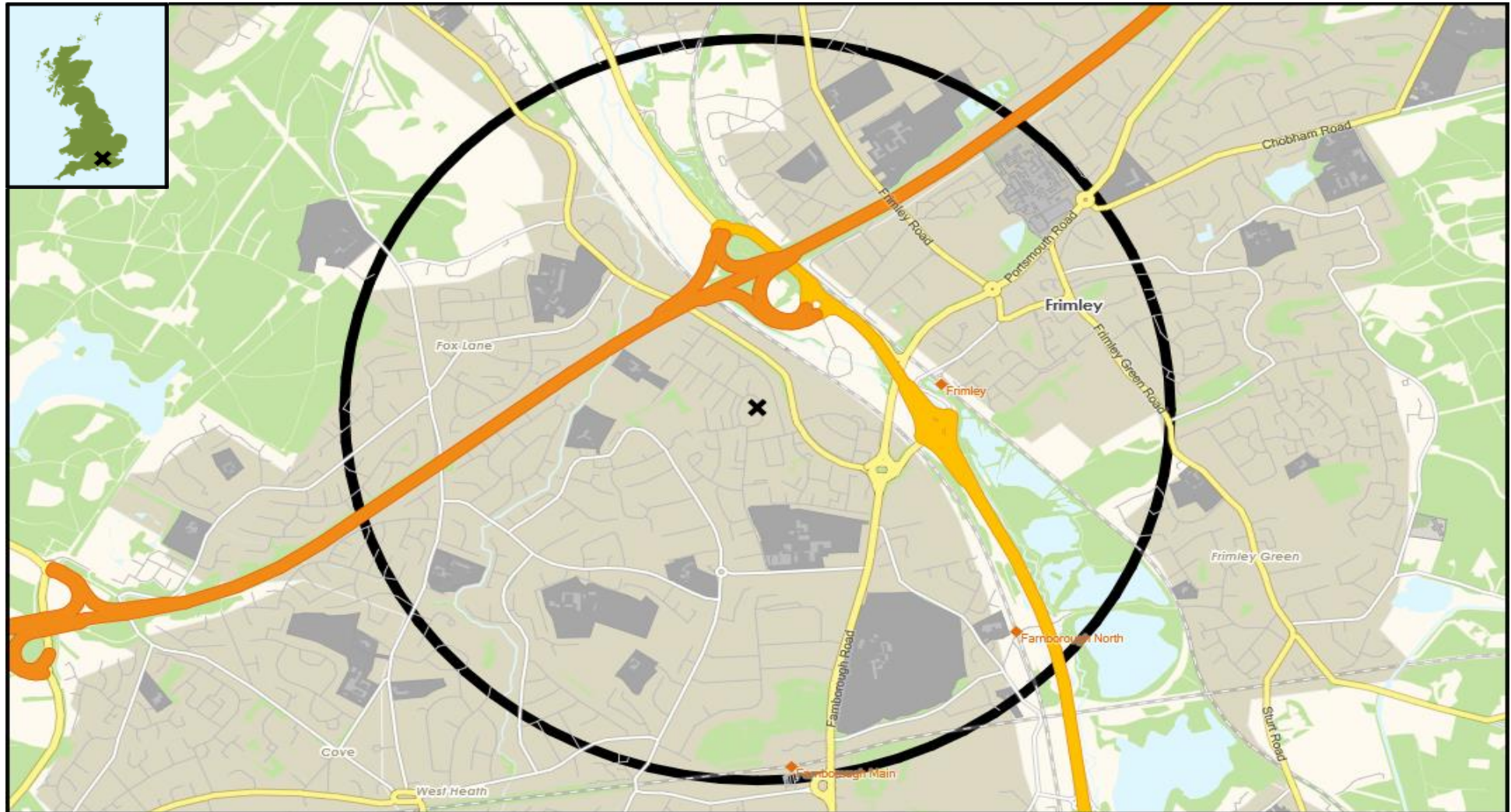


MAP OF AREA

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Source: OS Open Data 2018

Area: P00750_Hawley Arms, Farnborough, GU14 8EL (1 Mile contour)

