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Catchment Summary - Newmarket Hotel Nottingham

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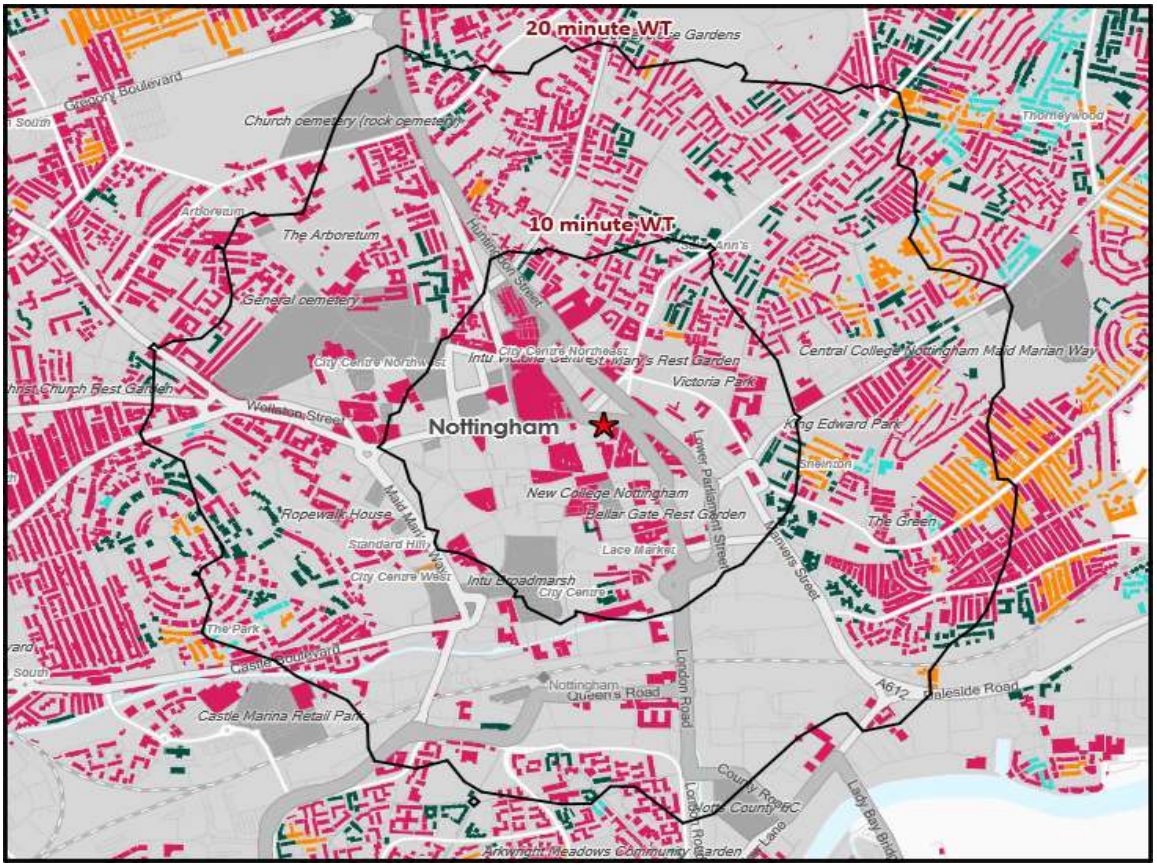
Ship To	Name	Postcode	Operator	Segment	Sparsity
813476	Newmarket Hotel Nottingham	NG 1 3BA	Star Pubs & Bars	GPGF	5



