

Catchment Summary - Olympic Hotel Draycott



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

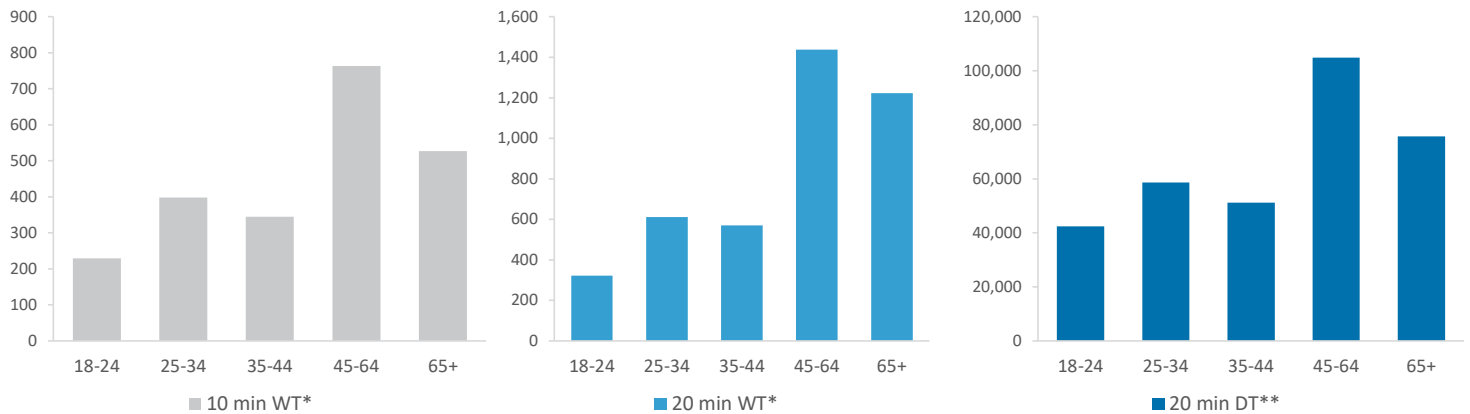
- Over GB Average
- Around GB Average
- Under GB Average

*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		2,779	5,055	419,305	53	35	111
Adults 18+		2,263	4,167	332,830	52	23	111
Competition Pubs		3	5	393	20	16	109
Adults 18+ per Competition Pub		754	833	847	91	101	103
% Adults Likely to Drink		81.7%	82.5%	82.2%	99	100	100
Affluence	Low	7.2%	9.1%	24.2%	28	35	94
	Medium	85.2%	70.1%	48.4%	216	178	123
	High	7.6%	20.8%	26.5%	23	62	79
Age Profile	18-24	229	323	42,371	102	79	125
	25-34	398	611	58,636	108	91	105
	35-44	345	570	51,236	96	88	95
	45-64	764	1,439	104,918	108	111	98
	65+	527	1,224	75,669	99	127	94

