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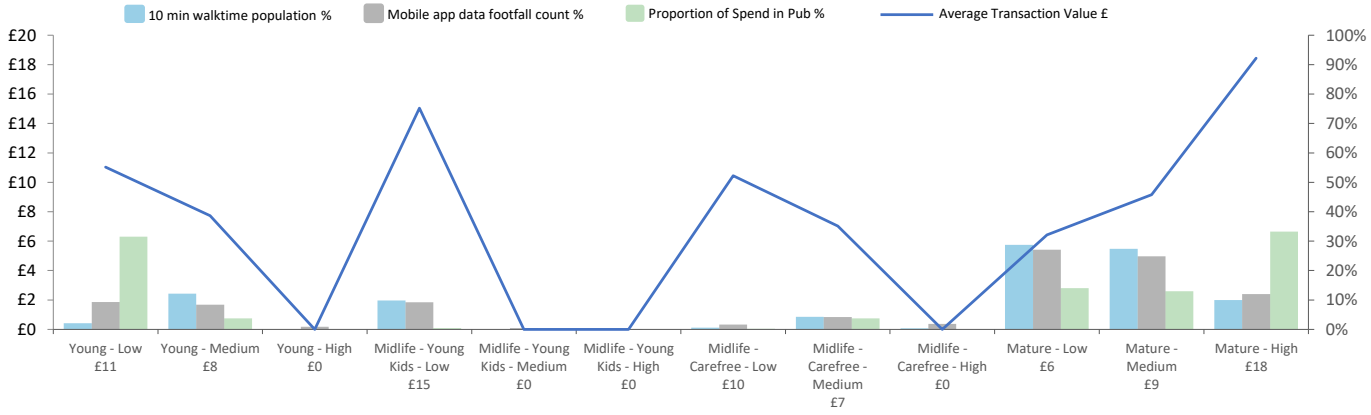
Catchment Summary - Lambs Arms Crawcrook

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Ship To	Name	Postcode	Operator	Segment	Sparsity
76421	Lambs Arms Crawcrook	NE40 4HL	Star Pubs & Bars	Community Pub	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

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Catchment Summary - Lambs Arms Crawcrook

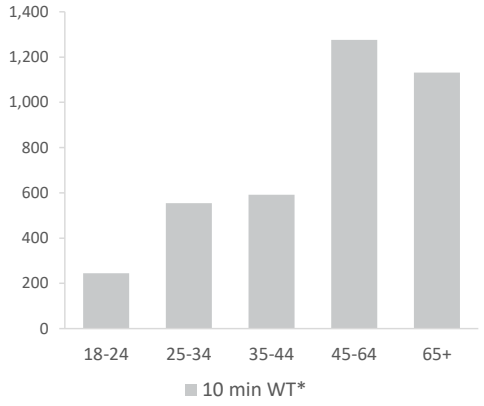
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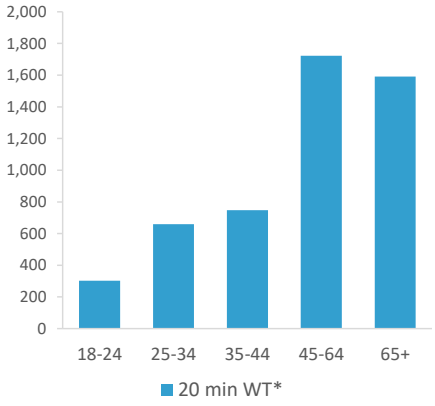
Over GB Average
Around GB Average
Under GB Average

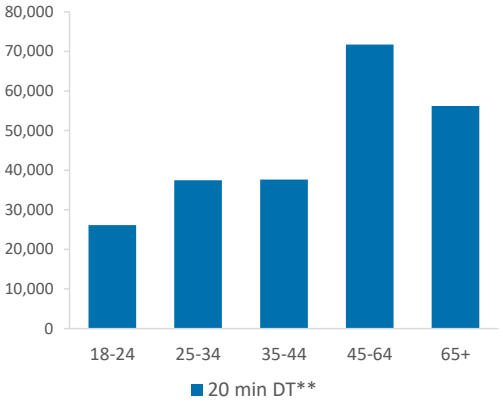
*WT= Walktime, **DT= Drivetime

		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		4,622	6,071	289,362	86	33	66
					Population & Adults 18+ index is based on all pubs		
Adults 18+		3,798	5,023	229,173	84	33	66
Competition Pubs		5	9	295	28	25	71
Adults 18+ per Competition Pub		760	558	777	88	65	90
% Adults Likely to Drink		79.0%	79.5%	74.8%	104	104	98
Affluence	Low	41.3%	39.5%	47.2%	124	119	142
	Medium	43.7%	40.2%	35.8%	115	105	94
	High	10.3%	16.8%	15.6%	38	62	57
Age Profile	18-24	245	303	26,144	65	61	111
	25-34	554	659	37,445	90	81	97
	35-44	592	748	37,630	97	93	98
	45-64	1,276	1,722	71,721	107	110	96
	65+	1,131	1,591	56,233	127	136	101

*Affluence does not include Not Private Households







		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	2,234 (48%)	2,951 (49%)	142,166 (49%)	99	99	100
	Female	2,388 (52%)	3,120 (51%)	147,196 (51%)	101	101	100
Economic Status (16+)	Employed: Full-time	1,484 (38%)	1,903 (37%)	74,488 (32%)	111	107	92
	Employed: Part-time	440 (11%)	581 (11%)	29,727 (13%)	95	95	106
	Self employed	254 (7%)	353 (7%)	16,368 (7%)	71	74	75
	Unemployed	102 (3%)	126 (2%)	7,397 (3%)	95	89	113
	Full-time student	58 (1%)	73 (1%)	6,211 (3%)	63	60	111
	Retired	1,105 (28%)	1,531 (30%)	52,643 (22%)	130	136	102
	Other	447 (11%)	573 (11%)	49,217 (21%)	66	64	120
Total Worker Count		837	1,740	156,158			

