Catchment Summary - Castlebrook Inn Nr Somerton

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Legend							
🟩	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	359	667	62,823	7	5	17

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	288	535	50,581	7	3	17
	Competition Pubs	1	1	81	7	3	22
	Adults 18+ per Competition Pub	288	535	624	35	65	76
	% Adults Likely to Drink	85.9%	85.2%	83.4%	104	103	101
Affluence	**Low**	0.0%	0.0%	11.0%	0	0	43
	Medium	45.8%	69.5%	41.9%	116	177	107
	High	54.2%	30.5%	43.8%	162	91	131

Affluence does not include Not Private Households
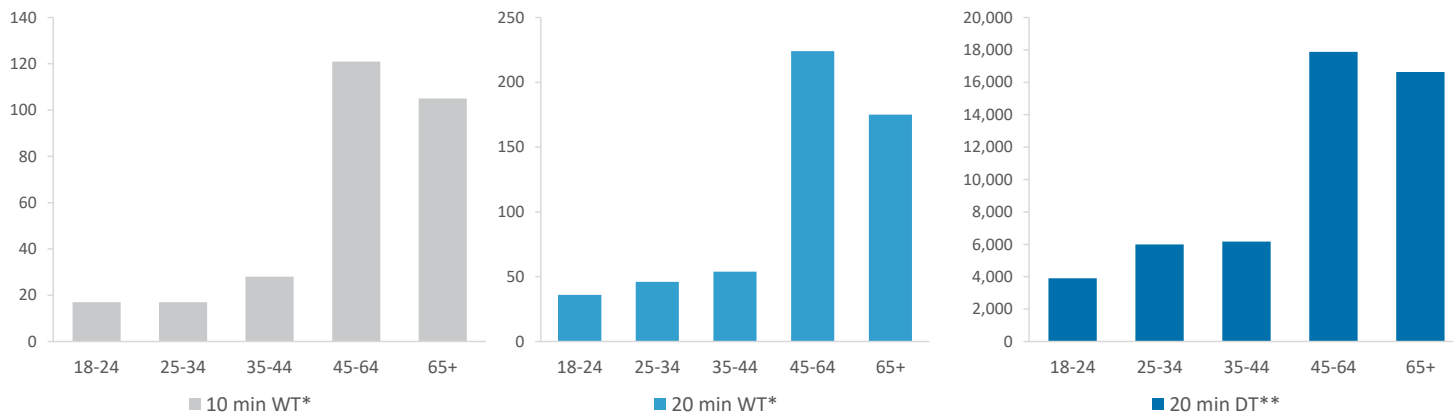
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	**18-24**	17	36	3,897	58	67	76
	25-34	17	46	5,996	36	52	72
	35-44	28	54	6,172	61	63	76
	45-64	121	224	17,882	132	131	111
	65+	105	175	16,634	153	137	139

		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**	172 (48%)	319 (48%)	30,889 (49%)	97	97	99
	Female	187 (52%)	348 (52%)	31,934 (51%)	103	103	101
Economic Status (16-74)	**Employed: Full-time**	73 (28%)	152 (31%)	17,094 (39%)	68	75	93
	Employed: Part-time	31 (12%)	51 (10%)	6,664 (15%)	92	80	116
	Self employed	53 (20%)	92 (19%)	6,167 (14%)	213	197	146
	Unemployed	3 (1%)	7 (1%)	513 (1%)	49	60	49
	Retired	76 (29%)	122 (25%)	7,542 (17%)	212	181	124
	Other	24 (9%)	65 (13%)	6,194 (14%)	47	67	71
	Total Worker Count	74	121	27,479			

