

Catchment Summary - Old Market Inn Kettering



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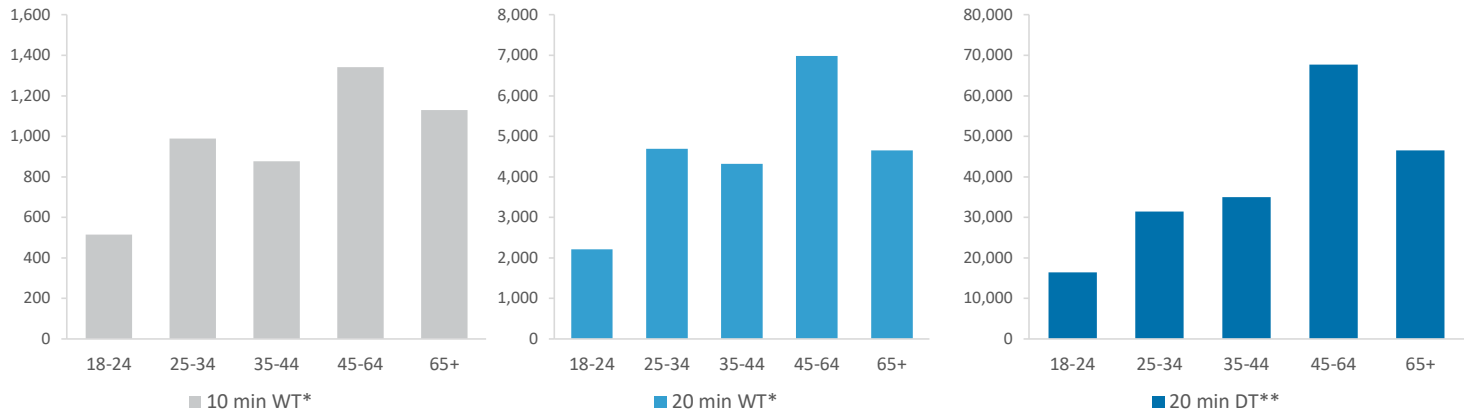
- Over GB Average
- Around GB Average
- Under GB Average

*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		5,923	29,547	257,292	112	203	68
Adults 18+		4,853	22,869	197,088	112	128	66
Competition Pubs		18	28	224	120	88	62
Adults 18+ per Competition Pub		270	817	880	33	99	107
% Adults Likely to Drink		81.5%	81.9%	82.6%	99	99	100
Affluence	Low	27.3%	18.9%	20.3%	106	74	79
	Medium	44.8%	58.8%	46.5%	114	149	118
	High	27.1%	21.2%	32.4%	81	63	97
Age Profile	18-24	515	2,210	16,460	107	92	79
	25-34	989	4,697	31,405	126	120	92
	35-44	877	4,323	34,960	115	114	106
	45-64	1,342	6,983	67,724	89	92	103
	65+	1,130	4,656	46,539	100	82	95

