CACI

Catchment Summary - First In Last Out Winchester

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

■ 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	5,203	18,370	217,902	98	126	57
				Population & Adults 18+ index is based on all pubs		
Adults 18+	4,455	14,448	172,600	102	81	58
Competition Pubs	19	48	185	127	150	51
Adults 18+ per Competition Pub	234	301	933	28	36	113
% Adults Likely to Drink	82.1%	83.4%	83.9%	100	101	102
Affluence Low	41.9%	27.4%	14.1%	163	107	55
Medium	10.6%	14.3%	25.2%	27	36	64
High	45.7%	56.7%	58.2%	136	169	173

*Affluence does not include Not Private Households
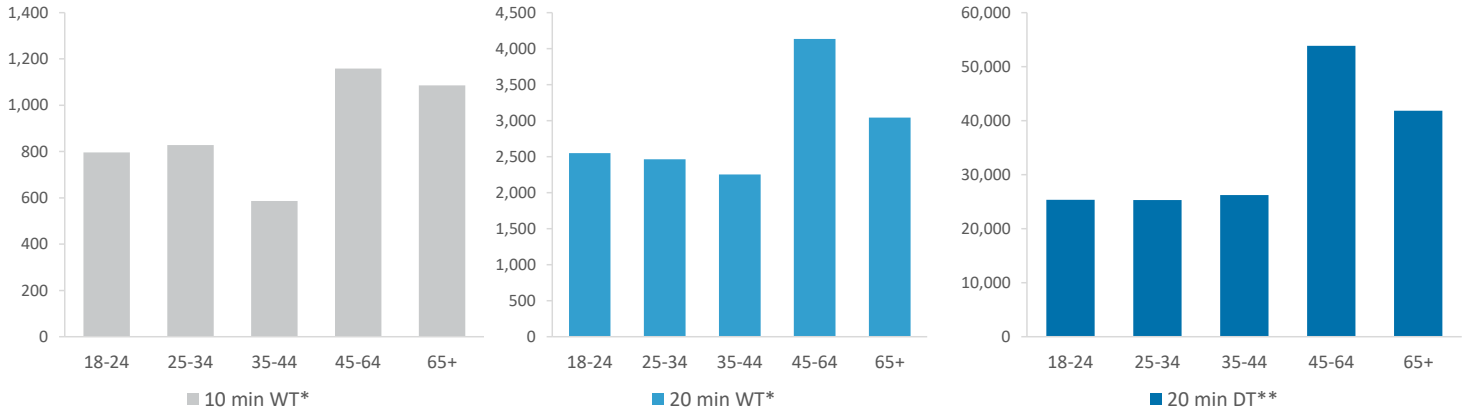
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile 18-24	796	2,550	25,355	189	171	143
25-34	828	2,464	25,286	120	101	87
35-44	586	2,254	26,238	88	95	94
45-64	1,159	4,136	53,856	87	88	97
65+	1,086	3,044	41,865	109	87	101

	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	2,441 (47%)	9,235 (50%)	107,479 (49%)	95	102	100
Female	2,762 (53%)	9,135 (50%)	110,423 (51%)	105	98	100
Economic Status (16-74) Employed: Full-time	1,530 (39%)	5,587 (41%)	64,984 (41%)	95	100	100
Employed: Part-time	375 (10%)	1,399 (10%)	19,780 (13%)	74	80	97
Self employed	417 (11%)	1,484 (11%)	15,356 (10%)	113	115	102
Unemployed	63 (2%)	217 (2%)	2,320 (1%)	68	68	62
Retired	419 (11%)	1,358 (10%)	20,106 (13%)	78	73	93
Other	1,073 (28%)	3,436 (25%)	34,399 (22%)	140	129	111
Total Worker Count	4,027	15,720	111,346			

