

Catchment Summary - Thatch Inn Broughton

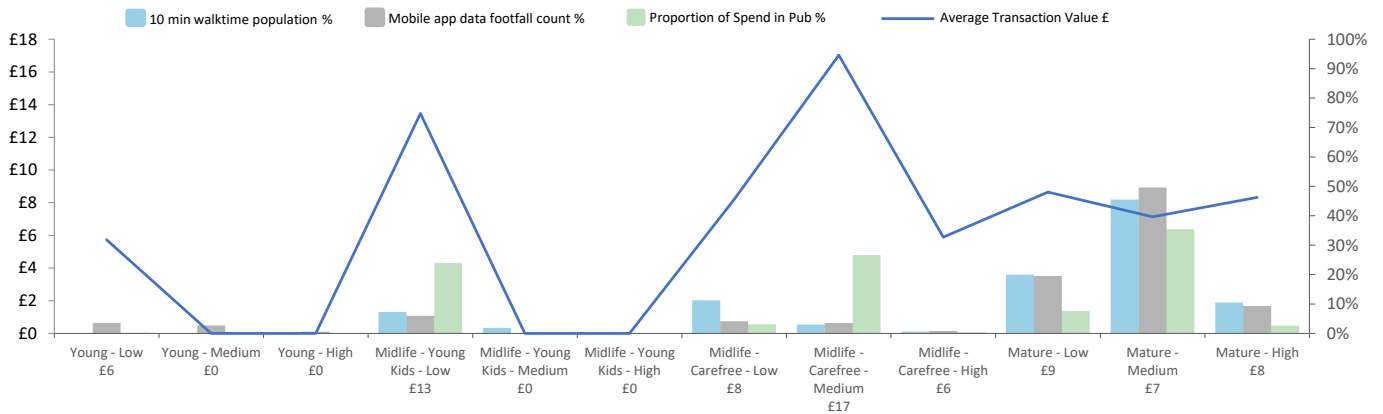
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Ship To	Name	Postcode	Operator	Segment	Sparsity
79627	Thatch Inn Broughton	DN20 0JA	Star Pubs & Bars	Premium Local	17



- 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 - Thatch Inn Broughton



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

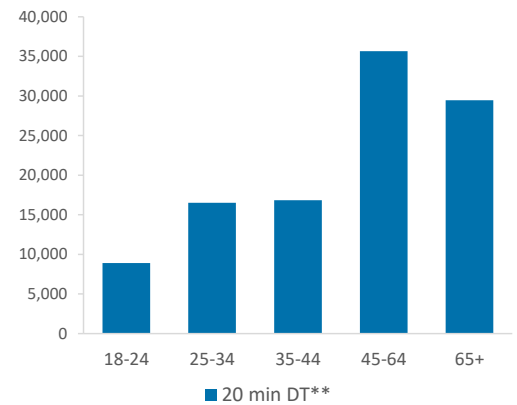
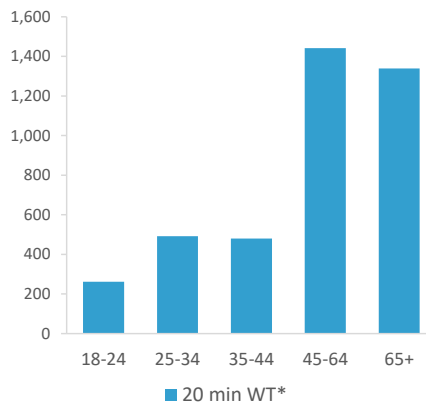
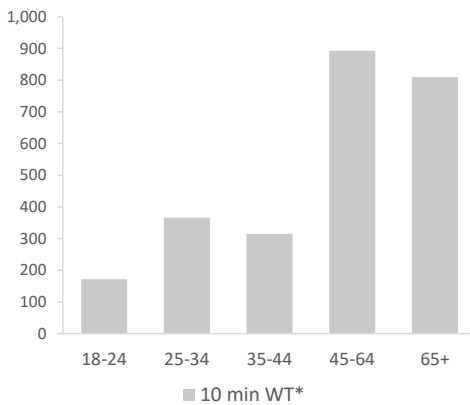
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,132	4,832	134,753	58	26	31
Adults 18+	2,556	4,015	107,408	57	26	31
Competition Pubs	3	3	110	17	8	26
Adults 18+ per Competition Pub	852	1,338	976	99	156	114
% Adults Likely to Drink	78.5%	79.2%	76.8%	103	104	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	38.5%	32.0%	54.9%	116	96	165
	Medium	50.4%	51.9%	31.6%	132	136	83
	High	11.2%	12.2%	12.1%	41	45	44

