

Catchment Summary - Blue's Smokehouse Bracknell



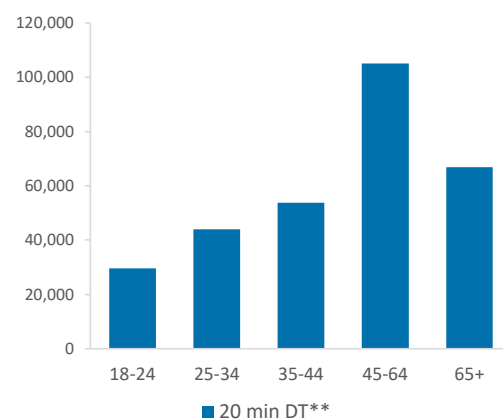
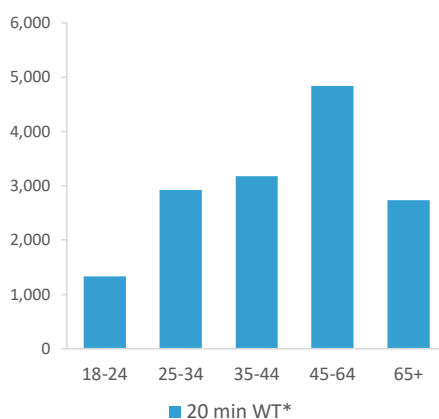
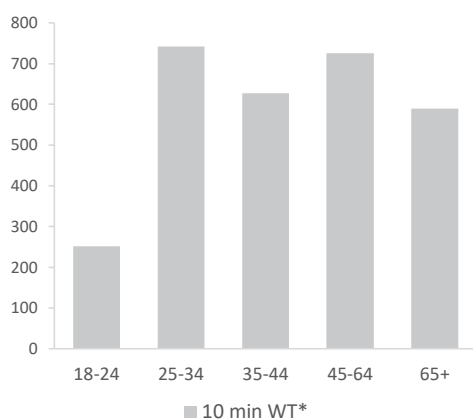
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	Over GB Average
	Around GB Average
	Under GB Average

*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**
	Around GB Average						
	Under GB Average						
Population		3,659	19,505	387,966	69	134	102
Population & Adults 18+ index is based on all pubs							
Adults 18+		2,936	15,006	299,324	67	84	100
Competition Pubs		12	21	210	80	66	58
Adults 18+ per Competition Pub		245	715	1,425	30	87	173
% Adults Likely to Drink		82.4%	82.6%	84.2%	100	100	102
Affluence	Low	30.6%	17.0%	10.5%	119	66	41
	Medium	24.0%	39.5%	22.8%	61	100	58
	High	42.9%	42.4%	64.9%	128	126	194
*Affluence does not include Not Private Households							
Age Profile	18-24	251	1,335	29,641	85	84	94
	25-34	742	2,927	43,957	153	113	85
	35-44	627	3,174	53,870	133	126	108
	45-64	726	4,836	105,056	78	97	106
	65+	590	2,734	66,800	84	73	90

