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Catchment Summary - Ye Olde Hob Inn Bamber Bridge

star PUBS&BARS

	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	2,130	7,535	723,615	40	52	191

Population & Adults 18+ index is based on all pubs

	Catchment Size (Counts)			Index vs GB Average		
Adults 18+	1,824	6,094	561,518	42	34	188
Competition Pubs	3	12	753	20	38	208
Adults 18+ per Competition Pub	608	508	746	74	62	90
% Adults Likely to Drink	82.8%	82.7%	81.0%	100	100	98

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Affluence	Low	31.8%	25.0%	20.5%	124	97	80
	Medium	51.8%	59.0%	44.3%	132	150	113
	High	11.9%	13.0%	33.6%	35	39	100

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	132	492	57,645	76	81	98
	25-34	337	1,115	93,684	119	111	97
	35-44	230	782	90,659	84	81	97
	45-64	625	2,033	186,080	115	106	101
	65+	500	1,672	133,450	123	116	96
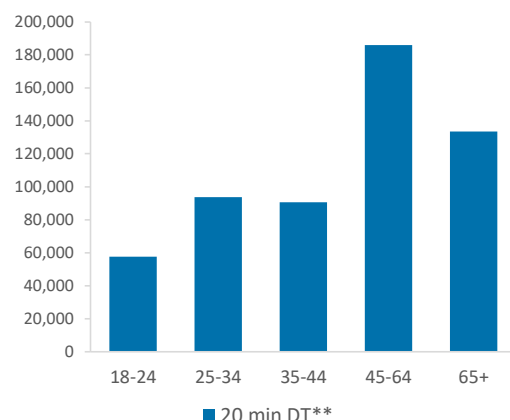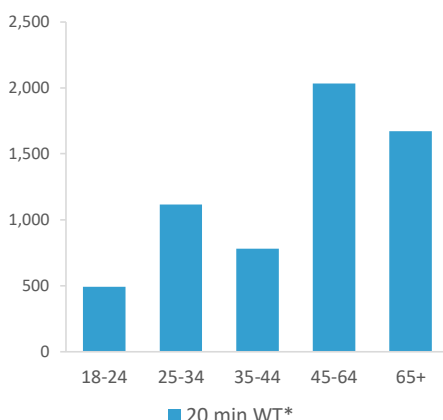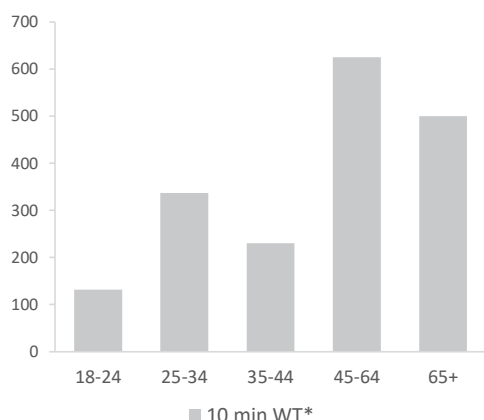
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,052 (49%)	3,630 (48%)	360,088 (50%)	100	97	101
	Female	1,078 (51%)	3,905 (52%)	363,527 (50%)	100	103	99

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Economic Status (16-74)	Employed: Full-time	760 (47%)	2,540 (47%)	212,553 (41%)	113	113	99
	Employed: Part-time	241 (15%)	774 (14%)	70,052 (14%)	114	110	104
	Self employed	114 (7%)	334 (6%)	41,233 (8%)	74	64	84
	Unemployed	23 (1%)	91 (2%)	11,868 (2%)	60	71	97
	Retired	294 (18%)	930 (17%)	75,799 (15%)	131	124	106
	Other	191 (12%)	760 (14%)	105,481 (20%)	60	71	103

	10 min WT*	20 min WT*	20 min DT**
Total Worker Count	4,798	6,312	317,344

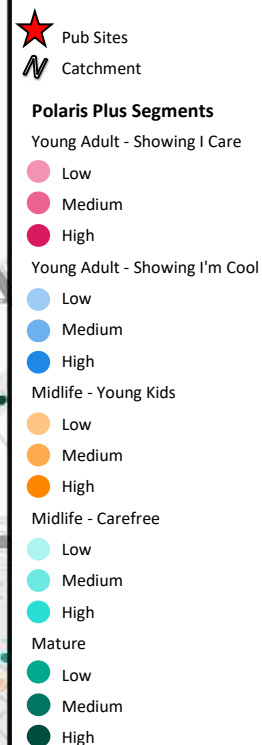See the Glossary page for further information on the above variables