See the Glossary page for further information on the above variables

CACI

Polaris Summary - First In Last Out Winchester

star PUBS&BARS

Legend:
- ★ Pub Sites
- N Catchment

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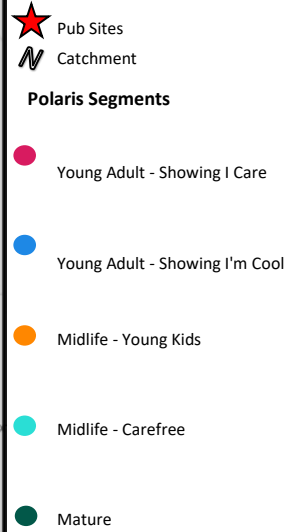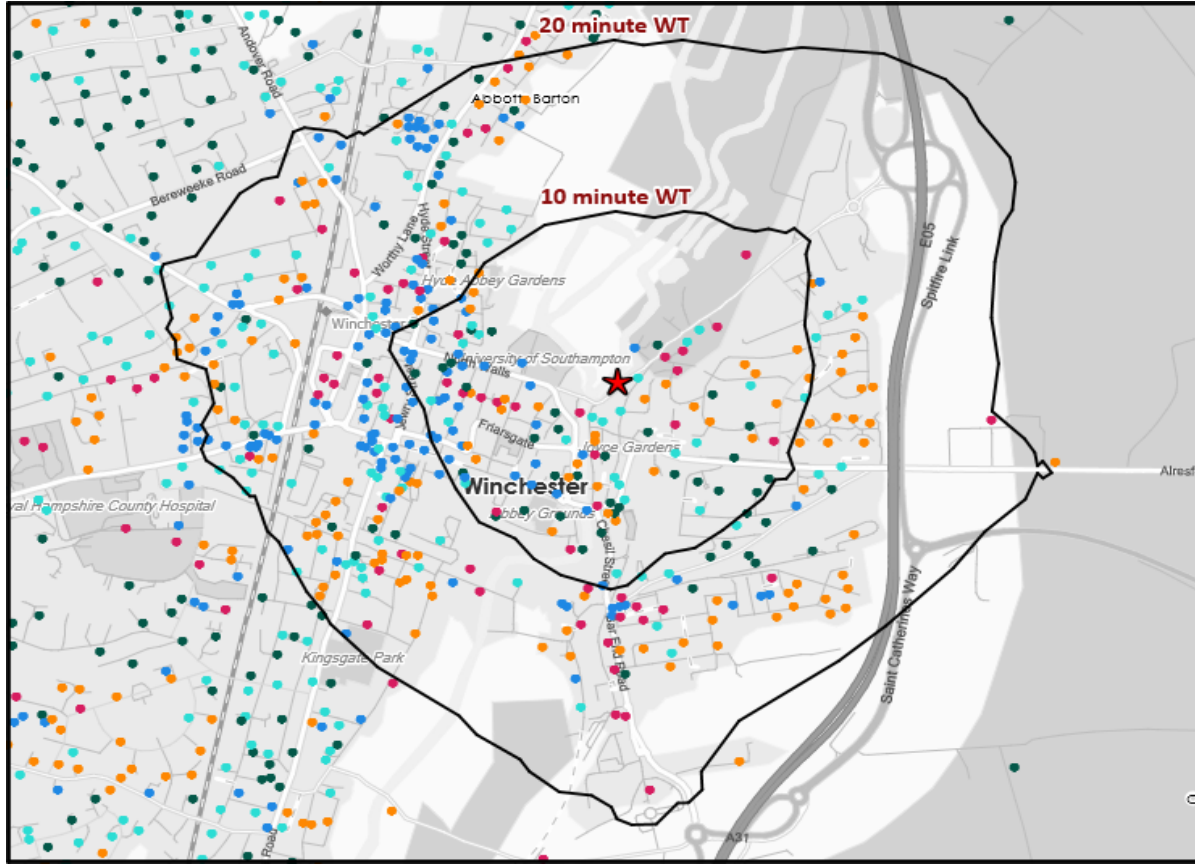
Polaris Profile by Catchment