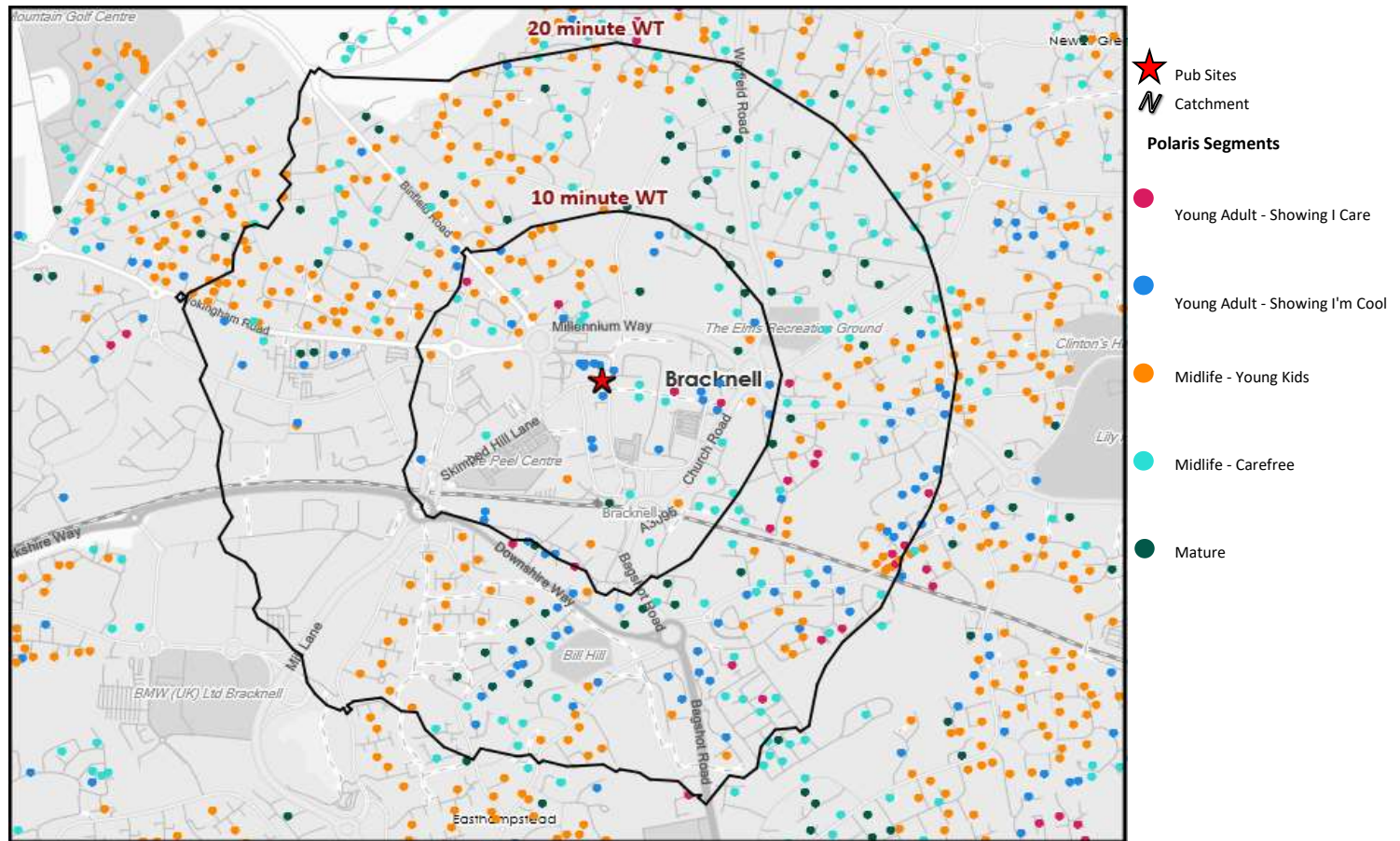
*Affluence does not include Not Private Households



		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	1,799 (49%)	9,698 (50%)	191,671 (49%)	99	101	100
	Female	1,860 (51%)	9,807 (50%)	196,295 (51%)	101	99	100
Economic Status (16-74)	Employed: Full-time	1,422 (54%)	7,191 (51%)	131,415 (48%)	130	123	114
	Employed: Part-time	241 (9%)	1,743 (12%)	33,862 (12%)	70	96	94
	Self employed	220 (8%)	1,195 (9%)	27,996 (10%)	87	89	106
	Unemployed	58 (2%)	335 (2%)	4,980 (2%)	93	101	76
	Retired	239 (9%)	1,312 (9%)	31,916 (12%)	66	68	84
	Other	454 (17%)	2,261 (16%)	46,266 (17%)	87	82	85
Total Worker Count		7,066	13,450	171,823			

