

Catchment Summary - Plough Inn

- 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

3,438	9,026	437,596
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65	47	104
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Adults 18+

2,650	7,065	342,785
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Pop. & Adl. 18+ index based on all pubs

59	44	102
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Competition Pubs

2	2	287
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11	5	71
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Adults 18+ per Competition Pub

1,325	3,533	1,194
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150	399	135
-----	-----	-----

% Adults Likely to Drink

76,4%	77,1%	73,2%
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101	102	97
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Affluence	Low
	Medium
	High

61,8%	51,1%	38,0%
26,1%	27,6%	52,6%
12,1%	21,0%	8,3%

186	154	114
68	72	138
44	77	30

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

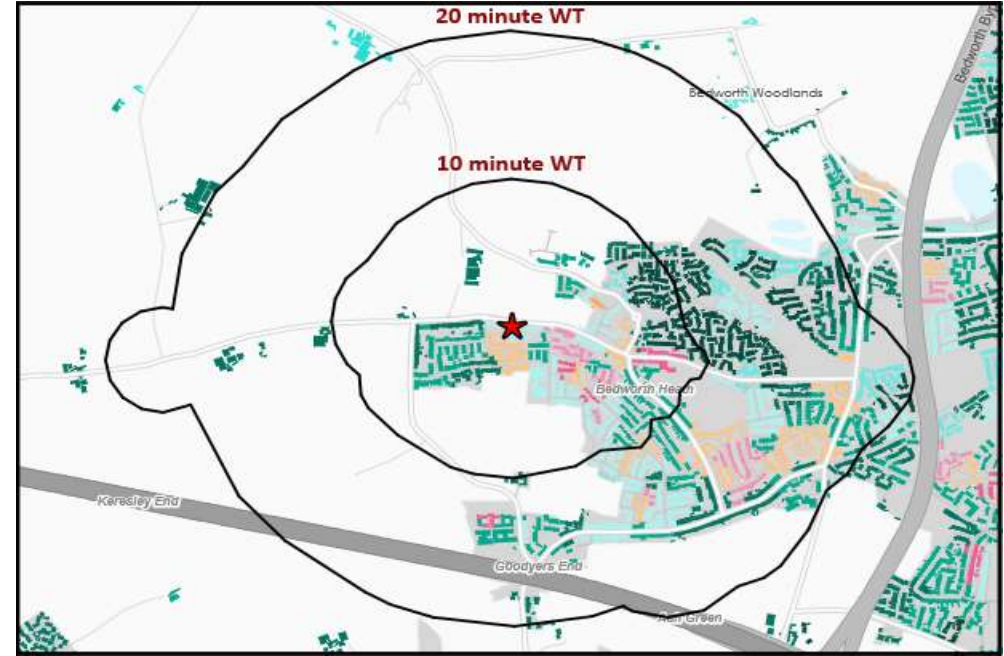
£20,506	£22,174	£18,645
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96	104	87
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Age Profile	18-24
	25-34
	35-44
	45-64
	65+

225	615	47,600
500	1,072	65,638
509	1,275	61,370
891	2,373	99,943
525	1,730	68,234

77	81	129
108	88	111
110	105	104
102	104	90
80	100	81



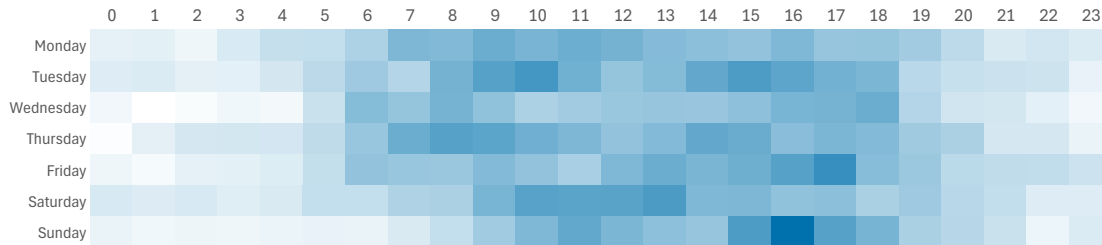
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Polaris Plus Segments



Mobile Data Summary

Time of Day/Day of Week



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	214	651	161,510	29	33	169
Midlife - Young Kids	264	805	32,730	91	104	88
Midlife - Carefree	617	1,419	48,035	148	127	89
Mature	1,555	4,170	96,577	133	133	64
Not Private Households	0	20	3,933	0	2,340	9,483
Total	2,650	7,065	342,785			

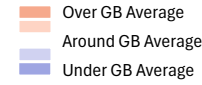


Per Pub - Plough Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

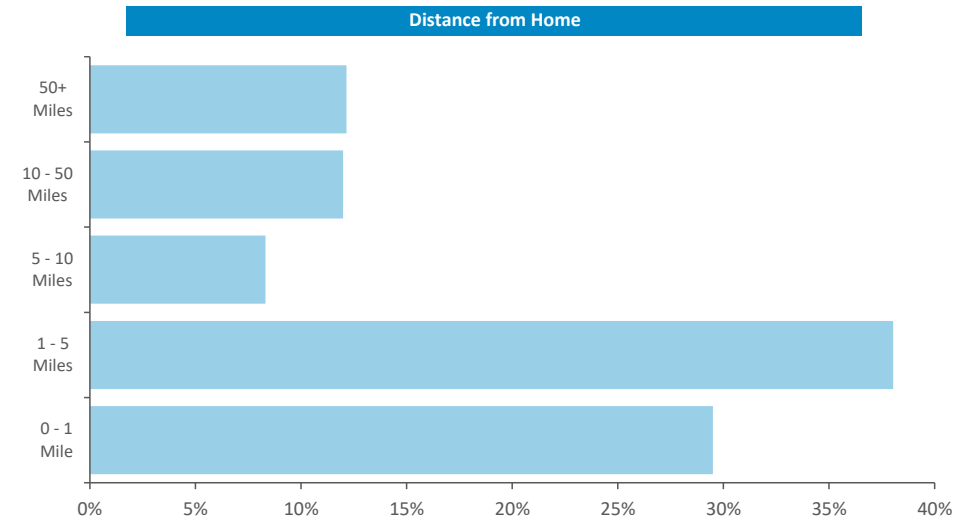
Adults 18+	2.650	7.065	342.785
Number of Competition Pubs	2	2	287
Adults 18+ per Competition Pub	1.325	3.533	1.194



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	57	2,1%	26
Circuit Bar	0	86	3,2%	77
Community Pub	0	695	26,2%	134
Craft Led	0	25	0,9%	26
Great Pub Great Food	0	263	9,9%	55
High Street Pub	0	600	22,7%	120
Premium Local	1	308	11,6%	69

