

Catchment Summary - Old Tigers Head Lee Green

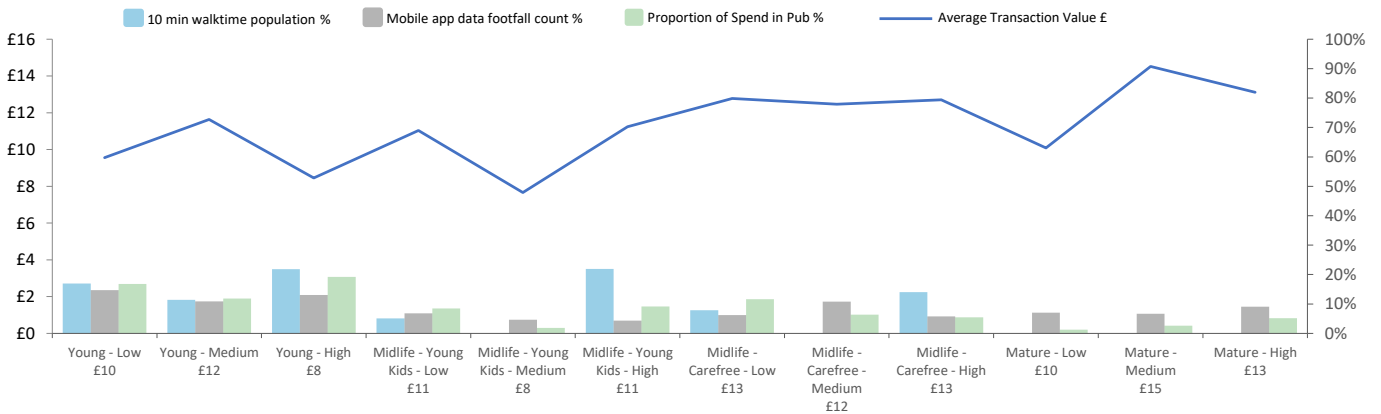
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625729	Old Tigers Head Lee Green	SE12 8RU	Star Pubs & Bars	Premium Local	4



- 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

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

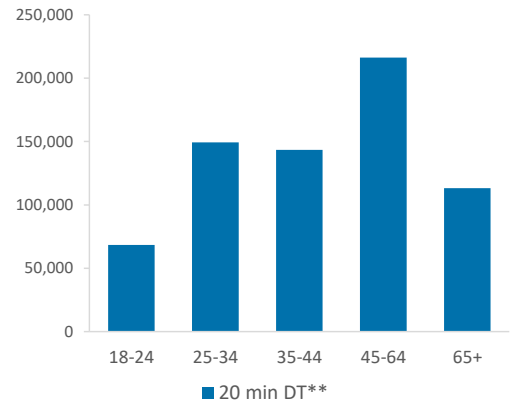
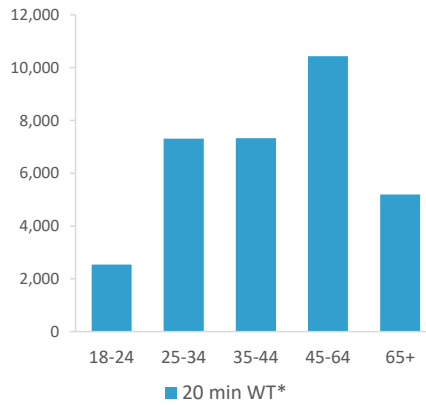
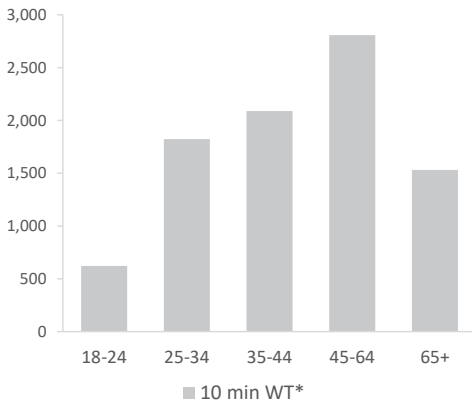
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	11,251	41,122	877,965	210	222	200
Adults 18+	8,868	32,796	690,632	197	215	198
Competition Pubs	5	23	459	28	64	110
Adults 18+ per Competition Pub	1,774	1,426	1,505	207	166	175
% Adults Likely to Drink	73.7%	73.6%	72.8%	97	97	96

Population & Adults 18+ index is based on all pubs

Affluence	Low	29.9%	30.4%	39.3%	90	92	118
	Medium	11.4%	18.8%	26.0%	30	49	68
	High	57.8%	50.2%	34.0%	212	184	125

*Affluence does not include Not Private Households

Age Profile	18-24	621	2,539	68,323	68	76	96
	25-34	1,822	7,306	149,356	121	133	128
	35-44	2,088	7,325	143,492	140	135	123
	45-64	2,807	10,432	216,235	97	99	96
	65+	1,530	5,194	113,226	71	66	67



