Catchment Summary - Horse Shoe Croft
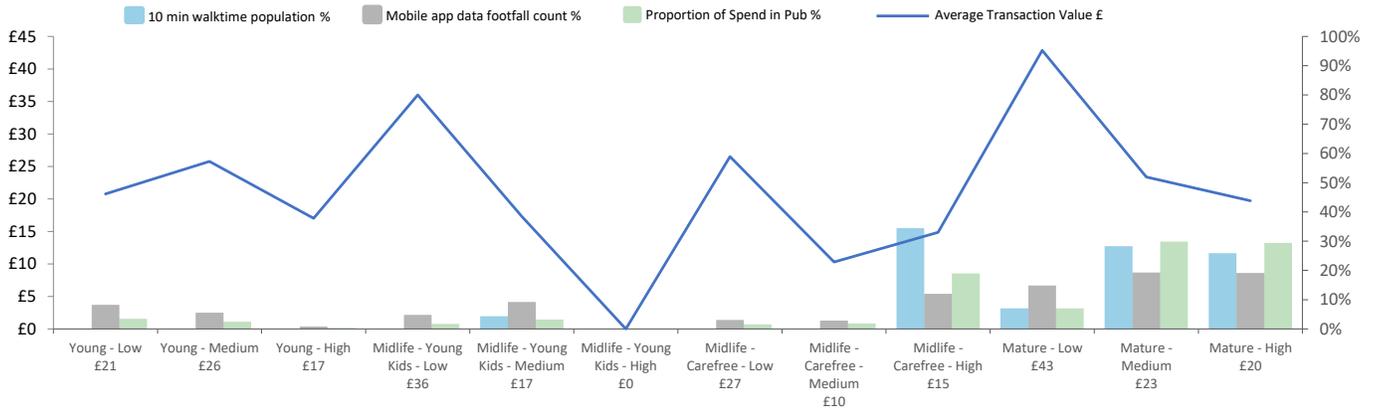
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625815	Horse Shoe Croft	WA 3 7HQ	Star Pubs & Bars	Premium Local	7
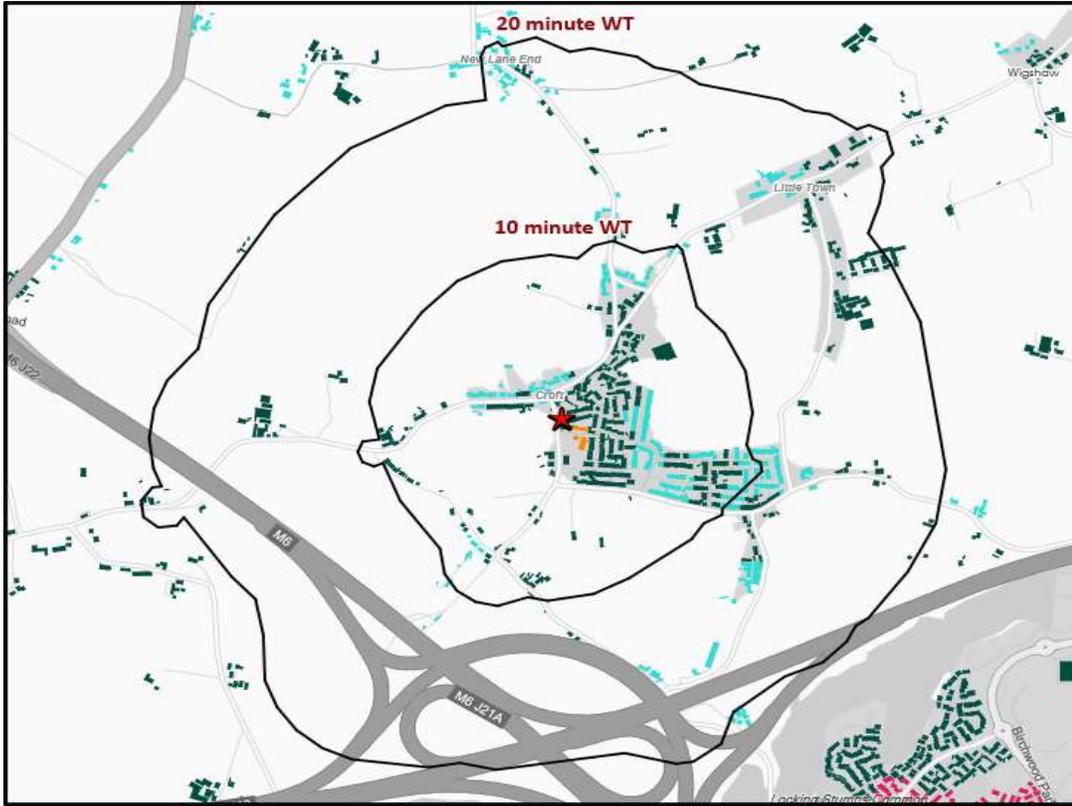
Legend:
- ★ Pub Sites
- Ⓝ Catchments

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories: Young - Low £21, Young - Medium £26, Young - High £17, Midlife - Young Kids - Low £36, Midlife - Young Kids - Medium £17, Midlife - Young Kids - High £0, Midlife - Carefree - Low £27, Midlife - Carefree - Medium £10, Midlife - Carefree - High £15, Mature - Low £43, Mature - Medium £23, Mature - High £20

See the Glossary page for further information on the above variables

Catchment Summary - Horse Shoe Croft

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

	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	1,494	1,733	645,536	28	9	147

