

Catchment Summary - Thirsty Bear Reading

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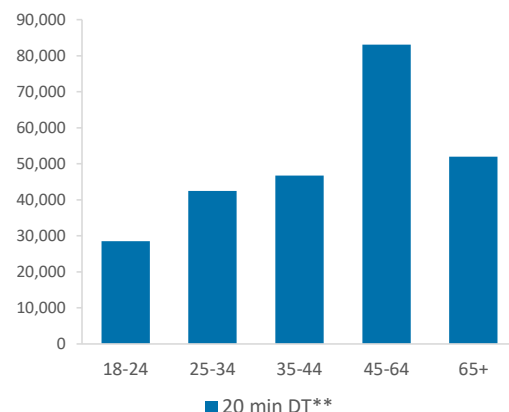
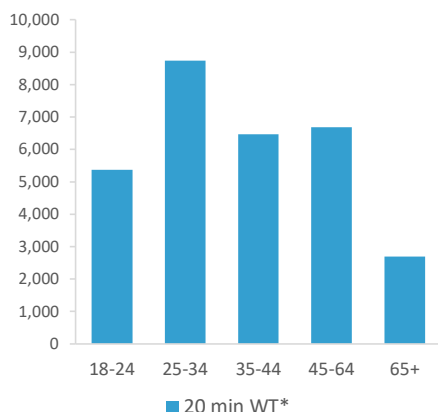
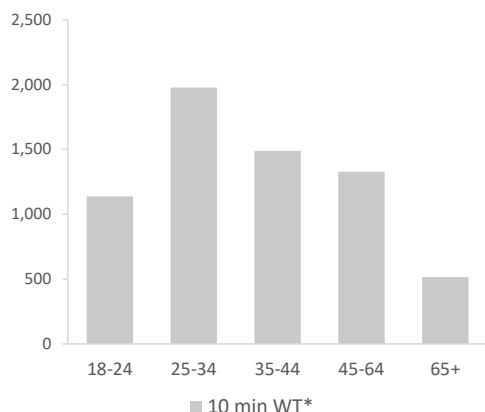
	Over GB Average
	Around GB Average
	Under GB Average

*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**
Population		7,701	37,019	329,556	146	254	87
Adults 18+		6,445	29,972	252,864	148	168	85
Competition Pubs		18	77	235	120	241	65
Adults 18+ per Competition Pub		358	389	1,076	43	47	130
% Adults Likely to Drink		82.4%	82.7%	83.8%	100	100	102
Affluence	Low	49.0%	35.1%	16.3%	191	137	64
	Medium	0.0%	10.6%	22.2%	0	27	57
	High	50.7%	53.3%	60.3%	151	159	180

