

## Catchment Summary - Coach & Horses Carshalton



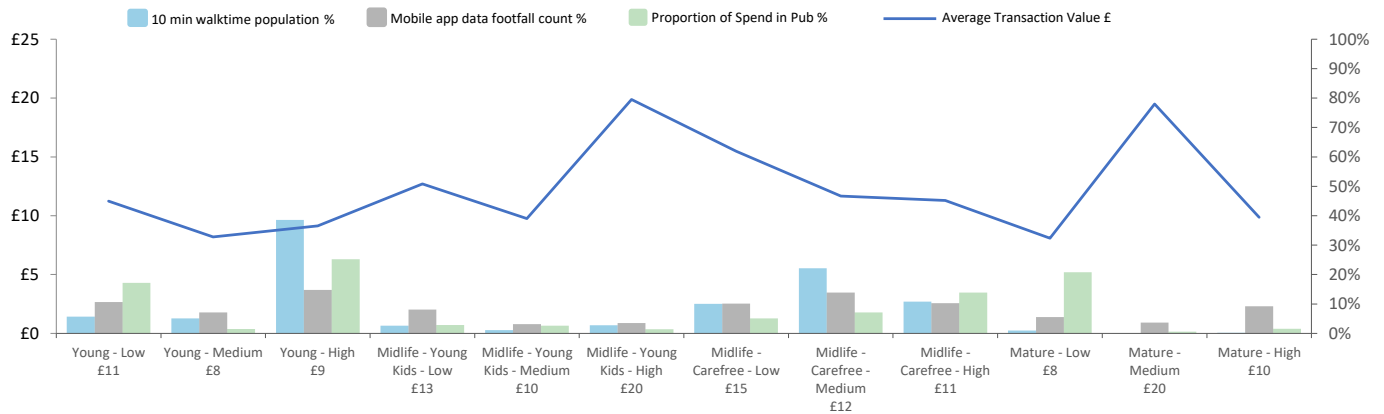
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626514	Coach & Horses Carshalton	SM 5 3AG	Star Pubs & Bars	Circuit Bar	2



- ★ 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 - Coach & Horses Carshalton

	Over GB Average
	Around GB Average
	Under GB Average

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

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

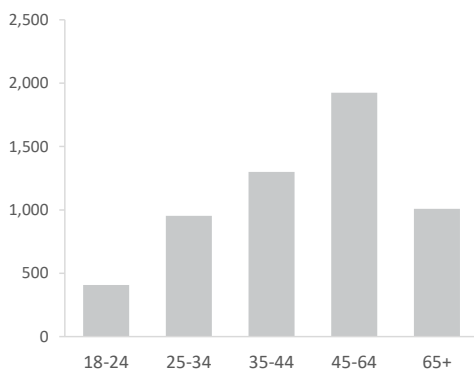
Population	7,186	34,955	1,066,976	134	189	243
Adults 18+	5,595	27,141	836,544	124	178	239
Competition Pubs	12	17	377	67	47	91
Adults 18+ per Competition Pub	466	1,597	2,219	54	186	258
% Adults Likely to Drink	76.3%	76.5%	74.4%	100	100	98

Population & Adults 18+ index is based on all pubs

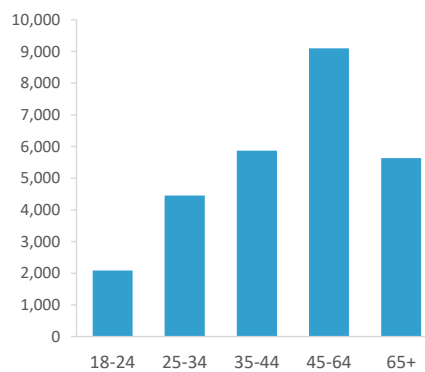
Affluence	Low	19.3%	17.1%	32.8%	58	51	99
	Medium	28.3%	32.4%	19.4%	74	85	51
	High	52.4%	49.7%	46.8%	192	182	171

\*Affluence does not include Not Private Households

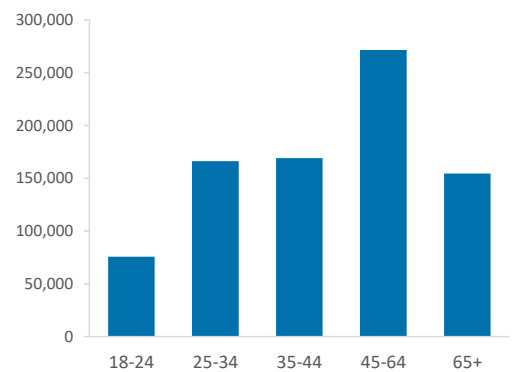
Age Profile	18-24	408	2,086	75,563	70	73	87
	25-34	953	4,456	166,108	99	96	117
	35-44	1,300	5,866	169,048	137	127	120
	45-64	1,925	9,101	271,380	104	101	99
	65+	1,009	5,632	154,445	73	84	75



■ 10 min WT\*



■ 20 min WT\*



■ 20 min DT\*\*

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	3,443 (48%)	16,924 (48%)	515,890 (48%)	98	99	99
	Female	3,743 (52%)	18,031 (52%)	551,086 (52%)	102	101	101

