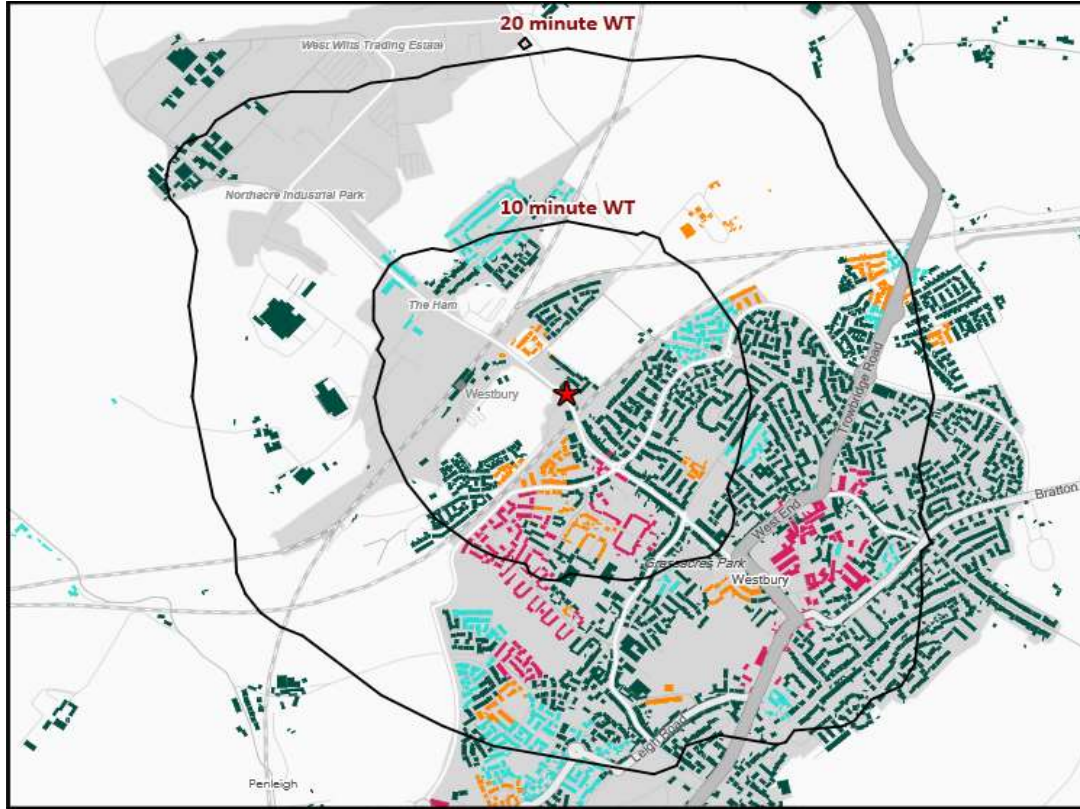


Catchment Summary - Railway Inn Westbury



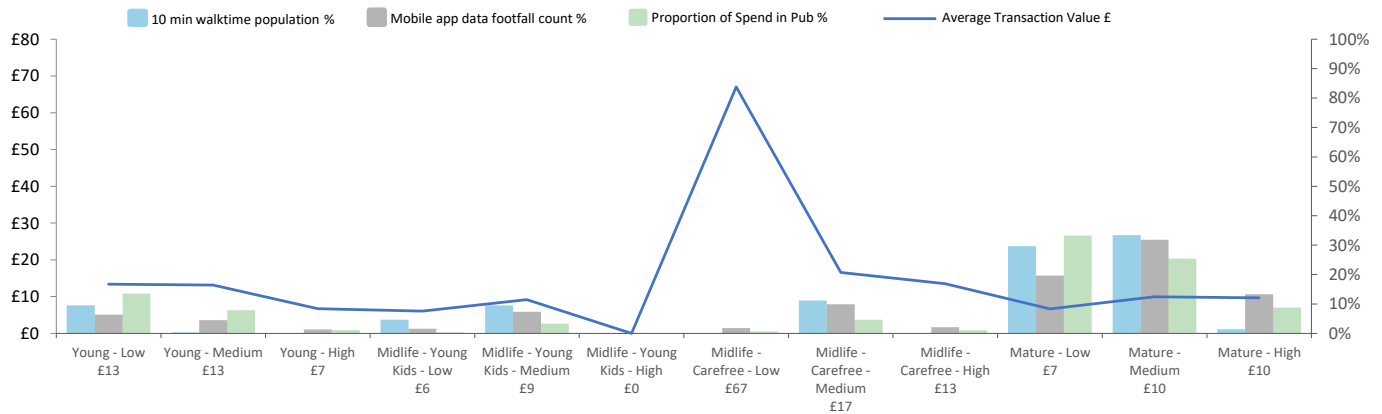
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
627193	Railway Inn Westbury	BA13 4HW	Star Pubs & Bars	Premium Local	18



