Catchment Summary - Earl Of Beaconsfield Cambridge

Ship To	Name	Postcode	Operator	Segment	Sparsity
626354	Earl Of Beaconsfield Cambridge	CB 1 3AA	Star Pubs & Bars	Premium Local	12

Polaris Plus Profile

See the Glossary page for further information on the above variables

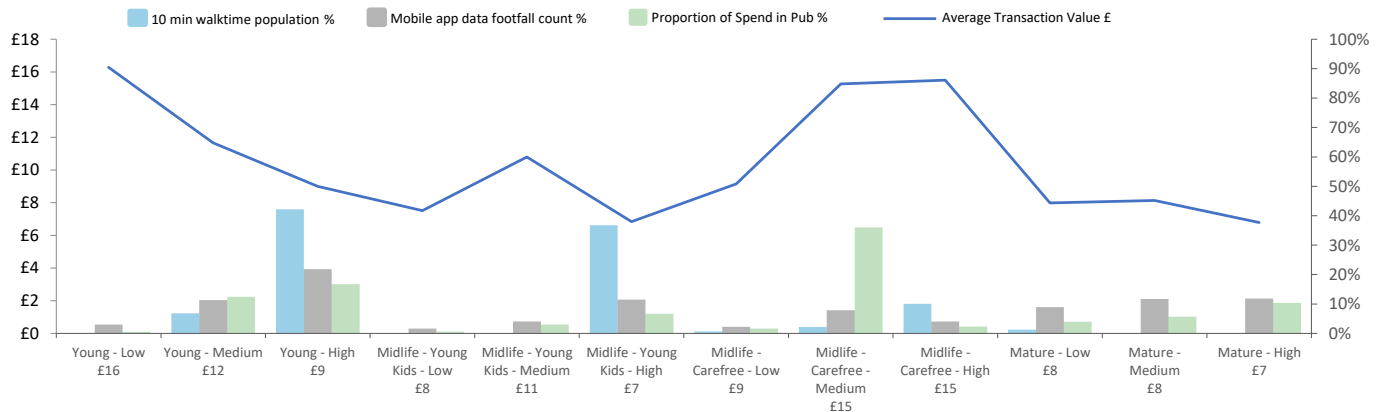# Catchment Summary - Earl Of Beaconsfield Cambridge

★ star
PUBS&BARS

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*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		12,857	37,948	222,612	240	205	51
					Population & Adults 18+ index is based on all pubs		
Adults 18+		11,222	32,727	183,412	249	214	52
Competition Pubs		14	47	223	78	131	54
Adults 18+ per Competition Pub		802	696	822	93	81	96
% Adults Likely to Drink		81.1%	80.3%	79.2%	106	105	104
Affluence	Low	2.0%	5.9%	5.9%	6	18	18
	Medium	9.0%	17.2%	34.4%	24	45	90
	High	89.0%	75.7%	58.6%	326	277	215
*Affluence does not include Not Private Households							
Age Profile	18-24	2,016	7,772	32,129	193	252	177
	25-34	3,648	9,093	38,476	213	180	130
	35-44	1,952	5,245	29,789	115	104	101
	45-64	2,418	6,928	48,756	73	71	85
	65+	1,188	3,689	34,262	48	51	80
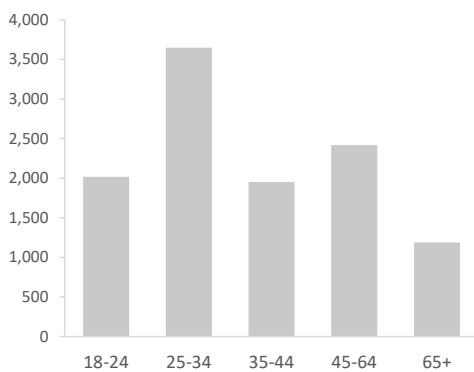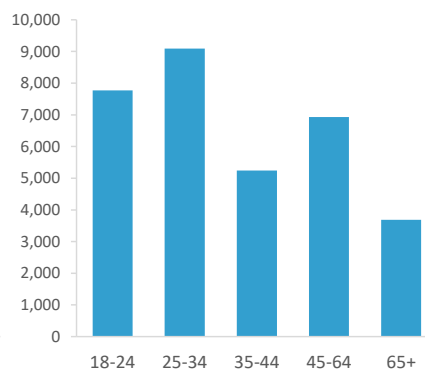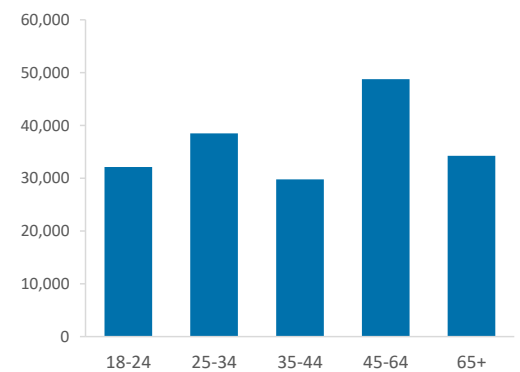
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	6,578 (51%)	19,221 (51%)	111,239 (50%)	104	103	102
	Female	6,279 (49%)	18,727 (49%)	111,373 (50%)	96	97	98
Economic Status (16+)	Employed: Full-time	5,190 (46%)	14,134 (42%)	71,924 (38%)	132	122	111
	Employed: Part-time	849 (7%)	2,661 (8%)	18,020 (10%)	63	67	81
	Self employed	878 (8%)	2,559 (8%)	15,116 (8%)	84	83	87
	Unemployed	231 (2%)	649 (2%)	3,697 (2%)	74	70	71
	Full-time student	820 (7%)	2,323 (7%)	7,313 (4%)	303	292	164
	Retired	1,085 (10%)	3,605 (11%)	30,448 (16%)	44	49	74
	Other	2,318 (20%)	7,565 (23%)	41,556 (22%)	117	130	127
Total Worker Count		5,042	18,929	112,539			

