CACI

Catchment Summary - Globe & Ale House Penzance

★ star PUBS&BARS

*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	6,804	13,128	63,407	129	90	17
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	5,766	10,877	52,352	132	61	18
	Competition Pubs	34	35	136	227	109	38
	Adults 18+ per Competition Pub	170	311	385	21	38	47
	% Adults Likely to Drink	82.4%	81.9%	82.9%	100	99	100
Affluence	Low	29.1%	37.5%	22.8%	113	146	89
	Medium	48.1%	43.6%	49.2%	122	111	125
	High	20.4%	16.8%	25.8%	61	50	77

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	397	807	3,331	72	76	65
	25-34	738	1,290	5,318	82	74	63
	35-44	678	1,239	6,099	77	73	75
	45-64	1,999	3,799	18,712	115	113	115
	65+	1,954	3,742	18,892	150	149	156

		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	3,278 (48%)	6,255 (48%)	30,303 (48%)	97	96	97
	Female	3,526 (52%)	6,873 (52%)	33,104 (52%)	103	104	103
Economic Status (16-74)	Employed: Full-time	1,549 (31%)	2,690 (29%)	12,892 (29%)	75	70	70
	Employed: Part-time	764 (15%)	1,446 (16%)	6,703 (15%)	119	120	116
	Self employed	718 (14%)	1,169 (13%)	7,226 (16%)	152	132	170
	Unemployed	116 (2%)	216 (2%)	683 (2%)	99	98	65
	Retired	901 (18%)	1,813 (20%)	9,509 (21%)	132	142	155
	Other	904 (18%)	1,947 (21%)	7,416 (17%)	93	106	85
	Total Worker Count	4,076	5,894	24,451			

See the Glossary page for further information on the above variables

Over GB Average
Around GB Average
Under GB Average

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Polaris Summary - Globe & Ale House Penzance

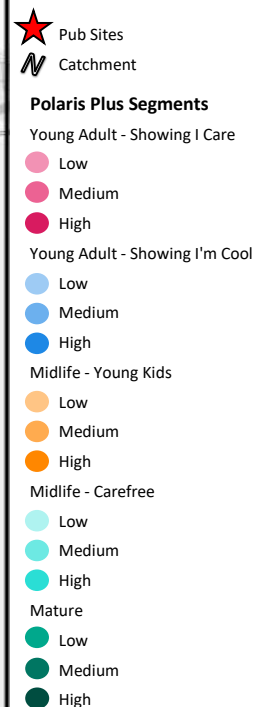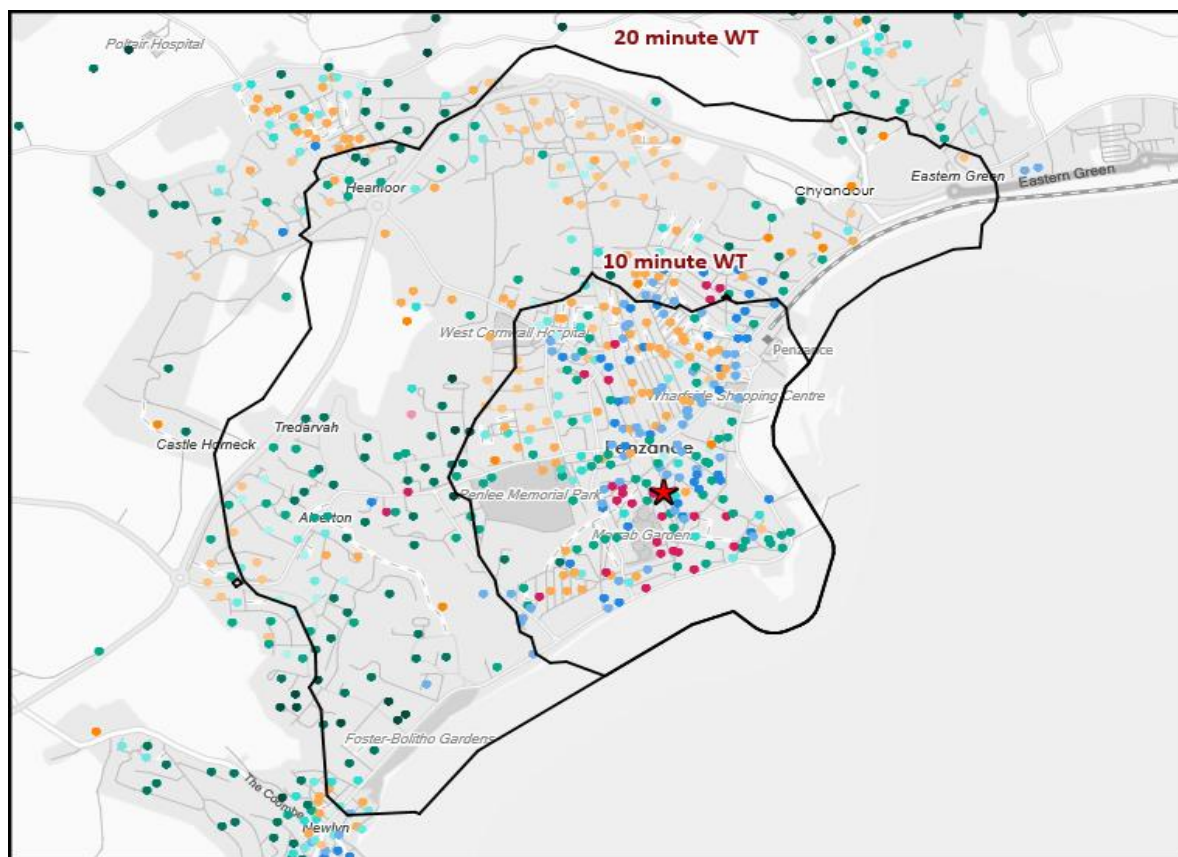star PUBS&BARS

