CACI

Catchment Summary - Dr Syntax Prudhoe
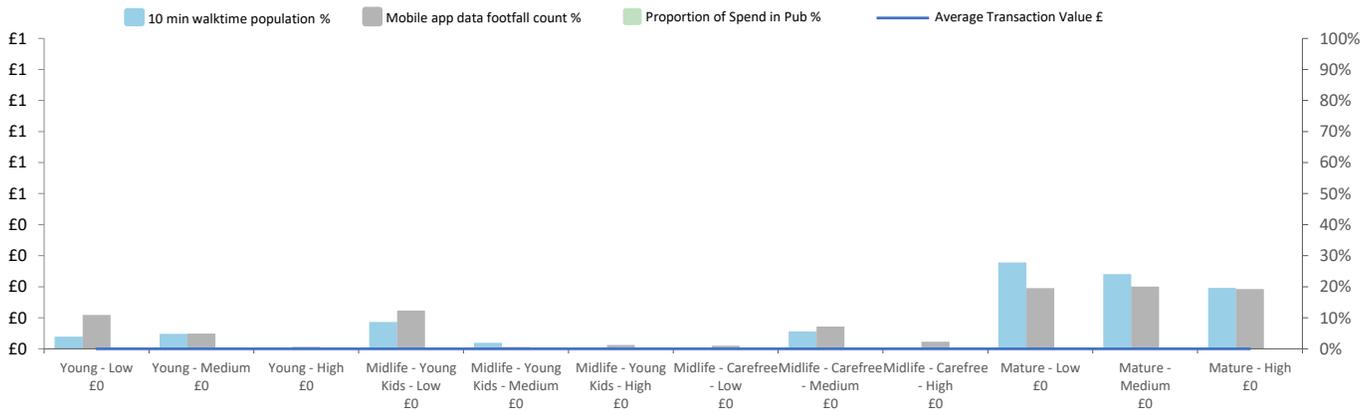
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
613782	Dr Syntax Prudhoe	NE42 5DB	Star Pubs & Bars	Community Pub	15

Legend:
- ★ Pub Sites
- N Catchments

Polaris Segments
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

See the Glossary page for further information on the above variables

CACI

Catchment Summary - Dr Syntax Prudhoe

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

	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		5,023	10,720	183,631	94	58	42
					Population & Adults 18+ index is based on all pubs		
Adults 18+		3,968	8,541	145,130	88	56	42
Competition Pubs		5	10	180	28	28	43
Adults 18+ per Competition Pub		794	854	806	92	99	94
% Adults Likely to Drink		77.5%	77.7%	75.0%	102	102	98
Affluence	Low	40.4%	43.6%	51.3%	121	131	154
	Medium	36.5%	37.3%	32.7%	96	98	86
	High	19.7%	17.4%	14.4%	72	64	53
Affluence does not include Not Private Households							
Age Profile	18-24	332	711	12,521	81	81	84
	25-34	523	1,155	20,916	78	81	85
	35-44	656	1,301	23,697	99	92	97
	45-64	1,355	3,025	48,925	105	110	104
	65+	1,102	2,349	39,071	114	114	111
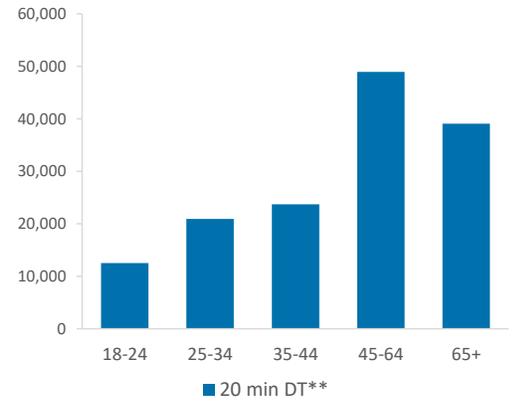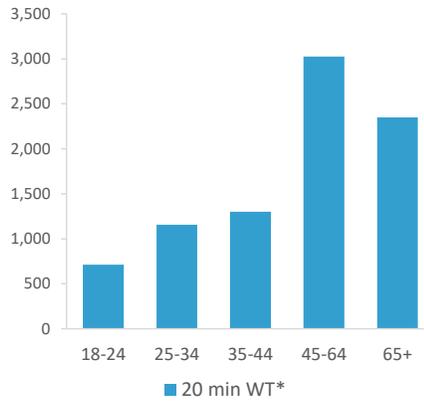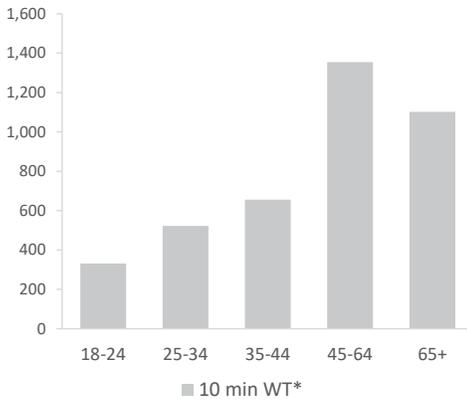
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,392 (48%)	5,169 (48%)	88,920 (48%)	97	98	99
	Female	2,631 (52%)	5,551 (52%)	94,711 (52%)	103	102	101
Economic Status (16+)	Employed: Full-time	1,431 (35%)	3,087 (35%)	47,983 (32%)	101	101	93
	Employed: Part-time	536 (13%)	1,184 (13%)	19,366 (13%)	110	113	109
	Self employed	273 (7%)	602 (7%)	10,627 (7%)	72	74	77
	Unemployed	98 (2%)	208 (2%)	4,531 (3%)	86	85	110
	Full-time student	67 (2%)	147 (2%)	2,604 (2%)	68	70	73
	Retired	1,055 (26%)	2,214 (25%)	36,368 (24%)	117	115	111
	Other	660 (16%)	1,388 (16%)	28,023 (19%)	92	90	108
Total Worker Count		1,769	5,246	81,787			

