

# Catchment Summary - Globe Newbury



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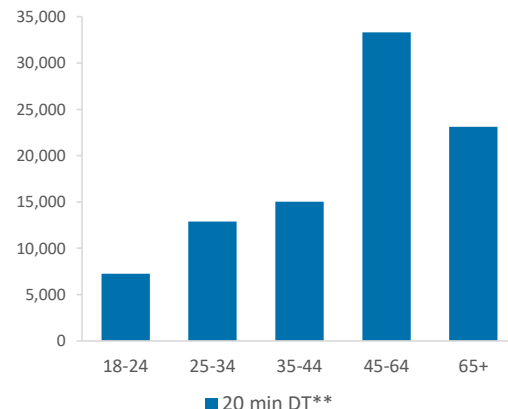
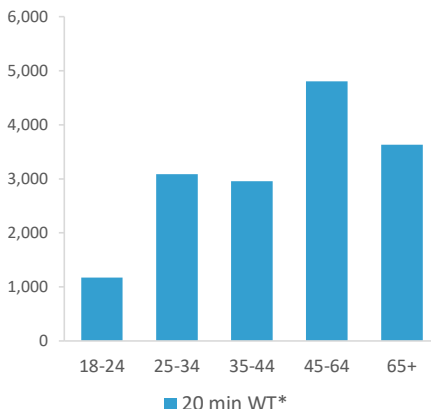
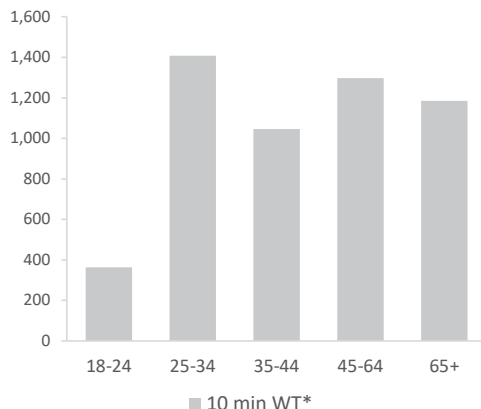
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*WT= Walktime, \*\*DT= Drivetime

	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Population</b>	6,451	19,519	118,028	122	134	31	
<b>Adults 18+</b>	5,300	15,653	91,636	122	88	31	
<b>Competition Pubs</b>	28	35	130	187	109	36	
<b>Adults 18+ per Competition Pub</b>	189	447	705	23	54	85	
<b>% Adults Likely to Drink</b>	82.9%	83.4%	84.1%	101	101	102	
<b>Affluence</b>	<b>Low</b>	20.6%	16.2%	10.7%	80	63	42
	<b>Medium</b>	22.8%	30.9%	27.1%	58	78	69
	<b>High</b>	56.2%	51.1%	60.7%	168	152	181
<b>Age Profile</b>	<b>18-24</b>	364	1,170	7,269	70	74	76
	<b>25-34</b>	1,408	3,090	12,900	164	119	82
	<b>35-44</b>	1,046	2,958	15,017	126	118	99
	<b>45-64</b>	1,297	4,804	33,312	79	96	110
	<b>65+</b>	1,185	3,631	23,138	96	97	103

