# Catchment Summary - Tythings Bishopsworth
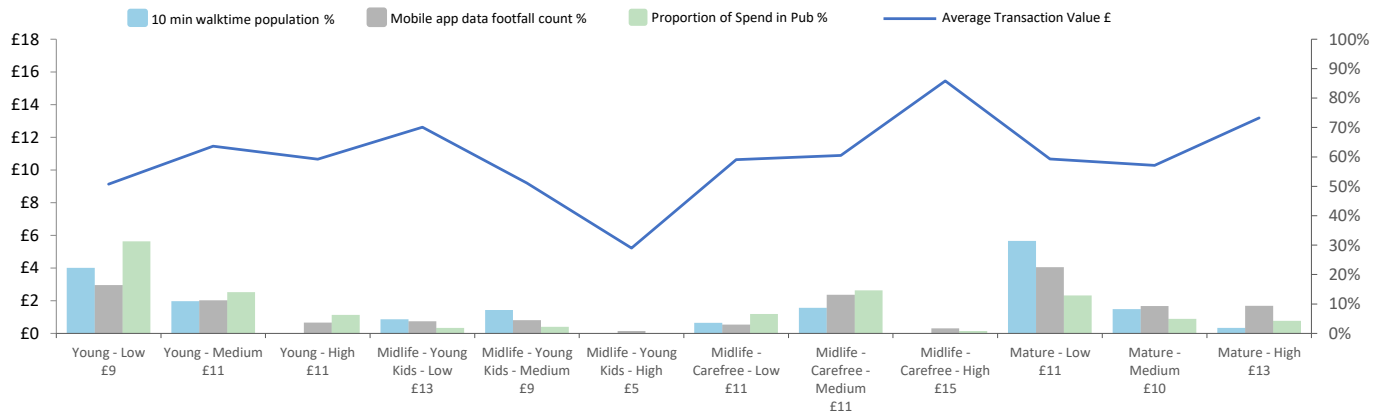
**star** PUBS & BARS

| Ship To | Name | Postcode | Operator | Segment | Sparsity |
|---------|------|----------|----------|---------|----------|
| 25335 | Tythings Bishopsworth | BS13 8LB | Star Pubs & Bars | Community Pub | 11 |



**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 - Tythings Bishopsworth

*star PUBS&BARS*

*WT= Walktime, **DT= Drivetime

| Legend | |
| --- | --- |
| | 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 | 7,555 | 20,557 | 469,564 | 141 | 111 | 107 |
| | | | | Population & Adults 18+ index is based on all pubs | | |
| Adults 18+ | 5,654 | 15,614 | 380,833 | 126 | 102 | 109 |
| Competition Pubs | 5 | 10 | 552 | 28 | 28 | 133 |
| Adults 18+ per Competition Pub | 1,131 | 1,561 | 690 | 132 | 182 | 80 |
| % Adults Likely to Drink | 72.4% | 74.0% | 77.9% | 95 | 97 | 102 |
| Affluence — Low | 62.2% | 56.5% | 22.2% | 187 | 170 | 67 |
| Affluence — Medium | 35.9% | 39.6% | 38.8% | 94 | 104 | 102 |
| Affluence — High | 1.9% | 2.6% | 37.9% | 7 | 9 | 139 |
| Age Profile — 18-24 | 571 | 1,551 | 56,779 | 93 | 93 | 149 |
| Age Profile — 25-34 | 1,111 | 3,027 | 82,073 | 110 | 110 | 131 |
| Age Profile — 35-44 | 934 | 2,755 | 66,843 | 93 | 101 | 107 |
| Age Profile — 45-64 | 1,781 | 4,794 | 102,297 | 92 | 91 | 85 |
| Age Profile — 65+ | 1,257 | 3,487 | 72,841 | 87 | 88 | 81 |
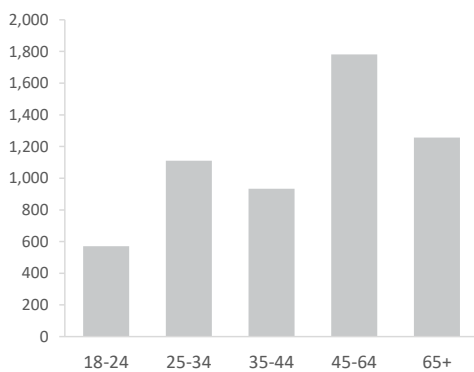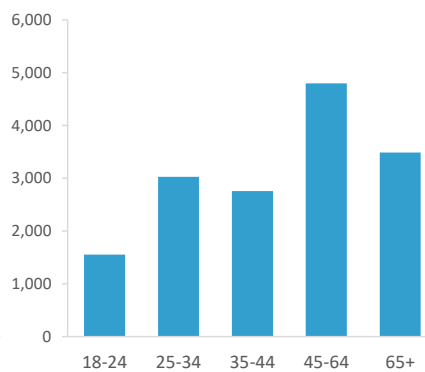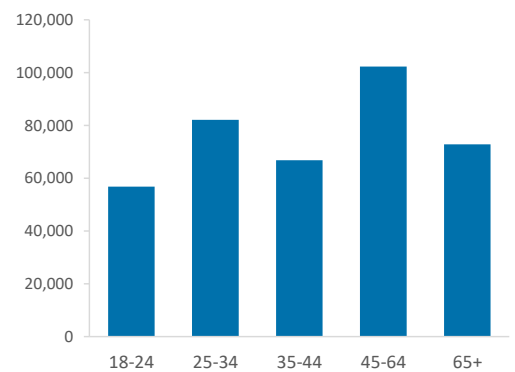
*Affluence does not include Not Private Households







