

Catchment Summary - Victoria St Albans



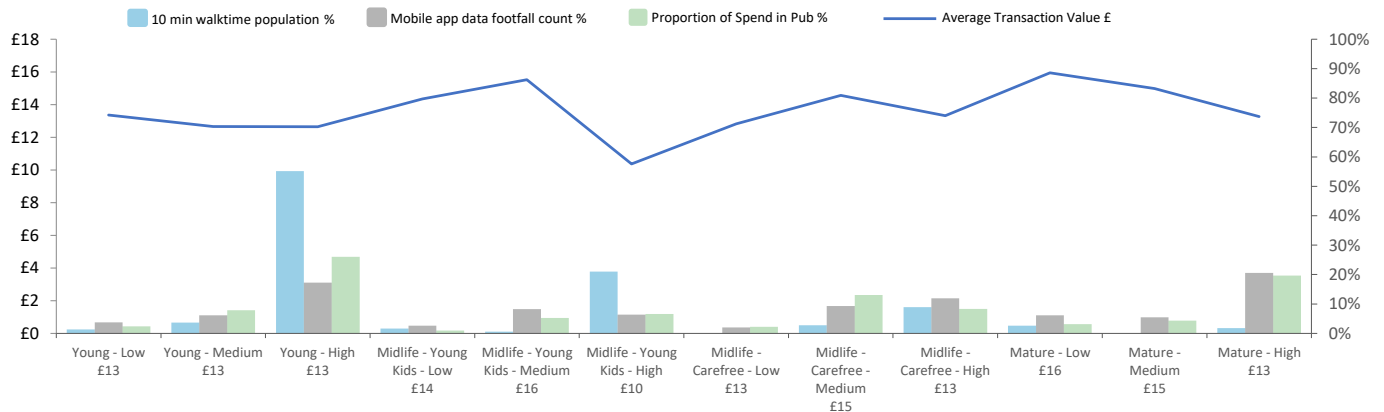
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625688	Victoria St Albans	AL 1 3TG	Star Pubs & Bars	ABOS	8



- ★ 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 - Victoria St Albans

	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**

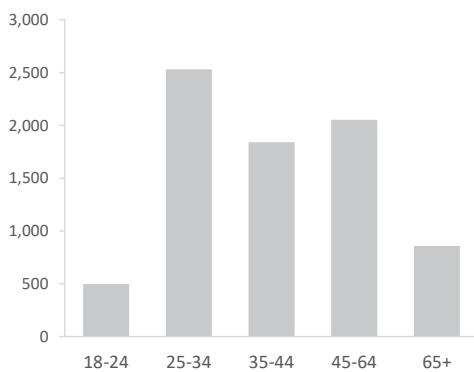
Population	9,619	28,032	464,568	179	151	106
Adults 18+	7,778	21,964	359,024	173	144	103
Competition Pubs	34	47	335	189	131	81
Adults 18+ per Competition Pub	229	467	1,072	27	54	125
% Adults Likely to Drink	77.6%	77.8%	77.2%	102	102	101

Population & Adults 18+ index is based on all pubs

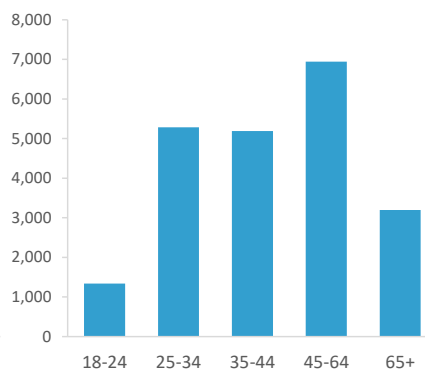
Affluence	Low	5.6%	3.4%	11.9%	17	10	36
	Medium	7.1%	5.0%	36.4%	19	13	96
	High	86.9%	90.5%	50.6%	318	332	185

*Affluence does not include Not Private Households

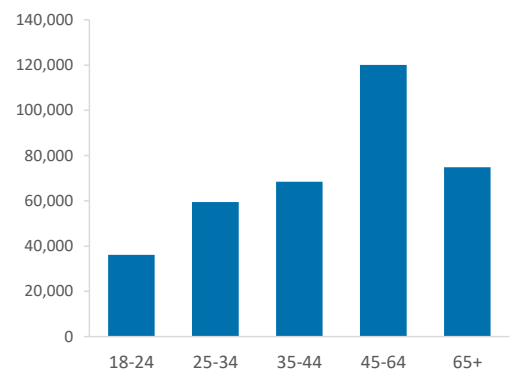
Age Profile	18-24	497	1,339	36,167	63	59	96
	25-34	2,530	5,288	59,508	197	141	96
	35-44	1,840	5,194	68,442	144	140	111
	45-64	2,052	6,943	120,066	83	96	101
	65+	859	3,200	74,841	46	59	84



■ 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	4,918 (51%)	13,913 (50%)	228,061 (49%)	104	101	100
	Female	4,701 (49%)	14,119 (50%)	236,507 (51%)	96	99	100

