

## Catchment Summary - Musketeer Banbury



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

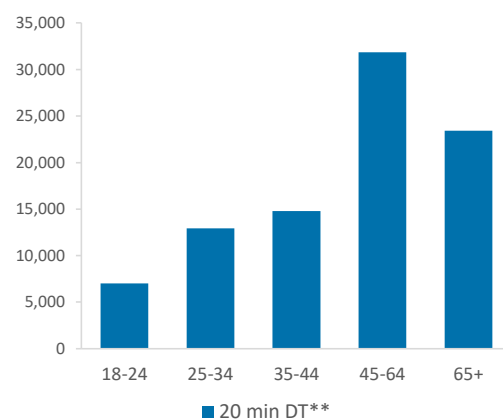
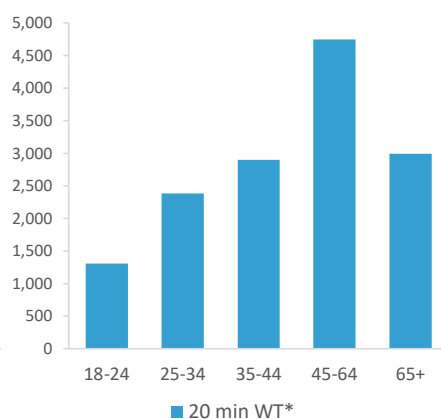
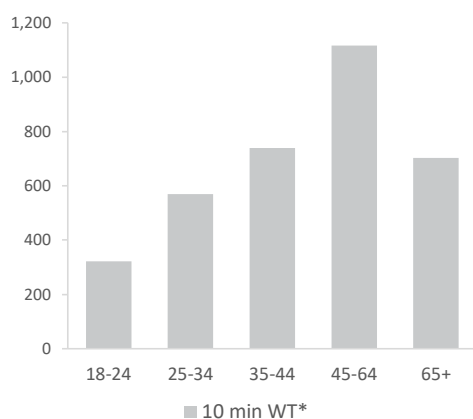
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,721	18,961	115,078	89	130	30
Adults 18+	3,452	14,330	90,008	79	80	30
Competition Pubs	2	13	140	13	41	39
Adults 18+ per Competition Pub	1,726	1,102	643	209	134	78
% Adults Likely to Drink	81.5%	82.0%	83.9%	99	99	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	2.0%	8.4%	7.2%	8	33	28
	Medium	91.1%	63.6%	36.7%	232	162	93
	High	6.8%	26.8%	54.5%	20	80	162