See the Glossary page for further information on the above variables

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Transactional Data Summary - Earl Of Beaconsfield Cambridge

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Spend by Polaris Plus

GB %

Segment	Value
Young - Low	0.5%
Young - Medium	12.4%
Young - High	16.7%
Midlife - Young Kids - Low	0.6%
Midlife - Young Kids - Medium	3.0%
Midlife - Young Kids - High	6.7%
Midlife - Carefree - Low	1.7%
Midlife - Carefree - Medium	36.0%
Midlife - Carefree - High	2.3%
Mature - Low	4.0%
Mature - Medium	5.7%
Mature - High	10.4%

Percentage of total sales split by Polaris Plus segment within the pub
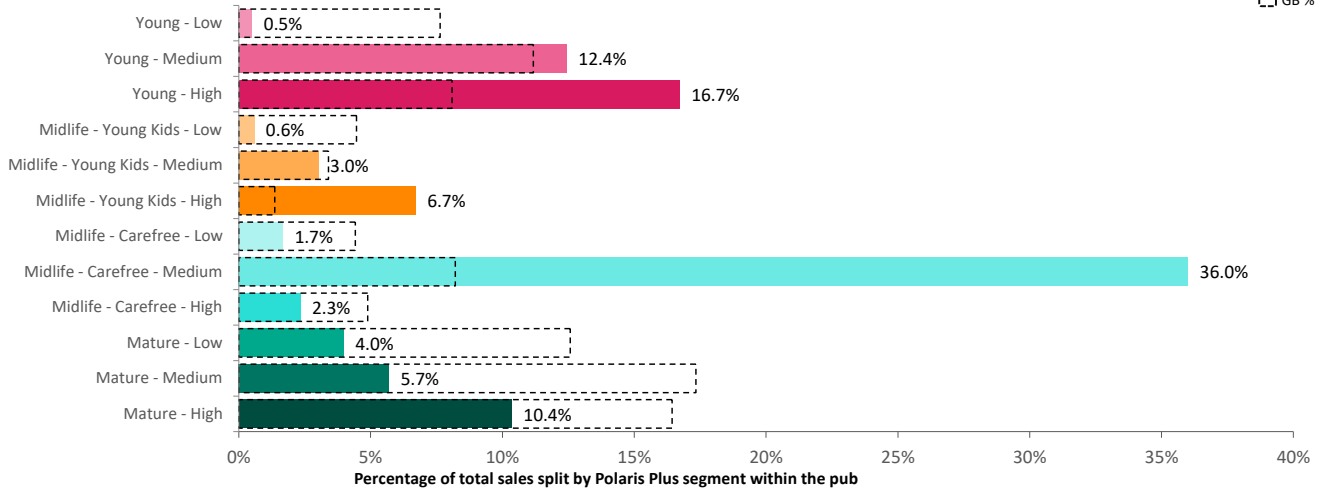
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	0.0%
Young - Medium	11.0%
Young - High	19.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	3.0%
Midlife - Young Kids - High	10.0%
Midlife - Carefree - Low	2.0%
Midlife - Carefree - Medium	24.0%
Midlife - Carefree - High	2.0%
Mature - Low	5.0%
Mature - Medium	7.0%
Mature - High	16.0%
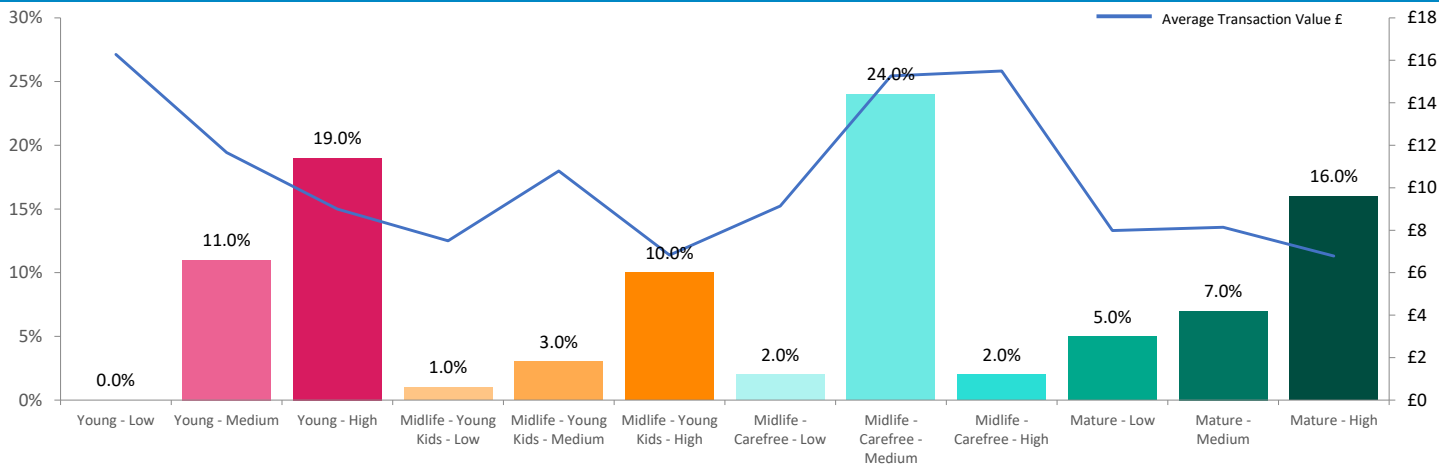
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Earl Of Beaconsfield Cambridge —
Star Pubs —

