

Catchment Summary - Cannon Gateshead



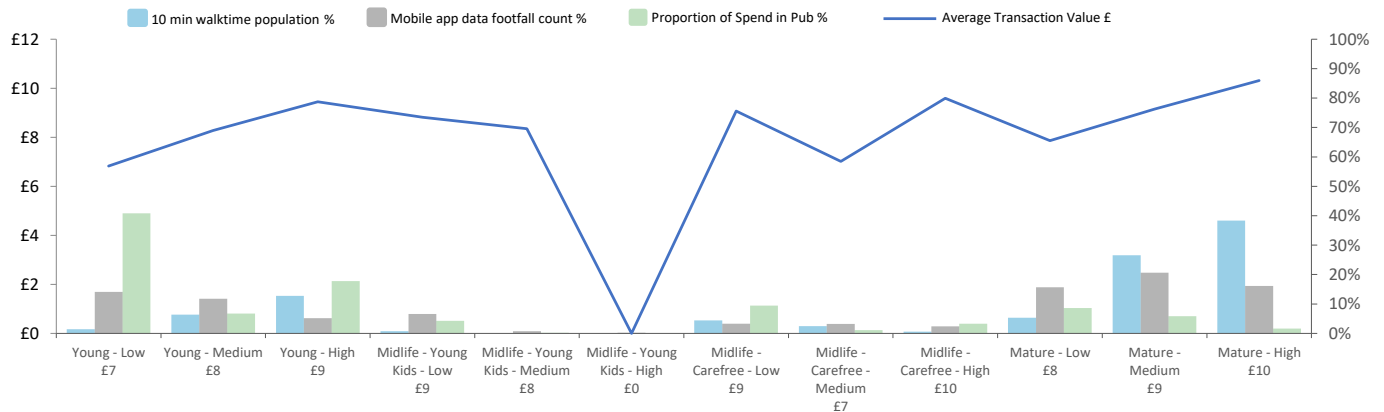
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Ship To	Name	Postcode	Operator	Segment	Sparsity
836932	Cannon Gateshead	NE 9 5EX	Star Pubs & Bars	Community Pub	5



- ★ 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 - Cannon Gateshead

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

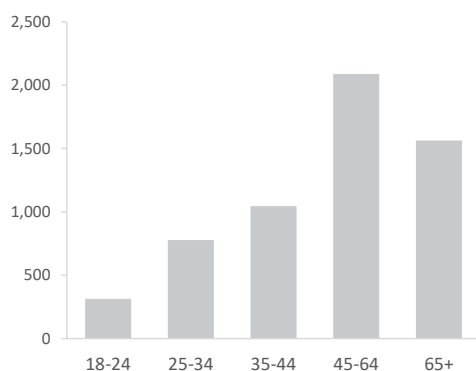
Population	7,158	21,895	828,309	133	118	189
Adults 18+	5,789	17,809	667,856	129	117	191
Competition Pubs	14	22	858	78	61	206
Adults 18+ per Competition Pub	414	810	778	48	94	91
% Adults Likely to Drink	80.8%	78.8%	75.9%	106	103	100

Population & Adults 18+ index is based on all pubs

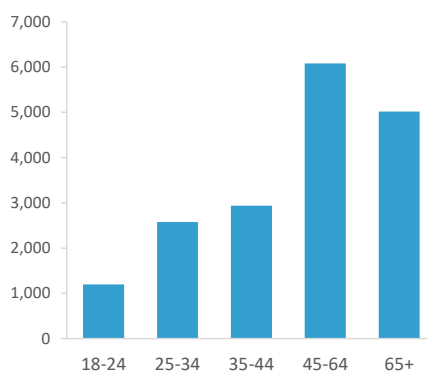
Affluence	Low	11.9%	34.6%	50.4%	36	104	151
	Medium	35.4%	35.0%	34.5%	93	92	91
	High	51.7%	28.8%	13.6%	189	105	50

*Affluence does not include Not Private Households

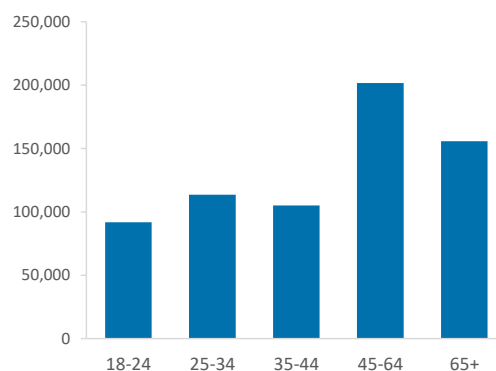
Age Profile	18-24	314	1,197	91,709	54	67	136
	25-34	778	2,576	113,636	81	88	103
	35-44	1,045	2,938	105,035	110	101	96
	45-64	2,088	6,083	201,630	114	108	95
	65+	1,564	5,015	155,846	114	119	98



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	3,515 (49%)	10,590 (48%)	405,866 (49%)	100	99	100
	Female	3,643 (51%)	11,305 (52%)	422,443 (51%)	100	101	100

