Catchment Summary - Pear Tree Keyworth

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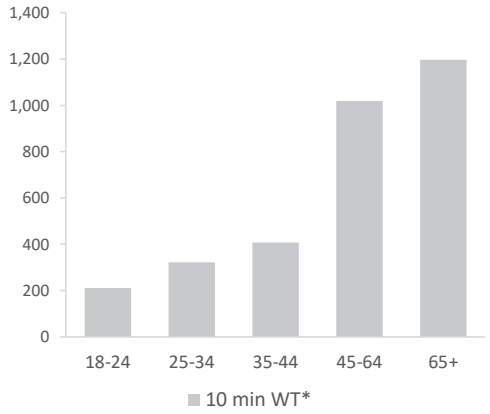
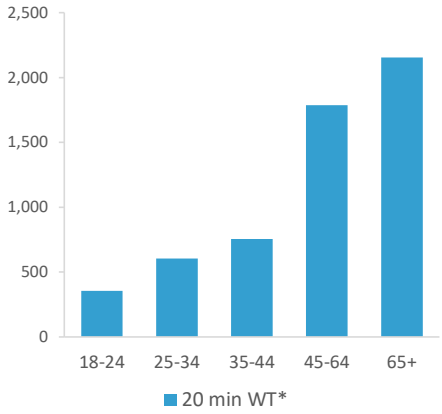
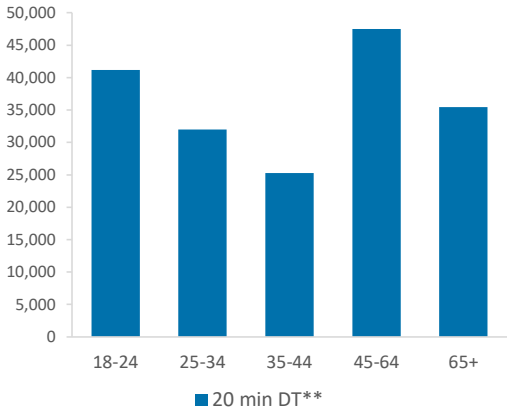
Over GB Average
Around GB Average
Under GB Average

*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		3,824	6,866	222,073	72	47	59
					Population & Adults 18+ index is based on all pubs		
Adults 18+		3,157	5,658	181,439	73	32	61
Competition Pubs		3	7	232	20	22	64
Adults 18+ per Competition Pub		1,052	808	782	127	98	95
% Adults Likely to Drink		84.3%	84.3%	82.8%	102	102	100
Affluence	Low	12.5%	11.1%	28.3%	49	43	110
	Medium	34.3%	42.3%	32.6%	87	108	83
	High	53.2%	46.5%	37.8%	159	139	113
*Affluence does not include Not Private Households							
Age Profile	18-24	212	355	41,192	68	64	229
	25-34	322	605	32,030	63	66	109
	35-44	407	754	25,284	83	85	88
	45-64	1,019	1,788	47,478	104	102	84
	65+	1,197	2,156	35,455	164	164	84







		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	1,901 (50%)	3,397 (49%)	113,293 (51%)	101	100	103
	Female	1,923 (50%)	3,469 (51%)	108,780 (49%)	99	100	97
Economic Status (16-74)	Employed: Full-time	969 (38%)	1,765 (38%)	62,135 (37%)	92	92	89
	Employed: Part-time	356 (14%)	669 (14%)	18,847 (11%)	108	111	86
	Self employed	219 (9%)	436 (9%)	13,413 (8%)	90	99	83
	Unemployed	34 (1%)	63 (1%)	3,231 (2%)	56	57	81
	Retired	634 (25%)	1,107 (24%)	19,654 (12%)	181	173	85
	Other	328 (13%)	590 (13%)	51,257 (30%)	65	65	154
Total Worker Count		674	1,359	101,829			

See the Glossary page for further information on the above variables

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Polaris Summary - Pear Tree Keyworth

