

# Catchment Summary - Bridge Inn Nottingham



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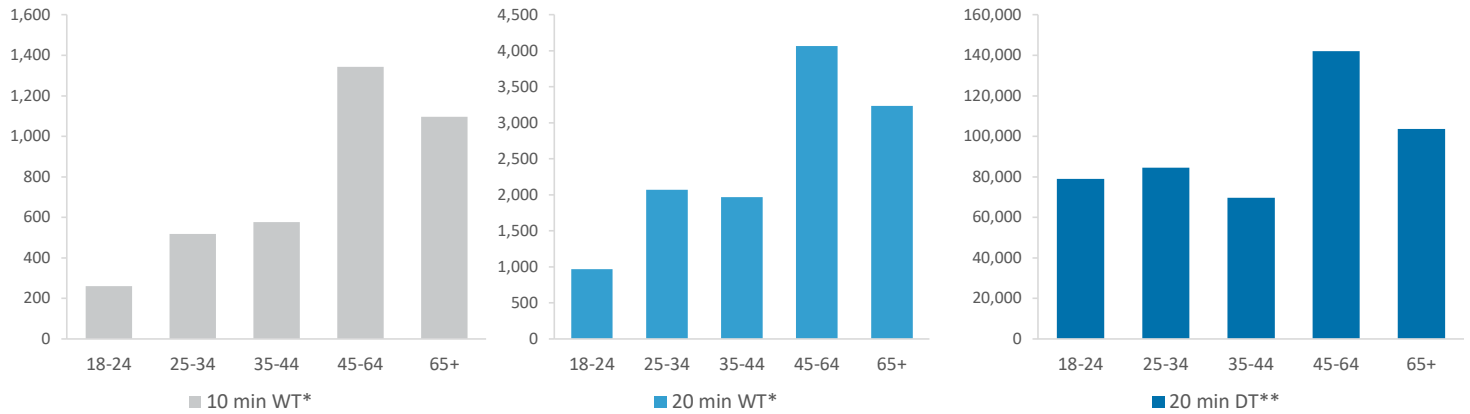
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*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**	
<b>Population</b>	4,652	15,582	598,474	88	107	158	
<b>Adults 18+</b>	3,795	12,313	478,771	87	69	160	
<b>Competition Pubs</b>	1	12	565	7	38	156	
<b>Adults 18+ per Competition Pub</b>	3,795	1,026	847	460	124	103	
<b>% Adults Likely to Drink</b>	84.1%	83.0%	82.1%	102	101	100	
<b>Affluence</b>	<b>Low</b>	1.7%	15.4%	29.8%	7	60	116
	<b>Medium</b>	80.7%	70.2%	48.0%	205	178	122
	<b>High</b>	17.5%	13.0%	21.2%	52	39	63
<b>Age Profile</b>	<b>18-24</b>	260	968	78,956	69	77	163
	<b>25-34</b>	518	2,073	84,528	84	100	106
	<b>35-44</b>	577	1,968	69,567	96	98	90
	<b>45-64</b>	1,343	4,067	142,073	113	102	93
	<b>65+</b>	1,097	3,237	103,647	123	109	91

Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



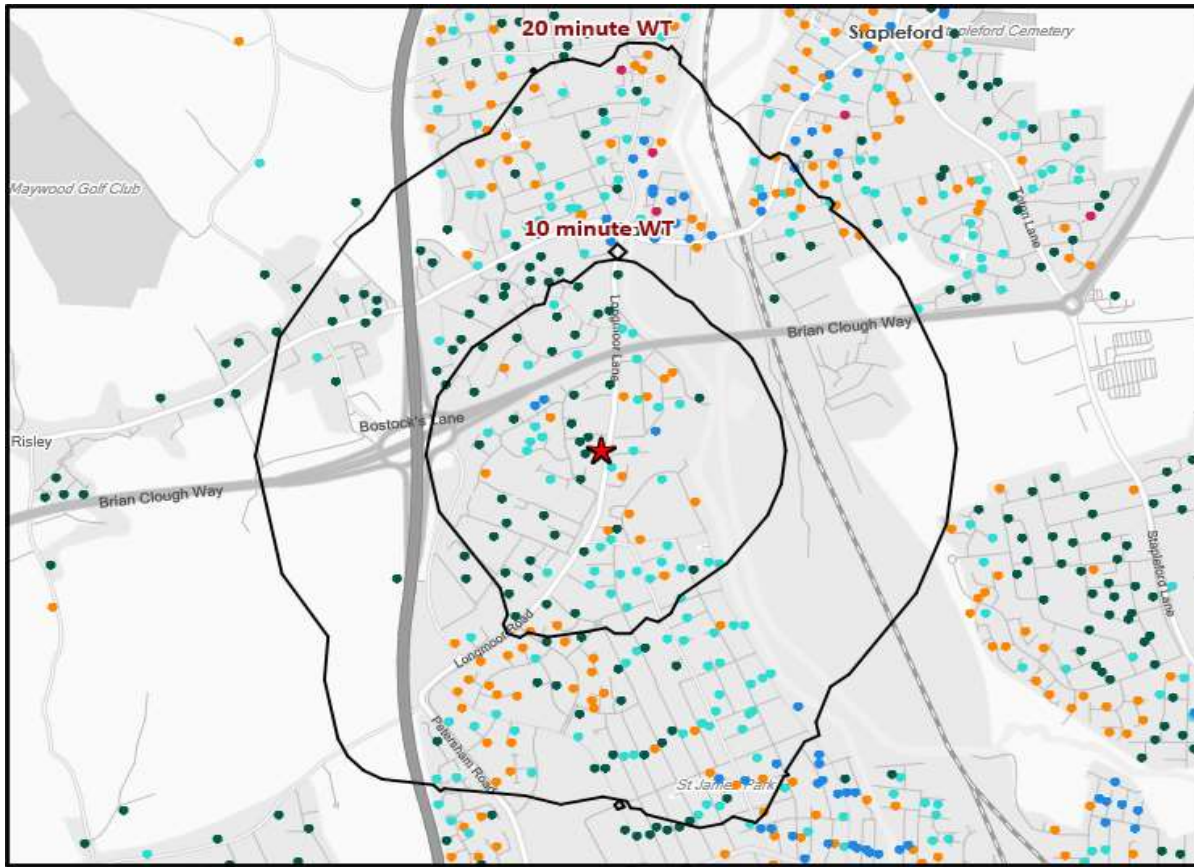
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	2,264 (49%)	7,579 (49%)	299,965 (50%)	98	98	101
	<b>Female</b>	2,388 (51%)	8,003 (51%)	298,509 (50%)	102	102	99
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	1,486 (44%)	4,780 (43%)	168,176 (38%)	107	104	92
	<b>Employed: Part-time</b>	461 (14%)	1,603 (15%)	56,517 (13%)	106	112	99
	<b>Self employed</b>	301 (9%)	863 (8%)	30,696 (7%)	94	82	73
	<b>Unemployed</b>	63 (2%)	293 (3%)	11,658 (3%)	79	112	111
	<b>Retired</b>	609 (18%)	1,747 (16%)	59,697 (14%)	132	115	98
<b>Other</b>	428 (13%)	1,749 (16%)	114,441 (26%)	65	80	132	
<b>Total Worker Count</b>	1,591	6,034	284,310				

