

Catchment Summary - Dog Inn Water Orton



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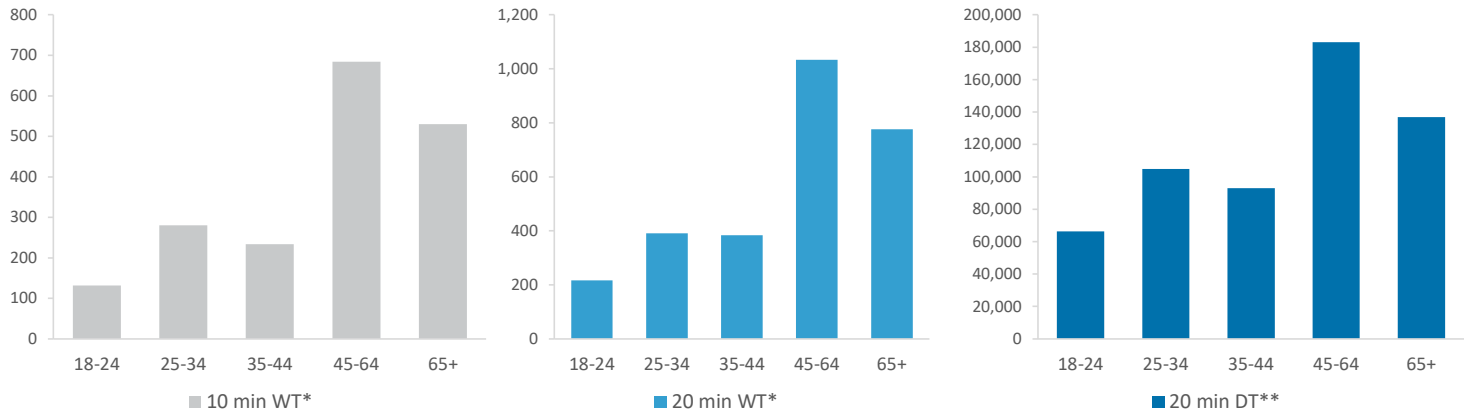
- Over GB Average
- Around GB Average
- Under GB Average

*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		2,247	3,441	766,256	42	24	202
Adults 18+		1,860	2,799	584,268	43	16	196
Competition Pubs		3	3	512	20	9	141
Adults 18+ per Competition Pub		620	933	1,141	75	113	138
% Adults Likely to Drink		84.1%	84.2%	80.6%	102	102	98
Affluence	Low	3.5%	5.7%	20.5%	14	22	80
	Medium	55.1%	48.8%	41.7%	140	124	106
	High	41.4%	45.5%	36.7%	123	136	110
Age Profile	18-24	132	217	66,398	72	78	107
	25-34	280	390	104,862	94	85	103
	35-44	234	383	92,996	81	86	94
	45-64	684	1,033	183,223	119	117	94
	65+	530	776	136,789	123	118	93

