

Catchment Summary - Hare & Hounds Kidderminster



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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

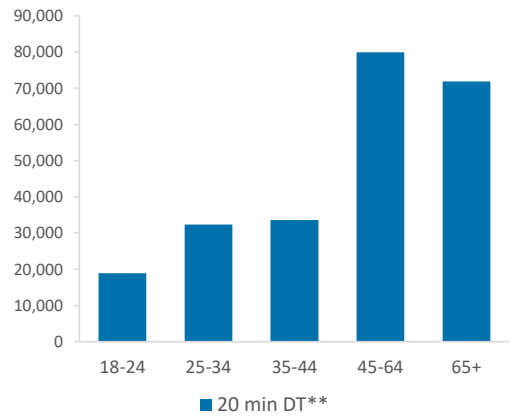
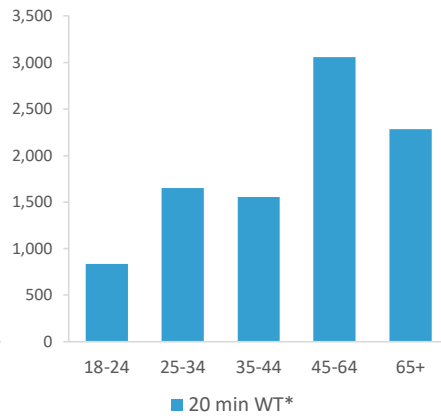
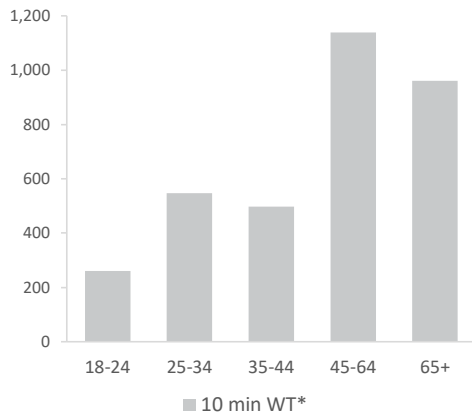
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,252	12,077	295,028	80	83	78
Adults 18+	3,406	9,383	236,819	78	52	79
Competition Pubs	1	5	356	7	16	98
Adults 18+ per Competition Pub	3,406	1,877	665	413	227	81
% Adults Likely to Drink	83.2%	82.3%	83.2%	101	100	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	15.9%	21.1%	20.8%	62	82	81
	Medium	75.8%	57.2%	46.9%	193	145	119
	High	8.3%	21.2%	30.9%	25	63	92

*Affluence does not include Not Private Households

Age Profile	18-24	261	837	18,952	76	85	79
	25-34	547	1,651	32,357	97	103	83
	35-44	498	1,556	33,620	91	100	89
	45-64	1,139	3,055	79,968	105	99	106
	65+	961	2,284	71,922	118	99	128