*Affluence does not include Not Private Households

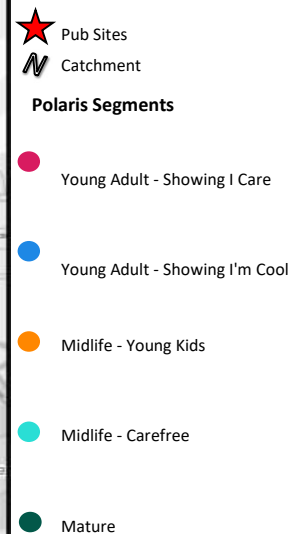
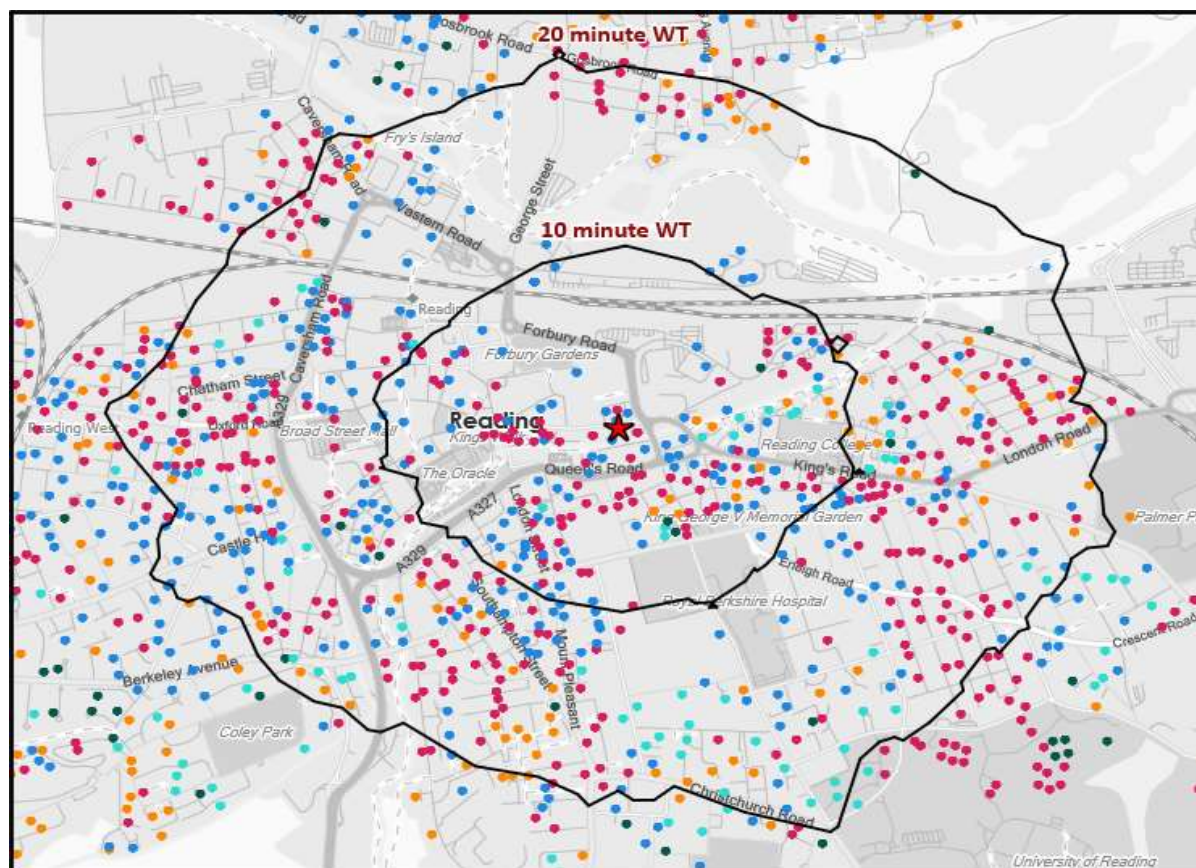
Age Profile	18-24	1,136	5,376	28,520	182	179	107
	25-34	1,978	8,741	42,509	193	178	97
	35-44	1,488	6,467	46,731	150	136	110
	45-64	1,328	6,692	83,097	67	71	99
	65+	515	2,696	52,007	35	38	83



		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	4,122 (54%)	19,762 (53%)	165,053 (50%)	108	108	101
	Female	3,579 (46%)	17,257 (47%)	164,503 (50%)	92	92	99
Economic Status (16-74)	Employed: Full-time	3,702 (59%)	15,741 (54%)	110,265 (47%)	141	129	113
	Employed: Part-time	409 (6%)	2,265 (8%)	27,981 (12%)	50	59	92
	Self employed	429 (7%)	2,104 (7%)	22,624 (10%)	71	75	101
	Unemployed	139 (2%)	717 (2%)	4,880 (2%)	93	103	87
	Retired	203 (3%)	1,130 (4%)	25,056 (11%)	23	28	77
Other		1,413 (22%)	7,460 (25%)	44,301 (19%)	114	129	96
Total Worker Count		6,792	23,172	138,931			

