CACI

Catchment Summary - Joseph Arch Barford

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	1,614	1,614	357,582	30	11	94
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	1,244	1,244	291,516	29	7	98
	Competition Pubs	2	2	359	13	6	99
	Adults 18+ per Competition Pub	622	622	812	75	75	98
	% Adults Likely to Drink	86.0%	86.0%	83.8%	104	104	102
Affluence	**Low**	0.0%	0.0%	20.8%	0	0	81
	Medium	14.2%	14.2%	28.1%	36	36	71
	High	85.8%	85.8%	48.7%	256	256	145
Age Profile	**18-24**	81	81	49,816	62	62	172
	25-34	201	201	50,886	94	94	107
	35-44	201	201	40,621	97	97	88
	45-64	419	419	81,895	102	102	90
	65+	342	342	68,298	111	111	100
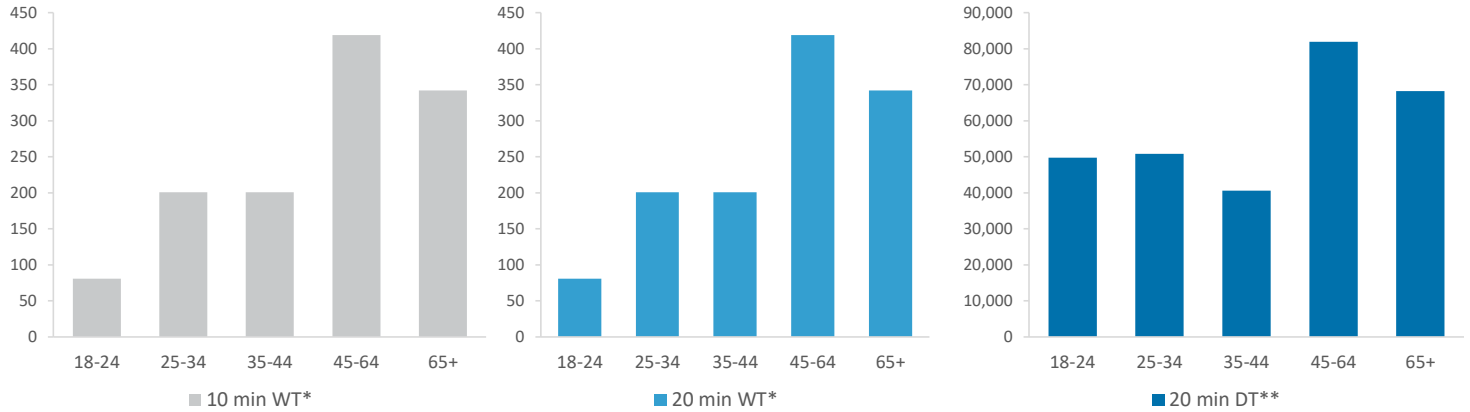
*Affluence does not include Not Private Households

		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**	794 (49%)	794 (49%)	180,141 (50%)	99	99	102
	Female	820 (51%)	820 (51%)	177,441 (50%)	101	101	98
Economic Status (16-74)	**Employed: Full-time**	529 (48%)	529 (48%)	108,205 (41%)	114	114	99
	Employed: Part-time	150 (13%)	150 (13%)	31,029 (12%)	104	104	91
	Self employed	144 (13%)	144 (13%)	25,239 (10%)	135	135	100
	Unemployed	11 (1%)	11 (1%)	4,480 (2%)	42	42	72
	Retired	166 (15%)	166 (15%)	34,969 (13%)	108	108	96
	Other	113 (10%)	113 (10%)	59,928 (23%)	51	51	115
	Total Worker Count	208	208	203,969			