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



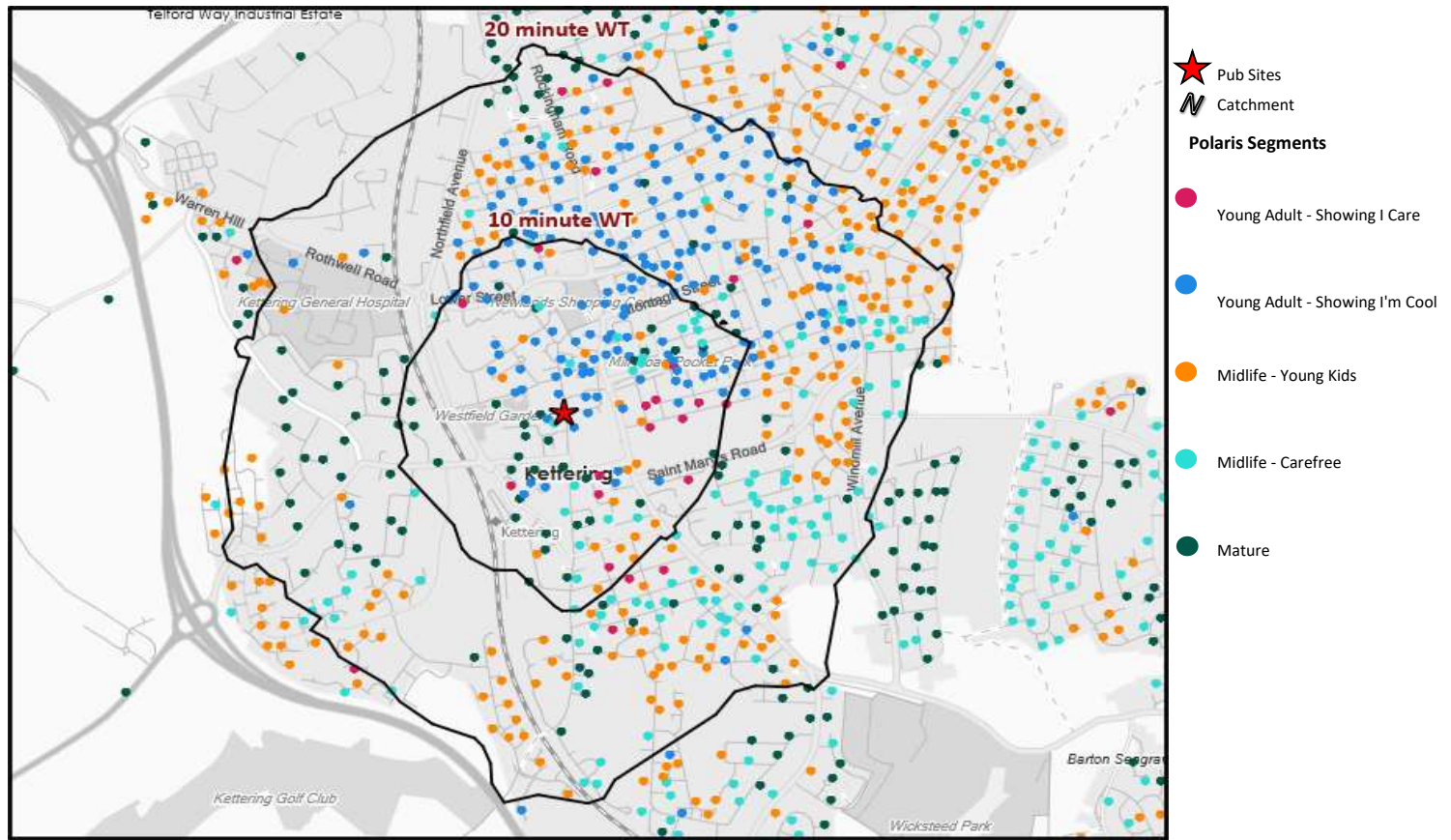
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,941 (50%)	14,936 (51%)	126,725 (49%)	100	102	100
	Female	2,982 (50%)	14,611 (49%)	130,567 (51%)	100	98	100
Economic Status (16-74)	Employed: Full-time	1,993 (46%)	10,102 (48%)	84,657 (47%)	112	115	112
	Employed: Part-time	499 (12%)	2,815 (13%)	24,568 (14%)	90	103	104
	Self employed	356 (8%)	1,601 (8%)	14,936 (8%)	87	79	86
	Unemployed	137 (3%)	616 (3%)	4,311 (2%)	135	123	100
	Retired	536 (12%)	2,474 (12%)	24,999 (14%)	91	85	100
	Other	769 (18%)	3,525 (17%)	28,294 (16%)	91	85	79
Total Worker Count		8,440	22,307	130,977			

