Catchment Summary - Kings Arms Cleobury

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

Legend				
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		3,021	3,381	54,387	57	23	14
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2,431	2,745	44,881	56	15	15
Competition Pubs		6	7	75	40	22	21
Adults 18+ per Competition Pub		405	392	598	49	47	72
% Adults Likely to Drink		82.1%	82.7%	83.6%	100	100	101
Affluence	Low	5.4%	4.8%	14.9%	21	19	58
	Medium	58.6%	56.2%	52.6%	149	143	134
	High	36.0%	39.0%	31.6%	107	116	94
Age Profile	18-24	200	225	3,106	82	82	70
	25-34	355	378	4,962	88	84	69
	35-44	304	330	5,251	78	76	75
	45-64	803	970	15,690	104	112	113
	65+	769	842	15,872	133	130	153
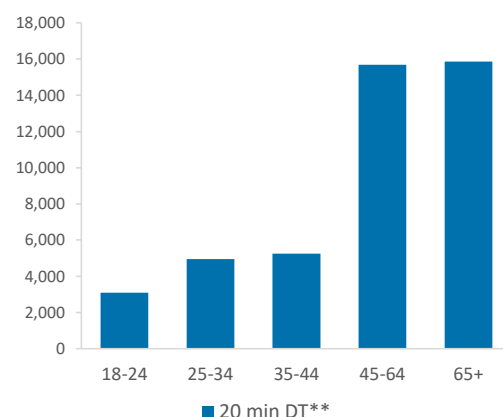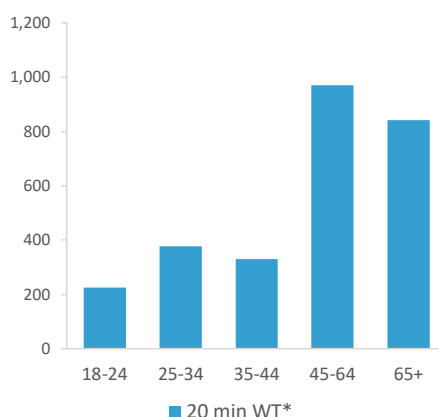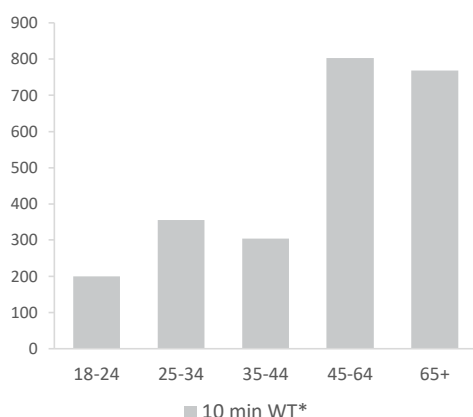
*Affluence does not include Not Private Households

		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**
Gender	Male	1,502 (50%)	1,688 (50%)	26,919 (49%)	101	101	100
	Female	1,519 (50%)	1,693 (50%)	27,468 (51%)	99	99	100
Economic Status (16-74)	Employed: Full-time	853 (41%)	959 (40%)	14,439 (38%)	98	96	91
	Employed: Part-time	299 (14%)	325 (14%)	5,427 (14%)	110	104	110
	Self employed	257 (12%)	338 (14%)	4,961 (13%)	128	148	137
	Unemployed	28 (1%)	28 (1%)	544 (1%)	56	49	60
	Retired	349 (17%)	402 (17%)	7,795 (21%)	120	122	149
	Other	316 (15%)	347 (14%)	4,810 (13%)	76	73	64
Total Worker Count		688	845	17,828			

