

Catchment Summary - Tweseldown Church Crookham

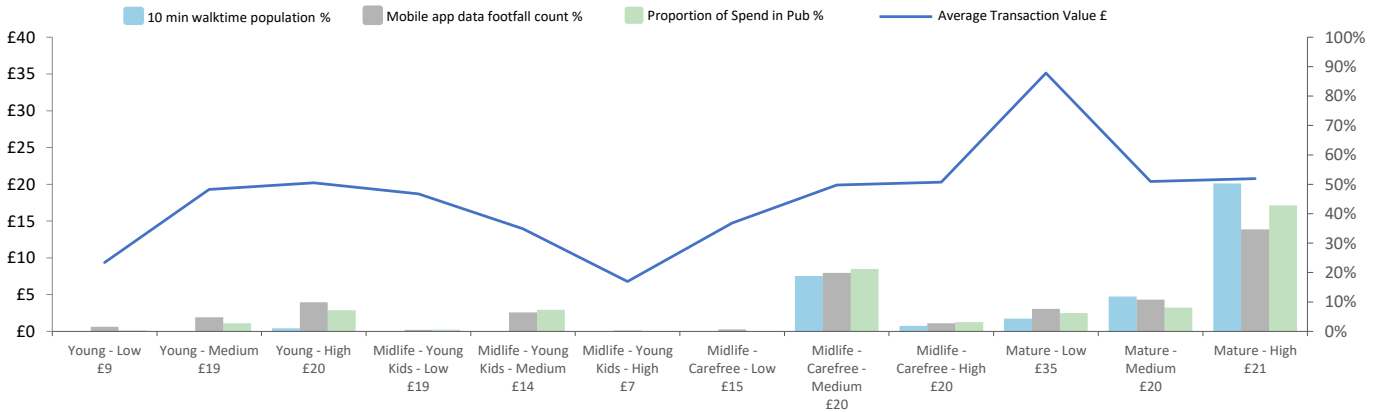
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627135	Tweseldown Church Crookham	GU52 8DY	Star Pubs & Bars	GPGF	12



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Tweseldown Church Crookham



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

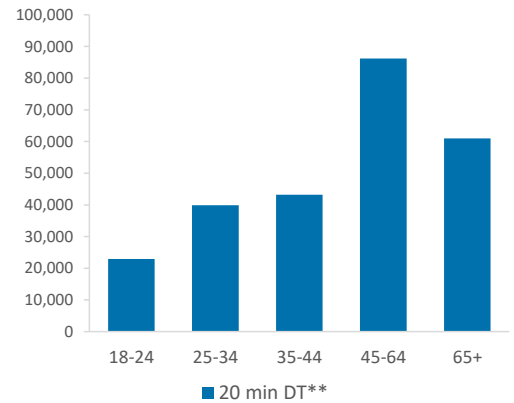
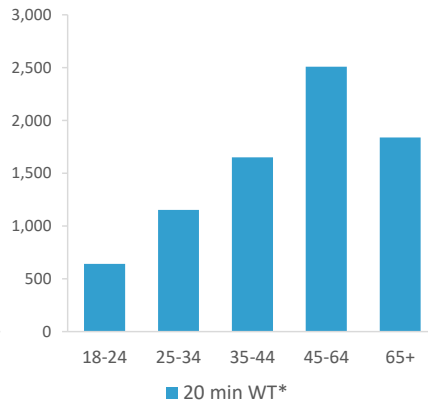
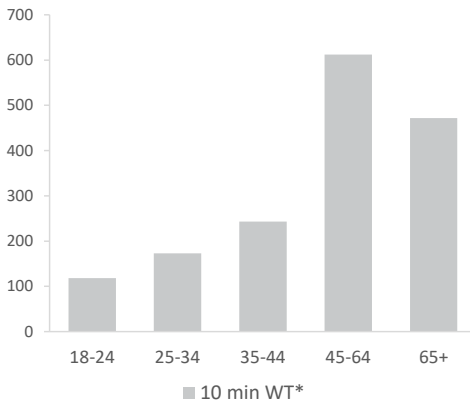
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,006	10,543	319,589	37	57	73
Adults 18+	1,618	7,792	253,281	36	51	72
Competition Pubs	1	3	219	6	8	53
Adults 18+ per Competition Pub	1,618	2,597	1,157	188	302	135
% Adults Likely to Drink	81.8%	79.5%	78.9%	107	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	4.3%	1.7%	8.6%	13	5	26
	Medium	30.7%	42.6%	41.8%	81	112	110
	High	53.2%	51.7%	46.9%	195	190	172

*Affluence does not include Not Private Households

Age Profile	18-24	118	641	22,931	72	75	88
	25-34	173	1,153	39,885	65	82	94
	35-44	243	1,651	43,225	91	118	102
	45-64	612	2,509	86,223	119	93	105
	65+	472	1,838	61,017	122	91	99



		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	953 (48%)	5,044 (48%)	158,348 (50%)	97	98	101
	Female	1,053 (52%)	5,499 (52%)	161,241 (50%)	103	102	99
Economic Status (16+)	Employed: Full-time	647 (39%)	3,457 (43%)	103,129 (39%)	112	124	115
	Employed: Part-time	192 (11%)	995 (12%)	30,343 (12%)	97	104	98
	Self employed	190 (11%)	798 (10%)	26,525 (10%)	123	107	110
	Unemployed	43 (3%)	179 (2%)	6,002 (2%)	93	80	83
	Full-time student	30 (2%)	185 (2%)	4,637 (2%)	75	96	75
	Retired	418 (25%)	1,594 (20%)	56,278 (22%)	114	90	98
	Other	154 (9%)	880 (11%)	34,214 (13%)	53	62	75
Total Worker Count		989	2,595	147,431			