See the Glossary page for further information on the above variables

Polaris Summary - Castlebrook Inn Nr Somerton

star PUBS&BARS

Legend:
- ★ Pub Sites
- Ν Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
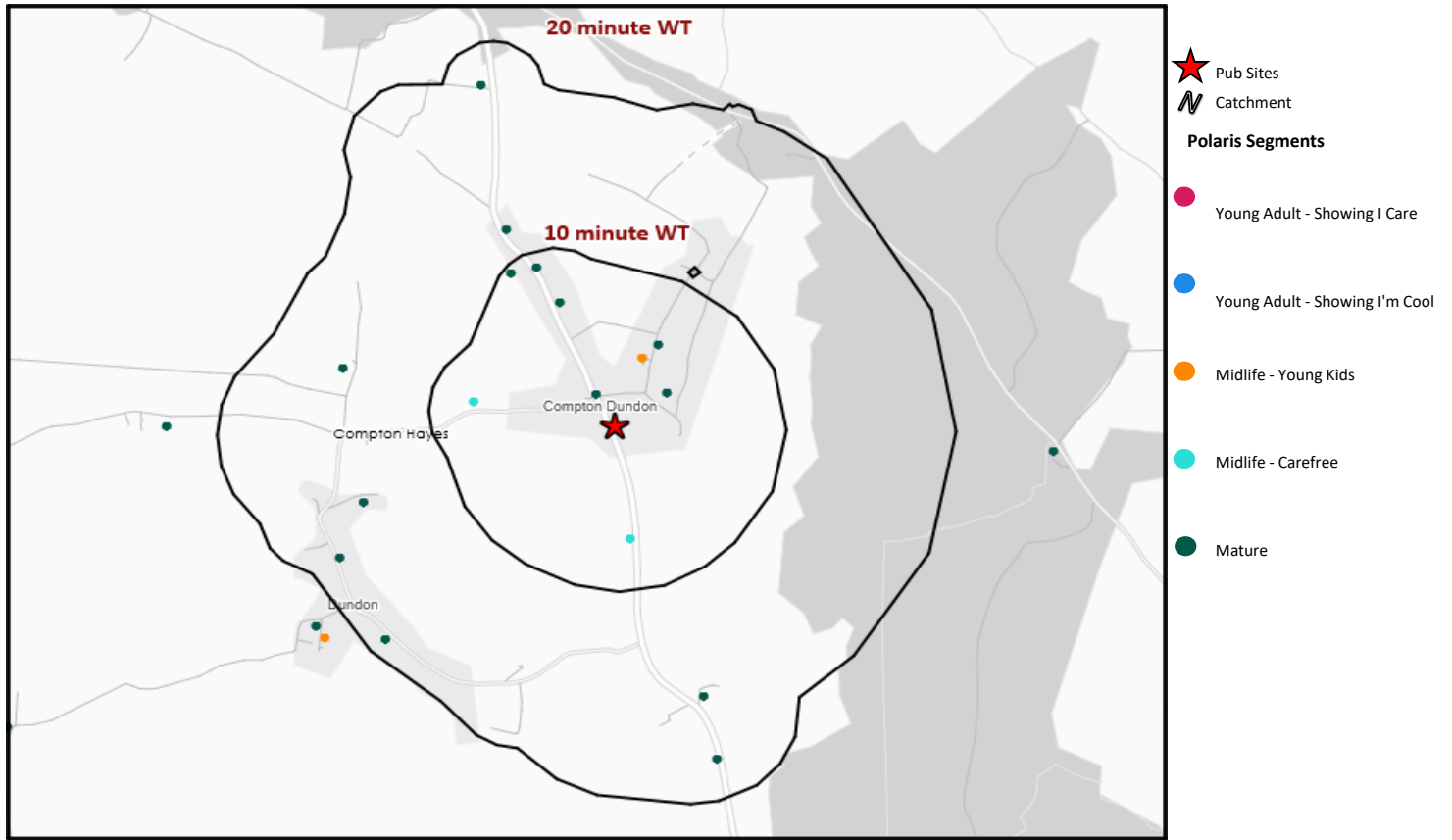
Polaris Profile by Catchment