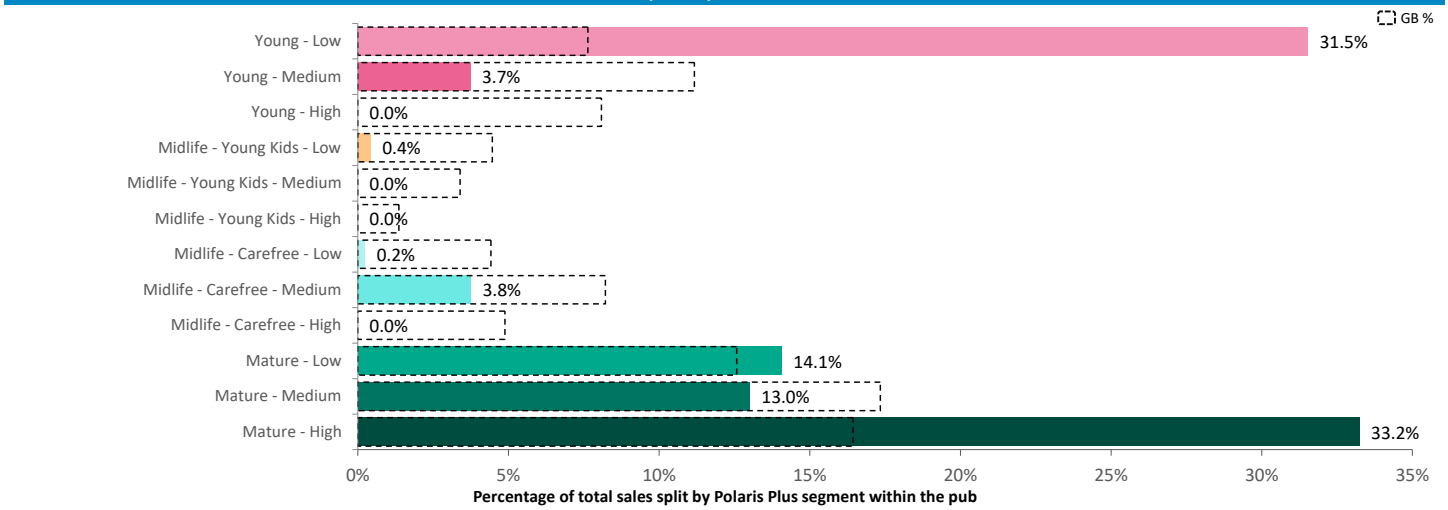
See the Glossary page for further information on the above variables

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Transactional Data Summary - Lambs Arms Crawcrook

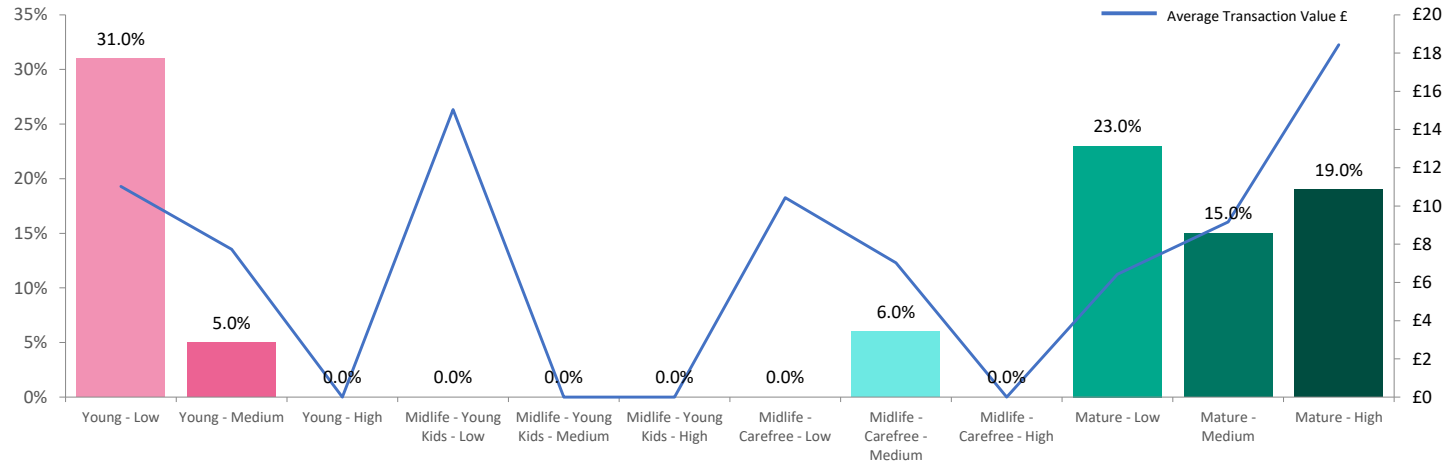
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Spend by Polaris Plus



