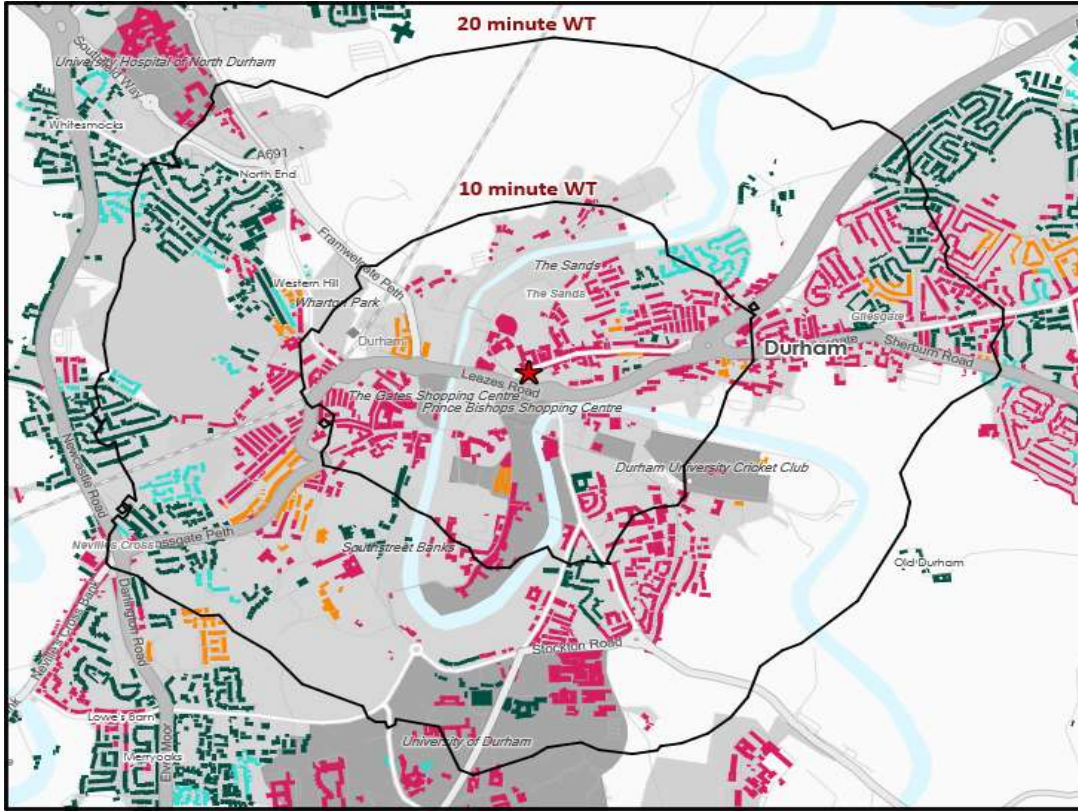


Catchment Summary - Big Jug Durham

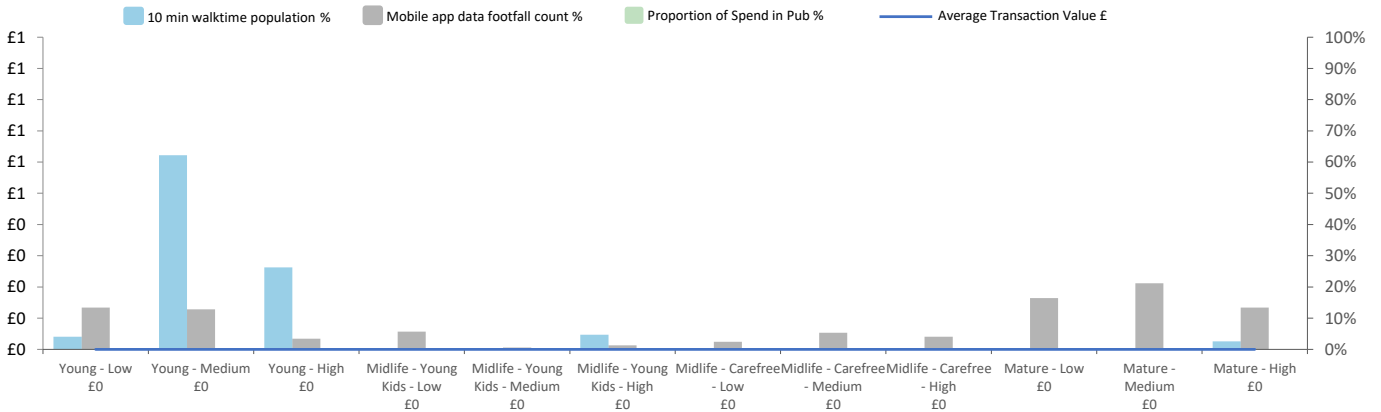
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Ship To	Name	Postcode	Operator	Segment	Sparsity
839537	Big Jug Durham	DH 1 1RG	Star Pubs & Bars	Circuit Bar	8



- 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 - Big Jug Durham

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

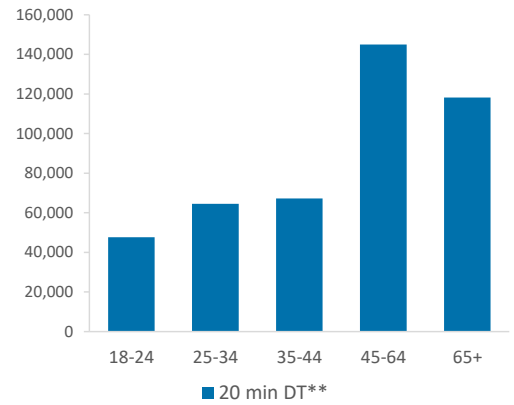
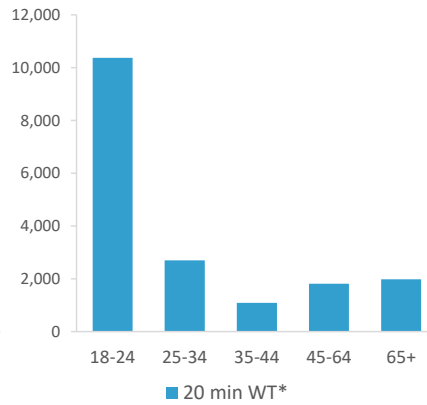
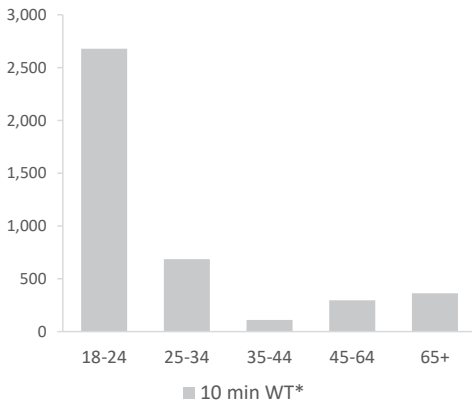
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,274	19,234	547,261	80	104	125
Adults 18+	4,135	17,957	442,631	92	118	127
Competition Pubs	42	65	552	233	181	133
Adults 18+ per Competition Pub	98	276	802	11	32	93
% Adults Likely to Drink	83.4%	82.8%	77.0%	109	109	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	4.1%	7.8%	51.3%	12	23	154
	Medium	62.2%	48.6%	34.6%	163	127	91
	High	33.7%	33.8%	12.3%	123	124	45