Economic Status (16+)	Employed: Full-time	4,228 (53%)	10,939 (49%)	139,195 (37%)	155	141	109
	Employed: Part-time	719 (9%)	2,271 (10%)	42,932 (12%)	76	85	97
	Self employed	875 (11%)	2,636 (12%)	42,625 (11%)	119	127	124
	Unemployed	212 (3%)	528 (2%)	9,685 (3%)	97	85	94
	Full-time student	87 (1%)	283 (1%)	10,274 (3%)	46	53	116
	Retired	809 (10%)	2,900 (13%)	67,341 (18%)	47	59	83
	Other	1,009 (13%)	2,982 (13%)	59,173 (16%)	73	76	92

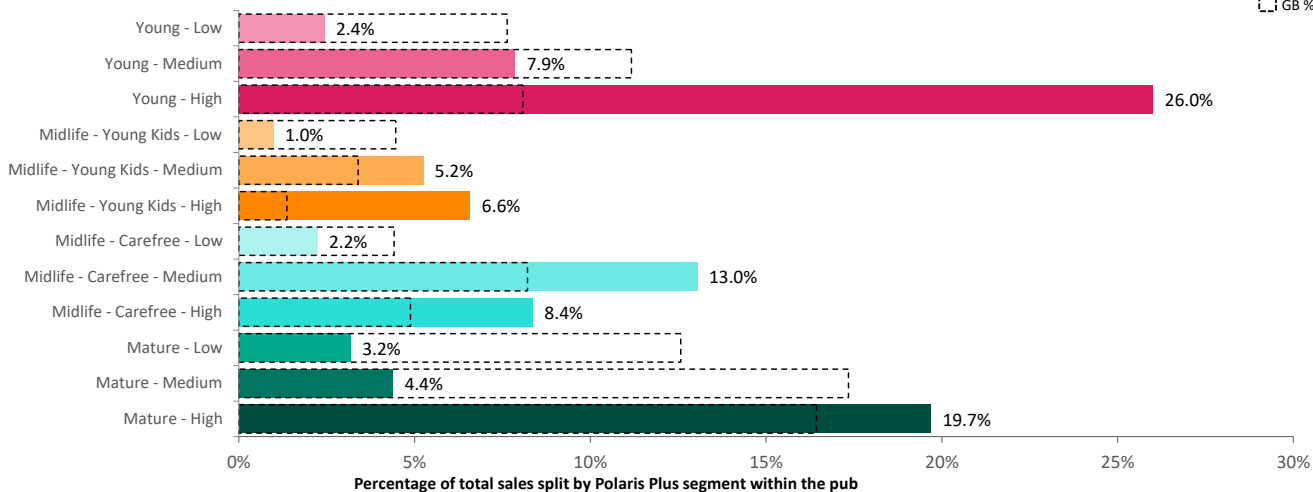
Total Worker Count	7,264	16,849	255,859
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See the Glossary page for further information on the above variables

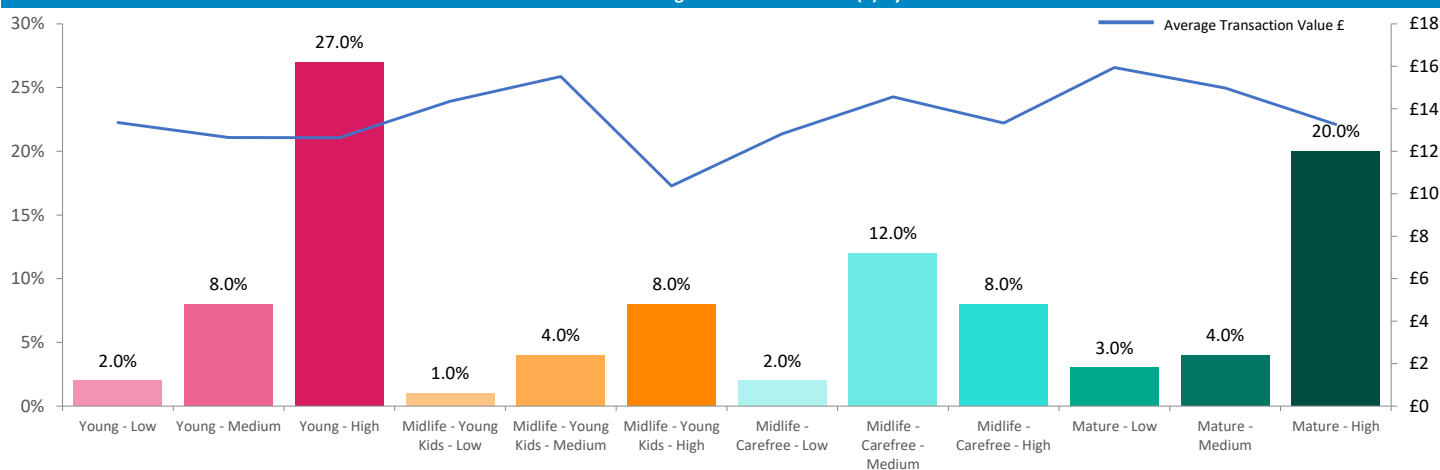
Transactional Data Summary - Victoria St Albans

