

Catchment Summary - Peacock Hotel Nottingham



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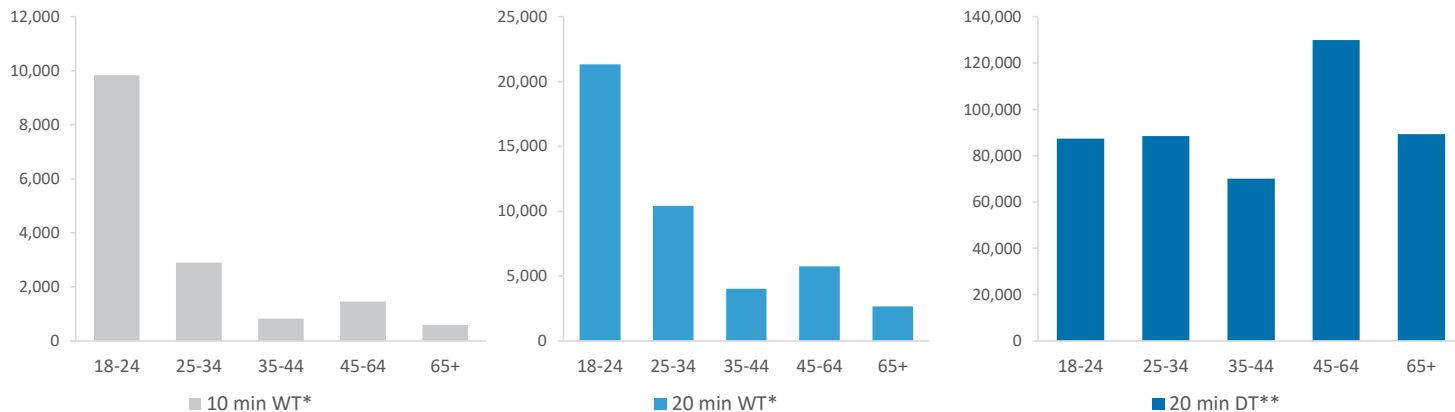
	Over GB Average
	Around GB Average
	Under GB Average

*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**	
Population	16,561	48,632	585,289	313	334	154	
Adults 18+	15,601	44,137	465,374	358	247	156	
Competition Pubs	62	155	499	413	484	138	
Adults 18+ per Competition Pub	252	285	933	30	34	113	
% Adults Likely to Drink	78.4%	80.0%	81.8%	95	97	99	
Affluence	Low	78.0%	76.8%	33.9%	304	299	132
	Medium	7.2%	8.1%	41.1%	18	21	104
	High	1.9%	9.0%	23.3%	6	27	69
Age Profile	18-24	9,834	21,323	87,433	732	541	184
	25-34	2,903	10,411	88,573	132	161	114
	35-44	825	4,019	70,083	39	64	93
	45-64	1,452	5,743	130,004	34	46	87
	65+	587	2,641	89,281	19	28	80

