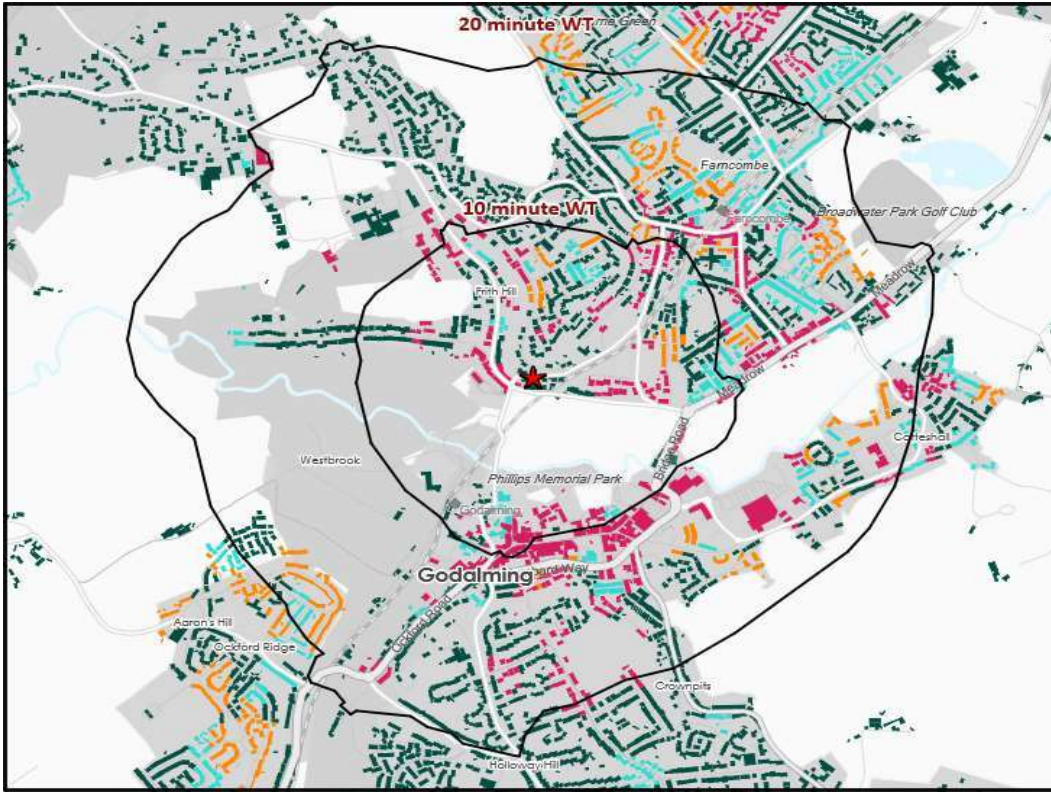


Catchment Summary - Charterhouse Arms Godalmin



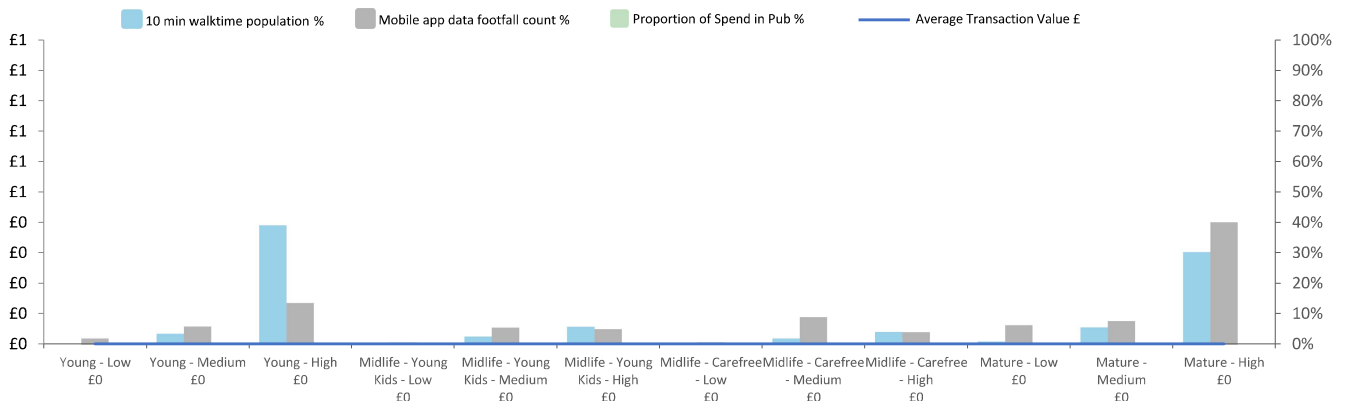
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626245	Charterhouse Arms Godalmin	GU 7 2PQ	Star Pubs & Bars	GPGF	15



- ★ 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 - Charterhouse Arms Godalmin

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

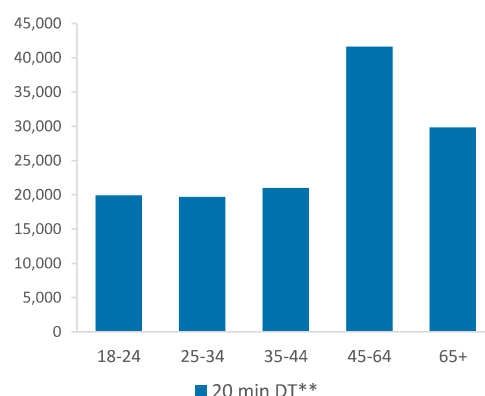
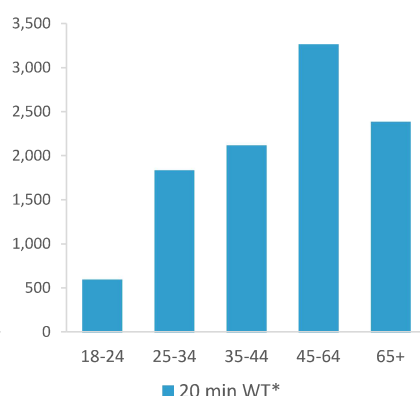
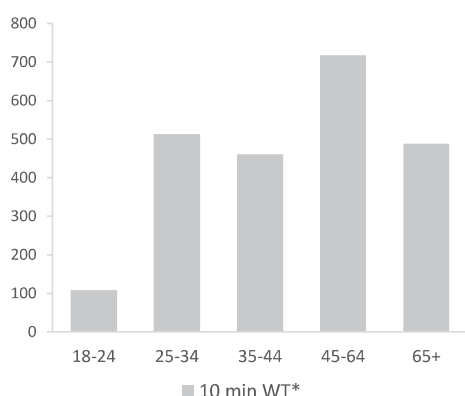
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,852	13,377	165,009	53	72	38
Adults 18+	2,288	10,195	132,101	51	67	38
Competition Pubs	8	16	118	44	44	28
Adults 18+ per Competition Pub	286	637	1,120	33	74	130
% Adults Likely to Drink	79.8%	78.5%	79.2%	105	103	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	1.0%	3.3%	7.2%	3	10	22
	Medium	13.8%	28.0%	32.4%	36	73	85
	High	78.8%	66.4%	58.6%	289	243	215

