

Catchment Summary - Carpenters Arms Stewkley



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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

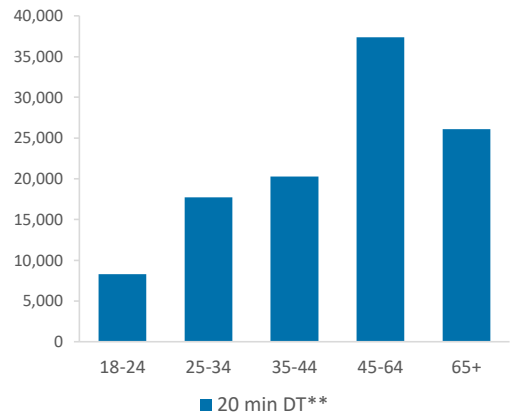
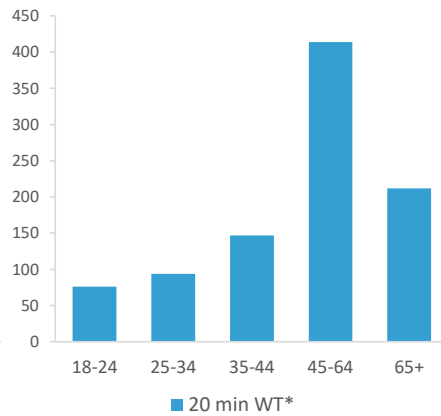
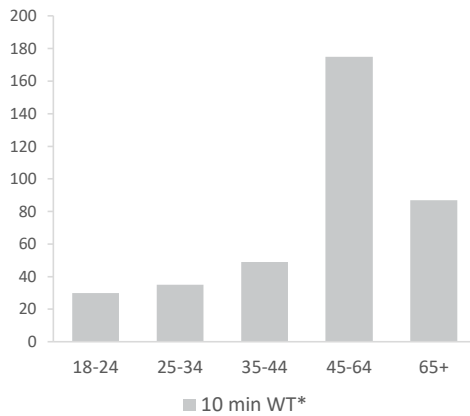
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	474	1,197	143,197	9	8	38
Adults 18+	376	943	109,711	9	5	37
Competition Pubs	1	1	118	7	3	33
Adults 18+ per Competition Pub	376	943	930	46	114	113
% Adults Likely to Drink	87.7%	85.6%	83.6%	106	104	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	3.8%	11.7%	0	15	45
	Medium	0.0%	14.6%	33.1%	0	37	84
	High	100.0%	81.5%	53.9%	298	243	161

