

Catchment Summary - Boathouse Pub & Kitchen Appleby Br

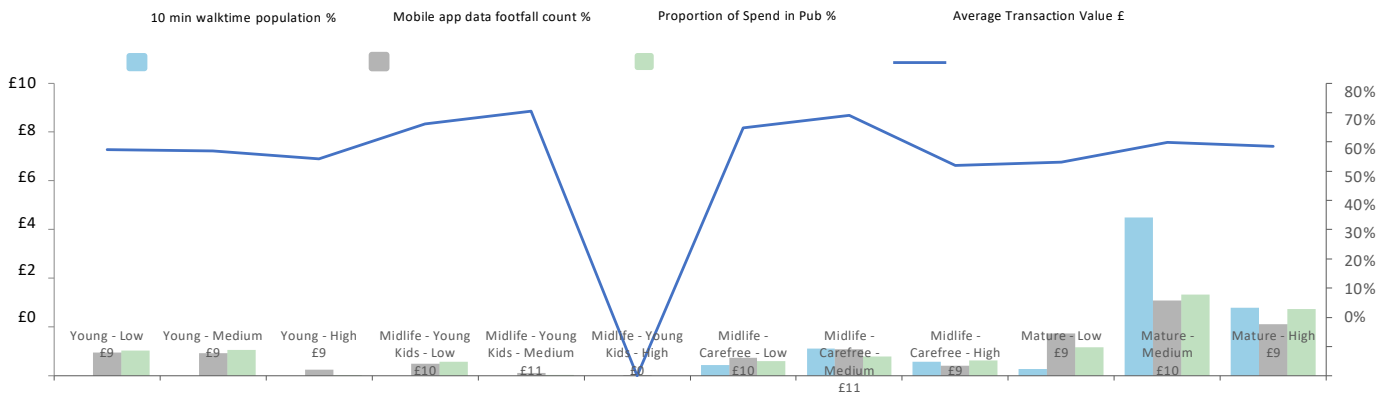
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627040	Boathouse Pub & Kitchen Appleby Br	WN 6 9DA	Star Pubs & Bars	Family Pub Dining	11



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Boathouse Pub & Kitchen Appleby Br



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

*WT= Walktime, **DT= Drivetime

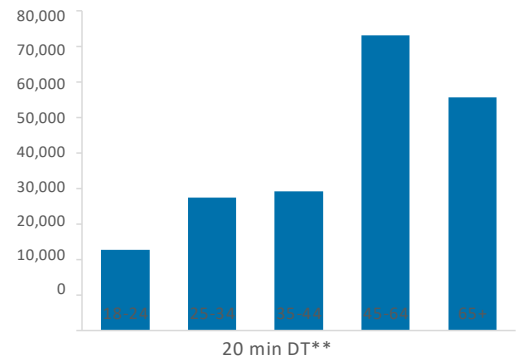
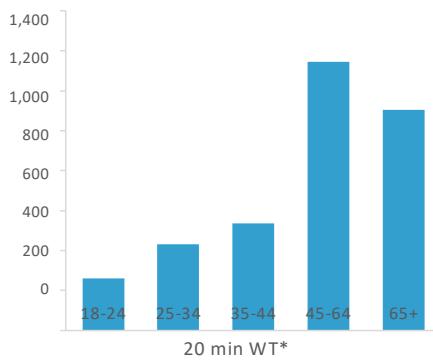
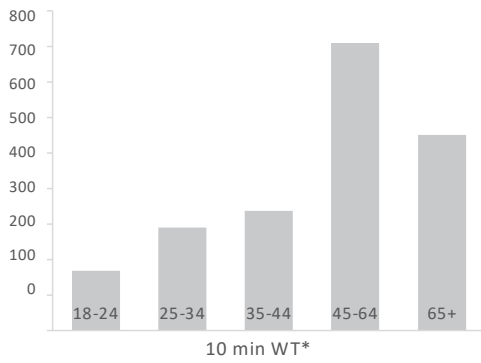
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,664	4,497	310,024	50	24	71
Adults 18+	2,154	3,677	248,102	48	24	71
Competition Pubs	3	3	321	17	8	77
Adults 18+ per Competition Pub	718	1,226	773	84	143	90
% Adults Likely to Drink	81.3%	81.5%	77.7%	107	107	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.0%	3.5%	41.5%	18	11	125
	Medium	63.6%	67.2%	42.7%	167	176	112
	High	28.1%	27.9%	14.6%	103	102	54

*Affluence does not include Not Private Households

Age Profile	18-24	168	260	22,763	77	71	90
	25-34	289	432	37,350	81	72	90
	35-44	336	537	39,220	95	90	96
	45-64	810	1,344	83,142	118	116	104
	65+	551	1,104	65,627	108	128	110



