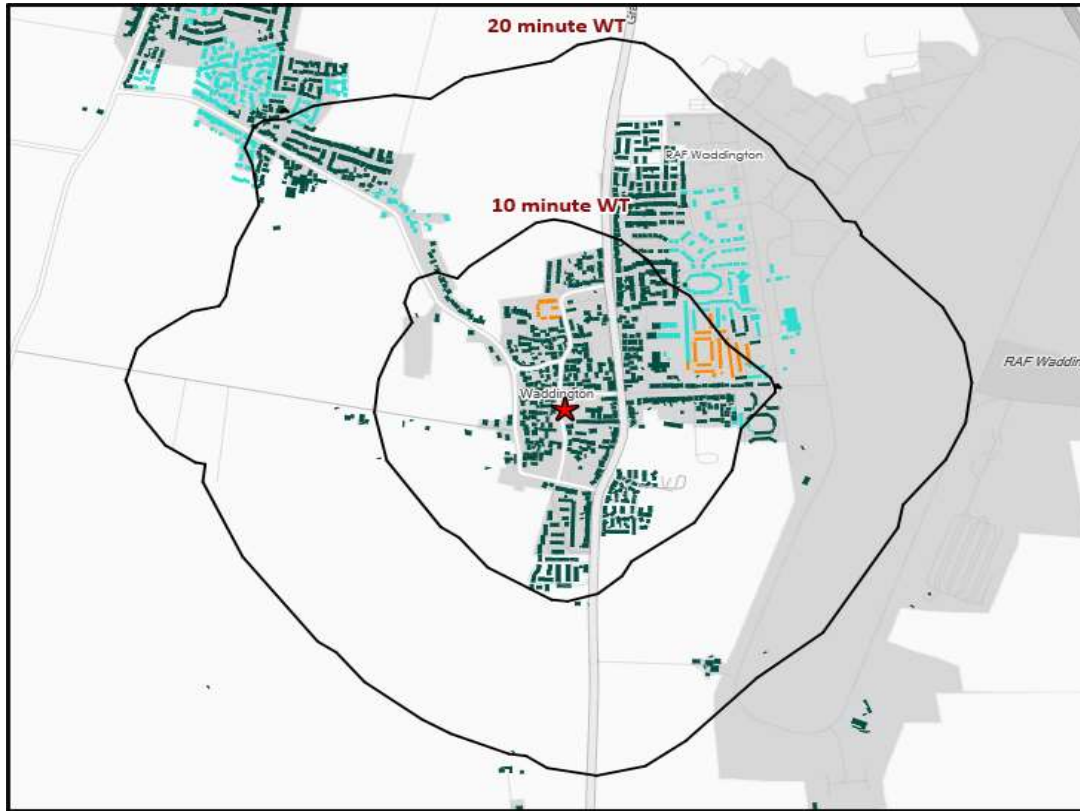


## Catchment Summary - Horse & Jockey Waddington

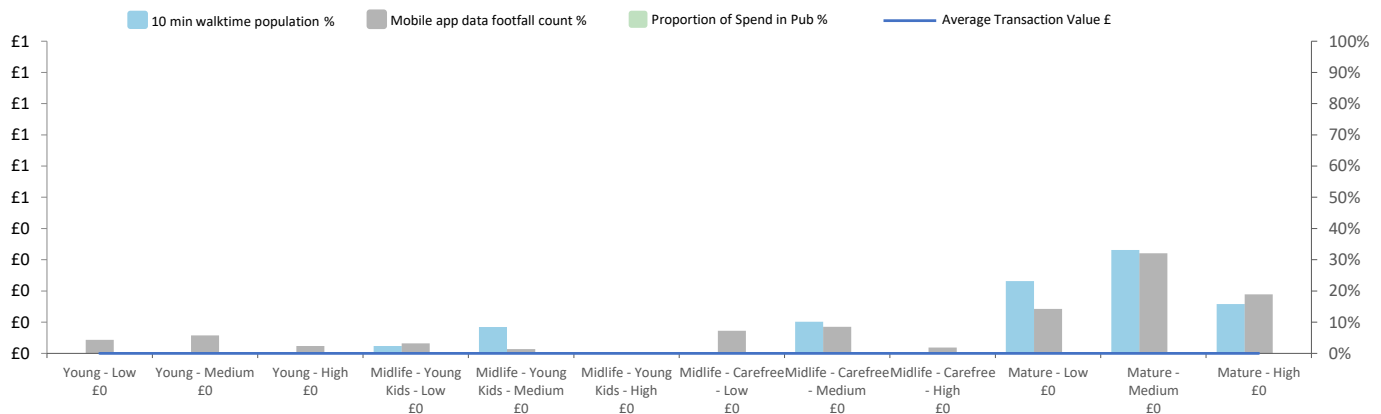


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Ship To	Name	Postcode	Operator	Segment	Sparsity
625553	Horse & Jockey Waddington	LN 5 9RF			16



### Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Horse & Jockey Waddington

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	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**

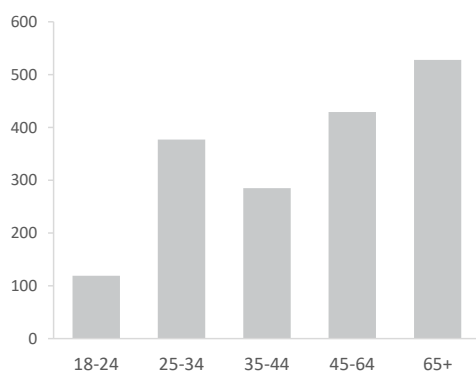
Population	2,170	4,215	183,176	40	23	42
Adults 18+	1,738	3,411	149,816	39	22	43
Competition Pubs	2	3	175	11	8	42
Adults 18+ per Competition Pub	869	1,137	856	101	132	100
% Adults Likely to Drink	78.0%	76.5%	78.3%	102	100	103

