Ship To	Name	Postcode	Operator	Segment	Sparsity
22853	Camerton Thorngumbald	HU12 9NQ	Star Pubs & Bars	Premium Local	17
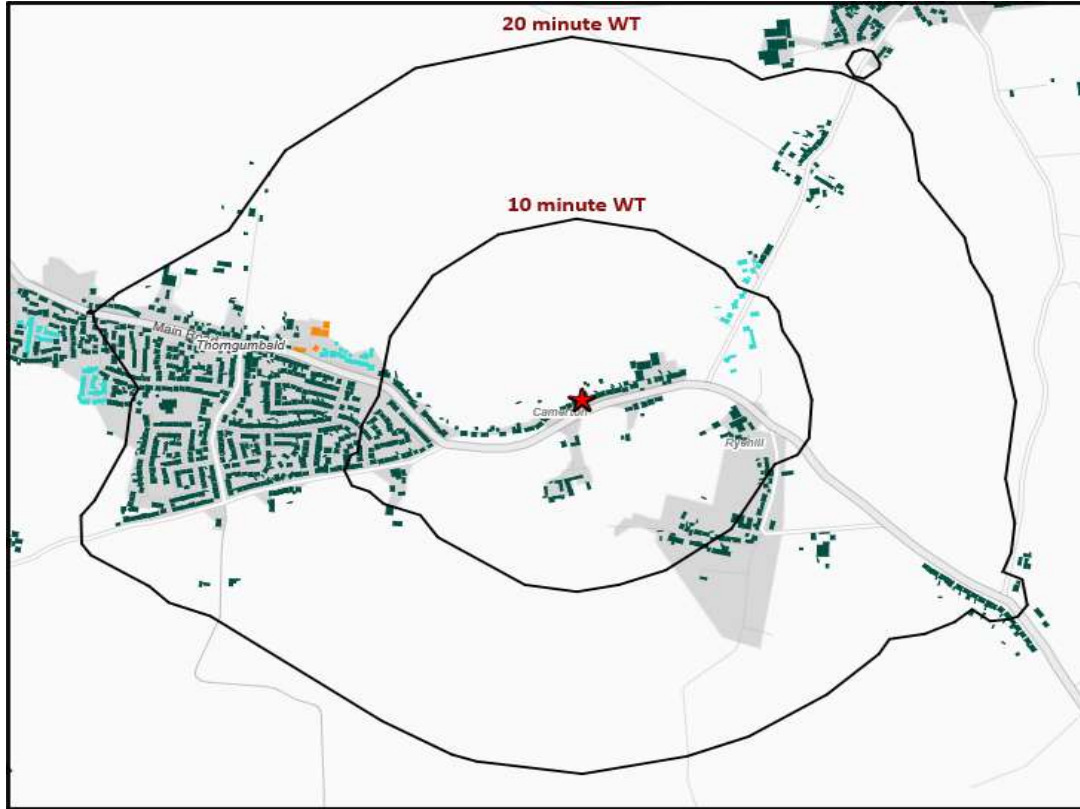
Pub Sites
Catchments

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population %, Mobile app data footfall count %, Proportion of Spend in Pub %, Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Camerton Thorngumbald

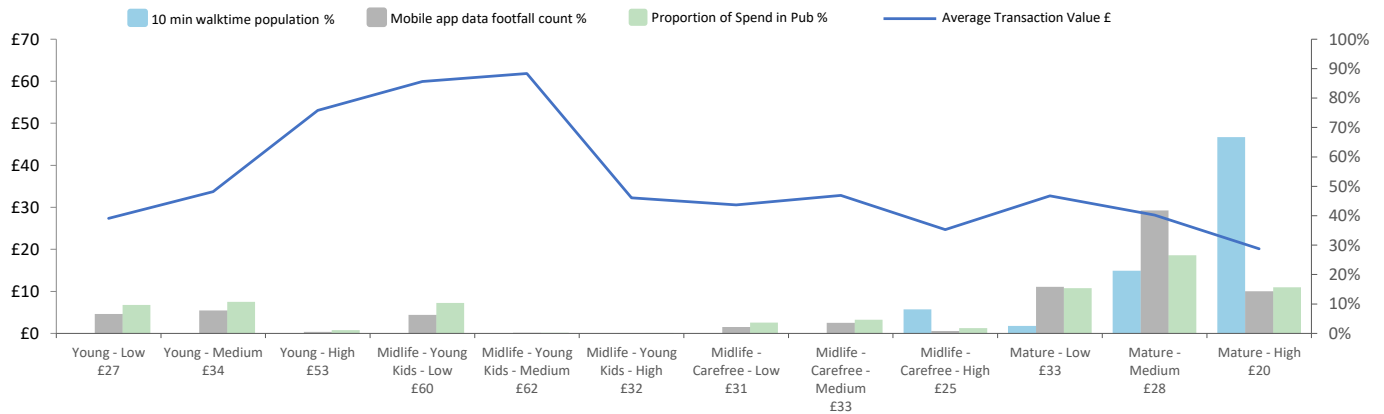**star** PUBS&BARS

*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		735	2,577	99,753	14	14	23
					Population & Adults 18+ index is based on all pubs		
Adults 18+		625	2,169	79,851	14	14	23
Competition Pubs		2	2	161	11	6	39
Adults 18+ per Competition Pub		313	1,085	496	36	126	58
% Adults Likely to Drink		81.6%	81.1%	76.1%	107	106	100
Affluence	Low	2.6%	5.3%	50.0%	8	16	150
	Medium	21.3%	67.3%	38.5%	56	176	101
	High	74.9%	25.2%	9.0%	274	92	33

Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	49	159	7,409	82	76	91
	25-34	47	159	13,253	48	46	100
	35-44	75	257	12,474	77	75	94
	45-64	228	765	26,017	121	116	102
	65+	226	829	20,698	160	167	108
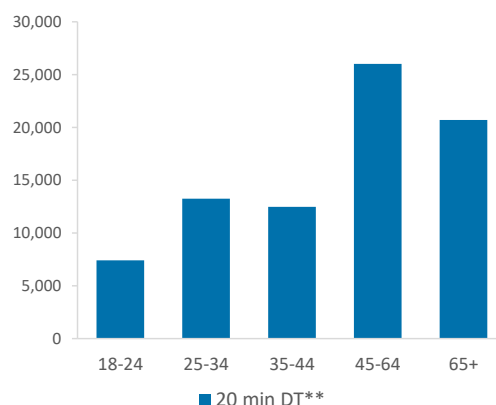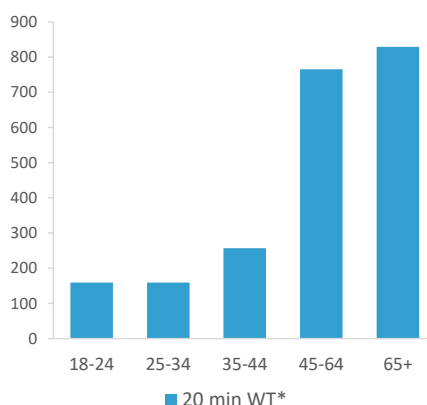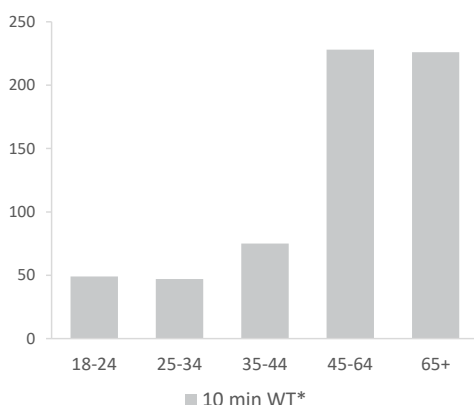
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	360 (49%)	1,264 (49%)	50,173 (50%)	100	100	103
	Female	375 (51%)	1,313 (51%)	49,580 (50%)	100	100	97
Economic Status (16+)	Employed: Full-time	208 (33%)	722 (32%)	27,108 (33%)	94	94	96
	Employed: Part-time	72 (11%)	258 (12%)	10,417 (13%)	95	97	107
	Self employed	74 (12%)	188 (8%)	5,182 (6%)	125	91	68
	Unemployed	9 (1%)	35 (2%)	3,069 (4%)	51	57	135
	Full-time student	13 (2%)	36 (2%)	1,368 (2%)	85	68	70
	Retired	201 (31%)	768 (34%)	19,301 (23%)	144	157	107
	Other	63 (10%)	223 (10%)	15,721 (19%)	57	57	110
Total Worker Count		280	656	67,656			

See the Glossary page for further information on the above variables

Transactional Data Summary - Camerton Thorngumbald

Spend by Polaris Plus

GB %

Segment	%
Young - Low	9.7%
Young - Medium	10.7%
Young - High	1.1%
Midlife - Young Kids - Low	10.3%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	3.7%
Midlife - Carefree - Medium	4.7%
Midlife - Carefree - High	1.8%
Mature - Low	15.4%
Mature - Medium	26.5%
Mature - High	15.7%