\*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



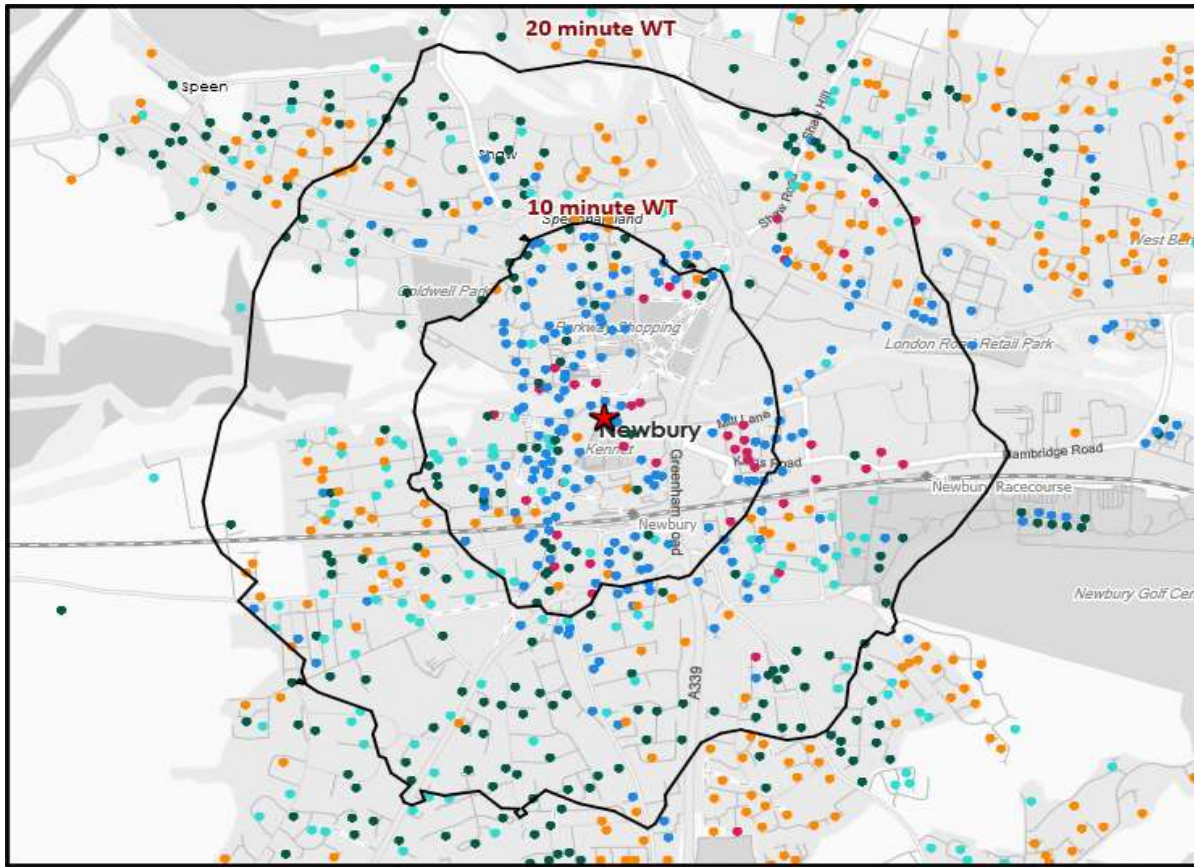
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	3,265 (51%)	9,811 (50%)	58,301 (49%)	102	102	100
	<b>Female</b>	3,186 (49%)	9,708 (50%)	59,727 (51%)	98	98	100
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	2,635 (56%)	7,279 (52%)	40,821 (49%)	134	124	118
	<b>Employed: Part-time</b>	445 (9%)	1,689 (12%)	10,900 (13%)	73	92	101
	<b>Self employed</b>	447 (9%)	1,362 (10%)	9,017 (11%)	99	101	113
	<b>Unemployed</b>	90 (2%)	278 (2%)	1,288 (2%)	80	83	65
	<b>Retired</b>	415 (9%)	1,501 (11%)	10,026 (12%)	64	77	87
<b>Other</b>	686 (15%)	1,981 (14%)	11,310 (14%)	74	71	69	
<b>Total Worker Count</b>	9,066	14,215	63,871				