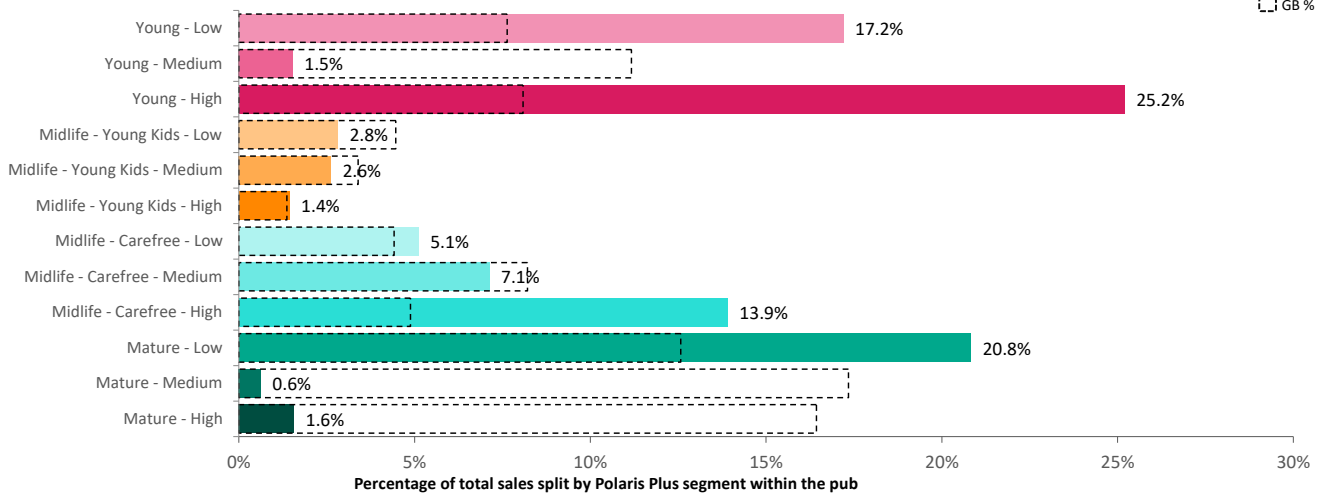
Economic Status (16+)	Employed: Full-time	2,445 (42%)	10,676 (38%)	330,475 (38%)	123	111	111
	Employed: Part-time	666 (12%)	3,421 (12%)	95,751 (11%)	97	103	93
	Self employed	648 (11%)	3,102 (11%)	104,020 (12%)	122	120	131
	Unemployed	143 (2%)	711 (3%)	29,757 (3%)	90	92	125
	Full-time student	73 (1%)	433 (2%)	17,539 (2%)	53	65	86
	Retired	1,022 (18%)	5,660 (20%)	137,649 (16%)	81	93	73
	Other	764 (13%)	3,957 (14%)	147,652 (17%)	76	81	98

Total Worker Count	1,386	6,946	280,452
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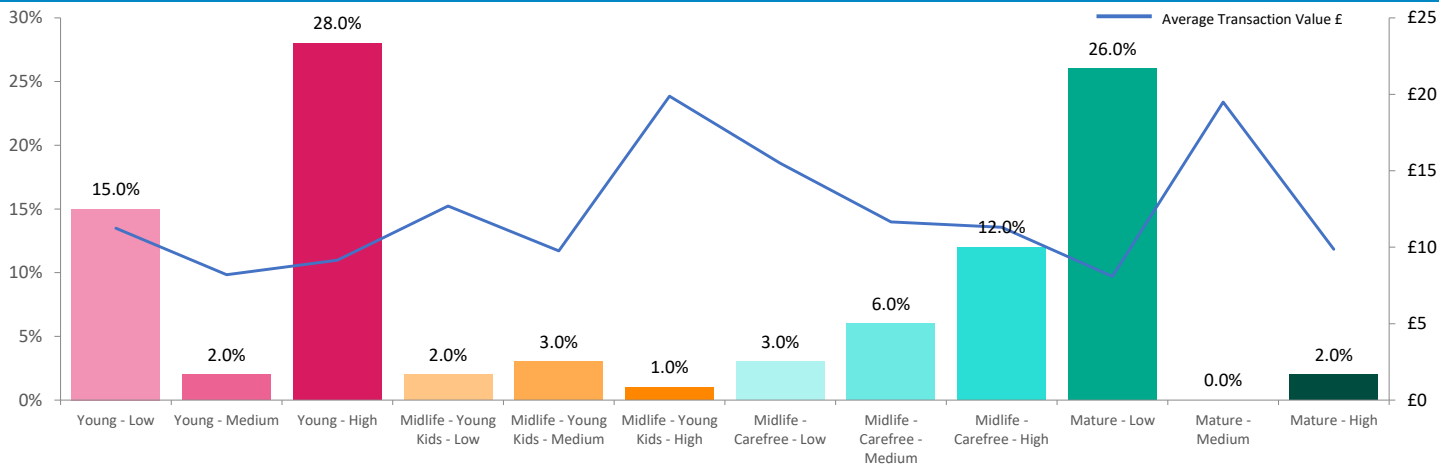
See the Glossary page for further information on the above variables

