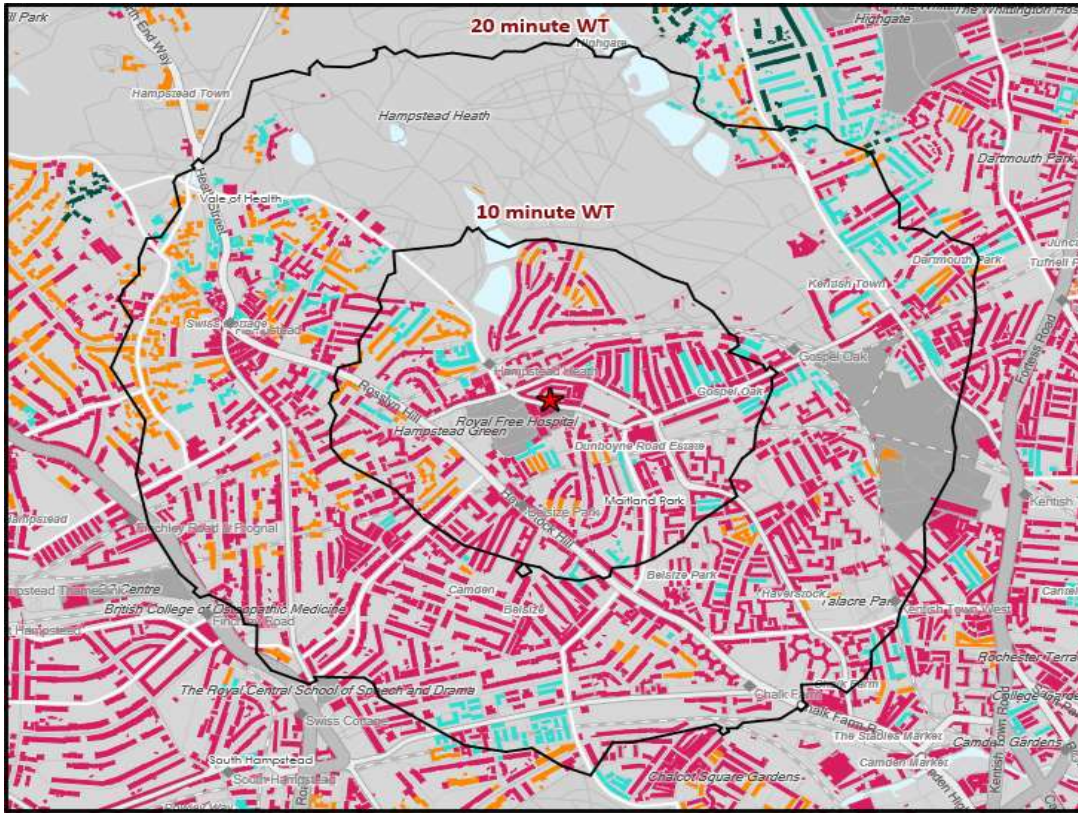


Catchment Summary - Cork & Bottle Hampstead

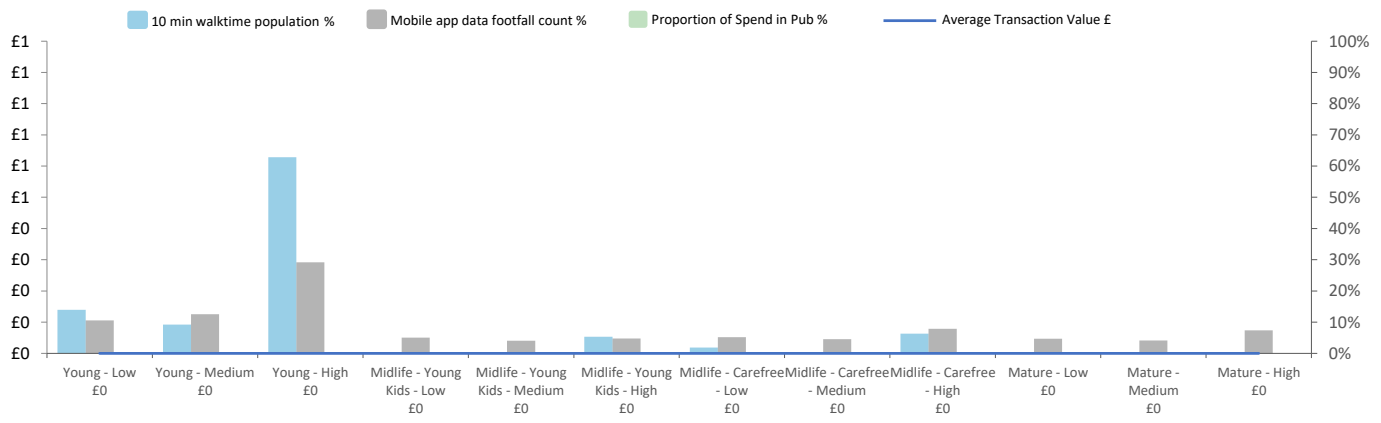
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Ship To	Name	Postcode	Operator	Segment	Sparsity
500401	Cork & Bottle Hampstead	NW 3 2QX			3



- 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 - Cork & Bottle Hampstead