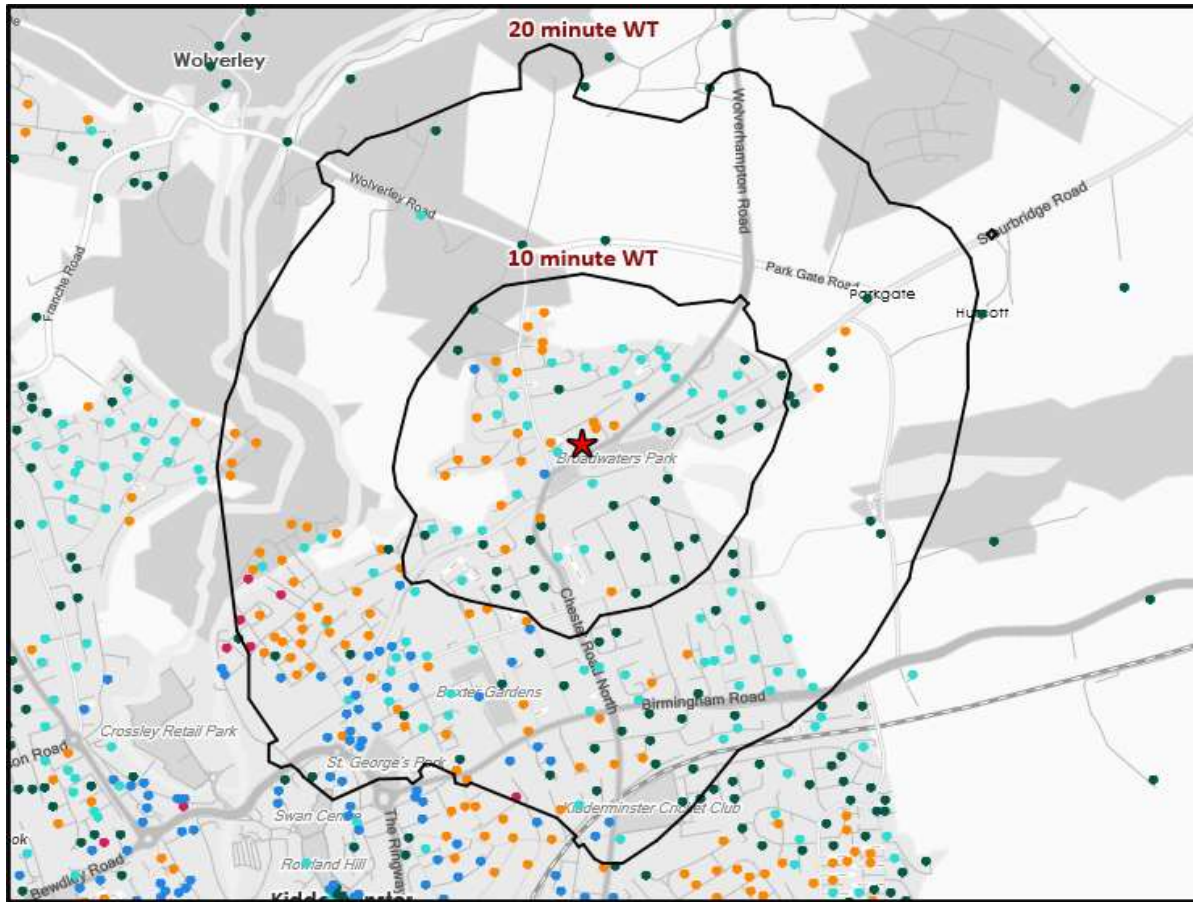
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender							
	Male	2,100 (49%)	6,018 (50%)	144,767 (49%)	100	101	99
	Female	2,152 (51%)	6,059 (50%)	150,261 (51%)	100	99	101
Economic Status (16-74)							
	Employed: Full-time	1,262 (42%)	3,563 (42%)	84,287 (41%)	101	101	98
	Employed: Part-time	453 (15%)	1,315 (15%)	30,302 (15%)	116	119	113
	Self employed	262 (9%)	714 (8%)	19,296 (9%)	91	88	98
	Unemployed	70 (2%)	259 (3%)	4,692 (2%)	98	128	96
	Retired	532 (18%)	1,248 (15%)	37,285 (18%)	128	106	131
	Other	438 (15%)	1,408 (17%)	31,157 (15%)	74	84	76
Total Worker Count		244	1,940	126,792			

See the Glossary page for further information on the above variables

Polaris Summary - Hare & Hounds Kidderminster



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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