# Transactional Data Summary - Coach & Horses Carshalton

## Spend by Polaris Plus

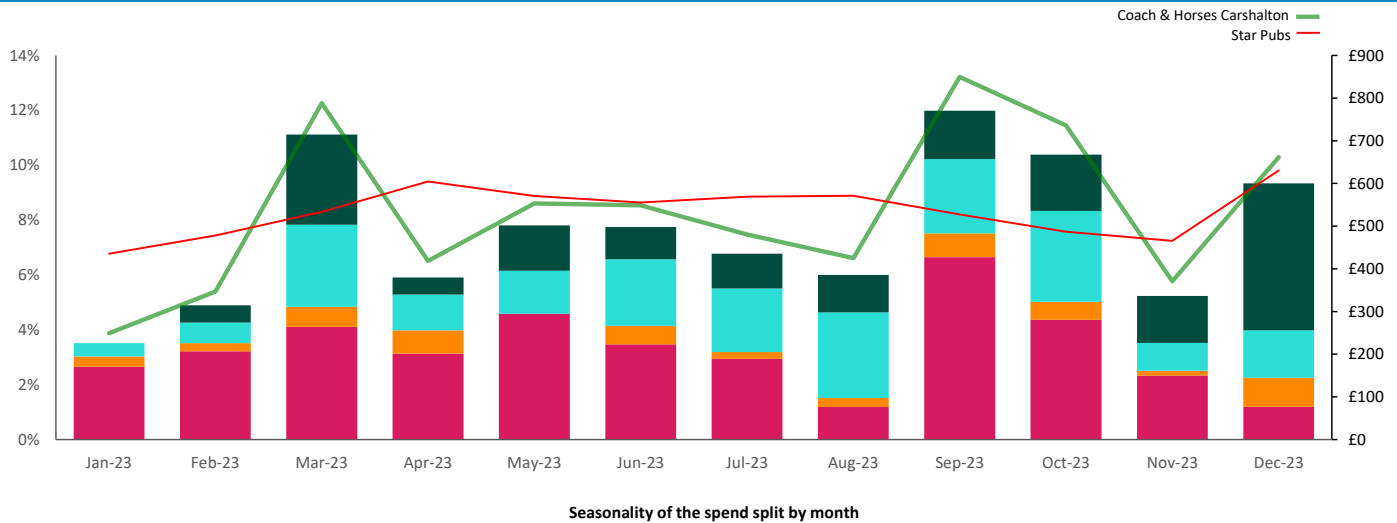


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

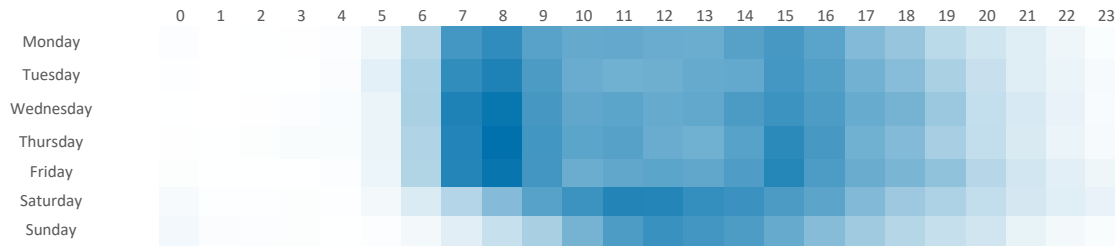


# Mobile Data Summary - Coach & Horses Carshalton



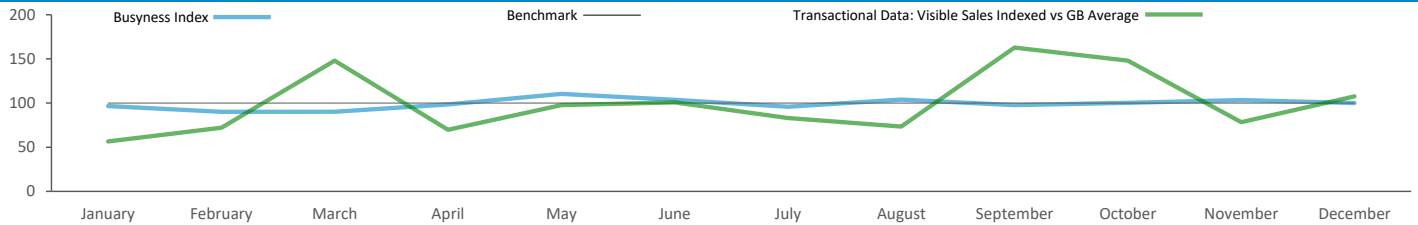
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## Time of Day/Day of Week



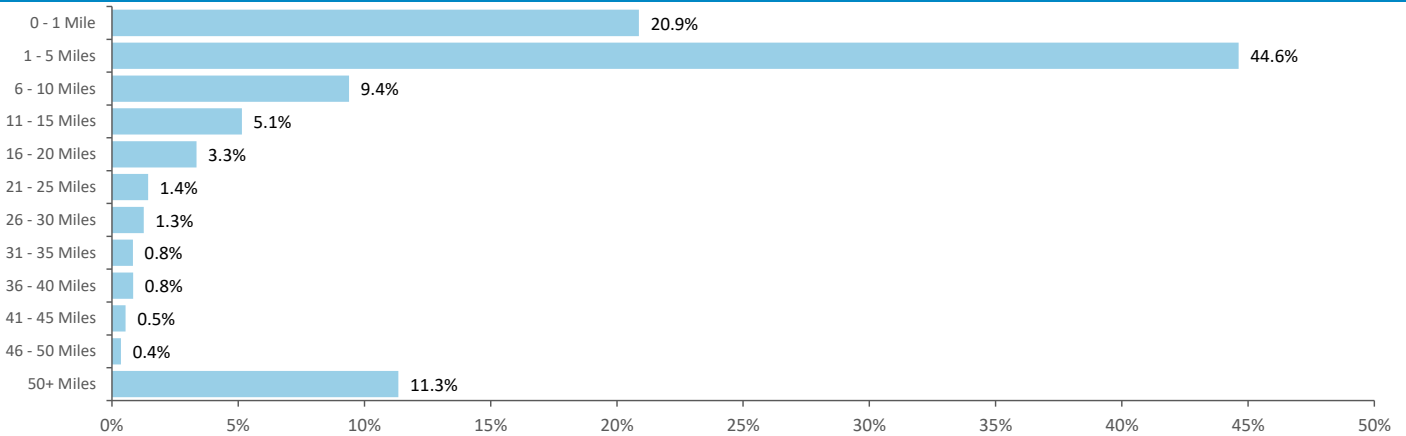
## Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### 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