*Affluence does not include Not Private Households

Age Profile	18-24	2,679	10,374	47,713	770	663	107
	25-34	686	2,696	64,490	120	105	88
	35-44	110	1,089	67,273	19	43	93
	45-64	297	1,813	144,992	27	37	103
	65+	363	1,985	118,163	44	54	112



	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	2,157 (50%)	9,788 (51%)	265,683 (49%)	103	104	99
	Female	2,117 (50%)	9,446 (49%)	281,578 (51%)	97	96	101
Economic Status (16+)	Employed: Full-time	342 (8%)	2,273 (13%)	148,886 (33%)	24	36	95
	Employed: Part-time	71 (2%)	658 (4%)	52,520 (12%)	14	30	97
	Self employed	97 (2%)	588 (3%)	26,907 (6%)	25	35	64
	Unemployed	30 (1%)	207 (1%)	12,593 (3%)	26	41	100
	Full-time student	474 (11%)	1,744 (10%)	9,107 (2%)	481	404	84
	Retired	378 (9%)	2,336 (13%)	112,123 (25%)	42	59	113
	Other	2,758 (66%)	10,368 (57%)	92,947 (20%)	382	327	117
Total Worker Count		6,911	11,792	241,684			

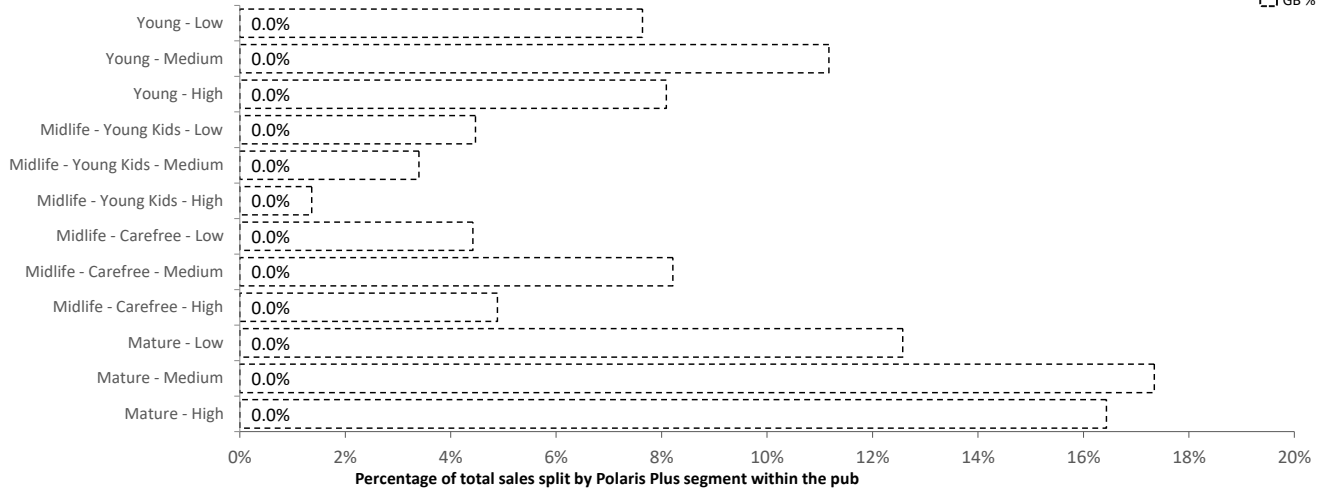
See the Glossary page for further information on the above variables

