CACI

Catchment Summary - Rimswell Stockton
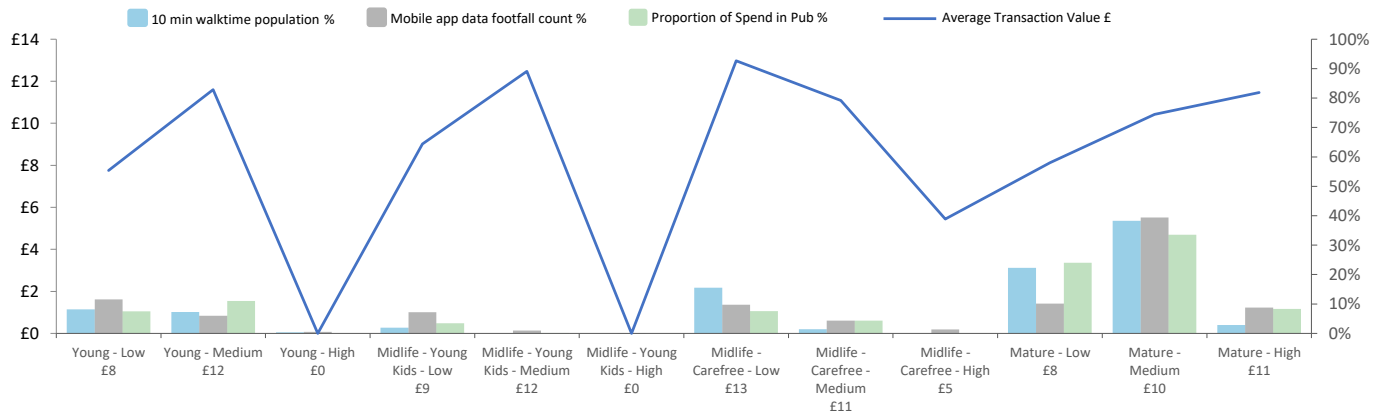
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
511311	Rimswell Stockton	TS19 7HE	Star Pubs & Bars	Community Pub	11

Pub Sites
Catchments

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

Polaris Plus Profile

Legend: 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 - Rimswell Stockton

star PUBS&BARS

*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		5,691	16,769	343,462	106	91	78

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+		4,737	13,852	269,951	105	91	77
Competition Pubs		1	9	296	6	25	71
Adults 18+ per Competition Pub		4,737	1,539	912	552	179	106
% Adults Likely to Drink		78.6%	80.2%	76.3%	103	105	100
Affluence	Low	48.0%	34.4%	46.7%	144	103	140
	Medium	47.0%	55.8%	37.4%	123	146	98
	High	3.2%	8.8%	13.9%	12	32	51

*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	324	910	25,939	70	67	93
	25-34	442	1,562	44,052	58	70	96
	35-44	575	1,909	44,588	76	86	98
	45-64	1,592	4,592	87,041	109	107	99
	65+	1,804	4,879	68,331	165	151	104
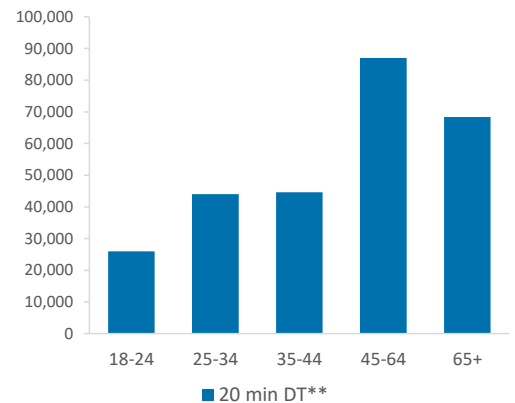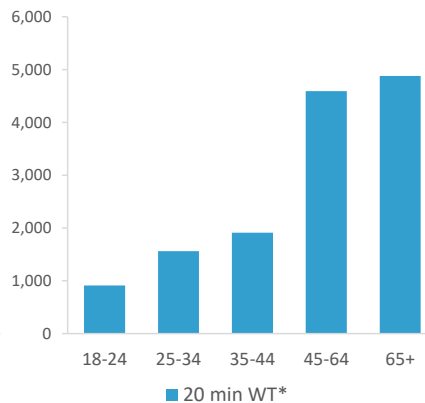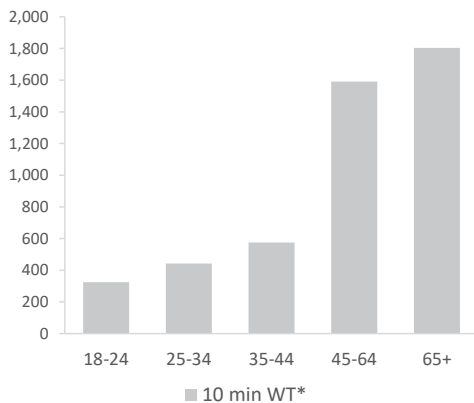
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,603 (46%)	7,942 (47%)	169,221 (49%)	93	97	101
	Female	3,088 (54%)	8,827 (53%)	174,241 (51%)	106	103	99
Economic Status (16+)	Employed: Full-time	1,418 (29%)	4,672 (33%)	91,656 (33%)	85	95	95
	Employed: Part-time	641 (13%)	1,802 (13%)	34,452 (12%)	111	107	104
	Self employed	268 (6%)	878 (6%)	18,502 (7%)	60	67	72
	Unemployed	116 (2%)	286 (2%)	9,071 (3%)	86	73	118
	Full-time student	72 (1%)	223 (2%)	6,862 (2%)	62	66	104
	Retired	1,683 (35%)	4,676 (33%)	65,193 (23%)	158	150	107
	Other	670 (14%)	1,675 (12%)	52,991 (19%)	79	68	109
Total Worker Count		567	2,929	166,493			

