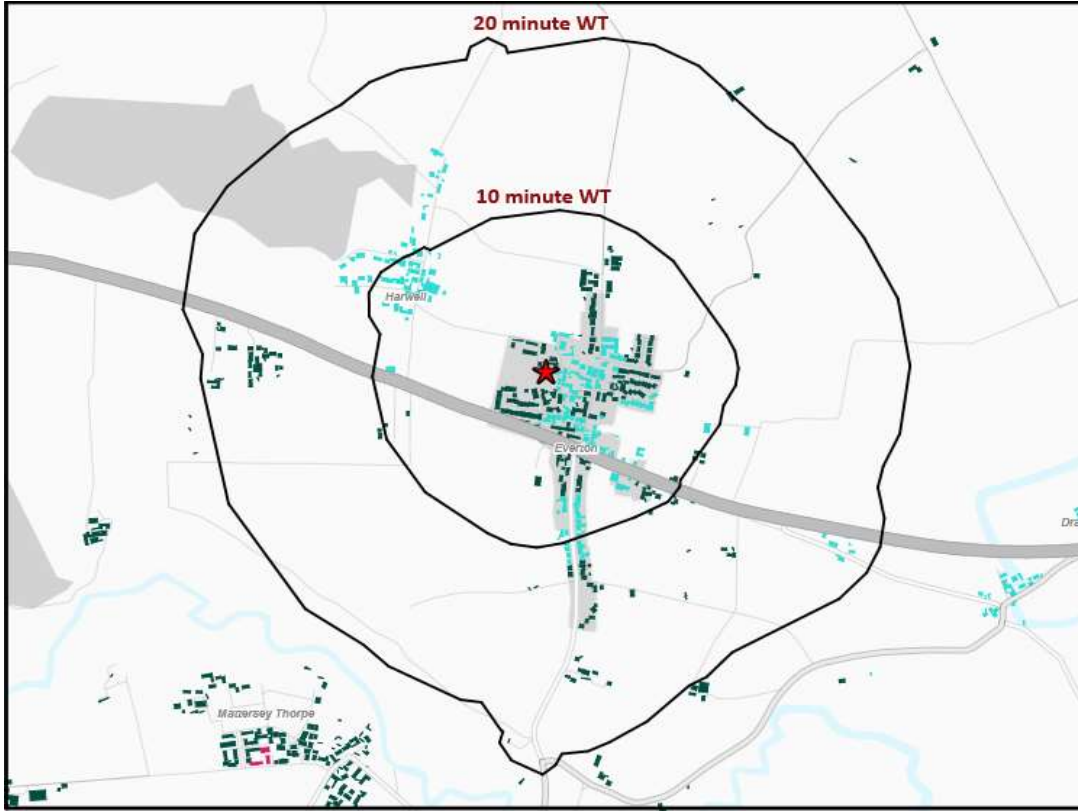


# Catchment Summary - Blacksmiths Everton

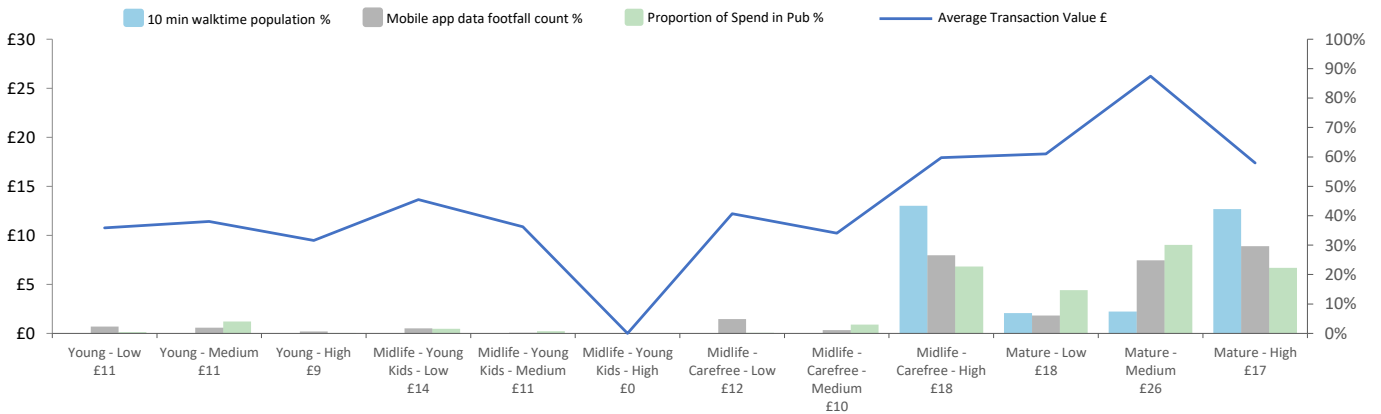
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627080	Blacksmiths Everton	DN10 5BQ	Star Pubs & Bars	Family Pub Dining	17



- 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 - Blacksmiths Everton



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	Over GB Average
	Around GB Average
	Under GB Average