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



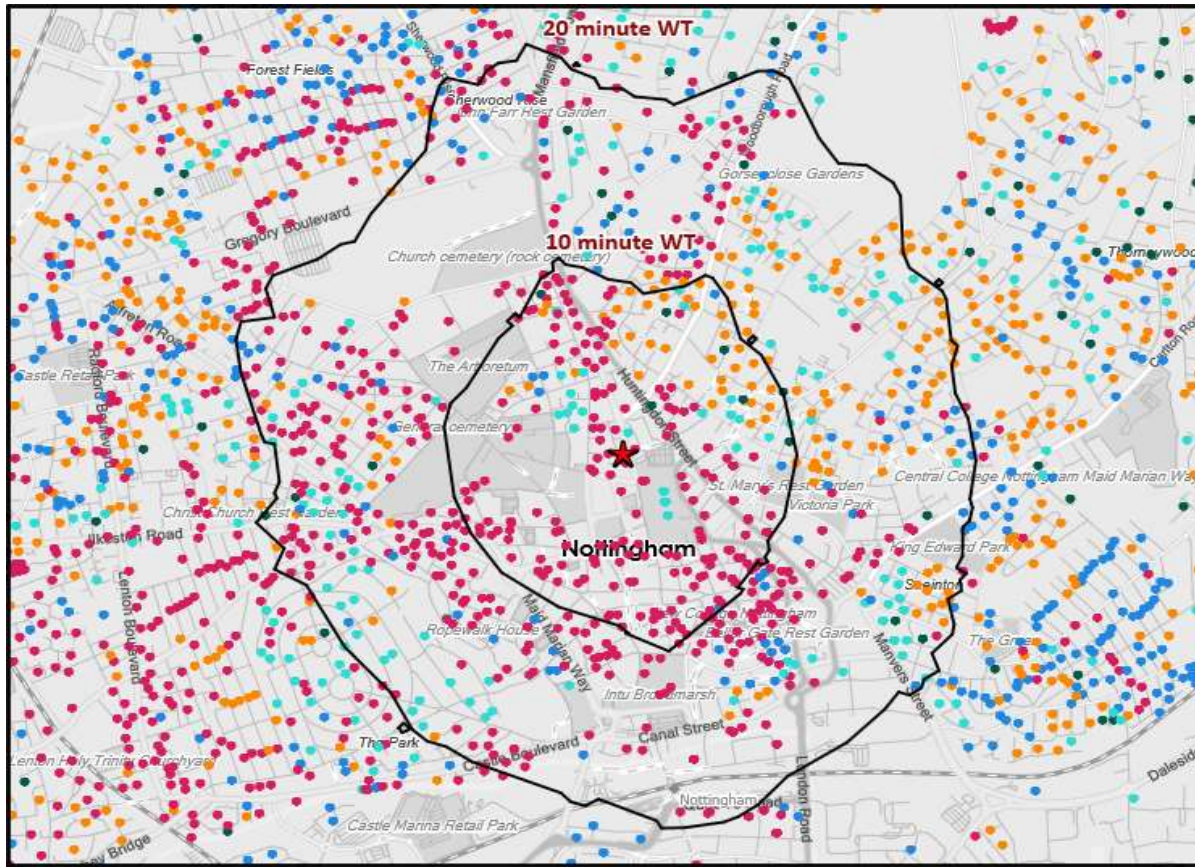
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	8,776 (53%)	26,306 (54%)	294,682 (50%)	107	109	102
	Female	7,785 (47%)	22,326 (46%)	290,607 (50%)	93	91	98
Economic Status (16-74)	Employed: Full-time	2,939 (19%)	12,732 (29%)	161,721 (37%)	46	70	89
	Employed: Part-time	658 (4%)	2,639 (6%)	53,577 (12%)	33	47	95
	Self employed	451 (3%)	2,308 (5%)	31,153 (7%)	30	55	75
	Unemployed	291 (2%)	1,168 (3%)	12,368 (3%)	79	113	120
	Retired	408 (3%)	1,707 (4%)	51,666 (12%)	19	28	86
Other	10,781 (69%)	23,056 (53%)	125,036 (29%)	352	268	146	
Total Worker Count	13,677	38,273	228,672				

See the Glossary page for further information on the above variables

Polaris Summary - Peacock Hotel Nottingham



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- ★ 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

