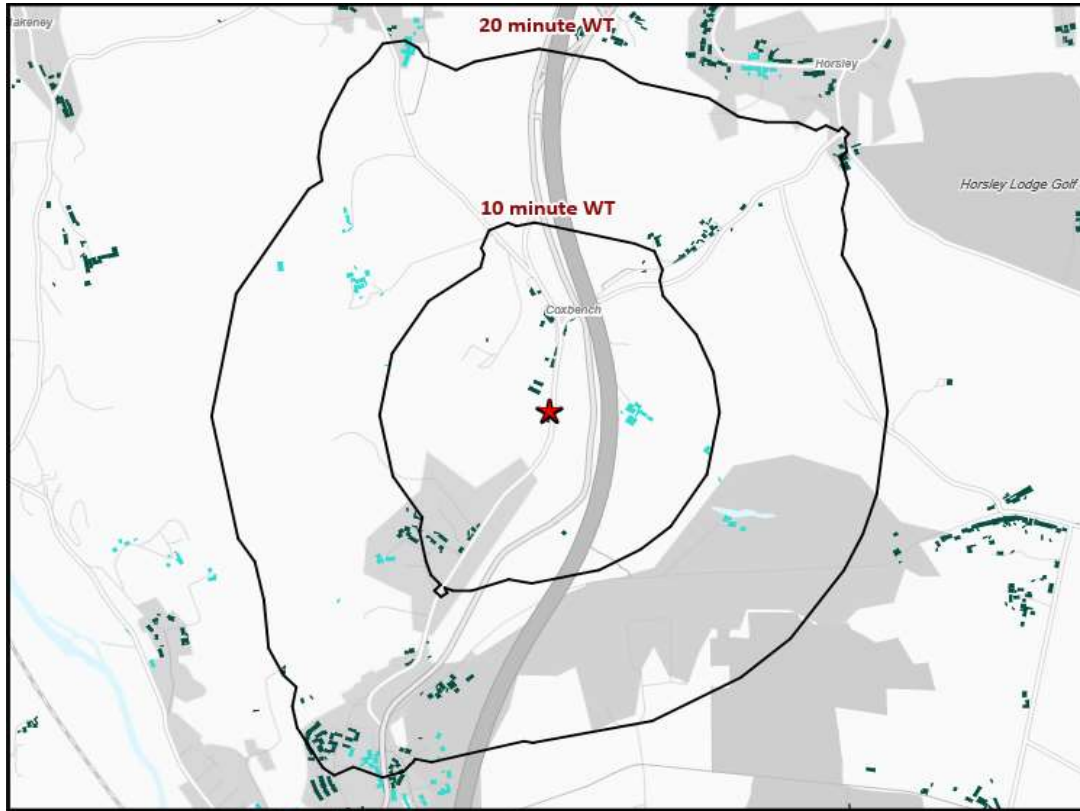


## Catchment Summary - Fox & Hounds Coxbench



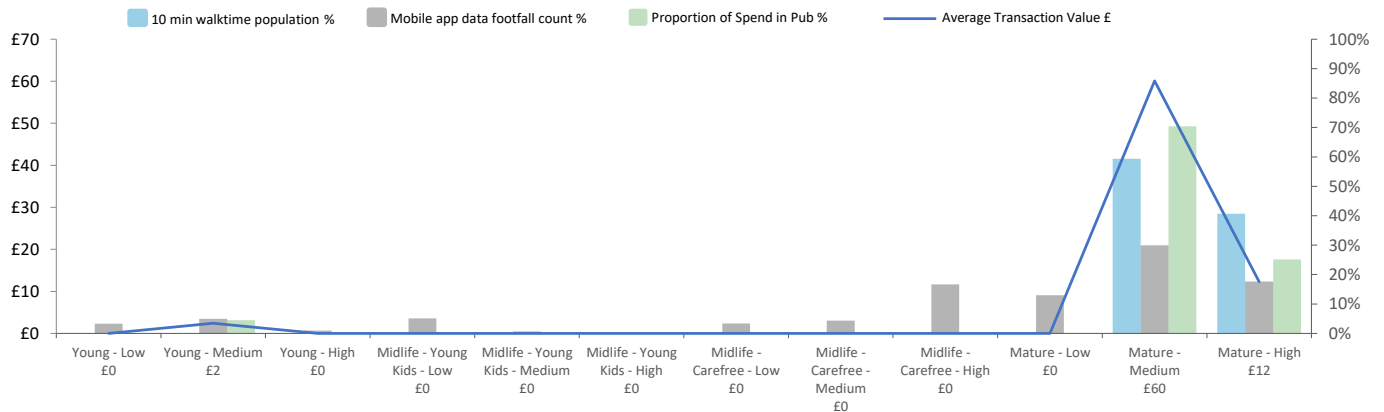
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625438	Fox & Hounds Coxbench	DE21 5BA	Star Pubs & Bars	Family Pub Dining	13



- ★ 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 - Fox & Hounds Coxbench

