

# Catchment Summary - Chequers Inn Nottingham



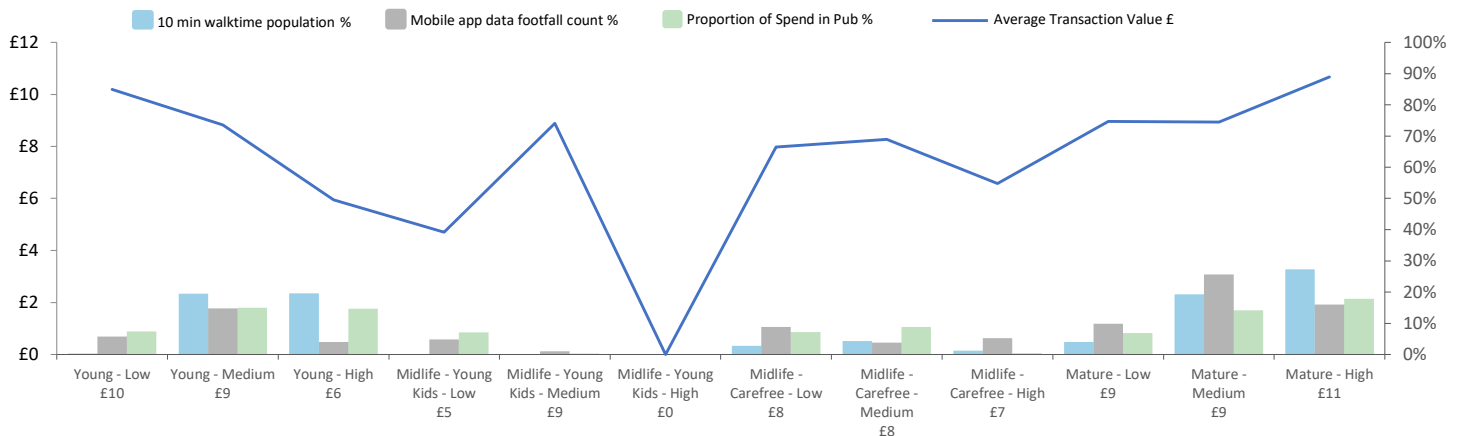
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Ship To	Name	Postcode	Operator	Segment	Sparsity
823503	Chequers Inn Nottingham	NG 9 4AF	Star Pubs & Bars	Premium Local	7



- ★ 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 - Chequers Inn Nottingham

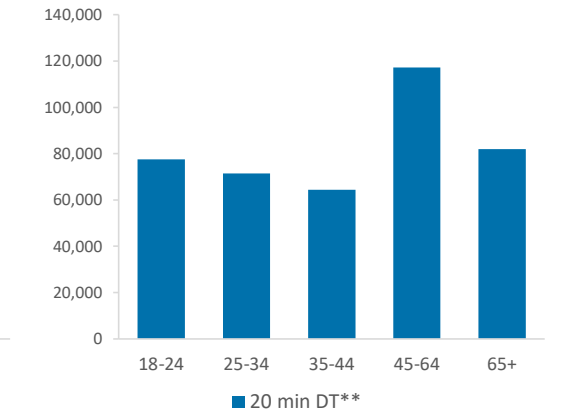
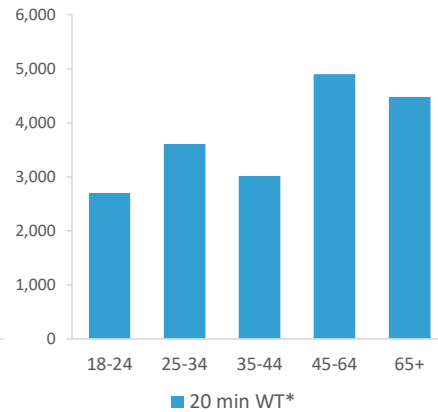
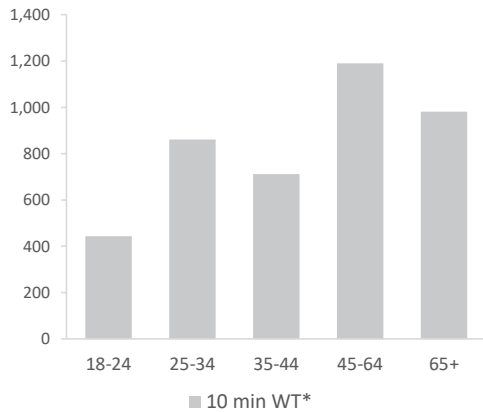


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Over GB Average
Around GB Average
Under GB Average

\*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>	4,978	22,343	511,949	93	121	117	
Population & Adults 18+ index is based on all pubs							
<b>Adults 18+</b>	4,186	18,710	412,678	93	123	118	
<b>Competition Pubs</b>	14	19	500	78	53	120	
<b>Adults 18+ per Competition Pub</b>	299	985	825	35	115	96	
<b>% Adults Likely to Drink</b>	81.5%	80.7%	76.0%	107	106	100	
<b>Affluence</b>	Low	7.1%	14.5%	38.8%	21	44	117
	Medium	43.0%	51.1%	40.1%	113	134	105
	High	48.2%	32.4%	19.4%	177	119	71
*Affluence does not include Not Private Households							
<b>Age Profile</b>	18-24	443	2,704	77,565	109	149	186
	25-34	861	3,608	71,486	130	121	105
	35-44	711	3,019	64,418	108	102	95
	45-64	1,190	4,900	117,249	93	85	89
	65+	981	4,479	81,960	103	104	83



