

Catchment Summary - Mill House Washington

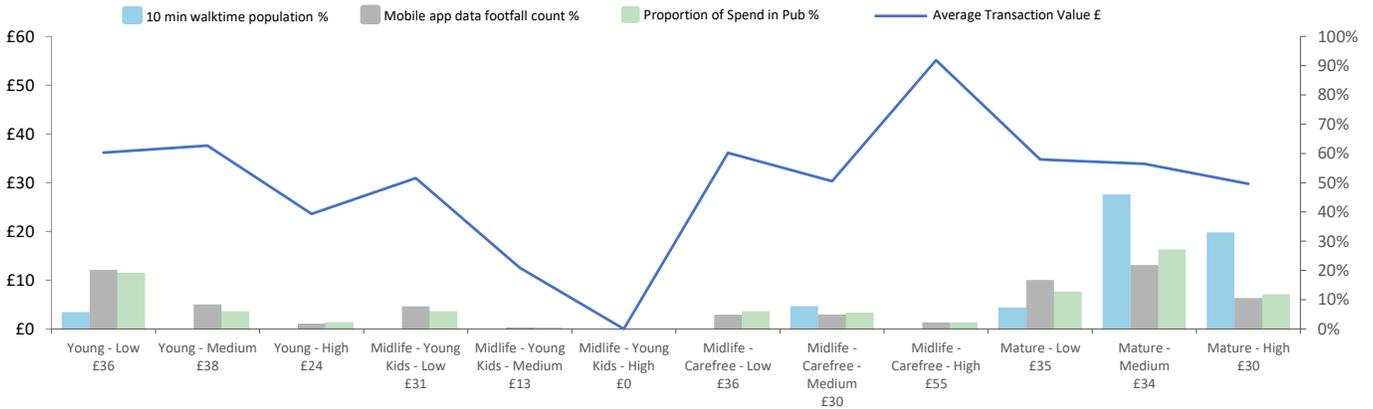
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
613703	Mill House Washington	DH 3 1RE	Star Pubs & Bars	Family Pub Dining	4



- 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 - Mill House Washington



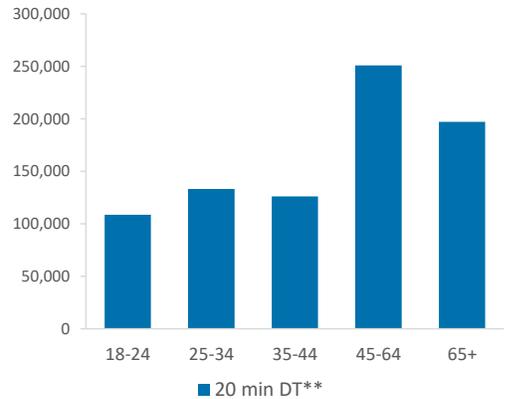
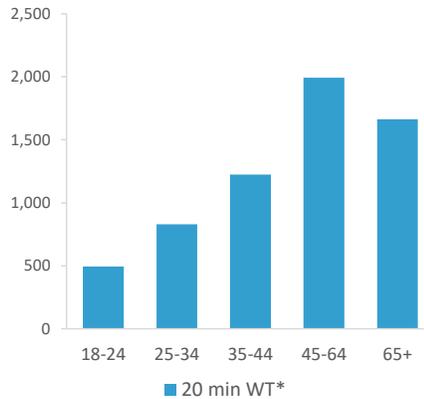
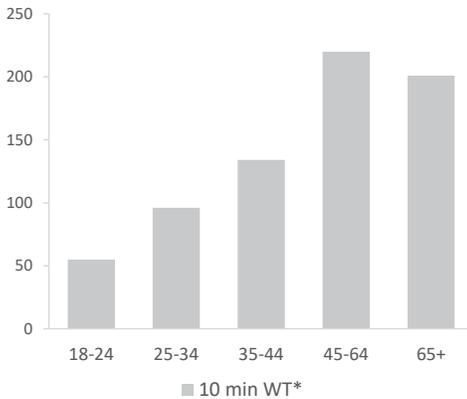
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	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	879	7,940	1,008,790	16	43	230
Adults 18+	706	6,202	816,006	16	41	234
Competition Pubs	0	6	1,081	0	17	260
Adults 18+ per Competition Pub	0	1,034	755	0	120	88
% Adults Likely to Drink	80.8%	77.5%	76.0%	106	102	100
Affluence						
Low	13.2%	47.7%	50.3%	40	143	151
Medium	53.8%	35.8%	37.0%	141	94	97
High	33.0%	16.5%	11.2%	121	60	41
<small>*Affluence does not include Not Private Households</small>						
Age Profile						
18-24	55	494	108,718	77	76	132
25-34	96	829	133,178	82	78	99
35-44	134	1,224	126,054	115	116	94
45-64	220	1,992	250,852	97	98	97
65+	201	1,663	197,204	119	109	102