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

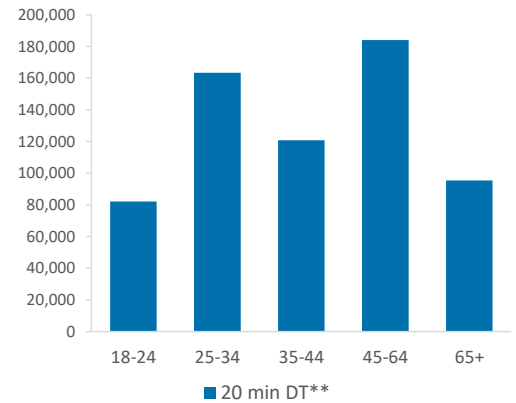
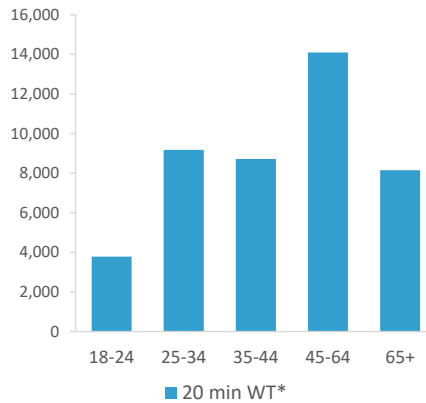
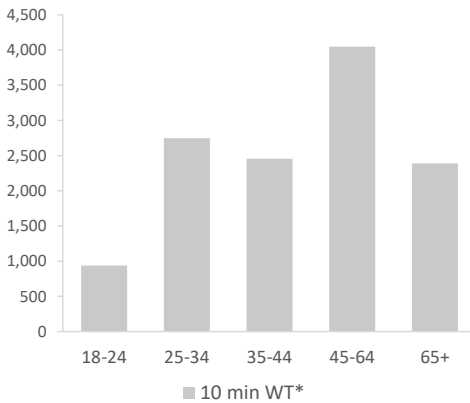
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	15,372	54,568	785,387	287	295	179
Adults 18+	12,581	43,931	645,925	279	288	185
Competition Pubs	11	30	912	61	83	219
Adults 18+ per Competition Pub	1,144	1,464	708	133	171	82
% Adults Likely to Drink	78.1%	77.3%	77.3%	102	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	16.1%	15.8%	14.8%	48	48	44
	Medium	9.2%	13.3%	19.6%	24	35	51
	High	74.5%	70.6%	65.0%	273	259	238

*Affluence does not include Not Private Households

Age Profile	18-24	939	3,790	82,091	75	85	128
	25-34	2,748	9,177	163,468	134	126	156
	35-44	2,457	8,715	120,807	121	121	116
	45-64	4,049	14,100	184,076	103	101	91
	65+	2,388	8,149	95,483	81	78	63



		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	7,315 (48%)	25,946 (48%)	377,308 (48%)	97	97	98
	Female	8,057 (52%)	28,622 (52%)	408,079 (52%)	103	103	102
Economic Status (16+)	Employed: Full-time	5,052 (39%)	16,883 (37%)	243,671 (37%)	114	109	107
	Employed: Part-time	932 (7%)	3,436 (8%)	57,279 (9%)	61	64	73
	Self employed	2,019 (16%)	6,895 (15%)	87,049 (13%)	170	166	142
	Unemployed	450 (3%)	1,658 (4%)	26,631 (4%)	126	133	146
	Full-time student	241 (2%)	964 (2%)	19,200 (3%)	79	90	122
	Retired	1,618 (13%)	5,493 (12%)	71,697 (11%)	57	56	49
	Other	2,578 (20%)	9,743 (22%)	156,598 (24%)	115	124	136
Total Worker Count		6,881	19,231	386,044			

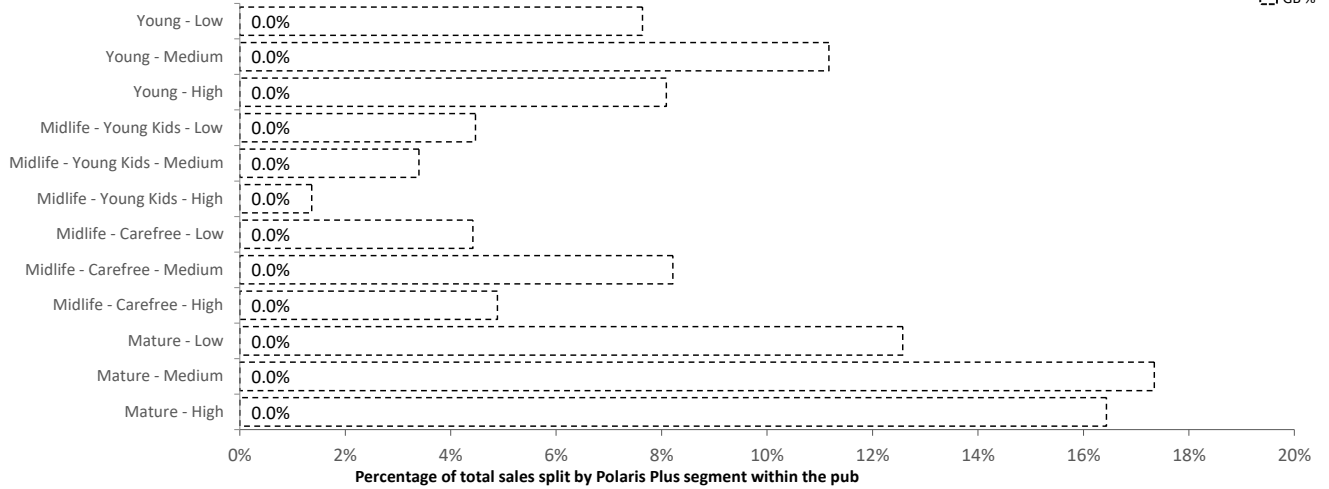
See the Glossary page for further information on the above variables

