CACI

Catchment Summary - Three Oaks Gloucester
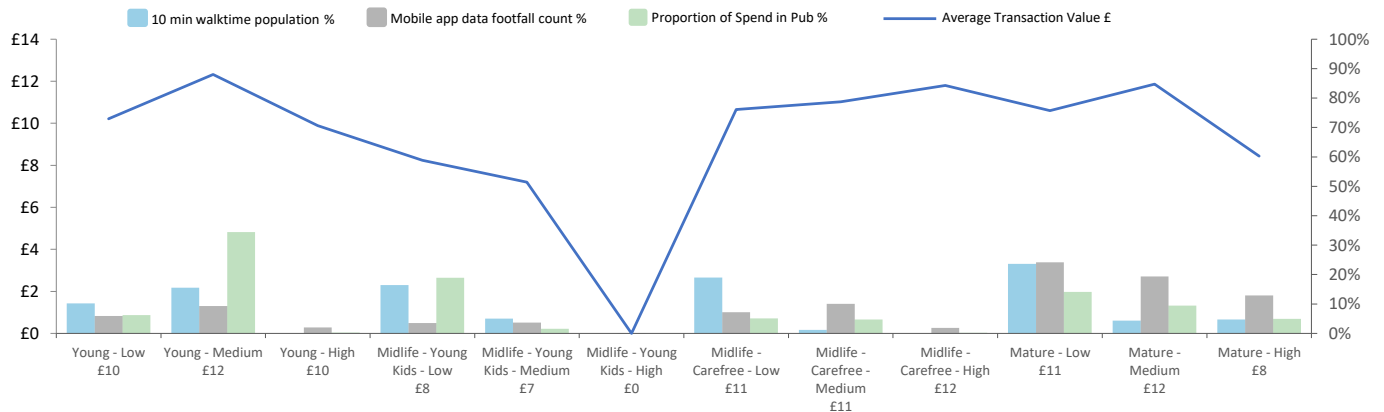
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
627014	Three Oaks Gloucester	GL 4 6NR	Star Pubs & Bars	Premium Local	10
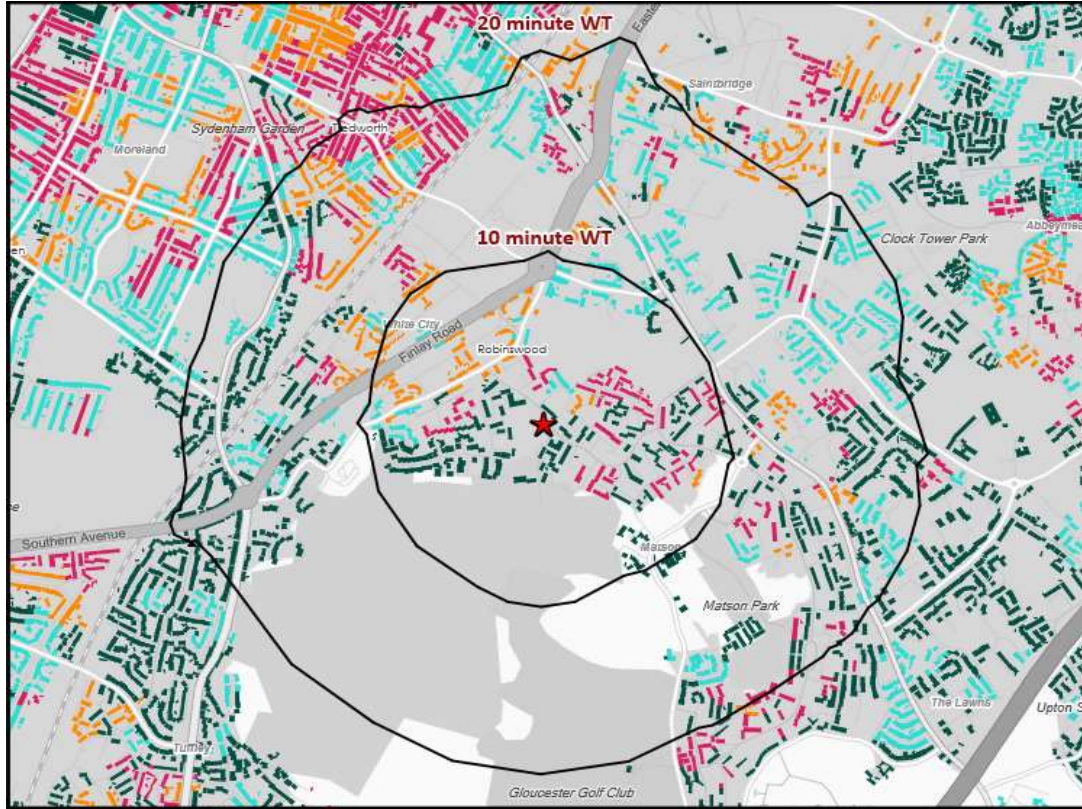
Legend:
- Pub Sites
- Catchments