Population & Adults 18+ index is based on all pubs

	Catchment Size (Counts)			Index vs GB Average		
Adults 18+	1,194	1,395	513,300	27	9	147
Competition Pubs	3	3	511	17	8	123
Adults 18+ per Competition Pub	398	465	1,005	46	54	117
% Adults Likely to Drink	81.3%	82.1%	77.6%	107	108	102

Affluence		Catchment Size (Counts)			Index vs GB Average		
	Low	7.0%	6.0%	45.5%	21	18	137
	Medium	32.7%	29.0%	40.2%	86	76	105
	High	60.3%	64.9%	13.0%	221	238	48

*Affluence does not include Not Private Households

Age Profile		Catchment Size (Counts)			Index vs GB Average		
	18-24	107	113	44,215	88	80	84
	25-34	136	145	83,632	68	63	97
	35-44	152	179	85,754	77	78	100
	45-64	451	550	172,558	118	124	104
	65+	348	408	127,141	121	123	103
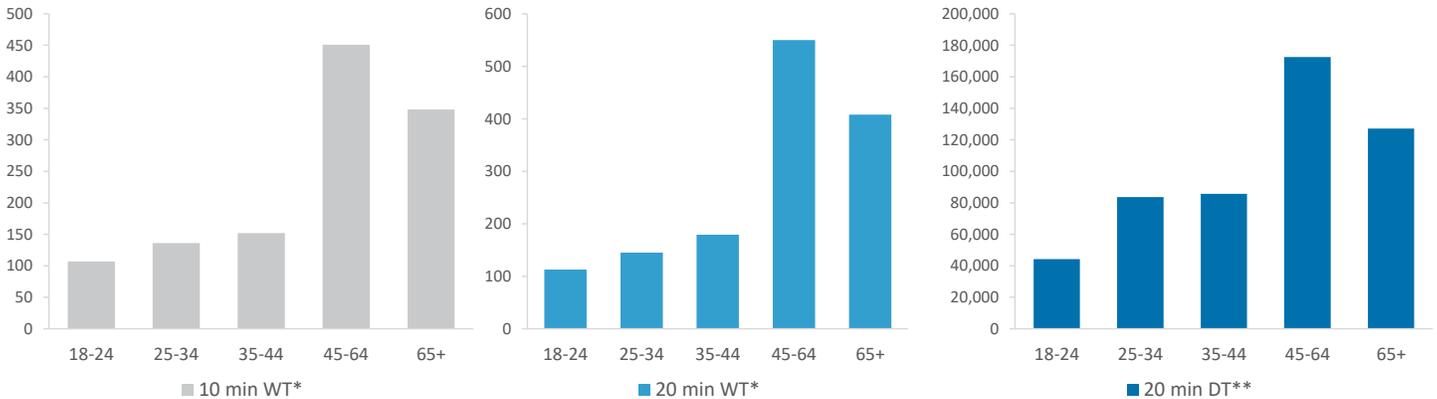
10 min WT*

20 min WT*

20 min DT**

	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		Catchment Size (Counts)			Index vs GB Average		
	Male	741 (50%)	860 (50%)	316,921 (49%)	101	101	100
	Female	753 (50%)	873 (50%)	328,615 (51%)	99	99	100

Economic Status (16+)		Catchment Size (Counts)			Index vs GB Average		
	Employed: Full-time	434 (35%)	513 (36%)	197,659 (37%)	102	103	109
	Employed: Part-time	152 (12%)	182 (13%)	62,450 (12%)	103	106	99
	Self employed	111 (9%)	132 (9%)	38,351 (7%)	97	99	79
	Unemployed	16 (1%)	18 (1%)	13,896 (3%)	47	45	95
	Full-time student	20 (2%)	27 (2%)	9,817 (2%)	68	79	78
	Retired	378 (31%)	428 (30%)	120,081 (23%)	140	135	104
	Other	127 (10%)	144 (10%)	86,434 (16%)	59	57	94

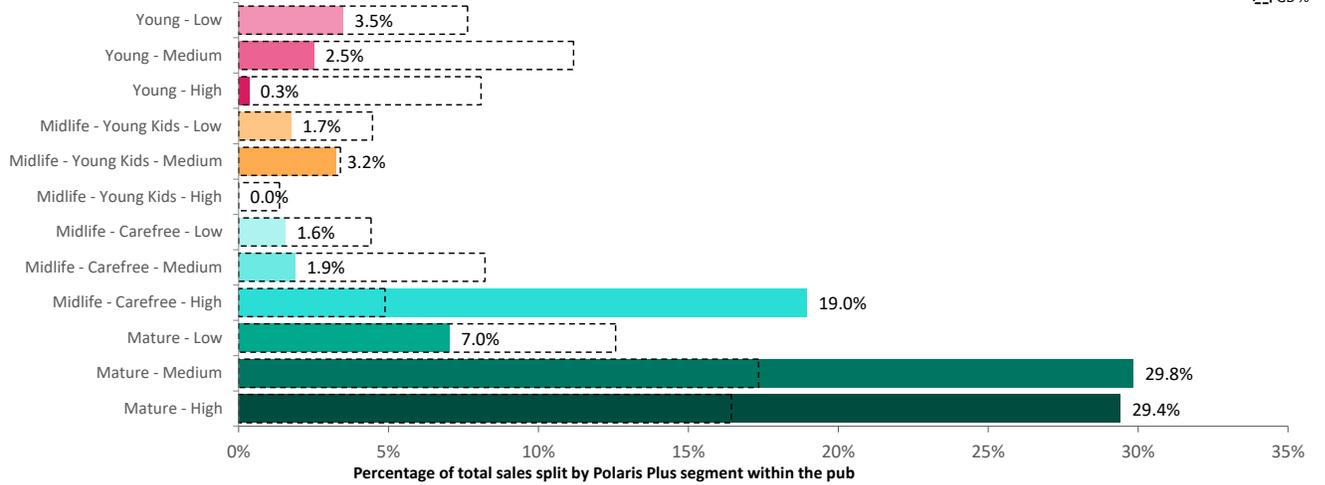|	Catchment Size (Counts)					
Total Worker Count	75	115	279,912			

