Catchment Summary - Crown Flitwick

star PUBS&BARS

Legend	
🟩	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	2,570	10,002	178,447	49	69	47
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,100	8,021	134,518	48	45	45
	Competition Pubs	2	8	118	13	25	33
	Adults 18+ per Competition Pub	1,050	1,003	1,140	127	121	138
	% Adults Likely to Drink	82.8%	83.5%	82.4%	100	101	100
Affluence	**Low**	17.3%	13.9%	10.8%	68	54	42
	Medium	37.4%	29.1%	38.6%	95	74	98
	High	43.2%	56.5%	49.9%	129	168	149
Age Profile	**18-24**	194	693	11,263	93	85	78
	25-34	231	1,299	21,289	68	98	90
	35-44	294	1,344	25,178	89	104	110
	45-64	709	2,763	46,591	108	108	102
	65+	672	1,922	30,197	137	101	89

*Affluence does not include Not Private Households
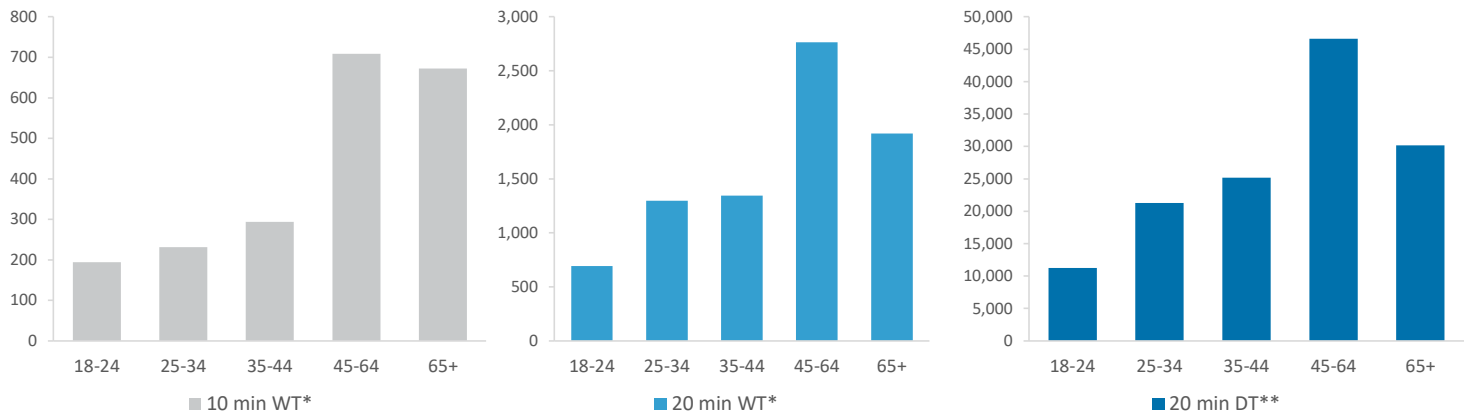
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	1,321 (51%)	4,997 (50%)	87,736 (49%)	104	101	99
	Female	1,249 (49%)	5,005 (50%)	90,711 (51%)	96	99	101
Economic Status (16-74)	**Employed: Full-time**	726 (41%)	3,365 (46%)	55,774 (45%)	98	111	108
	Employed: Part-time	242 (14%)	986 (13%)	16,191 (13%)	104	104	100
	Self employed	210 (12%)	824 (11%)	12,769 (10%)	123	118	107
	Unemployed	26 (1%)	120 (2%)	2,908 (2%)	61	69	98
	Retired	350 (20%)	997 (14%)	15,252 (12%)	142	99	89
	Other	229 (13%)	1,022 (14%)	21,538 (17%)	65	71	88
	Total Worker Count	755	2,950	60,542			