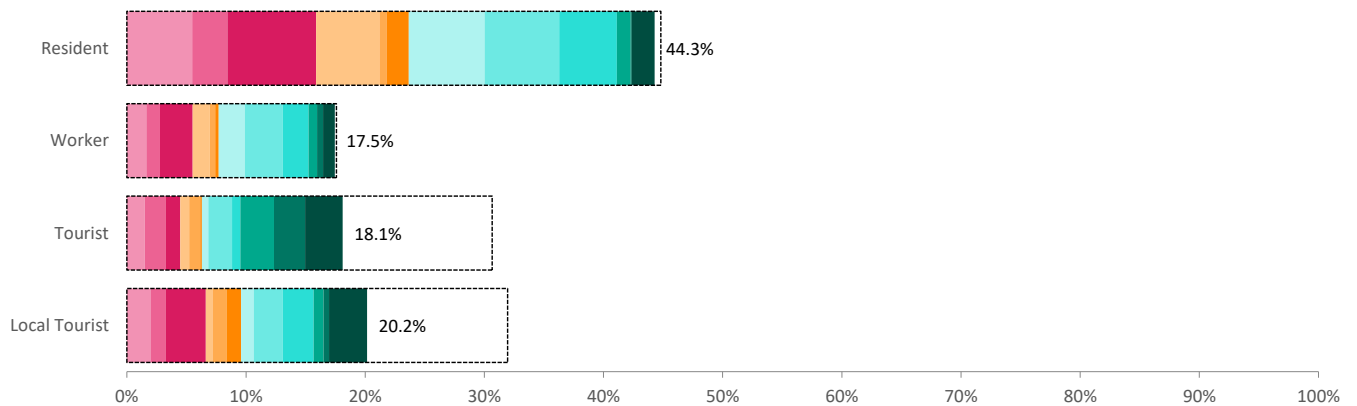
## Distance from Home



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



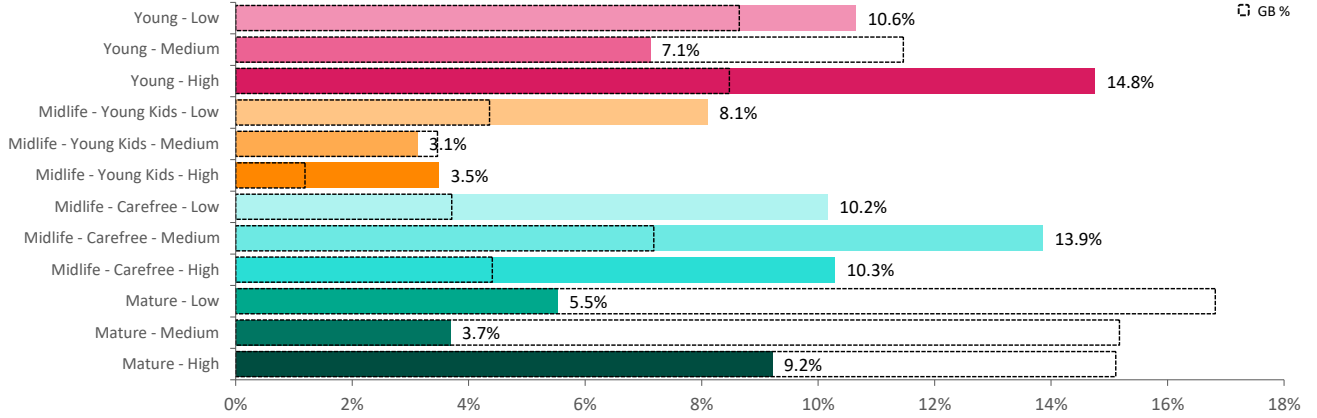
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Coach & Horses Carshalton



