

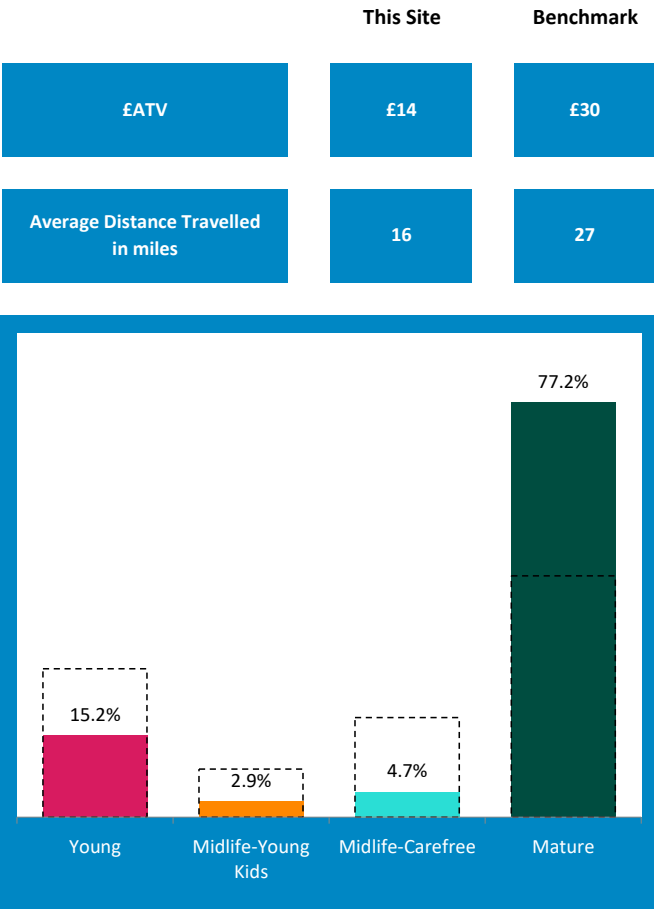
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,388	5,344
Adult Pop		1,898	4,529
Affluence	Low	16%	33%
	Medium	49%	38%
	High	33%	27%
Young		2%	28%
Midlife Young Kids		1%	11%
Midlife Carefree		4%	16%
Mature		91%	44%
Competition Count		3	43

Visitors



Spend Profile



Catchment Summary - White Horse

Over GB Average

Around GB Average

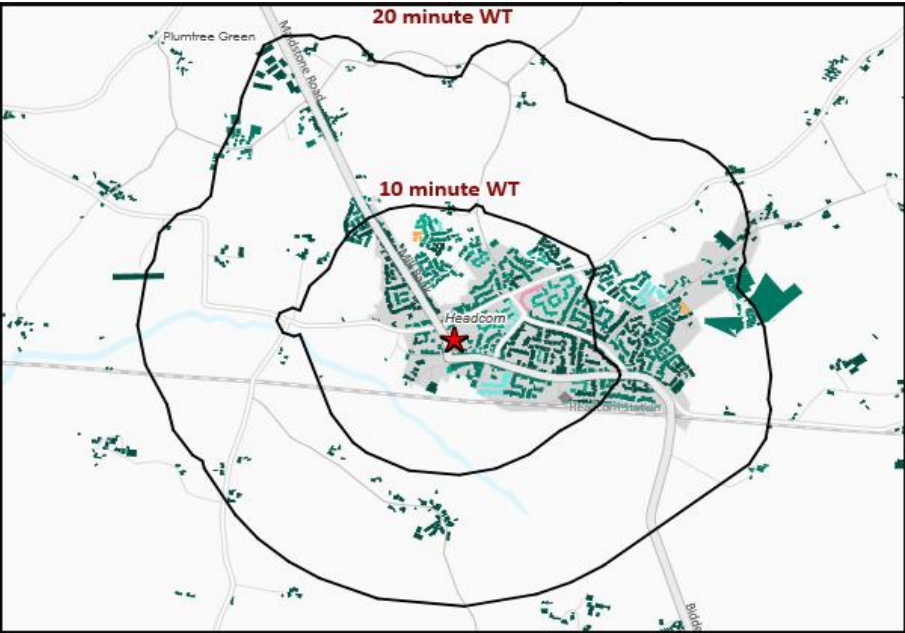
Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**
2,388	4,110	113,666
Population	2,388	4,110
Adults 18+	1,898	3,215
Competition Pubs	3	5
Adults 18+ per Competition Pub	633	643
% Adults Likely to Drink	82.0%	83.0%
Affluence	Low	16.4%
	Medium	48.8%
	High	33.1%
*Affluence does not include Not Private Households		
Mean Net Disposable income (Epa)	£23,360	£24,930
Age Profile	18-24	122
	25-34	228
	35-44	316
	45-64	565
	65+	667

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
45	21	27
Pop. & Adl. 18+ index based on all pubs		
42	20	26
7	5	16
92	94	103
103	104	103
50	30	56
128	130	111
120	143	136
103	110	112
60	64	69
71	77	80
98	98	93
94	98	104
145	127	118



Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

Polaris Plus Segments						
★ Pub Sites	Young	Midlife - Young Kids	Midlife - Carefree	Mature		
⌵ Catchment	Low	Low	Low	Low		
	Medium	Medium	Medium	Medium		
	High	High	High	High		

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	37	37	6,745	7	4	27
Midlife - Young Kids	17	30	7,593	8	9	78
Midlife - Carefree	82	138	13,698	27	27	98
Mature	1,731	2,979	59,544	206	209	151
Not Private Households	31	31	1,288	13,499	7,970	11,979
Total	1,898	3,215	88,868			



© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Per Pub - White Horse

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	1,898	3,215	88,868
Number of Competition Pubs	3	5	126
Adults 18+ per Competition Pub	633	643	705

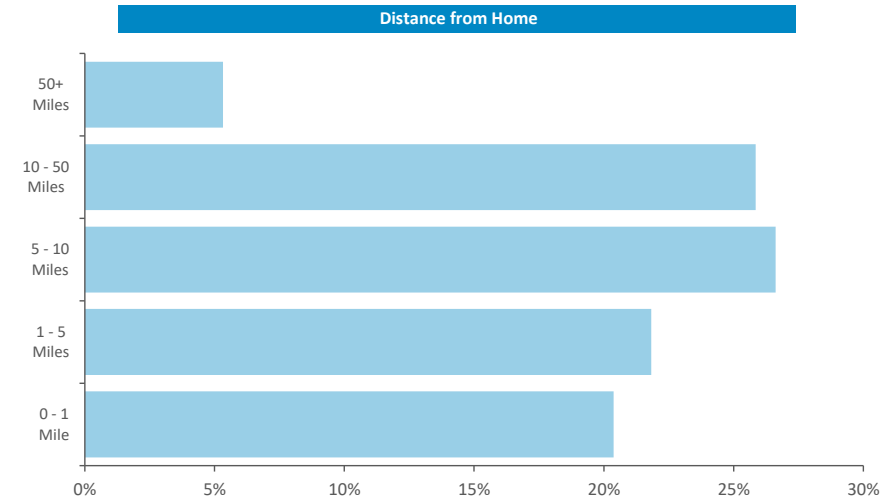
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	111	5.8%	74
Family Pub Dining	0	160	8.4%	93
Great Pub Great Food	1	370	19.5%	117
Leisure	0	202	10.6%	106
Mainstream	1	261	13.7%	98
Premium	0	277	14.6%	102
Restaurant	1	416	21.9%	95
Super Premium	0	70	3.7%	94