	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**

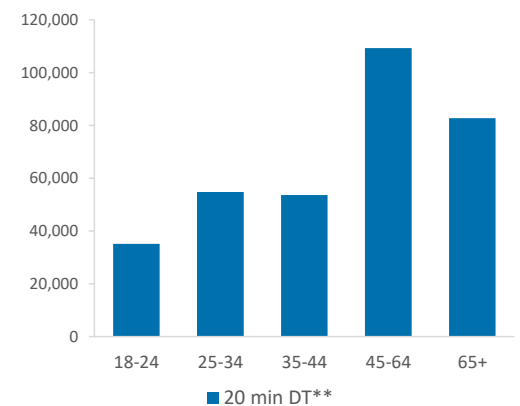
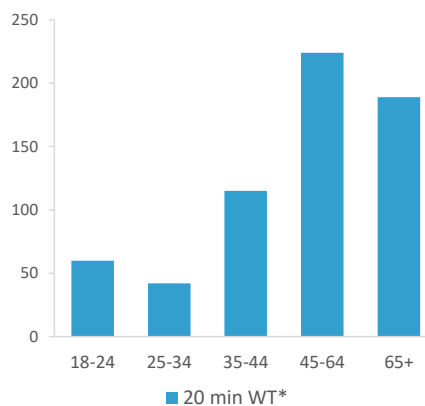
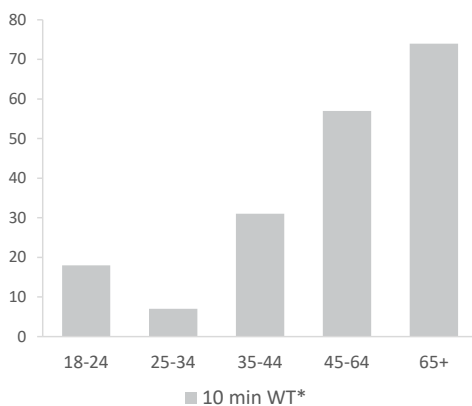
Population	235	781	420,048	4	4	96
Adults 18+	187	630	335,469	4	4	96
Competition Pubs	1	1	468	6	3	113
Adults 18+ per Competition Pub	187	630	717	22	73	83
% Adults Likely to Drink	82.3%	81.0%	75.3%	108	106	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	25.7%	42.4%	0	77	127
	Medium	59.4%	24.8%	40.8%	156	65	107
	High	40.6%	49.5%	16.0%	149	181	58

\*Affluence does not include Not Private Households

Age Profile	18-24	18	60	35,099	94	94	103
	25-34	7	42	54,760	22	40	98
	35-44	31	115	53,607	100	111	96
	45-64	57	224	109,273	94	112	101
	65+	74	189	82,730	164	126	103



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	110 (47%)	371 (48%)	207,573 (49%)	96	97	101
	Female	125 (53%)	410 (52%)	212,475 (51%)	104	103	99

Economic Status (16+)	Employed: Full-time	80 (42%)	222 (35%)	120,771 (35%)	123	100	102
	Employed: Part-time	22 (12%)	93 (14%)	42,748 (12%)	98	122	104
	Self employed	14 (7%)	56 (9%)	25,682 (7%)	80	94	81
	Unemployed	1 (1%)	20 (3%)	9,022 (3%)	19	113	95
	Full-time student	6 (3%)	18 (3%)	8,396 (2%)	134	118	102
	Retired	47 (25%)	146 (23%)	79,557 (23%)	114	104	105
	Other	19 (10%)	88 (14%)	59,021 (17%)	58	79	98

Total Worker Count	96	277	226,843
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See the Glossary page for further information on the above variables

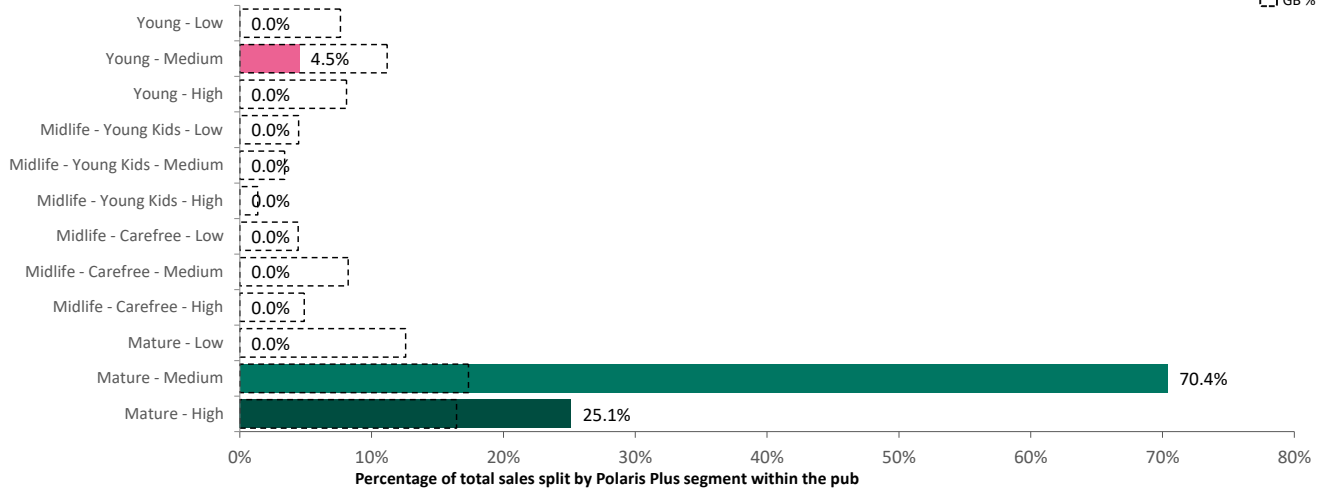
# Transactional Data Summary - Fox & Hounds Coxbench



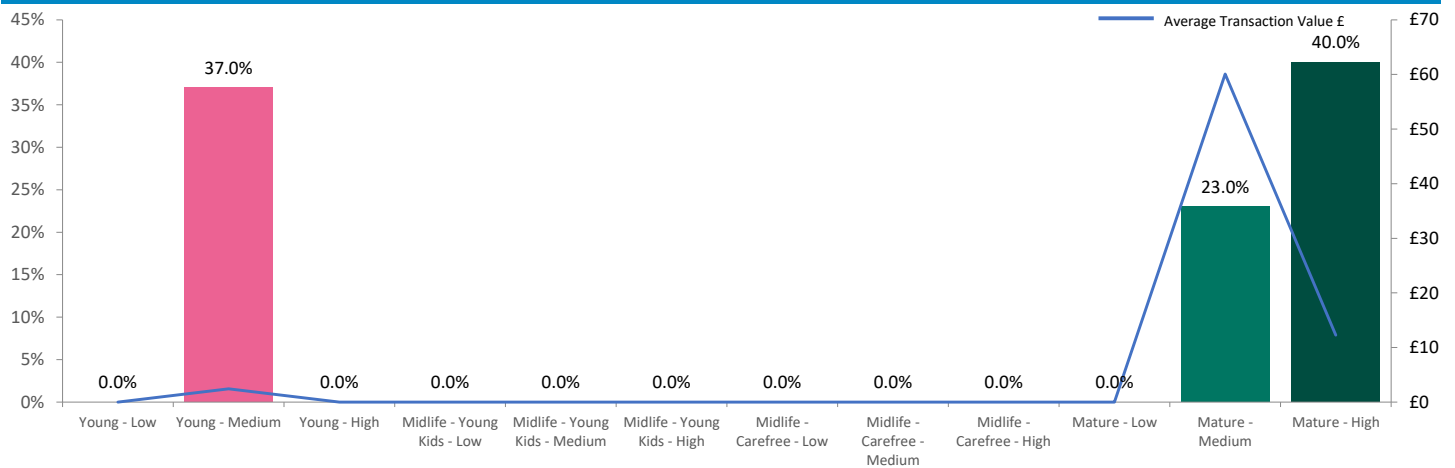
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## Spend by Polaris Plus