Transactional Data Summary - Cork & Bottle Hampstead

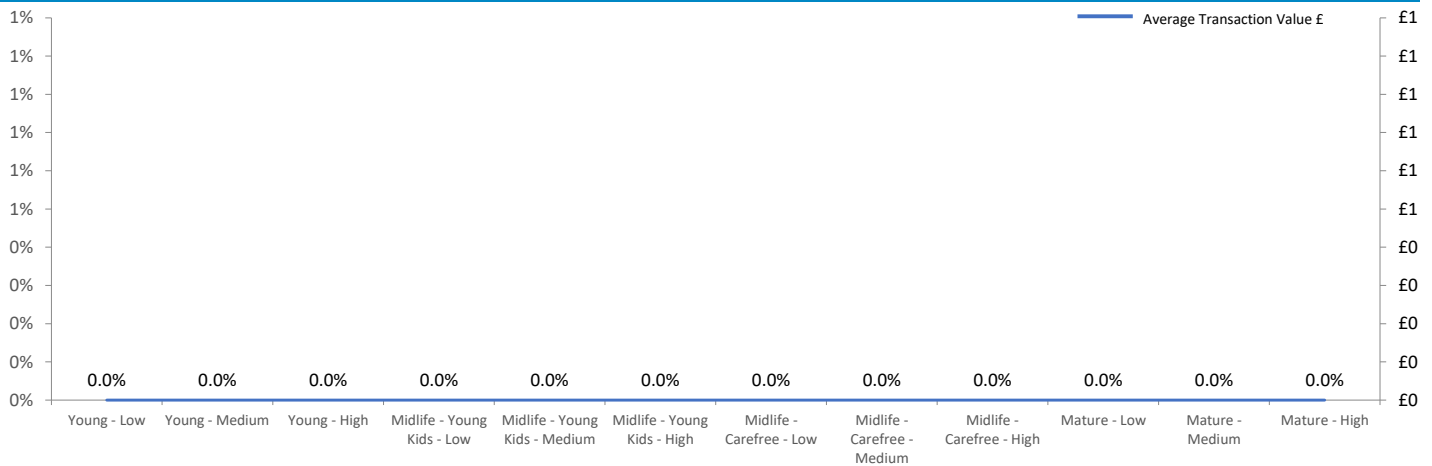


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Spend by Polaris Plus

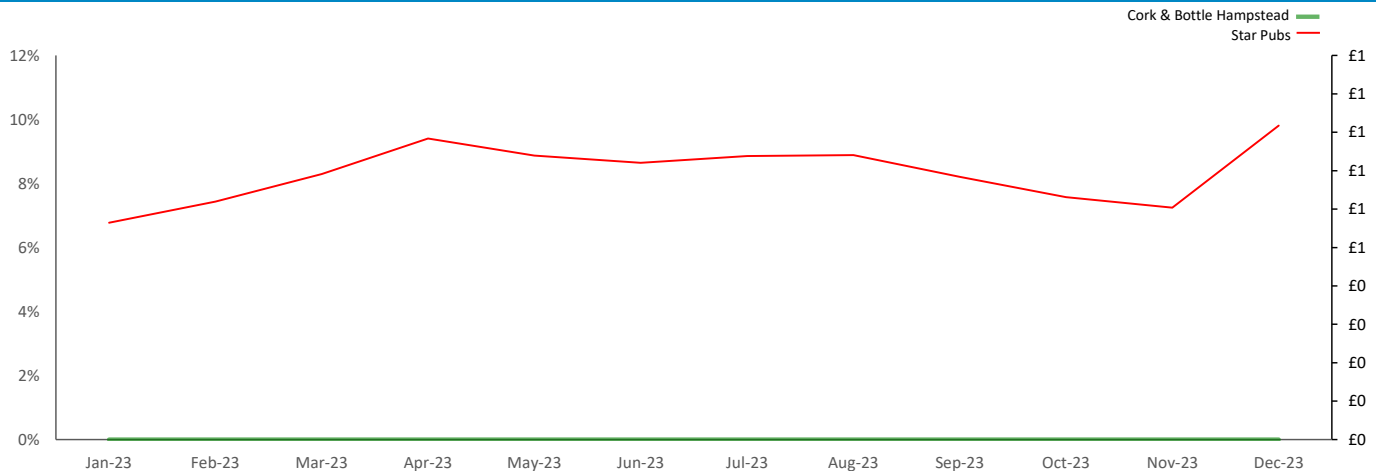


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



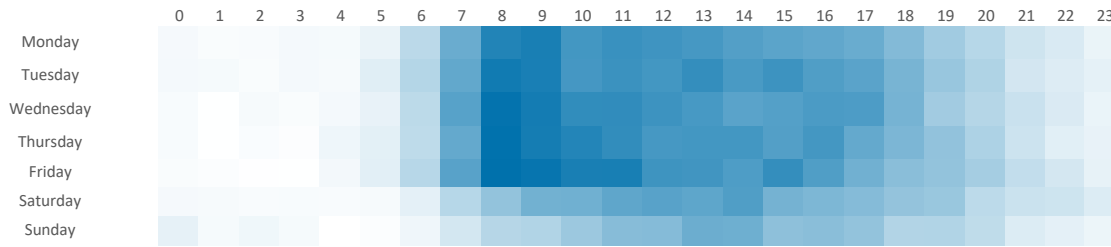
Seasonality of the spend split by month

Mobile Data Summary - Cork & Bottle Hampstead



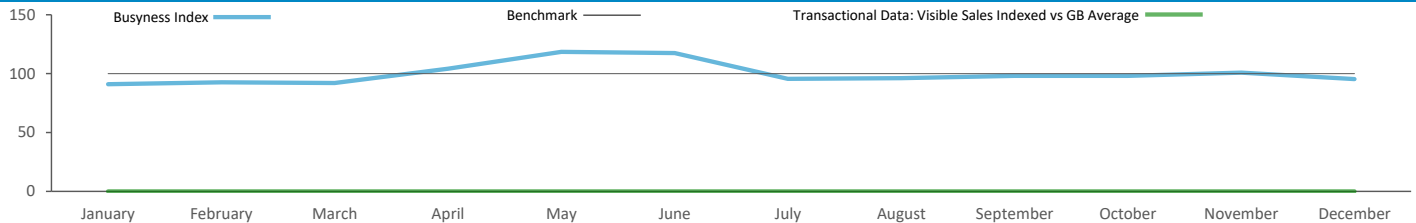
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Time of Day/Day of Week



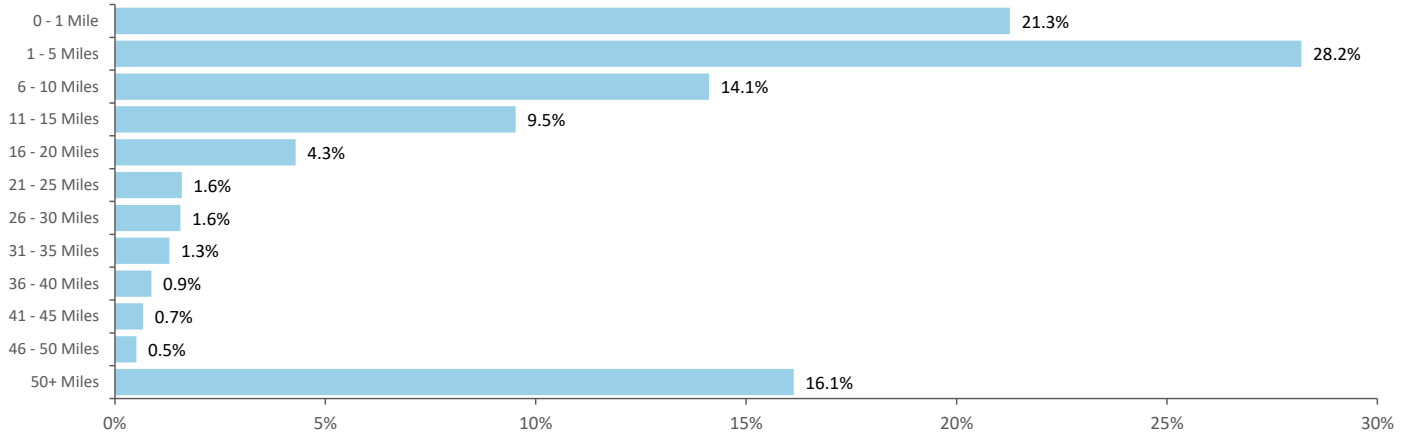
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