Population & Adults 18+ index is based on all pubs

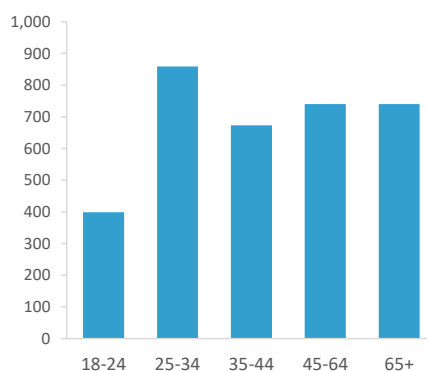
Affluence	Low	25.5%	15.7%	30.3%	77	47	91
	Medium	51.7%	57.0%	51.0%	136	149	134
	High	15.8%	11.2%	16.5%	58	41	60

\*Affluence does not include Not Private Households

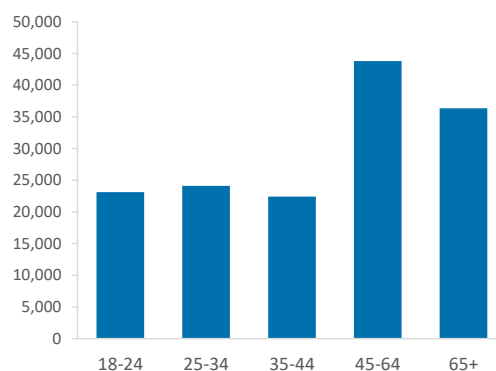
Age Profile	18-24	119	399	23,114	67	116	155
	25-34	377	859	24,116	130	153	99
	35-44	285	673	22,417	99	121	92
	45-64	429	740	43,806	77	68	93
	65+	528	740	36,363	127	91	103



■ 10 min WT\*



■ 20 min WT\*



■ 20 min DT\*\*

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	1,065 (49%)	2,300 (55%)	90,562 (49%)	100	111	101
	Female	1,105 (51%)	1,915 (45%)	92,614 (51%)	100	89	99

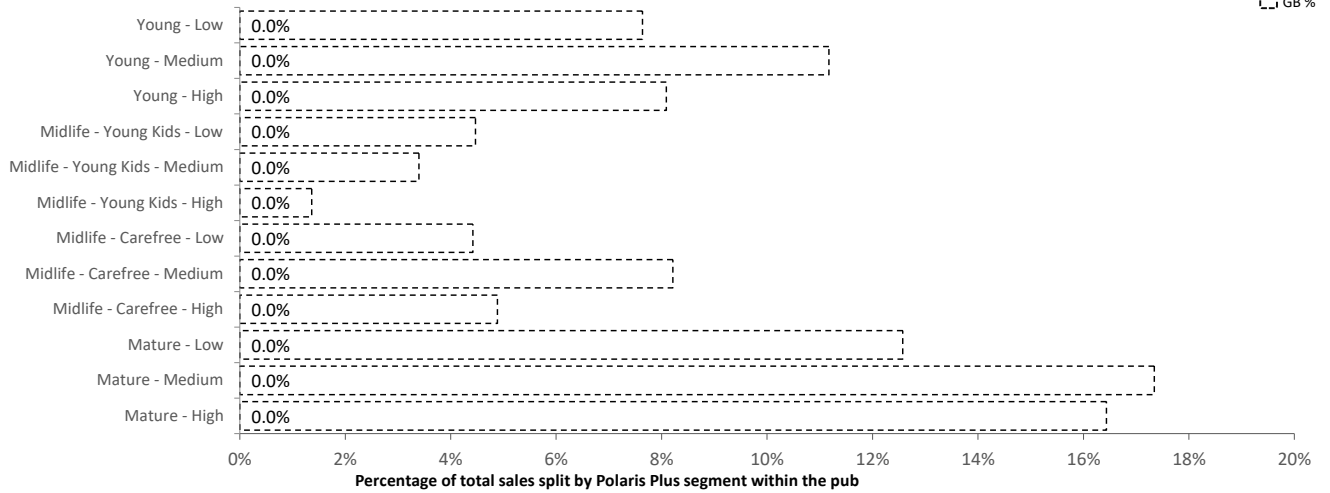
Economic Status (16+)	Employed: Full-time	617 (35%)	1,634 (47%)	51,886 (34%)	101	137	98
	Employed: Part-time	220 (12%)	425 (12%)	18,090 (12%)	105	103	99
	Self employed	131 (7%)	200 (6%)	11,088 (7%)	80	63	78
	Unemployed	31 (2%)	57 (2%)	3,272 (2%)	63	60	77
	Full-time student	25 (1%)	46 (1%)	5,759 (4%)	59	56	158
	Retired	494 (28%)	684 (20%)	34,255 (22%)	128	90	102
	Other	252 (14%)	417 (12%)	29,382 (19%)	82	69	110