See the Glossary page for further information on the above variables

Transactional Data Summary - Rimswell Stockton

star
PUBS&BARS

## Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	7.5%
Young - Medium	11.0%
Young - High	0.0%
Midlife - Young Kids - Low	3.4%
Midlife - Young Kids - Medium	0.1%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	7.6%
Midlife - Carefree - Medium	4.3%
Midlife - Carefree - High	0.1%
Mature - Low	24.0%
Mature - Medium	33.6%
Mature - High	8.4%

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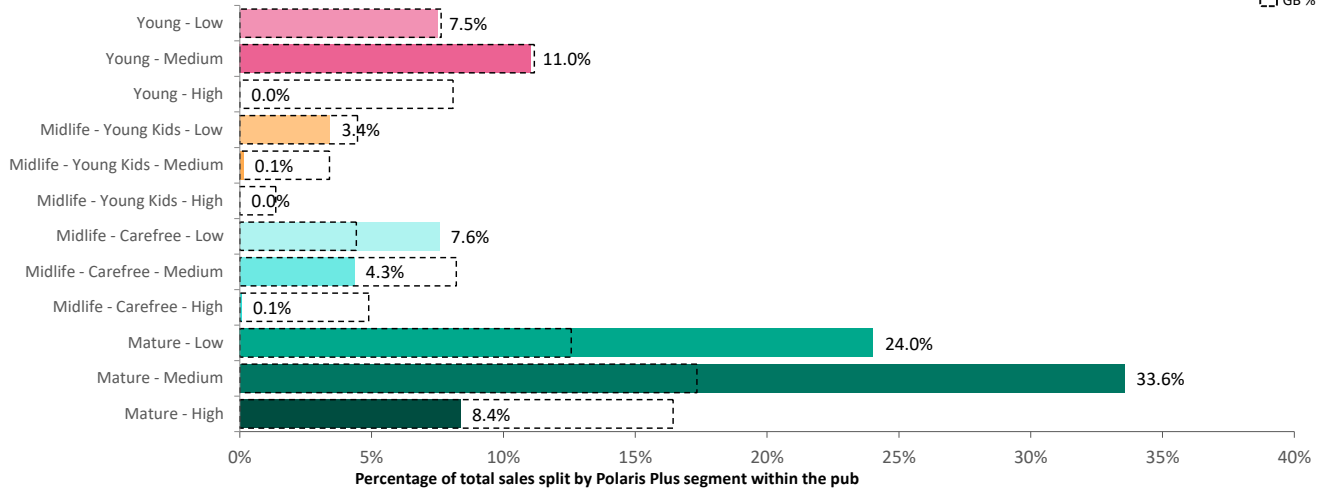
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	9.0%
Young - Medium	9.0%
Young - High	0.0%
Midlife - Young Kids - Low	4.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	6.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	0.0%
Mature - Low	29.0%
Mature - Medium	32.0%
Mature - High	7.0%
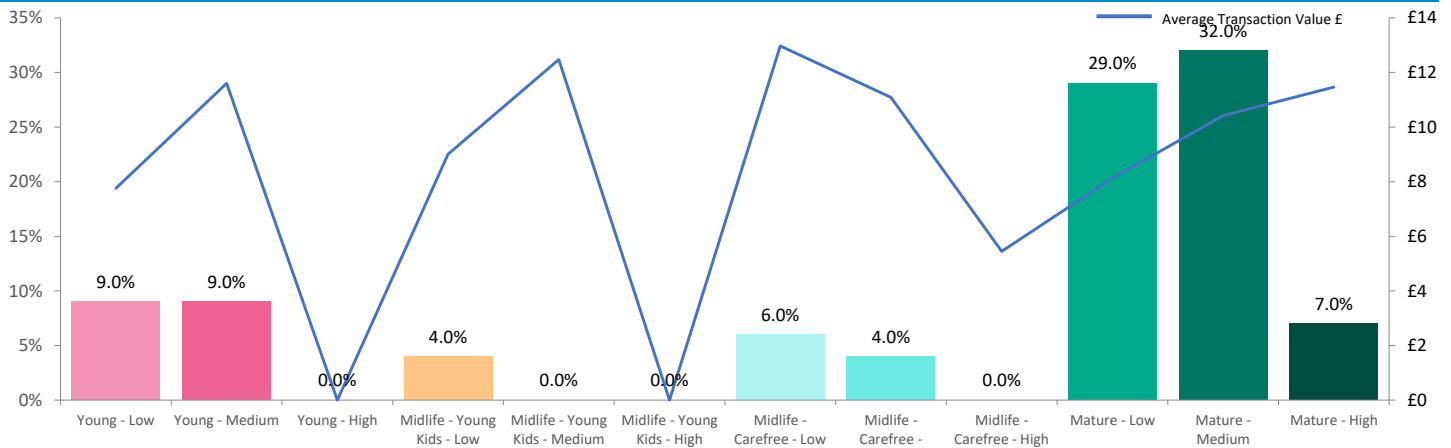
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Rimswell Stockton
Star Pubs