See the Glossary page for further information on the above variables

Polaris Summary - Kings Arms Cleobury

star PUBS & BARS

Pub Sites
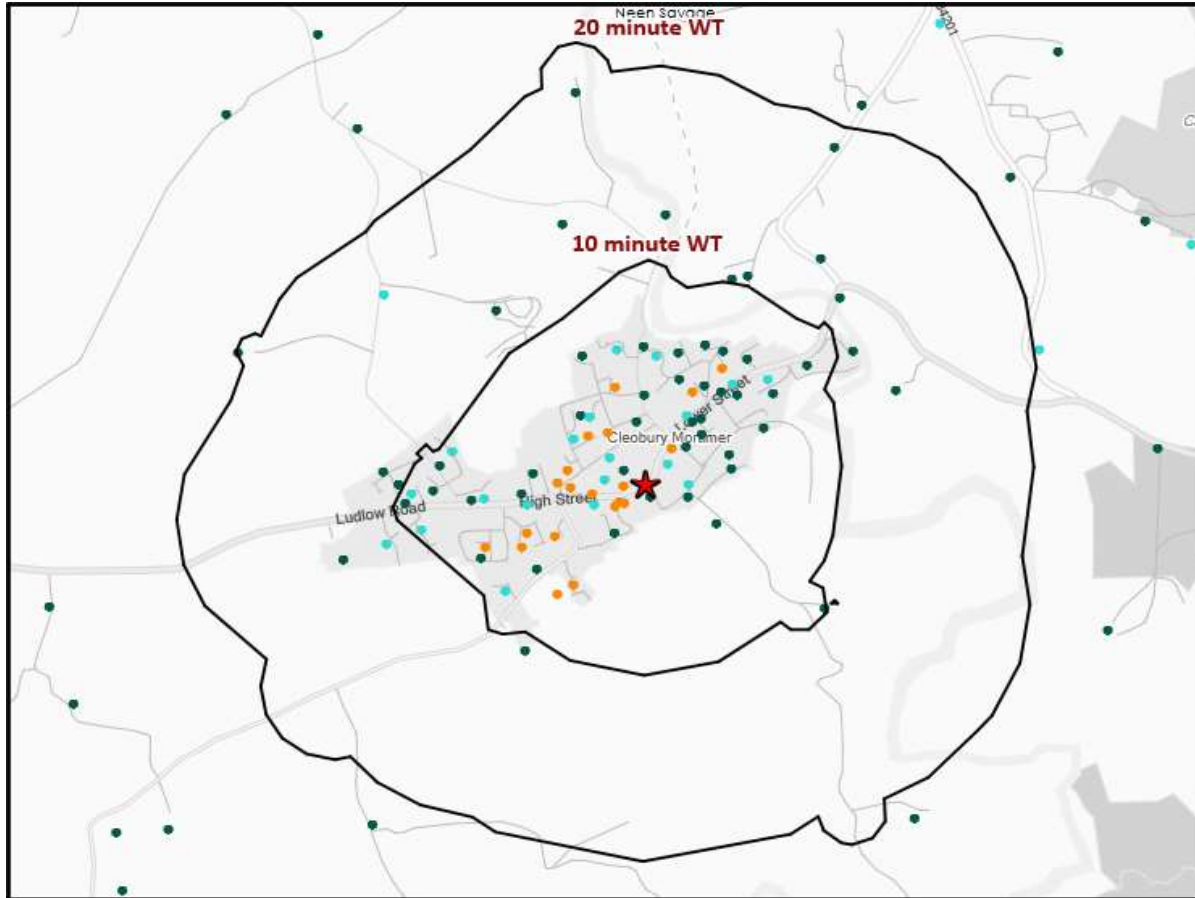
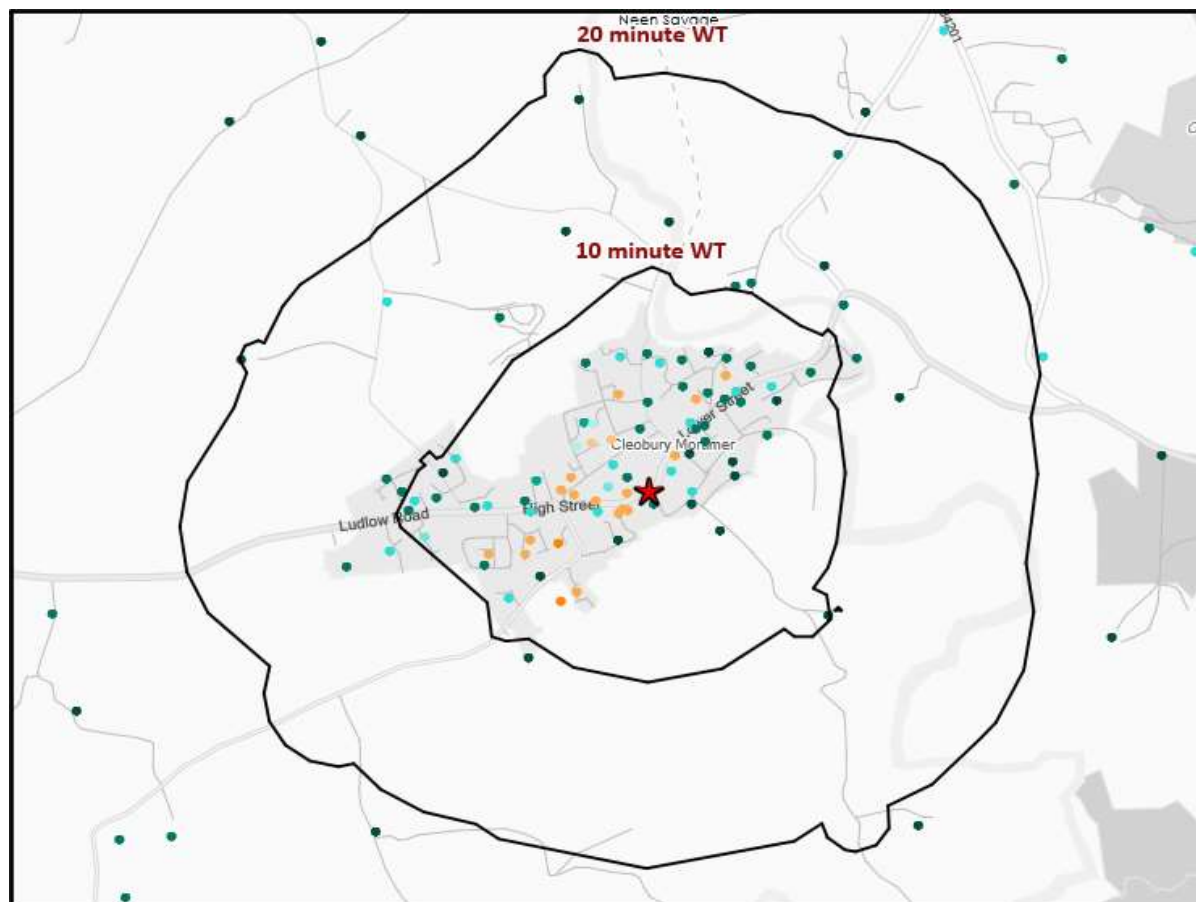**Catchment**