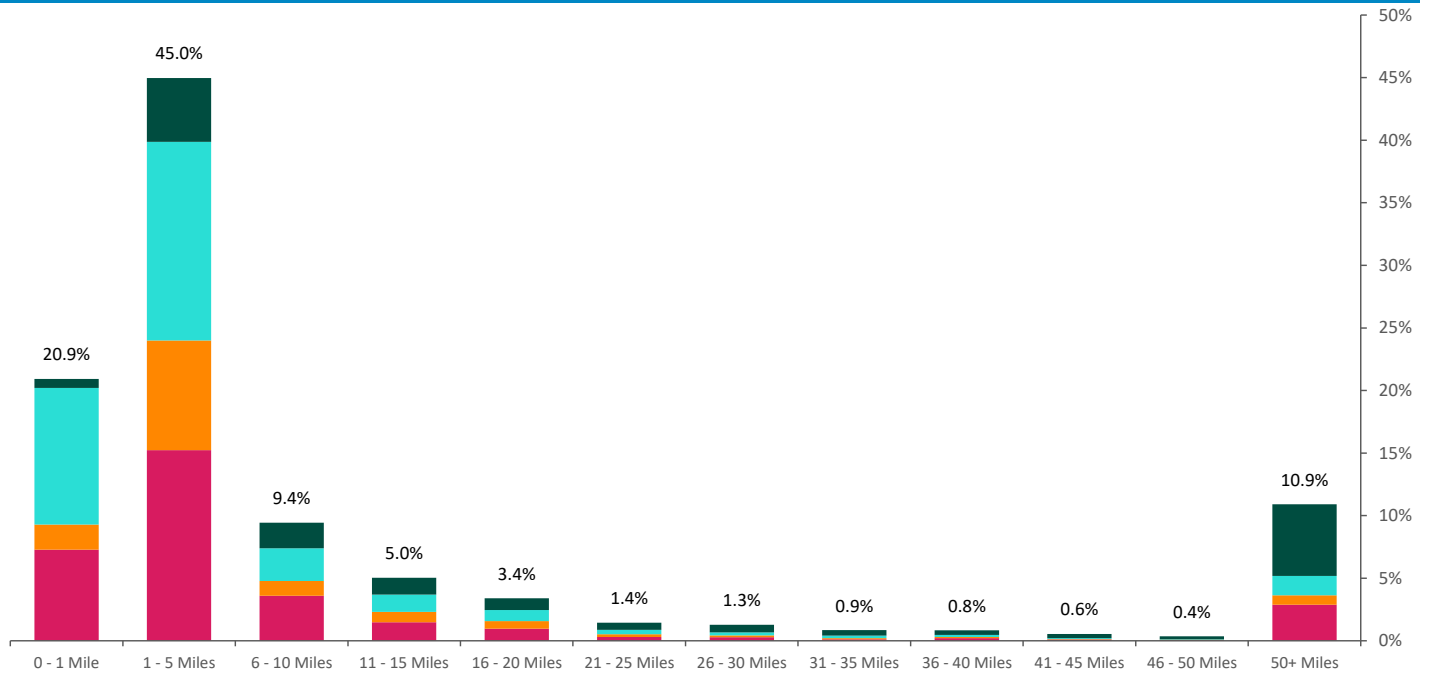
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## Polaris Plus Profile