	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	1,276 (48%)	2,163 (48%)	152,168 (49%)	98	98	100
	Female	1,388 (52%)	2,334 (52%)	157,856 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	923 (42%)	1,451 (38%)	92,993 (36%)	121	112	106
	Employed: Part-time	256 (12%)	441 (12%)	29,839 (12%)	97	98	98
	Self employed	219 (10%)	345 (9%)	19,519 (8%)	107	99	83
	Unemployed	19 (1%)	31 (1%)	6,102 (2%)	31	30	86
	Full-time student	53 (2%)	85 (2%)	5,426 (2%)	101	95	89
	Retired	553 (25%)	1,096 (29%)	62,314 (24%)	114	133	111
	Other	188 (9%)	328 (9%)	39,241 (15%)	49	50	88
Total Worker Count		1,632	2,992	132,451			

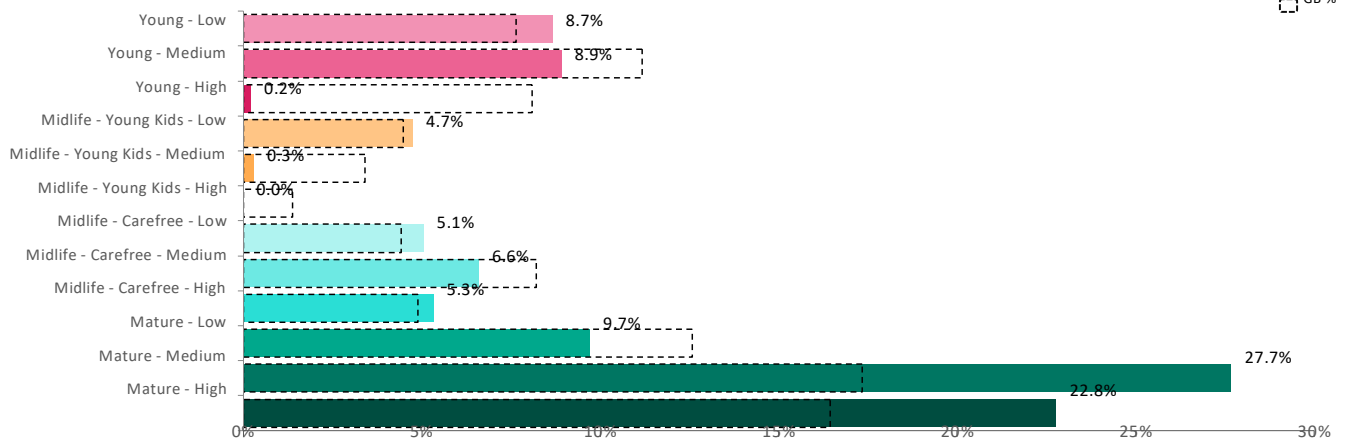
See the Glossary page for further information on the above variables

Transactional Data Summary - Boathouse Pub & Kitchen Appleby Br



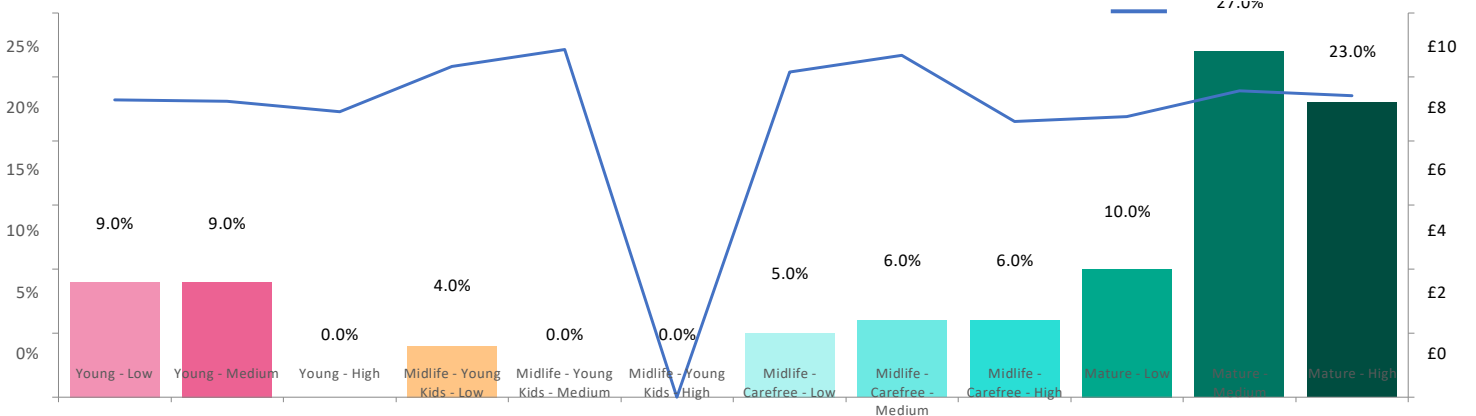
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Spend by Polaris Plus



