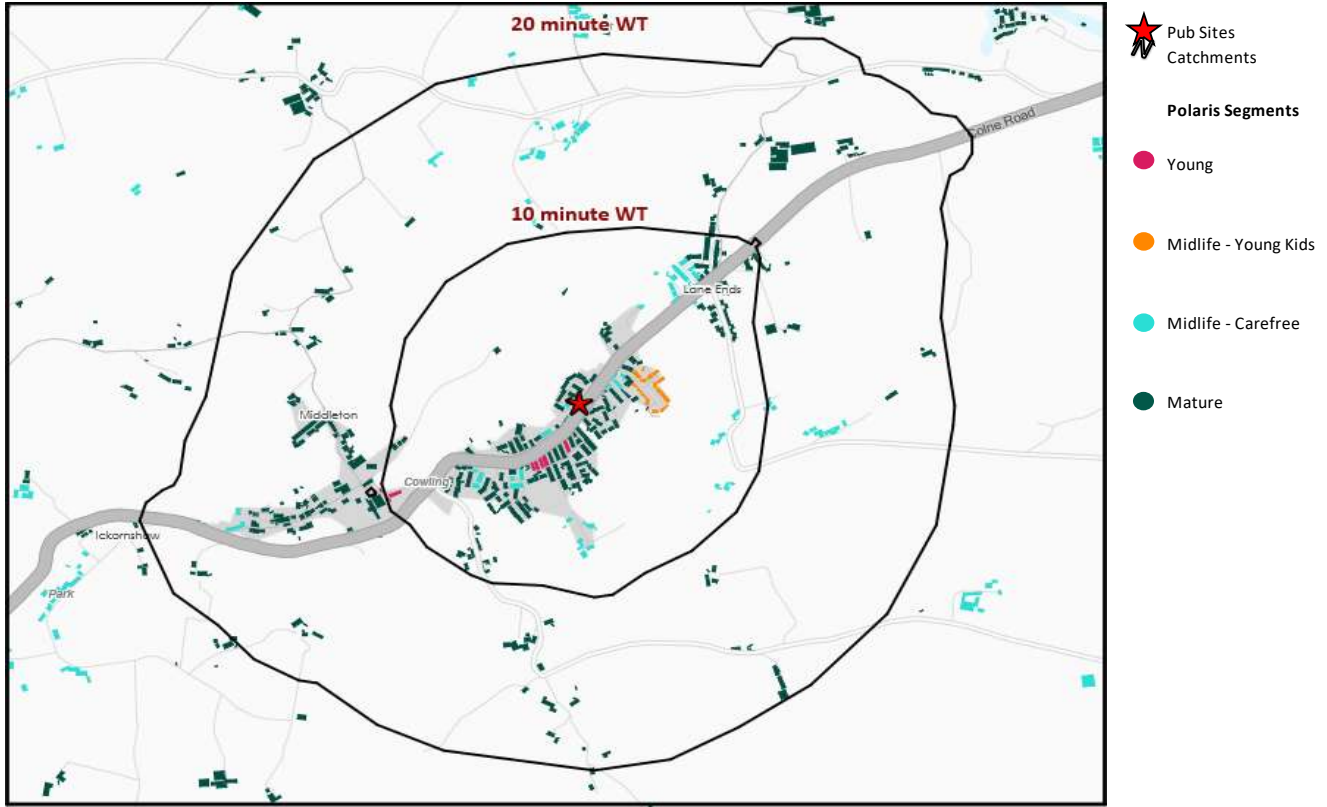


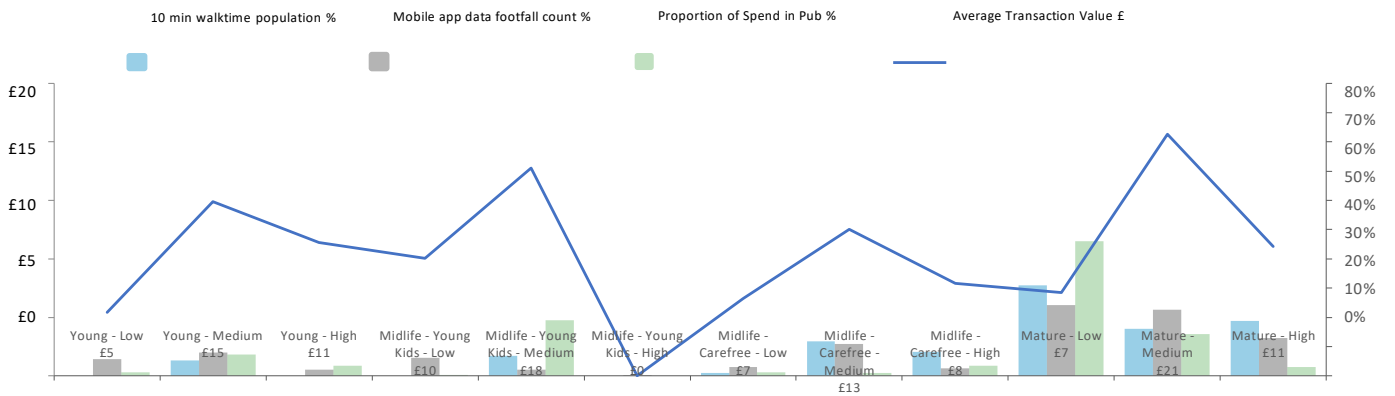
# Catchment Summary - Bay Horse Cowling

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Ship To	Name	Postcode	Operator	Segment	Sparsity
627177	Bay Horse Cowling	BD22 0AH	Star Pubs & Bars	Premium Local	17



## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Bay Horse Cowling



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

\*WT= Walktime, \*\*DT= Drivetime

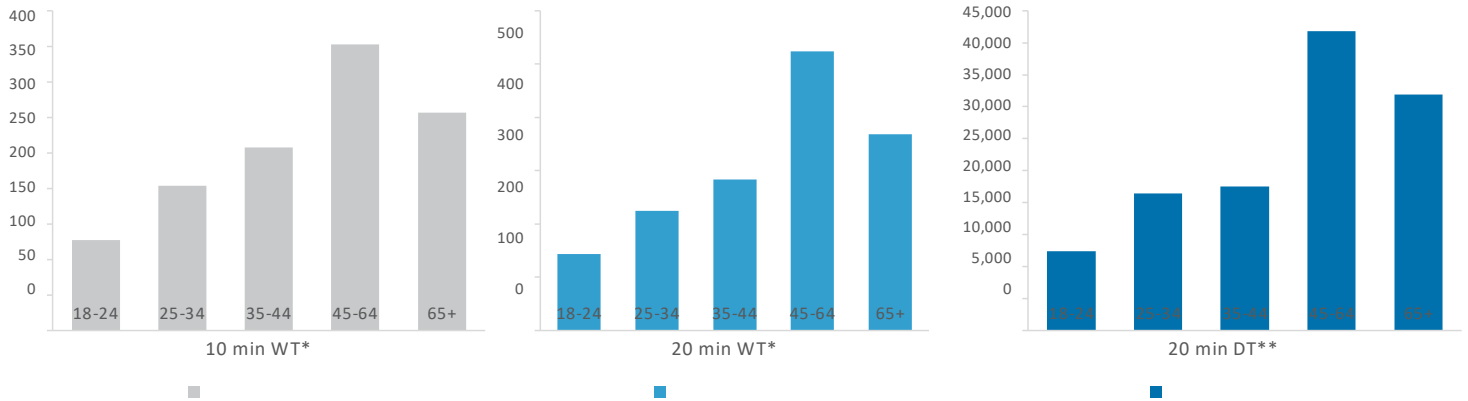
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Population</b>	1,701	1,994	179,300	32	11	41
<b>Adults 18+</b>	1,299	1,545	140,122	29	10	40
<b>Competition Pubs</b>	2	2	221	11	6	53
<b>Adults 18+ per Competition Pub</b>	650	773	634	76	90	74
<b>% Adults Likely to Drink</b>	78.6%	79.1%	72.6%	103	104	95

Population & Adults 18+ index is based on all pubs

Affluence	Low	32.0%	32.1%	43.5%	96	97	131
	Medium	39.8%	40.2%	37.8%	104	105	99
	High	27.1%	26.8%	17.4%	99	98	64

\*Affluence does not include Not Private Households

Age Profile	18-24	127	144	12,363	92	89	85
	25-34	204	225	21,454	90	85	90
	35-44	258	284	22,572	115	108	95
	45-64	403	524	46,786	92	102	102
	65+	307	368	36,947	94	96	107

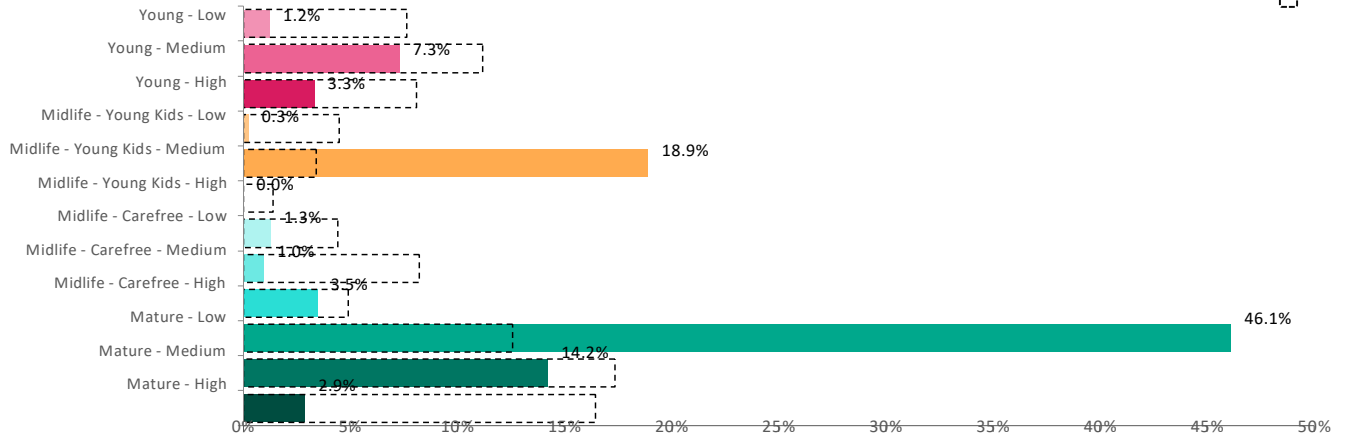


	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	Male	829 (49%)	991 (50%)	87,721 (49%)	99	101	100
	Female	872 (51%)	1,003 (50%)	91,579 (51%)	100	99	100
<b>Economic Status (16+)</b>	Employed: Full-time	512 (38%)	597 (37%)	46,102 (32%)	111	109	92
	Employed: Part-time	209 (16%)	243 (15%)	18,240 (13%)	131	128	106
	Self employed	138 (10%)	161 (10%)	13,605 (9%)	111	109	102
	Unemployed	17 (1%)	28 (2%)	3,497 (2%)	46	64	87
	Full-time student	17 (1%)	17 (1%)	2,352 (2%)	53	45	68
	Retired	271 (20%)	343 (22%)	35,623 (25%)	92	98	112
	Other	179 (13%)	204 (13%)	25,343 (18%)	77	74	100
<b>Total Worker Count</b>		350	460	74,519			

