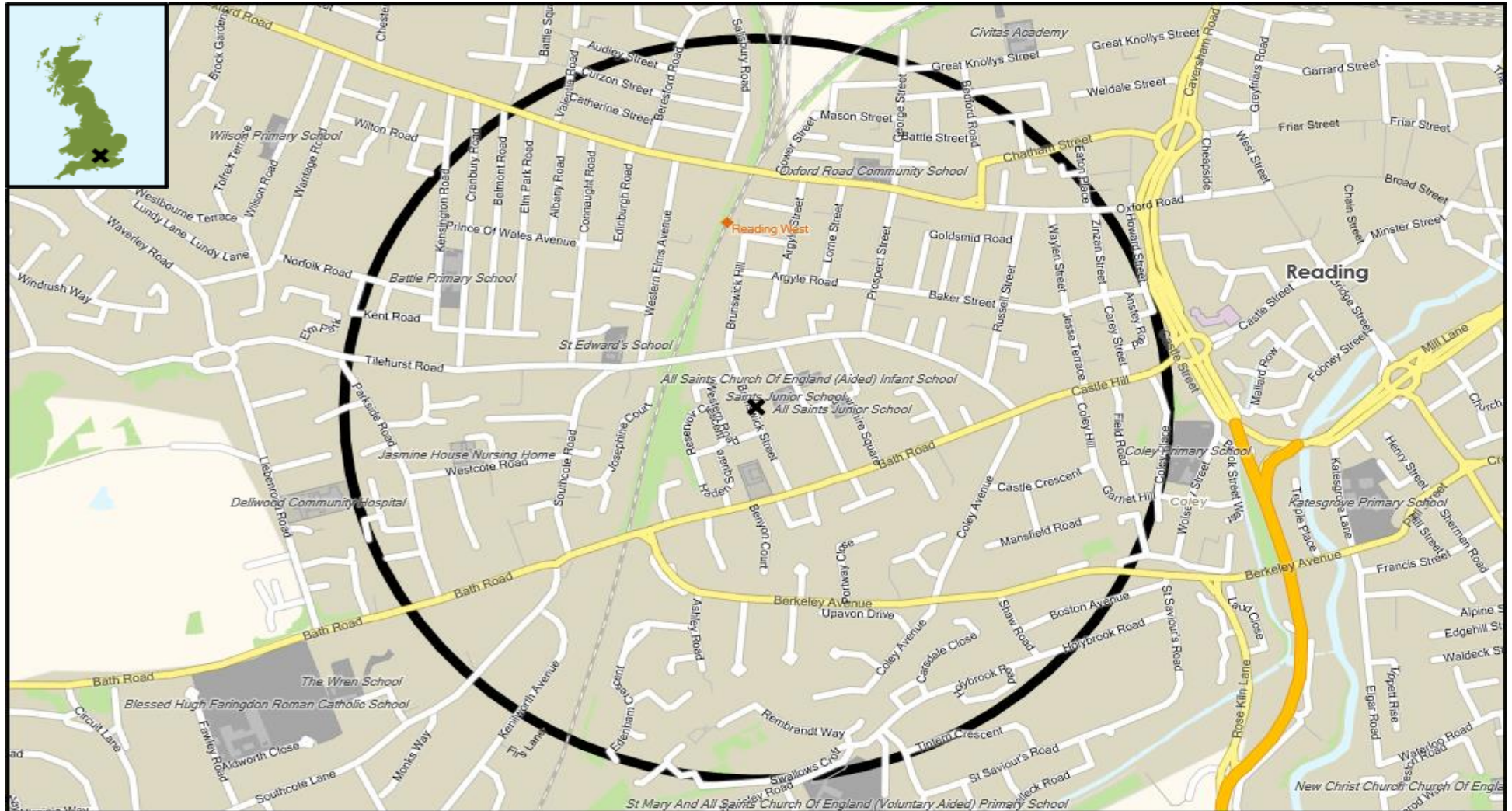


# MAP OF AREA

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Source: OS Open Data 2018

Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 Mile contour)