See the Glossary page for further information on the above variables

CACI

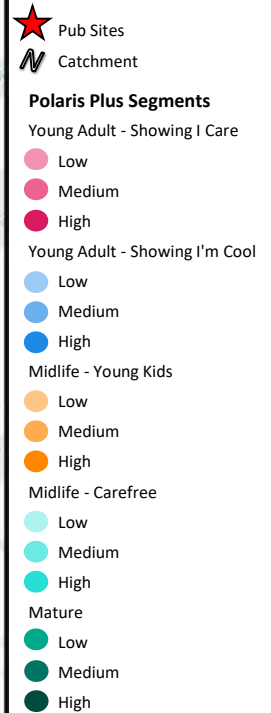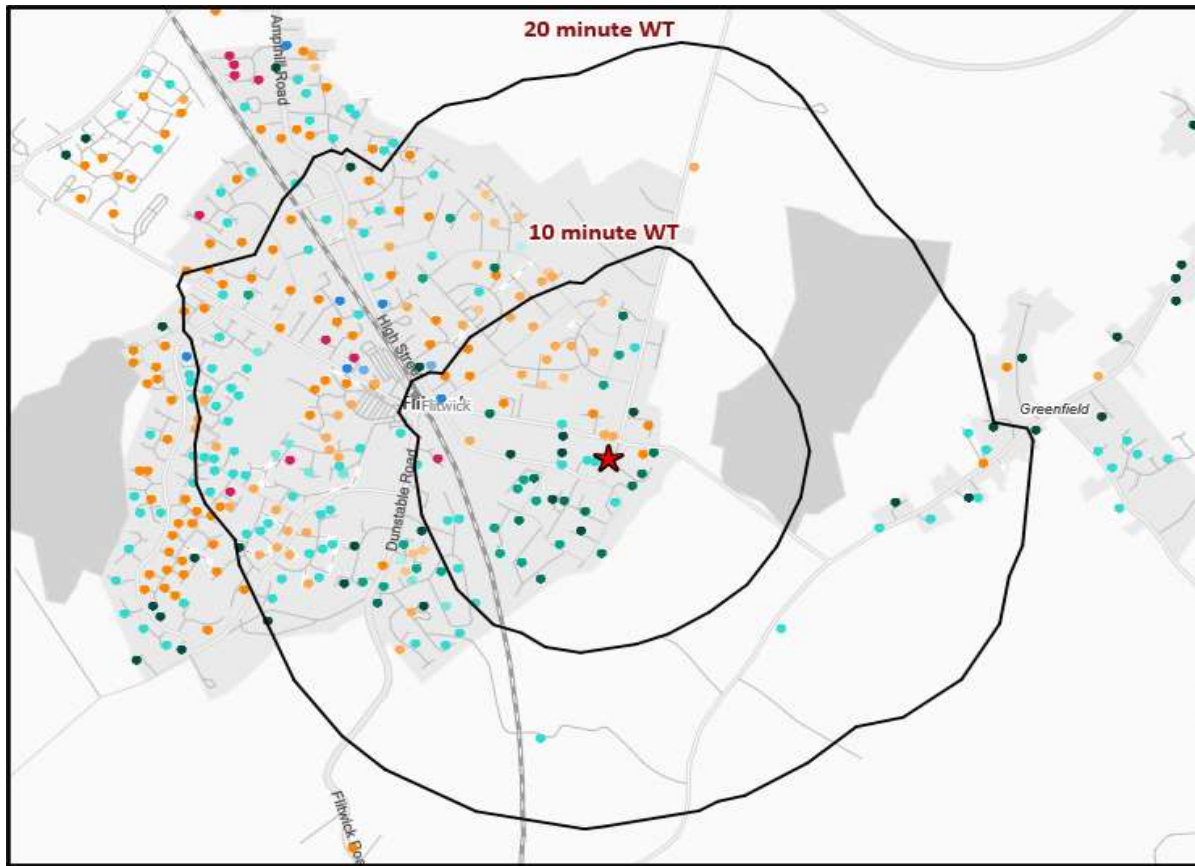## Polaris Summary - Crown Flitwick

