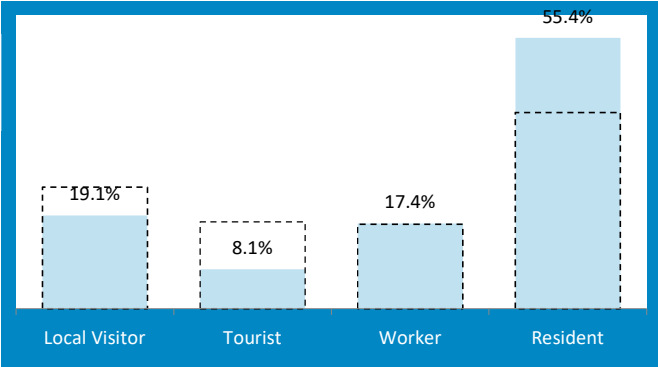
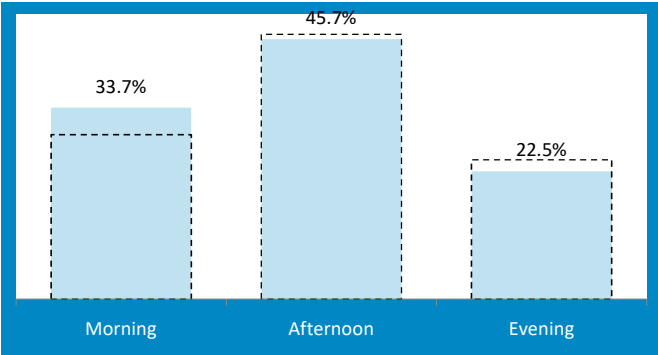
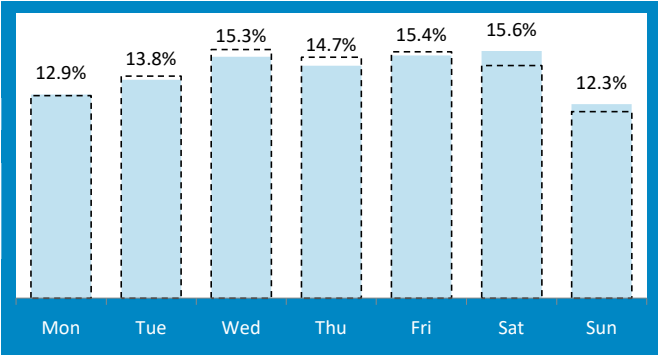


Area Quick Stats

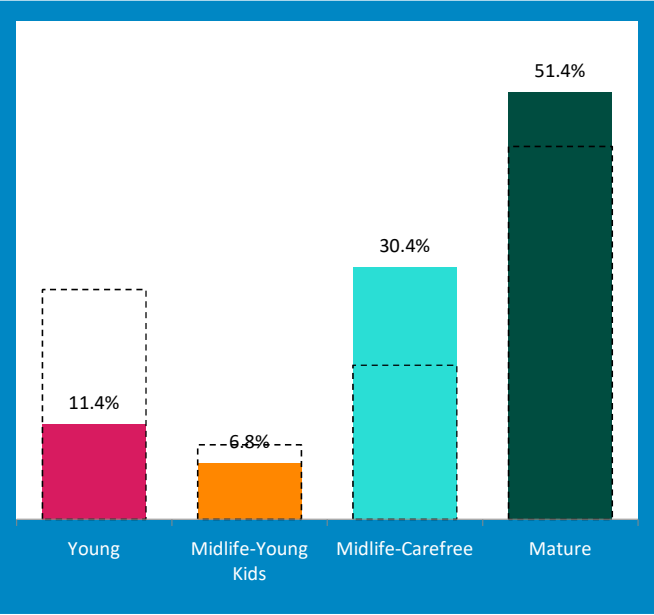
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1,847	5,344
Adult Pop		1,471	4,529
Affluence	Low	9%	33%
	Medium	30%	38%
	High	57%	27%
Young		2%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		24%	16%
Mature		70%	44%
Competition Count		1	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£20	£30
Average Distance Travelled in miles	12	27



Catchment Summary - Tweseldown

Over GB Average

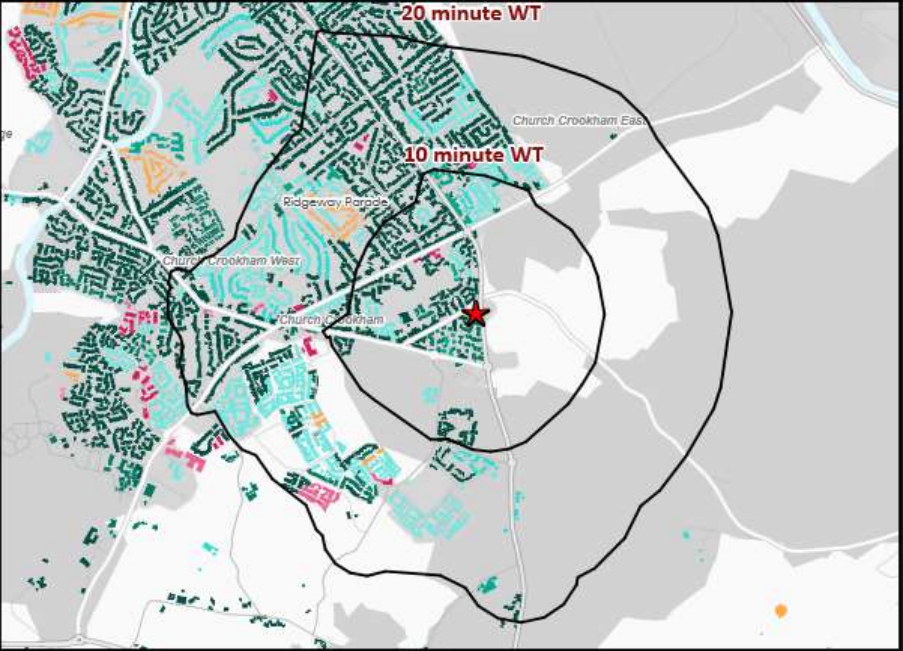
Around GB Average

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							
1,847	11,357	331,501	35	58	78		
Adults 18+							
1,471	8,428	263,217	32	51	77		
Competition Pubs							
1	3	387	2	3	49		
Adults 18+ per Competition Pub							
1,471	2,809	680	215	410	99		
% Adults Likely to Drink							
82.0%	82.0%	81.0%	103	103	101		
Affluence	Low	9.3%	2.8%	9.0%	28	8	27
	Medium	30.2%	42.8%	42.4%	79	112	111
	High	56.6%	51.9%	46.7%	206	189	170
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£29,020	£27,706	£26,548	128	123	118
Age Profile	18-24	101	657	23,439	64	68	83
	25-34	193	1,313	42,734	77	85	95
	35-44	234	1,828	46,437	94	119	104
	45-64	546	2,722	87,366	118	95	105
	65+	397	1,908	63,241	112	87	99



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

Low

Medium

High

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	33	353	32,030	8	15	44
Midlife - Young Kids	0	222	25,234	0	24	88
Midlife - Carefree	349	3,410	67,603	150	257	163
Mature	1,031	4,236	133,432	158	114	114
Not Private Households	58	207	4,918	32,589	20,300	15,443
Total	1,471	8,428	263,217			

