CACI

Catchment Summary - Old Volunteer Carlton
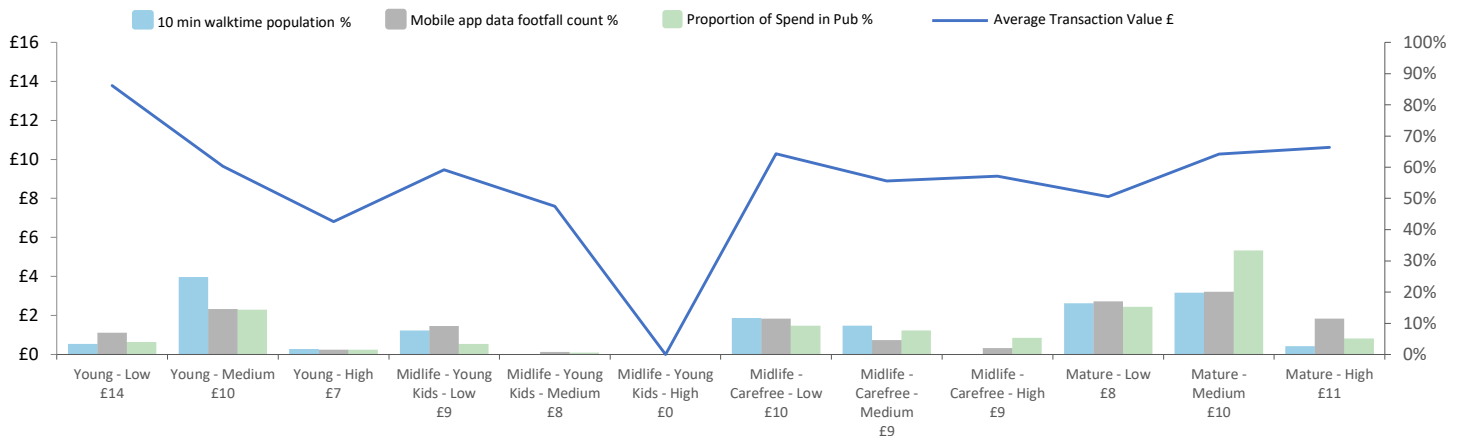
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625447	Old Volunteer Carlton	NG 4 3DQ	Star Pubs & Bars	Community Pub	9

Legend:
- ★ Pub Sites
- Ⓝ 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 £

Categories: Young - Low £14 | Young - Medium £10 | Young - High £7 | Midlife - Young Kids - Low £9 | Midlife - Young Kids - Medium £8 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £10 | Midlife - Carefree - Medium £9 | Midlife - Carefree - High £9 | Mature - Low £8 | Mature - Medium £10 | Mature - High £11

See the Glossary page for further information on the above variables

CACI

Catchment Summary - Old Volunteer Carlton

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*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	7,437	26,977	370,674	139	146	84
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	6,018	21,644	297,985	134	142	85
	Competition Pubs	9	14	372	50	39	89
	Adults 18+ per Competition Pub	669	1,546	801	78	180	93
	% Adults Likely to Drink	78.1%	78.1%	75.4%	102	102	99
Affluence	Low	39.2%	42.7%	38.9%	118	128	117
	Medium	53.8%	50.2%	38.9%	141	132	102
	High	4.6%	6.0%	20.4%	17	22	75

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	525	1,845	54,439	87	84	180
	25-34	1,085	3,929	53,488	109	109	108
	35-44	982	3,522	48,026	100	99	98
	45-64	2,005	7,218	85,357	105	104	90
	65+	1,421	5,130	56,675	99	99	80
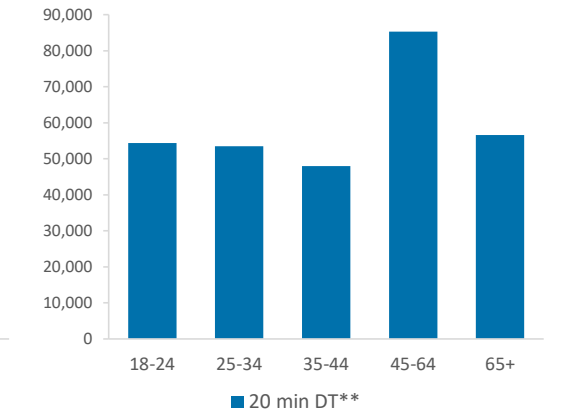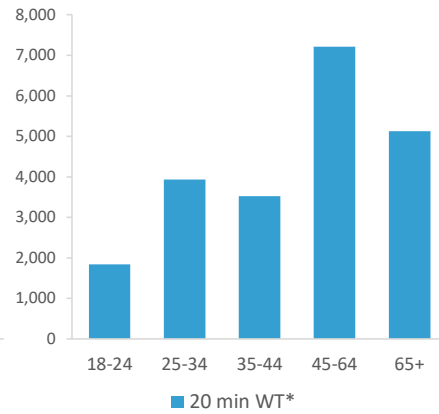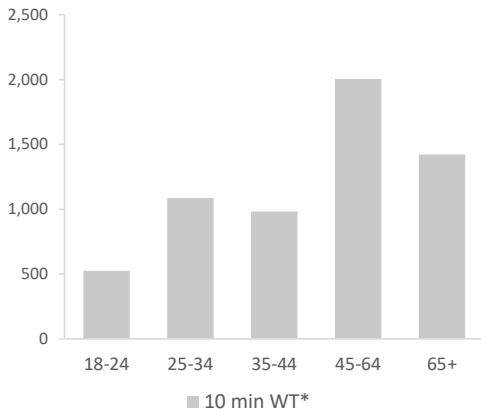
Legend: Over GB Average / Around GB Average / Under GB Average

