

Catchment Summary - Three Tuns Eastwood

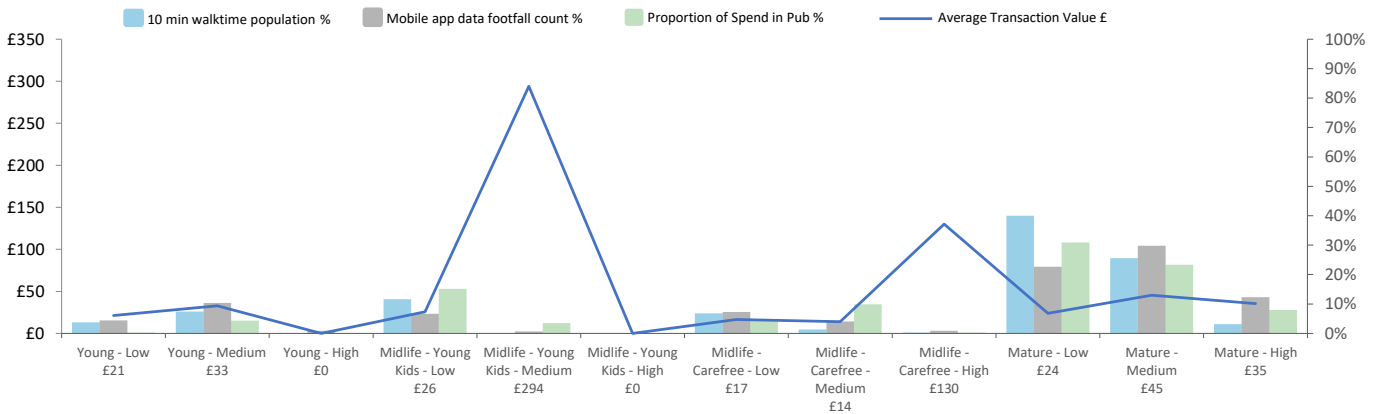
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626912	Three Tuns Eastwood	NG16 3EJ	Star Pubs & Bars	Premium Local	9



- 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 - Three Tuns Eastwood



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

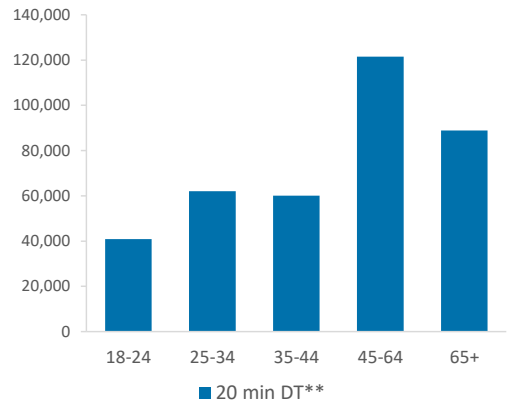
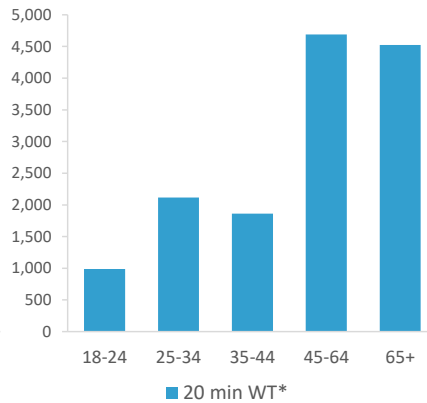
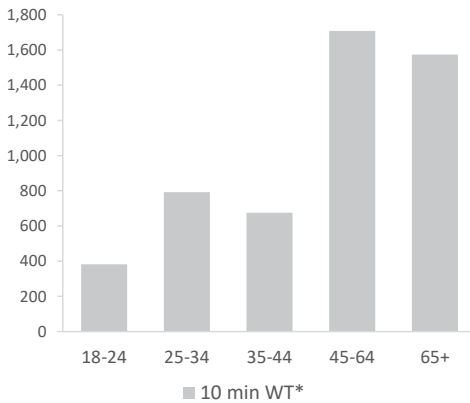
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,241	17,264	472,776	116	93	108
Adults 18+	5,131	14,177	373,354	114	93	107
Competition Pubs	16	20	362	89	56	87
Adults 18+ per Competition Pub	321	709	1,031	37	83	120
% Adults Likely to Drink	77.5%	78.3%	75.5%	102	103	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	62.2%	46.3%	49.4%	187	139	148
	Medium	34.4%	42.7%	38.2%	90	112	100
	High	3.4%	11.0%	11.4%	13	40	42

*Affluence does not include Not Private Households

Age Profile	18-24	382	989	40,888	75	70	106
	25-34	792	2,115	62,024	95	92	98
	35-44	675	1,860	60,050	82	81	96
	45-64	1,708	4,690	121,464	107	106	100
	65+	1,574	4,523	88,928	131	136	98



	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	3,030 (49%)	8,417 (49%)	230,593 (49%)	99	100	100
	Female	3,211 (51%)	8,847 (51%)	242,183 (51%)	101	100	100
Economic Status (16+)	Employed: Full-time	1,705 (32%)	4,661 (32%)	129,950 (34%)	94	93	98
	Employed: Part-time	673 (13%)	1,836 (13%)	48,668 (13%)	108	107	107
	Self employed	314 (6%)	959 (7%)	27,820 (7%)	65	72	78
	Unemployed	135 (3%)	346 (2%)	11,426 (3%)	93	86	108
	Full-time student	46 (1%)	171 (1%)	9,020 (2%)	37	50	99
	Retired	1,536 (29%)	4,405 (30%)	82,955 (22%)	134	139	99
Other	841 (16%)	2,131 (15%)	74,513 (19%)	92	84	111	
Total Worker Count		1,622	6,049	189,830			