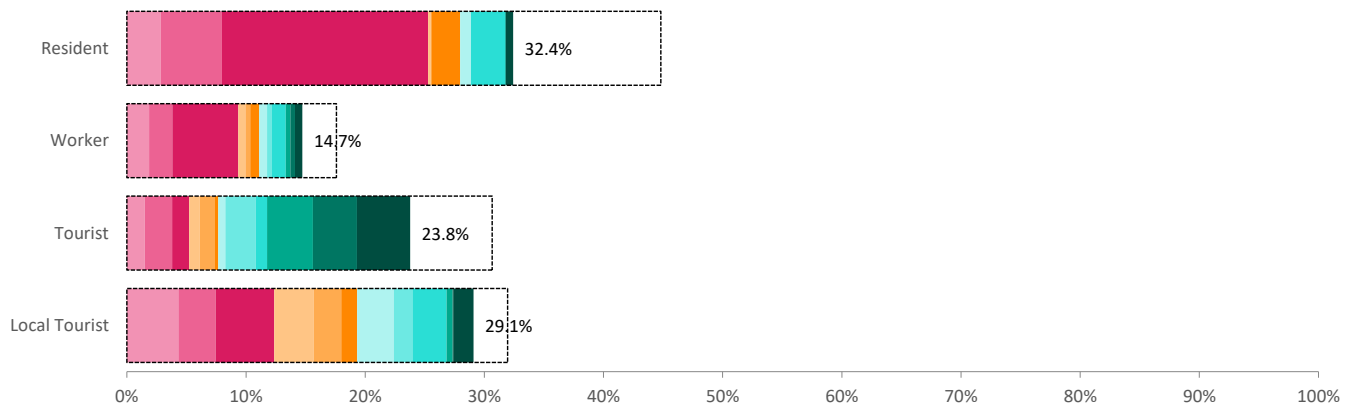
Distance from Home



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

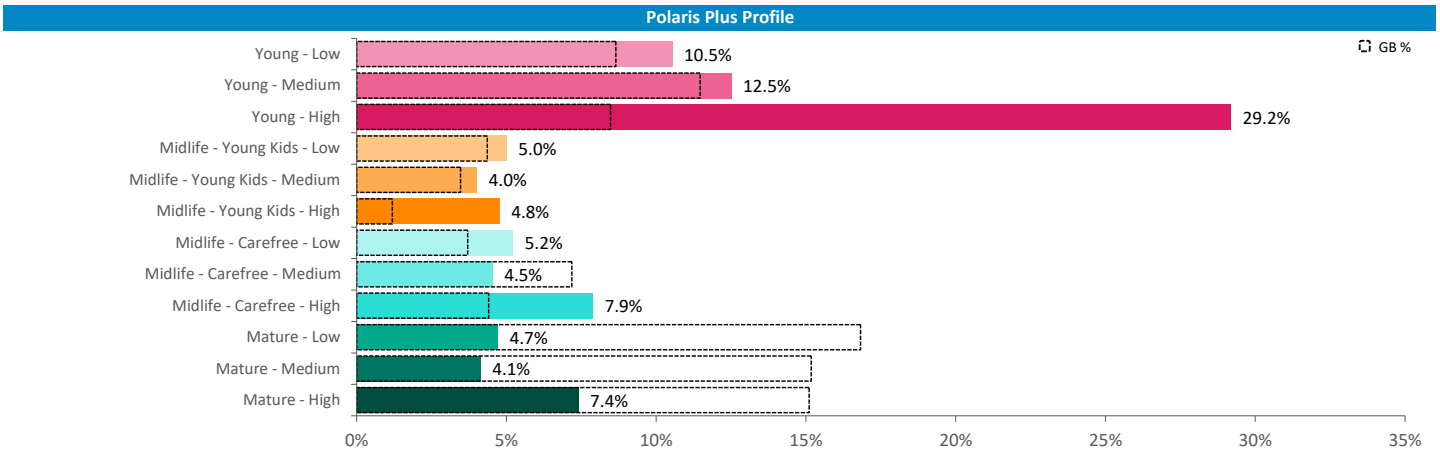


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

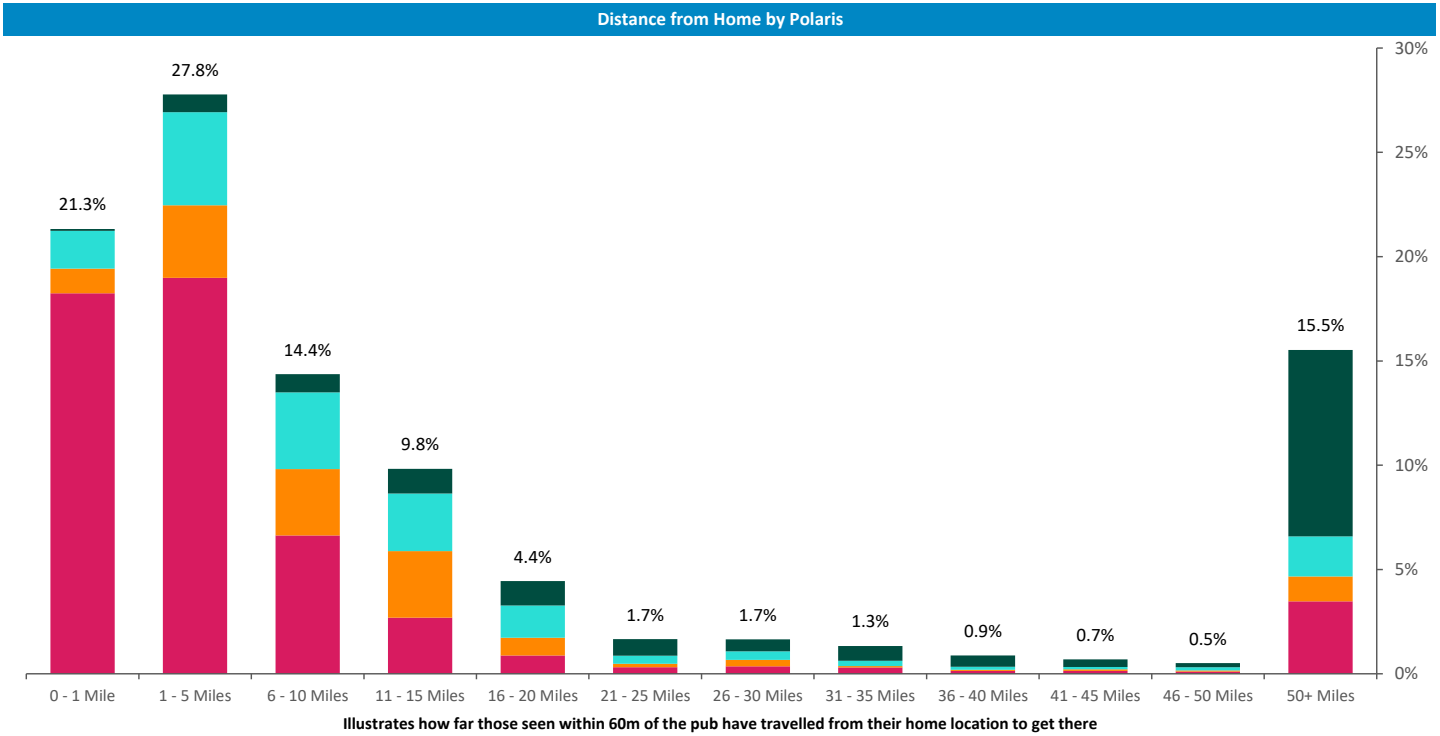
Mobile Data Summary - Cork & Bottle Hampstead