Population & Adults 18+ index is based on all pubs



	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	443 (50%)	3,810 (48%)	494,777 (49%)	103	98	100
Female	436 (50%)	4,130 (52%)	514,013 (51%)	97	102	100
Economic Status (16+)						
Employed: Full-time	264 (36%)	2,613 (41%)	263,475 (31%)	105	118	91
Employed: Part-time	86 (12%)	771 (12%)	98,221 (12%)	100	101	99
Self employed	65 (9%)	416 (6%)	47,817 (6%)	97	70	62
Unemployed	11 (2%)	176 (3%)	27,194 (3%)	55	99	117
Full-time student	15 (2%)	113 (2%)	26,380 (3%)	87	74	132
Retired	200 (28%)	1,365 (21%)	185,490 (22%)	126	97	101
Other	86 (12%)	972 (15%)	190,075 (23%)	68	87	130
Total Worker Count	977	3,647	522,800			

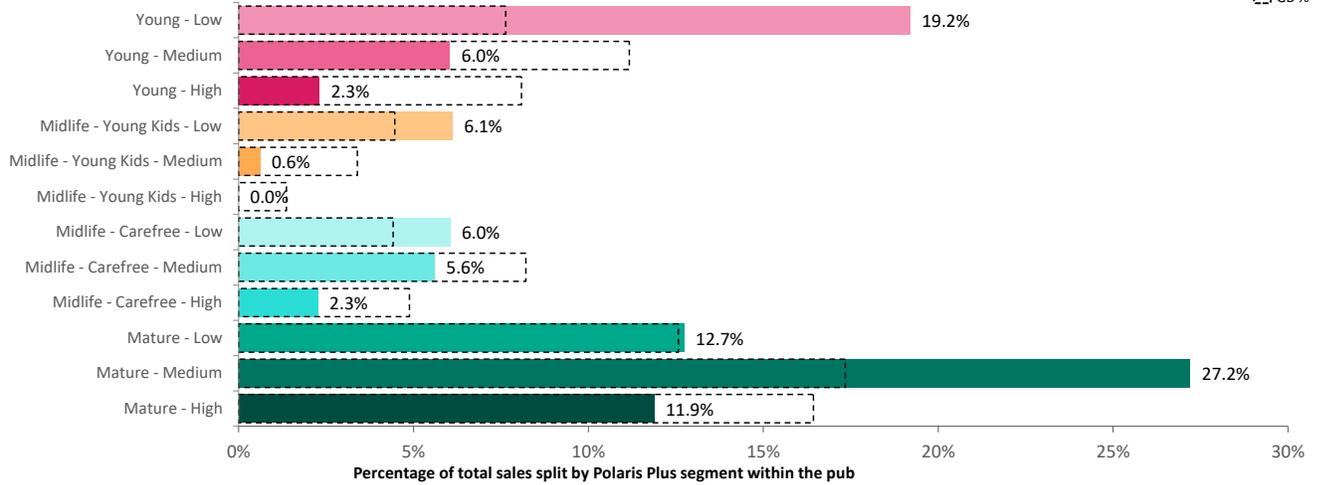
See the Glossary page for further information on the above variables

