Catchment Summary - Ferry Boat Inn Whitchurch On Thames

CACI

★ **star** PUBS & BARS

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		1,644	3,701	188,875	31	25	50
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,277	2,862	144,264	29	16	48
Competition Pubs		2	3	172	13	9	48
Adults 18+ per Competition Pub		639	954	839	77	116	102
% Adults Likely to Drink		86.1%	85.4%	84.1%	104	104	102
Affluence	Low	8.3%	6.7%	14.4%	32	26	56
	Medium	8.1%	17.4%	21.8%	21	44	55
	High	83.5%	75.9%	62.9%	249	226	188
Age Profile	18-24	81	196	11,926	61	65	78
	25-34	130	262	22,301	60	53	89
	35-44	212	438	25,334	100	92	104
	45-64	434	1,030	50,750	103	109	105
	65+	420	936	33,953	134	132	94
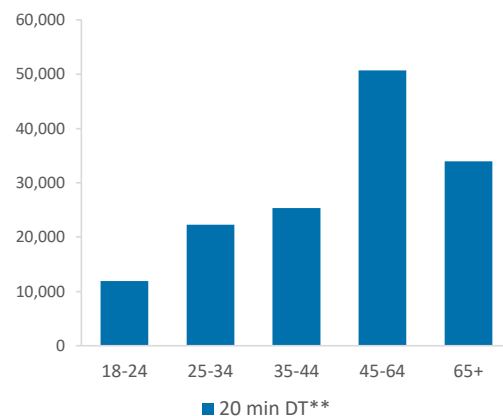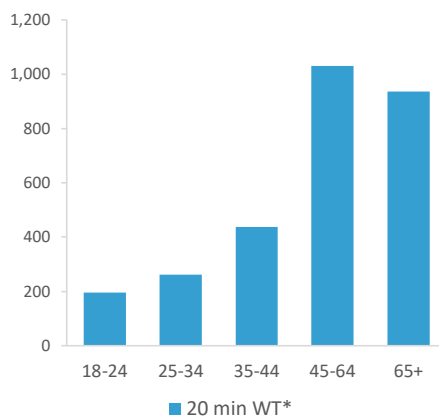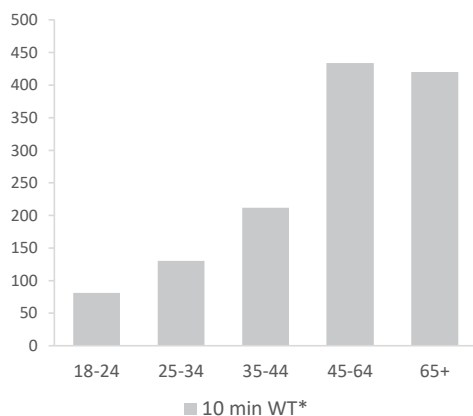
*Affluence does not include Not Private Households

10 min WT*

20 min WT*

20 min DT**

		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	760 (46%)	1,764 (48%)	94,308 (50%)	93	96	101
	Female	884 (54%)	1,937 (52%)	94,567 (50%)	106	104	99
Economic Status (16-74)	Employed: Full-time	480 (45%)	1,056 (44%)	63,051 (48%)	108	105	115
	Employed: Part-time	112 (10%)	270 (11%)	16,682 (13%)	81	86	97
	Self employed	156 (15%)	326 (13%)	14,056 (11%)	153	141	111
	Unemployed	16 (1%)	33 (1%)	2,655 (2%)	63	57	85
	Retired	180 (17%)	448 (18%)	15,998 (12%)	122	134	88
	Other	123 (12%)	289 (12%)	19,915 (15%)	58	61	76
Total Worker Count		1,303	2,059	89,368			