See the Glossary page for further information on the above variables

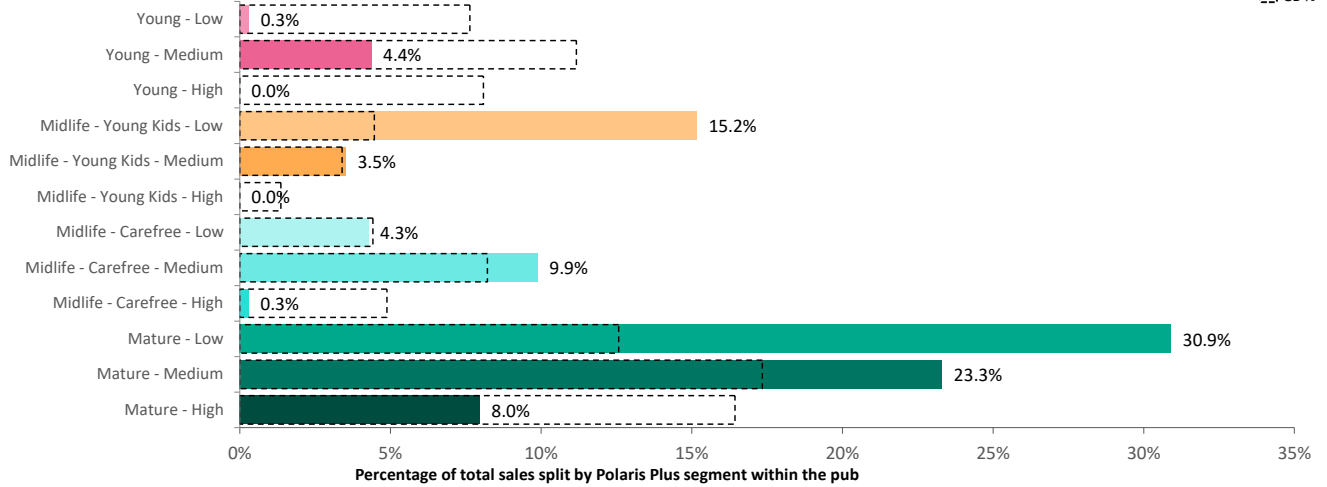
Transactional Data Summary - Three Tuns Eastwood



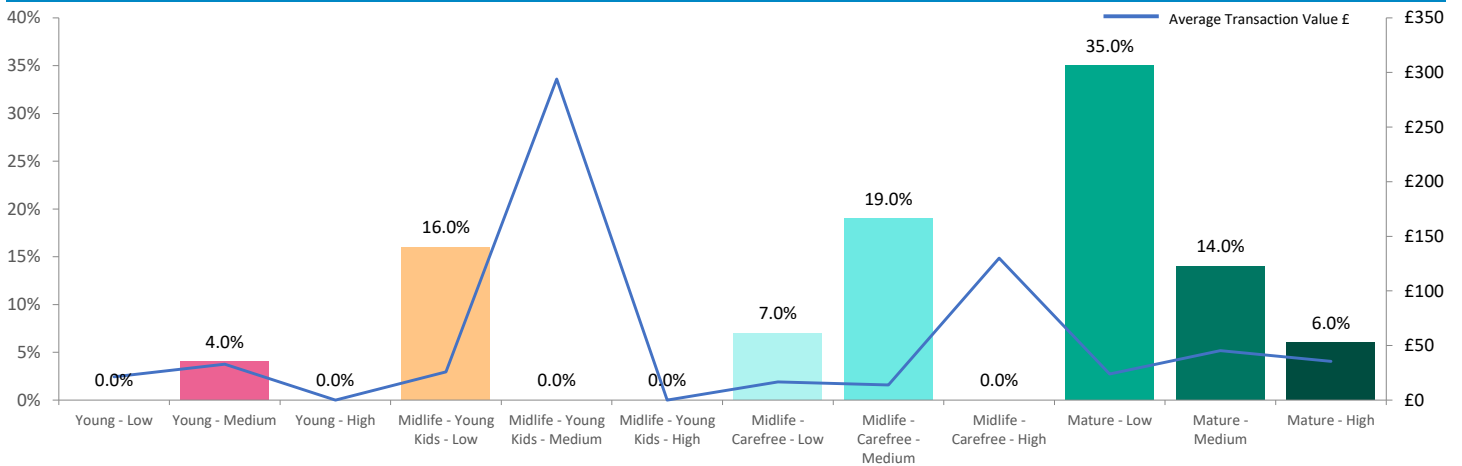
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Spend by Polaris Plus

