Catchment Summary - Horse & Groom Linby

Ship To	Name	Postcode	Operator	Segment	Sparsity
824578	Horse & Groom Linby	NG15 8AE	Star Pubs & Bars	Premium Local	10
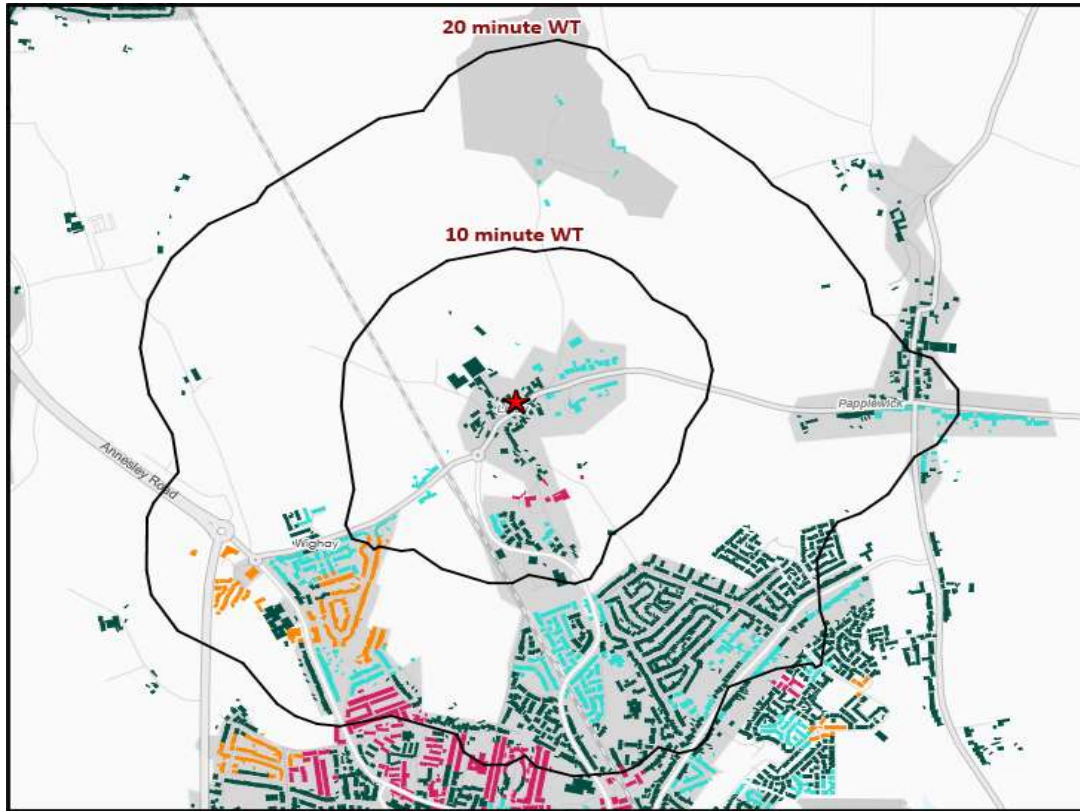
Polaris Plus Profile

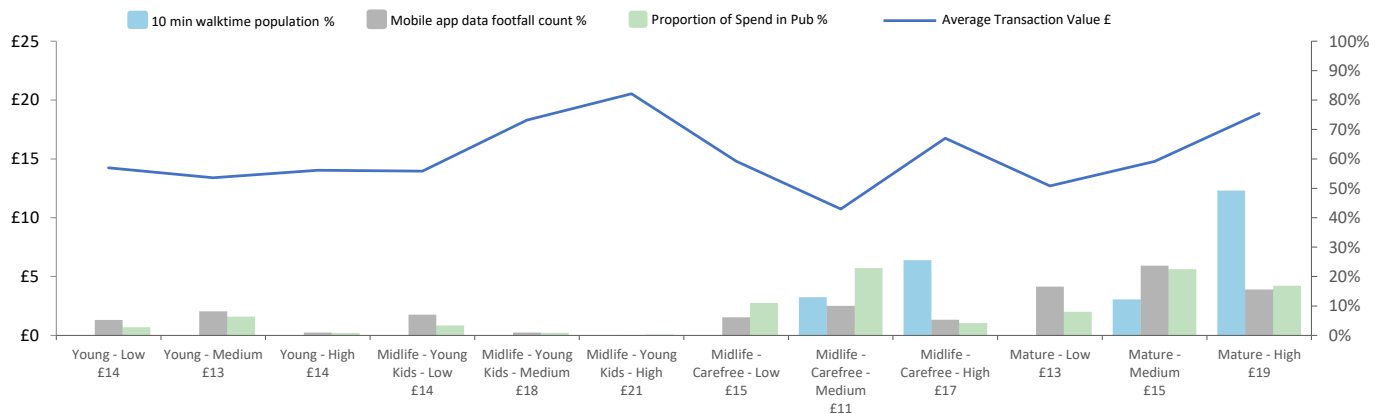See the Glossary page for further information on the above variables

Catchment Summary - Horse & Groom Linby

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

		Over GB Average
		Around GB Average
		Under GB Average

	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	312	5,481	493,994	6	30	112

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	262	4,467	389,273	6	29	111
	Competition Pubs	1	3	386	6	8	93
	Adults 18+ per Competition Pub	262	1,489	1,008	31	173	117
	% Adults Likely to Drink	83.1%	81.4%	75.9%	109	107	100
Affluence	**Low**	0.0%	28.9%	48.6%	0	87	146
	Medium	25.2%	37.4%	37.5%	66	98	98
	High	74.8%	33.6%	12.9%	274	123	47

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	**18-24**	9	336	35,910	35	75	89
	25-34	32	651	65,259	77	89	99
	35-44	32	673	64,913	77	93	99
	45-64	96	1,499	129,139	120	106	102
	65+	93	1,308	94,052	155	124	99
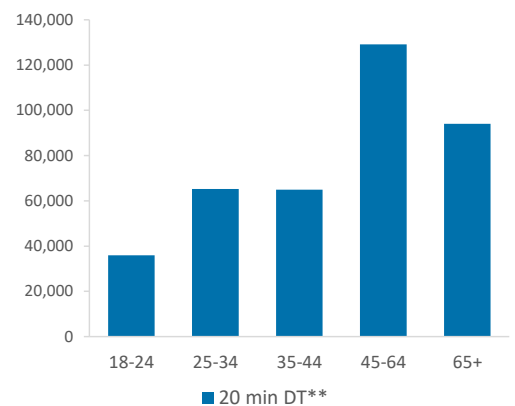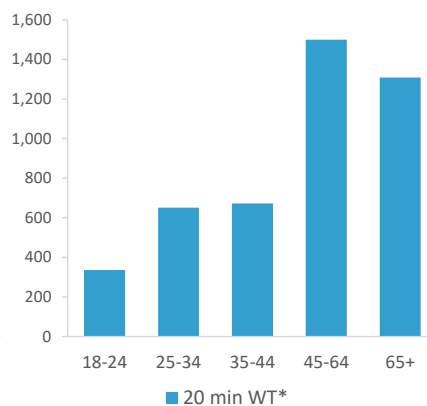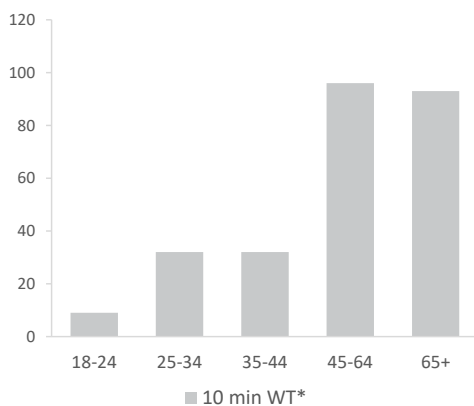
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

