

# Catchment Summary - Maltshovel Inn Beeston



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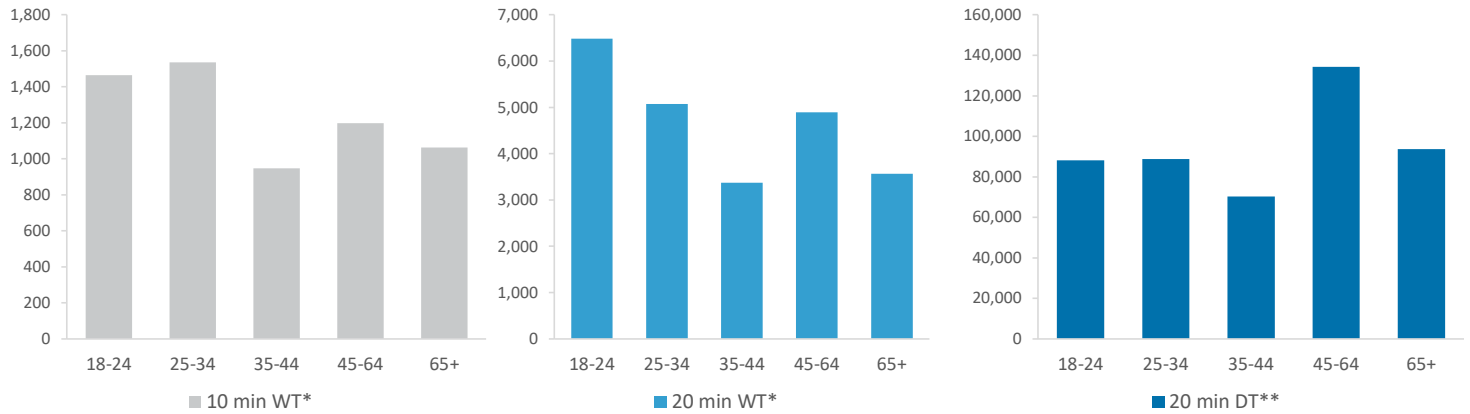
- Over GB Average
- Around GB Average
- Under GB Average

\*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**	
<b>Population</b>	7,180	27,453	594,541	136	189	157	
<b>Adults 18+</b>	6,209	23,390	475,219	143	131	159	
<b>Competition Pubs</b>	11	24	573	73	75	158	
<b>Adults 18+ per Competition Pub</b>	564	975	829	68	118	100	
<b>% Adults Likely to Drink</b>	83.8%	82.4%	81.9%	102	100	99	
<b>Affluence</b>	Low	8.5%	27.6%	32.1%	33	107	125
	Medium	46.0%	38.9%	42.2%	117	99	107
	High	44.2%	32.5%	24.0%	132	97	72
<b>Age Profile</b>	18-24	1,465	6,482	88,133	252	291	183
	25-34	1,535	5,077	88,809	161	139	112
	35-44	947	3,372	70,316	102	95	92
	45-64	1,199	4,893	134,311	65	70	88
	65+	1,063	3,566	93,650	77	68	82

Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



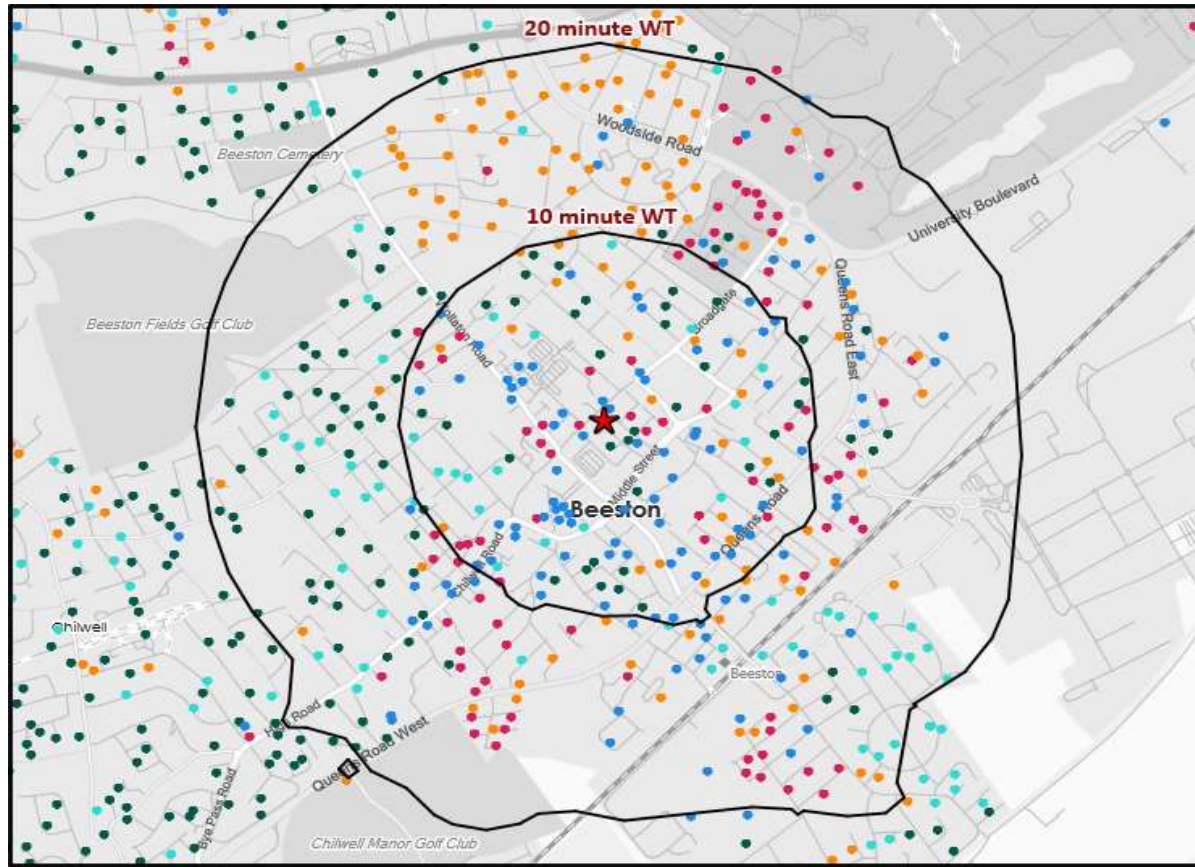
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	Male	3,775 (53%)	14,269 (52%)	299,497 (50%)	106	105	102
	Female	3,405 (47%)	13,184 (48%)	295,044 (50%)	94	95	98
<b>Economic Status (16-74)</b>	Employed: Full-time	2,263 (40%)	7,740 (35%)	166,959 (38%)	95	85	91
	Employed: Part-time	579 (10%)	2,121 (10%)	54,221 (12%)	78	74	94
	Self employed	440 (8%)	1,337 (6%)	31,548 (7%)	81	64	75
	Unemployed	124 (2%)	456 (2%)	12,071 (3%)	92	88	115
	Retired	580 (10%)	2,049 (9%)	53,732 (12%)	74	68	88
Other	1,713 (30%)	8,253 (38%)	124,044 (28%)	152	191	142	
<b>Total Worker Count</b>	3,113	11,441	261,389				

