CACI

Catchment Summary - Winged Horse Basildon
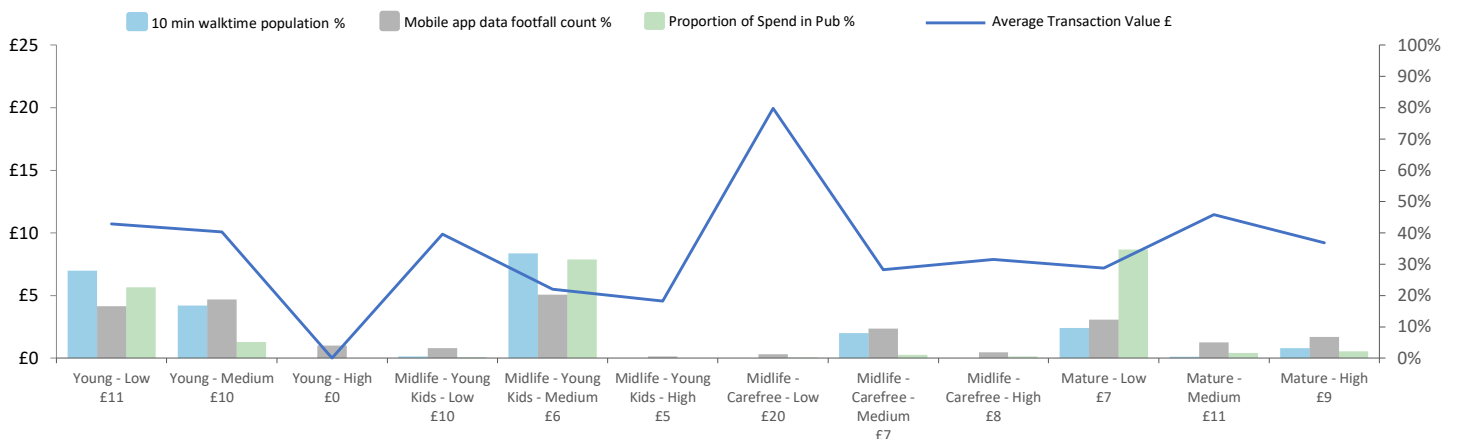
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
627140	Winged Horse Basildon	SS14 1SB	Star Pubs & Bars	Community Pub	7
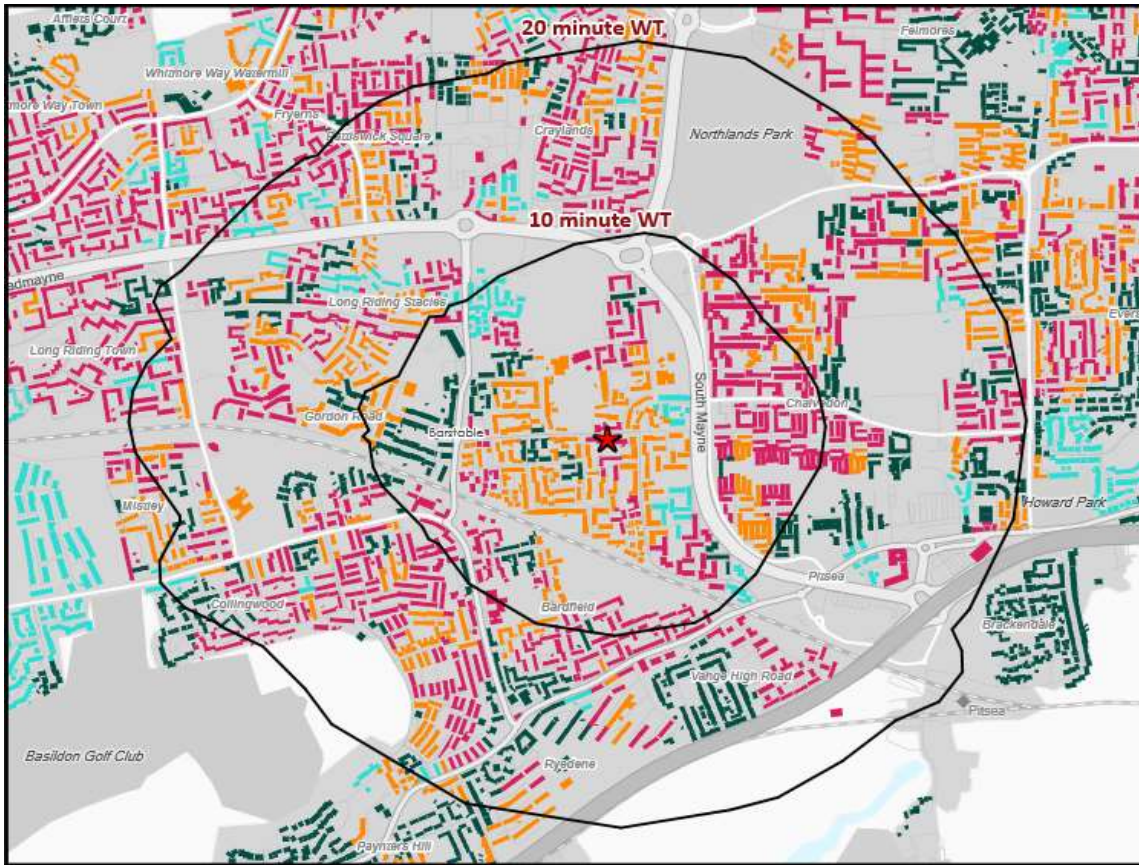
Pub Sites ★
Catchments N

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population %, Mobile app data footfall count %, Proportion of Spend in Pub %, Average Transaction Value £

Categories: Young - Low £11, Young - Medium £10, Young - High £0, Midlife - Young Kids - Low £10, Midlife - Young Kids - Medium £6, Midlife - Young Kids - High £5, Midlife - Carefree - Low £20, Midlife - Carefree - Medium £7, Midlife - Carefree - High £8, Mature - Low £7, Mature - Medium £11, Mature - High £9