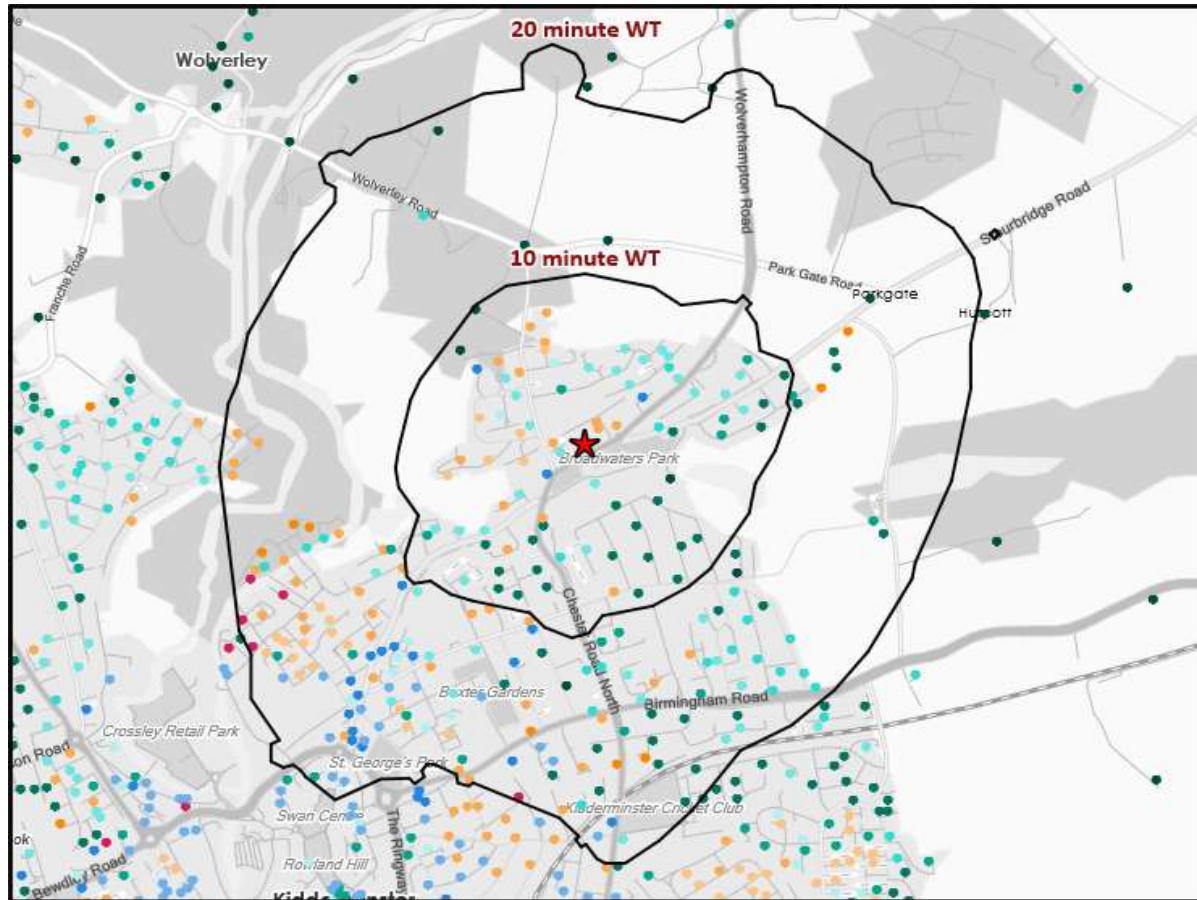
*WT= Walktime, **DT= Drivetime

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	0	271	3,502	0	32	17
Young Adult - Showing I'm Cool	75	845	12,409	24	98	57
Midlife - Young Kids	568	2,688	55,203	53	91	74
Midlife - Carefree	1,505	3,213	58,752	210	163	118
Mature	1,258	2,317	103,769	132	88	157
Not Private Households	0	49	3,184	0	36	94
Total	3,406	9,383	236,819			

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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

