

Catchment Summary - Knowle Hotel Bristol



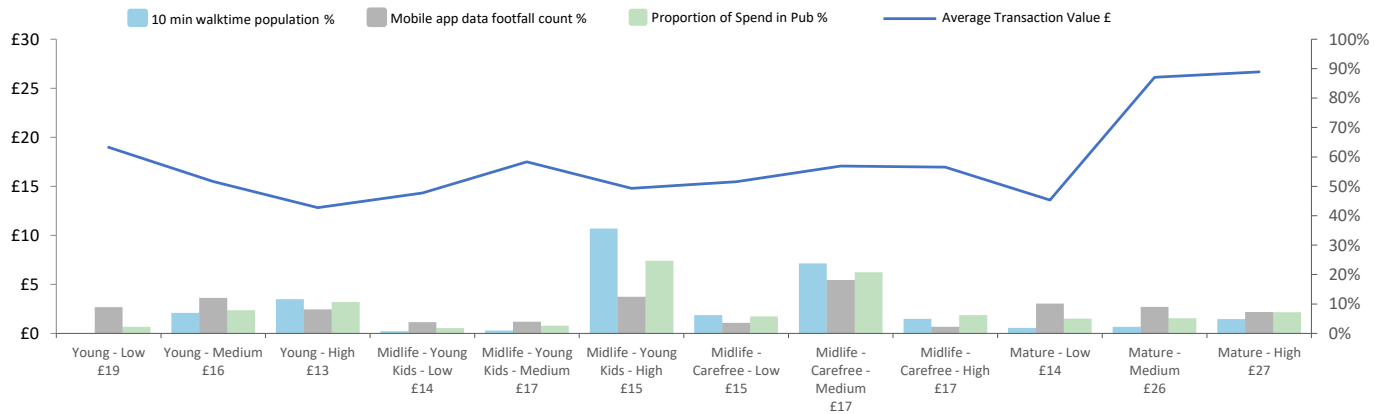
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Ship To	Name	Postcode	Operator	Segment	Sparsity
848443	Knowle Hotel Bristol	BS 4 2LL	Star Pubs & Bars	Community Pub	5



- ★ Pub Sites
- ⌂ Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Knowle Hotel Bristol

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

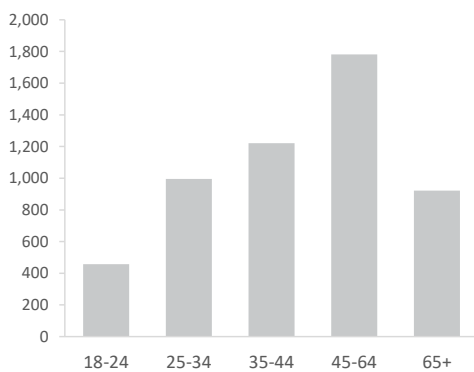
Population	6,759	30,555	667,985	126	165	152
Adults 18+	5,377	24,632	538,888	119	161	154
Competition Pubs	4	19	684	22	53	164
Adults 18+ per Competition Pub	1,344	1,296	788	157	151	92
% Adults Likely to Drink	79.0%	79.3%	78.0%	104	104	102

Population & Adults 18+ index is based on all pubs

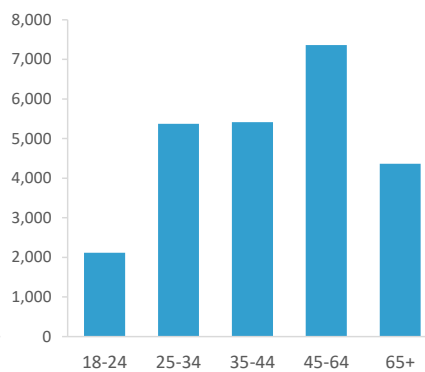
Affluence	Low	8.8%	15.3%	21.0%	26	46	63
	Medium	34.0%	53.6%	44.6%	89	141	117
	High	57.1%	30.7%	33.5%	209	112	123

*Affluence does not include Not Private Households

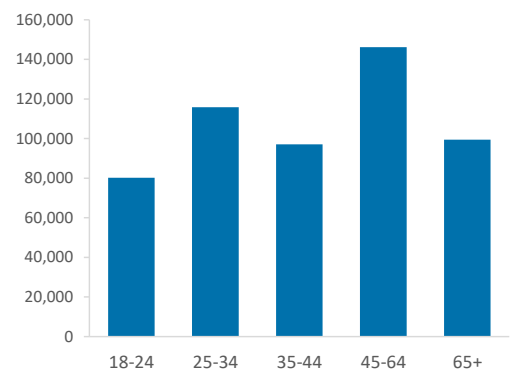
Age Profile	18-24	457	2,115	80,272	83	85	148
	25-34	996	5,373	115,909	110	132	130
	35-44	1,221	5,415	97,091	136	134	110
	45-64	1,781	7,361	146,128	103	94	85
	65+	922	4,368	99,488	71	74	78



