

Catchment Summary - Plough Inn Hereford

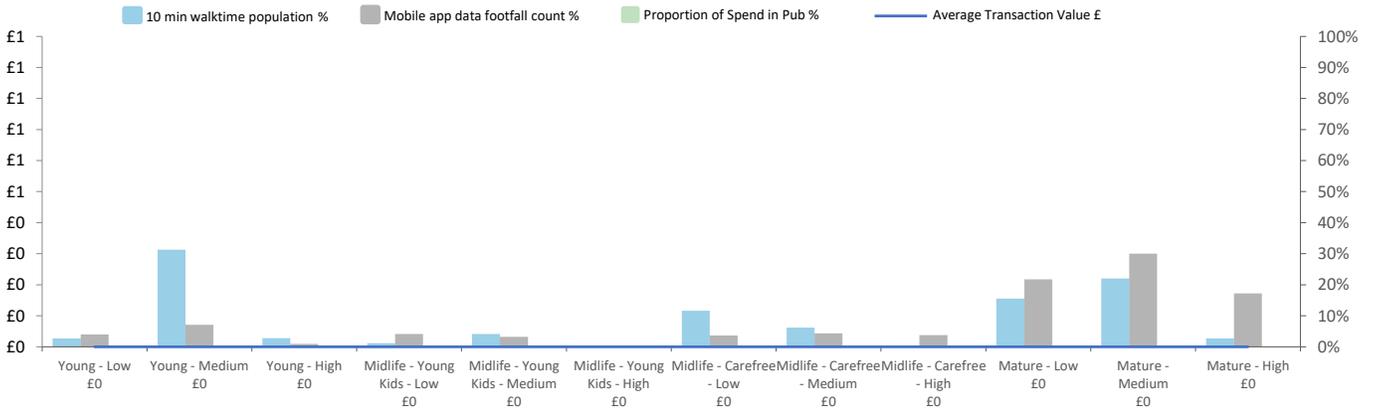
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626204	Plough Inn Hereford	HR 4 0DH	Star Pubs & Bars	Premium Local	15



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Plough Inn Hereford



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

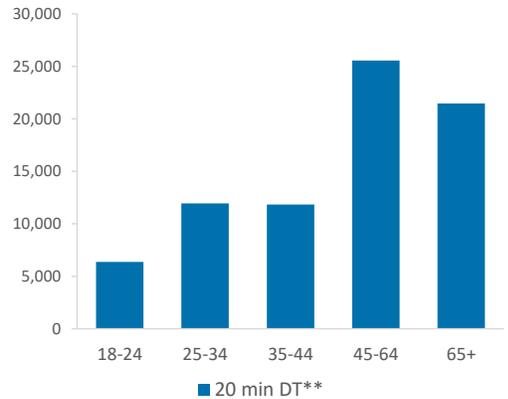
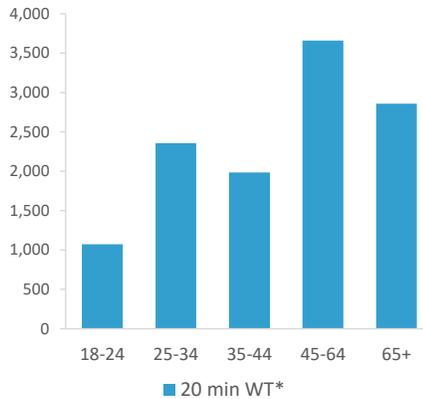
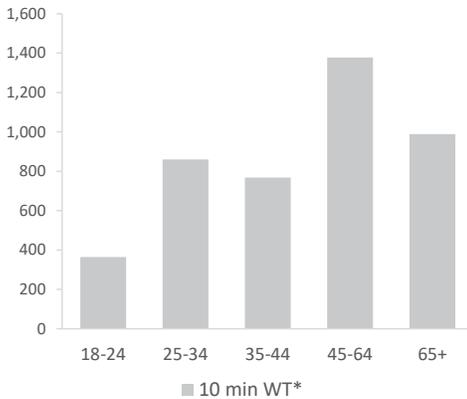
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,329	14,539	95,604	99	79	22
Adults 18+	4,360	11,929	77,155	97	78	22
Competition Pubs	9	50	108	50	139	26
Adults 18+ per Competition Pub	484	239	714	56	28	83
% Adults Likely to Drink	78.8%	77.9%	78.1%	103	102	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	31.0%	39.7%	34.3%	93	119	103
	Medium	63.6%	52.9%	42.9%	167	139	113
	High	5.4%	7.3%	21.1%	20	27	77

*Affluence does not include Not Private Households

Age Profile	18-24	365	1,073	6,380	84	91	82
	25-34	860	2,356	11,938	121	121	94
	35-44	768	1,984	11,835	109	103	93
	45-64	1,378	3,659	25,551	101	98	104
	65+	989	2,857	21,451	97	102	117



	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	2,628 (49%)	7,223 (50%)	47,024 (49%)	101	101	100
	Female	2,701 (51%)	7,316 (50%)	48,580 (51%)	99	99	100
Economic Status (16+)	Employed: Full-time	1,762 (39%)	4,766 (39%)	27,260 (34%)	114	113	100
	Employed: Part-time	645 (14%)	1,659 (14%)	10,710 (14%)	121	114	114
	Self employed	410 (9%)	990 (8%)	8,072 (10%)	99	87	110
	Unemployed	117 (3%)	294 (2%)	1,675 (2%)	94	87	76
	Full-time student	85 (2%)	206 (2%)	1,288 (2%)	80	71	68
	Retired	832 (19%)	2,624 (21%)	19,303 (24%)	85	98	111
	Other	633 (14%)	1,719 (14%)	10,957 (14%)	81	81	79
Total Worker Count		2,366	19,741	54,108			