See the Glossary page for further information on the above variables
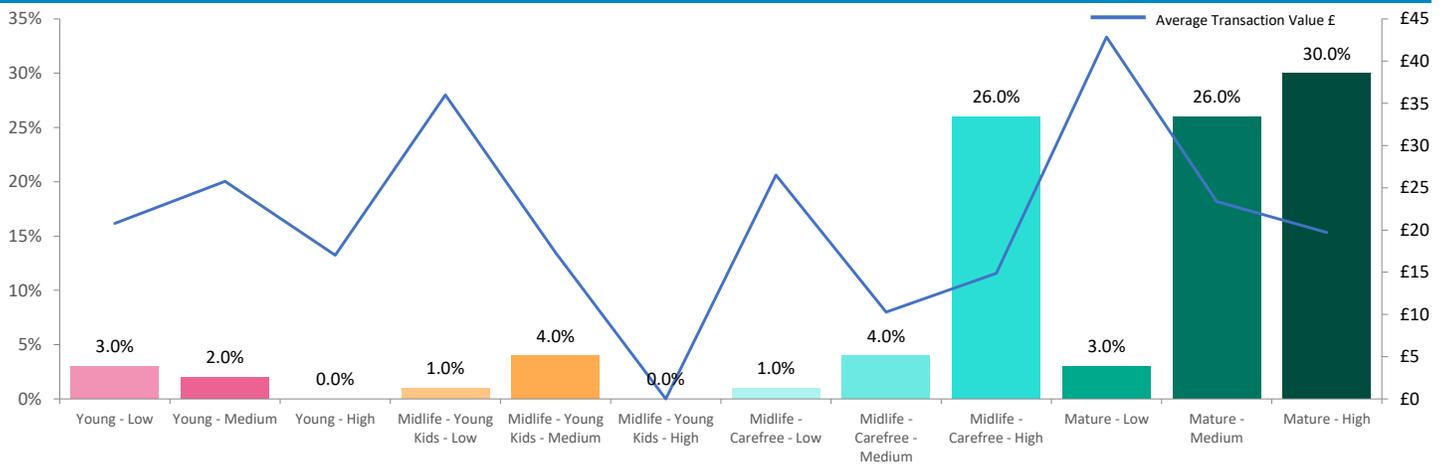
Transactional Data Summary - Horse Shoe Croft

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	3.5%
Young - Medium	2.5%
Young - High	0.3%
Midlife - Young Kids - Low	1.7%
Midlife - Young Kids - Medium	3.2%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.6%
Midlife - Carefree - Medium	1.9%
Midlife - Carefree - High	19.0%
Mature - Low	7.0%
Mature - Medium	29.8%
Mature - High	29.4%

Percentage of total sales split by Polaris Plus segment within the pub

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

Average Transaction Value £

Segment	%
Young - Low	3.0%
Young - Medium	2.0%
Young - High	0.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	4.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	26.0%
Mature - Low	3.0%
Mature - Medium	26.0%
Mature - High	30.0%

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

Spend by Month and Polaris

Horse Shoe Croft
Star Pubs
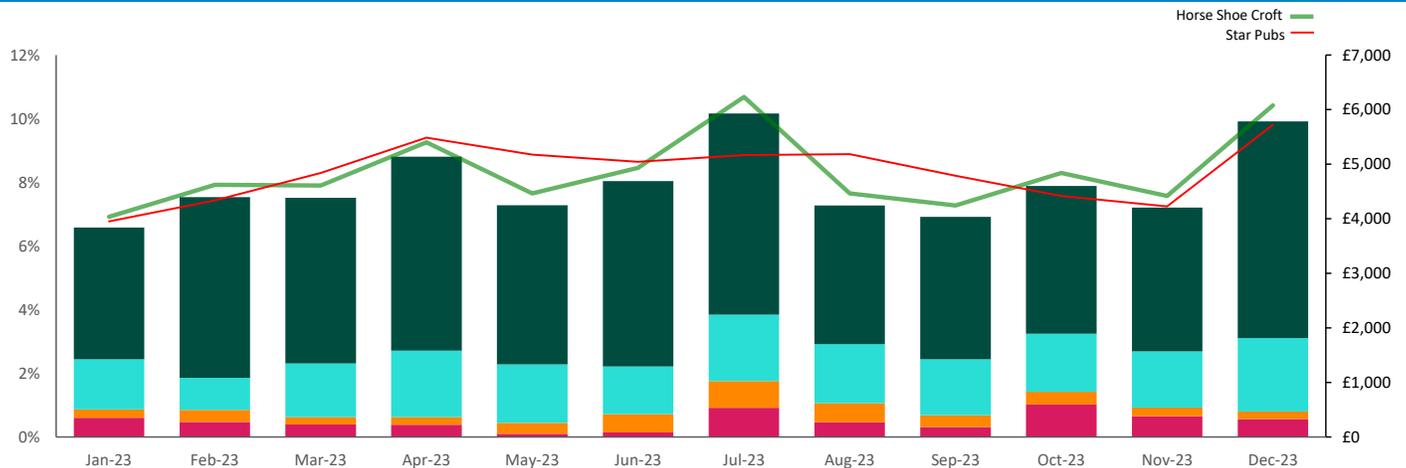
Seasonality of the spend split by month

