Catchment Summary - Apple Tree Shirley
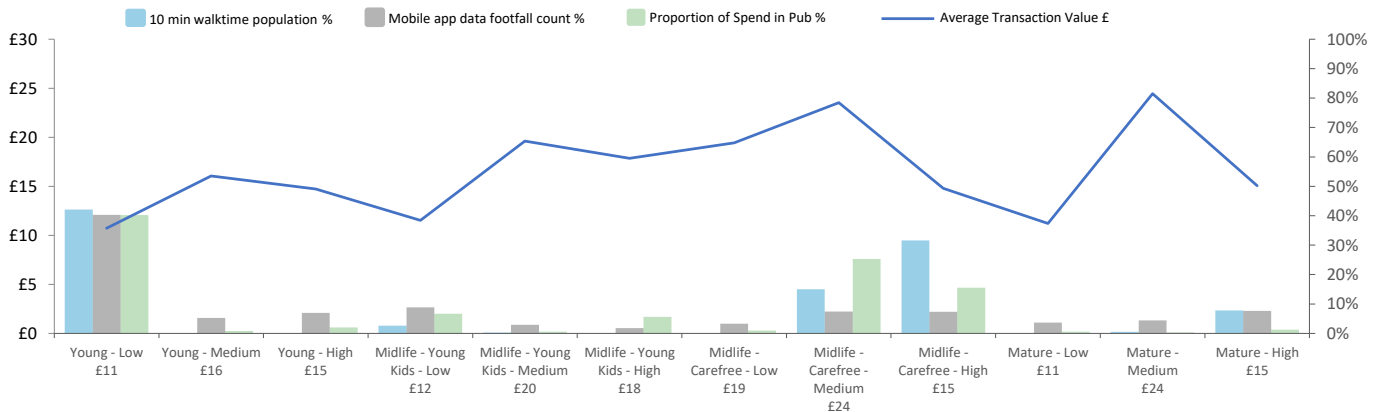
Ship To	Name	Postcode	Operator	Segment	Sparsity
48039	Apple Tree Shirley	CR 0 8NG	Star Pubs & Bars	Premium Local	5

Polaris Segments

★ Pub Sites
N Catchments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population % · Mobile app data footfall count % · Proportion of Spend in Pub % · Average Transaction Value £

Categories: Young - Low £11 · Young - Medium £16 · Young - High £15 · Midlife - Young Kids - Low £12 · Midlife - Young Kids - Medium £20 · Midlife - Young Kids - High £18 · Midlife - Carefree - Low £19 · Midlife - Carefree - Medium £24 · Midlife - Carefree - High £15 · Mature - Low £11 · Mature - Medium £24 · Mature - High £15

See the Glossary page for further information on the above variables

Catchment Summary - Apple Tree Shirley

*WT= Walktime, **DT= Drivetime
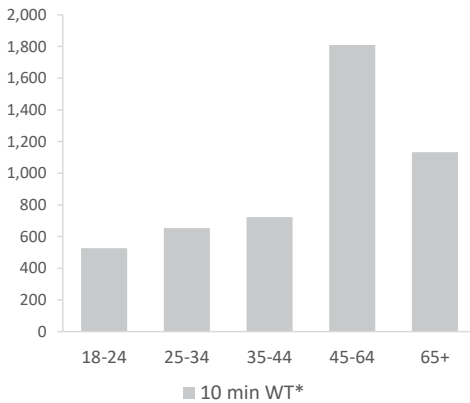
		Over GB Average
		Around GB Average
		Under GB Average

		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**
	Population	6,526	15,771	709,125	122	85	161

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	4,844	12,342	550,398	108	81	157
	Competition Pubs	1	3	280	6	8	67
	Adults 18+ per Competition Pub	4,844	4,114	1,966	564	479	229
	% Adults Likely to Drink	69.5%	76.1%	71.9%	91	100	94
Affluence	**Low**	44.7%	20.4%	43.1%	134	61	130
	Medium	15.9%	21.2%	21.4%	42	56	56
	High	39.4%	58.3%	34.9%	144	214	128