star PUBS&BARS
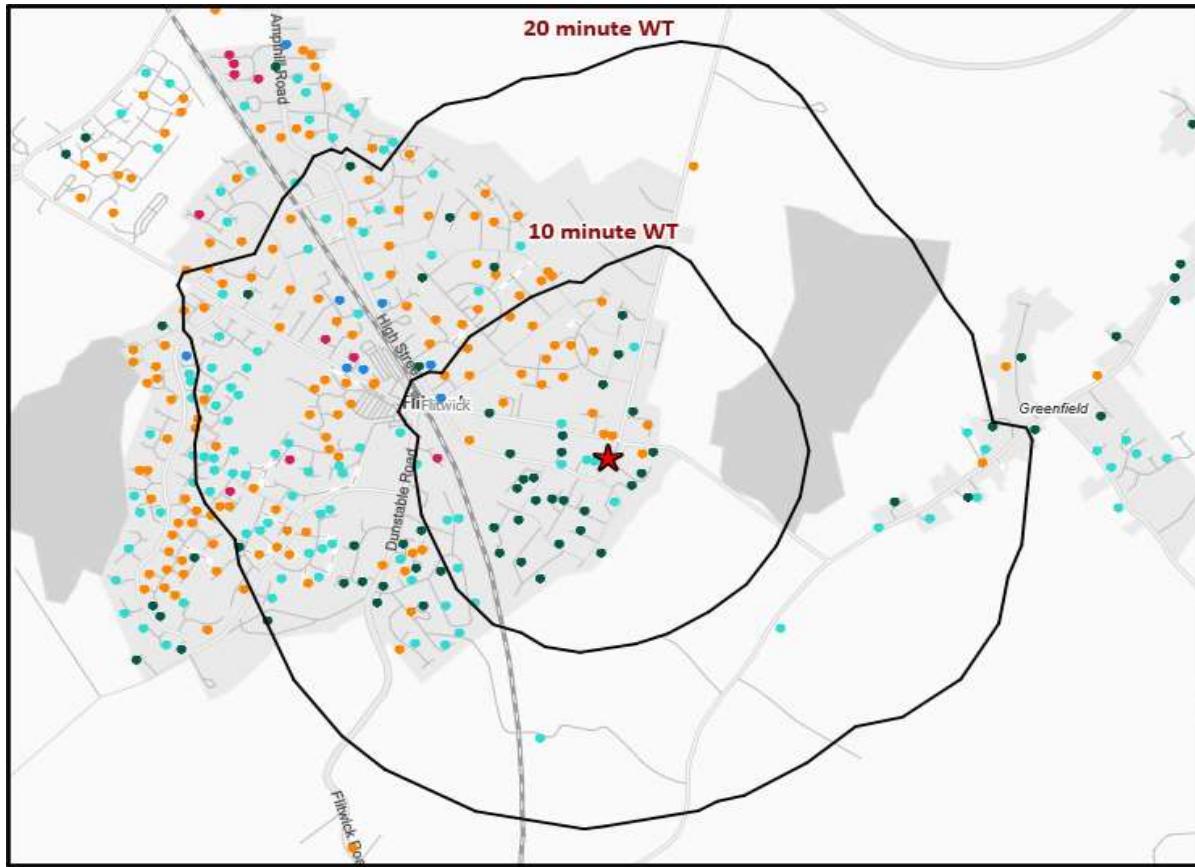
★ Pub Sites
N Catchment

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	0	135	6,410	0	19	53
Young Adult - Showing I'm Cool	0	201	6,088	0	27	49
Midlife - Young Kids	539	3,398	54,602	82	135	129
Midlife - Carefree	556	2,727	31,486	126	162	111
Mature	961	1,516	34,998	164	68	93
Not Private Households	44	44	934	146	38	48
Total	2,100	8,021	134,518			