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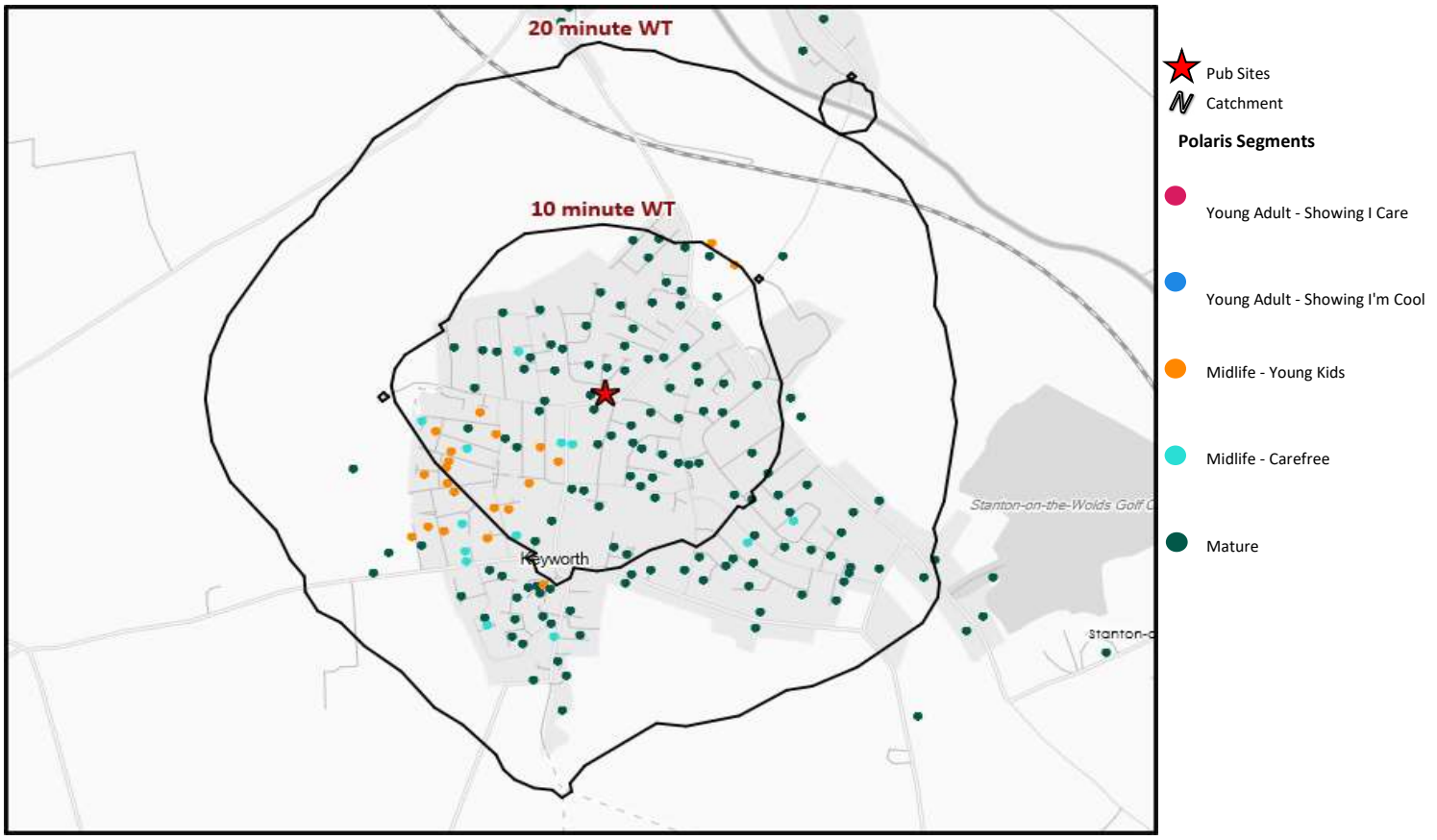

Polaris Profile by Catchment

*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	36,770	0	0	227
Young Adult - Showing I'm Cool	0	0	12,627	0	0	76
Midlife - Young Kids	434	666	44,201	44	37	78
Midlife - Carefree	254	847	31,639	38	71	83
Mature	2,469	4,145	53,842	280	262	106
Not Private Households	0	0	2,360	0	0	90
Total	3,157	5,658	181,439			

