

Catchment Summary - Roxie Steak & Tap Twickenham



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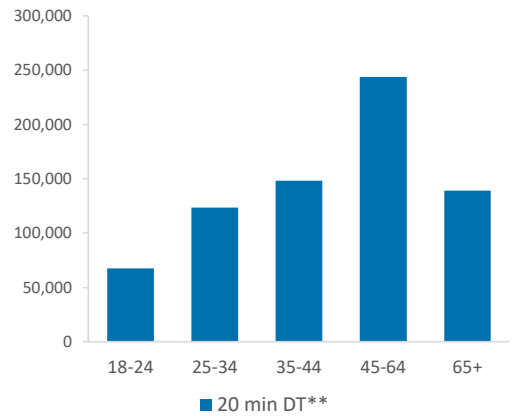
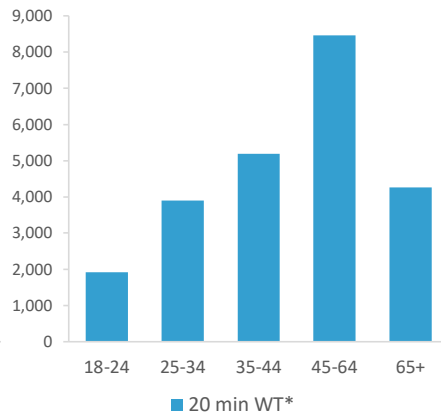
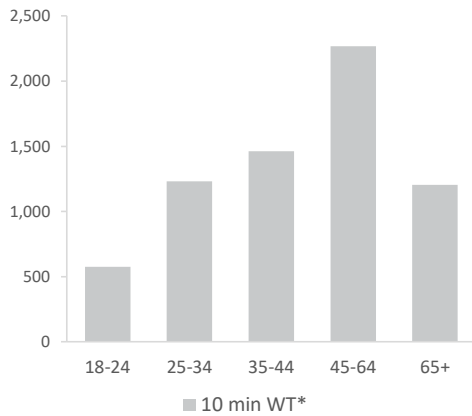
■ Over GB Average
■ Around GB Average
■ Under GB Average

*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**
Population		8,664	30,916	939,997	164	212	248
Adults 18+		6,740	23,742	722,370	155	133	242
Competition Pubs		15	25	512	100	78	141
Adults 18+ per Competition Pub		449	950	1,411	54	115	171
% Adults Likely to Drink		86.5%	86.0%	82.5%	105	104	100
Affluence	Low	17.1%	20.7%	28.1%	67	81	109
	Medium	8.7%	9.0%	26.2%	22	23	67
	High	74.2%	70.1%	44.7%	221	209	133
Age Profile	18-24	577	1,921	67,324	82	77	88
	25-34	1,230	3,899	123,609	107	95	99
	35-44	1,462	5,191	148,420	131	130	123
	45-64	2,267	8,466	243,837	102	107	101
	65+	1,204	4,265	139,180	73	72	77