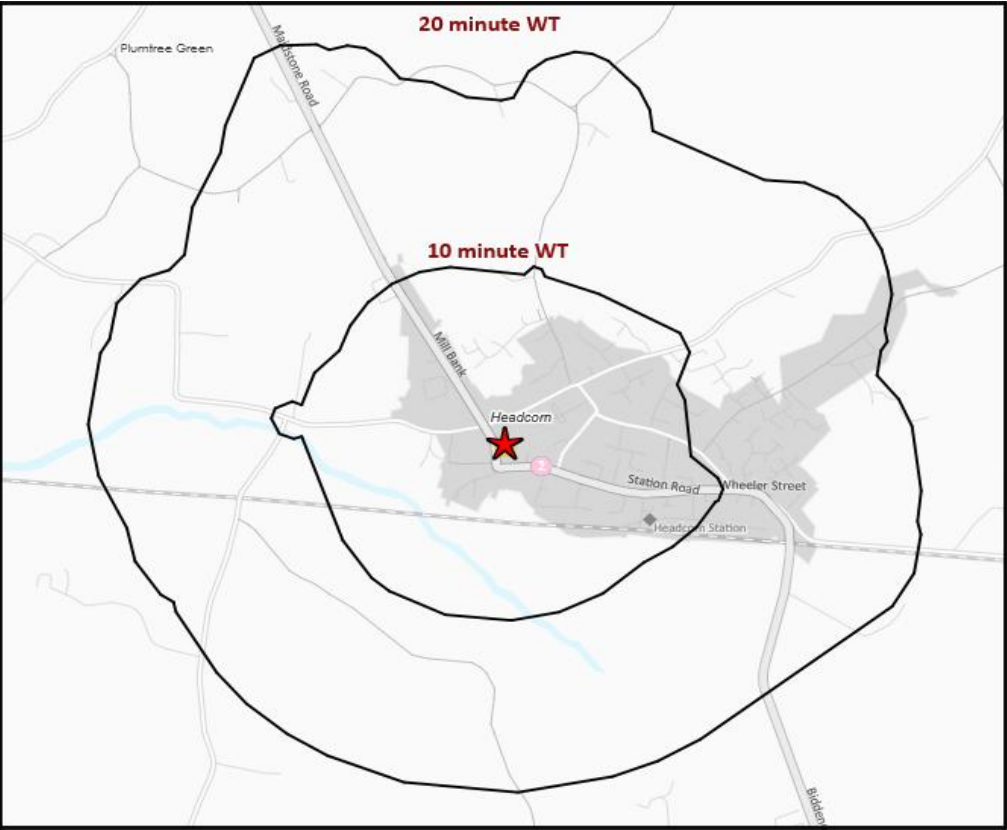
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	169	5.3%	67
Family Pub Dining	0	257	8.0%	88
Great Pub Great Food	1	657	20.4%	122
Leisure	1	348	10.8%	108
Mainstream	2	426	13.2%	95
Premium	0	479	14.9%	104
Restaurant	1	720	22.4%	97
Super Premium	0	128	4.0%	101

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	5,039	5.7%	72
Family Pub Dining	1	7,349	8.3%	91
Great Pub Great Food	41	17,126	19.3%	115
Leisure	25	9,442	10.6%	106
Mainstream	8	11,446	12.9%	92
Premium	22	13,109	14.8%	103
Restaurant	20	20,306	22.9%	99
Super Premium	9	3,743	4.2%	107



© 2026 CACI Limited and all other applicable third party notices (Population Estimates and Projections, CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Competition - White Horse



Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Weald Of Kent	TN27 9PT	Independent Free	Leisure	19.2%	1.60
14	Kings Head	TN12 0AR	Shepherd Neame	Great Pub Gre:	13.8%	3.06
15	Flying Horse Inn	TN27 8QD	Shepherd Neame	Premium	9.3%	3.17
19	Kings Head	ME17 3AP	Unknown	Great Pub Gre:	9.0%	3.36
8	Bell And Jorrock	TN17 2EJ	Stonegate Pub Company	Super Premium	8.9%	2.17
1	George and Dragon	TN27 9NL	Independent Free	Great Pub Gre:	7.8%	0.09
18	Queens Head	ME17 3AG	Admiral Taverns Ltd	Premium	7.0%	3.33
16	Chequers Inn	TN27 8QA	Independent Free	Super Premium	7.0%	3.18
0	White Horse	TN27 9NN	Star Pubs & Bars	Mainstream	3.5%	0.00
10	Chart Hills Golf Club	TN27 8JX	Independent Free	Leisure	3.3%	2.85
17	Whod A Thought It	ME17 2AR	Independent Free	Great Pub Gre:	3.1%	3.25
2	Krishna Indian	TN27 9NL	Independent Free	Restaurant	2.5%	0.09
6	Hawkenbury	TN12 0DZ	*Other Small Retail Groups	Premium	1.8%	1.82
11	Staplehurst Cricket and Tennis Cl	TN12 0DH	Independent Free	Leisure	1.5%	2.91
9	Bell Inn	TN27 8PW	Shepherd Neame	Great Pub Gre:	1.1%	2.38
7	Big Cat Sanctuary	TN27 8PJ	Independent Free	Leisure	0.6%	1.89
20	Frasers	TN27 9DD	Independent Free	Leisure	0.3%	3.46
5	Headcorn Cricket and Tennis Club	TN27 9LG	Independent Free	Leisure	0.3%	1.79
3	Wings Bar and Restaurant	TN27 9HX	Independent Free	Mainstream	0.0%	1.43
12	Lord Raglan Inn	TN12 0QQ	Independent Free	Super Premium	0.0%	2.96
13	Maloncho	TN12 0LA	Independent Free	Restaurant	0.0%	3.05

