Catchment Summary - Crown & Sceptre Taunton

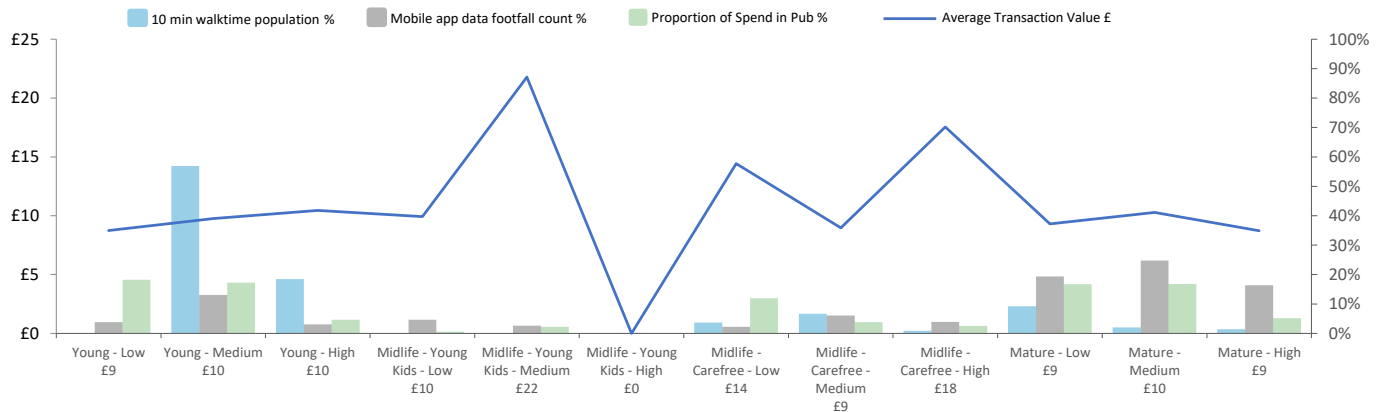| Ship To	Name	Postcode	Operator	Segment	Sparsity
20528	Crown & Sceptre Taunton	TA 1 1NX	Star Pubs & Bars	Family Pub Dining	15

Polaris Segments

- 🔴 Young
- 🟠 Midlife - Young Kids
- 🔵 Midlife - Carefree
- 🟢 Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories: Young - Low £9 | Young - Medium £10 | Young - High £10 | Midlife - Young Kids - Low £10 | Midlife - Young Kids - Medium £22 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £14 | Midlife - Carefree - Medium £9 | Midlife - Carefree - High £18 | Mature - Low £9 | Mature - Medium £10 | Mature - High £9

See the Glossary page for further information on the above variables

Catchment Summary - Crown & Sceptre Taunton

★ star
PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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		7,399	24,314	169,211	138	131	39
					Population & Adults 18+ index is based on all pubs		
Adults 18+		6,162	19,829	134,571	137	130	39
Competition Pubs		19	38	159	106	106	38
Adults 18+ per Competition Pub		324	522	846	38	61	99
% Adults Likely to Drink		79.0%	77.6%	77.6%	104	102	102
Affluence	Low	13.0%	26.0%	33.3%	39	78	100
	Medium	65.6%	56.3%	45.1%	172	148	118
	High	20.8%	16.0%	19.3%	76	59	71
Age Profile	18-24	599	1,930	10,876	99	98	79
	25-34	1,411	3,935	21,630	143	121	96
	35-44	1,174	3,630	21,555	120	113	96
	45-64	1,653	5,685	43,106	87	91	99
	65+	1,325	4,649	37,404	93	100	115
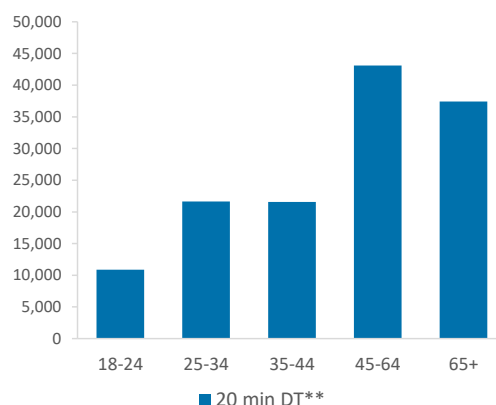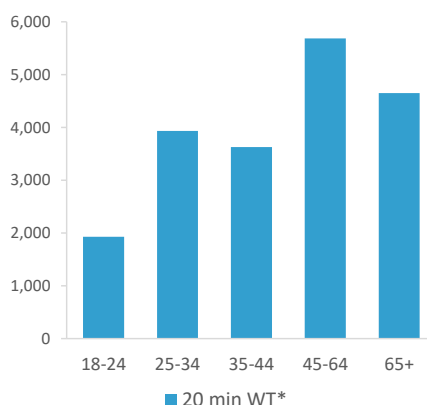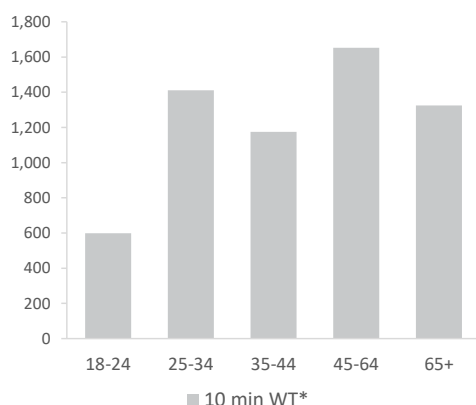
Affluence does not include Not Private Households