Total Worker Count	2,155	3,706	91,076
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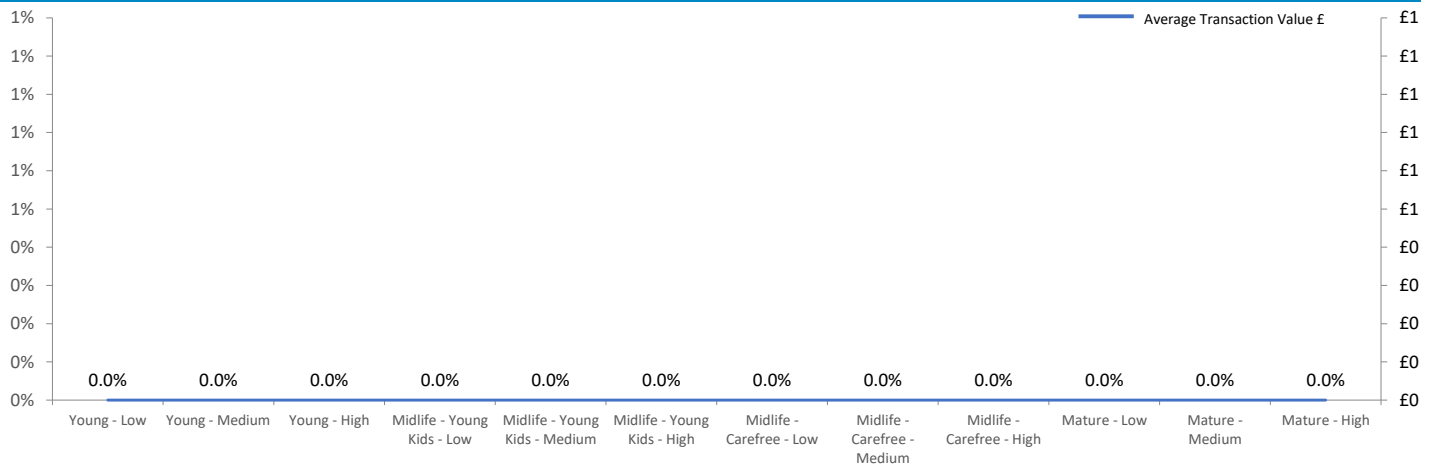
See the Glossary page for further information on the above variables

## Transactional Data Summary - Horse & Jockey Waddington

### Spend by Polaris Plus

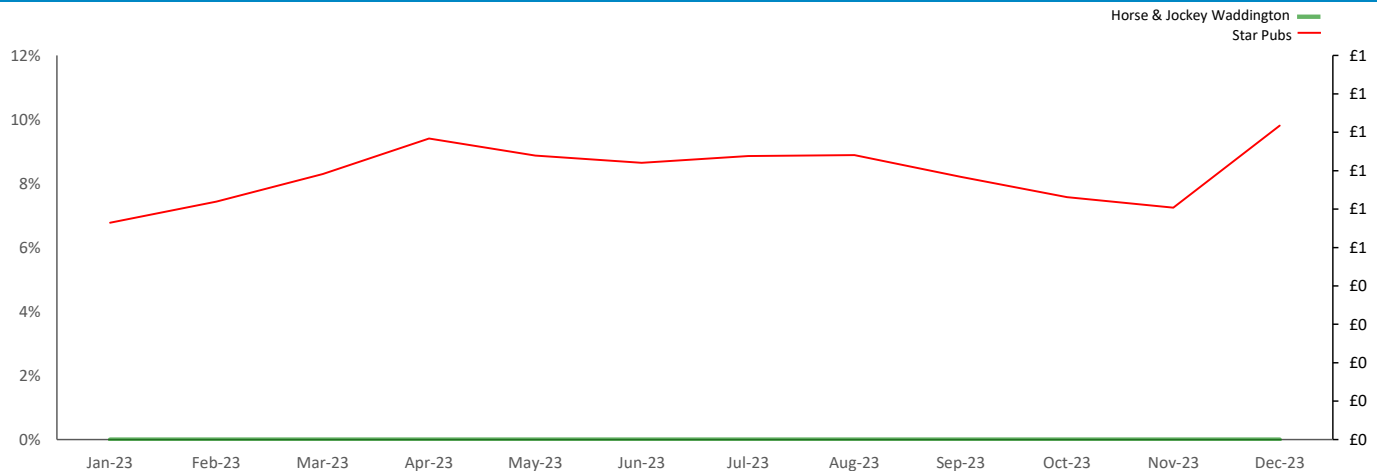


### % of Transactions and Average Transaction Values (£) by Polaris Plus



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

#### Spend by Month and Polaris



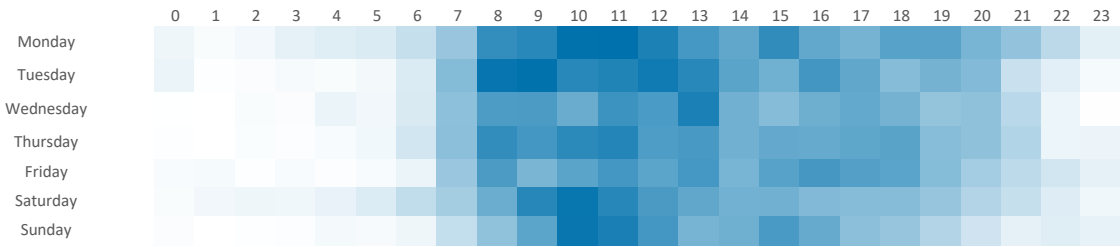
#### Seasonality of the spend split by month

# Mobile Data Summary - Horse & Jockey Waddington



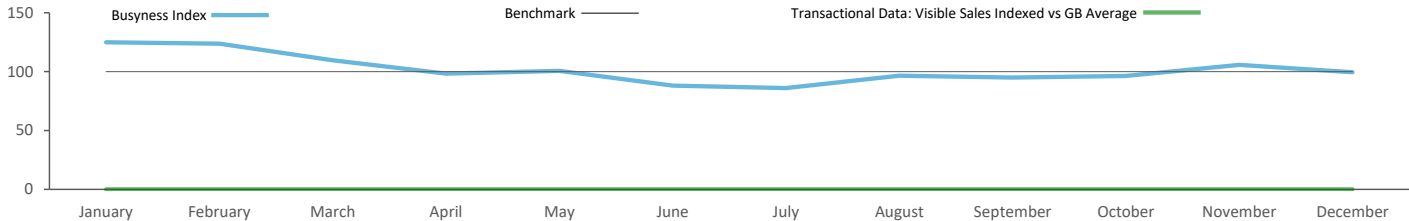
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## Time of Day/Day of Week



