Catchment Summary - Horse & Groom Rearsby

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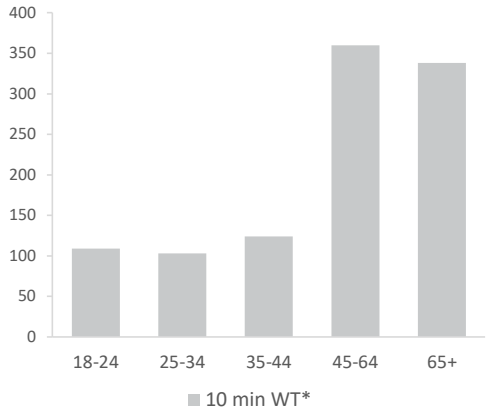
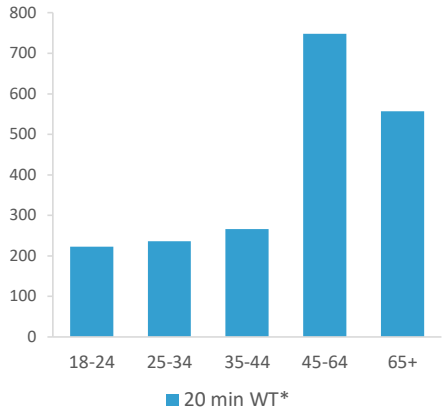
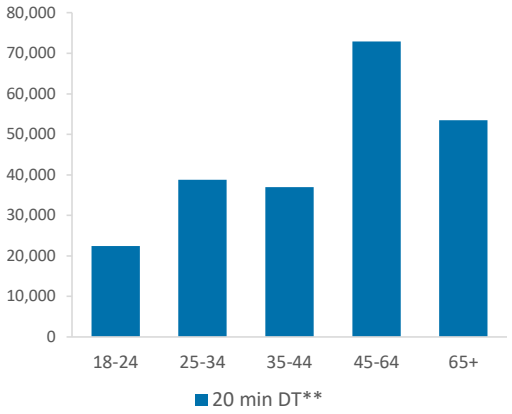
Over GB Average
Around GB Average
Under GB Average

*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		1,289	2,601	291,344	24	18	77
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,034	2,030	224,569	24	11	75
Competition Pubs		2	3	222	13	9	61
Adults 18+ per Competition Pub		517	677	1,012	63	82	123
% Adults Likely to Drink		86.4%	85.0%	80.0%	105	103	97
Affluence	Low	0.0%	0.0%	20.0%	0	0	78
	Medium	10.5%	10.9%	43.6%	27	28	111
	High	89.5%	89.1%	35.9%	267	266	107
*Affluence does not include Not Private Households							
Age Profile	18-24	109	223	22,454	104	106	95
	25-34	103	236	38,747	60	68	100
	35-44	124	266	36,960	75	79	99
	45-64	360	748	72,941	109	113	98
	65+	338	557	53,467	137	112	96







		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	623 (48%)	1,244 (48%)	143,649 (49%)	98	97	100
	Female	666 (52%)	1,357 (52%)	147,695 (51%)	102	103	100
Economic Status (16-74)	Employed: Full-time	351 (40%)	779 (43%)	87,637 (42%)	95	103	102
	Employed: Part-time	137 (15%)	295 (16%)	29,432 (14%)	119	125	110
	Self employed	131 (15%)	244 (13%)	16,929 (8%)	155	140	86
	Unemployed	7 (1%)	21 (1%)	5,119 (2%)	33	49	104
	Retired	150 (17%)	259 (14%)	28,475 (14%)	123	103	100
	Other	110 (12%)	223 (12%)	39,292 (19%)	63	62	96
Total Worker Count		672	1,051	126,773			

See the Glossary page for further information on the above variables

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Polaris Summary - Horse & Groom Rearsby