Transactional Data Summary - Big Jug Durham

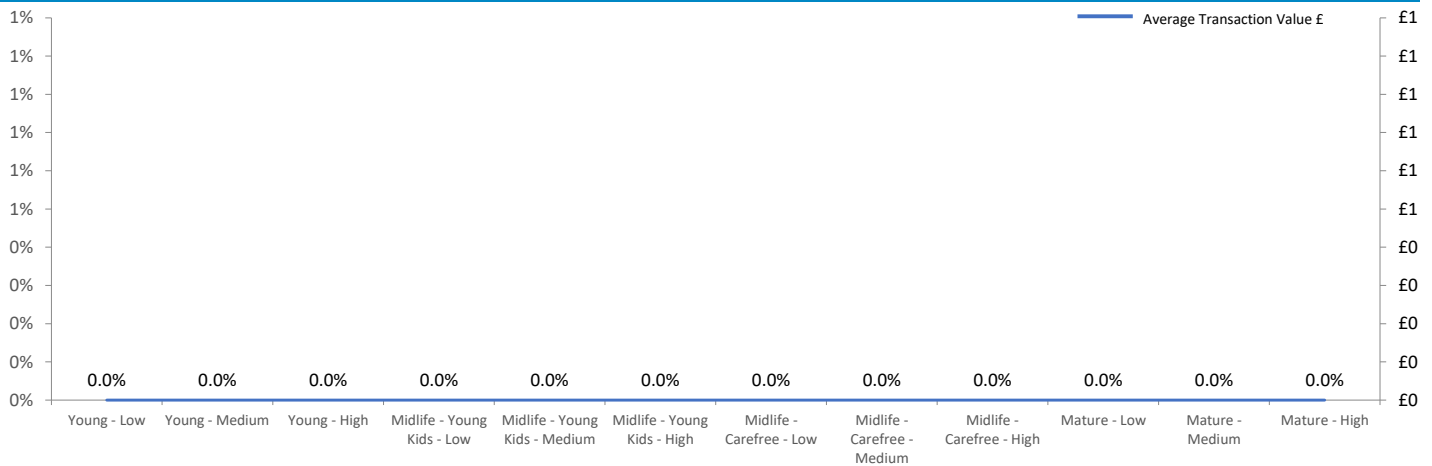


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Spend by Polaris Plus

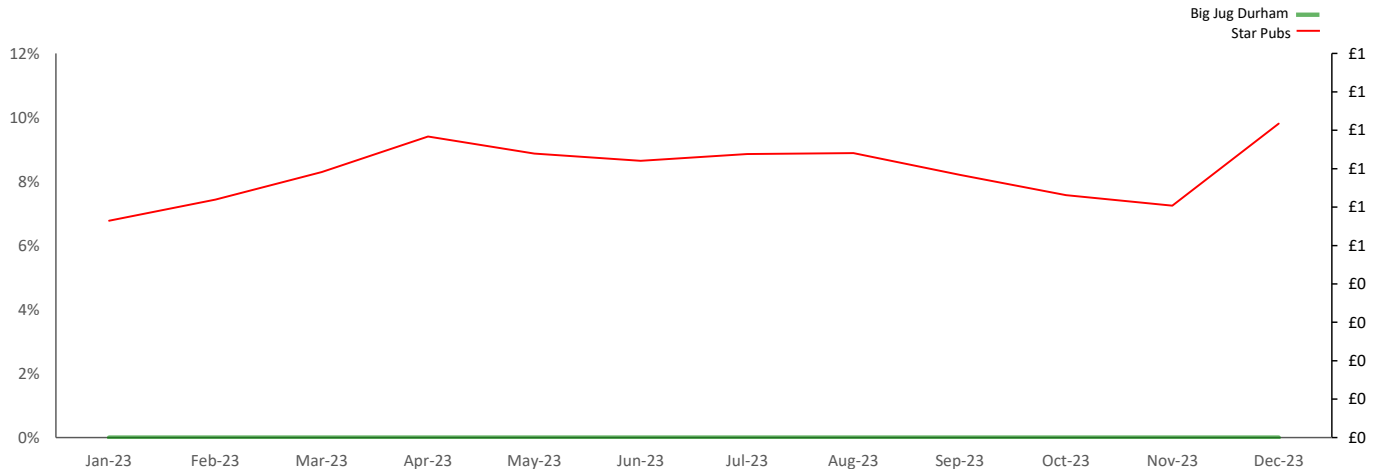


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



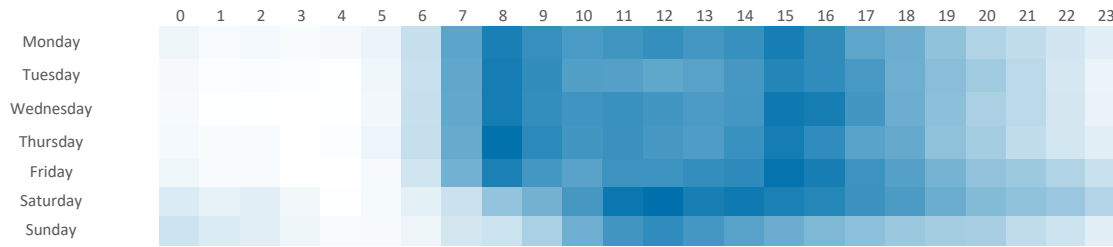
Seasonality of the spend split by month

Mobile Data Summary - Big Jug Durham



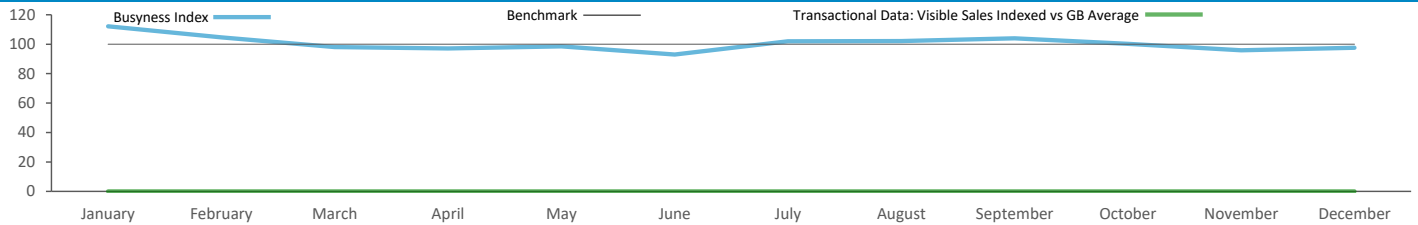
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Time of Day/Day of Week



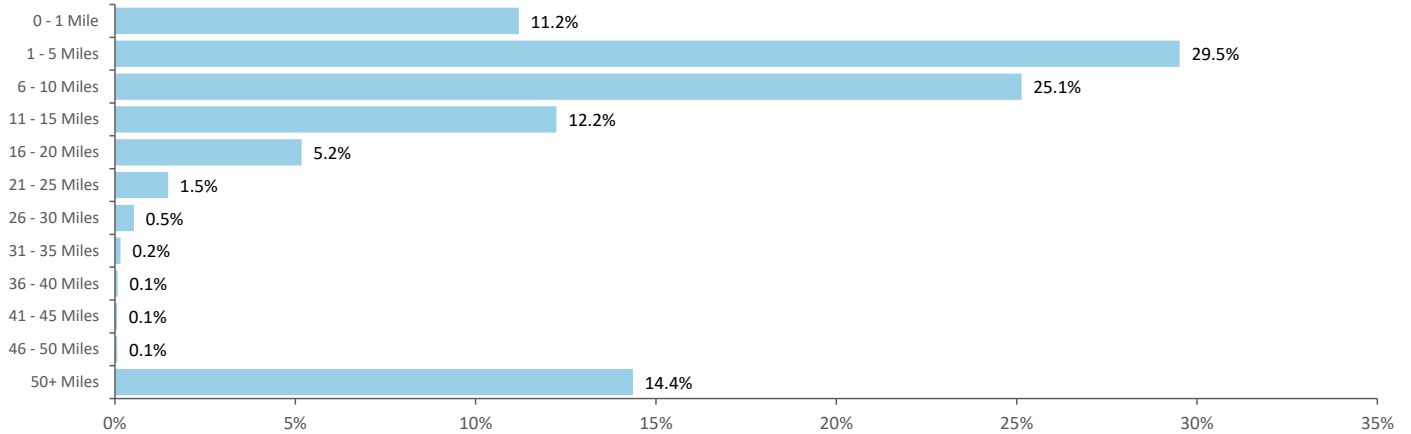
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