*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	0	0	580	0	0	13
Young Adult - Showing I'm Cool	0	0	1,130	0	0	24
Midlife - Young Kids	0	57	9,446	0	34	59
Midlife - Carefree	59	59	11,107	97	52	104
Mature	229	419	26,657	284	280	188
Not Private Households	0	0	1,661	0	0	228
Total	288	535	50,581			

Polaris Summary - Castlebrook Inn Nr Somerton

Legend:
- ★ Pub Sites
- Ν 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
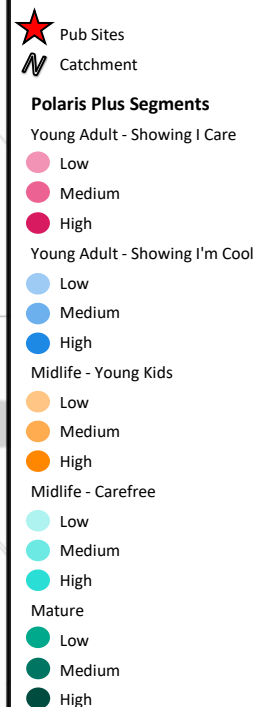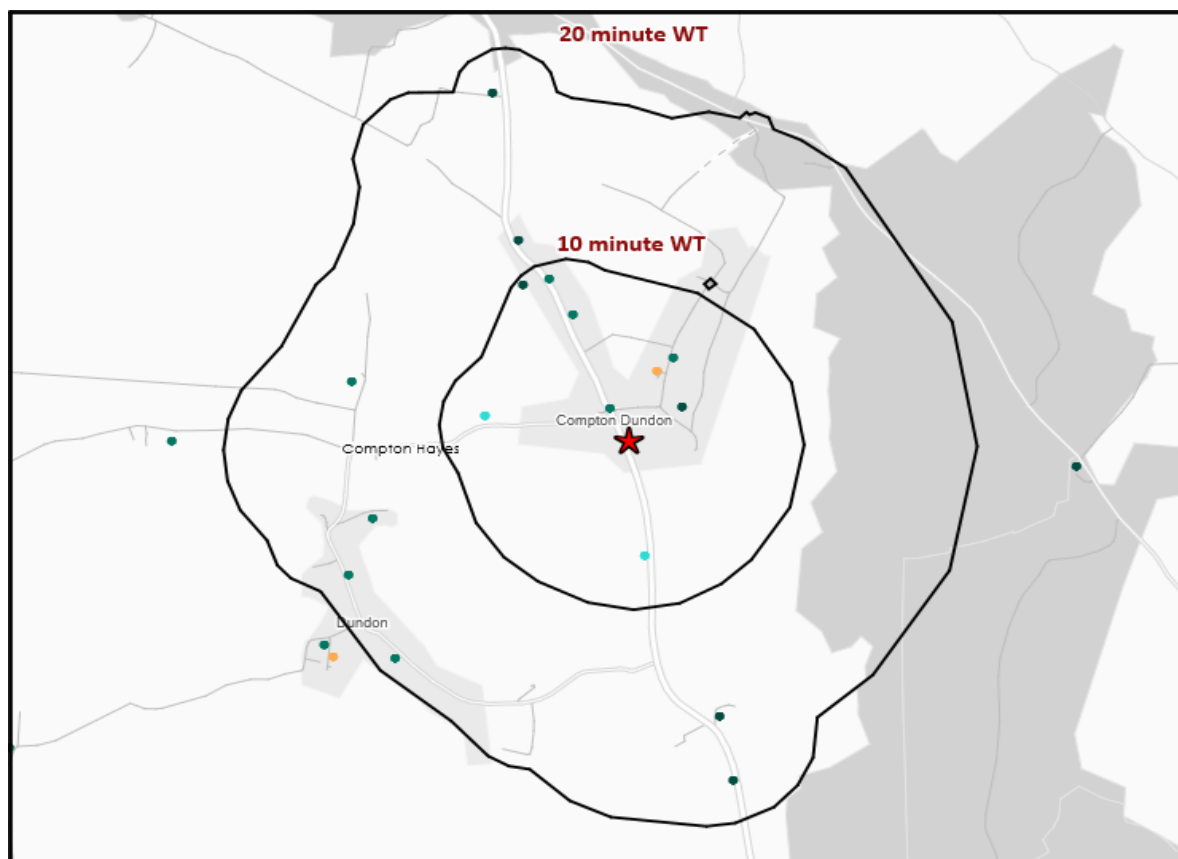
Polaris Plus Profile by Catchment