See the Glossary page for further information on the above variables

# Polaris Summary - Bridge Inn Nottingham



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Data Source © 2020 TomTom

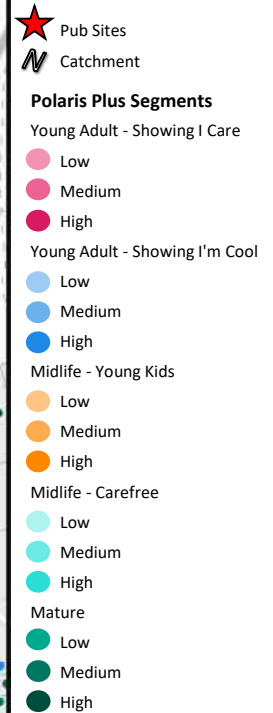
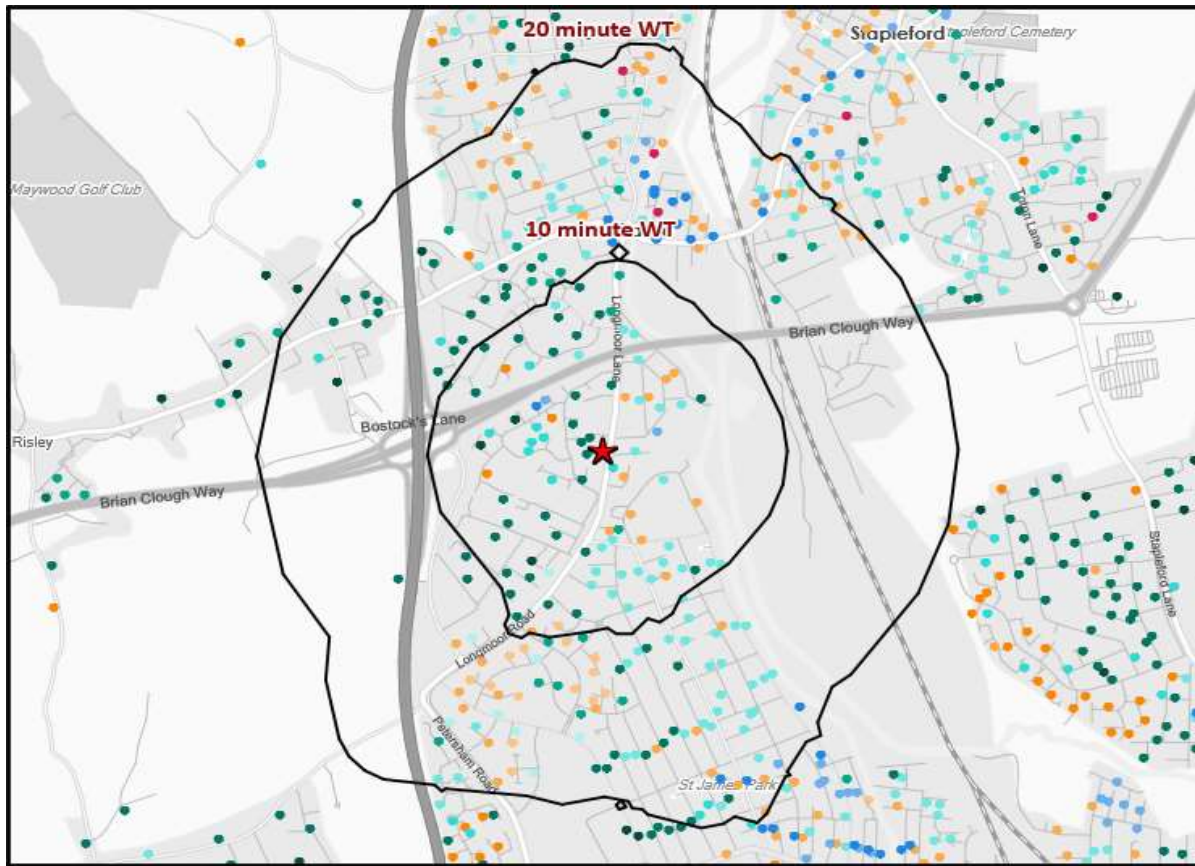


- ★ Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	0	128	53,621	0	12	126
Young Adult - Showing I'm Cool	129	591	36,242	37	52	82
Midlife - Young Kids	647	2,883	156,048	54	75	104
Midlife - Carefree	1,583	5,196	98,850	198	201	98
Mature	1,436	3,338	129,291	135	97	97
<b>Not Private Households</b>	0	177	4,719	0	100	69
<b>Total</b>	3,795	12,313	478,771			



