Catchment Summary - Cricketers Hook

Ship To	Name	Postcode	Operator	Segment	Sparsity
563451	Cricketers Hook	RG27 8QB	Star Pubs & Bars	GPGF	12

Polaris Plus Profile

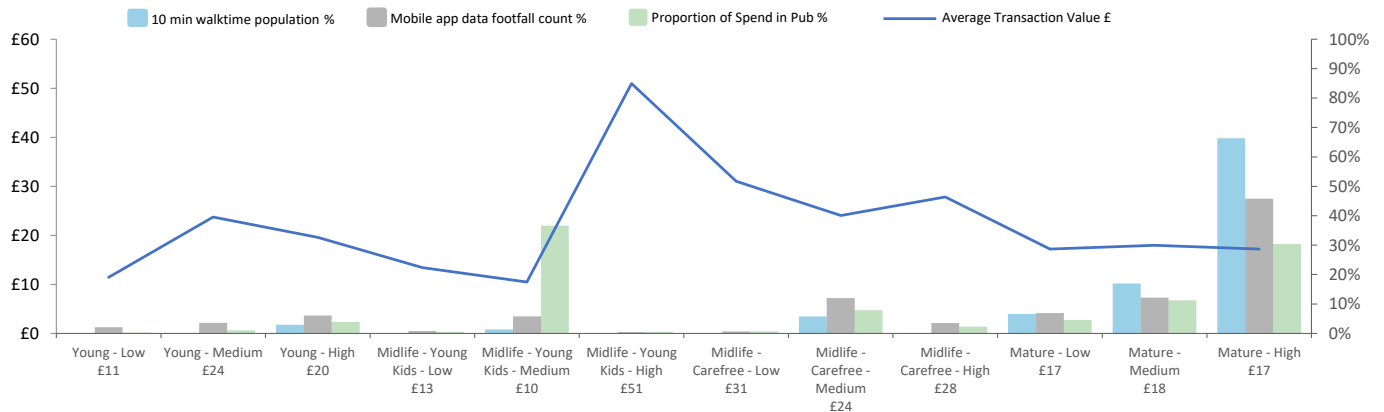See the Glossary page for further information on the above variables

CACI

Catchment Summary - Cricketers Hook

★ 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	2,678	4,717	400,148	50	25	91

Population & Adults 18+ index is based on all pubs

	Catchment Size (Counts)			Index vs GB Average		
Adults 18+	2,173	3,716	314,759	48	24	90
Competition Pubs	2	3	244	11	8	59
Adults 18+ per Competition Pub	1,087	1,239	1,290	127	144	150
% Adults Likely to Drink	80.9%	79.4%	78.6%	106	104	103

		Catchment Size (Counts)			Index vs GB Average		
Affluence	Low	6.6%	4.5%	9.7%	20	14	29
	Medium	24.1%	36.9%	37.8%	63	97	99
	High	69.4%	58.6%	50.3%	254	215	184

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	125	220	28,124	57	57	86
	25-34	251	406	52,039	70	65	97
	35-44	275	537	55,936	78	86	106
	45-64	708	1,310	106,638	103	108	104
	65+	814	1,243	72,022	158	137	94
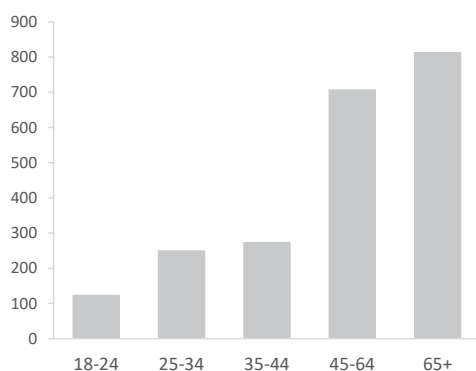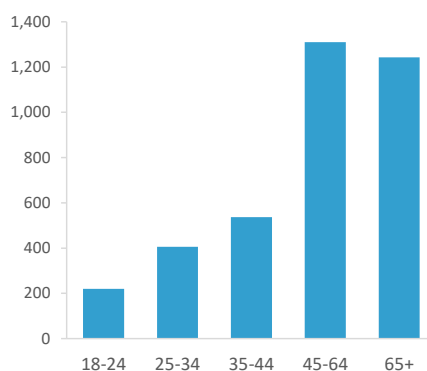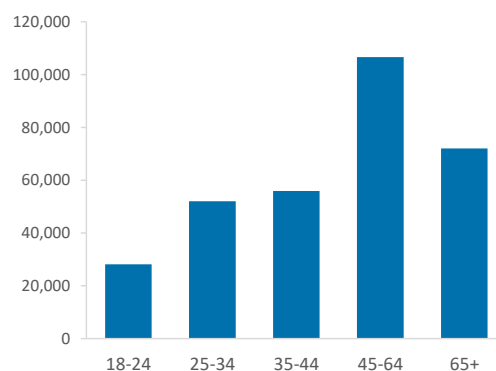
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,198 (45%)	2,211 (47%)	198,800 (50%)	91	96	101
	Female	1,480 (55%)	2,506 (53%)	201,348 (50%)	108	104	99
Economic Status (16+)	Employed: Full-time	683 (31%)	1,231 (32%)	133,155 (41%)	89	94	119
	Employed: Part-time	217 (10%)	412 (11%)	37,195 (11%)	82	91	96
	Self employed	223 (10%)	415 (11%)	31,692 (10%)	109	118	106
	Unemployed	44 (2%)	63 (2%)	7,837 (2%)	72	60	87
	Full-time student	12 (1%)	32 (1%)	5,664 (2%)	23	35	73
	Retired	867 (39%)	1,259 (33%)	67,323 (21%)	178	151	95
	Other	179 (8%)	406 (11%)	42,276 (13%)	46	61	75
Total Worker Count		783	1,777	194,462			

