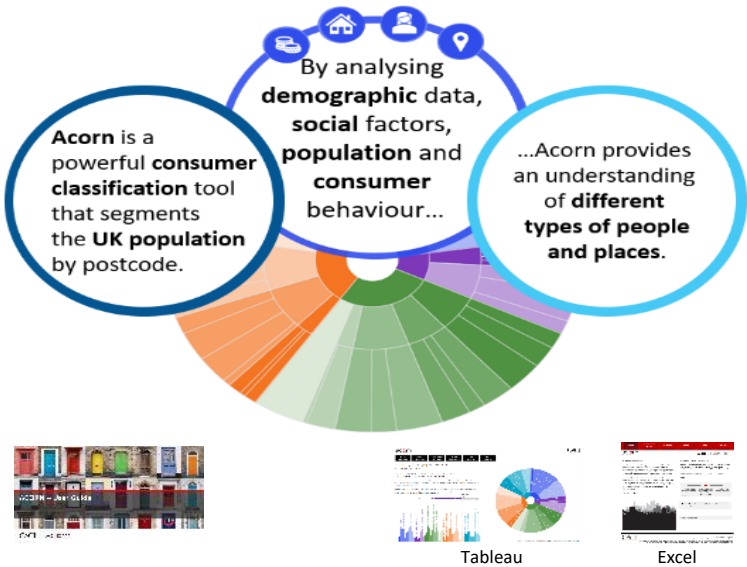
Acorn Groups

- 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

ACORN - WHAT IS IT?

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| 6 CATEGORIES | | 18 GROUPS | 62 TYPES |
|----------------------------|----------------------------------|----------------------------|----------|
| 1. Affluent Achievers | <input checked="" type="radio"/> | A. Lavish Lifestyles | 1-3 |
| | <input type="radio"/> | B. Executive Wealth | 4-9 |
| | <input type="radio"/> | C. Mature Money | 10-13 |
| 2. Rising Prosperity | <input type="radio"/> | D. City Sophisticates | 14-17 |
| | <input type="radio"/> | E. Career Climbers | 18-20 |
| 3. Comfortable Communities | <input type="radio"/> | F. Countryside Communities | 21-23 |
| | <input type="radio"/> | G. Successful Suburbs | 24-26 |
| | <input type="radio"/> | H. Steady Neighbourhoods | 27-29 |
| | <input type="radio"/> | I. Comfortable Seniors | 30-31 |
| | <input type="radio"/> | J. Starting Out | 32-33 |
| 4. Financially Stretched | <input type="radio"/> | K. Student Life | 34-36 |
| | <input type="radio"/> | L. Modest Means | 37-40 |
| | <input type="radio"/> | M. Striving Families | 41-44 |
| | <input type="radio"/> | N. Poorer Pensioners | 45-48 |
| 5. Urban Adversity | <input type="radio"/> | O. Young Hardship | 49-51 |
| | <input type="radio"/> | P. Struggling Estates | 52-56 |
| | <input type="radio"/> | Q. Difficult Circumstances | 57-59 |
| 6. Not Private Households | <input type="radio"/> | R. Not Private Households | 60-62 |

