

Catchment Summary - Horse & Jockey Upton



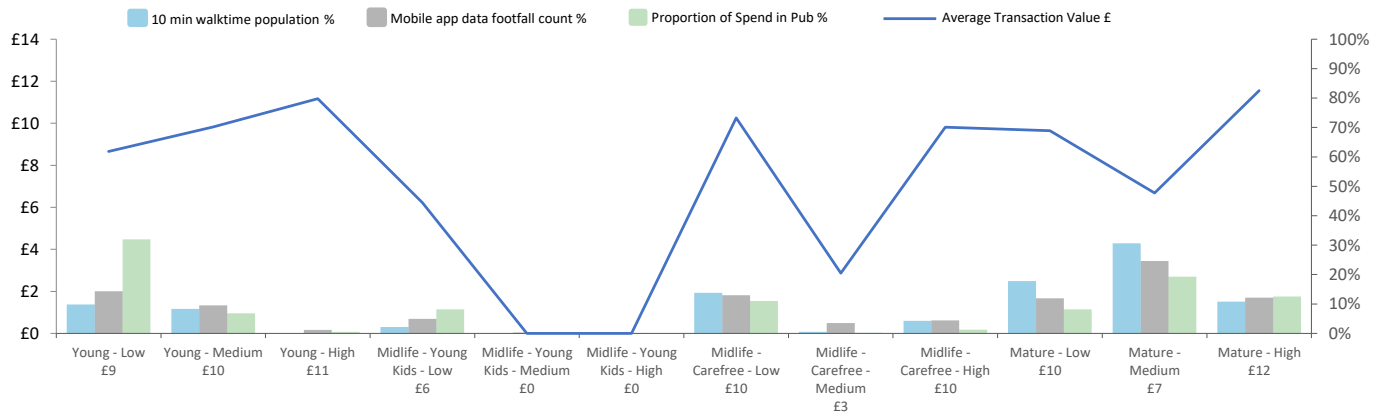
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
50145	Horse & Jockey Upton	CH49 0UD	Star Pubs & Bars	Premium Local	5



- ★ 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 - Horse & Jockey Upton

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

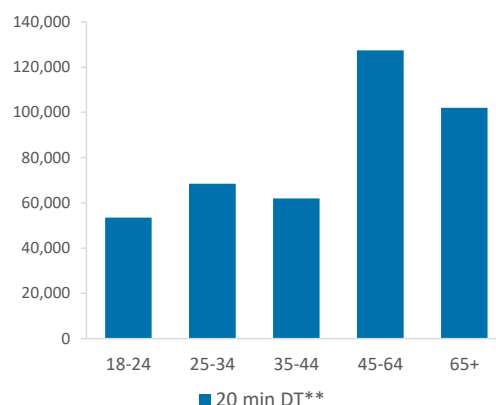
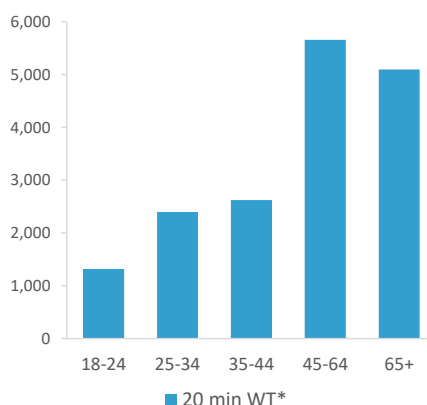
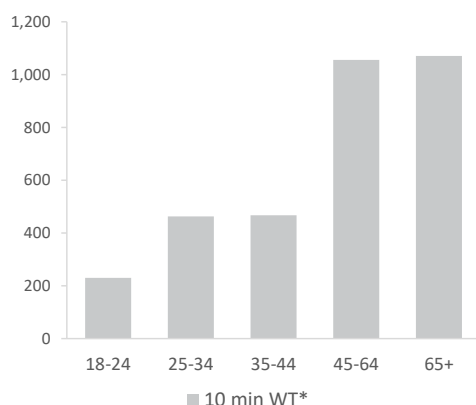
Population	4,108	21,595	511,201	77	117	116
Adults 18+	3,287	17,097	413,305	73	112	118
Competition Pubs	5	8	691	28	22	166
Adults 18+ per Competition Pub	657	2,137	598	77	249	70
% Adults Likely to Drink	78.6%	77.8%	77.0%	103	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	43.6%	52.2%	47.2%	131	157	142
	Medium	39.5%	36.8%	37.6%	103	97	99
	High	15.0%	9.5%	14.0%	55	35	51

*Affluence does not include Not Private Households

Age Profile	18-24	230	1,318	53,520	69	75	129
	25-34	463	2,398	68,412	84	83	100
	35-44	467	2,623	61,939	86	92	91
	45-64	1,056	5,660	127,389	100	102	97
	65+	1,071	5,098	102,045	136	123	104



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,961 (48%)	10,160 (47%)	250,051 (49%)	97	96	100
	Female	2,147 (52%)	11,435 (53%)	261,150 (51%)	102	104	100