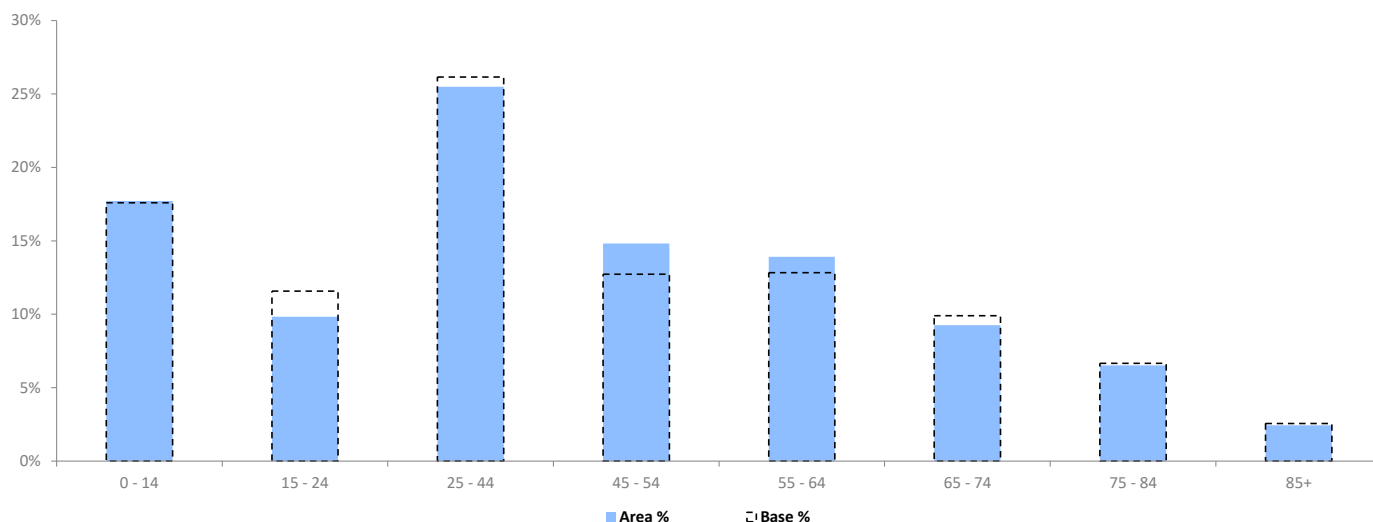


POPULATION PROJECTIONS

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,399	17.7	17.6	101			
15 - 24	2,444	9.8	11.6	85			
25 - 44	6,333	25.5	26.2	97			
45 - 54	3,679	14.8	12.7	116			
55 - 64	3,455	13.9	12.8	108			
65 - 74	2,301	9.3	9.9	94			
75 - 84	1,621	6.5	6.7	98			
85+	604	2.4	2.6	95			
Total population	24,836						



EXPENDITURE

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (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	£812,696	£84.23	£73.74	114			
2. Alcoholic beverages, tobacco and narcotics	£322,789	£33.46	£27.43	122			
3. Clothing & Footwear	£456,213	£47.29	£41.92	113			
4. Housing, water, electricity, gas and other fuels	£859,534	£89.09	£92.23	97			
5. Furnishings, equipment and routine maintenance	£417,711	£43.30	£39.49	110			
6. Health	£200,499	£20.78	£16.97	122			
7. Transport	£1,290,214	£133.73	£115.30	116			
8. Communication	£159,803	£16.56	£14.64	113			
9. Recreation & Culture	£1,174,392	£121.72	£100.48	121			
10. Education	£146,255	£15.16	£22.34	68			
11. Restaurants & Hotels	£839,925	£87.06	£82.30	106			
12. Miscellaneous goods and services	£1,198,770	£124.25	£104.94	118			
Total Expenditure	£7,878,803	£816.63	£731.77	112			

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.