\*Affluence does not include Not Private Households

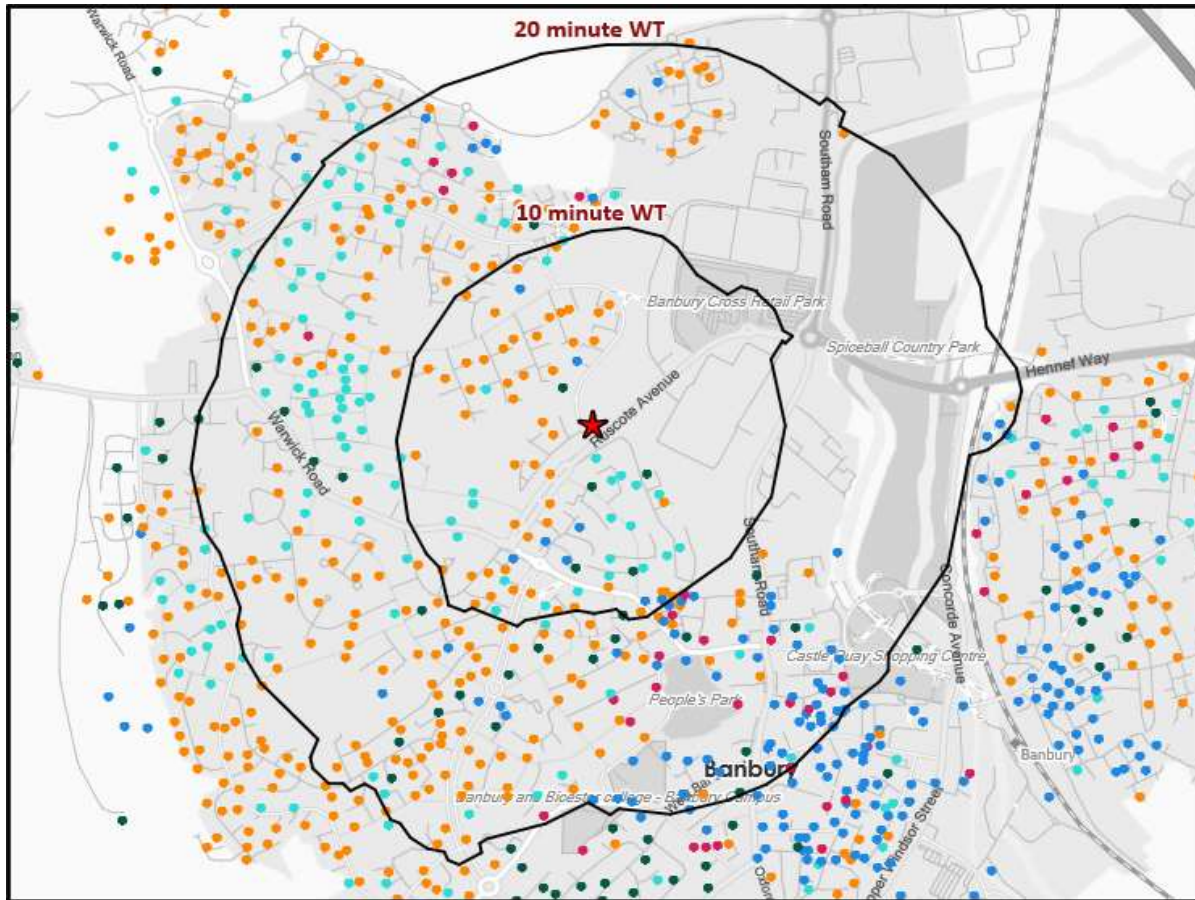
Age Profile	18-24	322	1,308	7,015	84	85	75
	25-34	570	2,384	12,937	91	95	85
	35-44	740	2,901	14,784	122	119	100
	45-64	1,117	4,744	31,871	93	98	108
	65+	703	2,993	23,401	78	83	106



		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	2,279 (48%)	9,269 (49%)	56,378 (49%)	98	99	99
	Female	2,442 (52%)	9,692 (51%)	58,700 (51%)	102	101	101
Economic Status (16-74)	Employed: Full-time	1,531 (47%)	6,575 (49%)	38,613 (47%)	114	118	114
	Employed: Part-time	488 (15%)	1,917 (14%)	11,170 (14%)	116	111	106
	Self employed	264 (8%)	1,053 (8%)	9,181 (11%)	85	83	118
	Unemployed	75 (2%)	245 (2%)	1,060 (1%)	97	77	55
	Retired	373 (12%)	1,518 (11%)	10,842 (13%)	83	82	97
	Other	512 (16%)	2,047 (15%)	10,522 (13%)	80	78	66
Total Worker Count		3,770	8,036	59,739			

