Catchment Summary - Crown Headley
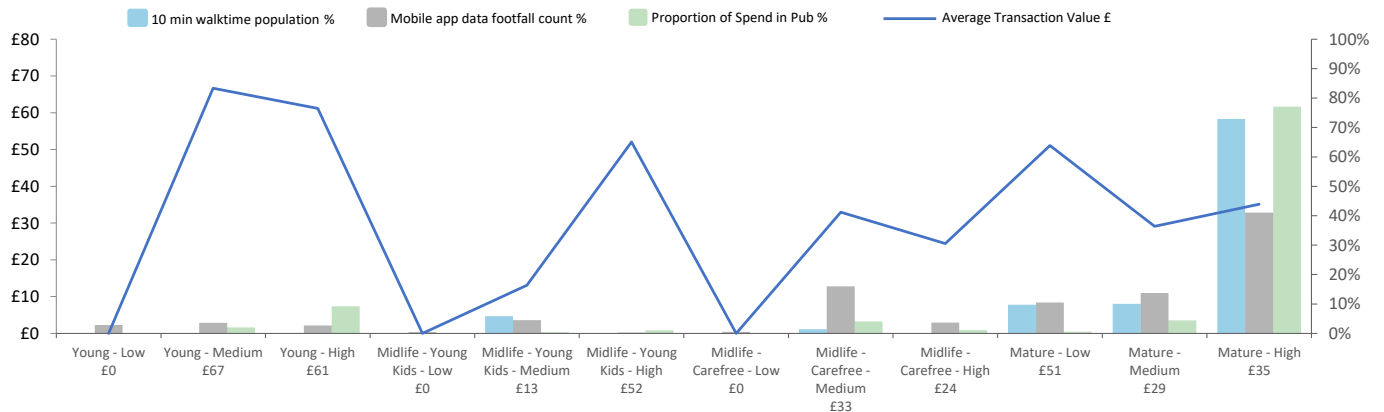
Ship To	Name	Postcode	Operator	Segment	Sparsity
625639	Crown Headley	GU35 8BT	Star Pubs & Bars	Family Pub Dining	18
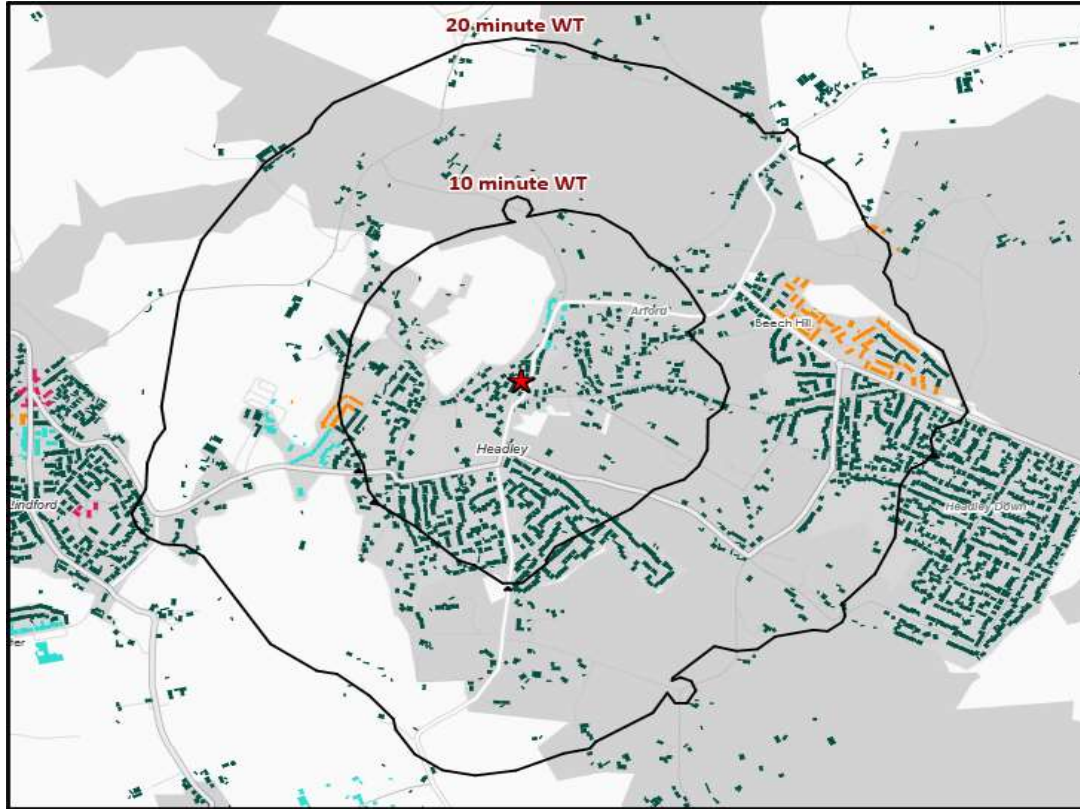
Pub Sites
Catchments

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 £0 | Young - Medium £67 | Young - High £61 | Midlife - Young Kids - Low £0 | Midlife - Young Kids - Medium £13 | Midlife - Young Kids - High £52 | Midlife - Carefree - Low £0 | Midlife - Carefree - Medium £33 | Midlife - Carefree - High £24 | Mature - Low £51 | Mature - Medium £29 | Mature - High £35

