CACI

Catchment Summary - Bay Horse Cowling

★ 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		1,722	2,014	160,353	33	14	42
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,299	1,543	124,892	30	9	42
Competition Pubs		2	2	217	13	6	60
Adults 18+ per Competition Pub		650	772	576	79	93	70
% Adults Likely to Drink		84.9%	85.2%	80.8%	103	103	98
Affluence	Low	2.0%	1.7%	15.9%	8	7	62
	Medium	27.3%	24.2%	43.5%	69	61	110
	High	69.8%	73.4%	39.5%	208	219	118
Age Profile	18-24	127	144	10,563	91	88	81
	25-34	201	221	18,818	88	83	88
	35-44	247	272	19,583	111	105	95
	45-64	411	531	42,500	93	103	104
	65+	313	375	33,428	95	97	109
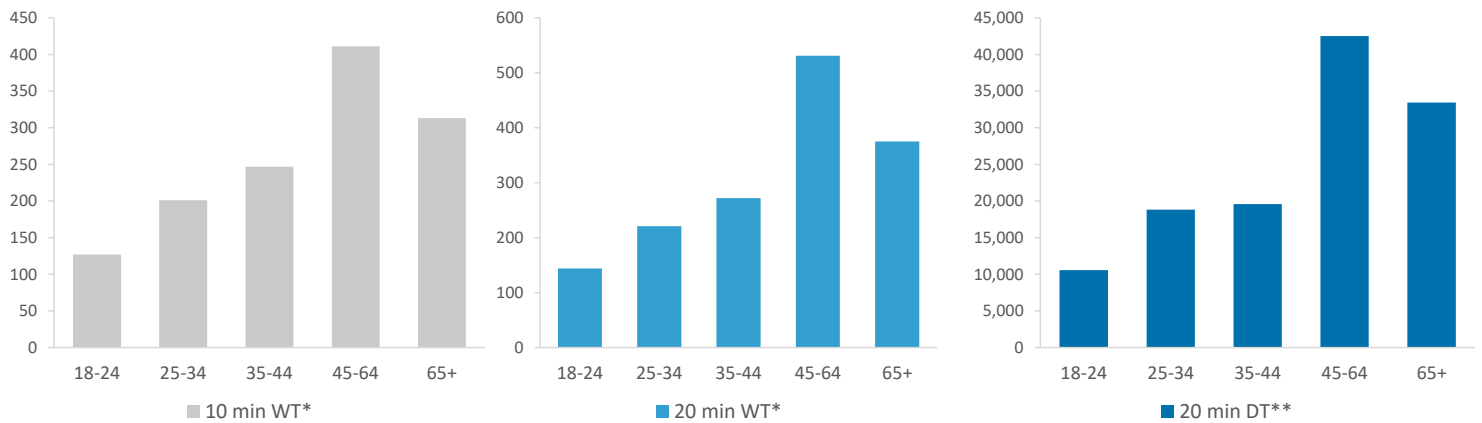
*Affluence does not include Not Private Households

10 min WT*

20 min WT*

20 min DT**

		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	843 (49%)	999 (50%)	78,659 (49%)	99	100	99
	Female	879 (51%)	1,015 (50%)	81,694 (51%)	101	100	101
Economic Status (16-74)	Employed: Full-time	603 (50%)	703 (49%)	45,976 (41%)	120	117	97
	Employed: Part-time	162 (13%)	191 (13%)	16,149 (14%)	103	102	110
	Self employed	146 (12%)	190 (13%)	11,356 (10%)	126	138	105
	Unemployed	11 (1%)	13 (1%)	2,472 (2%)	38	38	92
	Retired	140 (12%)	178 (12%)	17,246 (15%)	84	90	110
	Other	150 (12%)	167 (12%)	20,252 (18%)	63	59	91
Total Worker Count		350	460	69,121			