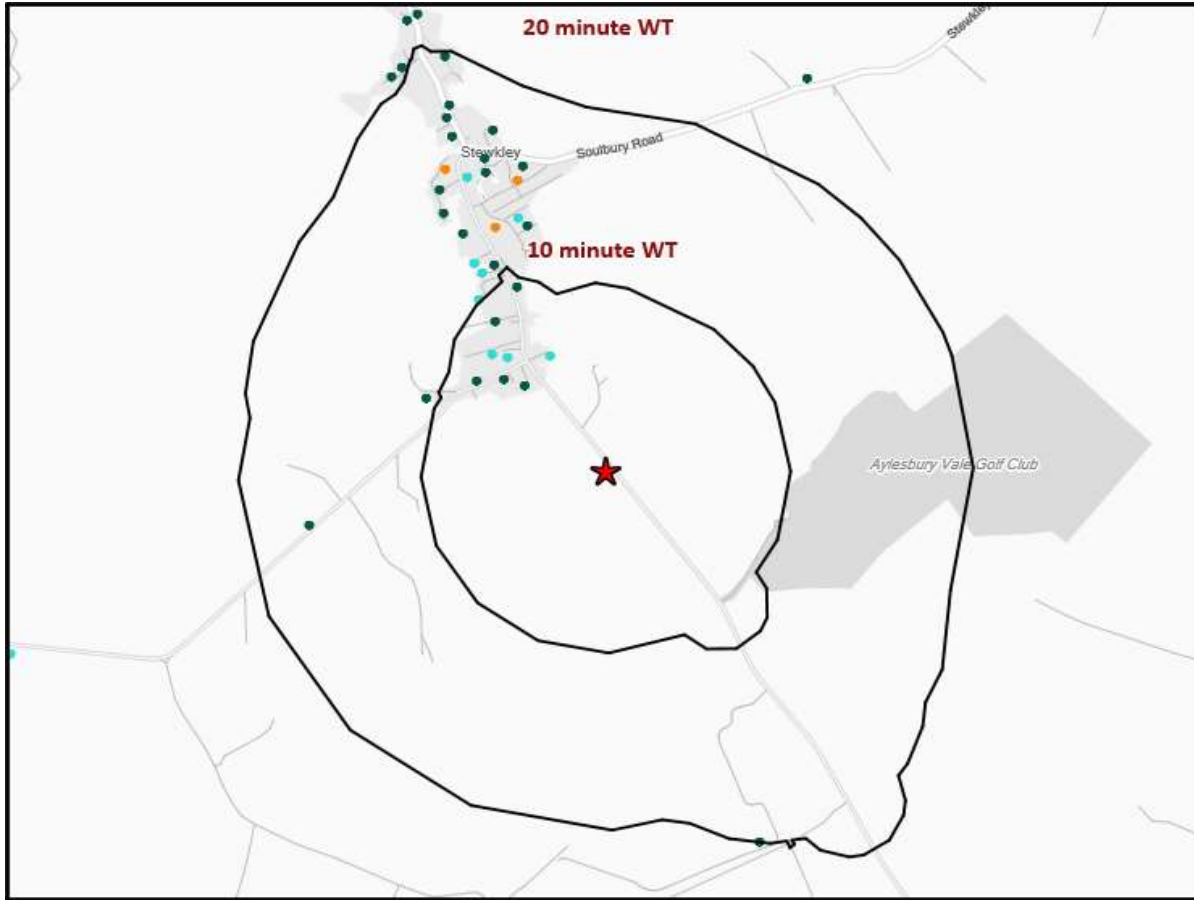
*Affluence does not include Not Private Households

Age Profile	18-24	30	76	8,298	78	78	71
	25-34	35	94	17,707	56	59	93
	35-44	49	147	20,275	80	95	110
	45-64	175	414	37,357	144	135	102
	65+	87	212	26,074	96	93	95



	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	247 (52%)	599 (50%)	70,281 (49%)	105	101	99
	Female	227 (48%)	598 (50%)	72,916 (51%)	95	99	101
Economic Status (16-74)							
	Employed: Full-time	136 (36%)	342 (38%)	47,314 (47%)	88	91	113
	Employed: Part-time	42 (11%)	115 (13%)	13,415 (13%)	87	98	103
	Self employed	71 (19%)	148 (16%)	10,215 (10%)	199	171	106
	Unemployed	1 (0%)	12 (1%)	2,024 (2%)	11	56	85
	Retired	64 (17%)	144 (16%)	12,864 (13%)	125	115	93
	Other	59 (16%)	146 (16%)	14,915 (15%)	80	82	75
Total Worker Count		330	646	51,517			