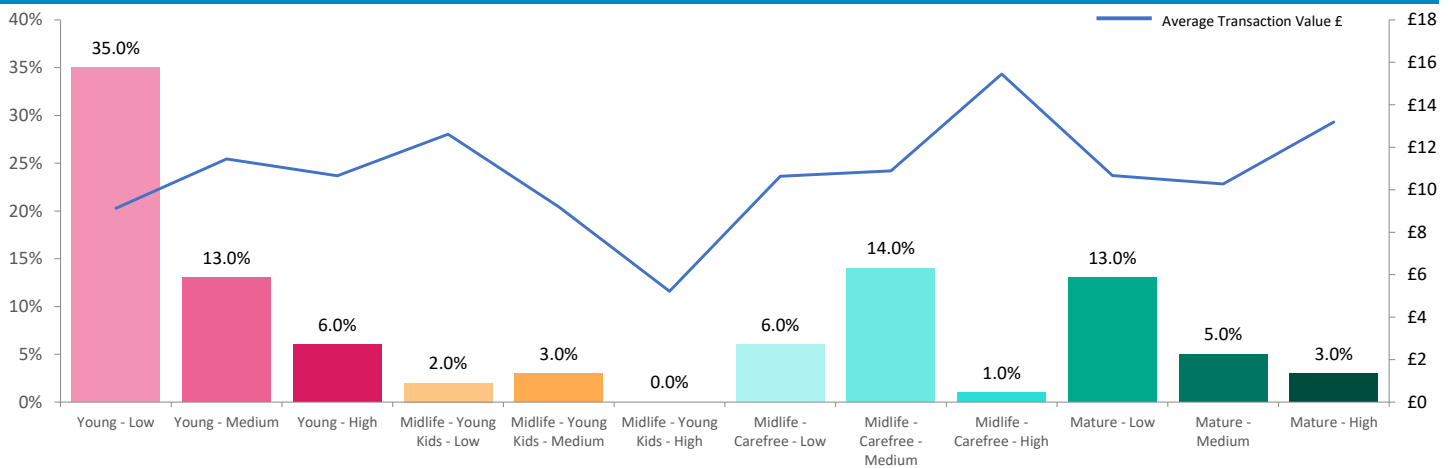| | | Catchment Size (Counts) | | | Index vs GB Average | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | 10 min WT* | 20 min WT* | 20 min DT** | 10 min WT* | 20 min WT* | 20 min DT** |
| Gender | Male | 3,583 (47%) | 9,848 (48%) | 232,433 (49%) | 97 | 98 | 101 |
| | Female | 3,972 (53%) | 10,709 (52%) | 237,131 (51%) | 103 | 102 | 99 |
| Economic Status (16+) | Employed: Full-time | 1,844 (32%) | 5,476 (34%) | 143,003 (37%) | 92 | 99 | 106 |
| | Employed: Part-time | 841 (14%) | 2,377 (15%) | 47,784 (12%) | 122 | 125 | 103 |
| | Self employed | 455 (8%) | 1,335 (8%) | 36,477 (9%) | 85 | 90 | 101 |
| | Unemployed | 173 (3%) | 473 (3%) | 9,087 (2%) | 108 | 107 | 84 |
| | Full-time student | 105 (2%) | 279 (2%) | 13,906 (4%) | 76 | 73 | 150 |
| | Retired | 1,138 (20%) | 2,956 (18%) | 67,264 (17%) | 90 | 84 | 79 |
| | Other | 1,254 (22%) | 3,176 (20%) | 72,890 (19%) | 124 | 113 | 107 |
| Total Worker Count | | 1,248 | 4,752 | 236,195 | | | |

See the Glossary page for further information on the above variables

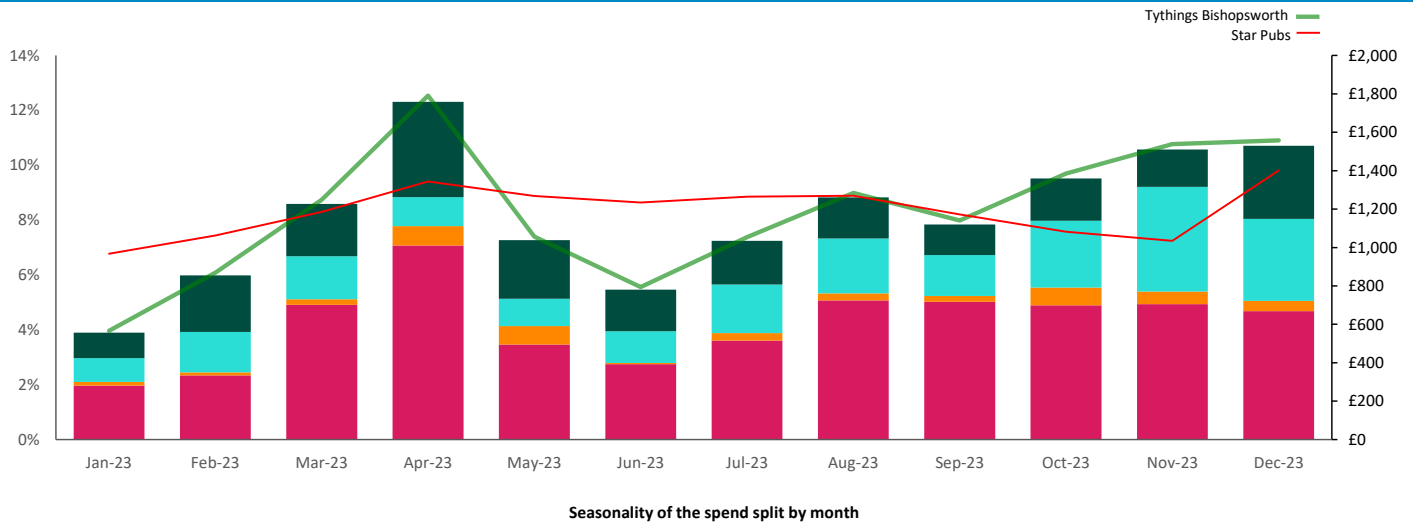# Transactional Data Summary - Tythings Bishopsworth

star PUBS&BARS

## Spend by Polaris Plus



GB %

| Segment | % |
|---|---|
| Young - Low | 31.3% |
| Young - Medium | 14.0% |
| Young - High | 6.3% |
| Midlife - Young Kids - Low | 1.9% |
| Midlife - Young Kids - Medium | 2.2% |
| Midlife - Young Kids - High | 0.1% |
| Midlife - Carefree - Low | 6.6% |
| Midlife - Carefree - Medium | 14.6% |
| Midlife - Carefree - High | 0.8% |
| Mature - Low | 12.9% |
| Mature - Medium | 5.0% |
| Mature - High | 4.3% |