- ★ 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 - Railway Inn Westbury

	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**

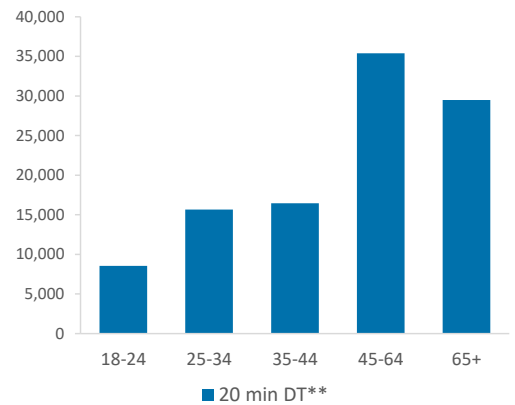
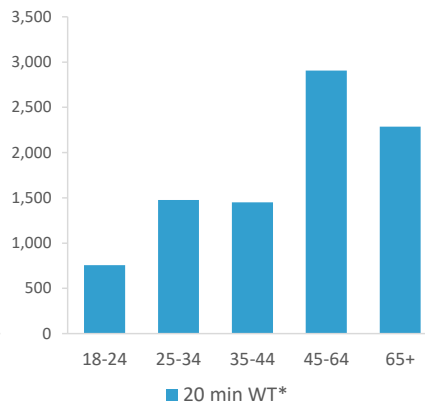
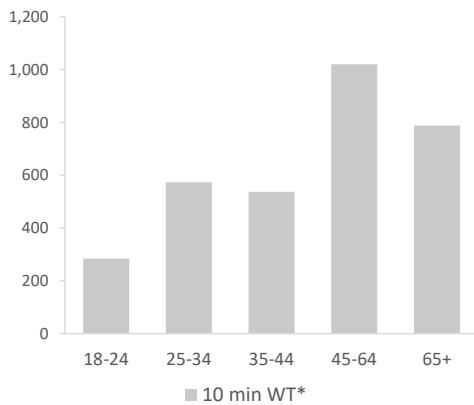
Population	4,106	11,159	131,380	77	60	30
Adults 18+	3,202	8,876	105,545	71	58	30
Competition Pubs	1	9	115	6	25	28
Adults 18+ per Competition Pub	3,202	986	918	373	115	107
% Adults Likely to Drink	76.5%	77.2%	78.5%	100	101	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	43.8%	43.7%	27.6%	132	132	83
	Medium	54.5%	51.2%	49.7%	143	134	130
	High	1.4%	3.6%	20.8%	5	13	76

*Affluence does not include Not Private Households

Age Profile	18-24	284	755	8,554	85	83	80
	25-34	573	1,477	15,660	105	99	89
	35-44	537	1,450	16,457	99	98	95
	45-64	1,020	2,907	35,382	97	101	105
	65+	788	2,287	29,492	100	107	117



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	1,965 (48%)	5,380 (48%)	64,550 (49%)	98	98	100
	Female	2,141 (52%)	5,779 (52%)	66,830 (51%)	102	102	100

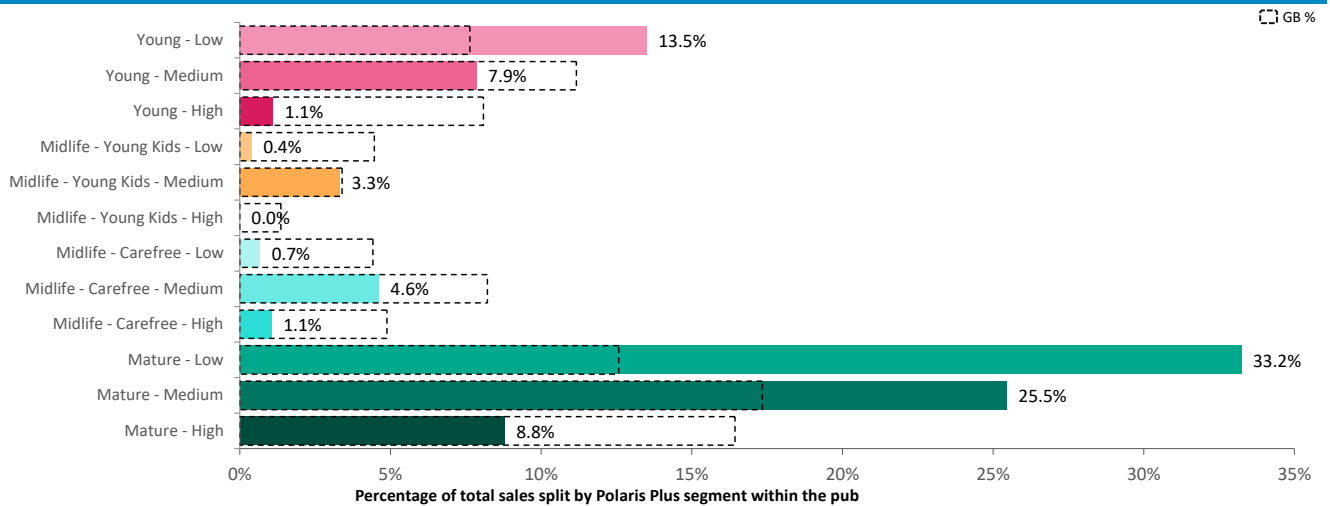
Economic Status (16+)	Employed: Full-time	1,250 (38%)	3,558 (39%)	38,083 (35%)	110	113	102
	Employed: Part-time	442 (13%)	1,228 (13%)	14,679 (13%)	112	113	114
	Self employed	254 (8%)	746 (8%)	10,911 (10%)	83	88	109
	Unemployed	74 (2%)	203 (2%)	2,343 (2%)	81	80	78
	Full-time student	55 (2%)	127 (1%)	1,625 (1%)	70	58	63
	Retired	762 (23%)	2,013 (22%)	26,741 (25%)	105	101	112
	Other	474 (14%)	1,265 (14%)	14,448 (13%)	82	79	76

