Catchment Summary - Swan Downham Market
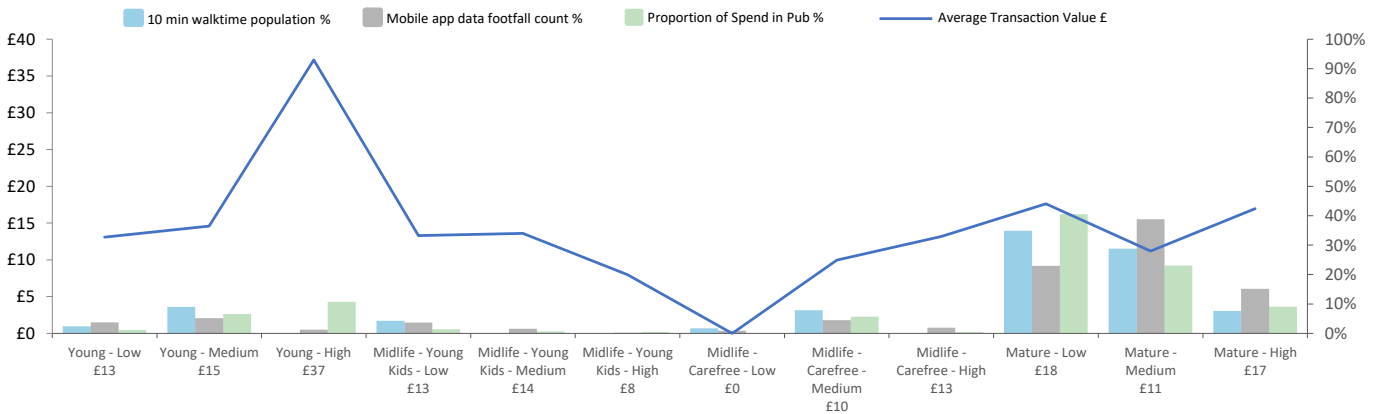
Ship To	Name	Postcode	Operator	Segment	Sparsity
626824	Swan Downham Market	PE38 9HF	Star Pubs & Bars	Hotel	18
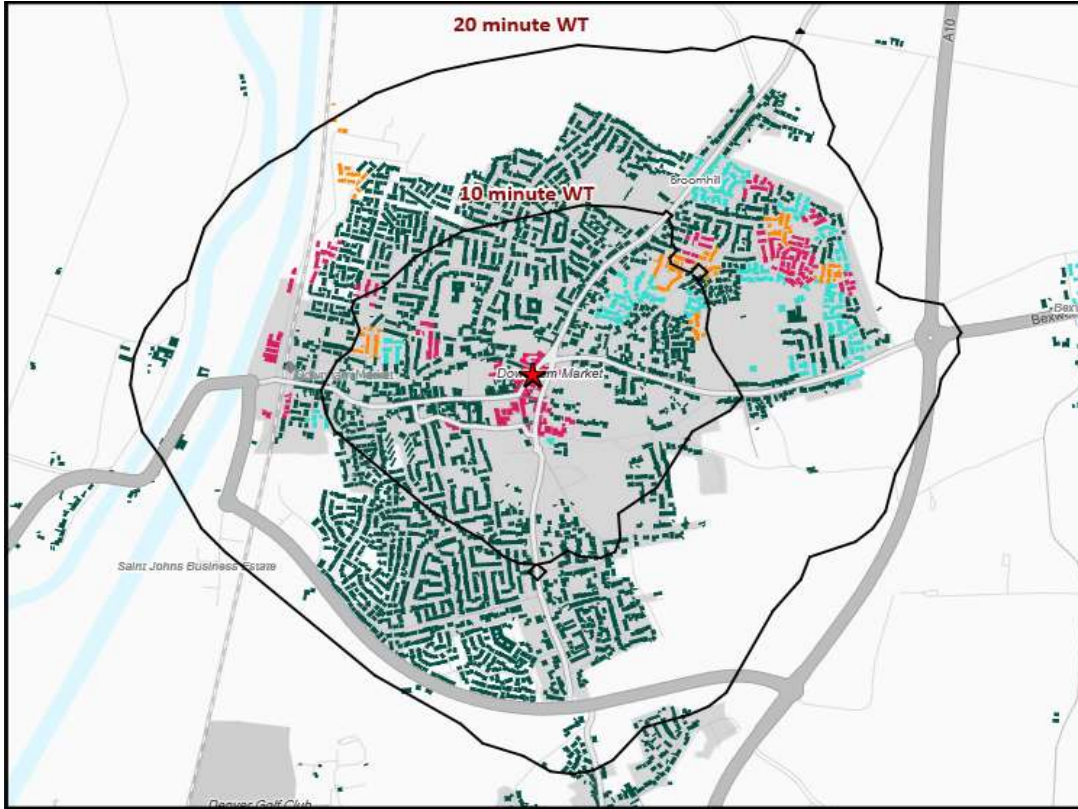
Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

★ Pub Sites
Ν Catchments

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Swan Downham Market

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	4,416	11,378	46,318	82	61	11

Population & Adults 18+ index is based on all pubs

	Catchment Size (Counts)			Index vs GB Average		
Adults 18+	3,579	9,329	37,807	79	61	11
Competition Pubs	4	5	41	22	14	10
Adults 18+ per Competition Pub	895	1,866	922	104	217	107
% Adults Likely to Drink	78.0%	78.2%	78.3%	102	103	103

Affluence		Catchment Size (Counts)			Index vs GB Average		
	Low	43.3%	43.8%	25.9%	130	132	78
	Medium	45.7%	46.2%	53.6%	120	121	140
	High	7.7%	7.3%	18.0%	28	27	66