See the Glossary page for further information on the above variables

CACI

Catchment Summary - Winged Horse Basildon

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		6,999	27,768	590,911	131	150	135
					Population & Adults 18+ index is based on all pubs		
Adults 18+		5,293	20,347	460,983	118	133	132
Competition Pubs		2	6	307	11	17	74
Adults 18+ per Competition Pub		2,647	3,391	1,502	308	395	175
% Adults Likely to Drink		72.9%	71.1%	77.9%	96	93	102
Affluence	Low	38.1%	51.1%	15.8%	115	154	48
	Medium	58.6%	46.2%	53.0%	154	121	139
	High	3.3%	2.7%	30.6%	12	10	112
Age Profile	18-24	528	2,204	40,515	93	98	84
	25-34	1,030	4,020	73,260	110	109	93
	35-44	896	3,895	79,080	97	106	101
	45-64	1,713	6,367	152,486	95	89	100
	65+	1,126	3,861	115,642	84	72	102
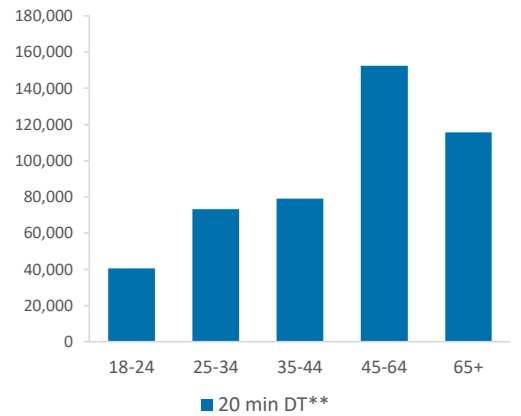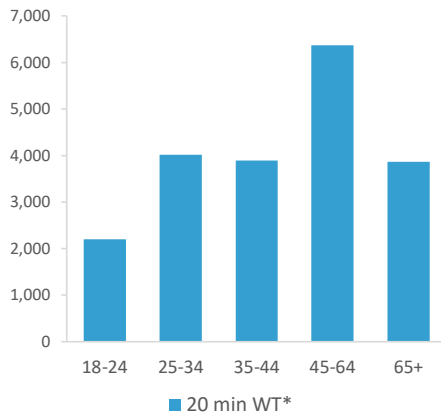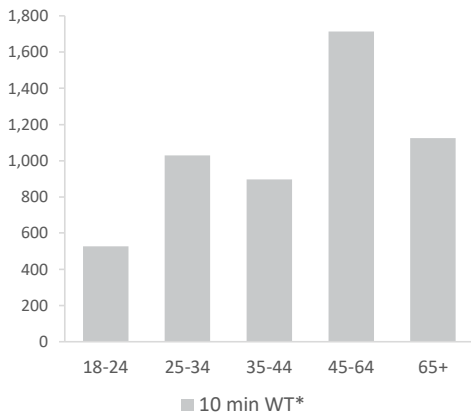
*Affluence does not include Not Private Households

		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	3,480 (50%)	13,659 (49%)	286,934 (49%)	102	100	99
	Female	3,519 (50%)	14,109 (51%)	303,977 (51%)	99	100	101
Economic Status (16+)	Employed: Full-time	1,900 (35%)	7,113 (34%)	167,478 (35%)	101	98	102
	Employed: Part-time	677 (12%)	2,763 (13%)	58,894 (12%)	104	110	104
	Self employed	454 (8%)	1,885 (9%)	48,211 (10%)	90	97	110
	Unemployed	217 (4%)	911 (4%)	12,936 (3%)	143	156	98
	Full-time student	111 (2%)	445 (2%)	8,444 (2%)	85	89	75
	Retired	1,079 (20%)	3,547 (17%)	110,645 (23%)	90	77	106
	Other	1,043 (19%)	4,481 (21%)	69,221 (15%)	109	122	84
Total Worker Count		1,450	5,542	228,951			

