

Catchment Summary - White Swan Ockbrook



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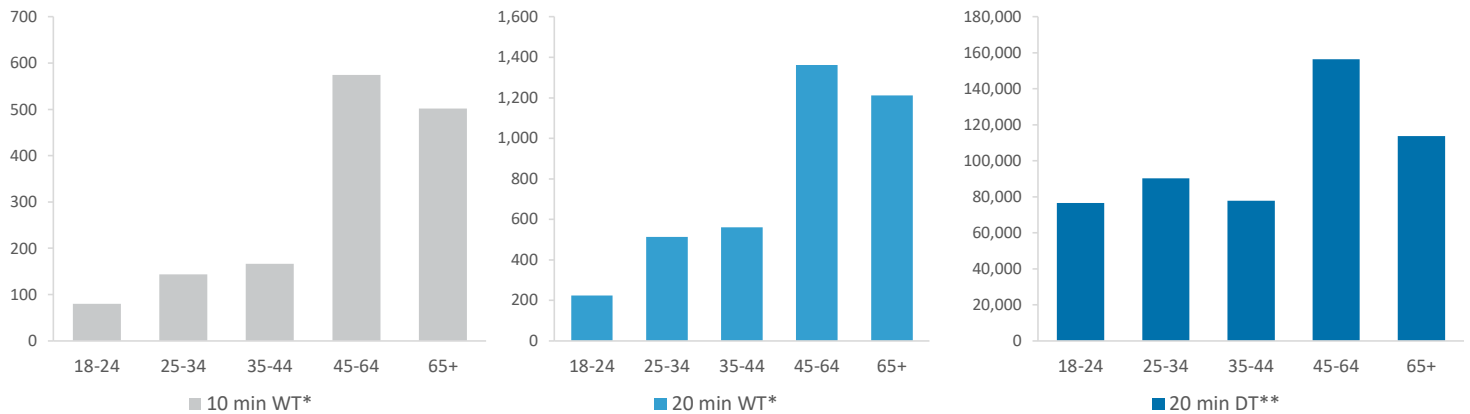
- Over GB Average
- Around GB Average
- Under GB Average

*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		1,778	4,839	651,451	34	33	172
Adults 18+		1,467	3,871	514,820	34	22	172
Competition Pubs		6	6	579	40	19	160
Adults 18+ per Competition Pub		245	645	889	30	78	108
% Adults Likely to Drink		86.0%	83.7%	81.6%	104	102	99
Affluence	Low	0.8%	20.1%	26.2%	3	78	102
	Medium	22.6%	43.5%	48.6%	58	111	123
	High	76.6%	36.4%	24.2%	228	109	72
Age Profile	18-24	80	224	76,546	55	57	145
	25-34	144	514	90,265	61	80	104
	35-44	167	560	77,731	73	90	93
	45-64	574	1,361	156,408	126	110	94
	65+	502	1,212	113,870	148	131	91