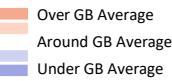


Per Pub - Tweseldown

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

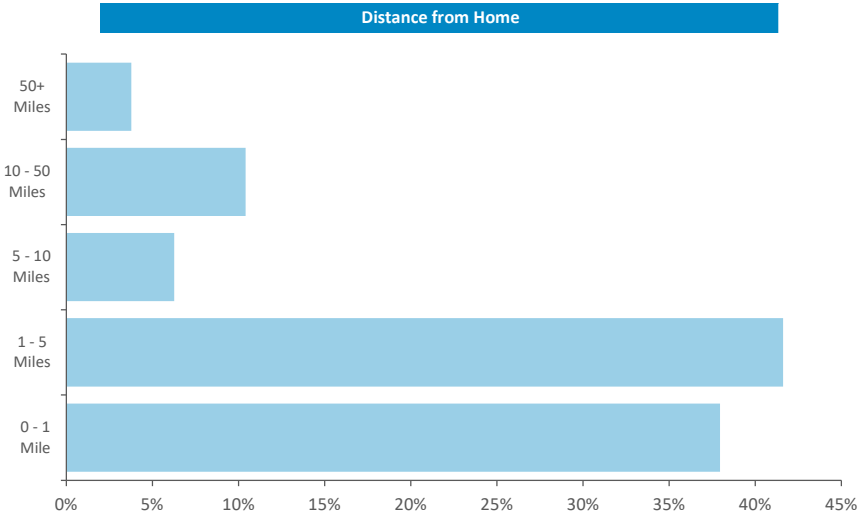
Adults 18+	1,471	8,428	263,217
Number of Competition Pubs	1	3	387
Adults 18+ per Competition Pub	1,471	2,809	680



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	58	3.9%	50
Family Pub Dining	0	101	6.9%	76
Great Pub Great Food	1	307	20.9%	125
Leisure	0	158	10.7%	107
Mainstream	0	161	10.9%	78
Premium	0	217	14.7%	103
Restaurant	0	339	23.1%	100
Super Premium	0	72	4.9%	124

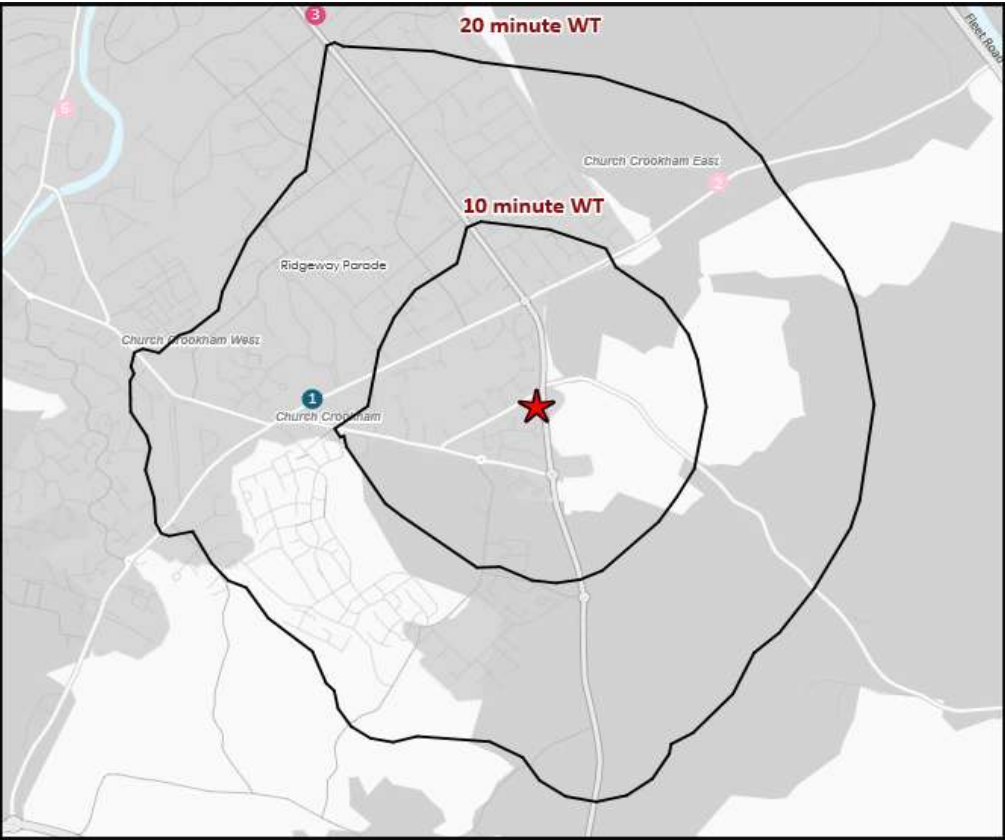
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	304	3.6%	46
Family Pub Dining	0	572	6.8%	75
Great Pub Great Food	2	1,774	21.1%	126
Leisure	0	921	10.9%	109
Mainstream	0	896	10.6%	76
Premium	0	1,294	15.4%	107
Restaurant	0	2,015	23.9%	104
Super Premium	1	443	5.3%	134

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	11,410	4.3%	55
Family Pub Dining	13	19,227	7.3%	80
Great Pub Great Food	75	52,497	19.9%	119
Leisure	76	27,881	10.6%	105
Mainstream	26	30,063	11.4%	82
Premium	76	40,667	15.5%	108
Restaurant	58	63,105	24.0%	104
Super Premium	63	13,396	5.1%	129



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Competition - Tweseldown



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
1	Wyvern	GU52 8JY	Greene King	Super Premium	20.5%	0.50
10	Oat Sheaf	GU51 5DR	Mitchells & Butlers	Great Pub Gre:	14.3%	1.51
2	Foresters Inn	GU52 9EP	Innventure	Great Pub Gre:	11.1%	0.67
6	Fox and Hounds	GU51 5NP	Star Pubs & Bars	Great Pub Gre:	10.0%	1.26
17	Prince Arthur	GU51 4BX	Wetherspoons GB	Mainstream	7.6%	1.54
3	Prince Of Wales	GU52 7SY	Greene King	Family Pub Din:	5.8%	1.05
7	Sorrento	GU52 7QP	Independent Free	Super Premium	5.7%	1.40
0	Tweseldown	GU52 8DY	Star Pubs & Bars	Great Pub Gre:	4.7%	0.00
18	Gulshan	GU51 4BX	Independent Free	Restaurant	3.5%	1.54
4	Windmill Inn	GU10 5BJ	Star Pubs & Bars	Super Premium	3.5%	1.13
20	Pizza Express	GU51 4BY	Pizza Express Restaurants Ltd	Restaurant	3.0%	1.57
16	Gurkha Inn	GU51 3BU	Independent Free	Restaurant	2.9%	1.53
19	Harlington Centre	GU51 4BY	Independent Free	Leisure	2.2%	1.57
9	Water Sky Chinese Restaurant	GU51 5DJ	Independent Free	Restaurant	2.0%	1.50
13	Vita	GU51 3BU	Independent Free	Premium	1.7%	1.53
15	Kara	GU51 3BU	Independent Free	Premium	1.7%	1.53
5	El Castello	GU51 3NW	Independent Free	Restaurant	0.0%	1.21
8	Zaal	GU52 7QL	Independent Free	Restaurant	0.0%	1.48
11	Swaad	GU51 3BU	Independent Free	Restaurant	0.0%	1.53
12	Propaganda	GU51 3BU	Greene King	Super Premium	0.0%	1.53
14	Gurkha Square	GU51 3BU	Independent Free	Restaurant	0.0%	1.53