Seasonality of the spend split by month

Mobile Data Summary - Earl Of Beaconsfield Cambridge

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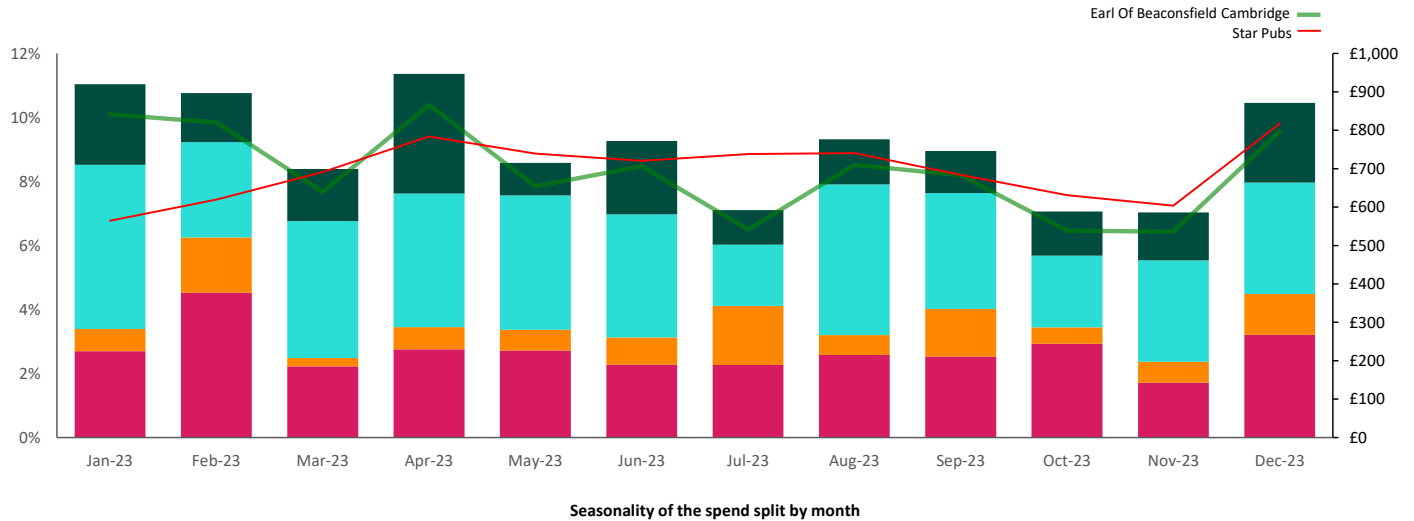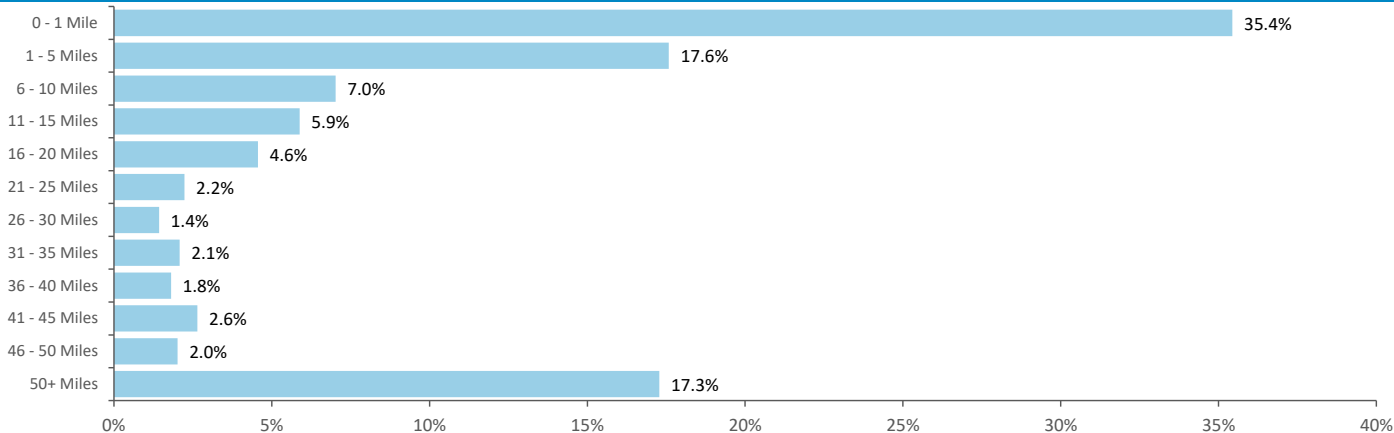
Time of Day/Day of Week
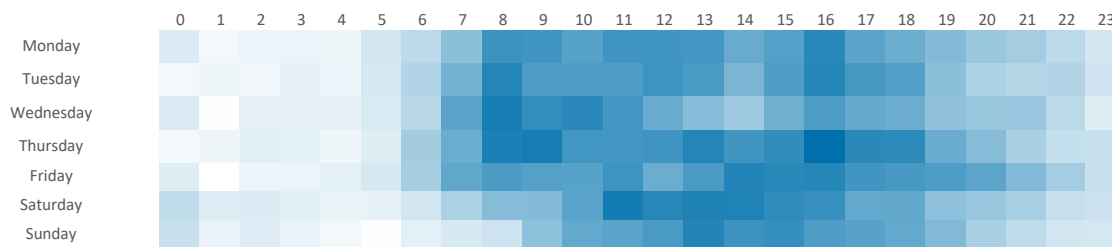
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average
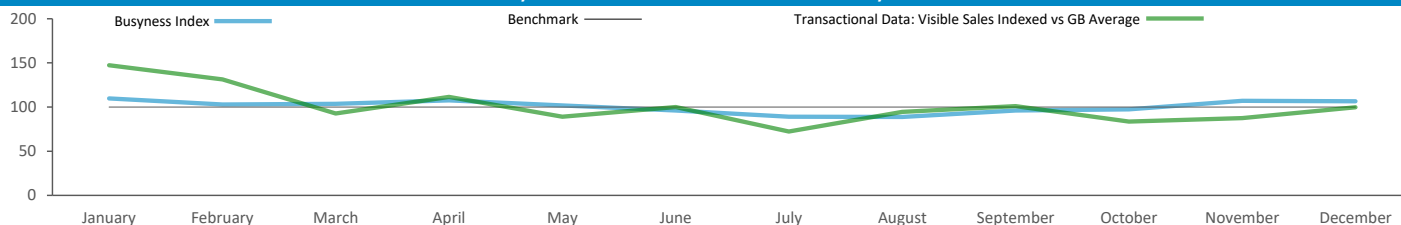
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	35.4%
1 - 5 Miles	17.6%
6 - 10 Miles	7.0%
11 - 15 Miles	5.9%
16 - 20 Miles	4.6%
21 - 25 Miles	2.2%
26 - 30 Miles	1.4%
31 - 35 Miles	2.1%
36 - 40 Miles	1.8%
41 - 45 Miles	2.6%
46 - 50 Miles	2.0%
50+ Miles	17.3%