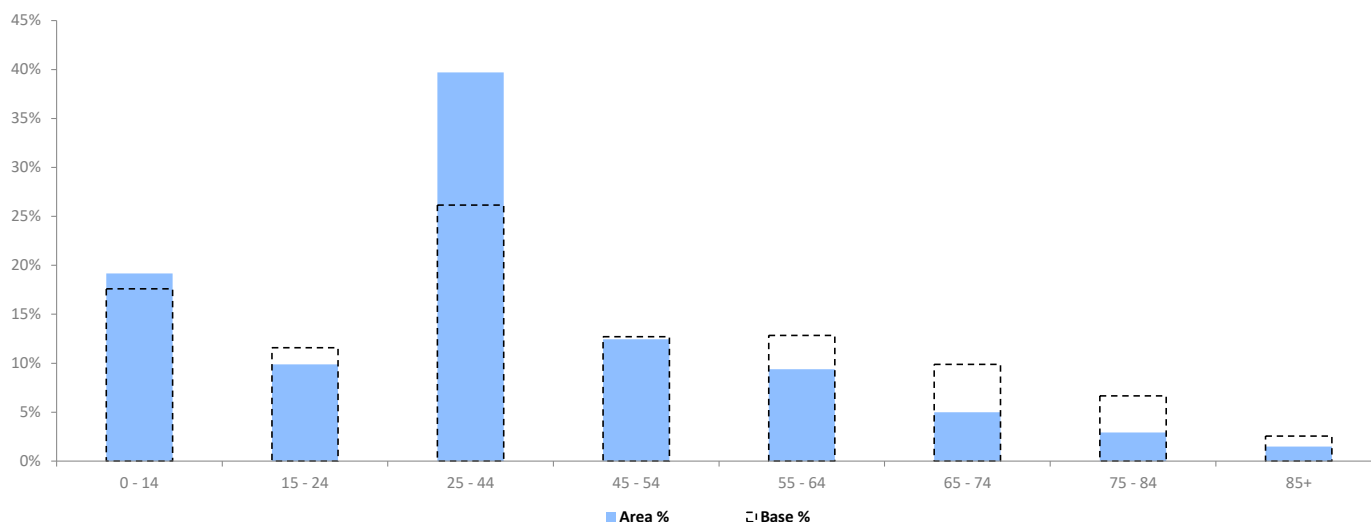


# POPULATION PROJECTIONS

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Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,071	19.2	17.6	<b>109</b>			
15 - 24	1,581	9.9	11.6	85			
25 - 44	6,359	39.7	26.2	<b>152</b>			
45 - 54	1,994	12.5	12.7	98			
55 - 64	1,503	9.4	12.8	73			
65 - 74	799	5.0	9.9	50			
75 - 84	468	2.9	6.7	44			
85+	238	1.5	2.6	58			
<b>Total population</b>	<b>16,013</b>						



# EXPENDITURE

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Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£489,373	£67.68	£73.74	92			
2. Alcoholic beverages, tobacco and narcotics	£187,190	£25.89	£27.43	94			
3. Clothing & Footwear	£266,383	£36.84	£41.92	88			
4. Housing, water, electricity, gas and other fuels	£683,733	£94.56	£92.23	103			
5. Furnishings, equipment and routine maintenance	£221,559	£30.64	£39.49	78			
6. Health	£104,263	£14.42	£16.97	85			
7. Transport	£938,523	£129.79	£115.30	113			
8. Communication	£108,751	£15.04	£14.64	103			
9. Recreation & Culture	£602,537	£83.33	£100.48	83			
10. Education	£155,012	£21.44	£22.34	96			
11. Restaurants & Hotels	£606,753	£83.91	£82.30	102			
12. Miscellaneous goods and services	£768,346	£106.26	£104.94	101			
<b>Total Expenditure</b>	<b>£5,132,423</b>	<b>£709.78</b>	<b>£731.77</b>	<b>97</b>			

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.