CACI

Polaris Summary - Crown Flitwick

★ star PUBS&BARS

Legend:
- ★ Pub Sites
- N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- 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 Adult - Showing I Care						
Low	0	0	491	0	0	9
Medium	0	0	0	0	0	0
High	0	135	5,919	0	50	131
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	35	2,199	0	12	44
High	0	166	3,889	0	46	65
Midlife - Young Kids						
Low	126	587	7,589	54	66	51
Medium	296	1,440	33,546	94	120	167
High	117	1,371	13,467	103	317	186
Midlife - Carefree						
Low	0	40	1,084	0	15	24
Medium	0	358	7,730	0	66	86
High	556	2,329	22,672	242	266	154
Mature						
Low	238	487	5,364	191	102	67
Medium	489	501	8,476	184	49	50
High	234	528	21,158	119	70	168
Not Private Households	44	44	934	146	38	48
Total	2,100	8,021	134,518			

Transactional Data Summary - Crown Flitwick

star PUBS & BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	1.8%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	1.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.2%
Young Adult - Showing I'm Cool - High	1.8%
Midlife - Young Kids - Low	0.6%
Midlife - Young Kids - Medium	16.7%
Midlife - Young Kids - High	21.6%
Midlife - Carefree - Low	1.7%
Midlife - Carefree - Medium	1.3%
Midlife - Carefree - High	22.1%
Mature - Low	1.0%
Mature - Medium	21.6%
Mature - High	8.7%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£10
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£14
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£12
Young Adult - Showing I'm Cool - High	£14
Midlife - Young Kids - Low	£9
Midlife - Young Kids - Medium	£13
Midlife - Young Kids - High	£12
Midlife - Carefree - Low	£8
Midlife - Carefree - Medium	£10
Midlife - Carefree - High	£10
Mature - Low	£9
Mature - Medium	£11
Mature - High	£12

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

Spend by Month

Crown Flitwick
Star Pubs

Jan-22, Feb-22, Mar-22, Apr-22, May-22, Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22