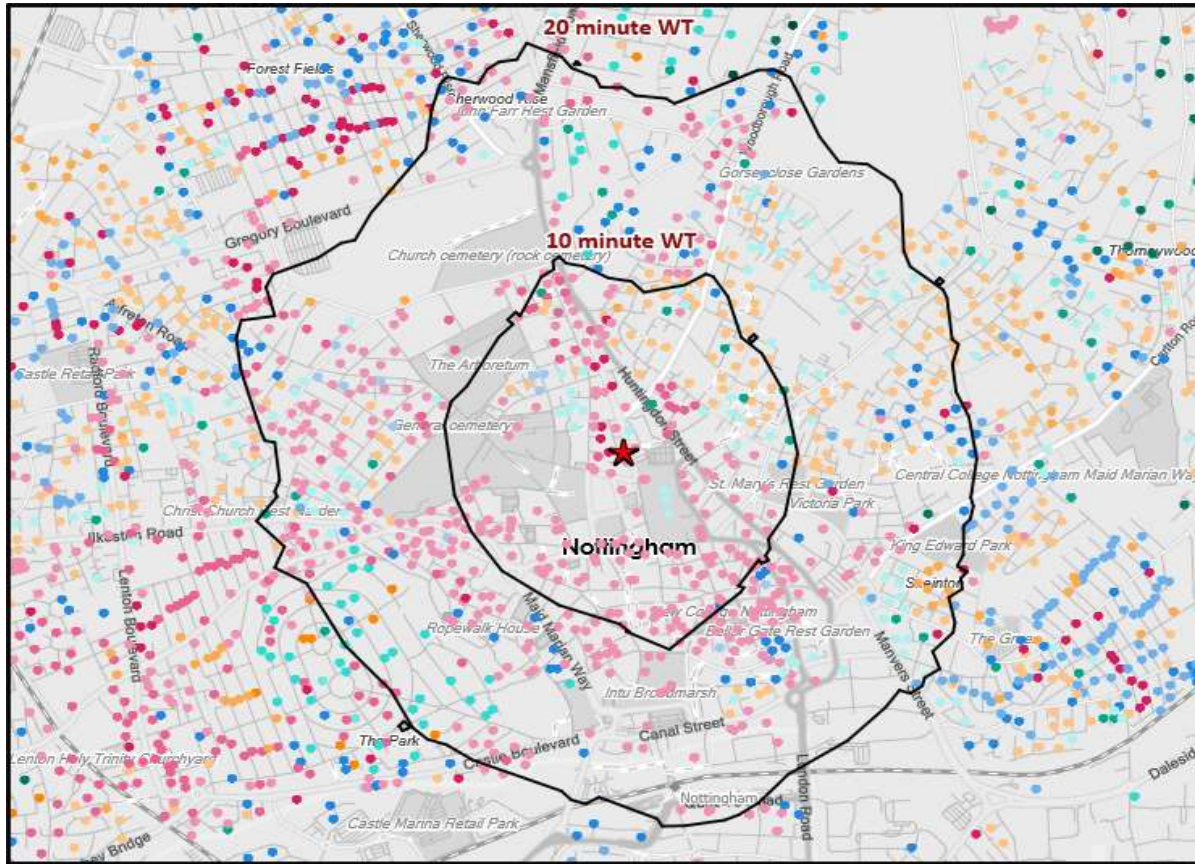
*WT= Walktime, **DT= Drivetime

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	9,999	27,187	77,671	718	690	187
Young Adult - Showing I'm Cool	245	3,419	45,138	17	84	105
Midlife - Young Kids	1,182	4,819	142,599	24	35	98
Midlife - Carefree	1,985	5,553	81,958	60	60	84
Mature	171	453	110,115	4	4	85
Not Private Households	2,019	2,706	7,893	900	426	118
Total	15,601	44,137	465,374			