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



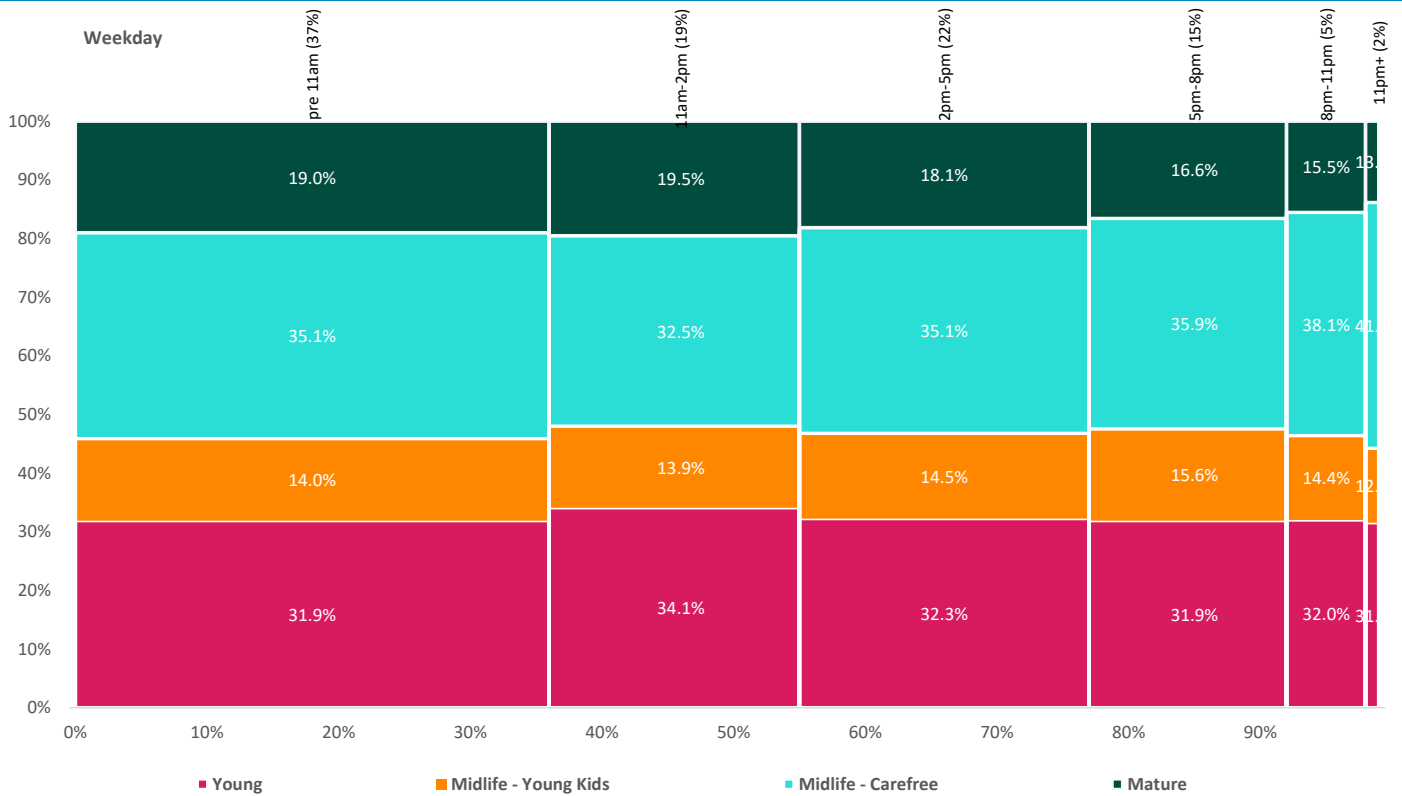
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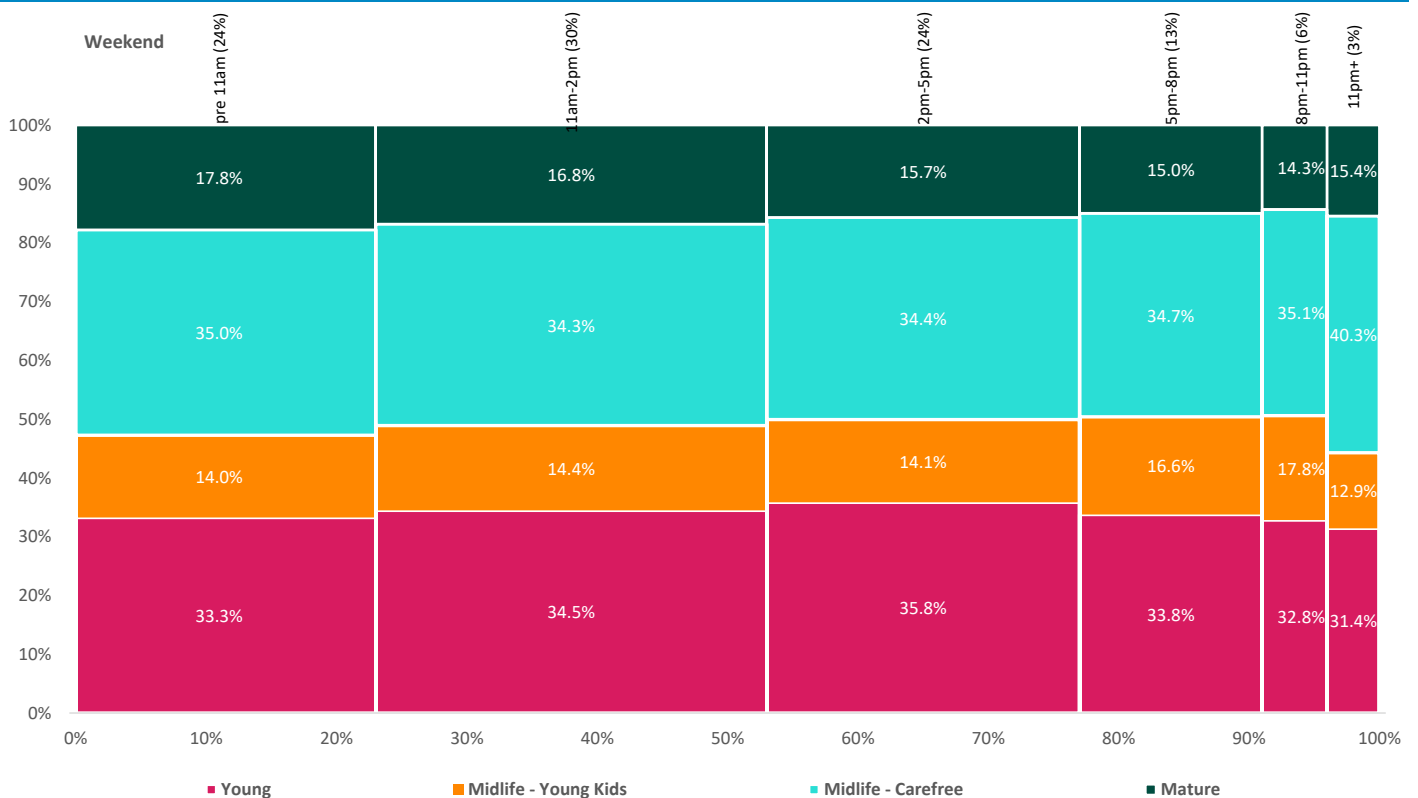


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Time of Day by Polaris: Weekday (Monday to Friday)