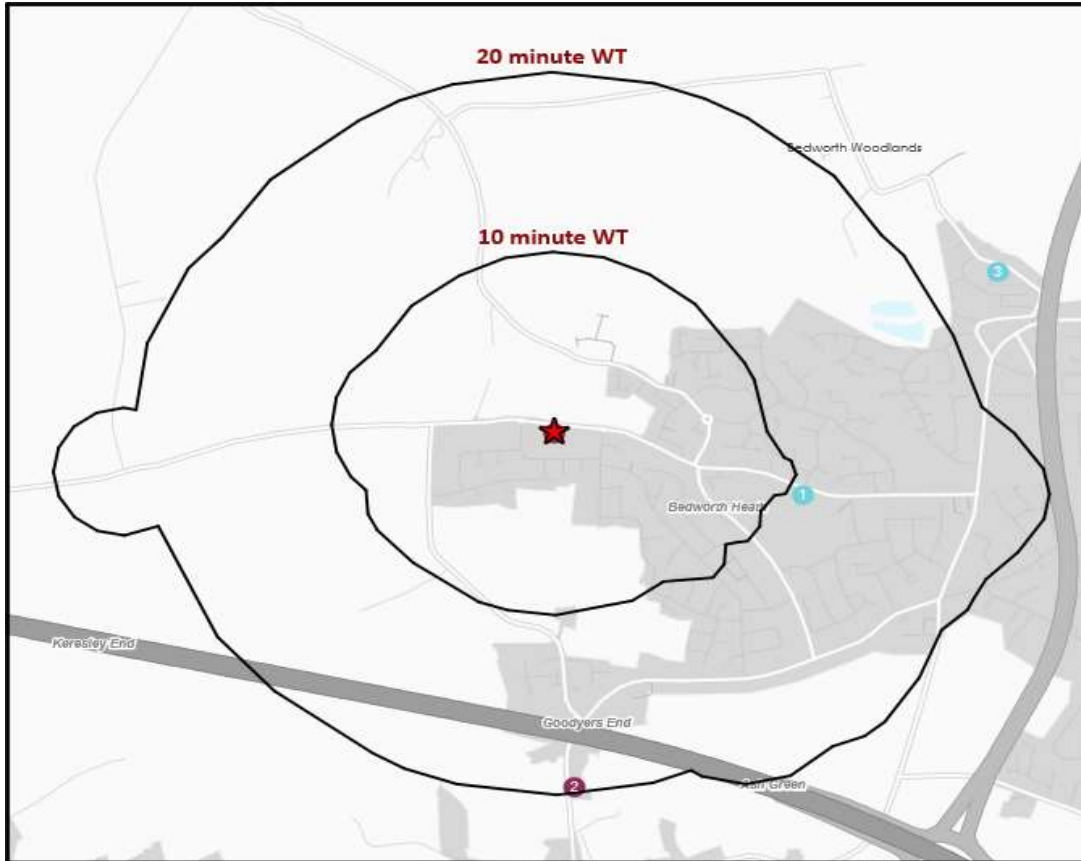
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	193	2,7%	33
Circuit Bar	0	177	2,5%	60
Community Pub	0	1.607	22,7%	116
Craft Led	0	61	0,9%	24
Great Pub Great Food	0	1.039	14,7%	81
High Street Pub	0	1.441	20,4%	108
Premium Local	1	1.109	15,7%	93

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	3	27.610	8,1%	97
Circuit Bar	5	22.182	6,5%	155
Community Pub	47	66.871	19,5%	100
Craft Led	0	19.803	5,8%	161
Great Pub Great Food	9	39.028	11,4%	63
High Street Pub	33	71.352	20,8%	110
Premium Local	47	48.402	14,1%	83



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Competition - Plough Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Plough Inn	CV12 0LG	Star Pubs & Bars	Premium Local	54,8%	0,00
1	Newdegate Colliery Sports & Soci	CV12 0JP	Independent Free	Clubland	40,0%	0,49
3	Woodlands Working Mens Club &	CV12 0AB	Independent Free	Clubland	5,2%	0,90
2	Royal Oak	CV12 0JB	Independent Free	Premium Local	0,0%	0,73

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

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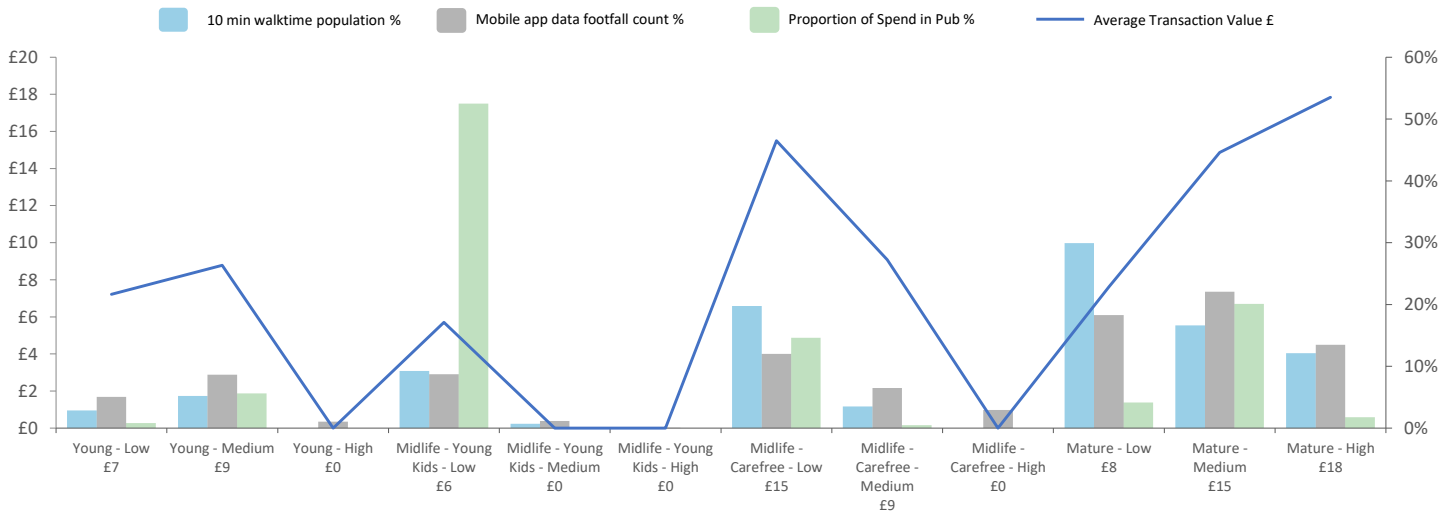
Catchment Summary - Plough Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
26388	Plough Inn	CV12 0LG	Star Pubs & Bars	Premium	11
				Local	



