CACI

Catchment Summary - Wicor Mill Portchester
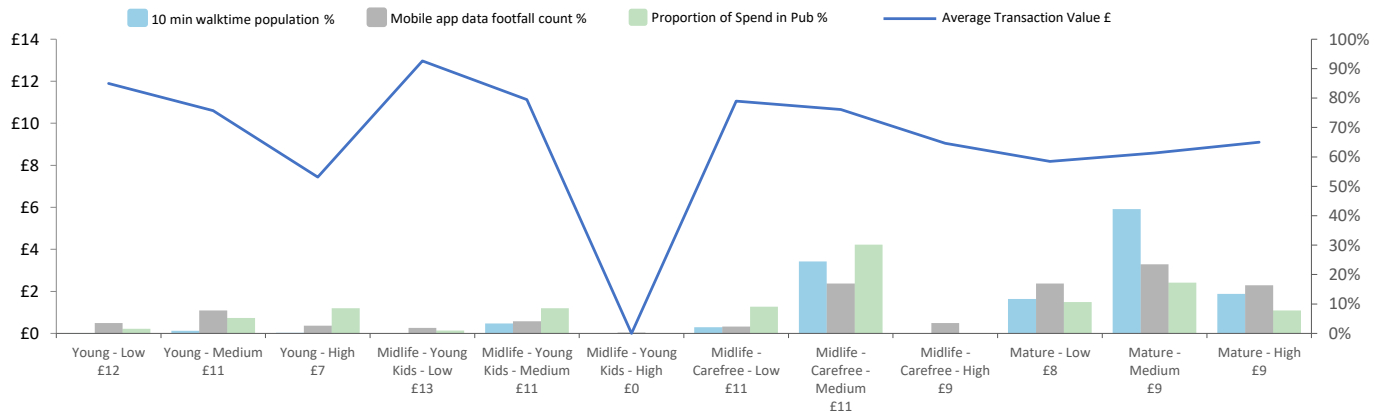
star PUBS&BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
626284	Wicor Mill Portchester	PO16 9AR	Star Pubs & Bars	Premium Local	9

Legend:
- ★ 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 £

X-axis categories: Young - Low £12 | Young - Medium £11 | Young - High £7 | Midlife - Young Kids - Low £13 | Midlife - Young Kids - Medium £11 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £11 | Midlife - Carefree - Medium £11 | Midlife - Carefree - High £9 | Mature - Low £8 | Mature - Medium £9 | Mature - High £9

See the Glossary page for further information on the above variables

Catchment Summary - Wicor Mill Portchester

star PUBS & BARS

*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**
	Over GB Average						
	Around GB Average						
	Under GB Average						
	Population	5,442	14,328	464,939	101	77	106
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	4,480	11,850	372,017	99	78	106
	Competition Pubs	3	9	354	17	25	85
	Adults 18+ per Competition Pub	1,493	1,317	1,051	174	153	122
	% Adults Likely to Drink	80.4%	80.2%	77.7%	105	105	102
Affluence	**Low**	13.8%	15.8%	24.6%	42	47	74
	Medium	71.0%	68.3%	50.9%	186	179	133
	High	13.6%	14.6%	23.1%	50	53	85
*Affluence does not include Not Private Households							
Age Profile	**18-24**	332	857	41,975	75	73	111
	25-34	452	1,390	59,413	62	73	96
	35-44	624	1,674	58,507	87	88	95
	45-64	1,494	3,959	118,662	107	108	99
	65+	1,578	3,970	93,460	151	144	105
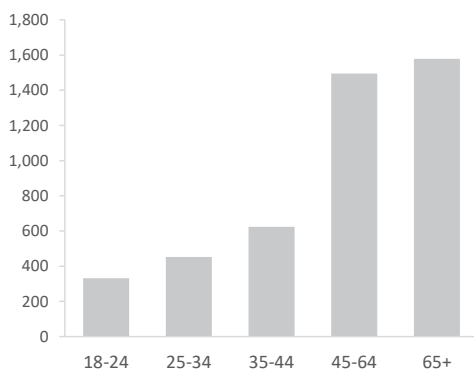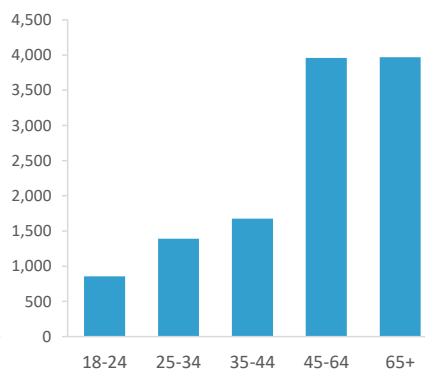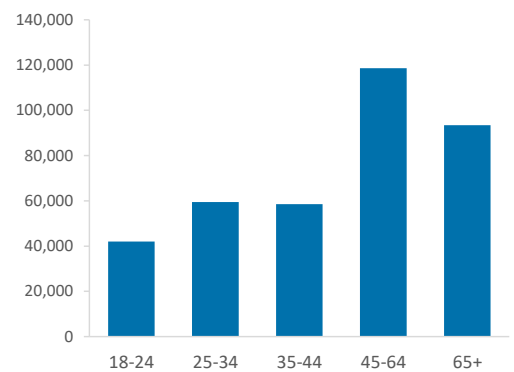
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	2,637 (48%)	6,954 (49%)	227,567 (49%)	99	99	100
	Female	2,805 (52%)	7,374 (51%)	237,372 (51%)	101	101	100
Economic Status (16+)	**Employed: Full-time**	1,521 (33%)	4,113 (34%)	131,679 (34%)	96	98	100
	Employed: Part-time	600 (13%)	1,572 (13%)	49,260 (13%)	110	109	108
	Self employed	396 (9%)	1,075 (9%)	32,672 (9%)	93	96	92
	Unemployed	81 (2%)	240 (2%)	9,877 (3%)	64	71	93
	Full-time student	69 (2%)	201 (2%)	10,628 (3%)	63	70	117
	Retired	1,495 (33%)	3,693 (30%)	87,505 (23%)	149	139	104
	Other	436 (9%)	1,257 (10%)	61,096 (16%)	54	59	92
	Total Worker Count	860	4,355	302,052			