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

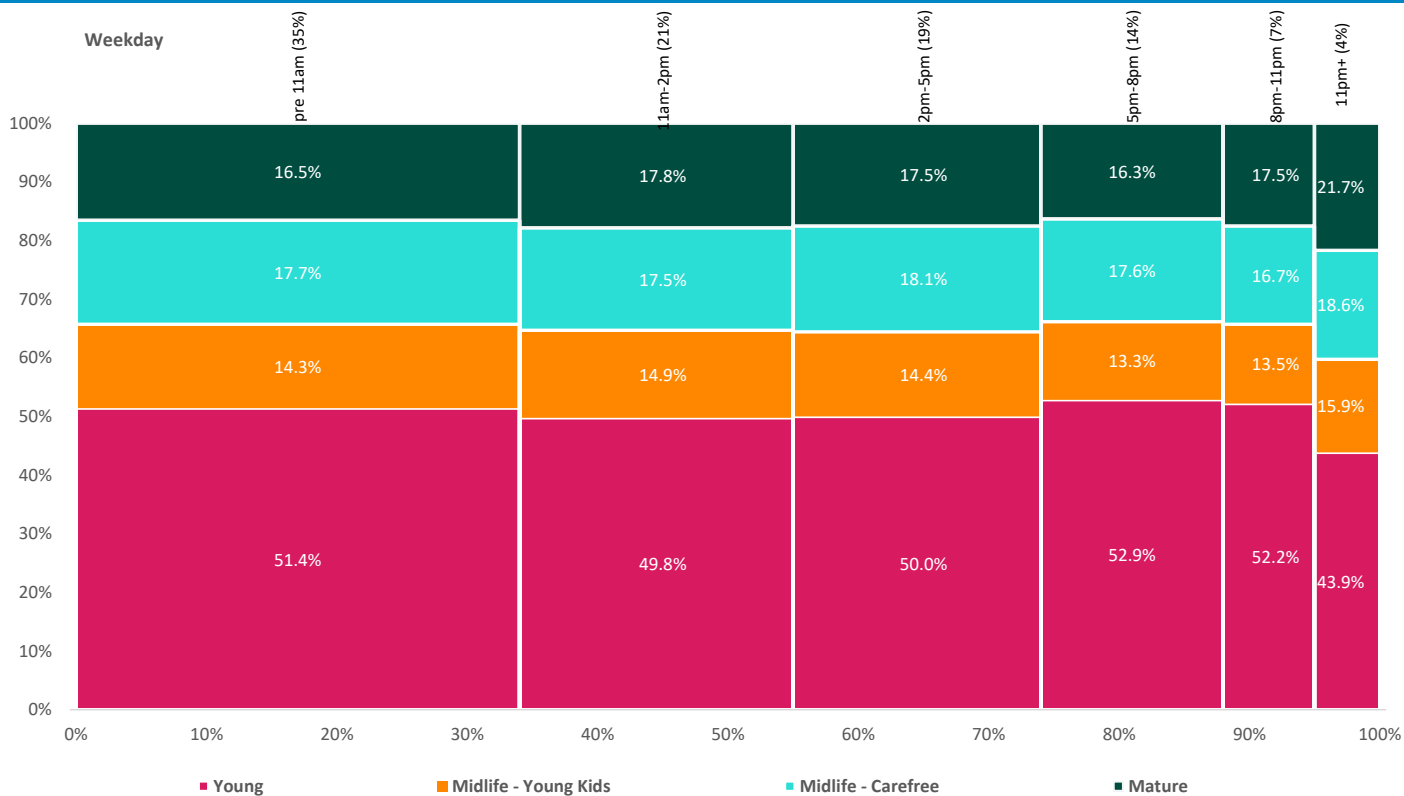


Mobile Data Summary - Cork & Bottle Hampstead

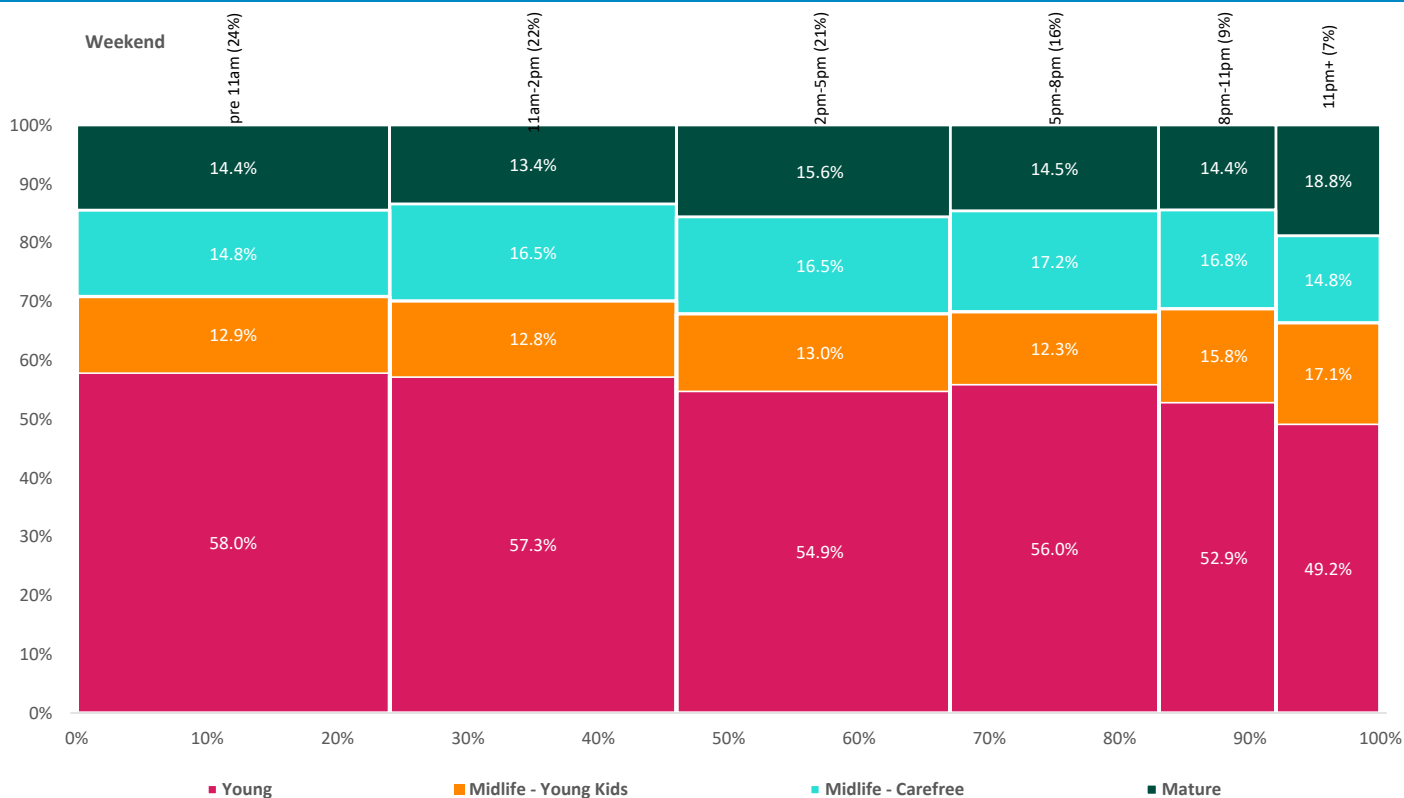