	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	2,443 (49%)	11,178 (50%)	252,784 (49%)	100	102	101
	Female	2,535 (51%)	11,165 (50%)	259,165 (51%)	100	98	99
<b>Economic Status (16+)</b>	Employed: Full-time	1,589 (37%)	6,594 (35%)	136,067 (32%)	109	100	93
	Employed: Part-time	470 (11%)	2,065 (11%)	47,324 (11%)	93	91	94
	Self employed	290 (7%)	1,211 (6%)	28,631 (7%)	74	69	73
	Unemployed	99 (2%)	440 (2%)	11,776 (3%)	85	83	101
	Full-time student	102 (2%)	718 (4%)	18,398 (4%)	101	158	183
	Retired	1,014 (24%)	4,240 (22%)	77,178 (18%)	109	101	83
	Other	674 (16%)	3,827 (20%)	104,623 (25%)	91	115	142
<b>Total Worker Count</b>	2,142	6,504	236,119				

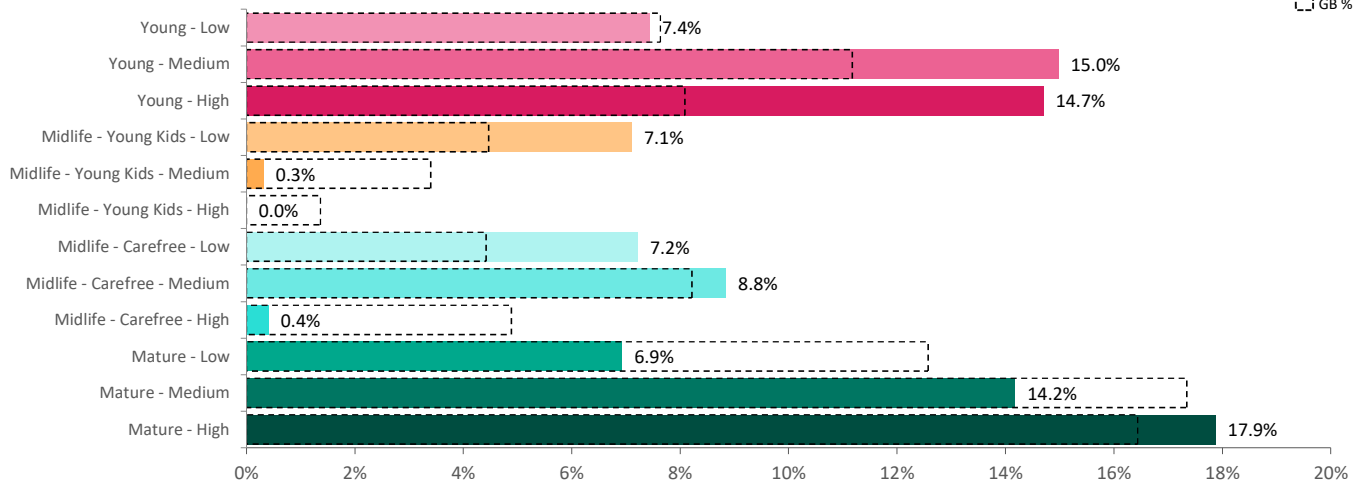
See the Glossary page for further information on the above variables