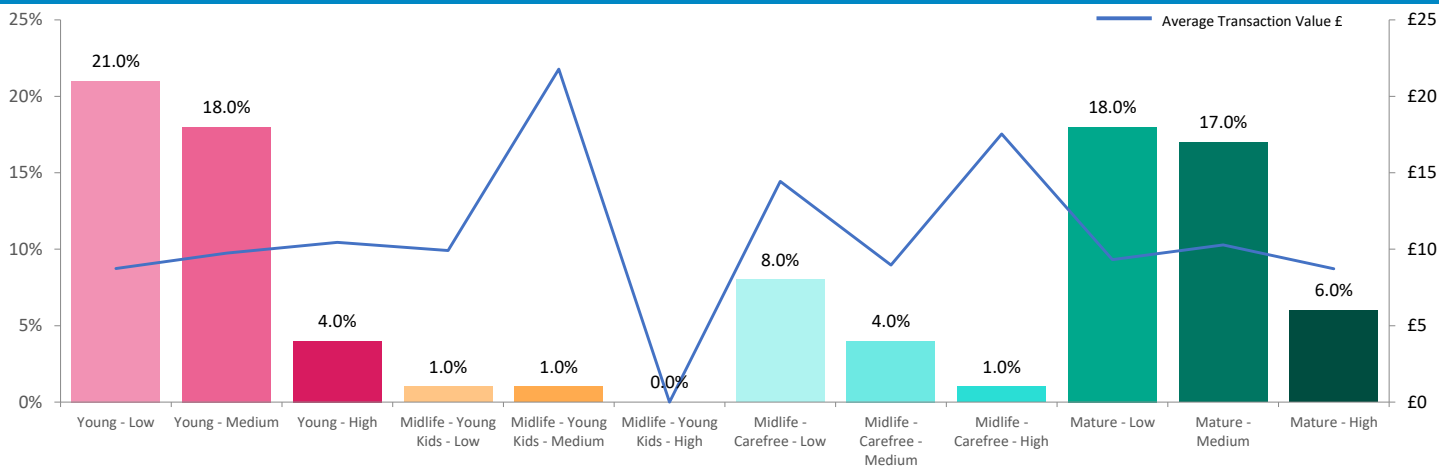|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,694 (50%)	12,145 (50%)	82,982 (49%)	102	102	100
	Female	3,705 (50%)	12,169 (50%)	86,229 (51%)	98	98	100
Economic Status (16+)	Employed: Full-time	2,680 (43%)	8,134 (40%)	49,951 (36%)	123	115	104
	Employed: Part-time	743 (12%)	2,558 (12%)	18,295 (13%)	99	105	111
	Self employed	498 (8%)	1,587 (8%)	12,414 (9%)	86	84	97
	Unemployed	155 (2%)	530 (3%)	3,008 (2%)	89	94	78
	Full-time student	92 (1%)	305 (1%)	2,412 (2%)	61	63	73
	Retired	1,388 (22%)	4,345 (21%)	33,980 (24%)	101	97	112
	Other	745 (12%)	3,013 (15%)	18,793 (14%)	68	84	78
Total Worker Count		8,148	17,552	93,363			

See the Glossary page for further information on the above variables

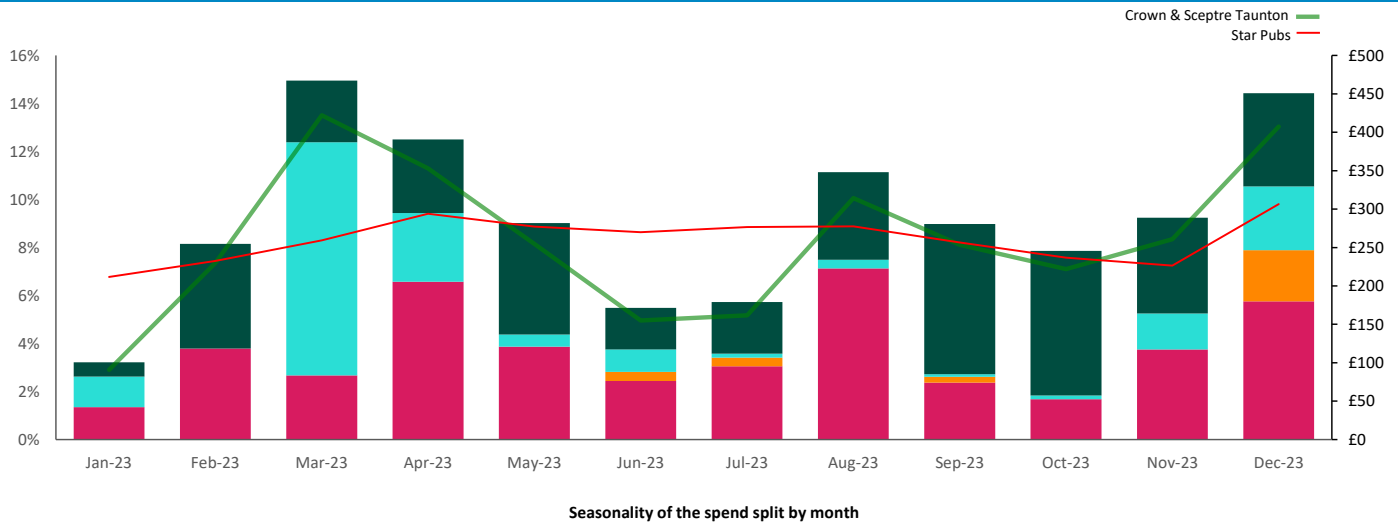# Transactional Data Summary - Crown & Sceptre Taunton

Spend by Polaris Plus

GB %

Segment	%
Young - Low	18.3%
Young - Medium	17.2%
Young - High	4.6%
Midlife - Young Kids - Low	0.6%
Midlife - Young Kids - Medium	2.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	11.9%
Midlife - Carefree - Medium	3.8%
Midlife - Carefree - High	2.6%
Mature - Low	16.7%
Mature - Medium	16.8%
Mature - High	5.2%

