CACI

Catchment Summary - Garratt Tavern Wandsworth

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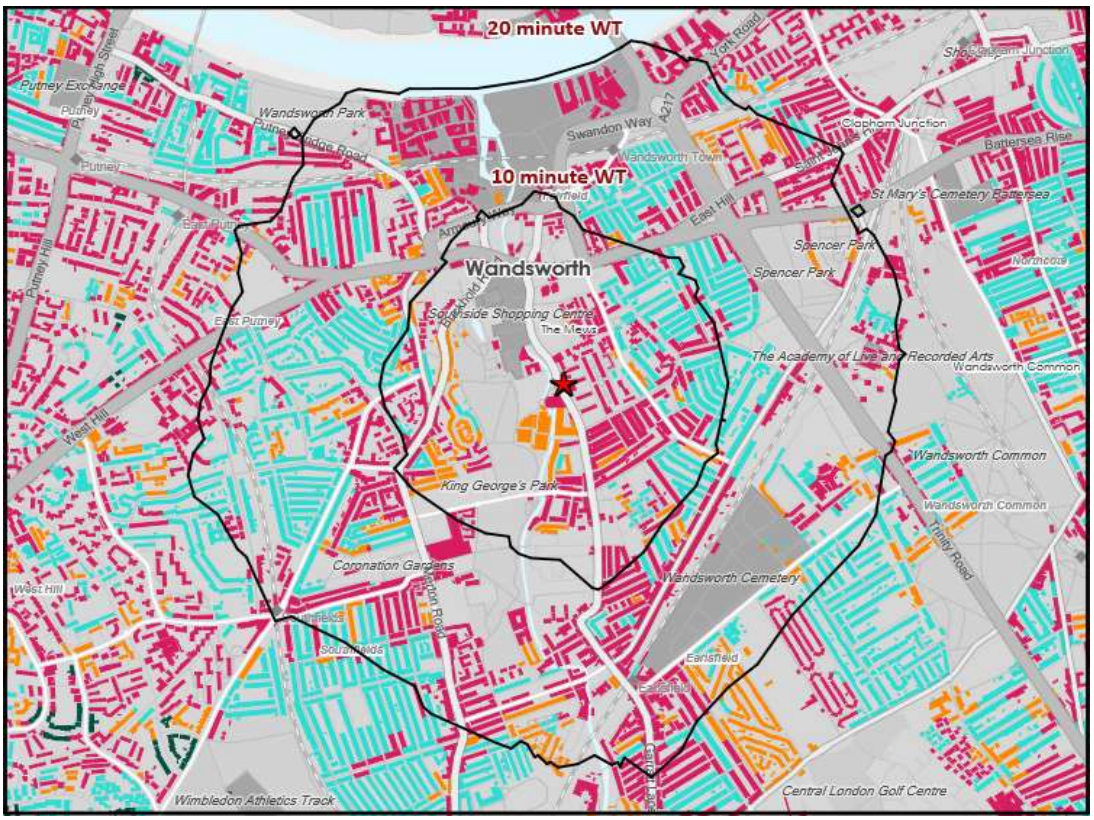
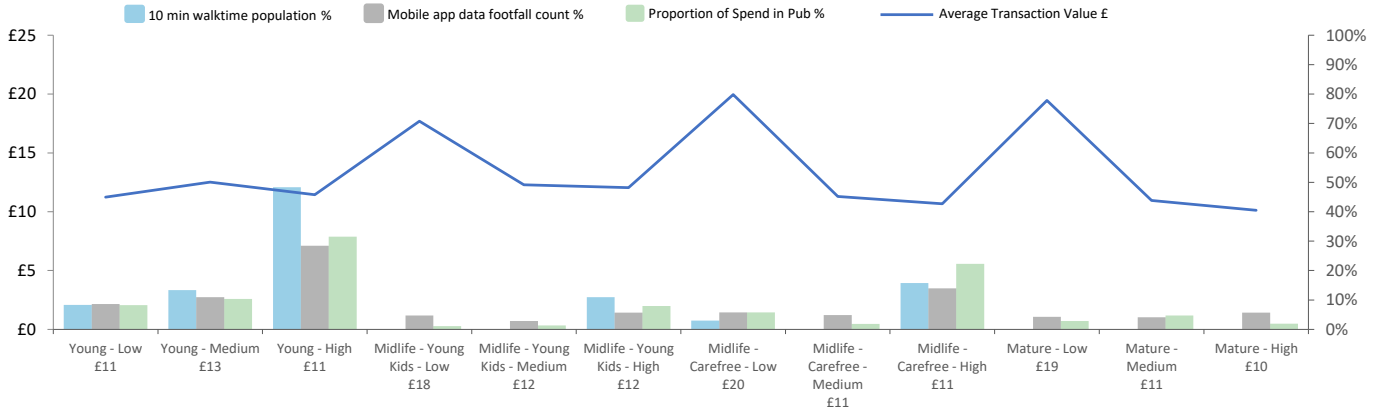
Ship To	Name	Postcode	Operator	Segment	Sparsity
626292	Garratt Tavern Wandsworth	SW18 4DW	Star Pubs & Bars	Premium Local	1



Polaris Plus Profile



See the Glossary page for further information on the above variables

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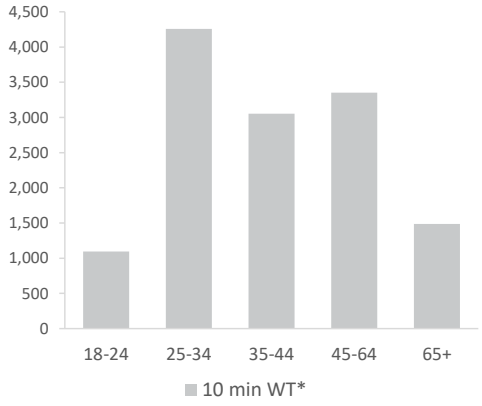
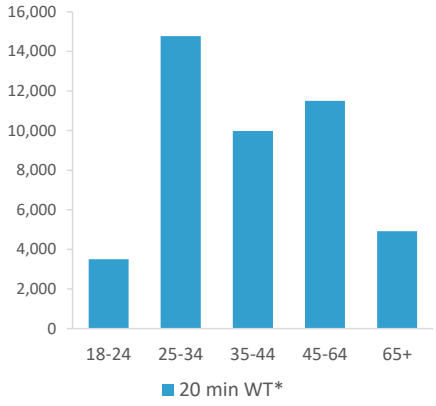
Over GB Average
Around GB Average
Under GB Average