*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	925	2,258	15,093	233	175	98
Young Adult - Showing I'm Cool	841	2,569	16,157	205	193	102
Midlife - Young Kids	1,232	4,632	49,156	88	102	91
Midlife - Carefree	571	2,972	35,836	61	98	99
Mature	810	1,788	51,923	65	44	108
Not Private Households	76	229	4,435	119	110	179
Total	4,455	14,448	172,600			

CACI

Polaris Summary - First In Last Out Winchester

Legend:

★ Pub Sites
N 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
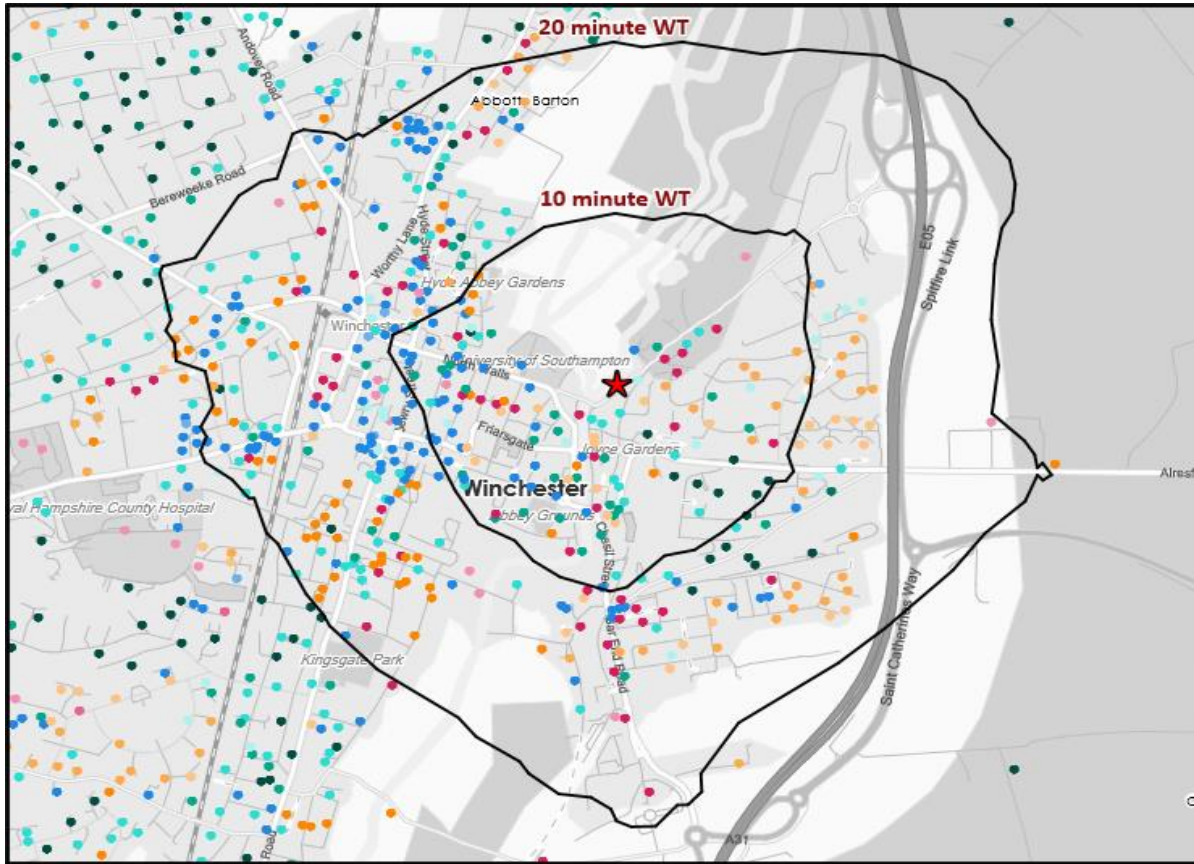
Polaris Plus Profile by Catchment