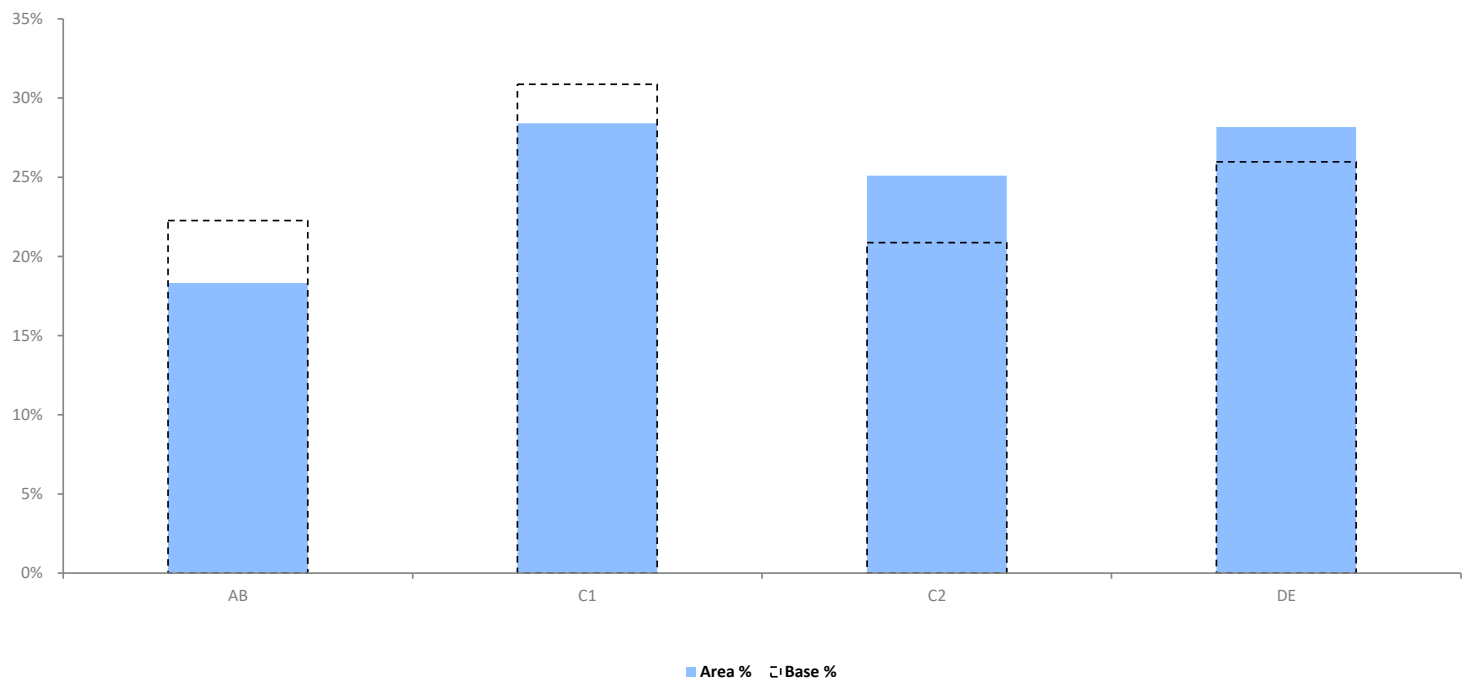
UP TO DATE DEMOGRAPHICS

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Area:	P00750_Hawley Arms, Farnborough, GU14 8EL (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	1,748	18.3	22.3	82			
C1: Supervisory, clerical, jr managerial/admin/professional	2,711	28.4	30.9	92			
C2: Skilled manual workers	2,395	25.1	20.9	120			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,689	28.2	26.0	108			
Total household reference persons aged 16 to 64	9,543						



CGA LICENCED PREMISES

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Area: P00750_Hawley Arms, Farnborough, GU14 8
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	36.2	82.8	44			
Proprietary Club	0	0.0	7.5	0			
Registered Club	5	20.1	28.7	70			
Restaurant	3	12.1	32.5	37			
Residential	0	0.0	2.8	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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	1,247	13.1	22.0	59		
	2 Rising Prosperity	495	5.2	10.3	50		
	3 Comfortable Communities	2,570	26.9	26.3	102		
	4 Financially Stretched	3,470	36.4	23.7	153		
	5 Urban Adversity	1,750	18.3	17.4	105		
	6 Not Private Households	11	0.1	0.3	35		
 Graph							
Total households		9,543					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (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	9	0.1	1.1	9			
1.B Executive Wealth	818	8.6	11.2	76			
1.C Mature Money	420	4.4	9.6	46			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	495	5.2	6.3	83			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	504	5.3	5.9	90			
3.H Steady Neighbourhoods	1,727	18.1	7.4	246			
3.I Comfortable Seniors	50	0.5	2.9	18			
3.J Starting Out	289	3.0	4.4	68			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	380	4.0	7.9	50			
4.M Striving Families	2,681	28.1	7.5	376			
4.N Poorer Pensioners	409	4.3	5.8	74			
5. Urban Adversity							
5.O Young Hardship	149	1.6	6.2	25			
5.P Struggling Estates	475	5.0	5.9	84			
5.Q Difficult Circumstances	1,126	11.8	5.3	223			
6. Not Private Households							
6.R Not Private Households	11	0.1	0.3	35			
Total households	9,543						