See the Glossary page for further information on the above variables

Polaris Summary - Thirsty Bear Reading

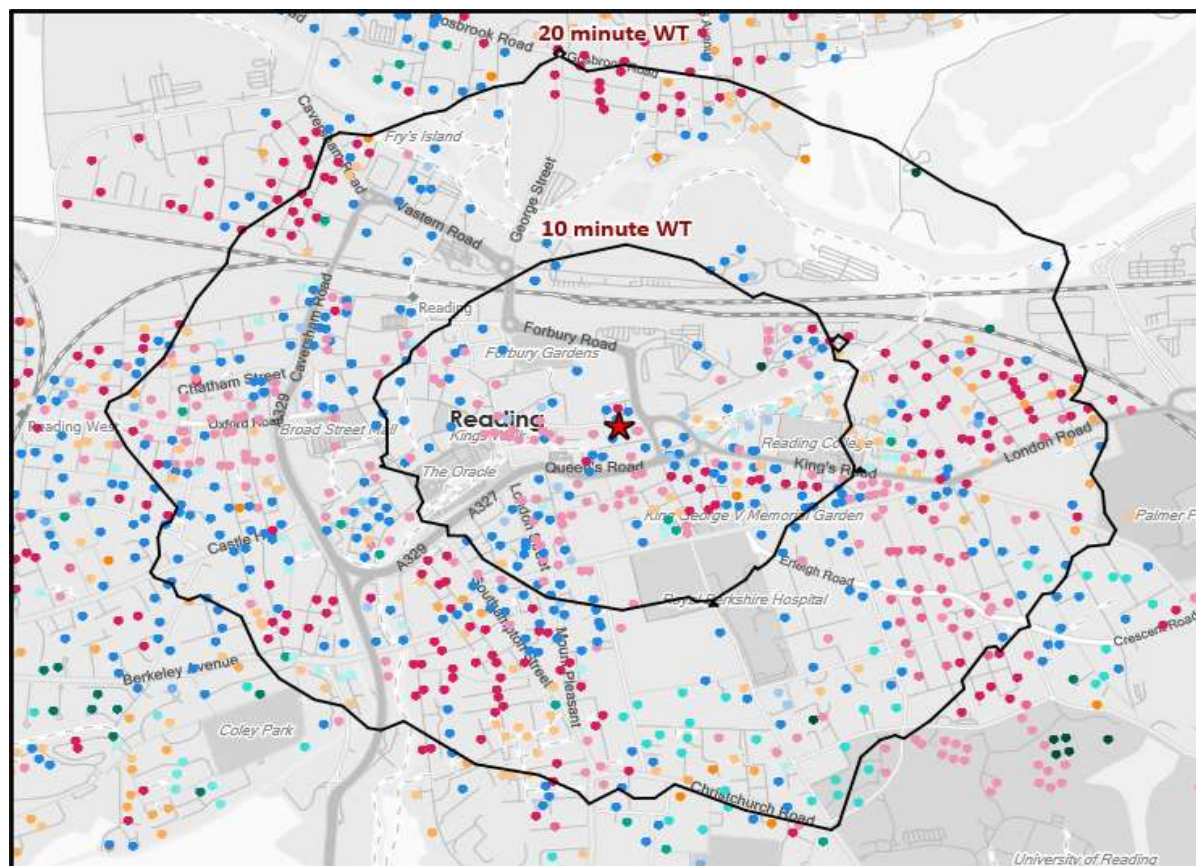


Polaris Profile by Catchment

*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	2,818	15,349	34,885	490	574	155
Young Adult - Showing I'm Cool	2,808	9,098	30,271	473	330	130
Midlife - Young Kids	468	3,578	72,085	23	38	91
Midlife - Carefree	258	1,394	61,355	19	22	115
Mature	73	243	51,350	4	3	73
Not Private Households	20	310	2,918	22	72	80
Total	6,445	29,972	252,864			