See the Glossary page for further information on the above variables

Transactional Data Summary - Cricketers Hook

star PUBS & BARS

## Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.3%
Young - Medium	1.1%
Young - High	3.9%
Midlife - Young Kids - Low	0.5%
Midlife - Young Kids - Medium	36.7%
Midlife - Young Kids - High	0.5%
Midlife - Carefree - Low	0.6%
Midlife - Carefree - Medium	7.9%
Midlife - Carefree - High	2.3%
Mature - Low	4.6%
Mature - Medium	11.3%
Mature - High	30.4%

Percentage of total sales split by Polaris Plus segment within the pub
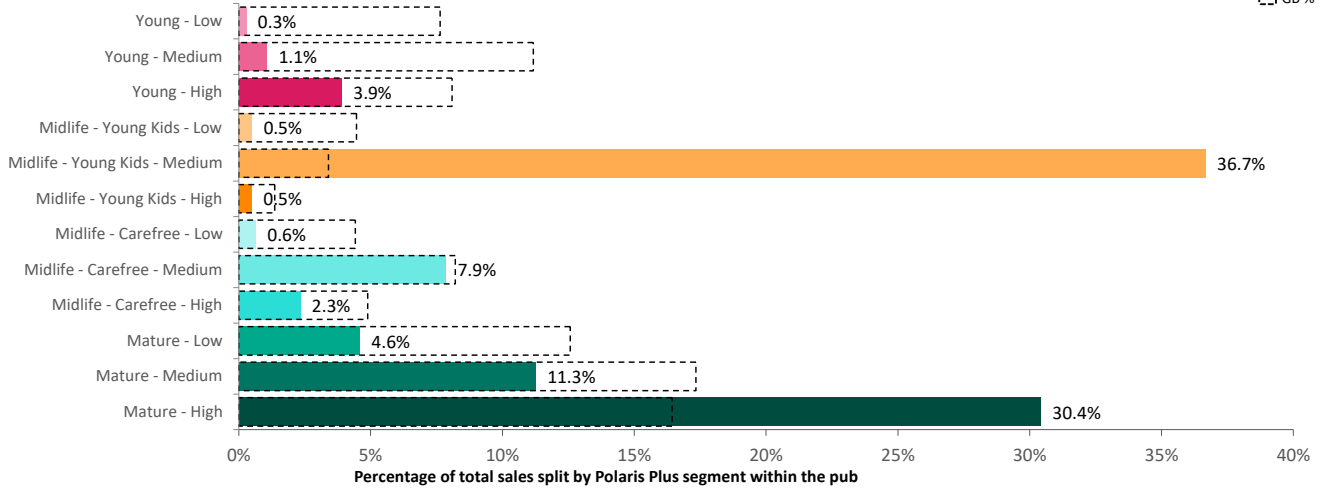
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	0.0%
Young - Medium	1.0%
Young - High	3.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	51.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	1.0%
Mature - Low	4.0%
Mature - Medium	9.0%
Mature - High	26.0%
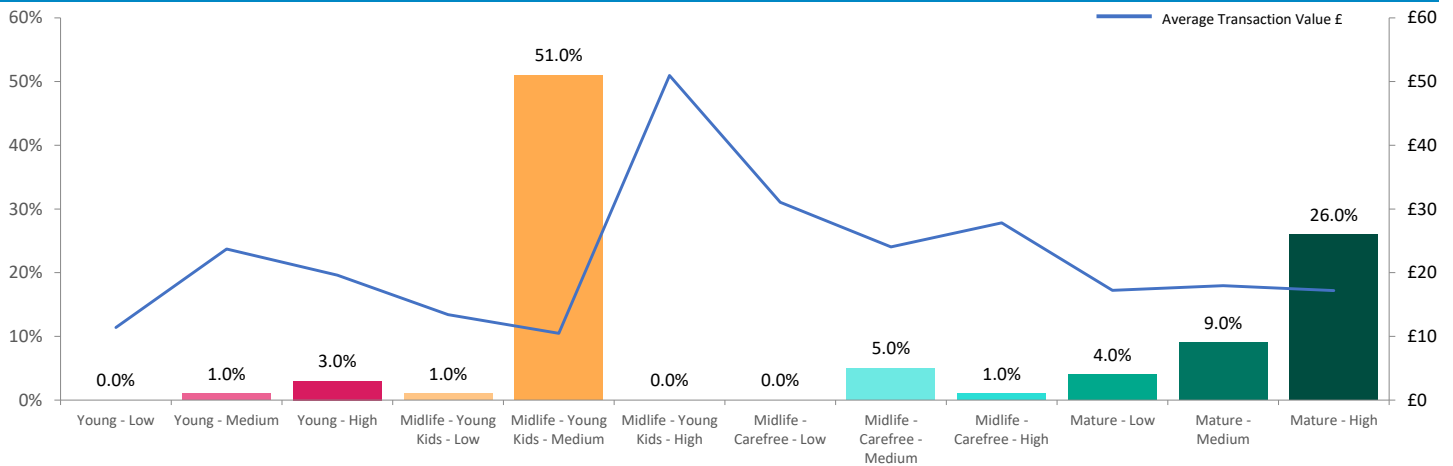
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Cricketers Hook —
Star Pubs —