See the Glossary page for further information on the above variables

# Polaris Summary - Globe Newbury



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Data Source © 2020 TomTom

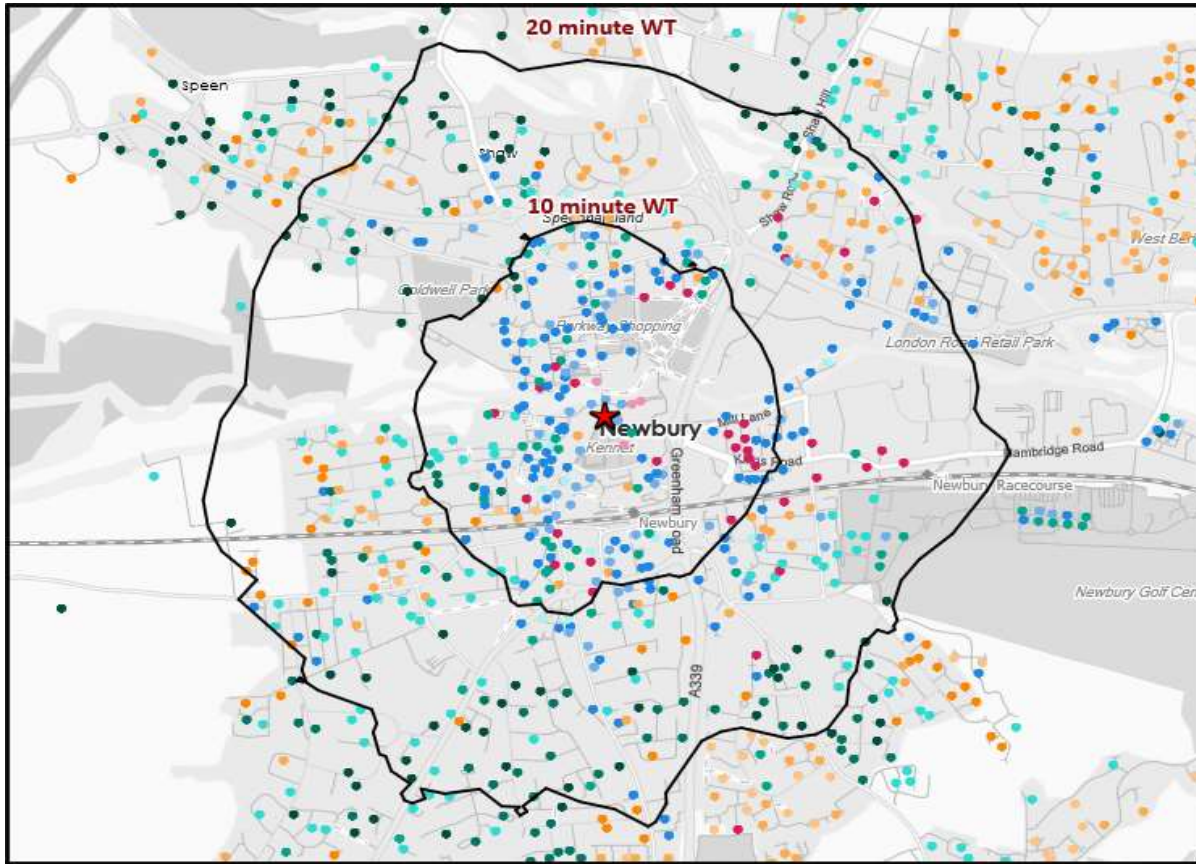


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	571	825	1,472	121	59	18
Young Adult - Showing I'm Cool	3,119	4,912	8,389	640	341	99
Midlife - Young Kids	242	3,566	30,420	15	73	106
Midlife - Carefree	344	2,418	19,207	31	73	100
Mature	1,007	3,648	30,738	68	83	120
<b>Not Private Households</b>	17	284	1,410	22	126	107
<b>Total</b>	5,300	15,653	91,636			



- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care**
  - Low
  - Medium
  - High
- Young Adult - Showing I'm Cool**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