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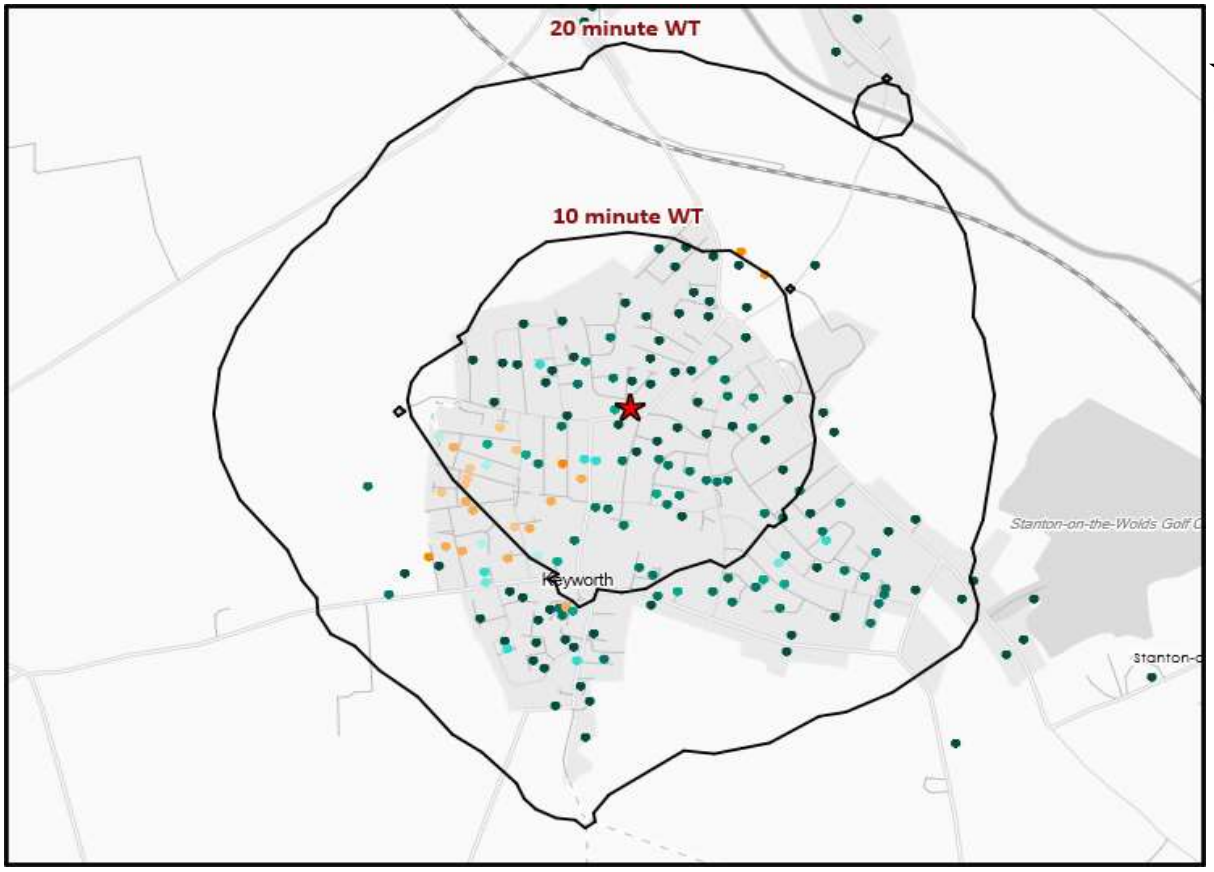