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

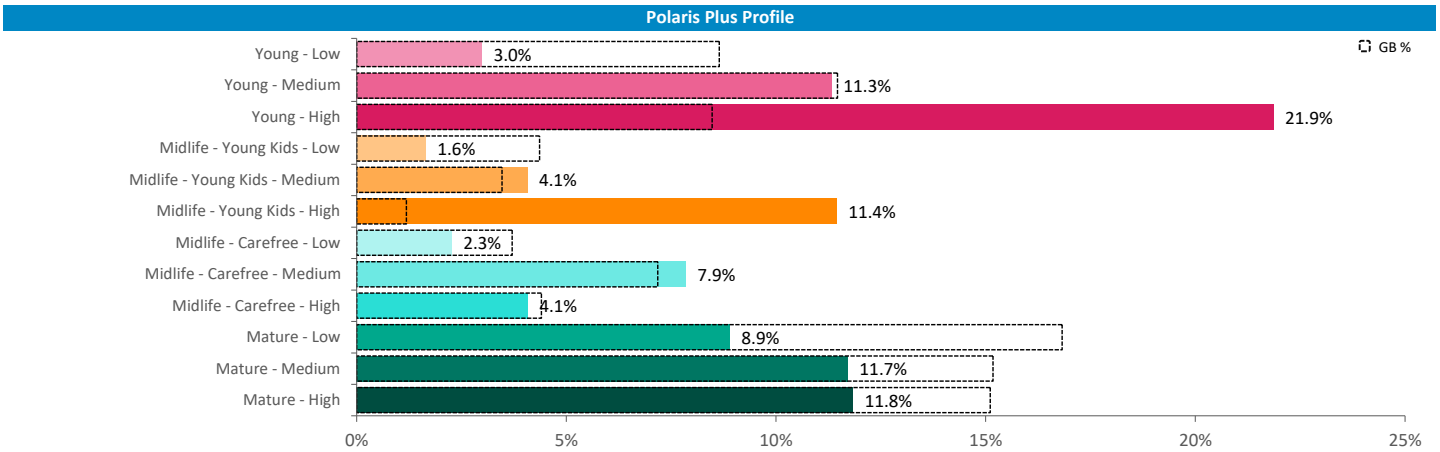## Audience Classification by Polaris Plus

