Catchment Summary - Three Horse Shoes Loughborough

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	4,010	8,227	194,982	76	57	51
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	3,250	6,383	158,424	75	36	53
	Competition Pubs	4	7	199	27	22	55
	Adults 18+ per Competition Pub	813	912	796	98	110	96
	% Adults Likely to Drink	83.4%	83.7%	82.9%	101	102	100
Affluence	**Low**	4.2%	6.0%	24.1%	16	23	94
	Medium	57.8%	46.4%	38.7%	147	118	98
	High	38.0%	47.7%	35.9%	113	142	107
Age Profile	**18-24**	235	560	26,515	72	84	168
	25-34	474	999	25,309	89	91	98
	35-44	445	979	22,472	86	92	90
	45-64	992	2,082	46,965	97	99	94
	65+	1,104	1,763	37,163	144	112	100

*Affluence does not include Not Private Households
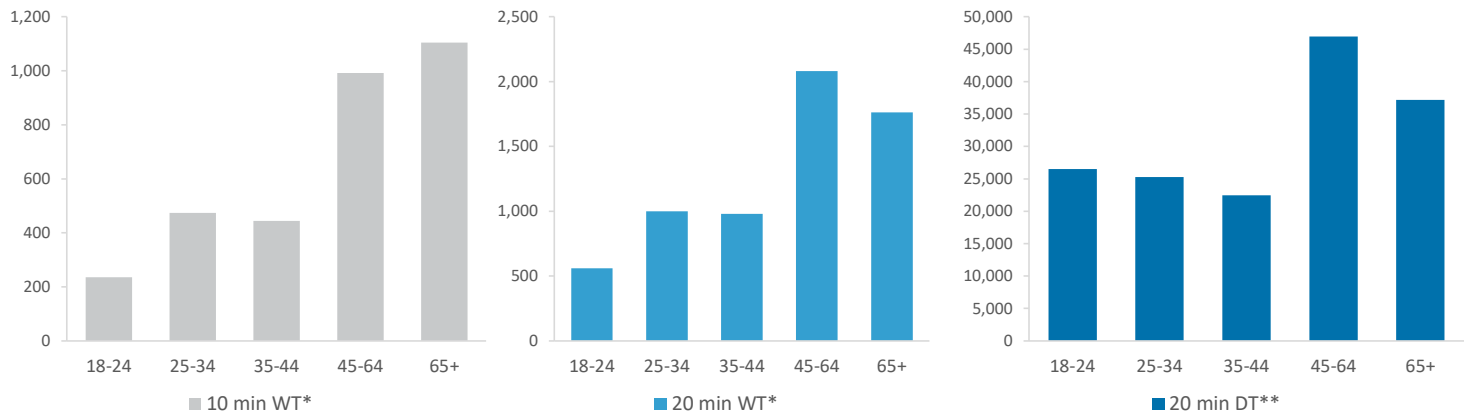
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	1,887 (47%)	3,908 (48%)	98,094 (50%)	95	96	102
	Female	2,123 (53%)	4,319 (52%)	96,888 (50%)	105	104	98
Economic Status (16-74)	**Employed: Full-time**	1,236 (45%)	2,632 (46%)	55,920 (39%)	108	112	93
	Employed: Part-time	378 (14%)	807 (14%)	18,040 (12%)	106	110	96
	Self employed	214 (8%)	460 (8%)	11,485 (8%)	81	85	83
	Unemployed	21 (1%)	58 (1%)	2,667 (2%)	32	43	78
	Retired	591 (21%)	983 (17%)	20,338 (14%)	156	126	102
	Other	317 (11%)	723 (13%)	36,063 (25%)	58	65	127
	Total Worker Count	645	3,588	83,508			

