CACI

Catchment Summary - Hope & Anchor Greatham
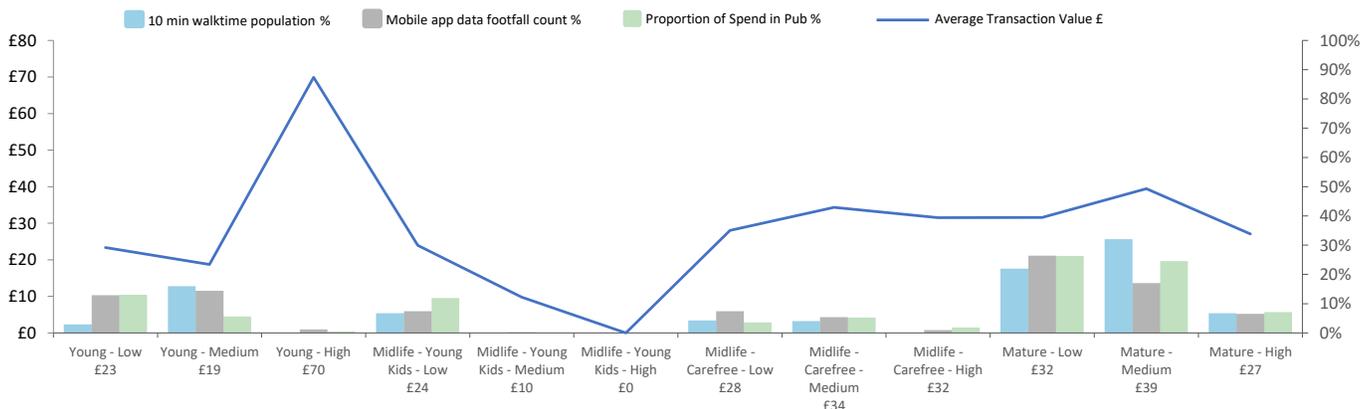
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625922	Hope & Anchor Greatham	TS25 2EN	Star Pubs & Bars	Community Pub	10

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 £

Categories: Young - Low £23, Young - Medium £19, Young - High £70, Midlife - Young Kids - Low £24, Midlife - Young Kids - Medium £10, Midlife - Young Kids - High £0, Midlife - Carefree - Low £28, Midlife - Carefree - Medium £34, Midlife - Carefree - High £32, Mature - Low £32, Mature - Medium £39, Mature - High £27

See the Glossary page for further information on the above variables

Catchment Summary - Hope & Anchor Greatham

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*WT= Walktime, **DT= Drivetime

	Colour key					
	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	1,398	4,550	343,050	26	25	78

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+	1,199	3,932	269,286	27	26	77
	Competition Pubs	3	4	348	17	11	84
	Adults 18+ per Competition Pub	400	983	774	47	114	90
	% Adults Likely to Drink	78.8%	80.5%	75.3%	103	106	99
Affluence	Low	35.9%	21.1%	53.2%	108	64	160
	Medium	52.1%	70.5%	35.4%	137	185	93
	High	6.8%	6.8%	9.7%	25	25	36

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	65	218	27,211	57	59	97
	25-34	111	341	44,891	60	56	98
	35-44	148	448	43,656	80	74	96
	45-64	423	1,371	86,558	118	117	98
	65+	452	1,554	66,970	168	178	102