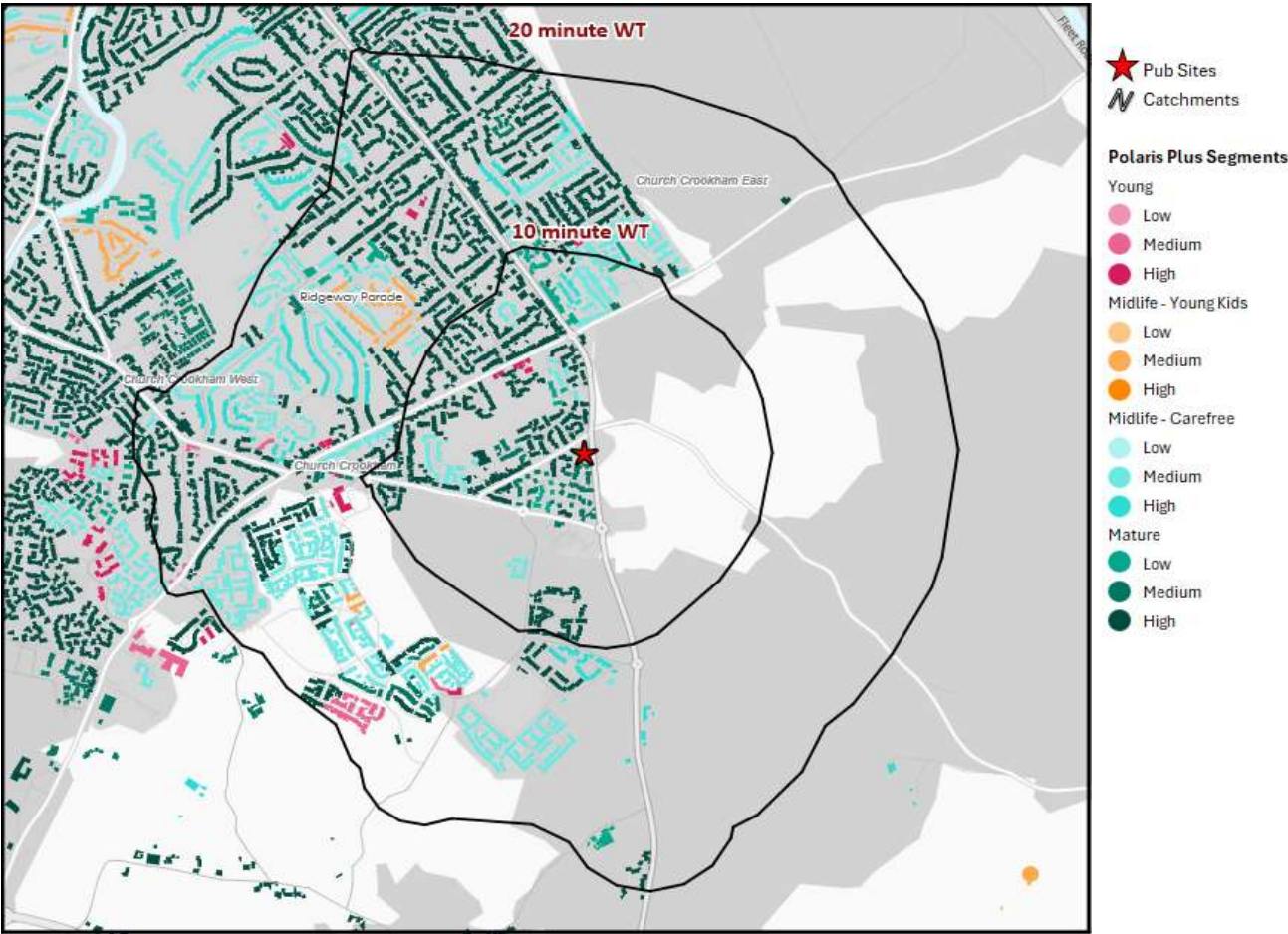
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Tweseldown

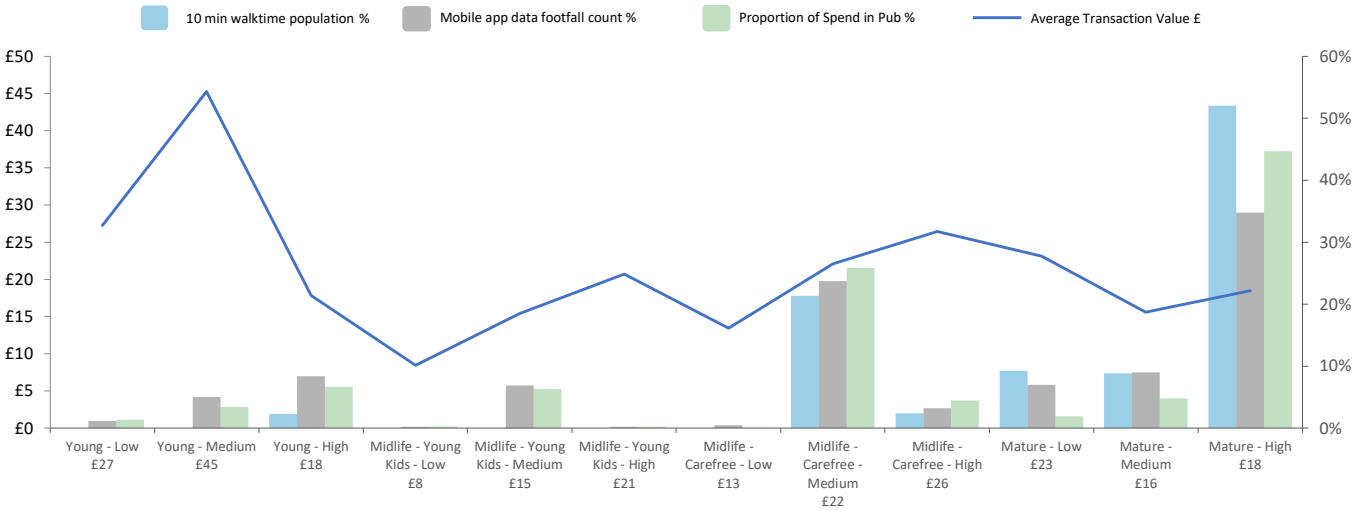


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
51379	Tweseldown	GU52 8DY	Star Pubs & Bars	Great Pub Great Food	12



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Tweseldown

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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	1,847	11,357	331,501	35	58	78
Adults 18+	1,471	8,428	263,217	32	51	77
Competition Pubs	1	3	387	2	3	49
Adults 18+ per Competition Pub	1,471	2,809	680	215	410	99
% Adults Likely to Drink	82.0%	82.0%	81.0%	103	103	101

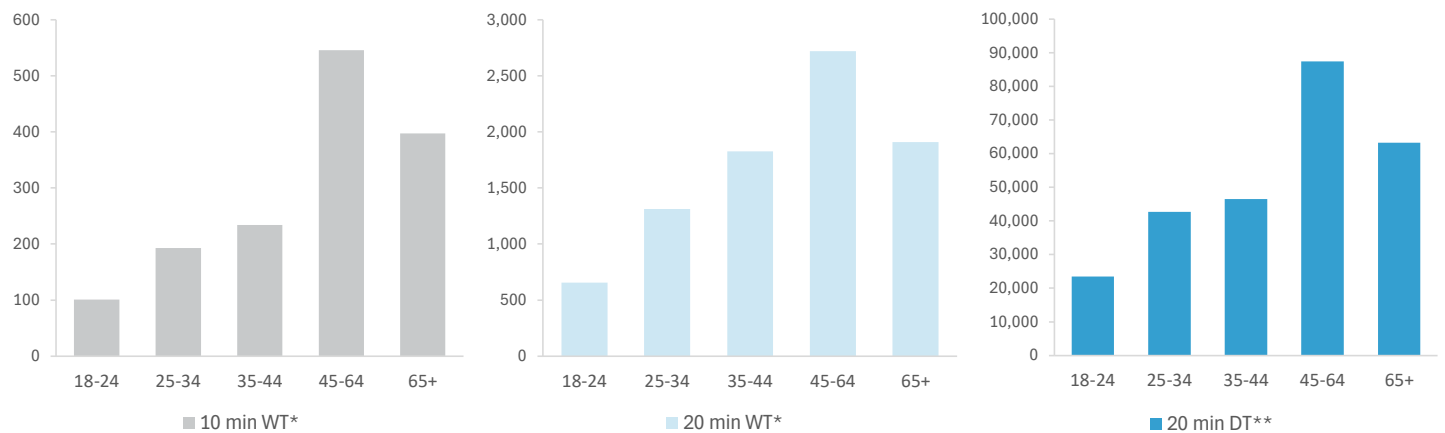
Population & Adults 18+ index is based on all pubs

Affluence	Low	9.3%	2.8%	9.0%	28	8	27
	Medium	30.2%	42.8%	42.4%	79	112	111
	High	56.6%	51.9%	46.7%	206	189	170

