

## Catchment Summary - Fox & Hounds Surbiton



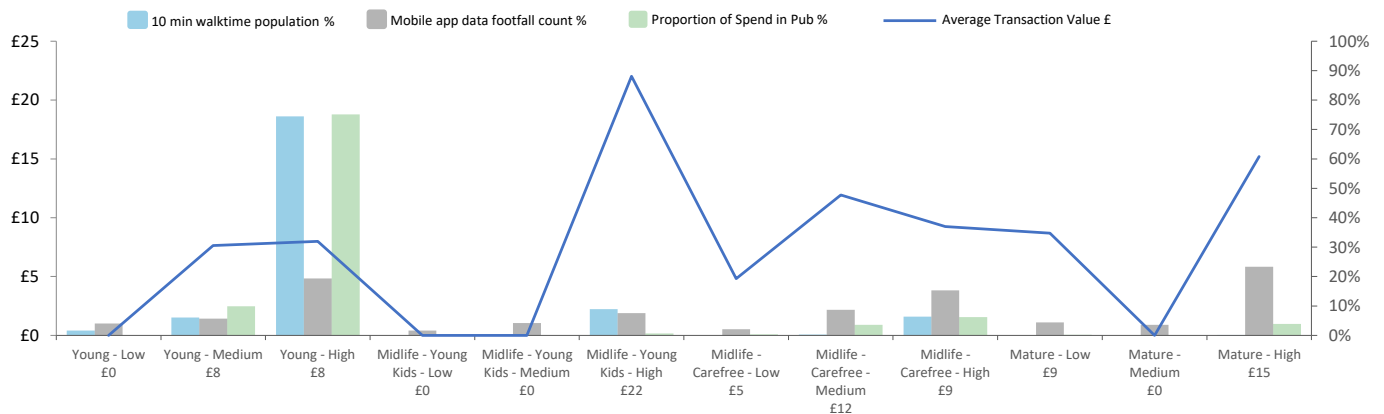
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Ship To	Name	Postcode	Operator	Segment	Sparsity
48036	Fox & Hounds Surbiton	KT 6 4HS	Star Pubs & Bars	Premium Local	3



- ★ 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 - Fox & Hounds Surbiton

Over GB Average  
Around GB Average  
Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

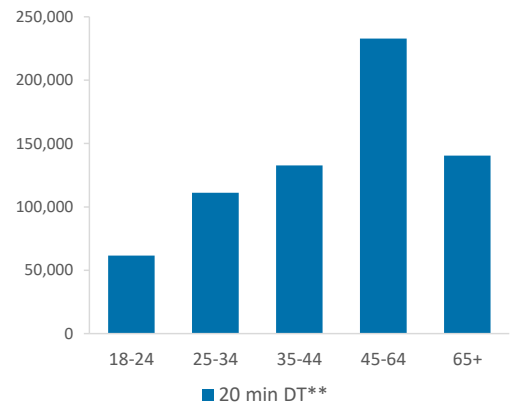
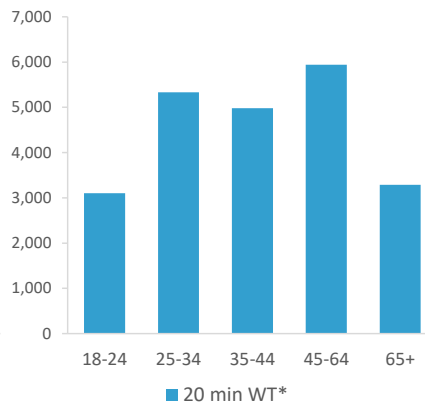
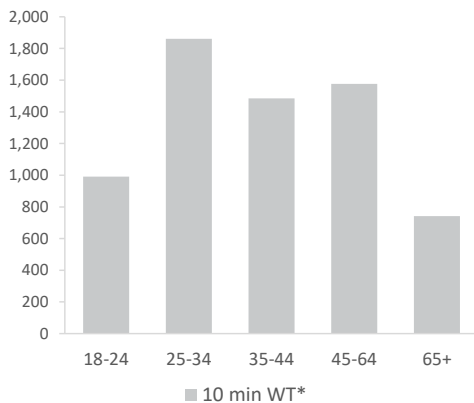
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	7,889	27,268	868,677	147	147	198
Adults 18+	6,655	22,646	678,833	148	148	194
Competition Pubs	12	27	410	67	75	99
Adults 18+ per Competition Pub	555	839	1,656	65	98	193
% Adults Likely to Drink	78.6%	78.6%	77.3%	103	103	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	1.7%	6.2%	13.0%	5	19	39
	Medium	6.4%	9.9%	17.4%	17	26	46
	High	89.9%	82.8%	68.6%	329	303	251

\*Affluence does not include Not Private Households

Age Profile	18-24	991	3,102	61,511	154	140	87
	25-34	1,861	5,332	111,173	177	147	96
	35-44	1,485	4,982	132,749	142	138	115
	45-64	1,576	5,943	232,914	78	85	104
	65+	742	3,287	140,486	49	63	84



