

Catchment Summary - Old Volunteer

Over GB Average

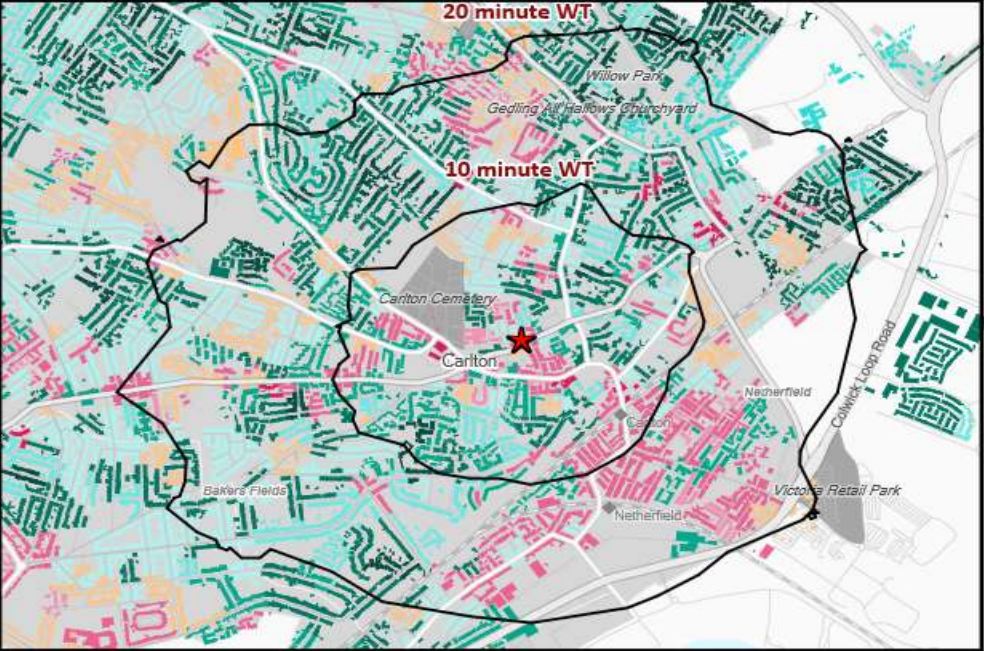
Around GB Average

Under GB Average

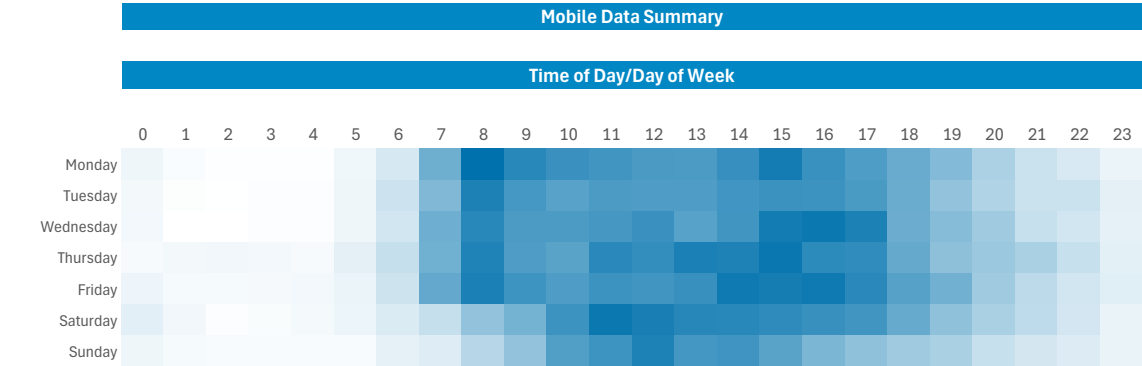
*WT= Walktime

**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		7,574	27,176	385,395	144	140	92
Adults 18+		6,155	21,887	311,795	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		9	13	369	138	135	93
Adults 18+ per Competition Pub		684	1,684	845	47	30	91
% Adults Likely to Drink		77.9%	77.5%	74.8%	77	190	95
					103	103	99
Affluence	Low	42.6%	43.1%	38.1%	128	130	115
	Medium	50.8%	49.1%	40.1%	133	129	105
	High	4.3%	6.7%	20.2%	16	24	73
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£20,422	£20,726	£18,956	96	97	89
Age Profile	18-24	534	1,904	62,830	83	83	193
	25-34	1,102	3,964	55,431	108	108	106
	35-44	1,068	3,685	50,453	105	101	97
	45-64	2,028	7,194	85,690	106	105	88
	65+	1,423	5,140	57,391	98	99	78



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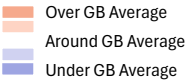
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,779	5,350	136,410	104	88	157
Midlife - Young Kid	492	2,276	31,185	73	95	92
Midlife - Carefree	1,402	4,818	40,832	144	140	83
Mature	2,343	9,199	98,121	86	95	71
Not Private Households	139	244	5,247	18,665	9,214	13,909
Total	6,155	21,887	311,795			



Per Pub - Old Volunteer

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,155	21,887	311,795
Number of Competition Pubs	9	13	369
Adults 18+ per Competition Pub	684	1,684	845

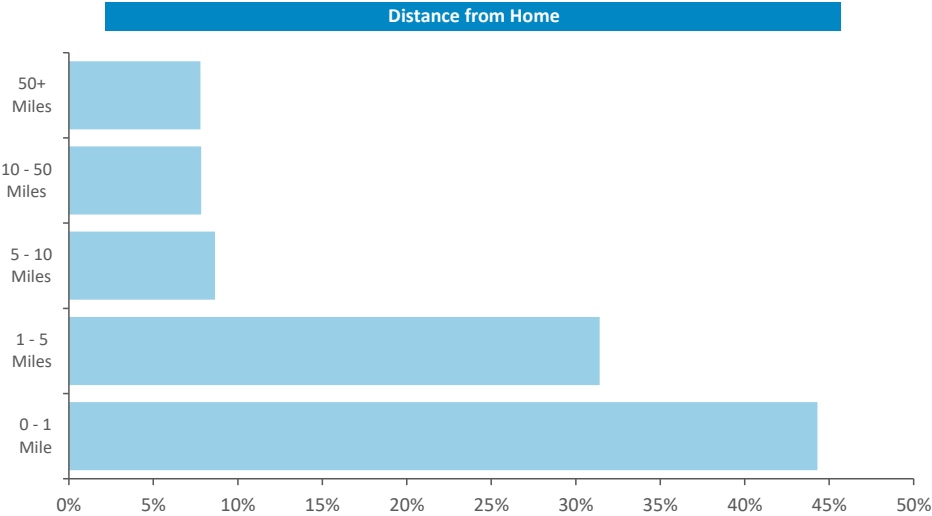
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	313	5.1%	61
Circuit Bar	0	273	4.4%	106
Community Pub	6	1,312	21.3%	109
Craft Led	0	240	3.9%	109
Great Pub Great Food	0	530	8.6%	47
High Street Pub	0	1,277	20.8%	110
Premium Local	2	668	10.9%	64

