

Catchment Summary - Plough Inn Bedworth



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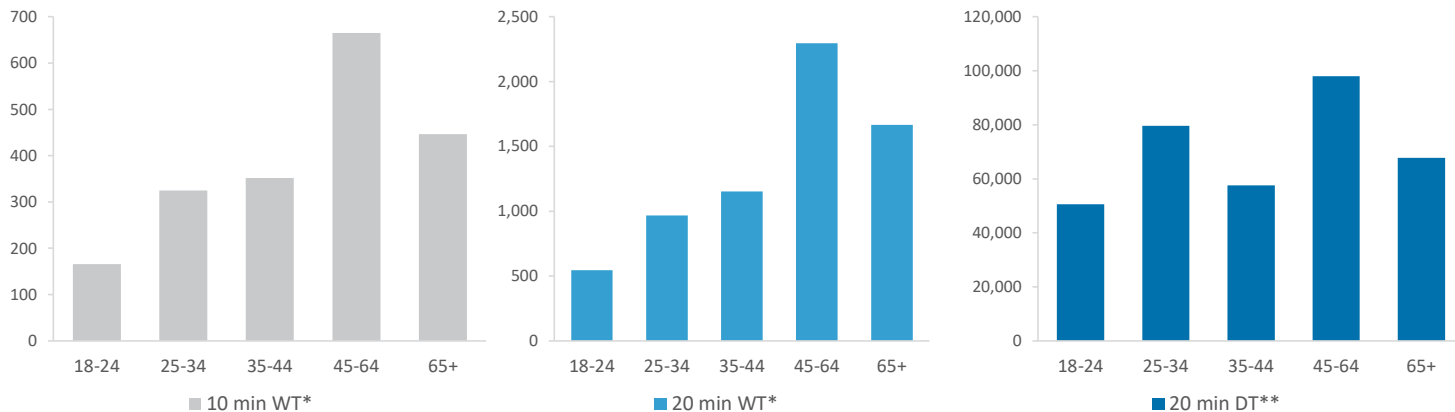
	Over GB Average
	Around GB Average
	Under GB Average

*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	2,582	8,550	451,845	49	59	119	
Adults 18+	1,954	6,626	353,615	45	37	118	
Competition Pubs	1	2	319	7	6	88	
Adults 18+ per Competition Pub	1,954	3,313	1,109	237	401	134	
% Adults Likely to Drink	82.4%	83.5%	81.0%	100	101	98	
Affluence	Low	12.7%	21.5%	21.5%	49	84	84
	Medium	70.9%	52.7%	51.9%	180	134	132
	High	16.4%	23.3%	25.2%	49	69	75
Age Profile	18-24	166	544	50,605	79	78	138
	25-34	325	968	79,660	95	85	133
	35-44	352	1,153	57,623	106	105	99
	45-64	665	2,295	97,964	101	105	85
	65+	446	1,666	67,763	90	102	78

