CACI

Catchment Summary - Cottage Of Content Barton

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

| | 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	0	1,042	126,398	0	7	33

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	0	860	102,543	0	5	34
	Competition Pubs	0	4	167	0	13	46
	Adults 18+ per Competition Pub	0	215	614	0	26	74
	% Adults Likely to Drink	0.0%	85.4%	83.9%	0	104	102
Affluence	**Low**	0.0%	9.9%	14.2%	0	39	56
	Medium	0.0%	19.2%	33.9%	0	49	86
	High	0.0%	70.9%	49.9%	0	212	149

*Affluence does not include Not Private Households
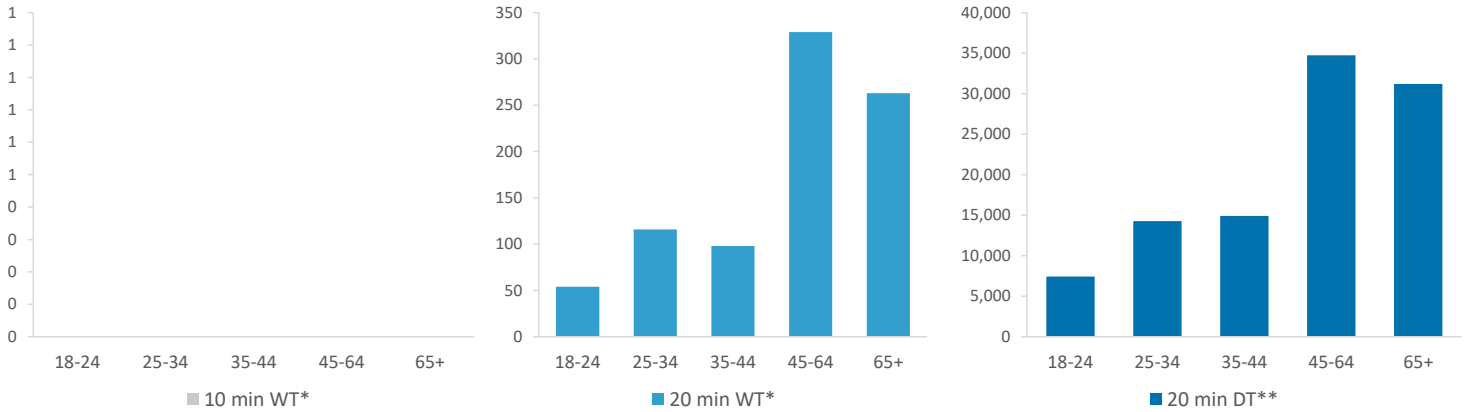
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	**18-24**	0	54	7,419	0	64	72
	25-34	0	116	14,264	0	84	85
	35-44	0	98	14,908	0	73	92
	45-64	0	329	34,740	0	124	108
	65+	0	263	31,212	0	132	129

		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**	0 (0%)	476 (46%)	61,995 (49%)	0	92	99
	Female	0 (0%)	566 (54%)	64,403 (51%)	0	107	101
Economic Status (16-74)	**Employed: Full-time**	0 (0%)	331 (45%)	39,133 (44%)	0	107	105
	Employed: Part-time	0 (0%)	87 (12%)	12,458 (14%)	0	90	108
	Self employed	0 (0%)	111 (15%)	10,533 (12%)	0	157	124
	Unemployed	0 (0%)	9 (1%)	1,289 (1%)	0	51	61
	Retired	0 (0%)	120 (16%)	14,040 (16%)	0	118	114
	Other	0 (0%)	83 (11%)	11,746 (13%)	0	57	67
	Total Worker Count	0	368	66,885			