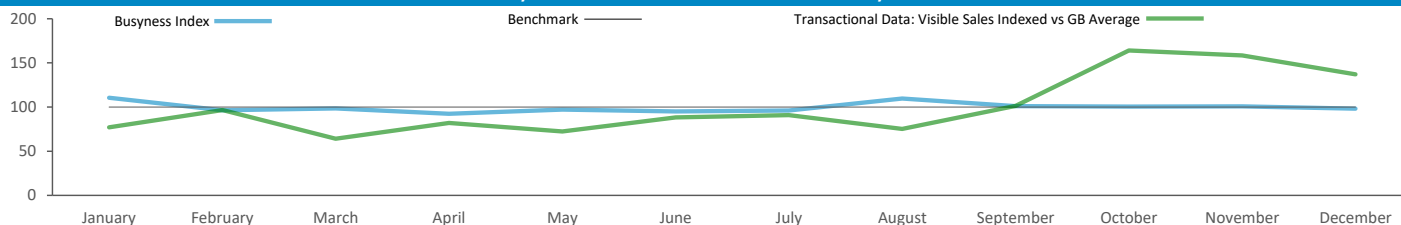Seasonality of the spend split by month
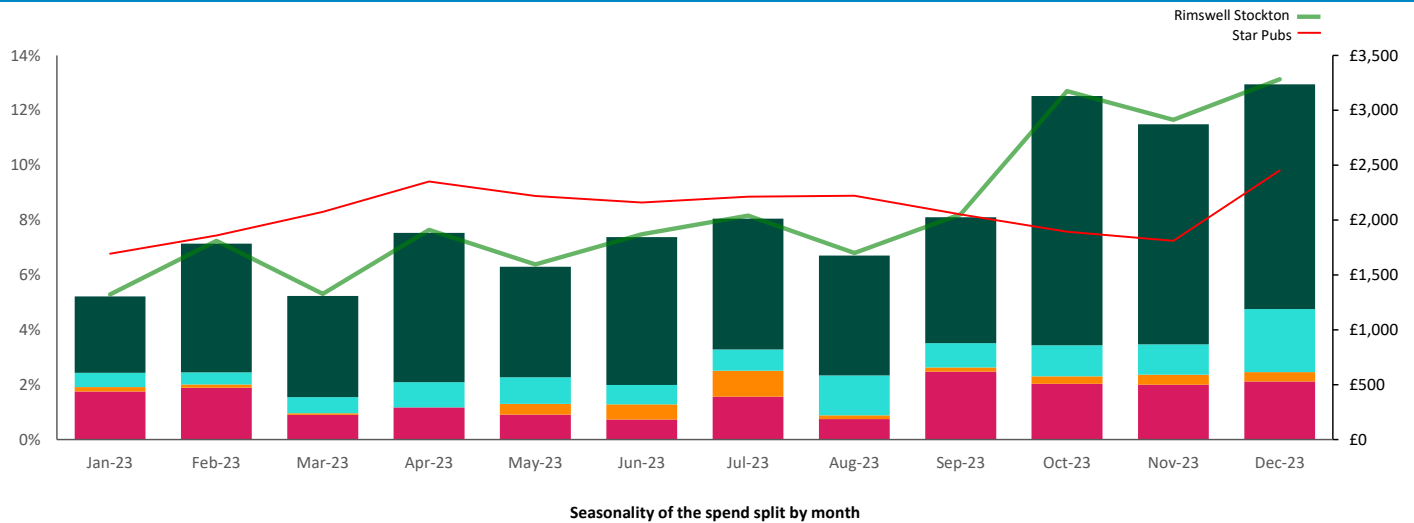
Mobile Data Summary - Rimswell Stockton
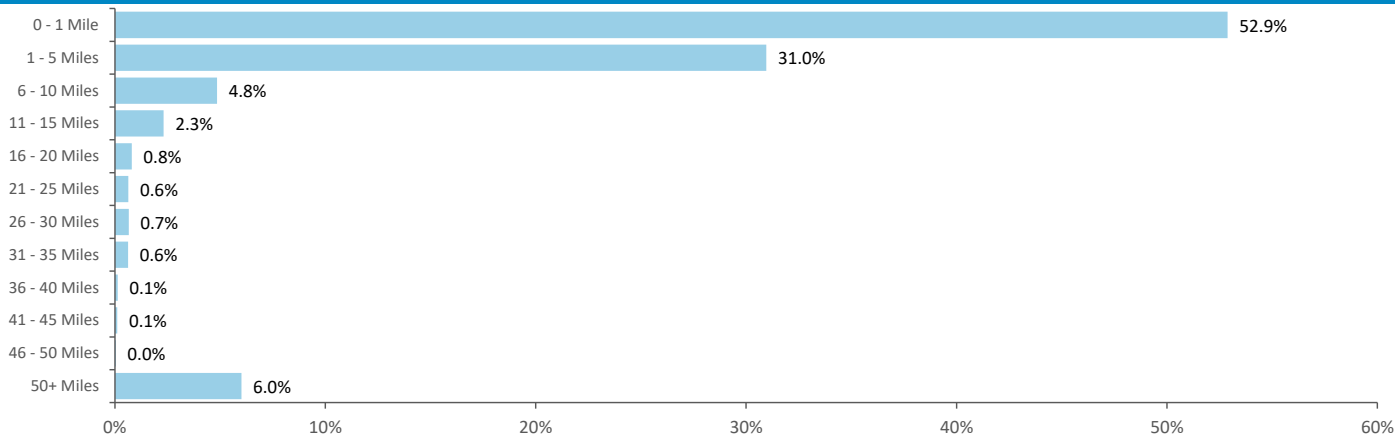
star PUBS&BARS