	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	5,404 (48%)	19,899 (48%)	421,210 (48%)	98	99	98
	Female	5,847 (52%)	21,223 (52%)	456,755 (52%)	102	101	102
Economic Status (16+)	Employed: Full-time	3,742 (41%)	13,645 (40%)	275,309 (39%)	119	117	112
	Employed: Part-time	973 (11%)	3,461 (10%)	77,727 (11%)	90	86	92
	Self employed	1,134 (12%)	4,075 (12%)	79,897 (11%)	135	131	122
	Unemployed	403 (4%)	1,528 (5%)	28,894 (4%)	160	164	147
	Full-time student	169 (2%)	748 (2%)	17,474 (2%)	78	93	103
	Retired	1,322 (14%)	4,613 (14%)	104,336 (15%)	66	63	67
	Other	1,384 (15%)	5,647 (17%)	127,782 (18%)	87	96	103
Total Worker Count		1,928	10,930	218,135			

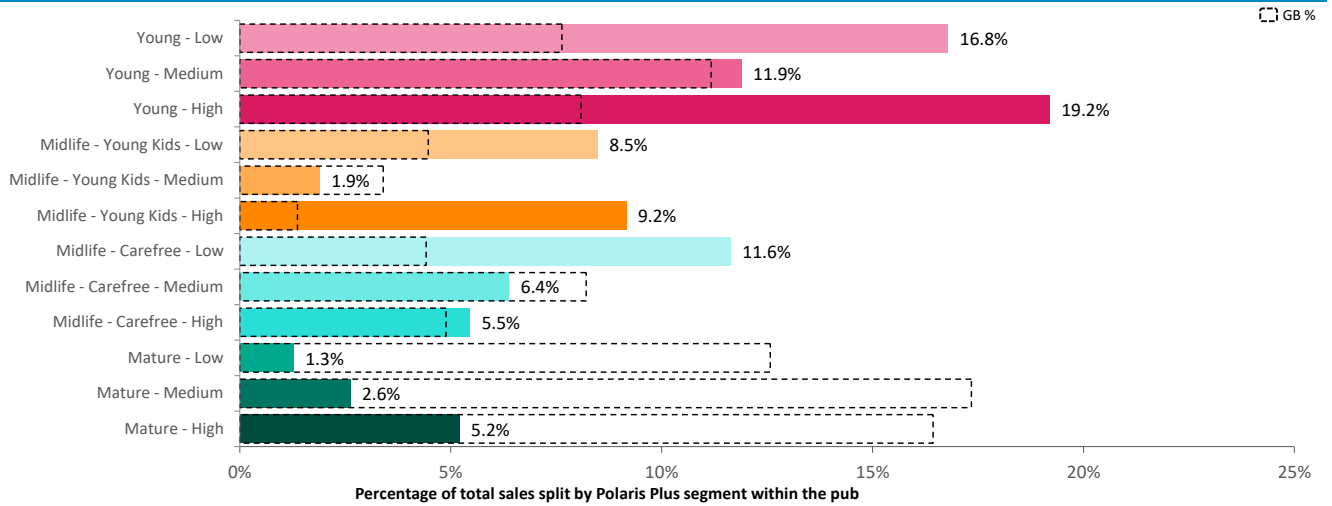
See the Glossary page for further information on the above variables