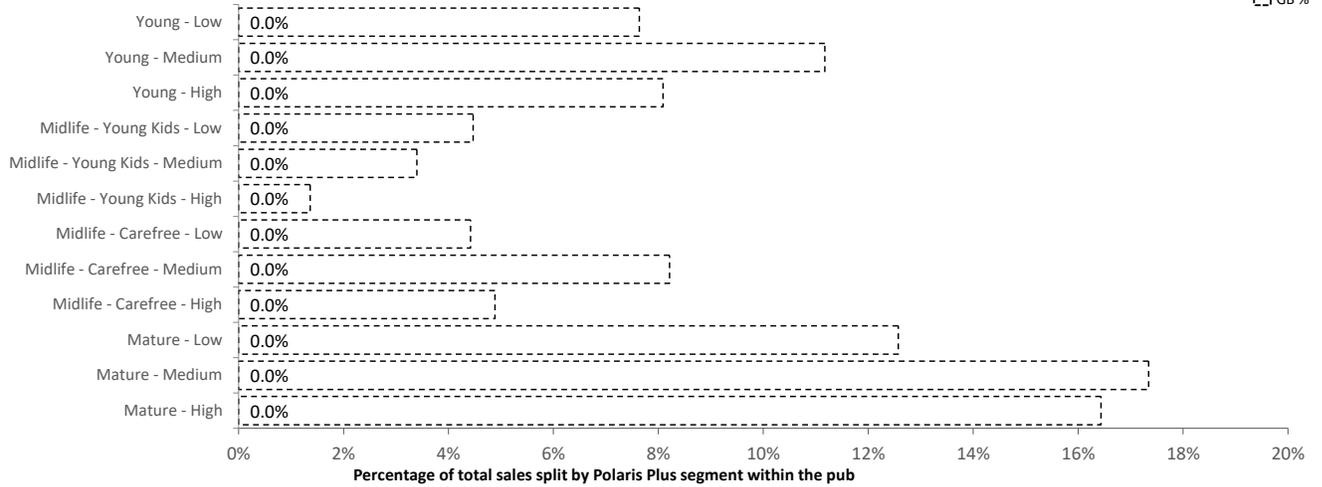
See the Glossary page for further information on the above variables

