

## Catchment Summary - Uncle Toms Cabin Cookham

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	Over GB Average
	Around GB Average
	Under GB Average

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

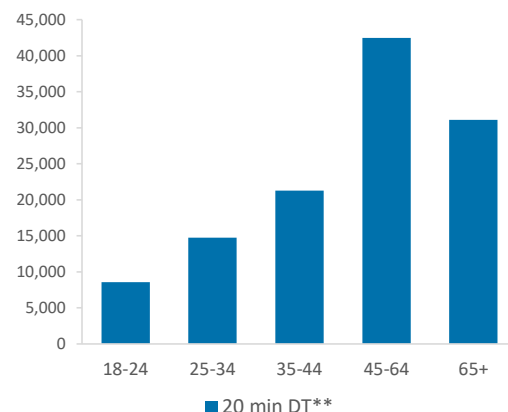
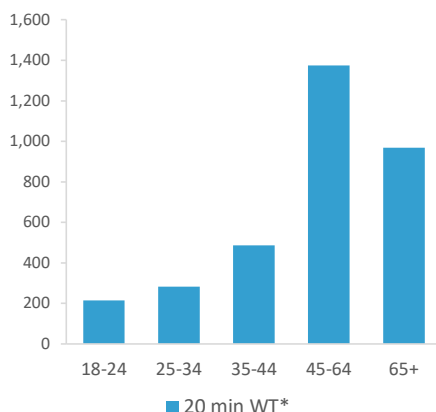
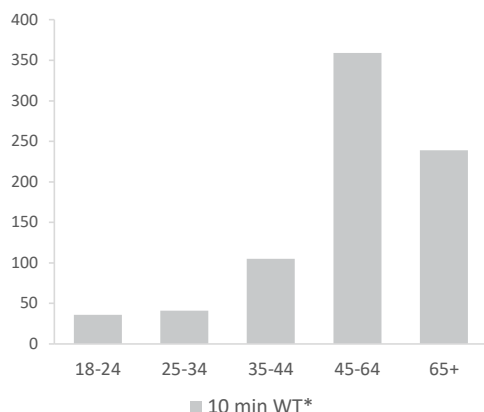
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,014	4,333	153,992	19	30	41
Adults 18+	780	3,329	118,167	18	19	40
Competition Pubs	1	3	135	7	9	37
Adults 18+ per Competition Pub	780	1,110	875	94	134	106
% Adults Likely to Drink	87.3%	85.6%	84.4%	106	104	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	11.5%	9.1%	0	45	35
	Medium	0.0%	17.9%	21.0%	0	45	53
	High	100.0%	68.8%	68.4%	298	205	204