See the Glossary page for further information on the above variables

# Polaris Summary - Maltshovel Inn Beeston



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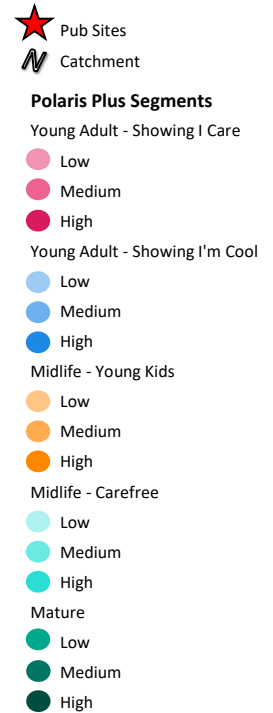
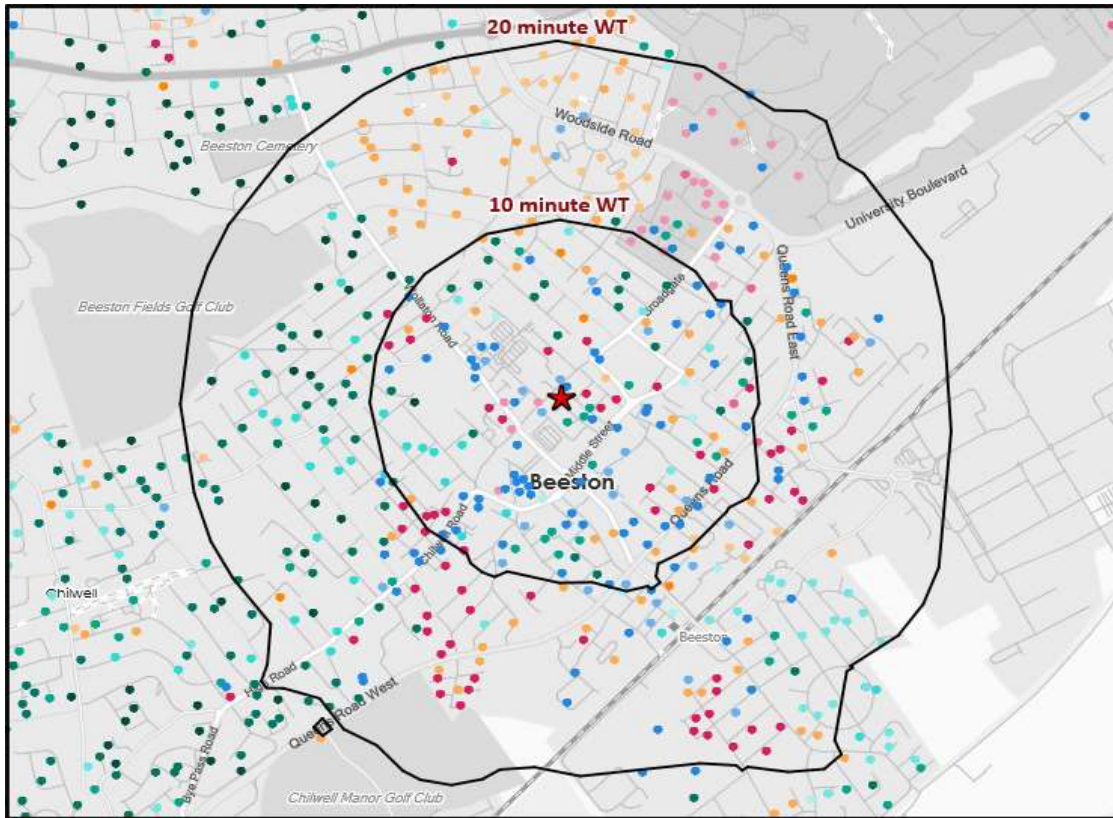


- ★ Pub Sites
- Ⓜ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## 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	946	7,052	76,240	171	338	180
Young Adult - Showing I'm Cool	1,583	3,489	44,960	277	162	103
Midlife - Young Kids	1,334	5,767	138,698	68	78	93
Midlife - Carefree	889	2,929	92,206	68	60	92
Mature	1,382	3,906	114,962	80	60	86
<b>Not Private Households</b>	75	247	8,153	84	73	119
<b>Total</b>	6,209	23,390	475,219			