GB %

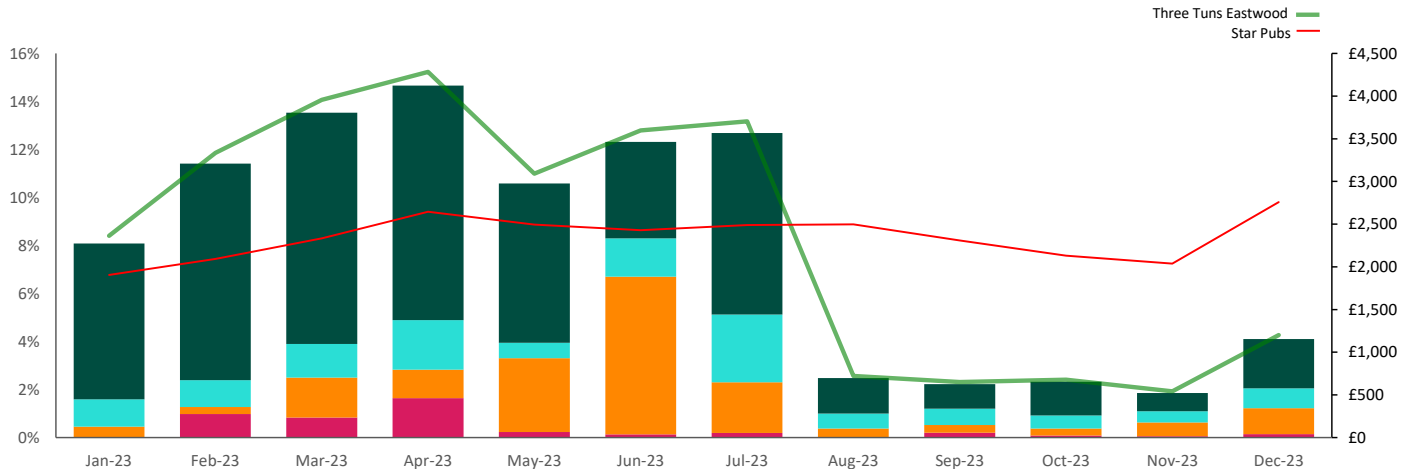


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



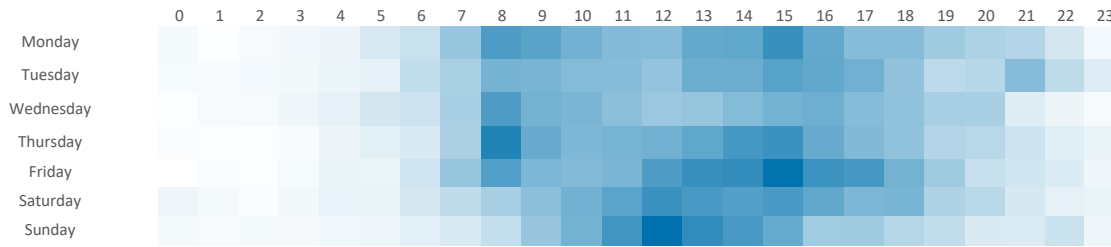
Seasonality of the spend split by month

Mobile Data Summary - Three Tuns Eastwood



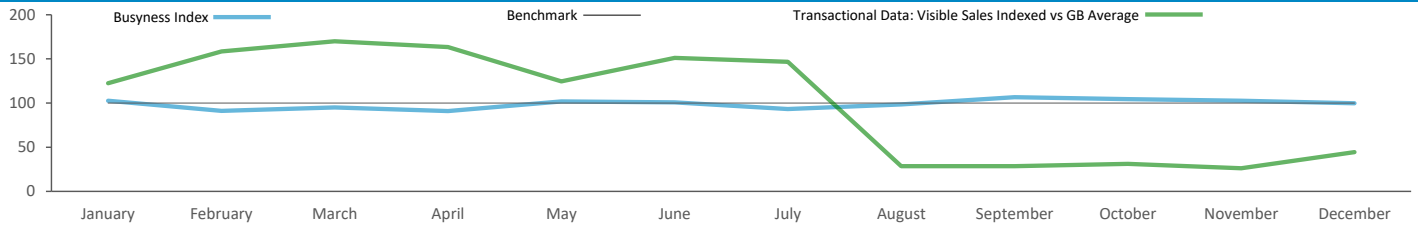
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Time of Day/Day of Week



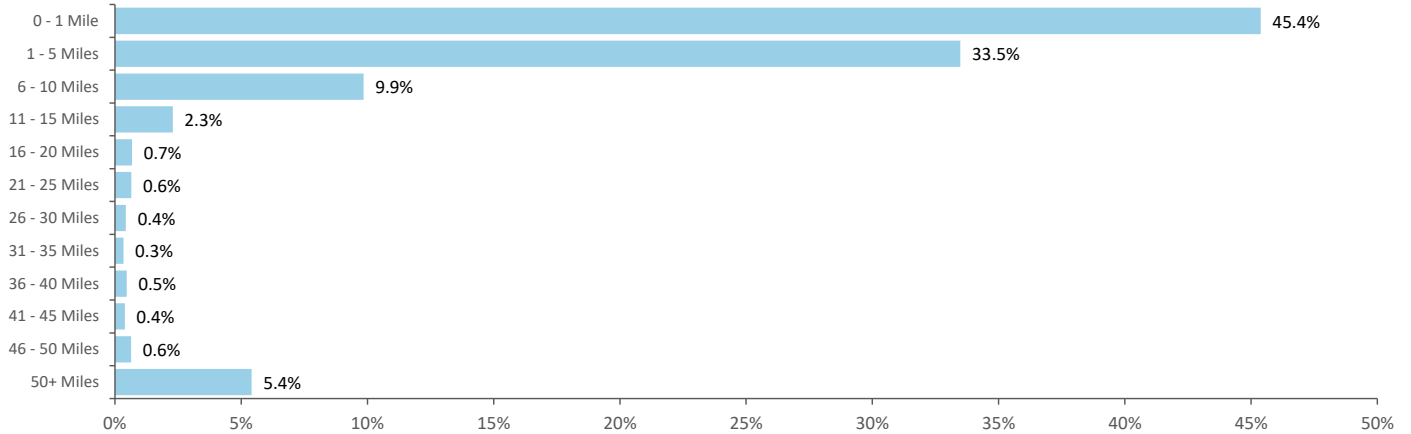
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