See the Glossary page for further information on the above variables

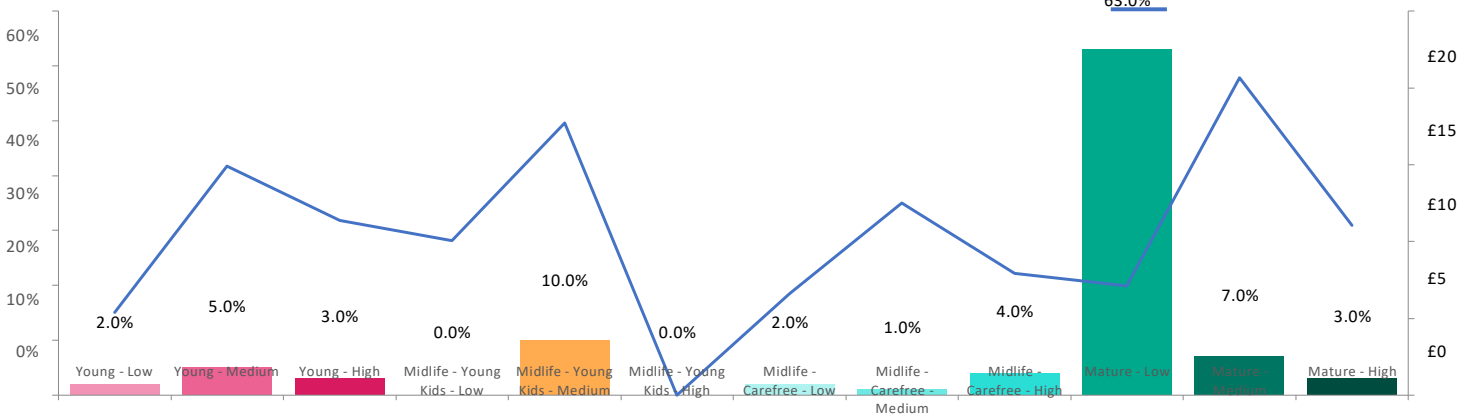
# Transactional Data Summary - Bay Horse Cowling

## Spend by Polaris Plus



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

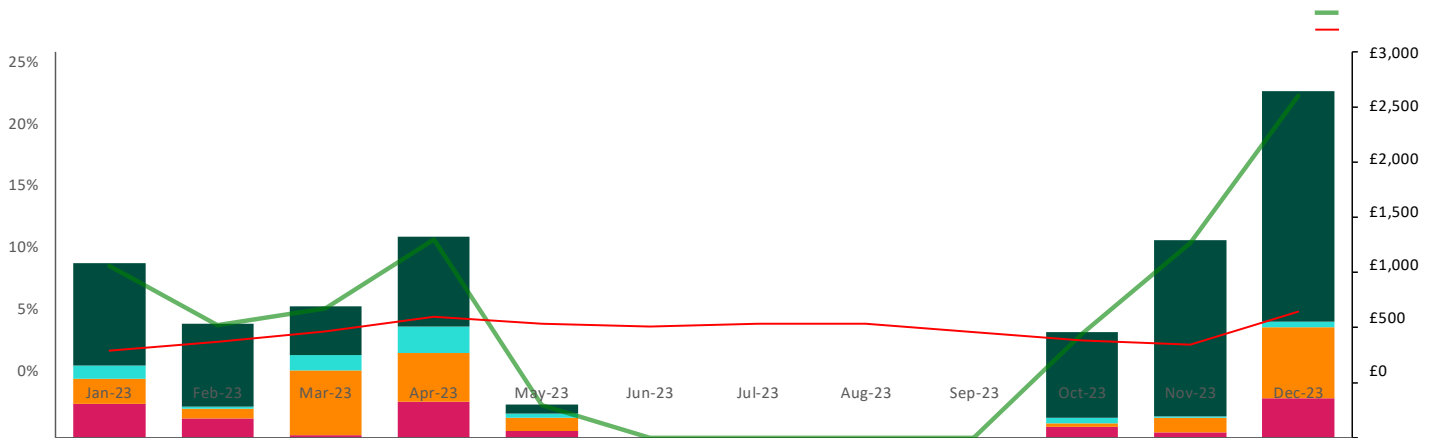
### % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

Bay Horse Cowling  
Star Pubs



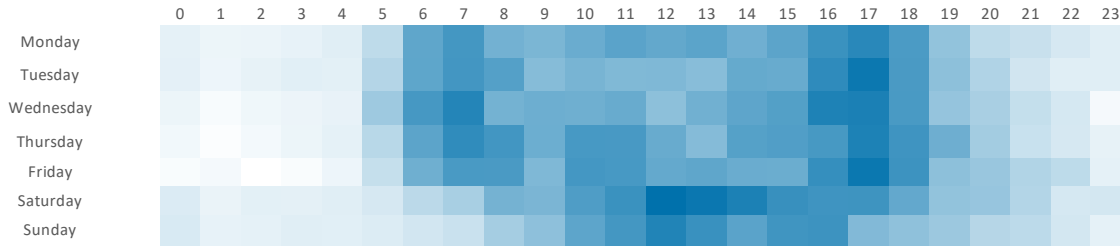
## Seasonality of the spend split by month

# Mobile Data Summary - Bay Horse Cowling



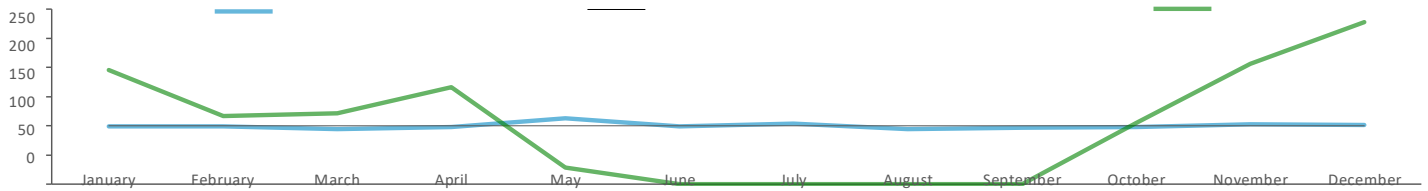
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## Time of Day/Day of Week