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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	66	94	48,994	41	17	98
Young Adult - Showing I'm Cool	151	530	59,725	90	95	116
Midlife - Young Kids	609	2,020	173,540	106	105	98
Midlife - Carefree	325	1,457	116,926	85	114	99
Mature	591	1,811	153,874	116	106	98
Not Private Households	82	182	8,459	313	208	105
Total	1,824	6,094	561,518			

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Polaris Summary - Ye Olde Hob Inn Bamber Bridge

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PUBS & BARS

★ Pub Sites

N 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	6,979	0	0	30
Medium	0	0	666	0	0	9
High	66	94	41,349	107	46	219
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	97	213	45,817	144	95	221
High	54	317	13,908	66	116	55
Midlife - Young Kids						
Low	103	446	56,766	51	66	91
Medium	417	1,415	78,358	153	156	94
High	89	159	38,416	91	48	127
Midlife - Carefree						
Low	0	179	15,467	0	86	81
Medium	317	1,093	53,255	259	267	141
High	8	185	48,204	4	28	79
Mature						
Low	477	899	36,053	441	249	108
Medium	114	875	70,850	49	113	100
High	0	37	46,971	0	6	89
Not Private Households	82	182	8,459	313	208	105
Total	1,824	6,094	561,518			

Transactional Data Summary - Ye Olde Hob Inn Bamber Bridge

star
PUBS & BARS

Spend by Polaris

GB %

Segment	%
Young Adult - Showing I Care - Low	1.3%
Young Adult - Showing I Care - Medium	0.1%
Young Adult - Showing I Care - High	1.3%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	2.4%
Young Adult - Showing I'm Cool - High	3.3%
Midlife - Young Kids - Low	17.7%
Midlife - Young Kids - Medium	15.3%
Midlife - Young Kids - High	4.9%
Midlife - Carefree - Low	0.7%
Midlife - Carefree - Medium	15.2%
Midlife - Carefree - High	6.7%
Mature - Low	10.0%
Mature - Medium	15.7%
Mature - High	5.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£27
Young Adult - Showing I Care - Medium	£23
Young Adult - Showing I Care - High	£13
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£15
Young Adult - Showing I'm Cool - High	£13
Midlife - Young Kids - Low	£10
Midlife - Young Kids - Medium	£11
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£12
Midlife - Carefree - Medium	£11
Midlife - Carefree - High	£17
Mature - Low	£12
Mature - Medium	£19
Mature - High	£23

