

Catchment Summary - Sun Inn Morpeth



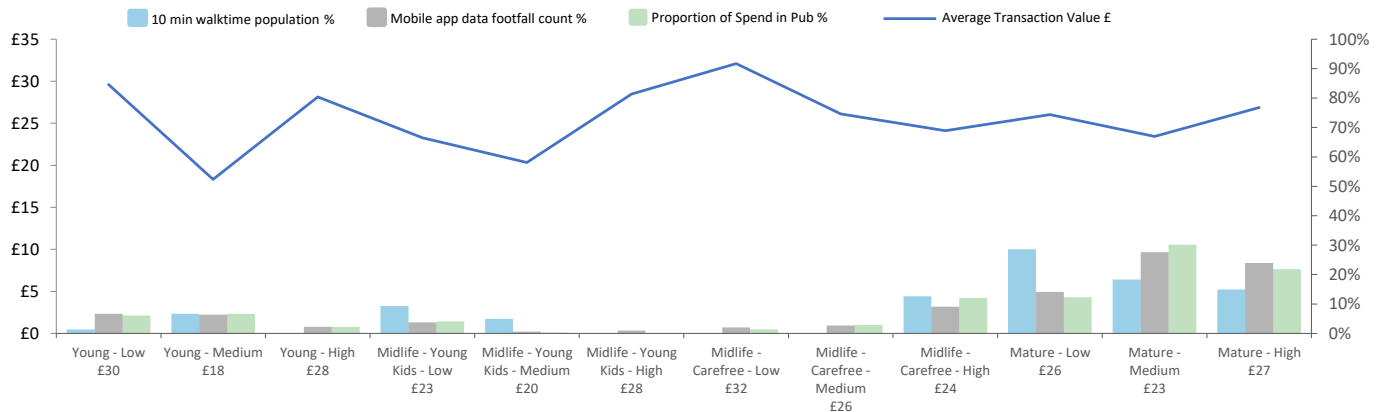
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Ship To	Name	Postcode	Operator	Segment	Sparsity
800000	Sun Inn Morpeth	NE61 2QT	Star Pubs & Bars	Premium Local	16



- ★ 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 - Sun Inn Morpeth

	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**

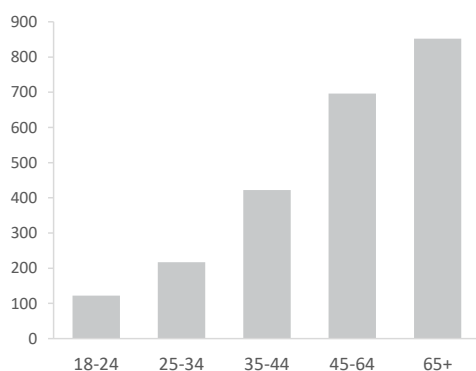
Population	2,879	11,727	308,907	54	63	70
Adults 18+	2,309	9,679	245,218	51	63	70
Competition Pubs	3	23	237	17	64	57
Adults 18+ per Competition Pub	770	421	1,035	90	49	120
% Adults Likely to Drink	77.9%	79.8%	77.5%	102	105	102

Population & Adults 18+ index is based on all pubs

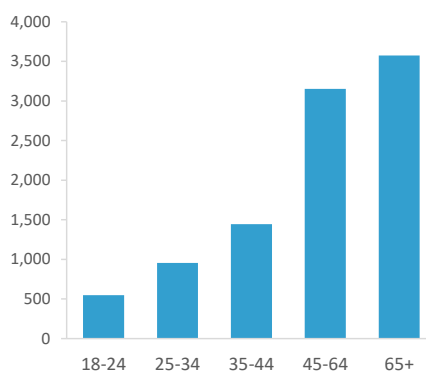
Affluence	Low	39.2%	27.3%	44.0%	118	82	132
	Medium	30.0%	37.3%	32.8%	79	98	86
	High	27.5%	33.1%	21.9%	101	121	80

*Affluence does not include Not Private Households

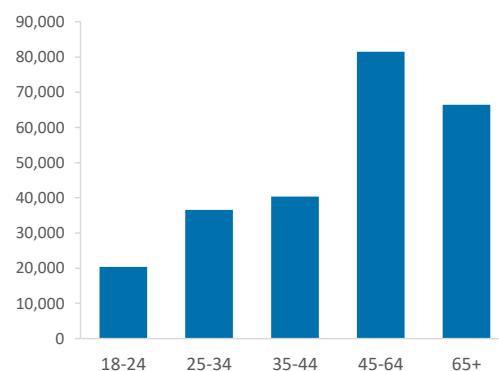
Age Profile	18-24	122	550	20,366	52	58	81
	25-34	217	955	36,581	57	61	89
	35-44	422	1,446	40,372	111	93	99
	45-64	696	3,154	81,480	94	105	103
	65+	852	3,574	66,419	154	159	112