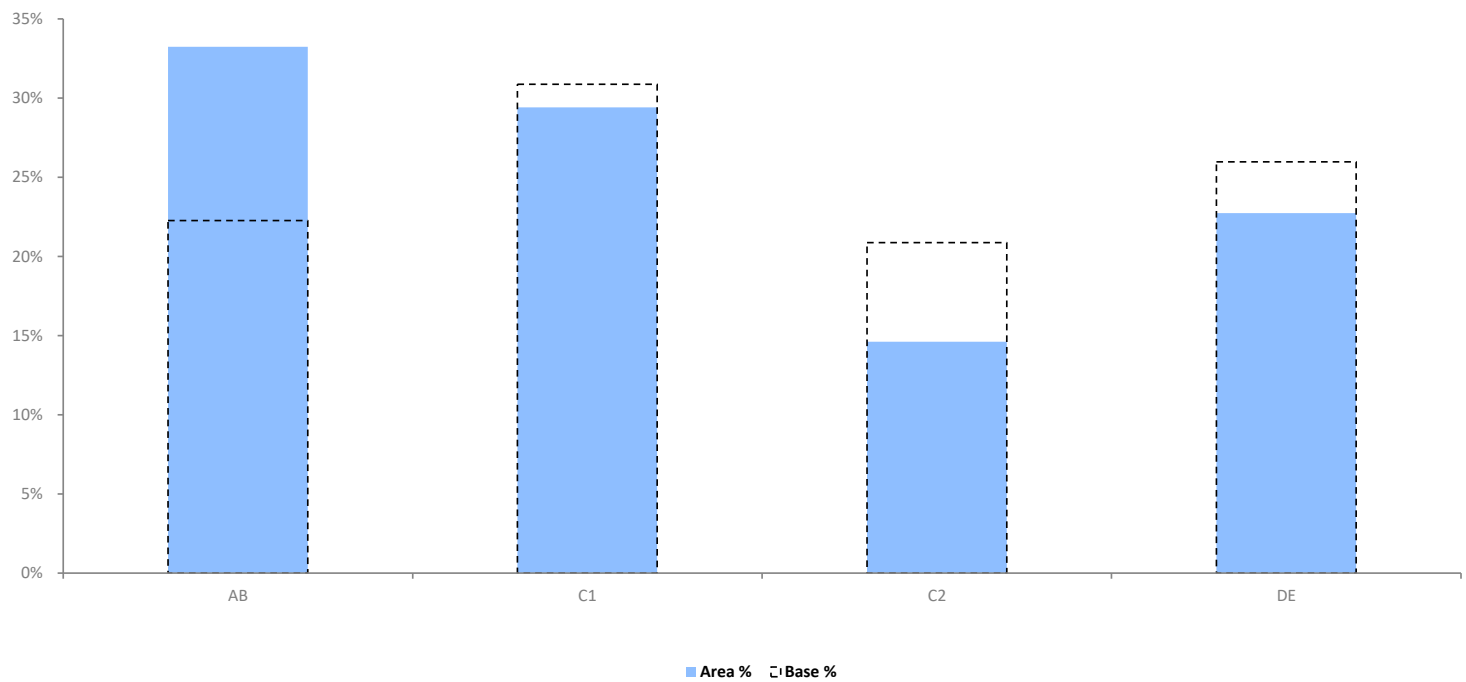
# UP TO DATE DEMOGRAPHICS

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Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 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	2,349	33.2	22.3	149			
C1: Supervisory, clerical, jr managerial/admin/professional	2,079	29.4	30.9	95			
C2: Skilled manual workers	1,033	14.6	20.9	70			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,607	22.7	26.0	88			
Total household reference persons aged 16 to 64	7,068						