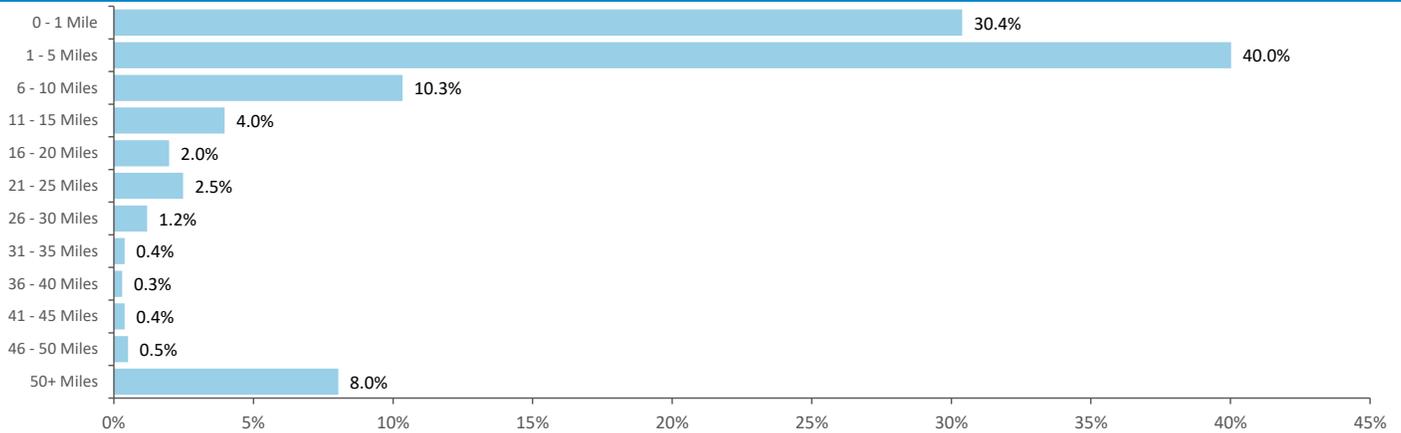**Time of Day/Day of Week**
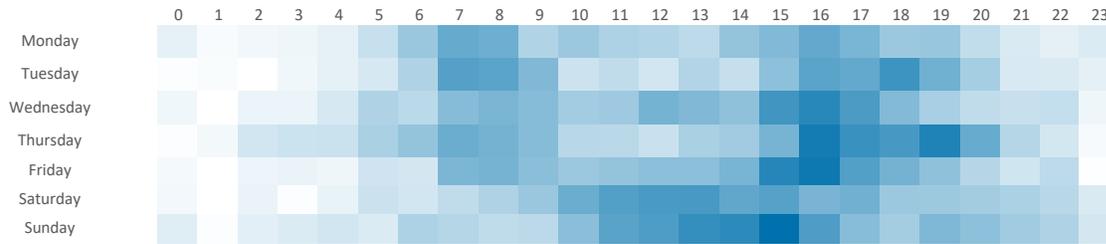
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month
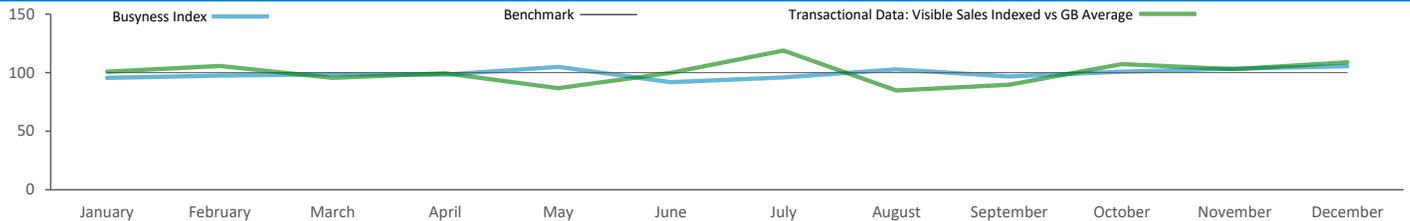
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	30.4%
1 - 5 Miles	40.0%
6 - 10 Miles	10.3%
11 - 15 Miles	4.0%
16 - 20 Miles	2.0%
21 - 25 Miles	2.5%
26 - 30 Miles	1.2%
31 - 35 Miles	0.4%
36 - 40 Miles	0.3%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	8.0%