\*Affluence does not include Not Private Households

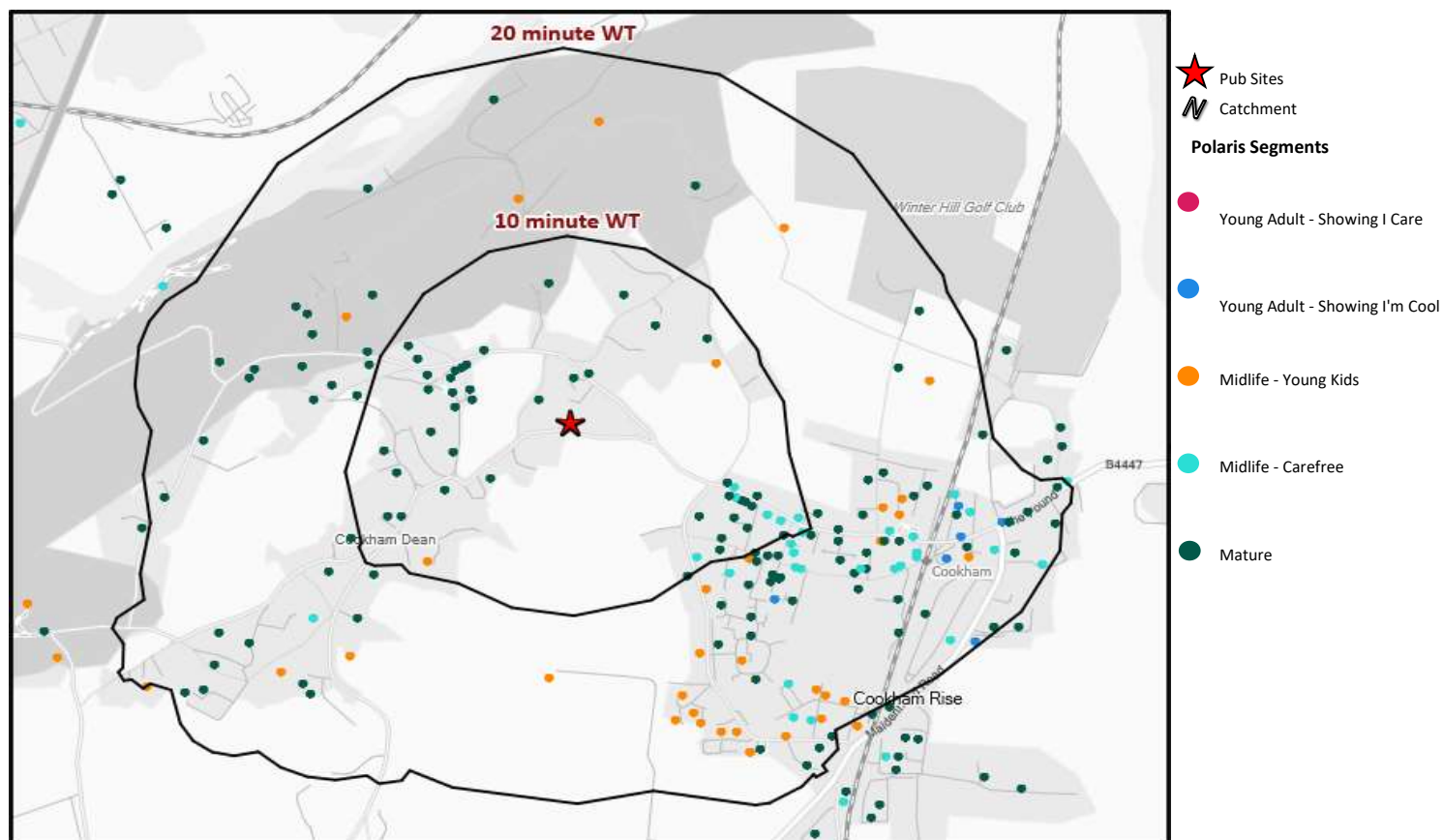
Age Profile	18-24	36	214	8,539	44	61	68
	25-34	41	283	14,739	30	49	72
	35-44	105	487	21,271	80	87	107
	45-64	359	1,376	42,484	139	124	108
	65+	239	969	31,134	123	117	106



		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	471 (46%)	2,083 (48%)	74,929 (49%)	94	97	98
	Female	543 (54%)	2,250 (52%)	79,063 (51%)	106	103	102
Economic Status (16-74)	Employed: Full-time	266 (38%)	1,164 (40%)	47,987 (45%)	92	95	109
	Employed: Part-time	85 (12%)	364 (12%)	12,723 (12%)	94	95	92
	Self employed	143 (21%)	529 (18%)	13,299 (13%)	216	189	131
	Unemployed	0 (0%)	25 (1%)	1,914 (2%)	0	36	76
	Retired	108 (16%)	455 (15%)	14,481 (14%)	113	112	99
	Other	92 (13%)	399 (14%)	15,670 (15%)	67	69	75
Total Worker Count		409	1,731	74,575			

