Catchment Summary - Five Alls Stockton

Ship To	Name	Postcode	Operator	Segment	Sparsity
822019	Five Alls Stockton	TS19 8UQ	Star Pubs & Bars	Community Pub	12

Pub Sites
Catchments

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

Polaris Plus Profile
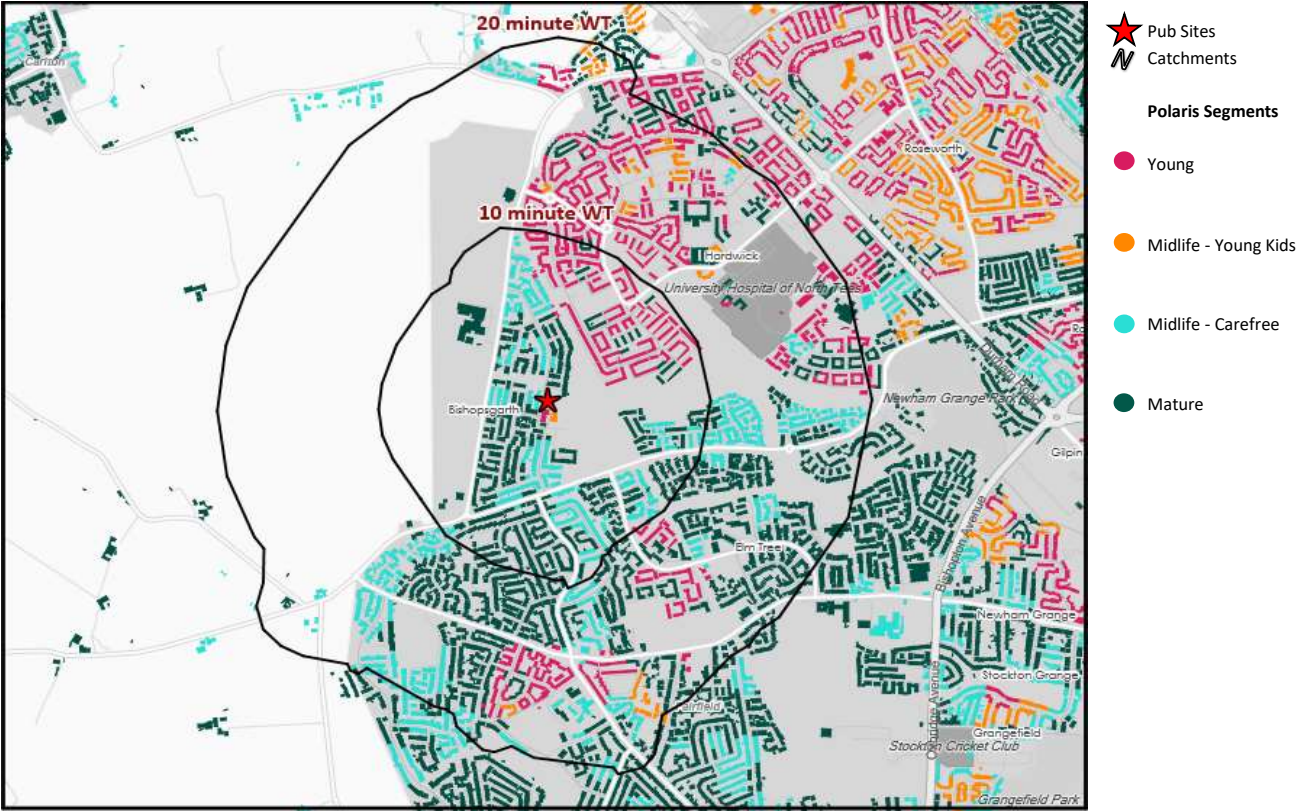
Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £
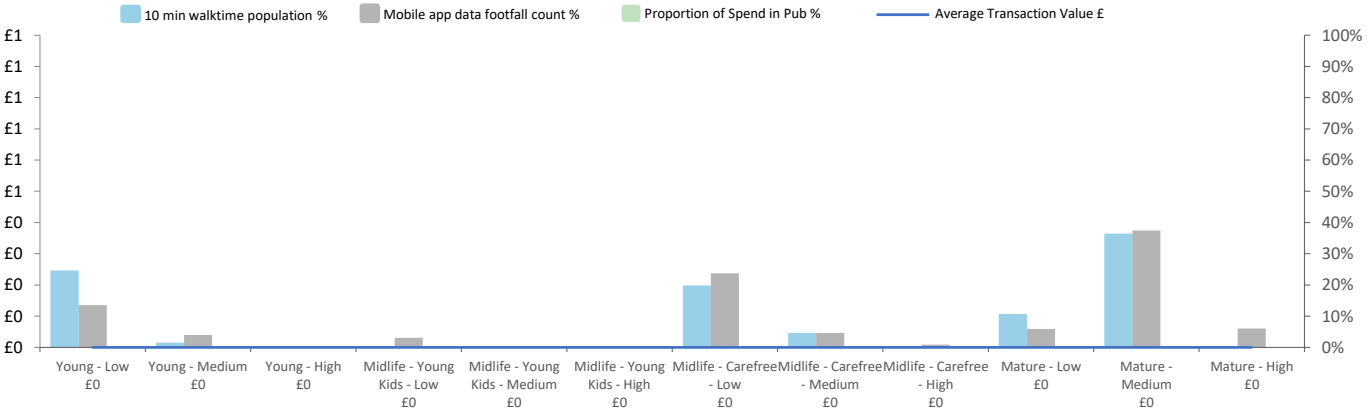
See the Glossary page for further information on the above variables

Catchment Summary - Five Alls 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		4,994	16,524	321,423	93	89	73