See the Glossary page for further information on the above variables

Transactional Data Summary - Wicor Mill Portchester

star PUBS & BARS

## Spend by Polaris Plus

GB %

Segment	%
Young - Low	1.6%
Young - Medium	5.2%
Young - High	8.6%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	8.6%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	9.1%
Midlife - Carefree - Medium	30.2%
Midlife - Carefree - High	0.0%
Mature - Low	10.7%
Mature - Medium	17.3%
Mature - High	7.8%

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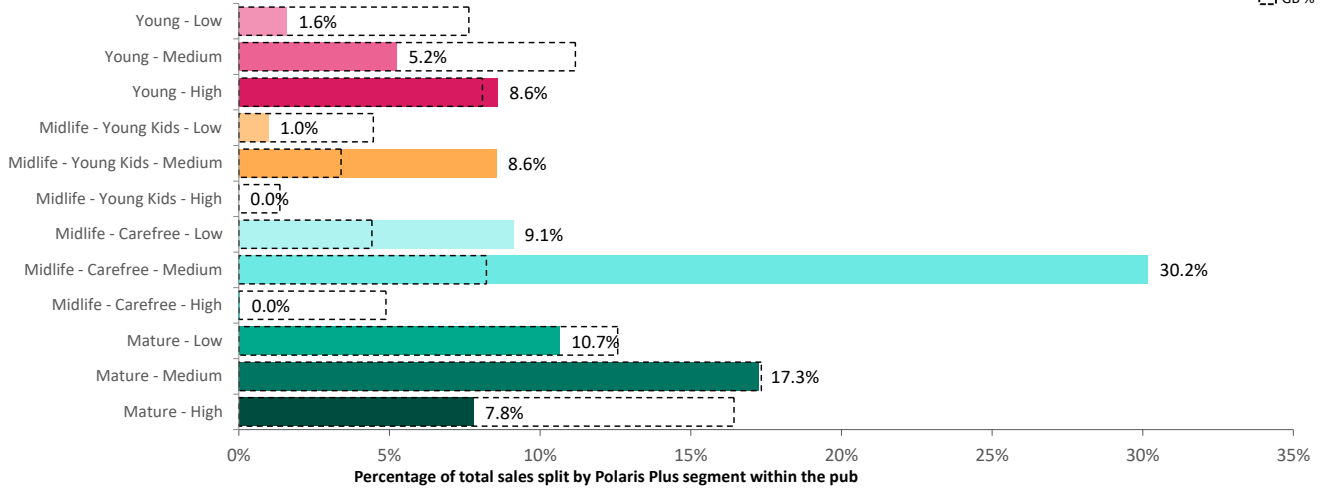
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	1.0%
Young - Medium	5.0%
Young - High	11.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	7.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	8.0%
Midlife - Carefree - Medium	27.0%
Midlife - Carefree - High	0.0%
Mature - Low	12.0%
Mature - Medium	19.0%
Mature - High	8.0%
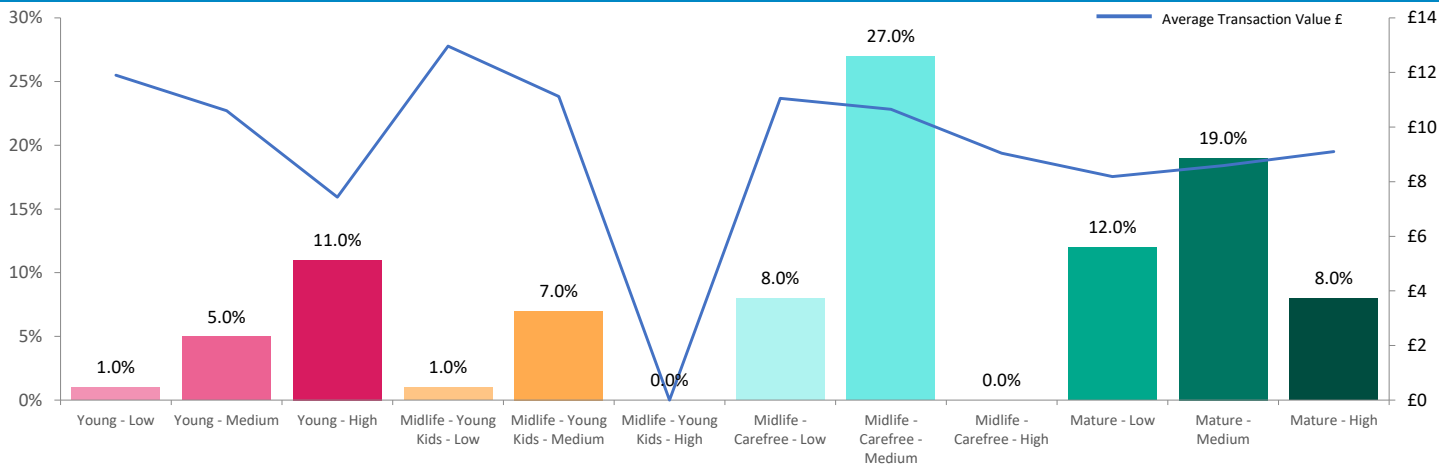
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
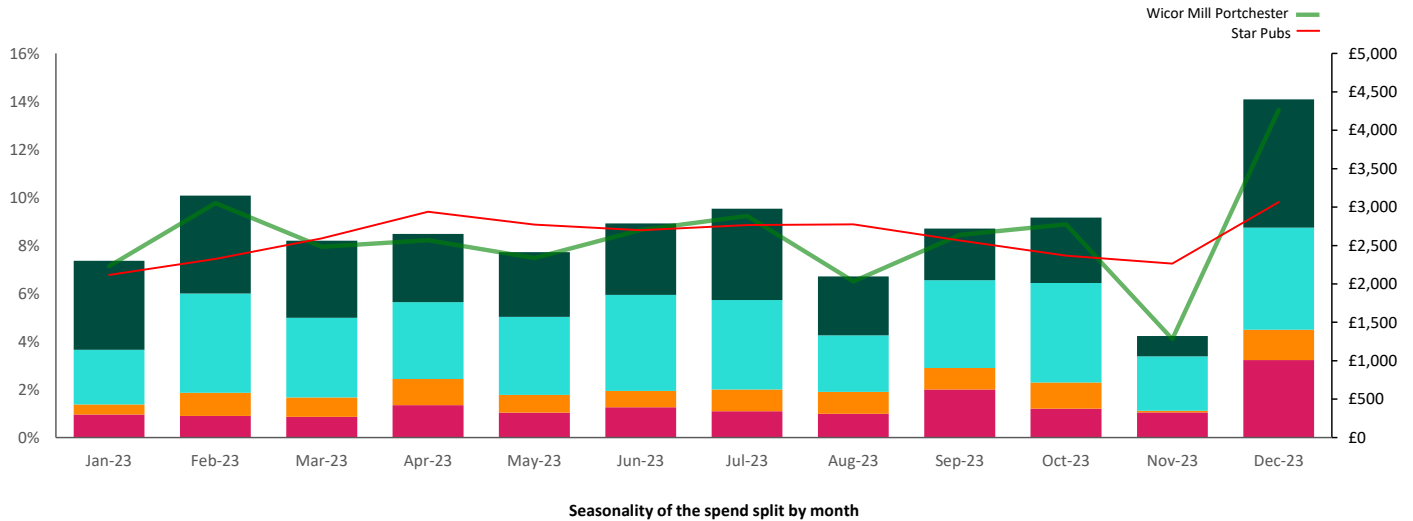
Wicor Mill Portchester
Star Pubs

