

# Catchment Summary - Black Horse Dedworth



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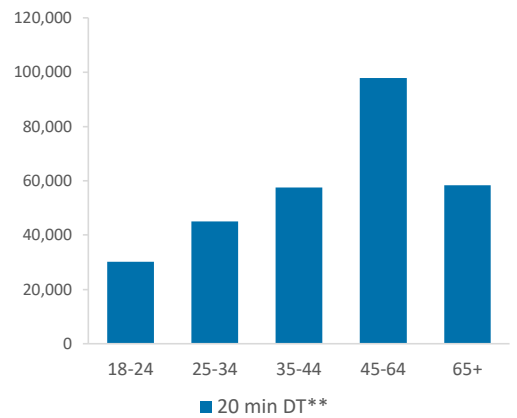
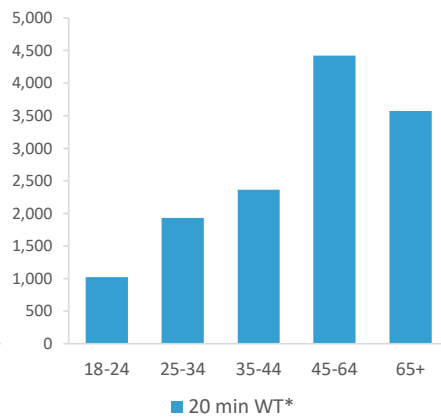
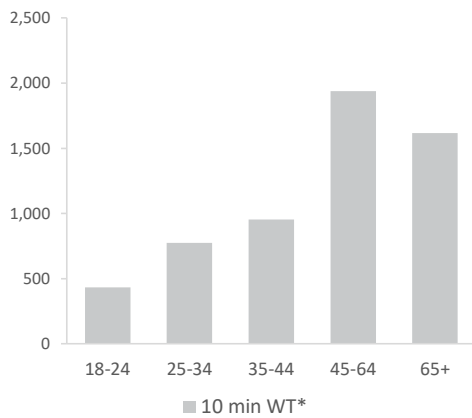
■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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	7,278	17,387	383,221	138	119	101	
Adults 18+	5,716	13,314	289,101	131	74	97	
Competition Pubs	1	2	285	7	6	79	
Adults 18+ per Competition Pub	5,716	6,657	1,014	692	806	123	
% Adults Likely to Drink	83.8%	84.4%	81.6%	102	102	99	
Affluence	Low	12.2%	10.8%	12.6%	47	42	49
	Medium	45.0%	38.3%	29.5%	114	97	75
	High	42.8%	49.8%	56.8%	128	149	169
Age Profile	18-24	433	1,023	30,175	73	73	97
	25-34	775	1,929	45,124	80	83	89
	35-44	954	2,364	57,591	102	106	117
	45-64	1,938	4,425	97,881	104	100	100
	65+	1,616	3,573	58,330	116	108	80