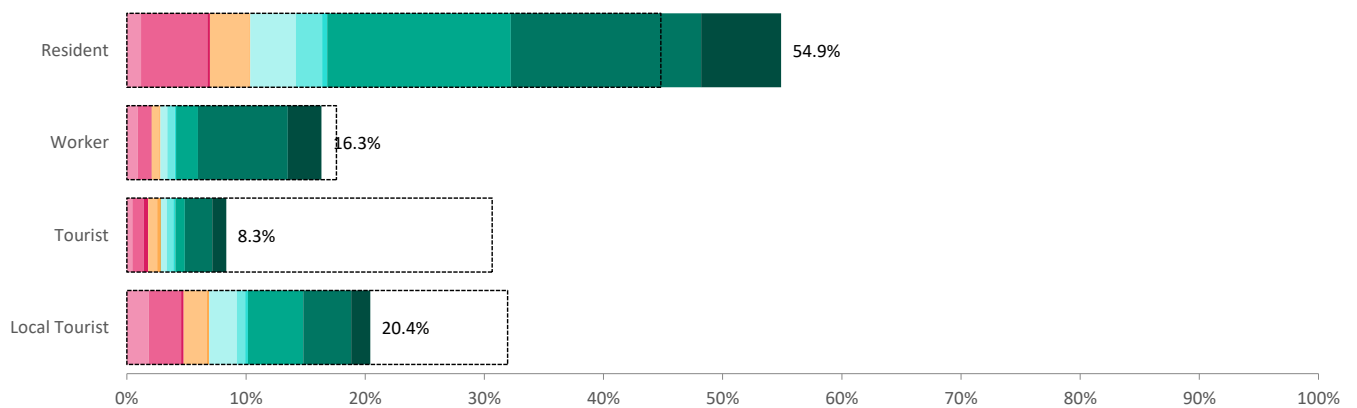
Distance from Home



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



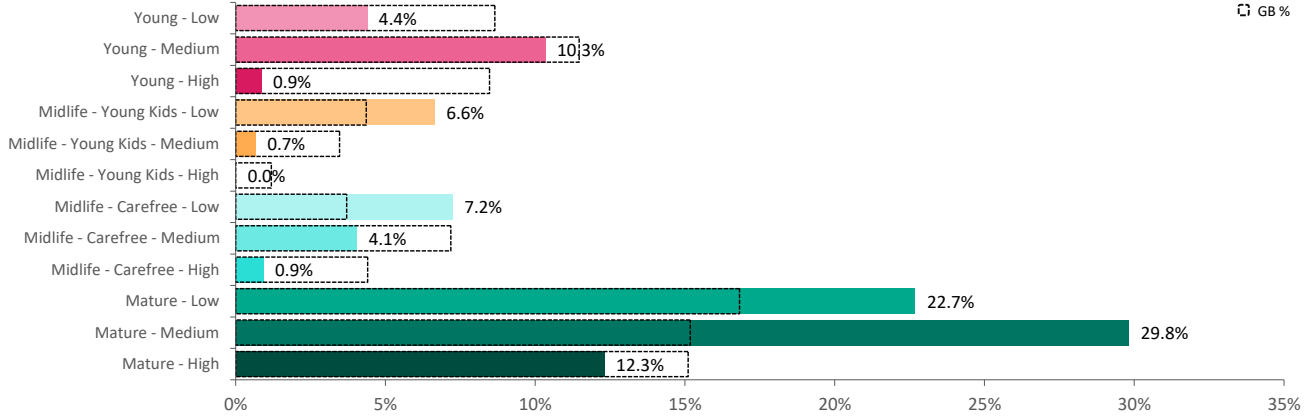
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Three Tuns Eastwood