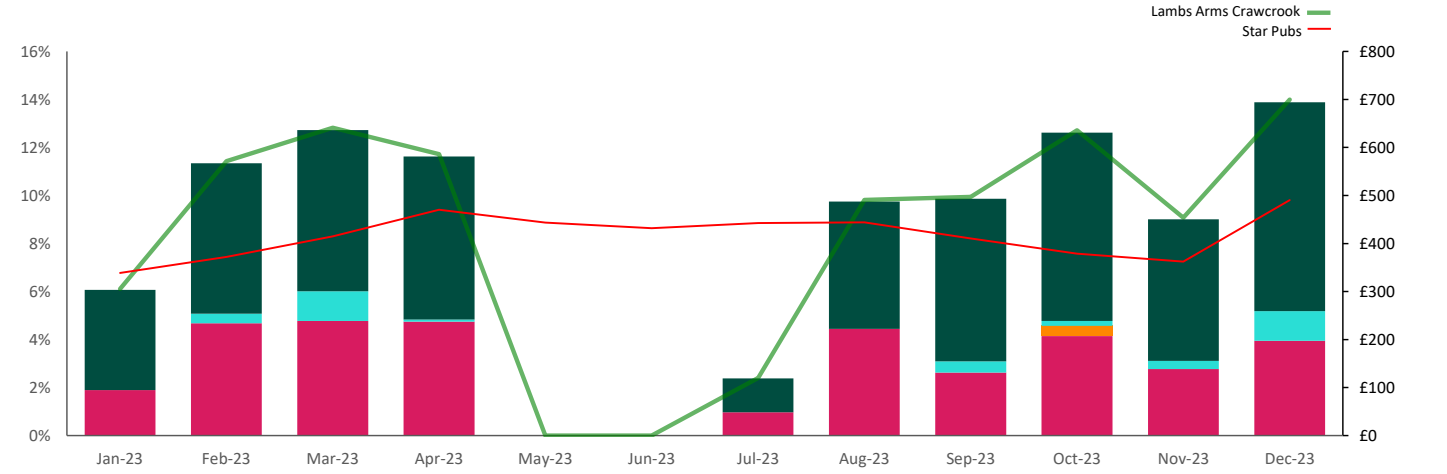
Percentage of total sales split by Polaris Plus segment within the pub

% 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



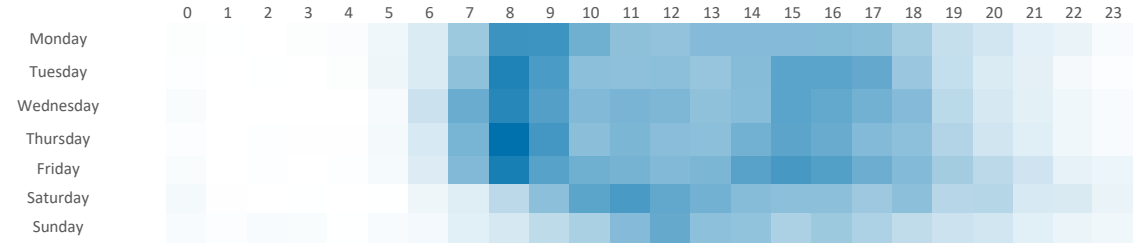
Seasonality of the spend split by month

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Mobile Data Summary - Lambs Arms Crawcrook

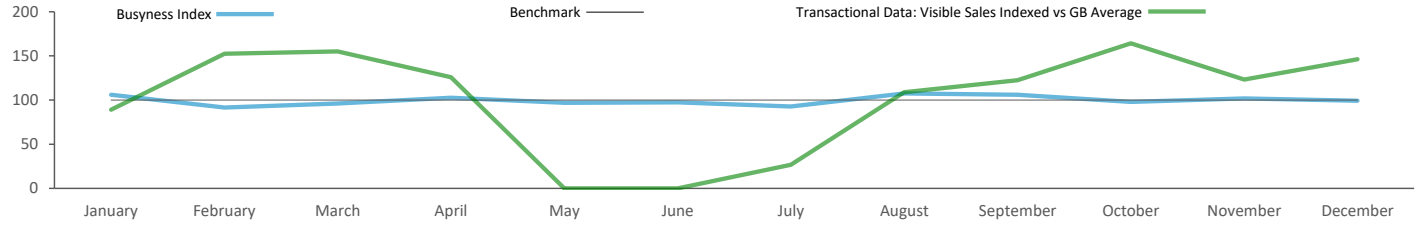
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Time of Day/Day of Week



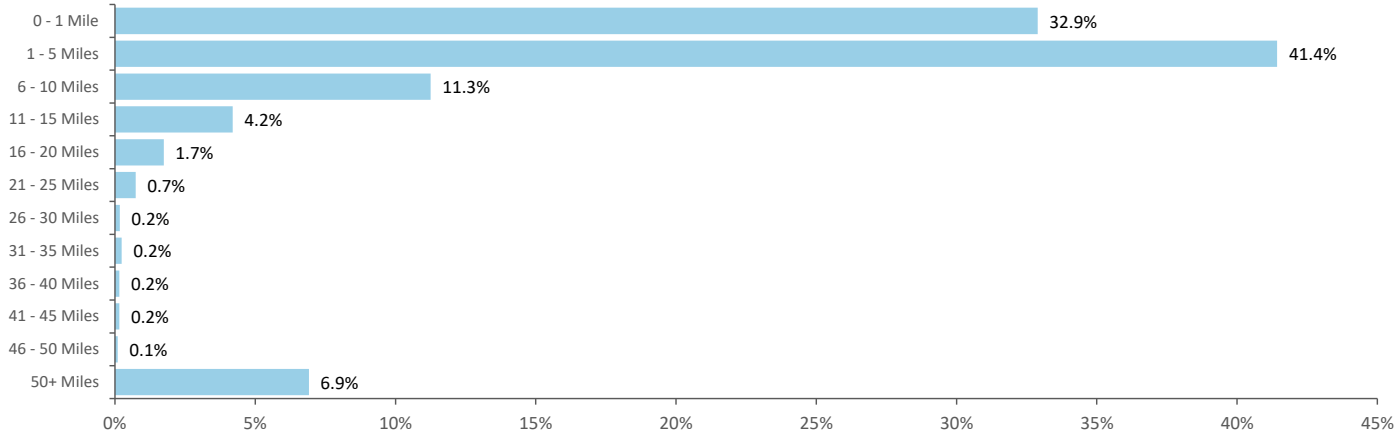
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