See the Glossary page for further information on the above variables

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Legend:
- ★ Pub Sites
- Ɲ Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
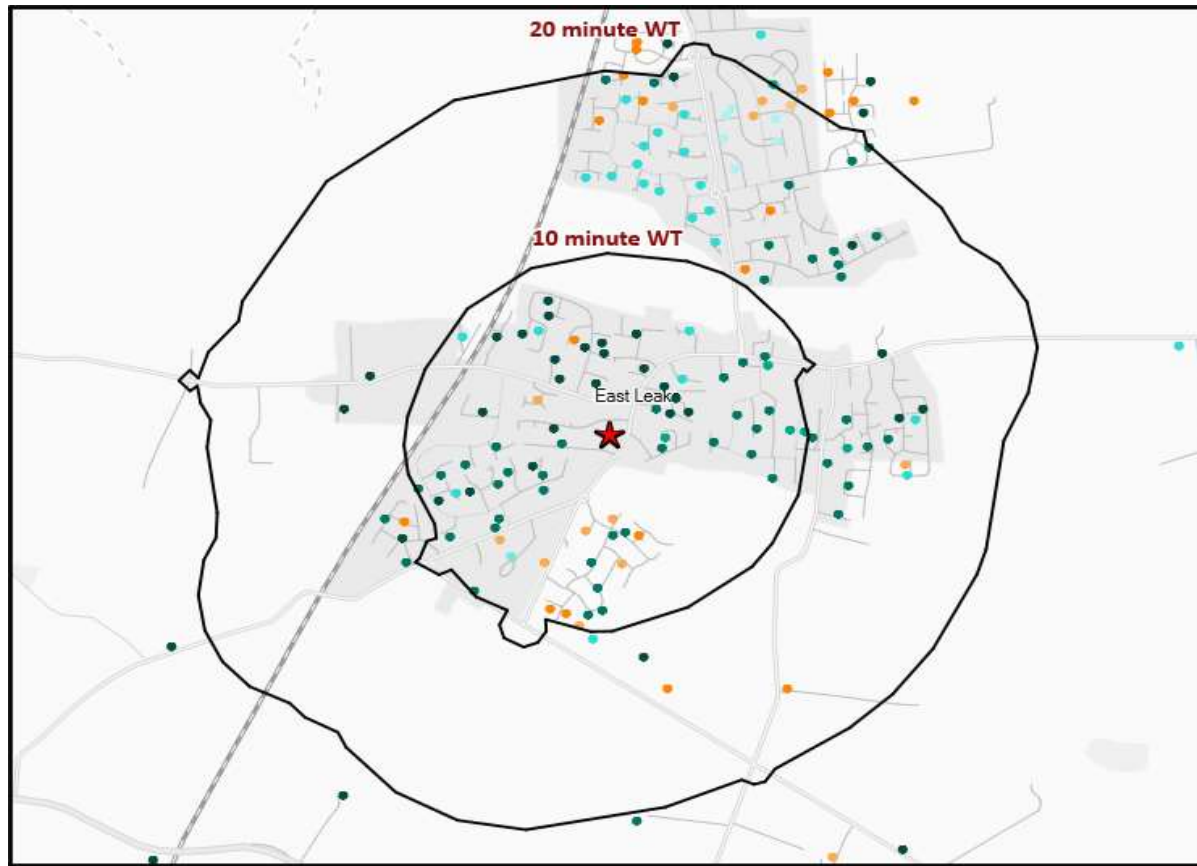- ● Mature

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	17,498	0	0	124
Young Adult - Showing I'm Cool	0	0	5,382	0	0	37
Midlife - Young Kids	763	1,743	43,966	75	87	88
Midlife - Carefree	265	1,256	30,909	39	94	93
Mature	2,222	3,384	58,584	244	190	132
Not Private Households	0	0	2,085	0	0	92
Total	3,250	6,383	158,424			

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Polaris Summary - Three Horse Shoes Loughborough