\*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



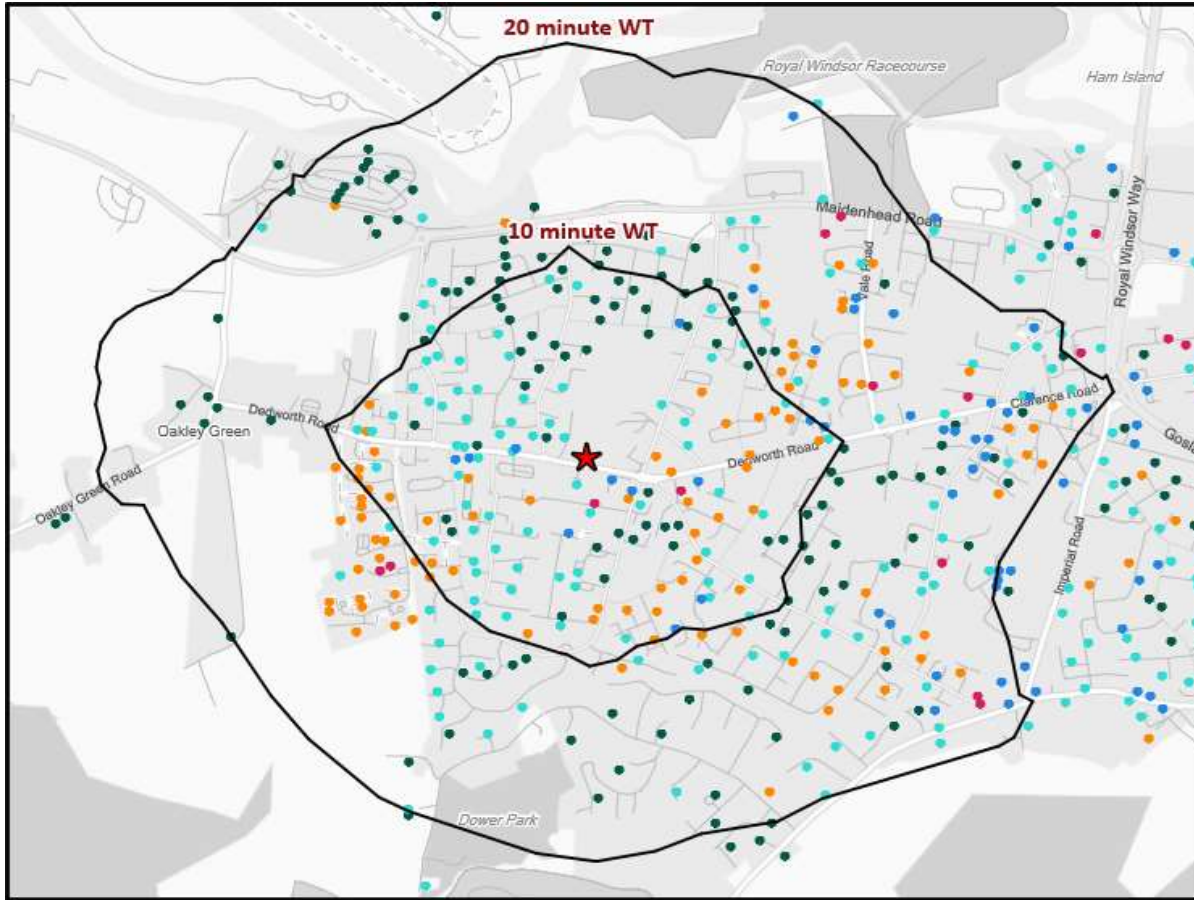
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	3,525 (48%)	8,478 (49%)	191,453 (50%)	98	99	101
	Female	3,753 (52%)	8,909 (51%)	191,768 (50%)	102	101	99
Economic Status (16-74)	Employed: Full-time	2,345 (47%)	5,520 (47%)	124,217 (46%)	114	113	110
	Employed: Part-time	641 (13%)	1,469 (13%)	30,454 (11%)	100	97	87
	Self employed	502 (10%)	1,276 (11%)	30,211 (11%)	106	114	117
	Unemployed	90 (2%)	192 (2%)	5,781 (2%)	77	69	90
	Retired	748 (15%)	1,634 (14%)	28,063 (10%)	110	101	75
	Other	626 (13%)	1,606 (14%)	52,098 (19%)	64	70	98
Total Worker Count	1,581	4,844	186,069				