See the Glossary page for further information on the above variables

Polaris Summary - Old Market Inn Kettering



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Data Source © 2020 TomTom



Polaris Profile by Catchment

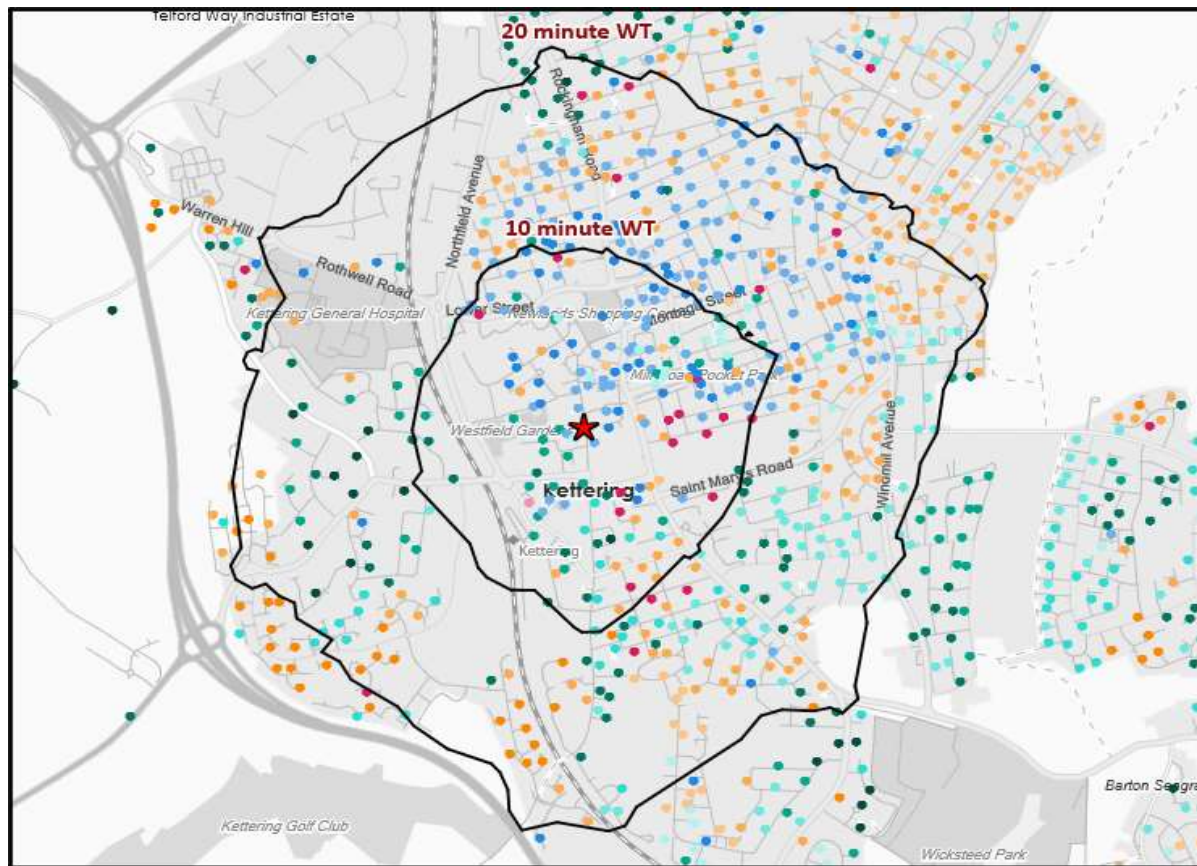
*WT= Walktime, **DT= Drivetime

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	513	1,061	2,463	118	52	14
Young Adult - Showing I'm Cool	1,964	7,111	15,265	440	338	84
Midlife - Young Kids	887	7,336	87,707	58	102	142
Midlife - Carefree	573	3,565	38,248	56	74	92
Mature	877	3,549	51,778	65	55	94
Not Private Households	39	247	1,627	56	75	57
Total	4,853	22,869	197,088			

