

CGA LICENCED PREMISES

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Area: P00574_Foresters Arms, Reading, RG1 6NY ()
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	64	140.2	81.7	172			
Proprietary Club	11	24.1	7.3	331			
Registered Club	6	13.1	28.2	47			
Restaurant	44	96.4	32.1	300			
Residential	2	4.4	2.7	164			

Name	Description	License Type	Owner Name	Postcode
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 1DB
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	RG 1 1JX
Hope Tap	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	RG 1 1EP
Great Western Railway Staff Association	Independent Free	Registered Club	Independent Free	RG 1 1NB
Greyfriar	Independent Free	Pubs & Full On	Independent Free	RG 1 1PA
Gateway	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	RG 1 1PA
Blagrove Arms	Independent Free	Pubs & Full On	Independent Free	RG 1 1PW
Oakford Social Club	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG 1 1PZ
Thai Corner	Star Pubs & Bars	Restaurant	Star Pubs & Bars	RG 1 1TZ
Prezzo	Prezzo plc	Restaurant	Prezzo plc	RG 1 2HG
Bluegrass Bbq	Bluegrass Restaurants Ltd	Restaurant	Bluegrass Restaurants Ltd	RG 1 2JR
Be At One	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 2JR
Allied Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 2LG
Hook & Tackle	Independent Free	Pubs & Full On	Independent Free	RG 1 2ND
Hop Leaf	Hop Back Brewery	Pubs & Full On	Hop Back Brewery	RG 1 2QZ
Ibis Styles	Accor Hotels	Pubs & Full On	Accor Hotels	RG 1 4RY
Foresters Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	RG 1 6NY
Butler	Independent Free	Pubs & Full On	Independent Free	RG 1 7DS
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
Sweeney & Todd Restaurant	Independent Free	Restaurant	Independent Free	RG 1 7RD
Penta Hotel	Penta Hotels Worldwide GmbH	Pubs & Full On	Penta Hotels Worldwide GmbH	RG 1 7RH
Castle Tap	Independent Free	Pubs & Full On	Independent Free	RG 1 7RJ
Hexagon Theatre	Independent Free	Pubs & Full On	Independent Free	RG 1 7QF
Pavilion	Unknown	Proprietary Club	Unknown	RG 1 7UY
Nags Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	RG 1 7XD
Play Football	Play Football	Proprietary Club	Play Football	RG 1 8EQ
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG 1 8EQ
Reading Rowing Club	Independent Free	Registered Club	Independent Free	RG 1 8EQ
Battle Hospital Social Club	Independent Free	Registered Club	Independent Free	RG30 1AG
White Eagle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG30 1AQ
Royal Albion	Greene King	Pubs & Full On	Greene King	RG30 1EH
Pond House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG30 1EH
Parkside Hotel	Independent Free	Residential	Independent Free	RG30 2BE
Spread Eagle	Independent Free	Pubs & Full On	Independent Free	RG30 2EG
Abbey House Hotel	Independent Free	Residential	Independent Free	RG30 2UF
Southcote	Whitbread	Pubs & Full On	Whitbread	RG30 3AB
Market House	City Pub Company	Pubs & Full On	City Pub Company	RG 1 2EG
Three Guineas	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	RG 1 1LY
Reading Town Hall	Independent Free	Pubs & Full On	Independent Free	RG 1 1QH
Mansion House	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG30 2ND
Monks Retreat	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 1HE
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	RG 1 8AJ
Ale House	Unknown	Pubs & Full On	Unknown	RG 1 2BH
Boundary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 2LN
Pitcher & Piano	Marston's	Pubs & Full On	Marston's	RG 1 1DB
Wild Lime Bar & Kitchen	Unknown	Pubs & Full On	Unknown	RG 1 1DB
Cote	Cote Restaurants	Restaurant	Cote Restaurants	RG 1 2AG
Wishing Well	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG30 1AD
Walkabout	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 1DG
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG 1 2AG
Gun Street Garden	Eclectic Bars	Proprietary Club	Eclectic Bars	RG 1 2JR

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Registered Club	6	13.1	28.2	47			
Restaurant	44	96.4	32.1	300			
Residential	2	4.4	2.7	164			