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	77	0	0	2
Young Adult - Showing I'm Cool	0	0	721	0	0	17
Midlife - Young Kids	662	662	7,333	87	77	52
Midlife - Carefree	643	656	7,821	126	114	83
Mature	1,126	1,427	28,541	166	186	227
Not Private Households	0	0	388	0	0	60
Total	2,431	2,745	44,881			

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Polaris Summary - Kings Arms Cleobury

star PUBS & BARS

★ 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
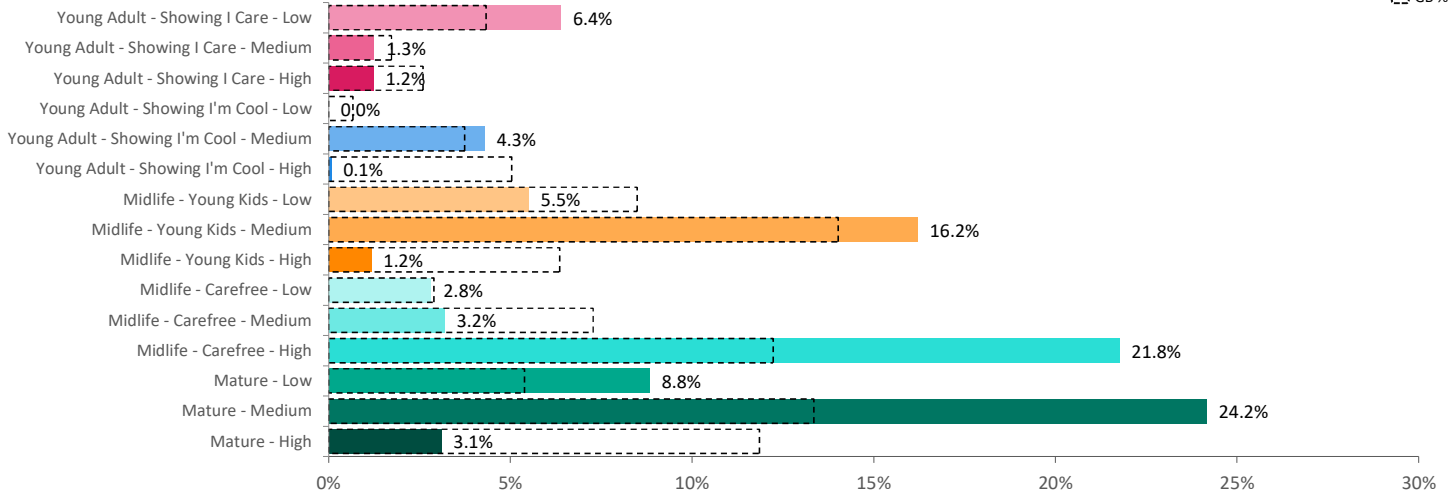- High

