

Catchment Summary - George & Dragon Much Wenlock



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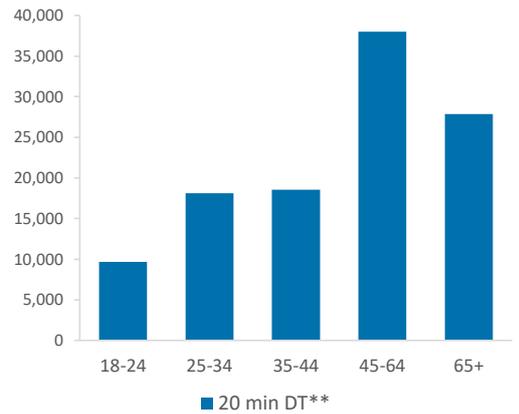
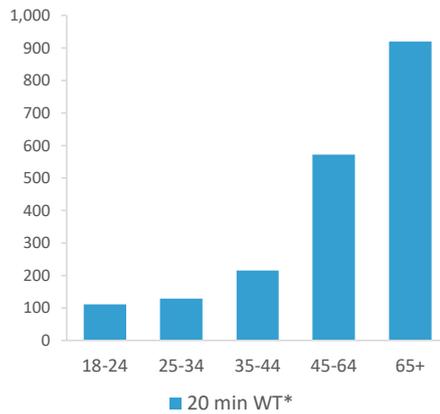
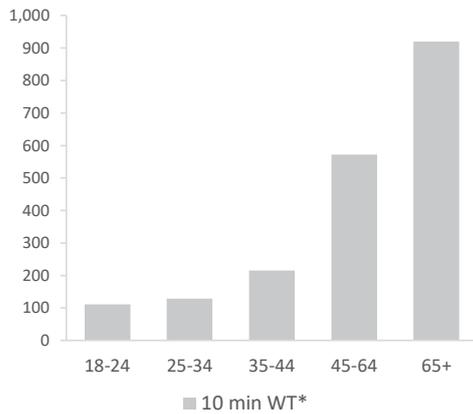
■ Over GB Average
■ Around GB Average
■ Under GB Average

*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	2,334	2,334	145,029	44	16	38	
Adults 18+	1,947	1,947	112,190	45	11	38	
Competition Pubs	3	3	158	20	9	44	
Adults 18+ per Competition Pub	649	649	710	79	79	86	
% Adults Likely to Drink	83.6%	83.6%	82.4%	101	101	100	
Affluence	Low	15.3%	15.3%	24.5%	59	59	95
	Medium	36.7%	36.7%	46.0%	93	93	117
	High	43.8%	43.8%	28.5%	131	131	85
Age Profile	18-24	111	111	9,679	59	59	82
	25-34	129	129	18,110	42	42	94
	35-44	215	215	18,545	72	72	99
	45-64	572	572	37,997	96	96	103
	65+	920	920	27,859	206	206	101

