Catchment Summary - Jolly Potters Chesterton
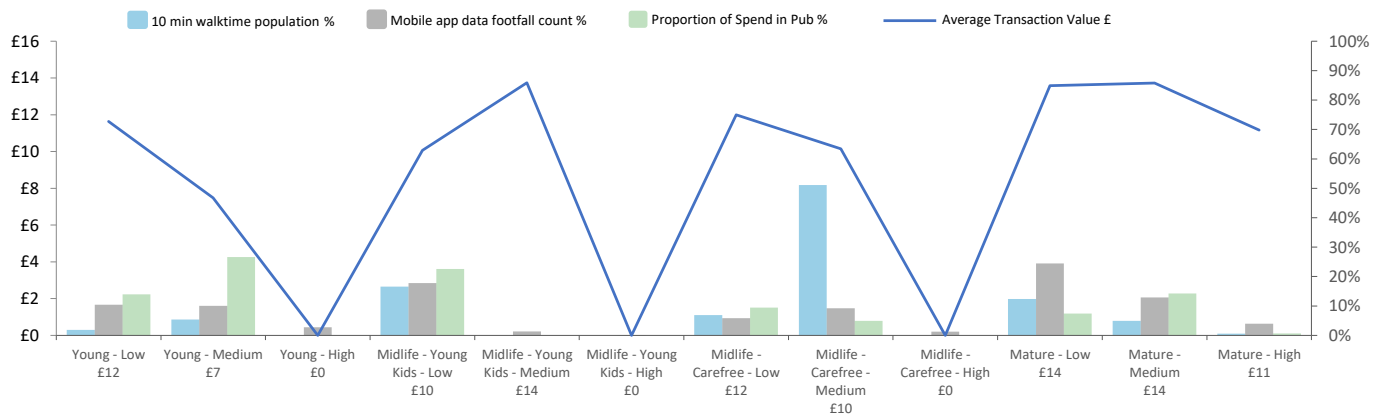
Ship To	Name	Postcode	Operator	Segment	Sparsity
626409	Jolly Potters Chesterton	ST 5 7AB	Star Pubs & Bars	Community Pub	10

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 £12 | Young - Medium £7 | Young - High £0 | Midlife - Young Kids - Low £10 | Midlife - Young Kids - Medium £14 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £12 | Midlife - Carefree - Medium £10 | Midlife - Carefree - High £0 | Mature - Low £14 | Mature - Medium £14 | Mature - High £11

See the Glossary page for further information on the above variables

Catchment Summary - Jolly Potters Chesterton

*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	3,616	7,002	390,128	67	38	89
				Population & Adults 18+ index is based on all pubs		
Adults 18+	2,828	5,483	311,137	63	36	89
Competition Pubs	3	5	426	17	14	102
Adults 18+ per Competition Pub	943	1,097	730	110	128	85
% Adults Likely to Drink	78.0%	76.4%	75.7%	102	100	99

Affluence	**Low**	37.9%	47.3%	49.2%	114	142	148
	Medium	61.5%	50.1%	39.3%	161	131	103
	High	0.6%	1.5%	10.4%	2	5	38