Mobile Data Summary - Crown Flitwick

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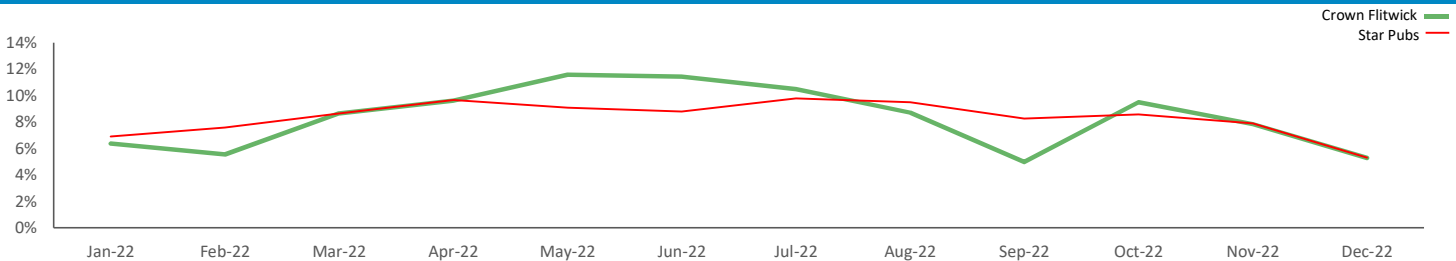
Time of Day/Day of Week
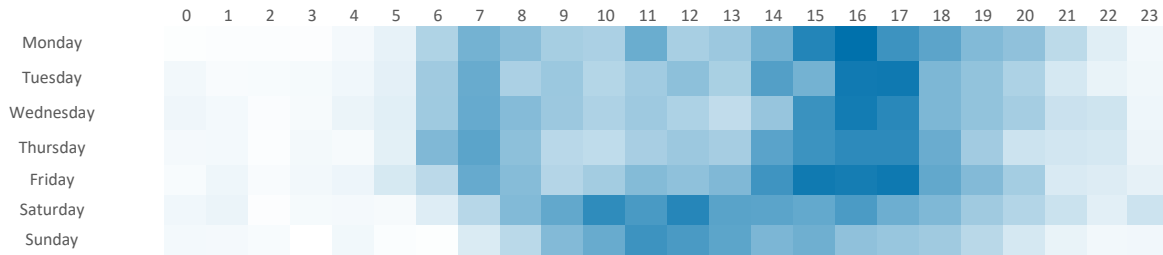
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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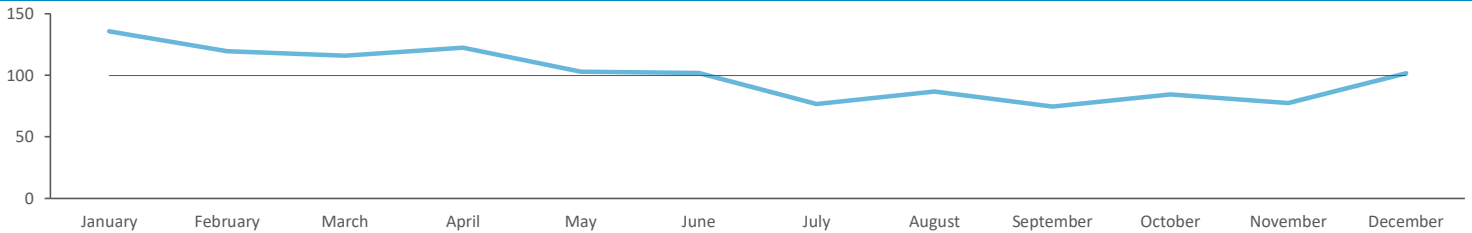
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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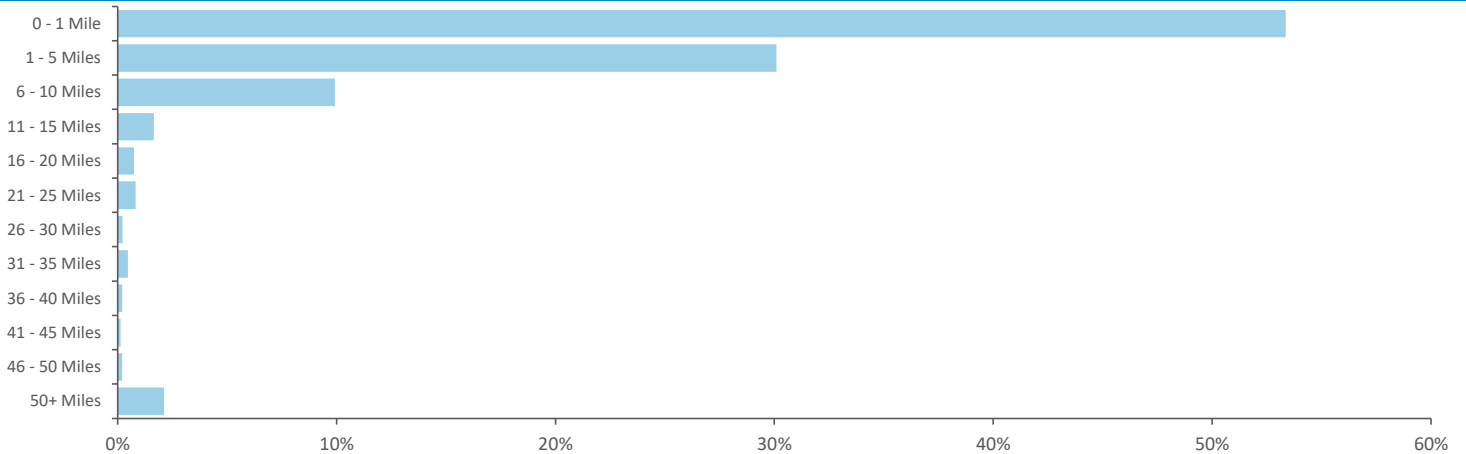
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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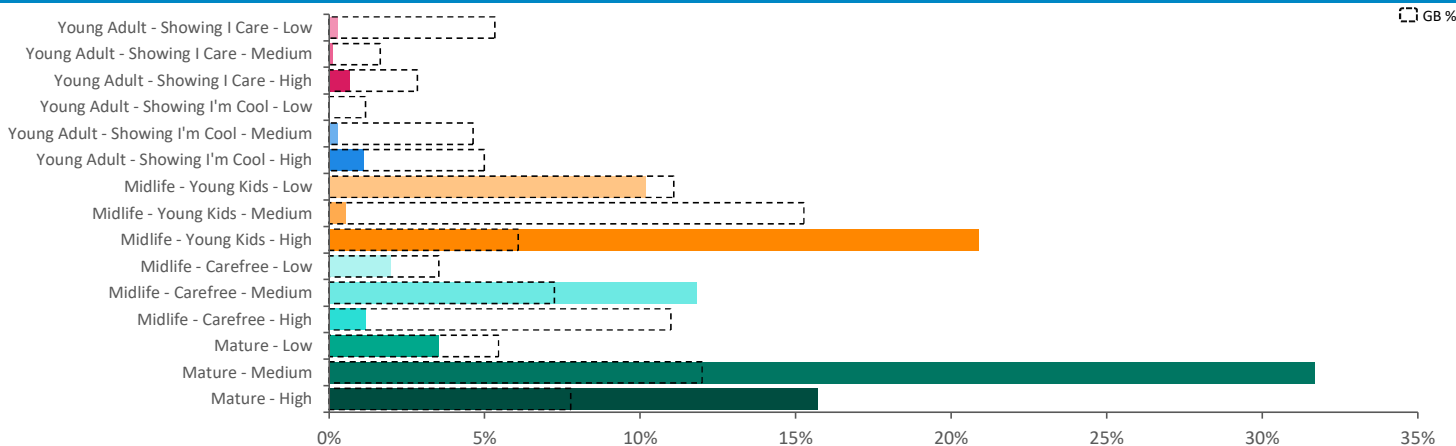
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Crown Flitwick