See the Glossary page for further information on the above variables

## Polaris Summary - Uncle Toms Cabin Cookham

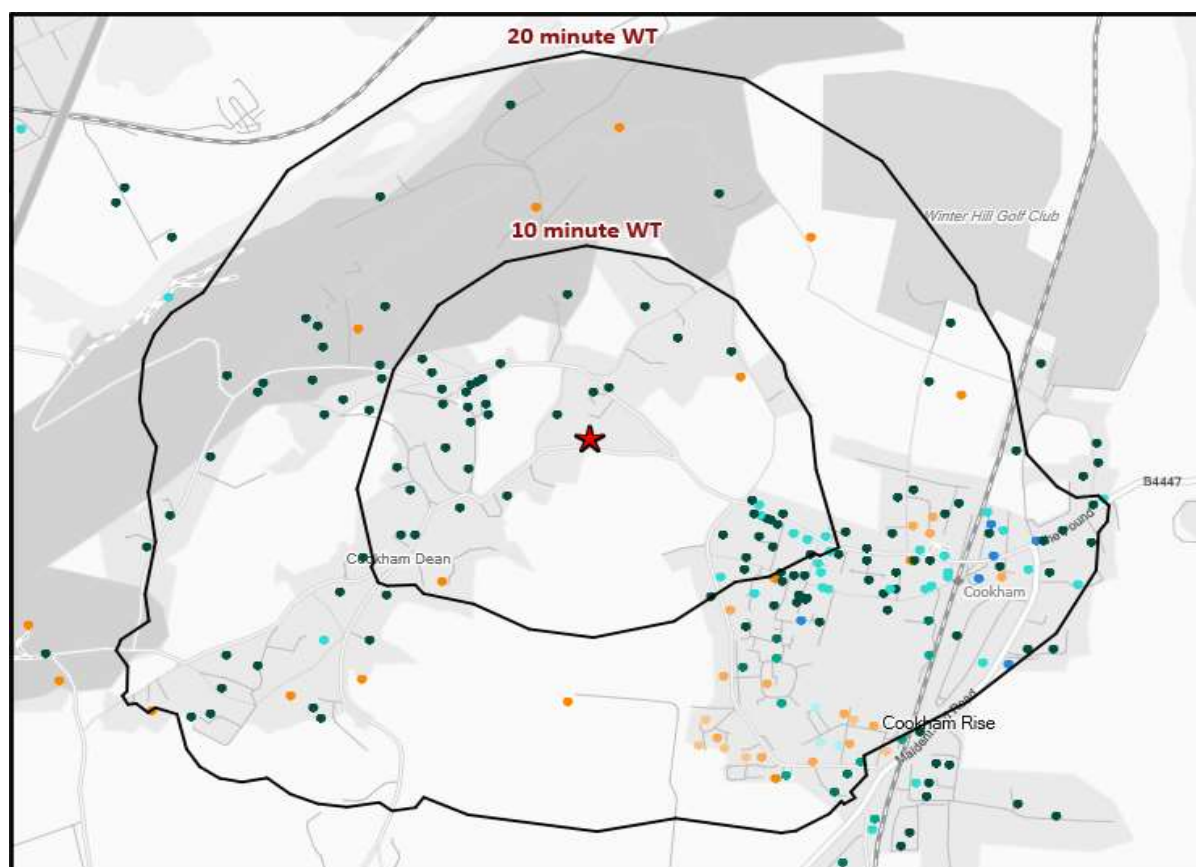


## Polaris Profile by Catchment

\*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 Adult - Showing I Care	0	0	2,836	0	0	27
Young Adult - Showing I'm Cool	0	71	11,360	0	23	104
Midlife - Young Kids	48	642	30,234	20	61	81
Midlife - Carefree	117	418	33,873	71	60	136
Mature	615	2,138	38,087	282	230	115
<b>Not Private Households</b>	0	60	1,777	0	125	105
<b>Total</b>	780	3,329	118,167			