See the Glossary page for further information on the above variables

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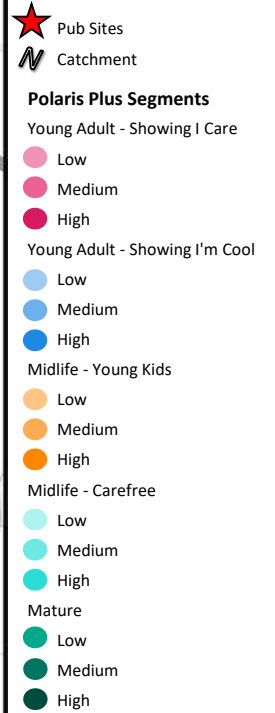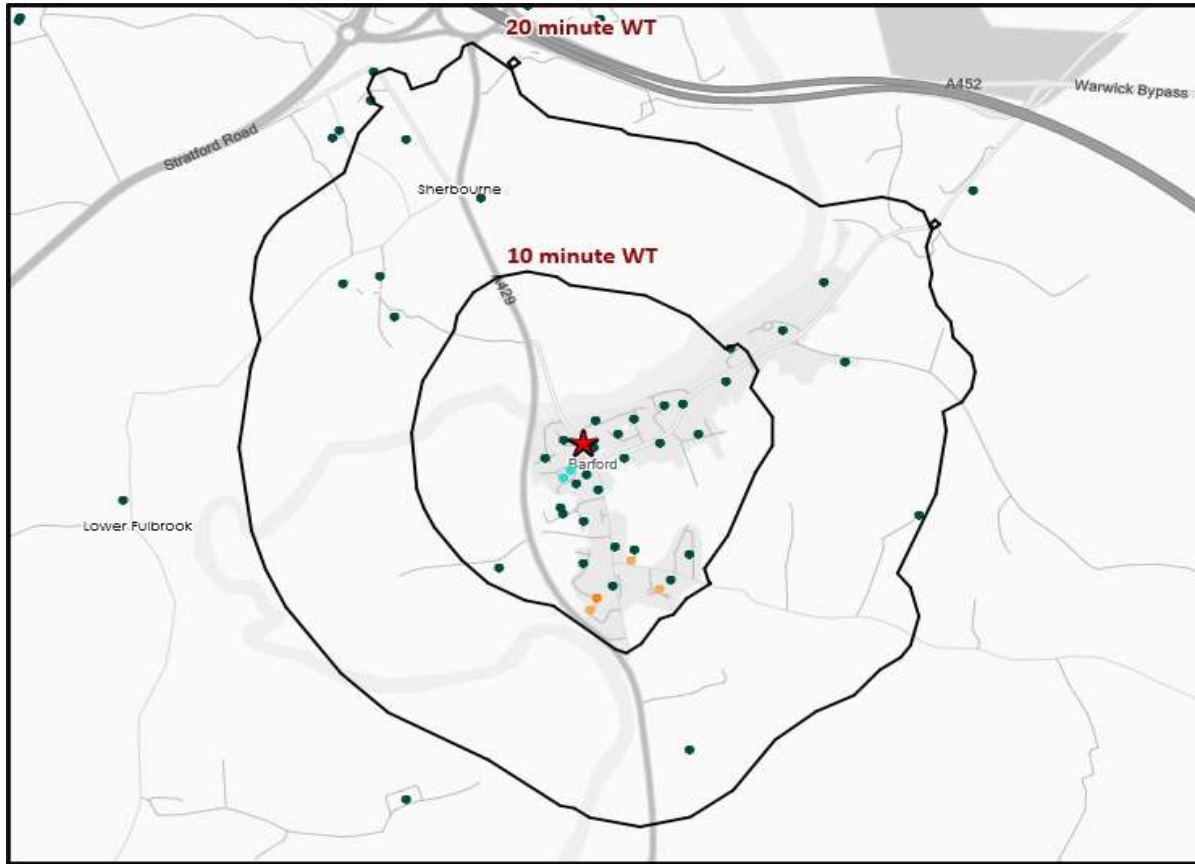## Polaris Summary - Joseph Arch Barford
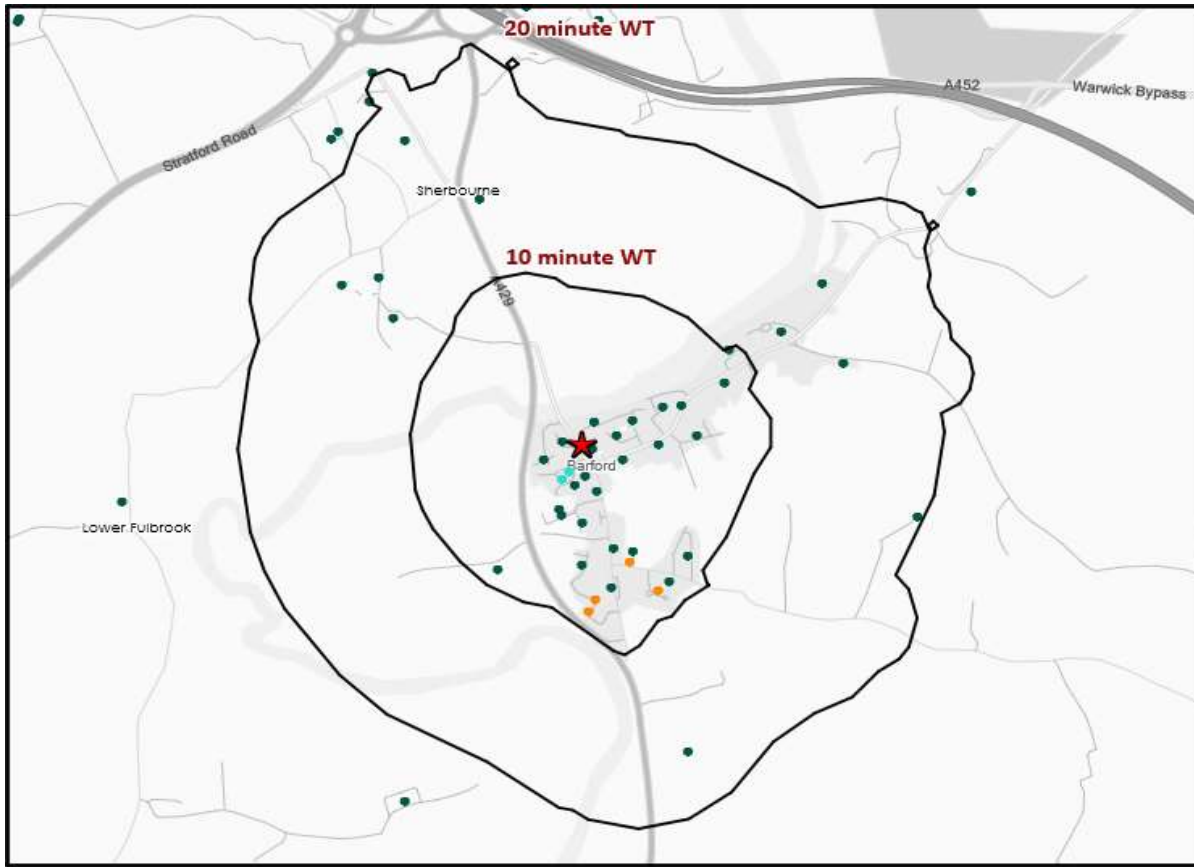
Legend:
- ★ Pub Sites
- Ⓝ Catchment