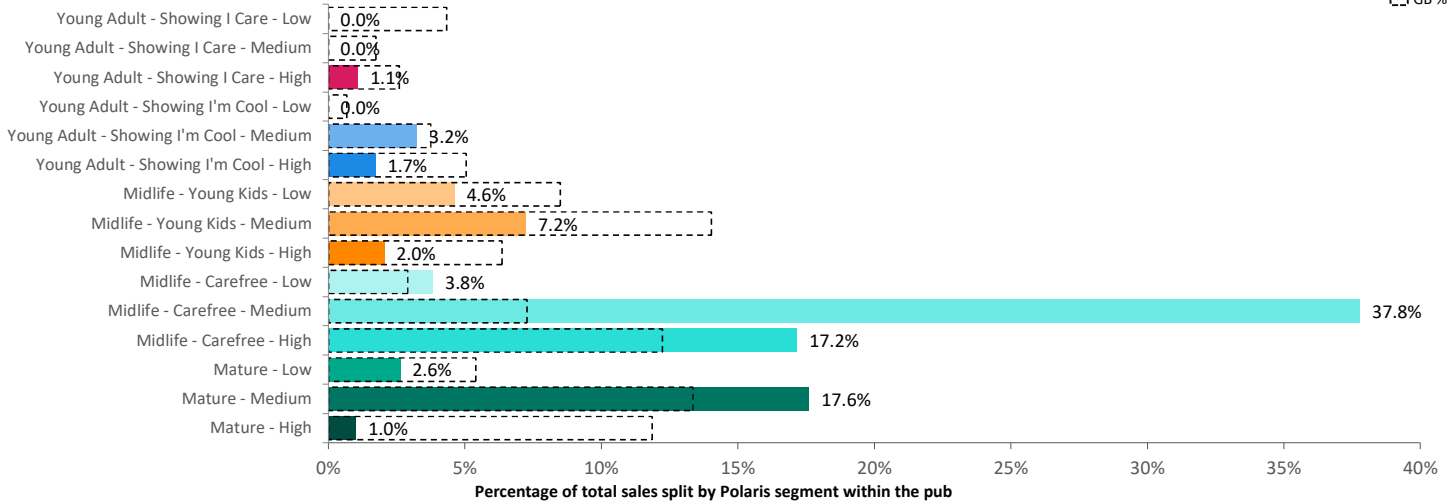
Polaris Plus Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

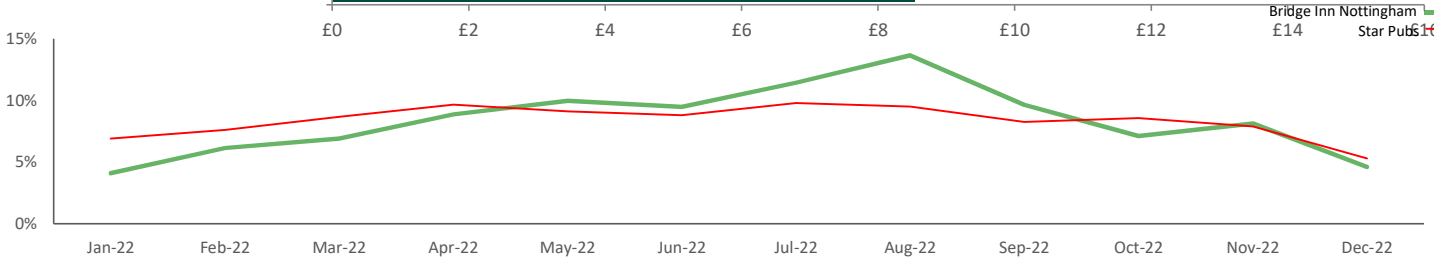
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	0	33,426	0	0	167
Medium	0	0	10,685	0	0	164
High	0	128	9,510	0	31	59
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	495	0	0	10
Medium	104	155	18,229	74	34	103
High	25	436	17,518	15	79	82
<b>Midlife - Young Kids</b>						
Low	0	500	62,376	0	37	117
Medium	452	2,171	67,937	80	118	95
High	195	212	25,735	95	32	100
<b>Midlife - Carefree</b>						
Low	45	716	20,050	35	171	123
Medium	1,177	3,822	56,625	462	462	176
High	361	658	22,175	87	49	42
<b>Mature</b>						
Low	21	677	26,227	9	93	92
Medium	1,330	2,494	76,462	277	160	126
High	85	167	26,602	24	14	59
<b>Not Private Households</b>	0	177	4,719	0	100	69
<b>Total</b>	3,795	12,313	478,771			