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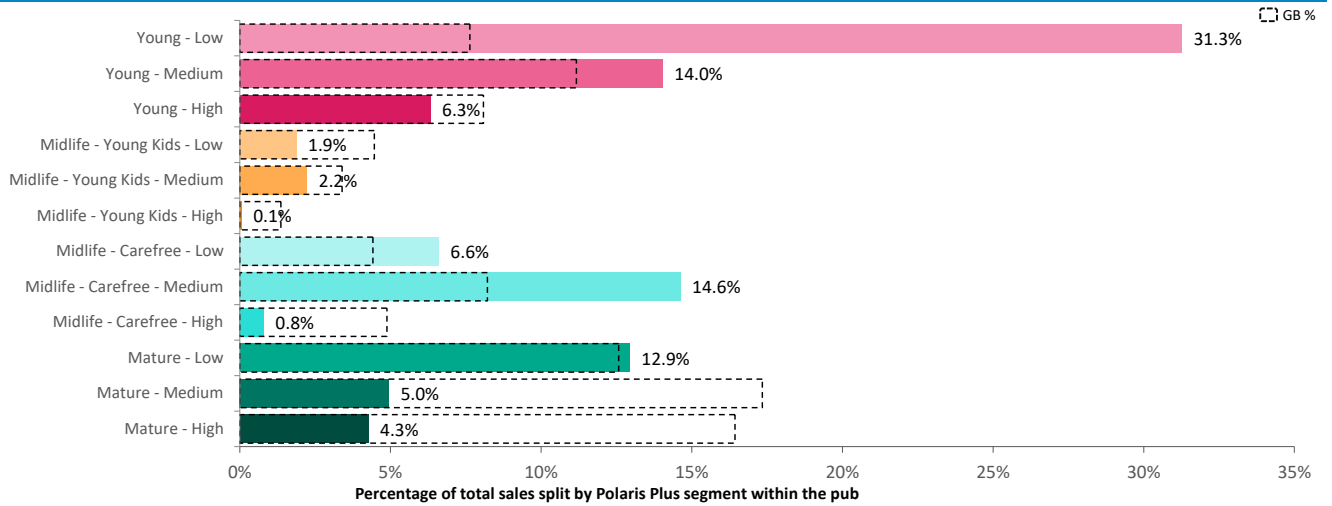
## % of Transactions and Average Transaction Values (£) by Polaris Plus



Average Transaction Value £

| Segment | % |
|---|---|
| Young - Low | 35.0% |
| Young - Medium | 13.0% |
| Young - High | 6.0% |
| Midlife - Young Kids - Low | 2.0% |
| Midlife - Young Kids - Medium | 3.0% |
| Midlife - Young Kids - High | 0.0% |
| Midlife - Carefree - Low | 6.0% |
| Midlife - Carefree - Medium | 14.0% |
| Midlife - Carefree - High | 1.0% |
| Mature - Low | 13.0% |
| Mature - Medium | 5.0% |
| Mature - High | 3.0% |

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

## Spend by Month and Polaris

Tythings Bishopsworth
Star Pubs



Seasonality of the spend split by month

# Mobile Data Summary - Tythings Bishopsworth

star PUBS & BARS
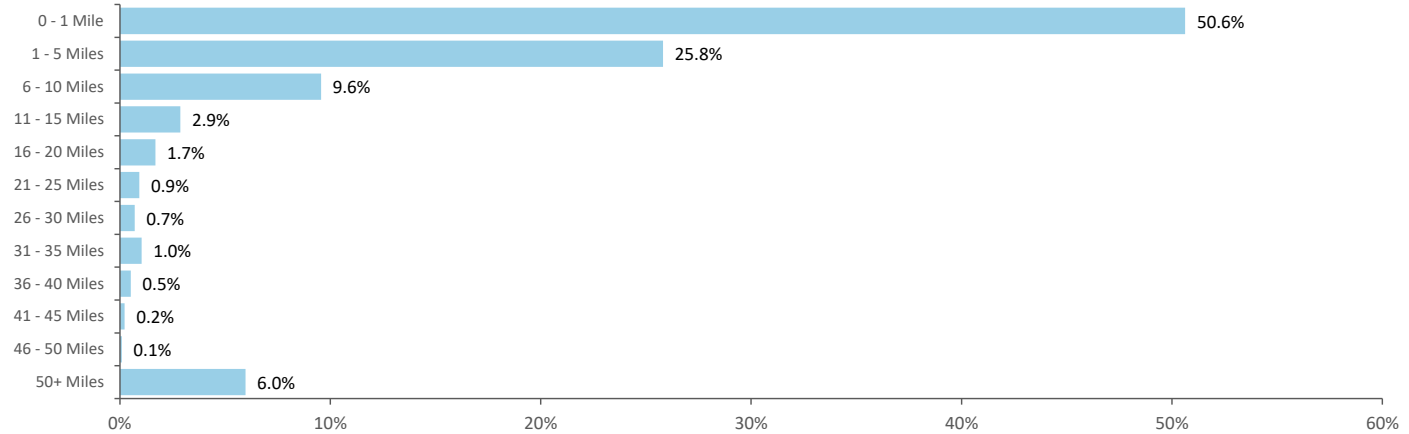
## Time of Day/Day of Week
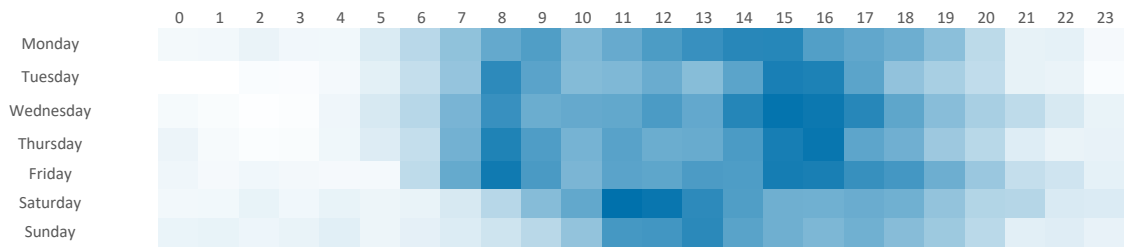


Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



Legend: Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average
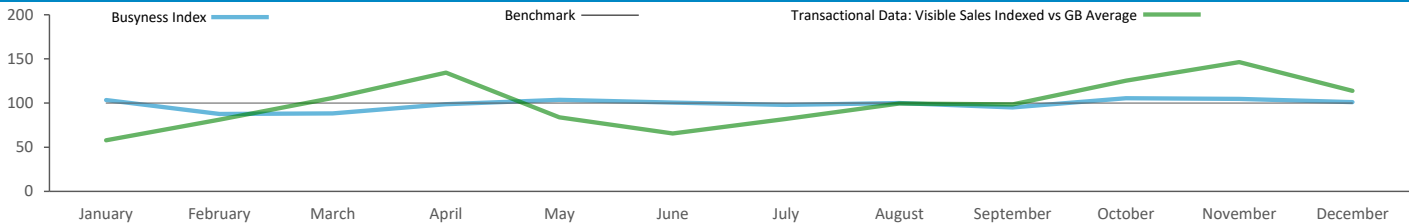
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

