CACI

Catchment Summary - Blue Bell Washington
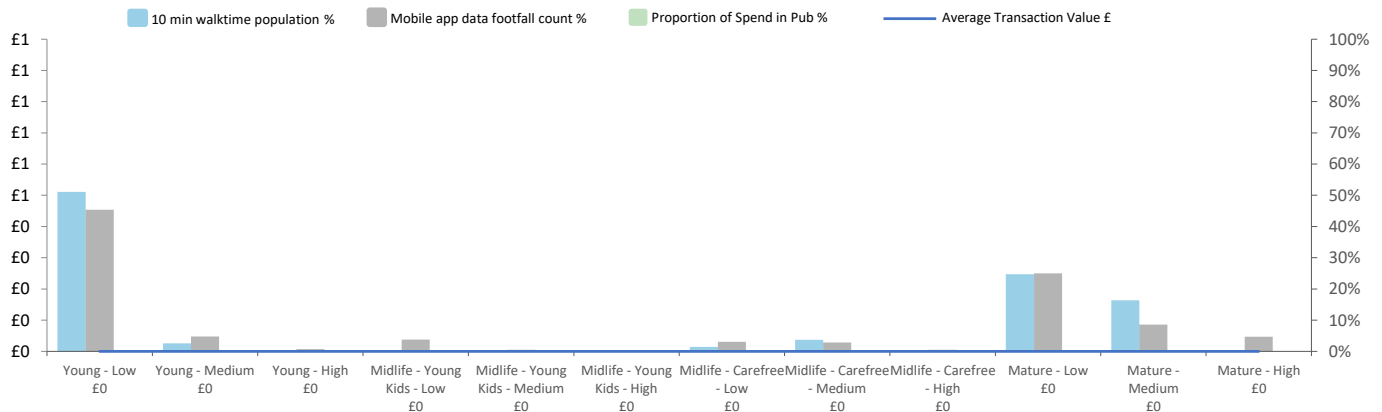
Ship To	Name	Postcode	Operator	Segment	Sparsity
836945	Blue Bell Washington	NE37 2BZ	Star Pubs & Bars	Family Pub Dining	5
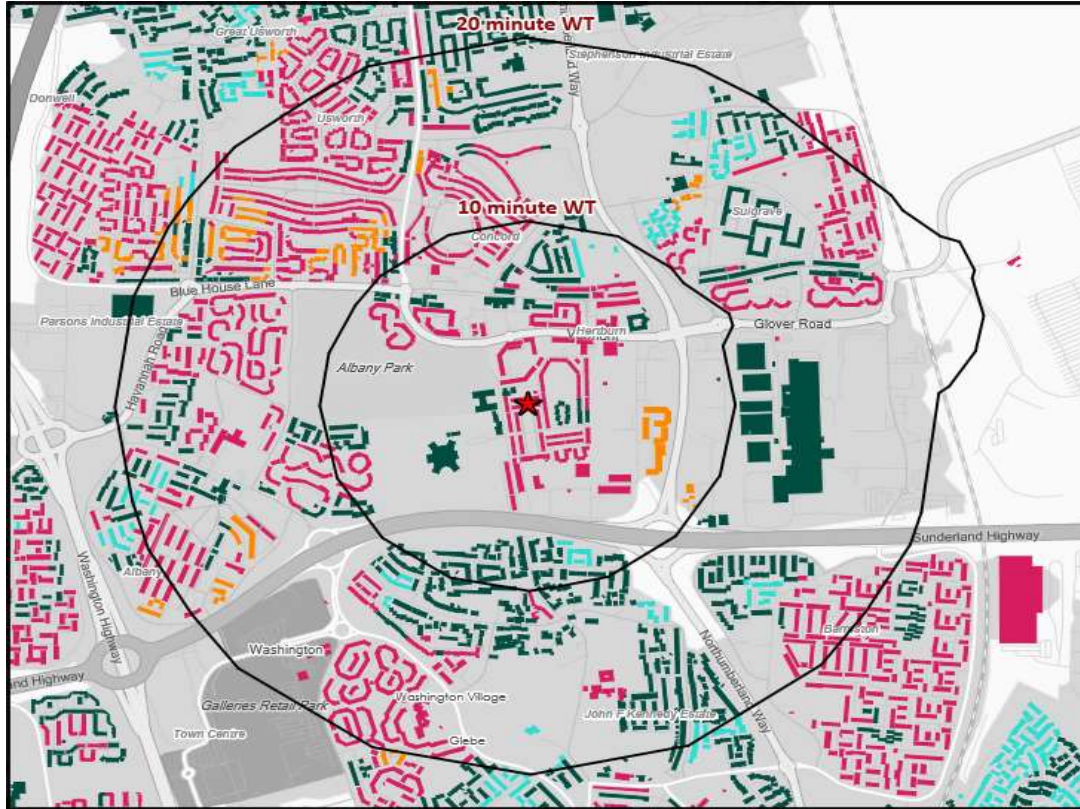
Pub Sites
Catchments

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

- 10 min walktime population %
- Mobile app data footfall count %
- Proportion of Spend in Pub %
- Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Blue Bell Washington

*WT= Walktime, **DT= Drivetime

	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**
Population		3,135	15,415	710,409	58	83	162

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Adults 18+		2,498	12,058	576,309	55	79	165
Competition Pubs		9	14	862	50	39	207
Adults 18+ per Competition Pub		278	861	669	32	100	78
% Adults Likely to Drink		74.1%	73.8%	76.4%	97	97	100
Affluence	Low	77.3%	80.5%	52.7%	232	242	159
	Medium	22.7%	17.4%	35.7%	60	46	94
	High	0.0%	0.9%	10.1%	0	3	37