		Catchment Size (Counts)			Index vs GB Average		
Gender	**Male**	145 (46%)	2,689 (49%)	240,143 (49%)	95	100	99
	Female	167 (54%)	2,792 (51%)	253,851 (51%)	105	100	101
Economic Status (16+)	**Employed: Full-time**	87 (33%)	1,848 (41%)	140,643 (35%)	96	118	102
	Employed: Part-time	21 (8%)	545 (12%)	51,568 (13%)	67	101	108
	Self employed	24 (9%)	341 (7%)	29,906 (7%)	98	81	81
	Unemployed	4 (2%)	74 (2%)	11,729 (3%)	55	59	106
	Full-time student	5 (2%)	82 (2%)	7,606 (2%)	80	76	80
	Retired	81 (31%)	1,246 (27%)	88,682 (22%)	140	125	101
	Other	42 (16%)	426 (9%)	70,907 (18%)	91	54	101
Total Worker Count		125	1,149	226,278			

See the Glossary page for further information on the above variables

Transactional Data Summary - Horse & Groom Linby

star PUBS&BARS

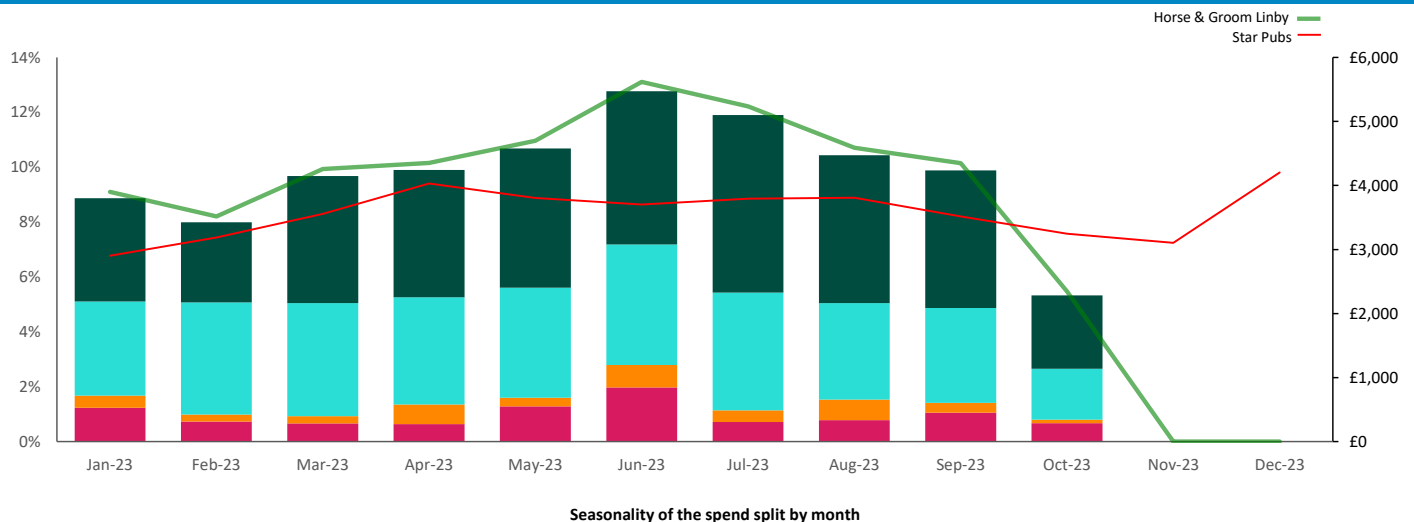## Spend by Polaris Plus

☐ GB %

Segment	%
Young - Low	2.8%
Young - Medium	6.4%
Young - High	0.8%
Midlife - Young Kids - Low	3.4%
Midlife - Young Kids - Medium	0.9%
Midlife - Young Kids - High	0.3%
Midlife - Carefree - Low	11.0%
Midlife - Carefree - Medium	22.9%
Midlife - Carefree - High	4.2%
Mature - Low	8.0%
Mature - Medium	22.5%
Mature - High	16.9%

