CACI

Catchment Summary - Hare & Hounds Keresley Coven

★ star PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

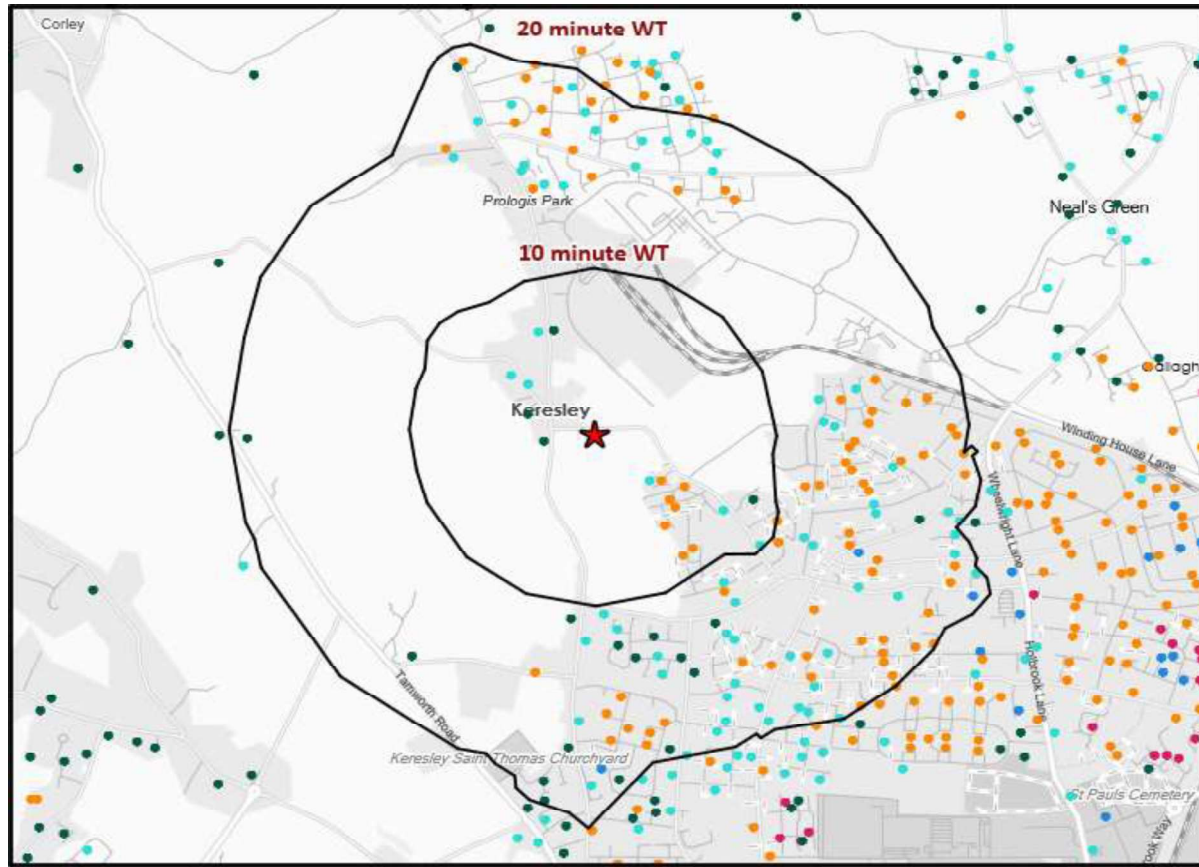|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Population	1,092	11,818	511,675	21	81	135
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	877	9,015	402,398	20	50	135
	Competition Pubs	0	8	343	0	25	95
	Adults 18+ per Competition Pub	0	1,127	1,173	0	136	142
	% Adults Likely to Drink	82.6%	82.7%	81.1%	100	100	98
Affluence	Low	1.6%	5.2%	23.9%	6	20	93
	Medium	52.9%	79.8%	49.6%	134	203	126
	High	37.7%	14.3%	25.2%	113	43	75

