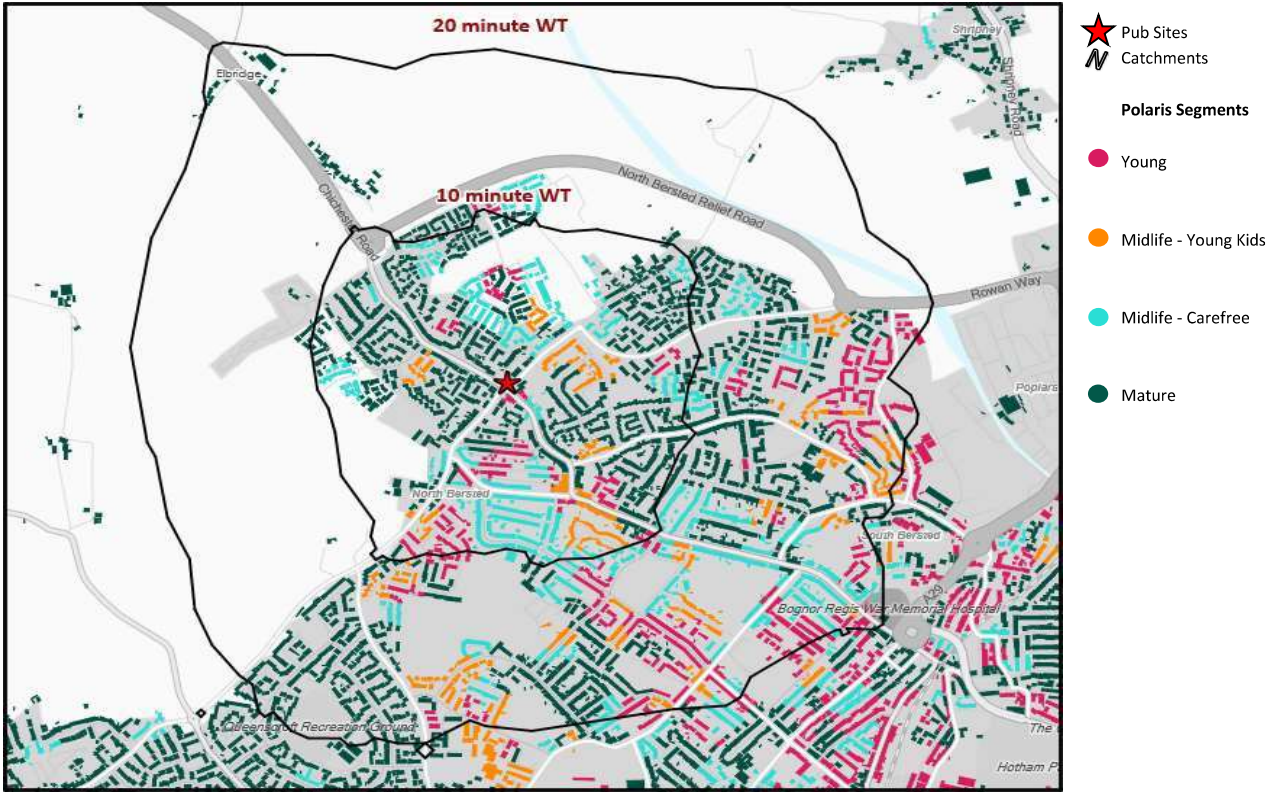


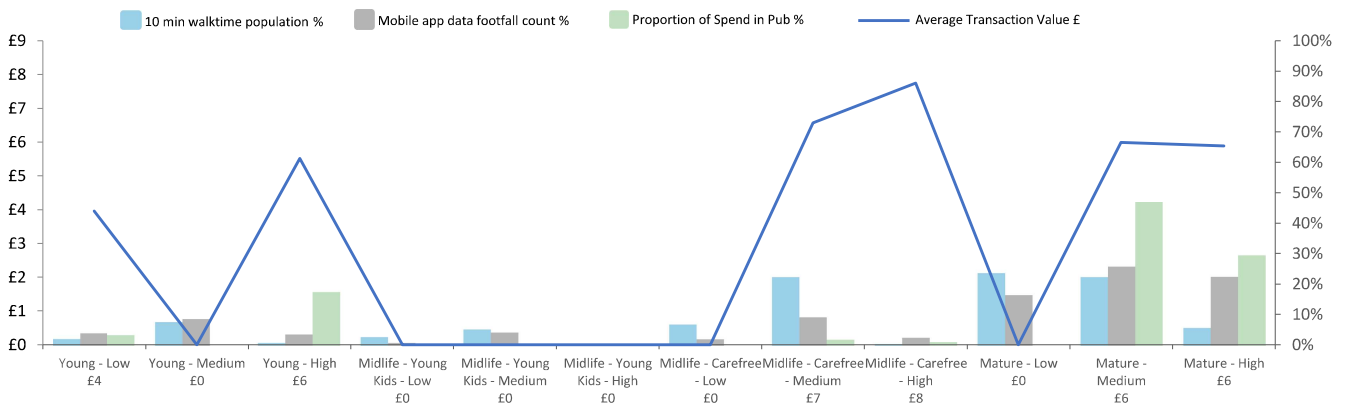
Catchment Summary - Royal Oak North Berstead

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Ship To	Name	Postcode	Operator	Segment	Sparsity
625653	Royal Oak North Berstead	PO21 5JF	Star Pubs & Bars	Premium Local	13