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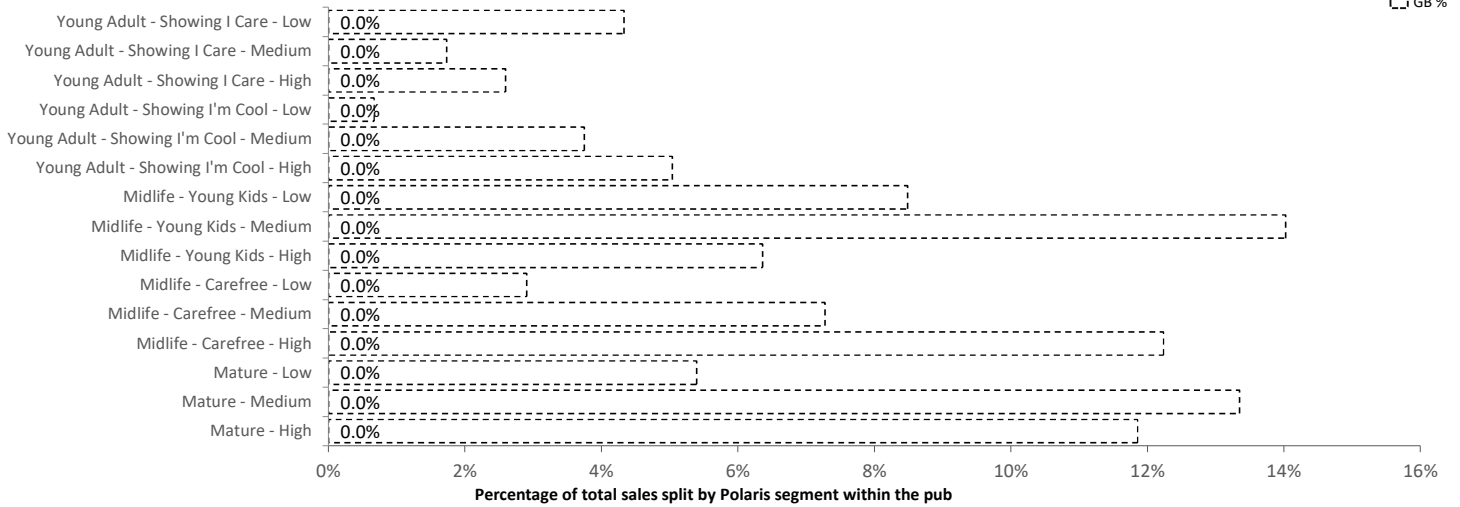
- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care**
 - Low
 - Medium
 - High
- Young Adult - Showing I'm Cool**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