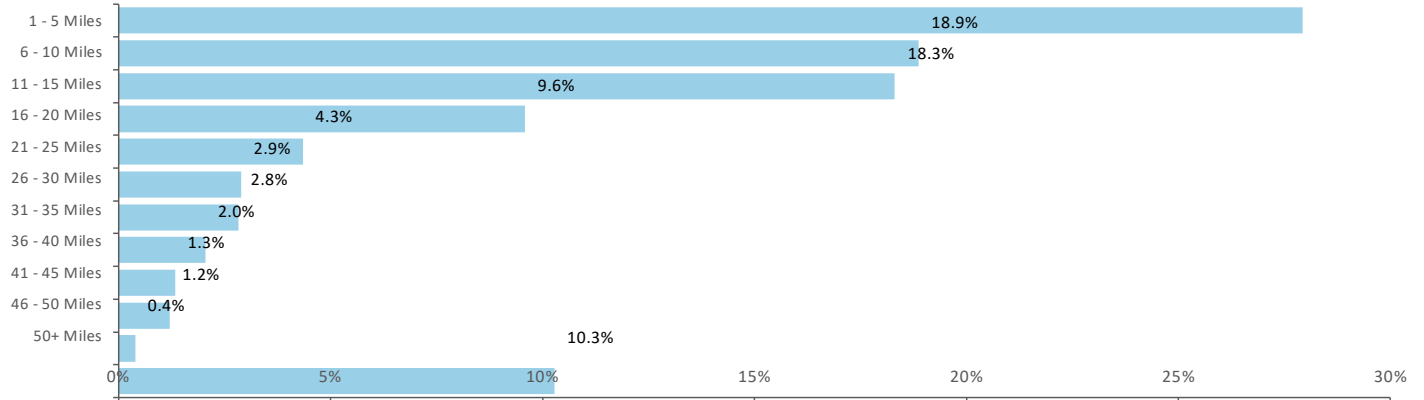
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



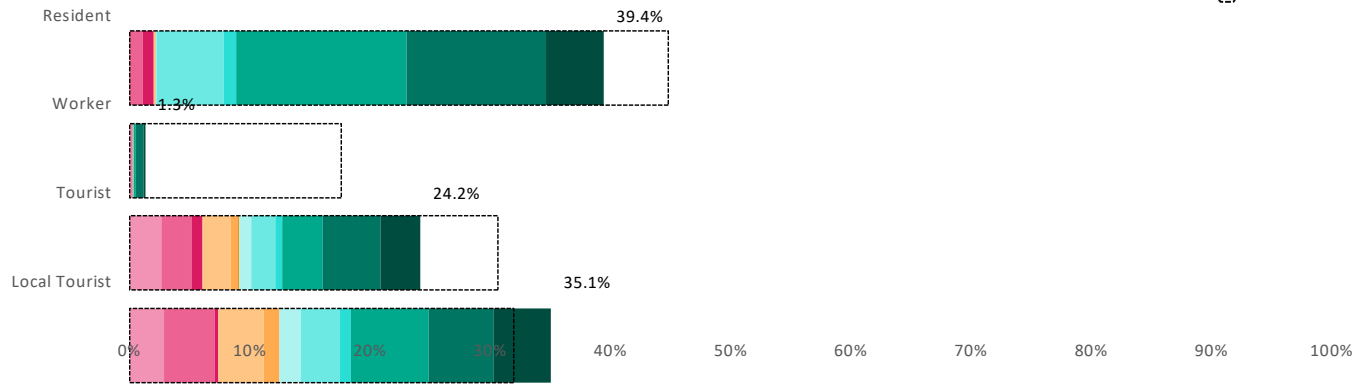
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

## 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



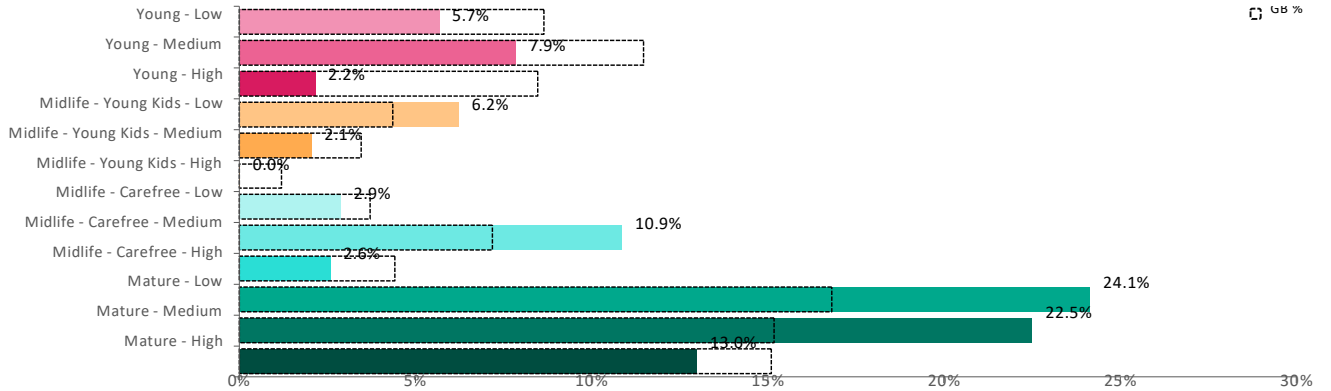
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Bay Horse Cowling



