

Catchment Summary - Sun Inn Tuxford



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

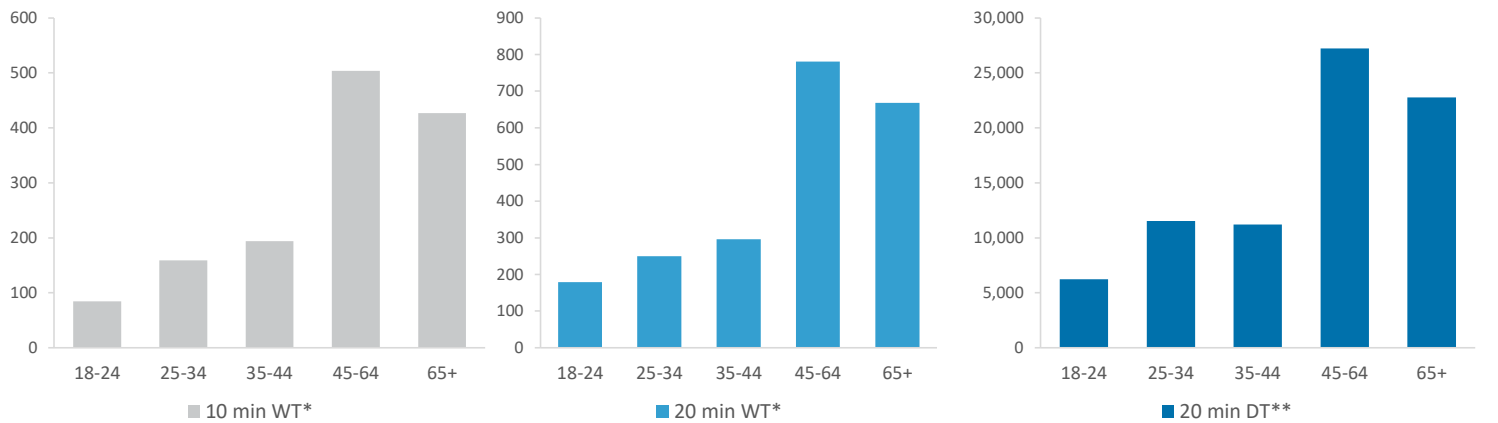
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,707	2,765	98,590	32	19	26
Adults 18+	1,368	2,174	78,947	31	12	26
Competition Pubs	2	3	119	13	9	33
Adults 18+ per Competition Pub	684	725	663	83	88	80
% Adults Likely to Drink	81.8%	81.5%	82.6%	99	99	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	8.1%	15.9%	21.6%	32	62	84
	Medium	56.7%	61.5%	50.1%	144	156	127
	High	35.2%	22.2%	25.0%	105	66	75

