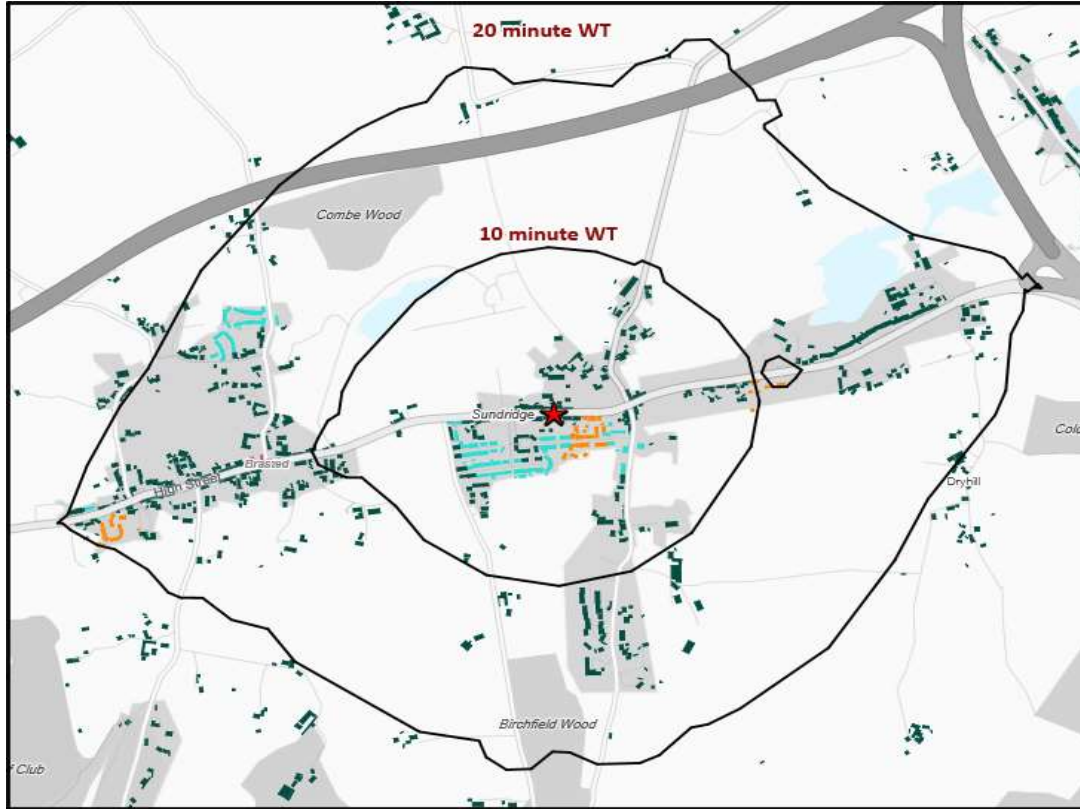


Catchment Summary - White Horse Sundridge

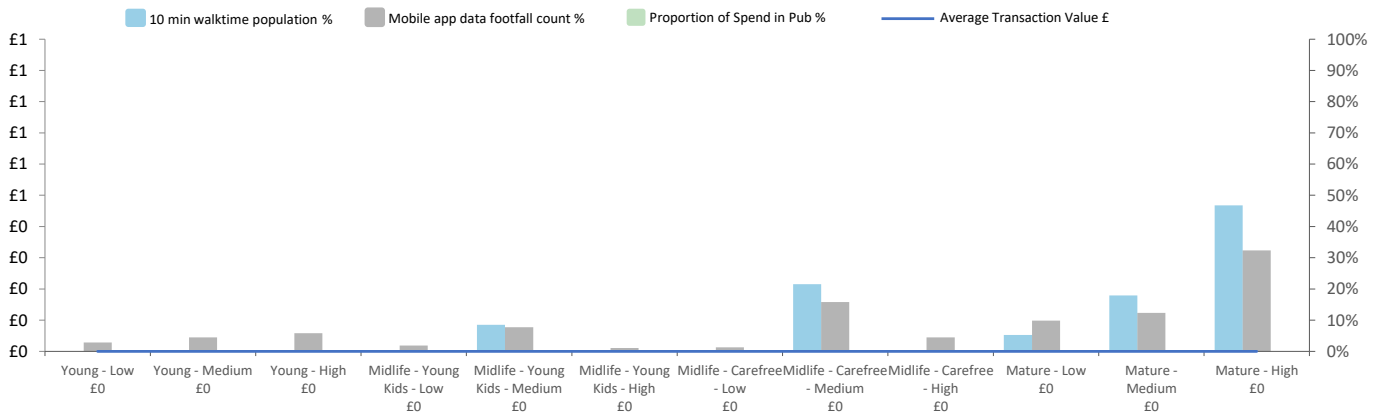
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Ship To	Name	Postcode	Operator	Segment	Sparsity
43220	White Horse Sundridge	TN14 6EH	Star Pubs & Bars	GPGF	12



- ★ 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 - White Horse Sundridge

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	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**