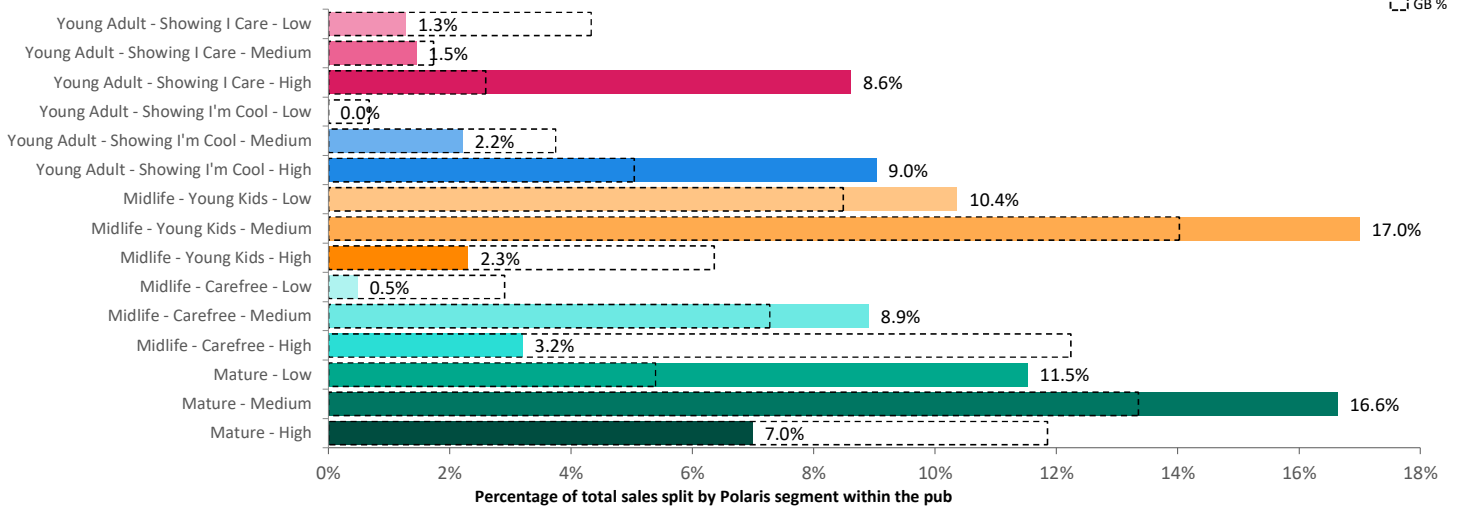


Polaris Plus Profile by Catchment

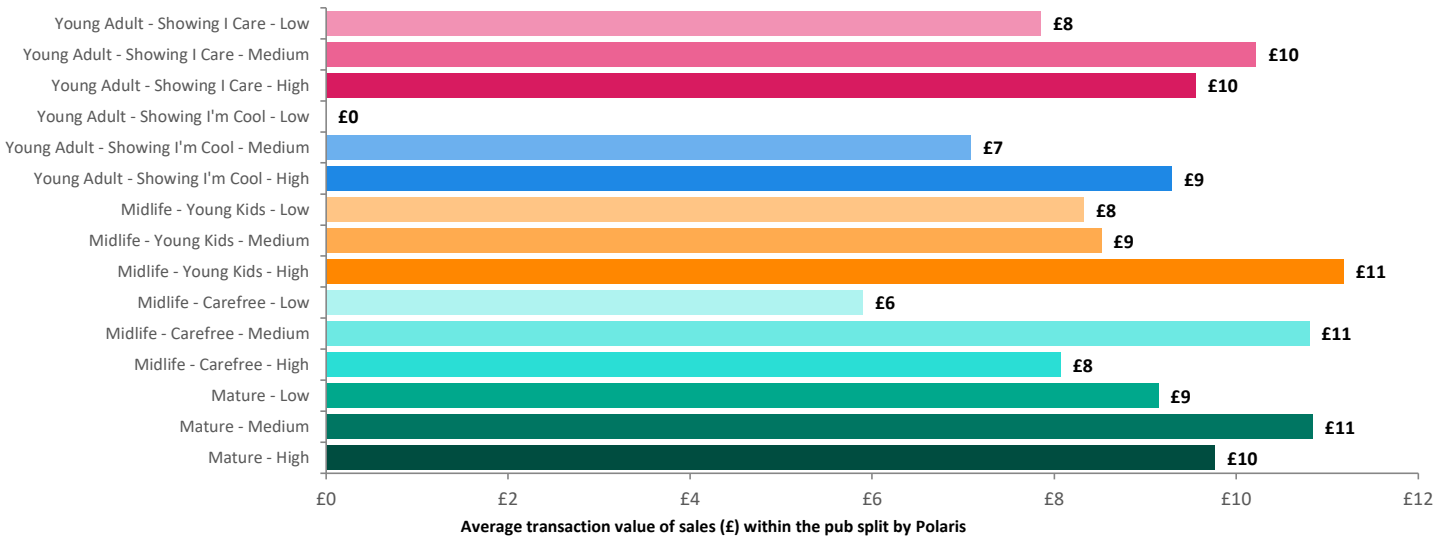
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	33	3,784	45,521	13	386	228
Medium	0	281	13,439	0	88	207
High	913	2,987	17,280	437	379	108
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	1,041	0	0	21
Medium	297	886	20,351	129	102	116
High	1,286	2,603	23,568	463	249	111
<b>Midlife - Young Kids</b>						
Low	24	1,563	61,958	3	60	117
Medium	1,040	3,771	61,052	112	108	86
High	270	433	15,688	81	34	61
<b>Midlife - Carefree</b>						
Low	139	335	19,389	66	42	120
Medium	478	1,598	43,096	115	102	135
High	272	996	29,721	40	39	57
<b>Mature</b>						
Low	333	765	24,553	90	55	87
Medium	1,044	2,563	62,526	133	87	104
High	5	578	27,883	1	26	63
<b>Not Private Households</b>	75	247	8,153	84	73	119
<b>Total</b>	6,209	23,390	475,219			