Percentage of total sales split by Polaris Plus segment within the pub
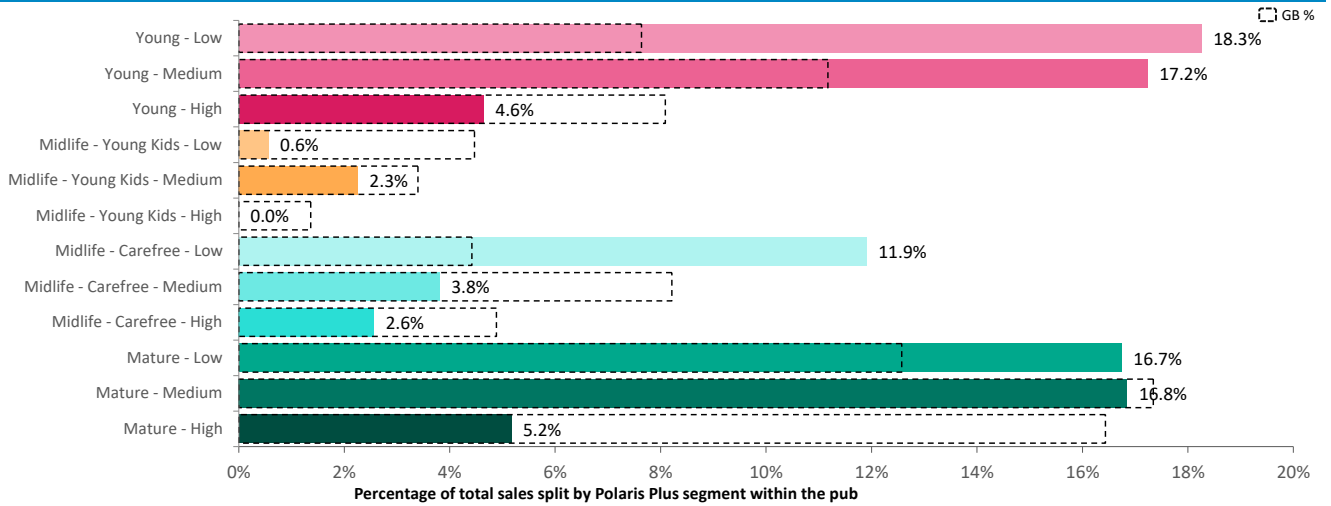
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	21.0%
Young - Medium	18.0%
Young - High	4.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	8.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	1.0%
Mature - Low	18.0%
Mature - Medium	17.0%
Mature - High	6.0%

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

Spend by Month and Polaris

Crown & Sceptre Taunton
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Crown & Sceptre Taunton

star PUBS & BARS

Time of Day/Day of Week
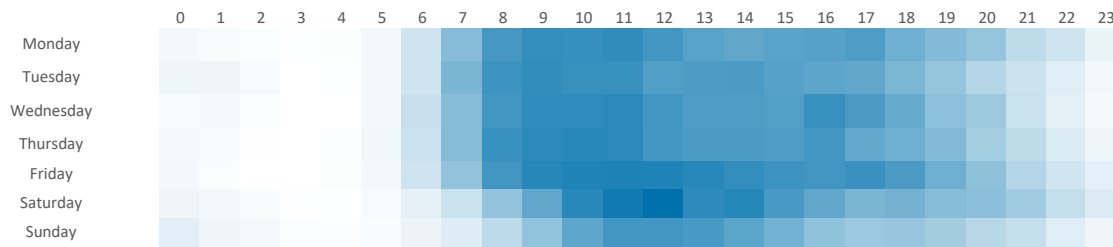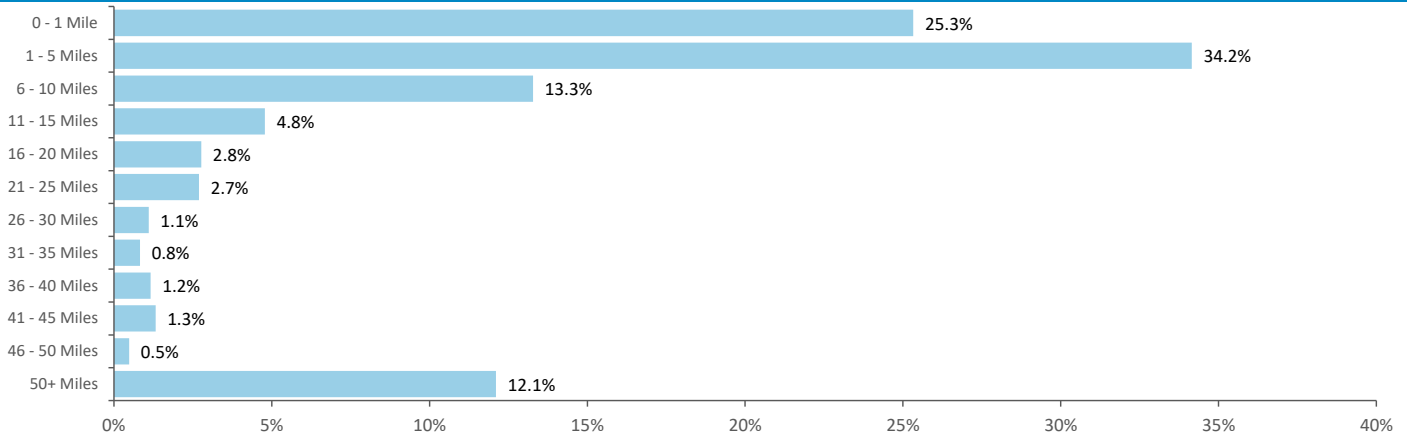

Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month
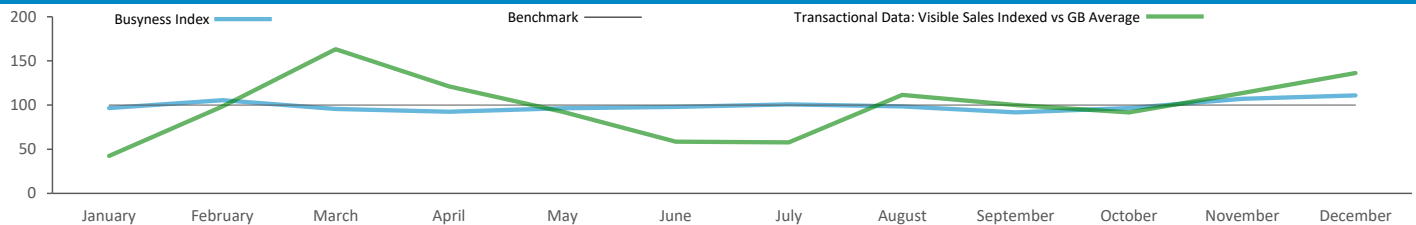
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	25.3%
1 - 5 Miles	34.2%
6 - 10 Miles	13.3%
11 - 15 Miles	4.8%
16 - 20 Miles	2.8%
21 - 25 Miles	2.7%
26 - 30 Miles	1.1%
31 - 35 Miles	0.8%
36 - 40 Miles	1.2%
41 - 45 Miles	1.3%
46 - 50 Miles	0.5%
50+ Miles	12.1%