*Affluence does not include Not Private Households

Age Profile	**18-24**	252	455	34,822	86	80	110
	25-34	431	875	51,461	89	94	99
	35-44	498	982	50,023	104	106	97
	45-64	1,105	2,011	97,830	119	112	98
	65+	542	1,160	77,001	78	86	103
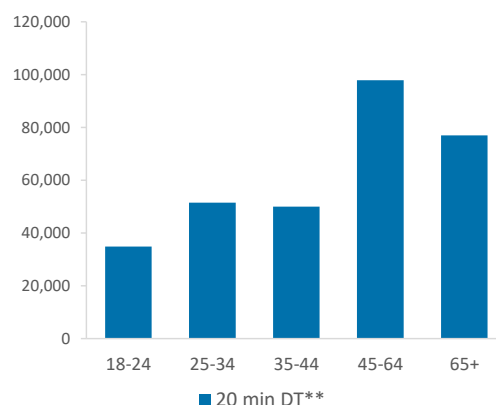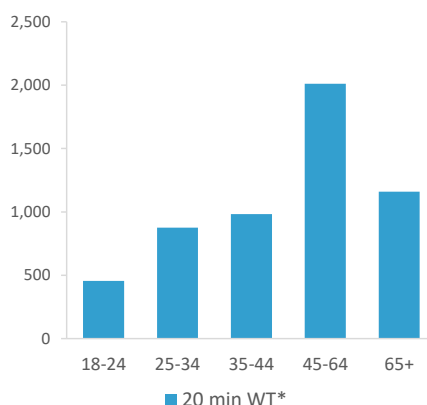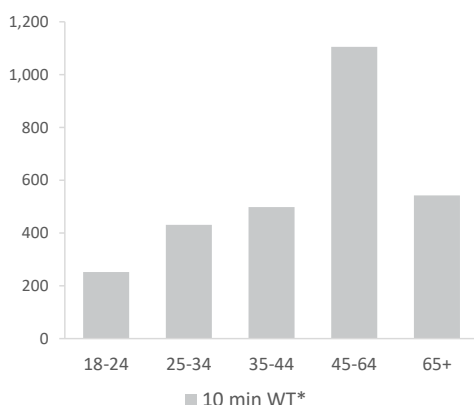
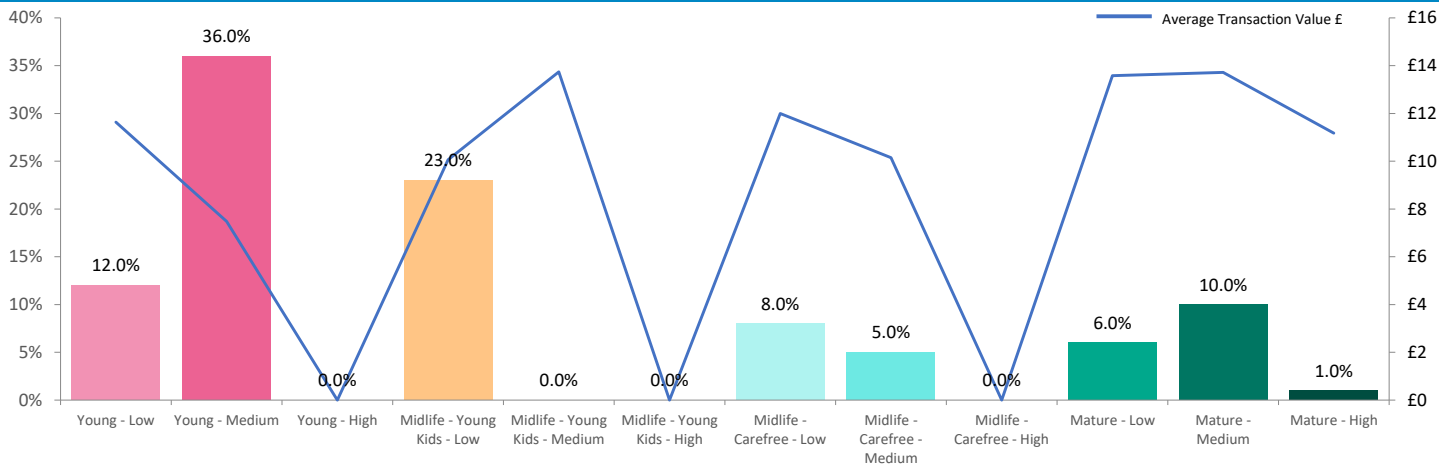|	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender — Male	1,785 (49%)	3,471 (50%)	193,916 (50%)	101	101	101
Gender — Female	1,831 (51%)	3,531 (50%)	196,212 (50%)	99	99	99
Economic Status (16+) — Employed: Full-time	1,194 (41%)	2,159 (38%)	111,416 (35%)	119	111	101
— Employed: Part-time	385 (13%)	739 (13%)	36,952 (12%)	111	110	97
— Self employed	242 (8%)	408 (7%)	23,339 (7%)	90	78	79
— Unemployed	46 (2%)	111 (2%)	8,084 (3%)	57	71	91
— Full-time student	71 (2%)	142 (3%)	8,334 (3%)	102	106	110
— Retired	557 (19%)	1,086 (19%)	72,632 (23%)	87	88	104
— Other	420 (14%)	998 (18%)	59,374 (19%)	83	102	106
Total Worker Count	700	3,433	201,843			

See the Glossary page for further information on the above variables

Transactional Data Summary - Jolly Potters Chesterton

star
PUBS & BARS

## Spend by Polaris Plus

☐ GB %

Segment	%
Young - Low	14.0%
Young - Medium	26.6%
Young - High	0.0%
Midlife - Young Kids - Low	22.6%
Midlife - Young Kids - Medium	0.1%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	9.5%
Midlife - Carefree - Medium	4.9%
Midlife - Carefree - High	0.0%
Mature - Low	7.5%
Mature - Medium	14.3%
Mature - High	0.6%