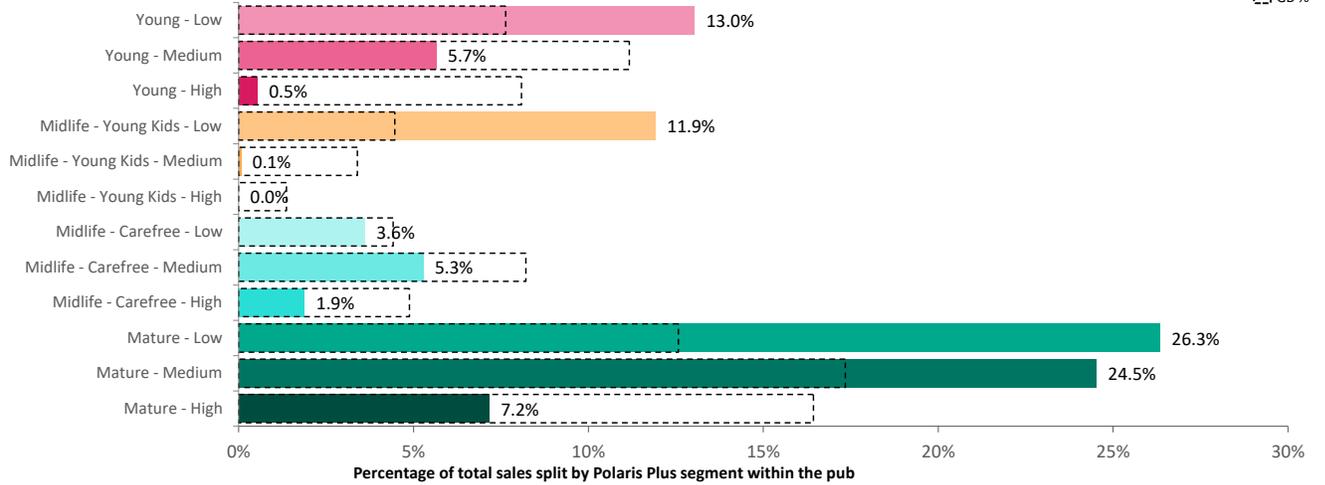|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	635 (45%)	2,176 (48%)	168,691 (49%)	93	98	100
	Female	763 (55%)	2,374 (52%)	174,359 (51%)	107	102	100
Economic Status (16+)	Employed: Full-time	355 (29%)	1,200 (30%)	85,952 (31%)	84	87	90
	Employed: Part-time	145 (12%)	483 (12%)	34,752 (12%)	100	101	105
	Self employed	99 (8%)	269 (7%)	17,228 (6%)	88	73	67
	Unemployed	28 (2%)	72 (2%)	9,942 (4%)	83	65	129
	Full-time student	18 (1%)	49 (1%)	6,703 (2%)	62	51	101
	Retired	429 (35%)	1,569 (39%)	63,735 (23%)	161	179	105
	Other	147 (12%)	372 (9%)	59,818 (22%)	69	53	123
	Total Worker Count	274	767	176,429			

See the Glossary page for further information on the above variables
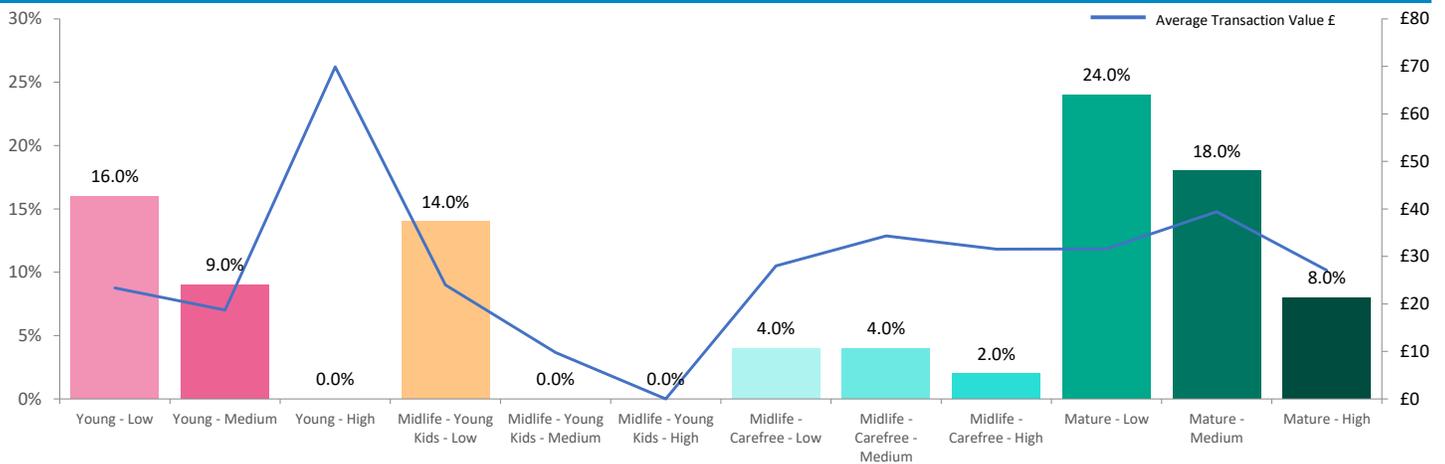
Transactional Data Summary - Hope & Anchor Greatham