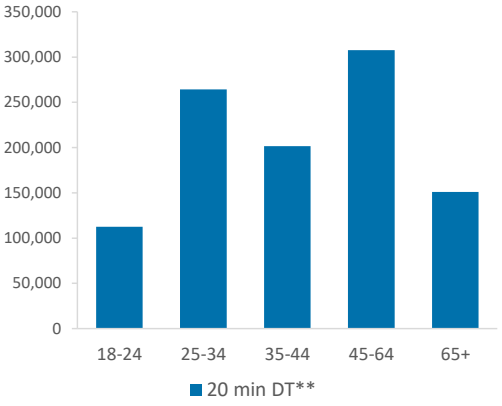
*WT= Walktime, **DT= Drivetime

		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		16,188	54,148	1,282,229	302	293	292
					Population & Adults 18+ index is based on all pubs		
Adults 18+		13,245	44,689	1,036,831	294	293	297
Competition Pubs		12	34	681	67	94	164
Adults 18+ per Competition Pub		1,104	1,314	1,523	129	153	177
% Adults Likely to Drink		77.9%	79.3%	75.9%	102	104	100
Affluence	Low	11.3%	6.2%	25.7%	34	19	77
	Medium	13.4%	8.2%	14.0%	35	21	37
	High	75.1%	82.9%	59.5%	275	304	218
Age Profile	18-24	1,095	3,507	112,631	83	80	108
	25-34	4,257	14,773	264,216	197	205	154
	35-44	3,053	9,981	201,450	142	139	119
	45-64	3,352	11,508	307,604	81	83	93
	65+	1,488	4,920	150,930	48	47	61

*Affluence does not include Not Private Households







		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	7,699 (48%)	26,275 (49%)	615,753 (48%)	97	99	98
	Female	8,489 (52%)	27,873 (51%)	666,476 (52%)	103	101	102
Economic Status (16+)	Employed: Full-time	7,206 (53%)	24,208 (53%)	447,339 (42%)	155	154	122
	Employed: Part-time	1,145 (8%)	3,353 (7%)	98,079 (9%)	71	62	78
	Self employed	1,534 (11%)	5,413 (12%)	132,907 (12%)	123	129	135
	Unemployed	459 (3%)	1,526 (3%)	38,808 (4%)	123	121	132
	Full-time student	182 (1%)	722 (2%)	24,389 (2%)	57	67	96
	Retired	1,047 (8%)	3,668 (8%)	124,115 (12%)	35	37	53
	Other	1,928 (14%)	6,657 (15%)	198,882 (19%)	82	84	107
Total Worker Count		5,581	12,918	365,955			

See the Glossary page for further information on the above variables

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Transactional Data Summary - Garratt Tavern Wandsworth

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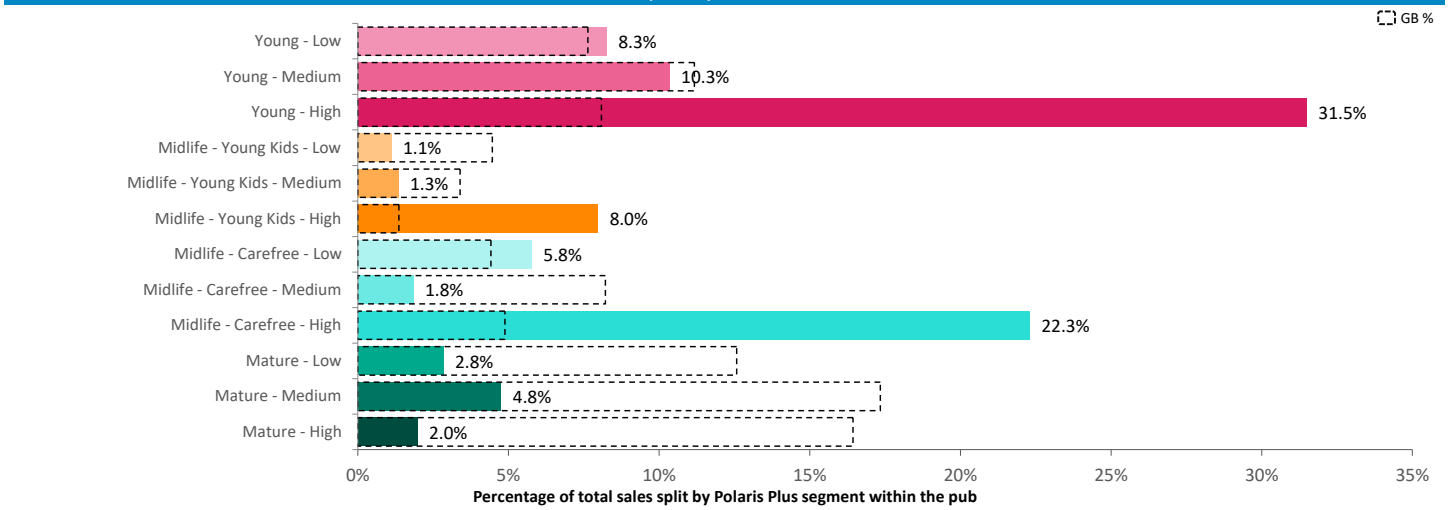
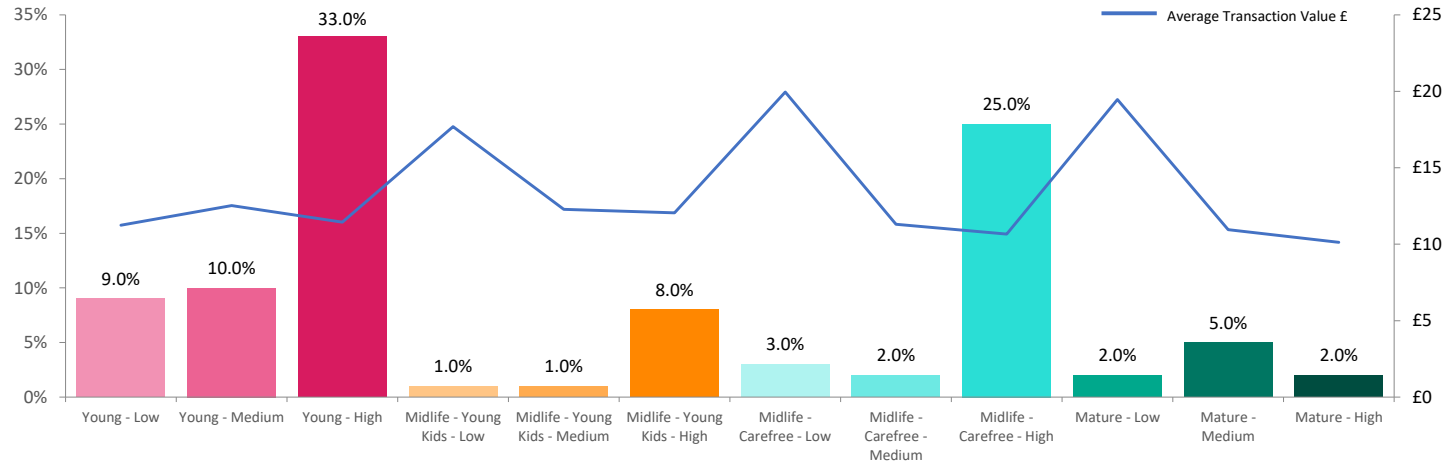
Spend by Polaris Plus