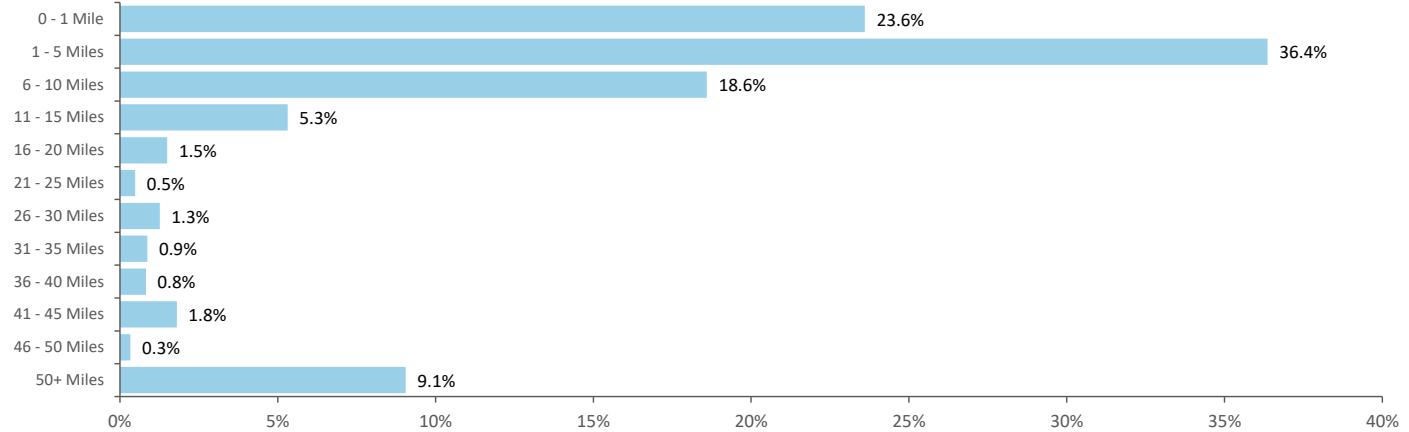
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