Pub Sites
Catchments

Polaris Segments

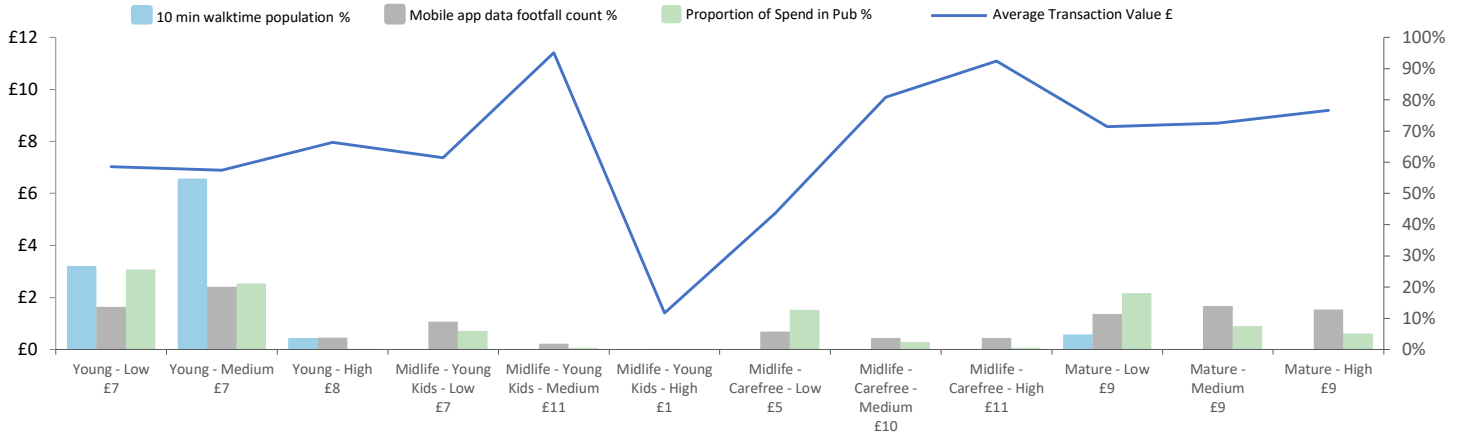
Young

Midlife - Young Kids

Midlife - Carefree

Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

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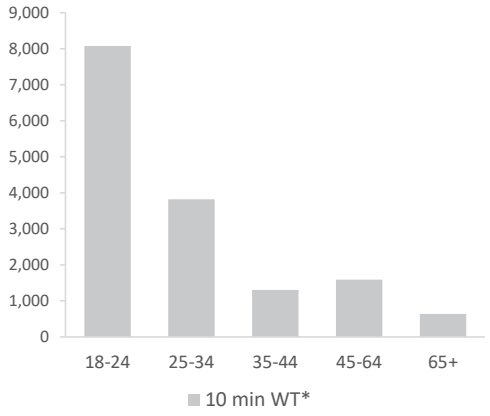
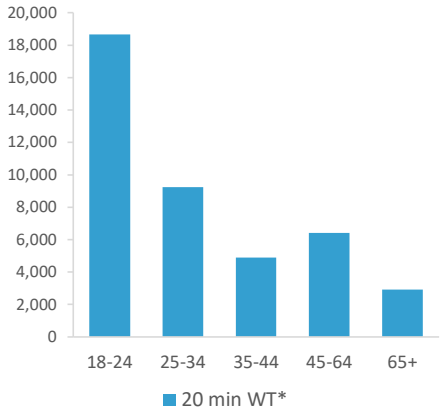
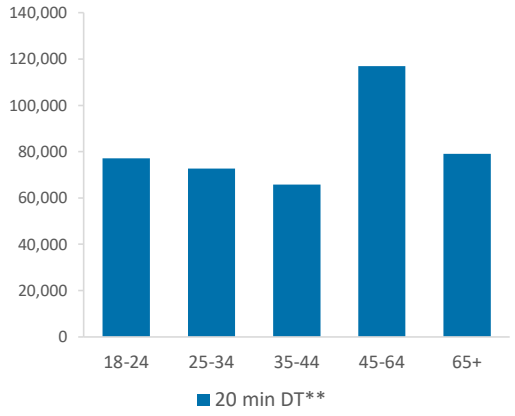
Over GB Average
Around GB Average
Under GB Average

*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		16,369	47,862	515,810	305	259	117
					Population & Adults 18+ index is based on all pubs		
Adults 18+		15,431	42,148	411,751	343	276	118
Competition Pubs		119	152	440	661	422	106
Adults 18+ per Competition Pub		130	277	936	15	32	109
% Adults Likely to Drink		74.5%	73.1%	75.2%	98	96	99
Affluence	Low	31.6%	38.9%	41.4%	95	117	125
	Medium	54.9%	50.3%	38.3%	144	132	100
	High	3.6%	5.7%	18.7%	13	21	69
*Affluence does not include Not Private Households							
Age Profile	18-24	8,082	18,669	77,211	607	479	184
	25-34	3,821	9,244	72,755	175	145	106
	35-44	1,304	4,902	65,813	60	77	96
	45-64	1,586	6,416	116,989	38	52	88
	65+	638	2,917	78,983	20	32	80







		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	8,860 (54%)	24,703 (52%)	253,586 (49%)	110	105	100
	Female	7,509 (46%)	23,159 (48%)	262,224 (51%)	90	95	100
Economic Status (16+)	Employed: Full-time	3,565 (23%)	10,374 (24%)	132,622 (31%)	66	70	91
	Employed: Part-time	649 (4%)	2,814 (7%)	47,765 (11%)	35	55	95
	Self employed	465 (3%)	1,693 (4%)	29,269 (7%)	32	43	75
	Unemployed	354 (2%)	1,293 (3%)	12,753 (3%)	82	109	109
	Full-time student	2,489 (16%)	5,085 (12%)	18,670 (4%)	672	499	185
	Retired	568 (4%)	2,382 (6%)	72,975 (17%)	17	25	79
	Other	7,489 (48%)	19,200 (45%)	109,491 (26%)	276	257	148
Total Worker Count		24,372	40,246	211,909			

See the Glossary page for further information on the above variables

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Transactional Data Summary - Newmarket Hotel Nottingham

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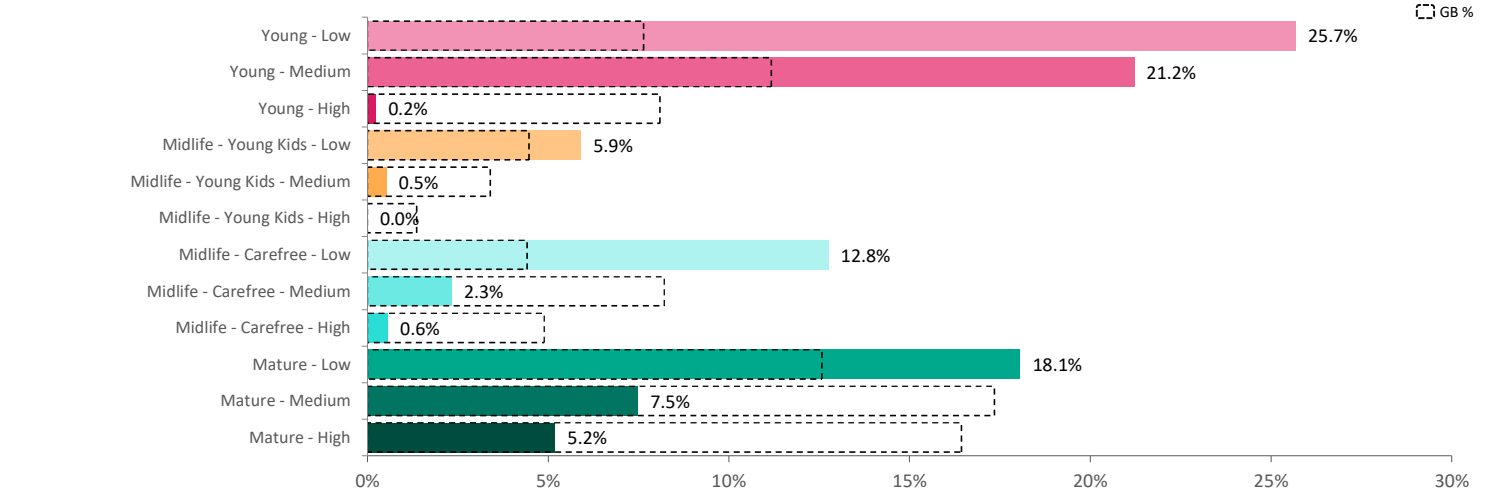
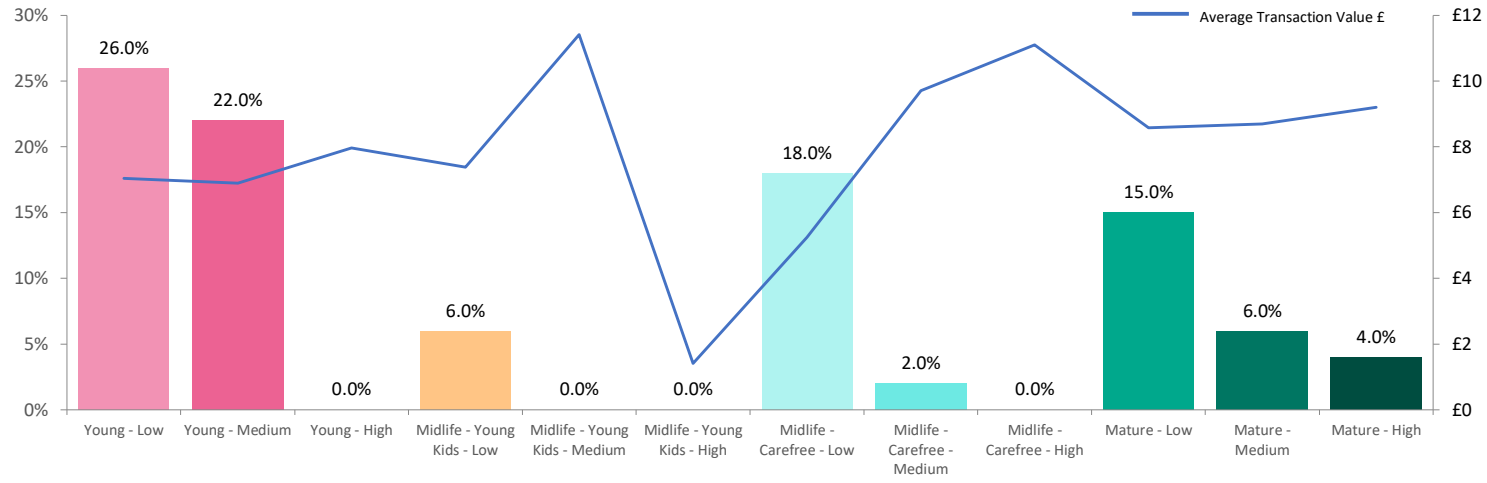
Spend by Polaris Plus