# Transactional Data Summary - Chequers Inn Nottingham

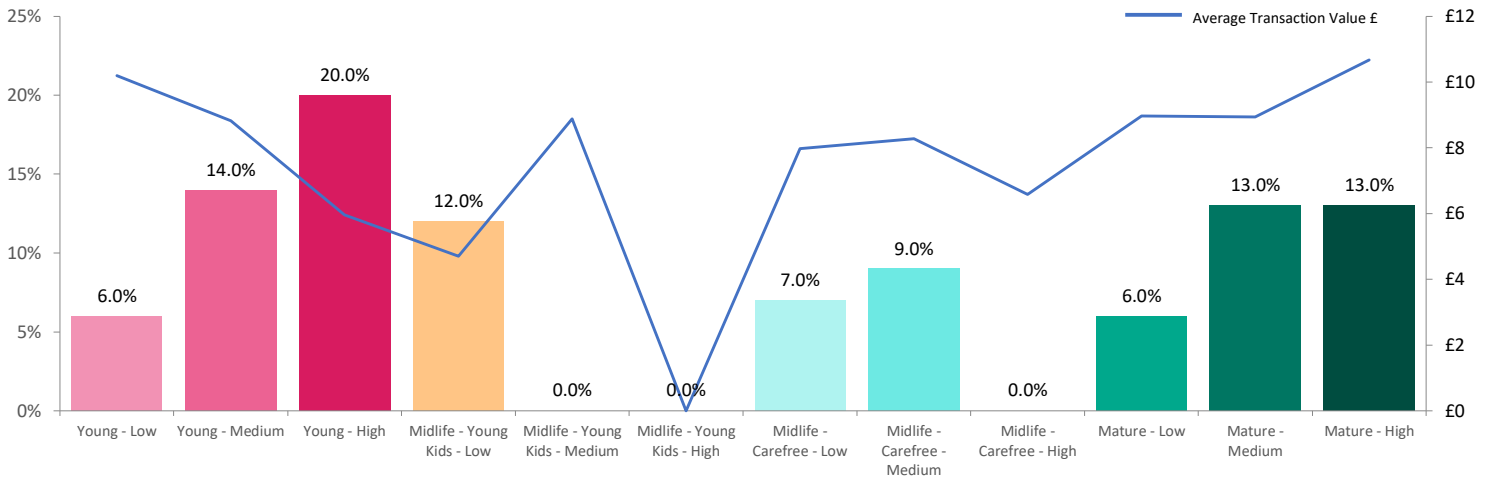


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## Spend by Polaris Plus

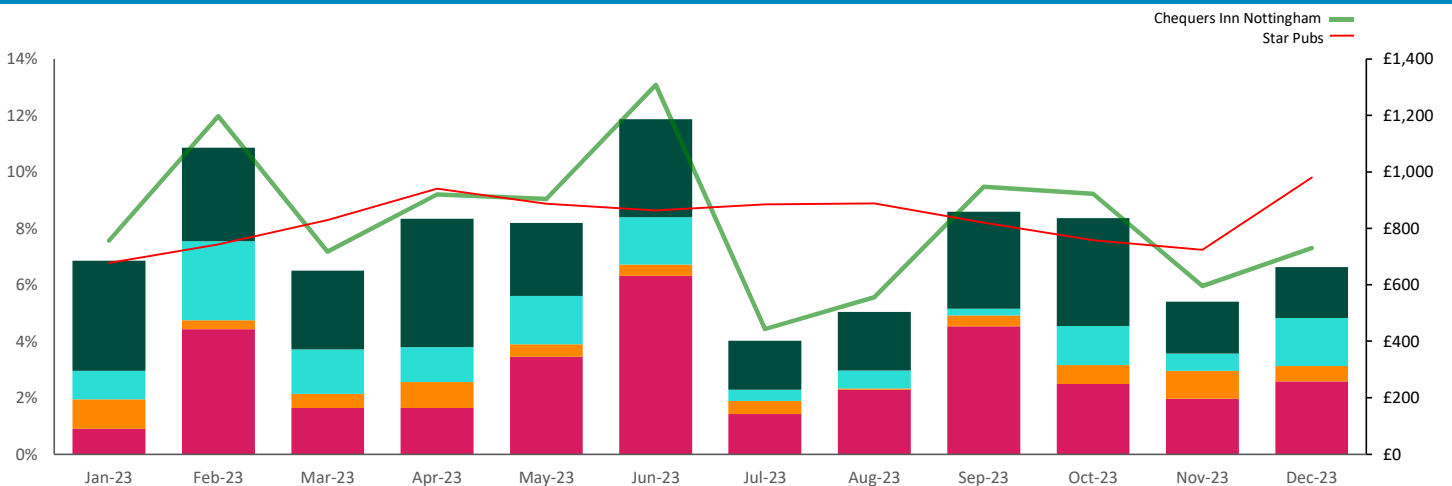


## % of Transactions and Average Transaction Values (£) by Polaris Plus



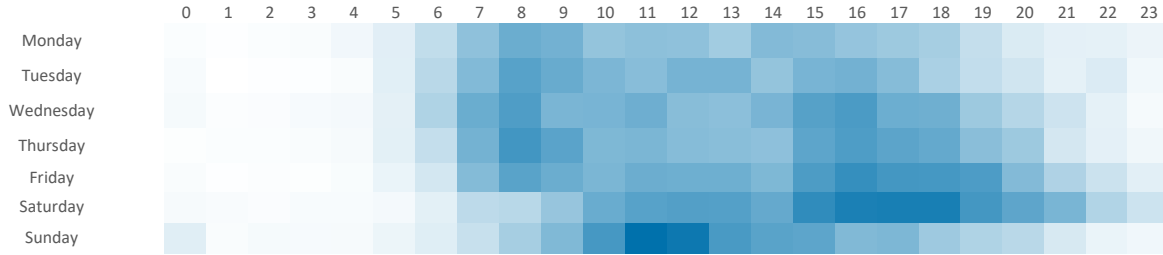
## Average transaction value of sales (£) within the pub split by Polaris Plus

### Spend by Month and Polaris



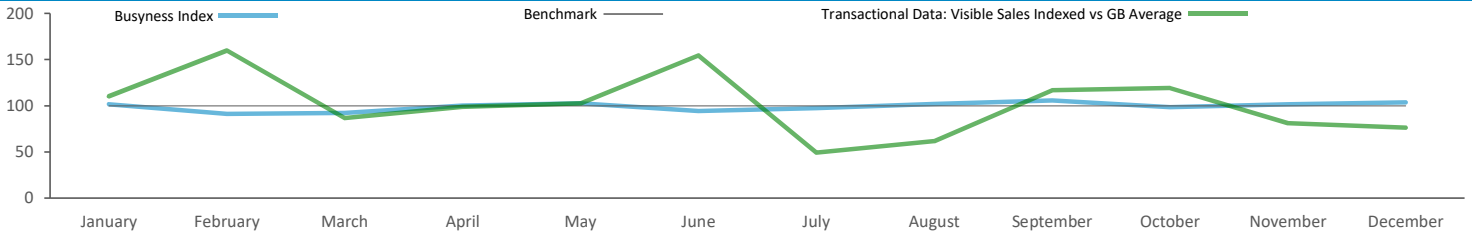
## Seasonality of the spend split by month