# CGA LICENCED PREMISES

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Area: P00574\_Foresters Arms, Reading, RG1 6NY (  
Base: Great Britain  
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	50.0	82.8	60			
Proprietary Club	1	6.2	7.5	84			
Registered Club	1	6.2	28.7	22			
Restaurant	1	6.2	32.5	19			
Residential	1	6.2	2.8	225			

Name	Description	License Type	Owner Name	Postcode
Foresters Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG 1 6NY
Reading & District Irish Club	Independent Free	Registered Club	Independent Free	RG 1 7HT
Buon Appetito	Independent Free	Restaurant	Independent Free	RG 1 7HT
Face Bar	Independent Free	Pubs & Full On	Independent Free	RG 1 7JE
Castle Tap	Independent Free	Pubs & Full On	Independent Free	RG 1 7RJ
Pavilion	Unknown	Proprietary Club	Unknown	RG 1 7UY
Nags Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	RG 1 7XD
Abbey House Hotel	Independent Free	Residential	Independent Free	RG30 2UF
Southcote	Whitbread	Pubs & Full On	Whitbread	RG30 3AB
Wishing Well	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG30 1AD
Bath Hotel	Independent Free	Pubs & Full On	Independent Free	RG 1 6PG
Beech House Hotel	Independent Free	Pubs & Full On	Independent Free	RG30 2AY