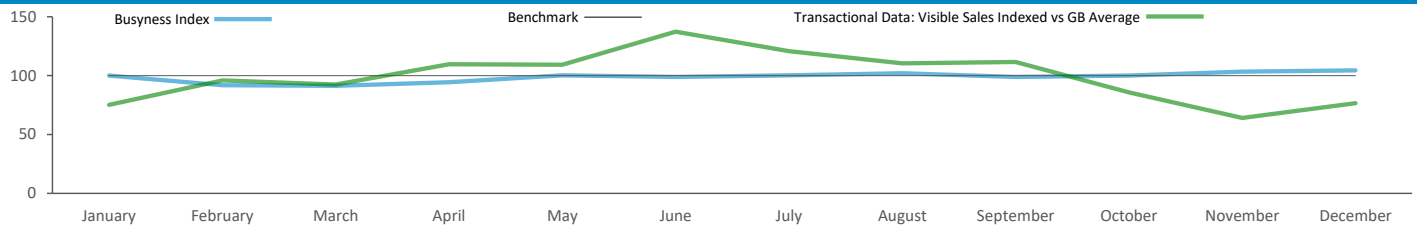Seasonality of the spend split by month

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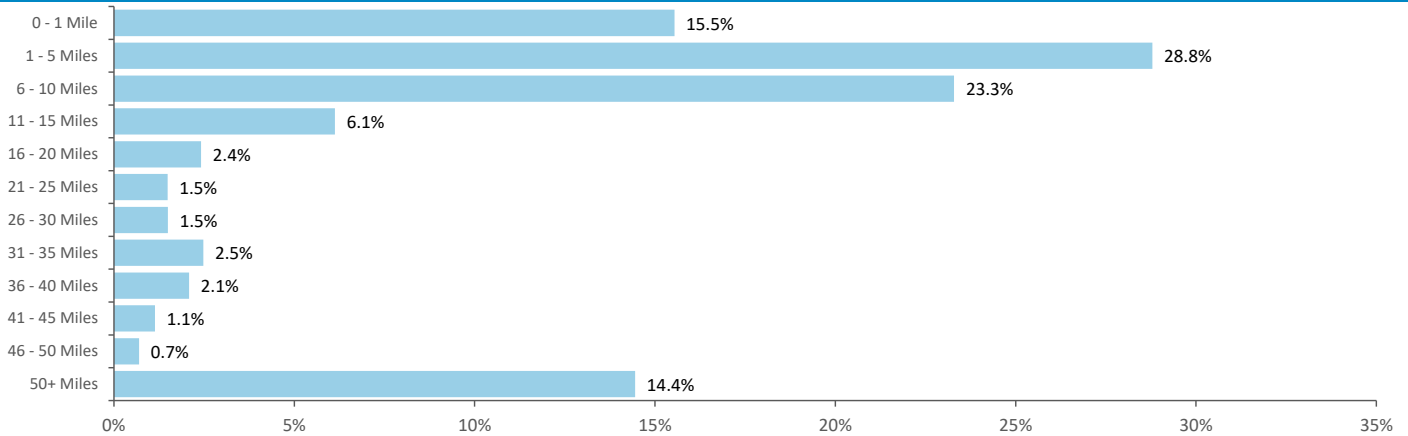
star PUBS & BARS
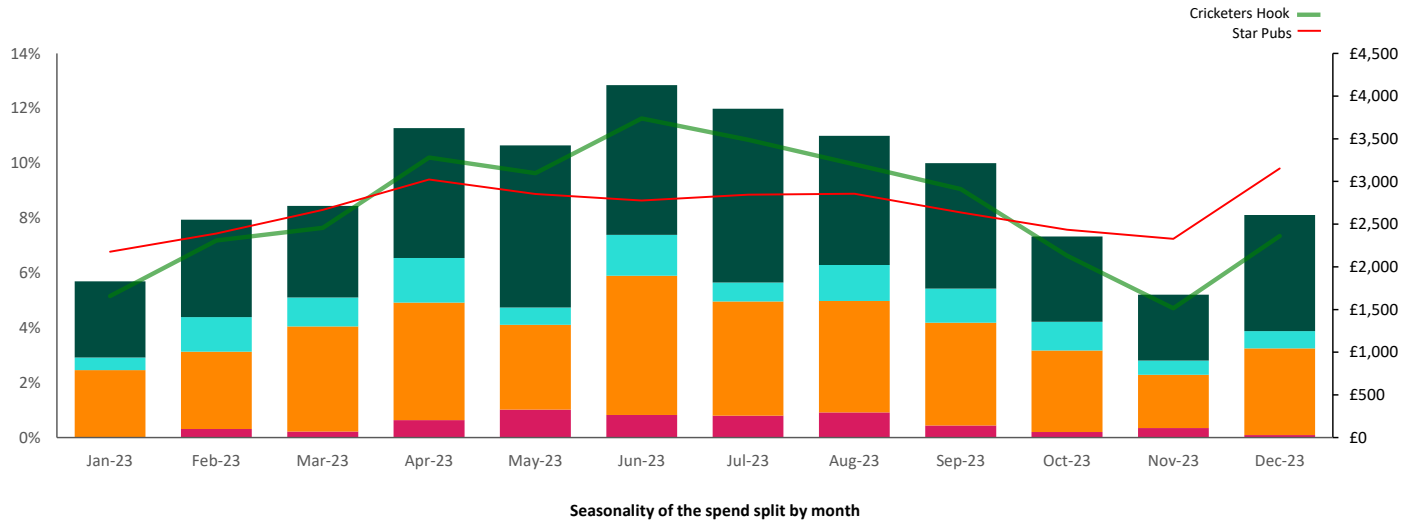
Time of Day/Day of Week
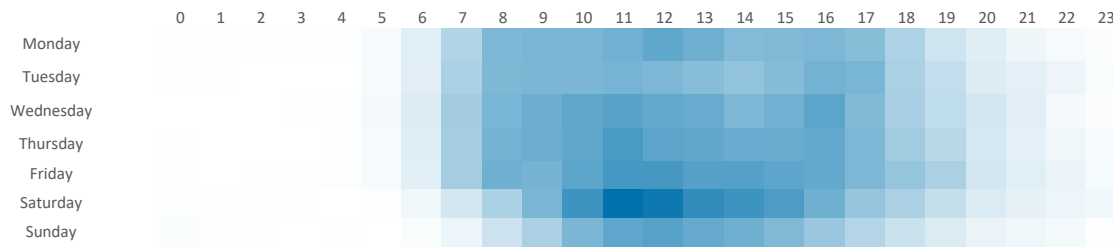
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	Percentage
0 - 1 Mile	15.5%
1 - 5 Miles	28.8%
6 - 10 Miles	23.3%
11 - 15 Miles	6.1%
16 - 20 Miles	2.4%
21 - 25 Miles	1.5%
26 - 30 Miles	1.5%
31 - 35 Miles	2.5%
36 - 40 Miles	2.1%
41 - 45 Miles	1.1%
46 - 50 Miles	0.7%
50+ Miles	14.4%