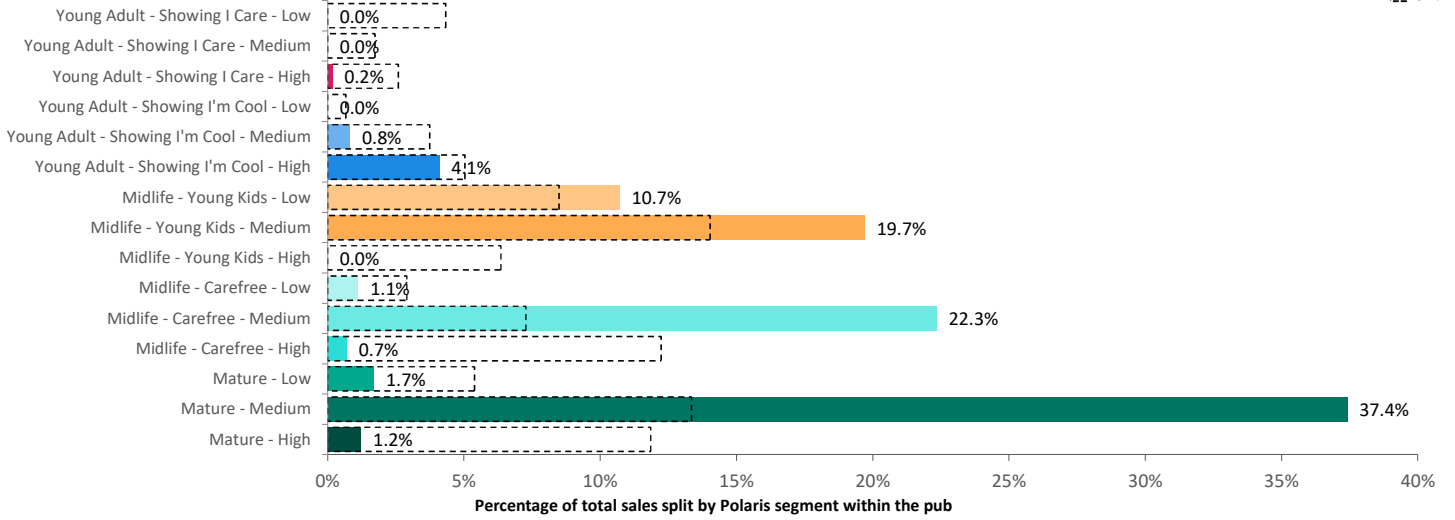
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

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	392	0	0	4
Medium	0	0	0	0	0	0
High	0	271	3,110	0	86	39
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	377	6,270	0	109	72
High	75	468	6,139	49	111	58
Midlife - Young Kids						
Low	168	885	15,757	44	85	60
Medium	400	1,569	31,776	79	112	90
High	0	234	7,670	0	46	60
Midlife - Carefree						
Low	94	382	12,985	81	120	161
Medium	1,226	1,914	24,525	536	304	154
High	185	917	21,242	50	89	82
Mature						
Low	278	715	20,217	137	128	144
Medium	956	1,507	48,574	222	127	162
High	24	95	34,978	8	11	157
Not Private Households	0	49	3,184	0	36	94
Total	3,406	9,383	236,819			