*Affluence does not include Not Private Households

Age Profile	18-24	108	602	19,922	47	55	148
	25-34	513	1,836	19,687	135	103	89
	35-44	461	2,117	20,993	122	119	96
	45-64	718	3,257	41,637	98	95	98
	65+	488	2,383	29,862	89	93	94



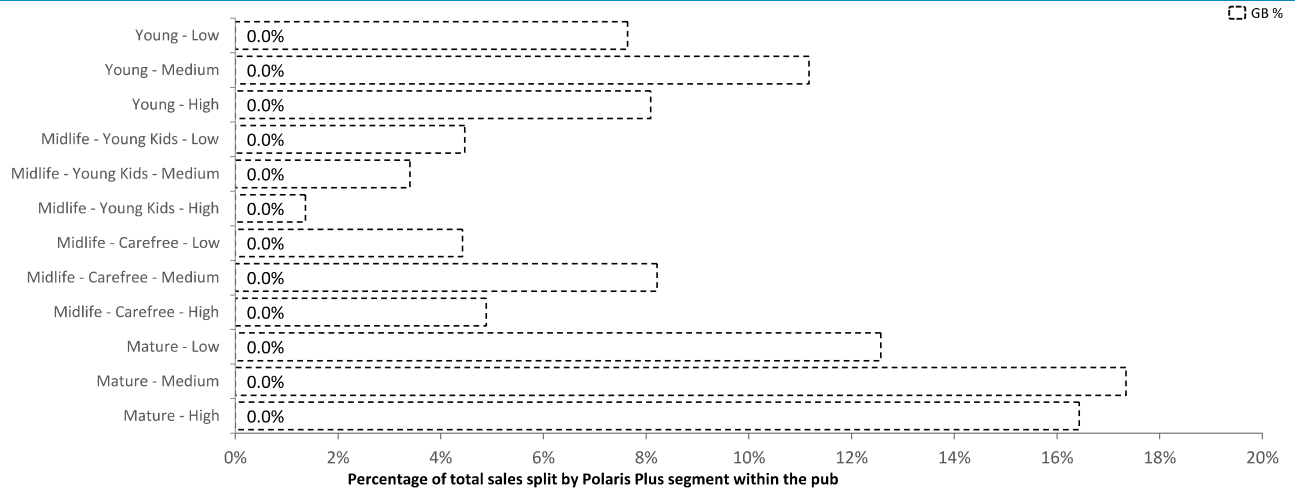
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,436 (50%)	6,839 (51%)	80,983 (49%)	103	104	100
	Female	1,416 (50%)	6,538 (49%)	84,026 (51%)	97	96	100
Economic Status (16+)	Employed: Full-time	979 (42%)	4,219 (39%)	47,172 (35%)	121	114	100
	Employed: Part-time	264 (11%)	1,258 (12%)	14,296 (10%)	95	99	88
	Self employed	303 (13%)	1,280 (12%)	15,068 (11%)	140	129	120
	Unemployed	46 (2%)	210 (2%)	2,808 (2%)	71	71	74
	Full-time student	26 (1%)	149 (1%)	4,592 (3%)	47	58	141
	Retired	462 (20%)	2,077 (19%)	26,674 (20%)	90	88	89
	Other	261 (11%)	1,548 (14%)	25,977 (19%)	64	83	109
Total Worker Count		1,472	5,302	69,422			

See the Glossary page for further information on the above variables

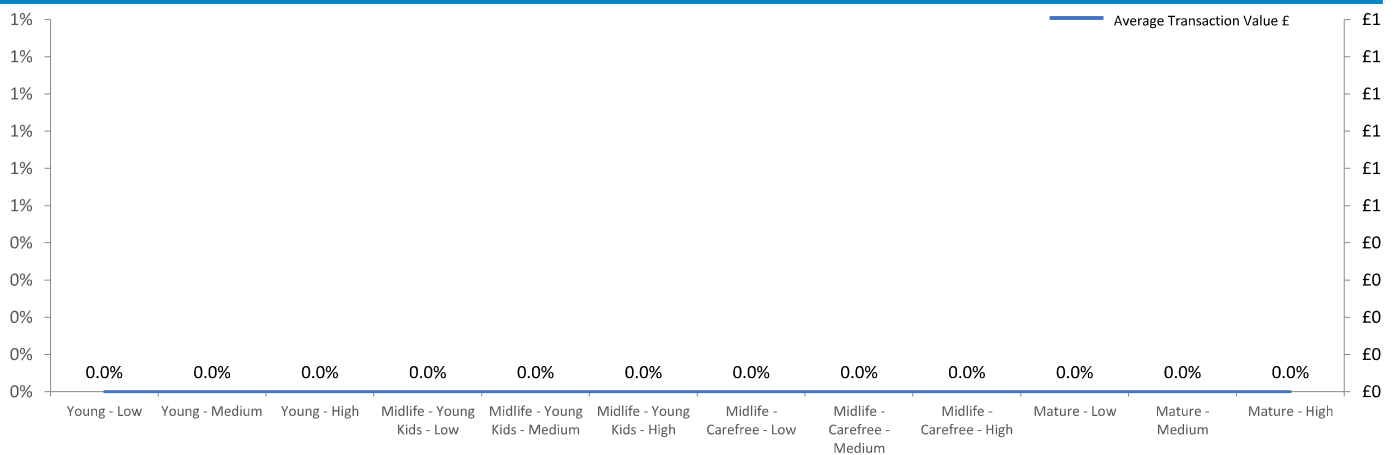
Transactional Data Summary - Charterhouse Arms Godalmin

