

# Catchment Summary - Horse & Jockey Wrexham



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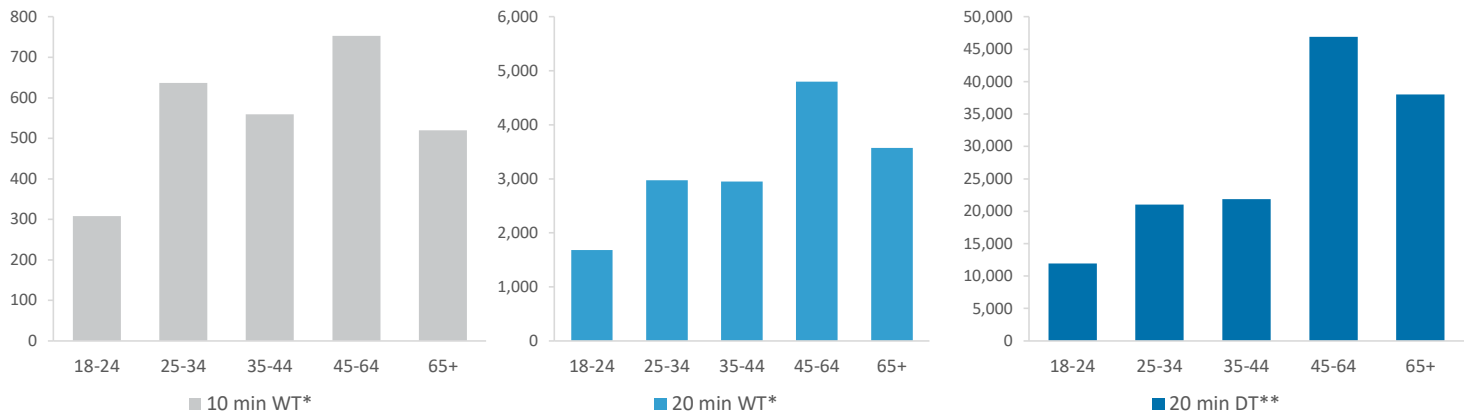
	Over GB Average
	Around GB Average
	Under GB Average

\*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	3,276	20,089	177,521	62	138	47	
Adults 18+	2,777	15,978	139,782	64	89	47	
Competition Pubs	32	41	179	213	128	49	
Adults 18+ per Competition Pub	87	390	781	11	47	95	
% Adults Likely to Drink	81.0%	81.0%	82.6%	98	98	100	
Affluence	Low	15.8%	29.2%	21.9%	62	114	85
	Medium	61.1%	54.7%	47.7%	155	139	121
	High	19.5%	14.6%	28.5%	58	43	85
Age Profile	18-24	308	1,682	11,968	116	103	83
	25-34	637	2,973	21,056	146	111	89
	35-44	559	2,950	21,865	133	114	96
	45-64	753	4,800	46,895	90	93	103
	65+	520	3,573	37,998	83	93	112

Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



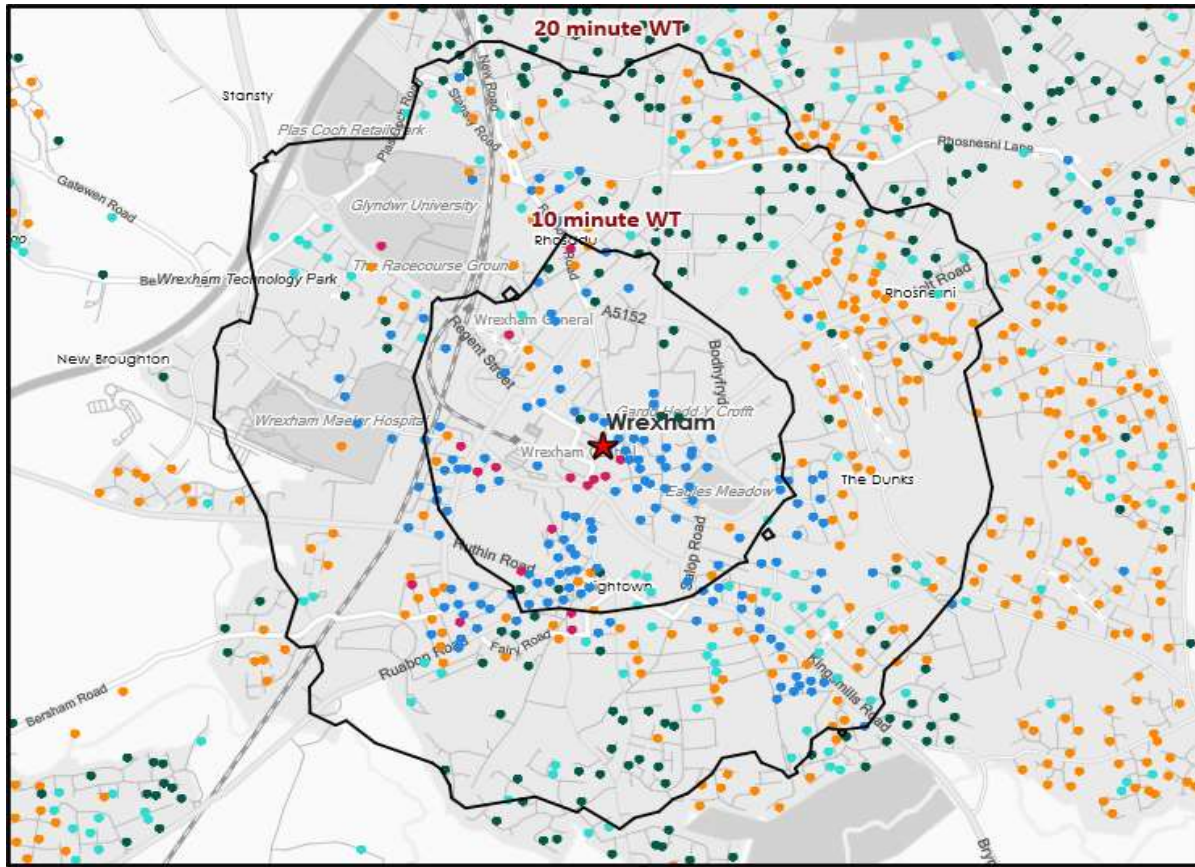
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	1,680 (51%)	10,390 (52%)	88,531 (50%)	104	105	101
	Female	1,596 (49%)	9,699 (48%)	88,990 (50%)	96	96	99
Economic Status (16-74)	Employed: Full-time	1,254 (49%)	6,245 (42%)	53,612 (43%)	118	102	102
	Employed: Part-time	261 (10%)	1,923 (13%)	17,800 (14%)	79	100	109
	Self employed	131 (5%)	722 (5%)	10,003 (8%)	54	51	83
	Unemployed	55 (2%)	393 (3%)	2,485 (2%)	91	112	83
	Retired	197 (8%)	1,756 (12%)	19,810 (16%)	56	86	114
Other	656 (26%)	3,708 (25%)	22,220 (18%)	130	128	89	
Total Worker Count	10,047	20,955	80,546				