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

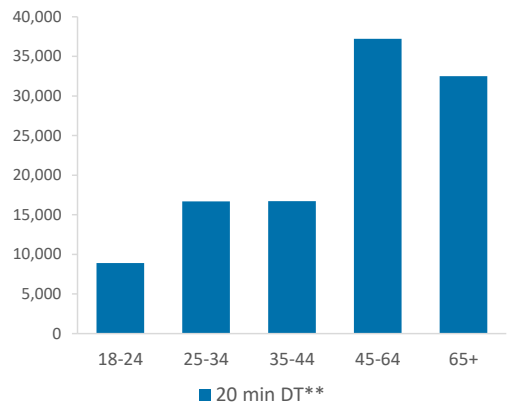
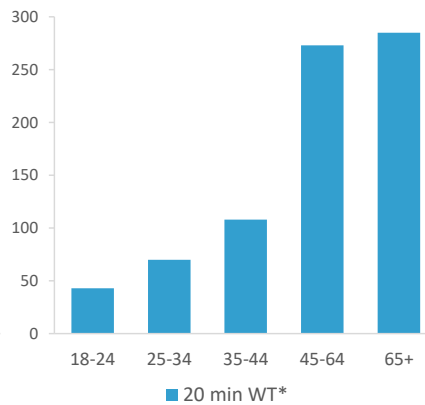
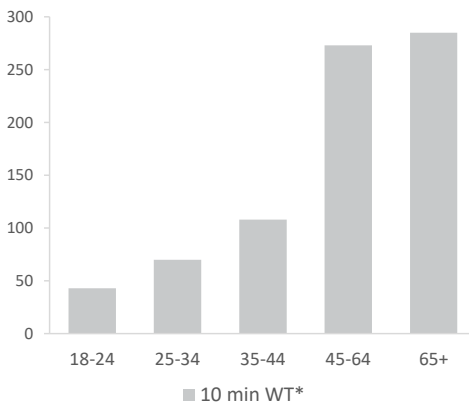
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	973	973	139,778	18	5	32
Adults 18+	779	779	112,069	17	5	32
Competition Pubs	4	4	137	22	11	33
Adults 18+ per Competition Pub	195	195	818	23	23	95
% Adults Likely to Drink	82.3%	82.3%	77.9%	108	108	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.9%	6.9%	40.4%	21	21	121
	Medium	7.4%	7.4%	35.3%	20	20	93
	High	85.6%	85.6%	21.8%	314	314	80

\*Affluence does not include Not Private Households

Age Profile	18-24	43	43	8,905	54	54	78
	25-34	70	70	16,695	54	54	90
	35-44	108	108	16,738	84	84	90
	45-64	273	273	37,238	109	109	104
	65+	285	285	32,493	152	152	121



	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	484 (50%)	484 (50%)	68,330 (49%)	102	102	100
	Female	489 (50%)	489 (50%)	71,448 (51%)	99	99	100
Economic Status (16+)	Employed: Full-time	249 (32%)	249 (32%)	37,858 (33%)	92	92	95
	Employed: Part-time	84 (11%)	84 (11%)	13,901 (12%)	90	90	102
	Self employed	99 (13%)	99 (13%)	9,390 (8%)	136	136	88
	Unemployed	7 (1%)	7 (1%)	2,974 (3%)	32	32	93
	Full-time student	5 (1%)	5 (1%)	1,466 (1%)	27	27	54
	Retired	266 (34%)	266 (34%)	30,851 (27%)	154	154	122
	Other	79 (10%)	79 (10%)	18,770 (16%)	57	57	94
Total Worker Count	452	452	59,726				

See the Glossary page for further information on the above variables

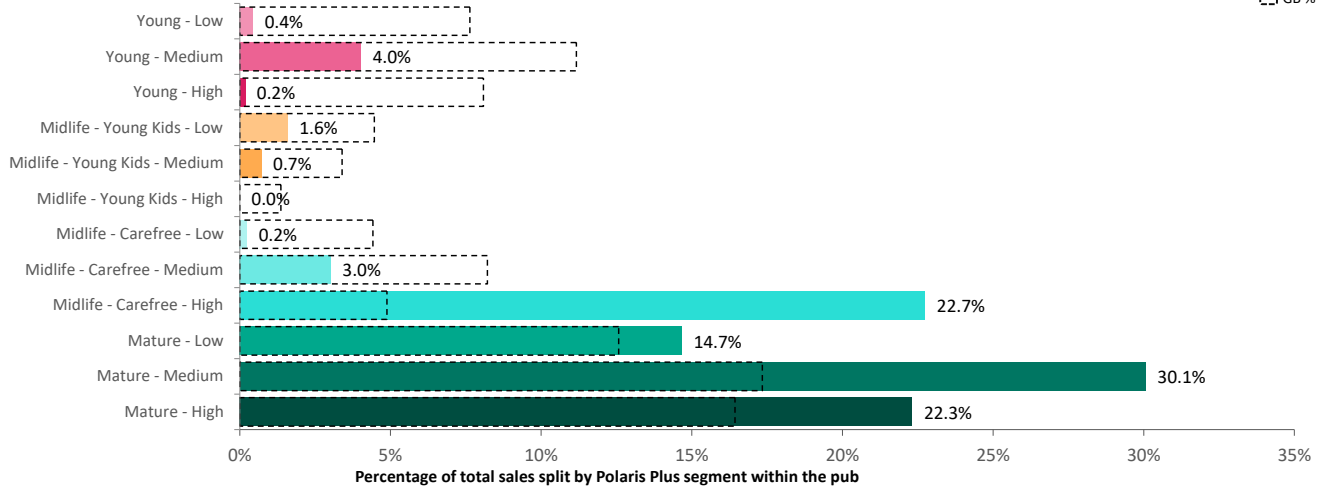
# Transactional Data Summary - Blacksmiths Everton