Time of Day/Day of Week



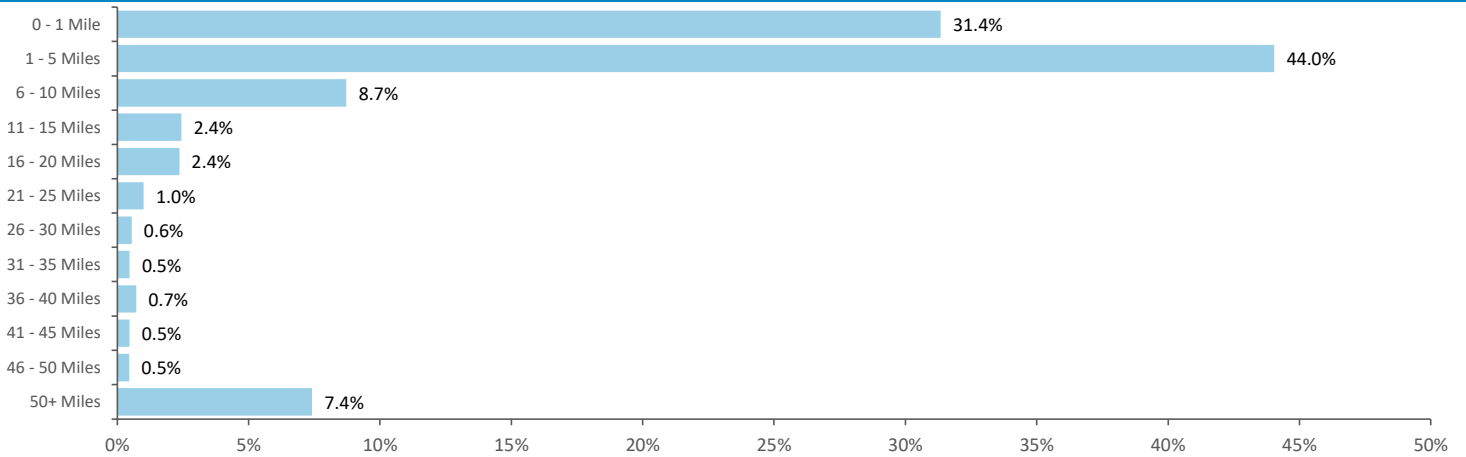
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