*Affluence does not include Not Private Households

Age Profile		Catchment Size (Counts)			Index vs GB Average		
	18-24	259	620	2,819	72	67	75
	25-34	543	1,325	5,233	92	87	85
	35-44	530	1,303	4,972	91	86	81
	45-64	1,049	2,613	12,593	92	89	106
	65+	1,198	3,468	12,190	141	159	137
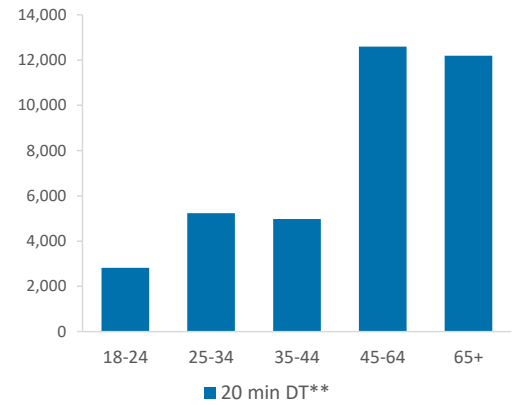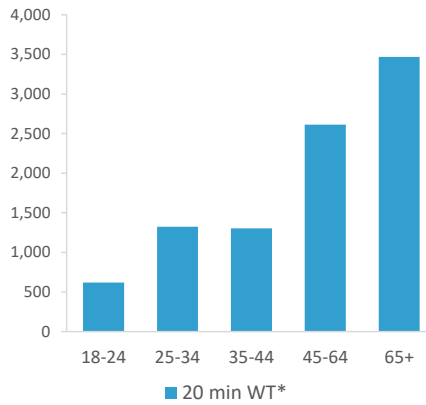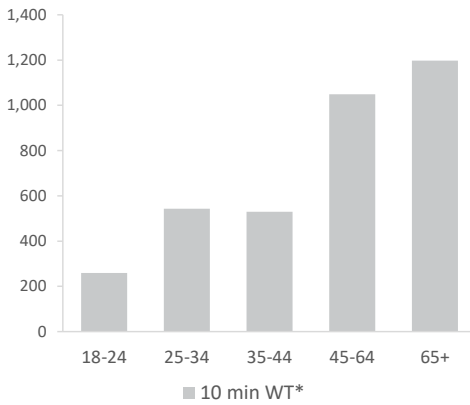
Bar chart: 10 min WT* — age groups 18-24, 25-34, 35-44, 45-64, 65+

Bar chart: 20 min WT* — age groups 18-24, 25-34, 35-44, 45-64, 65+

Bar chart: 20 min DT** — age groups 18-24, 25-34, 35-44, 45-64, 65+

		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**	2,060 (47%)	5,404 (47%)	22,856 (49%)	95	97	101
	Female	2,356 (53%)	5,974 (53%)	23,462 (51%)	105	103	99
Economic Status (16+)	**Employed: Full-time**	1,179 (32%)	2,977 (31%)	12,328 (32%)	94	91	92
	Employed: Part-time	404 (11%)	1,050 (11%)	4,410 (11%)	93	93	96
	Self employed	296 (8%)	711 (7%)	4,002 (10%)	88	81	112
	Unemployed	106 (3%)	216 (2%)	795 (2%)	105	82	74
	Full-time student	46 (1%)	111 (1%)	411 (1%)	53	49	45
	Retired	1,120 (31%)	3,225 (34%)	11,306 (29%)	140	154	133
	Other	505 (14%)	1,254 (13%)	5,497 (14%)	79	75	81
Total Worker Count		2,446	3,860	23,816			

See the Glossary page for further information on the above variables

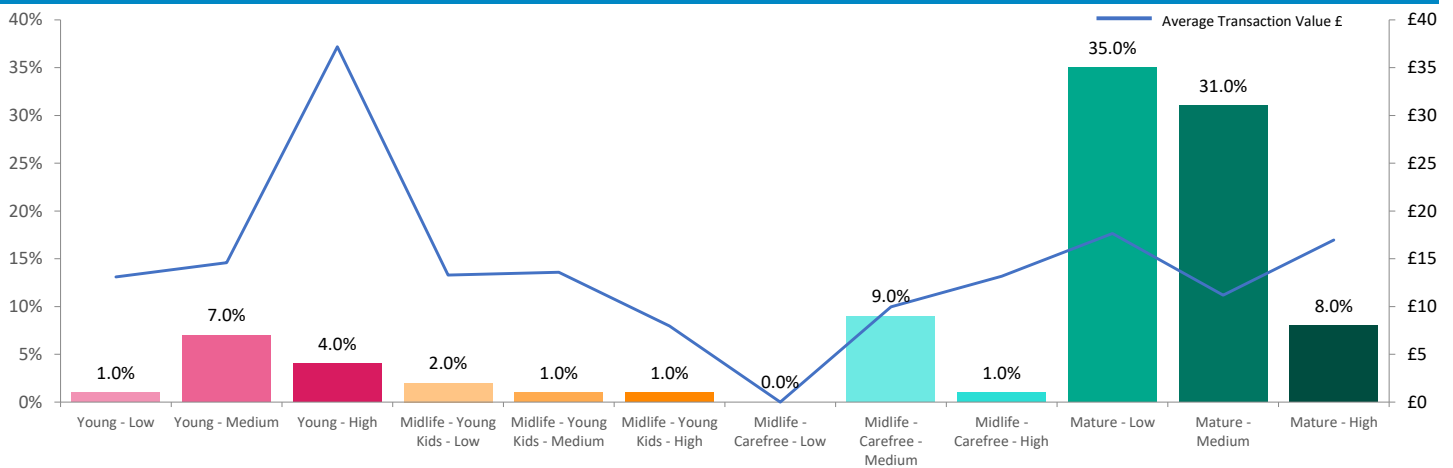# Transactional Data Summary - Swan Downham Market

★ star
PUBS & BARS

Spend by Polaris Plus

⬚ GB %

Segment	Percentage
Young - Low	1.2%
Young - Medium	6.6%
Young - High	10.7%
Midlife - Young Kids - Low	1.4%
Midlife - Young Kids - Medium	0.7%
Midlife - Young Kids - High	0.5%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.7%
Midlife - Carefree - High	0.5%
Mature - Low	40.6%
Mature - Medium	23.1%
Mature - High	9.1%

Percentage of total sales split by Polaris Plus segment within the pub
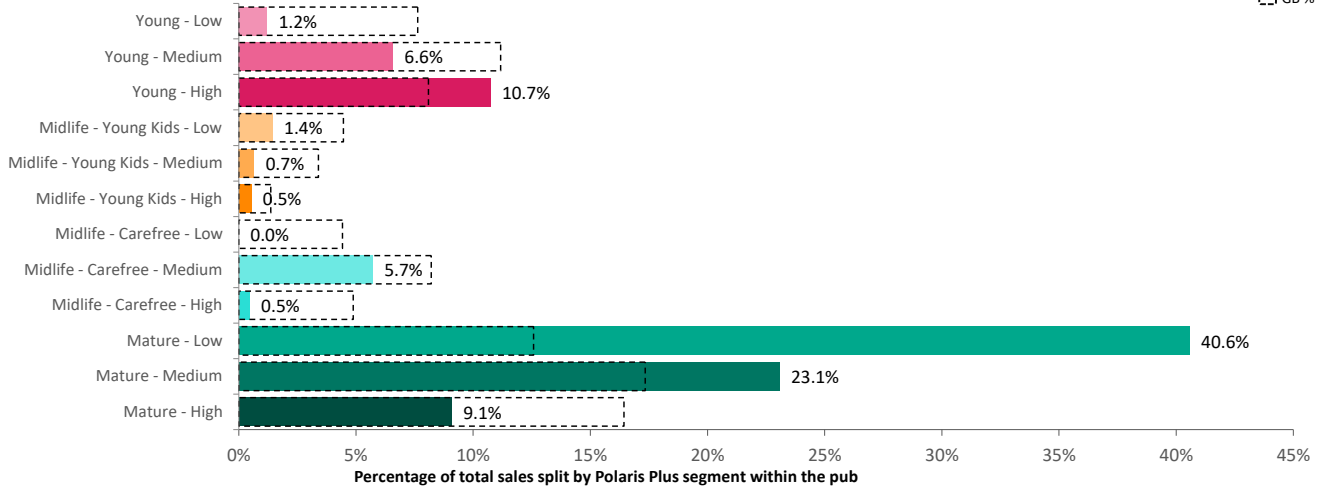
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	1.0%
Young - Medium	7.0%
Young - High	4.0%
Midlife - Young Kids - Low	2.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	1.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	9.0%
Midlife - Carefree - High	1.0%
Mature - Low	35.0%
Mature - Medium	31.0%
Mature - High	8.0%