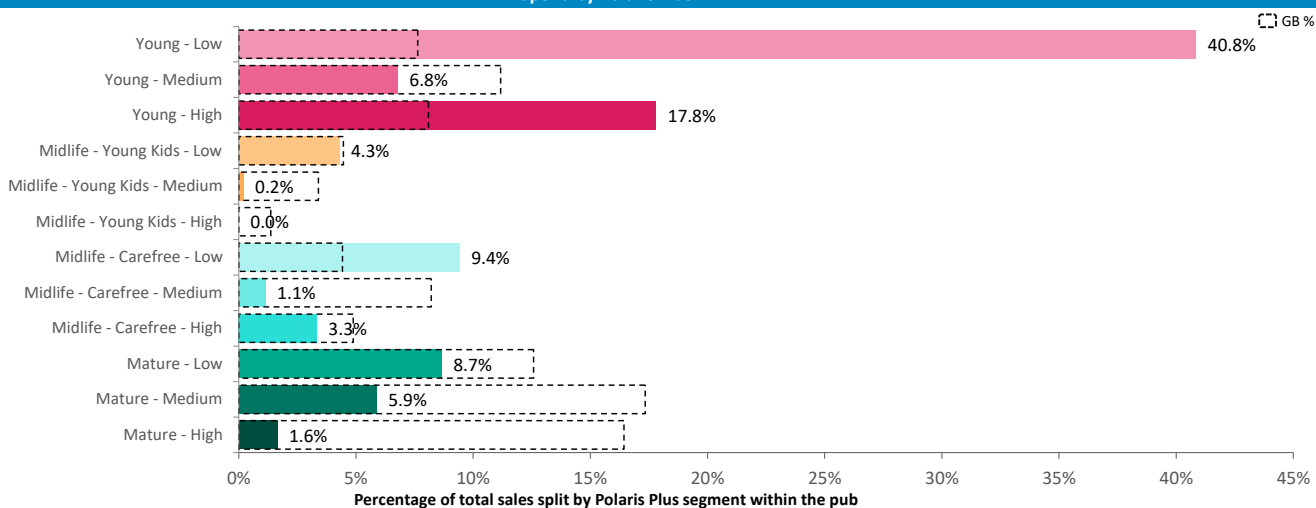
Economic Status (16+)	Employed: Full-time	2,341 (39%)	6,687 (37%)	218,619 (32%)	114	106	92
	Employed: Part-time	709 (12%)	2,189 (12%)	80,768 (12%)	101	101	99
	Self employed	482 (8%)	1,193 (7%)	39,478 (6%)	88	71	62
	Unemployed	96 (2%)	484 (3%)	22,752 (3%)	59	96	120
	Full-time student	103 (2%)	310 (2%)	22,940 (3%)	73	71	141
	Retired	1,587 (27%)	4,873 (27%)	144,338 (21%)	122	122	96
	Other	618 (10%)	2,534 (14%)	157,587 (23%)	60	80	132

Total Worker Count	2,215	8,708	451,673
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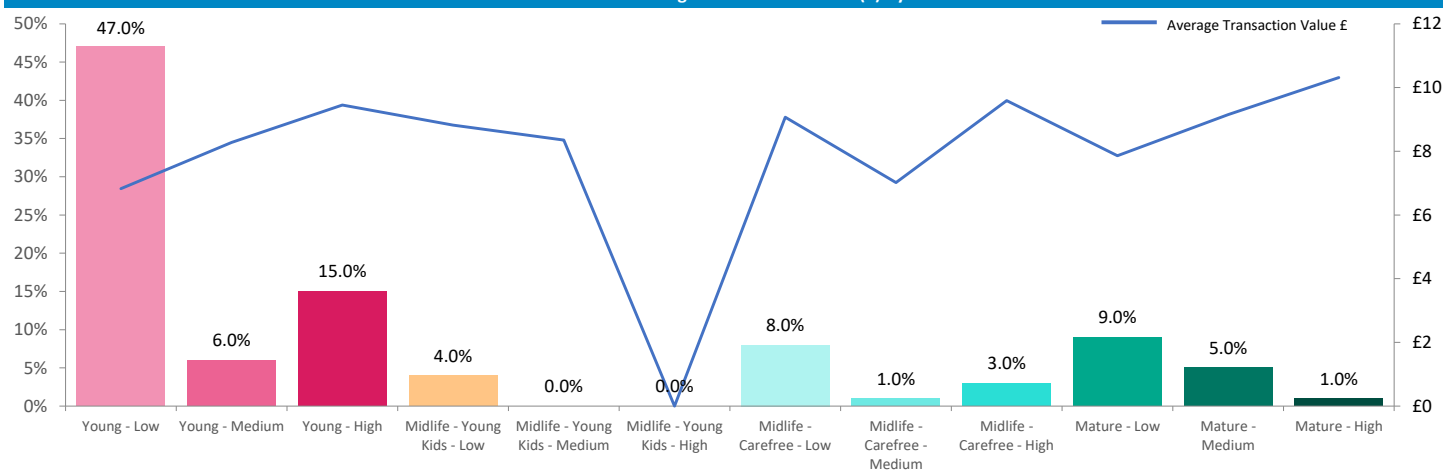
See the Glossary page for further information on the above variables