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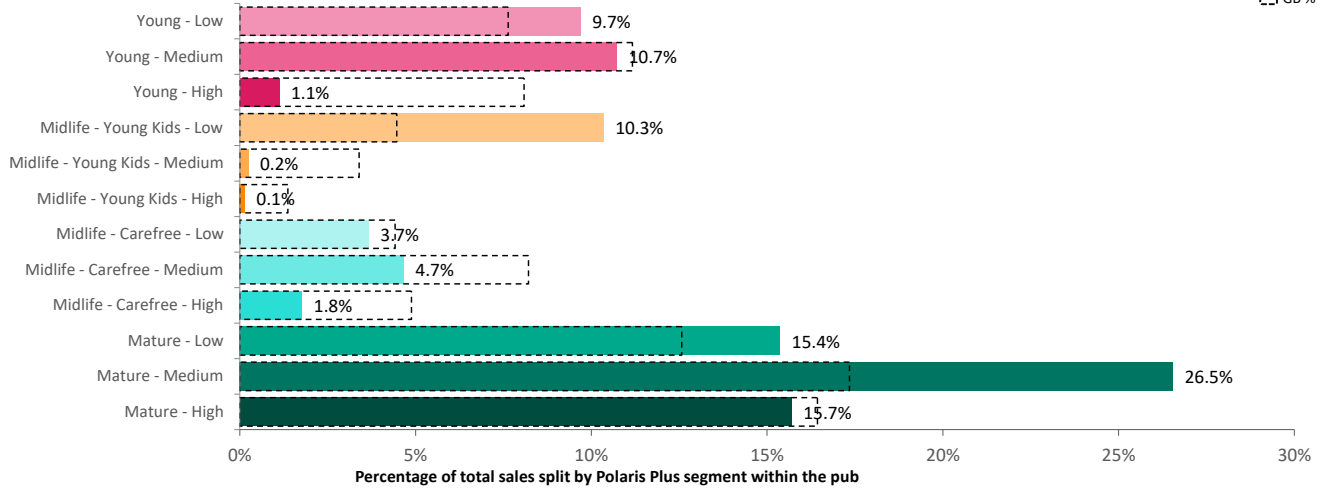
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	10.0%
Young - Medium	9.0%
Young - High	1.0%
Midlife - Young Kids - Low	5.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	4.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	2.0%
Mature - Low	14.0%
Mature - Medium	28.0%
Mature - High	23.0%
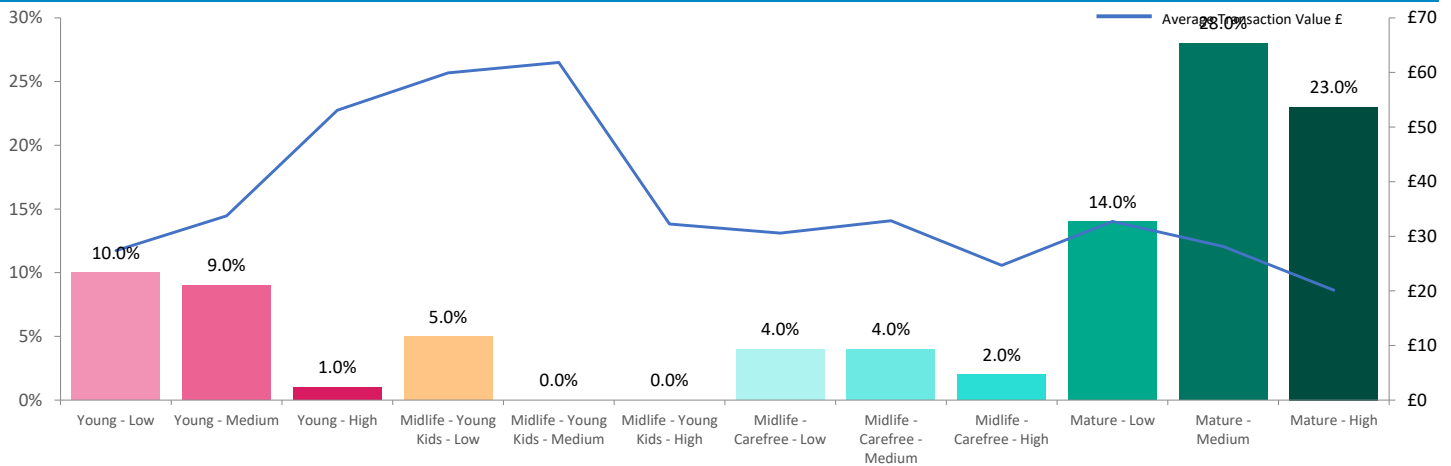
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Camerton Thorngumbald
Star Pubs