See the Glossary page for further information on the above variables

Polaris Summary - Blue's Smokehouse Bracknell

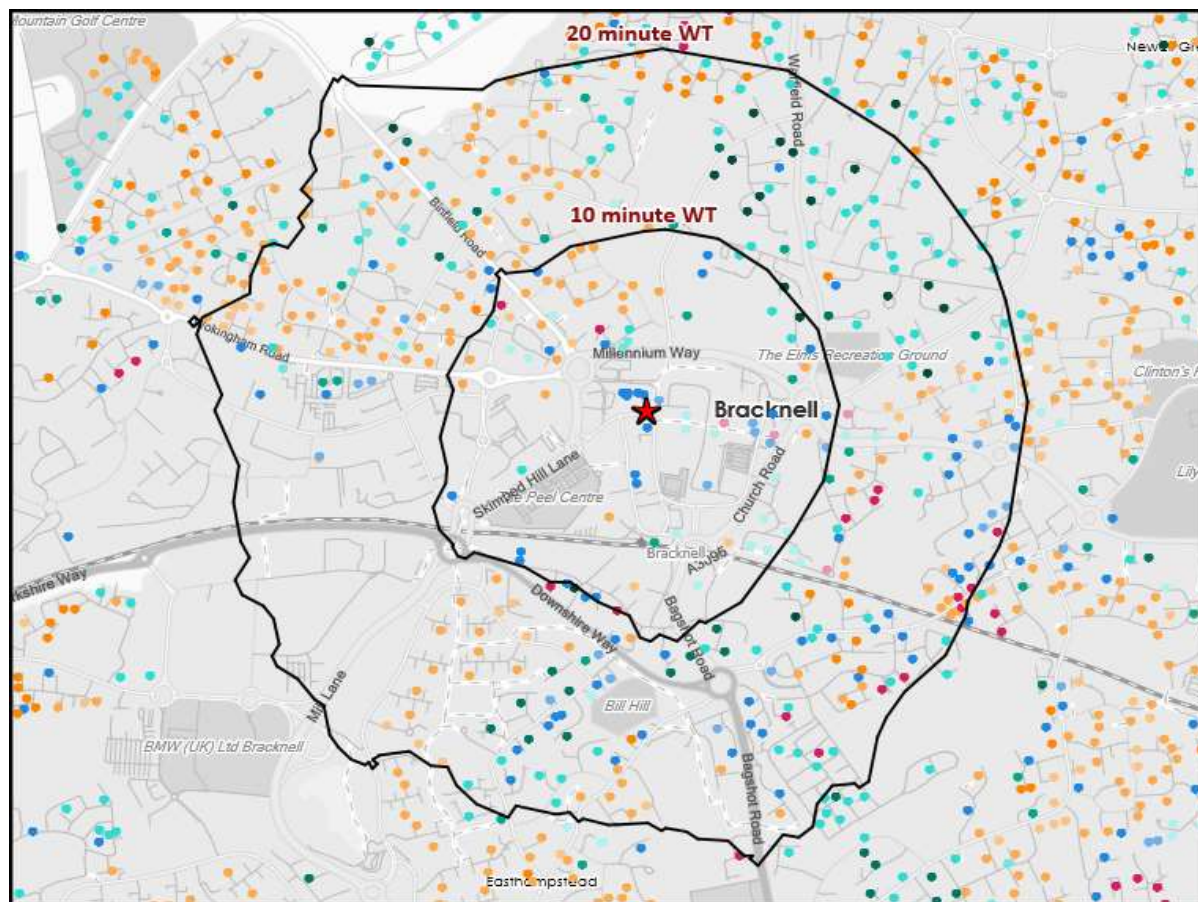


Polaris Profile by Catchment

*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	246	576	17,952	94	43	67
Young Adult - Showing I'm Cool	1,191	3,197	26,627	441	232	97
Midlife - Young Kids	571	6,112	98,755	62	130	105
Midlife - Carefree	524	3,456	85,844	85	109	136
Mature	333	1,495	64,850	41	36	77
Not Private Households	71	170	5,296	168	79	123
Total	2,936	15,006	299,324			