See the Glossary page for further information on the above variables

Transactional Data Summary - Dr Syntax Prudhoe

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	Value
Young - Low	0.0%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

Percentage of total sales split by Polaris Plus segment within the pub
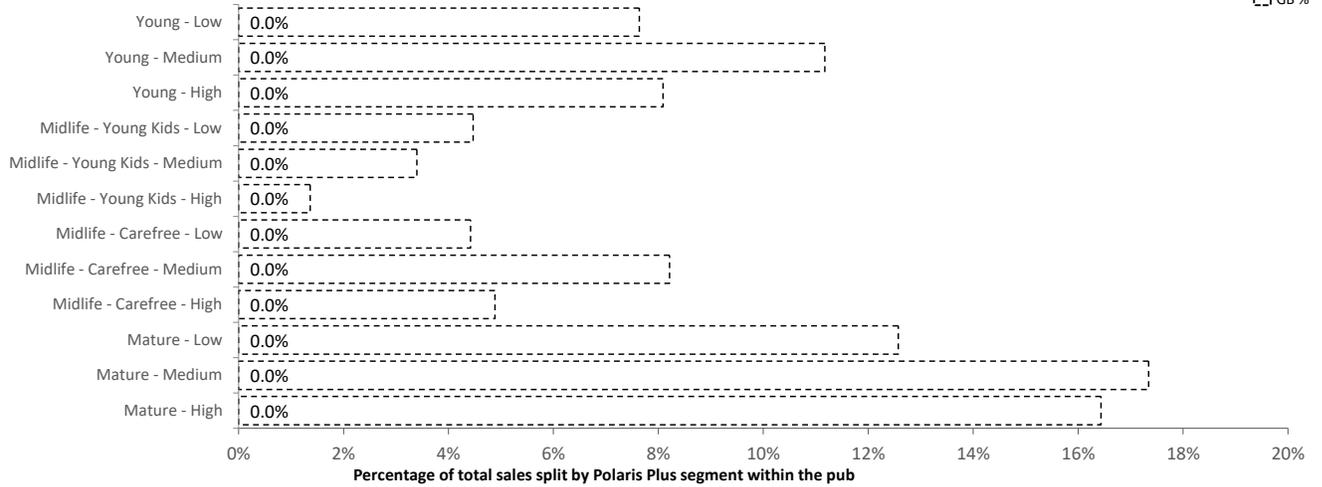
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

0.0% for: Young - Low, Young - Medium, Young - High, Midlife - Young Kids - Low, Midlife - Young Kids - Medium, Midlife - Young Kids - High, Midlife - Carefree - Low, Midlife - Carefree - Medium, Midlife - Carefree - High, Mature - Low, Mature - Medium, Mature - High
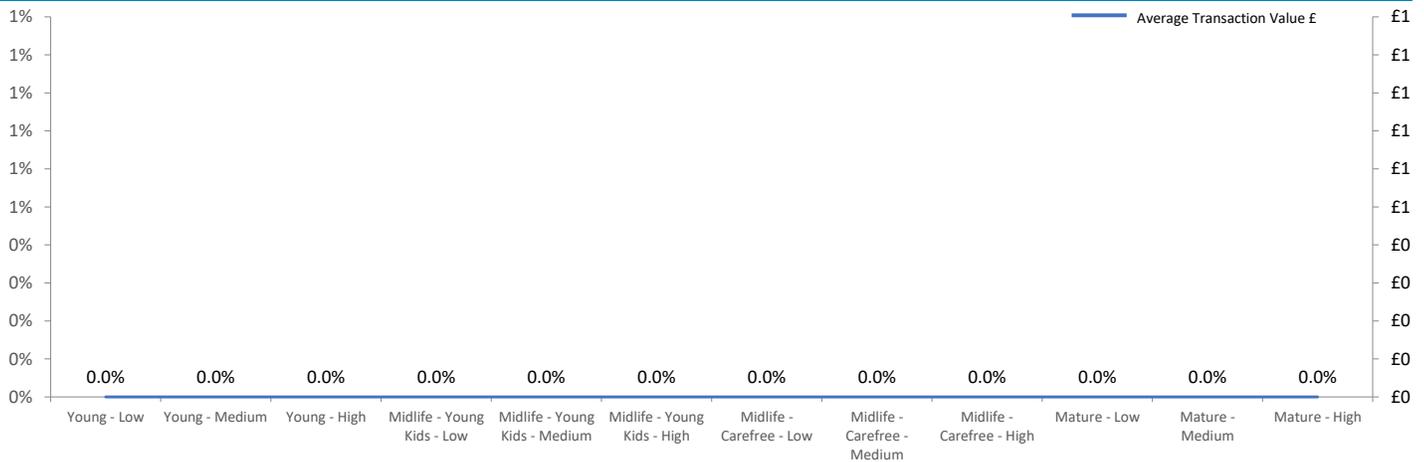
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Dr Syntax Prudhoe ———
Star Pubs ———
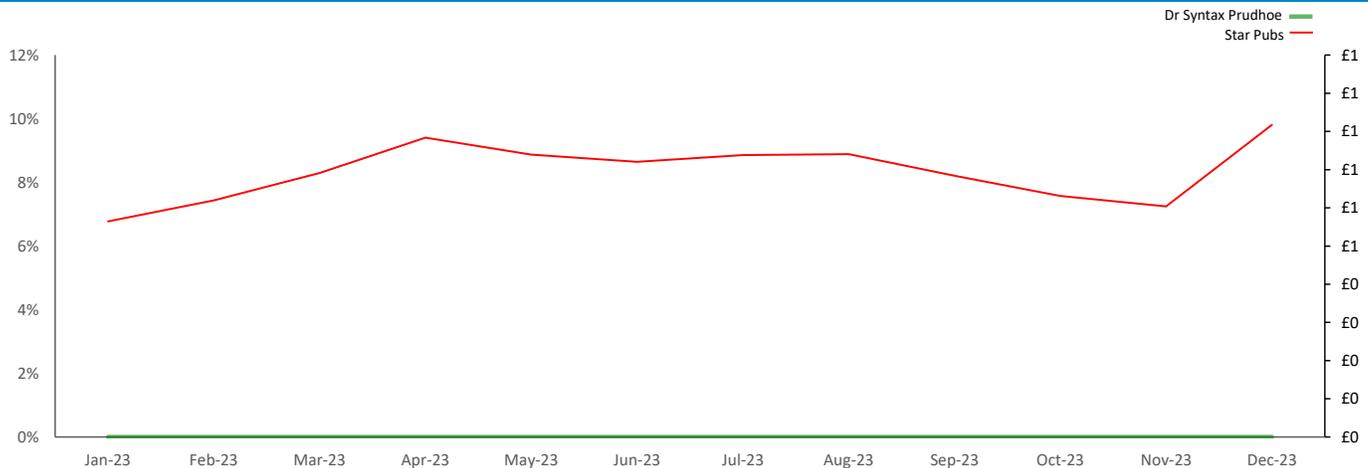
Seasonality of the spend split by month