See the Glossary page for further information on the above variables

CACI

Polaris Summary - Cottage Of Content Barton
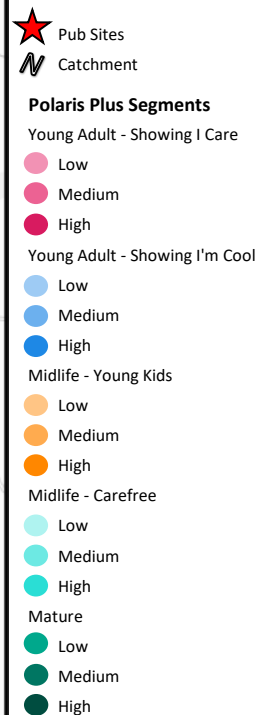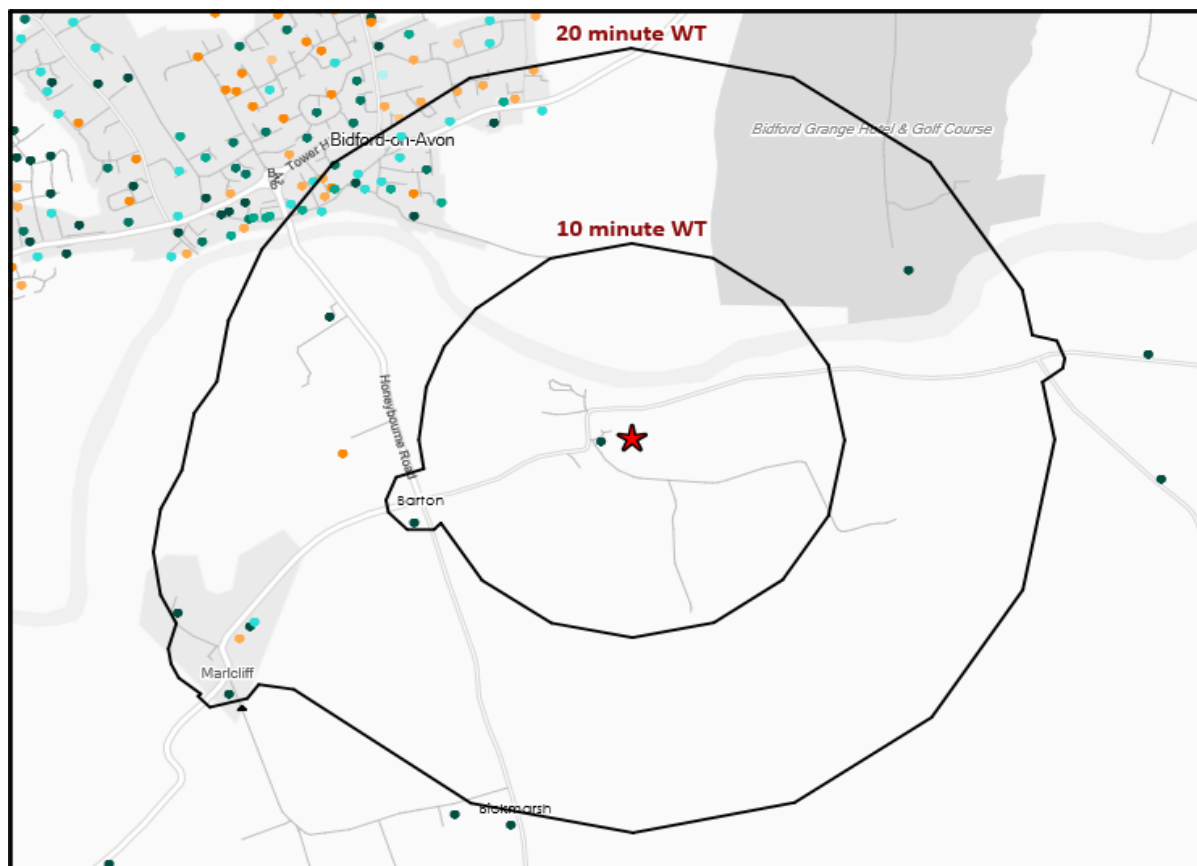
star PUBS&BARS

Polaris Segments

- ● Pub Sites (red star)
- N 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	1,104	0	0	12
Young Adult - Showing I'm Cool	0	0	4,269	0	0	45
Midlife - Young Kids	0	157	28,128	0	58	87
Midlife - Carefree	0	163	14,782	0	90	69
Mature	0	540	52,194	0	224	182
Not Private Households	0	0	2,066	0	0	140
Total	0	860	102,543			