Transactional Data Summary - Mill House Washington

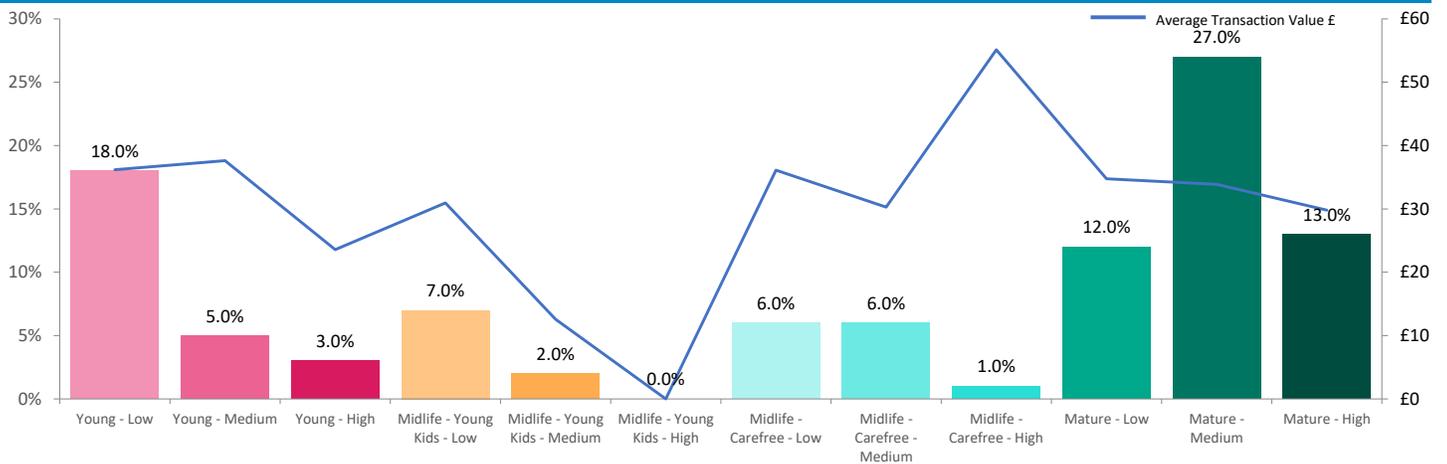


© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris Plus

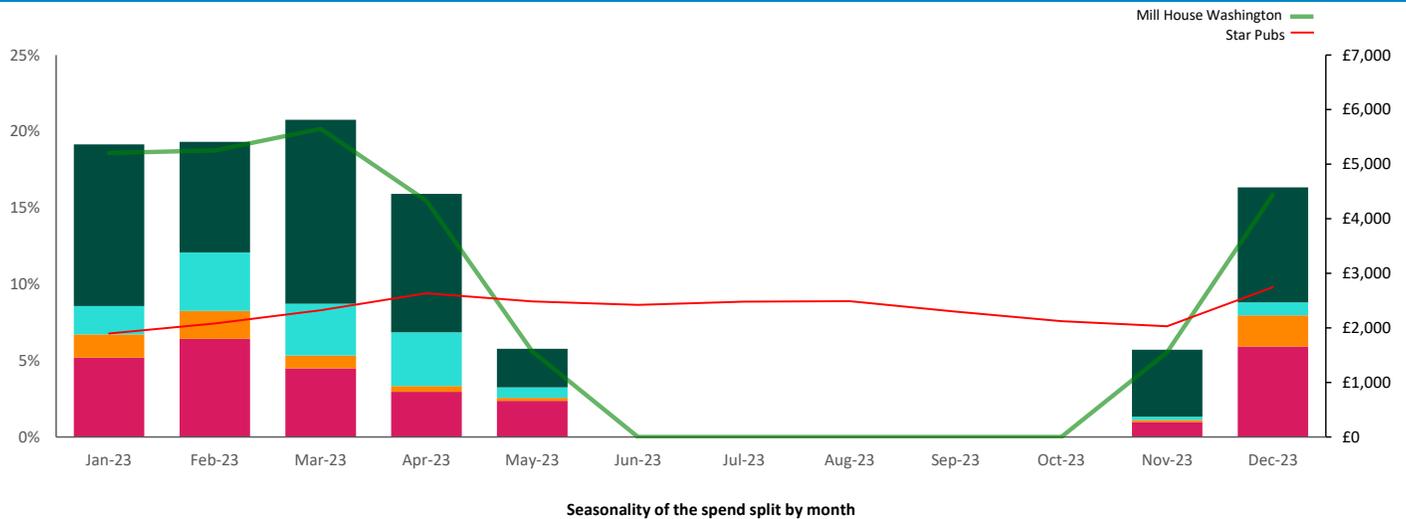


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

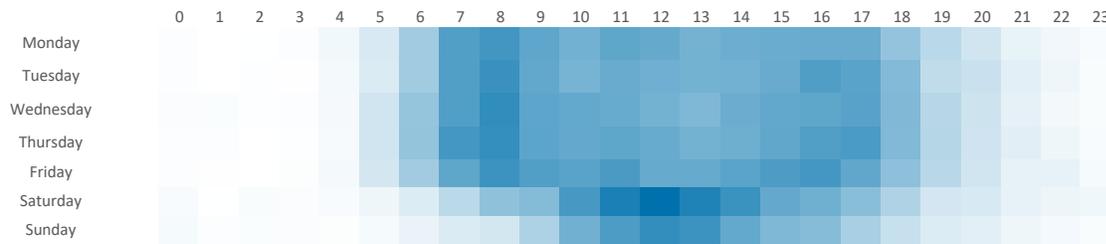


Mobile Data Summary - Mill House Washington



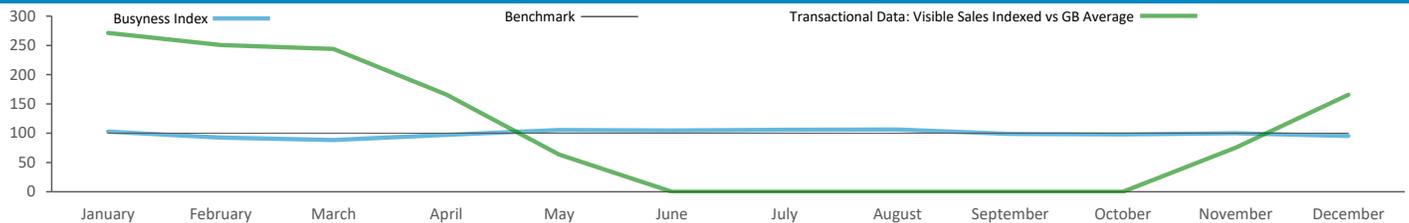
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