Spend by Polaris

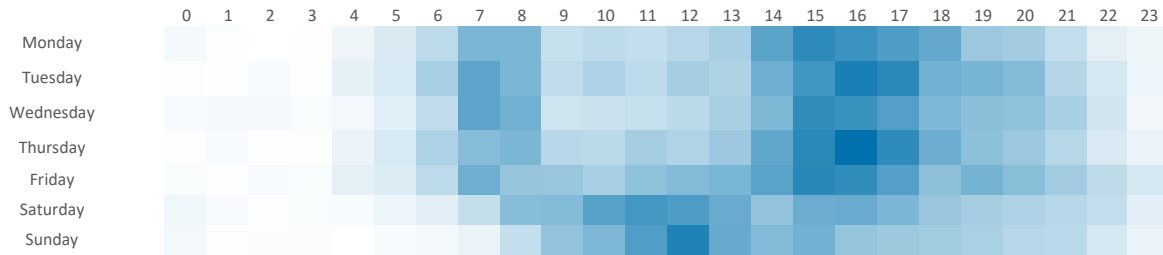
GB %



Average Transaction Values (£) by Polaris



Time of Day/Day of Week

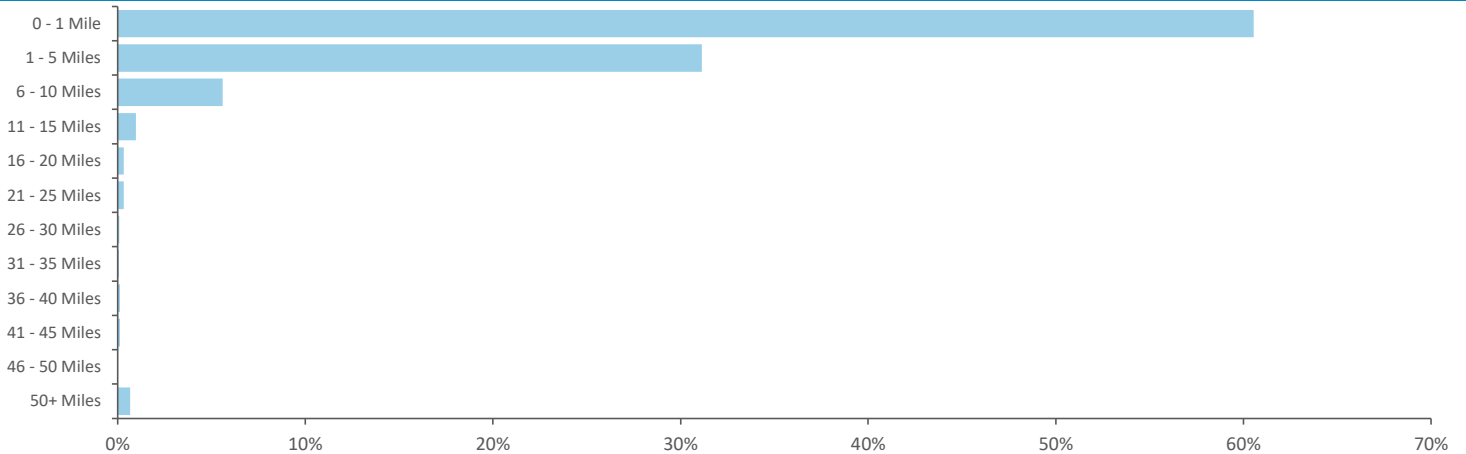


Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month