Name	Description	License Type	Owner Name	Postcode
Lodge Gentlemen's Club	Independent Free	Proprietary Club	Independent Free	RG 1 7BL
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	RG 1 7SB
Q Club	Independent Free	Pubs & Full On	Independent Free	RG 1 1DB
Great Expectations	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	RG 1 4PS
Browns	Mitchells & Butlers	Restaurant	Mitchells & Butlers	RG 1 2AG
ONEills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG 1 1DB
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 2AG
Purple Turtle	Independent Free	Pubs & Full On	Independent Free	RG 1 2JR
Bath Hotel	Independent Free	Pubs & Full On	Independent Free	RG 1 6PG
Corn Stores	Rarebreed Dining Ltd	Pubs & Full On	Rarebreed Dining Ltd	RG 1 1SB
Wingstop	Wingstop UK Ltd	Restaurant	Wingstop UK LTD	RG 1 2AQ
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	RG 1 8PA
Crucible Sports And Social Club	Independent Free	Registered Club	Independent Free	RG 1 8JS
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	RG 1 2AG
Pizza Express	Hony Capital	Restaurant	Hony Capital	RG 1 2AG
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	RG 1 2AG
7Bone	7Bone	Restaurant	7Bone	RG 1 2LG
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	RG 1 2AG
Grosvenor Casino	Rank	Proprietary Club	Rank	RG 1 4SY
Furama Chinese Restaurant	Independent Free	Restaurant	Independent Free	RG 1 1EP
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	RG 1 1DP
Novotel	Accor Hotels	Pubs & Full On	Accor Hotels	RG 1 1DP
London Street Brasserie	Independent Free	Restaurant	Independent Free	RG 1 4PN
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	RG 1 1DX
Zero Degrees	Zero Degrees	Restaurant	Zero Degrees	RG 1 2LR
Caffeine & Cocktails	Independent Free	Pubs & Full On	Independent Free	RG 1 2HG
Wagamama	Restaurant Group	Restaurant	Restaurant Group	RG 1 2AG
Forbury Hotel	Independent Free	Pubs & Full On	Independent Free	RG 1 3EJ
Malmaison Hotel	Malmaison & Hotel du Vin	Pubs & Full On	Malmaison & Hotel du Vin	RG 1 1JX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	RG 1 2HN
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	RG 1 1EP
Street Burger	Gordon Ramsay Holdings	Restaurant	Gordon Ramsay Holdings	RG 1 2AG
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	RG 1 3EY
Lola Lo	Eclectic Bars	Proprietary Club	Eclectic Bars	RG 1 1EP
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	RG 1 2AS
Sushimania	Sushimania	Restaurant	Sushimania	RG 1 7QF
Coconut	Independent Free	Pubs & Full On	Independent Free	RG 1 2LG
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	RG 1 2AG
Reading Deaf Centre	Independent Free	Registered Club	Independent Free	RG 1 8JF
Osaka	Independent Free	Restaurant	Independent Free	RG 1 2AG
Marugame Udon	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	RG 1 2AG
Black Diamond	Independent Free	Proprietary Club	Independent Free	RG 1 1EP
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	RG 1 2AG
Teamworks Karting	Independent Free	Proprietary Club	Independent Free	RG30 1JT
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	RG 1 2HX
Cosmo	Cosmo Group	Restaurant	Cosmo Group	RG 1 1DX
Milk Bar	Independent Free	Pubs & Full On	Independent Free	RG 1 1DT
Mission Burrito	Burrito	Restaurant	Burrito	RG 1 2AG
Sapana	Independent Free	Restaurant	Independent Free	RG 1 1DG
Valpystreet Bar & Bistro	Independent Free	Restaurant	Independent Free	RG 1 1AR
Grosvenor Casino	Rank	Proprietary Club	Rank	RG 2 0SN
Bolan	Independent Free	Restaurant	Independent Free	RG 1 2HG
Five Guys	Five Guys	Restaurant	Five Guys	RG 1 2AG