Polaris Plus Profile



See the Glossary page for further information on the above variables

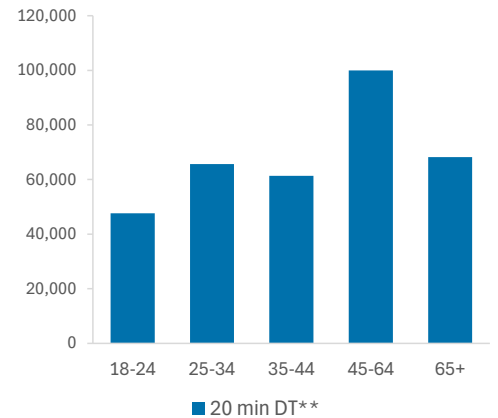
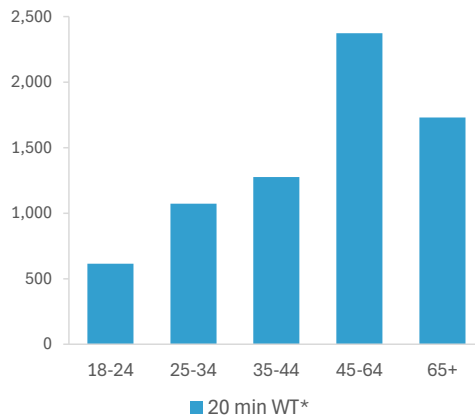
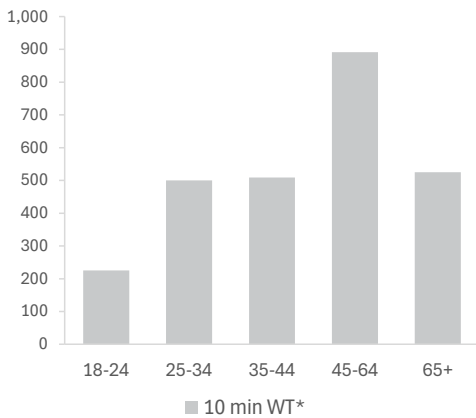
Catchment Summary - Plough Inn

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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	3,438	9,026	437,596	65	47	104	
Adults 18+	2,650	7,065	342,785	59	44	102	
Competition Pubs	2	2	287	11	5	71	
Adults 18+ per Competition Pub	1,325	3,533	1,194	150	399	135	
% Adults Likely to Drink	76,4%	77,1%	73,2%	101	102	97	
Affluence	Low	61,8%	51,1%	38,0%	186	154	114
	Medium	26,1%	27,6%	52,6%	68	72	138
	High	12,1%	21,0%	8,3%	44	77	30
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£20,506	£22,174	£18,645	96	104	87	
Age Profile	18-24	225	615	47,600	77	81	129
	25-34	500	1,072	65,638	108	88	111
	35-44	509	1,275	61,370	110	105	104
	45-64	891	2,373	99,943	102	104	90
	65+	525	1,730	68,234	80	100	81



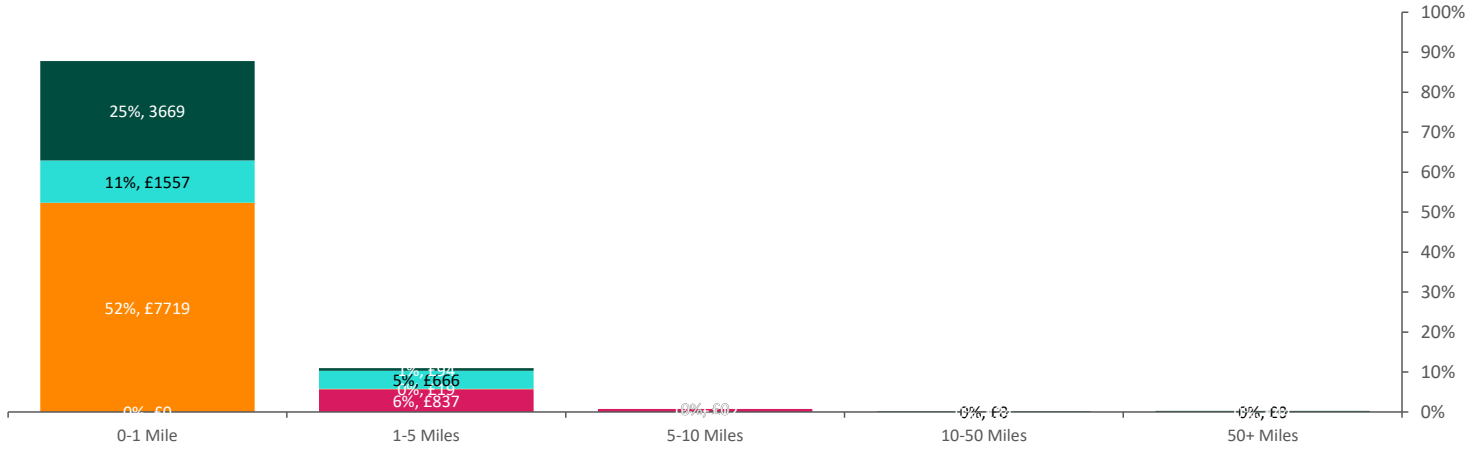
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	1,666 (48%)	4,387 (49%)	218,644 (50%)	99	99	102
	Female	1,772 (52%)	4,639 (51%)	218,952 (50%)	101	101	98
Economic Status (16+)	Employed: Full-time	1,099 (40%)	2,667 (37%)	123,424 (35%)	118	107	102
	Employed: Part-time	358 (13%)	911 (13%)	40,386 (11%)	108	103	94
	Self employed	193 (7%)	490 (7%)	23,625 (7%)	77	73	73
	Unemployed	88 (3%)	213 (3%)	11,095 (3%)	126	114	123
	Full-time student	55 (2%)	131 (2%)	14,011 (4%)	85	76	167
	Retired	549 (20%)	1,803 (25%)	66,822 (19%)	92	113	86
	Other	384 (14%)	1,072 (15%)	73,981 (21%)	80	84	120
Total Worker Count	160	594	159,942				