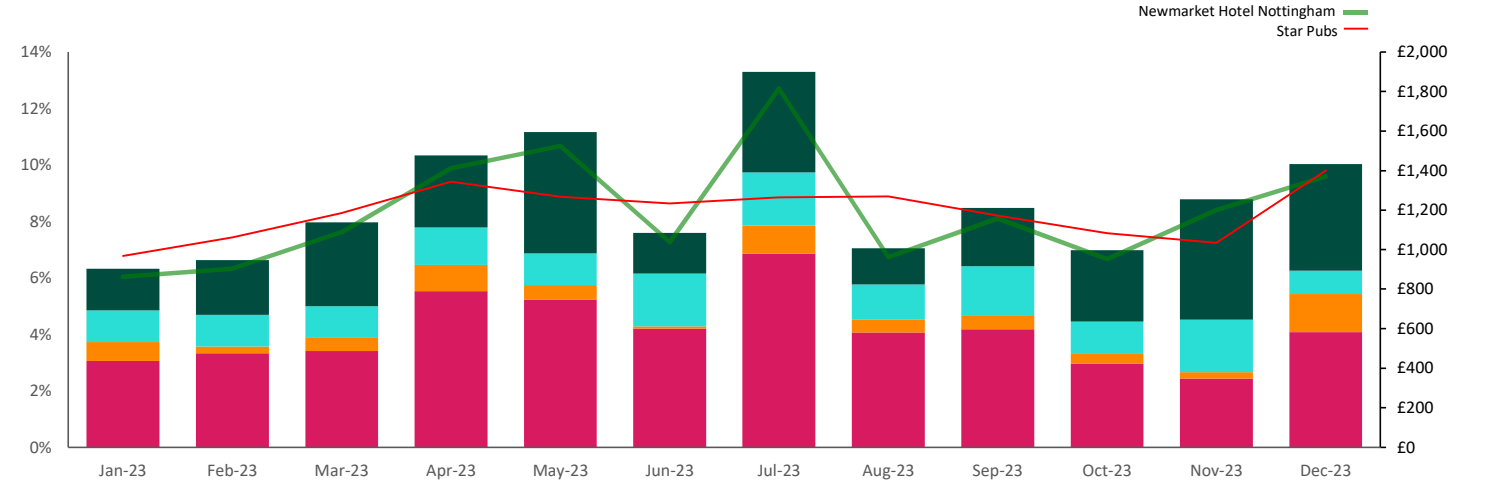
Percentage of total sales split by Polaris Plus segment within the pub

% 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

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Mobile Data Summary - Newmarket Hotel Nottingham

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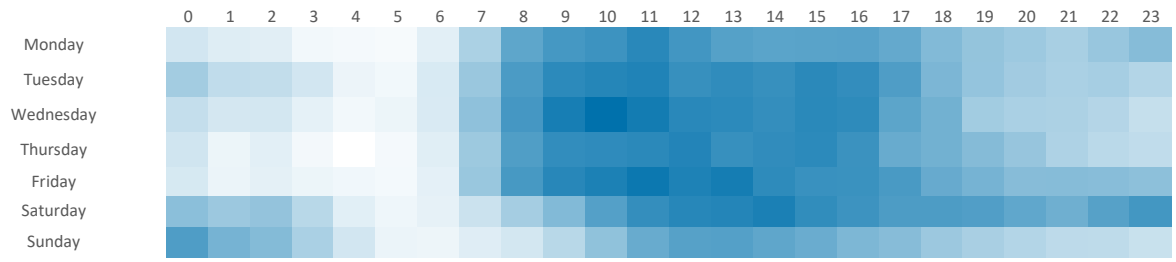
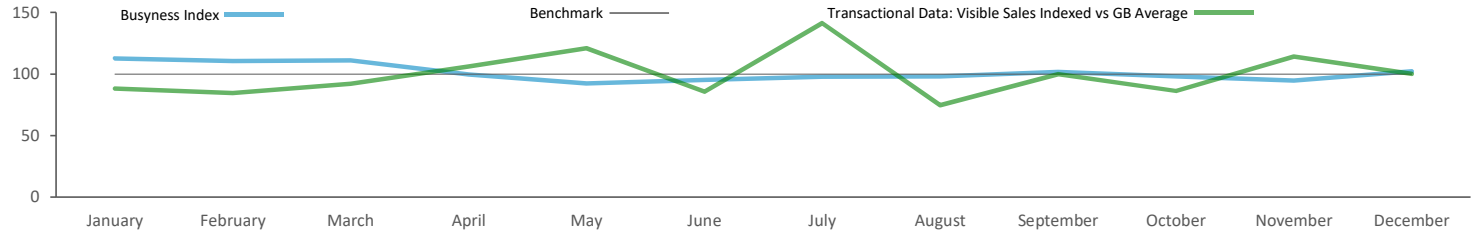
Time of Day/Day of Week