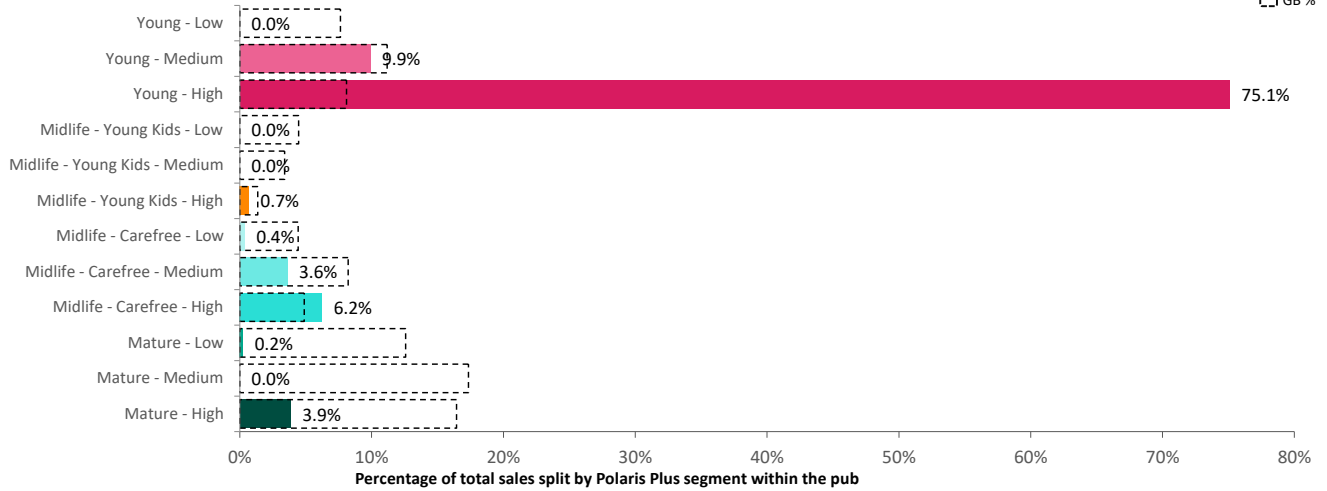
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,791 (48%)	13,281 (49%)	419,676 (48%)	98	99	99
	Female	4,098 (52%)	13,987 (51%)	449,001 (52%)	102	101	101
Economic Status (16+)	Employed: Full-time	3,181 (47%)	10,111 (44%)	264,000 (38%)	136	127	109
	Employed: Part-time	569 (8%)	2,050 (9%)	72,647 (10%)	71	75	87
	Self employed	753 (11%)	2,611 (11%)	89,125 (13%)	120	122	138
	Unemployed	216 (3%)	655 (3%)	20,614 (3%)	115	103	106
	Full-time student	281 (4%)	931 (4%)	14,243 (2%)	174	170	86
	Retired	676 (10%)	2,773 (12%)	124,110 (18%)	46	55	81
	Other	1,102 (16%)	3,969 (17%)	115,950 (17%)	93	99	95
Total Worker Count		2,814	8,840	283,249			

See the Glossary page for further information on the above variables

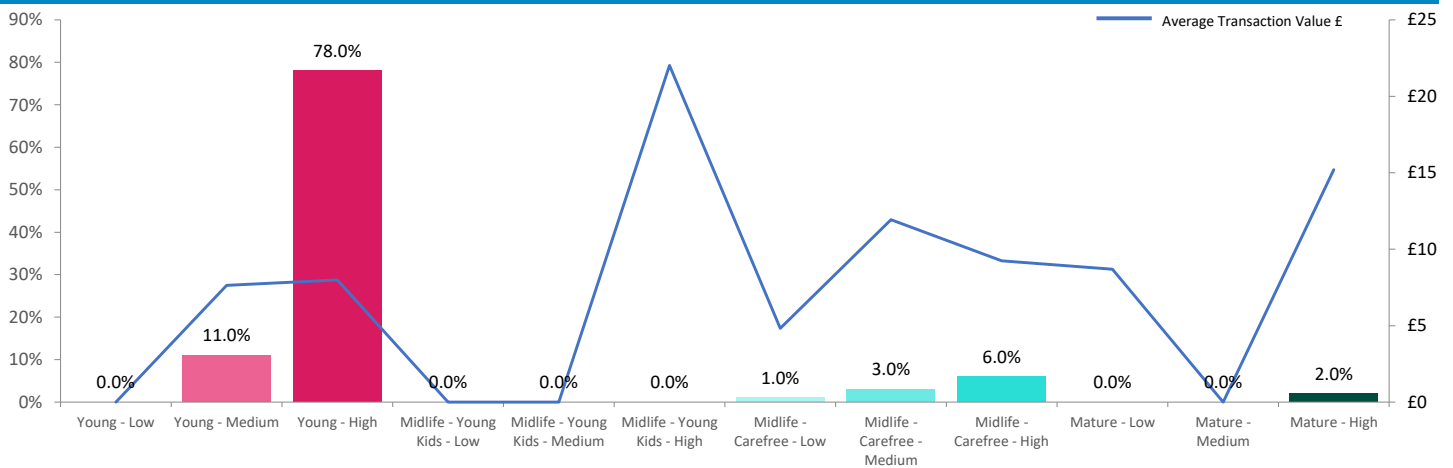
# Transactional Data Summary - Fox & Hounds Surbiton