■ 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	1,346 (47%)	5,585 (48%)	148,581 (48%)	95	97	98
	Female	1,533 (53%)	6,142 (52%)	160,326 (52%)	104	103	102

Economic Status (16+)	Employed: Full-time	759 (32%)	2,942 (30%)	88,642 (35%)	93	86	102
	Employed: Part-time	255 (11%)	1,082 (11%)	31,582 (13%)	91	92	105
	Self employed	171 (7%)	732 (7%)	16,874 (7%)	79	80	72
	Unemployed	61 (3%)	216 (2%)	7,185 (3%)	94	79	103
	Full-time student	38 (2%)	103 (1%)	4,022 (2%)	68	44	67
	Retired	754 (32%)	3,611 (36%)	62,676 (25%)	146	167	114
	Other	320 (14%)	1,220 (12%)	41,251 (16%)	78	71	94

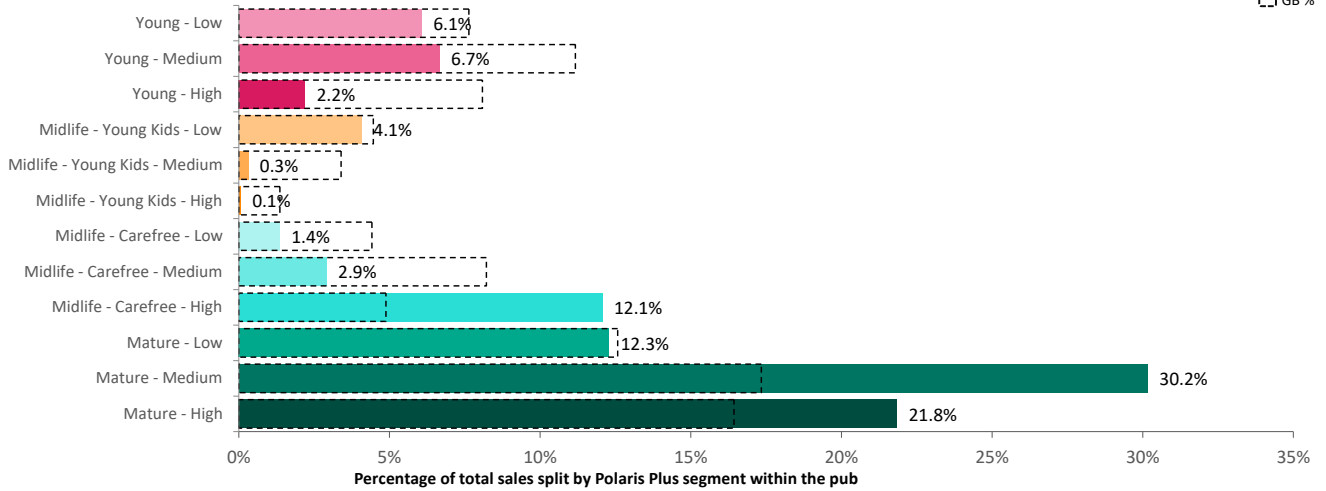
Total Worker Count	598	7,955	150,519
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See the Glossary page for further information on the above variables

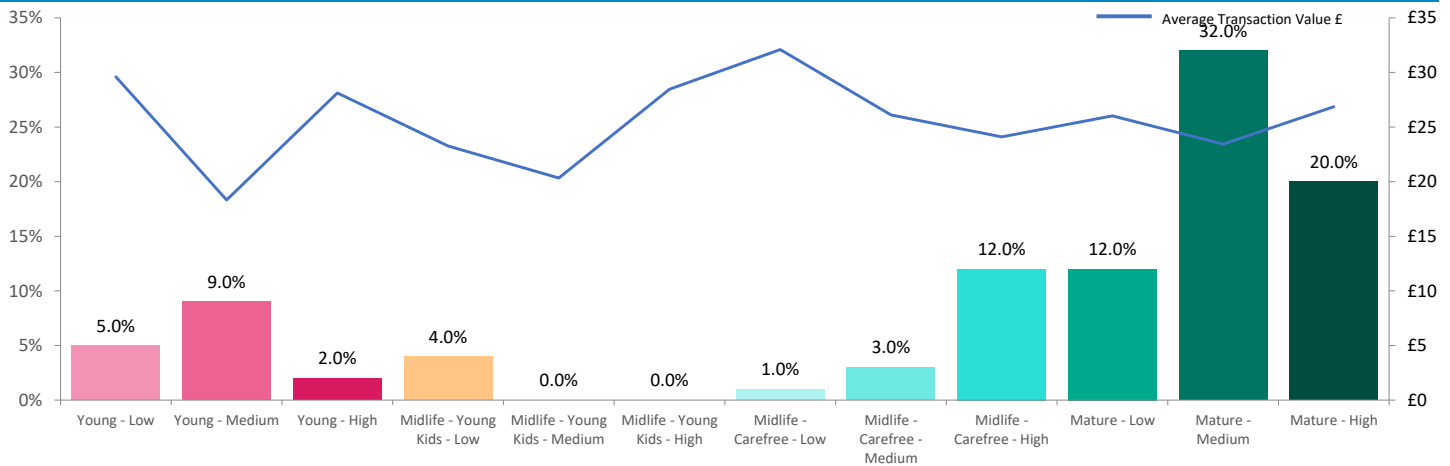
Transactional Data Summary - Sun Inn Morpeth