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 £

Categories: Young - Low £10, Young - Medium £12, Young - High £10, Midlife - Young Kids - Low £8, Midlife - Young Kids - Medium £7, Midlife - Young Kids - High £0, Midlife - Carefree - Low £11, Midlife - Carefree - Medium £11, Midlife - Carefree - High £12, Mature - Low £11, Mature - Medium £12, Mature - High £8

See the Glossary page for further information on the above variables

Catchment Summary - Three Oaks Gloucester

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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	3,715	17,795	286,687	69	96	65
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,909	13,636	227,676	65	89	65
	Competition Pubs	2	7	249	11	19	60
	Adults 18+ per Competition Pub	1,455	1,948	914	169	227	106
	% Adults Likely to Drink	75.0%	75.3%	77.7%	98	99	102
Affluence	Low	69.2%	53.8%	26.5%	208	162	80
	Medium	26.1%	36.7%	49.6%	68	96	130
	High	4.7%	8.1%	22.4%	17	29	82

Affluence does not include Not Private Households

		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**
Age Profile	18-24	241	1,269	22,588	80	88	97
	25-34	407	2,376	38,341	82	100	100
	35-44	463	2,326	38,457	94	99	101
	45-64	1,032	4,555	73,373	108	100	100
	65+	766	3,110	54,917	107	91	100
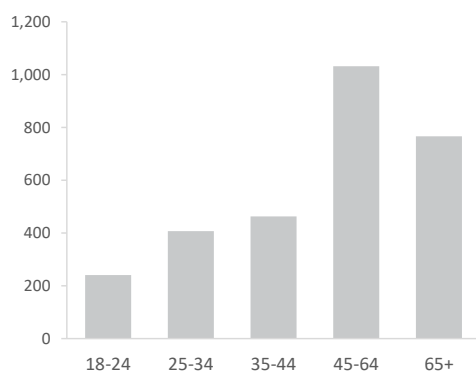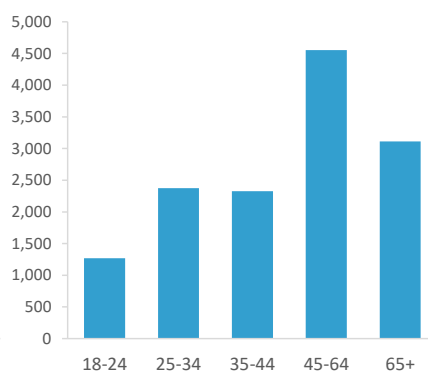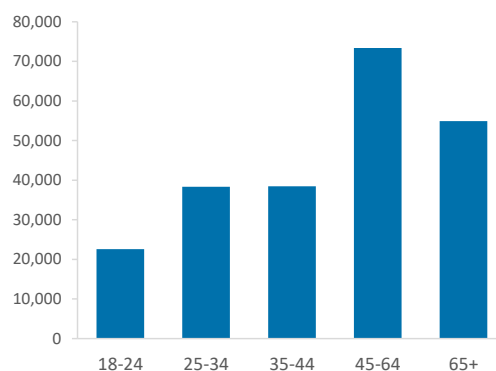
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,811 (49%)	8,828 (50%)	140,895 (49%)	100	101	100
	Female	1,904 (51%)	8,967 (50%)	145,792 (51%)	100	99	100
Economic Status (16+)	Employed: Full-time	1,051 (35%)	4,886 (35%)	87,726 (37%)	101	100	109
	Employed: Part-time	427 (14%)	2,099 (15%)	31,873 (14%)	119	125	114
	Self employed	222 (7%)	1,022 (7%)	20,064 (9%)	80	78	93
	Unemployed	101 (3%)	432 (3%)	5,322 (2%)	121	111	82
	Full-time student	38 (1%)	266 (2%)	4,986 (2%)	53	79	89
	Retired	656 (22%)	2,802 (20%)	51,149 (22%)	99	91	100
	Other	528 (17%)	2,612 (18%)	33,477 (14%)	100	106	82
	Total Worker Count	388	2,991	173,680			