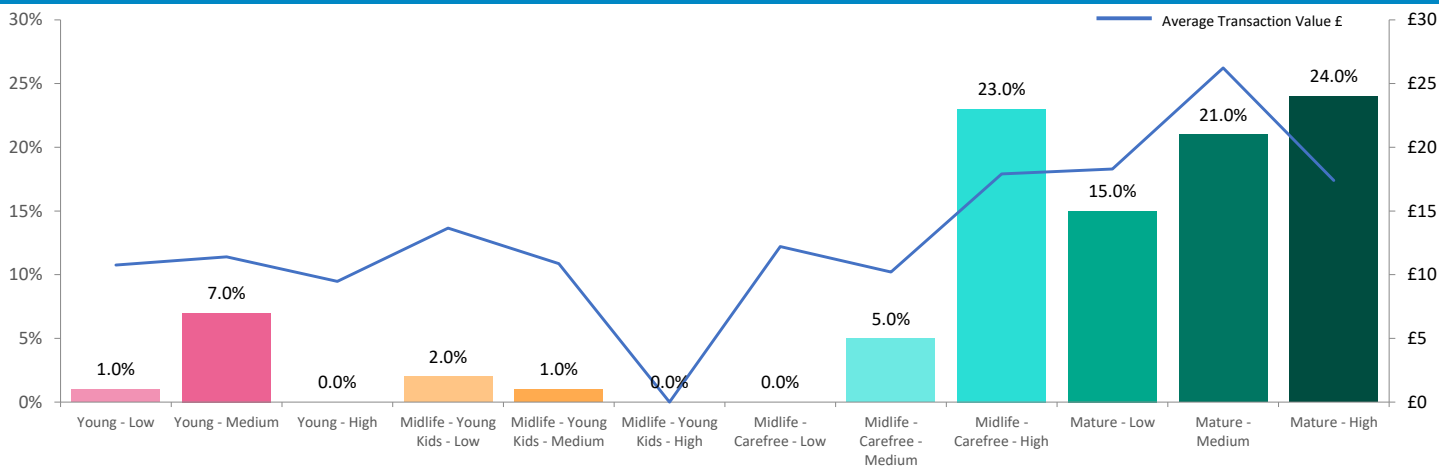
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## Spend by Polaris Plus