Polaris Summary - Thirsty Bear Reading



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

- Low
- Medium
- High

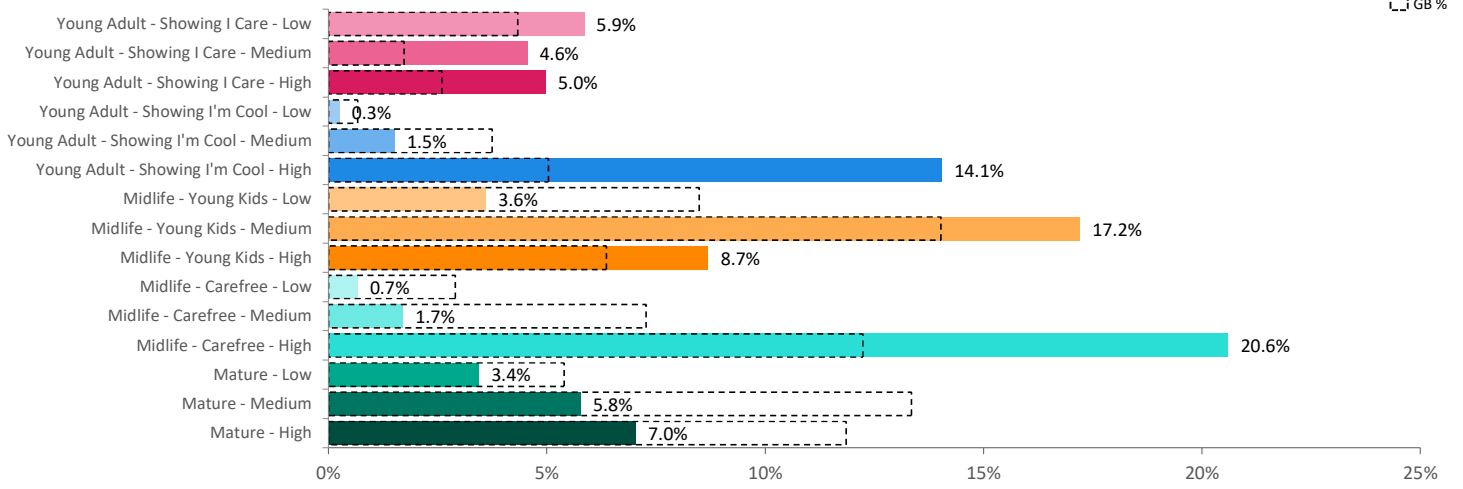
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

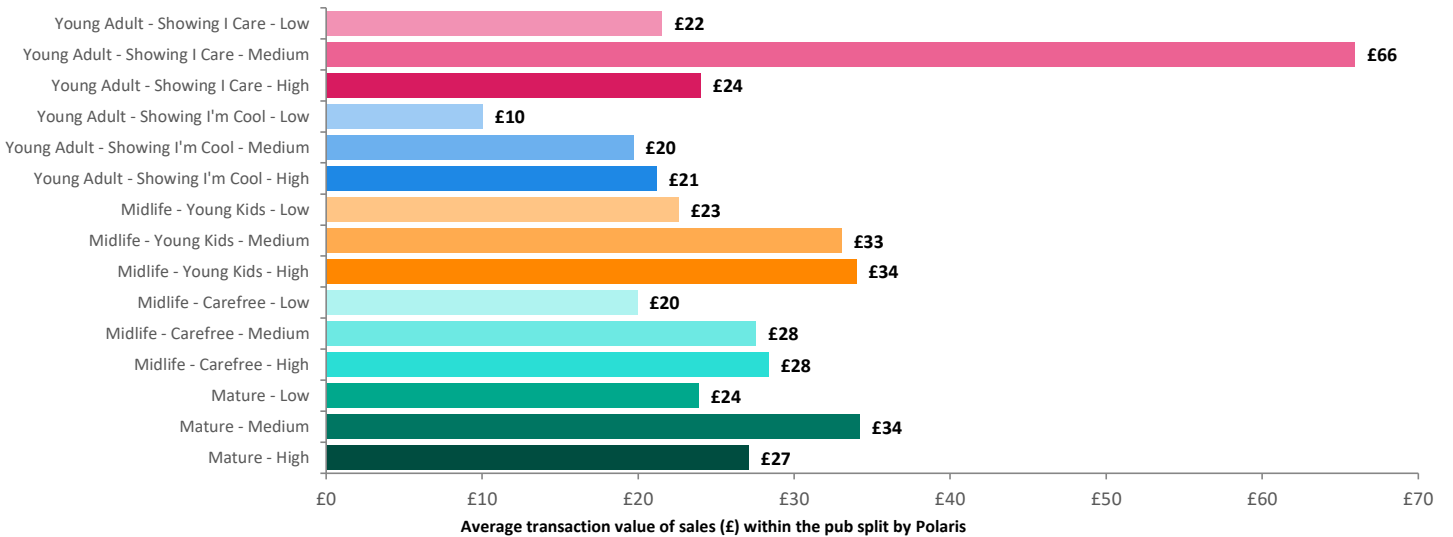
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	2,112	6,418	13,087	782	511	123
Medium	0	2,083	3,445	0	510	100
High	706	6,848	18,353	325	678	216
Young Adult - Showing I'm Cool						
Low	294	841	900	444	273	35
Medium	0	33	2,310	0	3	25
High	2,514	8,224	27,061	871	613	239
Midlife - Young Kids						
Low	457	2,238	17,954	64	67	64
Medium	0	1,075	30,799	0	24	82
High	11	265	23,332	3	16	171
Midlife - Carefree						
Low	246	833	2,825	112	82	33
Medium	0	0	3,283	0	0	19
High	12	561	55,247	2	17	200
Mature						
Low	48	178	6,491	13	10	43
Medium	0	0	16,405	0	0	51
High	25	65	28,454	4	2	120
Not Private Households	20	310	2,918	22	72	80
Total	6,445	29,972	252,864			