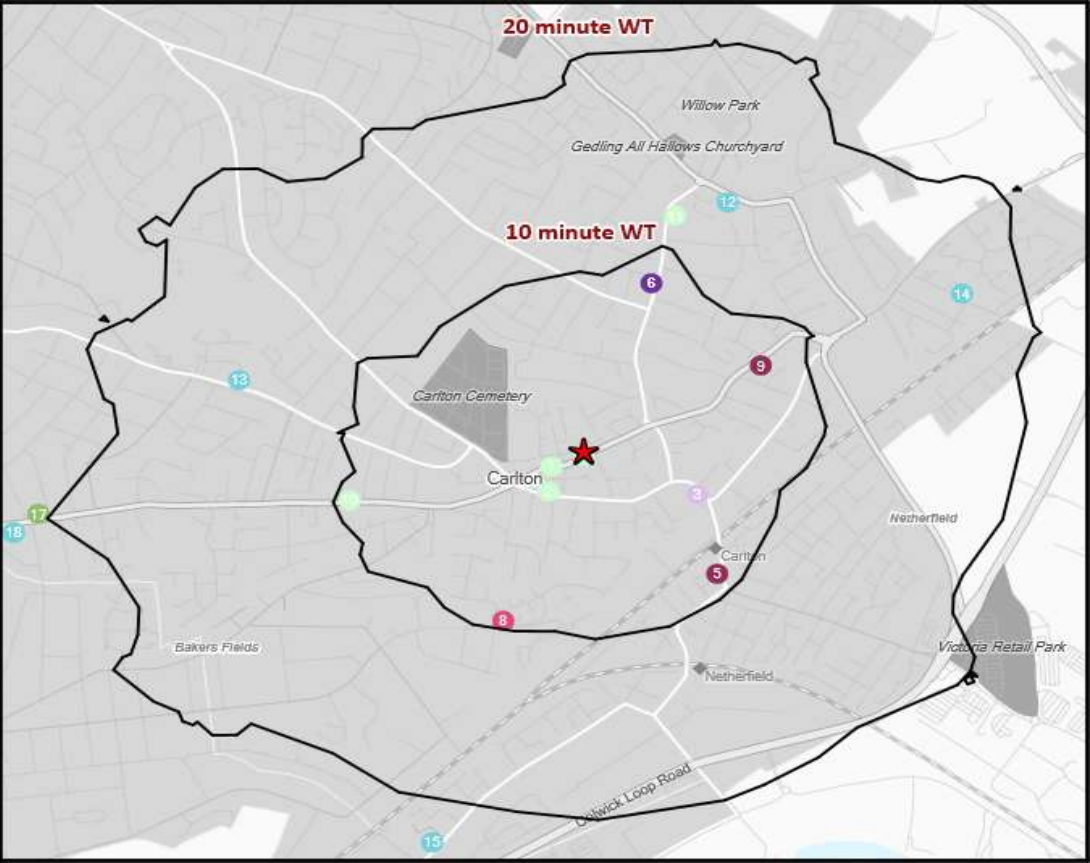
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	984	4.5%	54
Circuit Bar	0	840	3.8%	92
Community Pub	7	4,802	21.9%	112
Craft Led	0	723	3.3%	92
Great Pub Great Food	0	2,208	10.1%	55
High Street Pub	0	4,659	21.3%	113
Premium Local	2	2,731	12.5%	74

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	62	27,785	8.9%	107
Circuit Bar	42	16,625	5.3%	128
Community Pub	37	57,597	18.5%	94
Craft Led	0	16,211	5.2%	145
Great Pub Great Food	32	48,044	15.4%	85
High Street Pub	48	59,672	19.1%	101
Premium Local	37	47,413	15.2%	90



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Competition - Old Volunteer



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
11	Gedling	NG 4 3HL	Star Pubs & Bars	Community Pu	21.1%	0.52
16	Toby Carvery	NG 2 4BP	Mitchells & Butlers	Family Pub Din	15.4%	0.97
17	Free Man	NG 4 1JD	Wetherspoons GB	Circuit Bar	11.9%	1.03
6	Willowbrook	NG 4 3HQ	Castle Rock	Community Pu	9.3%	0.38
20	Starting Gate	NG 2 4DX	Greene King	Family Pub Din	7.2%	1.09
9	Inn For A Penny	NG 4 3GP	Greene King	Premium Local	6.0%	0.38
15	Vale Social Club	NG 4 2ED	Independent Free	Clubland	5.9%	0.85
18	Top Spot Snooker Club	NG 4 1JE	Independent Free	Clubland	5.2%	1.08
0	Old Volunteer	NG 4 3DQ	Star Pubs & Bars	Community Pu	4.9%	0.00
10	Nags Head	NG 4 1FN	Punch Pub Company	Community Pu	3.2%	0.45
5	Its In The Bank	NG 4 2HE	Independent Free	Premium Local	2.4%	0.35
8	Elwes Arms	NG 4 1DH	Stonegate Pub Company	Family Pub Din	2.3%	0.38
1	Beacon Hill	NG 4 3DT	Star Pubs & Bars	Community Pu	1.7%	0.07
3	Fox & Hounds Hotel	NG 4 3AT	Stonegate Pub Company	Community Pu	1.2%	0.23
6	Paprika Indian Restaurant	NG 4 3HQ	Independent Free	Restaurants	0.9%	0.38
14	Carlton Town Football Club	NG 4 2QS	Independent Free	Clubland	0.8%	0.78
12	Gedling Club & Institute	NG 4 3HG	Independent Free	Clubland	0.4%	0.59
2	Steve's Bar	NG 4 3BP	Independent Free	Community Pu	0.0%	0.10
3	Crossing Social Club	NG 4 3AT	Independent Free	Sports Clubs	0.0%	0.23
13	Gedling & District Indoor Bowls Cl	NG 4 1RL	Independent Free	Clubland	0.0%	0.66
18	Carlton & District Liberal Club	NG 4 1JE	Independent Free	Clubland	0.0%	1.08

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

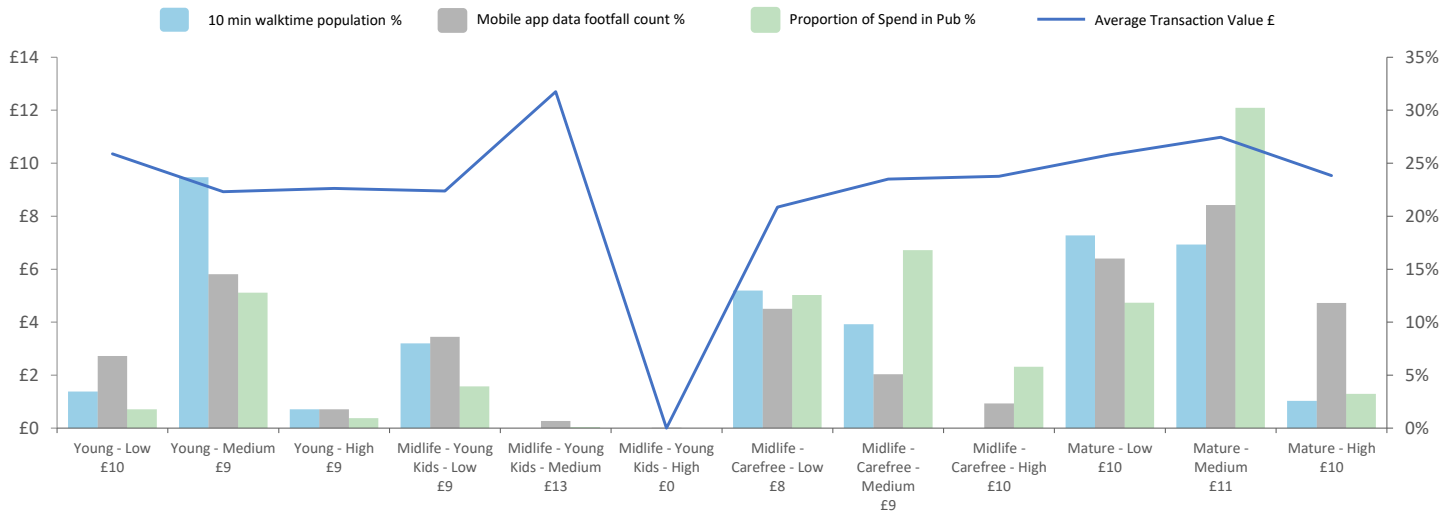
Catchment Summary - Old Volunteer

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
86073	Old Volunteer	NG 4 3DQ	Star Pubs & Bars	Community Pub	9