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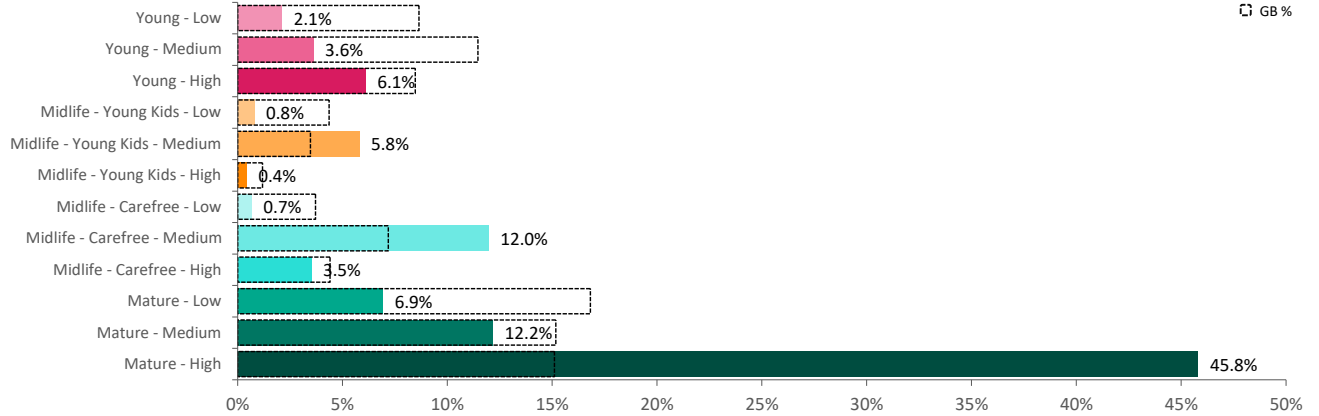
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	30.0%
Worker	8.9%
Tourist	24.2%
Local Tourist	37.0%
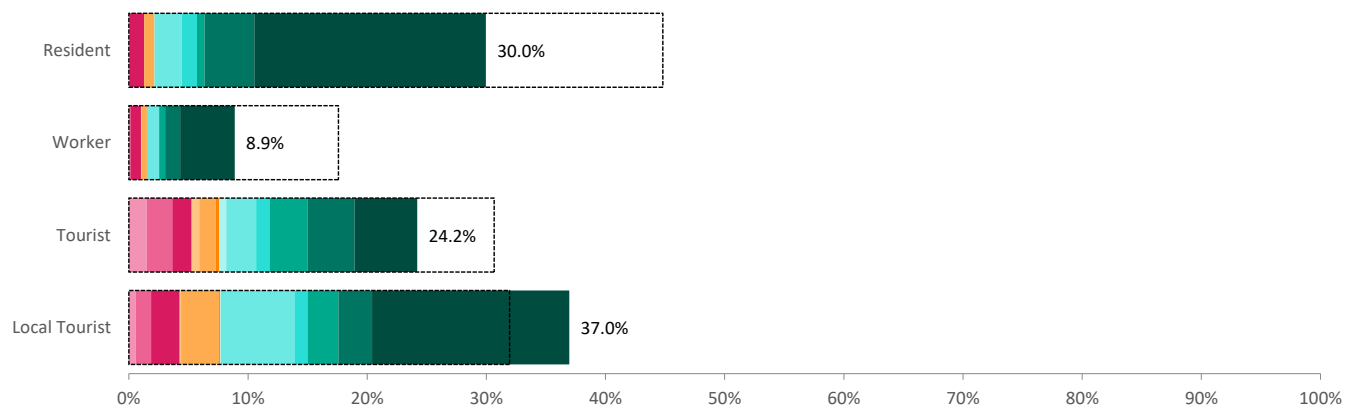
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile

⌂ GB %

Category	Value
Young - Low	2.1%
Young - Medium	3.6%
Young - High	6.1%
Midlife - Young Kids - Low	0.8%
Midlife - Young Kids - Medium	5.8%
Midlife - Young Kids - High	0.4%
Midlife - Carefree - Low	0.7%
Midlife - Carefree - Medium	12.0%
Midlife - Carefree - High	3.5%
Mature - Low	6.9%
Mature - Medium	12.2%
Mature - High	45.8%