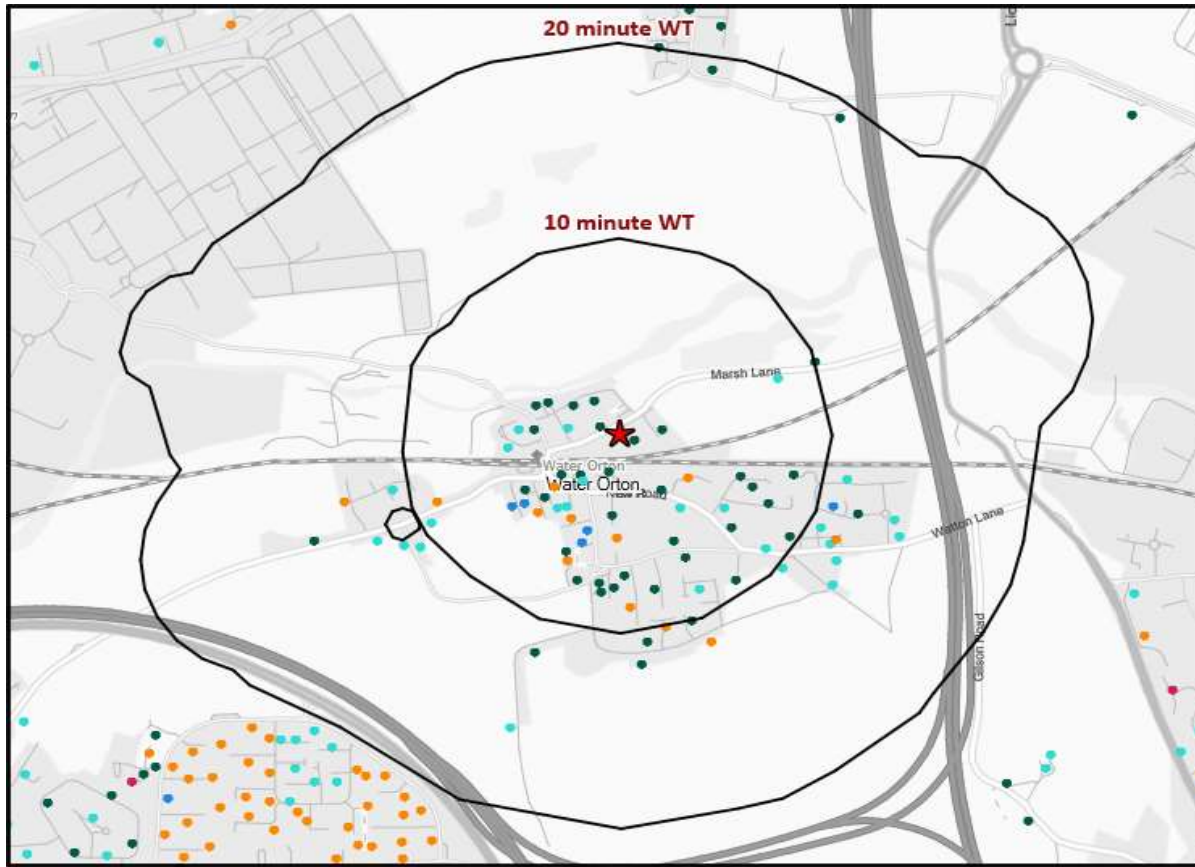
Population & Adults 18+ index is based on all pubs

*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	1,092 (49%)	1,676 (49%)	376,538 (49%)	98	98	99
	Female	1,155 (51%)	1,765 (51%)	389,718 (51%)	102	101	101
Economic Status (16-74)	Employed: Full-time	800 (48%)	1,199 (48%)	215,071 (40%)	116	114	97
	Employed: Part-time	219 (13%)	339 (13%)	71,651 (13%)	102	103	103
	Self employed	167 (10%)	273 (11%)	44,584 (8%)	105	113	87
	Unemployed	21 (1%)	35 (1%)	16,335 (3%)	53	58	128
	Retired	266 (16%)	391 (16%)	75,805 (14%)	116	113	103
Other	186 (11%)	285 (11%)	112,299 (21%)	57	57	106	
Total Worker Count		403	1,118	366,952			