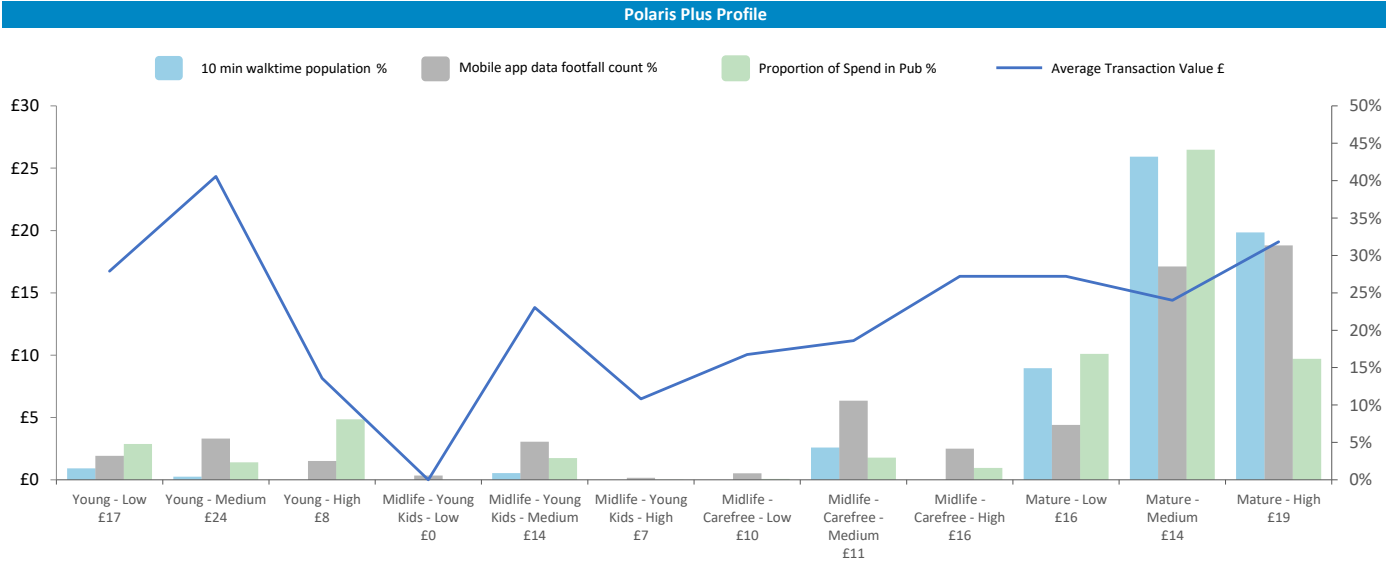
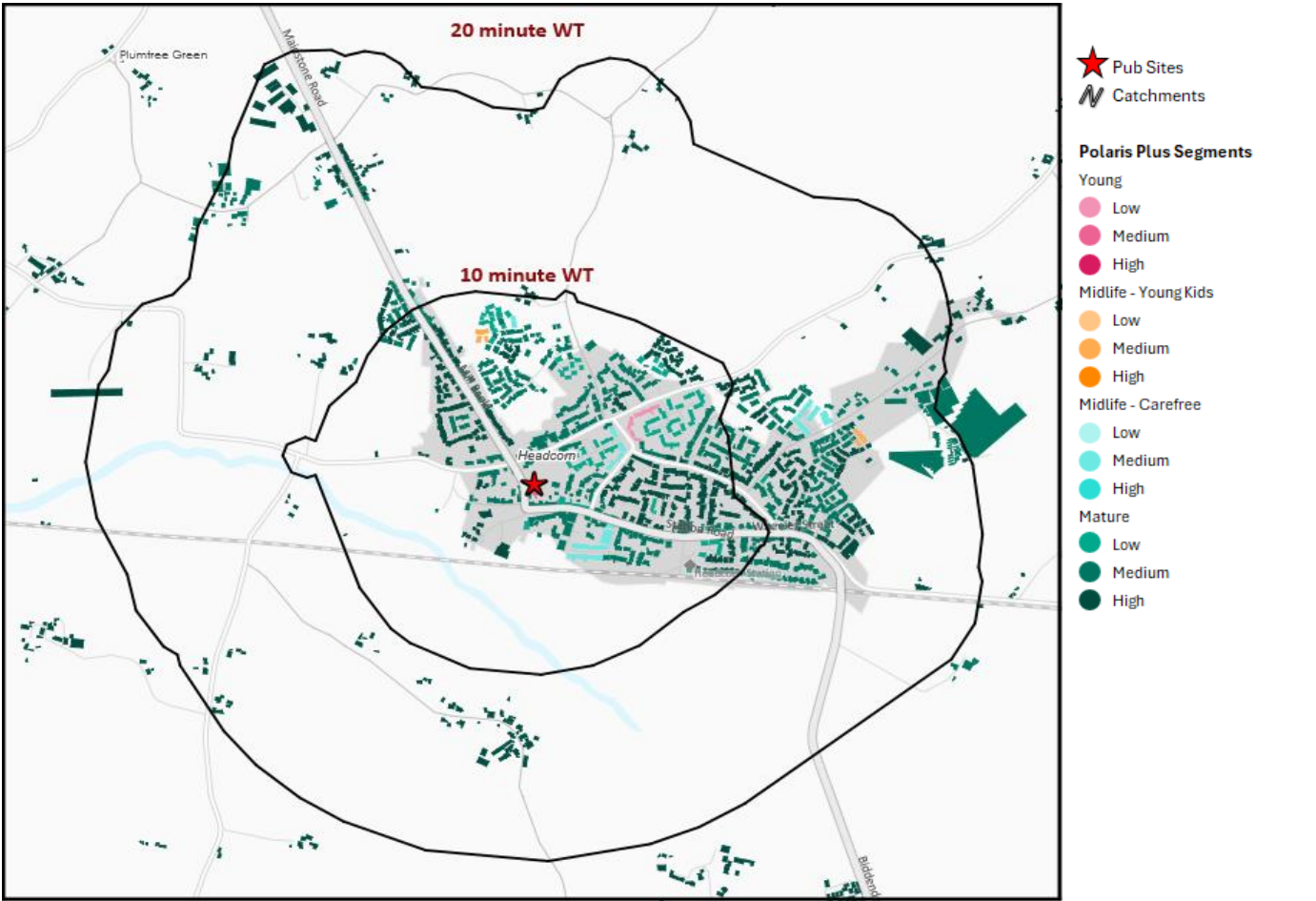
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - White Horse



© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

CGA ID	Name	Postcode	Operator	Segment	Sparsity
132404	White Horse	TN27 9NN	Star Pubs & Bars	Mainstream	18



See the Glossary page for further information on the above variables

Catchment Summary - White Horse

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

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	2,388	4,110	113,666	45	21	27
Adults 18+	1,898	3,215	88,868	42	20	26
Competition Pubs	3	5	126	7	5	16
Adults 18+ per Competition Pub	633	643	705	92	94	103
% Adults Likely to Drink	82.0%	83.0%	82.0%	103	104	103

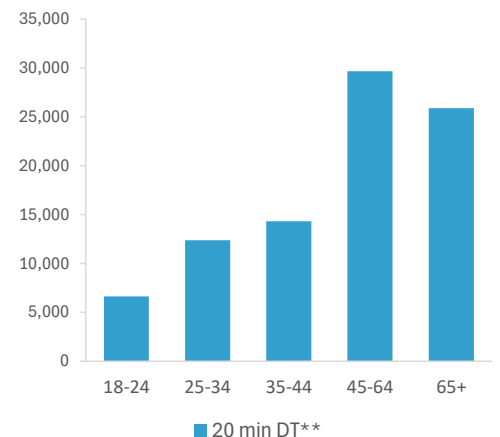
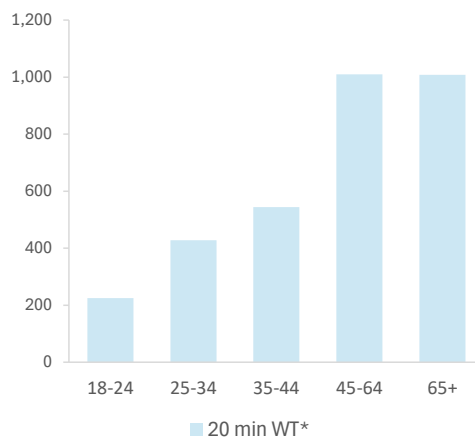
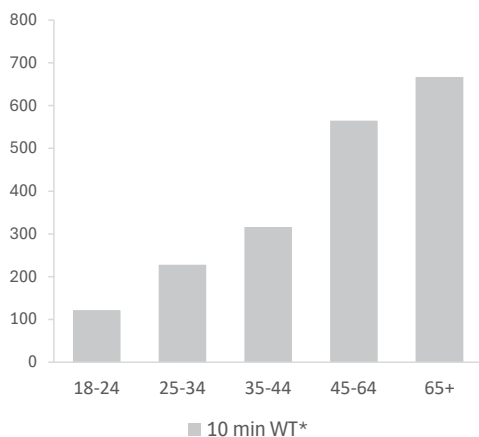
Population & Adults 18+ index is based on all pubs

Affluence	Low	16.4%	10.0%	18.4%	50	30	56
	Medium	48.8%	49.8%	42.7%	128	130	111
	High	33.1%	39.2%	37.5%	120	143	136

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£23,360	£24,930	£25,263	103	110	112
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	122	225	6,631	60	64	69
	25-34	228	428	12,369	71	77	80
	35-44	316	544	14,321	98	98	93
	45-64	565	1,010	29,661	94	98	104
	65+	667	1,008	25,886	145	127	118

