CACI

Catchment Summary - Bulls Head Coalville

★ star
PUBS & BARS

*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	0	2,376	415,293	0	16	109
						Population & Adults 18+ index is based on all pubs	
	Adults 18+	0	1,810	327,033	0	10	109
	Competition Pubs	0	1	354	0	3	98
	Adults 18+ per Competition Pub	0	1,810	924	0	219	112
	% Adults Likely to Drink	0.0%	81.8%	82.5%	0	99	100
Affluence	Low	0.0%	31.4%	22.4%	0	122	87
	Medium	0.0%	44.7%	45.9%	0	114	117
	High	0.0%	23.9%	31.0%	0	71	92

*Affluence does not include Not Private Households
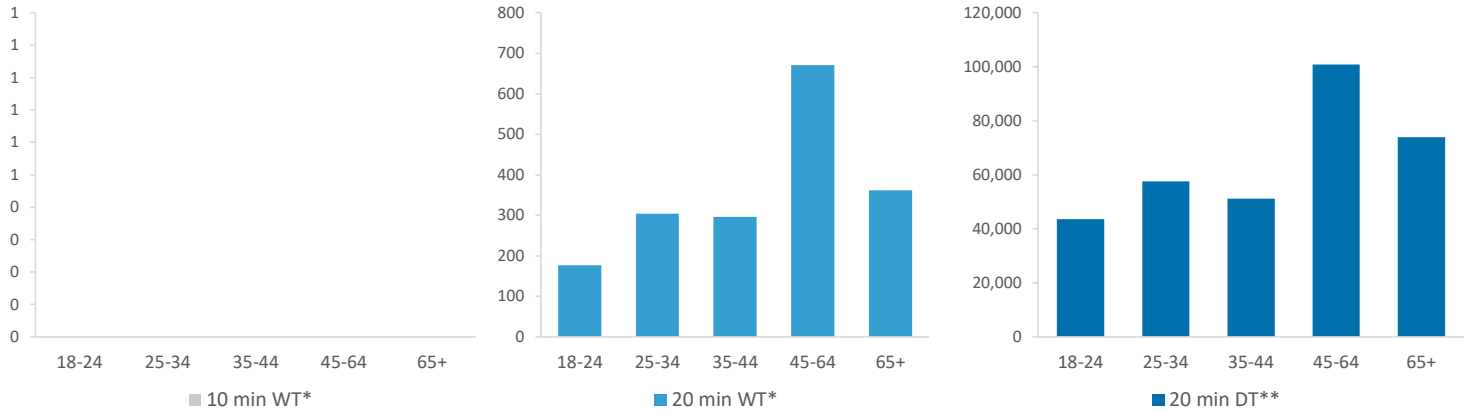
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	0	177	43,561	0	92	129
	25-34	0	304	57,529	0	96	104
	35-44	0	296	51,255	0	97	96
	45-64	0	671	100,757	0	110	95
	65+	0	362	73,931	0	80	93

■ 10 min WT*   ■ 20 min WT*   ■ 20 min DT**

		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	0 (0%)	1,164 (49%)	207,680 (50%)	0	99	101
	Female	0 (0%)	1,212 (51%)	207,613 (50%)	0	101	99
Economic Status (16-74)	Employed: Full-time	0 (0%)	692 (40%)	124,706 (41%)	0	96	99
	Employed: Part-time	0 (0%)	223 (13%)	39,806 (13%)	0	99	102
	Self employed	0 (0%)	140 (8%)	24,571 (8%)	0	84	85
	Unemployed	0 (0%)	77 (4%)	6,641 (2%)	0	186	93
	Retired	0 (0%)	248 (14%)	40,730 (14%)	0	103	98
	Other	0 (0%)	360 (21%)	64,979 (22%)	0	105	109
	Total Worker Count	0	470	206,069			

See the Glossary page for further information on the above variables

Legend:
- Over GB Average (green)
- Around GB Average (grey)
- Under GB Average (red)