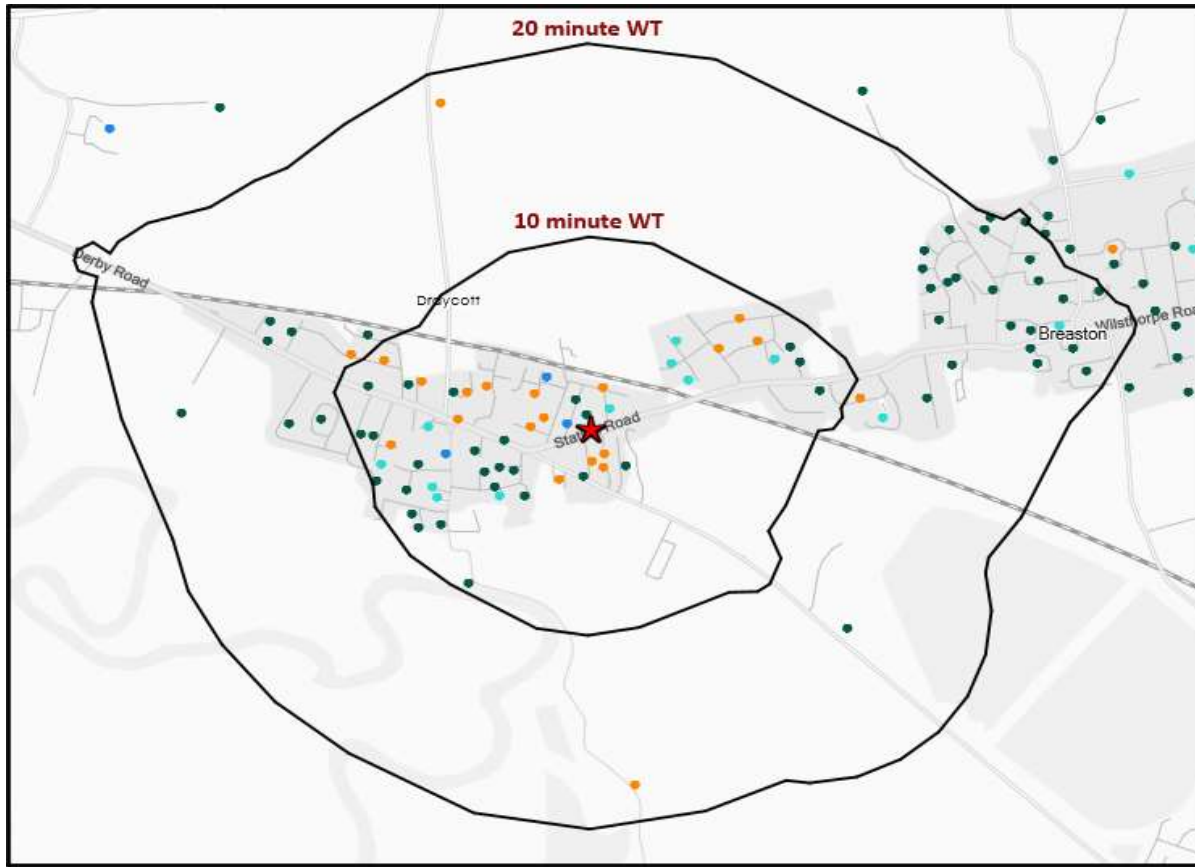
Population & Adults 18+ index is based on all pubs

*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	1,371 (49%)	2,462 (49%)	208,668 (50%)	100	98	101
	Female	1,408 (51%)	2,593 (51%)	210,637 (50%)	100	101	99
Economic Status (16-74)	Employed: Full-time	958 (46%)	1,592 (44%)	125,269 (41%)	111	105	99
	Employed: Part-time	282 (14%)	488 (13%)	41,304 (14%)	105	103	104
	Self employed	170 (8%)	328 (9%)	21,667 (7%)	86	94	74
	Unemployed	63 (3%)	90 (2%)	7,887 (3%)	128	104	109
	Retired	289 (14%)	638 (18%)	43,146 (14%)	101	127	103
	Other	313 (15%)	508 (14%)	65,437 (21%)	76	71	109
Total Worker Count		690	1,722	201,776			

