Catchment Summary - Green Dragon St Albans
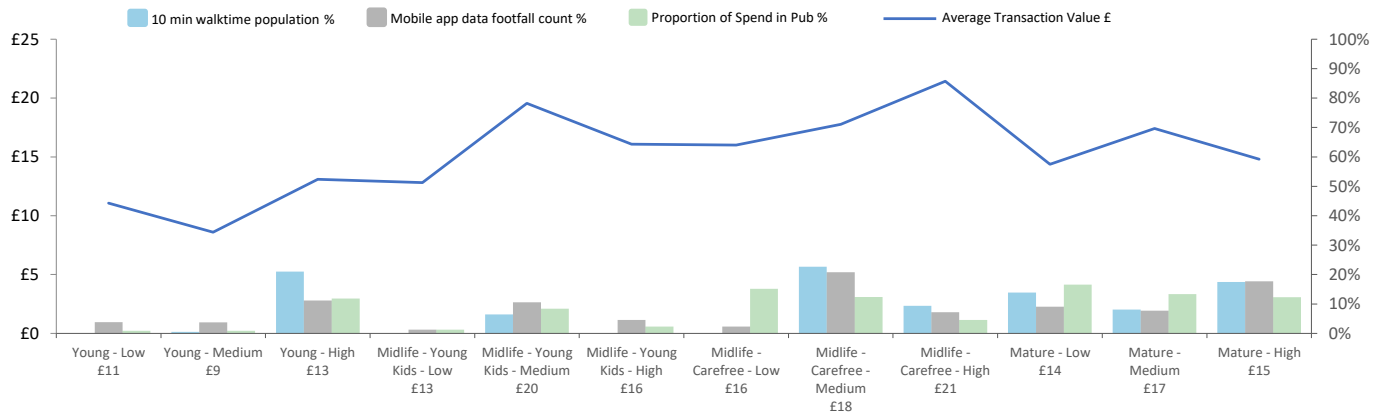
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
627109	Green Dragon St Albans	AL 2 1RB	Star Pubs & Bars	GPGF	8

Pub Sites
Catchments

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories: Young - Low £11 | Young - Medium £9 | Young - High £13 | Midlife - Young Kids - Low £13 | Midlife - Young Kids - Medium £20 | Midlife - Young Kids - High £16 | Midlife - Carefree - Low £16 | Midlife - Carefree - Medium £18 | Midlife - Carefree - High £21 | Mature - Low £14 | Mature - Medium £17 | Mature - High £15

See the Glossary page for further information on the above variables

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*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	3,423	7,838	568,943	64	42	130
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,786	6,185	440,959	62	41	126
	Competition Pubs	6	8	318	33	22	76
	Adults 18+ per Competition Pub	464	773	1,387	54	90	161
	% Adults Likely to Drink	79.3%	78.2%	76.8%	104	103	101
Affluence	Low	13.9%	13.7%	14.4%	42	41	43
	Medium	37.7%	56.1%	32.0%	99	147	84
	High	47.9%	30.0%	52.5%	175	110	192
Age Profile	18-24	184	547	44,666	66	86	96
	25-34	462	952	73,300	101	91	97
	35-44	528	1,110	83,187	116	107	110
	45-64	1,037	2,244	146,302	118	111	100
	65+	575	1,332	93,504	87	88	86
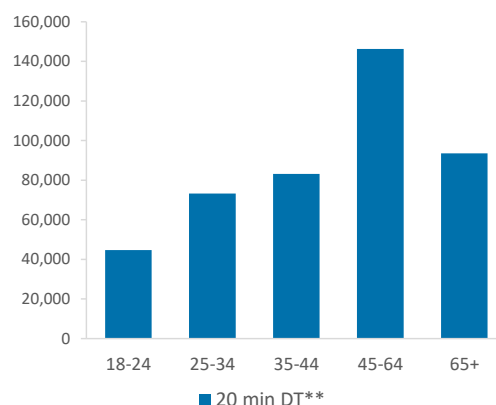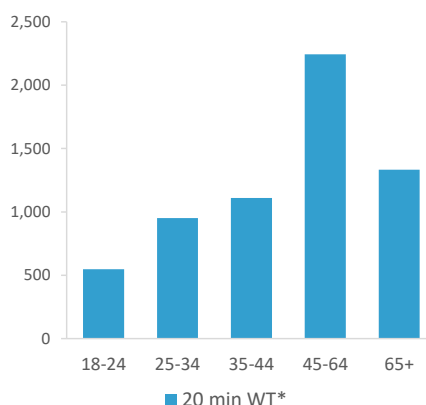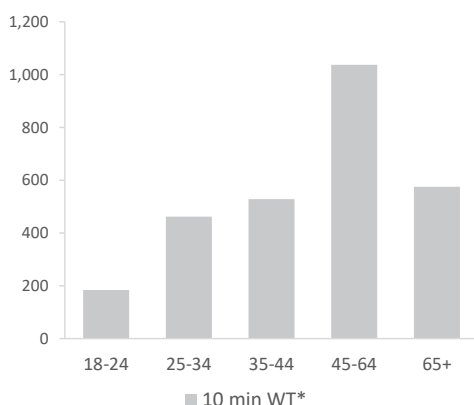
*Affluence does not include Not Private Households