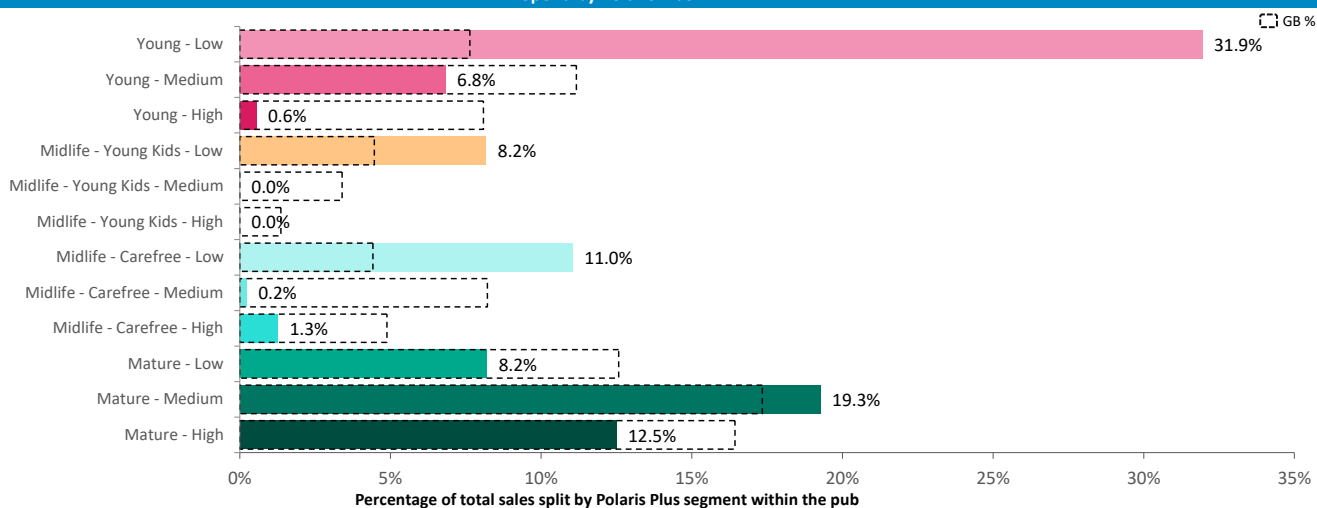
Economic Status (16+)	Employed: Full-time	1,119 (33%)	5,951 (34%)	134,182 (32%)	96	98	92
	Employed: Part-time	445 (13%)	2,407 (14%)	50,117 (12%)	111	115	99
	Self employed	232 (7%)	1,229 (7%)	28,404 (7%)	74	76	72
	Unemployed	56 (2%)	337 (2%)	11,877 (3%)	60	69	101
	Full-time student	30 (1%)	239 (1%)	12,242 (3%)	37	57	121
	Retired	1,057 (31%)	4,722 (27%)	95,224 (22%)	143	122	102
	Other	449 (13%)	2,747 (16%)	93,045 (22%)	76	89	126

Total Worker Count	628	4,107	337,138
--------------------	-----	-------	---------

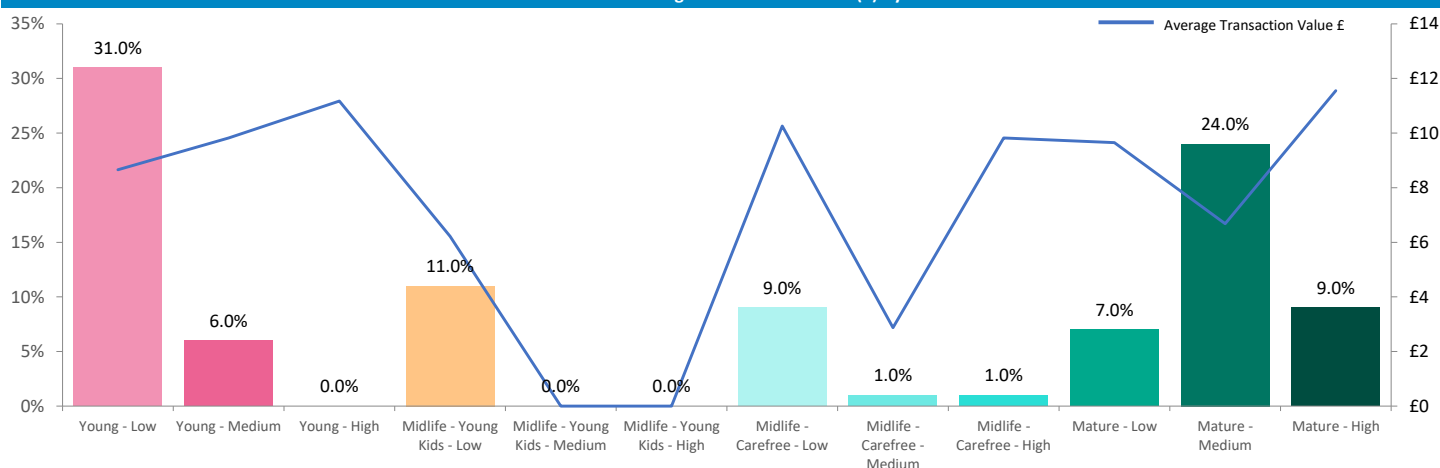
See the Glossary page for further information on the above variables