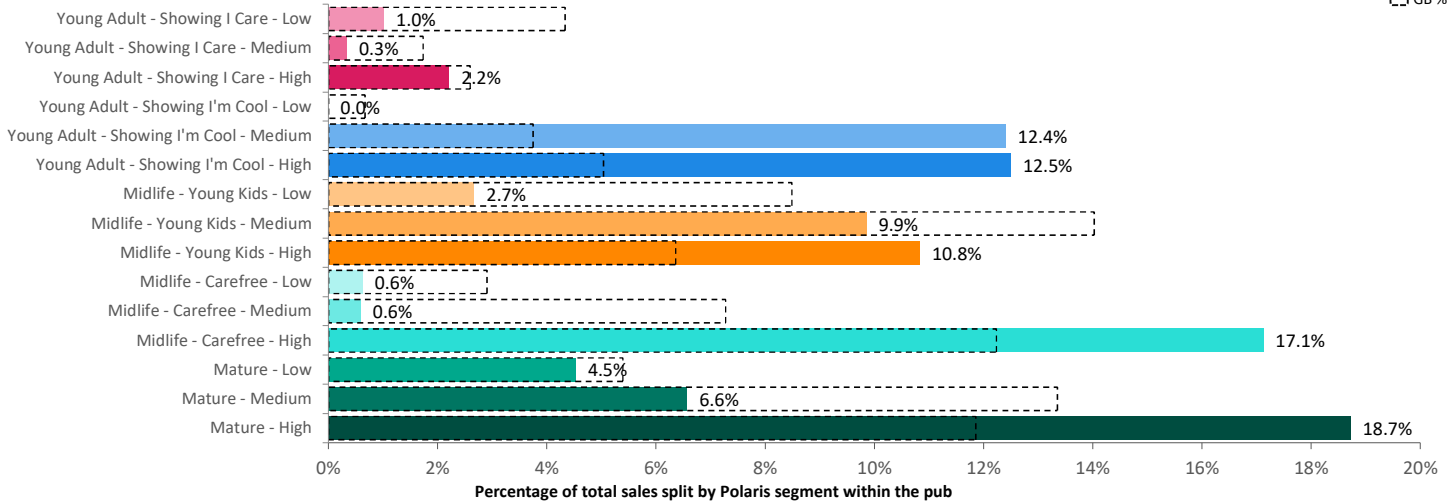
Polaris Plus Profile by Catchment

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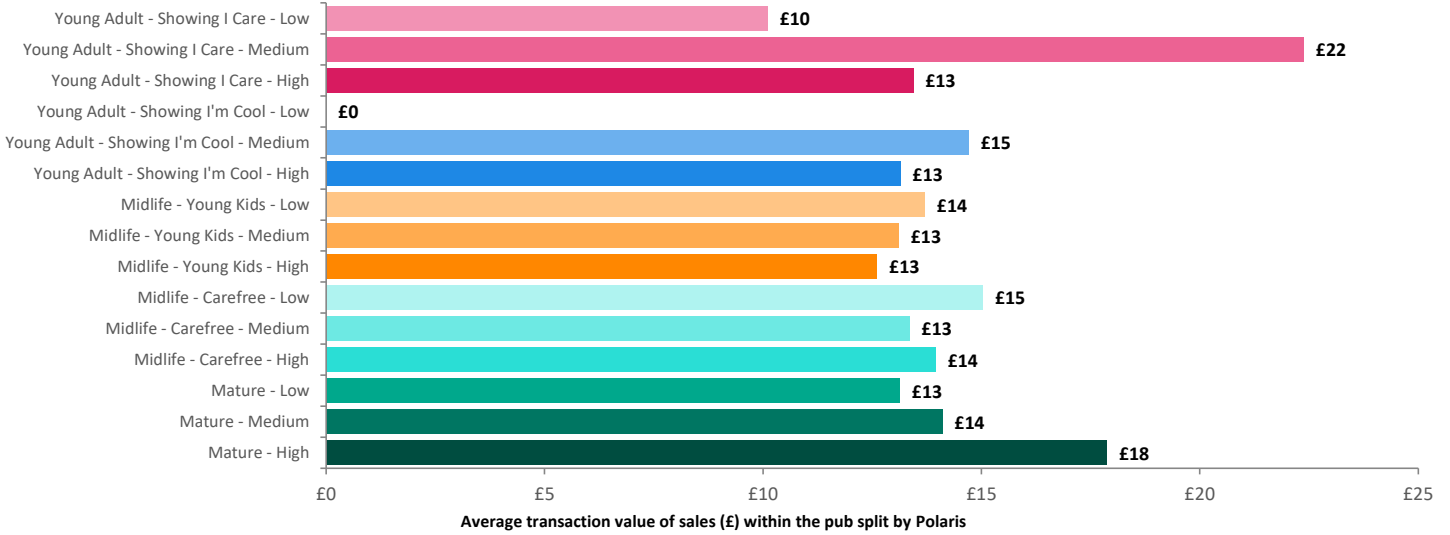
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	17	17	196	8	3	5
Medium	0	0	0	0	0	0
High	554	808	1,276	310	153	41
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	941	1,447	2,324	480	250	69
High	2,178	3,465	6,065	918	495	148
<b>Midlife - Young Kids</b>						
Low	103	433	4,014	17	25	39
Medium	131	2,244	16,317	17	96	119
High	8	889	10,089	3	105	204
<b>Midlife - Carefree</b>						
Low	103	348	892	57	65	29
Medium	0	14	883	0	1	14
High	241	2,056	17,432	42	120	174
<b>Mature</b>						
Low	871	1,737	4,679	277	187	86
Medium	136	1,129	5,274	20	57	45
High	0	782	20,785	0	53	242
<b>Not Private Households</b>	17	284	1,410	22	126	107
<b>Total</b>	5,300	15,653	91,636			

