Catchment Summary - Carters Rest Swindon

★ star PUBS&BARS

	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	2,451	5,776	206,898	46	40	55
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,020	4,794	161,947	46	27	54
	Competition Pubs	8	8	183	53	25	51
	Adults 18+ per Competition Pub	253	599	885	31	73	107
	% Adults Likely to Drink	82.7%	83.2%	82.3%	100	101	100
Affluence	Low	37.4%	38.9%	21.9%	146	151	85
	Medium	39.3%	35.1%	38.9%	100	89	99
	High	19.8%	23.1%	38.4%	59	69	114

*Affluence does not include Not Private Households
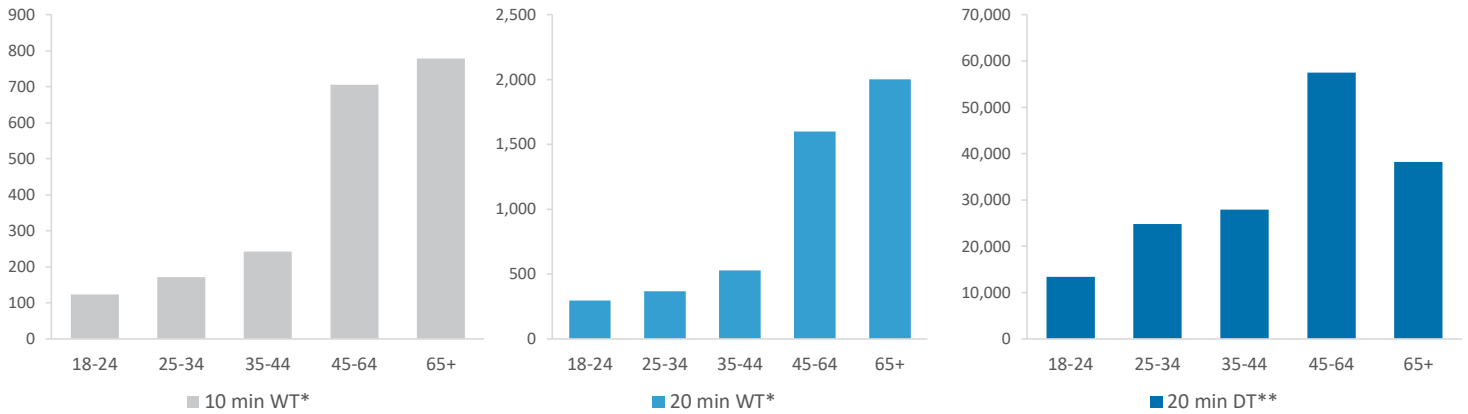
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	123	296	13,401	62	63	80
	25-34	171	367	24,827	52	48	90
	35-44	243	529	27,953	77	71	105
	45-64	705	1,600	57,518	113	108	109
	65+	778	2,002	38,248	166	181	97

		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	1,204 (49%)	2,784 (48%)	102,964 (50%)	99	97	101
	Female	1,247 (51%)	2,992 (52%)	103,934 (50%)	101	102	99
Economic Status (16-74)	Employed: Full-time	663 (40%)	1,538 (41%)	70,047 (47%)	96	98	113
	Employed: Part-time	238 (14%)	536 (14%)	20,596 (14%)	110	109	107
	Self employed	152 (9%)	322 (9%)	12,179 (8%)	96	89	86
	Unemployed	34 (2%)	54 (1%)	3,766 (3%)	86	60	107
	Retired	335 (20%)	826 (22%)	18,374 (12%)	146	159	90
	Other	244 (15%)	494 (13%)	23,689 (16%)	74	66	81
	Total Worker Count	879	2,103	109,830			