Transactional Data Summary - Horse & Jockey Upton

Spend by Polaris Plus

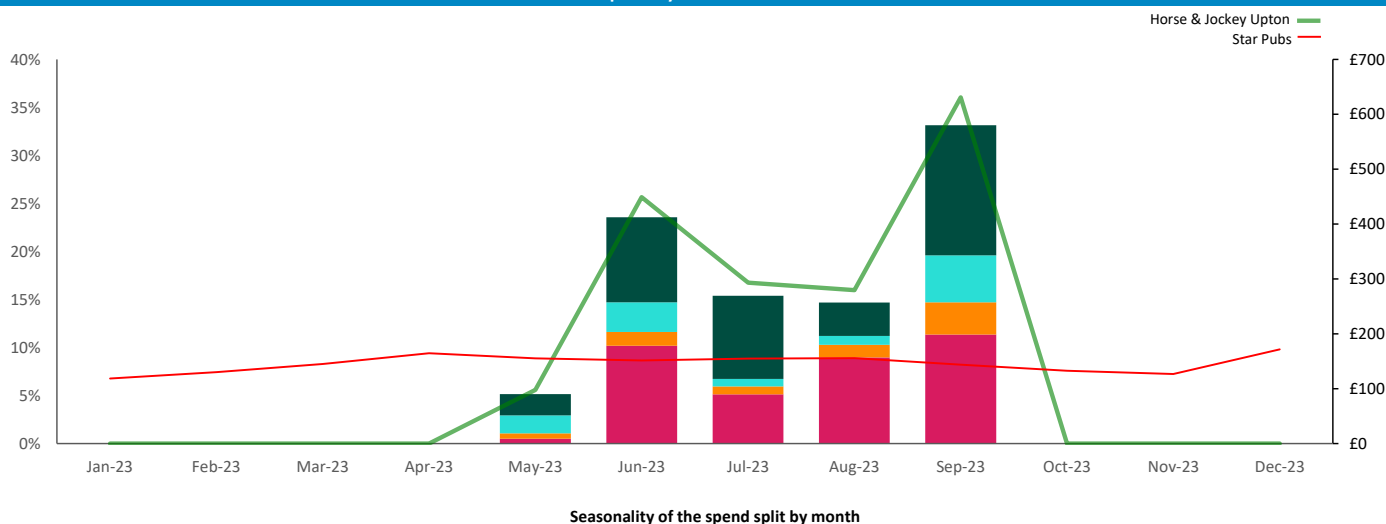


% of Transactions and Average Transaction Values (£) by Polaris Plus



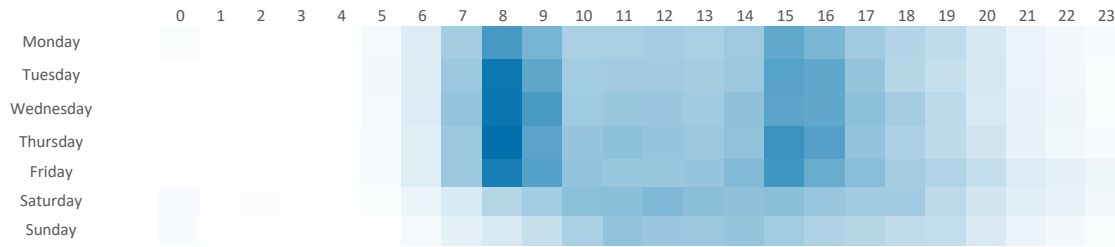
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



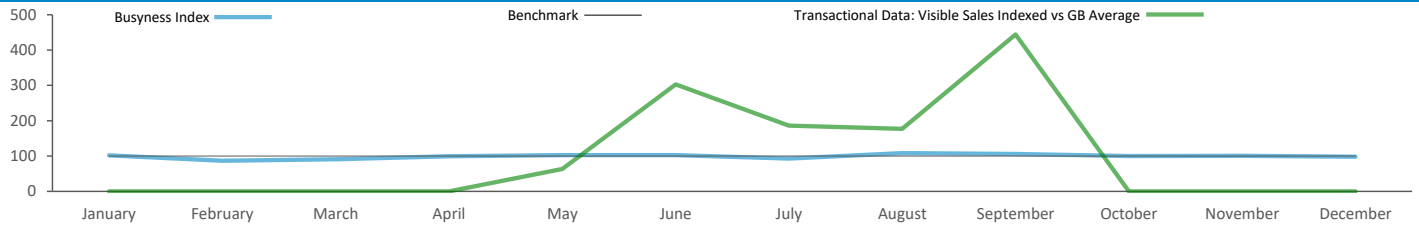
Mobile Data Summary - Horse & Jockey Upton

Time of Day/Day of Week



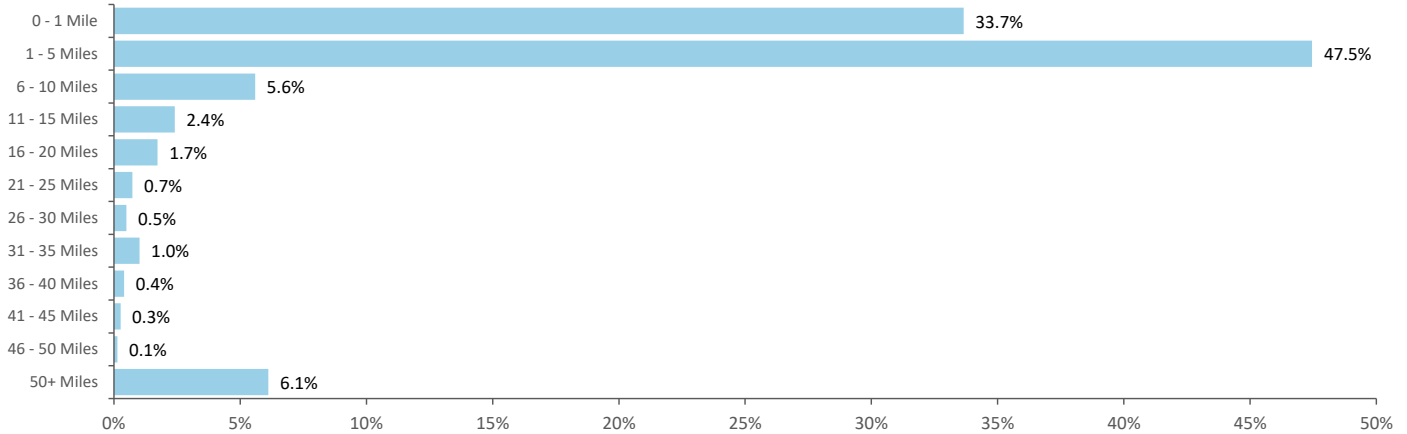
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