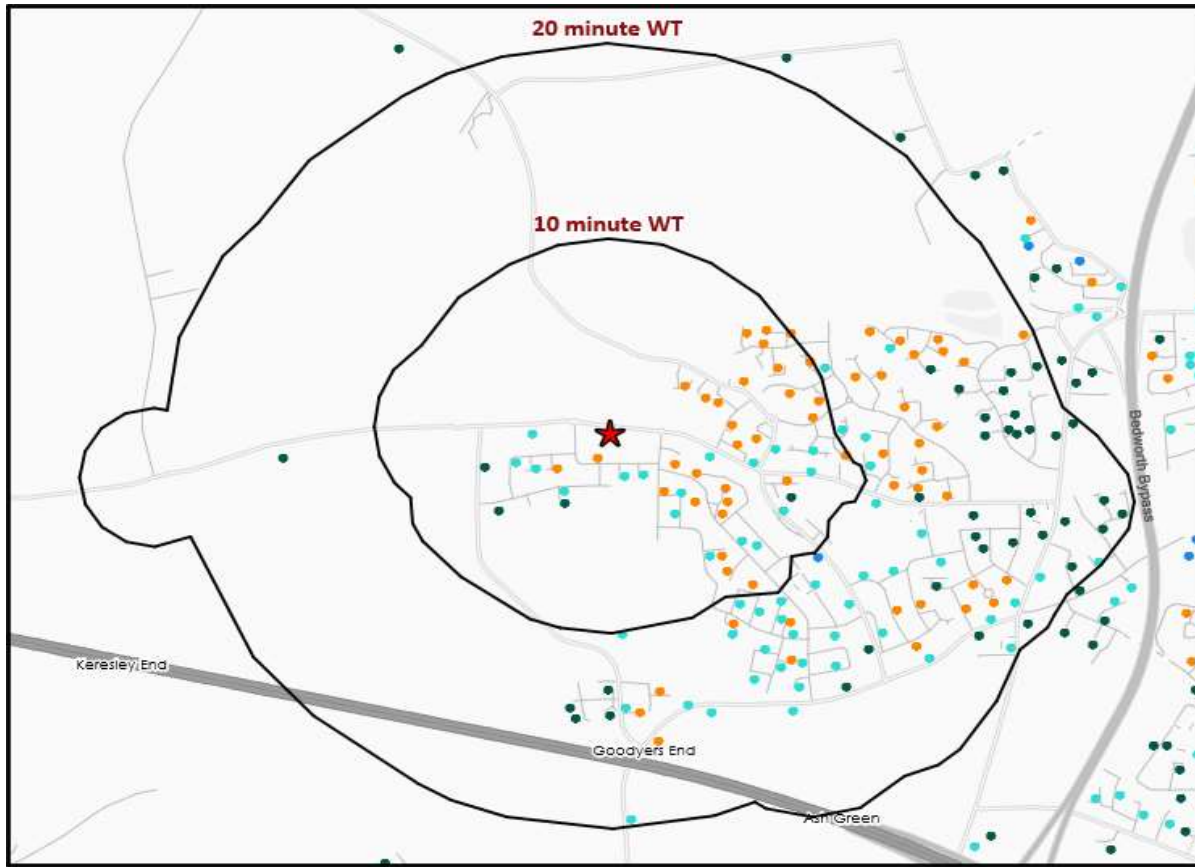
Population & Adults 18+ index is based on all pubs

*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	1,254 (49%)	4,164 (49%)	227,968 (50%)	98	98	102
	Female	1,328 (51%)	4,386 (51%)	223,877 (50%)	102	101	98
Economic Status (16-74)	Employed: Full-time	848 (46%)	2,750 (46%)	135,704 (41%)	112	110	99
	Employed: Part-time	260 (14%)	811 (13%)	42,241 (13%)	110	104	98
	Self employed	101 (6%)	421 (7%)	22,433 (7%)	58	73	71
	Unemployed	41 (2%)	149 (2%)	9,635 (3%)	95	104	123
	Retired	263 (14%)	963 (16%)	41,323 (13%)	105	116	91
Other	313 (17%)	937 (16%)	79,248 (24%)	87	79	122	
Total Worker Count	160	594	166,161				