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Royal Oak North Berstead



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

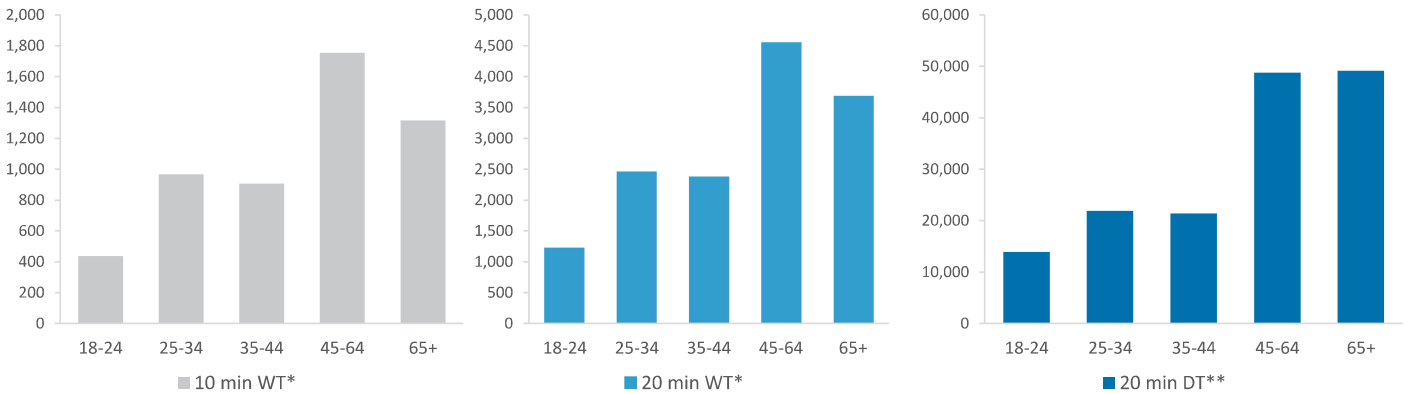
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,795	18,000	188,374	127	97	43
Adults 18+	5,379	14,319	155,116	119	94	44
Competition Pubs	2	6	170	11	17	41
Adults 18+ per Competition Pub	2,690	2,387	912	313	278	106
% Adults Likely to Drink	78.5%	77.5%	79.2%	103	102	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	35.4%	44.9%	22.6%	106	135	68
	Medium	57.5%	48.9%	44.3%	151	128	116
	High	7.1%	6.2%	30.4%	26	23	111

*Affluence does not include Not Private Households

Age Profile	18-24	437	1,233	13,891	79	84	91
	25-34	967	2,464	21,914	107	103	87
	35-44	907	2,380	21,433	101	100	86
	45-64	1,753	4,555	48,777	100	99	101
	65+	1,315	3,687	49,101	101	107	136



	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	3,220 (47%)	8,649 (48%)	91,262 (48%)	97	98	99
	Female	3,575 (53%)	9,351 (52%)	97,112 (52%)	103	102	101
Economic Status (16+)	Employed: Full-time	2,027 (37%)	5,148 (35%)	47,424 (30%)	106	102	87
	Employed: Part-time	821 (15%)	2,165 (15%)	19,671 (12%)	125	124	104
	Self employed	558 (10%)	1,415 (10%)	16,274 (10%)	109	104	111
	Unemployed	140 (3%)	417 (3%)	3,451 (2%)	91	103	79
	Full-time student	119 (2%)	287 (2%)	3,351 (2%)	90	82	89
	Retired	1,189 (21%)	3,219 (22%)	46,081 (29%)	98	100	132
Other	685 (12%)	2,072 (14%)	22,813 (14%)	71	81	82	
Total Worker Count		427	5,436	82,396			

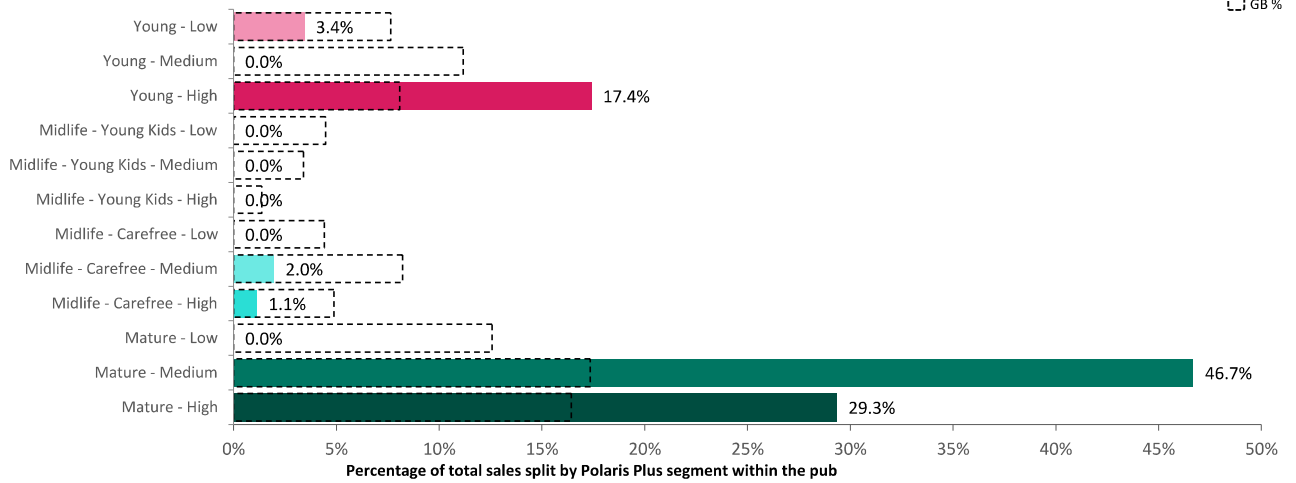
See the Glossary page for further information on the above variables