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Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	13.0%
Young - Medium	5.7%
Young - High	0.5%
Midlife - Young Kids - Low	11.9%
Midlife - Young Kids - Medium	0.1%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.6%
Midlife - Carefree - Medium	5.3%
Midlife - Carefree - High	1.9%
Mature - Low	26.3%
Mature - Medium	24.5%
Mature - High	7.2%

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

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

Average Transaction Value £

Segment	%
Young - Low	16.0%
Young - Medium	9.0%
Young - High	0.0%
Midlife - Young Kids - Low	14.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	4.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	2.0%
Mature - Low	24.0%
Mature - Medium	18.0%
Mature - High	8.0%

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

Spend by Month and Polaris
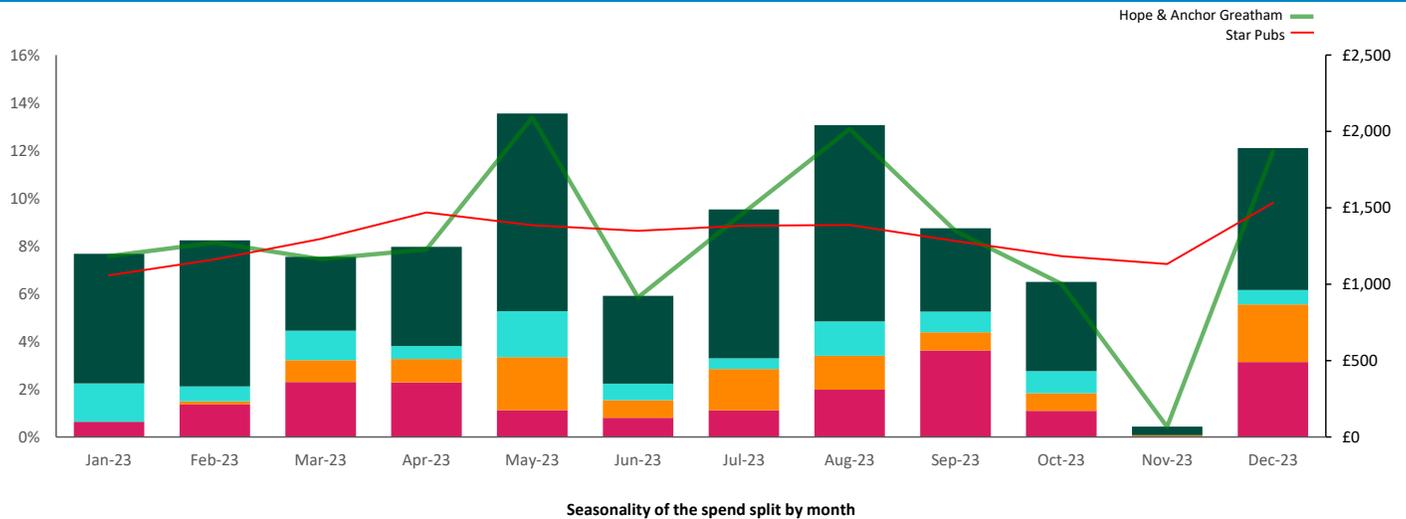
Hope & Anchor Greatham