Transactional Data Summary - Old Tigers Head Lee Green

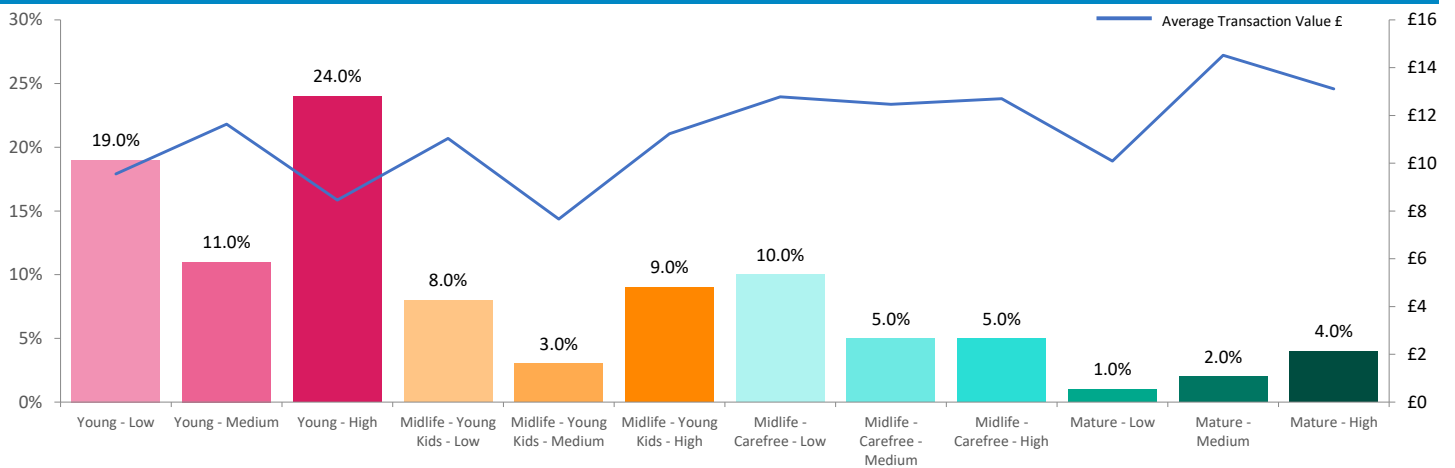


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Spend by Polaris Plus

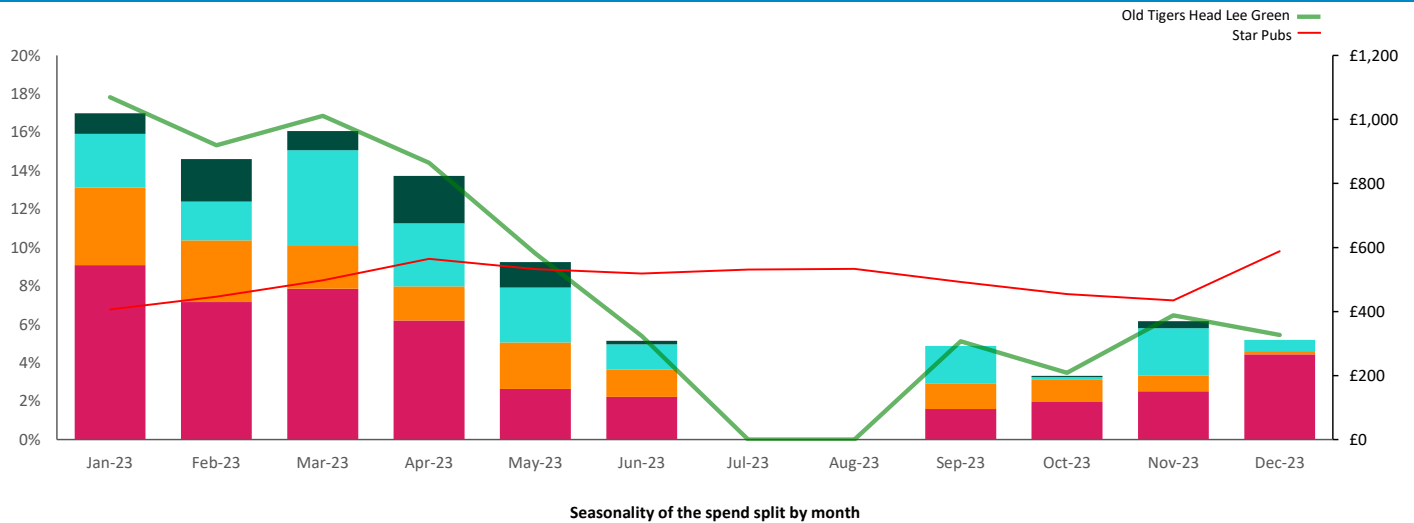


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

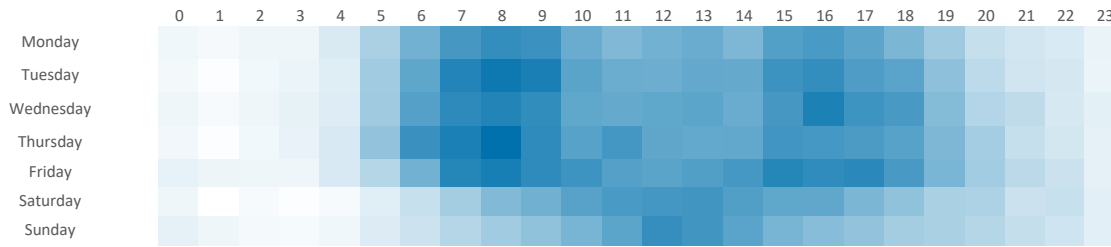


Mobile Data Summary - Old Tigers Head Lee Green



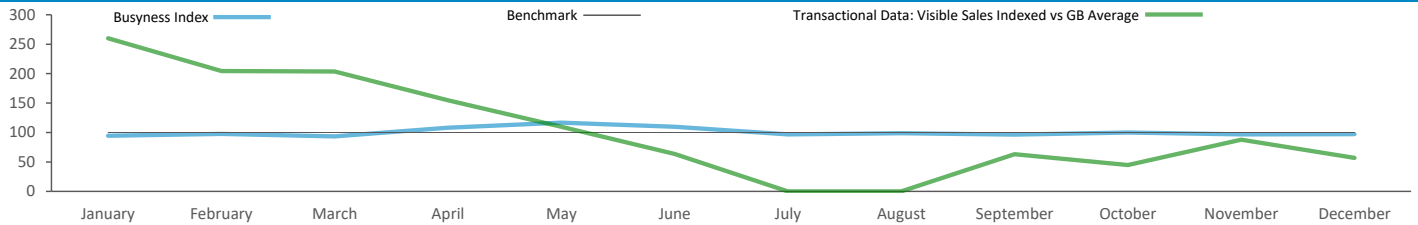
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Time of Day/Day of Week