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Spend by Polaris Plus

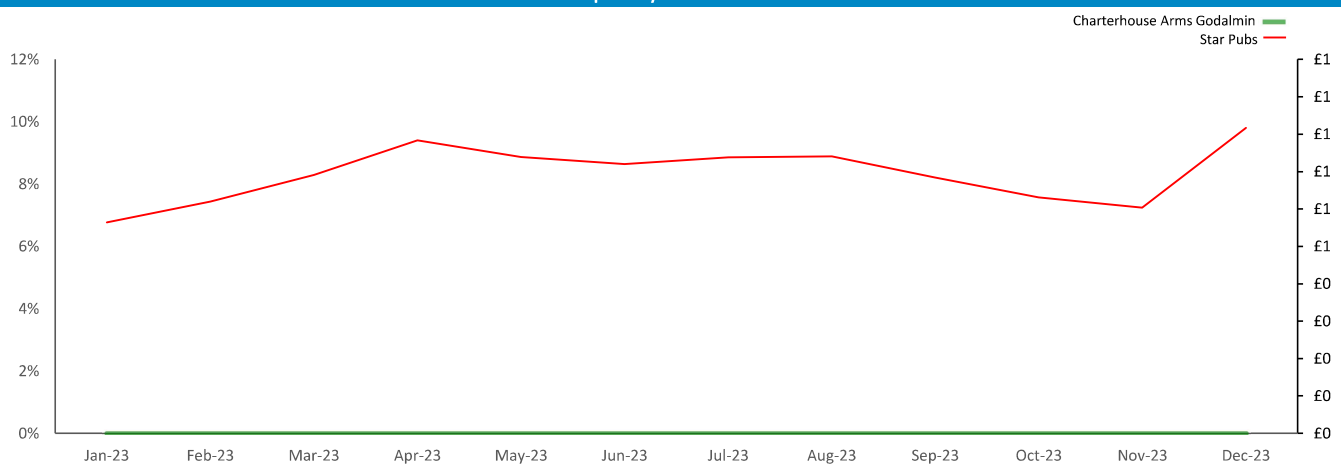


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

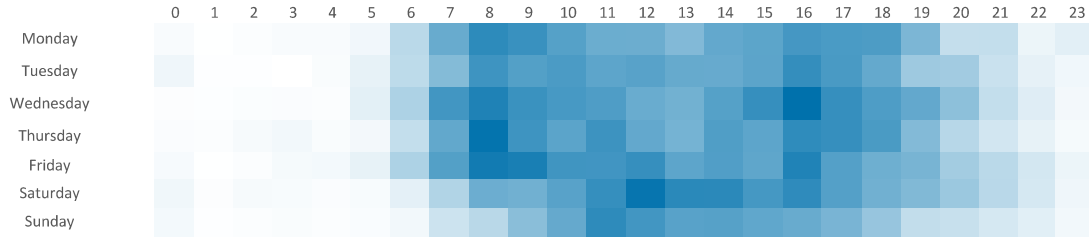
Spend by Month and Polaris



Seasonality of the spend split by month

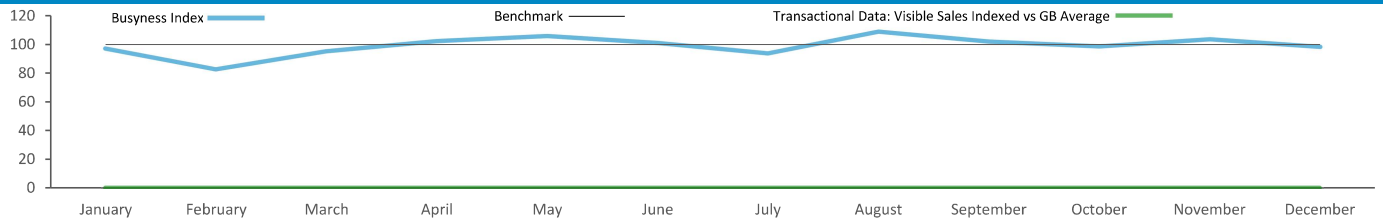
Mobile Data Summary - Charterhouse Arms Godalmin

Time of Day/Day of Week



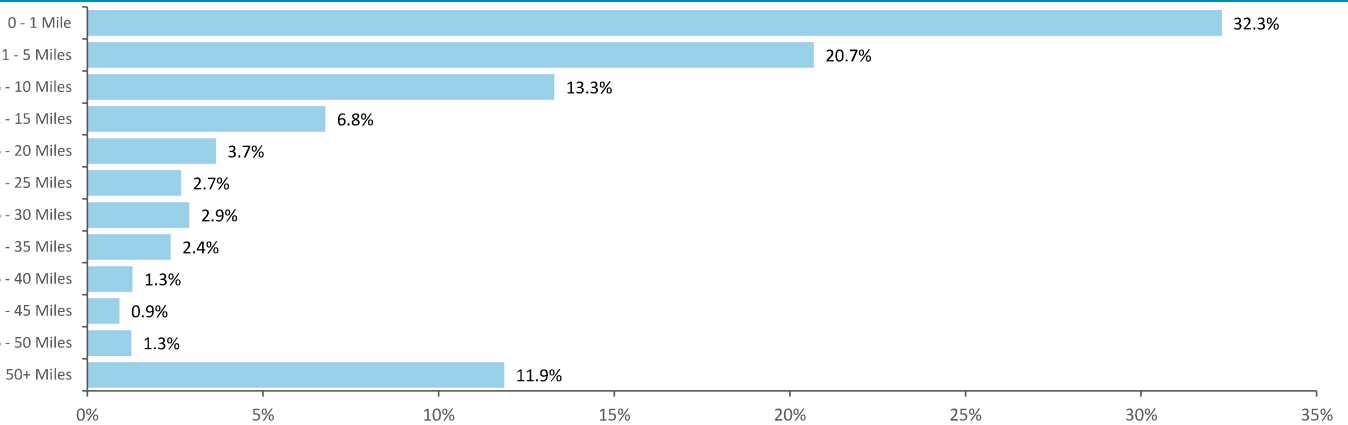
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