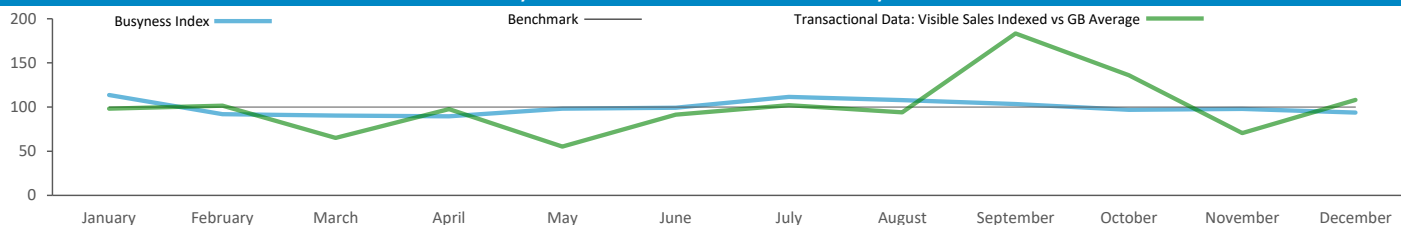
Seasonality of the spend split by month

Mobile Data Summary - Camerton Thorngumbald

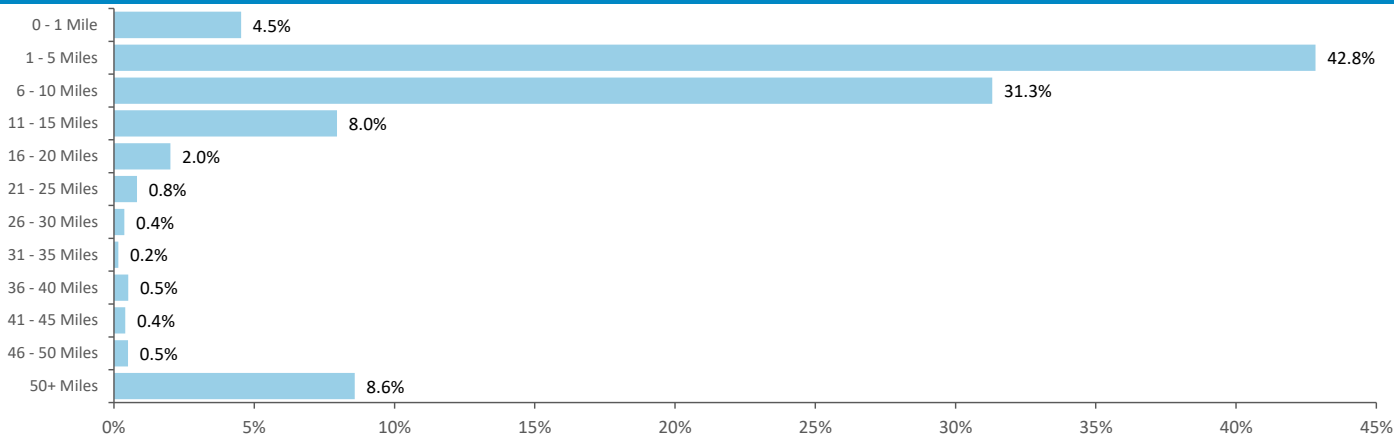star PUBS & BARS
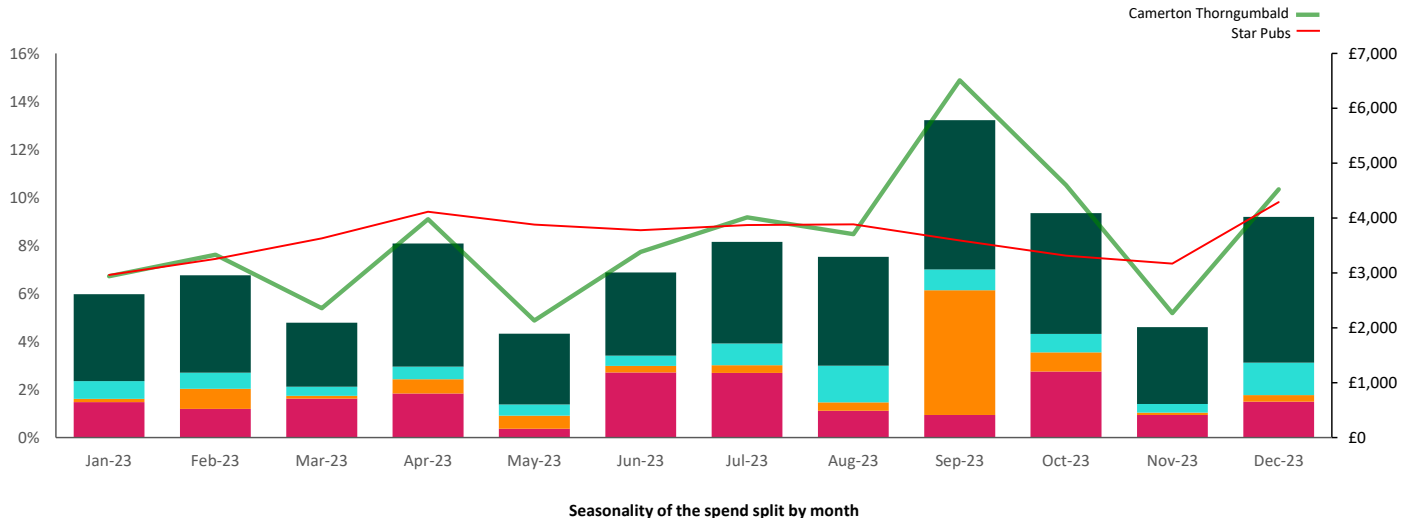
Time of Day/Day of Week
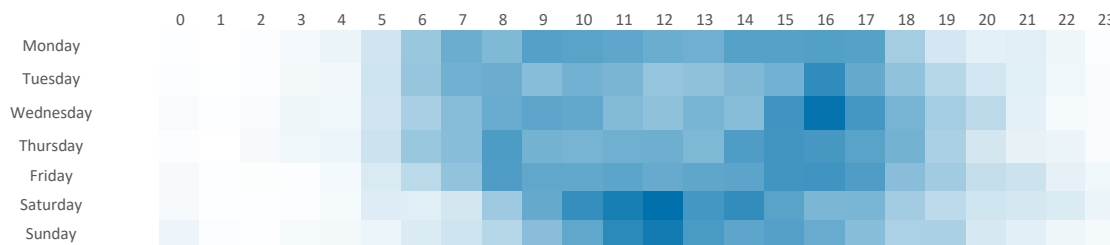
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	4.5%
1 - 5 Miles	42.8%
6 - 10 Miles	31.3%
11 - 15 Miles	8.0%
16 - 20 Miles	2.0%
21 - 25 Miles	0.8%
26 - 30 Miles	0.4%
31 - 35 Miles	0.2%
36 - 40 Miles	0.5%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	8.6%