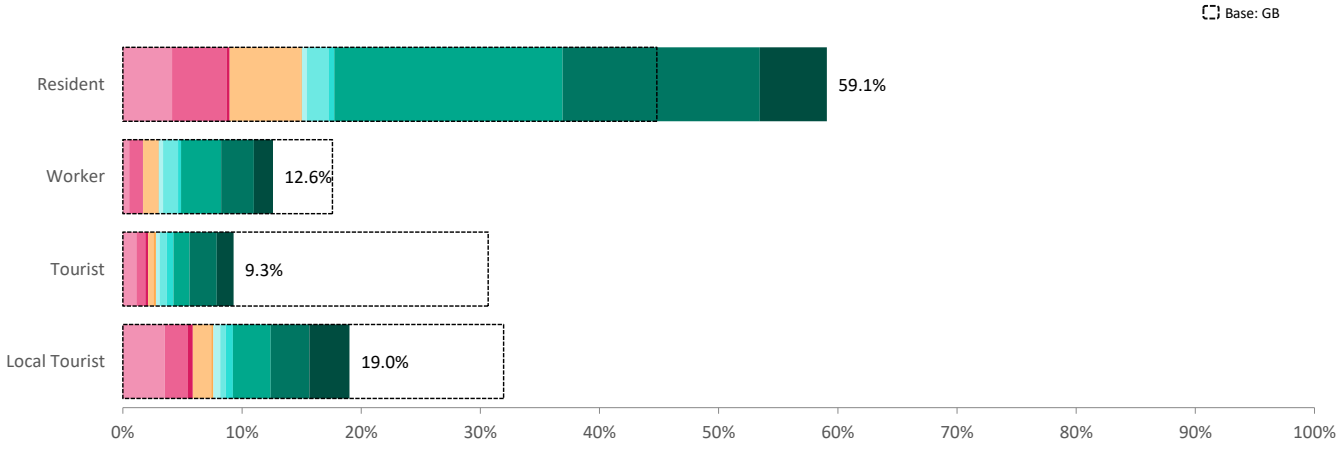
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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



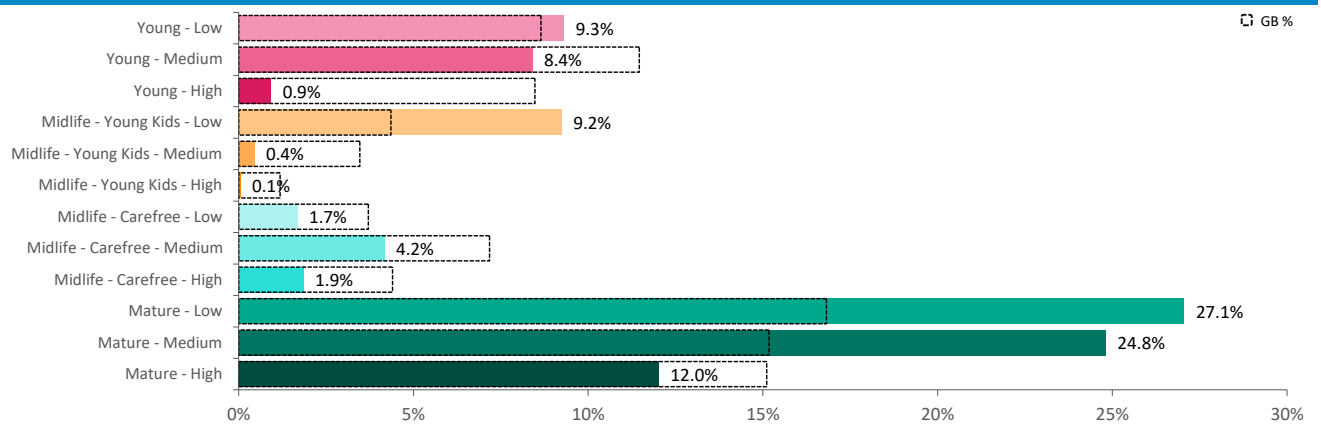
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Lambs Arms Crawcrook