GB %

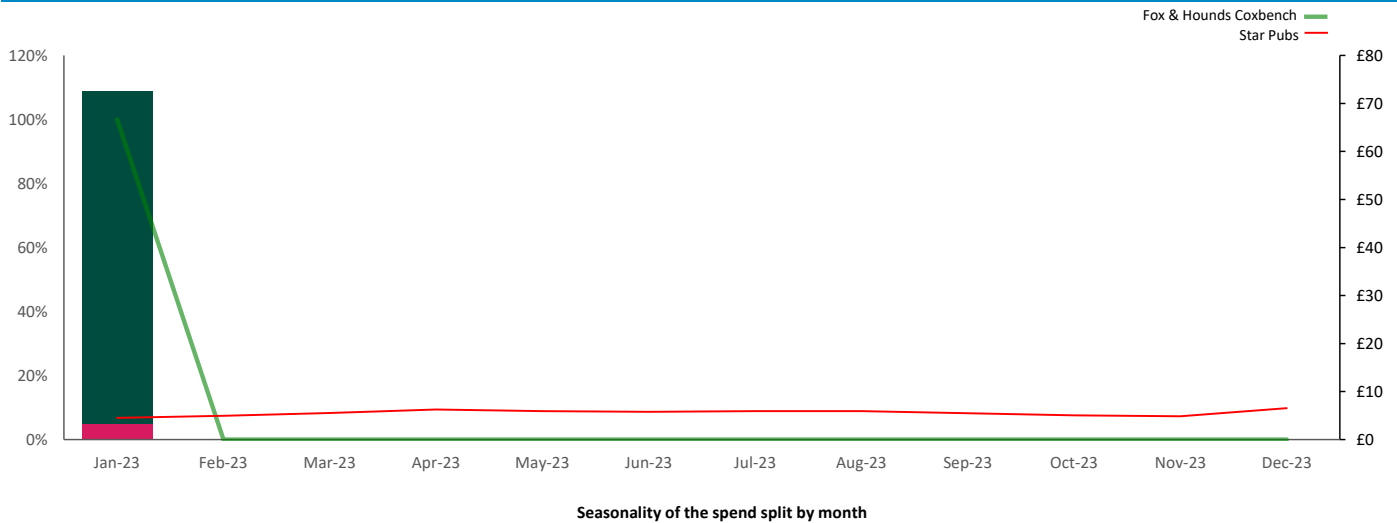


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

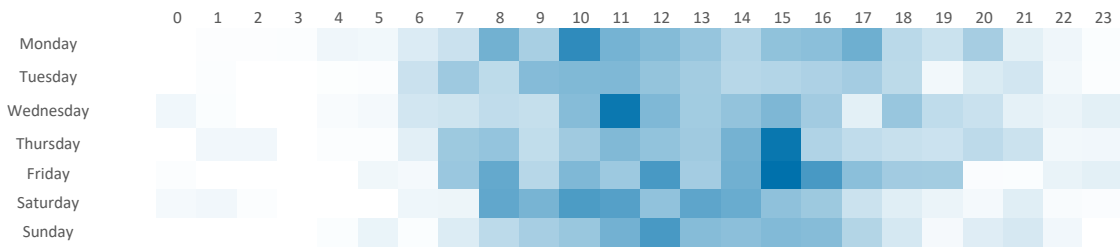


# Mobile Data Summary - Fox & Hounds Coxbench



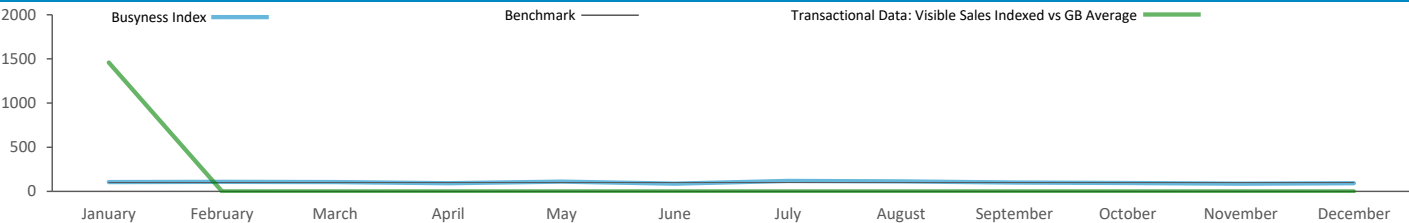
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## Time of Day/Day of Week