Polaris Segments

- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
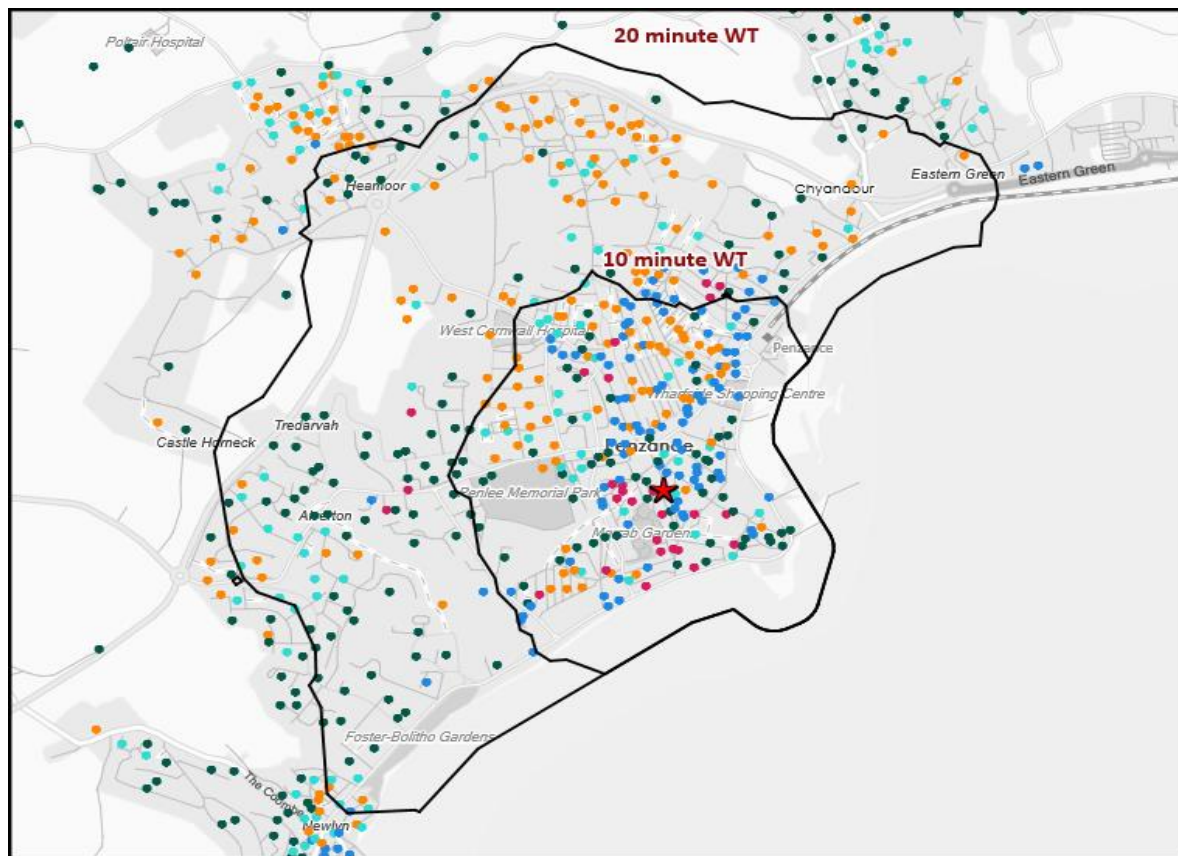
★ Pub Sites
Ⓝ Catchment