Polaris Summary - Blue's Smokehouse Bracknell



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

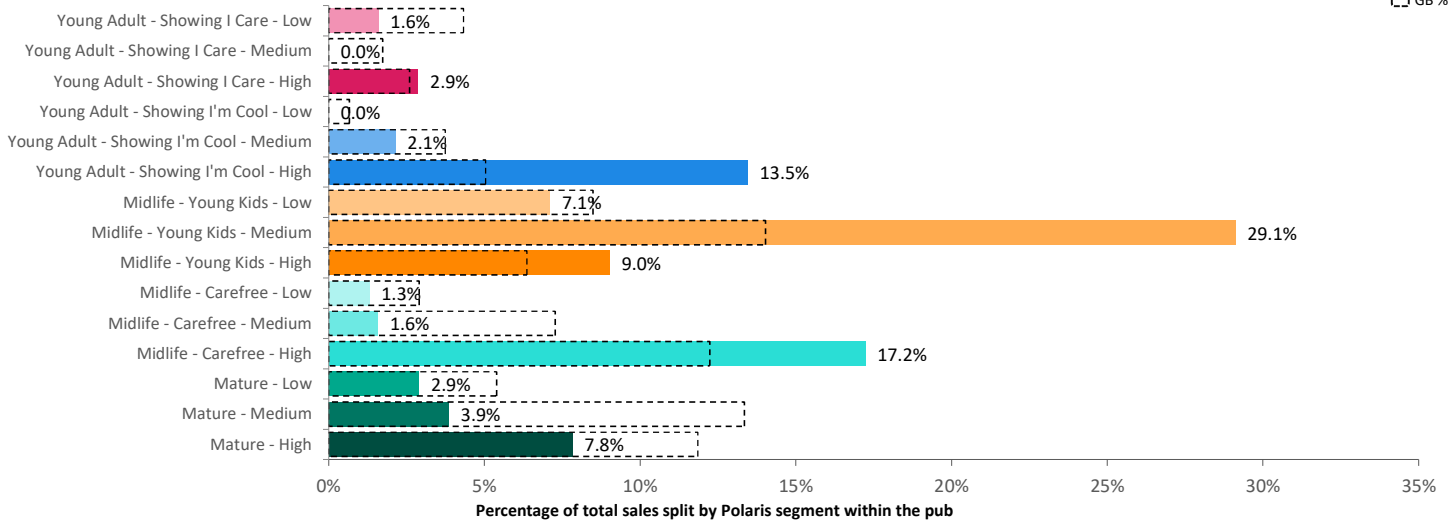
*WT= Walktime, **DT= Drivetime

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	190	210	5,611	154	33	45
Medium	0	0	3,232	0	0	79
High	56	366	9,109	57	72	90
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	213	981	2,694	196	177	24
High	978	2,216	23,933	744	330	179
Midlife - Young Kids						
Low	149	939	12,810	46	56	39
Medium	422	4,418	46,209	96	197	103
High	0	755	39,736	0	93	246
Midlife - Carefree						
Low	338	737	2,744	339	144	27
Medium	2	123	1,478	1	12	7
High	184	2,596	81,622	57	158	250
Mature						
Low	222	658	10,400	127	74	59
Medium	69	410	14,495	19	22	38
High	42	427	39,955	15	30	142
Not Private Households	71	170	5,296	168	79	123
Total	2,936	15,006	299,324			

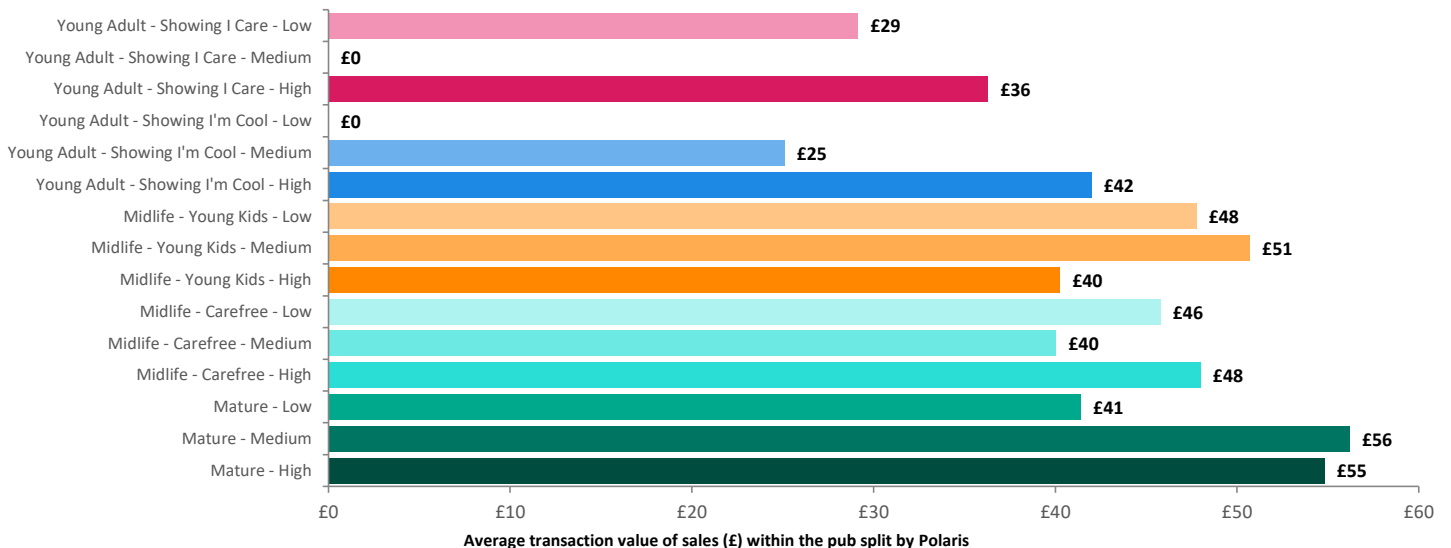
Transactional Data Summary - Blue's Smokehouse Bracknell