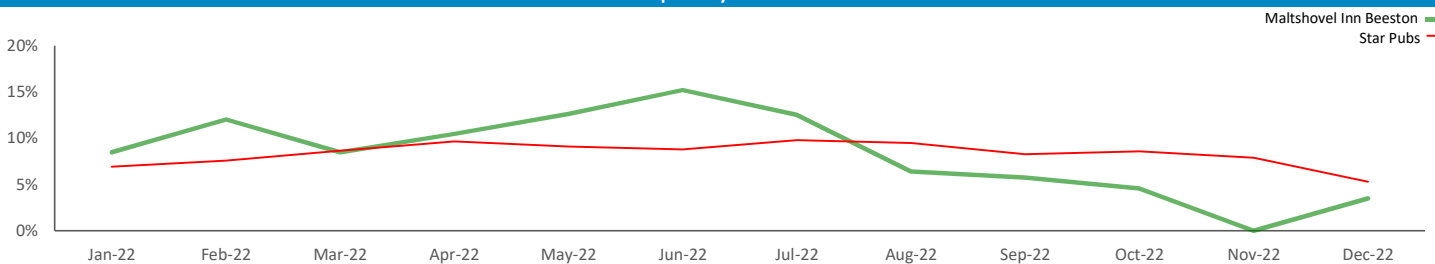
Spend by Polaris



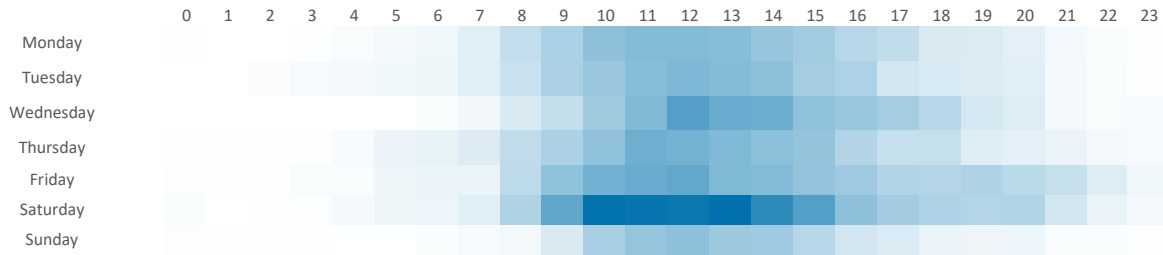
Average Transaction Values (£) by Polaris