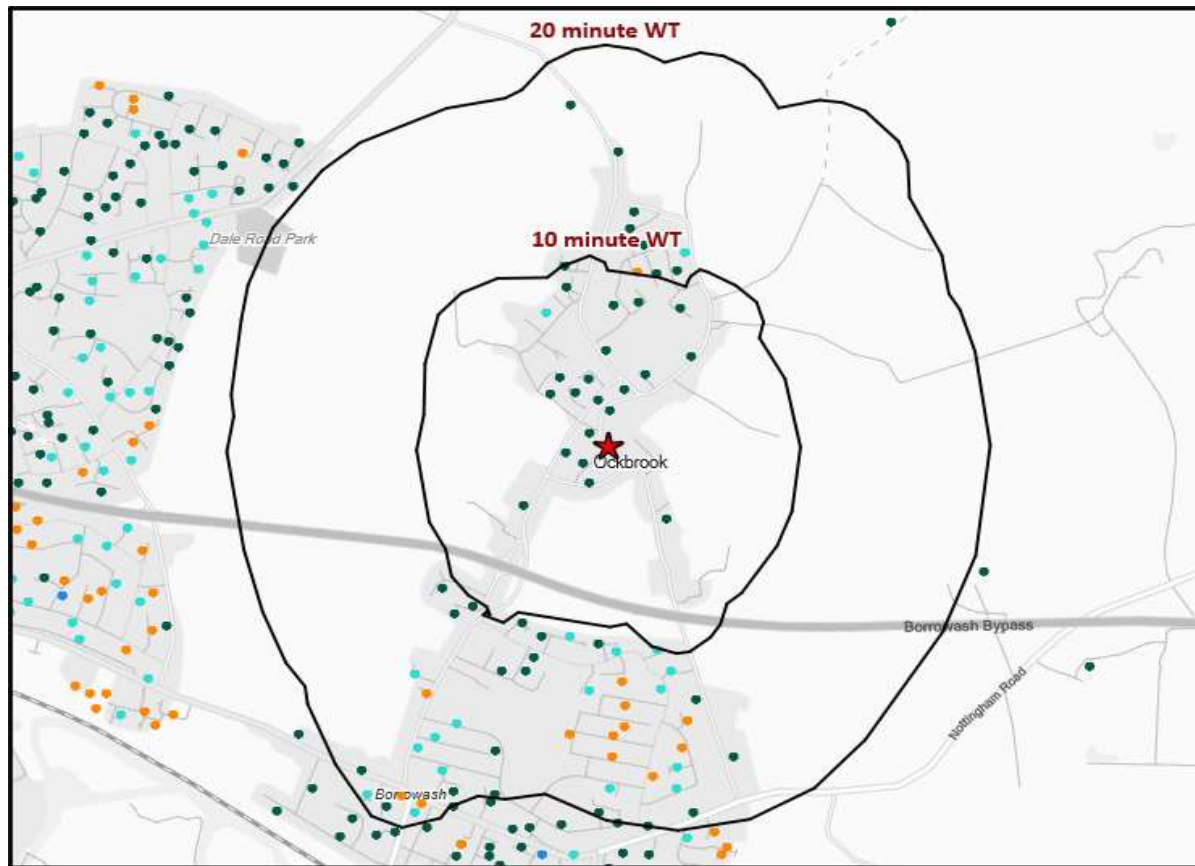
Population & Adults 18+ index is based on all pubs

*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	885 (50%)	2,298 (47%)	324,757 (50%)	101	96	101
	Female	893 (50%)	2,541 (53%)	326,694 (50%)	99	104	99
Economic Status (16-74)	Employed: Full-time	479 (38%)	1,303 (39%)	182,461 (39%)	92	94	93
	Employed: Part-time	168 (13%)	477 (14%)	62,466 (13%)	103	110	102
	Self employed	159 (13%)	313 (9%)	33,196 (7%)	133	98	73
	Unemployed	13 (1%)	71 (2%)	12,727 (3%)	44	89	113
	Retired	275 (22%)	687 (21%)	64,967 (14%)	160	149	100
Other	156 (12%)	493 (15%)	117,621 (25%)	63	75	126	
Total Worker Count		160	721	299,022			