Transactional Data Summary - Plough Inn Hereford

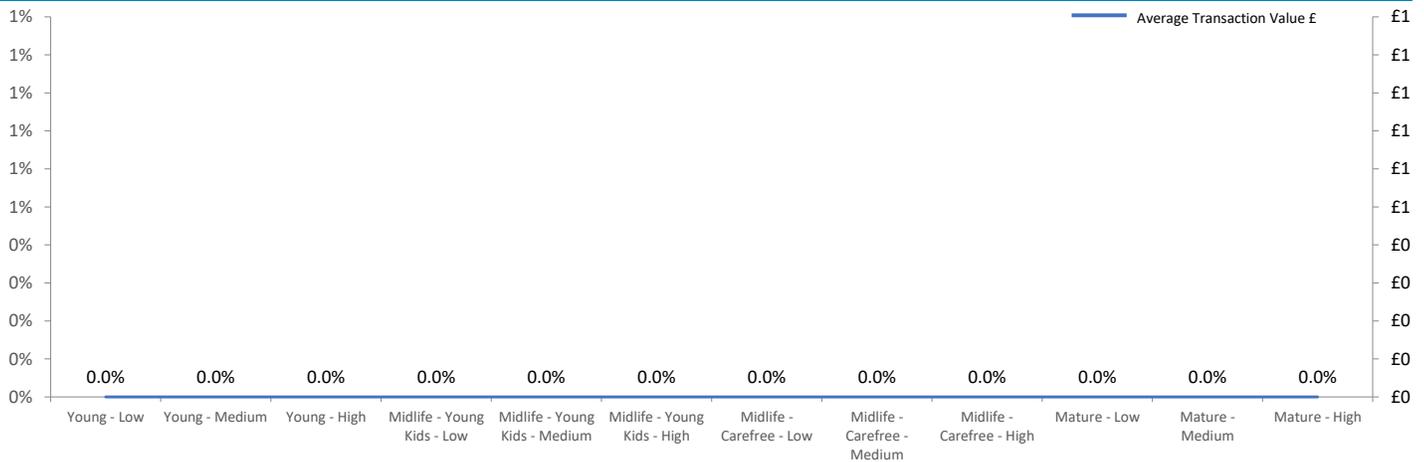


© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris Plus

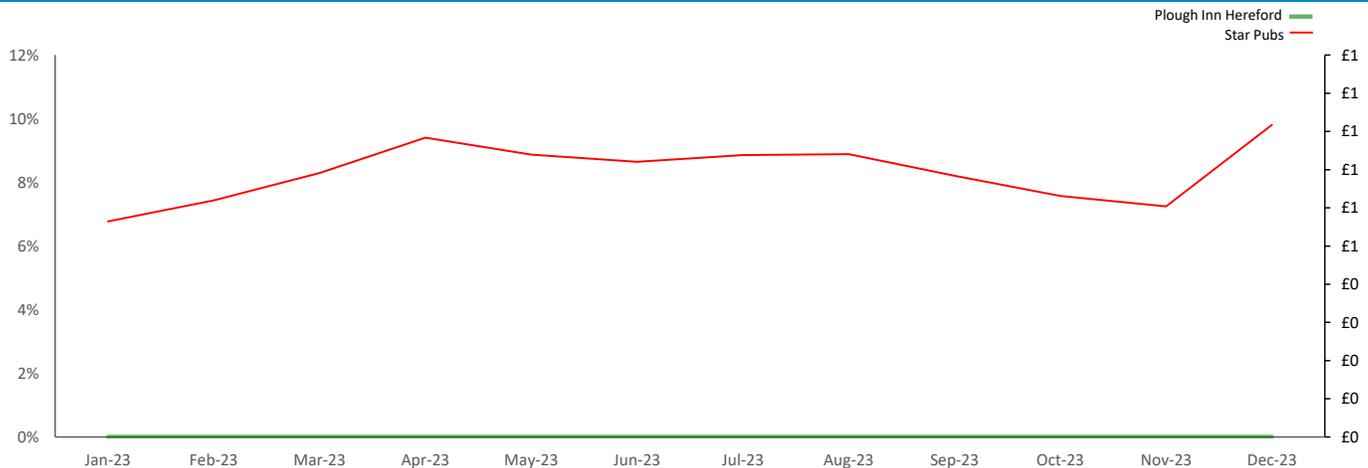


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



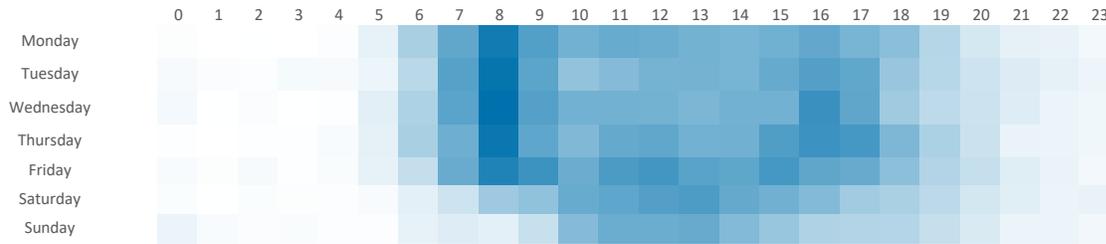