## Spend by Polaris Plus

GB %

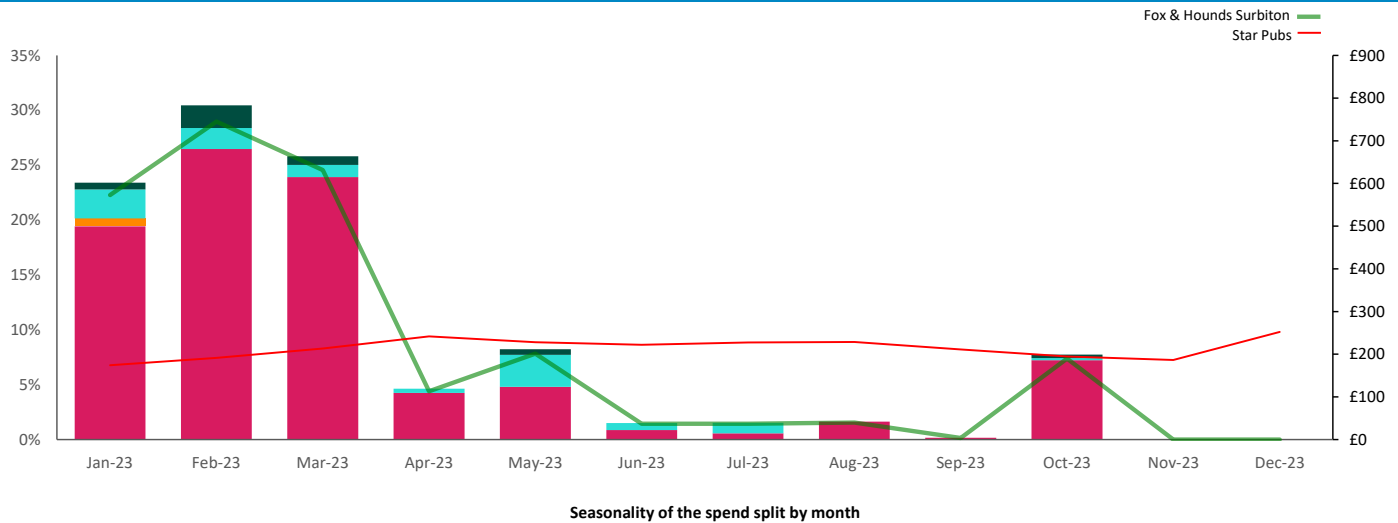


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

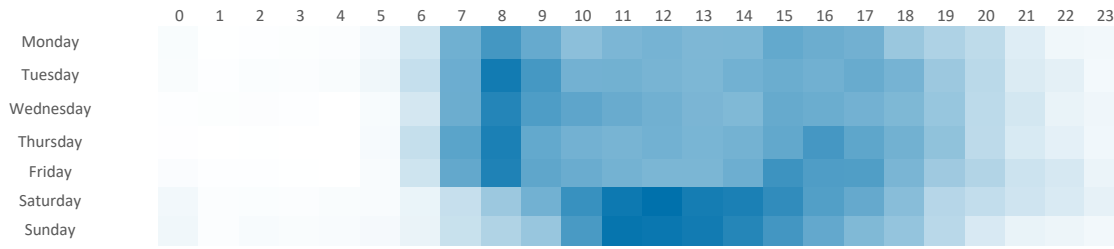


# Mobile Data Summary - Fox & Hounds Surbiton



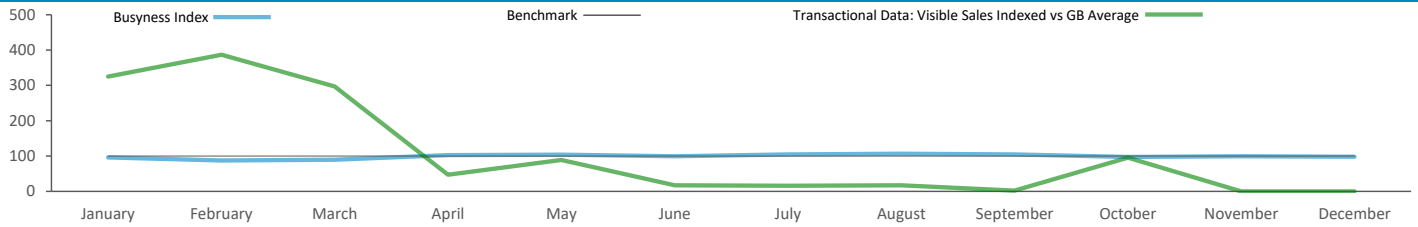
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## Time of Day/Day of Week



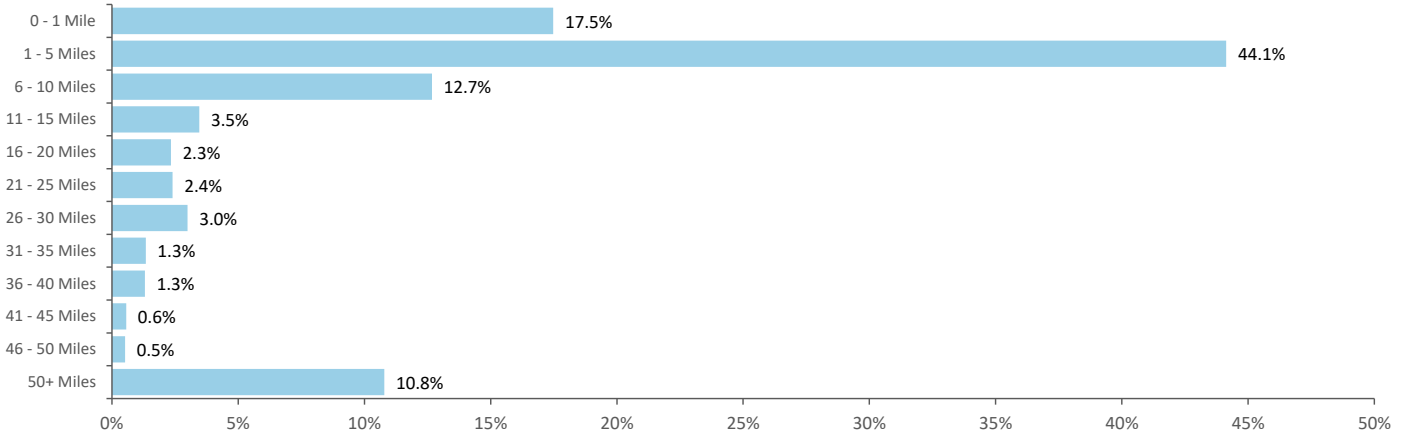
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