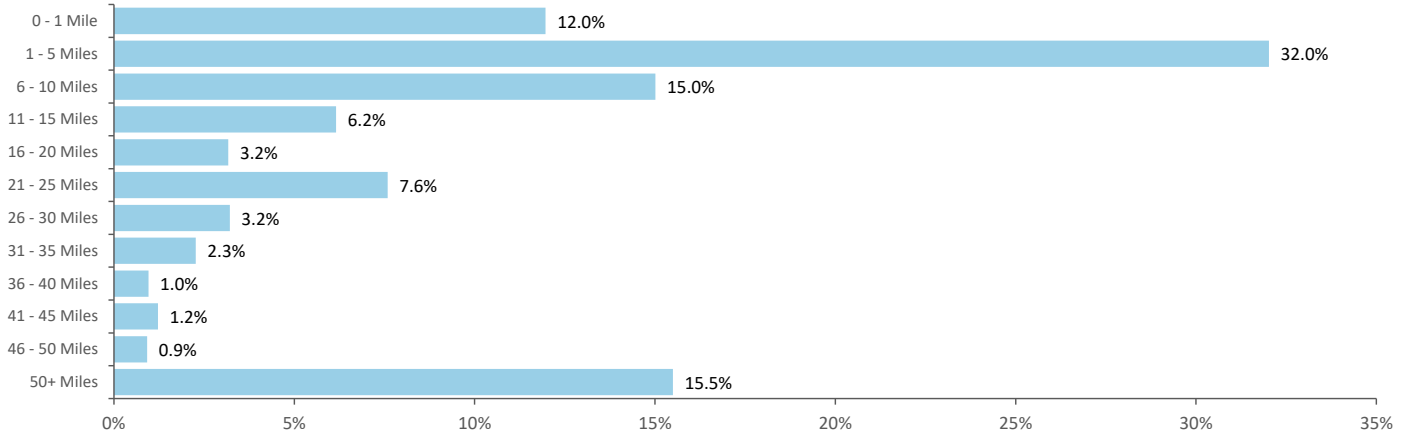
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

