Catchment Summary - Tupton Tap Old Tupton

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

Legend	
🟩	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	1,222	4,633	217,579	23	32	57
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	1,032	3,820	176,745	24	21	59
	Competition Pubs	1	7	274	7	22	76
	Adults 18+ per Competition Pub	1,032	546	645	125	66	78
	% Adults Likely to Drink	83.2%	82.7%	82.6%	101	100	100
Affluence	Low	23.9%	36.6%	28.9%	93	142	112
	Medium	66.4%	43.8%	49.4%	169	111	126
	High	9.7%	18.4%	20.7%	29	55	62
Age Profile	18-24	54	275	13,605	54	73	77
	25-34	78	480	26,455	48	78	91
	35-44	104	484	25,282	66	81	90
	45-64	352	1,355	60,989	113	114	110
	65+	444	1,226	50,414	190	138	121

*Affluence does not include Not Private Households
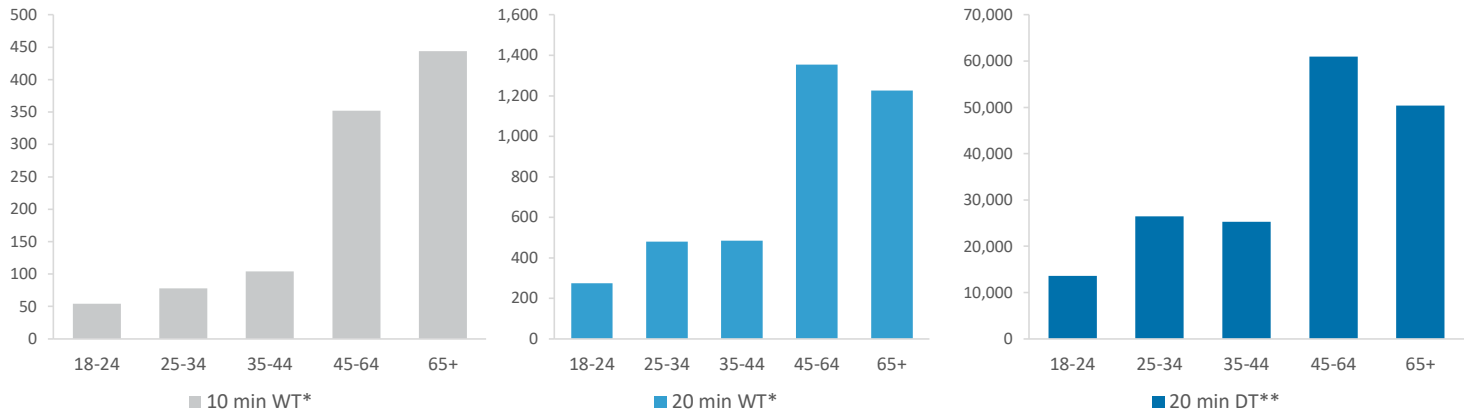
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	575 (47%)	2,278 (49%)	106,777 (49%)	95	99	99
	Female	647 (53%)	2,355 (51%)	110,802 (51%)	105	101	101
Economic Status (16-74)	Employed: Full-time	321 (38%)	1,237 (37%)	62,530 (40%)	91	89	96
	Employed: Part-time	128 (15%)	536 (16%)	23,467 (15%)	116	124	115
	Self employed	79 (9%)	289 (9%)	12,822 (8%)	98	91	85
	Unemployed	8 (1%)	59 (2%)	3,561 (2%)	40	75	96
	Retired	216 (25%)	689 (21%)	28,513 (18%)	185	150	132
	Other	96 (11%)	516 (16%)	26,200 (17%)	57	79	85
	Total Worker Count	343	1,246	108,282			