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Polaris Summary - Bulls Head Coalville

star PUBS&BARS

Polaris Segments

- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
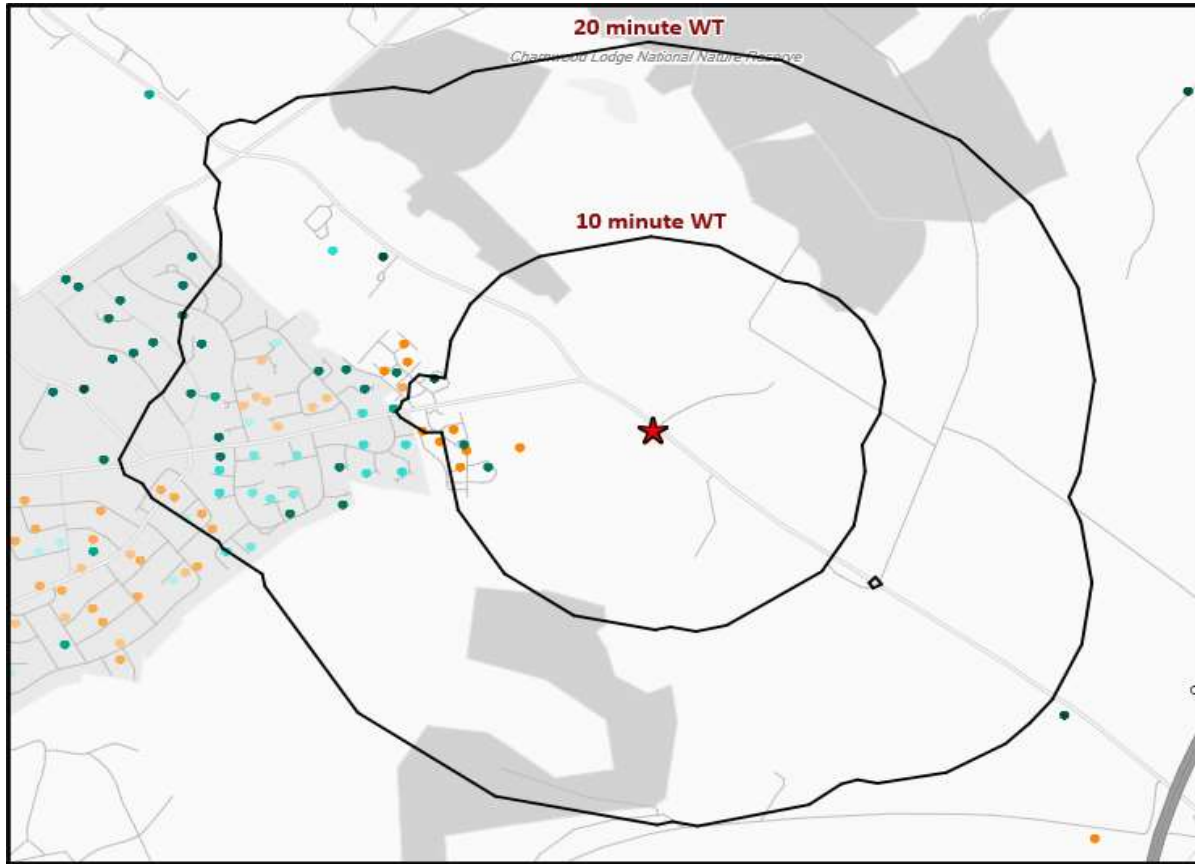- ● Midlife - Carefree
- ● Mature
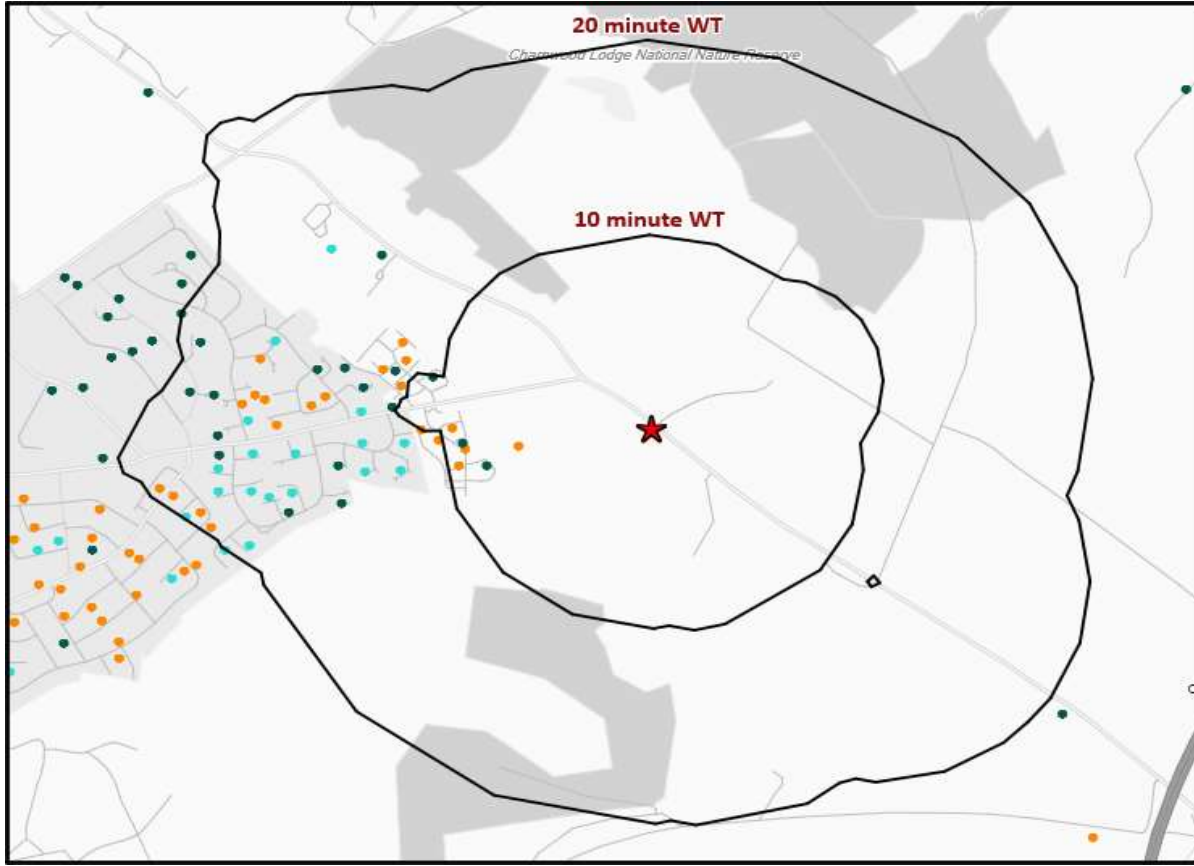
★ Pub Sites