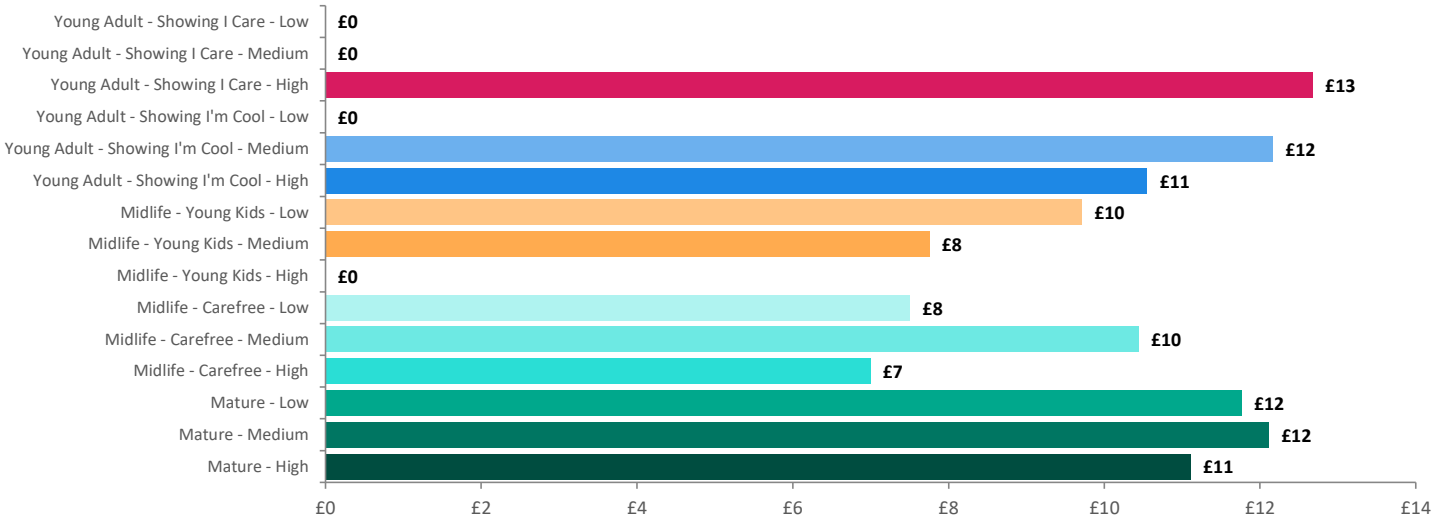
Spend by Polaris

GB %



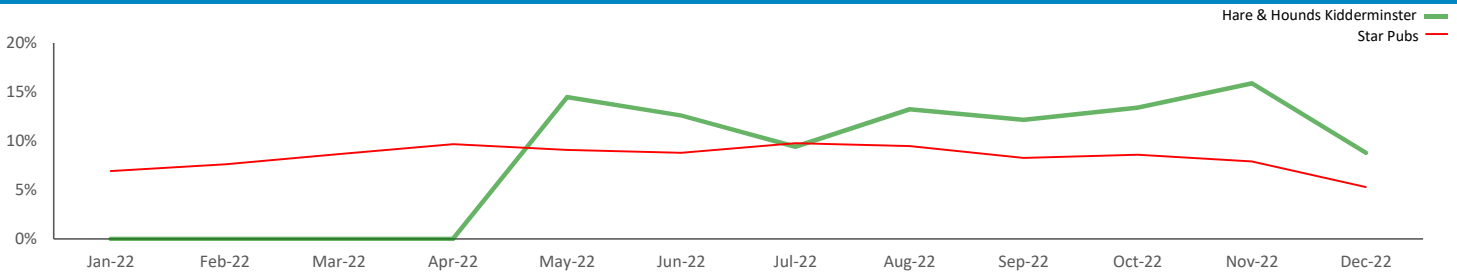
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