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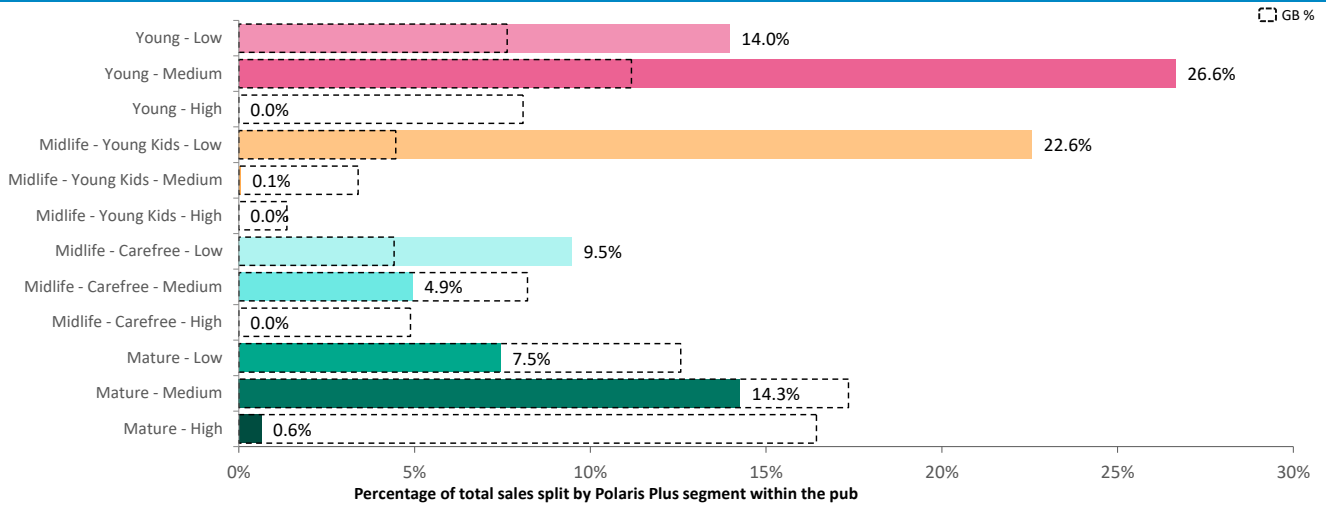
% of Transactions and Average Transaction Values (£) by Polaris Plus

—— Average Transaction Value £

Segment	%
Young - Low	12.0%
Young - Medium	36.0%
Young - High	0.0%
Midlife - Young Kids - Low	23.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	8.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	0.0%
Mature - Low	6.0%
Mature - Medium	10.0%
Mature - High	1.0%

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

Spend by Month and Polaris
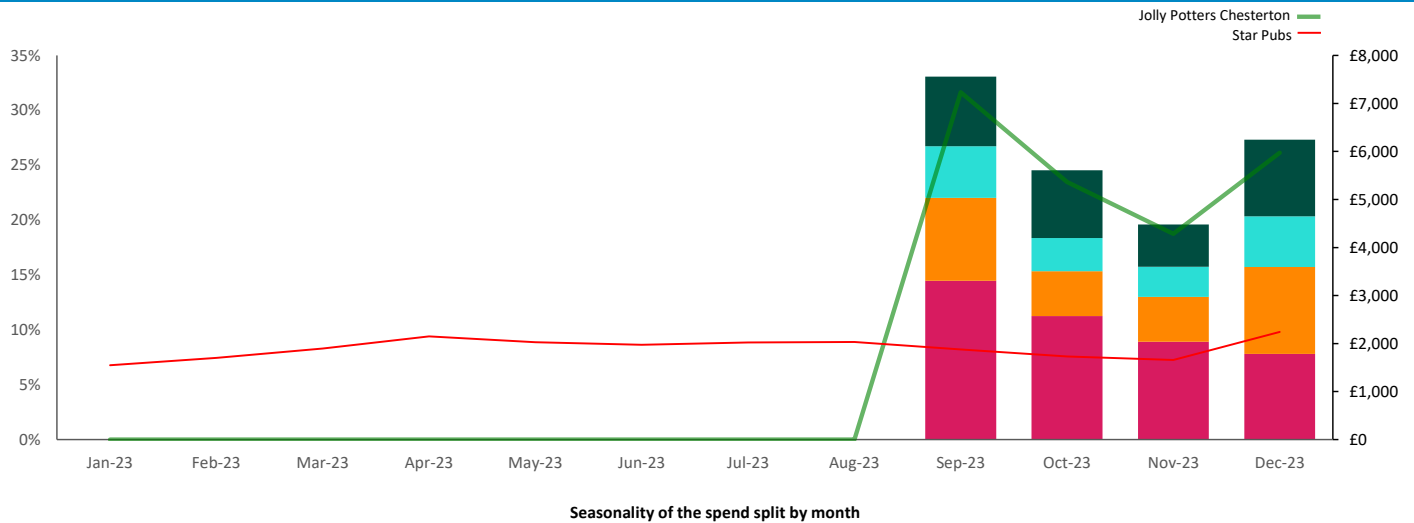
—— Jolly Potters Chesterton
—— Star Pubs
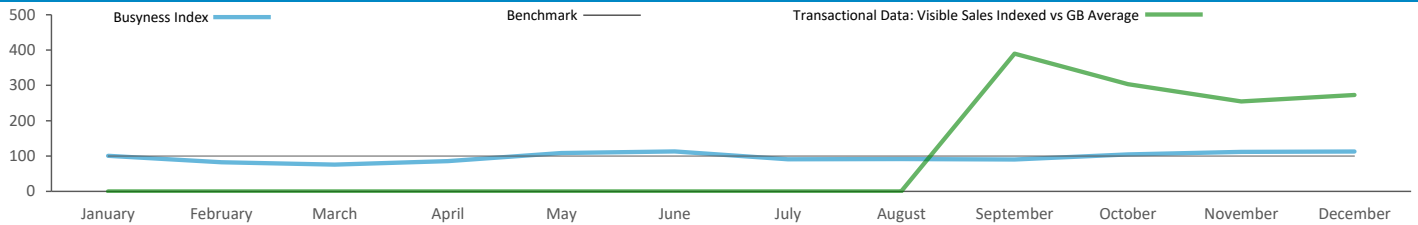
Seasonality of the spend split by month