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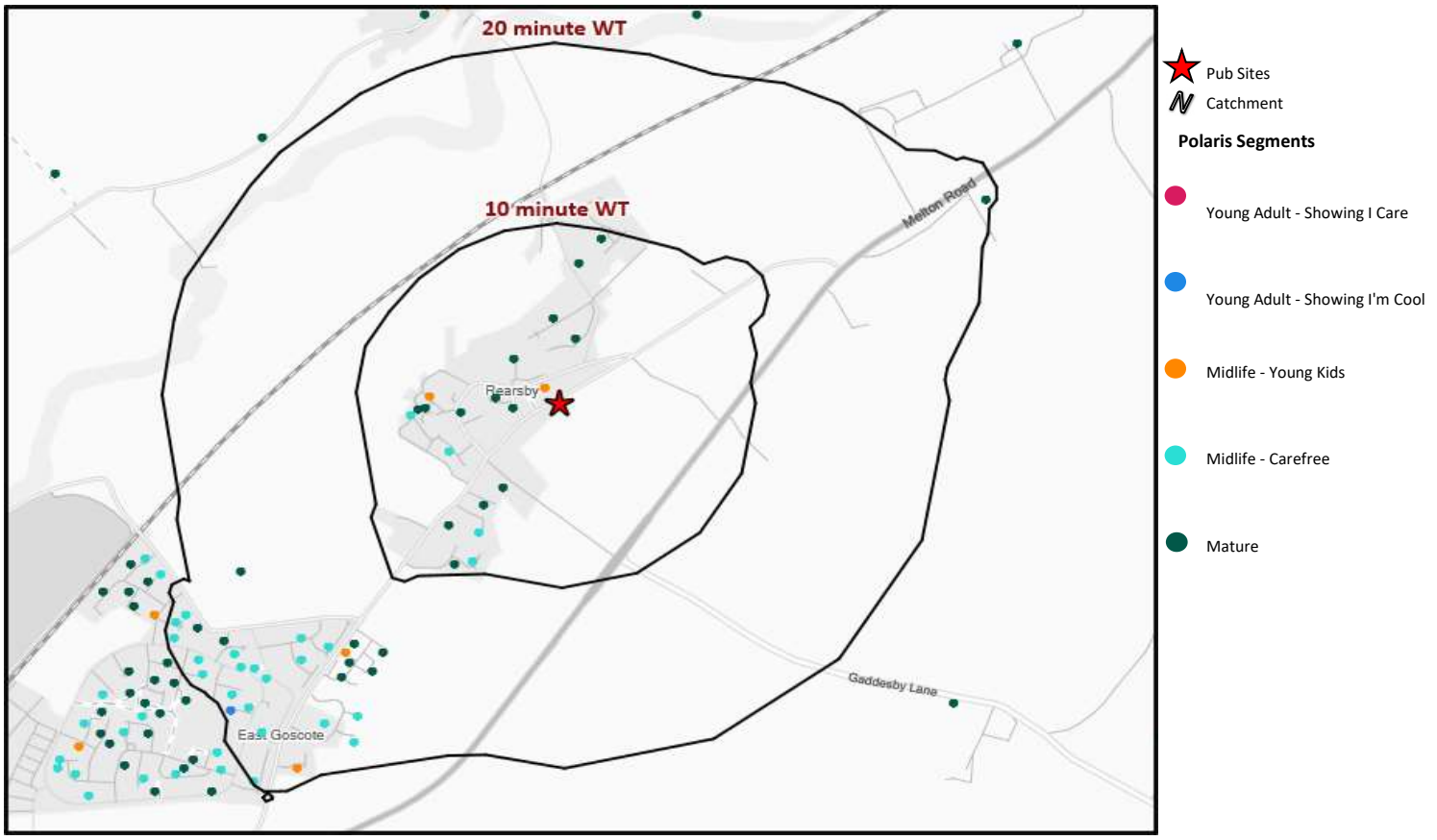

Polaris Profile by Catchment

*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	20,656	0	0	103
Young Adult - Showing I'm Cool	0	0	11,516	0	0	56
Midlife - Young Kids	127	246	80,013	39	39	113
Midlife - Carefree	151	827	50,765	69	194	107
Mature	756	957	60,417	261	169	96
Not Private Households	0	0	1,202	0	0	37
Total	1,034	2,030	224,569			

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Polaris Summary - Horse & Groom Rearsby

