Catchment Summary - Ampleforth Arms Oxford

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Legend		
🟩	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	2,949	13,760	274,107	56	95	72
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,250	10,312	219,328	52	58	73
	Competition Pubs	2	6	353	13	19	98
	Adults 18+ per Competition Pub	1,125	1,719	621	136	208	75
	% Adults Likely to Drink	83.6%	82.9%	83.0%	101	101	101
Affluence	**Low**	5.5%	24.0%	23.1%	21	94	90
	Medium	46.5%	28.6%	26.4%	118	73	67
	High	48.0%	47.1%	48.7%	143	140	145
Age Profile	**18-24**	205	1,387	41,029	86	124	185
	25-34	357	1,633	37,367	91	89	103
	35-44	380	1,689	31,398	100	95	89
	45-64	747	3,314	62,234	99	94	89
	65+	561	2,289	47,300	100	87	90

*Affluence does not include Not Private Households
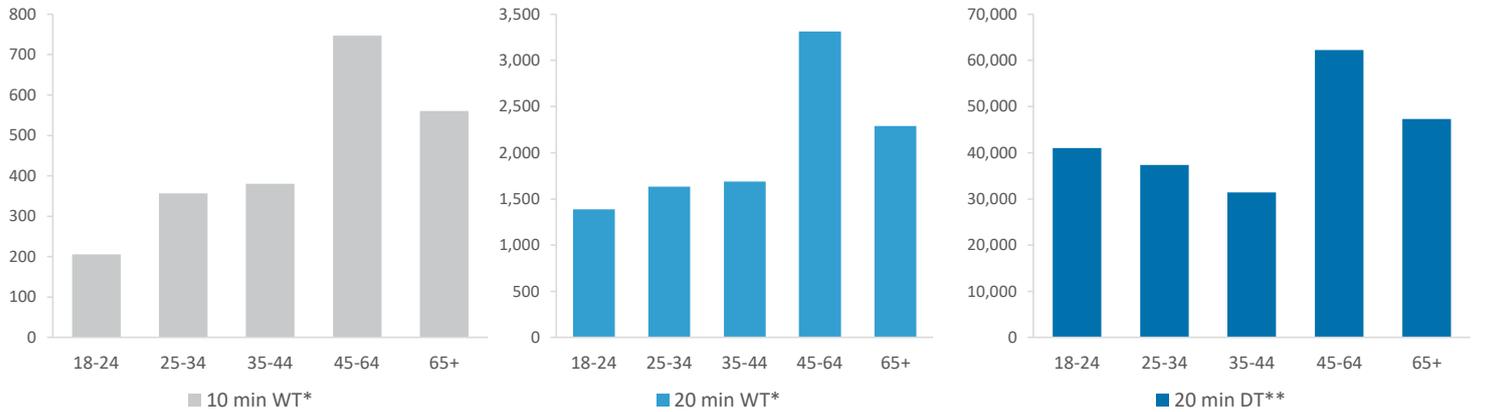
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	1,491 (51%)	6,875 (50%)	139,631 (51%)	102	101	103
	Female	1,458 (49%)	6,885 (50%)	134,476 (49%)	98	99	97
Economic Status (16-74)	**Employed: Full-time**	979 (48%)	4,168 (44%)	81,941 (41%)	115	106	98
	Employed: Part-time	265 (13%)	1,163 (12%)	22,390 (11%)	100	95	85
	Self employed	183 (9%)	764 (8%)	18,165 (9%)	94	85	94
	Unemployed	35 (2%)	207 (2%)	3,097 (2%)	72	92	65
	Retired	223 (11%)	971 (10%)	20,208 (10%)	79	74	73
	Other	364 (18%)	2,190 (23%)	56,092 (28%)	90	117	141
	Total Worker Count	459	2,116	136,110			