See the Glossary page for further information on the above variables

Polaris Summary - Bay Horse Cowling

star
PUBS&BARS

Pub Sites
Catchment

Polaris Segments

● Young Adult - Showing I Care

● Young Adult - Showing I'm Cool

● Midlife - Young Kids

● Midlife - Carefree

● Mature
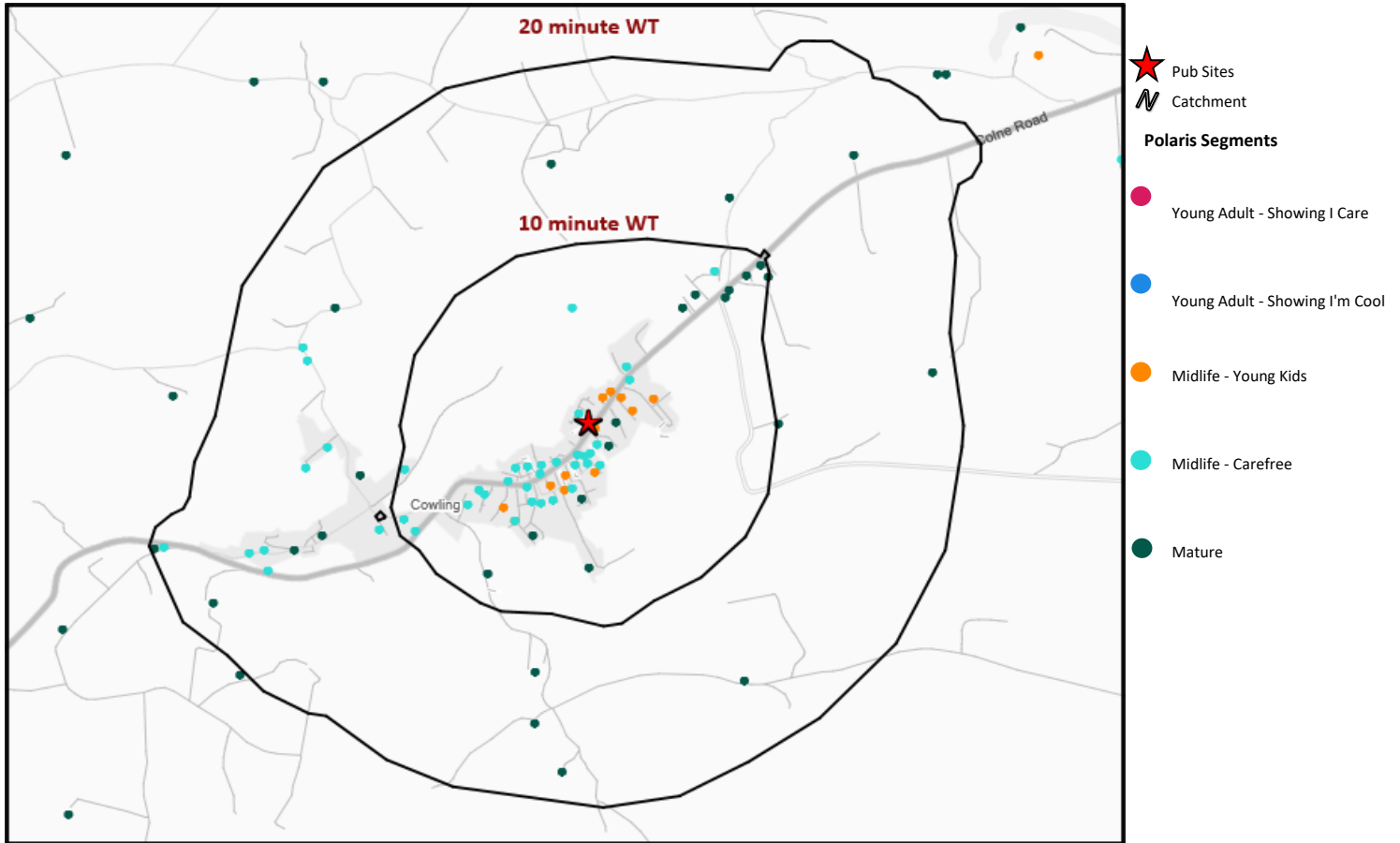
Polaris Profile by Catchment

*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	0	0	12,585	0	0	113
Young Adult - Showing I'm Cool	0	0	11,893	0	0	103
Midlife - Young Kids	359	359	34,181	88	74	87
Midlife - Carefree	624	771	31,123	228	237	118
Mature	304	401	33,695	84	93	96
Not Private Households	12	12	1,415	64	54	79
Total	1,299	1,543	124,892			