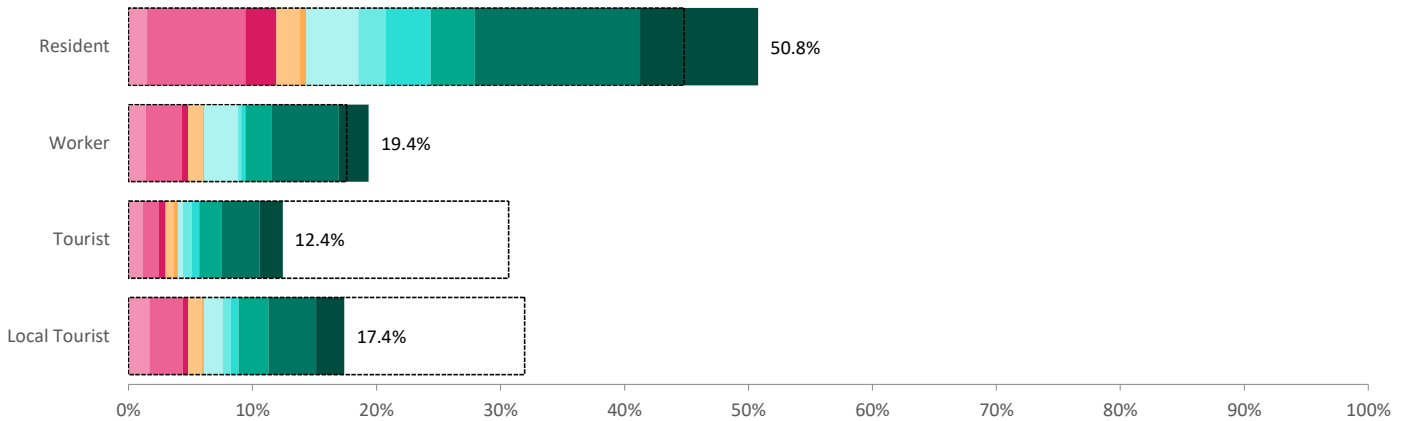
Distance from Home



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

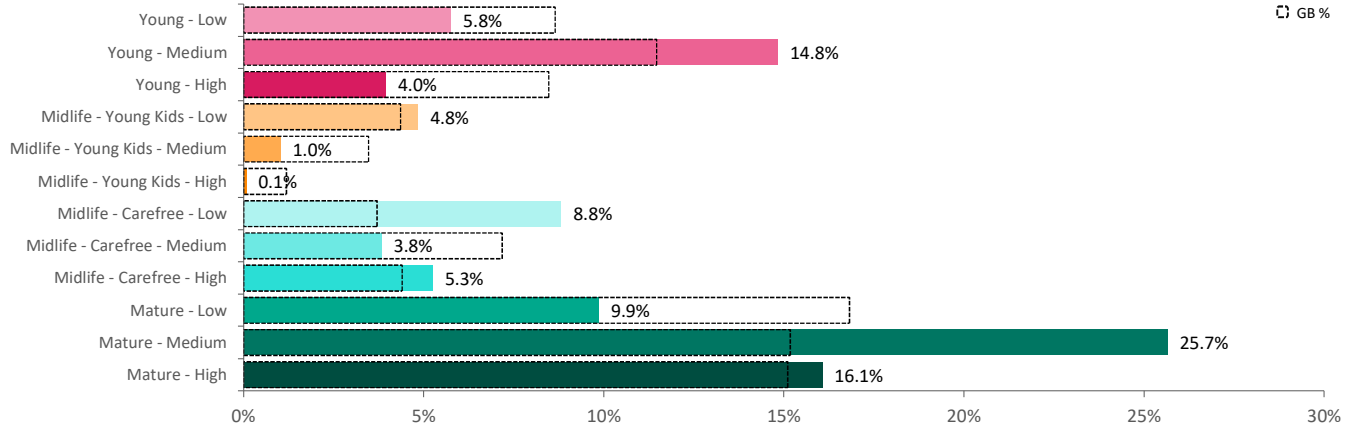
Audience Classification by Polaris Plus

Base: GB



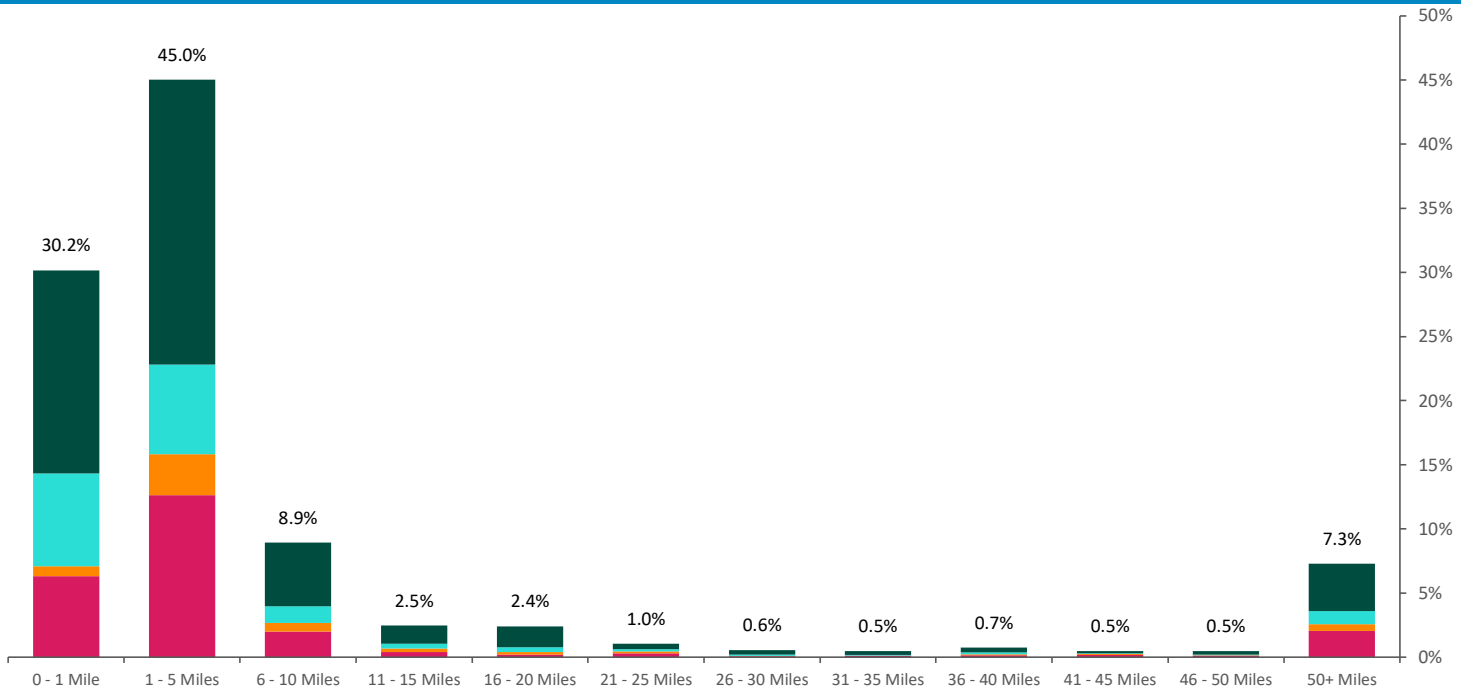
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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