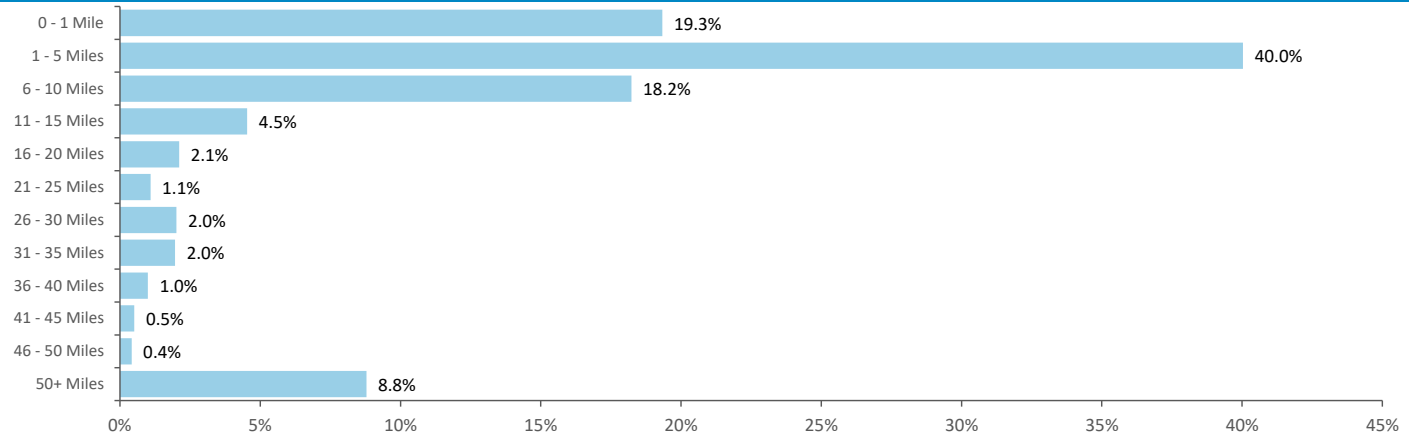
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