Spend by Polaris Plus

GB %

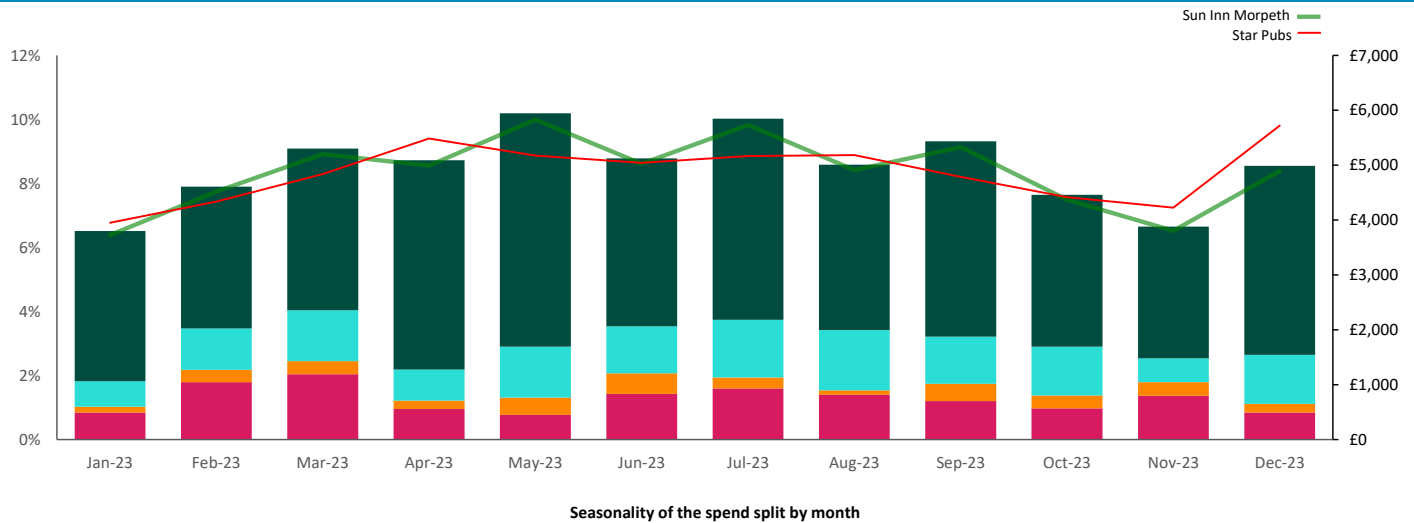


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

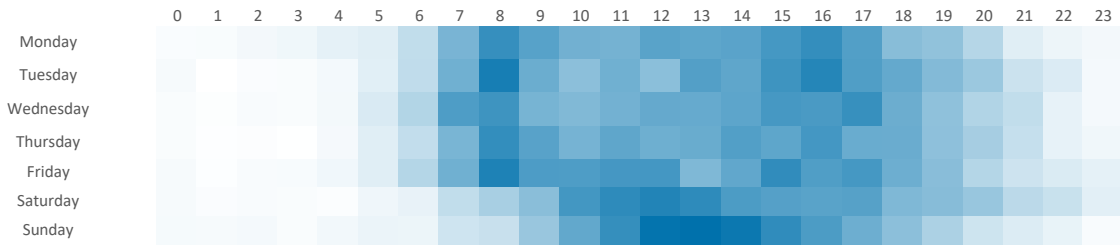


Mobile Data Summary - Sun Inn Morpeth

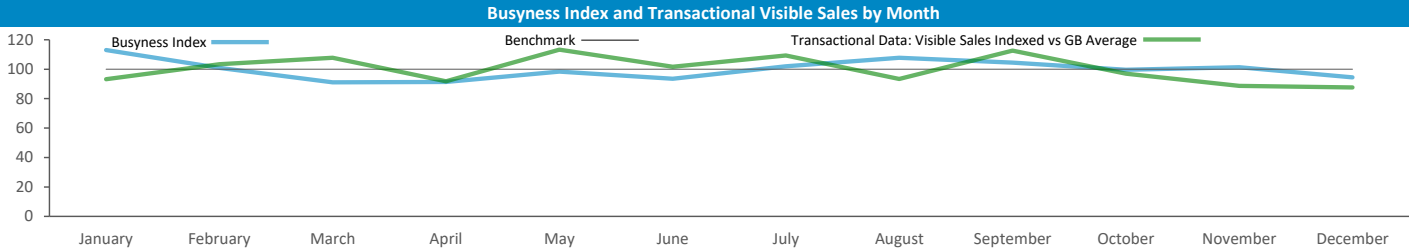


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Time of Day/Day of Week

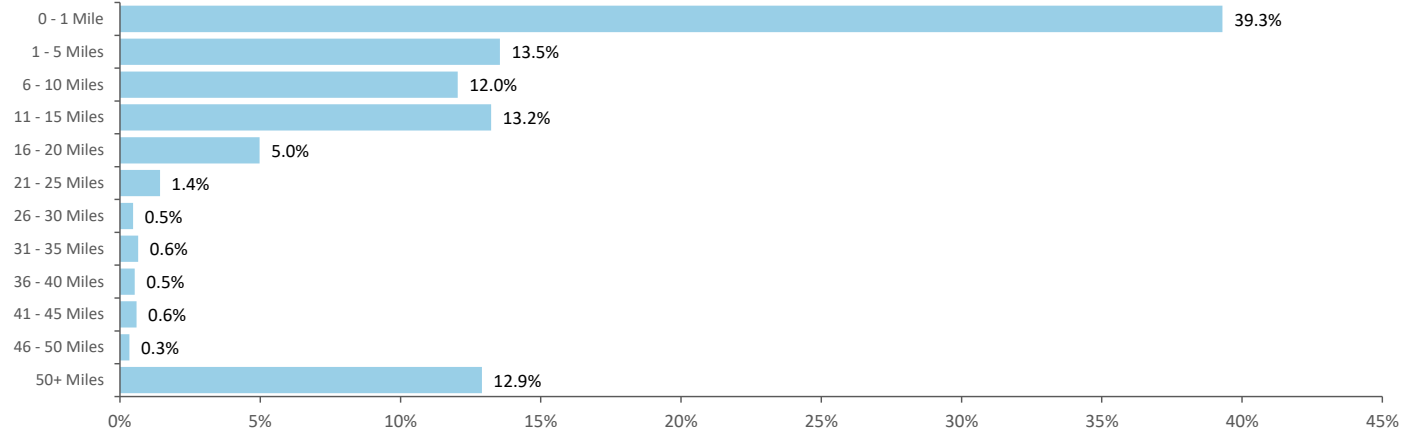


Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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

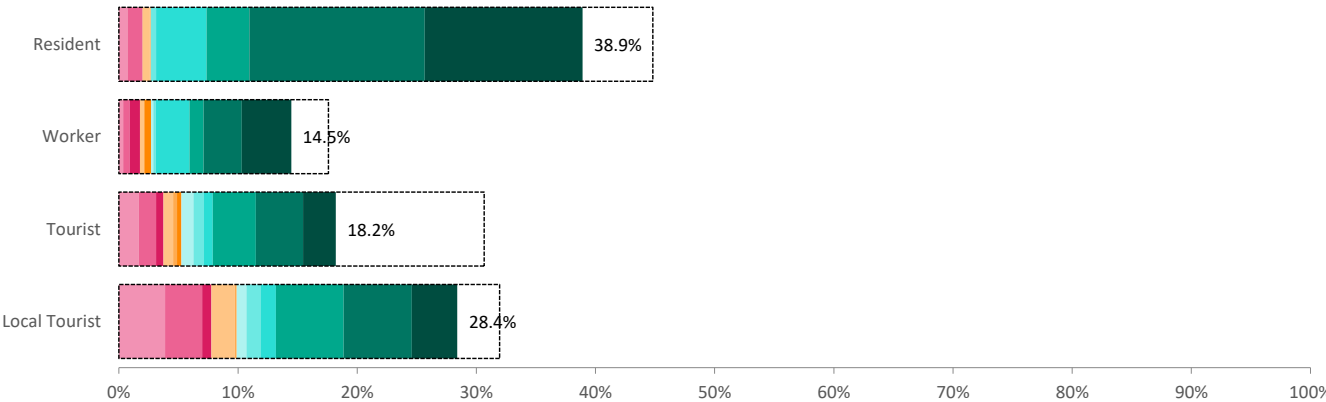
Distance from Home



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



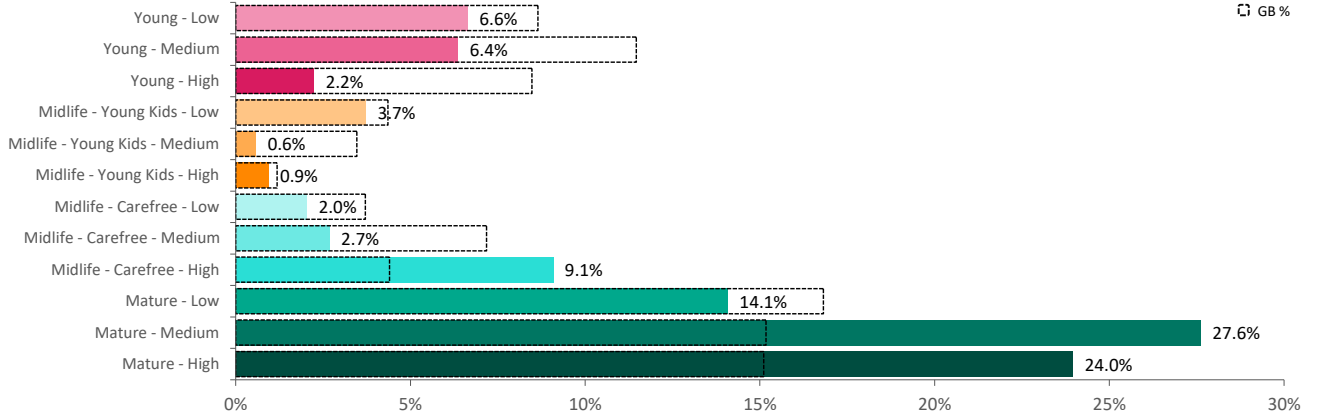
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Sun Inn Morpeth