See the Glossary page for further information on the above variables

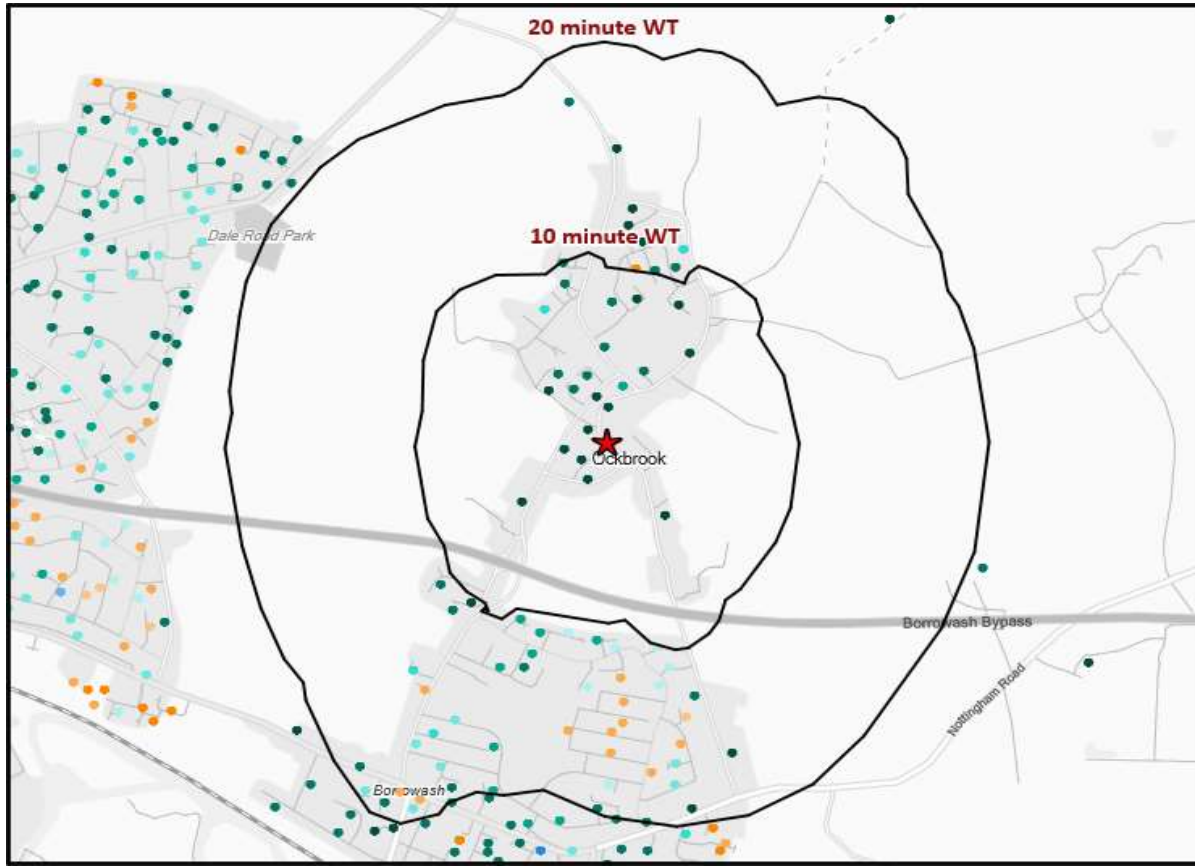


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	0	56,348	0	0	123
Young Adult - Showing I'm Cool	0	0	42,558	0	0	90
Midlife - Young Kids	44	740	165,436	10	61	102
Midlife - Carefree	113	900	102,702	37	111	95
Mature	1,310	2,231	142,384	319	206	99
Not Private Households	0	0	5,392	0	0	73
Total	1,467	3,871	514,820			