See the Glossary page for further information on the above variables

# Polaris Summary - Horse & Jockey Wrexham



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Data Source © 2020 TomTom

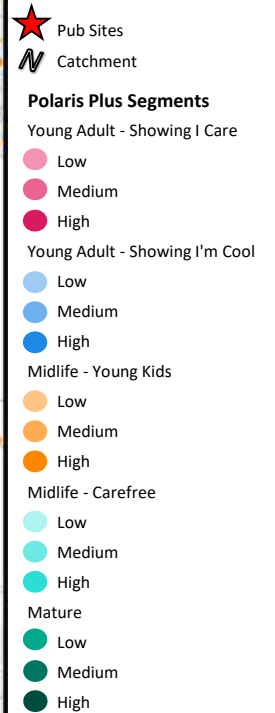
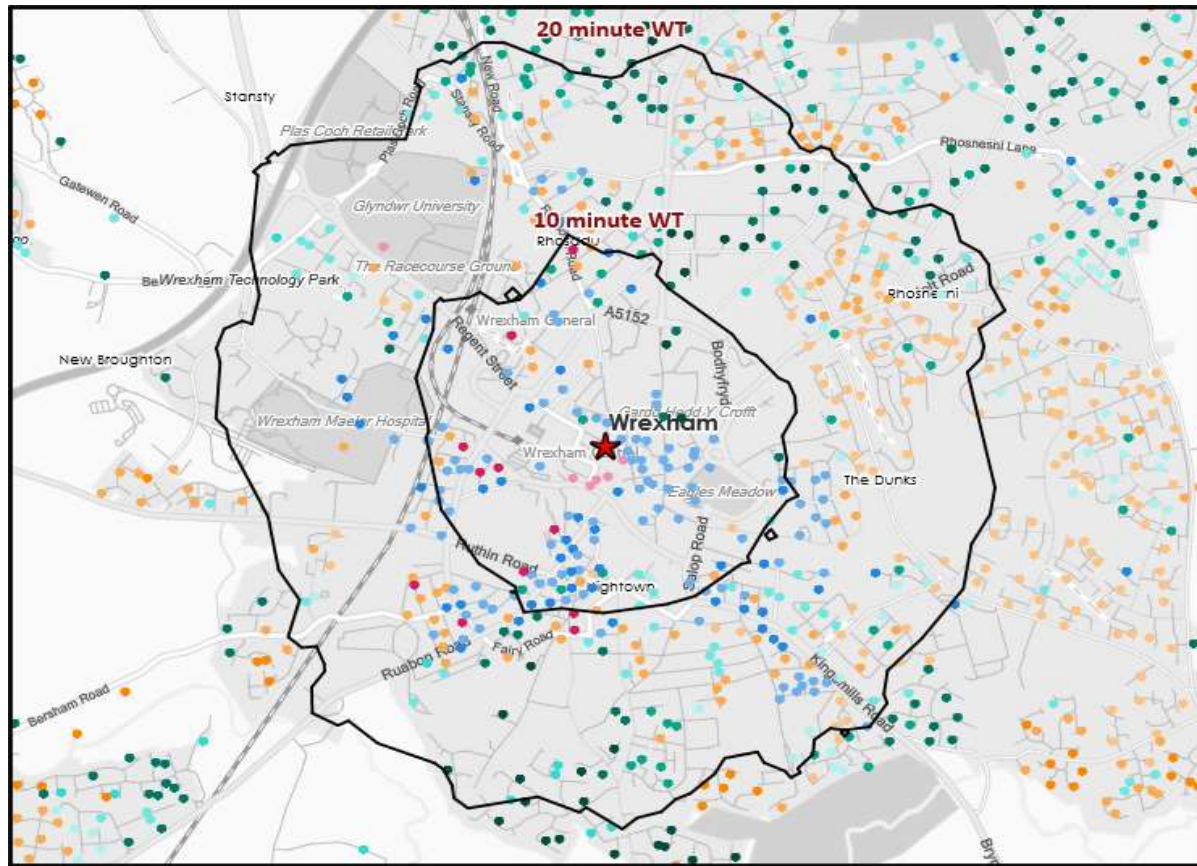


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	253	454	882	102	32	7
Young Adult - Showing I'm Cool	1,696	4,145	5,588	664	282	43
Midlife - Young Kids	315	5,725	38,411	36	114	87
Midlife - Carefree	218	2,936	35,840	37	87	122
Mature	197	2,476	56,438	25	55	144
<b>Not Private Households</b>	98	242	2,623	245	105	131
<b>Total</b>	2,777	15,978	139,782			