See the Glossary page for further information on the above variables

Transactional Data Summary - Plough Inn

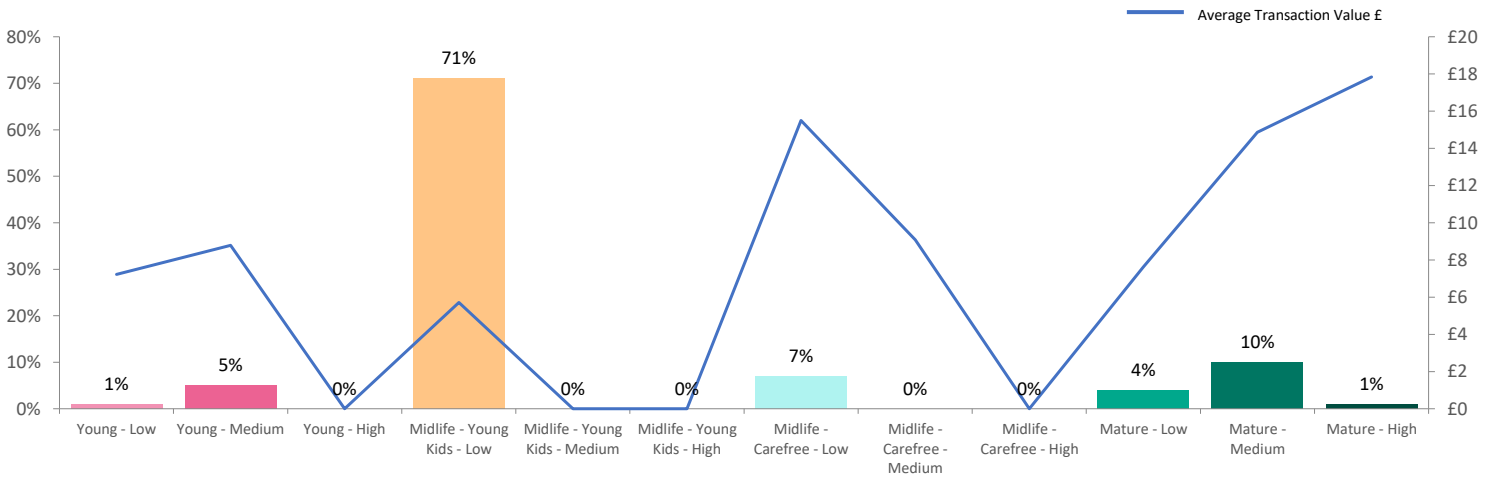
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Spend by Polaris and Distance from Home



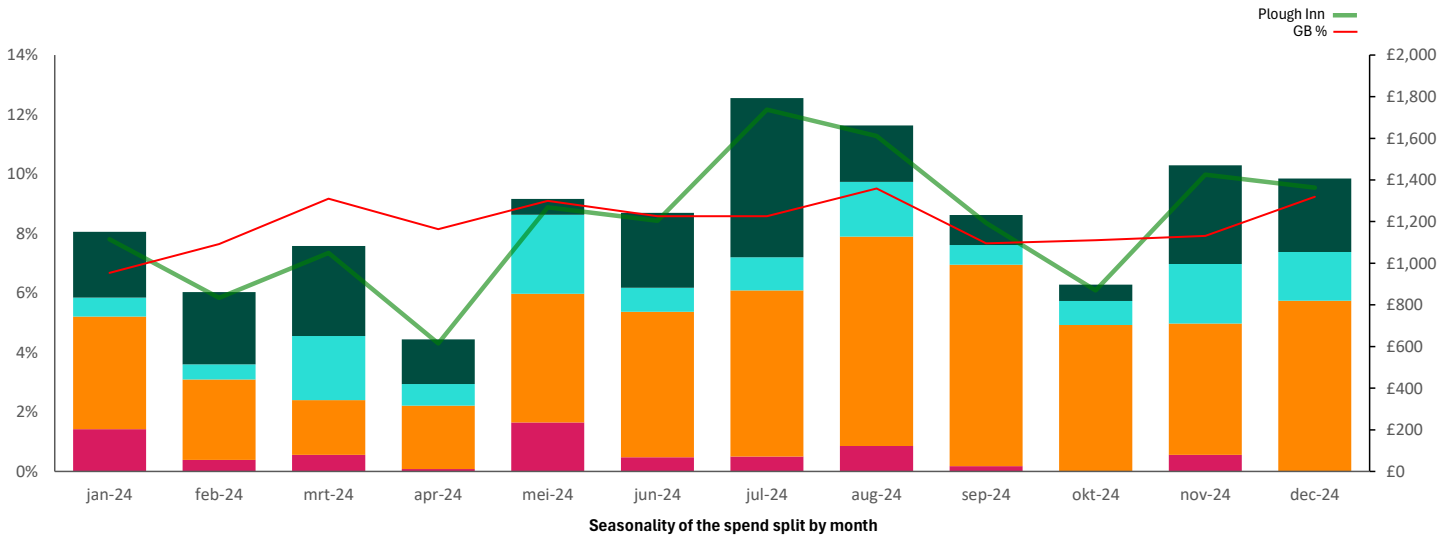
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



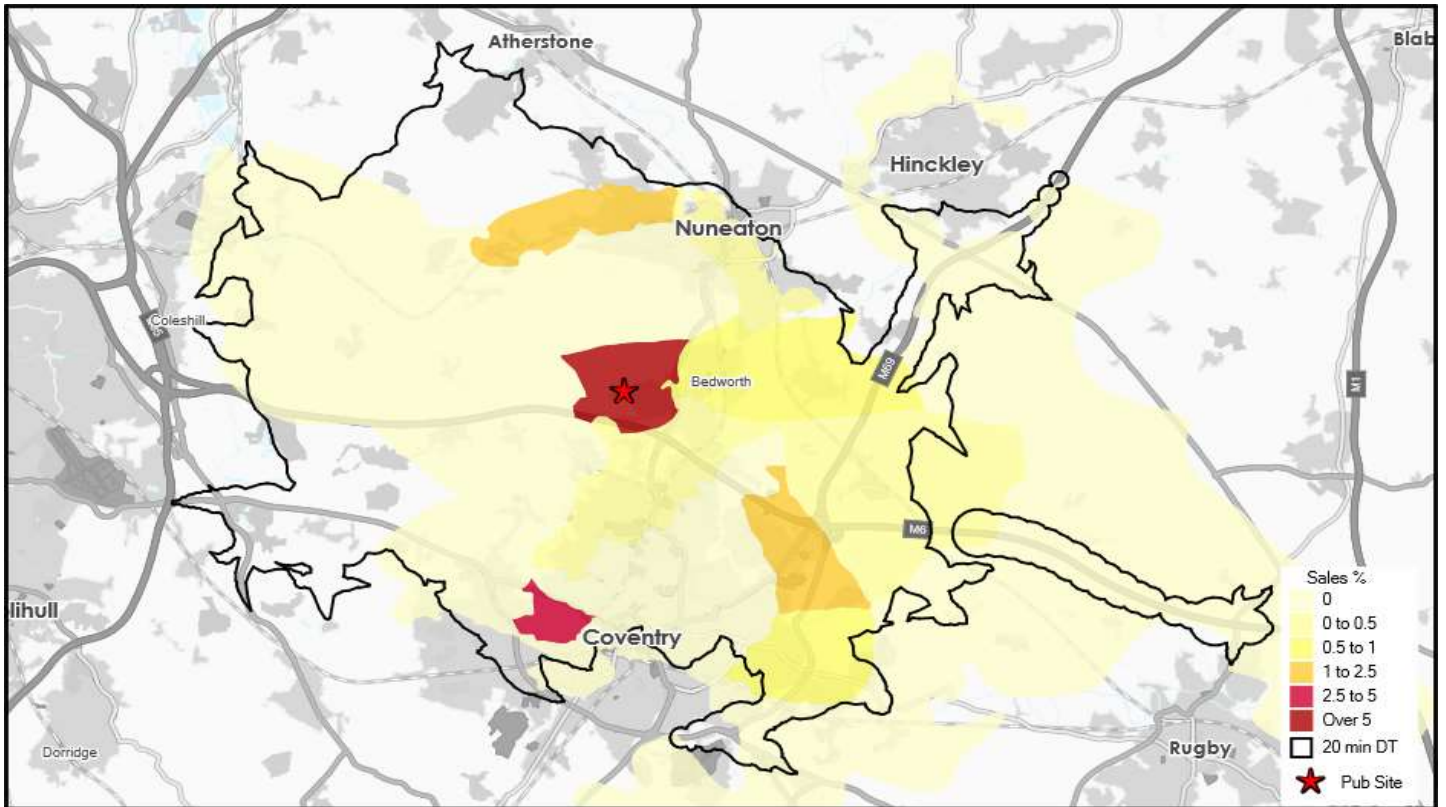
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