Polaris Summary - Cottage Of Content Barton
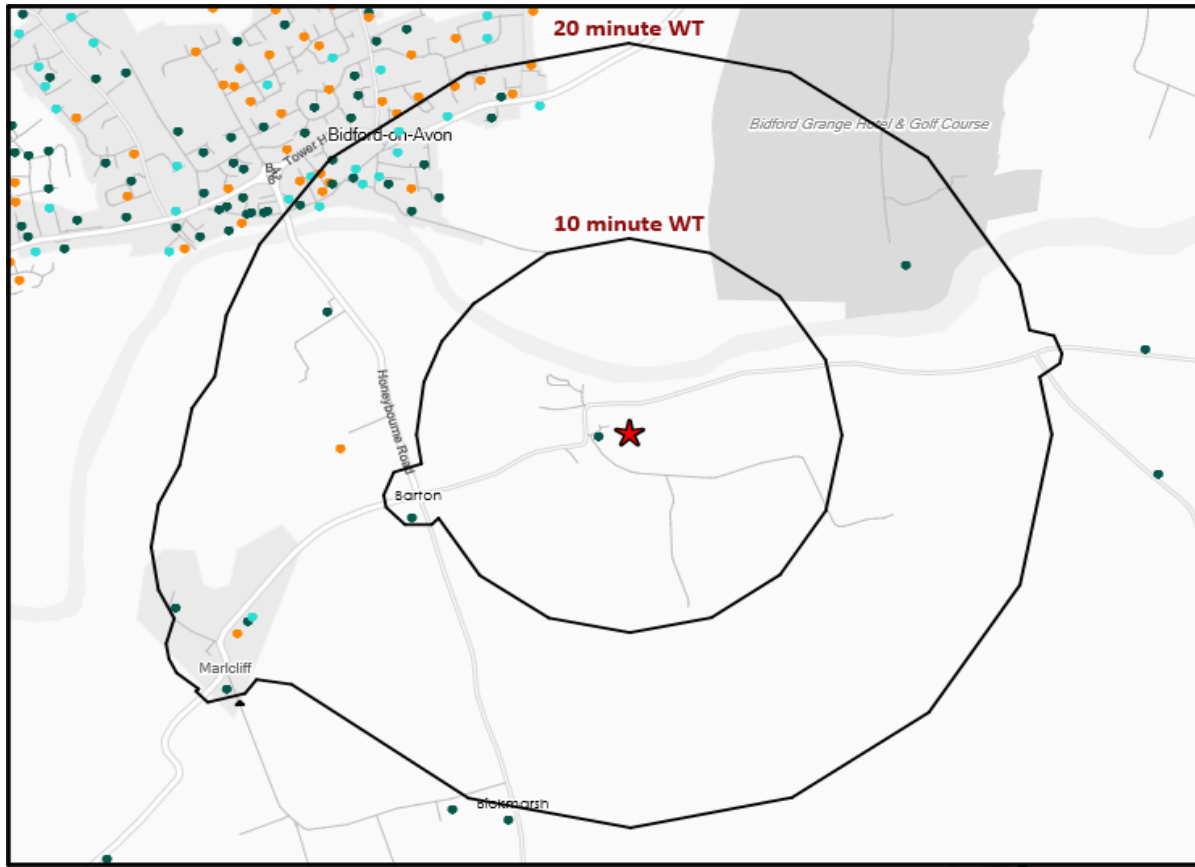
Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