See the Glossary page for further information on the above variables

CACI

Polaris Summary - Carters Rest Swindon

Pub Sites (red star)
Catchment

Polaris Segments

- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
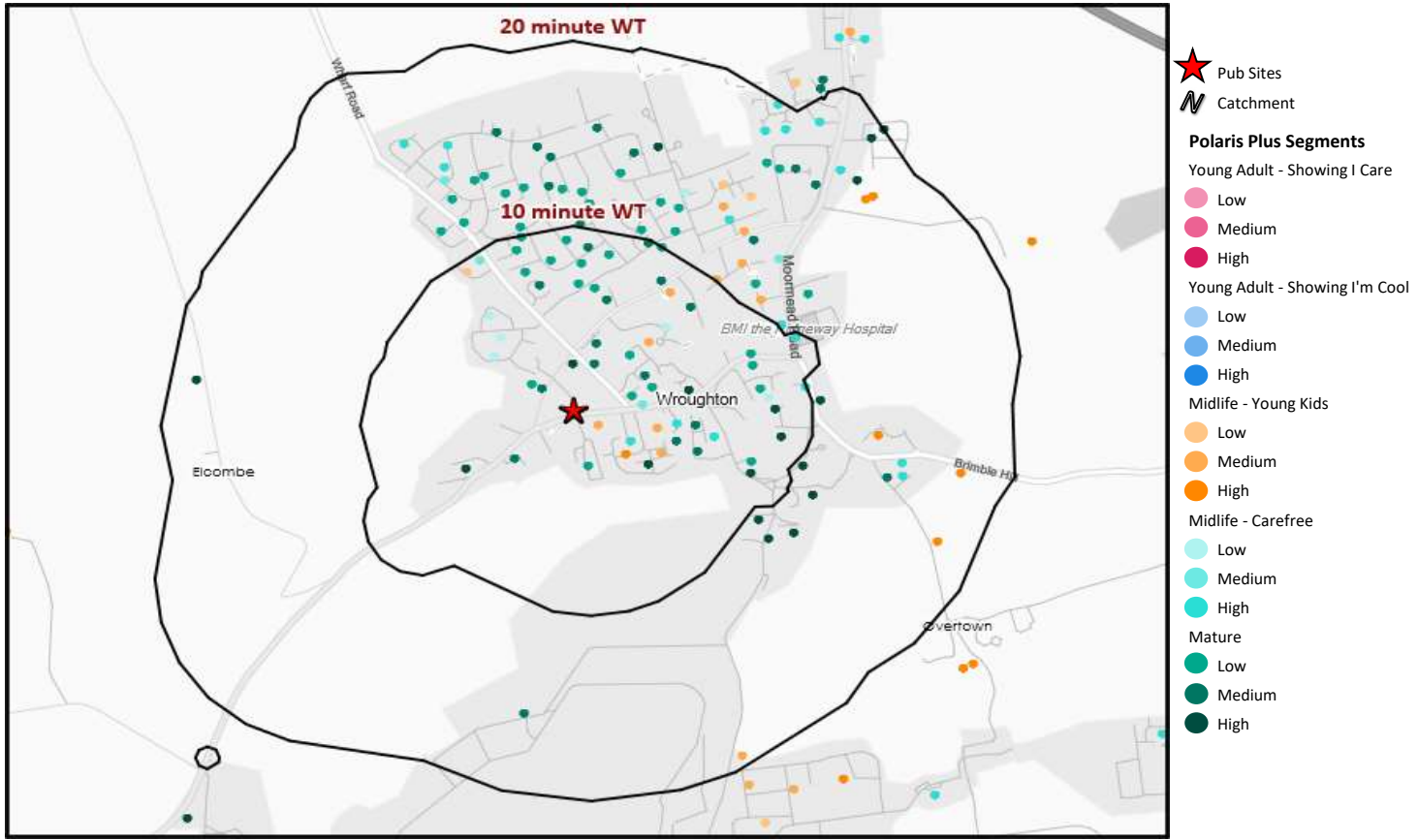- Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