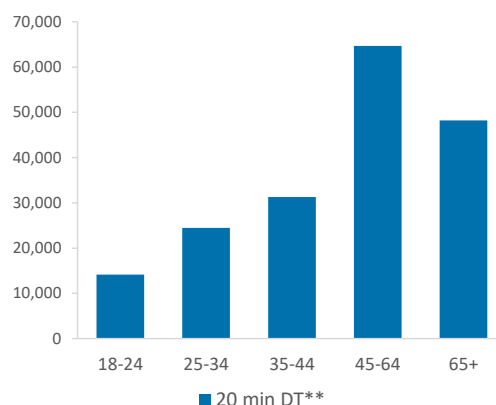
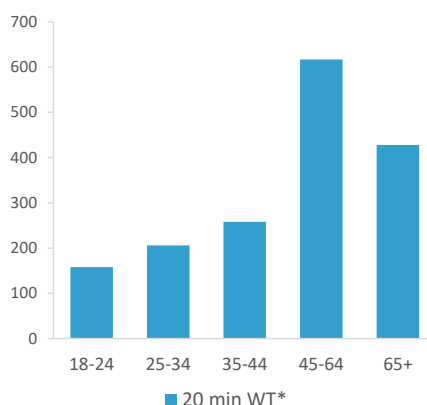
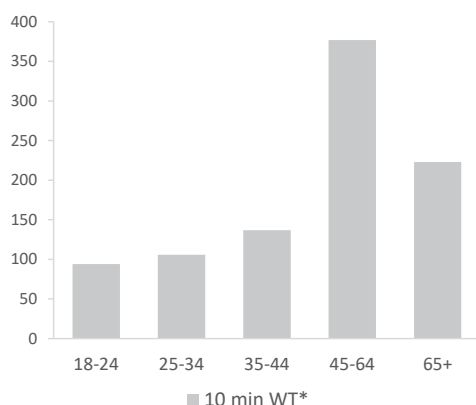
Population	1,188	2,119	235,957	22	11	54
Adults 18+	937	1,667	182,783	21	11	52
Competition Pubs	1	3	181	6	8	44
Adults 18+ per Competition Pub	937	556	1,010	109	65	118
% Adults Likely to Drink	79.7%	80.2%	78.6%	105	105	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	5.2%	3.8%	10.3%	16	11	31
	Medium	48.0%	42.9%	37.3%	126	112	98
	High	46.7%	53.3%	51.0%	171	195	187

*Affluence does not include Not Private Households

Age Profile	18-24	94	158	14,128	97	92	74
	25-34	106	206	24,485	67	73	78
	35-44	137	258	31,292	87	92	100
	45-64	377	617	64,692	124	113	107
	65+	223	428	48,186	98	105	106



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	591 (50%)	1,014 (48%)	114,193 (48%)	102	98	99
	Female	597 (50%)	1,105 (52%)	121,764 (52%)	99	102	101

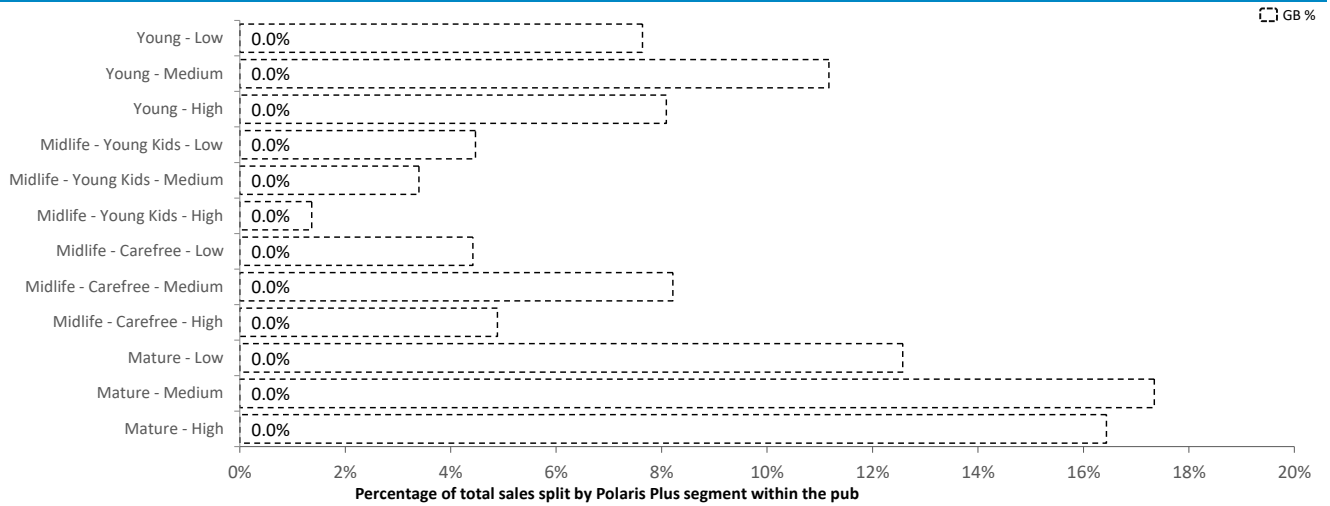
Economic Status (16+)	Employed: Full-time	333 (34%)	554 (32%)	66,195 (35%)	99	93	101
	Employed: Part-time	103 (11%)	194 (11%)	21,611 (11%)	89	95	96
	Self employed	139 (14%)	266 (15%)	22,147 (12%)	155	167	127
	Unemployed	14 (1%)	33 (2%)	4,408 (2%)	52	69	84
	Full-time student	6 (1%)	8 (0%)	2,539 (1%)	26	19	56
	Retired	220 (23%)	392 (23%)	44,836 (24%)	103	104	108
	Other	158 (16%)	281 (16%)	27,618 (15%)	93	93	84

Total Worker Count	673	1,001	93,610
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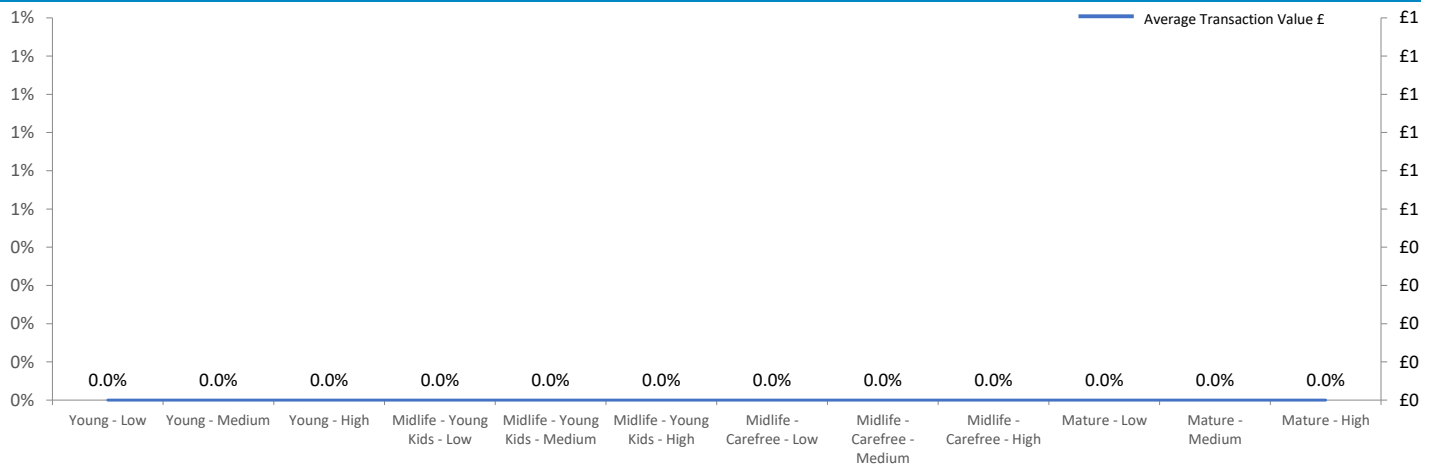
See the Glossary page for further information on the above variables