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	39,643	0	0	152
Young Adult - Showing I'm Cool	0	0	22,368	0	0	83
Midlife - Young Kids	278	278	60,224	71	71	66
Midlife - Carefree	41	41	54,988	16	16	90
Mature	925	925	107,397	266	266	132
Not Private Households	0	0	6,896	0	0	165
Total	1,244	1,244	291,516			

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Polaris Summary - Joseph Arch Barford

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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

★ Pub Sites
Ⓝ Catchment

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	19,795	0	0	162
Medium	0	0	5,915	0	0	149
High	0	0	13,933	0	0	142
Young Adult - Showing I'm Cool						
Low	0	0	100	0	0	3
Medium	0	0	6,489	0	0	60
High	0	0	15,779	0	0	121
Midlife - Young Kids						
Low	0	0	16,741	0	0	52
Medium	177	177	32,573	95	95	75
High	101	101	10,910	151	151	69
Midlife - Carefree						
Low	0	0	5,743	0	0	58
Medium	0	0	7,215	0	0	37
High	41	41	42,030	30	30	132
Mature						
Low	0	0	18,336	0	0	106
Medium	0	0	29,811	0	0	81
High	925	925	59,250	793	793	217
Not Private Households	0	0	6,896	0	0	165
Total	1,244	1,244	291,516			

Transactional Data Summary - Joseph Arch Barford

star PUBS&BARS

Spend by Polaris

☐ GB %

Polaris Segment	%
Young Adult - Showing I Care - Low	1.9%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.6%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.6%
Young Adult - Showing I'm Cool - High	1.1%
Midlife - Young Kids - Low	1.1%
Midlife - Young Kids - Medium	7.3%
Midlife - Young Kids - High	1.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.8%
Midlife - Carefree - High	2.3%
Mature - Low	1.3%
Mature - Medium	2.5%
Mature - High	78.5%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£15
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£8
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£10
Young Adult - Showing I'm Cool - High	£12
Midlife - Young Kids - Low	£15
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£13
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£20
Midlife - Carefree - High	£10
Mature - Low	£6
Mature - Medium	£16
Mature - High	£11