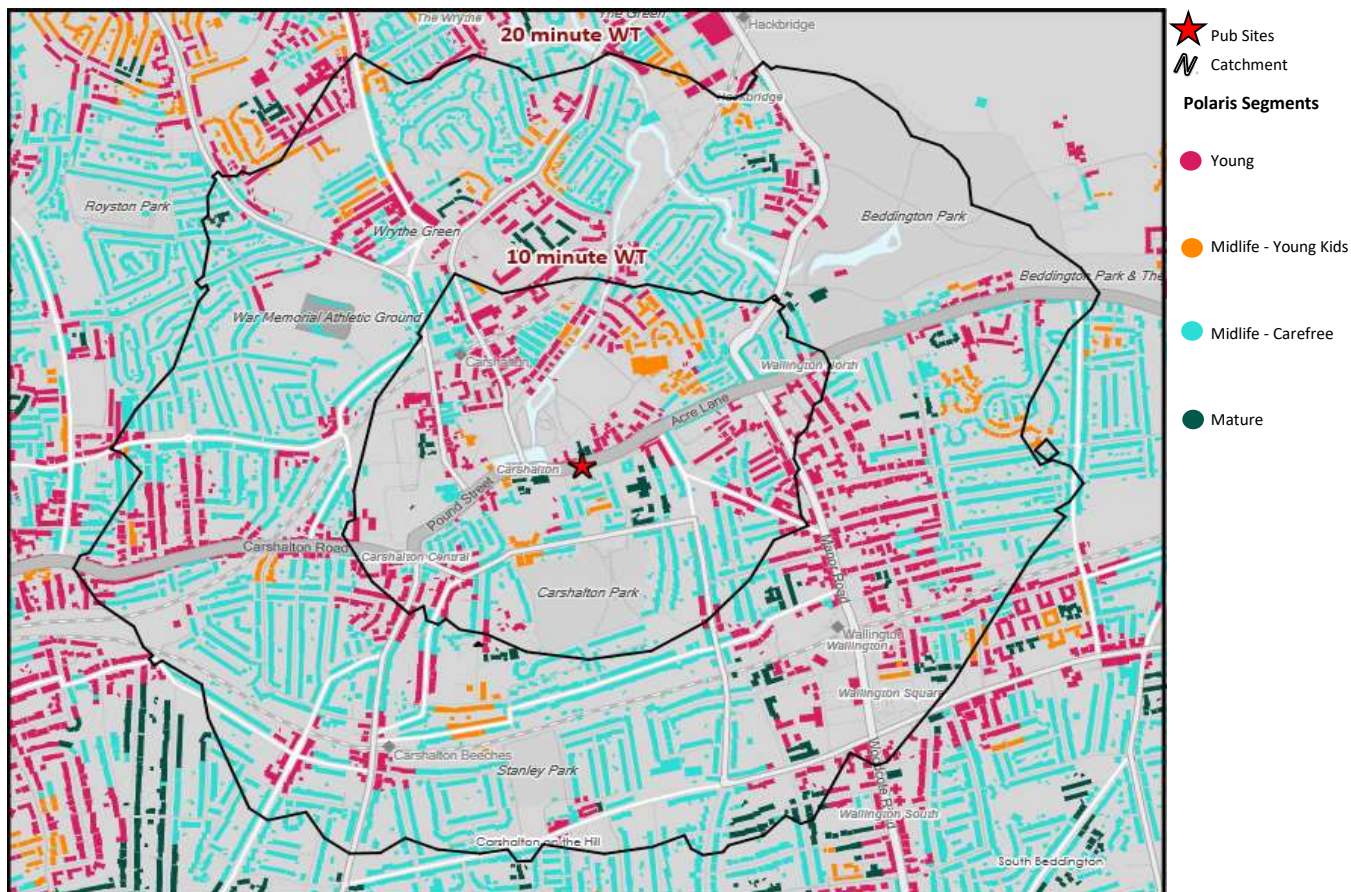


Time of Day by Polaris: Weekend (Saturday and Sunday)





## Polaris Summary - Coach &amp; Horses Carshalton



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	2,761	10,816	313,394	179	145	136
Midlife - Young Kids	362	1,480	149,536	59	50	163
Midlife - Carefree	2,405	13,814	277,148	272	321	209
Mature	67	808	87,947	3	7	24
<b>Not Private Households</b>	0	223	8,519	0	63	78
<b>Total</b>	5,595	27,141	836,544			

## Polaris Plus Summary - Coach &amp; Horses Carshalton

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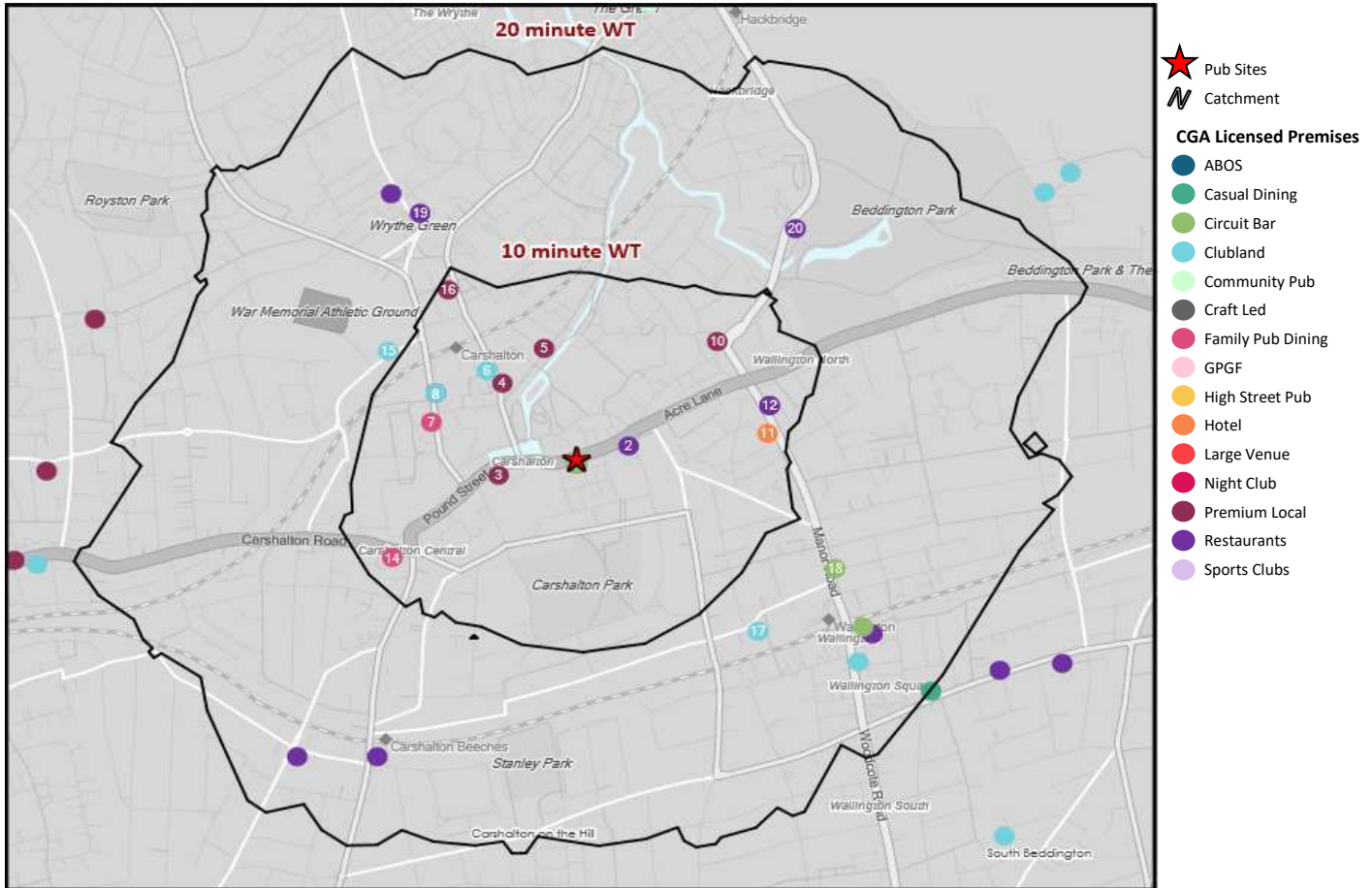
## Polaris Plus Profile by Catchment