		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	1,671 (49%)	3,757 (48%)	277,251 (49%)	100	98	99
	Female	1,752 (51%)	4,081 (52%)	291,692 (51%)	100	102	100
Economic Status (16+)	Employed: Full-time	1,138 (40%)	2,367 (37%)	162,196 (36%)	116	107	103
	Employed: Part-time	335 (12%)	841 (13%)	52,663 (12%)	99	110	97
	Self employed	327 (11%)	684 (11%)	56,798 (12%)	124	116	135
	Unemployed	74 (3%)	190 (3%)	13,116 (3%)	94	107	104
	Full-time student	59 (2%)	160 (2%)	12,059 (3%)	87	105	111
	Retired	556 (19%)	1,179 (18%)	80,610 (18%)	89	84	81
	Other	368 (13%)	988 (15%)	78,501 (17%)	74	88	99
	Total Worker Count	2,619	3,235	286,459			

See the Glossary page for further information on the above variables

Transactional Data Summary - Green Dragon St Albans
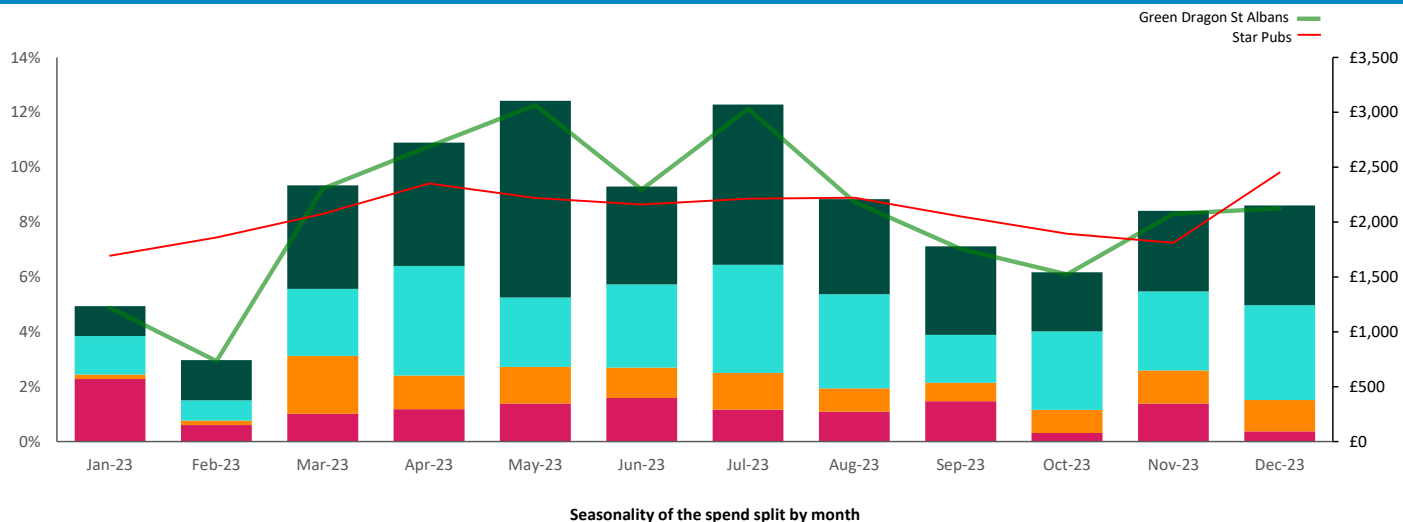
Spend by Polaris Plus

GB %

- Young - Low: 0.9%
- Young - Medium: 0.9%
- Young - High: 11.9%
- Midlife - Young Kids - Low: 1.3%
- Midlife - Young Kids - Medium: 8.4%
- Midlife - Young Kids - High: 2.3%
- Midlife - Carefree - Low: 15.1%
- Midlife - Carefree - Medium: 12.4%
- Midlife - Carefree - High: 4.6%
- Mature - Low: 16.6%
- Mature - Medium: 13.3%
- Mature - High: 12.3%

Percentage of total sales split by Polaris Plus segment within the pub
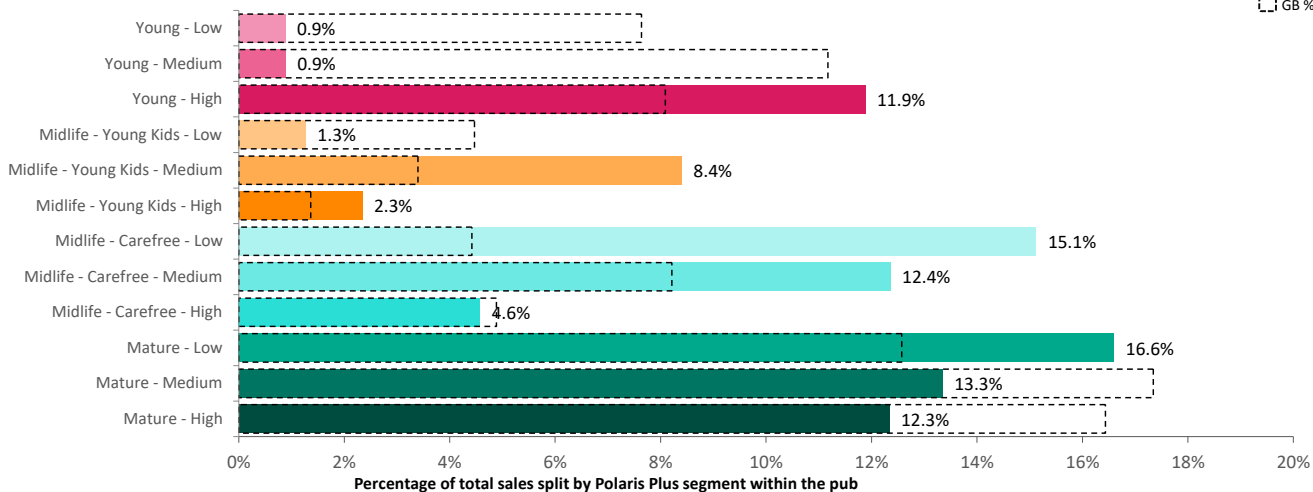
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