Total Worker Count	1,821	3,314	59,987
--------------------	-------	-------	--------

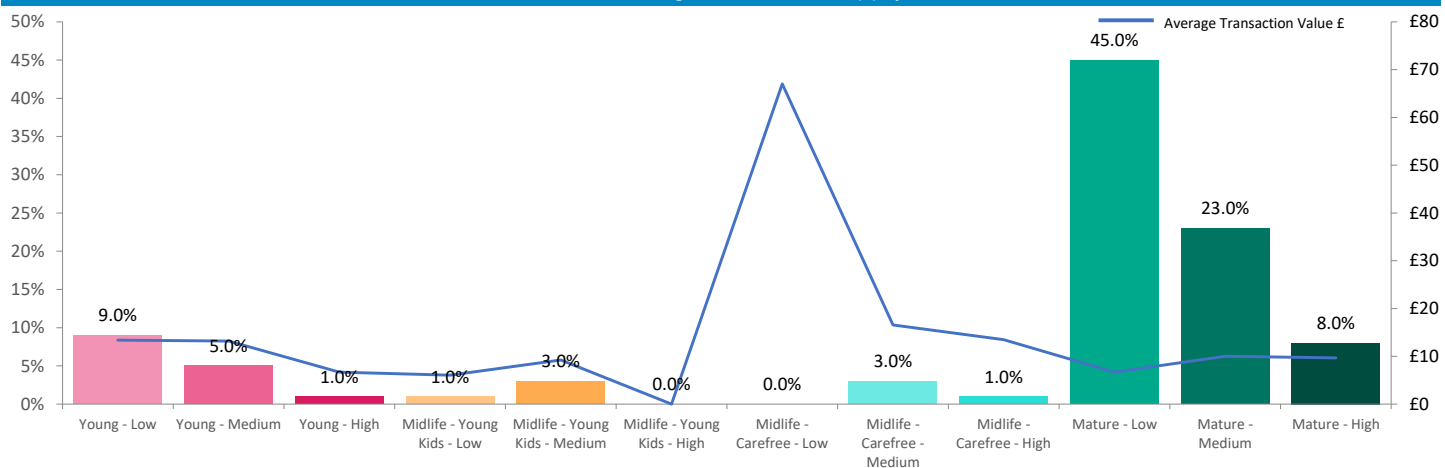
See the Glossary page for further information on the above variables