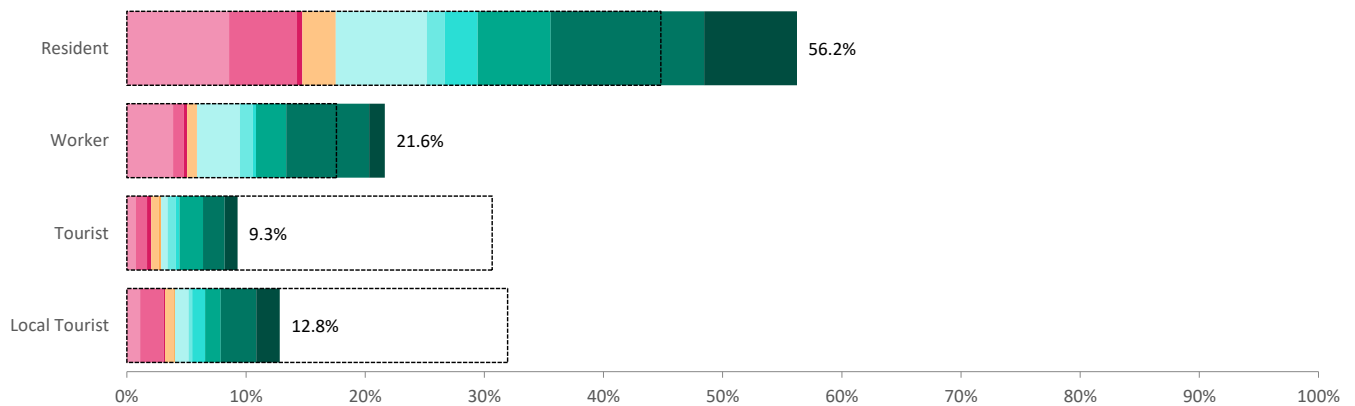
Distance from Home



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



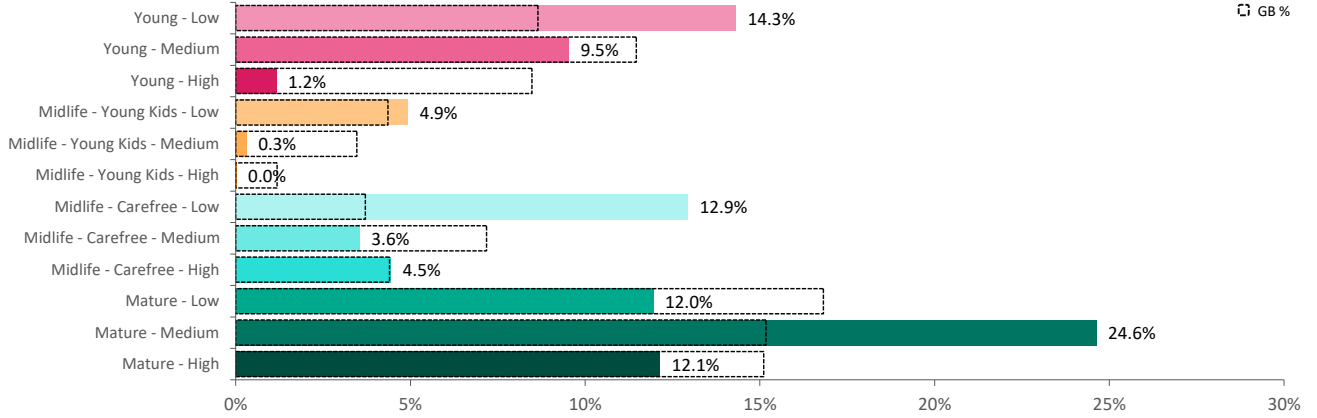
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Horse & Jockey Upton