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£29,020	£27,706	£26,548	128	123	118
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Age Profile	18-24	101	657	23,439	64	68	83
	25-34	193	1,313	42,734	77	85	95
	35-44	234	1,828	46,437	94	119	104
	45-64	546	2,722	87,366	118	95	105
	65+	397	1,908	63,241	112	87	99

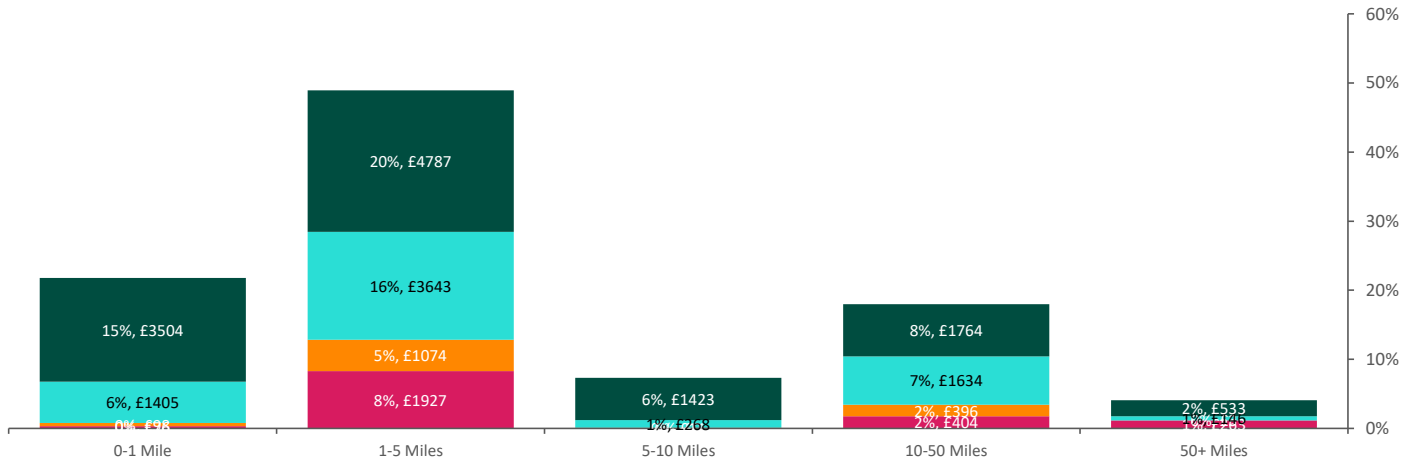


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	904 (49%)	5,556 (49%)	164,545 (50%)	100	100	101
	Female	943 (51%)	5,801 (51%)	166,956 (50%)	100	100	99
Economic Status (16+)	Employed: Full-time	577 (38%)	3,636 (42%)	106,599 (39%)	112	123	116
	Employed: Part-time	178 (12%)	1,111 (13%)	32,082 (12%)	98	107	99
	Self employed	173 (11%)	849 (10%)	27,586 (10%)	123	105	110
	Unemployed	39 (3%)	185 (2%)	6,212 (2%)	93	77	83
	Full-time student	27 (2%)	196 (2%)	4,742 (2%)	71	90	70
	Retired	378 (25%)	1,747 (20%)	58,536 (22%)	115	92	99
	Other	143 (9%)	987 (11%)	35,446 (13%)	53	64	73
Total Worker Count		989	2,595	147,431			

See the Glossary page for further information on the above variables

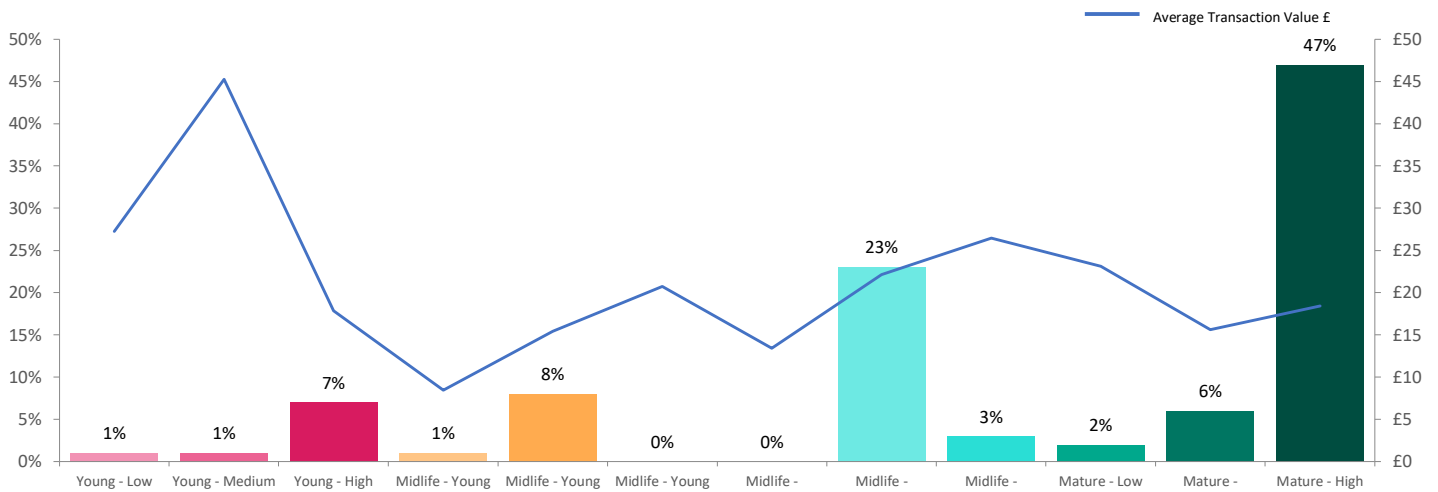
Transactional Data Summary - Tweseldown

Spend by Polaris and Distance from Home



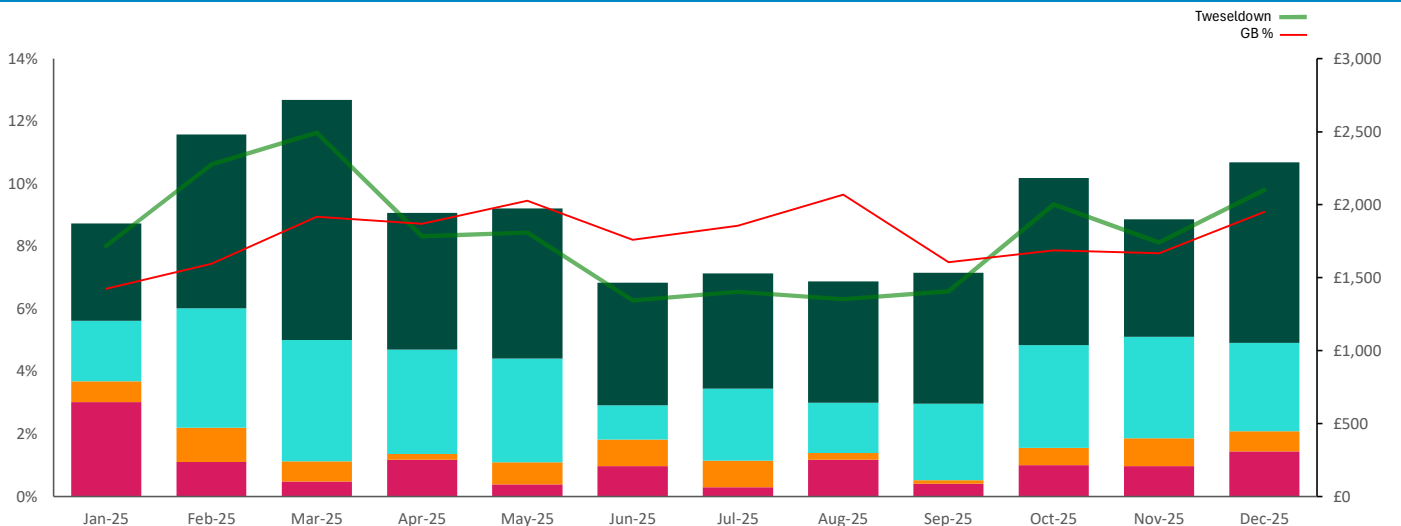
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