Transactional Data Summary - Cannon Gateshead

Spend by Polaris Plus

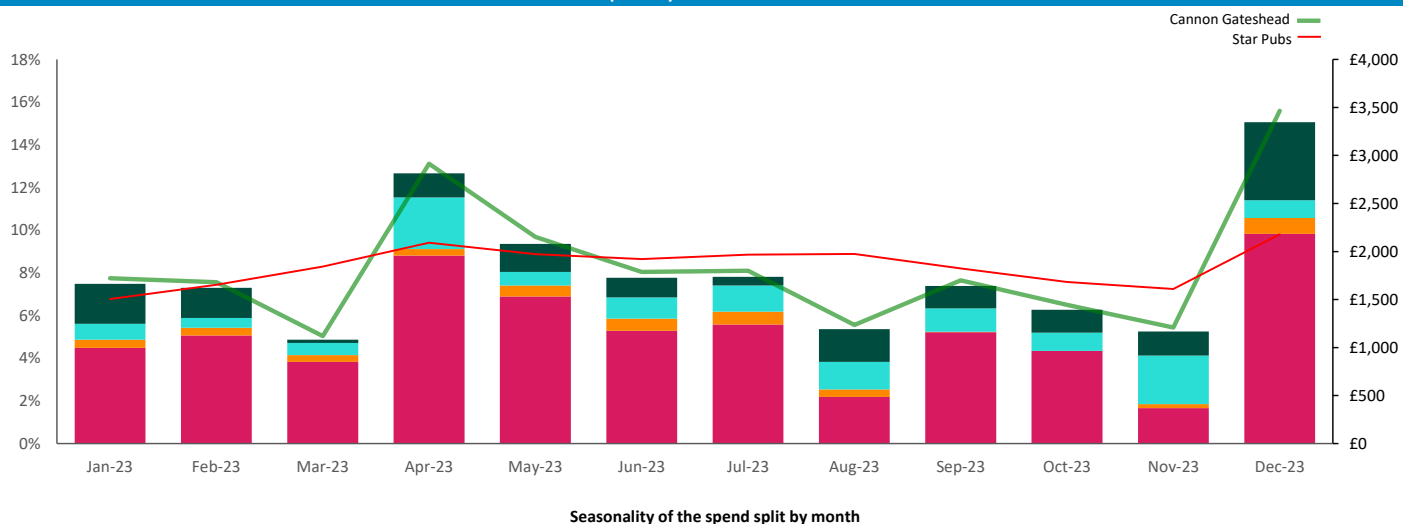


% of Transactions and Average Transaction Values (£) by Polaris Plus



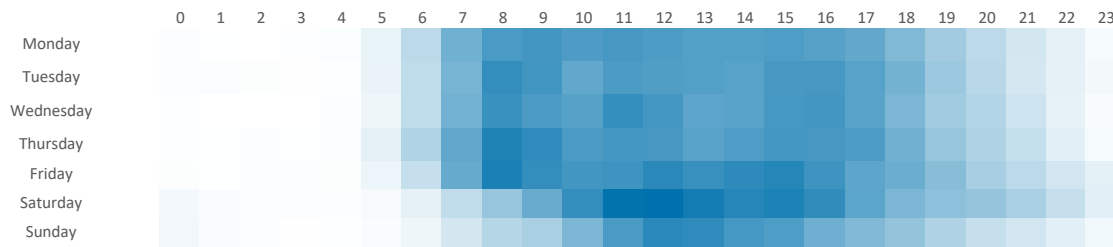
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



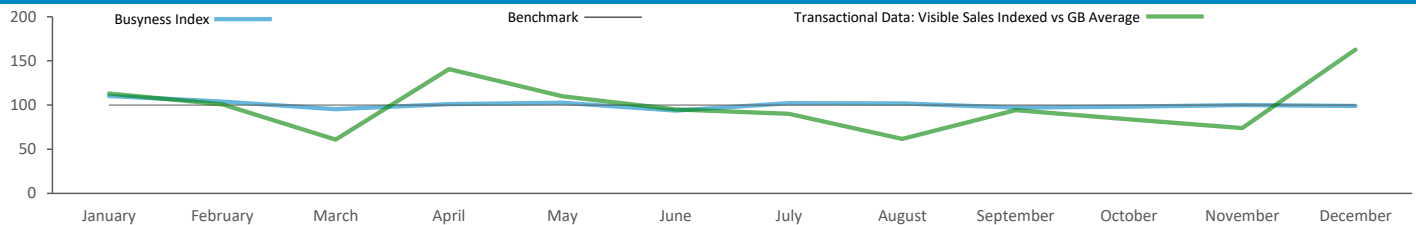
Mobile Data Summary - Cannon Gateshead

Time of Day/Day of Week



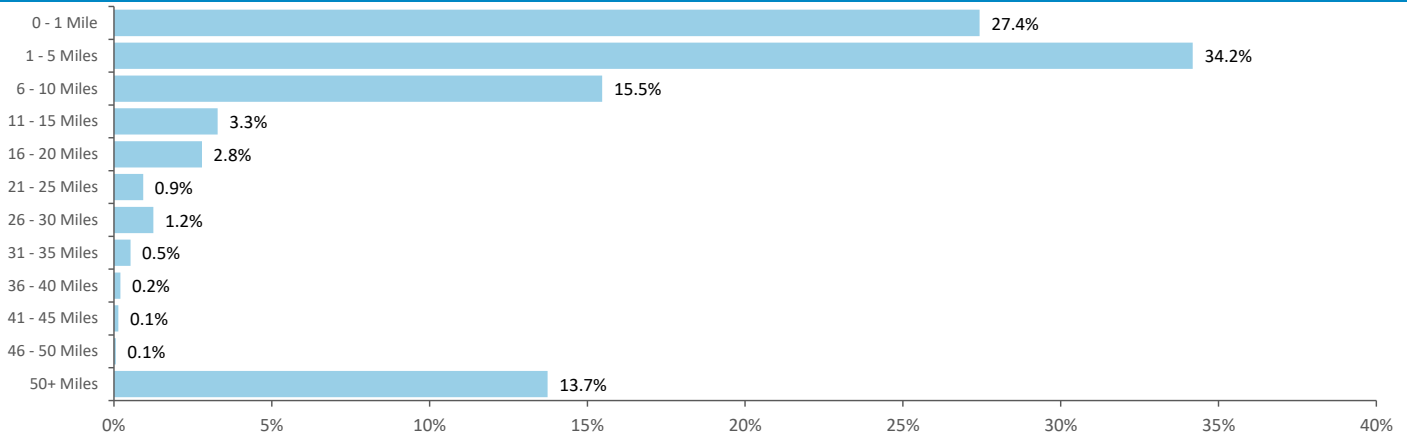
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