See the Glossary page for further information on the above variables

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Polaris Summary - Ferry Boat Inn Whitchurch On Thames

star PUBS & BARS

Legend:
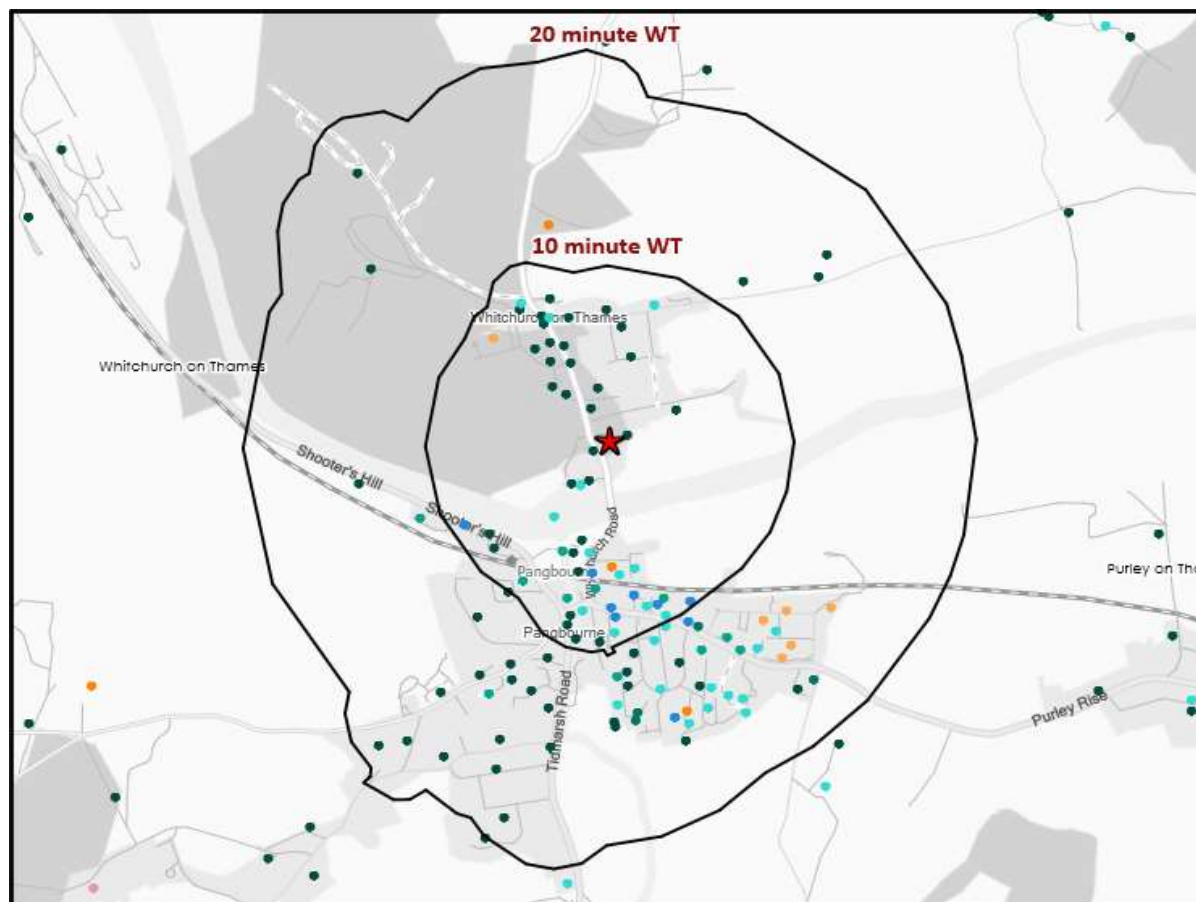- ⭐ Pub Sites
- Ⓝ Catchment
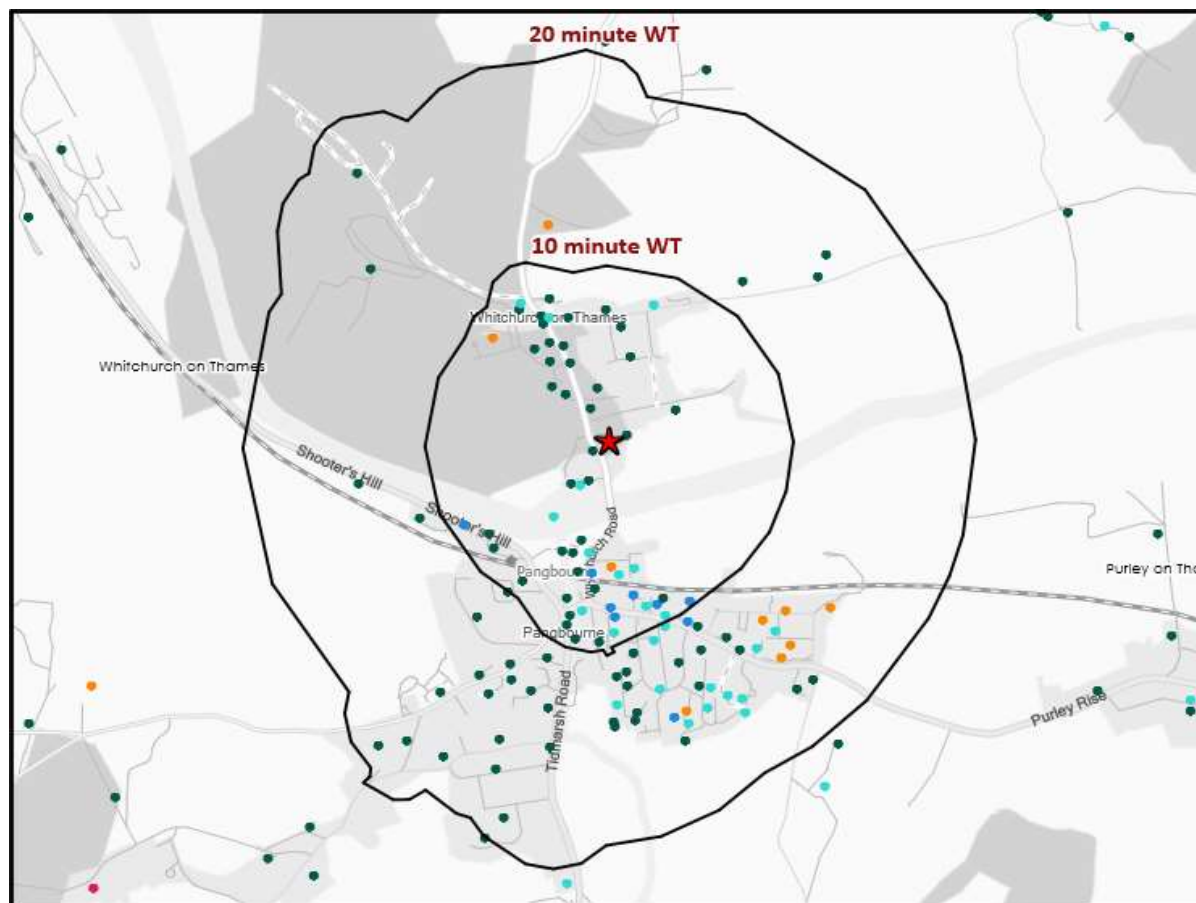
Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