GB %

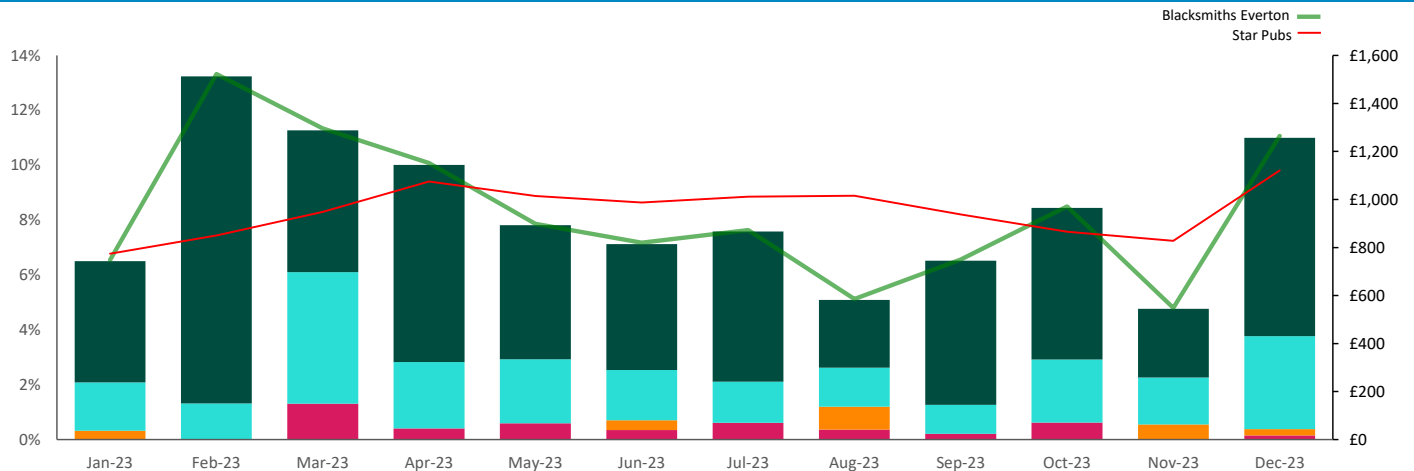


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



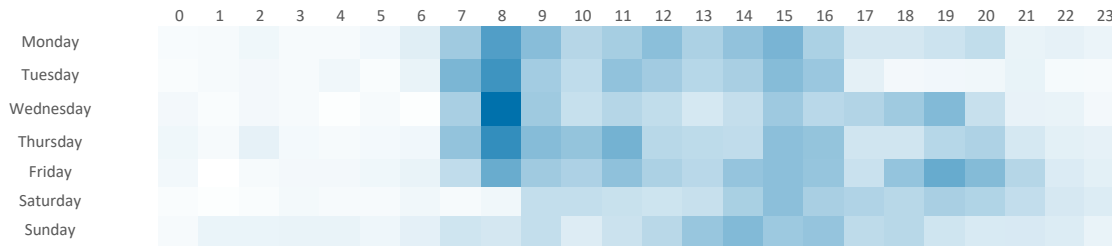
Seasonality of the spend split by month

# Mobile Data Summary - Blacksmiths Everton



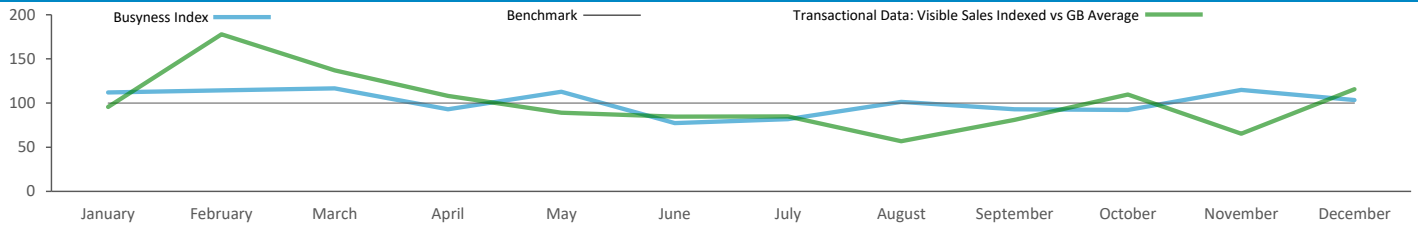
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## Time of Day/Day of Week



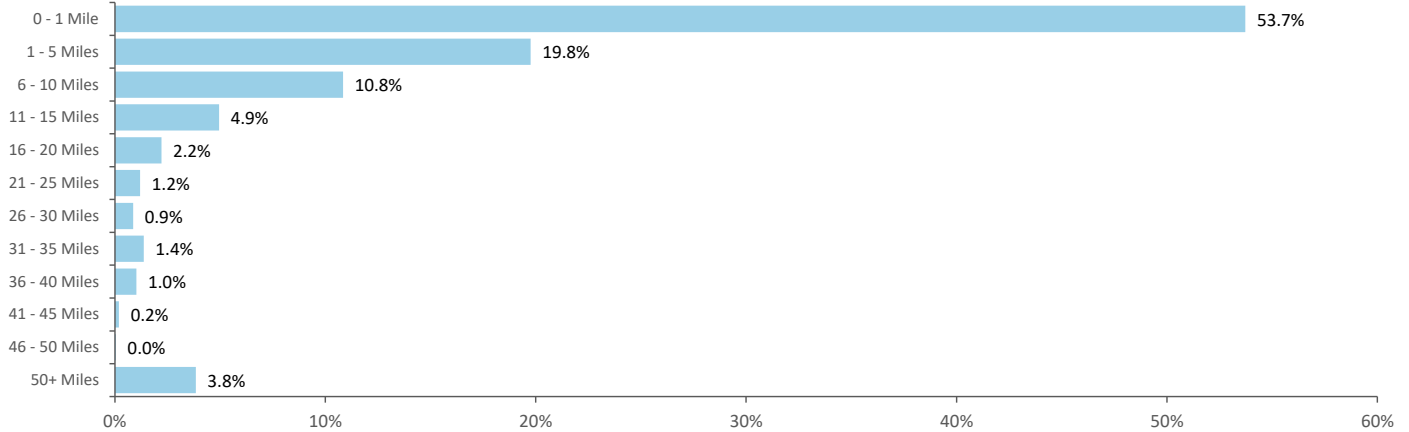
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