See the Glossary page for further information on the above variables

Catchment Summary - Crown Headley

*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		1,828	3,704	103,362	34	20	24
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,601	3,100	82,177	36	20	24
Competition Pubs		2	2	101	11	6	24
Adults 18+ per Competition Pub		801	1,550	814	93	180	95
% Adults Likely to Drink		82.0%	79.7%	79.5%	108	105	104
Affluence	Low	9.7%	8.3%	8.2%	29	25	25
	Medium	17.4%	31.5%	32.4%	46	83	85
	High	72.9%	59.5%	56.3%	267	218	206
Age Profile	18-24	112	240	6,921	75	80	82
	25-34	142	386	10,358	58	78	75
	35-44	155	365	12,527	64	74	92
	45-64	525	1,095	29,384	112	115	111
	65+	667	1,014	22,987	190	142	116
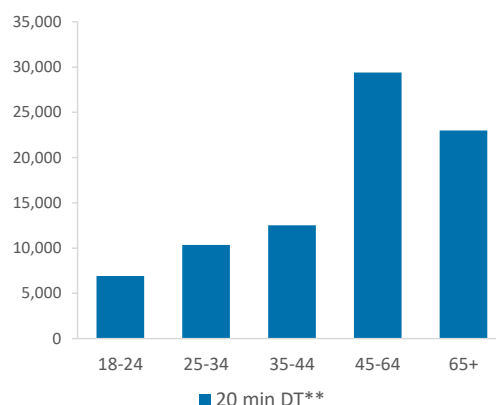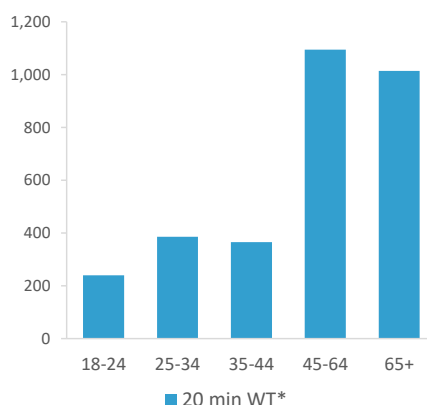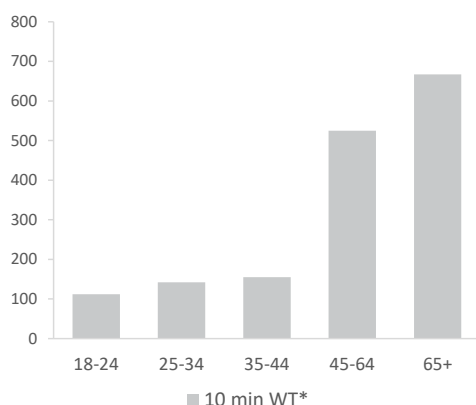
*Affluence does not include Not Private Households

Legend:
- 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**
Gender	Male	927 (51%)	1,835 (50%)	50,197 (49%)	104	101	99
	Female	901 (49%)	1,869 (50%)	53,165 (51%)	97	99	101
Economic Status (16+)	Employed: Full-time	468 (29%)	947 (30%)	28,533 (34%)	83	86	98
	Employed: Part-time	156 (10%)	352 (11%)	9,528 (11%)	80	93	95
	Self employed	210 (13%)	407 (13%)	11,078 (13%)	139	138	142
	Unemployed	28 (2%)	73 (2%)	1,609 (2%)	62	83	69
	Full-time student	13 (1%)	44 (1%)	1,347 (2%)	33	58	67
	Retired	571 (35%)	936 (29%)	20,982 (25%)	159	134	113
	Other	193 (12%)	440 (14%)	11,655 (14%)	68	79	79
Total Worker Count		282	586	51,646			

See the Glossary page for further information on the above variables

Transactional Data Summary - Crown Headley

star PUBS & BARS

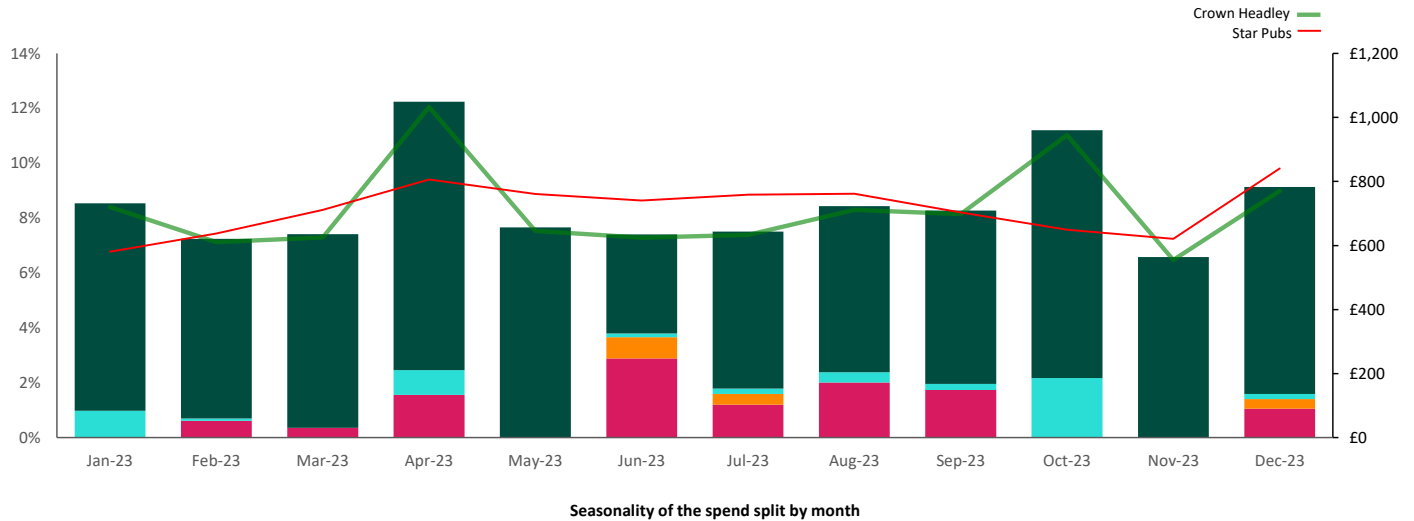## Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	0.0%
Young - Medium	2.0%
Young - High	9.2%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	1.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	1.1%
Mature - Low	0.6%
Mature - Medium	4.4%
Mature - High	77.1%

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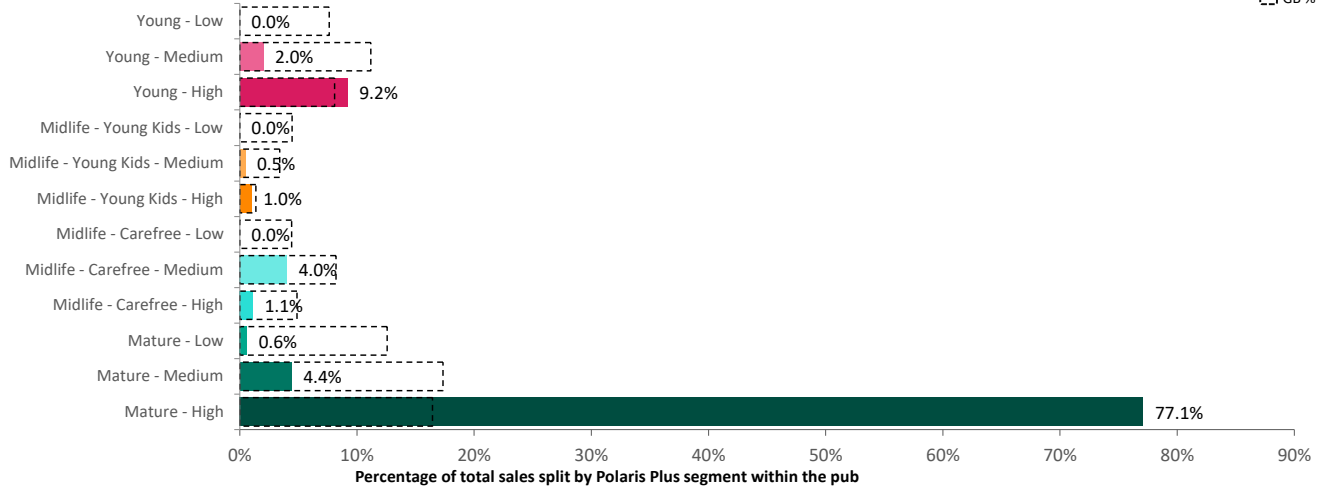
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