Polarix Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Old Volunteer



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

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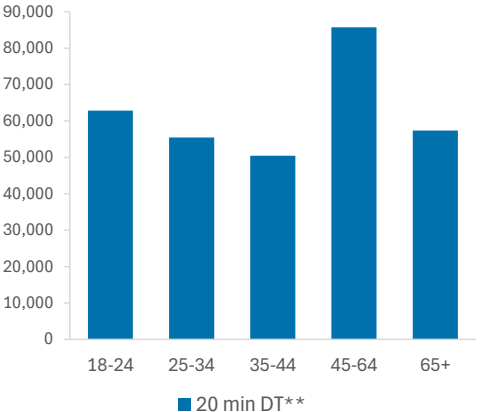
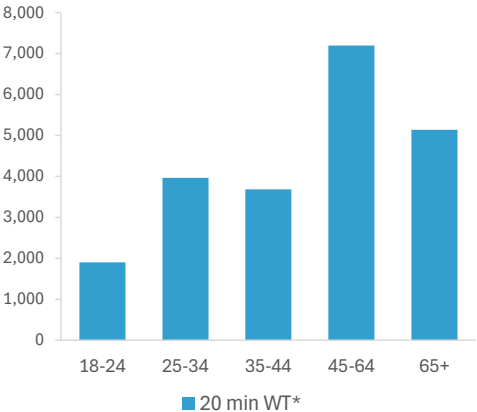
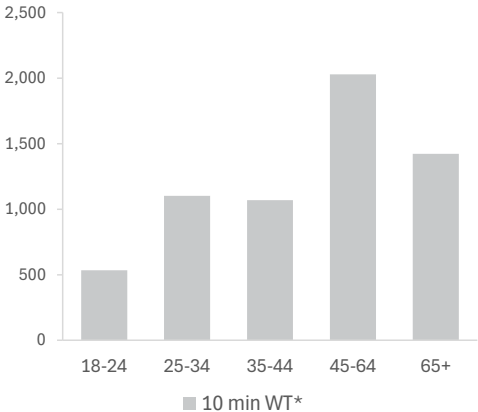
Population & Adults 18+ index is based on all pubs

Affluence	Low	42.6%	43.1%	38.1%	128	130	115
	Medium	50.8%	49.1%	40.1%	133	129	105
	High	4.3%	6.7%	20.2%	16	24	73

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£20,422	£20,726	£18,956	96	97	89
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Age Profile	18-24	534	1,904	62,830	83	83	193
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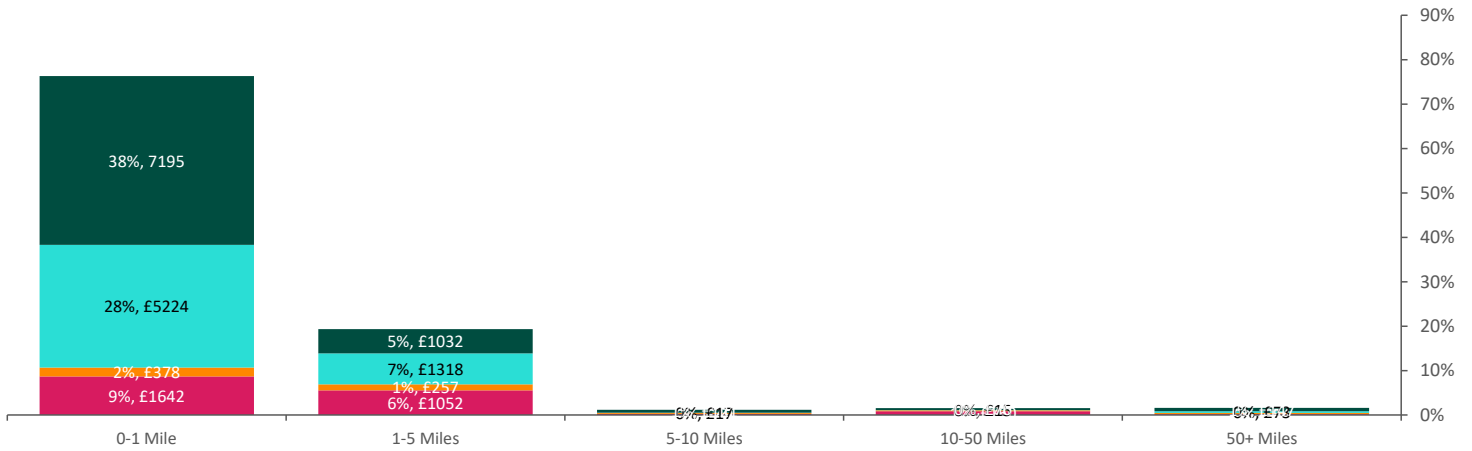


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,701 (49%)	13,349 (49%)	190,848 (50%)	100	100	101
	Female	3,873 (51%)	13,827 (51%)	194,547 (50%)	100	100	99
Economic Status (16+)	Employed: Full-time	2,333 (37%)	8,202 (36%)	100,582 (31%)	107	106	92
	Employed: Part-time	863 (14%)	3,074 (14%)	36,673 (11%)	112	113	94
	Self employed	485 (8%)	1,832 (8%)	23,291 (7%)	83	89	79
	Unemployed	151 (2%)	575 (3%)	8,948 (3%)	93	100	109
	Full-time student	95 (1%)	343 (2%)	14,871 (5%)	63	64	196
	Retired	1,446 (23%)	4,929 (22%)	54,668 (17%)	104	100	78
	Other	984 (15%)	3,549 (16%)	81,406 (25%)	88	90	145
Total Worker Count		2,354	11,034	163,964			

See the Glossary page for further information on the above variables

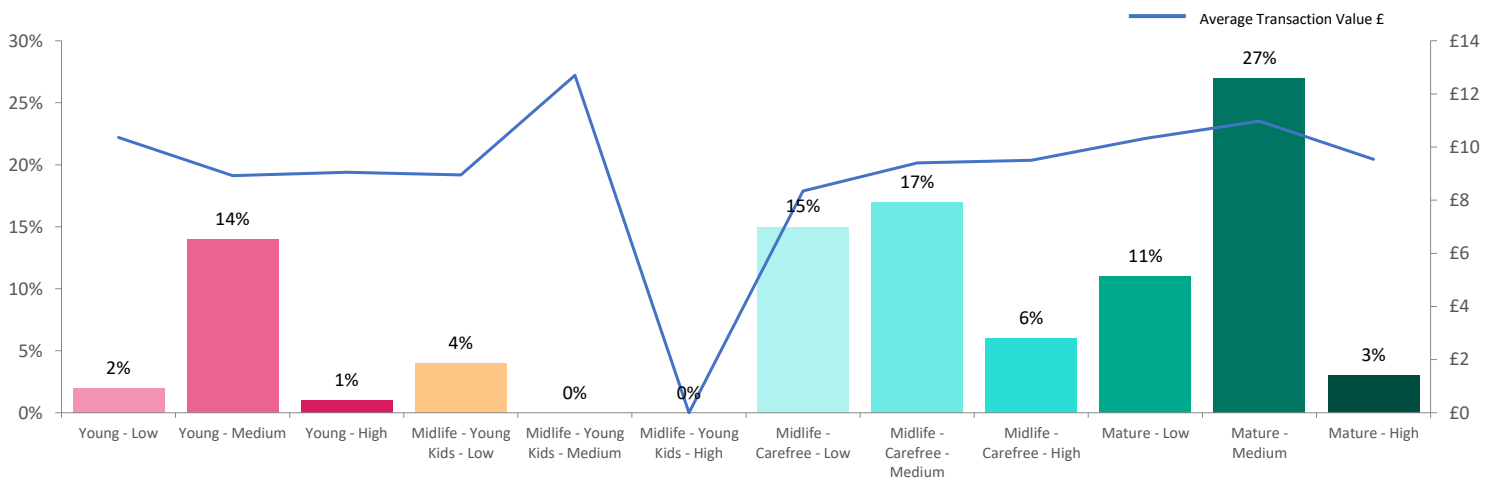
Transactional Data Summary - Old Volunteer