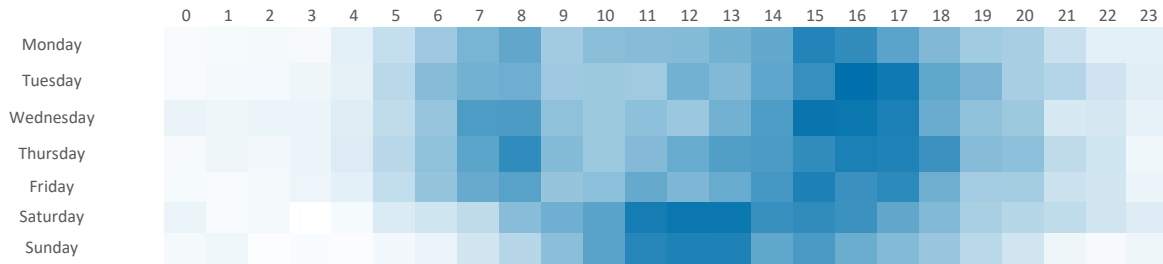


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

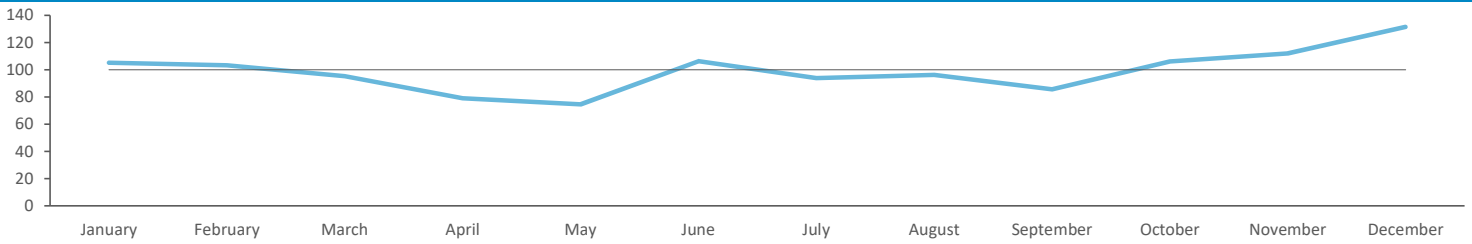


Time of Day/Day of Week



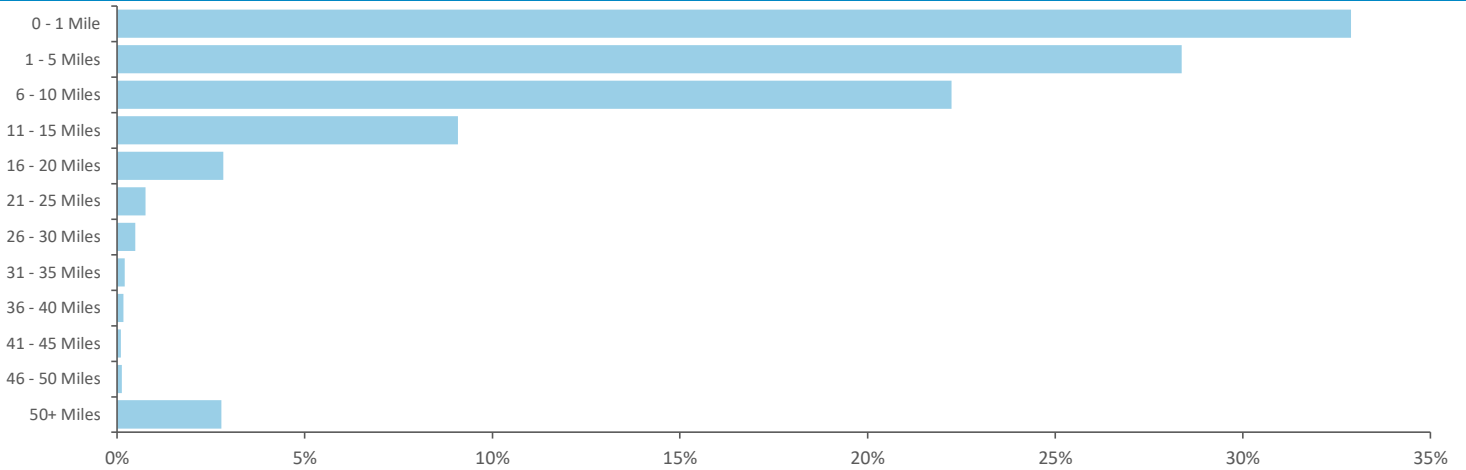
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