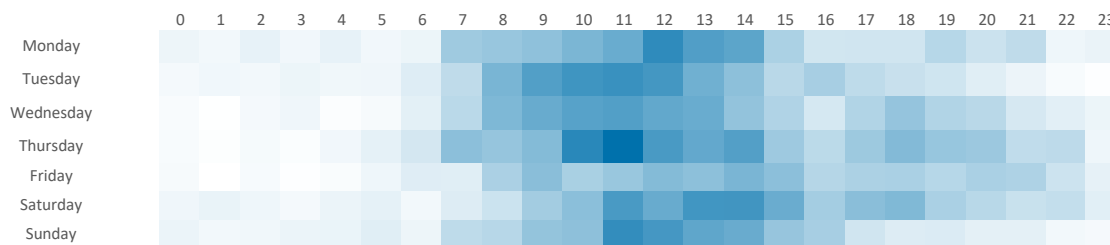| Segment	%
Young - Low	0.0%
Young - Medium	1.0%
Young - High	5.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	1.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	2.0%
Mature - Low	0.0%
Mature - Medium	6.0%
Mature - High	79.0%
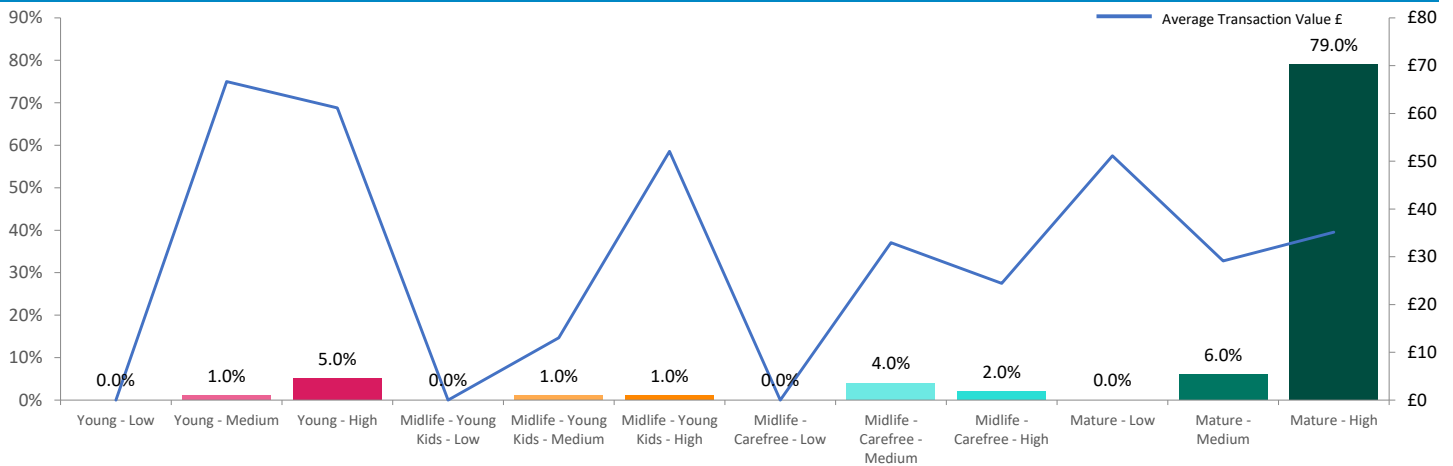
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Crown Headley
Star Pubs

Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23

Seasonality of the spend split by month

CACI

Mobile Data Summary - Crown Headley

star PUBS & BARS
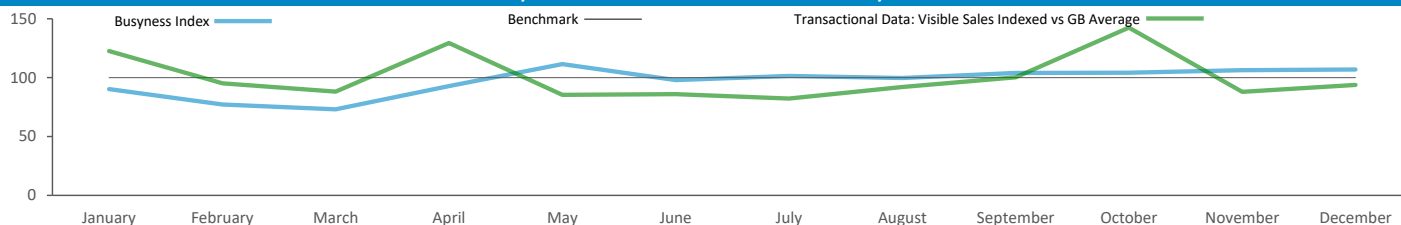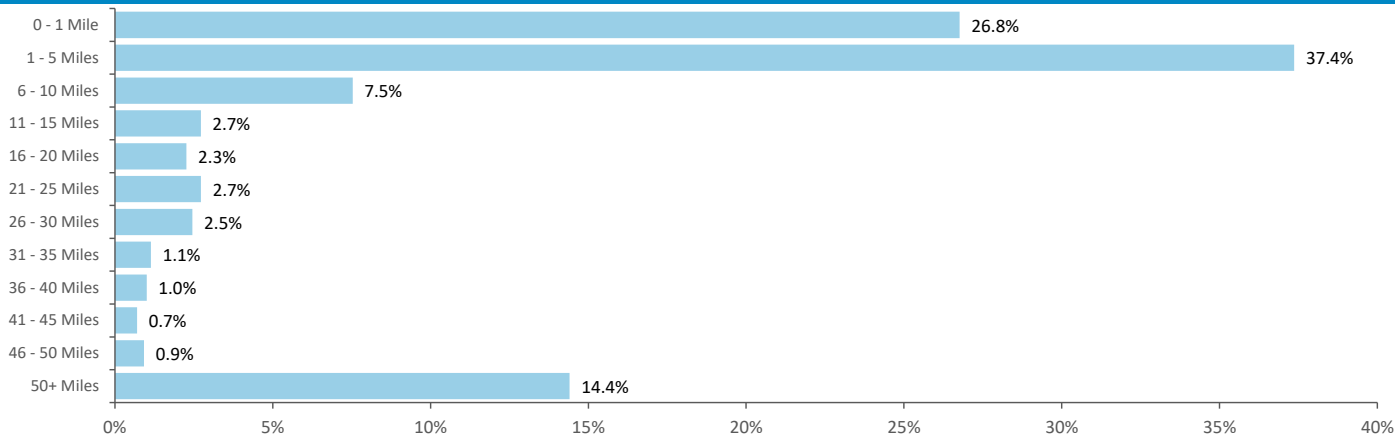
Time of Day/Day of Week