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	3,361 (50%)	15,180 (50%)	332,448 (50%)	102	101	102
	Female	3,398 (50%)	15,375 (50%)	335,537 (50%)	99	99	98

Economic Status (16+)	Employed: Full-time	2,210 (40%)	10,657 (42%)	204,484 (37%)	116	123	107
	Employed: Part-time	779 (14%)	3,470 (14%)	69,149 (13%)	119	116	105
	Self employed	652 (12%)	2,615 (10%)	50,843 (9%)	128	112	100
	Unemployed	134 (2%)	584 (2%)	13,112 (2%)	88	84	86
	Full-time student	123 (2%)	525 (2%)	21,035 (4%)	94	88	160
	Retired	912 (17%)	4,126 (16%)	91,958 (17%)	76	75	76
	Other	699 (13%)	3,234 (13%)	102,229 (18%)	73	74	106

Total Worker Count	2,699	8,679	313,288
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See the Glossary page for further information on the above variables

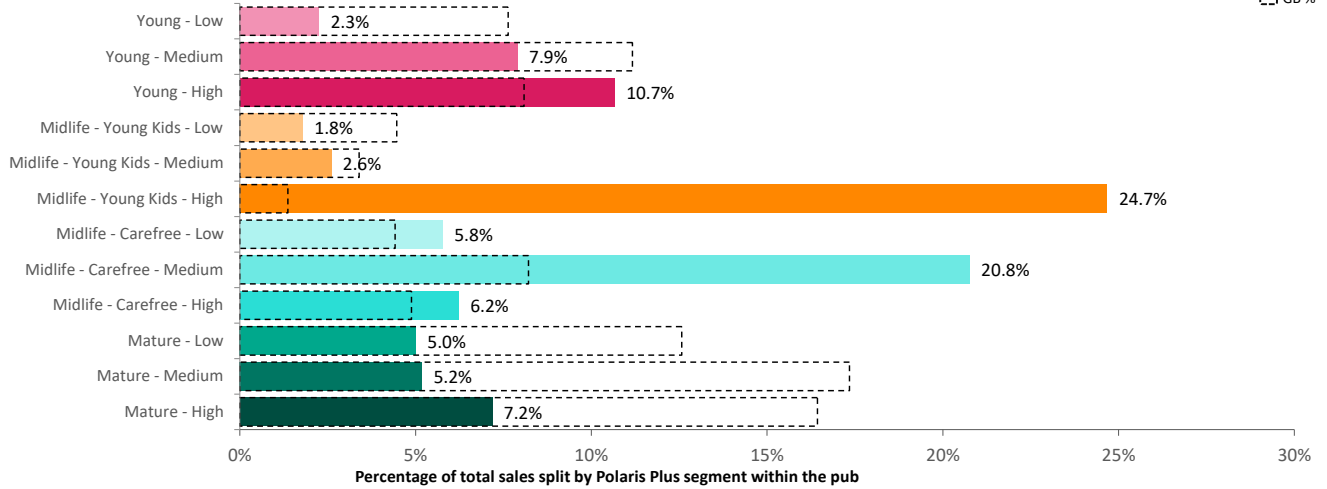
Transactional Data Summary - Knowle Hotel Bristol



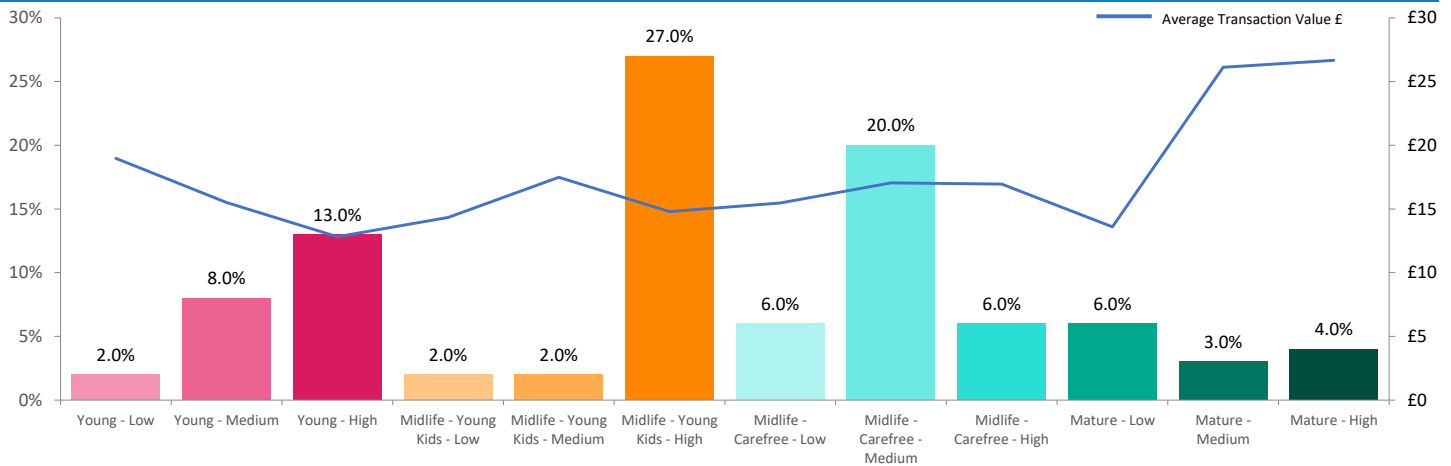
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Spend by Polaris Plus