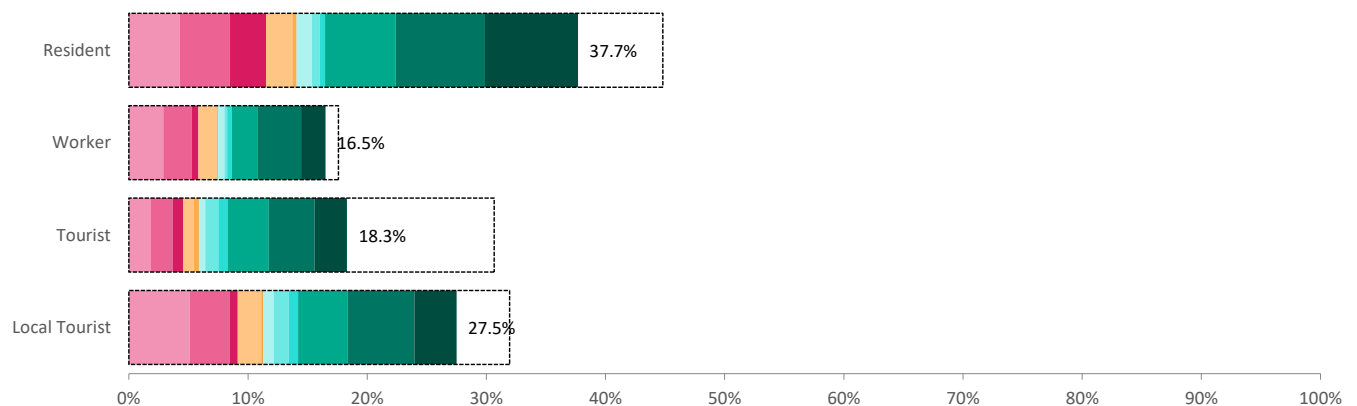
Distance from Home



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

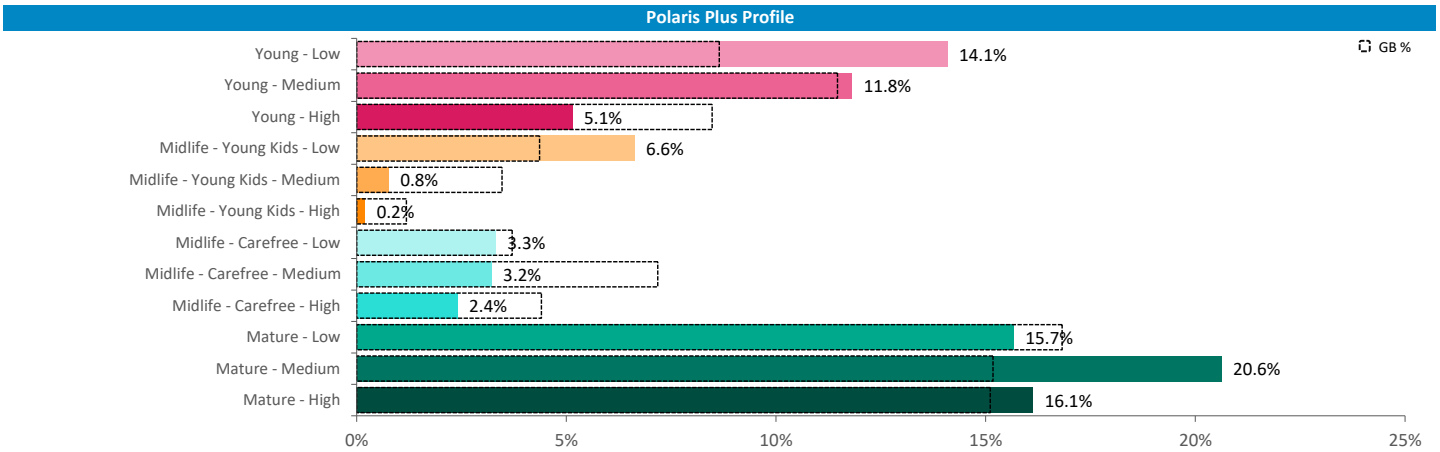


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

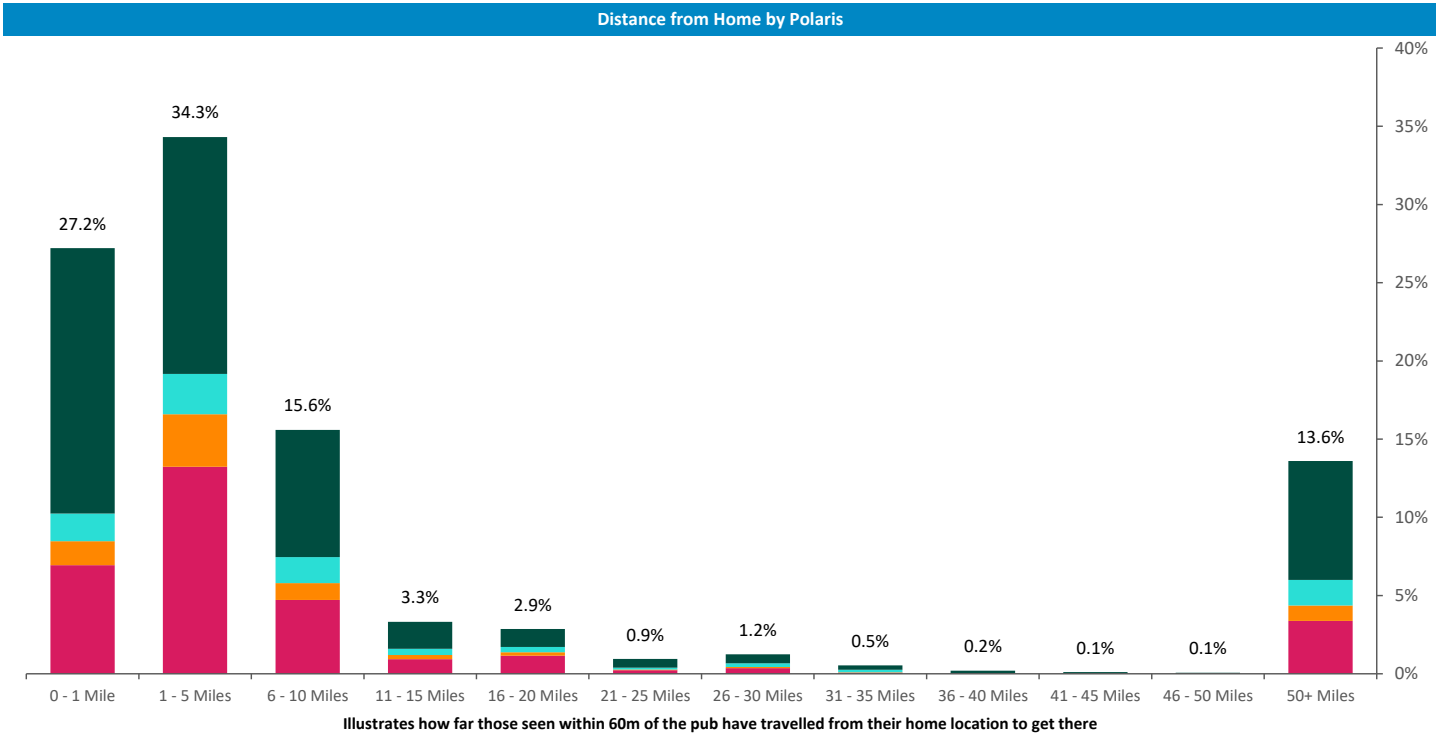