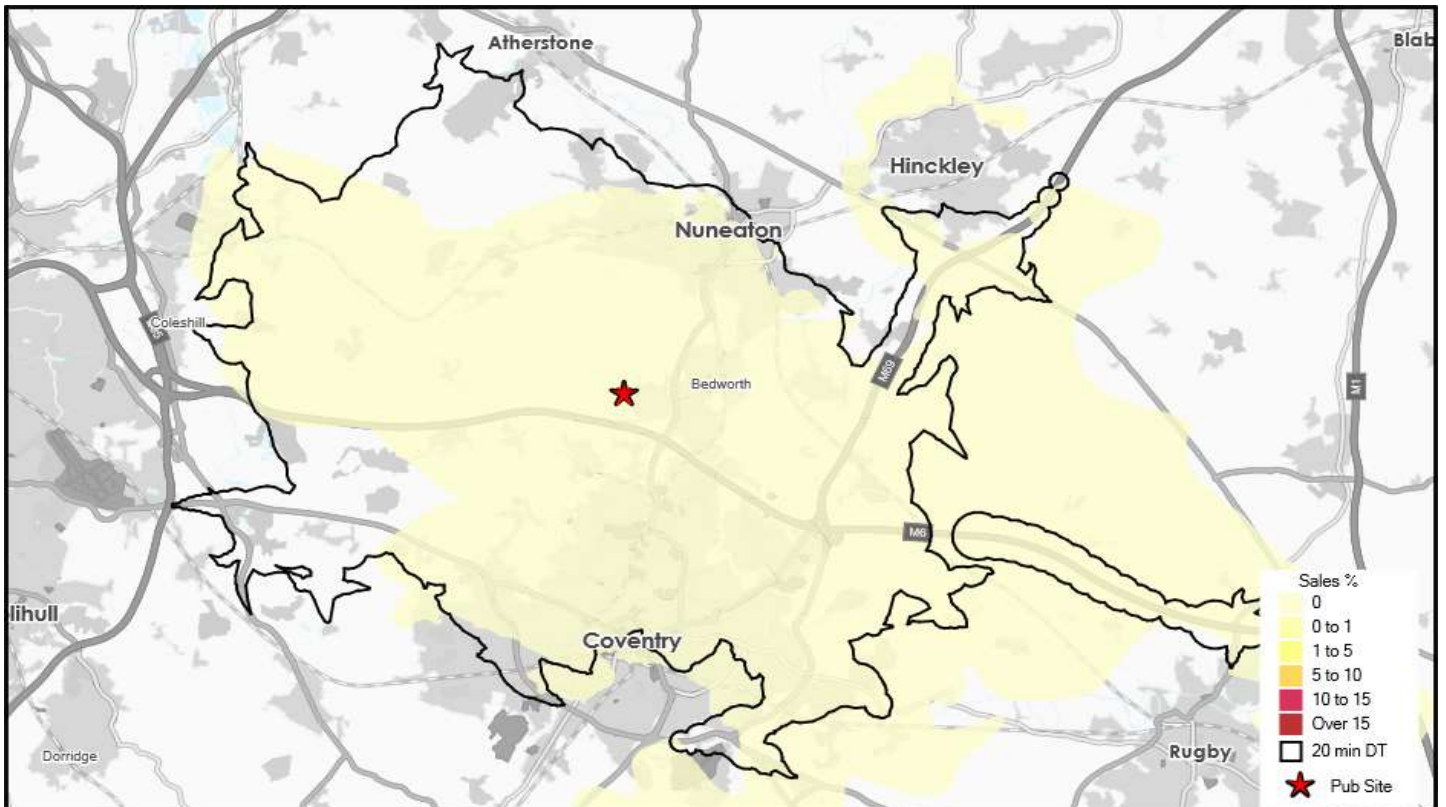
Seasonality of the spend split by month

Plough Inn Share of Spend from Postcode Sectors within 20 minute Drive



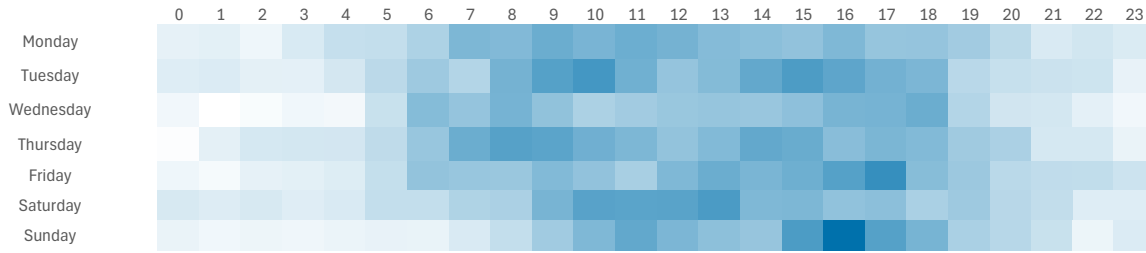
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



