

Catchment Summary - Queens Head Newton Regis



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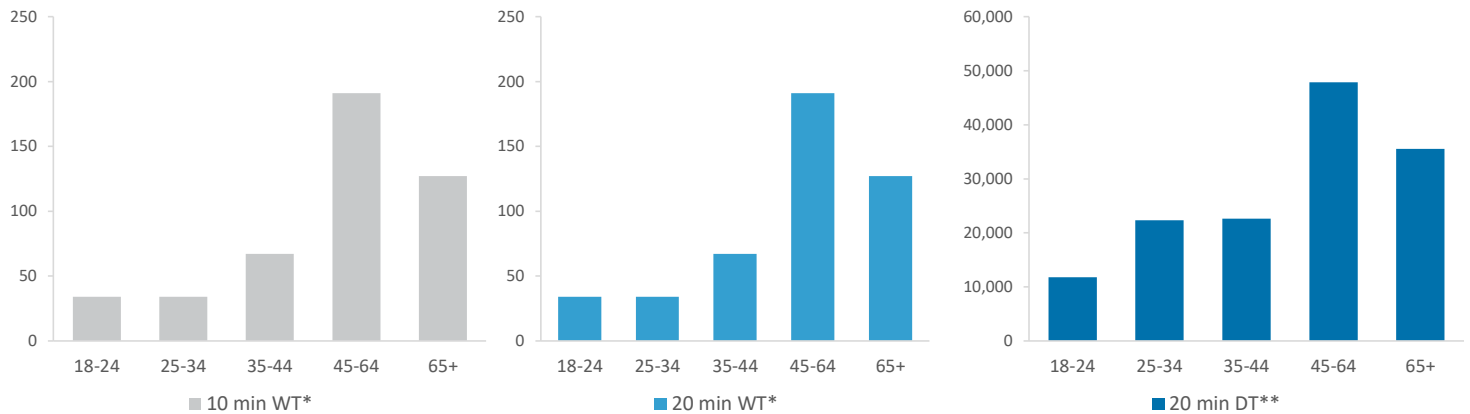
	Over GB Average
	Around GB Average
	Under GB Average

*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	551	551	177,588	10	4	47	
Adults 18+	453	453	140,281	10	3	47	
Competition Pubs	2	2	196	13	6	54	
Adults 18+ per Competition Pub	227	227	716	27	27	87	
% Adults Likely to Drink	85.0%	85.0%	83.1%	103	103	101	
Affluence	Low	0.2%	0.2%	15.0%	1	1	58
	Medium	22.3%	22.3%	47.6%	57	57	121
	High	77.5%	77.5%	36.3%	231	231	108
Age Profile	18-24	34	34	11,807	76	76	82
	25-34	34	34	22,344	46	46	95
	35-44	67	67	22,642	94	94	99
	45-64	191	191	47,902	136	136	106
	65+	127	127	35,586	121	121	105