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

Audience	Percentage
Resident	38.2%
Worker	22.0%
Tourist	20.0%
Local Tourist	19.8%
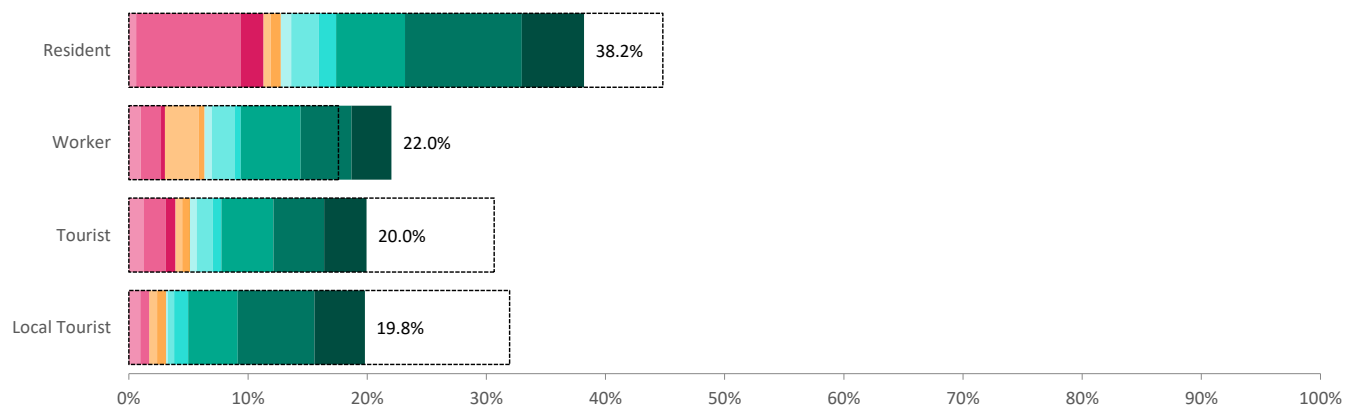
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile

⊡ GB %

Segment	%
Young - Low	3.8%
Young - Medium	13.0%
Young - High	3.1%
Midlife - Young Kids - Low	4.6%
Midlife - Young Kids - Medium	2.6%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	2.2%
Midlife - Carefree - Medium	6.1%
Midlife - Carefree - High	3.9%
Mature - Low	19.3%
Mature - Medium	24.8%
Mature - High	16.4%

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
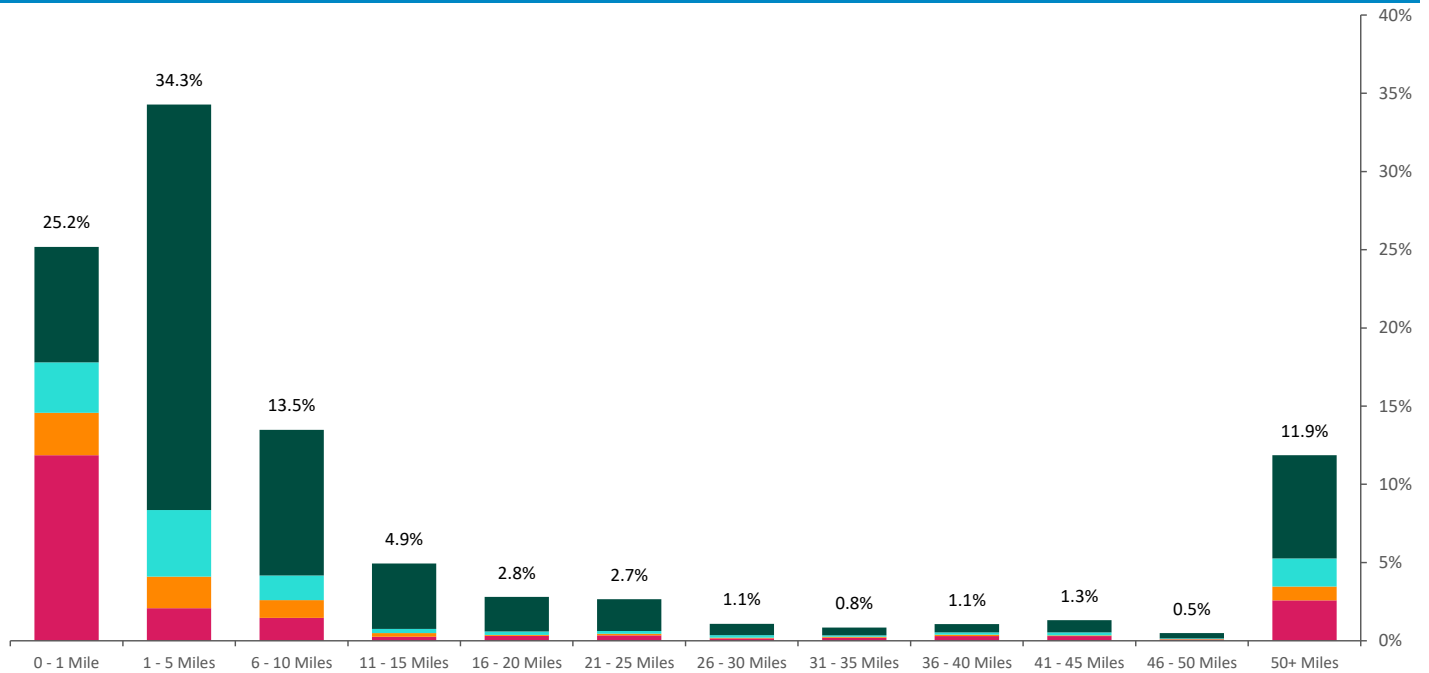
Distance	%
0 - 1 Mile	25.2%
1 - 5 Miles	34.3%
6 - 10 Miles	13.5%
11 - 15 Miles	4.9%
16 - 20 Miles	2.8%
21 - 25 Miles	2.7%
26 - 30 Miles	1.1%
31 - 35 Miles	0.8%
36 - 40 Miles	1.1%
41 - 45 Miles	1.3%
46 - 50 Miles	0.5%
50+ Miles	11.9%