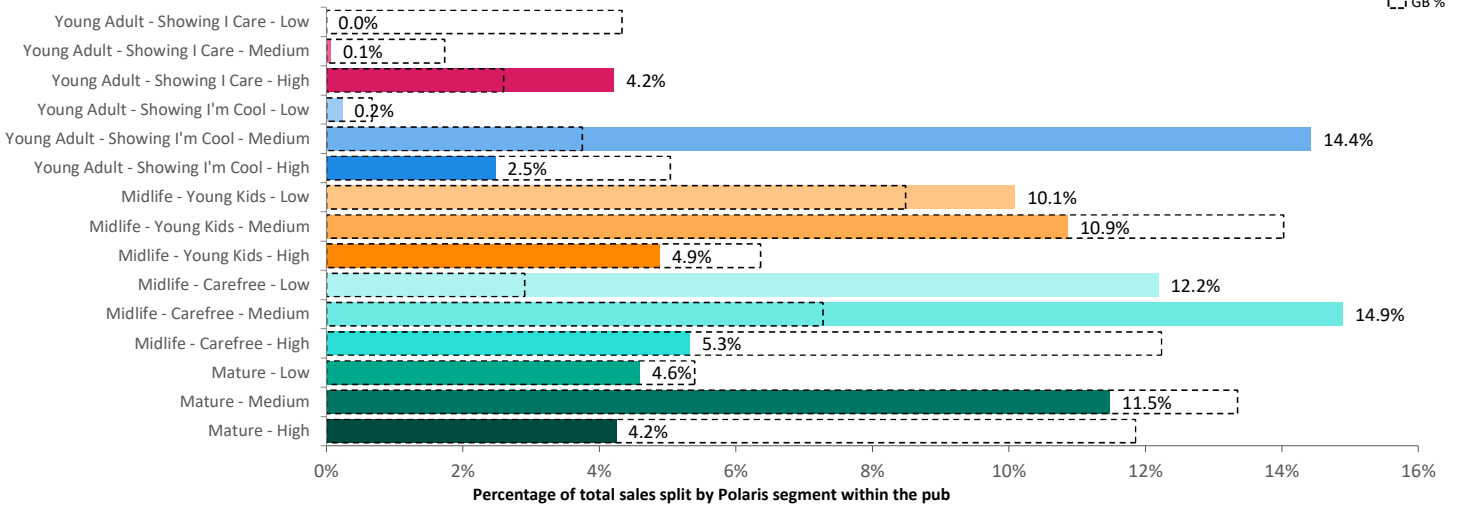


Polaris Plus Profile by Catchment

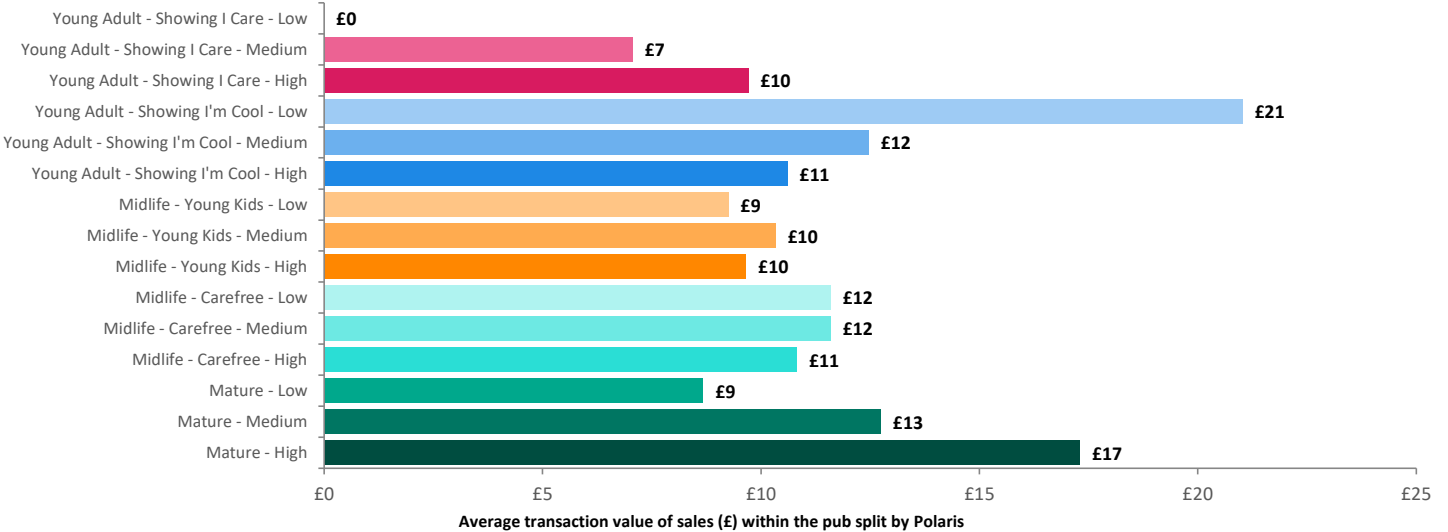
\*WT= Walktime, \*\*DT= Drivetime

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	114	150	184	98	22	3
Medium	0	0	0	0	0	0
High	139	304	698	149	56	15
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	1,294	2,840	3,317	1,260	481	64
High	402	1,305	2,271	323	182	36
<b>Midlife - Young Kids</b>						
Low	76	2,690	13,665	25	151	88
Medium	239	3,035	17,085	58	127	82