See the Glossary page for further information on the above variables

# Polaris Summary - Black Horse Dedworth



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Data Source © 2020 TomTom



- ★ 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

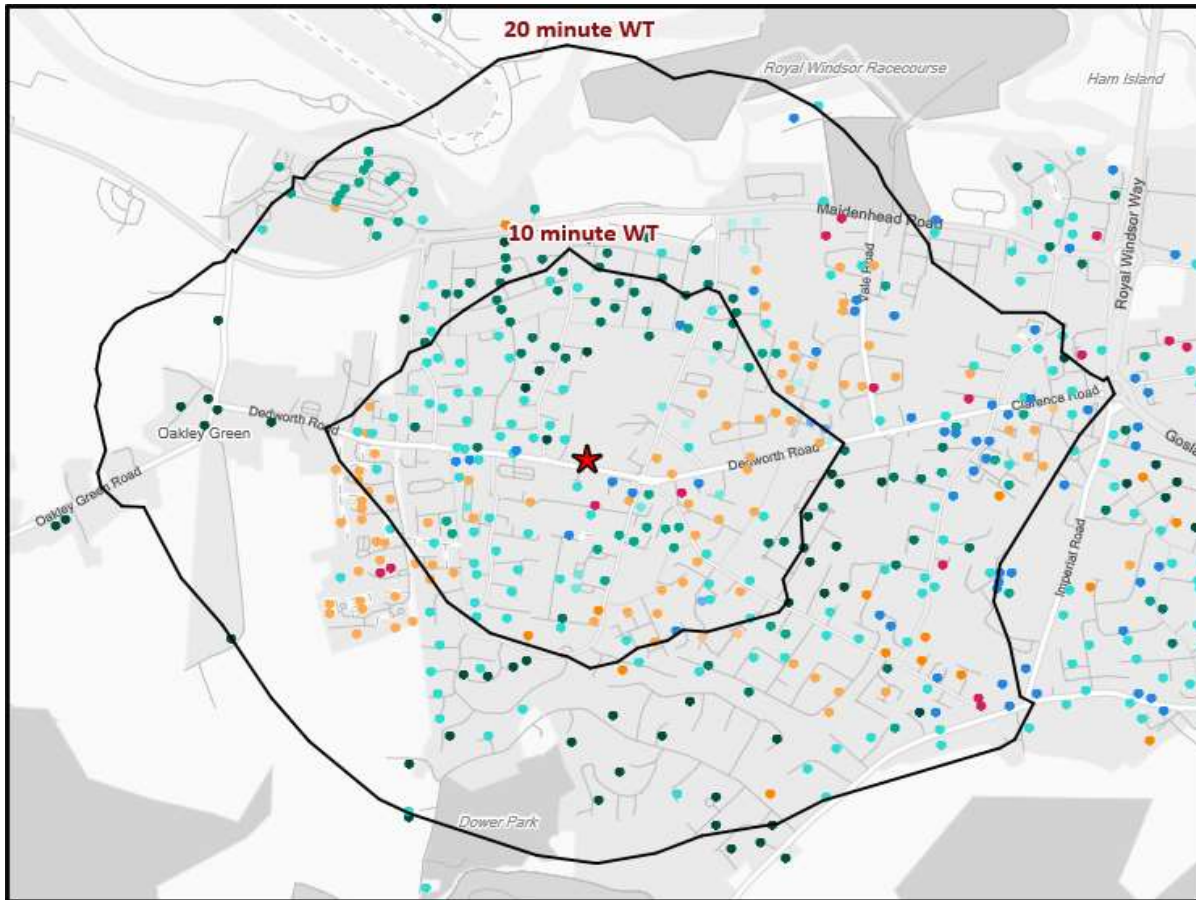
\*WT= Walktime, \*\*DT= Drivetime

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	109	325	29,099	21	27	113
Young Adult - Showing I'm Cool	383	1,043	37,589	73	85	141
Midlife - Young Kids	1,564	3,491	100,969	87	83	111
Midlife - Carefree	2,349	4,411	65,264	195	157	107
Mature	1,311	3,897	53,015	82	105	66
<b>Not Private Households</b>	0	147	3,165	0	77	76
<b>Total</b>	5,716	13,314	289,101			