Percentage of total sales split by Polaris Plus segment within the pub
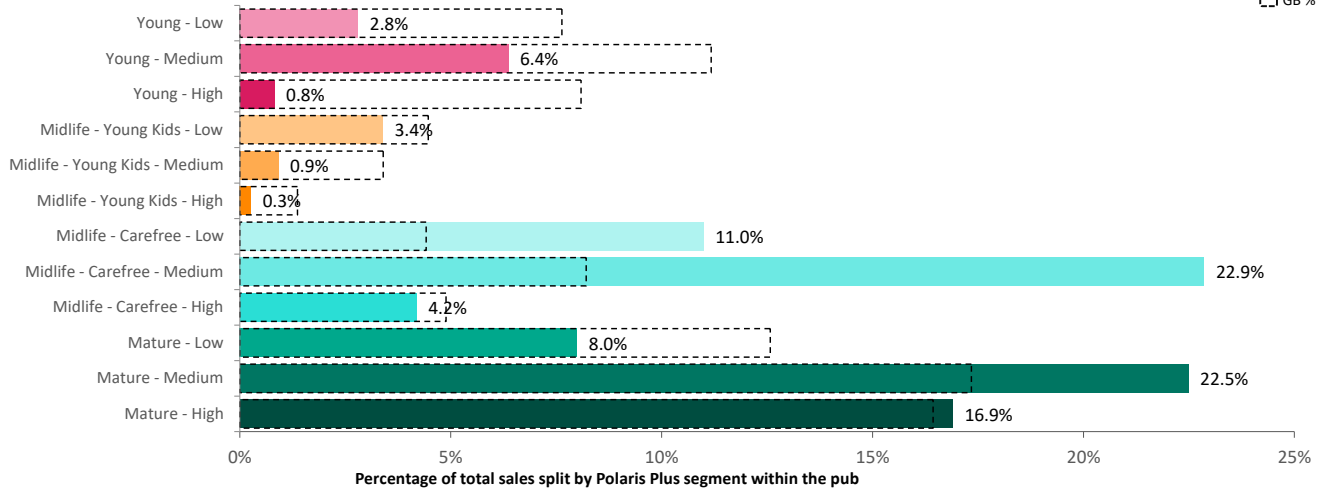
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	3.0%
Young - Medium	7.0%
Young - High	1.0%
Midlife - Young Kids - Low	3.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	10.0%
Midlife - Carefree - Medium	30.0%
Midlife - Carefree - High	3.0%
Mature - Low	9.0%
Mature - Medium	21.0%
Mature - High	12.0%
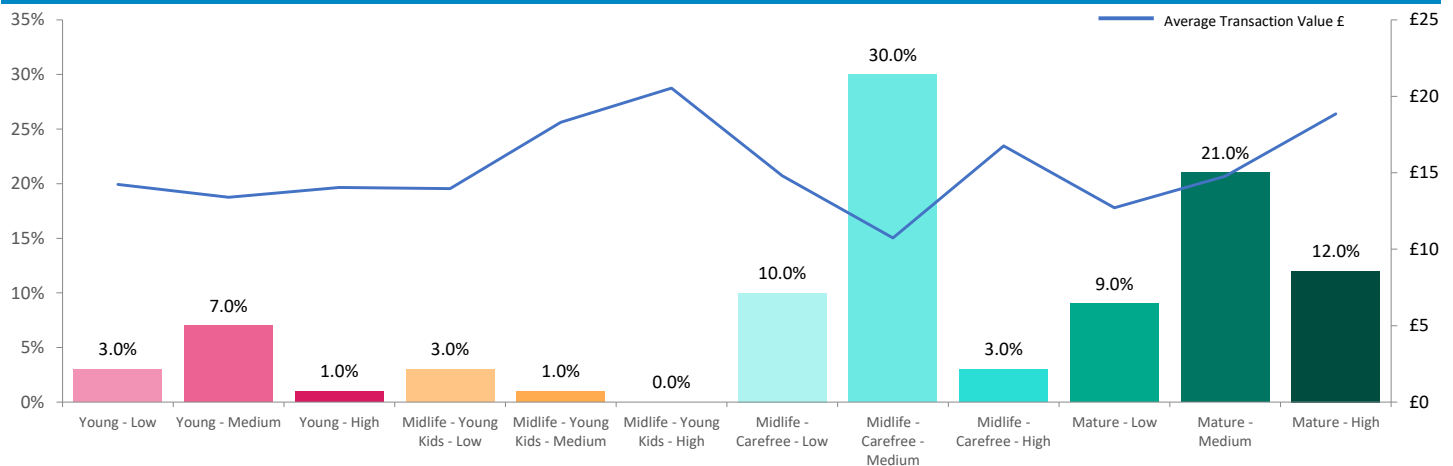
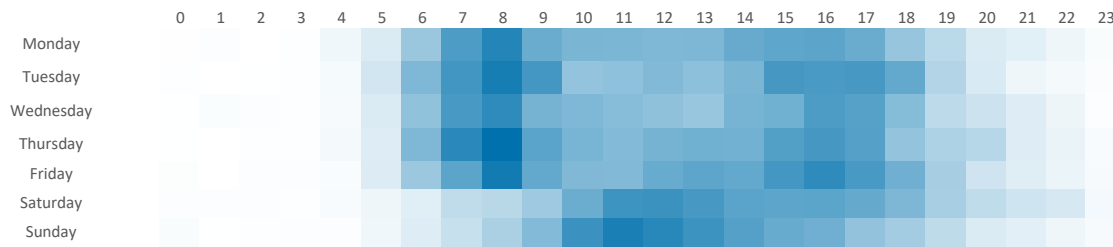Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Horse & Groom Linby
Star Pubs

Months: Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23
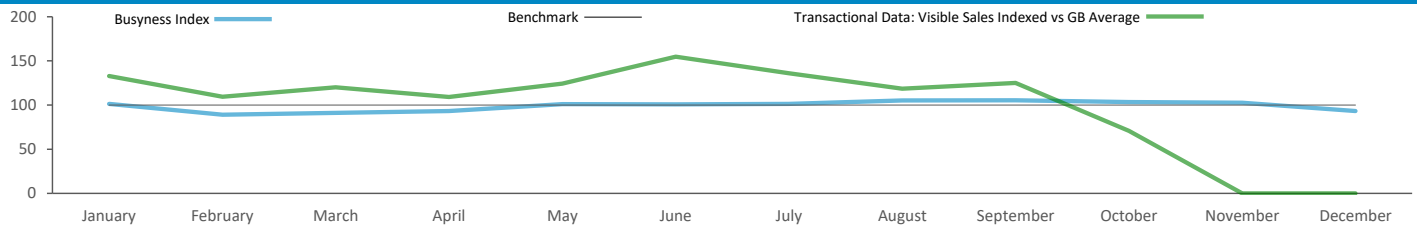
Seasonality of the spend split by month