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	26.8%
1 - 5 Miles	37.4%
6 - 10 Miles	7.5%
11 - 15 Miles	2.7%
16 - 20 Miles	2.3%
21 - 25 Miles	2.7%
26 - 30 Miles	2.5%
31 - 35 Miles	1.1%
36 - 40 Miles	1.0%
41 - 45 Miles	0.7%
46 - 50 Miles	0.9%
50+ Miles	14.4%

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

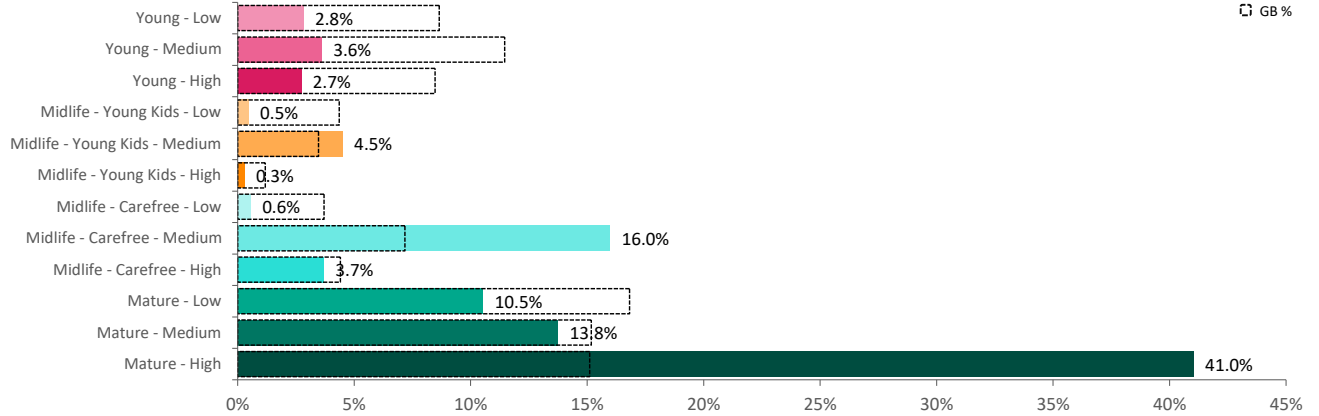### Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	57.9%
Worker	4.9%
Tourist	25.1%
Local Tourist	12.1%
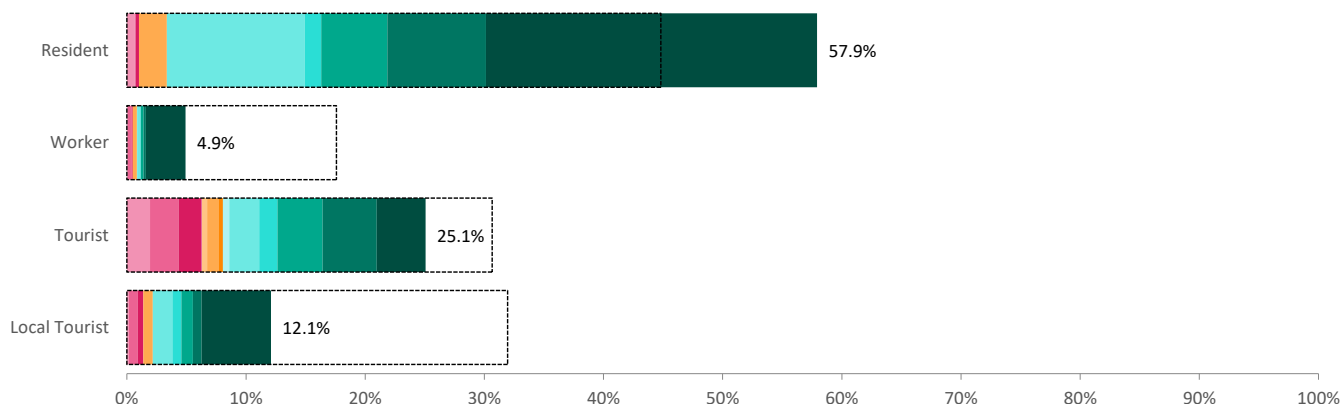
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

CACI

star PUBS & BARS

Polaris Plus Profile

☐ GB %

Category	Value
Young - Low	2.8%
Young - Medium	3.6%
Young - High	2.7%
Midlife - Young Kids - Low	0.5%
Midlife - Young Kids - Medium	4.5%
Midlife - Young Kids - High	0.3%
Midlife - Carefree - Low	0.6%
Midlife - Carefree - Medium	16.0%
Midlife - Carefree - High	3.7%
Mature - Low	10.5%
Mature - Medium	13.8%
Mature - High	41.0%