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

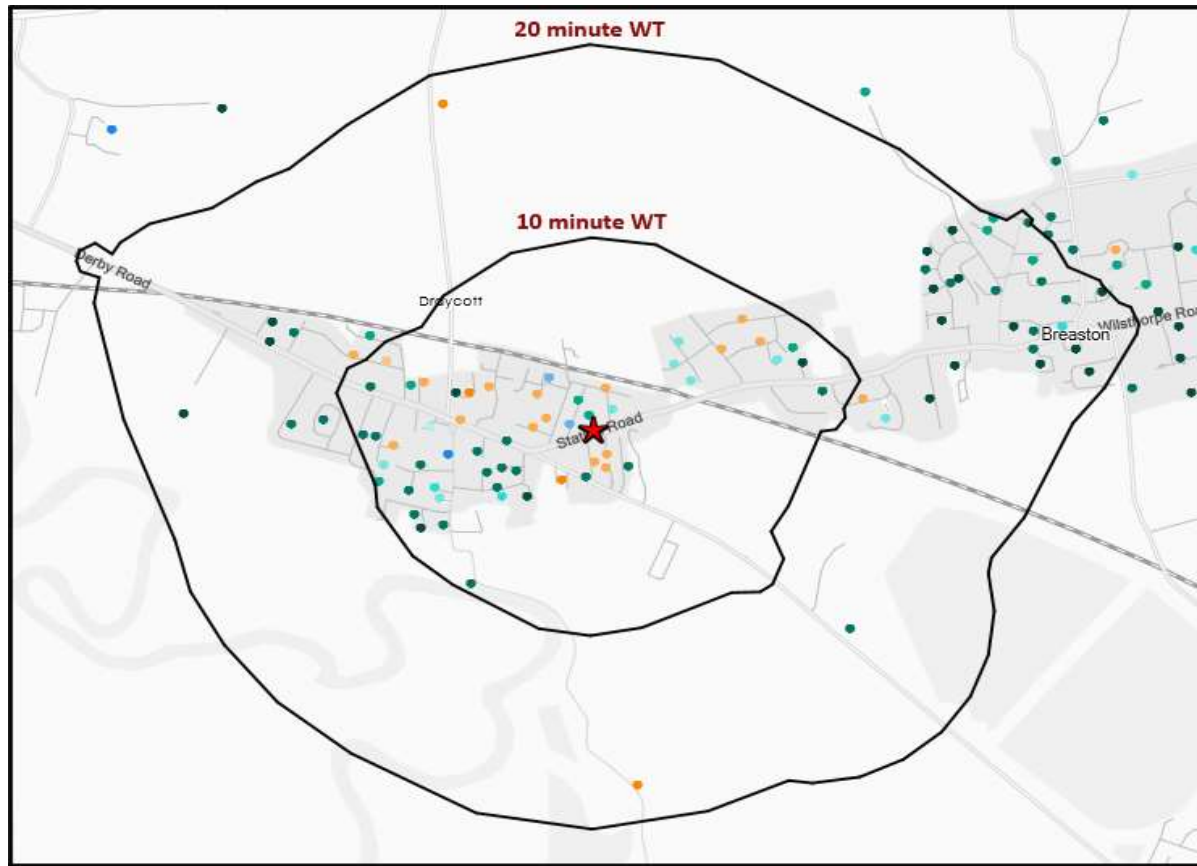
*WT= Walktime, **DT= Drivetime

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	26,892	0	0	91
Young Adult - Showing I'm Cool	292	351	27,631	140	92	90
Midlife - Young Kids	901	1,127	104,297	127	86	100
Midlife - Carefree	196	325	75,173	41	37	107
Mature	874	2,364	95,823	138	203	103
Not Private Households	0	0	3,014	0	0	63
Total	2,263	4,167	332,830			

Polaris Summary - Olympic Hotel Draycott



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



- ★ 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

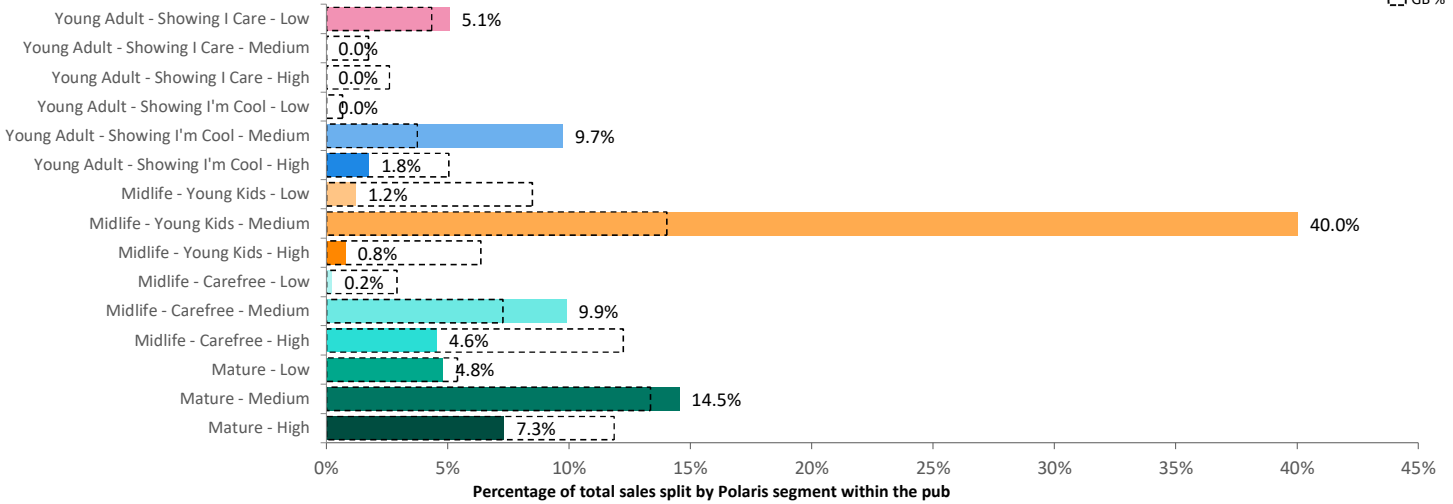
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