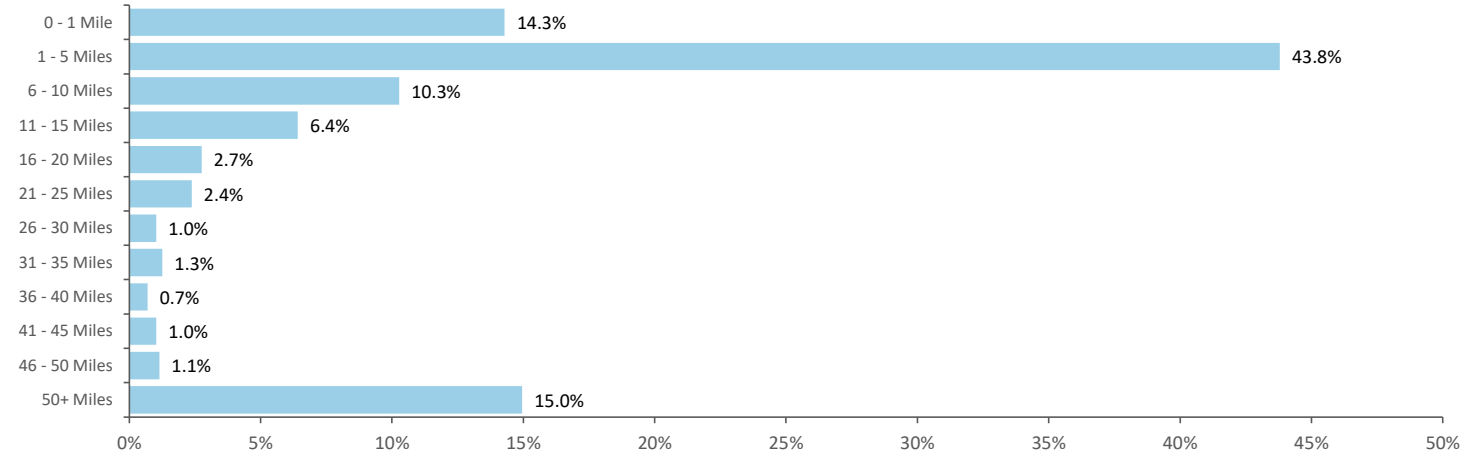
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



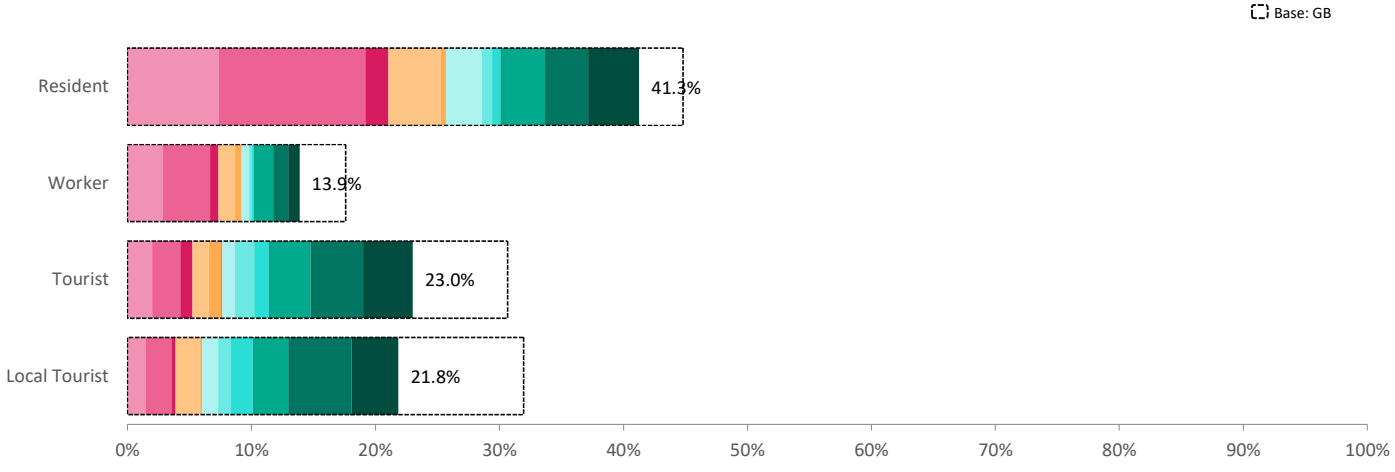
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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