Transactional Data Summary - White Horse Sundridge

Spend by Polaris Plus

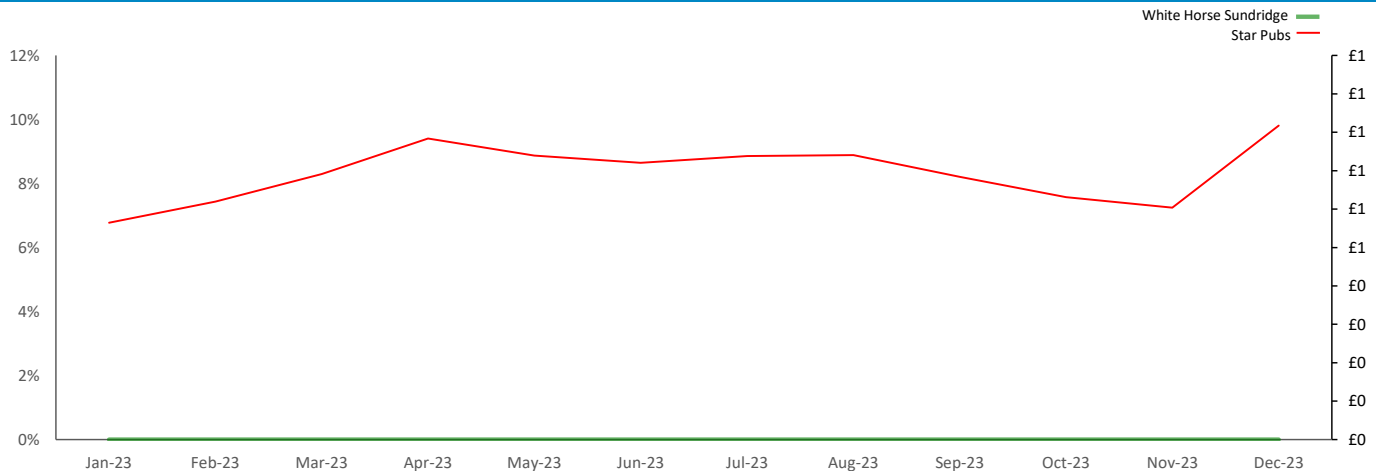


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



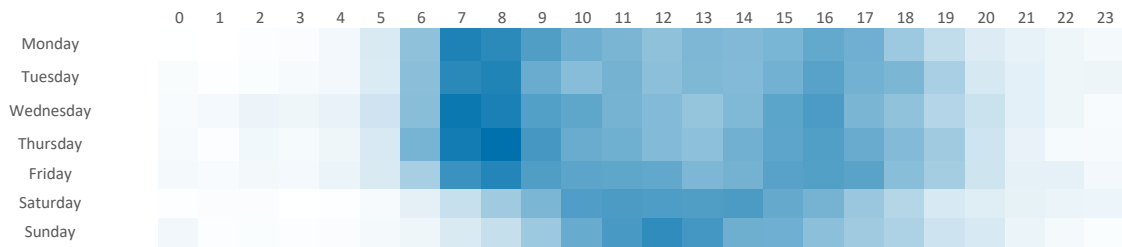
Seasonality of the spend split by month

Mobile Data Summary - White Horse Sundridge



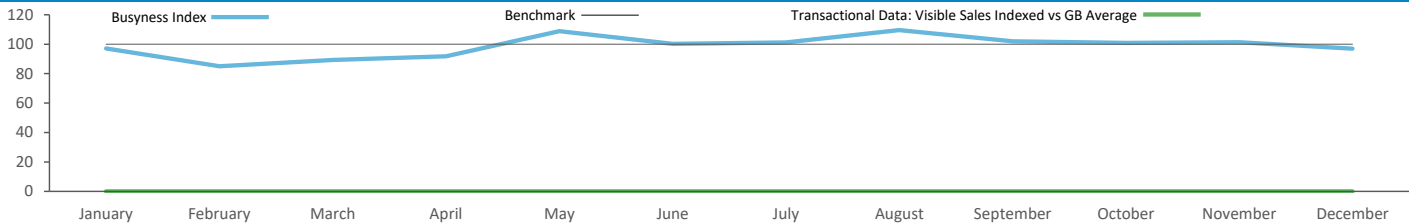
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Time of Day/Day of Week