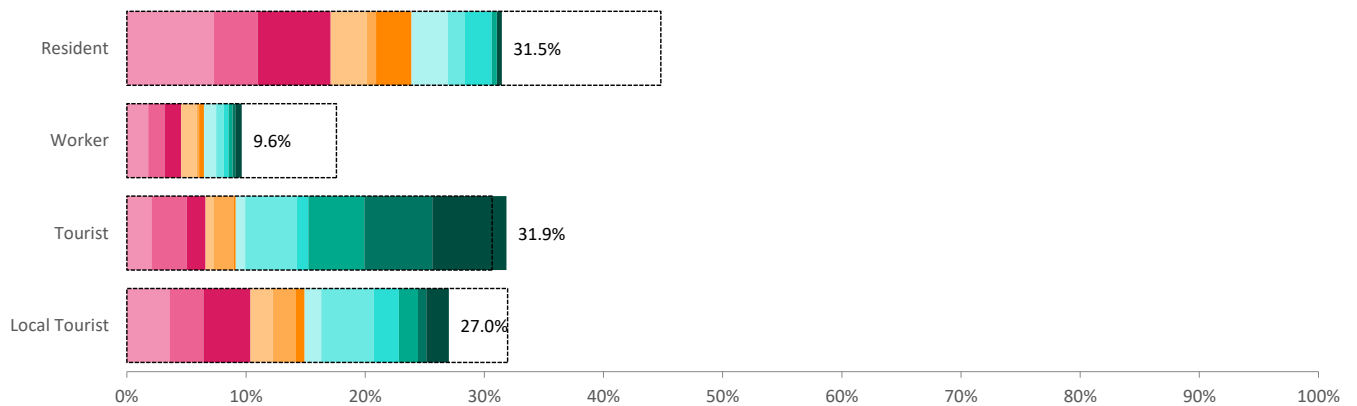
Distance from Home



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

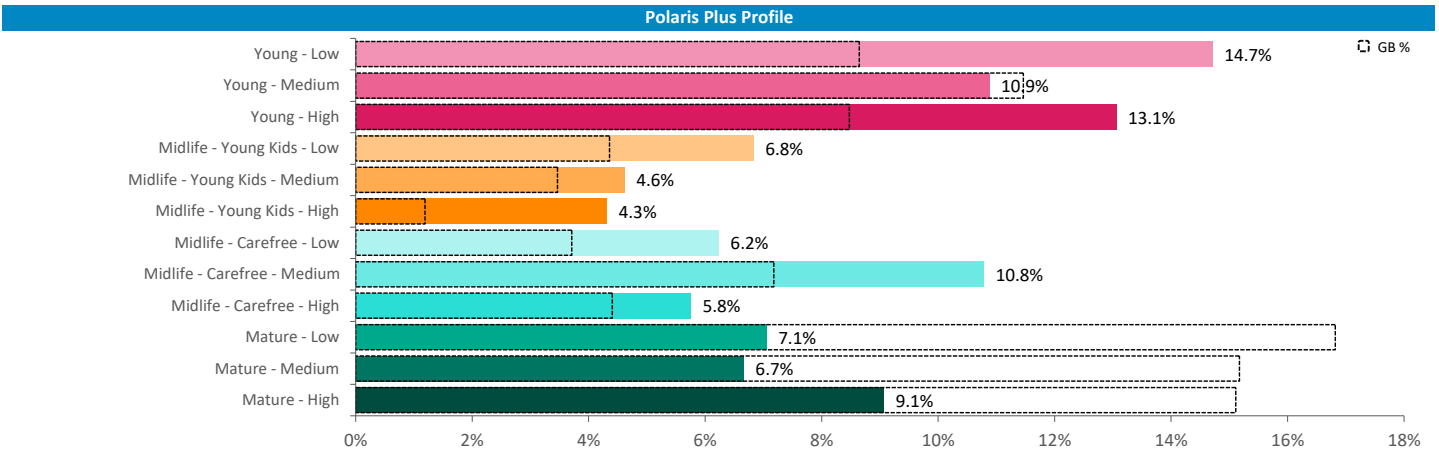


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

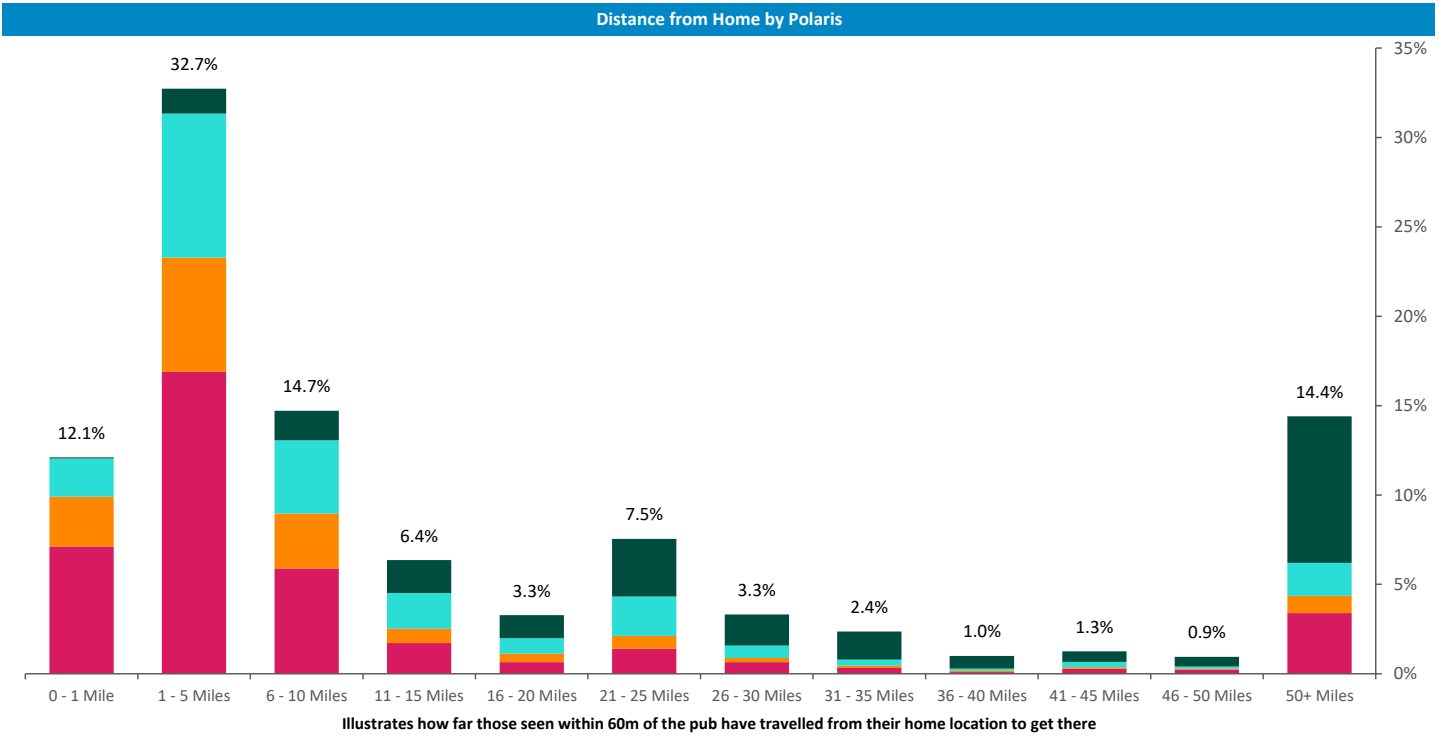
Mobile Data Summary - Old Tigers Head Lee Green