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

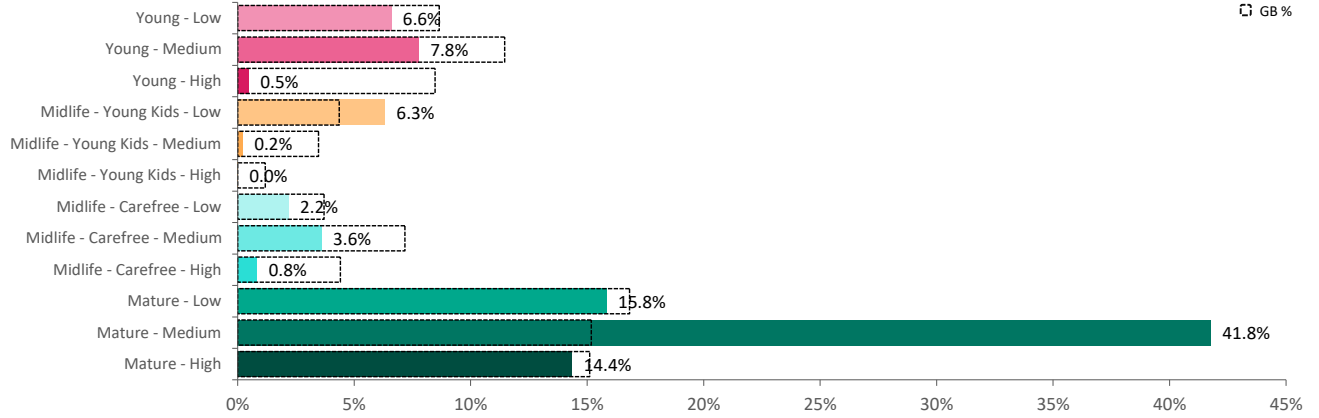## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	35.1%
Worker	11.4%
Tourist	12.7%
Local Tourist	40.7%
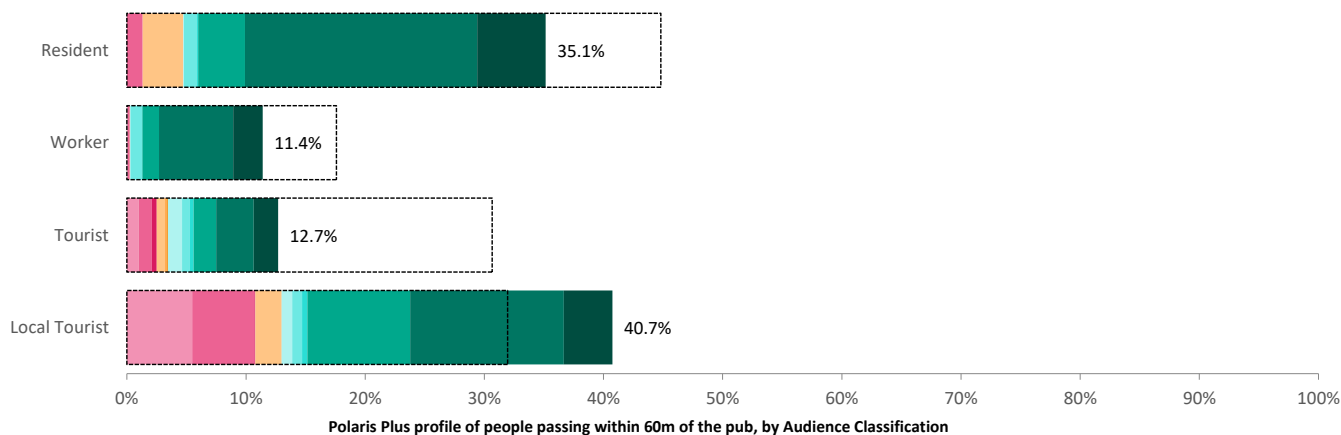
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
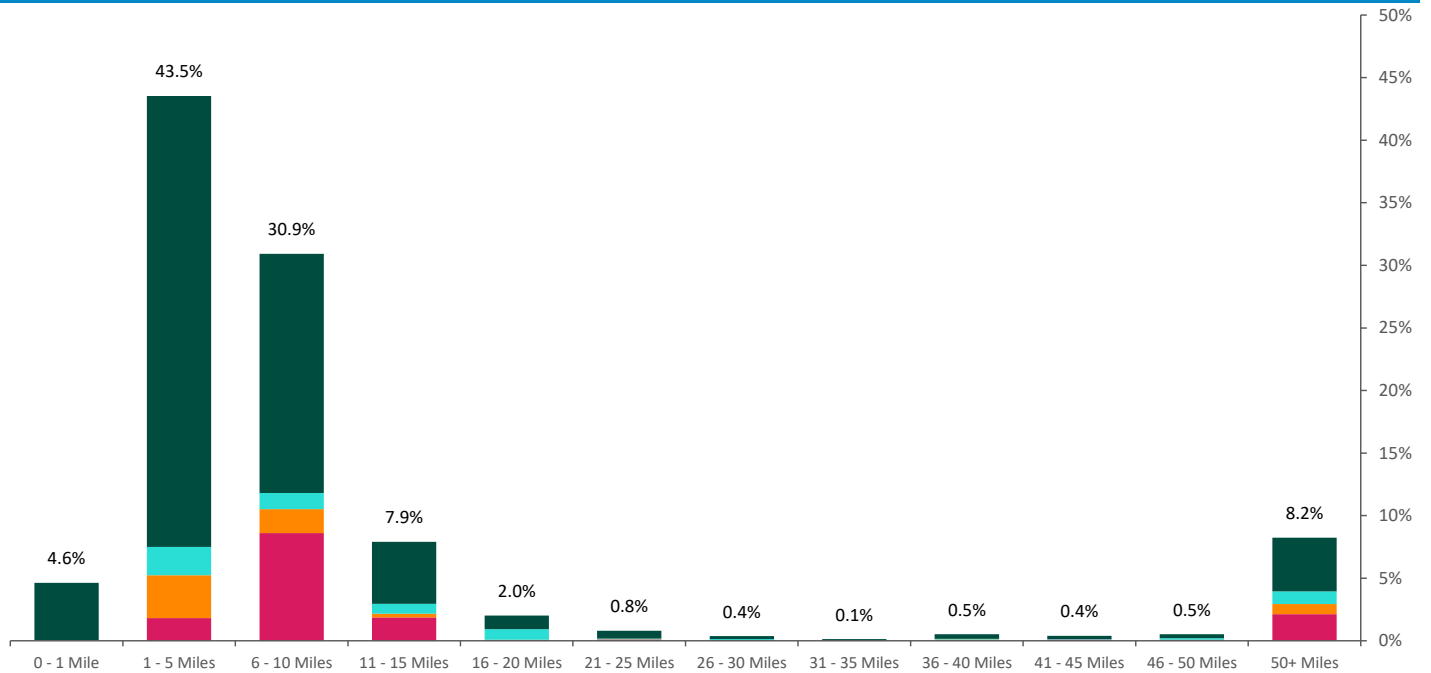
Mobile Data Summary - Camerton Thorngumbald

star PUBS & BARS

Polaris Plus Profile

GB %

Category	%
Young - Low	6.6%
Young - Medium	7.8%
Young - High	0.5%
Midlife - Young Kids - Low	6.3%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	2.2%
Midlife - Carefree - Medium	3.6%
Midlife - Carefree - High	0.8%
Mature - Low	15.8%
Mature - Medium	41.8%
Mature - High	14.4%

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	4.6%
1 - 5 Miles	43.5%
6 - 10 Miles	30.9%
11 - 15 Miles	7.9%
16 - 20 Miles	2.0%
21 - 25 Miles	0.8%
26 - 30 Miles	0.4%
31 - 35 Miles	0.1%
36 - 40 Miles	0.5%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	8.2%