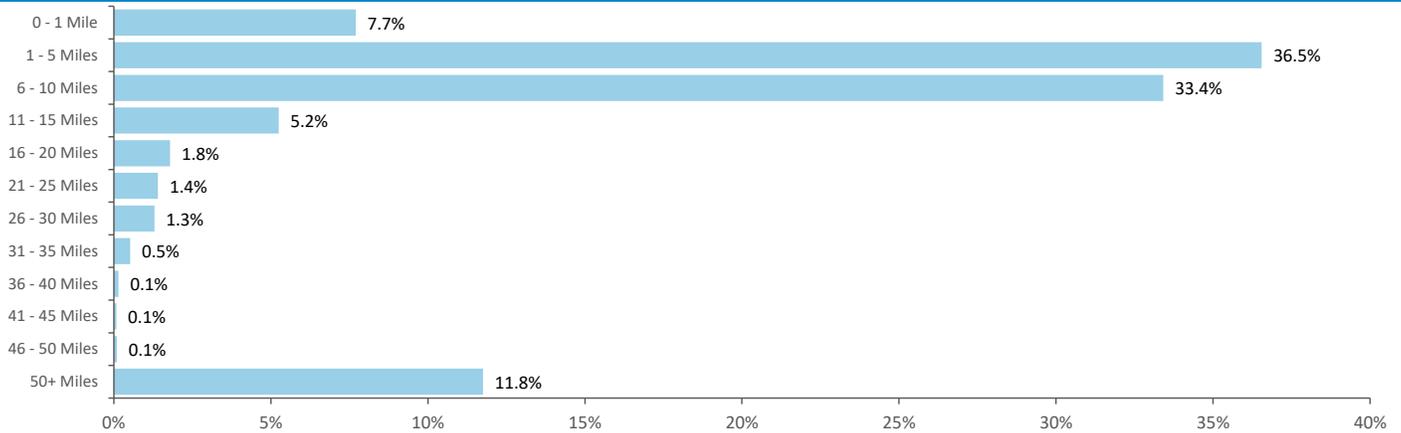
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