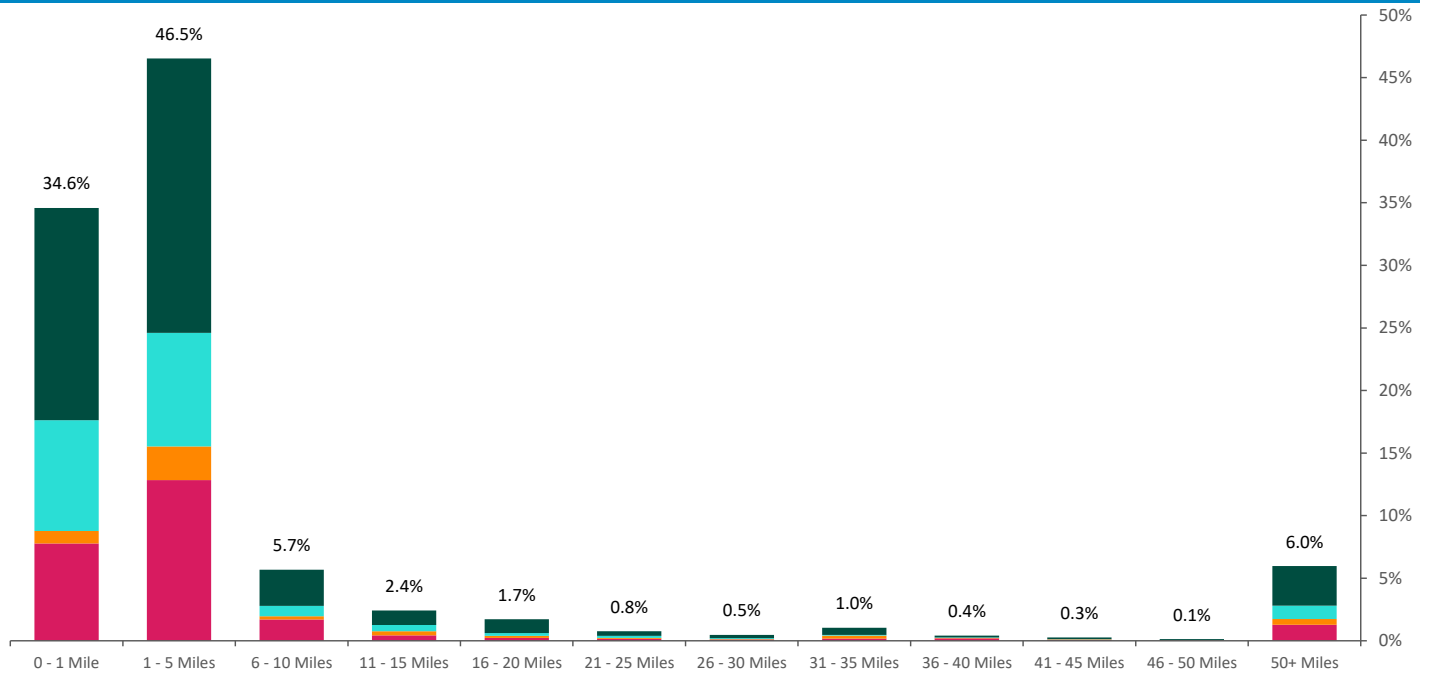
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



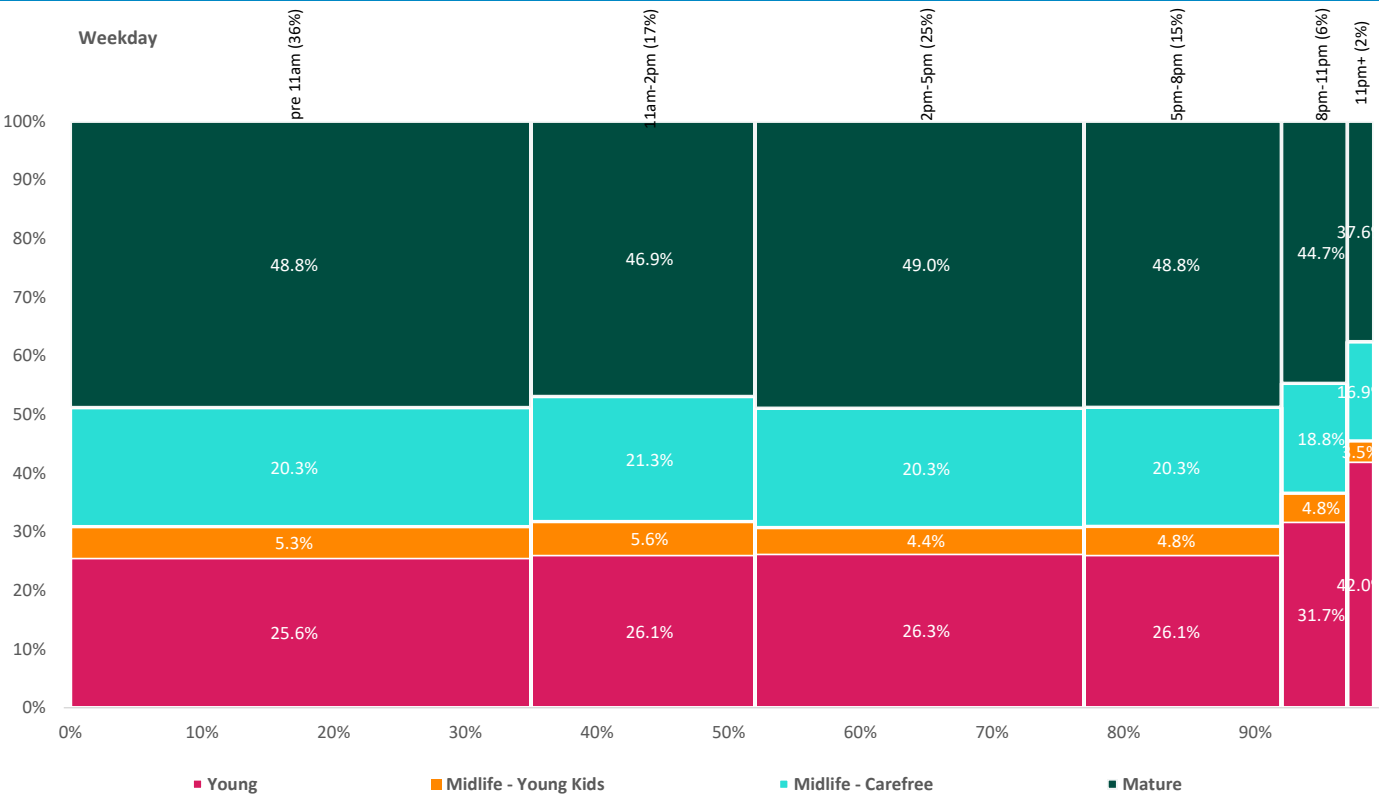
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Horse & Jockey Upton