Transactional Data Summary - Thirsty Bear Reading

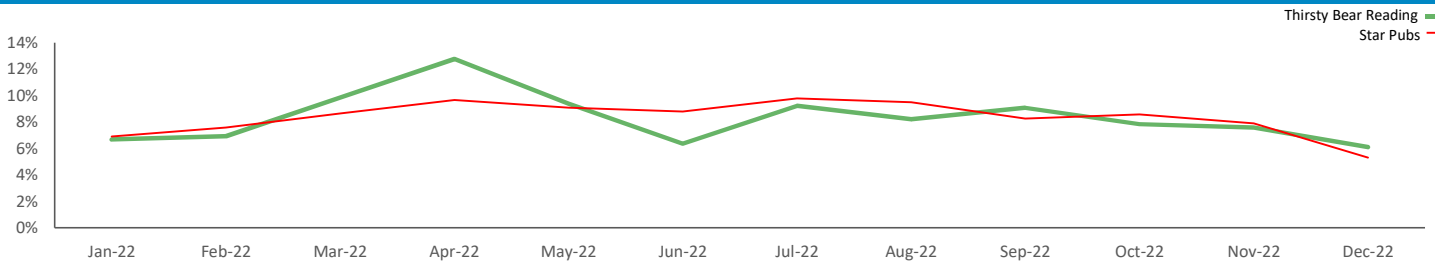
Spend by Polaris



Average Transaction Values (£) by Polaris

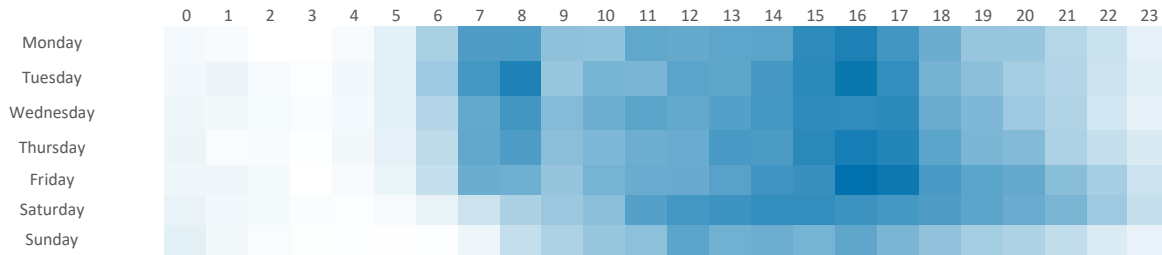


Spend by Month



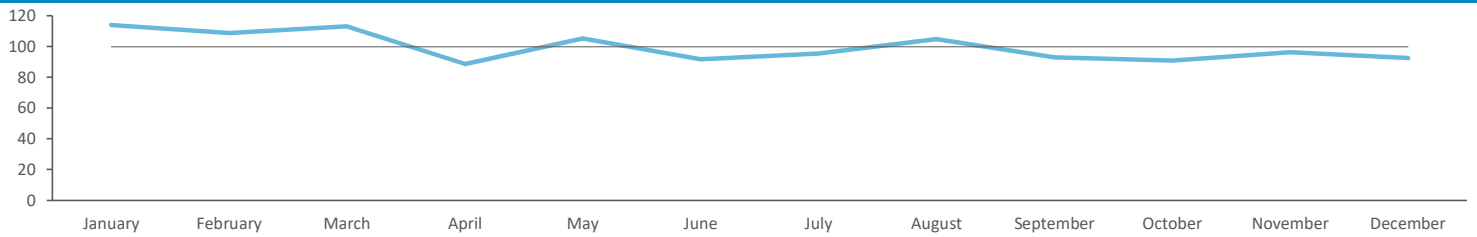