Spend by Polaris

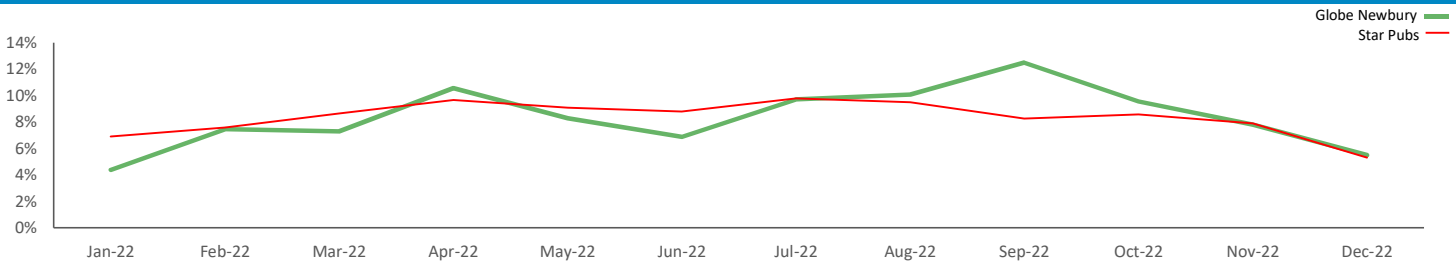
GB %



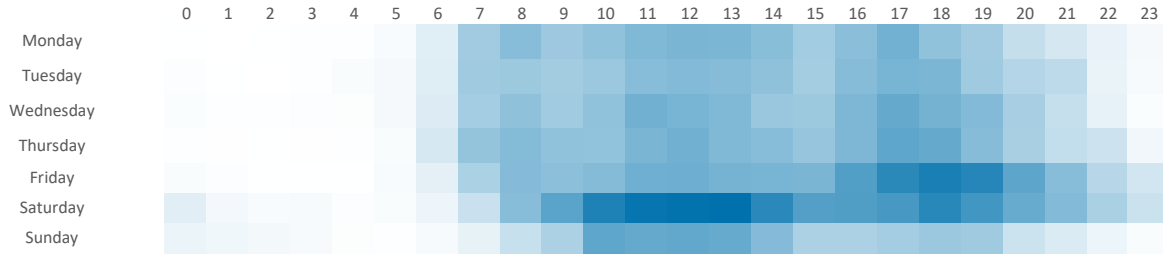
Average Transaction Values (£) by Polaris