See the Glossary page for further information on the above variables

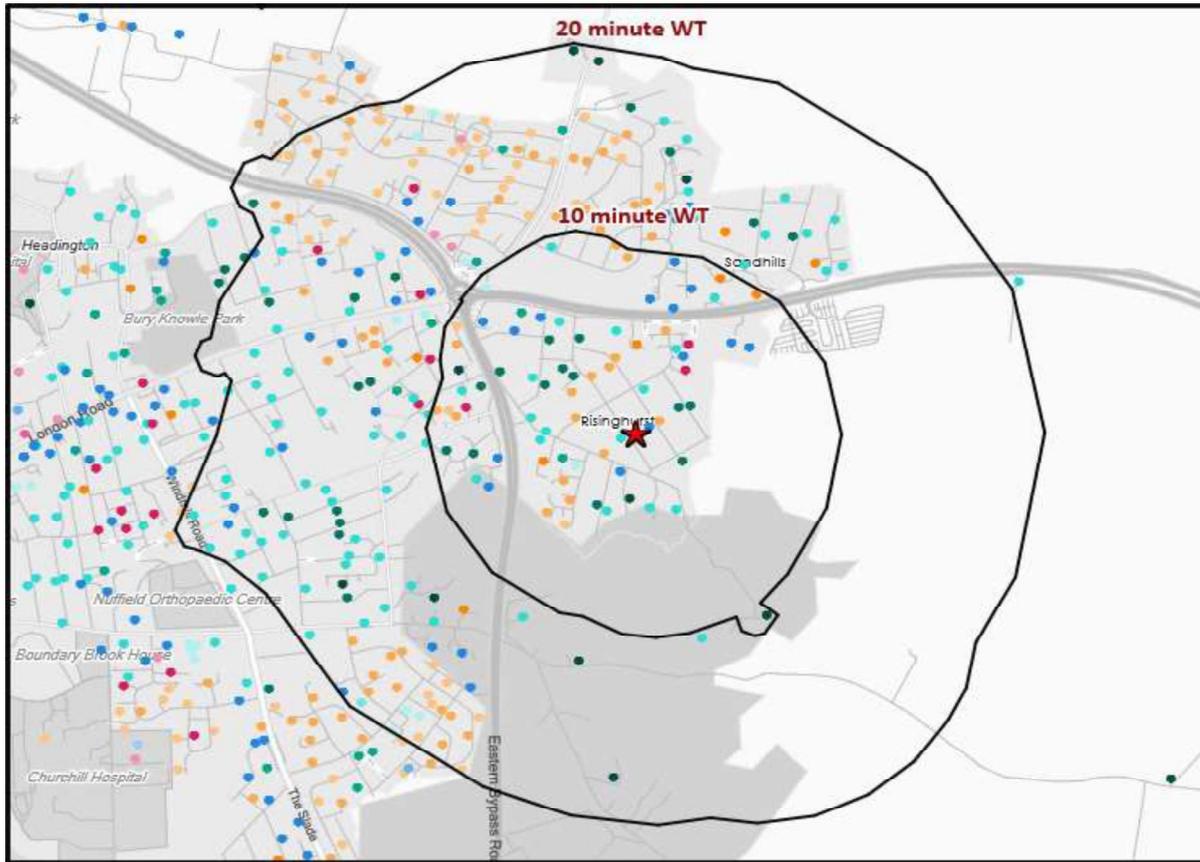# Polaris Summary - Ampleforth Arms Oxford
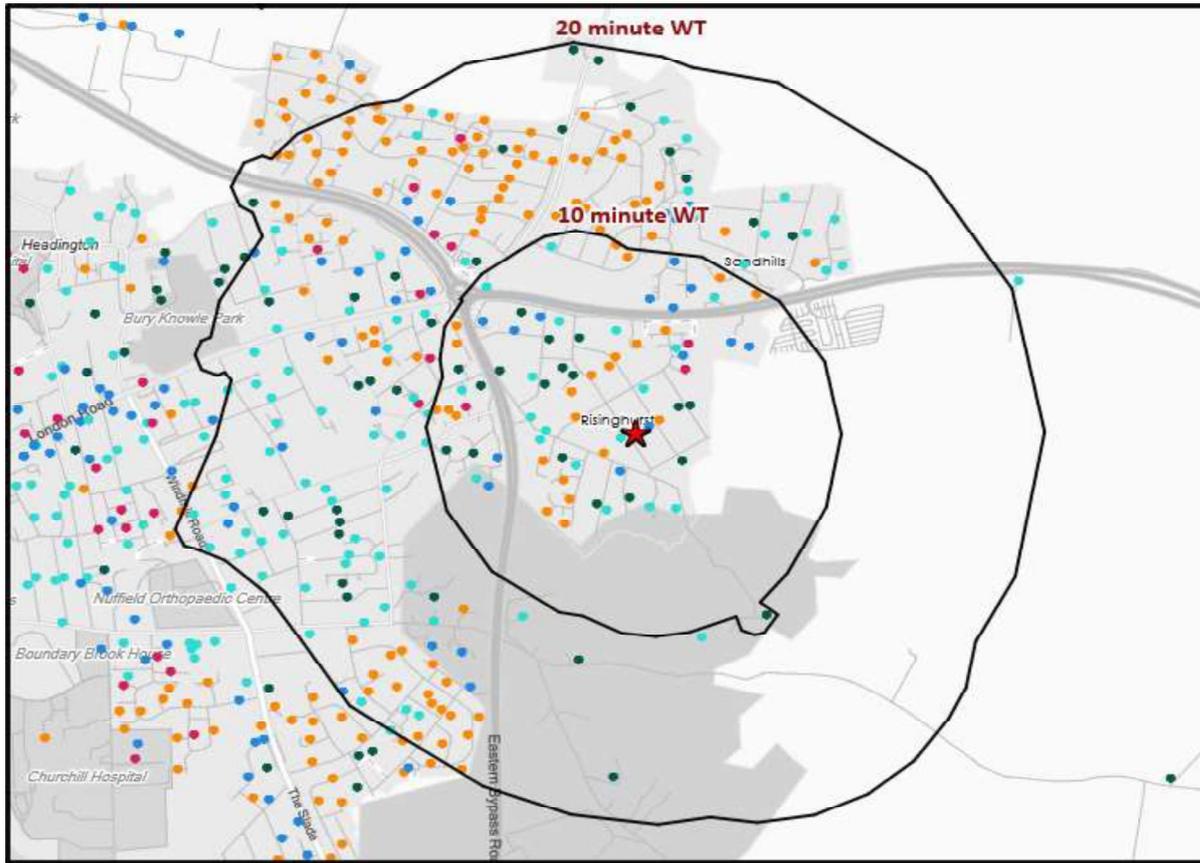
Pub Sites