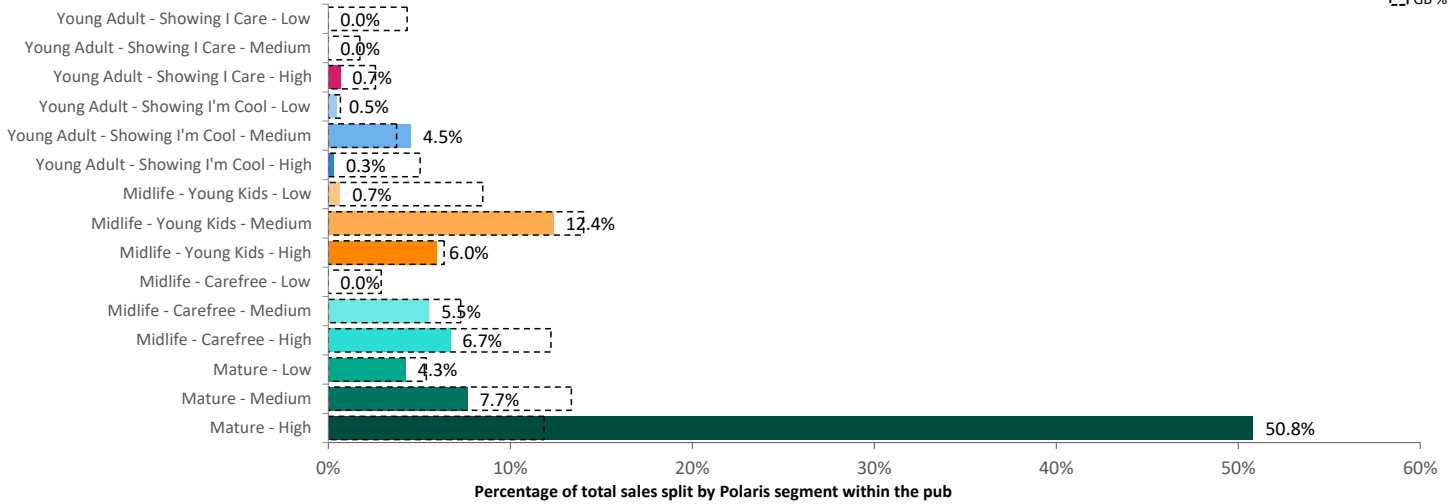Midlife - Carefree
- Low
- Medium
- High

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	1,104	0	0	32
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,961	0	0	52
High	0	0	2,308	0	0	50
Midlife - Young Kids						
Low	0	29	4,486	0	30	39
Medium	0	75	16,036	0	58	105
High	0	53	7,606	0	114	138
Midlife - Carefree						
Low	0	0	2,203	0	0	63
Medium	0	0	2,167	0	0	31
High	0	163	10,412	0	174	93
Mature						
Low	0	56	7,922	0	110	130
Medium	0	90	14,556	0	83	112
High	0	394	29,716	0	488	309
Not Private Households	0	0	2,066	0	0	140
Total	0	860	102,543			

Transactional Data Summary - Cottage Of Content Barton

star PUBS & BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.7%
Young Adult - Showing I'm Cool - Low	0.5%
Young Adult - Showing I'm Cool - Medium	4.5%
Young Adult - Showing I'm Cool - High	0.3%
Midlife - Young Kids - Low	0.7%
Midlife - Young Kids - Medium	12.4%
Midlife - Young Kids - High	6.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.5%
Midlife - Carefree - High	6.7%
Mature - Low	4.3%
Mature - Medium	7.7%
Mature - High	50.8%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£7
Young Adult - Showing I'm Cool - Low	£20
Young Adult - Showing I'm Cool - Medium	£28
Young Adult - Showing I'm Cool - High	£5
Midlife - Young Kids - Low	£7
Midlife - Young Kids - Medium	£16
Midlife - Young Kids - High	£25
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£22
Midlife - Carefree - High	£18
Mature - Low	£17
Mature - Medium	£17
Mature - High	£17