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

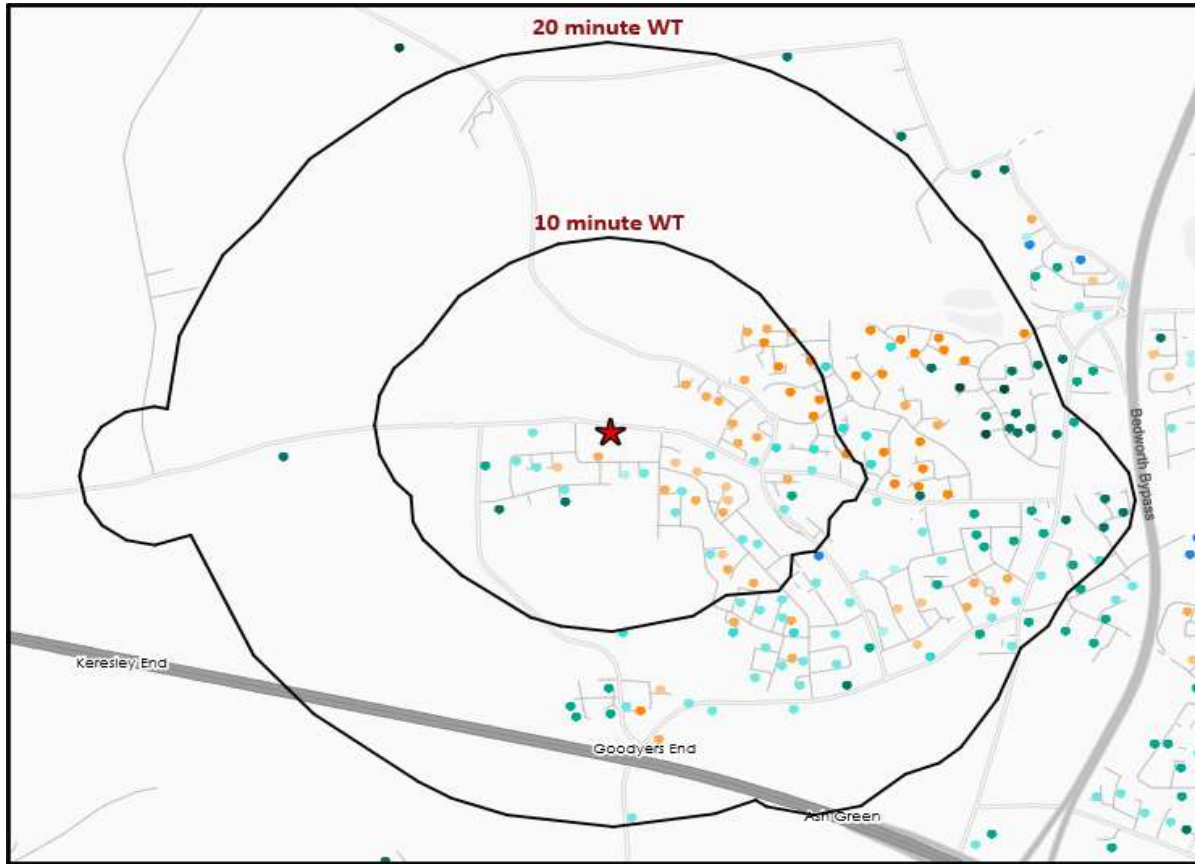
*WT= Walktime, **DT= Drivetime

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	55,319	0	0	175
Young Adult - Showing I'm Cool	105	105	41,859	58	17	129
Midlife - Young Kids	764	2,283	131,092	124	110	118
Midlife - Carefree	1,012	2,449	69,244	246	176	93
Mature	73	1,617	51,116	13	87	52
Not Private Households	0	172	4,985	0	181	98
Total	1,954	6,626	353,615			

Polaris Summary - Plough Inn Bedworth



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Data Source © 2020 TomTom



- ★ 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

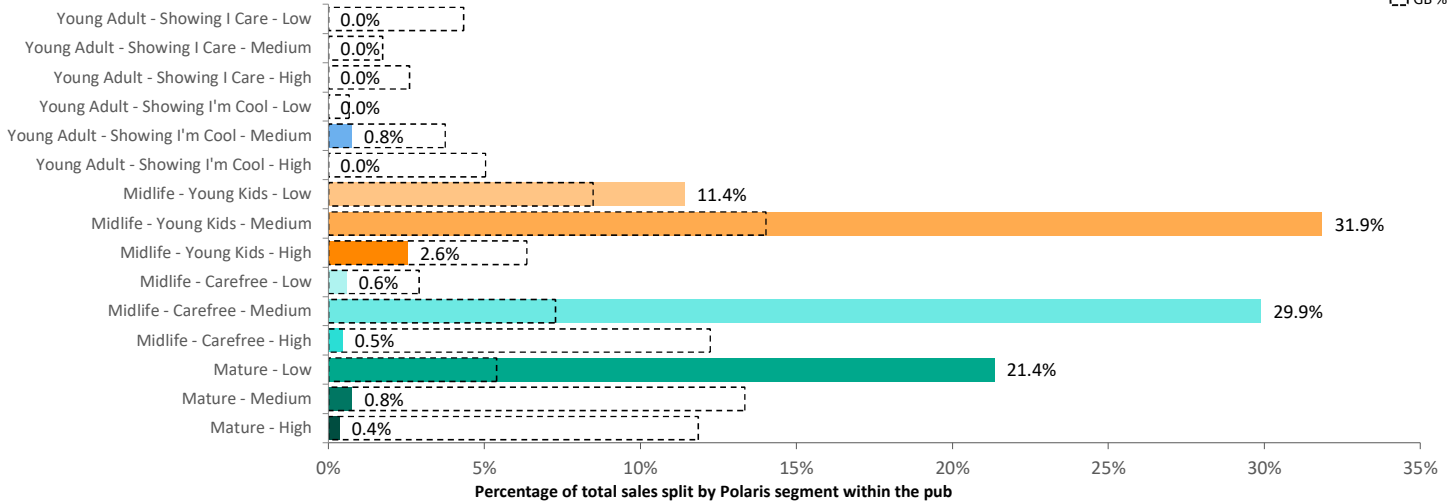
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	14,797	0	0	100
Medium	0	0	4,194	0	0	87
High	0	0	36,328	0	0	305
Young Adult - Showing I'm Cool						
Low	0	0	90	0	0	2
Medium	0	0	28,334	0	0	217
High	105	105	13,435	120	35	85
Midlife - Young Kids						
Low	173	489	32,639	80	66	83
Medium	411	911	86,876	141	92	165
High	180	883	11,577	171	247	61
Midlife - Carefree						
Low	33	127	13,154	50	56	109
Medium	943	1,842	38,748	718	414	163
High	36	480	17,342	17	66	45
Mature						
Low	42	807	15,385	36	205	73
Medium	31	737	25,221	13	88	56
High	0	73	10,510	0	12	32
Not Private Households	0	172	4,985	0	181	98
Total	1,954	6,626	353,615			