Percentage of total sales split by Polaris Plus segment within the pub

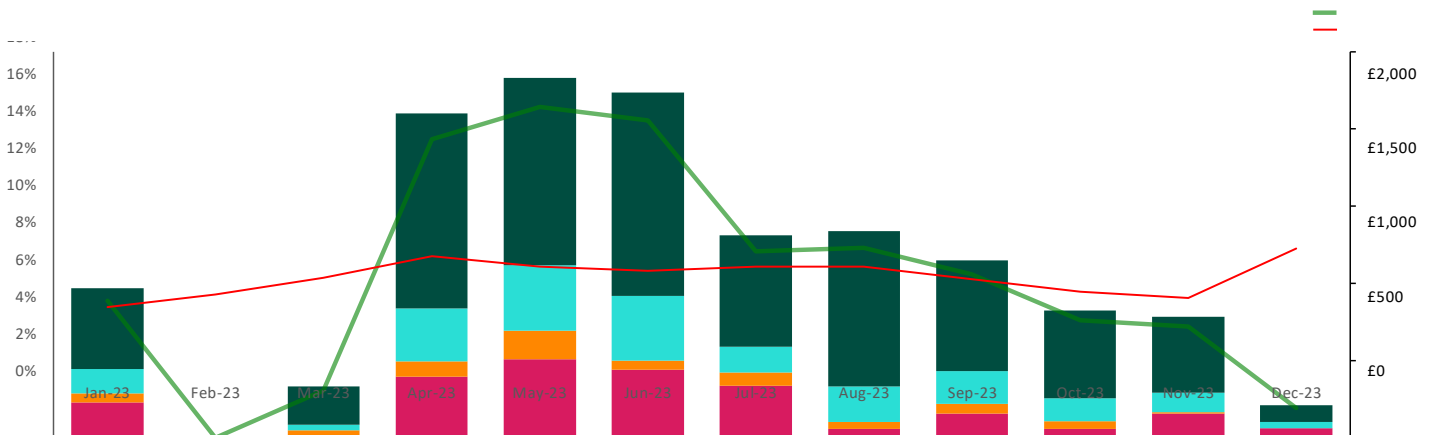
% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

Boathouse Pub & Kitchen
Star Pubs



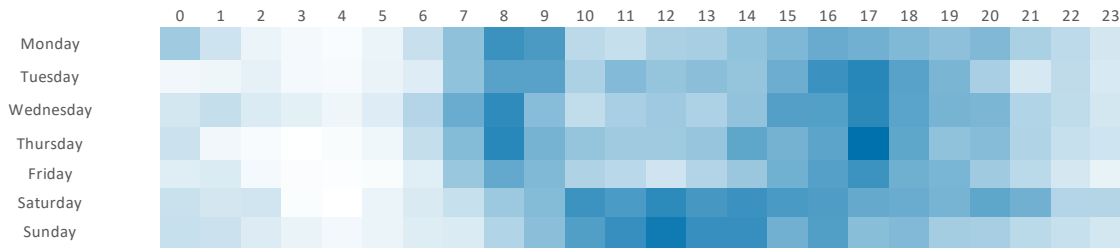
Seasonality of the spend split by month

Mobile Data Summary - Boathouse Pub & Kitchen Appleby Br



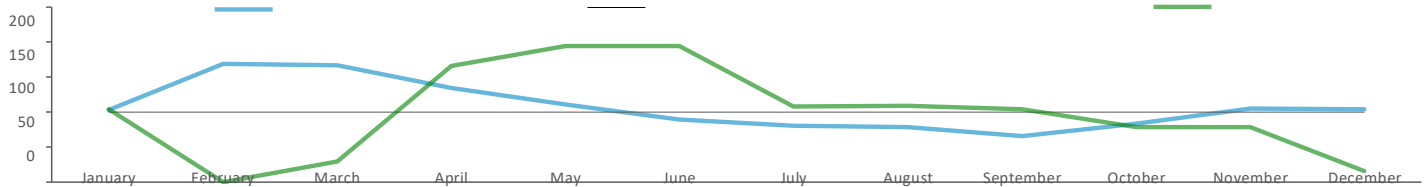
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Time of Day/Day of Week



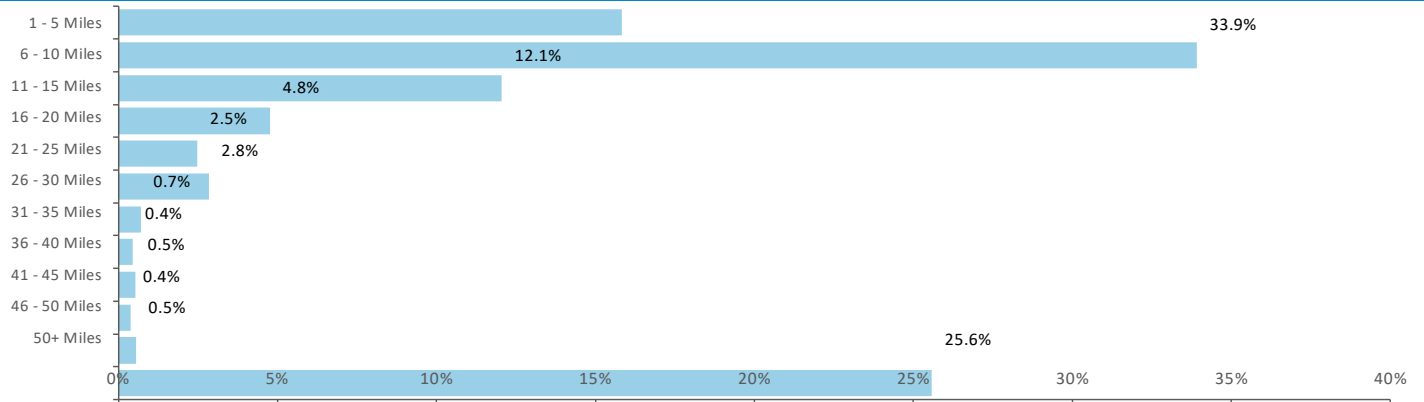
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