*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



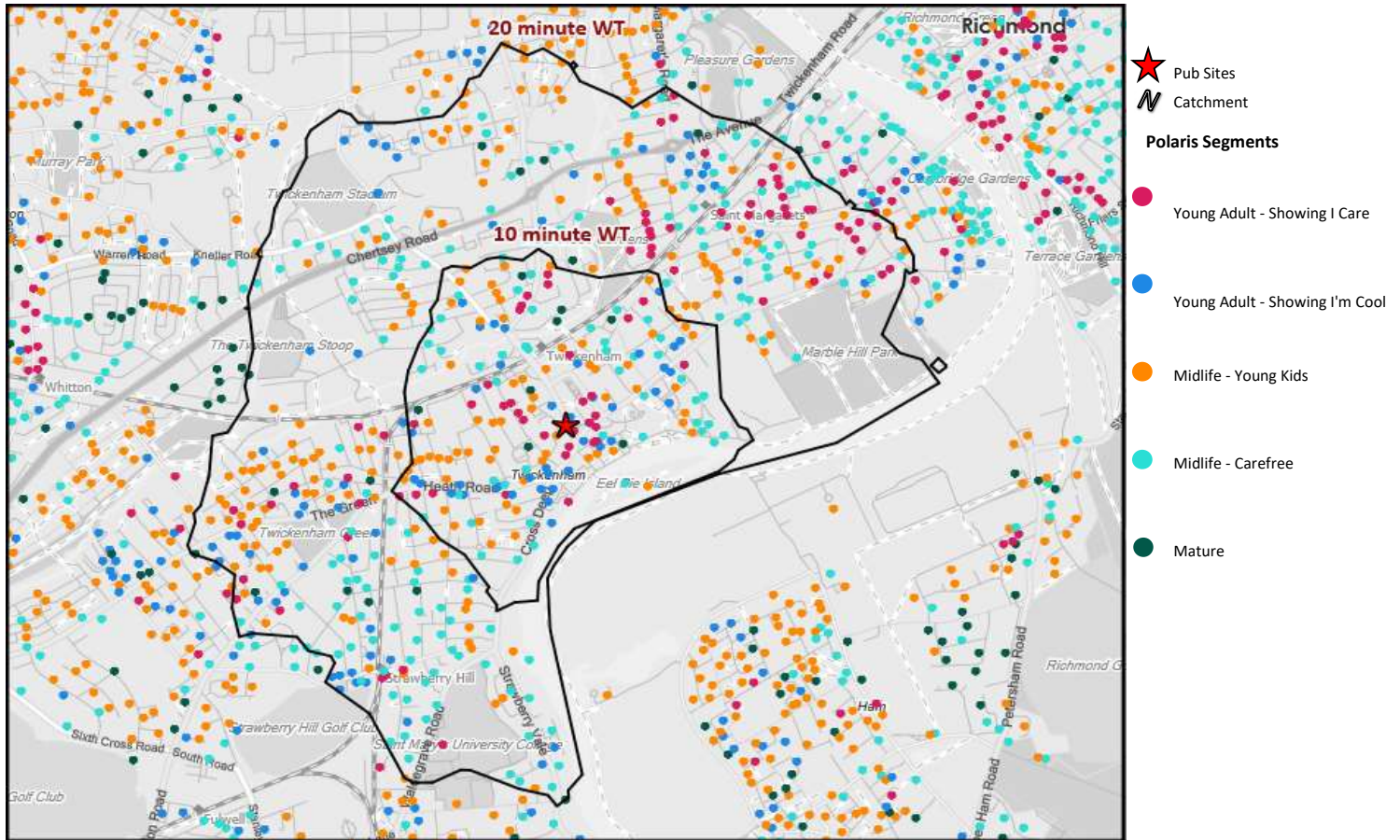
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	4,261 (49%)	15,193 (49%)	468,445 (50%)	99	99	101
	Female	4,403 (51%)	15,723 (51%)	471,552 (50%)	101	101	99
Economic Status (16-74)	Employed: Full-time	3,537 (55%)	11,933 (52%)	315,243 (46%)	133	126	112
	Employed: Part-time	537 (8%)	2,066 (9%)	70,052 (10%)	65	70	79
	Self employed	922 (14%)	3,166 (14%)	83,822 (12%)	151	146	129
	Unemployed	94 (1%)	363 (2%)	15,084 (2%)	62	67	94
	Retired	403 (6%)	1,646 (7%)	59,812 (9%)	46	52	64
	Other	910 (14%)	3,592 (16%)	135,643 (20%)	72	80	101
Total Worker Count		4,880	13,249	325,773			

See the Glossary page for further information on the above variables

Polaris Summary - Roxie Steak & Tap Twickenham



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Polaris Profile by Catchment