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+		3,907	12,849	252,759	87	84	72
Competition Pubs		2	7	291	11	19	70
Adults 18+ per Competition Pub		1,954	1,836	869	227	214	101
% Adults Likely to Drink		77.0%	76.3%	76.5%	101	100	100
Affluence	Low	55.6%	52.5%	46.1%	167	158	139
	Medium	42.5%	40.7%	38.0%	111	107	100
	High	0.4%	4.8%	13.9%	1	18	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	304	975	24,250	75	72	93
	25-34	551	1,962	41,293	83	89	96
	35-44	642	2,047	41,758	97	94	98
	45-64	1,365	4,182	81,837	106	99	99
	65+	1,045	3,683	63,621	109	116	103
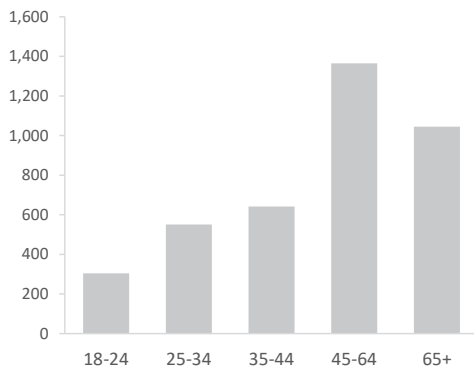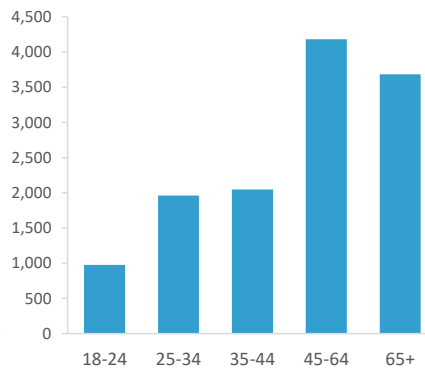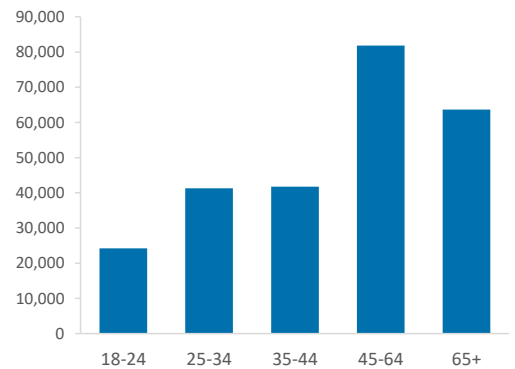
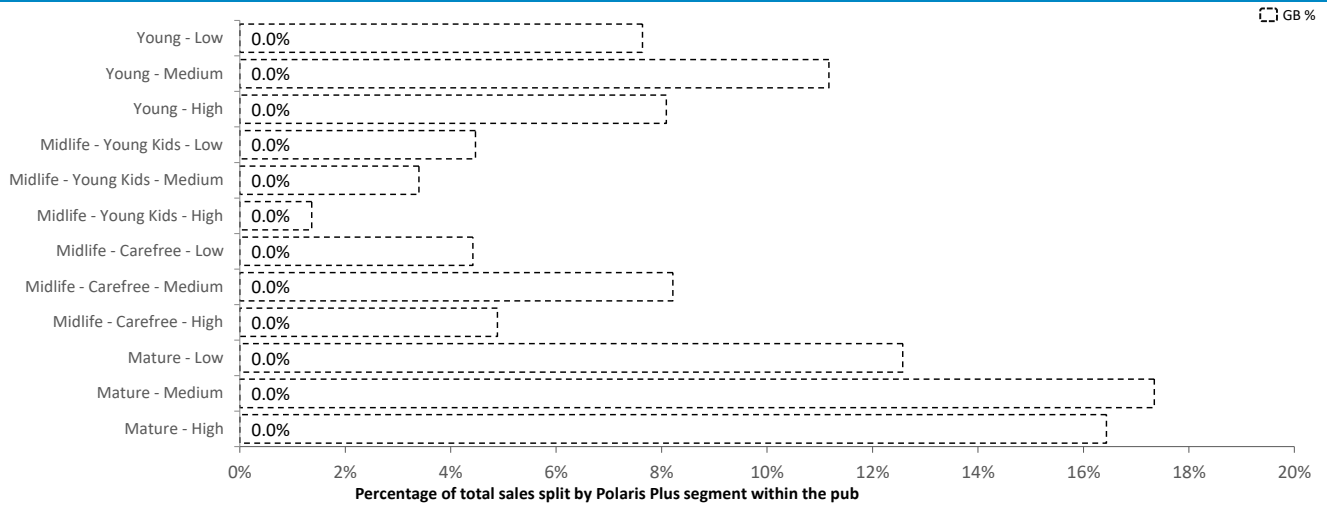|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,418 (48%)	7,840 (47%)	158,417 (49%)	99	97	101
	Female	2,576 (52%)	8,684 (53%)	163,006 (51%)	101	103	99
Economic Status (16+)	Employed: Full-time	1,359 (34%)	4,360 (33%)	86,315 (33%)	98	96	96
	Employed: Part-time	578 (14%)	1,807 (14%)	32,268 (12%)	121	115	104
	Self employed	233 (6%)	714 (5%)	17,461 (7%)	63	58	72
	Unemployed	136 (3%)	450 (3%)	8,355 (3%)	122	123	116
	Full-time student	56 (1%)	206 (2%)	6,423 (2%)	58	65	104
	Retired	975 (24%)	3,355 (25%)	60,889 (23%)	110	116	107
	Other	698 (17%)	2,349 (18%)	49,227 (19%)	99	102	108
Total Worker Count		497	8,083	159,650			

See the Glossary page for further information on the above variables
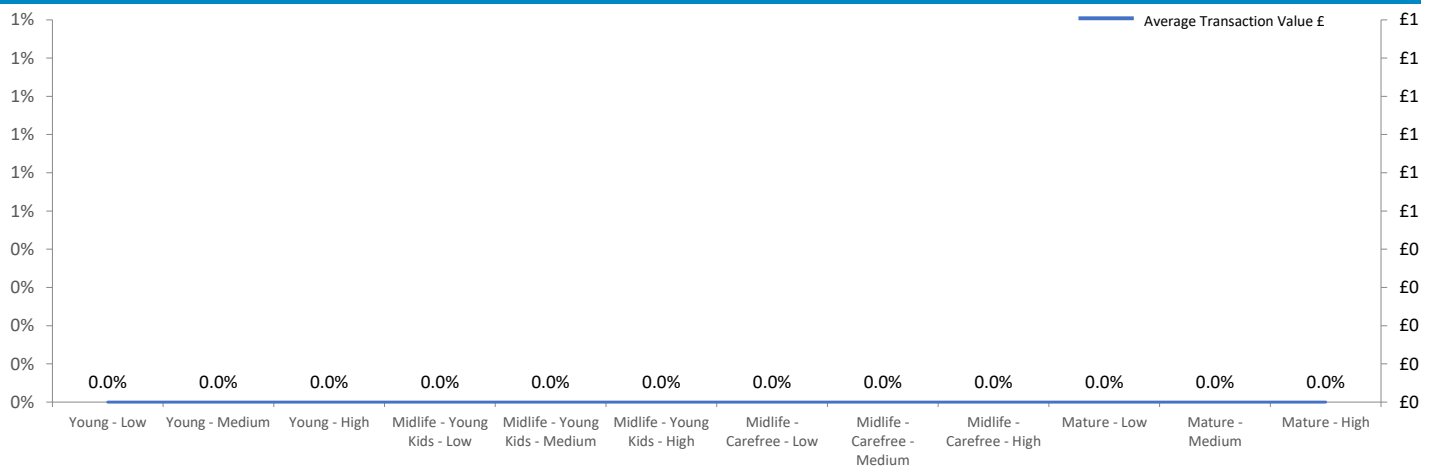
Transactional Data Summary - Five Alls Stockton