Star Pubs

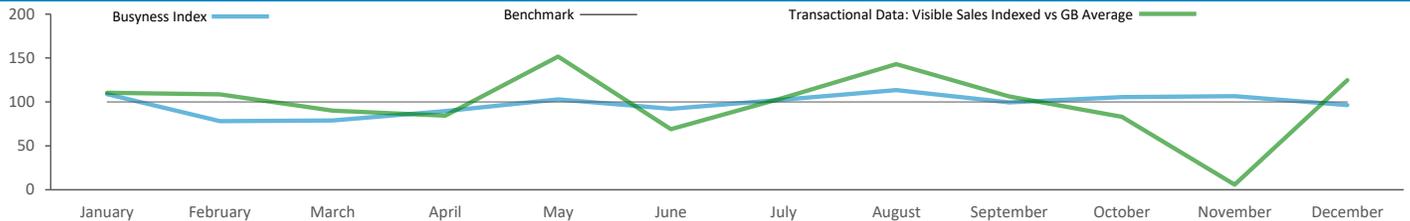Seasonality of the spend split by month

Mobile Data Summary - Hope & Anchor Greatham

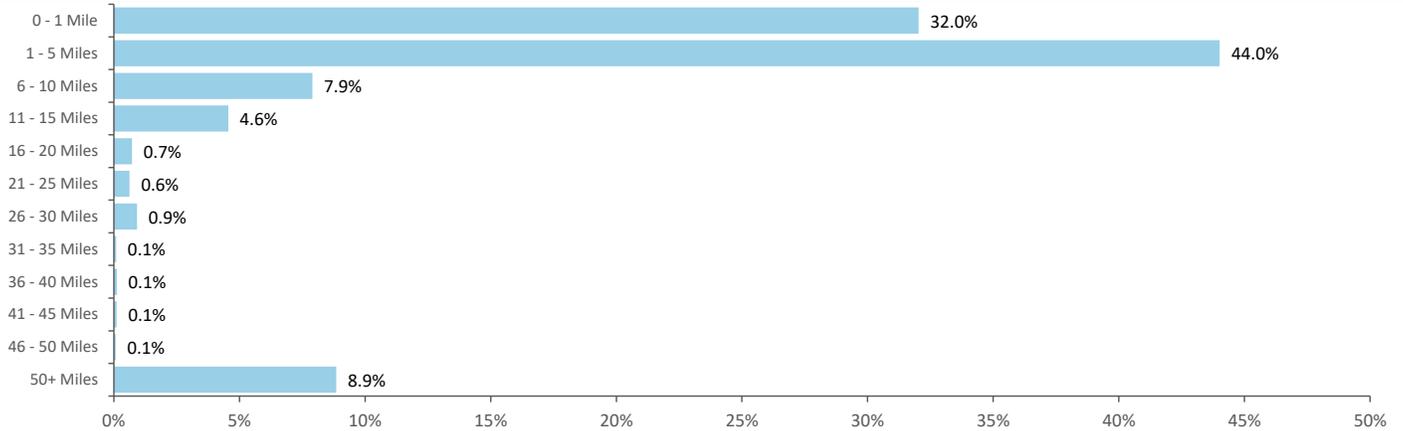## Time of Day/Day of Week
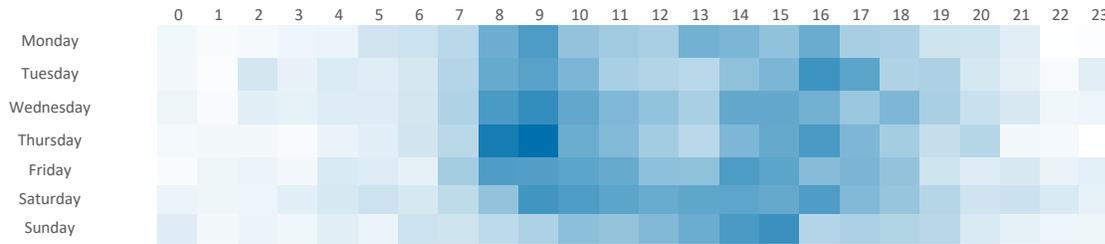
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	32.0%
1 - 5 Miles	44.0%
6 - 10 Miles	7.9%
11 - 15 Miles	4.6%
16 - 20 Miles	0.7%
21 - 25 Miles	0.6%
26 - 30 Miles	0.9%
31 - 35 Miles	0.1%
36 - 40 Miles	0.1%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	8.9%