Mobile Data Summary - Dr Syntax Prudhoe

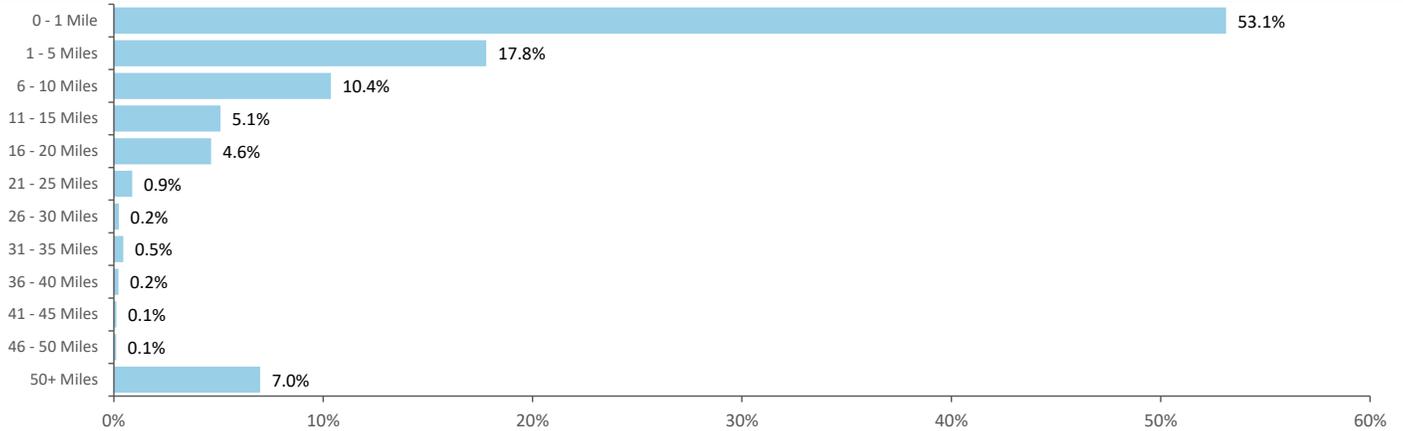star PUBS & BARS

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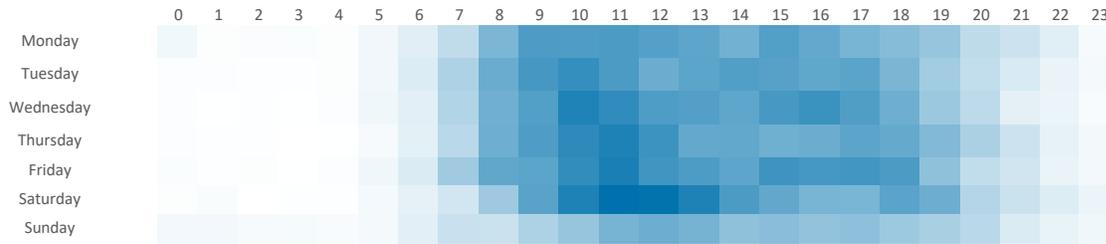
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index ——— Benchmark ——— Transactional Data: Visible Sales Indexed vs GB Average
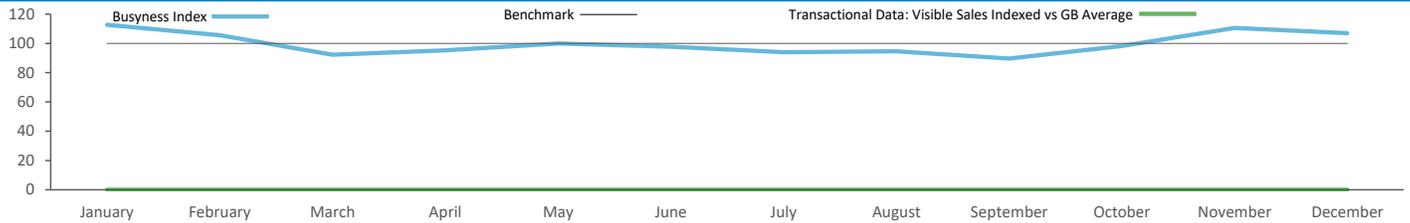
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	53.1%
1 - 5 Miles	17.8%
6 - 10 Miles	10.4%
11 - 15 Miles	5.1%
16 - 20 Miles	4.6%
21 - 25 Miles	0.9%
26 - 30 Miles	0.2%
31 - 35 Miles	0.5%
36 - 40 Miles	0.2%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	7.0%