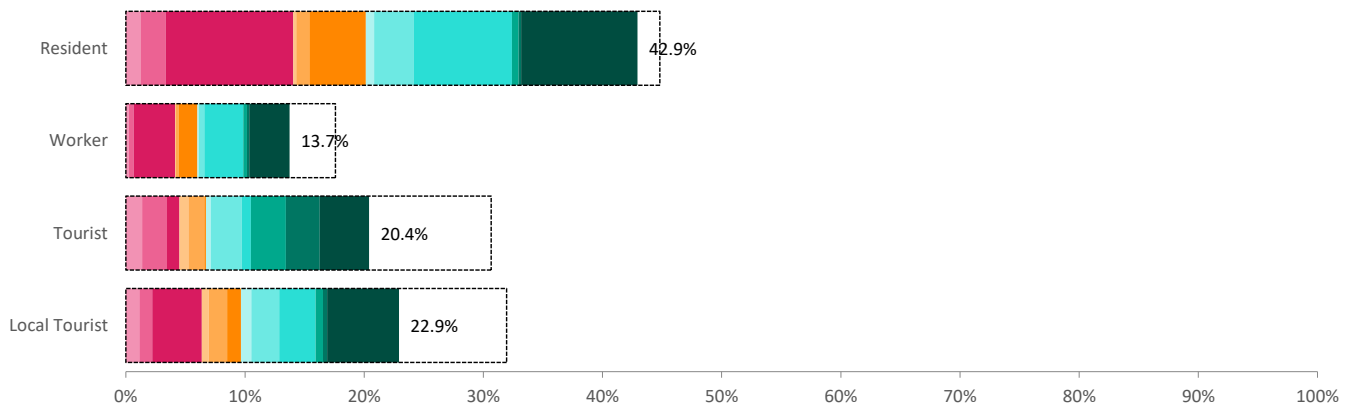
## Distance from Home



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



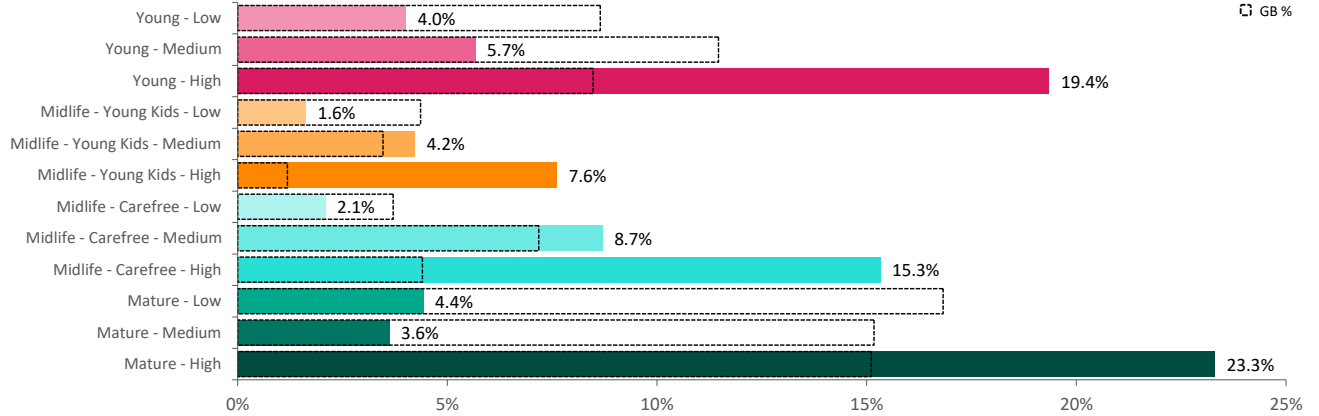
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