Mobile Data Summary - Cannon Gateshead



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

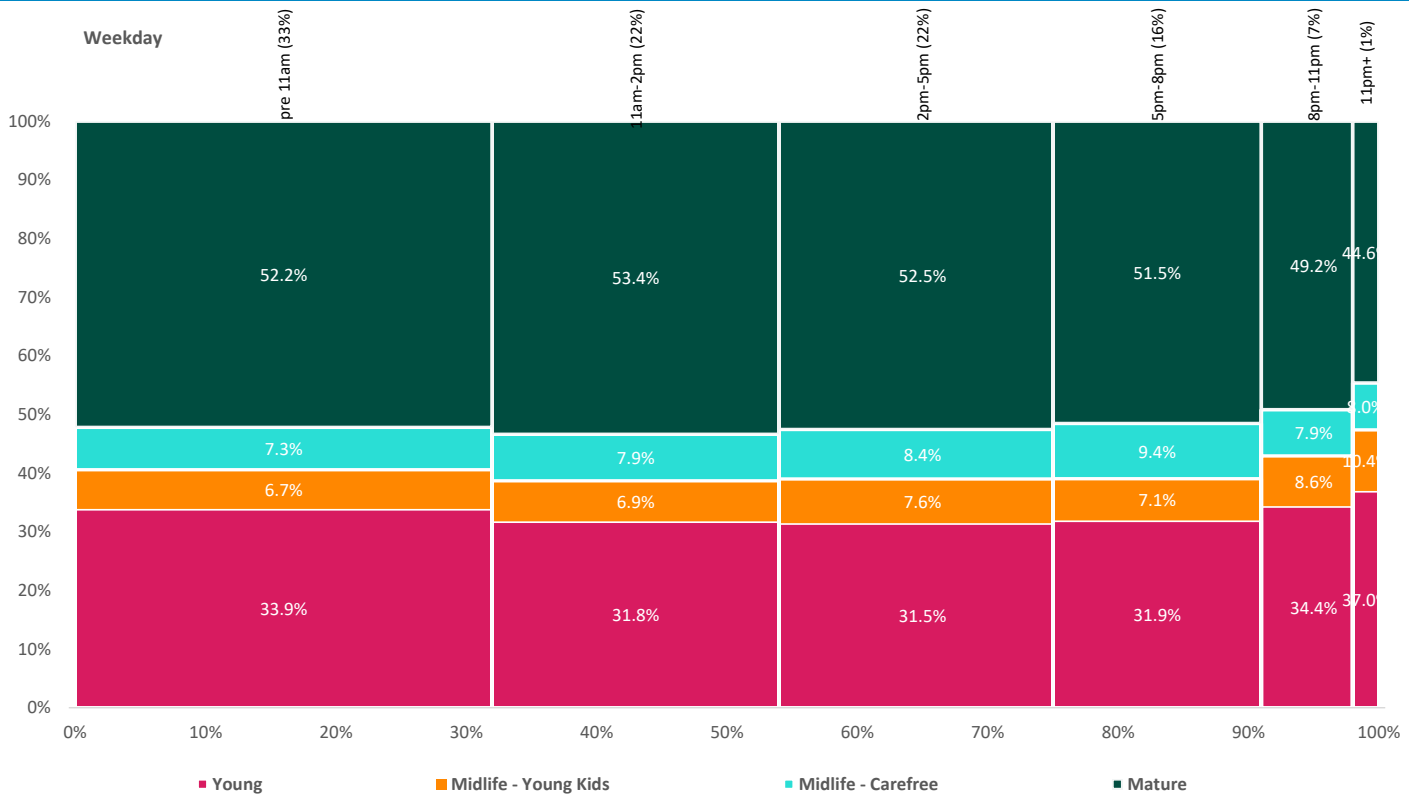


Mobile Data Summary - Cannon Gateshead

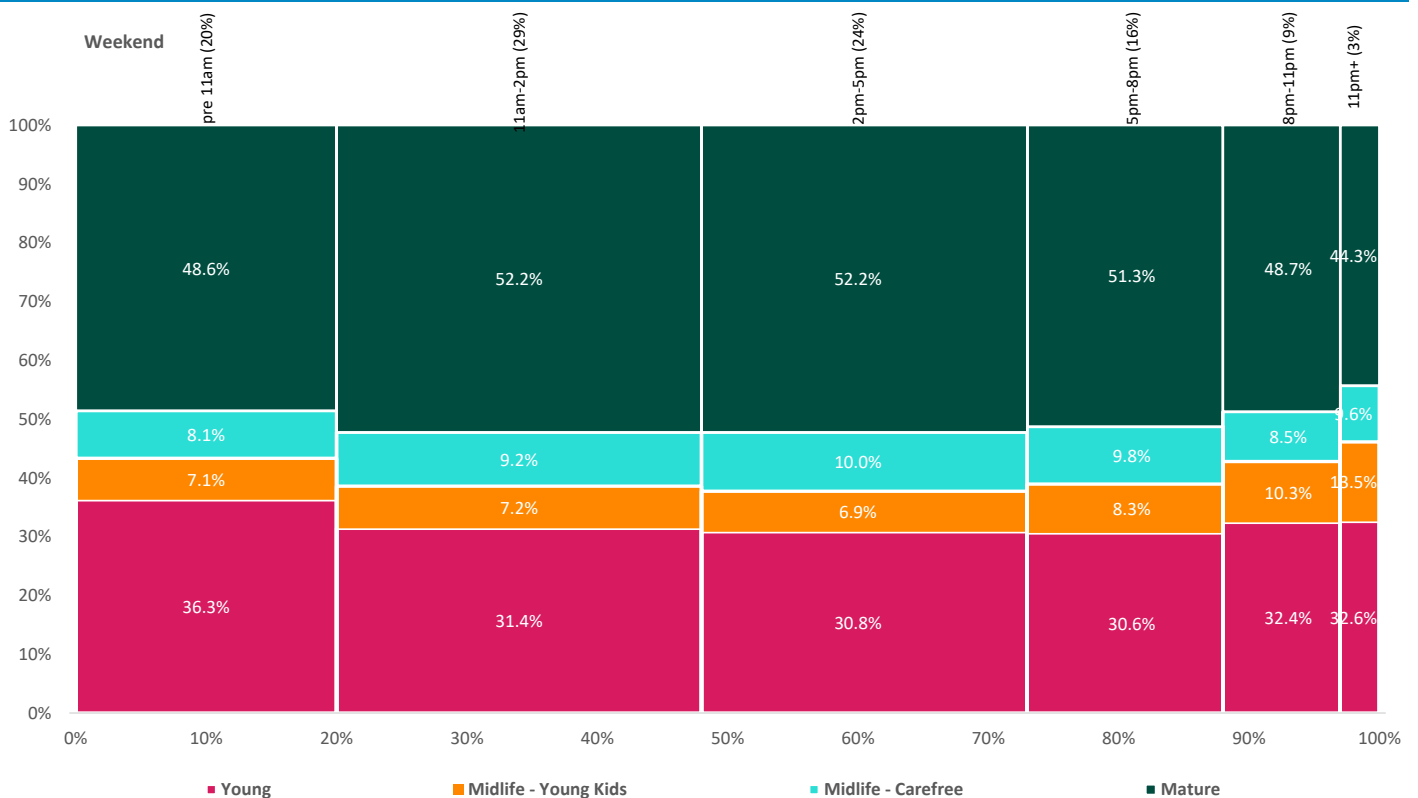


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