# Polaris Summary - Black Horse Dedworth



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Data Source © 2020 TomTom



- ★ Pub Sites
- N 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

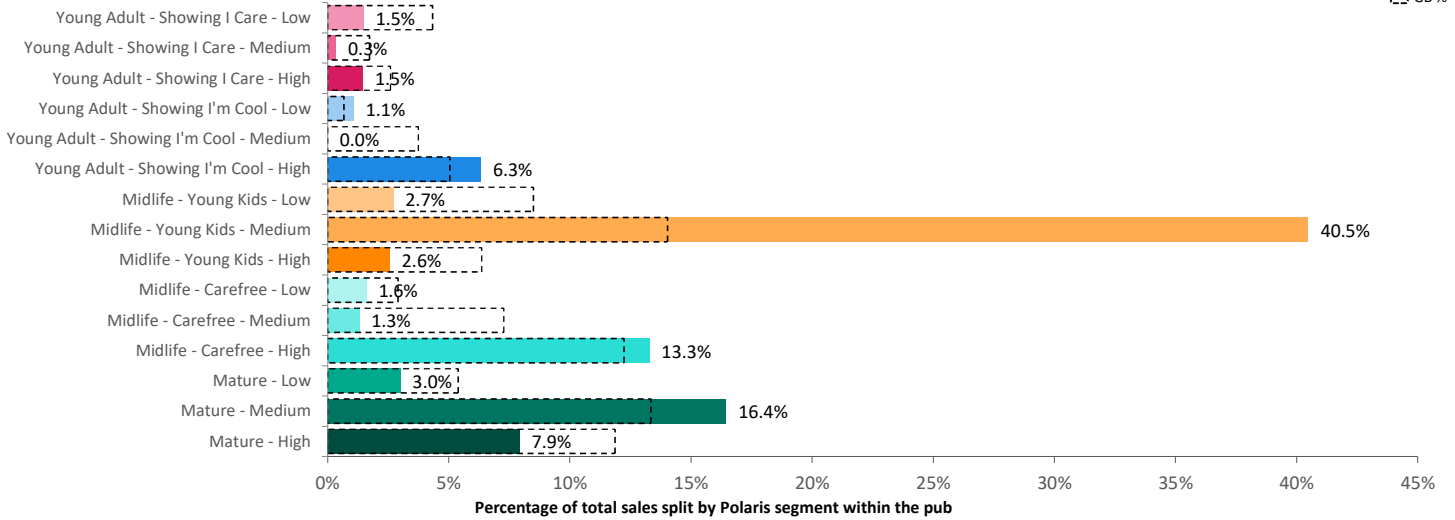
## Polaris Plus Profile by Catchment

\*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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	10,559	0	0	87
Medium	0	0	791	0	0	20
High	109	325	17,749	57	72	182
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	91	91	4,048	43	18	38
High	292	952	33,541	114	160	259
<b>Midlife - Young Kids</b>						
Low	145	145	12,432	23	10	39
Medium	1,408	2,961	68,852	165	149	160
High	11	385	19,685	4	54	126
<b>Midlife - Carefree</b>						
Low	130	386	3,092	67	85	31
Medium	283	283	1,651	74	32	9
High	1,936	3,742	60,521	310	257	192
<b>Mature</b>						
Low	420	904	10,390	124	114	61
Medium	791	1,761	9,887	109	104	27
High	100	1,232	32,738	19	99	121
<b>Not Private Households</b>	0	147	3,165	0	77	76
<b>Total</b>	5,716	13,314	289,101			