*Affluence does not include Not Private Households

Age Profile	**18-24**	526	1,160	48,900	99	90	85
	25-34	654	1,522	98,837	75	72	104
	35-44	723	1,697	111,106	84	81	118
	45-64	1,809	4,601	187,145	108	114	103
	65+	1,132	3,362	104,410	90	111	77
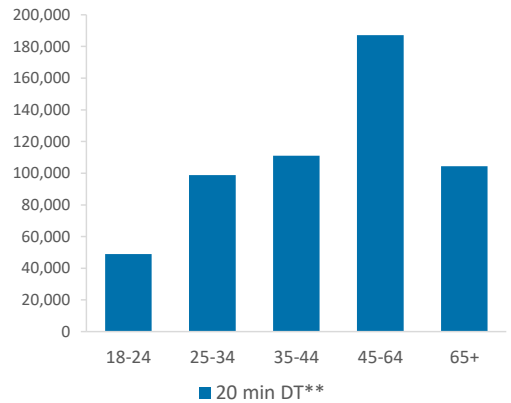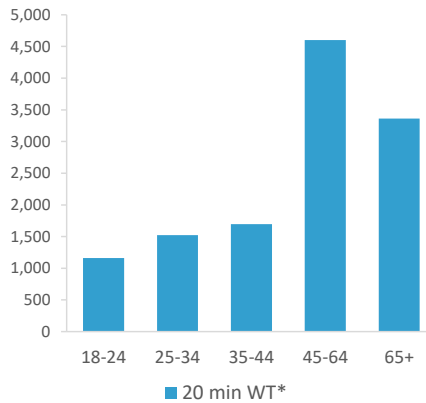
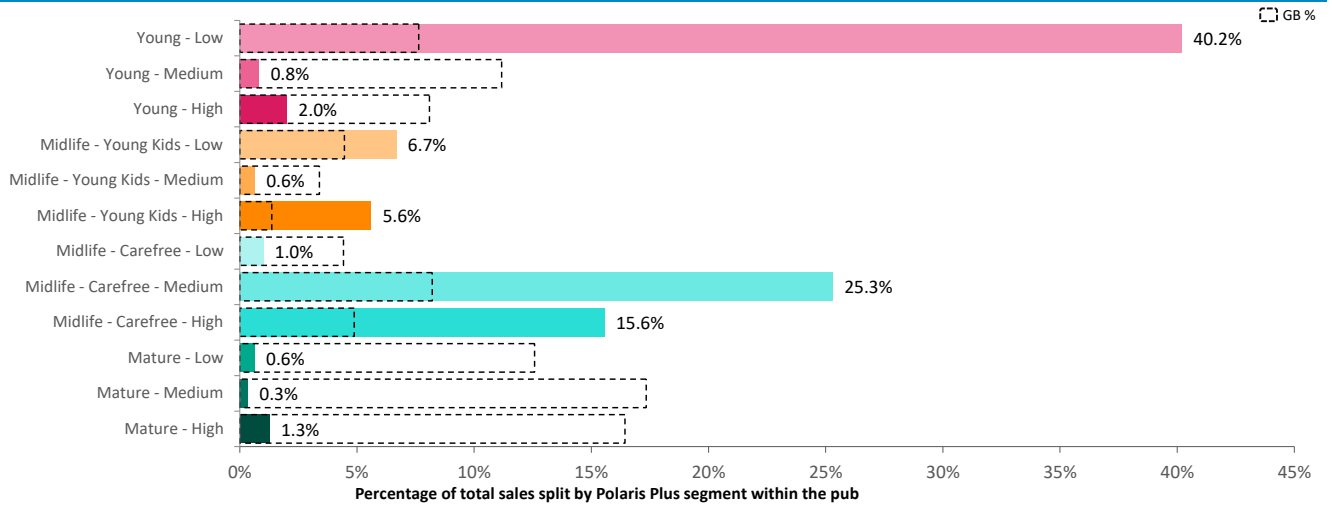|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	2,986 (46%)	7,349 (47%)	340,019 (48%)	93	95	98
	Female	3,540 (54%)	8,422 (53%)	369,106 (52%)	106	105	102
Economic Status (16+)	**Employed: Full-time**	1,544 (30%)	3,968 (31%)	207,003 (36%)	88	90	106
	Employed: Part-time	663 (13%)	1,540 (12%)	65,965 (12%)	110	101	98
	Self employed	444 (9%)	1,319 (10%)	65,534 (12%)	95	111	125
	Unemployed	223 (4%)	386 (3%)	22,485 (4%)	159	109	143
	Full-time student	119 (2%)	205 (2%)	11,472 (2%)	98	67	85
	Retired	1,047 (21%)	3,340 (26%)	96,657 (17%)	94	119	78
	Other	1,045 (21%)	2,083 (16%)	99,804 (18%)	118	93	101
	Total Worker Count	464	2,899	163,252			

See the Glossary page for further information on the above variables
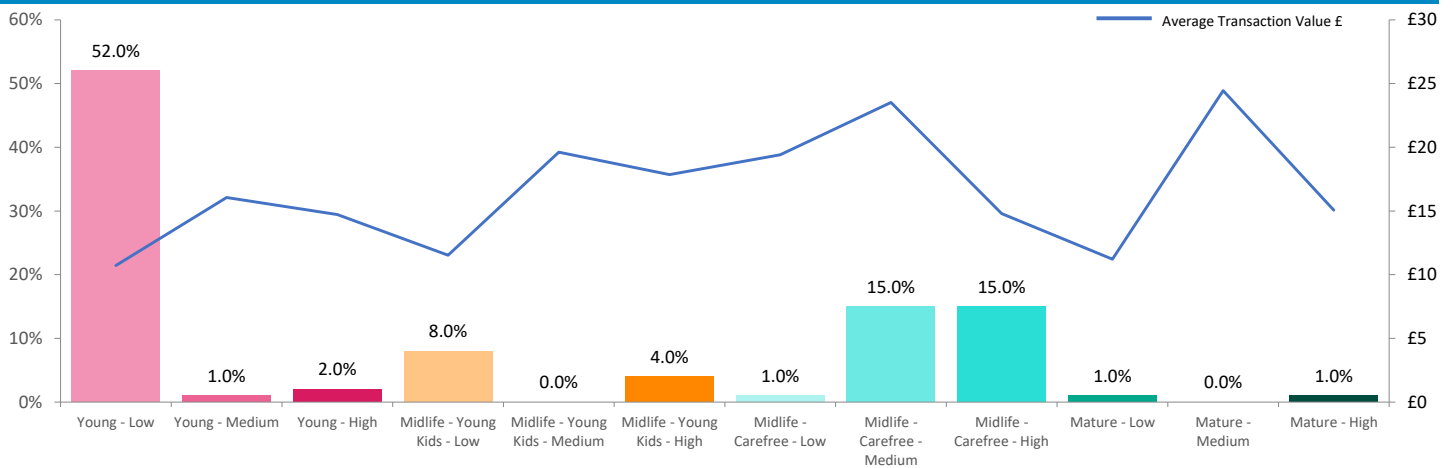
Transactional Data Summary - Apple Tree Shirley

star PUBS&BARS

Spend by Polaris Plus

[ ] GB %

Segment	%
Young - Low	40.2%
Young - Medium	0.8%
Young - High	2.0%
Midlife - Young Kids - Low	6.7%
Midlife - Young Kids - Medium	0.6%
Midlife - Young Kids - High	5.6%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	25.3%
Midlife - Carefree - High	15.6%
Mature - Low	0.6%
Mature - Medium	0.3%
Mature - High	1.3%