Transactional Data Summary - Royal Oak North Berstead

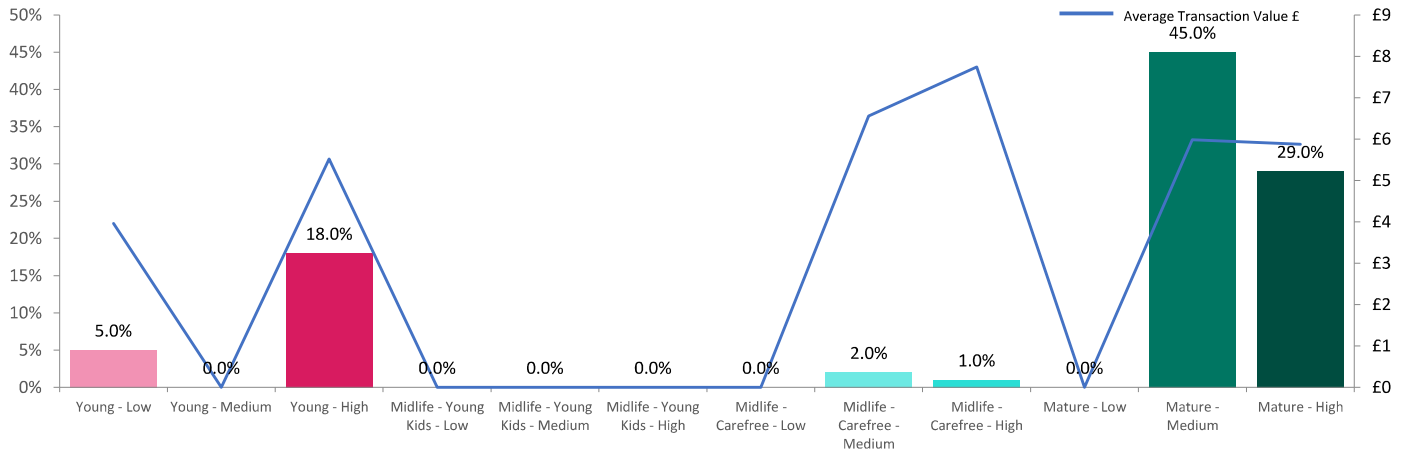


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Spend by Polaris Plus

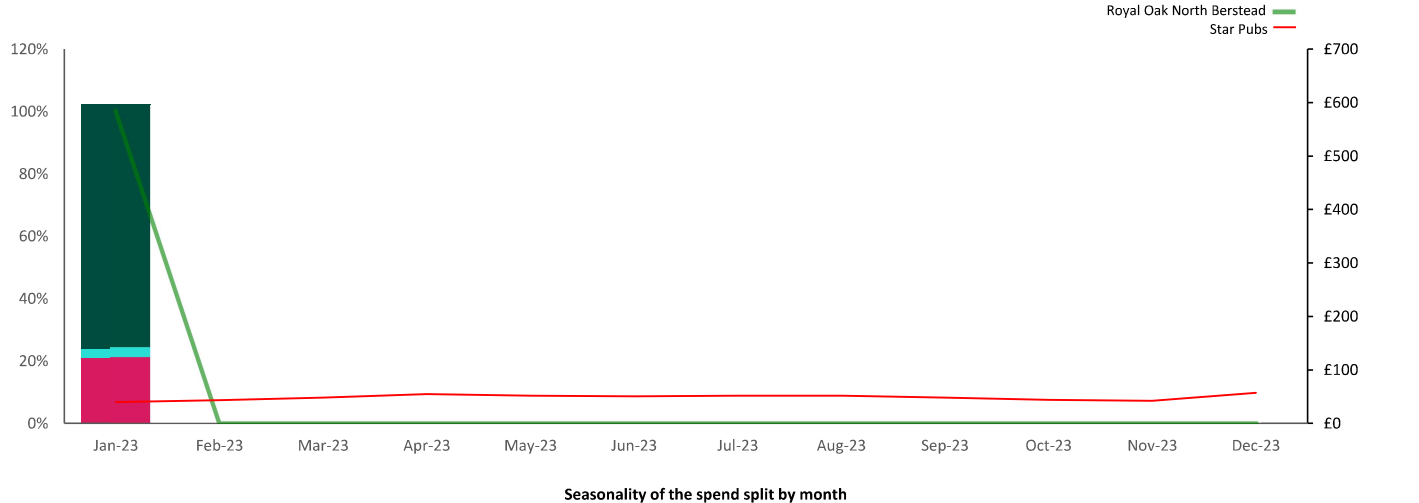


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

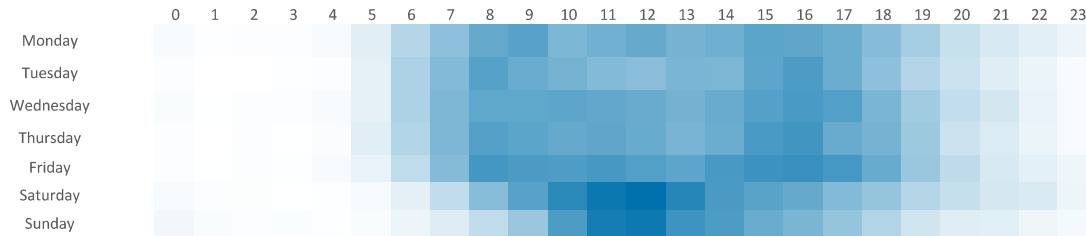


Mobile Data Summary - Royal Oak North Berstead



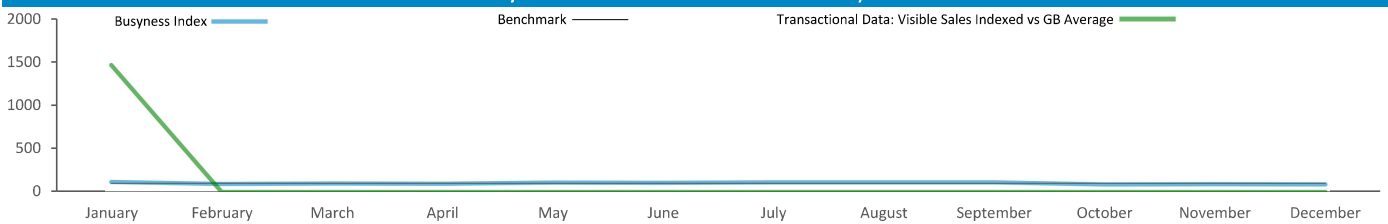
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Time of Day/Day of Week