See the Glossary page for further information on the above variables

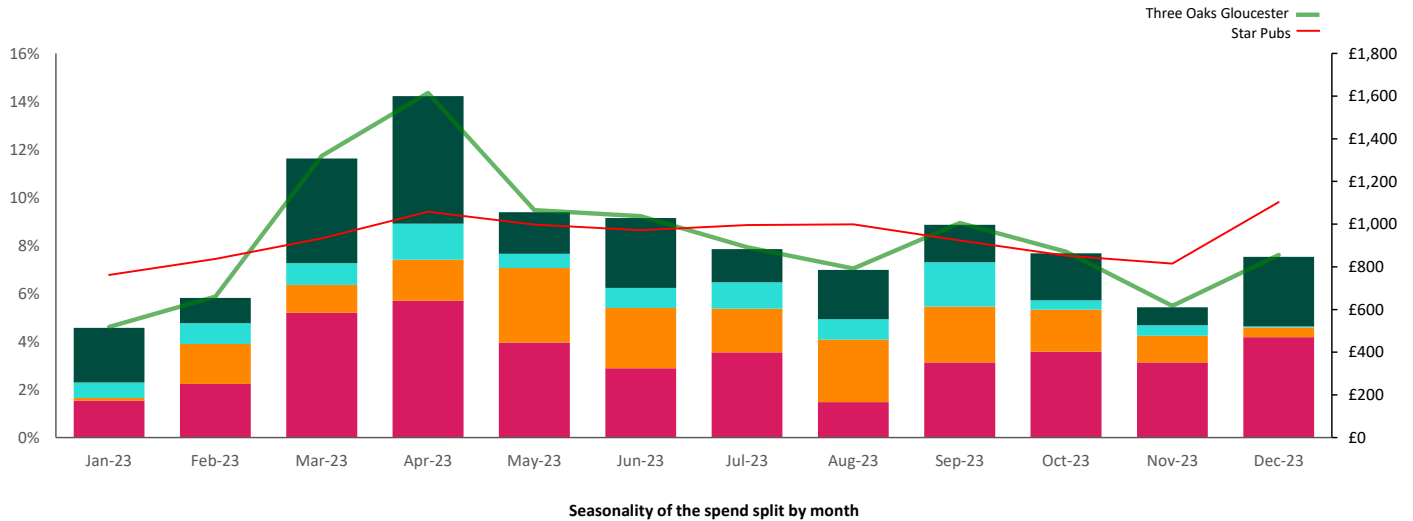# Transactional Data Summary - Three Oaks Gloucester

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	6.2%
Young - Medium	34.4%
Young - High	0.3%
Midlife - Young Kids - Low	18.9%
Midlife - Young Kids - Medium	1.6%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.1%
Midlife - Carefree - Medium	4.8%
Midlife - Carefree - High	0.2%
Mature - Low	14.1%
Mature - Medium	9.4%
Mature - High	4.9%

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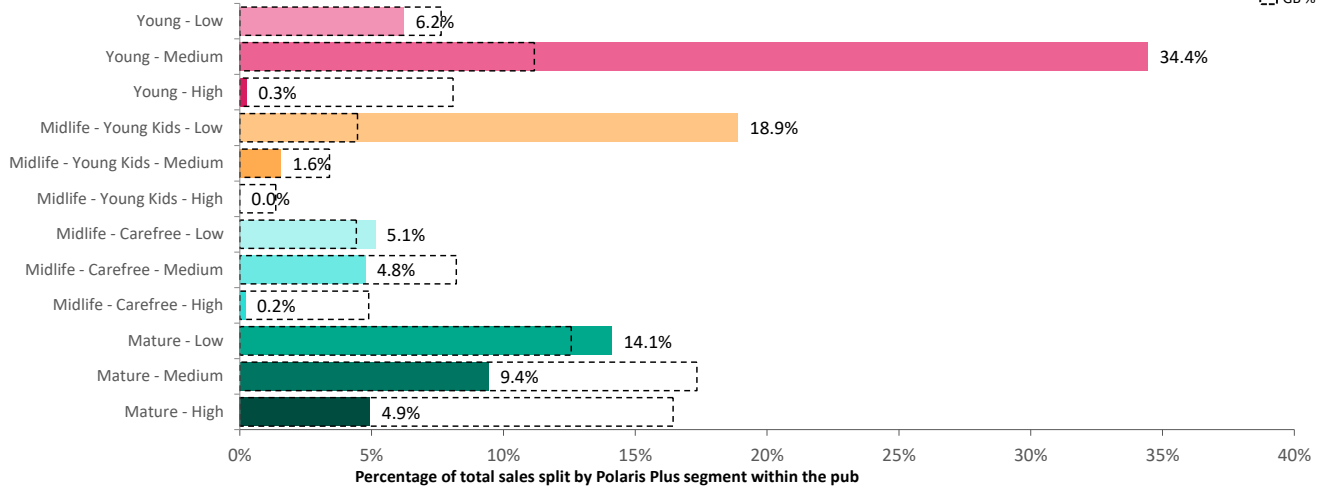
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	6.0%
Young - Medium	29.0%
Young - High	0.0%
Midlife - Young Kids - Low	24.0%
Midlife - Young Kids - Medium	2.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	0.0%
Mature - Low	14.0%
Mature - Medium	8.0%
Mature - High	6.0%
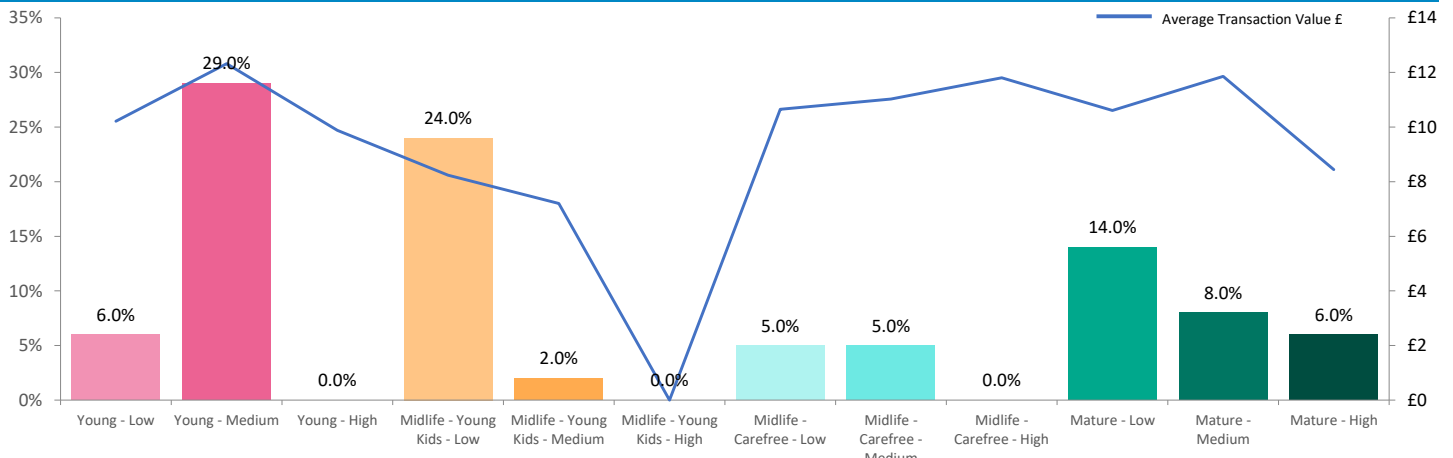
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Three Oaks Gloucester
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Three Oaks Gloucester