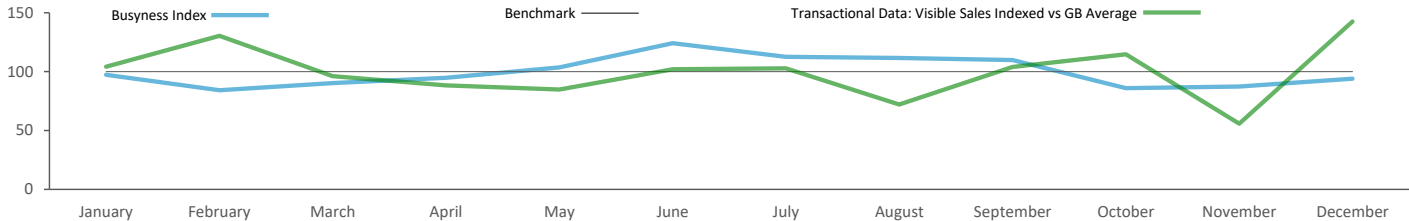*Seasonality of the spend split by month*

Mobile Data Summary - Wicor Mill Portchester

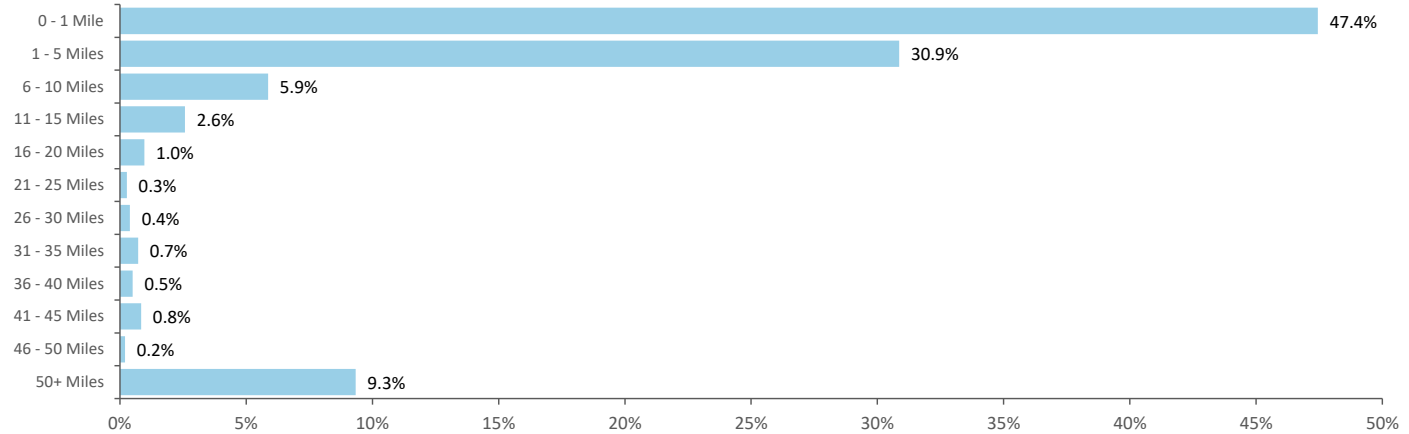star PUBS & BARS

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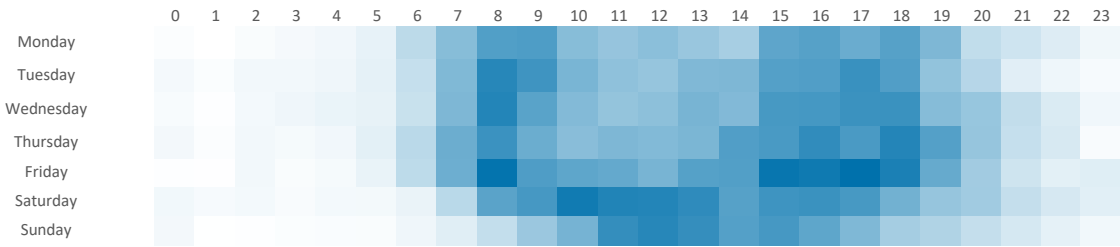
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	47.4%
1 - 5 Miles	30.9%
6 - 10 Miles	5.9%
11 - 15 Miles	2.6%
16 - 20 Miles	1.0%
21 - 25 Miles	0.3%
26 - 30 Miles	0.4%
31 - 35 Miles	0.7%