		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**
Gender	Male	3,616 (49%)	13,203 (49%)	183,299 (49%)	99	100	101
	Female	3,821 (51%)	13,774 (51%)	187,375 (51%)	101	100	99
Economic Status (16+)	Employed: Full-time	2,280 (37%)	8,108 (36%)	97,288 (32%)	107	106	92
	Employed: Part-time	829 (13%)	2,976 (13%)	34,706 (11%)	112	112	95
	Self employed	479 (8%)	1,830 (8%)	22,540 (7%)	84	89	80
	Unemployed	158 (3%)	609 (3%)	9,171 (3%)	92	99	108
	Full-time student	98 (2%)	354 (2%)	13,643 (4%)	66	67	187
	Retired	1,403 (23%)	4,864 (22%)	53,026 (17%)	103	100	79
	Other	966 (16%)	3,535 (16%)	76,100 (25%)	89	91	143
	Total Worker Count	2,354	11,034	163,964			

See the Glossary page for further information on the above variables

Transactional Data Summary - Old Volunteer Carlton

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Spend by Polaris Plus

GB %

Segment	%
Young - Low	4.0%
Young - Medium	14.4%
Young - High	1.5%
Midlife - Young Kids - Low	3.4%
Midlife - Young Kids - Medium	0.6%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	9.3%
Midlife - Carefree - Medium	7.7%
Midlife - Carefree - High	5.3%
Mature - Low	15.3%
Mature - Medium	33.4%
Mature - High	5.1%

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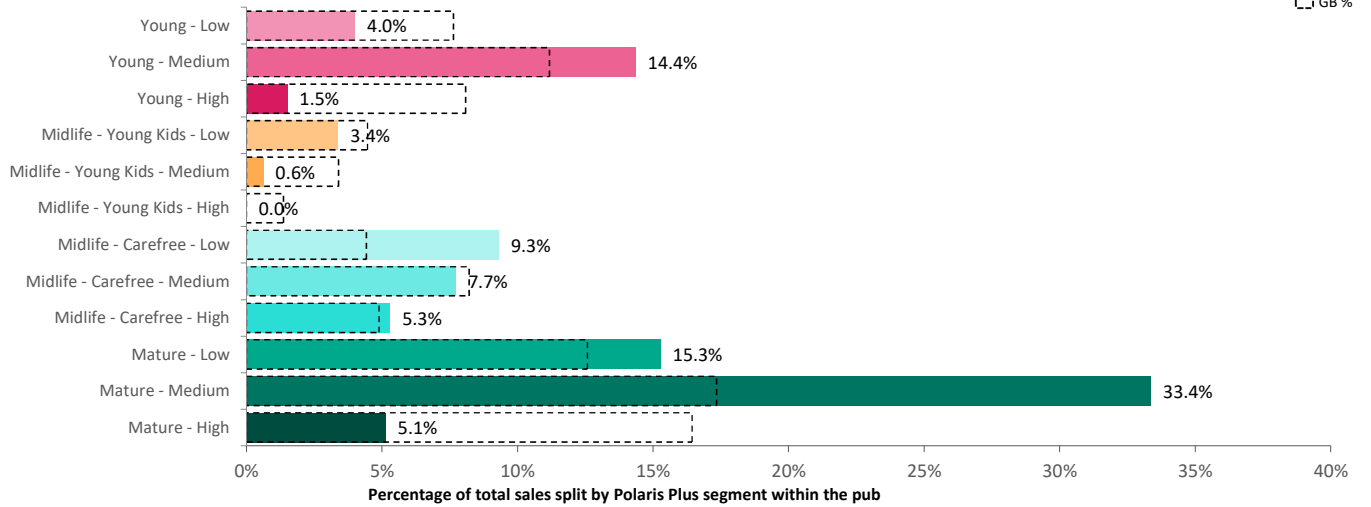
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	3.0%
Young - Medium	14.0%
Young - High	2.0%
Midlife - Young Kids - Low	3.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	9.0%
Midlife - Carefree - Medium	8.0%
Midlife - Carefree - High	6.0%
Mature - Low	18.0%
Mature - Medium	31.0%
Mature - High	5.0%
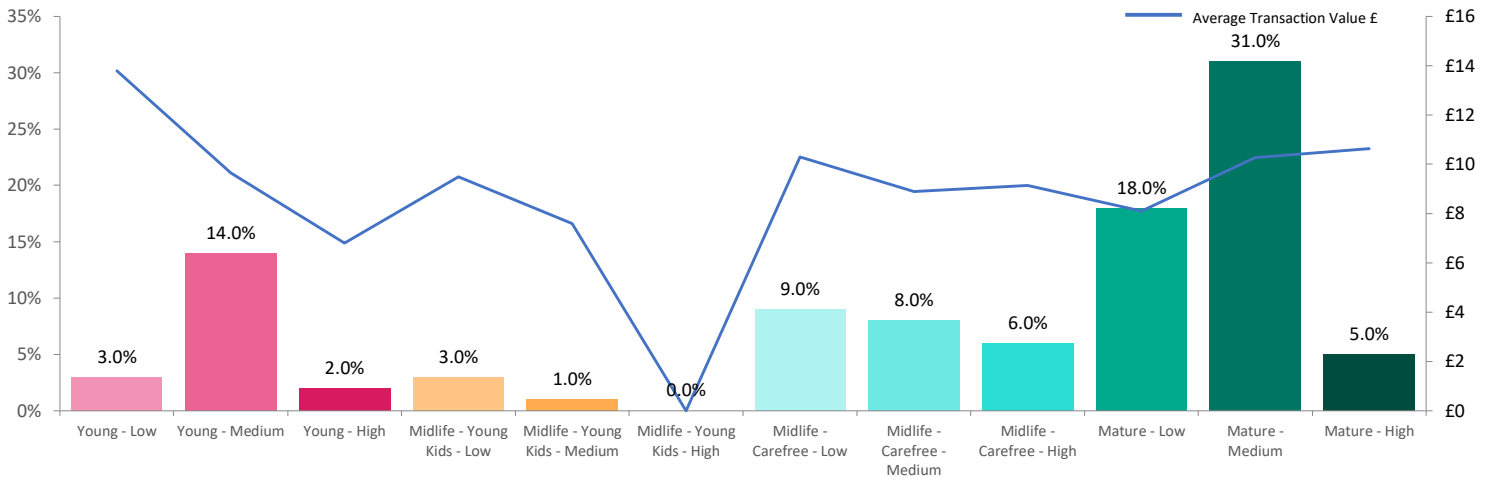
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Old Volunteer Carlton
Star Pubs
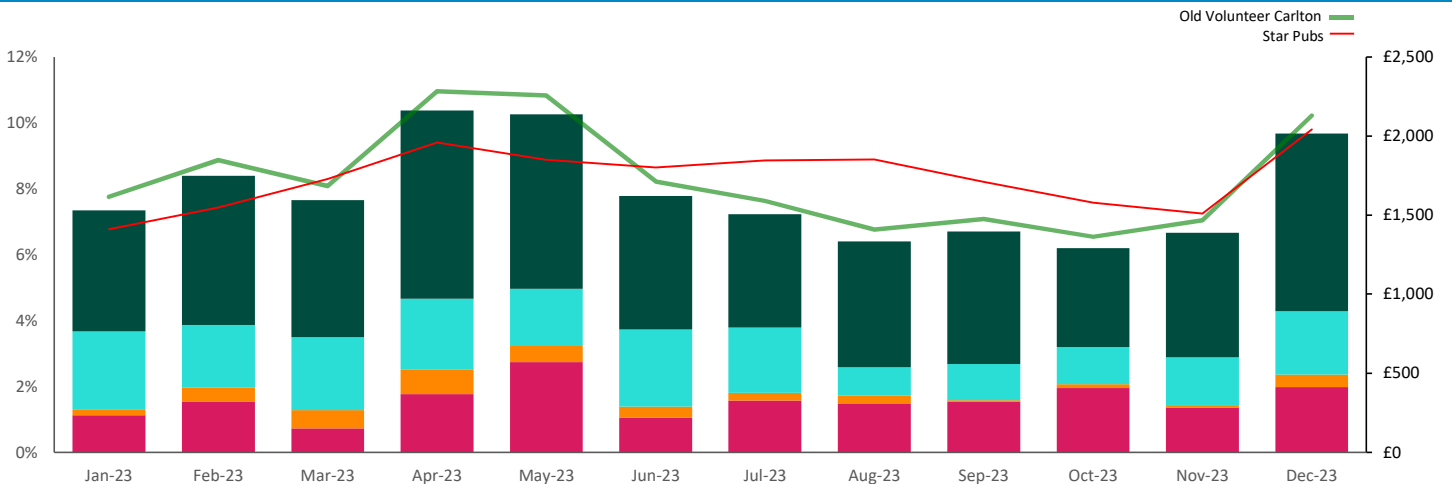
Seasonality of the spend split by month