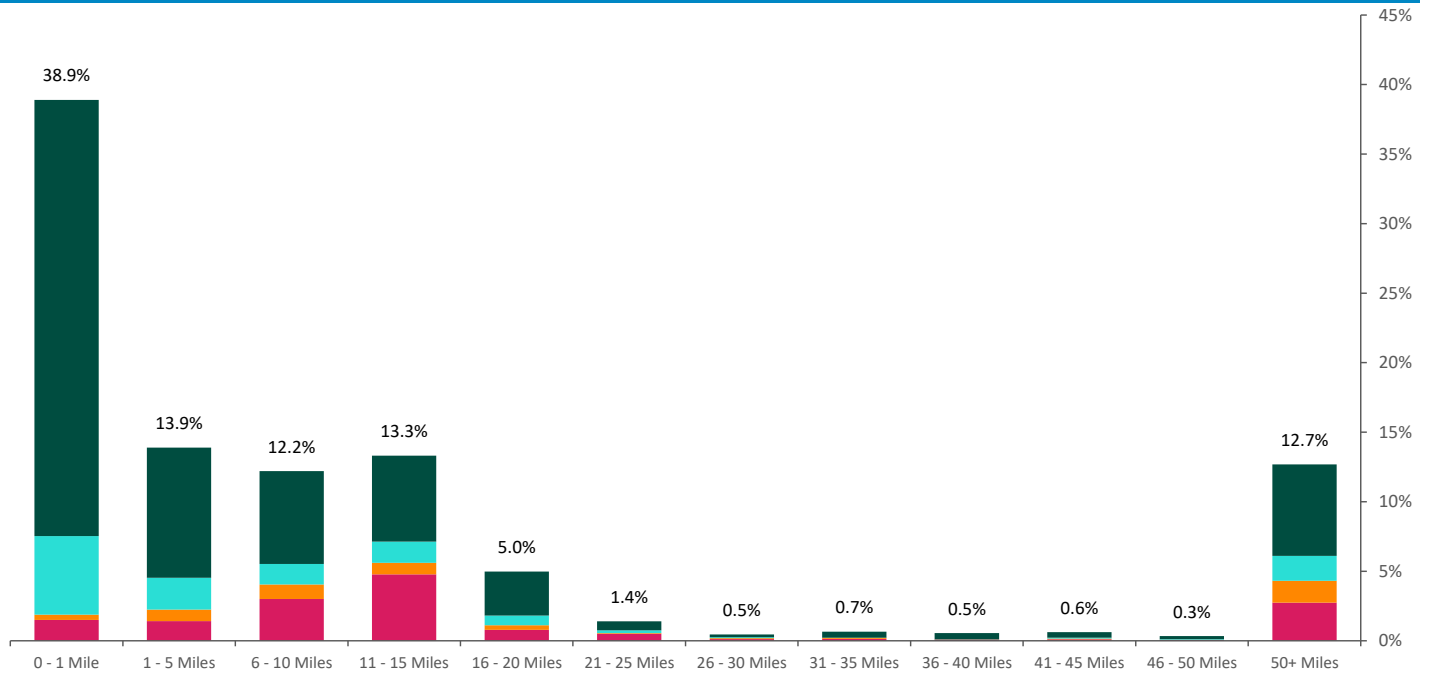
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Polaris Plus Profile