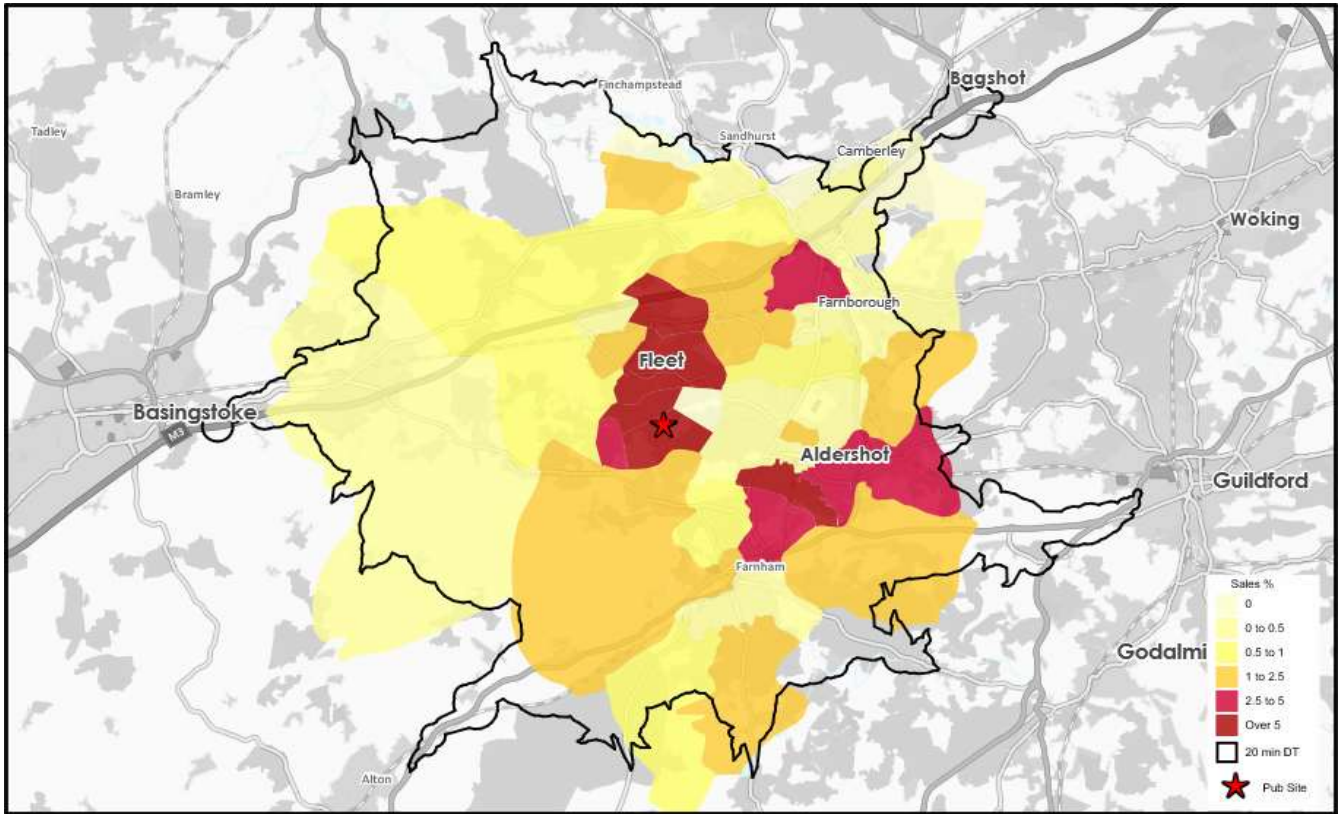


Seasonality of the spend split by month

Transactional Data Maps - Tweseldown

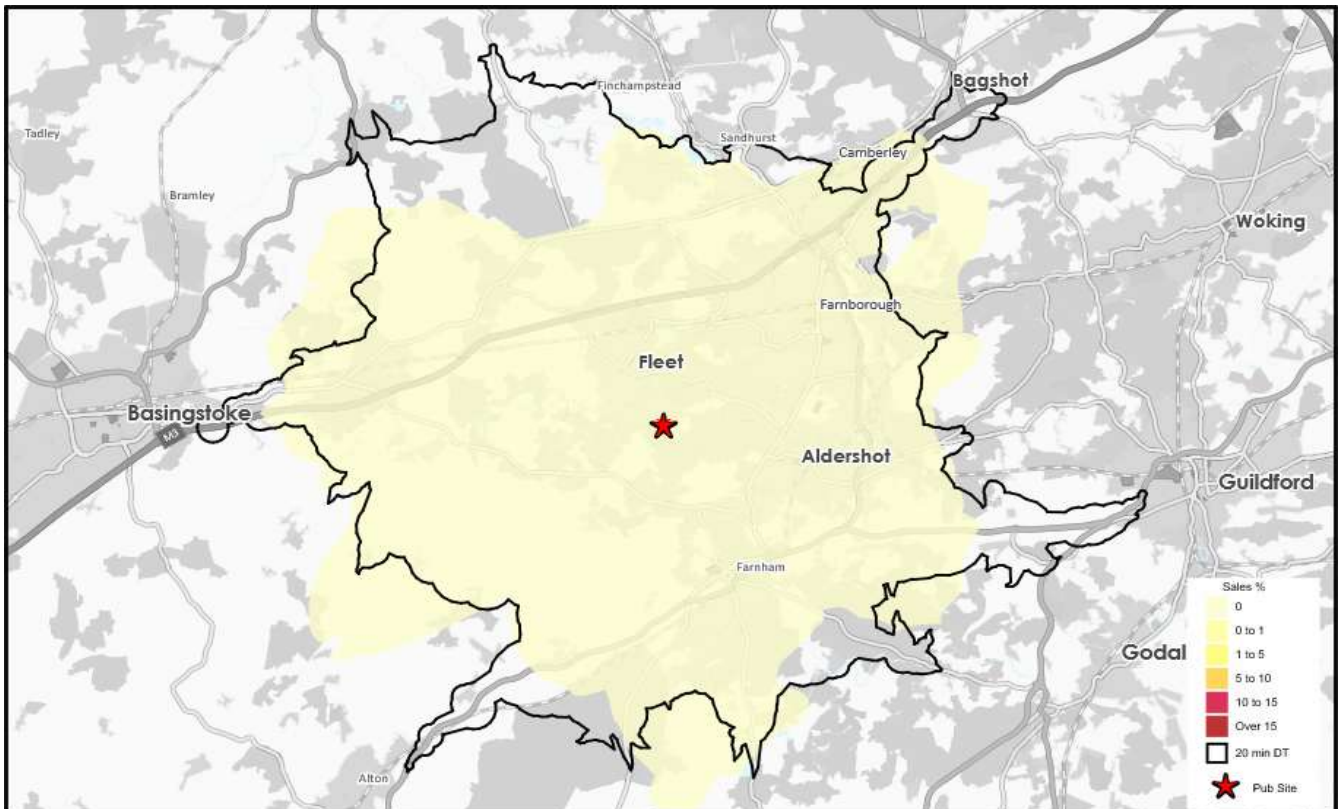
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Tweseldown Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Tweseldown