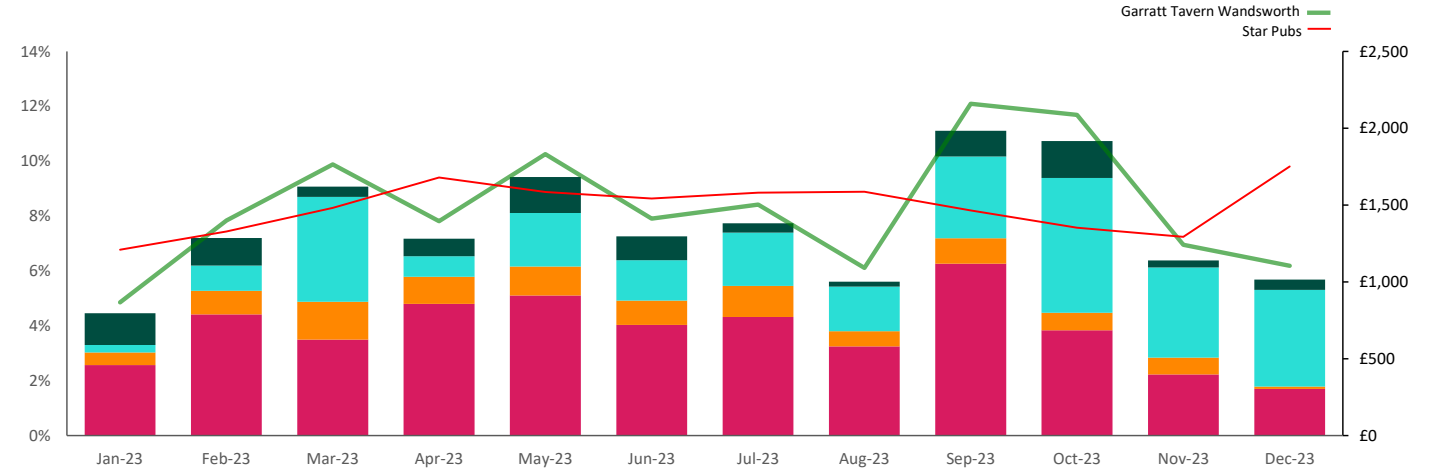
Percentage of total sales split by Polaris Plus segment within the pub

% 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

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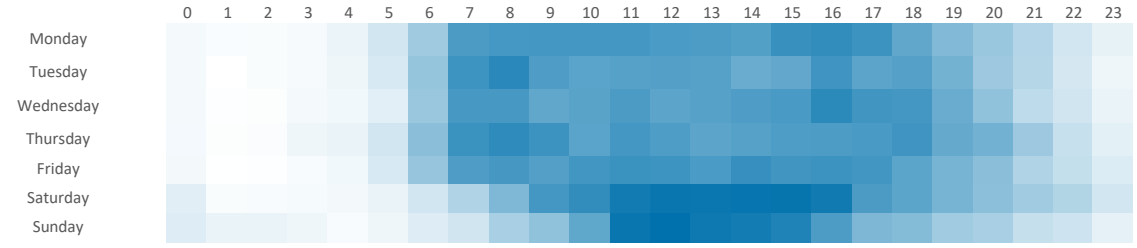
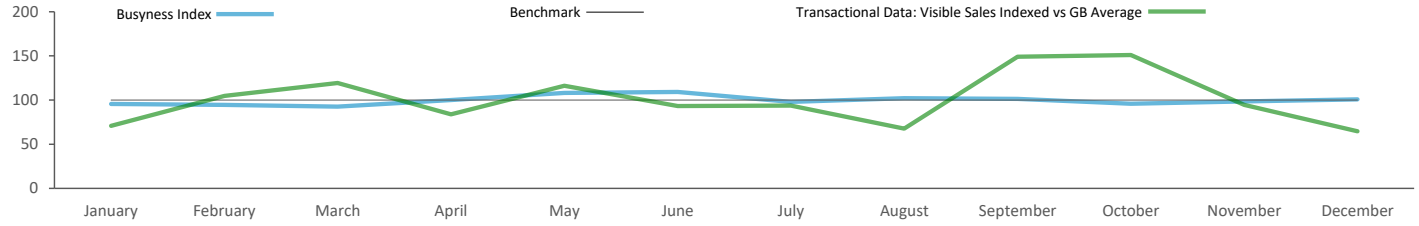
Time of Day/Day of Week