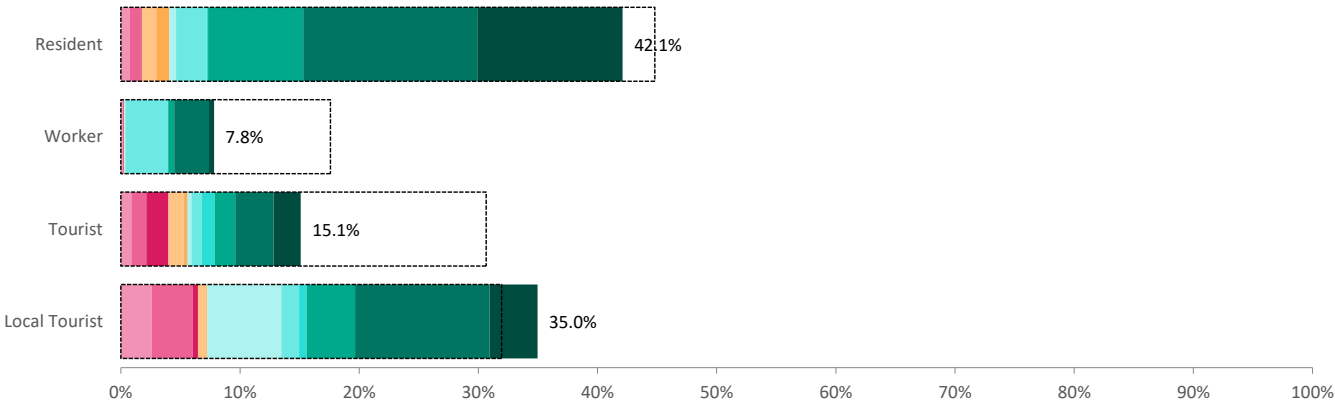
## Distance from Home



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

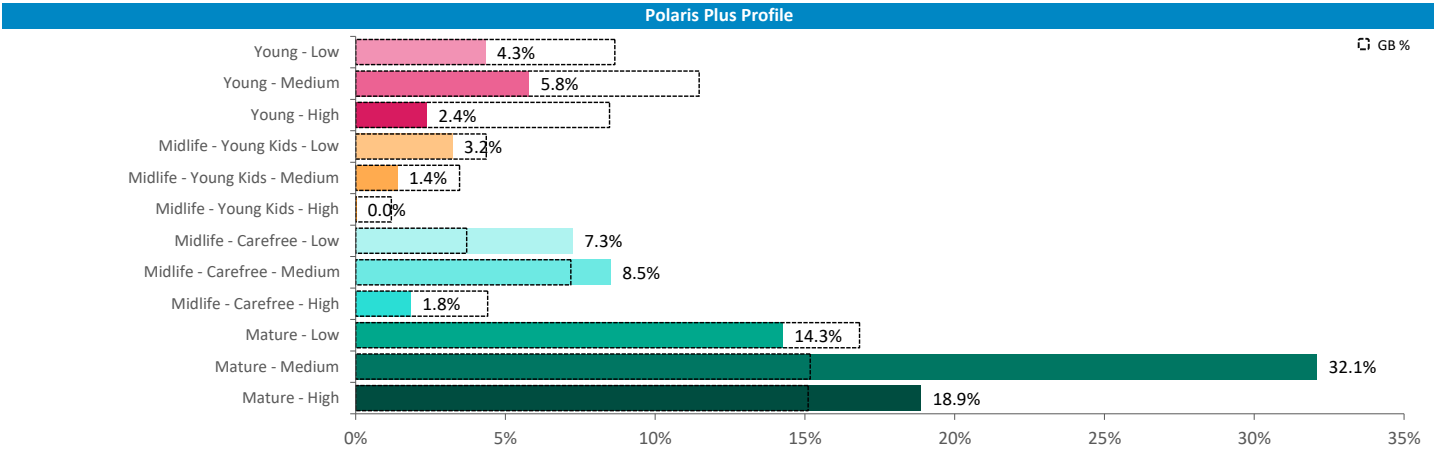


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

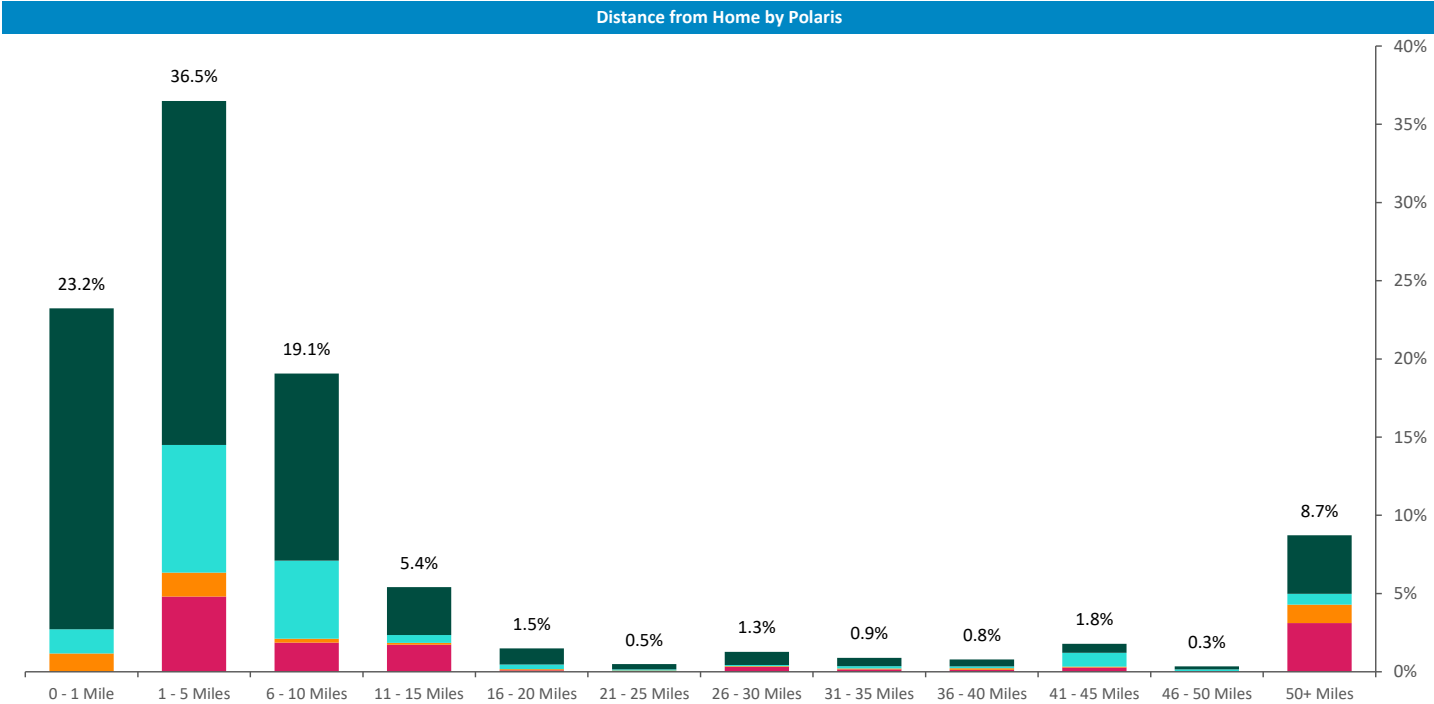
# Mobile Data Summary - Horse & Jockey Waddington