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

Spend by Month and Polaris
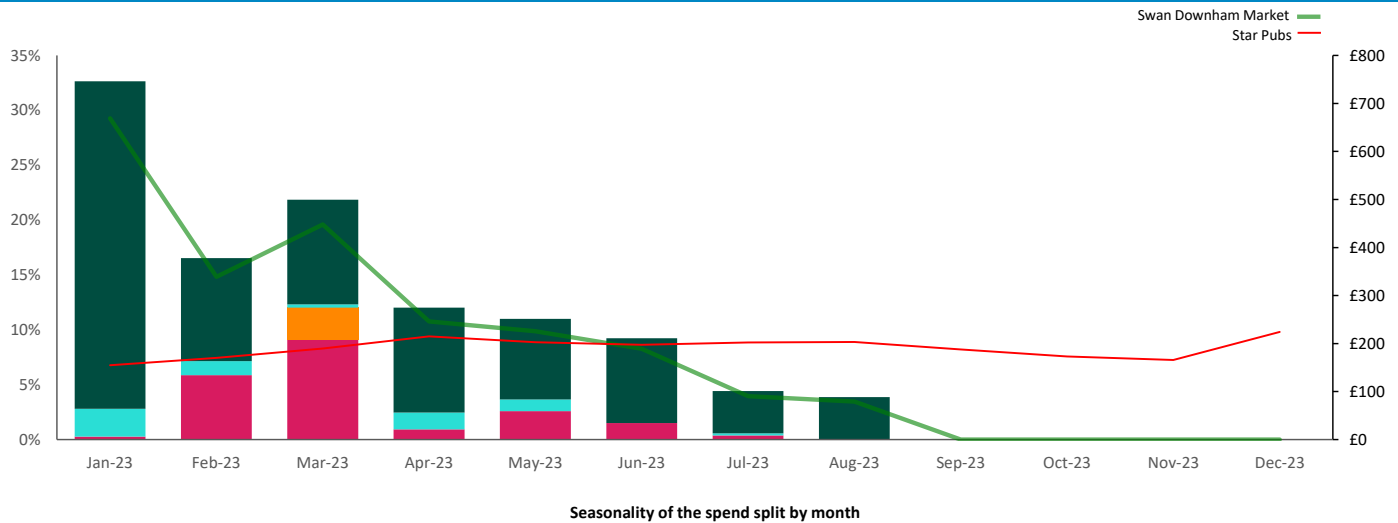
Swan Downham Market ——
Star Pubs ——

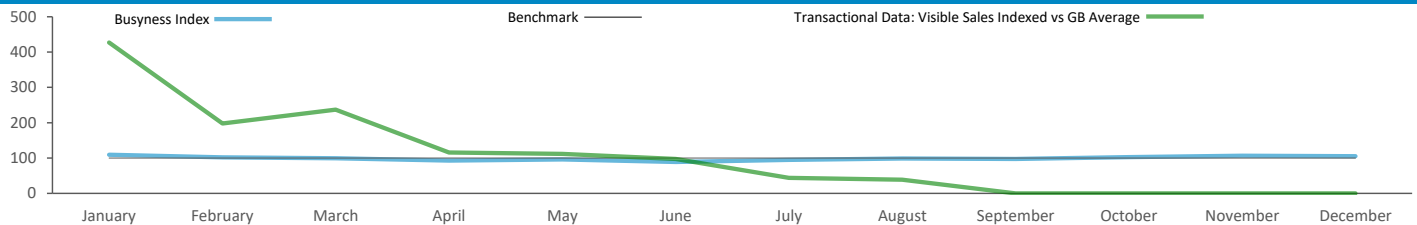Seasonality of the spend split by month

Mobile Data Summary - Swan Downham Market
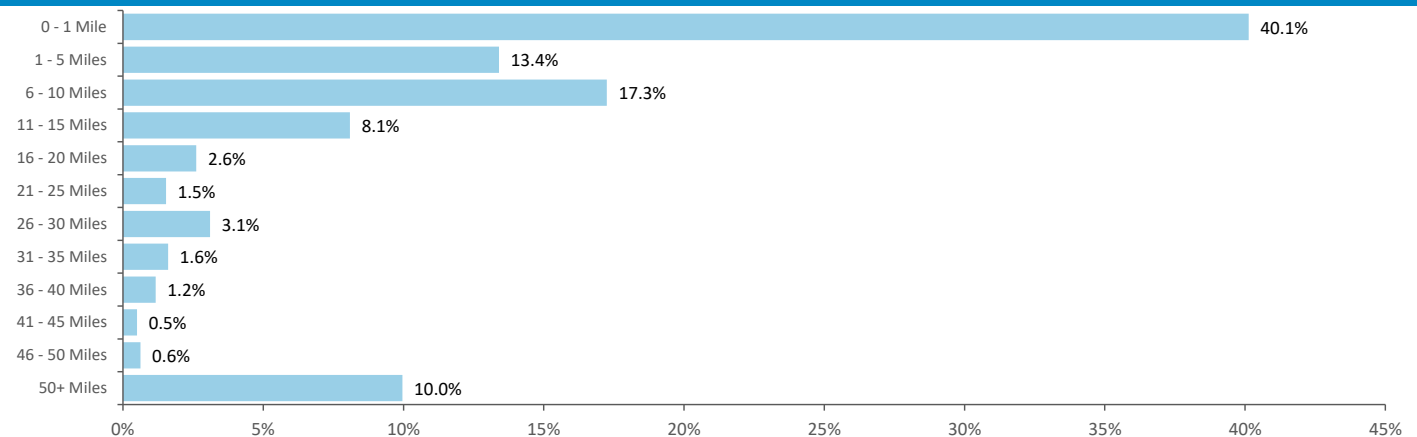
star PUBS & BARS