Percentage of total sales split by Polaris Plus segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	52.0%
Young - Medium	1.0%
Young - High	2.0%
Midlife - Young Kids - Low	8.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	4.0%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	15.0%
Midlife - Carefree - High	15.0%
Mature - Low	1.0%
Mature - Medium	0.0%
Mature - High	1.0%

Average transaction value of sales (£) within the pub split by Polaris Plus
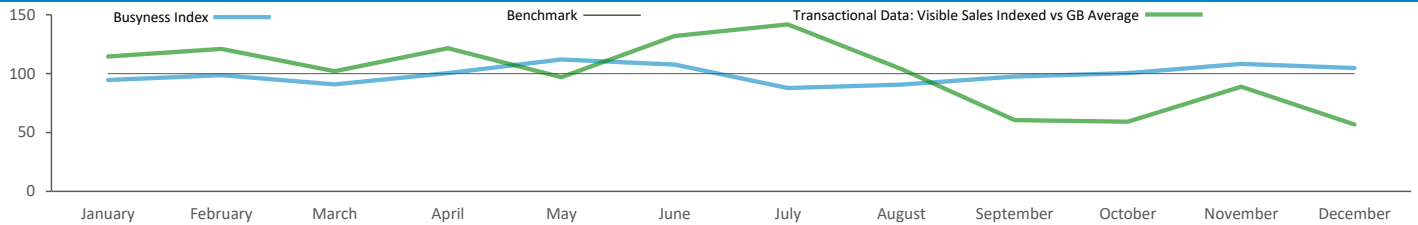
Spend by Month and Polaris
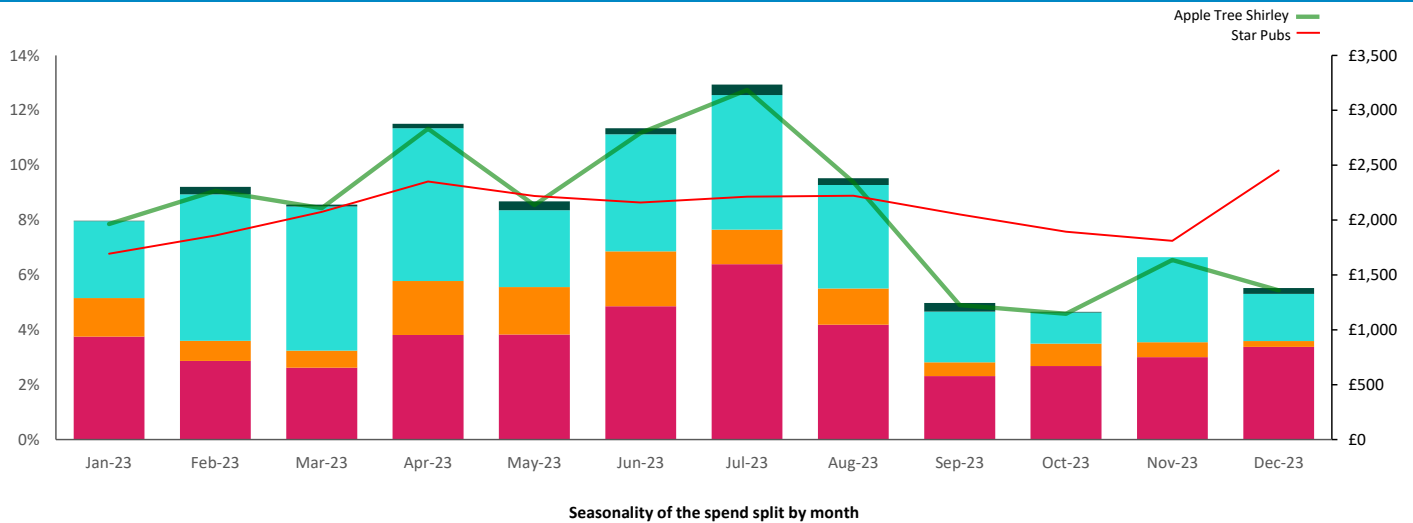
Apple Tree Shirley
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Apple Tree Shirley