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



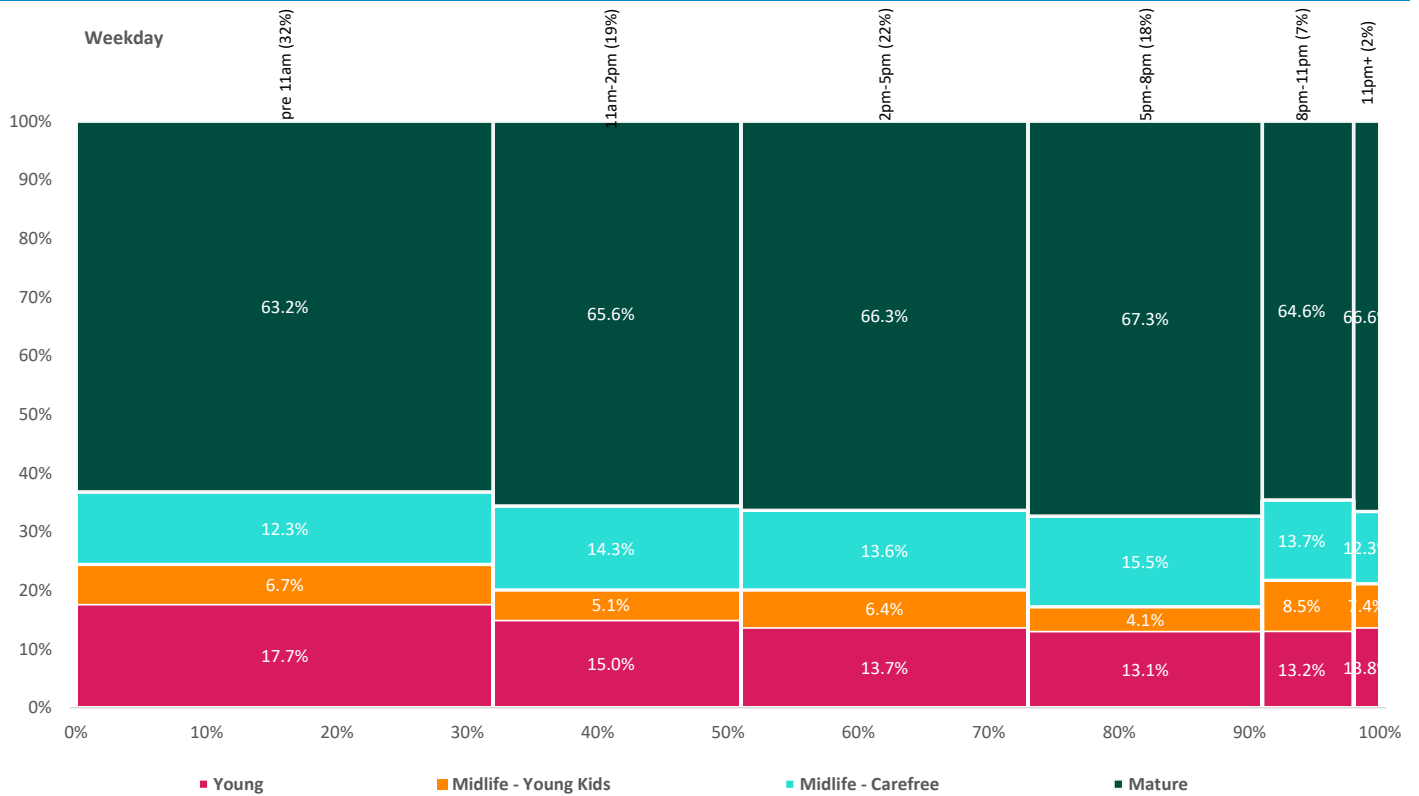
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Mobile Data Summary - Sun Inn Morpeth