- 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

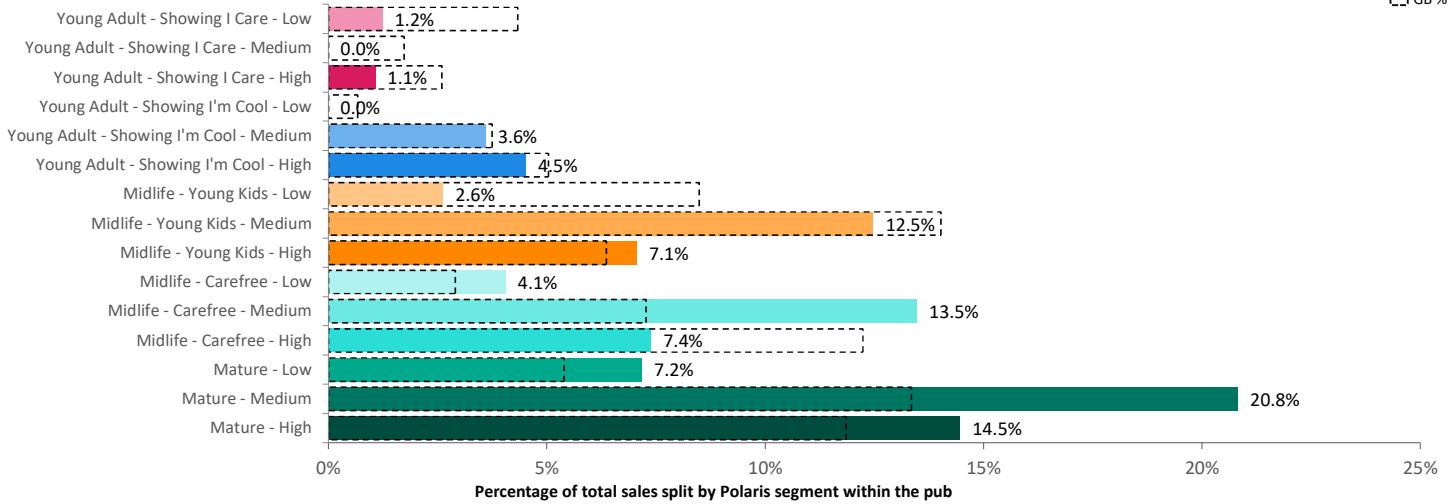
Polaris Plus Profile by Catchment

*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	23,845	0	0	110
Medium	0	0	9,016	0	0	128
High	0	0	23,487	0	0	135
Young Adult - Showing I'm Cool						
Low	0	0	271	0	0	5
Medium	0	0	23,103	0	0	121
High	0	0	19,184	0	0	83
Midlife - Young Kids						
Low	0	38	62,497	0	9	109
Medium	0	656	75,506	0	114	98
High	44	46	27,433	56	22	99
Midlife - Carefree						
Low	0	381	21,212	0	289	121
Medium	0	369	57,982	0	142	168
High	113	150	23,508	71	35	42
Mature						
Low	12	359	26,920	14	156	88
Medium	332	659	84,377	179	134	129
High	966	1,213	31,087	702	334	64
Not Private Households	0	0	5,392	0	0	73
Total	1,467	3,871	514,820			

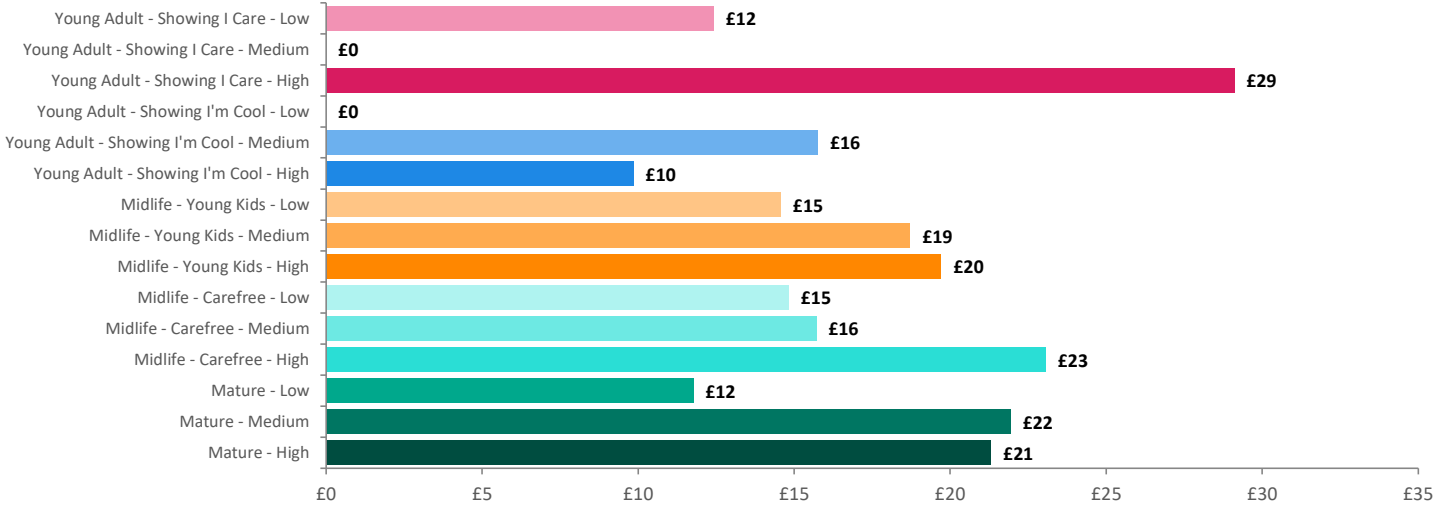
Spend by Polaris

GB %



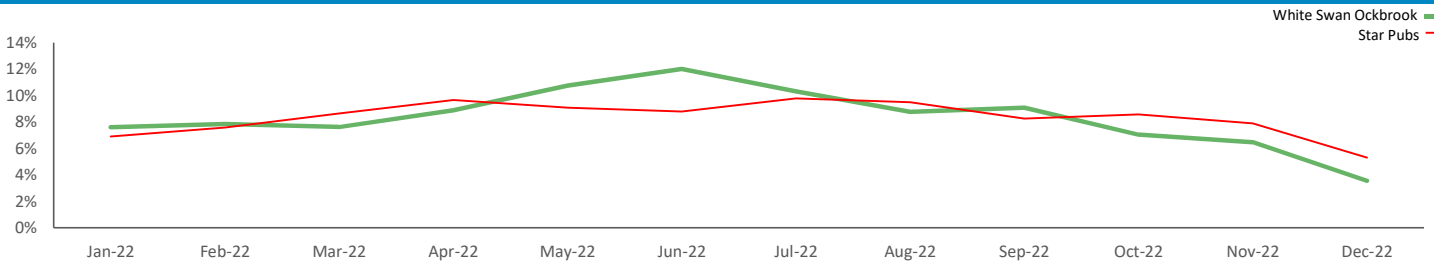
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