Mobile Data Summary - Horse & Groom Linby

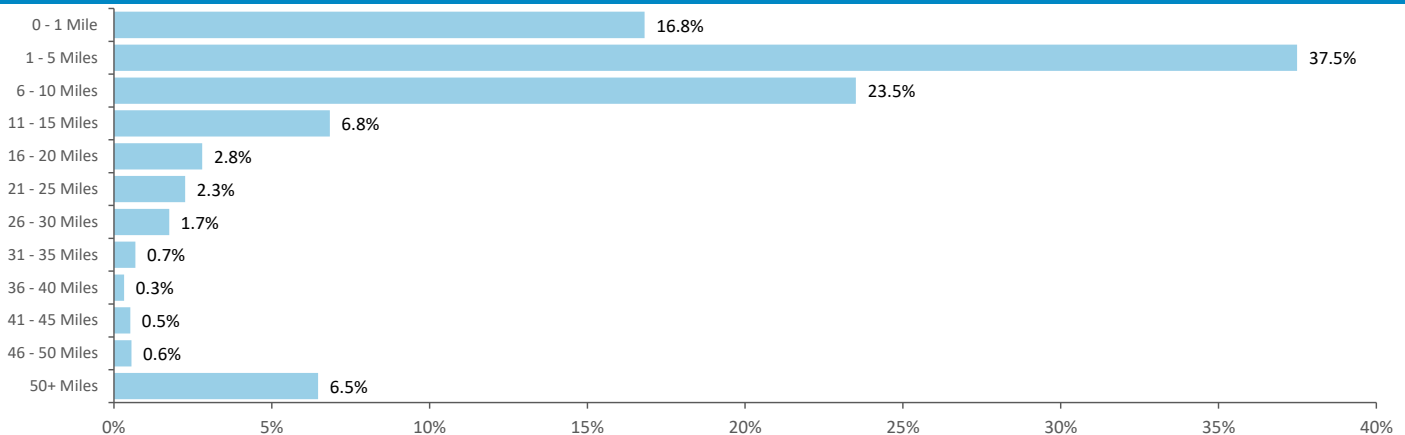star PUBS & BARS

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

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

Distance	Percentage
0 - 1 Mile	16.8%
1 - 5 Miles	37.5%
6 - 10 Miles	23.5%
11 - 15 Miles	6.8%
16 - 20 Miles	2.8%
21 - 25 Miles	2.3%
26 - 30 Miles	1.7%
31 - 35 Miles	0.7%
36 - 40 Miles	0.3%
41 - 45 Miles	0.5%
46 - 50 Miles	0.6%
50+ Miles	6.5%

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

Audience	Percentage
Resident	33.3%
Worker	12.6%
Tourist	14.1%
Local Tourist	39.9%
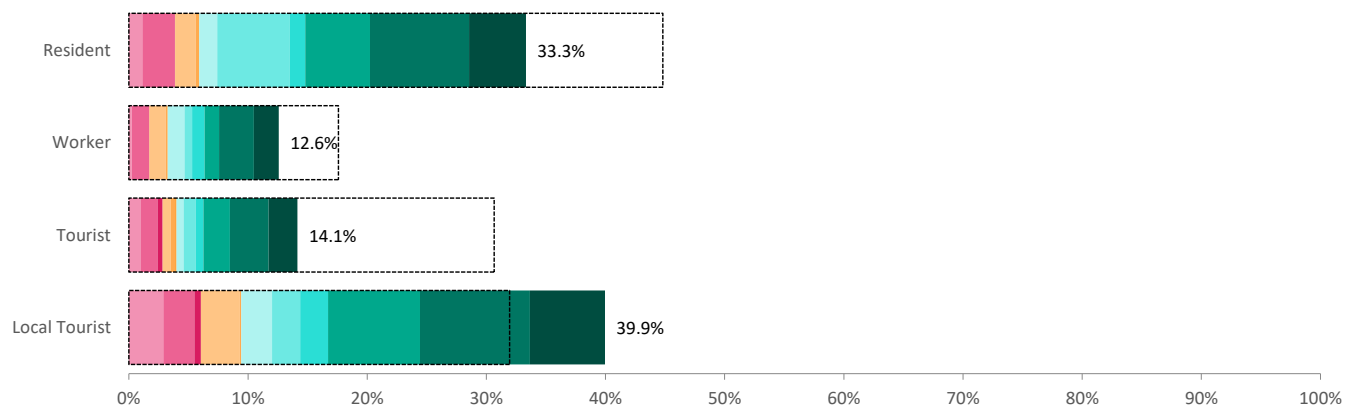
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Horse & Groom Linby

star
PUBS & BARS

Polaris Plus Profile

Category	%
Young - Low	5.3%
Young - Medium	8.2%
Young - High	1.0%
Midlife - Young Kids - Low	7.1%
Midlife - Young Kids - Medium	0.9%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	6.1%
Midlife - Carefree - Medium	10.1%
Midlife - Carefree - High	5.3%
Mature - Low	16.6%
Mature - Medium	23.7%
Mature - High	15.6%

GB %
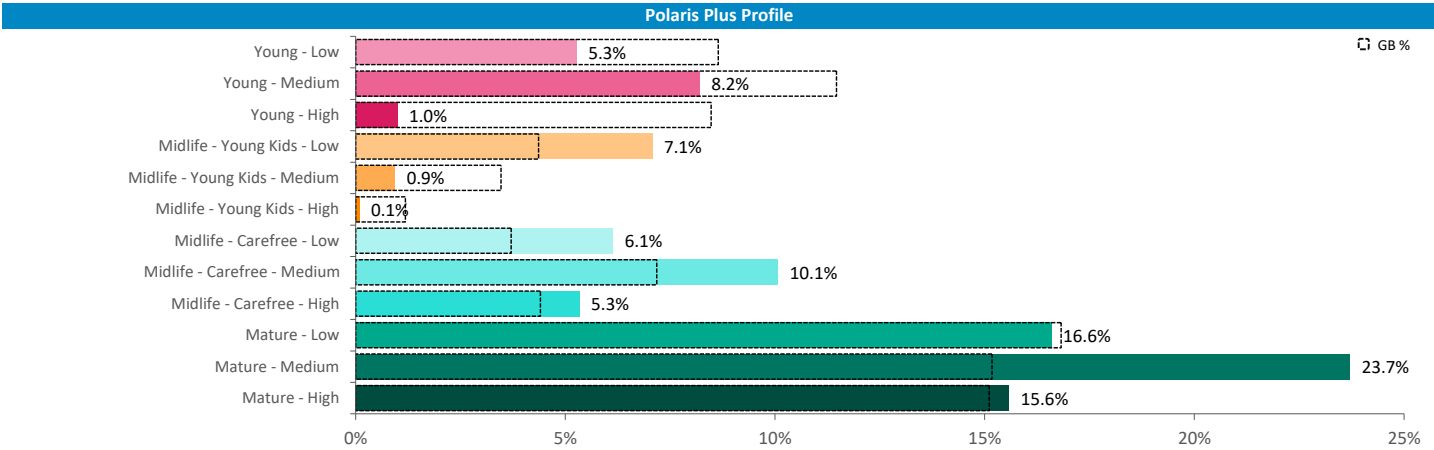
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
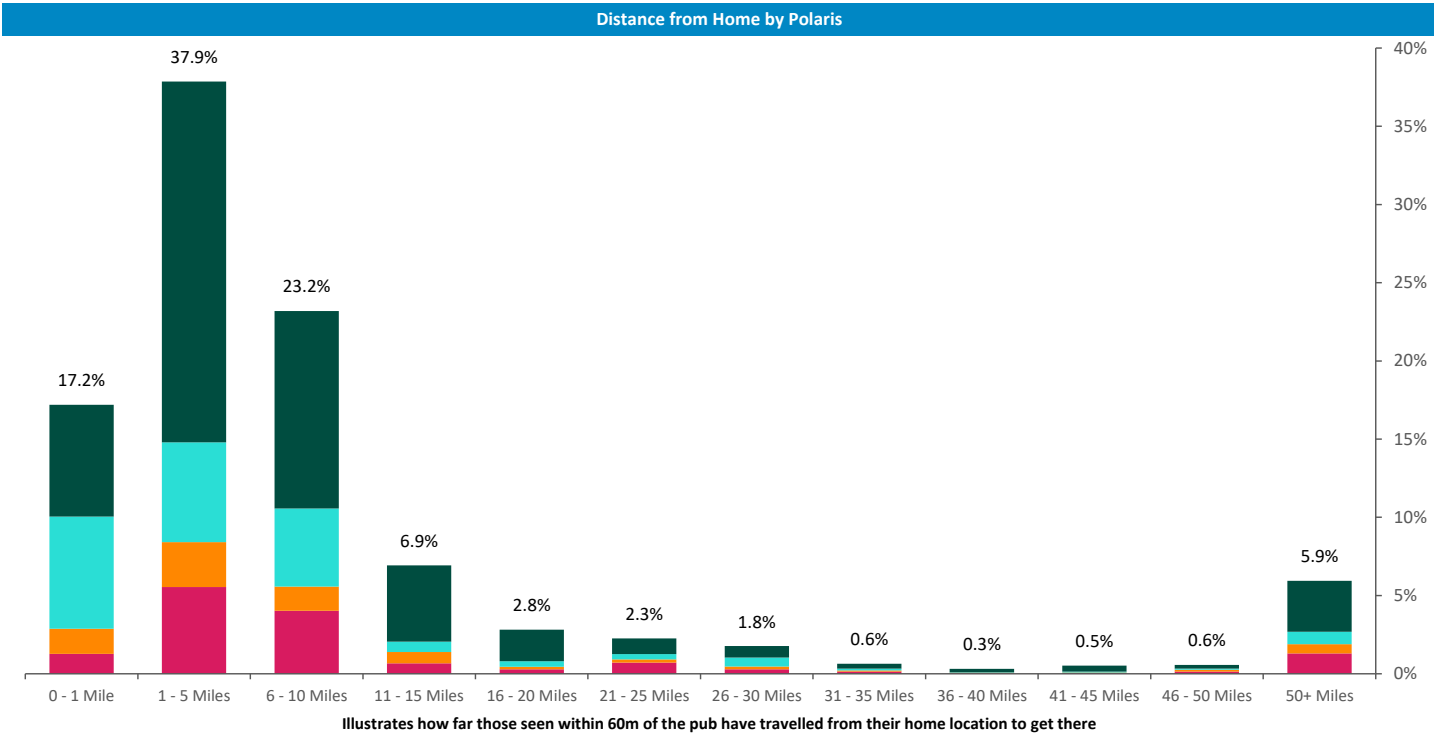
Distance from Home by Polaris