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	164	989	67,721	64	79	117
	25-34	385	1,965	95,486	92	96	101
	35-44	409	2,099	88,287	99	103	94
	45-64	778	3,794	180,930	97	96	99
	65+	762	3,211	143,885	127	108	105
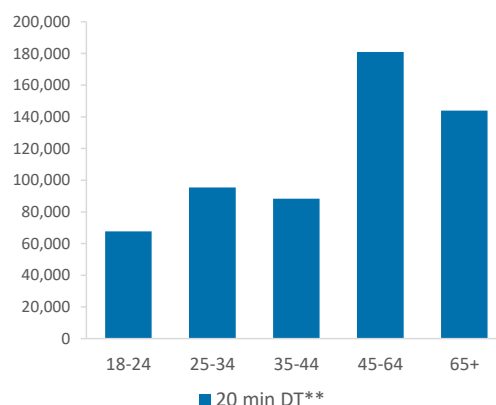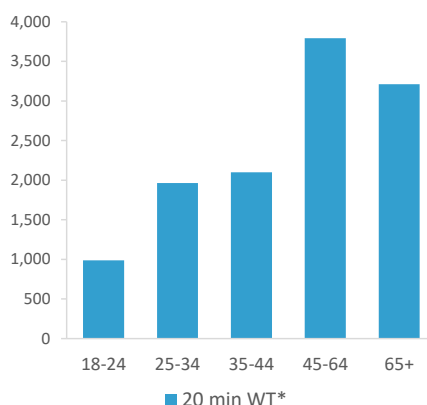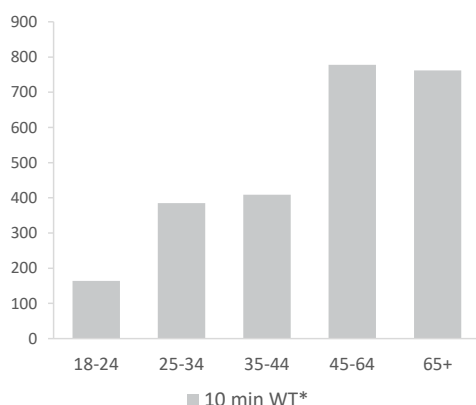
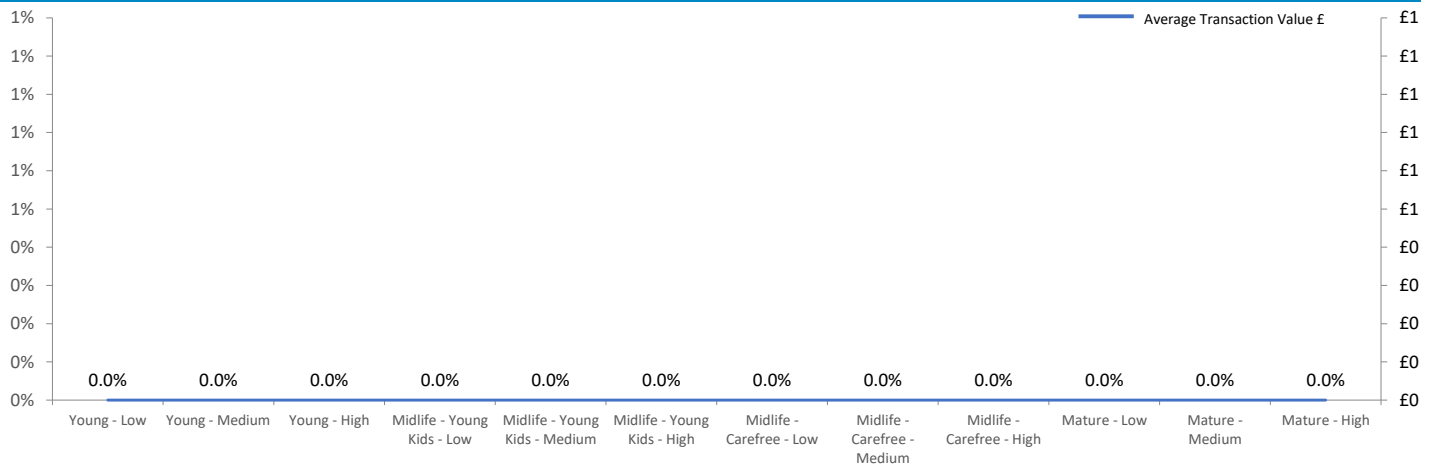|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,451 (46%)	7,306 (47%)	348,351 (49%)	94	97	100
	Female	1,684 (54%)	8,109 (53%)	362,058 (51%)	105	103	100
Economic Status (16+)	Employed: Full-time	748 (29%)	3,796 (30%)	189,244 (32%)	85	89	93
	Employed: Part-time	266 (10%)	1,493 (12%)	69,713 (12%)	88	101	99
	Self employed	100 (4%)	507 (4%)	32,504 (5%)	42	44	59
	Unemployed	108 (4%)	574 (5%)	19,778 (3%)	153	167	121
	Full-time student	28 (1%)	224 (2%)	16,897 (3%)	46	76	120
	Retired	758 (30%)	2,939 (24%)	135,076 (23%)	136	108	104
	Other	544 (21%)	2,914 (23%)	128,887 (22%)	122	134	125
Total Worker Count		1,544	4,927	409,040			

See the Glossary page for further information on the above variables

Transactional Data Summary - Blue Bell Washington

Spend by Polaris Plus

GB %

Segment	Value
Young - Low	0.0%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