Spend by Polaris Plus

GB %

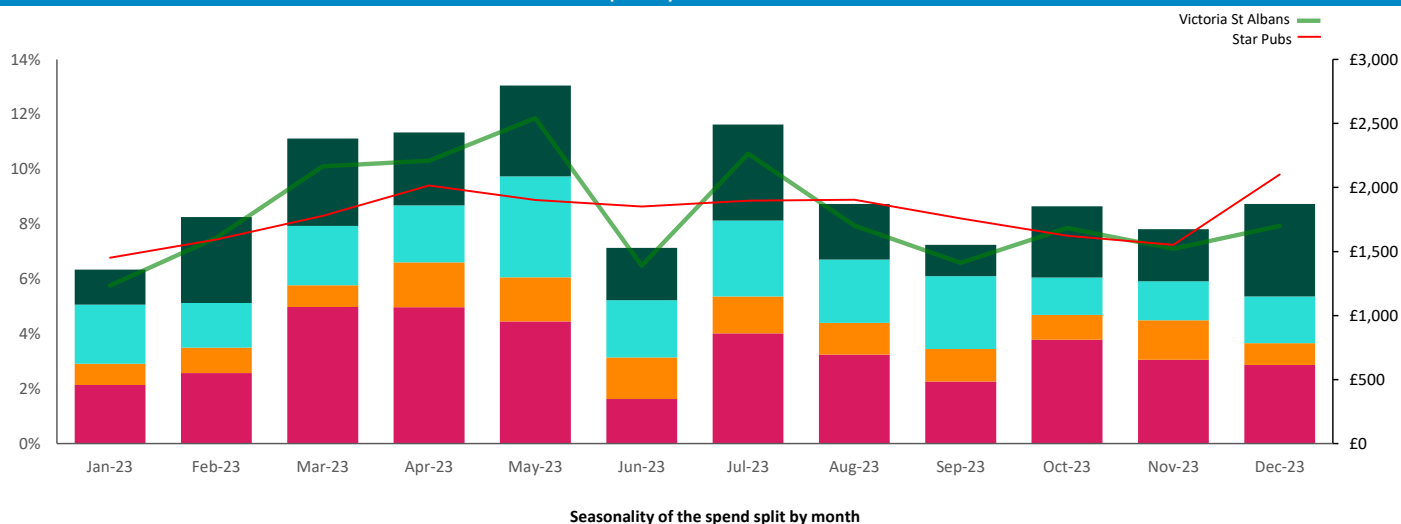


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

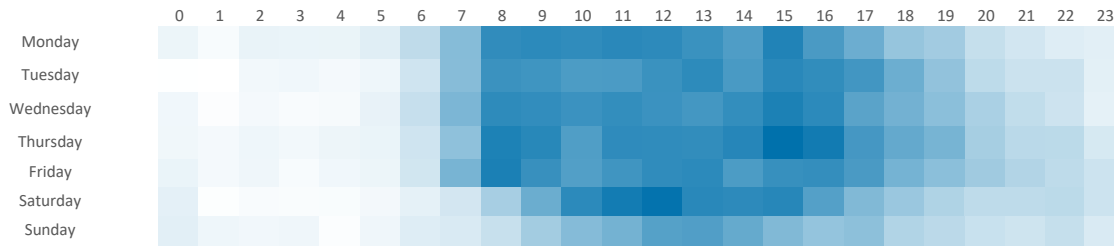


Mobile Data Summary - Victoria St Albans



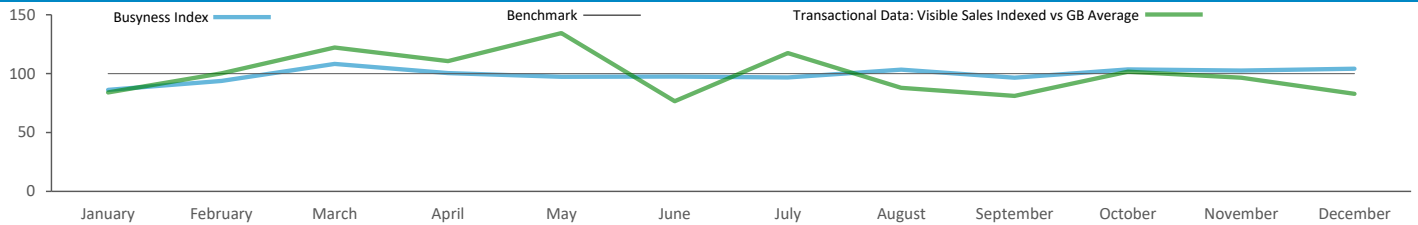
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Time of Day/Day of Week