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

Five Alls Stockton
Star Pubs
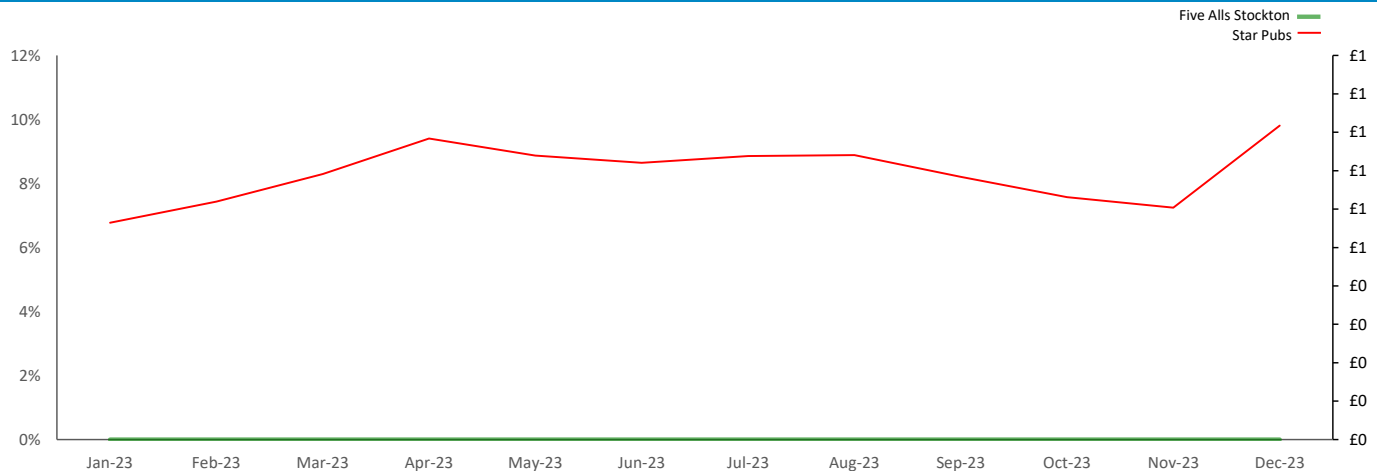
Seasonality of the spend split by month

Mobile Data Summary - Five Alls Stockton

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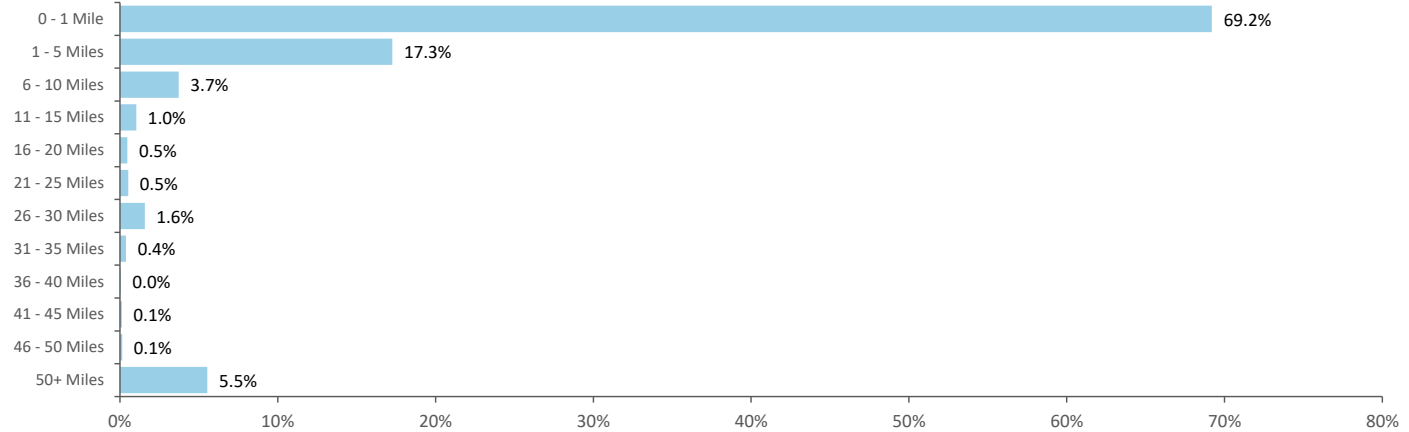
Time of Day/Day of Week
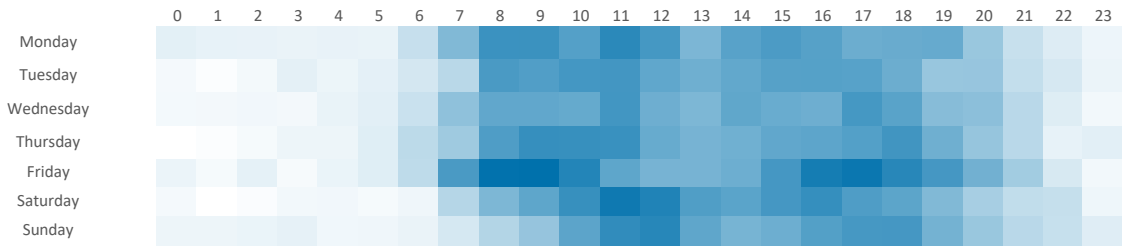
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Legend: Busyness Index, Benchmark, Transactional Data: Visible Sales Indexed vs GB Average
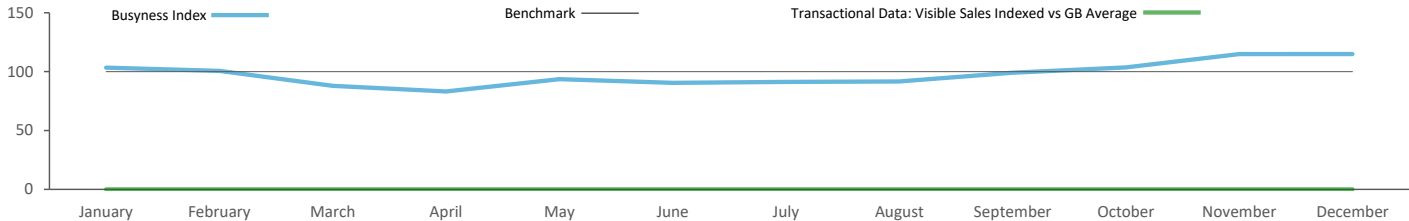
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	69.2%
1 - 5 Miles	17.3%
6 - 10 Miles	3.7%
11 - 15 Miles	1.0%
16 - 20 Miles	0.5%
21 - 25 Miles	0.5%
26 - 30 Miles	1.6%
31 - 35 Miles	0.4%
36 - 40 Miles	0.0%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	5.5%