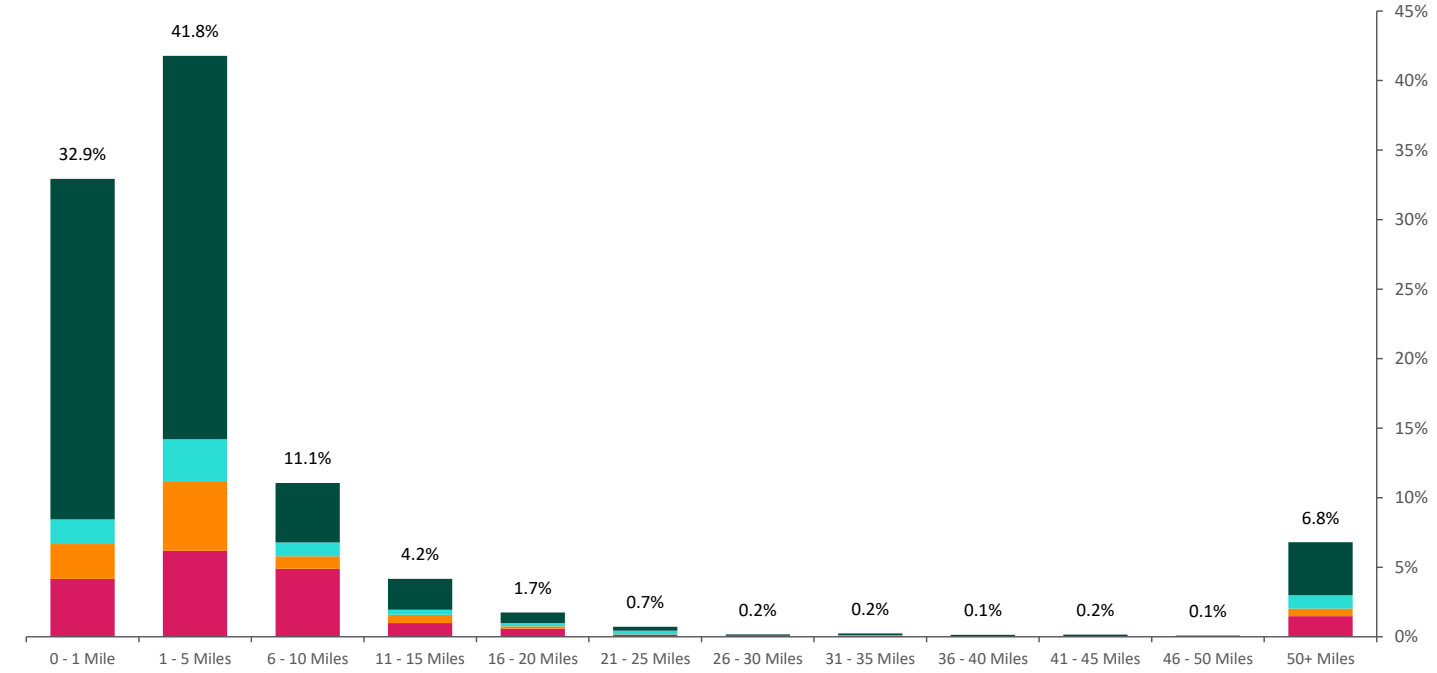
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Polaris Plus Profile