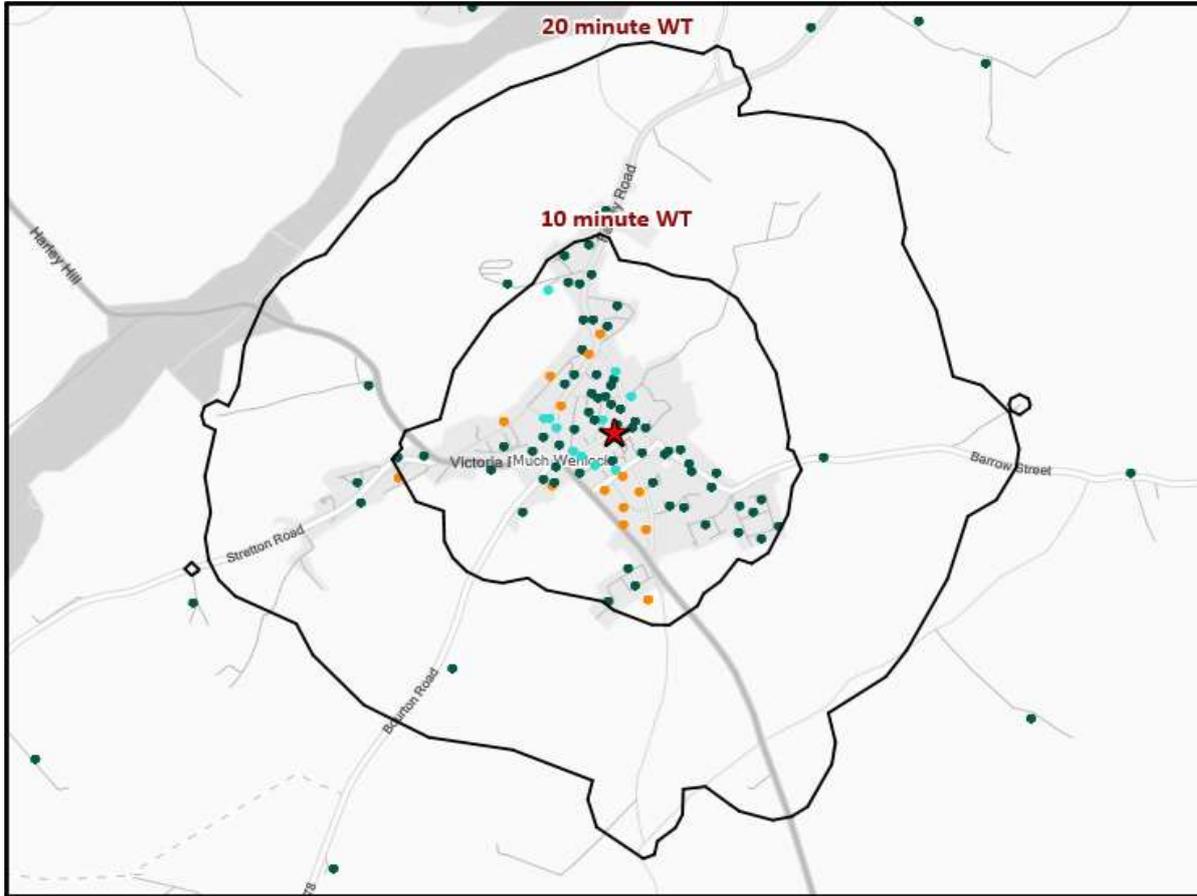
*Affluence does not include Not Private Households

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	1,129 (48%)	1,129 (48%)	71,880 (50%)	98	98	100
	Female	1,205 (52%)	1,205 (52%)	73,149 (50%)	102	102	100
Economic Status (16-74)	Employed: Full-time	530 (35%)	530 (35%)	45,120 (44%)	85	85	105
	Employed: Part-time	226 (15%)	226 (15%)	13,709 (13%)	116	116	103
	Self employed	201 (13%)	201 (13%)	8,318 (8%)	141	141	85
	Unemployed	24 (2%)	24 (2%)	2,677 (3%)	68	68	110
	Retired	331 (22%)	331 (22%)	14,287 (14%)	161	161	101
	Other	184 (12%)	184 (12%)	18,822 (18%)	62	62	93
Total Worker Count	964	964	75,031				