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 Adult - Showing I Care	0	0	12,813	0	0	100
Young Adult - Showing I'm Cool	85	90	16,678	72	34	126
Midlife - Young Kids	170	517	39,056	42	57	86
Midlife - Carefree	222	546	30,555	83	91	101
Mature	799	1,708	43,818	224	213	109
Not Private Households	1	1	1,344	5	2	65
Total	1,277	2,862	144,264			

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Polaris Summary - Ferry Boat Inn Whitchurch On Thames

Legend:
- ★ Pub Sites
- Catchment

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
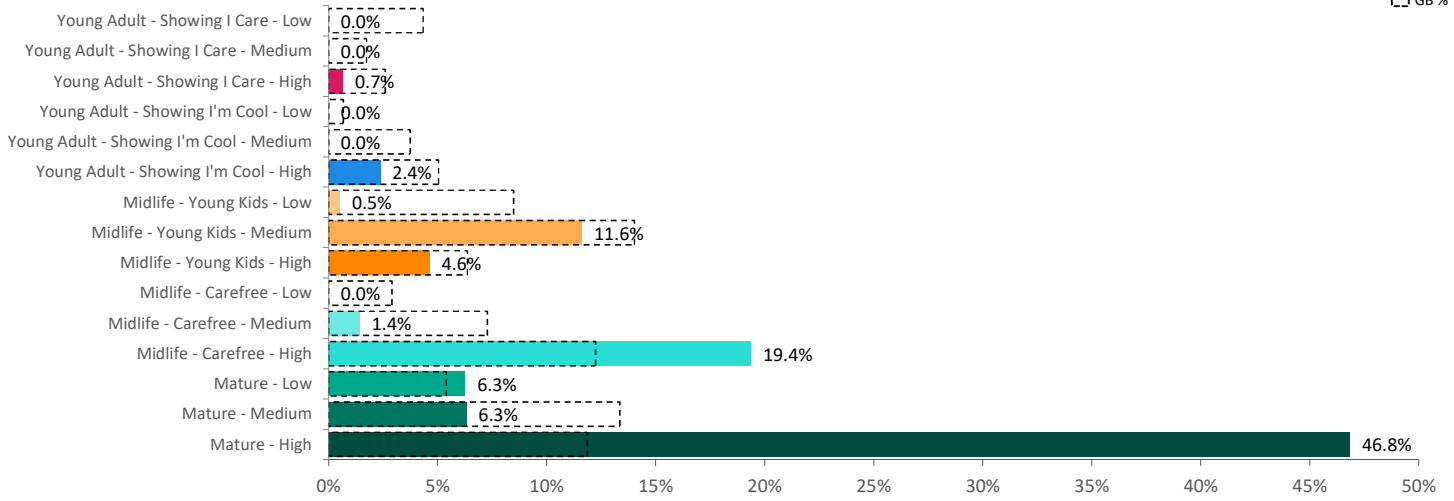- Medium
- High

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**
Young Adult - Showing I Care						
Low	0	0	3,607	0	0	60
Medium	0	0	48	0	0	2
High	0	0	9,158	0	0	188
Young Adult - Showing I'm Cool						
Low	0	0	333	0	0	22
Medium	0	0	1,696	0	0	32
High	85	90	14,649	149	70	227
Midlife - Young Kids						
Low	0	0	9,678	0	0	60
Medium	104	442	19,505	55	104	91
High	66	75	9,873	96	49	127
Midlife - Carefree						
Low	0	0	2,264	0	0	46
Medium	0	0	2,543	0	0	26
High	222	546	25,748	159	175	163
Mature						
Low	106	191	4,846	140	112	57
Medium	0	56	7,667	0	15	42
High	693	1,461	31,305	578	544	231
Not Private Households	1	1	1,344	5	2	65
Total	1,277	2,862	144,264			

Transactional Data Summary - Ferry Boat Inn Whitchurch On Thames

star PUBS & BARS

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.7%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	2.4%
Midlife - Young Kids - Low	0.5%
Midlife - Young Kids - Medium	11.6%
Midlife - Young Kids - High	4.6%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	1.4%
Midlife - Carefree - High	19.4%
Mature - Low	6.3%
Mature - Medium	6.3%
Mature - High	46.8%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£19
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£38
Midlife - Young Kids - Low	£11
Midlife - Young Kids - Medium	£23
Midlife - Young Kids - High	£52
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£29
Midlife - Carefree - High	£45
Mature - Low	£46
Mature - Medium	£32
Mature - High	£32

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

Spend by Month

Ferry Boat Inn Whitchurch On Thames — Star Pubs

CACI
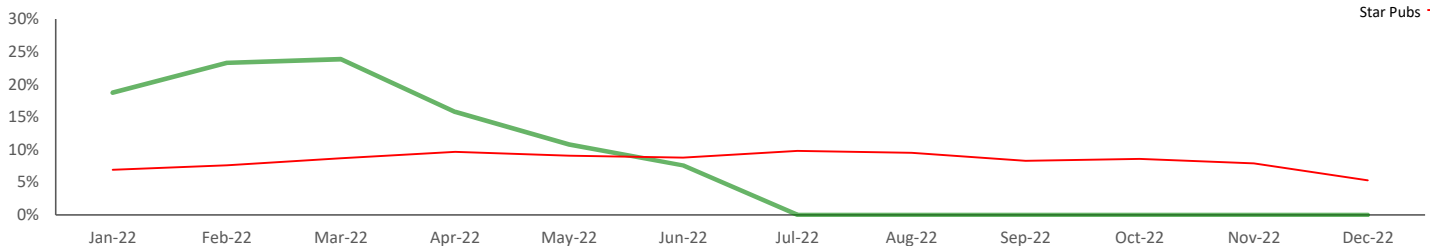
Mobile Data Summary - Ferry Boat Inn Whitchurch On Thames