See the Glossary page for further information on the above variables

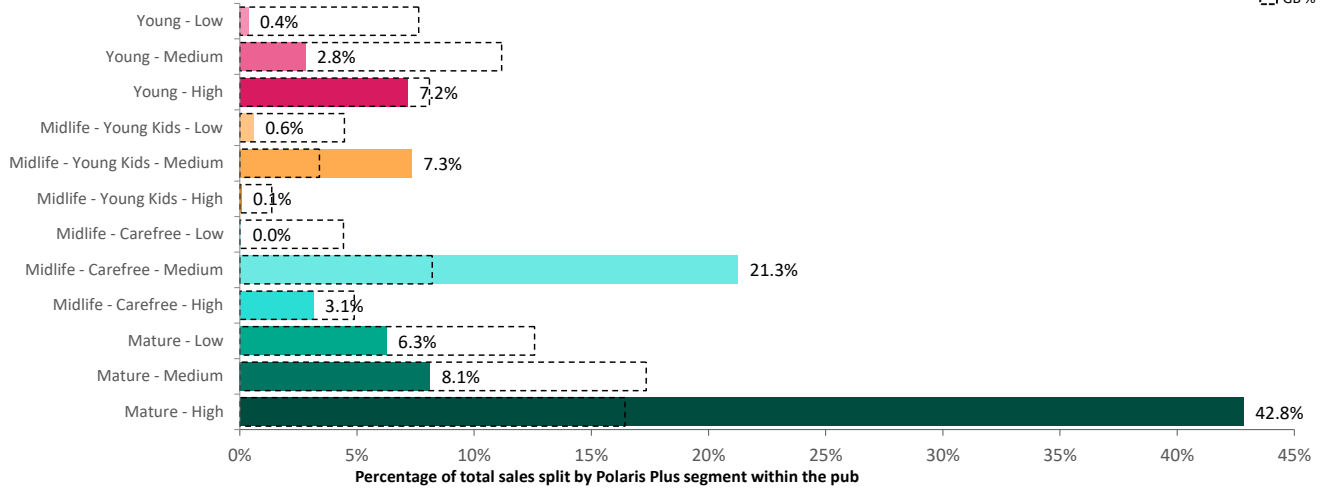
Transactional Data Summary - Tweseldown Church Crookham



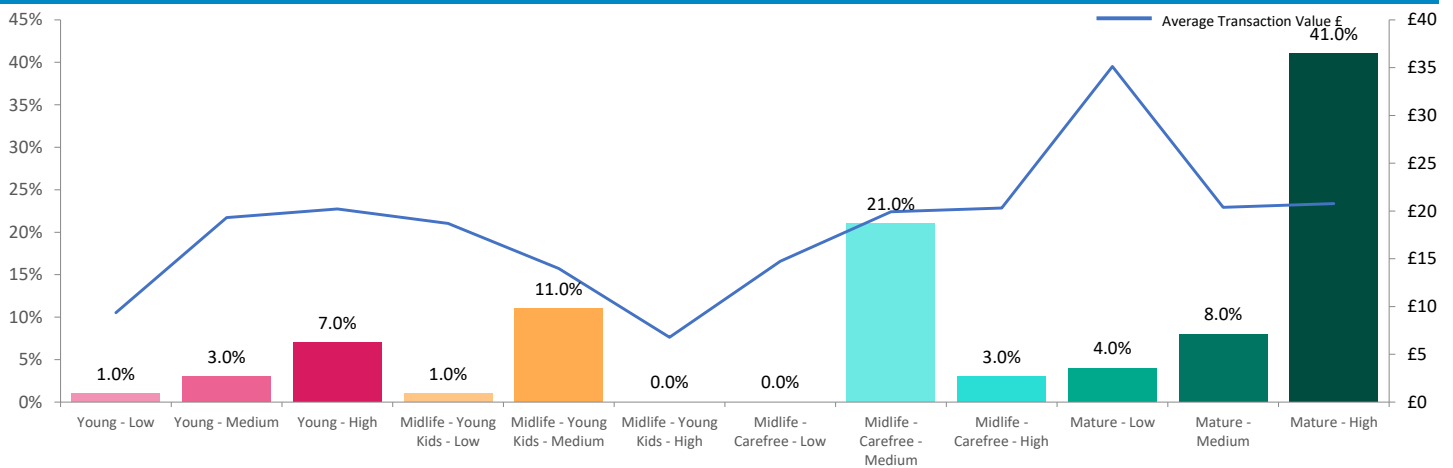
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Spend by Polaris Plus