See the Glossary page for further information on the above variables

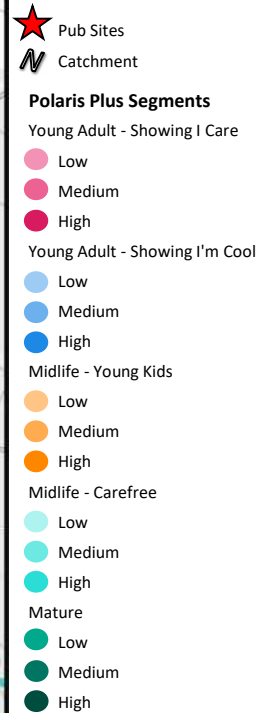
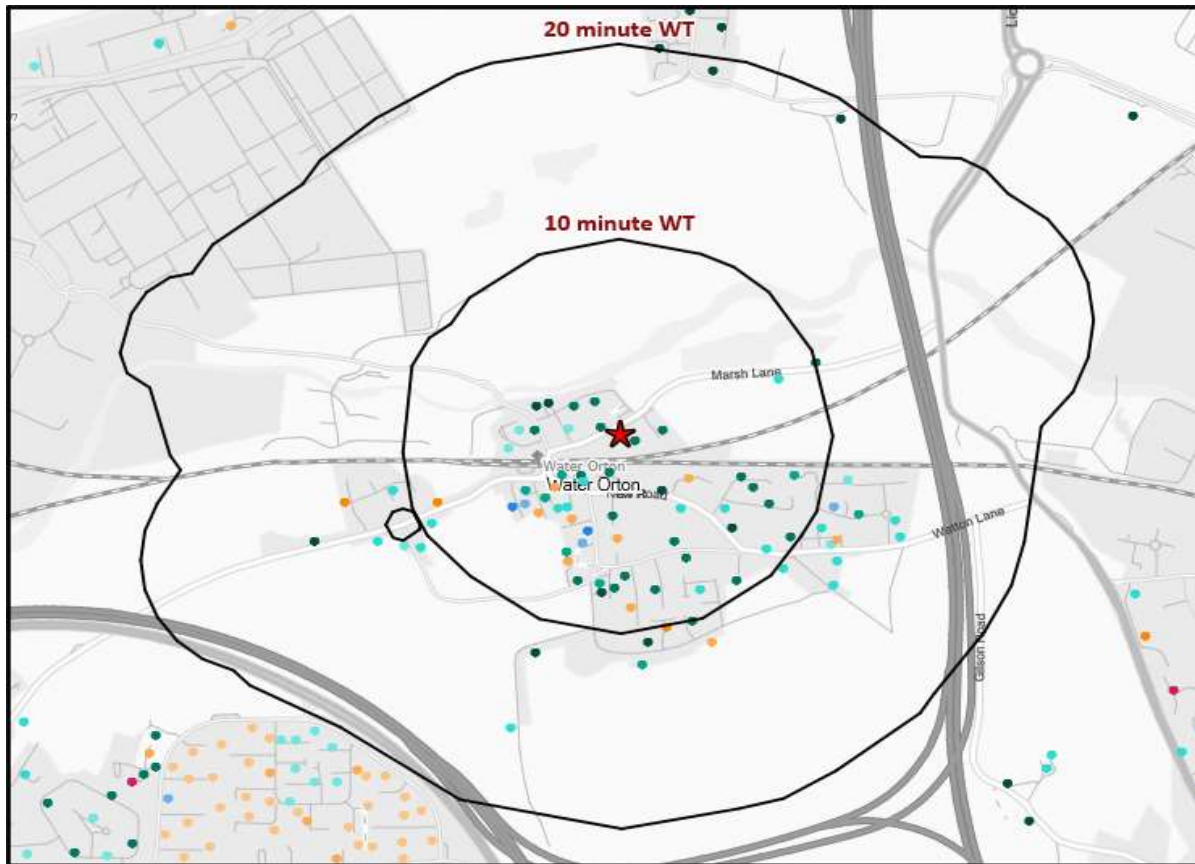


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	60,238	0	0	116
Young Adult - Showing I'm Cool	127	187	46,661	74	73	87
Midlife - Young Kids	428	513	181,769	73	58	99
Midlife - Carefree	491	1,017	139,110	125	173	113
Mature	814	1,082	150,388	156	138	92
Not Private Households	0	0	6,102	0	0	73
Total	1,860	2,799	584,268			