Seasonality of the spend split by month

Mobile Data Summary - Plough Inn Hereford



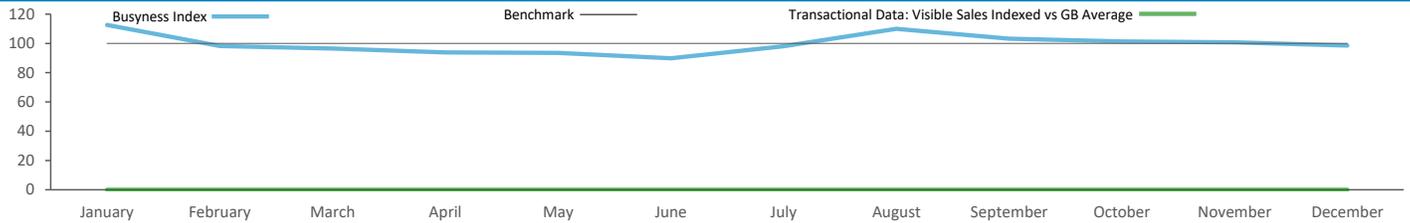
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



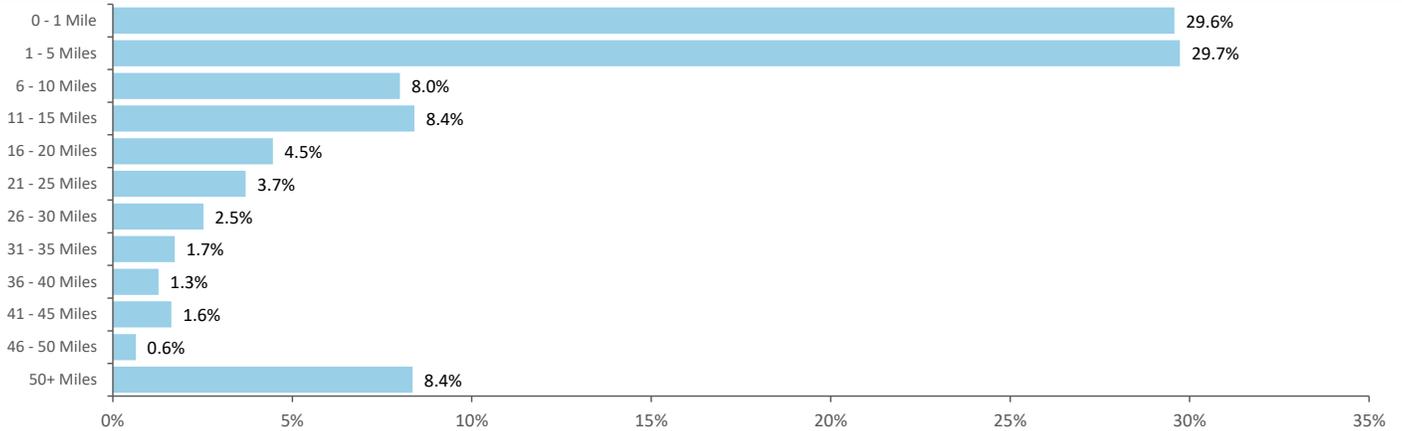
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