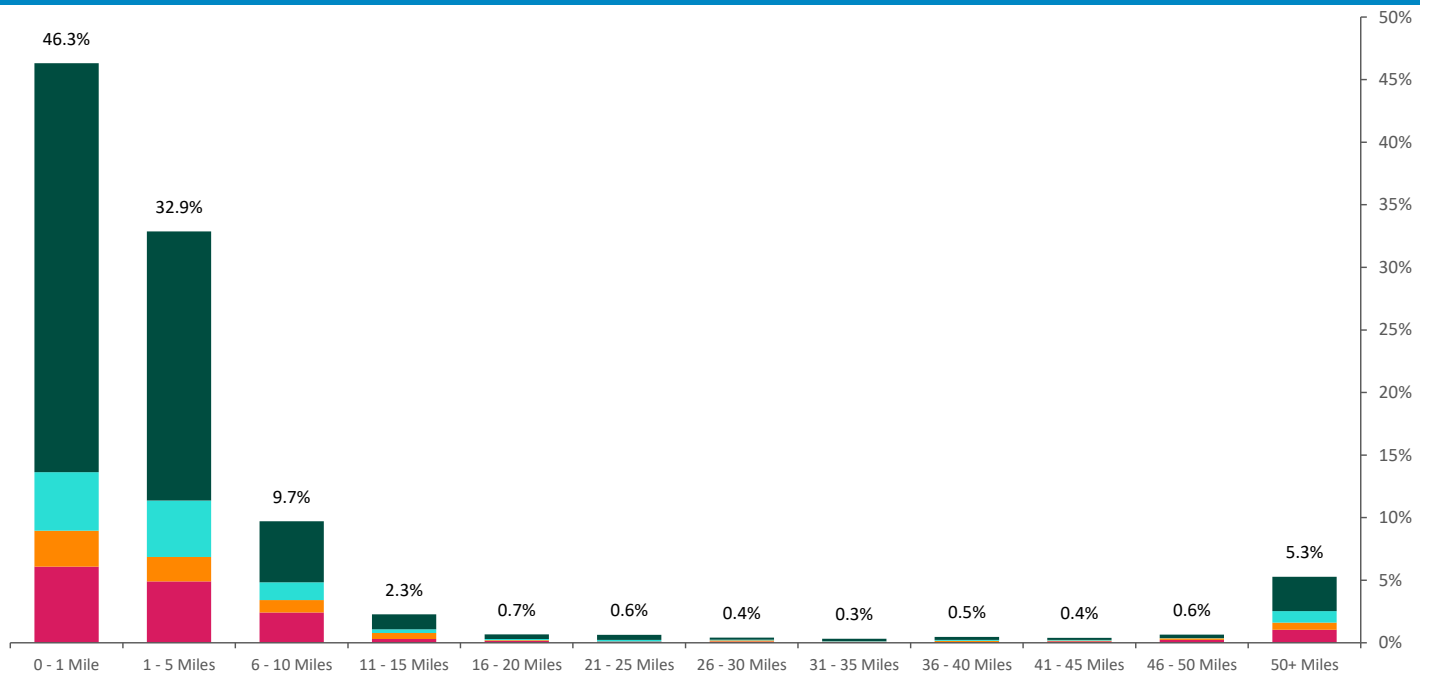
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Polaris Plus Profile