Ⓝ Catchment

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	0	23,801	0	0	82
Young Adult - Showing I'm Cool	0	0	18,852	0	0	63
Midlife - Young Kids	0	682	104,745	0	120	102
Midlife - Carefree	0	534	81,040	0	140	118
Mature	0	594	96,168	0	117	105
Not Private Households	0	0	2,427	0	0	52
Total	0	1,810	327,033			

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Polaris Summary - Bulls Head Coalville

star PUBS&BARS

Legend:
- ★ Pub Sites
- N 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	12,305	0	0	90
Medium	0	0	4,958	0	0	111
High	0	0	6,538	0	0	59
Young Adult - Showing I'm Cool						
Low	0	0	96	0	0	3
Medium	0	0	10,020	0	0	83
High	0	0	8,736	0	0	60
Midlife - Young Kids						
Low	0	449	34,314	0	223	94
Medium	0	73	45,770	0	27	94
High	0	160	24,661	0	164	140
Midlife - Carefree						
Low	0	112	10,152	0	182	91
Medium	0	187	37,183	0	154	169
High	0	235	33,705	0	119	94
Mature						
Low	0	7	16,343	0	7	84
Medium	0	549	52,217	0	240	126
High	0	38	27,608	0	22	90
Not Private Households	0	0	2,427	0	0	52
Total	0	1,810	327,033			