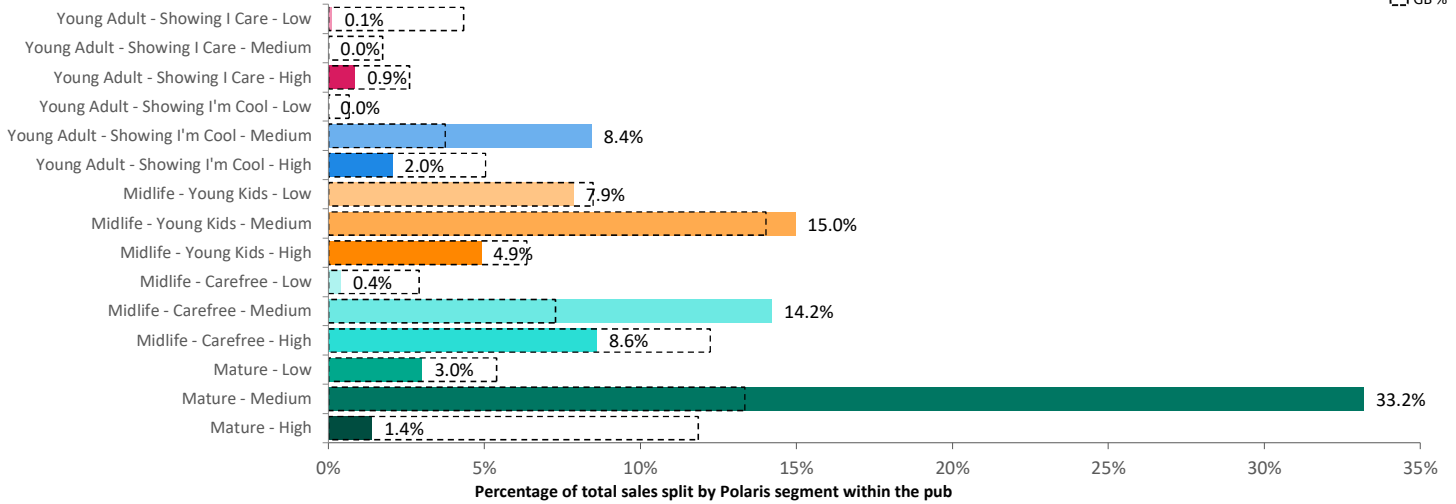
Polaris Plus Profile by Catchment

*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	10,606	0	0	43
Medium	0	0	4	0	0	0
High	0	0	49,628	0	0	252
Young Adult - Showing I'm Cool						
Low	0	0	2	0	0	0
Medium	50	110	21,864	73	106	101
High	77	77	24,795	92	61	95
Midlife - Young Kids						
Low	0	0	59,435	0	0	92
Medium	226	257	101,439	81	62	116
High	202	256	20,895	202	170	66
Midlife - Carefree						
Low	0	0	14,887	0	0	75
Medium	88	293	63,529	70	156	162
High	403	724	60,694	198	237	95
Mature						
Low	66	159	34,812	60	96	100
Medium	660	707	56,983	280	200	77
High	88	216	58,593	50	82	107
Not Private Households	0	0	6,102	0	0	73
Total	1,860	2,799	584,268			