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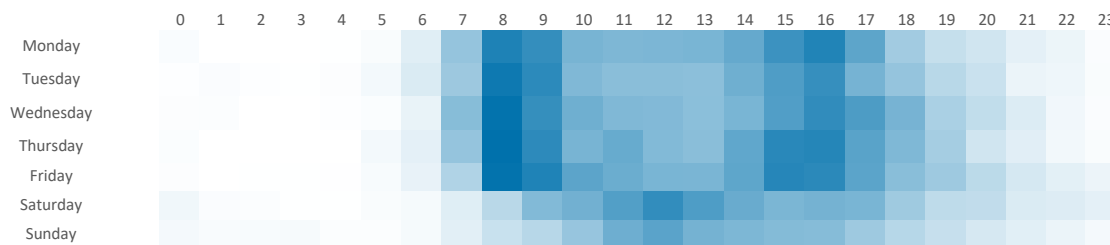
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average

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	52.9%
1 - 5 Miles	31.0%
6 - 10 Miles	4.8%
11 - 15 Miles	2.3%
16 - 20 Miles	0.8%
21 - 25 Miles	0.6%
26 - 30 Miles	0.7%
31 - 35 Miles	0.6%
36 - 40 Miles	0.1%
41 - 45 Miles	0.1%
46 - 50 Miles	0.0%
50+ Miles	6.0%