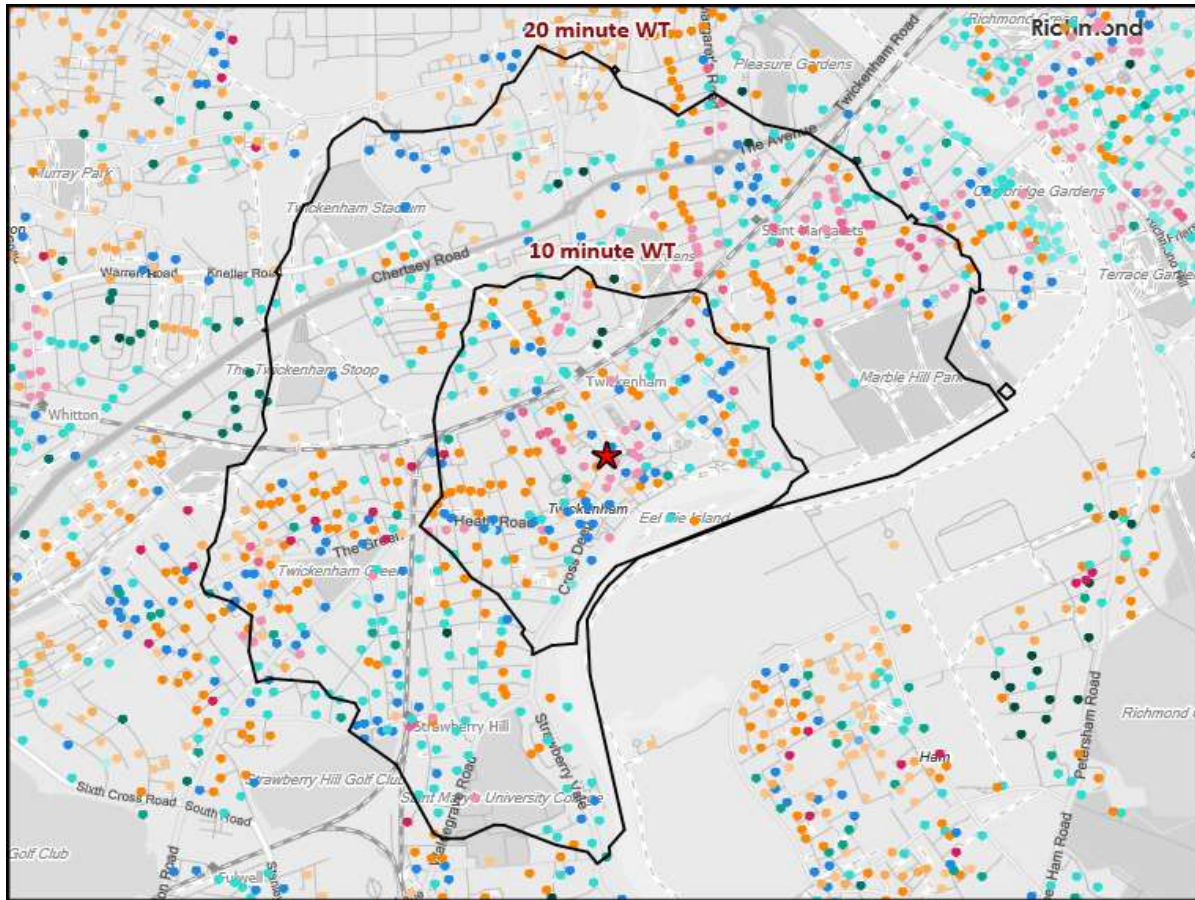
*WT= Walktime, **DT= Drivetime

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	1,230	3,889	104,567	205	184	162
Young Adult - Showing I'm Cool	1,307	3,645	78,230	211	167	118
Midlife - Young Kids	2,310	9,014	309,728	109	121	136
Midlife - Carefree	1,655	6,560	169,683	117	131	112
Mature	238	587	52,591	13	9	26
Not Private Households	0	47	7,571	0	14	73
Total	6,740	23,742	722,370			