\*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	317	1,427	90,018	58	54	110
Medium	284	1,924	72,332	46	65	79
High	2,160	7,465	151,044	573	409	268
<b>Midlife - Young Kids</b>						
Low	146	582	80,314	48	39	175
Medium	62	480	14,013	26	41	39
High	154	418	55,209	246	138	590
<b>Midlife - Carefree</b>						
Low	562	1,921	90,919	238	168	258
Medium	1,237	6,372	72,707	309	328	121
High	606	5,521	113,522	243	457	305
<b>Mature</b>						
Low	55	705	12,954	7	19	11
Medium	1	31	3,444	0	1	3
High	11	72	71,549	1	2	57
<b>Not Private Households</b>	0	223	8,519	0	63	78
<b>Total</b>	5,595	27,141	836,544			



## CGA Summary - Coach &amp; Horses Carshalton



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Woodman	SM 5 3AG	Star Pubs & Bars	Family Pub Dining	0.0
0	Coach & Horses	SM 5 3AG	Star Pubs & Bars	Circuit Bar	0.0
2	Blue Bengal	SM 5 3AE	Independent Free	Restaurants	0.1
3	Greyhound Hotel	SM 5 3PE	Youngs	Premium Local	0.1
4	Sun Hotel	SM 5 2HU	Independent Free	Premium Local	0.2
5	Palmerston	SM 5 2JY	Stonegate Pub Company	Premium Local	0.2
6	Carshalton Social Club & Institute	SM 5 2HW	Independent Free	Clubland	0.2
7	Race Horse	SM 5 2PT	Stonegate Pub Company	Family Pub Dining	0.3
8	Hope	SM 5 2PR	*Other Small Retail Groups	Premium Local	0.3
8	Carshalton Ex Services Club	SM 5 2PR	Independent Free	Clubland	0.3
10	Rose & Crown	SM 6 7HX	Greene King	Premium Local	0.4
11	Dukes Head	SM 6 0AA	Youngs	Hotel	0.4
12	Korykos	SM 6 0BW	Independent Free	Restaurants	0.4
12	Jerk N Jollof	SM 6 0BW	Independent Free	Restaurants	0.4
14	Windsor Castle	SM 5 3PT	Shepherd Neame	Family Pub Dining	0.4
15	Carshalton Athletic Football Club	SM 5 2PW	Independent Free	Clubland	0.4
16	Railway Tavern	SM 5 2HG	Fuller Smith & Turner	Premium Local	0.4
17	Wallington Bowling Club	SM 6 0EN	Independent Free	Clubland	0.5
18	Star	SM 6 0DE	Stonegate Pub Company	Circuit Bar	0.5
19	Ginger Italian	SM 5 2DW	Independent Free	Restaurants	0.6
20	Grange	SM 6 7BT	Punch Pub Company	Restaurants	0.6

## Per Pub Analysis - Coach & Horses Carshalton



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,595	27,141	836,544
Number of Competition Pubs	12	17	377
Adults 18+ per Competition Pub	466	1,597	2,219

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,061	19.0%	235
Circuit Bar	1	84	1.5%	37
Community Pub	0	312	5.6%	29
Craft Led	0	421	7.5%	218
Great Pub Great Food	0	1,272	22.7%	128
High Street Pub	0	297	5.3%	29
Premium Local	6	349	6.2%	38

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	4,119	15.2%	188
Circuit Bar	3	512	1.9%	47
Community Pub	0	2,049	7.5%	39
Craft Led	0	1,622	6.0%	173
Great Pub Great Food	0	6,043	22.3%	126
High Street Pub	0	1,665	6.1%	33
Premium Local	6	2,615	9.6%	58

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	44	109,863	13.1%	163
Circuit Bar	48	22,253	2.7%	66
Community Pub	5	100,148	12.0%	63
Craft Led	0	40,983	4.9%	142
Great Pub Great Food	65	179,868	21.5%	122
High Street Pub	39	100,602	12.0%	65
Premium Local	71	110,681	13.2%	80

## 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>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><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></td><td><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></td><td><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></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	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</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>	<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>"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>	<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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Consumer Insight																																									
Product needs																																									
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="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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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