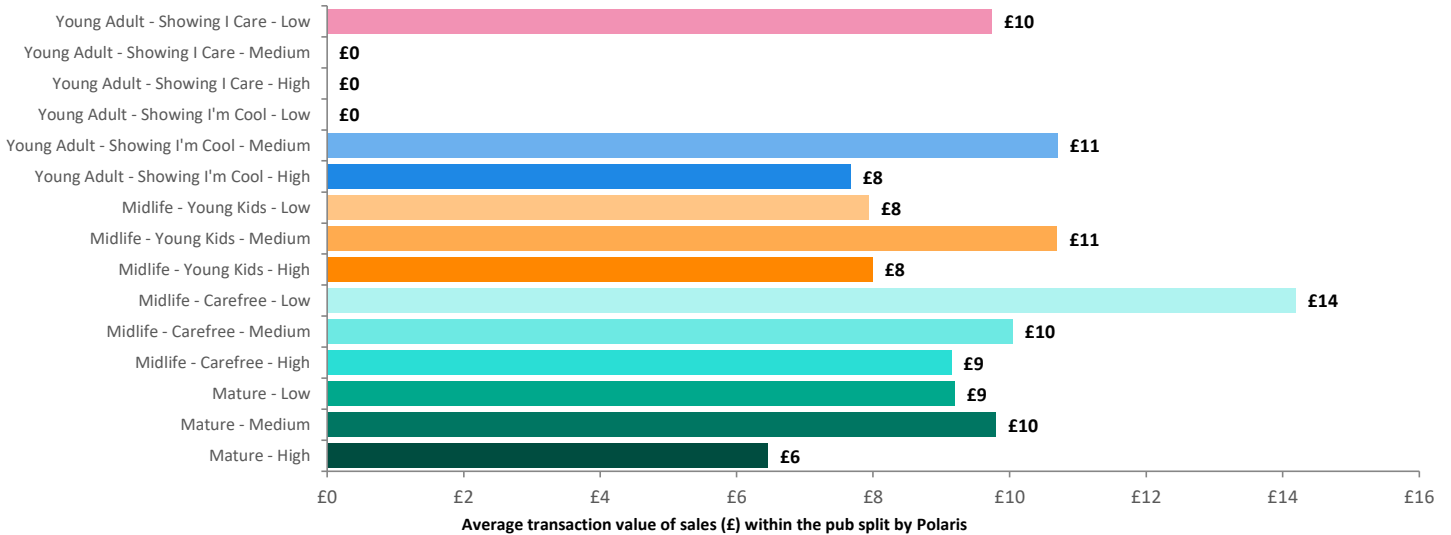
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	12,635	0	0	91
Medium	0	0	644	0	0	14
High	0	0	13,613	0	0	121
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	188	188	13,458	225	122	109
High	104	163	14,173	103	87	95
Midlife - Young Kids						
Low	0	9	35,205	0	2	95
Medium	883	1,027	48,687	262	165	98
High	18	91	20,405	15	41	114
Midlife - Carefree						
Low	21	21	14,899	27	15	132
Medium	155	272	42,443	102	97	190
High	20	32	17,831	8	7	49
Mature						
Low	143	349	17,801	106	141	90
Medium	702	1,433	55,724	245	272	132
High	29	582	22,298	14	149	71
Not Private Households	0	0	3,014	0	0	63
Total	2,263	4,167	332,830			