Polaris Summary - Bay Horse Cowling

star PUBS & BARS

Legend

★ 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
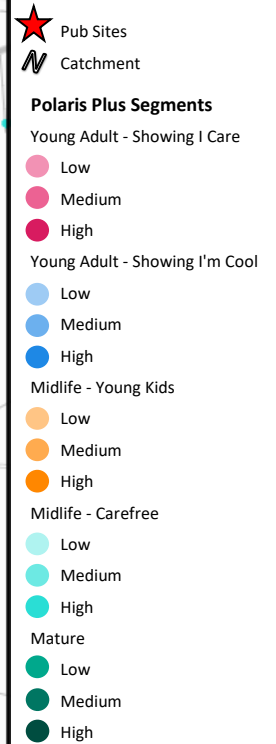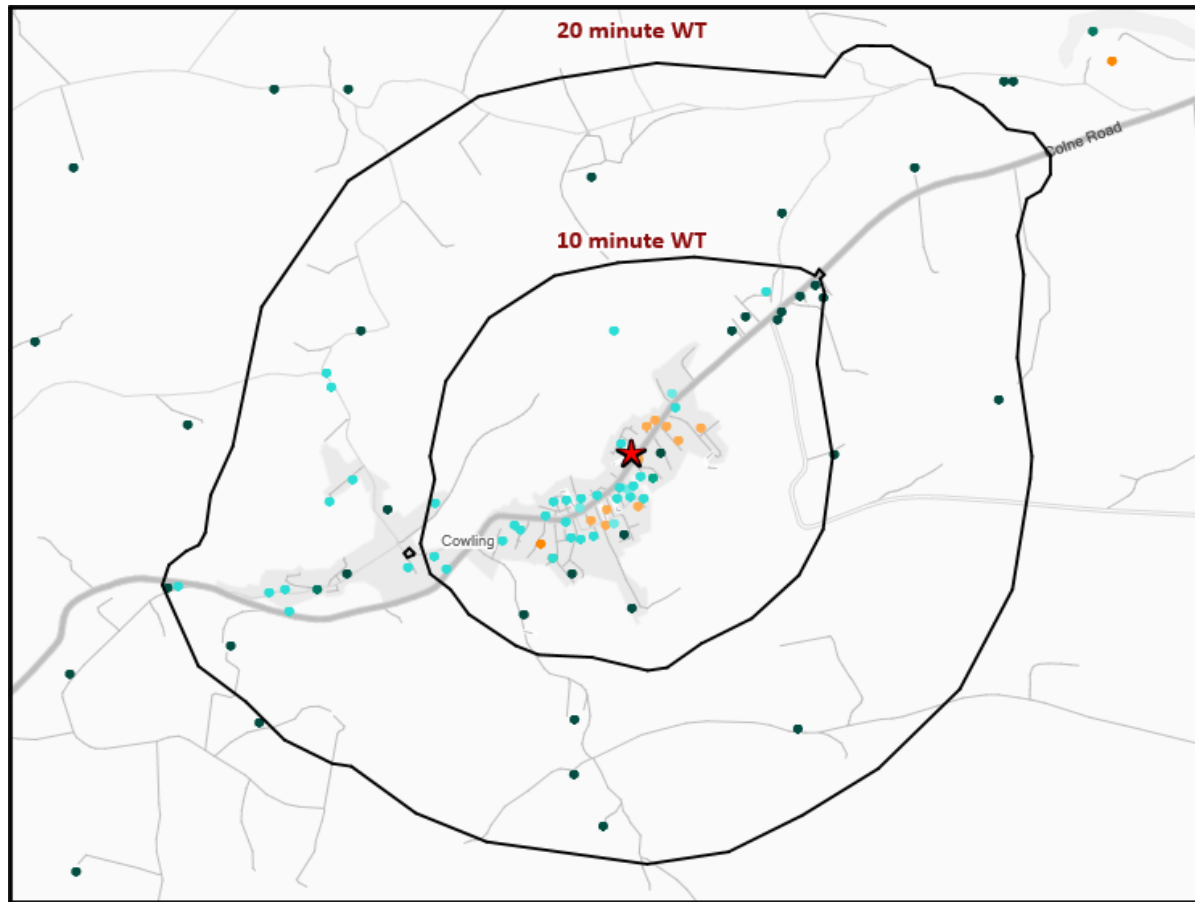
Polaris Plus Profile by Catchment