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



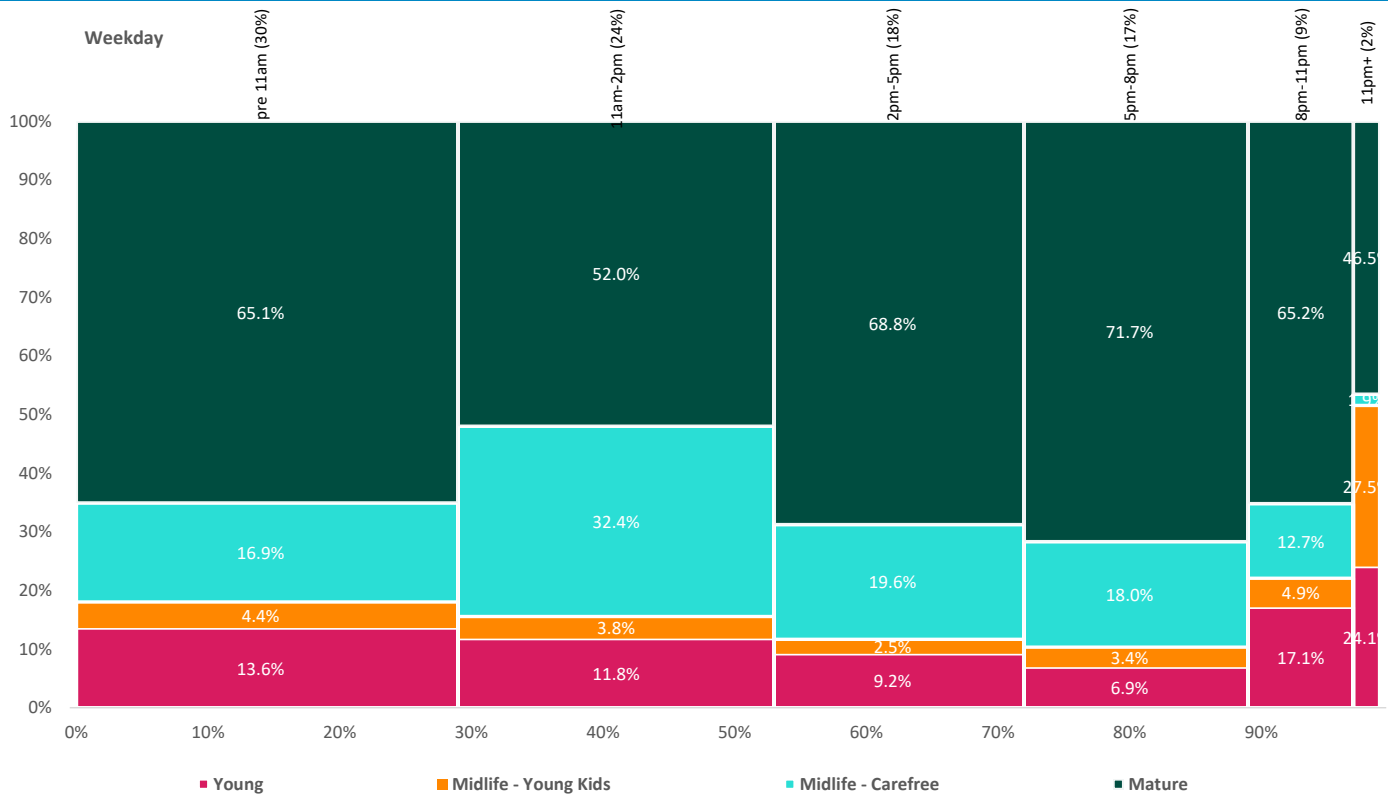
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Horse & Jockey Waddington

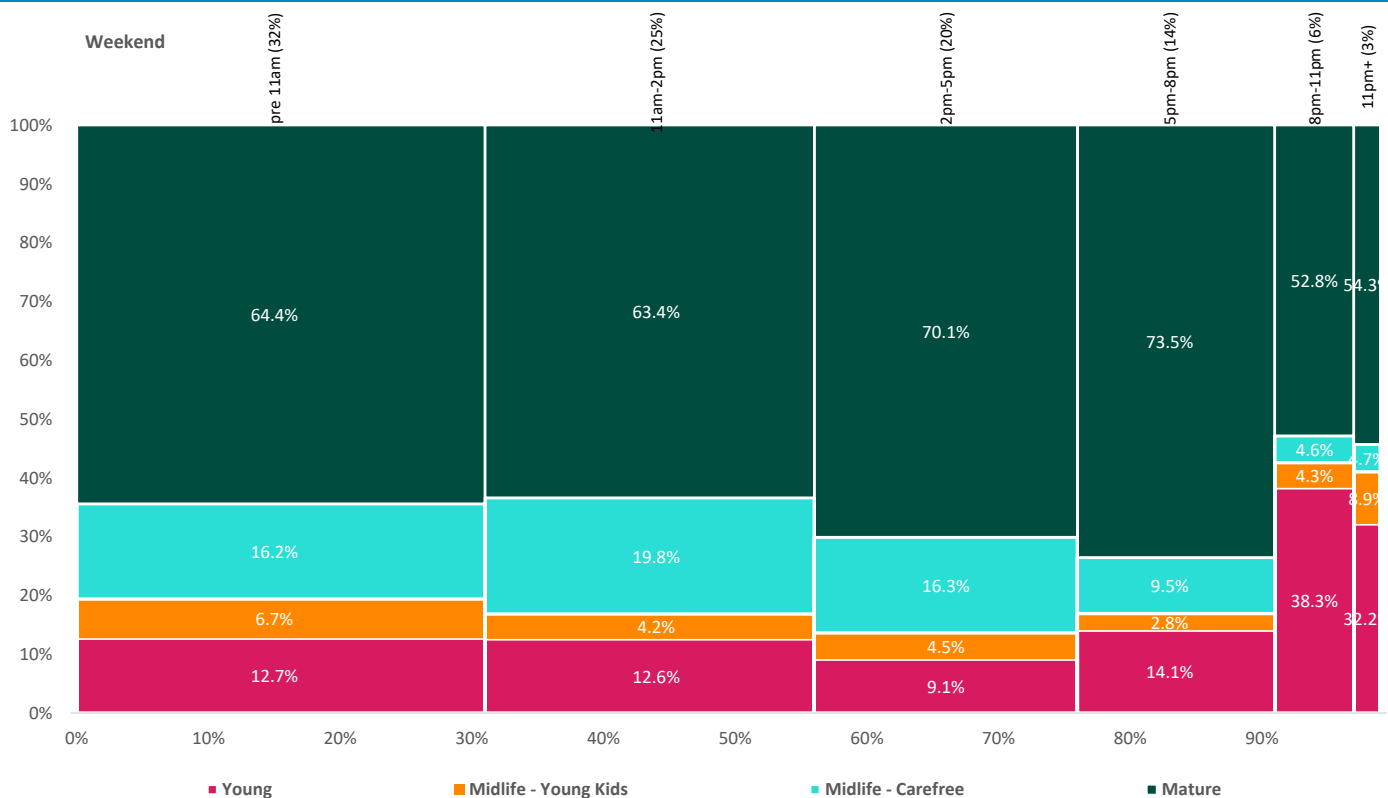


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## Time of Day by Polaris: Weekday (Monday to Friday)