star PUBS & BARS

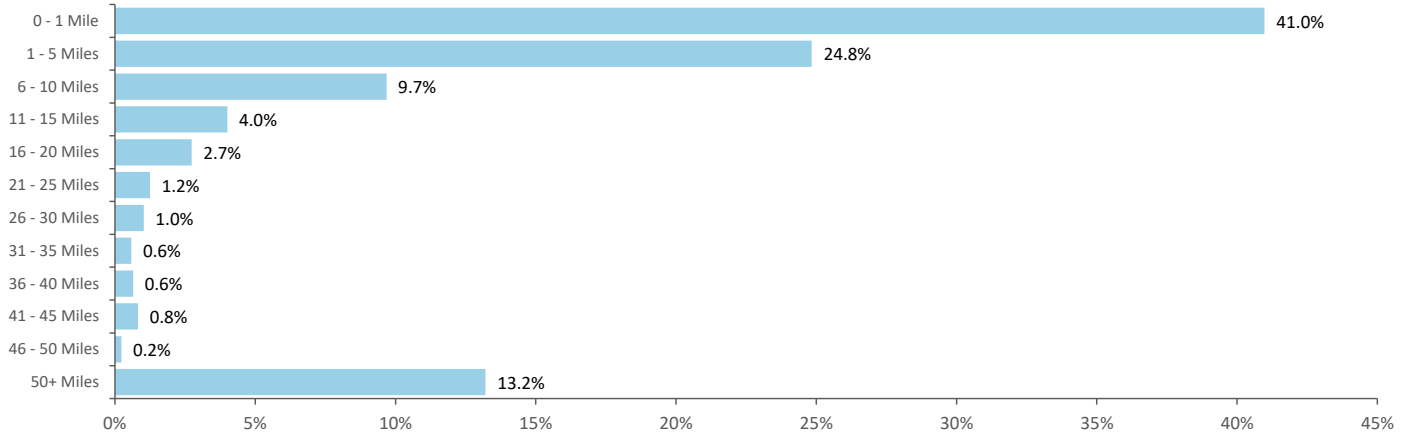## Time of Day/Day of Week
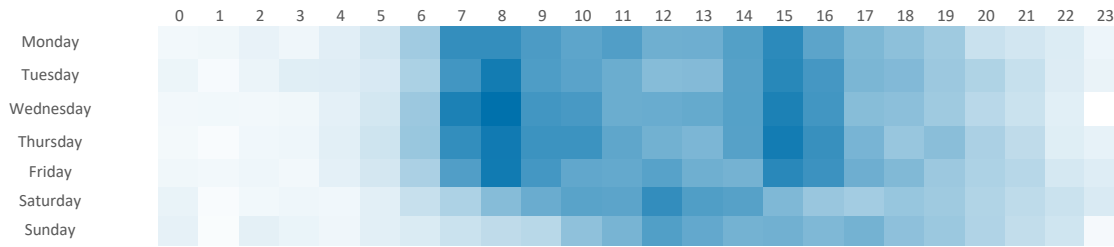
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	41.0%
1 - 5 Miles	24.8%
6 - 10 Miles	9.7%
11 - 15 Miles	4.0%
16 - 20 Miles	2.7%
21 - 25 Miles	1.2%
26 - 30 Miles	1.0%
31 - 35 Miles	0.6%
36 - 40 Miles	0.6%
41 - 45 Miles	0.8%
46 - 50 Miles	0.2%
50+ Miles	13.2%

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

Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	55.9%
Worker	7.3%
Tourist	17.7%
Local Tourist	19.2%
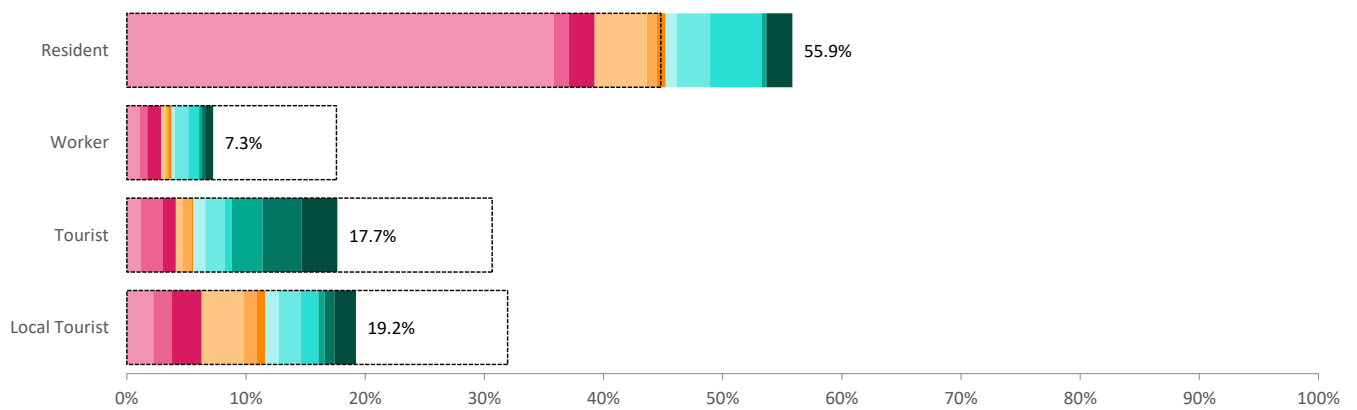
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile

Category	Value
Young - Low	40.3%
Young - Medium	5.3%
Young - High	7.0%
Midlife - Young Kids - Low	8.9%
Midlife - Young Kids - Medium	3.0%
Midlife - Young Kids - High	1.8%
Midlife - Carefree - Low	3.3%
Midlife - Carefree - Medium	7.4%
Midlife - Carefree - High	7.4%
Mature - Low	3.7%
Mature - Medium	4.4%
Mature - High	7.7%
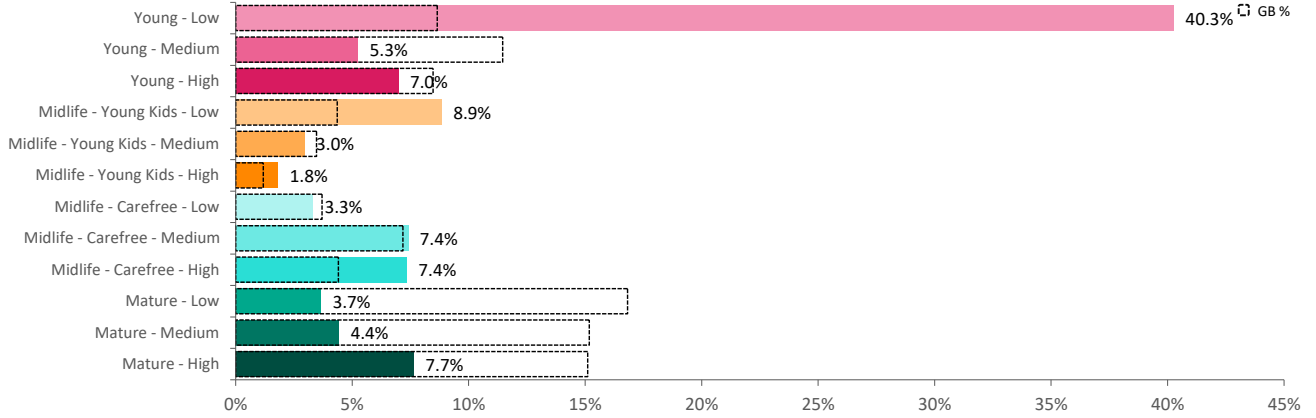
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
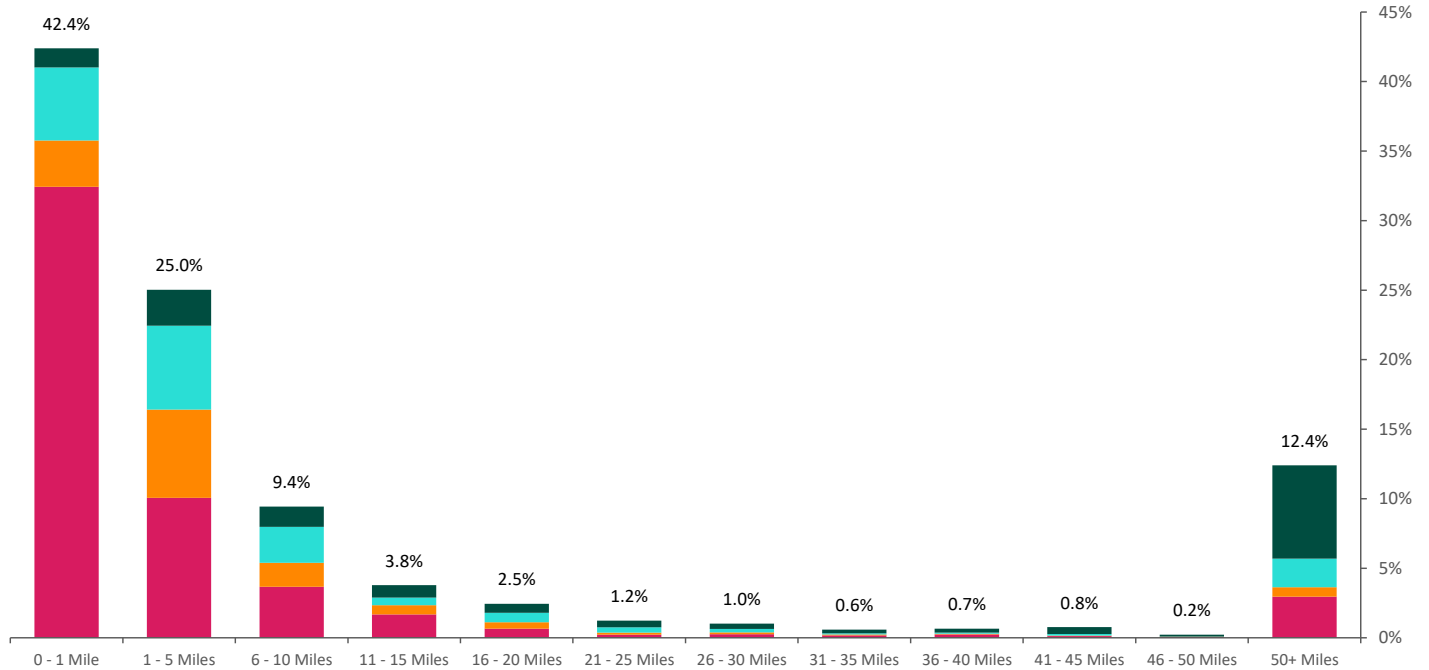
Distance	Value
0 - 1 Mile	42.4%
1 - 5 Miles	25.0%
6 - 10 Miles	9.4%
11 - 15 Miles	3.8%
16 - 20 Miles	2.5%
21 - 25 Miles	1.2%
26 - 30 Miles	1.0%
31 - 35 Miles	0.6%
36 - 40 Miles	0.7%
41 - 45 Miles	0.8%
46 - 50 Miles	0.2%
50+ Miles	12.4%

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

Mobile Data Summary - Apple Tree Shirley

Time of Day by Polaris: Weekday (Monday to Friday)