Transactional Data Summary - Bulls Head Coalville

star
PUBS&BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	17.2%
Midlife - Young Kids - High	9.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	3.5%
Midlife - Carefree - High	12.6%
Mature - Low	0.0%
Mature - Medium	46.7%
Mature - High	11.1%

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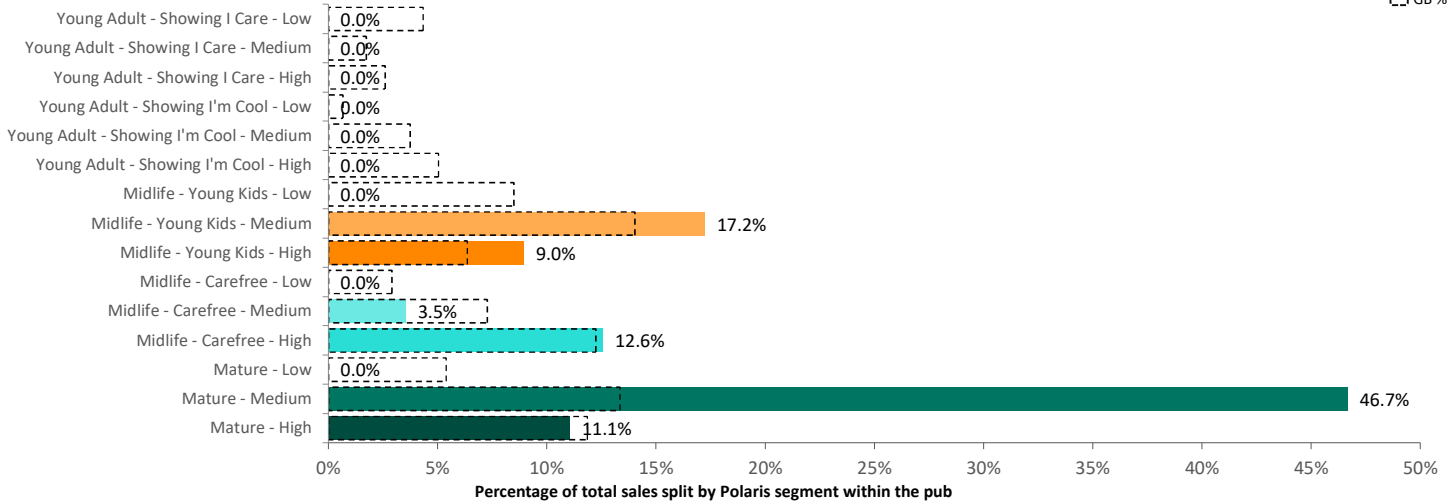
Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£25
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£8
Midlife - Carefree - High	£11
Mature - Low	£0
Mature - Medium	£38
Mature - High	£31

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

Spend by Month

Bulls Head Coalville
Star Pubs

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Mobile Data Summary - Bulls Head Coalville