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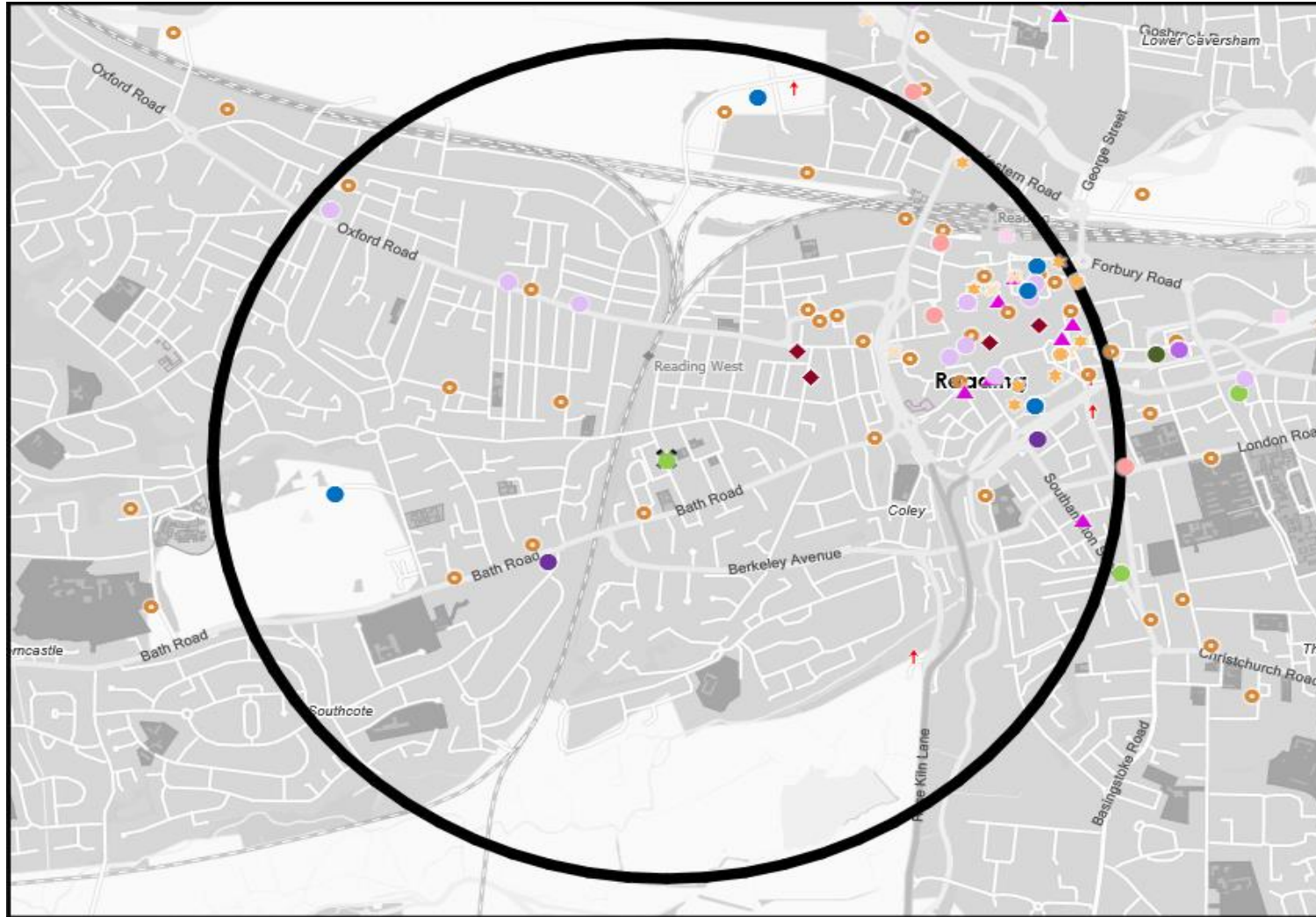
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Name	Description	License Type	Owner Name	Postcode
Soju	Independent Free	Restaurant	Independent Free	RG 1 2HG
Intoku	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	RG 1 2HX
Beech House Hotel	Independent Free	Pubs & Full On	Independent Free	RG30 2AY
Dali Tapas	Independent Free	Restaurant	Independent Free	RG 1 7LJ
Buenos Aires Argentine Steakhouse	Buenos Aires Restaurant Holdings Ltd	Restaurant	Buenos Aires Restaurant Holding	RG 1 2AQ
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	RG 1 2AG
Revolucion De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	RG 1 1EX
Botanist	New World Trading Company	Pubs & Full On	New World Trading Company	RG 1 2HB
Real Greek	Real Greek International Ltd	Restaurant	Real Greek International Ltd	RG 1 2AT
Franco Manca	Franco Manca	Restaurant	Franco Manca	RG 1 2AT
Comptoir Libanais	Levant Restaurants Group Ltd	Restaurant	Levant Restaurants Group Ltd	RG 1 2AG
Pho	Pho	Restaurant	Pho	RG 1 2HG
Bierhaus	Independent Free	Pubs & Full On	Independent Free	RG 1 7QF
Wolf	Independent Free	Restaurant	Independent Free	RG 1 2AP
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	RG 1 2AG
Veeno	Veeno	Pubs & Full On	Veeno	RG 1 1AR
Namaste Kitchen	Independent Free	Restaurant	Independent Free	RG 1 2ND
Sub89	TEG MJR Group	Proprietary Club	TEG MJR Group	RG 1 1EP
Spinners	Independent Free	Pubs & Full On	Independent Free	RG 1 7QF
Playlist Live	Independent Free	Pubs & Full On	Independent Free	RG 1 1EP
Zambrero	Independent Free	Restaurant	Independent Free	RG 1 1SY