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

Spend by Month

Joseph Arch Barford
Star Pubs

Mobile Data Summary - Joseph Arch Barford

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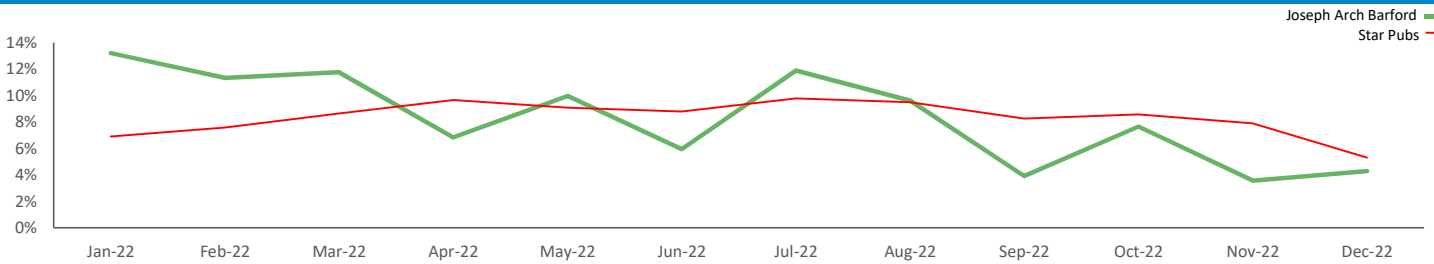
Time of Day/Day of Week
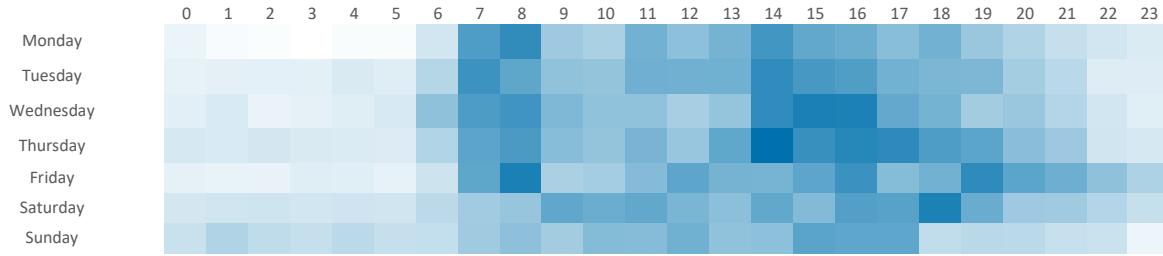
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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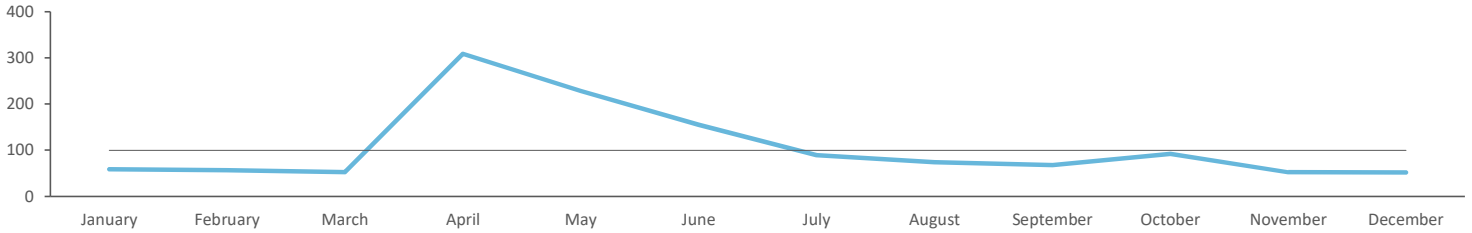