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

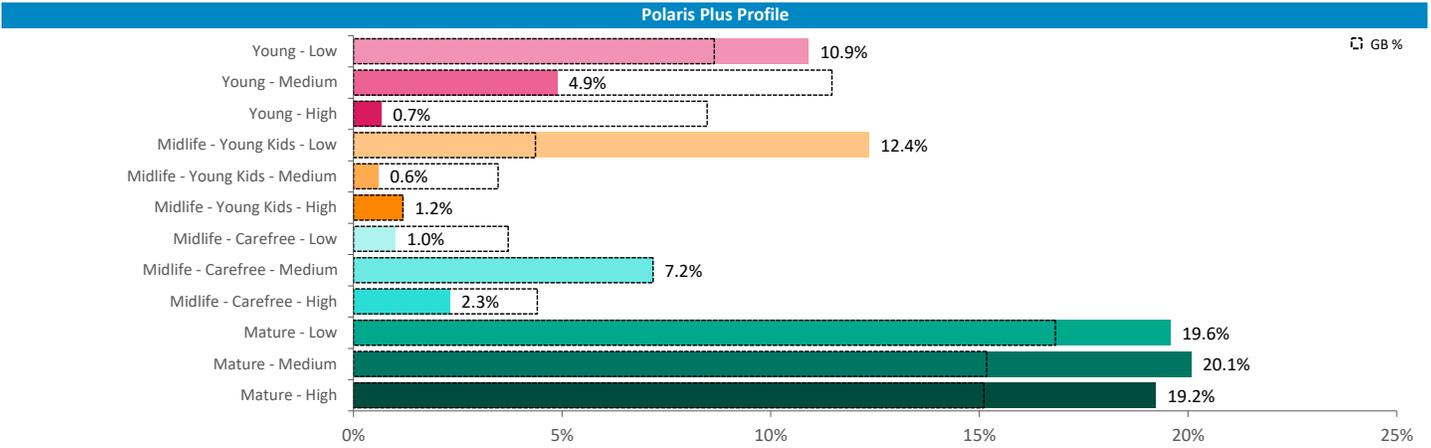## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	52.5%
Worker	18.1%
Tourist	11.9%
Local Tourist	17.5%
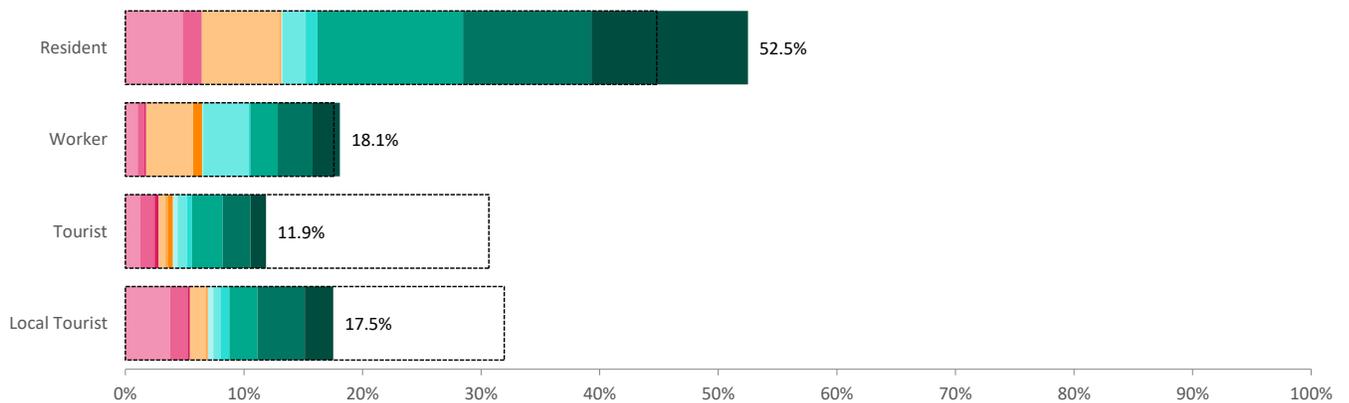
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dr Syntax Prudhoe

star
PUBS & BARS

Polaris Plus Profile

⚏ GB %

Category	Value
Young - Low	10.9%
Young - Medium	4.9%
Young - High	0.7%
Midlife - Young Kids - Low	12.4%
Midlife - Young Kids - Medium	0.6%
Midlife - Young Kids - High	1.2%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	7.2%
Midlife - Carefree - High	2.3%
Mature - Low	19.6%
Mature - Medium	20.1%
Mature - High	19.2%