36 - 40 Miles	0.5%
41 - 45 Miles	0.8%
46 - 50 Miles	0.2%
50+ Miles	9.3%

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

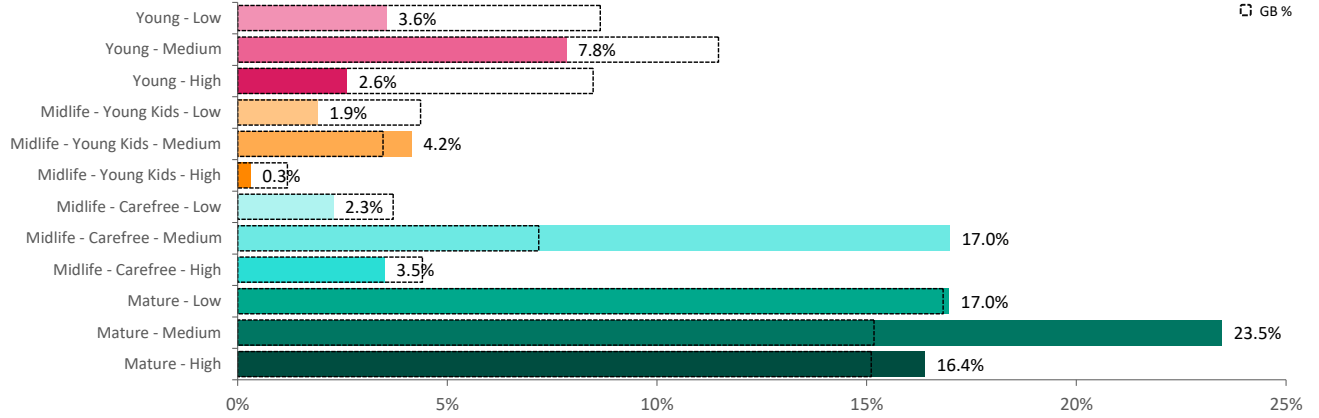## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	63.5%
Worker	12.0%
Tourist	11.7%
Local Tourist	12.8%
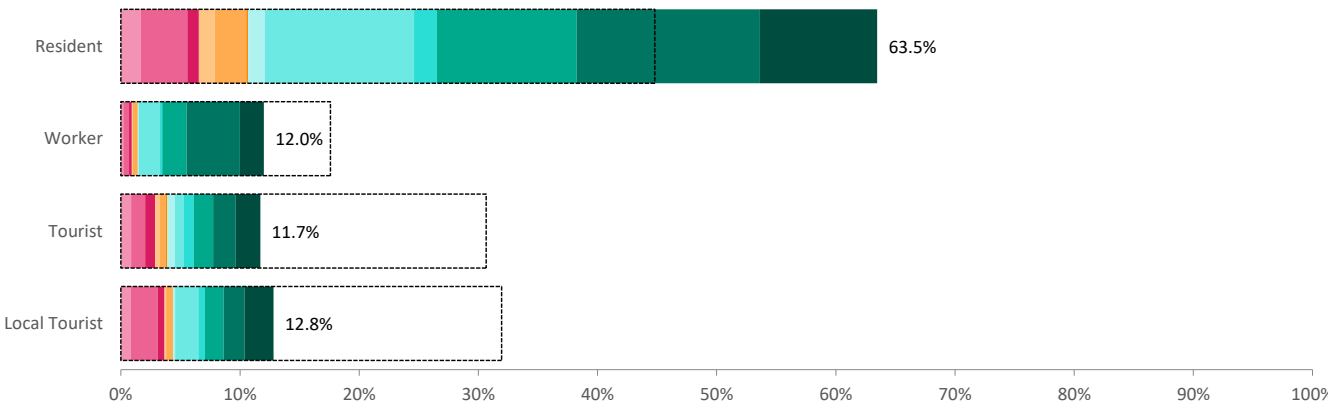
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
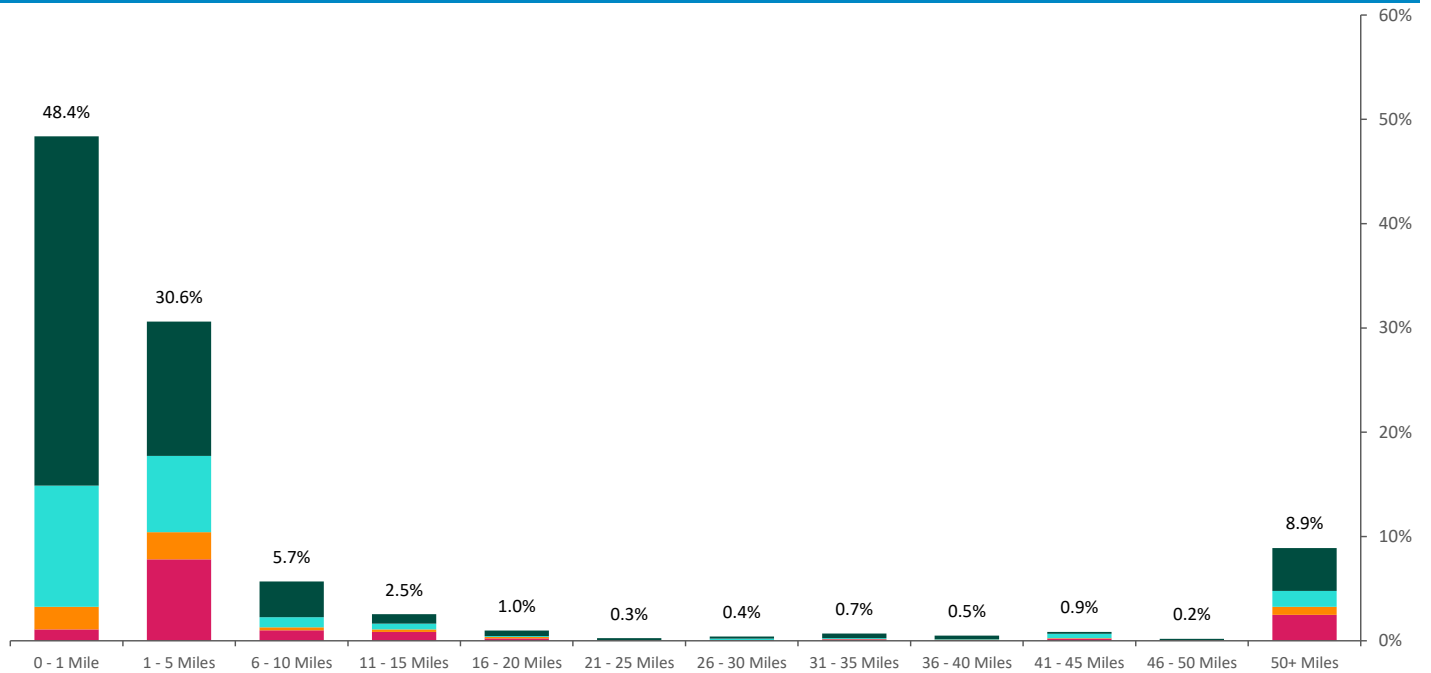
Mobile Data Summary - Wicor Mill Portchester