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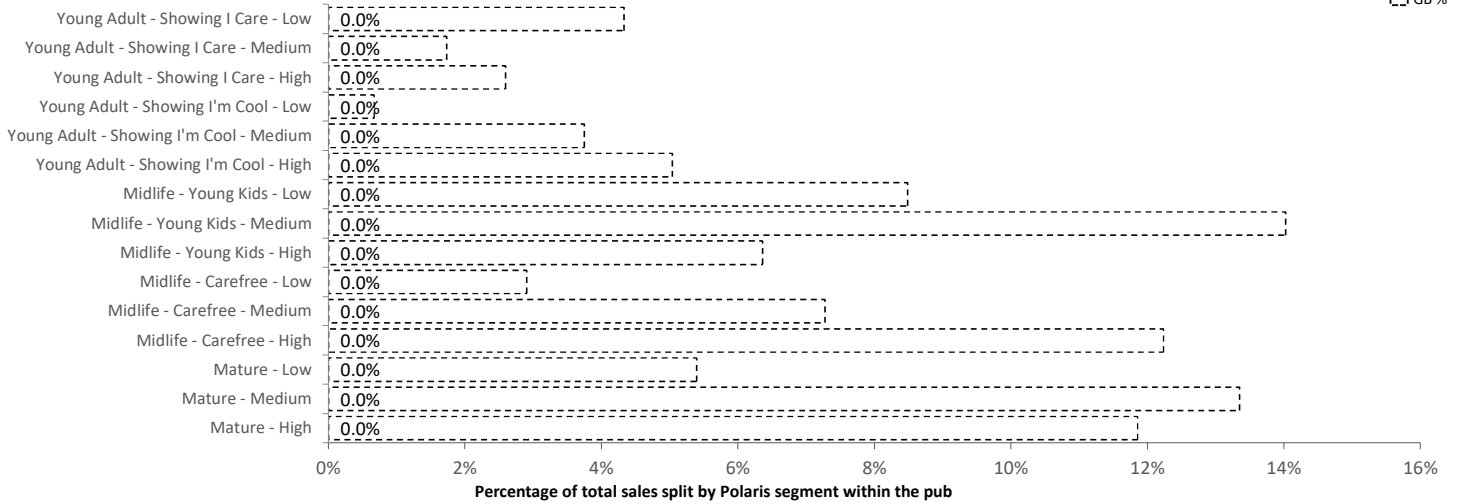
- ★ Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care**
 - Low
 - Medium
 - High
- Young Adult - Showing I'm Cool**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