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Time of Day by Polaris: Weekday (Monday to Friday)



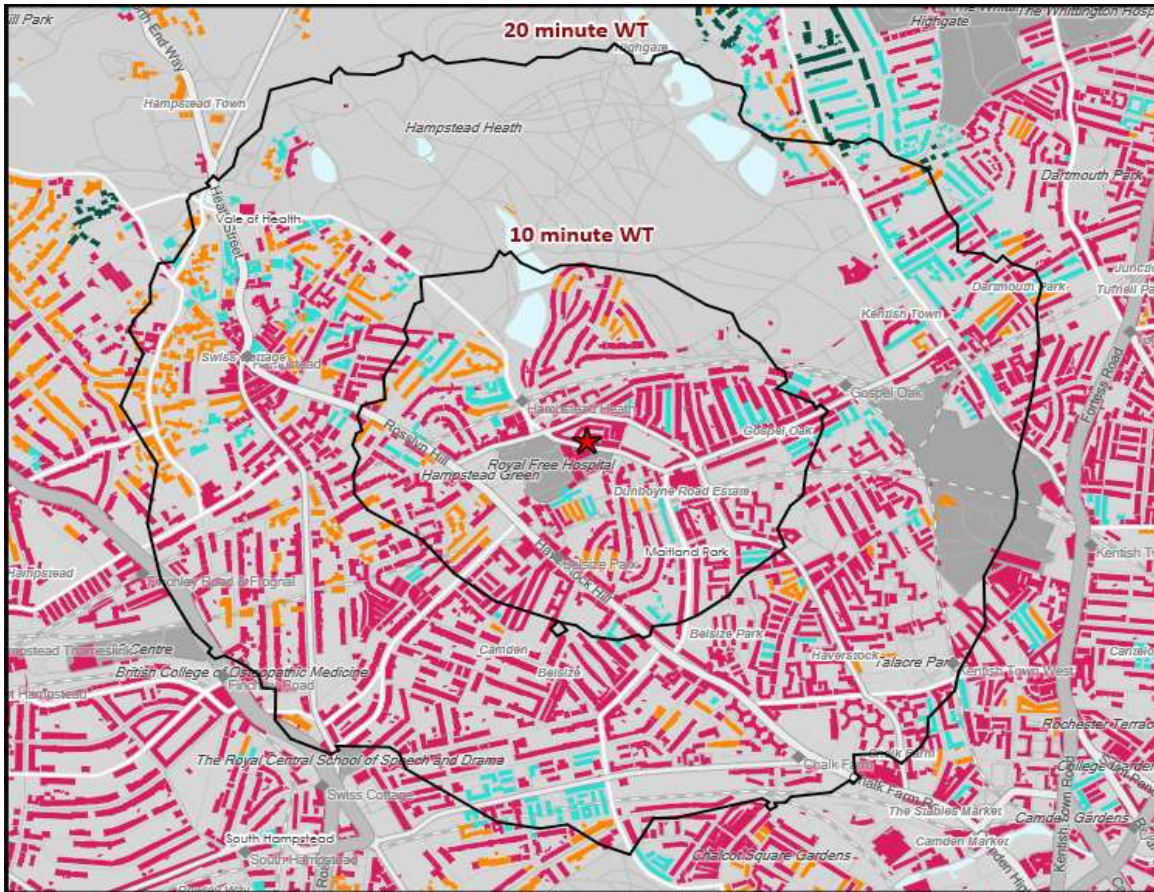
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Cork & Bottle Hampstead