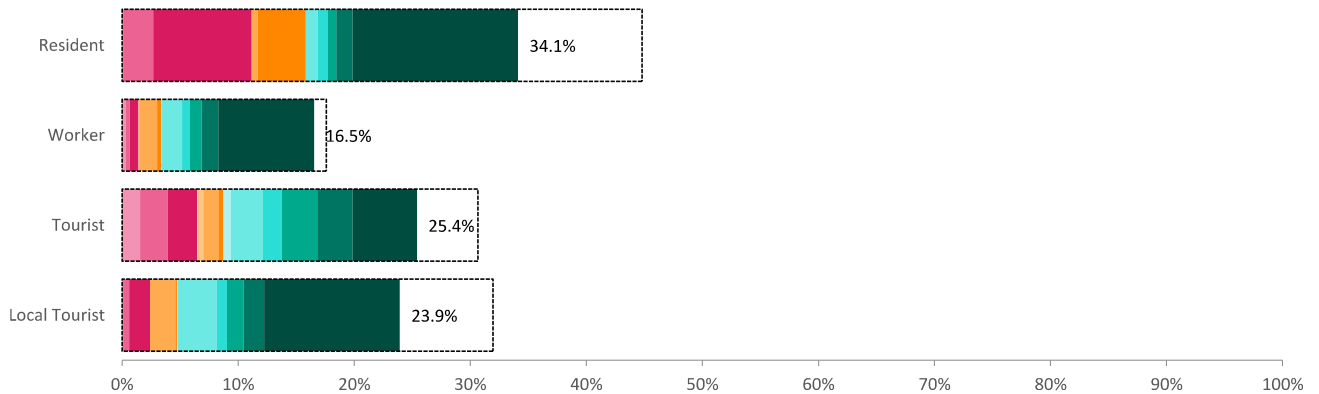
Distance from Home



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

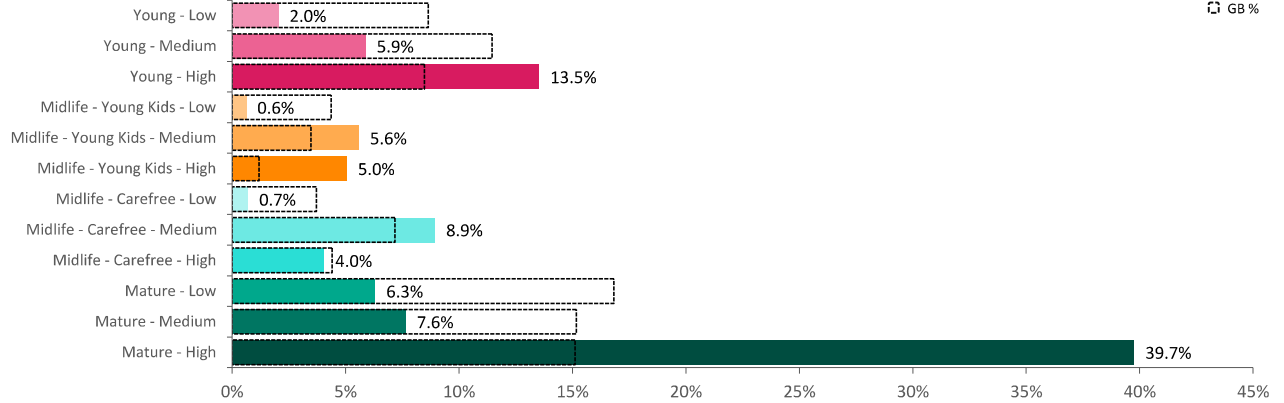


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Charterhouse Arms Godalmin