*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	182	0	0	3
Medium	0	0	0	0	0	0
High	0	0	12,403	0	0	295
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	9,548	0	0	207
High	0	0	2,345	0	0	42
Midlife - Young Kids						
Low	0	0	8,241	0	0	59
Medium	326	326	21,691	168	142	116
High	33	33	4,249	47	40	63
Midlife - Carefree						
Low	0	0	2,543	0	0	60
Medium	28	28	11,124	32	27	133
High	596	743	17,456	420	441	128
Mature						
Low	26	26	8,946	34	28	121
Medium	0	19	11,908	0	10	75
High	278	356	12,841	228	246	110
Not Private Households	12	12	1,415	64	54	79
Total	1,299	1,543	124,892			

Transactional Data Summary - Bay Horse Cowling

Spend by Polaris

GB %

Polaris Segment	%
Young Adult - Showing I Care - Low	21.6%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	1.2%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.0%
Young Adult - Showing I'm Cool - High	0.6%
Midlife - Young Kids - Low	2.6%
Midlife - Young Kids - Medium	18.3%
Midlife - Young Kids - High	1.1%
Midlife - Carefree - Low	0.2%
Midlife - Carefree - Medium	3.8%
Midlife - Carefree - High	21.4%
Mature - Low	1.8%
Mature - Medium	21.1%
Mature - High	5.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£12
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£14
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£15
Young Adult - Showing I'm Cool - High	£12
Midlife - Young Kids - Low	£12
Midlife - Young Kids - Medium	£22
Midlife - Young Kids - High	£11
Midlife - Carefree - Low	£11
Midlife - Carefree - Medium	£16
Midlife - Carefree - High	£11
Mature - Low	£10
Mature - Medium	£23
Mature - High	£13