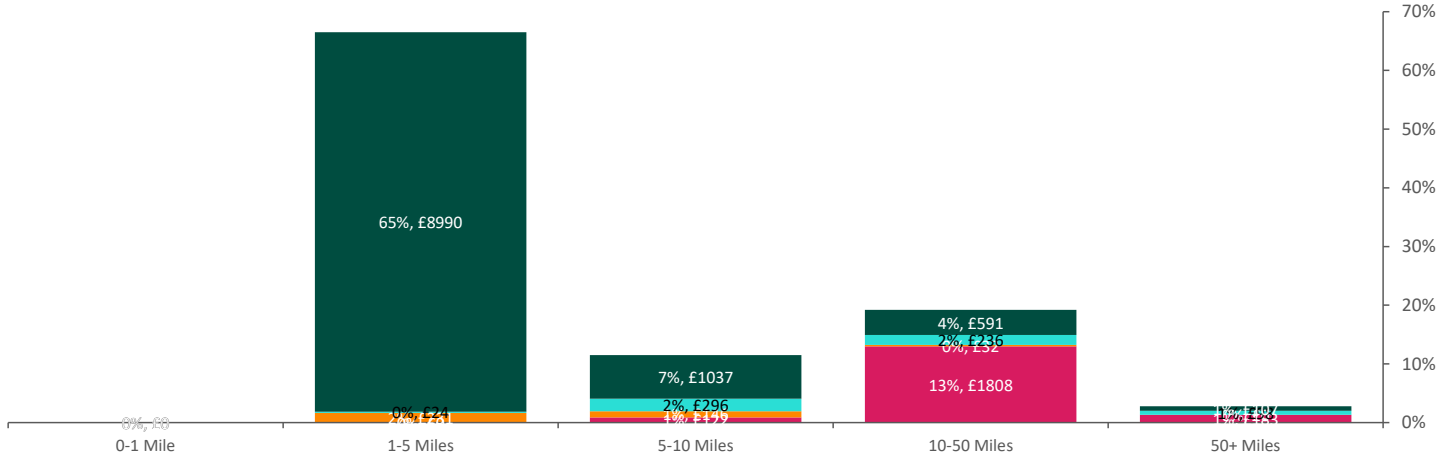


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	1,114 (47%)	1,959 (48%)	54,703 (48%)	95	97	98
Female	1,274 (53%)	2,151 (52%)	58,963 (52%)	105	103	102
Economic Status (16+)						
Employed: Full-time	581 (30%)	1,035 (31%)	29,799 (32%)	88	93	95
Employed: Part-time	216 (11%)	390 (12%)	10,918 (12%)	93	99	99
Self employed	192 (10%)	368 (11%)	11,141 (12%)	107	121	131
Unemployed	38 (2%)	69 (2%)	1,692 (2%)	71	76	67
Full-time student	14 (1%)	32 (1%)	1,149 (1%)	29	39	50
Retired	634 (33%)	962 (29%)	23,779 (26%)	151	134	119
Other	261 (13%)	434 (13%)	13,362 (15%)	76	74	82
Total Worker Count	486	835	44,192			

See the Glossary page for further information on the above variables

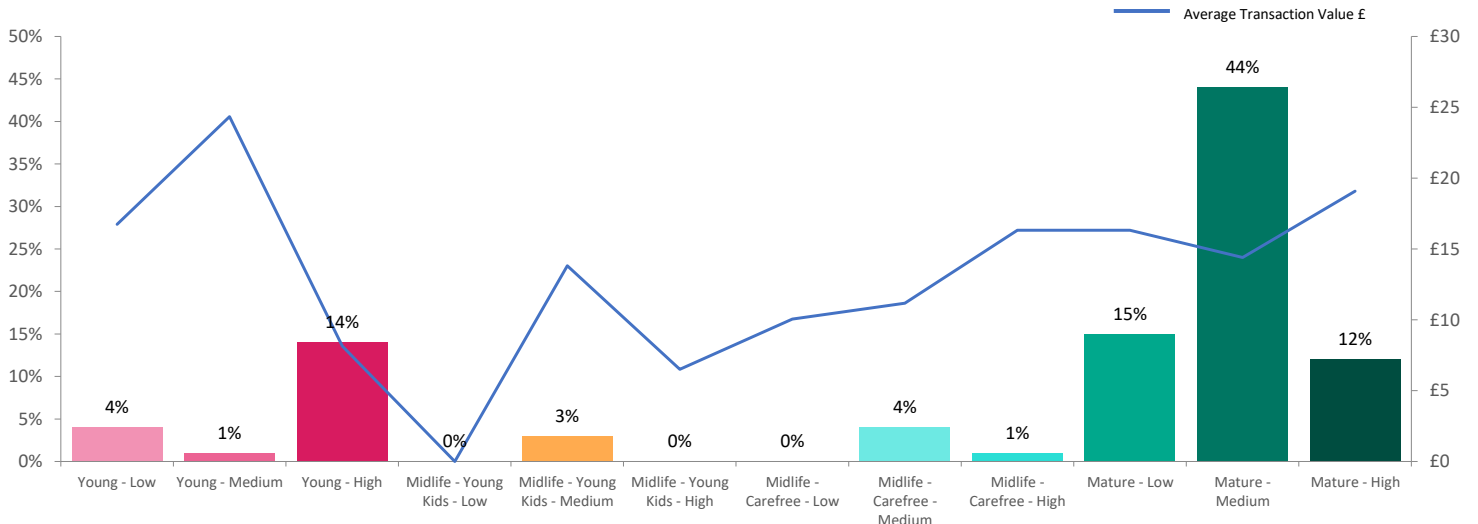
Transactional Data Summary - White Horse

Spend by Polaris and Distance from Home



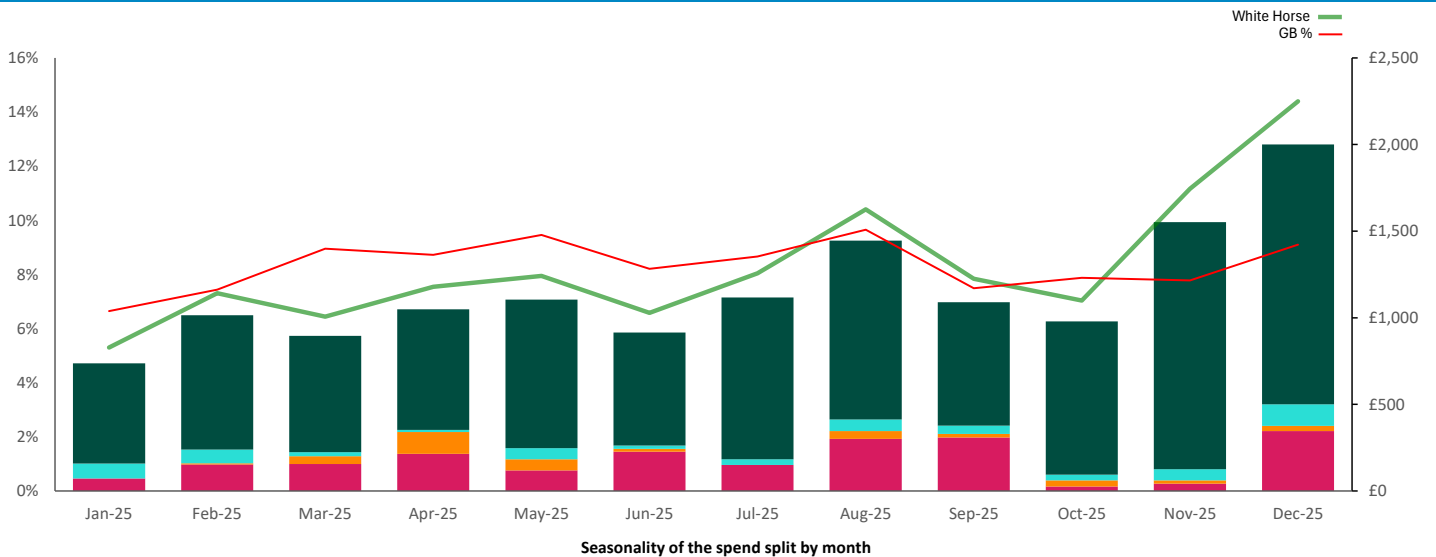
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