Transactional Data Summary - Plough Inn Bedworth

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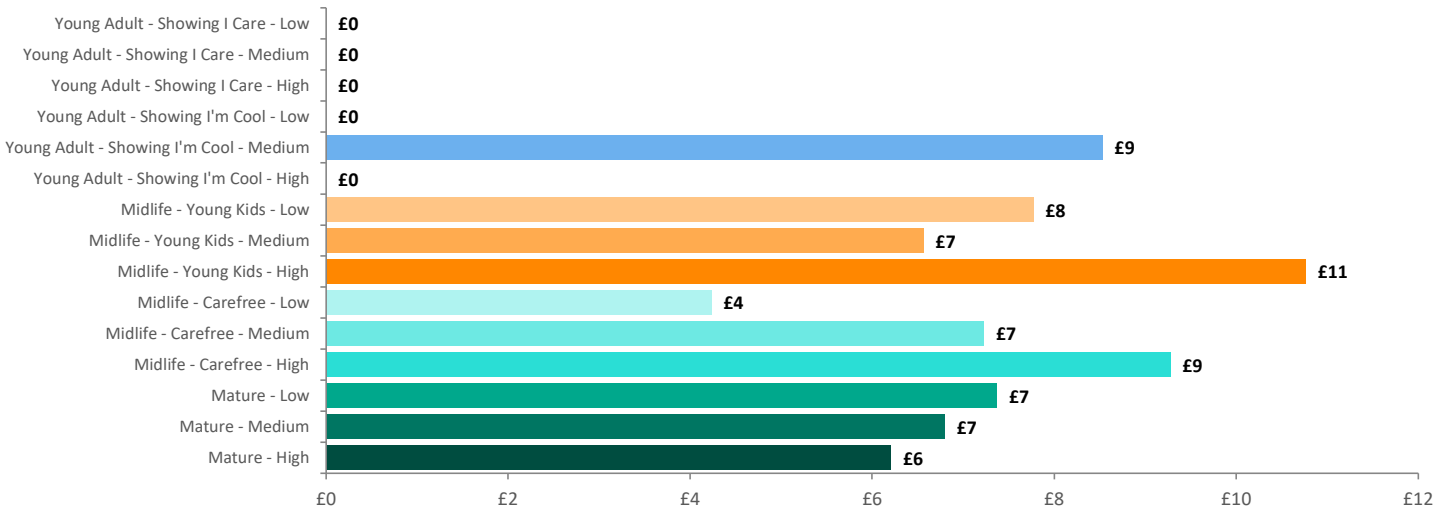
Spend by Polaris