*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	340	770	6,732	182	127	93
Medium	0	0	1,994	0	0	85
High	585	1,488	6,367	390	306	110
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	170	2,241	0	32	35
High	841	2,399	13,916	422	371	180
Midlife - Young Kids						
Low	507	1,198	7,973	102	75	42
Medium	474	1,739	26,182	71	81	102
High	251	1,695	15,001	105	218	161
Midlife - Carefree						
Low	230	691	2,174	152	141	37
Medium	0	0	2,059	0	0	18
High	341	2,281	31,603	70	145	168
Mature						
Low	791	1,295	7,450	299	151	73
Medium	0	160	10,955	0	9	50
High	19	333	33,518	5	25	207
Not Private Households	76	229	4,435	119	110	179
Total	4,455	14,448	172,600			

Transactional Data Summary - First In Last Out Winchester

Spend by Polaris

☐ GB %

Segment	%
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	£
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£0
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£0
Mature - Low	£0
Mature - Medium	£0
Mature - High	£0

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

Spend by Month

First In Last Out Winchester — Star Pubs

Mobile Data Summary - First In Last Out Winchester

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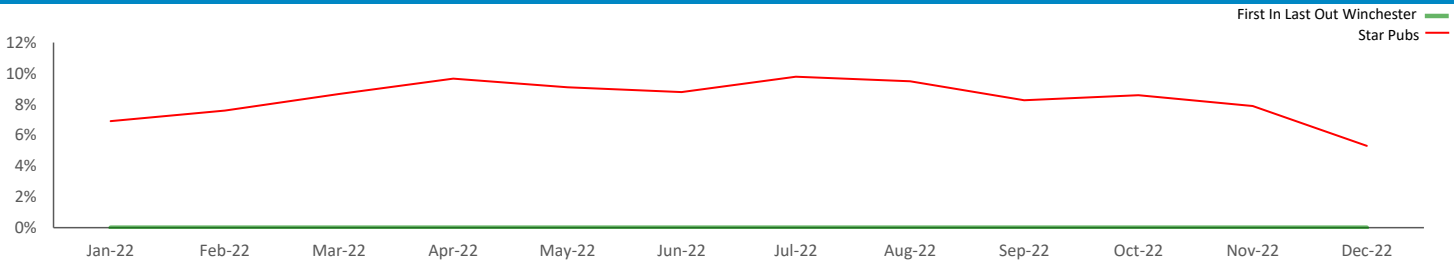
Time of Day/Day of Week
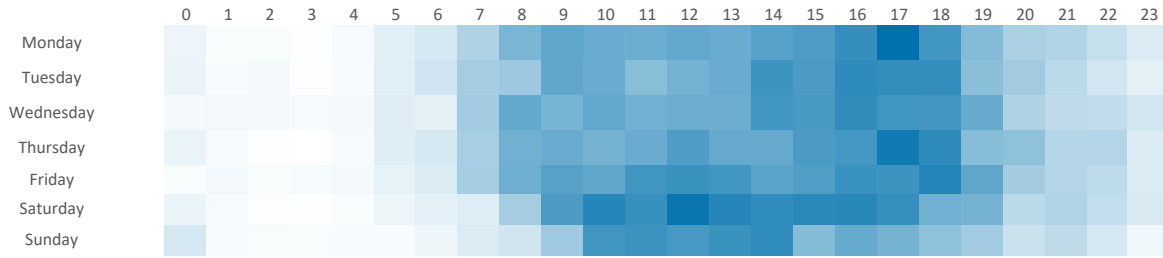
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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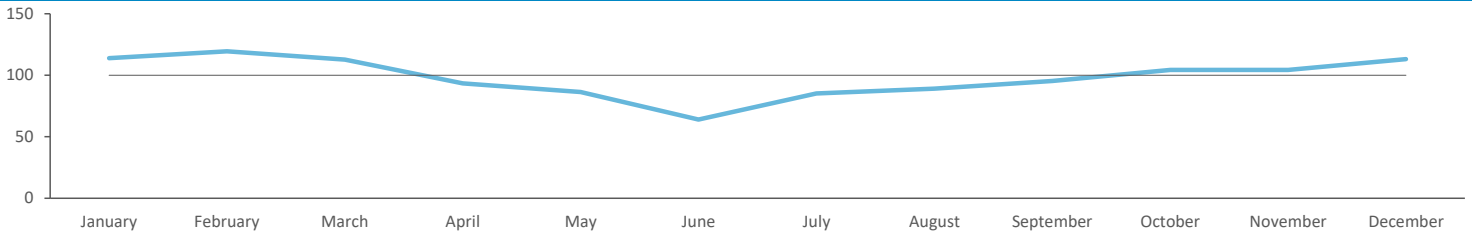
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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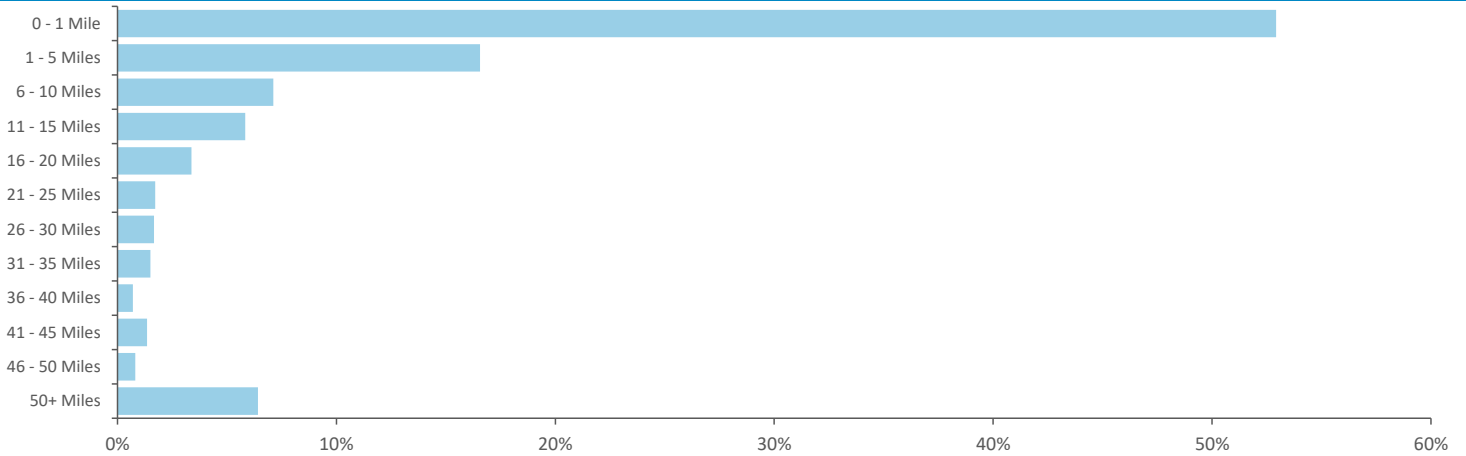
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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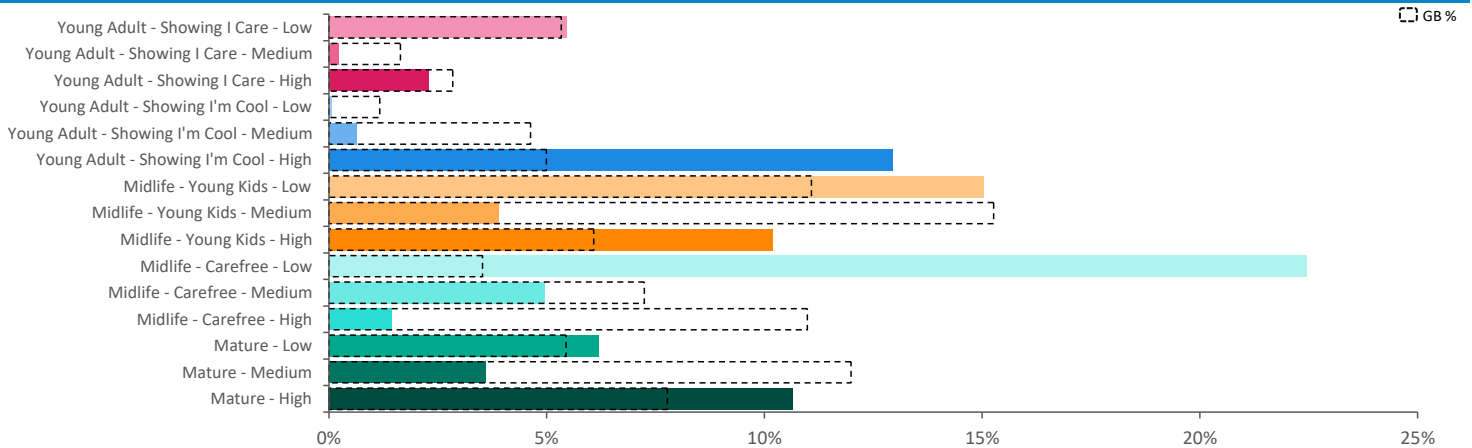
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI
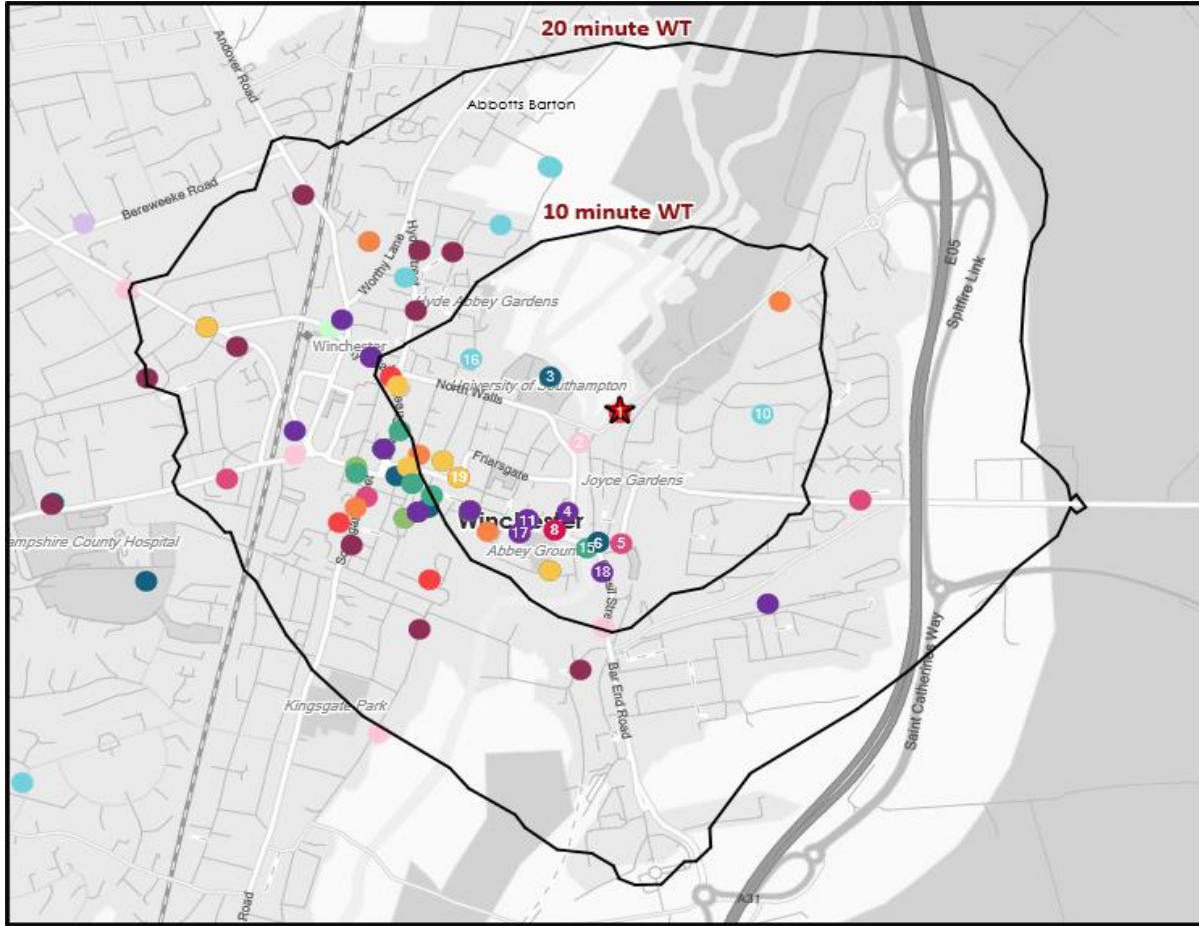
★ Pub Sites