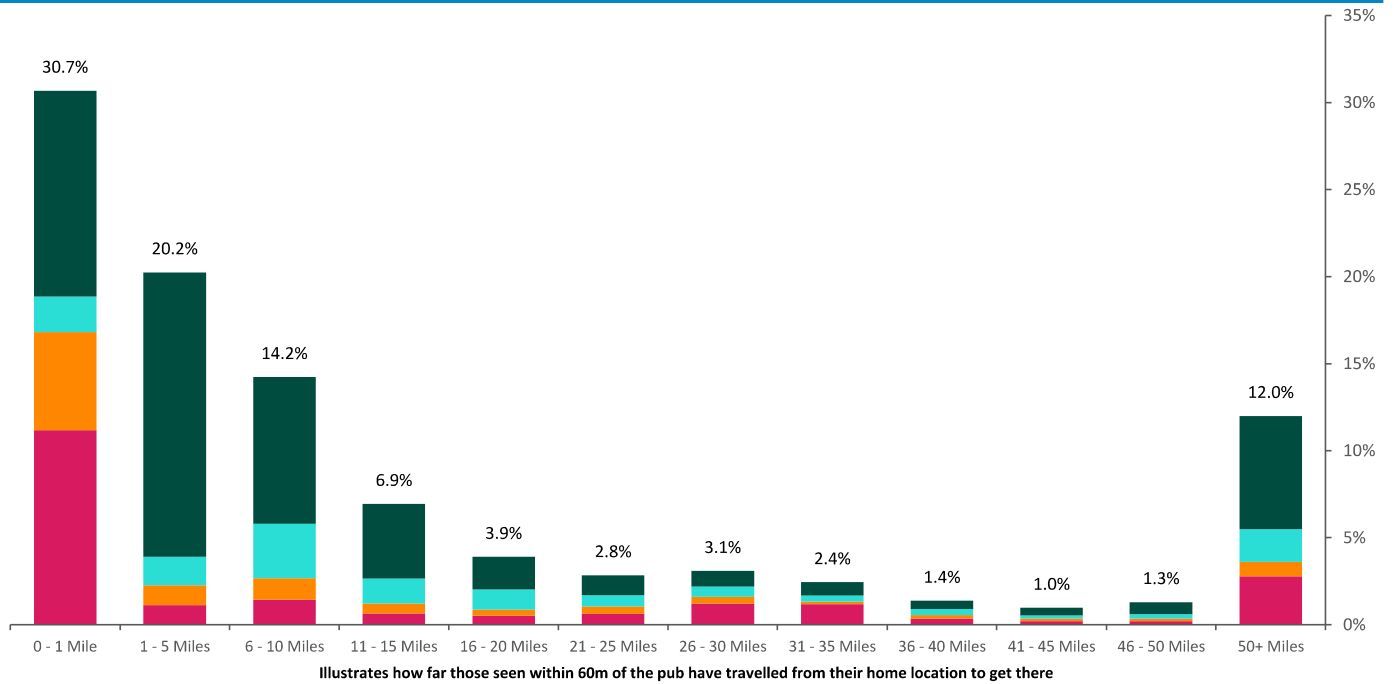
Polaris Plus Profile

GB %



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

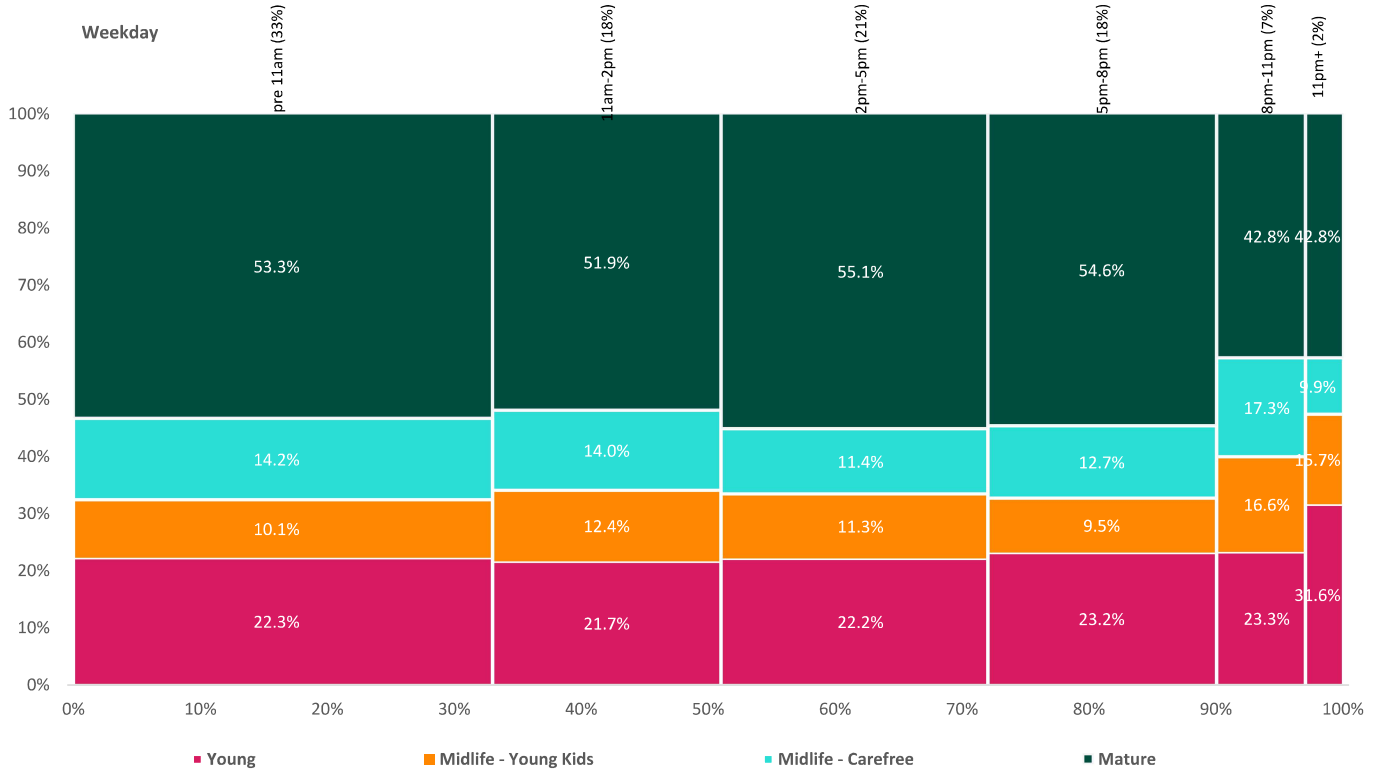


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

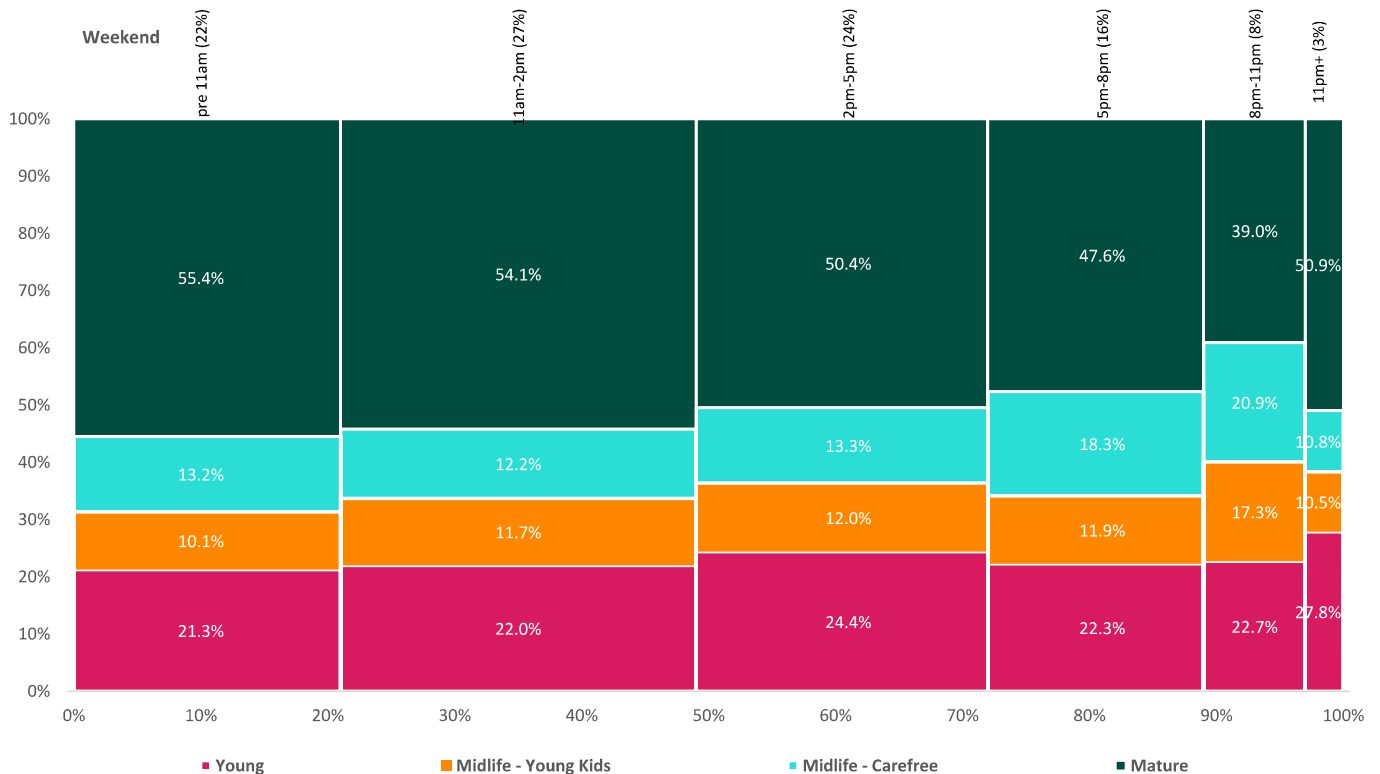