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

Time	pre 11am (31%)	11am-2pm (22%)	2pm-5pm (20%)	5pm-8pm (17%)	8pm-11pm (8%)	11pm+ (2%)
Mature	62.2%	64.5%	62.1%	56.7%	51.7%	43.5%
Midlife - Carefree	12.4%	12.0%	11.4%	12.5%	11.6%	12.3%
Midlife - Young Kids	6.8%	6.8%	7.3%	7.9%	8.6%	9.5%
Young	18.6%	16.7%	19.2%	22.9%	28.1%	29.7%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
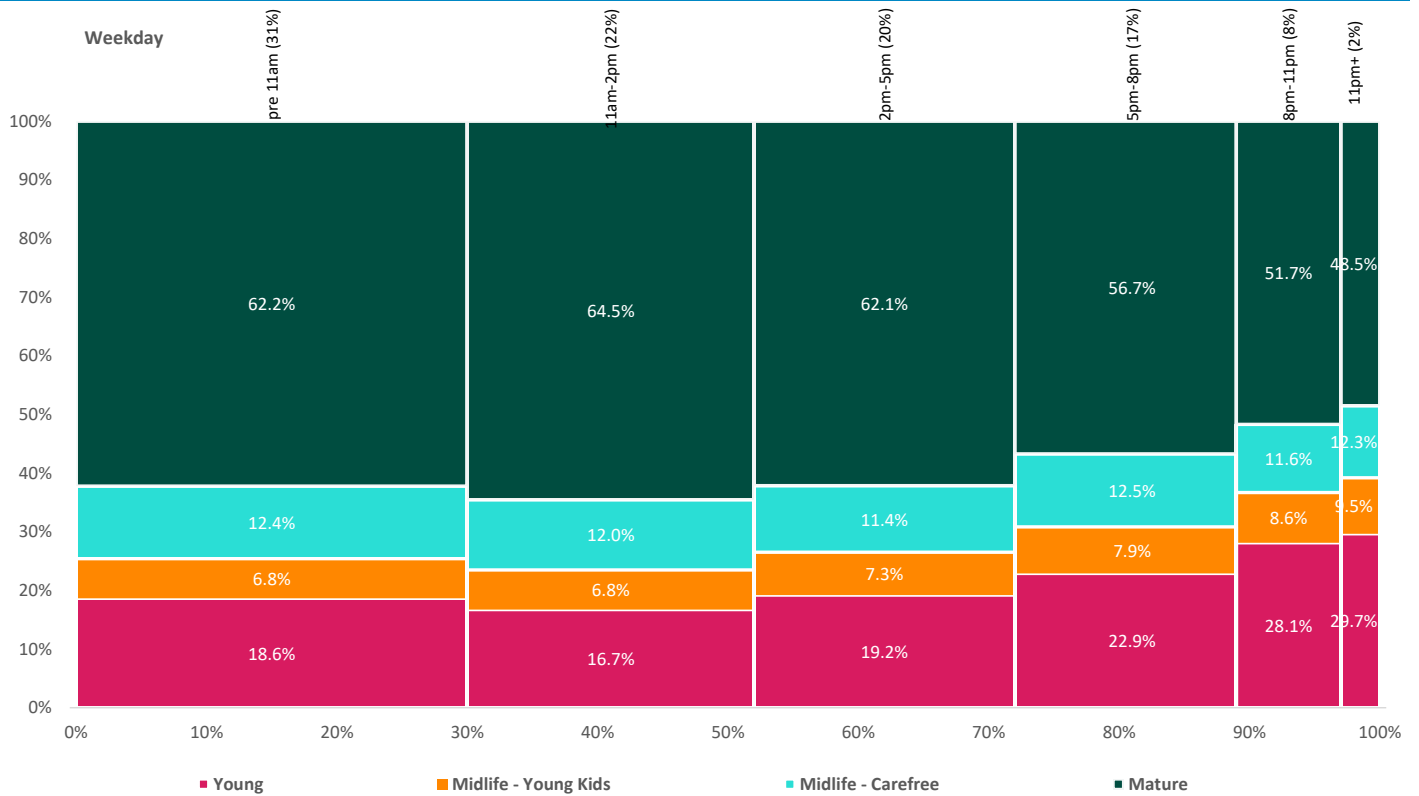
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Time	pre 11am (22%)	11am-2pm (28%)	2pm-5pm (21%)	5pm-8pm (15%)	8pm-11pm (10%)	11pm+ (4%)
Mature	59.4%	62.9%	59.6%	52.7%	50.5%	54.0%
Midlife - Carefree	10.8%	11.6%	11.7%	12.2%	11.0%	8.4%
Midlife - Young Kids	7.8%	7.0%	7.1%	12.0%	12.2%	11.3%
Young	22.0%	18.5%	21.6%	23.1%	26.3%	26.4%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
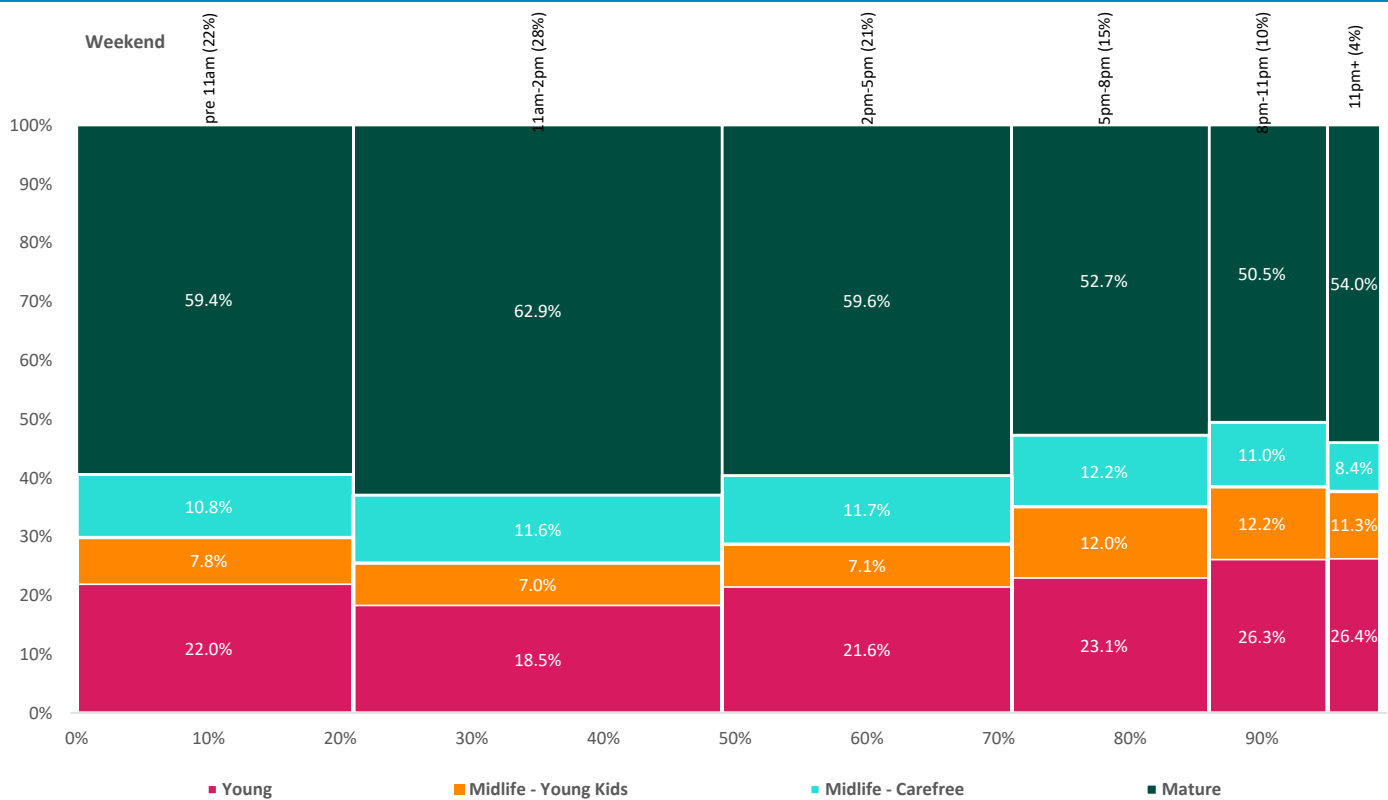
Polaris Summary - Crown & Sceptre Taunton