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00574_Foresters Arms, Reading, RG1 6NY (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: P00574_Foresters Arms, Reading, RG1 6NY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	570	2.9	22.1	13		
 2 Rising Prosperity	5,904	29.7	10.2	292		
 3 Comfortable Communities	6,476	32.6	26.5	123		
 4 Financially Stretched	3,153	15.9	23.7	67		
 5 Urban Adversity	3,692	18.6	17.2	108		
 6 Not Private Households	84	0.4	0.3	123		
 Graph						
Total households	19,879					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

Running into debt ← → Saving a lot

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00574_Foresters Arms, Reading, RG1 6NY (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	2	0.0	1.1	1			
1.B Executive Wealth	319	1.6	11.3	14			
1.C Mature Money	249	1.3	9.6	13			
2. Rising Prosperity							
2.D City Sophisticates	267	1.3	3.8	35			
2.E Career Climbers	5,637	28.4	6.4	445			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	210	1.1	6.0	18			
3.H Steady Neighbourhoods	1,399	7.0	7.4	95			
3.I Comfortable Seniors	25	0.1	2.9	4			
3.J Starting Out	4,842	24.4	4.6	535			
4. Financially Stretched							
4.K Student Life	2,413	12.1	2.5	484			
4.L Modest Means	185	0.9	8.0	12			
4.M Striving Families	393	2.0	7.4	27			
4.N Poorer Pensioners	162	0.8	5.8	14			
5. Urban Adversity							
5.O Young Hardship	1,585	8.0	6.3	128			
5.P Struggling Estates	505	2.5	5.7	45			
5.Q Difficult Circumstances	1,602	8.1	5.2	154			
6. Not Private Households							
6.R Not Private Households	84	0.4	0.3	123			
Total households	19,879						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Area: P00574_Foresters Arms, Reading, RG1 6NY (1 Mile contour)
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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	2	0.0	0.9	1			
1.B Executive Wealth							
1.B.4 Asset rich families	16	0.1	2.6	3			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	49	0.2	2.2	11			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	254	1.3	1.5	83			
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	3.1	0			
1.C.11 Settled suburbia, older people	215	1.1	2.8	38			
1.C.12 Retired and empty nesters	8	0.0	2.5	2			
1.C.13 Upmarket downsizers	26	0.1	1.3	10			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	25	0.1	0.7	18			
2.D.15 Younger professionals in smaller flats	209	1.1	1.5	72			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	33	0.2	1.0	17			
2.E Career Climbers							
2.E.18 Career driven young families	68	0.3	2.0	17			
2.E.19 First time buyers in small, modern homes	5,245	26.4	3.4	778			
2.E.20 Mixed metropolitan areas	324	1.6	1.0	162			
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	112	0.6	2.7	21			
3.G.25 Larger family homes, multi-ethnic areas	38	0.2	0.8	23			
3.G.26 Semi-professional families, owner occupied neighbourhoods	60	0.3	2.4	12			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	231	1.2	3.5	34			
3.H.28 Owner occupied terraces, average income	798	4.0	1.6	251			
3.H.29 Established suburbs, older families	370	1.9	2.3	80			
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	25	0.1	0.5	26			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	4,543	22.9	2.2	1,062			
3.J.33 Smaller houses and starter homes	299	1.5	2.4	63			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	51	0.3	0.3	77			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	2,362	11.9	1.9	618			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	58	0.3	1.4	20			
4.L.38 Semi-skilled workers in traditional neighbourhoods	85	0.4	2.6	16			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	42	0.2	1.0	21			
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	242	1.2	1.6	74			
4.M.43 Families in right-to-buy estates	151	0.8	2.0	37			
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	12	0.1	0.8	8			
4.N.46 Elderly people in social rented flats	141	0.7	1.0	69			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	9	0.0	1.7	3			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	311	1.6	2.2	72			
5.O.50 Struggling younger people in mixed tenure	964	4.8	1.8	269			
5.O.51 Young people in small, low cost terraces	310	1.6	2.3	69			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	13	0.1	1.6	4			
5.P.53 Low income terraces	261	1.3	0.8	160			
5.P.54 Multi-ethnic, purpose-built estates	115	0.6	1.0	59			
5.P.55 Deprived and ethnically diverse in flats	89	0.4	0.7	61			
5.P.56 Low income large families in social rented semis	27	0.1	1.6	8			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	833	4.2	1.5	278			
5.Q.58 Singles and young families, some receiving benefits	46	0.2	1.8	13			
5.Q.59 Deprived areas and high-rise flats	723	3.6	2.0	185			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	33	0.2	0.1	279			
6.R.61 Inactive communal population	51	0.3	0.3	90			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	19,879						