See the Glossary page for further information on the above variables

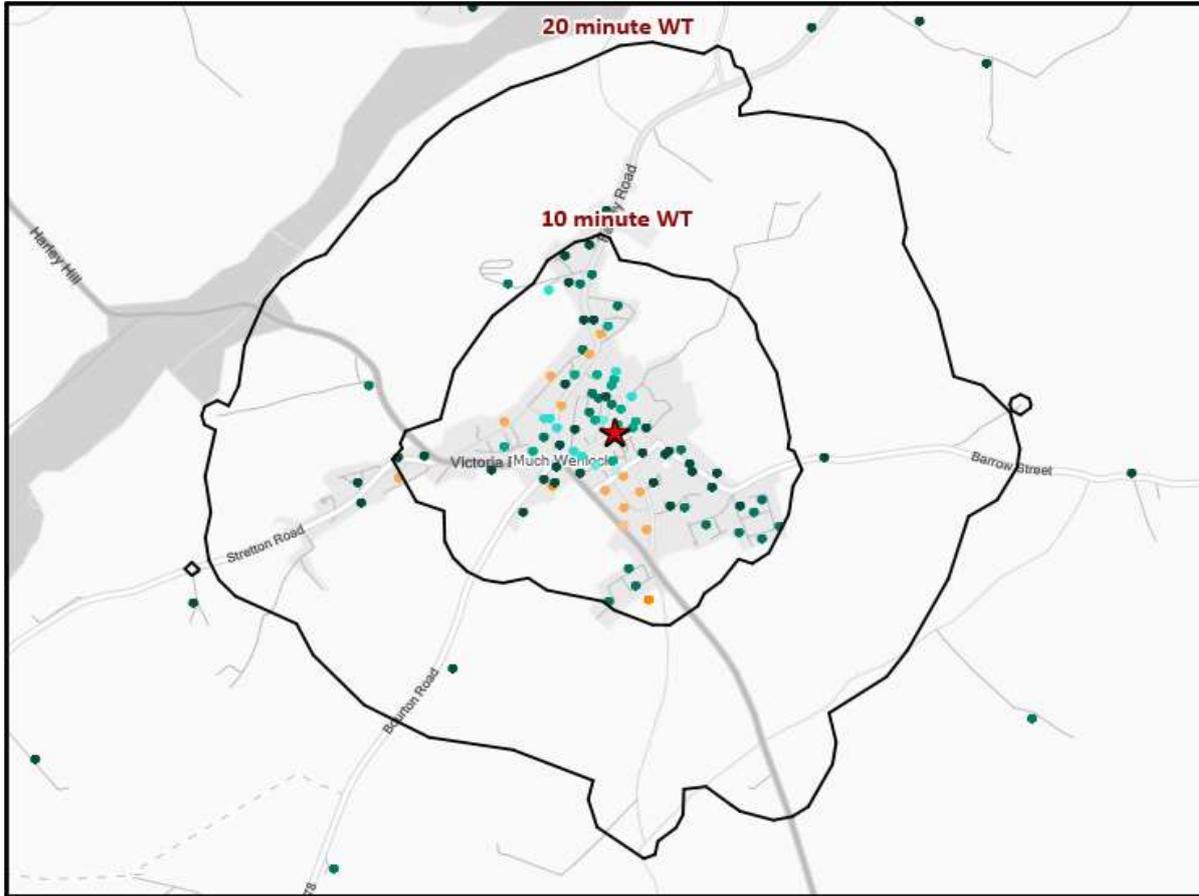


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	674	0	0	7
Young Adult - Showing I'm Cool	0	0	6,181	0	0	60
Midlife - Young Kids	427	427	51,814	70	70	147
Midlife - Carefree	202	202	19,544	49	49	83
Mature	1,236	1,236	32,821	227	227	105
Not Private Households	82	82	1,156	293	293	72
Total	1,947	1,947	112,190			