Mobile Data Summary - Old Volunteer Carlton
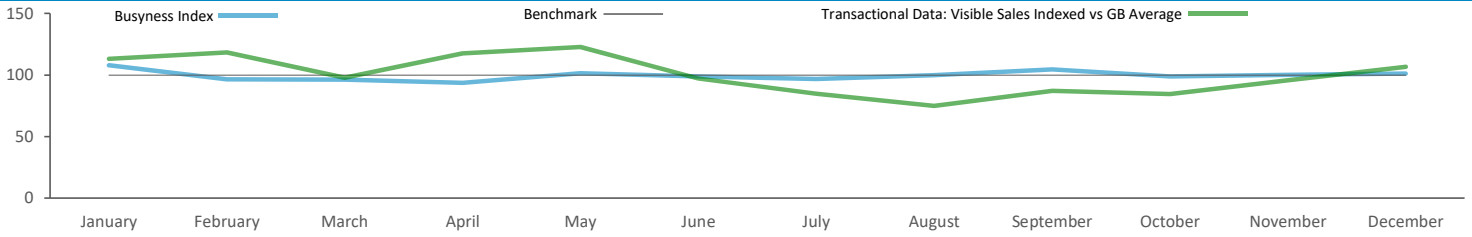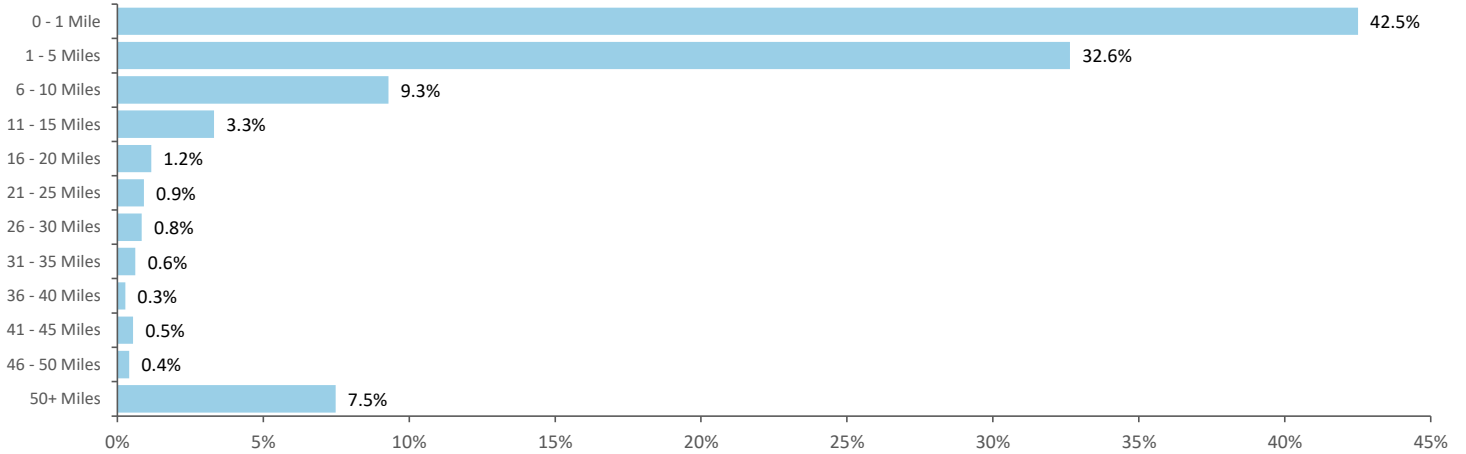
Time of Day/Day of Week
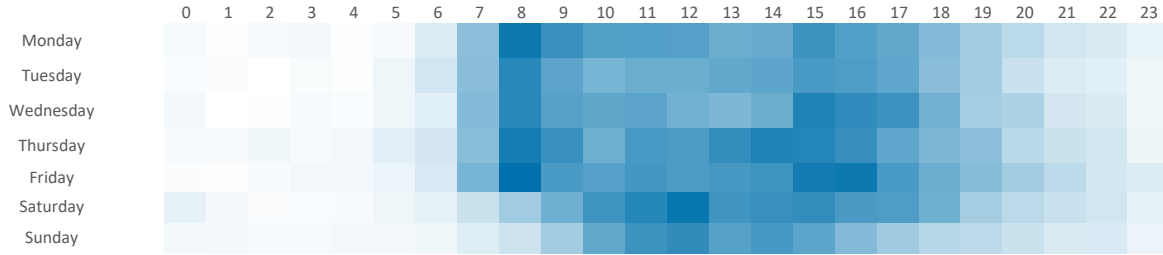
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	42.5%
1 - 5 Miles	32.6%
6 - 10 Miles	9.3%
11 - 15 Miles	3.3%
16 - 20 Miles	1.2%
21 - 25 Miles	0.9%
26 - 30 Miles	0.8%
31 - 35 Miles	0.6%
36 - 40 Miles	0.3%
41 - 45 Miles	0.5%
46 - 50 Miles	0.4%
50+ Miles	7.5%