star PUBS & BARS

Polaris Plus Profile

☐ GB %

Young - Low	3.6%
Young - Medium	7.8%
Young - High	2.6%
Midlife - Young Kids - Low	1.9%
Midlife - Young Kids - Medium	4.2%
Midlife - Young Kids - High	0.3%
Midlife - Carefree - Low	2.3%
Midlife - Carefree - Medium	17.0%
Midlife - Carefree - High	3.5%
Mature - Low	17.0%
Mature - Medium	23.5%
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	Percentage
0 - 1 Mile	48.4%
1 - 5 Miles	30.6%
6 - 10 Miles	5.7%
11 - 15 Miles	2.5%
16 - 20 Miles	1.0%
21 - 25 Miles	0.3%
26 - 30 Miles	0.4%
31 - 35 Miles	0.7%
36 - 40 Miles	0.5%
41 - 45 Miles	0.9%
46 - 50 Miles	0.2%
50+ Miles	8.9%

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

Mobile Data Summary - Wicor Mill Portchester

star
PUBS&BARS

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

Weekday

	pre 11am (31%)	11am-2pm (15%)	2pm-5pm (20%)	5pm-8pm (21%)	8pm-11pm (8%)	11pm+ (5%)
Mature	58.9%	52.8%	57.4%	58.9%	54.1%	59.0%
Midlife - Carefree	21.4%	25.8%	21.8%	22.2%	20.8%	18.6%
Midlife - Young Kids	5.4%	5.7%	6.6%	6.3%	6.2%	5.5%
Young	14.3%	15.7%	14.1%	12.5%	18.9%	16.9%