GB %

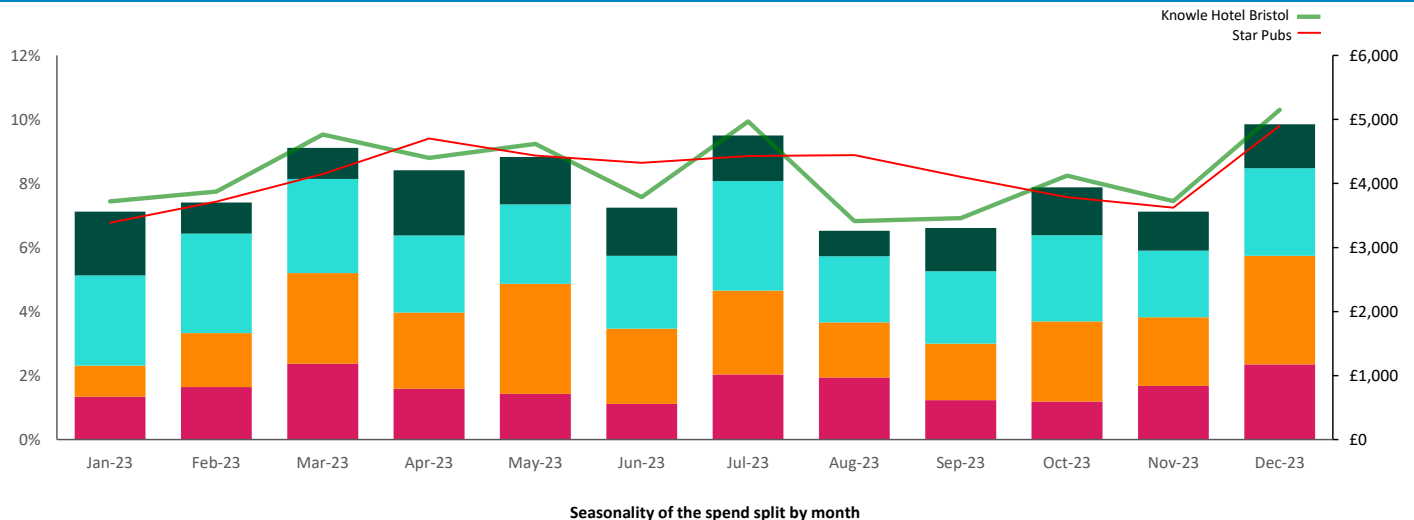


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

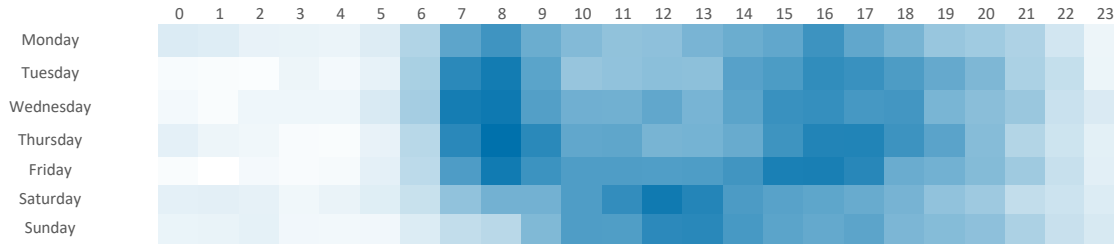


Mobile Data Summary - Knowle Hotel Bristol



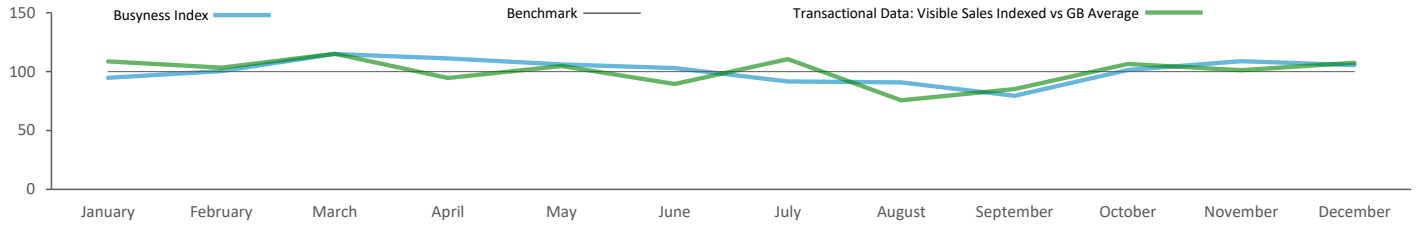
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Time of Day/Day of Week