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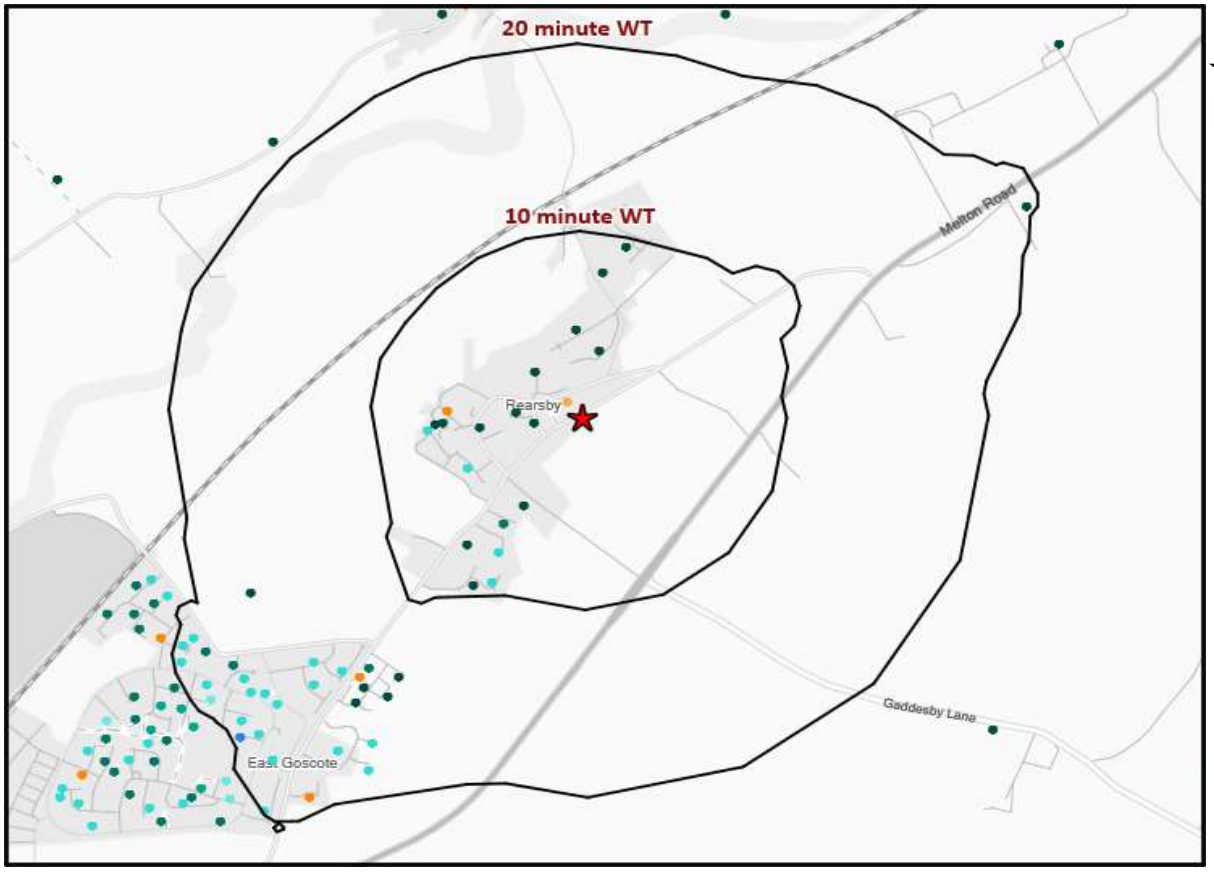

Pub Sites
Catchment

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

	Population Count			Index vs GB average		
Polaris Plus Segment	**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	2,832	0	0	30
Medium	0	0	0	0	0	0
High	0	0	17,824	0	0	236
Young Adult - Showing I'm Cool						
Low	0	0	56	0	0	2
Medium	0	0	4,721	0	0	57
High	0	0	6,739	0	0	67
Midlife - Young Kids						
Low	0	0	23,939	0	0	96
Medium	85	85	40,094	55	28	120
High	42	161	15,980	75	147	132
Midlife - Carefree						
Low	0	0	7,012	0	0	92
Medium	0	0	22,966	0	0	152
High	151	827	20,787	134	373	85
Mature						
Low	0	0	10,998	0	0	82
Medium	24	137	30,241	18	53	106
High	732	820	19,178	755	431	91
Not Private Households	0	0	1,202	0	0	37
Total	1,034	2,030	224,569			

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Transactional Data Summary - Horse & Groom Rearsby

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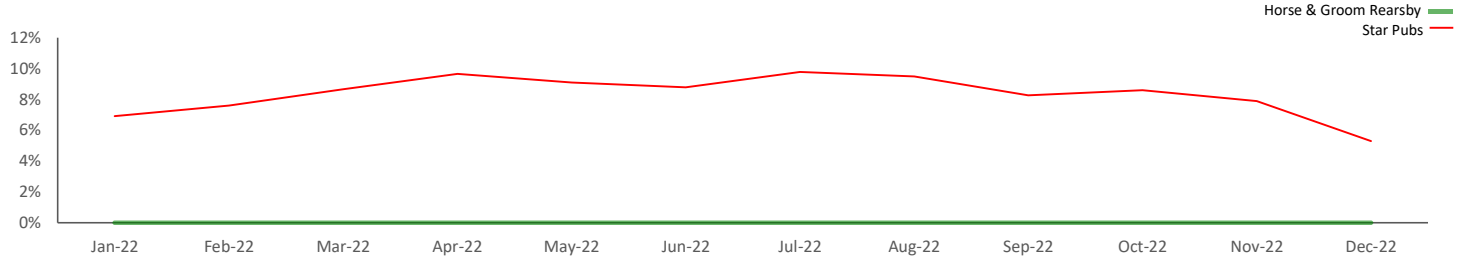
Spend by Polaris