Transactional Data Summary - Railway Inn Westbury

Spend by Polaris Plus

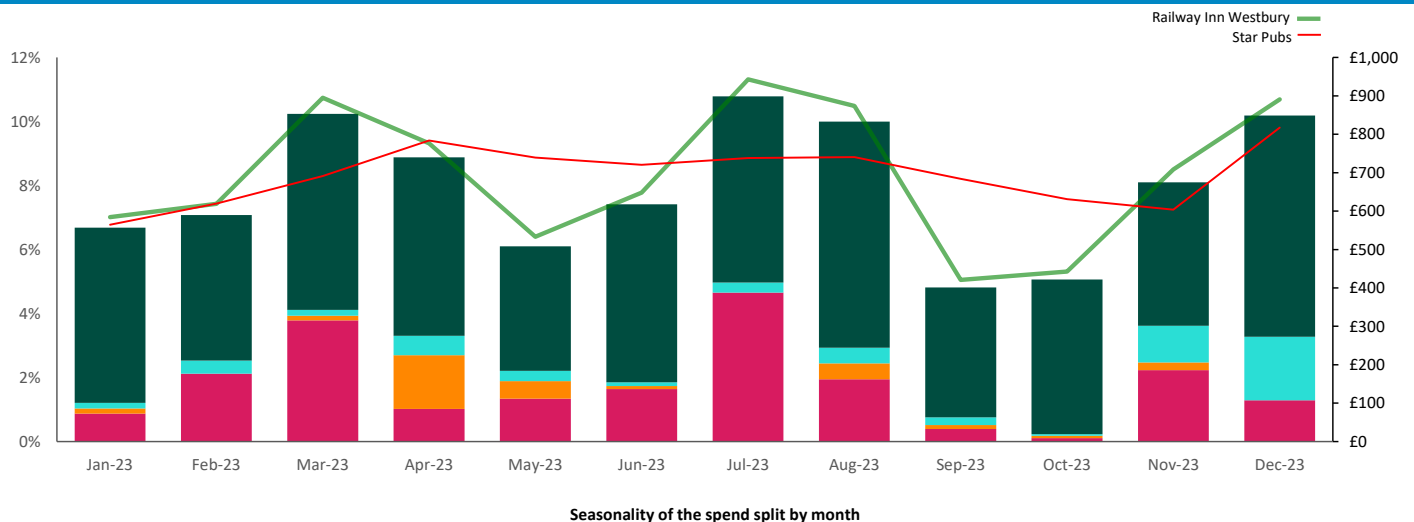


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

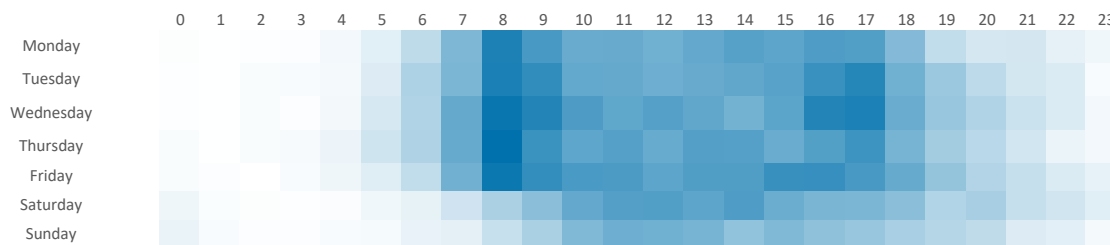


Mobile Data Summary - Railway Inn Westbury



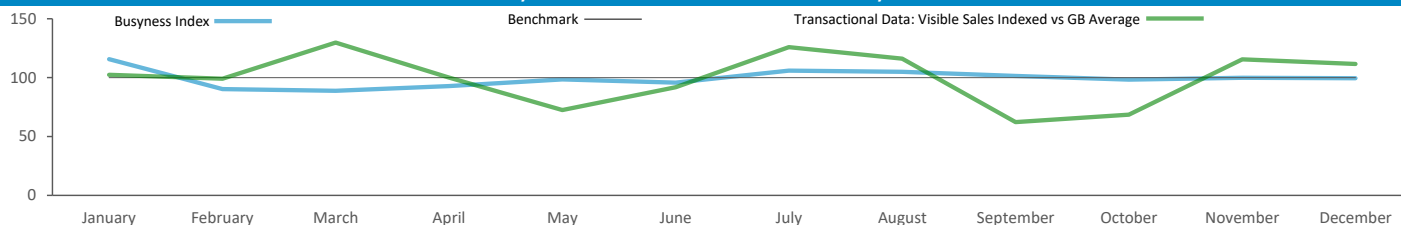
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



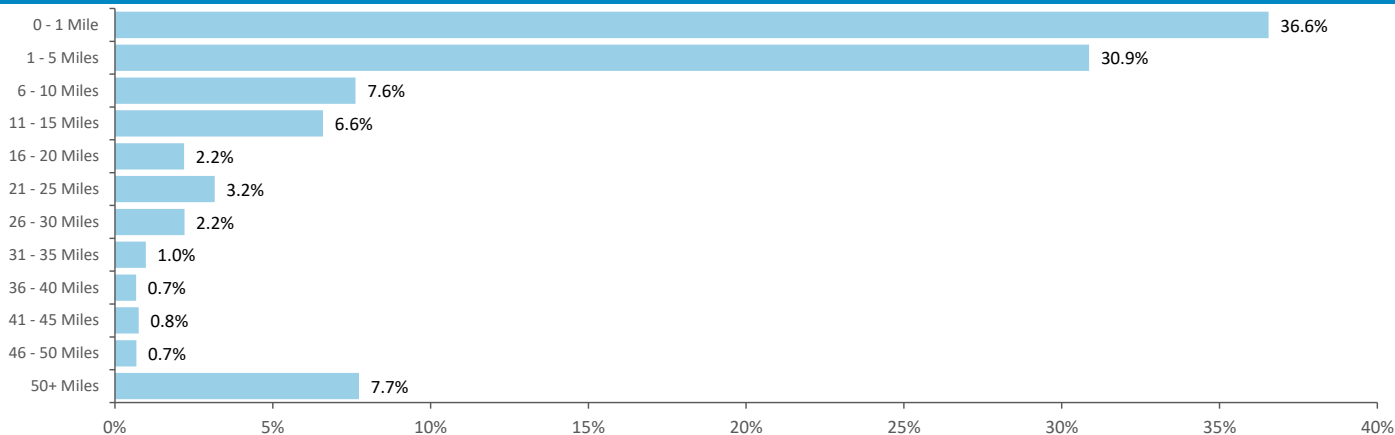
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