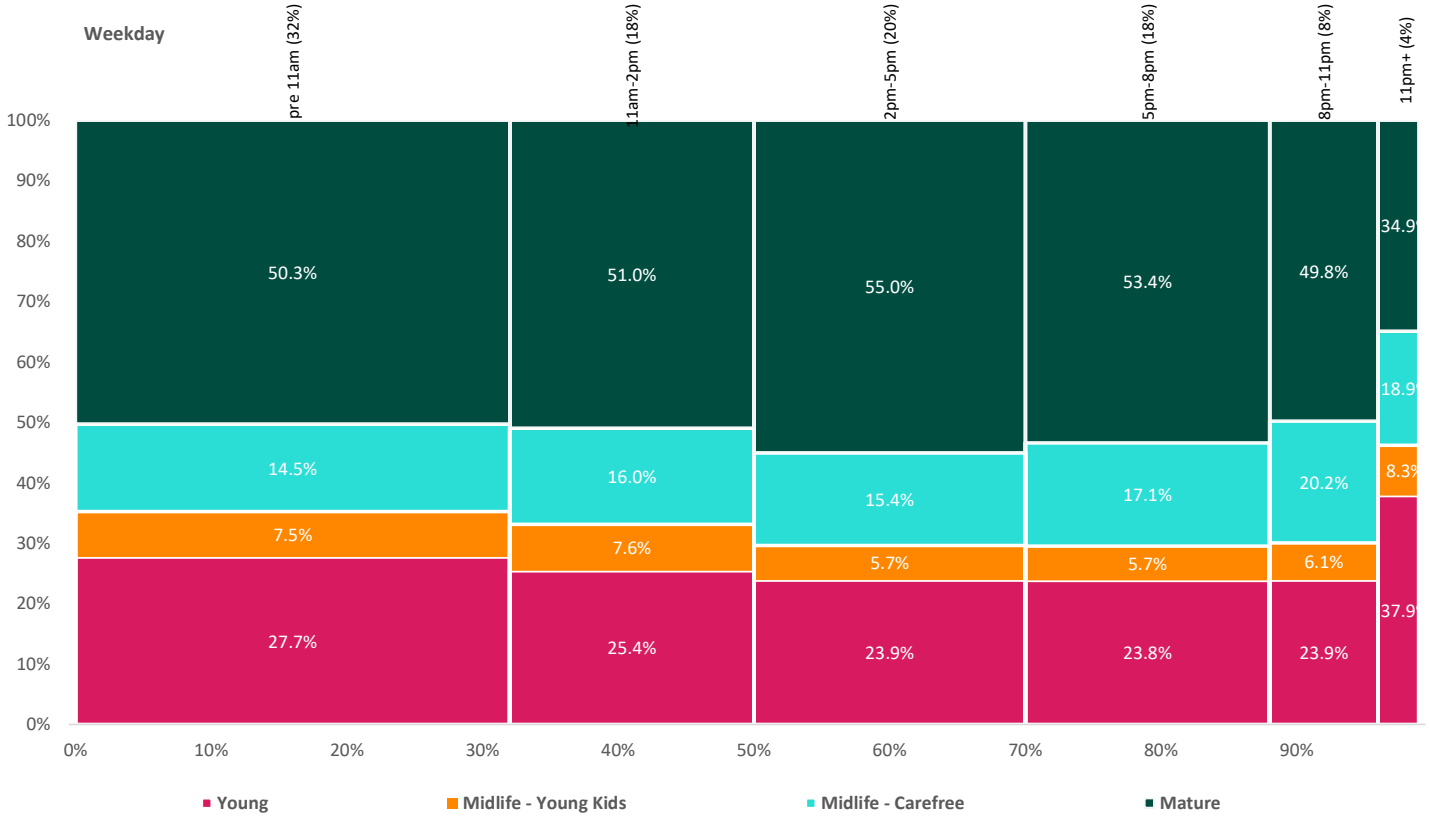
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Chequers Inn Nottingham