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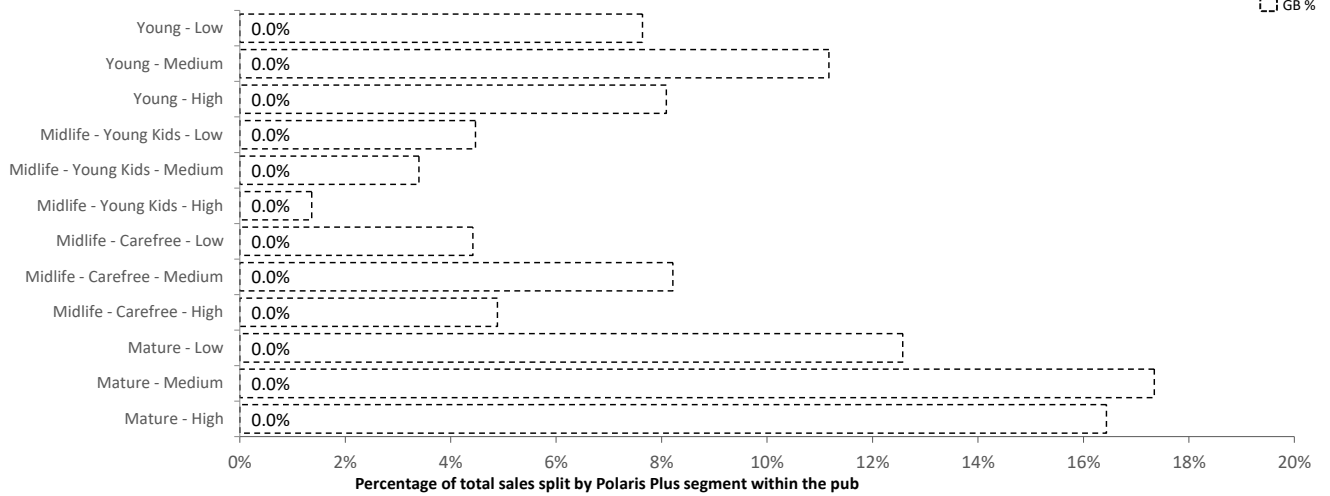
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Young - Low	Young - Medium	Young - High	Midlife - Young Kids - Low	Midlife - Young Kids - Medium	Midlife - Young Kids - High	Midlife - Carefree - Low	Midlife - Carefree - Medium	Midlife - Carefree - High	Mature - Low	Mature - Medium	Mature - High
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Spend by Month and Polaris

Blue Bell Washington
Star Pubs
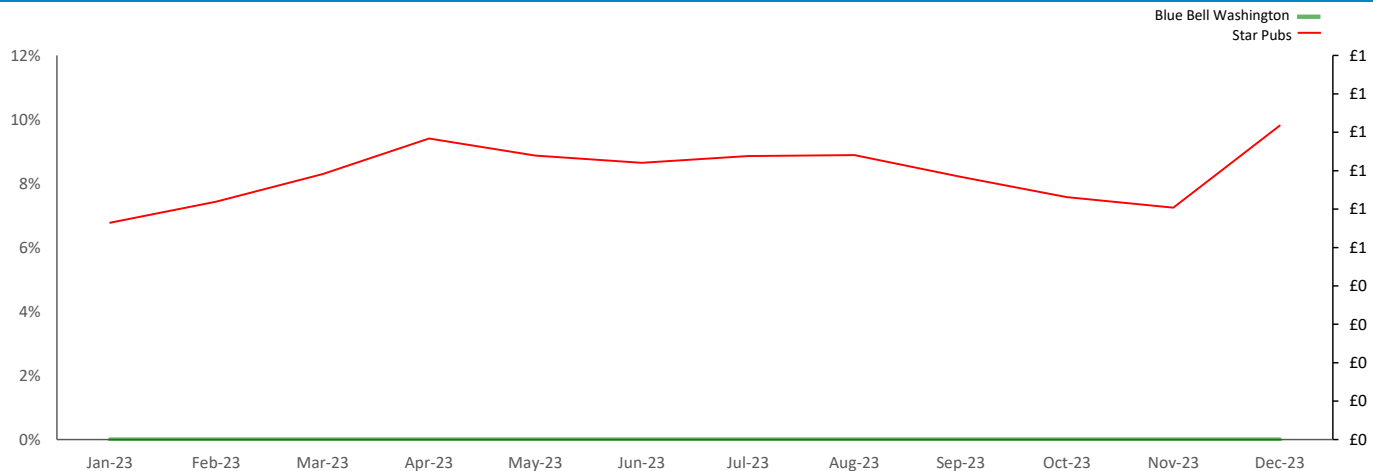
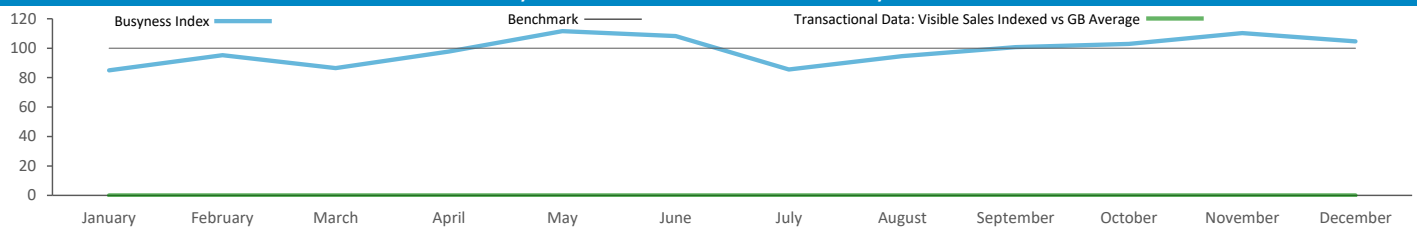Seasonality of the spend split by month