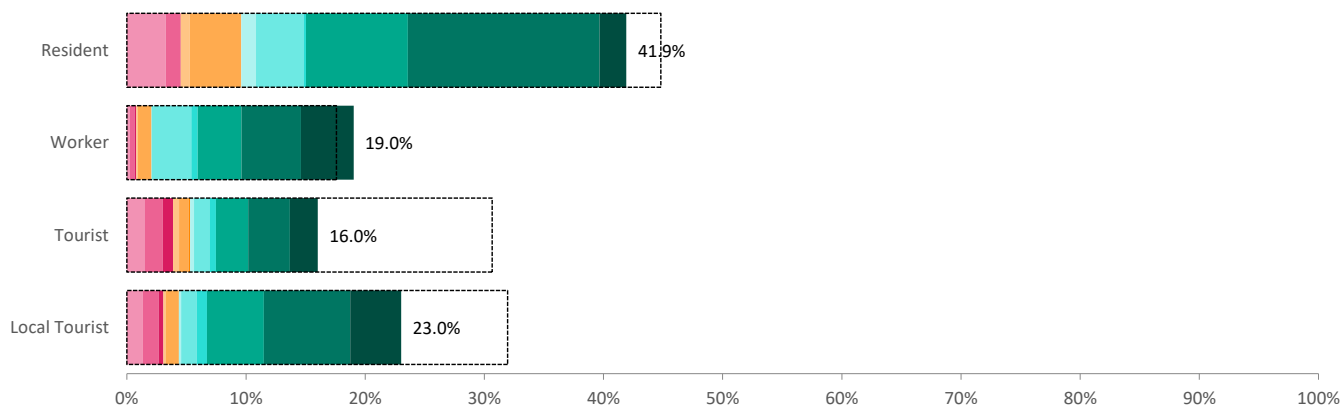
Distance from Home



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

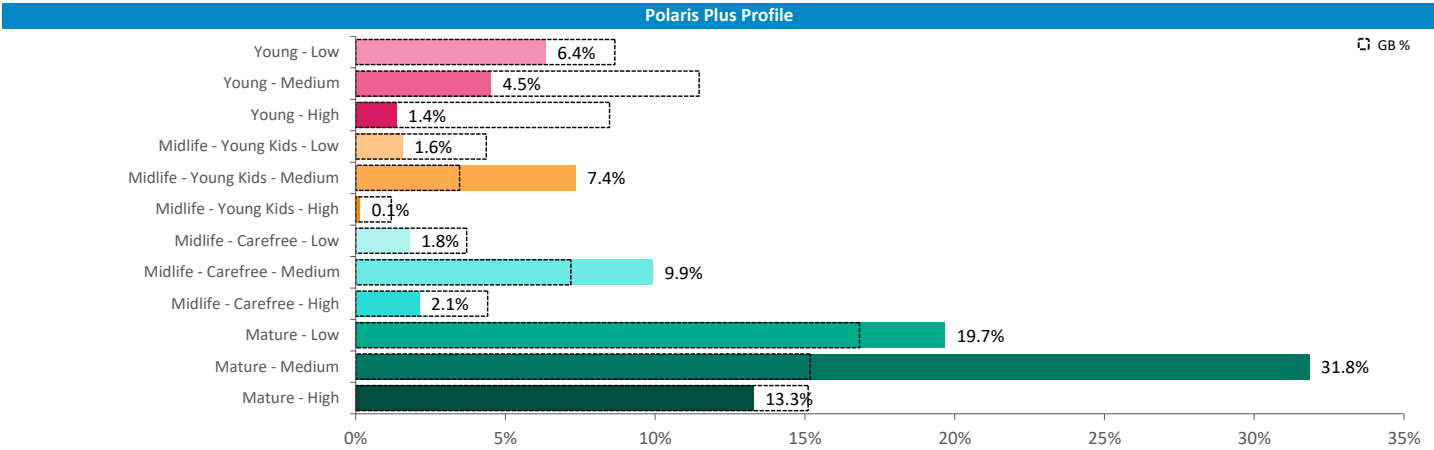


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

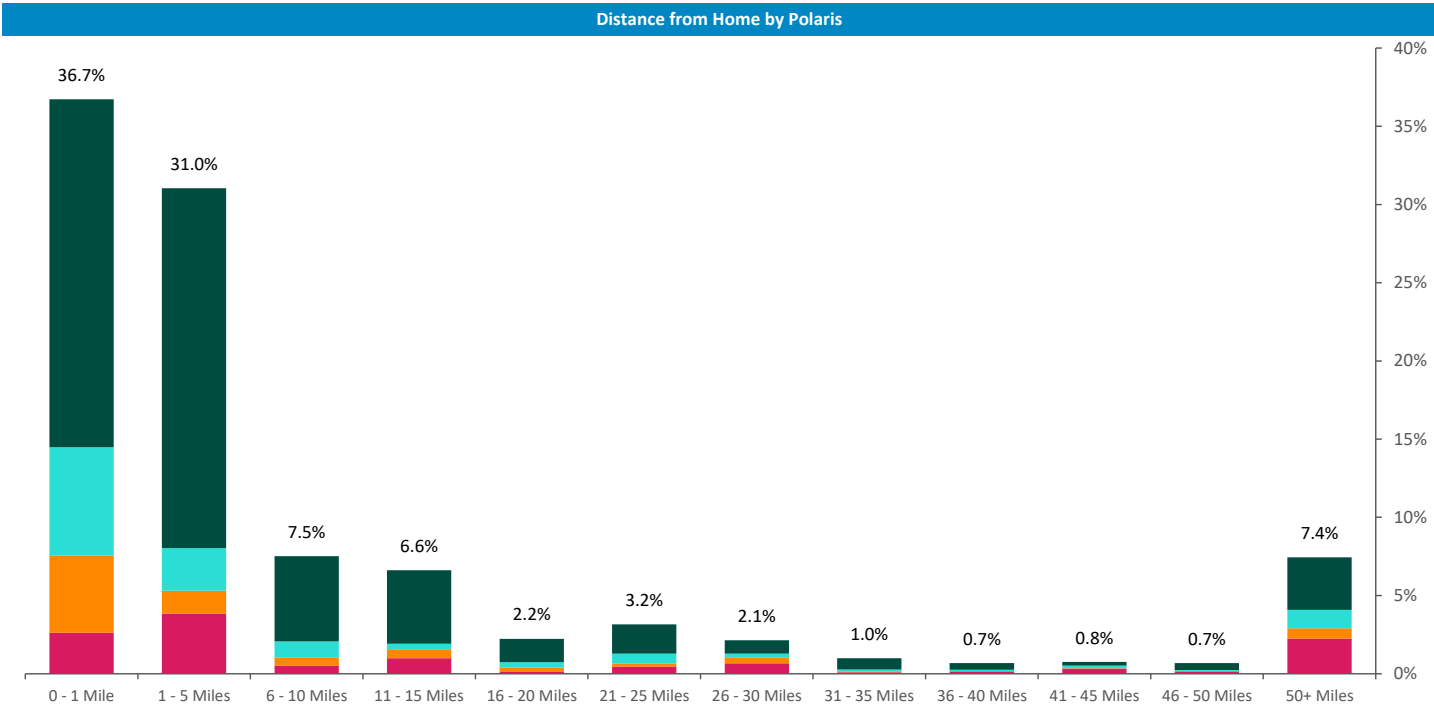
Mobile Data Summary - Railway Inn Westbury