*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**
Age Profile	18-24	61	815	63,074	69	85	152
	25-34	174	1,935	91,898	120	123	135
	35-44	150	1,680	64,418	107	110	98
	45-64	269	2,752	107,863	96	91	82
	65+	223	1,833	75,145	107	81	77

		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	560 (51%)	5,839 (49%)	259,345 (51%)	104	100	102
	Female	532 (49%)	5,979 (51%)	252,330 (49%)	96	100	98
Economic Status (16-74)	Employed: Full-time	350 (45%)	3,755 (45%)	151,528 (40%)	109	107	97
	Employed: Part-time	113 (15%)	1,253 (15%)	46,918 (12%)	113	114	96
	Self employed	69 (9%)	587 (7%)	25,400 (7%)	94	73	71
	Unemployed	6 (1%)	239 (3%)	10,824 (3%)	33	119	121
	Retired	111 (14%)	1,091 (13%)	46,477 (12%)	105	94	89
	Other	121 (16%)	1,511 (18%)	95,762 (25%)	80	91	129
	Total Worker Count	1,282	4,185	212,302			

See the Glossary page for further information on the above variables

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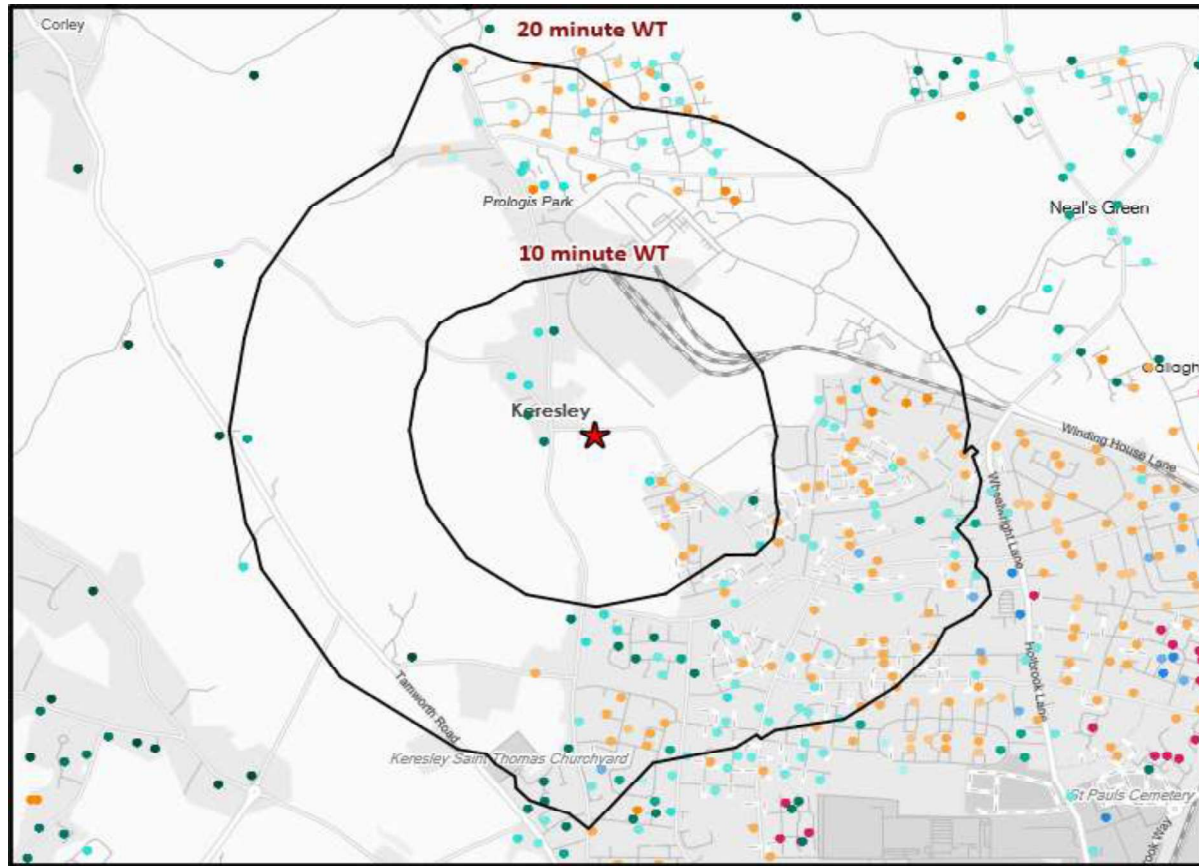# Polaris Summary - Hare & Hounds Keresley Coven