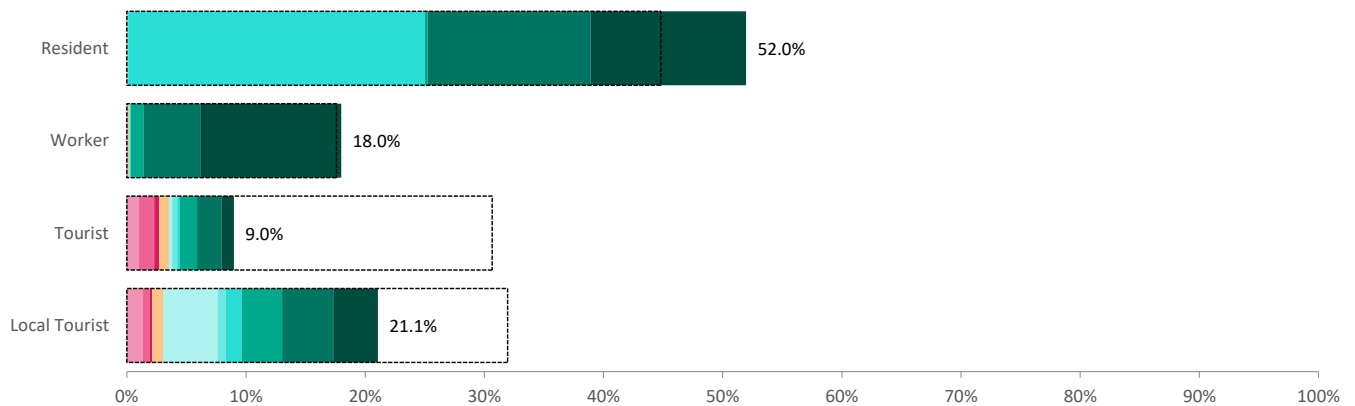
## Distance from Home



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



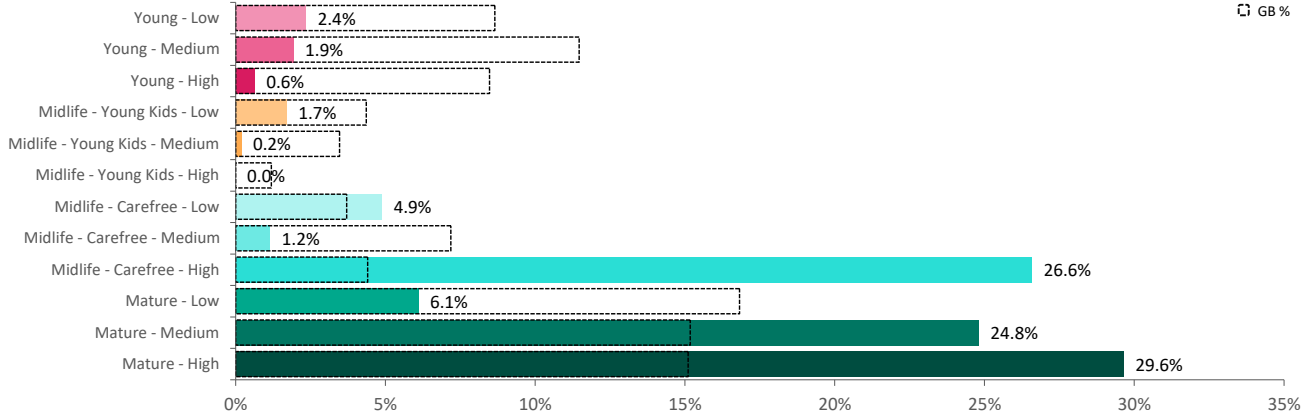
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Blacksmiths Everton



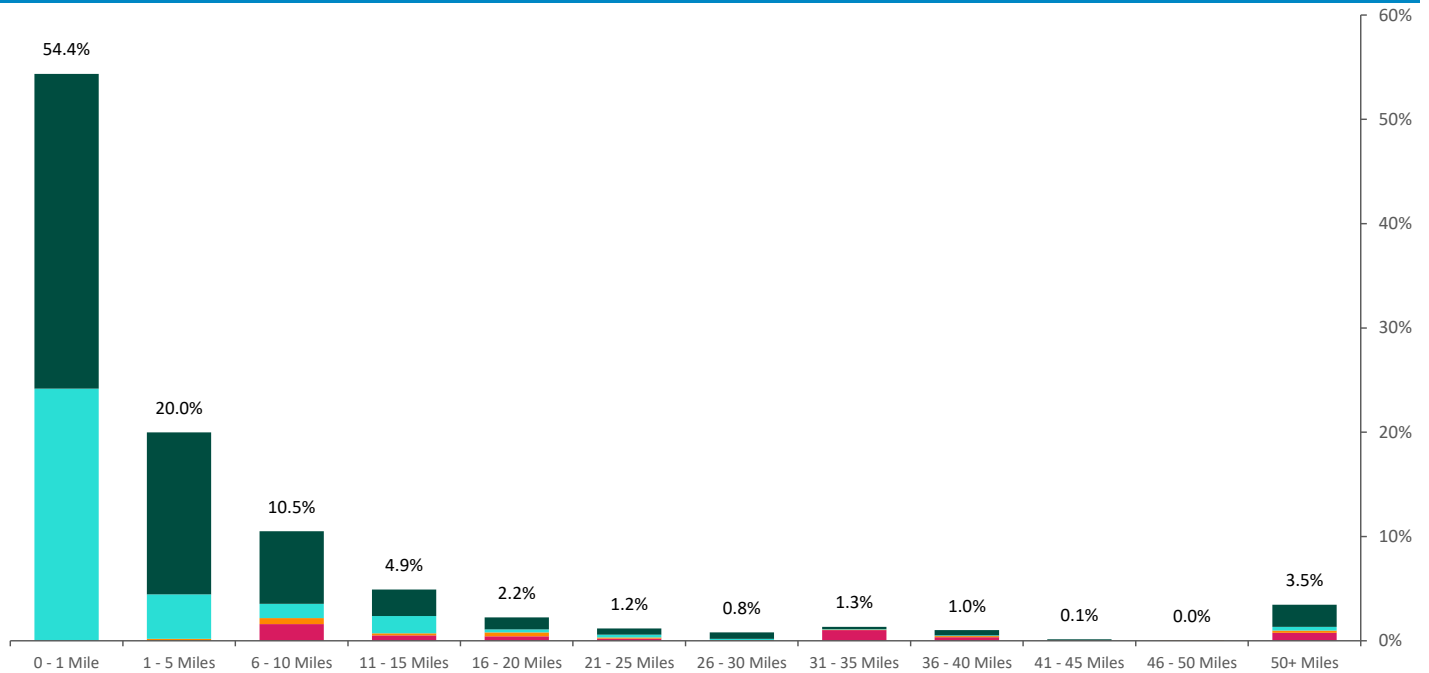
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## Polaris Plus Profile