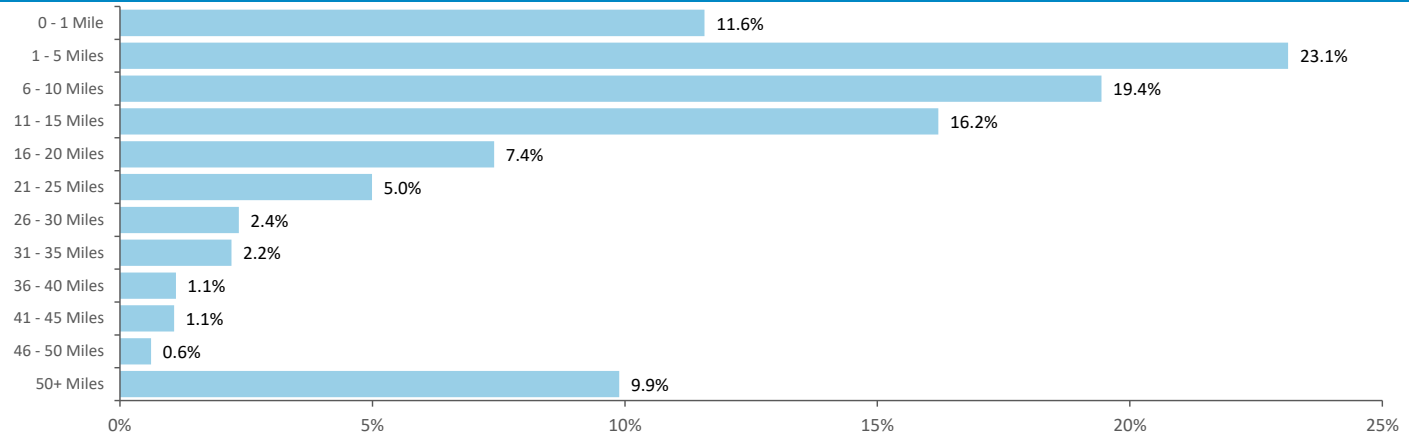
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

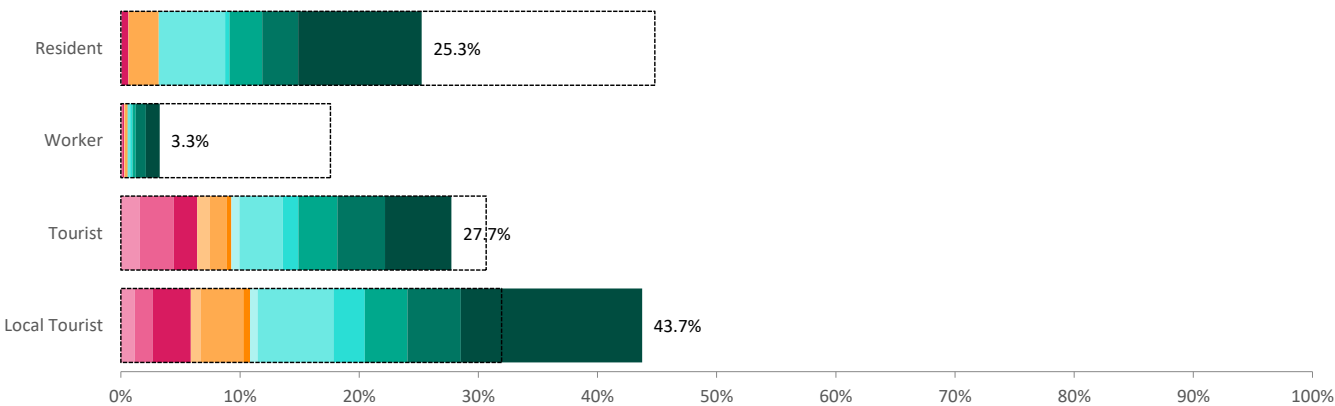
Distance from Home



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



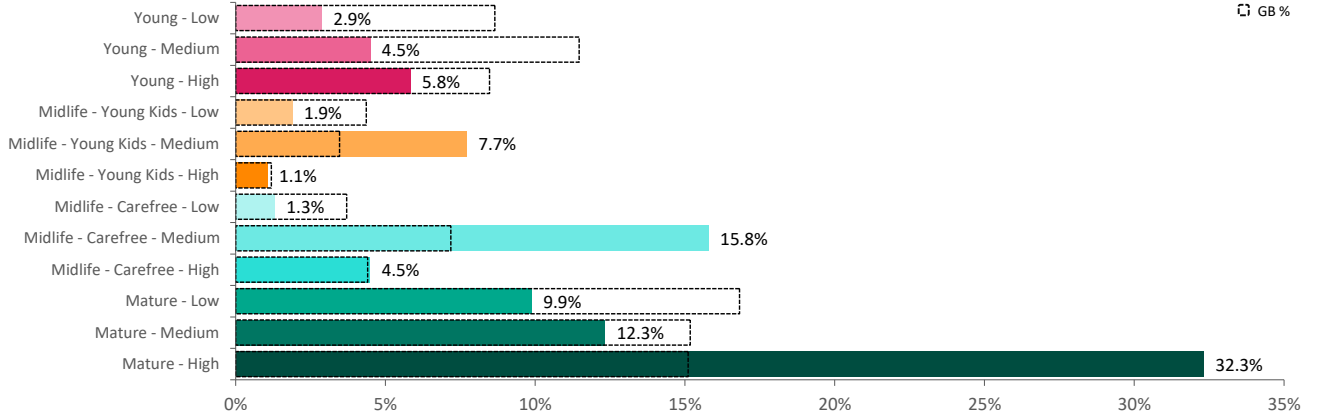
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - White Horse Sundridge