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

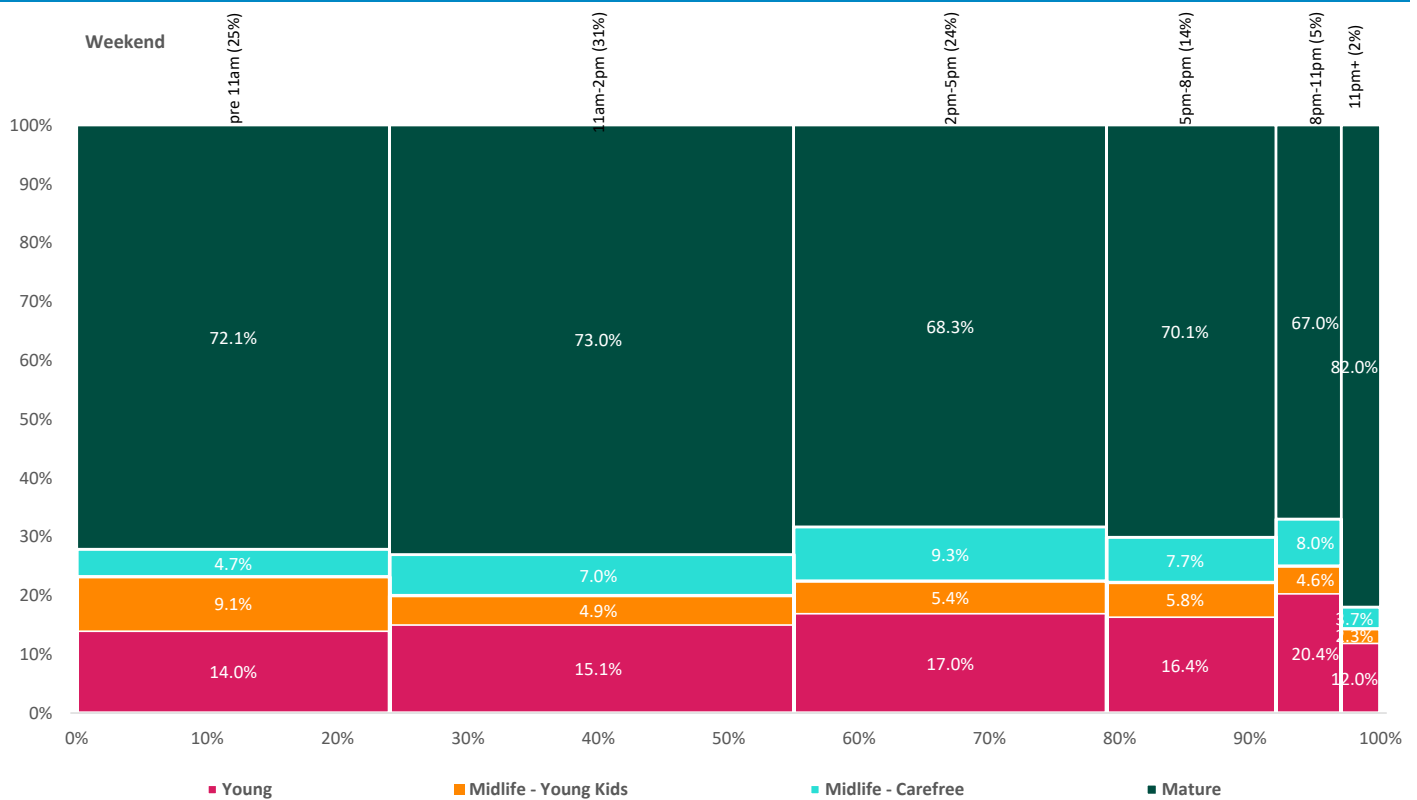# Mobile Data Summary - Camerton Thorngumbald

star PUBS & BARS

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

Weekday

pre 11am (34%) | 11am-2pm (19%) | 2pm-5pm (24%) | 5pm-8pm (17%) | 8pm-11pm (5%) | 11pm+ (2%)

Segment	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	71.4%	69.7%	72.4%	73.1%	74.5%	85.3
Midlife - Carefree	7.1%	7.0%	5.7%	7.3%	9.0%	
Midlife - Young Kids	8.0%	6.9%	7.4%	6.0%	4.4%	
Young	13.5%	16.4%	14.6%	13.6%	12.1%	12.0%

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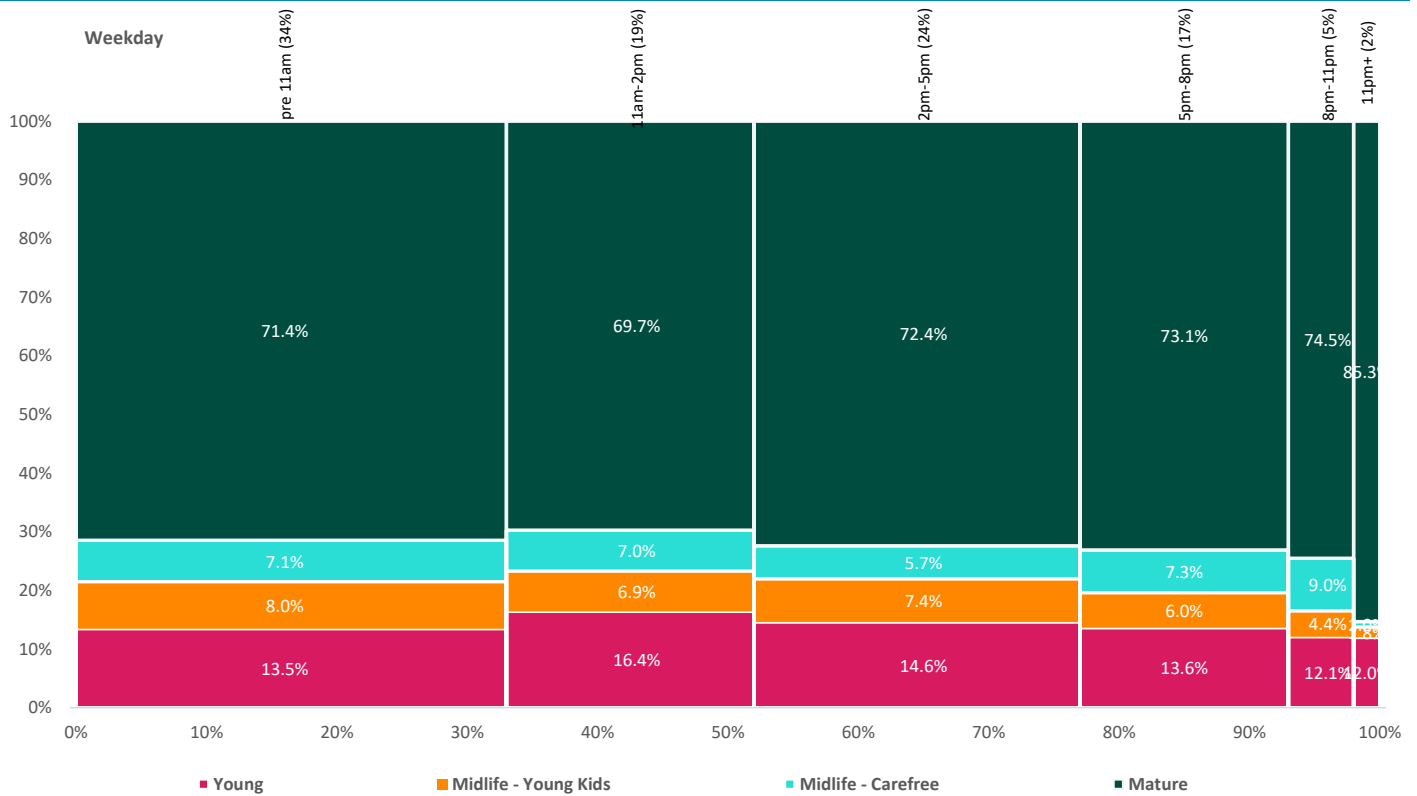
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (25%) | 11am-2pm (31%) | 2pm-5pm (24%) | 5pm-8pm (14%) | 8pm-11pm (5%) | 11pm+ (2%)