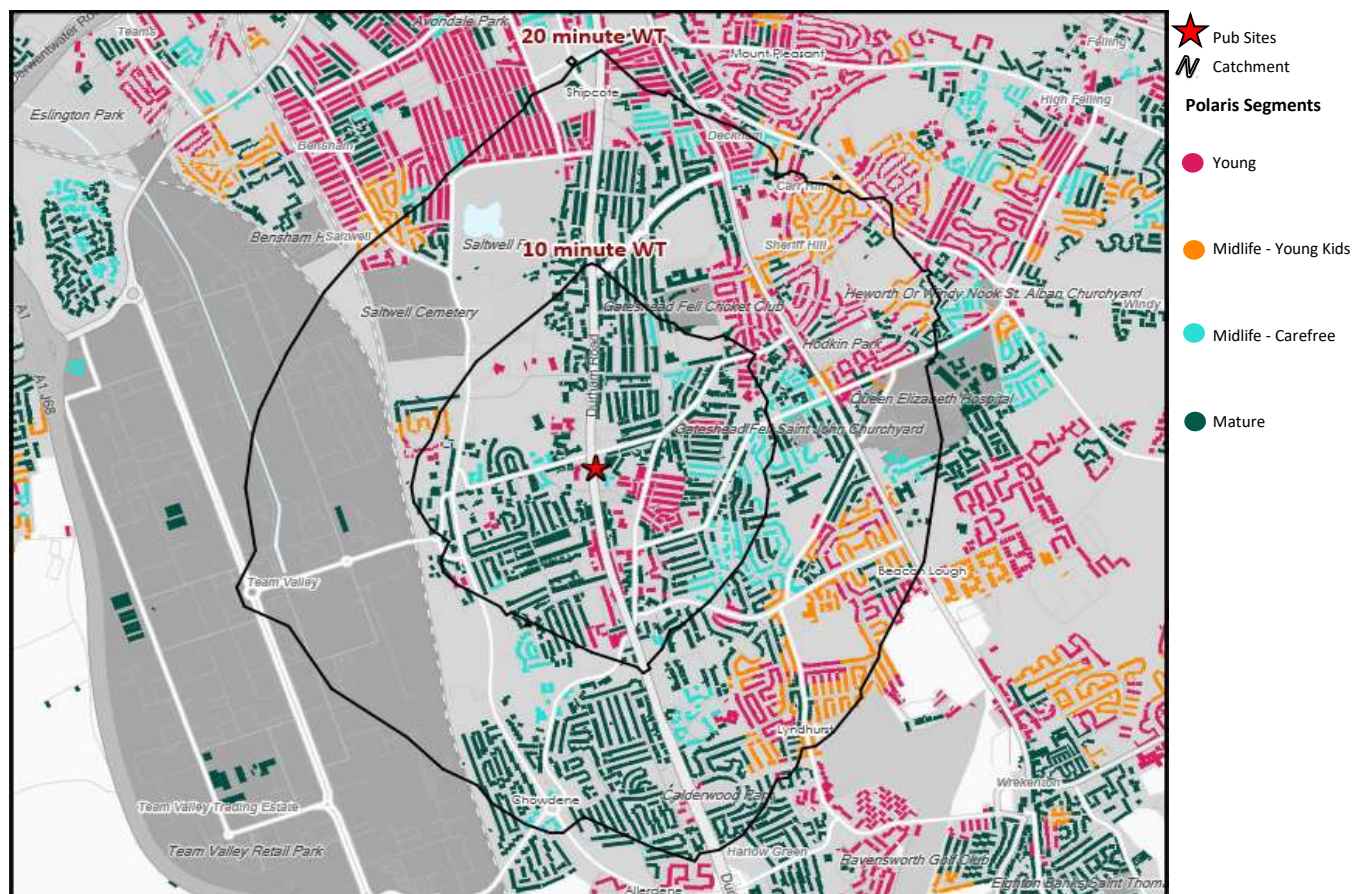
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Cannon Gateshead



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,189	4,544	297,723	75	93	162
Midlife - Young Kids	45	1,704	57,999	7	88	79