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	455	503	610	88	52	13
Young Adult - Showing I'm Cool	1,562	2,098	2,591	294	210	54
Midlife - Young Kids	1,678	3,751	12,472	93	110	76
Midlife - Carefree	686	1,429	11,287	57	62	102
Mature	1,248	2,863	24,222	77	94	165
Not Private Households	137	233	1,170	165	149	155
Total	5,766	10,877	52,352			

Polaris Summary - Globe & Ale House Penzance

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

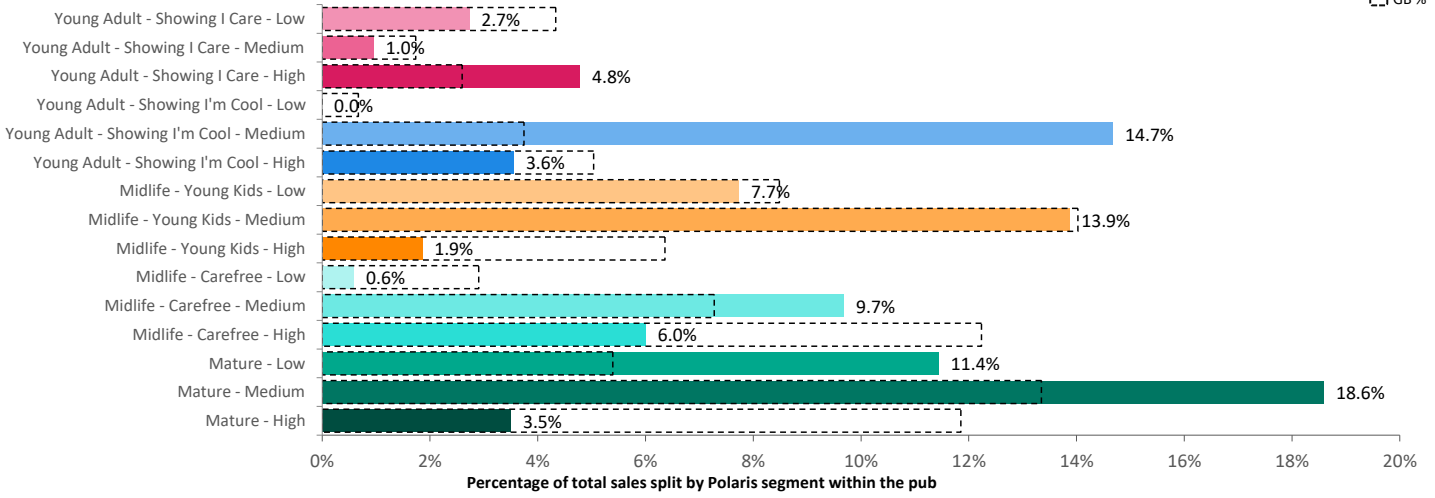Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*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	0	2	49	0	0	2
Medium	0	0	0	0	0	0
High	455	501	561	234	137	32
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,236	1,428	1,552	580	355	80
High	326	670	1,039	126	138	44
Midlife - Young Kids						
Low	313	1,646	4,805	49	136	83
Medium	1,280	1,984	7,113	149	122	91
High	85	121	554	27	21	20
Midlife - Carefree						
Low	245	613	1,415	125	166	79
Medium	221	466	3,430	57	64	98
High	220	350	6,442	35	29	113
Mature						
Low	1,120	1,822	5,643	327	282	182
Medium	37	860	13,666	5	62	206
High	91	181	4,913	17	18	100
Not Private Households	137	233	1,170	165	149	155
Total	5,766	10,877	52,352			