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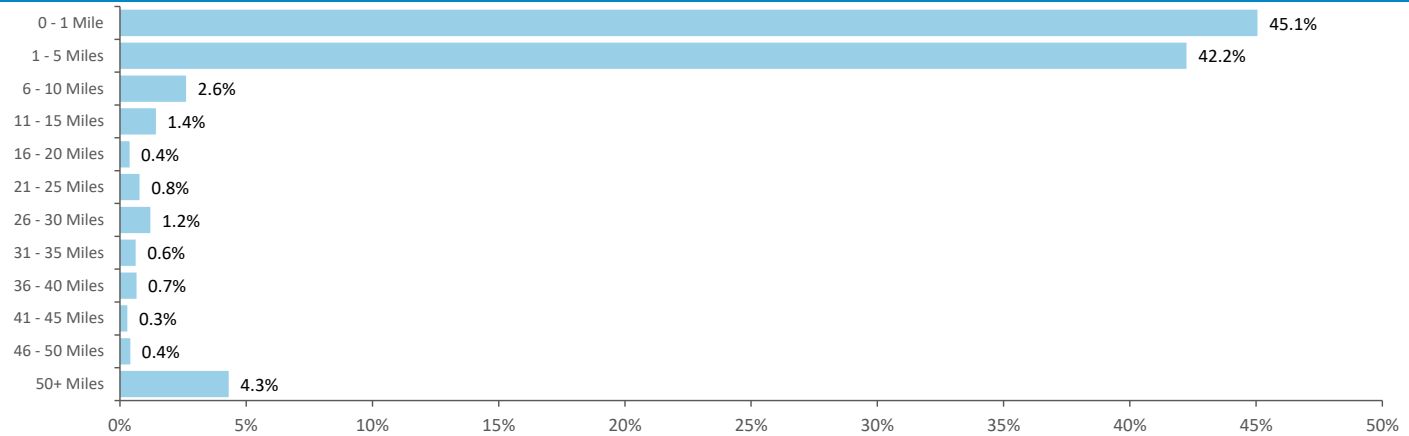
Time of Day/Day of Week
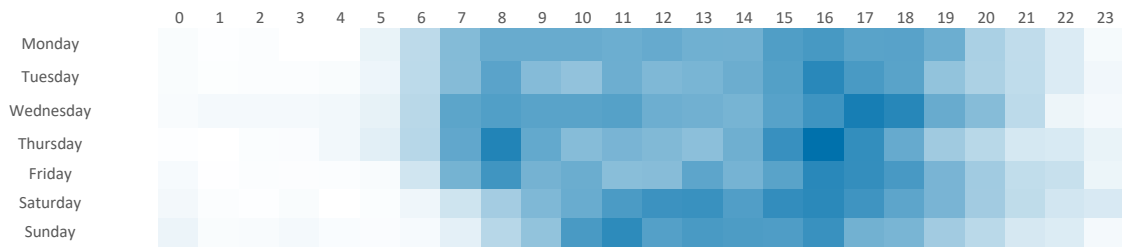
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index ——— Benchmark ——— Transactional Data: Visible Sales Indexed vs GB Average
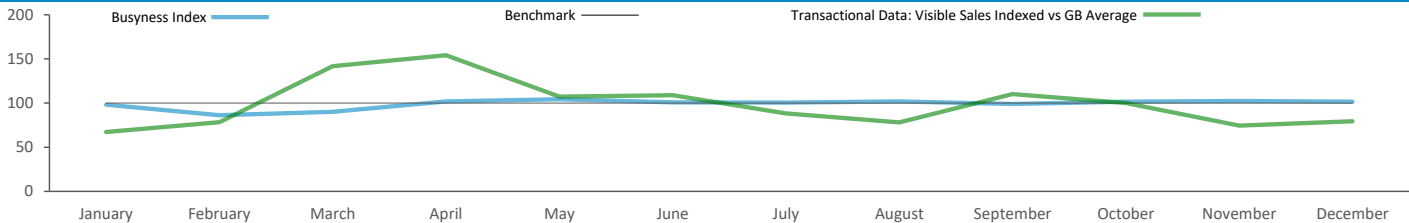
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	%
0 - 1 Mile	45.1%
1 - 5 Miles	42.2%
6 - 10 Miles	2.6%
11 - 15 Miles	1.4%
16 - 20 Miles	0.4%
21 - 25 Miles	0.8%
26 - 30 Miles	1.2%
31 - 35 Miles	0.6%
36 - 40 Miles	0.7%
41 - 45 Miles	0.3%
46 - 50 Miles	0.4%
50+ Miles	4.3%