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



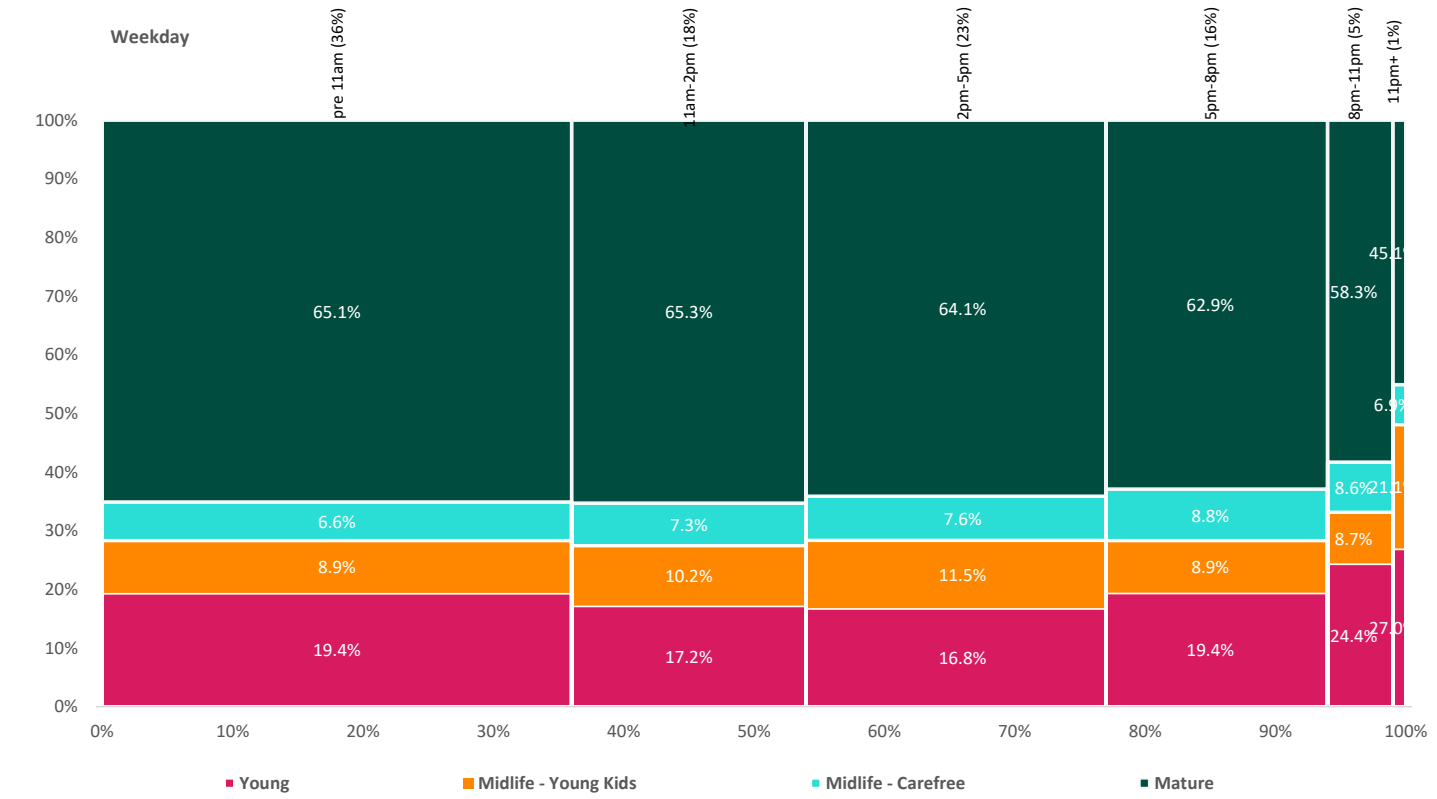
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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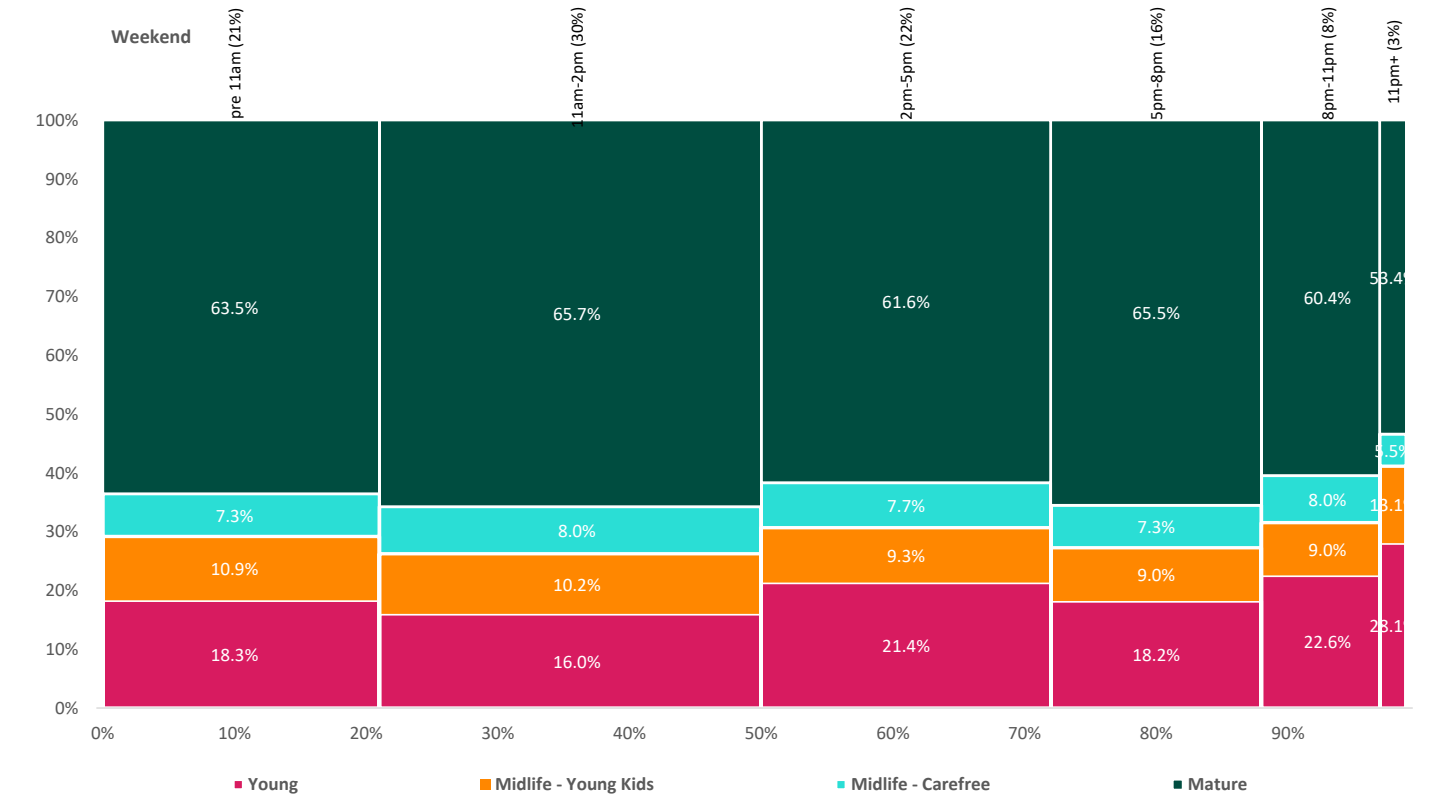
Mobile Data Summary - Lambs Arms Crawcrook

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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 - Lambs Arms Crawcrook

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Polaris Profile by Catchment