## Polaris Summary - Uncle Toms Cabin Cookham



## Polaris Plus Segments

Young Adult - Showing I Care

- Low
- Medium
- High

Young Adult - Showing I'm Cool

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

## Polaris Plus Profile by Catchment

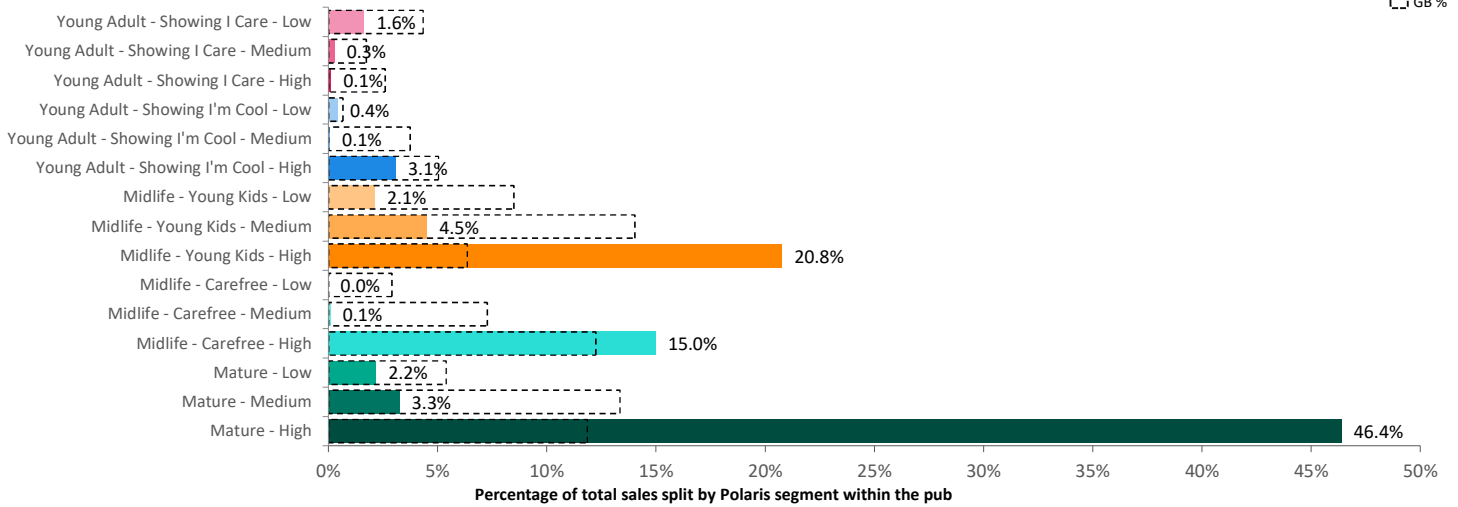
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	739	0	0	15
Medium	0	0	0	0	0	0
High	0	0	2,097	0	0	53
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	692	0	0	16
High	0	71	10,668	0	48	202
<b>Midlife - Young Kids</b>						
Low	0	148	4,315	0	40	33
Medium	0	341	17,384	0	69	99
High	48	153	8,535	114	85	134
<b>Midlife - Carefree</b>						
Low	0	75	1,340	0	66	33
Medium	0	0	520	0	0	7
High	117	343	32,013	137	94	248
<b>Mature</b>						
Low	0	159	4,323	0	80	62
Medium	0	254	6,197	0	60	41
High	615	1,725	27,567	840	552	249
<b>Not Private Households</b>	0	60	1,777	0	125	105
<b>Total</b>	780	3,329	118,167			

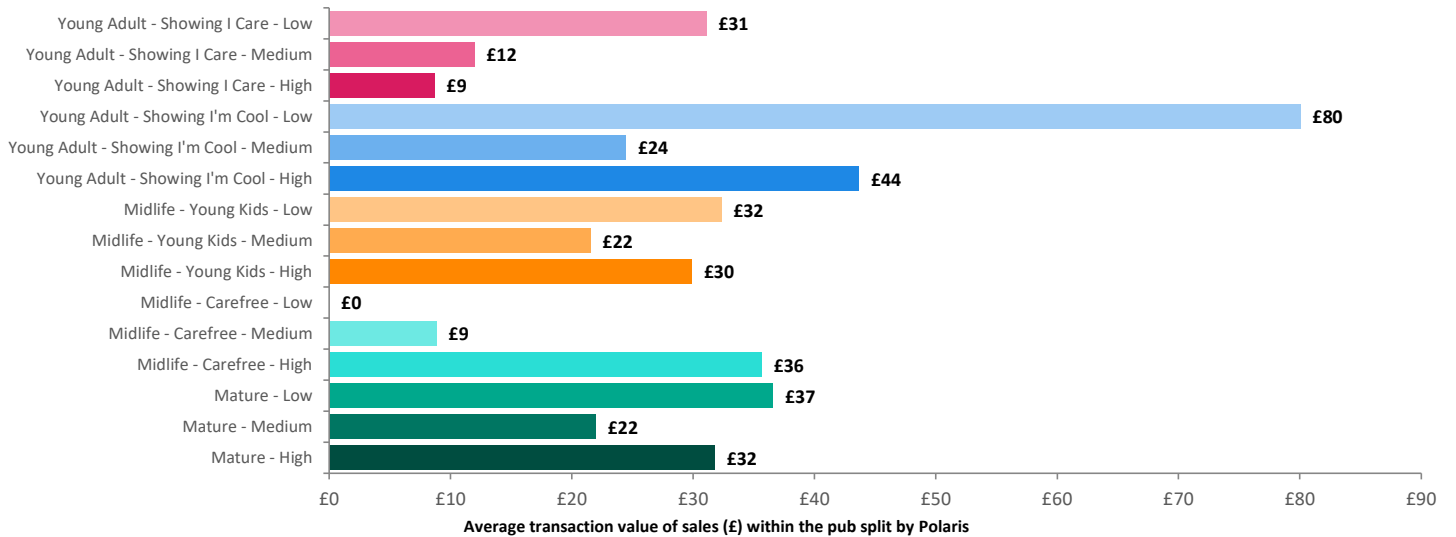
## Transactional Data Summary - Uncle Toms Cabin Cookham