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	%
Resident	62.4%
Worker	25.4%
Tourist	7.7%
Local Tourist	4.4%
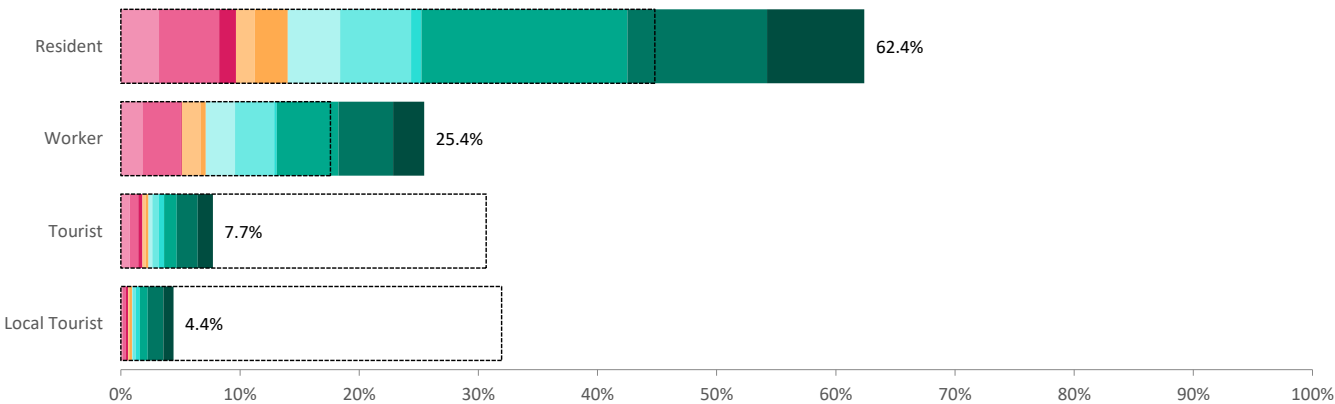
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Three Oaks Gloucester