See the Glossary page for further information on the above variables

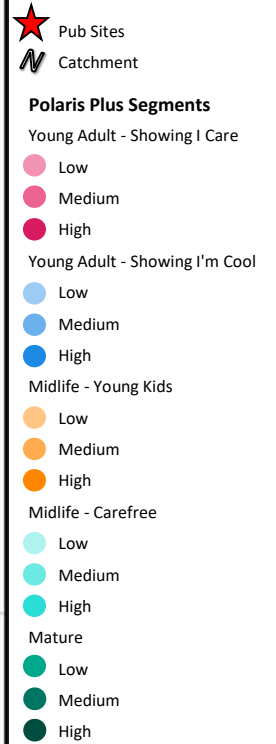
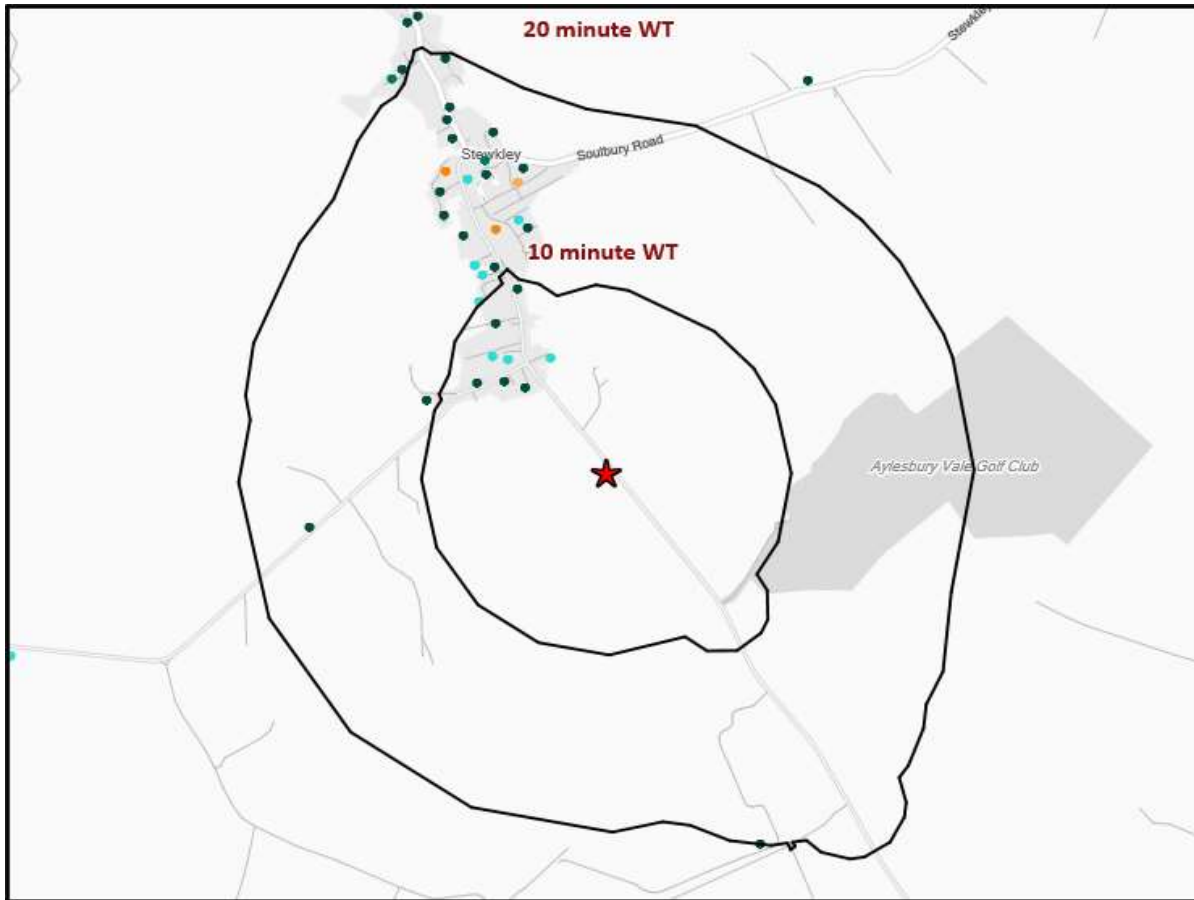


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	5,082	0	0	52
Young Adult - Showing I'm Cool	0	0	6,853	0	0	68
Midlife - Young Kids	0	197	40,618	0	66	118
Midlife - Carefree	67	131	24,443	85	66	106
Mature	309	615	31,218	294	233	102
Not Private Households	0	0	1,497	0	0	95
Total	376	943	109,711			