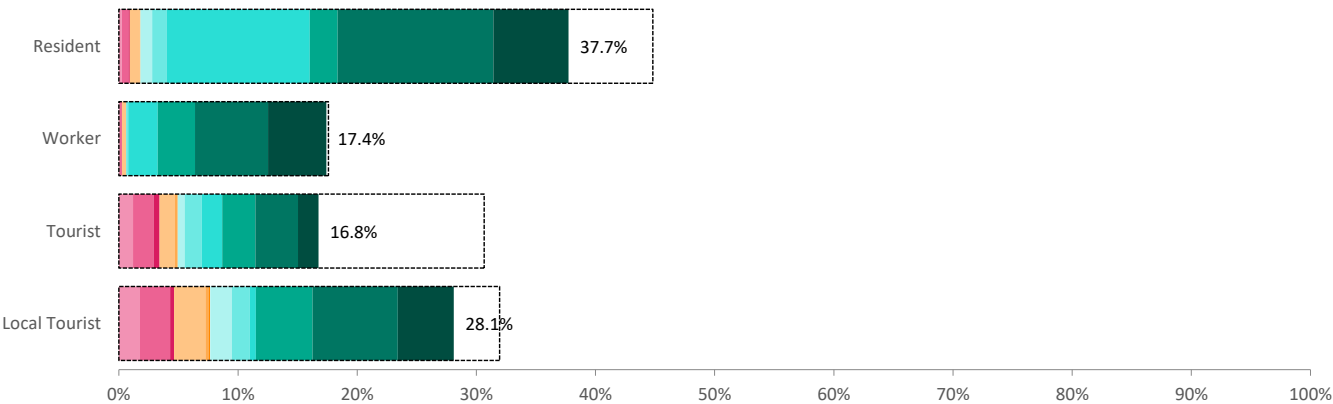
## Distance from Home



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

## Audience Classification by Polaris Plus

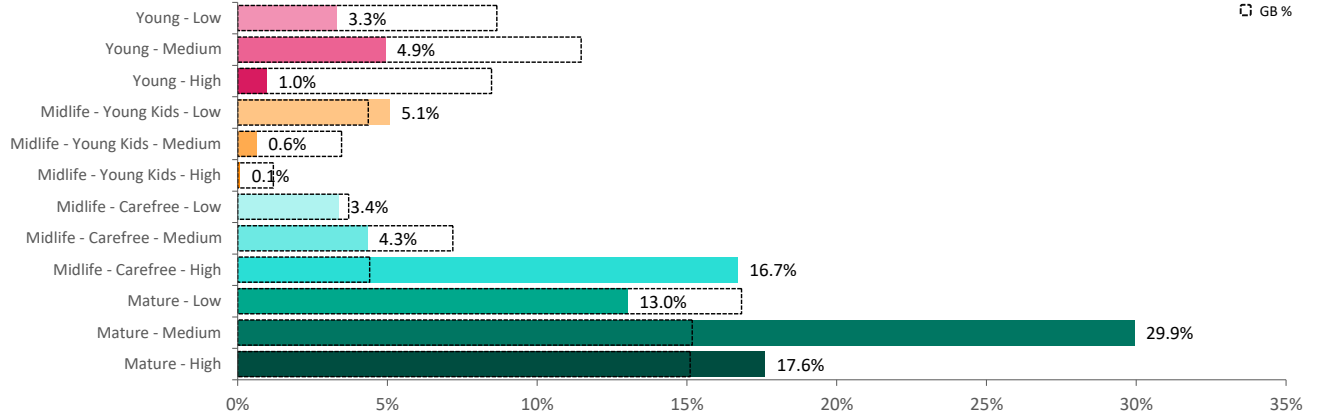
Base: GB



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

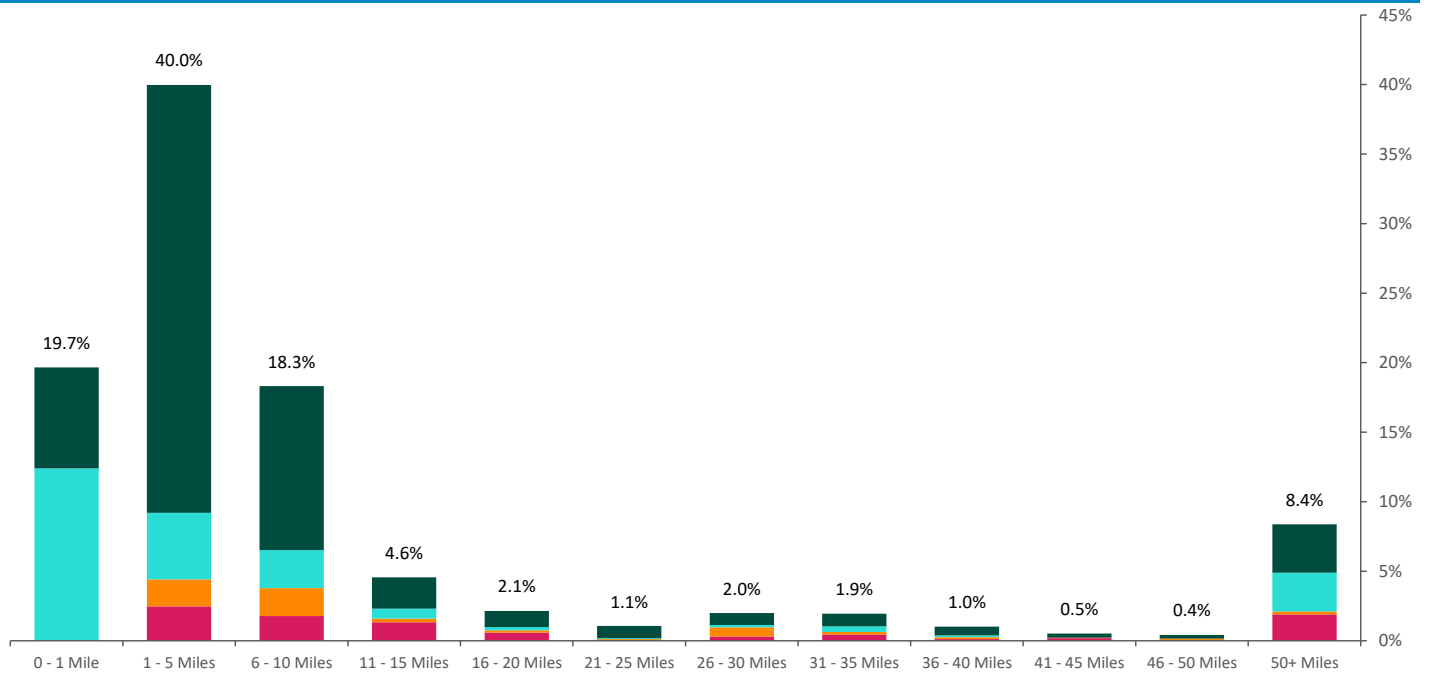
## Mobile Data Summary - Fox & Hounds Coxbench

### 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



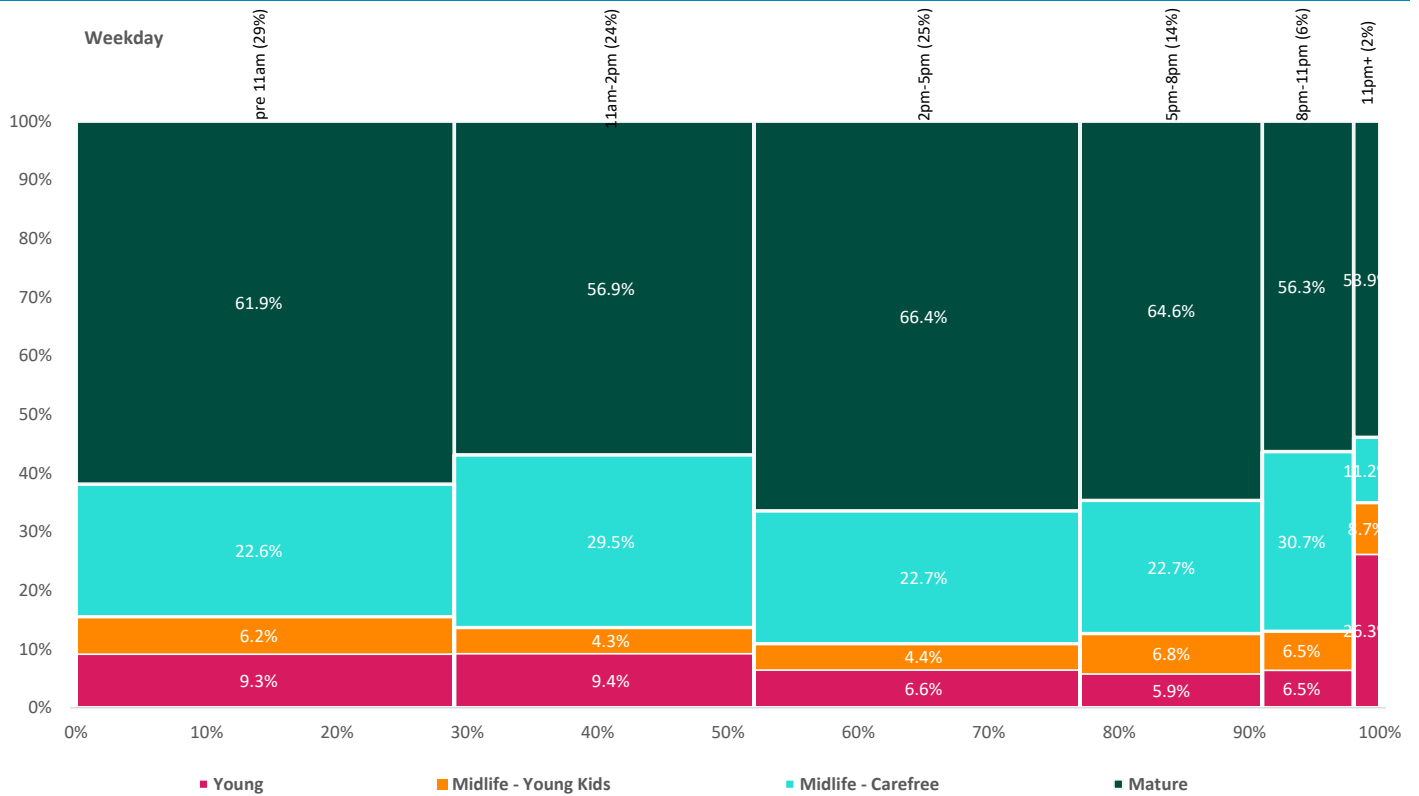
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Fox & Hounds Coxbench