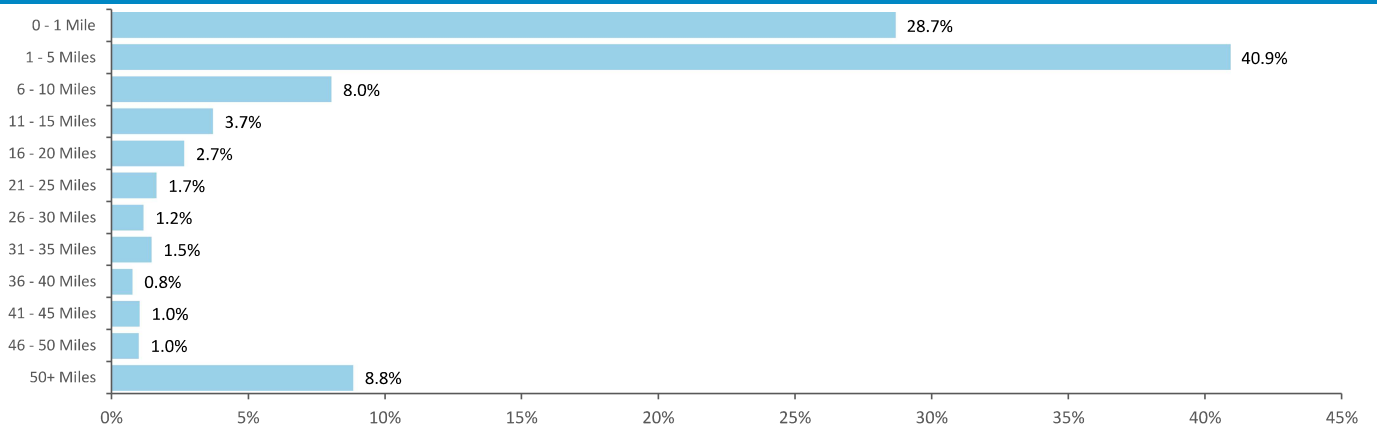
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

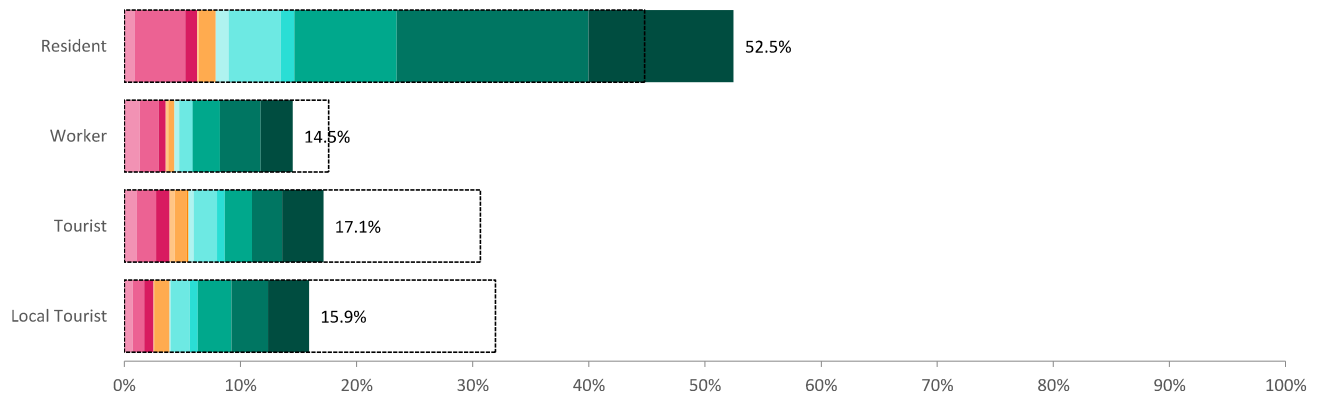
Distance from Home



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



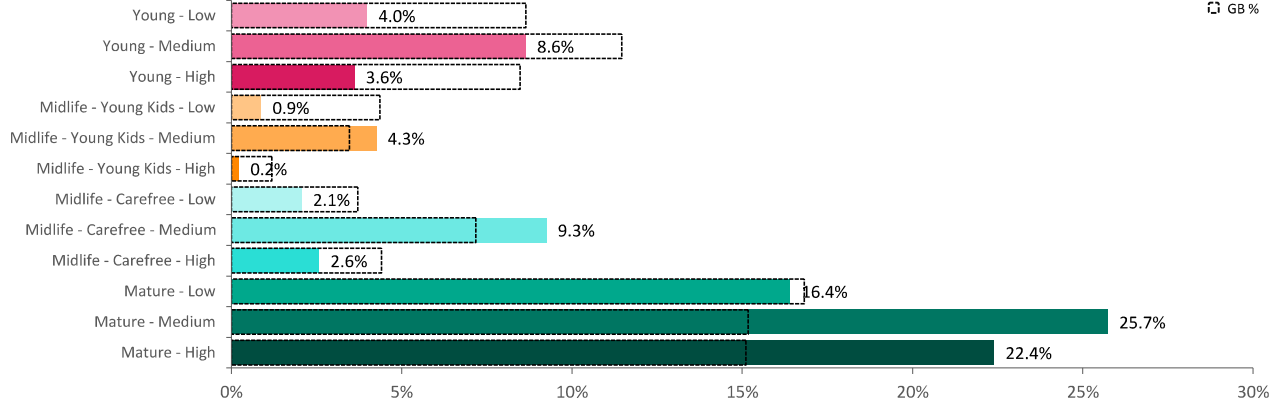
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Royal Oak North Berstead