Segment	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	72.1%	73.0%	68.3%	70.1%	67.0%	82.0%
Midlife - Carefree	4.7%	7.0%	9.3%	7.7%	8.0%	3.7%
Midlife - Young Kids	9.1%	4.9%	5.4%	5.8%	4.6%	
Young	14.0%	15.1%	17.0%	16.4%	20.4%	12.0%

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

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
Page 6 of 11

Polaris Summary - Camerton Thorngumbald

Legend:
- ⭐ Pub Sites
- Ⓝ Catchment

Polaris Segments
- 🔴 Young
- 🟠 Midlife - Young Kids
- 🔵 Midlife - Carefree
- 🟢 Mature
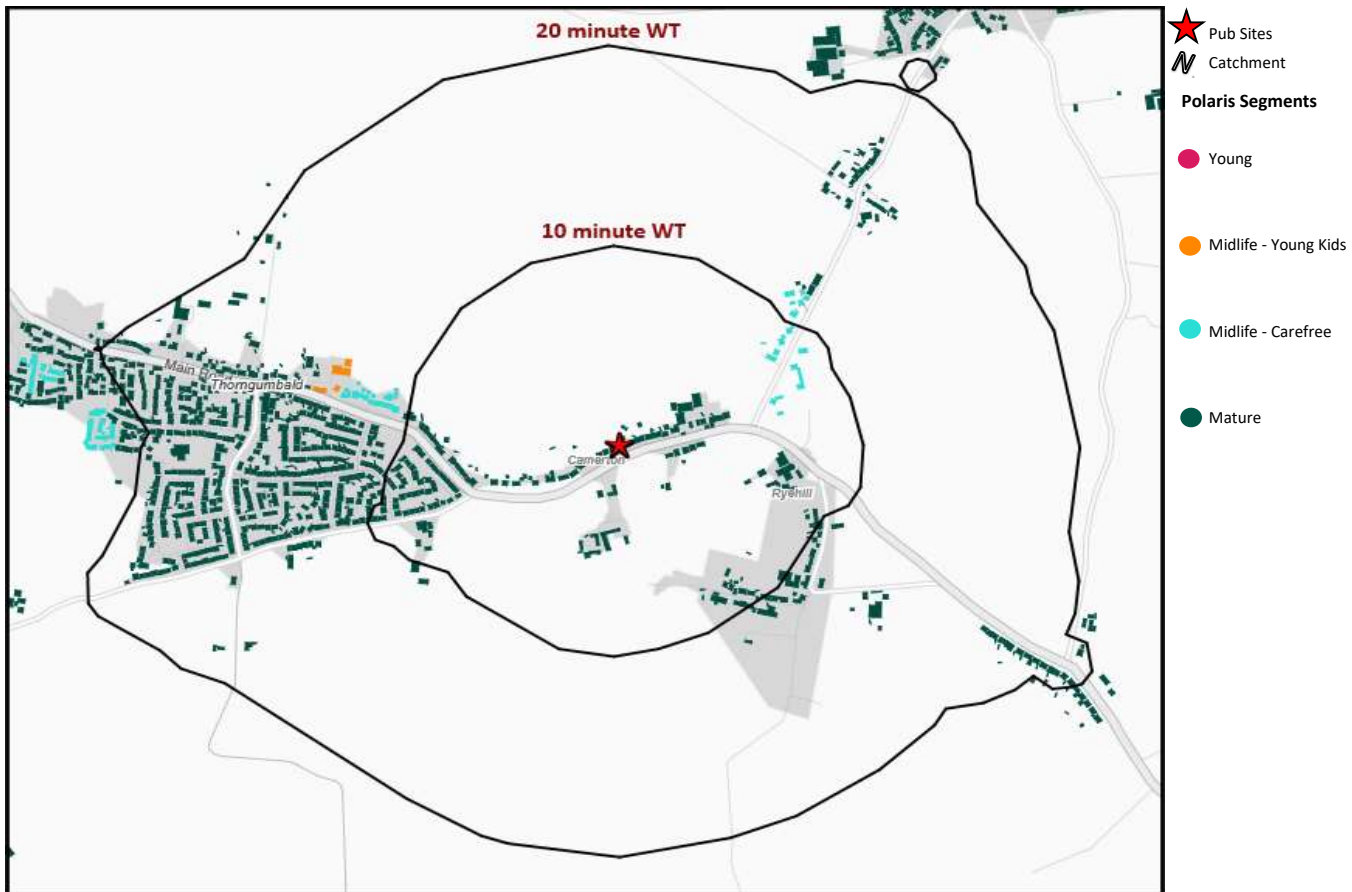
Polaris Profile by Catchment

*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	34,739	0	0	158
Midlife - Young Kids	0	12	2,411	0	5	28
Midlife - Carefree	51	51	5,212	52	15	41
Mature	566	2,057	35,502	204	214	100
Not Private Households	8	49	1,987	98	172	190
Total	625	2,169	79,851			