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf



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



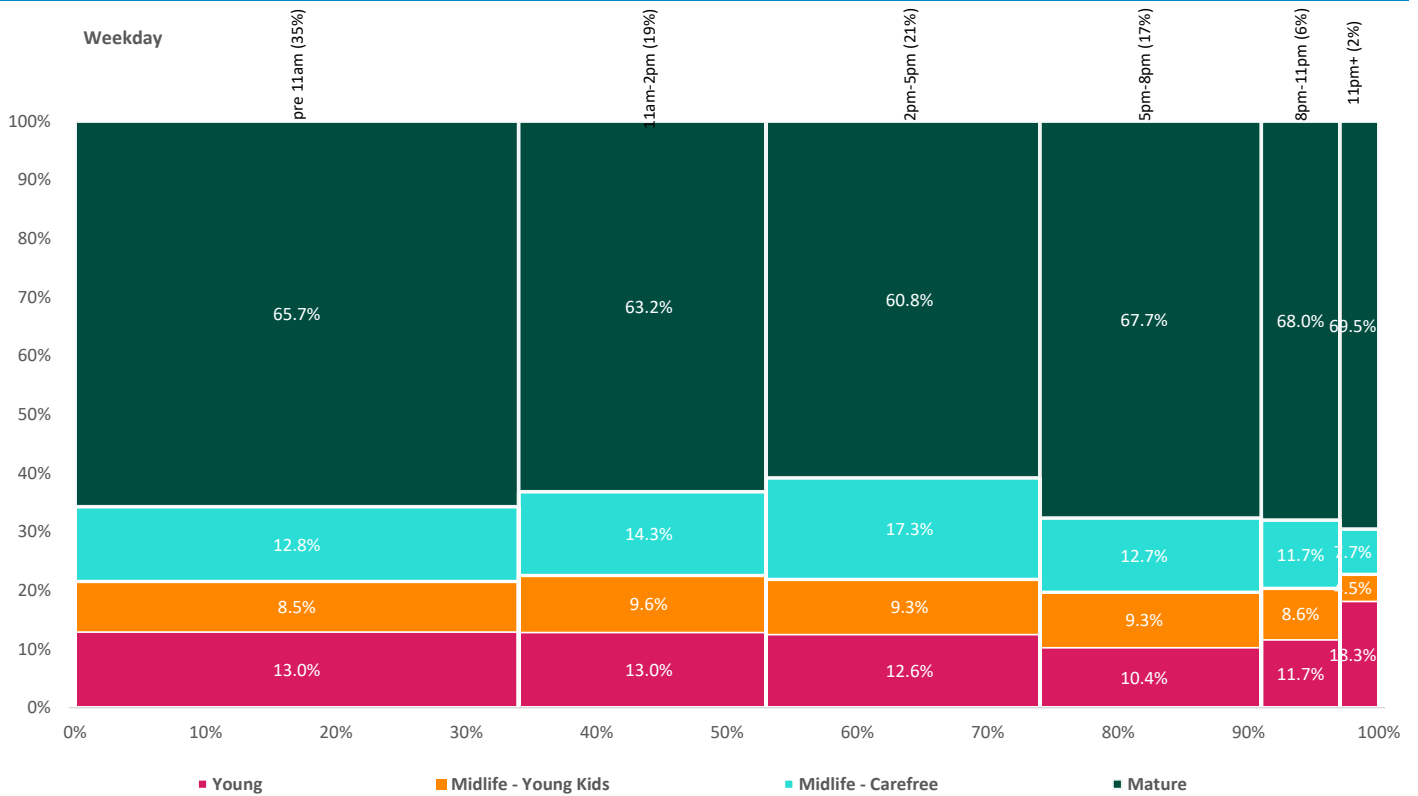
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Railway Inn Westbury