Mobile Data Summary - Charterhouse Arms Godalmin

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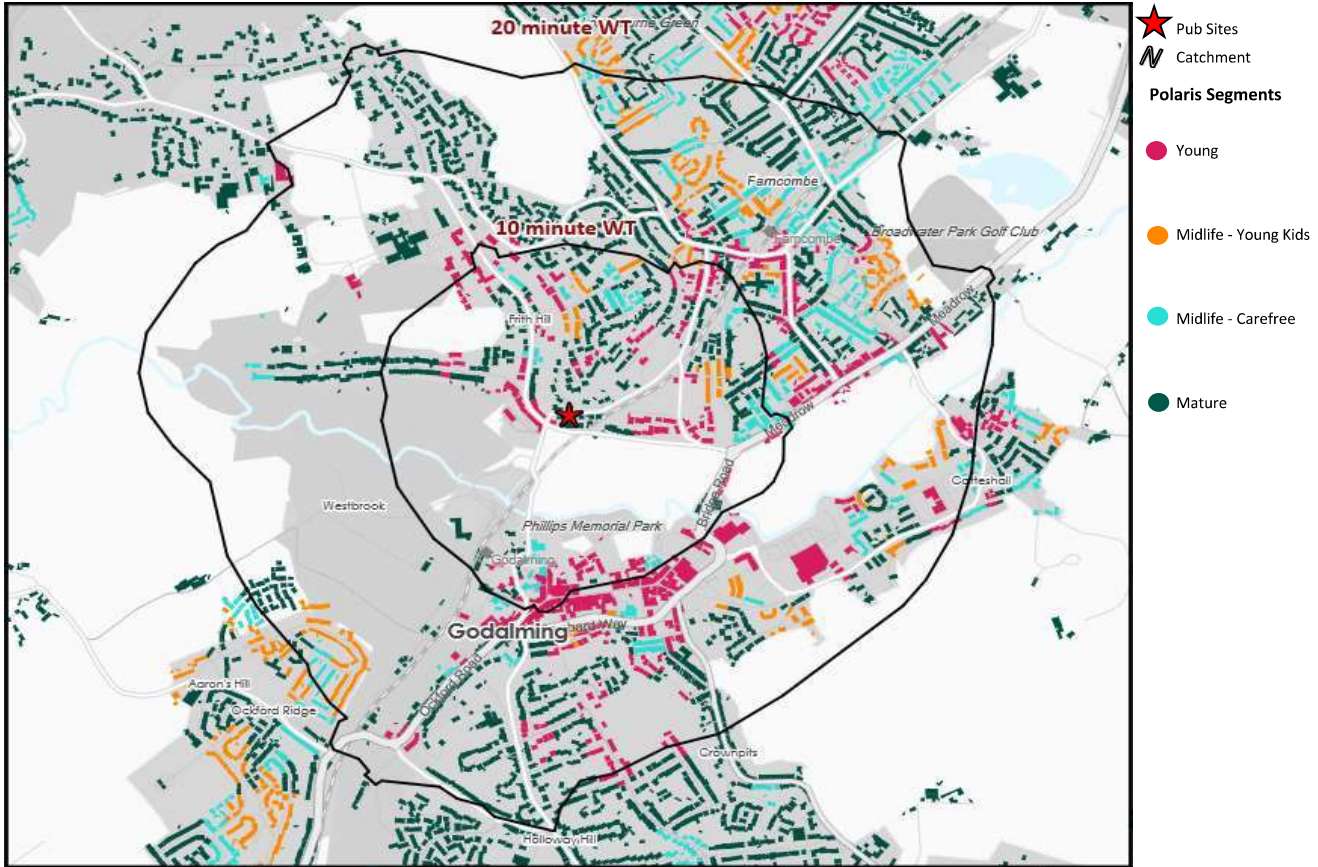
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Charterhouse Arms Godalmin