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	Value
0 - 1 Mile	15.9%
1 - 5 Miles	29.1%
6 - 10 Miles	23.3%
11 - 15 Miles	6.1%
16 - 20 Miles	2.4%
21 - 25 Miles	1.5%
26 - 30 Miles	1.5%
31 - 35 Miles	2.5%
36 - 40 Miles	2.0%
41 - 45 Miles	1.1%
46 - 50 Miles	0.7%
50+ Miles	14.0%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
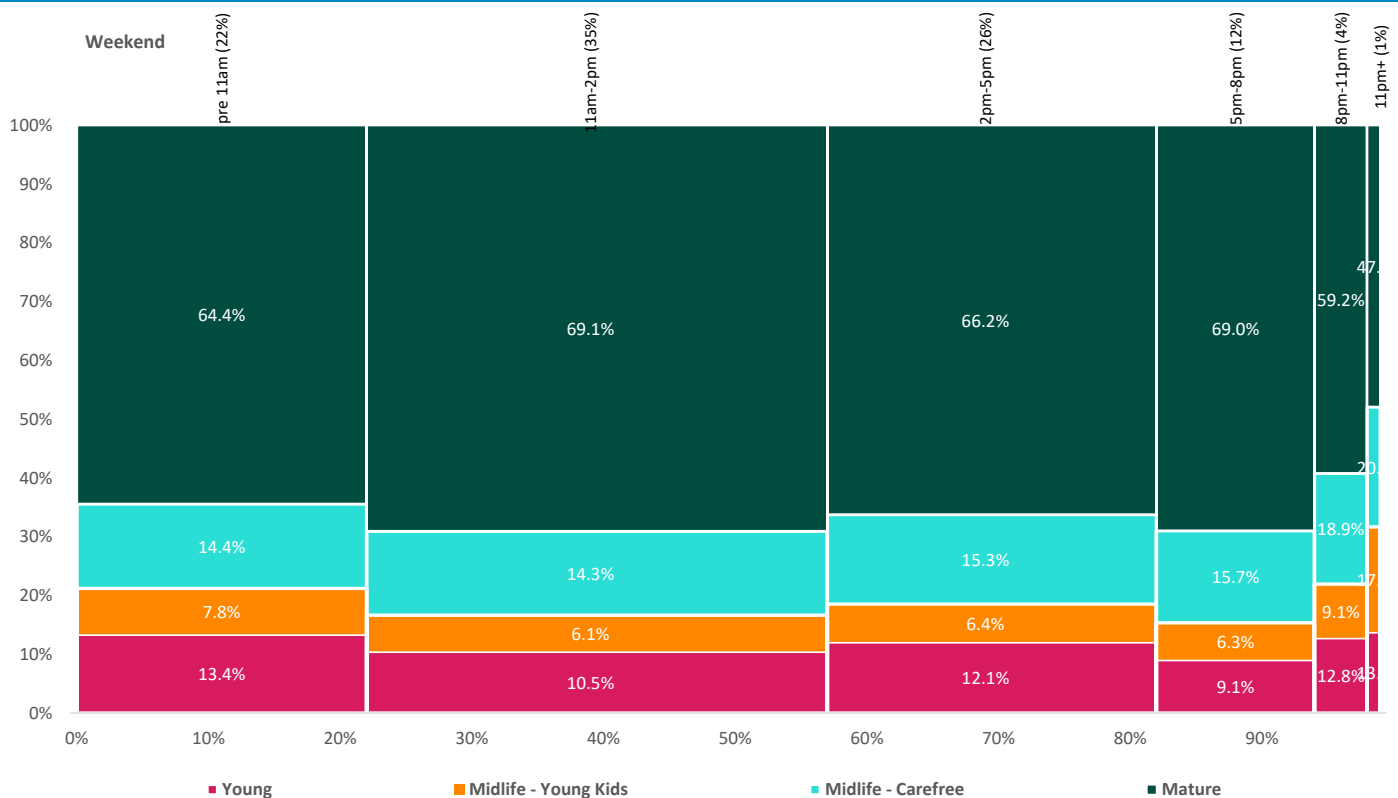
Mobile Data Summary - Cricketers Hook

star PUBS&BARS

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

Weekday

pre 11am (30%) | 11am-2pm (26%) | 2pm-5pm (23%) | 5pm-8pm (15%) | 8pm-11pm (4%) | 11pm+ (1%)

Time	pre 11am (30%)	11am-2pm (26%)	2pm-5pm (23%)	5pm-8pm (15%)	8pm-11pm (4%)	11pm+ (1%)
Mature	59.4%	60.5%	64.7%	68.8%	71.1%	55.5%
Midlife - Carefree	19.8%	19.9%	16.7%	14.4%	11.3%	11.5
Midlife - Young Kids	7.9%	6.5%	6.4%	6.5%	8.0%	21.0
Young	12.9%	13.1%	12.2%	10.3%	9.5%	12.0