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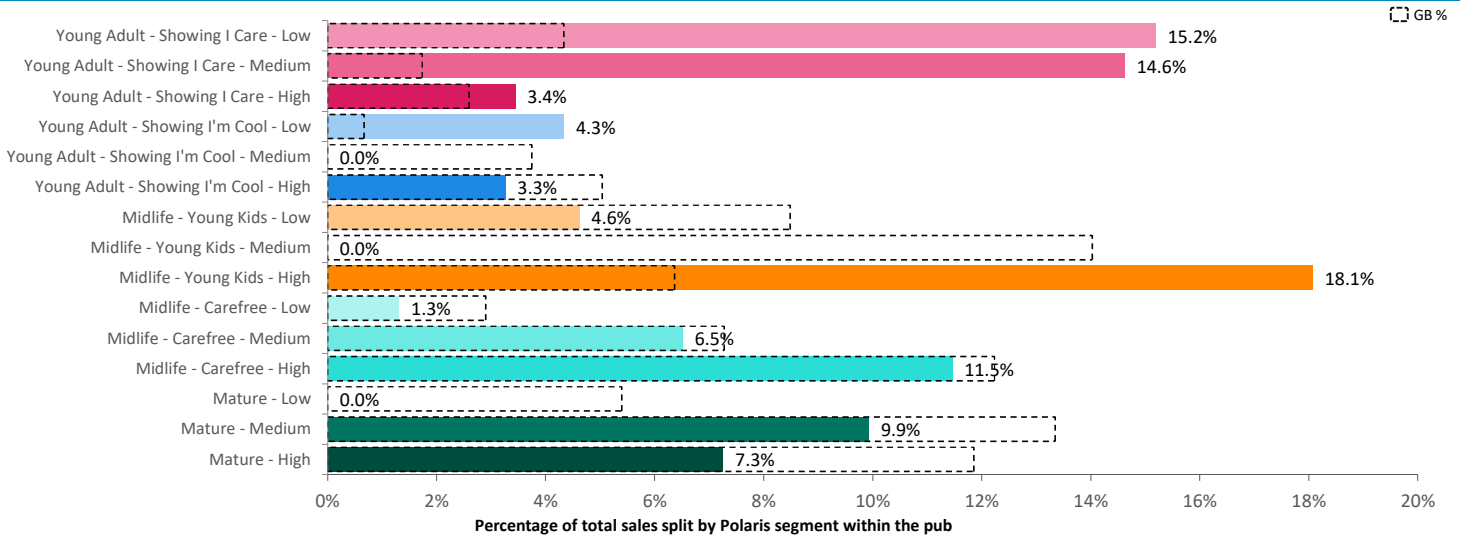
- ★ Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care**
- Low (Pink)
- Medium (Light Pink)
- High (Dark Pink)
- Young Adult - Showing I'm Cool**
- Low (Light Blue)
- Medium (Blue)
- High (Dark Blue)
- Midlife - Young Kids**
- Low (Light Orange)
- Medium (Orange)
- High (Dark Orange)
- Midlife - Carefree**
- Low (Light Teal)
- Medium (Teal)
- High (Dark Teal)
- Mature**
- Low (Light Green)
- Medium (Green)
- High (Dark Green)

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

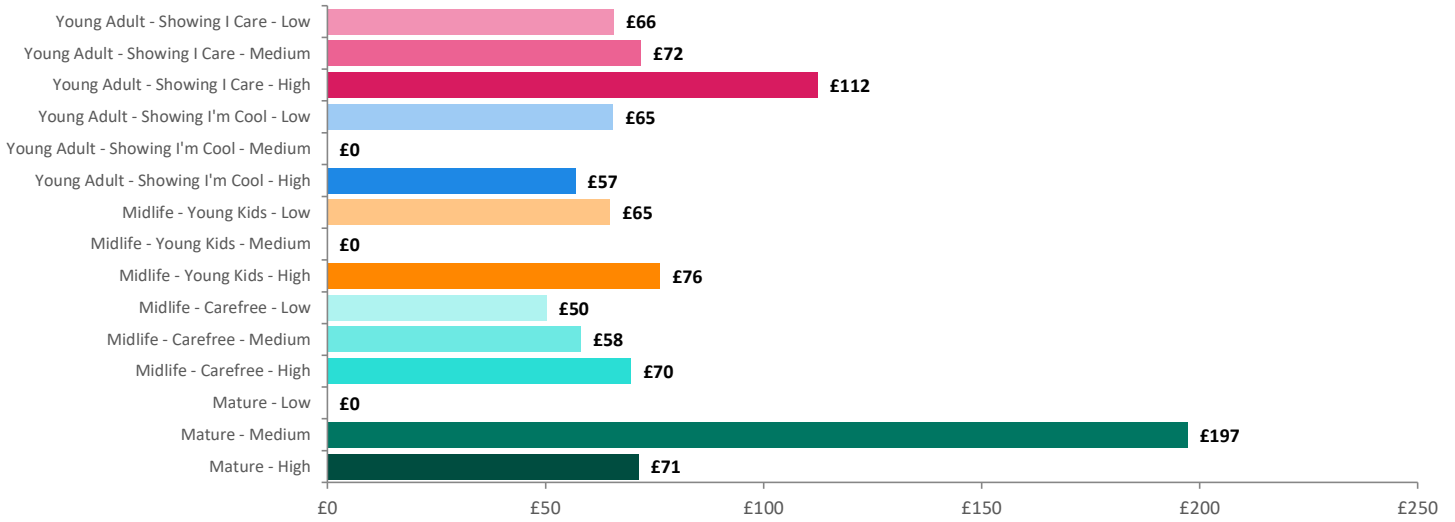
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	669	2,114	61,490	237	212	203
Medium	454	1,576	21,280	494	487	216
High	107	199	21,797	47	25	90
Young Adult - Showing I'm Cool						
Low	0	0	10,072	0	0	136
Medium	0	0	5,084	0	0	19
High	1,307	3,645	63,074	433	343	195
Midlife - Young Kids						
Low	267	1,963	108,862	36	74	136
Medium	0	340	126,576	0	10	117
High	2,043	6,711	74,290	562	524	191
Midlife - Carefree						
Low	126	520	7,139	55	64	29
Medium	134	217	18,402	30	14	38
High	1,395	5,823	144,142	190	225	183
Mature						
Low	90	313	15,118	22	22	35
Medium	0	0	18,001	0	0	20
High	148	274	19,472	23	12	29
Not Private Households	0	47	7,571	0	14	73
Total	6,740	23,742	722,370			