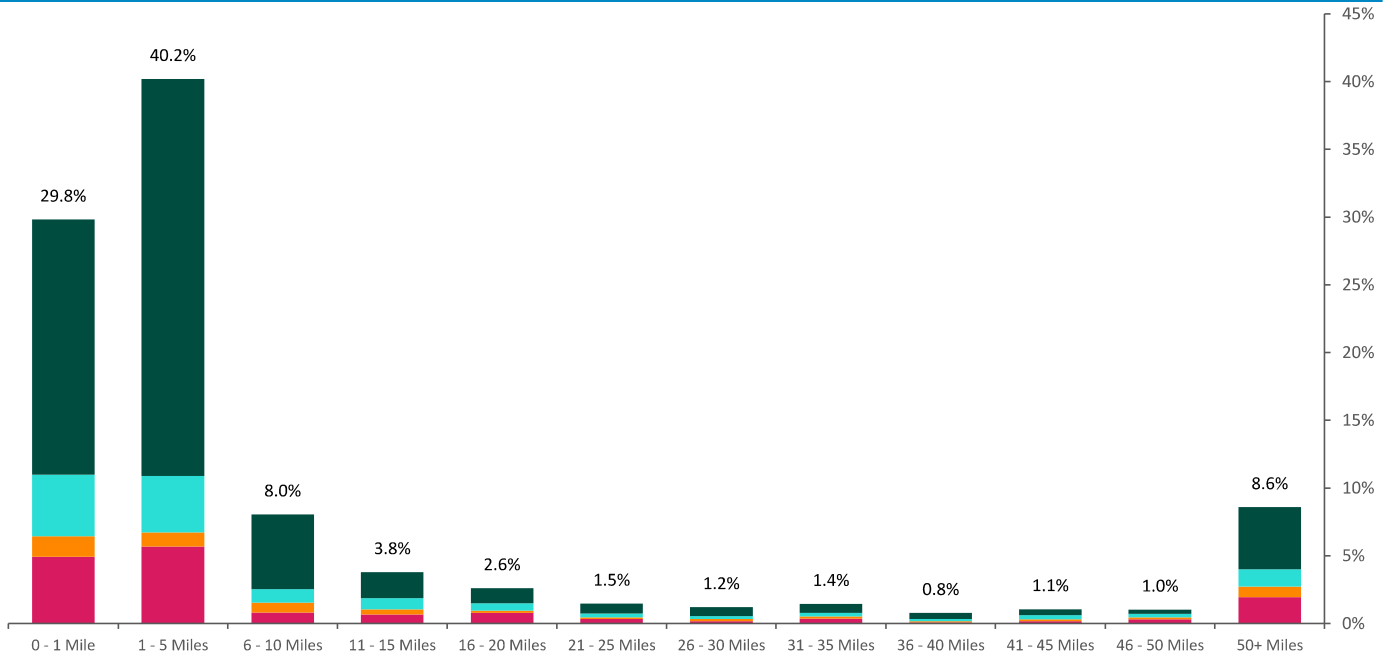
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Polaris Plus Profile



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



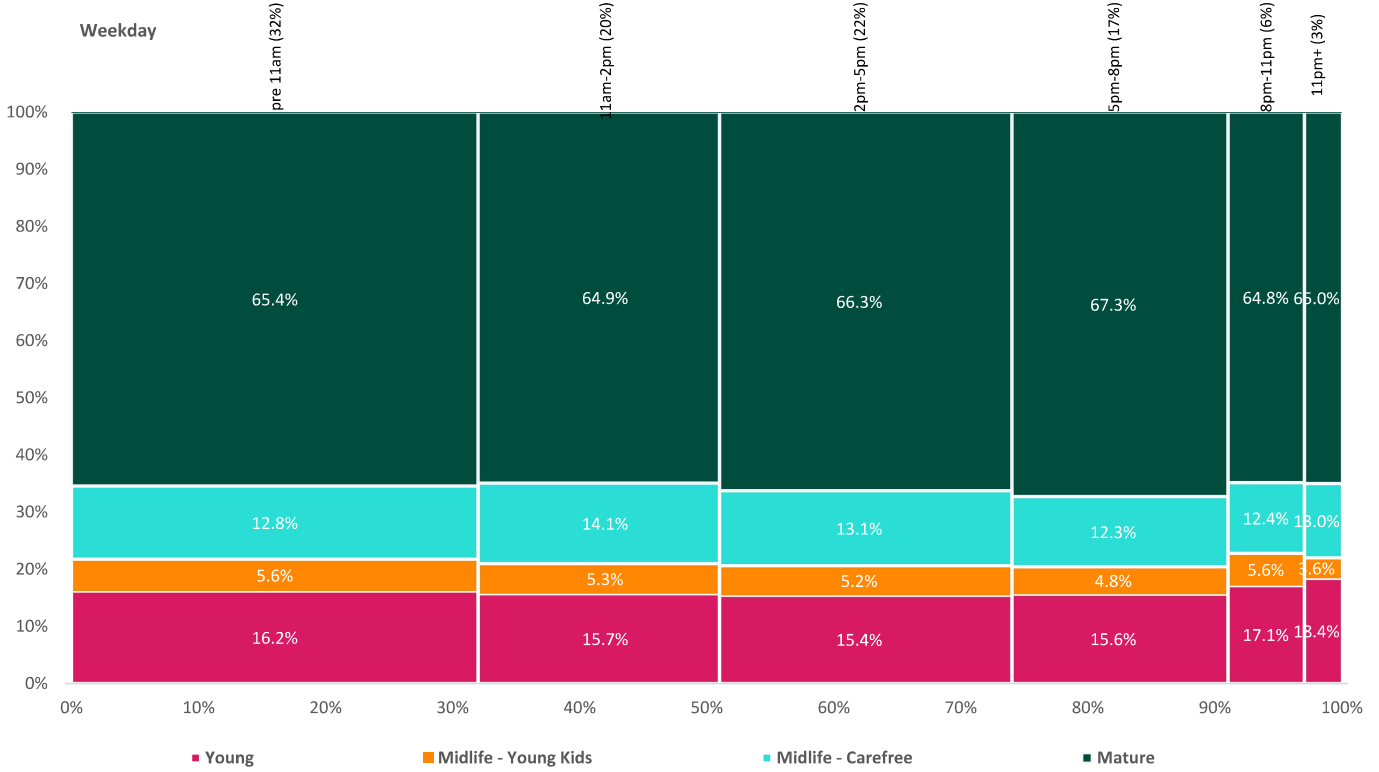
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Royal Oak North Berstead