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



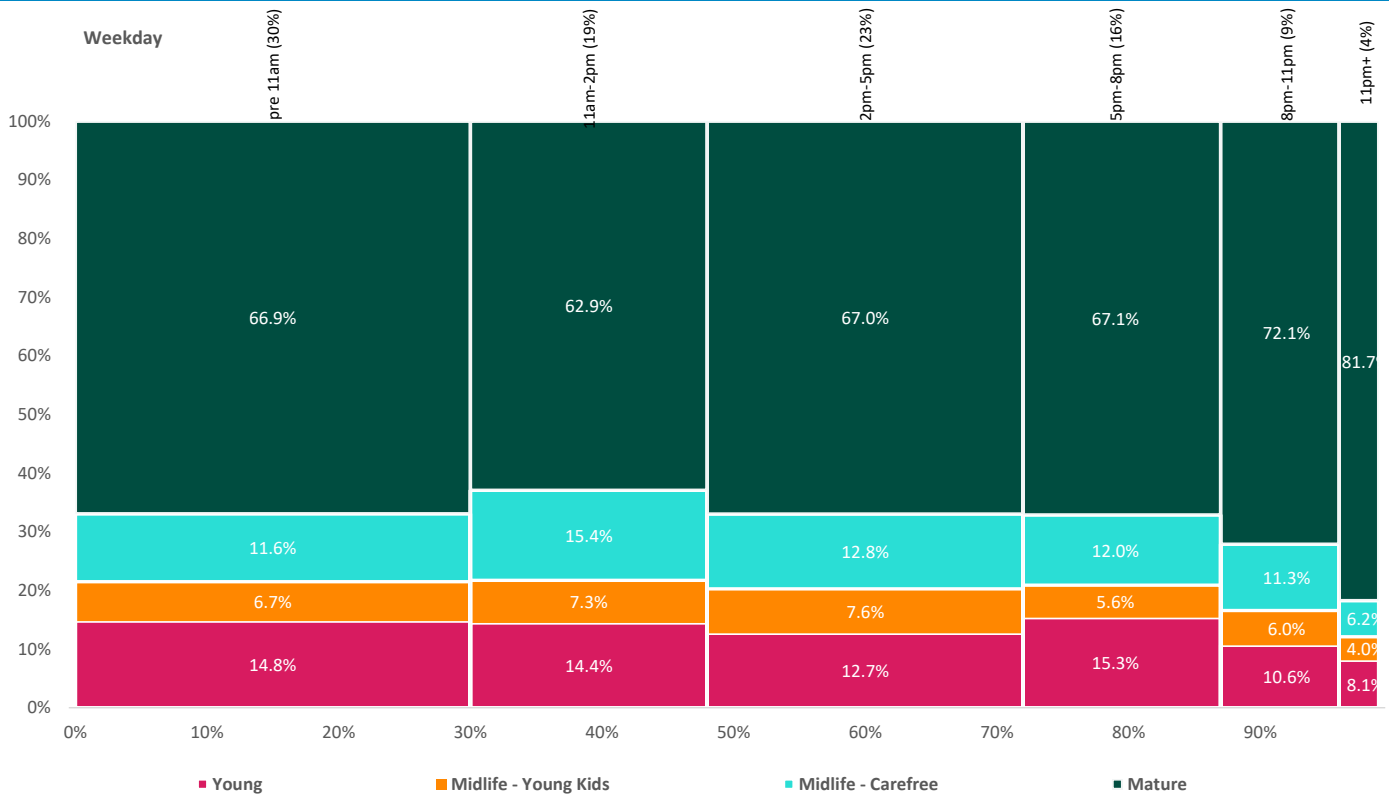
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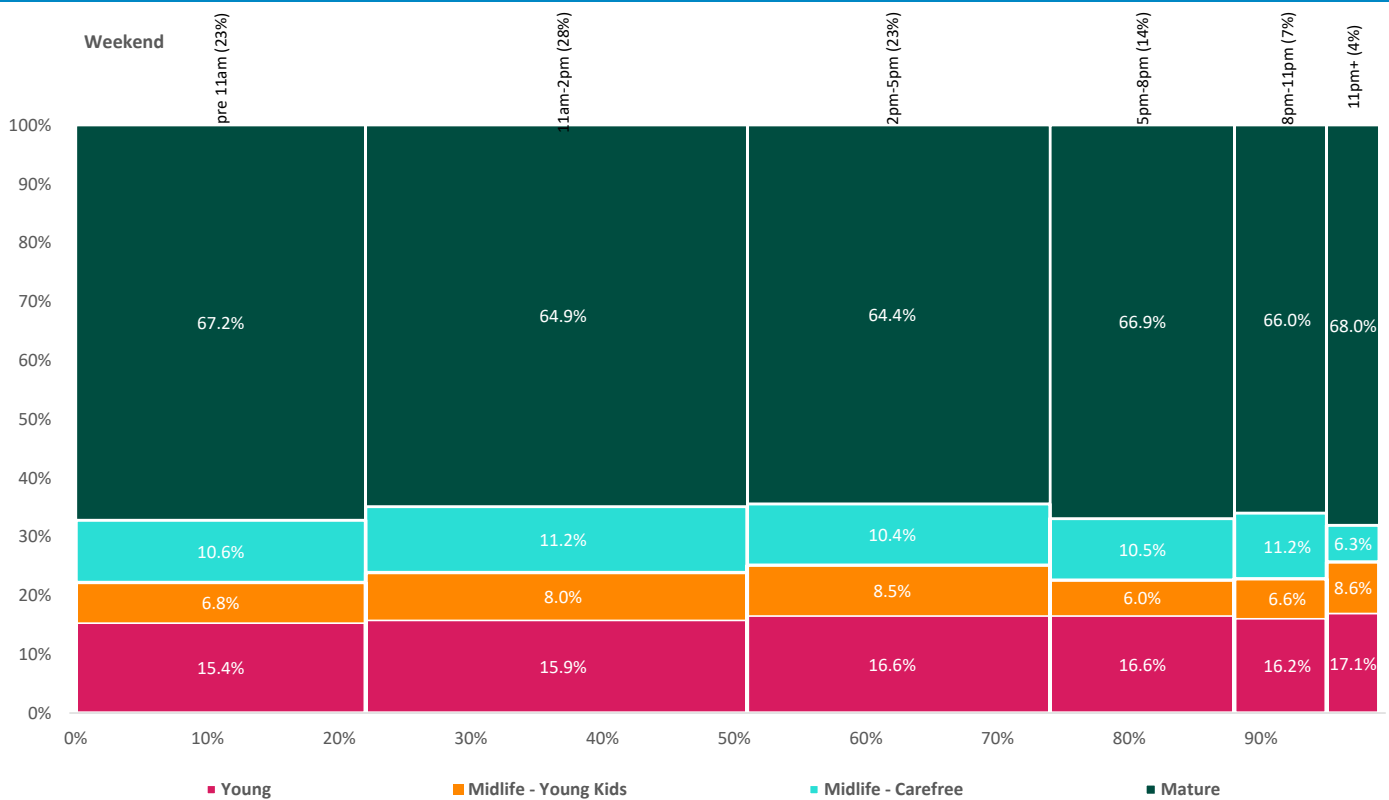