Spend by Polaris



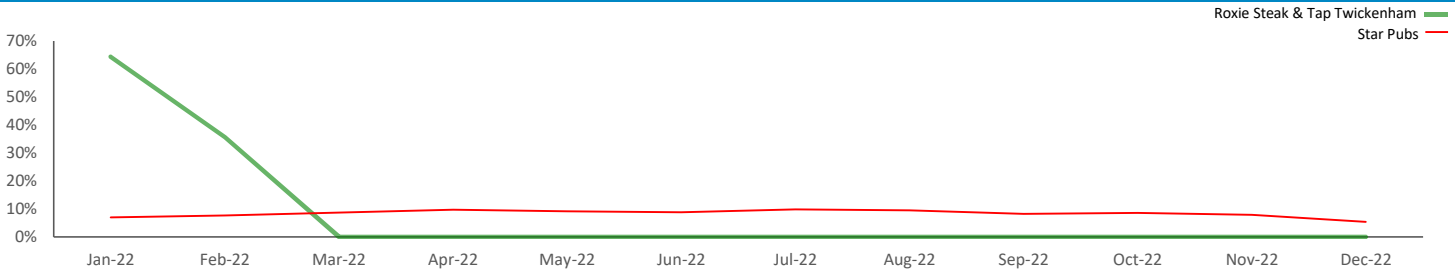
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