Polaris Plus Summary - Camerton Thorngumbald
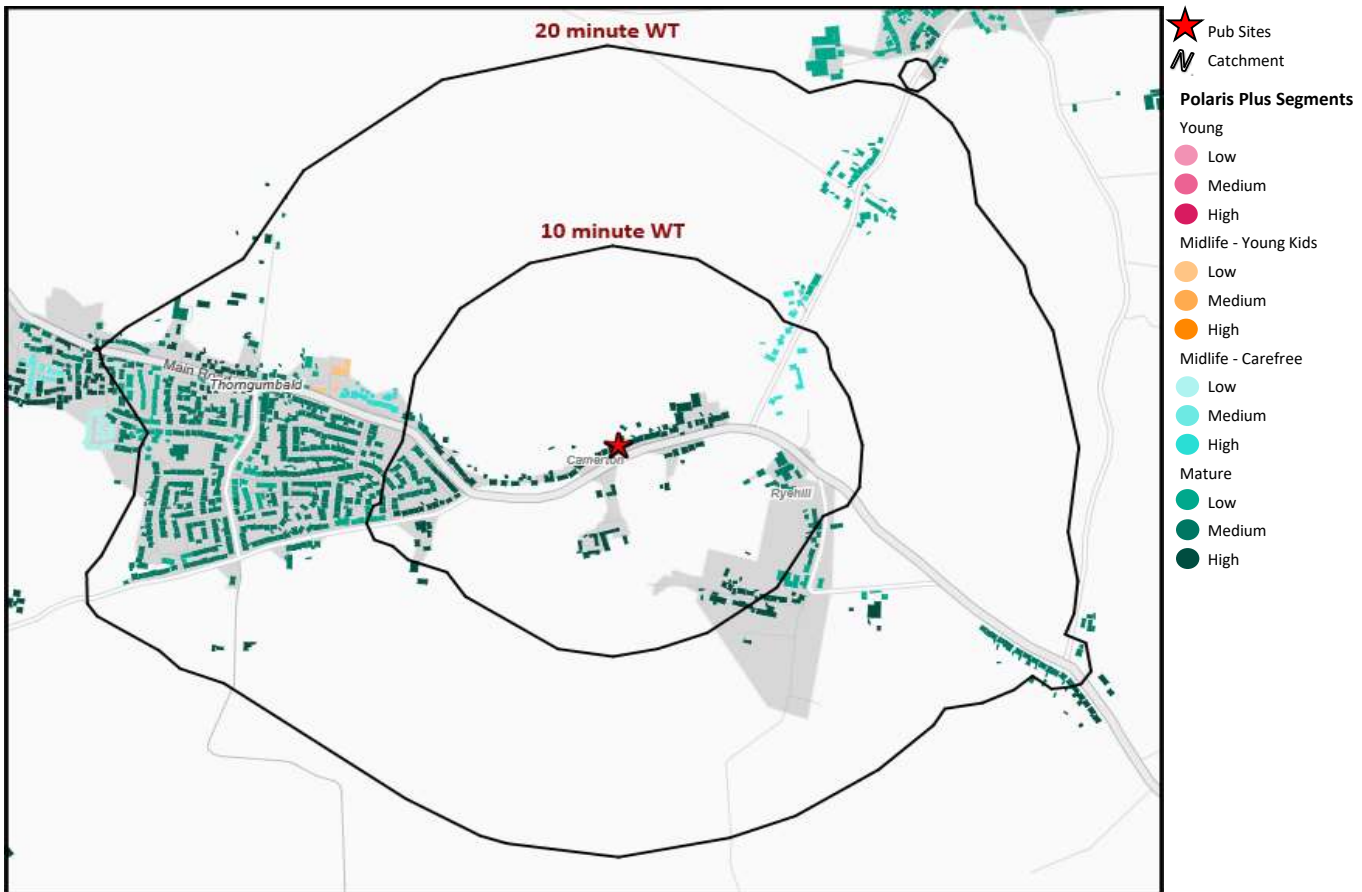
Polaris Plus Profile by Catchment

*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	19,547	0	0	249
Medium	0	0	13,998	0	0	160
High	0	0	1,194	0	0	22
Midlife - Young Kids						
Low	0	12	2,355	0	10	54
Medium	0	0	56	0	0	2
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	2,566	0	0	76
Medium	0	0	1,737	0	0	30
High	51	51	909	183	53	26
Mature						
Low	16	102	15,463	19	34	141
Medium	133	1,459	14,940	136	429	119
High	417	496	5,099	445	153	43
Not Private Households	8	49	1,987	98	172	190
Total	625	2,169	79,851			

CGA Summary - Camerton Thorngumbald

★ star PUBS&BARS

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)
0	Camerton Thorngumbald	HU12 9NQ	Star Pubs & Bars	Premium Local	0.0
1	Crooked Billet	HU12 9NN	Admiral Taverns Ltd	Premium Local	0.4

Per Pub Analysis - Camerton Thorngumbald

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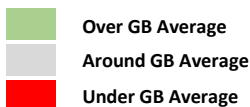
🟩	**Over GB Average**
⬜	**Around GB Average**
🟥	**Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	625	2,169	79,851
Number of Competition Pubs	2	2	161
Adults 18+ per Competition Pub	313	1,085	496

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	33	5.3%	66
Circuit Bar	0	1	0.2%	5
Community Pub	0	51	8.2%	43
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	254	40.7%	230
High Street Pub	0	47	7.4%	40
Premium Local	2	230	36.9%	224

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	39	1.8%	22
Circuit Bar	0	7	0.3%	8
Community Pub	0	466	21.5%	112
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	529	24.4%	138
High Street Pub	0	471	21.7%	118
Premium Local	2	609	28.1%	170

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	5,147	6.4%	80
Circuit Bar	17	5,163	6.5%	159
Community Pub	33	20,404	25.6%	134
Craft Led	0	3,212	4.0%	116
Great Pub Great Food	0	8,619	10.8%	61
High Street Pub	46	20,108	25.2%	137
Premium Local	24	10,909	13.7%	83

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			