1

Affluent Achievers

12.1M

22.8%

UK Adults

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+

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

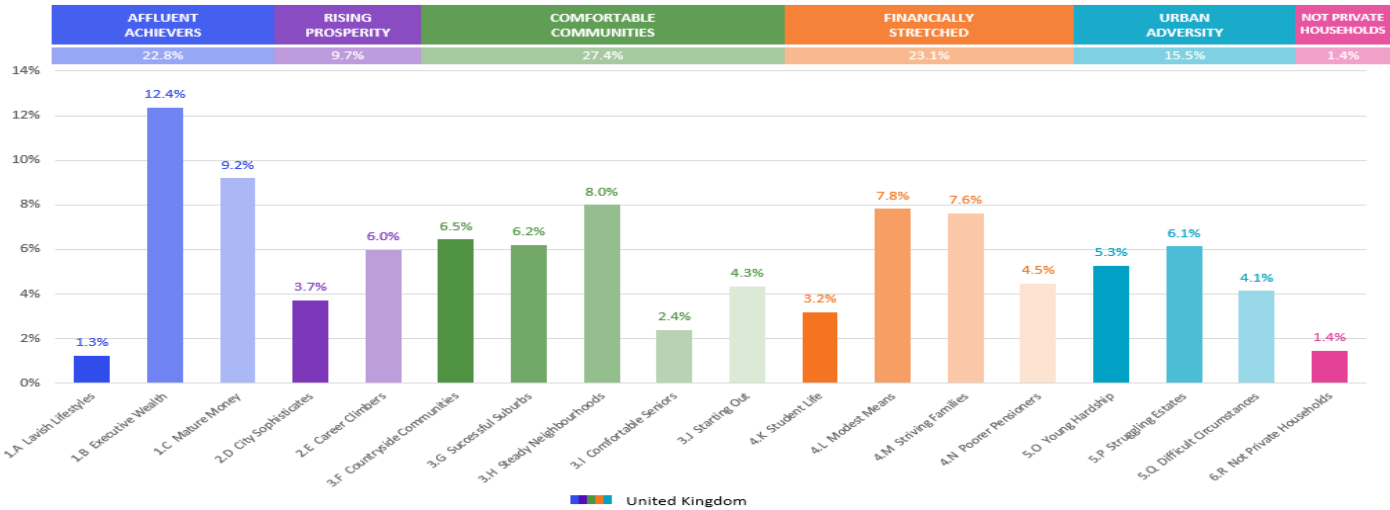
B. Executive Wealth

C. Mature Money

6%

54%

40%

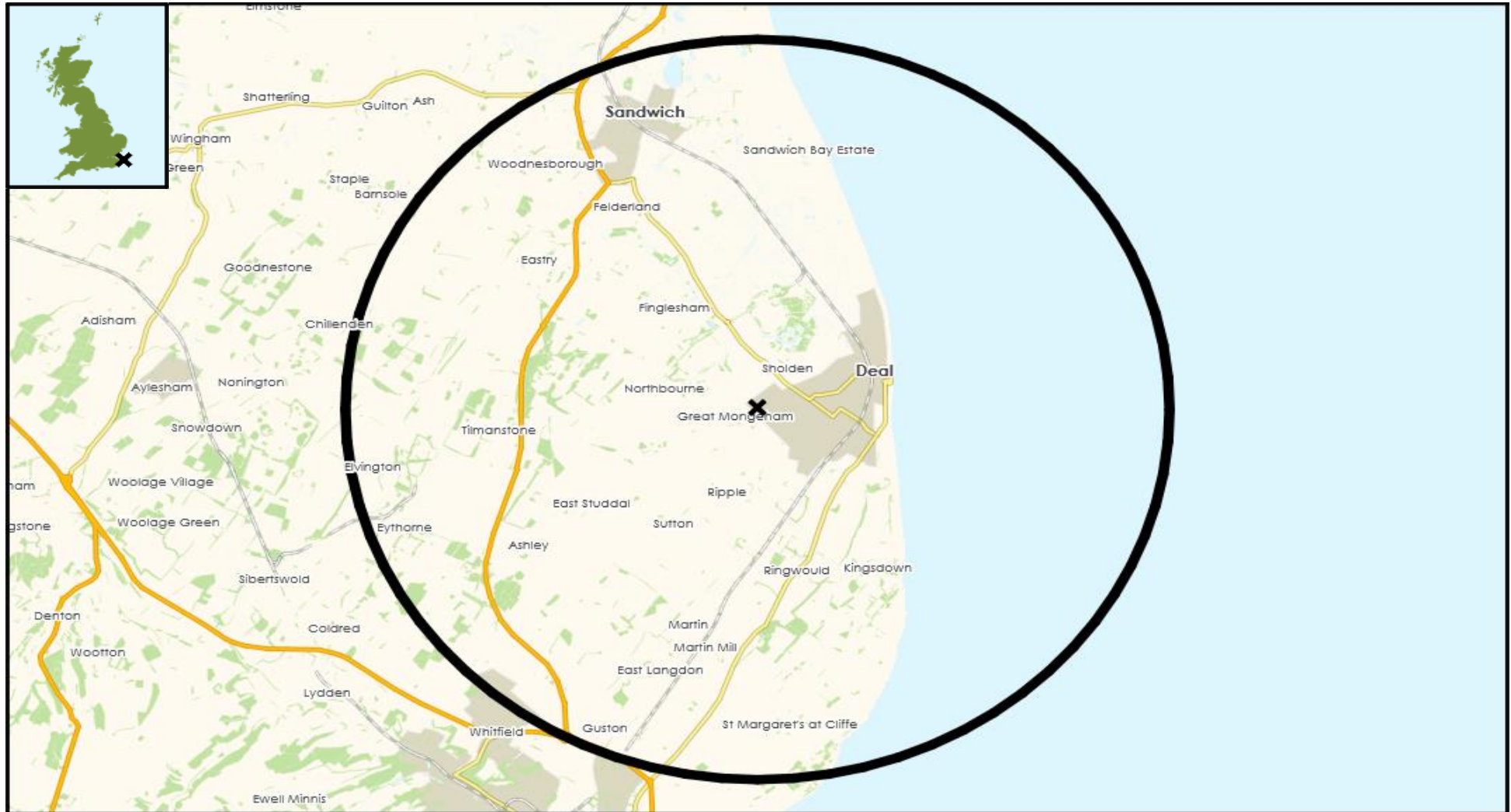


MAP OF AREA

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Source: OS Open Data 2018

Area: P02120_Three Horseshoes, Deal, CT14 9LL (5 Mile contour)