Acorn Group Pen Portrait

4 M Striving Families

4.1M
UK Adults7.8%
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



FINANCIAL PROFILE



BRANDS



DIGITAL



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00750_Hawley Arms, Farnborough, GU14 8EL (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	9	0.1	0.9	11			
1.B Executive Wealth								
	1.B.4 Asset rich families	303	3.2	2.6	121			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	237	2.5	2.2	113			
	1.B.7 Affluent professionals	5	0.1	0.8	6			
	1.B.8 Prosperous suburban families	27	0.3	1.5	19			
	1.B.9 Well-off edge of towners	246	2.6	1.6	160			
1.C Mature Money								
	1.C.10 Better-off villagers	86	0.9	3.0	30			
	1.C.11 Settled suburbia, older people	255	2.7	2.8	95			
	1.C.12 Retired and empty nesters	40	0.4	2.5	17			
	1.C.13 Upmarket downsizers	39	0.4	1.3	32			
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	194	2.0	1.9	106			
	2.E.19 First time buyers in small, modern homes	301	3.2	3.3	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	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	430	4.5	2.7	169			
	3.G.25 Larger family homes, multi-ethnic areas	19	0.2	0.8	24			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	55	0.6	2.4	24			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	217	2.3	3.4	66			
	3.H.28 Owner occupied terraces, average income	315	3.3	1.6	208			
	3.H.29 Established suburbs, older families	1,195	12.5	2.3	538			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	42	0.4	2.4	18			
	3.I.31 Elderly singles in purpose-built accommodation	8	0.1	0.5	17			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	67	0.7	2.1	33			
	3.J.33 Smaller houses and starter homes	222	2.3	2.3	100			
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	292	3.1	1.4	214			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	54	0.6	2.6	22			
	4.L.39 Fading owner occupied terraces	34	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	139	1.5	1.6	92			
	4.M.42 Struggling young families in post-war terraces	1,665	17.4	1.6	1,062			
	4.M.43 Families in right-to-buy estates	859	9.0	2.1	439			
	4.M.44 Post-war estates, limited means	18	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	192	2.0	1.1	190			
	4.N.47 Low income older people in smaller semis	91	1.0	2.3	42			
	4.N.48 Pensioners and singles in social rented flats	126	1.3	1.7	76			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	95	1.0	2.2	46			
	5.O.50 Struggling younger people in mixed tenure	18	0.2	1.8	11			
	5.O.51 Young people in small, low cost terraces	36	0.4	2.3	17			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	106	1.1	1.6	70			
	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	369	3.9	1.6	239			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	869	9.1	1.5	603			
	5.Q.58 Singles and young families, some receiving benefits	141	1.5	1.8	83			
	5.Q.59 Deprived areas and high-rise flats	116	1.2	2.0	61			
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	42			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		9,543						