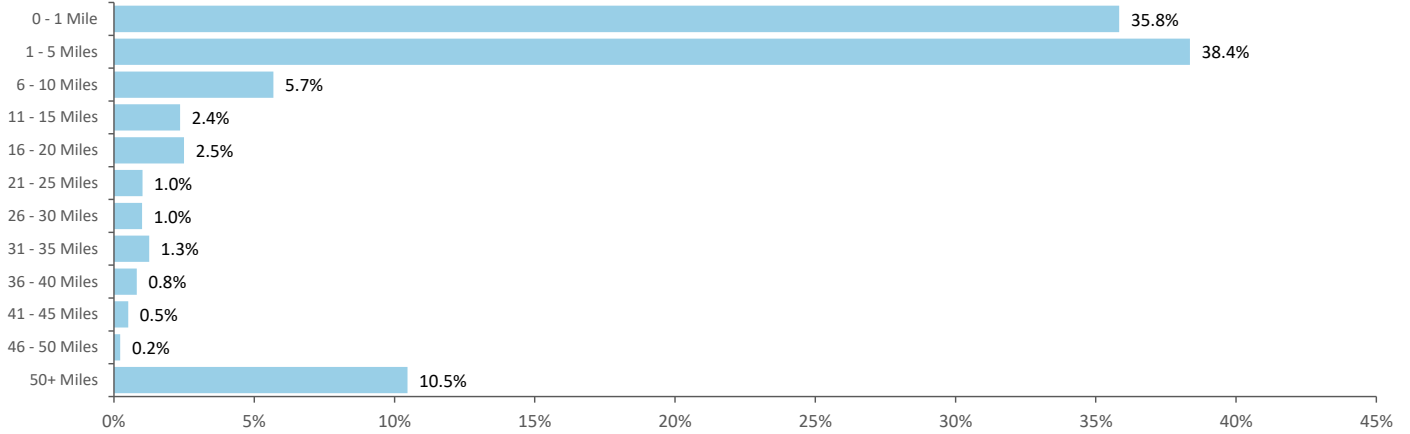
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

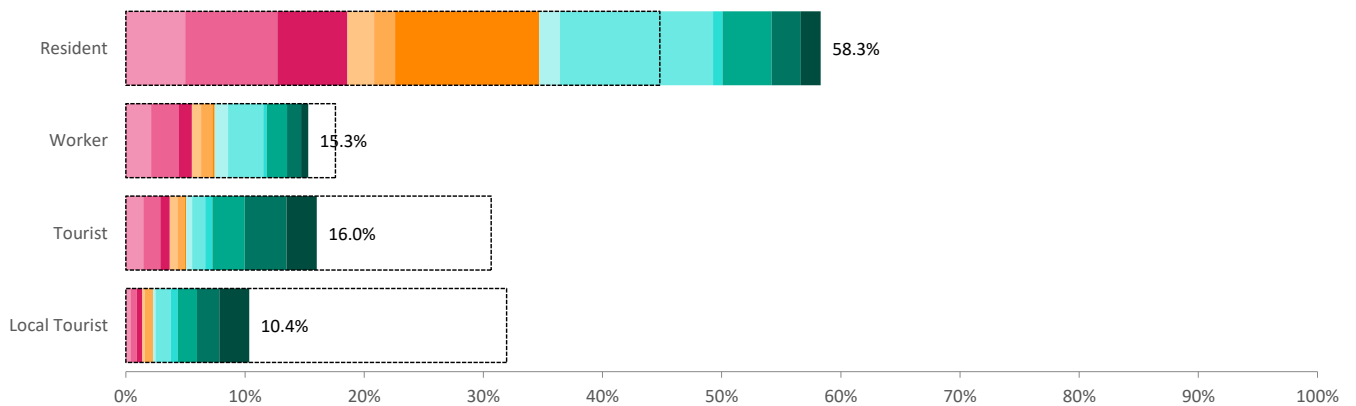
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB



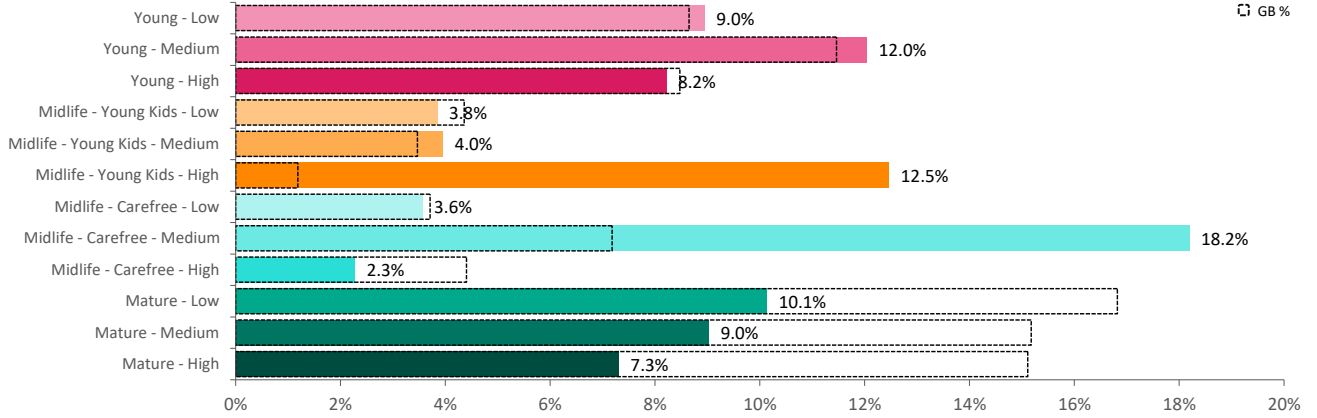
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Knowle Hotel Bristol