See the Glossary page for further information on the above variables

## Polaris Summary - Musketeer Banbury



## Polaris Segments

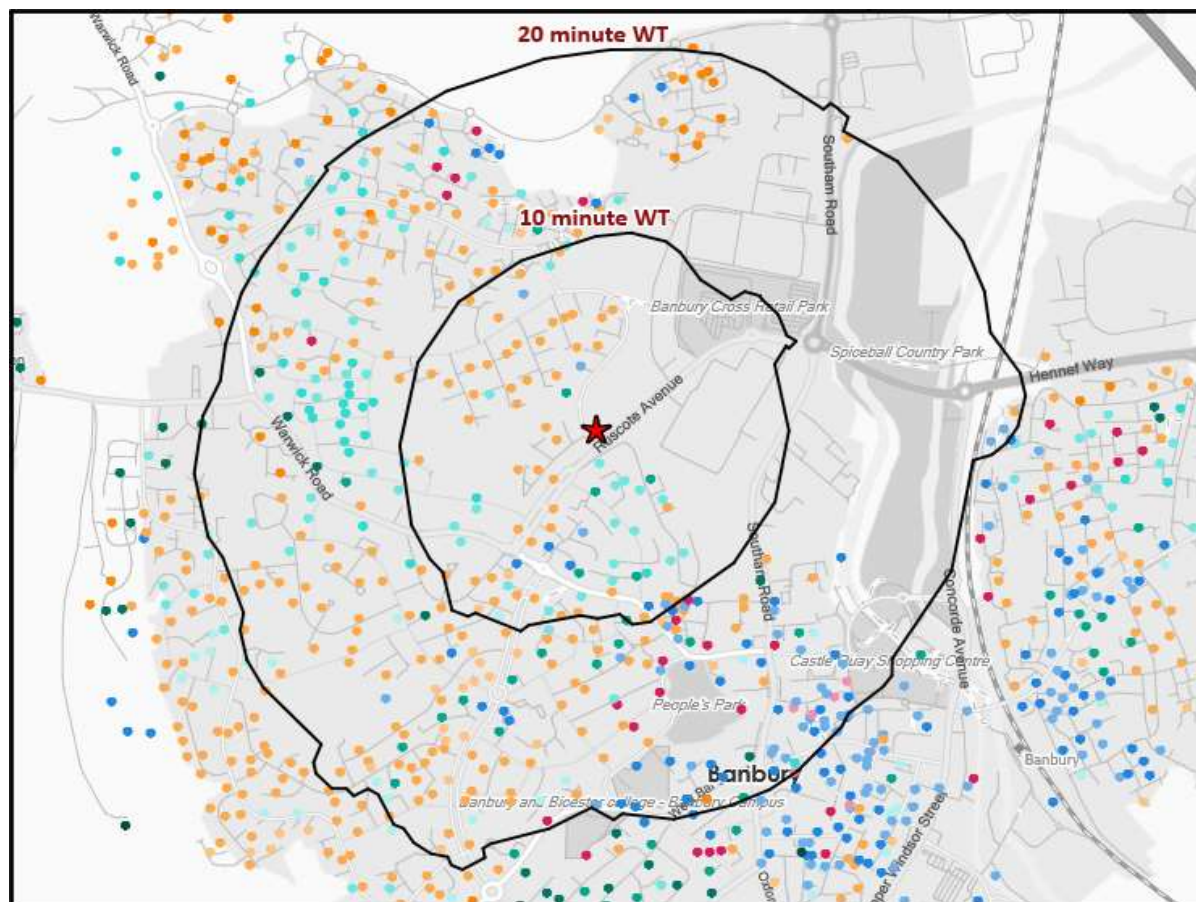
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## 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	8	365	1,622	3	29	20
Young Adult - Showing I'm Cool	273	1,834	6,723	86	139	81
Midlife - Young Kids	2,163	7,719	27,892	199	171	99
Midlife - Carefree	951	3,456	17,559	131	115	93
Mature	57	769	34,762	6	19	138
Not Private Households	0	187	1,450	0	91	112
Total	3,452	14,330	90,008			