Weekday

	pre 11am (35%)	11am-2pm (16%)	2pm-5pm (19%)	5pm-8pm (13%)	8pm-11pm (8%)	11pm+ (8%)
Mature	13.1%	14.9%	13.7%	14.3%	16.1%	14.7%
Midlife - Carefree	14.6%	15.8%	16.2%	17.9%	16.9%	16.0%
Midlife - Young Kids	26.3%	23.0%	13.9%	15.2%	20.4%	29.9%
Young	46.0%	46.3%	56.2%	52.7%	46.6%	39.4%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
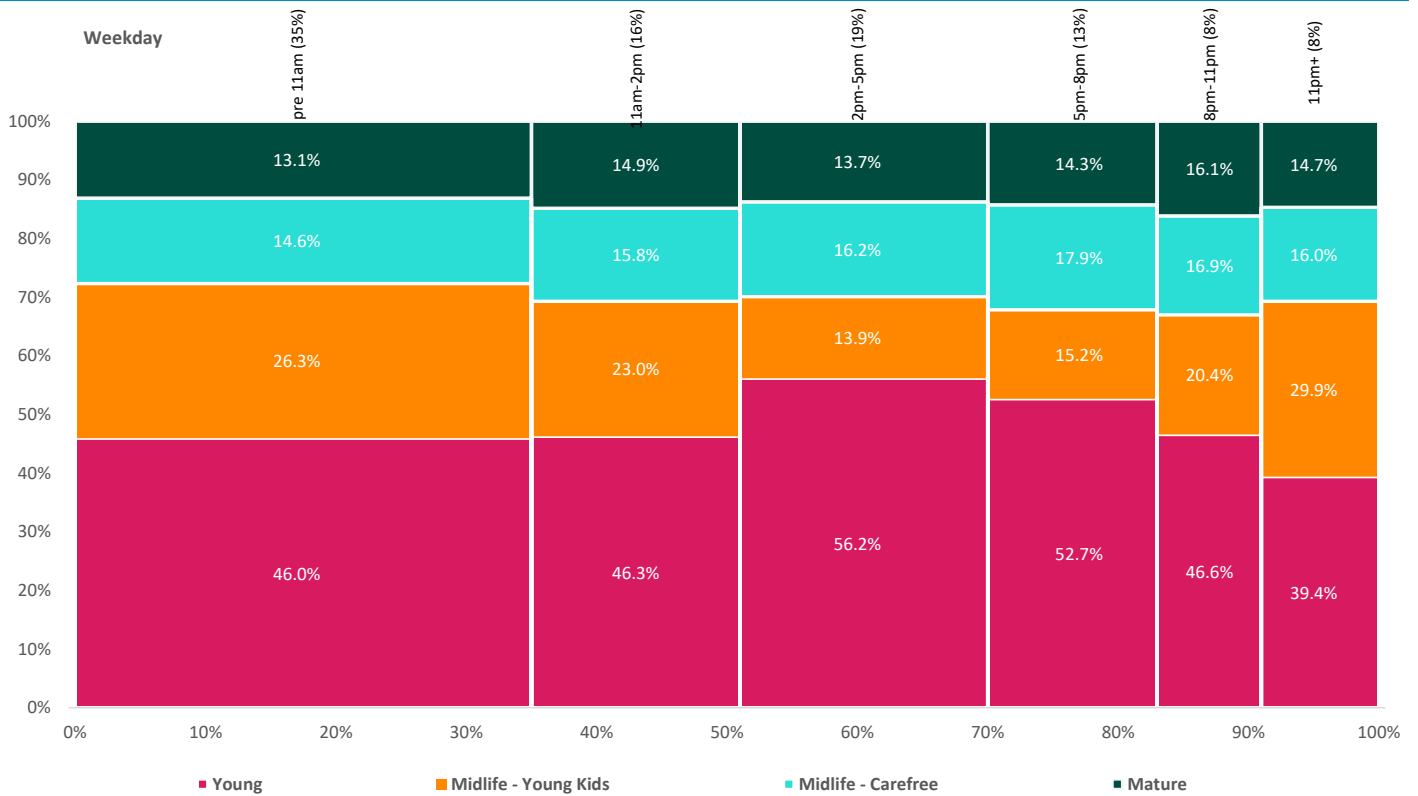