*Affluence does not include Not Private Households

Age Profile	18-24	172	262	8,895	67	67	81
	25-34	366	492	16,519	88	76	92
	35-44	315	480	16,847	76	75	94
	45-64	893	1,442	35,674	111	116	103
	65+	810	1,339	29,473	135	144	114



	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	1,480 (47%)	2,324 (48%)	66,701 (49%)	96	98	101
	Female	1,652 (53%)	2,508 (52%)	68,052 (51%)	103	102	99
Economic Status (16+)	Employed: Full-time	908 (35%)	1,373 (33%)	38,309 (35%)	101	97	100
	Employed: Part-time	378 (14%)	547 (13%)	13,817 (12%)	121	112	105
	Self employed	138 (5%)	270 (7%)	6,997 (6%)	57	71	68
	Unemployed	50 (2%)	76 (2%)	3,084 (3%)	69	67	101
	Full-time student	31 (1%)	55 (1%)	1,998 (2%)	50	56	76
	Retired	813 (31%)	1,330 (32%)	29,325 (26%)	142	148	121
	Other	304 (12%)	463 (11%)	17,324 (16%)	67	65	90
Total Worker Count		598	944	84,901			

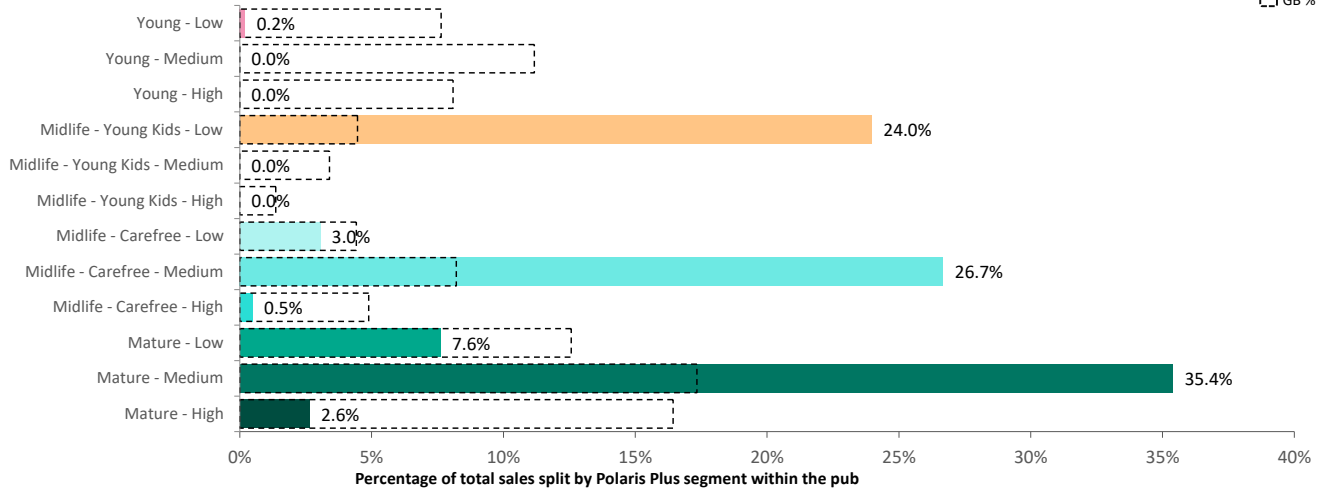
See the Glossary page for further information on the above variables