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

Audience Classification by Polaris Plus
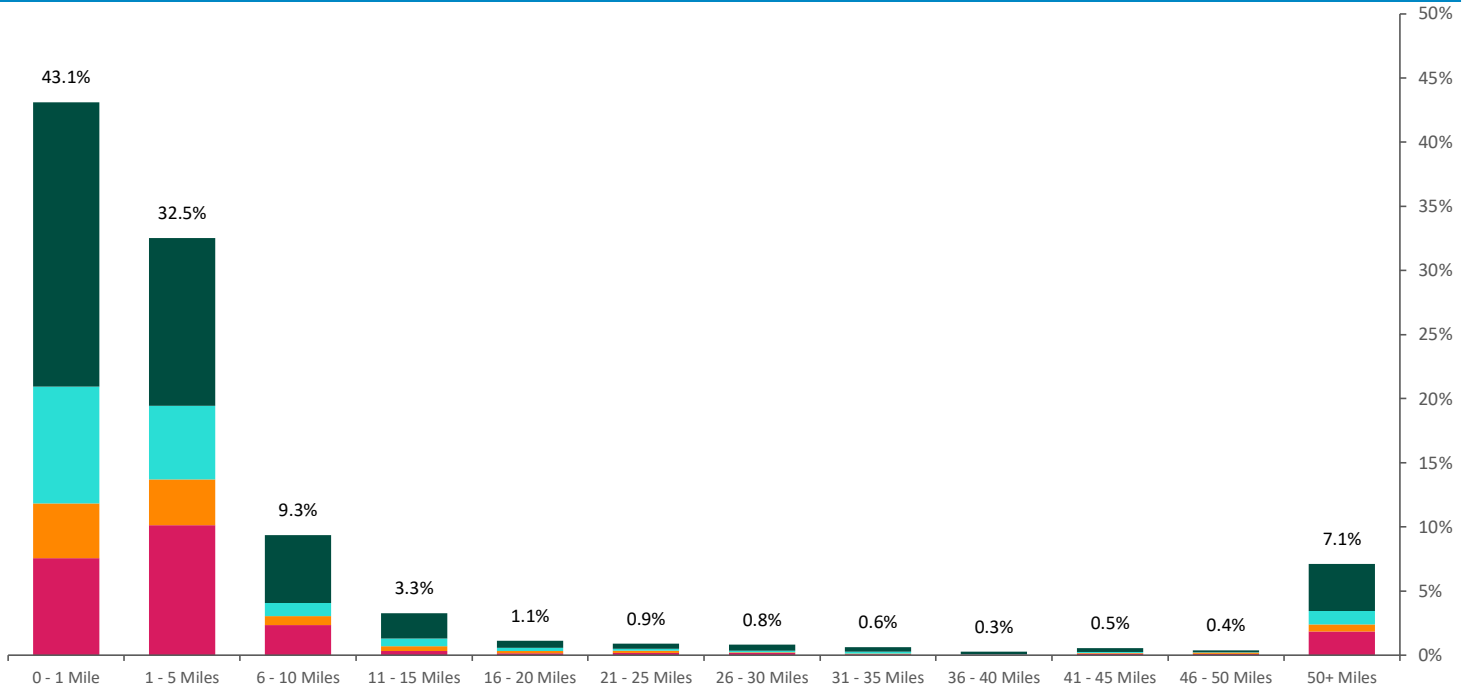
Base: GB