## Mobile Data Summary - Fox & Hounds Surbiton



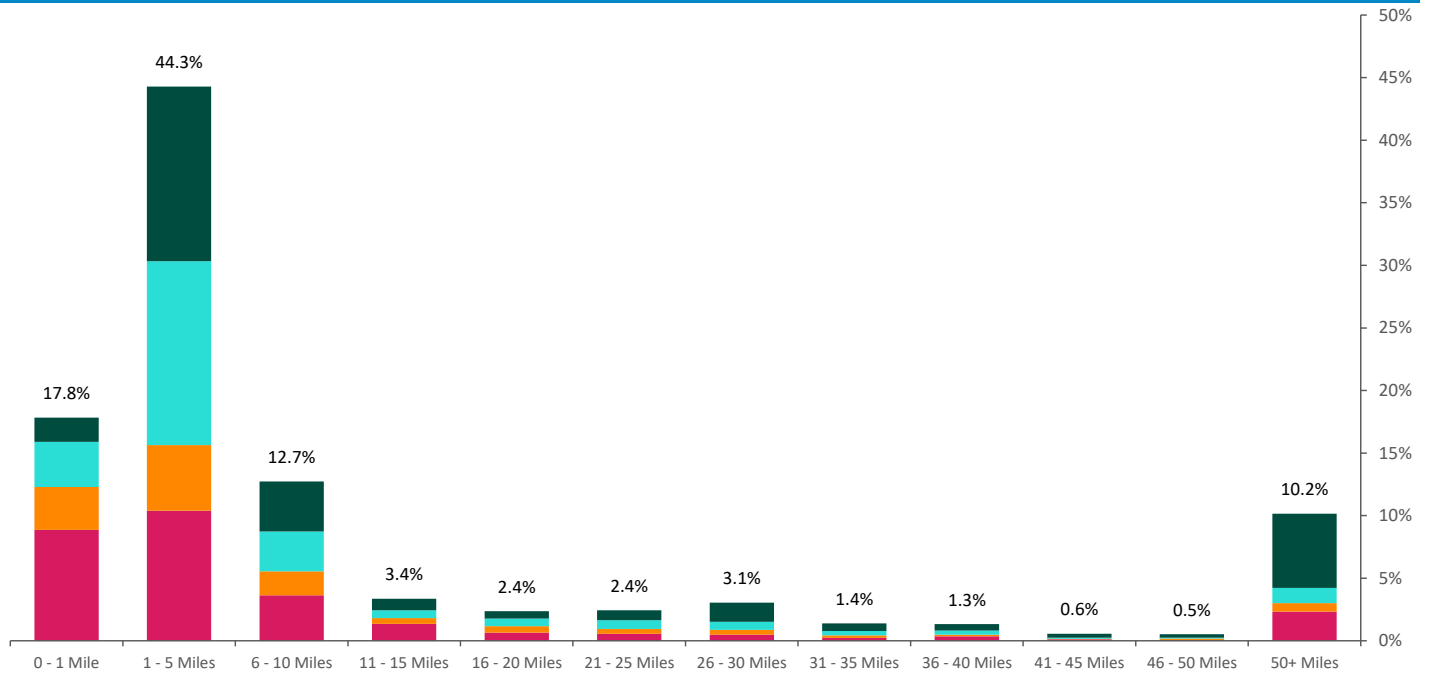
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### Polaris Plus Profile