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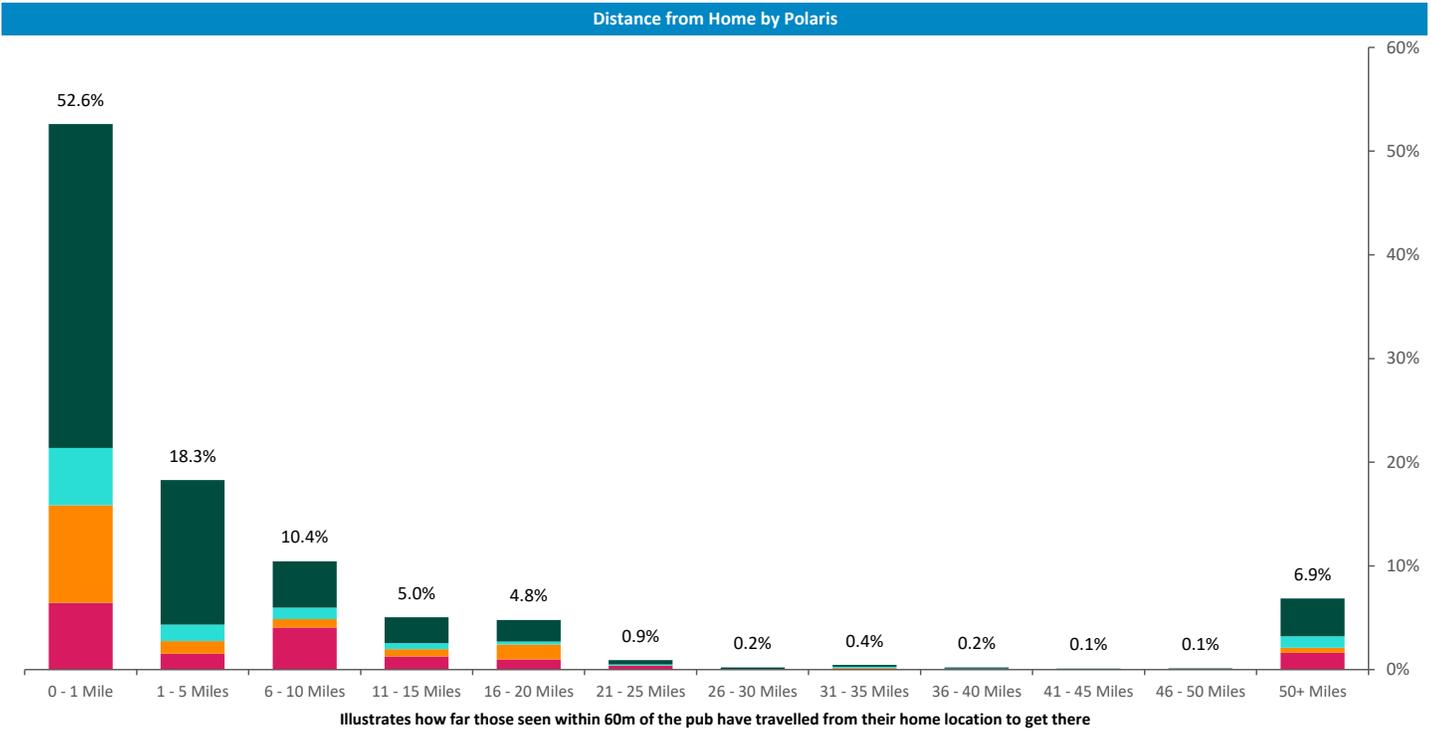
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	52.6%
1 - 5 Miles	18.3%
6 - 10 Miles	10.4%
11 - 15 Miles	5.0%
16 - 20 Miles	4.8%
21 - 25 Miles	0.9%
26 - 30 Miles	0.2%
31 - 35 Miles	0.4%
36 - 40 Miles	0.2%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	6.9%