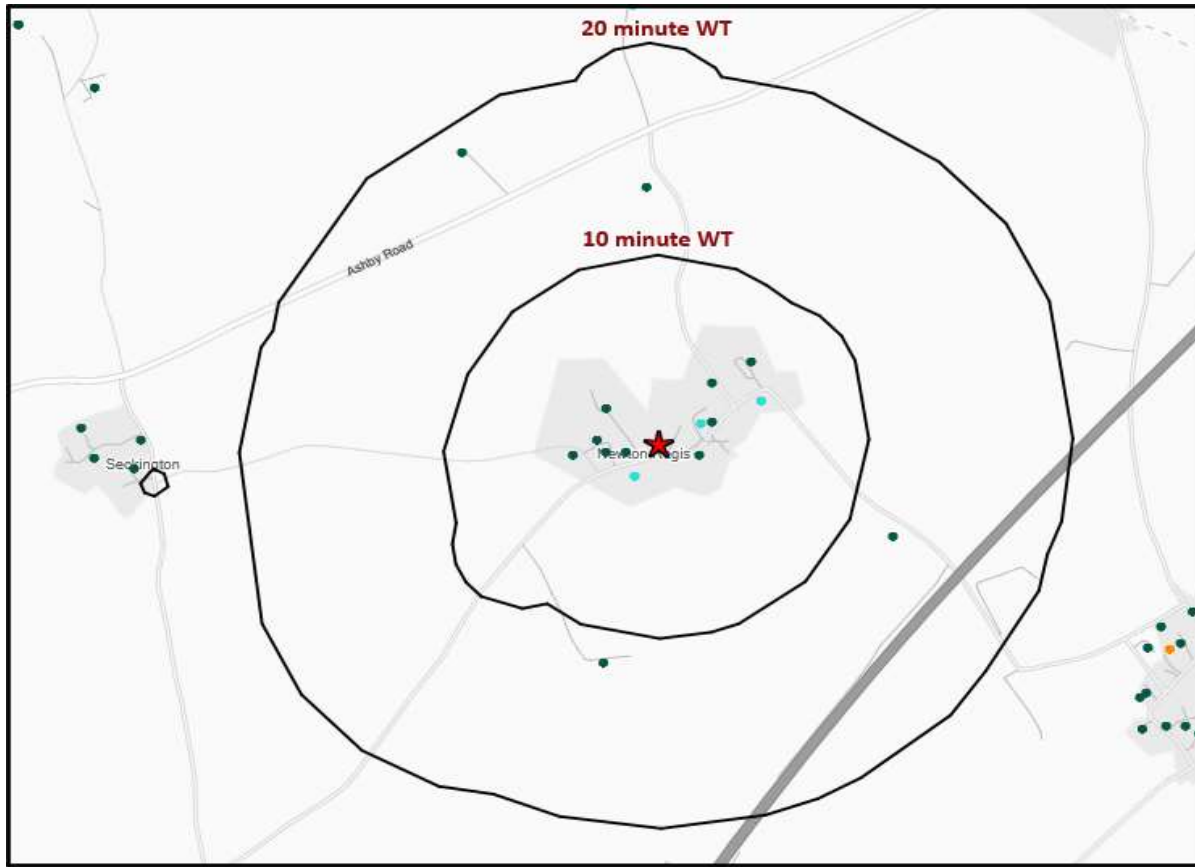
*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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	286 (52%)	286 (52%)	87,694 (49%)	105	105	100
	Female	265 (48%)	265 (48%)	89,894 (51%)	95	95	100
Economic Status (16-74)	Employed: Full-time	178 (45%)	178 (45%)	58,630 (46%)	108	108	110
	Employed: Part-time	55 (14%)	55 (14%)	18,051 (14%)	107	107	109
	Self employed	56 (14%)	56 (14%)	11,124 (9%)	148	148	91
	Unemployed	3 (1%)	3 (1%)	2,602 (2%)	32	32	86
	Retired	63 (16%)	63 (16%)	19,117 (15%)	115	115	109
Other	41 (10%)	41 (10%)	18,231 (14%)	53	53	72	
Total Worker Count	139	139	81,320				