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	43	356	35,540	21	39	182
Young Adult - Showing I'm Cool	551	1,355	19,025	266	143	94
Midlife - Young Kids	829	3,852	62,405	117	119	91
Midlife - Carefree	384	3,232	39,878	81	149	86
Mature	443	1,482	58,627	70	51	96
Not Private Households	0	35	3,853	0	24	122
Total	2,250	10,312	219,328			

CACI

Polaris Summary - Ampleforth Arms Oxford

star PUBS & BARS

★ 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	107	24,175	0	25	263
Medium	0	0	4,495	0	0	150
High	43	249	6,870	57	72	93
Young Adult - Showing I'm Cool						
Low	0	0	265	0	0	12
Medium	0	0	576	0	0	7
High	551	1,355	18,184	547	294	185
Midlife - Young Kids						
Low	56	1,746	15,743	22	152	65
Medium	679	1,842	32,903	202	120	101
High	94	264	13,759	78	48	116
Midlife - Carefree						
Low	14	410	2,905	18	117	39
Medium	0	18	3,158	0	3	21
High	370	2,804	33,815	151	249	141
Mature						
Low	53	215	7,587	40	35	58
Medium	368	1,087	16,763	129	83	60
High	22	180	34,277	10	19	167
Not Private Households	0	35	3,853	0	24	122
Total	2,250	10,312	219,328			