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	29	0	0	1
Medium	0	0	0	0	0	0
High	0	0	5,053	0	0	137
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,651	0	0	41
High	0	0	5,202	0	0	106
Midlife - Young Kids						
Low	0	36	7,683	0	34	63
Medium	0	117	21,813	0	83	133
High	0	44	11,122	0	87	188
Midlife - Carefree						
Low	0	0	1,592	0	0	43
Medium	0	0	5,009	0	0	68
High	67	131	17,842	163	127	149
Mature						
Low	0	0	3,491	0	0	54
Medium	0	21	7,849	0	18	57
High	309	594	19,878	876	671	193
Not Private Households	0	0	1,497	0	0	95
Total	376	943	109,711			

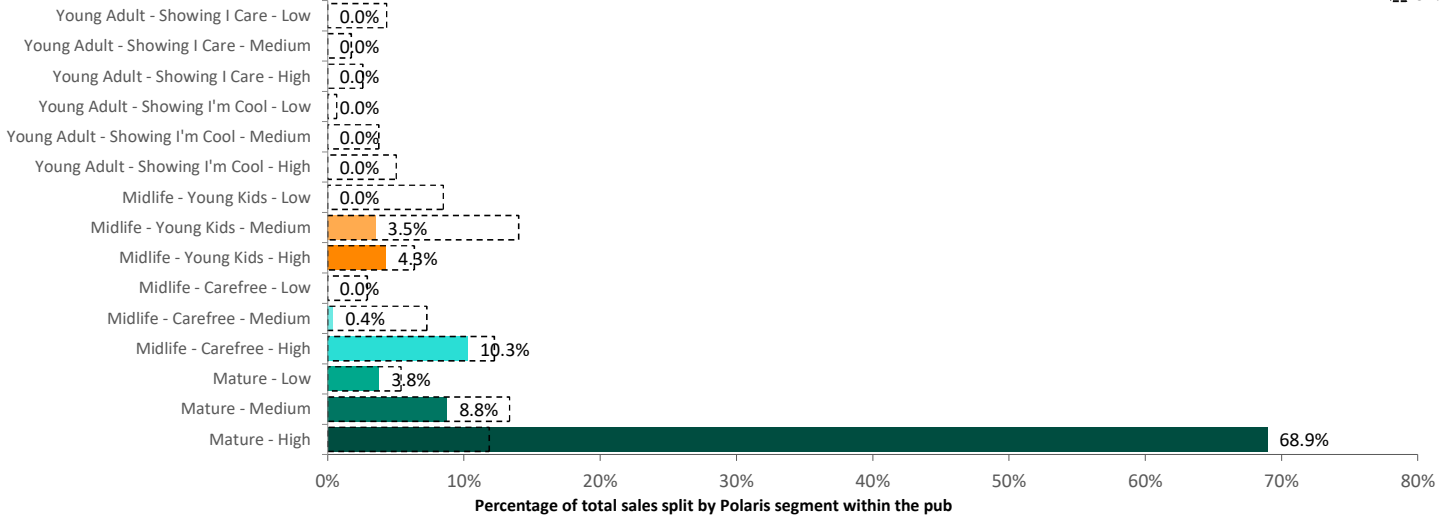
Transactional Data Summary - Carpenters Arms Stewkley