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	55.5%
Worker	12.0%
Tourist	11.4%
Local Tourist	21.0%
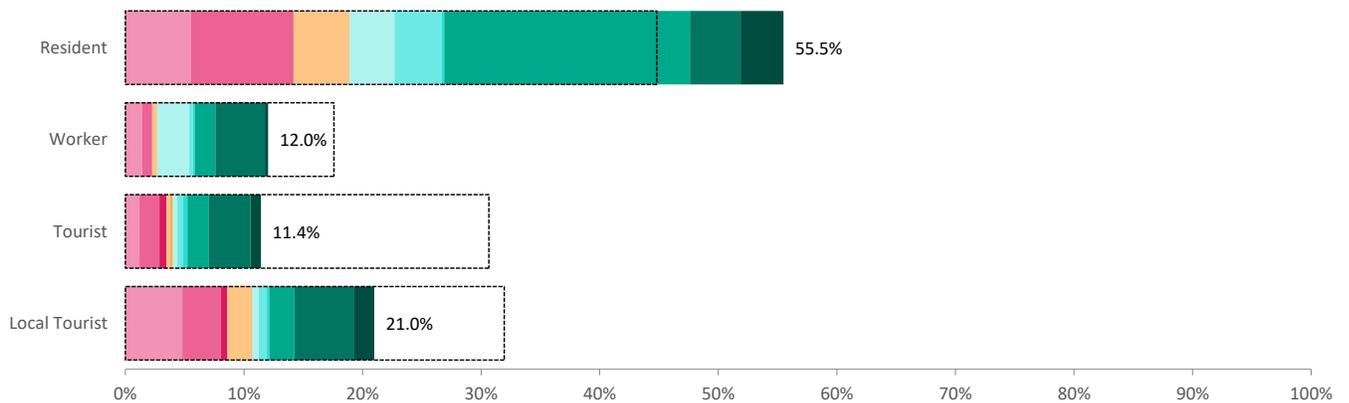
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Hope & Anchor Greatham