## Spend by Polaris

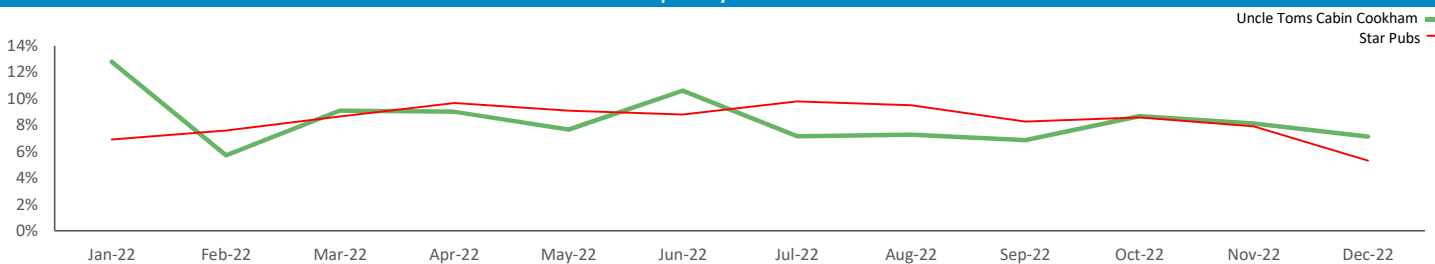
GB %



## Average Transaction Values (£) by Polaris

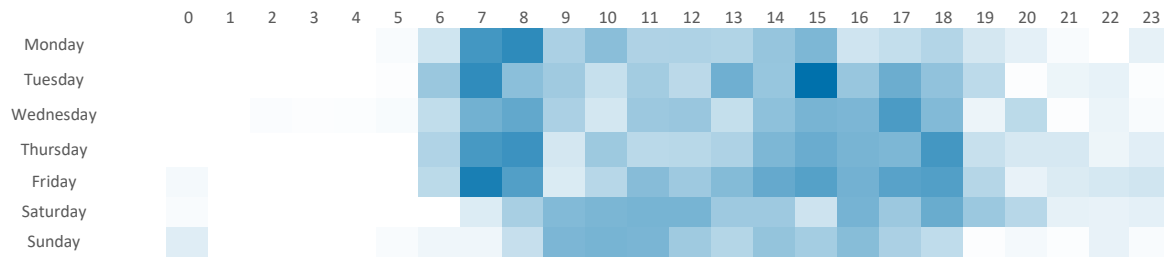


## Spend by Month



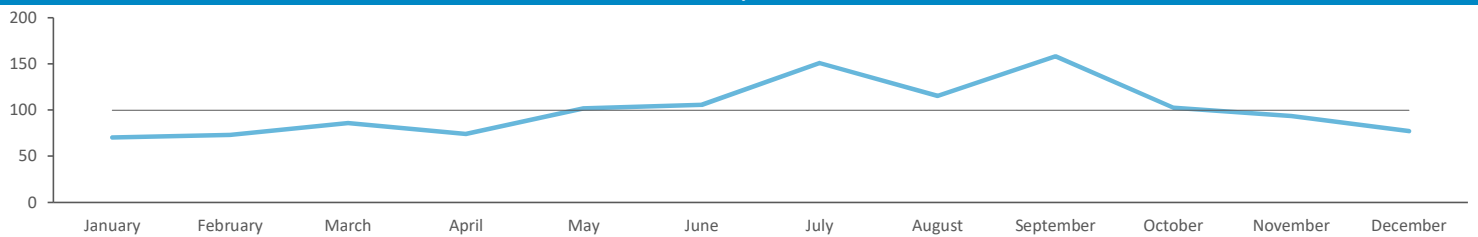
## Mobile Data Summary - Uncle Toms Cabin Cookham