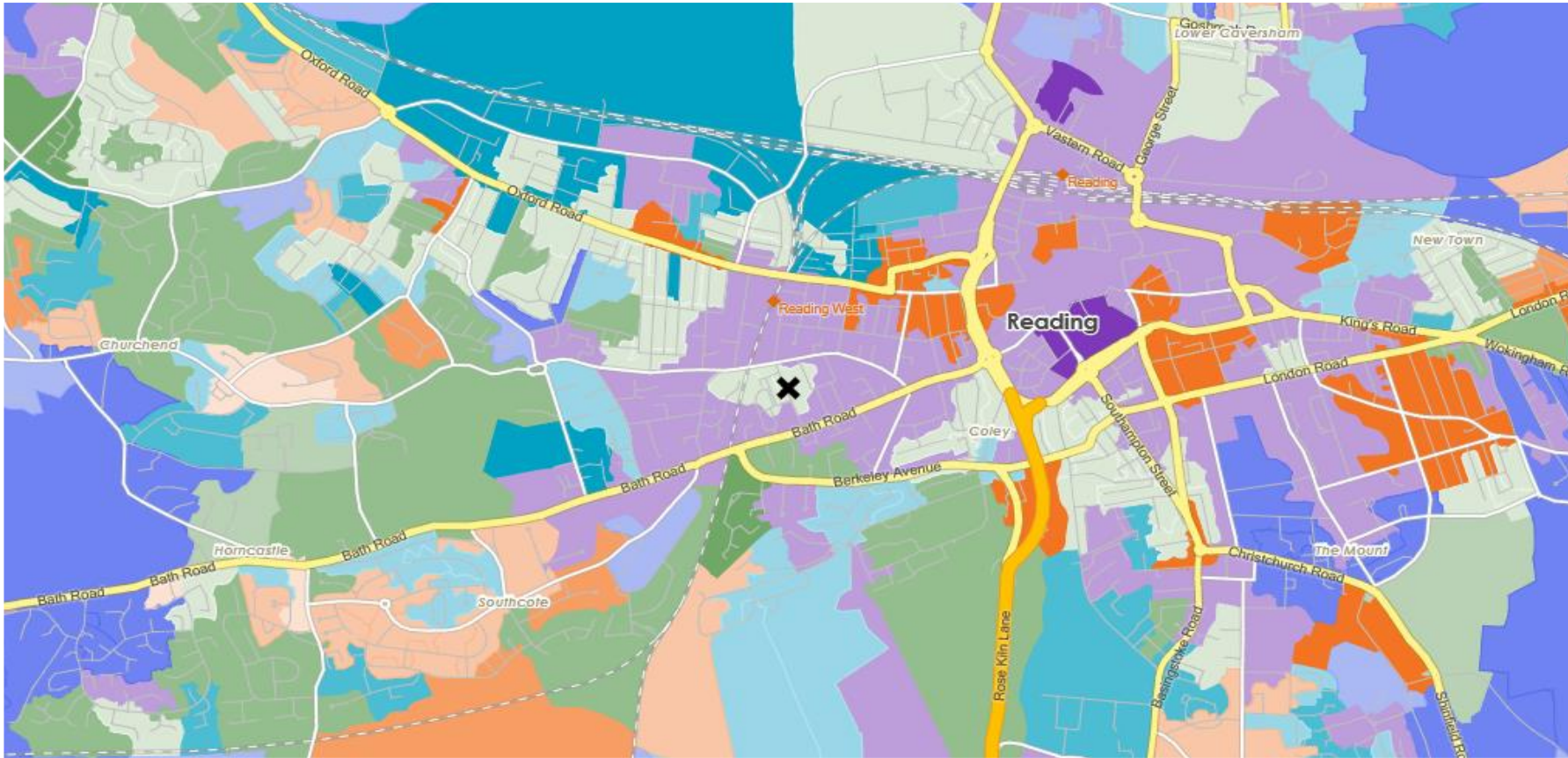
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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- 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
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

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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Source: OS Open Data 2018

Area: P00574_Foresters Arms, Reading, RG1 6NY (1 Mile contour)