GB %

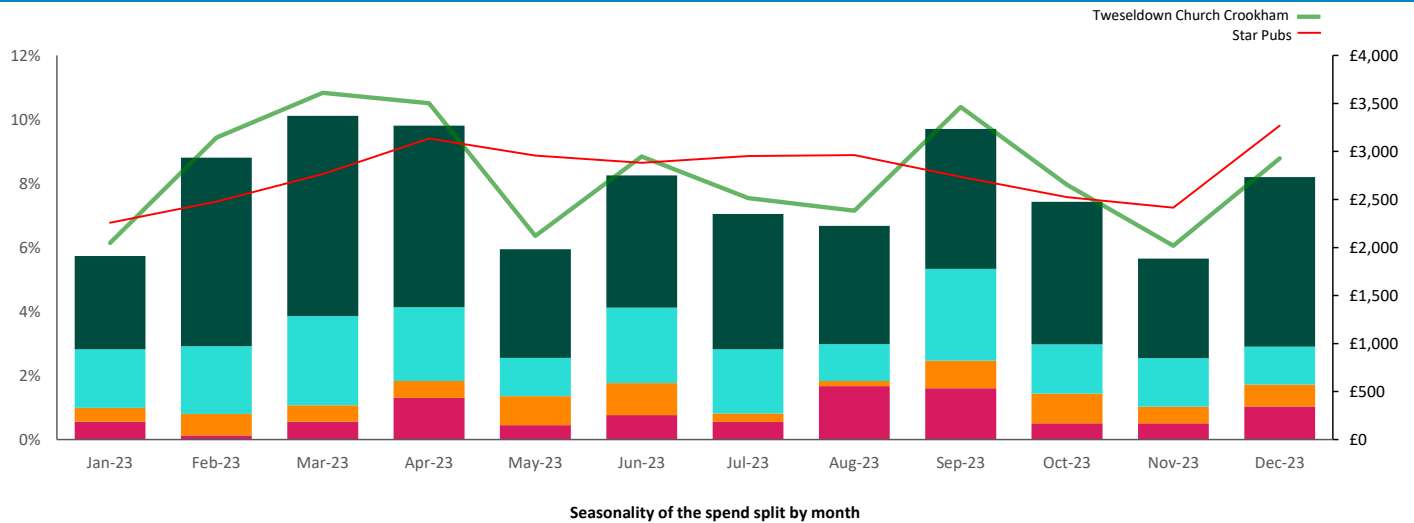


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

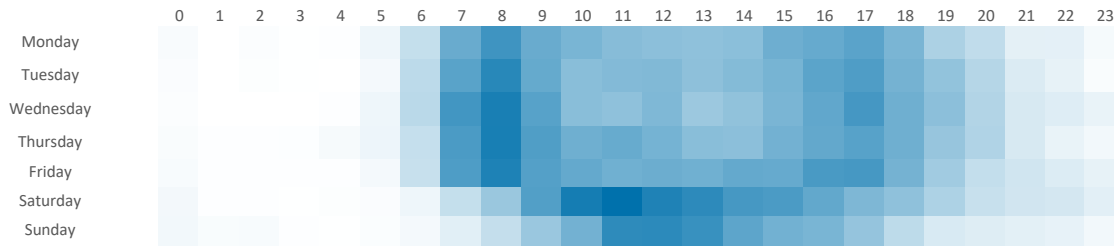


Mobile Data Summary - Tweseldown Church Crookham



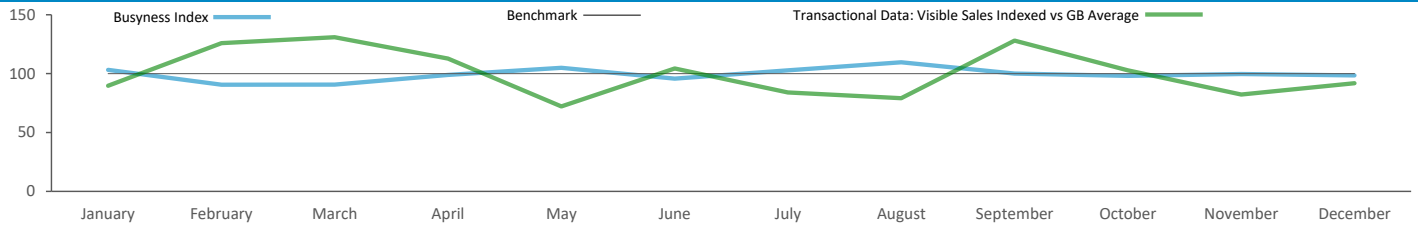
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Time of Day/Day of Week



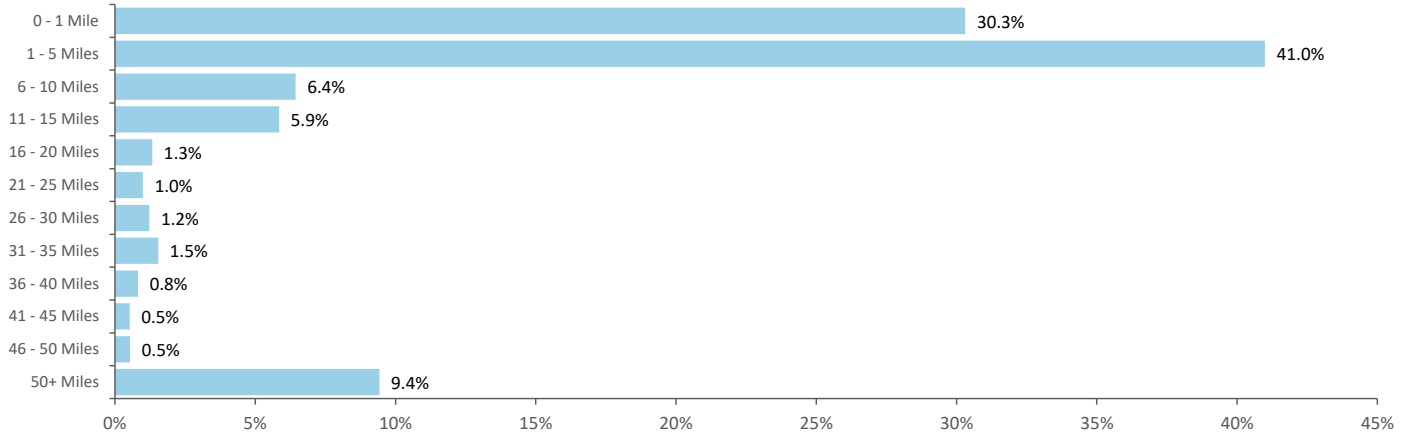
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