*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	0	267	0	0	13
Medium	0	0	0	0	0	0
High	0	0	313	0	0	18
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	788	0	0	42
High	0	0	342	0	0	15
Midlife - Young Kids						
Low	0	0	1,494	0	0	27
Medium	0	57	6,058	0	71	80
High	0	0	1,894	0	0	69
Midlife - Carefree						
Low	0	0	1,109	0	0	64
Medium	0	0	2,547	0	0	75
High	59	59	7,451	188	101	135
Mature						
Low	0	0	2,691	0	0	90
Medium	132	315	11,823	362	465	185
High	97	104	12,143	359	207	256
Not Private Households	0	0	1,661	0	0	228
Total	288	535	50,581			

Transactional Data Summary - Castlebrook Inn Nr Somerton

star PUBS & BARS

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.7%
Young Adult - Showing I Care - High	0.4%
Young Adult - Showing I'm Cool - Low	0.4%
Young Adult - Showing I'm Cool - Medium	0.5%
Young Adult - Showing I'm Cool - High	0.5%
Midlife - Young Kids - Low	1.1%
Midlife - Young Kids - Medium	13.0%
Midlife - Young Kids - High	0.3%
Midlife - Carefree - Low	4.2%
Midlife - Carefree - Medium	1.0%
Midlife - Carefree - High	6.7%
Mature - Low	3.8%
Mature - Medium	55.5%
Mature - High	11.8%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£14
Young Adult - Showing I Care - High	£10
Young Adult - Showing I'm Cool - Low	£9
Young Adult - Showing I'm Cool - Medium	£9
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£26
Midlife - Young Kids - Medium	£9
Midlife - Young Kids - High	£13
Midlife - Carefree - Low	£12
Midlife - Carefree - Medium	£17
Midlife - Carefree - High	£15
Mature - Low	£34
Mature - Medium	£11
Mature - High	£10