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
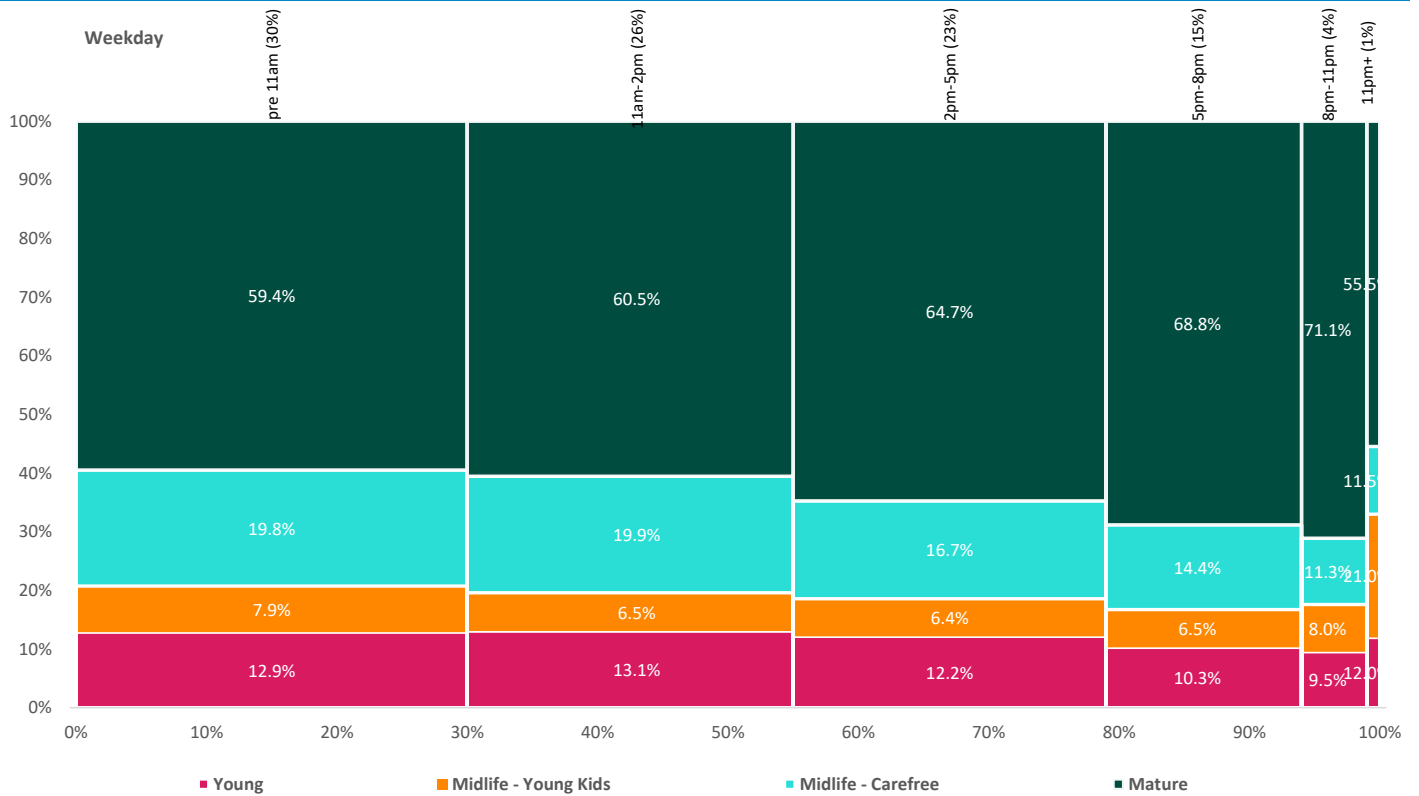
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (22%) | 11am-2pm (35%) | 2pm-5pm (26%) | 5pm-8pm (12%) | 8pm-11pm (4%) | 11pm+ (1%)

Time	pre 11am (22%)	11am-2pm (35%)	2pm-5pm (26%)	5pm-8pm (12%)	8pm-11pm (4%)	11pm+ (1%)
Mature	64.4%	69.1%	66.2%	69.0%	59.2%	47.
Midlife - Carefree	14.4%	14.3%	15.3%	15.7%	18.9%	20.
Midlife - Young Kids	7.8%	6.1%	6.4%	6.3%	9.1%	17
Young	13.4%	10.5%	12.1%	9.1%	12.8%	8

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

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

CACI

Polaris Summary - Cricketers Hook

Legend:
- ★ Pub Sites
- N 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	63	72	46,479	11	7	54
Midlife - Young Kids	29	421	29,280	12	104	85
Midlife - Carefree	127	236	69,323	37	40	139
Mature	1,954	2,987	162,614	203	181	116
Not Private Households	0	0	7,063	0	0	171
Total	2,173	3,716	314,759			