Base: GB

Audience	Percentage
Resident	42.9%
Worker	16.4%
Tourist	28.6%
Local Tourist	12.1%
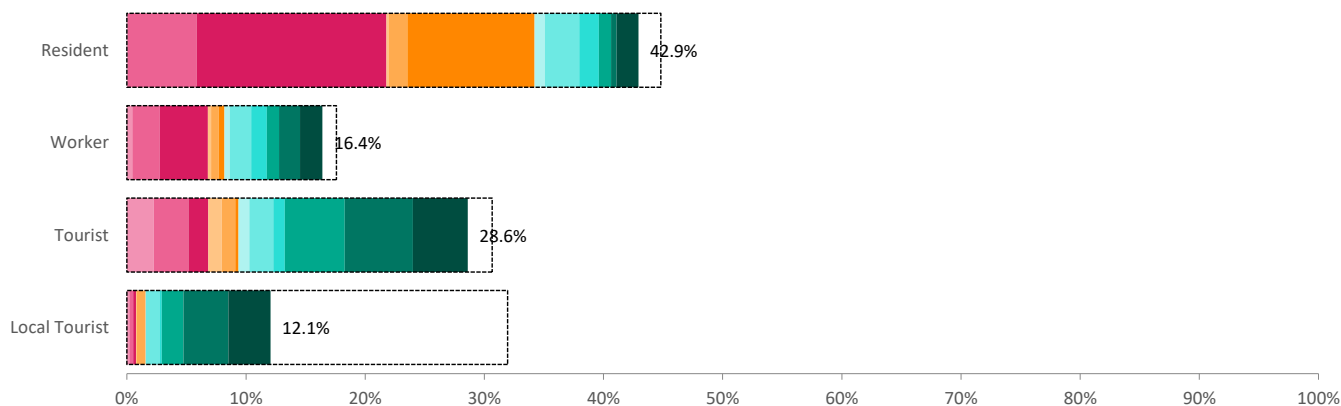
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Earl Of Beaconsfield Cambridge

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Polaris Plus Profile

GB %

Category	%
Young - Low	3.0%
Young - Medium	11.3%
Young - High	21.9%
Midlife - Young Kids - Low	1.6%
Midlife - Young Kids - Medium	4.1%
Midlife - Young Kids - High	11.4%
Midlife - Carefree - Low	2.3%
Midlife - Carefree - Medium	7.9%
Midlife - Carefree - High	4.1%
Mature - Low	8.9%
Mature - Medium	11.7%
Mature - High	11.8%

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	%
0 - 1 Mile	35.9%
1 - 5 Miles	17.4%
6 - 10 Miles	7.2%
11 - 15 Miles	5.9%
16 - 20 Miles	4.7%
21 - 25 Miles	2.3%
26 - 30 Miles	1.5%
31 - 35 Miles	2.1%
36 - 40 Miles	1.8%
41 - 45 Miles	2.7%
46 - 50 Miles	1.9%
50+ Miles	16.5%

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

Mobile Data Summary - Earl Of Beaconsfield Cambridge

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PUBS & BARS

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

Weekday

	pre 11am (30%)	11am-2pm (16%)	2pm-5pm (16%)	5pm-8pm (15%)	8pm-11pm (11%)	11pm+ (12%)
Mature	27.7%	30.0%	27.8%	24.3%	22.5%	21.9%
Midlife - Carefree	11.3%	16.0%	14.4%	12.9%	9.8%	5.5%
Midlife - Young Kids	21.8%	17.2%	20.0%	20.3%	24.0%	25.6%
Young	39.2%	36.8%	37.8%	42.5%	43.6%	47.0%