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



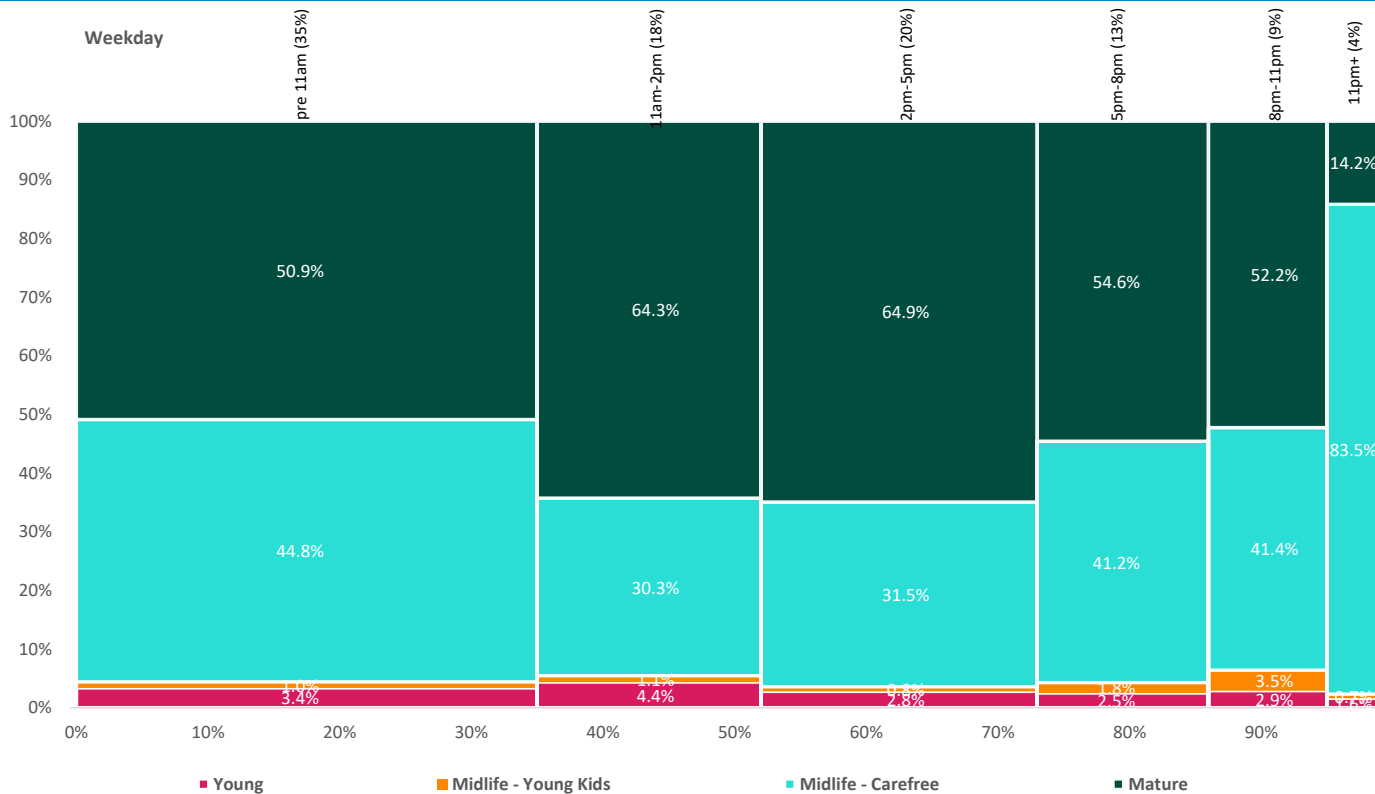
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Blacksmiths Everton