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	0	67,905	0	0	189
Young Adult - Showing I'm Cool	0	177	44,093	0	21	119
Midlife - Young Kids	378	4,524	145,299	137	160	115
Midlife - Carefree	374	3,293	79,790	203	174	94
Mature	57	953	60,166	23	38	53
Not Private Households	68	68	5,145	539	52	89
Total	877	9,015	402,398			

Polaris Summary - Hare & Hounds Keresley Coven

Pub Sites
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
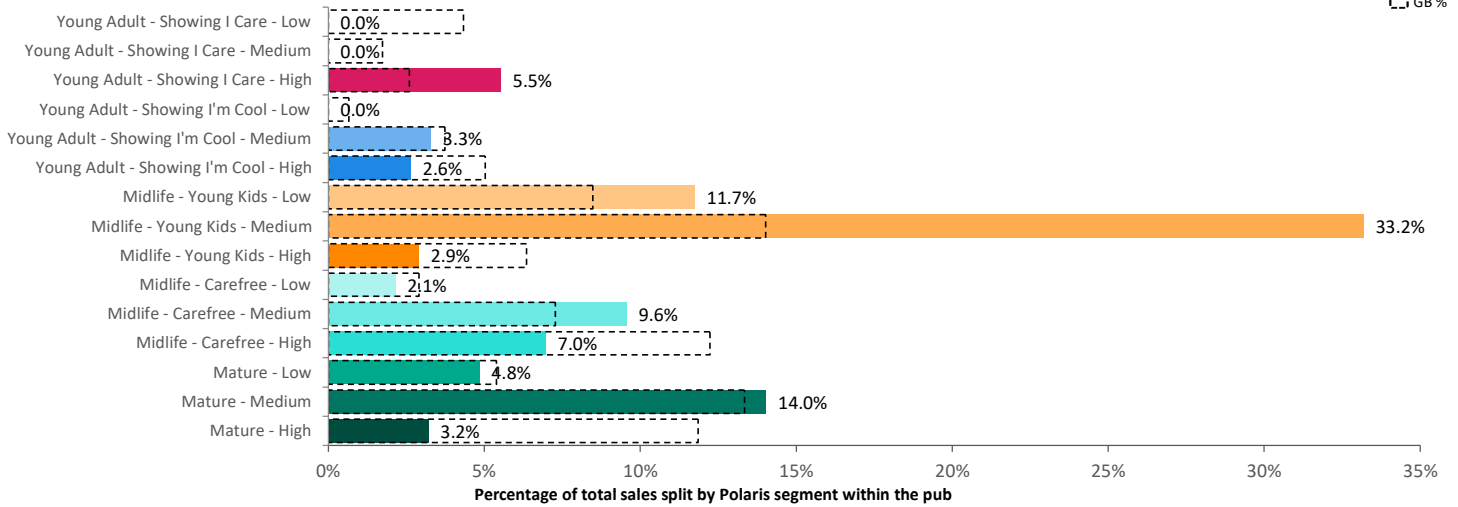- High

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	23,631	0	0	140
Medium	0	0	5,319	0	0	97
High	0	0	38,955	0	0	287
Young Adult - Showing I'm Cool						
Low	0	0	90	0	0	2
Medium	0	176	29,331	0	53	197
High	0	1	14,672	0	0	81
Midlife - Young Kids						
Low	0	227	39,357	0	23	88
Medium	378	3,895	95,124	289	290	158
High	0	402	10,818	0	83	50
Midlife - Carefree						
Low	0	118	15,541	0	38	114
Medium	43	2,304	39,607	73	380	147
High	331	871	24,642	346	88	56
Mature						
Low	14	125	17,672	27	23	74
Medium	43	817	30,357	39	72	60
High	0	11	12,137	0	1	32
Not Private Households	68	68	5,145	539	52	89
Total	877	9,015	402,398			