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

Spend by Month

Ye Olde Hob Inn Bamber Bridge — Star Pubs

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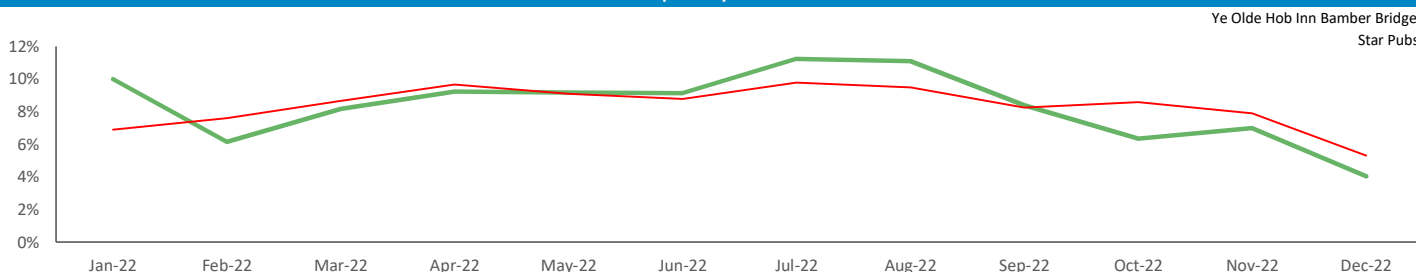
Time of Day/Day of Week
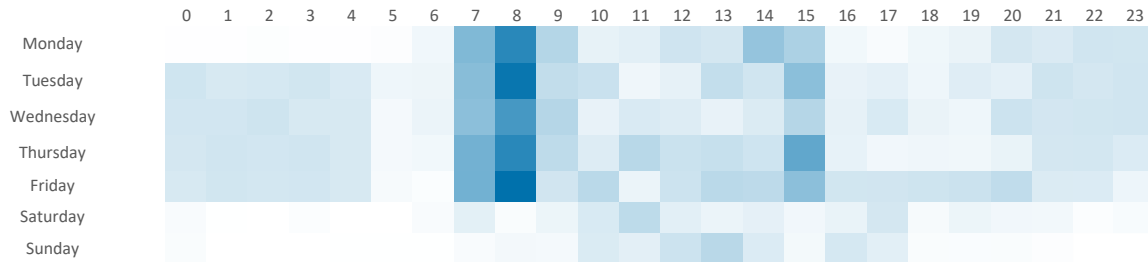
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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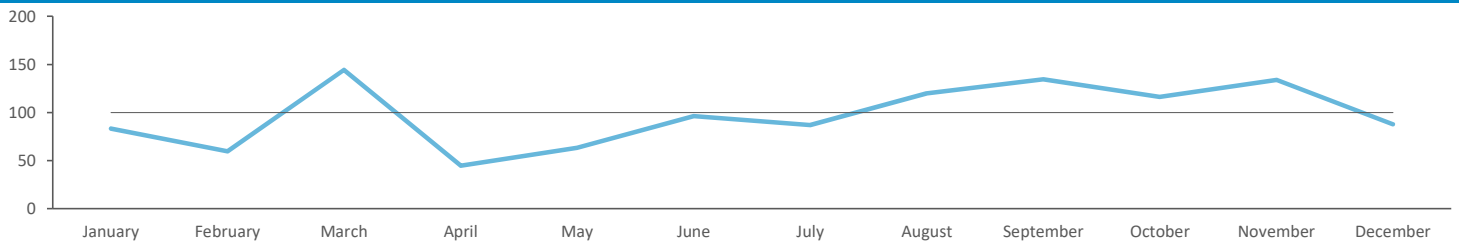