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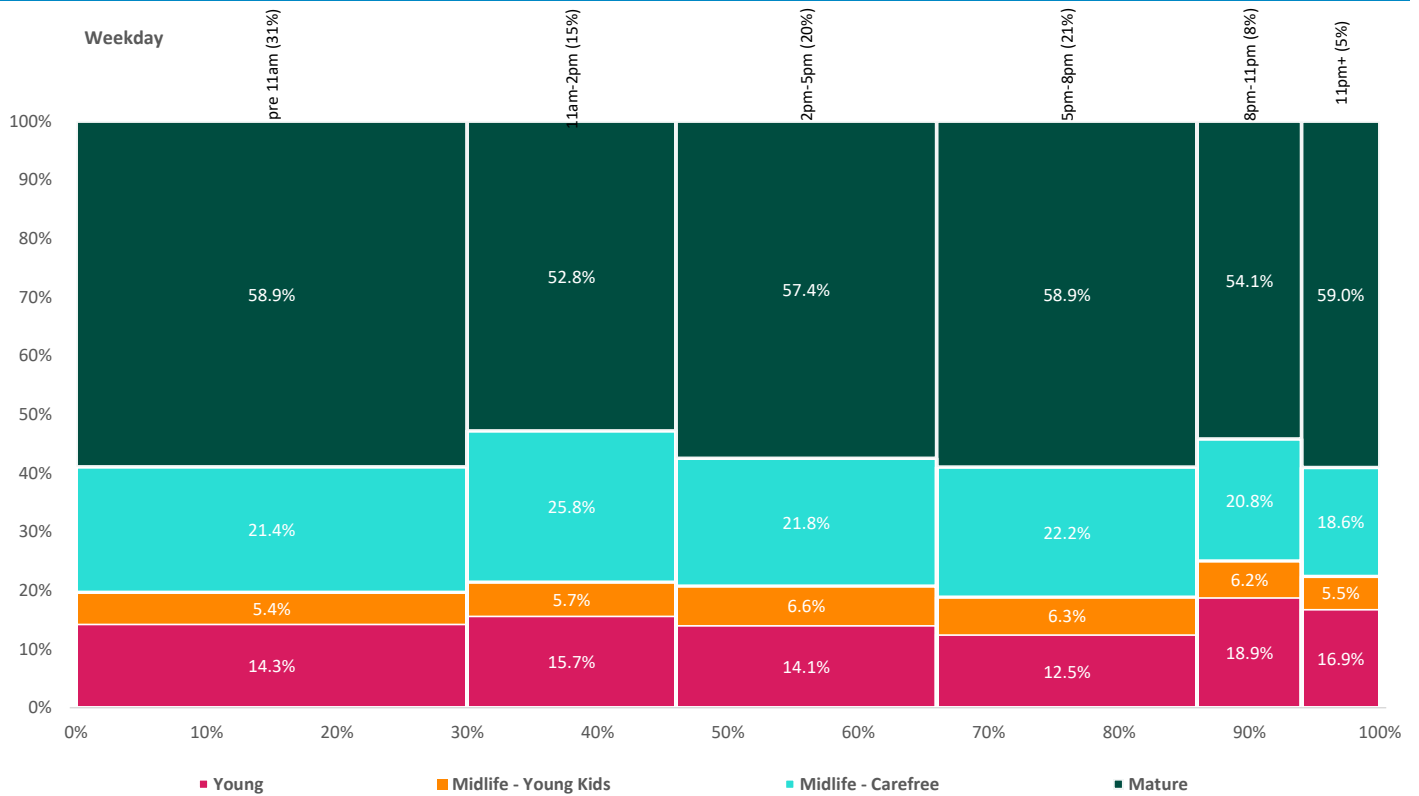
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (24%)	11am-2pm (25%)	2pm-5pm (22%)	5pm-8pm (15%)	8pm-11pm (8%)	11pm+ (6%)
Mature	54.1%	57.3%	55.0%	54.8%	50.5%	59.0%
Midlife - Carefree	22.6%	22.7%	23.5%	23.8%	24.3%	17.1%
Midlife - Young Kids	5.5%	4.7%	5.7%	5.4%	4.7%	3.4%
Young	17.8%	15.2%	15.8%	16.0%	20.5%	20.4%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
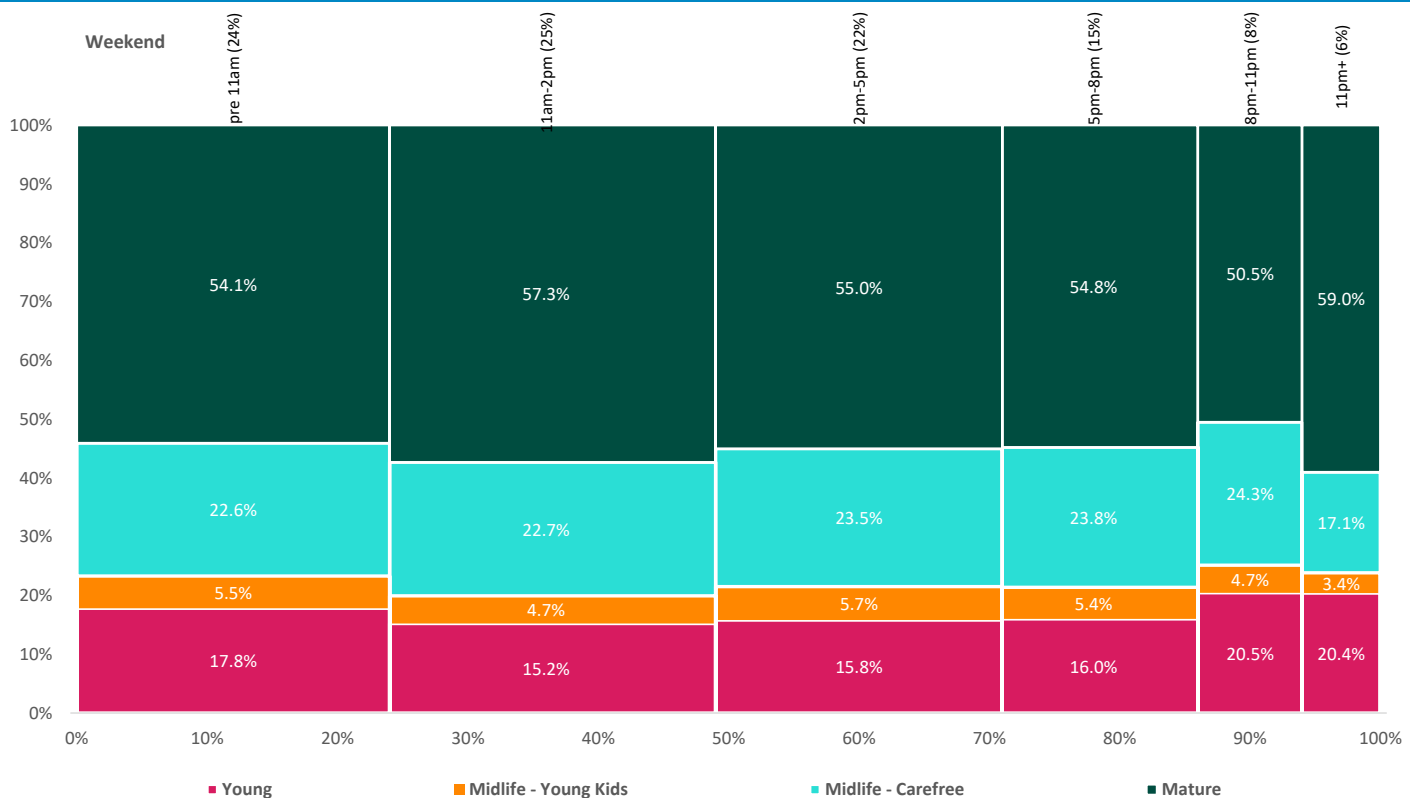
Polaris Summary - Wicor Mill Portchester