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

Spend by Month

Cottage Of Content Barton
Star Pubs

CACI

Mobile Data Summary - Cottage Of Content Barton

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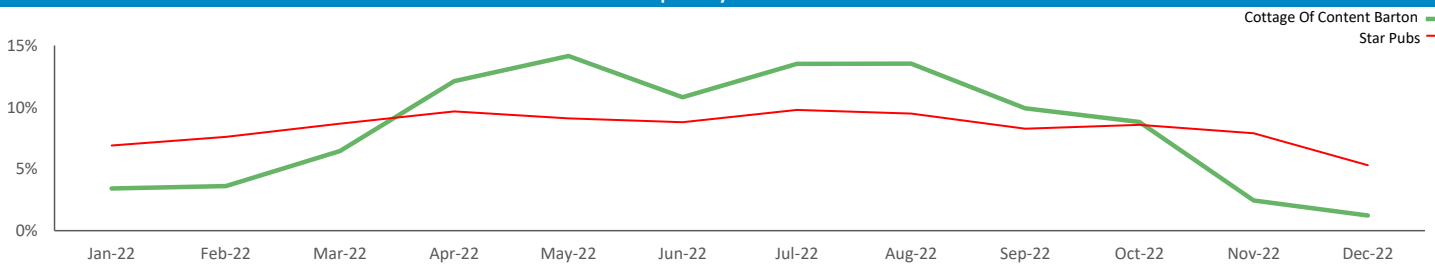
Time of Day/Day of Week
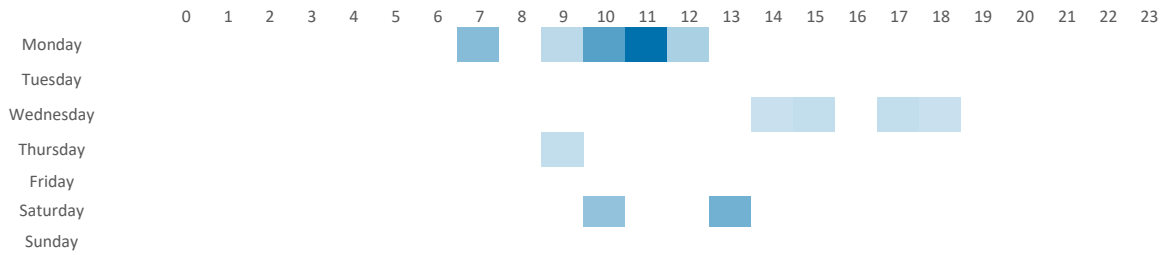
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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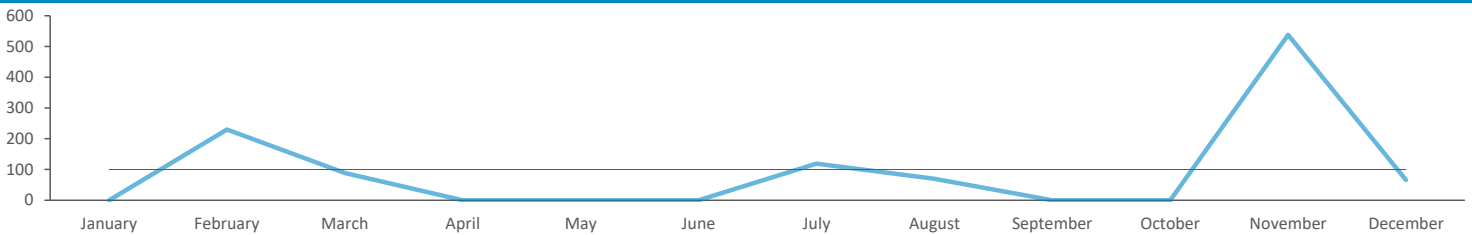
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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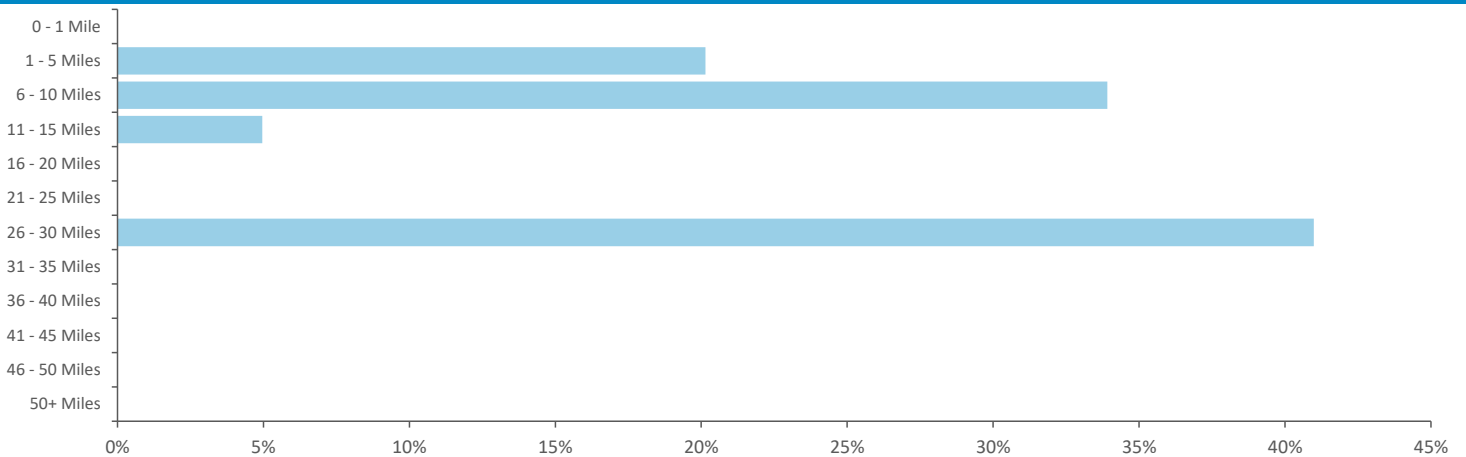
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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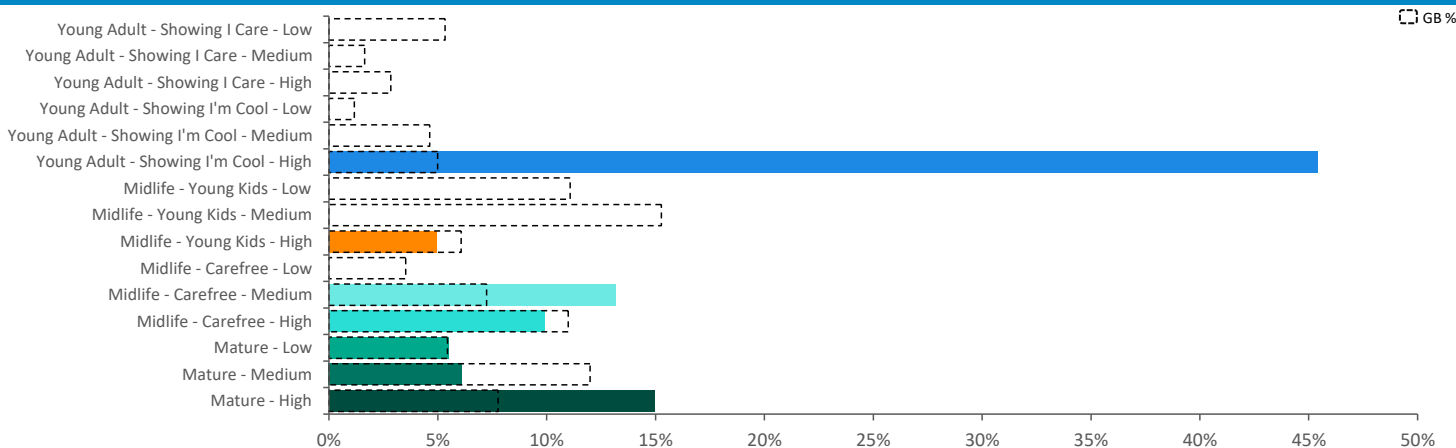
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Cottage Of Content Barton