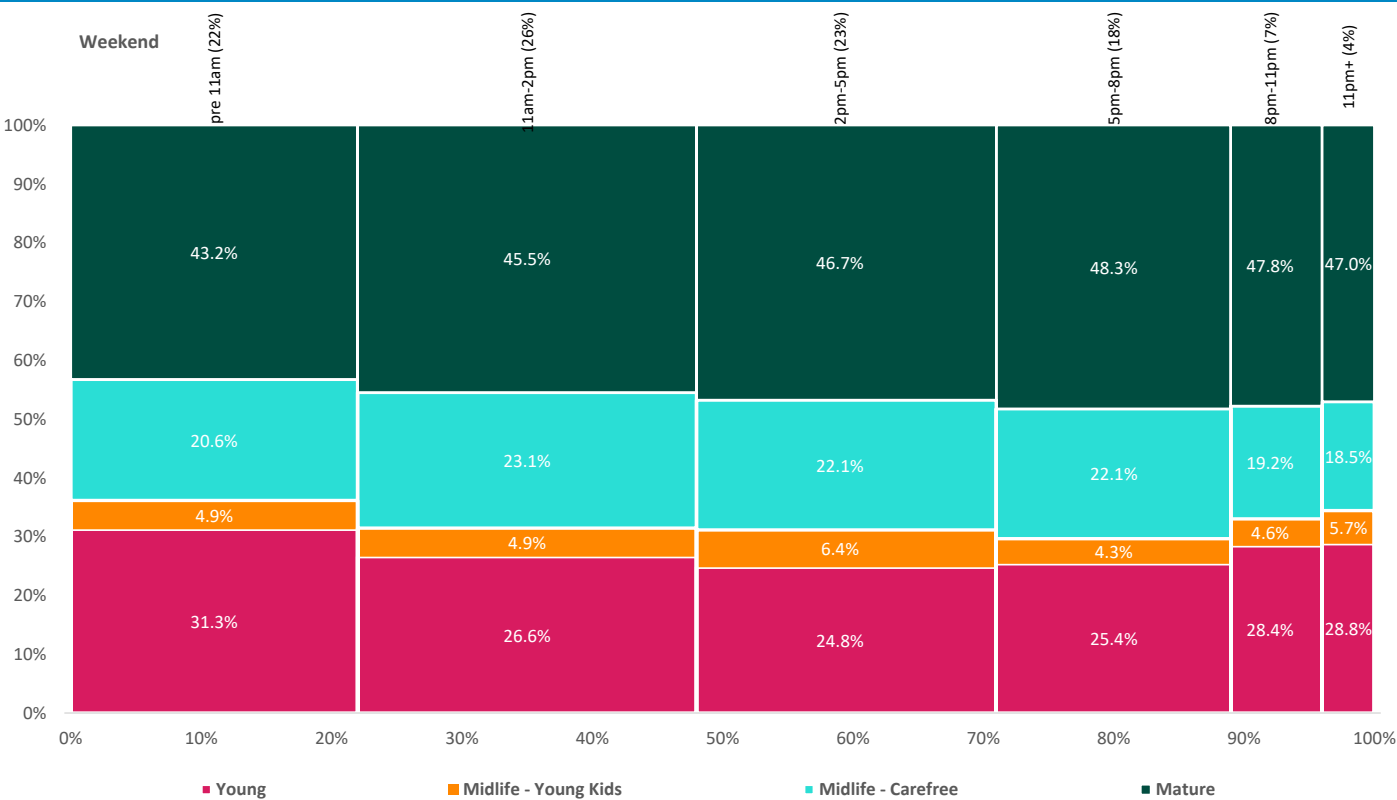


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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