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (26%)	11am-2pm (21%)	2pm-5pm (18%)	5pm-8pm (15%)	8pm-11pm (10%)	11pm+ (10%)
Mature	13.7%	13.3%	13.3%	13.8%	14.4%	11.2%
Midlife - Carefree	14.6%	16.0%	18.4%	18.4%	18.6%	17.5%
Midlife - Young Kids	28.1%	18.3%	16.4%	15.0%	18.3%	30.3%
Young	43.6%	52.3%	51.9%	52.8%	48.6%	41.0%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
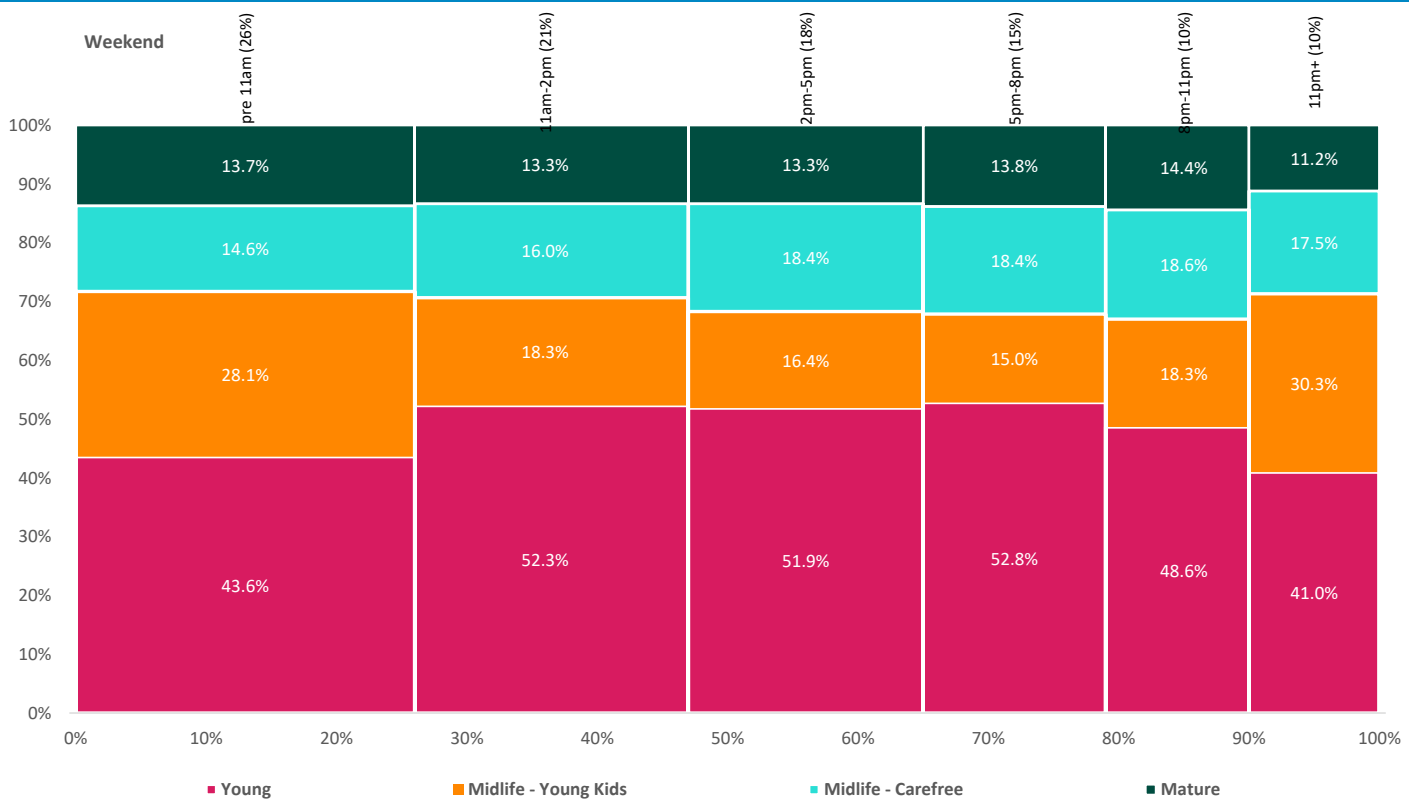
Polaris Summary - Apple Tree Shirley