Polaris Plus Profile by Catchment

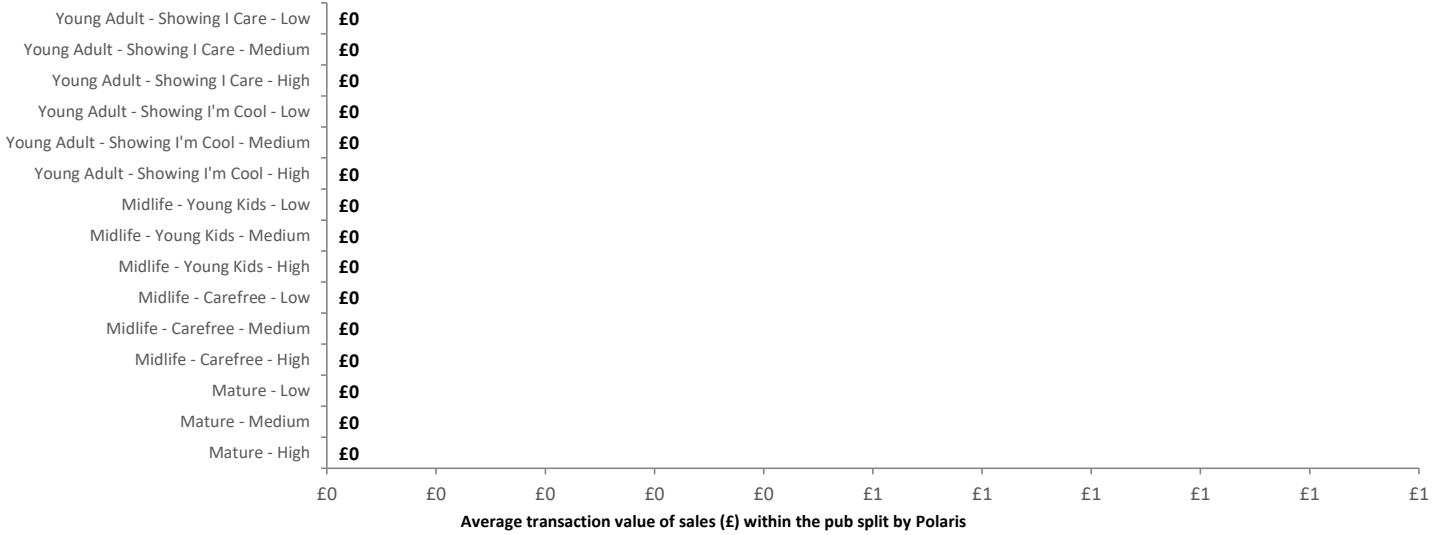
*WT= Walktime, **DT= Drivetime

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	26	26	245	13	3	3
Medium	0	0	0	0	0	0
High	487	1,035	2,218	298	134	33
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,285	5,344	10,539	716	632	145
High	679	1,767	4,726	313	173	54
Midlife - Young Kids						
Low	143	1,975	23,247	27	78	106
Medium	744	4,600	39,172	103	135	133
High	0	761	25,288	0	62	238
Midlife - Carefree						
Low	446	733	5,802	270	94	87
Medium	0	2,216	16,827	0	144	127
High	127	616	15,619	24	25	73
Mature						
Low	710	1,591	10,704	246	117	91
Medium	146	1,288	25,043	24	44	100
High	21	670	16,031	5	31	87
Not Private Households	39	247	1,627	56	75	57
Total	4,853	22,869	197,088			

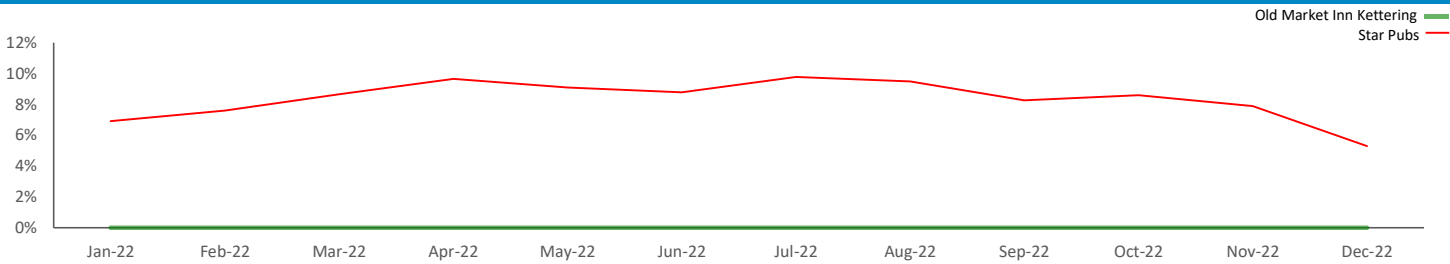
Spend by Polaris



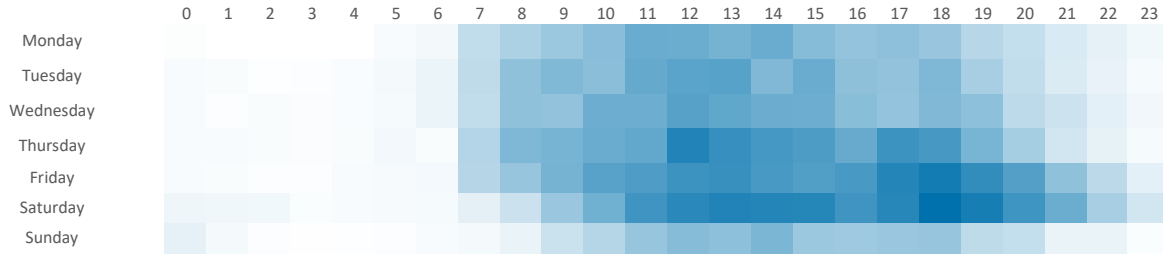
Average Transaction Values (£) by Polaris