See the Glossary page for further information on the above variables

Polaris Summary - Tupton Tap Old Tupton

Polaris Segments

- ★ Pub Sites
- Ⓝ Catchment
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
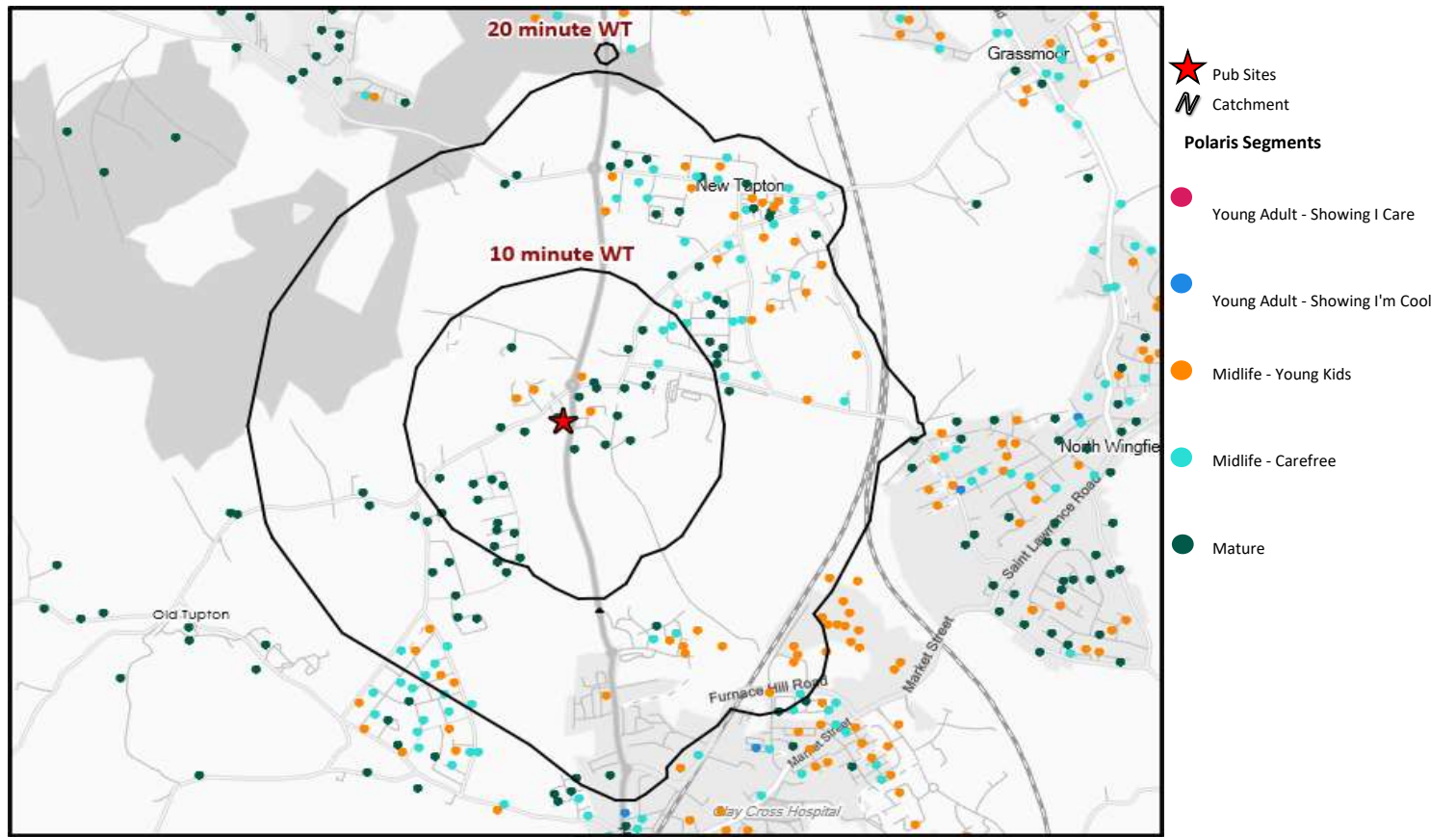
Polaris Profile by Catchment