Distance	%
0 - 1 Mile	17.2%
1 - 5 Miles	37.9%
6 - 10 Miles	23.2%
11 - 15 Miles	6.9%
16 - 20 Miles	2.8%
21 - 25 Miles	2.3%
26 - 30 Miles	1.8%
31 - 35 Miles	0.6%
36 - 40 Miles	0.3%
41 - 45 Miles	0.5%
46 - 50 Miles	0.6%
50+ Miles	5.9%

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

Mobile Data Summary - Horse & Groom Linby

star PUBS&BARS

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

Weekday

Time	Mature	Midlife - Carefree	Midlife - Young Kids	Young
pre 11am (39%)	55.8%	21.9%	8.0%	14.4%
11am-2pm (17%)	56.1%	20.5%	9.8%	13.7%
2pm-5pm (22%)	56.0%	24.8%	6.9%	12.3%
5pm-8pm (16%)	54.6%	22.2%	8.9%	14.3%
8pm-11pm (4%)	55.0%	22.0%	8.8%	14.2%
11pm+ (1%)	59.5	13.1	12.9	14.5

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
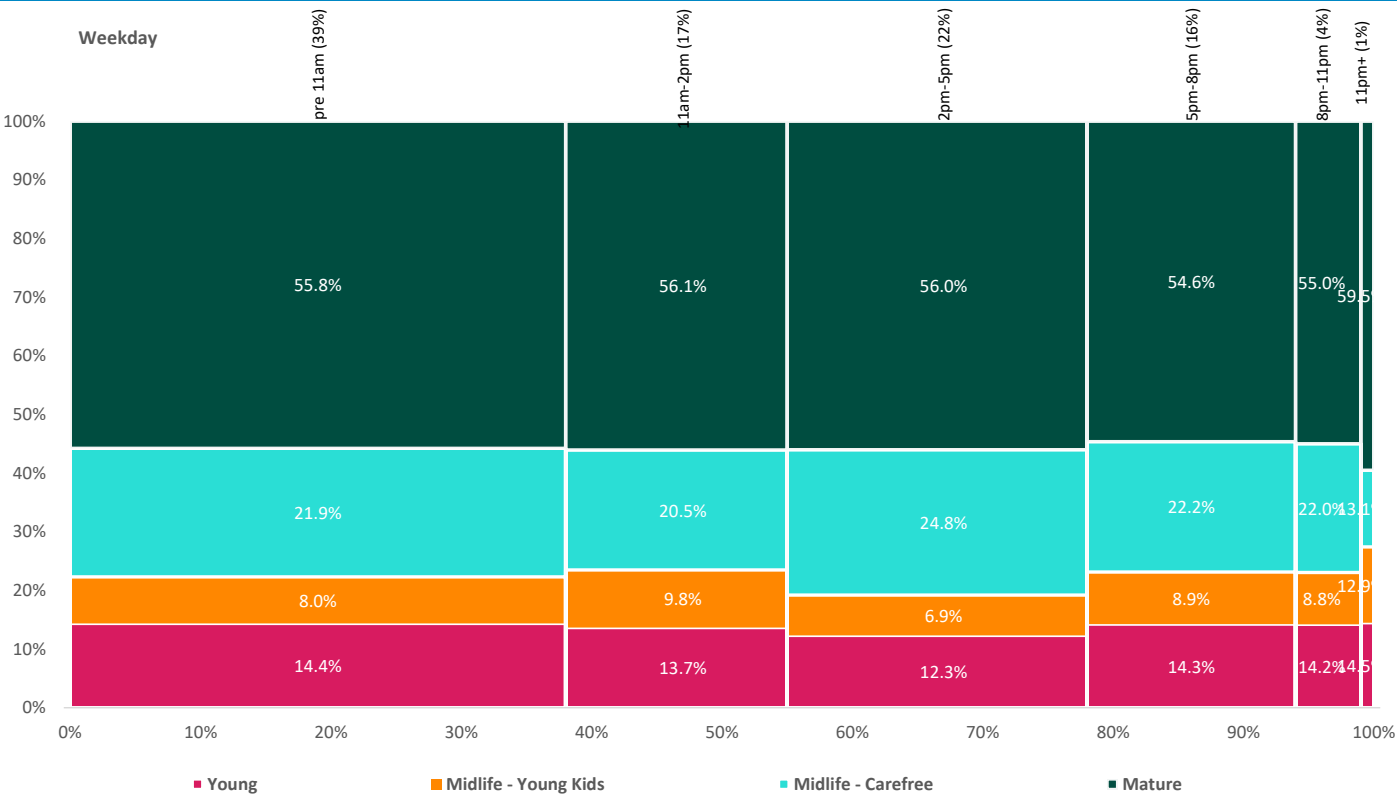
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Time	Mature	Midlife - Carefree	Midlife - Young Kids	Young
pre 11am (24%)	58.4%	17.6%	10.5%	13.5%
11am-2pm (30%)	54.5%	23.7%	7.2%	14.6%
2pm-5pm (23%)	57.0%	23.4%	7.7%	11.9%
5pm-8pm (16%)	55.8%	17.9%	7.0%	19.3%
8pm-11pm (6%)	43.2%	19.0%	5.9%	32.0%
11pm+ (1%)	52.5	12.3	16.6	18.6