Spend by Polaris and Distance from Home



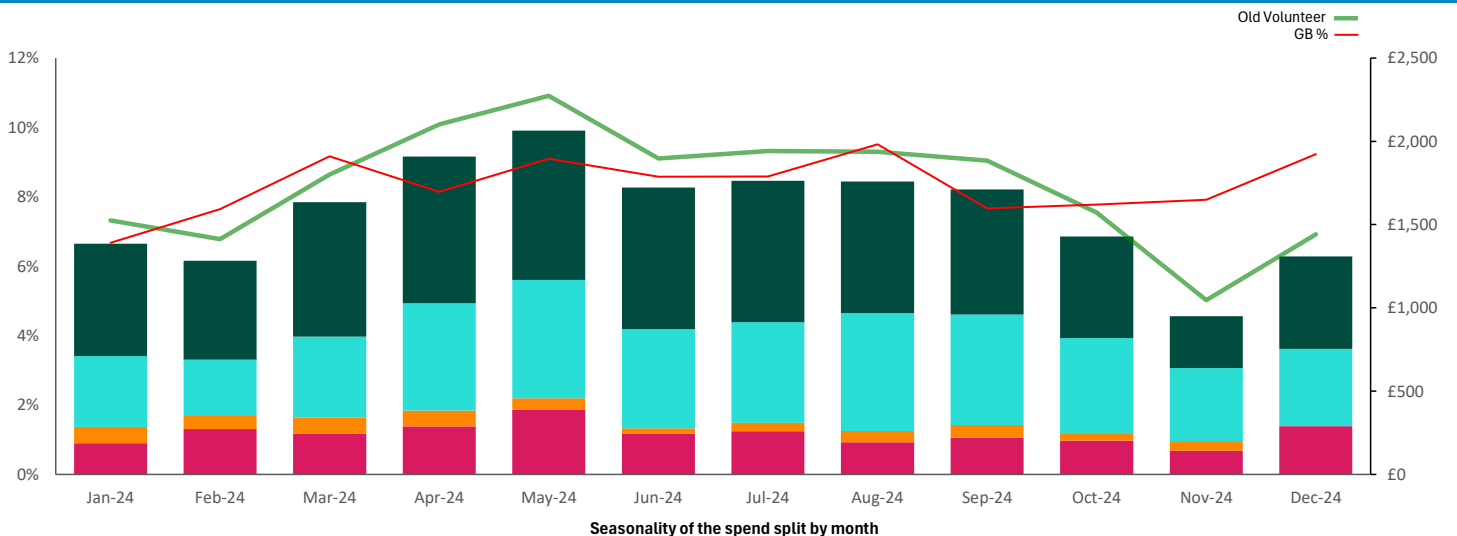
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



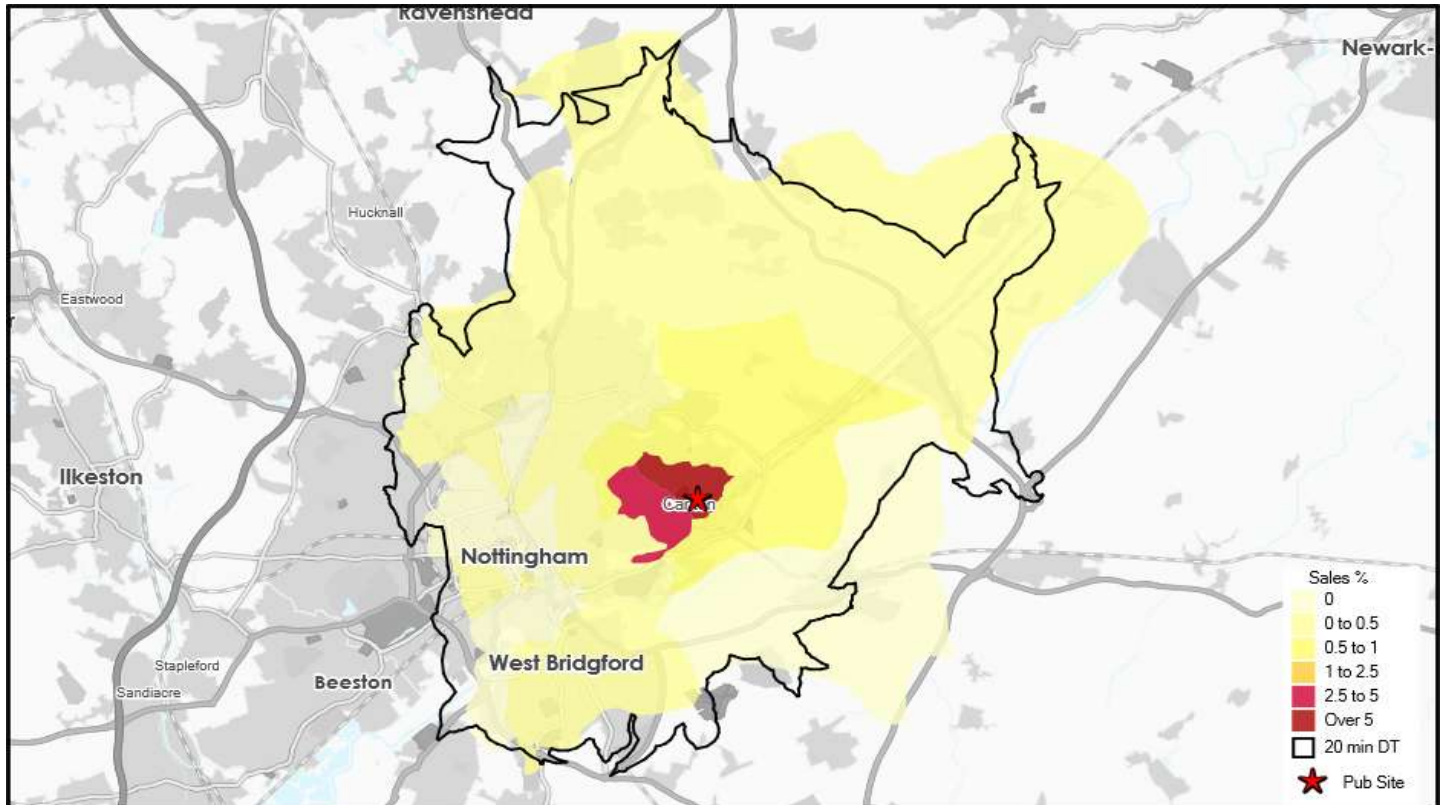
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