star
PUBS&BARS

Polaris Plus Profile

GB %

Category	Value
Young - Low	5.9%
Young - Medium	9.3%
Young - High	2.0%
Midlife - Young Kids - Low	3.5%
Midlife - Young Kids - Medium	3.6%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	7.2%
Midlife - Carefree - Medium	10.1%
Midlife - Carefree - High	1.9%
Mature - Low	24.2%
Mature - Medium	19.4%
Mature - High	12.9%
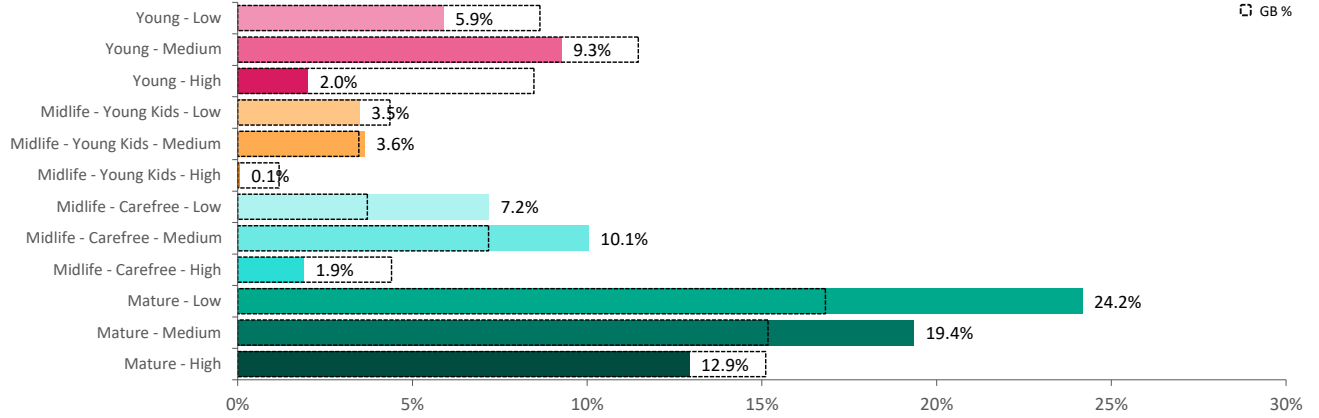
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
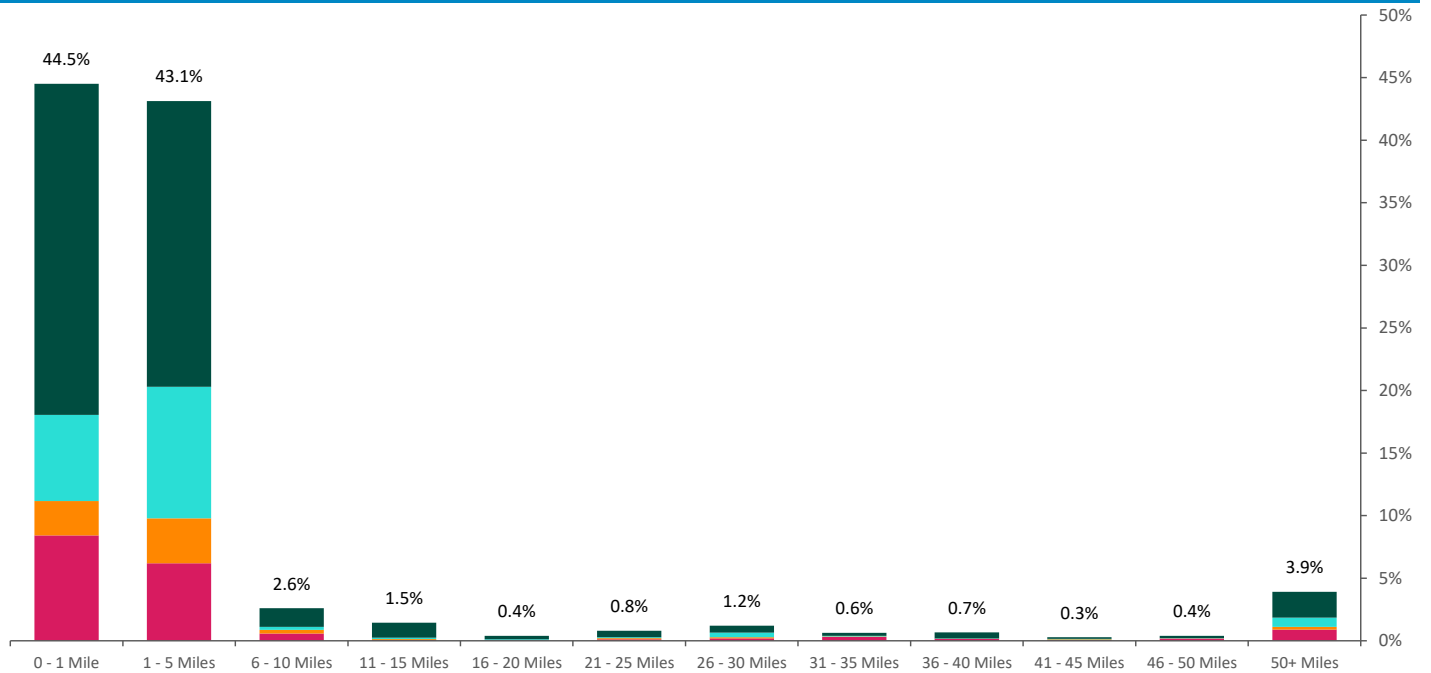
Distance	Value
0 - 1 Mile	44.5%
1 - 5 Miles	43.1%
6 - 10 Miles	2.6%
11 - 15 Miles	1.5%
16 - 20 Miles	0.4%
21 - 25 Miles	0.8%
26 - 30 Miles	1.2%
31 - 35 Miles	0.6%
36 - 40 Miles	0.7%
41 - 45 Miles	0.3%
46 - 50 Miles	0.4%
50+ Miles	3.9%