- Young - Low: 1.0%
- Young - Medium: 2.0%
- Young - High: 14.0%
- Midlife - Young Kids - Low: 2.0%
- Midlife - Young Kids - Medium: 7.0%
- Midlife - Young Kids - High: 2.0%
- Midlife - Carefree - Low: 15.0%
- Midlife - Carefree - Medium: 11.0%
- Midlife - Carefree - High: 3.0%
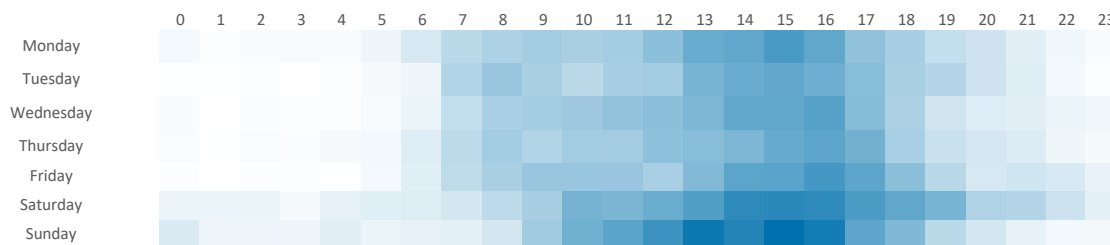- Mature - Low: 18.0%
- Mature - Medium: 12.0%
- Mature - High: 13.0%
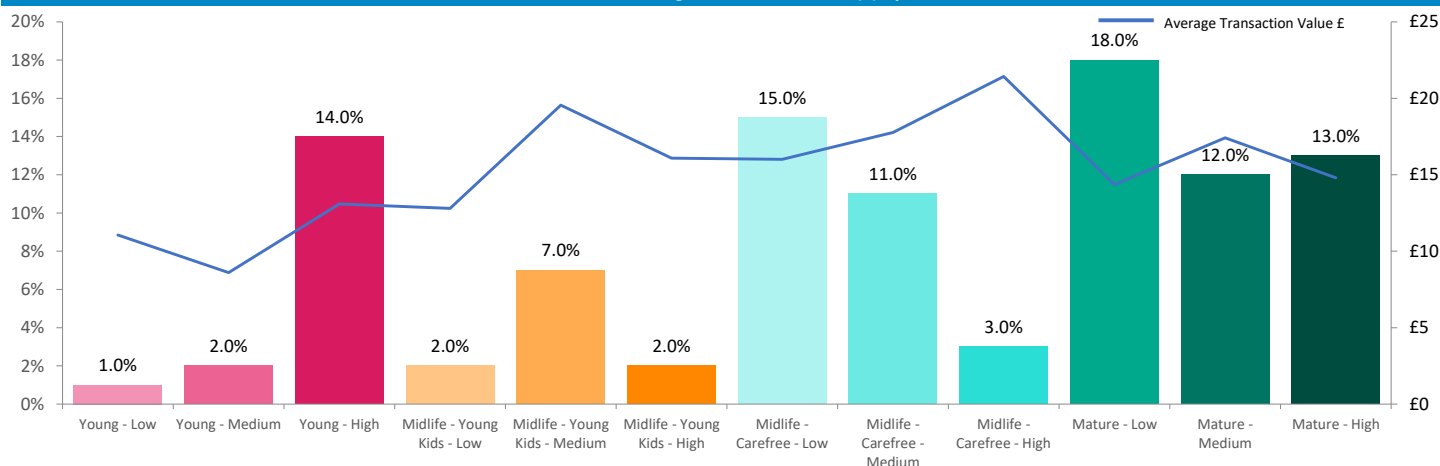
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Green Dragon St Albans
Star Pubs

Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23
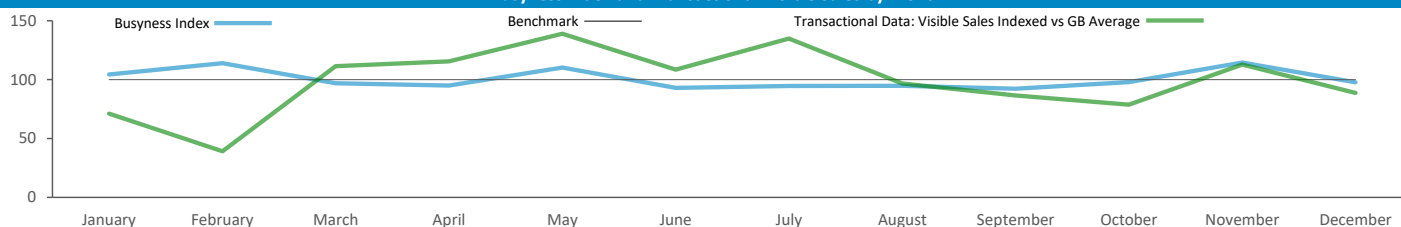
Seasonality of the spend split by month