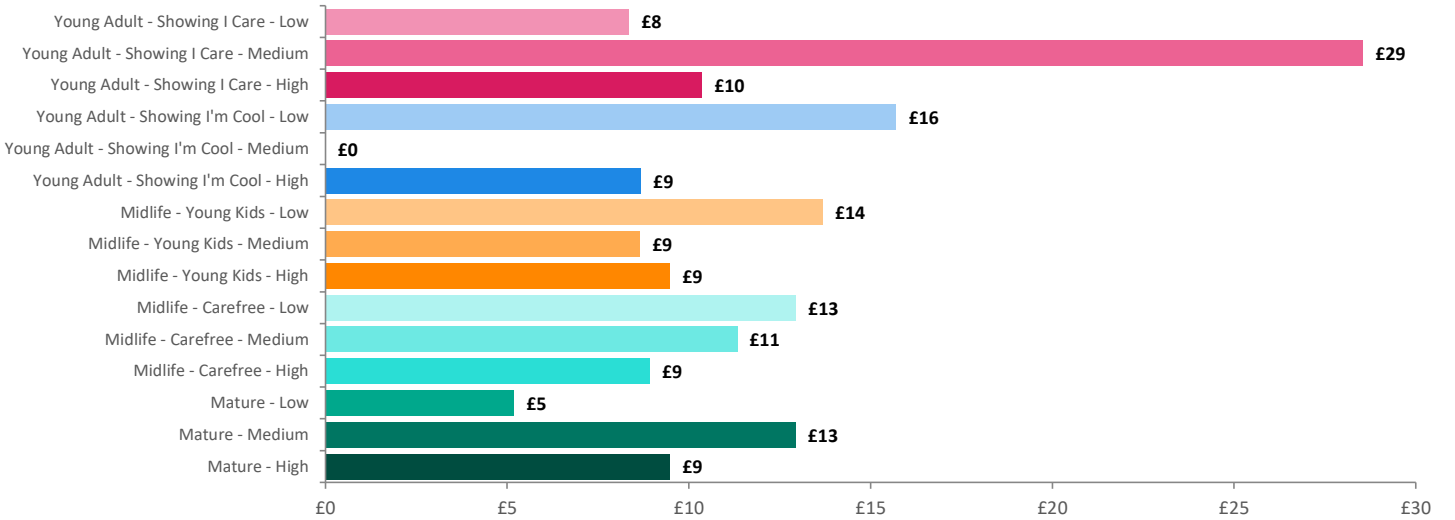
Spend by Polaris

GB %



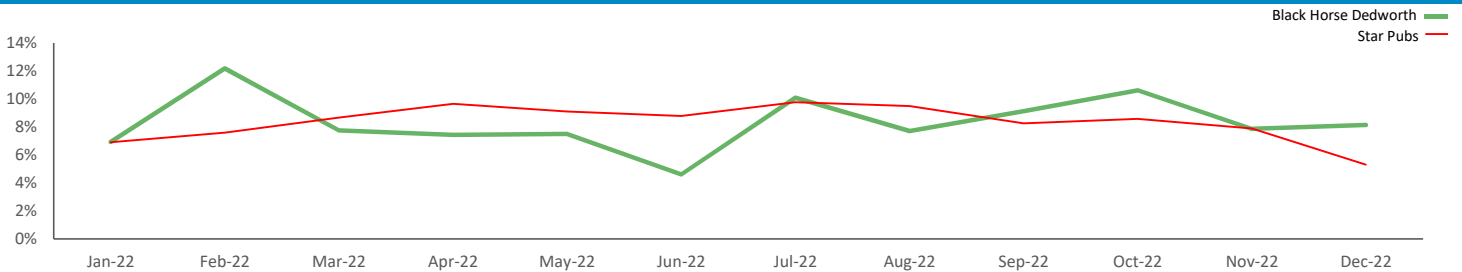
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



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

Spend by Month

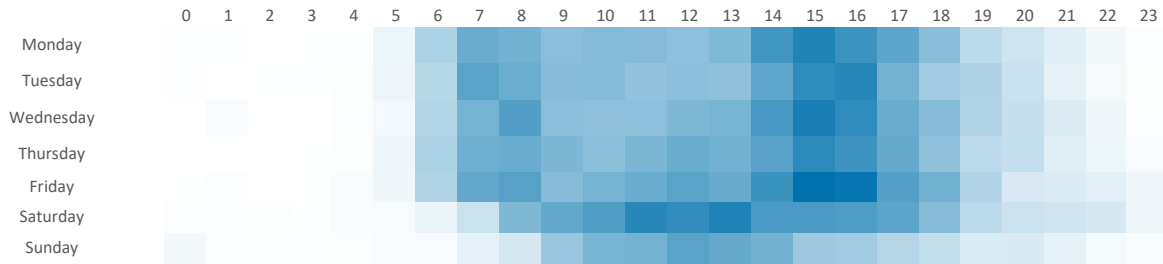


# Mobile Data Summary - Black Horse Dedworth



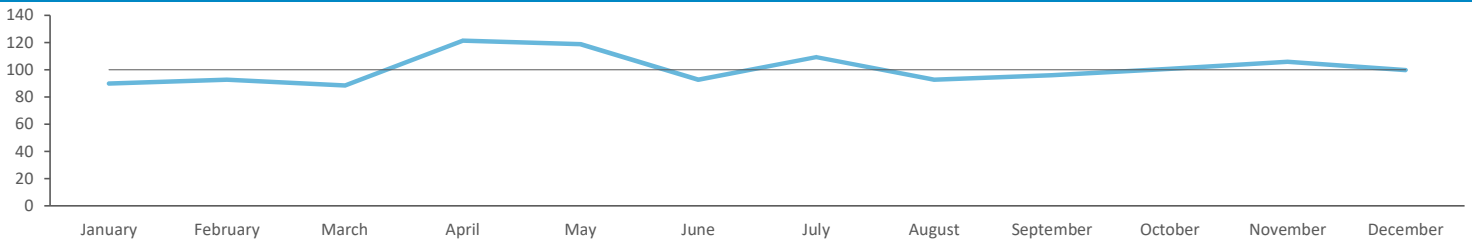
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## Time of Day/Day of Week