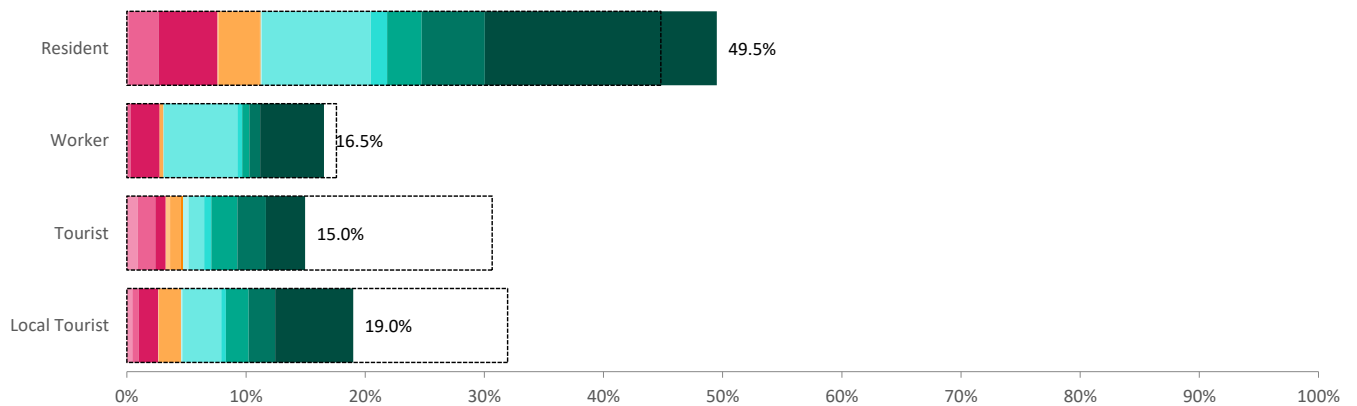
Distance from Home



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



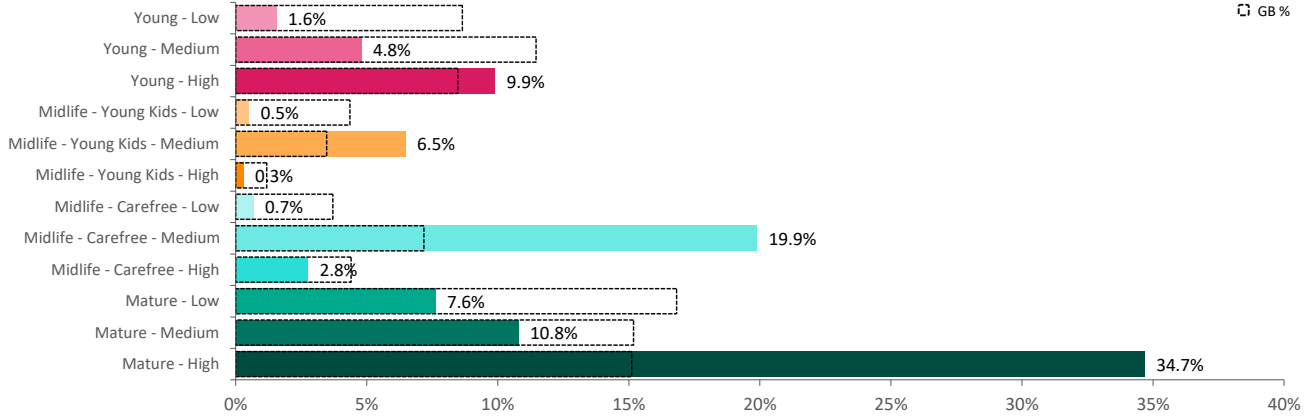
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Tweseldown Church Crookham



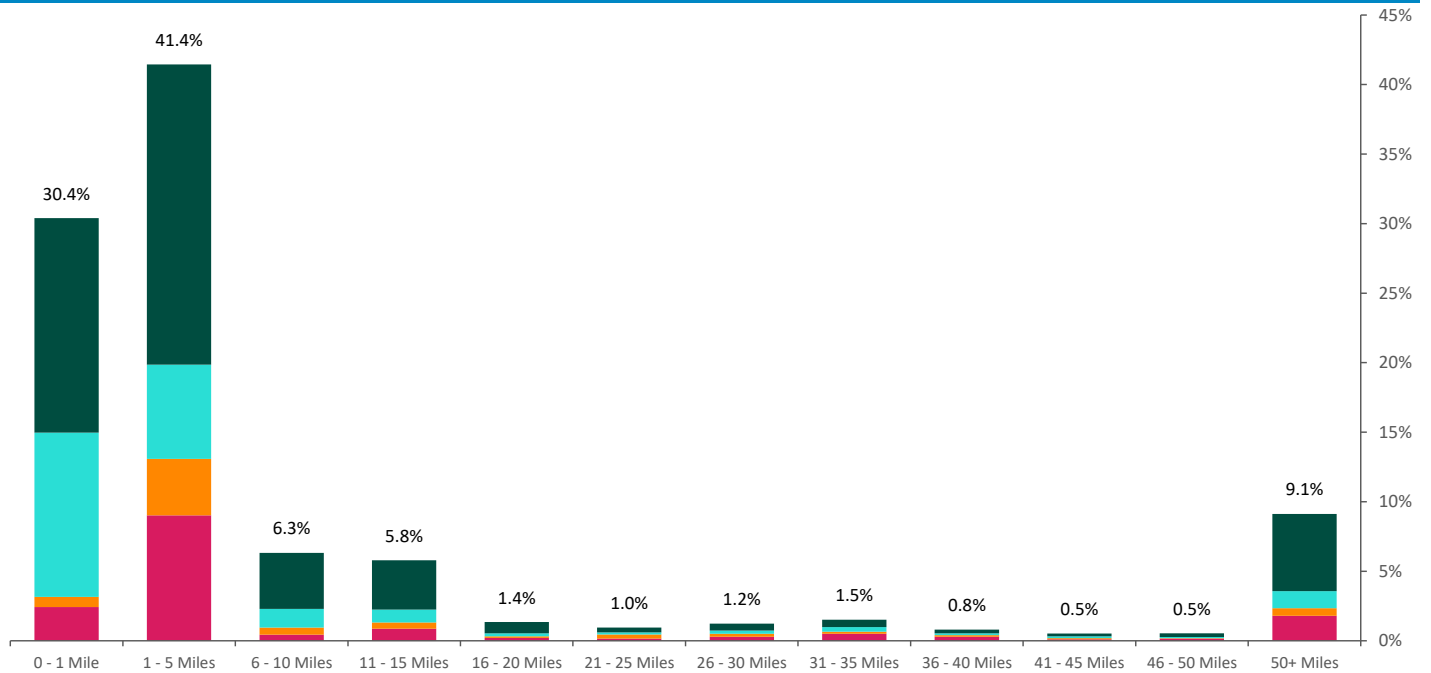
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Polaris Plus Profile