star
PUBS & BARS

Polaris Plus Profile

⛶ GB %

Category	Value
Young - Low	12.9%
Young - Medium	14.4%
Young - High	1.2%
Midlife - Young Kids - Low	7.4%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	7.4%
Midlife - Carefree - Medium	5.4%
Midlife - Carefree - High	1.0%
Mature - Low	26.4%
Mature - Medium	17.0%
Mature - High	6.5%
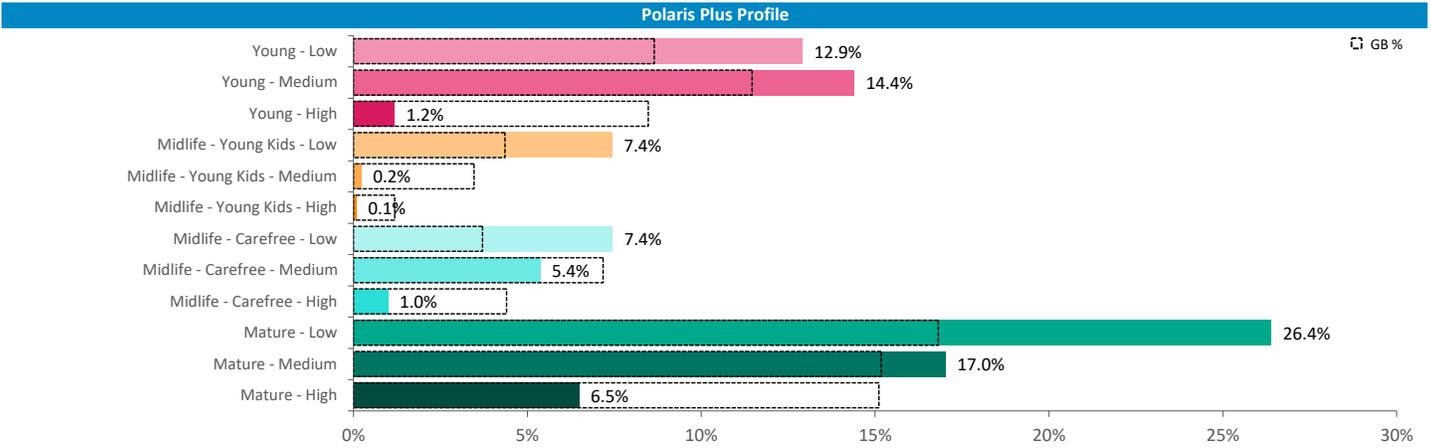
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
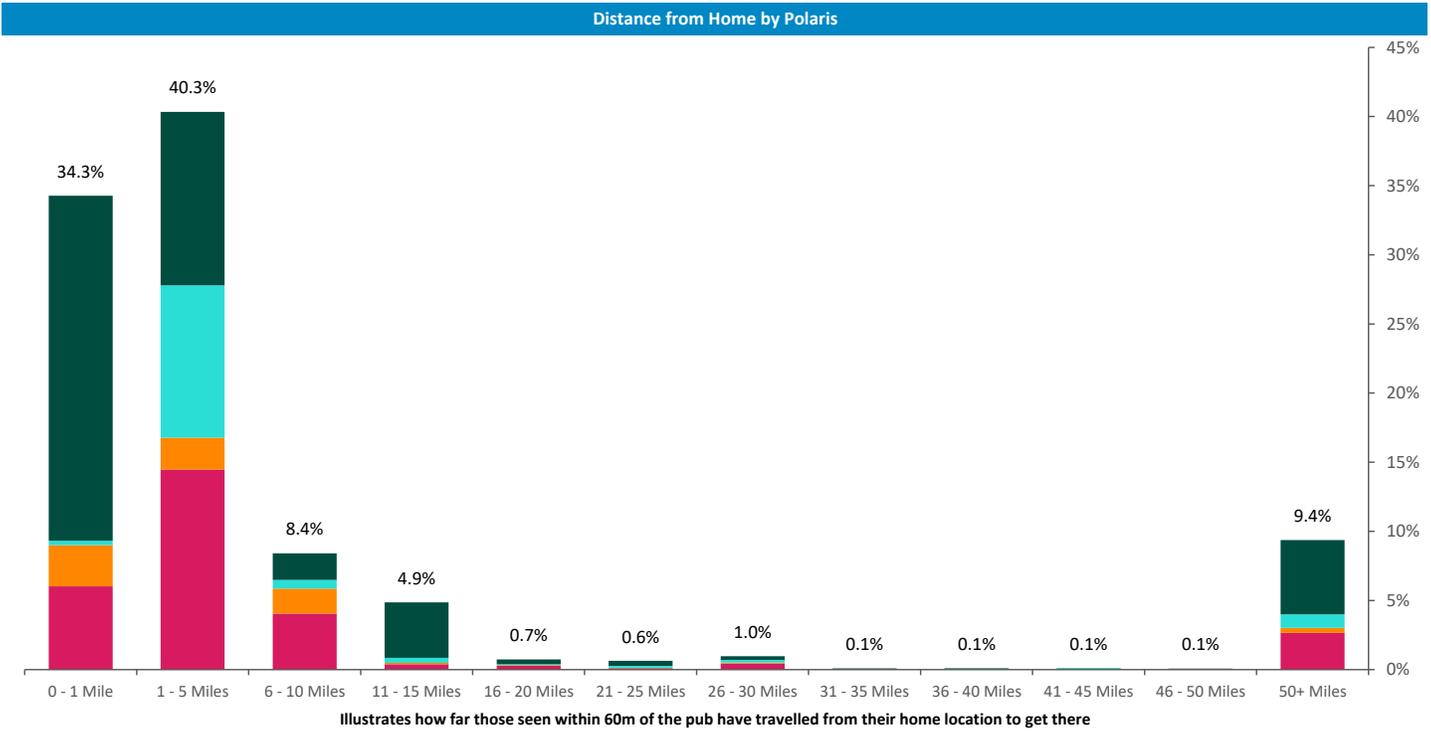
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	34.3%
1 - 5 Miles	40.3%
6 - 10 Miles	8.4%
11 - 15 Miles	4.9%
16 - 20 Miles	0.7%
21 - 25 Miles	0.6%
26 - 30 Miles	1.0%
31 - 35 Miles	0.1%
36 - 40 Miles	0.1%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	9.4%