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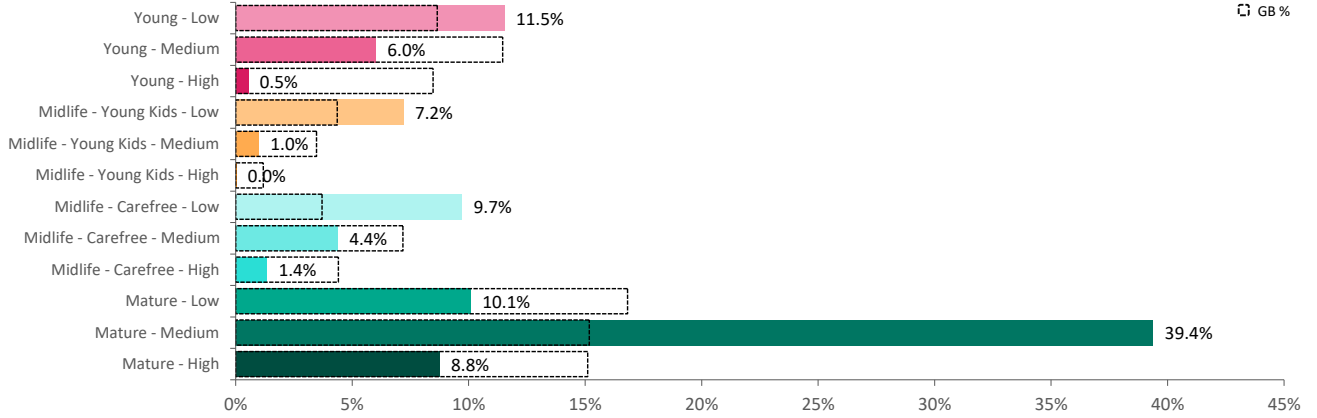
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	58.4%
Worker	21.8%
Tourist	7.9%
Local Tourist	11.9%
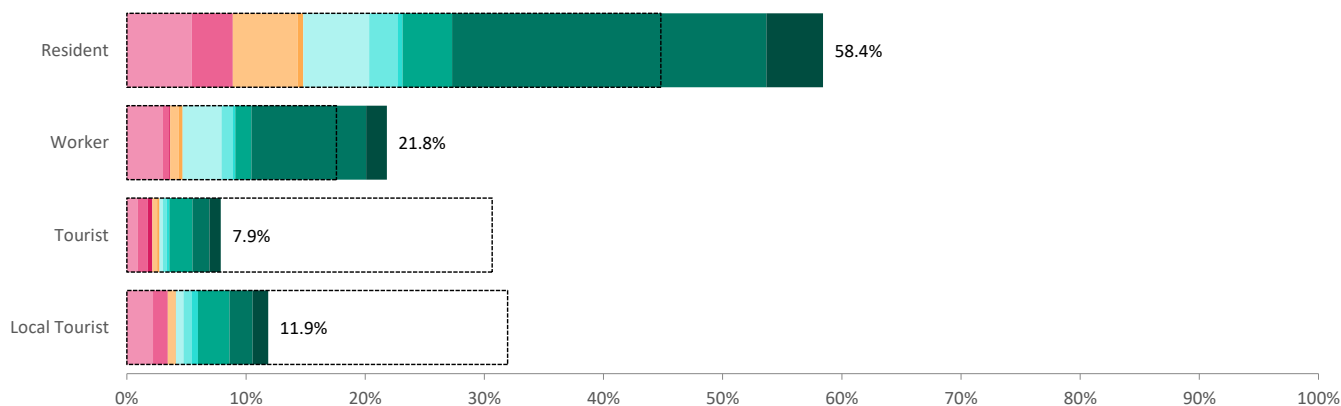
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Polaris Plus Profile

GB %

Category	Value
Young - Low	11.5%
Young - Medium	6.0%
Young - High	0.5%
Midlife - Young Kids - Low	7.2%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	9.7%
Midlife - Carefree - Medium	4.4%
Midlife - Carefree - High	1.4%
Mature - Low	10.1%
Mature - Medium	39.4%
Mature - High	8.8%

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
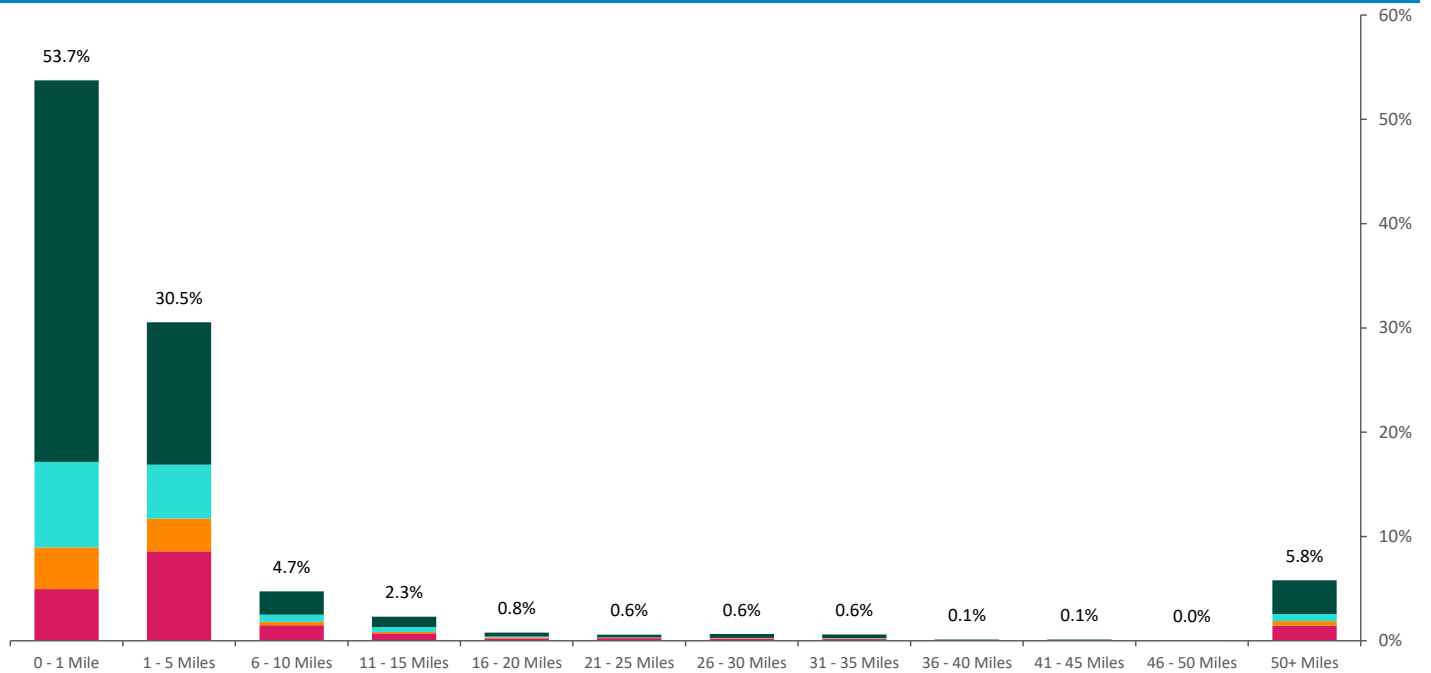
Distance	Value
0 - 1 Mile	53.7%
1 - 5 Miles	30.5%
6 - 10 Miles	4.7%
11 - 15 Miles	2.3%
16 - 20 Miles	0.8%
21 - 25 Miles	0.6%
26 - 30 Miles	0.6%
31 - 35 Miles	0.6%
36 - 40 Miles	0.1%
41 - 45 Miles	0.1%
46 - 50 Miles	0.0%
50+ Miles	5.8%