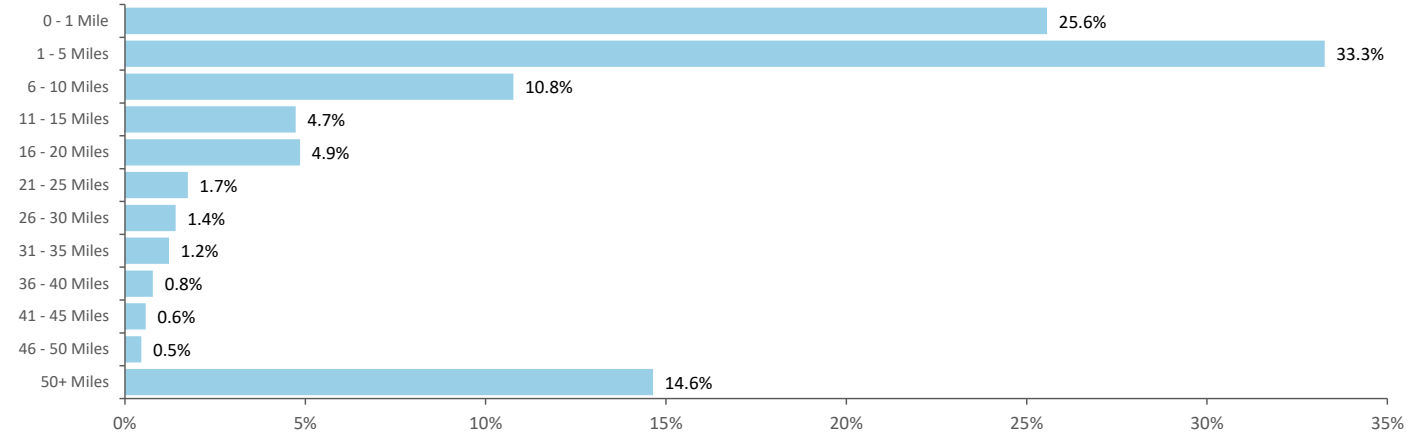
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



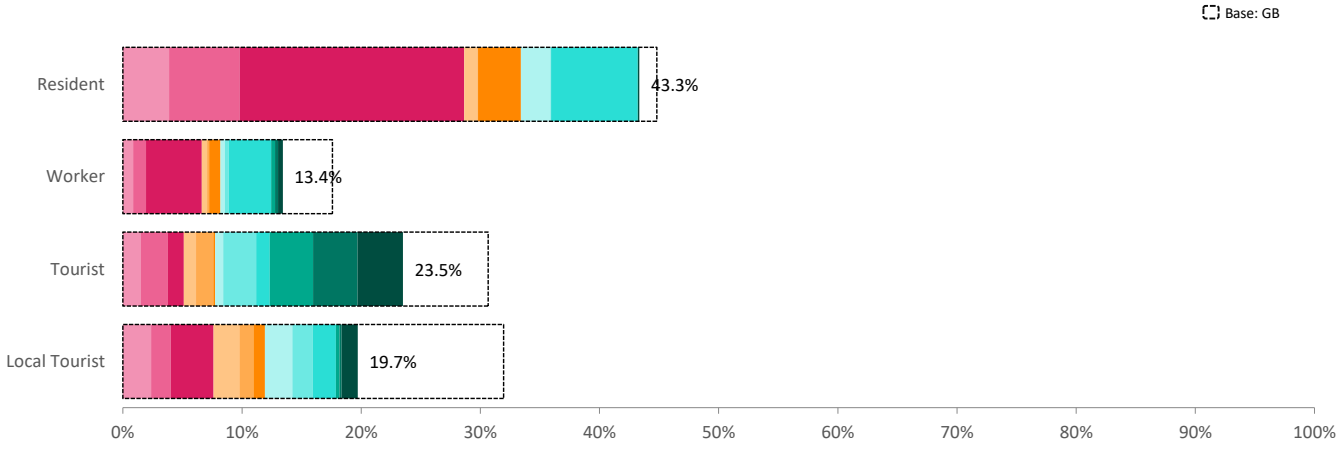
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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



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

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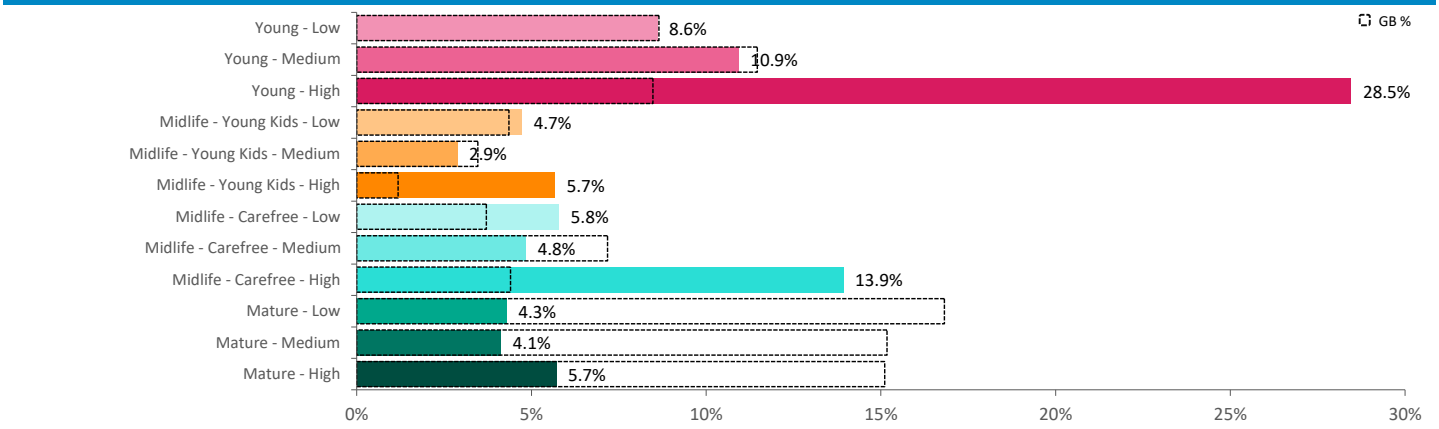
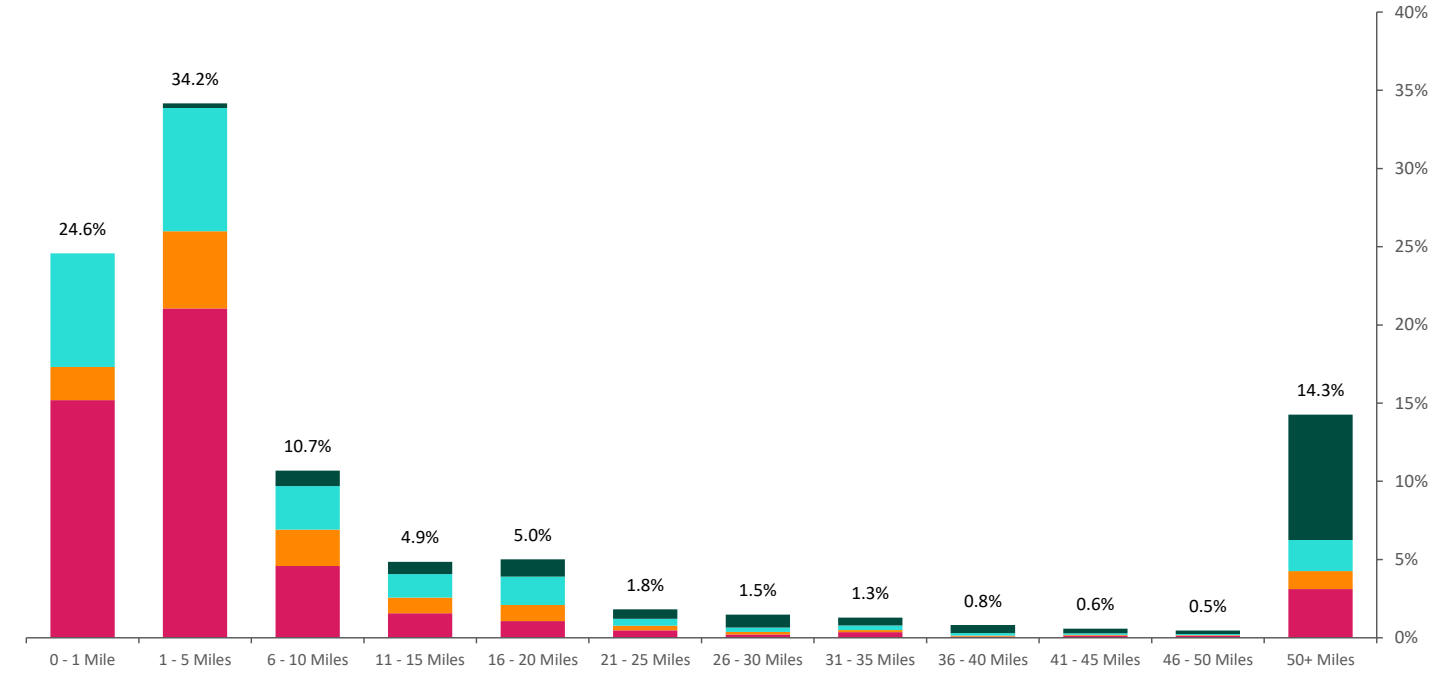
Polaris Plus Profile