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
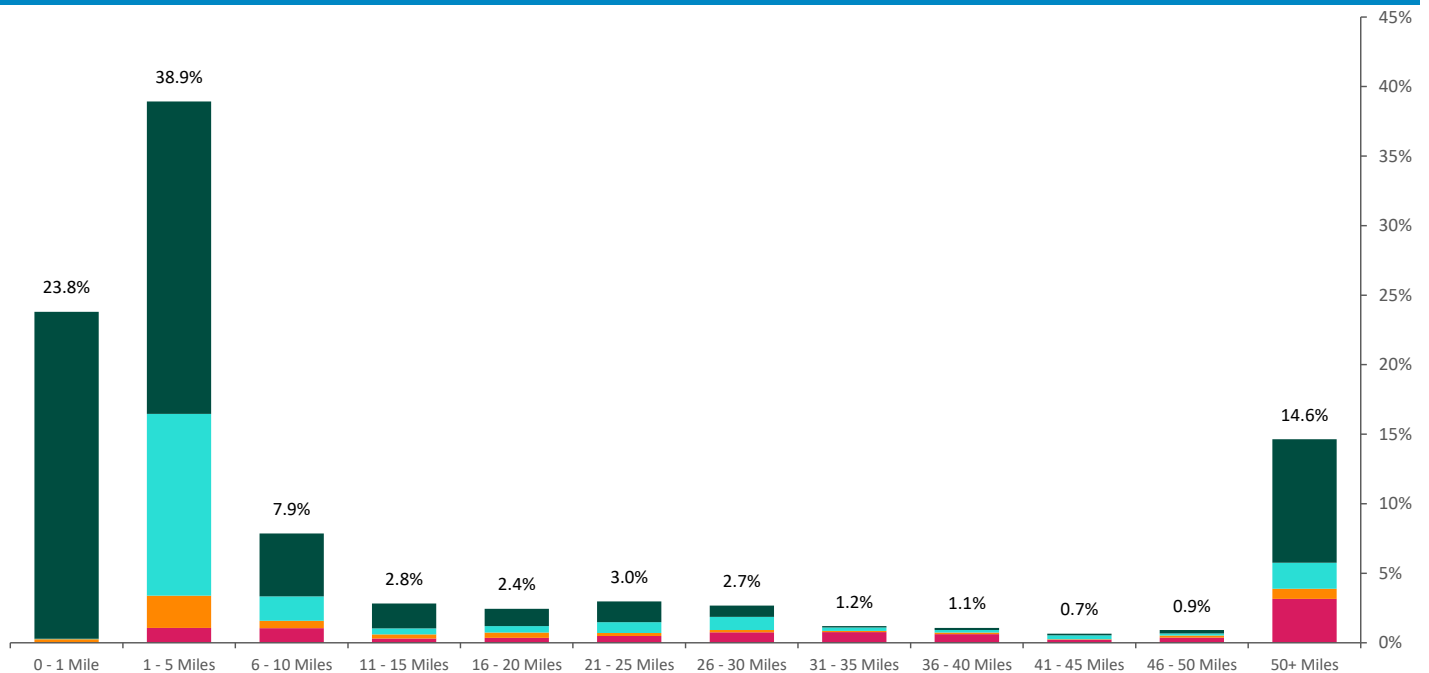
Distance	Value
0 - 1 Mile	23.8%
1 - 5 Miles	38.9%
6 - 10 Miles	7.9%
11 - 15 Miles	2.8%
16 - 20 Miles	2.4%
21 - 25 Miles	3.0%
26 - 30 Miles	2.7%
31 - 35 Miles	1.2%
36 - 40 Miles	1.1%
41 - 45 Miles	0.7%
46 - 50 Miles	0.9%
50+ Miles	14.6%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
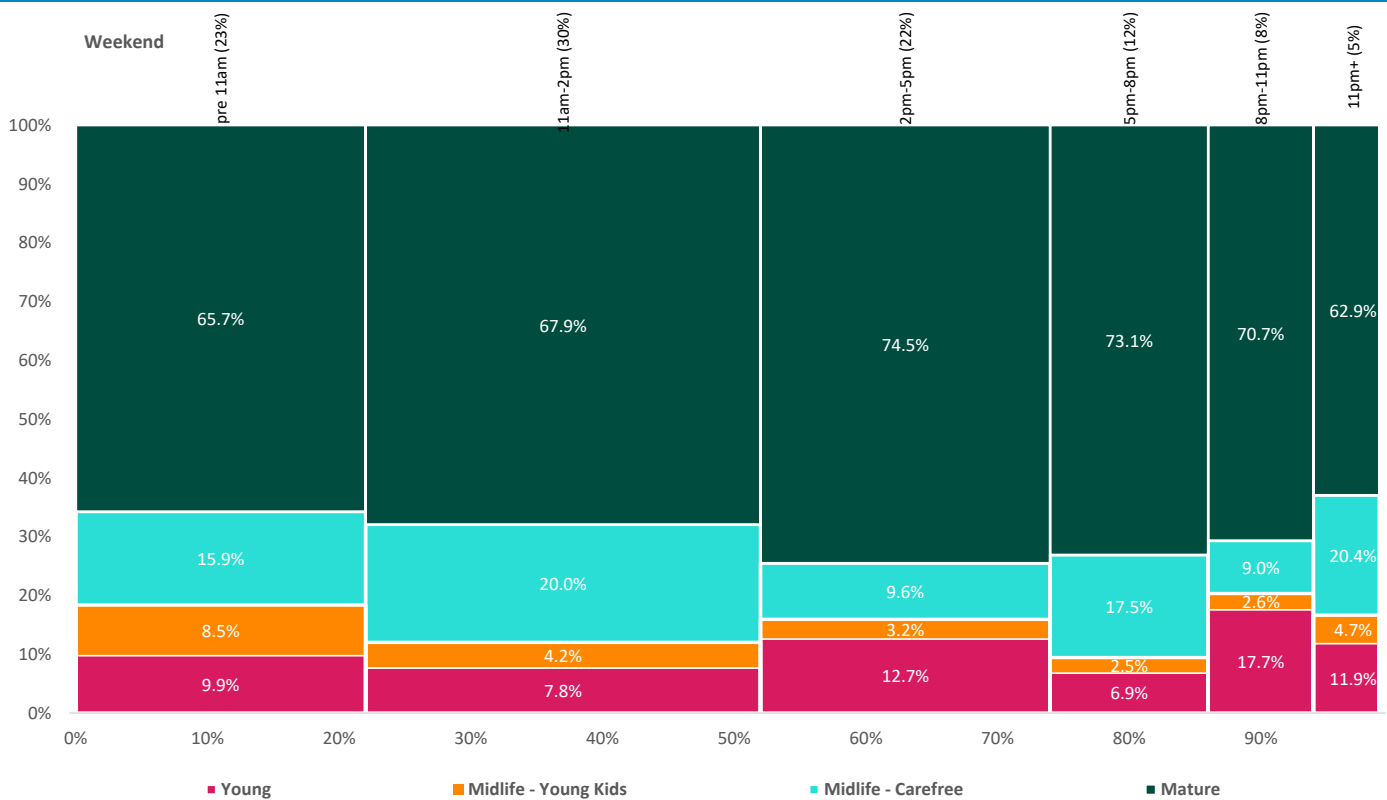
Mobile Data Summary - Crown Headley