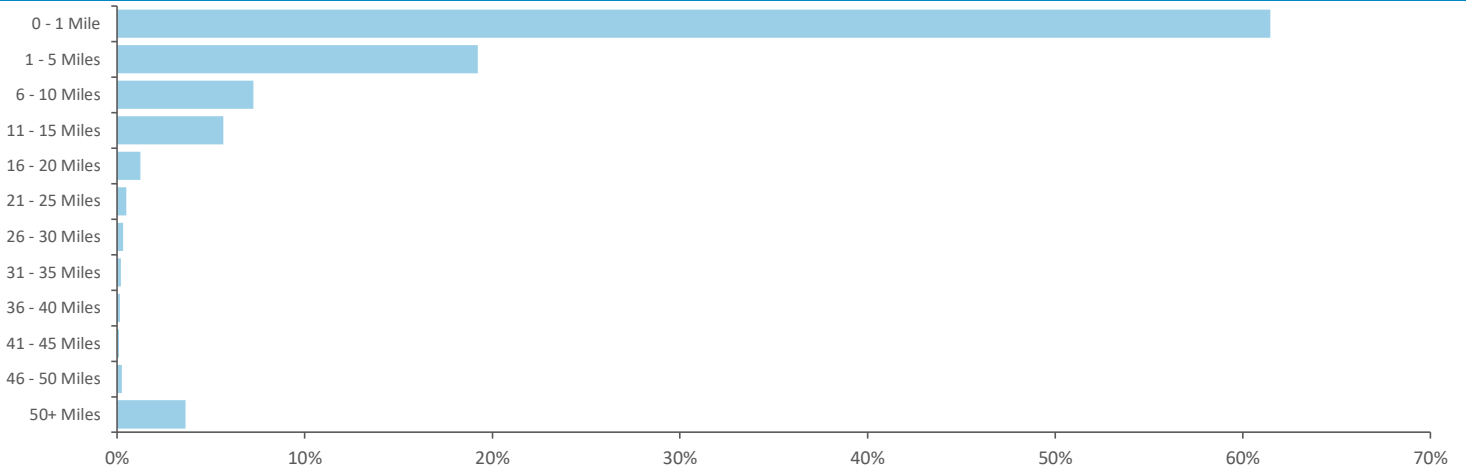
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



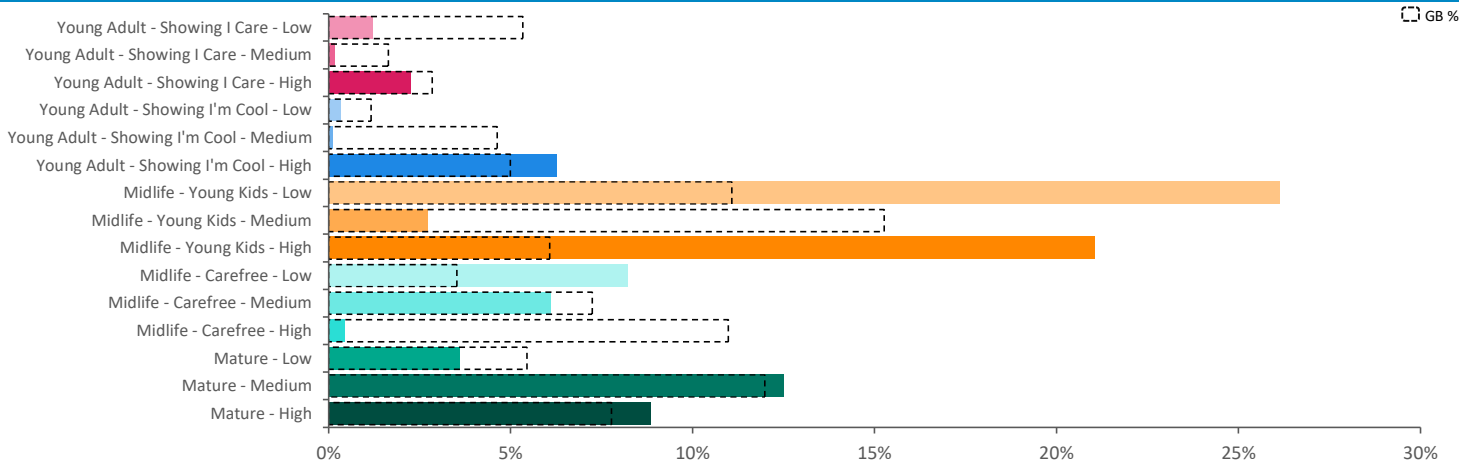
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home