See the Glossary page for further information on the above variables

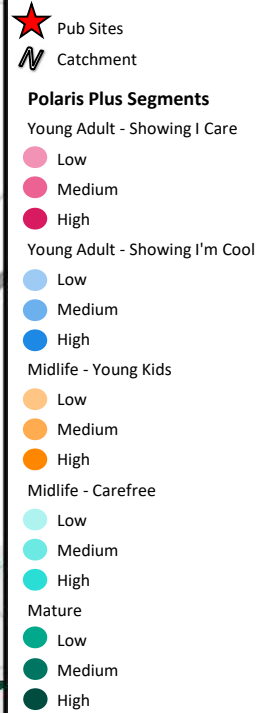
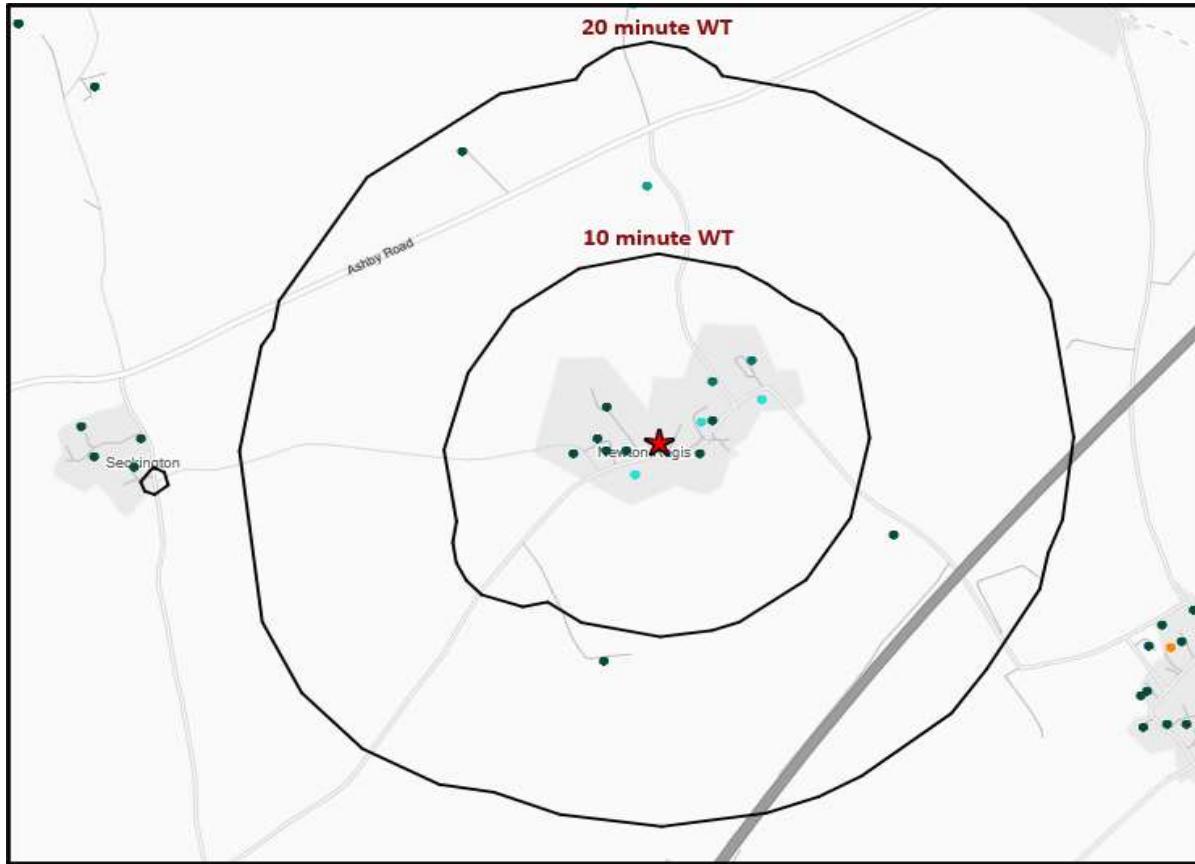


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	277	0	0	2
Young Adult - Showing I'm Cool	0	0	6,145	0	0	48
Midlife - Young Kids	0	0	47,517	0	0	108
Midlife - Carefree	71	71	42,133	74	74	143
Mature	382	382	42,640	301	301	109
Not Private Households	0	0	1,569	0	0	78
Total	453	453	140,281			