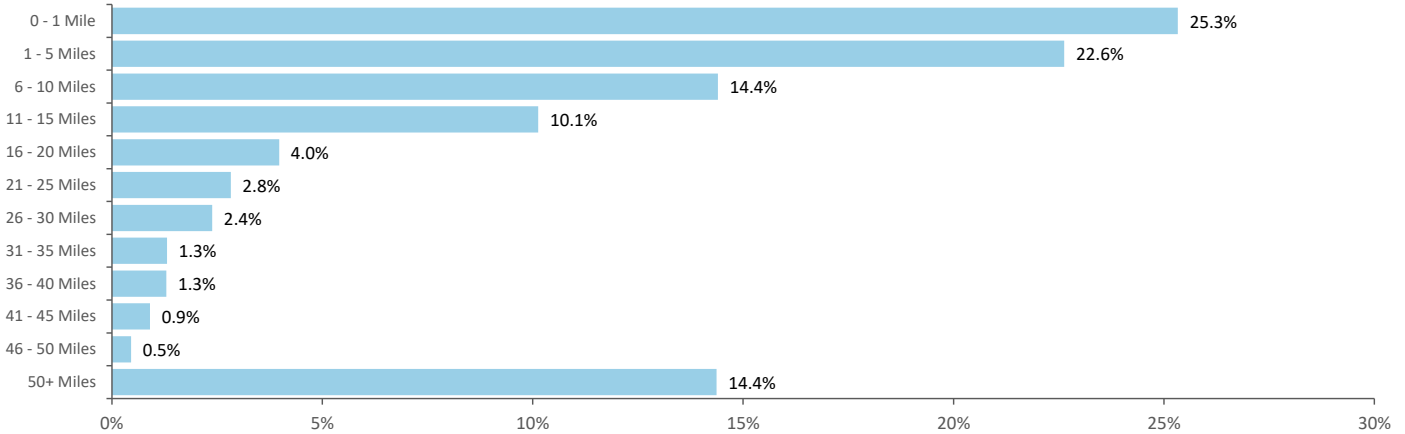
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

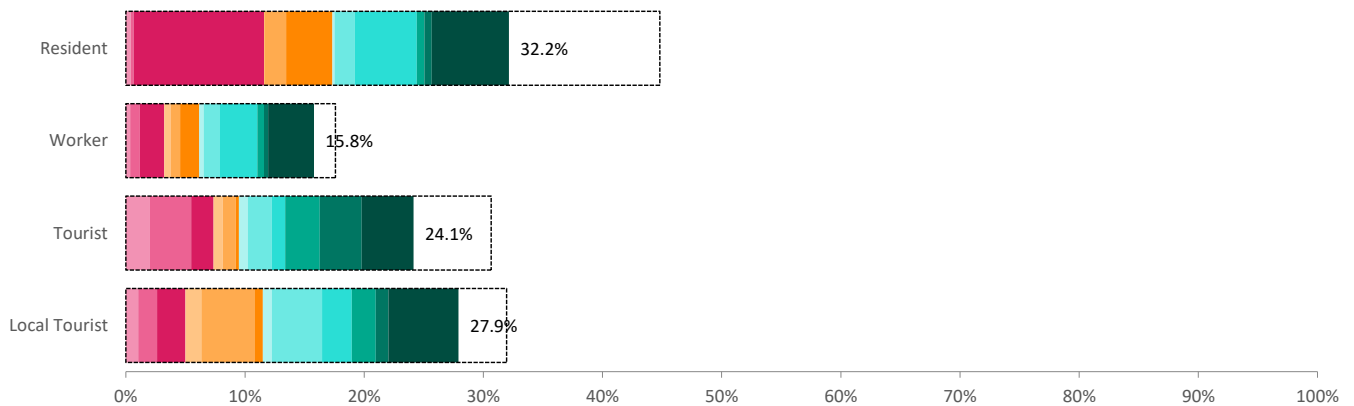
Distance from Home



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



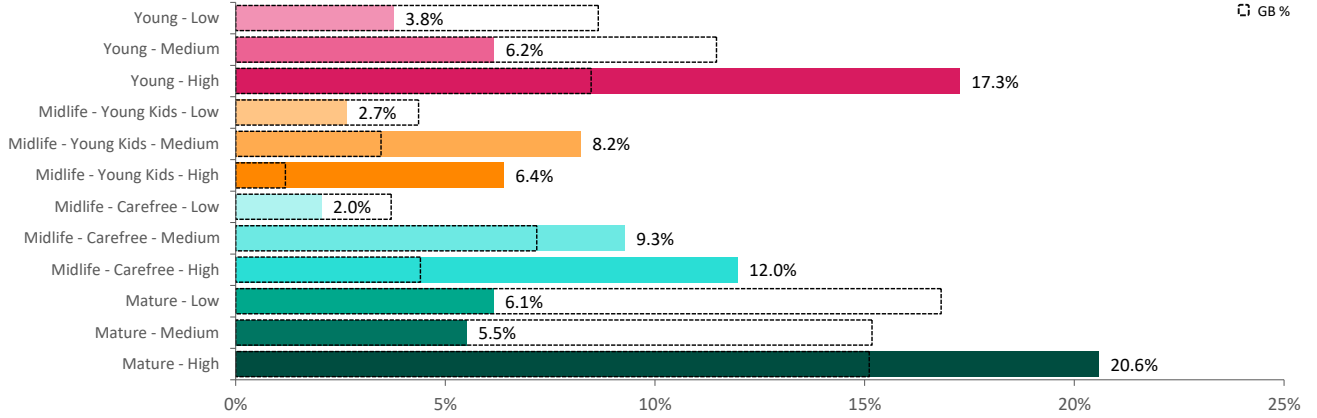
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Victoria St Albans