## Polaris Summary - Musketeer Banbury



★ 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

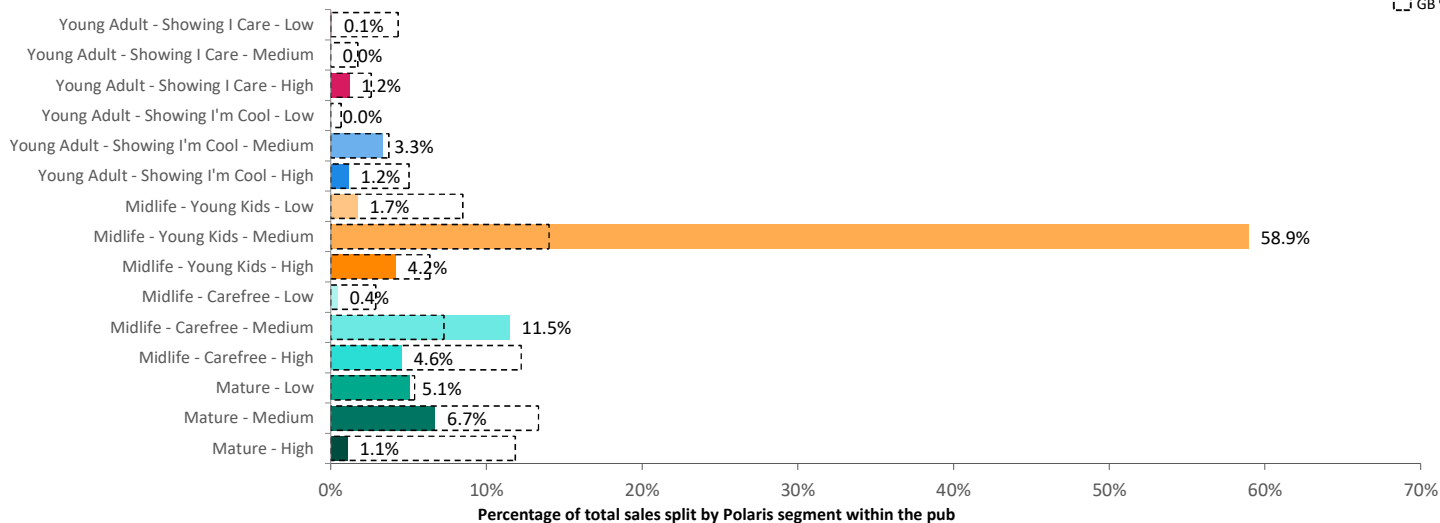
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	219	0	0	6
Medium	0	0	0	0	0	0
High	8	365	1,403	7	76	46
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	165	441	2,816	129	83	85
High	108	1,393	3,907	70	217	97
<b>Midlife - Young Kids</b>						
Low	9	530	1,950	2	33	19
Medium	2,154	6,463	17,155	418	302	128
High	0	726	8,787	0	94	181
<b>Midlife - Carefree</b>						
Low	6	289	1,093	5	59	36
Medium	825	1,906	3,985	356	198	66
High	120	1,261	12,481	32	81	127
<b>Mature</b>						
Low	55	378	3,258	27	44	61
Medium	2	301	9,033	0	17	79
High	0	90	22,471	0	7	266
<b>Not Private Households</b>	0	187	1,450	0	91	112
<b>Total</b>	3,452	14,330	90,008			

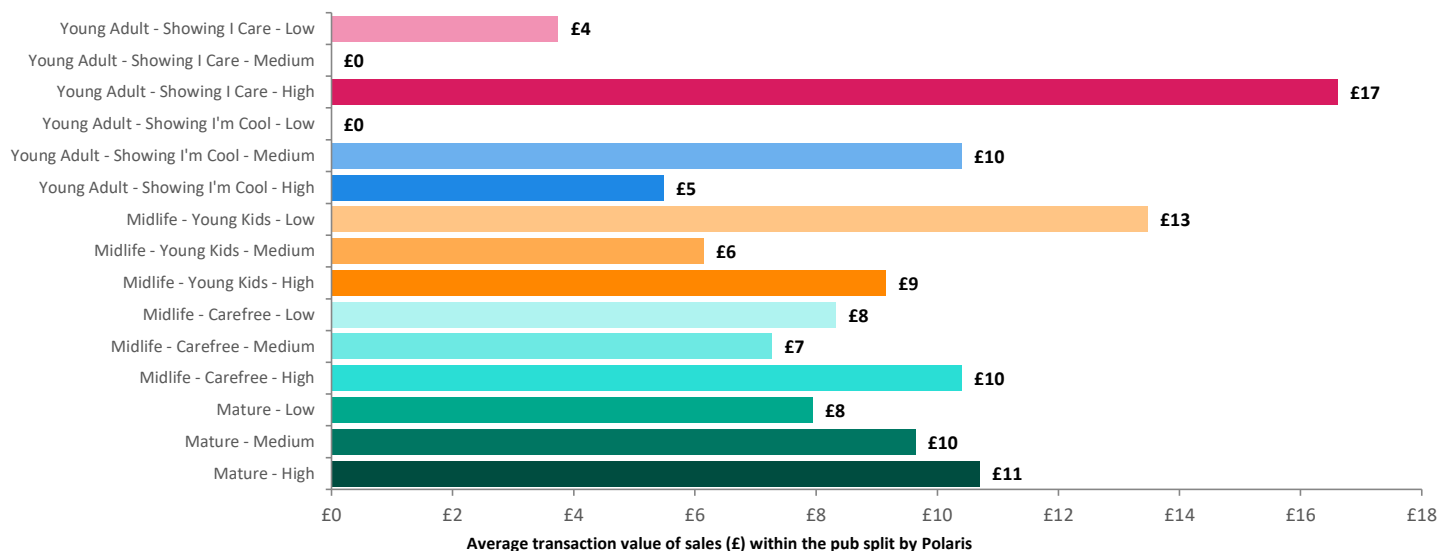
## Transactional Data Summary - Musketeer Banbury