*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	1,145	0	0	7
Young Adult - Showing I'm Cool	0	0	8,015	0	0	49
Midlife - Young Kids	170	1,068	43,113	52	89	78
Midlife - Carefree	158	1,153	50,430	73	143	136
Mature	704	1,554	72,204	244	145	146
Not Private Households	0	45	1,838	0	82	72
Total	1,032	3,820	176,745			

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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

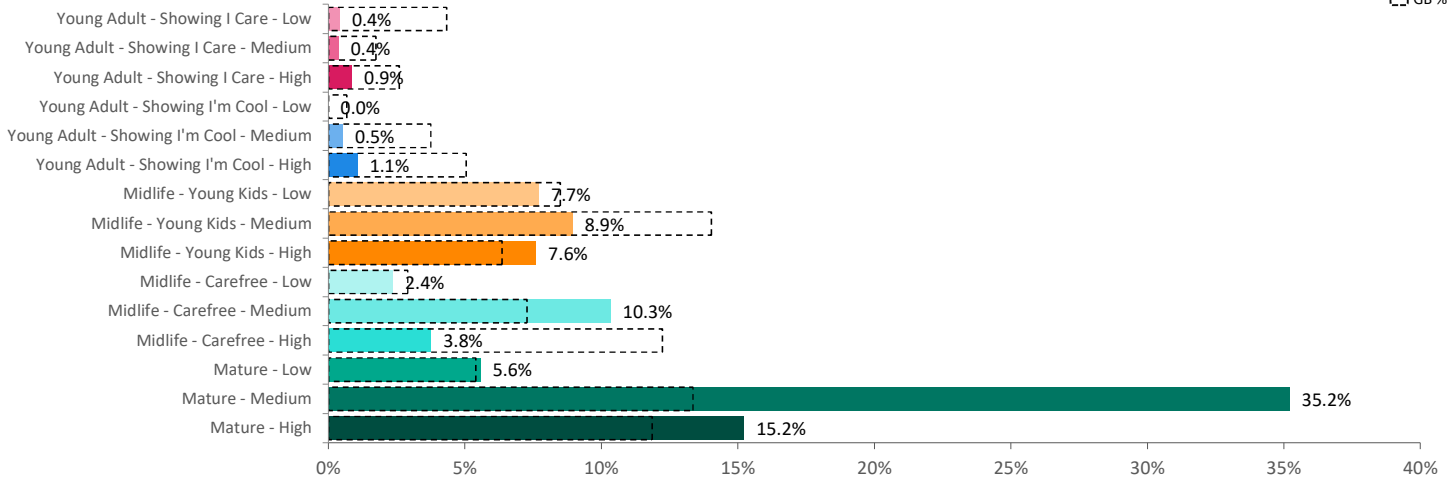Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
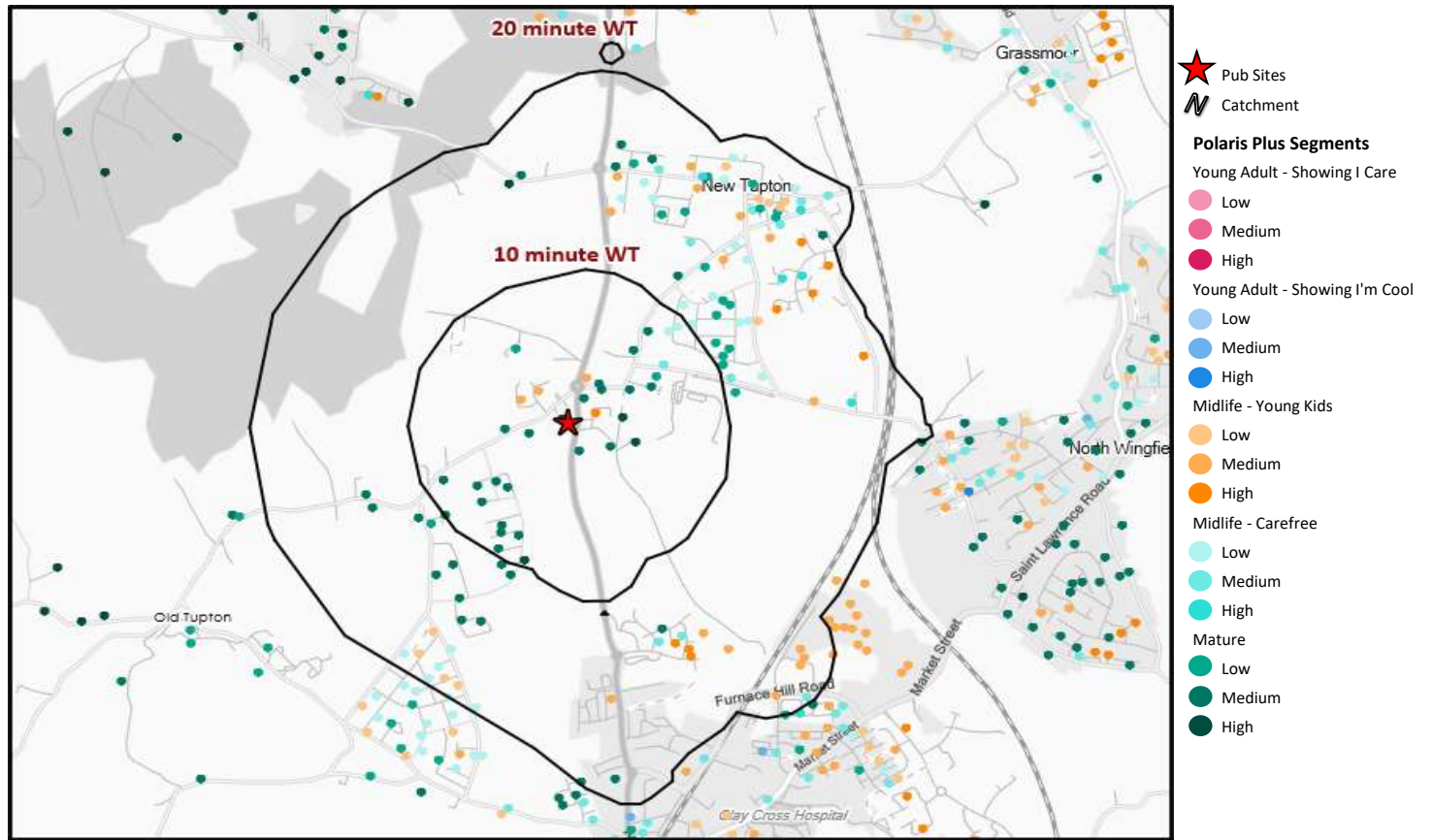
Polaris Plus Profile by Catchment