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

Weekday

pre 11am (30%) | 11am-2pm (27%) | 2pm-5pm (15%) | 5pm-8pm (14%) | 8pm-11pm (9%) | 11pm+ (4%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	54.5%	45.3%	58.7%	75.3%	68.8%	42.0%
Midlife - Carefree	29.9%	38.8%	29.2%	13.0%	12.2%	31.3%
Midlife - Young Kids	3.4%	7.0%	5.4%	4.0%	4.6%	5.5%
Young	12.2%	8.9%	6.7%	7.7%	14.4%	21.3%

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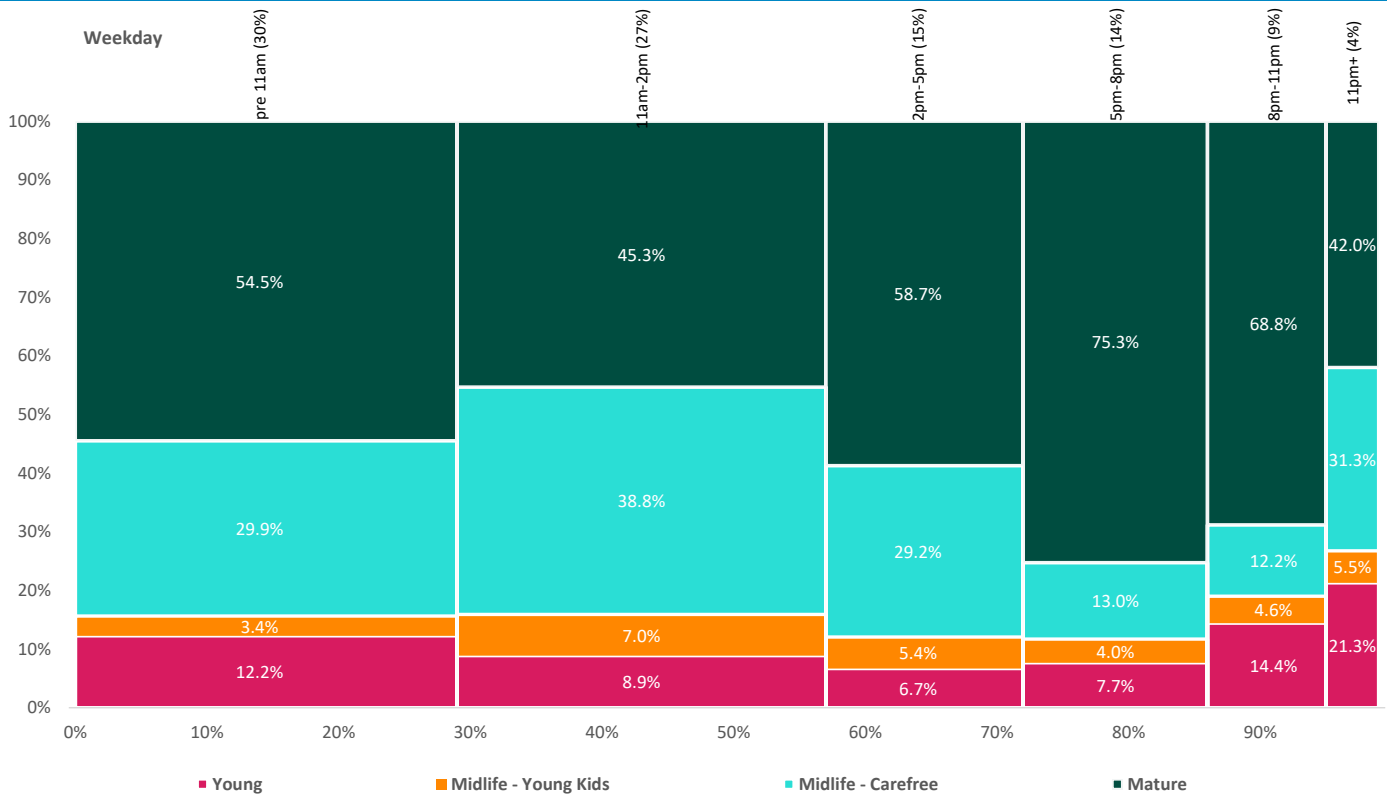
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (23%) | 11am-2pm (30%) | 2pm-5pm (22%) | 5pm-8pm (12%) | 8pm-11pm (8%) | 11pm+ (5%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	65.7%	67.9%	74.5%	73.1%	70.7%	62.9%
Midlife - Carefree	15.9%	20.0%	9.6%	17.5%	9.0%	20.4%
Midlife - Young Kids	8.5%	4.2%	3.2%	2.5%	2.6%	4.7%
Young	9.9%	7.8%	12.7%	6.9%	17.7%	11.9%