Mobile Data Summary - Blue Bell Washington

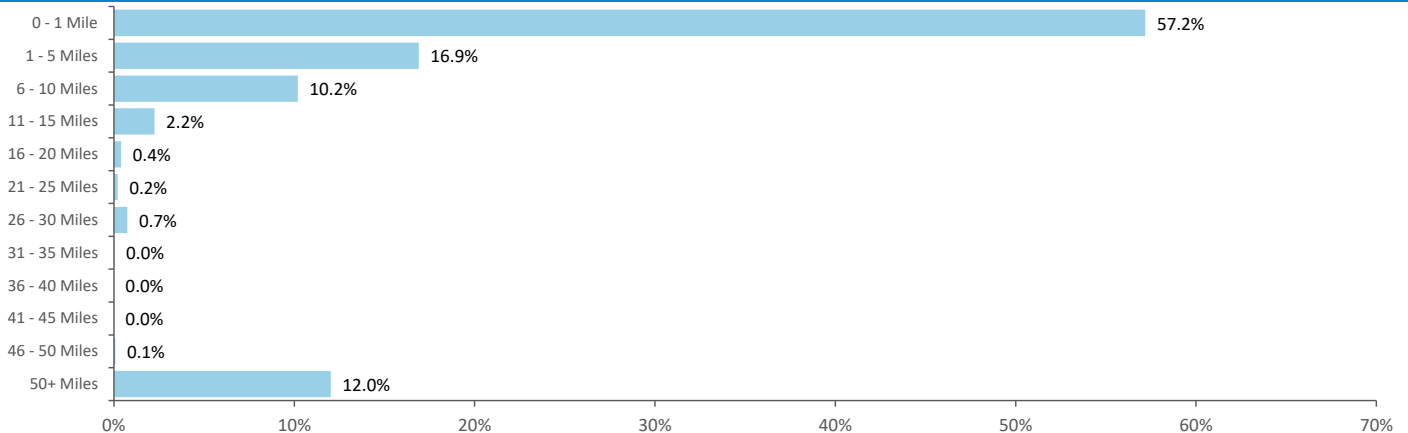star PUBS & BARS

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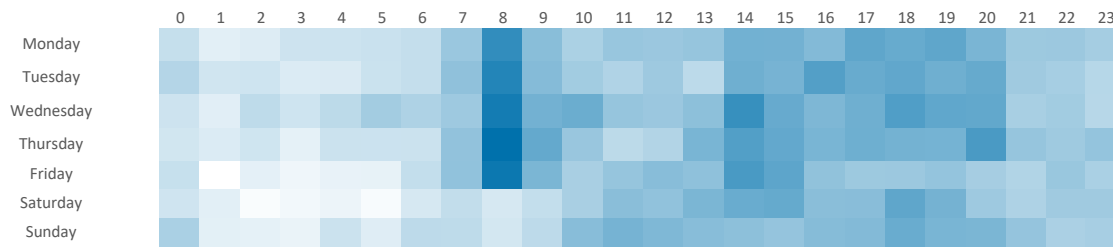
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	57.2%
1 - 5 Miles	16.9%
6 - 10 Miles	10.2%
11 - 15 Miles	2.2%
16 - 20 Miles	0.4%
21 - 25 Miles	0.2%
26 - 30 Miles	0.7%
31 - 35 Miles	0.0%
36 - 40 Miles	0.0%
41 - 45 Miles	0.0%
46 - 50 Miles	0.1%
50+ Miles	12.0%

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

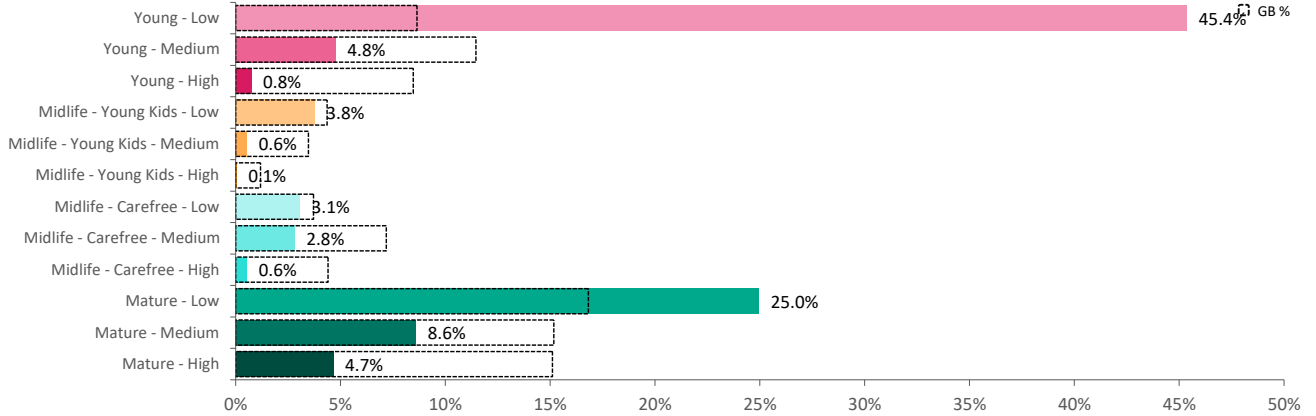## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	52.0%
Worker	21.3%
Tourist	12.1%
Local Tourist	14.6%
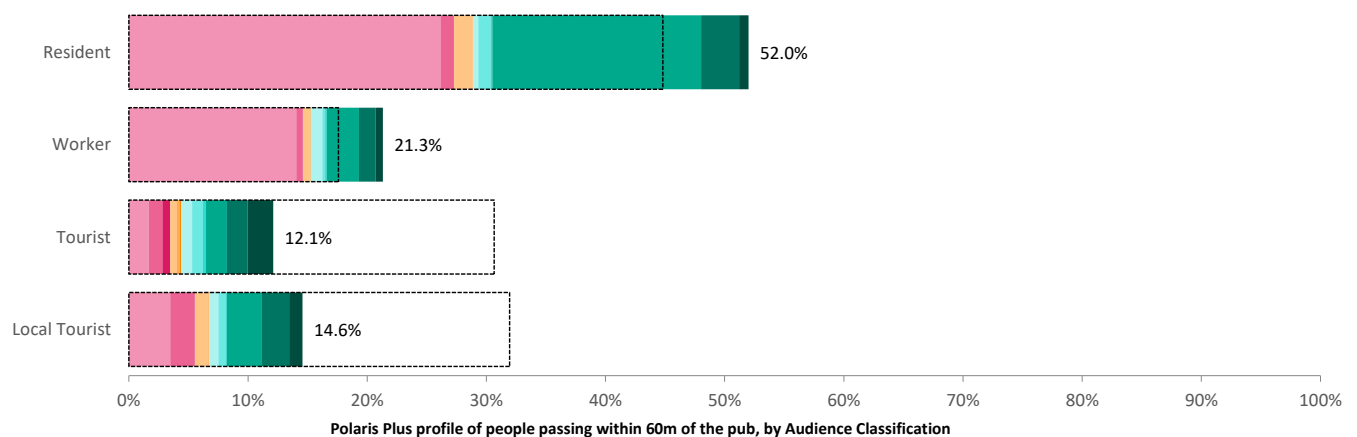
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile

Category	Value
Young - Low	45.4% GB %
Young - Medium	4.8%
Young - High	0.8%
Midlife - Young Kids - Low	3.8%
Midlife - Young Kids - Medium	0.6%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	3.1%
Midlife - Carefree - Medium	2.8%
Midlife - Carefree - High	0.6%
Mature - Low	25.0%
Mature - Medium	8.6%
Mature - High	4.7%

Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
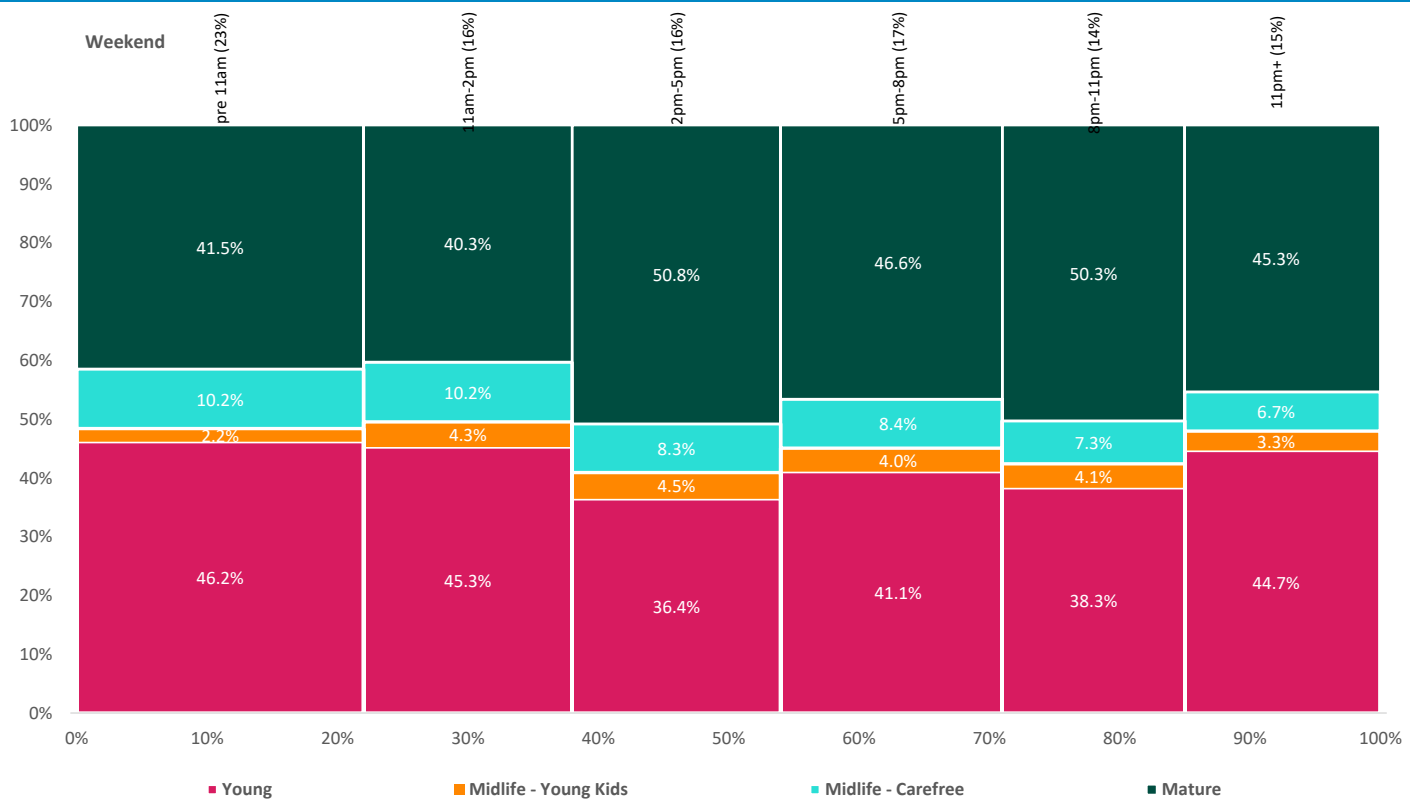
Distance from Home by Polaris
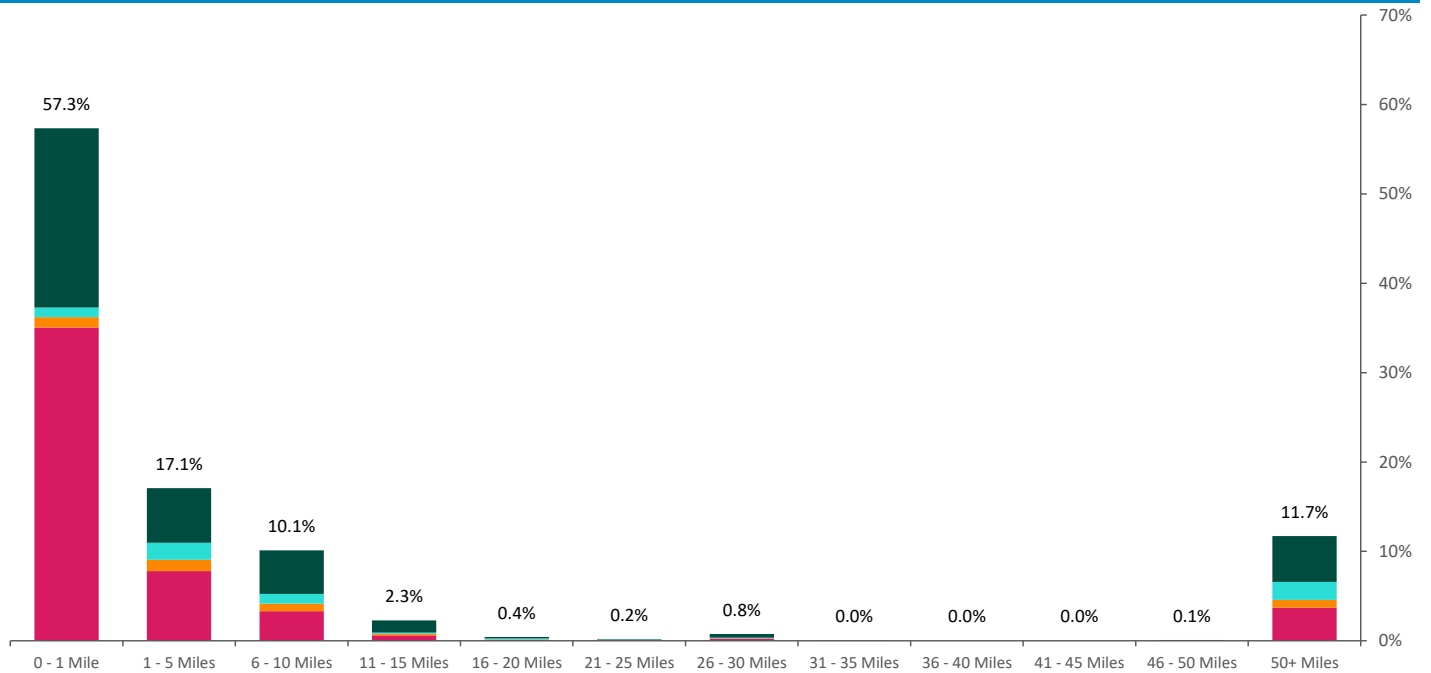
Distance	Value
0 - 1 Mile	57.3%
1 - 5 Miles	17.1%
6 - 10 Miles	10.1%
11 - 15 Miles	2.3%
16 - 20 Miles	0.4%
21 - 25 Miles	0.2%
26 - 30 Miles	0.8%
31 - 35 Miles	0.0%
36 - 40 Miles	0.0%
41 - 45 Miles	0.0%
46 - 50 Miles	0.1%
50+ Miles	11.7%