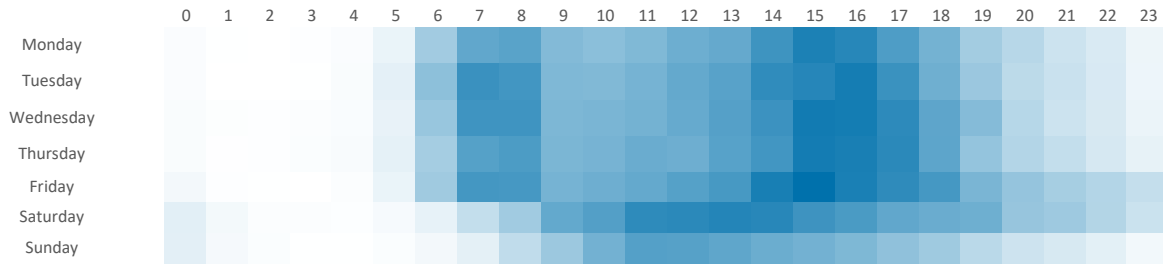


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

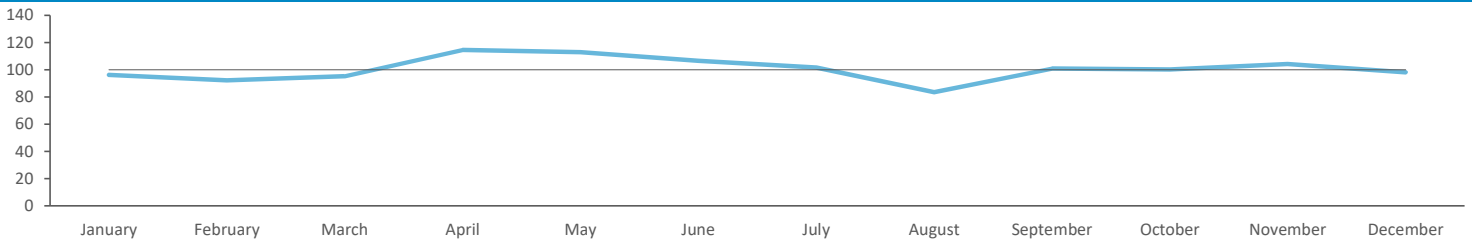


Time of Day/Day of Week



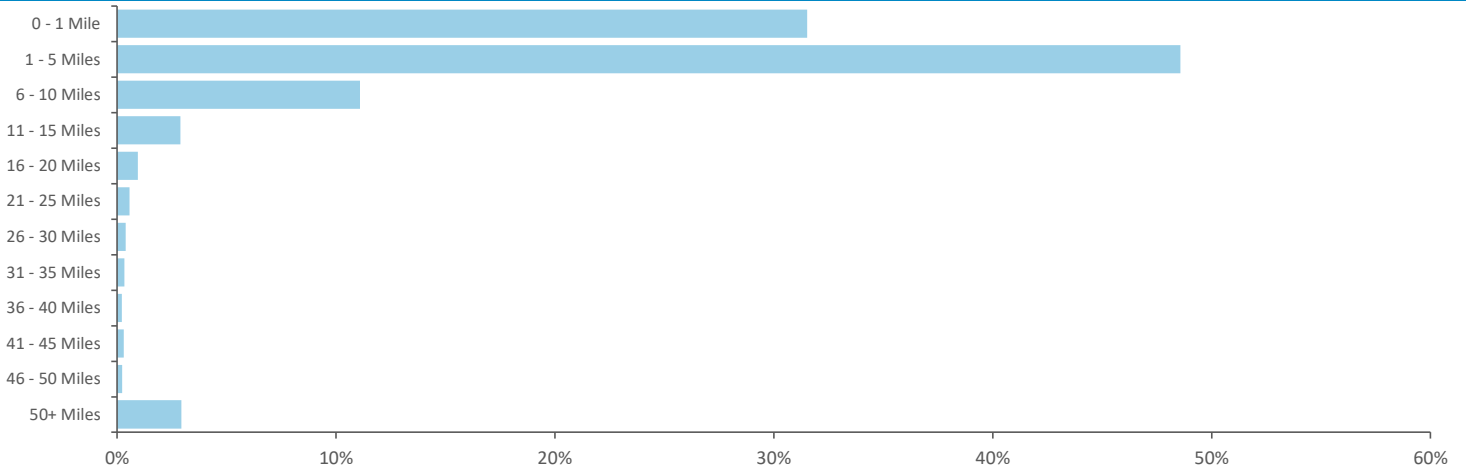
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