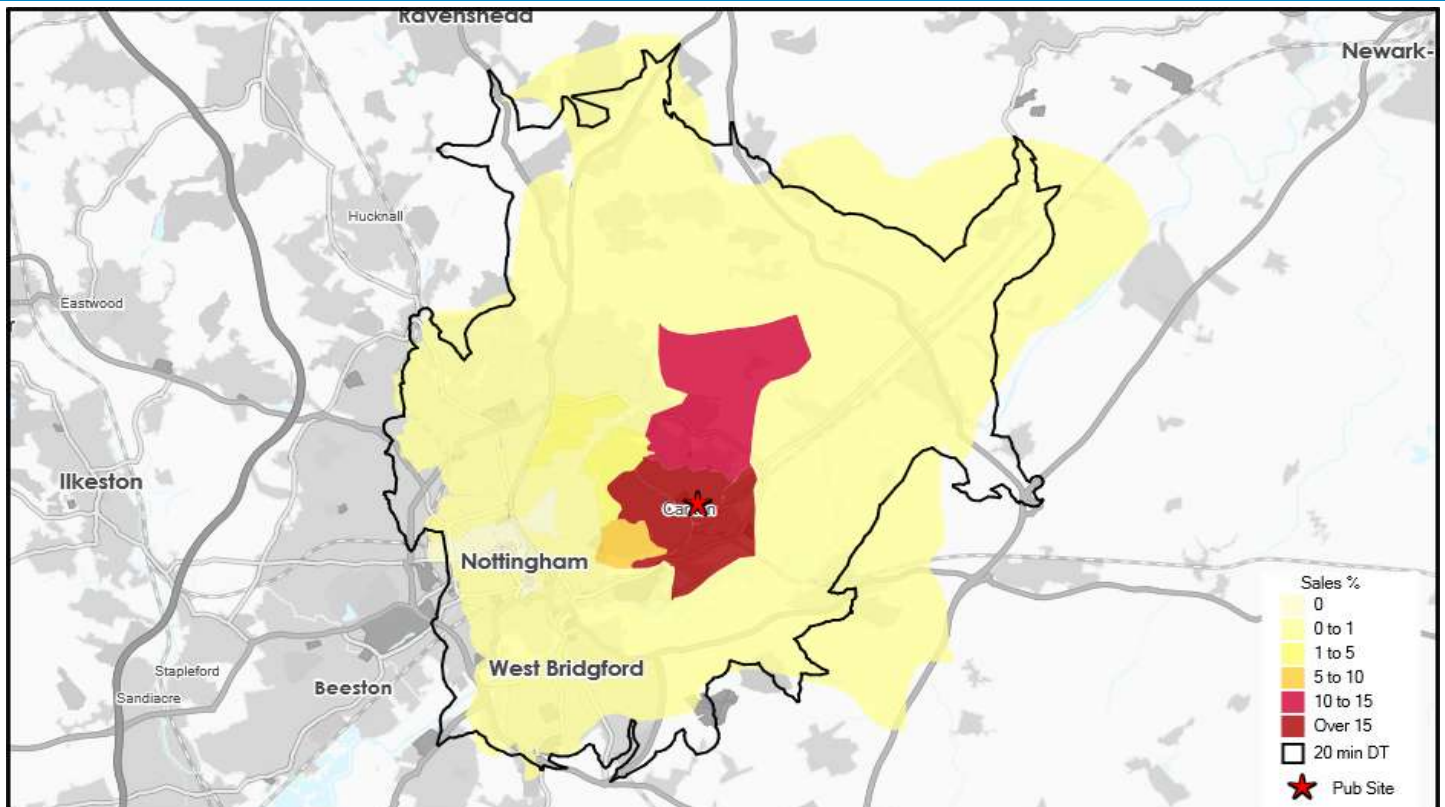
Seasonality of the spend split by month

Old Volunteer Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

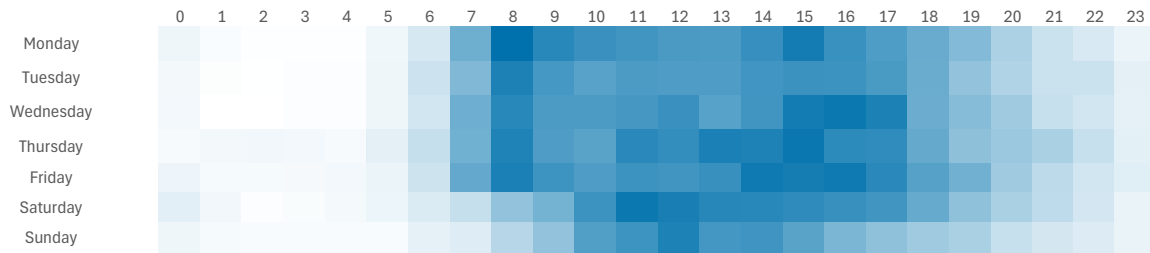
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Old Volunteer



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

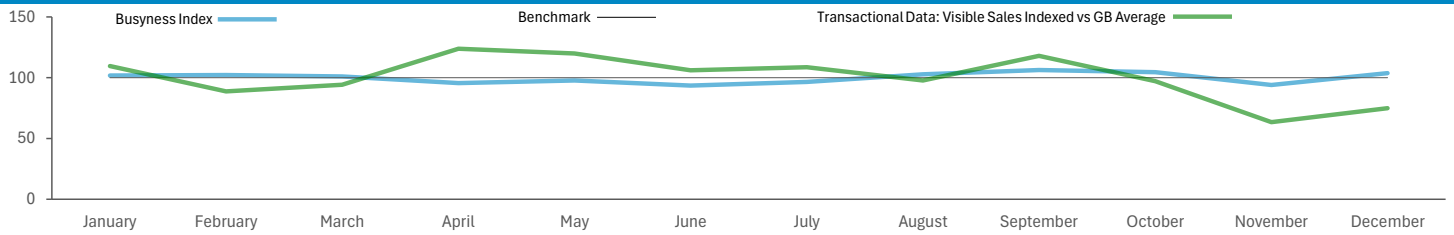
Mobile Data Summary - Old Volunteer

Time of Day/Day of Week



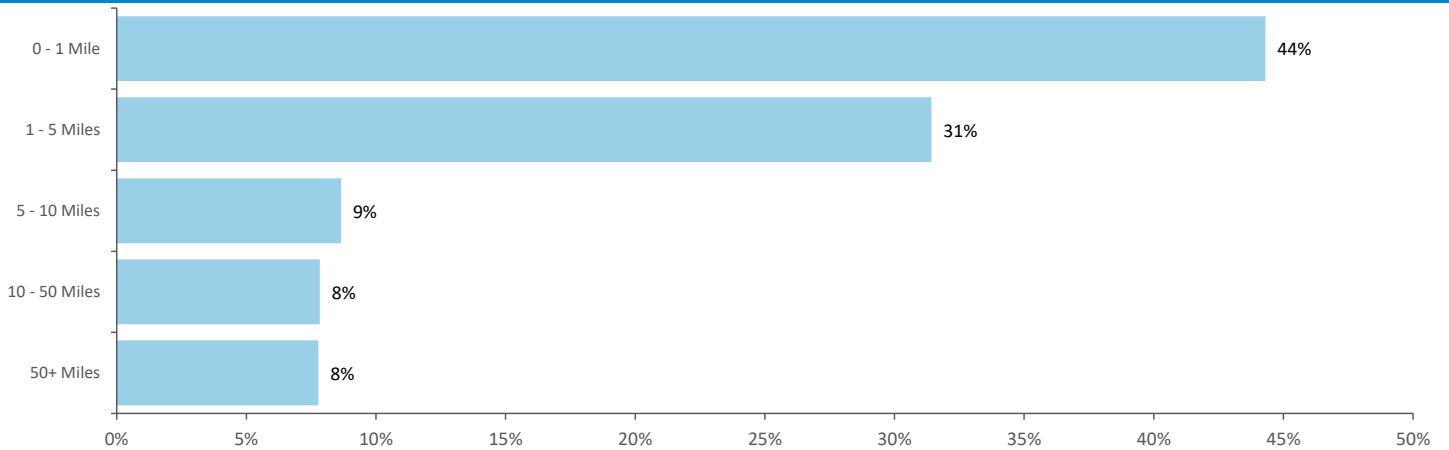
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