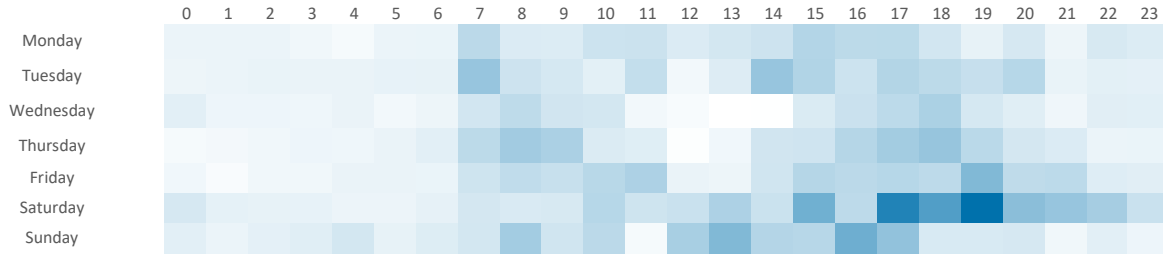


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

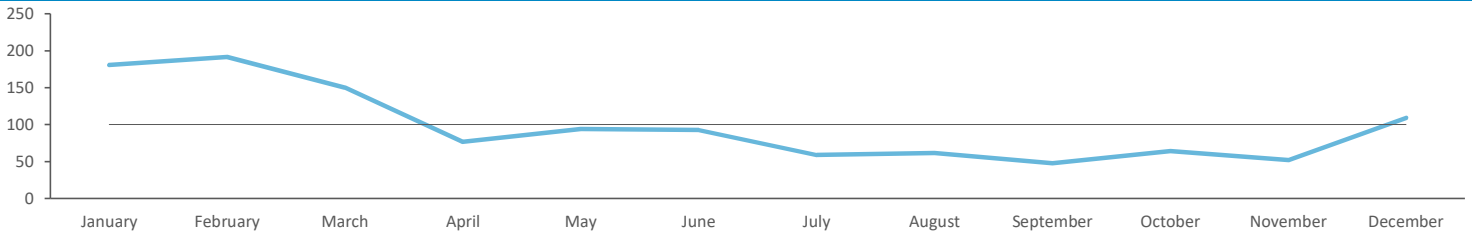


Time of Day/Day of Week



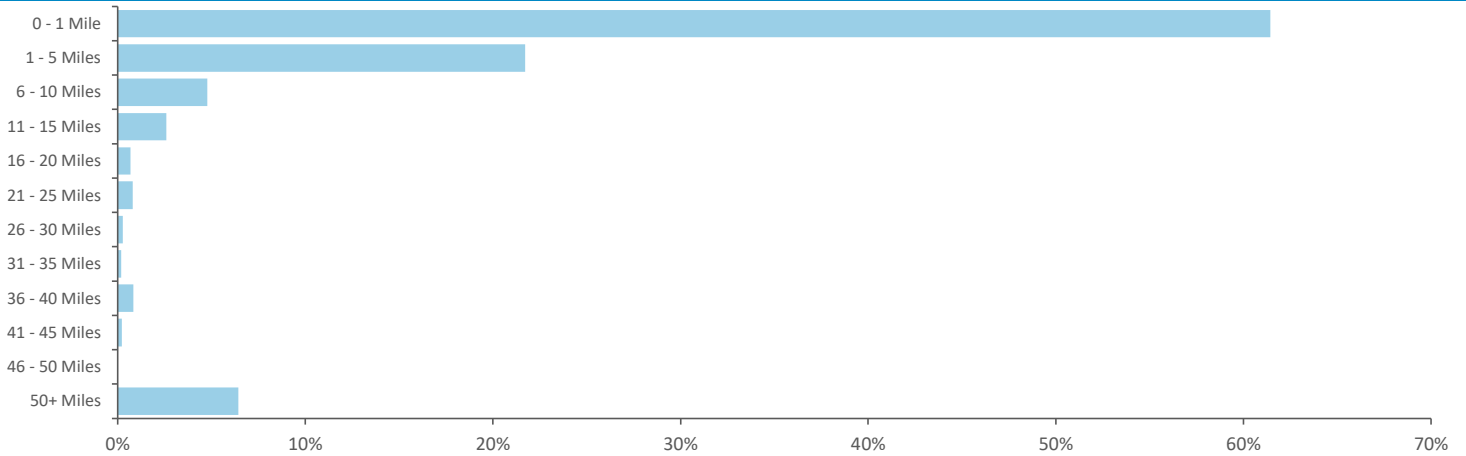
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