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

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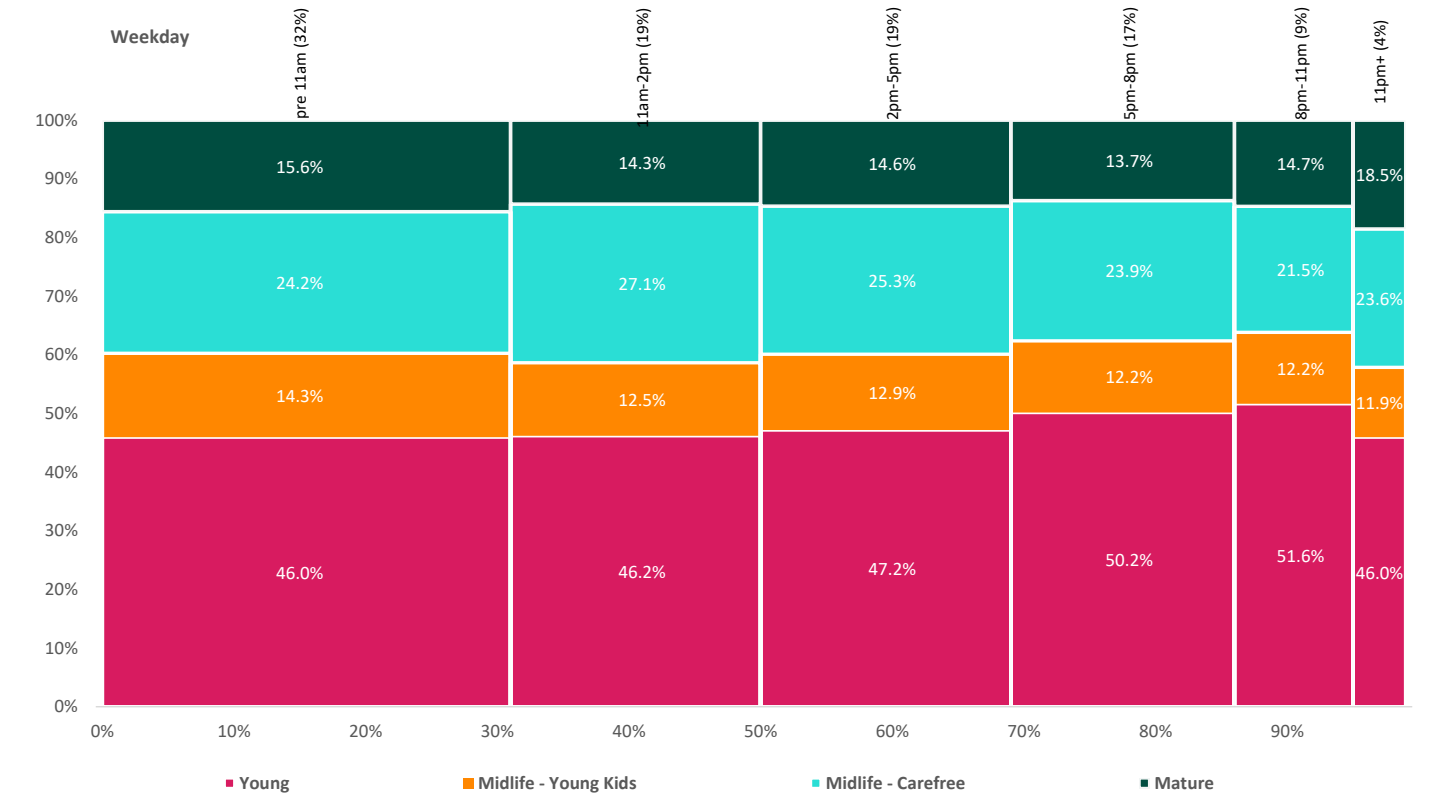
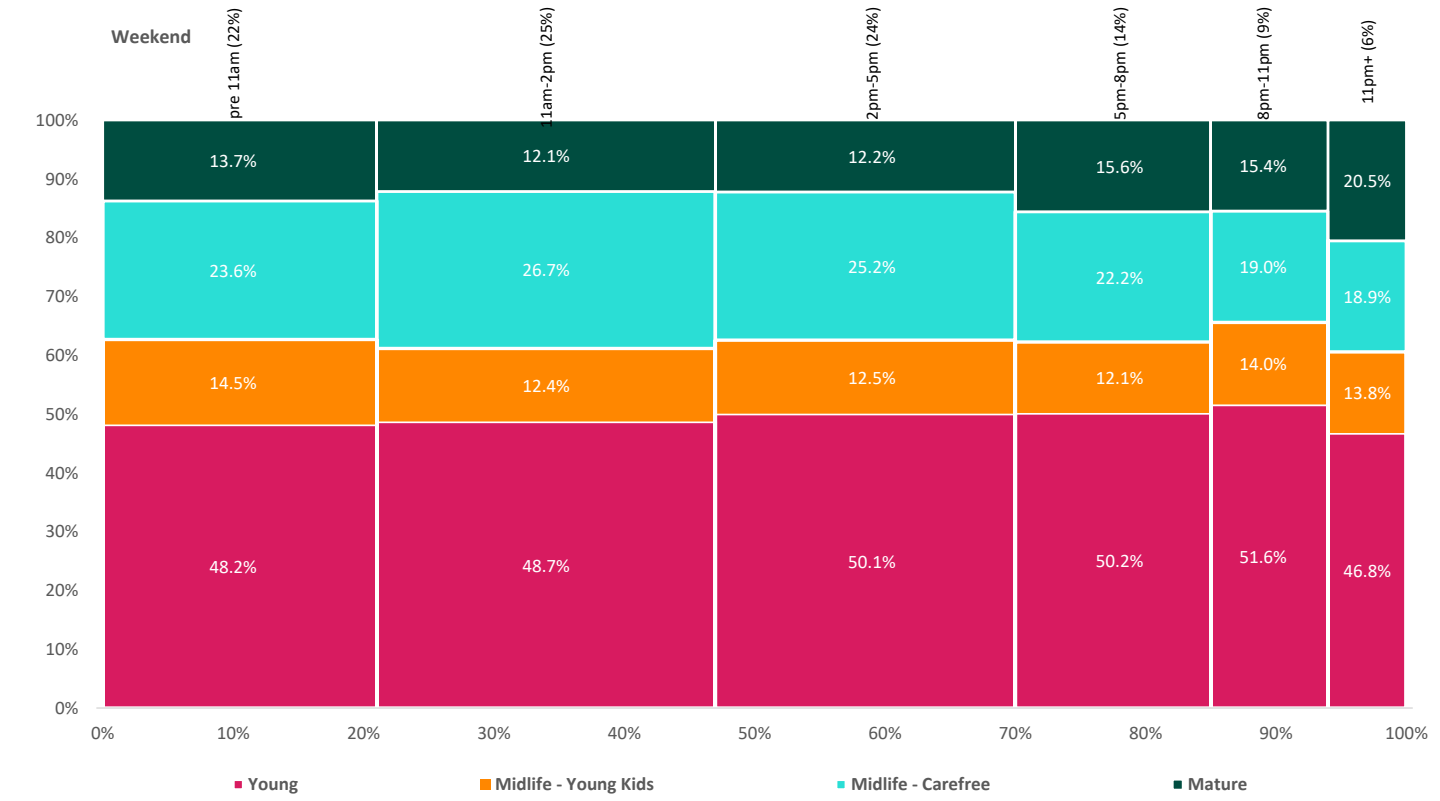
Time of Day by Polaris: Weekday (Monday to Friday)