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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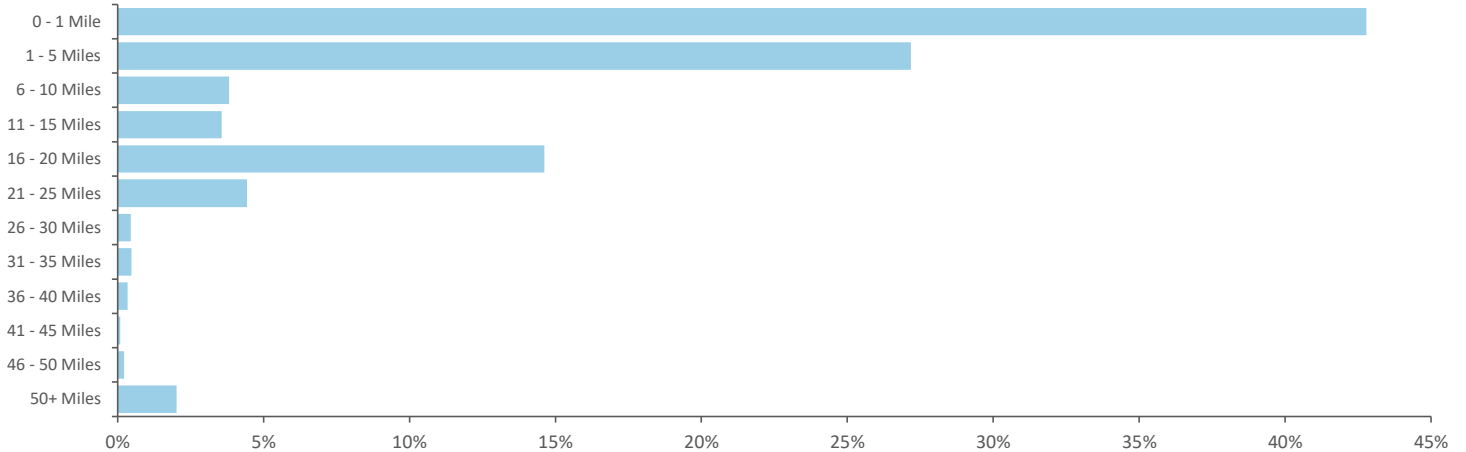
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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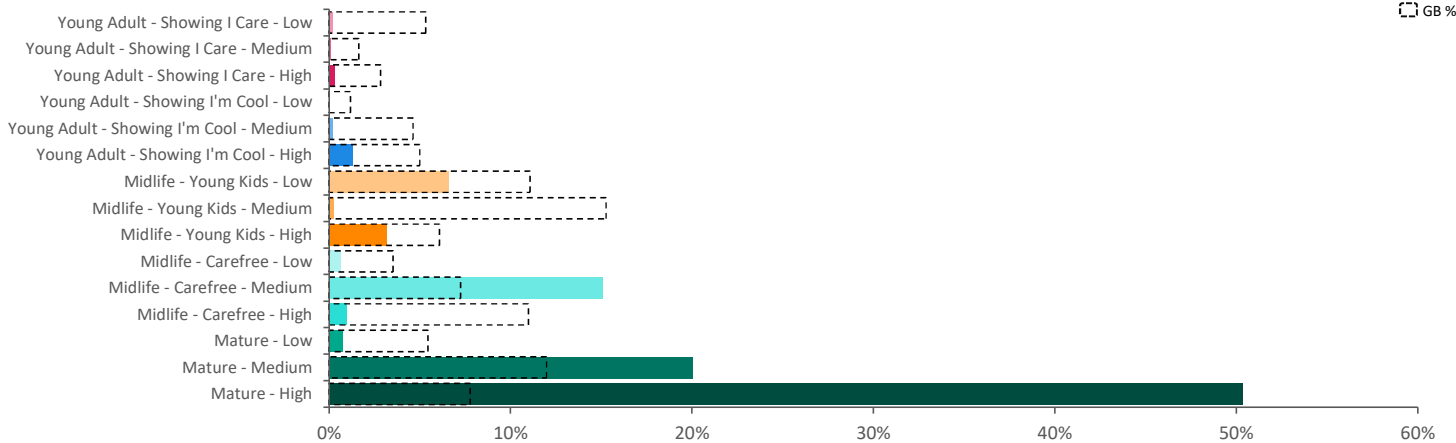
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Joseph Arch Barford