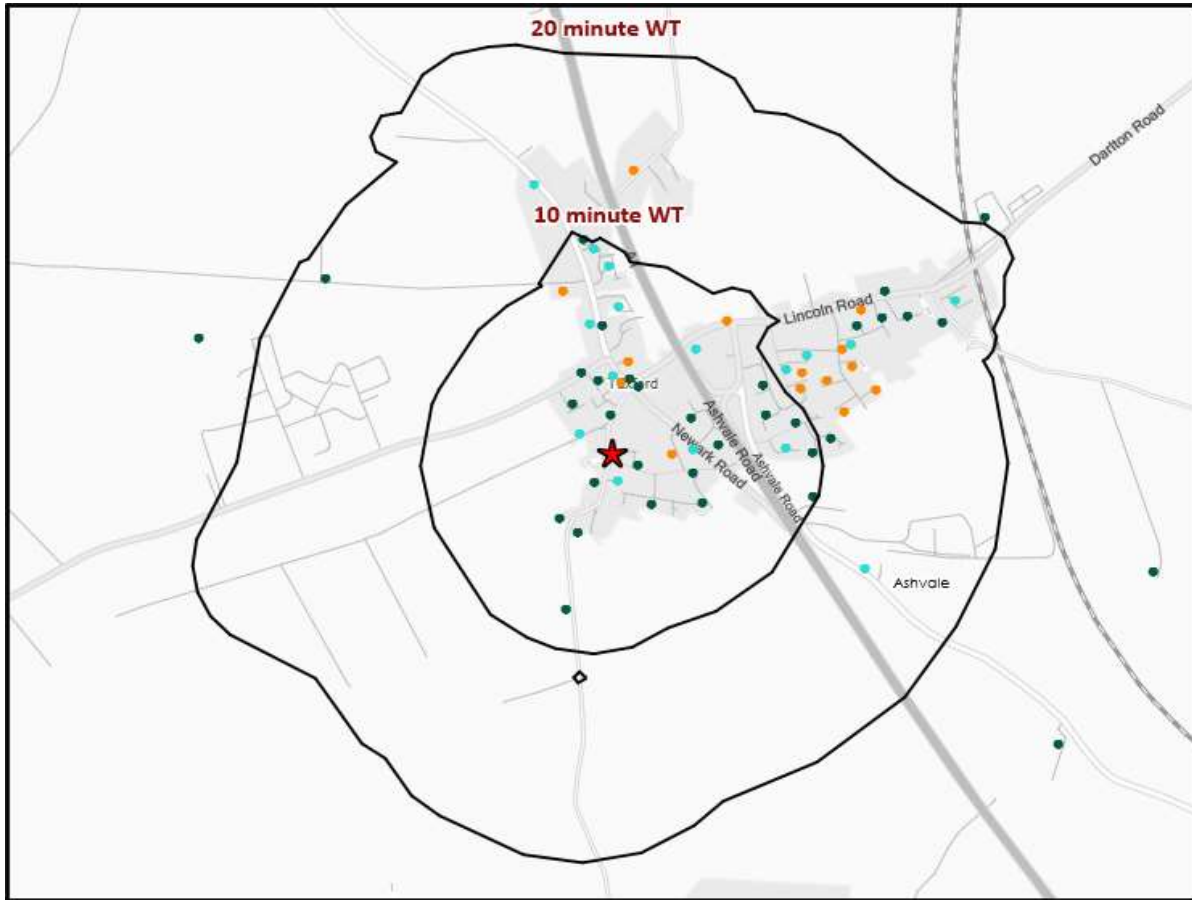
*Affluence does not include Not Private Households

Age Profile	18-24	84	179	6,213	61	80	78
	25-34	159	250	11,533	70	68	88
	35-44	194	296	11,188	88	83	88
	45-64	504	781	27,231	116	111	108
	65+	427	668	22,782	131	126	121



		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	825 (48%)	1,354 (49%)	48,848 (50%)	98	99	100
	Female	882 (52%)	1,411 (51%)	49,742 (50%)	102	101	100
Economic Status (16-74)	Employed: Full-time	502 (41%)	778 (40%)	28,552 (41%)	98	96	98
	Employed: Part-time	165 (13%)	276 (14%)	10,019 (14%)	103	109	110
	Self employed	143 (12%)	194 (10%)	5,913 (8%)	122	104	88
	Unemployed	16 (1%)	44 (2%)	1,441 (2%)	55	95	87
	Retired	231 (19%)	345 (18%)	12,176 (17%)	137	128	126
	Other	171 (14%)	312 (16%)	12,078 (17%)	71	81	87
Total Worker Count		1,674	1,924	54,659			