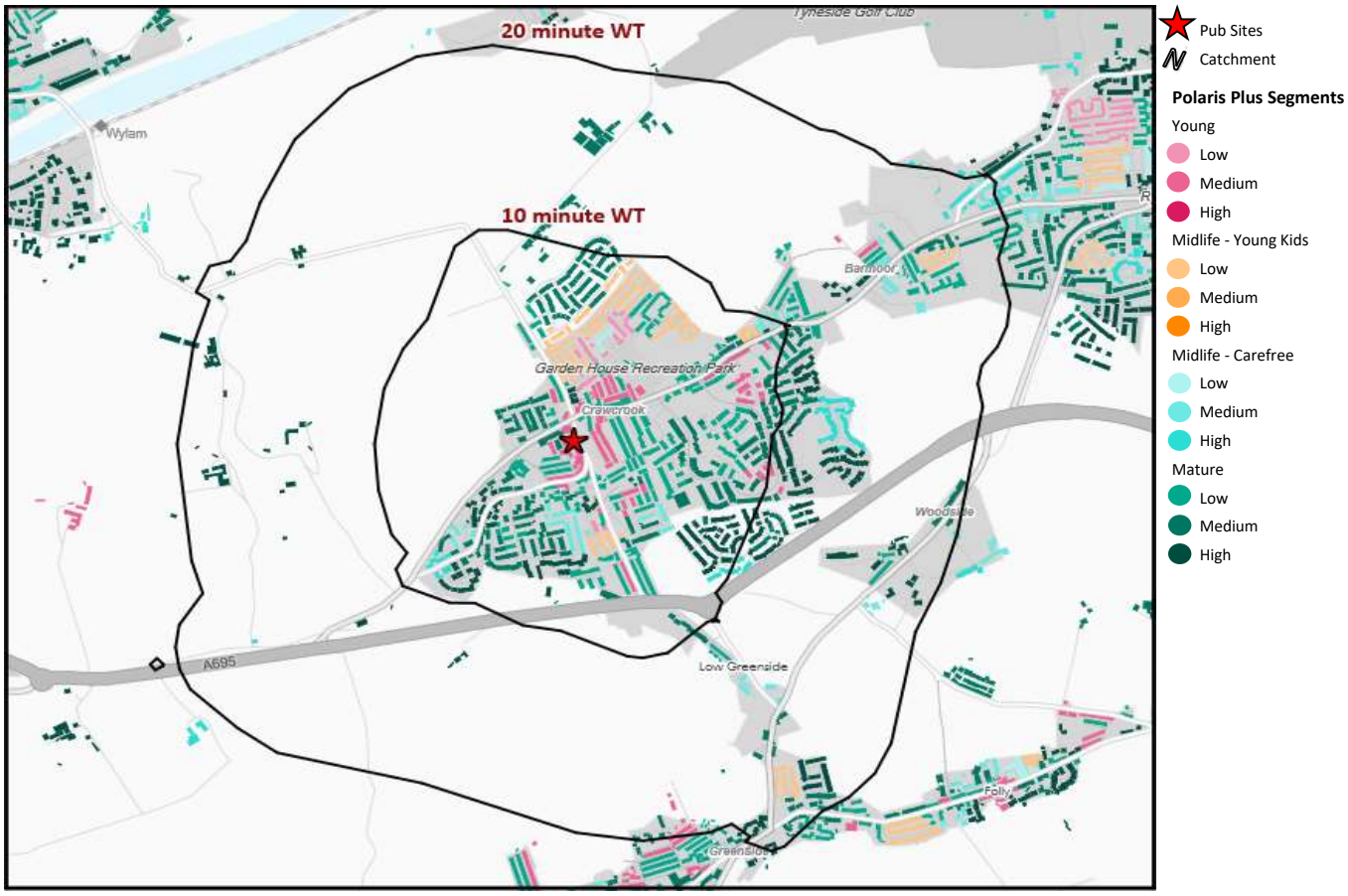
*WT= Walktime, **DT= Drivetime

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	540	573	76,072	52	41	121
Midlife - Young Kids	372	447	26,053	90	81	104
Midlife - Carefree	198	394	25,724	33	50	71
Mature	2,510	3,431	98,185	149	154	97
Not Private Households	178	178	3,139	357	270	104
Total	3,798	5,023	229,173			

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Polaris Plus Summary - Lambs Arms Crawcrook

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Polaris Plus Profile by Catchment