High	0	0	7,661	0	0	102
<b>Midlife - Carefree</b>						
Low	53	740	8,817	56	136	186
Medium	165	1,829	13,332	88	170	142
High	0	367	13,691	0	21	90
<b>Mature</b>						
Low	197	1,091	7,932	119	115	96
Medium	0	1,031	33,001	0	51	187
High	0	354	15,505	0	24	118
<b>Not Private Households</b>	98	242	2,623	245	105	131
<b>Total</b>	2,777	15,978	139,782			

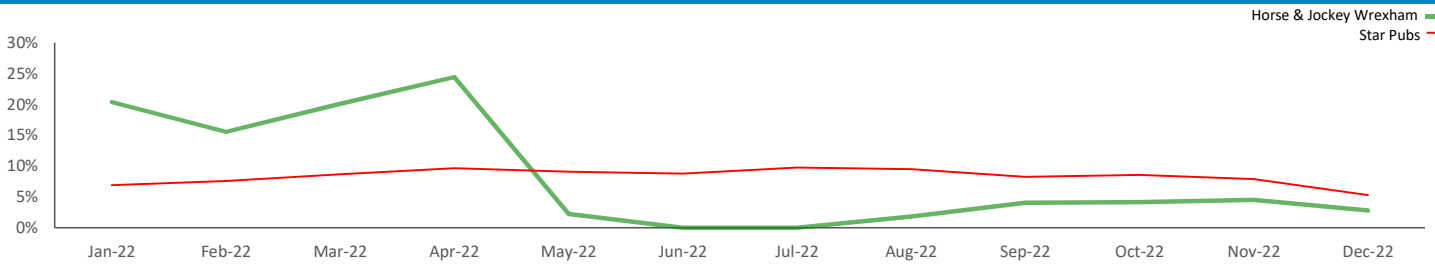
Spend by Polaris



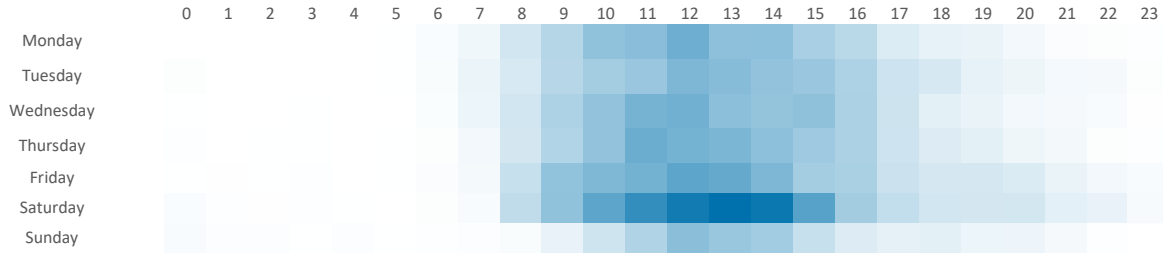
Average Transaction Values (£) by Polaris