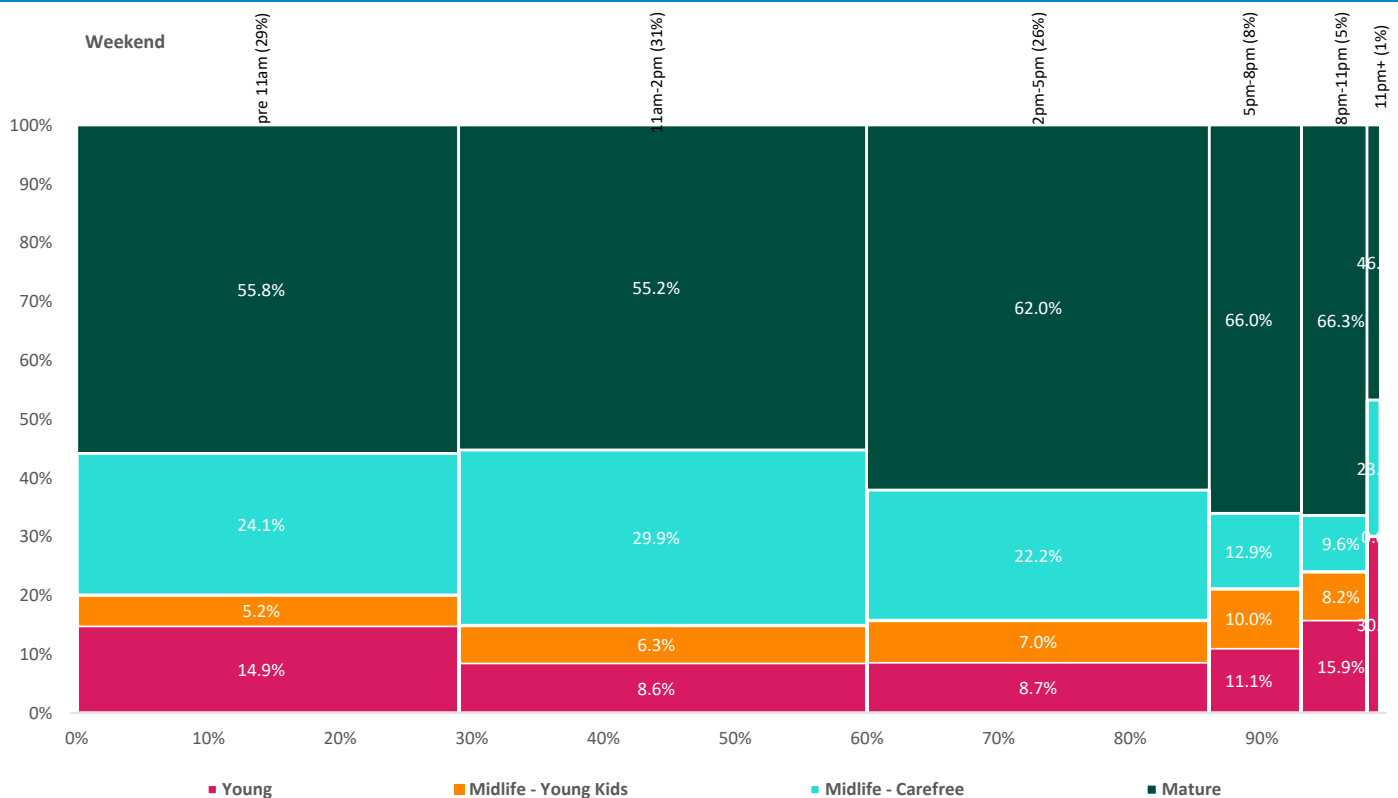


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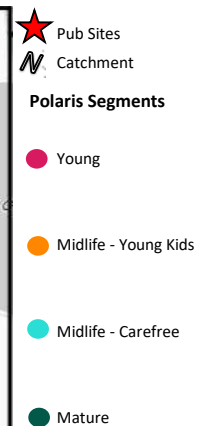
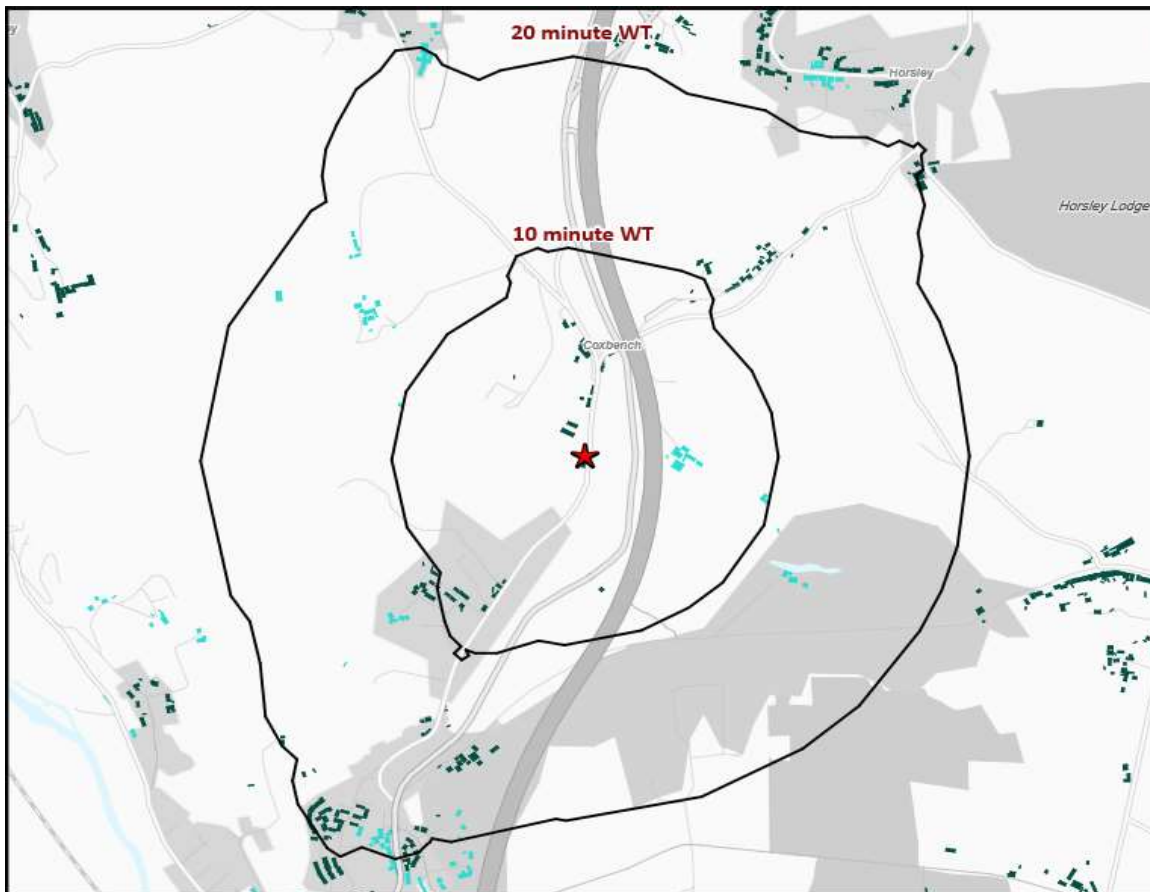
## Time of Day by Polaris: Weekday (Monday to Friday)