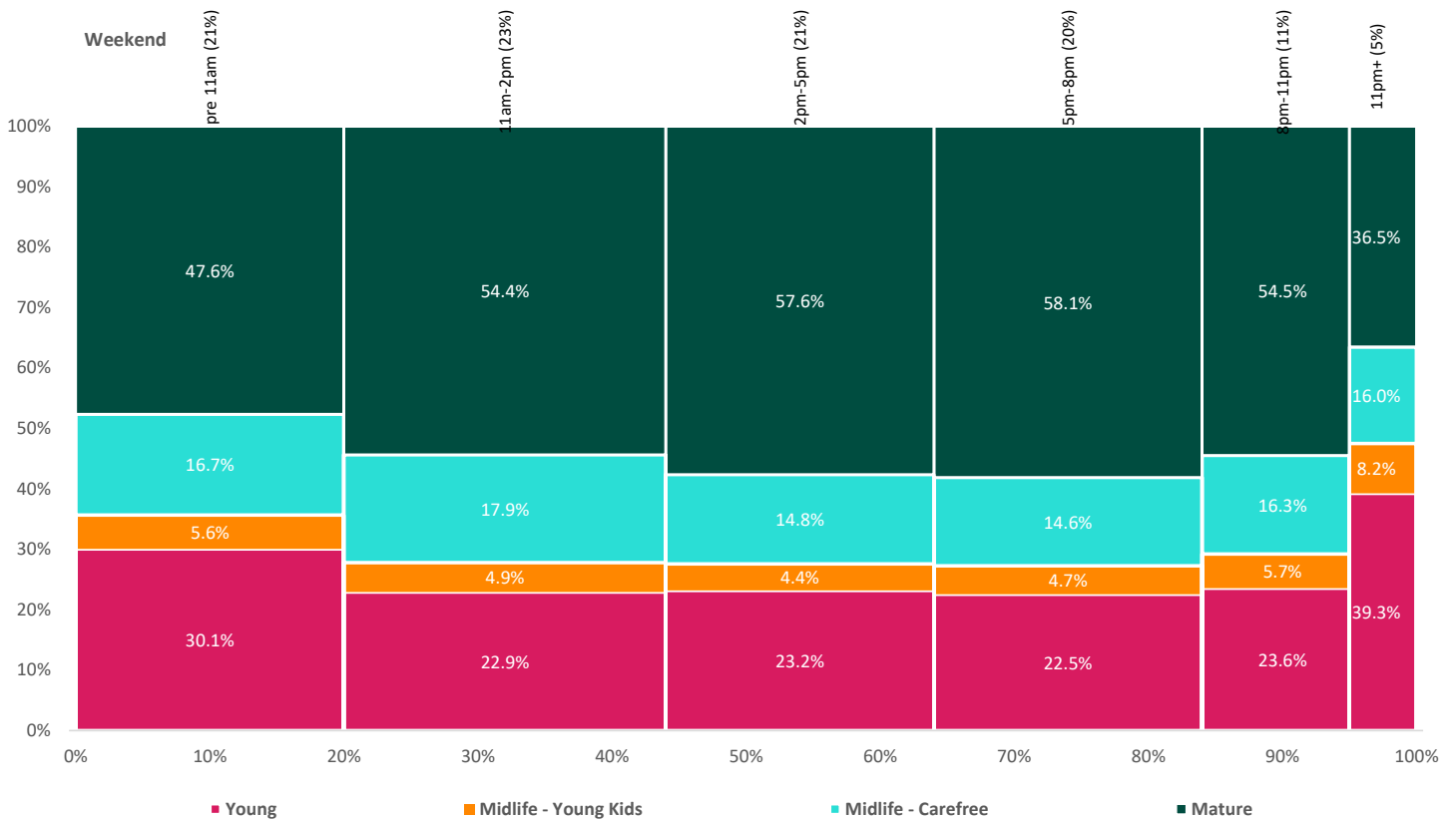


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## Time of Day by Polaris: Weekday (Monday to Friday)



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



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

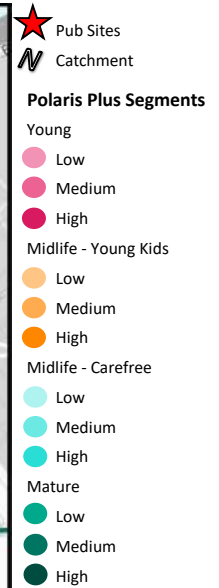


- Pub Sites
- Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	1,651	7,693	167,680	143	149	148
Midlife - Young Kids	0	77	38,390	0	4	85
Midlife - Carefree	350	1,844	53,179	53	62	81
Mature	2,113	8,718	146,556	114	105	80
<b>Not Private Households</b>	72	378	6,873	131	154	127
<b>Total</b>	4,186	18,710	412,678			