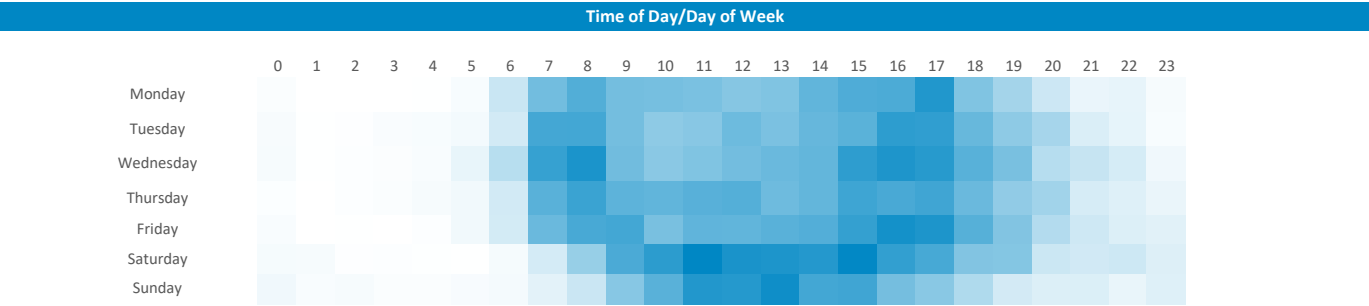


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

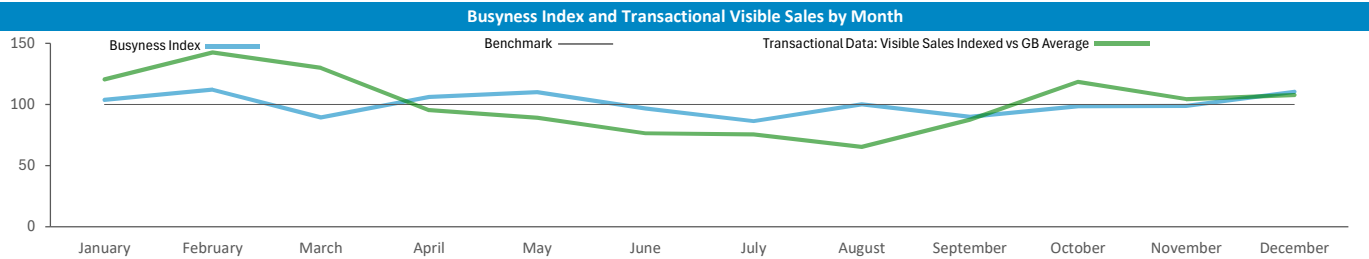
Mobile Data Summary - Tweseldown



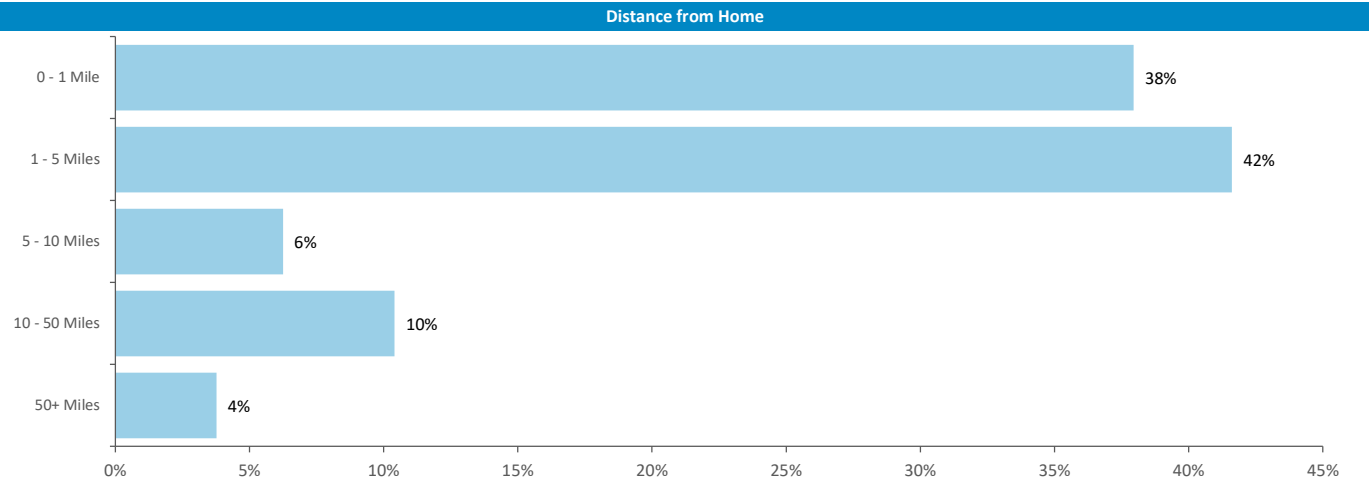
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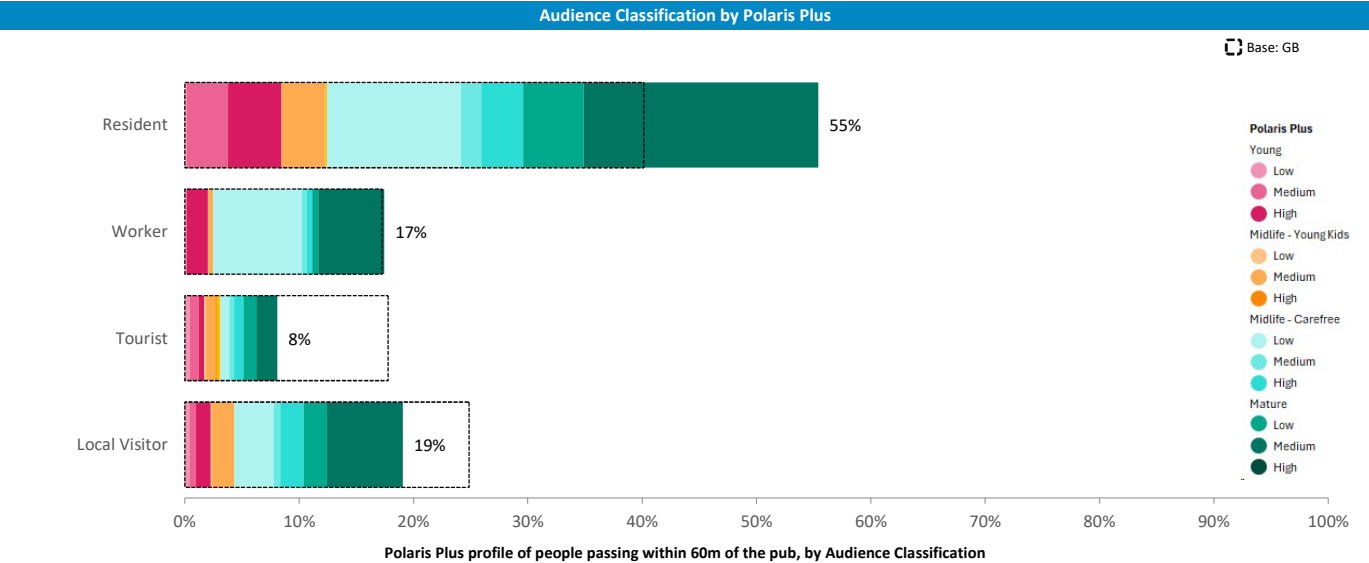
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average



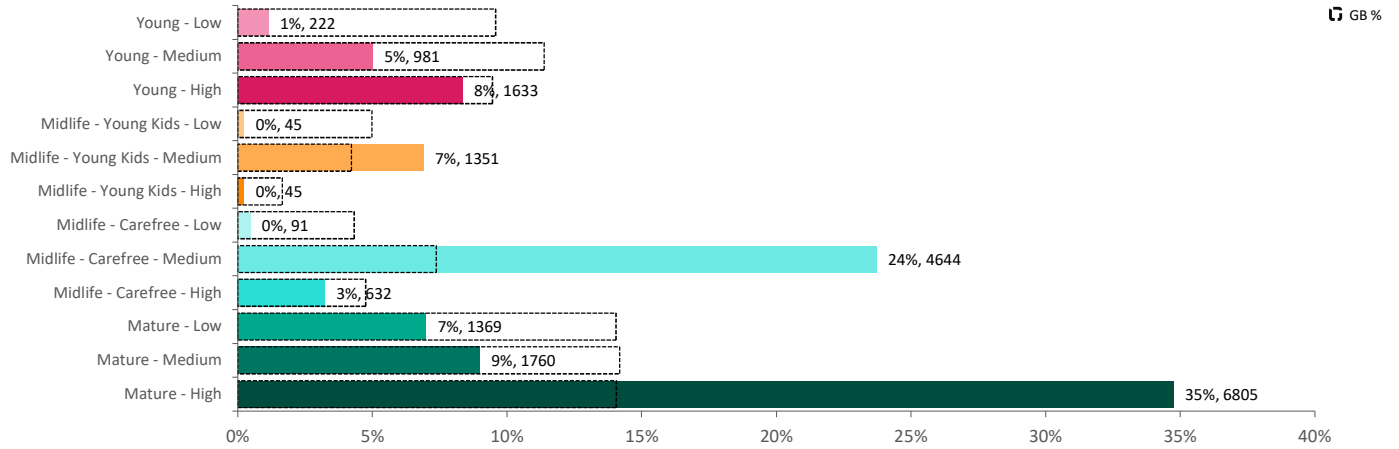
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there



