

CGA LICENCED PREMISES

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Area: P00750_Hawley Arms, Farnborough, GU14 8
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	34.6	81.7	42			
Proprietary Club	0	0.0	7.3	0			
Registered Club	5	19.2	28.2	68			
Restaurant	3	11.5	32.1	36			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Fox	Greene King	Pubs & Full On	Greene King	GU14 9BN
Farnborough Bowling Club	Independent Free	Registered Club	Independent Free	GU14 9EA
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GU14 8BE
Hawley Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GU14 8EL
Railway Enthusiasts Club	Independent Free	Registered Club	Independent Free	GU14 8JG
Thatched Cottage	Independent Free	Pubs & Full On	Independent Free	GU14 8NU
Cove Football Club	Independent Free	Registered Club	Independent Free	GU14 8PB
Farnborough Town Football & Social Clu	Independent Free	Registered Club	Independent Free	GU14 8UD
Snow Goose	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	GU14 9DX
Tandoori	Independent Free	Restaurant	Independent Free	GU14 9EF
Crabtree	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	GU15 2QJ
White Hart	Greene King	Pubs & Full On	Greene King	GU16 7HU
Elaichi Indian Restaurant	Independent Free	Restaurant	Independent Free	GU16 7HY
Railway Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	GU16 7JE
New Inn	Greene King	Pubs & Full On	Greene King	GU17 9ES
Farnborough Rugby Club	Independent Free	Registered Club	Independent Free	GU14 8LS
Villa Bianca	Independent Free	Restaurant	Independent Free	GU16 7JF

MAP OF AREA

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Source: OS Open Data 2018

Area: P00750_Hawley Arms, Farnborough, GU14 8EL (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: P00750_Hawley Arms, Farnborough, GU14 8EL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,308	13.0	22.1	59		
 2 Rising Prosperity	499	5.0	10.2	49		
 3 Comfortable Communities	2,732	27.2	26.5	103		
 4 Financially Stretched	3,616	36.1	23.7	152		
 5 Urban Adversity	1,862	18.6	17.2	108		
 6 Not Private Households	11	0.1	0.3	32		
 Graph						
Total households	10,028					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (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	9	0.1	1.1	8			
1.B Executive Wealth	848	8.5	11.3	75			
1.C Mature Money	451	4.5	9.6	47			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	499	5.0	6.4	78			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	535	5.3	6.0	90			
3.H Steady Neighbourhoods	1,835	18.3	7.4	247			
3.I Comfortable Seniors	53	0.5	2.9	19			
3.J Starting Out	309	3.1	4.6	68			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	395	3.9	8.0	49			
4.M Striving Families	2,788	27.8	7.4	373			
4.N Poorer Pensioners	433	4.3	5.8	75			
5. Urban Adversity							
5.O Young Hardship	157	1.6	6.3	25			
5.P Struggling Estates	516	5.1	5.7	90			
5.Q Difficult Circumstances	1,189	11.9	5.2	226			
6. Not Private Households							
6.R Not Private Households	11	0.1	0.3	32			
Total households	10,028						

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

FINANCIAL PROFILE

Household income UK: £33k London: £38k Average: £10k Average: £16k	% Disposable income UK: 41% London: 35% Average: 43% Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 58% UK average: 59%	Shopping online makes my life easier 60% UK average: 62%	I love the ease of using chat bots to get answers 29% UK average: 28%
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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A B C D E F G H I J K L M N O P Q R