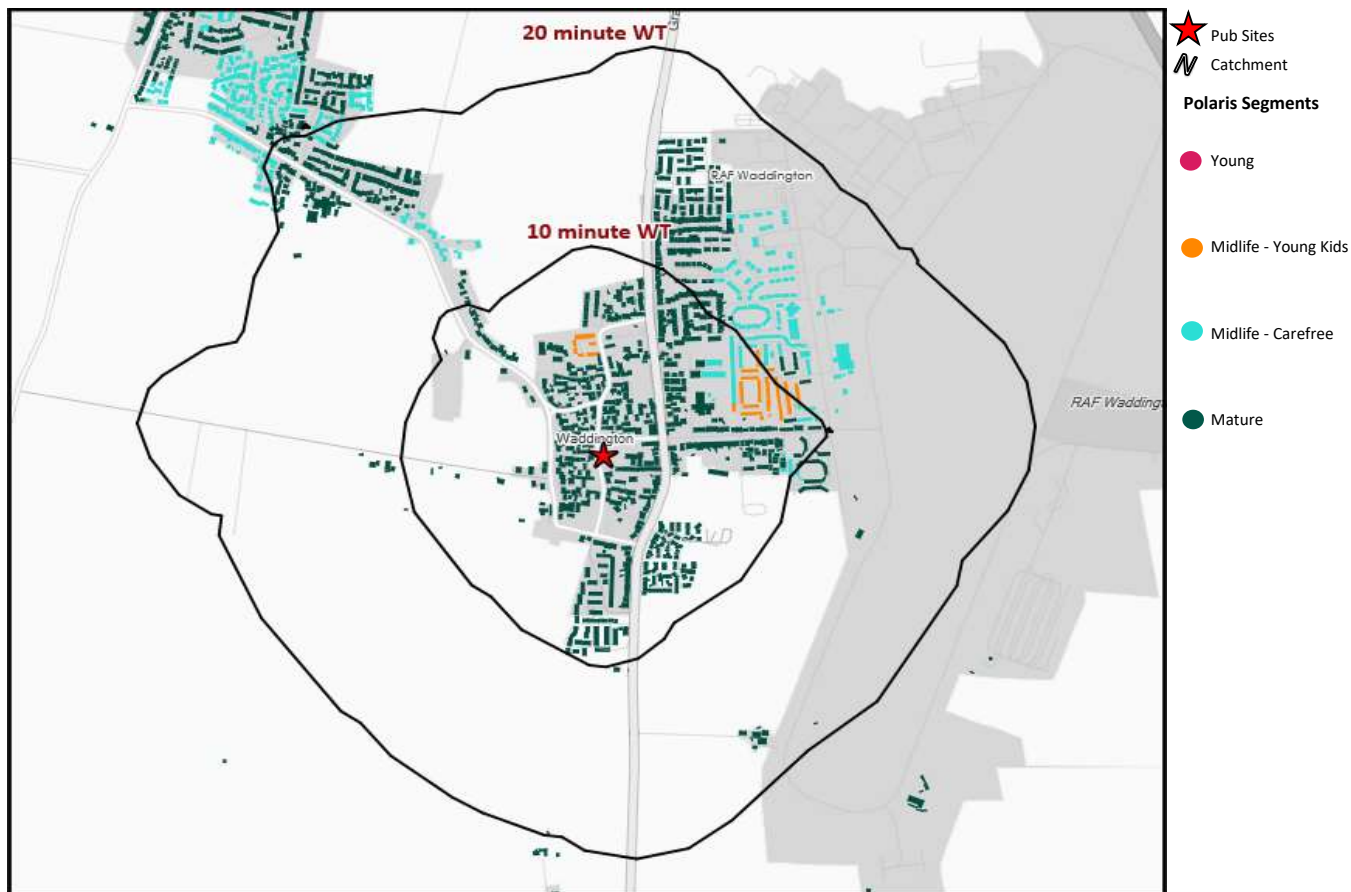


## Time of Day by Polaris: Weekend (Saturday and Sunday)



## Polaris Summary - Horse &amp; Jockey Waddington

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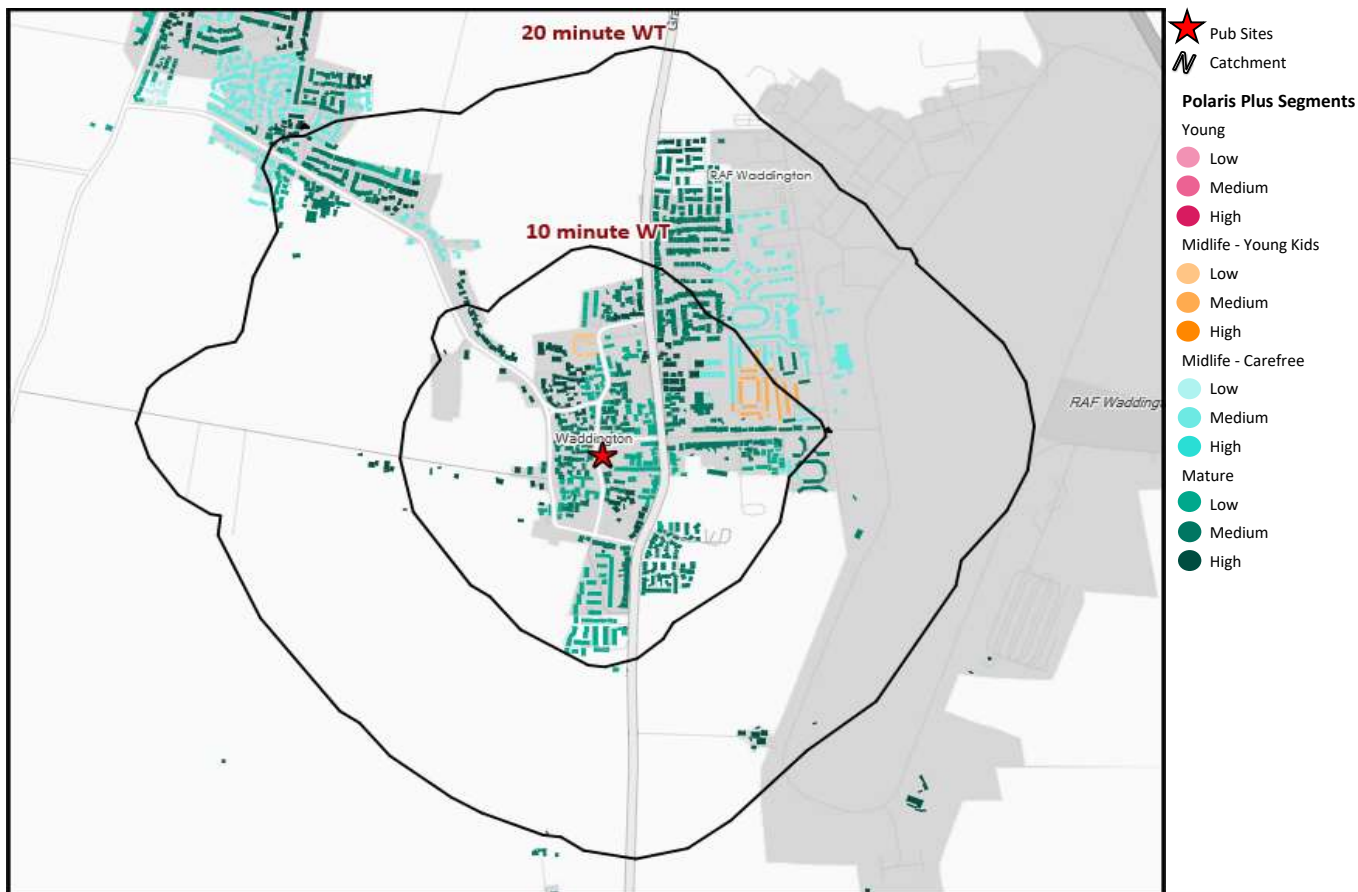


## Polaris Profile by Catchment

\*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	43,027	0	0	104
Midlife - Young Kids	188	188	6,055	99	50	37
Midlife - Carefree	176	453	18,097	64	84	76
Mature	1,253	2,221	79,294	162	147	119
<b>Not Private Households</b>	121	549	3,343	530	1,226	170
<b>Total</b>	1,738	3,411	149,816			

## Polaris Plus Summary - Horse &amp; Jockey Waddington



## 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	12,654	0	0	86
Medium	0	0	27,789	0	0	169
High	0	0	2,584	0	0	26
<b>Midlife - Young Kids</b>						
Low	41	41	5,191	43	22	63
Medium	147	147	813	195	100	13
High	0	0	51	0	0	3
<b>Midlife - Carefree</b>						
Low	0	0	5,785	0	0	92
Medium	176	453	8,837	141	185	82
High	0	0	3,475	0	0	52
<b>Mature</b>						
Low	403	495	21,694	169	106	105
Medium	576	1,343	39,000	212	251	166
High	274	383	18,600	105	75	83
<b>Not Private Households</b>	121	549	3,343	530	1,226	170
<b>Total</b>	1,738	3,411	149,816			



## CGA Summary - Horse &amp; Jockey Waddington



-  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	Three Horseshoes	LN 5 9RF	Star Pubs & Bars	Community Pub	0.0
1	Wheatsheaf Inn	LN 5 9NT	Stonegate Pub Company	Family Pub Dining	0.2
2	Raf Waddington	LN 5 9NB	Independent Free	Clubland	0.7
3	Thorold Arms	LN 5 9SN	Independent Free	Family Pub Dining	1.1

# Per Pub Analysis - Horse & Jockey Waddington



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,738	3,411	149,816
Number of Competition Pubs	2	3	175
Adults 18+ per Competition Pub	869	1,137	856

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	51	2.9%	36