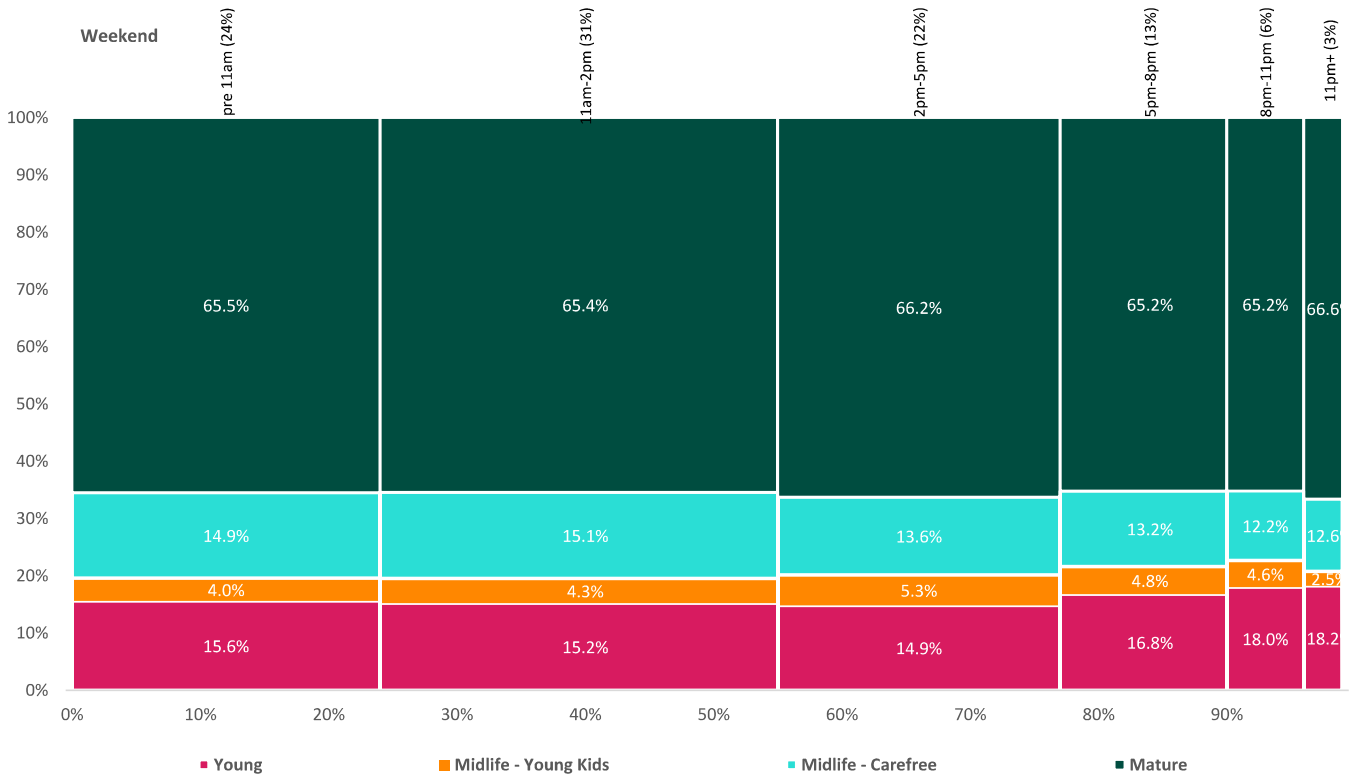


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Time of Day by Polaris: Weekday (Monday to Friday)



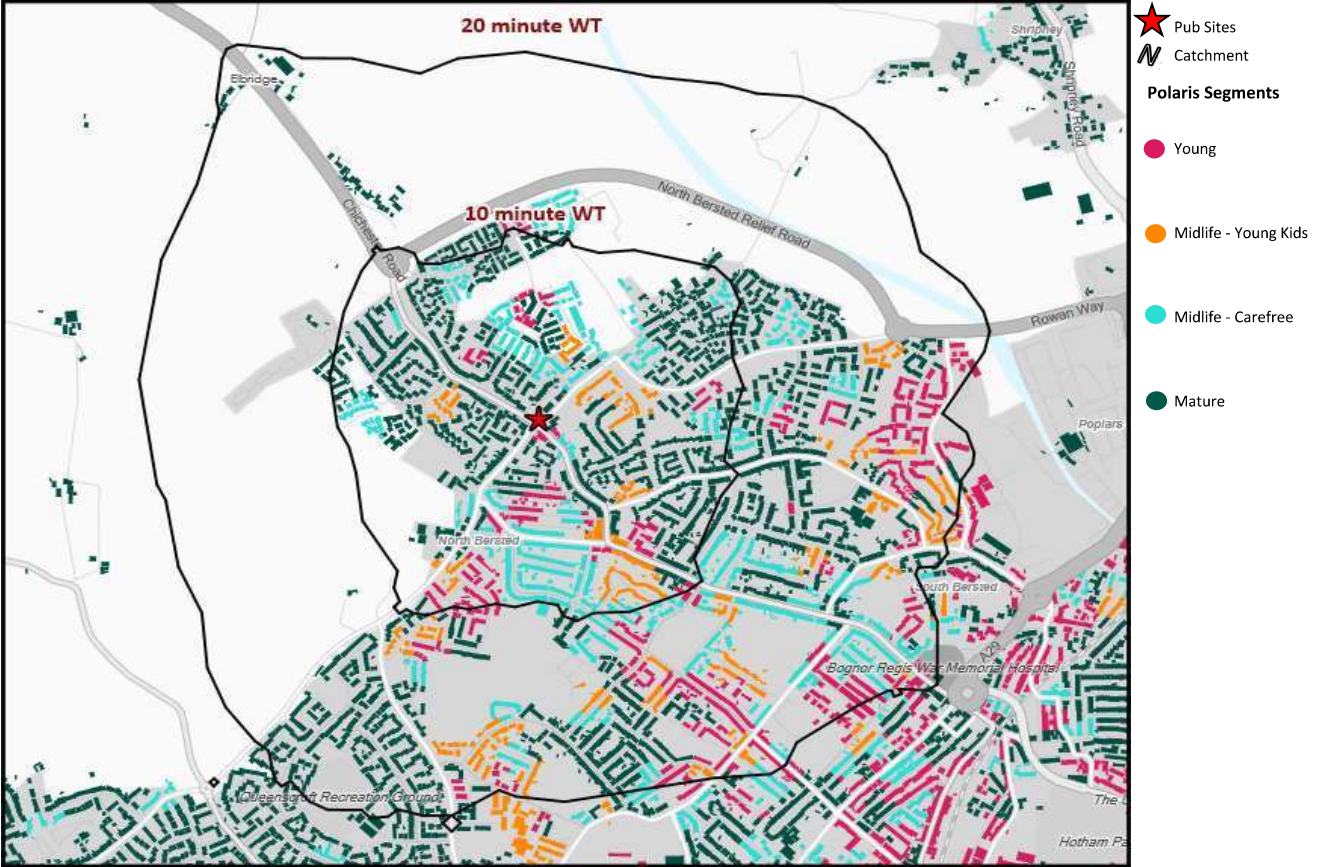
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Royal Oak North Berstead