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

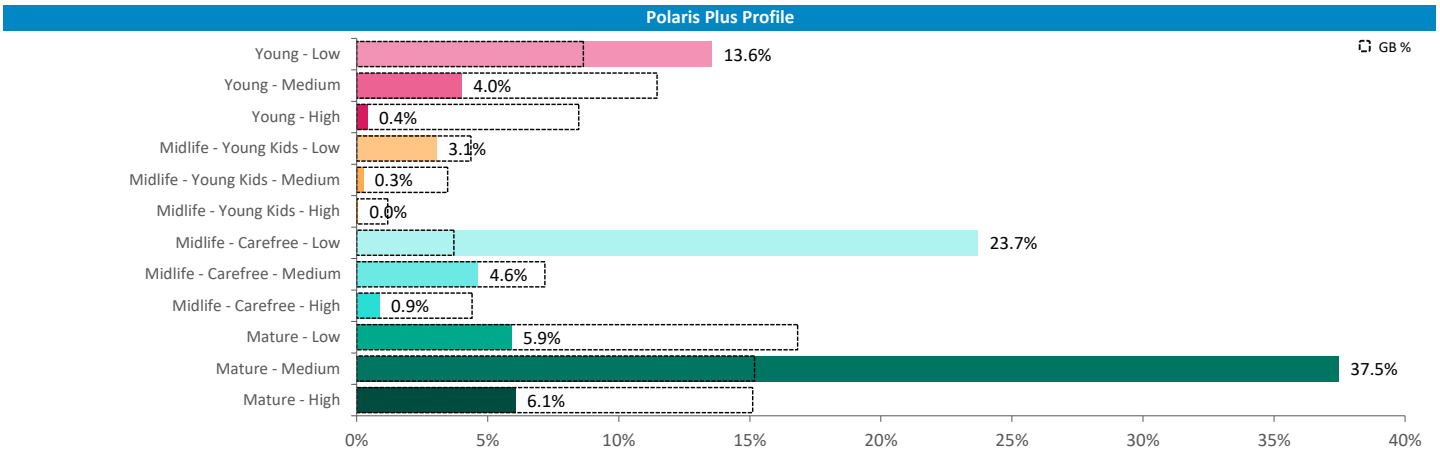## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	73.1%
Worker	12.9%
Tourist	7.7%
Local Tourist	6.4%