## Distance from Home



| Distance | Percentage |
|---|---|
| 0 - 1 Mile | 50.6% |
| 1 - 5 Miles | 25.8% |
| 6 - 10 Miles | 9.6% |
| 11 - 15 Miles | 2.9% |
| 16 - 20 Miles | 1.7% |
| 21 - 25 Miles | 0.9% |
| 26 - 30 Miles | 0.7% |
| 31 - 35 Miles | 1.0% |
| 36 - 40 Miles | 0.5% |
| 41 - 45 Miles | 0.2% |
| 46 - 50 Miles | 0.1% |
| 50+ Miles | 6.0% |

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 | 60.0% |
| Worker | 14.5% |
| Tourist | 9.7% |
| Local Tourist | 15.8% |
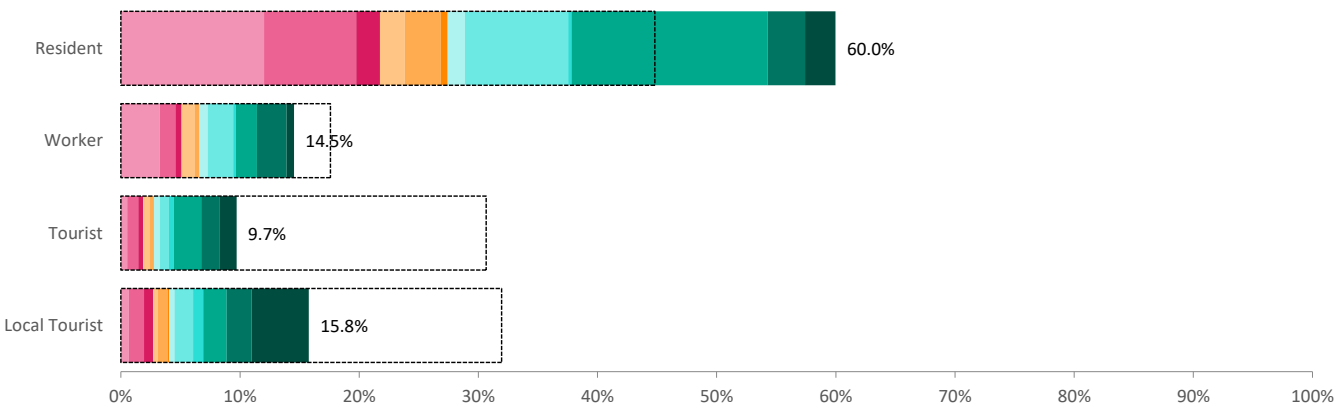
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Tythings Bishopsworth

star
PUBS&BARS

## Polaris Plus Profile

☐ GB %

| Category | Value |
|---|---|
| Young - Low | 16.5% |
| Young - Medium | 11.3% |
| Young - High | 3.7% |
| Midlife - Young Kids - Low | 4.1% |
| Midlife - Young Kids - Medium | 4.5% |
| Midlife - Young Kids - High | 0.8% |
| Midlife - Carefree - Low | 3.0% |
| Midlife - Carefree - Medium | 13.2% |
| Midlife - Carefree - High | 1.7% |
| Mature - Low | 22.5% |
| Mature - Medium | 9.3% |
| Mature - High | 9.4% |
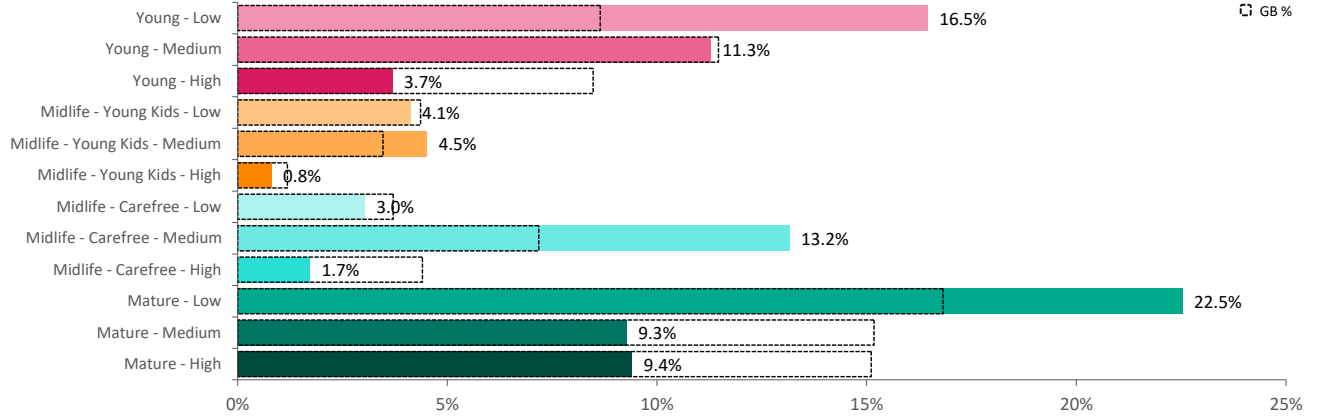
**Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door**