Polaris Plus Profile by Catchment

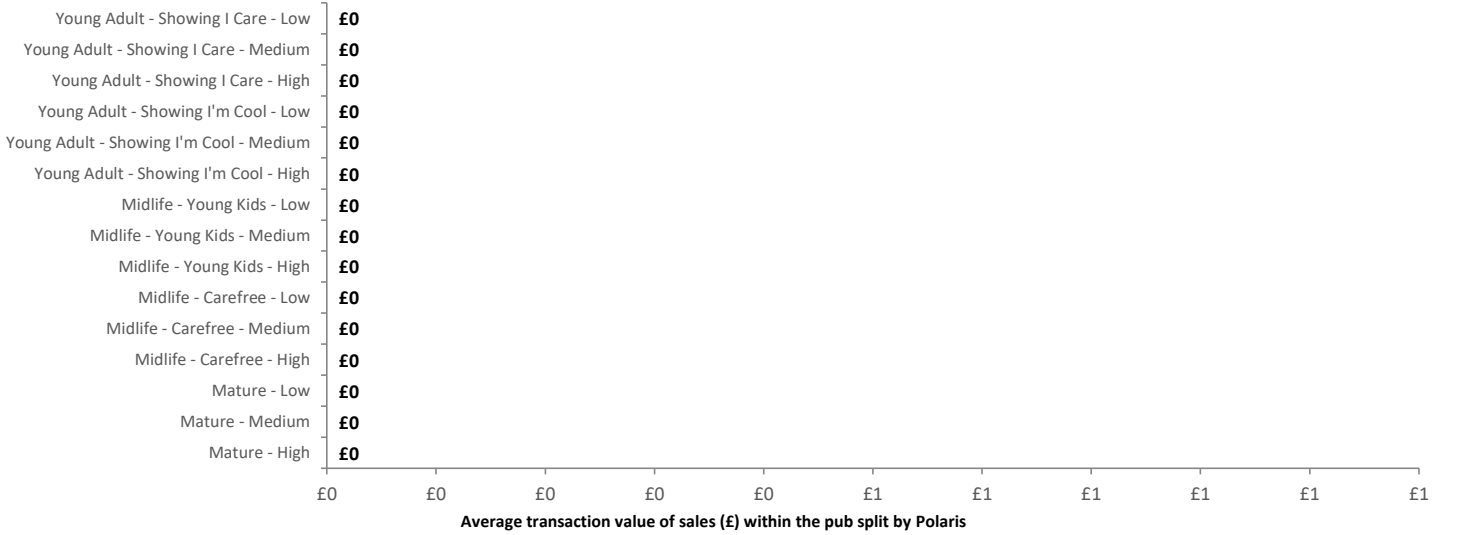
*WT= Walktime, **DT= Drivetime

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	8,667	23,821	45,704	1,325	1,287	234
Medium	1,115	2,963	13,439	524	492	212
High	217	403	18,528	41	27	118
Young Adult - Showing I'm Cool						
Low	167	703	1,041	104	155	22
Medium	0	262	20,339	0	16	118
High	78	2,454	23,758	11	124	114
Midlife - Young Kids						
Low	1,180	4,361	69,259	68	89	134
Medium	2	350	59,519	0	5	86
High	0	108	13,821	0	5	55
Midlife - Carefree						
Low	1,985	4,565	18,671	374	304	118
Medium	0	0	35,075	0	0	112
High	0	988	28,212	0	20	56
Mature						
Low	171	439	23,085	18	17	84
Medium	0	14	62,989	0	0	107
High	0	0	24,041	0	0	55
Not Private Households	2,019	2,706	7,893	900	426	118
Total	15,601	44,137	465,374			

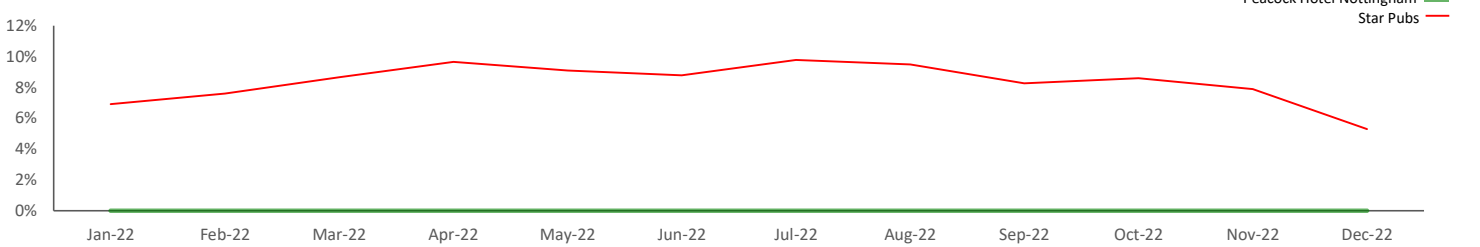
Spend by Polaris



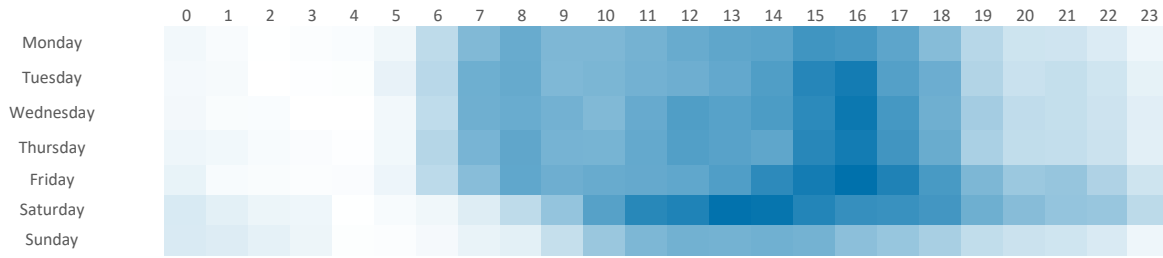
Average Transaction Values (£) by Polaris