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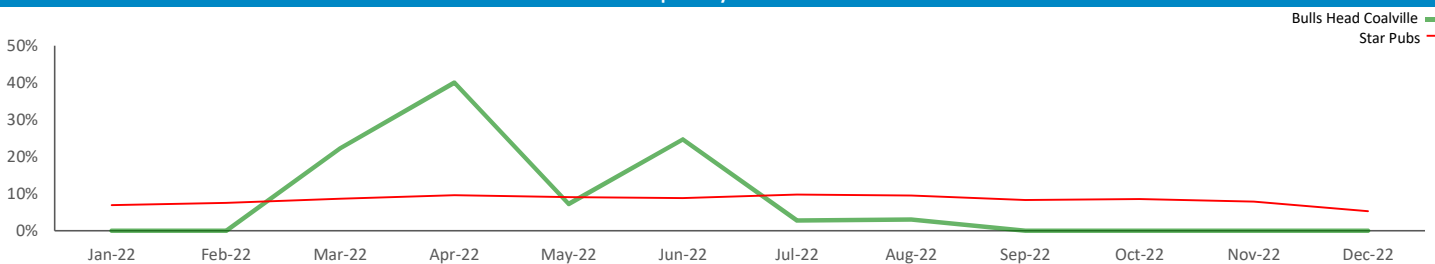
Time of Day/Day of Week
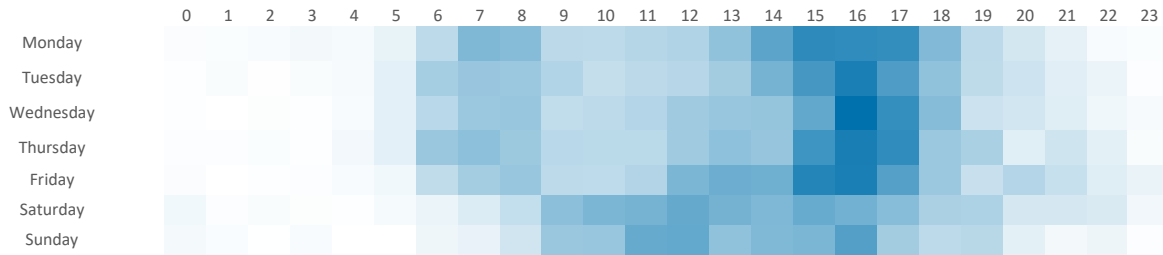
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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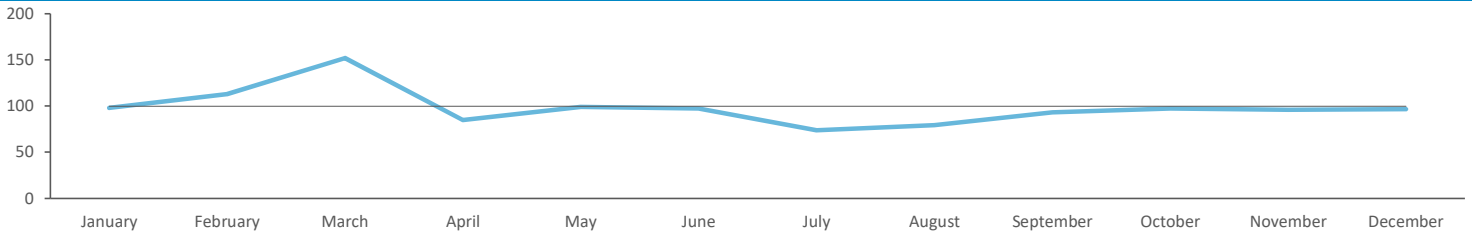