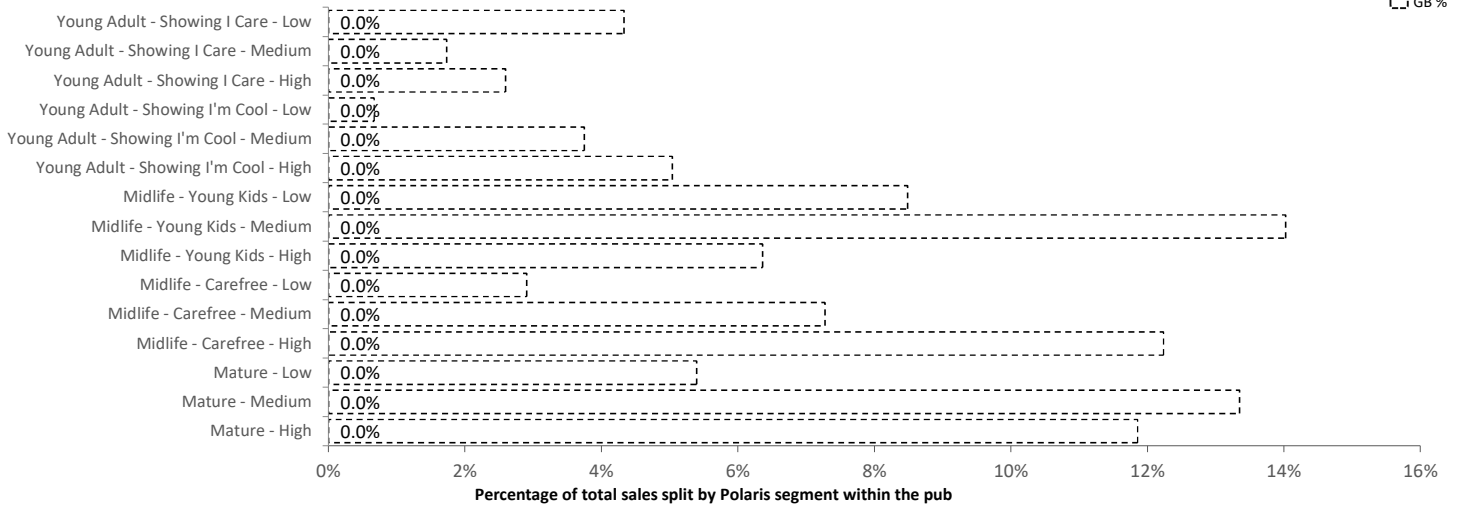| Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	13,286	0	0	92
Young Adult - Showing I'm Cool	0	0	19,319	0	0	130
Midlife - Young Kids	465	712	58,972	73	47	116
Midlife - Carefree	482	1,050	35,869	113	104	105
Mature	1,001	2,892	33,019	177	216	73
Not Private Households	72	140	1,482	248	203	64
Total	2,020	4,794	161,947			

Polaris Summary - Carters Rest Swindon

Pub Sites

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
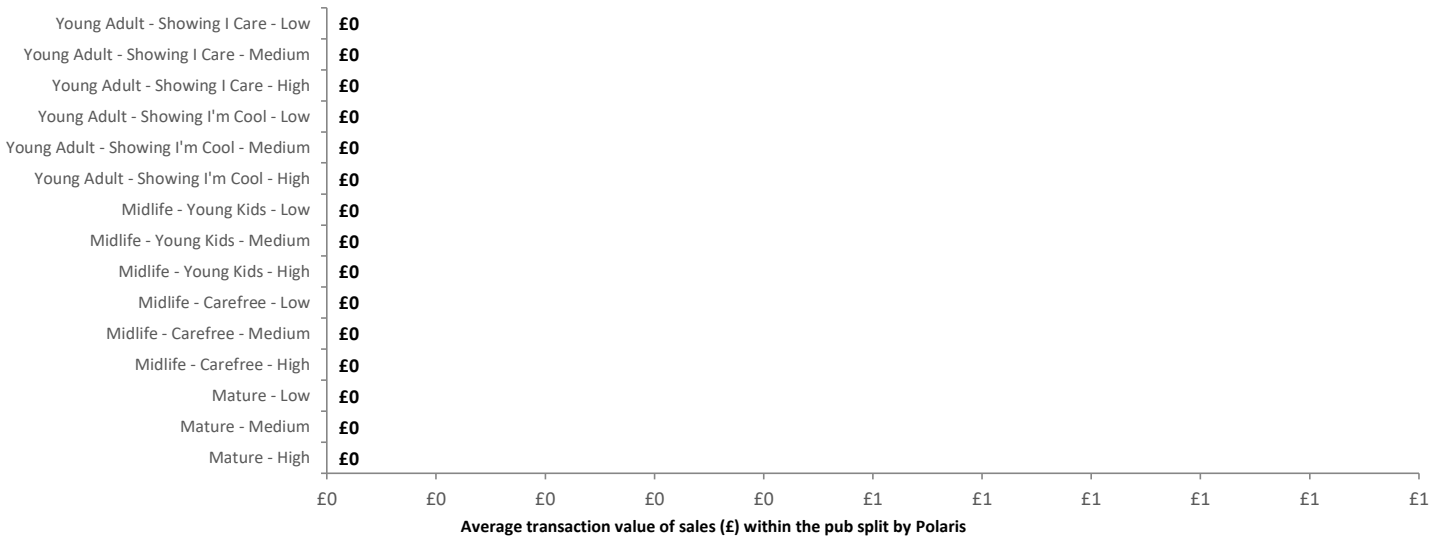- Low
- Medium
- High