GB %



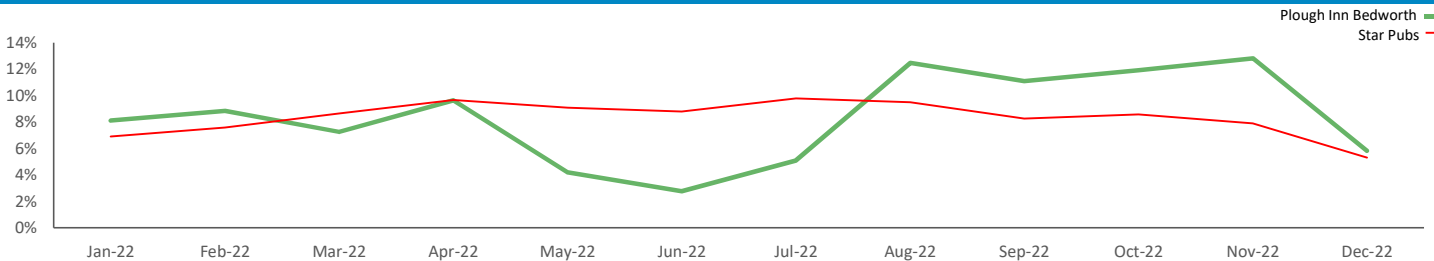
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