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



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

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Polaris Summary - Garratt Tavern Wandsworth

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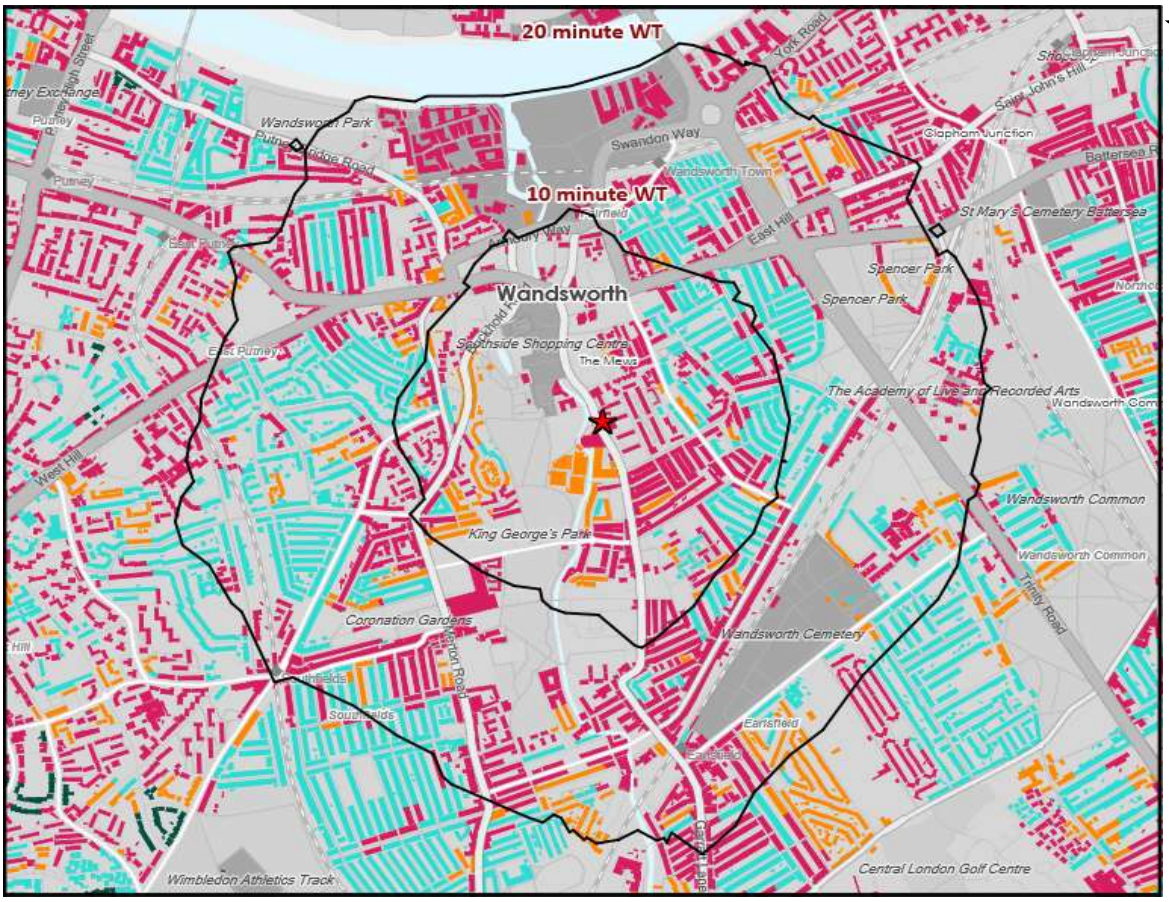