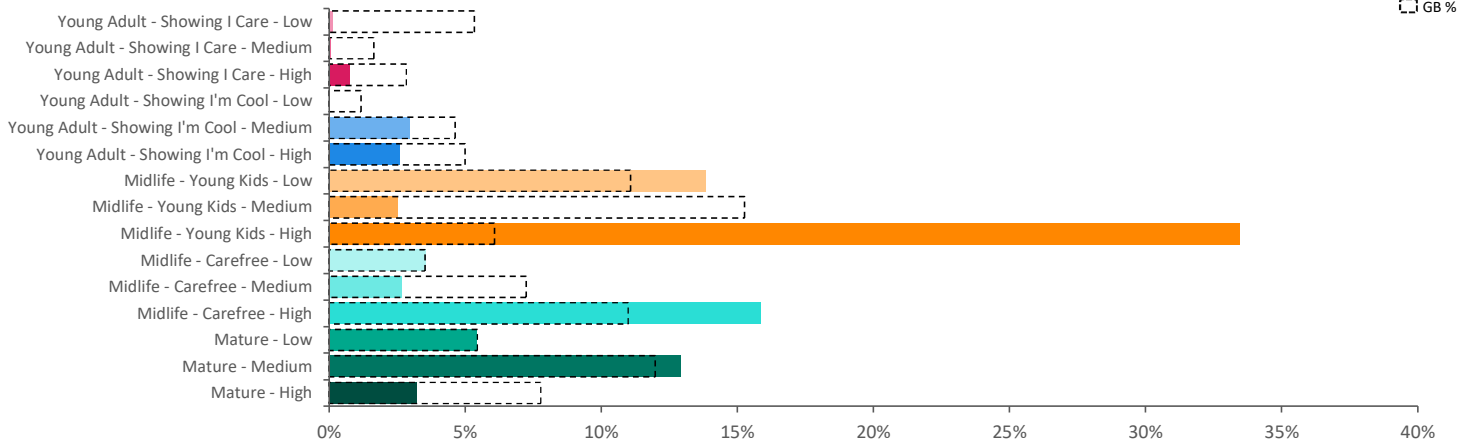
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



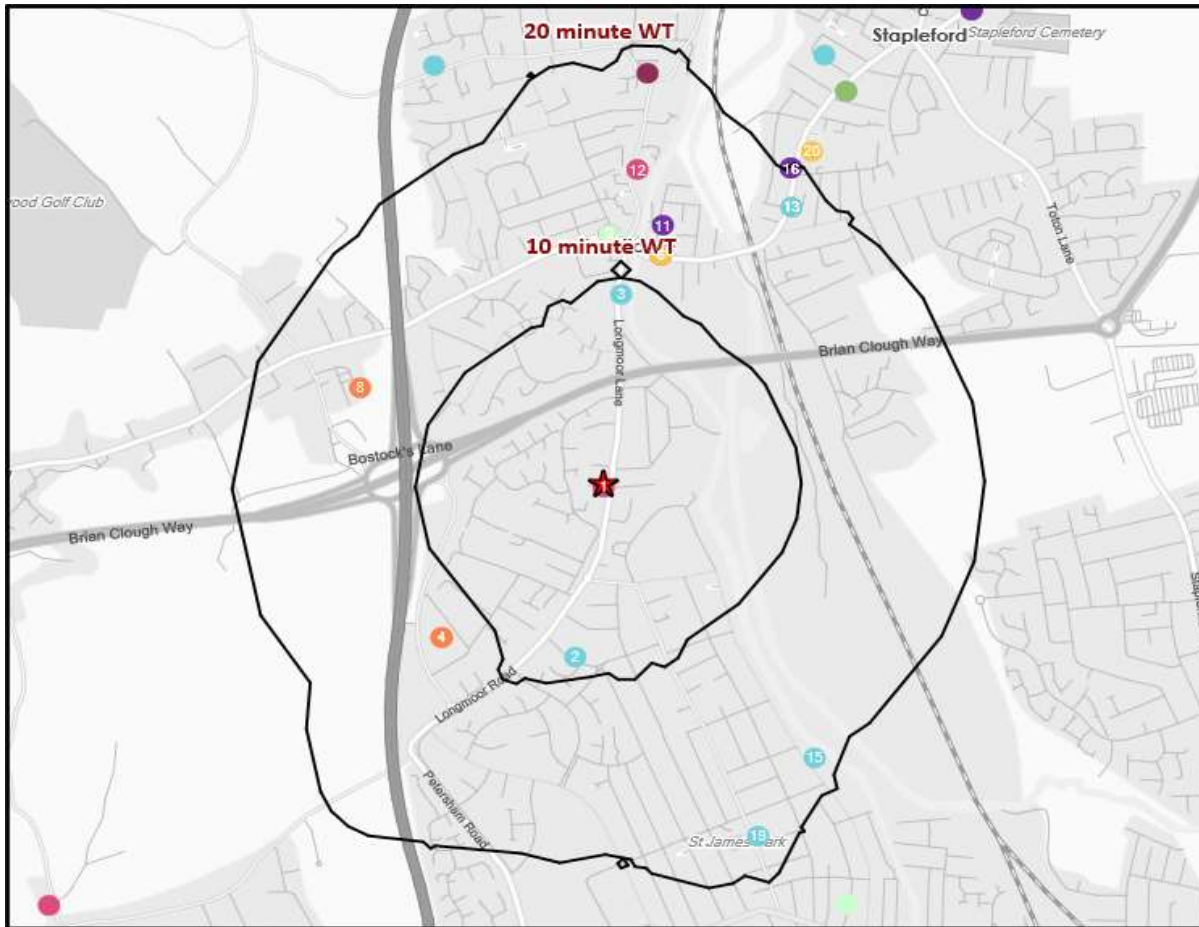
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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