Spend by Month

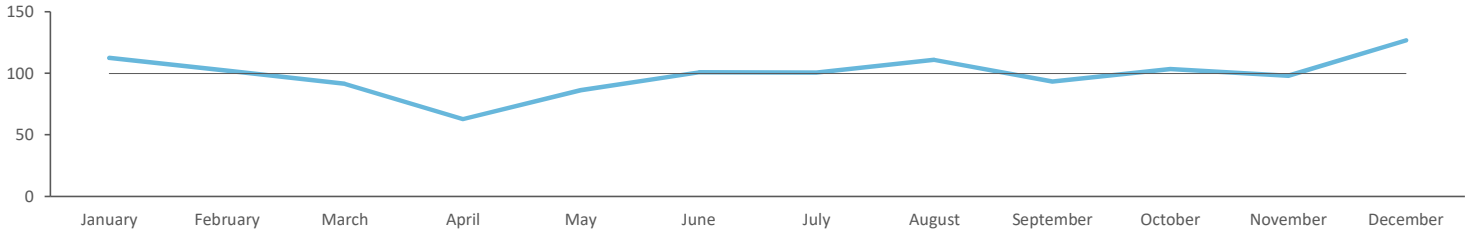


Time of Day/Day of Week



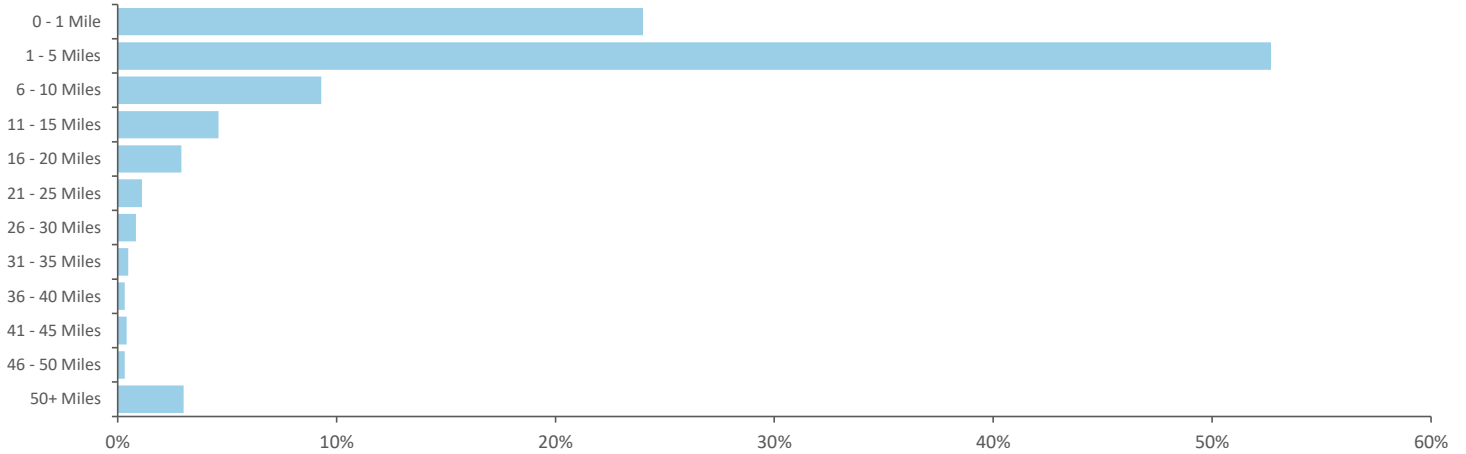
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



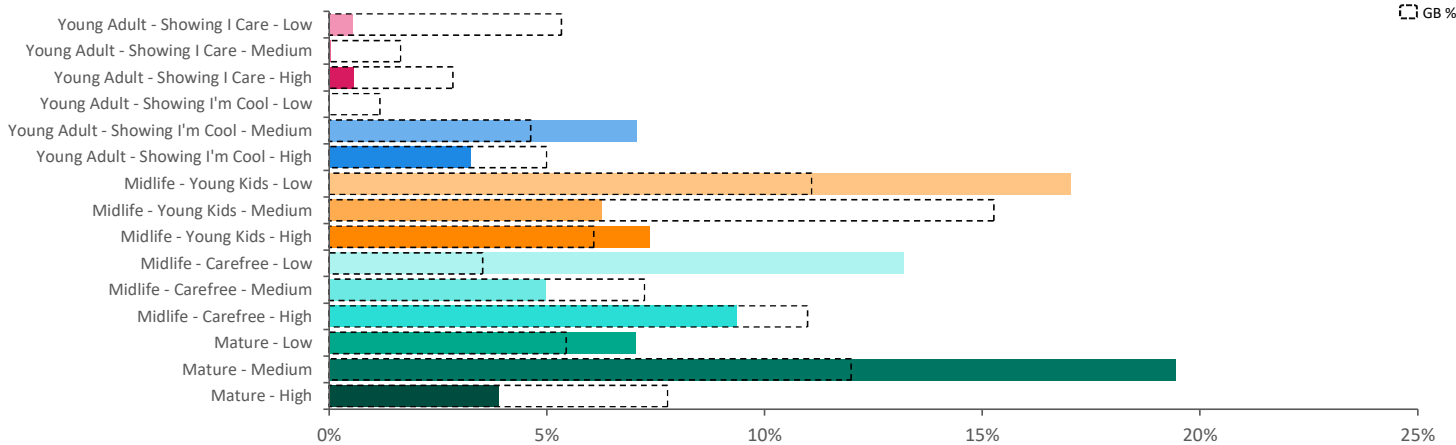
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