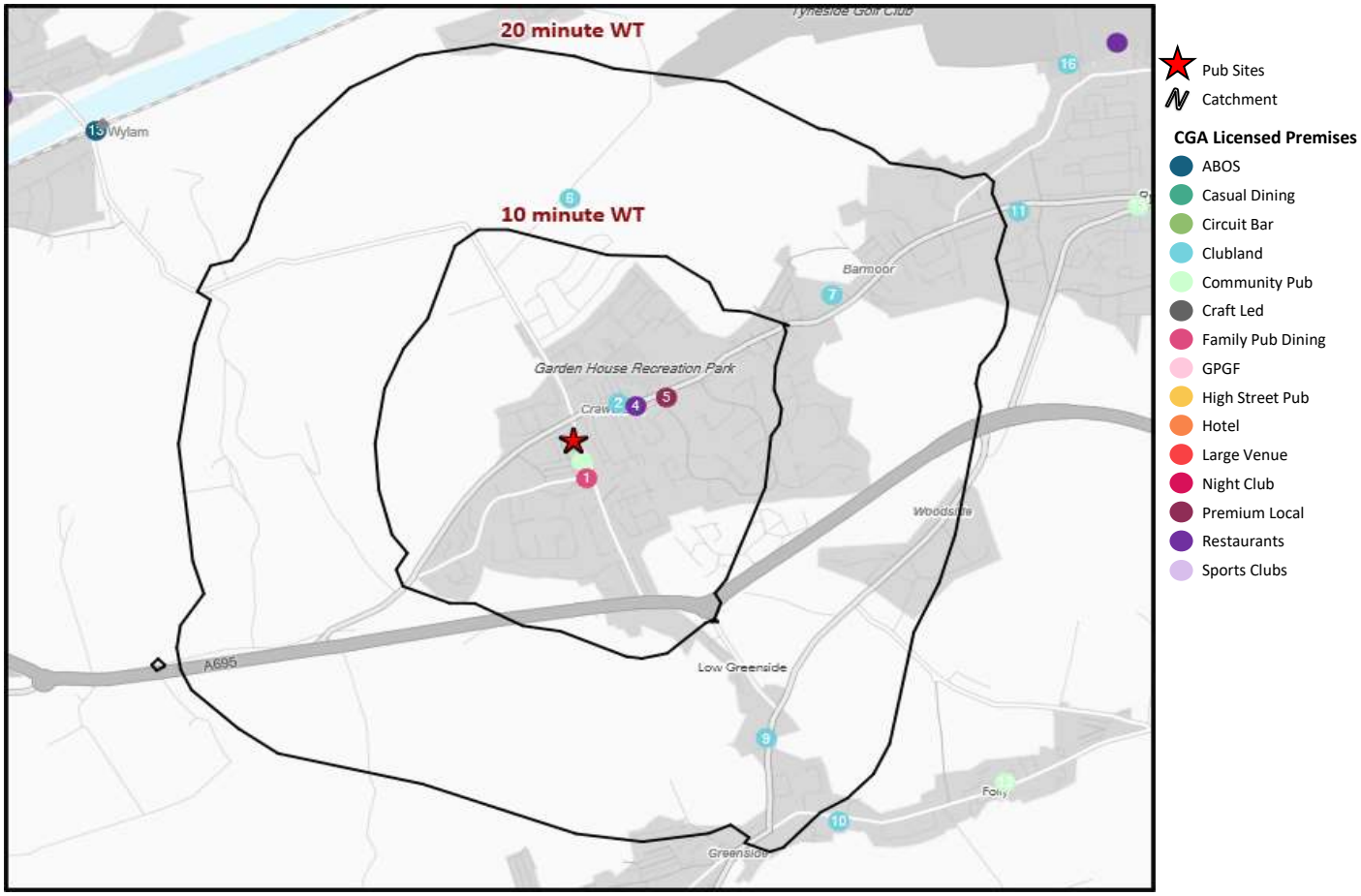
*WT= Walktime, **DT= Drivetime

	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	79	79	39,466	21	16	175
Medium	461	494	31,913	111	90	127
High	0	0	4,693	0	0	30
Midlife - Young Kids						
Low	372	447	20,428	179	162	162
Medium	0	0	5,557	0	0	56
High	0	0	68	0	0	3
Midlife - Carefree						
Low	23	23	12,846	14	11	133
Medium	161	220	6,873	59	61	42
High	14	151	6,005	8	67	59
Mature						
Low	1,093	1,434	35,475	210	208	113
Medium	1,039	1,304	37,778	175	166	105
High	378	693	24,932	66	92	73
Not Private Households	178	178	3,139	357	270	104
Total	3,798	5,023	229,173			

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CGA Summary - Lambs Arms Crawcrook

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Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Lambs Arms	NE40 4HJ	Star Pubs & Bars	Community Pub	0.0
1	Rising Sun	NE40 4EE	Stonegate Pub Company	Family Pub Dining	0.1
2	Crawcrook Social Club	NE40 4NB	Independent Free	Clubland	0.1
2	Crawcrook Catholic Club	NE40 4NB	Independent Free	Clubland	0.1
4	Crawcrook Tandoori	NE40 4TX	Independent Free	Restaurants	0.1
5	Fox And Hound	NE40 4TR	Admiral Taverns Ltd	Premium Local	0.2
6	Ryton Football Club	NE40 3SN	Independent Free	Clubland	0.5
7	Ryton Rugby Club	NE40 3AG	Independent Free	Clubland	0.6
7	West Ryton RAOB Club	NE40 3AG	Independent Free	Clubland	0.6
9	Greenside Cricket Club	NE40 4AA	Independent Free	Clubland	0.7
10	Greenside District Social Club	NE40 4SR	Independent Free	Clubland	0.9
11	Ryton Cricket Club	NE40 3BL	Independent Free	Clubland	1.0
12	White Swan	NE40 4SP	Independent Free	Community Pub	1.1
13	Boathouse	NE41 8HR	Independent Free	ABOS	1.1
14	Ryton Golf Club	NE40 3TD	Independent Free	Clubland	1.1
15	Lane Head	NE40 3NA	Independent Free	Community Pub	1.2
16	Tyneside Golf Club	NE40 3QE	Independent Free	Clubland	1.2

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Per Pub Analysis - Lambs Arms Crawcrook

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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+	3,798	5,023	229,173
Number of Competition Pubs	5	9	295
Adults 18+ per Competition Pub	760	558	777

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	110	2.9%	36
Circuit Bar	0	142	3.7%	92
Community Pub	1	1,108	29.2%	153
Craft Led	0	71	1.9%	54
Great Pub Great Food	0	448	11.8%	67
High Street Pub	0	1,000	26.3%	143
Premium Local	1	557	14.7%	89

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	147	2.9%	36
Circuit Bar	0	171	3.4%	84
Community Pub	1	1,416	28.2%	147
Craft Led	0	76	1.5%	44
Great Pub Great Food	0	717	14.3%	81
High Street Pub	0	1,255	25.0%	136
Premium Local	2	820	16.3%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	35	14,419	6.3%	78
Circuit Bar	22	11,880	5.2%	128
Community Pub	44	55,277	24.1%	126
Craft Led	0	7,709	3.4%	97
Great Pub Great Food	14	30,007	13.1%	74
High Street Pub	35	53,282	23.2%	126
Premium Local	22	33,741	14.7%	89

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CACI

Glossary

star PUBS&BARS

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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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