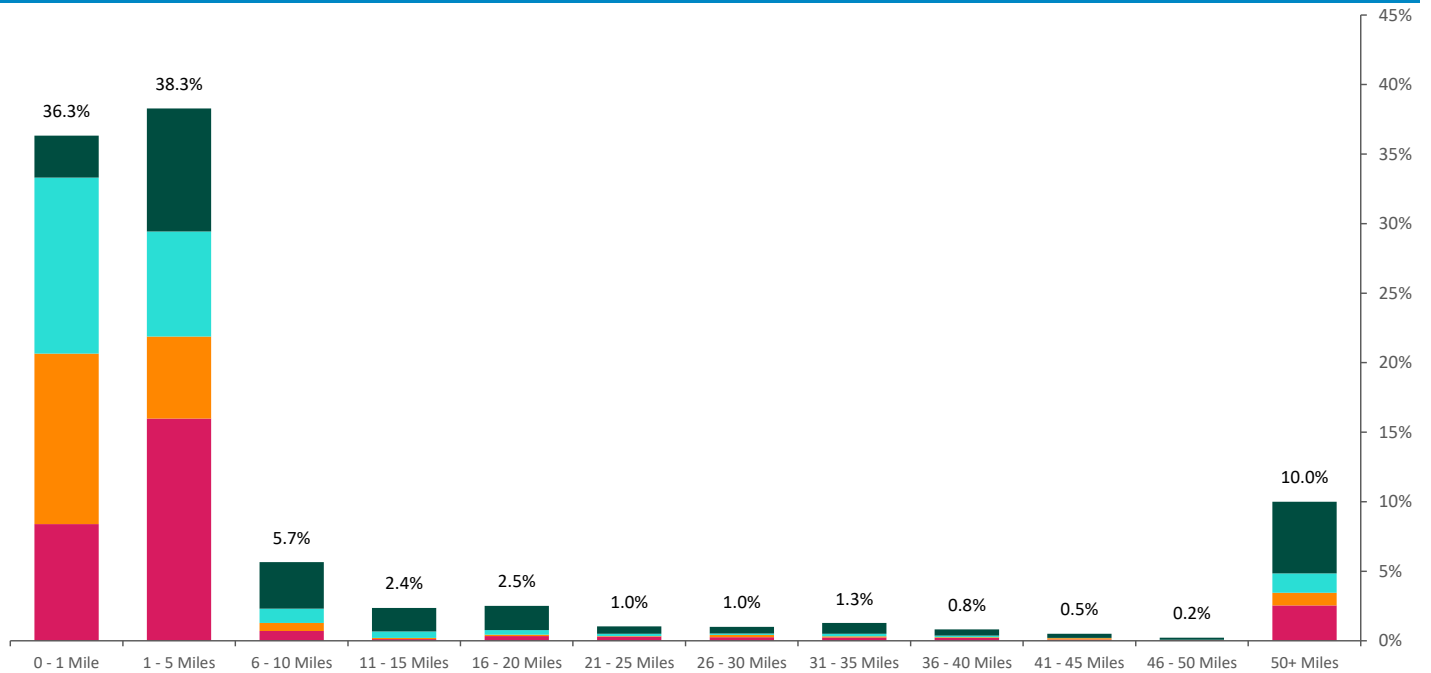
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Polaris Plus Profile