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

Mobile Data Summary - Dr Syntax Prudhoe

star
PUBS & BARS

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

Weekday

	pre 11am (28%)	11am-2pm (24%)	2pm-5pm (22%)	5pm-8pm (19%)	8pm-11pm (6%)	11pm+ (1%)
Mature	59.1%	55.7%	54.2%	57.7%	61.6%	63.7%
Midlife - Carefree	7.0%	10.0%	10.5%	10.7%	9.1%	6.1%
Midlife - Young Kids	15.5%	16.1%	15.9%	15.9%	14.0%	10.3%
Young	18.5%	18.2%	19.4%	15.7%	15.4%	14.9%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
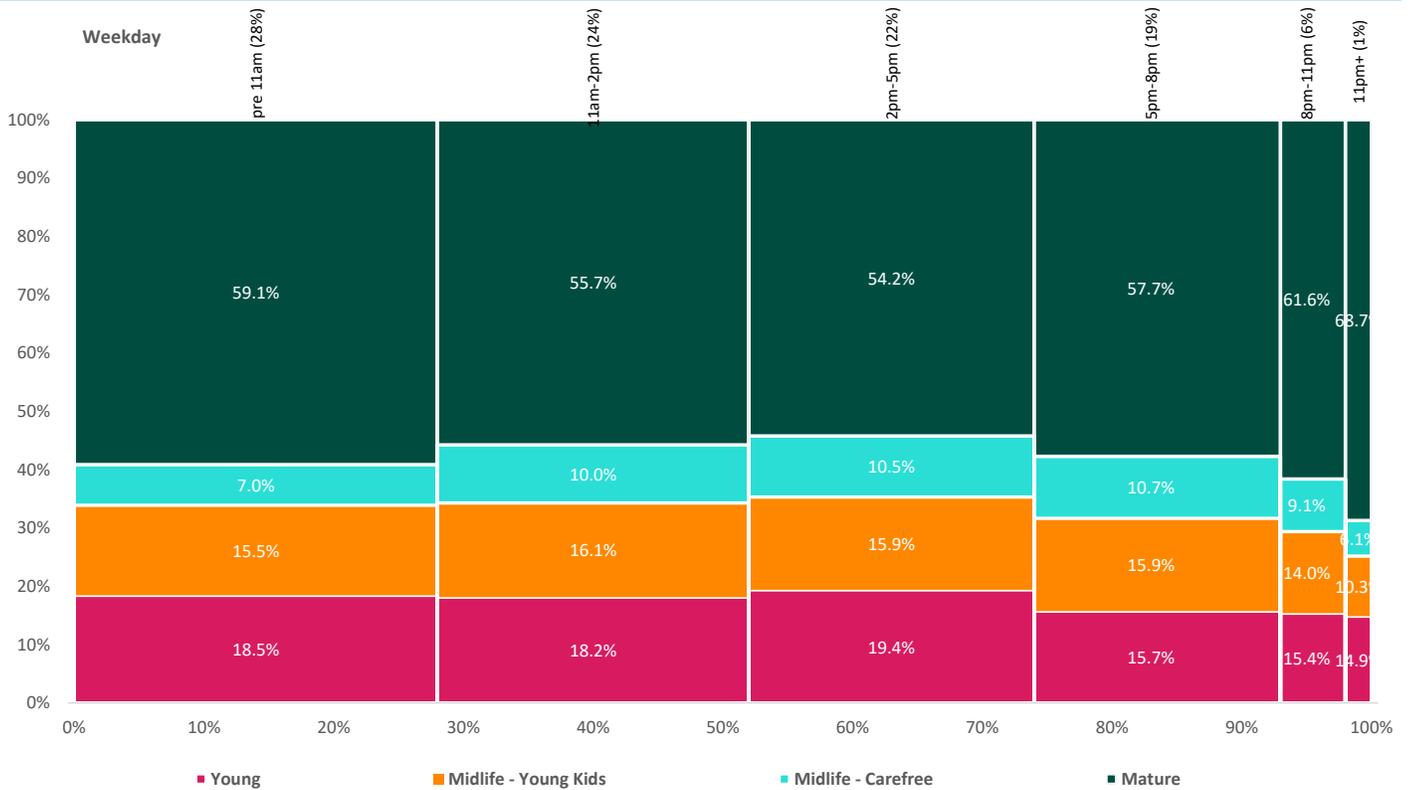
Time of Day by Polaris: Weekend (Saturday and Sunday)
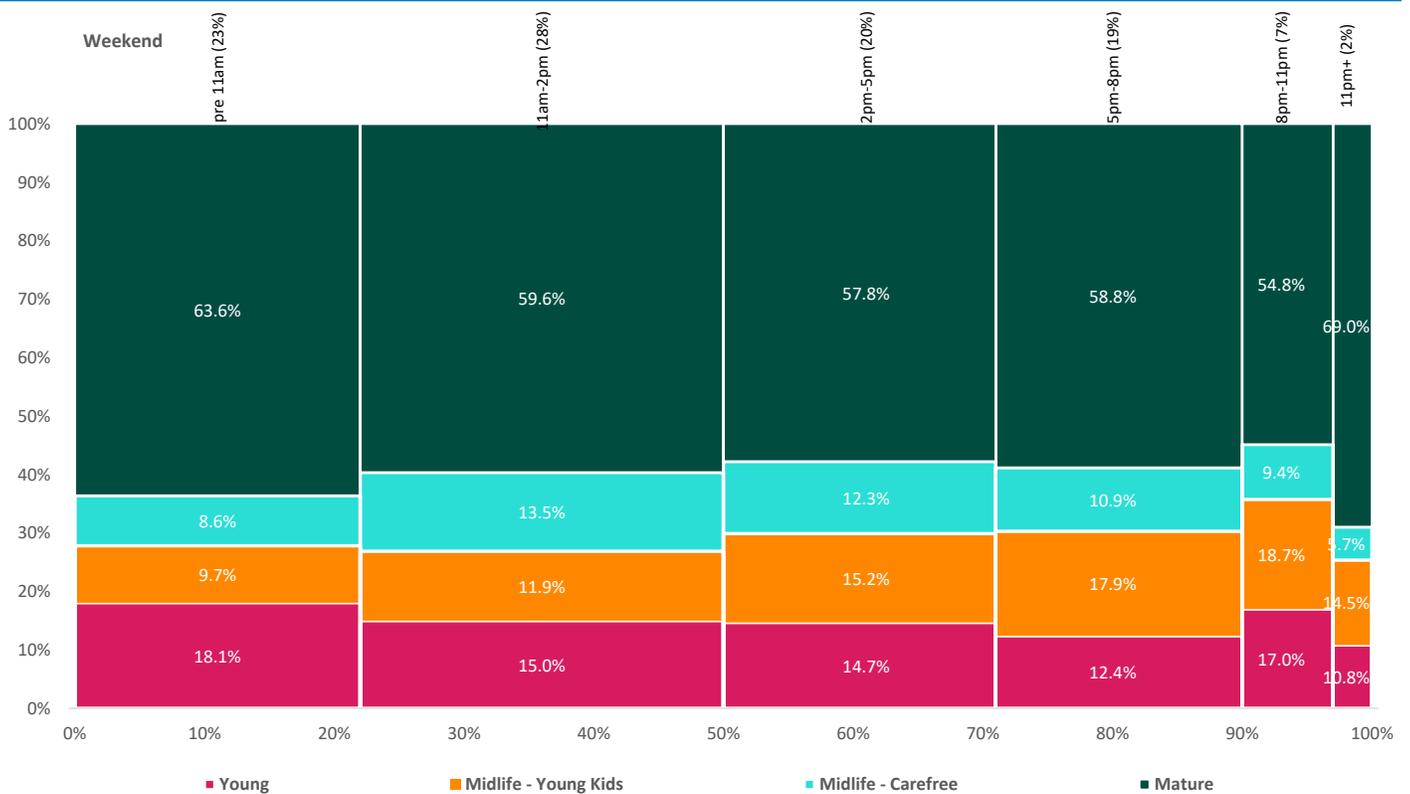
Weekend

	pre 11am (23%)	11am-2pm (28%)	2pm-5pm (20%)	5pm-8pm (19%)	8pm-11pm (7%)	11pm+ (2%)
Mature	63.6%	59.6%	57.8%	58.8%	54.8%	69.0%
Midlife - Carefree	8.6%	13.5%	12.3%	10.9%	9.4%	5.7%
Midlife - Young Kids	9.7%	11.9%	15.2%	17.9%	18.7%	14.5%
Young	18.1%	15.0%	14.7%	12.4%	17.0%	10.8%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