Transactional Data Summary - Ampleforth Arms Oxford

Spend by Polaris

⬚ GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.6%
Young Adult - Showing I Care - Medium	0.2%
Young Adult - Showing I Care - High	0.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	8.1%
Midlife - Young Kids - Low	5.4%
Midlife - Young Kids - Medium	65.6%
Midlife - Young Kids - High	4.6%
Midlife - Carefree - Low	1.1%
Midlife - Carefree - Medium	0.7%
Midlife - Carefree - High	5.7%
Mature - Low	0.6%
Mature - Medium	4.6%
Mature - High	1.9%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£16
Young Adult - Showing I Care - Medium	£5
Young Adult - Showing I Care - High	£14
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£7
Midlife - Young Kids - Low	£10
Midlife - Young Kids - Medium	£9
Midlife - Young Kids - High	£11
Midlife - Carefree - Low	£6
Midlife - Carefree - Medium	£11
Midlife - Carefree - High	£8
Mature - Low	£7
Mature - Medium	£10
Mature - High	£7

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

Spend by Month

— Ampleforth Arms Oxford
— Star Pubs

Mobile Data Summary - Ampleforth Arms Oxford
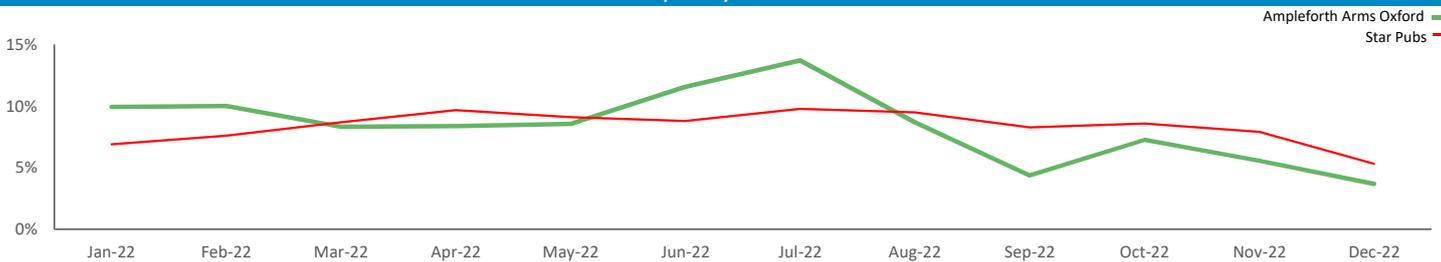
Time of Day/Day of Week
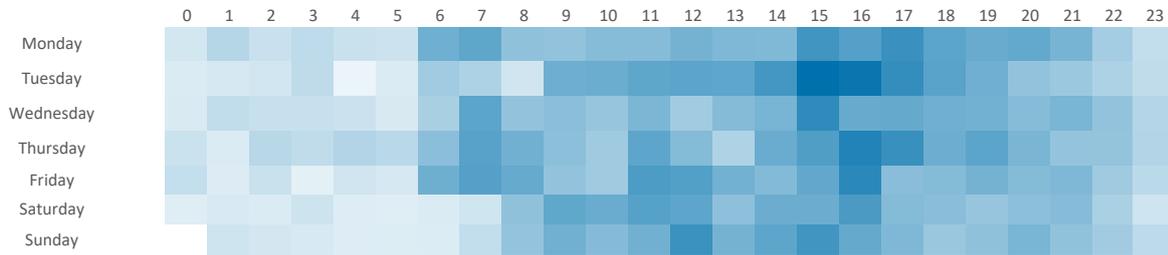
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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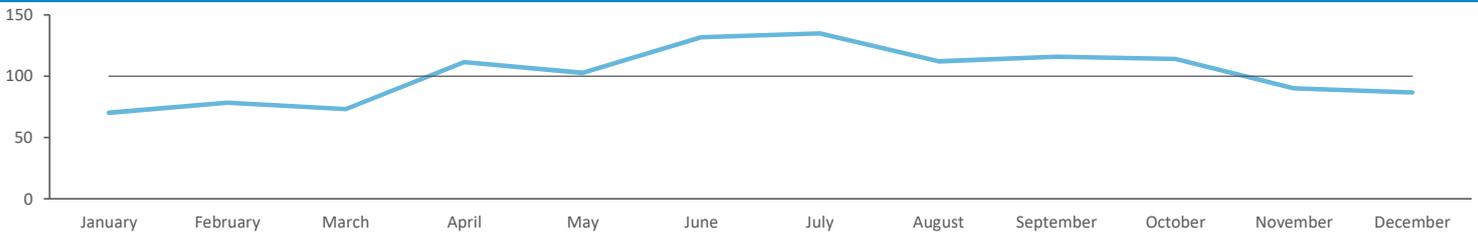
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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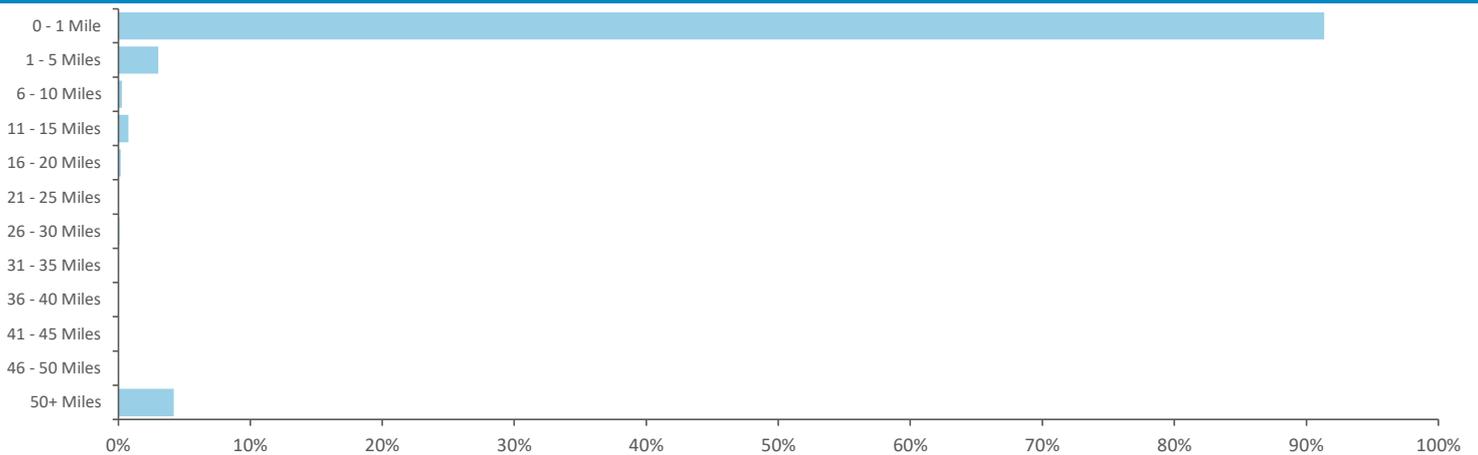
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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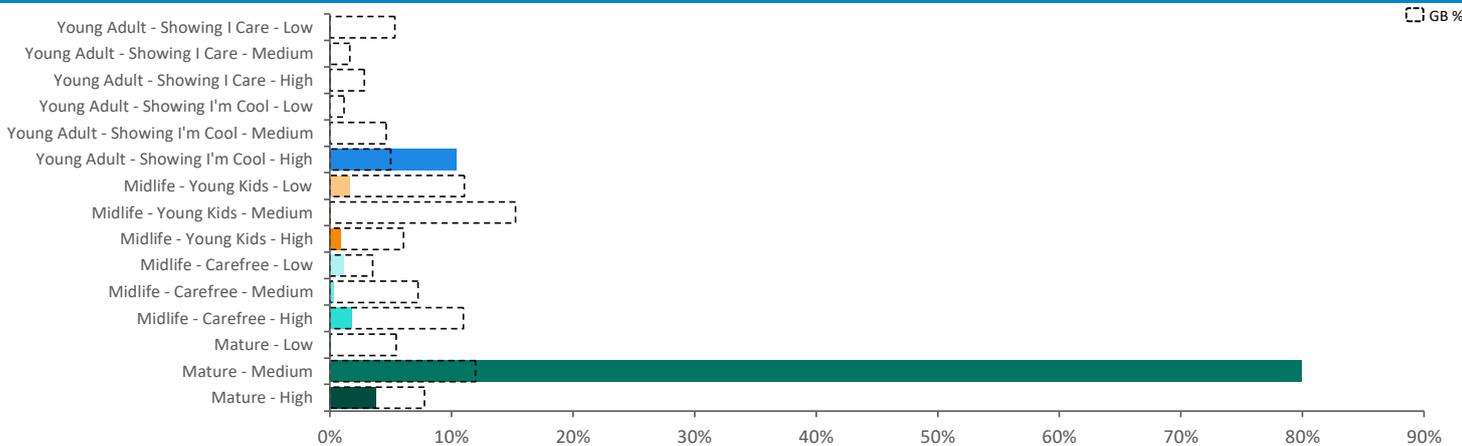
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Ampleforth Arms Oxford