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	9,278	29,148	608,904	254	237	213
Midlife - Young Kids	1,455	3,902	150,842	100	80	133
Midlife - Carefree	2,481	10,429	250,160	118	147	152
Mature	0	0	18,778	0	0	4
Not Private Households	31	1,210	8,147	18	206	60
Total	13,245	44,689	1,036,831			

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Polaris Plus Summary - Garratt Tavern Wandsworth

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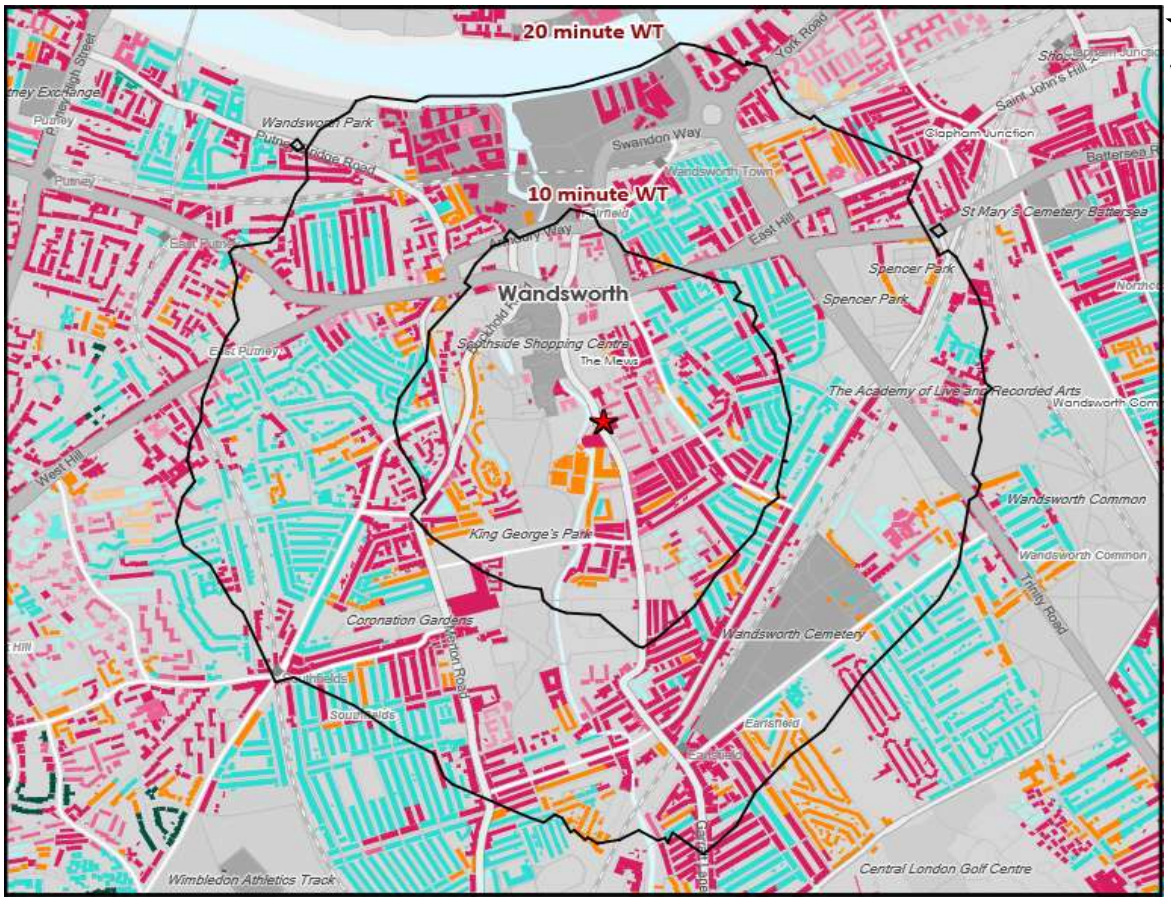

Pub Sites
Catchment

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

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	1,101	1,647	117,325	85	38	115
Medium	1,773	3,652	116,787	122	74	103
High	6,404	23,849	374,792	718	793	537
Midlife - Young Kids						
Low	0	326	59,808	0	13	105
Medium	0	0	4,342	0	0	10
High	1,455	3,576	86,692	982	716	748
Midlife - Carefree						
Low	395	787	85,217	71	42	195
Medium	0	0	23,435	0	0	32
High	2,086	9,642	141,508	354	484	306
Mature						
Low	0	0	4,391	0	0	3
Medium	0	0	359	0	0	0
High	0	0	14,028	0	0	9
Not Private Households	31	1,210	8,147	18	206	60
Total	13,245	44,689	1,036,831			

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CGA Summary - Garratt Tavern Wandsworth