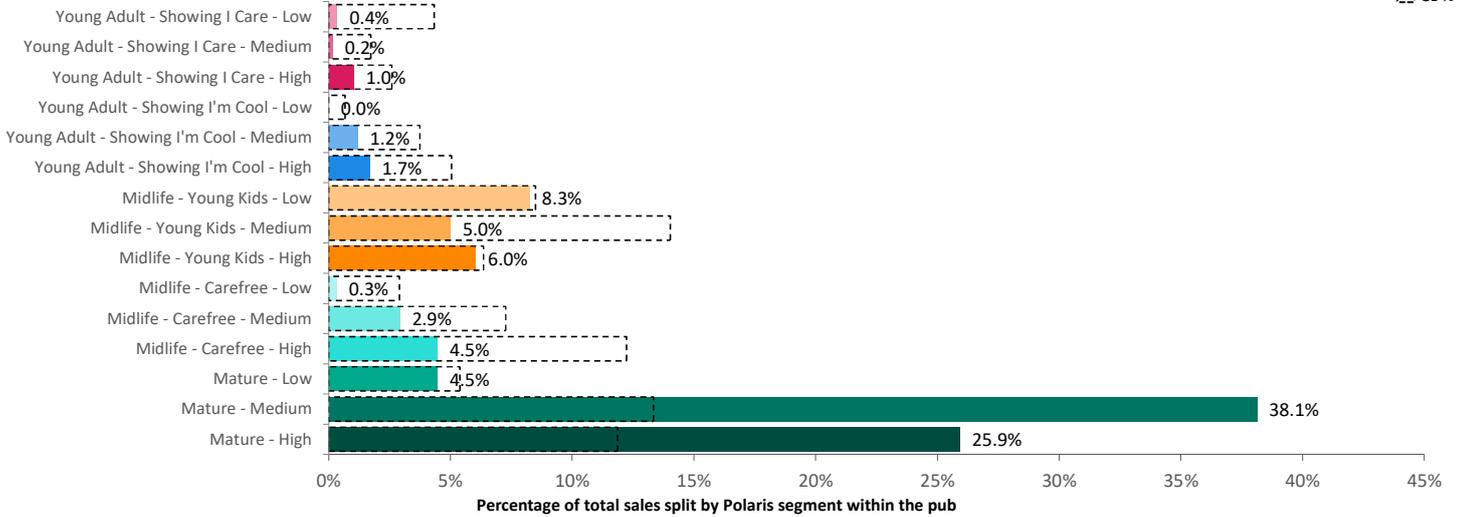
Polaris Plus Profile by Catchment

*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	70	0	0	1
Medium	0	0	0	0	0	0
High	0	0	604	0	0	16
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,819	0	0	68
High	0	0	3,362	0	0	67
Midlife - Young Kids						
Low	49	49	15,911	23	23	128
Medium	296	296	25,374	102	102	152
High	82	82	10,529	78	78	174
Midlife - Carefree						
Low	12	12	4,819	18	18	126
Medium	52	52	7,280	40	40	97
High	138	138	7,445	65	65	61
Mature						
Low	236	236	6,653	204	204	100
Medium	367	367	16,188	149	149	114
High	633	633	9,980	347	347	95
Not Private Households	82	82	1,156	293	293	72
Total	1,947	1,947	112,190			

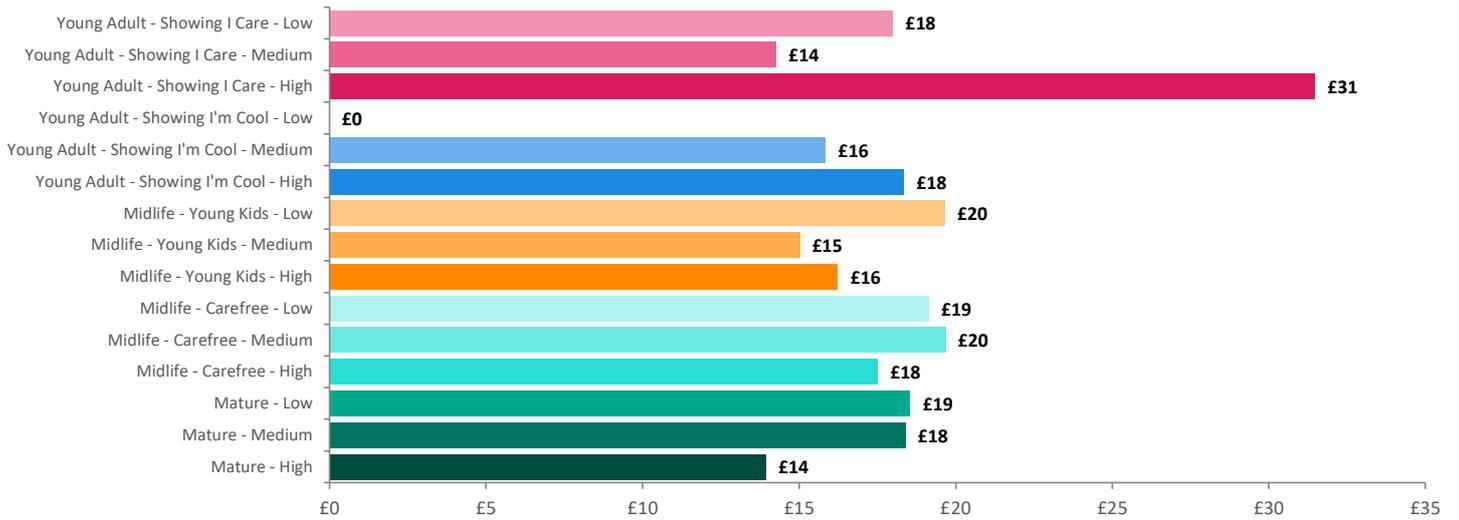
Spend by Polaris

GB %



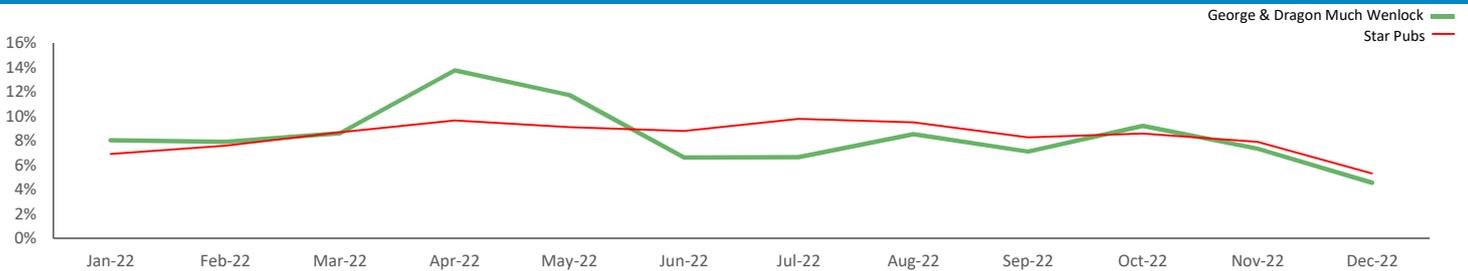
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