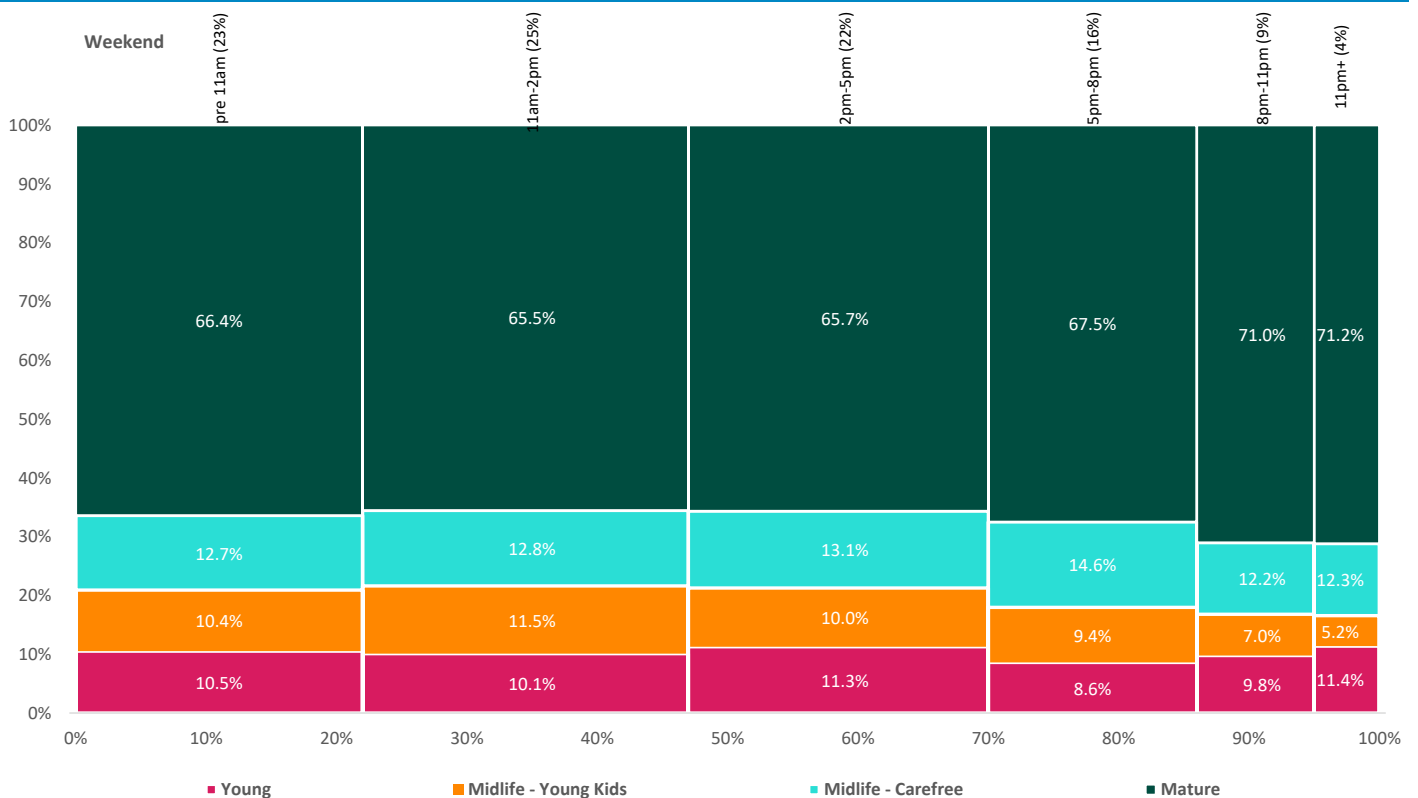


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



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



Polaris Summary - Railway Inn Westbury



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



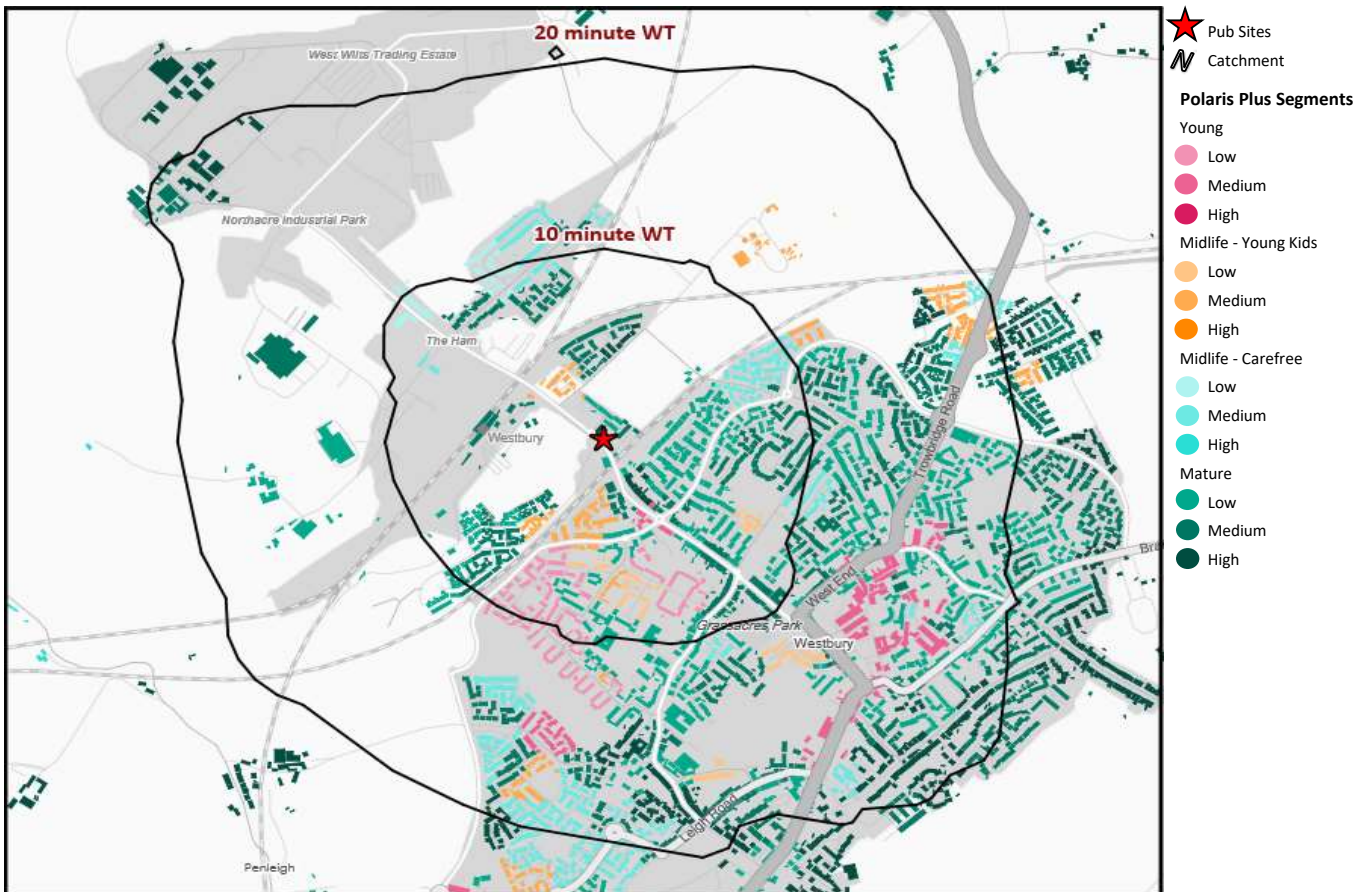
- ★ Pub Sites
- Ⓐ Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	316	1,149	14,591	36	47	50
Midlife - Young Kids	452	894	6,403	129	92	55
Midlife - Carefree	359	916	16,923	71	65	101
Mature	2,063	5,794	65,489	145	147	140
Not Private Households	12	123	2,139	29	106	154
Total	3,202	8,876	105,545			