Spend by Month

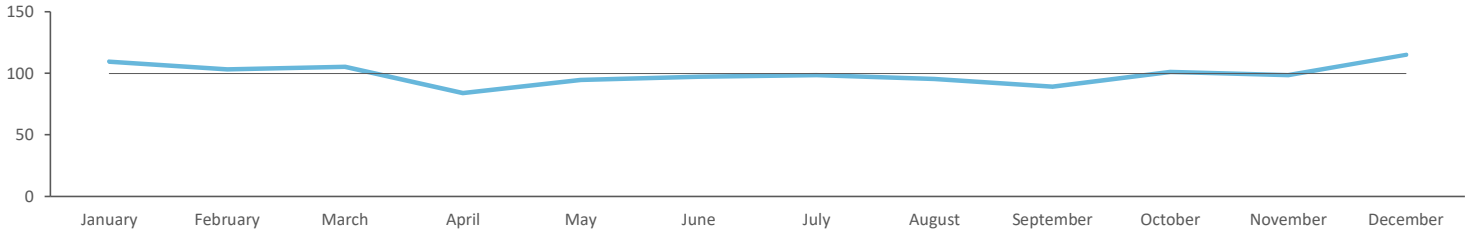


Time of Day/Day of Week



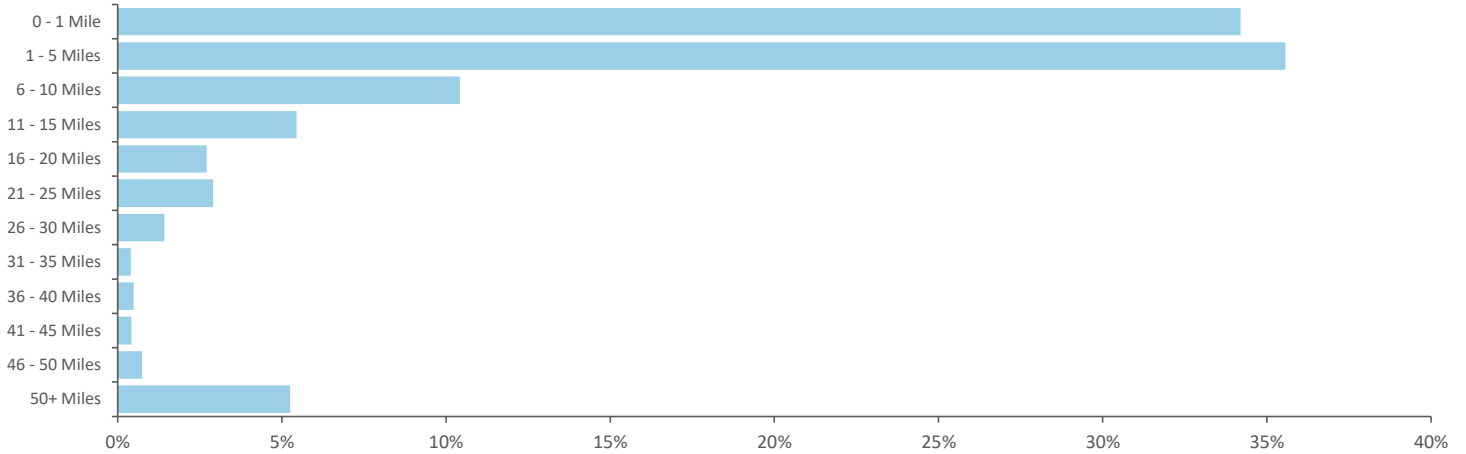
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



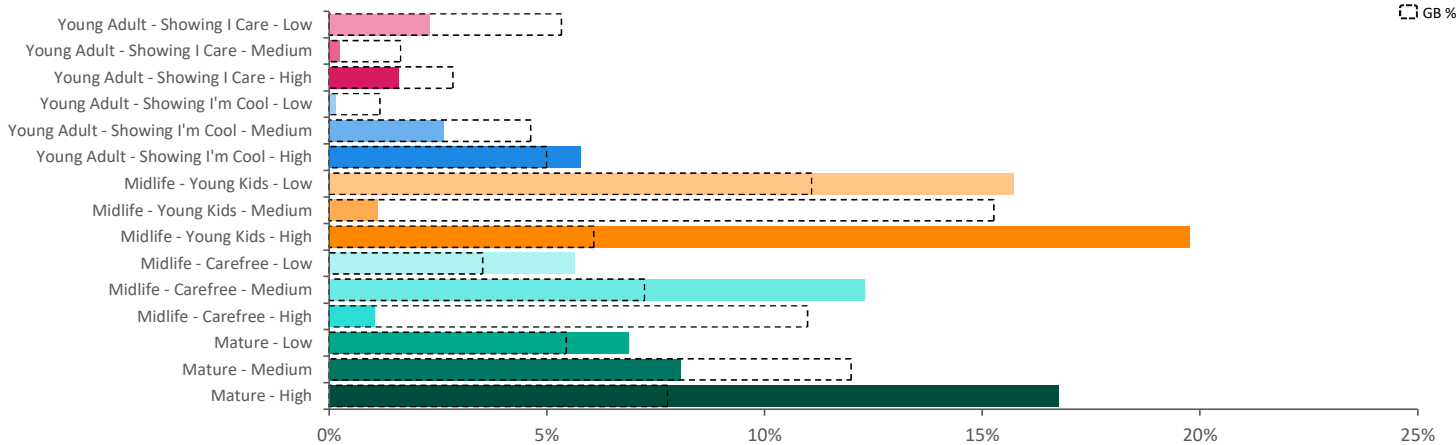
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