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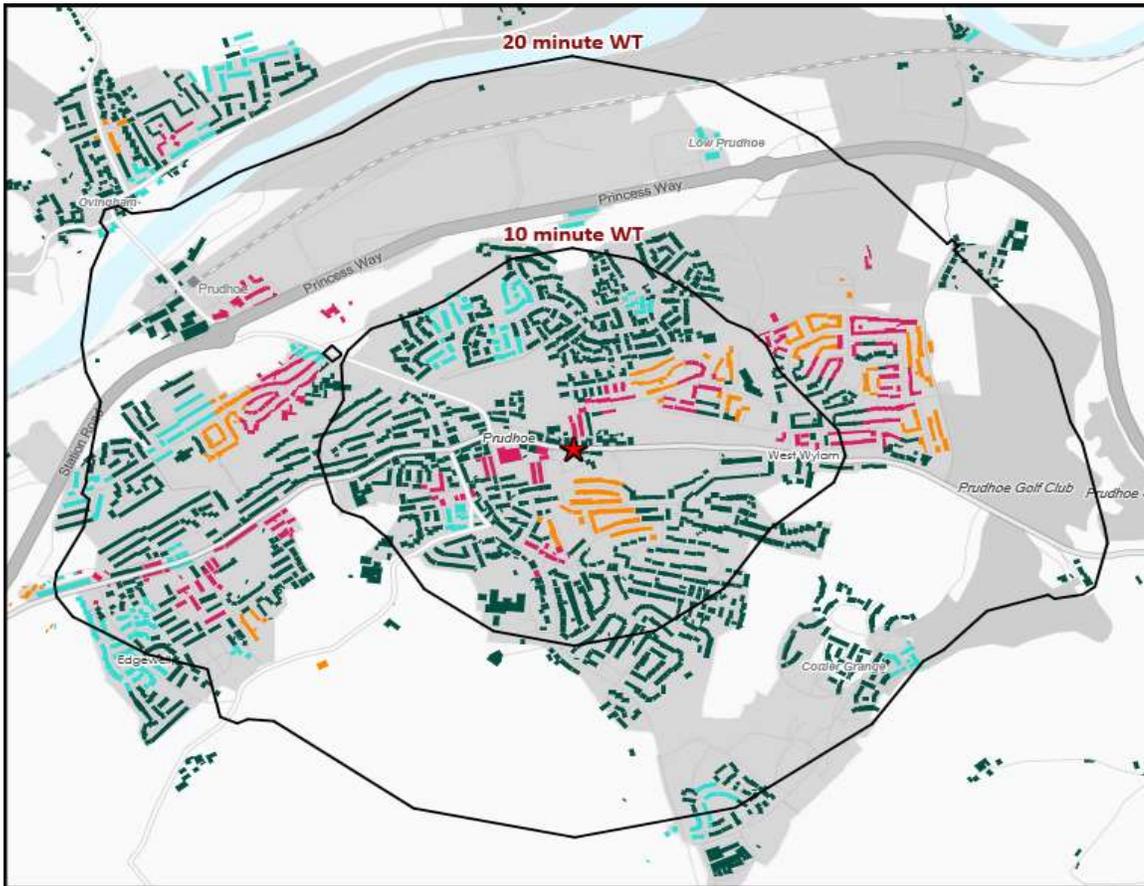
Pub Sites

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	348	1,311	38,419	32	56	96
Midlife - Young Kids	420	877	17,989	97	94	113
Midlife - Carefree	222	660	19,176	35	49	83
Mature	2,840	5,555	67,186	161	147	104
Not Private Households	138	138	2,360	265	123	124
Total	3,968	8,541	145,130			

Polaris Plus Summary - Dr Syntax Prudhoe

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	154	924	25,058	40	110	176
Medium	193	386	12,391	44	41	78
High	1	1	970	0	0	10
Midlife - Young Kids						
Low	343	776	14,318	158	166	180
Medium	77	101	3,671	45	27	58
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	54	9,325	0	15	152
Medium	222	517	4,938	78	84	47
High	0	89	4,913	0	23	76
Mature						
Low	1,105	1,969	25,705	203	168	129
Medium	956	2,186	26,447	154	163	116
High	779	1,400	15,034	131	109	69
Not Private Households	138	138	2,360	265	123	124
Total	3,968	8,541	145,130			