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



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Mobile Data Summary - Horse & Groom Rearsby

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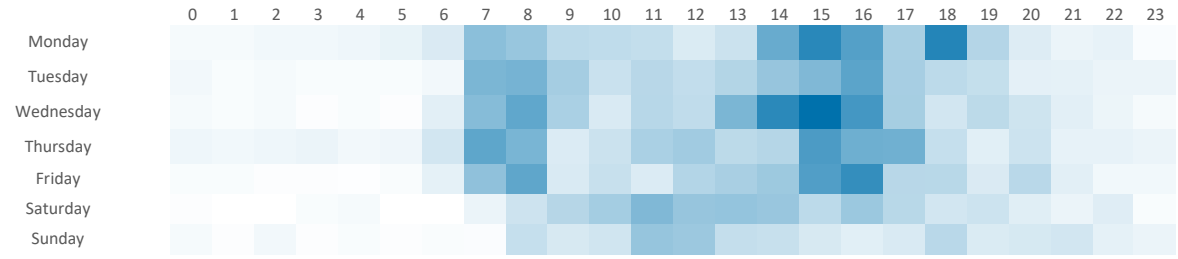
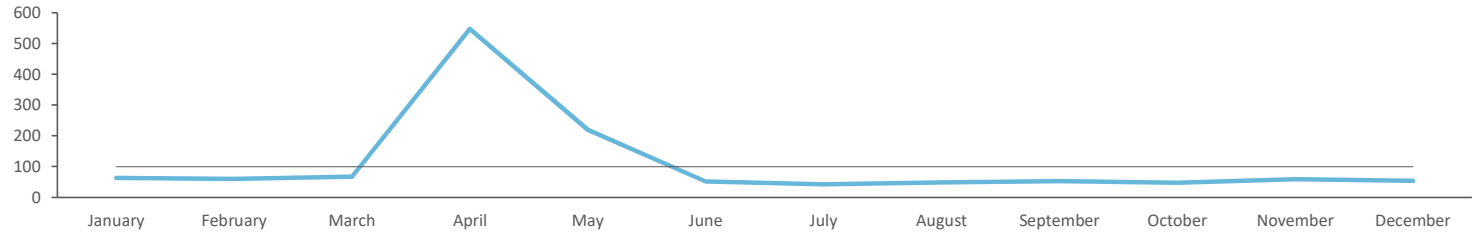
Time of Day/Day of Week



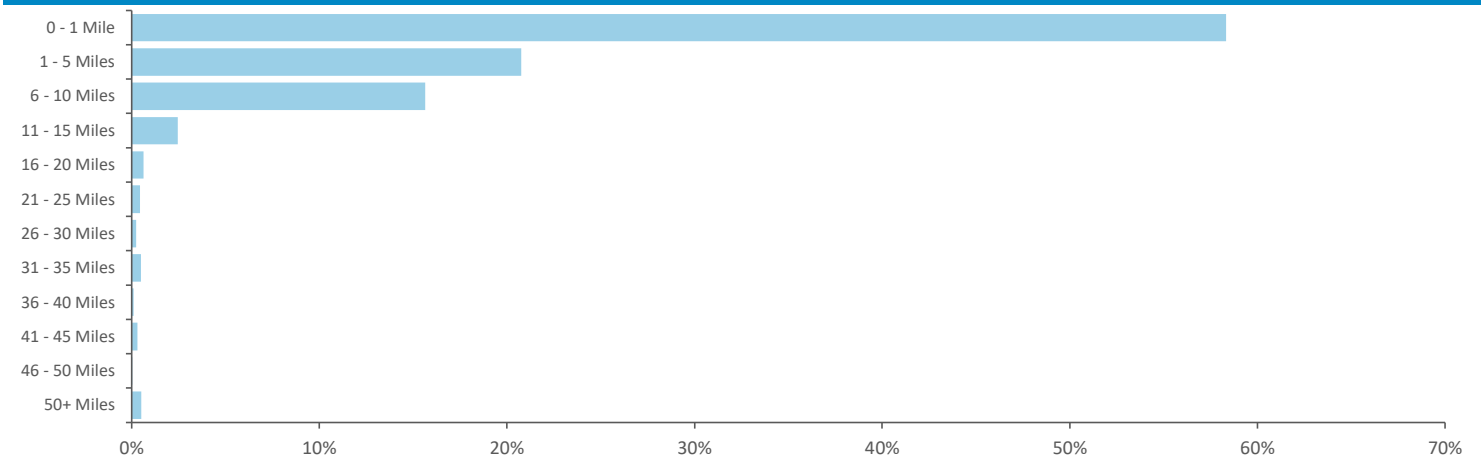
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