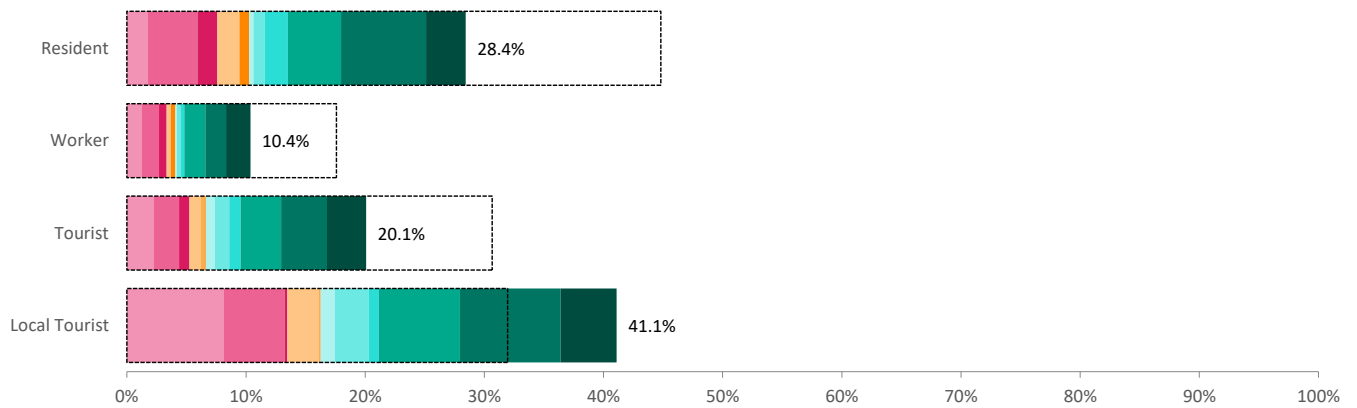
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB

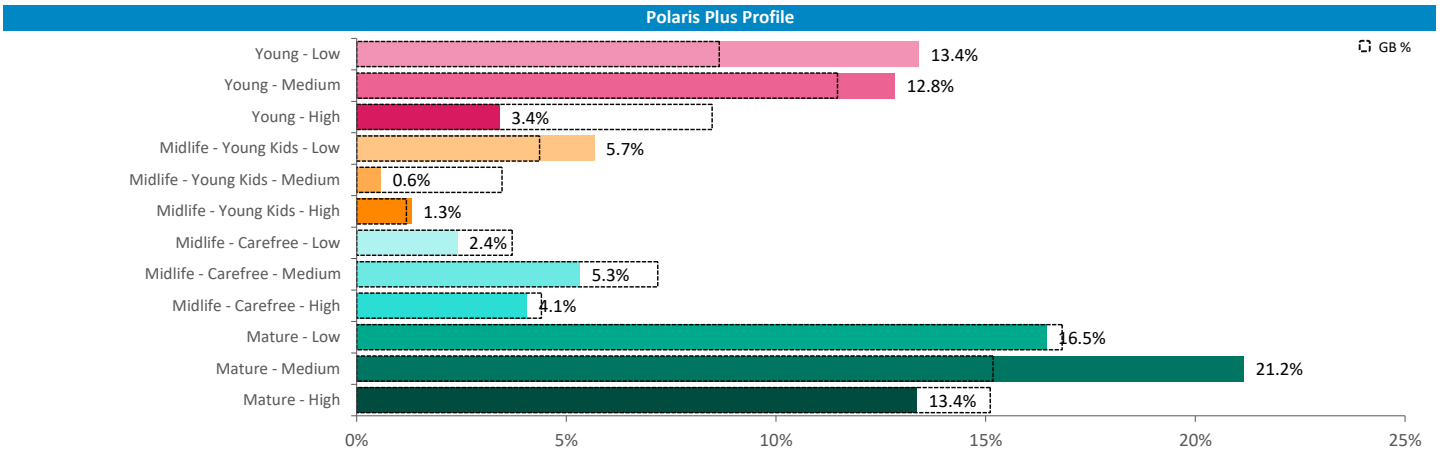


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

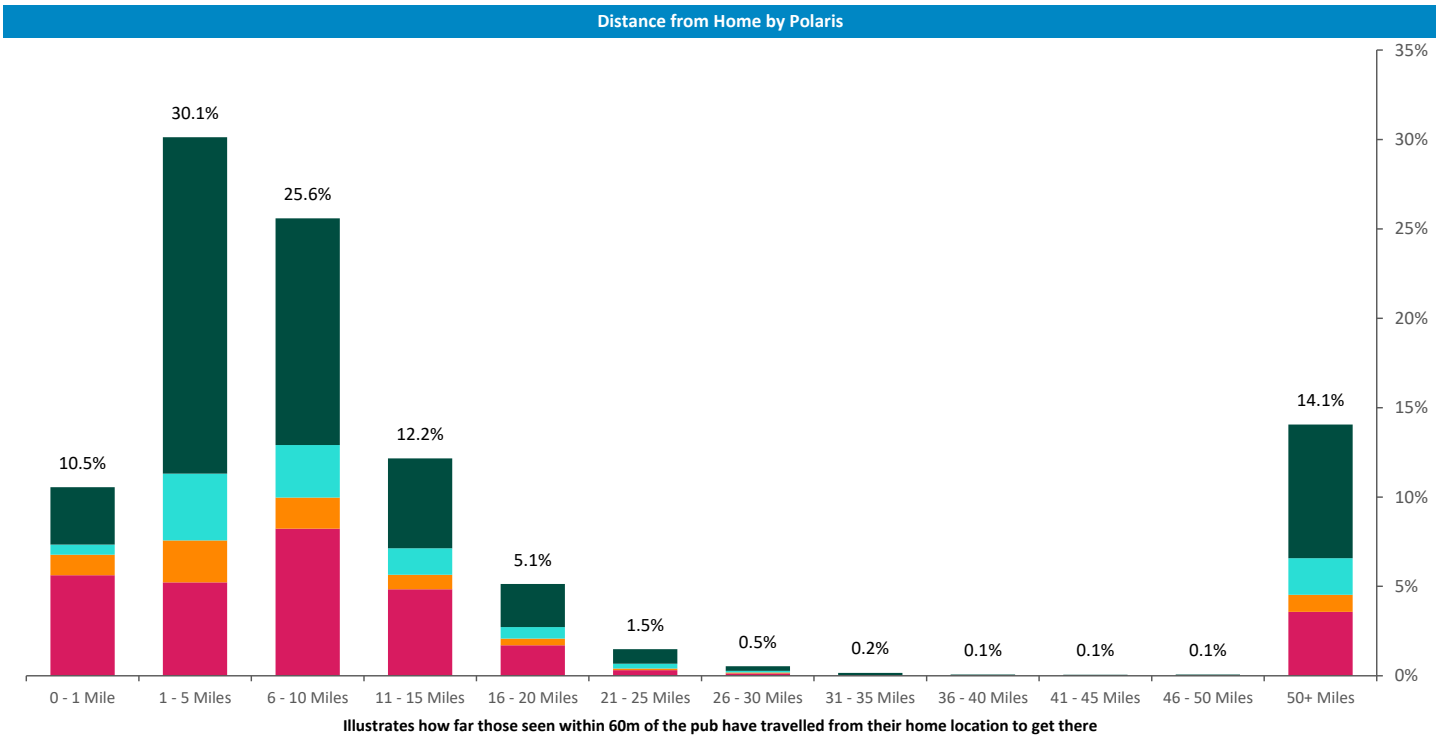
Mobile Data Summary - Big Jug Durham



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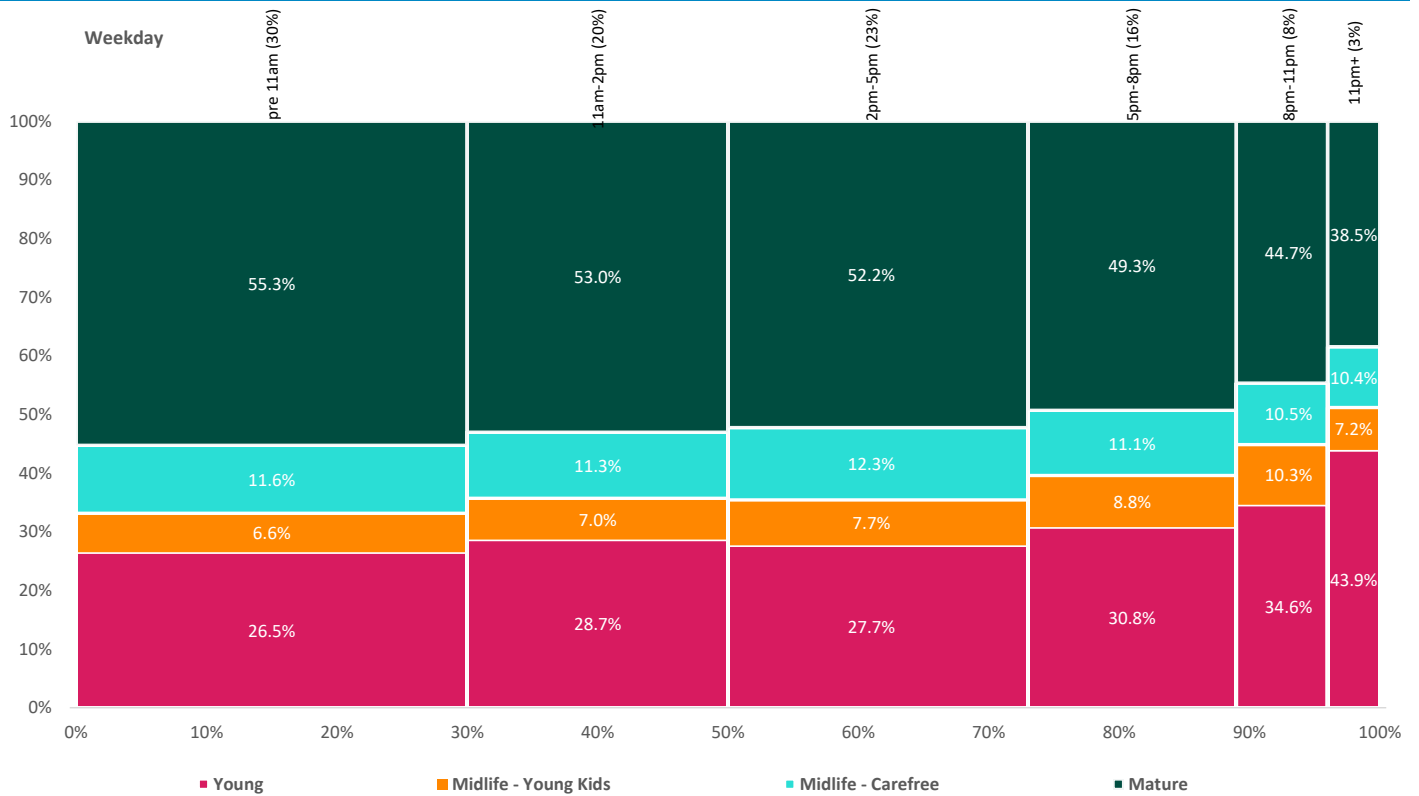
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