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

star PUBS & BARS

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

Weekday

	pre 11am (30%)	11am-2pm (17%)	2pm-5pm (22%)	5pm-8pm (21%)	8pm-11pm (8%)	11pm+ (2%)
Mature	51.6%	54.7%	55.6%	59.9%	62.7%	63.4%
Midlife - Carefree	21.4%	20.3%	18.5%	17.8%	16.2%	18.1%
Midlife - Young Kids	8.8%	6.3%	8.6%	5.5%	5.9%	6.8%
Young	18.2%	18.7%	17.3%	16.8%	15.2%	11.7%

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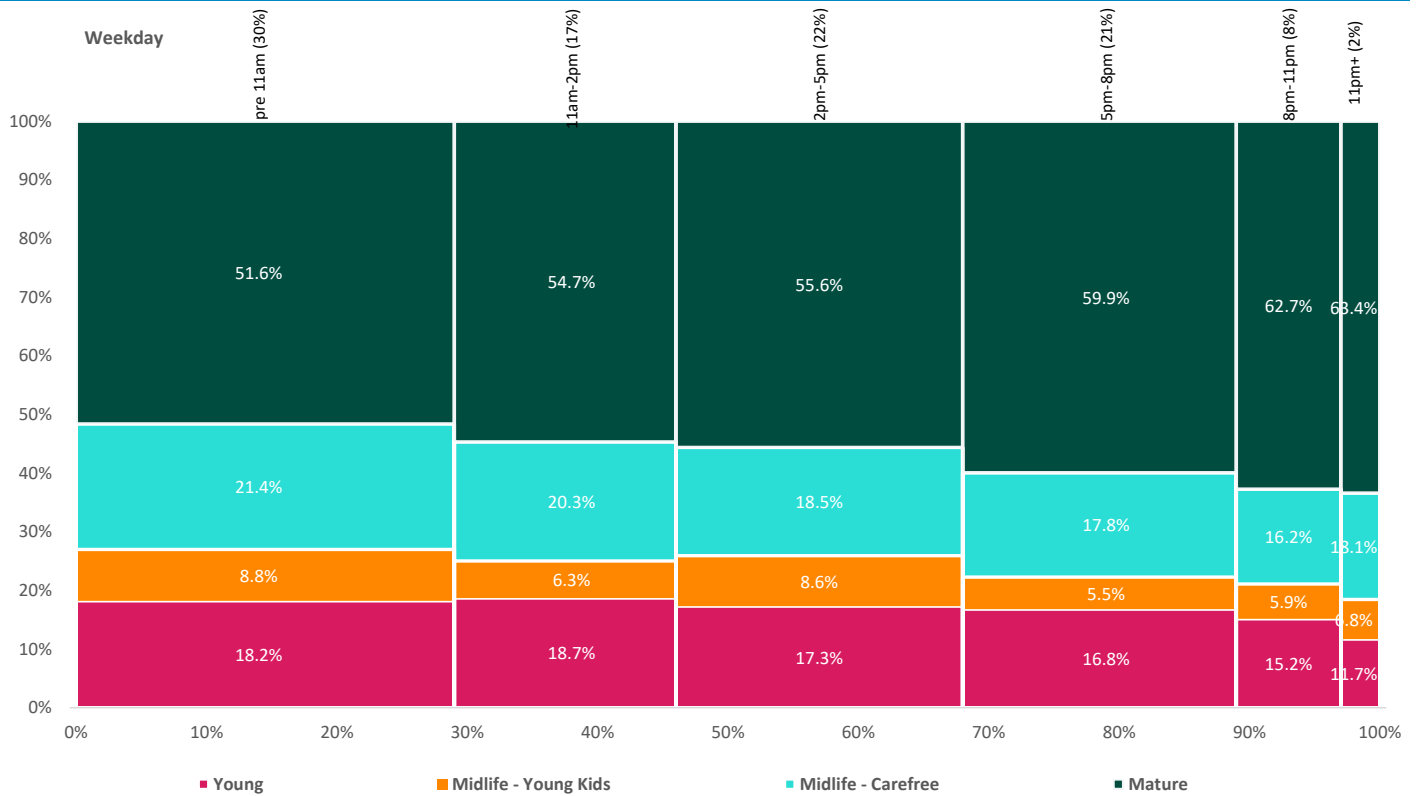
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (19%)	11am-2pm (25%)	2pm-5pm (25%)	5pm-8pm (19%)	8pm-11pm (8%)	11pm+ (4%)
Mature	53.8%	57.2%	60.5%	63.4%	57.9%	60.7%
Midlife - Carefree	20.6%	19.1%	16.5%	14.7%	18.6%	18.9%
Midlife - Young Kids	7.9%	5.9%	7.2%	7.1%	8.1%	6.6%
Young	17.6%	17.7%	15.8%	14.7%	15.3%	13.8%