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Polaris Profile by Catchment

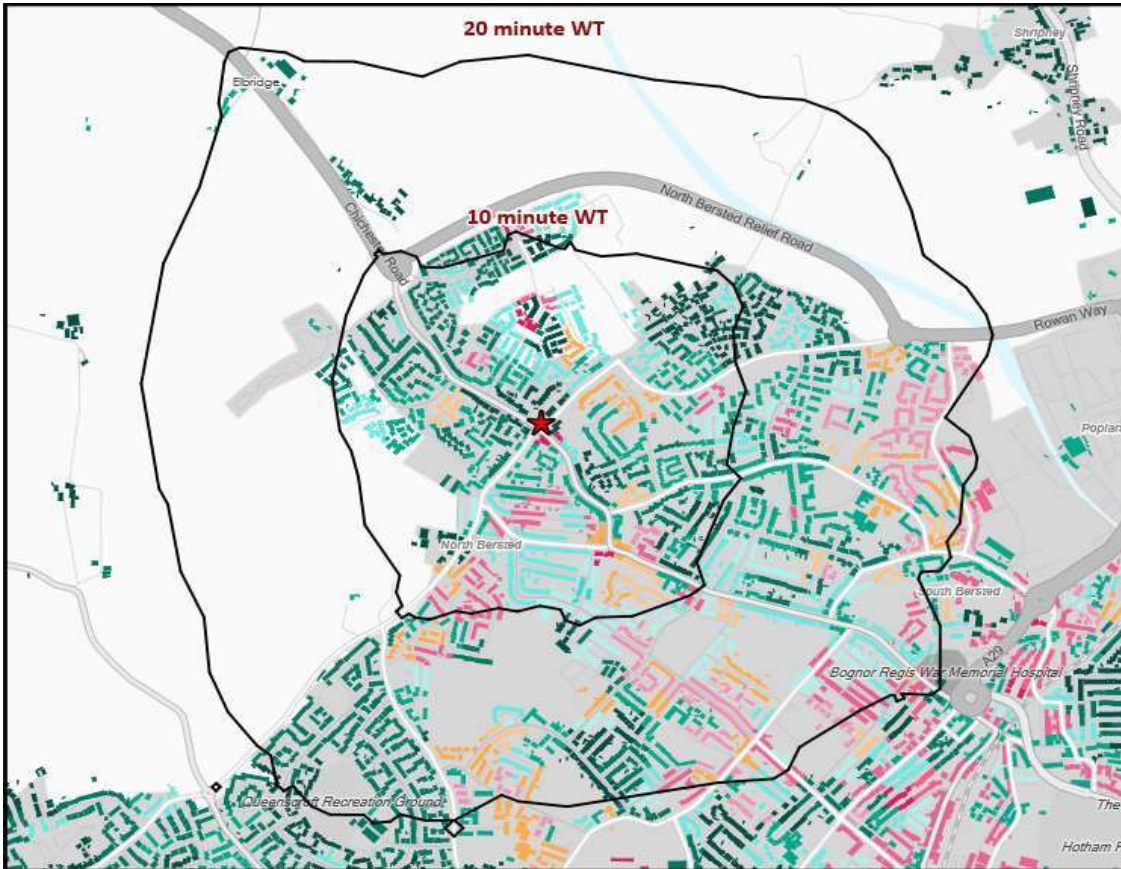
*WT= Walktime, **DT= Drivetime

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	576	2,903	26,439	39	74	62
Midlife - Young Kids	433	1,406	9,495	74	90	56
Midlife - Carefree	1,593	3,065	20,148	187	135	82
Mature	2,777	6,945	94,767	116	109	138
Not Private Households	0	0	4,267	0	0	210
Total	5,379	14,319	155,116			

Polaris Plus Summary - Royal Oak North Berstead



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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