Classification	Percentage
Resident	48.0%
Worker	25.6%
Tourist	10.7%
Local Tourist	15.7%
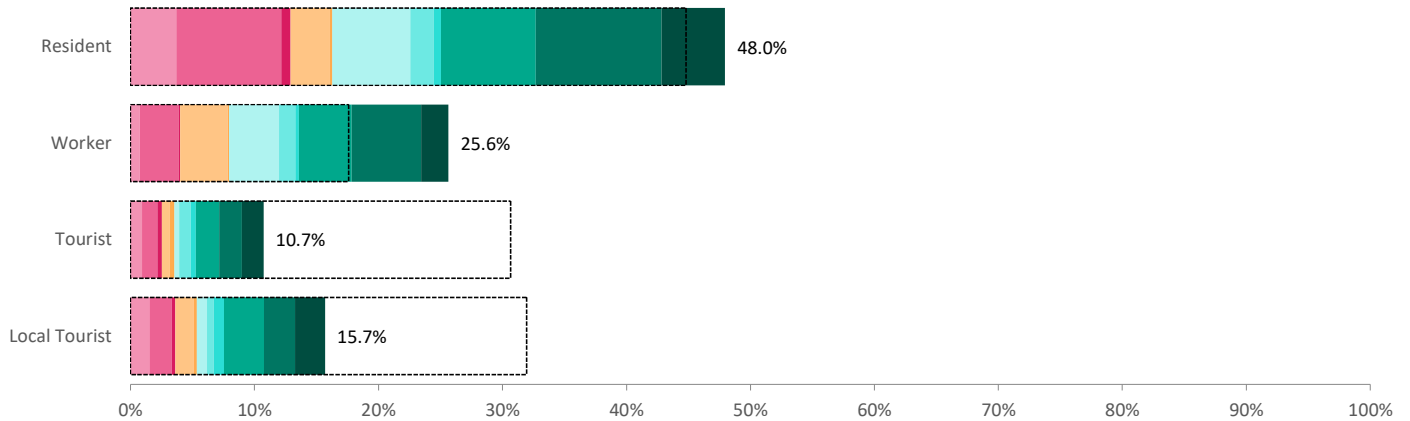
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Old Volunteer Carlton

star PUBS & BARS

Polaris Plus Profile

GB %

Category	%
Young - Low	7.0%
Young - Medium	14.6%
Young - High	1.5%
Midlife - Young Kids - Low	9.1%
Midlife - Young Kids - Medium	0.9%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	11.5%
Midlife - Carefree - Medium	4.7%
Midlife - Carefree - High	2.1%
Mature - Low	17.0%
Mature - Medium	20.1%
Mature - High	11.5%
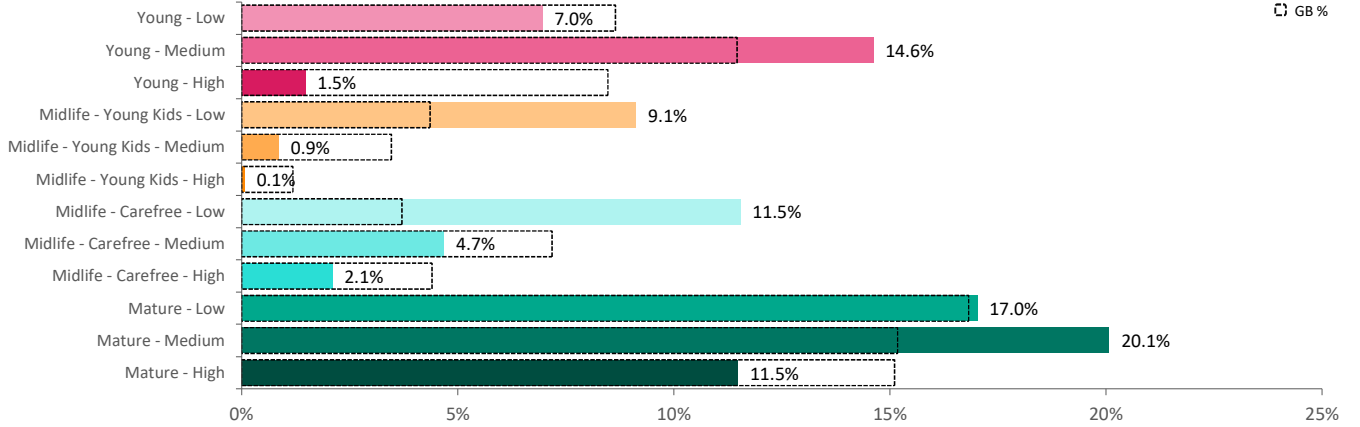
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