## Spend by Polaris

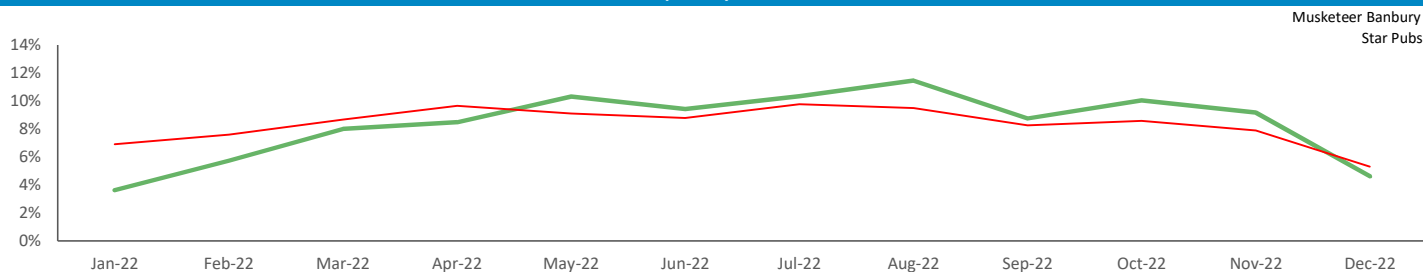
GB %



## Average Transaction Values (£) by Polaris



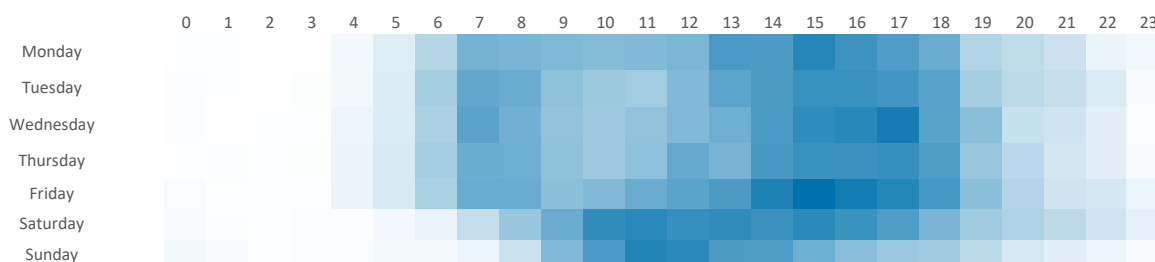
## Spend by Month



## Mobile Data Summary - Musketeer Banbury

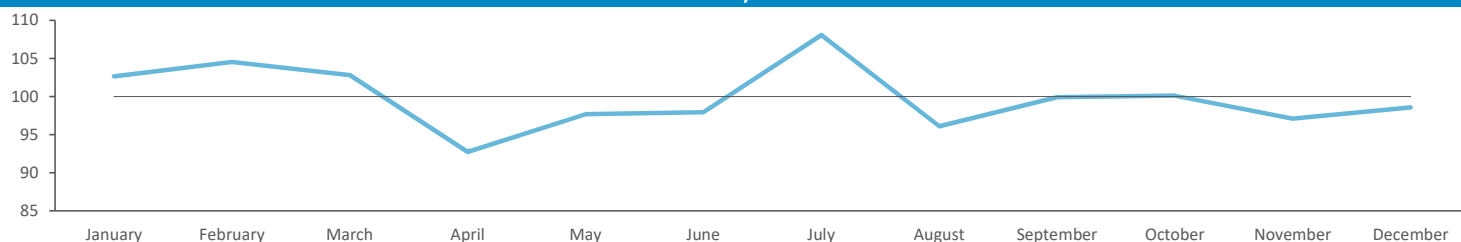
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## Time of Day/Day of Week