Transactional Data Summary - Thatch Inn Broughton

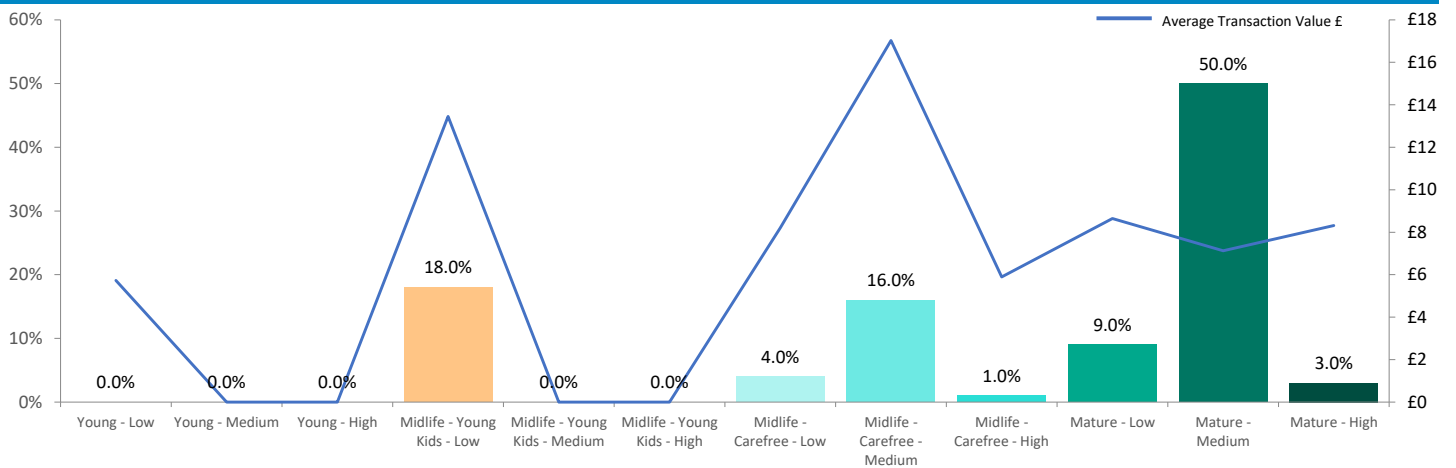


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Spend by Polaris Plus

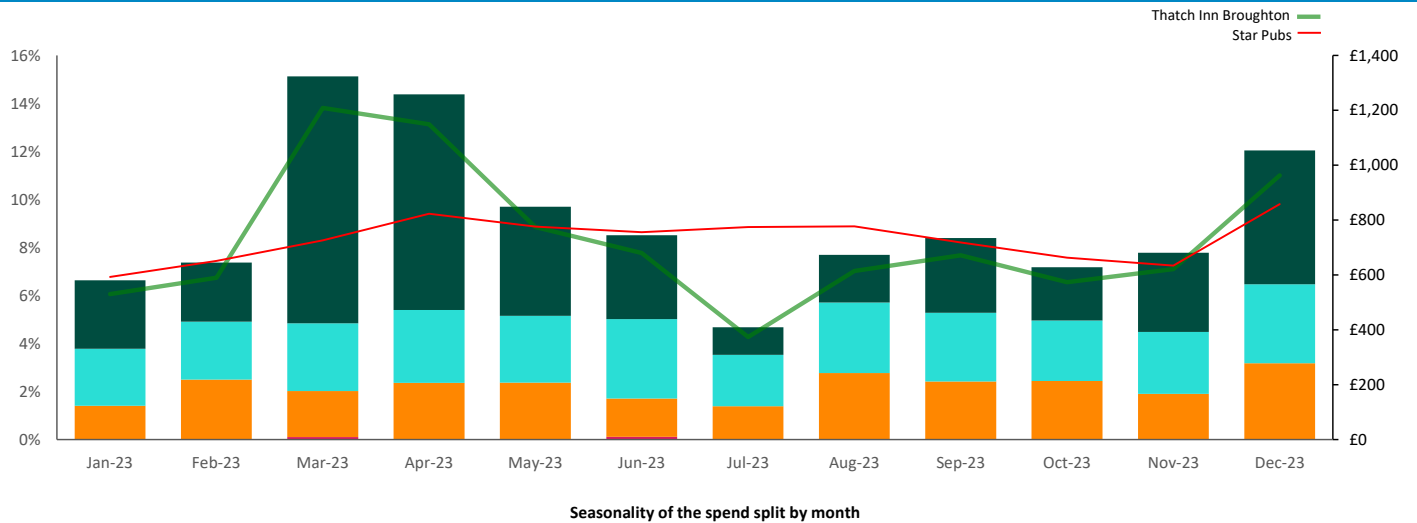


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