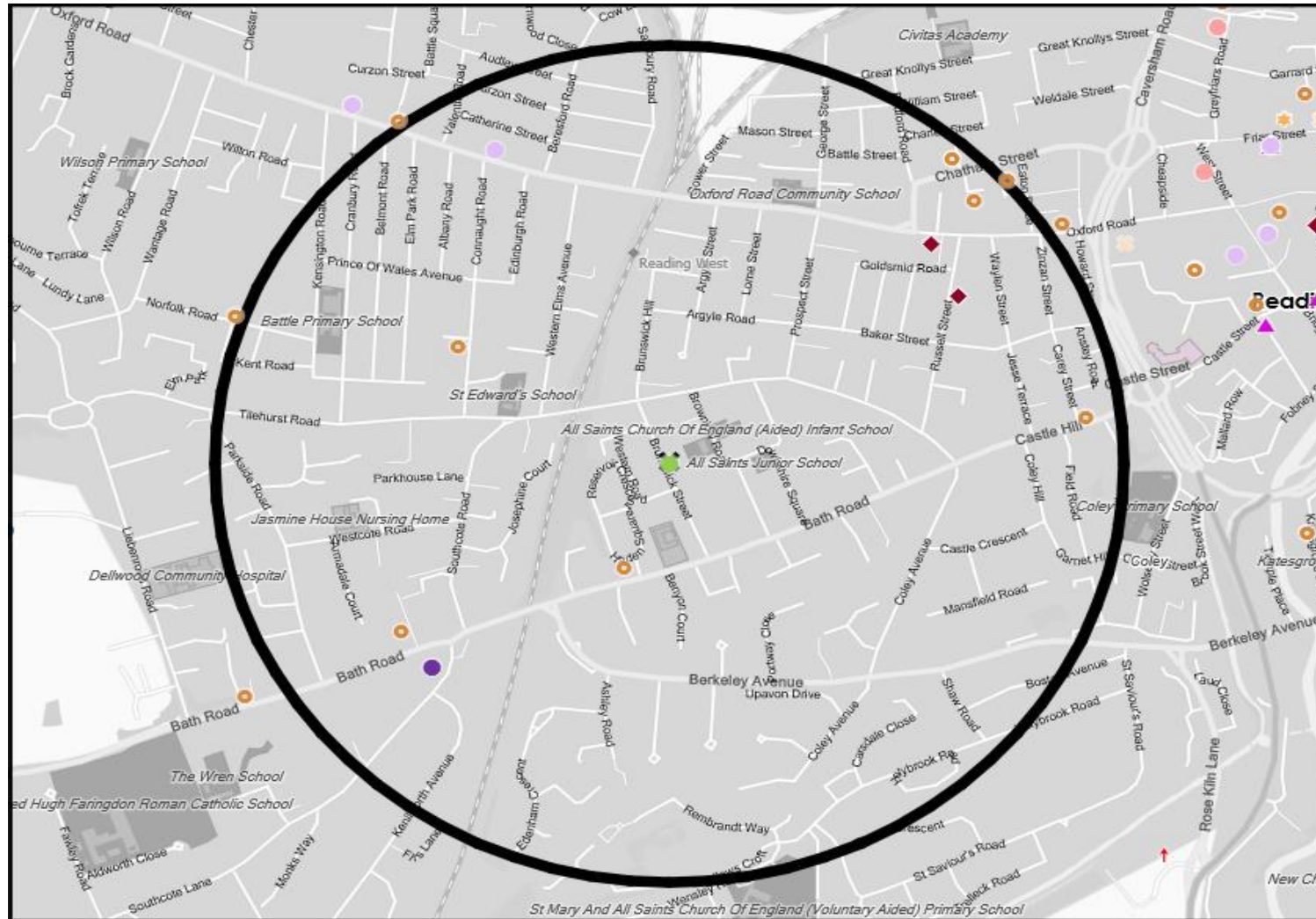


# MAP OF AREA

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Source: OS Open Data 2018

Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 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: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 Mile contour)

Base: Great Britain