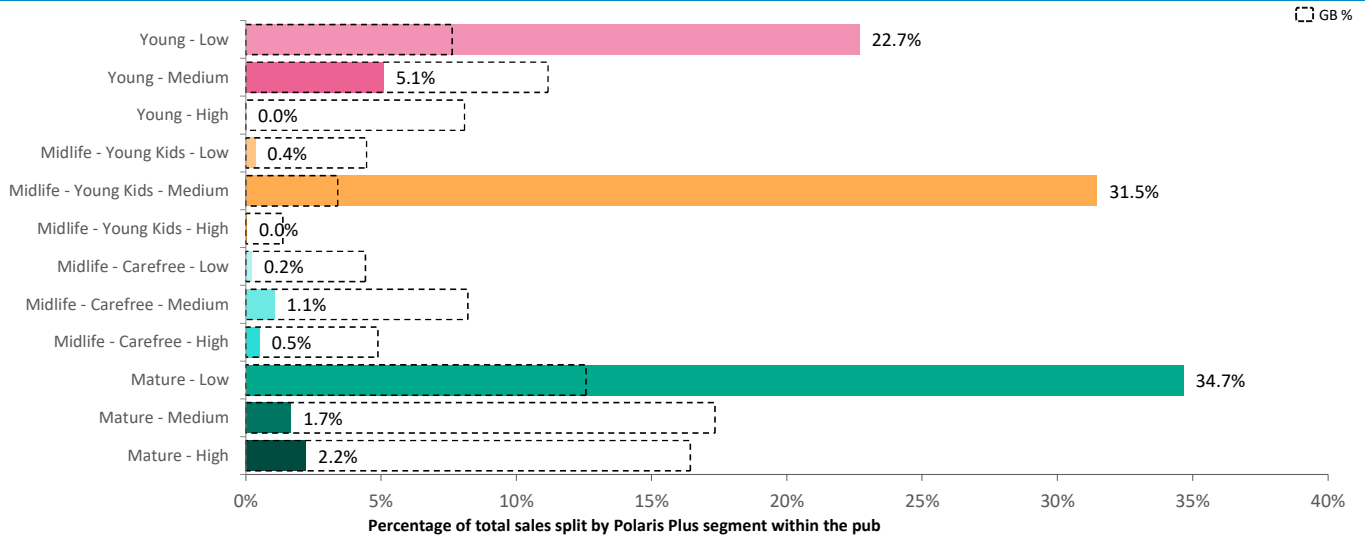See the Glossary page for further information on the above variables
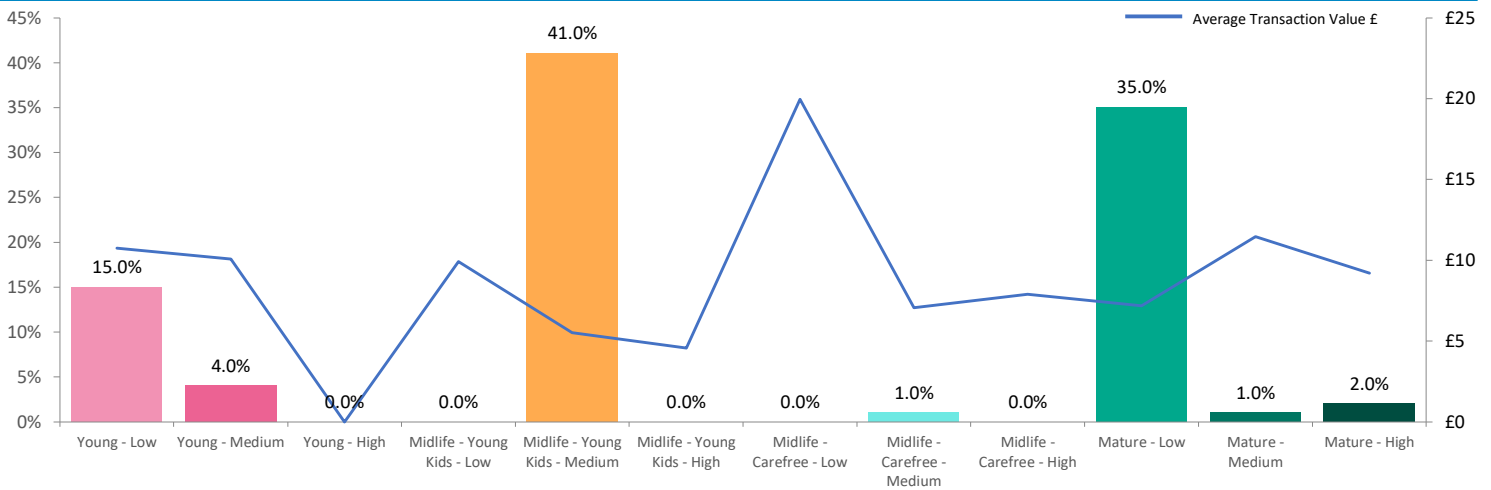
Transactional Data Summary - Winged Horse Basildon

star
PUBS & BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	22.7%
Young - Medium	5.1%
Young - High	0.0%
Midlife - Young Kids - Low	0.4%
Midlife - Young Kids - Medium	31.5%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.2%
Midlife - Carefree - Medium	1.1%
Midlife - Carefree - High	0.5%
Mature - Low	34.7%
Mature - Medium	1.7%
Mature - High	2.2%

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

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

Average Transaction Value £

Segment	%
Young - Low	15.0%
Young - Medium	4.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	41.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	1.0%
Midlife - Carefree - High	0.0%
Mature - Low	35.0%
Mature - Medium	1.0%
Mature - High	2.0%

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

Spend by Month and Polaris

Winged Horse Basildon
Star Pubs
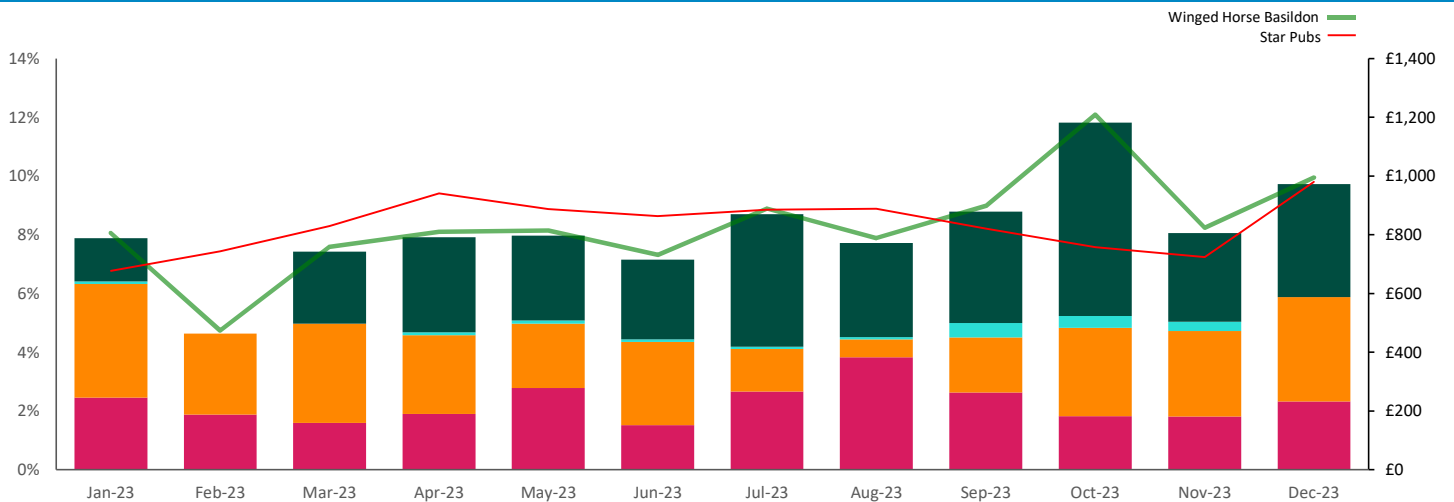
Seasonality of the spend split by month