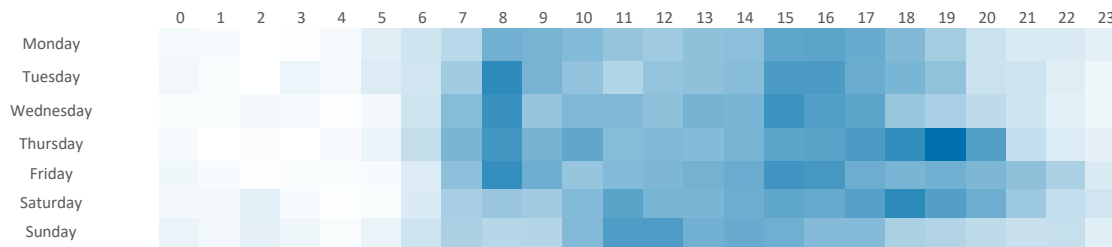


Mobile Data Summary - Thatch Inn Broughton



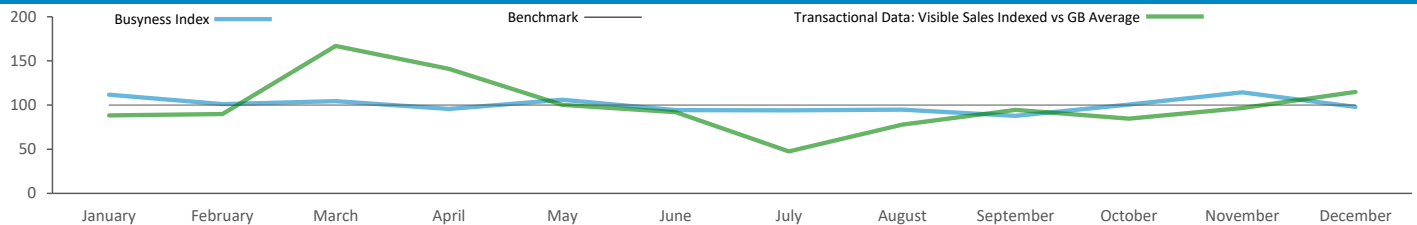
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Time of Day/Day of Week



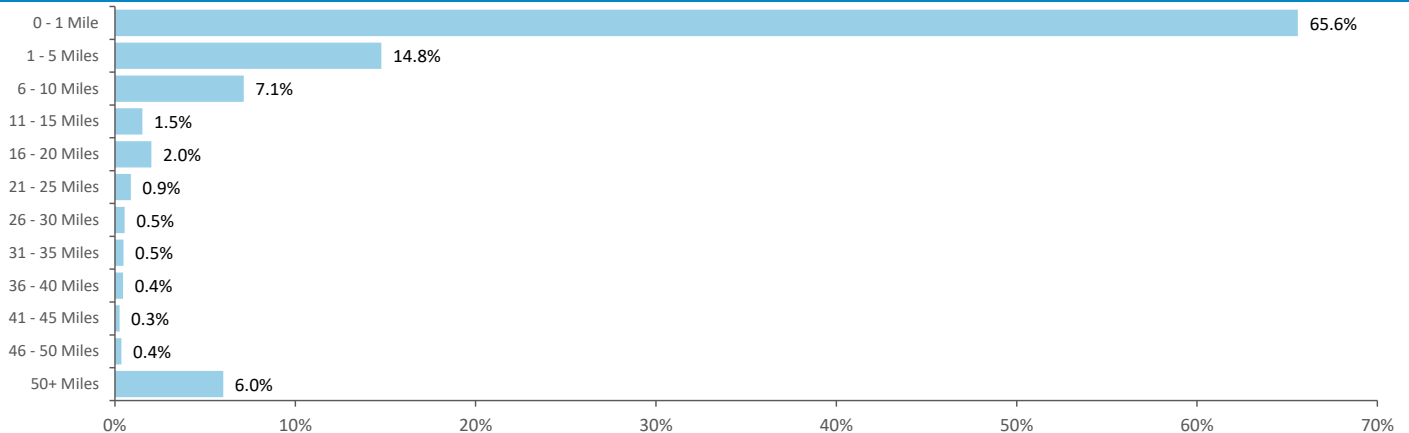
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