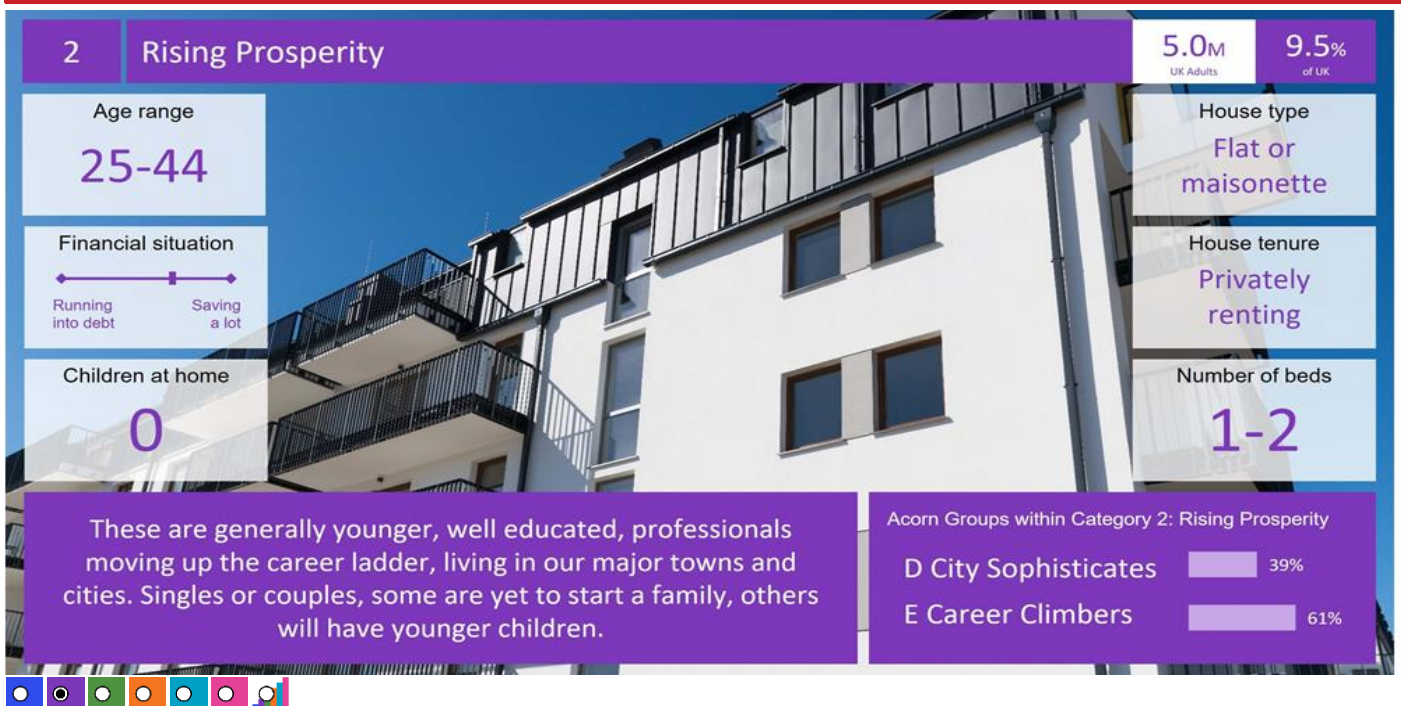
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	155	2.2	22.0	10		
2 Rising Prosperity	2,730	38.6	10.3	376		
3 Comfortable Communities	2,064	29.2	26.3	111		
4 Financially Stretched	980	13.9	23.7	58		
5 Urban Adversity	1,085	15.4	17.4	88		
6 Not Private Households	54	0.8	0.3	230		
<b>Total households</b>	<b>7,068</b>					