## Time of Day/Day of Week



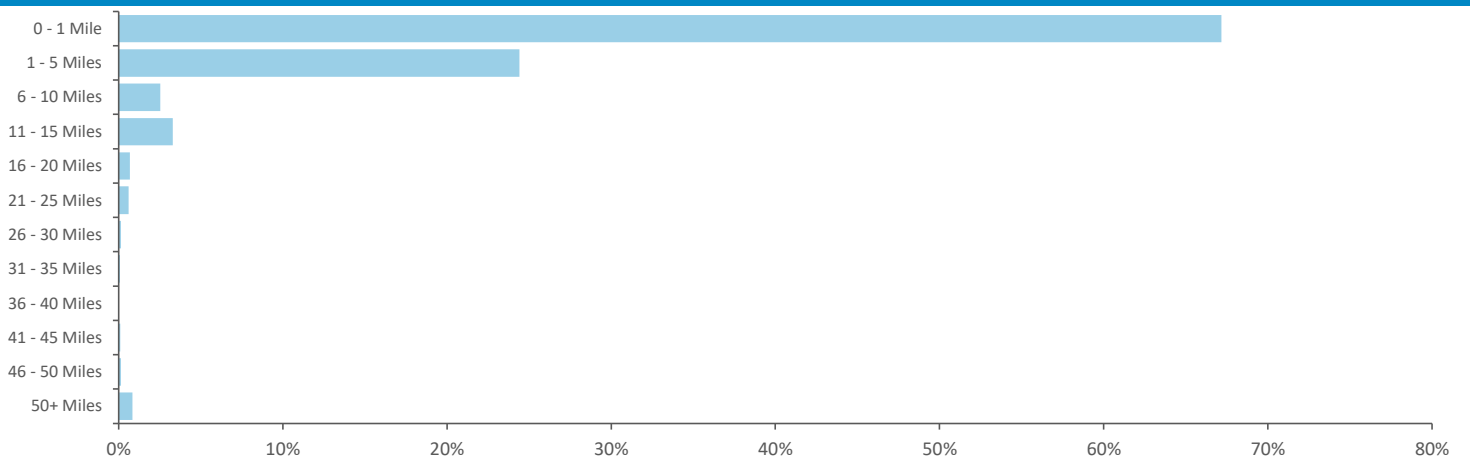
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



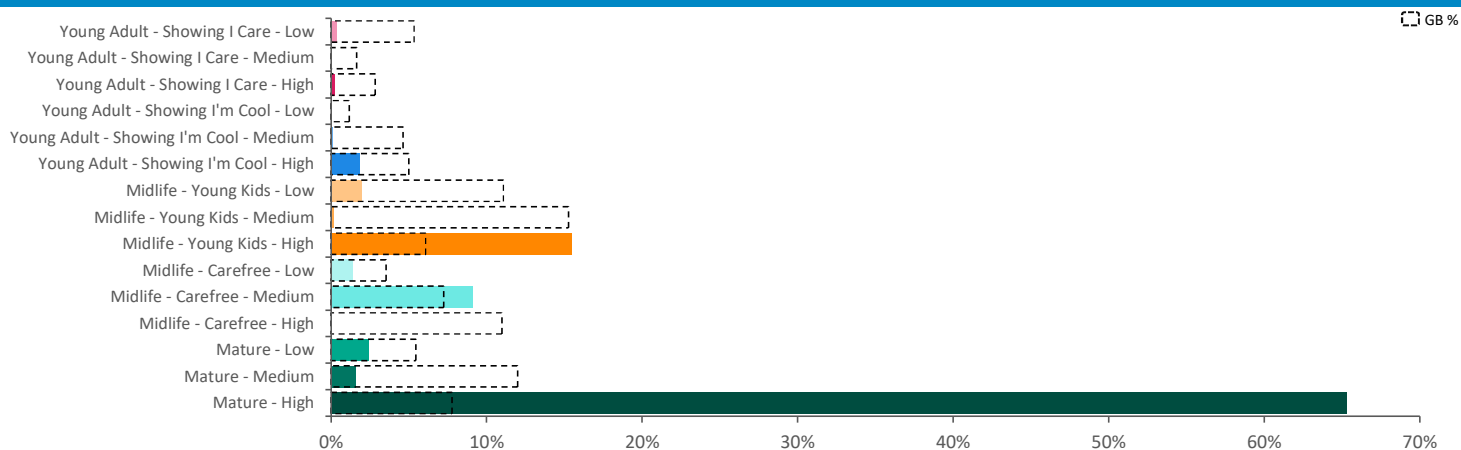
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