★ 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
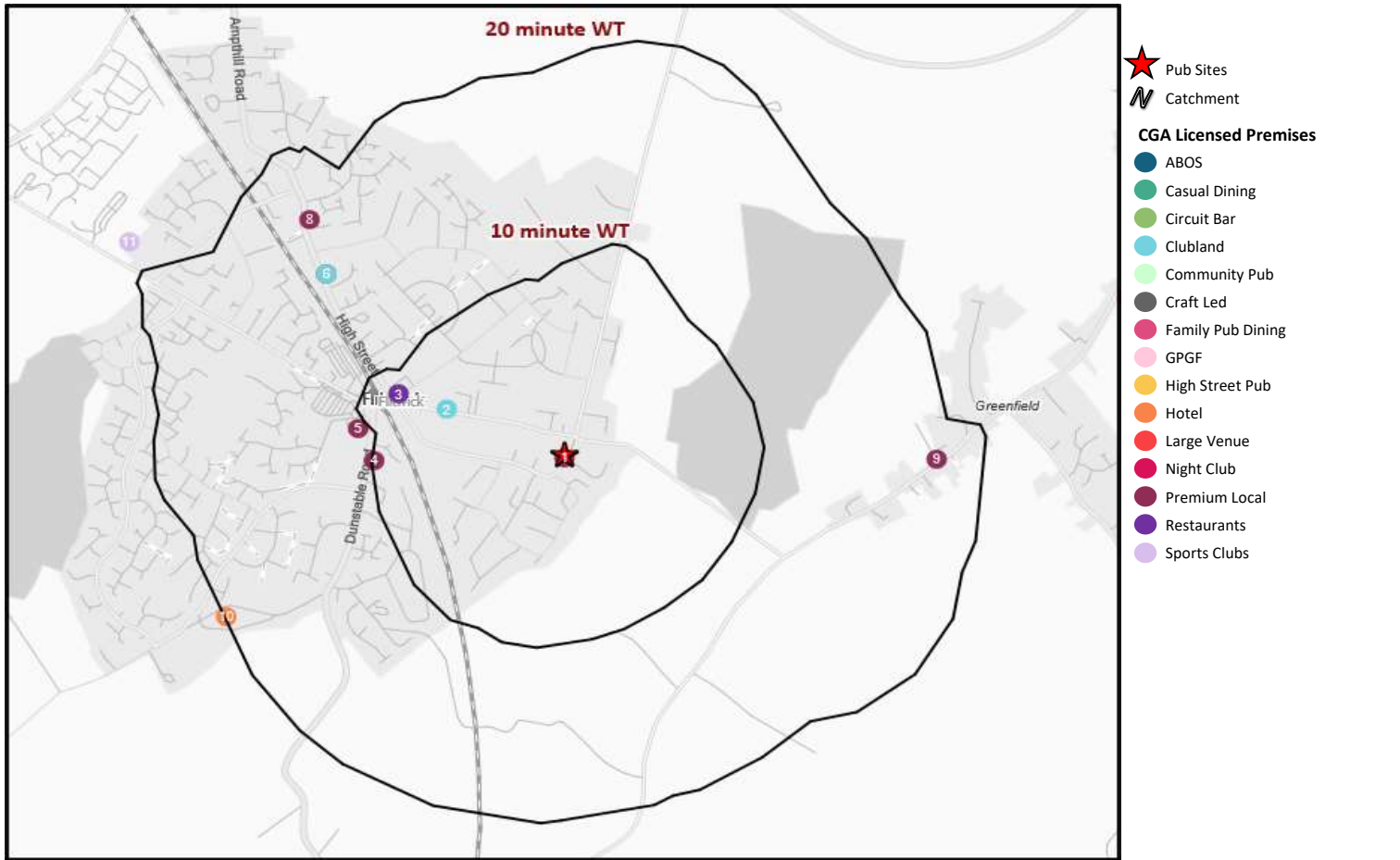
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Crown	MK45 1LA	Star Pubs & Bars	Premium Local	0.0
2	Flitwick Bowls Club	MK45 1ED	Independent Free	Clubland	0.3
3	Pearl Of Bengal	MK45 1DP	Independent Free	Restaurants	0.4
4	Swan	MK45 1HP	Wells & Co	Premium Local	0.4
5	Bumble Bee	MK45 1QY	Greene King	Premium Local	0.4
6	Wheatsheaf	MK45 1DU	Unknown	Premium Local	0.6
6	Flitwick Club	MK45 1DU	Independent Free	Clubland	0.6
8	Blackbirds	MK45 1DX	Greene King	Premium Local	0.7
9	Compasses	MK45 5DD	Wells & Co	Premium Local	0.7
10	Hallmark Hotel	MK45 1AE	Hallmark Hotels	Hotel	0.7
11	Flitwick Leisure Centre	MK45 1TH	Independent Free	Sports Clubs	1.0
12	Flitton & Greenfield Village Hall	MK45 5DR	Independent Free	Large Venue	1.2