Legend:
- ★ 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	Cottage Of Content	B 50 4NP	Star Pubs & Bars	Premium Local	0.0
2	Bidford Grange Golf & Country Club	B 50 4LY	Independent Free	Clubland	0.6
3	Bulls Head Inn	B 50 4AA	Star Pubs & Bars	Premium Local	0.7
4	Balti Hut	B 50 4AD	Independent Free	Restaurants	0.8
5	Frog	B 50 4BG	Stonegate Pub Company	Premium Local	0.8
5	Bidford Bridge Restaurant	B 50 4BG	Independent Free	Restaurants	0.8
7	Bidford-On-Avon Bowls Club	B 50 4EZ	Independent Free	Clubland	0.9
8	Bidford Gliding Centre	B 50 4PD	Independent Free	Clubland	1.0

Per Pub Analysis - Cottage Of Content Barton

	Over GB Average
	Around GB Average
	Under GB Average
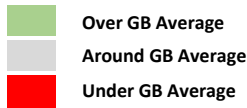
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	0	860	102,543
Number of Competition Pubs	0	4	167
Adults 18+ per Competition Pub	0	215	614

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	0	0.0%	0
Circuit Bar	0	0.0%	0
Community Pub	0	0.0%	0
Craft Led	0	0.0%	0
Great Pub Great Food	0	0.0%	0
High Street Pub	0	0.0%	0
Premium Local	0	0.0%	0

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	65	7.6%	74
Circuit Bar	14	1.7%	45
Community Pub	98	11.4%	66
Craft Led	4	0.5%	16
Great Pub Great Food	309	35.9%	187
High Street Pub	89	10.3%	59
Premium Local	281	32.7%	186

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	9,410	9.2%	90
Circuit Bar	2,960	2.9%	79
Community Pub	13,553	13.2%	76
Craft Led	1,778	1.7%	55
Great Pub Great Food	27,849	27.2%	142
High Street Pub	13,981	13.6%	79
Premium Local	26,576	25.9%	148

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.