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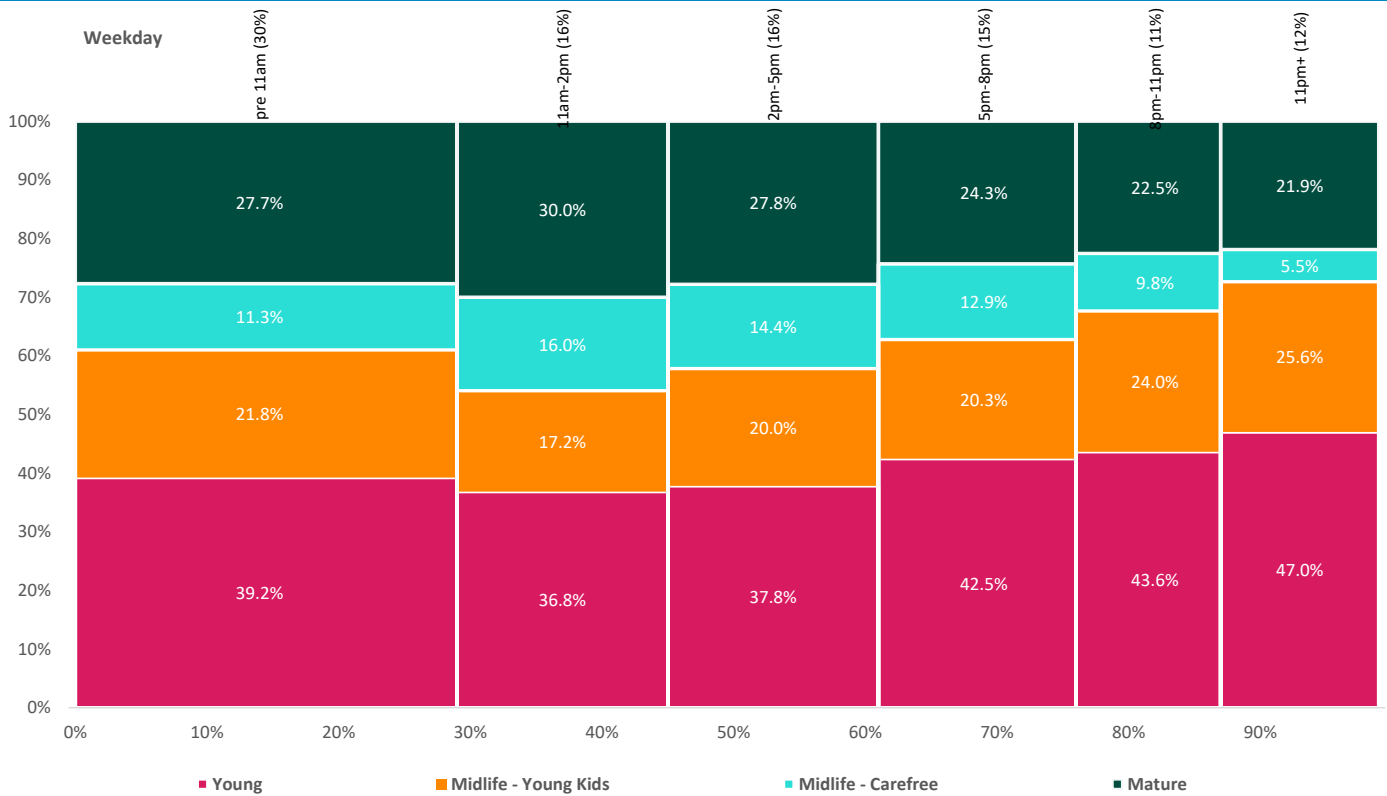
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (24%)	11am-2pm (18%)	2pm-5pm (18%)	5pm-8pm (15%)	8pm-11pm (11%)	11pm+ (14%)
Mature	22.9%	27.1%	25.1%	24.1%	22.7%	21.5%
Midlife - Carefree	10.5%	13.1%	10.9%	10.7%	10.1%	5.9%
Midlife - Young Kids	24.6%	19.7%	19.2%	19.5%	22.5%	25.0%
Young	42.1%	40.2%	44.7%	45.7%	44.7%	47.6%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
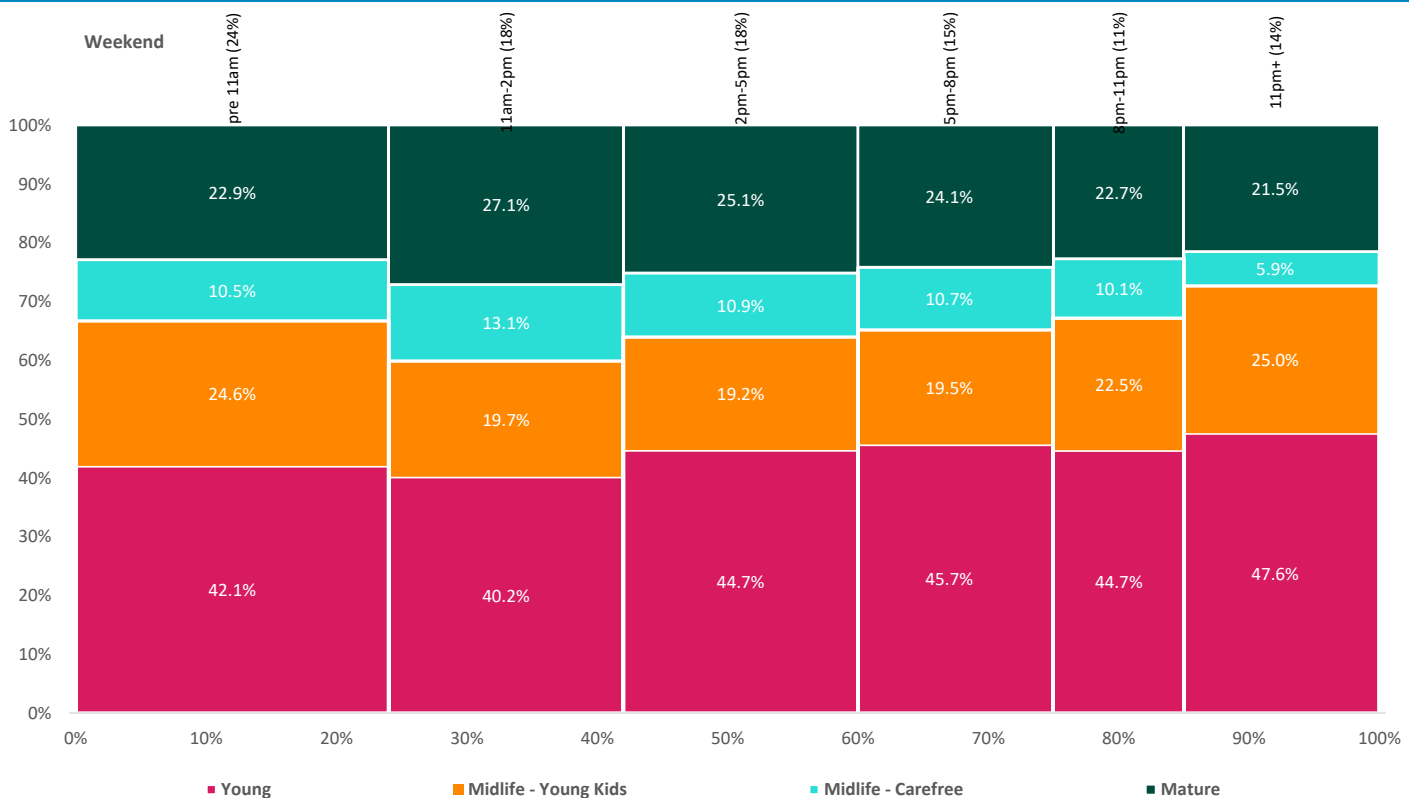
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Polaris Summary - Earl Of Beaconsfield Cambridge