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



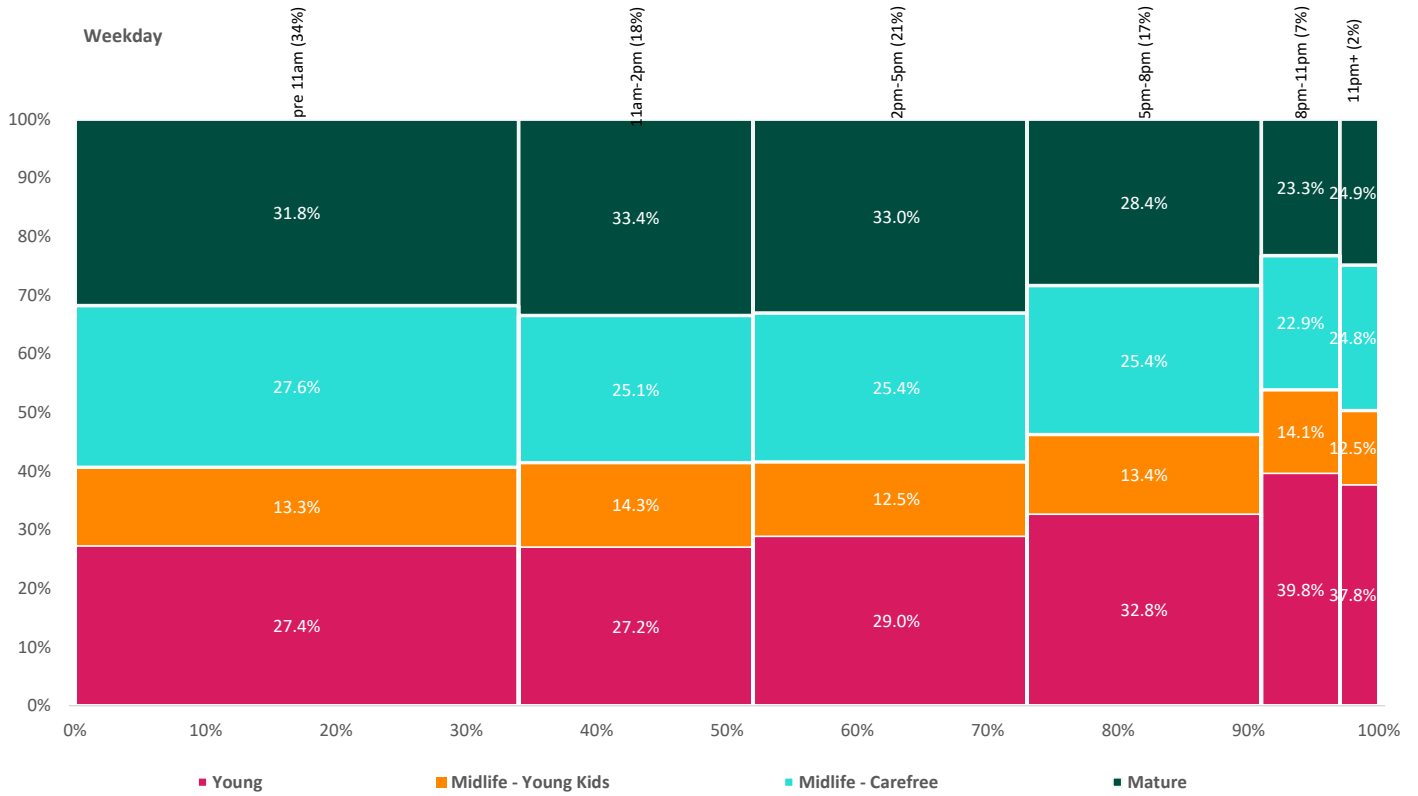
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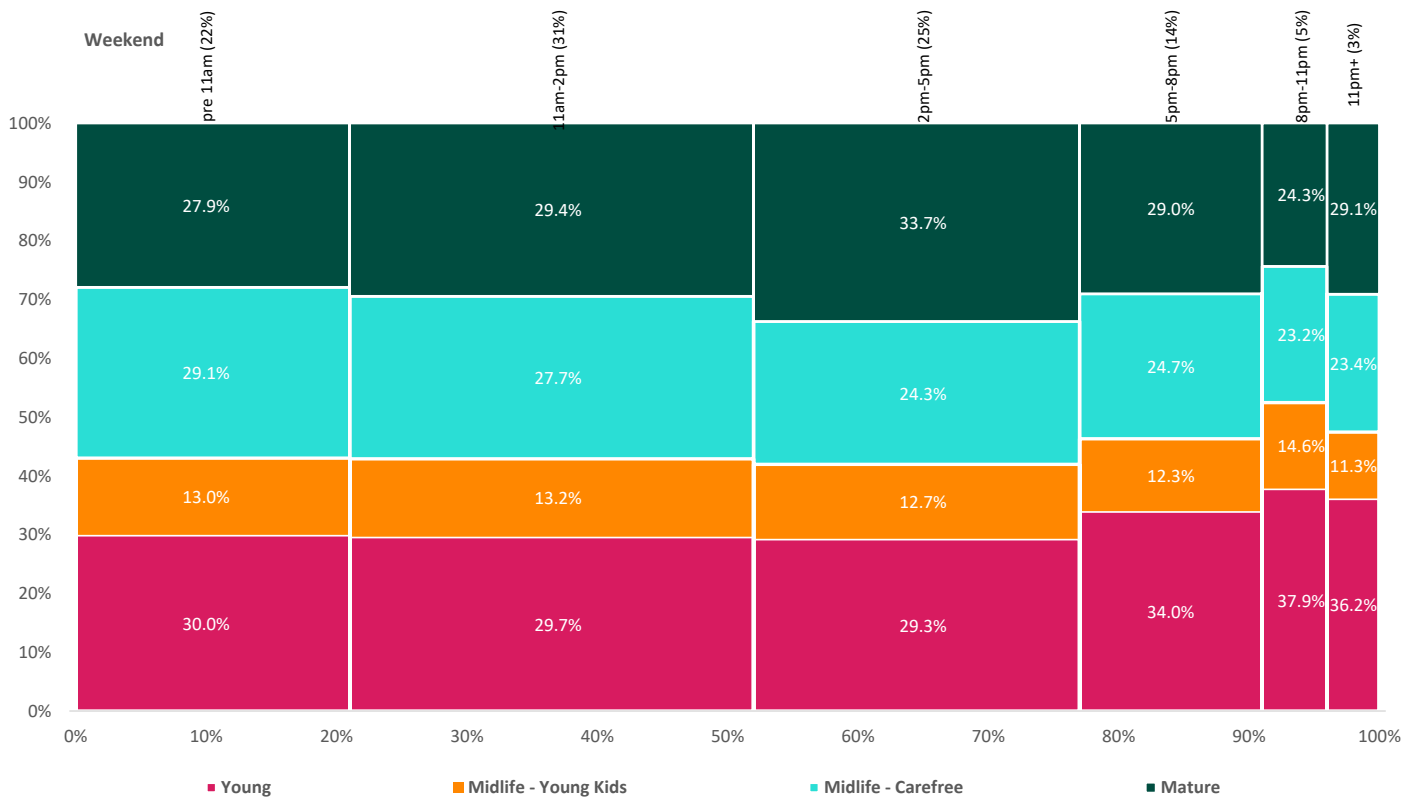


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## Time of Day by Polaris: Weekday (Monday to Friday)