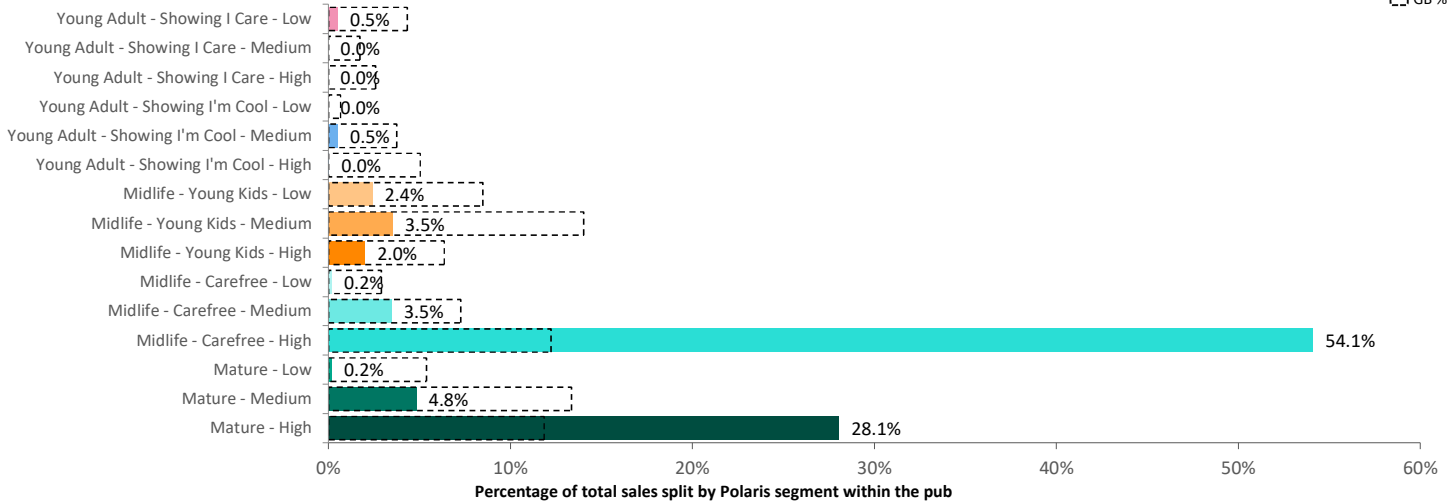
Polaris Plus Profile by Catchment

*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	25	0	0	0
Medium	0	0	0	0	0	0
High	0	0	252	0	0	5
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,980	0	0	57
High	0	0	3,165	0	0	50
Midlife - Young Kids						
Low	0	0	9,315	0	0	60
Medium	0	0	22,945	0	0	110
High	0	0	15,257	0	0	202
Midlife - Carefree						
Low	0	0	4,453	0	0	93
Medium	0	0	18,615	0	0	198
High	71	71	19,065	144	144	124
Mature						
Low	1	1	7,219	4	4	87
Medium	101	101	22,173	176	176	125
High	280	280	13,248	659	659	101
Not Private Households	0	0	1,569	0	0	78
Total	453	453	140,281			