See the Glossary page for further information on the above variables

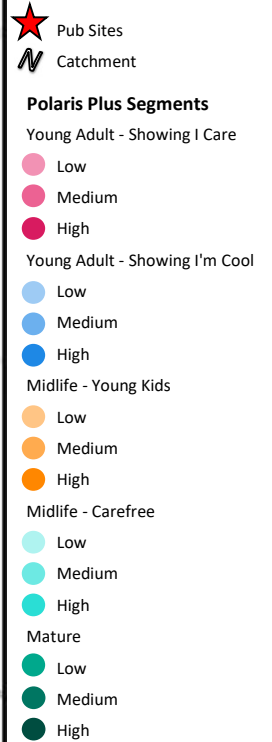
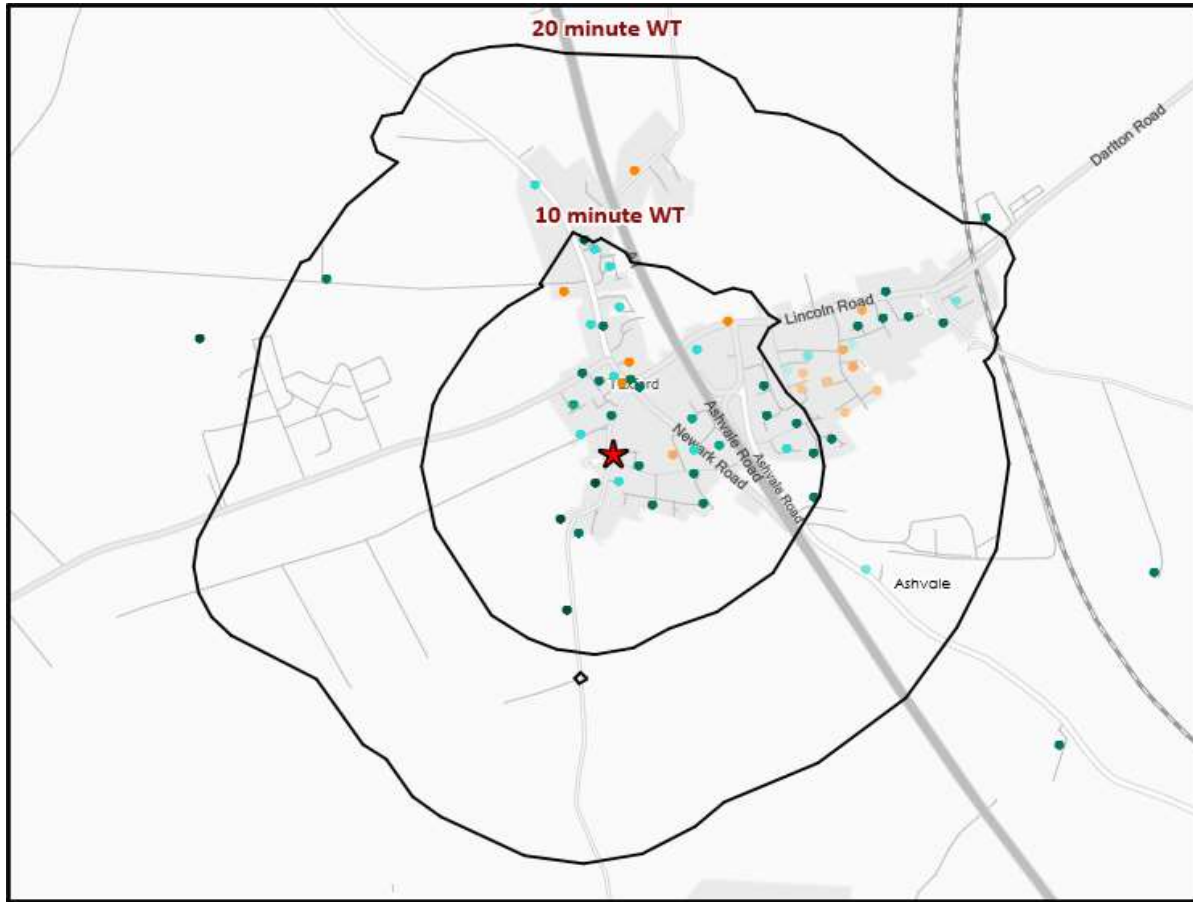


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	0	177	0	0	3
Young Adult - Showing I'm Cool	0	0	3,235	0	0	45
Midlife - Young Kids	109	457	21,319	25	67	86
Midlife - Carefree	376	553	19,731	131	121	119
Mature	883	1,153	31,863	231	190	144
<i>Not Private Households</i>	0	11	2,622	0	35	231
Total	1,368	2,174	78,947			