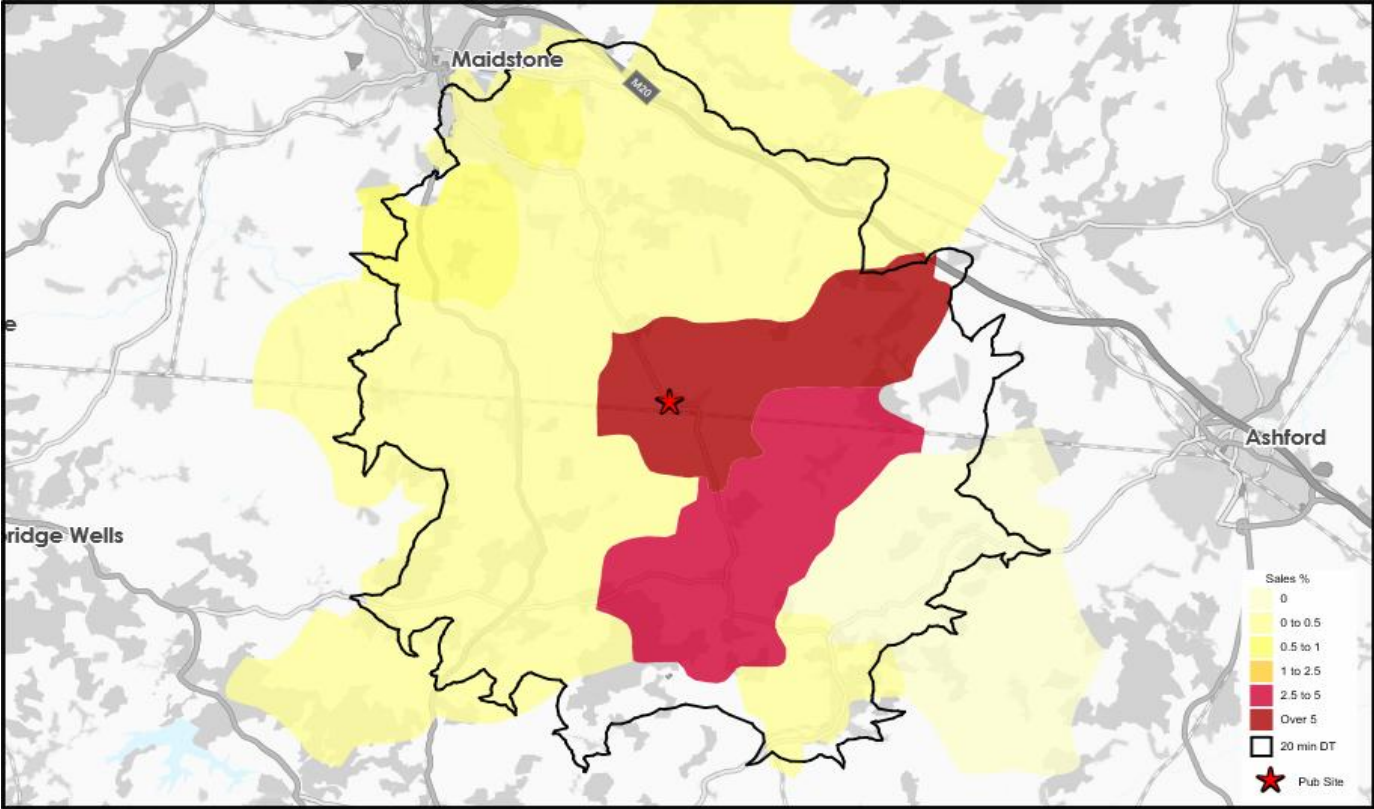
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