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	0	0	2,078	0	0	31
Medium	0	0	0	0	0	0
High	0	0	11,208	0	0	205
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	11,069	0	0	185
High	0	0	8,250	0	0	114
Midlife - Young Kids						
Low	0	113	19,955	0	21	111
Medium	403	488	26,030	134	68	108
High	62	111	12,987	57	43	149
Midlife - Carefree						
Low	294	307	3,280	428	188	60
Medium	32	281	14,237	24	87	131
High	156	462	18,352	71	88	104
Mature						
Low	461	1,443	10,094	384	507	105
Medium	358	915	11,581	140	151	56
High	182	534	11,344	96	119	75
Not Private Households	72	140	1,482	248	203	64
Total	2,020	4,794	161,947			

CACI

Transactional Data Summary - Carters Rest Swindon

star PUBS & BARS

Spend by Polaris

☐ GB %

Segment	Value
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	Value
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

Carters Rest Swindon
Star Pubs

Mobile Data Summary - Carters Rest Swindon
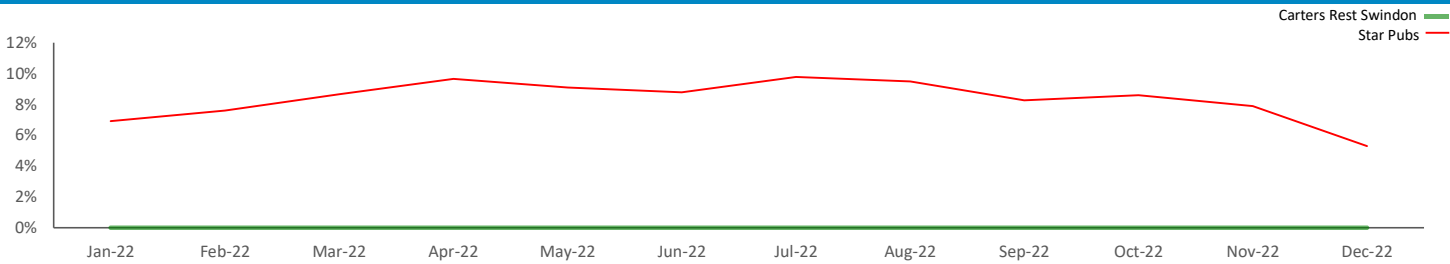
Time of Day/Day of Week
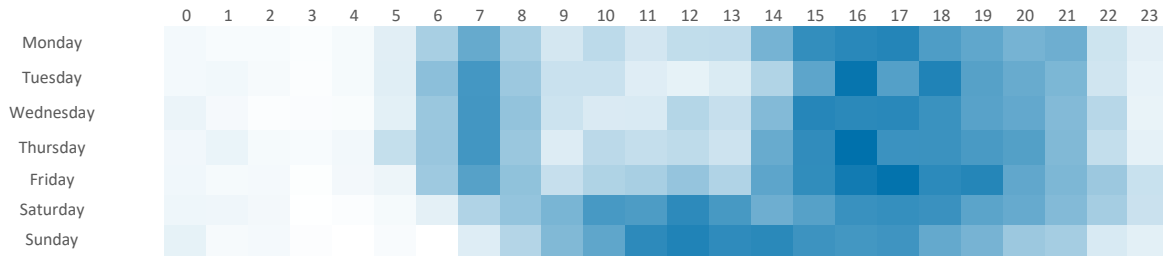
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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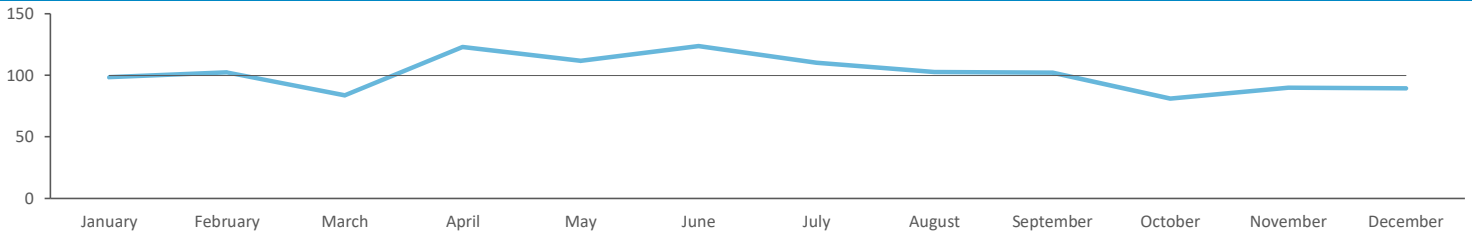
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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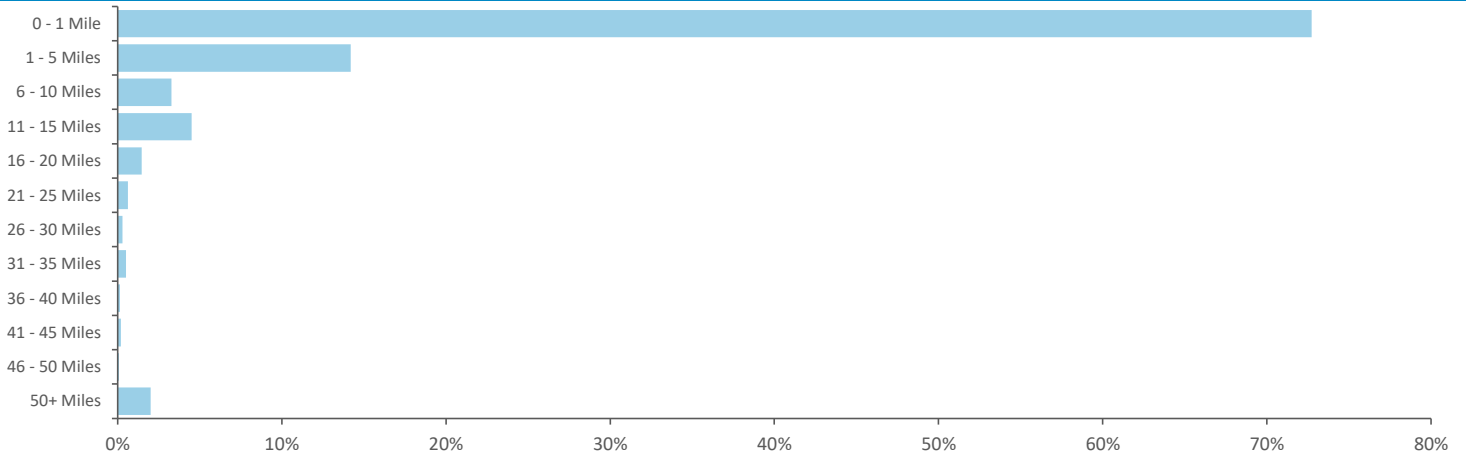
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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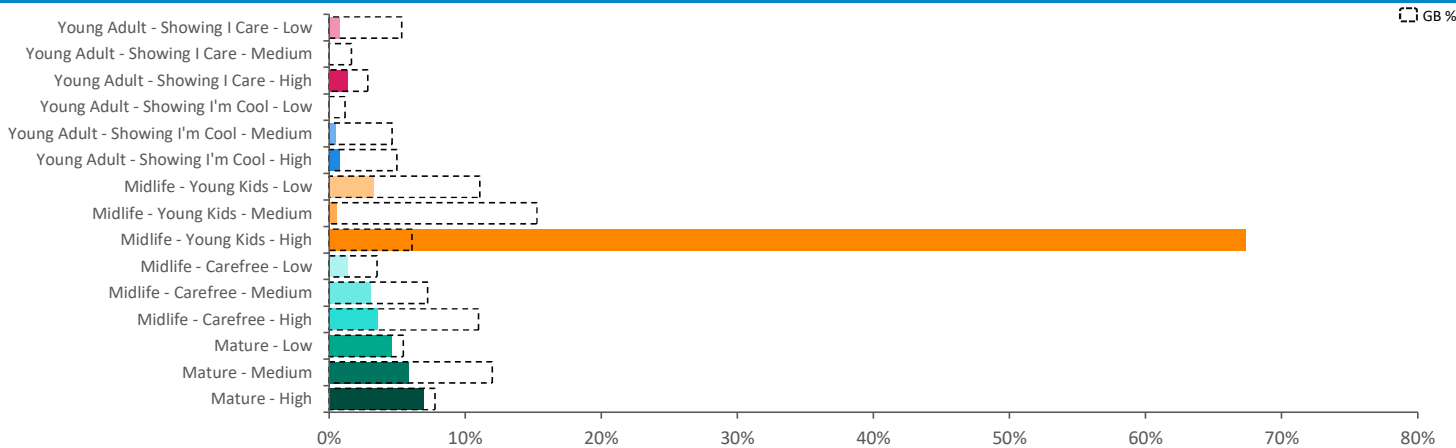
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI

star PUBS & BARS

Legend:
- ★ 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)
1	Carters Rest	SN 4 9JU	Star Pubs & Bars	Premium Local	0.0
2	White Hart	SN 4 9JX	Liberation	Premium Local	0.1
3	Fox & Hounds	SN 4 9JT	Arkells	Premium Local	0.1
4	Wroughton Bowls	SN 4 9LW	Independent Free	Clubland	0.2
5	Iron Horse	SN 4 9EJ	Greene King	Premium Local	0.3
6	Brown Jack	SN 4 0RT	GRS Inns Limited	Premium Local	0.3
7	Wroughton Bowls Club	SN 4 0RZ	Independent Free	Clubland	0.3
8	Wroughton Working Mens Club	SN 4 0SA	Independent Free	Clubland	0.4
9	Check Inn	SN 4 9AA	Fuller Smith & Turner	Premium Local	1.1

Per Pub Analysis - Carters Rest Swindon

star PUBS & BARS

*WT= Walktime, **DT= Drivetime*
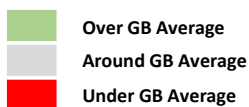
🟩	Over GB Average
⬜	Around GB Average
🟥	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,020	4,794	161,947
Number of Competition Pubs	8	8	183
Adults 18+ per Competition Pub	253	599	885

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	121	6.0%	59
Circuit Bar	88	4.4%	119
Community Pub	394	19.5%	112
Craft Led	23	1.2%	36
Great Pub Great Food	288	14.2%	74
High Street Pub	363	18.0%	104
Premium Local	346	17.1%	98

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	194	4.0%	40
Circuit Bar	171	3.6%	97
Community Pub	1,159	24.2%	139
Craft Led	28	0.6%	19
Great Pub Great Food	720	15.0%	78
High Street Pub	993	20.7%	119
Premium Local	801	16.7%	95

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	20,138	12.4%	122
Circuit Bar	5,752	3.6%	97
Community Pub	25,556	15.8%	91
Craft Led	6,455	4.0%	126
Great Pub Great Food	32,445	20.0%	104
High Street Pub	26,086	16.1%	93
Premium Local	26,515	16.4%	93

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 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.