Mobile Data Summary - Jolly Potters Chesterton
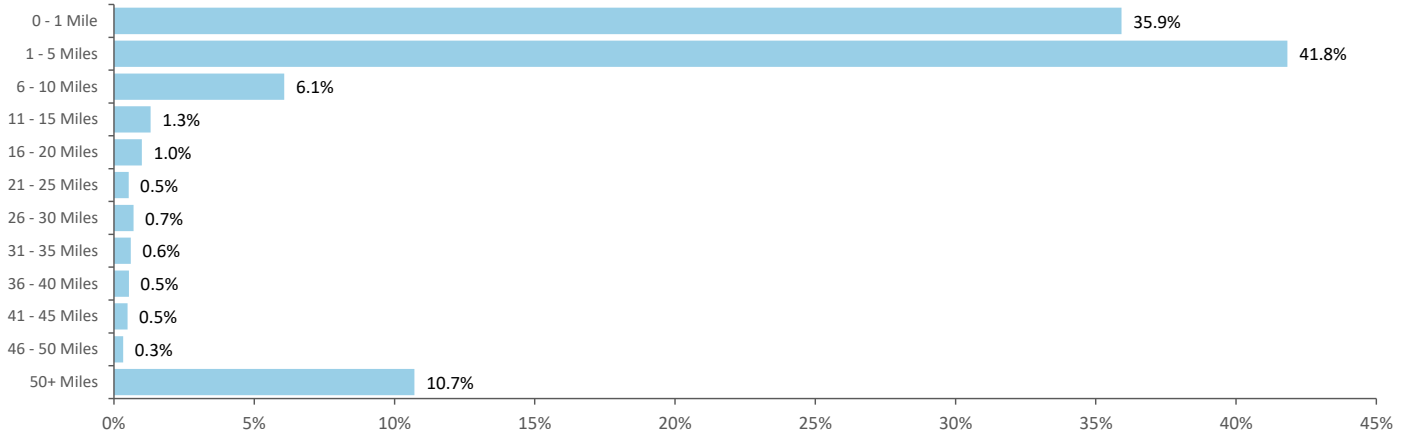
star PUBS & BARS

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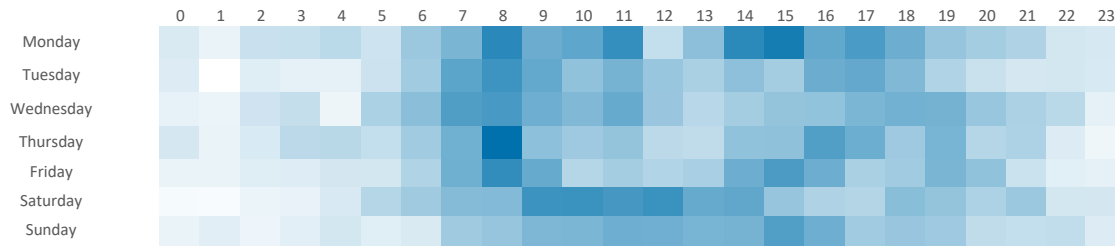
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	35.9%
1 - 5 Miles	41.8%
6 - 10 Miles	6.1%
11 - 15 Miles	1.3%
16 - 20 Miles	1.0%
21 - 25 Miles	0.5%
26 - 30 Miles	0.7%
31 - 35 Miles	0.6%
36 - 40 Miles	0.5%
41 - 45 Miles	0.5%
46 - 50 Miles	0.3%
50+ Miles	10.7%