Pub Sites
Catchment

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
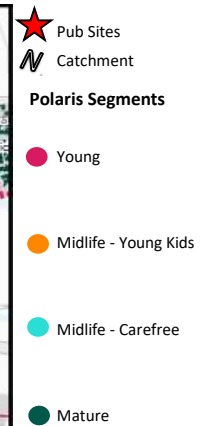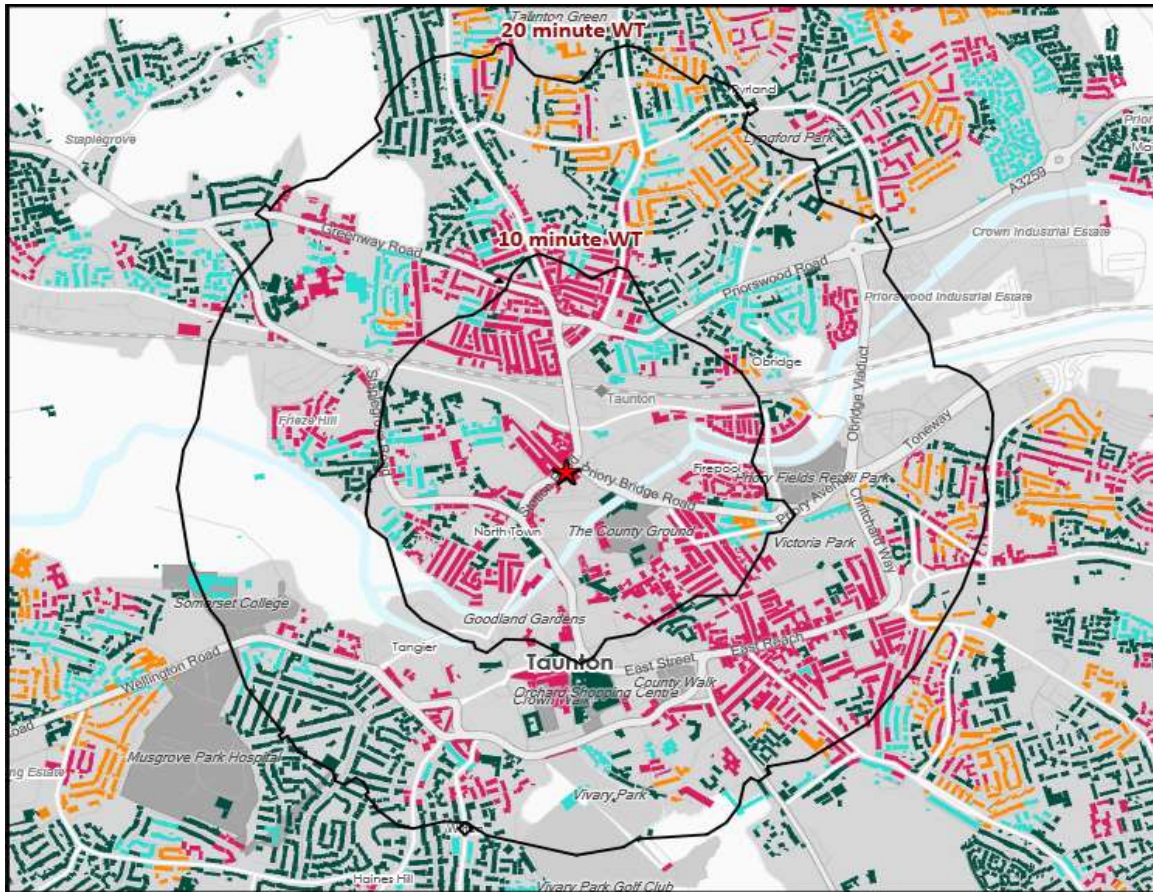
Polaris Profile by Catchment