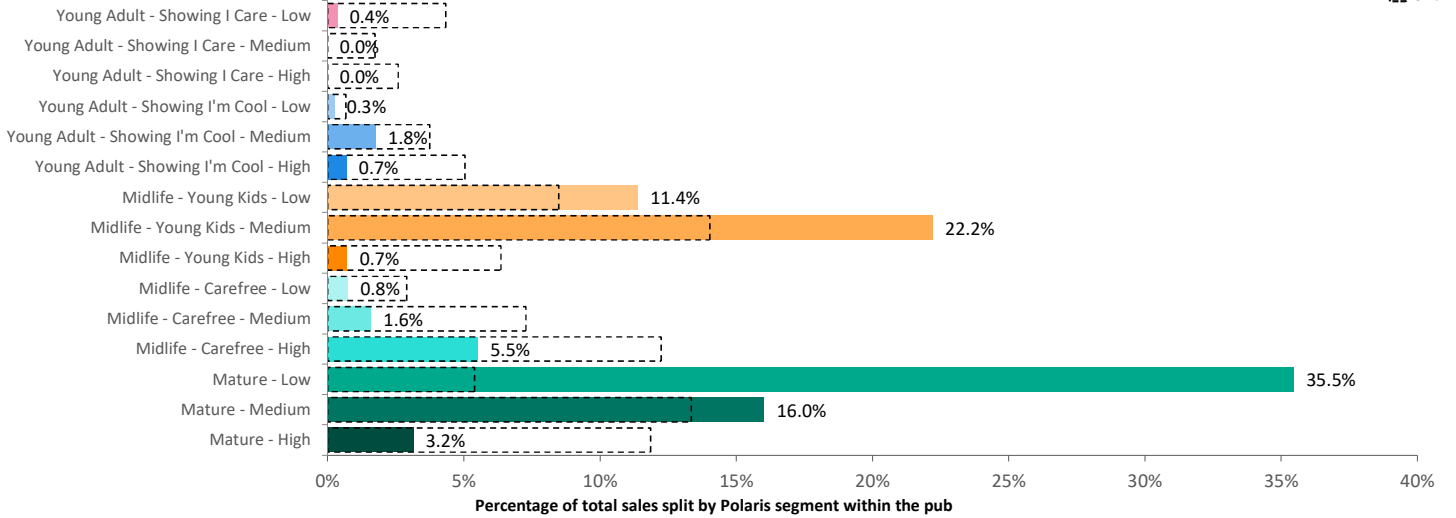
Polaris Plus Profile by Catchment

*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	87	0	0	3
Medium	0	0	0	0	0	0
High	0	0	90	0	0	3
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,762	0	0	60
High	0	0	1,473	0	0	42
Midlife - Young Kids						
Low	0	183	5,990	0	76	68
Medium	44	209	10,554	22	64	90
High	65	65	4,775	88	55	112
Midlife - Carefree						
Low	0	51	5,481	0	69	204
Medium	40	166	8,123	44	114	153
High	336	336	6,127	225	142	71
Mature						
Low	111	111	5,469	137	86	117
Medium	691	961	19,088	399	349	191
High	81	81	7,306	63	40	99
Not Private Households	0	11	2,622	0	35	231
Total	1,368	2,174	78,947			