Spend by Month

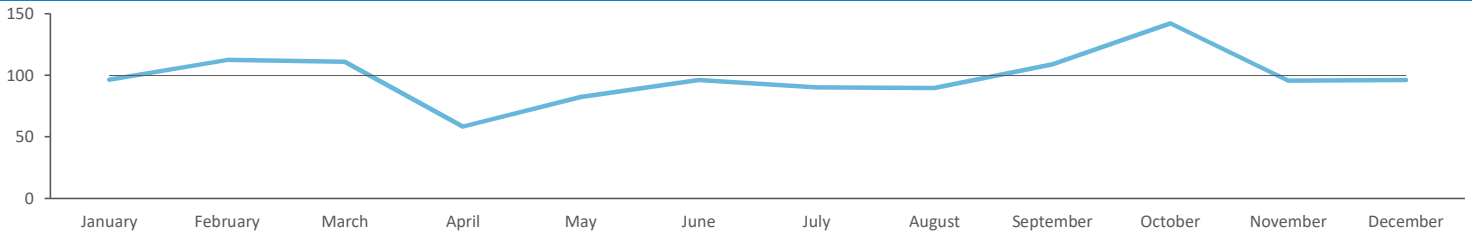


Time of Day/Day of Week



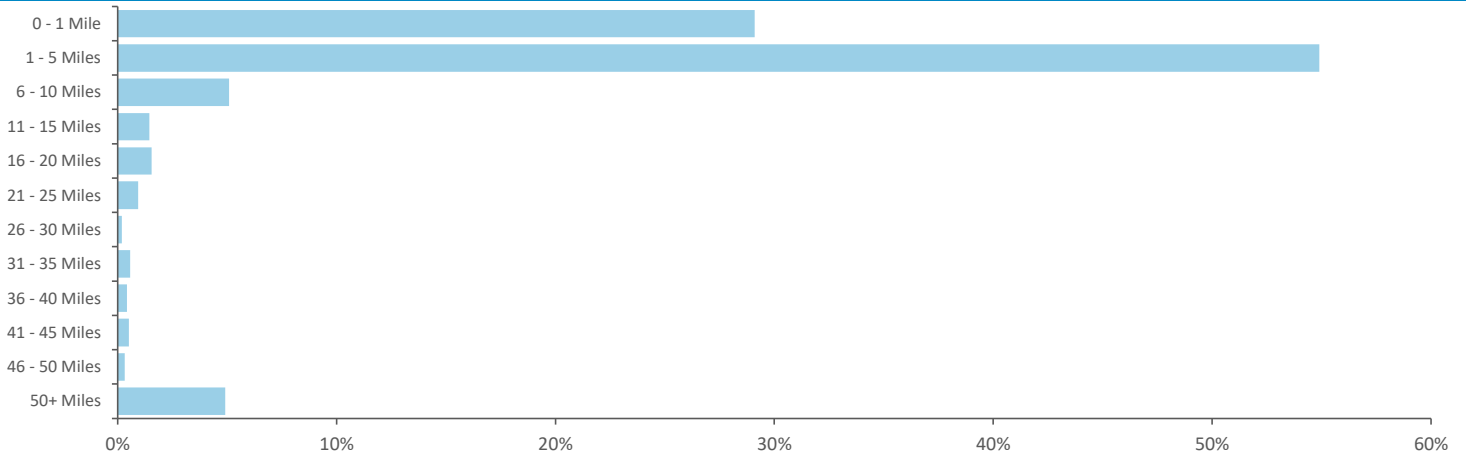
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