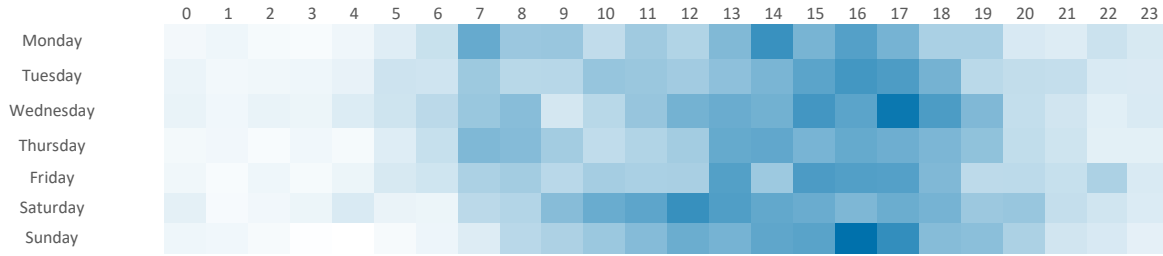


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

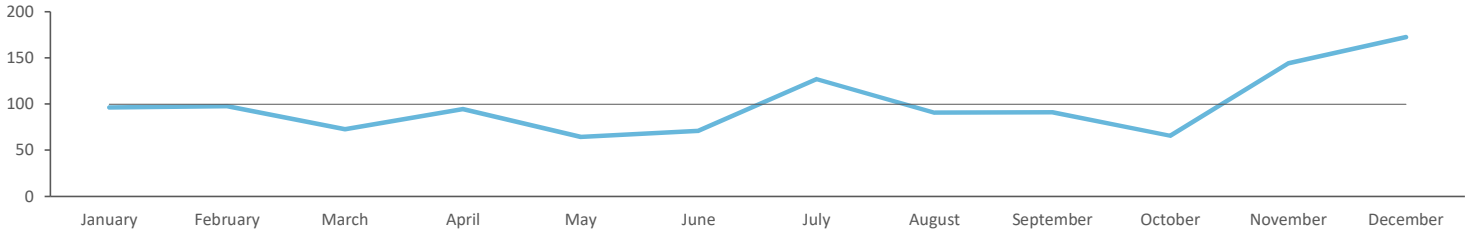


Time of Day/Day of Week



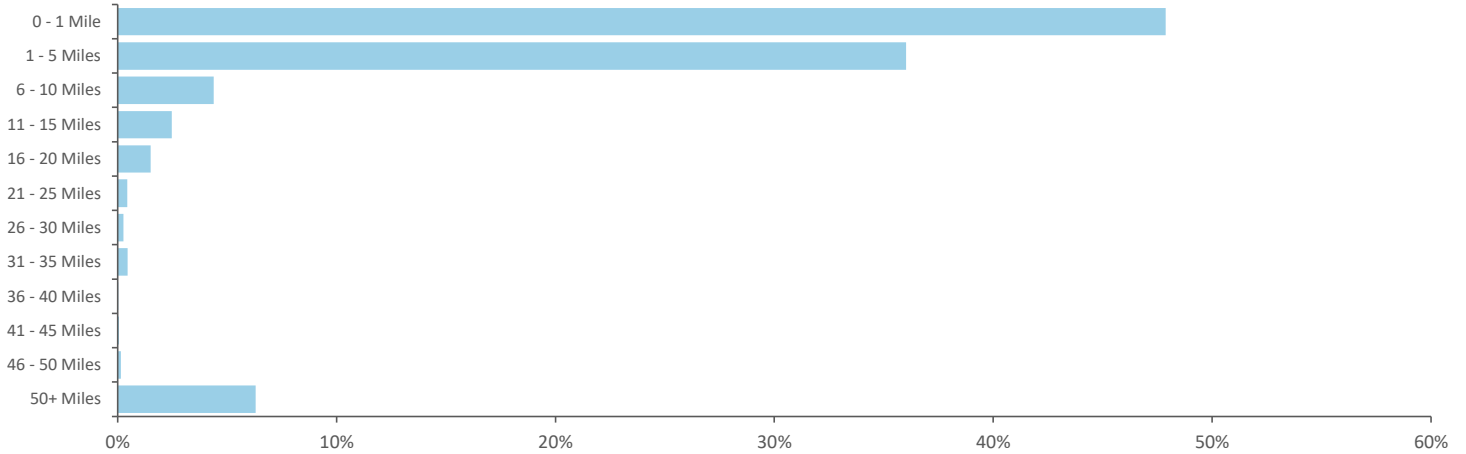
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



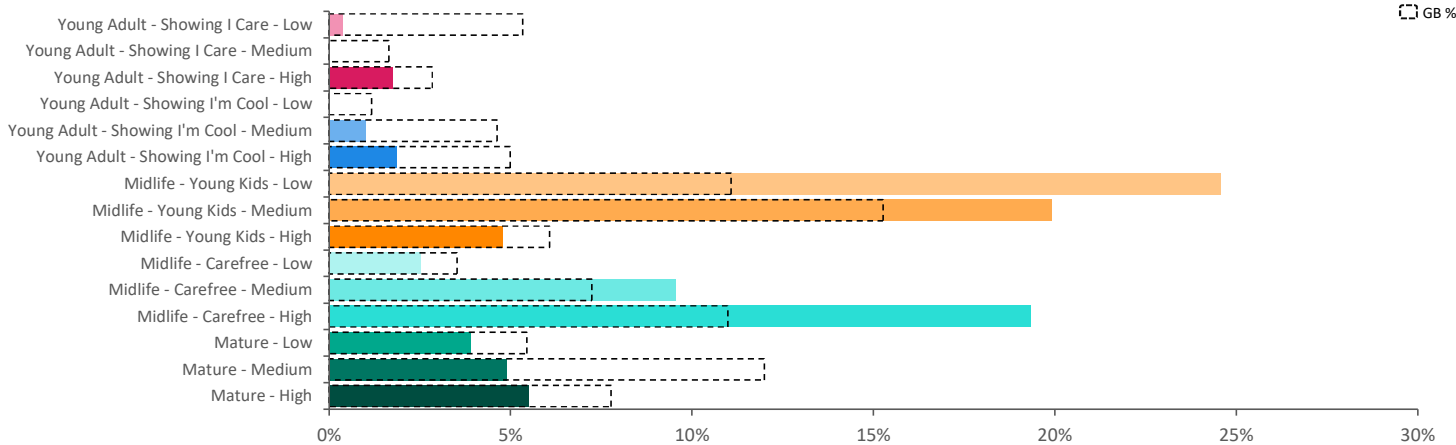
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