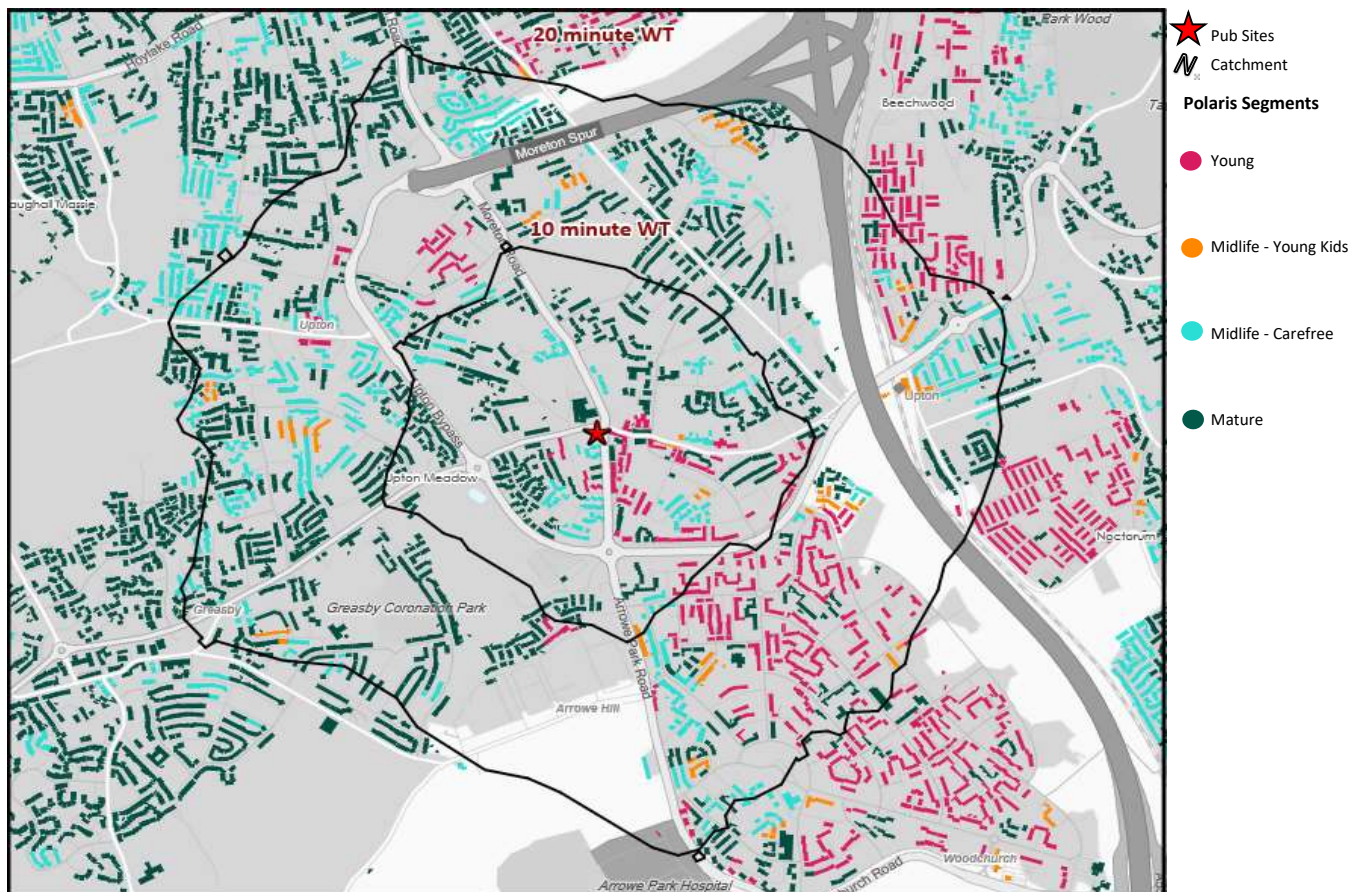


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Horse & Jockey Upton

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

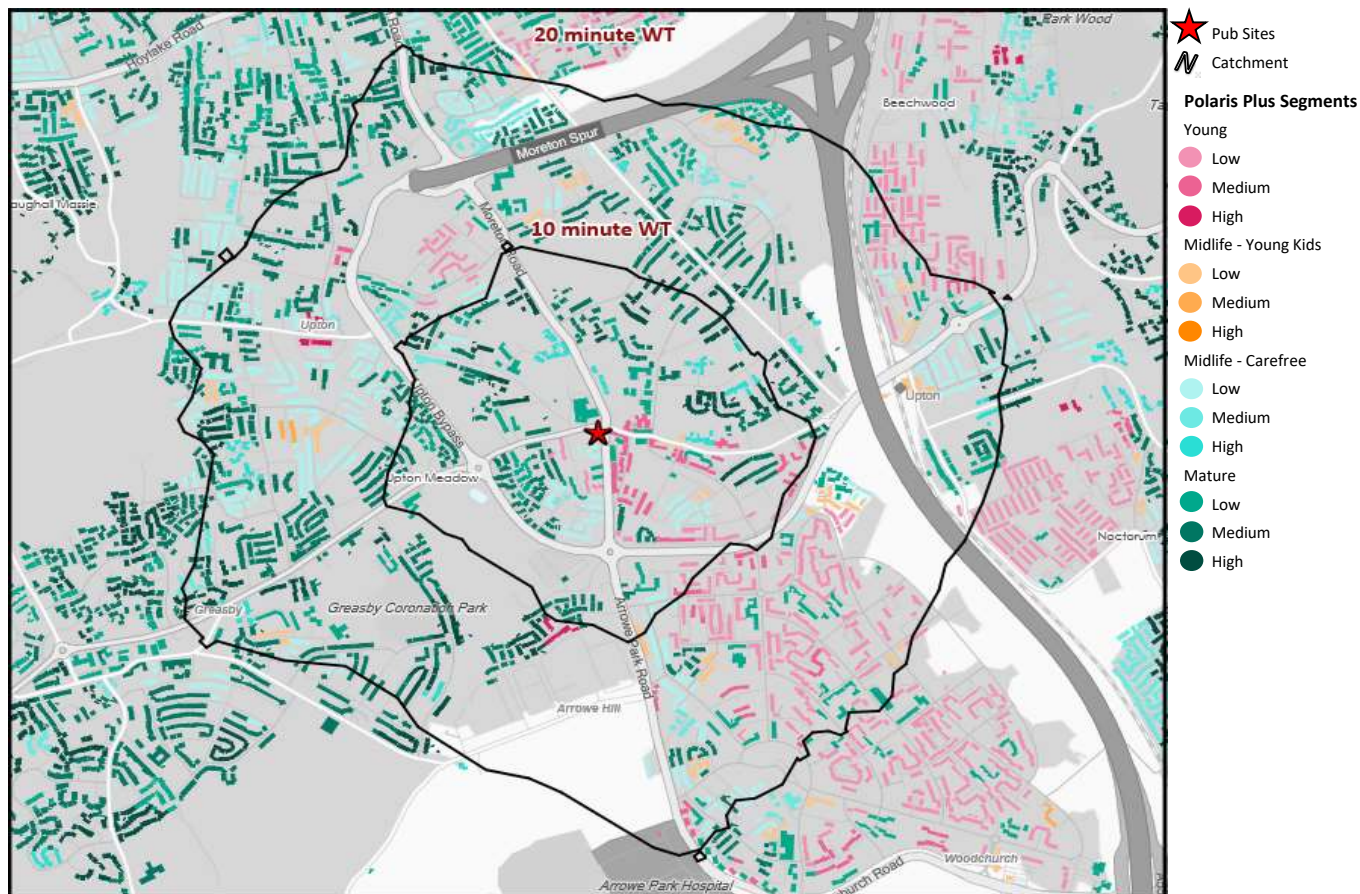


Polaris Profile by Catchment

*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	598	3,628	178,371	66	77	157
Midlife - Young Kids	72	705	23,686	20	38	52
Midlife - Carefree	610	3,658	55,921	117	135	85
Mature	1,945	8,856	150,474	133	117	82
Not Private Households	62	250	4,853	144	111	89
Total	3,287	17,097	413,305			

Polaris Plus Summary - Horse & Jockey Upton



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	324	2,889	83,327	100	172	205
Medium	274	623	83,412	76	33	184
High	0	116	11,632	0	10	42
Midlife - Young Kids						
Low	72	640	22,477	40	68	99
Medium	0	65	1,209	0	9	7
High	0	0	0	0	0	0
Midlife - Carefree						
Low	454	2,902	37,384	328	403	215
Medium	16	397	5,668	7	32	19
High	140	359	12,869	96	47	70
Mature						
Low	584	2,489	51,835	129	106	91
Medium	1,007	5,212	65,144	196	195	101
High	354	1,155	33,495	72	45	54
Not Private Households	62	250	4,853	144	111	89
Total	3,287	17,097	413,305			

CGA Summary - Horse & Jockey Upton



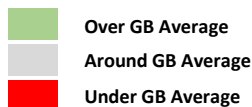
CGA Licensed Premises

- 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 & Jockey	CH49 0UD	Star Pubs & Bars	Premium Local	0.0
1	Eagle & Crown	CH49 0TH	Daniel Thwaites plc	Community Pub	0.1
2	Something Special Restaurant	CH49 0TQ	Independent Free	Restaurants	0.1
3	Bow Legged Beagle	CH49 0UB	*Other Small Retail Groups	Community Pub	0.1
4	New Brighton Cricket Club	CH49 0US	Independent Free	Clubland	0.1
5	Upton Victory Hall	CH49 0TL	Independent Free	Large Venue	0.1
6	Upton Cricket Club	CH49 6LT	Independent Free	Clubland	0.1
7	Gravesberrie	CH49 2PP	Greene King	Family Pub Dining	0.4
8	Overchurch Hotel	CH49 4LY	*Other Small Retail Groups	Premium Local	0.5
9	Zinga Indian Restaurant	CH49 4LA	Independent Free	Restaurants	0.6
9	Willows	CH49 4LA	Stonegate Pub Company	Premium Local	0.6
11	Siam	CH49 1RY	Independent Free	Restaurants	0.8
12	Sandbrook	CH46 9QW	Stonegate Pub Company	Community Pub	0.9
13	Woodchurch	CH49 7NX	Stonegate Pub Company	Community Pub	0.9
14	Beechwood Social Club	CH43 7ZU	Independent Free	Clubland	1.0