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Transactional Data Summary - Globe & Ale House Penzance

star PUBS&BARS

Spend by Polaris

☐ GB %

Segment	Percentage
Young Adult - Showing I Care - Low	2.7%
Young Adult - Showing I Care - Medium	1.0%
Young Adult - Showing I Care - High	4.8%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	14.7%
Young Adult - Showing I'm Cool - High	3.6%
Midlife - Young Kids - Low	7.7%
Midlife - Young Kids - Medium	13.9%
Midlife - Young Kids - High	1.9%
Midlife - Carefree - Low	0.6%
Midlife - Carefree - Medium	9.7%
Midlife - Carefree - High	6.0%
Mature - Low	11.4%
Mature - Medium	18.6%
Mature - High	3.5%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Avg Transaction Value
Young Adult - Showing I Care - Low	£7
Young Adult - Showing I Care - Medium	£6
Young Adult - Showing I Care - High	£7
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£11
Young Adult - Showing I'm Cool - High	£14
Midlife - Young Kids - Low	£9
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£14
Midlife - Carefree - Low	£6
Midlife - Carefree - Medium	£10
Midlife - Carefree - High	£10
Mature - Low	£9
Mature - Medium	£10
Mature - High	£9

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

Spend by Month

Globe & Ale House Penzance ——
Star Pubs ——

CACI

Mobile Data Summary - Globe & Ale House Penzance

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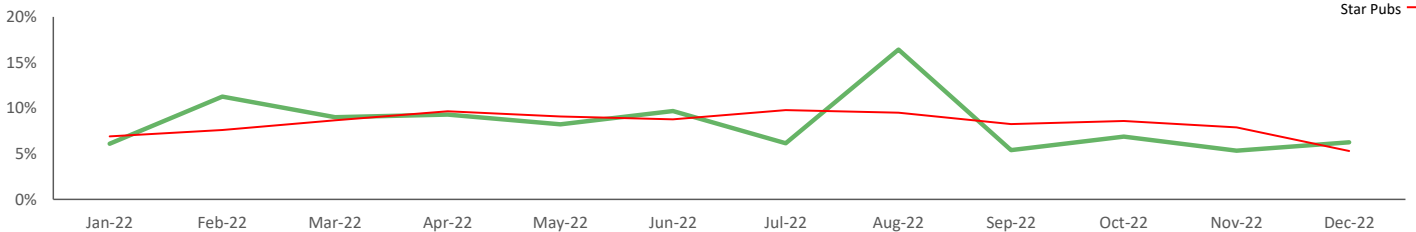