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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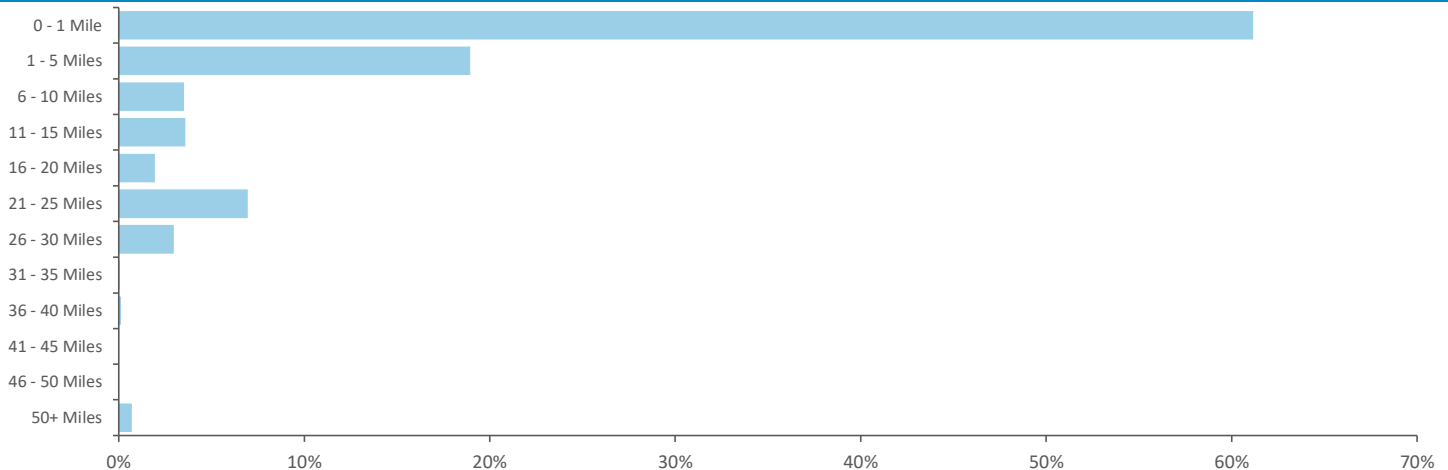
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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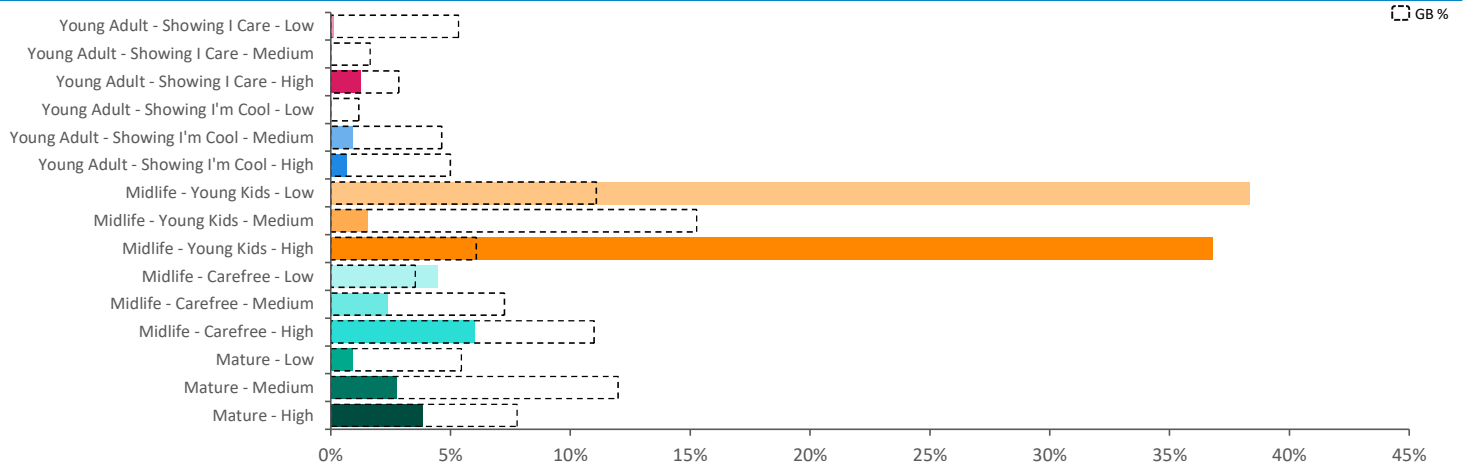
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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CGA Summary - Ye Olde Hob Inn Bamber Bridge