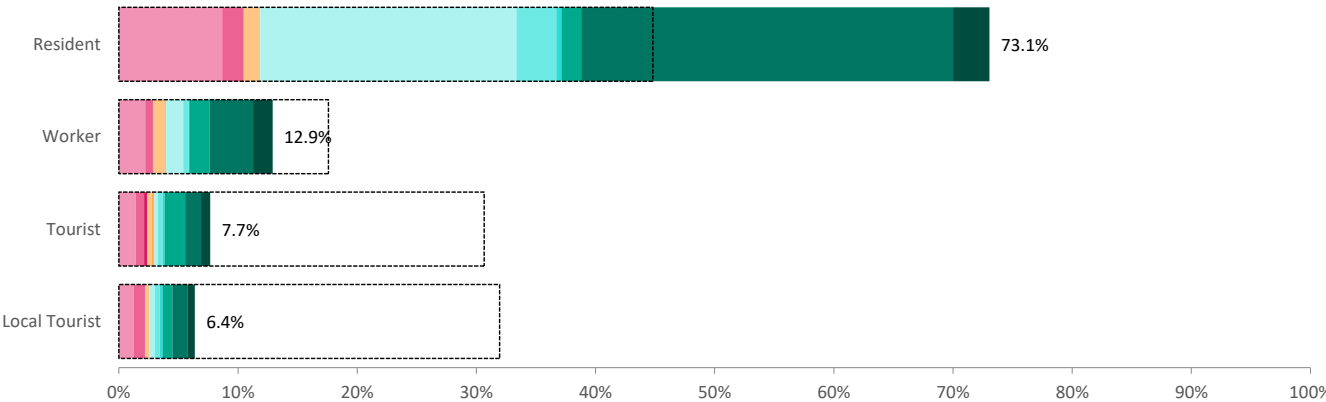
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Five Alls Stockton
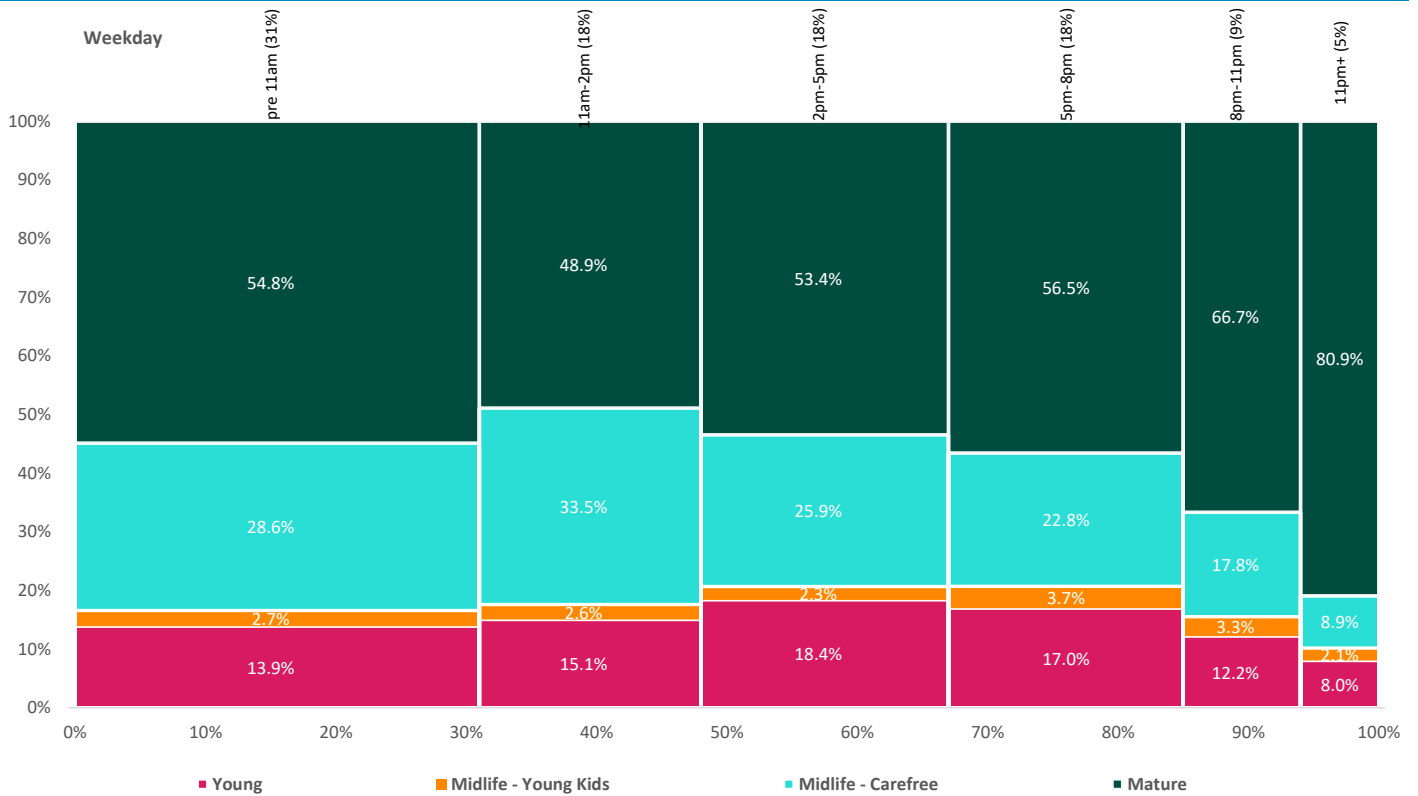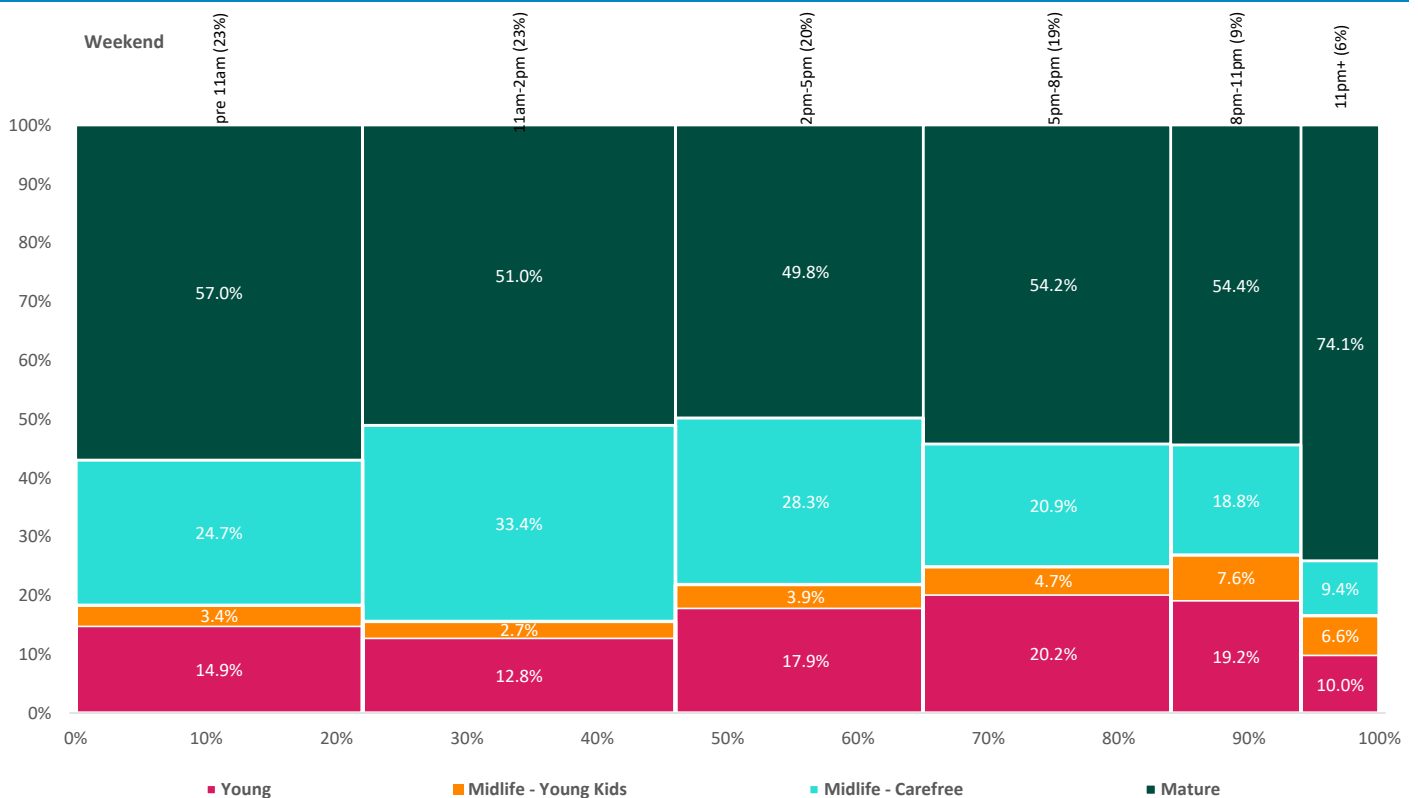
star
PUBS & BARS