Mobile Data Summary - Green Dragon St Albans
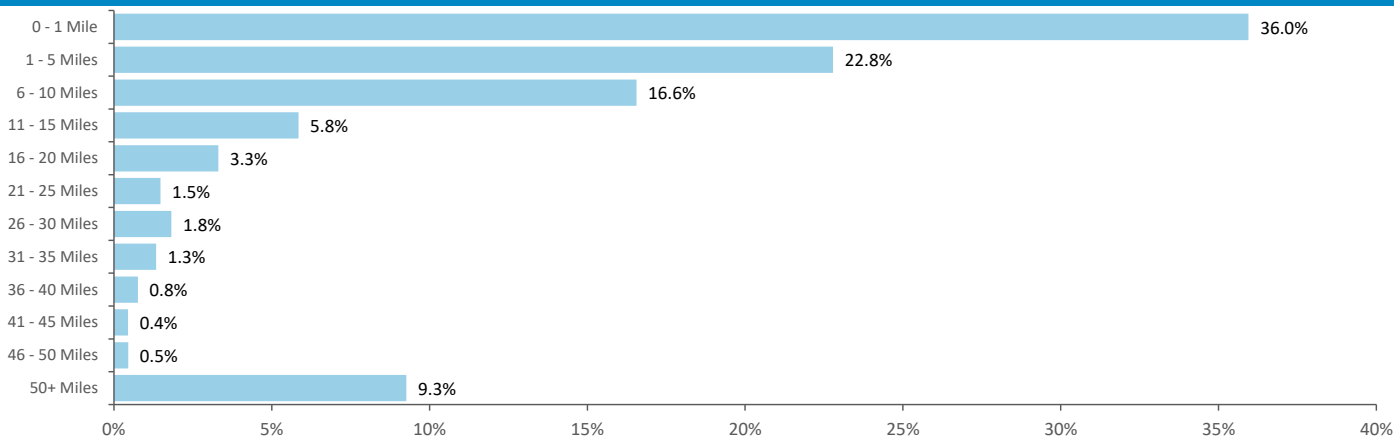
star PUBS & BARS

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

Distance	Percentage
0 - 1 Mile	36.0%
1 - 5 Miles	22.8%
6 - 10 Miles	16.6%
11 - 15 Miles	5.8%
16 - 20 Miles	3.3%
21 - 25 Miles	1.5%
26 - 30 Miles	1.8%
31 - 35 Miles	1.3%
36 - 40 Miles	0.8%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	9.3%