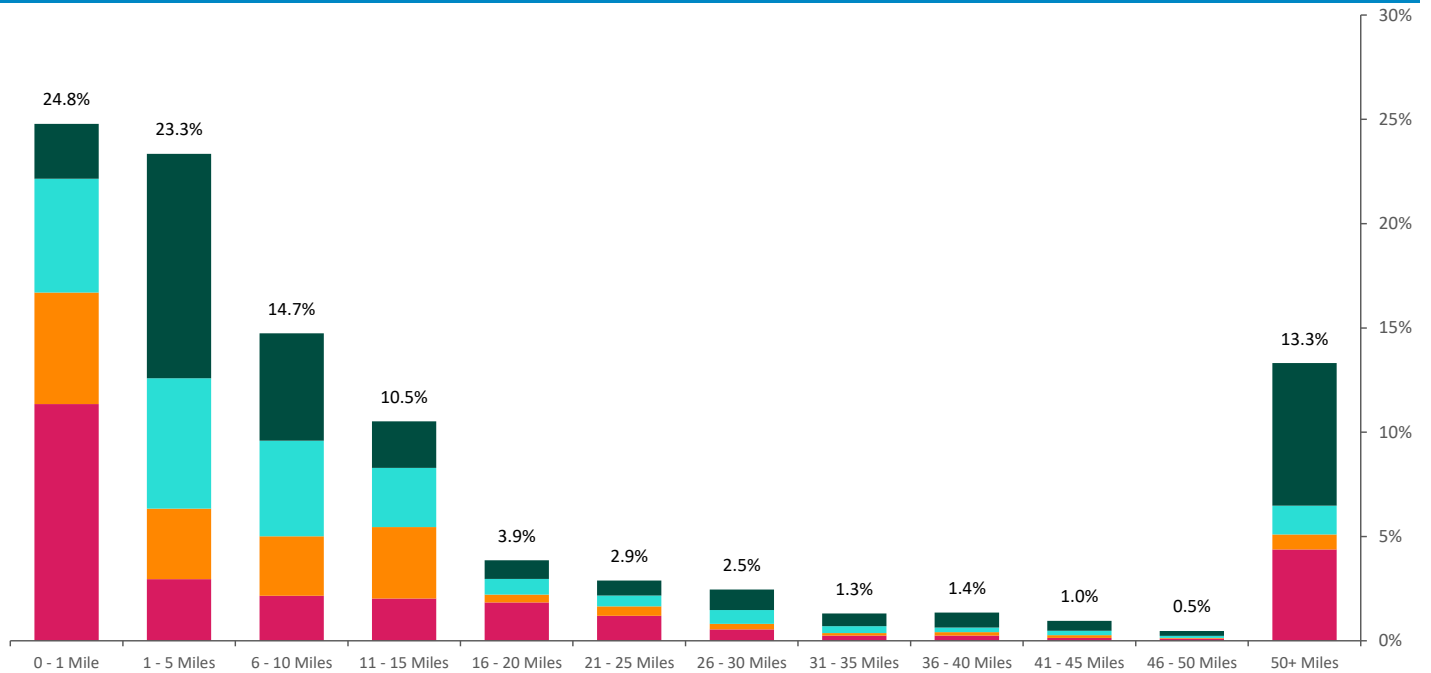
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Polaris Plus Profile