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

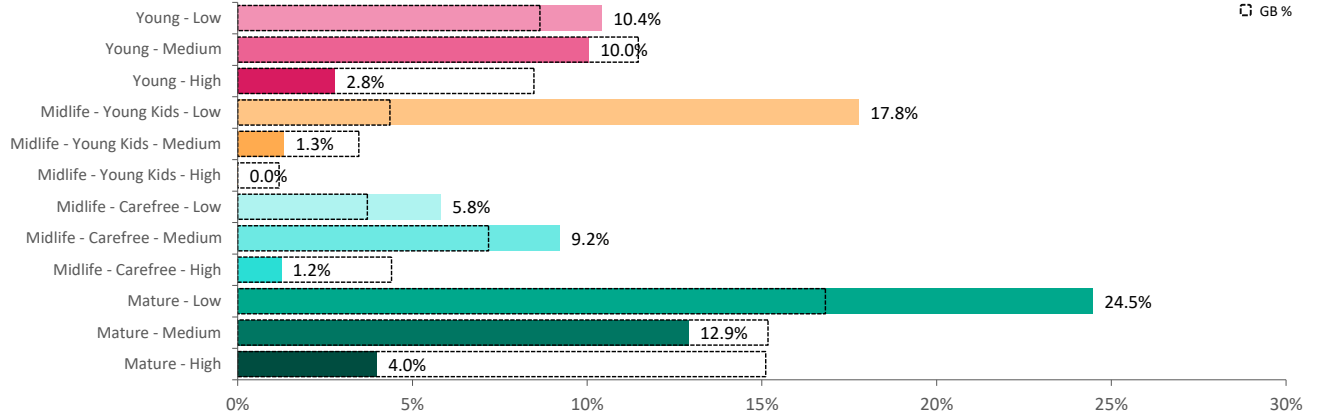## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	61.9%
Worker	10.1%
Tourist	14.2%
Local Tourist	13.8%
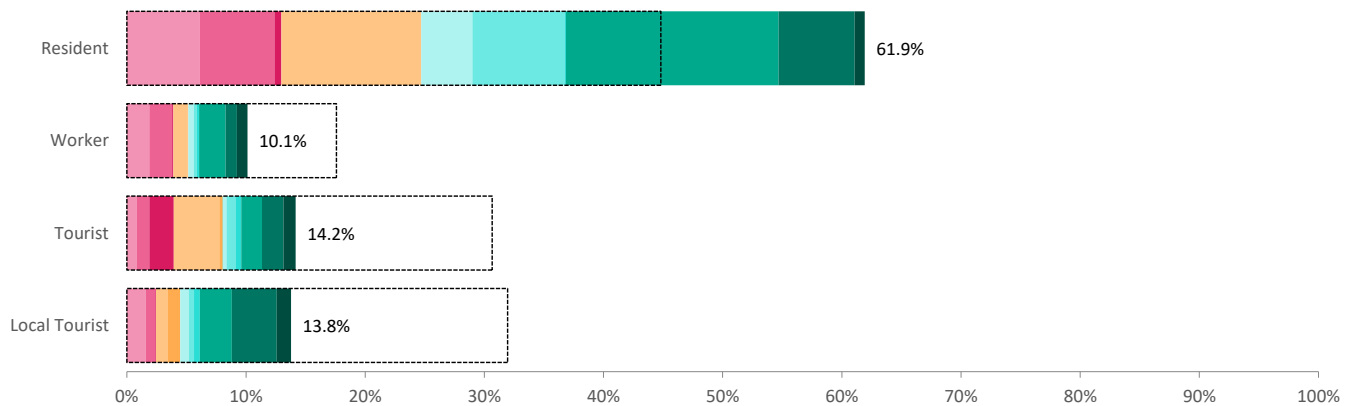
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Jolly Potters Chesterton