Transactional Data Summary - Hare & Hounds Keresley Coven

star PUBS&BARS

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	5.5%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	3.3%
Young Adult - Showing I'm Cool - High	2.6%
Midlife - Young Kids - Low	11.7%
Midlife - Young Kids - Medium	33.2%
Midlife - Young Kids - High	2.9%
Midlife - Carefree - Low	2.1%
Midlife - Carefree - Medium	9.6%
Midlife - Carefree - High	7.0%
Mature - Low	4.8%
Mature - Medium	14.0%
Mature - High	3.2%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£13
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£9
Young Adult - Showing I'm Cool - High	£11
Midlife - Young Kids - Low	£15
Midlife - Young Kids - Medium	£11
Midlife - Young Kids - High	£12
Midlife - Carefree - Low	£5
Midlife - Carefree - Medium	£10
Midlife - Carefree - High	£13
Mature - Low	£14
Mature - Medium	£19
Mature - High	£9

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

Spend by Month

Hare & Hounds Keresley Coven
Star Pubs
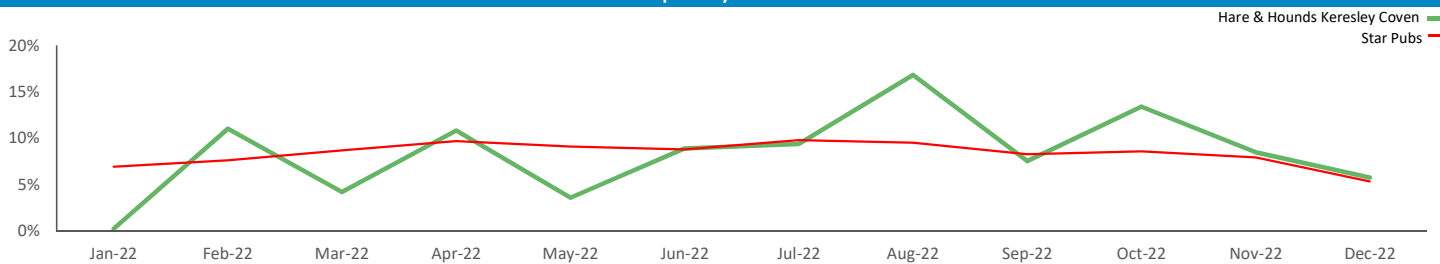
Mobile Data Summary - Hare & Hounds Keresley Coven
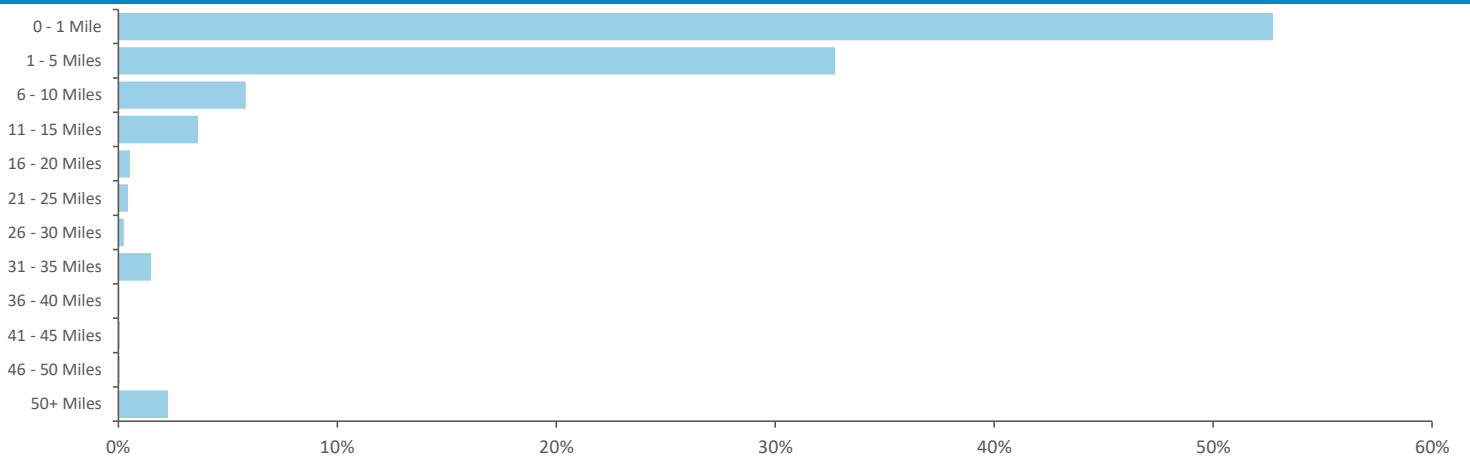
Time of Day/Day of Week
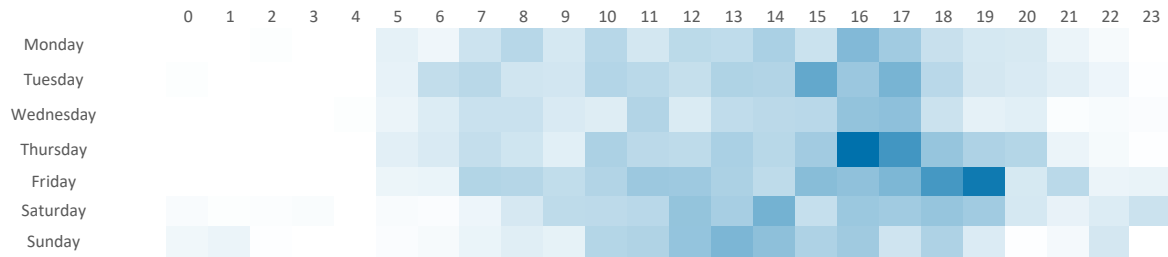
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
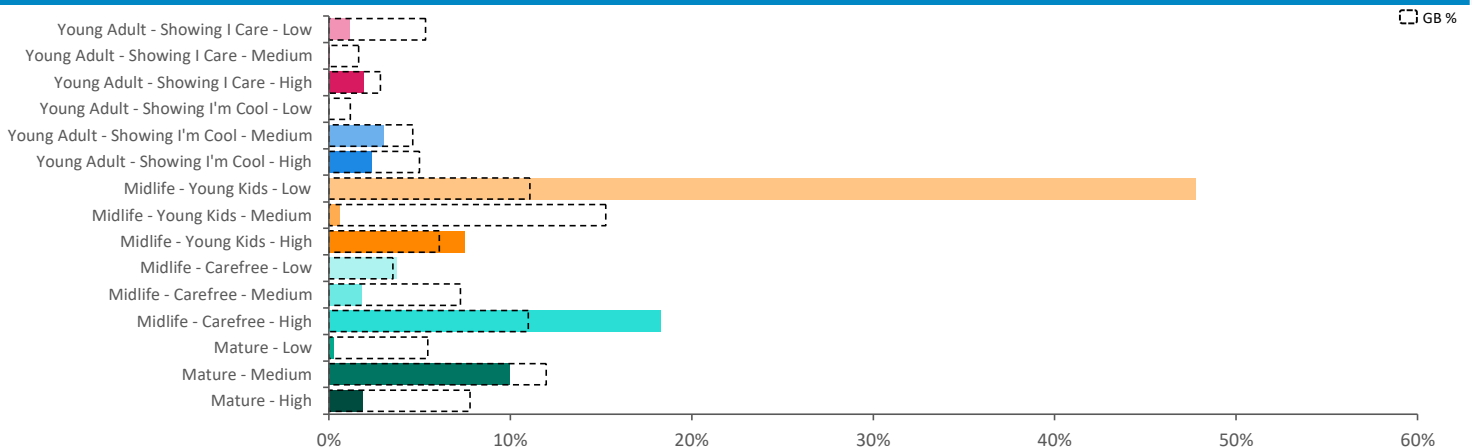
Index by Month
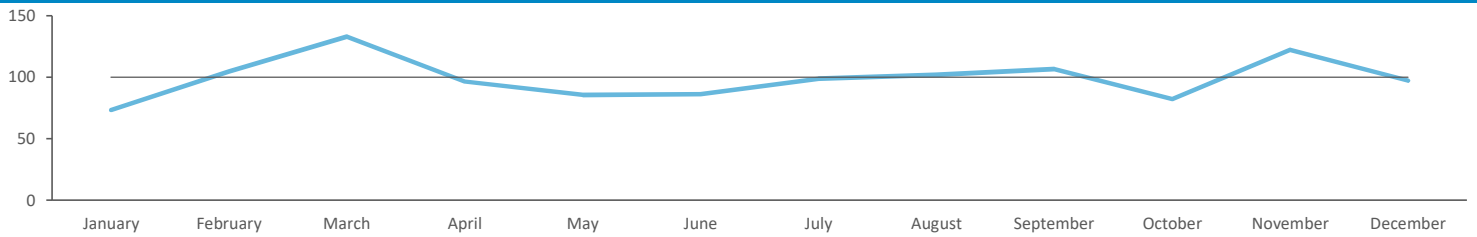
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
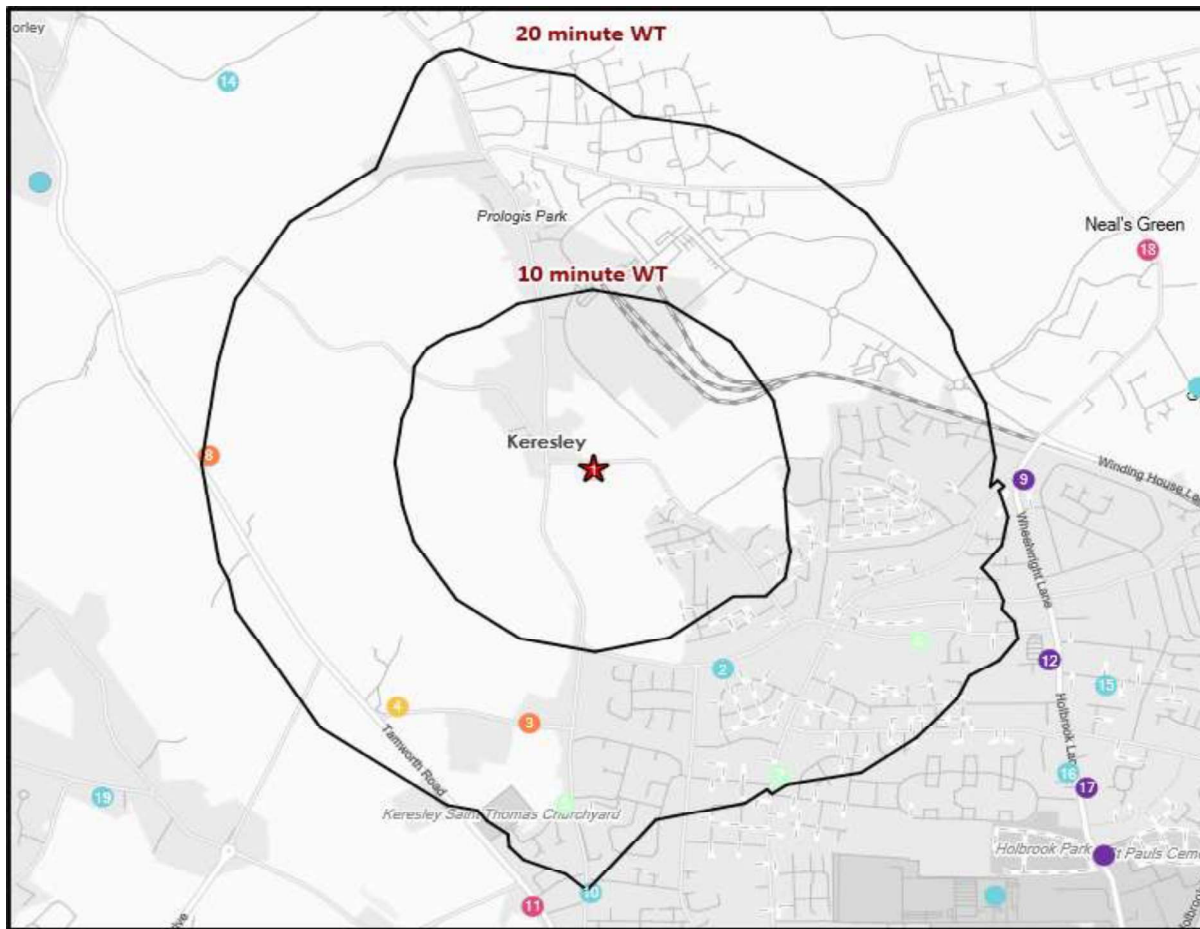
Distance from Home