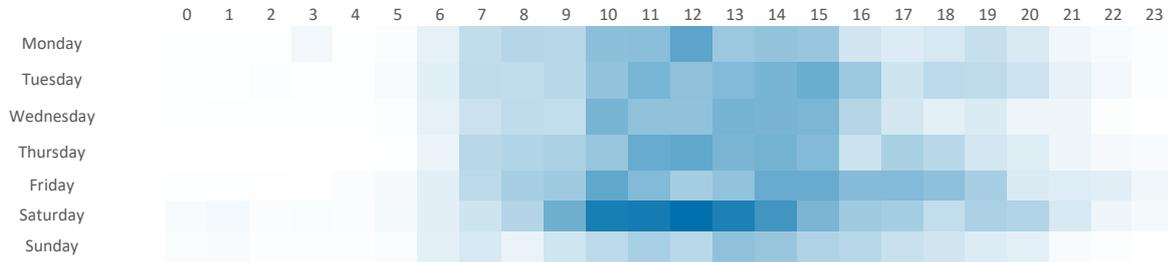


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

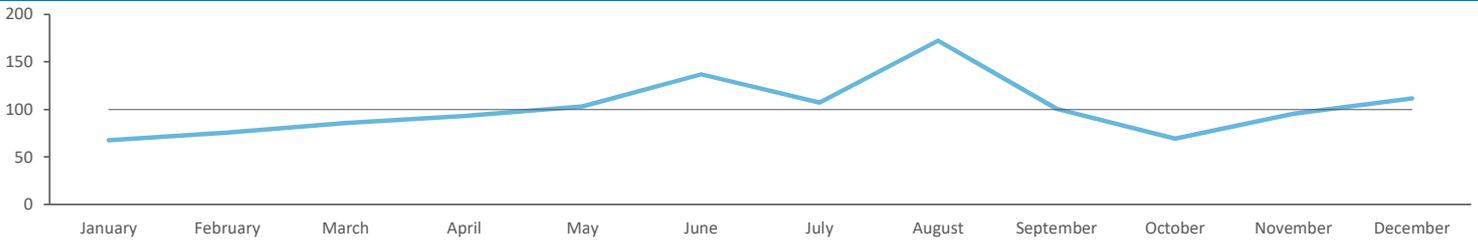


Time of Day/Day of Week



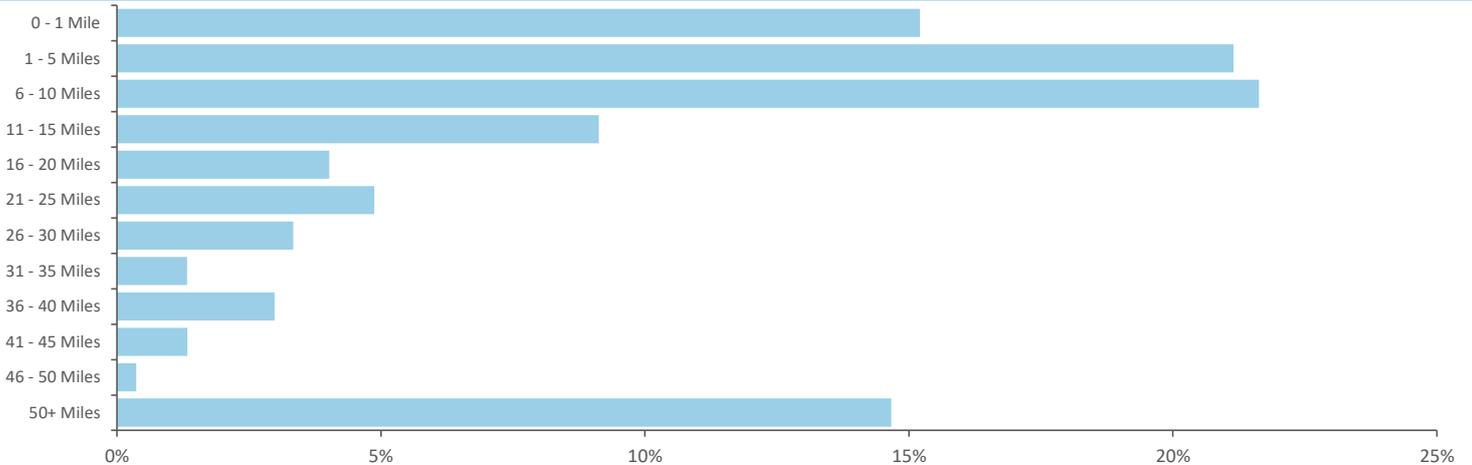
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