Pub Sites
Catchment

Polaris Segments

● Young

● 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	2,039	3,070	233,715	153	90	154
Midlife - Young Kids	143	520	103,957	27	39	173
Midlife - Carefree	2,256	7,015	149,868	294	359	172
Mature	406	1,737	59,287	19	32	24
Not Private Households	0	0	3,571	0	0	49
Total	4,844	12,342	550,398			

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

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**
Young						
Low	2,039	2,039	111,278	429	168	206
Medium	0	244	55,920	0	18	93
High	0	787	66,517	0	95	180
Midlife - Young Kids						
Low	127	127	68,016	48	19	225
Medium	16	259	12,985	8	48	54
High	0	134	22,956	0	97	373
Midlife - Carefree						
Low	0	46	49,206	0	9	212
Medium	726	1,984	44,839	209	224	114
High	1,530	4,985	55,823	709	907	228
Mature						
Low	0	310	8,628	0	18	11
Medium	27	132	4,083	4	7	5
High	379	1,295	46,576	52	70	56
Not Private Households	0	0	3,571	0	0	49
Total	4,844	12,342	550,398			

CGA Summary - Apple Tree Shirley
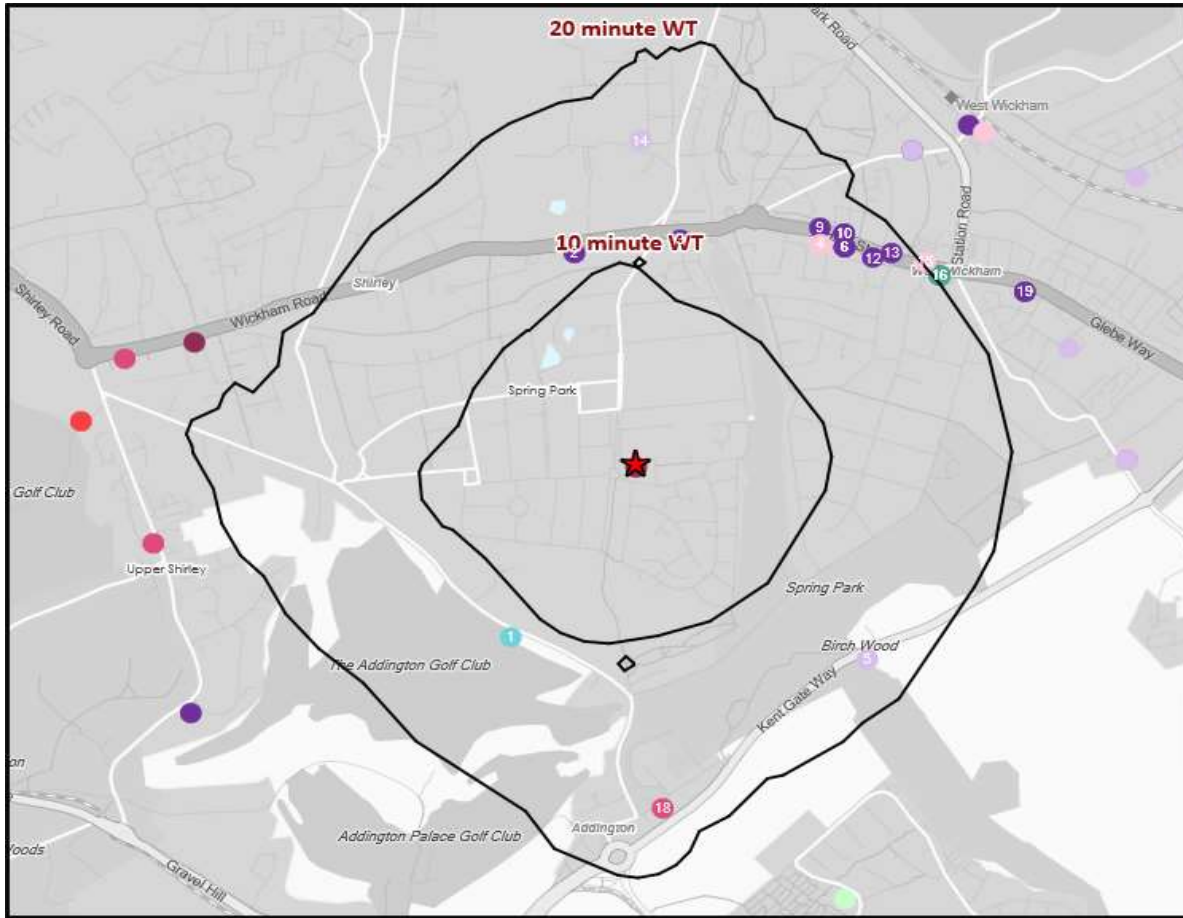
Pub Sites
Catchment

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)
0	Apple Tree	CR 0 8NG	Star Pubs & Bars	Premium Local	0.0
1	Addington Golf Club	CR 0 5AB	Independent Free	Clubland	0.5
2	Helvadere	CR 0 8DN	Independent Free	Restaurants	0.5
3	Fish Bar	CR 0 8EB	Independent Free	Restaurants	0.5
4	Wheatsheaf	BR 4 0LU	Greene King	GPGF	0.6
5	Croydon Rugby Football Club	BR 4 9BF	Independent Free	Sports Clubs	0.6
6	Indian Diner	BR 4 0LT	Independent Free	Restaurants	0.6
6	Corza	BR 4 0LT	Independent Free	Restaurants	0.6
6	Harper	BR 4 0LT	Independent Free	Restaurants	0.6
9	Topolino's	BR 4 0LZ	Independent Free	Restaurants	0.7
10	Diwana Restaurant	BR 4 0ND	Independent Free	Restaurants	0.7
10	Curry Corner	BR 4 0ND	Independent Free	Restaurants	0.7
12	Curry House	BR 4 0LS	Independent Free	Restaurants	0.7
13	Hisar Meze Bar	BR 4 0NH	Independent Free	Restaurants	0.7
14	Bethlem Royal Hospital Bowls Club	BR 3 3BY	Independent Free	Sports Clubs	0.7
15	Swan	BR 4 0NJ	Stonegate Pub Company	GPGF	0.7
16	Wickham Bay	BR 4 0LP	Independent Free	Restaurants	0.8
16	Pizza Express	BR 4 0LP	Hony Capital	Casual Dining	0.8
18	Cricketers	CR 0 5AQ	Mitchells & Butlers	Family Pub Dining	0.8
19	H2O Chinese	BR 4 0RL	Independent Free	Casual Dining	0.9
19	Sonar Gaon Tandoori	BR 4 0RL	Independent Free	Restaurants	0.9

Per Pub Analysis - Apple Tree Shirley

*WT= Walktime, **DT= Drivetime
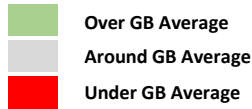
Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,844	12,342	550,398
Number of Competition Pubs	1	3	280
Adults 18+ per Competition Pub	4,844	4,114	1,966

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	336	6.9%	86
Circuit Bar	0	257	5.3%	131
Community Pub	0	893	18.4%	96
Craft Led	0	103	2.1%	61
Great Pub Great Food	0	910	18.8%	106
High Street Pub	0	783	16.2%	88
Premium Local	1	836	17.3%	105

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,077	8.7%	108
Circuit Bar	0	340	2.8%	68
Community Pub	0	1,584	12.8%	67
Craft Led	0	283	2.3%	66
Great Pub Great Food	1	3,317	26.9%	152
High Street Pub	0	1,152	9.3%	51
Premium Local	1	2,559	20.7%	126

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	20	62,072	11.3%	140
Circuit Bar	48	22,603	4.1%	101
Community Pub	7	88,747	16.1%	84
Craft Led	0	25,517	4.6%	134
Great Pub Great Food	26	95,379	17.3%	98
High Street Pub	35	89,402	16.2%	88
Premium Local	63	69,062	12.5%	76

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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 & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
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

Polaris Segmentation

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."*	*"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"*	*"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'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"*
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

Licensed Premises

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.

Competition Pubs

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.

Mobile data

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.

Acorn

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

Transactional data

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.

Sparsity

Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

1 2 3	4 5 6 7 8 9 10 11 12	13 14 15 16	17 18 19 20
Metropolitan	Large Urban	Small Urban	Rural