★ star
PUBS & BARS

★ 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

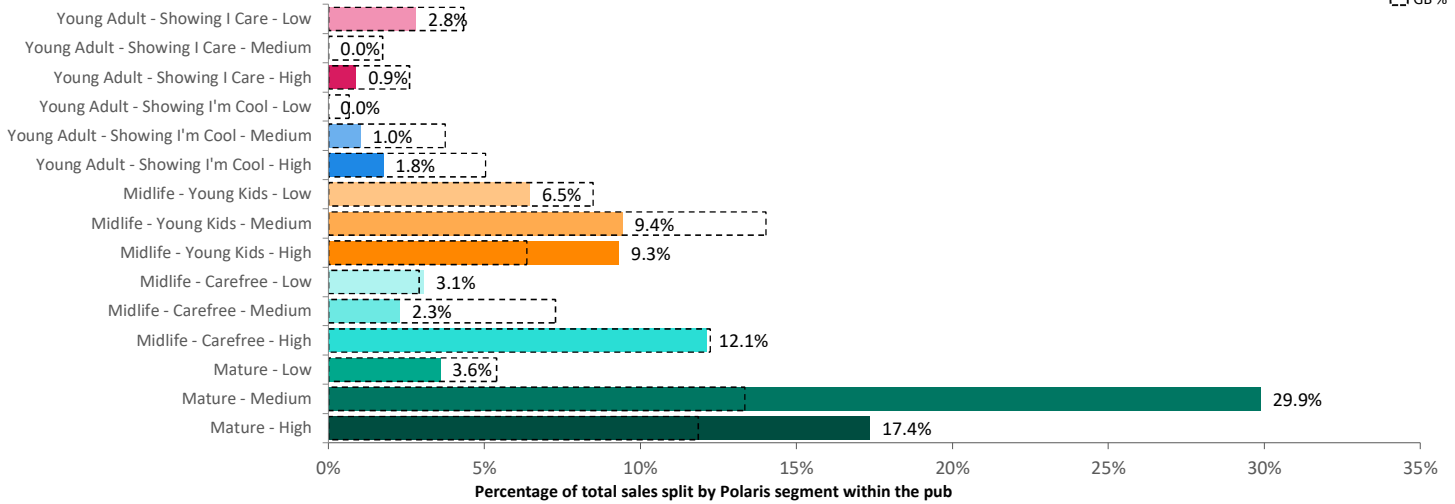### Polaris Plus Profile by Catchment
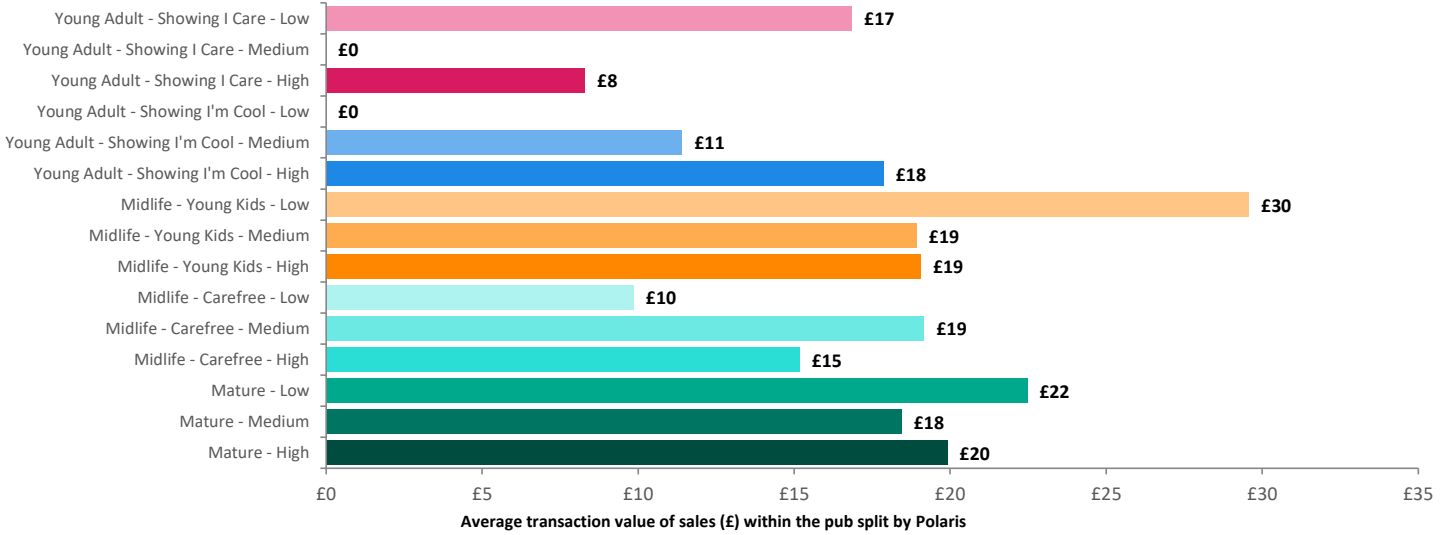
*WT= Walktime, **DT= Drivetime