Mobile Data Summary - Winged Horse Basildon

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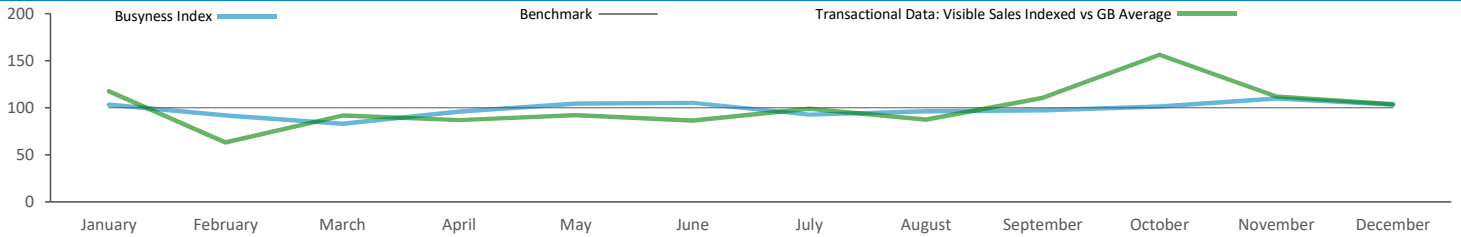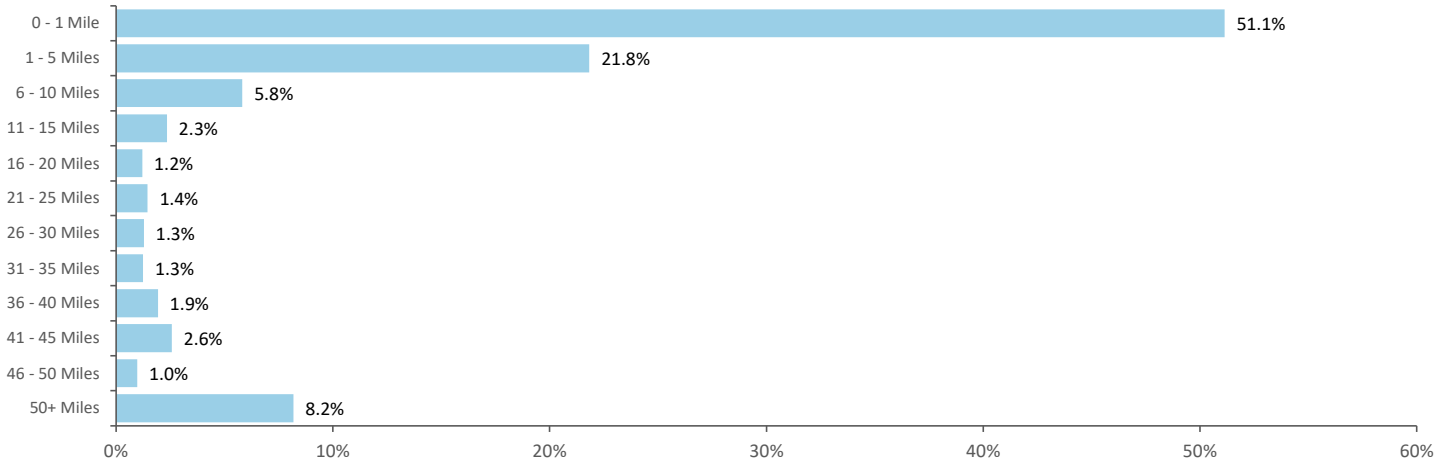
Time of Day/Day of Week
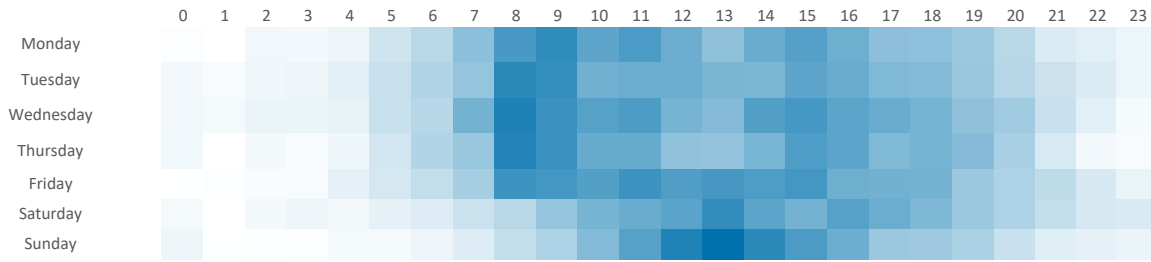
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average

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

| Distance	%
0 - 1 Mile	51.1%
1 - 5 Miles	21.8%
6 - 10 Miles	5.8%
11 - 15 Miles	2.3%
16 - 20 Miles	1.2%
21 - 25 Miles	1.4%
26 - 30 Miles	1.3%
31 - 35 Miles	1.3%
36 - 40 Miles	1.9%
41 - 45 Miles	2.6%
46 - 50 Miles	1.0%
50+ Miles	8.2%

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

Classification	%
Resident	58.2%
Worker	16.6%
Tourist	15.6%
Local Tourist	9.7%
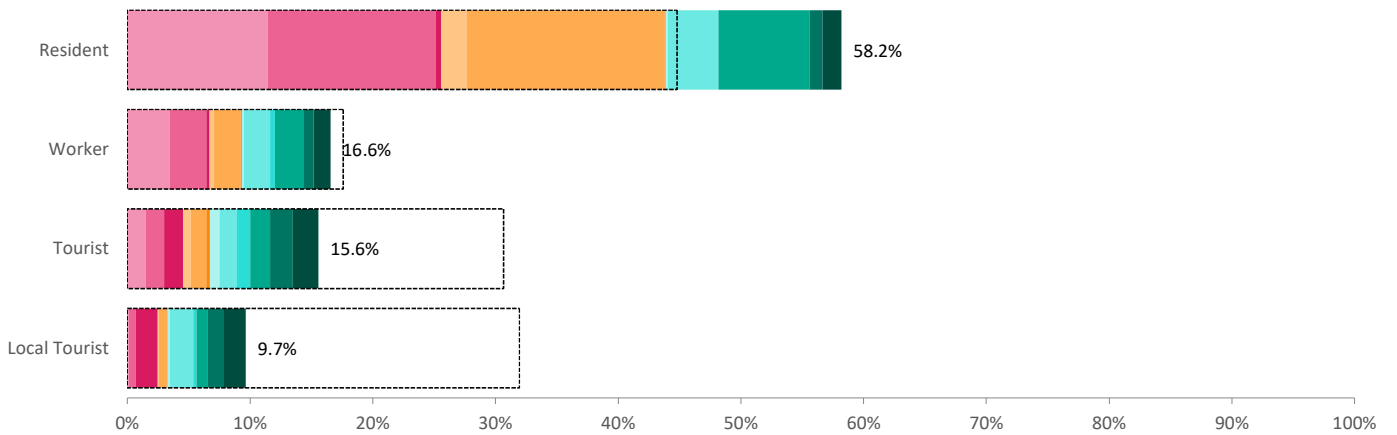
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Winged Horse Basildon