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

Spend by Month

— Castlebrook Inn Nr Somerton
— Star Pubs

CACI

Mobile Data Summary - Castlebrook Inn Nr Somerton

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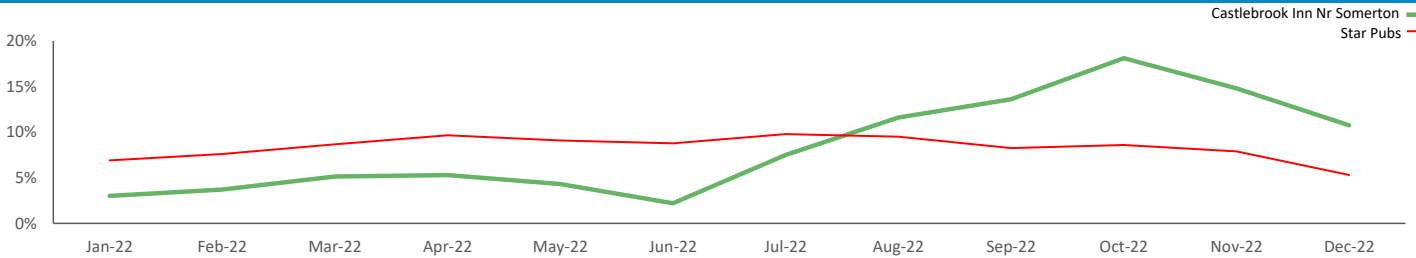
Time of Day/Day of Week
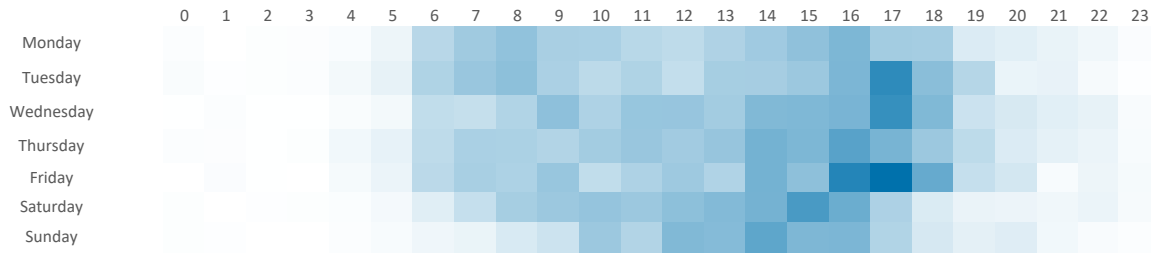
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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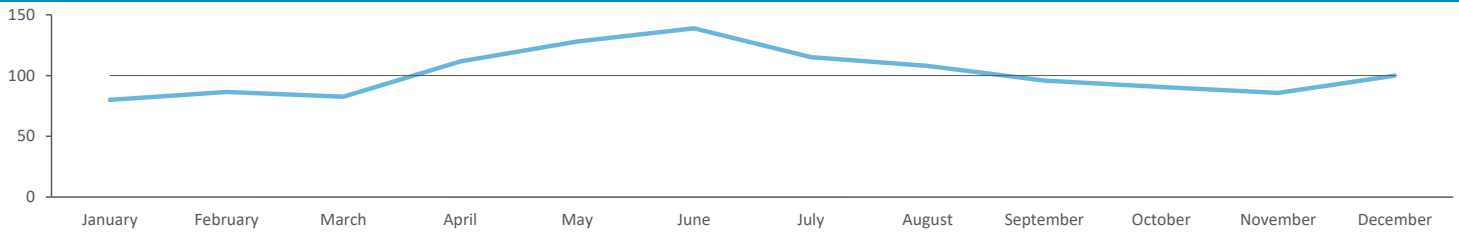
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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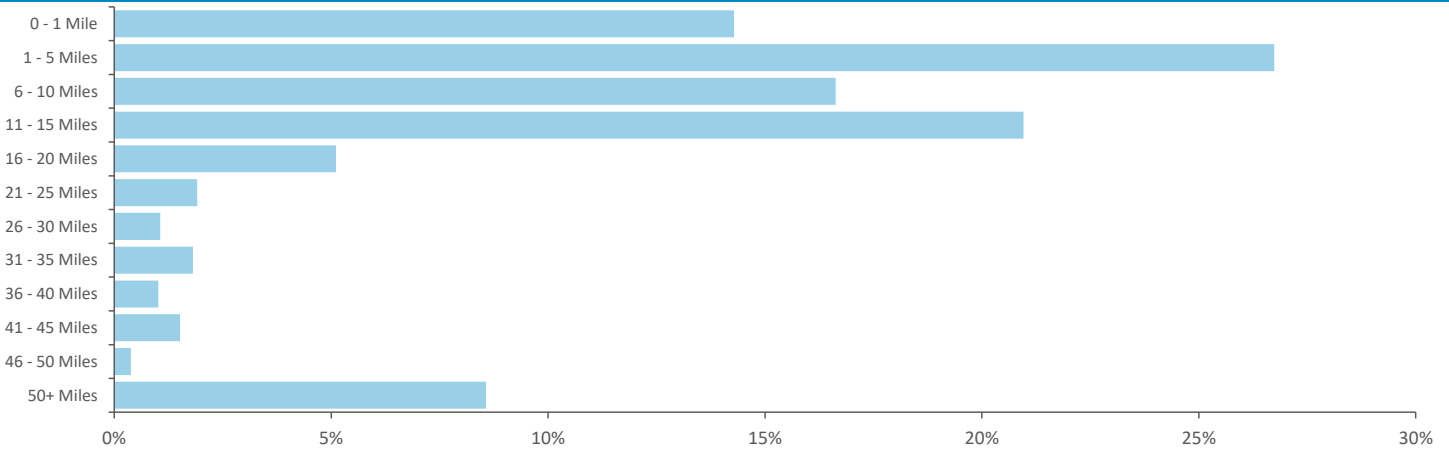
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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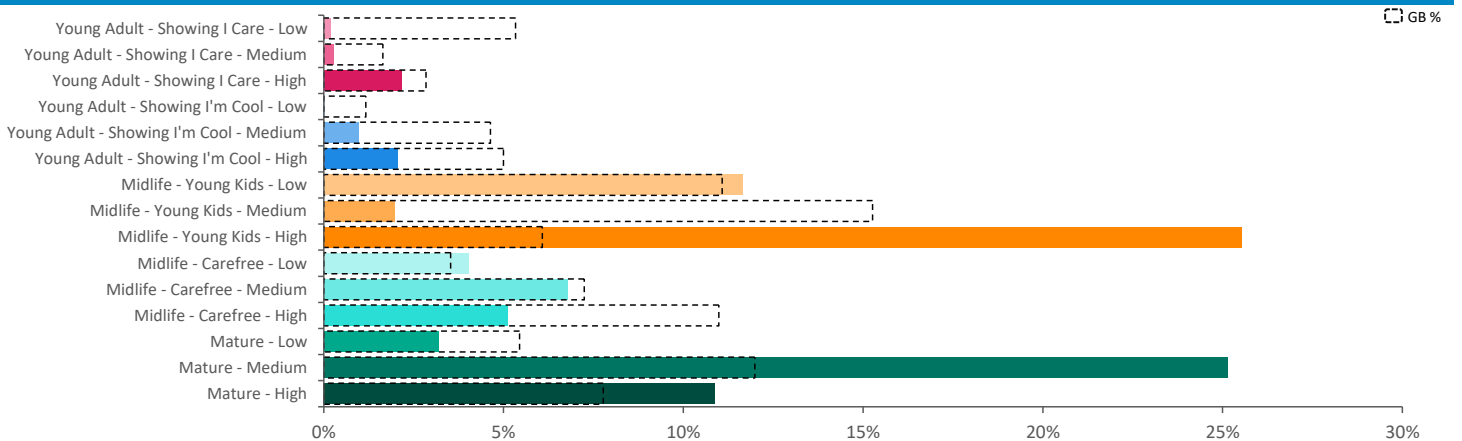
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI

star PUBS&BARS

20 minute WT

10 minute WT

Compton Dundon

Compton Hayes

Lundon

★ 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	Castlebrook Inn	TA11 6PR	Star Pubs & Bars	Premium Local	0.0

CACI
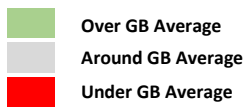
Per Pub Analysis - Castlebrook Inn Nr Somerton

★ star
PUBS & BARS

*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+	288	535	50,581
Number of Competition Pubs	1	1	81
Adults 18+ per Competition Pub	288	535	624

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	11	3.8%	37
Circuit Bar	0	0.0%	0
Community Pub	44	15.3%	88
Craft Led	0	0.0%	0
Great Pub Great Food	97	33.8%	176
High Street Pub	40	14.0%	81
Premium Local	95	33.1%	189

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	23	4.4%	43
Circuit Bar	8	1.4%	39
Community Pub	100	18.6%	107
Craft Led	3	0.6%	19
Great Pub Great Food	140	26.2%	136
High Street Pub	102	19.1%	110
Premium Local	159	29.7%	169

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	3,437	6.8%	67
Circuit Bar	1,135	2.2%	61
Community Pub	7,144	14.1%	81
Craft Led	586	1.2%	37
Great Pub Great Food	13,074	25.8%	135
High Street Pub	6,931	13.7%	79
Premium Local	12,958	25.6%	146

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.