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
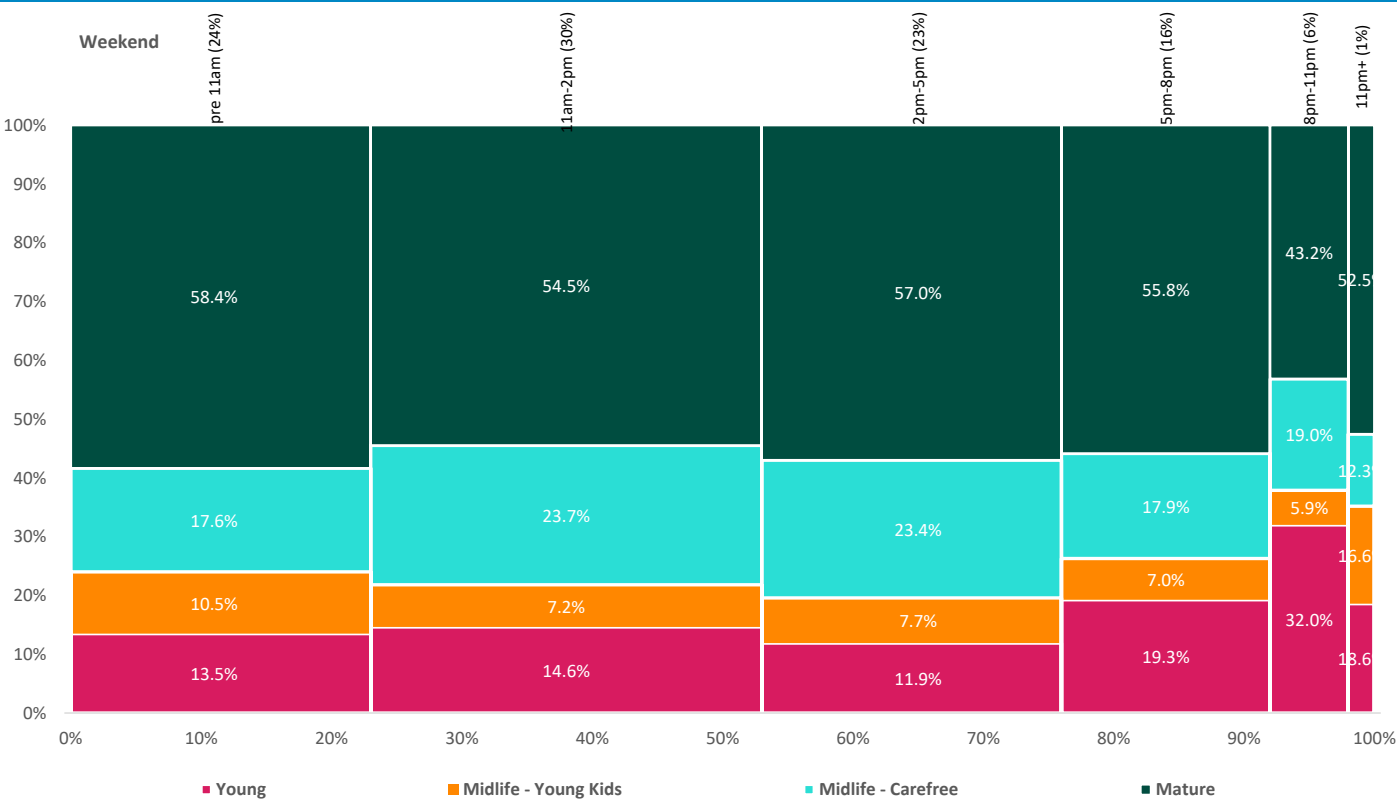
Polaris Summary - Horse & Groom Linby
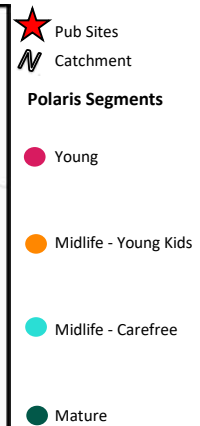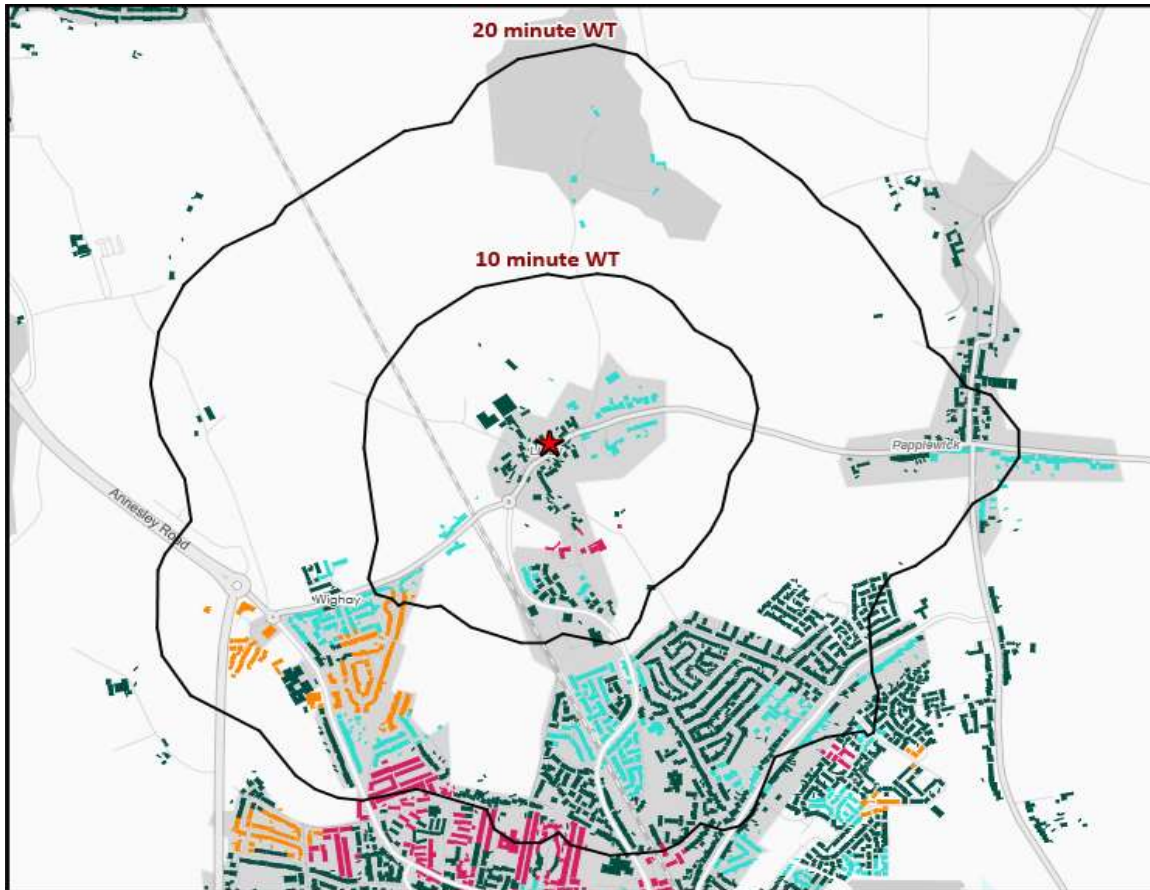
Polaris Profile by Catchment