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



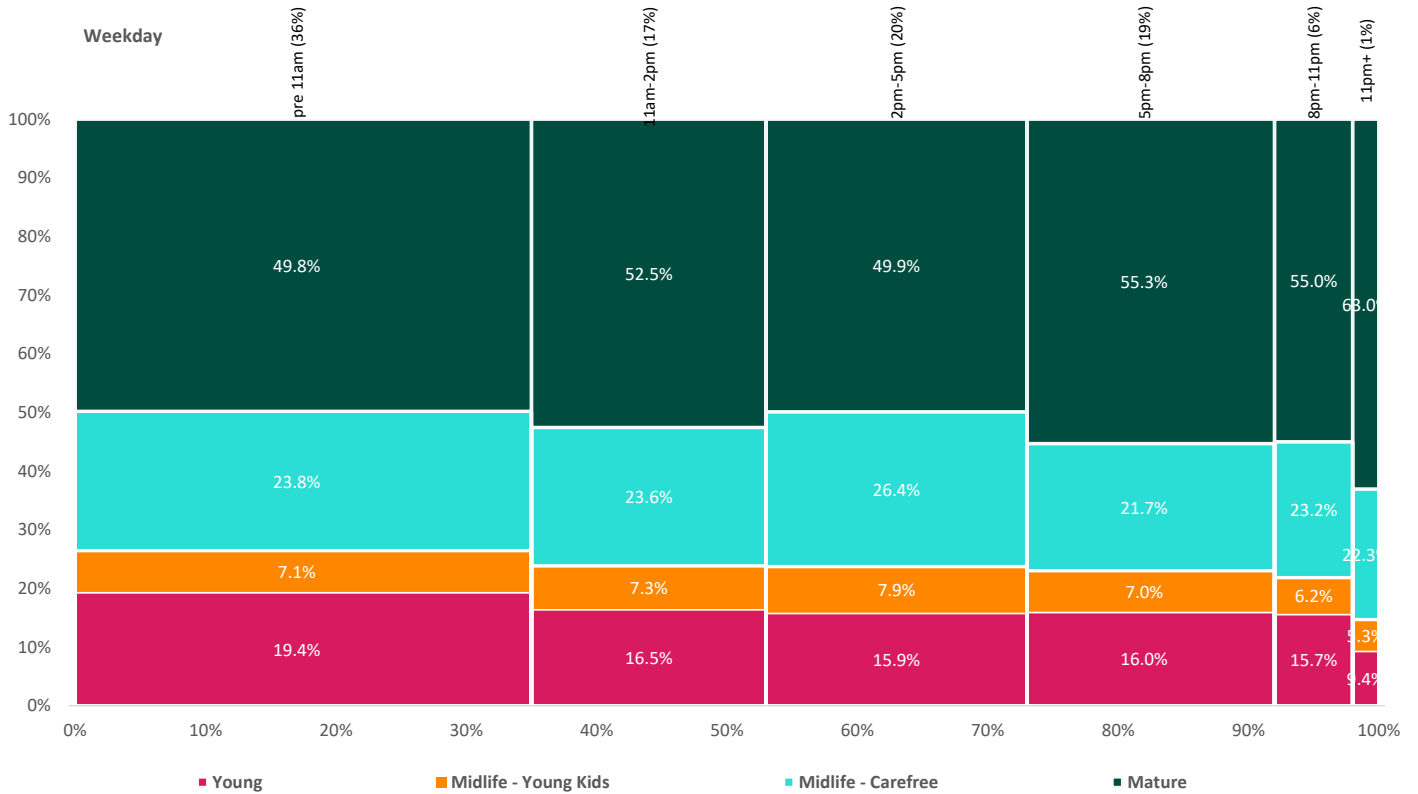
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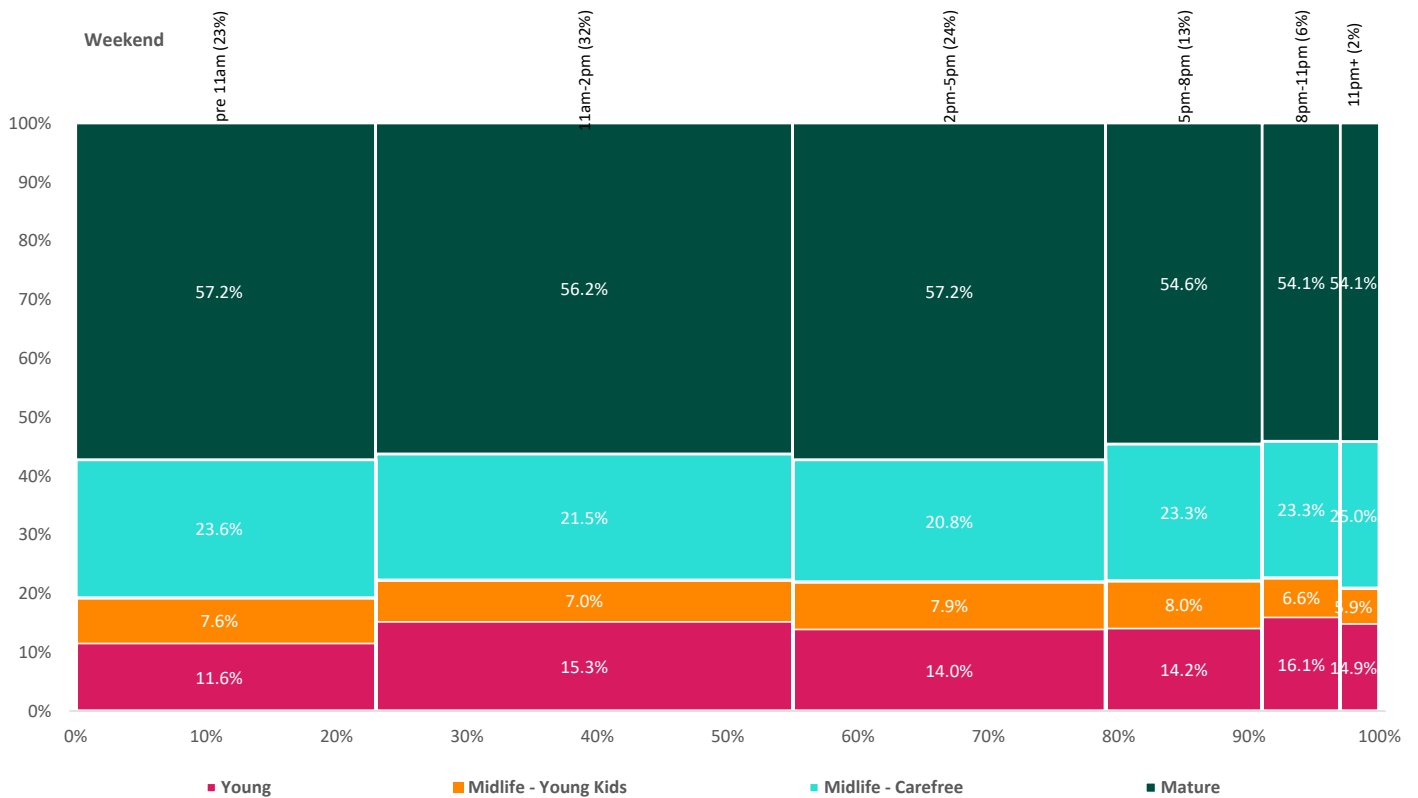