## Distance from Home by Polaris
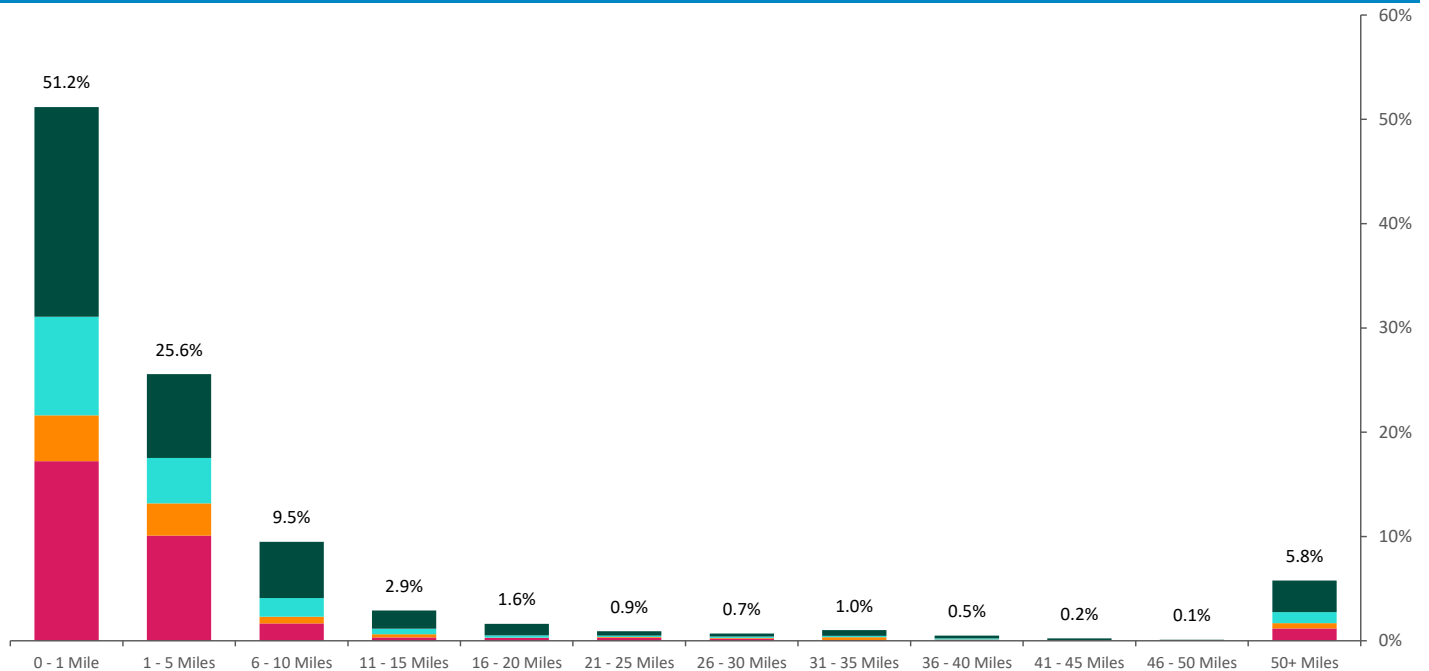
| Distance | Value |
|---|---|
| 0 - 1 Mile | 51.2% |
| 1 - 5 Miles | 25.6% |
| 6 - 10 Miles | 9.5% |
| 11 - 15 Miles | 2.9% |
| 16 - 20 Miles | 1.6% |
| 21 - 25 Miles | 0.9% |
| 26 - 30 Miles | 0.7% |
| 31 - 35 Miles | 1.0% |
| 36 - 40 Miles | 0.5% |
| 41 - 45 Miles | 0.2% |
| 46 - 50 Miles | 0.1% |
| 50+ Miles | 5.8% |

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

# Mobile Data Summary - Tythings Bishopsworth

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

**Weekday**

| | pre 11am (30%) | 11am-2pm (18%) | 2pm-5pm (24%) | 5pm-8pm (17%) | 8pm-11pm (7%) | 11pm+ (4%) |
|---|---|---|---|---|---|---|
| Mature | 44.6% | 41.2% | 42.7% | 39.7% | 43.5% | 39.9% |
| Midlife - Carefree | 18.6% | 18.8% | 19.6% | 18.4% | 19.6% | 29.0% |
| Midlife - Young Kids | 8.2% | 9.7% | 8.7% | 9.3% | 9.7% | 9.4% |
| Young | 28.5% | 30.3% | 29.0% | 32.6% | 27.2% | 21.7% |

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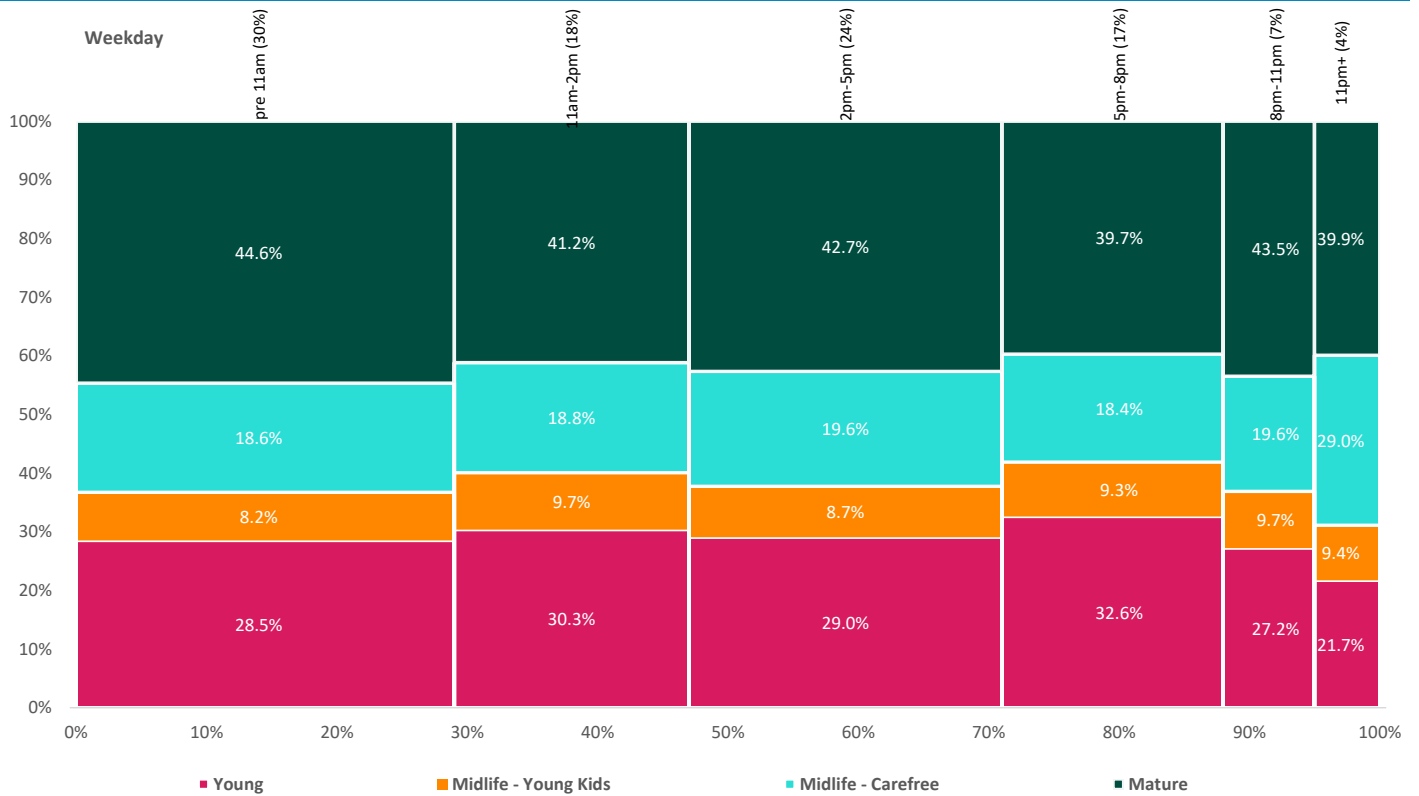
## Time of Day by Polaris: Weekend (Saturday and Sunday)