Pub Sites
Catchment

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

	Population Count			Index vs GB average		
Polaris Plus Segment	**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	21,859	0	0	287
Medium	0	0	9,392	0	0	380
High	0	0	5,519	0	0	90
Young Adult - Showing I'm Cool						
Low	0	0	271	0	0	15
Medium	0	0	2,781	0	0	41
High	0	0	9,575	0	0	118
Midlife - Young Kids						
Low	144	206	16,788	41	33	83
Medium	149	309	19,176	32	37	71
High	141	151	8,237	83	50	84
Midlife - Carefree						
Low	99	135	4,167	92	70	68
Medium	0	431	5,739	0	113	47
High	155	281	21,733	45	45	110
Mature						
Low	151	288	8,284	81	86	77
Medium	935	1,656	22,096	234	231	96
High	1,383	2,201	23,462	467	415	138
Not Private Households	0	0	2,360	0	0	90
Total	3,157	5,658	181,439			

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Transactional Data Summary - Pear Tree Keyworth

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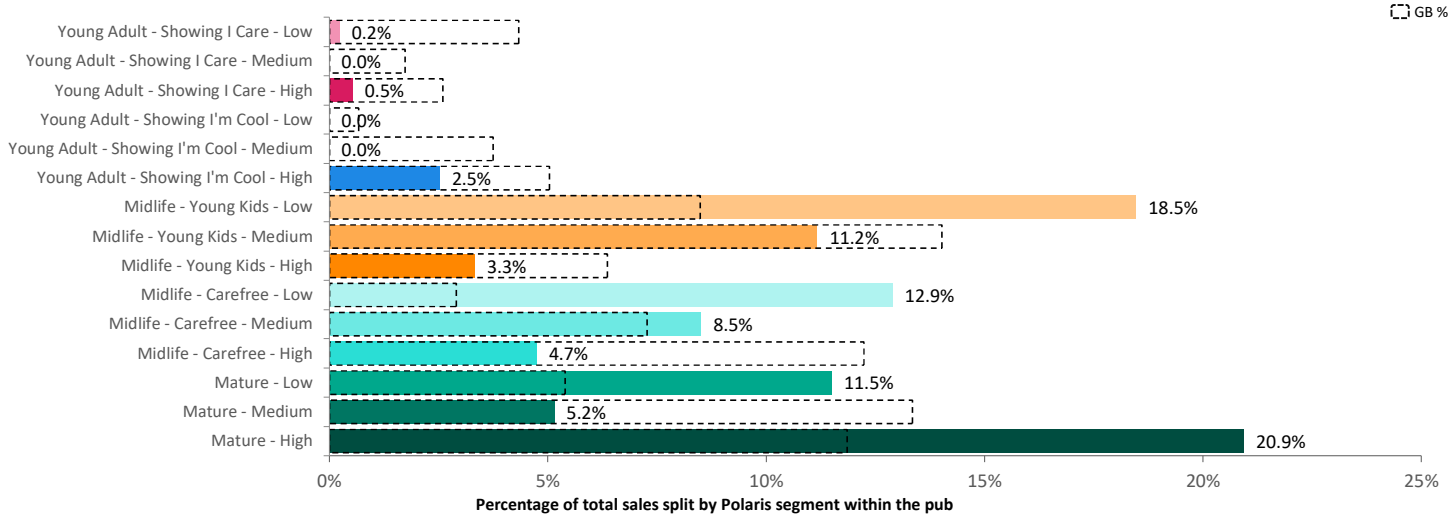
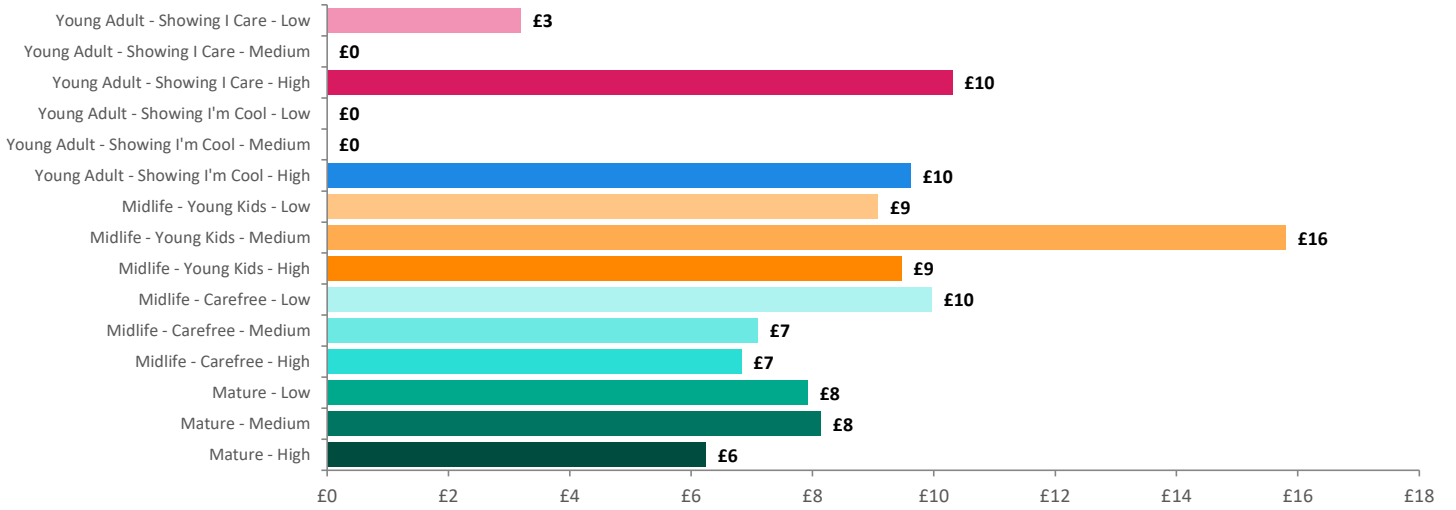
Spend by Polaris