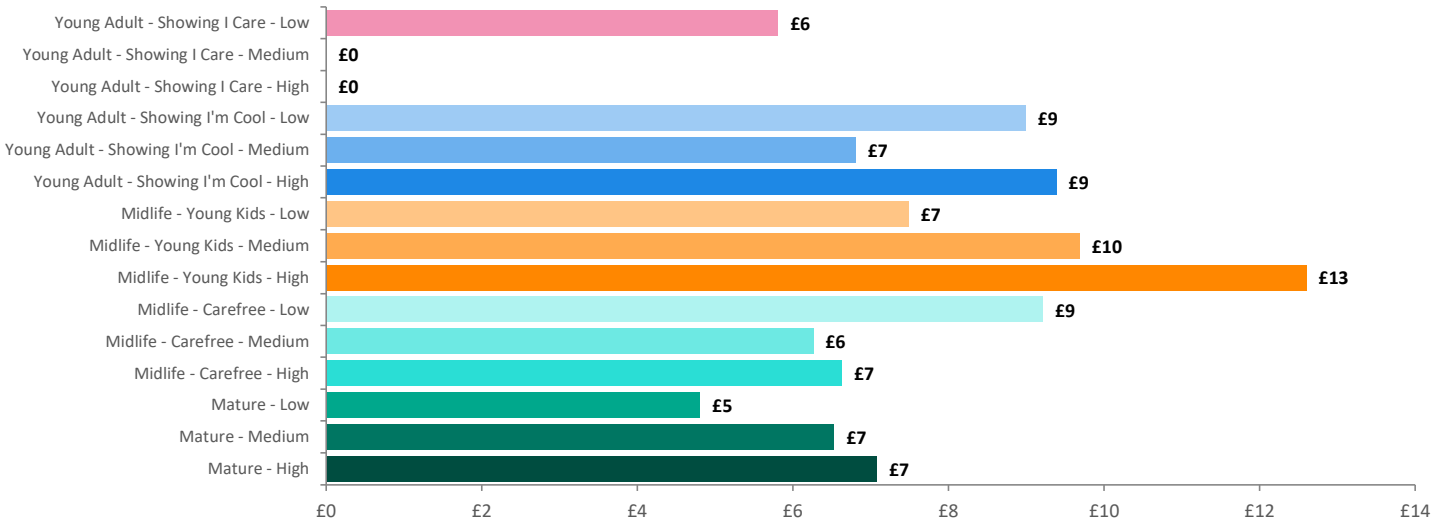
Spend by Polaris

GB %



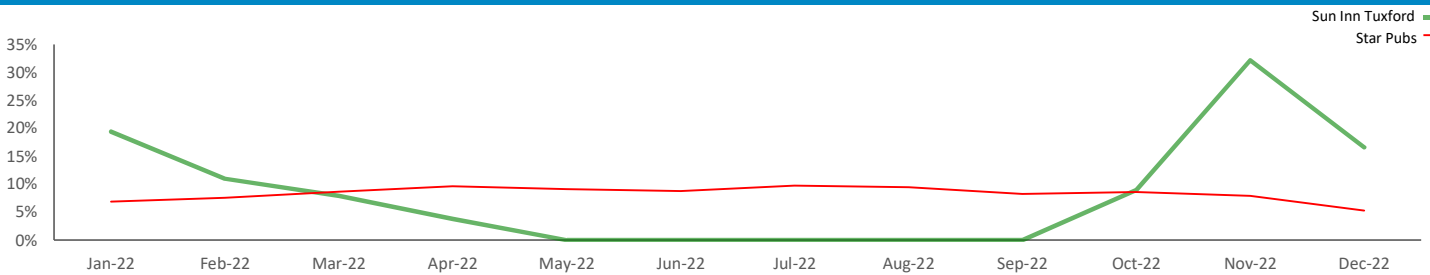
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