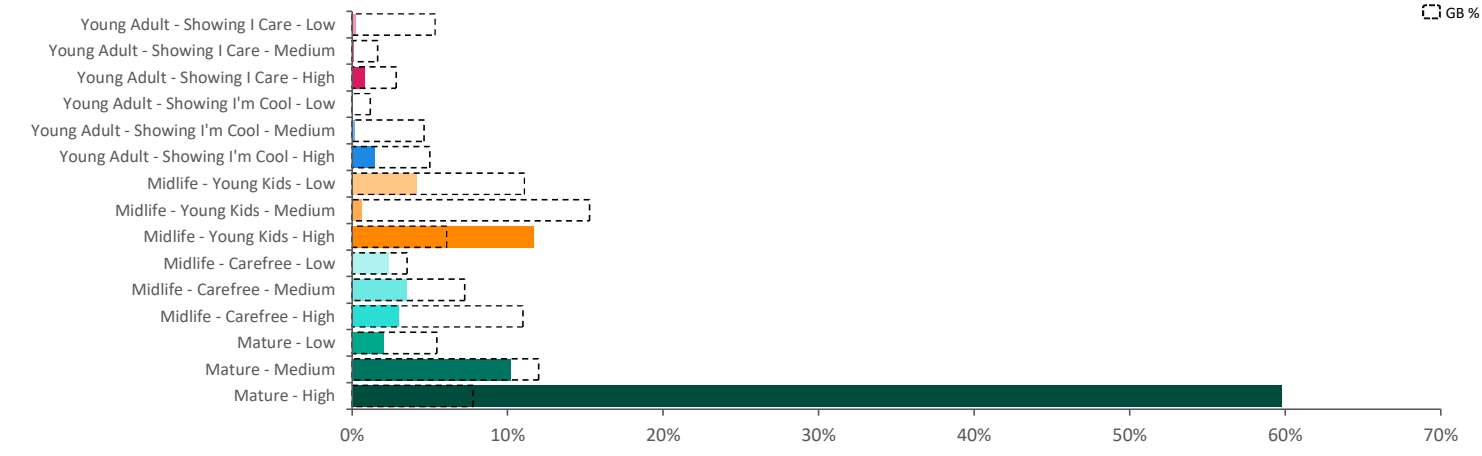
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Horse & Groom Rearsby

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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	Horse & Groom	LE 7 4YS	Star Pubs & Bars	Premium Local	0.0
1	Wheel Inn	LE 7 4YS	Unknown	Premium Local	0.0
3	Beedles Lake Golf Club	LE 7 3WQ	Independent Free	Clubland	0.8
4	Blue Lion	LE 7 4UD	Admiral Taverns Ltd	Premium Local	0.9
5	Star Inn	LE 7 4UH	Independent Free	Premium Local	1.0
6	Plough	LE 7 3ZL	Stonegate Pub Company	Family Pub Dining	1.0

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Per Pub Analysis - Horse & Groom Rearsby

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,034	2,030	224,569
Number of Competition Pubs	2	3	222
Adults 18+ per Competition Pub	517	677	1,012

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	88	8.6%	84
Circuit Bar	11	1.1%	30
Community Pub	35	3.4%	19
Craft Led	5	0.5%	15
Great Pub Great Food	458	44.3%	231
High Street Pub	33	3.2%	19
Premium Local	403	39.0%	222

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	163	8.0%	79
Circuit Bar	11	0.6%	15
Community Pub	156	7.7%	44
Craft Led	5	0.2%	8
Great Pub Great Food	852	42.0%	219
High Street Pub	111	5.5%	32
Premium Local	732	36.0%	205

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	25,595	11.4%	112
Circuit Bar	7,096	3.2%	86
Community Pub	34,689	15.4%	89
Craft Led	7,237	3.2%	102
Great Pub Great Food	44,497	19.8%	103
High Street Pub	35,755	15.9%	92
Premium Local	38,520	17.2%	98

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Glossary

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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.

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