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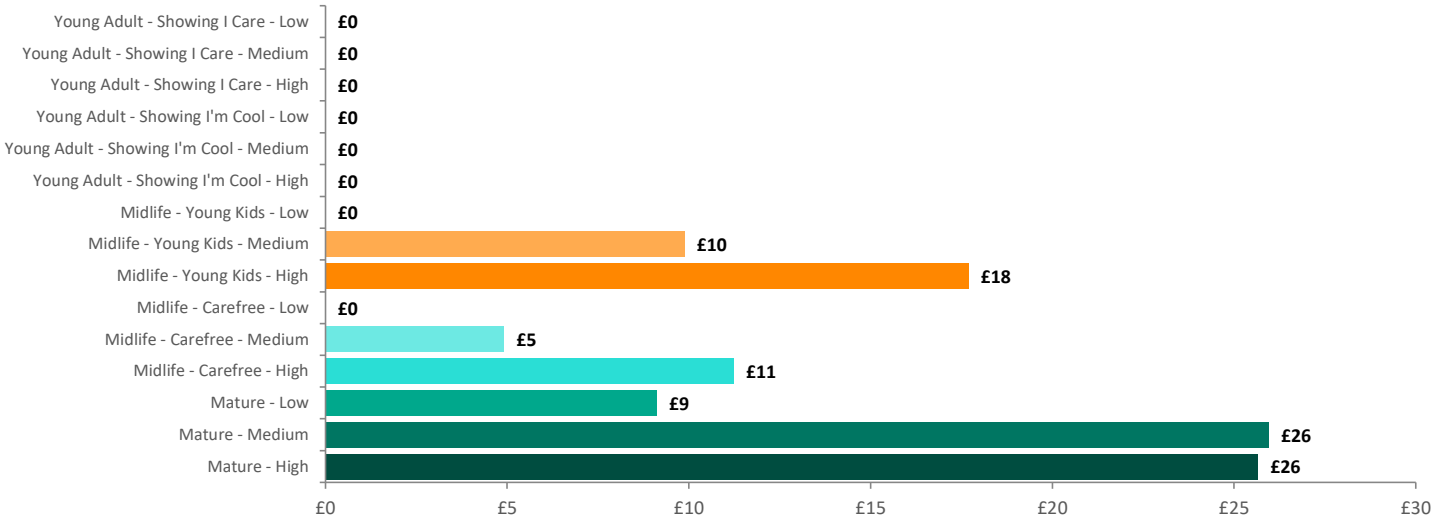
Spend by Polaris

GB %



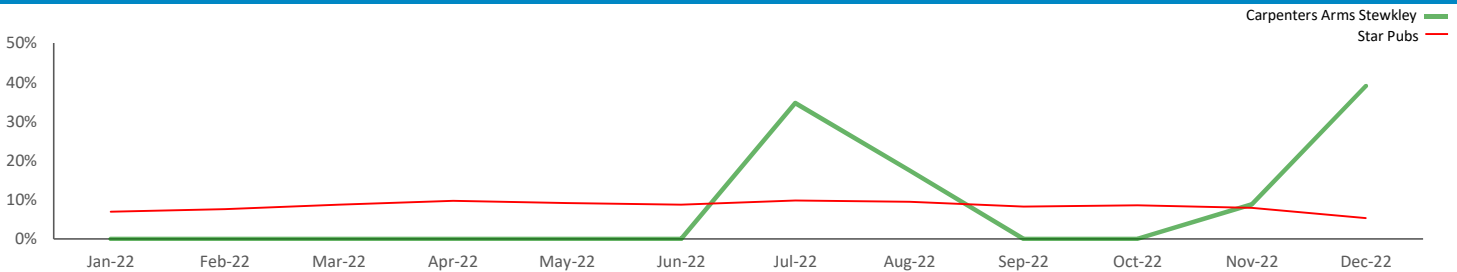
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