Polaris Plus Summary - Railway Inn Westbury



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	304	499	5,470	97	57	53
Medium	12	650	8,340	3	67	72
High	0	0	781	0	0	11
Midlife - Young Kids						
Low	148	340	1,952	84	70	34
Medium	304	554	4,407	219	144	96
High	0	0	44	0	0	4
Midlife - Carefree						
Low	0	103	1,464	0	28	33
Medium	359	813	12,869	157	128	170
High	0	0	2,590	0	0	55
Mature						
Low	949	2,941	20,192	216	241	139
Medium	1,069	2,530	26,802	213	182	162
High	45	323	18,495	9	24	117
Not Private Households	12	123	2,139	29	106	154
Total	3,202	8,876	105,545			

CGA Summary - Railway Inn Westbury



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Railway Inn	BA13 4HW	Star Pubs & Bars	Premium Local	0.0
1	Westbury United Football Club	BA13 3AF	Independent Free	Clubland	0.3
2	Labour Club & Institute	BA13 3HA	Independent Free	Clubland	0.5
3	Jaipur Palace	BA13 3BW	Independent Free	Restaurants	0.6
4	Crown Inn	BA13 3DE	Wadworth & Co Ltd	Family Pub Dining	0.6
5	Ludlow Arms	BA13 3DG	Independent Free	Circuit Bar	0.6
6	Horse & Groom	BA13 3DY	Independent Free	Premium Local	0.6
6	Westbury Conservative Club	BA13 3DY	Independent Free	Clubland	0.6
8	Angel	BA13 3BY	Wellington	Circuit Bar	0.7
9	Thai Orchard	BA13 3PE	Independent Free	Restaurants	0.7
9	Champion Restaurant	BA13 3PE	Independent Free	Restaurants	0.7
11	Suave Winebar	BA13 3PD	Independent Free	High Street Pub	0.7
12	Venom Nightclub	BA13 4JT	Independent Free	Night Club	0.8
12	Players Snooker Hall & Social Club	BA13 4JT	Independent Free	Clubland	0.8
14	Cedars Hotel	BA13 3PR	Independent Free	Hotel	0.8
15	Westbury Rugby Club	BA13 4LU	Independent Free	Clubland	0.9
16	Mod Westbury	BA13 3PX	Independent Free	Clubland	1.0
17	Bell Inn	BA13 3RG	Independent Free	Premium Local	1.1
18	Royal Oak	BA13 4LA	Independent Free	Family Pub Dining	1.1
19	Hollies Hotel	BA13 3SF	Independent Free	Hotel	1.2

Per Pub Analysis - Railway Inn Westbury



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,202	8,876	105,545
Number of Competition Pubs	1	9	115
Adults 18+ per Competition Pub	3,202	986	918

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	100	3.1%	39
Circuit Bar	0	150	4.7%	115
Community Pub	0	980	30.6%	160
Craft Led	0	34	1.1%	31
Great Pub Great Food	0	257	8.0%	45
High Street Pub	0	897	28.0%	152
Premium Local	1	414	12.9%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	295	3.3%	41
Circuit Bar	2	426	4.8%	118
Community Pub	0	2,639	29.7%	155
Craft Led	0	151	1.7%	49
Great Pub Great Food	0	781	8.8%	50
High Street Pub	1	2,391	26.9%	146
Premium Local	2	1,154	13.0%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	4,652	4.4%	55
Circuit Bar	8	3,696	3.5%	86
Community Pub	5	21,825	20.7%	108
Craft Led	0	1,869	1.8%	51
Great Pub Great Food	7	17,320	16.4%	93
High Street Pub	11	20,458	19.4%	105
Premium Local	22	19,254	18.2%	111

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr><tr><td>Product needs</td><td></td><td></td><td></td><td></td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer	Product needs																					
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	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																																					
	"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"																																					
	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																																					
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			
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																									