**Weekend**

| | pre 11am (20%) | 11am-2pm (28%) | 2pm-5pm (20%) | 5pm-8pm (17%) | 8pm-11pm (8%) | 11pm+ (7%) |
|---|---|---|---|---|---|---|
| Mature | 42.6% | 42.4% | 43.9% | 38.4% | 39.7% | 41.7% |
| Midlife - Carefree | 23.4% | 21.8% | 16.8% | 22.1% | 21.9% | 26.3% |
| Midlife - Young Kids | 6.5% | 6.2% | 6.9% | 9.4% | 12.8% | 13.3% |
| Young | 27.5% | 29.6% | 32.4% | 30.1% | 25.6% | 18.7% |

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

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
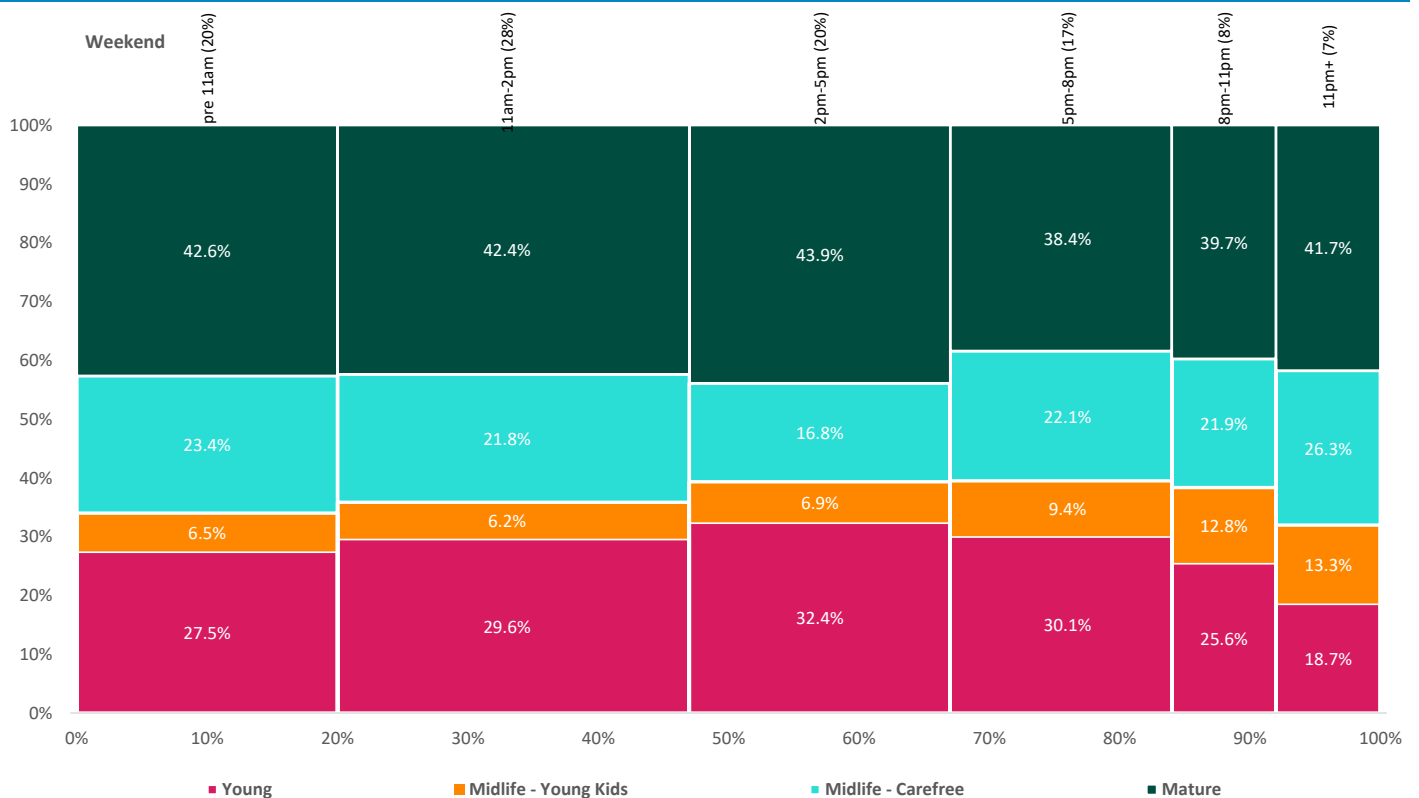
# Polaris Summary - Tythings Bishopsworth