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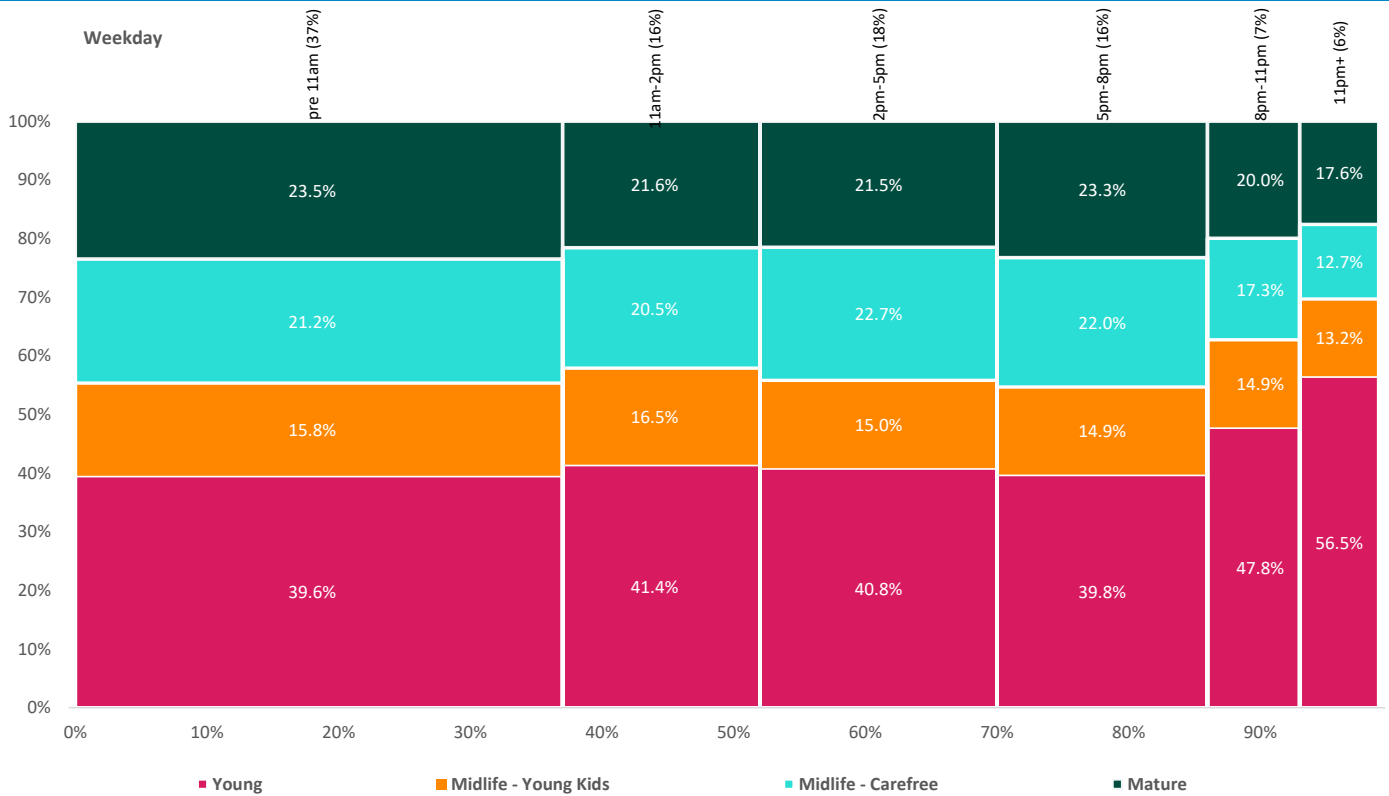
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



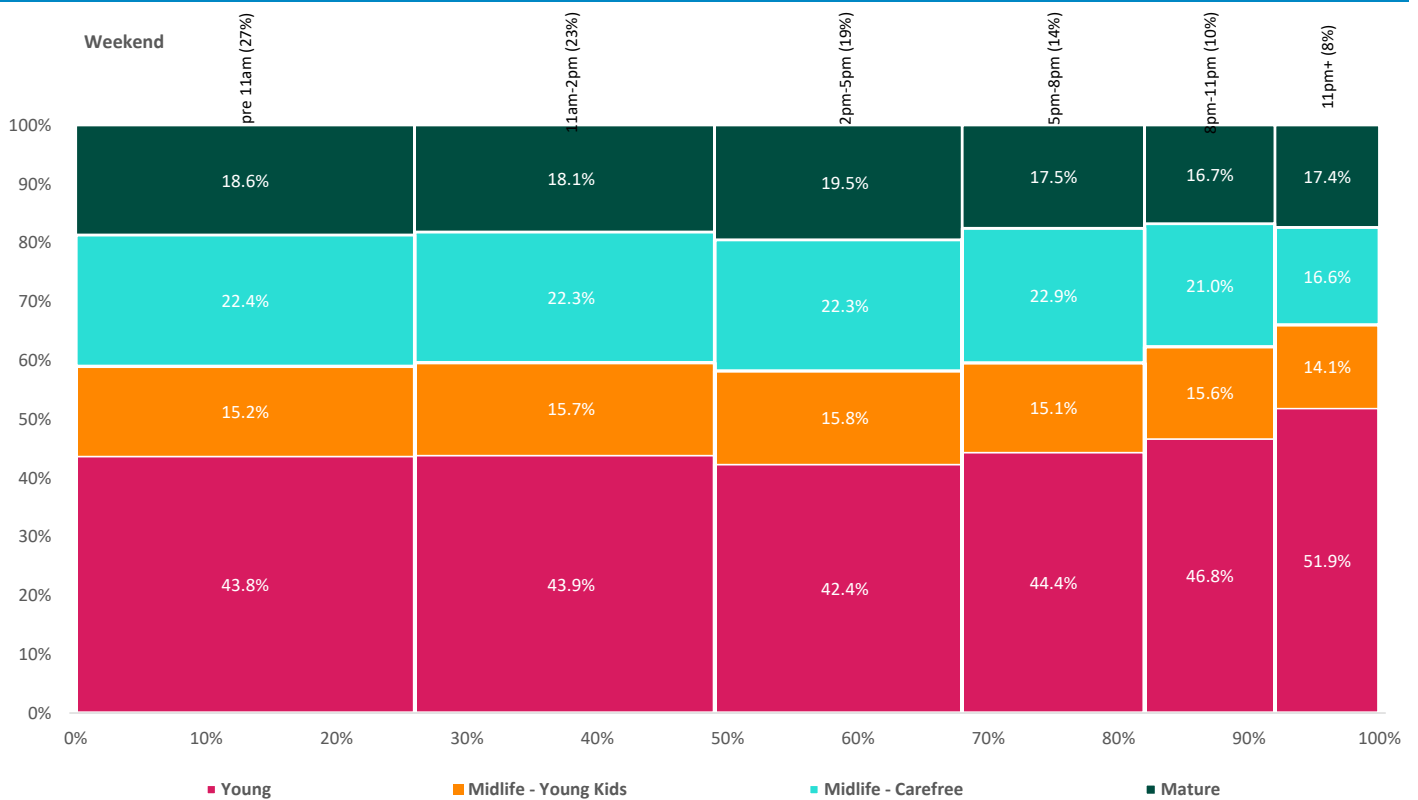
Mobile Data Summary - Old Tigers Head Lee Green