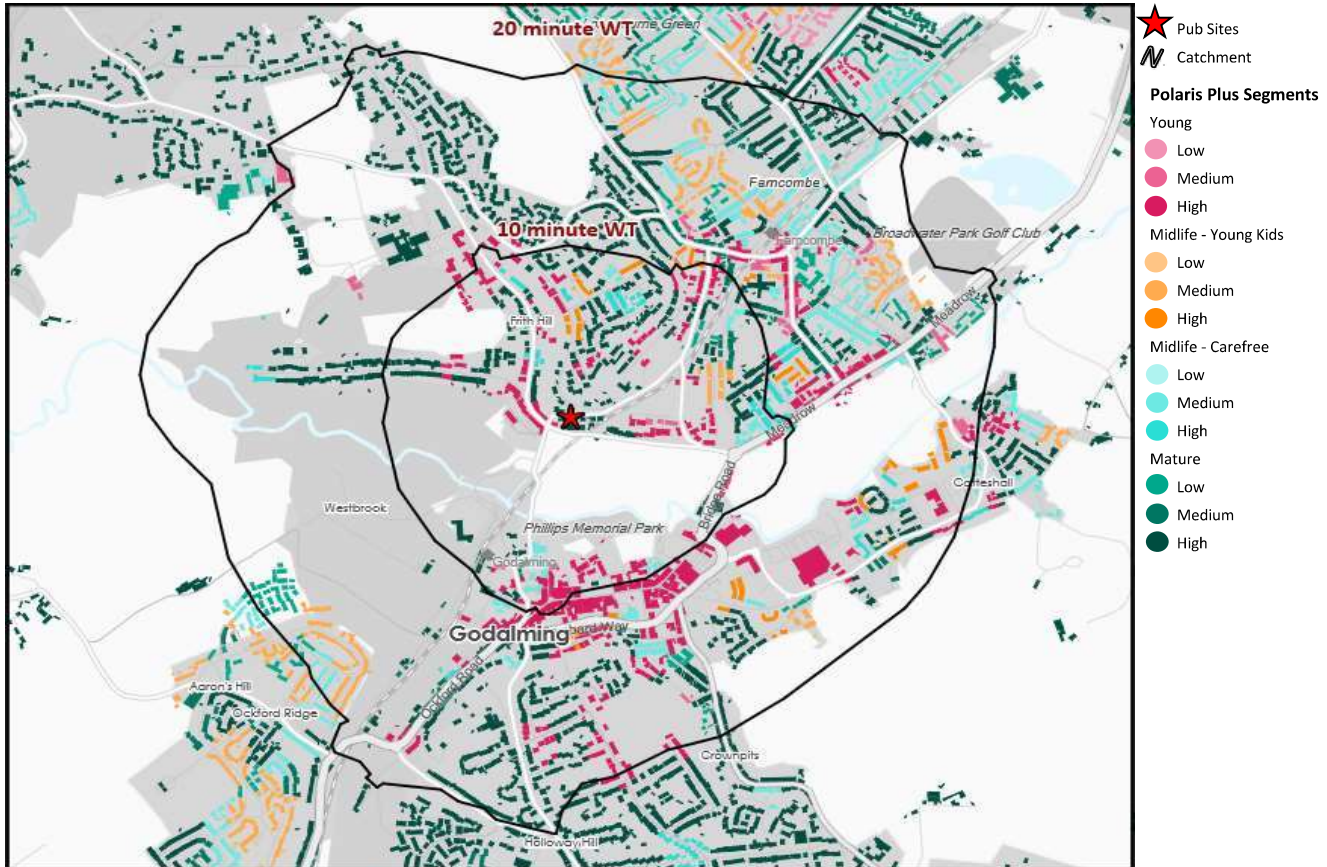


Polaris Profile by Catchment

*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	968	2,436	29,224	154	87	80
Midlife - Young Kids	194	1,211	14,641	78	109	101
Midlife - Carefree	140	1,541	23,830	39	95	114
Mature	839	4,774	62,056	83	105	106
Not Private Households	147	233	2,350	489	174	136
Total	2,288	10,195	132,101			