Spend by Month

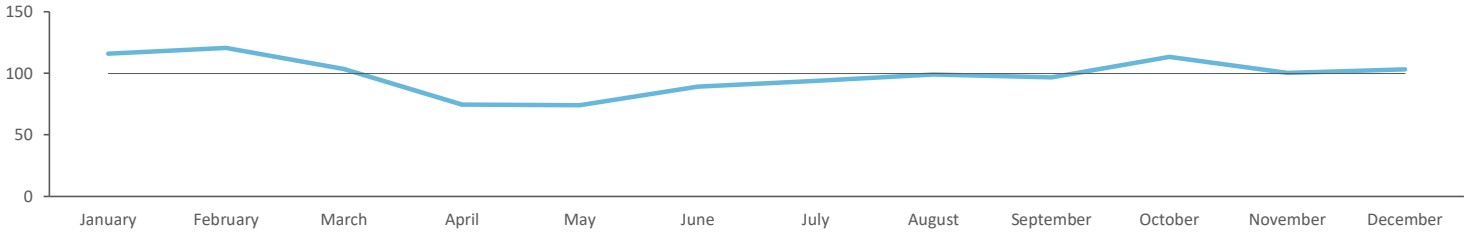


Time of Day/Day of Week



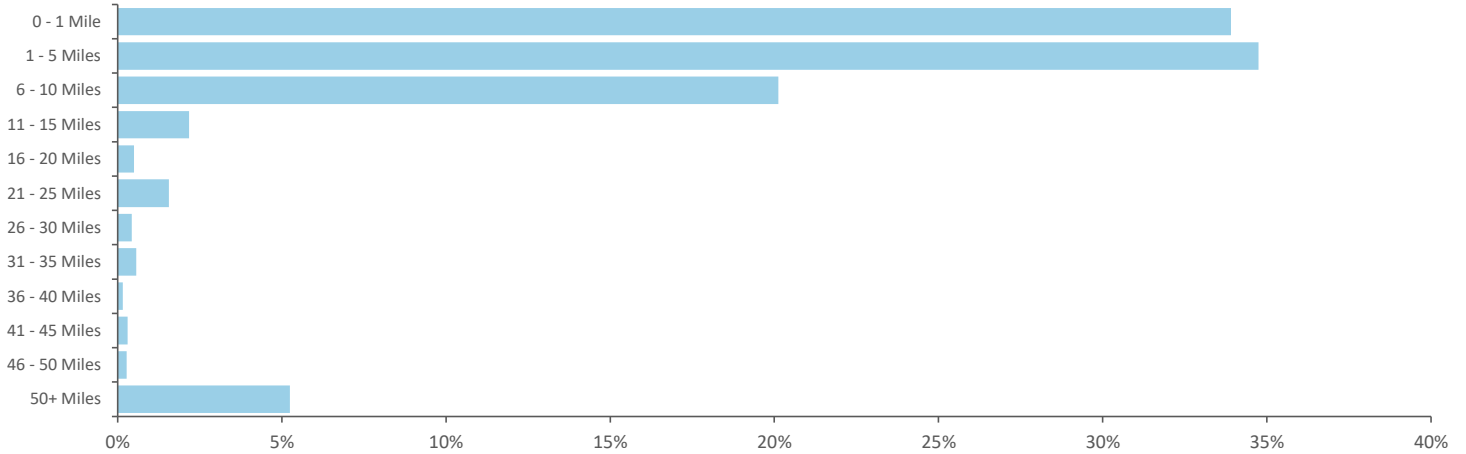
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