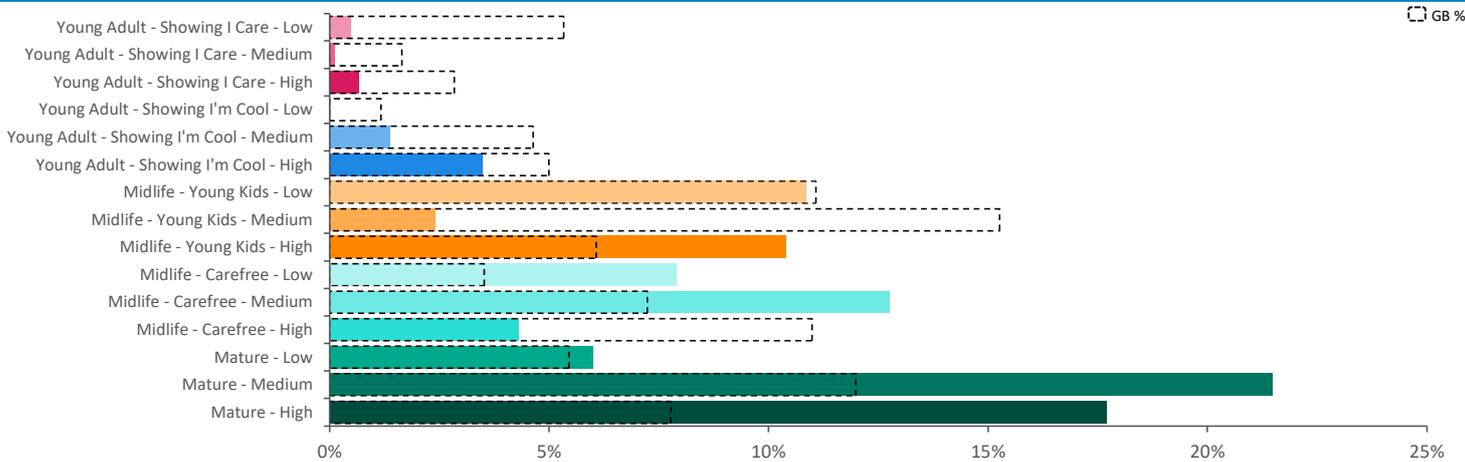
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



- 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	Talbot Inn	TF13 6AA	Independent Free	GPGF	0.0
1	George & Dragon	TF13 6AA	Star Pubs & Bars	Premium Local	0.0
1	Bilash	TF13 6AA	Independent Free	Restaurants	0.0
4	Raven	TF13 6EN	Independent Free	Hotel	0.1
5	Fox	TF13 6AD	Independent Free	GPGF	0.1
6	Gaskell Arms	TF13 6AQ	Independent Free	Hotel	0.1

Per Pub Analysis - George & Dragon Much Wenlock



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,947	1,947	112,190
Number of Competition Pubs	3	3	158
Adults 18+ per Competition Pub	649	649	710

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	133	6.8%	67
Circuit Bar	57	2.9%	80
Community Pub	295	15.1%	87
Craft Led	17	0.9%	28
Great Pub Great Food	501	25.7%	134
High Street Pub	287	14.7%	85
Premium Local	511	26.3%	150

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	133	6.8%	67
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Great Pub Great Food	501	25.7%	134
High Street Pub	287	14.7%	85
Premium Local	511	26.3%	150

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	10,716	9.6%	94
Circuit Bar	4,230	3.8%	103
Community Pub	20,095	17.9%	103
Craft Led	2,538	2.3%	71
Great Pub Great Food	19,319	17.2%	90
High Street Pub	21,294	19.0%	110
Premium Local	20,745	18.5%	105

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 Lifestyle, 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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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.																			