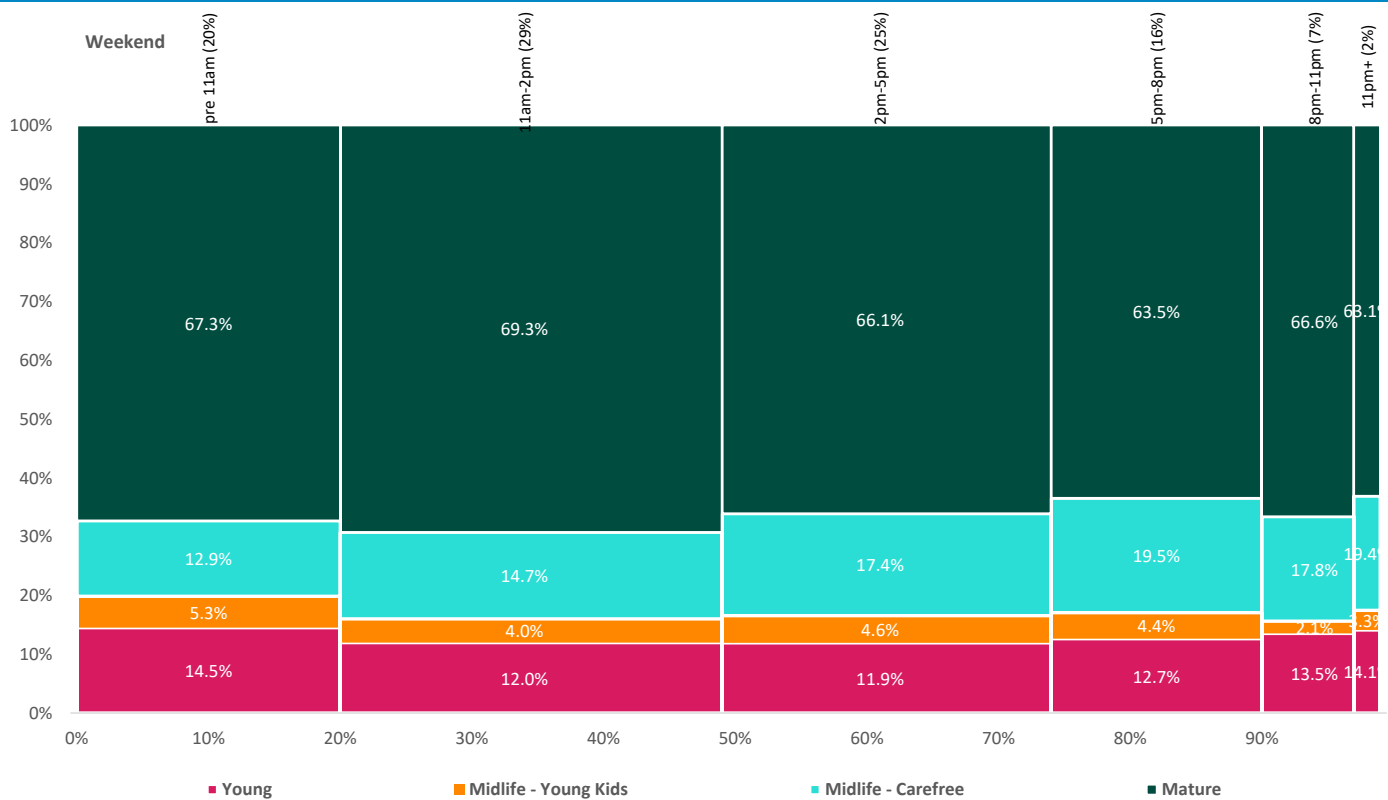


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Sun Inn Morpeth

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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	186	934	62,101	29	35	92
Midlife - Young Kids	329	537	21,209	130	51	79
Midlife - Carefree	291	1,174	30,811	80	77	79
Mature	1,427	6,811	127,978	139	159	118
Not Private Households	76	223	3,119	251	176	97
Total	2,309	9,679	245,218			