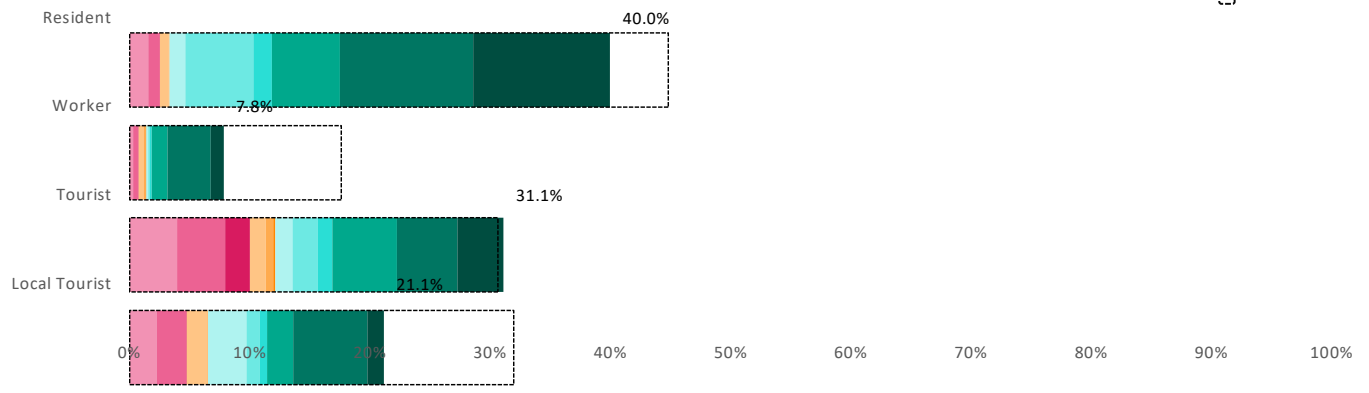
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home



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

Audience Classification by Polaris Plus



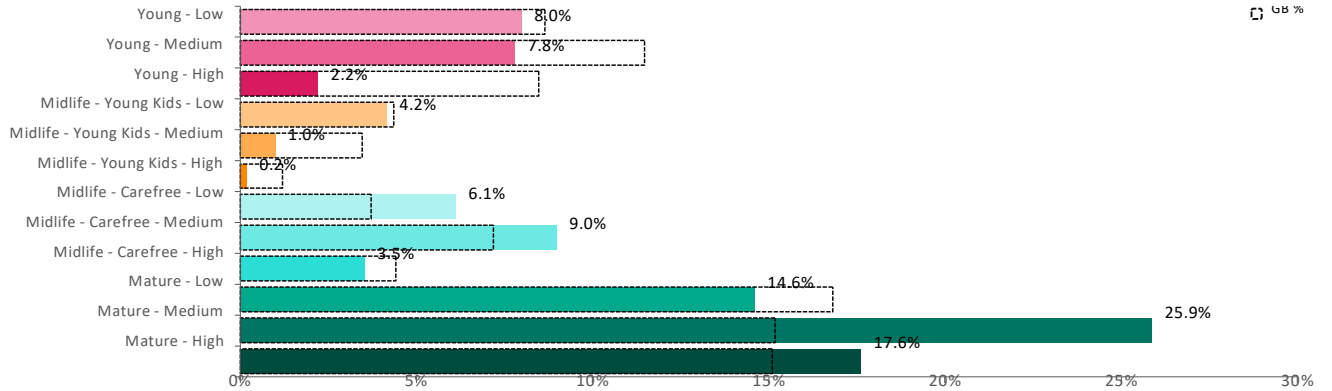
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Boathouse Pub & Kitchen Appleby Br