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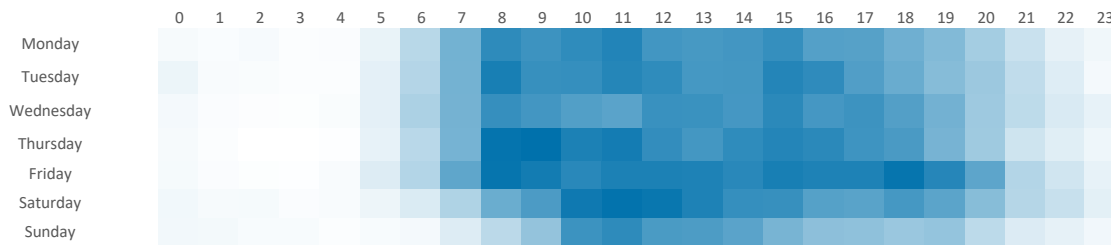
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

- 0 - 1 Mile: 40.1%
- 1 - 5 Miles: 13.4%
- 6 - 10 Miles: 17.3%
- 11 - 15 Miles: 8.1%
- 16 - 20 Miles: 2.6%
- 21 - 25 Miles: 1.5%
- 26 - 30 Miles: 3.1%
- 31 - 35 Miles: 1.6%
- 36 - 40 Miles: 1.2%
- 41 - 45 Miles: 0.5%
- 46 - 50 Miles: 0.6%
- 50+ Miles: 10.0%