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

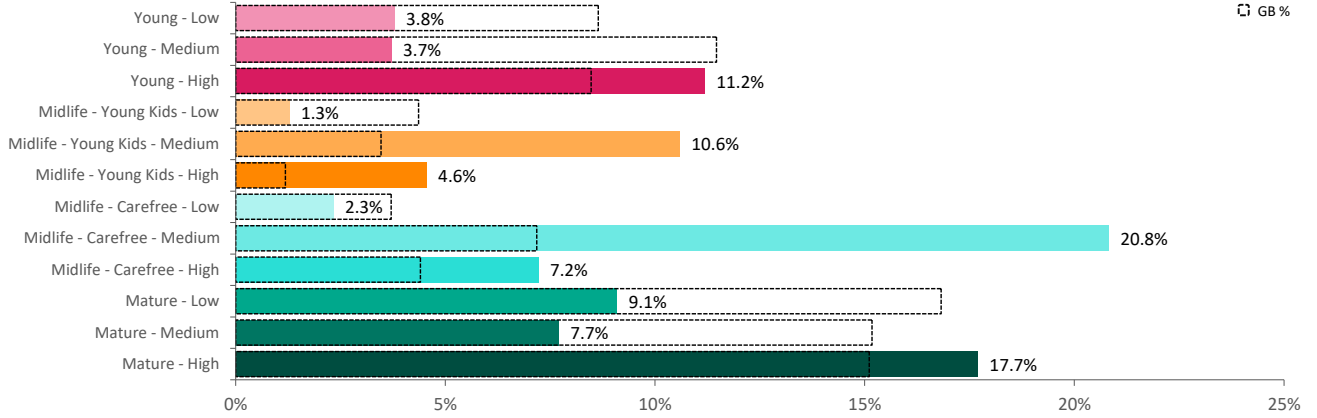## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	46.8%
Worker	13.5%
Tourist	17.4%
Local Tourist	22.3%
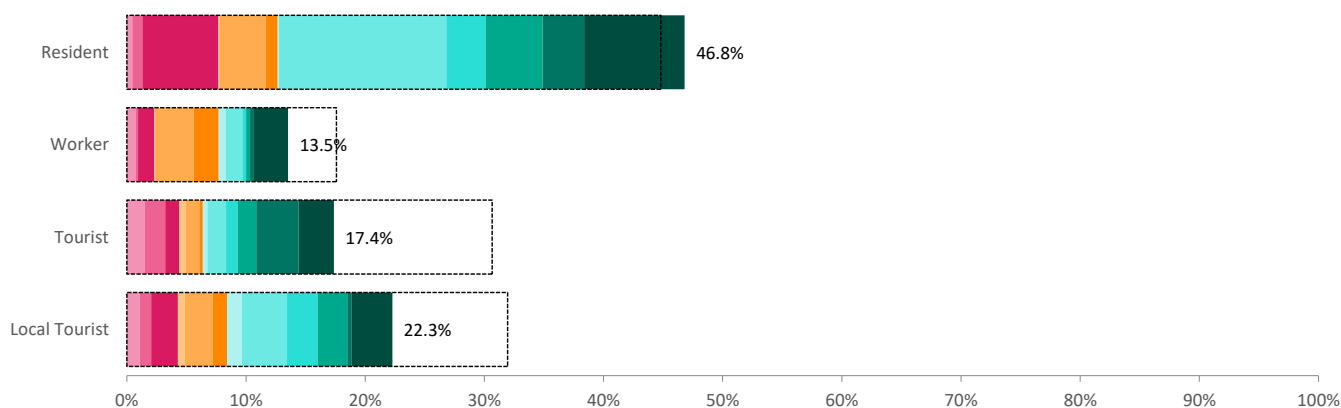
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
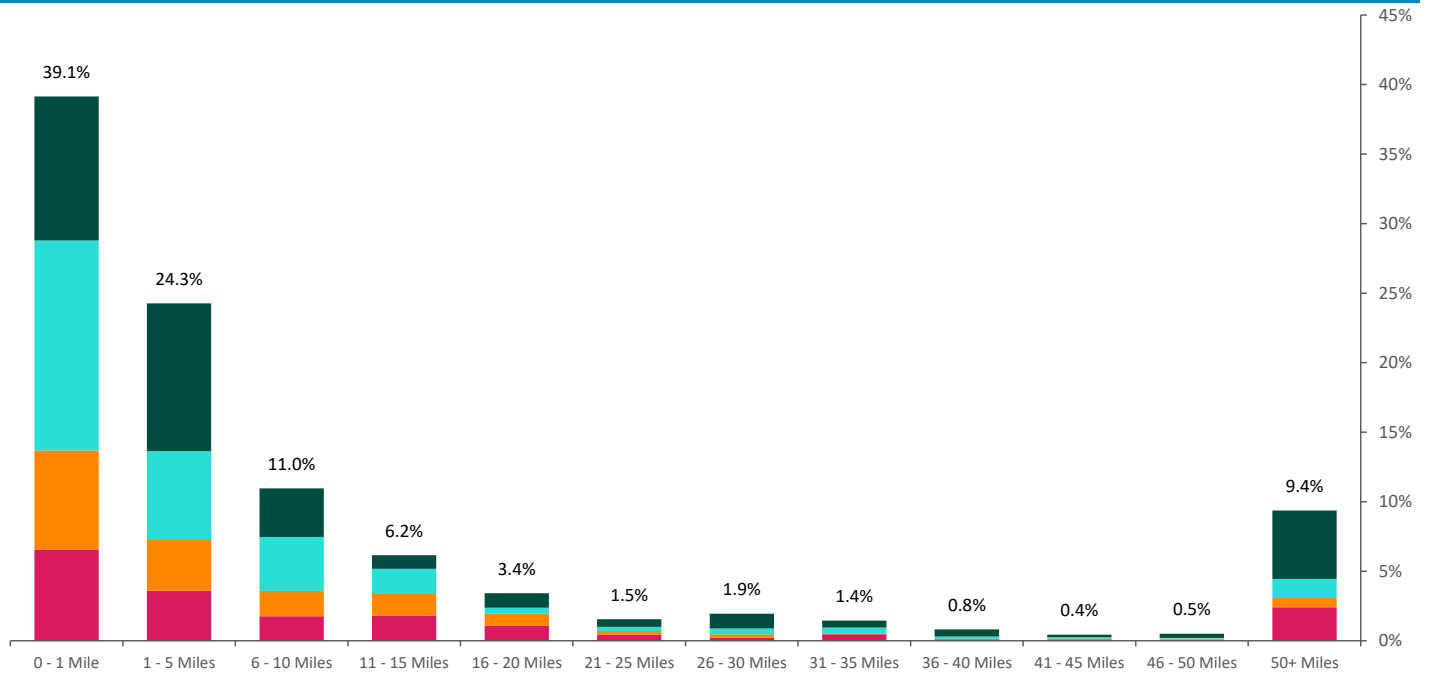
Mobile Data Summary - Green Dragon St Albans

★ star
PUBS & BARS

Polaris Plus Profile

Category	%
Young - Low	3.8%
Young - Medium	3.7%
Young - High	11.2%
Midlife - Young Kids - Low	1.3%
Midlife - Young Kids - Medium	10.6%
Midlife - Young Kids - High	4.6%
Midlife - Carefree - Low	2.3%
Midlife - Carefree - Medium	20.8%
Midlife - Carefree - High	7.2%
Mature - Low	9.1%
Mature - Medium	7.7%
Mature - High	17.7%

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

Distance	%
0 - 1 Mile	39.1%
1 - 5 Miles	24.3%
6 - 10 Miles	11.0%
11 - 15 Miles	6.2%
16 - 20 Miles	3.4%
21 - 25 Miles	1.5%
26 - 30 Miles	1.9%
31 - 35 Miles	1.4%
36 - 40 Miles	0.8%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	9.4%