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	77	0	0	4
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	396	0	0	24
High	0	0	325	0	0	16
Midlife - Young Kids						
Low	51	51	2,217	19	17	44
Medium	549	549	4,260	151	134	64
High	62	62	856	47	42	35
Midlife - Carefree						
Low	33	33	1,065	40	35	70
Medium	63	63	2,840	39	34	94
High	547	560	3,916	206	187	80
Mature						
Low	47	47	3,317	33	29	124
Medium	813	931	16,132	264	268	284
High	266	449	9,092	117	174	216
Not Private Households	0	0	388	0	0	60
Total	2,431	2,745	44,881			

Transactional Data Summary - Kings Arms Cleobury

star PUBS&BARS

Spend by Polaris

⬚ GB %

Segment	%
Young Adult - Showing I Care - Low	6.4%
Young Adult - Showing I Care - Medium	1.3%
Young Adult - Showing I Care - High	1.2%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	4.3%
Young Adult - Showing I'm Cool - High	0.1%
Midlife - Young Kids - Low	5.5%
Midlife - Young Kids - Medium	16.2%
Midlife - Young Kids - High	1.2%
Midlife - Carefree - Low	2.8%
Midlife - Carefree - Medium	3.2%
Midlife - Carefree - High	21.8%
Mature - Low	8.8%
Mature - Medium	24.2%
Mature - High	3.1%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£43
Young Adult - Showing I Care - Medium	£39
Young Adult - Showing I Care - High	£34
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£7
Young Adult - Showing I'm Cool - High	£3
Midlife - Young Kids - Low	£31
Midlife - Young Kids - Medium	£20
Midlife - Young Kids - High	£18
Midlife - Carefree - Low	£24
Midlife - Carefree - Medium	£16
Midlife - Carefree - High	£25
Mature - Low	£16
Mature - Medium	£15
Mature - High	£11

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

Spend by Month

Kings Arms Cleobury ——
Star Pubs ——
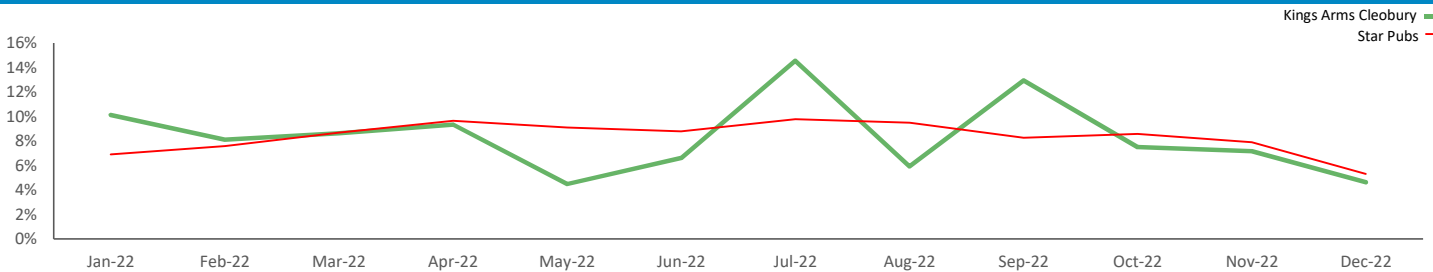
Mobile Data Summary - Kings Arms Cleobury