Spend by Polaris

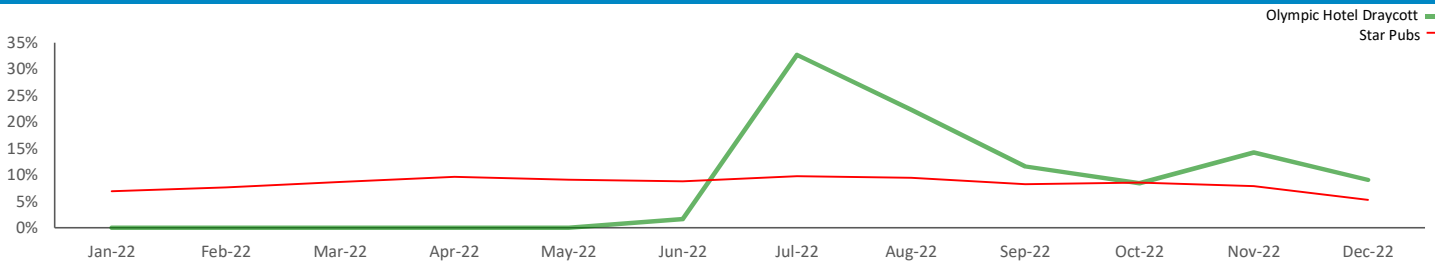
GB %



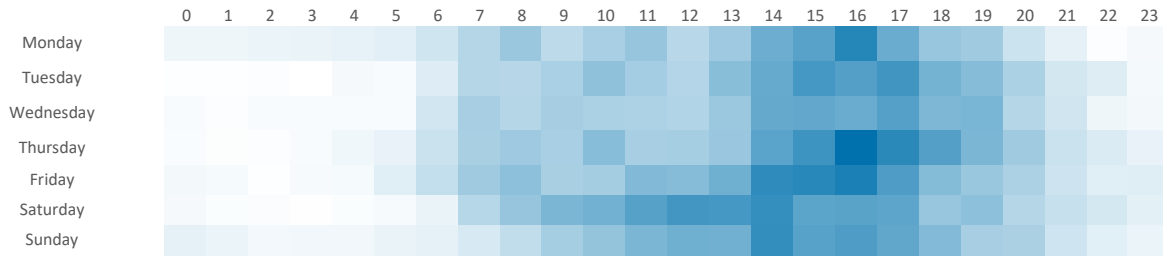
Average Transaction Values (£) by Polaris



Spend by Month

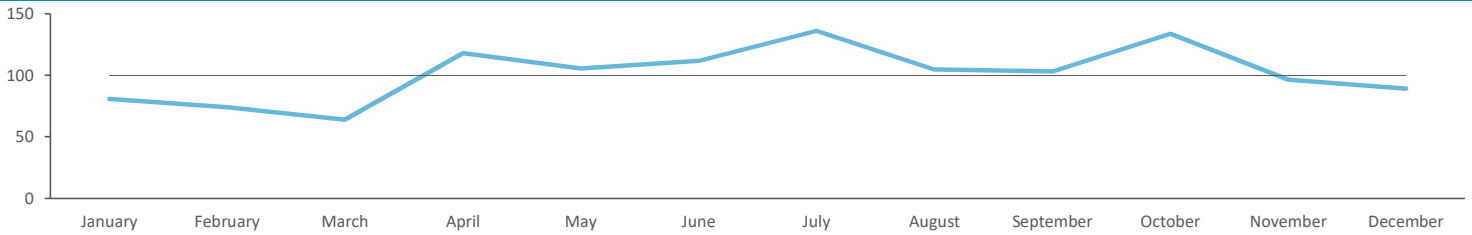


Time of Day/Day of Week



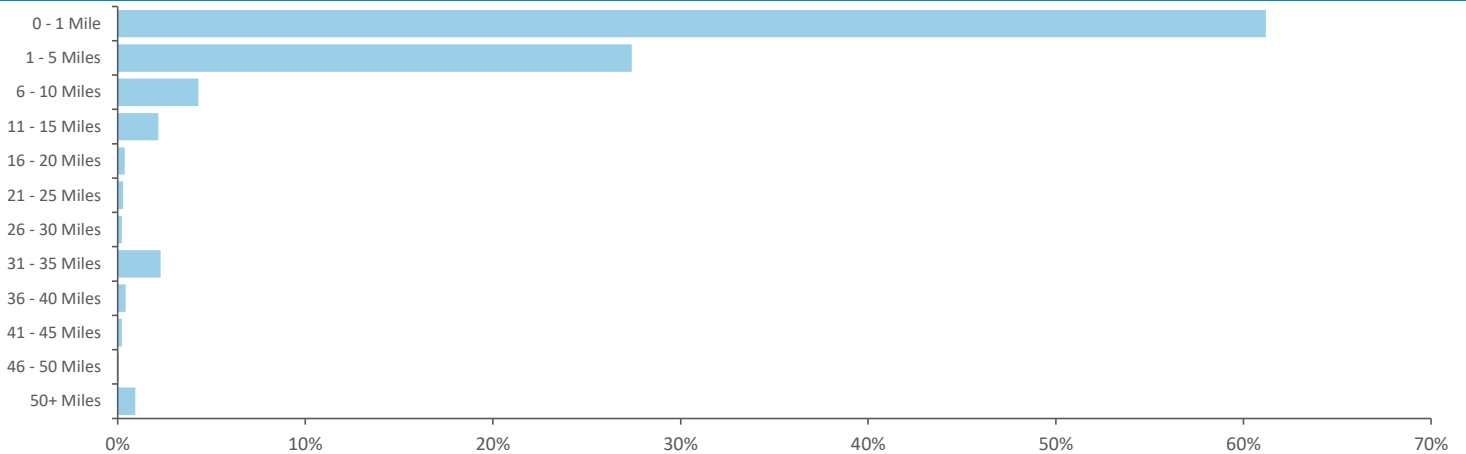
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