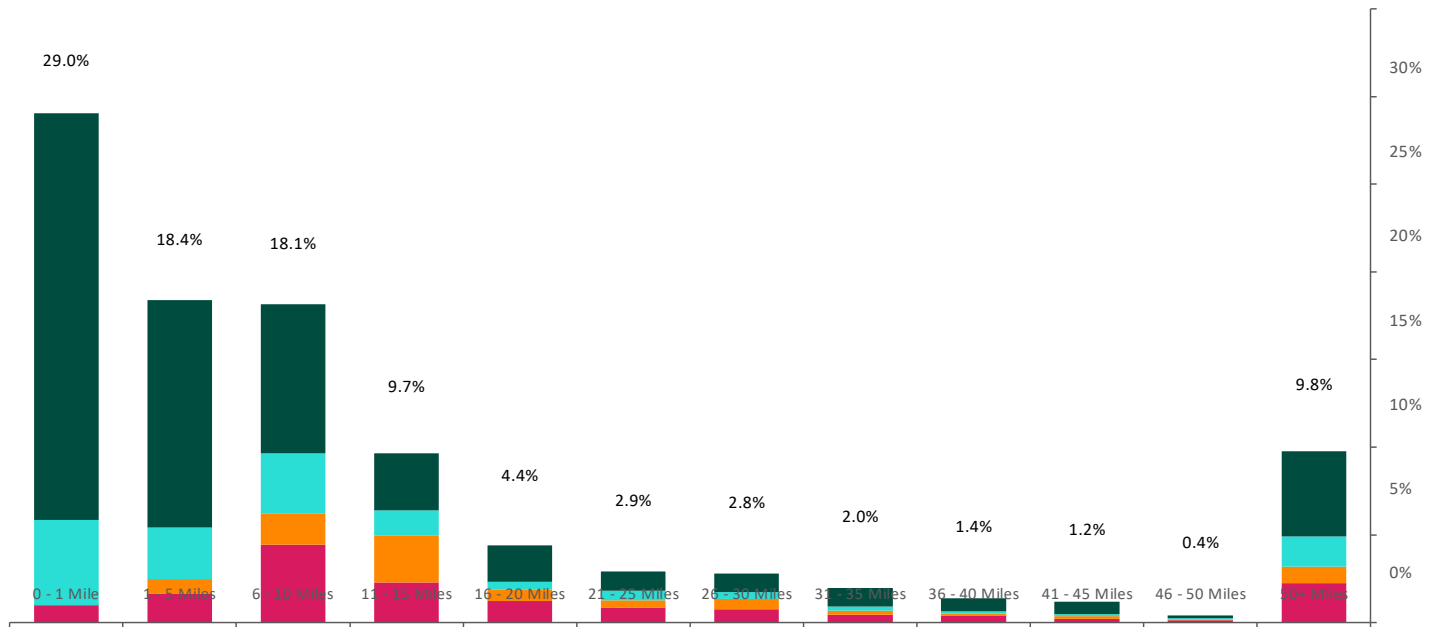
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## Polaris Plus Profile



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



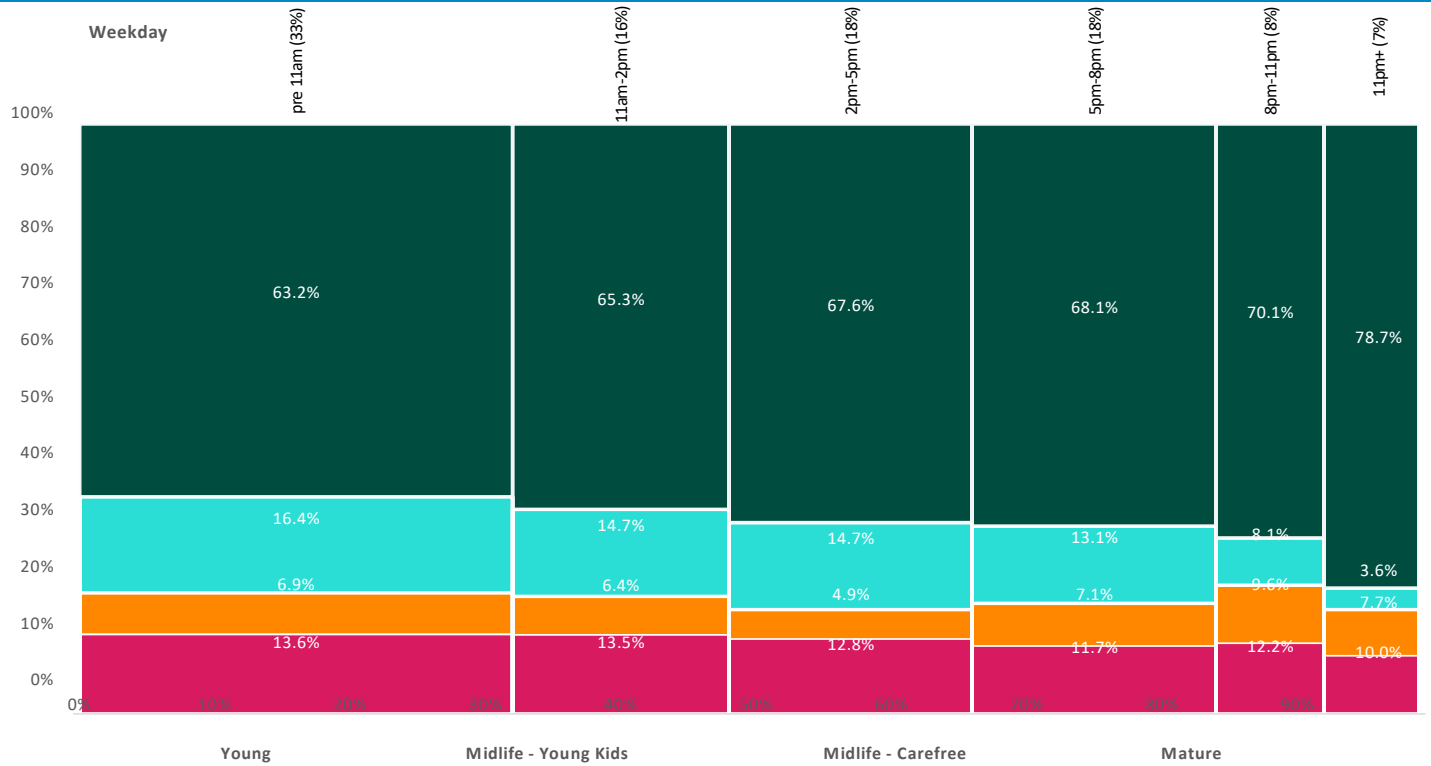
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Bay Horse Cowling