Legend:
- ★ 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	Ampleforth Arms	OX 3 8HH	Star Pubs & Bars	Premium Local	0.0
2	Six Bells	OX 3 8JN	Greene King	Premium Local	0.3
2	Monsoon	OX 3 8JN	Independent Free	Restaurants	0.3
4	Masons Arms	OX 3 8LH	Independent Free	Premium Local	0.3
5	Barton Community Pavilion	OX 3 9LA	Independent Free	Clubland	0.8
6	Hang Chow	OX 3 9ED	Independent Free	Restaurants	0.9
7	Tile Shop Alehouse	OX 3 7BX	Independent Free	High Street Pub	0.9
8	Craft Burger	OX 3 7BL	Independent Free	Casual Dining	0.9
9	Phoenix Sports Club	OX 3 9LB	Independent Free	Clubland	0.9
10	Headington Conservative Club	OX 3 7BG	Independent Free	Clubland	0.9
11	Butchers Arms	OX 3 7AN	Fuller Smith & Turner	Premium Local	1.0
12	Black Boy	OX 3 9HT	Everards	GPGF	1.0
12	Viking Sports Club	OX 3 9HT	Independent Free	Clubland	1.0
14	Royal Standard	OX 3 9AJ	Greene King	Circuit Bar	1.0
15	Britannia Inn	OX 3 7AA	Mitchells & Butlers	GPGF	1.1
16	White Hart	OX 3 9DL	Everards	Premium Local	1.1
17	Headington Bowls Club	OX 3 9BH	Independent Free	Clubland	1.1
18	Territorial Army Centre	OX 3 7FJ	Independent Free	Clubland	1.1
19	Corner House	OX 3 7JF	Marston's	Premium Local	1.2

Per Pub Analysis - Ampleforth Arms Oxford

*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+	2,250	10,312	219,328
Number of Competition Pubs	2	6	353
Adults 18+ per Competition Pub	1,125	1,719	621

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	435	19.4%	190
Circuit Bar	95	4.2%	115
Community Pub	273	12.1%	70
Craft Led	138	6.1%	194
Great Pub Great Food	591	26.3%	137
High Street Pub	288	12.8%	74
Premium Local	415	18.4%	105

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,319	12.8%	125
Circuit Bar	277	2.7%	73
Community Pub	1,931	18.7%	108
Craft Led	379	3.7%	116
Great Pub Great Food	2,463	23.9%	124
High Street Pub	1,668	16.2%	93
Premium Local	1,812	17.6%	100

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	28,010	12.8%	125
Circuit Bar	8,612	3.9%	107
Community Pub	32,373	14.8%	85
Craft Led	8,032	3.7%	116
Great Pub Great Food	54,582	24.9%	130
High Street Pub	32,689	14.9%	86
Premium Local	45,114	20.6%	117

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• 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**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.