*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	237	100,545	0	19	94
Midlife - Young Kids	0	395	51,881	0	81	122
Midlife - Carefree	101	1,122	60,162	244	159	98
Mature	161	2,713	172,644	138	137	100
Not Private Households	0	0	4,041	0	0	79
Total	262	4,467	389,273			

Polaris Plus Summary - Horse & Groom Linby

★ star
PUBS & BARS

Pub Sites
Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
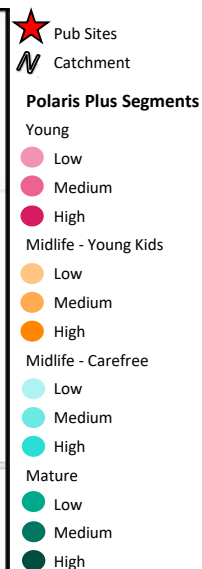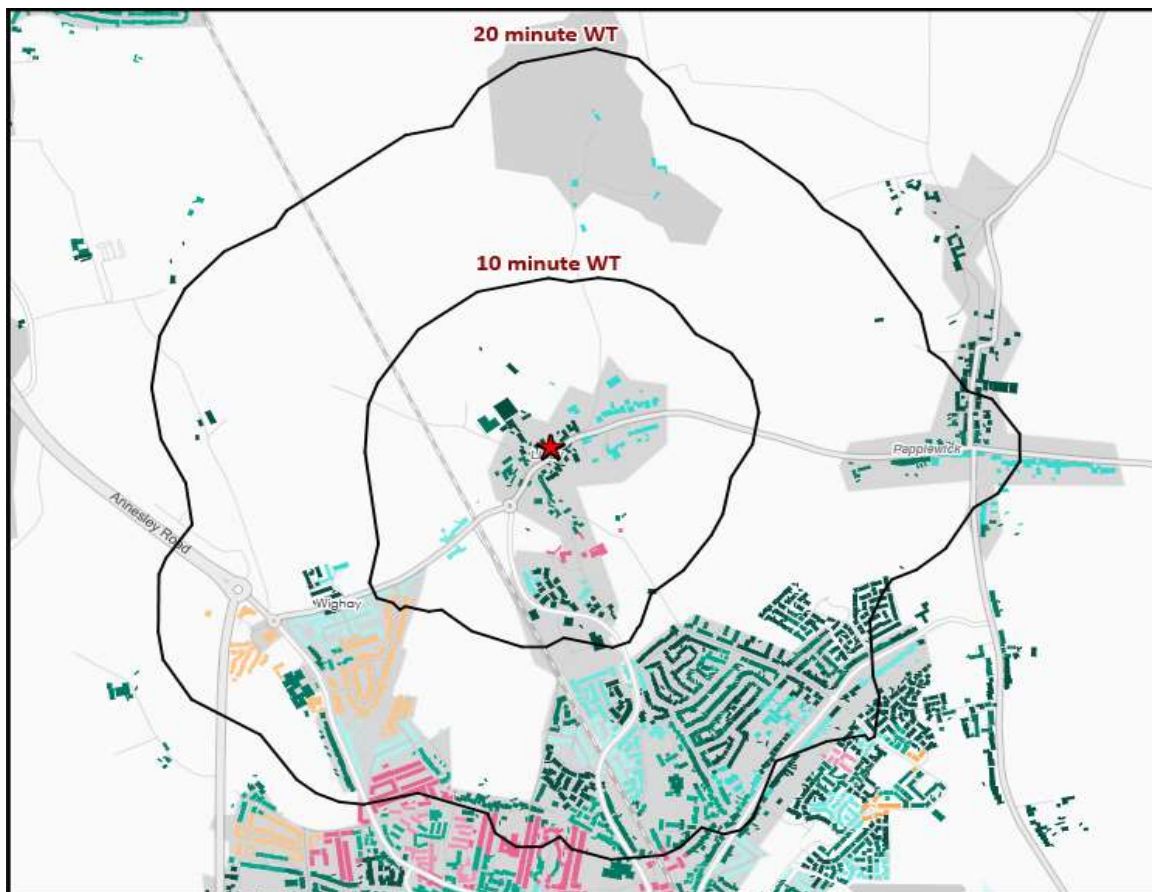
Polaris Plus Profile by Catchment

*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**
Young						
Low	0	0	52,330	0	0	137
Medium	0	237	42,964	0	48	101
High	0	0	5,251	0	0	20
Midlife - Young Kids						
Low	0	395	46,399	0	161	217
Medium	0	0	5,359	0	0	32
High	0	0	123	0	0	3
Midlife - Carefree						
Low	0	635	29,592	0	337	180
Medium	34	340	23,150	181	106	83
High	67	147	7,420	574	74	43
Mature						
Low	0	263	60,909	0	43	114
Medium	32	1,095	74,357	78	156	122
High	129	1,355	37,378	328	202	64
Not Private Households	0	0	4,041	0	0	79
Total	262	4,467	389,273			