Circuit Bar	0	49	2.8%	70
Community Pub	1	401	23.0%	121
Craft Led	0	8	0.5%	14
Great Pub Great Food	0	256	14.7%	83
High Street Pub	0	366	21.1%	114
Premium Local	0	310	17.8%	108

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	58	1.7%	21
Circuit Bar	0	56	1.6%	40
Community Pub	1	658	19.3%	101
Craft Led	0	8	0.2%	7
Great Pub Great Food	0	447	13.1%	74
High Street Pub	0	625	18.3%	99
Premium Local	0	557	16.3%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	8,566	5.7%	71
Circuit Bar	9	6,416	4.3%	106
Community Pub	12	31,179	20.8%	109
Craft Led	0	5,144	3.4%	99
Great Pub Great Food	4	23,262	15.5%	88
High Street Pub	31	31,030	20.7%	112
Premium Local	39	26,254	17.5%	106

## 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	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.																																									
Consumer Insight	<p><b>Young</b></p> <p>18-34 year olds Wanting to look good in the group</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><b>Midlife 'Parents'</b></p> <p>35-54 year olds Children under 12 at home</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><b>Midlife 'Carefree'</b></p> <p>35-54 year olds No children under 12 at home</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>																																								
Product needs	<p><b>Mature</b></p> <p>55+ year olds</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"><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>																																								
Product needs	<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>																																								
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="4">Metropolitan</td><td colspan="8">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																									