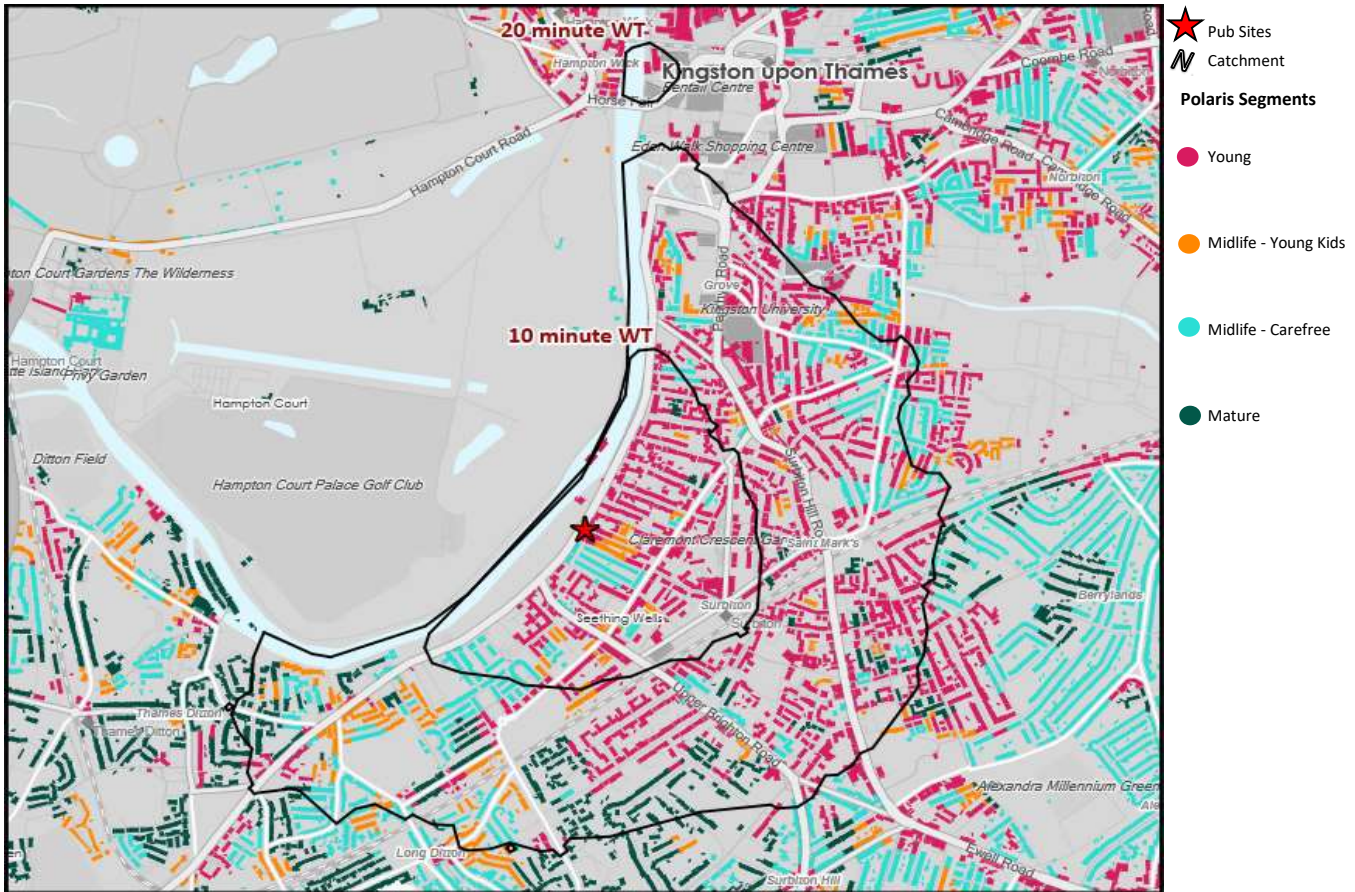
## Time of Day by Polaris: Weekend (Saturday and Sunday)





## Polaris Summary - Fox &amp; Hounds Surbiton

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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	5,471	16,538	212,120	299	265	114
Midlife - Young Kids	592	1,678	99,175	81	68	134
Midlife - Carefree	444	2,777	247,379	42	77	230
Mature	11	1,387	113,439	0	14	38
<b>Not Private Households</b>	137	266	6,720	157	89	75
<b>Total</b>	6,655	22,646	678,833			