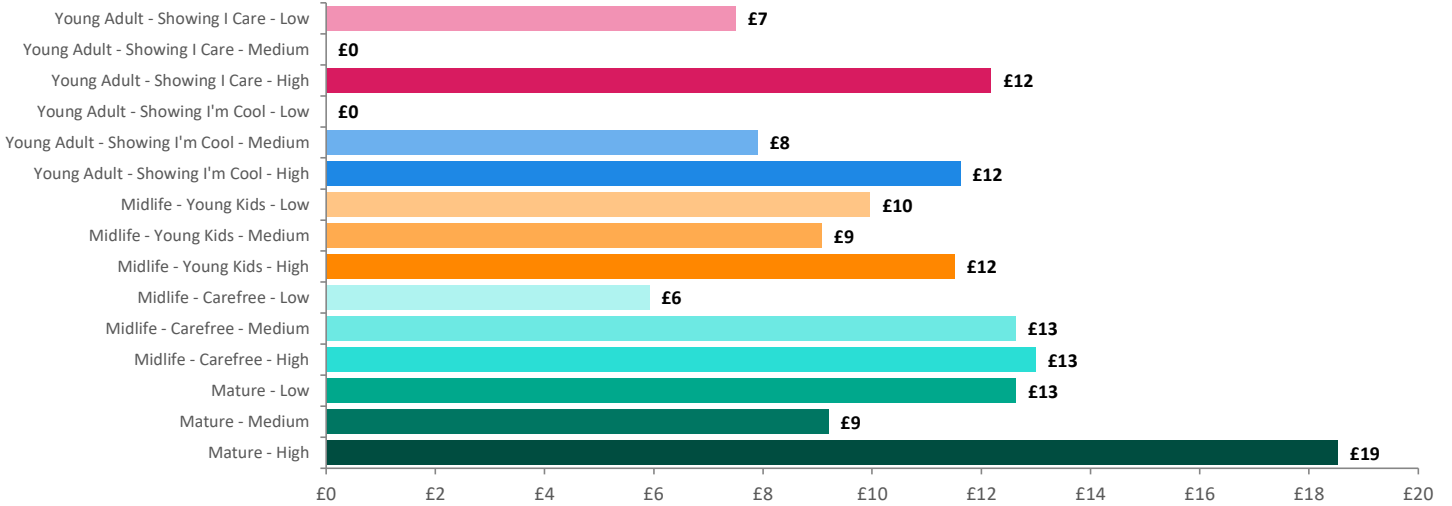
Spend by Polaris

GB %



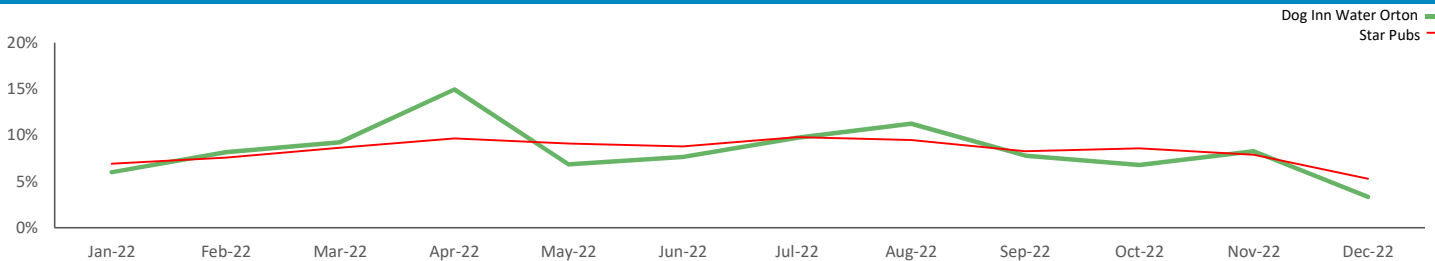
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