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	10,499	0	0	158
Medium	0	0	4,535	0	0	210
High	0	0	2,464	0	0	46
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,926	0	0	33
High	0	0	3,456	0	0	49
Midlife - Young Kids						
Low	0	0	14,080	0	0	80
Medium	650	872	19,724	134	92	83
High	113	871	10,162	65	253	119
Midlife - Carefree						
Low	0	223	5,502	0	103	102
Medium	56	56	9,080	26	13	85
High	209	977	16,327	59	140	94
Mature						
Low	136	158	8,147	70	42	87
Medium	1,173	2,031	25,984	285	251	130
High	913	1,195	24,453	299	200	165
Not Private Households	0	0	2,085	0	0	92
Total	3,250	6,383	158,424			

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Transactional Data Summary - Three Horse Shoes Loughborough

star PUBS & BARS

Spend by Polaris

⌐⌐ GB %

Segment	Percentage
Young Adult - Showing I Care - Low	2.8%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.0%
Young Adult - Showing I'm Cool - High	1.8%
Midlife - Young Kids - Low	6.5%
Midlife - Young Kids - Medium	9.4%
Midlife - Young Kids - High	9.3%
Midlife - Carefree - Low	3.1%
Midlife - Carefree - Medium	2.3%
Midlife - Carefree - High	12.1%
Mature - Low	3.6%
Mature - Medium	29.9%
Mature - High	17.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£17
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£8
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£11
Young Adult - Showing I'm Cool - High	£18
Midlife - Young Kids - Low	£30
Midlife - Young Kids - Medium	£19
Midlife - Young Kids - High	£19
Midlife - Carefree - Low	£10
Midlife - Carefree - Medium	£19
Midlife - Carefree - High	£15
Mature - Low	£22
Mature - Medium	£18
Mature - High	£20