CGA Summary - Dr Syntax Prudhoe

★ Pub Sites

N 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
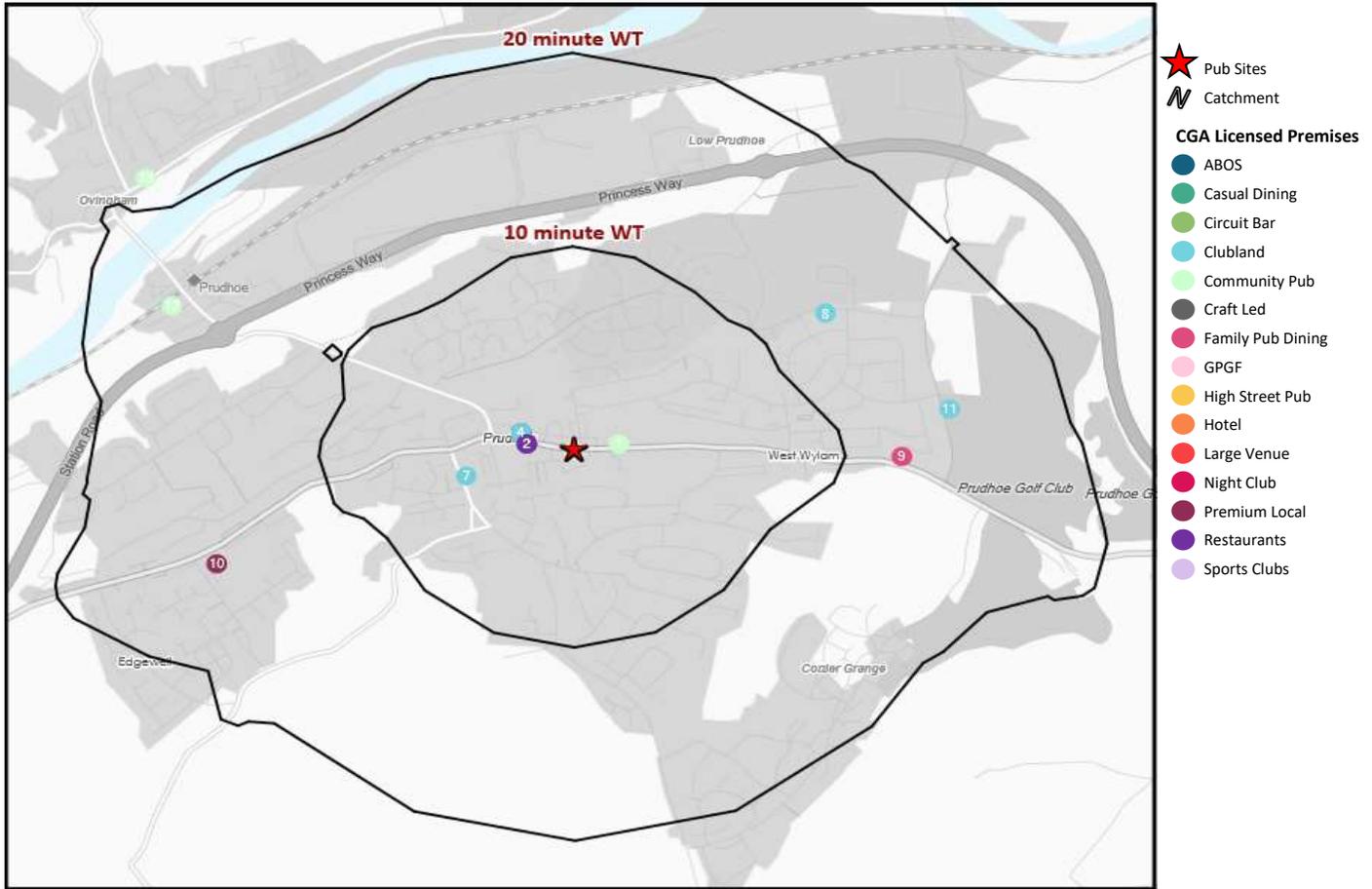
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Dr Syntax	NE42 5DB	Star Pubs & Bars	Community Pub	0.0
1	West Wylam	NE42 5DQ	Independent Free	Community Pub	0.1
2	Aramee	NE42 5AA	Independent Free	Restaurants	0.1
2	Michelangelo	NE42 5AA	Independent Free	Restaurants	0.1
4	Prudhoe Snooker Club	NE42 5HJ	Independent Free	Sports Clubs	0.1
4	Wor Local	NE42 5HJ	Independent Free	ABOS	0.1
4	Prudhoe United Services Club	NE42 5HJ	Independent Free	Clubland	0.1
7	Prudhoe Working Mens Club	NE42 5JT	Independent Free	Clubland	0.2
8	Prudhoe Town Football Club	NE42 5EH	Independent Free	Clubland	0.5
9	Falcon	NE42 5DN	Admiral Taverns Ltd	Family Pub Dining	0.6
10	Halfway House Inn	NE42 6JF	Punch Pub Company	Premium Local	0.7
11	Prudhoe Golf Club	NE42 5DX	Independent Free	Clubland	0.7
12	Adam & Eve Inn	NE42 6NP	Punch Pub Company	Community Pub	0.8
13	White Swan	NE42 6AG	Star Pubs & Bars	Community Pub	0.9

Per Pub Analysis - Dr Syntax Prudhoe

*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+	3,968	8,541	145,130
Number of Competition Pubs	5	10	180
Adults 18+ per Competition Pub	794	854	806

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	119	3.0%	37
Circuit Bar	0	132	3.3%	82
Community Pub	2	1,082	27.3%	143
Craft Led	0	40	1.0%	29
Great Pub Great Food	0	600	15.1%	85
High Street Pub	0	960	24.2%	131
Premium Local	0	674	17.0%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	282	3.3%	41
Circuit Bar	0	317	3.7%	91
Community Pub	3	2,356	27.6%	144
Craft Led	0	108	1.3%	37
Great Pub Great Food	0	1,218	14.3%	81
High Street Pub	0	2,142	25.1%	136
Premium Local	1	1,409	16.5%	100

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	7,086	4.9%	61
Circuit Bar	2	6,906	4.8%	117
Community Pub	35	37,652	25.9%	136
Craft Led	0	3,425	2.4%	68
Great Pub Great Food	10	17,591	12.1%	69
High Street Pub	15	35,189	24.2%	132
Premium Local	20	20,658	14.2%	86

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

	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	• 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**	• 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 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