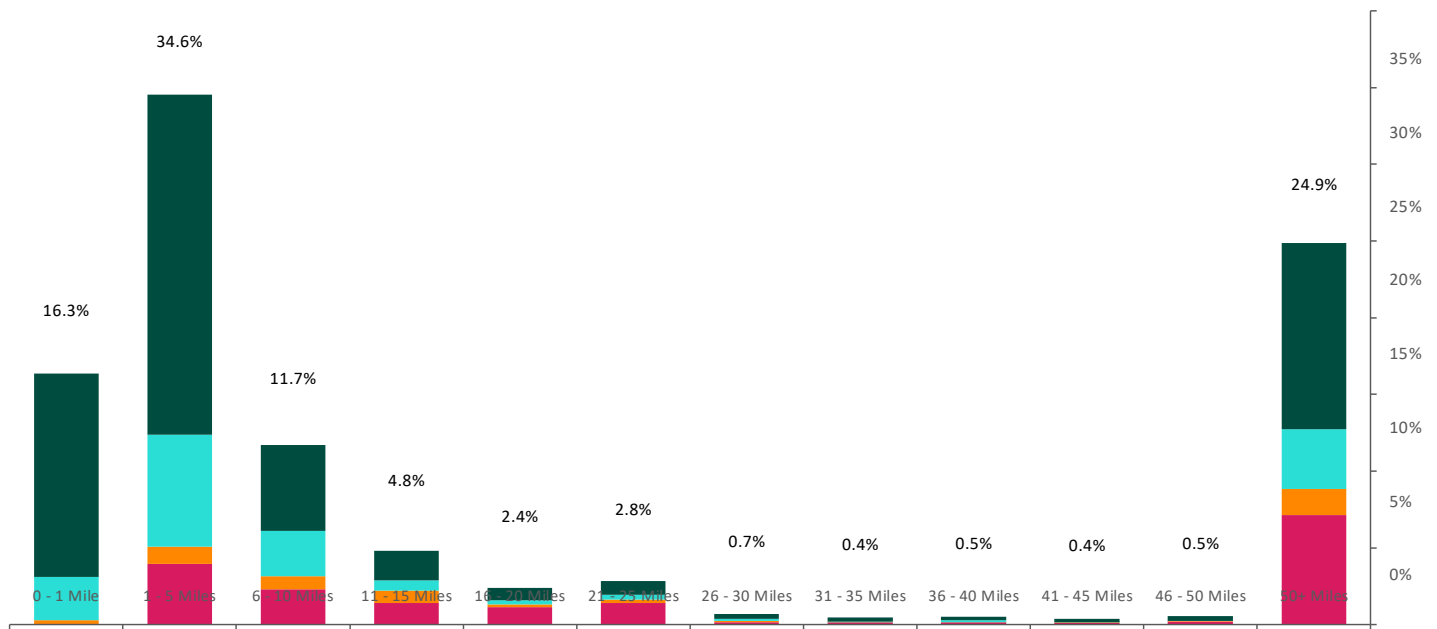
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Polaris Plus Profile



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

Distance from Home by Polaris



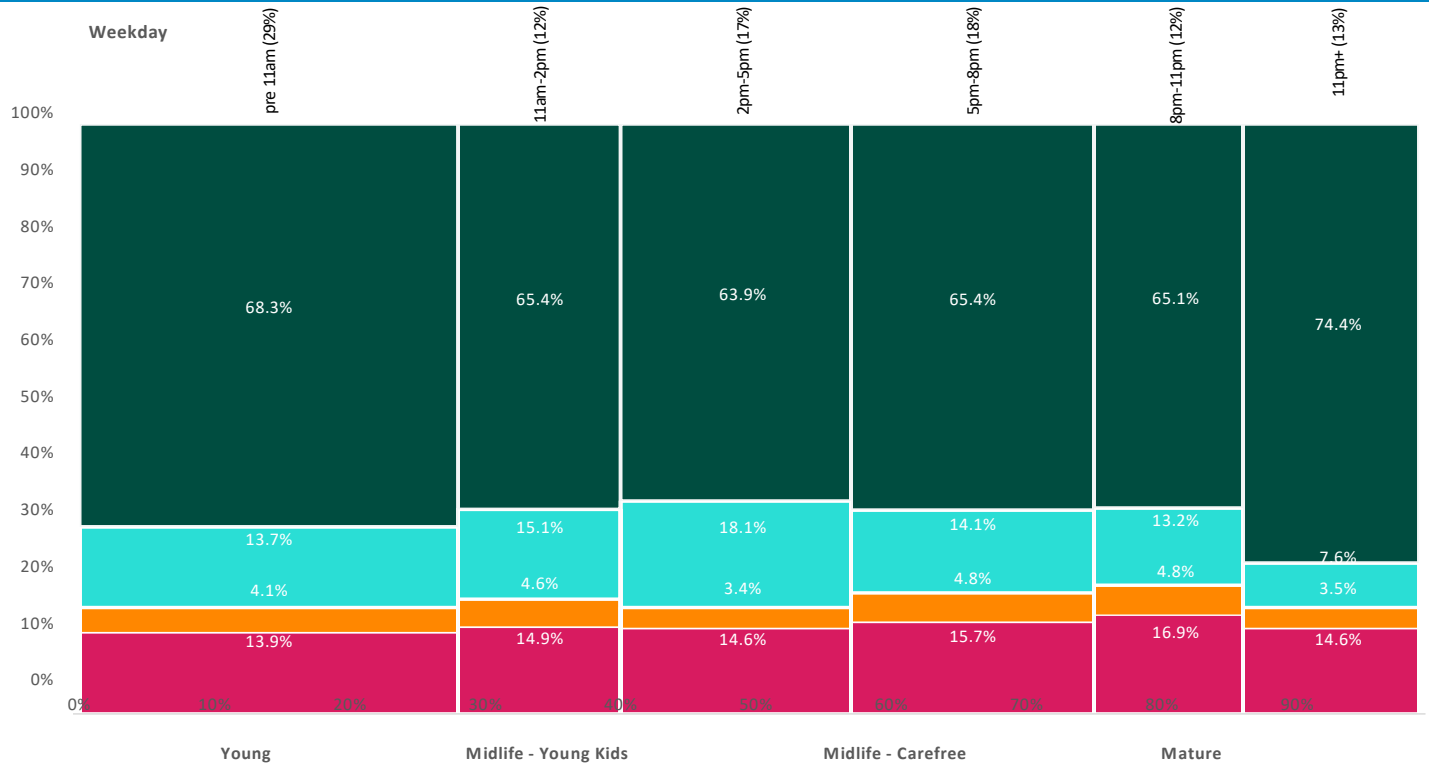
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Boathouse Pub & Kitchen Appleby Br