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

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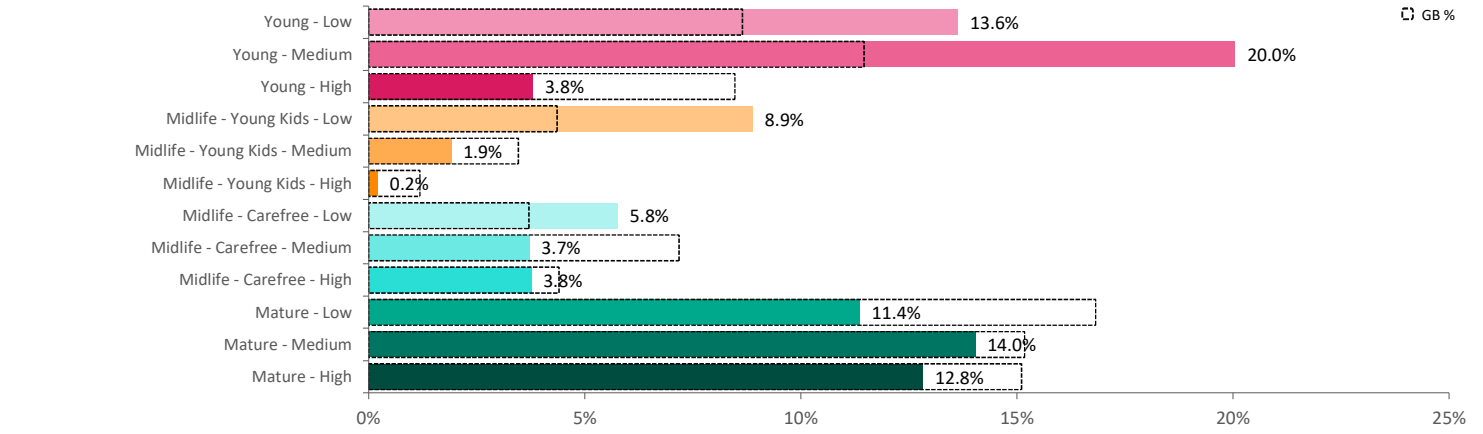
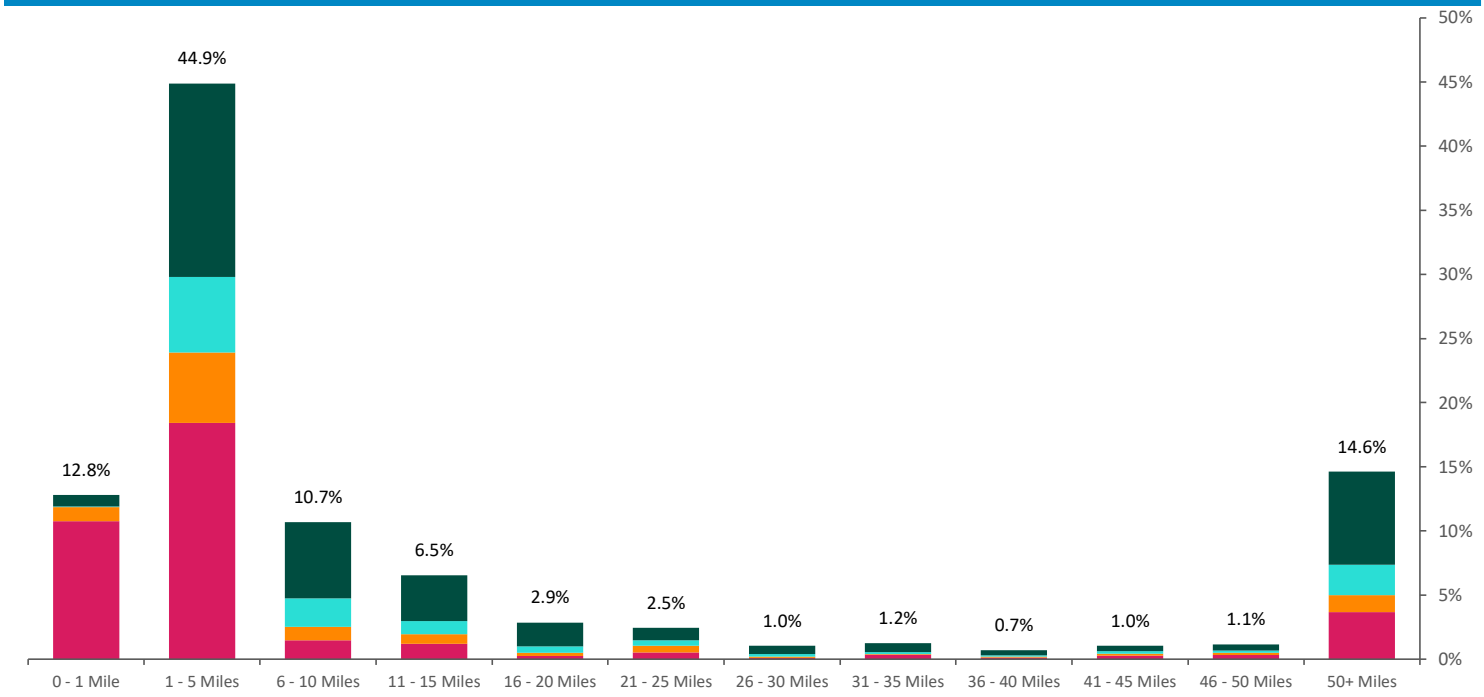
Polaris Plus Profile