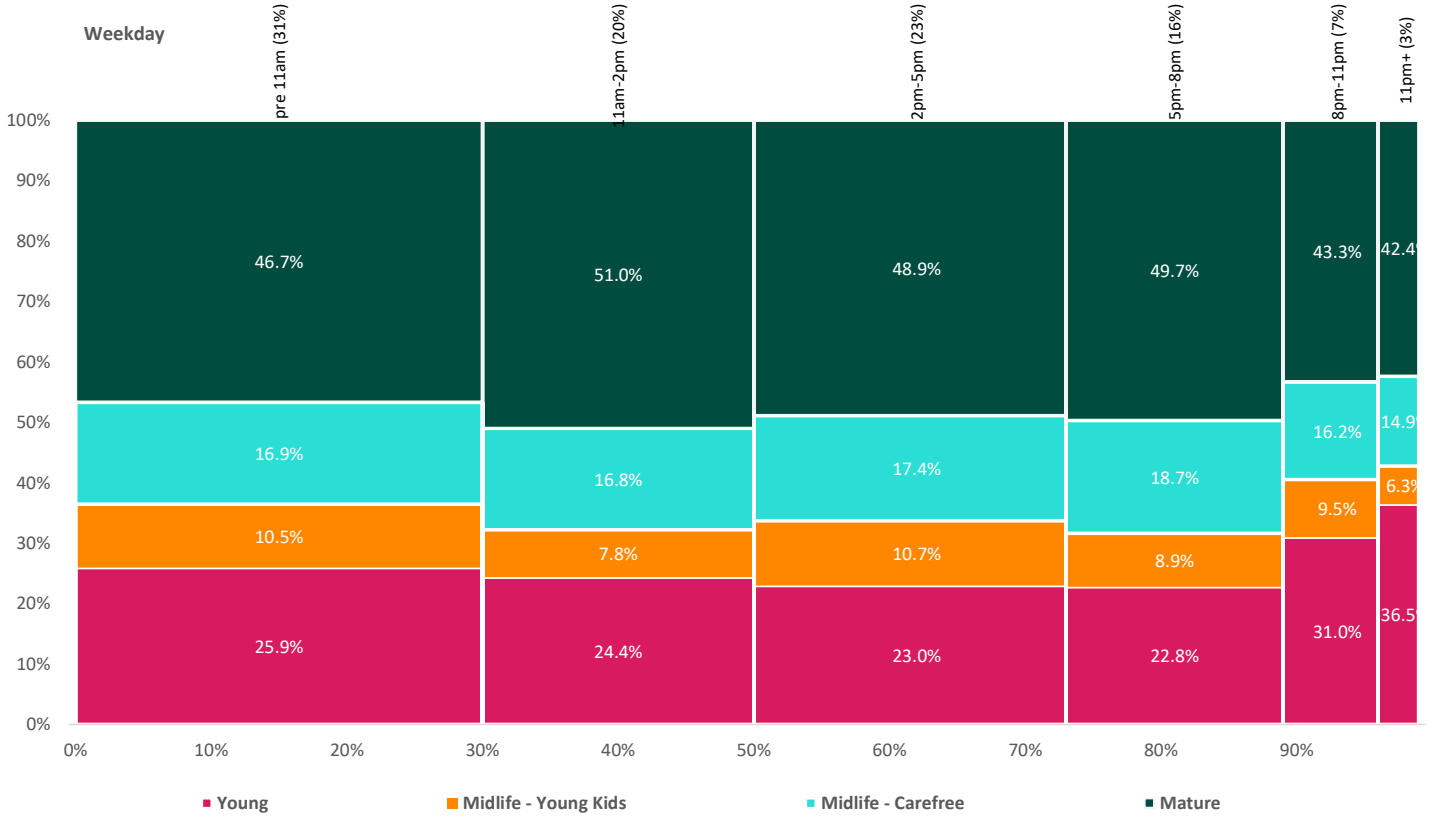| Distance	%
0 - 1 Mile	43.1%
1 - 5 Miles	32.5%
6 - 10 Miles	9.3%
11 - 15 Miles	3.3%
16 - 20 Miles	1.1%
21 - 25 Miles	0.9%
26 - 30 Miles	0.8%
31 - 35 Miles	0.6%
36 - 40 Miles	0.3%
41 - 45 Miles	0.5%
46 - 50 Miles	0.4%
50+ Miles	7.1%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
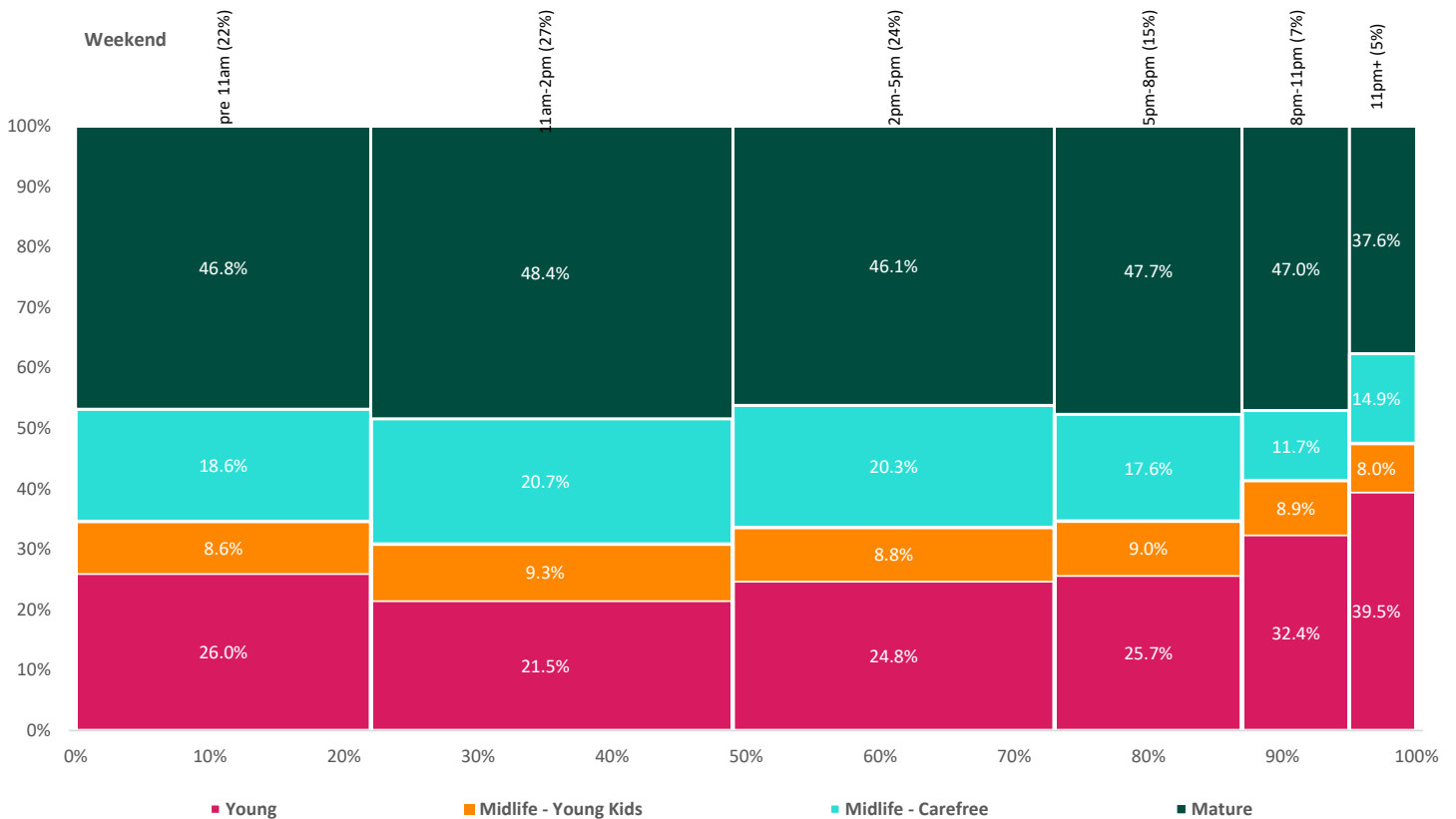
Mobile Data Summary - Old Volunteer Carlton