Per Pub Analysis - Crown Flitwick

*WT= Walktime, **DT= Drivetime
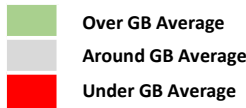
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,100	8,021	134,518
Number of Competition Pubs	2	8	118
Adults 18+ per Competition Pub	1,050	1,003	1,140

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	139	6.6%	65
Circuit Bar	57	2.7%	74
Community Pub	426	20.3%	117
Craft Led	17	0.8%	26
Great Pub Great Food	515	24.5%	128
High Street Pub	380	18.1%	104
Premium Local	522	24.9%	142

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	892	11.1%	109
Circuit Bar	233	2.9%	79
Community Pub	1,155	14.4%	83
Craft Led	138	1.7%	55
Great Pub Great Food	2,081	25.9%	135
High Street Pub	1,175	14.6%	85
Premium Local	1,905	23.7%	135

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,199	12.8%	125
Circuit Bar	5,218	3.9%	106
Community Pub	15,731	11.7%	67
Craft Led	3,914	2.9%	92
Great Pub Great Food	34,340	25.5%	133
High Street Pub	17,077	12.7%	73
Premium Local	31,291	23.3%	133

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds *Conscious choices on sustainability and health*	18-34 year olds *Looking good and discovering what's new*	35-54 year olds *Children under 12 at home*	35-54 year olds *No children under 12 at home*	55+ year olds
Consumer Insight	*"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."*	*"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."*	*"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.

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.