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

Spend by Month

Three Horse Shoes Loughborough
Star Pubs

Mobile Data Summary - Three Horse Shoes Loughborough
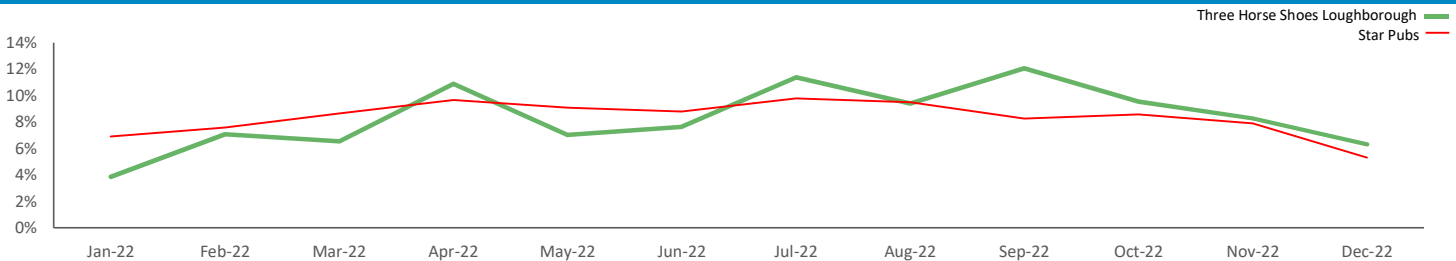
Time of Day/Day of Week
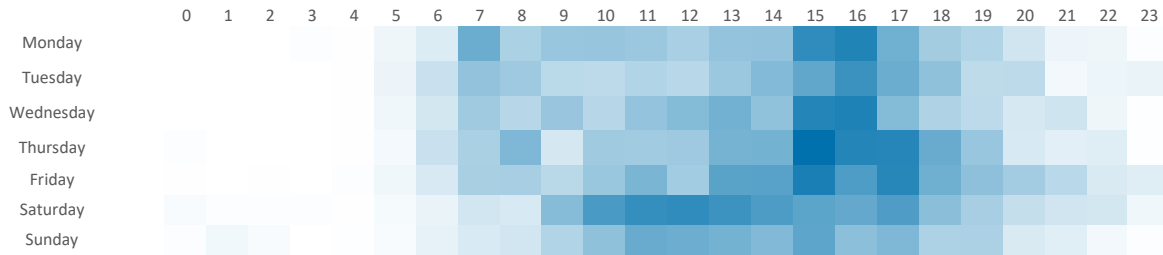
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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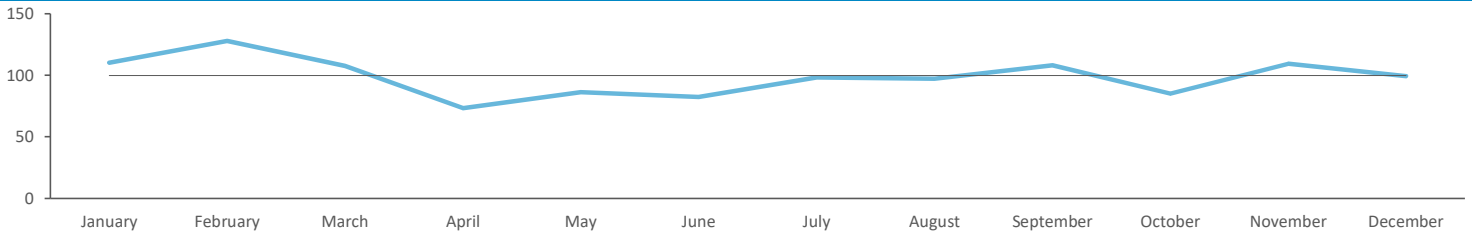
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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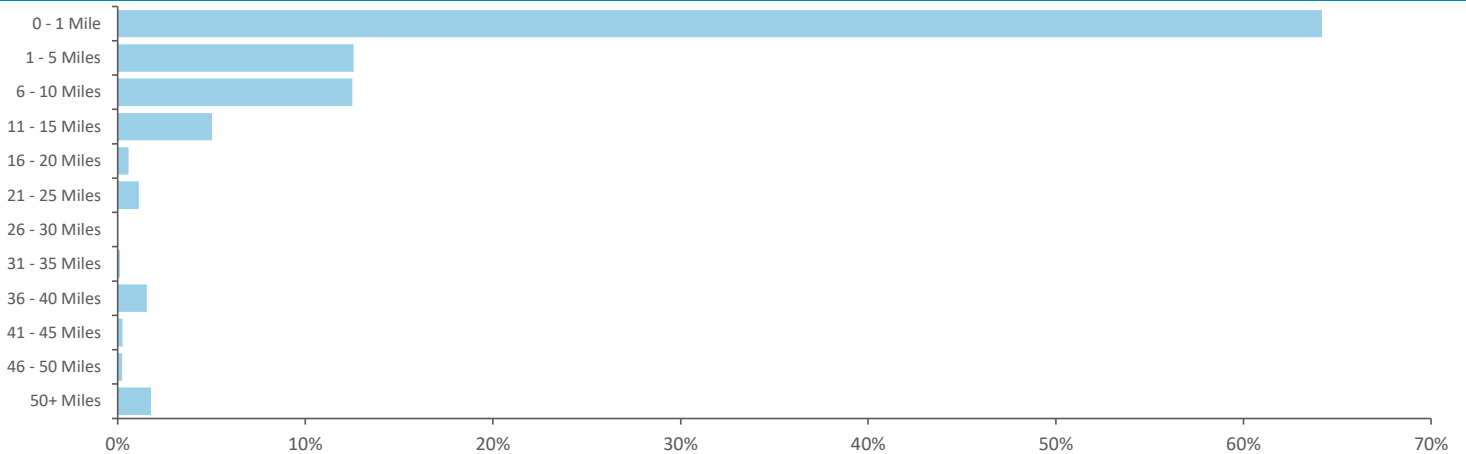
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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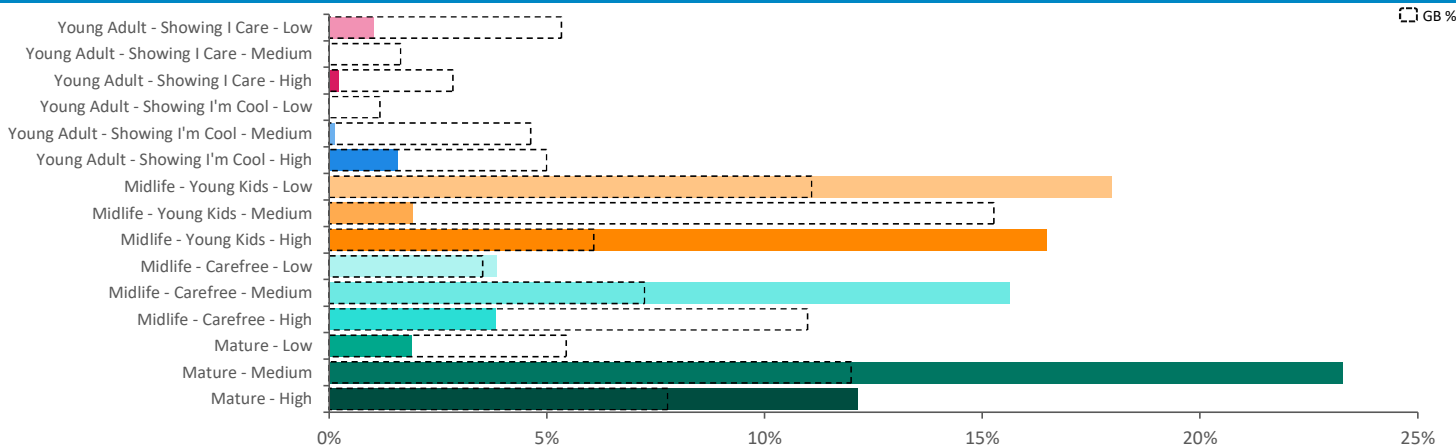
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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CGA Summary - Three Horse Shoes Loughborough