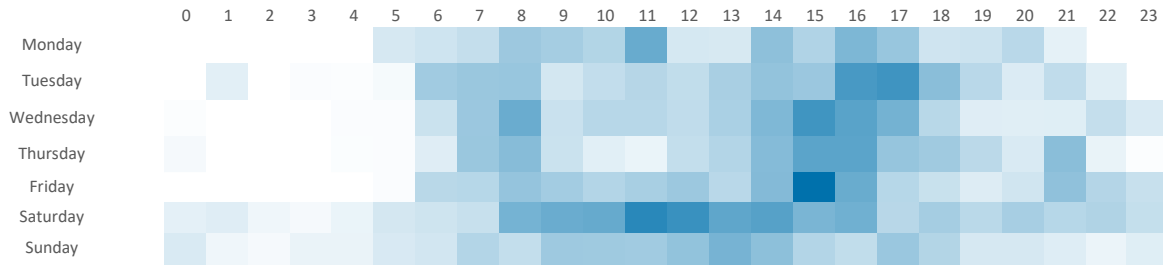


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

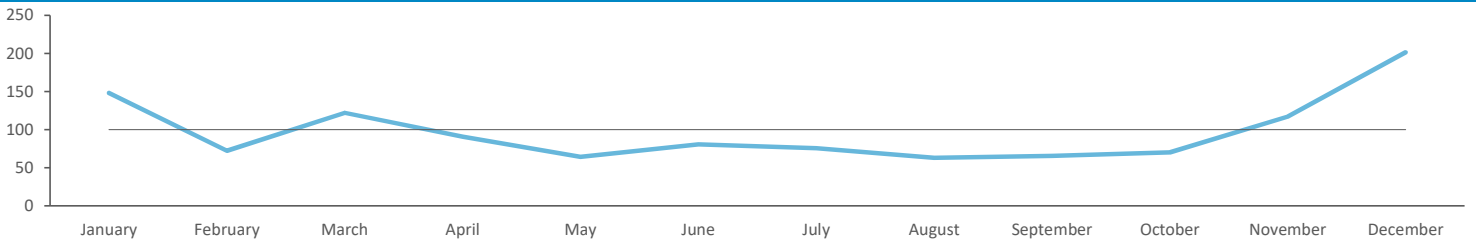


Time of Day/Day of Week



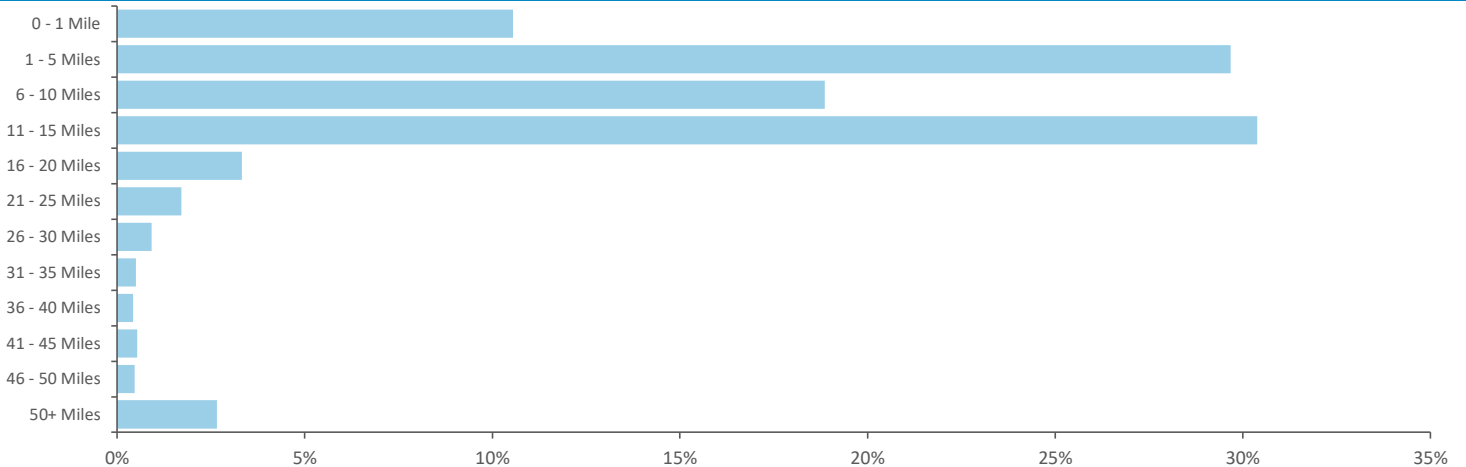
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