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

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

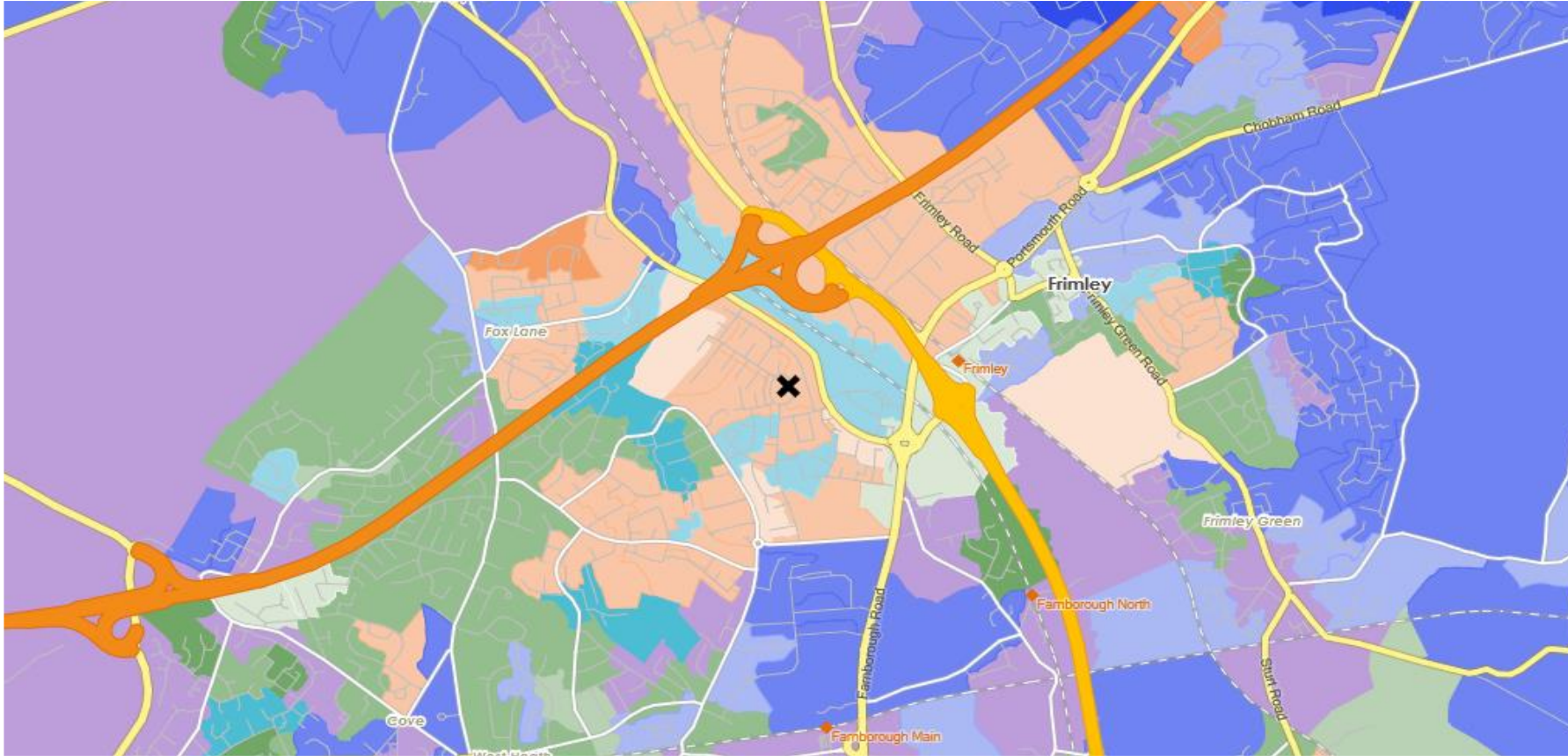
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	9	0.1	0.9	10			
1.B Executive Wealth							
1.B.4 Asset rich families	301	3.0	2.6	114			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	259	2.6	2.2	116			
1.B.7 Affluent professionals	5	0.0	0.9	6			
1.B.8 Prosperous suburban families	23	0.2	1.5	15			
1.B.9 Well-off edge of towners	260	2.6	1.6	161			
1.C Mature Money							
1.C.10 Better-off villagers	97	1.0	3.1	31			
1.C.11 Settled suburbia, older people	281	2.8	2.8	99			
1.C.12 Retired and empty nesters	42	0.4	2.5	17			
1.C.13 Upmarket downsizers	31	0.3	1.3	24			
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	188	1.9	2.0	95			
2.E.19 First time buyers in small, modern homes	311	3.1	3.4	91			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	457	4.6	2.7	169			
3.G.25 Larger family homes, multi-ethnic areas	20	0.2	0.8	24			
3.G.26 Semi-professional families, owner occupied neighbourhoods	58	0.6	2.4	24			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	246	2.5	3.5	71			
3.H.28 Owner occupied terraces, average income	333	3.3	1.6	207			
3.H.29 Established suburbs, older families	1,256	12.5	2.3	536			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	45	0.4	2.4	19			
3.I.31 Elderly singles in purpose-built accommodation	8	0.1	0.5	16			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	68	0.7	2.2	32			
3.J.33 Smaller houses and starter homes	241	2.4	2.4	100			
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	314	3.1	1.4	217			
4.L.38 Semi-skilled workers in traditional neighbourhoods	45	0.4	2.6	17			
4.L.39 Fading owner occupied terraces	36	0.4	2.9	12			
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	144	1.4	1.6	90			
4.M.42 Struggling young families in post-war terraces	1,720	17.2	1.6	1,046			
4.M.43 Families in right-to-buy estates	905	9.0	2.0	443			
4.M.44 Post-war estates, limited means	19	0.2	2.2	9			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	203	2.0	1.0	196			
4.N.47 Low income older people in smaller semis	96	1.0	2.2	43			
4.N.48 Pensioners and singles in social rented flats	134	1.3	1.7	78			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	115	1.1	2.2	52			
5.O.50 Struggling younger people in mixed tenure	4	0.0	1.8	2			
5.O.51 Young people in small, low cost terraces	38	0.4	2.3	17			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	158	1.6	1.6	101			
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	358	3.6	1.6	223			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	888	8.9	1.5	587			
5.Q.58 Singles and young families, some receiving benefits	179	1.8	1.8	101			
5.Q.59 Deprived areas and high-rise flats	122	1.2	2.0	62			
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	11	0.1	0.3	39			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,028						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00750_Hawley Arms, Farnborough, GU14 8EL (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