Midlife - Carefree	434	1,315	58,114	47	47	55
Mature	4,065	9,953	244,194	158	126	82
Not Private Households	56	293	9,826	74	125	112
Total	5,789	17,809	667,856			

Polaris Plus Summary - Cannon Gateshead

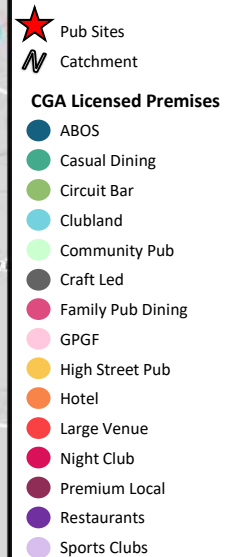
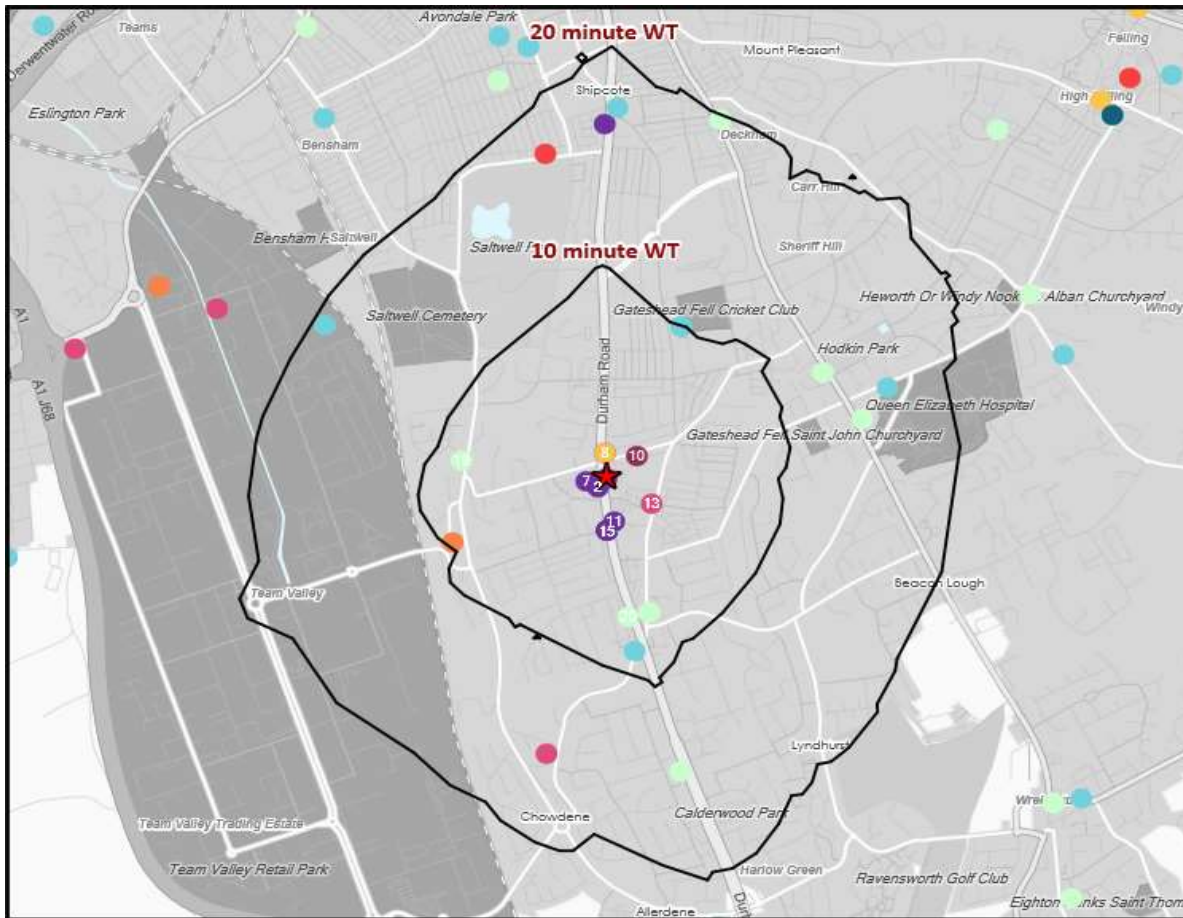