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Time of Day by Polaris: Weekday (Monday to Friday)



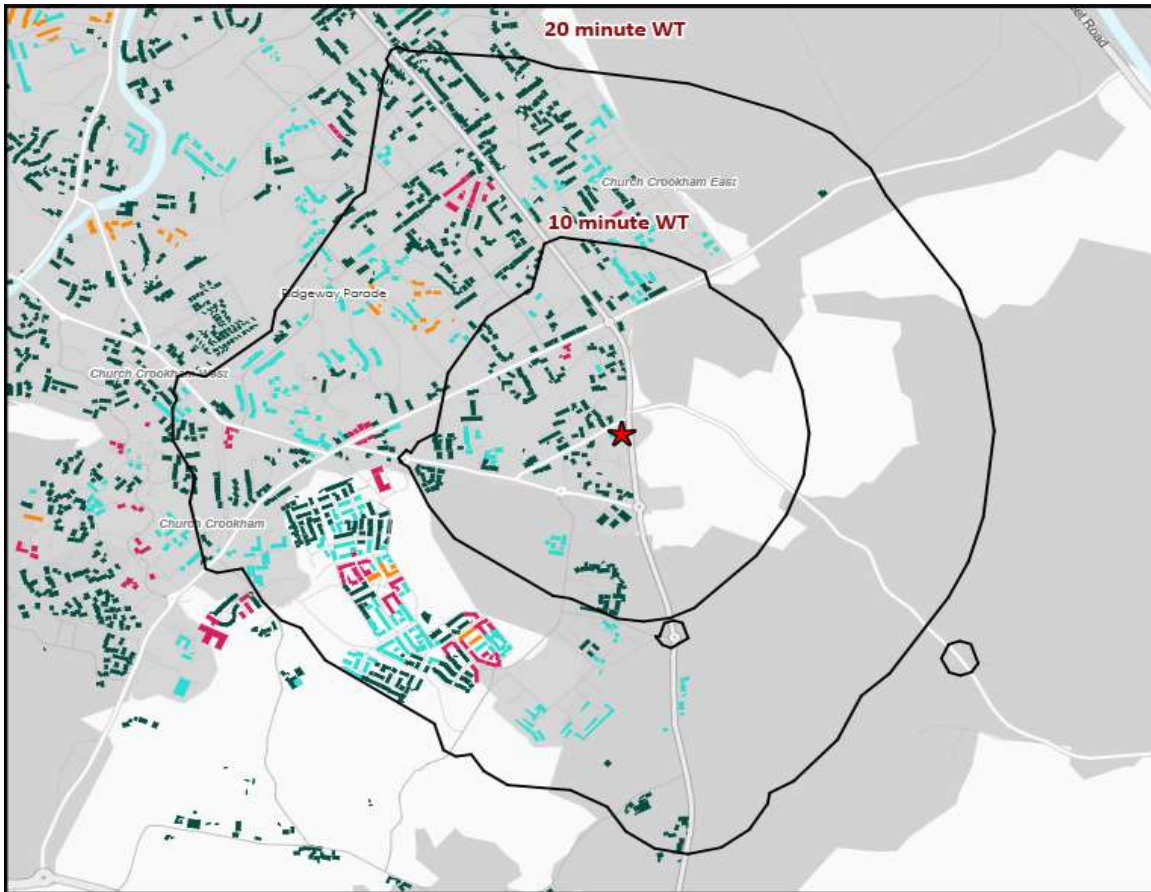
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Tweseldown Church Crookham