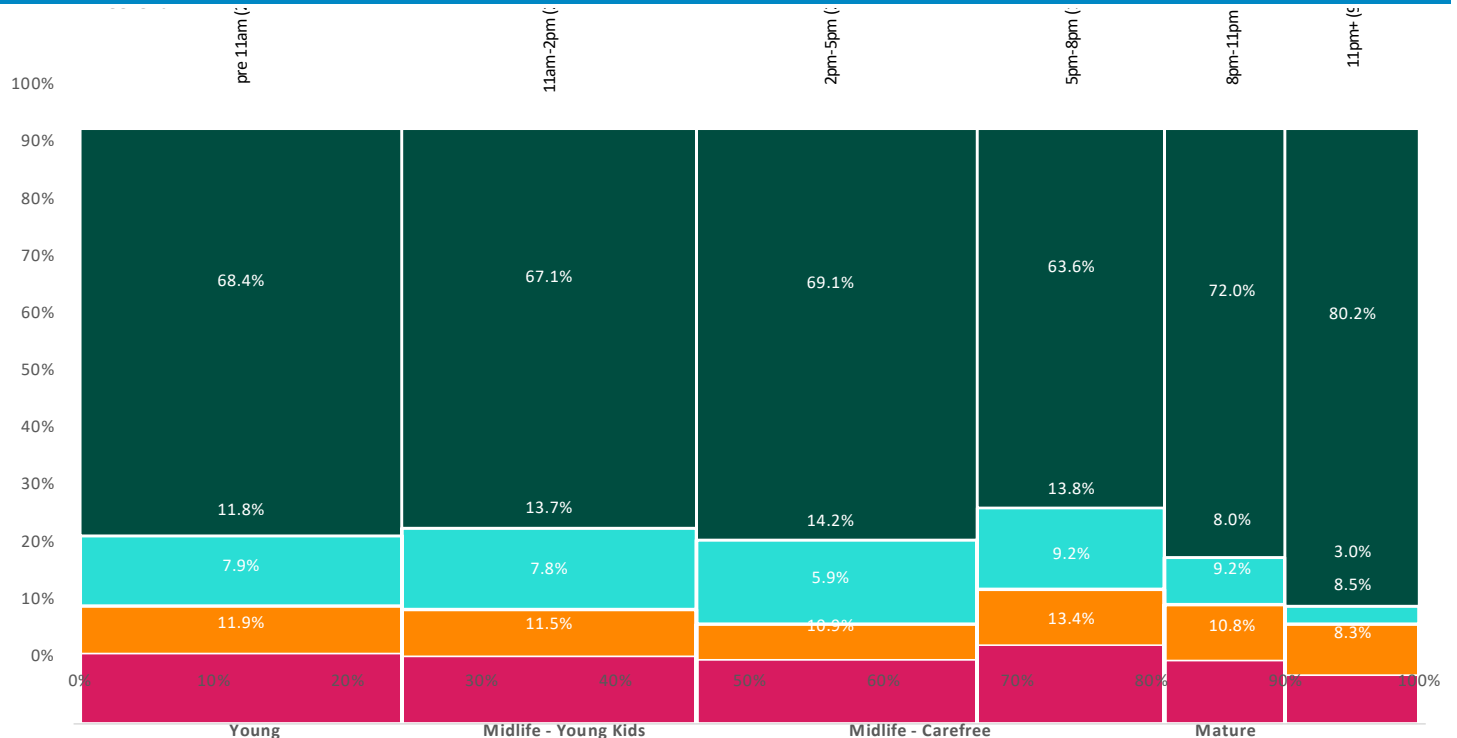


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Time of Day by Polaris: Weekday (Monday to Friday)



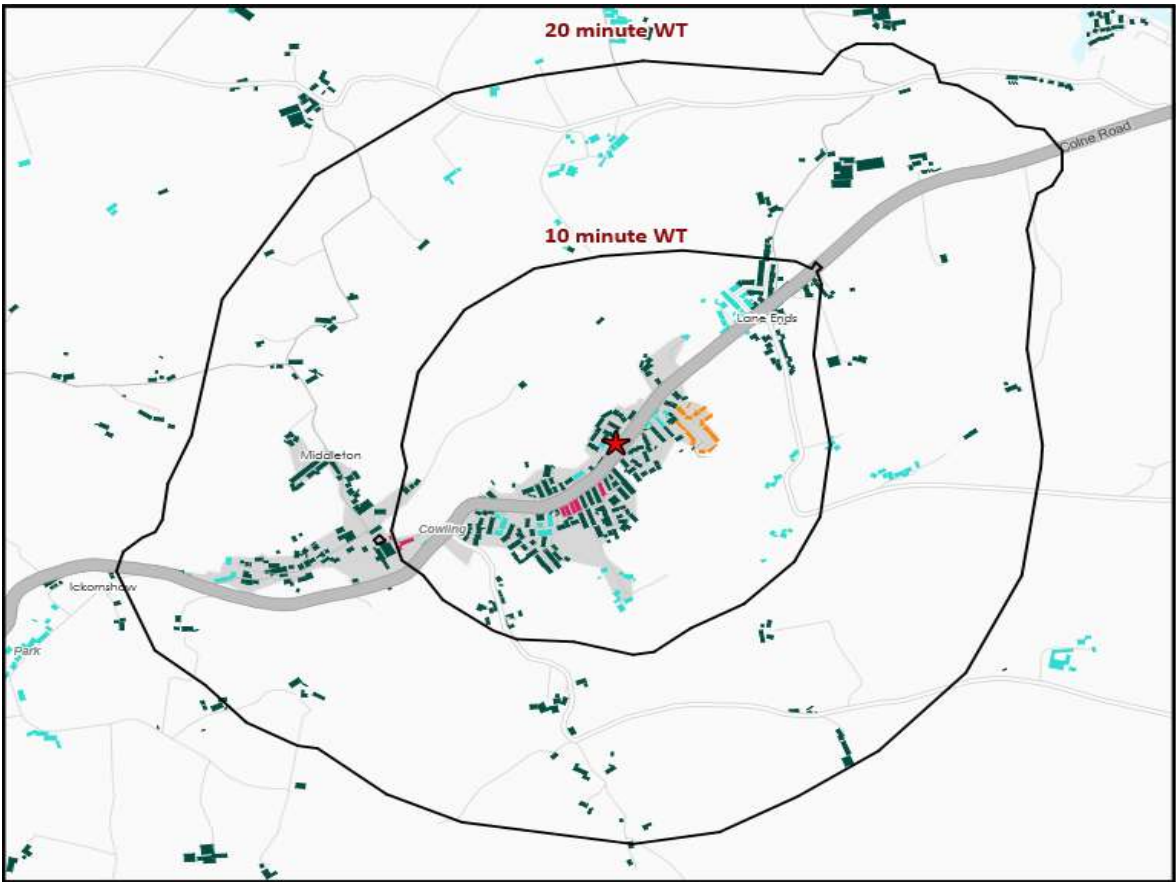
Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Bay Horse Cowling