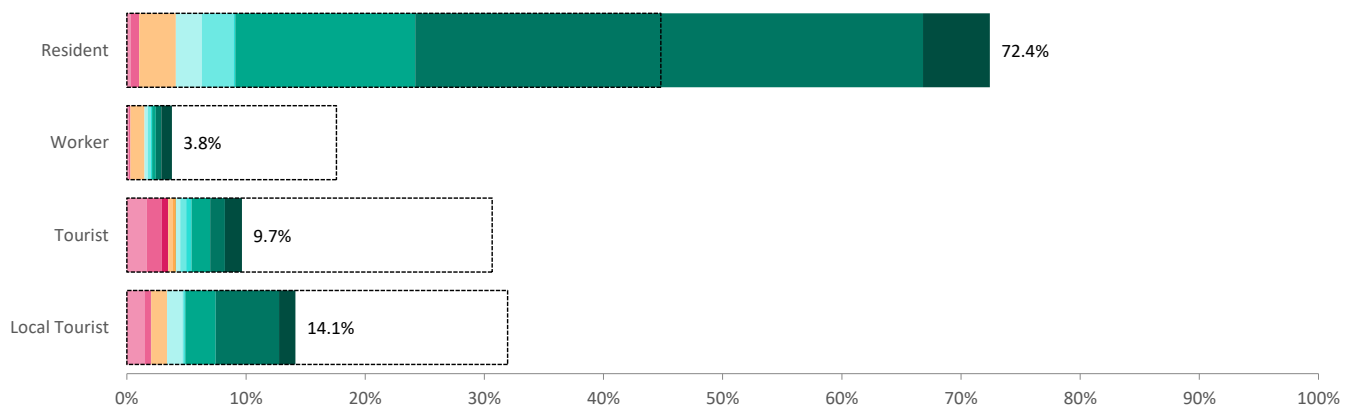
Distance from Home



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



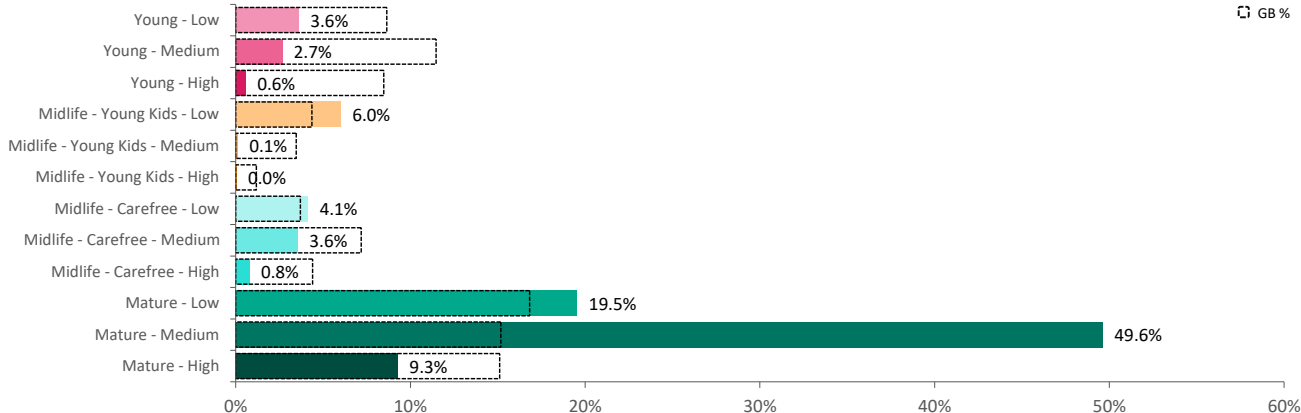
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Thatch Inn Broughton



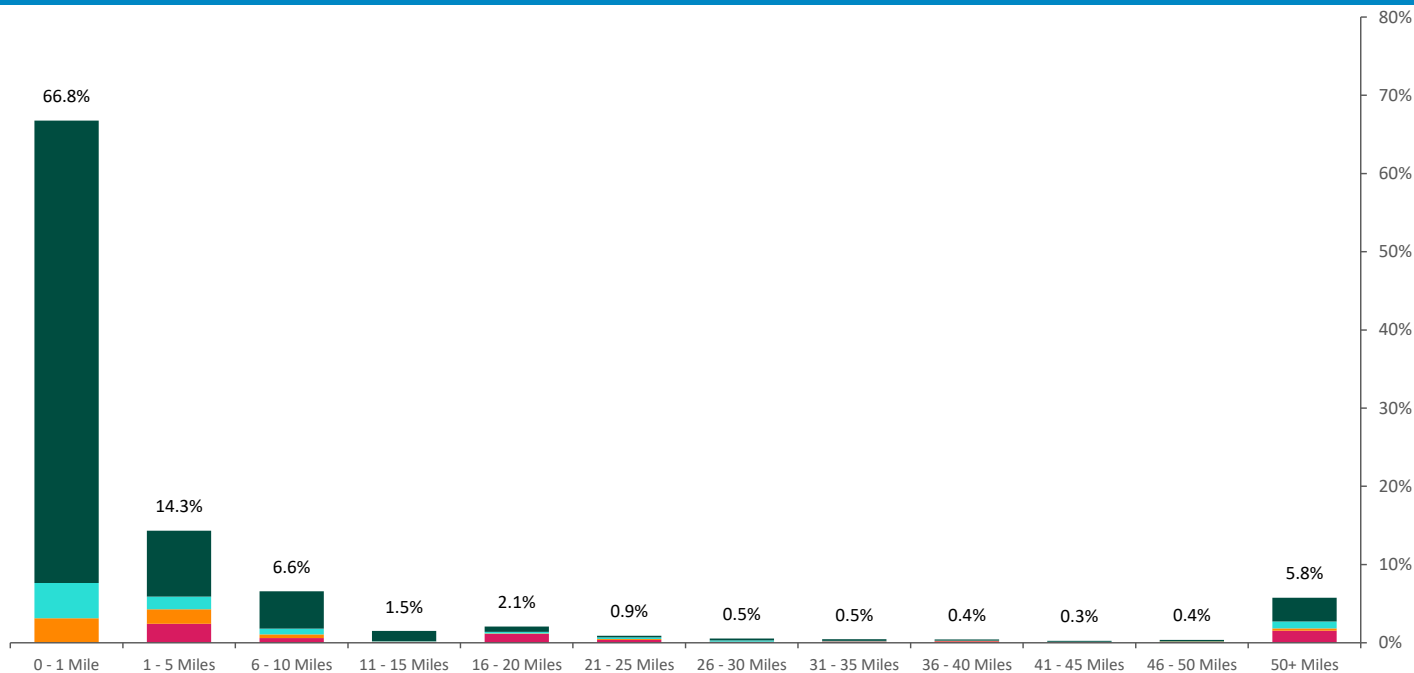
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Polaris Plus Profile