Polaris Plus Summary - Cricketers Hook

star PUBS & BARS

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
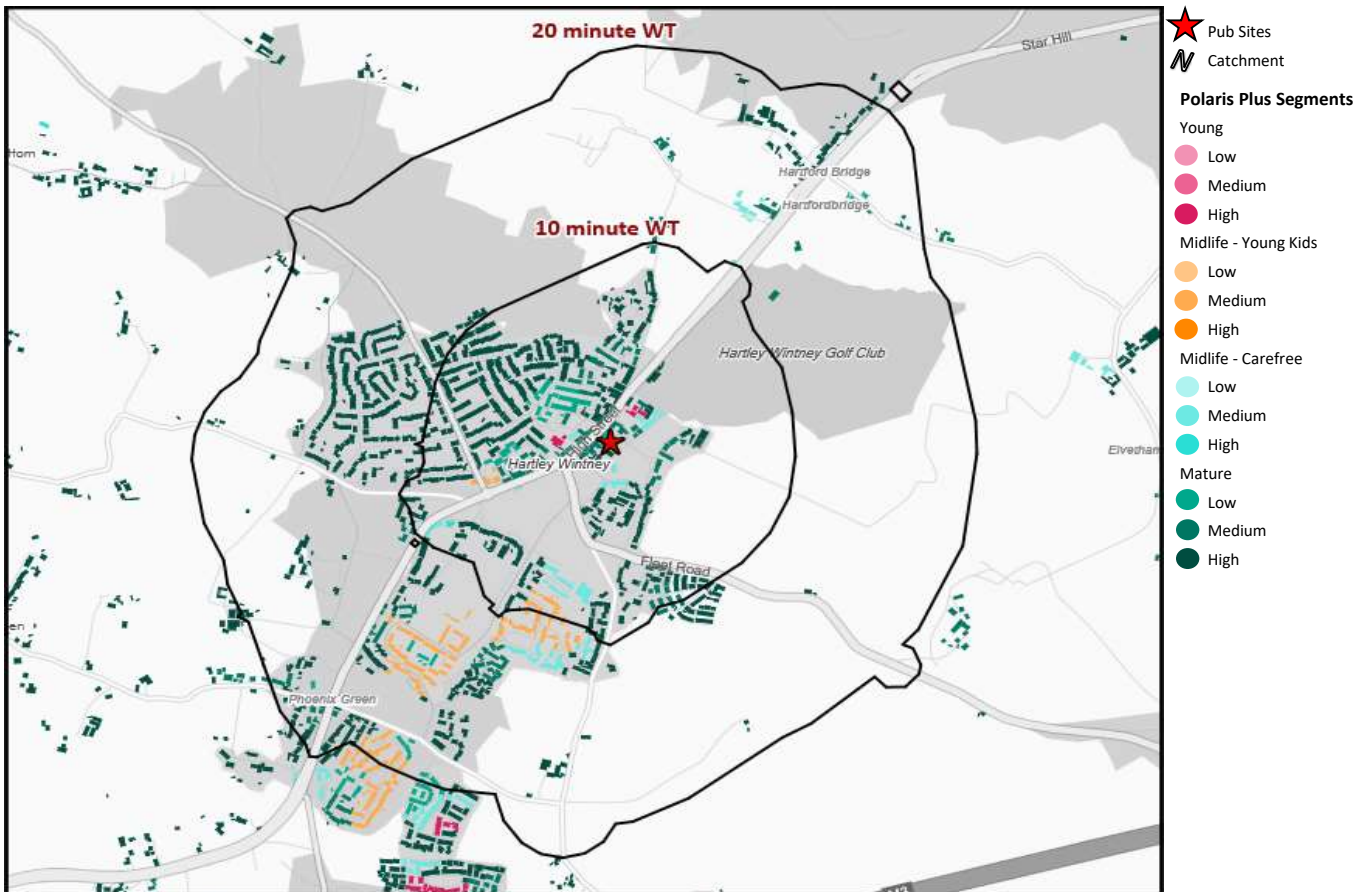
Polaris Plus Profile by Catchment

*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	0	0	7,535	0	0	24
Medium	0	0	10,996	0	0	32
High	63	72	27,948	43	29	132
Midlife - Young Kids						
Low	0	0	1,165	0	0	7
Medium	29	421	27,266	31	262	200
High	0	0	849	0	0	24
Midlife - Carefree						
Low	0	0	1,104	0	0	8
Medium	125	234	59,552	80	88	264
High	2	2	8,667	2	1	62
Mature						
Low	143	168	20,745	48	33	48
Medium	369	717	21,044	108	123	43
High	1,442	2,102	120,825	443	377	256
Not Private Households	0	0	7,063	0	0	171
Total	2,173	3,716	314,759			

© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2023 TomTom

★ 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	Cricketers	RG27 8QB	Star Pubs & Bars	GPGF	0.0
0	Hartley Wintney Cricket Club	RG27 8QB	Independent Free	Sports Clubs	0.0
2	Waggon & Horses	RG27 8NY	Stonegate Pub Company	Premium Local	0.0
3	Monsoon Tandoori Restaurant	RG27 8NW	Independent Free	Restaurants	0.1
4	Hartley Wintney Golf Club	RG27 8PT	Independent Free	Sports Clubs	0.1
5	Hartley Wintney Football Club	RG27 8DX	Independent Free	Clubland	0.4
6	Mama Mia	RG27 8RT	Independent Free	Restaurants	0.9
6	Phoenix	RG27 8RT	Star Pubs & Bars	Premium Local	0.9
8	Elvetham Hotel	RG27 8AR	Independent Free	Hotel	0.9

Per Pub Analysis - Cricketers Hook

*WT= Walktime, **DT= Drivetime

Legend	
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+	2,173	3,716	314,759
Number of Competition Pubs	2	3	244
Adults 18+ per Competition Pub	1,087	1,239	1,290

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	136	6.2%	77
Circuit Bar	0	14	0.7%	16
Community Pub	0	177	8.2%	43
Craft Led	0	12	0.6%	16
Great Pub Great Food	1	817	37.6%	212
High Street Pub	0	167	7.7%	42
Premium Local	1	724	33.3%	202

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	269	7.2%	90
Circuit Bar	0	69	1.9%	46
Community Pub	0	323	8.7%	46
Craft Led	0	36	1.0%	28
Great Pub Great Food	1	1,258	33.8%	191
High Street Pub	0	339	9.1%	49
Premium Local	1	1,188	32.0%	194

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	16	29,311	9.3%	116
Circuit Bar	22	7,372	2.3%	58
Community Pub	2	23,948	7.6%	40
Craft Led	0	8,204	2.6%	75
Great Pub Great Food	56	84,739	26.9%	152
High Street Pub	12	23,612	7.5%	41
Premium Local	58	69,855	22.2%	135

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