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



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



Polaris Summary - Old Tigers Head Lee Green



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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	4,456	18,725	341,530	183	207	180
Midlife - Young Kids	2,392	6,815	111,927	247	190	148
Midlife - Carefree	1,941	6,526	184,174	138	126	168
Mature	0	549	48,472	0	4	16
Not Private Households	79	181	4,529	68	42	50
Total	8,868	32,796	690,632			

Polaris Plus Summary - Old Tigers Head Lee Green



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Polaris Plus Profile by Catchment

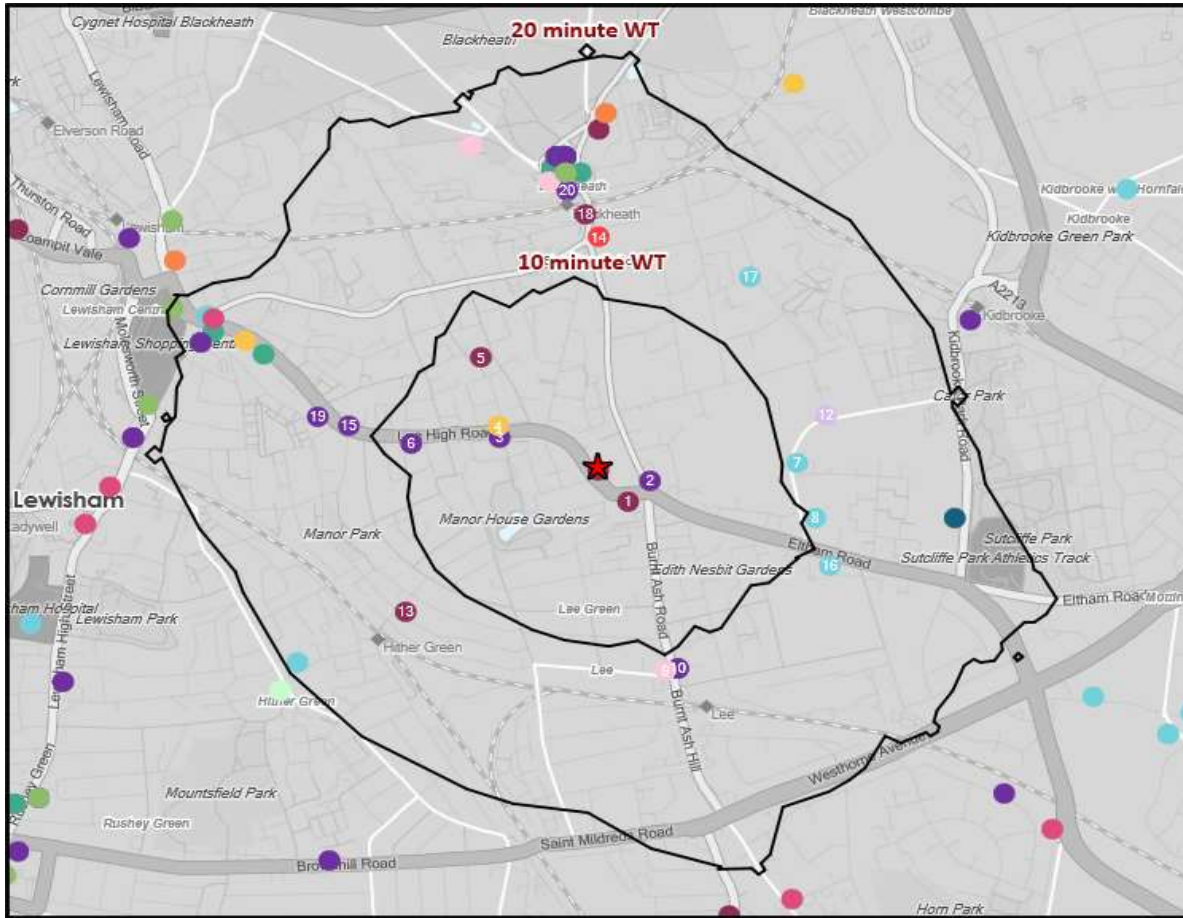
*WT= Walktime, **DT= Drivetime

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	1,505	5,286	140,367	173	164	207
Medium	1,014	5,971	83,481	104	166	110
High	1,937	7,468	117,682	324	338	253
Midlife - Young Kids						
Low	452	1,843	54,729	93	102	144
Medium	0	0	21,099	0	0	71
High	1,940	4,972	36,099	1,956	1,356	467
Midlife - Carefree						
Low	696	2,850	57,996	186	206	199
Medium	0	200	71,891	0	9	145
High	1,245	3,476	54,287	315	238	176
Mature						
Low	0	0	18,092	0	0	19
Medium	0	0	3,417	0	0	3
High	0	549	26,963	0	11	26
Not Private Households	79	181	4,529	68	42	50
Total	8,868	32,796	690,632			

CGA Summary - Old Tigers Head Lee Green



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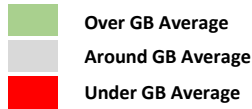


- ★ Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Old Tigers Head	SE12 8RU	Star Pubs & Bars	Premium Local	0.0
1	Duke Of Edinburgh	SE12 8RW	Independent Free	Premium Local	0.1
2	Carola Ristorante Pizzeria	SE 3 9DJ	Independent Free	Restaurants	0.1
3	Panas Gurkha Restaurant	SE13 5PJ	Independent Free	Restaurants	0.2
4	Elements	SE13 5PQ	Independent Free	High Street Pub	0.2
5	Dacre Arms	SE13 5BU	Stonegate Pub Company	Premium Local	0.3
6	Spice Of Life	SE13 5PL	Independent Free	Restaurants	0.4
7	Crofton Albion Sports & Social Club	SE12 8HF	Independent Free	Clubland	0.4
8	Blackheath Wanderers Sports Club	SE12 8UF	Independent Free	Clubland	0.5