Time of Day/Day of Week
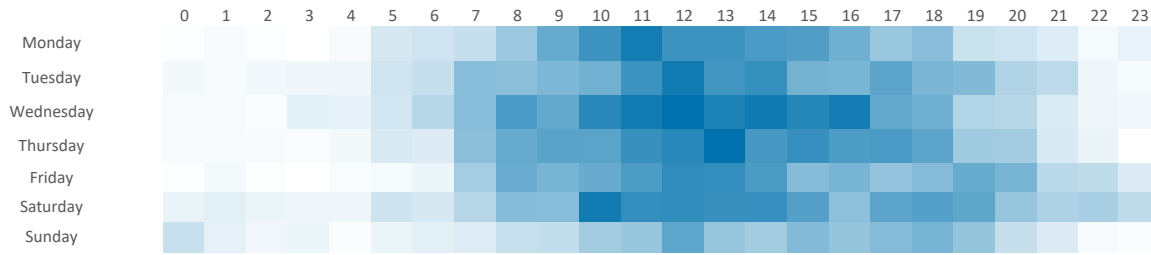
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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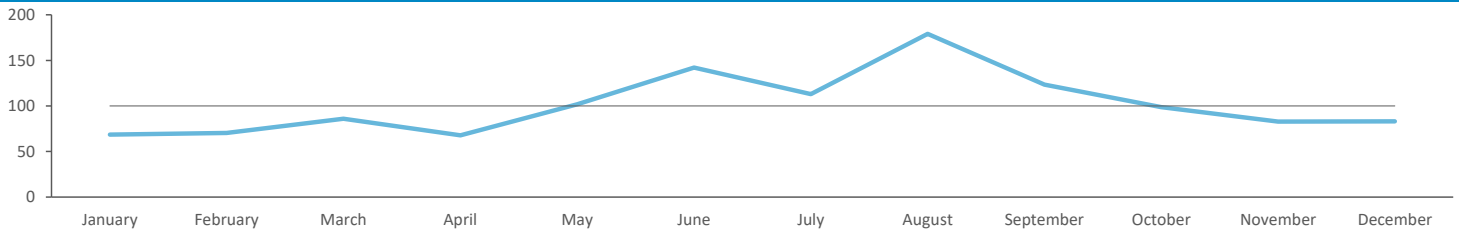
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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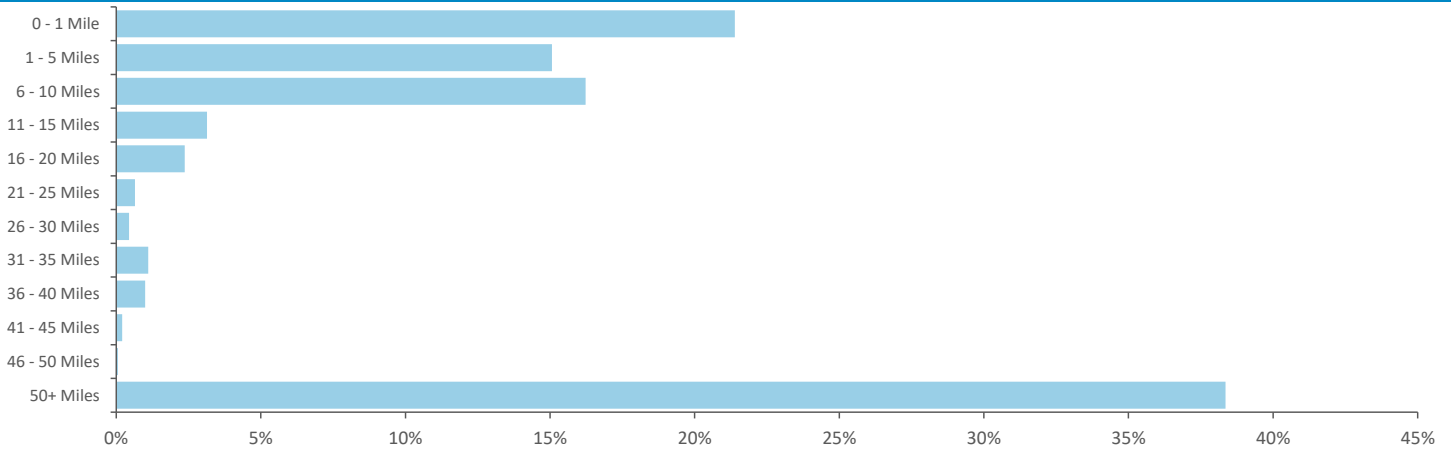
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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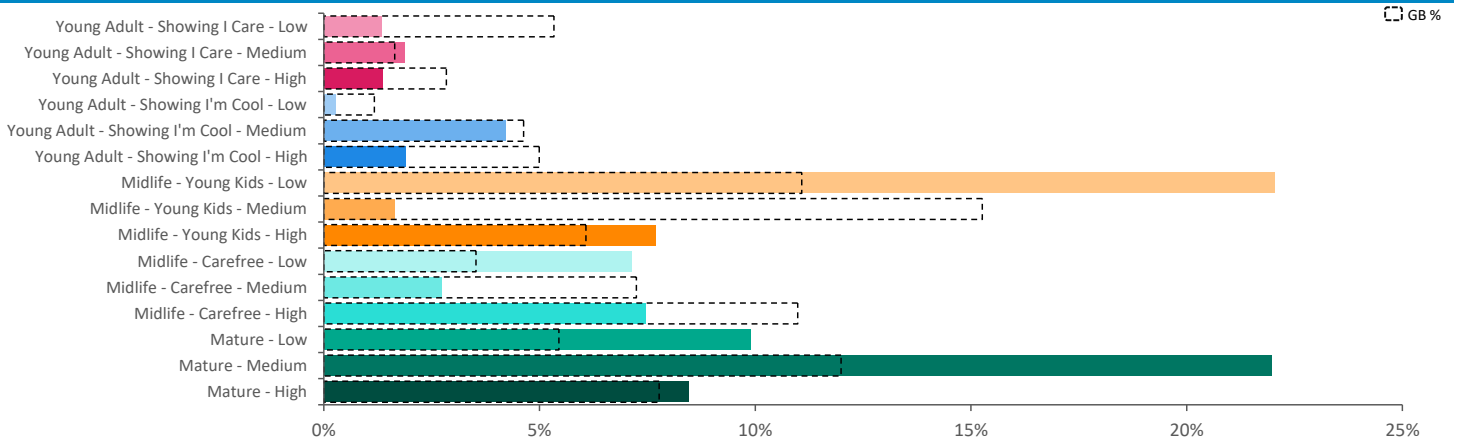
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Globe & Ale House Penzance
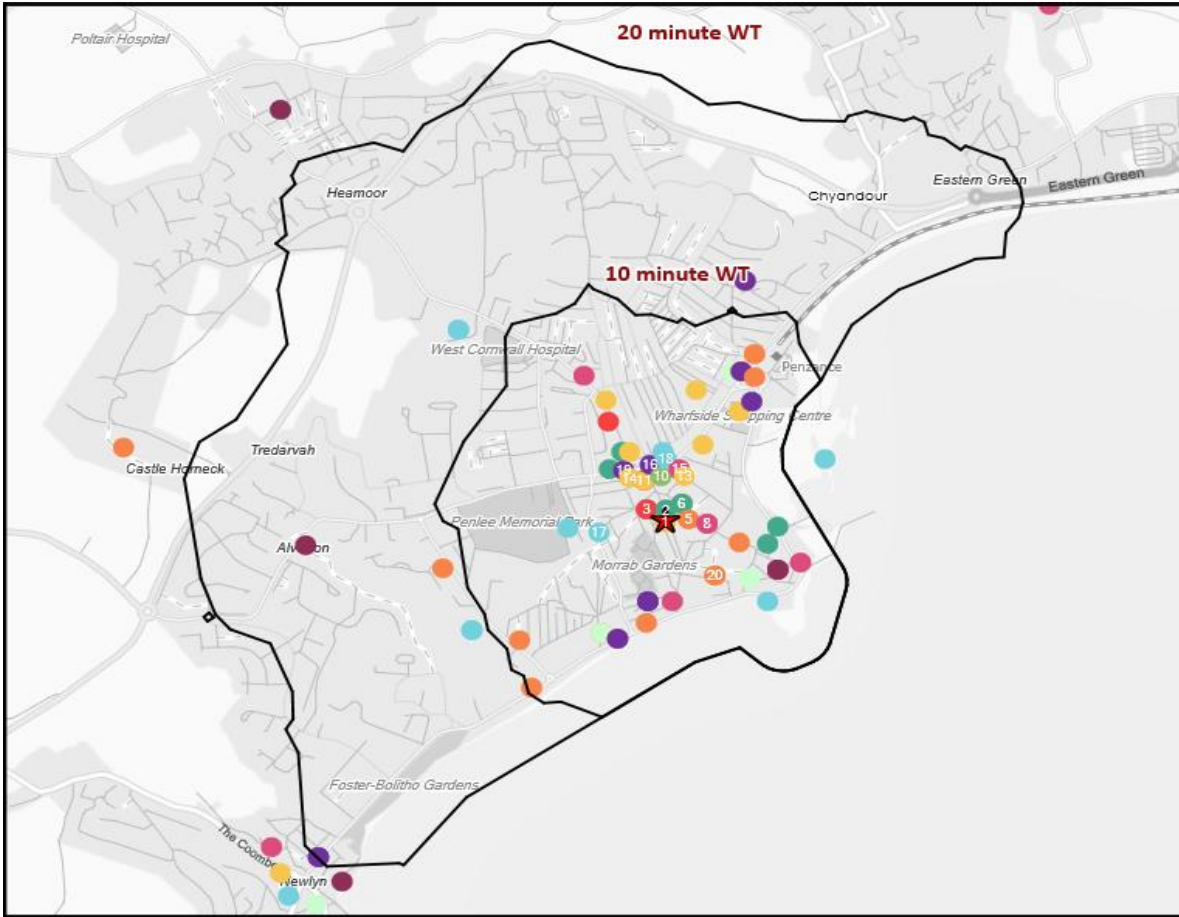
Legend:
- ⭐ Pub Sites
- Ⓝ Catchment