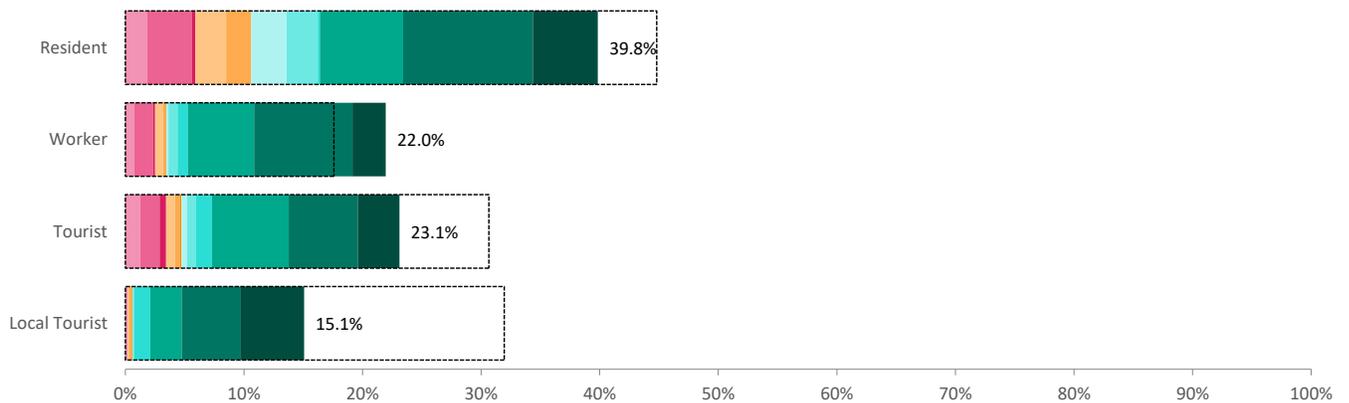
Distance from Home



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

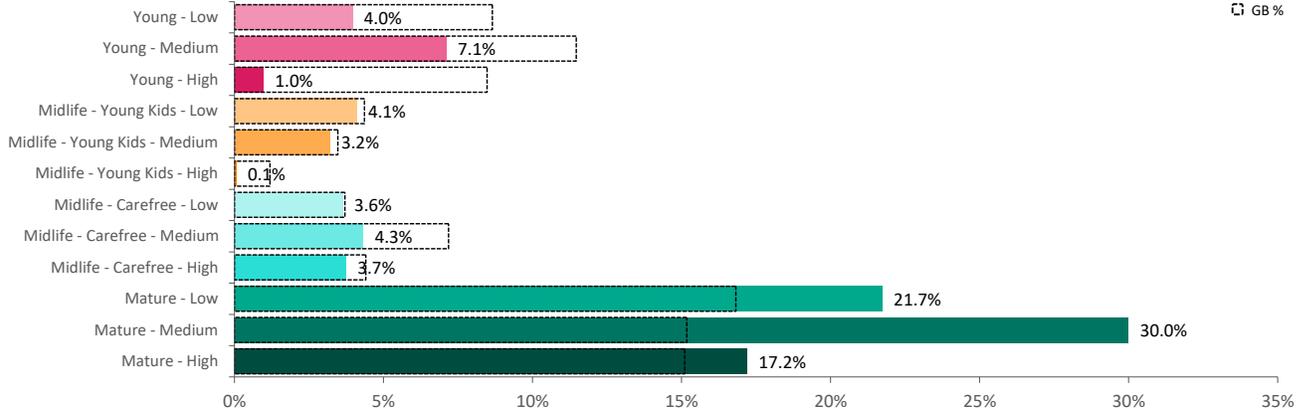
Audience Classification by Polaris Plus

Base: GB



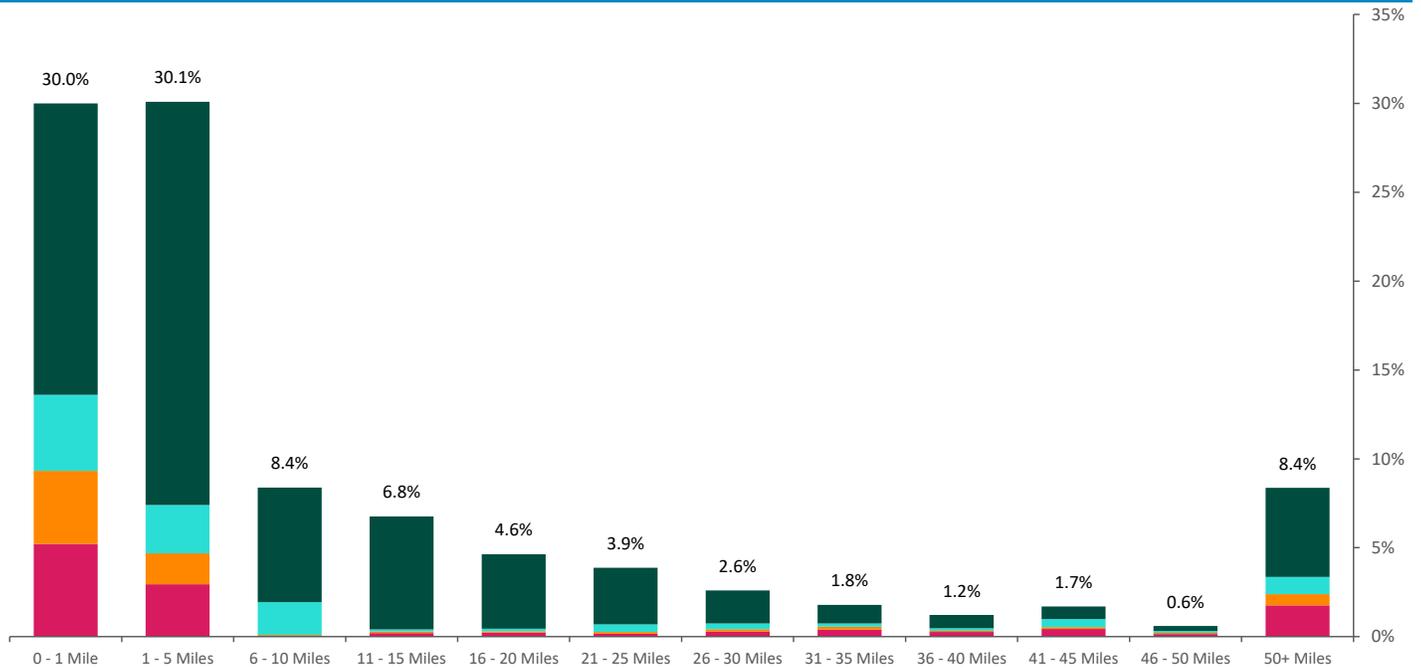
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