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

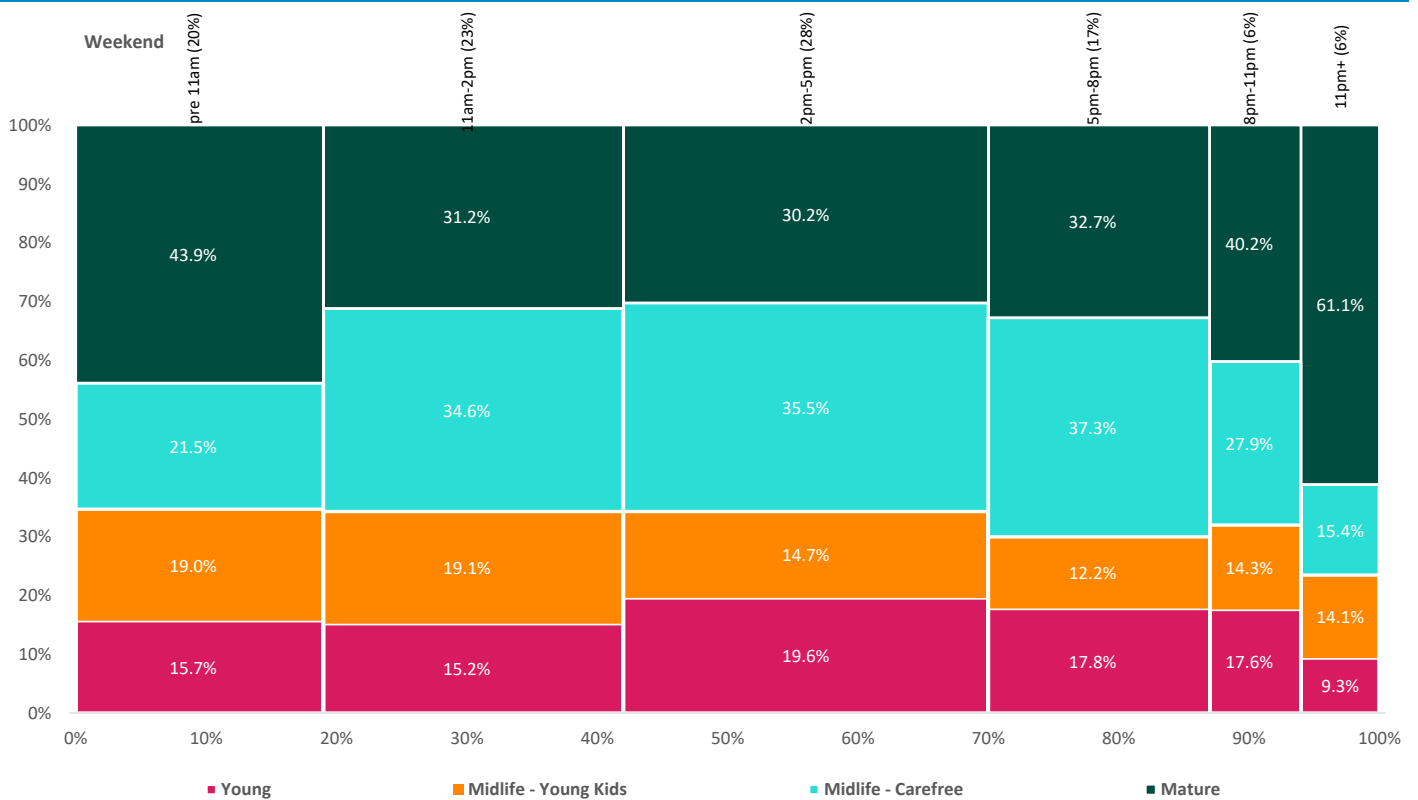# Mobile Data Summary - Green Dragon St Albans