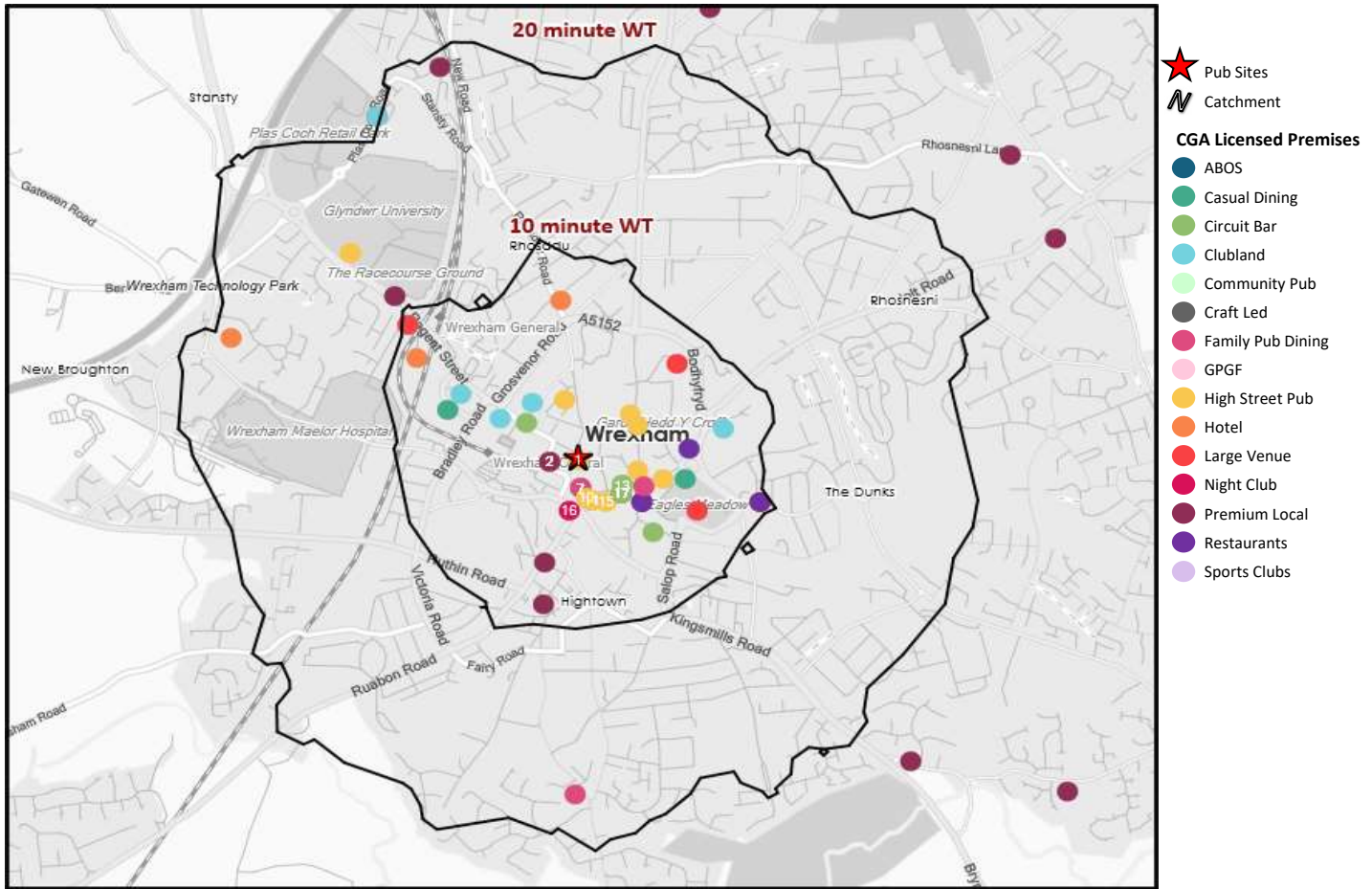
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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