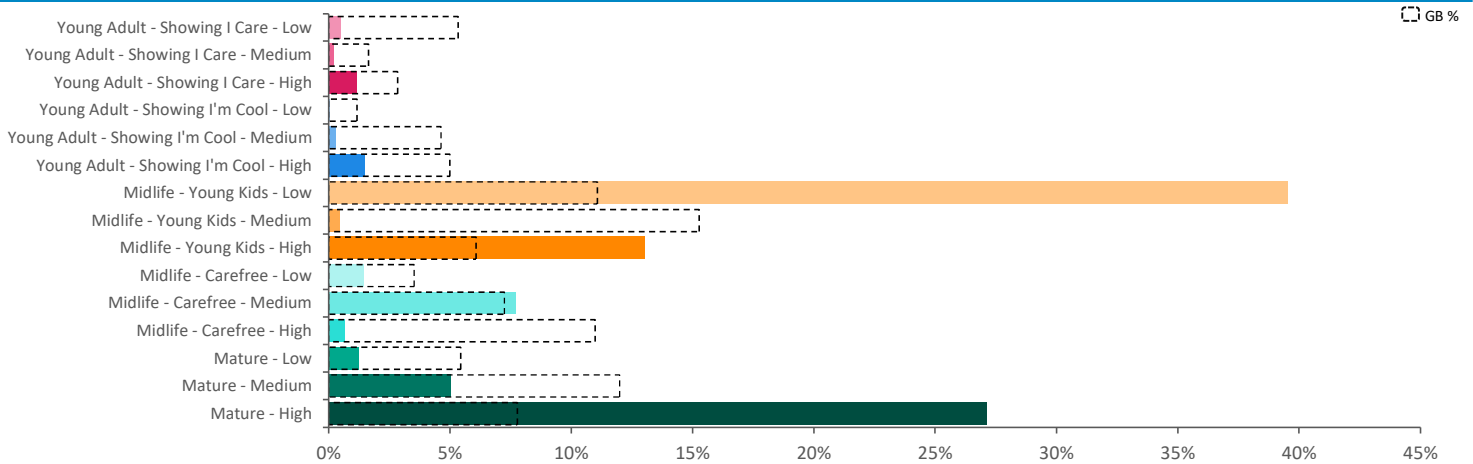
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