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

- Resident: 43.4%
- Worker: 7.8%
- Tourist: 19.4%
- Local Tourist: 29.4%
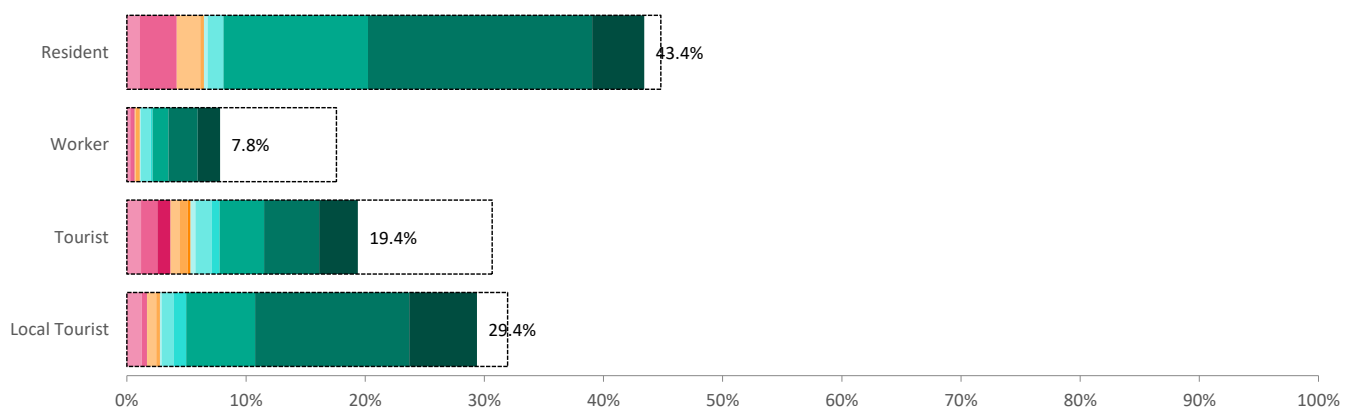
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
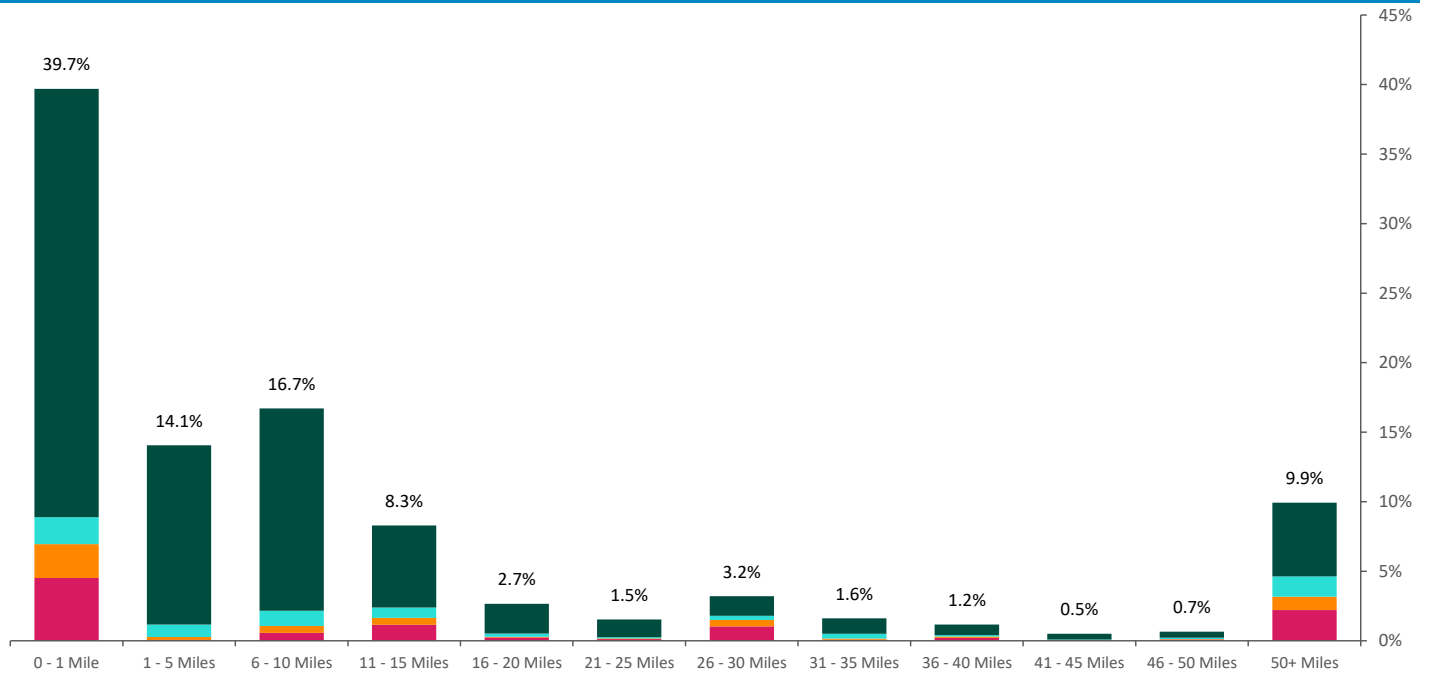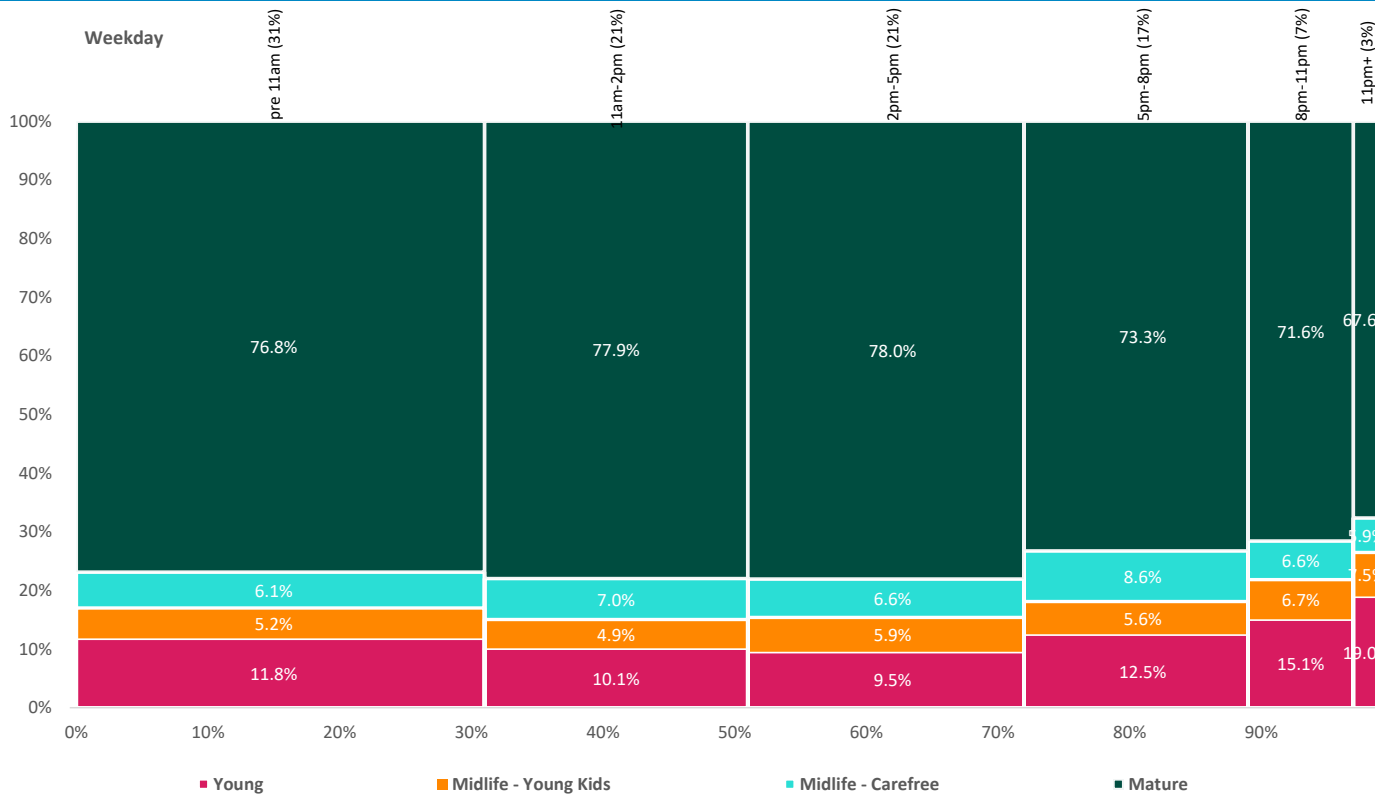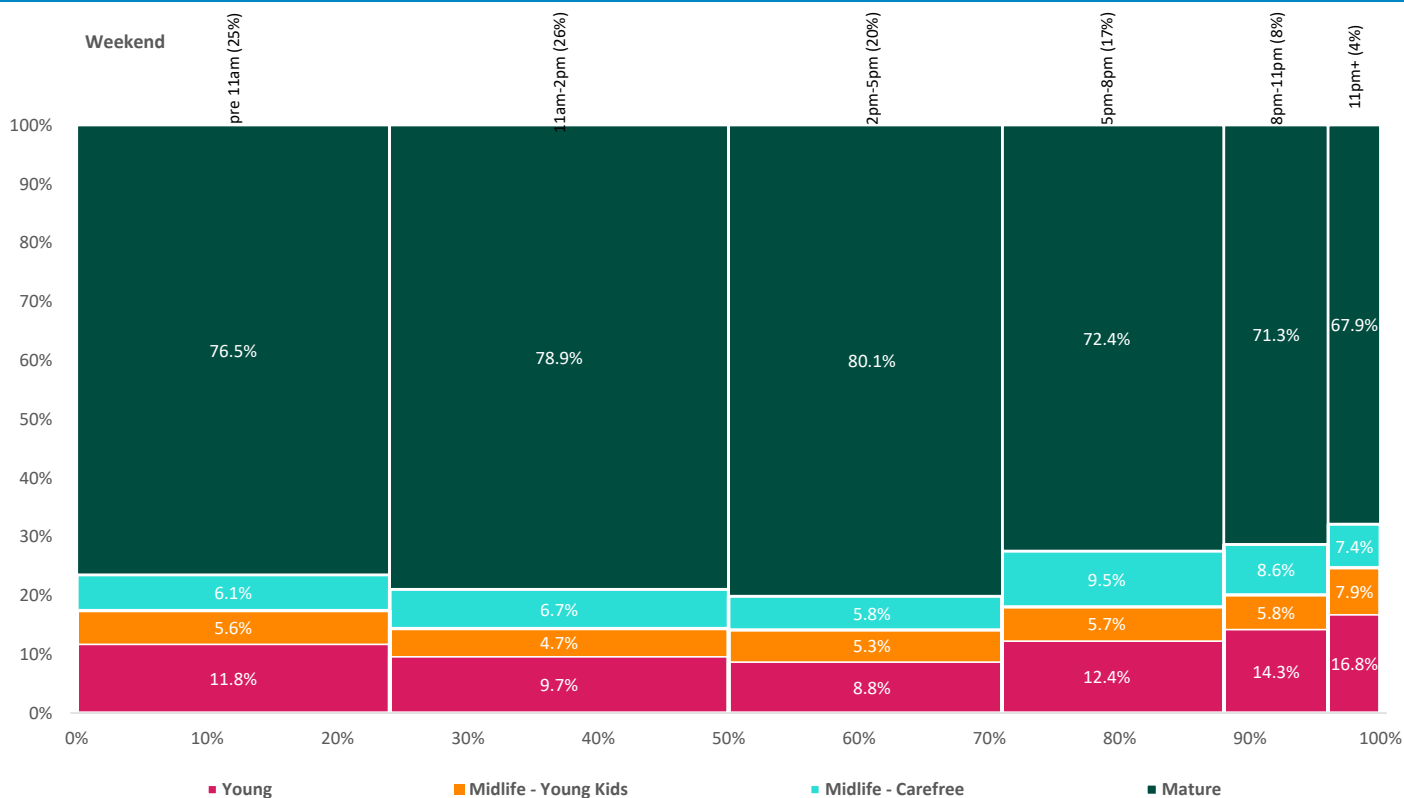
Mobile Data Summary - Swan Downham Market