Mobile Data Summary - Thirsty Bear Reading

Time of Day/Day of Week



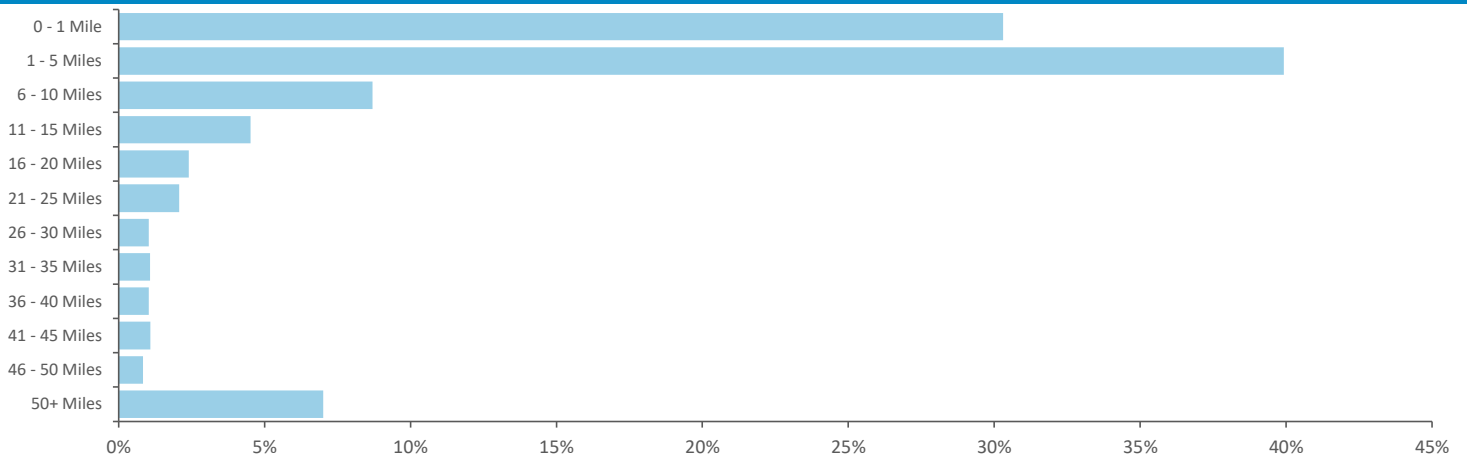
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



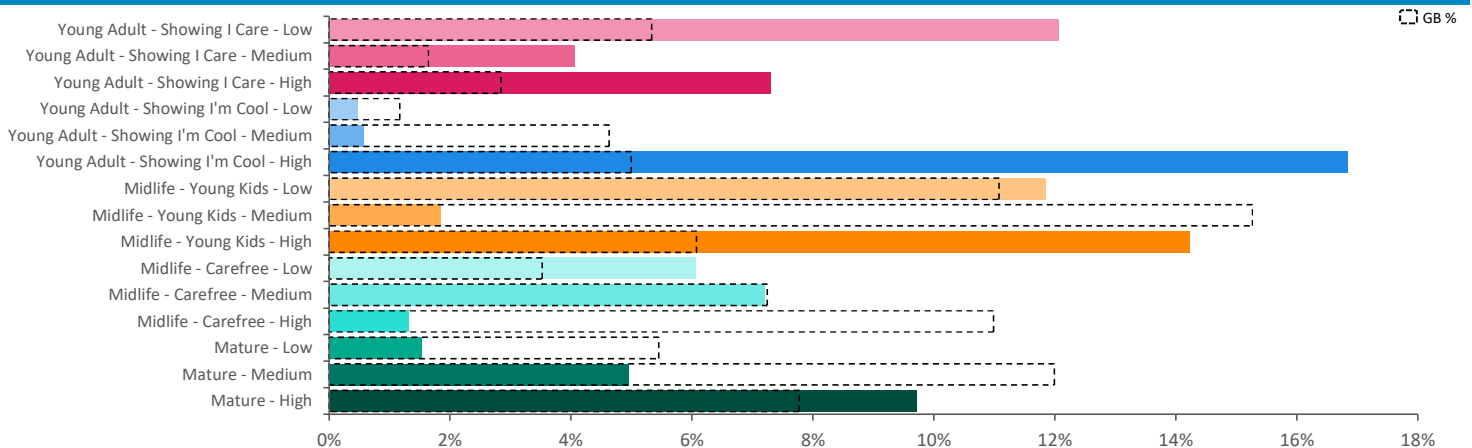
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