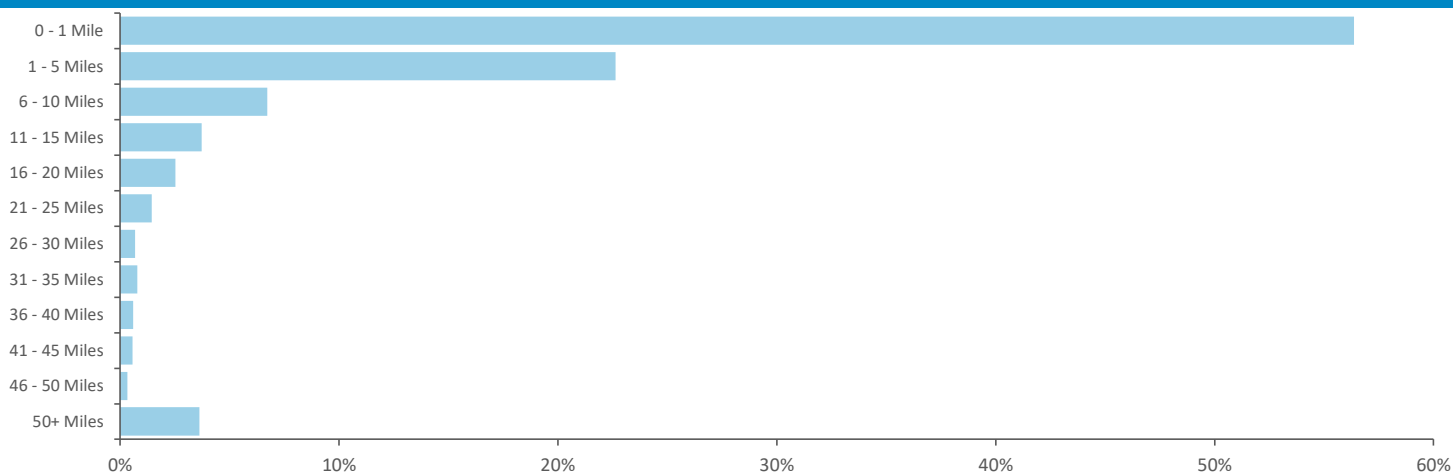
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



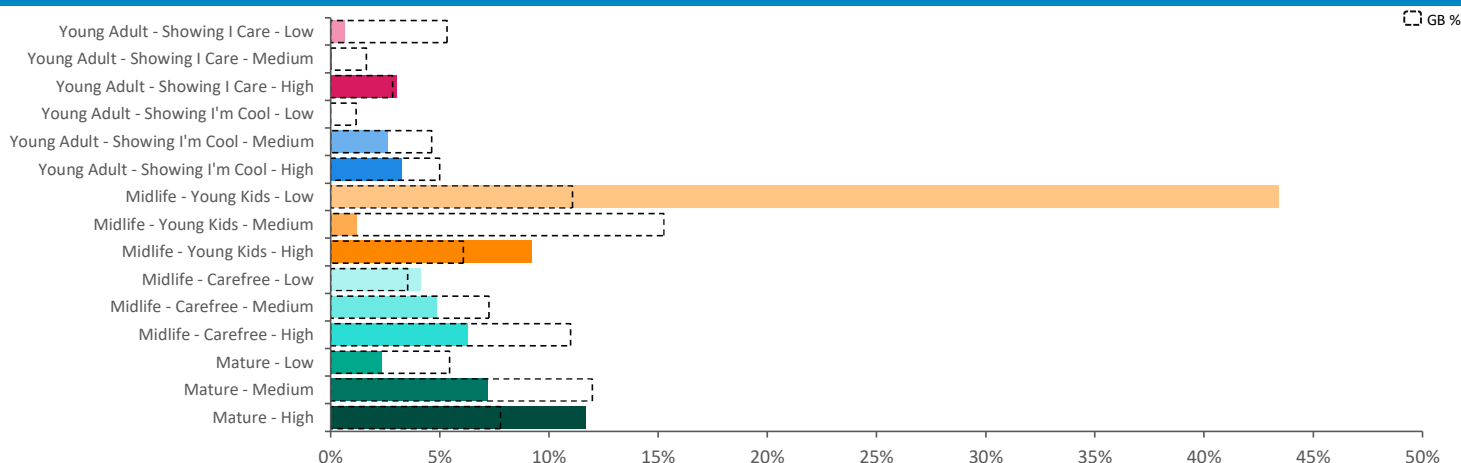
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