Spend by Polaris

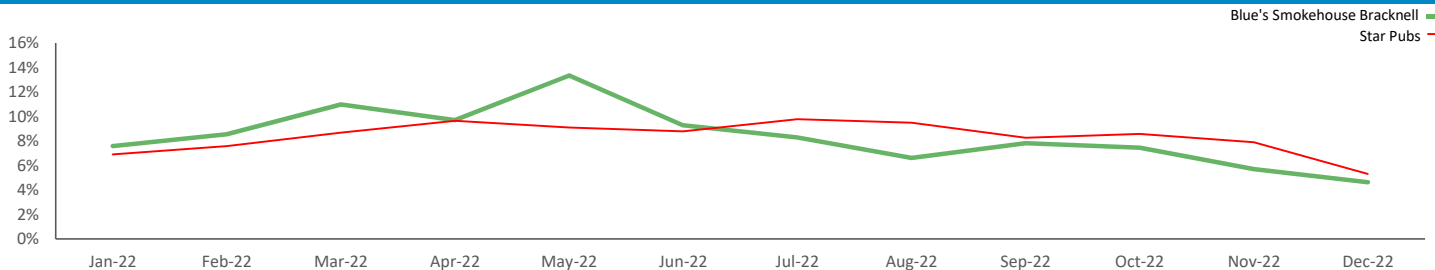
GB %



Average Transaction Values (£) by Polaris

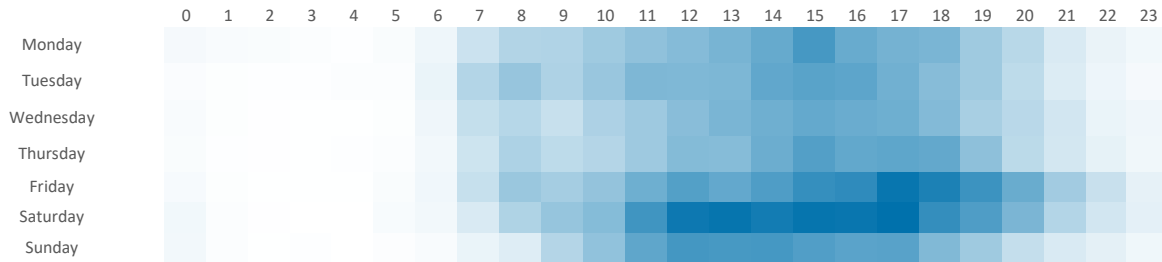


Spend by Month



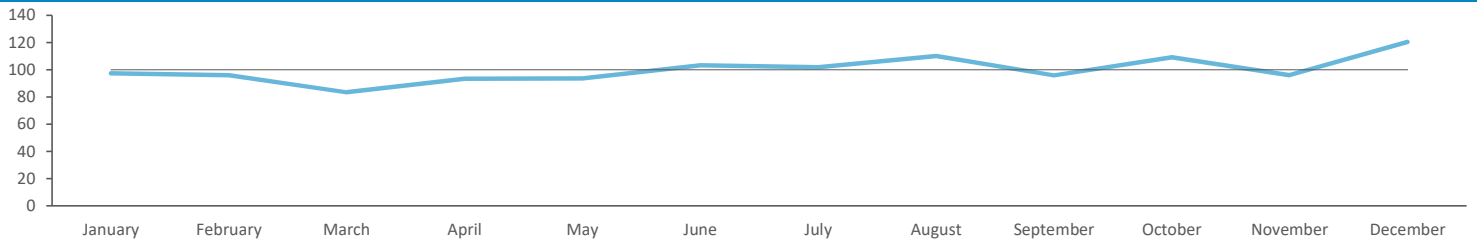
Mobile Data Summary - Blue's Smokehouse Bracknell