Graph

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 Mile contour)

Base: Great Britain

Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	92	1.3	11.2	12			
1.C Mature Money	63	0.9	9.6	9			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	50	0.7	4.0	18			
2.E Career Climbers	2,680	37.9	6.3	604			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	136	1.9	5.9	33			
3.H Steady Neighbourhoods	251	3.6	7.4	48			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	1,677	23.7	4.4	534			
<b>4. Financially Stretched</b>							
4.K Student Life	821	11.6	2.5	470			
4.L Modest Means	63	0.9	7.9	11			
4.M Striving Families	35	0.5	7.5	7			
4.N Poorer Pensioners	61	0.9	5.8	15			
<b>5. Urban Adversity</b>							
5.O Young Hardship	643	9.1	6.2	147			
5.P Struggling Estates	59	0.8	5.9	14			
5.Q Difficult Circumstances	383	5.4	5.3	102			
<b>6. Not Private Households</b>							
6.R Not Private Households	54	0.8	0.3	230			
<b>Total households</b>	<b>7,068</b>						

## Acorn Group Pen Portrait

## 2 E Career Climbers

3.1M  
UK Adults5.8%  
of UK

**Younger singles and couples, some with young children, living in more urban locations.** They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

## CORE DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL AND TECH



## TOP BEHAVIOURS





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 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	0	0.0	0.9	0			
1.B Executive Wealth									
	1.B.4	Asset rich families	0	0.0	2.6	0			
	1.B.5	Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6	Financially comfortable families	35	0.5	2.2	23			
	1.B.7	Affluent professionals	0	0.0	0.8	0			
	1.B.8	Prosperous suburban families	57	0.8	1.5	53			
	1.B.9	Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money									
	1.C.10	Better-off villagers	0	0.0	3.0	0			
	1.C.11	Settled suburbia, older people	55	0.8	2.8	28			
	1.C.12	Retired and empty nesters	8	0.1	2.5	5			
	1.C.13	Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity									
2.D City Sophisticates									
	2.D.14	Townhouse cosmopolitans	22	0.3	0.7	45			
	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	28	0.4	1.0	39			
2.E Career Climbers									
	2.E.18	Career driven young families	36	0.5	1.9	27			
	2.E.19	First time buyers in small, modern homes	2,386	33.8	3.3	1,011			
	2.E.20	Mixed metropolitan areas	258	3.7	1.0	356			
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	104	1.5	2.7	55			
	3.G.25	Larger family homes, multi-ethnic areas	32	0.5	0.8	55			
	3.G.26	Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods									
	3.H.27	Suburban semis, conventional attitudes	35	0.5	3.4	14			
	3.H.28	Owner occupied terraces, average income	199	2.8	1.6	177			
	3.H.29	Established suburbs, older families	17	0.2	2.3	10			
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	0	0.0	0.5	0			
3.J Starting Out									
	3.J.32	Educated families in terraces, young children	1,664	23.5	2.1	1,109			
	3.J.33	Smaller houses and starter homes	13	0.2	2.3	8			
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	821	11.6	1.9	626			
4.L Modest Means									
	4.L.37	Low cost flats in suburban areas	17	0.2	1.4	17			
	4.L.38	Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
	4.L.39	Fading owner occupied terraces	0	0.0	2.9	0			
	4.L.40	High occupancy terraces, culturally diverse family areas	46	0.7	1.0	66			
4.M Striving Families									
	4.M.41	Labouring semi-rural estates	0	0.0	1.6	0			
	4.M.42	Struggling young families in post-war terraces	21	0.3	1.6	18			
	4.M.43	Families in right-to-buy estates	14	0.2	2.1	10			
	4.M.44	Post-war estates, limited means	0	0.0	2.2	0			
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	52	0.7	1.1	69			
	4.N.47	Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48	Pensioners and singles in social rented flats	9	0.1	1.7	7			
5. Urban Adversity									
5.O Young Hardship									
	5.O.49	Young families in low cost private flats	98	1.4	2.2	64			
	5.O.50	Struggling younger people in mixed tenure	340	4.8	1.8	272			
	5.O.51	Young people in small, low cost terraces	205	2.9	2.3	128			
5.P Struggling Estates									
	5.P.52	Poorer families, many children, terraced housing	0	0.0	1.6	0			
	5.P.53	Low income terraces	35	0.5	0.8	59			
	5.P.54	Multi-ethnic, purpose-built estates	22	0.3	1.1	28			
	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	2	0.0	1.6	2			
5.Q Difficult Circumstances									
	5.Q.57	Social rented flats, families and single parents	209	3.0	1.5	196			
	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	174	2.5	2.0	123			
6. Not Private Households									
6.R Not Private Households									
	6.R.60	Active communal population	5	0.1	0.1	121			
	6.R.61	Inactive communal population	49	0.7	0.3	253			
	6.R.62	Business areas without resident population	0	0	0	0			
Total households			7,068						