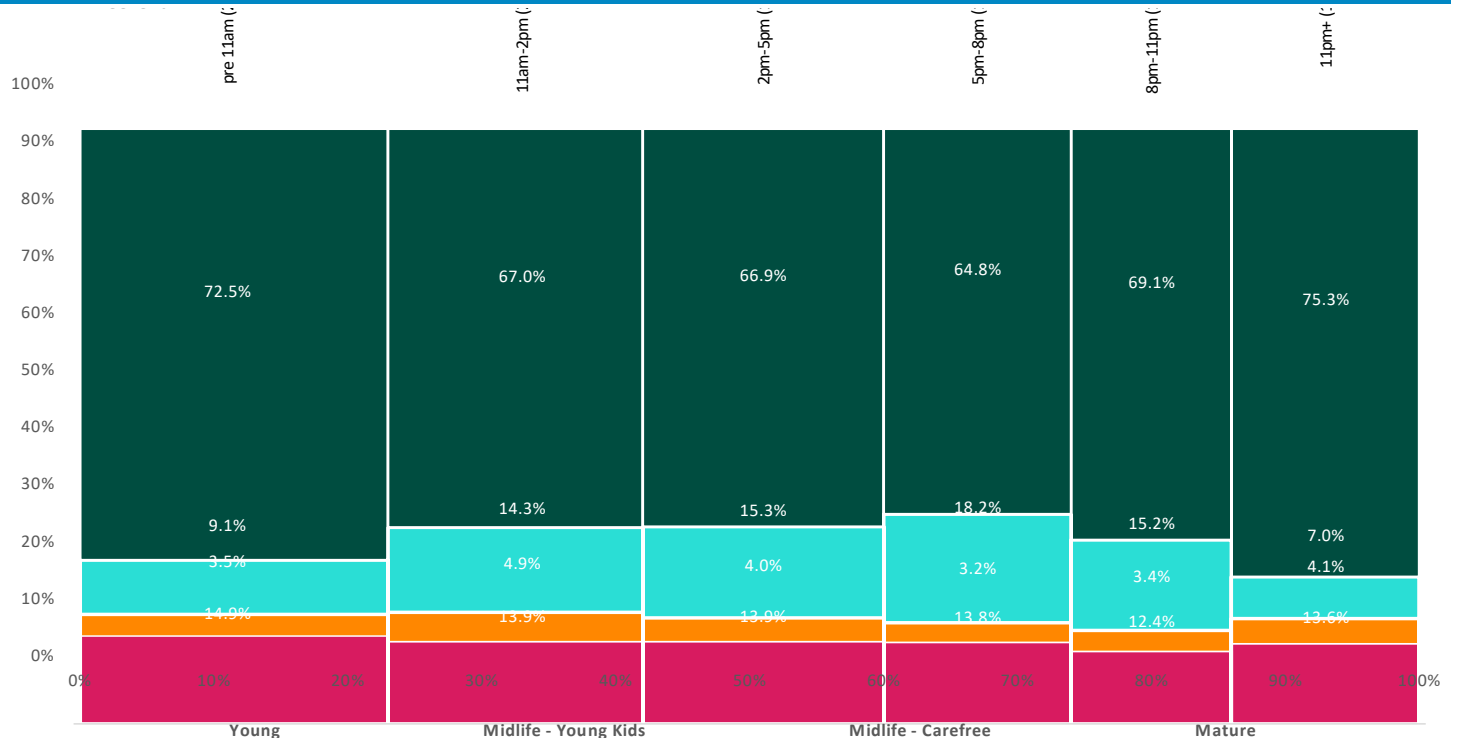


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Time of Day by Polaris: Weekday (Monday to Friday)



Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Boathouse Pub & Kitchen Appleby Br



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Polaris Profile by Catchment