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



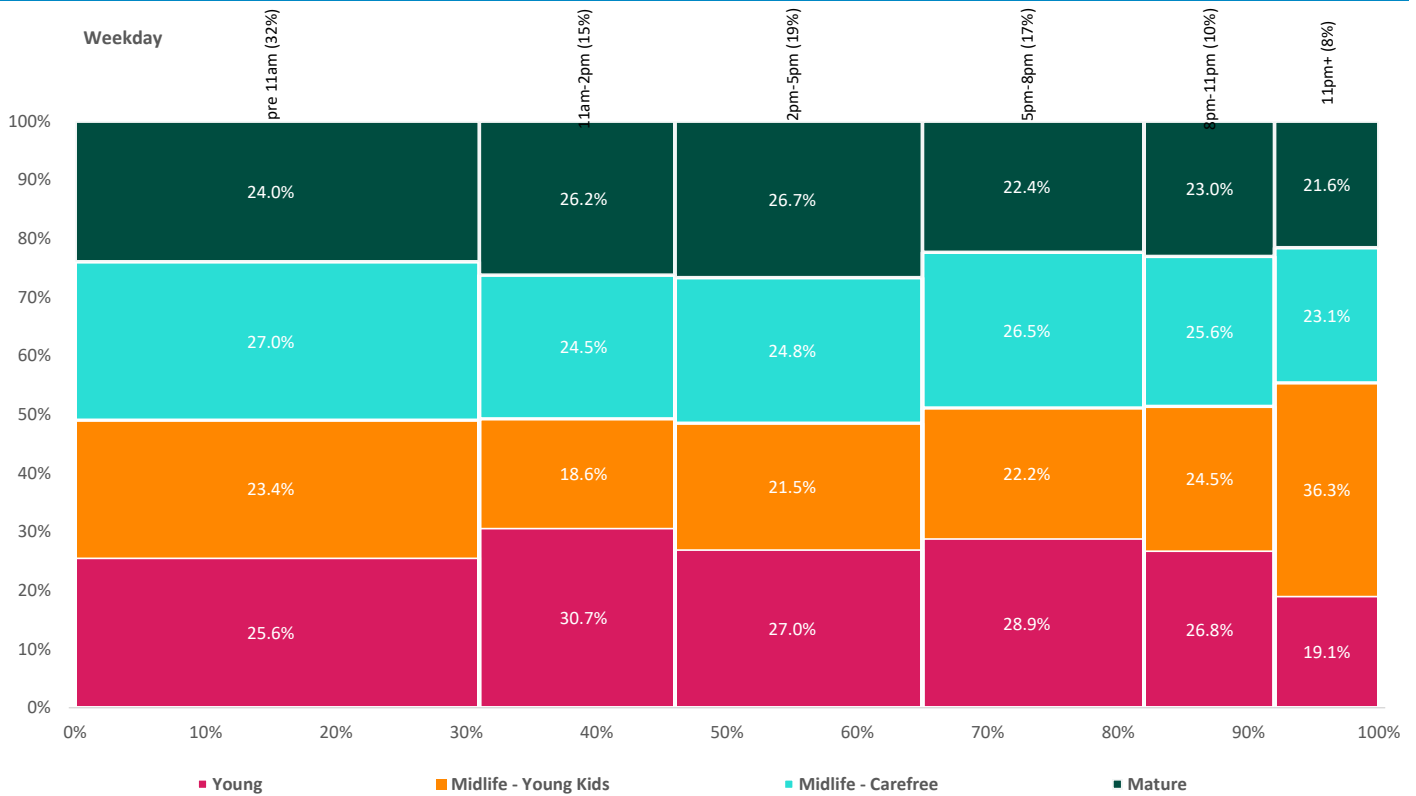
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Knowle Hotel Bristol