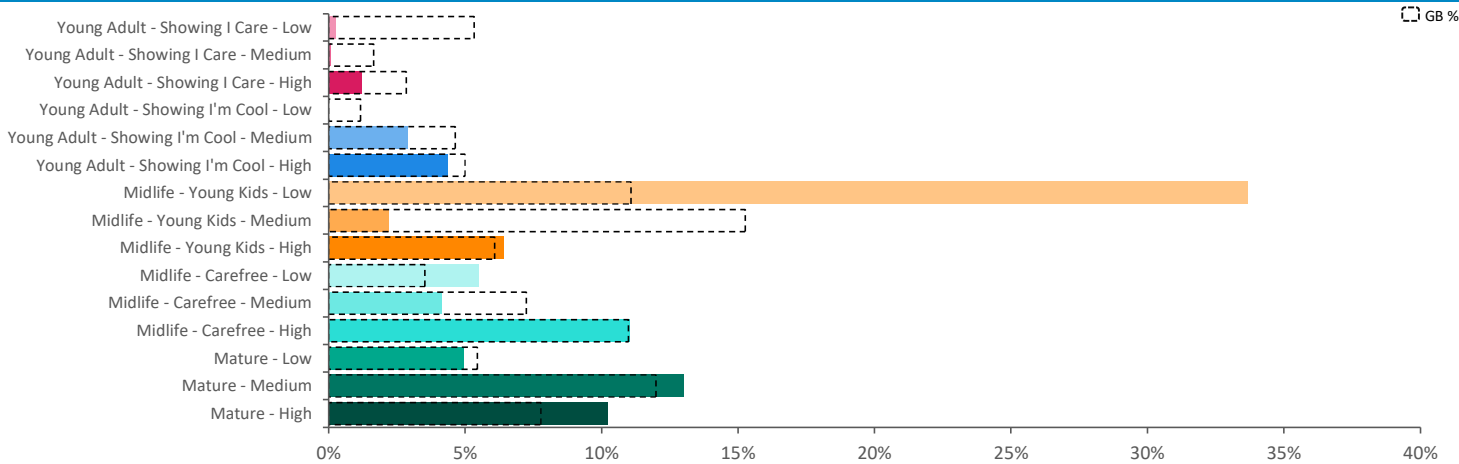
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