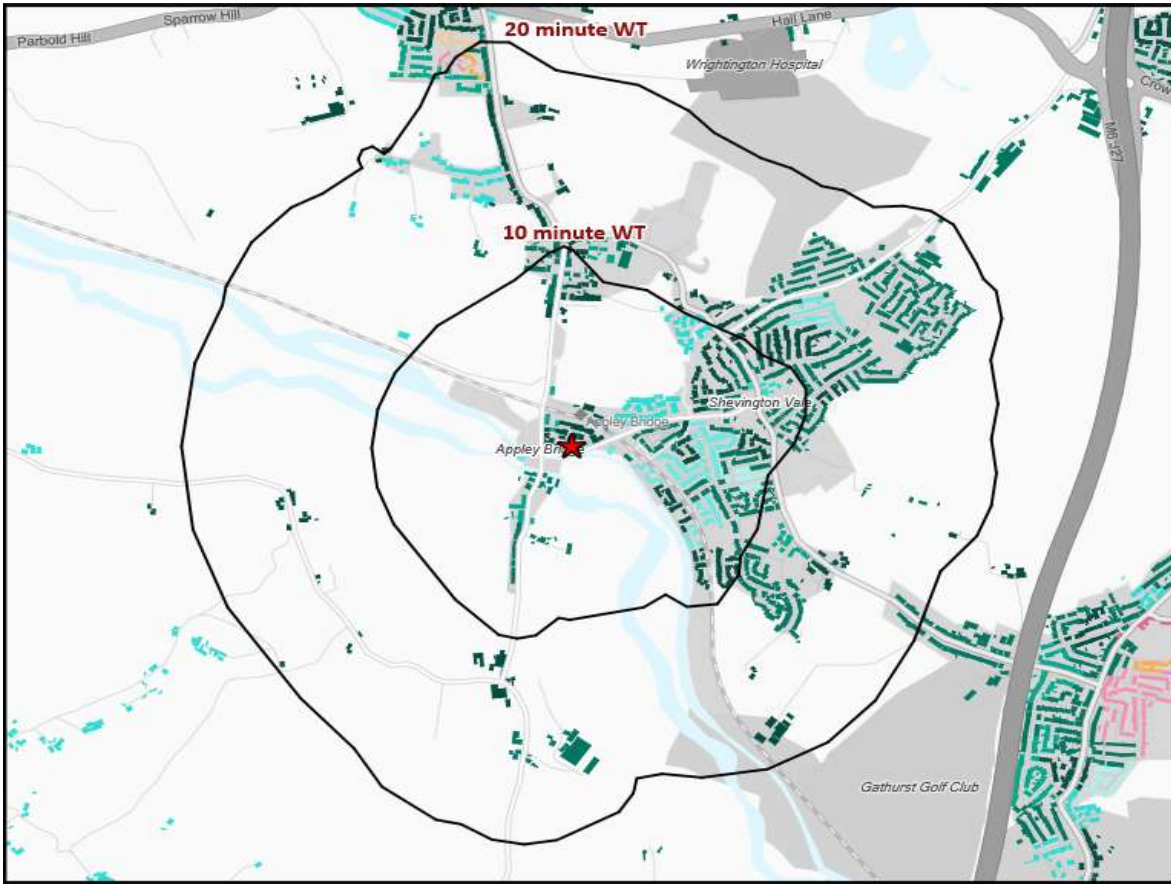
*WT= Walktime, **DT= Drivetime

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	0	0	65,516	0	0	96
Midlife - Young Kids	0	0	17,380	0	0	64
Midlife - Carefree	383	544	36,900	112	93	94
Mature	1,721	3,083	125,536	180	189	114
Not Private Households	50	50	2,770	177	104	85
Total	2,154	3,677	248,102			