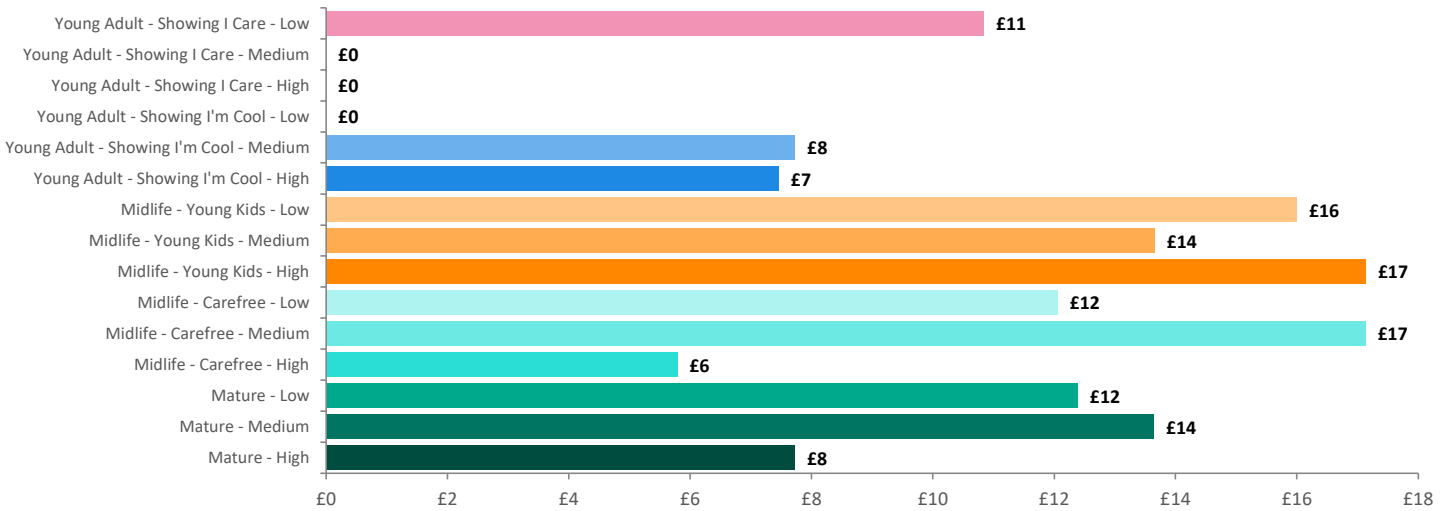
Spend by Polaris

GB %



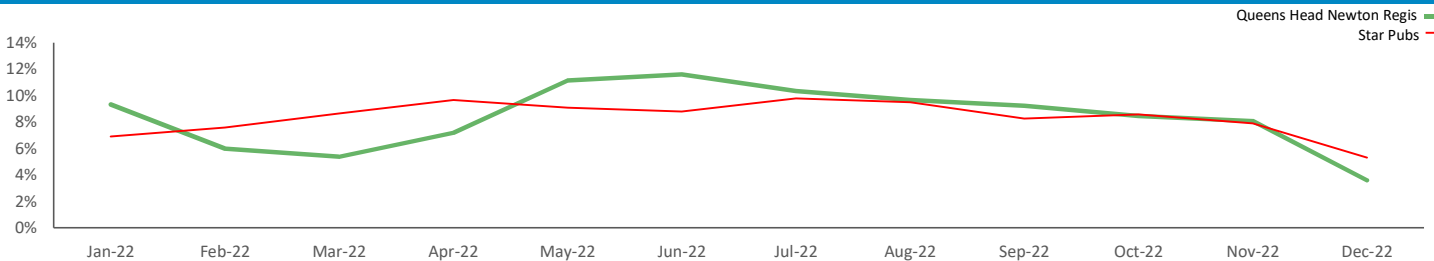
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

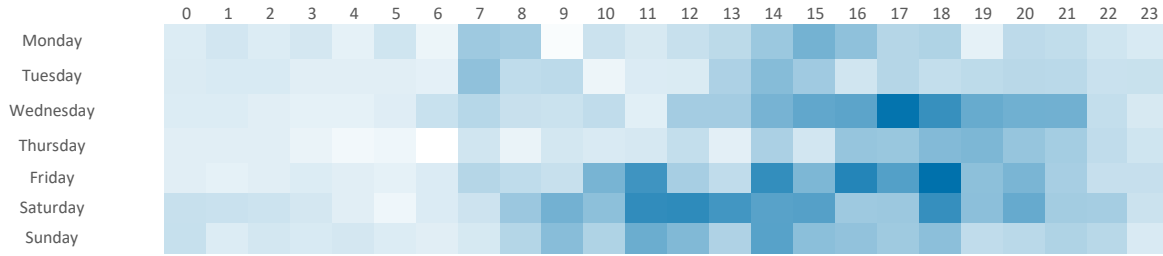


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

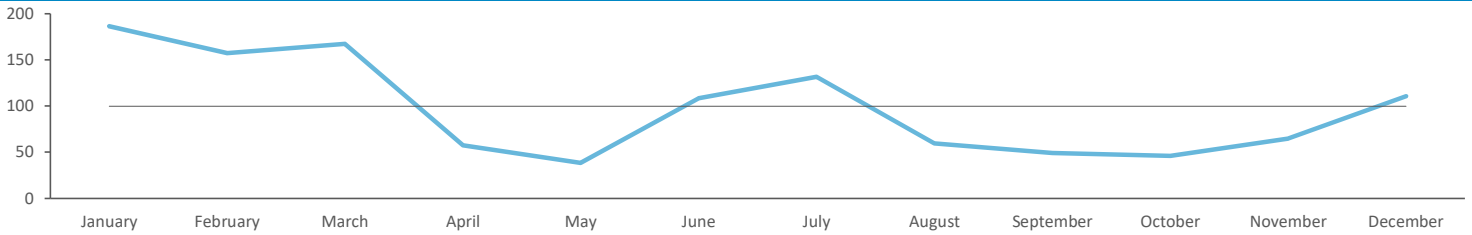


Time of Day/Day of Week



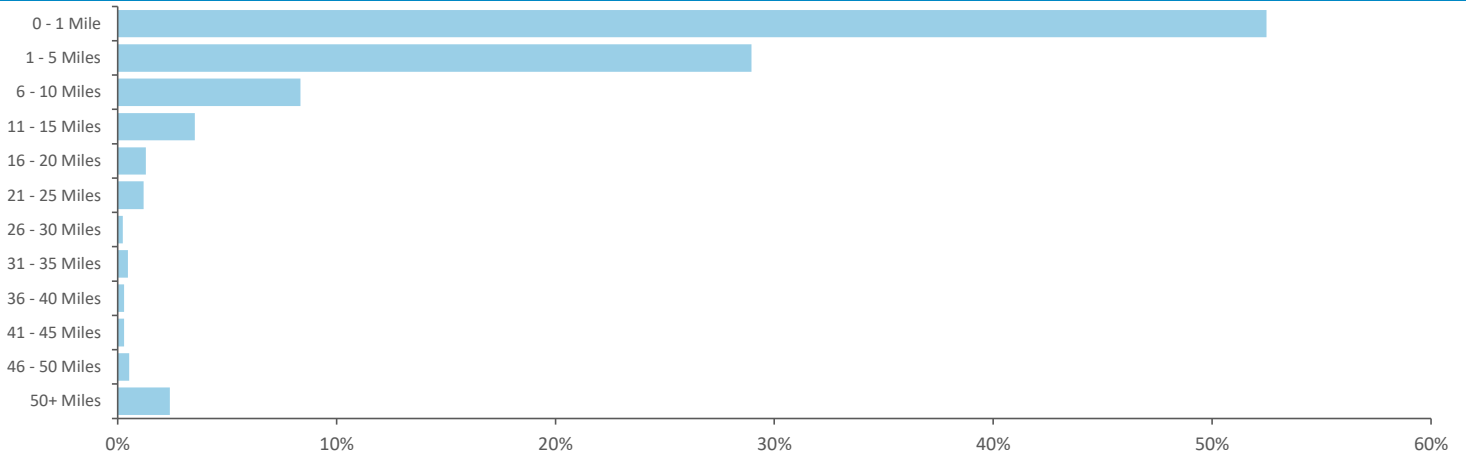
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