*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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	1,145	0	0	19
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	5,042	0	0	77
High	0	0	2,973	0	0	38
Midlife - Young Kids						
Low	0	342	15,278	0	81	78
Medium	117	369	20,285	76	65	77
High	53	357	7,550	95	173	79
Midlife - Carefree						
Low	128	642	20,967	365	494	349
Medium	30	291	20,658	43	113	174
High	0	220	8,805	0	53	46
Mature						
Low	119	413	14,755	194	182	141
Medium	538	1,014	41,347	412	210	185
High	47	127	16,102	49	35	97
Not Private Households	0	45	1,838	0	82	72
Total	1,032	3,820	176,745			

Transactional Data Summary - Tupton Tap Old Tupton

star PUBS&BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.4%
Young Adult - Showing I Care - Medium	0.4%
Young Adult - Showing I Care - High	0.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.5%
Young Adult - Showing I'm Cool - High	1.1%
Midlife - Young Kids - Low	7.7%
Midlife - Young Kids - Medium	8.9%
Midlife - Young Kids - High	7.6%
Midlife - Carefree - Low	2.4%
Midlife - Carefree - Medium	10.3%
Midlife - Carefree - High	3.8%
Mature - Low	5.6%
Mature - Medium	35.2%
Mature - High	15.2%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£19
Young Adult - Showing I Care - Medium	£9
Young Adult - Showing I Care - High	£9
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£7
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£8
Midlife - Young Kids - Medium	£9
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£8
Midlife - Carefree - Medium	£8
Midlife - Carefree - High	£9
Mature - Low	£8
Mature - Medium	£9
Mature - High	£10

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

Spend by Month

Tupton Tap Old Tupton
Star Pubs

Jan-22 Feb-22 Mar-22 Apr-22 May-22 Jun-22 Jul-22 Aug-22 Sep-22 Oct-22 Nov-22 Dec-22

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Mobile Data Summary - Tupton Tap Old Tupton