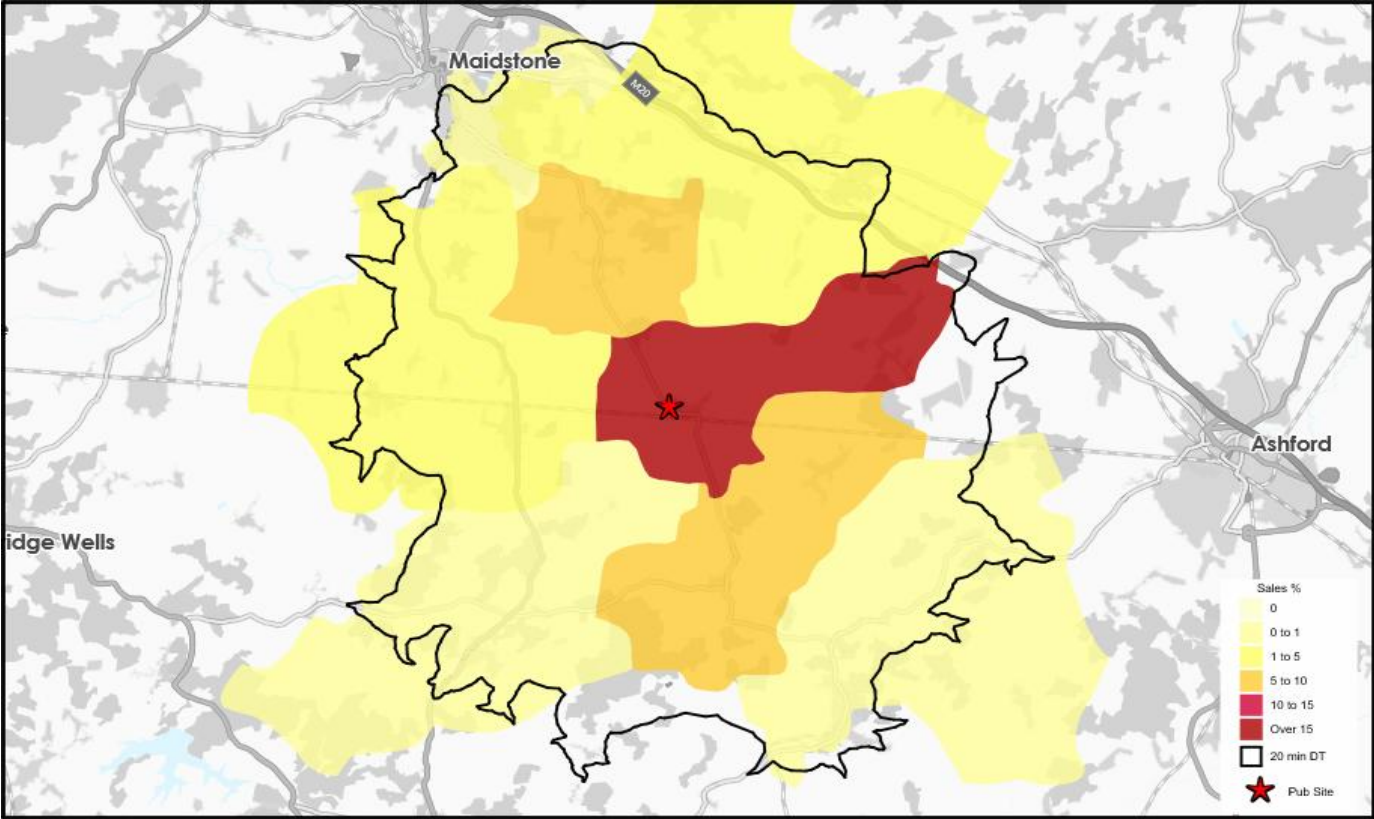
Seasonality of the spend split by month

White Horse Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

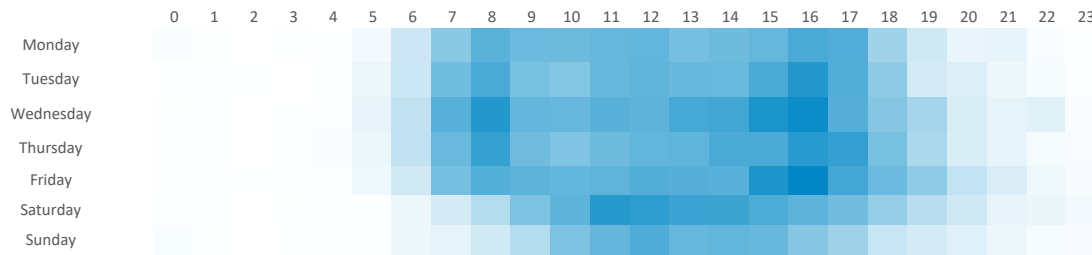
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of White Horse



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

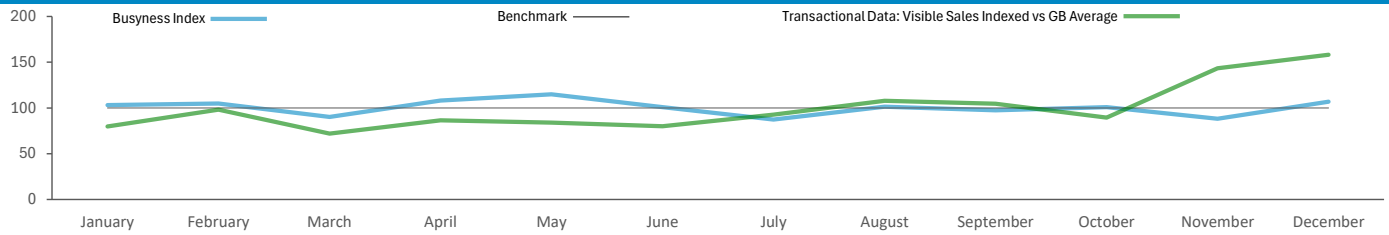
Mobile Data Summary - White Horse

Time of Day/Day of Week



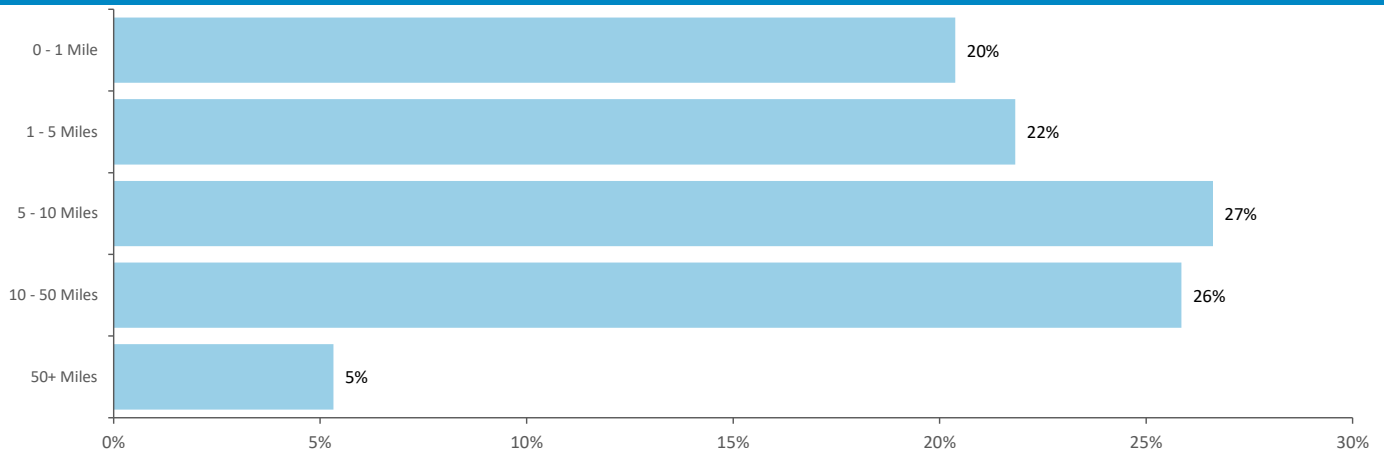
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