star
PUBS & BARS

Pub Sites
Catchment

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature
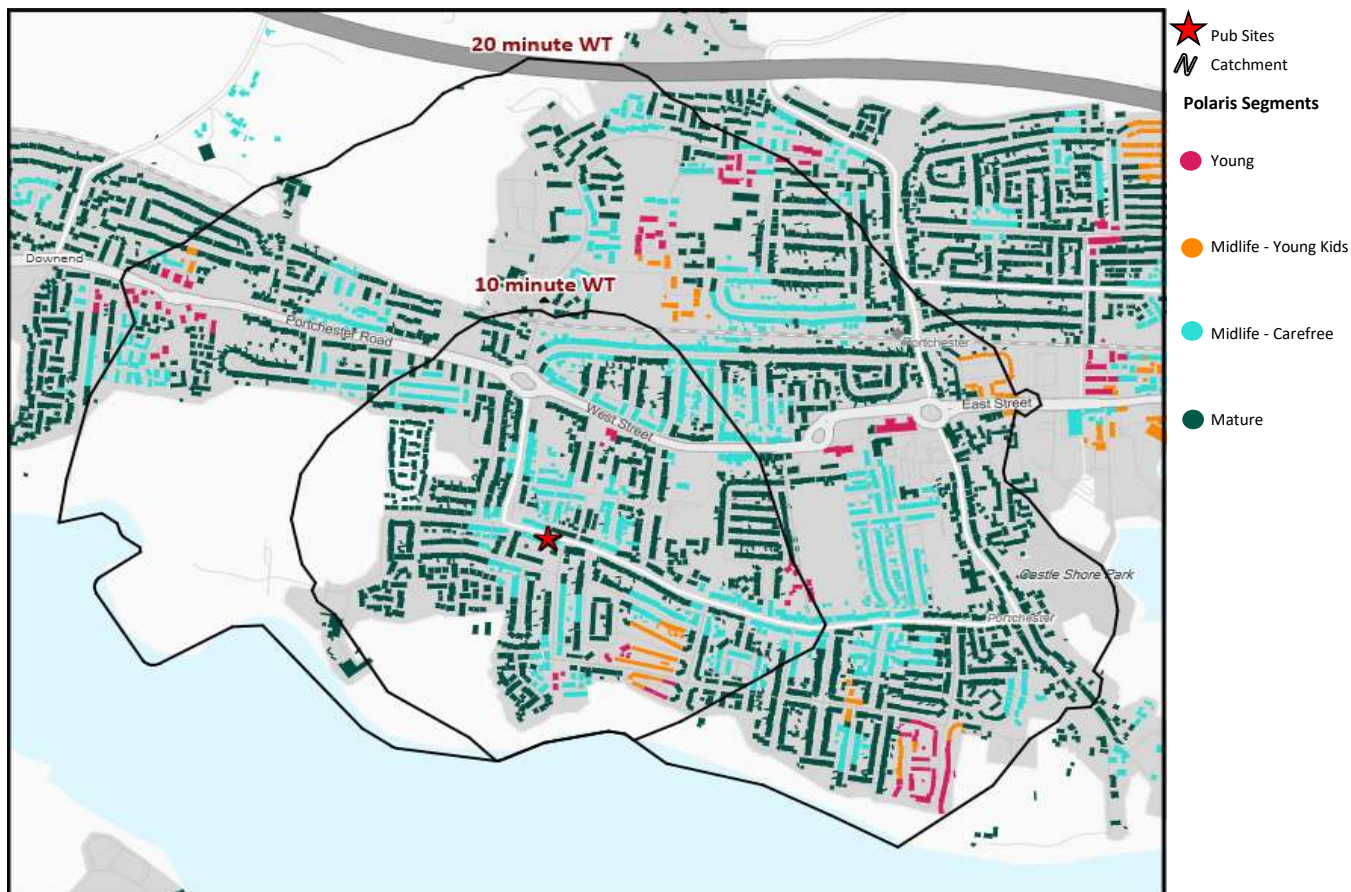
Polaris Profile by Catchment

*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	50	696	112,616	4	21	110
Midlife - Young Kids	150	445	21,977	31	34	54
Midlife - Carefree	1,192	3,415	65,446	168	182	111
Mature	3,019	7,135	166,758	152	136	101
Not Private Households	69	159	5,220	117	102	107
Total	4,480	11,850	372,017			

Polaris Plus Summary - Wicor Mill Portchester

star
PUBS & BARS

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	2	251	26,775	0	22	73
Medium	39	362	72,508	8	28	178
High	9	83	13,333	3	10	53
Midlife - Young Kids						
Low	0	76	4,506	0	12	22
Medium	150	369	16,174	77	72	100
High	0	0	1,297	0	0	31
Midlife - Carefree						
Low	95	111	5,442	50	22	35
Medium	1,097	3,178	52,748	342	374	198
High	0	126	7,256	0	24	44
Mature						
Low	523	1,429	54,744	85	88	107
Medium	1,894	4,190	47,948	270	226	82
High	602	1,516	64,066	90	85	115
Not Private Households	69	159	5,220	117	102	107
Total	4,480	11,850	372,017			

CGA Summary - Wicor Mill Portchester

Data Source © 2023 TomTom

Legend:

- ★ Pub Sites
- Ν Catchment
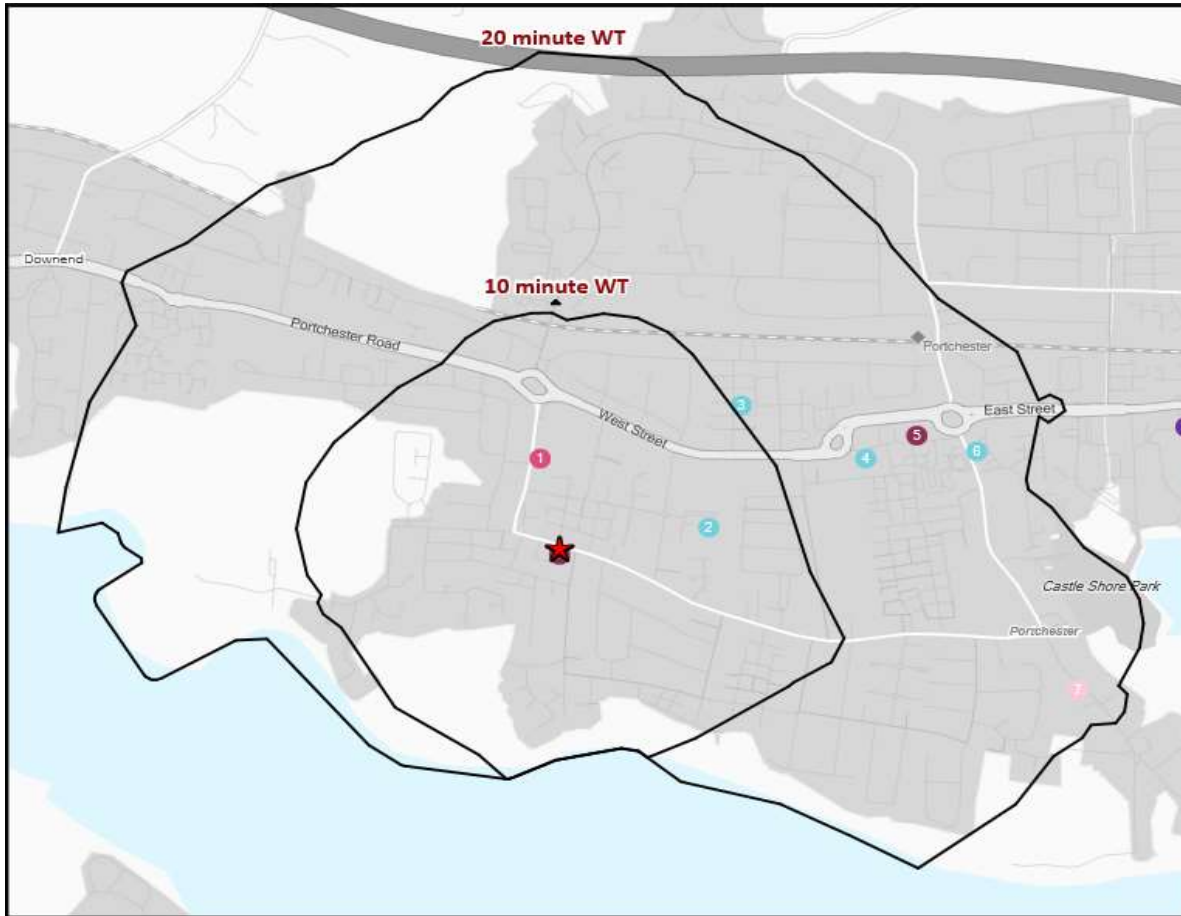
CGA Licensed Premises

- 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	Wicor Mill	PO16 9AR	Star Pubs & Bars	Premium Local	0.0
1	Seagull	PO16 9DB	Greene King	Family Pub Dining	0.2
2	Portchester Community Centre	PO16 9AD	Independent Free	Clubland	0.2
3	Porchester Football Club	PO16 8NS	Independent Free	Clubland	0.4
4	Portchester Snooker Club	PO16 9UN	Independent Free	Clubland	0.5
5	Red Lion	PO16 9XB	Greene King	Premium Local	0.6
6	Portchester Social Club	PO16 9PP	Independent Free	Clubland	0.7
7	Cormorant	PO16 9QX	Stonegate Pub Company	GPGF	0.9
8	Mother Kellys	PO 6 4PY	*Other Small Retail Groups	Restaurants	1.0
9	Portchester Sailing Club	PO16 9QN	Independent Free	Clubland	1.1
10	Royal Armouries	PO17 6AN	Independent Free	Large Venue	1.2

Per Pub Analysis - Wicor Mill Portchester

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,480	11,850	372,017
Number of Competition Pubs	3	9	354
Adults 18+ per Competition Pub	1,493	1,317	1,051

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	85	1.9%	24
Circuit Bar	0	63	1.4%	35
Community Pub	0	805	18.0%	94
Craft Led	0	16	0.4%	10
Great Pub Great Food	0	664	14.8%	84
High Street Pub	0	784	17.5%	95
Premium Local	1	802	17.9%	109

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	313	2.6%	33
Circuit Bar	0	226	1.9%	47
Community Pub	0	2,078	17.5%	92
Craft Led	0	100	0.8%	24
Great Pub Great Food	1	1,692	14.3%	81
High Street Pub	0	2,010	17.0%	92
Premium Local	2	1,982	16.7%	101

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	28,658	7.7%	96
Circuit Bar	12	17,716	4.8%	117
Community Pub	41	60,016	16.1%	84
Craft Led	0	15,019	4.0%	117
Great Pub Great Food	28	62,700	16.9%	95
High Street Pub	48	60,740	16.3%	89
Premium Local	60	63,758	17.1%	104

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