N 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	Winchester City Mill	SO23 0ET	National Trust	Large Venue	0.0
2	Willow Tree	SO23 8QX	Greene King	GPGF	0.1
3	Winchester School Of Art	SO23 8DL	Independent Free	ABOS	0.1
4	Charles House	SO23 8EB	Unknown	Restaurants	0.2
5	Rising Sun	SO23 0HL	Independent Free	Family Pub Dining	0.3
6	No 5 Bridge Street	SO23 0HN	Stonegate Pub Company	Restaurants	0.3
6	Black Bottle	SO23 0HN	Independent Free	ABOS	0.3
8	Winchester Guildhall	SO23 9BE	Independent Free	Large Venue	0.3
8	Incognito	SO23 9BE	Independent Free	Night Club	0.3
10	Winnall Social	SO23 0NY	Independent Free	Clubland	0.3
11	Alfies	SO23 9BA	City Pub Company	Circuit Bar	0.3
11	Crown And Anchor	SO23 9BA	Greene King	GPGF	0.3
11	Gandi Restaurant	SO23 9BA	Independent Free	Restaurants	0.3
11	Palm Pan Asia	SO23 9BA	Independent Free	Restaurants	0.3
15	Pizza Express	SO23 9BH	Hony Capital	Casual Dining	0.3
16	Riverside Indoor Bowling Club	SO23 7DD	Independent Free	Clubland	0.3
17	Shoal	SO23 9GH	Independent Free	Restaurants	0.3
18	Old Chesil Rectory	SO23 0HU	Independent Free	Restaurants	0.3
19	Vodka Bar	SO23 8AL	Independent Free	Night Club	0.3
19	1660	SO23 8AL	Independent Free	High Street Pub	0.3