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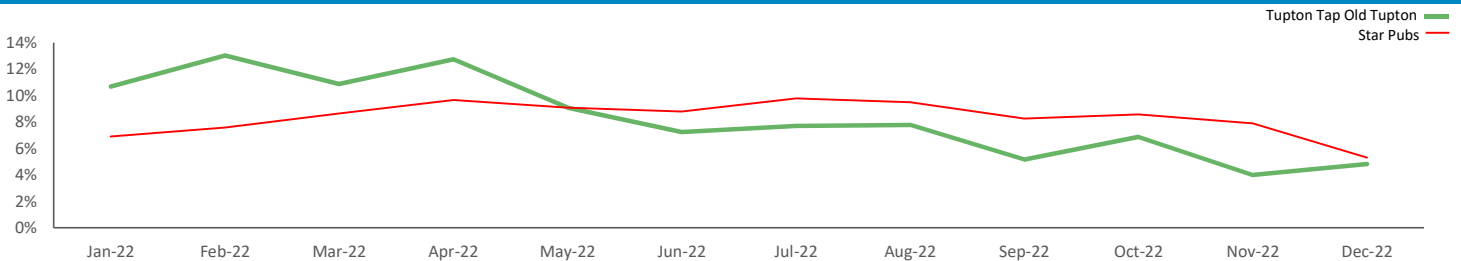
Time of Day/Day of Week
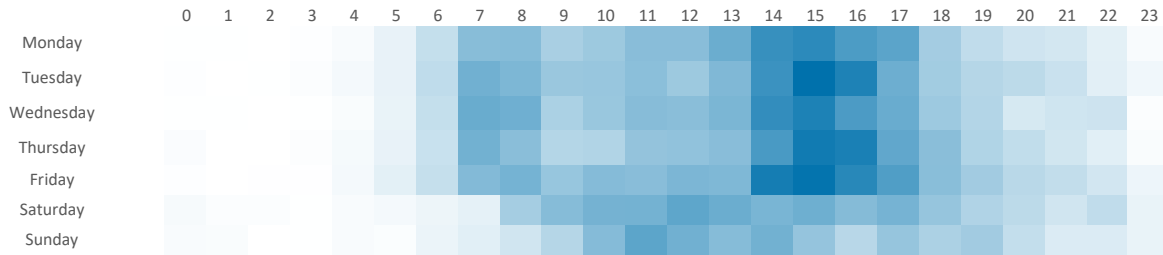
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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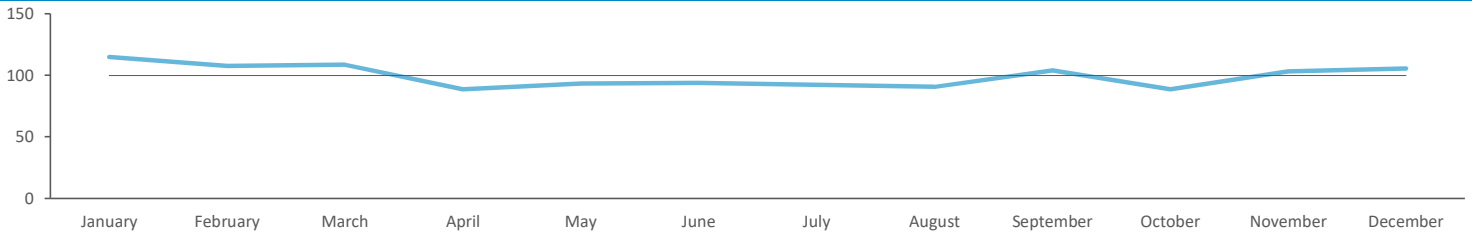