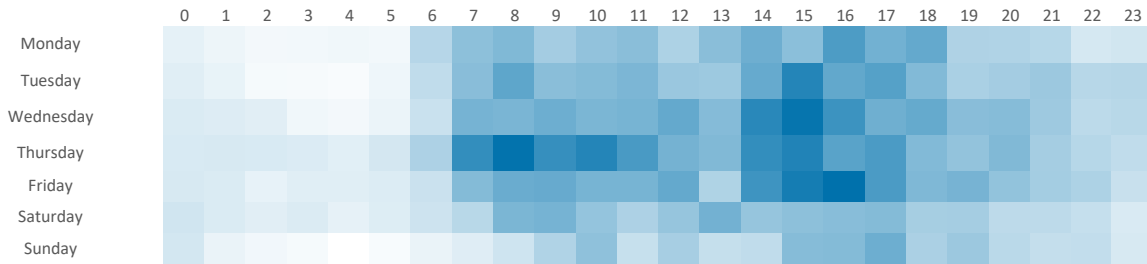


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

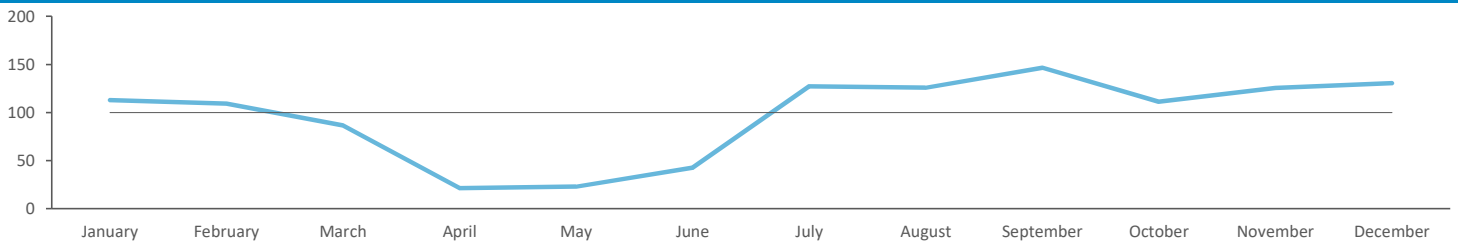


Time of Day/Day of Week



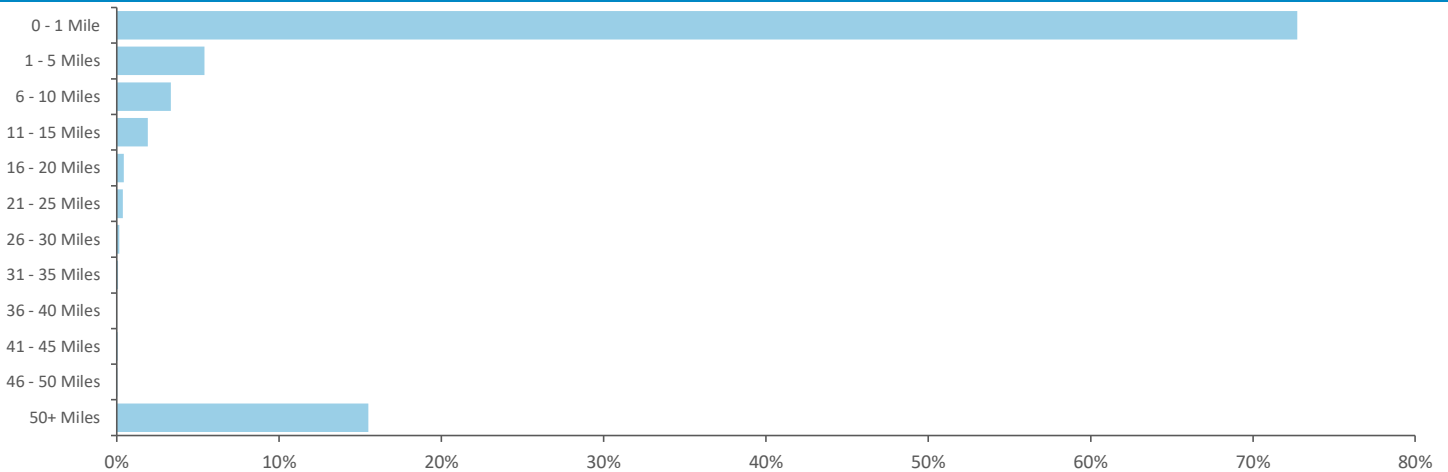
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