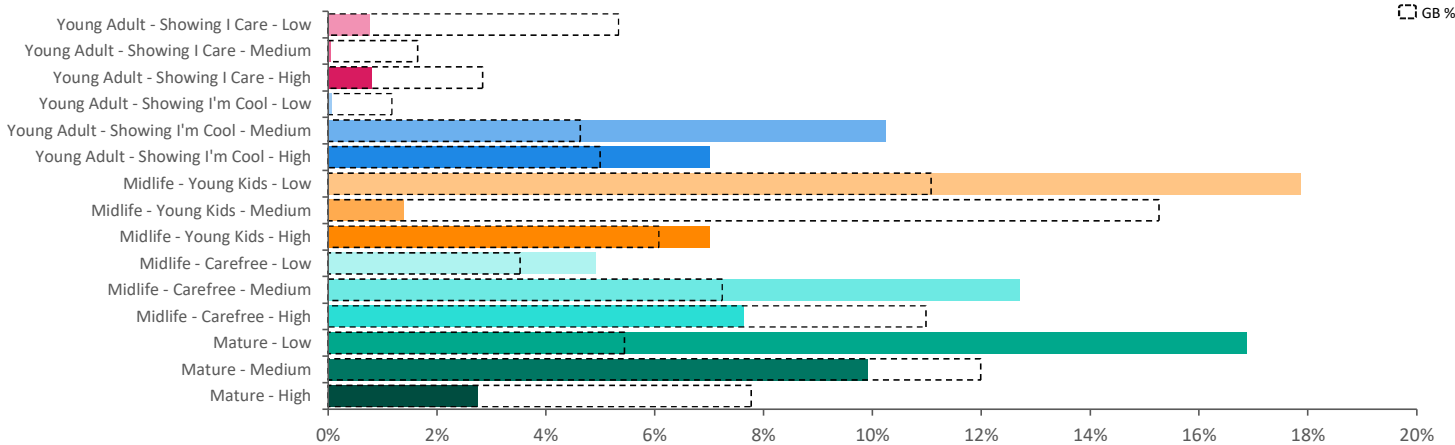
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