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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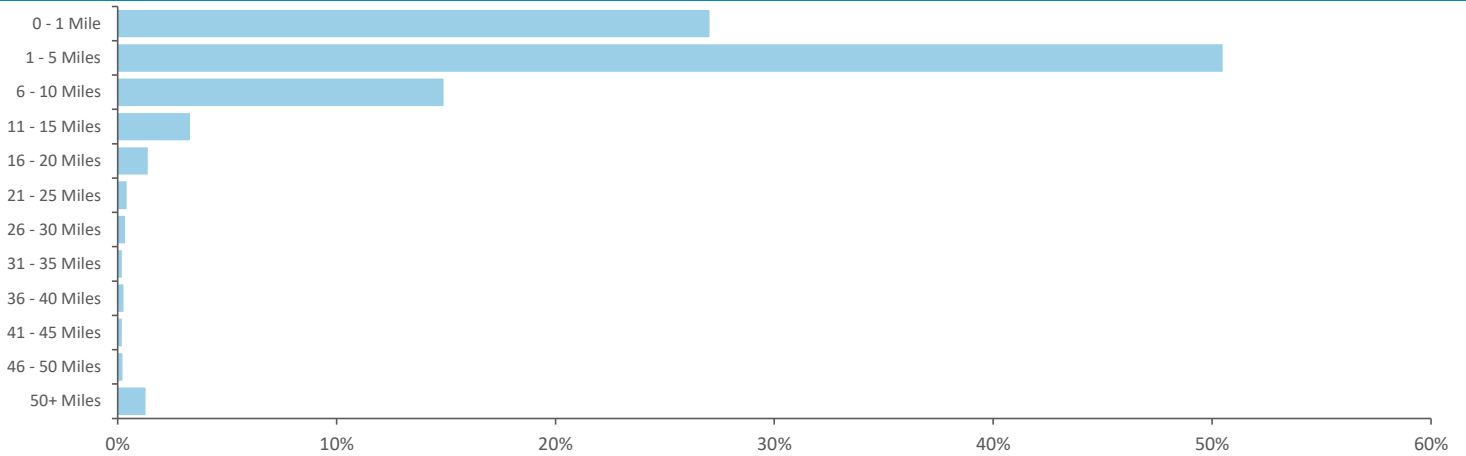
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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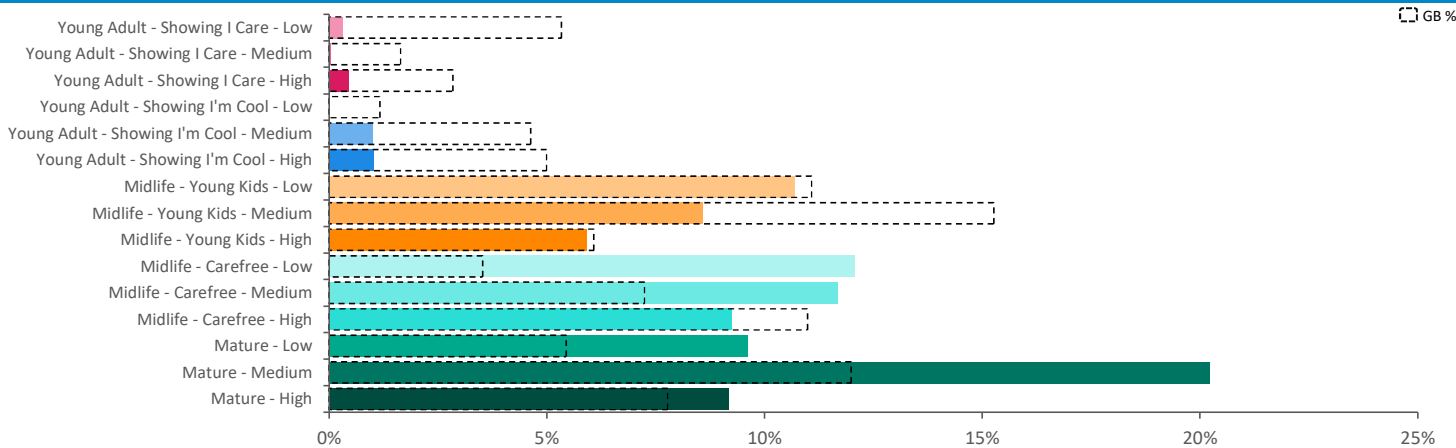
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Tupton Tap Old Tupton