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



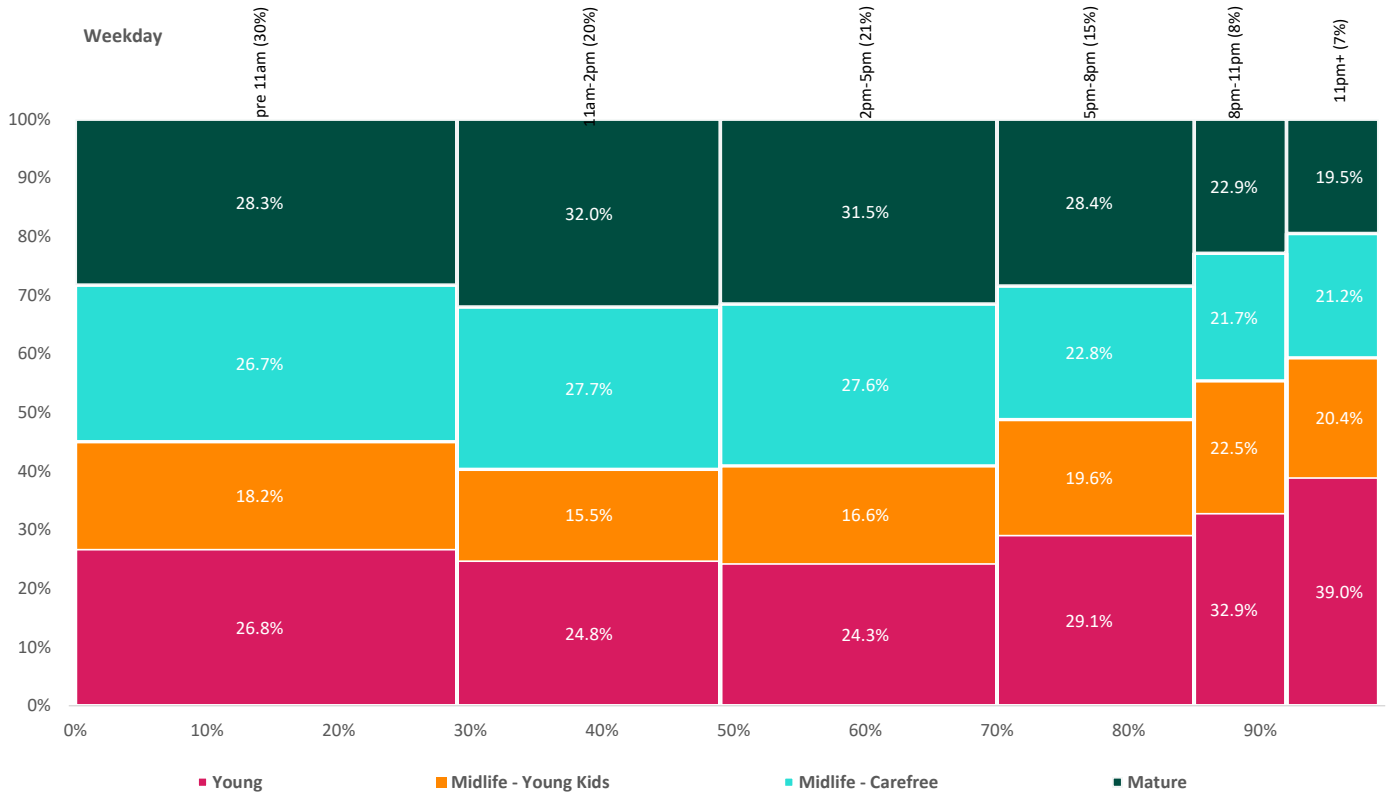
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Mobile Data Summary - Victoria St Albans