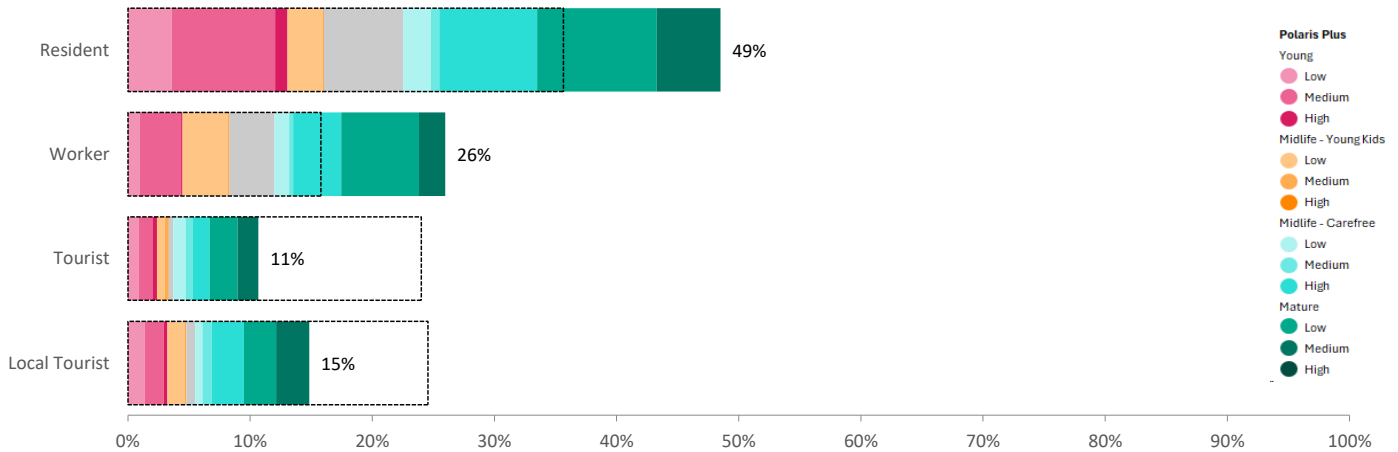
Distance from Home



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

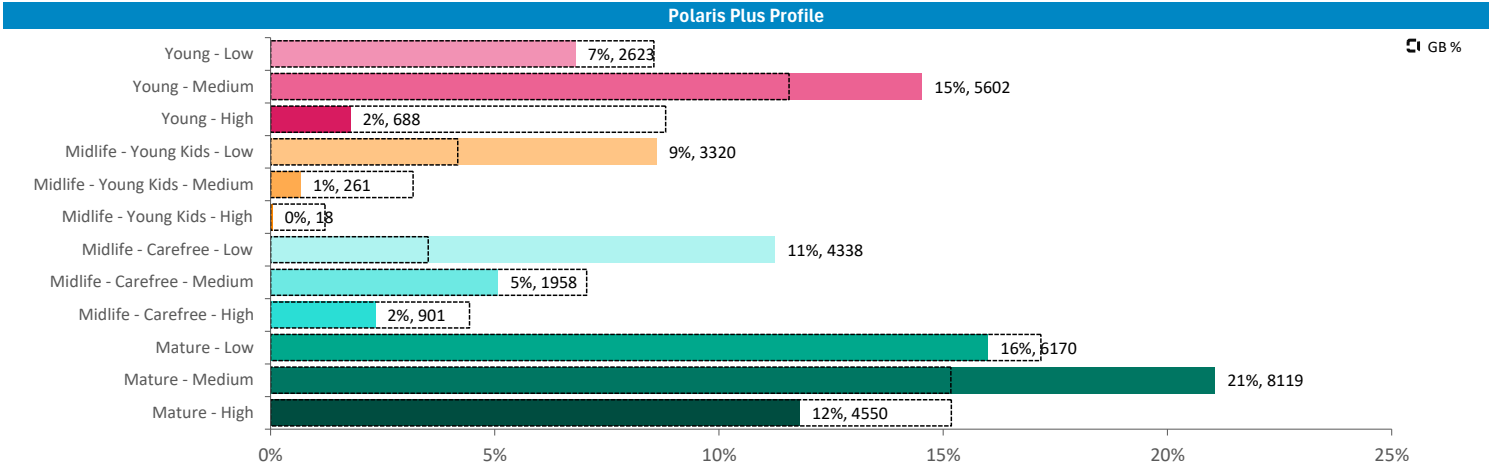
Audience Classification by Polaris Plus

Base: GB

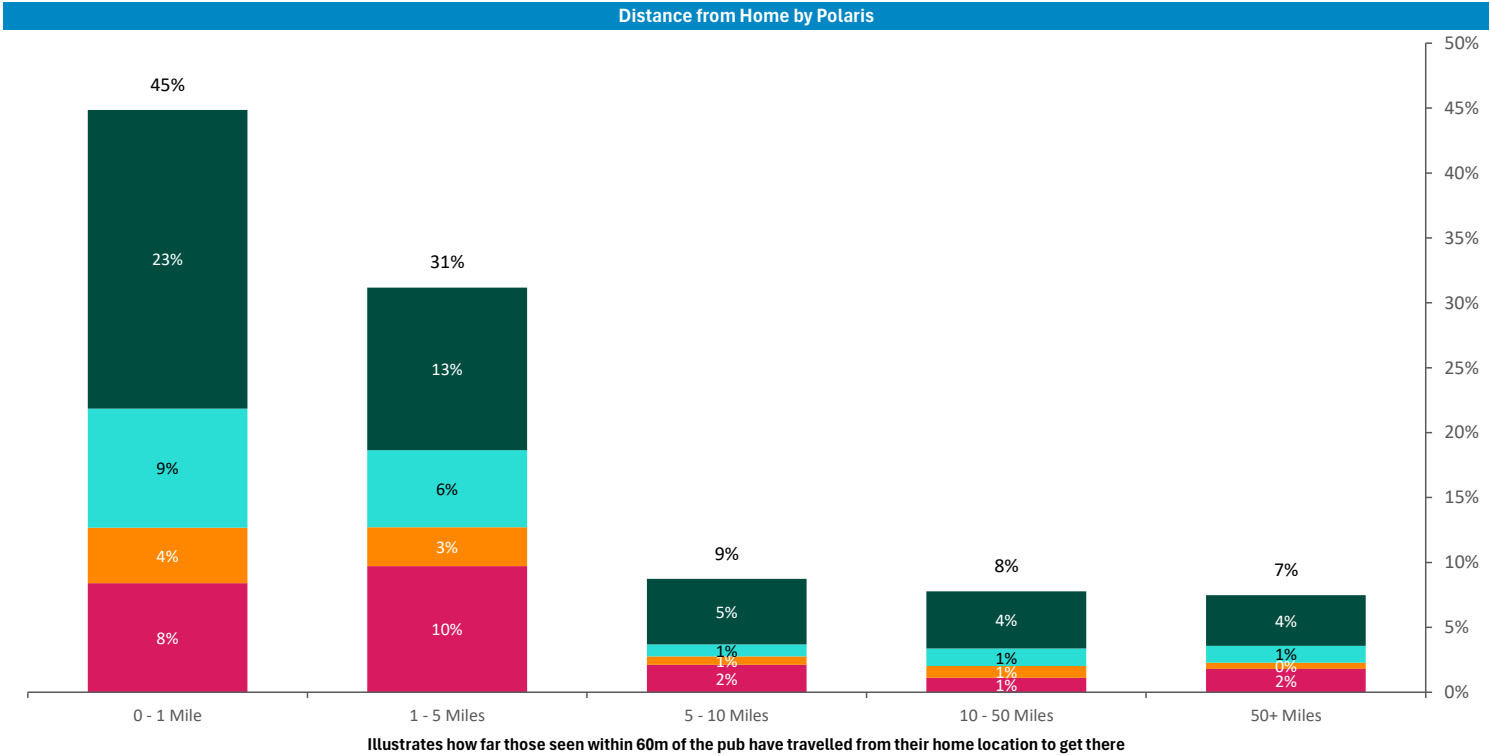


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Old Volunteer



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

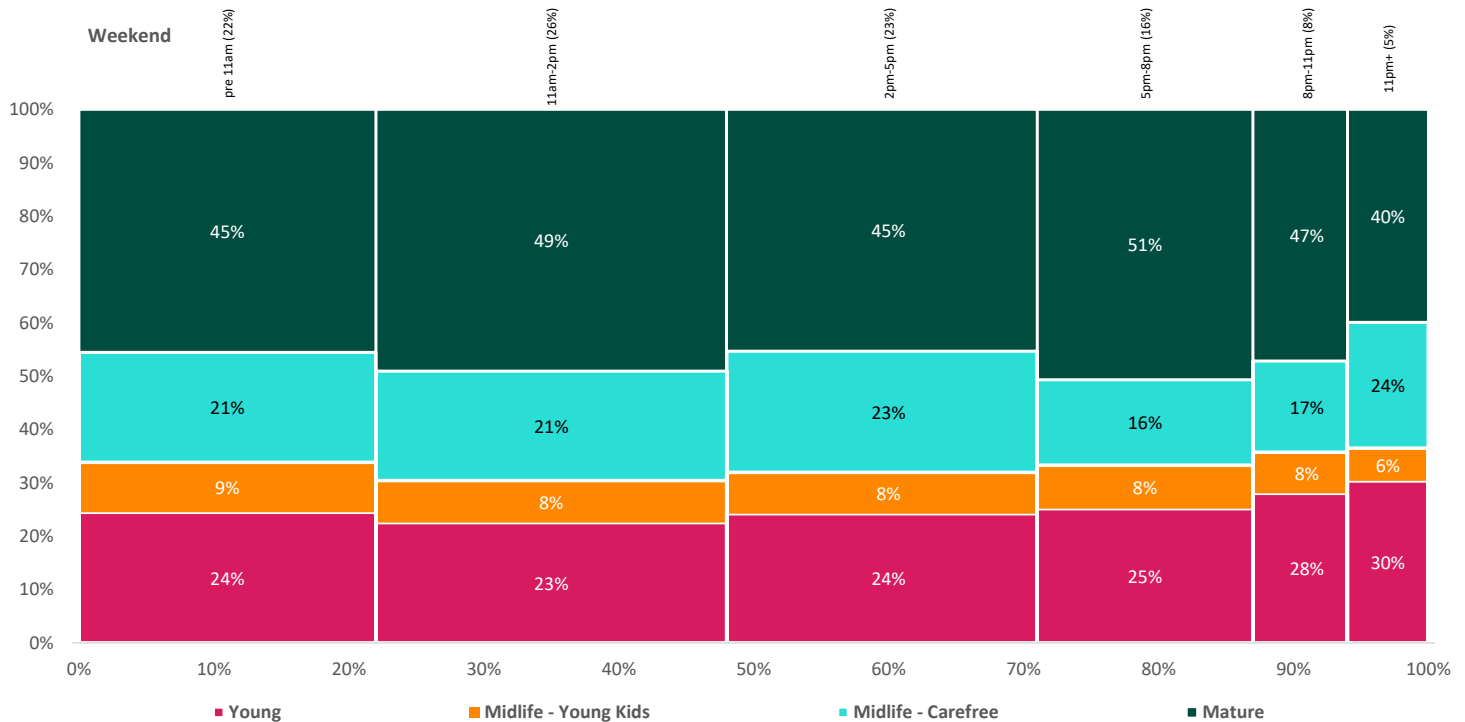