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



## Polaris Summary - Fox &amp; Hounds Coxbench

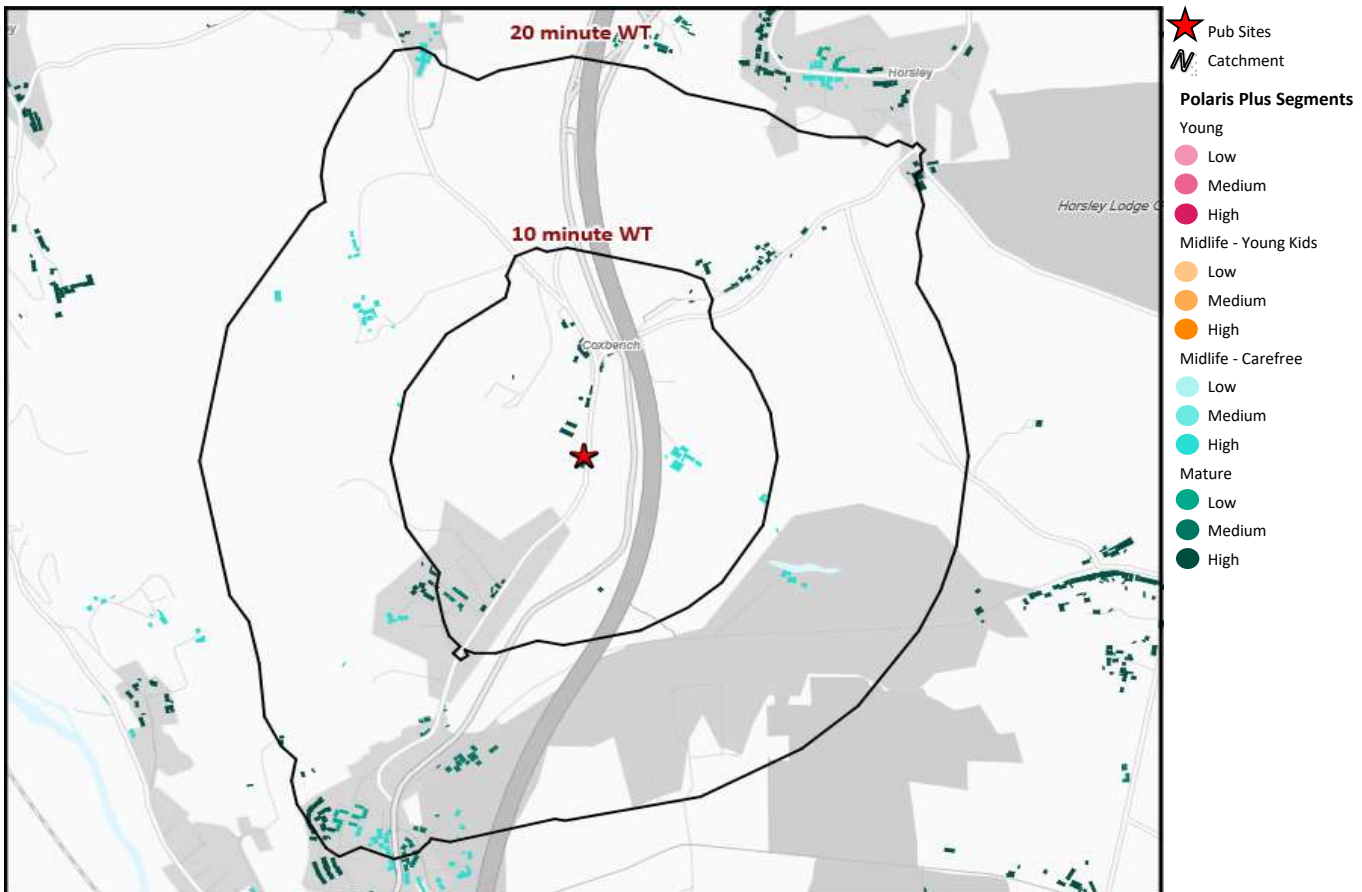


## Polaris Profile by Catchment

\*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	64,915	0	0	70
Midlife - Young Kids	0	0	52,239	0	0	142
Midlife - Carefree	0	132	43,375	0	132	82
Mature	187	498	171,857	225	178	115
<b>Not Private Households</b>	0	0	3,083	0	0	70
<b>Total</b>	187	630	335,469			