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

CACI

Mobile Data Summary - Blue Bell Washington

star PUBS&BARS

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

Weekday

pre 11am (29%) | 11am-2pm (12%) | 2pm-5pm (16%) | 5pm-8pm (15%) | 8pm-11pm (13%) | 11pm+ (14%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	42.5%	43.4%	39.7%	46.1%	46.0%	50.7%
Midlife - Carefree	8.9%	7.8%	7.4%	9.4%	10.3%	9.7%
Midlife - Young Kids	4.5%	4.7%	3.6%	4.7%	5.2%	5.4%
Young	44.2%	44.1%	49.3%	39.7%	38.5%	34.2%

Legend: ● Young ● Midlife - Young Kids ● Midlife - Carefree ● Mature
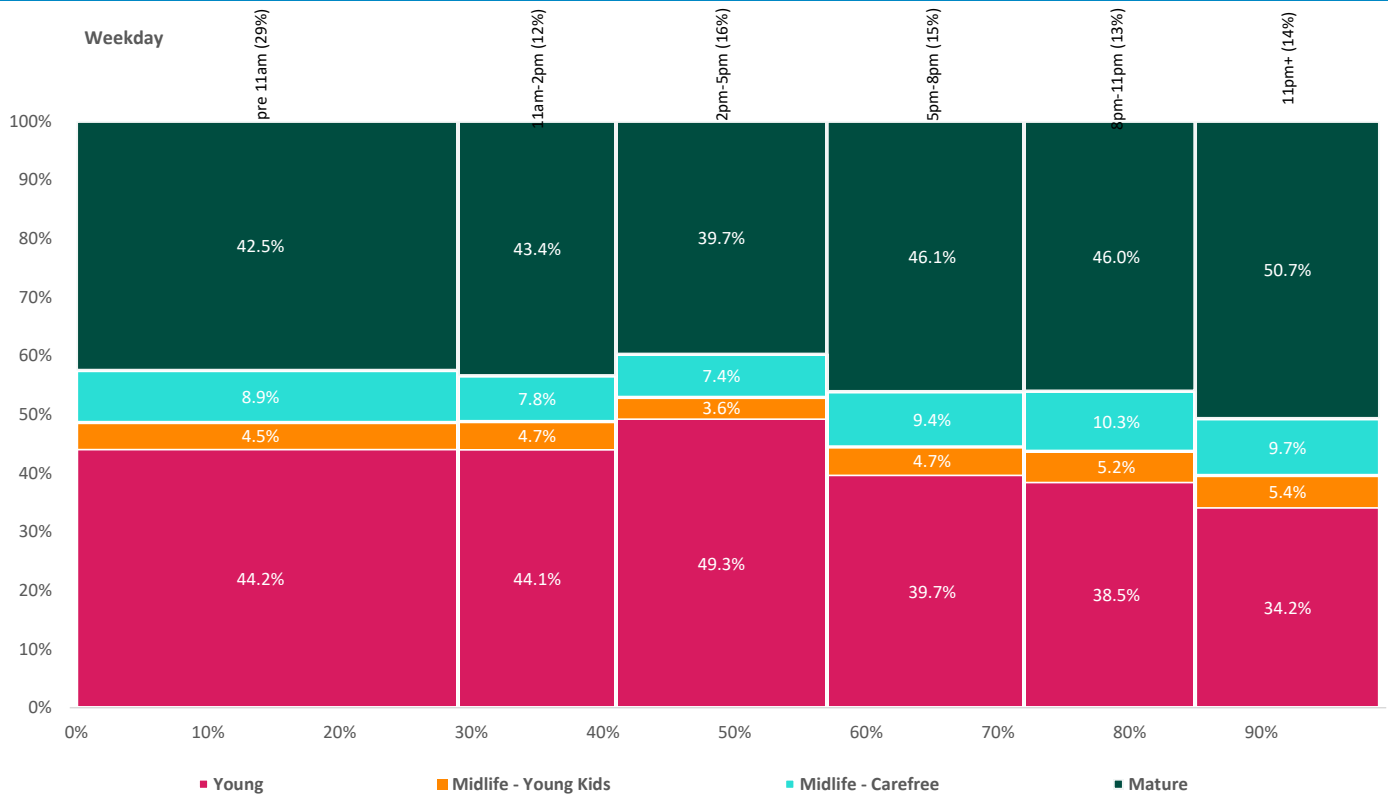
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (23%) | 11am-2pm (16%) | 2pm-5pm (16%) | 5pm-8pm (17%) | 8pm-11pm (14%) | 11pm+ (15%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	41.5%	40.3%	50.8%	46.6%	50.3%	45.3%
Midlife - Carefree	10.2%	10.2%	8.3%	8.4%	7.3%	6.7%
Midlife - Young Kids	2.2%	4.3%	4.5%	4.0%	4.1%	3.3%
Young	46.2%	45.3%	36.4%	41.1%	38.3%	44.7%