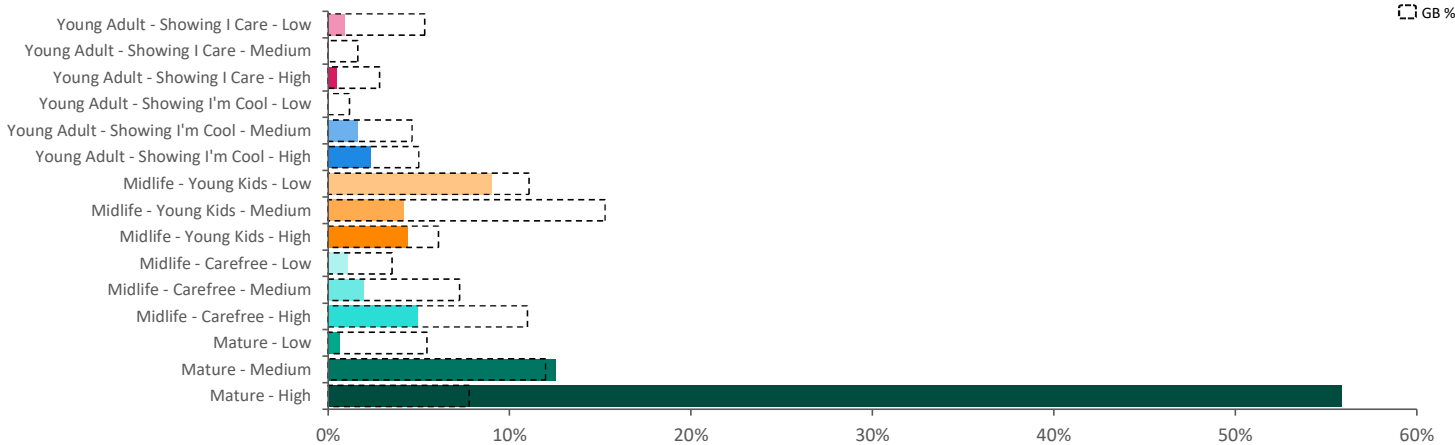
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