CATEGORY

GROUP

TYPE

MAP

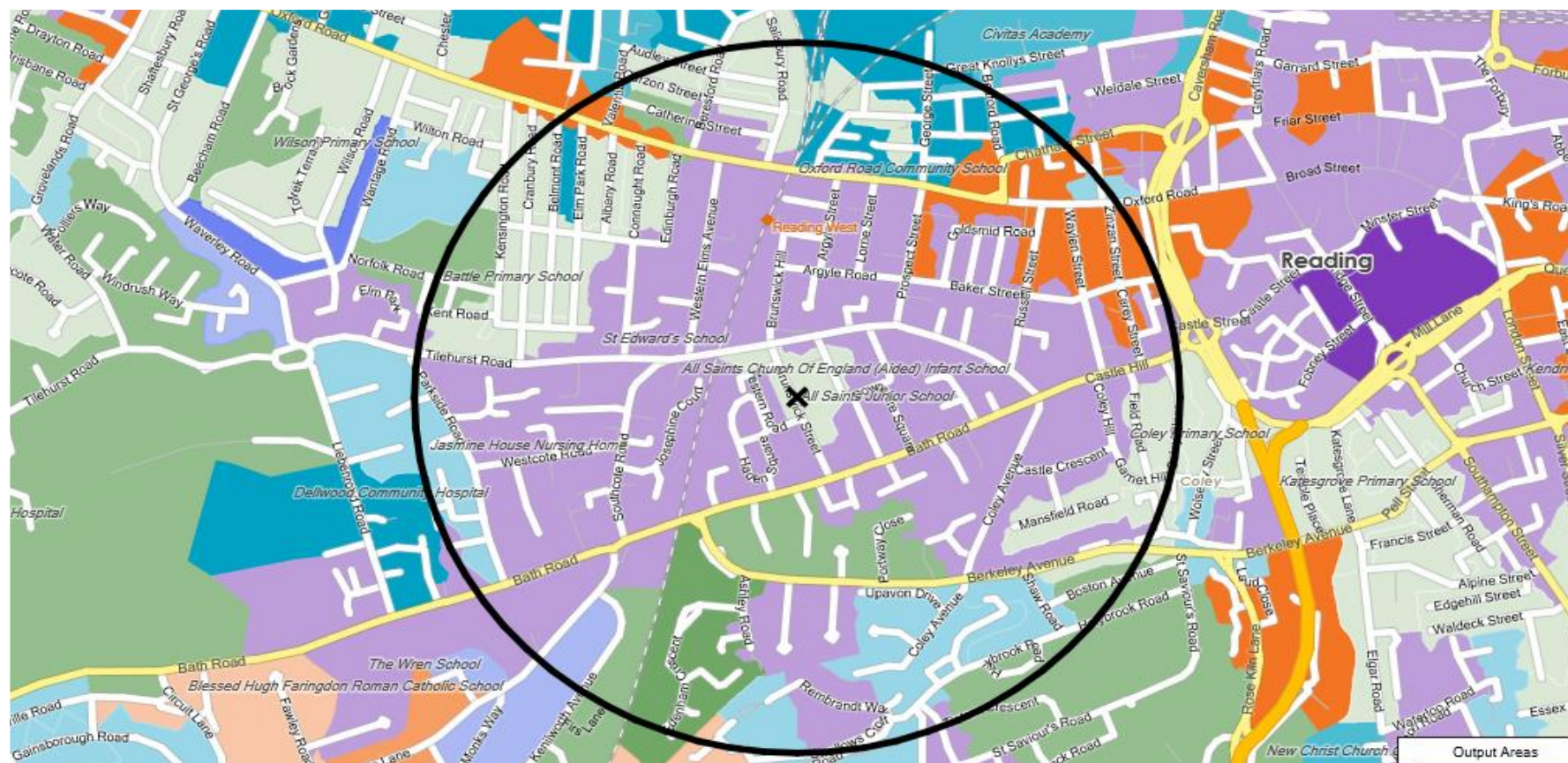
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00574\_Foresters Arms, Reading, RG1 6NY (0.50 Mile contour)

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Source: OS Open Data 2018





CATEGORY

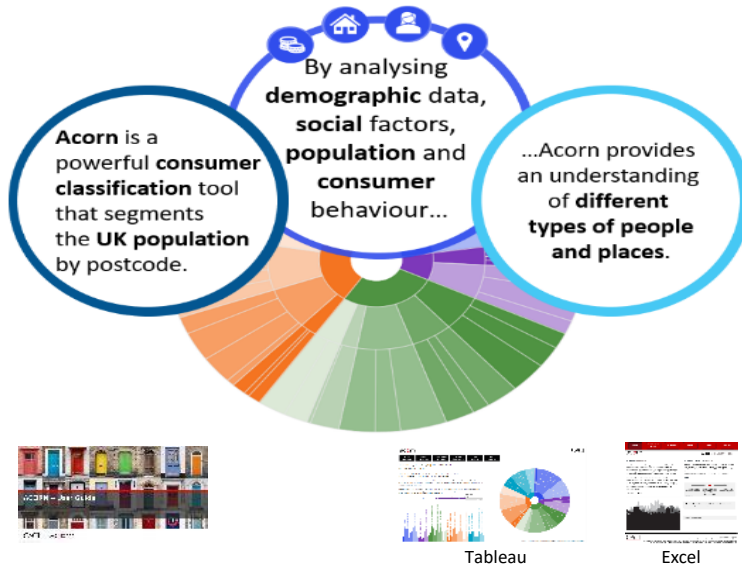
GROUP

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