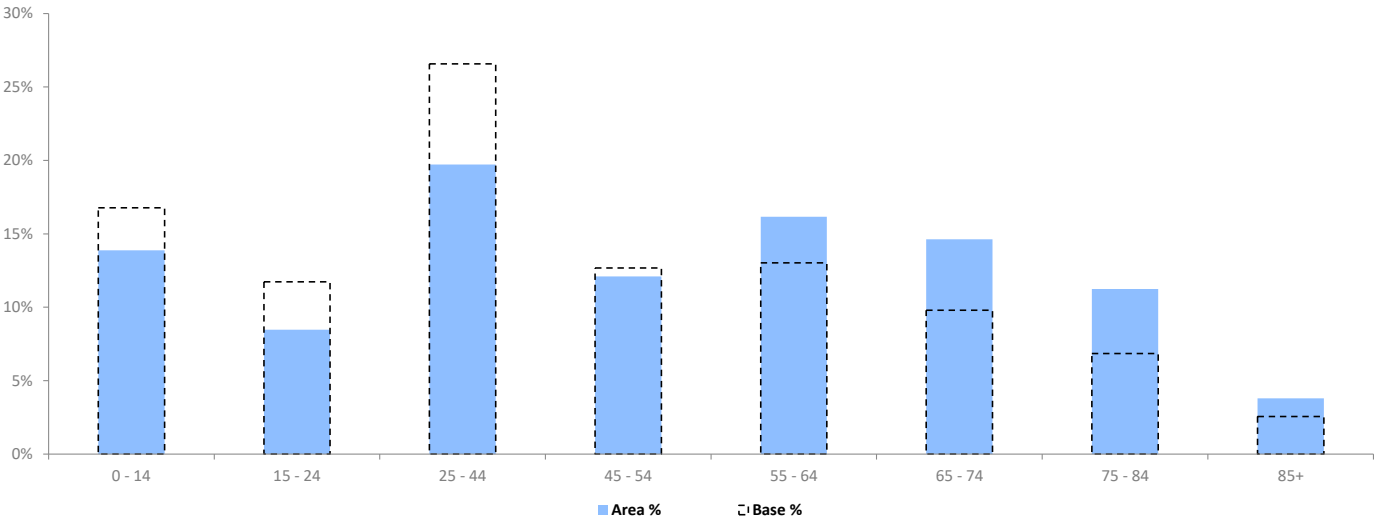


POPULATION PROJECTIONS

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| | |
|-------|--|
| Area: | P02120_Three Horseshoes, Deal, CT14 9LL (5 Mile contour) |
| Base: | Great Britain |
| Year: | 2023 |

| | Area Profile | Area % | Base % | Index av=100 | 0 | 100 | 200 |
|------------------|--------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14 | 7,581 | 13.9 | 16.8 | 83 | | | |
| 15 - 24 | 4,622 | 8.5 | 11.7 | 72 | | | |
| 25 - 44 | 10,771 | 19.7 | 26.6 | 74 | | | |
| 45 - 54 | 6,606 | 12.1 | 12.7 | 96 | | | |
| 55 - 64 | 8,821 | 16.2 | 13.0 | 124 | | | |
| 65 - 74 | 7,985 | 14.6 | 9.8 | 149 | | | |
| 75 - 84 | 6,138 | 11.2 | 6.9 | 164 | | | |
| 85+ | 2,069 | 3.8 | 2.6 | 148 | | | |
| Total population | 54,593 | | | | | | |



EXPENDITURE

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| | |
|-------|--|
| Area: | P02120_Three Horseshoes, Deal, CT14 9LL (5 Mile contour) |
| Base: | Great Britain |
| Year: | 2023 |

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 | £1,716,559 | £68.39 | £66.95 | 102 | | | |
| 2. Alcoholic beverages, tobacco and narcotics | £734,393 | £29.26 | £28.12 | 104 | | | |
| 3. Clothing & Footwear | £517,976 | £20.64 | £22.40 | 92 | | | |
| 4. Housing, water, electricity, gas and other fuels | £2,148,441 | £85.60 | £107.19 | 80 | | | |
| 5. Furnishings, equipment and routine maintenance | £990,803 | £39.47 | £36.85 | 107 | | | |
| 6. Health | £410,108 | £16.34 | £13.48 | 121 | | | |
| 7. Transport | £3,538,595 | £140.98 | £134.74 | 105 | | | |
| 8. Communication | £386,398 | £15.39 | £15.74 | 98 | | | |
| 9. Recreation & Culture | £1,473,887 | £58.72 | £64.16 | 92 | | | |
| 10. Education | £242,837 | £9.67 | £22.26 | 43 | | | |
| 11. Restaurants & Hotels | £1,629,703 | £64.93 | £67.11 | 97 | | | |
| 12. Miscellaneous goods and services | £2,864,050 | £114.11 | £109.86 | 104 | | | |
| Total Expenditure | £16,653,749 | £663.50 | £688.85 | 96 | | | |

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.