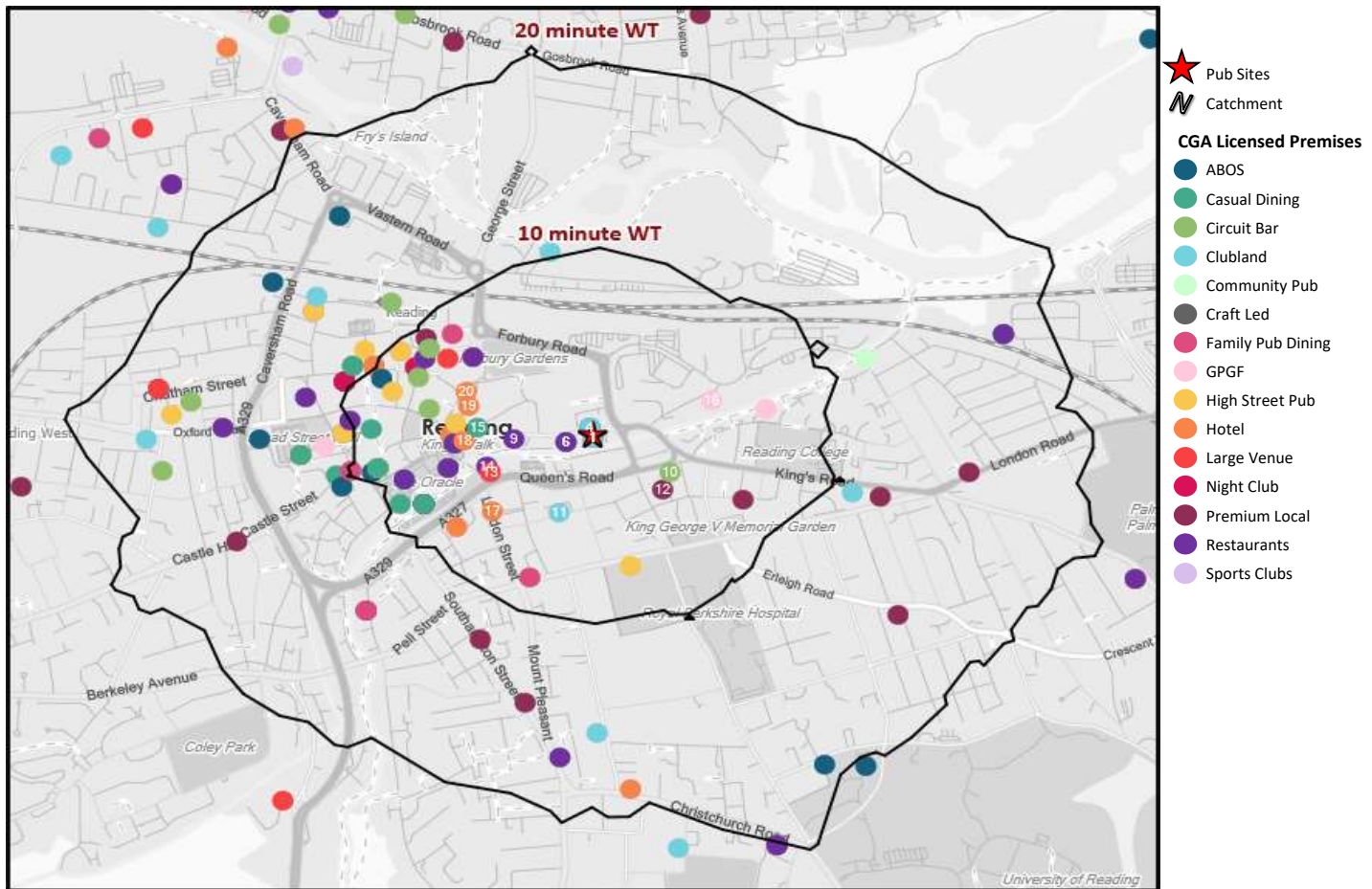
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