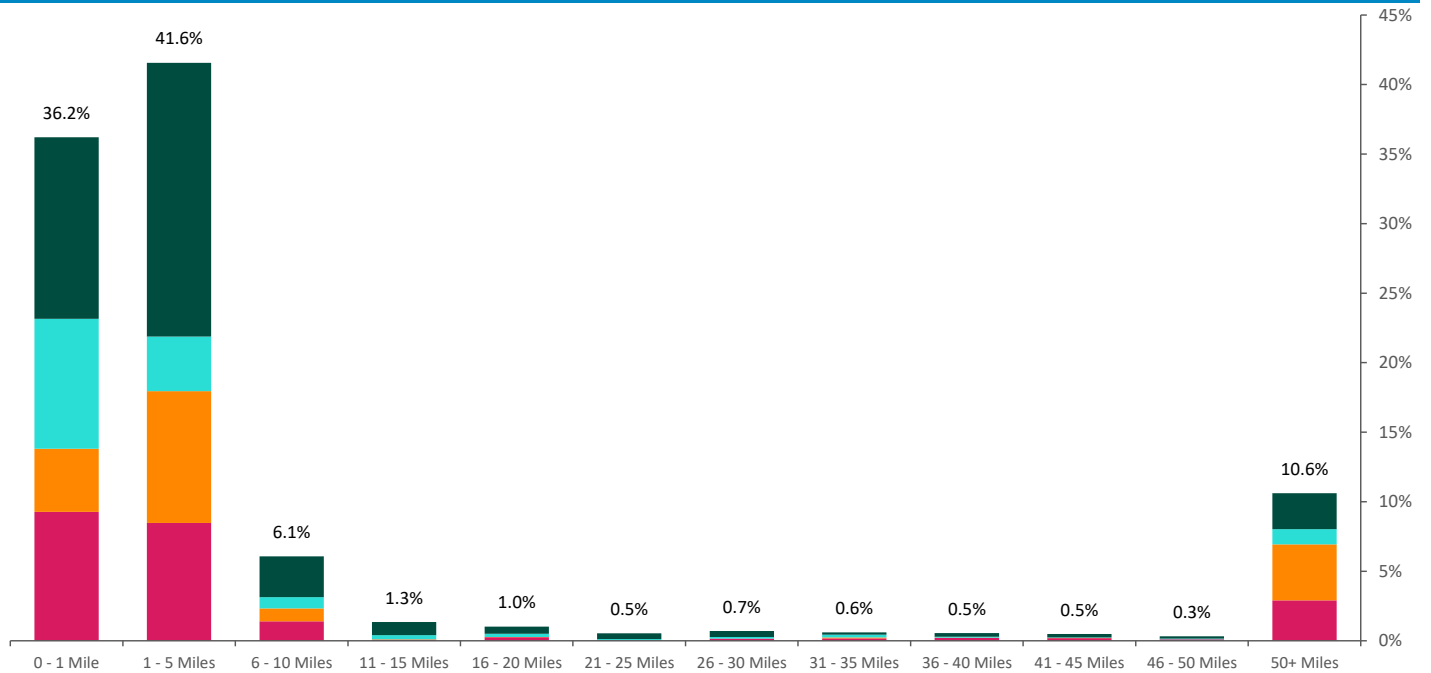**star** PUBS & BARS

Polaris Plus Profile

⊡ GB %

Category	Value
Young - Low	10.4%
Young - Medium	10.0%
Young - High	2.8%
Midlife - Young Kids - Low	17.8%
Midlife - Young Kids - Medium	1.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.8%
Midlife - Carefree - Medium	9.2%
Midlife - Carefree - High	1.2%
Mature - Low	24.5%
Mature - Medium	12.9%
Mature - High	4.0%

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

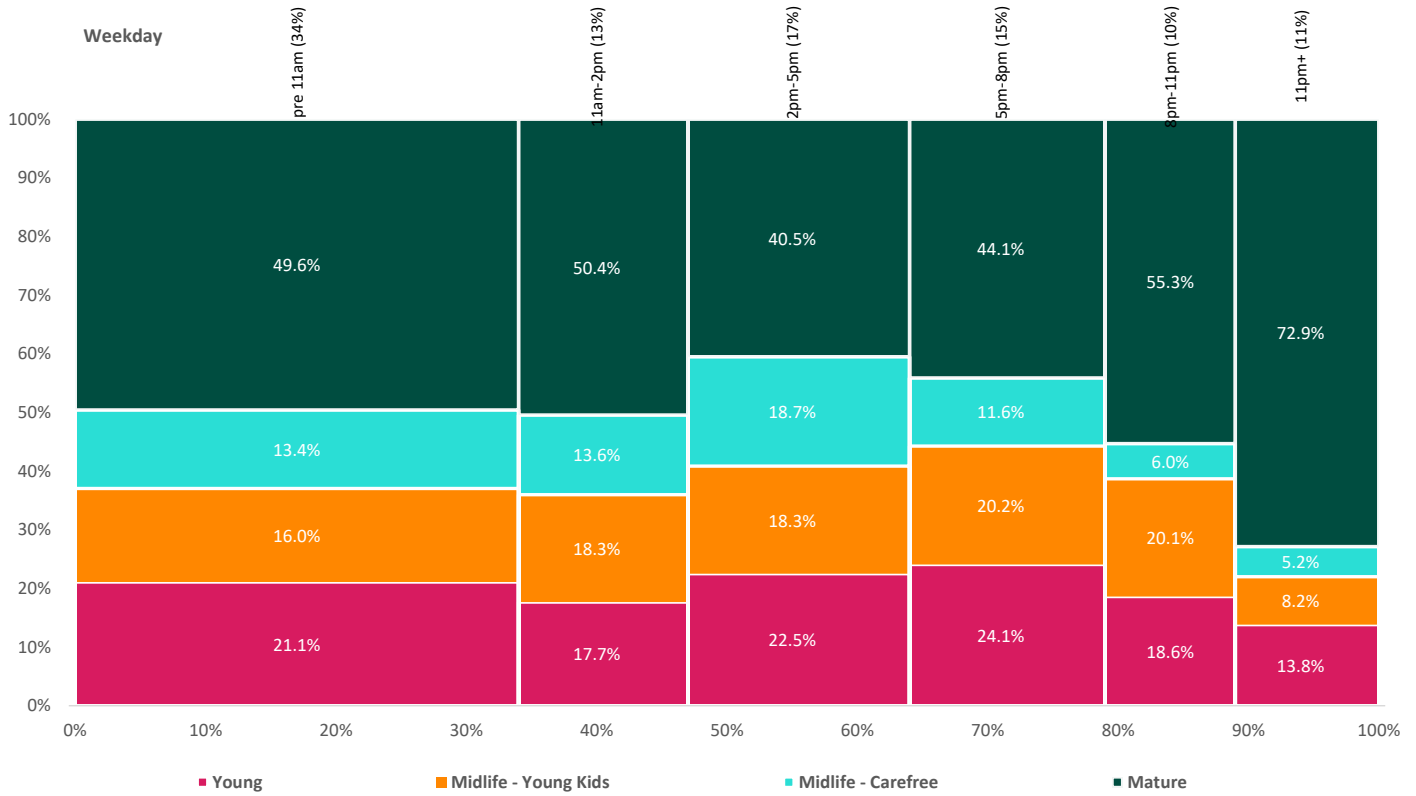| Distance	Value
0 - 1 Mile	36.2%
1 - 5 Miles	41.6%
6 - 10 Miles	6.1%
11 - 15 Miles	1.3%
16 - 20 Miles	1.0%
21 - 25 Miles	0.5%
26 - 30 Miles	0.7%
31 - 35 Miles	0.6%
36 - 40 Miles	0.5%
41 - 45 Miles	0.5%
46 - 50 Miles	0.3%
50+ Miles	10.6%