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

Audience	Percentage
Resident	54.0%
Worker	9.6%
Tourist	13.3%
Local Tourist	23.1%
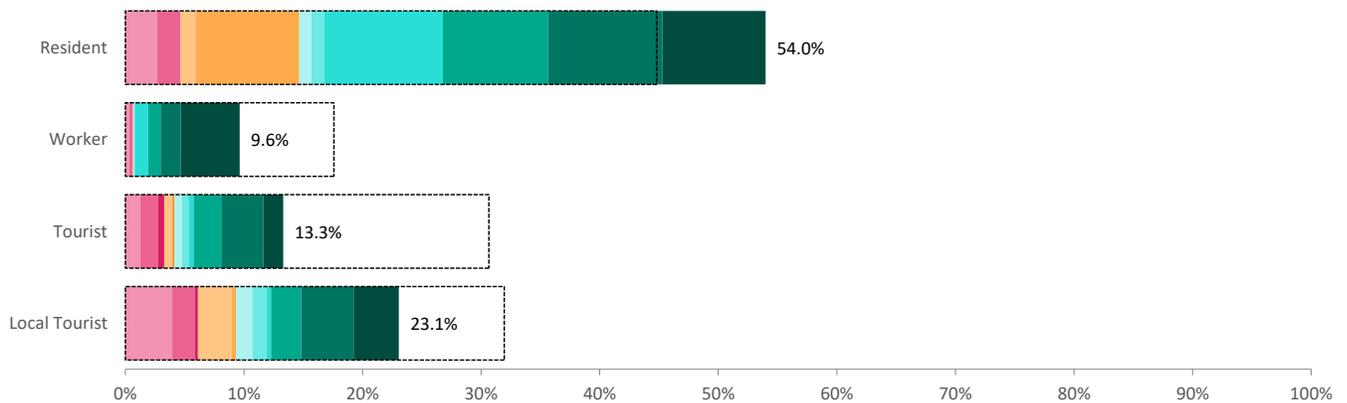
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Horse Shoe Croft

star
PUBS & BARS

Polaris Plus Profile

⌕ GB %

Category	Value
Young - Low	8.2%
Young - Medium	5.6%
Young - High	0.9%
Midlife - Young Kids - Low	4.8%
Midlife - Young Kids - Medium	9.3%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	3.1%
Midlife - Carefree - Medium	2.9%
Midlife - Carefree - High	12.0%
Mature - Low	14.9%
Mature - Medium	19.3%
Mature - High	19.2%
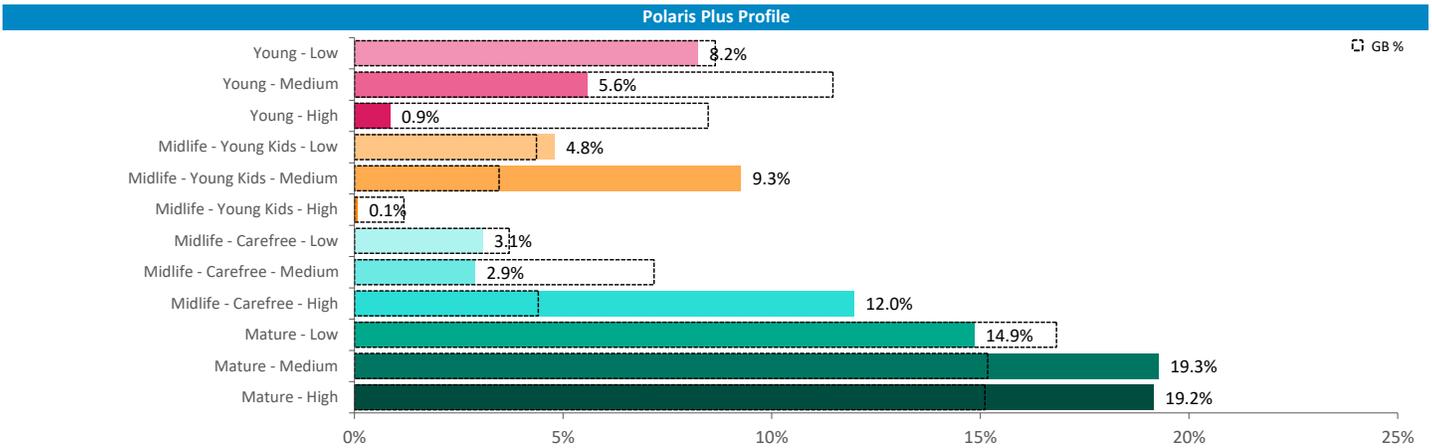
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
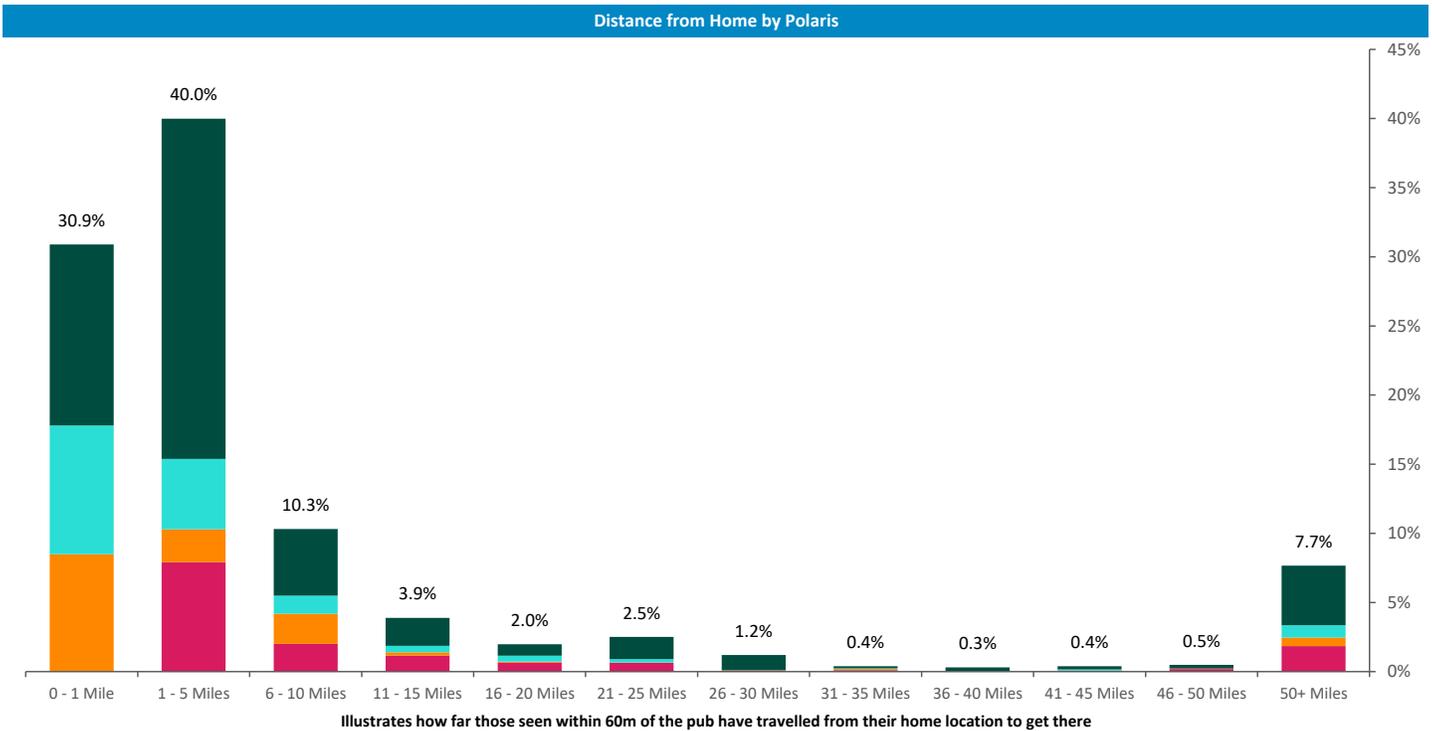
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	30.9%
1 - 5 Miles	40.0%
6 - 10 Miles	10.3%
11 - 15 Miles	3.9%
16 - 20 Miles	2.0%
21 - 25 Miles	2.5%
26 - 30 Miles	1.2%
31 - 35 Miles	0.4%
36 - 40 Miles	0.3%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	7.7%