star PUBS & BARS
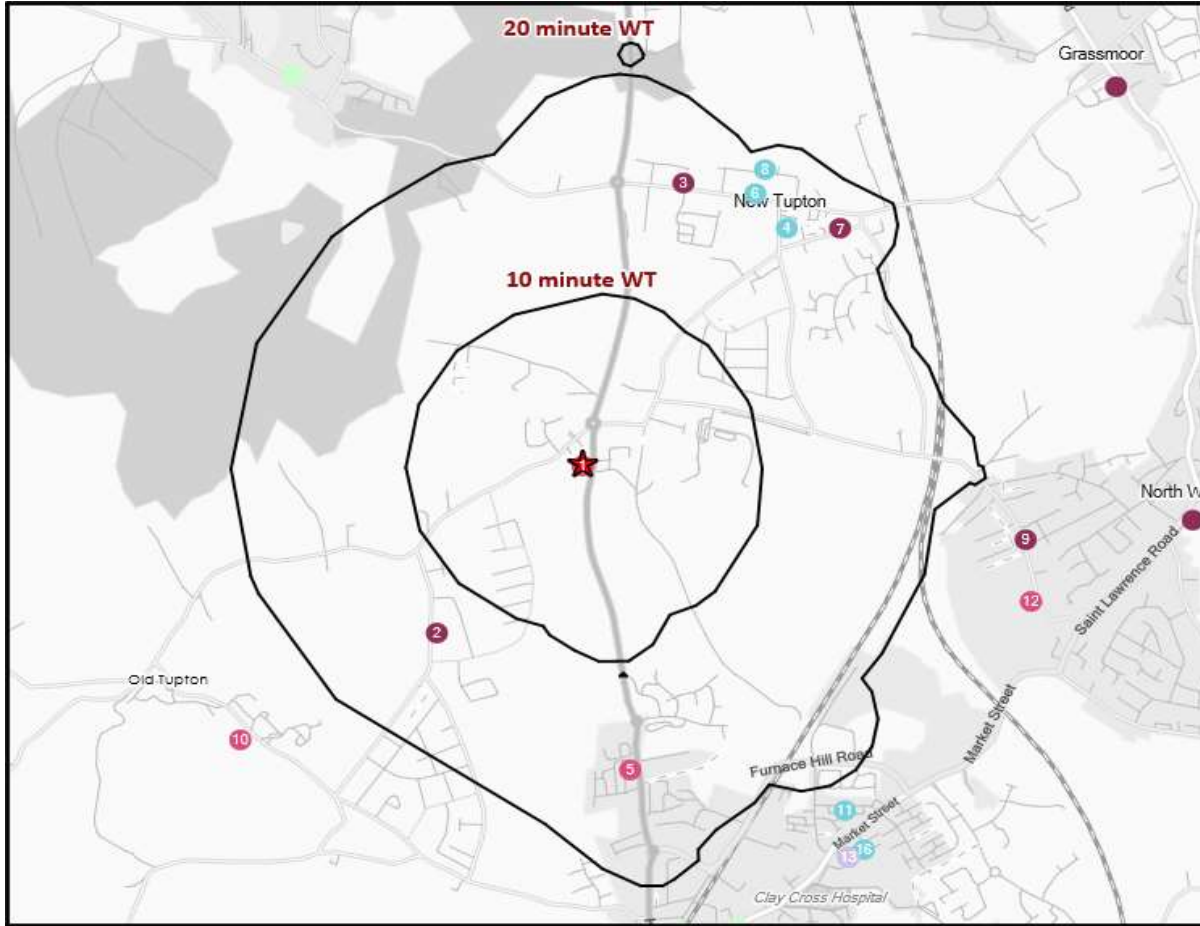
CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