CGA Summary - Thirsty Bear Reading



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Back Of Beyond	RG 1 3BY	Wetherspoons GB	Circuit Bar	0.0
1	Thirsty Bear	RG 1 3BY	Star Pubs & Bars	Family Pub Dining	0.0
1	Buzz Gym	RG 1 3BY	*Other Small Retail Groups	Clubland	0.0
4	Aila Restaurant And Bar	RG 1 3DD	Independent Free	Restaurants	0.0
4	Island Bohemian Club	RG 1 3DD	Independent Free	Clubland	0.0
6	Outlook	RG 1 3BJ	Greene King	GPGF	0.1
6	Coconut Tree	RG 1 3BJ	Coconut Tree	Casual Dining	0.1
6	Poppadoms	RG 1 3BJ	Independent Free	Restaurants	0.1
9	House Of Flavours	RG 1 3AA	Independent Free	Restaurants	0.1
10	Lyndhurst Arms	RG 1 4DG	Stonegate Pub Company	Circuit Bar	0.2
11	South Street Arts & Community Centre	RG 1 4QU	Independent Free	Clubland	0.2
12	Retreat	RG 1 4EH	Admiral Taverns Ltd	Premium Local	0.2
13	Grosvenor Casino	RG 1 4SY	Rank	Large Venue	0.2
14	London Street Brasserie	RG 1 4PN	Independent Free	Restaurants	0.2
15	Carluccios	RG 1 3EY	Boparan Restaurant Group	Casual Dining	0.2
16	Bel & The Dragon	RG 1 3EQ	Fuller Smith & Turner	GPGF	0.2
17	Great Expectations	RG 1 4PS	Dominion Hospitality	Hotel	0.2
18	Ibis Styles	RG 1 4RY	Accor Hotels	Hotel	0.2
19	Market House	RG 1 2EG	City Pub Company	Hotel	0.2
20	Forbury Hotel	RG 1 3EJ	Independent Free	Hotel	0.3

Per Pub Analysis - Thirsty Bear Reading

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	Over GB Average
	Around GB Average
	Under GB Average

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,445	29,972	252,864
Number of Competition Pubs	18	77	235
Adults 18+ per Competition Pub	358	389	1,076

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,587	24.6%	241
Circuit Bar	304	4.7%	129
Community Pub	994	15.4%	89
Craft Led	657	10.2%	322
Great Pub Great Food	1,423	22.1%	115
High Street Pub	1,014	15.7%	91
Premium Local	200	3.1%	18

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	7,668	25.6%	251
Circuit Bar	1,304	4.4%	119
Community Pub	3,823	12.8%	73
Craft Led	3,244	10.8%	342
Great Pub Great Food	7,250	24.2%	126
High Street Pub	4,038	13.5%	78
Premium Local	1,503	5.0%	29

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	37,967	15.0%	147
Circuit Bar	7,019	2.8%	76
Community Pub	32,478	12.8%	74
Craft Led	10,881	4.3%	136
Great Pub Great Food	71,918	28.4%	148
High Street Pub	32,123	12.7%	73
Premium Local	51,452	20.3%	116

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, 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 Lifestage, Energy Levels and Demand.																
Consumer Insight	<table><tr><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>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></table>	‘Showing I Care’ Young Adults	‘Showing I’m Cool’ Young Adults	Midlife ‘Parents’	Midlife ‘Carefree’	Mature	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”
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Product needs	<table><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>	<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.																