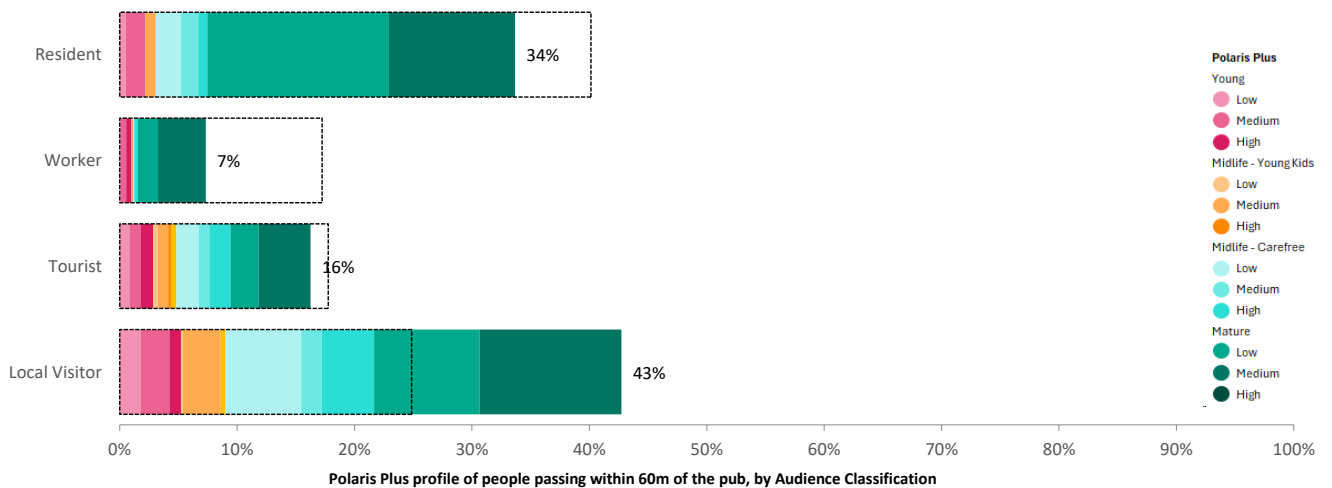
Distance from Home



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

Audience Classification by Polaris Plus

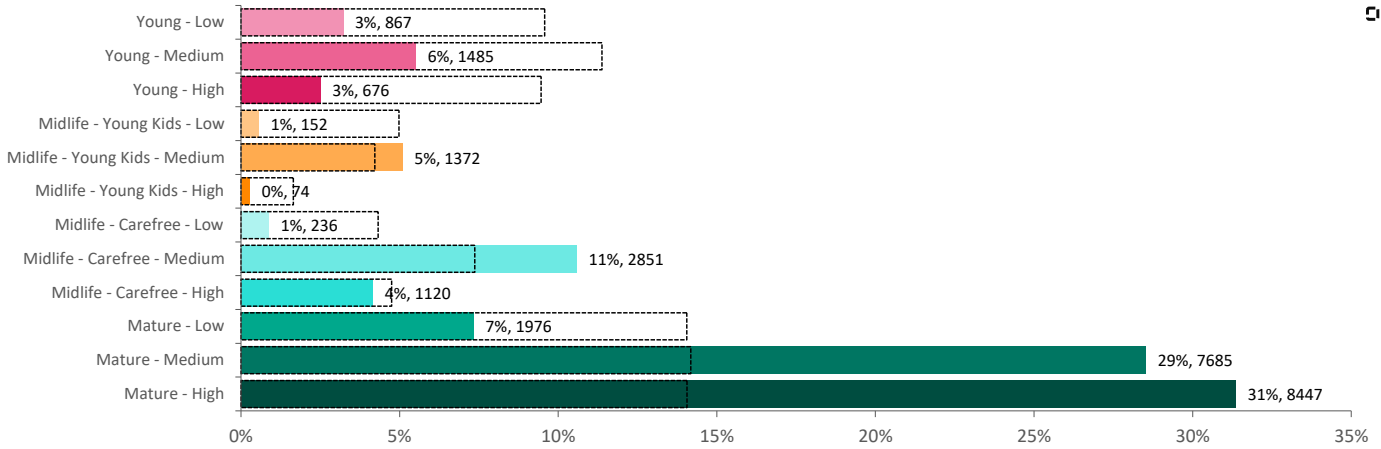
Base: GB



Mobile Data Summary - White Horse

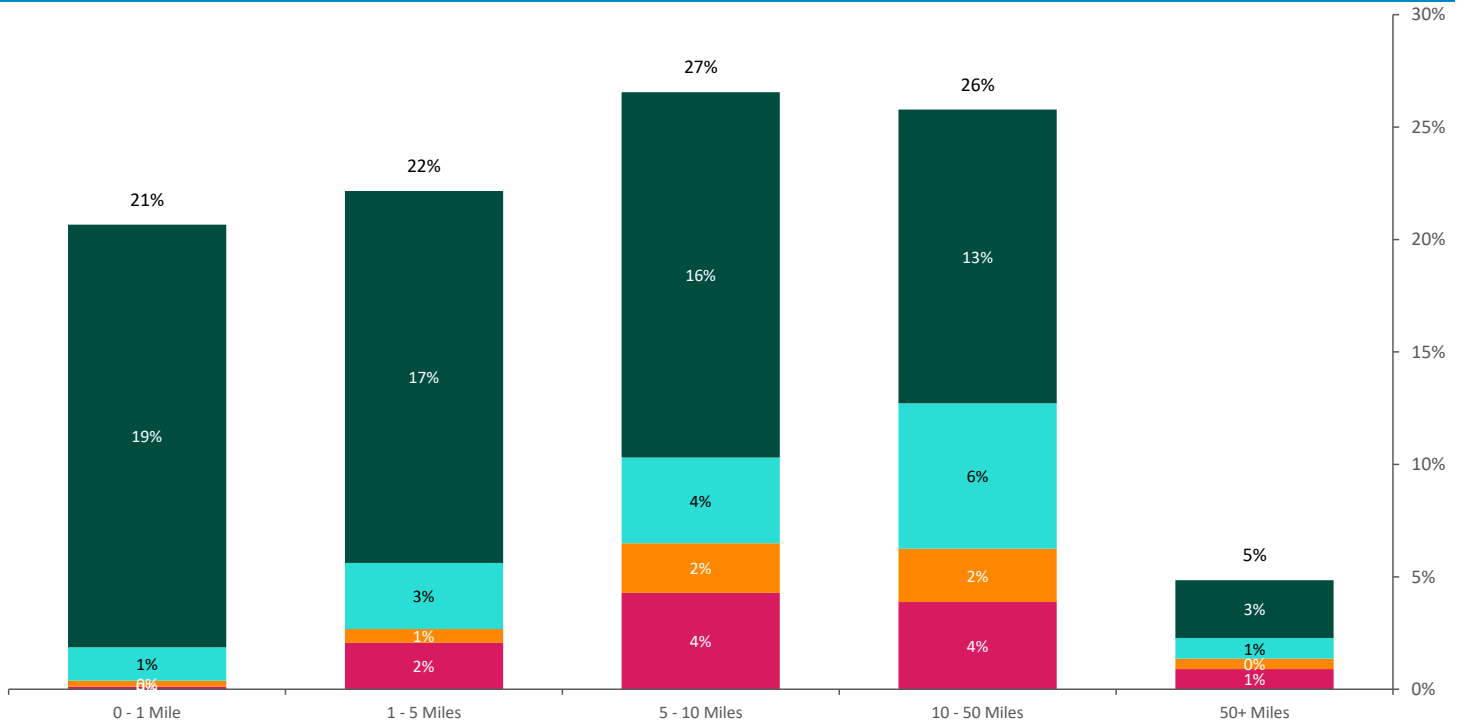
Polaris Plus Profile

GB %



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



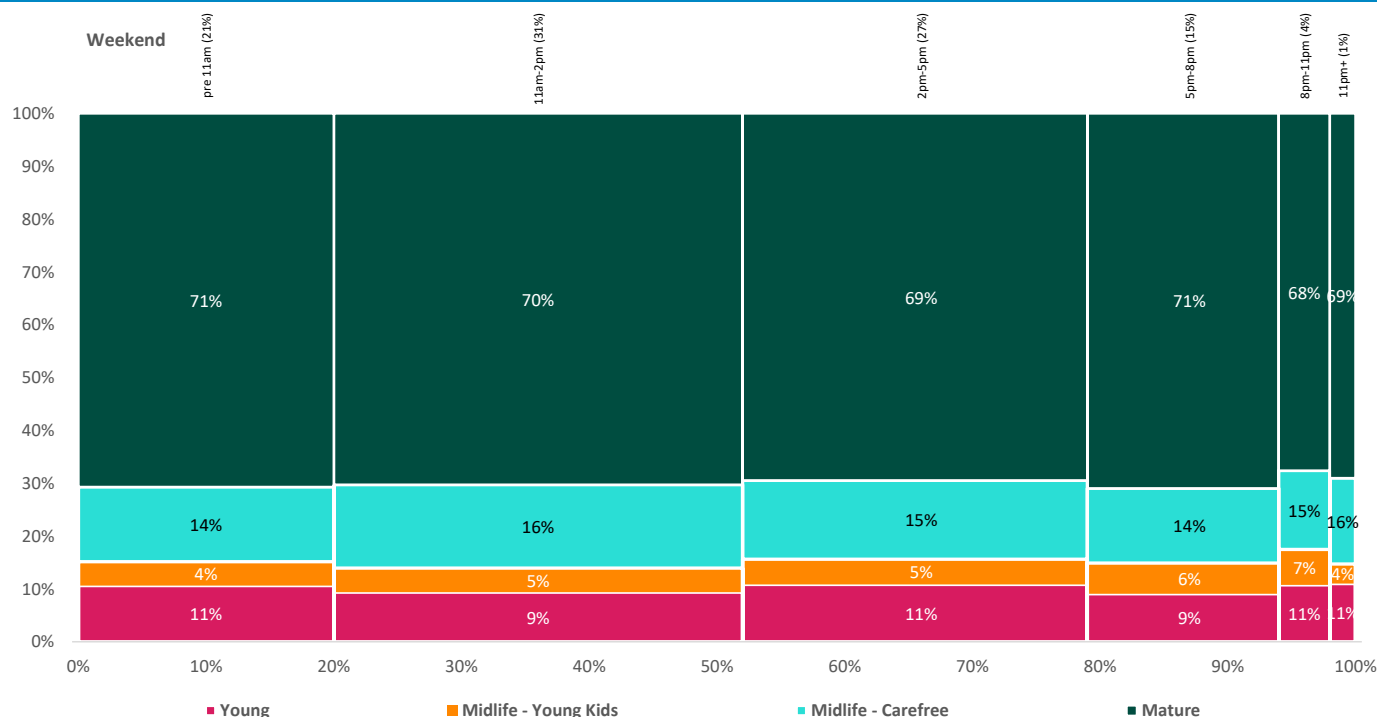
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	5,243	3,498	4,408	3,087	718	111	17,064
Midlife - Carefree	1,190	889	956	620	102	18	3,774
Midlife - Young Kids	493	360	484	171	35	8	1,552
Young	930	675	714	444	58	11	2,832
All	7,856	5,422	6,561	4,322	914	148	25,222