Time of Day by Polaris: Weekday (Monday to Friday)



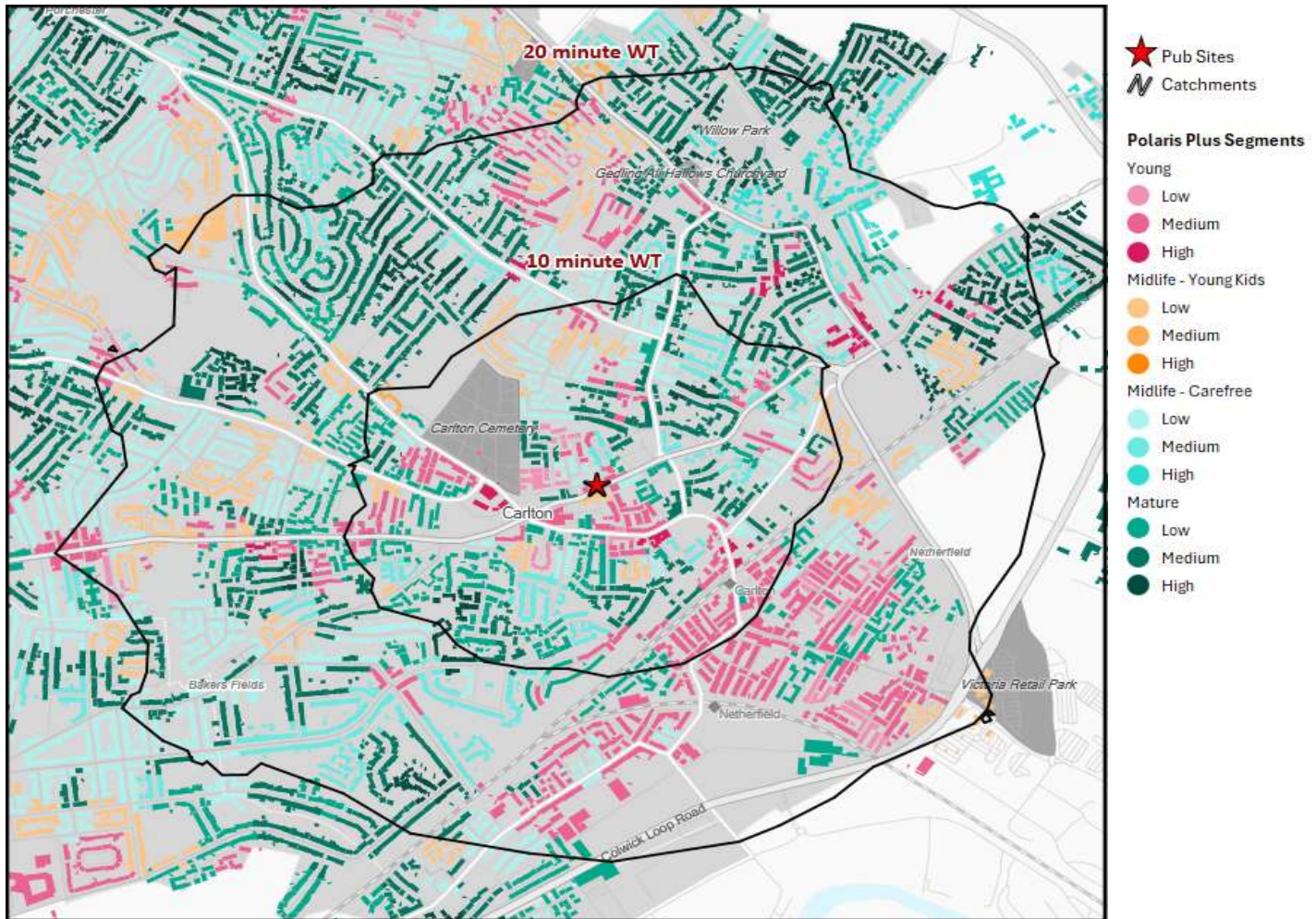
Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	4,825	3,442	3,827	2,874	1,205	551	16,725
Midlife - Carefree	1,930	1,272	1,476	1,091	525	316	6,610
Midlife - Young Kids	959	499	740	501	225	104	3,028
Young	2,469	1,604	1,756	1,305	718	397	8,248
All	10,183	6,817	7,799	5,771	2,672	1,369	34,610