★ Pub Sites
N Catchment

Polaris Segments

● Young

● 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	5,503	18,131	62,383	178	201	124
Midlife - Young Kids	4,124	8,037	27,910	336	225	139
Midlife - Carefree	1,447	5,493	34,377	81	106	118
Mature	148	652	56,692	3	4	70
Not Private Households	0	414	2,050	0	96	85
Total	11,222	32,727	183,412			

Polaris Plus Summary - Earl Of Beaconsfield Cambridge

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	281	1,028	0	9	6
Medium	766	4,228	22,028	62	118	109
High	4,737	13,622	39,327	627	618	319
Midlife - Young Kids						
Low	0	283	510	0	16	5
Medium	0	108	12,001	0	8	151
High	4,124	7,646	15,399	3,286	2,089	751
Midlife - Carefree						
Low	76	807	1,413	16	59	18
Medium	243	1,294	16,696	30	55	127
High	1,128	3,392	16,268	226	233	199
Mature						
Low	146	545	7,835	9	12	31
Medium	0	0	12,432	0	0	43
High	2	107	36,425	0	2	132
Not Private Households	0	414	2,050	0	96	85
Total	11,222	32,727	183,412			

CGA Summary - Earl Of Beaconsfield Cambridge

★ Pub Sites
Ν Catchment
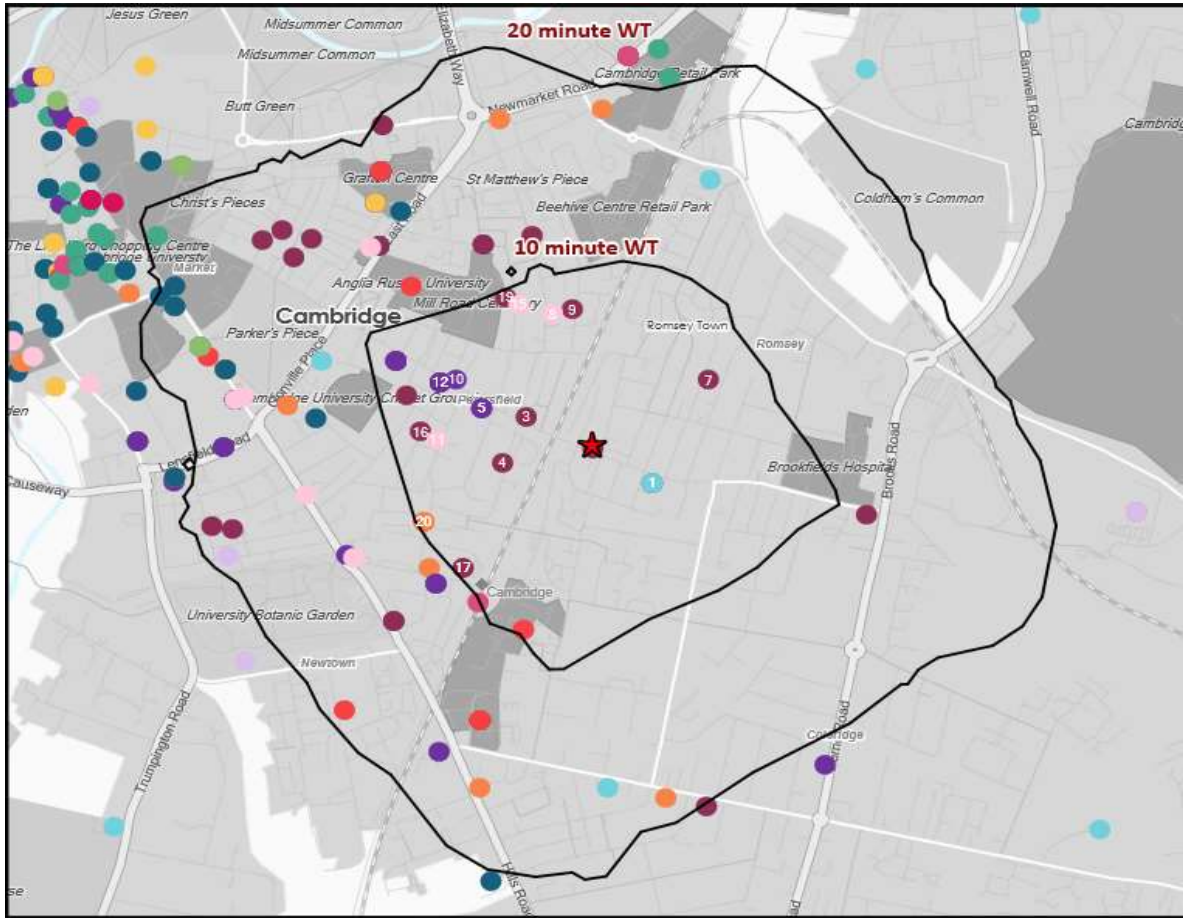
CGA Licensed Premises
- ● ABOS
- ● Casual Dining
- ● Circuit Bar
- ● Clubland
- ● Community Pub
- ● Craft Led
- ● Family Pub Dining
- ● GPGF
- ● High Street Pub
- ● Hotel
- ● Large Venue
- ● Night Club
- ● Premium Local
- ● Restaurants
- ● Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Earl Of Beaconsfield	CB 1 3AA	Star Pubs & Bars	Premium Local	0.0
1	196	CB 1 3NF	Independent Free	Restaurants	0.1
1	Salisbury Conservative Working Mens Club	CB 1 3NF	Independent Free	Clubland	0.1
3	White Swan	CB 1 2AZ	Greene King	Premium Local	0.1
4	Devonshire Arms	CB 1 2BH	Individual Pubs	Premium Local	0.2
5	Curry Queen Tandoori	CB 1 2BD	Independent Free	Restaurants	0.2
5	Bedouin	CB 1 2BD	Independent Free	Restaurants	0.2