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

Mobile Data Summary - Horse Shoe Croft

star PUBS&BARS
www.star-pubs.co.uk

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

Weekday

	pre 11am (30%)	11am-2pm (13%)	2pm-5pm (18%)	5pm-8pm (17%)	8pm-11pm (10%)	11pm+ (11%)
Mature	37.6%	42.6%	48.2%	49.6%	36.2%	30.1%
Midlife - Carefree	17.8%	19.5%	19.3%	20.0%	25.2%	20.9%
Midlife - Young Kids	33.9%	23.1%	20.7%	20.0%	28.8%	44.7%
Young	10.8%	14.7%	11.7%	10.4%	9.8%	4.3%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
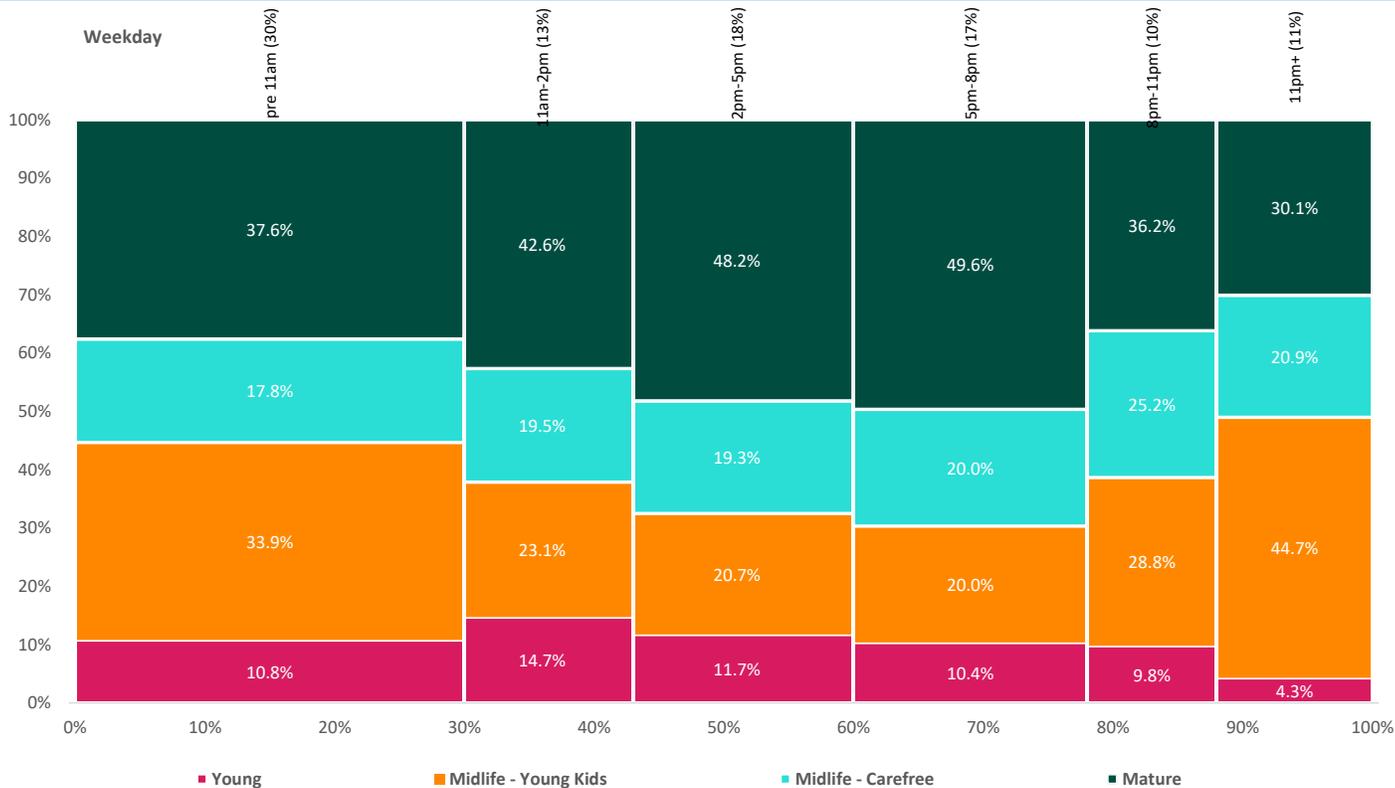
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (25%)	11am-2pm (19%)	2pm-5pm (19%)	5pm-8pm (14%)	8pm-11pm (12%)	11pm+ (11%)
Mature	32.0%	48.0%	53.6%	46.4%	45.8%	31.0%
Midlife - Carefree	21.6%	23.5%	20.4%	22.1%	19.3%	24.6%
Midlife - Young Kids	38.9%	18.1%	15.8%	22.1%	24.7%	40.3%
Young	7.6%	10.4%	10.2%	9.4%	10.2%	4.1%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