Polaris Plus Summary - Sun Inn Morpeth

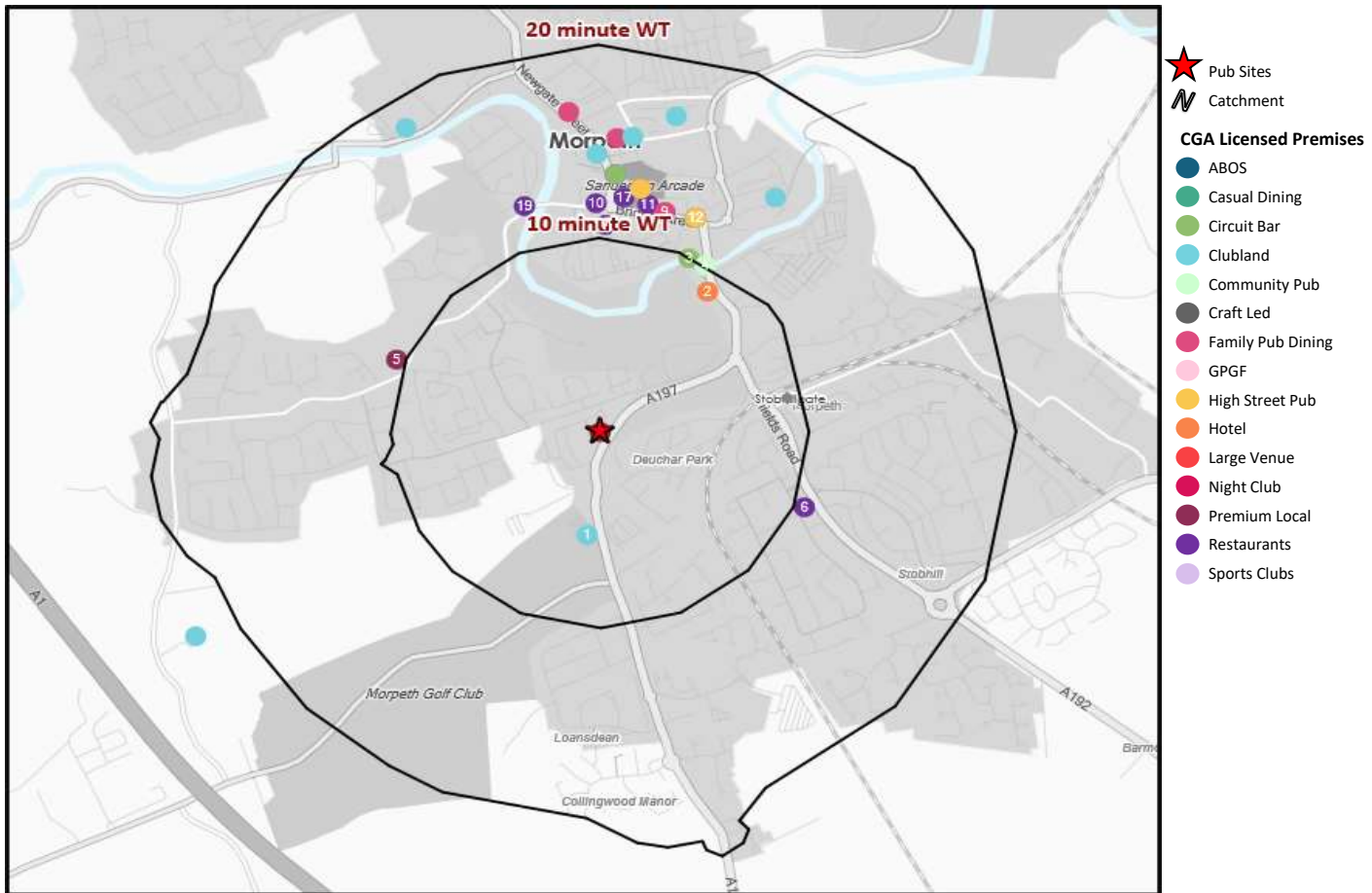


Polaris Plus Profile by Catchment

*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	31	253	35,521	14	27	148
Medium	155	577	21,917	61	54	81
High	0	104	4,663	0	16	28
Midlife - Young Kids						
Low	214	418	19,721	169	79	147
Medium	115	119	1,179	115	28	11
High	0	0	309	0	0	11
Midlife - Carefree						
Low	0	0	10,558	0	0	102
Medium	0	144	12,137	0	21	69
High	291	1,030	8,116	283	239	74
Mature						
Low	661	1,971	41,996	208	148	125
Medium	422	2,772	45,289	117	183	118
High	344	2,068	40,693	99	142	111
Not Private Households	76	223	3,119	251	176	97
Total	2,309	9,679	245,218			

CGA Summary - Sun Inn Morpeth



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Sun Inn	NE61 2QT	Star Pubs & Bars	Premium Local	0.0
1	Morpeth Golf Club	NE61 2BT	Independent Free	Clubland	0.2
2	Waterford Lodge Hotel	NE61 1YD	Independent Free	Hotel	0.3
3	Joiners Arms	NE61 1XZ	Independent Free	Circuit Bar	0.4
4	Toll House	NE61 1YB	Independent Free	Community Pub	0.4
5	Wansbeck	NE61 2BD	Stonegate Pub Company	Premium Local	0.4
6	Premier Restaurant	NE61 2TW	Independent Free	Restaurants	0.4
7	Electric Wizard	NE61 1PS	Wetherspoons GB	Circuit Bar	0.4
7	Primo Piano	NE61 1PS	Independent Free	Restaurants	0.4
9	Black Bull	NE61 1PE	Blackrose Ltd	Family Pub Dining	0.4
10	Manzil Indian	NE61 1LX	Independent Free	Restaurants	0.4
11	Tandoori Mahal	NE61 1NT	Independent Free	Restaurants	0.4
12	Ephesus Restaurant	NE61 1PQ	Independent Free	Circuit Bar	0.4
12	Nikos Greek Taberna	NE61 1PQ	Independent Free	Restaurants	0.4
12	Townhouse	NE61 1PQ	Independent Free	Family Pub Dining	0.4
12	Beau Monde	NE61 1PQ	*Other Small Retail Groups	Circuit Bar	0.4
12	Auction House	NE61 1PQ	Independent Free	High Street Pub	0.4
17	Morpeth Comrades Club	NE61 1HG	Independent Free	Clubland	0.5
17	Giannis Pizzeria	NE61 1HG	Independent Free	Restaurants	0.5
19	Riverside Lodge	NE61 1QL	Independent Free	Clubland	0.5
19	Mulan	NE61 1QL	Independent Free	Restaurants	0.5

Per Pub Analysis - Sun Inn Morpeth



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,309	9,679	245,218
Number of Competition Pubs	3	23	237
Adults 18+ per Competition Pub	770	421	1,035

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	96	4.2%	52
Circuit Bar	0	85	3.7%	91
Community Pub	0	641	27.8%	145
Craft Led	0	31	1.3%	38
Great Pub Great Food	0	410	17.7%	100
High Street Pub	0	542	23.5%	127
Premium Local	1	428	18.5%	112

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	403	4.2%	52
Circuit Bar	5	257	2.7%	65
Community Pub	1	2,266	23.4%	122
Craft Led	0	121	1.2%	36
Great Pub Great Food	0	2,119	21.9%	124
High Street Pub	2	1,995	20.6%	112
Premium Local	2	2,151	22.2%	135

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	12,787	5.2%	65
Circuit Bar	10	10,146	4.1%	102
Community Pub	43	58,166	23.7%	124
Craft Led	0	5,803	2.4%	68
Great Pub Great Food	3	38,142	15.6%	88
High Street Pub	16	54,230	22.1%	120
Premium Local	16	40,130	16.4%	99

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
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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