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

Distance from Home by Polaris

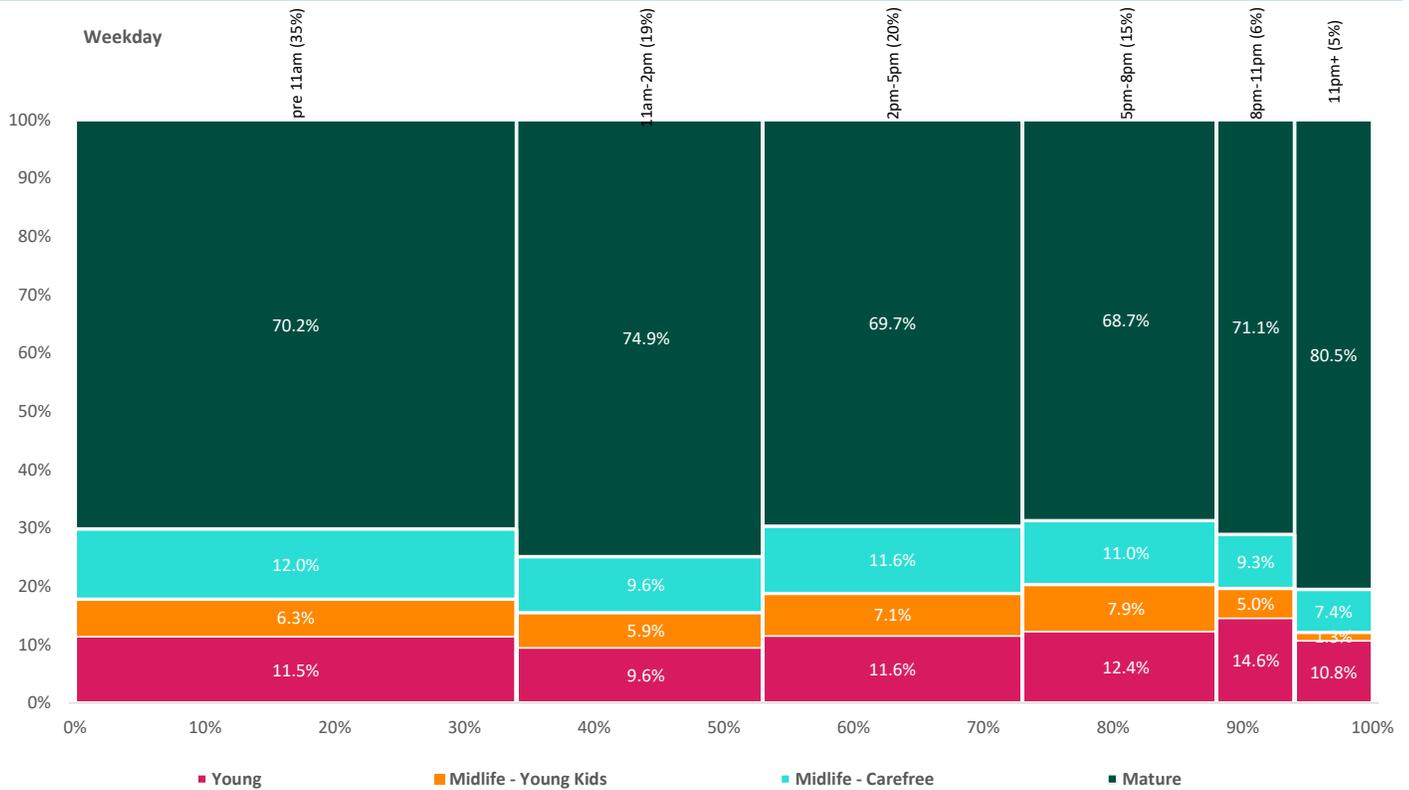


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

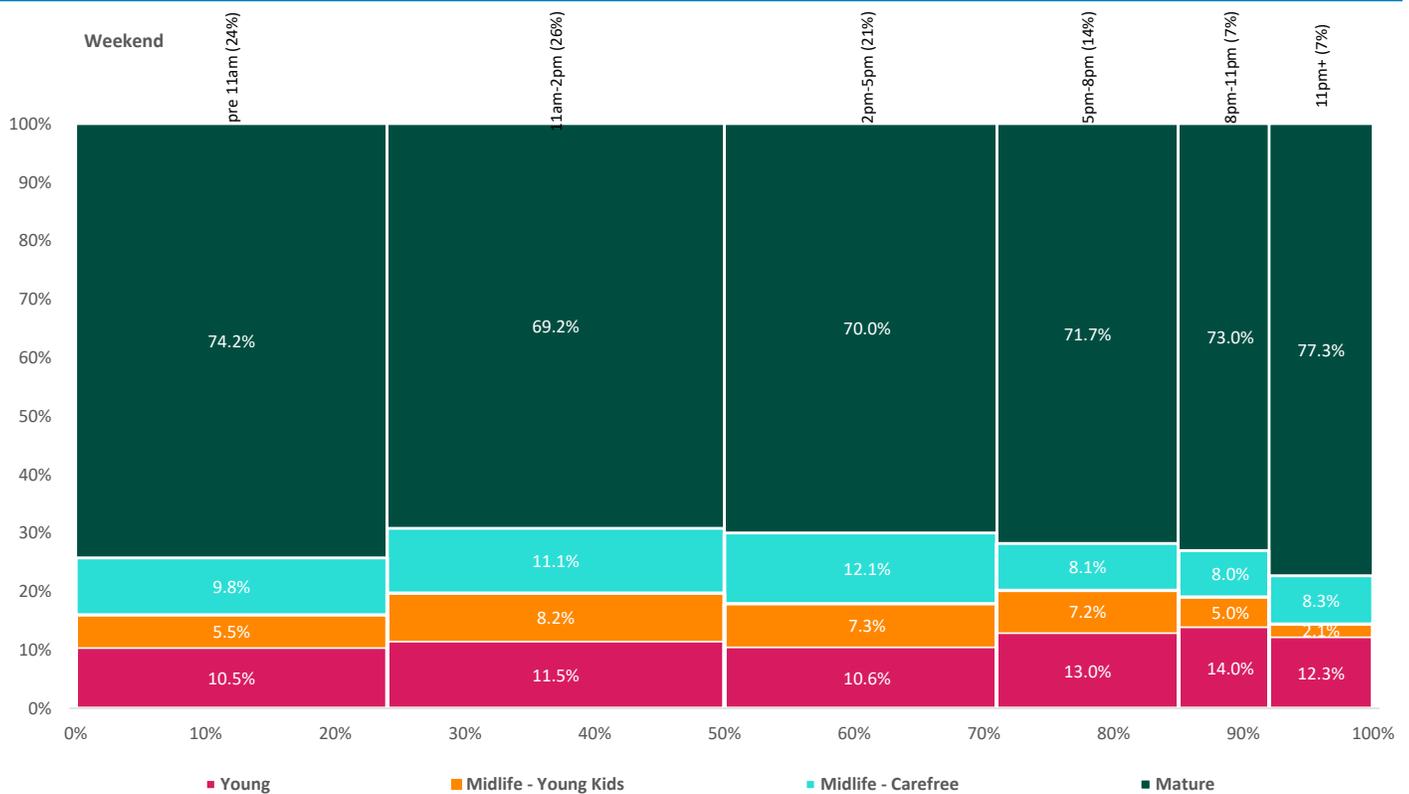
Mobile Data Summary - Plough Inn Hereford

© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day by Polaris: Weekday (Monday to Friday)



Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Plough Inn Hereford



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

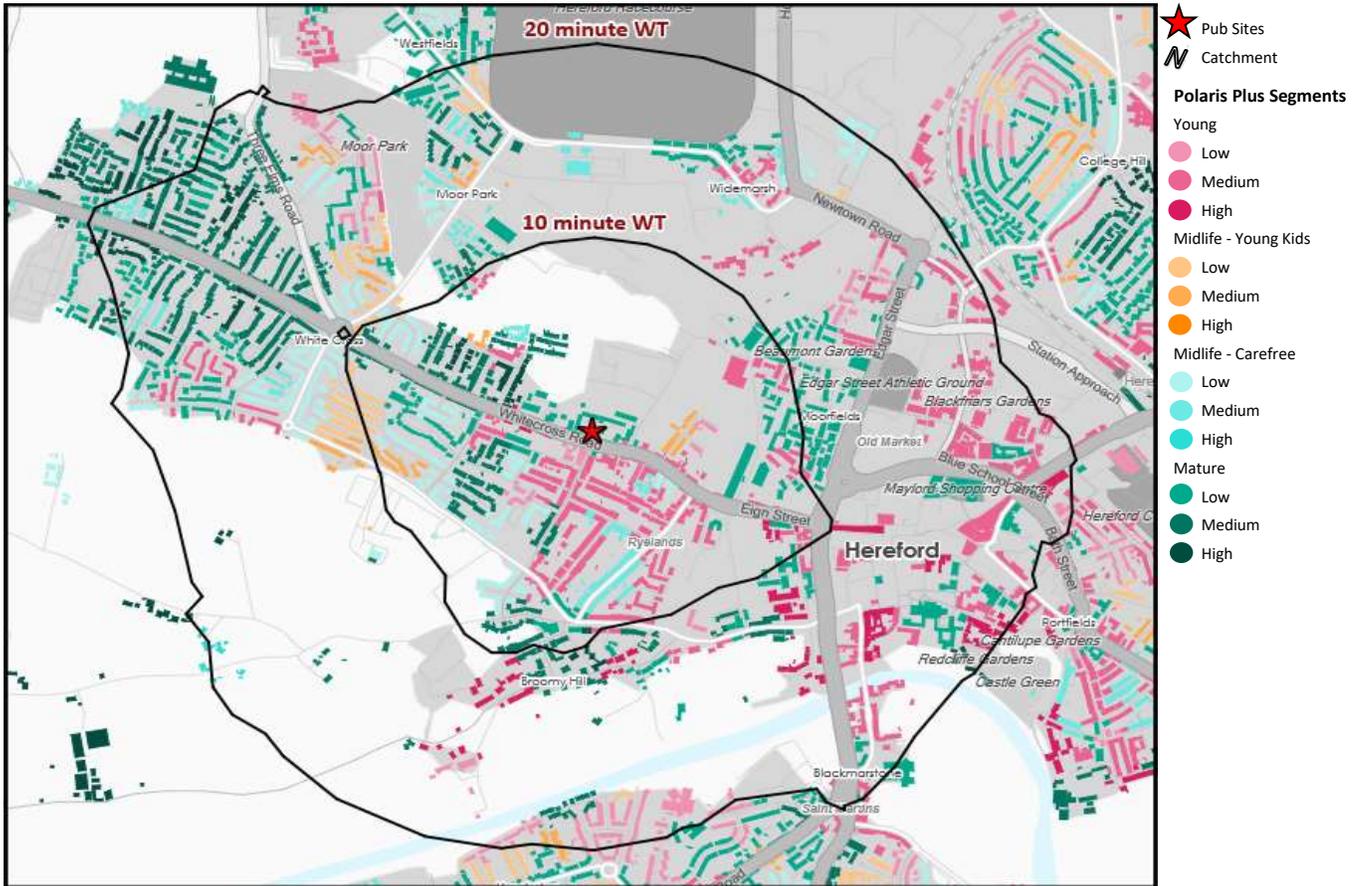
*WT= Walktime, **DT= Drivetime

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	1,603	4,397	13,898	134	134	65
Midlife - Young Kids	231	808	4,479	48	62	53
Midlife - Carefree	775	1,382	8,797	112	73	72
Mature	1,751	5,323	48,645	90	101	142
Not Private Households	0	19	1,336	0	12	132
Total	4,360	11,929	77,155			

Polaris Plus Summary - Plough Inn Hereford



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Polaris Plus Profile by Catchment