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

Polaris Profile by Catchment

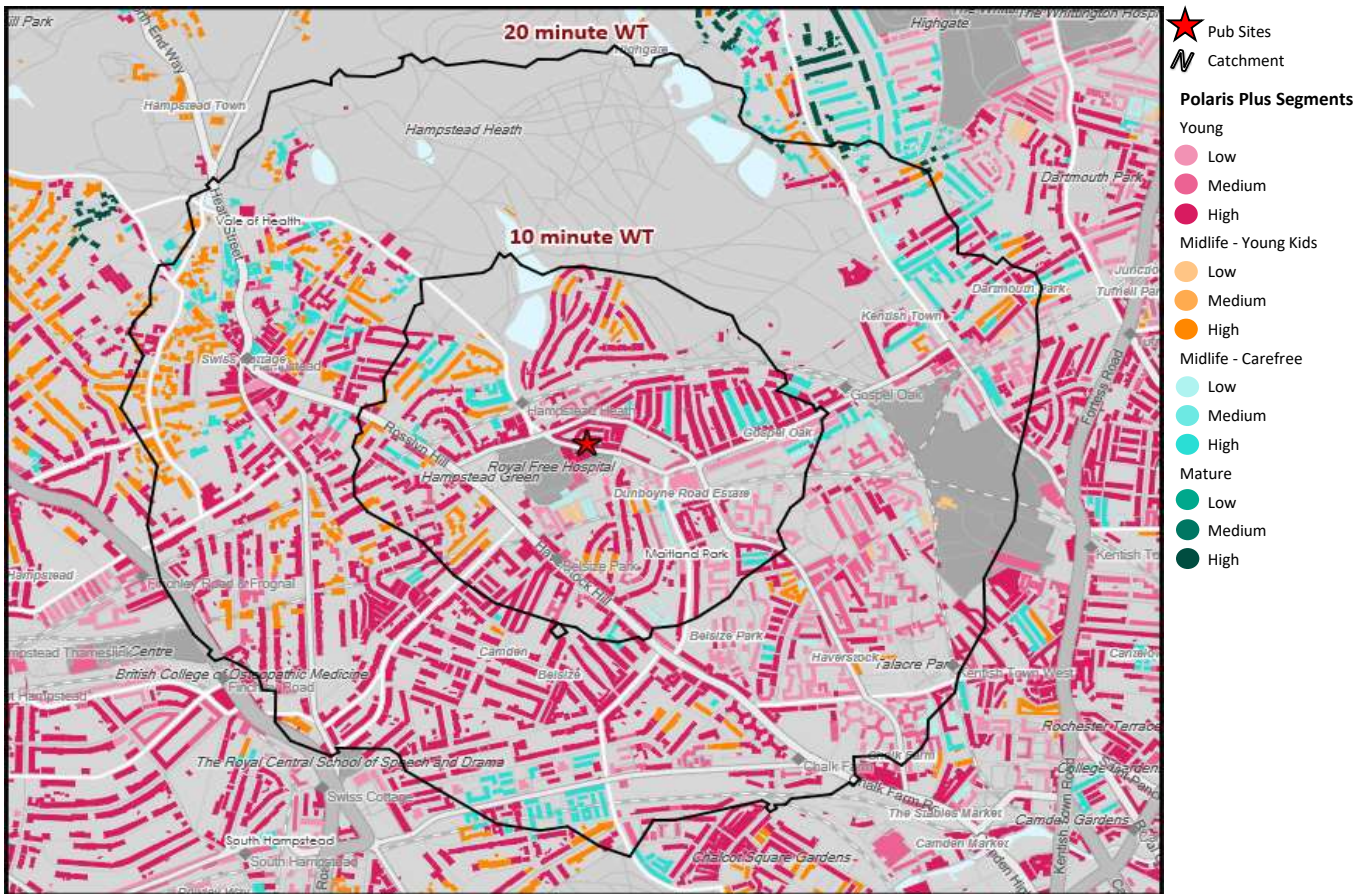
*WT= Walktime, **DT= Drivetime

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	10,826	38,070	526,495	313	315	296
Midlife - Young Kids	699	2,743	37,080	51	57	52
Midlife - Carefree	1,033	3,027	69,783	52	44	68
Mature	0	0	8,654	0	0	3
Not Private Households	23	91	3,913	14	16	46
Total	12,581	43,931	645,925			

Polaris Plus Summary - Cork & Bottle Hampstead



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Polaris Plus Profile by Catchment