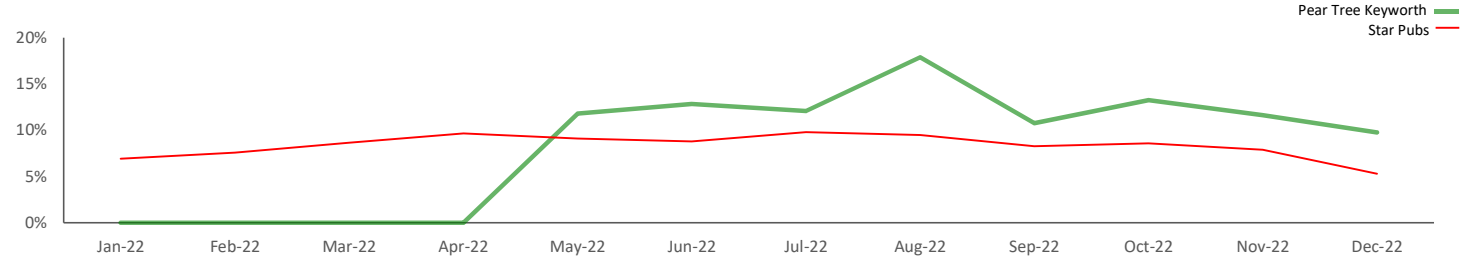
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



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

Spend by Month



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Mobile Data Summary - Pear Tree Keyworth