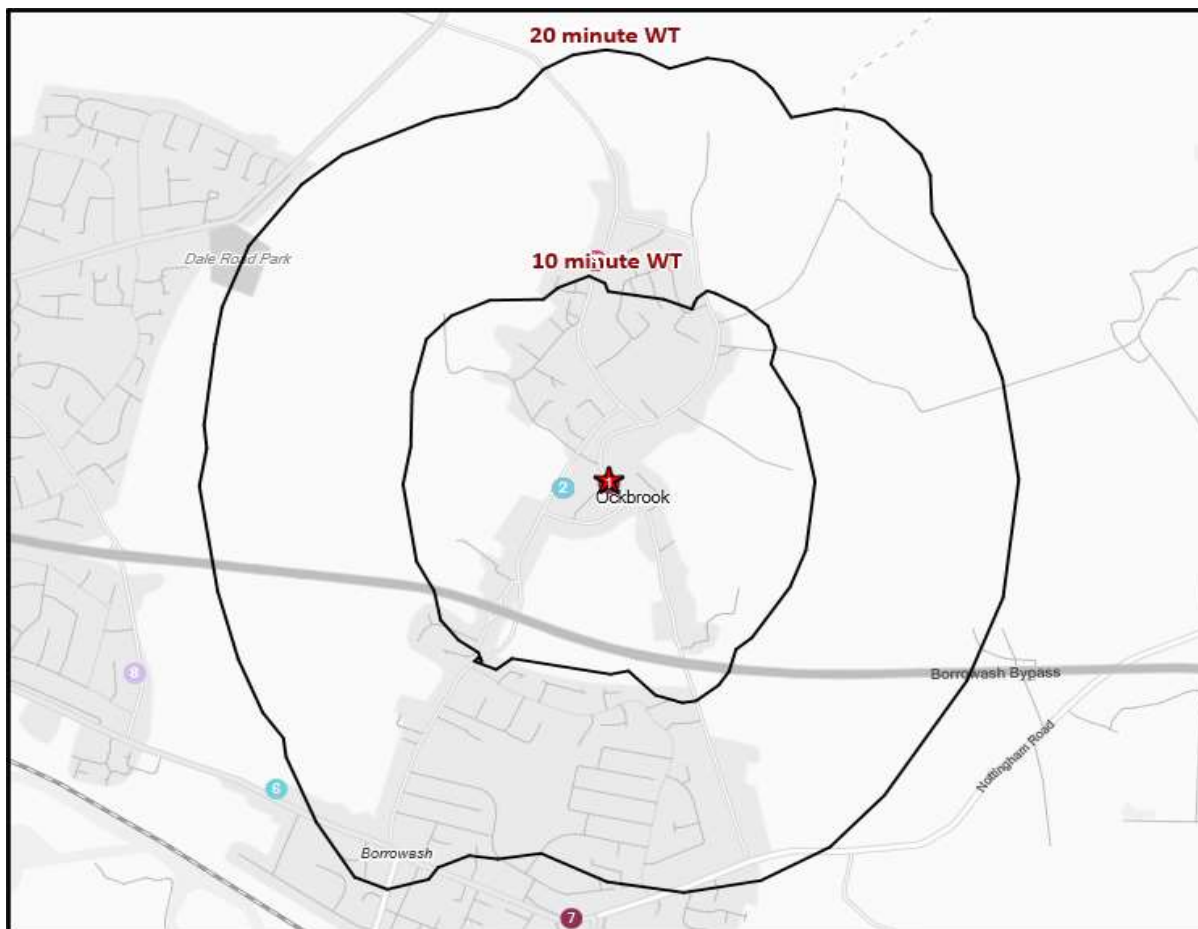


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- Pub Sites
- 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

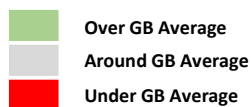
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	White Swan	DE72 3RB	Star Pubs & Bars	Premium Local	0.0
2	Queens Head	DE72 3RN	Star Pubs & Bars	Family Pub Dining	0.1
2	Ockbrook & Borrowwash Cricket Club	DE72 3RN	Independent Free	Clubland	0.1
4	Royal Oak	DE72 3SE	Independent Free	Premium Local	0.4
4	Cross Keys	DE72 3SE	Star Pubs & Bars	Family Pub Dining	0.4
6	Borrowwash Catholic Social Club	DE72 3HB	Independent Free	Clubland	0.9
7	Nags Head Hotel	DE72 3FP	Marston's	Premium Local	0.9
8	Borrowwash Victoria Football Club	DE21 7PH	Independent Free	Clubland	0.9
8	Derby Golf Centre	DE21 7PH	Independent Free	Sports Clubs	0.9

Per Pub Analysis - White Swan Ockbrook



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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+	1,467	3,871	514,820
Number of Competition Pubs	6	6	579
Adults 18+ per Competition Pub	245	645	889

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	85	5.8%	57
Circuit Bar	1	0.1%	2
Community Pub	112	7.7%	44
Craft Led	0	0.0%	0
Great Pub Great Food	604	41.2%	215
High Street Pub	113	7.7%	45
Premium Local	551	37.6%	214

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	244	6.3%	62
Circuit Bar	115	3.0%	81
Community Pub	468	12.1%	70
Craft Led	38	1.0%	31
Great Pub Great Food	878	22.7%	118
High Street Pub	464	12.0%	69
Premium Local	914	23.6%	135

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	50,407	9.8%	96
Circuit Bar	18,775	3.6%	99
Community Pub	90,796	17.6%	102
Craft Led	17,336	3.4%	106
Great Pub Great Food	80,898	15.7%	82
High Street Pub	94,540	18.4%	106
Premium Local	77,481	15.1%	86

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, 5.1</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, 5.2</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, 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>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	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.																			
	<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: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #f4a460;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"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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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.																			