Polaris Plus Profile

GB %

Category	Value
Young - Low	13.6%
Young - Medium	4.0%
Young - High	0.4%
Midlife - Young Kids - Low	3.1%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	23.7%
Midlife - Carefree - Medium	4.6%
Midlife - Carefree - High	0.9%
Mature - Low	5.9%
Mature - Medium	37.5%
Mature - High	6.1%

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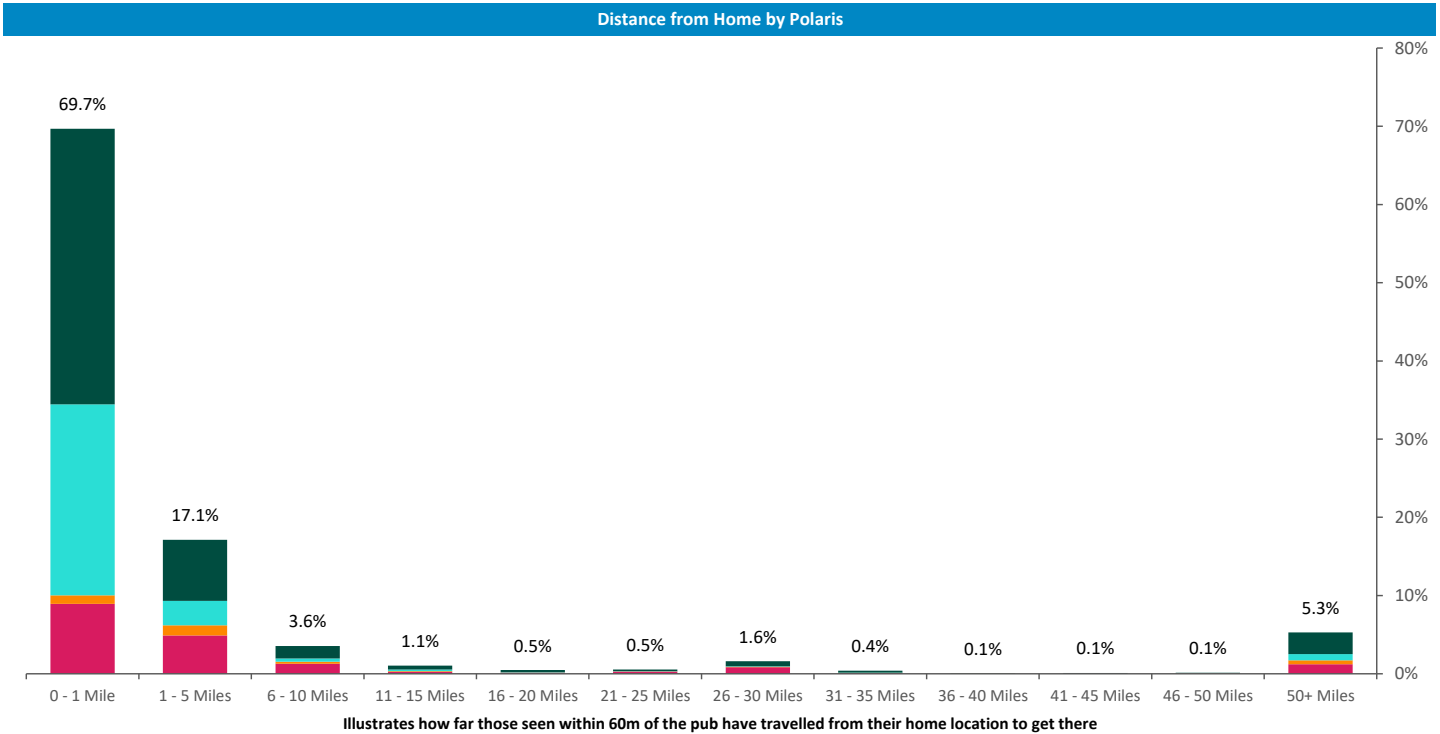
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	69.7%
1 - 5 Miles	17.1%
6 - 10 Miles	3.6%
11 - 15 Miles	1.1%
16 - 20 Miles	0.5%
21 - 25 Miles	0.5%
26 - 30 Miles	1.6%
31 - 35 Miles	0.4%
36 - 40 Miles	0.1%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	5.3%

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

Mobile Data Summary - Five Alls Stockton

star PUBS&BARS

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

Weekday

pre 11am (31%) | 11am-2pm (18%) | 2pm-5pm (18%) | 5pm-8pm (18%) | 8pm-11pm (9%) | 11pm+ (5%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	54.8%	48.9%	53.4%	56.5%	66.7%	80.9%
Midlife - Carefree	28.6%	33.5%	25.9%	22.8%	17.8%	8.9%
Midlife - Young Kids	2.7%	2.6%	2.3%	3.7%	3.3%	2.1%
Young	13.9%	15.1%	18.4%	17.0%	12.2%	8.0%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

pre 11am (23%) | 11am-2pm (23%) | 2pm-5pm (20%) | 5pm-8pm (19%) | 8pm-11pm (9%) | 11pm+ (6%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	57.0%	51.0%	49.8%	54.2%	54.4%	74.1%
Midlife - Carefree	24.7%	33.4%	28.3%	20.9%	18.8%	9.4%
Midlife - Young Kids	3.4%	2.7%	3.9%	4.7%	7.6%	6.6%
Young	14.9%	12.8%	17.9%	20.2%	19.2%	10.0%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Polaris Summary - Five Alls Stockton