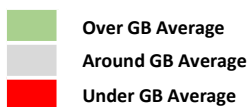
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Horse & Jockey	LL11 1BD	Star Pubs & Bars	High Street Pub	0.0
2	Rock Suite	LL11 1SN	Independent Free	High Street Pub	0.1
2	Grove Park Little Theatre	LL11 1SN	Independent Free	Large Venue	0.1
2	Central Station	LL11 1SN	Independent Free	Large Venue	0.1
2	Lot 11	LL11 1SN	Independent Free	High Street Pub	0.1
2	Hill Street Social	LL11 1SN	Independent Free	Premium Local	0.1
7	Penny Black	LL11 1TA	Independent Free	Circuit Bar	0.1
7	Cross Foxes	LL11 1TA	Amber Taverns	Circuit Bar	0.1
7	Old Swan	LL11 1TA	Hydes Anvil	Family Pub Dining	0.1
10	Hideout	LL13 8NB	Independent Free	High Street Pub	0.1
11	Ironworks	LL13 8NA	LT Pub Management	Circuit Bar	0.1
11	One To Five	LL13 8NA	Daniel Thwaites plc	High Street Pub	0.1
13	North And South Wales Bank	LL13 8HP	Wetherspoons GB	Circuit Bar	0.1
13	Golden Lion	LL13 8HP	*Other Small Retail Groups	Circuit Bar	0.1
15	Chequers Bar	LL13 8LS	Independent Free	High Street Pub	0.1
16	Atik	LL13 7LH	Rekom UK	Night Club	0.1
17	Bank Bar & Bistro	LL13 8HY	Independent Free	High Street Pub	0.1
17	Frisky Pudding	LL13 8HY	Independent Free	Circuit Bar	0.1
17	Royal Oak	LL13 8HY	Joule's Brewery	Family Pub Dining	0.1
17	Teds Bar	LL13 8HY	Independent Free	Circuit Bar	0.1

# Per Pub Analysis - Horse & Jockey Wrexham



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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+	2,777	15,978	139,782
Number of Competition Pubs	32	41	179
Adults 18+ per Competition Pub	87	390	781

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	496	17.9%	175
Circuit Bar	207	7.5%	203
Community Pub	303	10.9%	63
Craft Led	297	10.7%	339
Great Pub Great Food	444	16.0%	83
High Street Pub	394	14.2%	82
Premium Local	319	11.5%	65

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,835	11.5%	113
Circuit Bar	828	5.2%	141
Community Pub	2,905	18.2%	105
Craft Led	863	5.4%	171
Great Pub Great Food	1,956	12.2%	64
High Street Pub	2,953	18.5%	107
Premium Local	1,828	11.4%	65

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	8,898	6.4%	62
Circuit Bar	3,278	2.3%	64
Community Pub	24,260	17.4%	100
Craft Led	1,971	1.4%	45
Great Pub Great Food	25,592	18.3%	95
High Street Pub	24,136	17.3%	100
Premium Local	26,874	19.2%	110

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, 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																		
<b>Polaris Segmentation</b>																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #f4a460; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d5c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds                      Conscious choices on sustainability and health   <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new   <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home  <i>"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"</i>	35-54 year olds No children under 12 at home  <i>"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>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like.  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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			