Legend:
- ★ 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
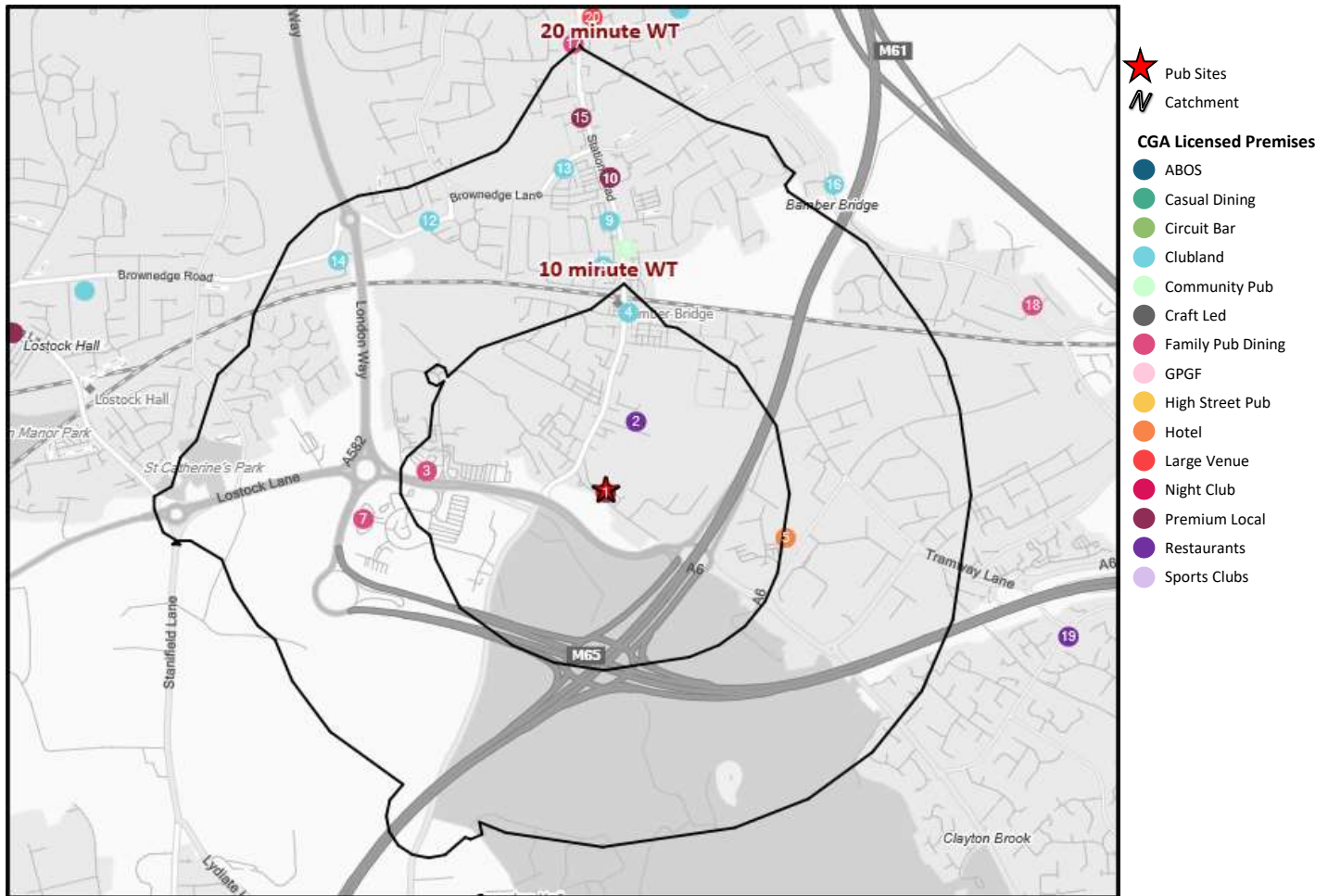
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Olde Hob Inn	PR 5 6EP	Star Pubs & Bars	Premium Local	0.0
2	Dilnaz	PR 5 6FN	Independent Free	Restaurants	0.2
3	Poachers	PR 5 6BA	Greene King	Family Pub Dining	0.4
4	Bamber Bridge Band Club	PR 5 6LE	Independent Free	Clubland	0.4
5	Express By Holiday Inn	PR 5 8AA	Atlas Hotels	Hotel	0.4
6	Bamber Bridge Conservative Club	PR 5 6TU	Independent Free	Clubland	0.5
7	Walton Fox	PR 5 6BZ	Mitchells & Butlers	Family Pub Dining	0.5
8	Pump & Truncheon	PR 5 6LB	Amber Taverns	Community Pub	0.5
9	Bamber Bridge Trades Hall Lt	PR 5 6TP	Independent Free	Clubland	0.6
10	Beer Box	PR 5 6LA	Independent Free	Premium Local	0.7
10	Ye Olde Original Withy Trees	PR 5 6LA	Robinsons	Premium Local	0.7
12	Bamber Bridge Football Club	PR 5 6UU	Independent Free	Clubland	0.7
13	Bamber Bridge Catholic Club	PR 5 6TA	Independent Free	Clubland	0.7
14	Bamber Bridge Amateur Football Club	PR 5 6UX	Independent Free	Clubland	0.7
15	Withy Arms	PR 5 6QP	Independent Free	Premium Local	0.8
16	Bamber Bridge Leisure Centre	PR 5 6YJ	Independent Free	Clubland	0.8
17	Beam And Brycg	PR 5 6QL	Stonegate Pub Company	Family Pub Dining	0.9
18	Hospital Inn	PR 5 6YP	Star Pubs & Bars	Family Pub Dining	1.0
19	Sagar Premier	PR 5 8HZ	Independent Free	Restaurants	1.0
20	Walton Arms	PR 5 6GD	Independent Free	Large Venue	1.0

Per Pub Analysis - Ye Olde Hob Inn Bamber Bridge

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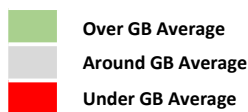
	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,824	6,094	561,518
Number of Competition Pubs	3	12	753
Adults 18+ per Competition Pub	608	508	746

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	172	9.4%	92
Circuit Bar	102	5.6%	152
Community Pub	380	20.8%	120
Craft Led	58	3.2%	101
Great Pub Great Food	163	9.0%	47
High Street Pub	364	20.0%	115
Premium Local	186	10.2%	58

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	550	9.0%	89
Circuit Bar	280	4.6%	125
Community Pub	1,118	18.4%	106
Craft Led	181	3.0%	94
Great Pub Great Food	668	11.0%	57
High Street Pub	1,099	18.0%	104
Premium Local	742	12.2%	69

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	61,751	11.0%	108
Circuit Bar	19,307	3.4%	94
Community Pub	88,263	15.7%	91
Craft Led	20,827	3.7%	117
Great Pub Great Food	107,751	19.2%	100
High Street Pub	91,654	16.3%	94
Premium Local	94,785	16.9%	96

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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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.