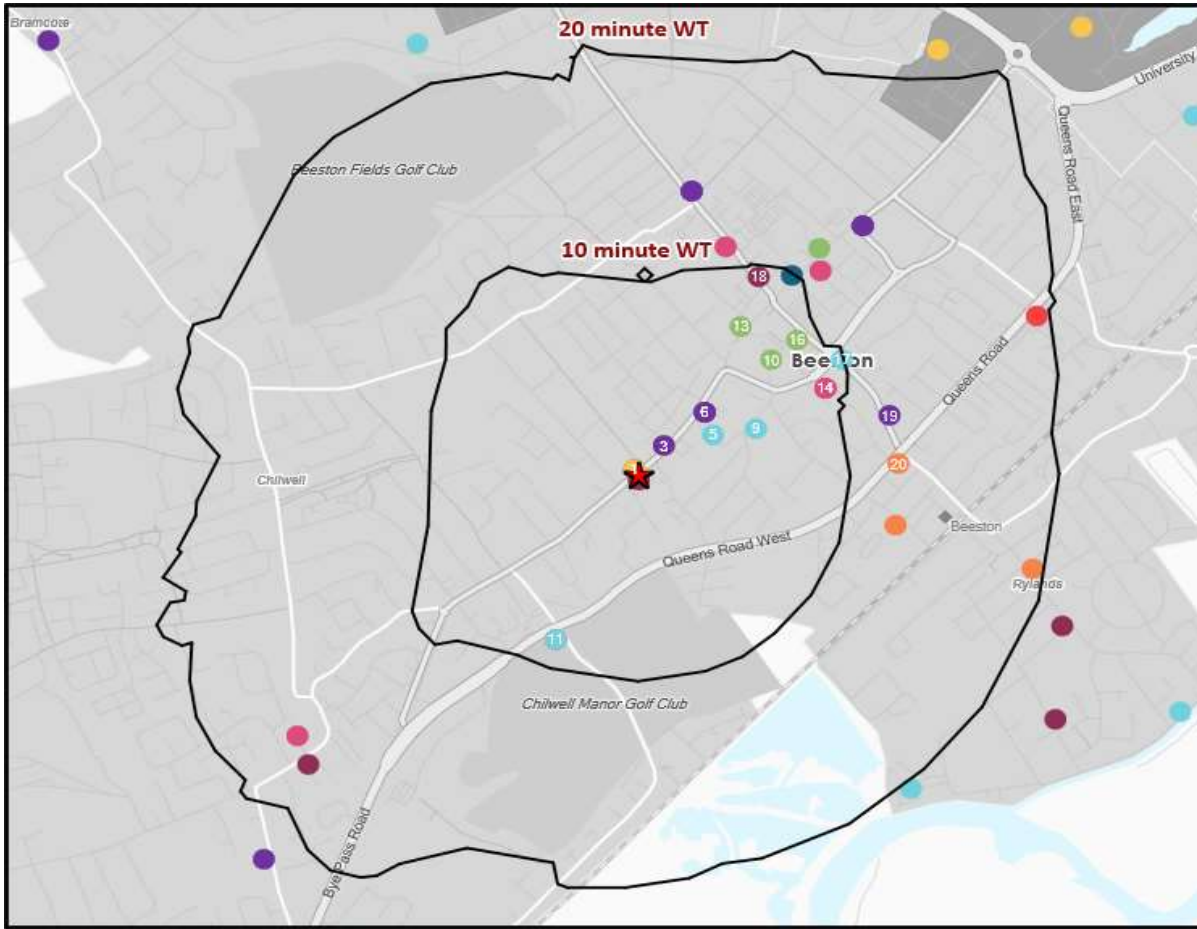


**Polaris Plus Profile by Catchment**

\*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	14	297	59,250	3	16	146
Medium	814	4,571	89,540	177	223	198
High	823	2,825	18,890	292	224	68
<b>Midlife - Young Kids</b>						
Low	0	0	31,990	0	0	141
Medium	0	77	6,101	0	10	34
High	0	0	299	0	0	6
<b>Midlife - Carefree</b>						
Low	117	1,261	30,068	66	160	173
Medium	180	268	13,775	60	20	47
High	53	315	9,336	28	38	51
<b>Mature</b>						
Low	166	1,164	38,650	29	45	68
Medium	806	4,639	56,259	123	158	87
High	1,141	2,915	51,647	182	104	83
<b>Not Private Households</b>	72	378	6,873	131	154	127
<b>Total</b>	4,186	18,710	412,678			





- 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

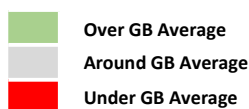
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Chequers Inn	NG 9 4AF	Star Pubs & Bars	Premium Local	0.0
1	Hop Pole	NG 9 4AE	Star Pubs & Bars	Premium Local	0.0
1	Berliner	NG 9 4AE	Independent Free	High Street Pub	0.0
3	Bar	NG 9 1ES	Independent Free	High Street Pub	0.1
3	Cottage Balti Restaurant	NG 9 1ES	Independent Free	Restaurants	0.1
5	Royal British Legion Club	NG 9 1EL	Independent Free	Clubland	0.2
6	Totally Tapped	NG 9 1EH	Independent Free	High Street Pub	0.2
6	Sora	NG 9 1EH	Independent Free	Restaurants	0.2
6	Lounge Bar And Restaurant	NG 9 1EH	Independent Free	Restaurants	0.2
9	Beeston Youth Community Centre	NG 9 1GL	Independent Free	Clubland	0.2
10	Crown Inn	NG 9 1FY	Everards	Circuit Bar	0.3
11	Bee Keeper	NG 9 5AE	Greene King	Family Pub Dining	0.3
11	Chilwell Manor Golf Club	NG 9 5AE	Independent Free	Clubland	0.3
13	Last Post	NG 9 1AA	Wetherspoons GB	Circuit Bar	0.3
14	Star Inn	NG 9 1FX	Star Pubs & Bars	Family Pub Dining	0.4
14	White Lion	NG 9 1FX	Star Pubs & Bars	Family Pub Dining	0.4
16	Beeston Social	NG 9 2WJ	FletcherGate Industries	Circuit Bar	0.4
17	Beeston Ex-Servicemens Club	NG 9 2AW	Independent Free	Clubland	0.4
18	Cricketers	NG 9 2NR	Stonegate Pub Company	Premium Local	0.4
19	Amore Pizzeria	NG 9 2AZ	Independent Free	Restaurants	0.5
20	Hylands Hotel	NG 9 1JB	Independent Free	Hotel	0.5

# Per Pub Analysis - Chequers Inn Nottingham



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,186	18,710	412,678
Number of Competition Pubs	14	19	500
Adults 18+ per Competition Pub	299	985	825

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	561	13.4%	166
Circuit Bar	3	106	2.5%	62
Community Pub	0	383	9.1%	48
Craft Led	0	256	6.1%	177
Great Pub Great Food	0	1,198	28.6%	162
High Street Pub	3	436	10.4%	57
Premium Local	2	877	21.0%	127

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	2,190	11.7%	145
Circuit Bar	4	649	3.5%	86
Community Pub	0	2,375	12.7%	66
Craft Led	0	1,154	6.2%	178
Great Pub Great Food	0	4,274	22.8%	129
High Street Pub	3	2,657	14.2%	77
Premium Local	4	3,505	18.7%	114

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	60	33,897	8.2%	102
Circuit Bar	48	21,165	5.1%	126
Community Pub	59	79,275	19.2%	100
Craft Led	0	19,461	4.7%	136
Great Pub Great Food	27	62,996	15.3%	86
High Street Pub	74	81,186	19.7%	107
Premium Local	51	63,982	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.

	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	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good and looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></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			