Pub Sites
Catchment

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
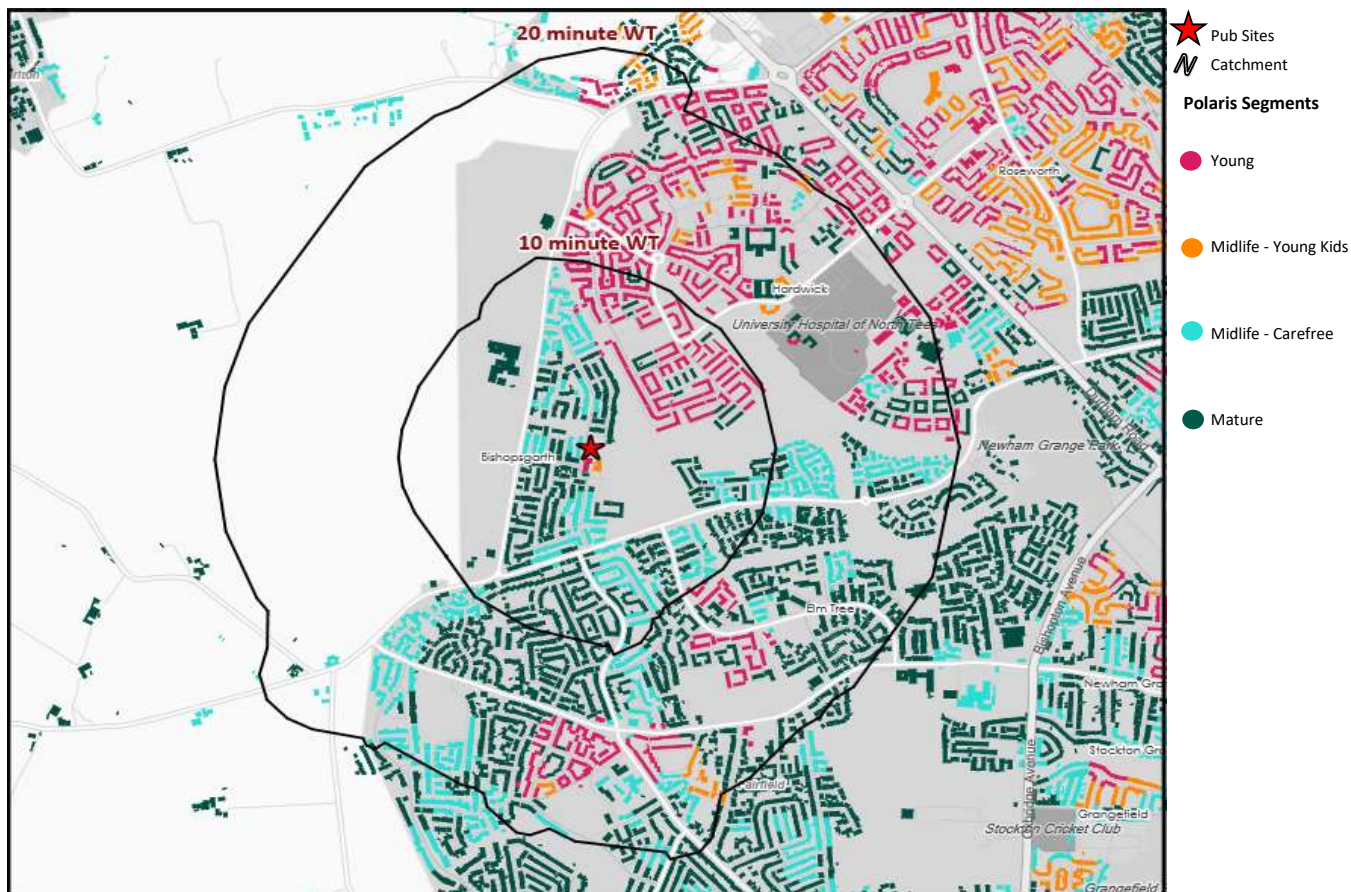
Polaris Profile by Catchment

*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	1,022	3,813	71,551	95	108	103
Midlife - Young Kids	15	456	20,404	4	32	74
Midlife - Carefree	954	2,441	45,196	154	120	113
Mature	1,856	5,887	110,635	107	103	99
Not Private Households	60	252	4,973	117	149	150
Total	3,907	12,849	252,759			

Polaris Plus Summary - Five Alls 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
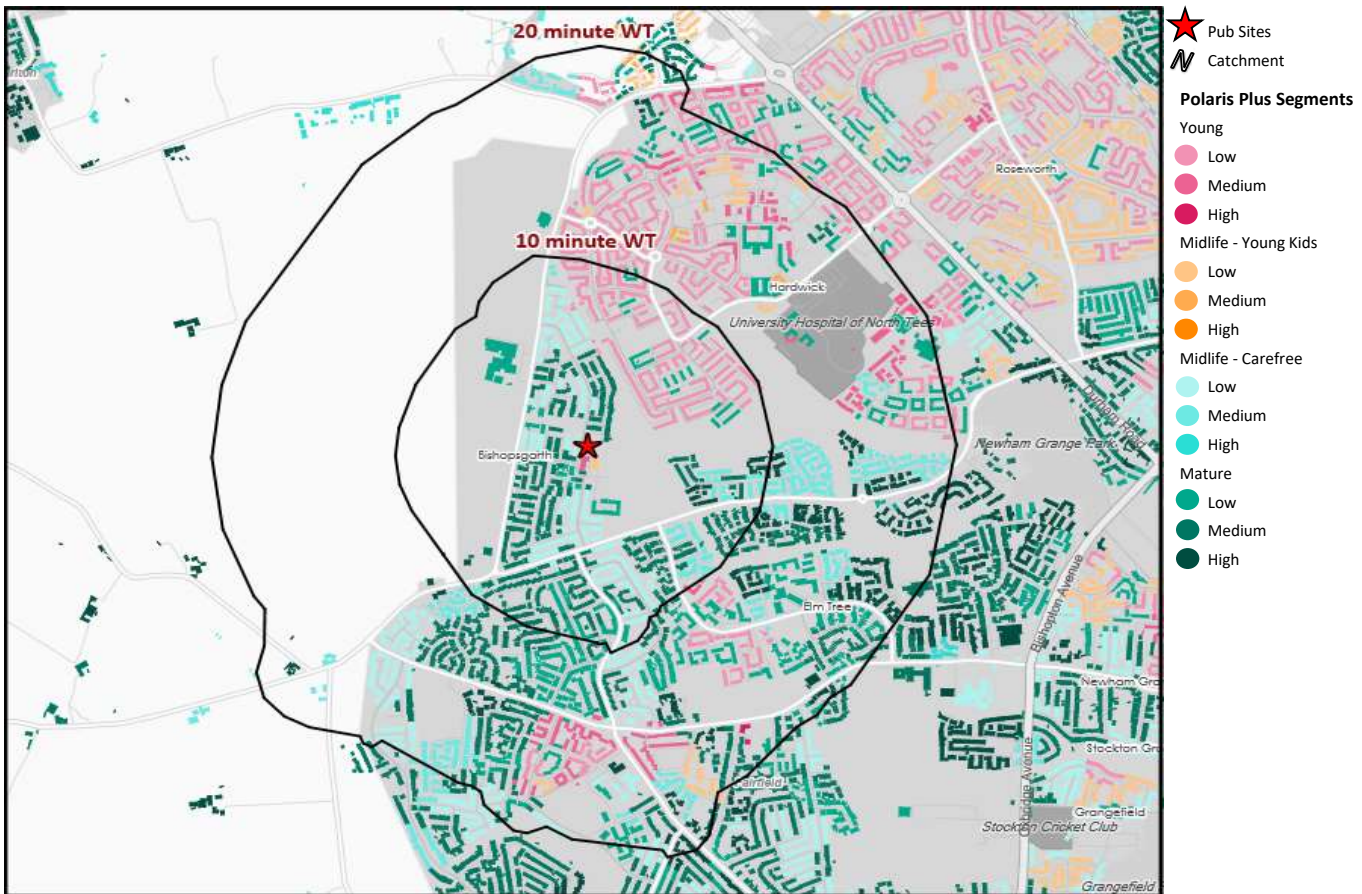
Polaris Plus Profile by Catchment