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

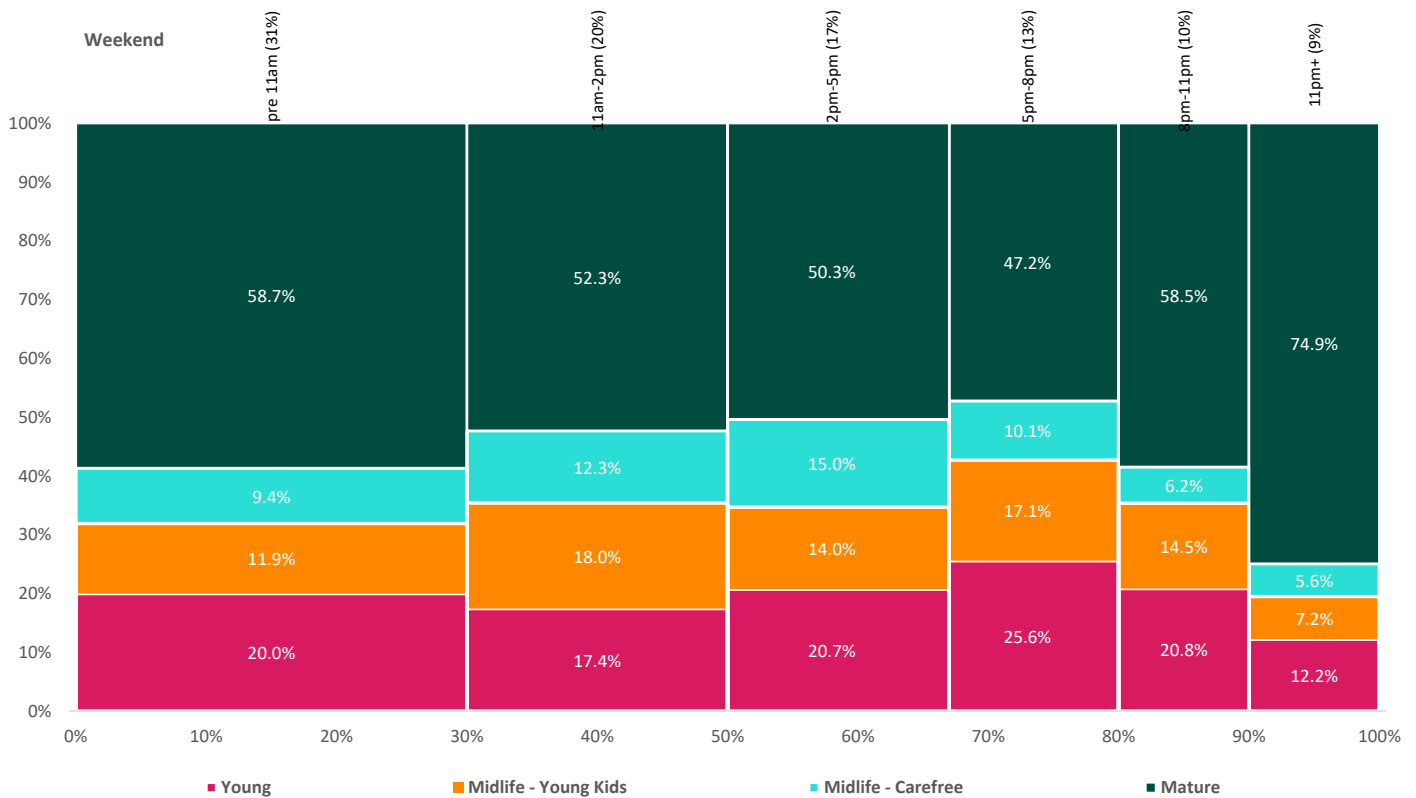# Mobile Data Summary - Jolly Potters Chesterton