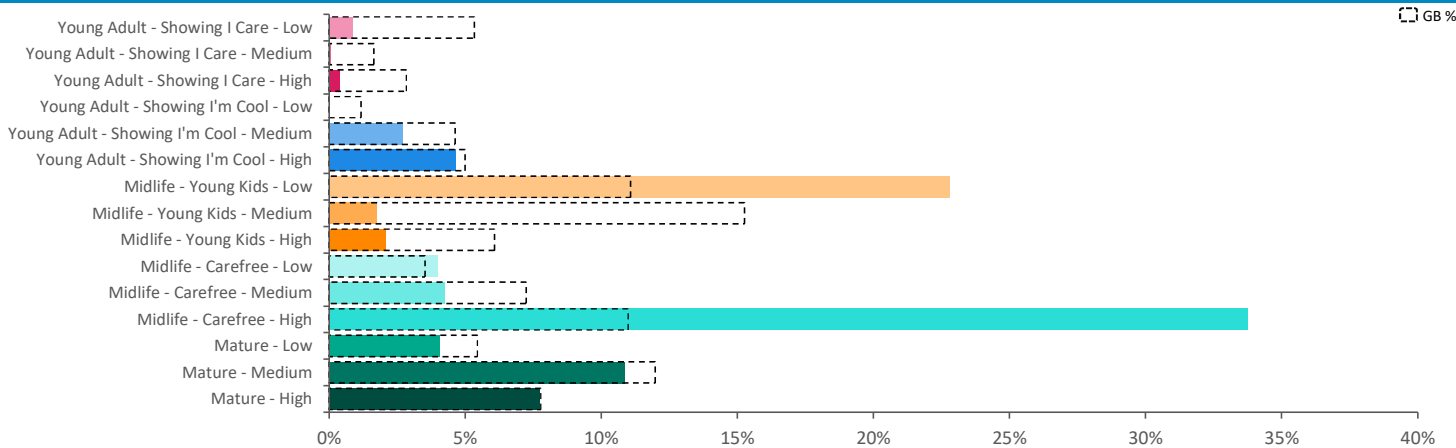
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