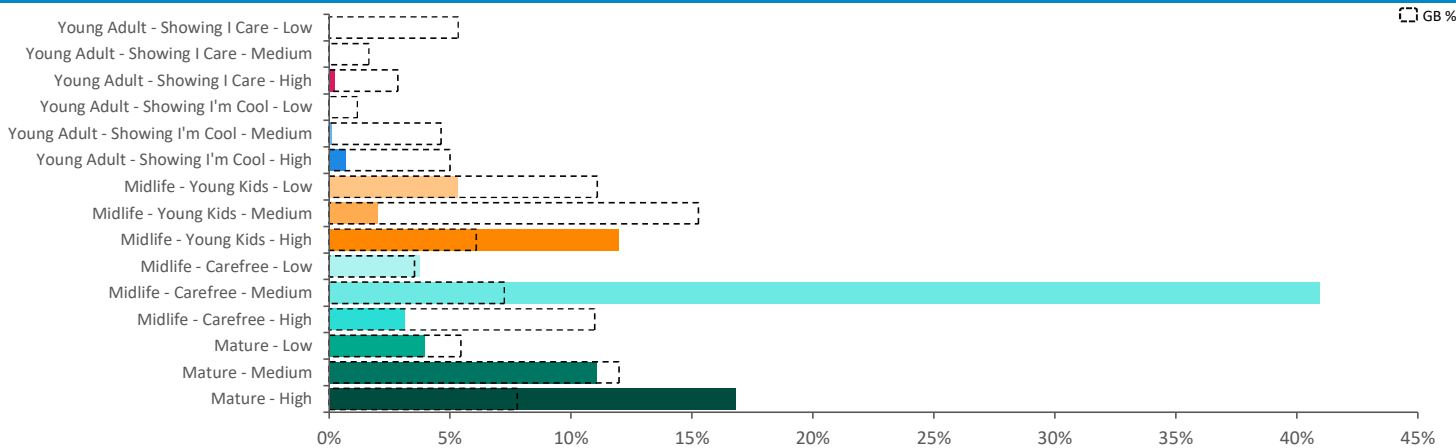
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



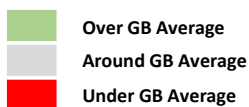
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Queens Head	B 79 ONF	Star Pubs & Bars	Premium Local	0.0
2	Newton Regis Village Hall	B 79 ONL	Independent Free	Large Venue	0.2

Per Pub Analysis - Queens Head Newton Regis



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	453	453	140,281
Number of Competition Pubs	2	2	196
Adults 18+ per Competition Pub	227	227	716

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	25	5.5%	54
Circuit Bar	0	0.0%	0
Community Pub	38	8.3%	48
Craft Led	0	0.0%	0
Great Pub Great Food	189	41.7%	217
High Street Pub	32	7.1%	41
Premium Local	170	37.5%	214

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	25	5.5%	54
Circuit Bar	0	0.0%	0
Community Pub	38	8.3%	48
Craft Led	0	0.0%	0
Great Pub Great Food	189	41.7%	217
High Street Pub	32	7.1%	41
Premium Local	170	37.5%	214

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	11,912	8.5%	83
Circuit Bar	3,957	2.8%	77
Community Pub	19,789	14.1%	81
Craft Led	2,327	1.7%	52
Great Pub Great Food	28,018	20.0%	104
High Street Pub	21,142	15.1%	87
Premium Local	28,499	20.3%	116

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</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>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: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"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.																			