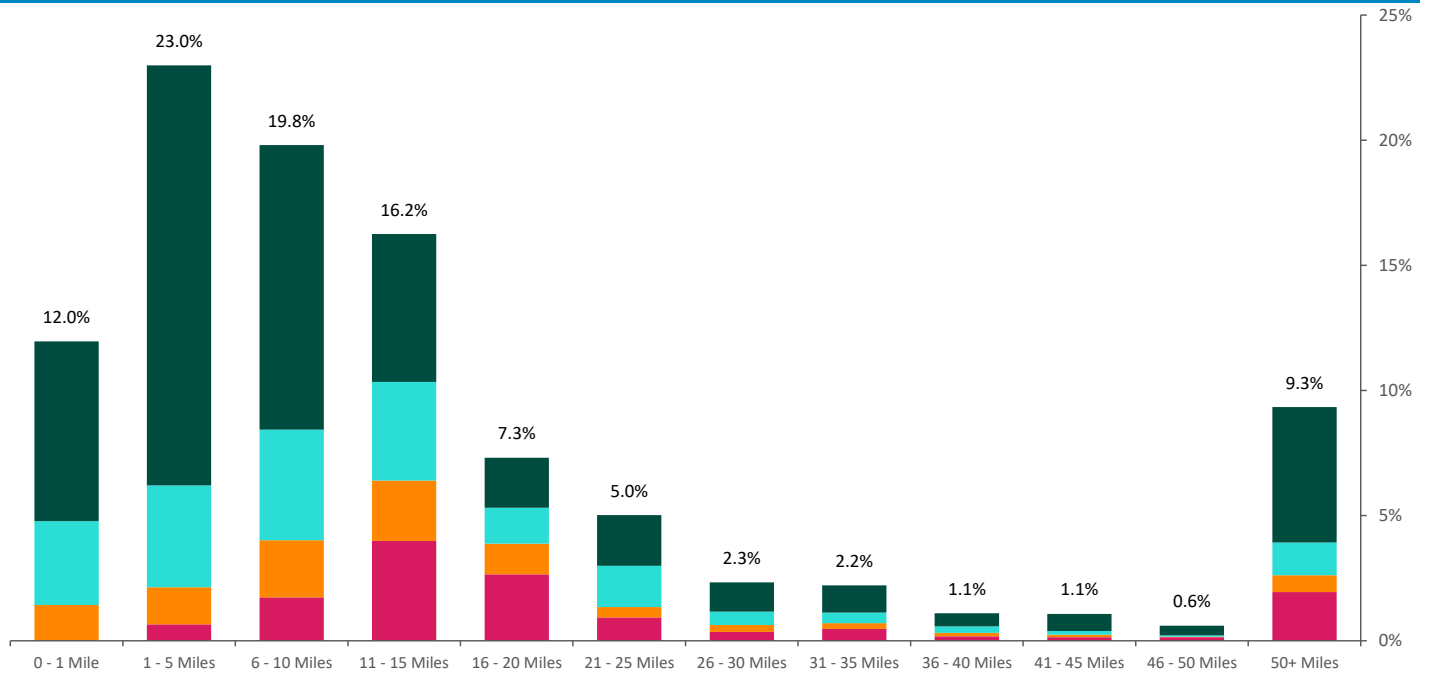
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Polaris Plus Profile



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



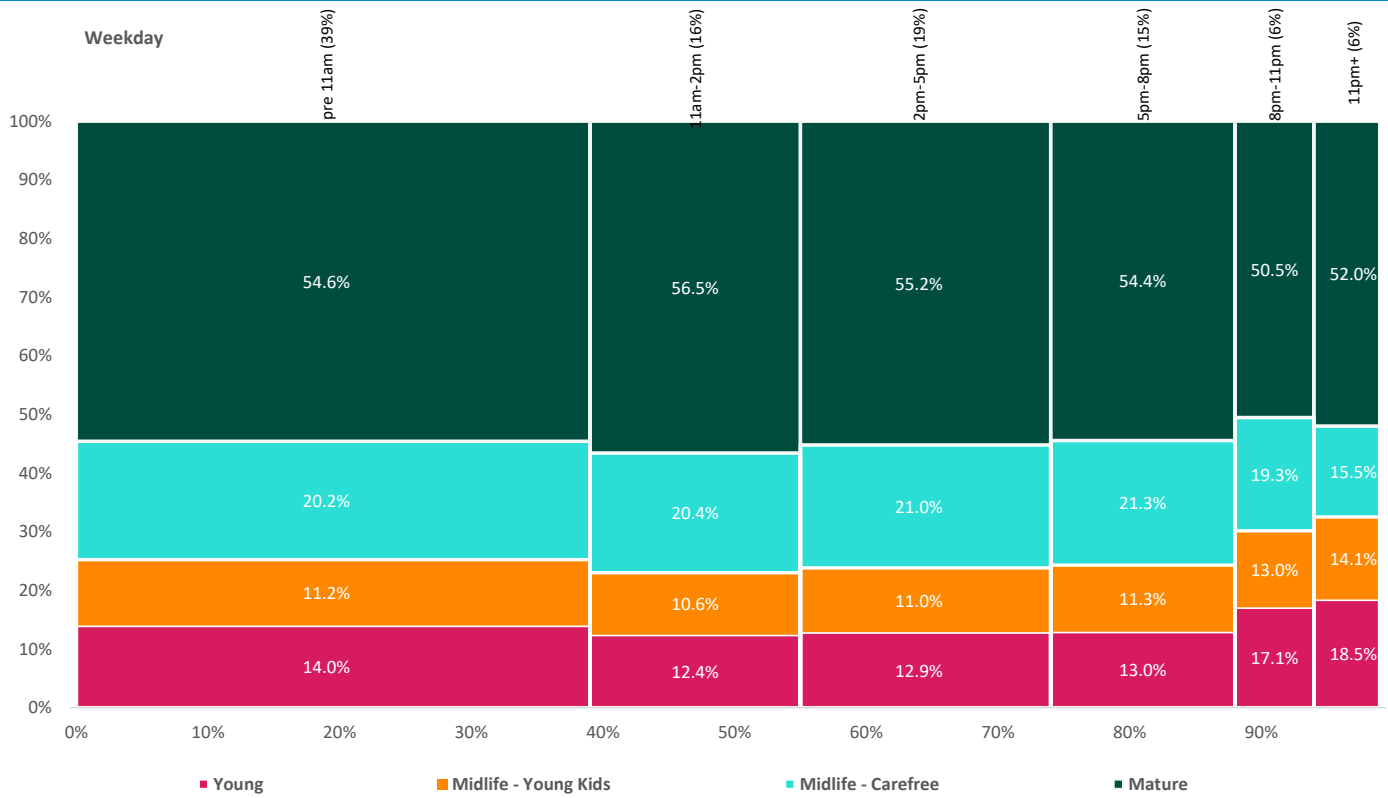
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - White Horse Sundridge