*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	964	2,829	42,236	251	224	170
Medium	58	965	27,654	14	68	100
High	0	19	1,661	0	2	10
Midlife - Young Kids						
Low	15	381	19,356	7	54	140
Medium	0	75	1,048	0	13	10
High	0	0	0	0	0	0
Midlife - Carefree						
Low	774	1,462	23,784	470	270	223
Medium	180	979	15,592	64	106	86
High	0	0	5,820	0	0	52
Mature						
Low	418	2,080	31,115	78	118	90
Medium	1,423	3,206	51,797	233	159	131
High	15	601	27,723	3	31	73
Not Private Households	60	252	4,973	117	149	150
Total	3,907	12,849	252,759			

CGA Summary - Five Alls Stockton

20 minute WT

10 minute WT

	Legend
★	Pub Sites
Ν	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
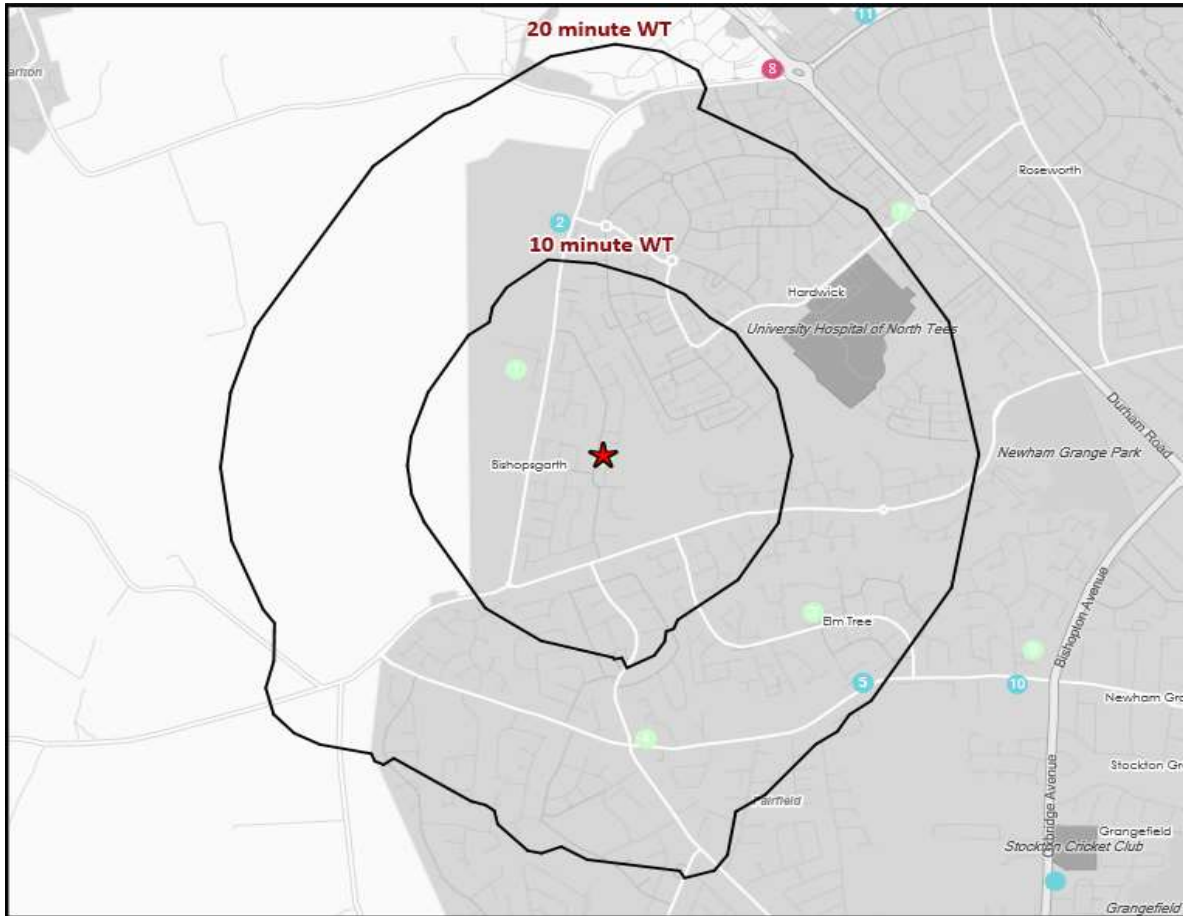
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Five Alls	TS19 8UQ	Star Pubs & Bars	Community Pub	0.0
1	Mitre	TS19 8TF	Stonegate Pub Company	Community Pub	0.3
2	Hardwick Social Club	TS19 8TD	Independent Free	Clubland	0.5
3	Elm Tree	TS19 0UW	Ei Group	Community Pub	0.5
4	Rimswell	TS19 7HE	Star Pubs & Bars	Community Pub	0.6
5	Elm Tree Social Club	TS19 0QJ	Independent Free	Clubland	0.7
5	Fairfield Sports & Social Club	TS19 0QJ	Independent Free	Clubland	0.7
7	Sheraton	TS19 8DN	Trust Inns Limited	Community Pub	0.8
8	Horse & Jockey	TS19 8HH	Mitchells & Butlers	Family Pub Dining	0.9
9	Senators	TS19 0QB	*Other Small Retail Groups	Community Pub	1.0
10	Stockton Town Football Club	TS19 0QD	Independent Free	Clubland	1.0
11	Roseworth Community Social Club	TS19 9NA	Independent Free	Clubland	1.1
12	Fairfield	TS19 7AJ	Stonegate Pub Company	Community Pub	1.1

Per Pub Analysis - Five Alls 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+	3,907	12,849	252,759
Number of Competition Pubs	2	7	291
Adults 18+ per Competition Pub	1,954	1,836	869

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	107	2.7%	34
Circuit Bar	0	158	4.0%	100
Community Pub	2	906	23.2%	121
Craft Led	0	57	1.4%	42
Great Pub Great Food	0	292	7.5%	42
High Street Pub	0	906	23.2%	126
Premium Local	0	467	12.0%	73

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	505	3.9%	49
Circuit Bar	0	625	4.9%	120
Community Pub	4	3,083	24.0%	125
Craft Led	0	289	2.2%	65
Great Pub Great Food	0	1,097	8.5%	48
High Street Pub	0	3,005	23.4%	127
Premium Local	0	1,552	12.1%	73

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	11,966	4.7%	59
Circuit Bar	10	10,820	4.3%	106
Community Pub	42	56,340	22.3%	117
Craft Led	0	6,463	2.6%	74
Great Pub Great Food	8	31,456	12.4%	70
High Street Pub	55	54,656	21.6%	117
Premium Local	35	36,709	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