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

CACI

star PUBS & BARS

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

Weekday

Columns: pre 11am (34%), 11am-2pm (18%), 2pm-5pm (25%), 5pm-8pm (16%), 8pm-11pm (5%), 11pm+ (2%)

	pre 11am (34%)	11am-2pm (18%)	2pm-5pm (25%)	5pm-8pm (16%)	8pm-11pm (5%)	11pm+ (2%)
Mature	55.4%	57.2%	59.6%	57.2%	55.0%	48.
Midlife - Carefree	15.4%	17.2%	15.7%	15.8%	16.1%	12.
Midlife - Young Kids	10.2%	6.7%	7.8%	9.1%	7.7%	
Young	19.0%	18.9%	16.9%	18.0%	21.1%	31.

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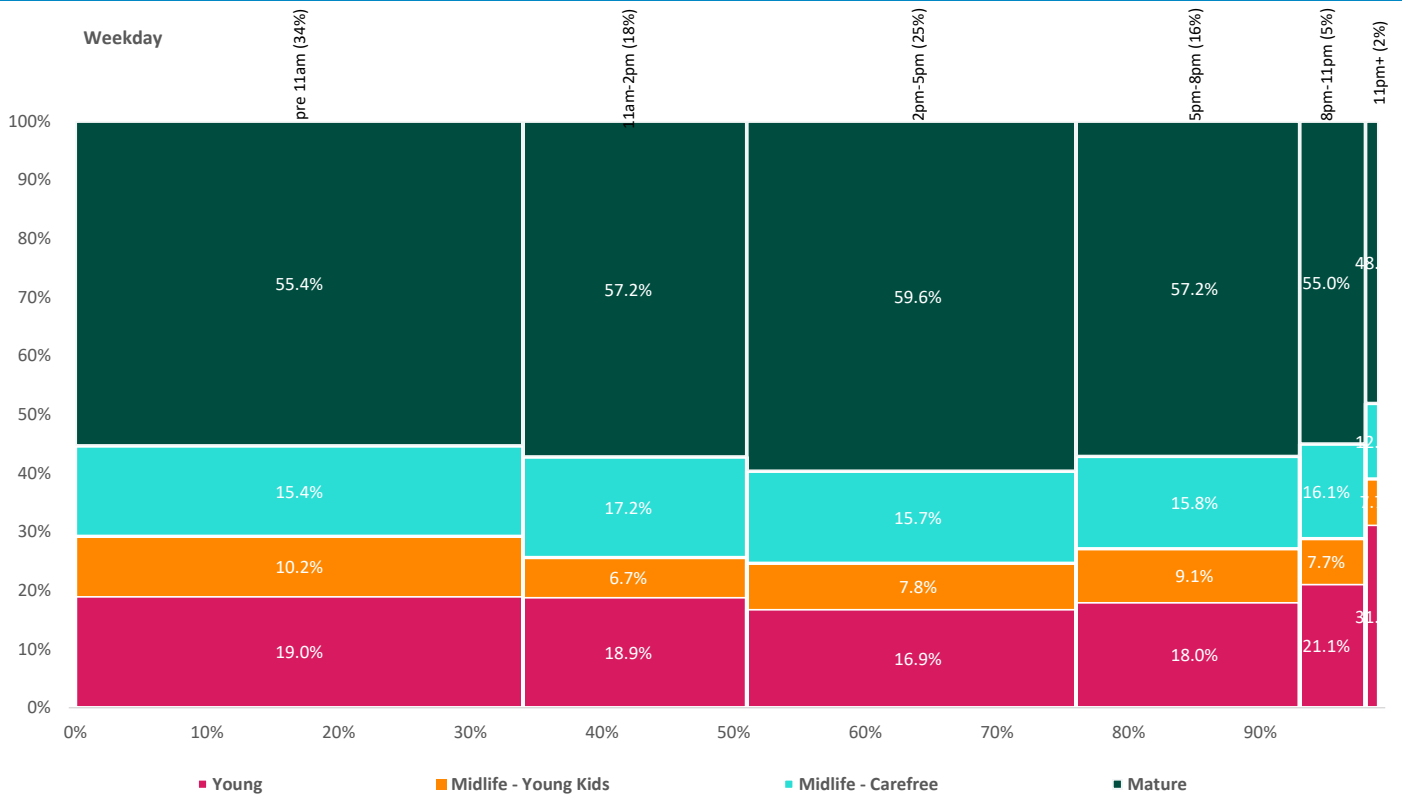
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Columns: pre 11am (20%), 11am-2pm (29%), 2pm-5pm (24%), 5pm-8pm (16%), 8pm-11pm (7%), 11pm+ (4%)