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- ★ Pub Sites
- Ⓜ Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

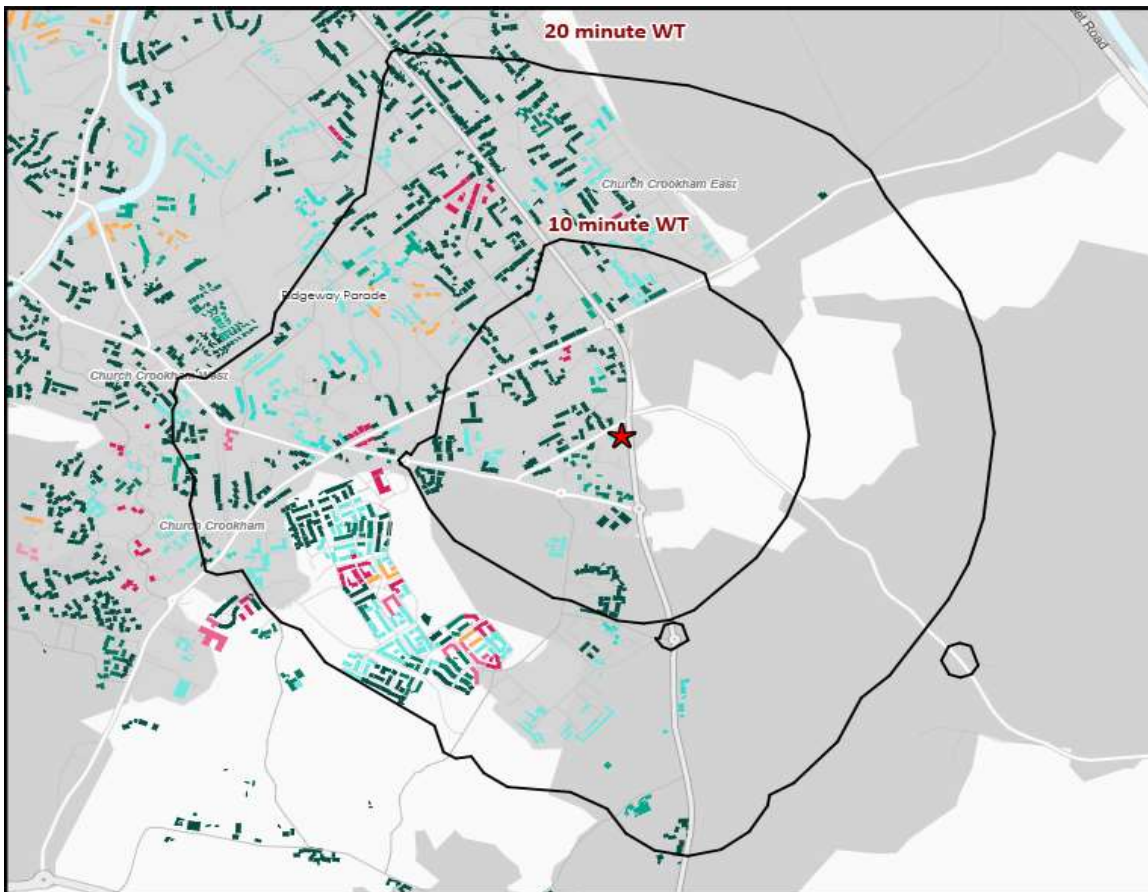
*WT= Walktime, **DT= Drivetime

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	17	283	29,795	4	13	43
Midlife - Young Kids	0	211	24,503	0	25	88
Midlife - Carefree	335	3,121	66,118	131	253	165
Mature	1,076	3,868	126,301	150	112	112
<i>Not Private Households</i>	190	309	6,564	895	302	197
Total	1,618	7,792	253,281			

Polaris Plus Summary - Tweseldown Church Crookham



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- ★ Pub Sites
- Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High
- Mature**
- Low
- Medium
- High