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Three Tuns Eastwood



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

Polaris Profile by Catchment

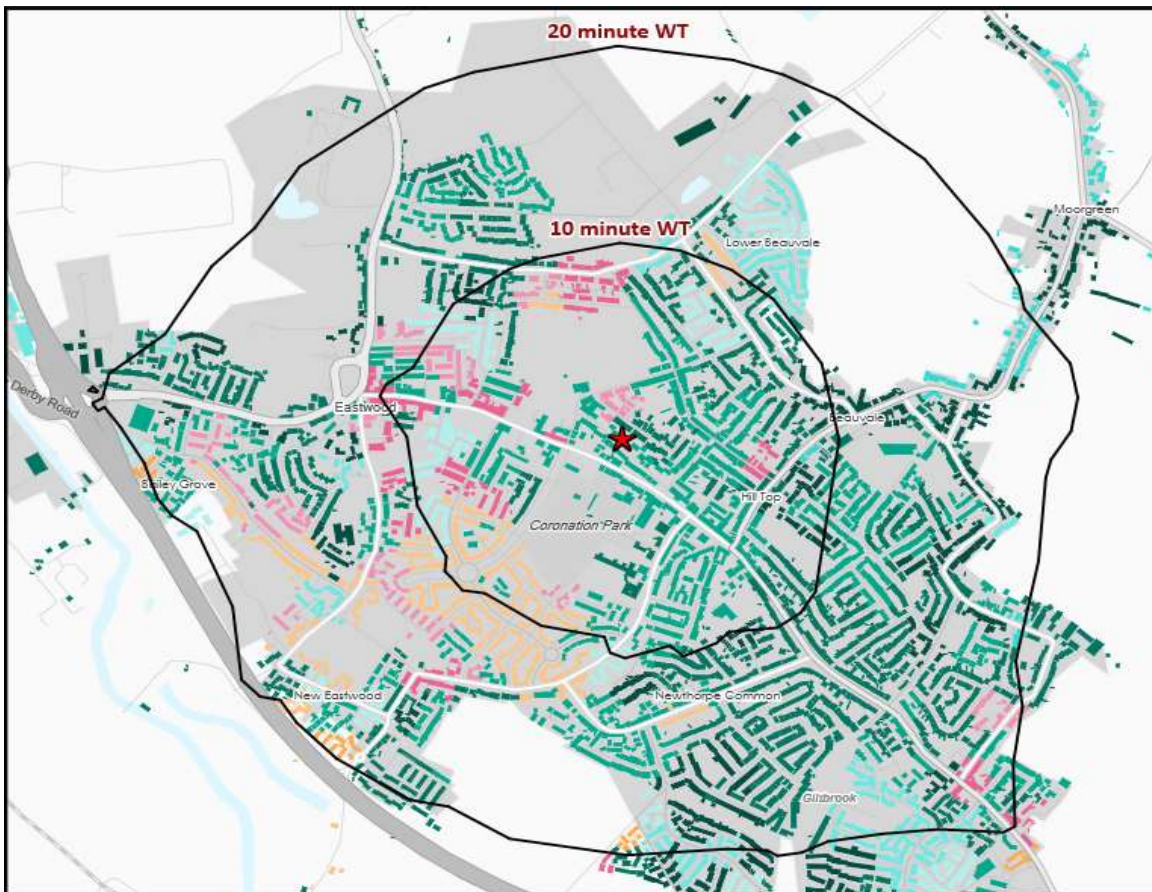
*WT= Walktime, **DT= Drivetime

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	575	1,136	98,035	41	29	95
Midlife - Young Kids	598	1,555	46,310	107	100	113
Midlife - Carefree	433	1,733	52,188	53	77	88
Mature	3,525	9,753	173,065	155	155	104
Not Private Households	0	0	3,756	0	0	77
Total	5,131	14,177	373,354			

Polaris Plus Summary - Three Tuns Eastwood



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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