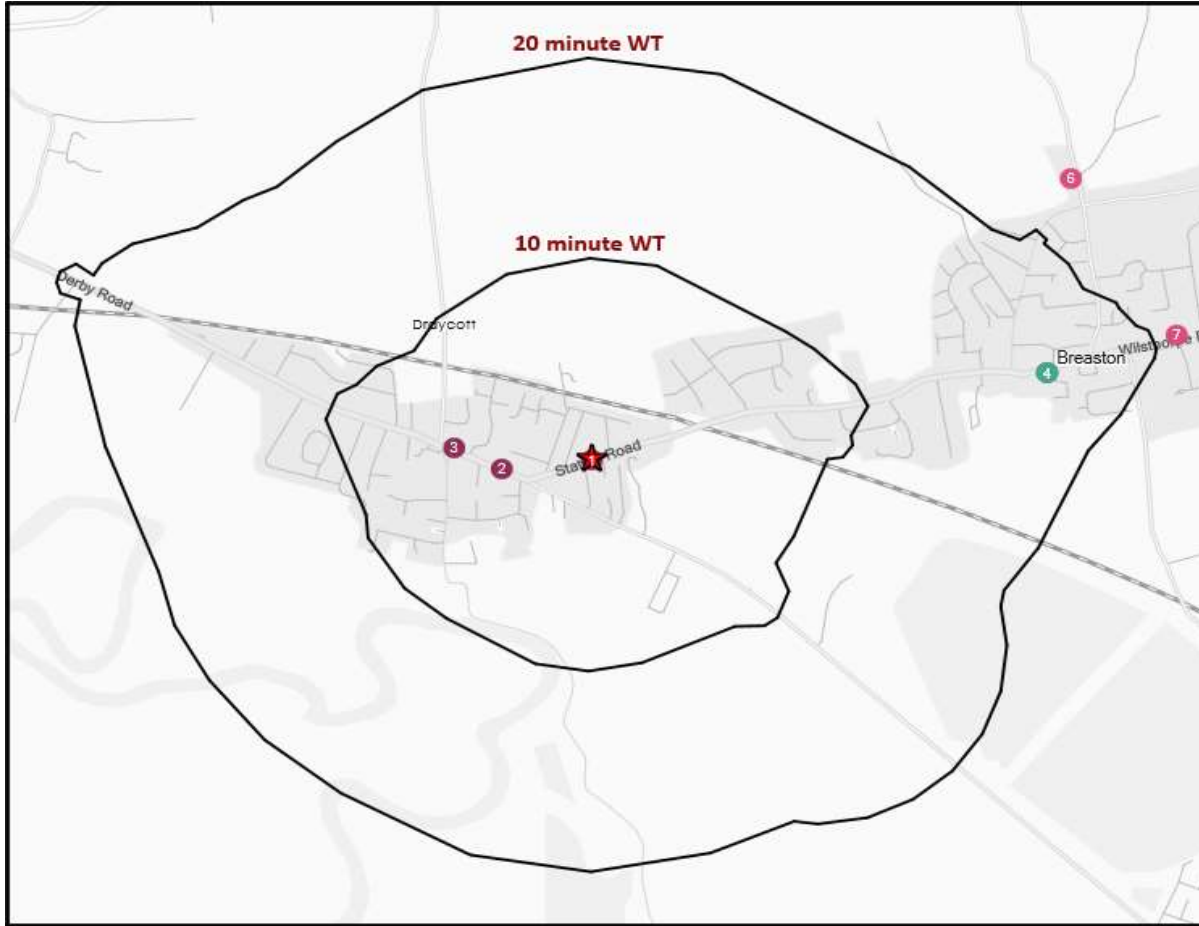


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

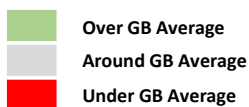
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Olympic Hotel	DE72 3QB	Star Pubs & Bars	Premium Local	0.0
2	Coach & Horses	DE72 3PS	Stonegate Pub Company	Premium Local	0.2
3	Victoria Hotel	DE72 3NA	Admiral Taverns Ltd	Premium Local	0.2
4	Chequers Inn	DE72 3DX	Star Pubs & Bars	Premium Local	0.8
4	Hoggs Bistro	DE72 3DX	Independent Free	Casual Dining	0.8
6	Navigation Inn	DE72 3BP	Punch Pub Company	Family Pub Dining	1.0
7	Bulls Head	DE72 3EA	Marston's	Family Pub Dining	1.0

Per Pub Analysis - Olympic Hotel Draycott



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,263	4,167	332,830
Number of Competition Pubs	3	5	393
Adults 18+ per Competition Pub	754	833	847

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	267	11.8%	116
Circuit Bar	151	6.7%	181
Community Pub	368	16.3%	94
Craft Led	96	4.2%	133
Great Pub Great Food	326	14.4%	75
High Street Pub	430	19.0%	110
Premium Local	449	19.9%	113

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	377	9.0%	89
Circuit Bar	185	4.4%	121
Community Pub	695	16.7%	96
Craft Led	114	2.7%	86
Great Pub Great Food	801	19.2%	100
High Street Pub	763	18.3%	106
Premium Local	940	22.6%	129

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	32,120	9.7%	95
Circuit Bar	11,028	3.3%	90
Community Pub	55,340	16.6%	96
Craft Led	10,119	3.0%	96
Great Pub Great Food	54,599	16.4%	86
High Street Pub	57,763	17.4%	100
Premium Local	51,505	15.5%	88

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 black; 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 black; 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 black; 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 black; 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 black; padding: 5px;"> 55+ year olds <i>"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"</i> </td> </tr> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Product needs</td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> 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 </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer insight	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>	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>	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>	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>	55+ year olds <i>"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"</i>	Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer
	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature														
Consumer insight	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>	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>	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>	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>	55+ year olds <i>"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"</i>														
Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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.																			