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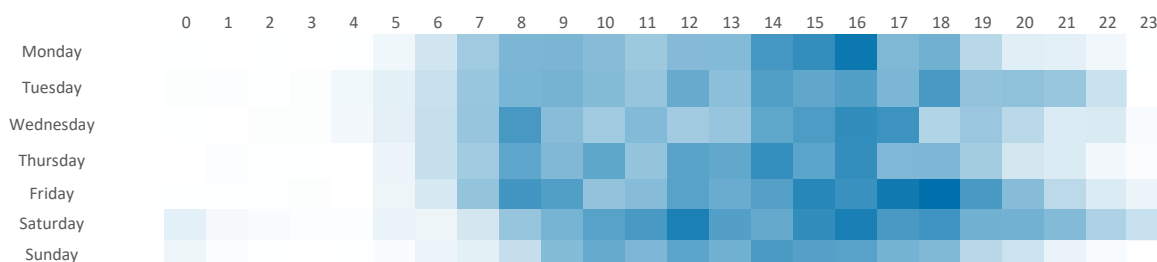
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
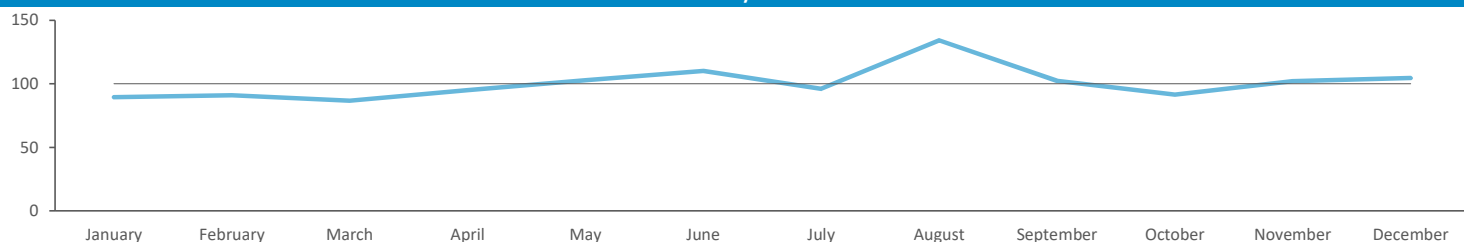
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
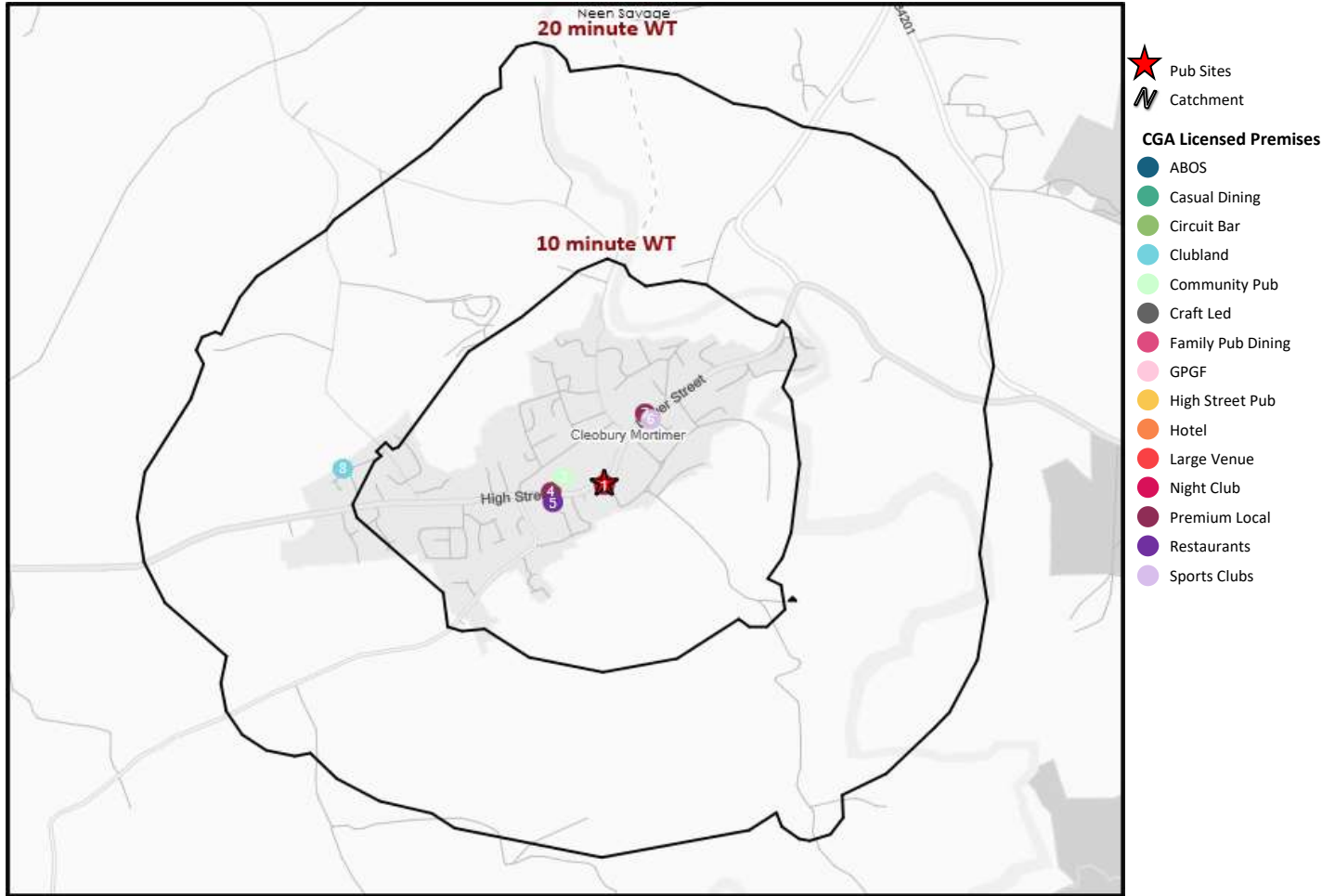
Distance from Home