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	Joseph Arch	CV35 8EH	Star Pubs & Bars	Premium Local	0.0
2	Glebe Hotel	CV35 8BS	Independent Free	Hotel	0.2
3	Granville At Barford	CV35 8DS	Stonegate Pub Company	GPGF	0.3
4	Express By Holiday Inn	CV34 6TW	Atlas Hotels	Hotel	1.0
5	Hilton Hotel	CV34 6RE	Hilton Group	Hotel	1.1

Per Pub Analysis - Joseph Arch Barford

*WT= Walktime, **DT= Drivetime
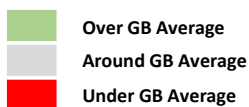
■ (green)	Over GB Average
■ (grey)	Around GB Average
■ (red)	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,244	1,244	291,516
Number of Competition Pubs	2	2	359
Adults 18+ per Competition Pub	622	622	812

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	126	10.1%	99
Circuit Bar	24	1.9%	52
Community Pub	22	1.8%	10
Craft Led	10	0.8%	26
Great Pub Great Food	532	42.7%	223
High Street Pub	48	3.9%	22
Premium Local	482	38.7%	221

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	126	10.1%	99
Circuit Bar	24	1.9%	52
Community Pub	22	1.8%	10
Craft Led	10	0.8%	26
Great Pub Great Food	532	42.7%	223
High Street Pub	48	3.9%	22
Premium Local	482	38.7%	221

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	32,393	11.1%	109
Circuit Bar	9,614	3.3%	90
Community Pub	42,285	14.5%	84
Craft Led	9,627	3.3%	104
Great Pub Great Food	74,920	25.7%	134
High Street Pub	40,514	13.9%	80
Premium Local	62,310	21.4%	122

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
Consumer Insight	*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*
	"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.