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

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Polaris Summary - Horse Shoe Croft

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
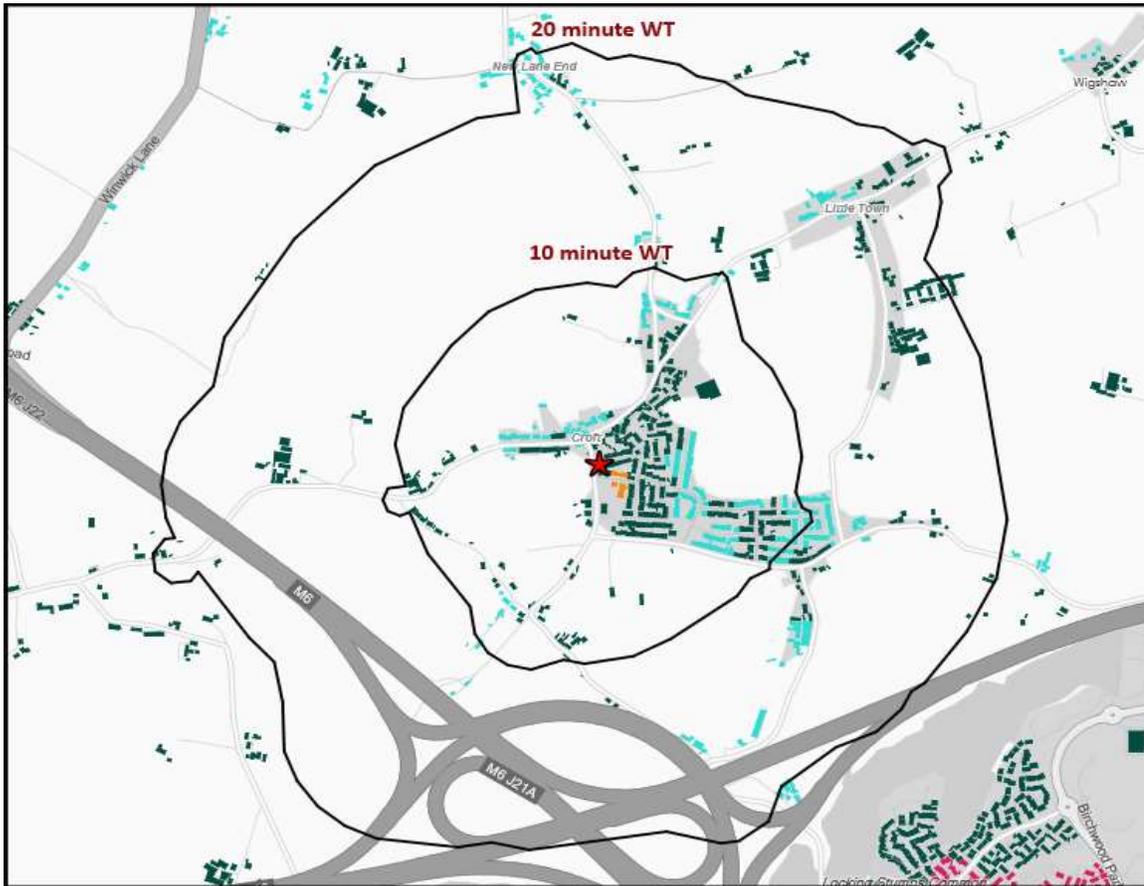
★ Pub Sites
N Catchment

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	146,439	0	0	104
Midlife - Young Kids	52	52	39,107	40	34	70
Midlife - Carefree	411	473	91,610	217	214	113
Mature	731	870	229,039	138	140	101
Not Private Households	0	0	7,105	0	0	105
Total	1,194	1,395	513,300			

Polaris Plus Summary - Horse Shoe Croft

Pub Sites
Catchment

Polaris Plus Segments

Young
- 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**
Young						
Low	0	0	76,664	0	0	152
Medium	0	0	66,214	0	0	117
High	0	0	3,561	0	0	10
Midlife - Young Kids						
Low	0	0	36,636	0	0	130
Medium	52	52	2,446	101	86	11
High	0	0	25	0	0	0
Midlife - Carefree						
Low	0	0	53,429	0	0	247
Medium	0	0	30,378	0	0	83
High	411	473	7,803	773	761	34
Mature						
Low	84	84	66,619	51	44	94
Medium	338	353	107,142	181	162	133
High	309	433	55,278	173	207	72
Not Private Households	0	0	7,105	0	0	105
Total	1,194	1,395	513,300			