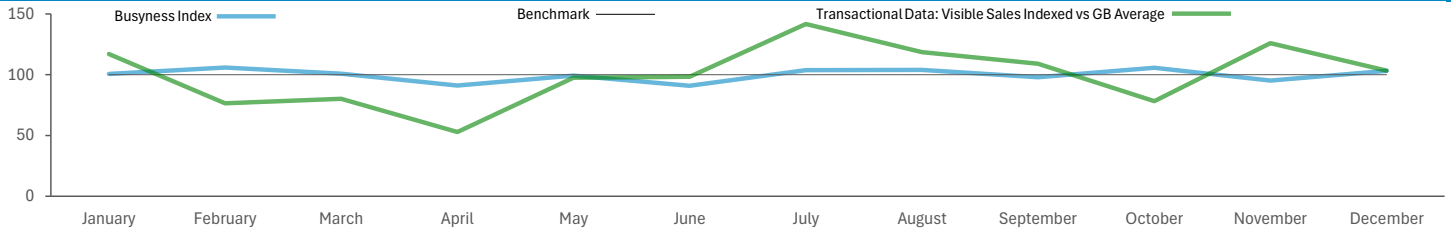
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



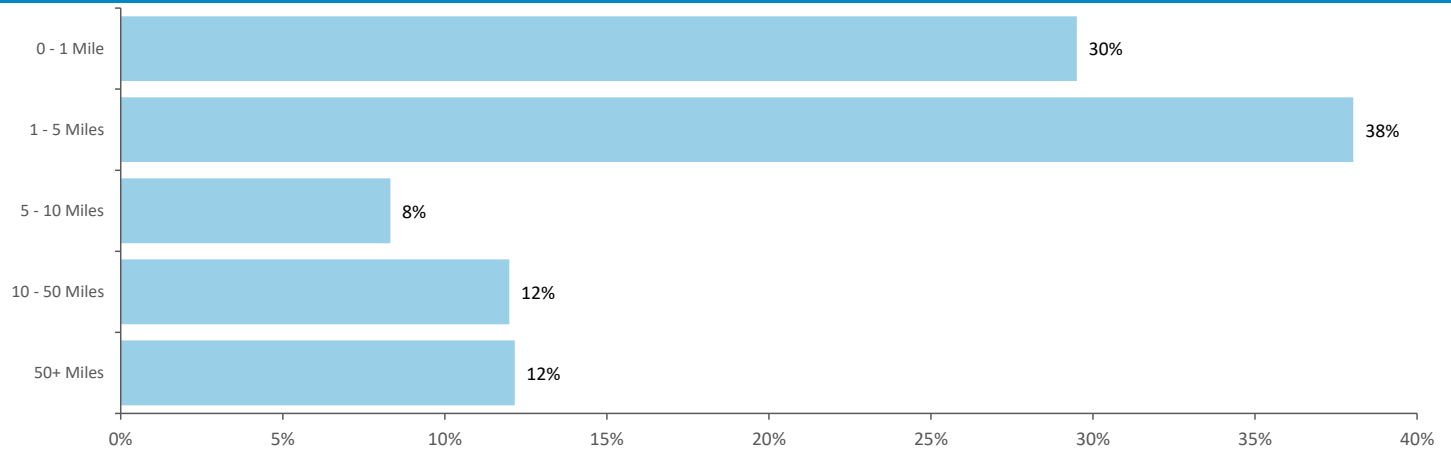
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