CGA Summary - Horse & Groom Linby
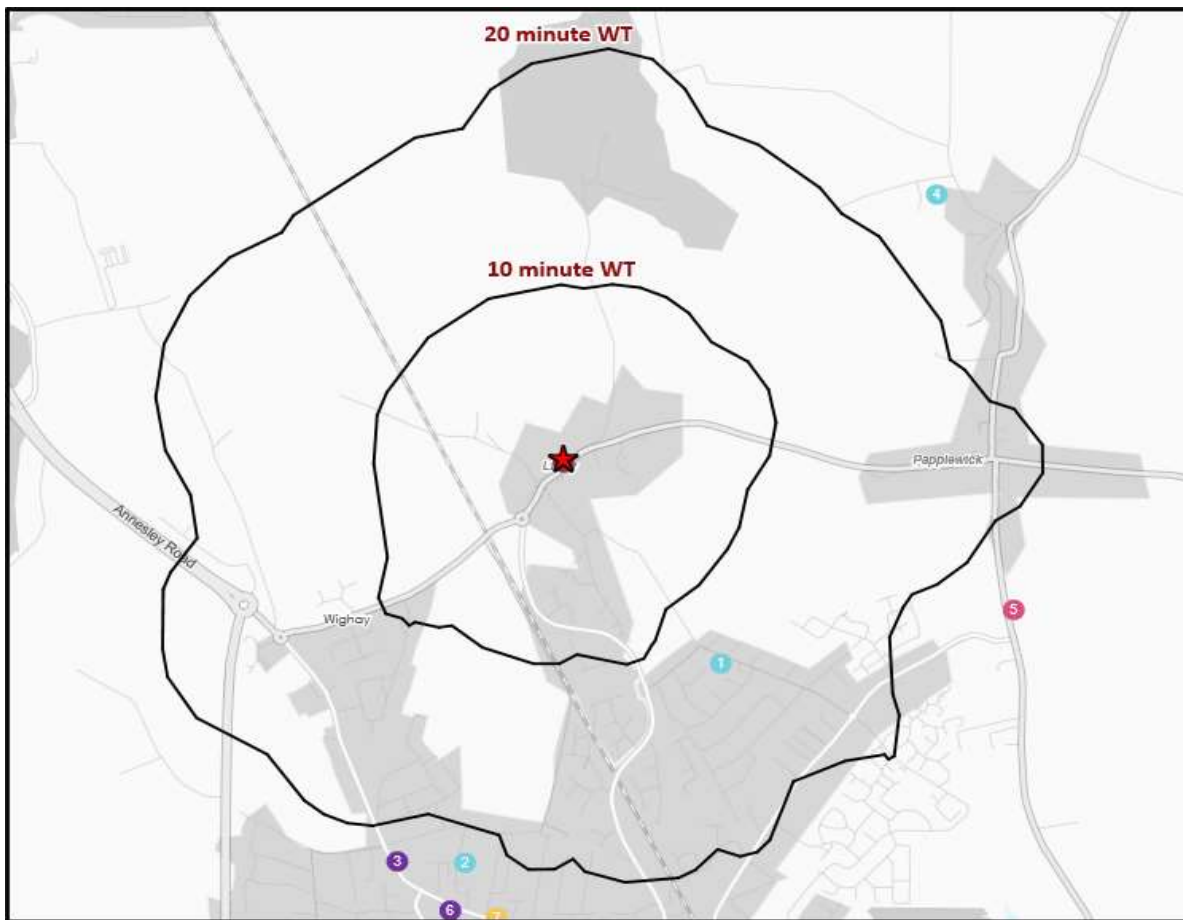
Legend:
- ★ Pub Sites
- N Catchment

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	Horse & Groom	NG15 8AE	Star Pubs & Bars	Premium Local	0.0
1	Hucknall Cricket Club	NG15 8BS	Independent Free	Clubland	0.5
2	George Street Working Mens Club	NG15 7DN	Independent Free	Clubland	0.9
3	Moda Italian Restaurant	NG15 7DE	Independent Free	Restaurants	0.9
4	Papplewick & Linby Cricket Club	NG15 8EY	Independent Free	Clubland	0.9
5	Griffins Head	NG15 8EN	Punch Pub Company	Family Pub Dining	0.9
6	Mughal Indian	NG15 7DR	Independent Free	Restaurants	1.0
7	Havana Blue	NG15 7AB	Independent Free	High Street Pub	1.0
8	John Godber Centre	NG15 7FQ	Independent Free	Clubland	1.0
9	Byron's Rest	NG15 7AS	Independent Free	High Street Pub	1.1
10	Red Lion	NG15 7AX	Greene King	Family Pub Dining	1.1
10	Pilgrims Oak	NG15 7AX	Wetherspoons GB	Circuit Bar	1.1
12	Hucknall Liberal Club	NG15 7AA	Independent Free	Clubland	1.1
13	Half Moon	NG15 7AW	Independent Free	High Street Pub	1.1
13	Bibiana Lounge	NG15 7AW	Independent Free	Restaurants	1.1
13	Boatswain	NG15 7AW	Independent Free	Circuit Bar	1.1
16	T8S Wine Bar And Cafe	NG15 7HF	Independent Free	High Street Pub	1.1
17	Plough & Harrow Inn	NG15 7HJ	Amber Taverns	High Street Pub	1.2
17	Arc Cinema At The Byron	NG15 7HJ	Independent Free	Large Venue	1.2
19	Baker & Bear	NG15 7LD	Independent Free	High Street Pub	1.2
20	Spot On Snooker	NG15 7HN	Independent Free	Clubland	1.2

Per Pub Analysis - Horse & Groom Linby

*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+	262	4,467	389,273
Number of Competition Pubs	1	3	386
Adults 18+ per Competition Pub	262	1,489	1,008

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	14	5.2%	65
Circuit Bar	0	0	0.0%	0
Community Pub	0	18	6.8%	35
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	99	37.9%	214
High Street Pub	0	12	4.4%	24
Premium Local	1	86	32.8%	199

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	145	3.2%	40
Circuit Bar	0	46	1.0%	25
Community Pub	0	686	15.4%	80
Craft Led	0	34	0.8%	22
Great Pub Great Food	0	970	21.7%	123
High Street Pub	0	646	14.5%	78
Premium Local	1	965	21.6%	131

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	18,672	4.8%	60
Circuit Bar	19	16,570	4.3%	105
Community Pub	80	97,238	25.0%	131
Craft Led	0	10,038	2.6%	75
Great Pub Great Food	3	45,486	11.7%	66
High Street Pub	53	91,804	23.6%	128
Premium Local	63	52,682	13.5%	82

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

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."*	*"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	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• 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 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.

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.

Sparsity

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.

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