9	Lord Northbrook	SE12 8PU	Fuller Smith & Turner	GPGF	0.5
10	Caspian	SE12 8RA	Independent Free	Restaurants	0.5
10	Luciano	SE12 8RA	Independent Free	Restaurants	0.5
12	David Lloyd Leisure	SE12 8HG	David Lloyd Leisure Ltd	Sports Clubs	0.5
13	Station Hotel	SE13 5NB	Youngs	Premium Local	0.5
14	Blackheath Concert Halls	SE 3 9RQ	Independent Free	Large Venue	0.5
15	2 Flames Grill Bar	SE13 5PB	Independent Free	Restaurants	0.5
16	Horn Park	SE12 8UE	Independent Free	Clubland	0.5
17	Blackheath & Greenwich Bowling Club	SE 3 9BL	Independent Free	Clubland	0.5
18	Railway	SE 3 9LE	Mitchells & Butlers	Premium Local	0.6
19	Darjeeling Indian Restaurant	SE13 5PR	Independent Free	Restaurants	0.6
20	Saffron Club Indian Restaurant	SE 3 0BU	Independent Free	Restaurants	0.6

Per Pub Analysis - Old Tigers Head Lee Green



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	8,868	32,796	690,632
Number of Competition Pubs	5	23	459
Adults 18+ per Competition Pub	1,774	1,426	1,505

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,577	17.8%	221
Circuit Bar	0	303	3.4%	84
Community Pub	0	943	10.6%	56
Craft Led	0	545	6.1%	178
Great Pub Great Food	0	2,128	24.0%	136
High Street Pub	1	1,276	14.4%	78
Premium Local	3	1,321	14.9%	90

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	5,830	17.8%	221
Circuit Bar	2	1,335	4.1%	100
Community Pub	0	3,523	10.7%	56
Craft Led	0	2,376	7.2%	210
Great Pub Great Food	3	7,421	22.6%	128
High Street Pub	2	4,604	14.0%	76
Premium Local	7	4,476	13.6%	83

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	34	93,486	13.5%	168
Circuit Bar	63	31,135	4.5%	111
Community Pub	34	97,782	14.2%	74
Craft Led	0	39,967	5.8%	167
Great Pub Great Food	33	115,816	16.8%	95
High Street Pub	77	104,393	15.1%	82
Premium Local	81	73,636	10.7%	65

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.																																									
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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.																																									
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