star
PUBS & BARS

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

Weekday

	pre 11am (31%)	11am-2pm (20%)	2pm-5pm (23%)	5pm-8pm (16%)	8pm-11pm (7%)	11pm+ (3%)
Mature	46.7%	51.0%	48.9%	49.7%	43.3%	42.4%
Midlife - Carefree	16.9%	16.8%	17.4%	18.7%	16.2%	14.9%
Midlife - Young Kids	10.5%	7.8%	10.7%	8.9%	9.5%	6.3%
Young	25.9%	24.4%	23.0%	22.8%	31.0%	36.5%

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

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

Weekend

	pre 11am (22%)	11am-2pm (27%)	2pm-5pm (24%)	5pm-8pm (15%)	8pm-11pm (7%)	11pm+ (5%)
Mature	46.8%	48.4%	46.1%	47.7%	47.0%	37.6%
Midlife - Carefree	18.6%	20.7%	20.3%	17.6%	11.7%	14.9%
Midlife - Young Kids	8.6%	9.3%	8.8%	9.0%	8.9%	8.0%
Young	26.0%	21.5%	24.8%	25.7%	32.4%	39.5%

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

Polaris Summary - Old Volunteer Carlton

star
PUBS & BARS

★ 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	1,805	5,336	127,782	109	90	156
Midlife - Young Kids	465	1,627	29,009	71	69	89
Midlife - Carefree	1,257	5,044	40,117	132	147	85
Mature	2,344	9,396	95,621	88	98	72
Not Private Households	147	241	5,456	186	85	139
Total	6,018	21,644	297,985			