	pre 11am (20%)	11am-2pm (29%)	2pm-5pm (24%)	5pm-8pm (16%)	8pm-11pm (7%)	11pm+ (4%)
Mature	50.5%	59.3%	60.2%	56.8%	53.5%	47.7%
Midlife - Carefree	19.5%	16.5%	15.4%	16.4%	20.6%	18.9%
Midlife - Young Kids	7.4%	7.2%	9.4%	8.8%	8.4%	9.0%
Young	22.5%	17.0%	15.0%	18.0%	17.4%	24.4%

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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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	750	1,093	76,938	58	29	104
Midlife - Young Kids	92	99	21,792	18	7	74
Midlife - Carefree	805	3,259	47,433	107	149	111
Mature	3,004	9,255	118,458	143	151	99
Not Private Households	86	146	5,330	138	80	150
Total	4,737	13,852	269,951			

Polaris Plus Summary - Rimswell Stockton

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
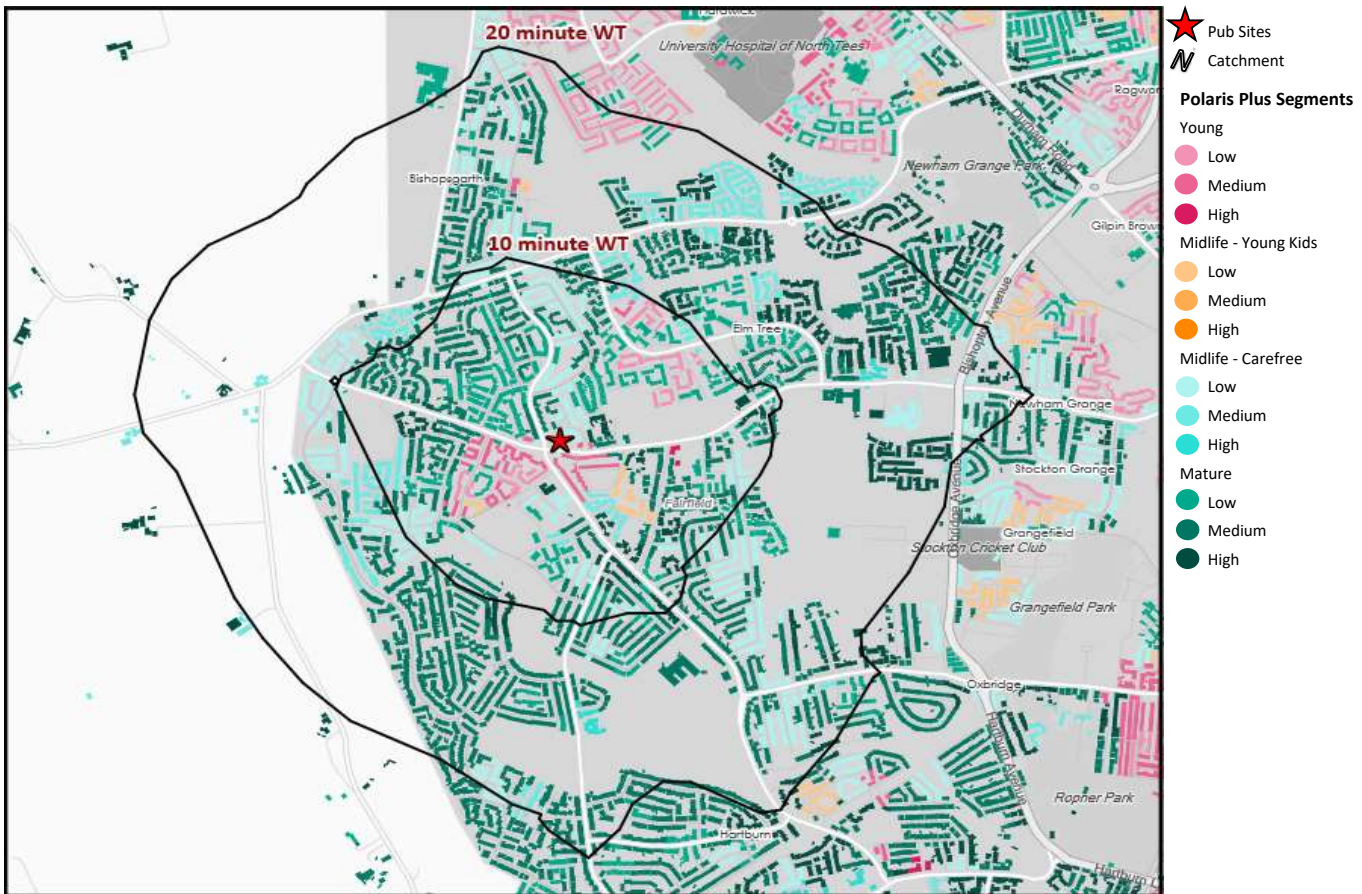
Polaris Plus Profile by Catchment