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	Globe & Ale House	TR18 4BJ	Star Pubs & Bars	High Street Pub	0.0
2	Sukothai	TR18 4BQ	Independent Free	Casual Dining	0.0
3	Seven Stars	TR18 4BU	Unknown	Family Pub Dining	0.0
3	Acorn Theatre	TR18 4BU	Independent Free	Large Venue	0.0
5	Artist Residence	TR18 4AW	Artist Residence Ltd	Hotel	0.0
6	Union Hotel	TR18 4AE	Independent Free	Hotel	0.0
6	Bakehouse	TR18 4AE	Independent Free	Casual Dining	0.0
8	Admiral Benbow Inn	TR18 4AF	Independent Free	Family Pub Dining	0.1
8	Turks Head	TR18 4AF	Punch Pub Company	Family Pub Dining	0.1
10	Tremenheere	TR18 2JA	Wetherspoons GB	Circuit Bar	0.1
11	Venue	TR18 2JD	Independent Free	Night Club	0.1
11	Vault	TR18 2JD	Independent Free	High Street Pub	0.1
13	Harris	TR18 2LZ	Independent Free	High Street Pub	0.1
14	White Lion	TR18 2SG	Stonegate Pub Company	High Street Pub	0.1
15	Star Inn	TR18 2LD	Star Pubs & Bars	Family Pub Dining	0.1
16	Sunny City Chinese Restaurant	TR18 2JF	Independent Free	Restaurants	0.1
17	Mounts Bay Club	TR18 4EL	Independent Free	Clubland	0.1
18	Raob Buss Club	TR18 2JG	Independent Free	Clubland	0.1
19	New Hong Kong Chinese Restaurant	TR18 2SJ	Independent Free	Restaurants	0.1
20	Warwick House	TR18 4DW	Independent Free	Hotel	0.1

Per Pub Analysis - Globe & Ale House Penzance

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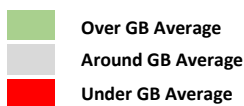
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,766	10,877	52,352
Number of Competition Pubs	34	35	136
Adults 18+ per Competition Pub	170	311	385

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	833	14.4%	142
Circuit Bar	394	6.8%	186
Community Pub	1,004	17.4%	100
Craft Led	383	6.6%	210
Great Pub Great Food	826	14.3%	75
High Street Pub	1,012	17.6%	101
Premium Local	710	12.3%	70

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,198	11.0%	108
Circuit Bar	562	5.2%	141
Community Pub	2,409	22.1%	128
Craft Led	517	4.8%	150
Great Pub Great Food	1,356	12.5%	65
High Street Pub	2,292	21.1%	122
Premium Local	1,232	11.3%	65

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	3,313	6.3%	62
Circuit Bar	1,552	3.0%	81
Community Pub	10,907	20.8%	120
Craft Led	905	1.7%	55
Great Pub Great Food	9,557	18.3%	95
High Street Pub	10,069	19.2%	111
Premium Local	10,033	19.2%	109

star PUBS&BARS

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be on **trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.