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

## Polaris Profile by Catchment

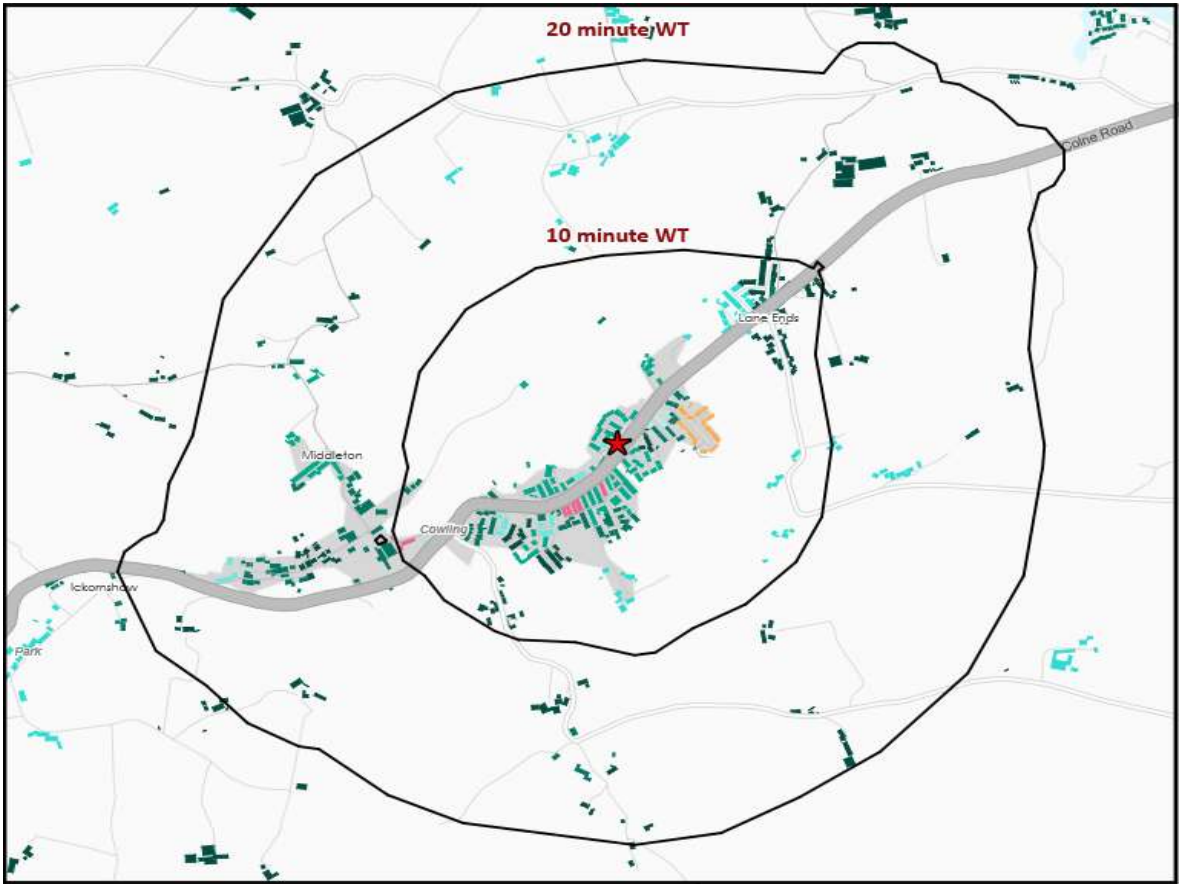
\*WT= Walktime, \*\*DT= Drivetime

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	67	75	35,405	19	18	92
Midlife - Young Kids	88	88	17,102	62	52	112
Midlife - Carefree	273	305	18,332	133	125	83
Mature	857	1,063	67,525	149	155	109
<b>Not Private Households</b>	14	14	1,758	82	69	96
<b>Total</b>	1,299	1,545	140,122			