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



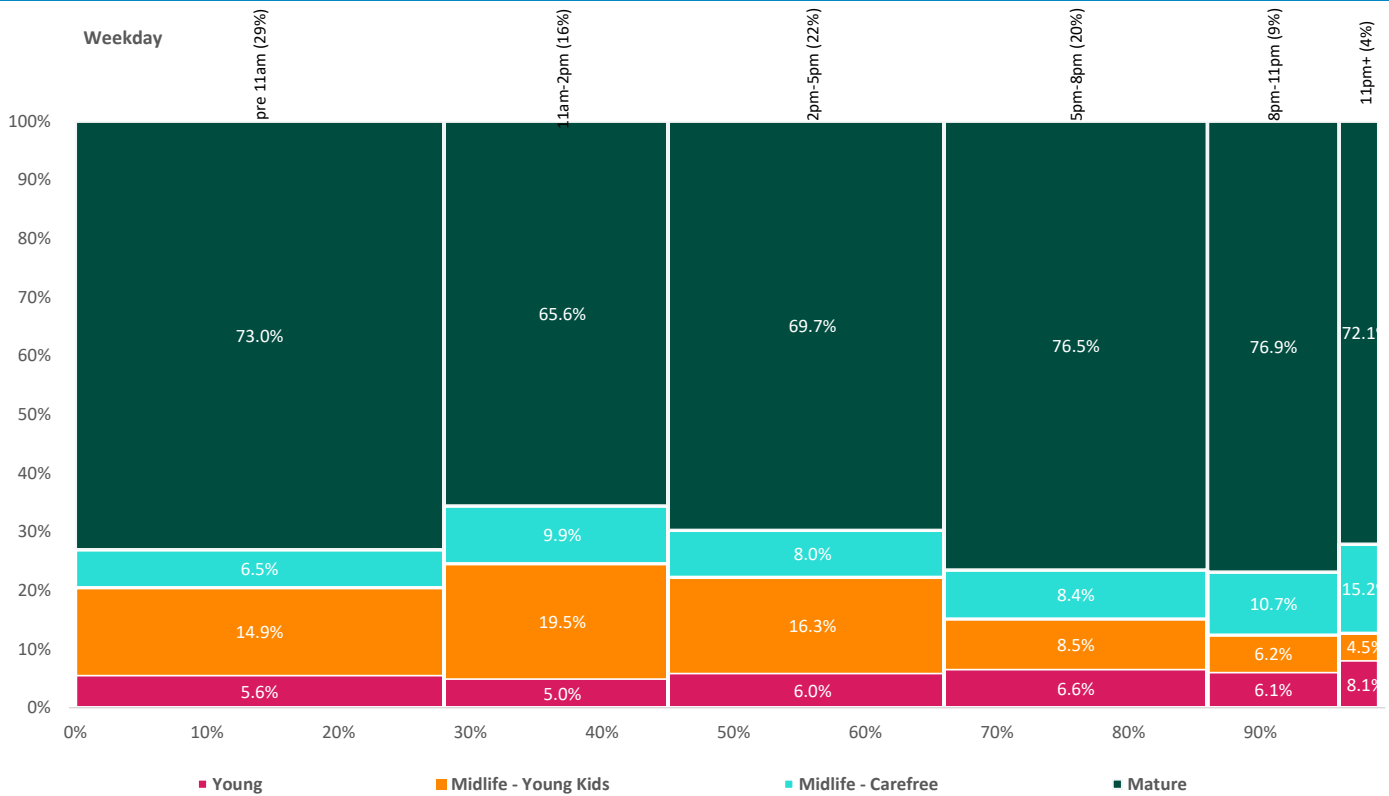
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Mobile Data Summary - Thatch Inn Broughton