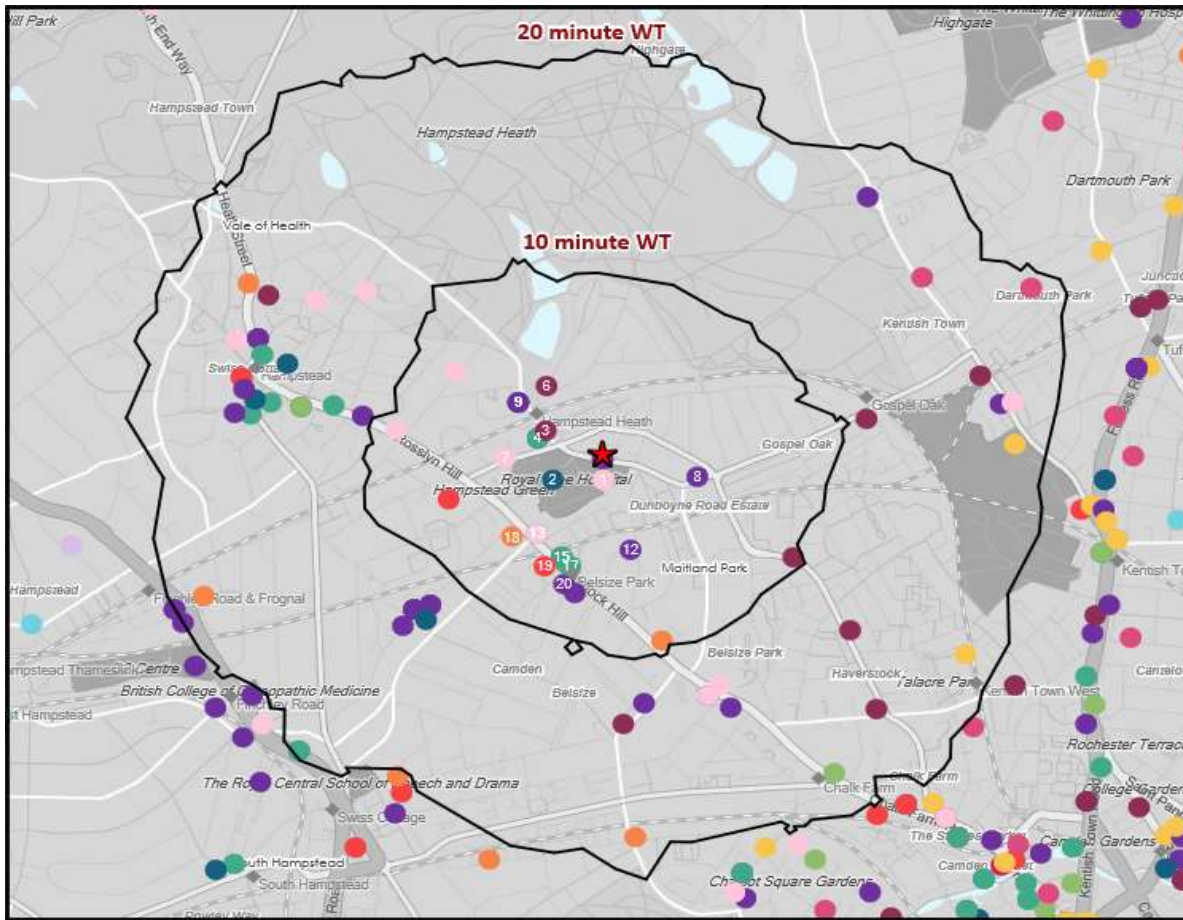
*WT= Walktime, **DT= Drivetime

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	1,759	6,330	73,662	142	147	116
Medium	1,162	5,853	124,697	84	121	176
High	7,905	25,887	328,136	933	875	755
Midlife - Young Kids						
Low	29	124	4,685	4	5	13
Medium	0	0	767	0	0	3
High	670	2,619	31,628	476	533	438
Midlife - Carefree						
Low	236	502	16,250	45	27	60
Medium	0	0	1,155	0	0	2
High	797	2,525	52,378	142	129	182
Mature						
Low	0	0	845	0	0	1
Medium	0	0	4	0	0	0
High	0	0	7,805	0	0	8
Not Private Households	23	91	3,913	14	16	46
Total	12,581	43,931	645,925			

CGA Summary - Cork & Bottle Hampstead



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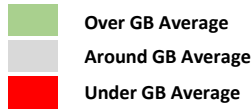


- ★ Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Aroma Spice	NW 3 2QX	Independent Free	Restaurants	0.0
1	Stag	NW 3 2QU	Ei Group	GPGF	0.0
2	Royal Free Hospital Medical School	NW 3 2QG	Independent Free	ABOS	0.1
3	Garden Gate	NW 3 2QE	Mitchells & Butlers	Premium Local	0.1
4	Zara	NW 3 2PT	Independent Free	Restaurants	0.1
4	Dominiques	NW 3 2PT	Independent Free	Casual Dining	0.1
6	Magdala Tavern	NW 3 2SB	Morgan Pub Collective	Premium Local	0.2
7	Roebuck	NW 3 2PN	Youngs	GPGF	0.2
8	Ravels Bistro	NW 3 2QS	Independent Free	Restaurants	0.2
9	Mimmo La Bufala	NW 3 2QB	Independent Free	Restaurants	0.2
9	Must Wine	NW 3 2QB	Independent Free	ABOS	0.2
9	Curry Paradise	NW 3 2QB	Independent Free	Restaurants	0.2
12	Rajdoot	NW 3 2AS	Independent Free	Restaurants	0.2
13	Franco Manca	NW 3 2AE	Franco Manca	Casual Dining	0.2
13	George	NW 3 2AE	Greene King	GPGF	0.2
15	Tish	NW 3 2AG	Independent Free	Restaurants	0.2
15	Gourmet Burger Kitchen	NW 3 2AG	Boparan Restaurant Group	Casual Dining	0.2
17	Pizza Express	NW 3 2AJ	Hony Capital	Casual Dining	0.2
18	Premier Inn	NW 3 4RB	Whitbread	Hotel	0.2
19	Everyman Cinema	NW 3 4QG	Everyman Media Group	Large Venue	0.2
20	Tapeo	NW 3 4QS	Independent Free	Restaurants	0.3

Per Pub Analysis - Cork & Bottle Hampstead



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	12,581	43,931	645,925
Number of Competition Pubs	11	30	912
Adults 18+ per Competition Pub	1,144	1,464	708

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	3,839	30.5%	379
Circuit Bar	0	351	2.8%	69
Community Pub	0	743	5.9%	31
Craft Led	0	1,574	12.5%	362
Great Pub Great Food	5	4,058	32.3%	182
High Street Pub	0	928	7.4%	40
Premium Local	4	829	6.6%	40

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	13,035	29.7%	368
Circuit Bar	2	1,452	3.3%	82
Community Pub	0	2,774	6.3%	33
Craft Led	0	5,481	12.5%	361
Great Pub Great Food	11	13,694	31.2%	176
High Street Pub	1	3,646	8.3%	45
Premium Local	9	3,255	7.4%	45

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	239	174,496	27.0%	335
Circuit Bar	145	23,452	3.6%	90
Community Pub	6	42,169	6.5%	34
Craft Led	0	76,518	11.8%	343
Great Pub Great Food	142	193,087	29.9%	169
High Street Pub	148	54,492	8.4%	46
Premium Local	116	60,394	9.4%	57

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;"> <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="5" style="text-align: center;">Metropolitan</td> <td colspan="5" style="text-align: center;">Large Urban</td> <td colspan="5" style="text-align: center;">Small Urban</td> <td colspan="5" style="text-align: center;">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				
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