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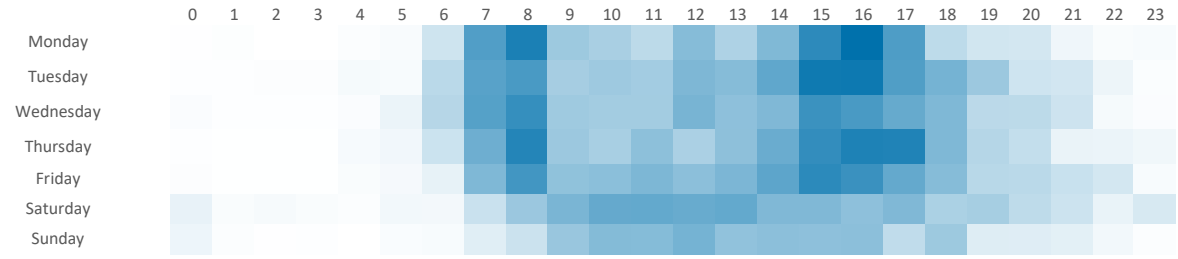
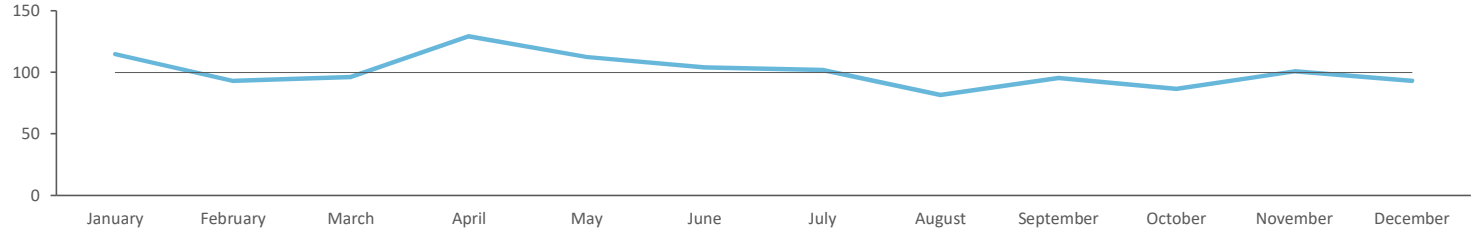
Time of Day/Day of Week



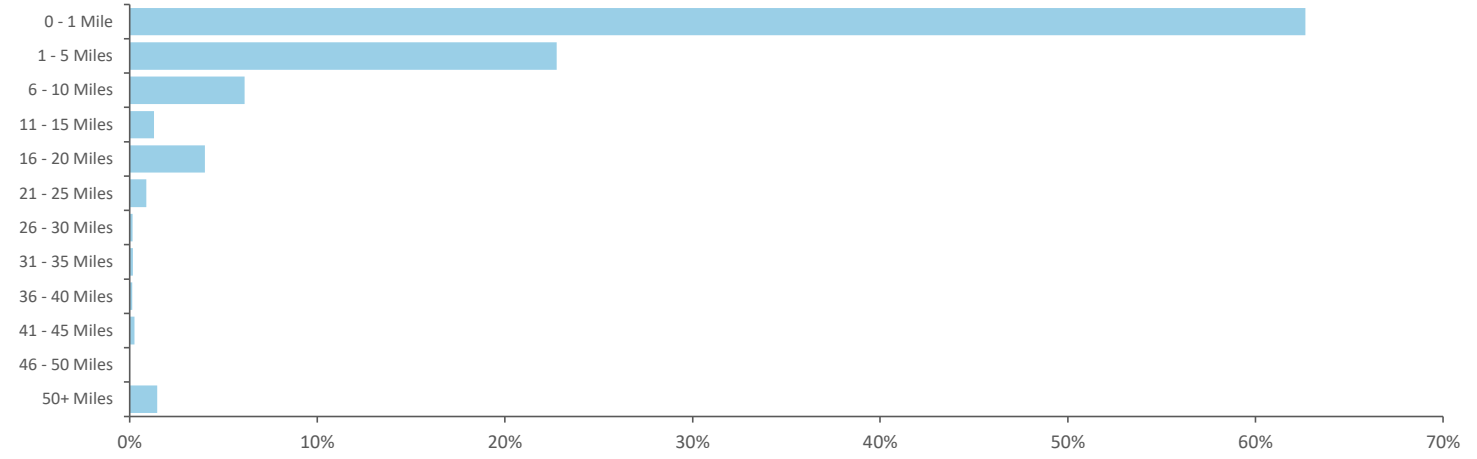
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