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

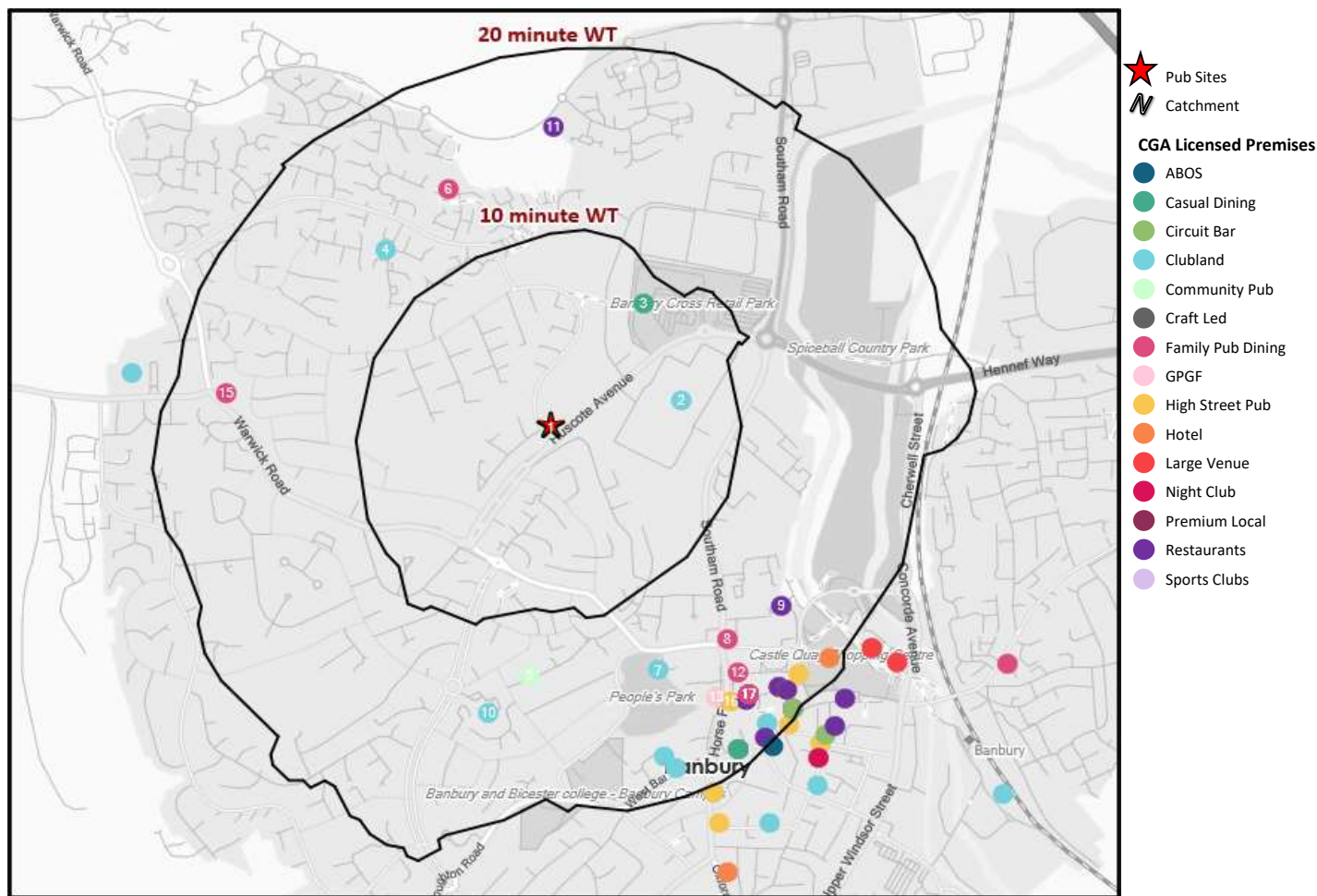
## Polaris Plus Profile



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



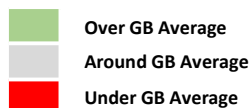
## CGA Summary - Musketeer Banbury



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Musketeer	OX16 2NZ	Star Pubs & Bars	Community Pub	0.0
2	GenFoods Sports & Social Club	OX16 2QU	Independent Free	Clubland	0.3
3	Pizza Hut	OX16 1LX	Pizza Hut UK Ltd	Casual Dining	0.3
4	Hardwick Social Club	OX16 1XE	Independent Free	Clubland	0.5
5	Dog & Gun	OX16 0BT	Stonegate Pub Company	Community Pub	0.5
6	Hanwell Arms	OX16 1FZ	Marston's	Family Pub Dining	0.5
7	Banbury Borough Bowls Club	OX16 0AD	Independent Free	Clubland	0.5
8	Three Pigeons	OX16 2ED	*Other Small Retail Groups	Family Pub Dining	0.6
9	Hillier Garden Centre Banbury	OX16 2PR	Hillier Nurseries Ltd	Restaurants	0.6
10	Woodgreen Leisure Centre	OX16 0HS	Independent Free	Clubland	0.6
11	Purple Mango Restaurant	OX16 1AP	Independent Free	Restaurants	0.6
12	White Horse	OX16 0TH	Everards	Family Pub Dining	0.6
13	Church House	OX16 0TB	Unknown	High Street Pub	0.6
13	Cromwell Hotel	OX16 0TB	Greene King	GPGF	0.6
15	Barley Mow	OX16 1SS	Mitchells & Butlers	Family Pub Dining	0.6
16	Thai Orchid	OX16 0TL	Thai Group	High Street Pub	0.7
17	Jay Pur Indian Restaurant	OX16 5NA	Independent Free	Restaurants	0.7
17	Pizza Calzone	OX16 5NA	Independent Free	Restaurants	0.7
17	Reindeer	OX16 5NA	Hook Norton	Family Pub Dining	0.7
17	Old Auctioneer	OX16 5NA	Star Pubs & Bars	Family Pub Dining	0.7

## Per Pub Analysis - Musketeer Banbury

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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+	3,452	14,330	90,008
Number of Competition Pubs	2	13	140
Adults 18+ per Competition Pub	1,726	1,102	643

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	539	15.6%	153
Circuit Bar	313	9.1%	247
Community Pub	270	7.8%	45
Craft Led	168	4.9%	153
Great Pub Great Food	373	10.8%	56
High Street Pub	388	11.2%	65
Premium Local	571	16.5%	94

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,401	16.8%	164
Circuit Bar	947	6.6%	180
Community Pub	1,387	9.7%	56
Craft Led	730	5.1%	161
Great Pub Great Food	2,410	16.8%	88
High Street Pub	1,727	12.0%	70
Premium Local	2,346	16.4%	93

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	10,444	11.6%	114
Circuit Bar	2,893	3.2%	88
Community Pub	8,802	9.8%	56
Craft Led	2,294	2.5%	81
Great Pub Great Food	25,556	28.4%	148
High Street Pub	10,064	11.2%	65
Premium Local	23,425	26.0%	148

## 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.</p> <p>Essential outgoings are: Tax &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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.																
Consumer Insight	<table><tr><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what's new</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr></table>	'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	"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"
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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.																