Time of Day/Day of Week



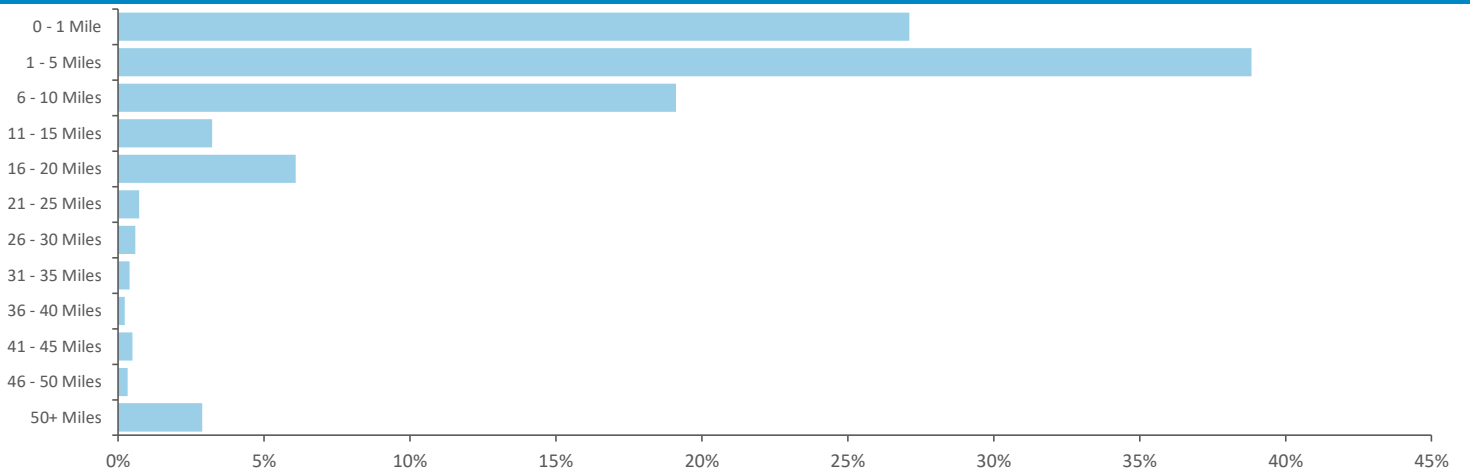
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



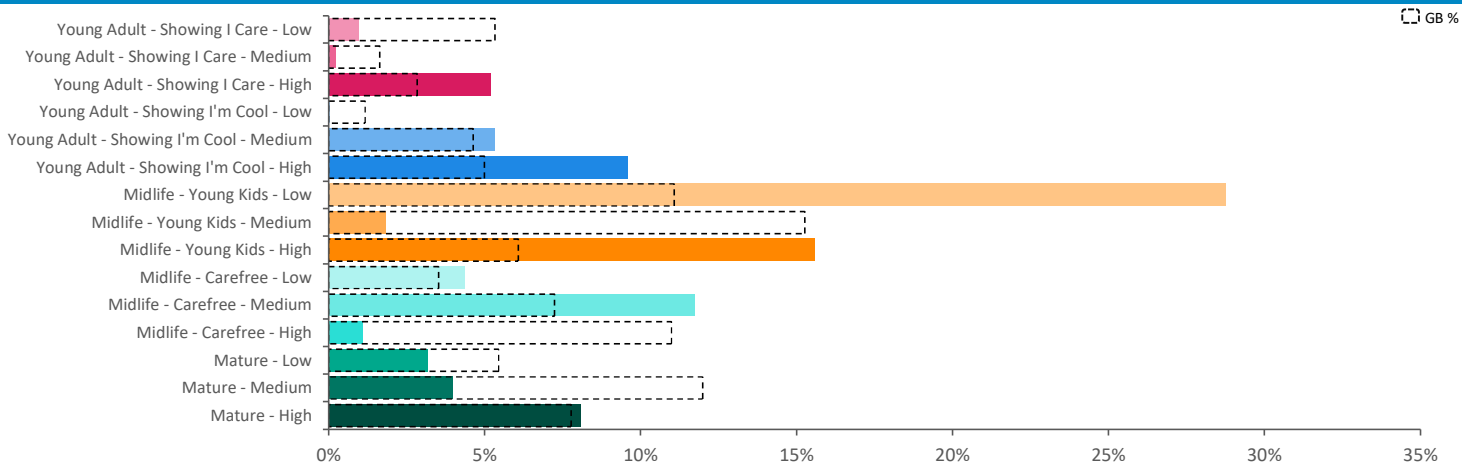
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