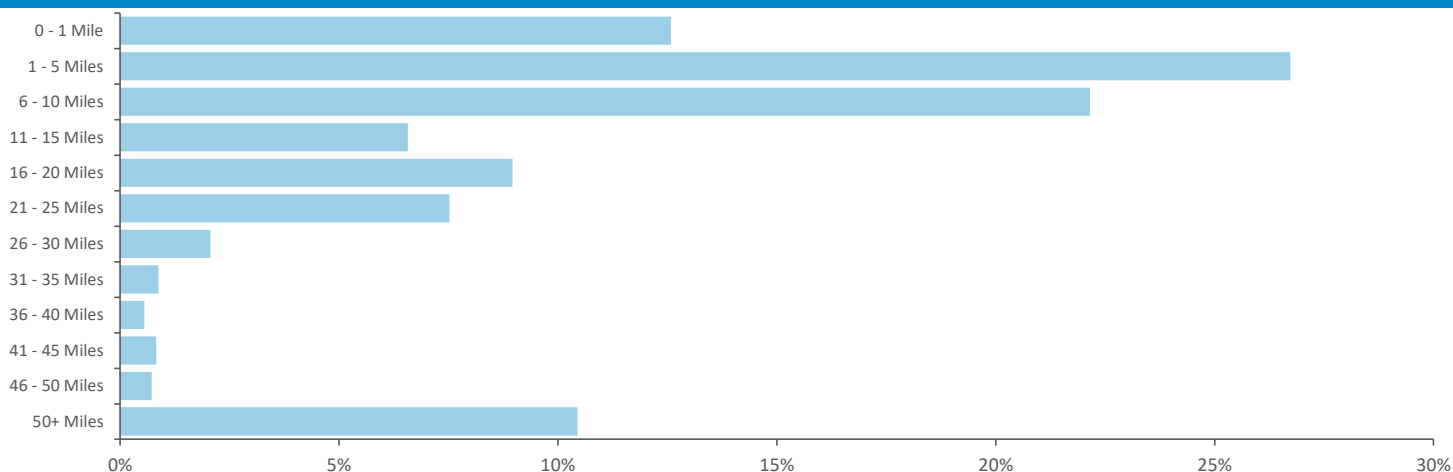
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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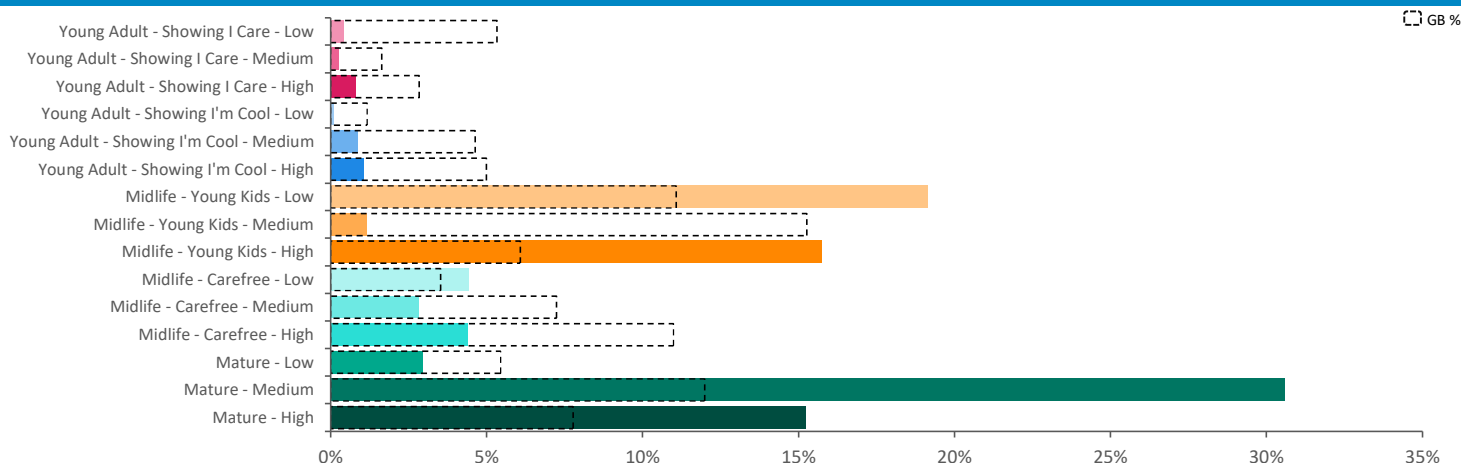
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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CGA Summary - Kings Arms Cleobury