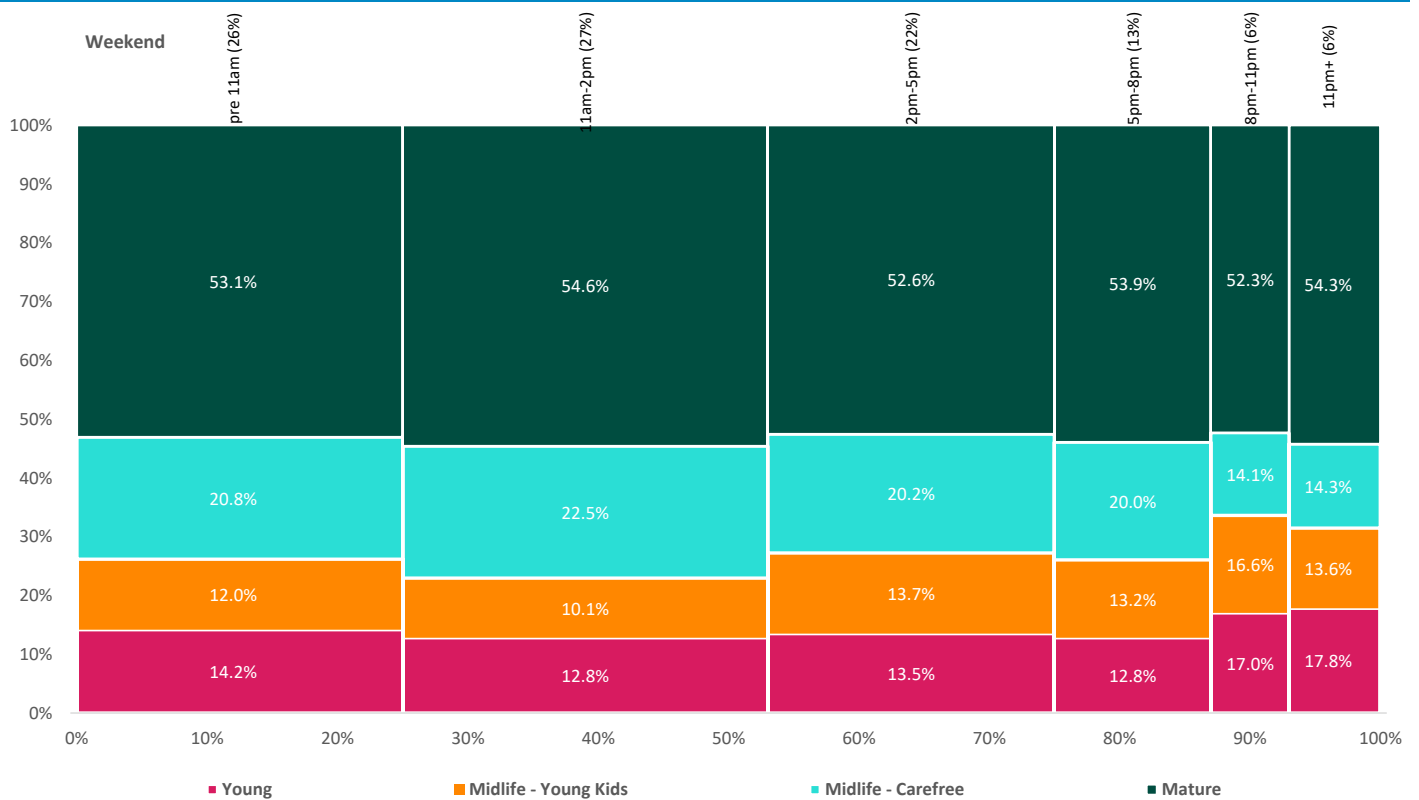


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Time of Day by Polaris: Weekday (Monday to Friday)



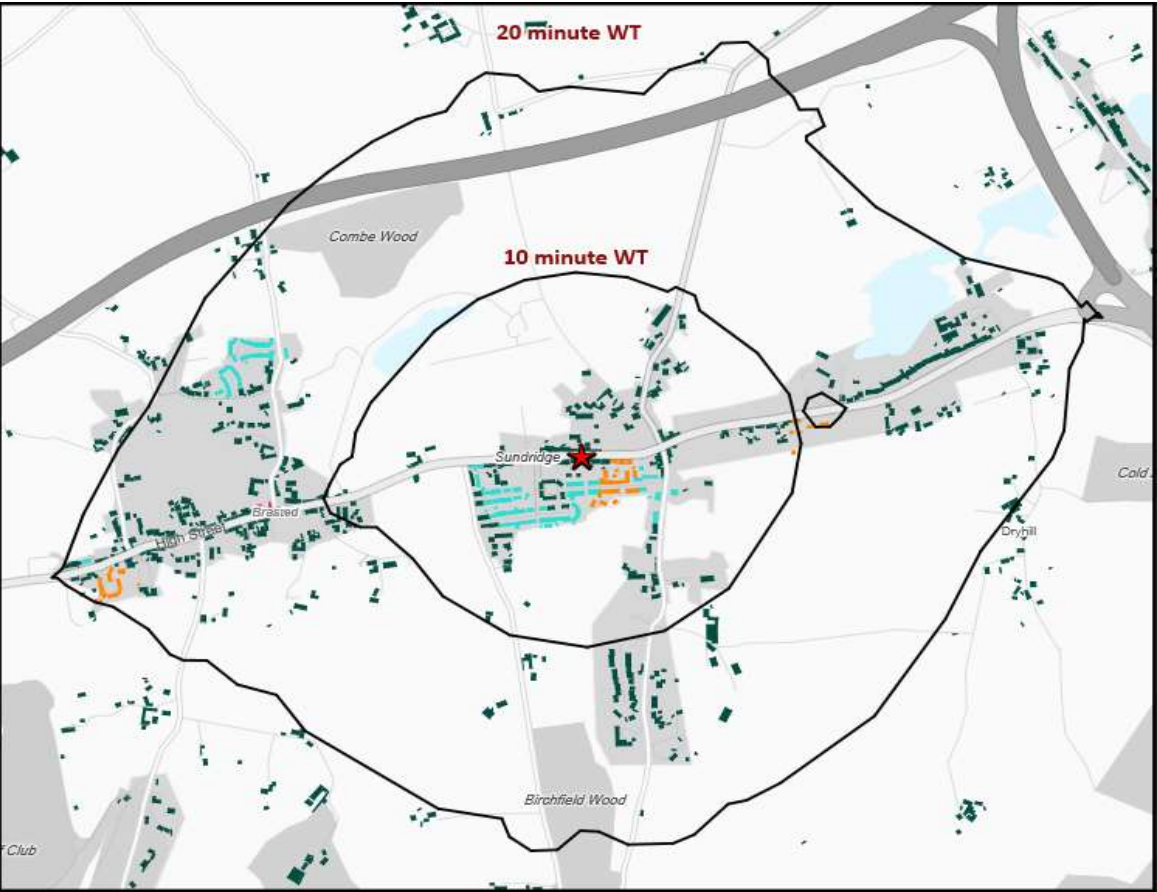
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - White Horse Sundridge