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

Spend by Month

Bay Horse Cowling
Star Pubs

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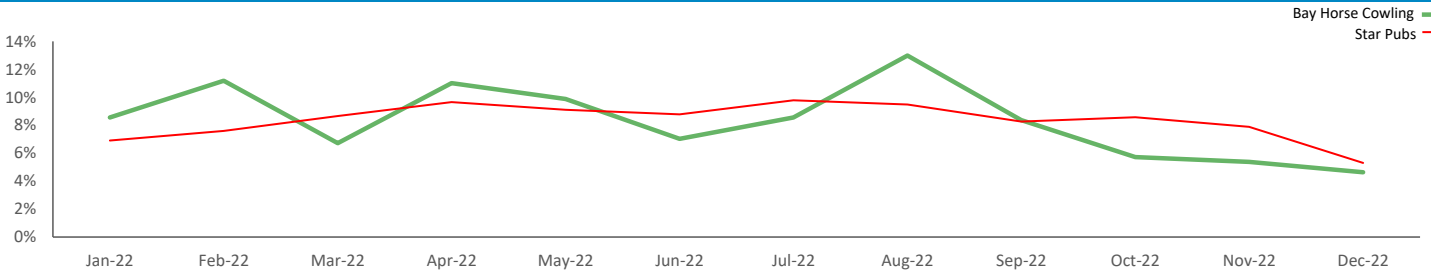
Time of Day/Day of Week
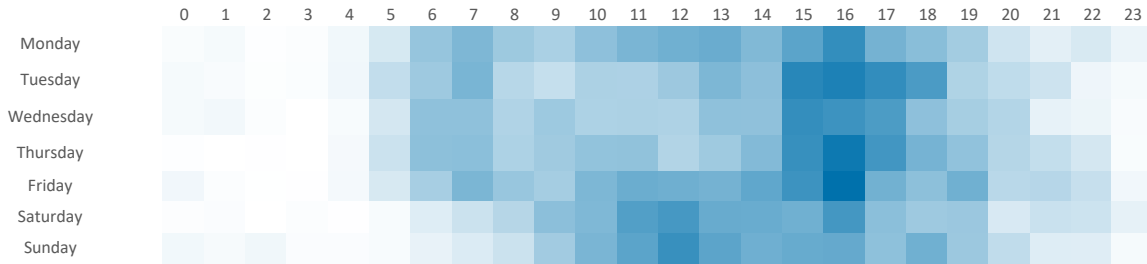
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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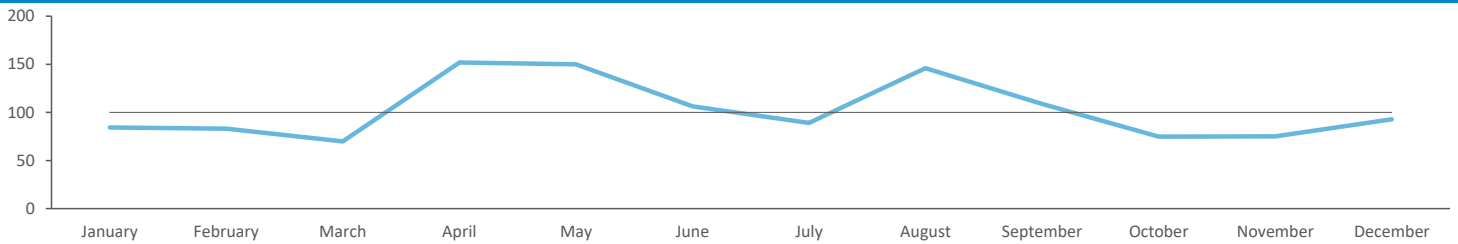
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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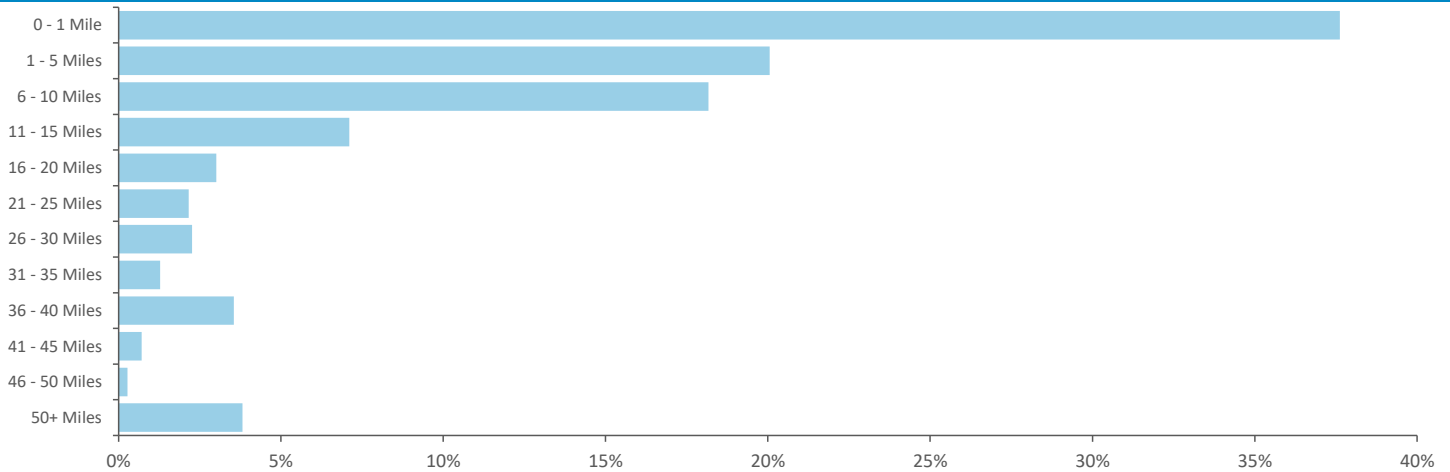
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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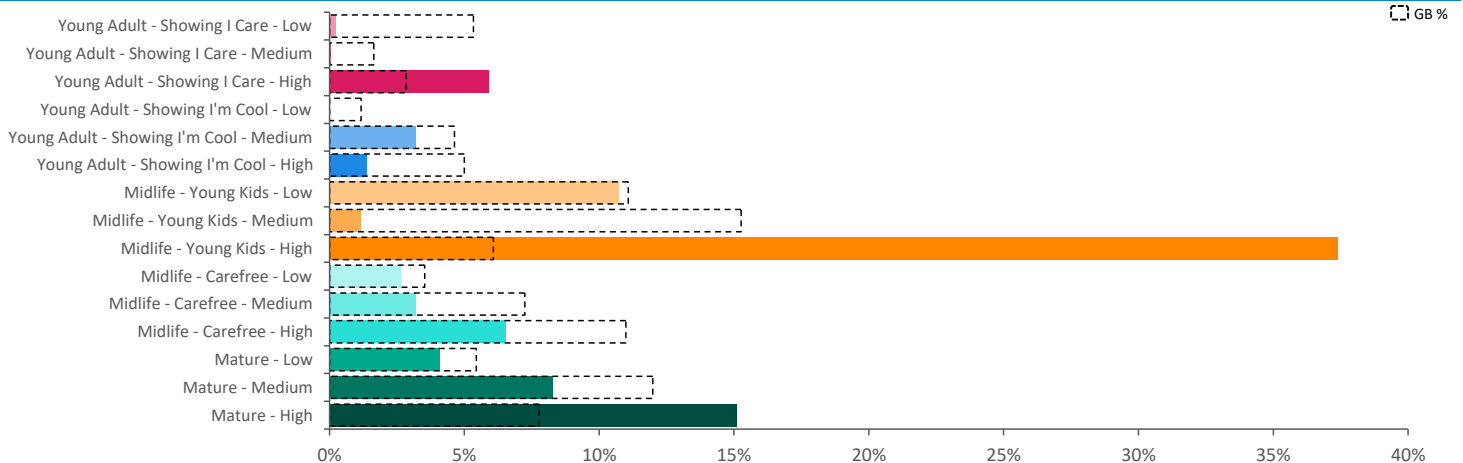
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI

CGA Summary - Bay Horse Cowling

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	Bay Horse	BD22 0AH	Star Pubs & Bars	Premium Local	0.0
1	Harlequin Bistro	BD22 0AH	Independent Free	Restaurants	0.0
3	High Adventure Outdoor Centre	BD22 0AA	Independent Free	Clubland	0.2

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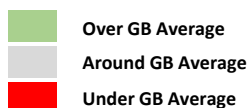
🟩	Over GB Average
⬜	Around GB Average
🟥	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,299	1,543	124,892
Number of Competition Pubs	2	2	217
Adults 18+ per Competition Pub	650	772	576

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	135	10.4%	102
Circuit Bar	46	3.5%	96
Community Pub	124	9.6%	55
Craft Led	19	1.4%	46
Great Pub Great Food	445	34.3%	179
High Street Pub	87	6.7%	38
Premium Local	404	31.1%	177

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	150	9.7%	96
Circuit Bar	46	3.0%	81
Community Pub	149	9.7%	56
Craft Led	19	1.2%	39
Great Pub Great Food	551	35.7%	186
High Street Pub	97	6.3%	36
Premium Local	491	31.8%	181

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	15,190	12.2%	119
Circuit Bar	4,675	3.7%	102
Community Pub	17,522	14.0%	81
Craft Led	5,105	4.1%	129
Great Pub Great Food	27,443	22.0%	115
High Street Pub	17,087	13.7%	79
Premium Local	22,788	18.2%	104

Glossary

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.