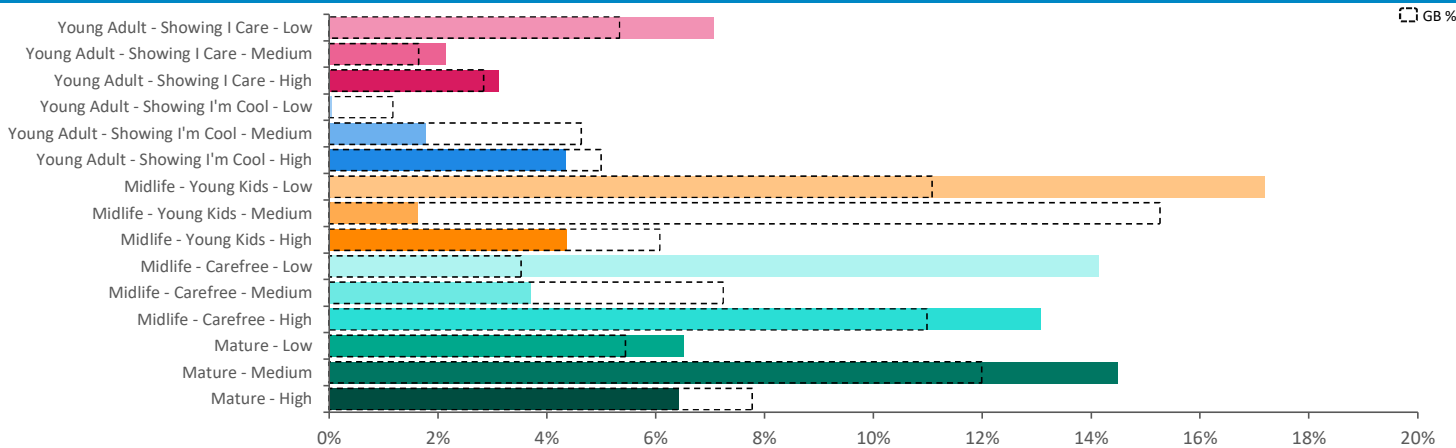
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