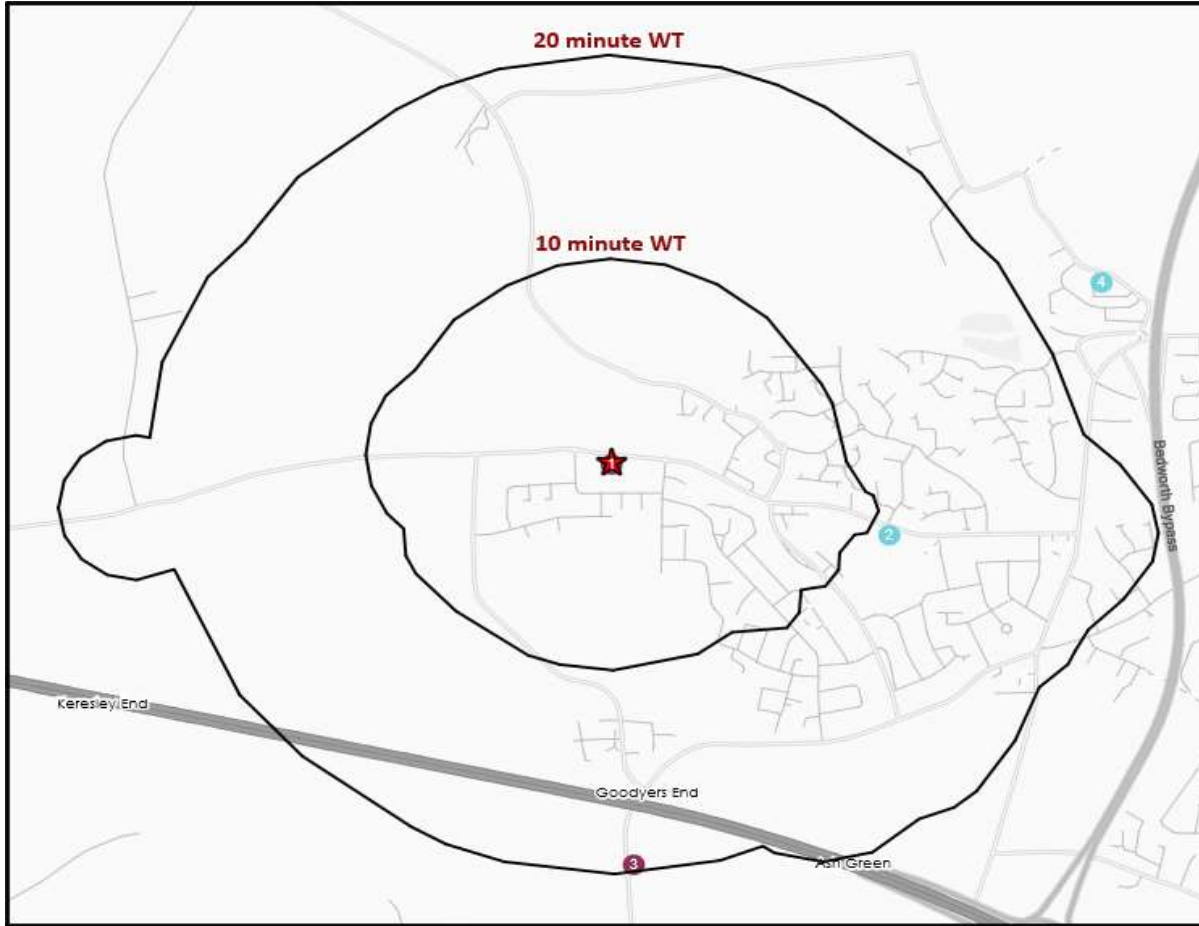


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

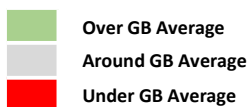
Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Plough Inn	CV12 0LG	Star Pubs & Bars	Premium Local	0.0
2	Newdegate Colliery Sports & Social	CV12 0JP	Independent Free	Clubland	0.5
3	Royal Oak	CV12 0JB	Independent Free	Premium Local	0.7
4	Woodlands Working Mens Club & Institute	CV12 0AB	Independent Free	Clubland	0.9

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 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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #f4a460;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			

Per Pub Analysis - Plough Inn Bedworth



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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+	1,954	6,626	353,615
Number of Competition Pubs	1	2	319
Adults 18+ per Competition Pub	1,954	3,313	1,109

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	168	8.6%	84
Circuit Bar	58	3.0%	82
Community Pub	167	8.6%	49
Craft Led	41	2.1%	67
Great Pub Great Food	168	8.6%	45
High Street Pub	204	10.5%	60
Premium Local	171	8.8%	50

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	443	6.7%	66
Circuit Bar	182	2.7%	75
Community Pub	1,030	15.5%	90
Craft Led	70	1.1%	33
Great Pub Great Food	796	12.0%	63
High Street Pub	1,081	16.3%	94
Premium Local	883	13.3%	76

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	49,981	14.1%	139
Circuit Bar	18,354	5.2%	142
Community Pub	50,125	14.2%	82
Craft Led	18,772	5.3%	168
Great Pub Great Food	56,659	16.0%	84
High Street Pub	54,645	15.5%	89
Premium Local	48,192	13.6%	78