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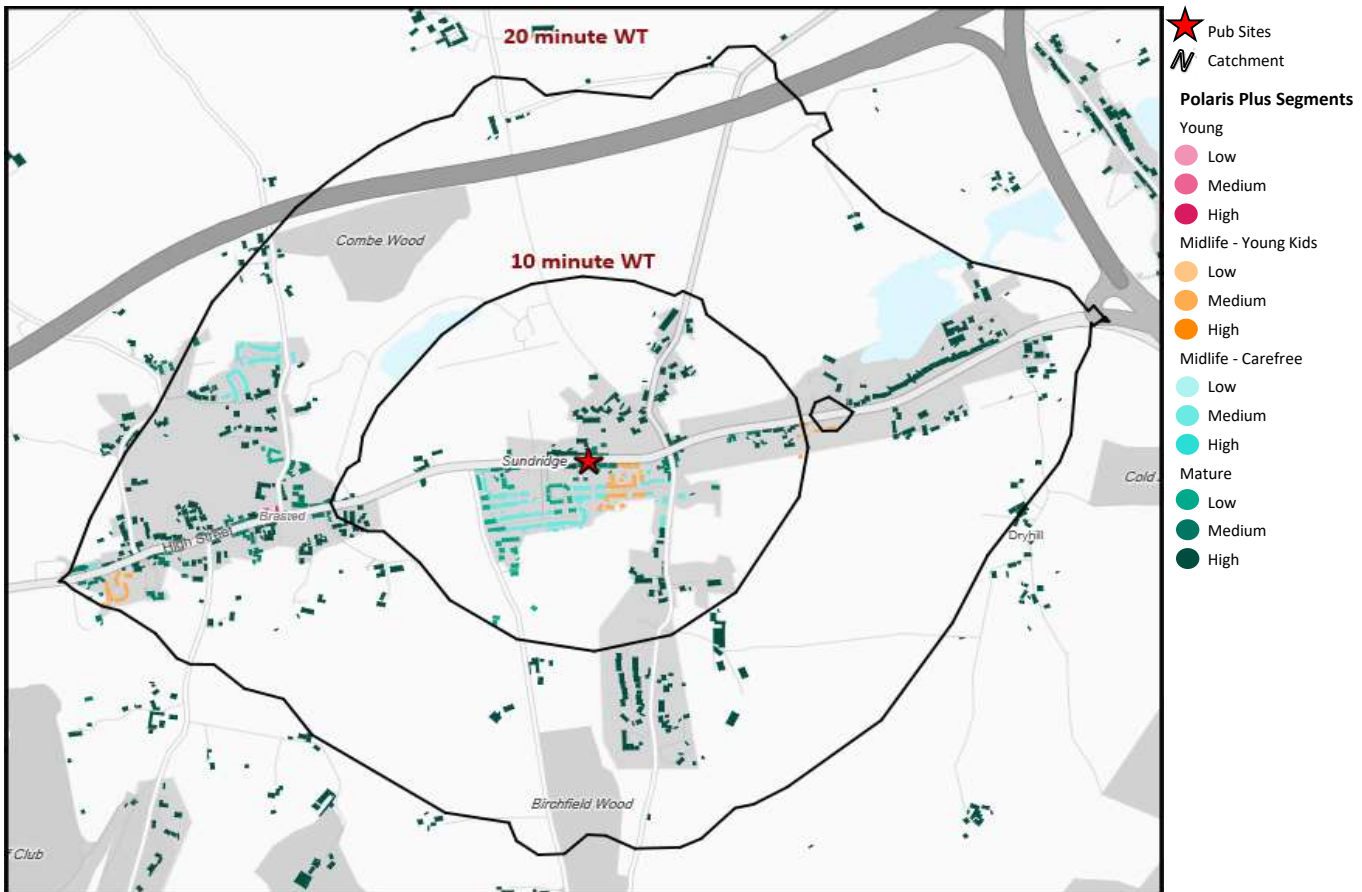


Polaris Profile by Catchment

*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	0	6	19,553	0	1	39
Midlife - Young Kids	80	130	17,410	78	71	87
Midlife - Carefree	202	286	48,339	136	108	167
Mature	655	1,245	95,148	157	168	117
Not Private Households	0	0	2,333	0	0	97
Total	937	1,667	182,783			