CATEGORY

GROUP

TYPE

MAP

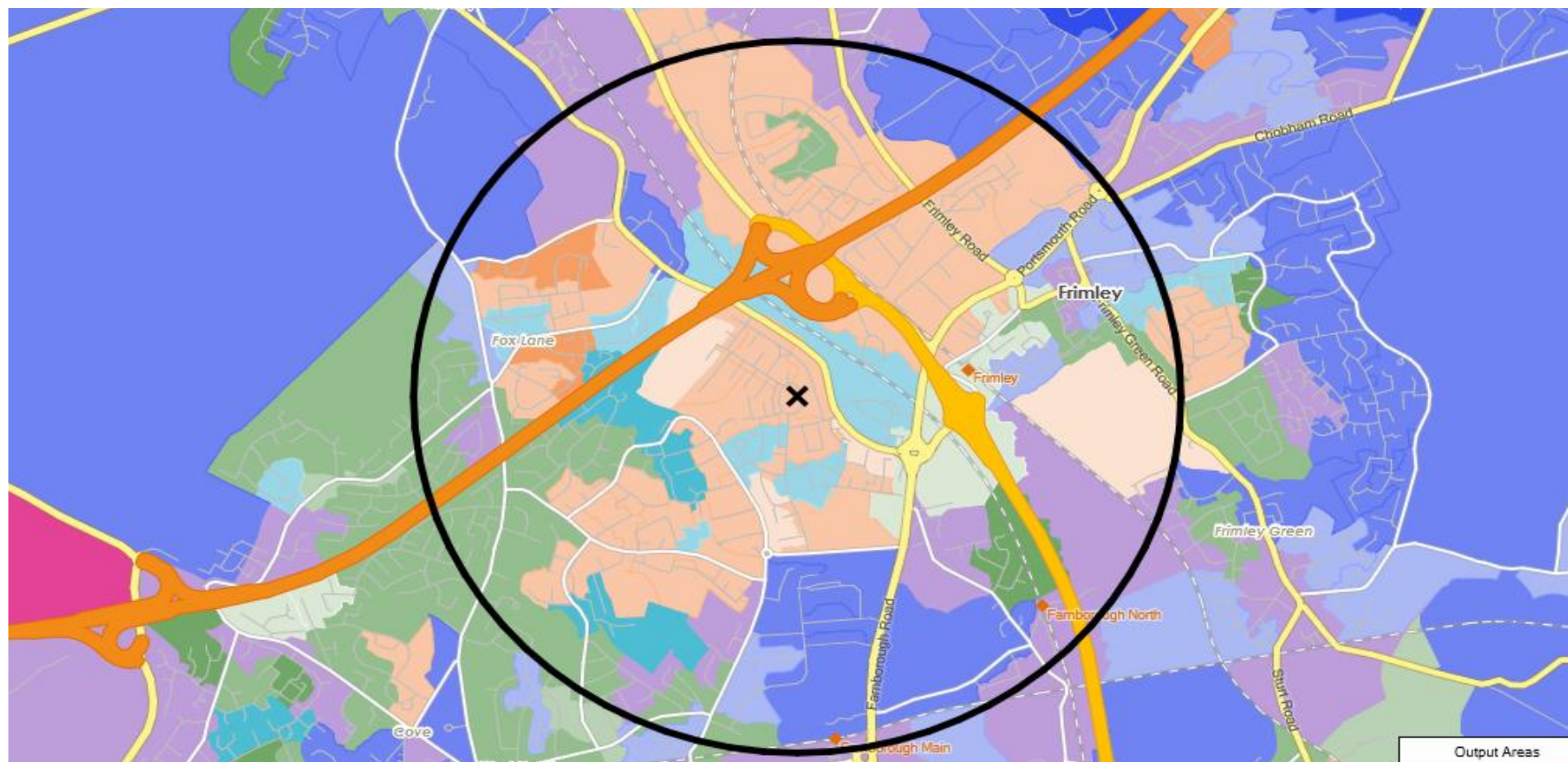
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00750_Hawley Arms, Farnborough, GU14 8EL (1 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

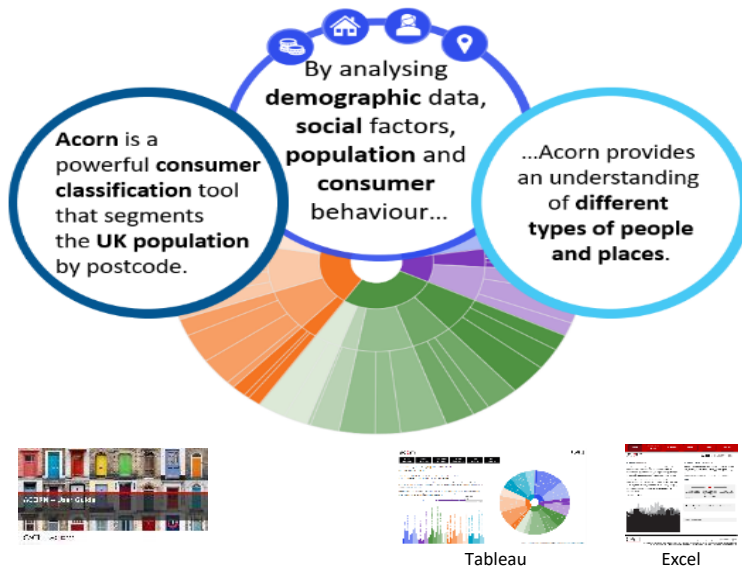
GROUP

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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