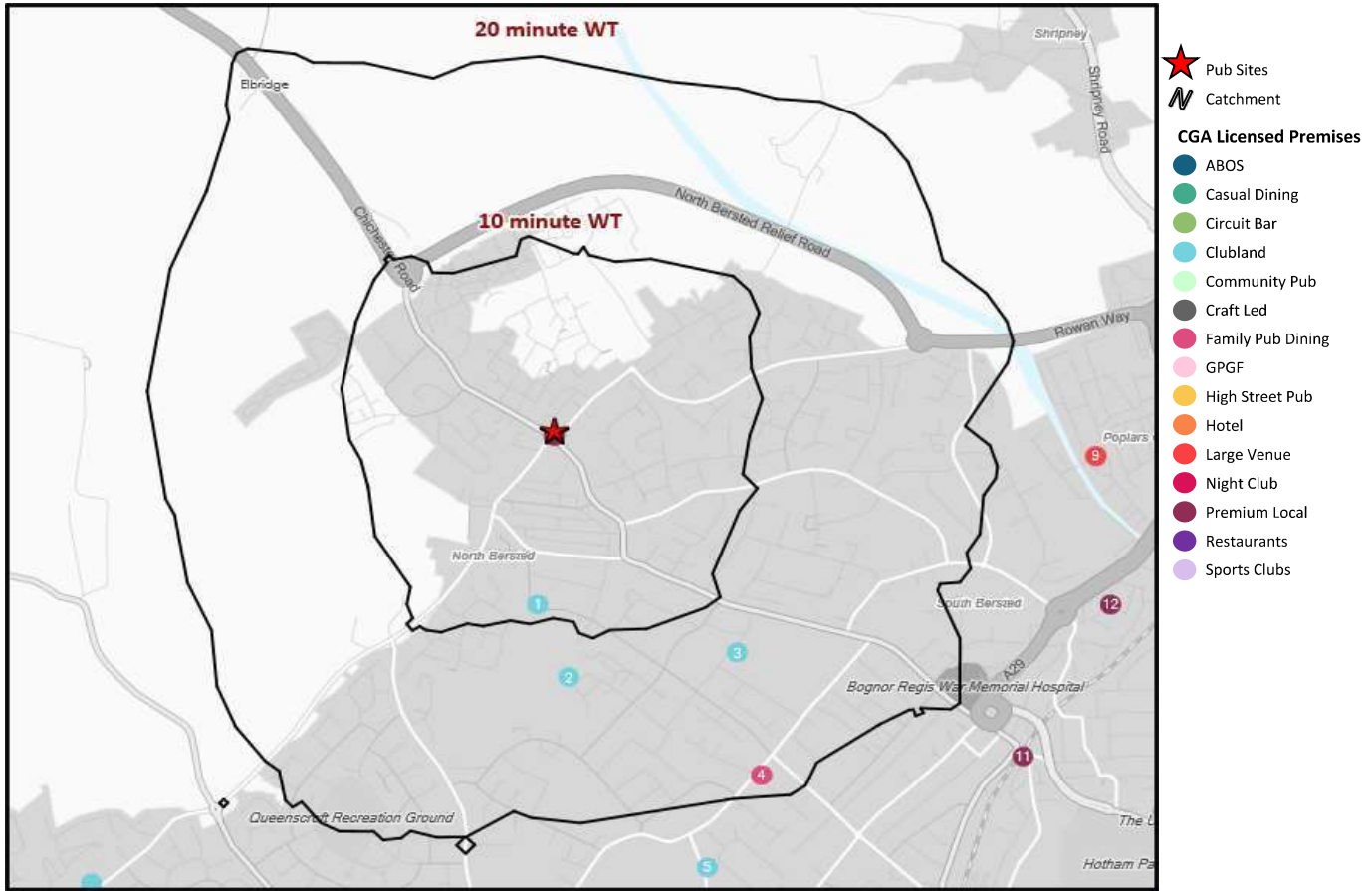
*WT= Walktime, **DT= Drivetime

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	114	1,512	4,939	22	108	32
Medium	414	1,324	15,169	70	84	89
High	48	67	6,331	13	7	61
Midlife - Young Kids						
Low	151	341	725	51	43	9
Medium	282	1,065	8,331	121	172	124
High	0	0	439	0	0	25
Midlife - Carefree						
Low	369	955	1,741	163	158	27
Medium	1,198	2,084	12,702	311	203	114
High	26	26	5,705	11	4	83
Mature						
Low	1,270	3,617	27,605	172	184	130
Medium	1,199	2,528	32,440	142	113	134
High	308	800	34,722	38	37	149
Not Private Households	0	0	4,267	0	0	210
Total	5,379	14,319	155,116			

CGA Summary - Royal Oak North Berstead



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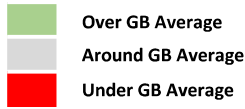


Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Royal Oak	PO21 5JF	Star Pubs & Bars	Premium Local	0.0
1	Newtown Social Club	PO21 5EU	Independent Free	Clubland	0.4
2	Arena Sports Centre	PO21 5JD	Independent Free	Clubland	0.5
3	Bognor Regis Rugby Union Football Club	PO21 5JH	Independent Free	Clubland	0.6
4	Wheatsheaf	PO21 2BE	Mitchells & Butlers	Family Pub Dining	0.8
5	Arun & District Indoor Bowling Club	PO21 2TT	Independent Free	Clubland	0.9
6	Bognor Sports Club	PO21 2UP	Independent Free	Clubland	1.0
7	Bognor Lawn Tennis Club	PO21 2TY	Independent Free	Clubland	1.0
7	Bognor Regis Town Football Club	PO21 2TY	Independent Free	Clubland	1.0
9	Riverside Caravan Centre	PO22 9NE	Independent Free	Large Venue	1.0
10	Martlets	PO21 3AD	Greene King	Family Pub Dining	1.1
11	Richmond Arms	PO21 1AU	*Other Small Retail Groups	Premium Local	1.1
12	Friary Arms	PO22 9LN	Star Pubs & Bars	Premium Local	1.1
13	Whites	PO21 1BP	Independent Free	Restaurants	1.2

Per Pub Analysis - Royal Oak North Berstead

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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+	5,379	14,319	155,116
Number of Competition Pubs	2	6	170
Adults 18+ per Competition Pub	2,690	2,387	912

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	182	3.4%	42
Circuit Bar	0	192	3.6%	88
Community Pub	0	1,159	21.5%	113
Craft Led	0	90	1.7%	48
Great Pub Great Food	0	493	9.2%	52
High Street Pub	0	1,061	19.7%	107
Premium Local	1	635	11.8%	72

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	677	4.7%	59
Circuit Bar	0	747	5.2%	129
Community Pub	0	3,396	23.7%	124
Craft Led	0	340	2.4%	69
Great Pub Great Food	0	1,241	8.7%	49
High Street Pub	0	3,172	22.2%	120
Premium Local	1	1,708	11.9%	72

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	11	10,286	6.6%	82
Circuit Bar	15	5,471	3.5%	87
Community Pub	1	27,691	17.9%	93
Craft Led	0	3,985	2.6%	74
Great Pub Great Food	25	31,648	20.4%	115
High Street Pub	15	26,133	16.8%	91
Premium Local	34	31,191	20.1%	122

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</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</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</p>
Age Profile	Counts of residents by Age band
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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 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	<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

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						