★ 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)
1	Three Horseshoes	LE12 6PB	Star Pubs & Bars	Premium Local	0.0
2	Bulls Head	LE12 6PG	Admiral Taverns Ltd	Premium Local	0.3
2	Round Robinn	LE12 6PG	Independent Free	Premium Local	0.3
2	Nags Head	LE12 6PG	Admiral Taverns Ltd	Premium Local	0.3
5	Heat Restaurant	LE12 6JG	Independent Free	Restaurants	0.4
5	Bryer's	LE12 6JG	Independent Free	High Street Pub	0.4
7	Willow Marsh Farm	LE12 6NZ	Independent Free	Large Venue	0.6
8	East Leake Leisure Centre	LE12 6QN	Independent Free	Clubland	0.6
9	Rushcliffe Golf Club	LE12 5RL	Independent Free	Clubland	0.9

Per Pub Analysis - Three Horse Shoes Loughborough

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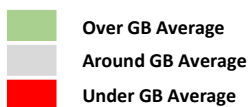
	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,250	6,383	158,424
Number of Competition Pubs	4	7	199
Adults 18+ per Competition Pub	813	912	796

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	238	7.3%	72
Circuit Bar	97	3.0%	82
Community Pub	482	14.8%	85
Craft Led	38	1.2%	36
Great Pub Great Food	865	26.6%	139
High Street Pub	522	16.1%	93
Premium Local	952	29.3%	167

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	502	7.9%	77
Circuit Bar	129	2.0%	55
Community Pub	852	13.3%	77
Craft Led	50	0.8%	25
Great Pub Great Food	1,750	27.4%	143
High Street Pub	986	15.4%	89
Premium Local	1,835	28.7%	164

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	13,520	8.5%	84
Circuit Bar	5,293	3.3%	91
Community Pub	26,623	16.8%	97
Craft Led	3,587	2.3%	72
Great Pub Great Food	32,981	20.8%	109
High Street Pub	27,209	17.2%	99
Premium Local	32,543	20.5%	117

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.