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

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Polaris Summary - Blue Bell Washington
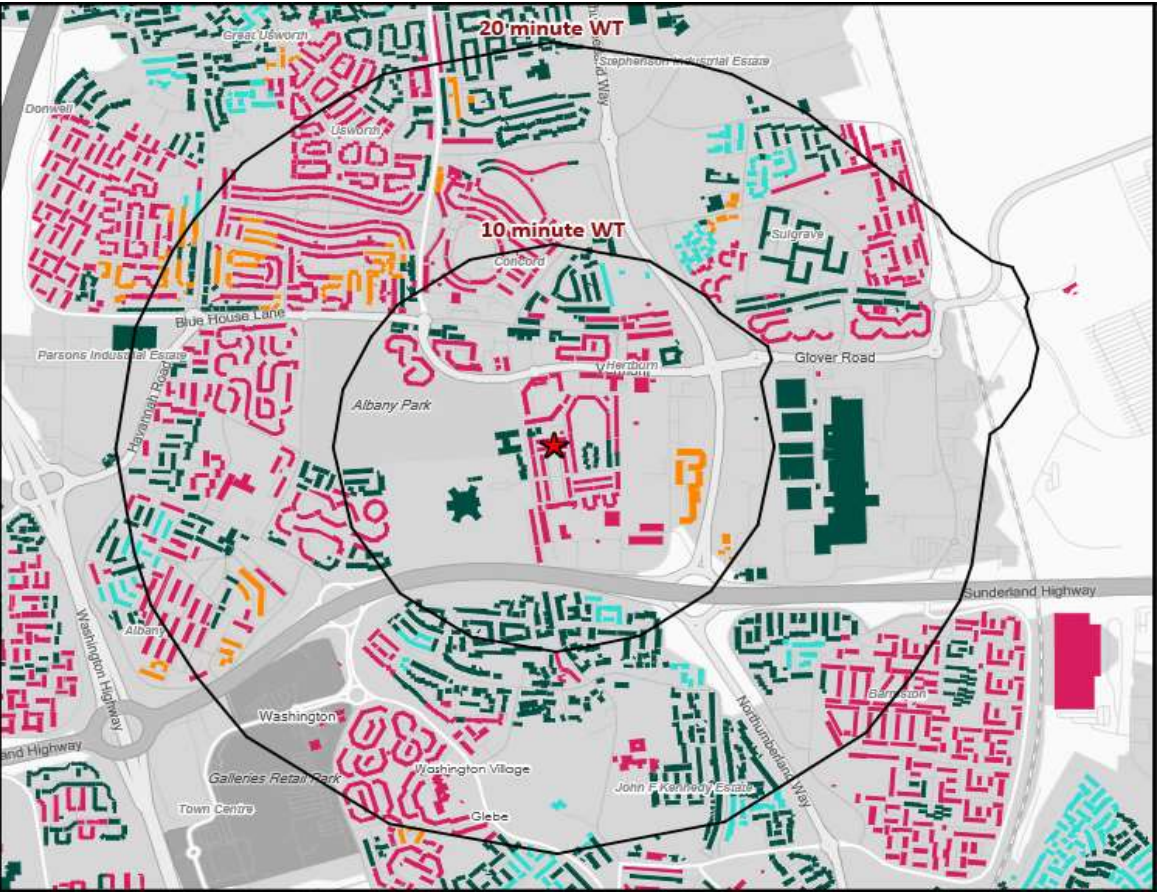
Pub Sites
Catchment

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	1,341	7,063	250,637	195	213	158
Midlife - Young Kids	2	393	46,102	1	30	73
Midlife - Carefree	128	476	50,456	32	25	55
Mature	1,027	3,977	220,423	93	74	86
Not Private Households	0	149	8,691	0	94	115
Total	2,498	12,058	576,309			

Polaris Plus Summary - Blue Bell Washington

star PUBS & BARS

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	1,277	6,488	141,146	521	548	250
Medium	64	548	95,754	23	41	151
High	0	27	13,737	0	3	35
Midlife - Young Kids						
Low	0	317	43,905	0	48	139
Medium	2	76	1,784	2	15	7
High	0	0	413	0	0	6
Midlife - Carefree						
Low	36	383	23,553	34	75	97
Medium	92	92	20,835	51	11	50
High	0	1	6,068	0	0	24
Mature						
Low	618	2,514	95,301	180	152	120
Medium	409	1,383	87,409	105	73	97
High	0	80	37,713	0	4	44
Not Private Households	0	149	8,691	0	94	115
Total	2,498	12,058	576,309			