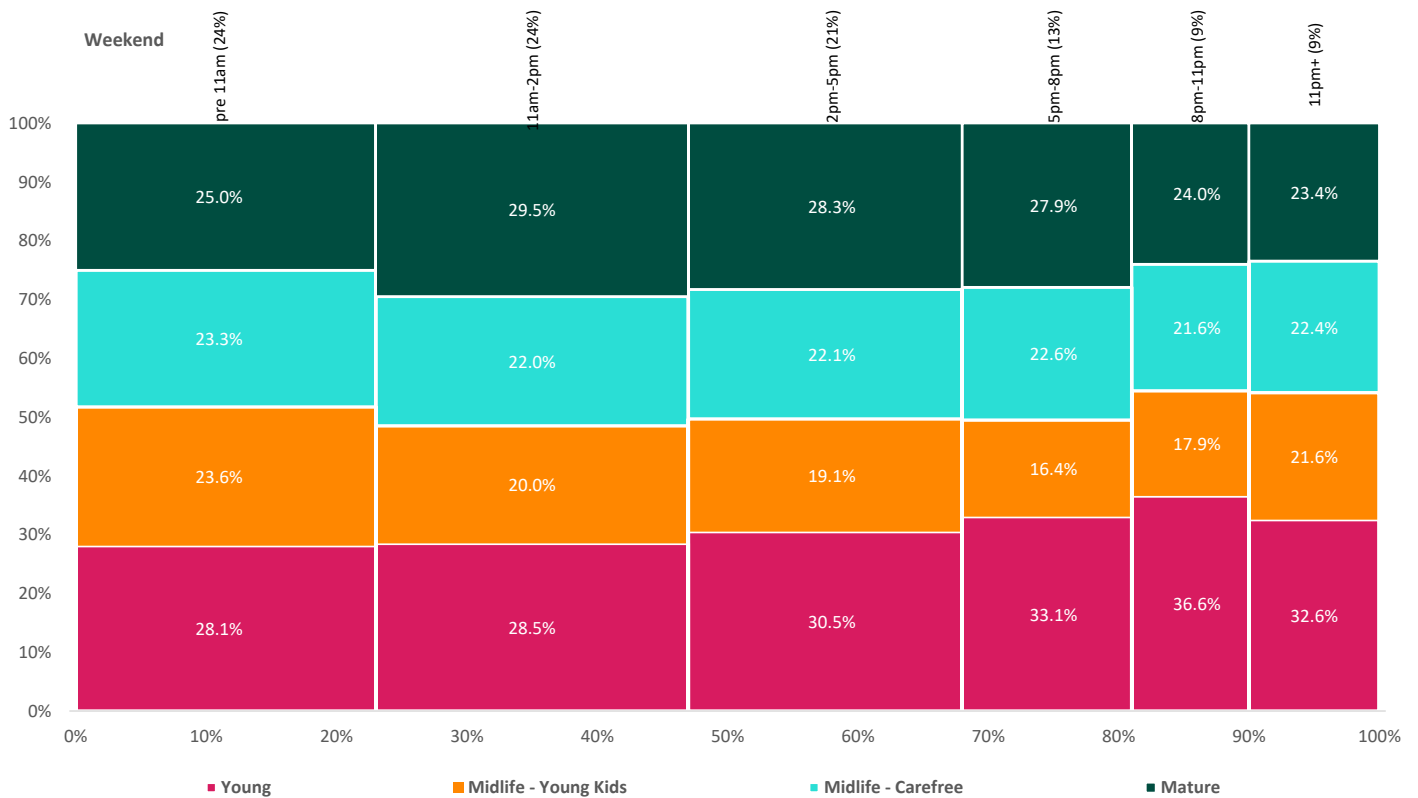


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Victoria St Albans



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	4,680	7,976	79,426	219	132	80
Midlife - Young Kids	1,810	6,894	60,600	213	287	154
Midlife - Carefree	908	4,895	108,563	74	141	191
Mature	345	1,979	106,691	10	20	67
Not Private Households	35	220	3,744	34	76	79
Total	7,778	21,964	359,024			