- 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

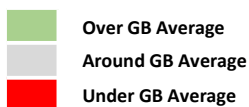
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Bridge Inn	NG10 5LW	Star Pubs & Bars	Family Pub Dining	0.0
2	British Rail Association Club	NG10 4FL	Independent Free	Clubland	0.4
3	Sandiacre Town Cricket Club	NG10 5JJ	Independent Free	Clubland	0.4
4	Best Western Nottingham Derby	NG10 4EP	Independent Free	Hotel	0.5
4	Novotel	NG10 4EP	Accor Hotels	Hotel	0.5
6	Springfield Hall	NG10 5BG	Independent Free	Large Venue	0.5
6	Buonissima Aperitivo Bar	NG10 5BG	Independent Free	High Street Pub	0.5
8	Holiday Inn	NG10 5NJ	InterContinental Hotels Group	Hotel	0.5
9	Red Lion Inn	NG10 5HW	Admiral Taverns Ltd	Premium Local	0.6
9	White Lion Inn	NG10 5HW	Stonegate Pub Company	Community Pub	0.6
11	La Rock Restaurant	NG10 5QT	Independent Free	Restaurants	0.6
12	Plough Inn	NG10 5DU	Mitchells & Butlers	Family Pub Dining	0.7
13	Midland Hotel	NG 9 7AZ	Punch Pub Company	High Street Pub	0.7
13	West End Club	NG 9 7AZ	Independent Free	Clubland	0.7
15	Curzon Club	NG10 4HH	Independent Free	Clubland	0.7
16	Stapleford Cue Club	NG 9 7AY	Independent Free	Clubland	0.8
16	Cinnamon	NG 9 7AY	Independent Free	Restaurants	0.8
16	Vivo	NG 9 7AY	Independent Free	Restaurants	0.8
19	Zingari Club And Institute	NG10 4NP	Independent Free	Clubland	0.8
20	Larry's	NG 9 7AS	Independent Free	High Street Pub	0.8

# Per Pub Analysis - Bridge Inn Nottingham



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,795	12,313	478,771
Number of Competition Pubs	1	12	565
Adults 18+ per Competition Pub	3,795	1,026	847

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	190	5.0%	49
Circuit Bar	74	2.0%	53
Community Pub	475	12.5%	72
Craft Led	45	1.2%	38
Great Pub Great Food	573	15.1%	79
High Street Pub	530	14.0%	81
Premium Local	685	18.0%	103

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	816	6.6%	65
Circuit Bar	359	2.9%	80
Community Pub	1,609	13.1%	75
Craft Led	242	2.0%	62
Great Pub Great Food	1,384	11.2%	59
High Street Pub	1,641	13.3%	77
Premium Local	1,547	12.6%	72

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	42,016	8.8%	86
Circuit Bar	18,569	3.9%	106
Community Pub	89,983	18.8%	108
Craft Led	14,317	3.0%	95
Great Pub Great Food	68,540	14.3%	75
High Street Pub	93,050	19.4%	112
Premium Local	70,901	14.8%	84

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds                      Conscious choices on sustainability and health   <i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new   <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     35-54 year olds                      Children under 12 at home   <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> </td> <td style="border: 1px dashed black; padding: 5px;">                     35-54 year olds                      No children under 12 at home   <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> </td> <td style="border: 1px dashed black; padding: 5px;">                     55+ year olds   <i>"I'm comfortable with my own choices and mostly stick to what I know and like.  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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home  <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>	35-54 year olds No children under 12 at home  <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>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like.  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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																			
<b>Transactional data</b>																			
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.																			