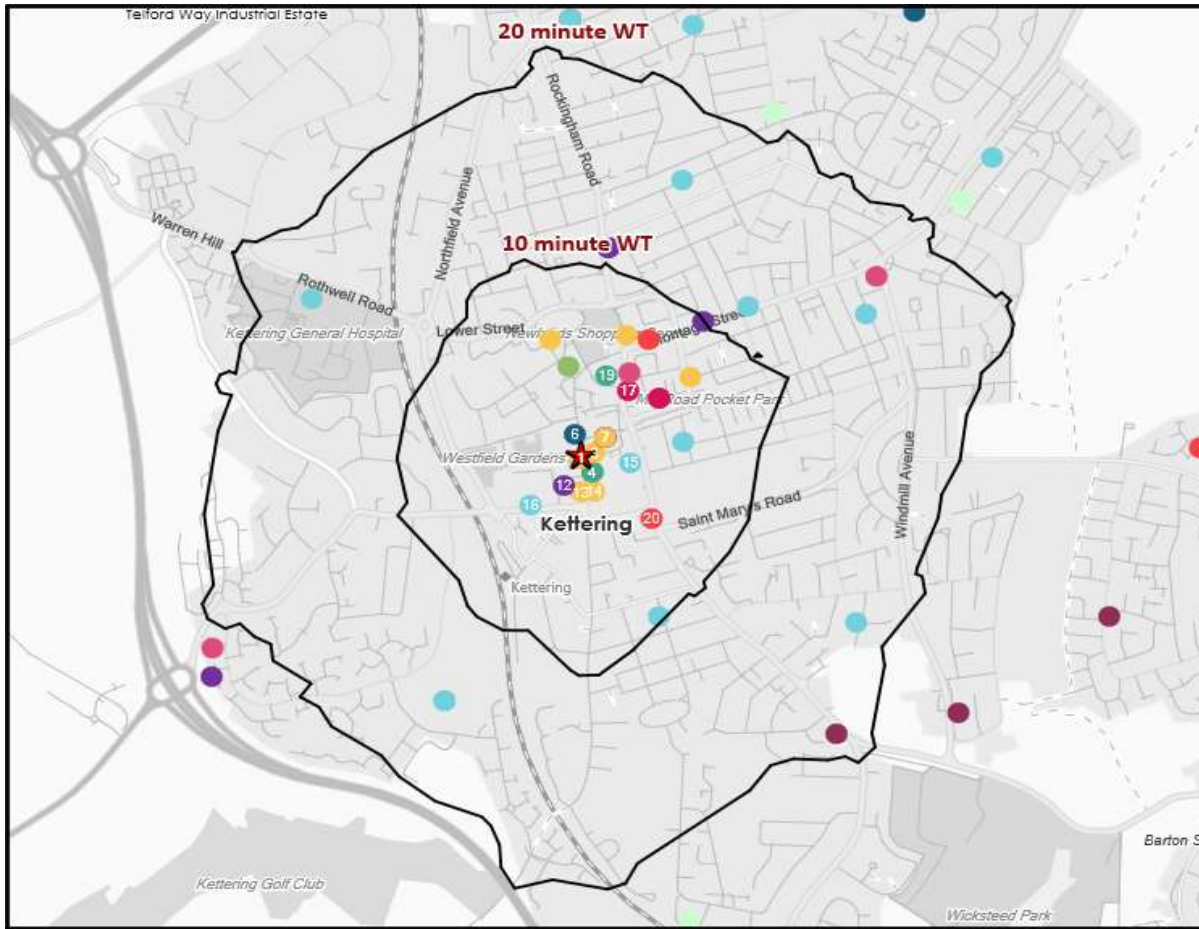


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

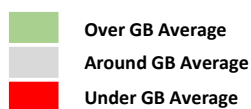
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Royal Hotel	NN16 0AJ	Independent Free	Hotel	0.0
1	Old Market Inn	NN16 0AJ	Star Pubs & Bars	High Street Pub	0.0
3	Kino Lounge	NN16 0AL	Loungers	High Street Pub	0.0
4	Jurassic Grill	NN16 0AQ	Independent Free	Casual Dining	0.0
4	Prezzo	NN16 0AQ	Prezzo plc	Casual Dining	0.0
6	Jenny's	NN16 8ST	Independent Free	ABOS	0.1
7	Mental Monkey	NN16 0AH	Independent Free	High Street Pub	0.1
7	Stitching Pony	NN16 0AH	Amber Taverns	Family Pub Dining	0.1
7	Wine Rooms	NN16 0AH	Independent Free	ABOS	0.1
7	Mangiama Restaurant	NN16 0AH	Independent Free	Restaurants	0.1
7	Aura	NN16 0AH	Independent Free	High Street Pub	0.1
12	Red Rose Indian Cuisine	NN16 0AW	Independent Free	Restaurants	0.1
13	Kafe Bloc	NN16 0AN	Independent Free	High Street Pub	0.1
14	Blitz Tea Room & Jazz Lounge	NN16 0AY	Independent Free	High Street Pub	0.1
15	Kettering Police Club	NN15 7QP	Independent Free	Clubland	0.1
16	Kettering Lodge Bowling Club	NN15 7JU	Independent Free	Clubland	0.1
17	Earl Of Dalkeith	NN16 0BS	Wetherspoons GB	High Street Pub	0.2
17	Abacus & The Loft	NN16 0BS	Independent Free	Night Club	0.2
19	Bar Qbano	NN16 0DE	Independent Free	Casual Dining	0.2
20	Corn Market Hall	NN15 7QA	Independent Free	Large Venue	0.2

Per Pub Analysis - Old Market Inn Kettering



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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+	4,853	22,869	197,088
Number of Competition Pubs	18	28	224
Adults 18+ per Competition Pub	270	817	880

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	863	17.8%	174
Circuit Bar	300	6.2%	169
Community Pub	681	14.0%	81
Craft Led	425	8.8%	277
Great Pub Great Food	850	17.5%	91
High Street Pub	720	14.8%	86
Premium Local	529	10.9%	62

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,240	14.2%	139
Circuit Bar	1,342	5.9%	160
Community Pub	3,195	14.0%	80
Craft Led	1,509	6.6%	209
Great Pub Great Food	3,539	15.5%	81
High Street Pub	3,651	16.0%	92
Premium Local	3,196	14.0%	80

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	19,953	10.1%	99
Circuit Bar	7,277	3.7%	101
Community Pub	31,639	16.1%	92
Craft Led	4,959	2.5%	80
Great Pub Great Food	35,957	18.2%	95
High Street Pub	35,367	17.9%	104
Premium Local	37,679	19.1%	109

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; color: white;">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 <i>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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds <i>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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds <i>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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds <i>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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds "I'm comfortable with my own choices and mostly stick to what I know and like. 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Nothing too flashy as I still have the rent to pay."	35-54 year olds <i>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."	35-54 year olds <i>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."	55+ year olds "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.																			