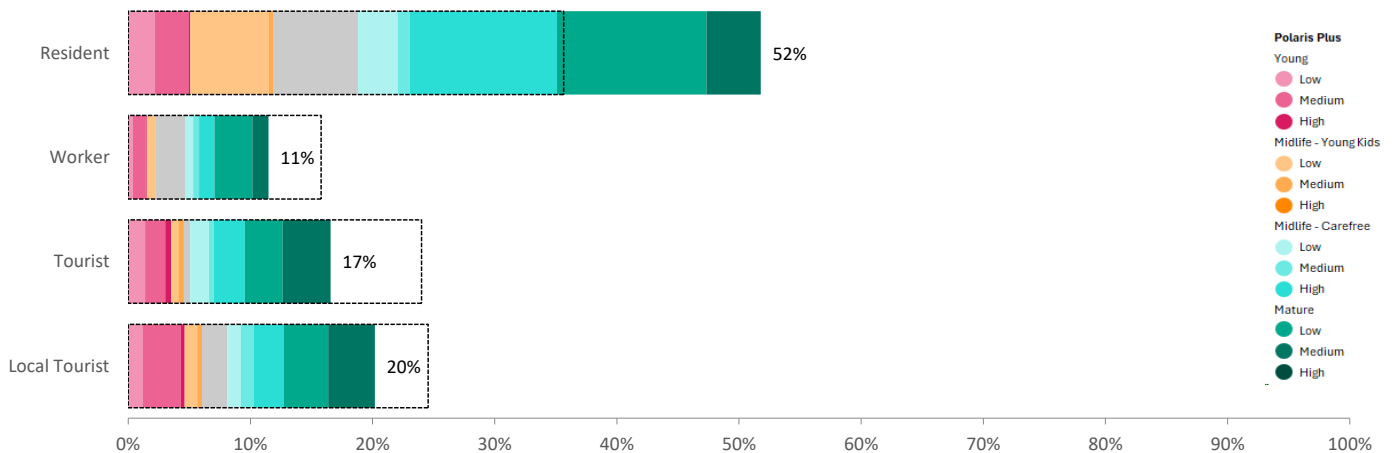
Distance from Home



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

Audience Classification by Polaris Plus

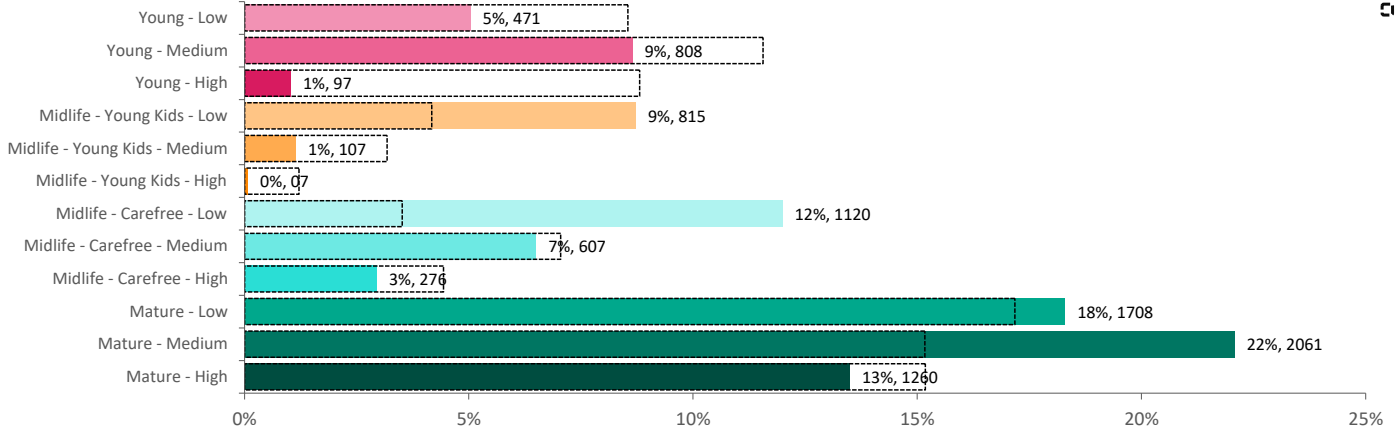
Base: GB



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

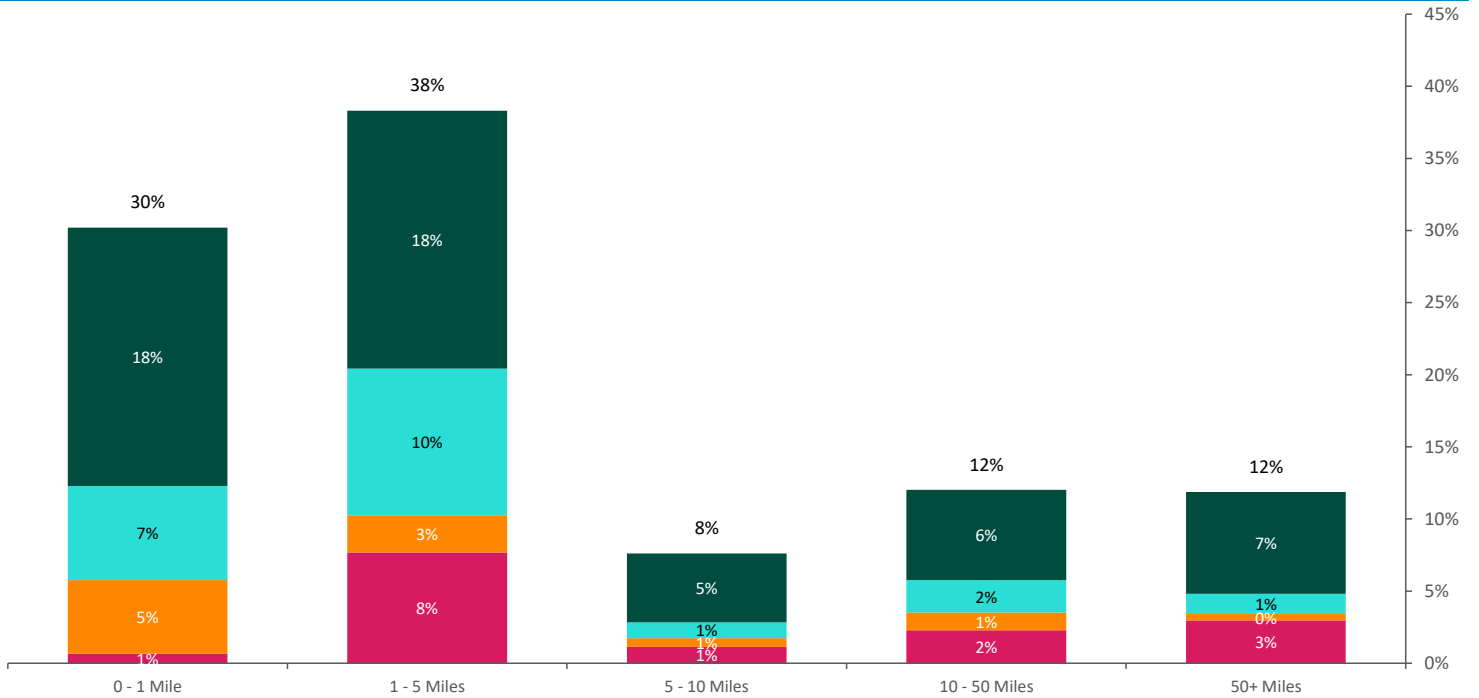
Polaris Plus Profile

GB %



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



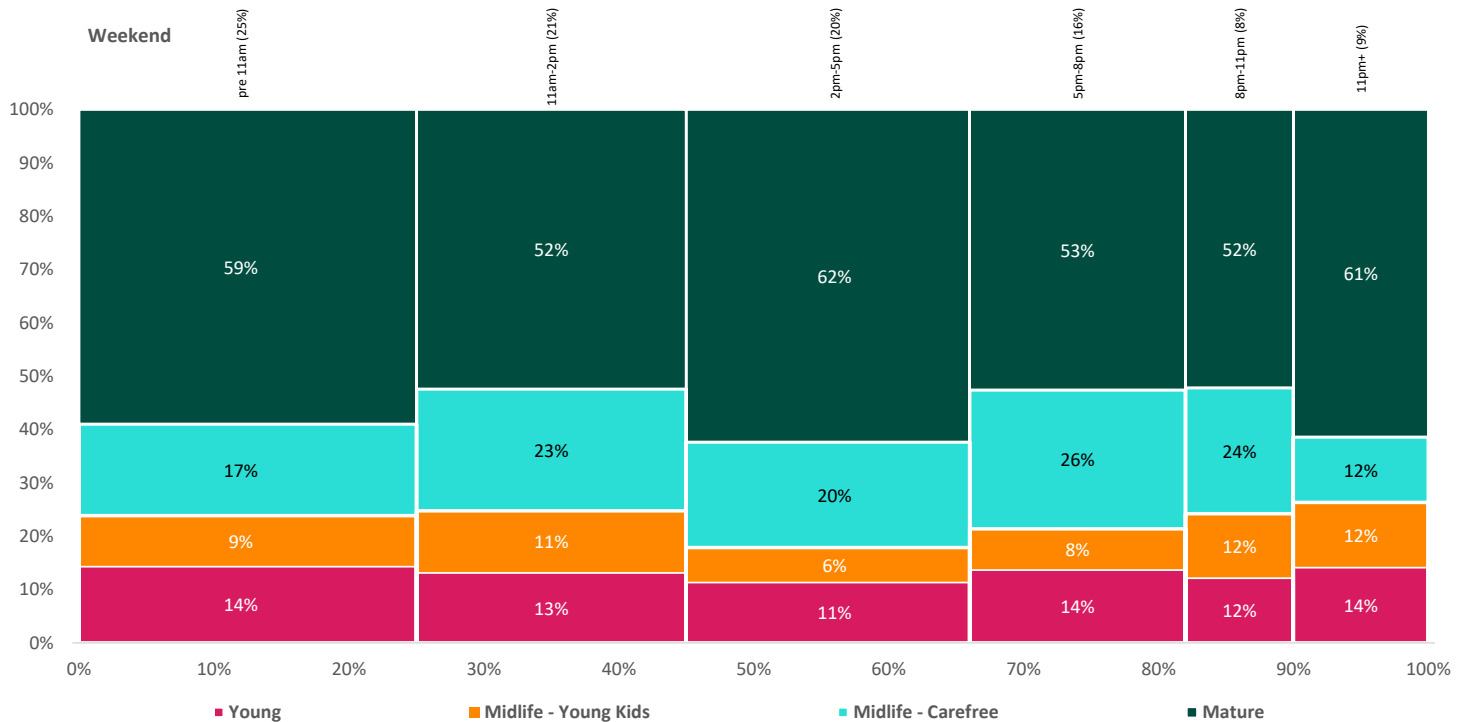
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