★ star PUBS & BARS

Polaris Plus Profile

☐ GB %

Category	%
Young - Low	3.8%
Young - Medium	5.2%
Young - High	1.2%
Midlife - Young Kids - Low	3.6%
Midlife - Young Kids - Medium	1.6%
Midlife - Young Kids - High	0.2%
Midlife - Carefree - Low	0.9%
Midlife - Carefree - Medium	4.5%
Midlife - Carefree - High	1.9%
Mature - Low	23.0%
Mature - Medium	38.8%
Mature - High	15.2%
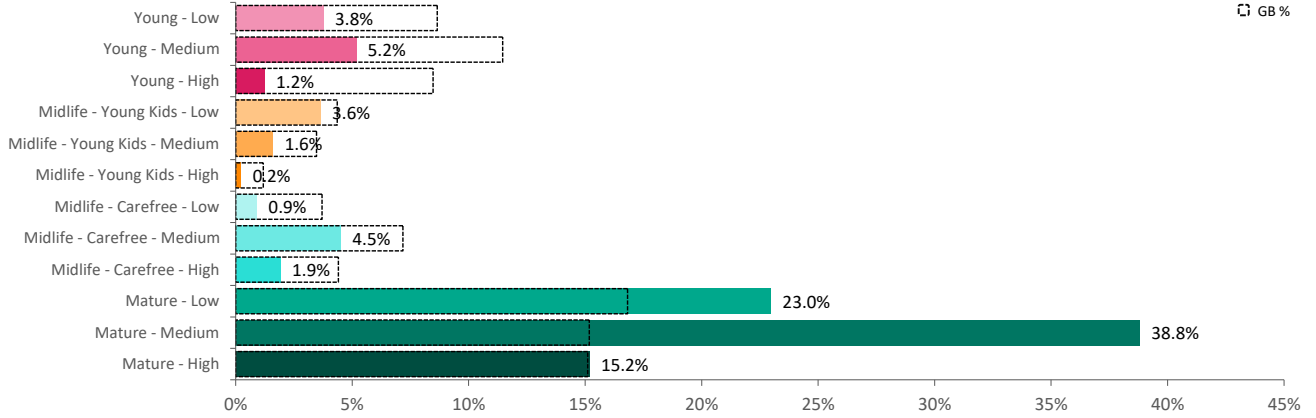
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	%
0 - 1 Mile	39.7%
1 - 5 Miles	14.1%
6 - 10 Miles	16.7%
11 - 15 Miles	8.3%
16 - 20 Miles	2.7%
21 - 25 Miles	1.5%
26 - 30 Miles	3.2%
31 - 35 Miles	1.6%
36 - 40 Miles	1.2%
41 - 45 Miles	0.5%
46 - 50 Miles	0.7%
50+ Miles	9.9%

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

CACI

star PUBS&BARS

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

Weekday

Time Band	Mature	Midlife - Carefree	Midlife - Young Kids	Young
pre 11am (31%)	76.8%	6.1%	5.2%	11.8%
11am-2pm (21%)	77.9%	7.0%	4.9%	10.1%
2pm-5pm (21%)	78.0%	6.6%	5.9%	9.5%
5pm-8pm (17%)	73.3%	8.6%	5.6%	12.5%
8pm-11pm (7%)	71.6%	6.6%	6.7%	15.1%
11pm+ (3%)	67.6%	5.9%	7.5%	19.0%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

Time Band	Mature	Midlife - Carefree	Midlife - Young Kids	Young
pre 11am (25%)	76.5%	6.1%	5.6%	11.8%
11am-2pm (26%)	78.9%	6.7%	4.7%	9.7%
2pm-5pm (20%)	80.1%	5.8%	5.3%	8.8%
5pm-8pm (17%)	72.4%	9.5%	5.7%	12.4%
8pm-11pm (8%)	71.3%	8.6%	5.8%	14.3%
11pm+ (4%)	67.9%	7.4%	7.9%	16.8%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