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 - Hare & Hounds Keresley Coven

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	Hare & Hounds	CV 7 8JA	Star Pubs & Bars	GPGF	0.0
2	Holy Family Social Club	CV 6 2GU	Independent Free	Clubland	0.5
3	Beechwood Inn	CV 6 2FR	Unknown	Hotel	0.5
4	Hogans Bar & Bistro	CV 7 8NJ	Independent Free	High Street Pub	0.6
5	Bell Inn	CV 6 2FN	Admiral Taverns Ltd	Community Pub	0.7
6	New Parkgate Hotel	CV 6 4GF	Stonegate Pub Company	Community Pub	0.7
7	Craftsman	CV 6 2HQ	Independent Free	Community Pub	0.7
8	Royal Court Hotel	CV 7 8JG	Britannia Hotels	Hotel	0.7
9	Khushi Grill	CV 6 4HH	Independent Free	Restaurants	0.8
10	Coronation Club	CV 6 2FL	Independent Free	Clubland	0.9
11	Old Hall & Caramba Restaurant	CV 6 2EJ	Independent Free	Family Pub Dining	0.9
12	St Finbarrs Sports & Social Club	CV 6 4DG	Independent Free	Clubland	1.0
12	Asiana Indian	CV 6 4DG	Independent Free	Restaurants	1.0
14	Keresley Rugby Club	CV 7 8BE	Independent Free	Clubland	1.1
15	Hen Lane & District Working Mens Club & Institute	CV 6 4DS	Independent Free	Clubland	1.1
16	Unicorn Working Mens Club	CV 6 4DE	Independent Free	Clubland	1.1
17	Hollybush	CV 6 4DD	Independent Free	Restaurants	1.2
18	Bull & Anchor	CV 7 9HN	Greene King	Family Pub Dining	1.2
19	White Lion	CV 5 9FQ	Mitchells & Butlers	GPGF	1.2
19	Hawkes Mill Sports Club	CV 5 9FQ	Independent Free	Clubland	1.2

Per Pub Analysis - Hare & Hounds Keresley Coven

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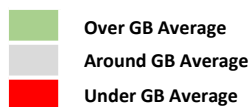
Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	877	9,015	402,398
Number of Competition Pubs	0	8	343
Adults 18+ per Competition Pub	0	1,127	1,173

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	102	11.6%	114
Circuit Bar	52	5.9%	161
Community Pub	99	11.3%	65
Craft Led	22	2.5%	79
Great Pub Great Food	195	22.2%	116
High Street Pub	87	9.9%	57
Premium Local	209	23.8%	136

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	989	11.0%	108
Circuit Bar	553	6.1%	167
Community Pub	915	10.2%	58
Craft Led	250	2.8%	88
Great Pub Great Food	1,127	12.5%	65
High Street Pub	1,125	12.5%	72
Premium Local	1,566	17.4%	99

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	55,018	13.7%	134
Circuit Bar	20,975	5.2%	142
Community Pub	60,910	15.1%	87
Craft Led	20,642	5.1%	162
Great Pub Great Food	64,405	16.0%	83
High Street Pub	64,709	16.1%	93
Premium Local	55,446	13.8%	79

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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.