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

Weekday

pre 11am (34%) | 11am-2pm (13%) | 2pm-5pm (17%) | 5pm-8pm (15%) | 8pm-11pm (10%) | 11pm+ (11%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	49.6%	50.4%	40.5%	44.1%	55.3%	72.9%
Midlife - Carefree	13.4%	13.6%	18.7%	11.6%	6.0%	5.2%
Midlife - Young Kids	16.0%	18.3%	18.3%	20.2%	20.1%	8.2%
Young	21.1%	17.7%	22.5%	24.1%	18.6%	13.8%

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

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

Weekend

pre 11am (31%) | 11am-2pm (20%) | 2pm-5pm (17%) | 5pm-8pm (13%) | 8pm-11pm (10%) | 11pm+ (9%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	58.7%	52.3%	50.3%	47.2%	58.5%	74.9%
Midlife - Carefree	9.4%	12.3%	15.0%	10.1%	6.2%	5.6%
Midlife - Young Kids	11.9%	18.0%	14.0%	17.1%	14.5%	7.2%
Young	20.0%	17.4%	20.7%	25.6%	20.8%	12.2%

■ 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 - Jolly Potters Chesterton

Pub Sites — ★
Catchment — N

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	207	1,529	105,184	27	101	123
Midlife - Young Kids	470	719	36,116	152	120	106
Midlife - Carefree	1,642	2,173	41,228	367	250	84
Mature	507	1,003	125,102	40	41	91
Not Private Households	2	59	3,507	5	82	86
Total	2,828	5,483	311,137			

Polaris Plus Summary - Jolly Potters Chesterton

Legend:
- ⭐ 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	54	990	50,920	19	184	167
Medium	153	539	52,539	49	90	154
High	0	0	1,725	0	0	8
Midlife - Young Kids						
Low	470	719	34,643	303	239	203
Medium	0	0	1,473	0	0	11
High	0	0	0	0	0	0
Midlife - Carefree						
Low	196	204	21,953	164	88	167
Medium	1,446	1,969	13,263	714	501	60
High	0	0	6,012	0	0	43
Mature						
Low	351	681	45,613	90	90	107
Medium	140	240	54,953	32	28	113
High	16	82	24,536	4	10	53
Not Private Households	2	59	3,507	5	82	86
Total	2,828	5,483	311,137			

CGA Summary - Jolly Potters Chesterton

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	Jolly Potters	ST 5 7AB	Star Pubs & Bars	Community Pub	0.0
1	Red Street Community Centre	ST 5 7AF	Independent Free	Clubland	0.2
2	Crown	ST 5 7AH	Admiral Taverns Ltd	Community Pub	0.4
3	Redwood	ST 5 7AL	Whitbread	Family Pub Dining	0.5
4	Roebuck	ST 5 7HL	Independent Free	Community Pub	0.6
5	Red Lion	ST 5 7ER	Admiral Taverns Ltd	Community Pub	0.8
6	Wood Lane Cricket & Sports Club	ST 7 8PA	Independent Free	Clubland	1.0
7	Black Horse Inn	ST 5 7JH	Admiral Taverns Ltd	Community Pub	1.0
8	Bradwell & District Working Mens Club	ST 5 8JA	Independent Free	Clubland	1.1
9	Britannia	ST 5 8JR	Greene King	Community Pub	1.2

Per Pub Analysis - Jolly Potters Chesterton

*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+	2,828	5,483	311,137
Number of Competition Pubs	3	5	426
Adults 18+ per Competition Pub	943	1,097	730

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	31	1.1%	14
Circuit Bar	0	50	1.8%	43
Community Pub	2	500	17.7%	92
Craft Led	0	25	0.9%	25
Great Pub Great Food	0	56	2.0%	11
High Street Pub	0	437	15.4%	84
Premium Local	0	85	3.0%	18

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	192	3.5%	43
Circuit Bar	0	234	4.3%	105
Community Pub	4	1,142	20.8%	109
Craft Led	0	128	2.3%	67
Great Pub Great Food	0	187	3.4%	19
High Street Pub	0	1,076	19.6%	106
Premium Local	0	292	5.3%	32

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	16,750	5.4%	67
Circuit Bar	8	15,833	5.1%	126
Community Pub	109	77,541	24.9%	130
Craft Led	0	10,545	3.4%	98
Great Pub Great Food	12	34,411	11.1%	63
High Street Pub	74	75,193	24.2%	131
Premium Local	56	42,141	13.5%	82

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