Polaris Plus Summary - Old Volunteer Carlton

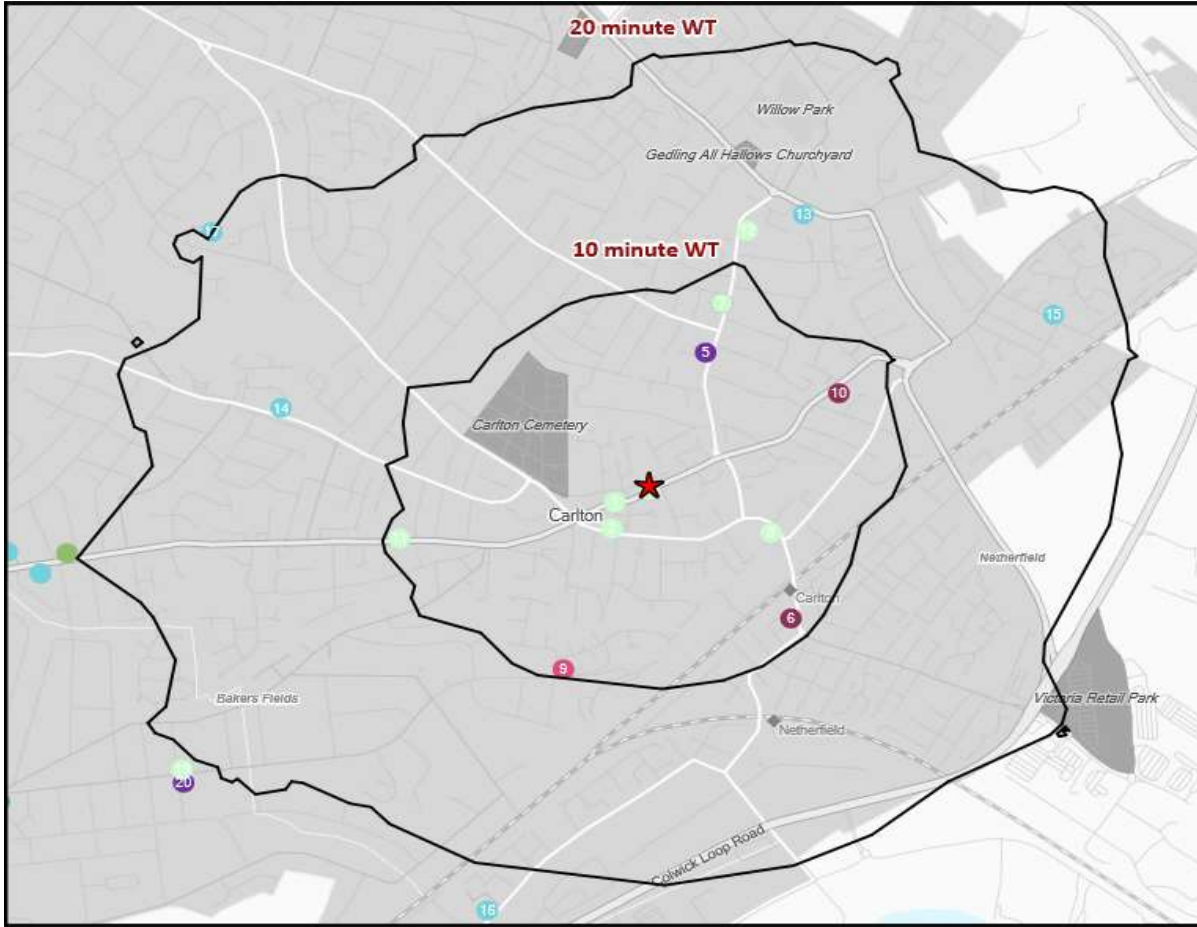**Pub Sites**
Catchment

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	204	591	43,511	35	28	149
Medium	1,492	4,498	68,033	226	189	208
High	109	247	16,238	27	17	81
Midlife - Young Kids						
Low	465	1,573	24,177	141	132	148
Medium	0	54	4,539	0	6	35
High	0	0	293	0	0	9
Midlife - Carefree						
Low	703	3,472	21,920	277	381	175
Medium	554	1,440	10,835	129	93	51
High	0	132	7,362	0	14	55
Mature						
Low	988	3,601	26,209	120	121	64
Medium	1,191	4,866	32,387	126	144	69
High	165	929	37,025	18	29	83
Not Private Households	147	241	5,456	186	85	139
Total	6,018	21,644	297,985			

CGA Summary - Old Volunteer Carlton

★ 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	Old Volunteer	NG 4 3DQ	Star Pubs & Bars	Community Pub	0.0
1	Beacon Hill	NG 4 3DT	Star Pubs & Bars	Community Pub	0.1
2	Steve's Bar	NG 4 3BP	Independent Free	Community Pub	0.1
3	Crossing Social Club	NG 4 3AT	Independent Free	Sports Clubs	0.2
3	Fox & Hounds Hotel	NG 4 3AT	Stonegate Pub Company	Community Pub	0.2
5	Ti Amo	NG 4 3FG	Independent Free	Restaurants	0.3
6	Its In The Bank	NG 4 2HE	Independent Free	Premium Local	0.4
7	Paprika Indian Restaurant	NG 4 3HQ	Independent Free	Restaurants	0.4
7	Willowbrook	NG 4 3HQ	Castle Rock	Community Pub	0.4
9	Elwes Arms	NG 4 1DH	Stonegate Pub Company	Family Pub Dining	0.4
10	Inn For A Penny	NG 4 3GP	Greene King	Premium Local	0.4
11	Nags Head	NG 4 1FN	Punch Pub Company	Community Pub	0.4
12	Gedling	NG 4 3HL	Star Pubs & Bars	Community Pub	0.5
13	Gedling Club & Institute	NG 4 3HG	Independent Free	Clubland	0.6
14	Richard Herop	NG 4 1RL	Independent Free	Clubland	0.7
15	Carlton Town Football Club	NG 4 2QS	Independent Free	Clubland	0.8
16	Vale Social Club	NG 4 2ED	Independent Free	Clubland	0.9
17	Carlton Forum	NG 4 3SH	Independent Free	Clubland	0.9
18	Toby Carvery	NG 2 4BP	Mitchells & Butlers	Family Pub Dining	1.0
19	Bakersfield	NG 3 7EJ	Admiral Taverns Ltd	Community Pub	1.0
20	Navarra Restaurant	NG 3 7EH	Independent Free	Restaurants	1.0

Per Pub Analysis - Old Volunteer Carlton

star PUBS&BARS

*WT= Walktime, **DT= Drivetime
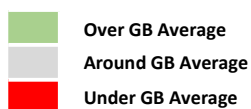
🟩	Over GB Average
⬜	Around GB Average
🟥	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,018	21,644	297,985
Number of Competition Pubs	9	14	372
Adults 18+ per Competition Pub	669	1,546	801

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	318	5.3%	66
Circuit Bar	0	266	4.4%	109
Community Pub	6	1,265	21.0%	110
Craft Led	0	245	4.1%	118
Great Pub Great Food	0	561	9.3%	53
High Street Pub	0	1,253	20.8%	113
Premium Local	2	706	11.7%	71

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	974	4.5%	56
Circuit Bar	0	852	3.9%	97
Community Pub	7	4,588	21.2%	111
Craft Led	0	727	3.4%	97
Great Pub Great Food	0	2,162	10.0%	56
High Street Pub	0	4,474	20.7%	112
Premium Local	2	2,713	12.5%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	60	26,242	8.8%	109
Circuit Bar	39	15,649	5.3%	130
Community Pub	37	55,281	18.6%	97
Craft Led	0	15,020	5.0%	146
Great Pub Great Food	34	45,792	15.4%	87
High Street Pub	48	56,903	19.1%	104
Premium Local	36	44,888	15.1%	91

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			