★ Pub Sites
N Catchment

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Tupton Tap	S 42 6LA	Star Pubs & Bars	Family Pub Dining	0.0
2	Woodthorpe Inn	S 42 6HA	Unknown	Premium Local	0.5
3	New Inn	S 42 6DU	Independent Free	Premium Local	0.7
4	Tupton Village Hall	S 42 6BH	Independent Free	Clubland	0.7
5	Six Halts	S 45 9AG	Marston's	Family Pub Dining	0.7
6	New Tupton Miners Welfare Club	S 42 6ED	Independent Free	Clubland	0.7
7	Britannia Inn	S 42 6XP	Independent Free	Premium Local	0.8
8	Tupton Rugby Union Football Club	S 42 6BW	Independent Free	Clubland	0.8
9	Shinnon	S 42 5JJ	Unknown	Premium Local	1.0
10	Batemans Mill Hotel	S 42 6AE	Independent Free	Family Pub Dining	1.0
11	Egston Working Mens Club	S 45 9NQ	Independent Free	Clubland	1.0
12	Blue Bell Inn	S 42 5HY	*Other Small Retail Groups	Family Pub Dining	1.0
13	Sharley Park Leisure Centre	S 45 9LX	Independent Free	Clubland	1.1
13	Clay Cross & Danesmoor Miners	S 45 9LX	Independent Free	Clubland	1.1
13	Bret Club	S 45 9LX	Independent Free	Sports Clubs	1.1
16	Clay Cross Coronation Club	S 45 9LZ	Independent Free	Clubland	1.1
17	Old English Inn	S 45 9JE	Independent Free	Community Pub	1.1
17	Gardeners Inn	S 45 9JE	Unknown	Community Pub	1.1
17	Nags Head	S 45 9JE	Dorbiere	Community Pub	1.1
17	New Inn	S 45 9JE	Admiral Taverns Ltd	Community Pub	1.1

Per Pub Analysis - Tupton Tap Old Tupton

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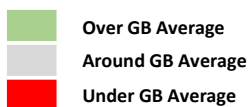
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,032	3,820	176,745
Number of Competition Pubs	1	7	274
Adults 18+ per Competition Pub	1,032	546	645

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	38	3.7%	36
Circuit Bar	24	2.4%	65
Community Pub	220	21.3%	123
Craft Led	7	0.7%	21
Great Pub Great Food	149	14.4%	75
High Street Pub	231	22.4%	129
Premium Local	205	19.9%	113

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	170	4.5%	44
Circuit Bar	80	2.1%	57
Community Pub	739	19.3%	111
Craft Led	21	0.6%	18
Great Pub Great Food	491	12.9%	67
High Street Pub	746	19.5%	113
Premium Local	595	15.6%	89

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	10,009	5.7%	56
Circuit Bar	4,380	2.5%	68
Community Pub	30,652	17.3%	100
Craft Led	2,589	1.5%	46
Great Pub Great Food	26,314	14.9%	78
High Street Pub	30,493	17.3%	100
Premium Local	28,846	16.3%	93

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.