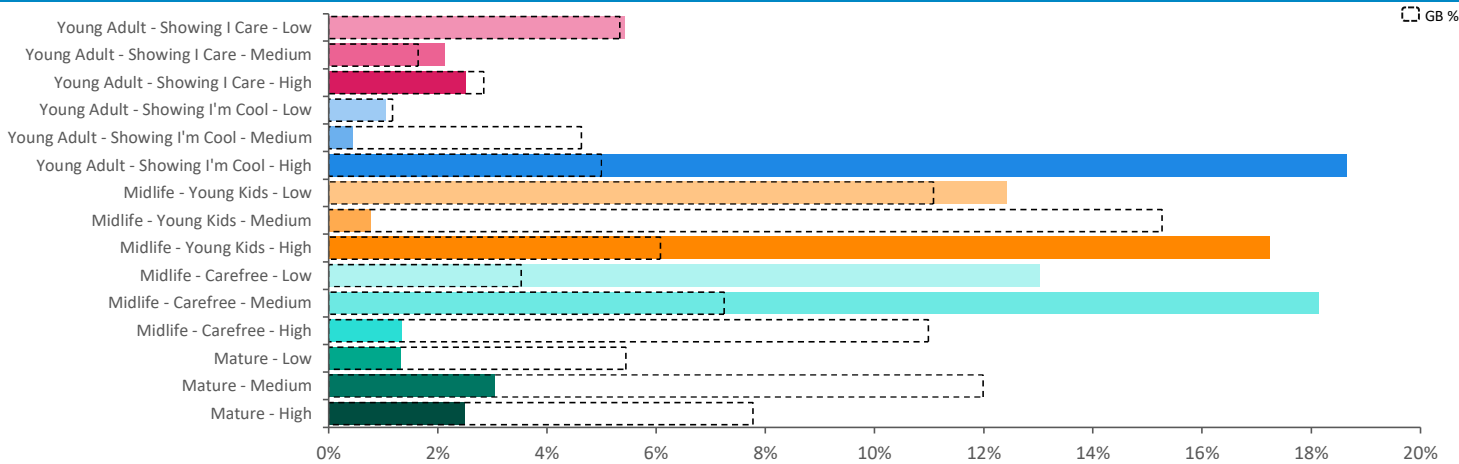
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