Polaris Plus Summary - White Horse Sundridge

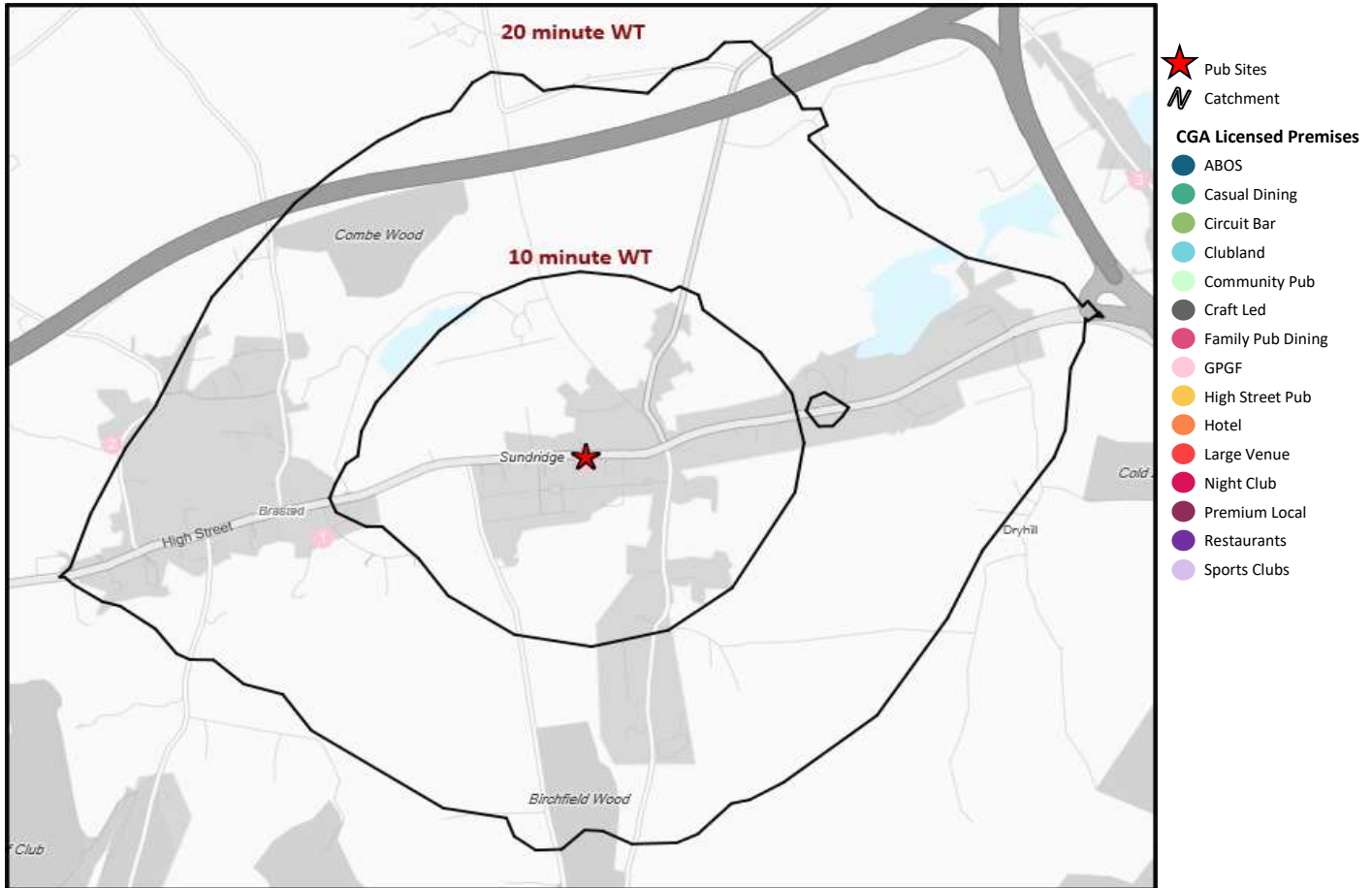


Polaris Plus Profile by Catchment

*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	3,641	0	0	20
Medium	0	0	4,297	0	0	21
High	0	6	11,615	0	5	94
Midlife - Young Kids						
Low	0	0	691	0	0	7
Medium	80	130	14,986	197	180	189
High	0	0	1,733	0	0	85
Midlife - Carefree						
Low	0	0	290	0	0	4
Medium	202	286	35,405	301	239	270
High	0	0	12,644	0	0	155
Mature						
Low	49	63	14,291	38	28	57
Medium	168	299	13,564	114	115	47
High	438	883	67,293	312	353	246
Not Private Households	0	0	2,333	0	0	97
Total	937	1,667	182,783			

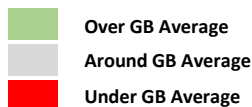
CGA Summary - White Horse Sundridge



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	White Horse	TN14 6EH	Star Pubs & Bars	GPGF	0.0
1	White Hart	TN16 1JE	Mitchells & Butlers	GPGF	0.5
2	Stanhope Arms	TN16 1HZ	Greene King	GPGF	0.9
3	Bricklayers Arms	TN13 2RZ	Harvey	GPGF	1.2

Per Pub Analysis - White Horse Sundridge



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	937	1,667	182,783
Number of Competition Pubs	1	3	181
Adults 18+ per Competition Pub	937	556	1,010

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	48	5.1%	64
Circuit Bar	0	14	1.5%	38
Community Pub	0	79	8.4%	44
Craft Led	0	5	0.5%	14
Great Pub Great Food	1	258	27.5%	156
High Street Pub	0	80	8.6%	46
Premium Local	0	251	26.8%	162

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	93	5.6%	69
Circuit Bar	0	22	1.3%	33
Community Pub	0	127	7.6%	40
Craft Led	0	9	0.5%	15
Great Pub Great Food	3	512	30.7%	174
High Street Pub	0	131	7.9%	43
Premium Local	0	487	29.2%	177

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	15,050	8.2%	102
Circuit Bar	9	4,003	2.2%	54
Community Pub	4	15,977	8.7%	46
Craft Led	0	3,606	2.0%	57
Great Pub Great Food	60	49,349	27.0%	153
High Street Pub	11	14,770	8.1%	44
Premium Local	50	42,000	23.0%	139

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.																																									
	<table><tr><th></th><th>Young</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 Wanting to look good in the group</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>"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."</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> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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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="4">Metropolitan</td><td colspan="8">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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