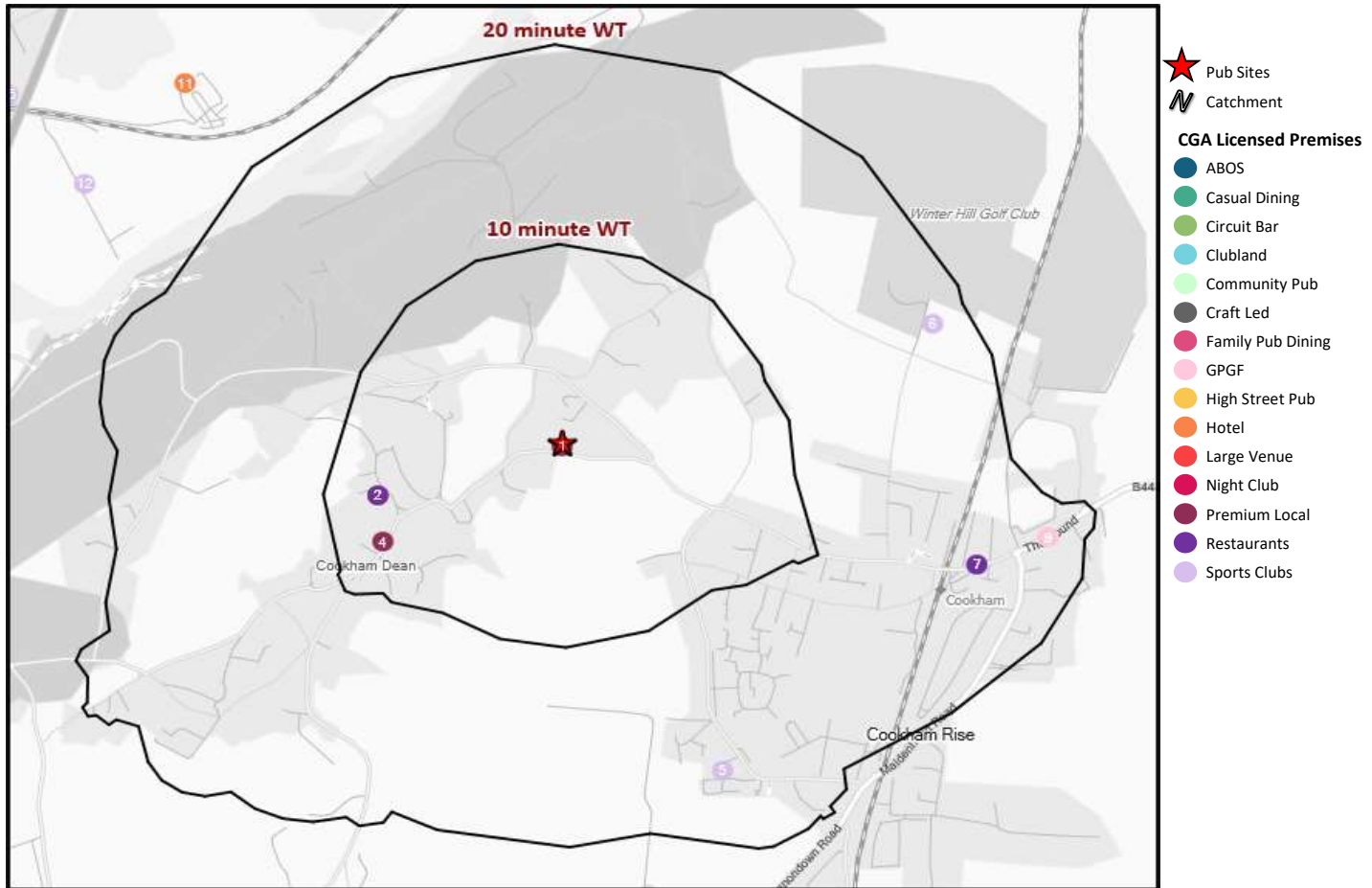
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