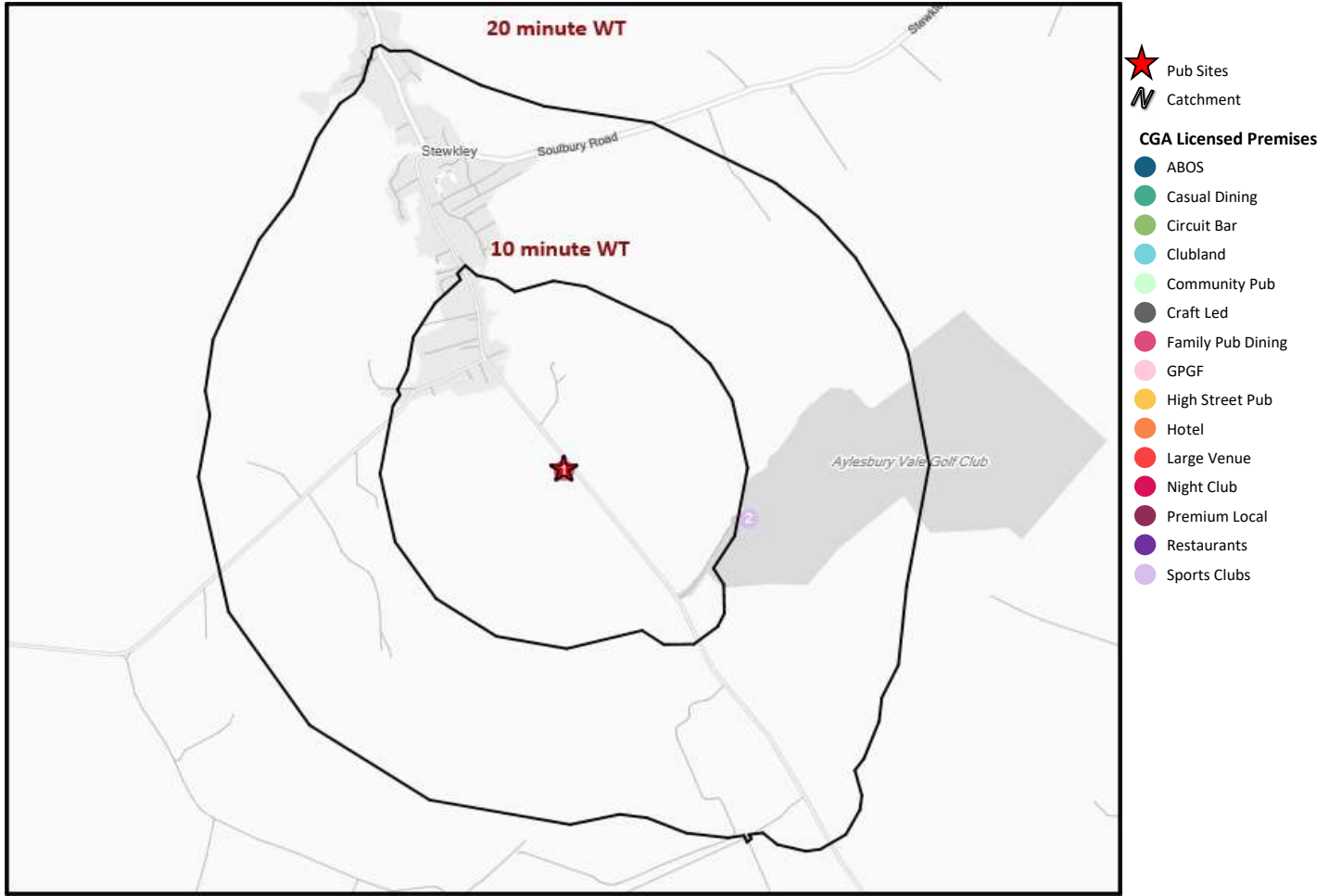


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



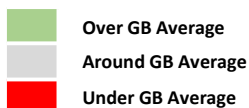
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Carpenters Arms	LU 7 0JB	Star Pubs & Bars	Family Pub Dining	0.0
2	Aylesbury Vale Golf Club	LU 7 0UJ	Independent Free	Sports Clubs	0.4

Per Pub Analysis - Carpenters Arms Stewkley



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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+	376	943	109,711
Number of Competition Pubs	1	1	118
Adults 18+ per Competition Pub	376	943	930

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	27	7.1%	69
Circuit Bar	0	0.0%	0
Community Pub	9	2.4%	14
Craft Led	0	0.0%	0
Great Pub Great Food	184	48.8%	254
High Street Pub	2	0.6%	3
Premium Local	155	41.2%	235

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	84	8.9%	88
Circuit Bar	16	1.7%	46
Community Pub	54	5.7%	33
Craft Led	7	0.7%	23
Great Pub Great Food	385	40.8%	213
High Street Pub	54	5.7%	33
Premium Local	344	36.5%	208

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	13,905	12.7%	124
Circuit Bar	3,382	3.1%	84
Community Pub	12,695	11.6%	67
Craft Led	3,209	2.9%	92
Great Pub Great Food	29,515	26.9%	140
High Street Pub	13,552	12.4%	71
Premium Local	25,355	23.1%	132

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 Lifestyle, 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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; 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.																			