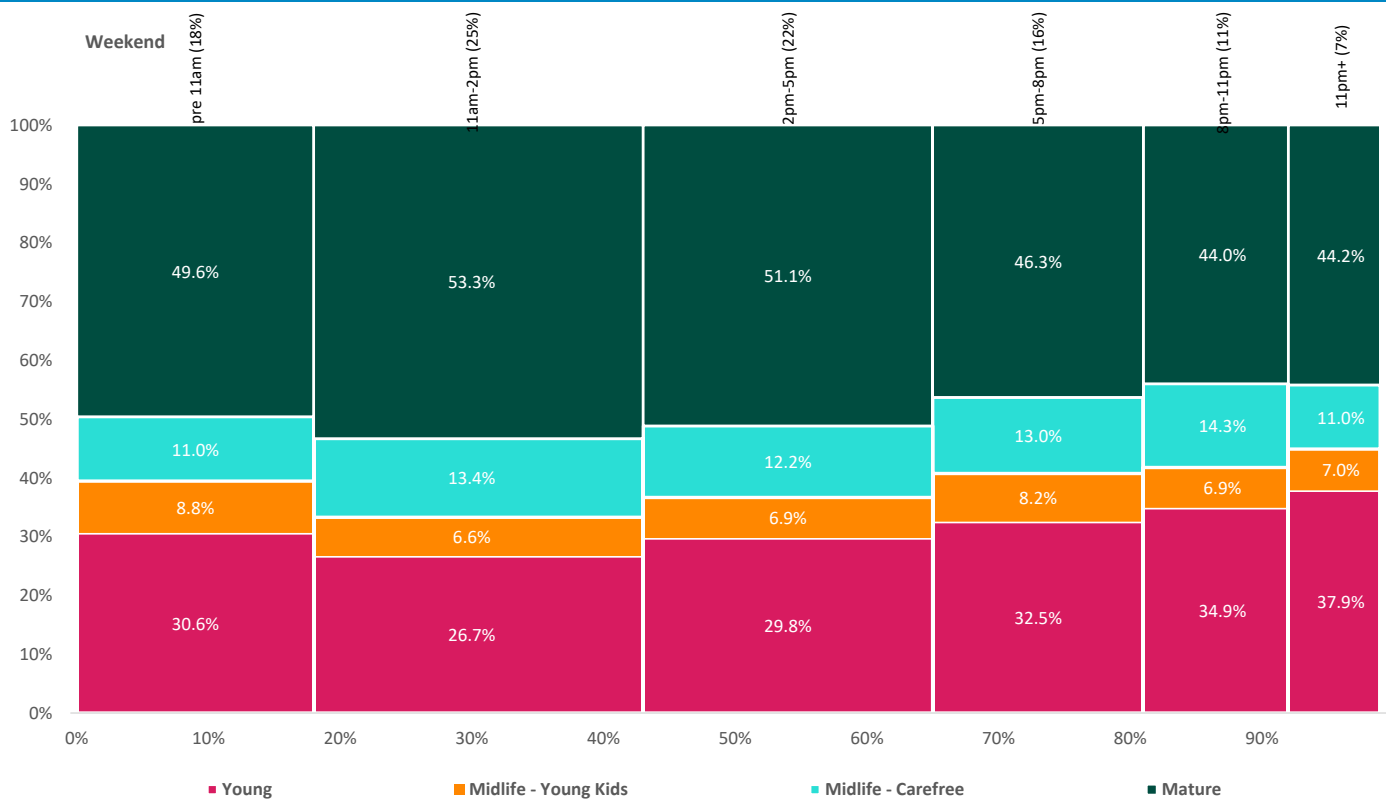
Mobile Data Summary - Big Jug Durham

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



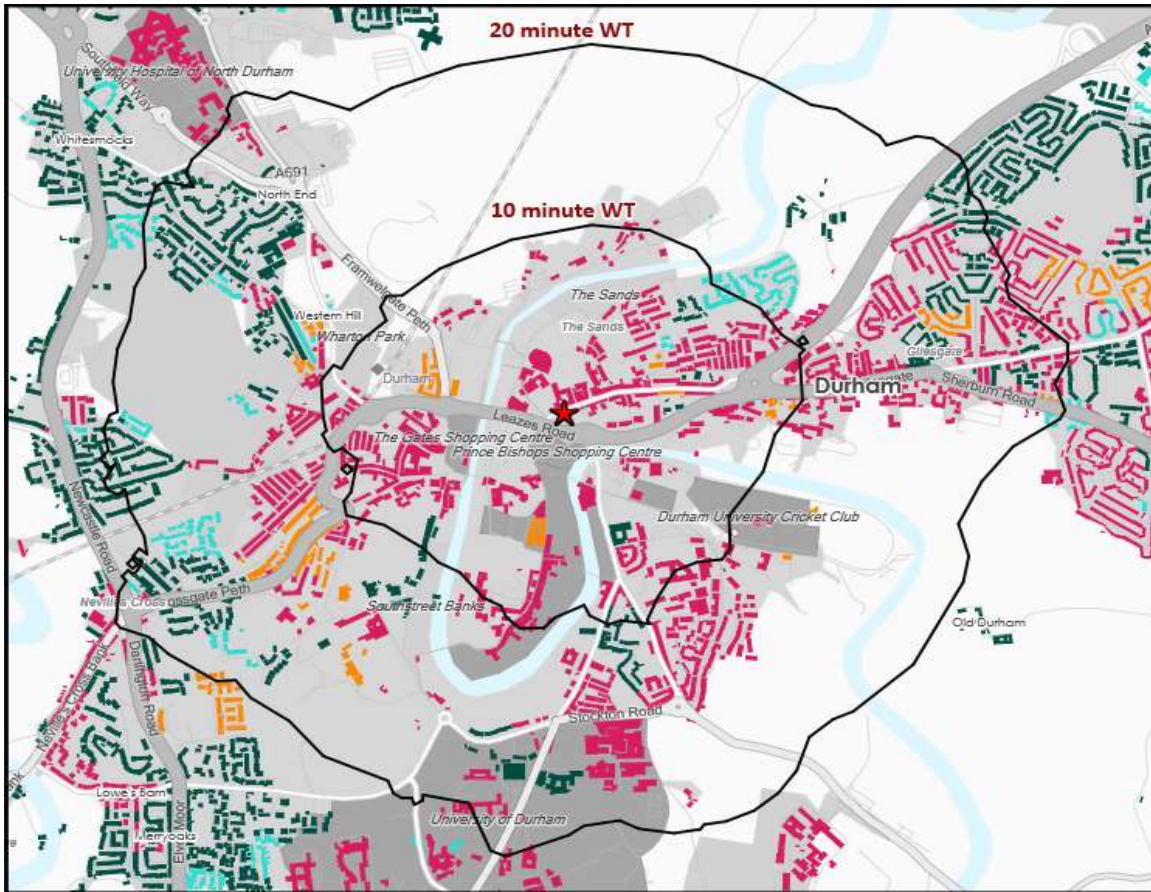
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Big Jug Durham