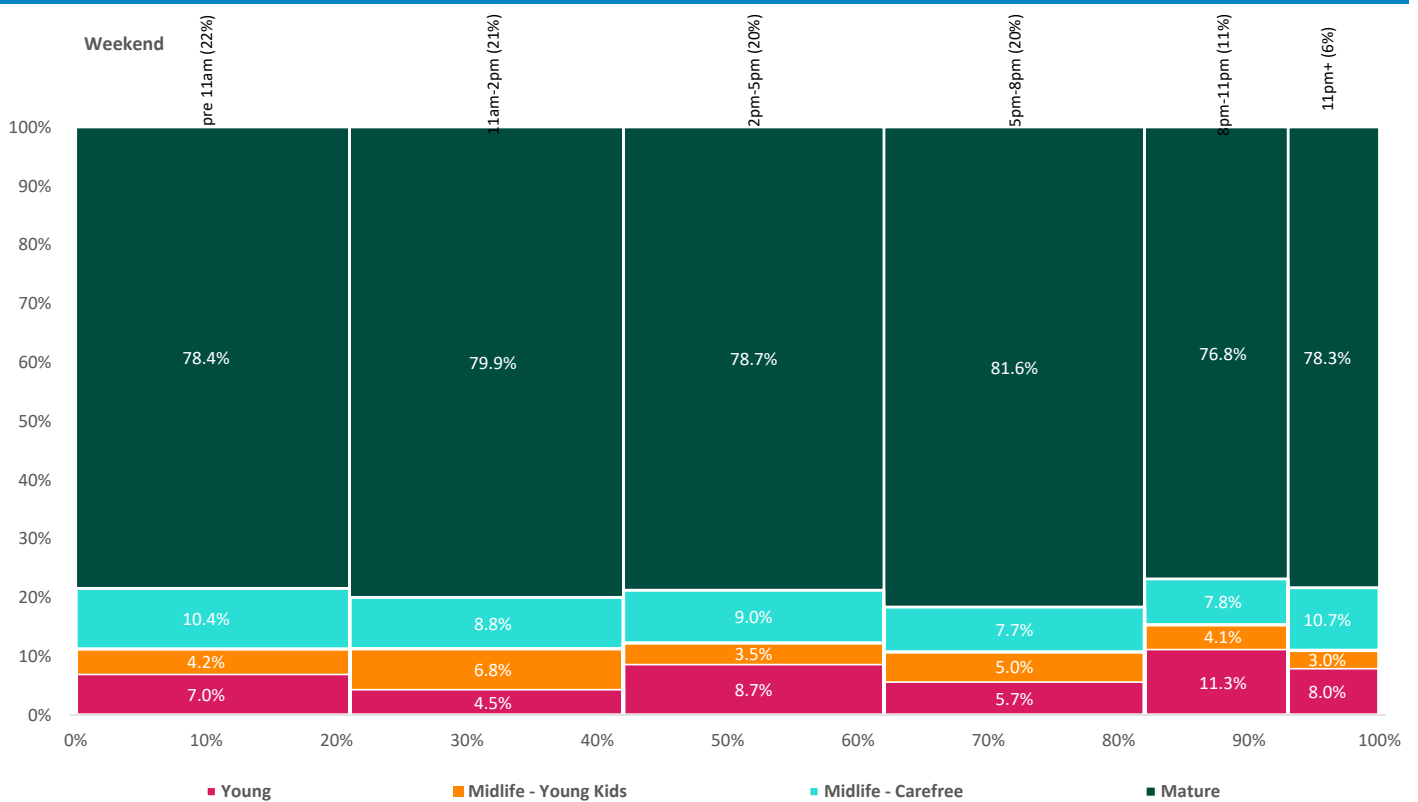


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Time of Day by Polaris: Weekday (Monday to Friday)