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)
1	Royal Fountain	DY14 8BS	Independent Free	Premium Local	0.0
1	Kings Arms	DY14 8BS	Star Pubs & Bars	Premium Local	0.0
3	Stable Tavern	DY14 8BQ	Independent Free	Community Pub	0.1
4	Talbot Hotel	DY14 8DQ	Greene King	Premium Local	0.1
5	Spice Empire	DY14 8DG	Independent Free	Restaurants	0.1
6	Tividale Recreation & Community Centre	DY14 8AA	Independent Free	Sports Clubs	0.2
7	Old Lion Inn	DY14 8AB	Independent Free	Premium Local	0.2
8	Cleobury Mortimer Sports & Social Club	DY14 8EE	Independent Free	Clubland	0.5
9	Cleobury Mortimer Golf Club	DY14 8HQ	Independent Free	Sports Clubs	1.2

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star PUBS&BARS

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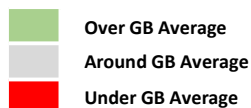
	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,431	2,745	44,881
Number of Competition Pubs	6	7	75
Adults 18+ per Competition Pub	405	392	598

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	184	7.5%	74
Circuit Bar	77	3.2%	87
Community Pub	400	16.5%	95
Craft Led	32	1.3%	41
Great Pub Great Food	597	24.5%	128
High Street Pub	393	16.1%	93
Premium Local	653	26.9%	153

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	197	7.2%	71
Circuit Bar	77	2.8%	77
Community Pub	434	15.8%	91
Craft Led	32	1.2%	36
Great Pub Great Food	715	26.0%	136
High Street Pub	427	15.6%	90
Premium Local	766	27.9%	159

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	2,183	4.9%	48
Circuit Bar	871	1.9%	53
Community Pub	8,303	18.5%	107
Craft Led	361	0.8%	25
Great Pub Great Food	10,055	22.4%	117
High Street Pub	8,041	17.9%	103
Premium Local	10,775	24.0%	137

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.