*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	4,643	10,895	29,913	274	200	81
Midlife - Young Kids	4	1,341	9,061	1	62	62
Midlife - Carefree	695	2,247	14,338	71	72	67
Mature	784	5,029	78,099	29	57	131
Not Private Households	36	317	3,160	45	122	179
Total	6,162	19,829	134,571			

Legend:
- ★ Pub Sites
- N Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
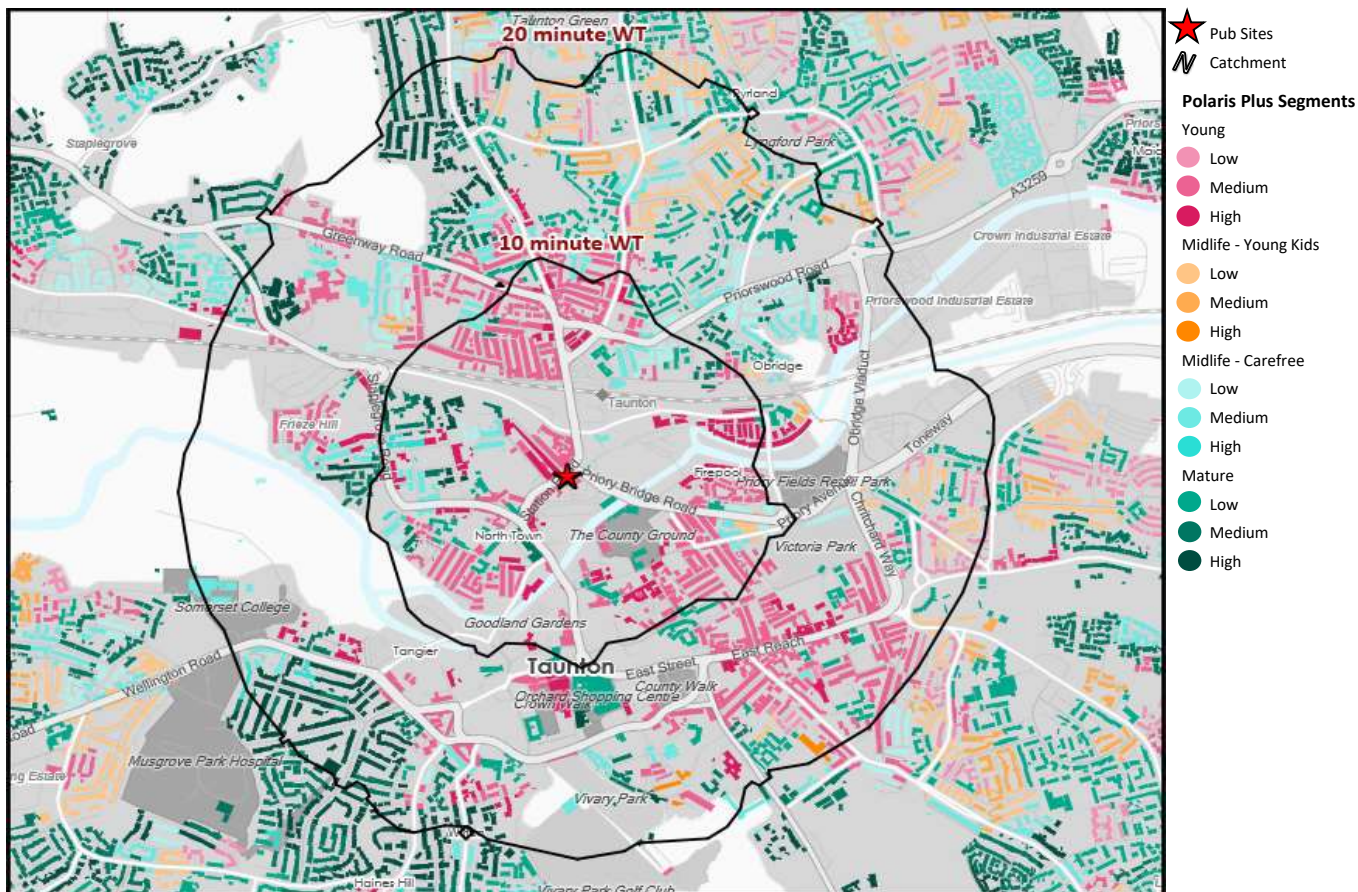
Polaris Plus Profile by Catchment

*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						
Low	0	511	10,271	0	26	78
Medium	3,504	8,208	17,031	518	377	115
High	1,139	2,176	2,611	275	163	29
Midlife - Young Kids						
Low	4	1,005	4,236	1	92	57
Medium	0	309	4,798	0	36	82
High	0	27	27	0	12	2
Midlife - Carefree						
Low	227	642	2,709	87	77	48
Medium	413	1,538	7,354	94	108	76
High	55	67	4,275	20	8	71
Mature						
Low	568	3,001	27,633	67	110	149
Medium	127	1,117	31,455	13	36	149
High	89	911	19,011	10	31	94
Not Private Households	36	317	3,160	45	122	179
Total	6,162	19,829	134,571			