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



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

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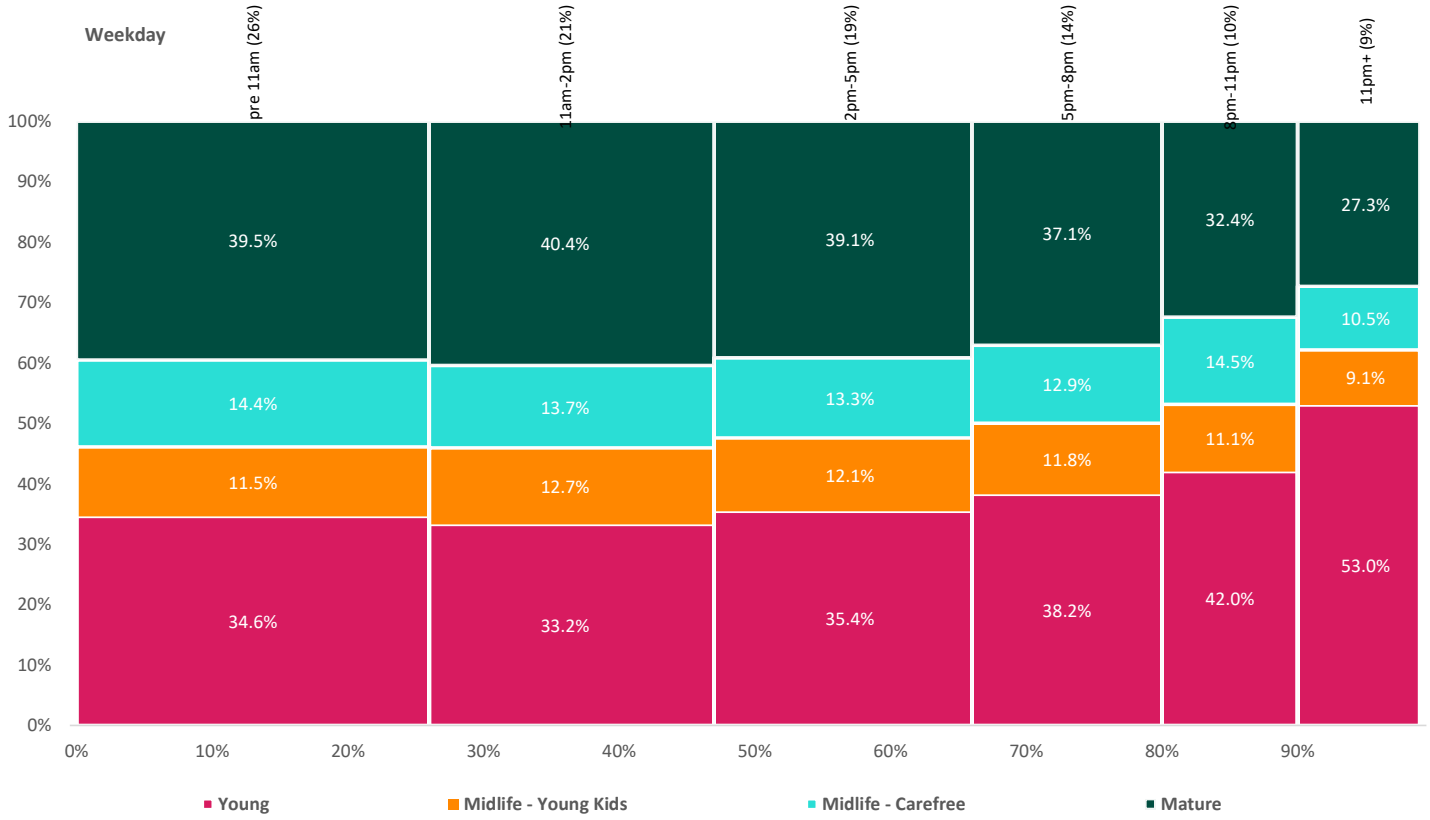
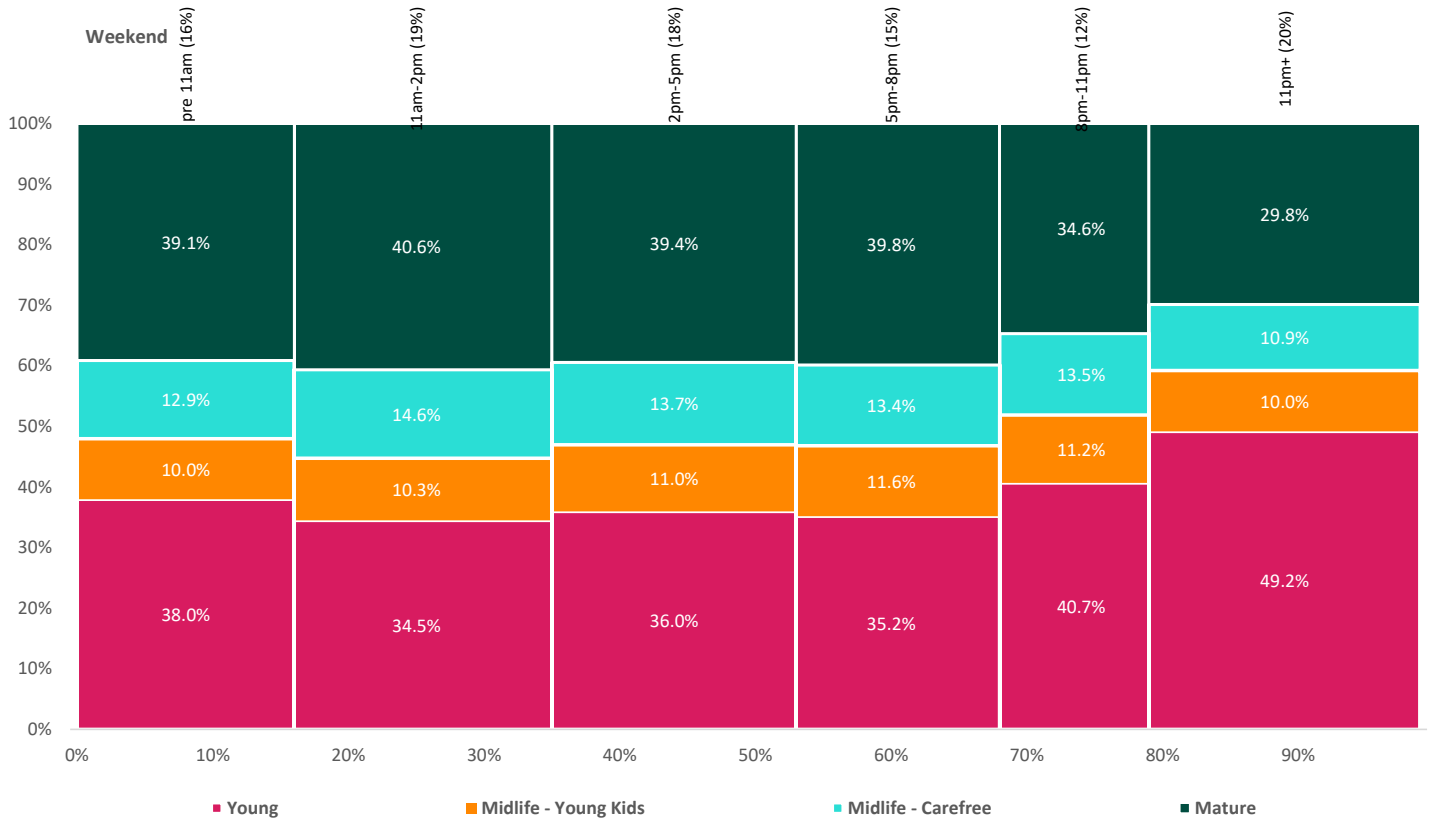
Time of Day by Polaris: Weekday (Monday to Friday)



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



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

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Polaris Summary - Newmarket Hotel Nottingham

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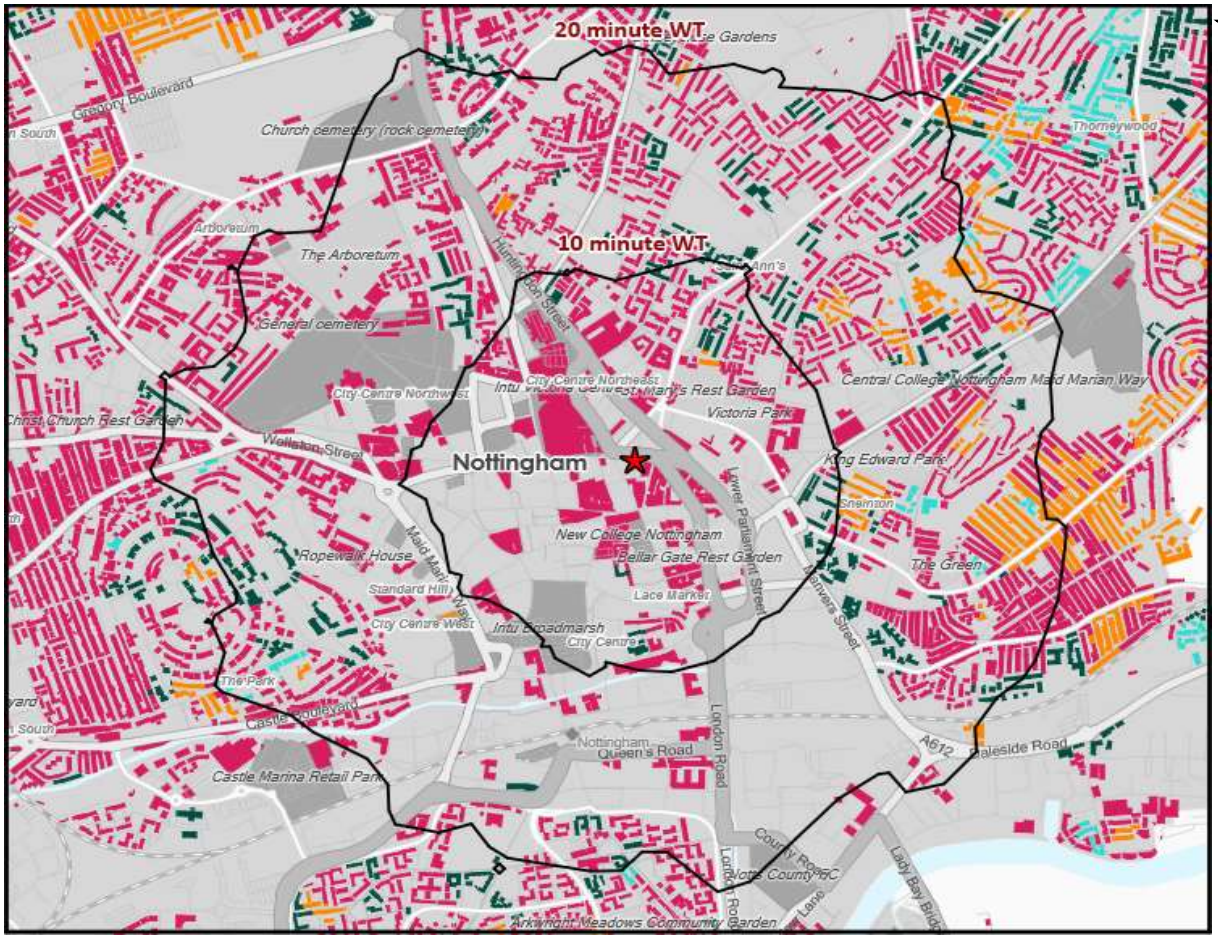