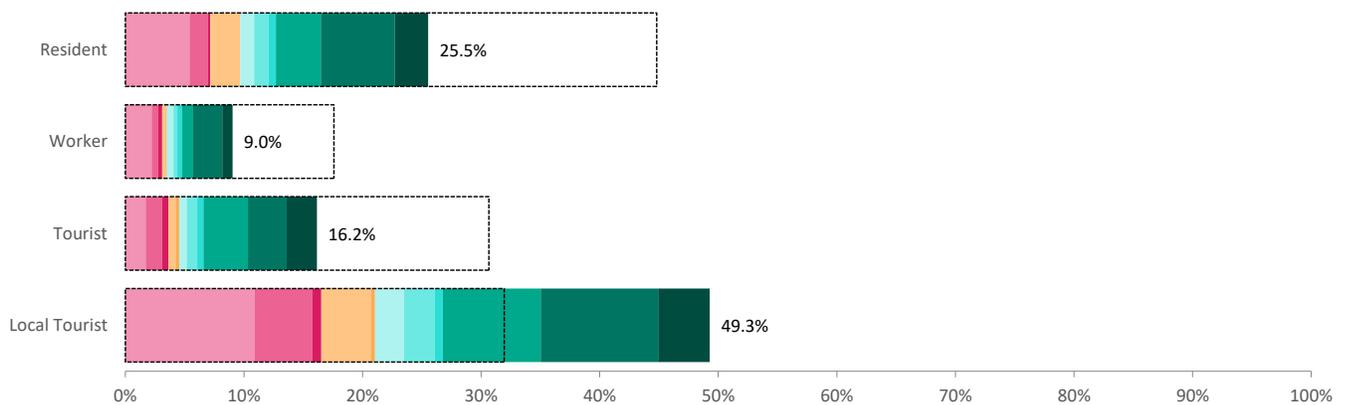
Distance from Home



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

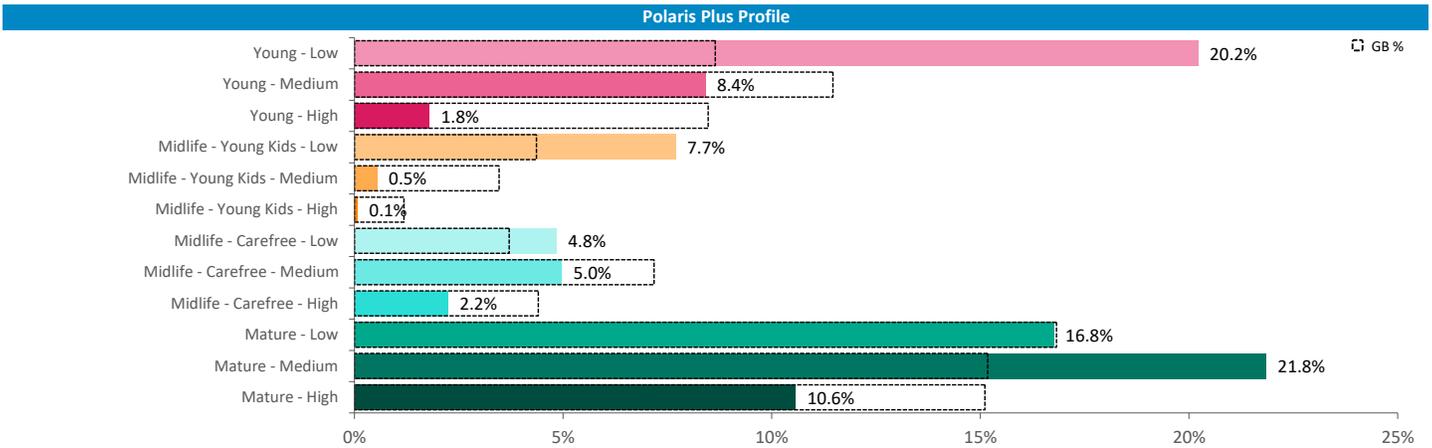


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

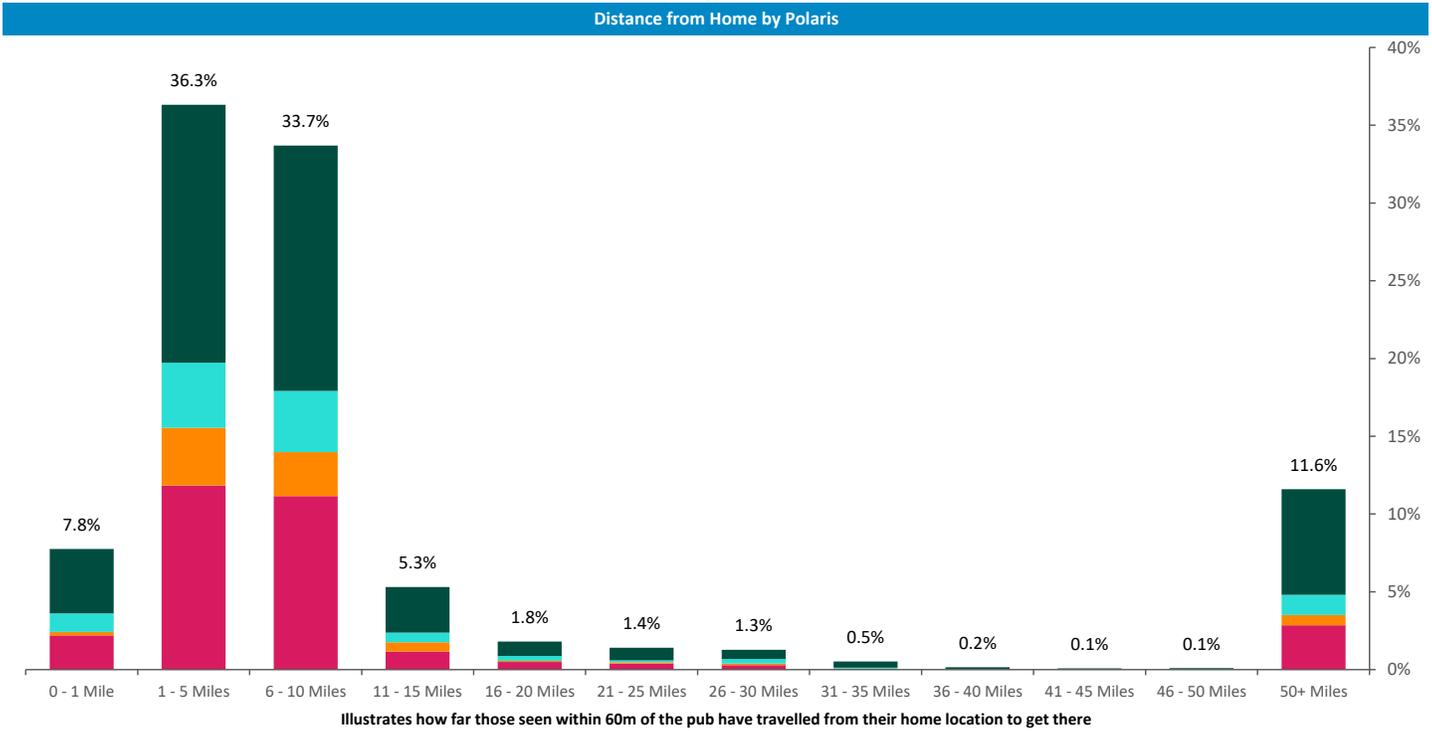
Mobile Data Summary - Mill House Washington



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy, All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf



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

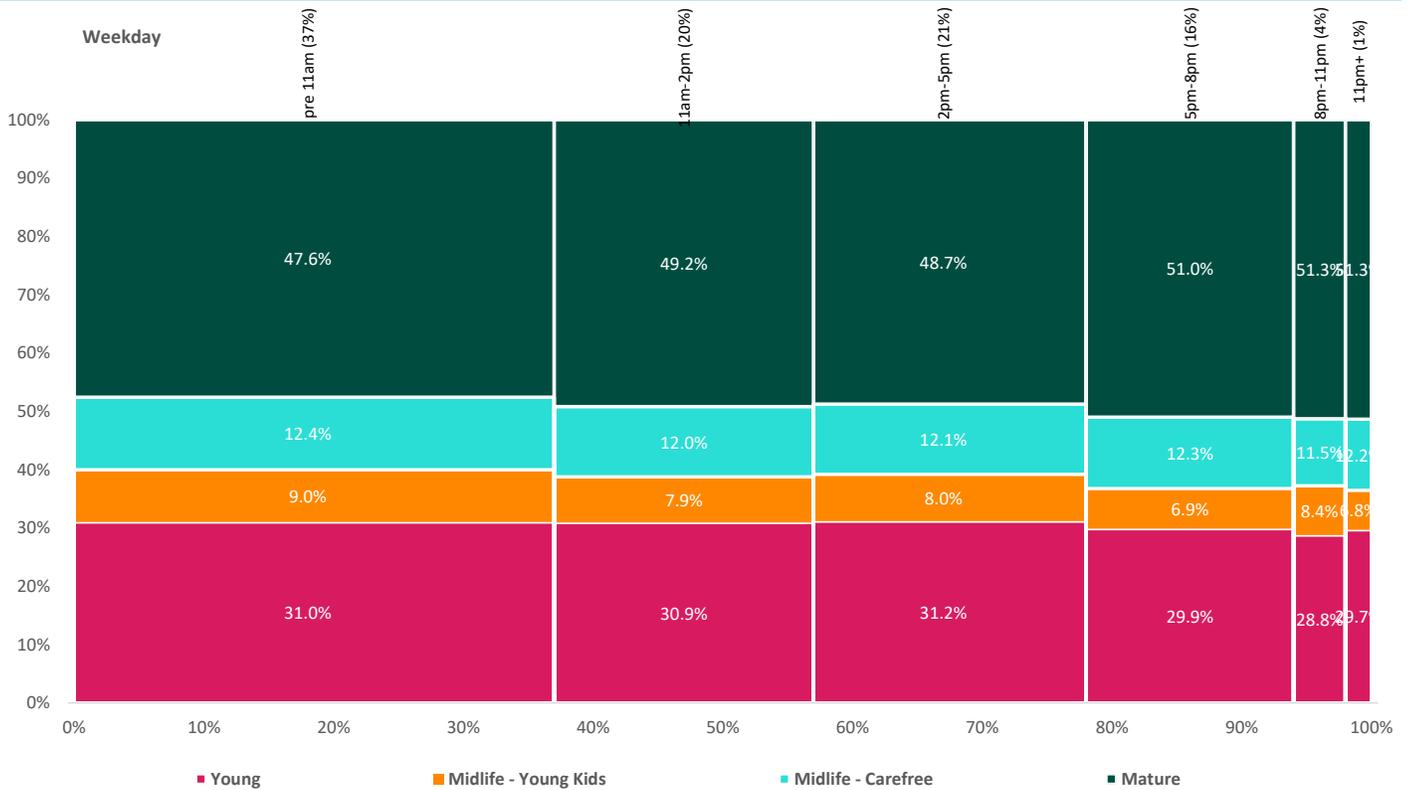


Mobile Data Summary - Mill House Washington

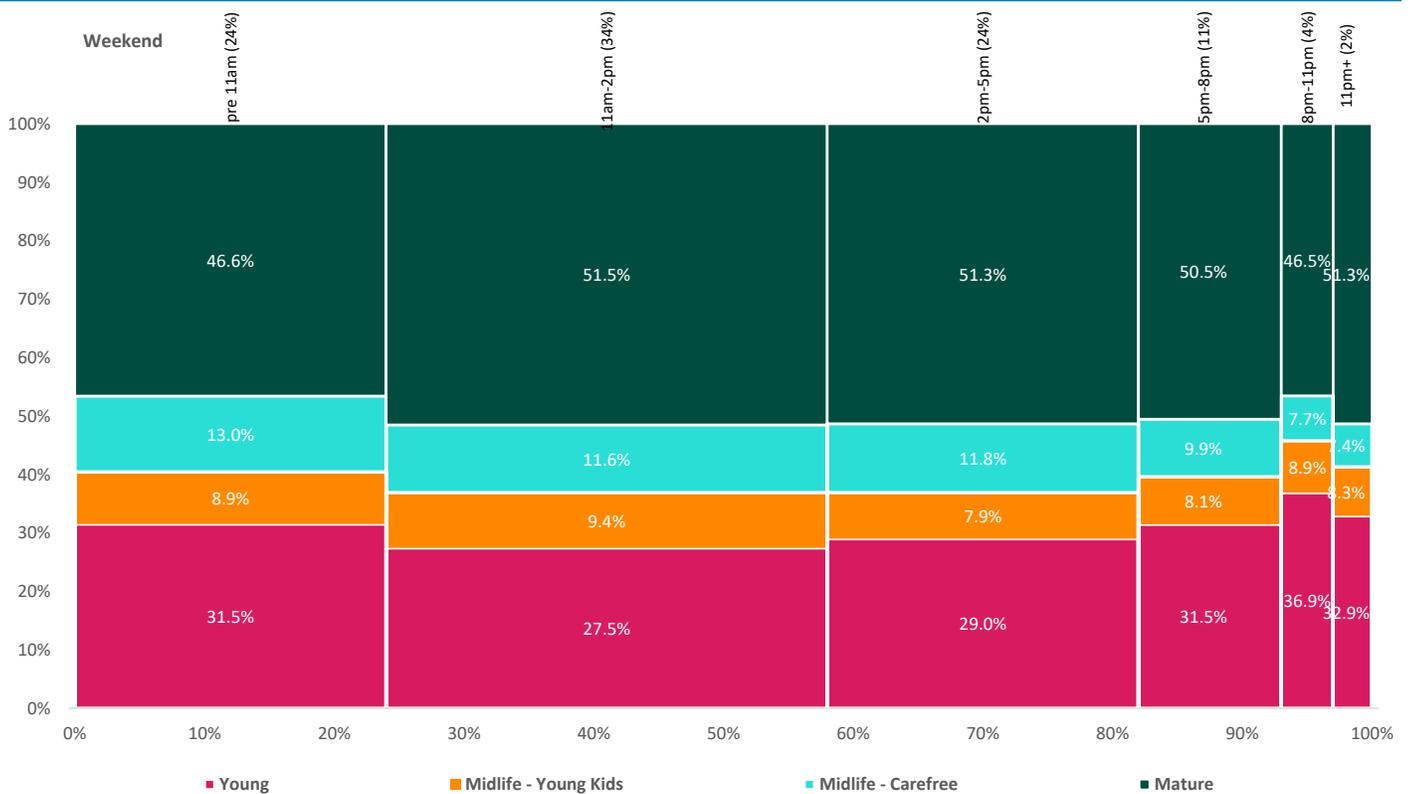


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



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



Polaris Summary - Mill House Washington



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



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	41	1,858	343,128	21	109	153
Midlife - Young Kids	0	222	74,181	0	33	83
Midlife - Carefree	55	925	73,290	49	94	57
Mature	610	3,197	312,831	195	116	86
Not Private Households	0	0	12,576	0	0	117
Total	706	6,202	816,006			

Polaris Plus Summary - Mill House Washington



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Polaris Plus Profile by Catchment