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CACI

Polaris Summary - Swan Downham Market

star
PUBS & BARS

Pub Sites
Catchment

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature
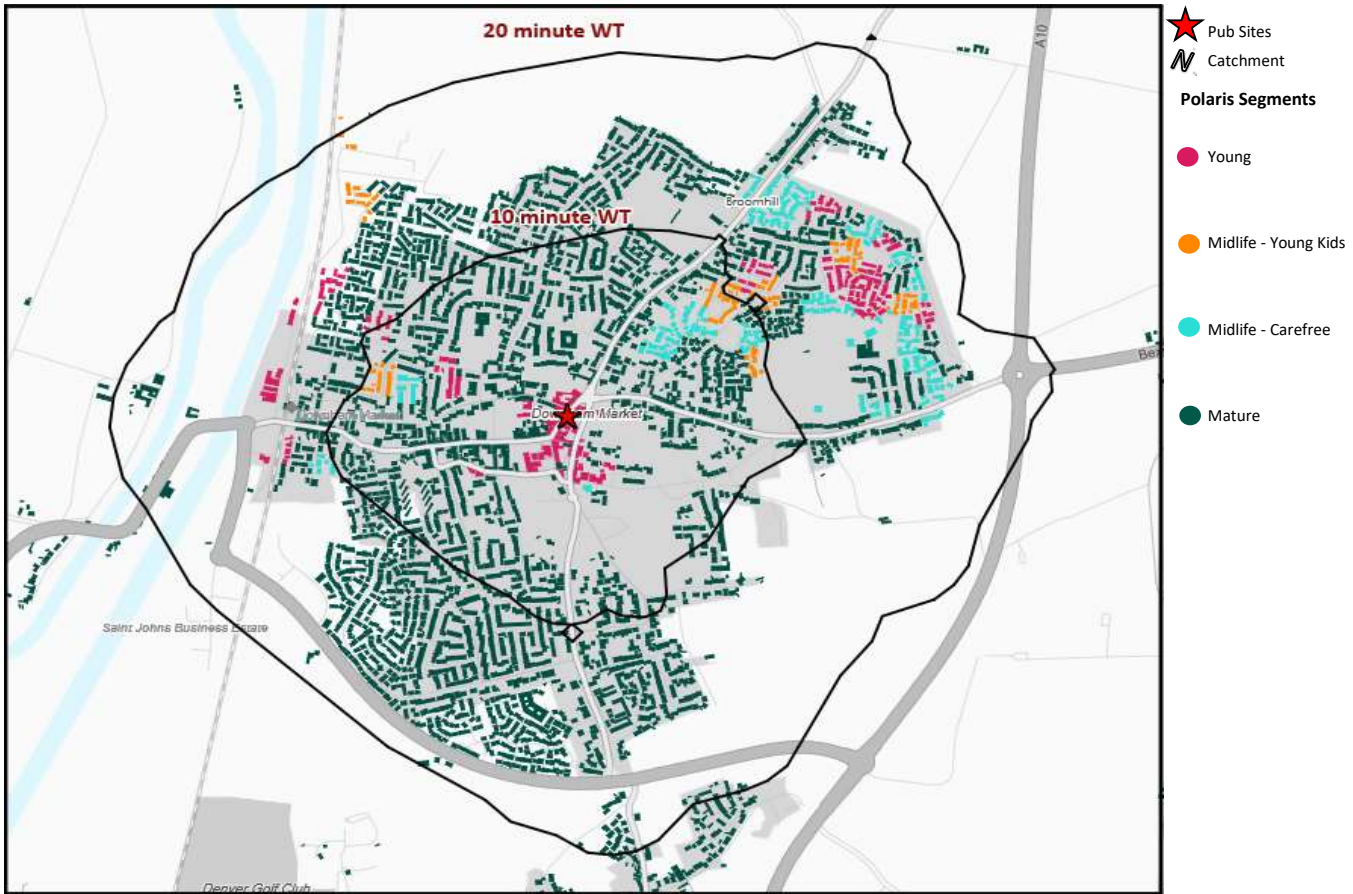
Polaris Profile by Catchment

*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	407	809	1,009	41	32	10
Midlife - Young Kids	154	427	1,990	39	42	48
Midlife - Carefree	342	603	2,119	60	41	35
Mature	2,556	7,244	31,722	161	175	189
Not Private Households	120	246	967	255	201	195
Total	3,579	9,329	37,807			

Polaris Plus Summary - Swan Downham Market

★ star PUBS & BARS
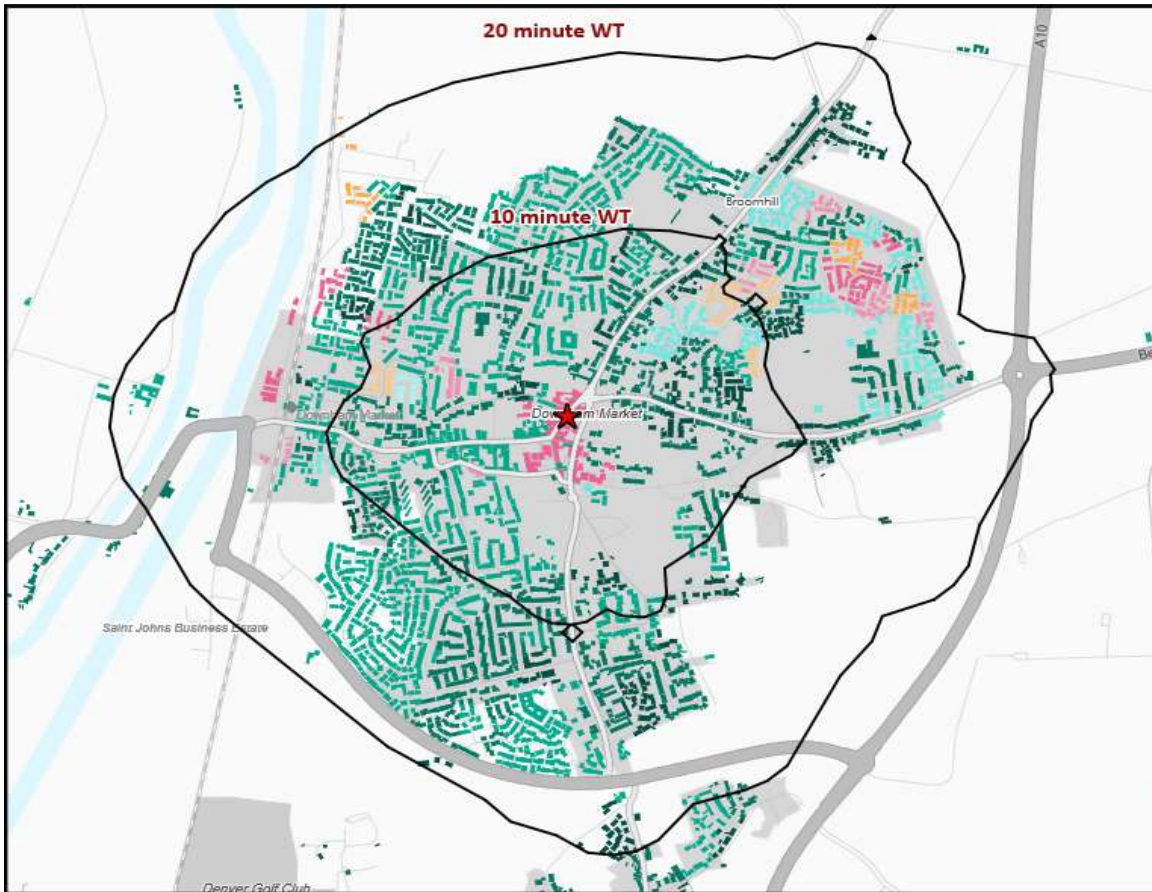
Pub Sites

Catchment

Polaris Plus Segments

Young
- 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						
Low	85	277	389	24	30	10
Medium	322	532	620	82	52	15
High	0	0	0	0	0	0
Midlife - Young Kids						
Low	154	287	1,184	78	56	57
Medium	0	140	806	0	35	49
High	0	0	0	0	0	0
Midlife - Carefree						
Low	61	61	170	40	16	11
Medium	281	542	1,646	110	81	61
High	0	0	303	0	0	18
Mature						
Low	1,249	3,464	8,039	254	270	155
Medium	1,032	3,098	17,179	184	212	290
High	275	682	6,504	51	49	115
Not Private Households	120	246	967	255	201	195
Total	3,579	9,329	37,807			