15	Oak Bar & Bistro	CH49 3NQ	Independent Free	High Street Pub	1.0
16	Red Cat	CH49 3AT	Greene King	Premium Local	1.0
17	Saughall Hotel	CH46 5ND	Daniel Thwaites plc	Community Pub	1.1
18	Coach & Horses Hotel	CH49 3NG	Stonegate Pub Company	Premium Local	1.1
19	Arrowe Park	CH49 5LN	Greene King	Family Pub Dining	1.2
20	Vineyard Bar & Kitchen	CH46 0PA	Independent Free	Casual Dining	1.2

Per Pub Analysis - Horse & Jockey Upton



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,287	17,097	413,305
Number of Competition Pubs	5	8	691
Adults 18+ per Competition Pub	657	2,137	598

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	111	3.4%	42
Circuit Bar	0	114	3.5%	86
Community Pub	2	752	22.9%	120
Craft Led	0	56	1.7%	49
Great Pub Great Food	0	464	14.1%	80
High Street Pub	0	708	21.5%	117
Premium Local	1	550	16.7%	101

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	558	3.3%	41
Circuit Bar	0	622	3.6%	90
Community Pub	2	4,020	23.5%	123
Craft Led	0	258	1.5%	44
Great Pub Great Food	0	1,876	11.0%	62
High Street Pub	0	3,841	22.5%	122
Premium Local	3	2,373	13.9%	84

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	137	30,139	7.3%	91
Circuit Bar	78	23,789	5.8%	142
Community Pub	95	90,072	21.8%	114
Craft Led	0	18,283	4.4%	128
Great Pub Great Food	23	53,059	12.8%	73
High Street Pub	129	90,665	21.9%	119
Premium Local	60	59,393	14.4%	87

Glossary

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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																						
<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>																																						
<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>																																						
<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																																						
Consumer Insight																																									
Product needs																																									
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><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="6">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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			
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																									