Polaris Plus Profile

GB %

Category	%
Young - Low	16.5%
Young - Medium	18.7%
Young - High	4.0%
Midlife - Young Kids - Low	3.2%
Midlife - Young Kids - Medium	20.3%
Midlife - Young Kids - High	0.5%
Midlife - Carefree - Low	1.3%
Midlife - Carefree - Medium	9.5%
Midlife - Carefree - High	1.9%
Mature - Low	12.3%
Mature - Medium	5.1%
Mature - High	6.8%
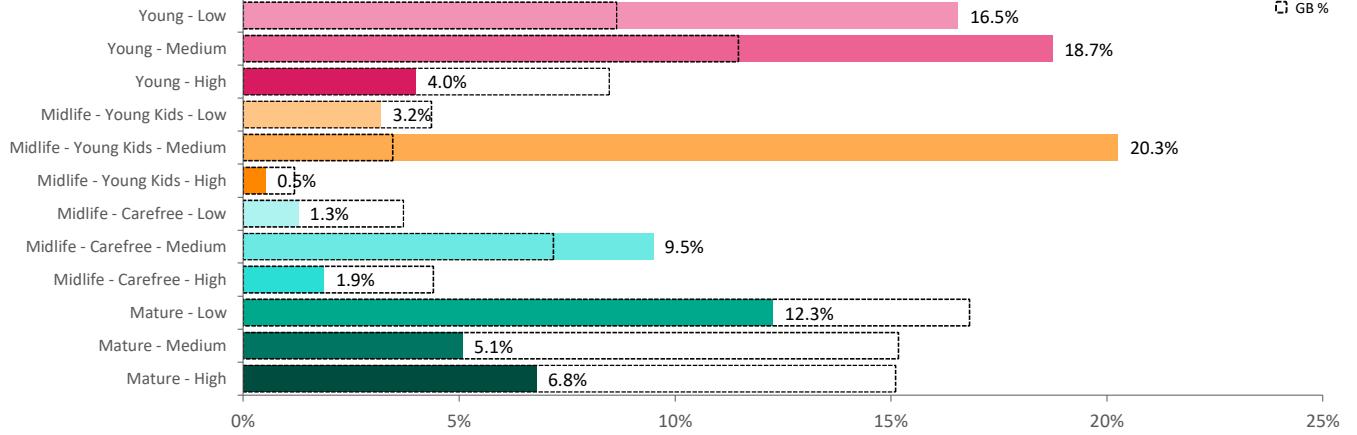
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	%
0 - 1 Mile	52.3%
1 - 5 Miles	21.9%
6 - 10 Miles	5.6%
11 - 15 Miles	2.3%
16 - 20 Miles	1.2%
21 - 25 Miles	1.4%
26 - 30 Miles	1.2%
31 - 35 Miles	1.3%
36 - 40 Miles	1.8%
41 - 45 Miles	2.6%
46 - 50 Miles	1.0%
50+ Miles	7.5%