CGA Summary - Crown & Sceptre Taunton
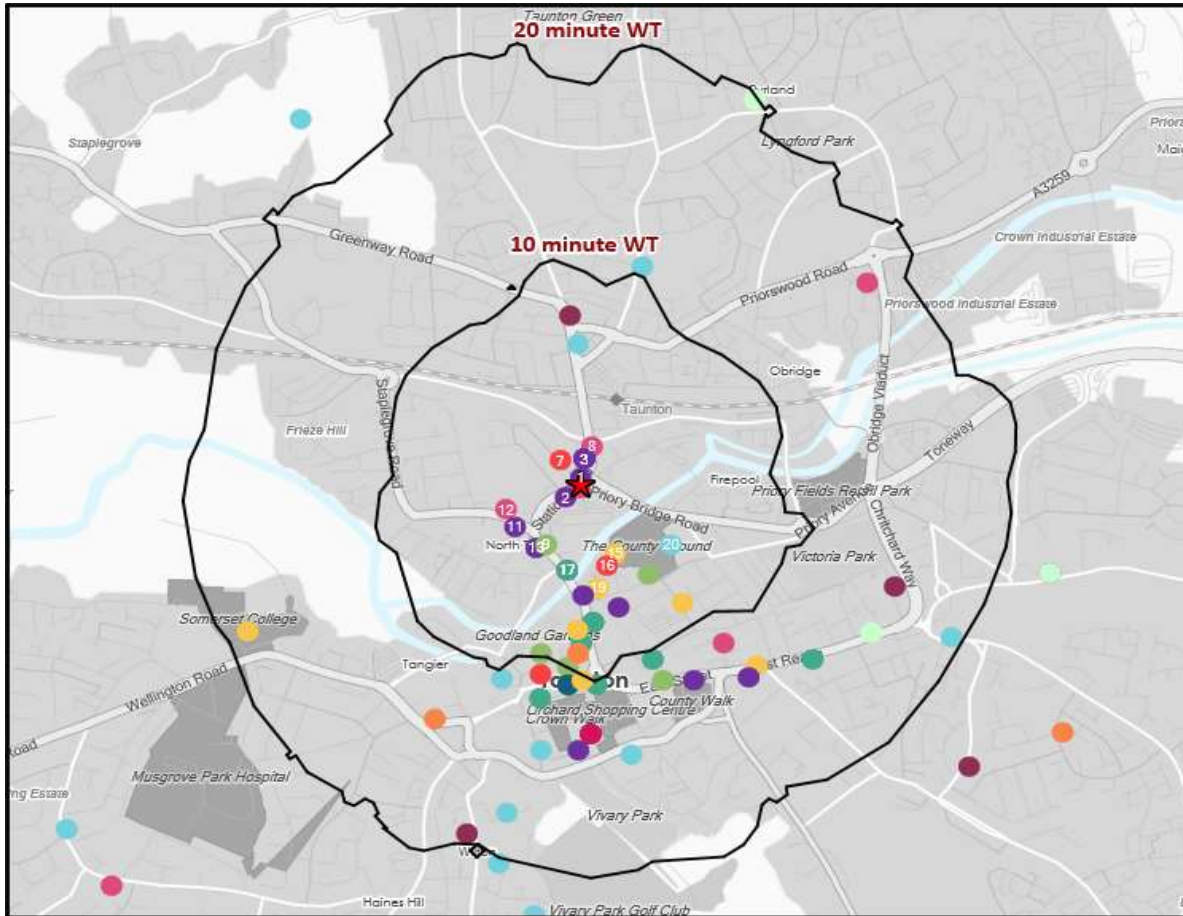
Legend:
- ⭐ Pub Sites
- N Catchment

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	Crown & Sceptre	TA 1 1NX	Star Pubs & Bars	Family Pub Dining	0.0
1	Turmeric Kitchen	TA 1 1PA	Independent Free	Restaurants	0.0
2	Venezia	TA 1 1NS	Independent Free	Restaurants	0.0
3	Plough Inn	TA 1 1PB	Independent Free	Family Pub Dining	0.1
3	Lotus Flower	TA 1 1PB	Independent Free	Restaurants	0.1
3	China China	TA 1 1PB	Independent Free	Restaurants	0.1
3	Dynasty Indian Cuisine	TA 1 1PB	Independent Free	Restaurants	0.1
7	Albemarle Centre	TA 1 1BA	Independent Free	Large Venue	0.1
8	Ale House	TA 1 1PD	Admiral Taverns Ltd	Family Pub Dining	0.1
9	Black Horse	TA 1 1UD	Stonegate Pub Company	Circuit Bar	0.1
9	Coal Orchard	TA 1 1UD	Independent Free	Circuit Bar	0.1
11	Maharaj Tandoori	TA 1 1DE	Independent Free	Restaurants	0.2
12	Kings Arms Hotel	TA 1 1DQ	Stonegate Pub Company	Family Pub Dining	0.2
13	Bare Grills	TA 1 1TP	Independent Free	Casual Dining	0.2
13	Skewer House	TA 1 1TP	Independent Free	Restaurants	0.2
15	Eat The Bird	TA 1 1AE	*Other Small Retail Groups	High Street Pub	0.2
16	Brewhouse Theatre & Arts Centre	TA 1 1JL	Independent Free	Large Venue	0.2
17	Zinc	TA 1 1UB	Stonegate Pub Company	Night Club	0.2
17	Pizza Express	TA 1 1UB	Hony Capital	Casual Dining	0.2
19	Little Wine Shop Social Wine Bar	TA 1 1JJ	Independent Free	High Street Pub	0.2
20	Somerset County Cricket Club	TA 1 1JT	Independent Free	Clubland	0.2

Per Pub Analysis - Crown & Sceptre Taunton

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+	6,162	19,829	134,571
Number of Competition Pubs	19	38	159
Adults 18+ per Competition Pub	324	522	846

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,050	17.0%	211
Circuit Bar	5	437	7.1%	175
Community Pub	0	618	10.0%	52
Craft Led	0	698	11.3%	328
Great Pub Great Food	0	1,074	17.4%	99
High Street Pub	6	827	13.4%	73
Premium Local	1	781	12.7%	77

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	2,422	12.2%	152
Circuit Bar	6	1,252	6.3%	156
Community Pub	2	3,238	16.3%	85
Craft Led	0	1,598	8.1%	233
Great Pub Great Food	0	2,838	14.3%	81
High Street Pub	9	3,504	17.7%	96
Premium Local	3	2,481	12.5%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	7,525	5.6%	69
Circuit Bar	11	5,875	4.4%	108
Community Pub	15	30,545	22.7%	119
Craft Led	0	3,698	2.7%	79
Great Pub Great Food	15	21,318	15.8%	90
High Street Pub	20	28,842	21.4%	116
Premium Local	17	23,546	17.5%	106

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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
Product needs	• 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**

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.

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			