**Polaris Segments**

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
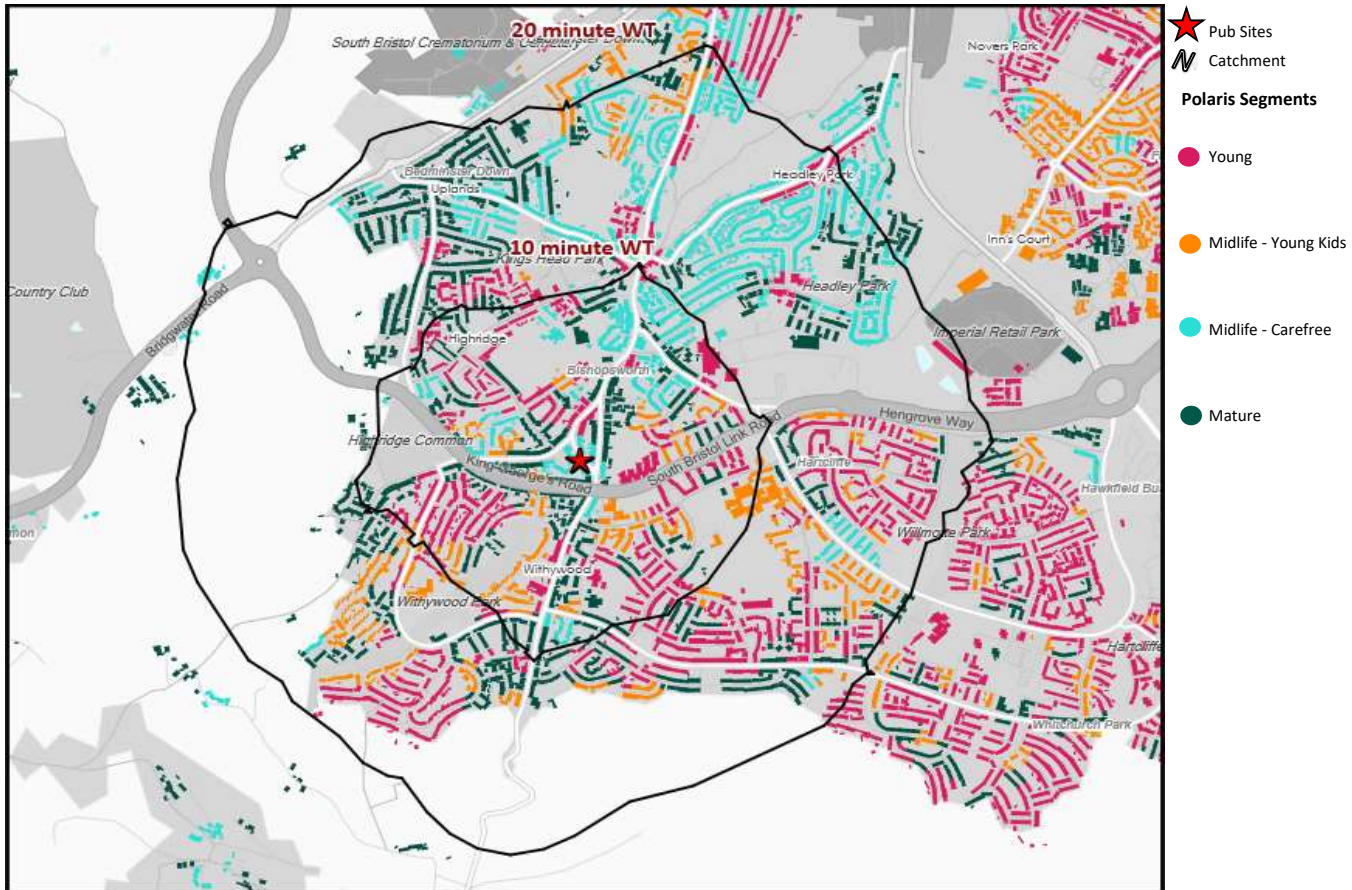
**Polaris Profile by Catchment**

*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 | 1,883 | 5,260 | 152,525 | 121 | 122 | 145 |
| Midlife - Young Kids | 722 | 2,128 | 46,627 | 117 | 125 | 112 |
| Midlife - Carefree | 697 | 3,139 | 78,720 | 78 | 127 | 131 |
| Mature | 2,352 | 4,872 | 98,790 | 94 | 70 | 58 |
| *Not Private Households* | 0 | 215 | 4,171 | 0 | 105 | 83 |
| **Total** | 5,654 | 15,614 | 380,833 | | | |

# Polaris Plus Summary - Tythings Bishopsworth

**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
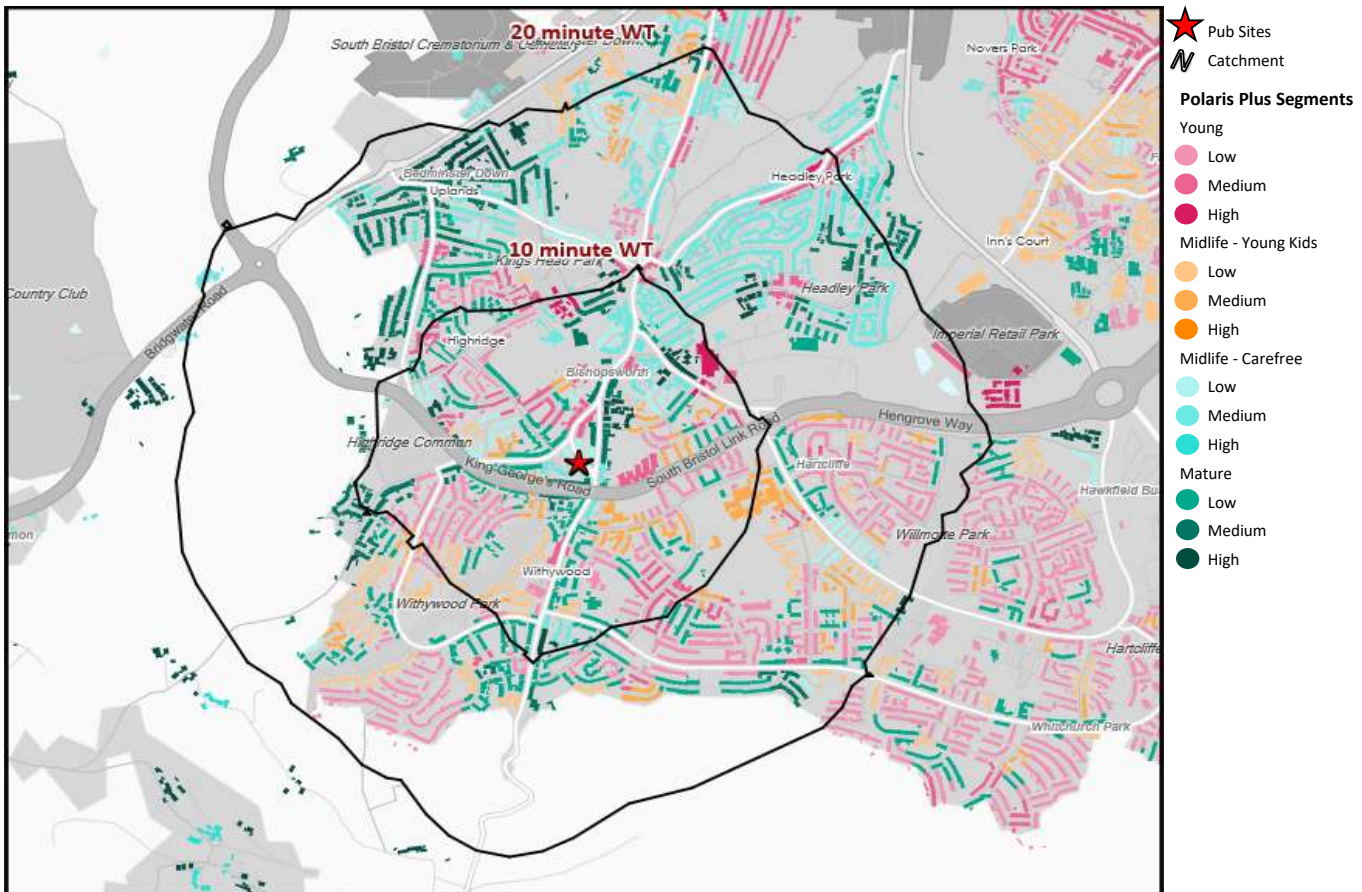
## Polaris Plus Profile by Catchment