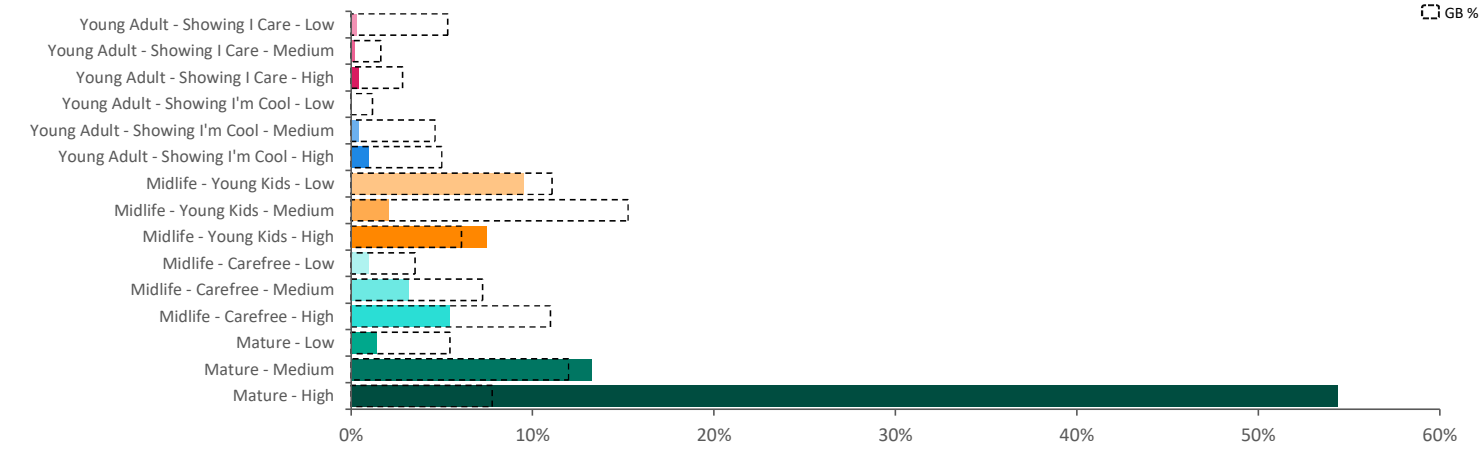
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Pear Tree Keyworth

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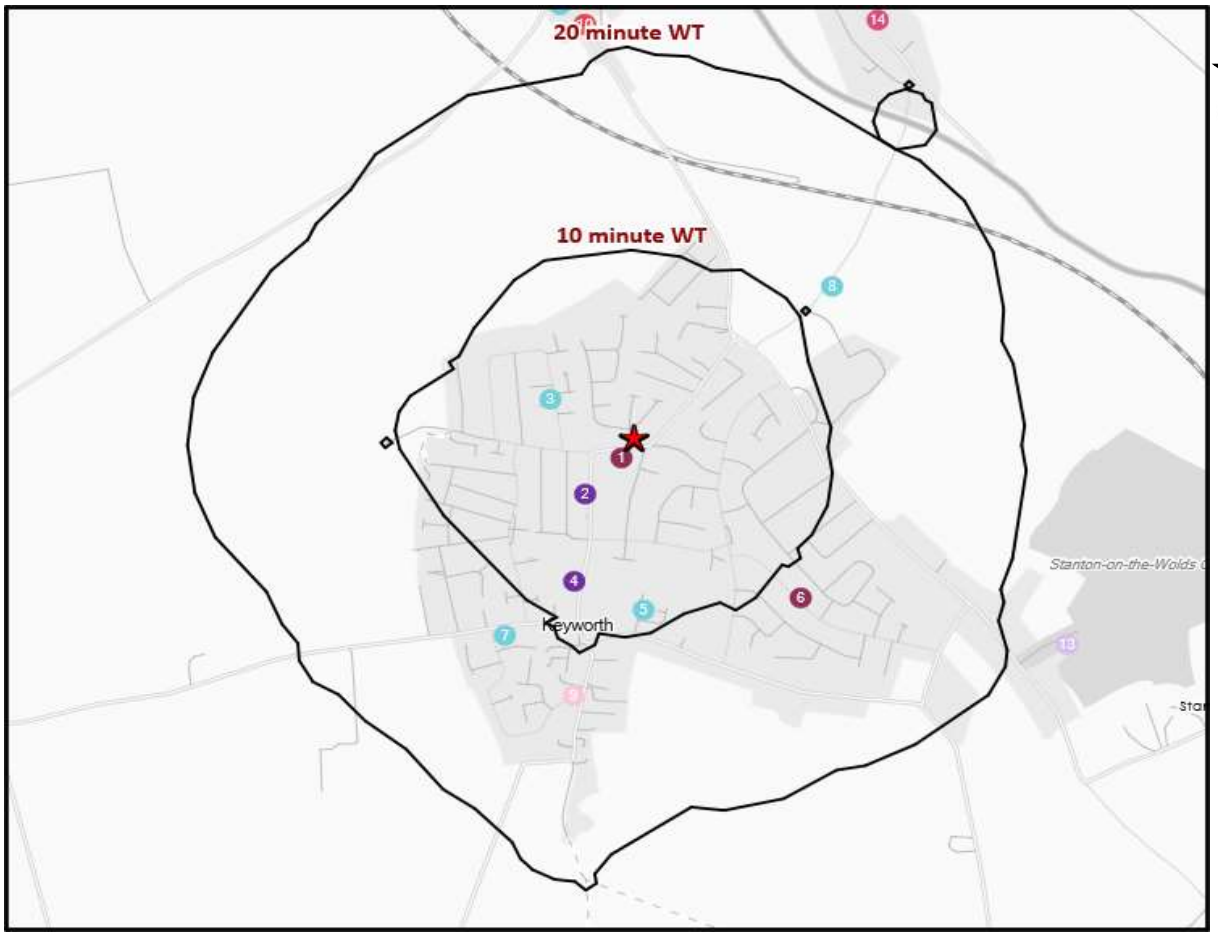