## Polaris Plus Summary - Fox &amp; Hounds Surbiton



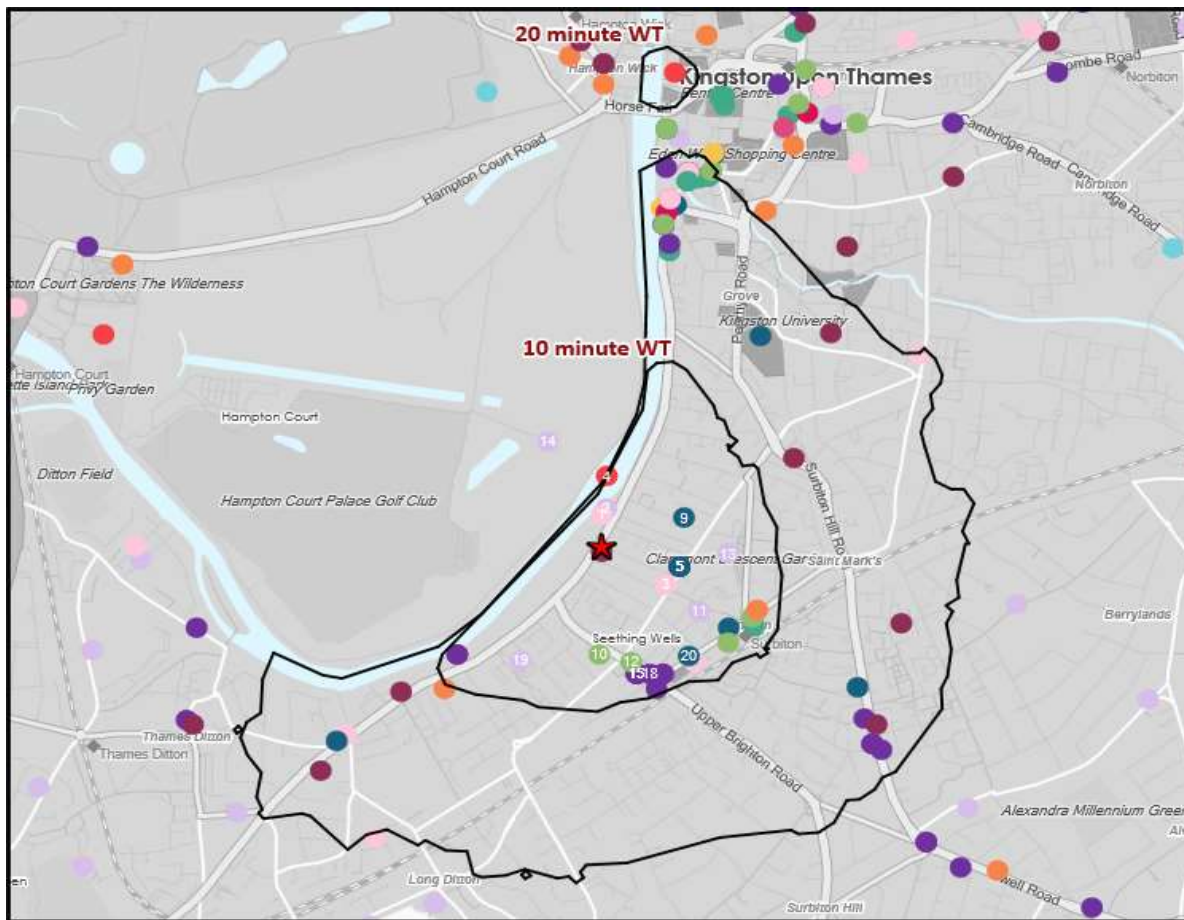
## Polaris Plus Profile by Catchment


















\*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**
<b>Young</b>						
Low	110	693	27,128	17	31	41
Medium	406	1,979	29,875	56	80	40
High	4,955	13,866	155,117	1,106	910	339
<b>Midlife - Young Kids</b>						
Low	0	50	10,740	0	4	29
Medium	0	178	18,576	0	18	63
High	592	1,450	69,859	796	573	920
<b>Midlife - Carefree</b>						
Low	0	119	35,498	0	12	124
Medium	20	82	66,699	4	5	137
High	424	2,576	145,182	143	255	480
<b>Mature</b>						
Low	0	532	15,188	0	17	16
Medium	0	0	2,691	0	0	3
High	11	855	95,560	1	25	94
<b>Not Private Households</b>	137	266	6,720	157	89	75
<b>Total</b>	6,655	22,646	678,833			



## CGA Summary - Fox &amp; Hounds Surbiton



-  Pub Sites
-  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	Fox & Hounds	KT 6 4HS	Star Pubs & Bars	Premium Local	0.0
1	Harts Boatyard	KT 6 4ES	Mitchells & Butlers	GPGF	0.1
2	Thames Sailing Club	KT 6 4HH	Independent Free	Sports Clubs	0.1
3	Gordon Bennett	KT 6 4AG	Independent Free	GPGF	0.2
4	Ravens Ait Conference & Watersport Centre	KT 6 4HN	Independent Free	Large Venue	0.2
5	No 97	KT 6 4AW	Independent Free	Casual Dining	0.2
5	Cento Uno	KT 6 4AW	Independent Free	Restaurants	0.2
5	French Table	KT 6 4AW	Independent Free	Restaurants	0.2
5	Antelope	KT 6 4AW	Greene King	ABOS	0.2
9	Grove Tavern	KT 6 4BX	Greene King	ABOS	0.2
10	Lamb Inn	KT 6 5NF	Unknown	Circuit Bar	0.3
11	Surbiton Club	KT 6 4QL	Independent Free	Sports Clubs	0.3
12	Black Lion	KT 6 5PL	Punch Pub Company	Circuit Bar	0.3
13	Surbiton Masonic Hall	KT 6 4BN	Independent Free	Sports Clubs	0.3
14	Hampton Court Palace Golf Club	KT 1 4AD	Crown Golf	Sports Clubs	0.3
15	Thali Ho	KT 6 5LR	Independent Free	Restaurants	0.3
15	Joy	KT 6 5LR	Independent Free	Restaurants	0.3
15	Naturally Chinese	KT 6 5LR	Independent Free	Restaurants	0.3
18	Red Rose	KT 6 5PQ	Independent Free	Restaurants	0.3
19	Nuffield Health Fitness & Wellbeing Centre	KT 6 4ER	Cannons Group Ltd	Sports Clubs	0.3
20	Victoria Hotel	KT 6 4JT	Youngs	ABOS	0.3

## Per Pub Analysis - Fox & Hounds Surbiton



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,655	22,646	678,833
Number of Competition Pubs	12	27	410
Adults 18+ per Competition Pub	555	839	1,656

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	2,284	34.3%	426
Circuit Bar	4	60	0.9%	22
Community Pub	0	122	1.8%	10
Craft Led	0	890	13.4%	387
Great Pub Great Food	3	2,498	37.5%	212
High Street Pub	0	229	3.4%	19
Premium Local	1	415	6.2%	38

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	6,715	29.7%	368
Circuit Bar	5	373	1.6%	41
Community Pub	0	1,027	4.5%	24
Craft Led	0	2,643	11.7%	338
Great Pub Great Food	6	8,093	35.7%	202
High Street Pub	1	1,167	5.2%	28
Premium Local	7	2,160	9.5%	58

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	77	106,032	15.6%	194
Circuit Bar	41	10,376	1.5%	38
Community Pub	2	45,992	6.8%	35
Craft Led	0	32,618	4.8%	139
Great Pub Great Food	113	204,455	30.1%	170
High Street Pub	13	46,432	6.8%	37
Premium Local	99	124,012	18.3%	111

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
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><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></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"	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																						
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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 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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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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