CGA Summary - Horse Shoe Croft

★ star PUBS & BARS
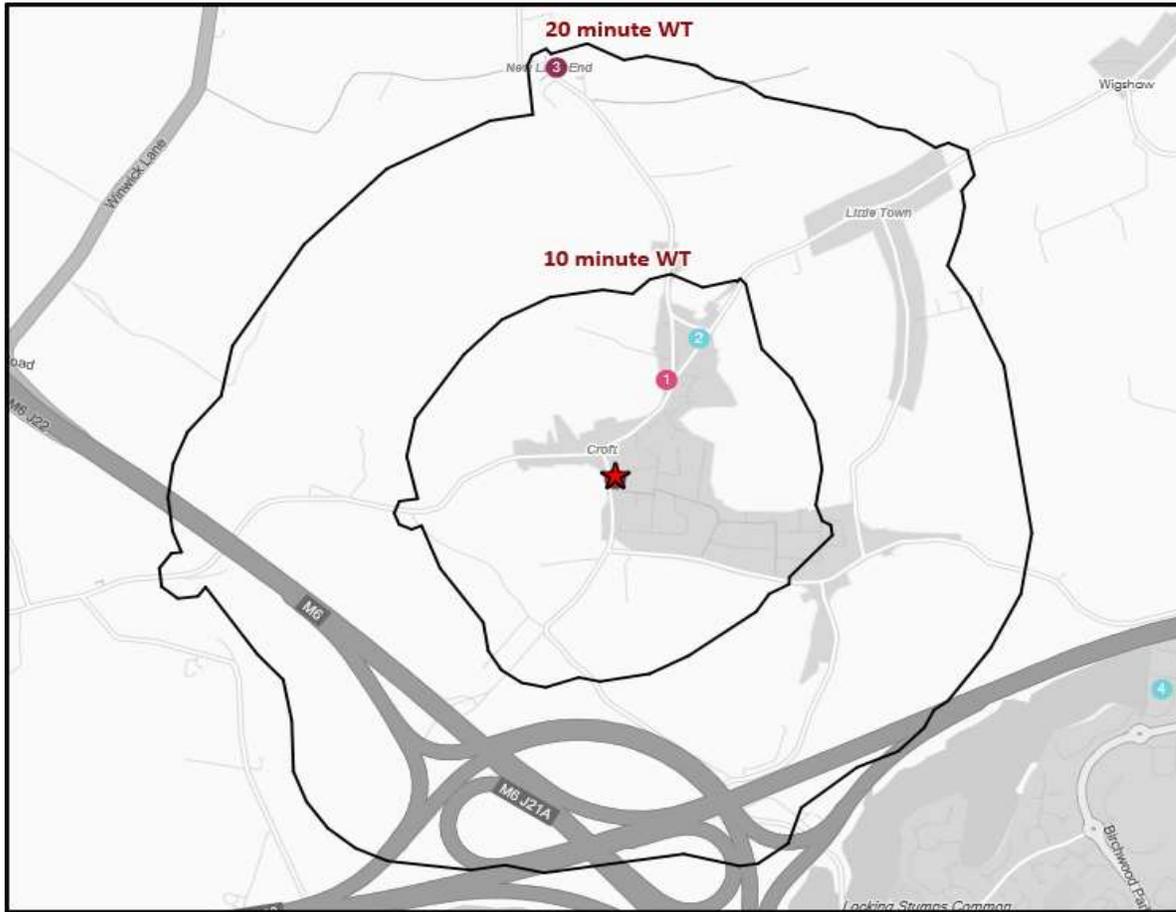
Legend:
- ★ Pub Sites
- Catchment

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	Horse Shoe	WA 3 7HQ	Star Pubs & Bars	Premium Local	0.0
1	General Elliott	WA 3 7DE	Red Oak Taverns	Family Pub Dining	0.2
2	Croft Village Memorial Hall	WA 3 7BQ	Independent Free	Clubland	0.3
3	Plough Inn	WA 3 7DS	Unknown	Premium Local	0.8
4	Birchwood Golf Club	WA 3 7PB	Independent Free	Clubland	1.1
5	Plough	WA 2 0SU	Greene King	Family Pub Dining	1.2
6	Farm Club	WA 2 0SF	Independent Free	Clubland	1.2

Per Pub Analysis - Horse Shoe Croft

*WT= Walktime, **DT= Drivetime

▉	**Over GB Average**
▉	**Around GB Average**
▉	**Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,194	1,395	513,300
Number of Competition Pubs	3	3	511
Adults 18+ per Competition Pub	398	465	1,005

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	60	5.1%	63
Circuit Bar	0	13	1.1%	27
Community Pub	0	196	16.4%	86
Craft Led	0	3	0.3%	7
Great Pub Great Food	0	399	33.4%	189
High Street Pub	0	153	12.8%	69
Premium Local	1	371	31.0%	188

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	73	5.3%	65
Circuit Bar	0	13	0.9%	23
Community Pub	0	208	14.9%	78
Craft Led	0	3	0.2%	6
Great Pub Great Food	0	490	35.1%	199
High Street Pub	0	159	11.4%	62
Premium Local	1	448	32.1%	195

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	24,821	4.8%	60
Circuit Bar	18	22,263	4.3%	107
Community Pub	110	112,841	22.0%	115
Craft Led	0	14,180	2.8%	80
Great Pub Great Food	11	63,331	12.3%	70
High Street Pub	71	110,249	21.5%	117
Premium Local	60	74,704	14.6%	88

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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.

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			