Spend by Month

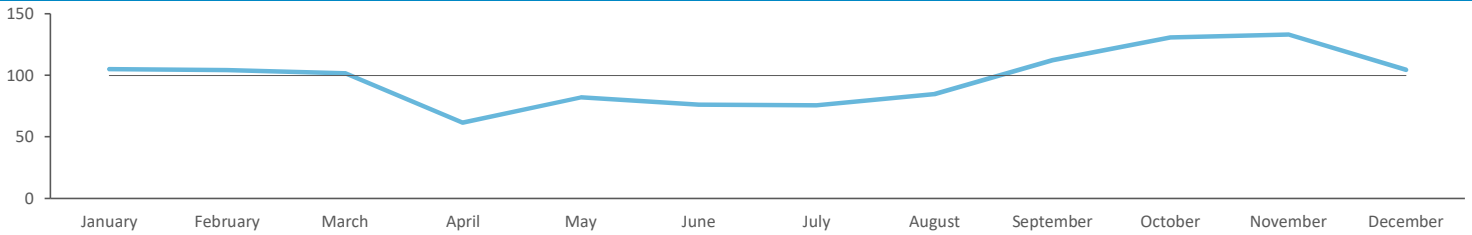


Time of Day/Day of Week



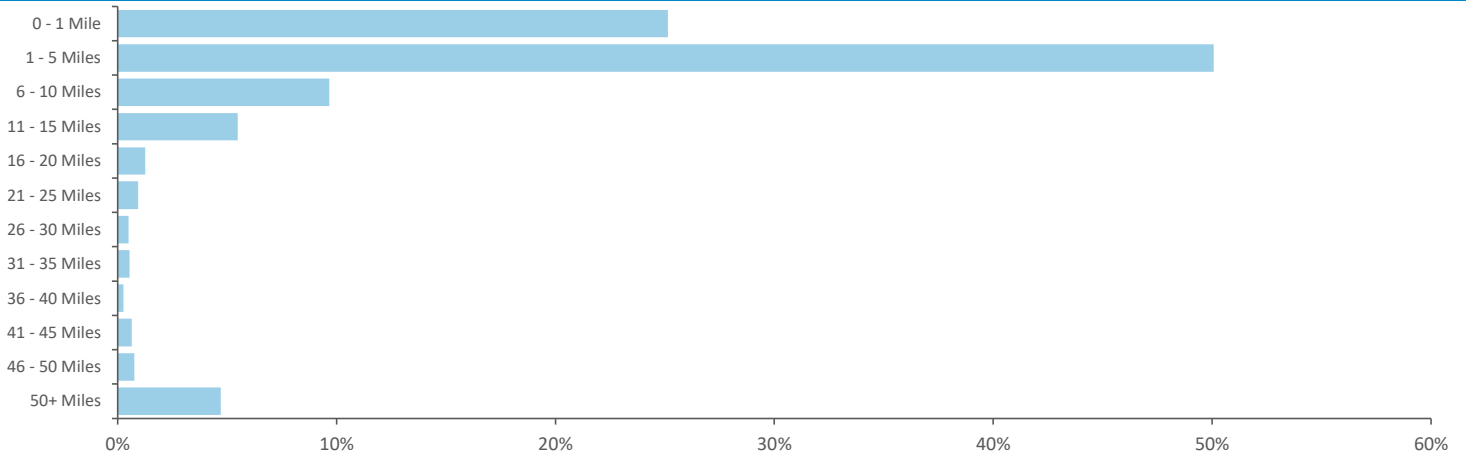
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



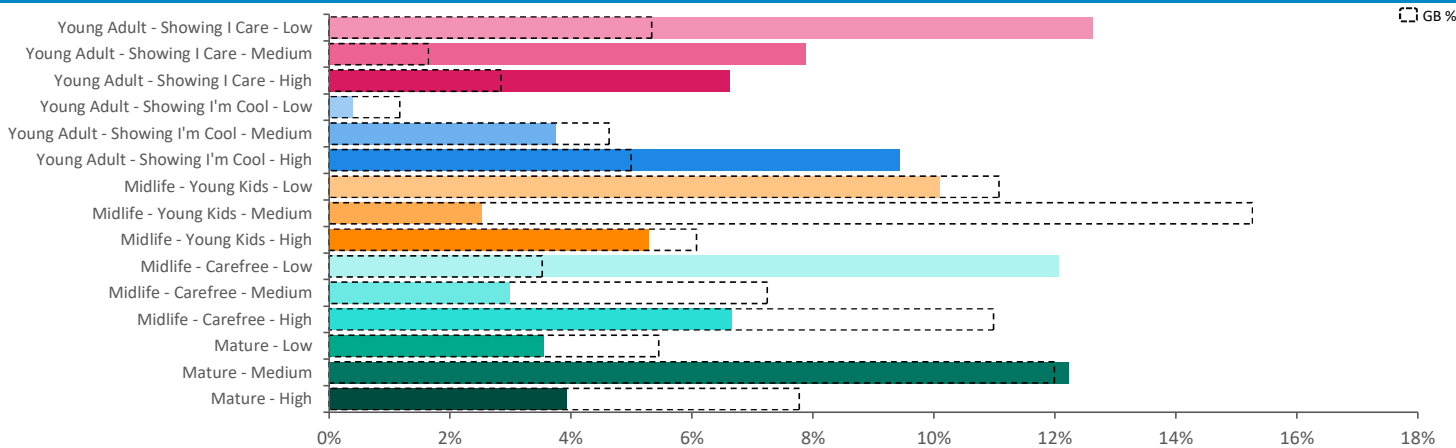
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