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

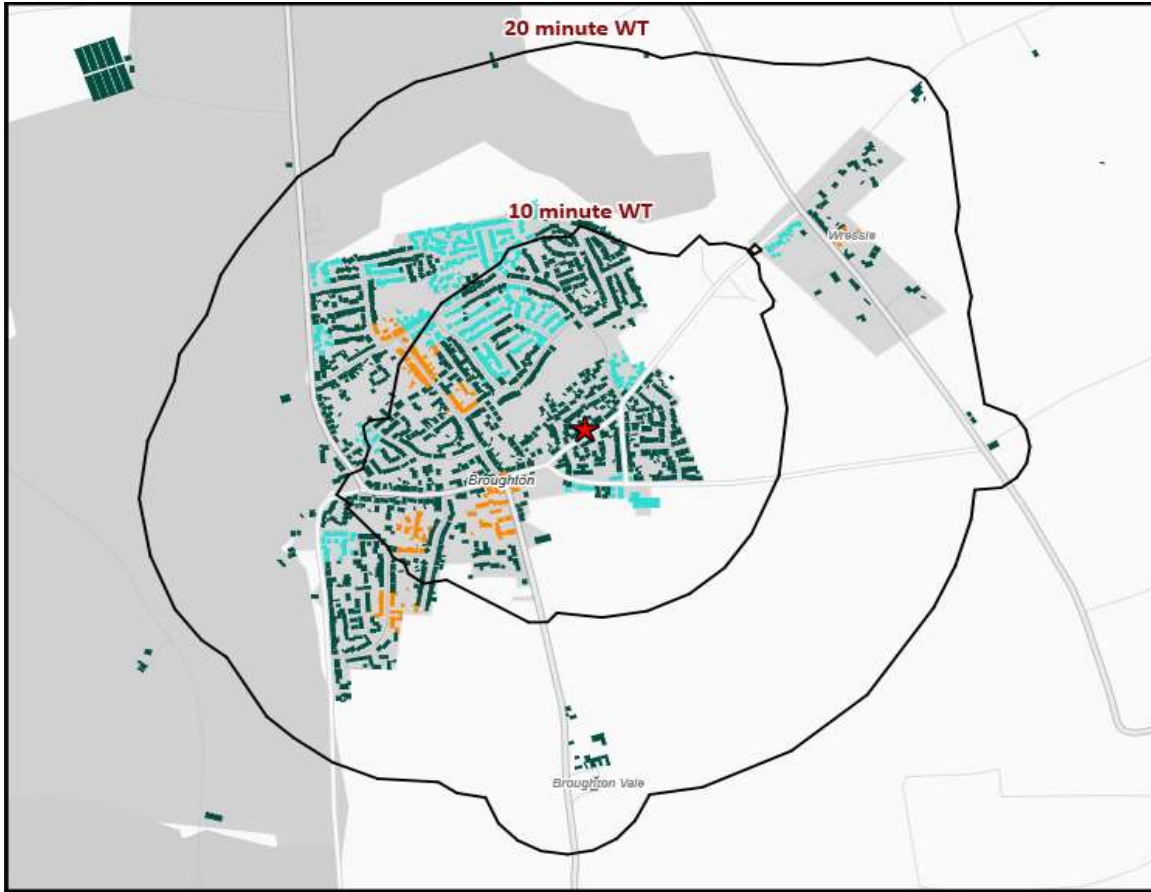


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Thatch Inn Broughton



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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	18,584	0	0	63
Midlife - Young Kids	234	238	14,273	84	54	122
Midlife - Carefree	381	718	17,777	94	113	105
Mature	1,941	2,903	55,390	171	163	116
<i>Not Private Households</i>	0	156	1,384	0	296	98
Total	2,556	4,015	107,408			

Polaris Plus Summary - Thatch Inn Broughton



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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**
Young						
Low	0	0	15,708	0	0	149
Medium	0	0	2,859	0	0	24
High	0	0	17	0	0	0
Midlife - Young Kids						
Low	186	190	14,037	133	86	238
Medium	48	48	236	43	28	5
High	0	0	0	0	0	0
Midlife - Carefree						
Low	288	288	10,818	267	170	239
Medium	77	414	4,921	42	144	64
High	16	16	2,038	14	9	43
Mature						
Low	510	808	18,450	145	147	125
Medium	1,162	1,621	25,962	290	258	154
High	269	474	10,978	70	79	68
Not Private Households	0	156	1,384	0	296	98
Total	2,556	4,015	107,408			

CGA Summary - Thatch Inn Broughton



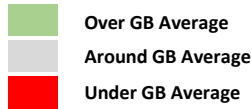
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- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Thatch Inn	DN20 0JA	Star Pubs & Bars	Premium Local	0.0
0	Broughton Working Mens Club	DN20 0JA	Independent Free	Clubland	0.0
2	Red Lion	DN20 0HY	Independent Free	Premium Local	0.2
3	Doubletree By Hilton	DN20 0AQ	Hilton Group	Hotel	0.7



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,556	4,015	107,408
Number of Competition Pubs	3	3	110
Adults 18+ per Competition Pub	852	1,338	976

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	30	1.2%	15
Circuit Bar	0	44	1.7%	42
Community Pub	0	687	26.9%	140
Craft Led	0	3	0.1%	3
Great Pub Great Food	0	353	13.8%	78
High Street Pub	0	630	24.7%	134
Premium Local	2	444	17.4%	105

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	45	1.1%	14
Circuit Bar	0	66	1.6%	40
Community Pub	0	967	24.1%	126
Craft Led	0	3	0.1%	2
Great Pub Great Food	0	537	13.4%	76
High Street Pub	0	882	22.0%	119
Premium Local	2	658	16.4%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	3,009	2.8%	35
Circuit Bar	6	3,668	3.4%	84
Community Pub	19	29,364	27.3%	143
Craft Led	0	1,217	1.1%	33
Great Pub Great Food	0	11,820	11.0%	62
High Street Pub	15	26,886	25.0%	136
Premium Local	13	14,320	13.3%	81

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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.																																									
<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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