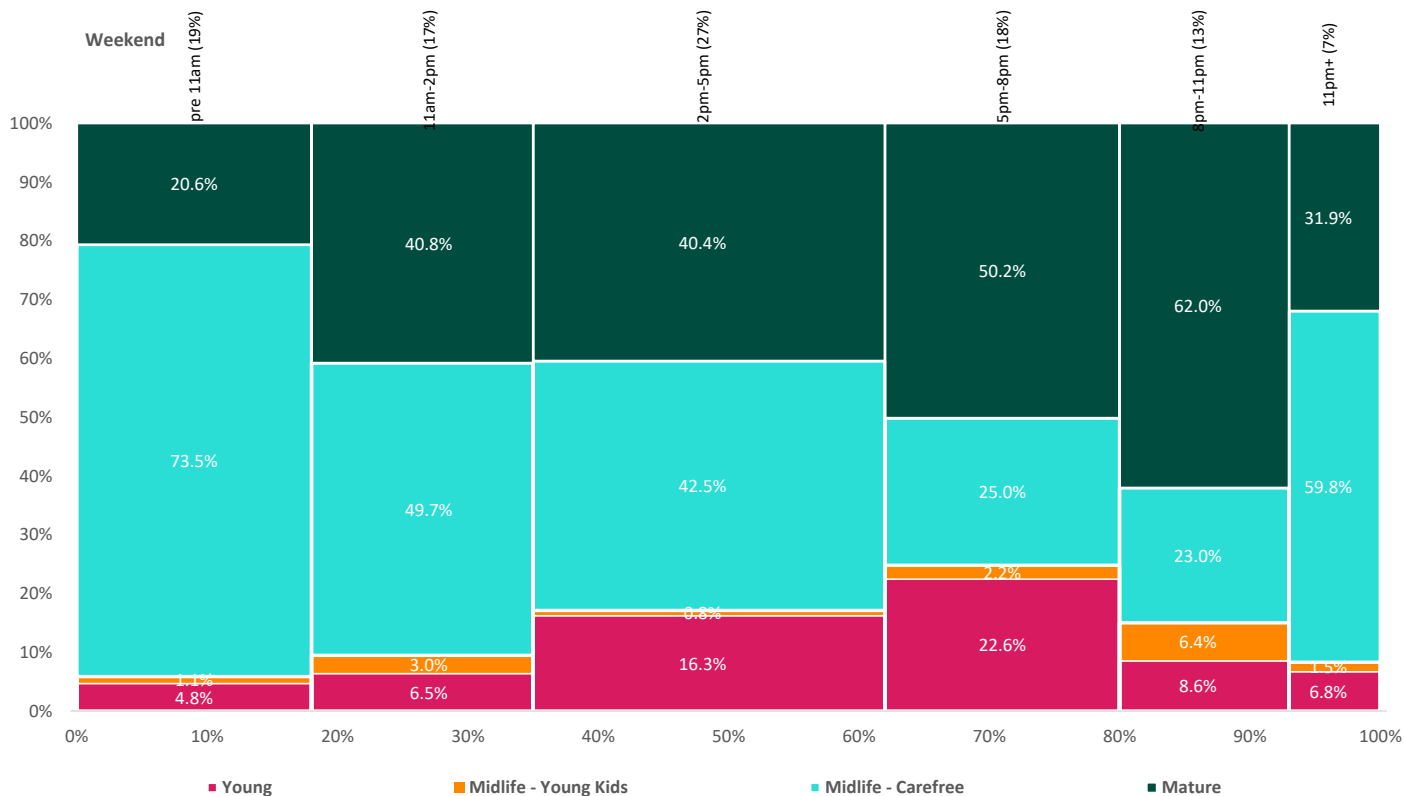


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Time of Day by Polaris: Weekday (Monday to Friday)



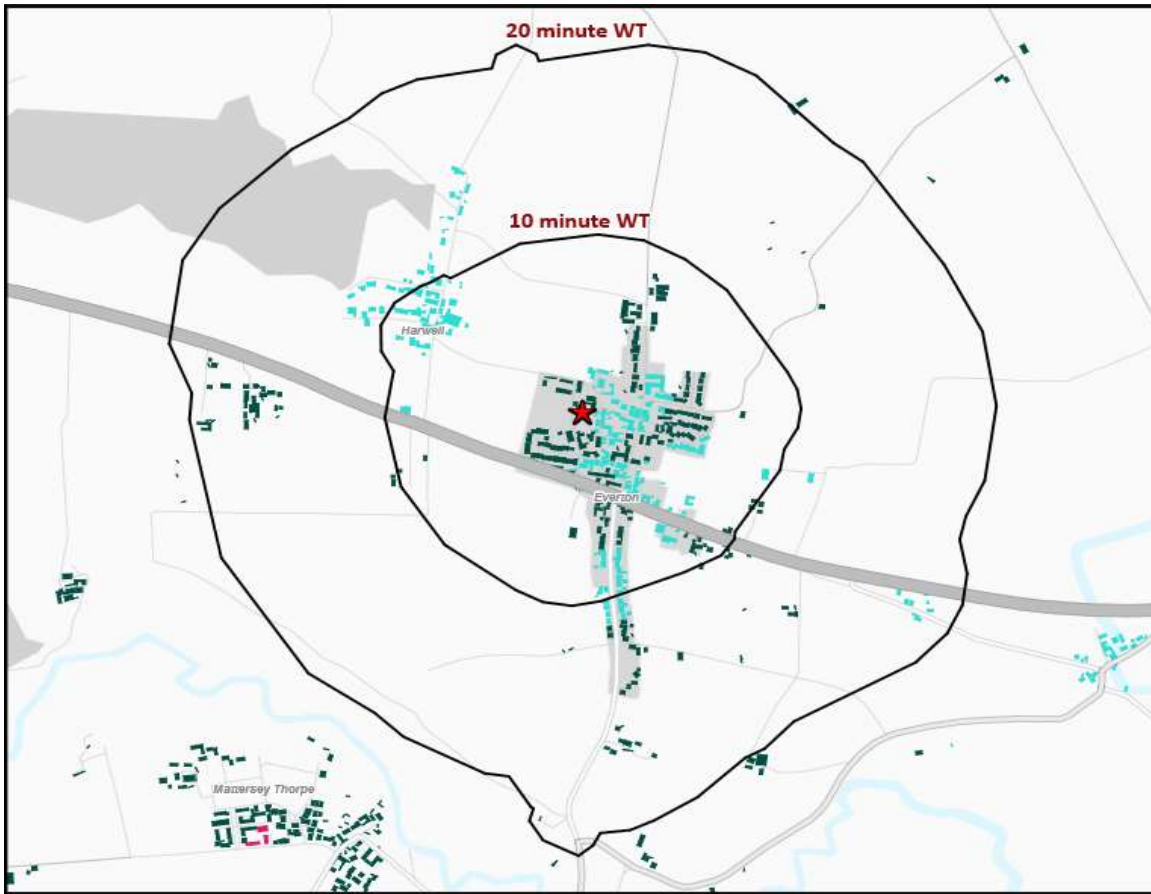
Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Blacksmiths Everton