## CGA Summary - Uncle Toms Cabin Cookham



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Uncle Toms Cabin	SL 6 9NT	Star Pubs & Bars	Premium Local	0.0
2	Sanctum On The Green	SL 6 9NZ	Independent Free	Hotel	0.3
2	Mole And Badger	SL 6 9NZ	Independent Free	Restaurants	0.3
4	Jolly Farmer	SL 6 9PD	Independent Free	Premium Local	0.4
5	Cookham Dene Cricket Club	SL 6 9LX	Independent Free	Sports Clubs	0.7
6	Winter Hill Golf Club	SL 6 9RP	Independent Free	Sports Clubs	0.7
7	Cookham Social Club	SL 6 9BT	Independent Free	Sports Clubs	0.8
7	Pizza Dreams Cafe	SL 6 9BT	Independent Free	Restaurants	0.8
9	White Oak	SL 6 9QE	Greene King	GPGF	0.9
9	Old Swan Uppers	SL 6 9QE	Star Pubs & Bars	GPGF	0.9
11	Crowne Plaza	SL 7 1GJ	InterContinental Hotels Group	Hotel	0.9
12	Marlow Rugby Union Club	SL 7 1QU	Independent Free	Sports Clubs	1.0
13	Crown Inn	SL 6 9SB	Star Pubs & Bars	Premium Local	1.1
14	Institute Of Marketing	SL 6 9QH	Independent Free	Sports Clubs	1.1
15	Marlow Club	SL 7 1LU	Independent Free	Sports Clubs	1.2
16	Westhorpe Water Sports Club	SL 7 3RQ	Independent Free	Sports Clubs	1.2
17	Maliks	SL 6 9SF	Independent Free	Restaurants	1.2
18	Travelodge	SL 7 1BU	Dubai International Capital	Hotel	1.2
19	Spice Merchant	SL 6 9SL	Independent Free	Restaurants	1.2
19	Peking Inn	SL 6 9SL	Independent Free	Restaurants	1.2

## Per Pub Analysis - Uncle Toms Cabin Cookham

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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	780	3,329	118,167
Number of Competition Pubs	1	3	135
Adults 18+ per Competition Pub	780	1,110	875

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	61	7.8%	77
Circuit Bar	0	0.0%	0
Community Pub	16	2.0%	12
Craft Led	0	0.0%	0
Great Pub Great Food	373	47.8%	249
High Street Pub	13	1.7%	10
Premium Local	317	40.7%	232

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	277	8.3%	82
Circuit Bar	58	1.7%	47
Community Pub	309	9.3%	54
Craft Led	32	0.9%	30
Great Pub Great Food	1,172	35.2%	184
High Street Pub	297	8.9%	52
Premium Local	1,049	31.5%	180

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	14,926	12.6%	124
Circuit Bar	2,827	2.4%	65
Community Pub	12,454	10.5%	61
Craft Led	3,268	2.8%	87
Great Pub Great Food	38,825	32.9%	171
High Street Pub	11,212	9.5%	55
Premium Local	31,017	26.2%	150



## 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, 5.1</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, 5.2</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, 5.3</p>
Age Profile	Counts of residents by Age band
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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	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.	
Consumer Insight	<p><b>'Showing I Care' Young Adults</b></p> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</p>
	<p><b>'Showing I'm Cool' Young Adults</b></p> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</p>
	<p><b>Midlife 'Parents'</b></p> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p>
Product needs	<p><b>Midlife 'Carefree'</b></p> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p>
	<p><b>Mature</b></p> <p>55+ year olds</p> <p>"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"</p>
	<p><b>Licensed Premises</b></p> <p>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.</p>
<b>Competition Pubs</b>	
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.	
<b>Mobile data</b>	
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.	
<b>Acorn</b>	
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.	
<b>Transactional data</b>	
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.	