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

Mobile Data Summary - Winged Horse Basildon
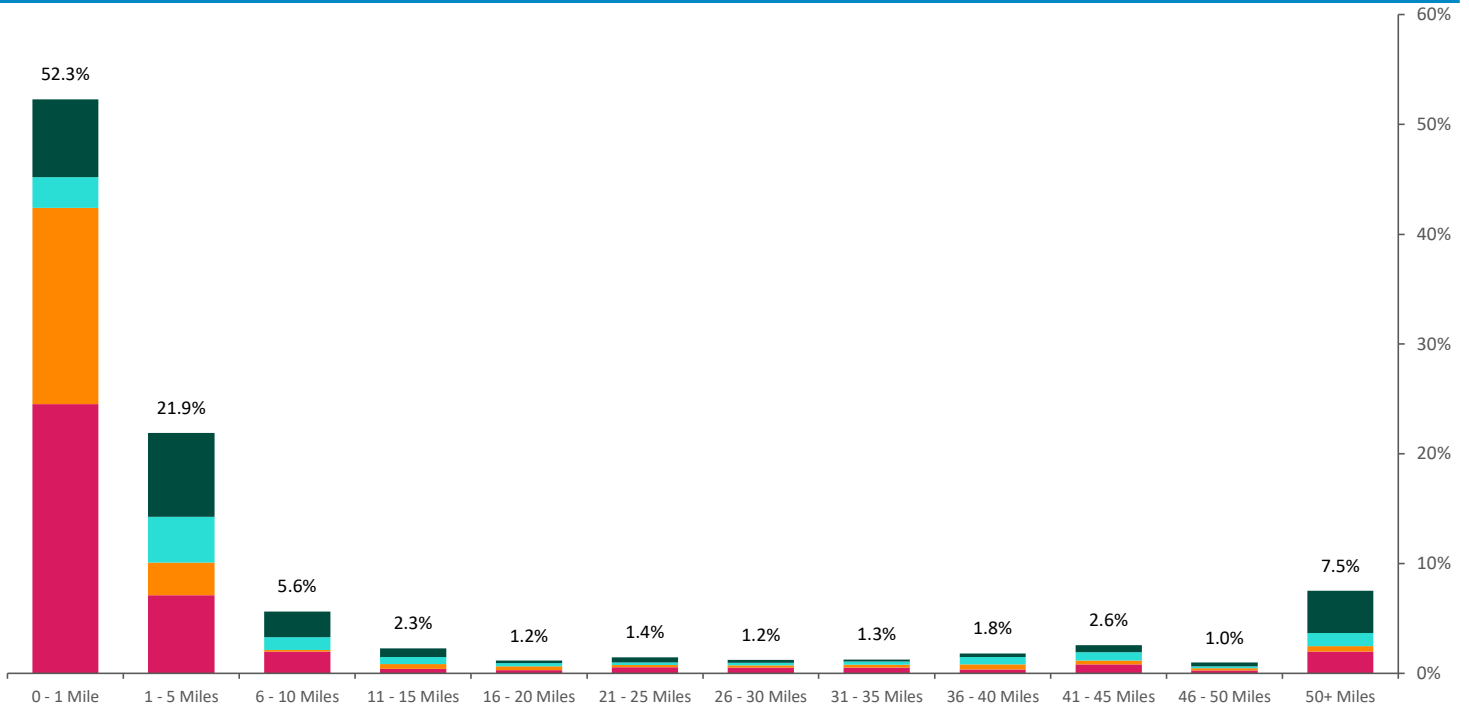