star PUBS & BARS

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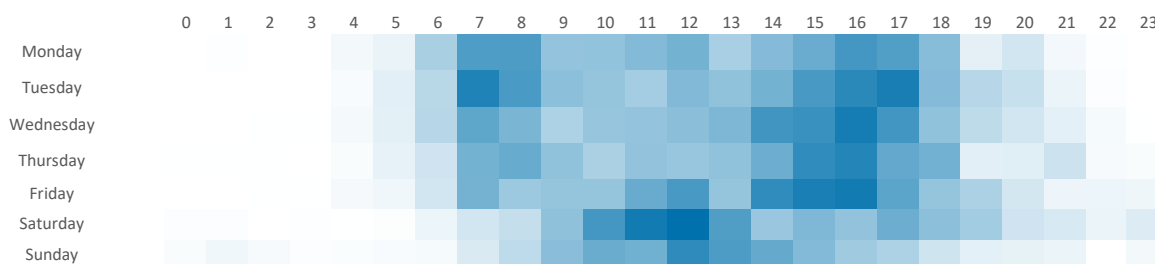
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
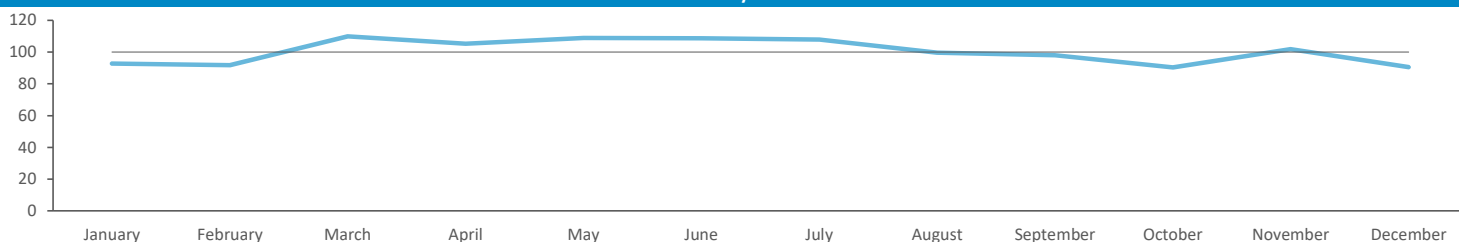
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
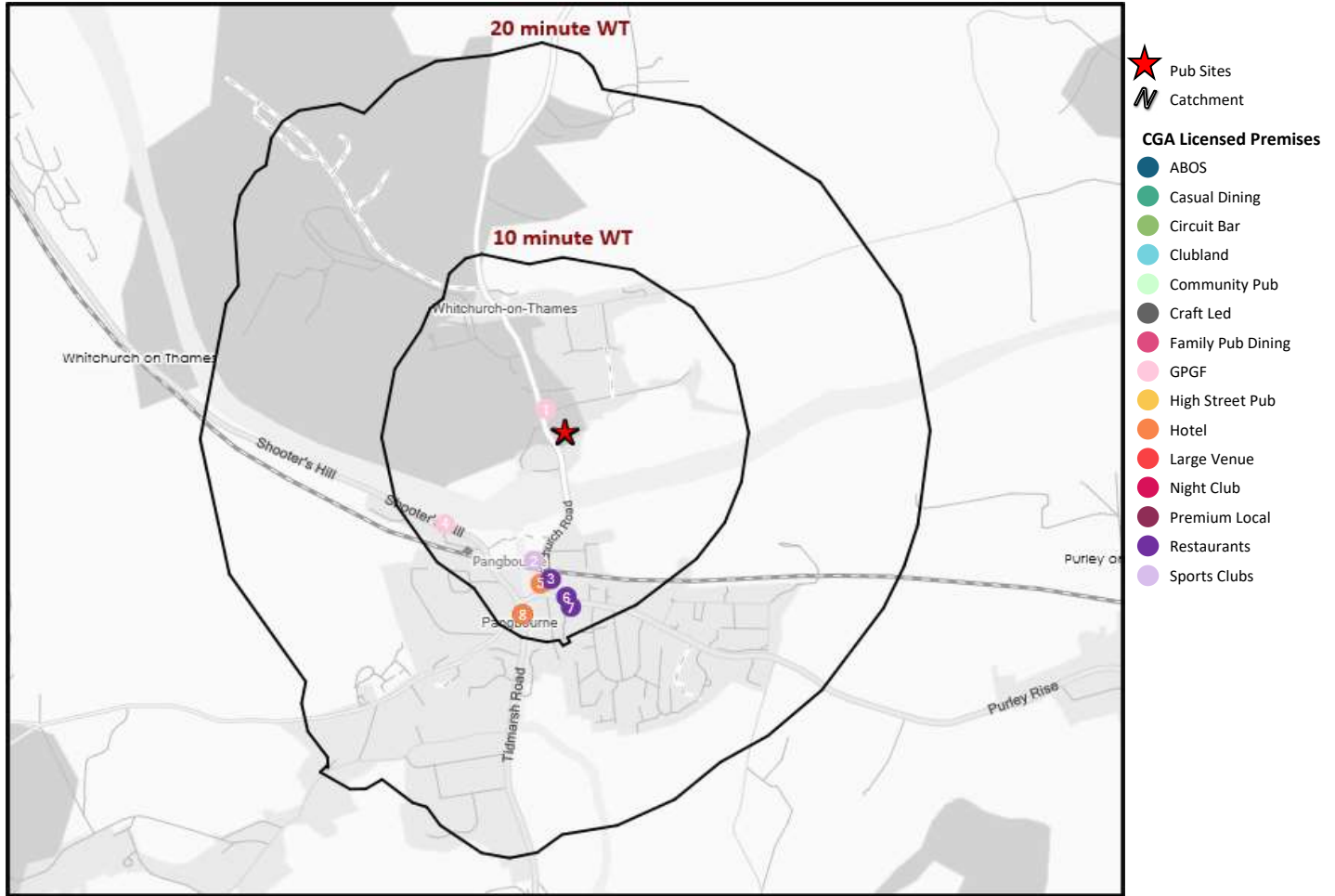