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

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

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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	748	2,630	47,647	93	70	76
Midlife - Young Kids	624	2,392	19,867	196	160	80
Midlife - Carefree	586	4,204	45,846	127	195	127
Mature	951	4,214	110,936	74	70	110
Not Private Households	0	196	3,380	0	110	113
Total	2,909	13,636	227,676			

Polaris Plus Summary - Three Oaks Gloucester

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	296	895	8,761	104	67	39
Medium	452	1,735	27,611	142	116	110
High	0	0	11,275	0	0	74
Midlife - Young Kids						
Low	477	1,861	9,014	299	249	72
Medium	147	531	9,588	117	90	97
High	0	0	1,265	0	0	50
Midlife - Carefree						
Low	552	2,201	11,679	450	383	122
Medium	34	2,003	27,310	16	205	167
High	0	0	6,857	0	0	68
Mature						
Low	687	2,376	30,797	172	127	98
Medium	126	740	48,531	28	35	136
High	138	1,098	31,608	32	54	93
Not Private Households	0	196	3,380	0	110	113
Total	2,909	13,636	227,676			

CGA Summary - Three Oaks Gloucester

Legend:
- ⭐ Pub Sites
- *N* 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	Three Oaks	GL 4 6NR	Star Pubs & Bars	Premium Local	0.0
1	Saintbridge Sports Centre	GL 4 4QX	Independent Free	Clubland	0.4
2	Gloucester Ski & Snowboard Centre	GL 4 6DX	Independent Free	Clubland	0.5
3	Gloucester Robinswood Hotel	GL 4 6EA	Independent Free	Hotel	0.6
3	Gloucester Golf & Country Club	GL 4 6EA	Independent Free	Clubland	0.6
5	Matson Rugby Club	GL 4 6JG	Independent Free	Clubland	0.8
5	Katherine Wheel Club	GL 4 6JG	Independent Free	Clubland	0.8
7	Widden Old Boys Rugby Club	GL 1 5NS	Independent Free	Clubland	0.8
7	Wagon Works	GL 1 5NS	Independent Free	Clubland	0.8
7	Old Cryptians Rugby Football Club	GL 1 5NS	Independent Free	Sports Clubs	0.8
10	St James Mens Club	GL 1 4LJ	Independent Free	Clubland	0.9
11	Treddy	GL 1 4SY	Independent Free	Community Pub	0.9
12	Fox & Elm	GL 4 0DA	Admiral Taverns Ltd	Family Pub Dining	1.0
13	Robinswood Hill Social Club	GL 4 0BS	Independent Free	Clubland	1.0
14	Ridge & Furrow	GL 4 4BL	Trust Inns Limited	High Street Pub	1.0
14	Abbeydale Social Club	GL 4 4BL	Independent Free	Clubland	1.0
16	Coney Hill Rugby Club	GL 4 4RE	Independent Free	Clubland	1.0
17	Plough Inn	GL 1 4JT	Admiral Taverns Ltd	Community Pub	1.0
18	Eagles Indoor Golf	GL 4 3SJ	Independent Free	High Street Pub	1.1
19	Ukrainian Association	GL 1 4UL	Independent Free	Clubland	1.2
20	Turmut-Hoer	GL 4 5GL	Mitchells & Butlers	Family Pub Dining	1.2

Per Pub Analysis - Three Oaks Gloucester

★ star
PUBS&BARS

*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+	2,909	13,636	227,676
Number of Competition Pubs	2	7	249
Adults 18+ per Competition Pub	1,455	1,948	914

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	143	4.9%	61
Circuit Bar	0	158	5.4%	134
Community Pub	0	783	26.9%	141
Craft Led	0	89	3.1%	88
Great Pub Great Food	0	181	6.2%	35
High Street Pub	0	717	24.6%	134
Premium Local	1	252	8.7%	53

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	560	4.1%	51
Circuit Bar	0	553	4.1%	100
Community Pub	0	2,881	21.1%	110
Craft Led	0	327	2.4%	69
Great Pub Great Food	0	1,016	7.4%	42
High Street Pub	1	2,653	19.5%	106
Premium Local	1	1,245	9.1%	55

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	21	15,014	6.6%	82
Circuit Bar	14	7,757	3.4%	84
Community Pub	15	40,626	17.8%	93
Craft Led	0	6,878	3.0%	87
Great Pub Great Food	16	37,806	16.6%	94
High Street Pub	33	39,516	17.4%	94
Premium Local	32	37,710	16.6%	100

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