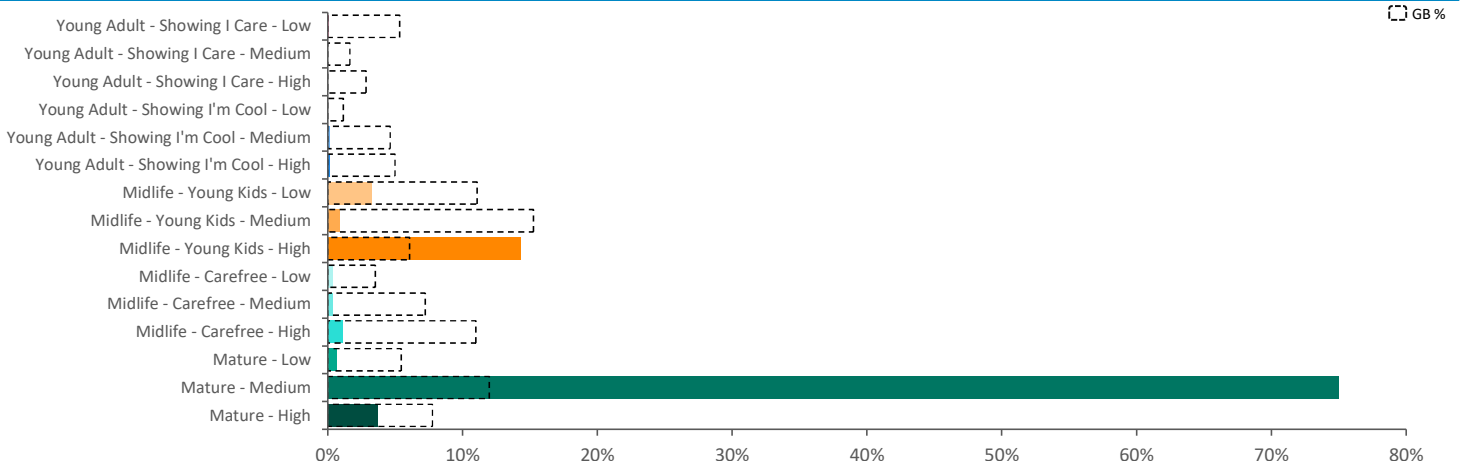
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