Distance from Home
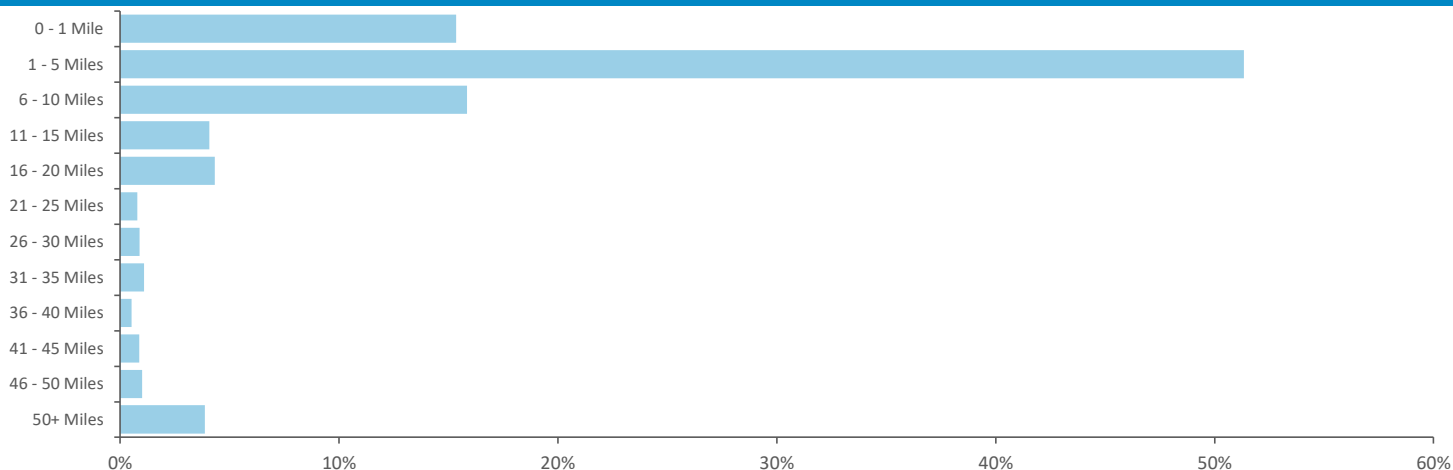
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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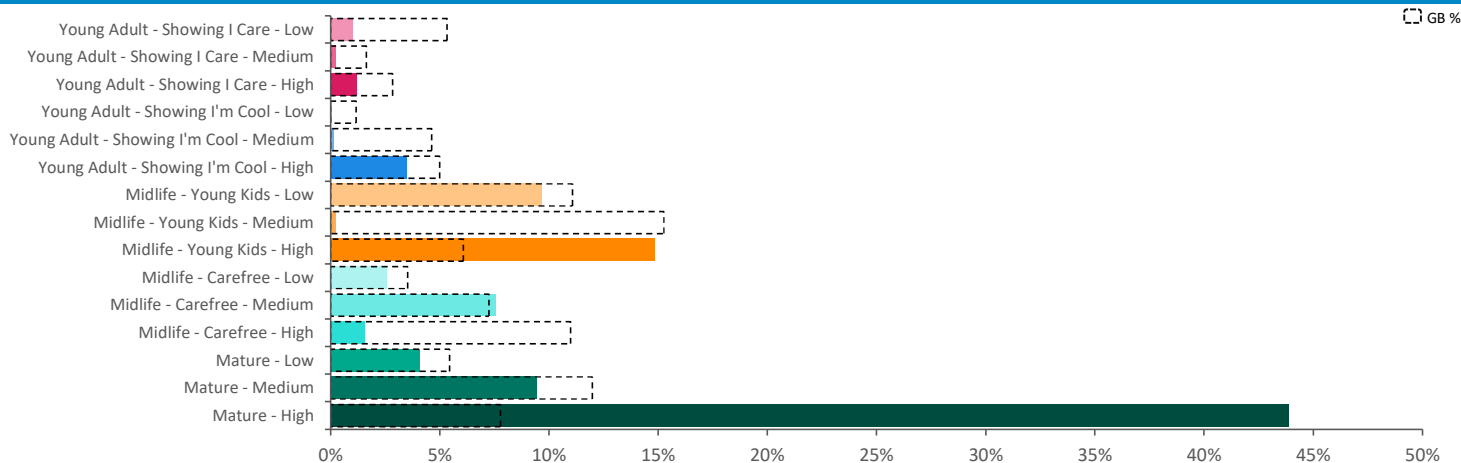
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Ferry Boat Inn Whitchurch On Thames