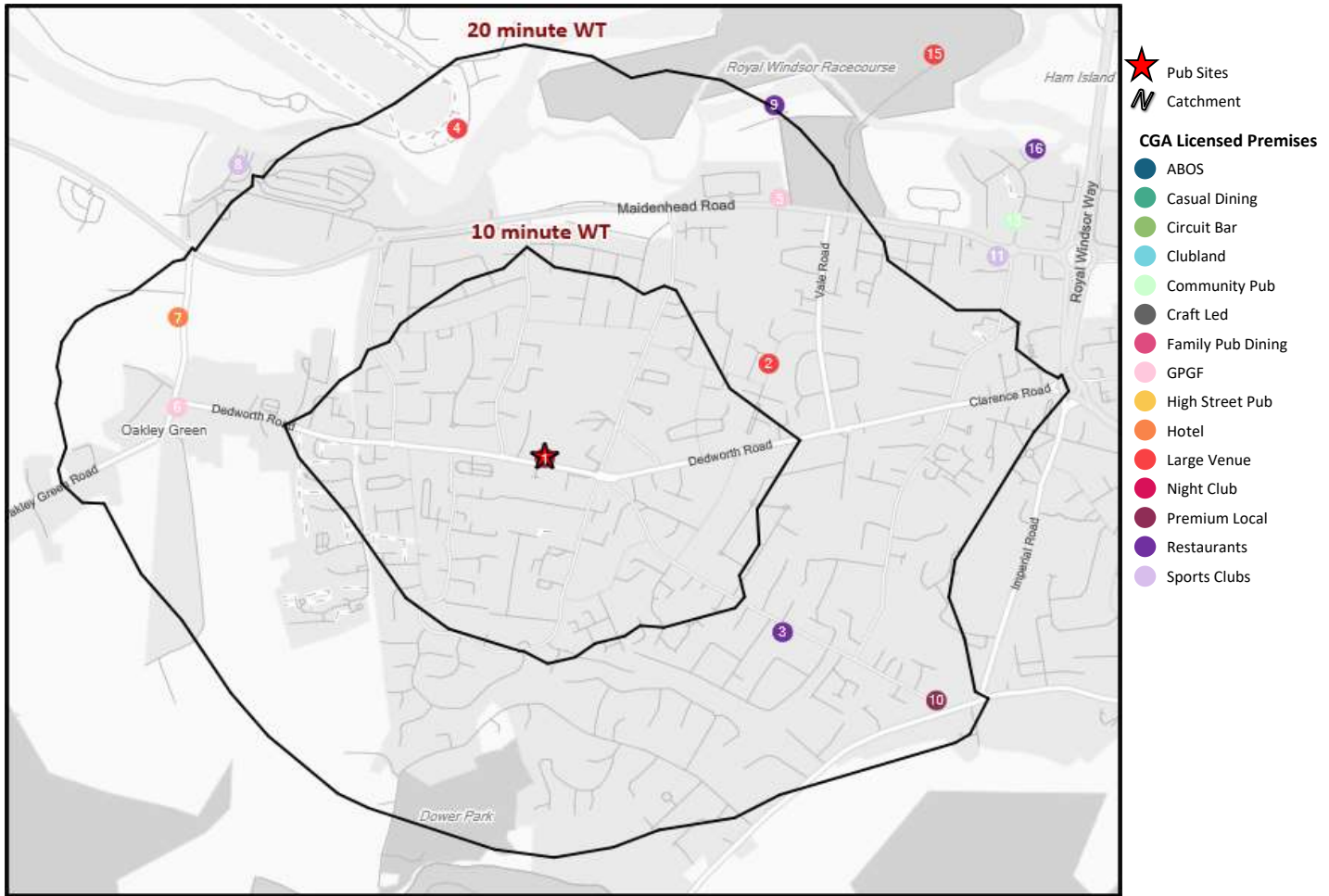


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



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



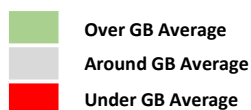
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Black Horse	SL 4 4JR	Star Pubs & Bars	Premium Local	0.0
2	New Windsor Community Centre	SL 4 5NW	Independent Free	Large Venue	0.5
3	Zafran Indian Cuisine	SL 4 4DE	Independent Free	Restaurants	0.6
4	Dorney Lake	SL 4 6FJ	Independent Free	Large Venue	0.7
5	Windsor Lad	SL 4 5HQ	Mitchells & Butlers	GPGF	0.7
6	Greene Oak	SL 4 5UW	Greene King	GPGF	0.7
7	Rainworth Guest House	SL 4 5UL	Independent Free	Hotel	0.7
8	Windsor Yacht Club	SL 4 5TZ	Independent Free	Sports Clubs	0.8
9	Go Go's Waterfront	SL 4 5HT	Independent Free	Restaurants	0.8
10	Prince Albert	SL 4 4BS	Stonegate Pub Company	Premium Local	0.9
11	Grenadier Club	SL 4 5EY	Independent Free	Clubland	0.9
11	Windsor Lawn Tennis Club	SL 4 5EY	Independent Free	Sports Clubs	0.9
13	Swan	SL 4 5JG	Independent Free	Community Pub	1.0
14	Legoland Windsor	SL 4 4AY	Independent Free	Hotel	1.1
15	Royal Windsor Racecourse	SL 4 5JJ	Arena Leisure Plc	Large Venue	1.1
16	French Brothers	SL 4 5JH	Independent Free	Restaurants	1.1
17	Vansittart Arms	SL 4 5DD	Fuller Smith & Turner	Premium Local	1.2

# Per Pub Analysis - Black Horse Dedworth



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,716	13,314	289,101
Number of Competition Pubs	1	2	285
Adults 18+ per Competition Pub	5,716	6,657	1,014

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	618	10.8%	106
Circuit Bar	231	4.0%	110
Community Pub	911	15.9%	92
Craft Led	161	2.8%	89
Great Pub Great Food	1,375	24.1%	125
High Street Pub	758	13.3%	77
Premium Local	1,248	21.8%	124

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,585	11.9%	117
Circuit Bar	475	3.6%	97
Community Pub	1,815	13.6%	79
Craft Led	397	3.0%	94
Great Pub Great Food	3,555	26.7%	139
High Street Pub	1,600	12.0%	69
Premium Local	3,071	23.1%	131

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	47,931	16.6%	163
Circuit Bar	11,895	4.1%	112
Community Pub	32,975	11.4%	66
Craft Led	13,751	4.8%	150
Great Pub Great Food	80,688	27.9%	145
High Street Pub	33,271	11.5%	66
Premium Local	60,683	21.0%	120

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, 5.1</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, 5.2</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, 5.3</p>																								
Age Profile	Counts of residents by Age band																								
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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	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																								
<b>Polaris Segmentation</b>																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, Energy Levels and Demand.																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: center;">18-34 year olds <i>Conscious choices on sustainability and health</i></td> <td style="text-align: center;">18-34 year olds <i>Looking good and discovering what's new</i></td> <td style="text-align: center;">35-54 year olds <i>Children under 12 at home</i></td> <td style="text-align: center;">35-54 year olds <i>No children under 12 at home</i></td> <td style="text-align: center;">55+ year olds</td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"><i>"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."</i></td> <td style="text-align: center;"><i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Nothing too flashy as I still have the rent to pay."</i>	<i>"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"</i>	<i>"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>	<i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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Consumer Insight	<i>"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."</i>	<i>"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."</i>	<i>"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"</i>	<i>"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>	<i>"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"</i>																				
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<b>Licensed Premises</b>																									
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.																									
<b>Competition Pubs</b>																									
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.																									
<b>Mobile data</b>																									
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.																									
<b>Acorn</b>																									
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.																									
<b>Transactional data</b>																									
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.																									