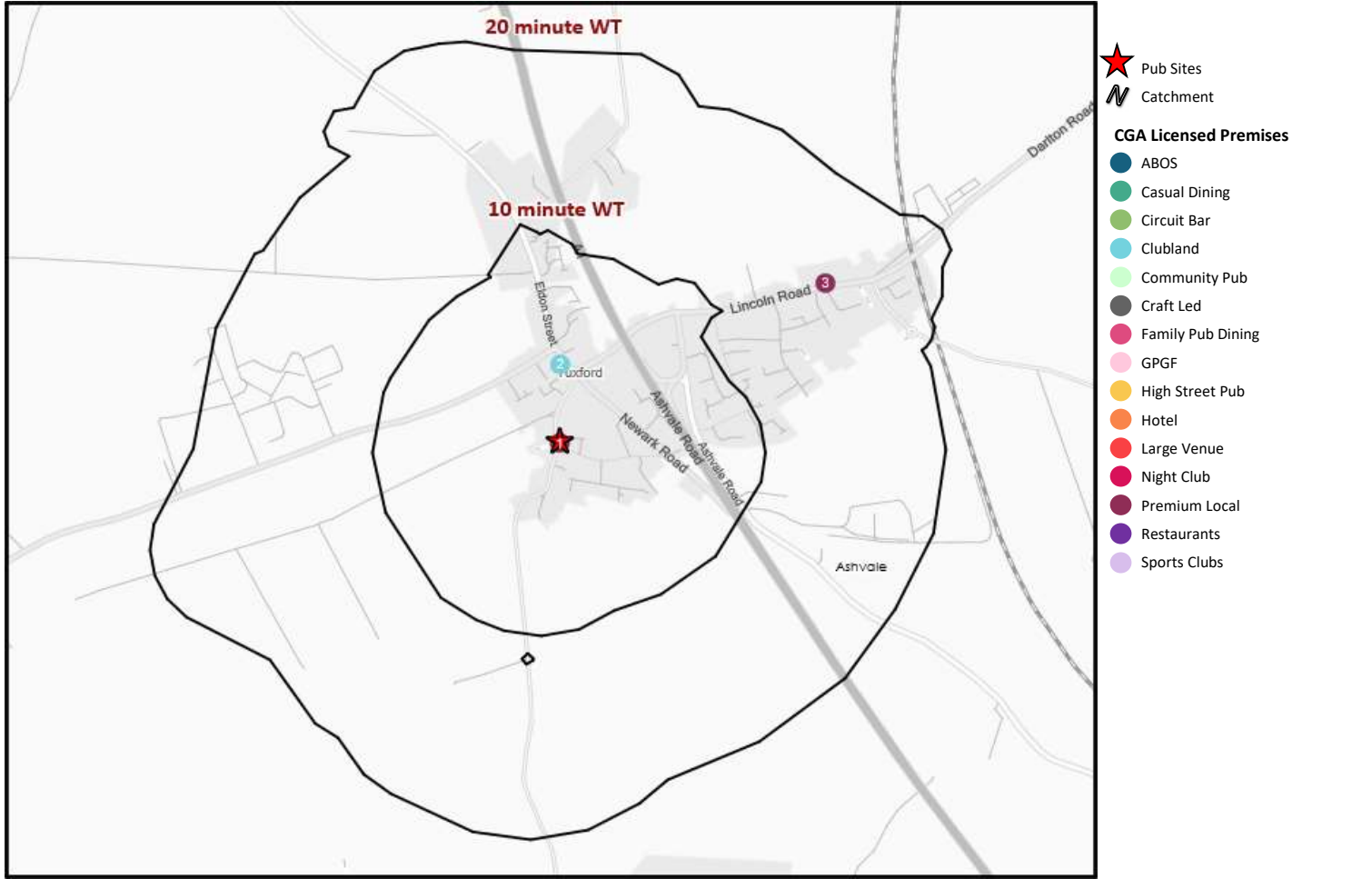


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



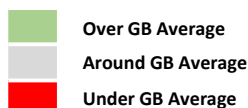
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Sun Inn	NG22 0LN	Star Pubs & Bars	Premium Local	0.0
2	Tuxford & District Working Mens Club	NG22 0LB	Independent Free	Clubland	0.2
3	Fountain Hotel	NG22 0JQ	*Other Small Retail Groups	Premium Local	0.6
4	East Markham Village Hall	NG22 0HA	Independent Free	Clubland	1.1
5	Old Plough Inn	NG22 0EZ	*Other Small Retail Groups	Family Pub Dining	1.2

Per Pub Analysis - Sun Inn Tuxford



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,368	2,174	78,947
Number of Competition Pubs	2	3	119
Adults 18+ per Competition Pub	684	725	663

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	50	3.7%	36
Circuit Bar	14	1.0%	28
Community Pub	295	21.6%	124
Craft Led	3	0.2%	6
Great Pub Great Food	334	24.4%	127
High Street Pub	274	20.1%	116
Premium Local	358	26.2%	149

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	85	3.9%	38
Circuit Bar	36	1.7%	45
Community Pub	484	22.3%	128
Craft Led	12	0.6%	18
Great Pub Great Food	401	18.4%	96
High Street Pub	463	21.3%	123
Premium Local	466	21.4%	122

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	5,025	6.4%	62
Circuit Bar	2,031	2.6%	70
Community Pub	13,260	16.8%	97
Craft Led	1,130	1.4%	45
Great Pub Great Food	13,291	16.8%	88
High Street Pub	13,499	17.1%	99
Premium Local	14,485	18.3%	105

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, 5.1</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, 5.2</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, 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>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</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.																									
	<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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td>18-34 year olds Conscious choices on sustainability and health</td> <td>18-34 year olds Looking good and discovering what's new</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></td> <td>"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."</td> <td>"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."</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. 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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 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.																									