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

Weekday

	pre 11am (25%)	11am-2pm (20%)	2pm-5pm (27%)	5pm-8pm (17%)	8pm-11pm (7%)	11pm+ (4%)
Mature	38.5%	35.5%	33.4%	35.5%	40.1%	62.8%
Midlife - Carefree	28.1%	33.0%	34.4%	28.9%	29.1%	21.3%
Midlife - Young Kids	16.0%	16.7%	12.8%	15.3%	17.7%	9.0%
Young	17.4%	14.8%	19.4%	20.2%	13.2%	7.0%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
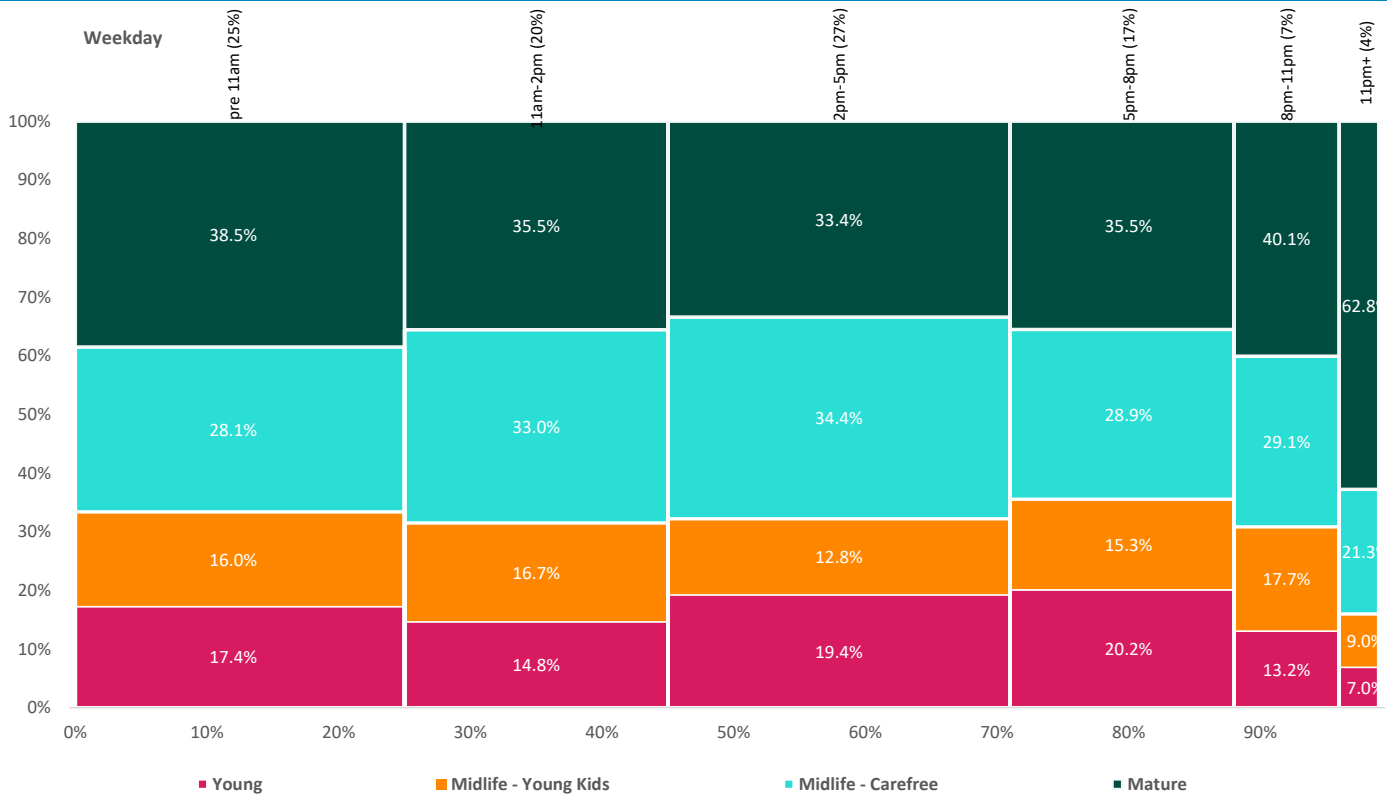
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (20%)	11am-2pm (23%)	2pm-5pm (28%)	5pm-8pm (17%)	8pm-11pm (6%)	11pm+ (6%)
Mature	43.9%	31.2%	30.2%	32.7%	40.2%	61.1%
Midlife - Carefree	21.5%	34.6%	35.5%	37.3%	27.9%	15.4%
Midlife - Young Kids	19.0%	19.1%	14.7%	12.2%	14.3%	14.1%
Young	15.7%	15.2%	19.6%	17.8%	17.6%	9.3%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

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Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

★ Pub Sites
Ⓝ Catchment

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	600	897	109,786	78	53	90
Midlife - Young Kids	180	834	71,666	59	123	149
Midlife - Carefree	892	2,639	145,326	202	270	208
Mature	1,099	1,800	109,021	89	66	56
Not Private Households	15	15	5,160	41	18	89
Total	2,786	6,185	440,959			