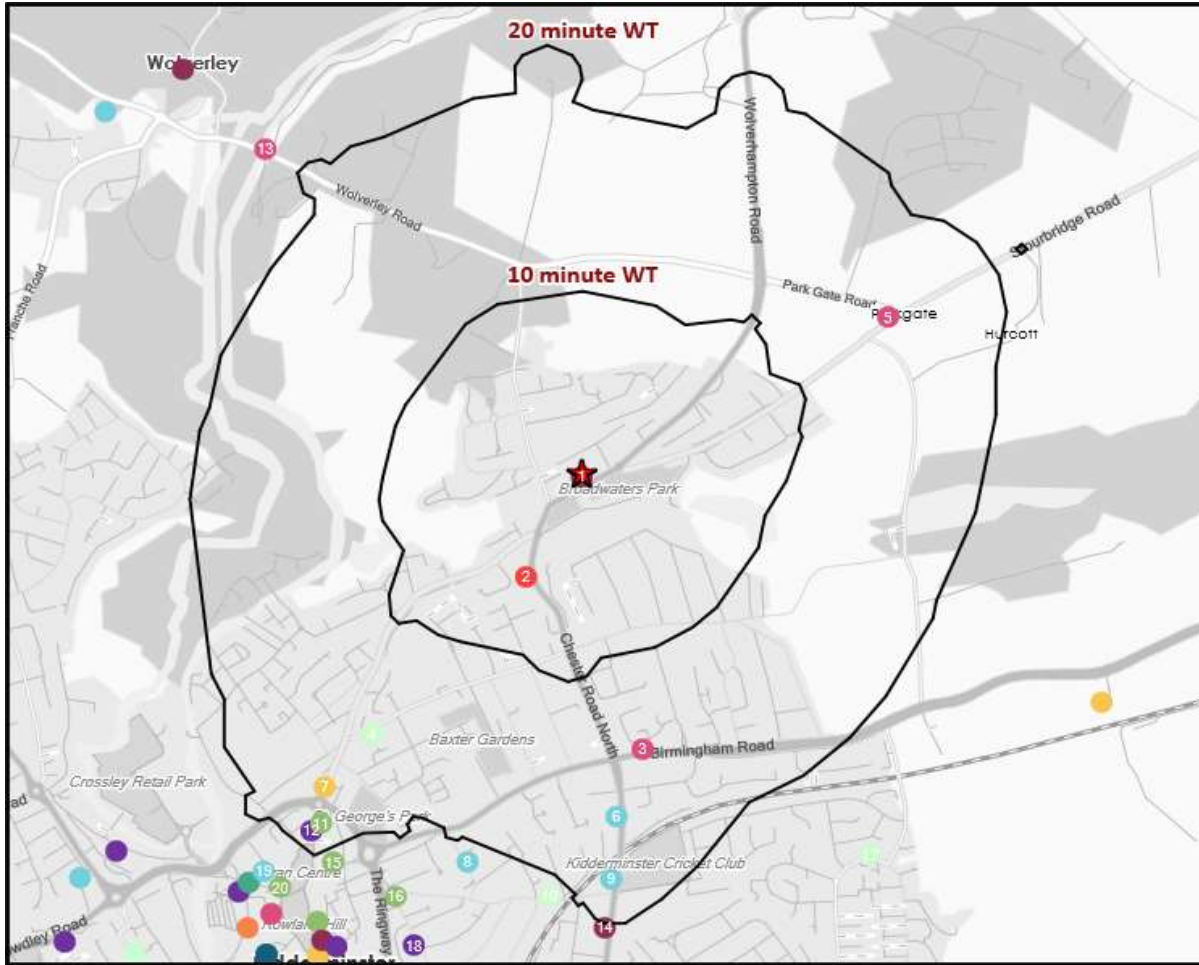


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

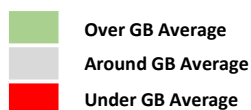
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Hare & Hounds	DY10 2UL	Star Pubs & Bars	Premium Local	0.0
2	Rose Theatre	DY10 2RX	Independent Free	Large Venue	0.2
3	Land Oak	DY10 2SA	Marston's	Family Pub Dining	0.6
4	Blue Bell	DY10 2QQ	Marston's	Community Pub	0.7
5	Park Gate Inn	DY10 3PT	Marston's	Family Pub Dining	0.7
6	Chester Road Bowling Club	DY10 1TE	Independent Free	Clubland	0.7
7	Peacock	DY10 2EE	Independent Free	High Street Pub	0.8
8	St Ambroses Catholic Social Club	DY10 1RP	Independent Free	Clubland	0.8
9	Chester Road Sporting Club	DY10 1TH	Independent Free	Clubland	0.8
10	Railway Train	DY10 1SL	Independent Free	Community Pub	0.9
11	Red Man	DY10 2DZ	Star Pubs & Bars	Circuit Bar	0.9
12	Divine Indian Cuisine	DY10 2DU	Independent Free	Restaurants	0.9
13	Lock	DY10 3RN	Marston's	Family Pub Dining	0.9
14	Chester Tavern	DY10 1TN	Independent Free	Premium Local	0.9
15	Ye Olde Seven Stars	DY10 2BG	Admiral Taverns Ltd	Circuit Bar	0.9
16	Golden Lion	DY10 1PX	Independent Free	Circuit Bar	0.9
17	Cavalier	DY10 3YT	*Other Small Retail Groups	Community Pub	1.0
18	New Sher E Punjab Restaurant	DY10 1PY	Independent Free	Restaurants	1.0
19	Pockets Snooker Club	DY10 2AD	Independent Free	Clubland	1.0
20	Pennies	DY10 2AZ	Independent Free	Circuit Bar	1.0

Per Pub Analysis - Hare & Hounds Kidderminster



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,406	9,383	236,819
Number of Competition Pubs	1	5	356
Adults 18+ per Competition Pub	3,406	1,877	665

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	130	3.8%	37
Circuit Bar	74	2.2%	59
Community Pub	558	16.4%	94
Craft Led	36	1.0%	33
Great Pub Great Food	339	10.0%	52
High Street Pub	531	15.6%	90
Premium Local	418	12.3%	70

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	814	8.7%	85
Circuit Bar	306	3.3%	89
Community Pub	1,560	16.6%	96
Craft Led	268	2.9%	90
Great Pub Great Food	1,328	14.2%	74
High Street Pub	1,503	16.0%	92
Premium Local	1,260	13.4%	77

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,016	7.2%	70
Circuit Bar	6,514	2.8%	75
Community Pub	38,669	16.3%	94
Craft Led	4,304	1.8%	57
Great Pub Great Food	46,112	19.5%	102
High Street Pub	37,475	15.8%	91
Premium Local	46,035	19.4%	111

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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 Lifestyle, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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 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.																			