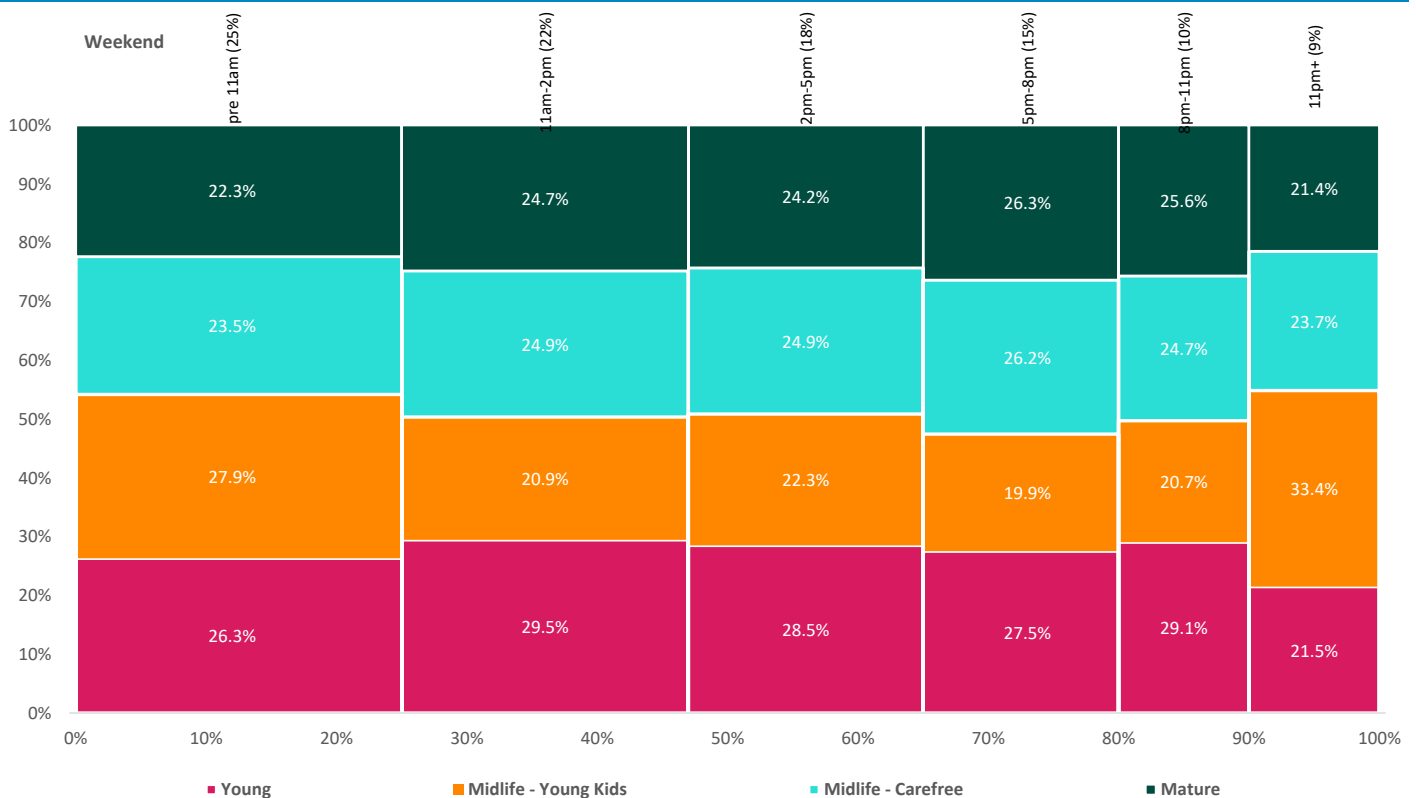


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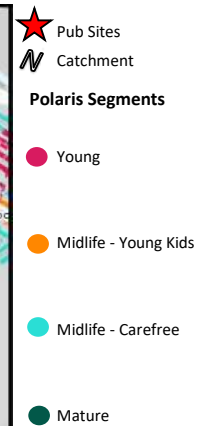
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Knowle Hotel Bristol



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	1,002	6,457	220,191	68	95	148
Midlife - Young Kids	2,007	3,964	61,699	341	147	105
Midlife - Carefree	1,880	11,600	119,547	221	297	140
Mature	484	2,511	132,225	20	23	55
Not Private Households	4	100	5,226	6	31	74
Total	5,377	24,632	538,888			