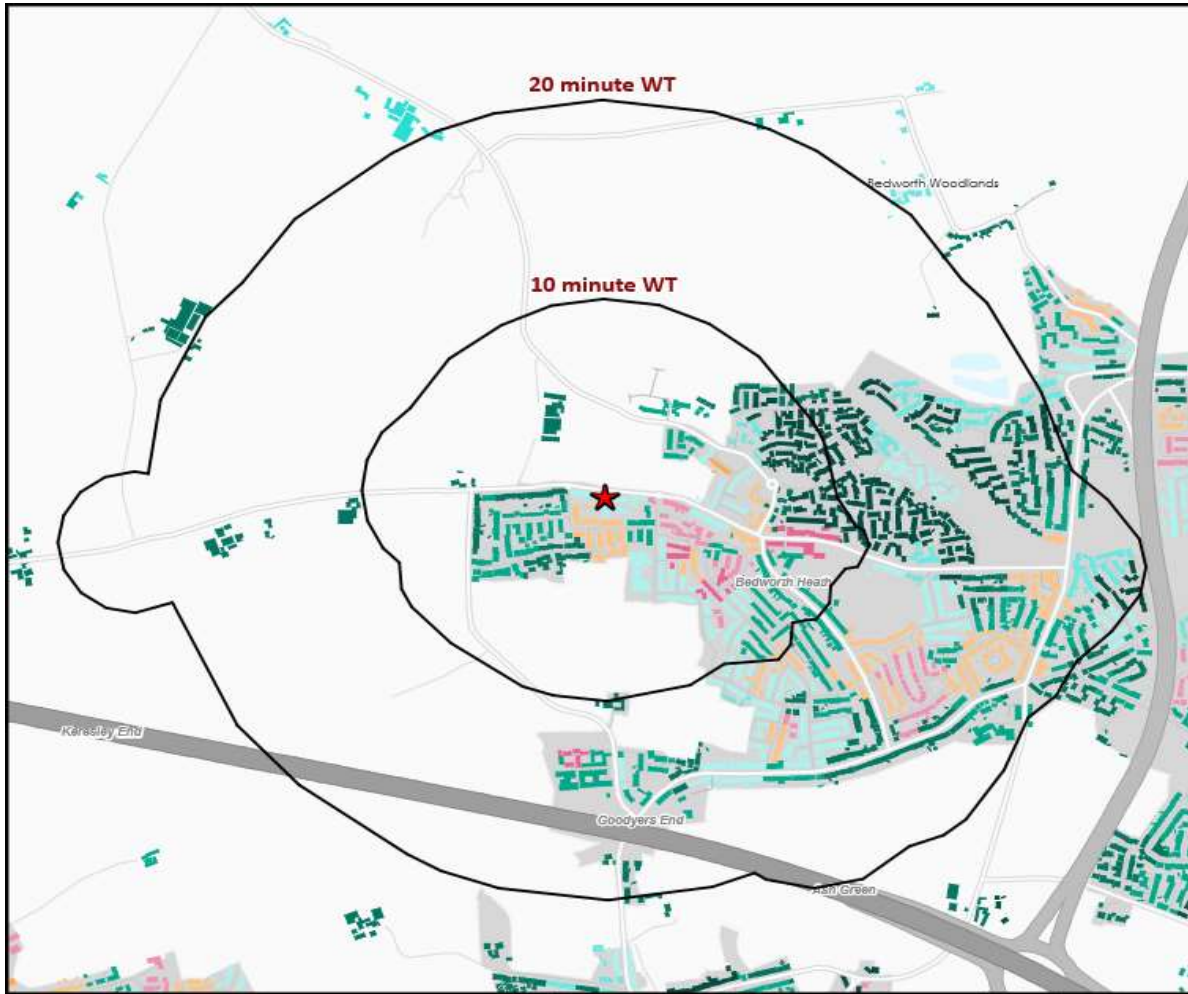
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,985	1,016	1,093	930	478	566	6,068
Midlife - Carefree		563	259	319	351	141	61	1,694
Midlife - Young Kids		442	175	195	174	132	141	1,260
Young		475	266	298	233	115	98	1,485
All		3,466	1,717	1,904	1,688	865	866	10,506

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		614	440	520	345	180	231	2,330
Midlife - Young Kids		179	192	165	171	82	46	835
Midlife - Carefree		98	96	53	50	41	45	384
Mature		151	112	96	91	42	54	545
All		1,042	840	834	657	345	376	4,093

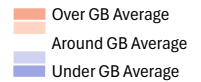
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



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	76	367	43.644	29	53	129
Medium	138	284	114.652	47	36	299
High	0	0	3.214	0	0	14
Midlife - Young Kids						
Low	245	786	24.925	169	203	133
Medium	19	19	7.660	17	6	52
High	0	0	145	0	0	4
Midlife - Carefree						
Low	524	1.142	24.095	474	387	168
Medium	93	277	19.508	49	55	80
High	0	0	4.432	0	0	29
Mature						
Low	793	1.313	37.597	219	136	80
Medium	441	1.372	38.390	107	125	72
High	321	1.485	20.590	80	140	40
Not Private Households	0	20	3.933	0	23	95
Total	2.650	7.065	342.785			

*WT= Walktime, **DT= Drivetime



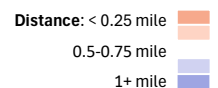


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Plough Inn	CV12 0LG	Star Pubs & Bars	Premium Local	54,8%	99,3%	0,00
1	Newdegate Colliery Sports & Social	CV12 0JP	Independent Free	Clubland	40,0%	91,5%	0,49
2	Royal Oak	CV12 0JB	Independent Free	Premium Local	0,0%	0,0%	0,73
3	Woodlands Working Mens Club & Institute	CV12 0AB	Independent Free	Clubland	5,2%	82,2%	0,90

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

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location



■ Over GB Average
■ Around GB Average
■ Under GB Average

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Bit of Style	3	27.610	8,1%	97
Circuit Bar	5	22.182	6,5%	155
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Craft Led	0	19.803	5,8%	161
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High Street Pub	33	71.352	20,8%	110
Premium Local	47	48.402	14,1%	83

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.

Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.

Sparsity

Sparsity is a measure of how built-up an 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							