Polaris Plus Summary - Victoria St Albans

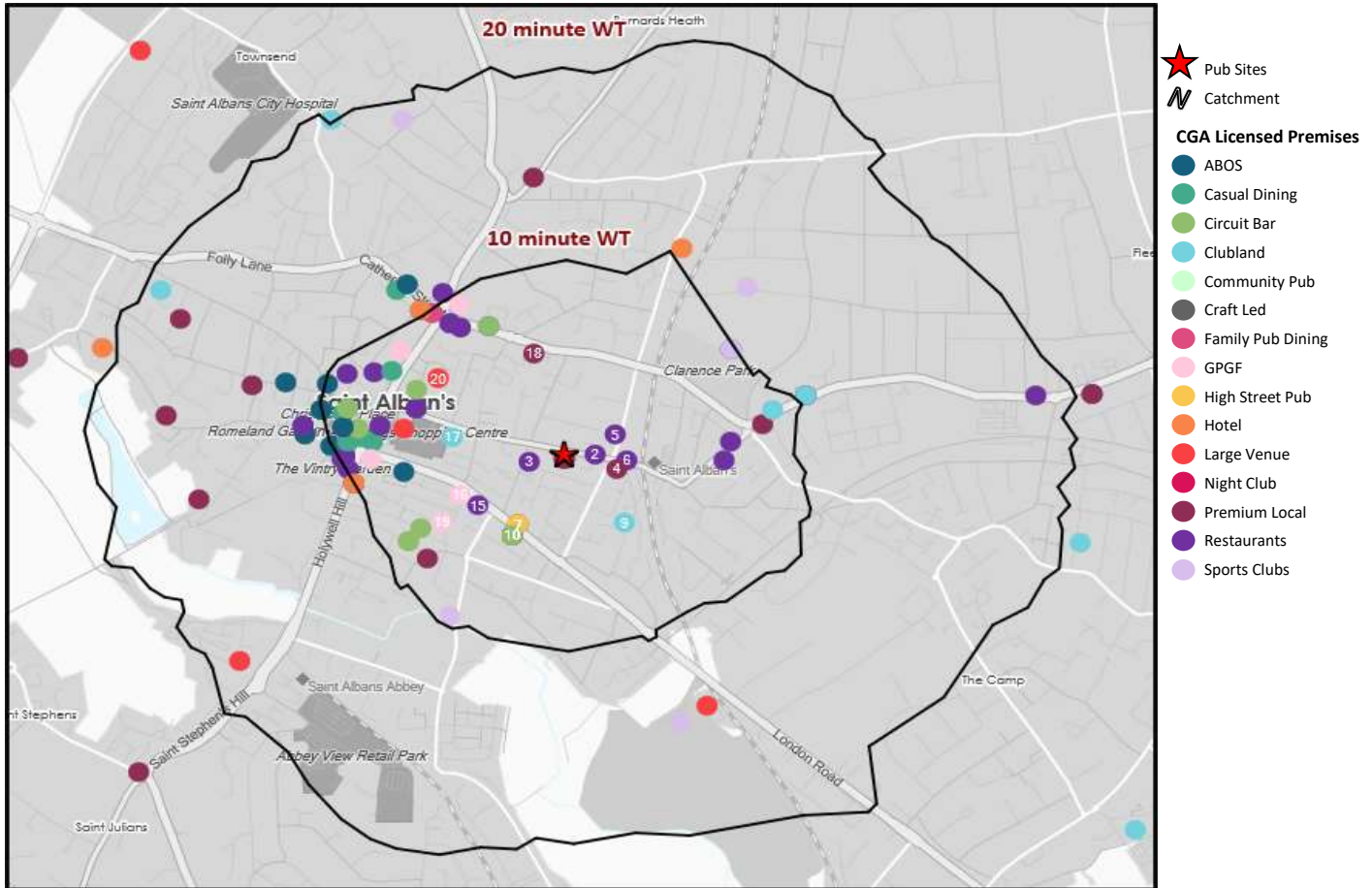


Polaris Plus Profile by Catchment

*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						
Low	104	130	10,468	14	6	30
Medium	288	426	21,811	34	18	55
High	4,288	7,420	47,147	819	502	195
Midlife - Young Kids						
Low	127	191	5,775	30	16	29
Medium	47	323	39,811	14	34	256
High	1,636	6,380	15,014	1,881	2,598	374
Midlife - Carefree						
Low	0	151	5,276	0	16	35
Medium	216	358	61,628	39	23	240
High	692	4,386	41,659	200	448	261
Mature						
Low	204	281	21,198	19	9	43
Medium	0	0	7,572	0	0	13
High	141	1,698	77,921	12	52	145
Not Private Households	35	220	3,744	34	76	79
Total	7,778	21,964	359,024			

CGA Summary - Victoria St Albans



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Victoria	AL 1 3TG	Star Pubs & Bars	ABOS	0.0
0	Robin Hood	AL 1 3TG	Stonegate Pub Company	Premium Local	0.0
2	New Gulshan Restaurant	AL 1 3TT	Independent Free	Restaurants	0.1
3	La Cosa Nostra	AL 1 3XR	Independent Free	Restaurants	0.1
4	Horn	AL 1 3TE	Star Pubs & Bars	Premium Local	0.1
5	Maya Asian Dining & Bar	AL 1 3RD	Independent Free	Restaurants	0.1
6	Alban Tandoori	AL 1 3TA	Independent Free	Restaurants	0.1
7	Prime Steak And Grill	AL 1 1LN	Independent Free	Restaurants	0.2
7	Beer Shop	AL 1 1LN	Independent Free	High Street Pub	0.2
9	County Constitutional Club	AL 1 3AG	Independent Free	Clubland	0.2
10	Odyssey Cinema	AL 1 1PQ	Independent Free	Large Venue	0.2
10	Taste Of Nawab	AL 1 1PQ	Independent Free	Restaurants	0.2
10	Chez Mumtaz	AL 1 1PQ	Independent Free	Restaurants	0.2
10	Farmers Boy	AL 1 1PQ	Independent Free	Circuit Bar	0.2
10	Great Northern	AL 1 1PQ	McGowan Irish Bars	Circuit Bar	0.2
15	Pizza Go Go	AL 1 1NX	Independent Free	Restaurants	0.2
16	Beehive	AL 1 1QL	Greene King	GPGF	0.2
17	Club Havana	AL 1 3HZ	Independent Free	Clubland	0.2
18	Mermaid	AL 1 3RL	Independent Free	Premium Local	0.2
19	White Hart Tap	AL 1 1QJ	Punch Pub Company	GPGF	0.3
20	Alban Arena	AL 1 3LD	Independent Free	Large Venue	0.3

Per Pub Analysis - Victoria St Albans



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7,778	21,964	359,024
Number of Competition Pubs	34	47	335
Adults 18+ per Competition Pub	229	467	1,072

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	2,224	28.6%	355
Circuit Bar	9	67	0.9%	21
Community Pub	0	324	4.2%	22
Craft Led	0	764	9.8%	284
Great Pub Great Food	5	2,710	34.8%	197
High Street Pub	1	563	7.2%	39
Premium Local	5	874	11.2%	68

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	4,882	22.2%	276
Circuit Bar	9	128	0.6%	14
Community Pub	0	936	4.3%	22
Craft Led	0	1,324	6.0%	174
Great Pub Great Food	5	7,907	36.0%	203
High Street Pub	2	1,732	7.9%	43
Premium Local	10	4,326	19.7%	119

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	35	43,861	12.2%	152
Circuit Bar	27	10,681	3.0%	73
Community Pub	6	30,325	8.4%	44
Craft Led	0	13,844	3.9%	112
Great Pub Great Food	54	90,642	25.2%	143
High Street Pub	16	30,457	8.5%	46
Premium Local	90	68,566	19.1%	116

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 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">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</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">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																						
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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="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			
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