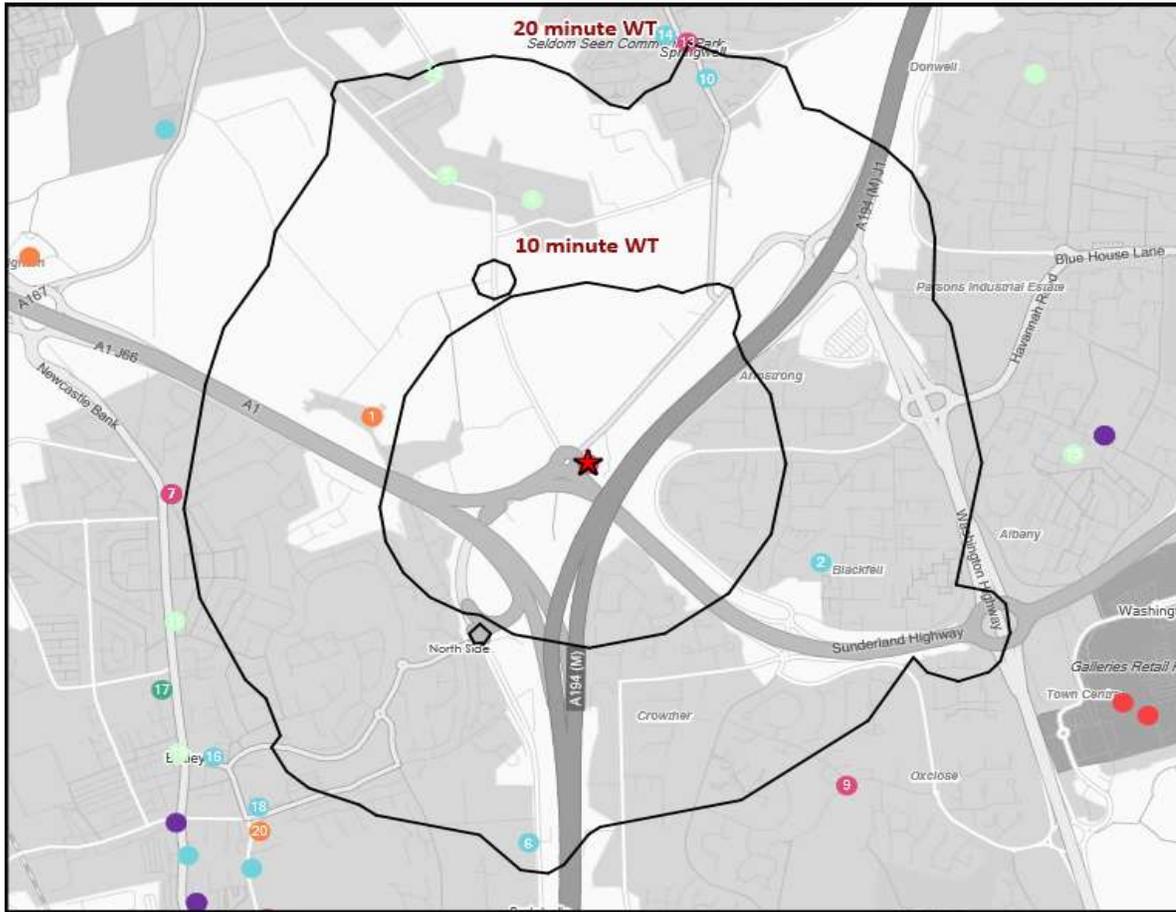
*WT= Walktime, **DT= Drivetime

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	41	1,622	180,288	59	266	225
Medium	0	236	140,218	0	35	157
High	0	0	22,622	0	0	41
Midlife - Young Kids						
Low	0	222	64,441	0	65	144
Medium	0	0	6,974	0	0	20
High	0	0	2,766	0	0	30
Midlife - Carefree						
Low	0	378	35,601	0	145	104
Medium	55	519	29,078	109	117	50
High	0	28	8,611	0	10	24
Mature						
Low	52	736	130,390	54	86	116
Medium	325	1,465	125,365	294	151	98
High	233	996	57,076	220	107	47
Not Private Households	0	0	12,576	0	0	117
Total	706	6,202	816,006			

CGA Summary - Mill House Washington



© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2023 TomTom



- ★ 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	Mill House	DH 3 1RE	Star Pubs & Bars	Family Pub Dining	0.0
1	Bowes Incline	DH 3 1RF	Independent Free	Hotel	0.4
2	Honest Boy	NE37 1LL	Admiral Taverns Ltd	Community Pub	0.5
2	White House Social Club	NE37 1LL	Independent Free	Clubland	0.5
4	Ship	NE 9 7YP	Punch Pub Company	Community Pub	0.6
5	Engine Room	NE 9 7XR	Independent Free	Community Pub	0.7
6	Birtley Golf Club	DH 3 2SN	Independent Free	Clubland	0.8
7	Sungara	DH 3 1QF	Independent Free	Restaurants	0.8
7	Coach & Horses	DH 3 1QF	Stonegate Pub Company	Family Pub Dining	0.8
9	Ox & Plough	NE38 0LZ	Admiral Taverns Ltd	Family Pub Dining	0.8
10	Springwell Social Club	NE 9 7RX	Independent Free	Clubland	0.8
11	Three Tuns Inn	DH 3 1NX	Sam Smith	Community Pub	0.8
12	Waggon Inn	NE 9 7XB	Independent Free	Community Pub	0.9
13	Guide Post	NE 9 7RR	Blackrose Ltd	Family Pub Dining	0.9
14	Springwell Village Hall	NE 9 7RP	Independent Free	Clubland	0.9
15	Wheelhouse	NE37 1UB	Camerons	Community Pub	0.9
16	St Joseph Cyms Social Club	DH 3 1LJ	Independent Free	Clubland	0.9
17	Grand Dragon	DH 3 1LU	Independent Free	Casual Dining	0.9
18	Raob Club	DH 3 1AP	Independent Free	Clubland	0.9
19	Red Lion Inn	DH 3 1LS	Trust Inns Limited	Community Pub	1.0
20	Grove	DH 3 2PR	Independent Free	Hotel	1.0

Per Pub Analysis - Mill House Washington



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	706	6,202	816,006