CACI

Per Pub Analysis - First In Last Out Winchester

★ star
PUBS & BARS

*WT= Walktime, **DT= Drivetime

Over GB Average (green)	
Around GB Average (grey)	
Under GB Average (red)	
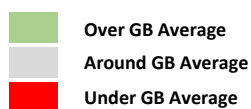
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,455	14,448	172,600
Number of Competition Pubs	19	48	185
Adults 18+ per Competition Pub	234	301	933

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	801	18.0%	176
Circuit Bar	164	3.7%	101
Community Pub	871	19.6%	113
Craft Led	282	6.3%	200
Great Pub Great Food	892	20.0%	104
High Street Pub	786	17.6%	102
Premium Local	353	7.9%	45

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,594	18.0%	176
Circuit Bar	444	3.1%	84
Community Pub	2,068	14.3%	82
Craft Led	811	5.6%	177
Great Pub Great Food	3,569	24.7%	129
High Street Pub	2,052	14.2%	82
Premium Local	1,989	13.8%	78

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	22,732	13.2%	129
Circuit Bar	5,389	3.1%	85
Community Pub	20,205	11.7%	67
Craft Led	5,842	3.4%	107
Great Pub Great Food	49,268	28.5%	149
High Street Pub	20,605	11.9%	69
Premium Local	39,890	23.1%	132

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.