CACI

CGA Summary - Blue Bell Washington

Legend:
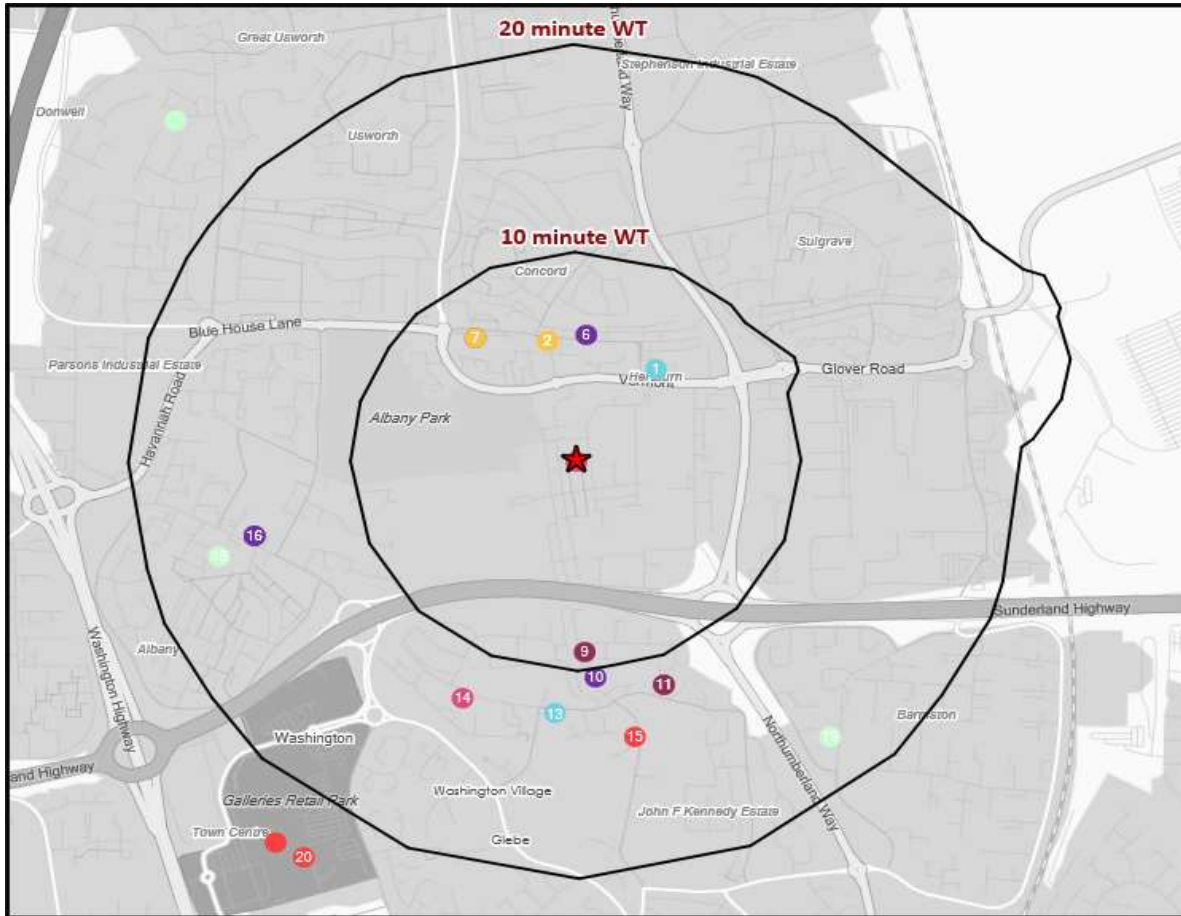
★ Pub Sites
N Catchment

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	Blue Bell	NE37 2BZ	Star Pubs & Bars	Family Pub Dining	0.0
1	Usworth & Washington Gardners Club	NE37 3AB	Independent Free	Clubland	0.2
2	Speculation Inn	NE37 2AL	Trust Inns Limited	High Street Pub	0.2
2	New Tavern	NE37 2AL	Star Pubs & Bars	High Street Pub	0.2
2	Middle Inn	NE37 2AL	Amber Taverns	High Street Pub	0.2
2	Bird	NE37 2AL	Admiral Taverns Ltd	High Street Pub	0.2
6	Bombay Barn	NE37 2BA	Independent Free	Restaurants	0.2
7	Concord Tandoori	NE37 2SY	Independent Free	Restaurants	0.3
7	Sir William De Wessygnton	NE37 2SY	Wetherspoons GB	High Street Pub	0.3
9	Steps	NE38 7HP	Greene King	Premium Local	0.3
10	Cellinis	NE38 7HN	Independent Free	Restaurants	0.4
11	Cross Keys	NE38 7AB	Blackrose Ltd	Family Pub Dining	0.4
11	Washington Arms	NE38 7AB	Stonegate Pub Company	Premium Local	0.4
13	Washington Union Club	NE38 7HU	Independent Free	Clubland	0.5
14	Black Bush	NE38 7HY	Admiral Taverns Ltd	Family Pub Dining	0.5
15	Washington Old Hall	NE38 7LE	National Trust	Large Venue	0.5
16	Kylin Oriental	NE37 1BH	Independent Free	Restaurants	0.6
16	Stella Restaurant	NE37 1BH	Independent Free	Restaurants	0.6
18	Wheelhouse	NE37 1UB	Camerons	Community Pub	0.6
19	Ne38 Sports Bar	NE38 8DG	Independent Free	Community Pub	0.7
20	Amf Bowling	NE38 7RZ	Original Bowling Company	Large Venue	0.8

Per Pub Analysis - Blue Bell Washington

*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+	2,498	12,058	576,309
Number of Competition Pubs	9	14	862
Adults 18+ per Competition Pub	278	861	669

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	138	5.5%	69
Circuit Bar	0	212	8.5%	210
Community Pub	0	817	32.7%	171
Craft Led	0	73	2.9%	85
Great Pub Great Food	0	114	4.6%	26
High Street Pub	5	786	31.4%	171
Premium Local	1	229	9.2%	56

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	770	6.4%	79
Circuit Bar	0	1,067	8.8%	218
Community Pub	2	3,836	31.8%	166
Craft Led	0	413	3.4%	99
Great Pub Great Food	0	548	4.5%	26
High Street Pub	5	3,738	31.0%	168
Premium Local	2	1,063	8.8%	53

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	80	38,838	6.7%	84
Circuit Bar	45	35,668	6.2%	153
Community Pub	192	147,467	25.6%	134
Craft Led	0	23,349	4.1%	117
Great Pub Great Food	21	60,479	10.5%	59
High Street Pub	157	144,704	25.1%	136
Premium Local	32	72,725	12.6%	77

Glossary

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