## Polaris Plus Summary - Fox &amp; Hounds Coxbench



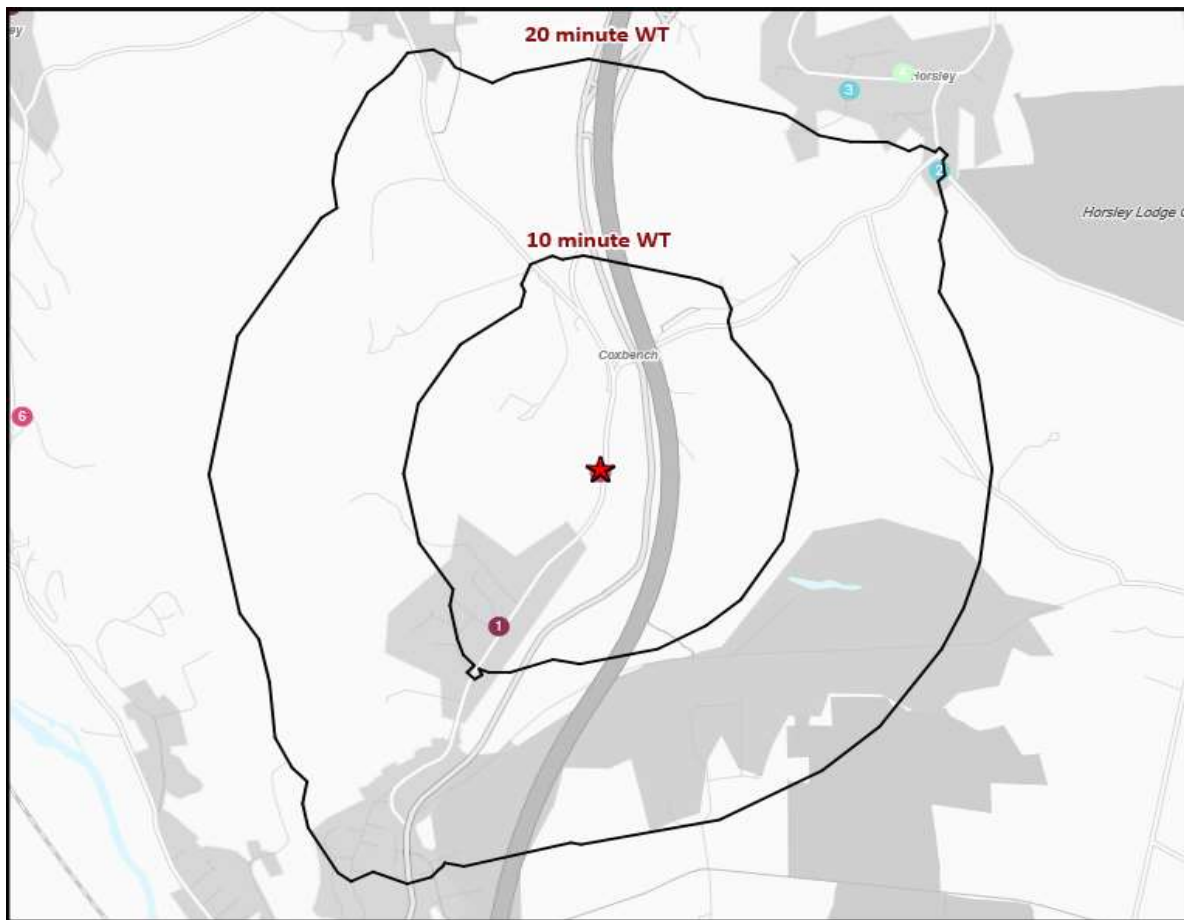
## Polaris Plus Profile by Catchment

\*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</b>						
Low	0	0	26,879	0	0	82
Medium	0	0	33,867	0	0	92
High	0	0	4,169	0	0	18
<b>Midlife - Young Kids</b>						
Low	0	0	43,935	0	0	239
Medium	0	0	7,897	0	0	54
High	0	0	407	0	0	11
<b>Midlife - Carefree</b>						
Low	0	0	17,475	0	0	124
Medium	0	0	16,113	0	0	67
High	0	132	9,787	0	470	66
<b>Mature</b>						
Low	0	162	53,791	0	187	117
Medium	111	156	78,915	379	158	150
High	76	180	39,151	271	191	78
<b>Not Private Households</b>	0	0	3,083	0	0	70
<b>Total</b>	187	630	335,469			



## CGA Summary - Fox &amp; Hounds Coxbench



- ★ 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	Fox & Hounds	DE21 5BA	Star Pubs & Bars	Family Pub Dining	0.0
1	Bell & Harp	DE21 5AE	Unknown	Premium Local	0.4
2	Horsley Lodge Golf Club	DE21 5BL	Independent Free	Clubland	0.9
3	Horsley Bowls Club	DE21 5BT	Independent Free	Clubland	0.9
4	Coach & Horses	DE21 5BQ	Unknown	Community Pub	1.0
5	Cosy	DE21 5AB	Independent Free	Restaurants	1.0
6	Bridge Inn	DE56 4BG	Marston's	Family Pub Dining	1.1
7	Spotted Cow	DE56 0TA	Independent Free	Family Pub Dining	1.1

# Per Pub Analysis - Fox & Hounds Coxbench



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	187	630	335,469
Number of Competition Pubs	1	1	468
Adults 18+ per Competition Pub	187	630	717

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	5	2.9%	36
Circuit Bar	0	0	0.0%	0
Community Pub	0	30	16.3%	85
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	58	30.9%	174
High Street Pub	0	32	17.2%	94
Premium Local	1	61	32.7%	198

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	22	3.4%	43
Circuit Bar	0	12	1.9%	46
Community Pub	0	143	22.8%	119
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	175	27.8%	157
High Street Pub	0	113	17.9%	97
Premium Local	1	165	26.2%	159

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	15,085	4.5%	56
Circuit Bar	27	12,183	3.6%	90
Community Pub	84	85,706	25.5%	134
Craft Led	0	7,411	2.2%	64
Great Pub Great Food	6	46,179	13.8%	78
High Street Pub	74	79,998	23.8%	129
Premium Local	80	52,237	15.6%	94

## 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 &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</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</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</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><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	<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><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</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>"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."</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><tr><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																						
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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 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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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																										