Polaris Profile by Catchment

*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	13,150	35,708	186,314	310	308	164
Midlife - Young Kids	20	1,272	38,239	1	28	85
Midlife - Carefree	0	81	53,553	0	1	82
Mature	740	2,954	127,119	11	16	70
Not Private Households	1,521	2,133	6,526	751	386	121
Total	15,431	42,148	411,751			

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Polaris Plus Summary - Newmarket Hotel Nottingham

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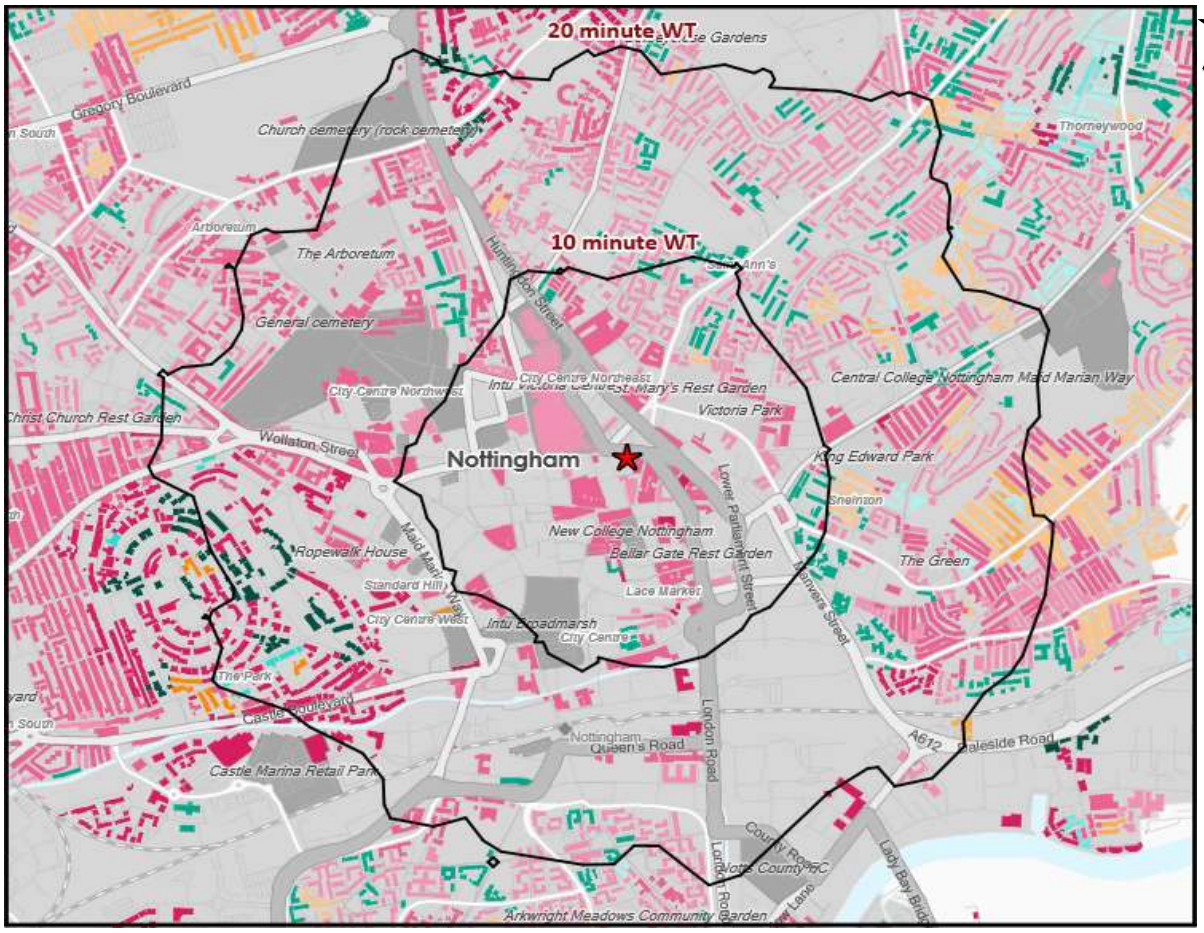

Polaris Plus Segments

- 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

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	4,123	12,733	73,694	272	308	182
Medium	8,464	20,776	92,506	500	449	205
High	563	2,199	20,114	54	77	73
Midlife - Young Kids						
Low	20	822	32,561	2	36	144
Medium	0	439	5,379	0	24	30
High	0	11	299	0	2	6
Midlife - Carefree						
Low	0	72	27,808	0	4	160
Medium	0	0	16,296	0	0	55
High	0	9	9,449	0	0	52
Mature						
Low	740	2,756	36,467	35	48	64
Medium	0	0	43,473	0	0	67
High	0	198	47,179	0	3	76
Not Private Households	1,521	2,133	6,526	751	386	121
Total	15,431	42,148	411,751			

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CGA Summary - Newmarket Hotel Nottingham