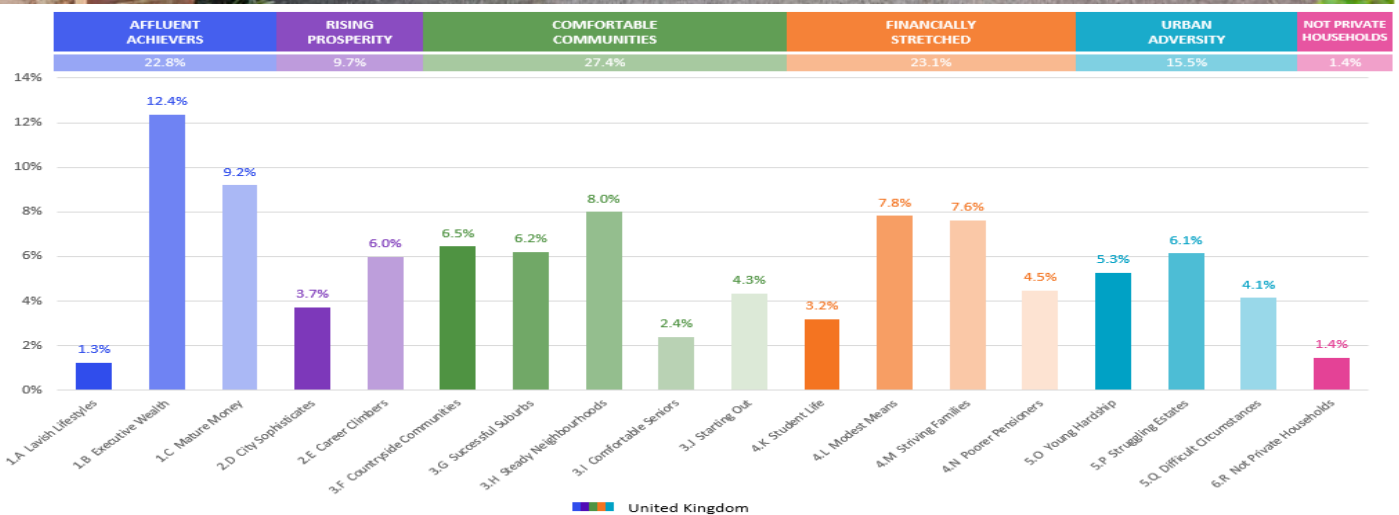
House tenure: Owned outright

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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