7	Empress	CB 1 3AX	Stonegate Pub Company	Premium Local	0.3
8	Petersfield	CB 1 2QA	City Pub Company	GPGF	0.3
9	Geldart	CB 1 2PF	Punch Pub Company	Premium Local	0.3
10	Prana	CB 1 2AW	Independent Free	Restaurants	0.3
11	Salisbury Arms	CB 1 2DW	Wells & Co	GPGF	0.3
12	Al Casbah	CB 1 2AS	Independent Free	Restaurants	0.3
12	Spring Restaurant	CB 1 2AS	Independent Free	Restaurants	0.3
12	Calcutta Club	CB 1 2AS	Independent Free	Restaurants	0.3
15	Alexandra Arms	CB 1 2LL	Greene King	GPGF	0.3
16	Live & Let Live	CB 1 2EA	Independent Free	Premium Local	0.3
17	Ibis Hotel	CB 1 2GA	Accor Hotels	Hotel	0.4
17	Station Tavern	CB 1 2GA	Youngs	Premium Local	0.4
19	Cambridge Blue	CB 1 2LG	Independent Free	Premium Local	0.4
20	YHA Cambridge	CB 1 2DP	Youth Hostel Association	Hotel	0.4

Per Pub Analysis - Earl Of Beaconsfield Cambridge

*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+	11,222	32,727	183,412
Number of Competition Pubs	14	47	223
Adults 18+ per Competition Pub	802	696	822

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	2,966	26.4%	328
Circuit Bar	0	97	0.9%	21
Community Pub	0	287	2.6%	13
Craft Led	0	901	8.0%	232
Great Pub Great Food	3	3,844	34.3%	194
High Street Pub	0	1,011	9.0%	49
Premium Local	9	1,798	16.0%	97

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	8,113	24.8%	308
Circuit Bar	1	567	1.7%	43
Community Pub	0	1,319	4.0%	21
Craft Led	0	2,904	8.9%	257
Great Pub Great Food	8	10,185	31.1%	176
High Street Pub	1	2,717	8.3%	45
Premium Local	22	4,407	13.5%	82

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	49	29,228	15.9%	198
Circuit Bar	10	4,804	2.6%	65
Community Pub	1	13,104	7.1%	37
Craft Led	0	10,496	5.7%	166
Great Pub Great Food	43	53,200	29.0%	164
High Street Pub	12	16,139	8.8%	48
Premium Local	62	36,281	19.8%	120

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