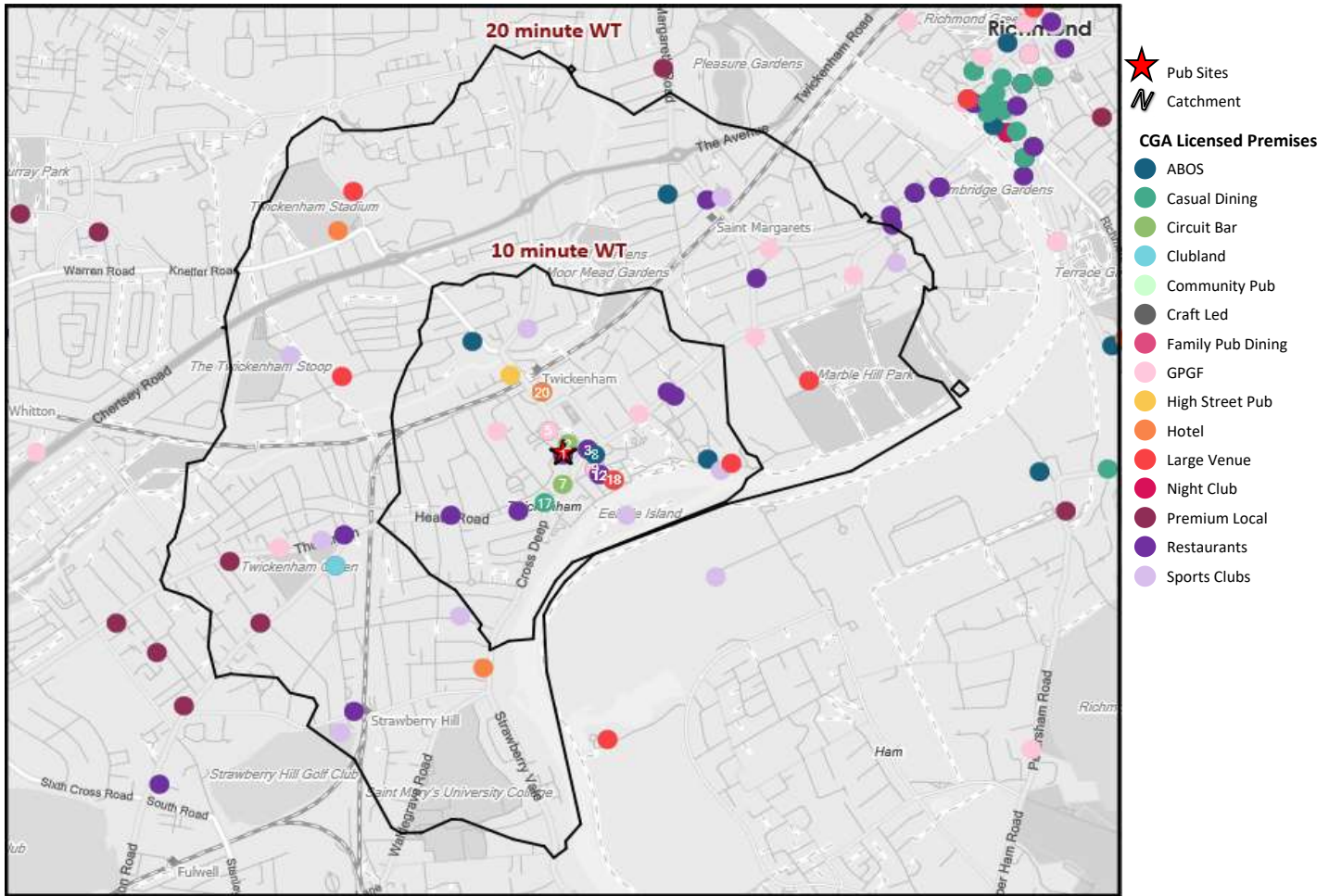


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



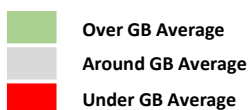
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Sheesh Mahal	TW 1 3SX	Independent Free	Restaurants	0.0
2	William Webb Ellis	TW 1 3RR	Wetherspoons GB	Circuit Bar	0.0
3	Pizza Express	TW 1 3JZ	Hony Capital	Casual Dining	0.1
3	Gurkha Inn	TW 1 3JZ	Independent Free	Restaurants	0.1
5	Cabbage Patch	TW 1 3SZ	Star Pubs & Bars	ABOS	0.1
5	Timberyard	TW 1 3SZ	*Other Small Retail Groups	GPGF	0.1
7	George	TW 1 3SN	Greene King	Circuit Bar	0.1
8	Be At One	TW 1 3LJ	Stonegate Pub Company	ABOS	0.1
9	Twickenham Club	TW 1 3NJ	Independent Free	Sports Clubs	0.1
9	Masaniello	TW 1 3NJ	Independent Free	Restaurants	0.1
9	Eel Pie	TW 1 3NJ	Hall & Woodhouse	GPGF	0.1
12	Twickenham Tandoori Restaurant	TW 1 3NR	Independent Free	Restaurants	0.1
12	Fox	TW 1 3NR	Stonegate Pub Company	GPGF	0.1
12	Tsaretta Spice	TW 1 3NR	Independent Free	Restaurants	0.1
12	Brewery Market	TW 1 3NR	Independent Free	High Street Pub	0.1
12	Osteria Pulcinella	TW 1 3NR	Independent Free	Restaurants	0.1
17	Nandos	TW 1 3SH	Nandos Restaurants	Casual Dining	0.1
18	Barmy Arms	TW 1 3DU	Greene King	Circuit Bar	0.1
18	Mary Wallace Theatre Club	TW 1 3DU	Independent Free	Large Venue	0.1
20	Shack 68	TW 1 3QS	Star Pubs & Bars	Casual Dining	0.2

Per Pub Analysis - Roxie Steak & Tap Twickenham



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,740	23,742	722,370
Number of Competition Pubs	15	25	512
Adults 18+ per Competition Pub	449	950	1,411

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,226	18.2%	178
Circuit Bar	141	2.1%	57
Community Pub	613	9.1%	52
Craft Led	335	5.0%	157
Great Pub Great Food	1,979	29.4%	153
High Street Pub	888	13.2%	76
Premium Local	1,297	19.2%	110

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,838	16.2%	159
Circuit Bar	511	2.2%	59
Community Pub	2,788	11.7%	68
Craft Led	995	4.2%	132
Great Pub Great Food	6,648	28.0%	146
High Street Pub	3,506	14.8%	85
Premium Local	4,673	19.7%	112

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	98,834	13.7%	134
Circuit Bar	30,067	4.2%	114
Community Pub	126,282	17.5%	101
Craft Led	28,853	4.0%	126
Great Pub Great Food	153,834	21.3%	111
High Street Pub	127,444	17.6%	102
Premium Local	123,945	17.2%	98

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1, 5.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2, 5.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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																		
Polaris Segmentation																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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 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.																			
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.																			