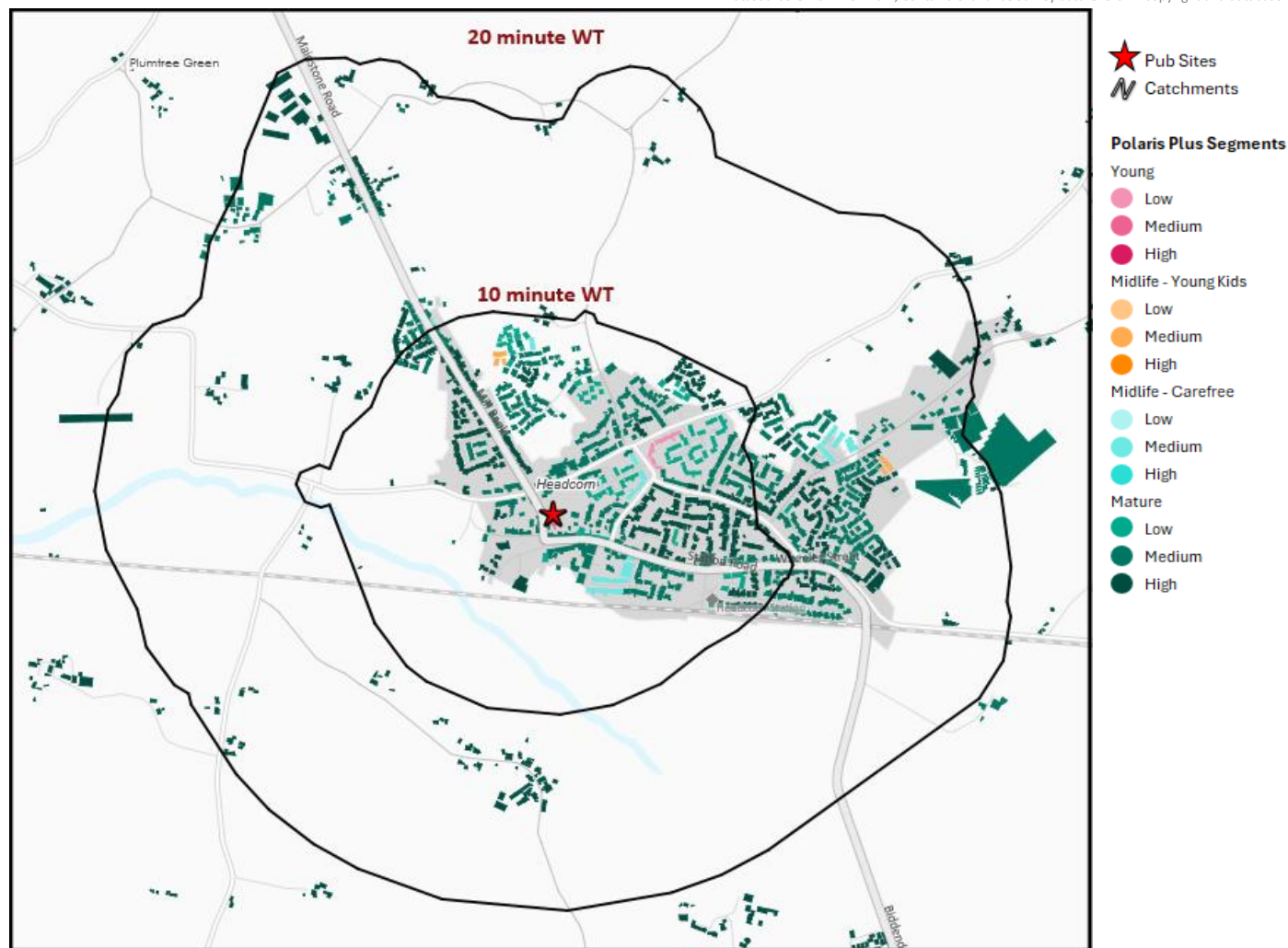
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,176	1,760	1,512	821	240	69	5,577
Midlife - Young Kids	235	395	325	164	53	16	1,188
Midlife - Carefree	75	115	104	67	24	4	387
Mature	177	235	237	105	38	11	803
All	1,663	2,505	2,177	1,157	355	100	7,956

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

Polaris Plus Summary - White Horse



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	29	29	4,270	16	9	49
Medium	8	8	1,773	4	2	18
High	0	0	702	0	0	12
Midlife - Young Kids						
Low	0	0	646	0	0	13
Medium	17	30	6,935	20	21	177
High	0	0	12	0	0	1
Midlife - Carefree						
Low	0	0	838	0	0	22
Medium	82	138	9,732	60	60	153
High	0	0	3,128	0	0	77
Mature						
Low	283	293	10,628	110	67	88
Medium	820	1,426	19,458	276	283	140
High	628	1,260	29,458	220	260	220
Not Private Households	31	31	1,288	153	90	135
Total	1,898	3,215	88,868			

Over GB Average

Around GB Average

Under GB Average

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

CGA Summary - White Horse

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,898	3,215	88,868
Number of Competition Pubs	3	5	126
Adults 18+ per Competition Pub	633	643	705

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	111	5.8%	74
Family Pub Dining	0	160	8.4%	93
Great Pub Great Food	1	370	19.5%	117
Leisure	0	202	10.6%	106
Mainstream	1	261	13.7%	98
Premium	0	277	14.6%	102
Restaurant	1	416	21.9%	95
Super Premium	0	70	3.7%	94

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	169	5.3%	67
Family Pub Dining	0	257	8.0%	88
Great Pub Great Food	1	657	20.4%	122
Leisure	1	348	10.8%	108
Mainstream	2	426	13.2%	95
Premium	0	479	14.9%	104
Restaurant	1	720	22.4%	97
Super Premium	0	128	4.0%	101

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	5,039	5.7%	72
Family Pub Dining	1	7,349	8.3%	91
Great Pub Great Food	41	17,126	19.3%	115
Leisure	25	9,442	10.6%	106
Mainstream	8	11,446	12.9%	92
Premium	22	13,109	14.8%	103
Restaurant	20	20,306	22.9%	99
Super Premium	9	3,743	4.2%	107

Glossary

© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
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																																								
Index vs GB Average	Retired: a person who has retired from a working or professional career																																								
	Other: Includes long term sick, disabled, looking after home/family																																								
	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																																								
	Index value is >= 105 and < 120																																								
Around GB Average	Index value is >= 95 and < 105																																								
	Index value is >= 80 and < 95																																								
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.																																									
Consumer Insight	Young																																								
	Midlife 'Parents'																																								
	Midlife 'Carefree'																																								
Product needs	Mature																																								
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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium																																									
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.																																									
Mobile Data - Audience Classification																																									
Resident: Lives in the area. Worker: Works in the area but doesn't live there.																																									
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																									
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 an 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="3">Metropolitan</td><td colspan="9">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			
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																									