Polaris Plus Summary - Knowle Hotel Bristol

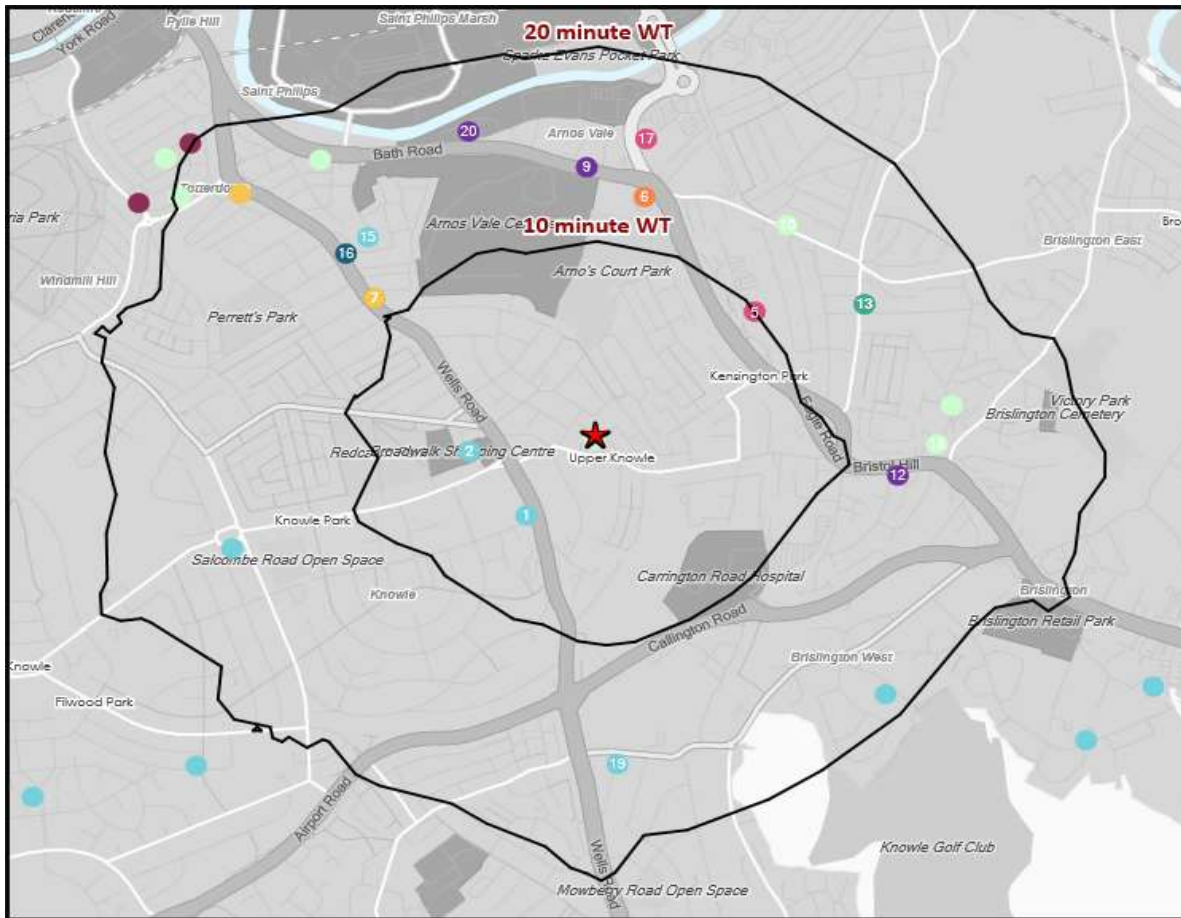



Polaris Plus Profile by Catchment

*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	499	43,084	0	21	81
Medium	377	3,044	100,140	64	113	169
High	625	2,914	76,967	173	176	212
Midlife - Young Kids						
Low	39	302	14,910	13	22	50
Medium	52	301	21,159	22	28	91
High	1,916	3,361	25,630	3,187	1,220	425
Midlife - Carefree						
Low	333	1,961	16,886	147	189	74
Medium	1,280	8,919	79,493	332	505	206
High	267	720	23,168	111	66	97
Mature						
Low	100	1,011	38,301	14	30	52
Medium	120	941	39,400	14	24	47
High	264	559	54,524	33	15	67
Not Private Households	4	100	5,226	6	31	74
Total	5,377	24,632	538,888			

CGA Summary - Knowle Hotel Bristol



- ★ 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	Knowle Hotel	BS 4 2LL	Star Pubs & Bars	Community Pub	0.0
1	Knowle Bowling Club	BS 4 2QN	Independent Free	Clubland	0.2
2	Club 3000	BS 4 2QU	Fraser Capital Management Ltd	Large Venue	0.2
2	Knowle Lawn Tennis Club	BS 4 2QU	Independent Free	Clubland	0.2
2	Snooker City Two	BS 4 2QU	Independent Free	Clubland	0.2
5	Lodekka	BS 4 3DS	Greene King	Family Pub Dining	0.4
6	Arnos Manor Hotel	BS 4 3HQ	Crest Hotels Group	Hotel	0.5
7	Assilah Bistro	BS 4 2AX	Independent Free	Casual Dining	0.5
7	George	BS 4 2AX	Star Pubs & Bars	High Street Pub	0.5
9	Curry House Restaurant	BS 4 3EU	Independent Free	Restaurants	0.5
10	Grounded	BS 4 3PE	Grounded	High Street Pub	0.5
10	Sandringham	BS 4 3PE	Star Pubs & Bars	Community Pub	0.5
12	Spice Bazaar	BS 4 5AB	Independent Free	Restaurants	0.5
13	Brislington & St Annes Conservative Club	BS 4 4HE	Independent Free	Clubland	0.5
13	Indomex	BS 4 4HE	Independent Free	Casual Dining	0.5
15	Bristol Masonic Club	BS 4 3BL	Independent Free	Clubland	0.6
16	Office Bar & Canteen	BS 4 2AL	Independent Free	ABOS	0.6
17	Castle	BS 4 3BD	Greene King	Family Pub Dining	0.6
18	Kings Arms	BS 4 4LF	Stonegate Pub Company	Community Pub	0.6
19	South Bristol Sports	BS14 9EA	Independent Free	Clubland	0.6
20	Bocabar	BS 4 3EH	Independent Free	Restaurants	0.6

Per Pub Analysis - Knowle Hotel Bristol



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,377	24,632	538,888
Number of Competition Pubs	4	19	684
Adults 18+ per Competition Pub	1,344	1,296	788

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	737	13.7%	170
Circuit Bar	0	57	1.1%	26
Community Pub	1	176	3.3%	17
Craft Led	0	162	3.0%	87
Great Pub Great Food	0	1,180	21.9%	124
High Street Pub	0	538	10.0%	54
Premium Local	0	910	16.9%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	2,553	10.4%	129
Circuit Bar	0	521	2.1%	52
Community Pub	5	1,459	5.9%	31
Craft Led	0	970	3.9%	114
Great Pub Great Food	0	3,496	14.2%	80
High Street Pub	3	2,177	8.8%	48
Premium Local	0	2,477	10.1%	61

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	110	67,373	12.5%	155
Circuit Bar	65	22,342	4.1%	102
Community Pub	64	64,574	12.0%	63
Craft Led	0	30,739	5.7%	165
Great Pub Great Food	53	102,303	19.0%	107
High Street Pub	56	72,377	13.4%	73
Premium Local	125	77,574	14.4%	87

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
Product needs																																									
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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="6">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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