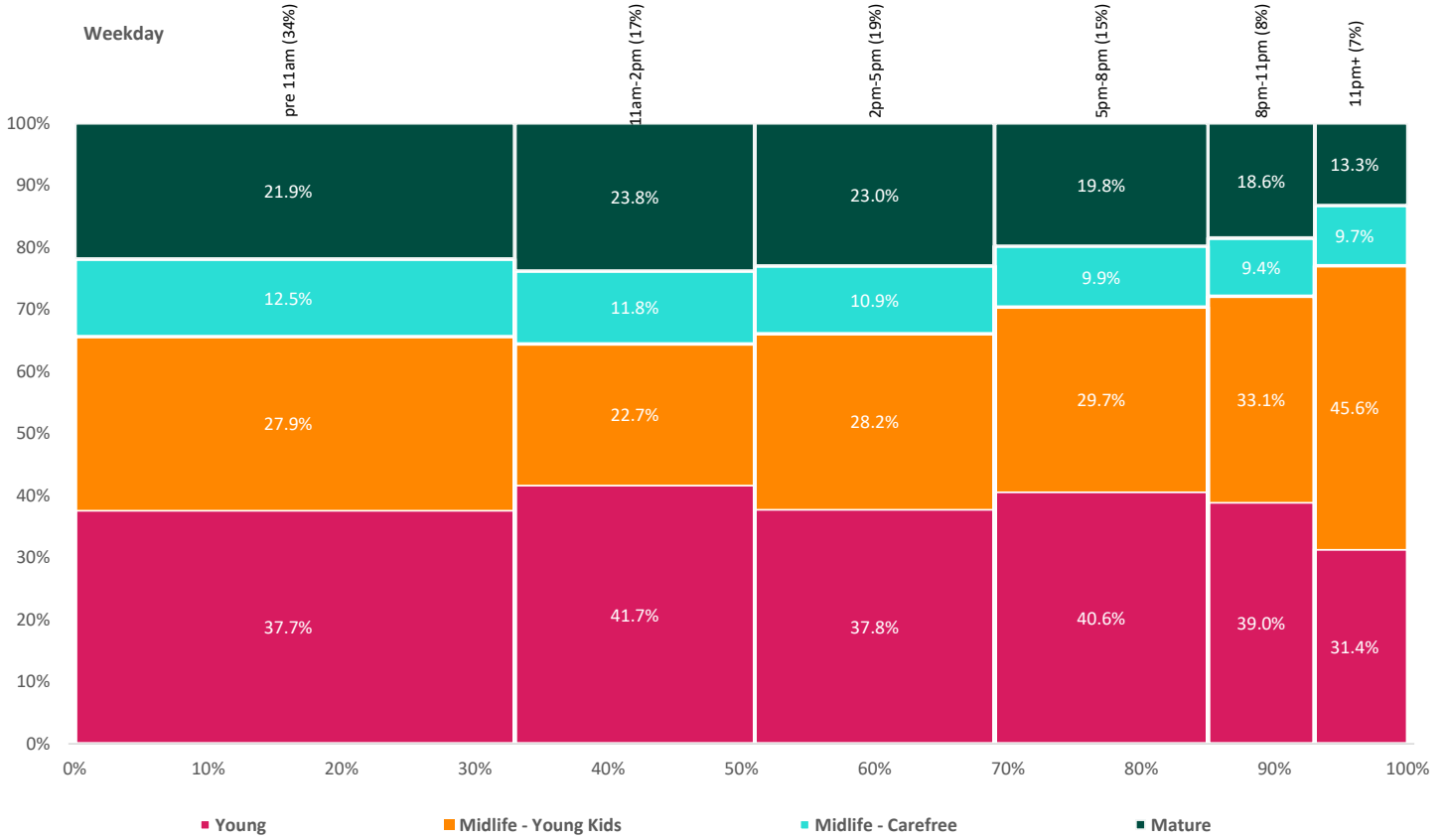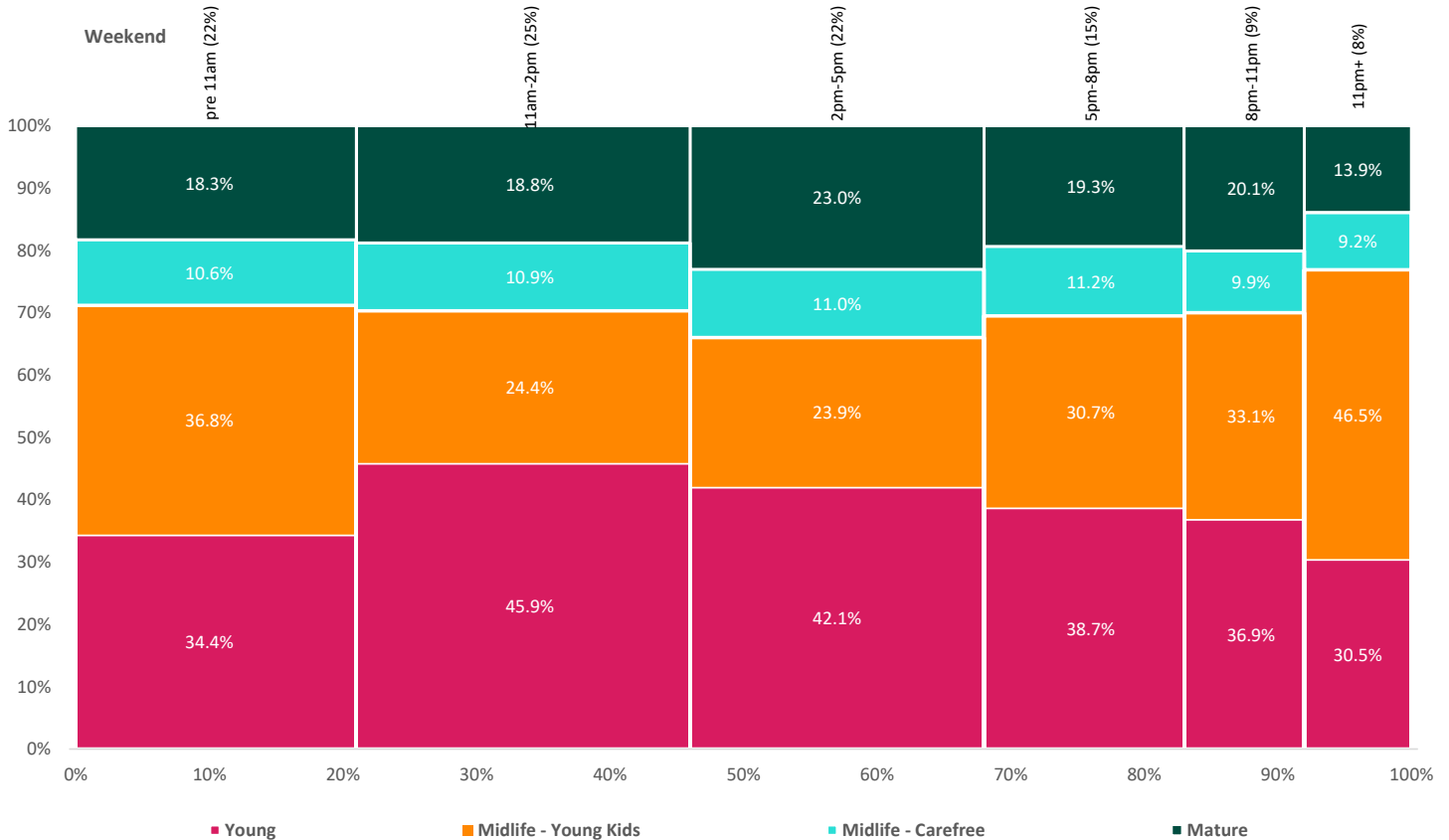
Time of Day by Polaris: Weekday (Monday to Friday)