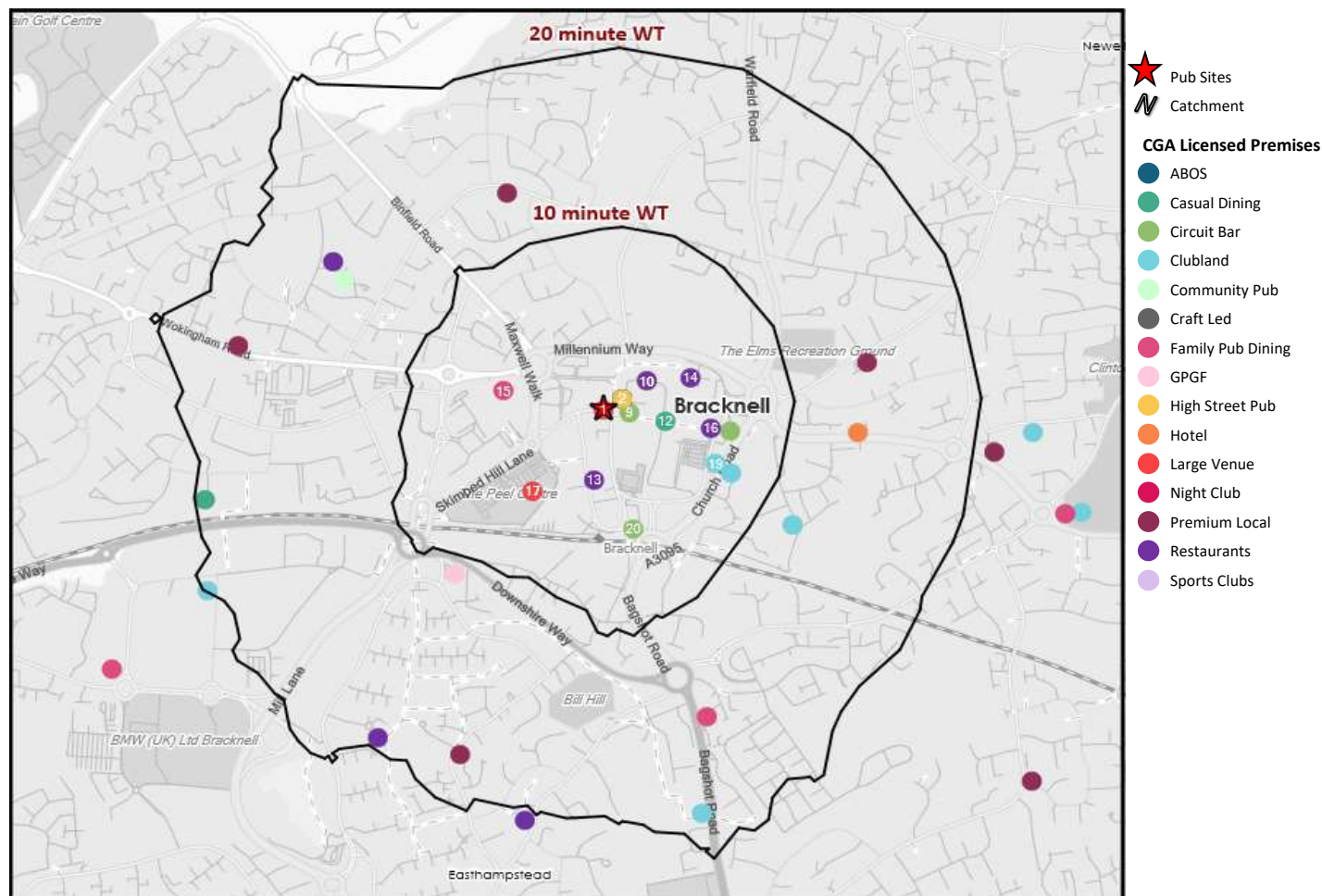
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