*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	388	723	46,350	83	53	175
Medium	343	351	28,918	66	23	98
High	19	19	1,670	6	2	9
Midlife - Young Kids						
Low	92	99	20,685	35	13	140
Medium	0	0	1,107	0	0	9
High	0	0	0	0	0	0
Midlife - Carefree						
Low	737	2,341	24,984	369	401	220
Medium	68	905	15,954	20	91	82
High	0	13	6,495	0	2	54
Mature						
Low	1,056	1,599	33,952	162	84	92
Medium	1,814	6,469	55,044	244	298	130
High	134	1,187	29,462	19	57	73
Not Private Households	86	146	5,330	138	80	150
Total	4,737	13,852	269,951			

CGA Summary - Rimswell Stockton

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	Rimswell	TS19 7HE	Star Pubs & Bars	Community Pub	0.0
1	Elm Tree	TS19 0UW	Ei Group	Community Pub	0.4
2	Elm Tree Social Club	TS19 0QJ	Independent Free	Clubland	0.5
2	Fairfield Sports & Social Club	TS19 0QJ	Independent Free	Clubland	0.5
4	Fairfield	TS19 7AJ	Stonegate Pub Company	Community Pub	0.6
5	Five Alls	TS19 8UQ	Star Pubs & Bars	Community Pub	0.6
6	Stockton Town Football Club	TS19 0QD	Independent Free	Clubland	0.8
7	Senators	TS19 0QB	*Other Small Retail Groups	Community Pub	0.8
8	Mitre	TS19 8TF	Stonegate Pub Company	Community Pub	0.8
9	Stockton Cricket Club	TS18 4JF	Independent Free	Clubland	0.9
10	Penny Black	TS18 5PU	Star Pubs & Bars	Community Pub	1.0
11	Hardwick Social Club	TS19 8TD	Independent Free	Clubland	1.1
12	Parkwood Hotel	TS18 5ER	Punch Pub Company	Premium Local	1.2
13	Cafe Sapore	TS18 5EQ	Independent Free	Restaurants	1.2

Per Pub Analysis - Rimswell Stockton

*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+	4,737	13,852	269,951
Number of Competition Pubs	1	9	296
Adults 18+ per Competition Pub	4,737	1,539	912

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	112	2.4%	29
Circuit Bar	0	164	3.5%	86
Community Pub	1	1,232	26.0%	136
Craft Led	0	72	1.5%	44
Great Pub Great Food	0	456	9.6%	54
High Street Pub	0	1,163	24.5%	133
Premium Local	0	647	13.7%	83

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	222	1.6%	20
Circuit Bar	0	247	1.8%	44
Community Pub	6	2,893	20.9%	109
Craft Led	0	90	0.7%	19
Great Pub Great Food	0	1,824	13.2%	74
High Street Pub	0	2,840	20.5%	111
Premium Local	0	2,344	16.9%	103

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	12,767	4.7%	59
Circuit Bar	10	11,692	4.3%	107
Community Pub	44	60,830	22.5%	118
Craft Led	0	6,857	2.5%	73
Great Pub Great Food	8	33,491	12.4%	70
High Street Pub	56	58,892	21.8%	118
Premium Local	35	39,153	14.5%	88

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