Polaris Plus Summary - Boathouse Pub & Kitchen Appleby Br



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★ Pub Sites
📍 Catchment

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

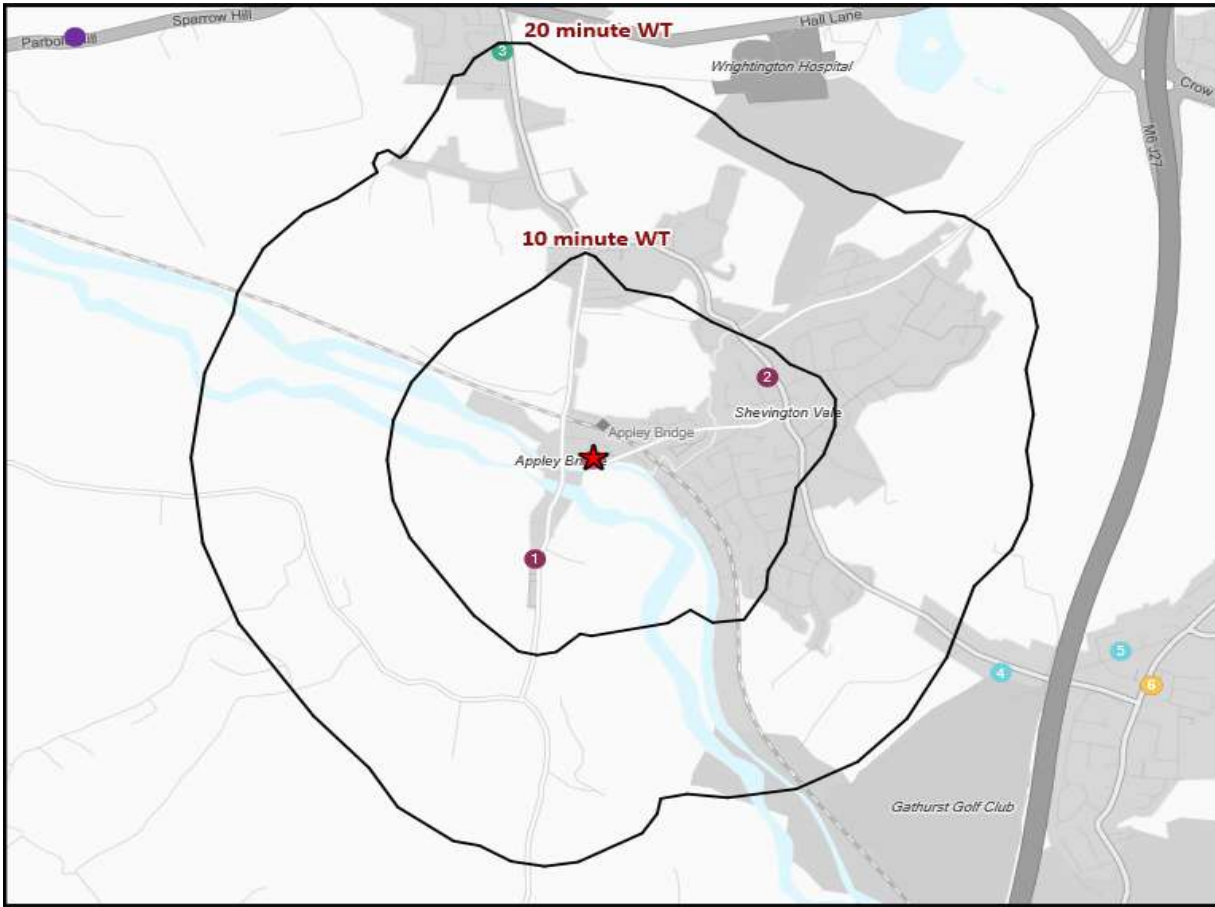
Mature

- 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						
Low	0	0	34,042	0	0	140
Medium	0	0	30,723	0	0	113
High	0	0	751	0	0	4
Midlife - Young Kids						
Low	0	0	16,744	0	0	123
Medium	0	0	614	0	0	6
High	0	0	22	0	0	1
Midlife - Carefree						
Low	77	77	17,724	85	50	170
Medium	201	302	11,056	130	115	62
High	105	165	8,120	109	101	73
Mature						
Low	52	52	34,524	18	10	101
Medium	1,168	2,170	63,604	346	377	164
High	501	861	27,408	155	156	74
Not Private Households	50	50	2,770	177	104	85
Total	2,154	3,677	248,102			

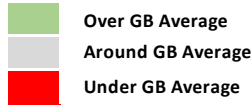


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Boathouse Pub And Kitchen	WN 6 9DA	Star Pubs & Bars	Family Pub Dining	0.0
1	Bridge Inn	WN 6 9AR	Independent Free	Premium Local	0.2
2	Wheatsheaf	WN 6 9DQ	Punch Pub Company	Premium Local	0.4
3	Pesto	WN 6 9DY	Marston's	Casual Dining	0.9
4	Gathurst Golf Club	WN 6 8EW	Independent Free	Clubland	0.9
5	Shevington Consun Club	WN 6 8EB	Independent Free	Clubland	1.1
6	Plough & Harrow	WN 6 8HA	Daniel Thwaites plc	Premium Local	1.2
6	Dispensary	WN 6 8HA	Independent Free	High Street Pub	1.2

Per Pub Analysis - Boathouse Pub & Kitchen Appleby Br



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,154	3,677	248,102
Number of Competition Pubs	3	3	321
Adults 18+ per Competition Pub	718	1,226	773

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	43	2.0%	25
Circuit Bar	0	4	0.2%	4
Community Pub	0	361	16.8%	88
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	503	23.4%	132
High Street Pub	0	363	16.8%	91
Premium Local	2	552	25.6%	155

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	73	2.0%	24
Circuit Bar	0	4	0.1%	3
Community Pub	0	644	17.5%	92
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	887	24.1%	136
High Street Pub	0	656	17.8%	97
Premium Local	2	985	26.8%	162

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	11,306	4.6%	57
Circuit Bar	14	10,333	4.2%	103
Community Pub	52	57,971	23.4%	122
Craft Led	0	6,322	2.5%	74
Great Pub Great Food	10	34,209	13.8%	78
High Street Pub	33	56,055	22.6%	123
Premium Local	57	40,357	16.3%	99

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</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</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</p>
Age Profile	Counts of residents by Age band
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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.

	18-34 year olds	35-54 year olds	35-54 year olds	55+ year olds
Consumer Insight	<p>Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p>	<p>Children under 12 at home</p> <p>"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"</p>	<p>No children under 12 at home</p> <p>"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."</p>	<p>"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"</p>
Product needs	<p>Aids being part of the group</p> <ul style="list-style-type: none"> Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<p>Helps me look good, and be on trend</p> <ul style="list-style-type: none"> 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 7 categories, 22 groups and 65 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.

Sparsity

Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Metropolitan			Large Urban									Small Urban			Rural				