Legend:
- ★ Pub Sites
- Ⓝ 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)
1	Greyhound	RG 8 7EL	Punch Pub Company	GPGF	0.1
2	Pangbourne Working Mens Club	RG 8 7BS	Independent Free	Sports Clubs	0.3
3	Cozze Pangbourne	RG 8 7BP	Independent Free	Restaurants	0.3
4	Swan	RG 8 7DU	Greene King	GPGF	0.3
5	George Hotel	RG 8 7AJ	Stonegate Pub Company	Hotel	0.3
6	Ninos Trattoira	RG 8 7LR	Independent Free	Restaurants	0.3
7	Pangbourne Tandoori Restaurant	RG 8 7LY	Independent Free	Restaurants	0.4
8	Cross Keys	RG 8 7AR	Greene King	Premium Local	0.4
8	Elephant Hotel	RG 8 7AR	Hillbrooke Hotels	Hotel	0.4

Per Pub Analysis - Ferry Boat Inn Whitchurch On Thames

*WT= Walktime, **DT= Drivetime
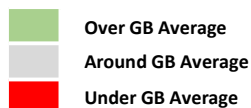
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,277	2,862	144,264
Number of Competition Pubs	2	3	172
Adults 18+ per Competition Pub	639	954	839

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	134	10.5%	103
Circuit Bar	22	1.7%	46
Community Pub	94	7.4%	42
Craft Led	20	1.6%	50
Great Pub Great Food	510	40.0%	208
High Street Pub	77	6.1%	35
Premium Local	418	32.7%	187

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	286	10.0%	98
Circuit Bar	73	2.6%	70
Community Pub	228	8.0%	46
Craft Led	41	1.4%	45
Great Pub Great Food	1,089	38.0%	198
High Street Pub	191	6.7%	39
Premium Local	952	33.3%	190

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	20,572	14.3%	140
Circuit Bar	3,670	2.5%	69
Community Pub	16,427	11.4%	66
Craft Led	5,543	3.8%	121
Great Pub Great Food	43,730	30.3%	158
High Street Pub	15,903	11.0%	64
Premium Local	32,268	22.4%	127

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium. **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High. **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.

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.