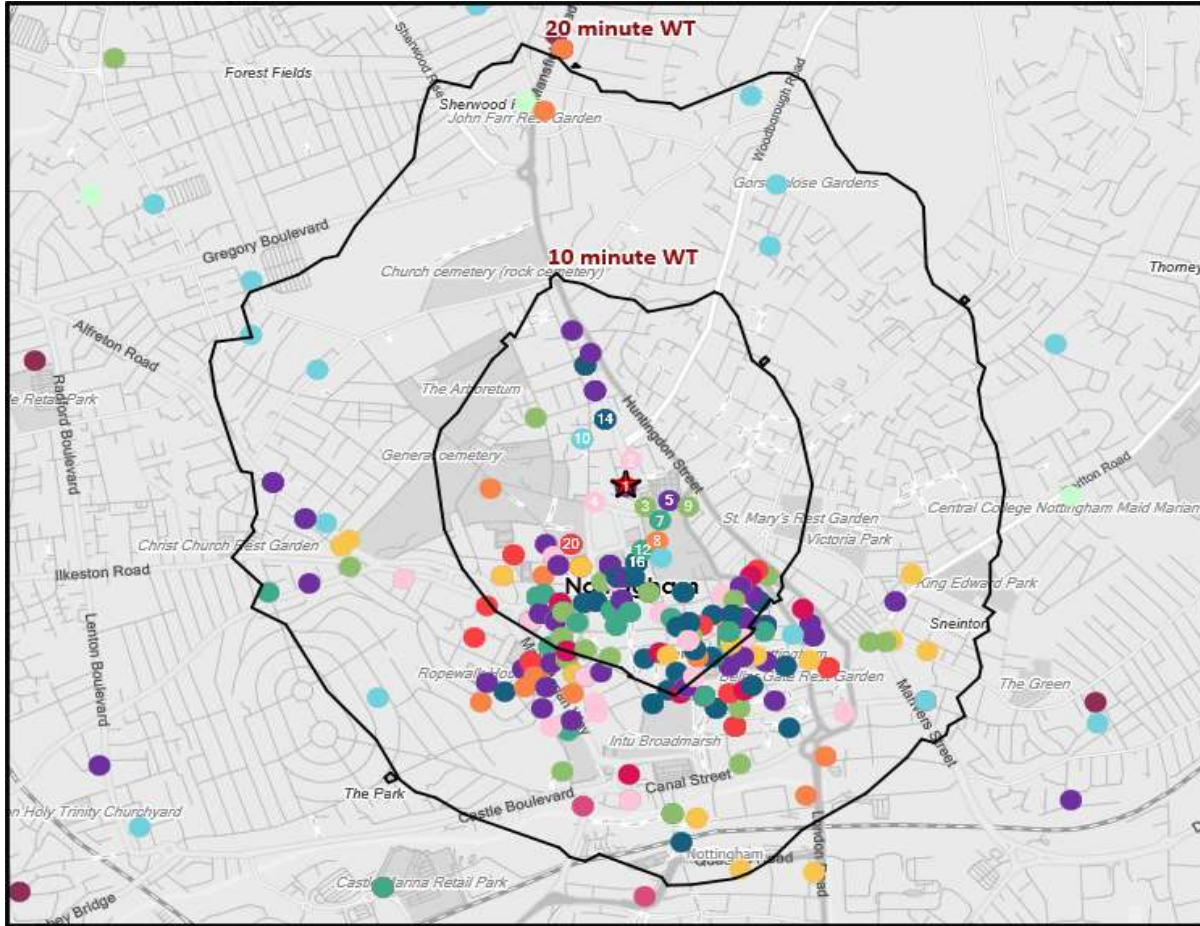


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

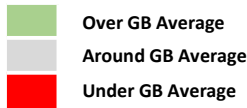
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Noor Jahan Restaurant	NG 1 3FB	Independent Free	Restaurants	0.0
2	Rose Of England	NG 1 3GY	Star Pubs & Bars	GPGF	0.1
3	Six Barrel Drafhthouse	NG 1 3GX	Star Pubs & Bars	Circuit Bar	0.1
4	Playwright 38	NG 1 4FQ	Wells & Co	GPGF	0.1
5	Eds Easy Diner	NG 1 3QN	Boparan Restaurant Group	Casual Dining	0.1
5	Cafe Rizzoli	NG 1 3QN	Independent Free	Restaurants	0.1
7	Nottingham Street Food Club	NG 1 3QP	Independent Free	Casual Dining	0.1
8	Hilton Hotel	NG 1 3PZ	Hilton Group	Hotel	0.1
9	New Foresters	NG 1 3LX	Trust Inns Limited	Circuit Bar	0.1
10	Hole In The Wall	NG 1 4EZ	Admiral Taverns Ltd	Circuit Bar	0.1
10	New Mechanics Social Club	NG 1 4EZ	Independent Free	Clubland	0.1
12	Cosmo	NG 1 3EN	Cosmo Group	Casual Dining	0.1
12	Le Bistrot Pierre	NG 1 3EN	Le Bistrot Pierre	Casual Dining	0.1
14	13Th Element	NG 1 3FN	Independent Free	Restaurants	0.2
14	Hive	NG 1 3FN	Independent Free	ABOS	0.2
16	Moo Burger	NG 1 4AF	*Other Small Retail Groups	Casual Dining	0.2
16	Son Of Steak	NG 1 4AF	Mitchells & Butlers	Casual Dining	0.2
16	Glass House	NG 1 4AF	Curious Venues Ltd	ABOS	0.2
16	Another Wine Bar	NG 1 4AF	Independent Free	ABOS	0.2
20	Nottingham Trent University	NG 1 4BU	Independent Free	ABOS	0.2

Per Pub Analysis - Peacock Hotel 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+	15,601	44,137	465,374
Number of Competition Pubs	62	155	499
Adults 18+ per Competition Pub	252	285	933

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,187	7.6%	75
Circuit Bar	1,243	8.0%	217
Community Pub	3,463	22.2%	128
Craft Led	653	4.2%	132
Great Pub Great Food	506	3.2%	17
High Street Pub	3,663	23.5%	135
Premium Local	883	5.7%	32

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	4,324	9.8%	96
Circuit Bar	3,509	7.9%	217
Community Pub	10,360	23.5%	135
Craft Led	2,191	5.0%	157
Great Pub Great Food	2,776	6.3%	33
High Street Pub	10,786	24.4%	141
Premium Local	2,921	6.6%	38

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	46,588	10.0%	98
Circuit Bar	19,358	4.2%	113
Community Pub	92,621	19.9%	115
Craft Led	17,722	3.8%	120
Great Pub Great Food	70,232	15.1%	79
High Street Pub	92,657	19.9%	115
Premium Local	64,557	13.9%	79

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"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."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed black; padding: 5px;"> 55+ year olds <i>"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"</i> </td> </tr> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Product needs</td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> 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 </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer insight	18-34 year olds Conscious choices on sustainability and health <i>"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."</i>	18-34 year olds Looking good and discovering what's new <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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.																			