Polaris Plus Profile by Catchment

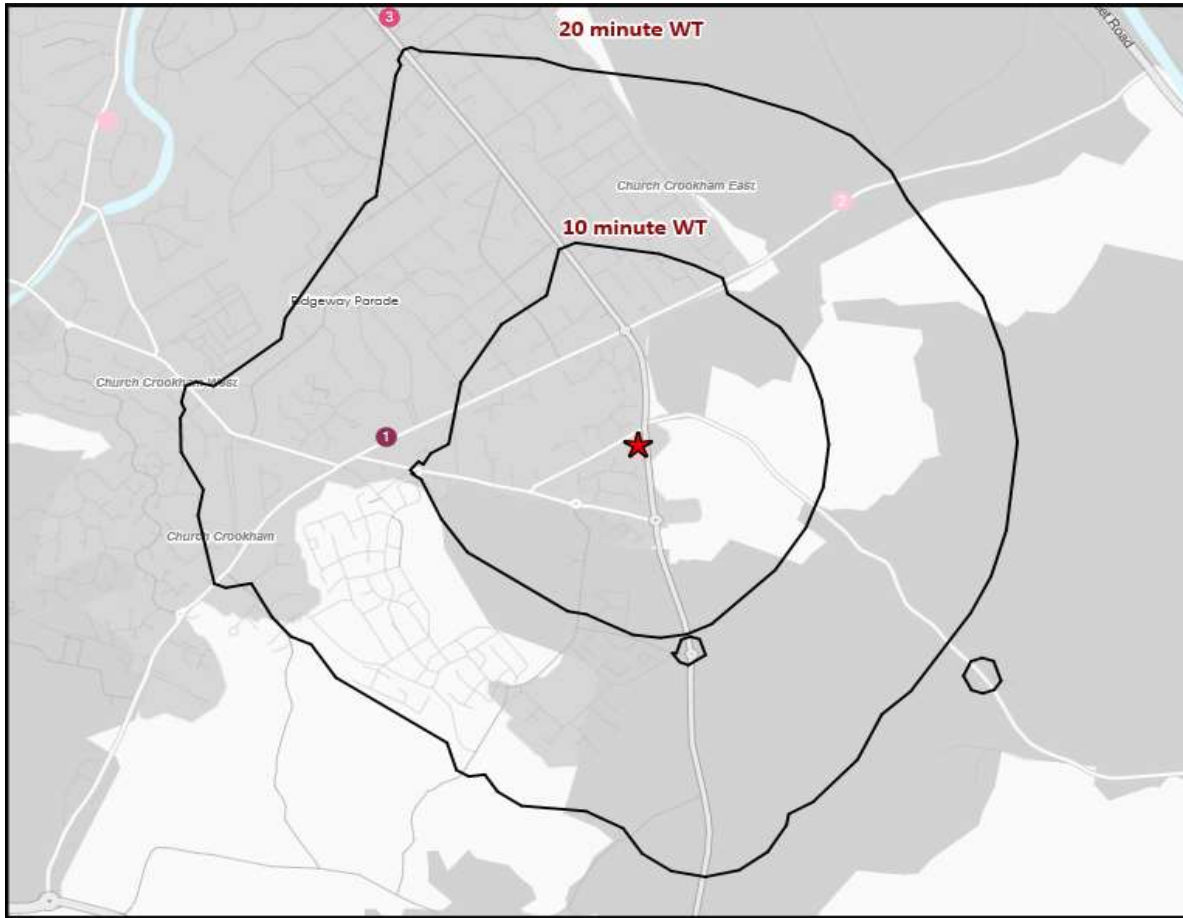
*WT= Walktime, **DT= Drivetime

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						
Low	0	0	2,525	0	0	10
Medium	0	85	8,520	0	10	31
High	17	198	18,750	16	38	110
Midlife - Young Kids						
Low	0	0	232	0	0	2
Medium	0	211	23,980	0	63	219
High	0	0	291	0	0	10
Midlife - Carefree						
Low	0	0	824	0	0	8
Medium	305	2,593	57,123	263	465	315
High	30	528	8,171	42	152	72
Mature						
Low	70	132	18,241	31	12	52
Medium	192	430	16,361	76	35	41
High	814	3,306	91,699	336	283	241
Not Private Households	190	309	6,564	895	302	197
Total	1,618	7,792	253,281			

CGA Summary - Tweseldown Church Crookham



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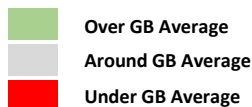


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Tweseldown	GU52 8DY	Star Pubs & Bars	GPGF	0.0
1	Wyvern	GU52 8JY	Greene King	Premium Local	0.5
2	Foresters Inn	GU52 9EP	Innventure	GPGF	0.7
3	Prince Of Wales	GU52 7SY	Greene King	Family Pub Dining	1.0
4	Windmill Inn	GU10 5BJ	Star Pubs & Bars	Premium Local	1.1
5	El Castello	GU51 3NW	Independent Free	Restaurants	1.2

Per Pub Analysis - Tweseldown Church Crookham



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,618	7,792	253,281
Number of Competition Pubs	1	3	219
Adults 18+ per Competition Pub	1,618	2,597	1,157

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	67	4.2%	52
Circuit Bar	0	5	0.3%	8
Community Pub	0	92	5.7%	30
Craft Led	0	3	0.2%	5
Great Pub Great Food	1	461	28.5%	161
High Street Pub	0	84	5.2%	28
Premium Local	0	410	25.3%	154

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	412	5.3%	66
Circuit Bar	0	48	0.6%	15
Community Pub	0	283	3.6%	19
Craft Led	0	58	0.7%	21
Great Pub Great Food	2	2,077	26.7%	151
High Street Pub	0	240	3.1%	17
Premium Local	1	1,772	22.7%	138

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	16	21,663	8.6%	106
Circuit Bar	15	5,840	2.3%	57
Community Pub	5	18,794	7.4%	39
Craft Led	0	5,871	2.3%	67
Great Pub Great Food	52	64,262	25.4%	143
High Street Pub	4	18,188	7.2%	39
Premium Local	58	54,152	21.4%	130

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.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;">18-34 year olds <i>Wanting to look good in the group</i></td> <td style="text-align: center;">35-54 year olds <i>Children under 12 at home</i></td> <td style="text-align: center;">35-54 year olds <i>No children under 12 at home</i></td> <td style="text-align: center;">55+ year olds</td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> 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 </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds <i>Wanting to look good in the group</i>	35-54 year olds <i>Children under 12 at home</i>	35-54 year olds <i>No children under 12 at home</i>	55+ year olds	Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																									
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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 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.																																									
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1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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