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

Polaris Profile by Catchment

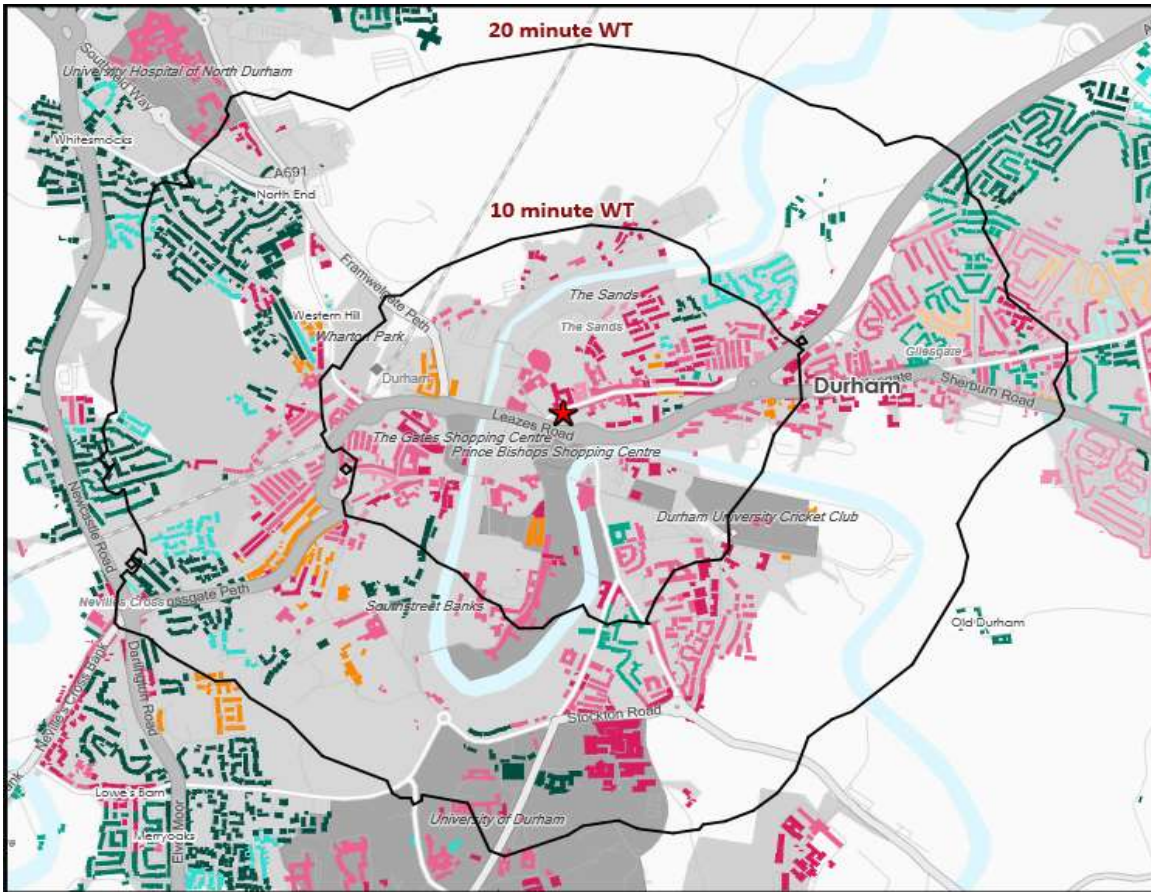
*WT= Walktime, **DT= Drivetime

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	3,826	11,939	155,246	336	242	127
Midlife - Young Kids	194	1,225	41,257	43	62	85
Midlife - Carefree	6	599	41,085	1	21	59
Mature	109	2,436	197,464	6	31	100
Not Private Households	0	1,758	7,579	0	746	130
Total	4,135	17,957	442,631			

Polaris Plus Summary - Big Jug Durham



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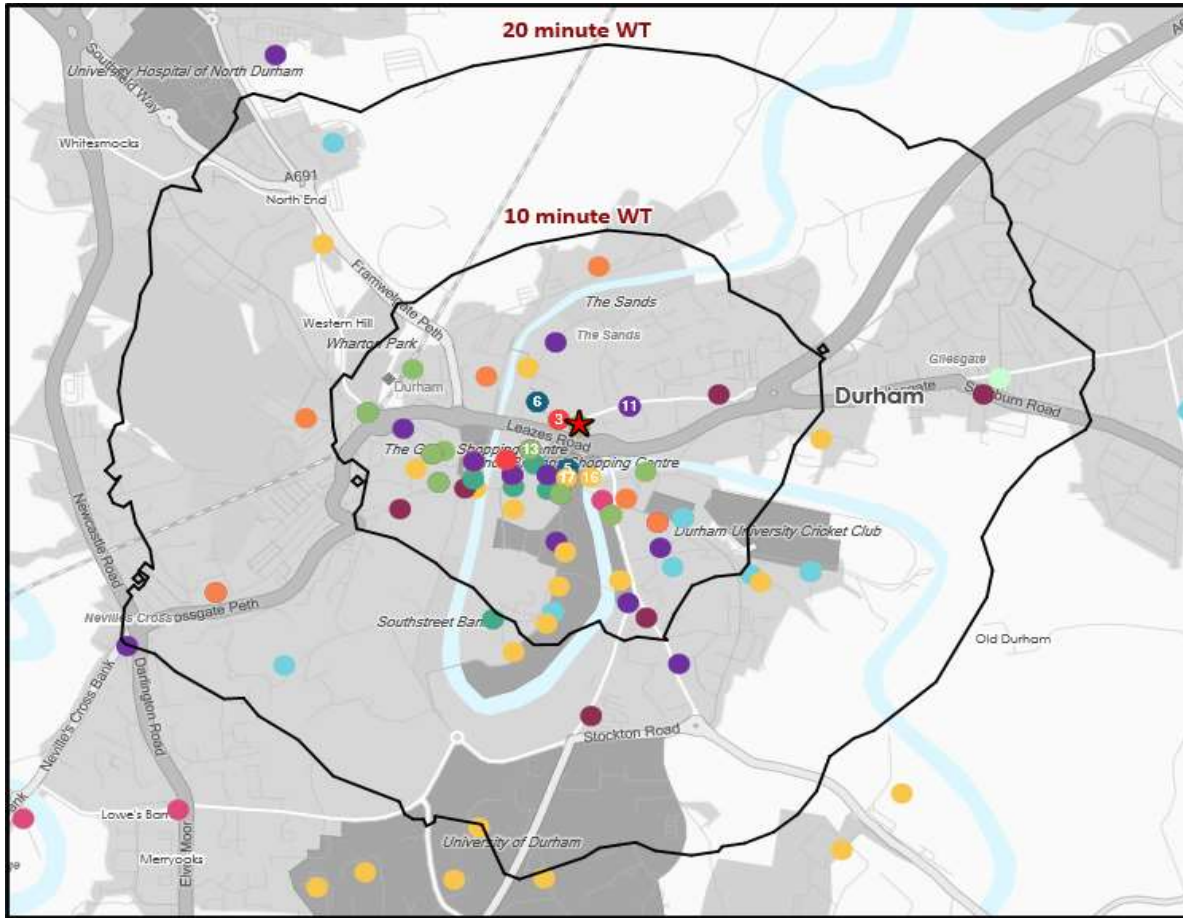


- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High
- Mature**
- Low
- Medium
- High

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	168	472	103,733	41	27	239
Medium	2,571	8,513	45,684	566	432	94
High	1,087	2,954	5,829	390	244	20
Midlife - Young Kids						
Low	0	85	38,512	0	9	159
Medium	0	0	1,128	0	0	6
High	194	1,140	1,617	420	568	33
Midlife - Carefree						
Low	0	0	12,614	0	0	68
Medium	0	35	20,982	0	3	66
High	6	564	7,489	3	71	38
Mature						
Low	2	846	72,407	0	34	119
Medium	0	179	85,470	0	6	123
High	107	1,411	39,587	17	52	60
Not Private Households	0	1,758	7,579	0	746	130
Total	4,135	17,957	442,631			

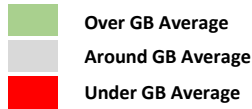


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Rock N Amigos	DH 1 1RG	Independent Free	Restaurants	0.0
0	Drunken Duck	DH 1 1RG	Independent Free	High Street Pub	0.0
0	Big Jug	DH 1 1RG	Star Pubs & Bars	Circuit Bar	0.0
3	Bishops Mill	DH 1 1WA	Wetherspoons GB	Circuit Bar	0.0
3	Gala Theatre & Cinema	DH 1 1WA	Independent Free	Large Venue	0.0
5	Whisky River	DH 1 3UJ	Independent Free	ABOS	0.1
6	Premier Inn	DH 1 1SQ	Whitbread	Hotel	0.1
6	Rios Brazilian Steakhouse	DH 1 1SQ	Rios Brazilian Steakhouse Ltd	Casual Dining	0.1
6	Slug And Lettuce	DH 1 1SQ	Stonegate Pub Company	ABOS	0.1
6	Ask Italian	DH 1 1SQ	Azzurri Group Ltd	Casual Dining	0.1
6	Ebony	DH 1 1SQ	Epernay Champagne Bars	ABOS	0.1
11	Bistro Italiano	DH 1 1QT	Independent Free	Restaurants	0.1
11	Capital	DH 1 1QT	Independent Free	Restaurants	0.1
13	Durham City Town Hall	DH 1 3NJ	Independent Free	Large Venue	0.1
13	Spice Lounge	DH 1 3NJ	Independent Free	Restaurants	0.1
13	Market Tavern	DH 1 3NJ	Greene King	Circuit Bar	0.1
16	Boat Club	DH 1 3AF	Tomahawk	High Street Pub	0.1
17	19 Twenty	DH 1 3AA	Independent Free	High Street Pub	0.1
17	Restaurant 17	DH 1 3AA	Independent Free	Restaurants	0.1
17	Blue Eye	DH 1 3AA	Independent Free	High Street Pub	0.1
17	Tin Of Sardines	DH 1 3AA	Independent Free	High Street Pub	0.1

Per Pub Analysis - Big Jug Durham



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,135	17,957	442,631
Number of Competition Pubs	42	65	552
Adults 18+ per Competition Pub	98	276	802

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	930	22.5%	279
Circuit Bar	10	311	7.5%	186
Community Pub	0	260	6.3%	33
Craft Led	0	563	13.6%	394
Great Pub Great Food	0	946	22.9%	129
High Street Pub	21	508	12.3%	67
Premium Local	3	618	14.9%	91

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	3,009	16.8%	208
Circuit Bar	13	1,082	6.0%	149
Community Pub	1	1,431	8.0%	42
Craft Led	0	1,752	9.8%	282
Great Pub Great Food	0	3,811	21.2%	120
High Street Pub	26	2,186	12.2%	66
Premium Local	6	2,893	16.1%	98

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	24,047	5.4%	67
Circuit Bar	16	23,574	5.3%	131
Community Pub	148	117,170	26.5%	138
Craft Led	0	12,855	2.9%	84
Great Pub Great Food	3	50,484	11.4%	64
High Street Pub	74	112,661	25.5%	138
Premium Local	29	60,665	13.7%	83

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</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</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</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>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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds 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> </td> <td style="text-align: center;"> <p>35-54 year olds 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> </td> <td style="text-align: center;"> <p>35-54 year olds 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> </td> <td style="text-align: center;"> <p>55+ year olds</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> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> 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 </td> <td> <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> <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> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds 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>35-54 year olds 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>35-54 year olds 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>55+ year olds</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>	Product needs	<ul style="list-style-type: none"> 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 	<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 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																									
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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 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.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">Rural</td> </tr> </table>		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						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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