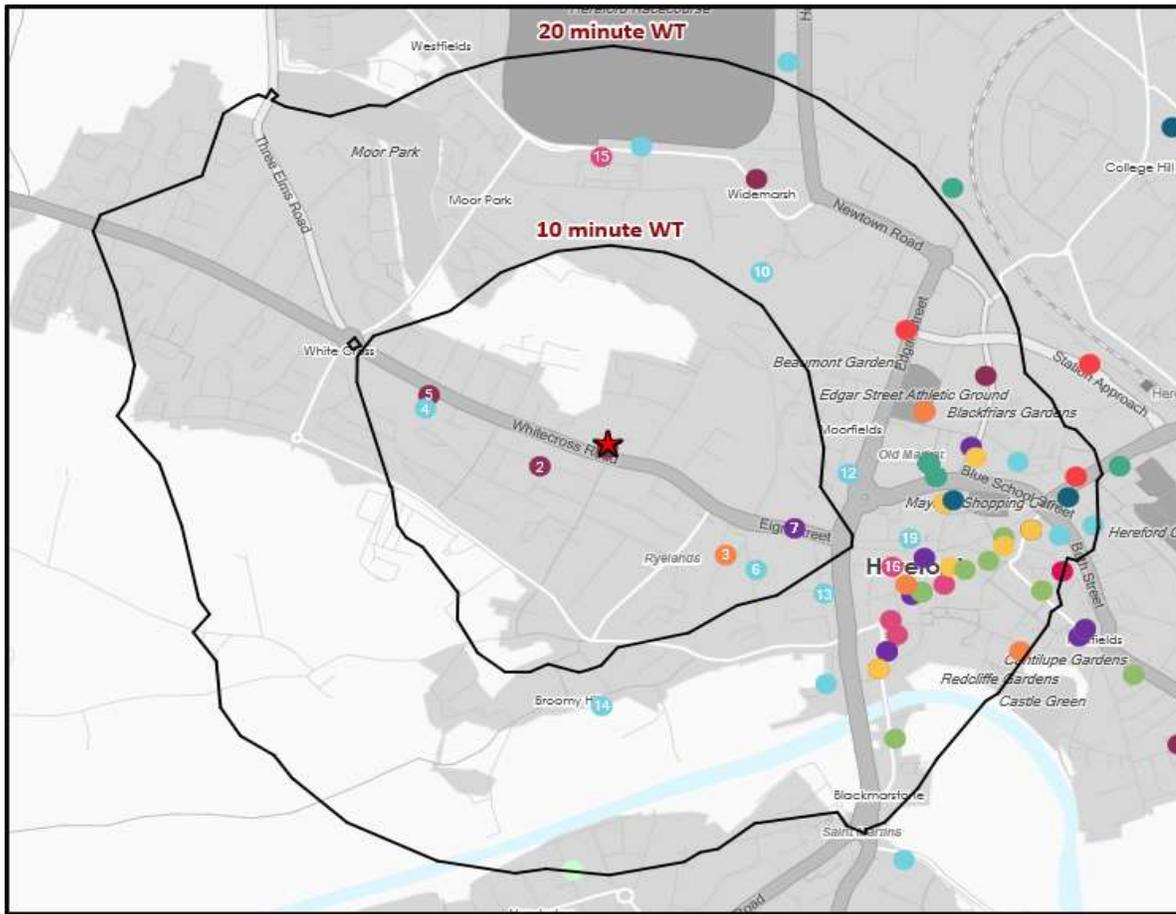
*WT= Walktime, **DT= Drivetime

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						
Low	119	682	5,611	28	58	74
Medium	1,364	3,148	7,332	285	240	87
High	120	567	955	41	71	18
Midlife - Young Kids						
Low	51	412	2,557	21	63	60
Medium	180	396	1,922	95	77	58
High	0	0	0	0	0	0
Midlife - Carefree						
Low	506	917	2,448	275	182	75
Medium	269	465	3,992	86	54	72
High	0	0	2,357	0	0	69
Mature						
Low	675	2,724	15,812	113	166	149
Medium	959	2,299	19,866	140	123	164
High	117	300	12,967	18	17	112
Not Private Households	0	19	1,336	0	12	132
Total	4,360	11,929	77,155			

CGA Summary - Plough Inn Hereford



© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2023 TomTom



- ★ 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)
0	Tomkins Theatre	HR 4 0DH	Independent Free	Clubland	0.0
0	Plough Inn	HR 4 0DH	Star Pubs & Bars	Premium Local	0.0
2	Britannia Inn	HR 4 0HH	Wye Valley	Premium Local	0.1
3	Travelodge	HR 4 0EF	Dubai International Capital	Hotel	0.3
4	Hereford Whitecross Club	HR 4 0LX	Independent Free	Clubland	0.3
5	Monument	HR 4 0LT	Greene King	Premium Local	0.3
6	Great Western Railway Staff Association	HR 4 0AZ	Independent Free	Clubland	0.3
7	Beer In Hand	HR 4 0AP	Independent Free	Circuit Bar	0.4
7	Horse And Groom	HR 4 0AP	*Other Small Retail Groups	High Street Pub	0.4
7	Razburi	HR 4 0AP	Independent Free	Restaurants	0.4
10	Hereford Lads Sports & Social Club	HR 4 9NA	Independent Free	Clubland	0.4
10	Westfield Football Club	HR 4 9NA	Independent Free	Clubland	0.4
12	Hereford Richmond Place Club	HR 4 9JP	Independent Free	Clubland	0.4
13	Hereford Military Club	HR 4 0AS	Independent Free	Clubland	0.5
14	Hereford Rugby Club	HR 4 0LJ	Independent Free	Clubland	0.5
15	Grandstand	HR 4 9NH	Greene King	Family Pub Dining	0.5
16	Ascari Cafe	HR 4 0BX	Independent Free	High Street Pub	0.5
16	Hereford Beer House	HR 4 0BX	Independent Free	High Street Pub	0.5
16	Stagecoach	HR 4 0BX	Independent Free	Family Pub Dining	0.5
19	Lupa	HR 4 0BA	Independent Free	High Street Pub	0.6
19	Hereford Bowling Club	HR 4 0BA	Independent Free	Clubland	0.6

Per Pub Analysis - Plough Inn Hereford



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,360	11,929	77,155
Number of Competition Pubs	9	50	108
Adults 18+ per Competition Pub	484	239	714

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	328	7.5%	93
Circuit Bar	1	242	5.6%	137
Community Pub	0	799	18.3%	96
Craft Led	0	234	5.4%	155
Great Pub Great Food	0	500	11.5%	65
High Street Pub	1	852	19.5%	106
Premium Local	3	629	14.4%	87

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	917	7.7%	95
Circuit Bar	10	693	5.8%	143
Community Pub	0	2,744	23.0%	120
Craft Led	0	608	5.1%	148
Great Pub Great Food	0	1,314	11.0%	62
High Street Pub	13	2,711	22.7%	123
Premium Local	5	1,540	12.9%	78

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	3,632	4.7%	58
Circuit Bar	14	2,945	3.8%	94
Community Pub	1	17,696	22.9%	120
Craft Led	0	1,615	2.1%	61
Great Pub Great Food	3	12,854	16.7%	94
High Street Pub	15	16,499	21.4%	116
Premium Local	29	14,139	18.3%	111

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; 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 Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>																																					
Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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 7 categories, 22 groups and 65 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.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">Rural</td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban						Small Urban				Rural						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
Metropolitan			Large Urban						Small Urban				Rural																												