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

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www.caci.co.uk

Polaris Summary - Crown Headley

Pub Sites

Catchment

Polaris Segments

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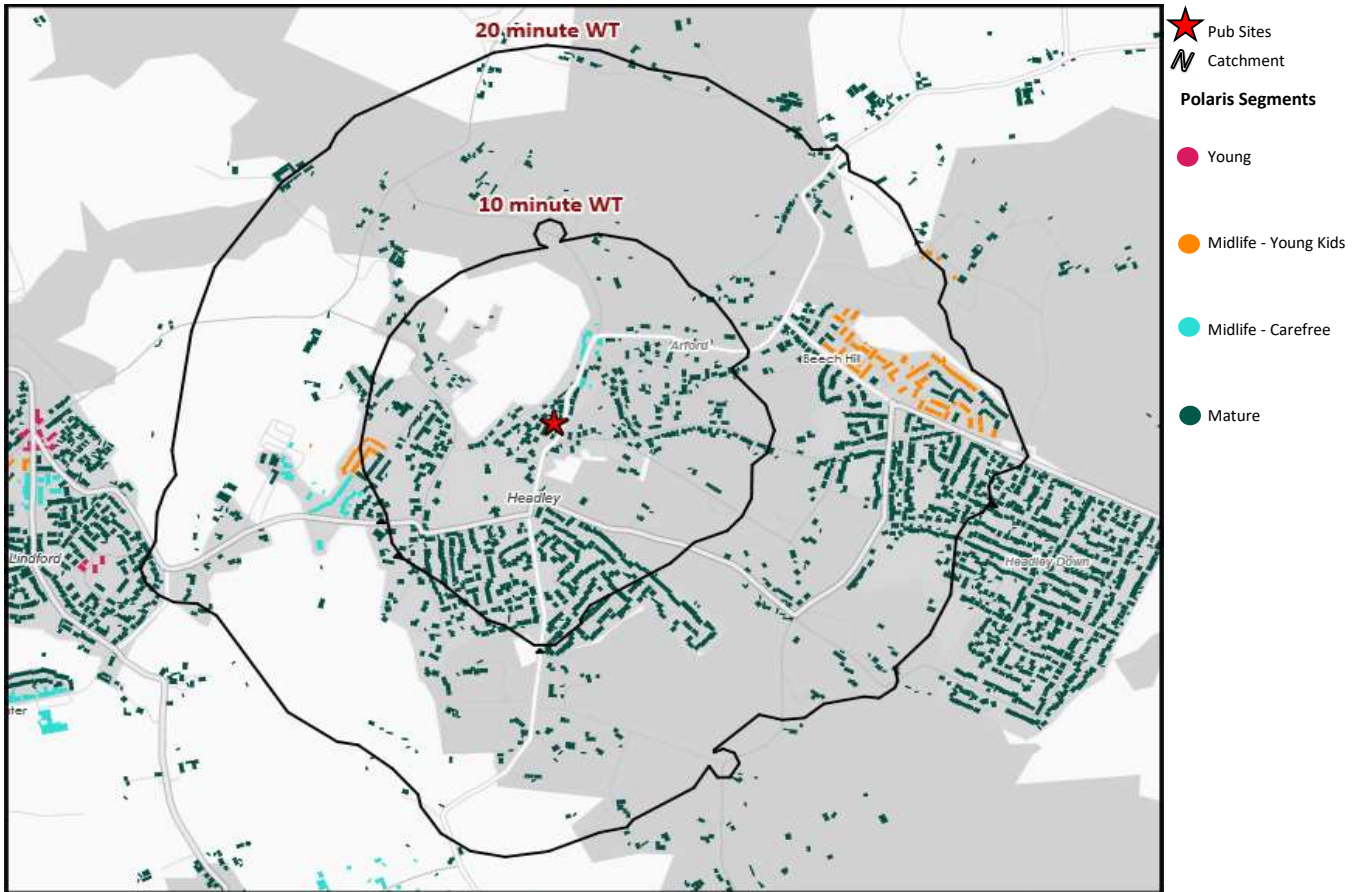
Polaris Profile by Catchment

*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	0	0	7,416	0	0	33
Midlife - Young Kids	94	650	6,462	54	192	72
Midlife - Carefree	23	100	9,210	9	20	71
Mature	1,484	2,332	56,459	209	169	155
Not Private Households	0	18	2,630	0	44	244
Total	1,601	3,100	82,177			

Polaris Plus Summary - Crown Headley

Pub Sites

Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

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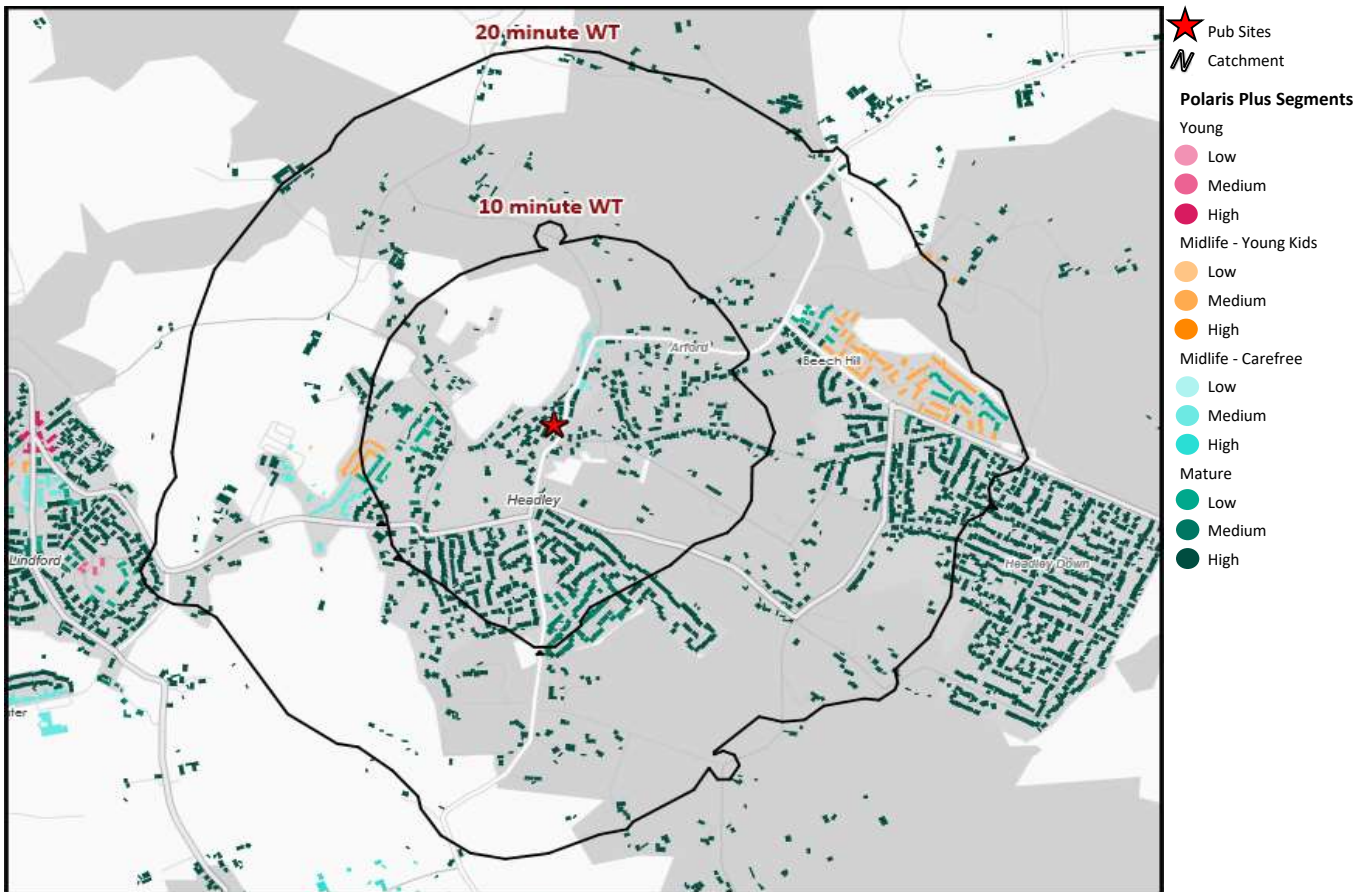
Polaris Plus Profile by Catchment