Polaris Plus Summary - Charterhouse Arms Godalmin

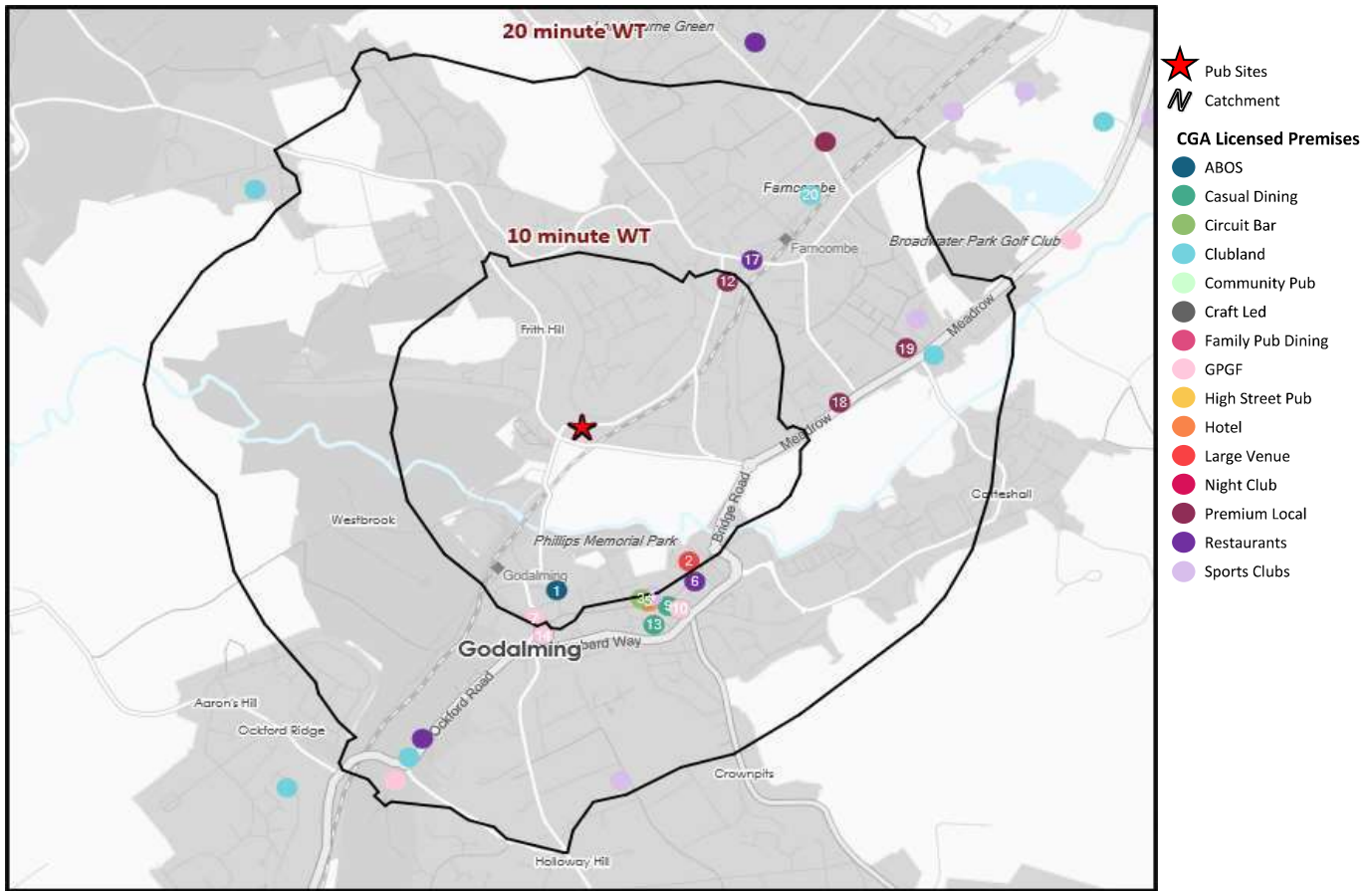


Polaris Plus Profile by Catchment

*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	1,005	0	0	8
Medium	81	238	8,864	32	21	61
High	887	2,198	19,355	576	320	218
Midlife - Young Kids						
Low	0	0	284	0	0	4
Medium	61	744	10,976	62	169	192
High	133	467	3,381	520	410	229
Midlife - Carefree						
Low	0	0	187	0	0	3
Medium	46	1,212	16,824	28	166	178
High	94	329	6,819	92	72	116
Mature						
Low	23	333	8,066	7	24	44
Medium	128	663	6,072	36	42	29
High	688	3,778	47,918	201	247	242
Not Private Households	147	233	2,350	489	174	136
Total	2,288	10,195	132,101			

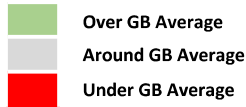
CGA Summary - Charterhouse Arms Godalmin



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Charterhouse Arms	GU 7 2PQ	Star Pubs & Bars	GPGF	0.0
1	Star	GU 7 1EL	Greene King	ABOS	0.3
2	Godalming Borough Hall	GU 7 1HR	Independent Free	Large Venue	0.3
3	Jack Phillips	GU 7 1DY	Wetherspoons GB	Circuit Bar	0.4
4	Godalming Bowling Club	GU 7 1AD	Independent Free	Sports Clubs	0.4
5	Kings Arms & Royal Hotel	GU 7 1DZ	RedCat Pub Company	Hotel	0.4
6	Thani Moon	GU 7 1HY	Independent Free	Restaurants	0.4
7	Rose & Crown	GU 7 1HF	*Other Small Retail Groups	Circuit Bar	0.4
7	Fox And Finch	GU 7 1HF	Greene King	GPGF	0.4
9	Cote	GU 7 1AZ	Cote Restaurants	Casual Dining	0.4
10	Sun Inn	GU 7 1NN	Red Oak Taverns	ABOS	0.4
10	Volunteer	GU 7 1NN	Stonegate Pub Company	GPGF	0.4
12	Cricketers	GU 7 2HU	Fuller Smith & Turner	Premium Local	0.4
13	Prezzo	GU 7 1BD	Prezzo plc	Casual Dining	0.4
14	Pizza Express	GU 7 1AF	Hony Capital	Casual Dining	0.4
14	Wharf Bar	GU 7 1AF	Independent Free	Restaurants	0.4
14	Richmond Arms	GU 7 1AF	Punch Pub Company	GPGF	0.4
17	Farncombe Tandoori	GU 7 3LH	Independent Free	Restaurants	0.5
18	Three Lions	GU 7 3HR	Shepherd Neame	Premium Local	0.5
19	Leathern Bottle	GU 7 3JG	Wellington	Premium Local	0.7
20	Farncombe Social Club	GU 7 3NG	Independent Free	Clubland	0.7

Per Pub Analysis - Charterhouse Arms Godalmin



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,288	10,195	132,101
Number of Competition Pubs	8	16	118
Adults 18+ per Competition Pub	286	637	1,120

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	477	20.8%	259
Circuit Bar	2	19	0.8%	21
Community Pub	0	72	3.1%	16
Craft Led	0	163	7.1%	206
Great Pub Great Food	3	837	36.6%	207
High Street Pub	0	97	4.3%	23
Premium Local	1	430	18.8%	114

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	1,493	14.6%	182
Circuit Bar	2	151	1.5%	37
Community Pub	0	487	4.8%	25
Craft Led	0	444	4.4%	126
Great Pub Great Food	5	3,329	32.7%	185
High Street Pub	0	576	5.7%	31
Premium Local	3	2,269	22.3%	135

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	20	16,444	12.4%	155
Circuit Bar	10	3,194	2.4%	60
Community Pub	1	8,930	6.8%	35
Craft Led	0	5,196	3.9%	114
Great Pub Great Food	36	39,674	30.0%	170
High Street Pub	3	9,364	7.1%	38
Premium Local	24	29,937	22.7%	137

Glossary

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 Lifestyle, Energy Levels and Demand.																																									
Consumer Insight	<table><tr><td>Young</td><td>Midlife ‘Parents’</td><td>Midlife ‘Carefree’</td><td>Mature</td></tr><tr><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>“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.”</td><td>“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”</td><td>“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.”</td><td>“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”</td></tr></table>	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	“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”																												
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Product needs	<table><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">Rural</td></tr></table>		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				
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																										