Polaris Plus Summary - Green Dragon St Albans

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
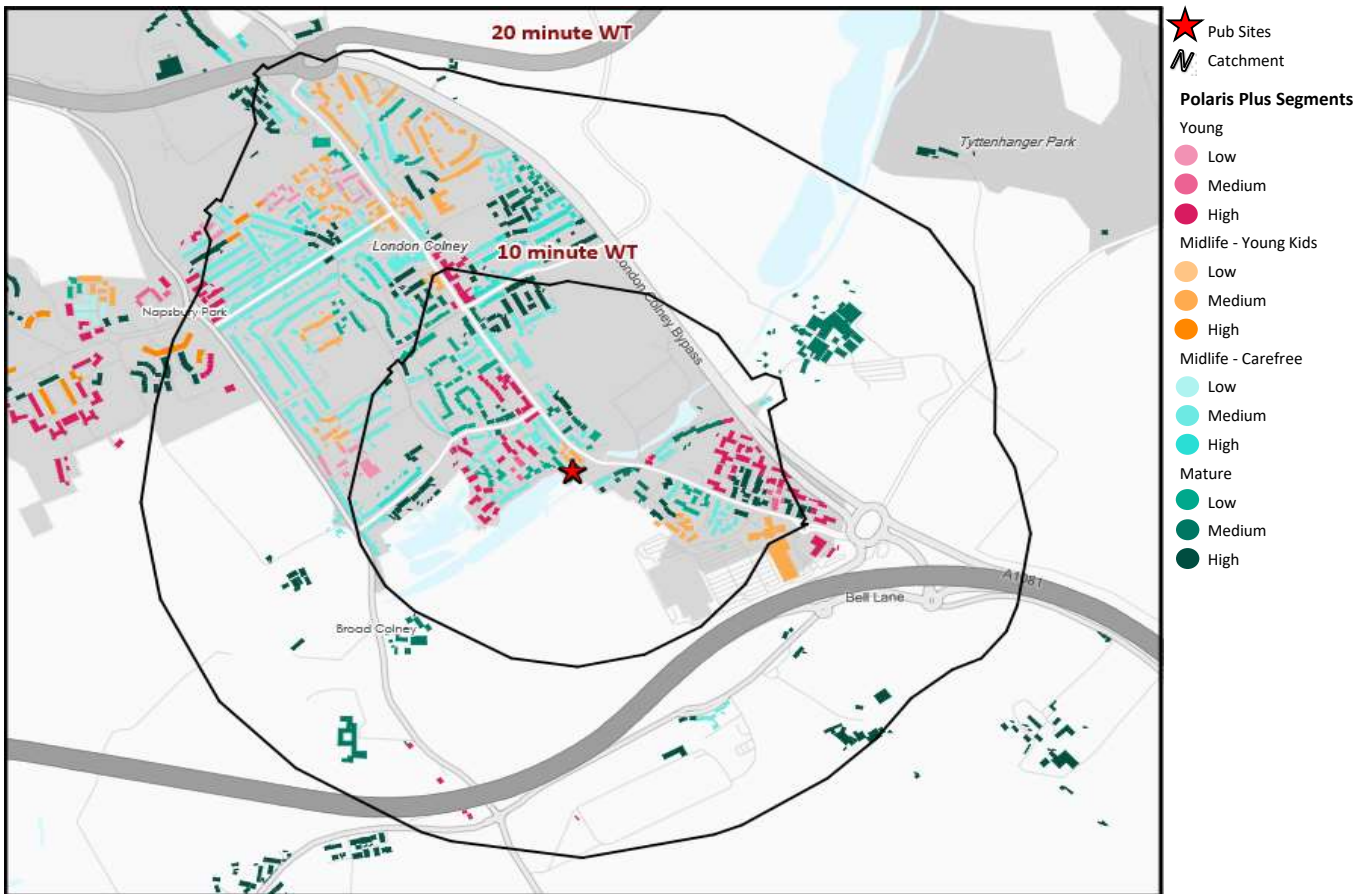
Polaris Plus Profile by Catchment

*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	164	16,362	0	27	38
Medium	15	15	26,139	5	2	54
High	585	718	67,285	312	172	227
Midlife - Young Kids						
Low	0	0	14,176	0	0	59
Medium	180	821	39,443	149	307	207
High	0	13	18,047	0	19	366
Midlife - Carefree						
Low	0	81	11,038	0	31	59
Medium	631	2,235	69,507	316	504	220
High	261	323	64,781	210	117	330
Mature						
Low	386	600	22,013	101	71	36
Medium	225	399	5,822	52	41	8
High	488	801	81,186	117	86	123
Not Private Households	15	15	5,160	41	18	89
Total	2,786	6,185	440,959			

CGA Summary - Green Dragon St Albans

star PUBS&BARS

Legend:
- ⭐ Pub Sites
- Ⱨ 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	Green Dragon	AL 2 1RB	Star Pubs & Bars	GPGF	0.0
1	Bull	AL 2 1QU	Star Pubs & Bars	GPGF	0.1
2	Colney Fox	AL 2 1BL	Mitchells & Butlers	GPGF	0.2
3	Express By Holiday Inn	AL 2 1AB	Atlas Hotels	Hotel	0.3
4	White Horse	AL 2 1JY	Punch Pub Company	Premium Local	0.4
5	Shirleys	AL 2 1DQ	Independent Free	ABOS	0.4
5	Broadlake Lodge Social Club	AL 2 1DQ	Independent Free	Clubland	0.4
7	London Colney Community Centre	AL 2 1PU	Independent Free	Clubland	0.4
8	Willows Farm Village	AL 2 1BB	Independent Free	Clubland	0.5
9	St Albans Irish Association	AL 2 1EH	Independent Free	ABOS	0.7
10	Cinnamon Lounge	AL 2 1LP	Independent Free	Restaurants	0.7
11	Old Verulamium Rugby Club	AL 2 1DW	Independent Free	Sports Clubs	0.9
11	London Colney Football Club	AL 2 1DW	Independent Free	Sports Clubs	0.9

Per Pub Analysis - Green Dragon St Albans

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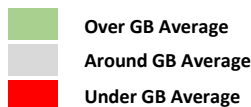
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,786	6,185	440,959
Number of Competition Pubs	6	8	318
Adults 18+ per Competition Pub	464	773	1,387

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	337	12.1%	150
Circuit Bar	0	54	1.9%	48
Community Pub	0	313	11.2%	59
Craft Led	0	110	4.0%	114
Great Pub Great Food	3	664	23.8%	135
High Street Pub	0	255	9.1%	50
Premium Local	1	408	14.6%	89

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	573	9.3%	115
Circuit Bar	0	177	2.9%	70
Community Pub	0	589	9.5%	50
Craft Led	0	177	2.9%	83
Great Pub Great Food	3	1,015	16.4%	93
High Street Pub	0	545	8.8%	48
Premium Local	1	777	12.6%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	33	55,820	12.7%	157
Circuit Bar	27	11,917	2.7%	67
Community Pub	5	39,951	9.1%	47
Craft Led	0	18,102	4.1%	119
Great Pub Great Food	50	112,041	25.4%	144
High Street Pub	14	38,055	8.6%	47
Premium Local	71	79,368	18.0%	109

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
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"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."*	*"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	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• 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 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			