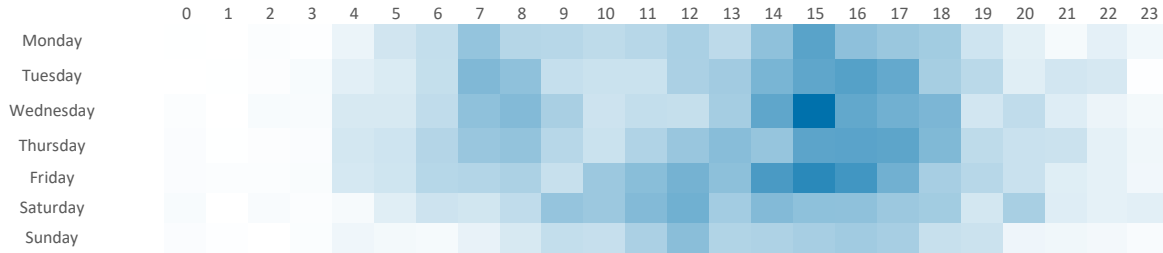


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

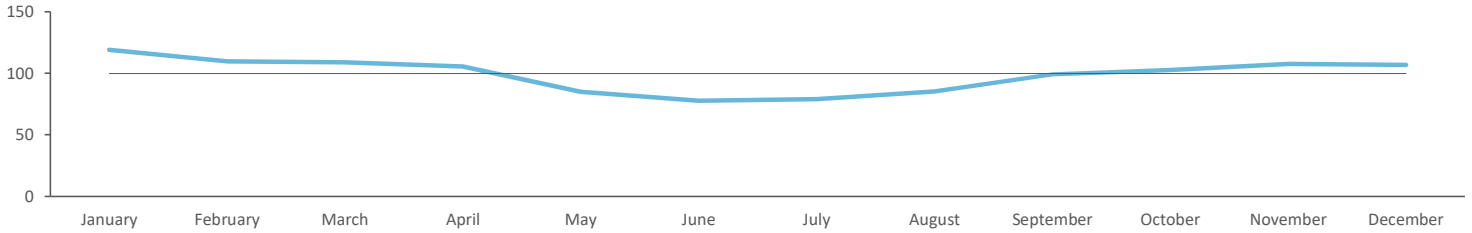


Time of Day/Day of Week



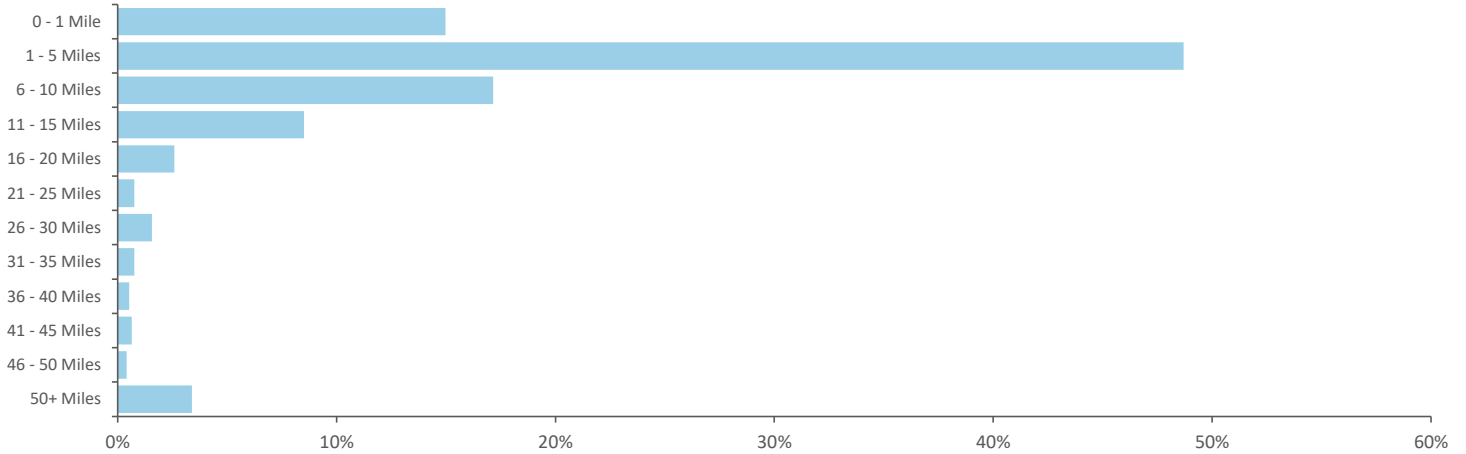
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