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,202	1,525	1,210	942	427	241	5,547
Midlife - Young Kids	546	641	608	299	155	143	2,392
Midlife - Carefree	247	245	208	152	70	37	959
Mature	647	703	647	468	254	184	2,903
All	2,641	3,115	2,672	1,862	905	606	11,801

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



Polaris Plus Profile by Catchment

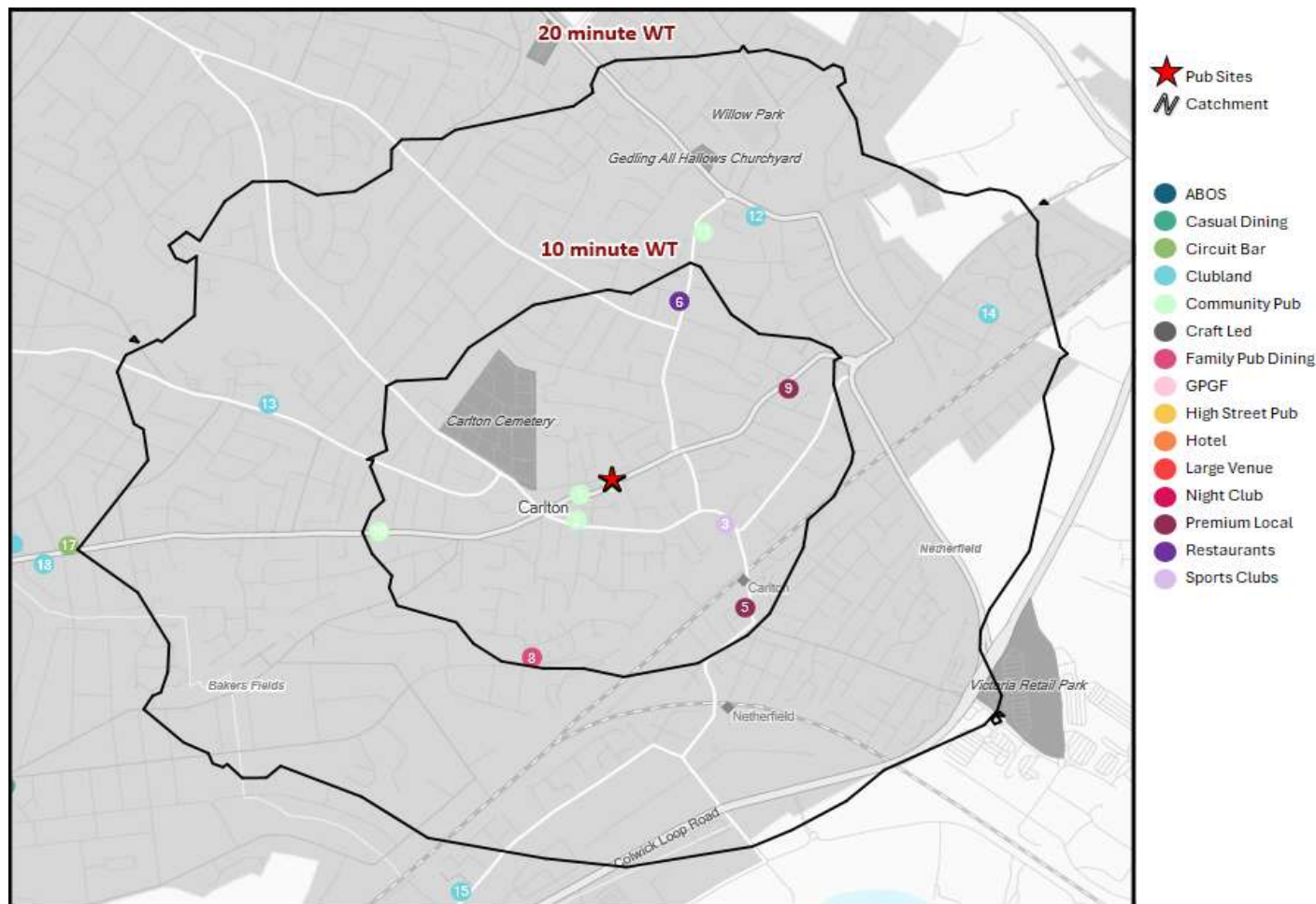
Polaris Plus Segment	Population Count			Index vs GB average		
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Young						
Low	213	658	44,295	35	31	144
Medium	1,457	4,446	75,640	212	182	217
High	109	246	16,475	26	17	78
Midlife - Young Kids						
Low	492	2,219	26,292	146	185	154
Medium	0	57	4,679	0	6	35
High	0	0	214	0	0	6
Midlife - Carefree						
Low	799	3,161	21,889	311	346	168
Medium	603	1,535	11,313	138	98	51
High	0	122	7,630	0	12	55
Mature						
Low	1,119	3,396	26,218	133	113	61
Medium	1,066	4,704	33,391	111	138	69
High	158	1,099	38,512	17	33	82
Not Private Households	139	244	5,247	187	92	139
Total	6,155	21,887	311,795			

*WT= Walktime, **DT= Drivetime

Over GB Average (Orange)

Around GB Average (Light Blue)

Under GB Average (Dark Blue)



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Old Volunteer	NG 4 3DQ	Star Pubs & Bars	Community Pub	4.9%	95.0%	0.00
1	Beacon Hill	NG 4 3DT	Star Pubs & Bars	Community Pub	1.7%	87.6%	0.07
2	Steve's Bar	NG 4 3BP	Independent Free	Community Pub	0.0%	0.0%	0.10
3	Fox & Hounds Hotel	NG 4 3AT	Stonegate Pub Company	Community Pub	1.2%	93.0%	0.23
3	Crossing Social Club	NG 4 3AT	Independent Free	Sports Clubs	0.0%	0.0%	0.23
5	Its In The Bank	NG 4 2HE	Independent Free	Premium Local	2.4%	80.8%	0.35
6	Willowbrook	NG 4 3HQ	Castle Rock	Community Pub	9.3%	94.9%	0.38
6	Paprika Indian Restaurant	NG 4 3HQ	Independent Free	Restaurants	0.9%	68.9%	0.38
8	Elwes Arms	NG 4 1DH	Stonegate Pub Company	Family Pub Dining	2.3%	91.1%	0.38
9	Inn For A Penny	NG 4 3GP	Greene King	Premium Local	6.0%	89.7%	0.38
10	Nags Head	NG 4 1FN	Punch Pub Company	Community Pub	3.2%	98.8%	0.45
11	Gedling	NG 4 3HL	Star Pubs & Bars	Community Pub	21.1%	92.2%	0.52
12	Gedling Club & Institute	NG 4 3HG	Independent Free	Clubland	0.4%	95.8%	0.59
13	Gedling & District Indoor Bowls Club	NG 4 1RL	Independent Free	Clubland	0.0%	0.0%	0.66
14	Carlton Town Football Club	NG 4 2QS	Independent Free	Clubland	0.8%	51.9%	0.78
15	Vale Social Club	NG 4 2ED	Independent Free	Clubland	5.9%	91.8%	0.85
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18	Top Spot Snooker Club	NG 4 1JE	Independent Free	Clubland	5.2%	87.2%	1.08
20	Starting Gate	NG 2 4DX	Greene King	Family Pub Dining	7.2%	81.3%	1.09

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Old Volunteer

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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																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
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																																								
	Index value is >= 105 and < 120																																								
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Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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.																																									
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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.																																									
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