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Pear Tree	NG12 5GU	Star Pubs & Bars	Premium Local	0.0
2	Plumtree Resturant	NG12 5GS	Independent Free	Restaurants	0.1
3	Keyworth United Community Football Club	NG12 5JE	Independent Free	Clubland	0.2
4	Indian Nights	NG12 5FB	Independent Free	Restaurants	0.3
5	Keyworth Bowls Club	NG12 5AN	Independent Free	Clubland	0.4
6	Keyworth Tavern	NG12 5DW	Punch Pub Company	Premium Local	0.5
7	Buzz Fitness	NG12 5JU	Independent Free	Clubland	0.5
8	Keyworth United Football Club	NG12 5GE	Independent Free	Clubland	0.5
9	Salutation	NG12 5AD	Star Pubs & Bars	GPGF	0.5
10	Perkins Bar Bistro	NG12 5NA	Independent Free	Casual Dining	0.9
10	Carriage Hall	NG12 5NA	Independent Free	Large Venue	0.9
12	Plumtree Cricket Club	NG12 5EW	Independent Free	Clubland	0.9
13	Stanton On The Wolds Golf Club	NG12 5BH	Independent Free	Sports Clubs	0.9
14	Plough Inn	NG12 5NN	Trust Inns Limited	Family Pub Dining	1.0
15	Griffin Inn	NG12 5NB	Greene King	Premium Local	1.0

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Per Pub Analysis - Pear Tree Keyworth

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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+	3,157	5,658	181,439
Number of Competition Pubs	3	7	232
Adults 18+ per Competition Pub	1,052	808	782

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	168	5.3%	52
Circuit Bar	31	1.0%	27
Community Pub	446	14.1%	81
Craft Led	9	0.3%	9
Great Pub Great Food	985	31.2%	163
High Street Pub	452	14.3%	83
Premium Local	967	30.6%	175

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	270	4.8%	47
Circuit Bar	63	1.1%	30
Community Pub	780	13.8%	79
Craft Led	18	0.3%	10
Great Pub Great Food	1,598	28.2%	147
High Street Pub	774	13.7%	79
Premium Local	1,589	28.1%	160

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	19,231	10.6%	104
Circuit Bar	7,328	4.0%	110
Community Pub	31,704	17.5%	101
Craft Led	6,496	3.6%	113
Great Pub Great Food	38,425	21.2%	110
High Street Pub	31,810	17.5%	101
Premium Local	34,179	18.8%	107

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Glossary

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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.

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