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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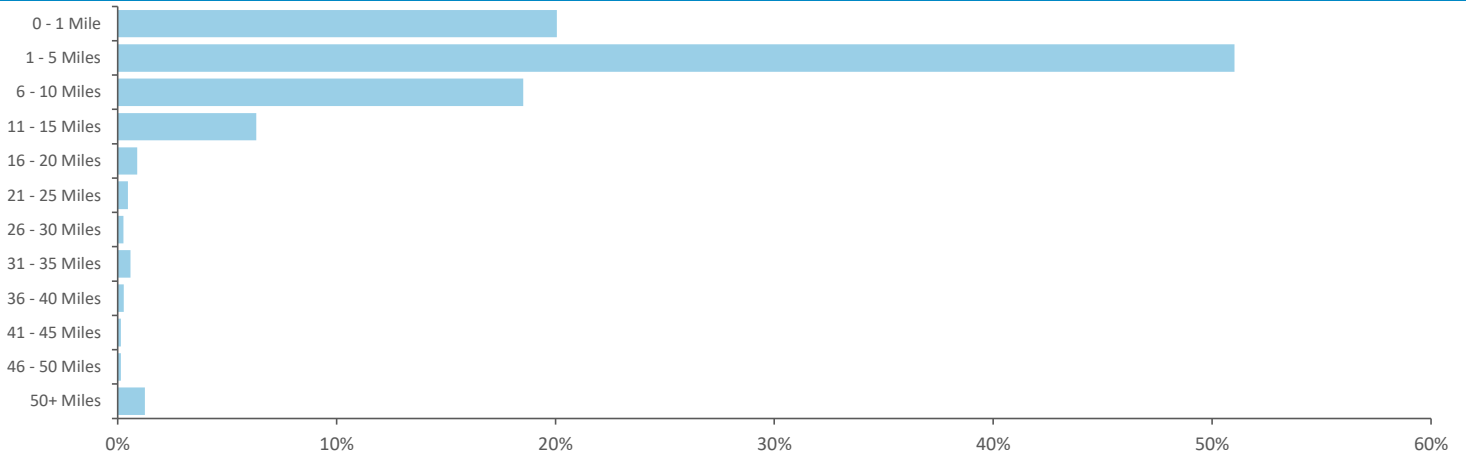
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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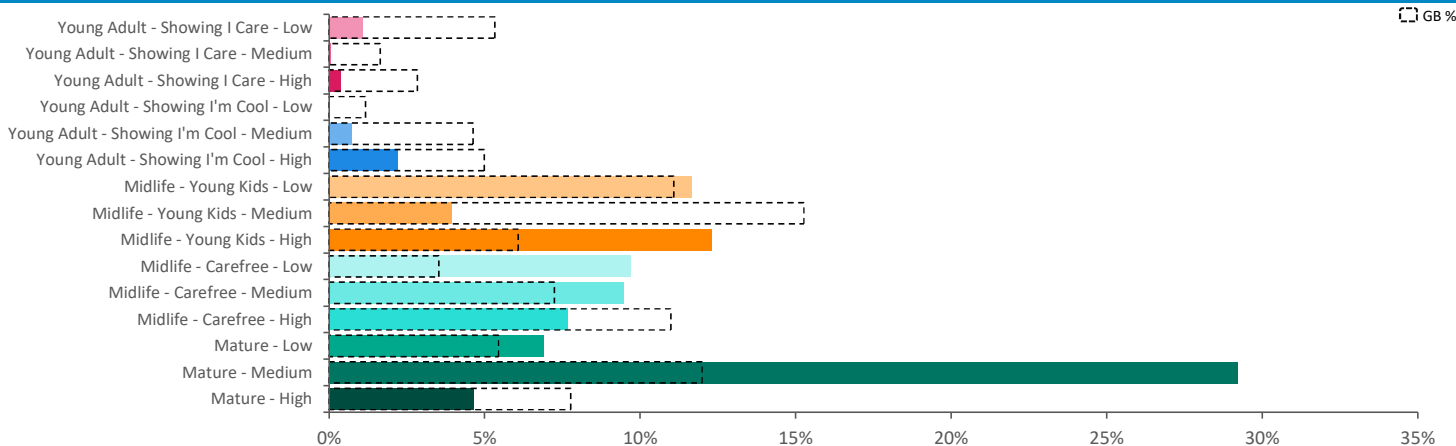
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Bulls Head Coalville