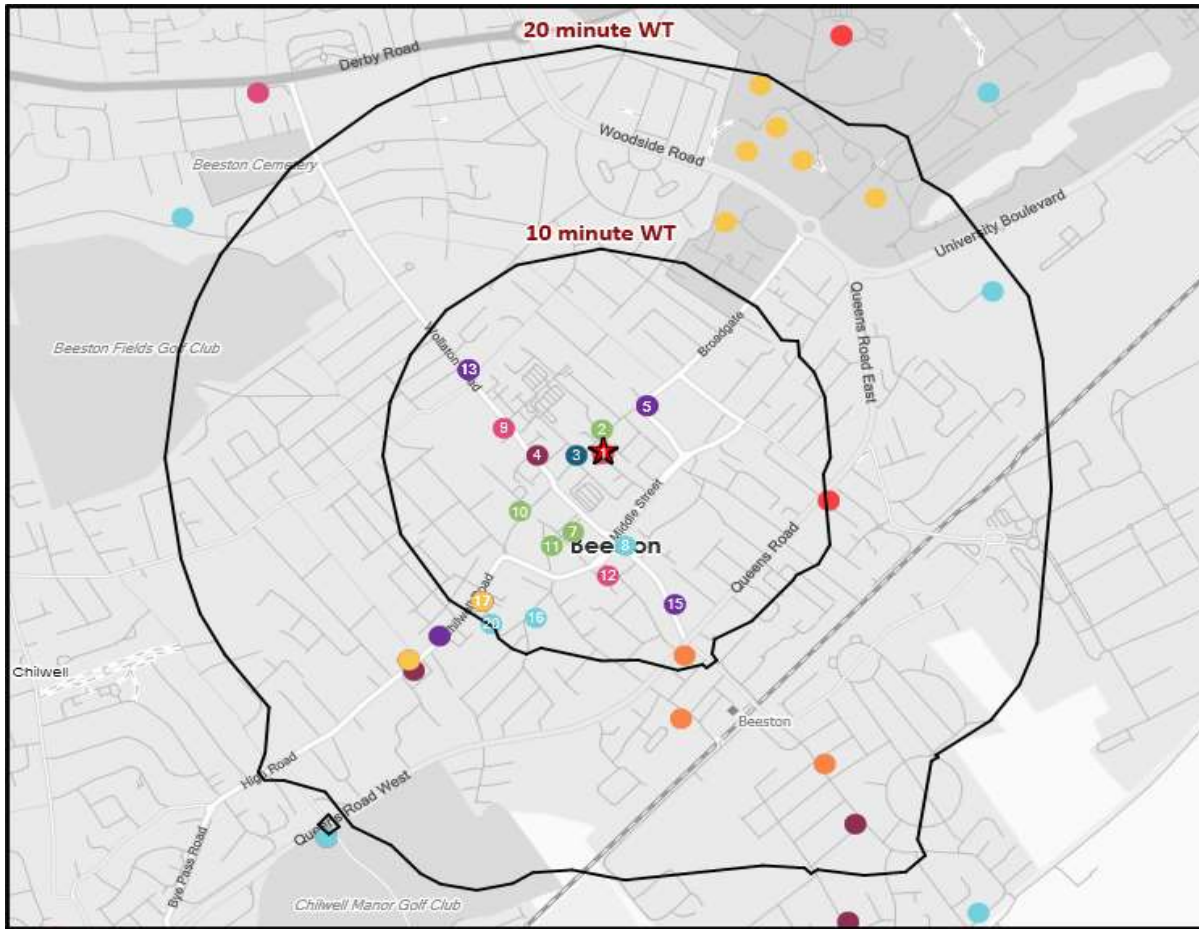


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

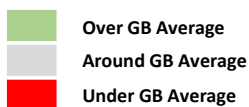
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Maltshovel	NG 9 2LU	Star Pubs & Bars	Family Pub Dining	0.0
2	Jesse Boot	NG 9 2LE	Stonegate Pub Company	Circuit Bar	0.0
3	Bendigo Lounge	NG 9 2JQ	Loungers	ABOS	0.0
4	Cricketers	NG 9 2NR	Stonegate Pub Company	Premium Local	0.1
5	Sanchans	NG 9 2LN	Independent Free	Restaurants	0.1
5	Magic Taste House	NG 9 2LN	Independent Free	Restaurants	0.1
7	Beeston Social	NG 9 2WJ	FletcherGate Industries	Circuit Bar	0.2
8	Beeston Ex-Servicemens Club	NG 9 2AW	Independent Free	Clubland	0.2
9	Commercial Inn	NG 9 2NG	Independent Free	Family Pub Dining	0.2
10	Last Post	NG 9 1AA	Wetherspoons GB	Circuit Bar	0.2
11	Crown Inn	NG 9 1FY	Everards	Circuit Bar	0.2
12	Star Inn	NG 9 1FX	Star Pubs & Bars	Family Pub Dining	0.2
13	Cafe Roya	NG 9 2PE	Independent Free	Restaurants	0.3
13	Yiannis	NG 9 2PE	Independent Free	Restaurants	0.3
15	Amore Pizzeria	NG 9 2AZ	Independent Free	Restaurants	0.3
16	Beeston Youth Community Centre	NG 9 1GL	Independent Free	Clubland	0.3
17	Latino Restaurant	NG 9 1EH	Independent Free	Restaurants	0.3
17	Sora	NG 9 1EH	Independent Free	Restaurants	0.3
17	Totally Tapped	NG 9 1EH	Independent Free	High Street Pub	0.3
20	Royal British Legion Club	NG 9 1EL	Independent Free	Clubland	0.4

# Per Pub Analysis - Maltshovel Inn Beeston



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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+	6,209	23,390	475,219
Number of Competition Pubs	11	24	573
Adults 18+ per Competition Pub	564	975	829

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,258	20.3%	199
Circuit Bar	202	3.3%	89
Community Pub	640	10.3%	59
Craft Led	471	7.6%	240
Great Pub Great Food	1,469	23.7%	123
High Street Pub	724	11.7%	67
Premium Local	753	12.1%	69

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,884	16.6%	163
Circuit Bar	1,168	5.0%	136
Community Pub	3,661	15.7%	90
Craft Led	1,508	6.4%	204
Great Pub Great Food	4,337	18.5%	97
High Street Pub	3,879	16.6%	96
Premium Local	2,773	11.9%	68

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	47,031	9.9%	97
Circuit Bar	19,650	4.1%	113
Community Pub	89,609	18.9%	109
Craft Led	17,563	3.7%	117
Great Pub Great Food	72,875	15.3%	80
High Street Pub	90,313	19.0%	110
Premium Local	67,540	14.2%	81

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
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: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; 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 black; 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 black; 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. 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Nothing too flashy as I still have the rent to pay."</i>	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>	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>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			