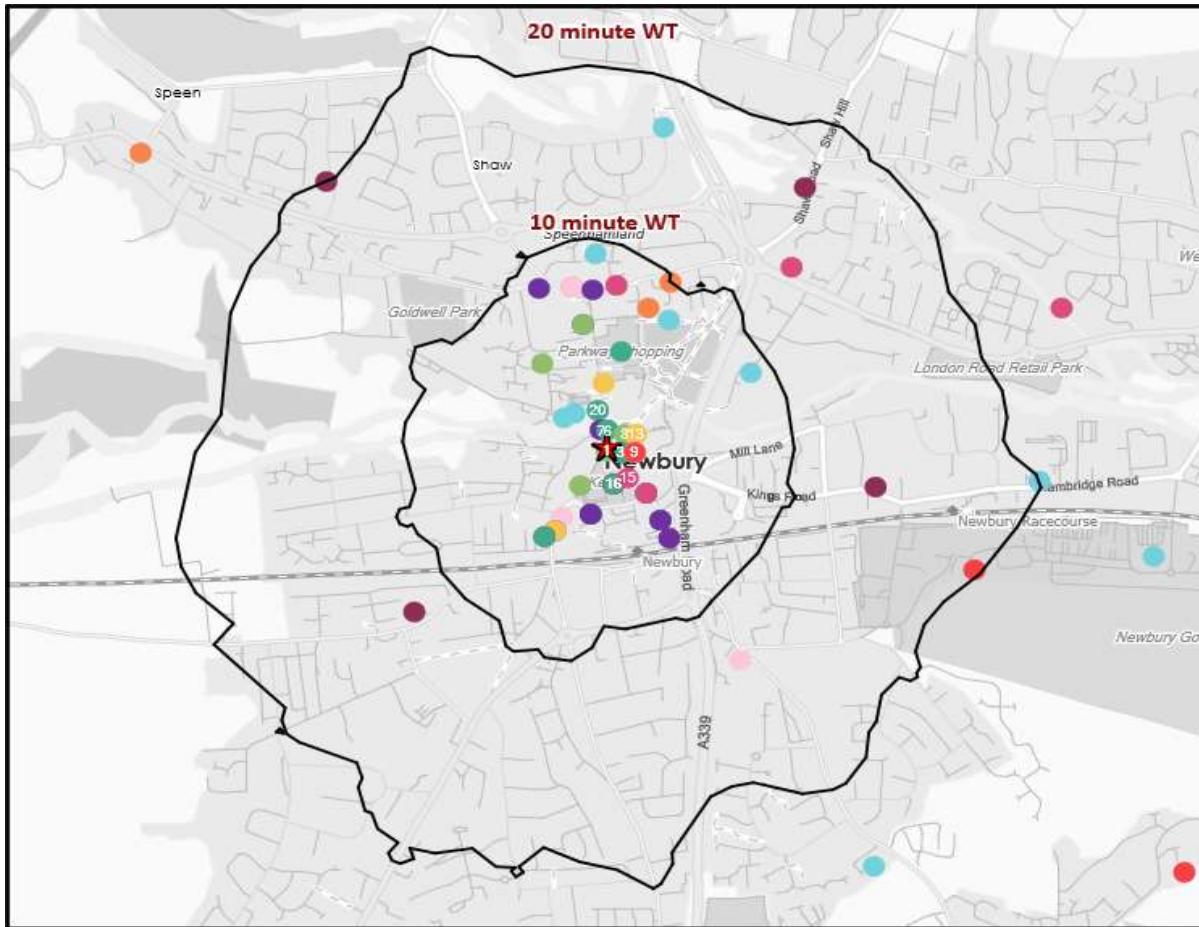
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door





- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

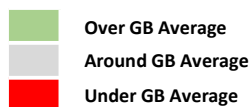
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Newbury	RG14 5HB	Greene King	GPGF	0.0
1	Globe	RG14 5HB	Star Pubs & Bars	Circuit Bar	0.0
3	Spare Wheel	RG14 5AA	Independent Free	ABOS	0.0
3	Sushi Maki	RG14 5AA	Independent Free	Casual Dining	0.0
3	Pizza Express	RG14 5AA	Hony Capital	Casual Dining	0.0
6	7Bone	RG14 5EX	7Bone	Casual Dining	0.0
7	Arigato	RG14 5BE	Independent Free	Restaurants	0.0
8	Old Wagon And Horses	RG14 5AG	Stonegate Pub Company	Circuit Bar	0.1
9	Bills	RG14 5BD	Bills Restaurants	Casual Dining	0.1
9	Hatchet Inn	RG14 5BD	Wetherspoons GB	Circuit Bar	0.1
9	Elephant At The Market	RG14 5BD	Marston's	GPGF	0.1
9	Corn Exchange	RG14 5BD	Independent Free	Large Venue	0.1
13	Slug And Lettuce	RG14 5AN	Stonegate Pub Company	High Street Pub	0.1
13	Document House	RG14 5AN	Independent Free	High Street Pub	0.1
15	Catherine Wheel	RG14 5DB	Stonegate Pub Company	Family Pub Dining	0.1
16	Kung Fu	RG14 5EN	Independent Free	Restaurants	0.1
16	Vue	RG14 5EN	Omers Private Equity	Large Venue	0.1
16	Hive	RG14 5EN	Independent Free	Night Club	0.1
16	Nandos	RG14 5EN	Nandos Restaurants	Casual Dining	0.1
20	Lock Stock & Barrel	RG14 1AA	Fuller Smith & Turner	GPGF	0.1

# Per Pub Analysis - Globe Newbury



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,300	15,653	91,636
Number of Competition Pubs	28	35	130
Adults 18+ per Competition Pub	189	447	705

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,337	25.2%	247
Circuit Bar	190	3.6%	98
Community Pub	665	12.5%	72
Craft Led	600	11.3%	358
Great Pub Great Food	1,421	26.8%	140
High Street Pub	614	11.6%	67
Premium Local	353	6.7%	38

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,854	18.2%	179
Circuit Bar	595	3.8%	104
Community Pub	2,044	13.1%	75
Craft Led	1,053	6.7%	213
Great Pub Great Food	4,006	25.6%	133
High Street Pub	2,029	13.0%	75
Premium Local	2,427	15.5%	88

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	11,492	12.5%	123
Circuit Bar	2,826	3.1%	84
Community Pub	10,143	11.1%	64
Craft Led	2,512	2.7%	87
Great Pub Great Food	27,270	29.8%	155
High Street Pub	10,680	11.7%	67
Premium Local	23,528	25.7%	146

Category	Explanation																		
Population	The population count within the specified catchment																		
Gender	Counts of Males and Females within the specified catchment																		
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																		
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																		
Over GB Average	Index value is > 120																		
Around GB Average	Index value is between 80 - 120																		
Under GB Average	Index value is < 80																		
<b>Polaris Segmentation</b>																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home  <i>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</i>	35-54 year olds No children under 12 at home  <i>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</i>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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Consumer insight	18-34 year olds Conscious choices on sustainability and health  <i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i>	18-34 year olds Looking good and discovering what's new  <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home  <i>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</i>	35-54 year olds No children under 12 at home  <i>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</i>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</i>														
Product needs	<ul style="list-style-type: none"> <li>fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Aids being <b>part of the group</b></li> <li><b>Discovering</b> new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>														
<b>Licensed Premises</b>																			
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																			
<b>Competition Pubs</b>																			
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																			
<b>Mobile data</b>																			
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																			
<b>Acorn</b>																			
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																			
<b>Transactional data</b>																			
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																			