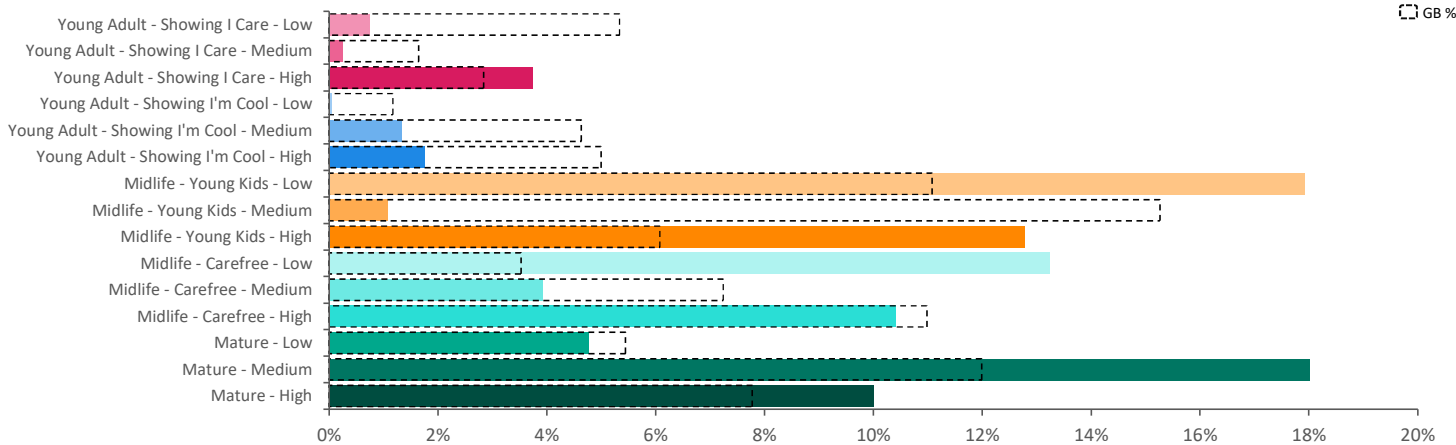
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

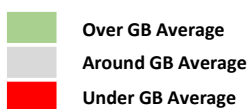
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Dog Inn	B 46 1NW	Star Pubs & Bars	Family Pub Dining	0.0
2	Digby Hotel	B 46 1SH	Punch Pub Company	Premium Local	0.2
3	Water Orton Cricket Club	B 46 1QX	Independent Free	Clubland	0.2
4	Beehive Inn	B 76 9HG	Mitchells & Butlers	GPGF	0.9
5	Kingfisher	B 36 9JS	Independent Free	Community Pub	0.9
6	Old School House Hotel	B 76 9DR	Independent Free	ABOS	0.9
7	White Horse	B 76 9DS	Mitchells & Butlers	GPGF	1.0
8	Cuttle Bridge Inn	B 76 9DP	Independent Free	Hotel	1.0

Per Pub Analysis - Dog Inn Water Orton



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,860	2,799	584,268
Number of Competition Pubs	3	3	512
Adults 18+ per Competition Pub	620	933	1,141

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	160	8.6%	84
Circuit Bar	41	2.2%	60
Community Pub	294	15.8%	91
Craft Led	33	1.8%	56
Great Pub Great Food	463	24.9%	130
High Street Pub	312	16.8%	97
Premium Local	468	25.2%	143

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	217	7.8%	76
Circuit Bar	59	2.1%	57
Community Pub	405	14.5%	83
Craft Led	44	1.6%	49
Great Pub Great Food	704	25.1%	131
High Street Pub	398	14.2%	82
Premium Local	680	24.3%	138

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	69,305	11.9%	116
Circuit Bar	19,997	3.4%	93
Community Pub	88,251	15.1%	87
Craft Led	21,961	3.8%	119
Great Pub Great Food	118,290	20.2%	106
High Street Pub	86,182	14.8%	85
Premium Local	95,763	16.4%	93

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="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <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="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			