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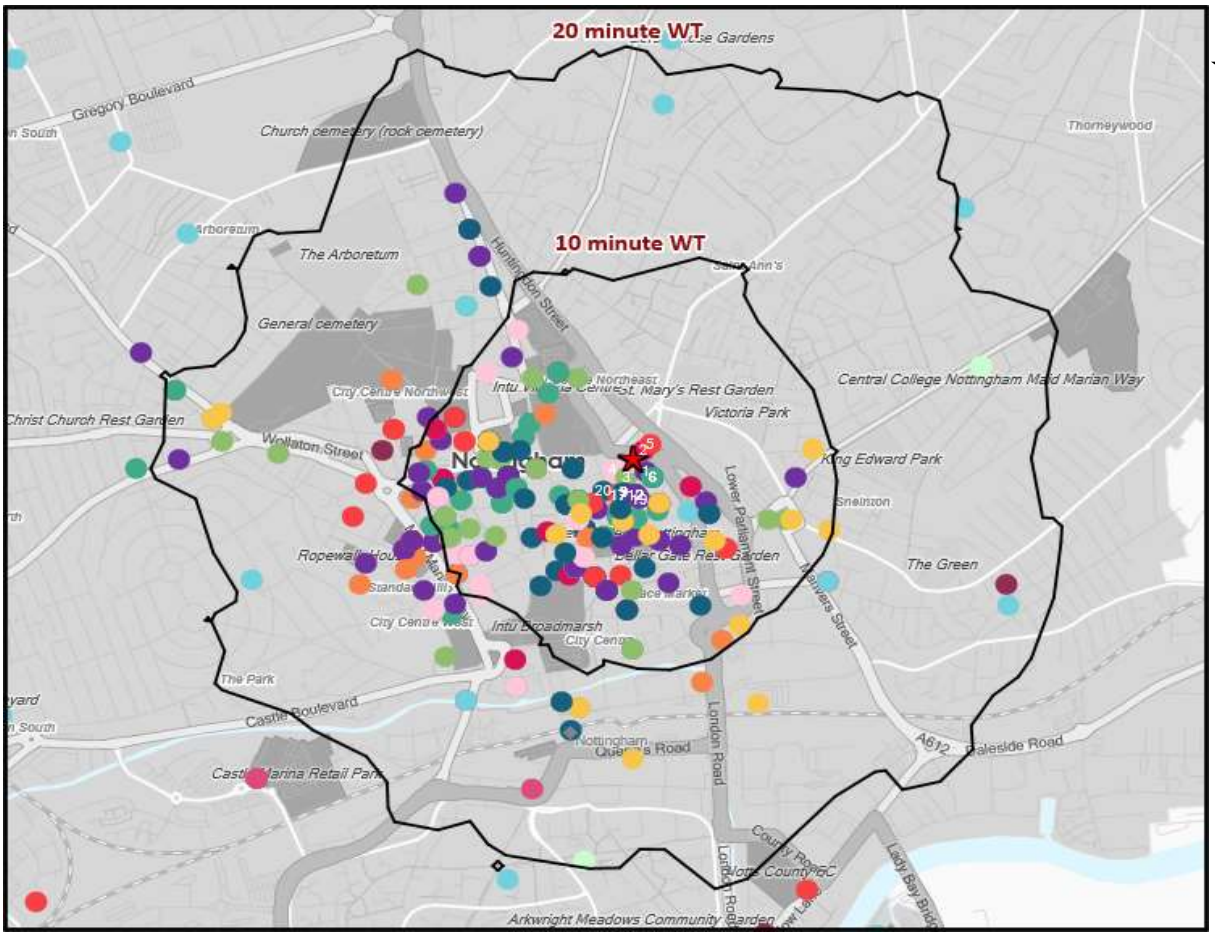

Pub Sites
Catchment

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	Newmarket	NG 1 3BA	Star Pubs & Bars	GPGF	0.0
1	Balti House Restaurant	NG 1 3AG	Independent Free	Restaurants	0.0
2	Pryzm	NG 1 3BB	Rekom UK	Night Club	0.0
3	Lord Roberts	NG 1 3AN	Punch Pub Company	Circuit Bar	0.0
4	No 27	NG 1 3AP	Independent Free	GPGF	0.0
5	Antenna	NG 1 1EQ	Independent Free	Large Venue	0.0
6	Suede Bar	NG 1 3AA	*Other Small Retail Groups	ABOS	0.0
6	Jamcafe	NG 1 3AA	Independent Free	ABOS	0.0
6	Taquero	NG 1 3AA	Independent Free	Casual Dining	0.0
9	Dolce	NG 1 3AJ	Independent Free	Restaurants	0.1
9	Revolution	NG 1 3AJ	Revolution Bars Group	ABOS	0.1
9	Goat	NG 1 3AJ	Independent Free	ABOS	0.1
12	Kayal	NG 1 3AL	Independent Free	Restaurants	0.1
12	Brewdog	NG 1 3AL	BrewDog plc	ABOS	0.1
12	Botti Di Mamma	NG 1 3AL	Independent Free	Restaurants	0.1
12	Broadway Cafe Bar	NG 1 3AL	Independent Free	Casual Dining	0.1
12	Bohns	NG 1 3AL	Independent Free	Restaurants	0.1
17	Curious Tavern	NG 1 3BE	Curious Venues Ltd	ABOS	0.1
17	Nottingham Arts Theatre	NG 1 3BE	Independent Free	Large Venue	0.1
19	Sexy Mamma Love Spaghetti	NG 1 3AF	Independent Free	Restaurants	0.1
20	Peggy's Skylight	NG 1 3BH	Independent Free	ABOS	0.1

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Per Pub Analysis - Newmarket Hotel Nottingham

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	15,431	42,148	411,751
Number of Competition Pubs	119	152	440
Adults 18+ per Competition Pub	130	277	936

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	51	2,012	13.0%	162
Circuit Bar	23	1,525	9.9%	244
Community Pub	0	2,309	15.0%	78
Craft Led	0	1,529	9.9%	287
Great Pub Great Food	23	1,566	10.2%	57
High Street Pub	20	3,003	19.5%	106
Premium Local	1	1,965	12.7%	77

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	55	5,650	13.4%	166
Circuit Bar	31	4,198	10.0%	246
Community Pub	2	7,393	17.5%	92
Craft Led	0	4,044	9.6%	278
Great Pub Great Food	26	4,407	10.5%	59
High Street Pub	27	9,014	21.4%	116
Premium Local	3	5,236	12.4%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	60	35,866	8.7%	108
Circuit Bar	43	23,048	5.6%	138
Community Pub	54	79,477	19.3%	101
Craft Led	0	20,776	5.0%	146
Great Pub Great Food	29	59,761	14.5%	82
High Street Pub	66	81,951	19.9%	108
Premium Local	34	60,242	14.6%	89

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Glossary

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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

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