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

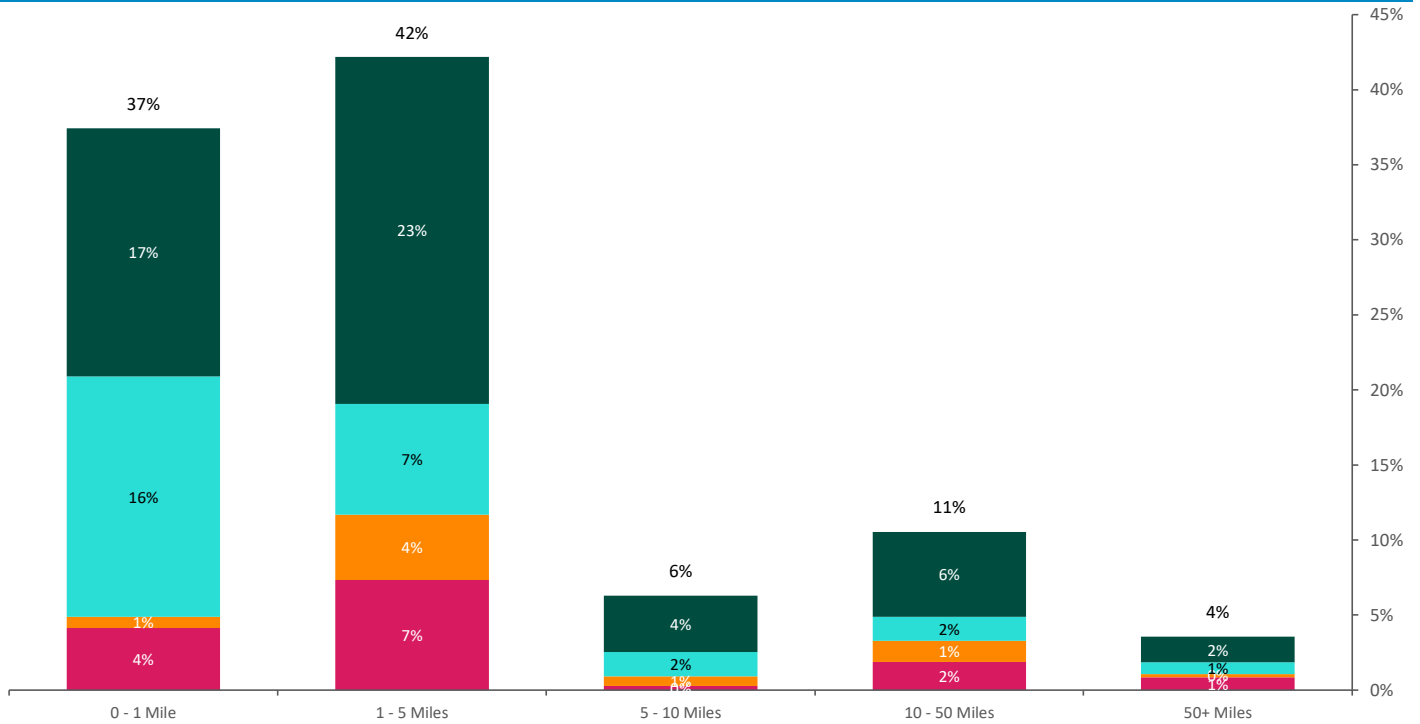
Mobile Data Summary - Tweseldown

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

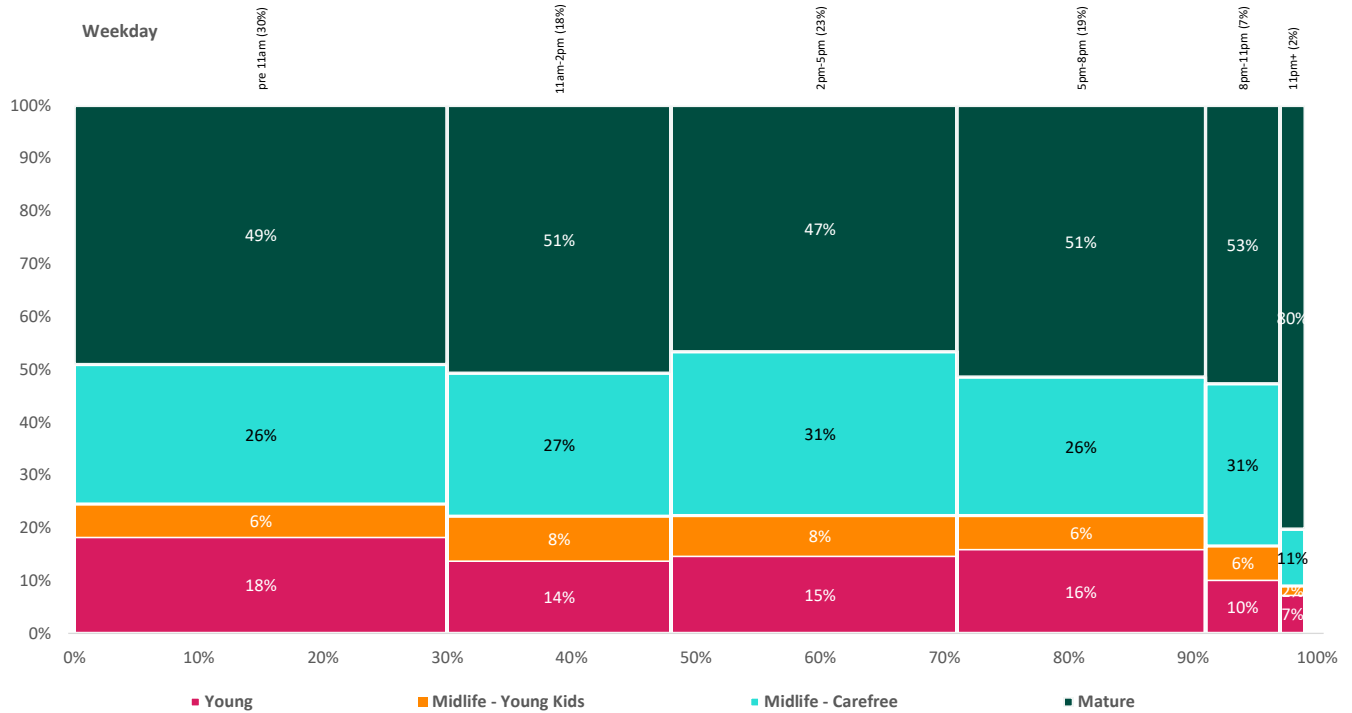


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Tweseldown

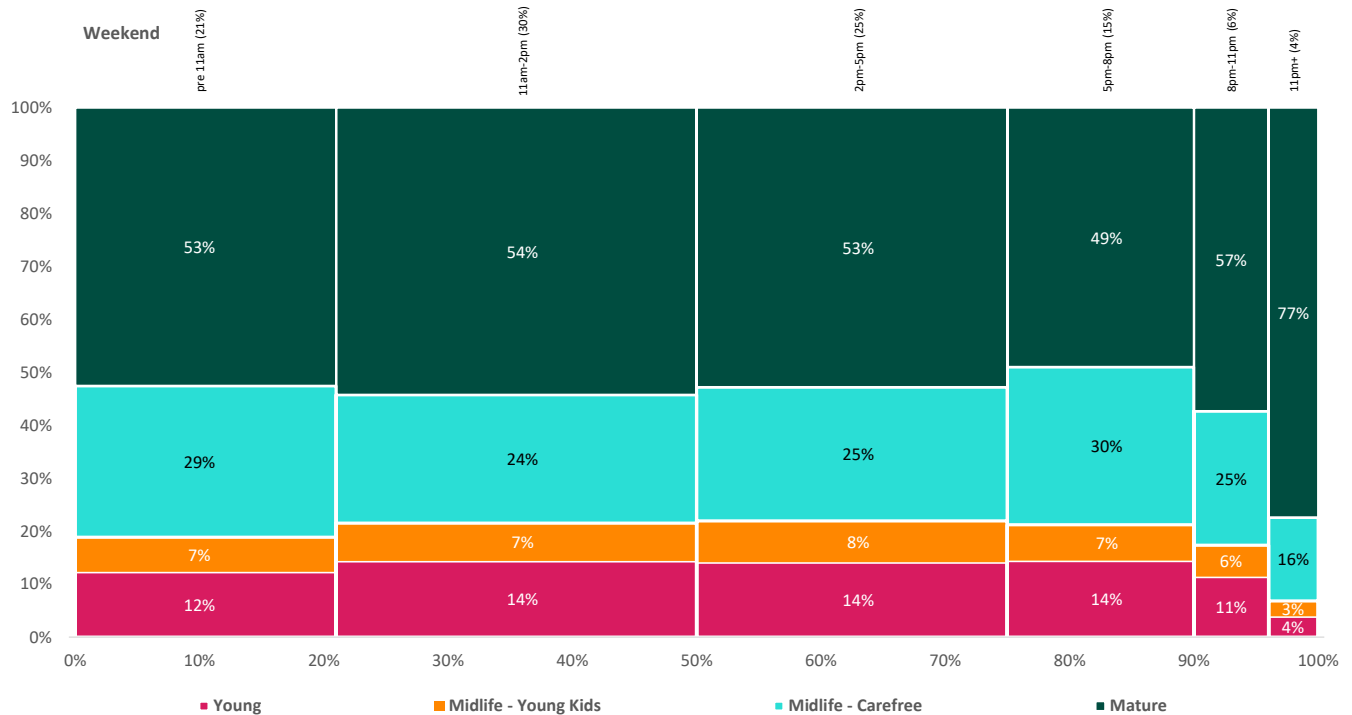
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,508	1,556	1,817	1,688	579	328	8,476
Midlife - Carefree	1,350	831	1,210	860	337	44	4,632
Midlife - Young Kids	317	257	293	208	70	7	1,152
Young	934	422	574	524	112	30	2,596
All	5,110	3,066	3,894	3,280	1,098	408	16,855

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

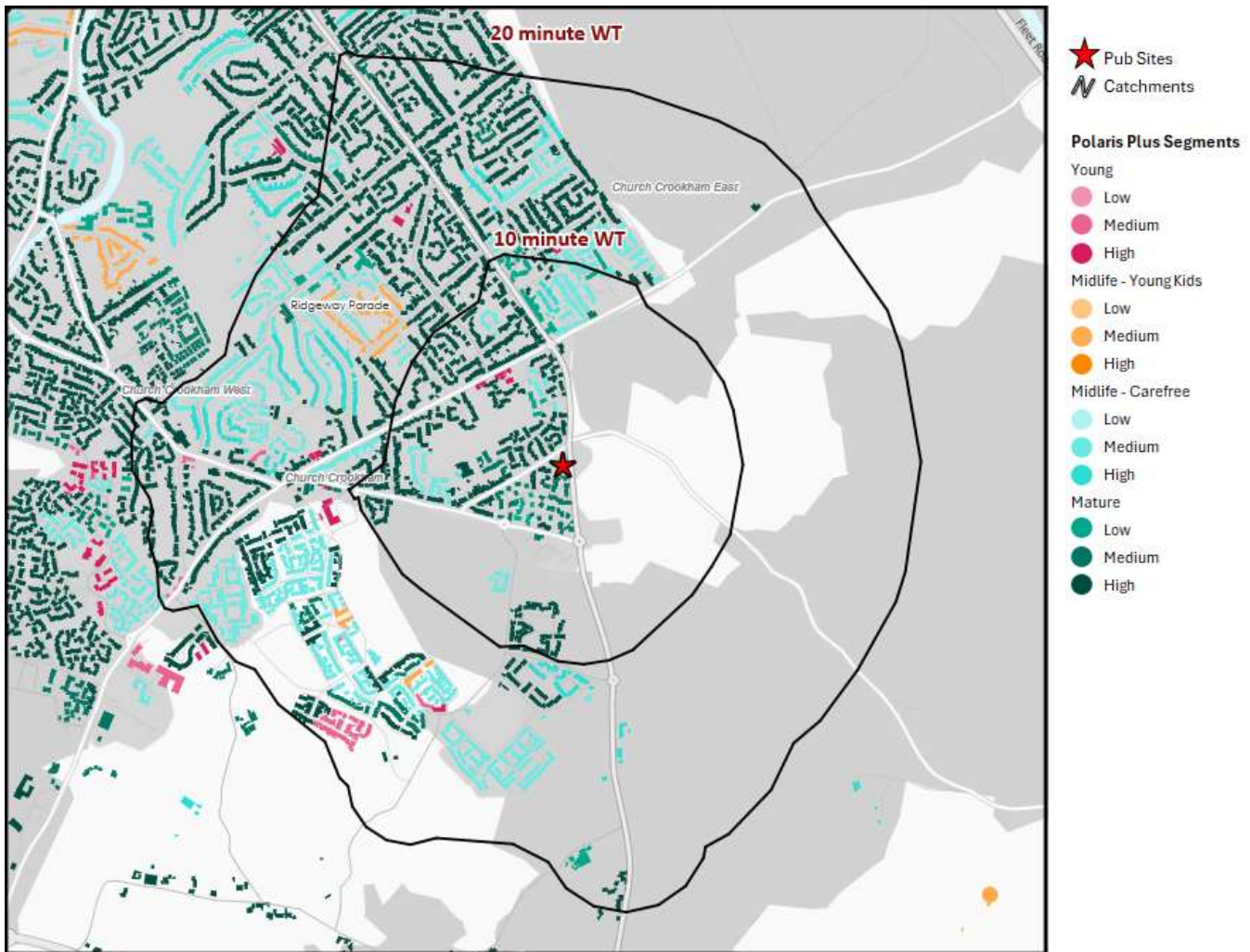


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	732	1,049	868	467	214	197	3,527
Midlife - Young Kids	399	470	416	285	94	40	1,704
Midlife - Carefree	92	138	129	64	22	7	453
Mature	171	278	232	138	43	10	872
All	1,394	1,935	1,645	954	373	255	6,556

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

Polaris Plus Summary - Tweseldown

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Polaris Plus Profile by Catchment

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	2,634	0	0	10
Medium	0	165	10,380	0	18	36
High	33	188	19,016	34	33	108
Midlife - Young Kids						
Low	0	0	363	0	0	2
Medium	0	222	24,482	0	60	210
High	0	0	389	0	0	13
Midlife - Carefree						
Low	0	0	1,002	0	0	9
Medium	314	2,789	58,264	298	462	309
High	35	621	8,337	52	161	69
Mature						
Low	136	238	19,645	68	21	55
Medium	130	432	18,585	56	33	45
High	765	3,566	95,202	345	281	240
Not Private Households	58	207	4,918	368	229	175
Total	1,471	8,428	263,217			

*WT= Walktime, **DT= Drivetime

Over GB Average

Around GB Average

Under GB Average