*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	0	445	0	0	6
Medium	0	0	2,149	0	0	24
High	0	0	4,822	0	0	87
Midlife - Young Kids						
Low	0	0	17	0	0	0
Medium	94	650	6,413	136	484	180
High	0	0	32	0	0	3
Midlife - Carefree						
Low	0	0	11	0	0	0
Medium	23	100	7,410	20	45	126
High	0	0	1,789	0	0	49
Mature						
Low	156	258	6,240	71	61	55
Medium	161	228	10,627	64	47	83
High	1,167	1,846	39,592	486	397	321
Not Private Households	0	18	2,630	0	44	244
Total	1,601	3,100	82,177			

CACI

CGA Summary - Crown Headley

star PUBS&BARS

Legend:
- ⭐ 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
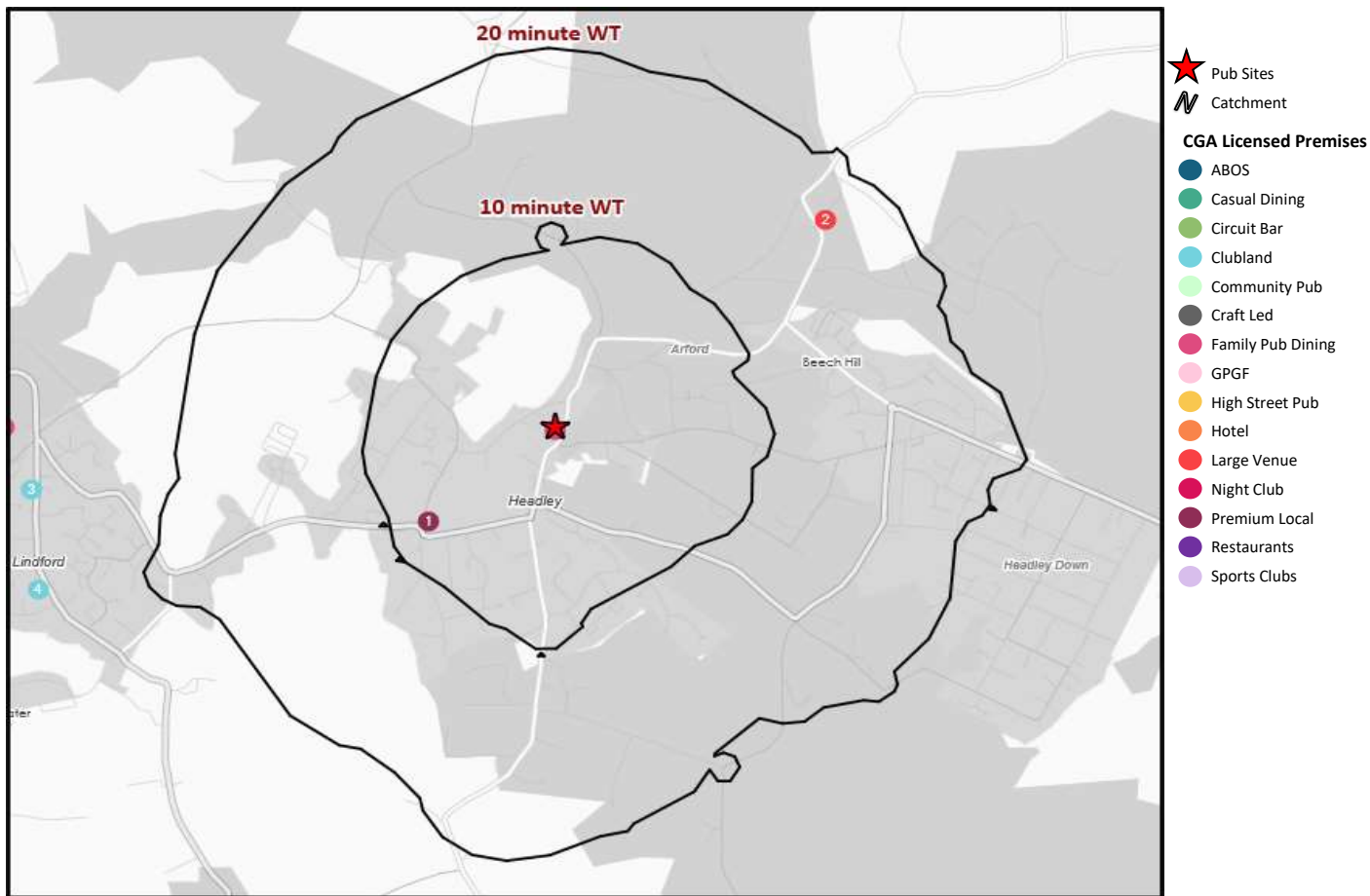
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Crown	GU35 8BT	Star Pubs & Bars	Family Pub Dining	0.0
1	Holly Bush	GU35 8PP	Punch Pub Company	Premium Local	0.3
2	Cain Manor	GU35 8SR	Bijou Wedding Venues	Large Venue	0.7
3	Headley Sports Club	GU35 0PX	Independent Free	Clubland	1.1
4	Working Mens Club Lindford & District	GU35 0PN	Independent Free	Clubland	1.1
5	Royal Exchange	GU35 0NX	New Dawn Pubs	Family Pub Dining	1.1

Per Pub Analysis - Crown Headley

🟩	**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+	1,601	3,100	82,177
Number of Competition Pubs	2	2	101
Adults 18+ per Competition Pub	801	1,550	814

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	103	6.4%	80
Circuit Bar	0	24	1.5%	37
Community Pub	0	133	8.3%	43
Craft Led	0	5	0.3%	10
Great Pub Great Food	0	623	38.9%	220
High Street Pub	0	122	7.6%	41
Premium Local	1	567	35.4%	215

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	269	8.7%	108
Circuit Bar	0	106	3.4%	85
Community Pub	0	257	8.3%	43
Craft Led	0	38	1.2%	35
Great Pub Great Food	0	1,038	33.5%	189
High Street Pub	0	267	8.6%	47
Premium Local	1	1,006	32.5%	197

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	6,710	8.2%	101
Circuit Bar	8	1,618	2.0%	49
Community Pub	1	7,281	8.9%	46
Craft Led	0	1,508	1.8%	53
Great Pub Great Food	24	25,539	31.1%	176
High Street Pub	1	7,072	8.6%	47
Premium Local	29	22,398	27.3%	165

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			