*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 | 1,262 | 3,620 | 34,231 | 227 | 236 | 92 |
| Medium | 621 | 1,591 | 58,985 | 100 | 93 | 141 |
| High | 0 | 49 | 59,309 | 0 | 5 | 231 |
| **Midlife - Young Kids** | | | | | | |
| Low | 271 | 1,087 | 11,208 | 87 | 127 | 54 |
| Medium | 451 | 1,041 | 14,061 | 184 | 154 | 85 |
| High | 0 | 0 | 21,358 | 0 | 0 | 502 |
| **Midlife - Carefree** | | | | | | |
| Low | 205 | 912 | 8,245 | 86 | 139 | 51 |
| Medium | 492 | 2,189 | 49,374 | 121 | 196 | 181 |
| High | 0 | 38 | 21,101 | 0 | 5 | 124 |
| **Mature** | | | | | | |
| Low | 1,778 | 3,198 | 30,945 | 229 | 149 | 59 |
| Medium | 468 | 1,362 | 25,209 | 53 | 56 | 42 |
| High | 106 | 312 | 42,636 | 13 | 13 | 75 |
| *Not Private Households* | 0 | 215 | 4,171 | 0 | 105 | 83 |
| **Total** | 5,654 | 15,614 | 380,833 | | | |

# CGA Summary - Tythings Bishopsworth

★ 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 | Tythings | BS13 8HA | Star Pubs & Bars | Community Pub | 0.1 |
| 1 | Queens Head | BS13 8LG | Unknown | Community Pub | 0.1 |
| 2 | Sartan Club | BS13 9AB | Independent Free | Clubland | 0.1 |
| 3 | Nobanno | BS13 8JS | Independent Free | Restaurants | 0.3 |
| 4 | Highridge United Football Club | BS13 8EA | Independent Free | Clubland | 0.3 |
| 5 | Royal British Legion Club | BS13 8EP | Independent Free | Clubland | 0.4 |
| 6 | Severn Vale Bowls Club | BS13 8ES | Independent Free | Clubland | 0.4 |
| 7 | Hanham Athletic Club | BS13 8ET | Independent Free | Clubland | 0.5 |
| 8 | Kings Head | BS13 8AE | Punch Pub Company | Community Pub | 0.8 |
| 9 | Willmott Park Bowling Club | BS13 0AA | Independent Free | Clubland | 0.8 |
| 10 | Hartcliffe Community Centre | BS13 0JW | Independent Free | Clubland | 0.8 |
| 11 | Maytree | BS13 7QT | Stonegate Pub Company | Community Pub | 0.8 |
| 12 | Bedminster Down Ex-Servicemens Club | BS13 7DY | Independent Free | Clubland | 0.9 |
| 13 | Town & Country Lodge | BS13 8AG | Independent Free | Hotel | 0.9 |
| 14 | Hartcliffe Inn | BS13 0HQ | Stonegate Pub Company | Community Pub | 1.0 |
| 15 | Colliters Brook Farm | BS41 8JS | Independent Free | Large Venue | 1.0 |
| 16 | Royal British Legion Club | BS41 8JE | Independent Free | Clubland | 1.1 |
| 17 | Dundry Inn | BS41 8LH | Stonegate Pub Company | GPGF | 1.2 |
| 18 | Bristol International Bowls Centre | BS 3 2TY | Independent Free | Clubland | 1.2 |

# Per Pub Analysis - Tythings Bishopsworth

*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+ | 5,654 | 15,614 | 380,833 |
| Number of Competition Pubs | 5 | 10 | 552 |
| Adults 18+ per Competition Pub | 1,131 | 1,561 | 690 |

| 10 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index |
|---|---|---|---|---|
| Bit of Style | 0 | 329 | 5.8% | 72 |
| Circuit Bar | 0 | 419 | 7.4% | 183 |
| Community Pub | 2 | 1,657 | 29.3% | 153 |
| Craft Led | 0 | 179 | 3.2% | 92 |
| Great Pub Great Food | 0 | 310 | 5.5% | 31 |
| High Street Pub | 0 | 1,534 | 27.1% | 147 |
| Premium Local | 0 | 528 | 9.3% | 57 |

| 20 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index |
|---|---|---|---|---|
| Bit of Style | 0 | 884 | 5.7% | 70 |
| Circuit Bar | 0 | 1,006 | 6.4% | 159 |
| Community Pub | 3 | 3,916 | 25.1% | 131 |
| Craft Led | 0 | 480 | 3.1% | 89 |
| Great Pub Great Food | 0 | 876 | 5.6% | 32 |
| High Street Pub | 0 | 3,740 | 24.0% | 130 |
| Premium Local | 0 | 1,396 | 8.9% | 54 |

| 20 Minute Drivetime Catchment | Pubs | Target Customers | % Population | Index |
|---|---|---|---|---|
| Bit of Style | 109 | 49,183 | 12.9% | 160 |
| Circuit Bar | 53 | 15,096 | 4.0% | 98 |
| Community Pub | 54 | 47,989 | 12.6% | 66 |
| Craft Led | 0 | 20,970 | 5.5% | 159 |
| Great Pub Great Food | 49 | 77,259 | 20.3% | 115 |
| High Street Pub | 47 | 52,180 | 13.7% | 74 |
| Premium Local | 92 | 56,367 | 14.8% | 90 |

# Glossary

| 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.<br>CACI calculates disposable income as gross income minus essential outgoings.<br>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<br>**Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1 |
| | **Medium:** Count of population by Polaris Plus segments which are classified as Medium<br>**Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2 |
| | **High:** Count of population by Polaris Plus segments which are classified as High<br>**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<br>Wanting to look good in the group | 35-54 year olds<br>Children under 12 at home | 35-54 year olds<br>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**<br>• Helps me **look good** by **standing out** and making the **right impression**<br>• **Energising**<br>• **Discovering** new things<br>• **Avoids bloating**<br>• **Physical benefit** | • Helps me **look good**, and be **on trend**<br>• **Discovering** new things<br>• Supports **moderate calorie & alcohol intake**<br>• **Energising**<br>• **Being romantic** | • **Tastes good** and **looks good**<br>• **Discovering** new things<br>• **Supports connecting** with friends and family<br>• **Enjoyable for longer** | • **Tastes great**<br>• **Good quality**<br>• Helps me **feel good**<br>• **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 |