CGA Summary - Swan Downham Market

★ star PUBS & BARS

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
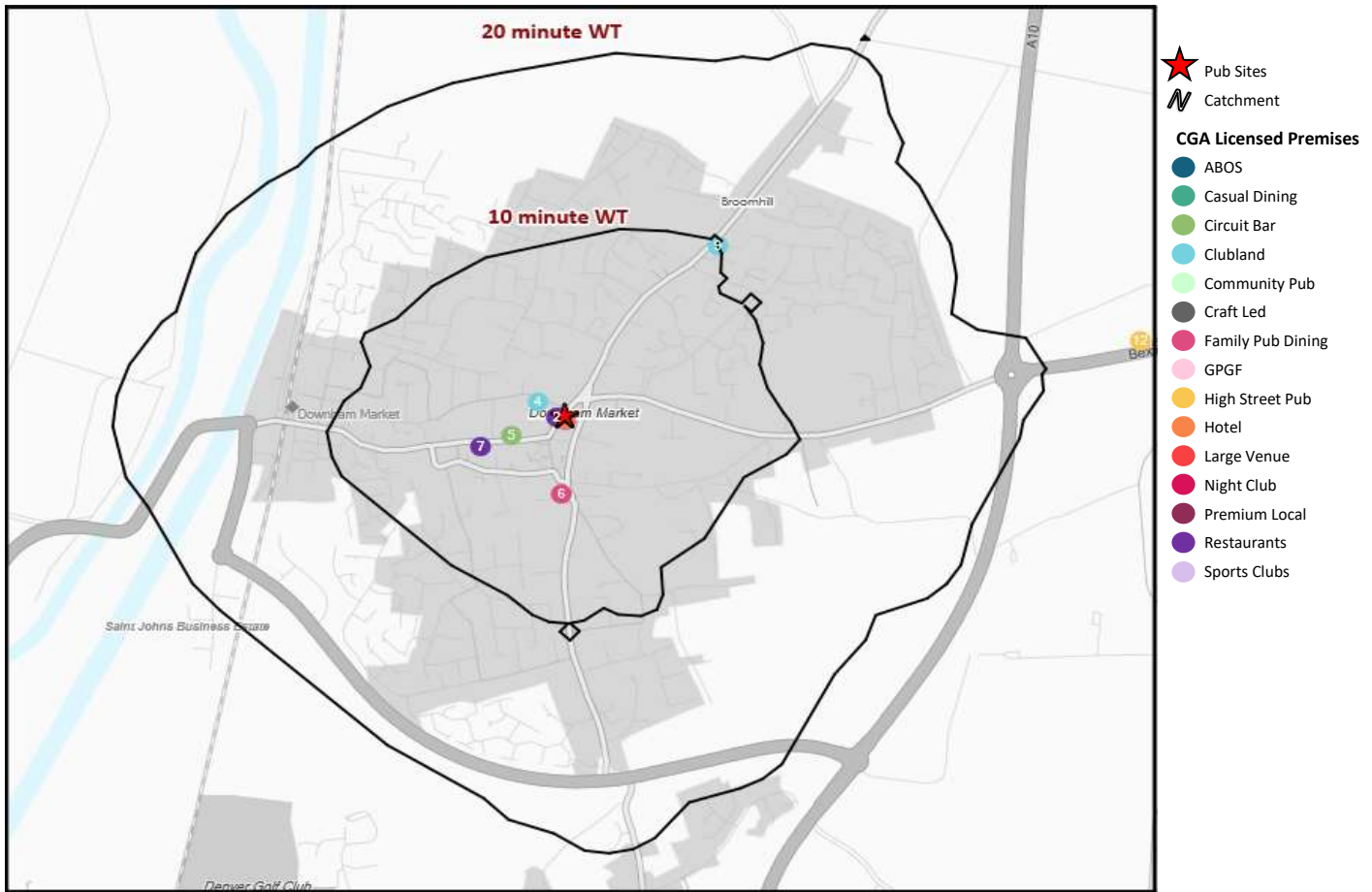
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Giardini Di Naxos	PE38 9HF	Independent Free	Restaurants	0.0
0	Swan Hotel	PE38 9HF	Star Pubs & Bars	Hotel	0.0
2	Downham Tandoori & Balti House	PE38 9HH	Independent Free	Restaurants	0.0
2	Alium	PE38 9HH	Independent Free	Restaurants	0.0
4	Downham & District Ex-Servicemens Club	PE38 9HS	Independent Free	Clubland	0.1
5	Whalebone	PE38 9DH	Wetherspoons GB	Circuit Bar	0.1
6	Live & Let Live	PE38 9AW	Pollard Inns	Family Pub Dining	0.2
7	Downham & Clackhouse Conservative Club	PE38 9DW	Independent Free	Clubland	0.2
7	Dang Thai Restaurant	PE38 9DW	Independent Free	Restaurants	0.2
9	Downham Town Sports Federation Club	PE38 9QG	Independent Free	Clubland	0.5
10	Titash	PE38 0DW	Independent Free	Restaurants	1.1
10	Bell	PE38 0DW	Independent Free	Family Pub Dining	1.1
12	Arbuckles American	PE38 9LT	Independent Free	High Street Pub	1.1
13	Chequers	PE34 3QG	Independent Free	Premium Local	1.2

Per Pub Analysis - Swan Downham Market

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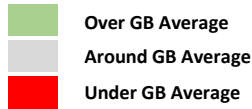
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,579	9,329	37,807
Number of Competition Pubs	4	5	41
Adults 18+ per Competition Pub	895	1,866	922

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	80	2.2%	28
Circuit Bar	1	138	3.9%	95
Community Pub	0	1,057	29.5%	154
Craft Led	0	51	1.4%	41
Great Pub Great Food	0	369	10.3%	58
High Street Pub	0	938	26.2%	142
Premium Local	0	483	13.5%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	192	2.1%	26
Circuit Bar	1	367	3.9%	97
Community Pub	0	2,918	31.3%	164
Craft Led	0	99	1.1%	31
Great Pub Great Food	0	991	10.6%	60
High Street Pub	0	2,581	27.7%	150
Premium Local	0	1,332	14.3%	87

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	794	2.1%	26
Circuit Bar	1	815	2.2%	53
Community Pub	3	9,750	25.8%	135
Craft Led	0	156	0.4%	12
Great Pub Great Food	1	6,624	17.5%	99
High Street Pub	1	9,032	23.9%	130
Premium Local	12	7,853	20.8%	126

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
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"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."*	*"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	• 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**	• 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 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.

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			