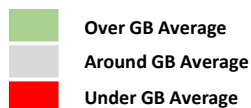
CGA Summary - Blue's Smokehouse Bracknell



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Blues Smokehouse	RG12 1DS	Star Pubs & Bars	Family Pub Dining	0.0
1	Prezzo	RG12 1BG	Prezzo plc	Casual Dining	0.0
2	Gourmet Burger Kitchen	RG12 1BG	Boparan Restaurant Group	Casual Dining	0.0
2	Pizza Express	RG12 1BG	Hony Capital	Casual Dining	0.0
2	Nandos	RG12 1BG	Nandos Restaurants	Casual Dining	0.0
2	Wagamama	RG12 1BG	Restaurant Group	Casual Dining	0.0
2	Tgi Fridays	RG12 1BG	TGI Fridays UK Limited	ABOS	0.0
2	Las Iguanas	RG12 1BG	Big Table Group Ltd	High Street Pub	0.0
9	Bull	RG12 1DP	Youngs	Circuit Bar	0.1
10	Coffeebarker Vino And Cocktails	RG12 1BD	Independent Free	High Street Pub	0.1
10	Fuego	RG12 1BD	Independent Free	Restaurants	0.1
12	Bills	RG12 1BE	Bills Restaurants	Casual Dining	0.1
13	Queen's Kitchen	RG12 1JG	Independent Free	Restaurants	0.1
14	Real Greek	RG12 1BH	Real Greek International Ltd	Restaurants	0.2
15	Weather Vane	RG42 1NA	Whitbread	Family Pub Dining	0.2
16	Den Of Bracca	RG12 1AA	Independent Free	Restaurants	0.2
17	Pizza Hut	RG12 1EN	Pizza Hut UK Ltd	Casual Dining	0.2
17	Hollywood Bowl	RG12 1EN	Original Bowling Company	Large Venue	0.2
19	Bracknell Drama Club	RG12 1HD	Independent Free	Clubland	0.2
20	Market Inn	RG12 1HY	Stonegate Pub Company	Circuit Bar	0.3

Per Pub Analysis - Blue's Smokehouse Bracknell

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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,936	15,006	299,324
Number of Competition Pubs	12	21	210
Adults 18+ per Competition Pub	245	715	1,425

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	589	20.1%	197
Circuit Bar	121	4.1%	112
Community Pub	352	12.0%	69
Craft Led	237	8.1%	255
Great Pub Great Food	628	21.4%	112
High Street Pub	343	11.7%	67
Premium Local	255	8.7%	50

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,538	16.9%	166
Circuit Bar	780	5.2%	142
Community Pub	1,868	12.4%	72
Craft Led	838	5.6%	177
Great Pub Great Food	3,377	22.5%	117
High Street Pub	1,947	13.0%	75
Premium Local	2,628	17.5%	100

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	40,996	13.7%	134
Circuit Bar	8,352	2.8%	76
Community Pub	33,686	11.3%	65
Craft Led	9,314	3.1%	98
Great Pub Great Food	90,245	30.1%	157
High Street Pub	34,430	11.5%	66
Premium Local	72,783	24.3%	139

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.</p> <p>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, 5.1</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, 5.2</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, 5.3</p>																						
Age Profile	Counts of residents by Age band																						
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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	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 Lifestyle, Energy Levels and Demand.																							
	<table><tr><th></th><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what's new</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</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>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<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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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.																							