# Polaris Plus Summary - Bay Horse Cowling



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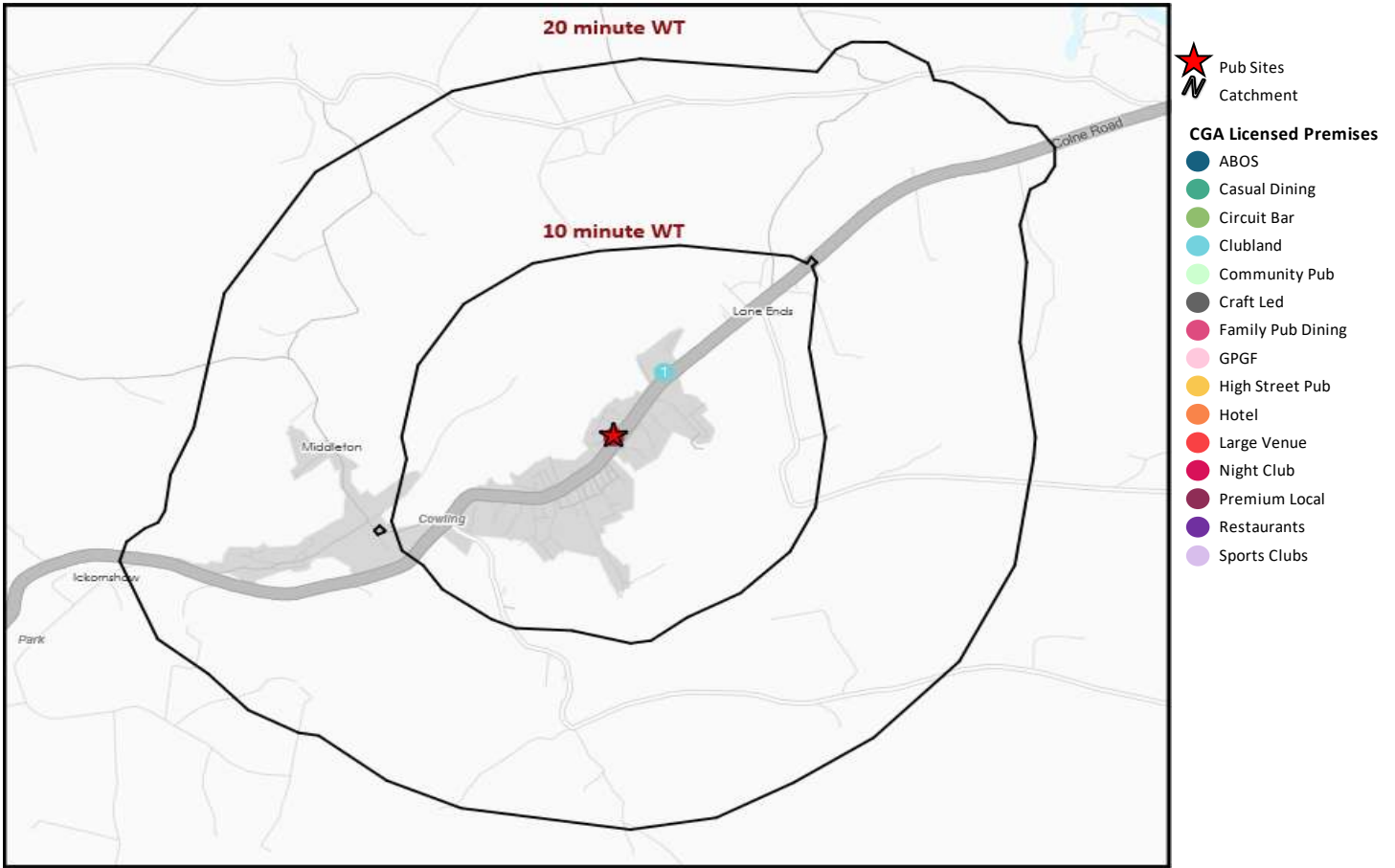


- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High
- Mature**
- Low
- Medium
- High

## Polaris Plus Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

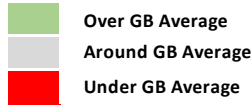
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young</b>						
Low	0	0	16,171	0	0	118
Medium	67	75	17,447	47	44	113
High	0	0	1,787	0	0	19
<b>Midlife - Young Kids</b>						
Low	0	0	13,203	0	0	172
Medium	88	88	3,899	156	132	64
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	13	13	5,920	24	20	100
Medium	153	185	6,692	164	167	67
High	107	107	5,720	185	155	92
<b>Mature</b>						
Low	403	483	25,613	226	228	133
Medium	209	273	24,995	103	113	114
High	245	307	16,917	126	133	81
<b>Not Private Households</b>	14	14	1,758	82	69	96
<b>Total</b>	1,299	1,545	140,122			



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Bay Horse	BD22 0AH	Star Pubs & Bars	Premium Local	0.0
1	High Adventure Outdoor Centre	BD22 0AA	Independent Free	Clubland	0.2

# Per Pub Analysis - Bay Horse Cowling



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,299	1,545	140,122
Number of Competition Pubs	2	2	221
Adults 18+ per Competition Pub	650	773	634

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	54	4.2%	52
Circuit Bar	0	49	3.8%	93
Community Pub	0	292	22.5%	117
Craft Led	0	15	1.1%	33
Great Pub Great Food	0	226	17.4%	98
High Street Pub	0	246	18.9%	103
Premium Local	1	238	18.3%	111

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	60	3.9%	48
Circuit Bar	0	56	3.6%	89
Community Pub	0	351	22.7%	119
Craft Led	0	16	1.0%	30
Great Pub Great Food	0	269	17.4%	99
High Street Pub	0	297	19.2%	104
Premium Local	1	284	18.4%	112

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	9	7,590	5.4%	67
Circuit Bar	11	6,390	4.6%	112
Community Pub	25	34,478	24.6%	129
Craft Led	0	3,864	2.8%	80
Great Pub Great Food	11	19,503	13.9%	79
High Street Pub	35	32,206	23.0%	125
Premium Local	33	21,721	15.5%	94

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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
<b>Consumer Insight</b>	<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>
<b>Product needs</b>	<p>Aids being part of the group</p> <ul style="list-style-type: none"> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<p>Helps me look good, and be on trend</p> <ul style="list-style-type: none"> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</li> </ul>

**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				