Number of Competition Pubs	0	6	1,081
Adults 18+ per Competition Pub	0	1,034	755

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	21	2.9%	36
Circuit Bar	0	9	1.3%	31
Community Pub	0	128	18.1%	95
Craft Led	0	2	0.3%	8
Great Pub Great Food	0	175	24.8%	140
High Street Pub	0	128	18.1%	98
Premium Local	0	188	26.6%	162

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	273	4.4%	55
Circuit Bar	0	283	4.6%	113
Community Pub	3	1,408	22.7%	119
Craft Led	0	115	1.9%	54
Great Pub Great Food	0	845	13.6%	77
High Street Pub	0	1,381	22.3%	121
Premium Local	0	1,000	16.1%	98

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	88	56,729	7.0%	86
Circuit Bar	51	48,847	6.0%	148
Community Pub	232	203,071	24.9%	130
Craft Led	0	33,541	4.1%	119
Great Pub Great Food	22	90,455	11.1%	63
High Street Pub	193	200,123	24.5%	133
Premium Local	54	105,985	13.0%	79

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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> 18-34 year olds <i>Wanting to look good in the group</i> </td> <td style="text-align: center;"> 35-54 year olds <i>Children under 12 at home</i> </td> <td style="text-align: center;"> 35-54 year olds <i>No children under 12 at home</i> </td> <td style="text-align: center;"> 55+ year olds </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> 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> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds <i>Wanting to look good in the group</i>	35-54 year olds <i>Children under 12 at home</i>	35-54 year olds <i>No children under 12 at home</i>	55+ year olds	Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	18-34 year olds <i>Wanting to look good in the group</i>	35-54 year olds <i>Children under 12 at home</i>	35-54 year olds <i>No children under 12 at home</i>	55+ year olds																																					
Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="10">Metropolitan</td> <td colspan="5">Large Urban</td> <td colspan="3">Small Urban</td> <td colspan="2">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	
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																							