star
PUBS & BARS
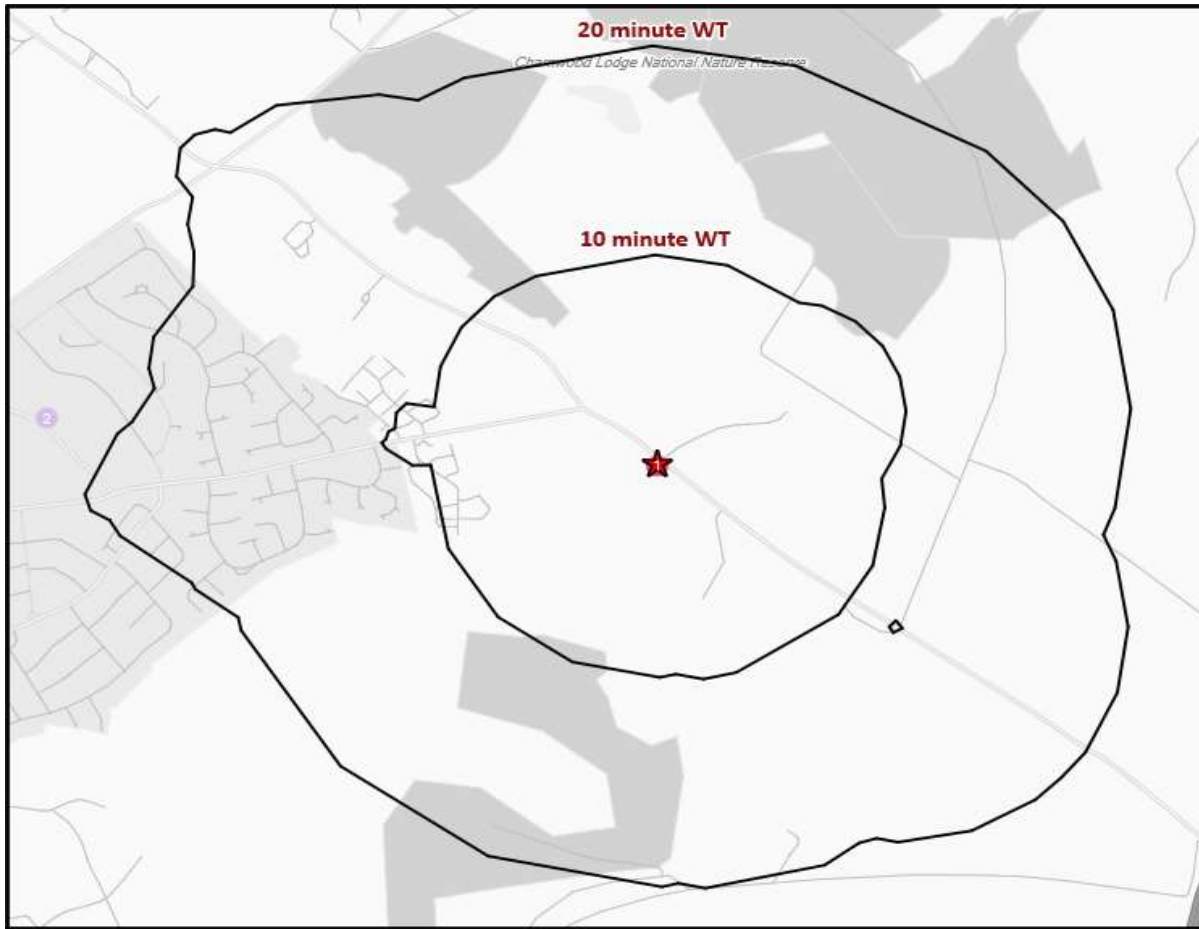
Pub Sites
Catchment

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	Bulls Head	LE67 4UY	Star Pubs & Bars	Family Pub Dining	0.0
2	Broomleys Cricket Club	LE67 4RG	Independent Free	Sports Clubs	1.0

Per Pub Analysis - Bulls Head Coalville

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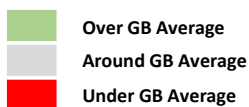
Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	0	1,810	327,033
Number of Competition Pubs	0	1	354
Adults 18+ per Competition Pub	0	1,810	924

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	0	0.0%	0
Circuit Bar	0	0.0%	0
Community Pub	0	0.0%	0
Craft Led	0	0.0%	0
Great Pub Great Food	0	0.0%	0
High Street Pub	0	0.0%	0
Premium Local	0	0.0%	0

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	65	3.6%	35
Circuit Bar	10	0.6%	16
Community Pub	434	24.0%	138
Craft Led	4	0.2%	7
Great Pub Great Food	276	15.2%	79
High Street Pub	419	23.2%	134
Premium Local	303	16.7%	95

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	28,664	8.8%	86
Circuit Bar	10,598	3.2%	88
Community Pub	54,988	16.8%	97
Craft Led	7,981	2.4%	77
Great Pub Great Food	59,391	18.2%	95
High Street Pub	56,728	17.3%	100
Premium Local	58,920	18.0%	103

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.