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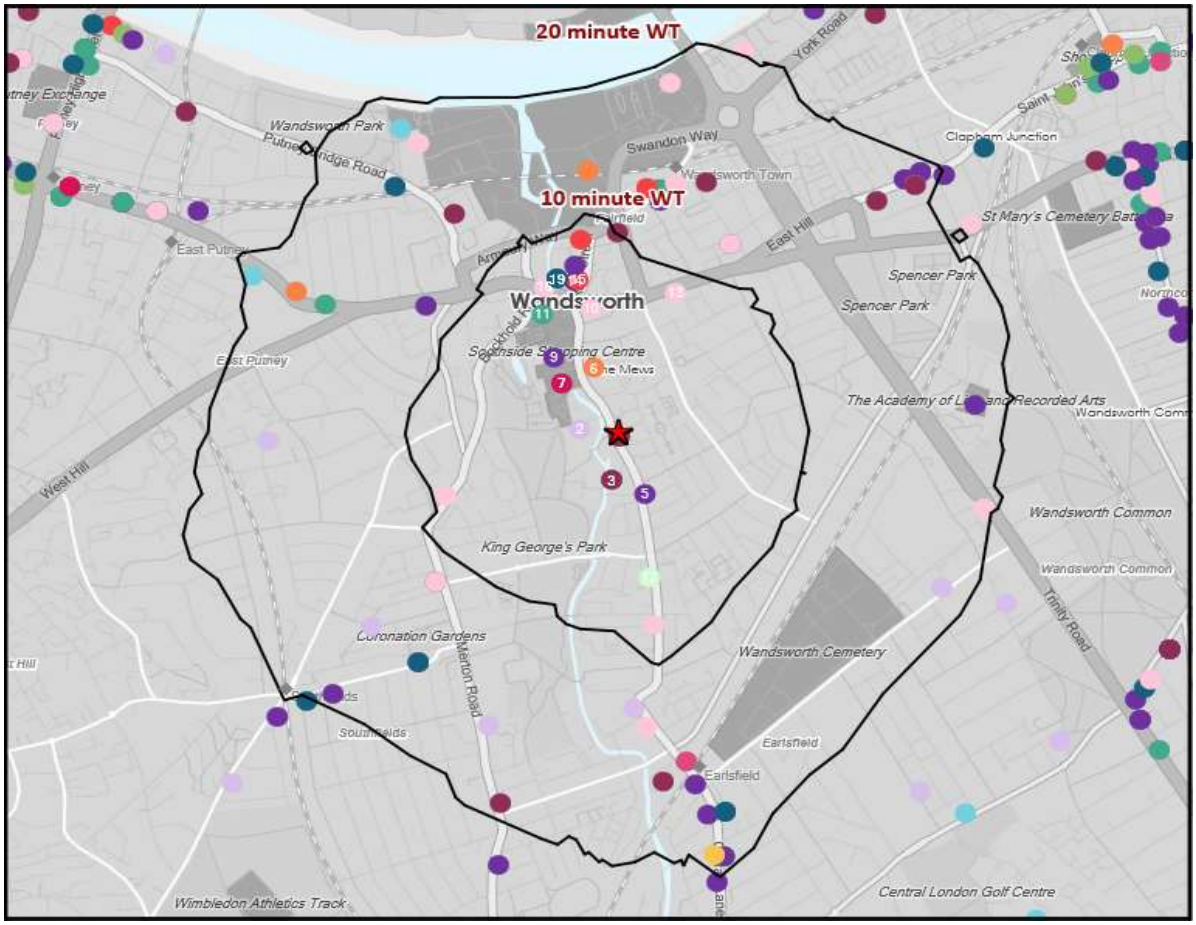

Pub Sites
Catchment

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	Tir Na N Og	SW18 4DW	Stonegate Pub Company	Premium Local	0.0
0	Garratt Tavern	SW18 4DW	Star Pubs & Bars	Premium Local	0.0
2	Wandle Recreation Centre	SW18 4DN	*Other Small Retail Groups	Sports Clubs	0.1
3	Wagamama	SW18 4DJ	Restaurant Group	Casual Dining	0.1
3	Old Sergeant	SW18 4DJ	Punch Pub Company	Premium Local	0.1
5	Wha Gwan Restaurant	SW18 4DP	Independent Free	Restaurants	0.1
6	Premier Inn	SW18 4AD	Whitbread	Hotel	0.2
7	Five Guys	SW18 4TF	Five Guys	Casual Dining	0.2
7	Gravity	SW18 4TF	Independent Free	Night Club	0.2
9	Ekachai	SW18 4TE	Ekachai	Restaurants	0.2
10	Spread Eagle	SW18 2PT	Youngs	GPGF	0.3
11	Nandos	SW18 4TQ	Nandos Restaurants	Casual Dining	0.3
12	Grosvenor Arms	SW18 4ED	Stonegate Pub Company	Community Pub	0.3
13	Brewers Inn	SW18 2QB	Youngs	GPGF	0.3
14	London Stock	SW18 1UQ	Independent Free	Restaurants	0.3
15	Sambrooks Brewery And Tap	SW18 1UD	Independent Free	Large Venue	0.3
16	Ram Inn	SW18 4LB	Punch Pub Company	GPGF	0.3
16	Strike	SW18 4LB	Independent Free	Sports Clubs	0.3
16	Kings Arms	SW18 4LB	Youngs	GPGF	0.3
19	Schooner Bar	SW18 1UL	Independent Free	ABOS	0.4
19	Boom Battle Bar	SW18 1UL	BBB UK Trading Ltd	ABOS	0.4

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Per Pub Analysis - Garratt Tavern Wandsworth

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	13,245	44,689	1,036,831
Number of Competition Pubs	12	34	681
Adults 18+ per Competition Pub	1,104	1,314	1,523

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	3,483	26.3%	326
Circuit Bar	0	338	2.6%	63
Community Pub	1	751	5.7%	30
Craft Led	0	1,380	10.4%	301
Great Pub Great Food	6	4,305	32.5%	184
High Street Pub	0	993	7.5%	41
Premium Local	3	1,569	11.8%	72

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	12,021	26.9%	334
Circuit Bar	0	618	1.4%	34
Community Pub	1	2,250	5.0%	26
Craft Led	0	4,587	10.3%	297
Great Pub Great Food	13	15,787	35.3%	200
High Street Pub	1	2,284	5.1%	28
Premium Local	11	5,145	11.5%	70

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	165	214,758	20.7%	257
Circuit Bar	71	28,757	2.8%	68
Community Pub	6	98,453	9.5%	50
Craft Led	0	85,535	8.2%	239
Great Pub Great Food	149	271,623	26.2%	148
High Street Pub	73	108,445	10.5%	57
Premium Local	122	112,461	10.8%	66

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Glossary

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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.

	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	• 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**	• 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

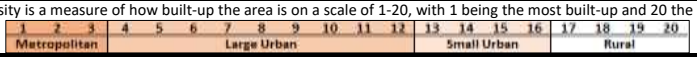
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different 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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