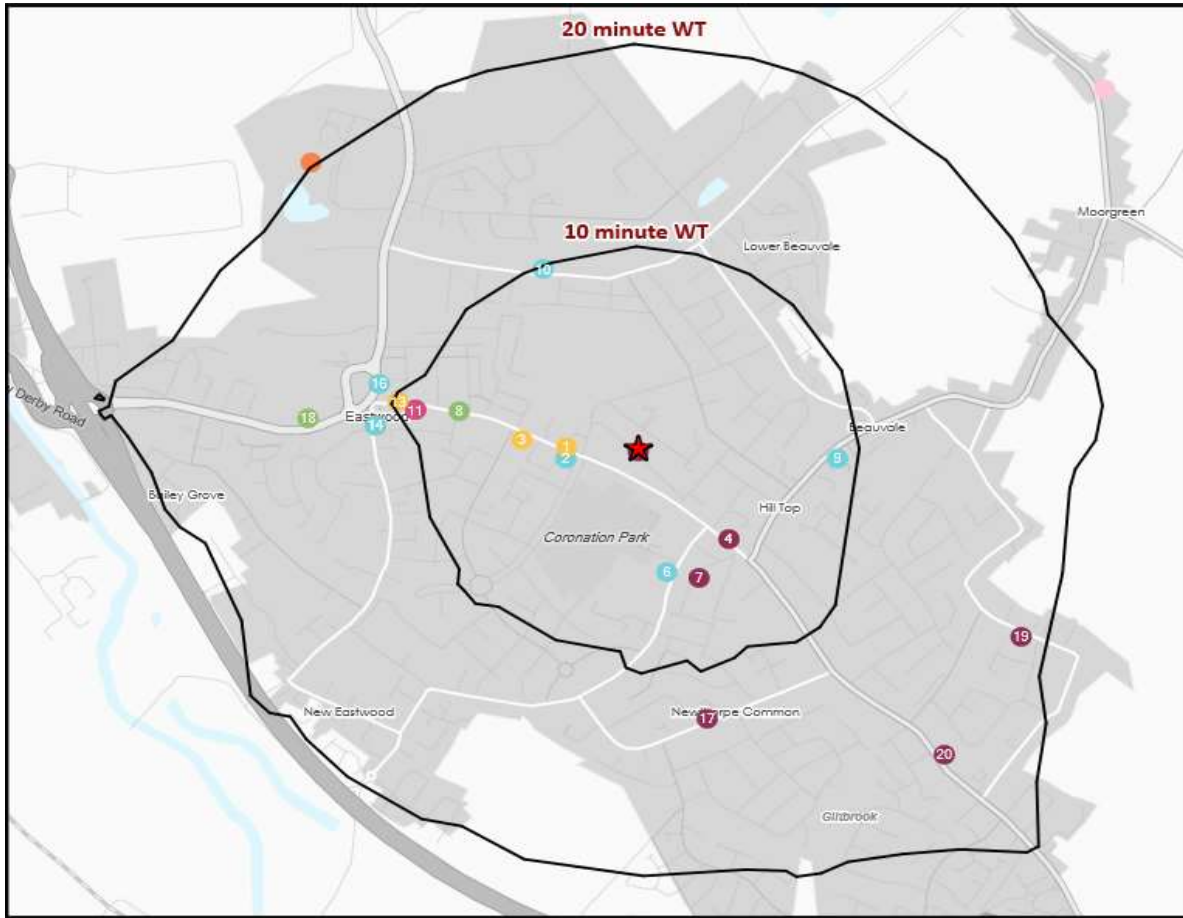
*WT= Walktime, **DT= Drivetime

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	193	589	53,402	38	42	146
Medium	382	547	42,164	68	35	103
High	0	0	2,469	0	0	10
Midlife - Young Kids						
Low	598	1,387	40,821	212	178	199
Medium	0	168	5,489	0	27	34
High	0	0	0	0	0	0
Midlife - Carefree						
Low	350	862	27,898	162	144	177
Medium	69	794	19,504	19	78	73
High	14	77	4,786	6	12	29
Mature						
Low	2,051	3,723	62,131	291	191	121
Medium	1,312	4,542	75,506	163	205	129
High	162	1,488	35,428	21	70	63
Not Private Households	0	0	3,756	0	0	77
Total	5,131	14,177	373,354			

CGA Summary - Three Tuns Eastwood



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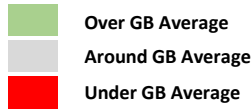


- ★ Pub Sites
- N Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Three Tuns	NG16 3EJ	Star Pubs & Bars	Premium Local	0.0
1	Wellington	NG16 3GH	Greene King	High Street Pub	0.1
2	Eastwood Town Football Club	NG16 3GG	Independent Free	Clubland	0.1
3	Gamekeepers Freehouse	NG16 3GD	Independent Free	High Street Pub	0.2
4	Tap Growler	NG16 3GS	Independent Free	High Street Pub	0.2
4	Pick & Davy	NG16 3GS	Independent Free	Premium Local	0.2
6	Eastwood Community Football Club	NG16 3HB	Independent Free	Clubland	0.2
7	Greasley Castle	NG16 3GV	Pub People Co Ltd	Premium Local	0.3
8	Lady Chatterley	NG16 3AL	Wetherspoons GB	Circuit Bar	0.3
9	Greasley Miners Welfare Club	NG16 3QN	Independent Free	Clubland	0.3
10	Eastwood Cricket	NG16 3FT	Independent Free	Clubland	0.4
11	Grand Siam	NG16 3NQ	Independent Free	Restaurants	0.4
11	Olivers Pub & Kitchen	NG16 3NQ	Independent Free	Family Pub Dining	0.4
13	Dog And Parrot	NG16 3AP	Independent Free	High Street Pub	0.4
14	Old Wine Vaults	NG16 3BP	Admiral Taverns Ltd	Circuit Bar	0.5
14	Eastwood & District Conservative Club	NG16 3BP	Independent Free	Clubland	0.5
16	Phoenix Cue Sports	NG16 3AQ	Independent Free	Clubland	0.5
17	New Inn	NG16 2EH	Trust Inns Limited	Premium Local	0.5
18	Sun Inn	NG16 3NT	Greene King	Circuit Bar	0.6
19	Foresters Arms	NG16 2DN	Greene King	Premium Local	0.7
20	Hayloft	NG16 2GB	Greene King	Premium Local	0.8

Per Pub Analysis - Three Tuns Eastwood



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,131	14,177	373,354
Number of Competition Pubs	16	20	362
Adults 18+ per Competition Pub	321	709	1,031

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	93	1.8%	23
Circuit Bar	2	217	4.2%	104
Community Pub	0	1,823	35.5%	186
Craft Led	0	65	1.3%	37
Great Pub Great Food	0	380	7.4%	42
High Street Pub	4	1,582	30.8%	167
Premium Local	3	551	10.7%	65

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	294	2.1%	26
Circuit Bar	3	430	3.0%	75
Community Pub	0	4,146	29.2%	153
Craft Led	0	119	0.8%	24
Great Pub Great Food	0	1,697	12.0%	68
High Street Pub	4	3,720	26.2%	142
Premium Local	6	2,115	14.9%	90

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	17,180	4.6%	57
Circuit Bar	25	16,721	4.5%	110
Community Pub	78	95,094	25.5%	133
Craft Led	0	9,519	2.5%	74
Great Pub Great Food	3	42,302	11.3%	64
High Street Pub	35	90,168	24.2%	131
Premium Local	64	51,212	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																																								
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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><i>"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."</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p><i>"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></p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p><i>"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"</i></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><i>"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."</i></p>	<p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p>	<p>35-54 year olds No children under 12 at home</p> <p><i>"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></p>	<p>55+ year olds</p> <p><i>"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"</i></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						
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