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

## Polaris Profile by Catchment

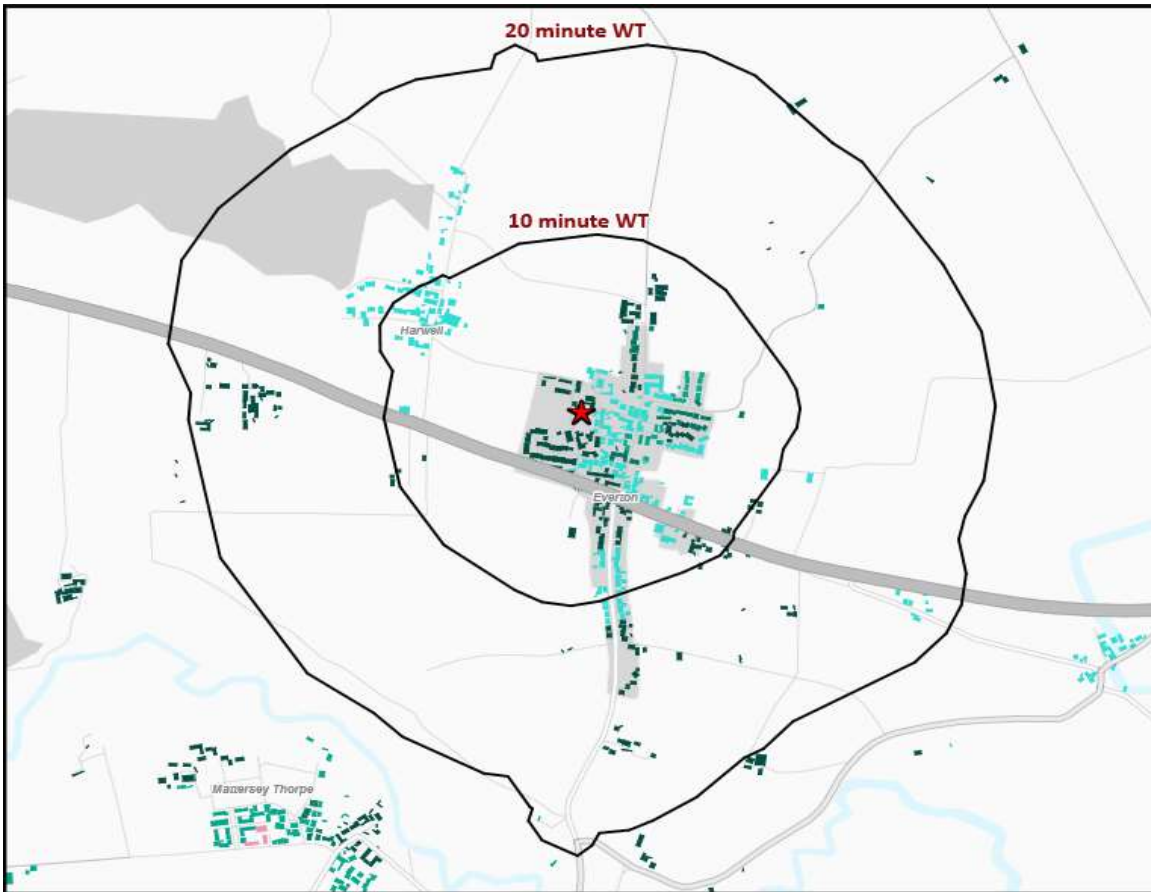
\*WT= Walktime, \*\*DT= Drivetime

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	0	0	19,874	0	0	64
Midlife - Young Kids	0	0	10,982	0	0	90
Midlife - Carefree	338	338	14,609	274	274	82
Mature	441	441	63,795	128	128	128
<i>Not Private Households</i>	0	0	2,809	0	0	191
<b>Total</b>	779	779	112,069			

# Polaris Plus Summary - Blacksmiths Everton



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- ★ Pub Sites
- N 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**
<b>Young</b>						
Low	0	0	12,059	0	0	110
Medium	0	0	6,941	0	0	56
High	0	0	874	0	0	12
<b>Midlife - Young Kids</b>						
Low	0	0	10,826	0	0	176
Medium	0	0	156	0	0	3
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	3,548	0	0	75
Medium	0	0	6,203	0	0	77
High	338	338	4,858	974	974	97
<b>Mature</b>						
Low	54	54	18,829	50	50	122
Medium	58	58	26,309	48	48	150
High	329	329	18,657	282	282	111
<b>Not Private Households</b>	0	0	2,809	0	0	191
<b>Total</b>	779	779	112,069			



# CGA Summary - Blacksmiths Everton



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Data Source © 2023 TomTom

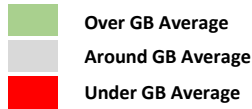


- ★ Pub Sites
- N Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

### Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Blacksmiths Arms	DN10 5BQ	Star Pubs & Bars	Family Pub Dining	0.0
1	So Good It Yurts	DN10 5BP	Independent Free	High Street Pub	0.2
2	Sun Inn	DN10 5BW	*Other Small Retail Groups	Premium Local	0.3
3	Mucky Duck	DN10 5DF	*Other Small Retail Groups	Premium Local	1.1

# Per Pub Analysis - Blacksmiths Everton



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	779	779	112,069
Number of Competition Pubs	4	4	137
Adults 18+ per Competition Pub	195	195	818

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	46	5.9%	73
Circuit Bar	0	4	0.5%	13
Community Pub	0	89	11.4%	59
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	321	41.2%	233
High Street Pub	1	49	6.3%	34
Premium Local	2	270	34.7%	210

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	46	5.9%	73
Circuit Bar	0	4	0.5%	13
Community Pub	0	89	11.4%	59
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	321	41.2%	233
High Street Pub	1	49	6.3%	34
Premium Local	2	270	34.7%	210

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	4,379	3.9%	49
Circuit Bar	10	3,690	3.3%	81
Community Pub	16	27,527	24.6%	128
Craft Led	0	1,765	1.6%	46
Great Pub Great Food	2	17,793	15.9%	90
High Street Pub	13	25,207	22.5%	122
Premium Local	31	19,148	17.1%	104

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</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</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</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><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																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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 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.																																									
<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.																																									
<b>Sparsity</b>																																									
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						
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