Polaris Plus Profile by Catchment

*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	81	1,639	156,138	14	94	238
Medium	369	1,799	113,342	58	92	155
High	739	1,106	28,243	190	92	63
Midlife - Young Kids						
Low	45	1,704	49,834	14	174	136
Medium	0	0	6,170	0	0	21
High	0	0	1,995	0	0	27
Midlife - Carefree						
Low	256	844	30,343	105	112	108
Medium	144	346	20,333	35	27	42
High	34	125	7,438	13	16	25
Mature						
Low	308	1,967	100,048	39	80	109
Medium	1,537	4,093	90,677	169	147	87
High	2,220	3,893	53,469	256	146	53
Not Private Households	56	293	9,826	74	125	112
Total	5,789	17,809	667,856			

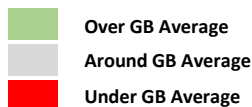
CGA Summary - Cannon Gateshead



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Cannon	NE 9 5EX	Star Pubs & Bars	Community Pub	0.0
0	Imperial Restaurant	NE 9 5EX	Independent Free	Restaurants	0.0
2	Bonny Comet	NE 9 6HU	Independent Free	High Street Pub	0.0
2	Monsoon Restaurant	NE 9 6HU	Independent Free	Restaurants	0.0
2	Associates Club	NE 9 6HU	Independent Free	Clubland	0.0
2	Tap At Carters Well	NE 9 6HU	Amber Taverns	Community Pub	0.0
2	Bank	NE 9 6HU	Independent Free	Restaurants	0.0
7	Nafiza's Indian Restaurant & Takeaway	NE 9 6BX	Independent Free	Restaurants	0.0
8	Primavera	NE 9 5AN	Independent Free	Restaurants	0.1
8	Gilbert And Smiths	NE 9 5AN	Independent Free	High Street Pub	0.1
10	Beaconsfield Hotel	NE 9 5EU	Greene King	Premium Local	0.1
11	Gateshead Arms	NE 9 5EY	Star Pubs & Bars	Community Pub	0.1
11	Vivere	NE 9 5EY	Independent Free	Restaurants	0.1
13	Black Horse	NE 9 5HY	Punch Pub Company	Community Pub	0.1
13	Monarch	NE 9 5HY	Independent Free	Family Pub Dining	0.1
15	Piazza Latina	NE 9 6HX	Independent Free	Restaurants	0.1
15	Belle Vue	NE 9 6HX	Trust Inns Limited	Premium Local	0.1
15	Rosa Twelve	NE 9 6HX	Independent Free	Restaurants	0.1
15	Peyote	NE 9 6HX	Independent Free	Restaurants	0.1
19	Nine Pins	NE 9 6DT	Stonegate Pub Company	Community Pub	0.3
20	Coach House	NE 9 6JA	Stonegate Pub Company	Community Pub	0.3

Per Pub Analysis - Cannon Gateshead



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,789	17,809	667,856
Number of Competition Pubs	14	22	858
Adults 18+ per Competition Pub	414	810	778

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	536	9.3%	115
Circuit Bar	0	74	1.3%	32
Community Pub	7	662	11.4%	60
Craft Led	0	181	3.1%	90
Great Pub Great Food	0	1,761	30.4%	172
High Street Pub	2	674	11.6%	63
Premium Local	2	1,444	25.0%	151

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,201	6.7%	84
Circuit Bar	0	552	3.1%	76
Community Pub	10	3,701	20.8%	109
Craft Led	0	527	3.0%	86
Great Pub Great Food	0	3,490	19.6%	111
High Street Pub	2	3,569	20.0%	109
Premium Local	2	3,285	18.4%	112

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	87	51,667	7.7%	96
Circuit Bar	51	40,465	6.1%	149
Community Pub	156	160,508	24.0%	126
Craft Led	0	29,323	4.4%	127
Great Pub Great Food	21	79,495	11.9%	67
High Street Pub	134	158,976	23.8%	129
Premium Local	43	86,921	13.0%	79

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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td> - 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> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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Product needs																																									
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><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="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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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