Weekday

	pre 11am (34%)	11am-2pm (17%)	2pm-5pm (19%)	5pm-8pm (15%)	8pm-11pm (8%)	11pm+ (7%)
Mature	21.9%	23.8%	23.0%	19.8%	18.6%	13.3%
Midlife - Carefree	12.5%	11.8%	10.9%	9.9%	9.4%	9.7%
Midlife - Young Kids	27.9%	22.7%	28.2%	29.7%	33.1%	45.6%
Young	37.7%	41.7%	37.8%	40.6%	39.0%	31.4%

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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

Weekend

	pre 11am (22%)	11am-2pm (25%)	2pm-5pm (22%)	5pm-8pm (15%)	8pm-11pm (9%)	11pm+ (8%)
Mature	18.3%	18.8%	23.0%	19.3%	20.1%	13.9%
Midlife - Carefree	10.6%	10.9%	11.0%	11.2%	9.9%	9.2%
Midlife - Young Kids	36.8%	24.4%	23.9%	30.7%	33.1%	46.5%
Young	34.4%	45.9%	42.1%	38.7%	36.9%	30.5%

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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

Polaris Summary - Winged Horse Basildon

Pub Sites

Catchment

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

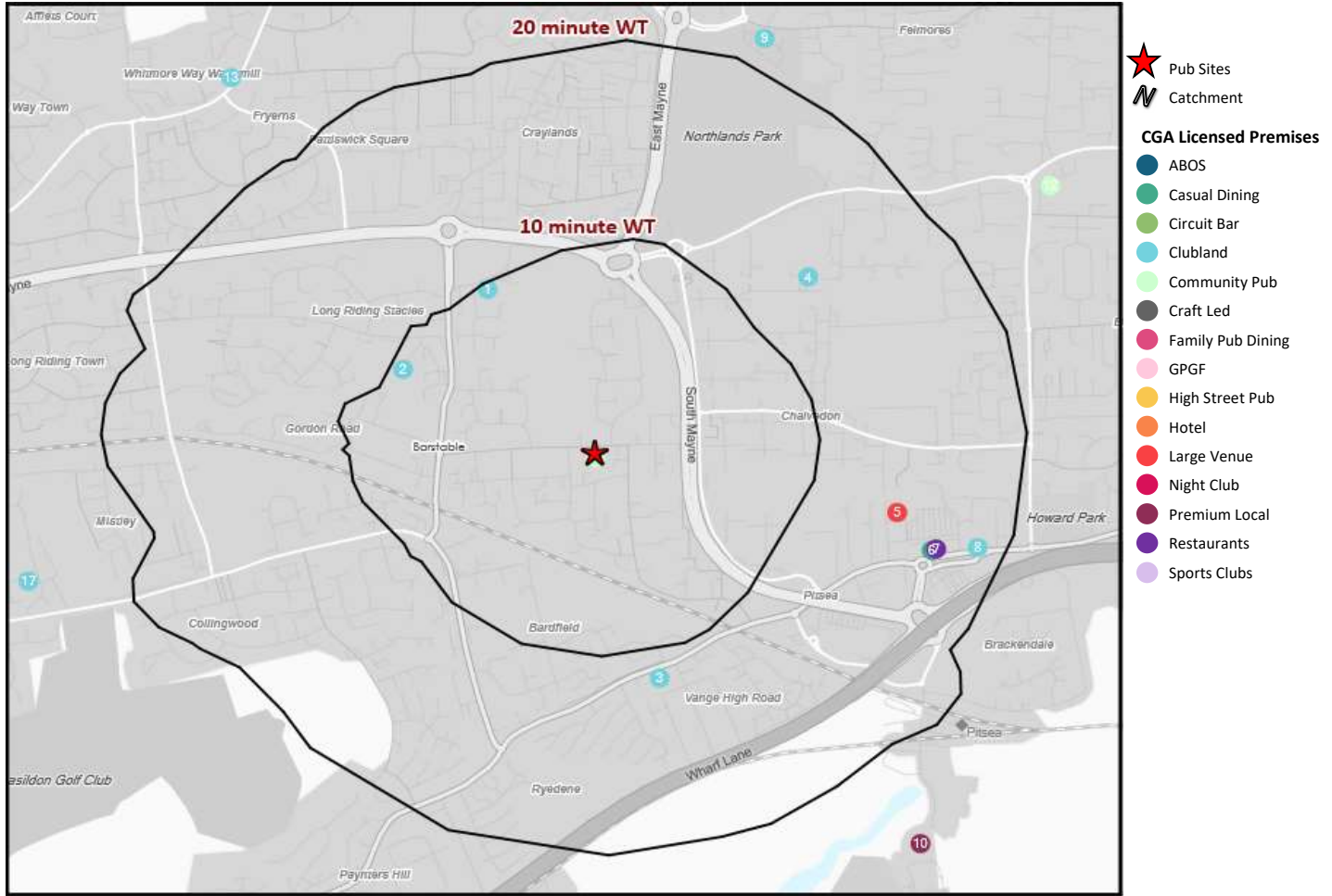| Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	2,365	9,977	80,649	162	178	64
Midlife - Young Kids	1,796	5,435	50,461	310	244	100
Midlife - Carefree	422	1,108	132,474	50	34	182
Mature	706	3,823	194,355	30	42	95
Not Private Households	4	4	3,044	6	1	50
Total	5,293	20,347	460,983			

Polaris Plus Summary - Winged Horse Basildon

Legend:
- ★ 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	1,475	6,701	23,370	284	336	52
Medium	887	2,998	35,884	153	134	71
High	3	278	21,395	1	20	69
Midlife - Young Kids						
Low	27	549	4,610	9	49	18
Medium	1,769	4,886	45,382	772	554	227
High	0	0	469	0	0	9
Midlife - Carefree						
Low	0	2	4,370	0	0	22
Medium	422	1,106	111,861	111	76	339
High	0	0	16,243	0	0	79
Mature						
Low	514	3,150	40,558	71	113	64
Medium	22	410	51,064	3	13	71
High	170	263	102,733	21	9	149
Not Private Households	4	4	3,044	6	1	50
Total	5,293	20,347	460,983			

CGA Summary - Winged Horse Basildon

Legend:
- ★ 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)
0	Winged Horse	SS14 1SB	Star Pubs & Bars	Community Pub	0.0
1	Basildon Cricket Club	SS14 1PF	Independent Free	Clubland	0.4
2	Barstable Social Club	SS14 1PD	Independent Free	Clubland	0.4
3	Vange & Pitsea Working Mens Club	SS16 4TG	Independent Free	Clubland	0.4
4	Chalvedon Community Association Social Club	SS13 3QX	Independent Free	Clubland	0.5
5	Place	SS13 3DU	Independent Free	Large Venue	0.6
6	Pizza Hut	SS13 3AS	Pizza Hut UK Ltd	Casual Dining	0.6
7	Gandi Indian Restaurant	SS13 3AT	Independent Free	Restaurants	0.6
8	Gymophobics	SS13 3BB	*Other Small Retail Groups	Clubland	0.7
9	Northlands Park Community	SS13 1SD	Independent Free	Clubland	0.8
10	Cromwell Manor	SS16 4UH	Independent Free	Premium Local	0.9
11	Watermill	SS13 1BW	Whitbread	Family Pub Dining	0.9
12	Great Chalvedon Hall	SS13 2AN	Punch Pub Company	Community Pub	1.0
13	Fryerns Social Club	SS14 2NN	Independent Free	Clubland	1.0
14	Crane	SS14 3LP	Greene King	Community Pub	1.0
15	Mintoo Tandoori Indian Restaurant	SS14 3JT	Independent Free	Restaurants	1.0
15	Jolly Friar	SS14 3JT	Star Pubs & Bars	Community Pub	1.0
17	Woodlands Residents Club	SS16 5UP	Independent Free	Clubland	1.0
18	Bowers Gifford Sprts & Social Club	SS13 2BE	Independent Free	Clubland	1.2

Per Pub Analysis - Winged Horse Basildon

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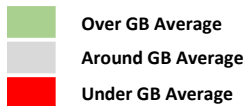
🟩	Over GB Average
⬜	Around GB Average
🟥	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,293	20,347	460,983
Number of Competition Pubs	2	6	307
Adults 18+ per Competition Pub	2,647	3,391	1,502

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	678	12.8%	159
Circuit Bar	0	560	10.6%	261
Community Pub	1	968	18.3%	96
Craft Led	0	305	5.8%	167
Great Pub Great Food	0	460	8.7%	49
High Street Pub	0	1,114	21.0%	114
Premium Local	0	782	14.8%	90

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	2,322	11.4%	142
Circuit Bar	0	2,064	10.1%	250
Community Pub	1	4,743	23.3%	122
Craft Led	0	1,098	5.4%	156
Great Pub Great Food	0	1,487	7.3%	41
High Street Pub	0	5,015	24.6%	134
Premium Local	0	2,506	12.3%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	9	35,150	7.6%	95
Circuit Bar	15	16,049	3.5%	86
Community Pub	17	53,692	11.6%	61
Craft Led	0	12,561	2.7%	79
Great Pub Great Food	32	87,553	19.0%	107
High Street Pub	26	53,777	11.7%	63
Premium Local	46	82,925	18.0%	109

Glossary

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.

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			