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

star PUBS & BARS

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

Weekday

Time	pre 11am (33%)	11am-2pm (15%)	2pm-5pm (21%)	5pm-8pm (15%)	8pm-11pm (7%)	11pm+ (9%)
Mature	52.5%	50.7%	55.6%	48.0%	46.7%	67.8%
Midlife - Carefree	11.4%	13.7%	14.1%	16.1%	9.4%	3.1%
Midlife - Young Kids	6.0%	9.2%	8.7%	7.9%	7.8%	4.1%
Young	30.1%	26.4%	21.6%	27.9%	36.1%	25.0%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
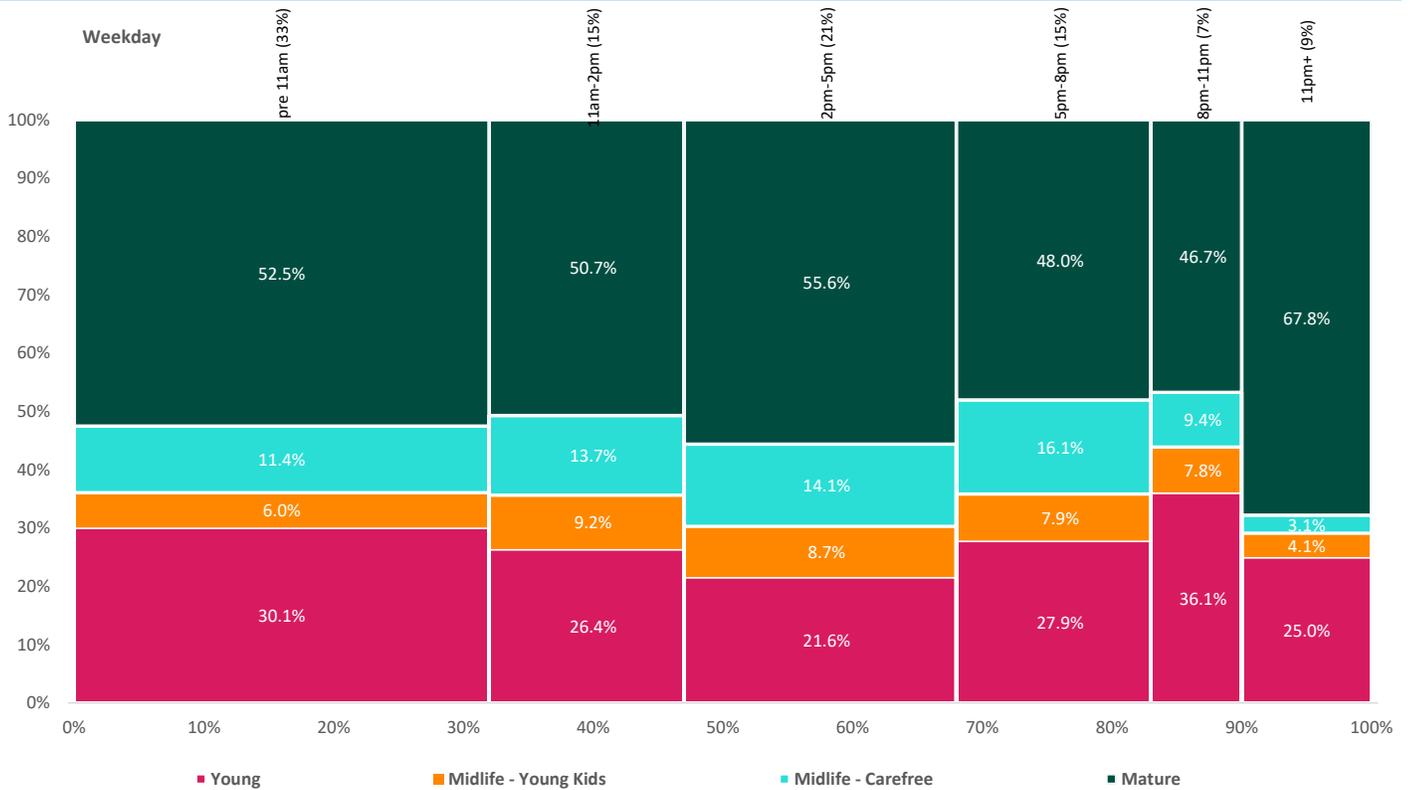
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Time	pre 11am (27%)	11am-2pm (19%)	2pm-5pm (22%)	5pm-8pm (14%)	8pm-11pm (8%)	11pm+ (10%)
Mature	51.9%	54.1%	60.1%	44.6%	45.2%	58.9%
Midlife - Carefree	7.9%	13.5%	12.1%	21.1%	14.6%	8.9%
Midlife - Young Kids	7.2%	7.4%	4.0%	5.2%	4.8%	2.8%
Young	32.9%	25.1%	23.7%	29.1%	35.4%	29.4%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
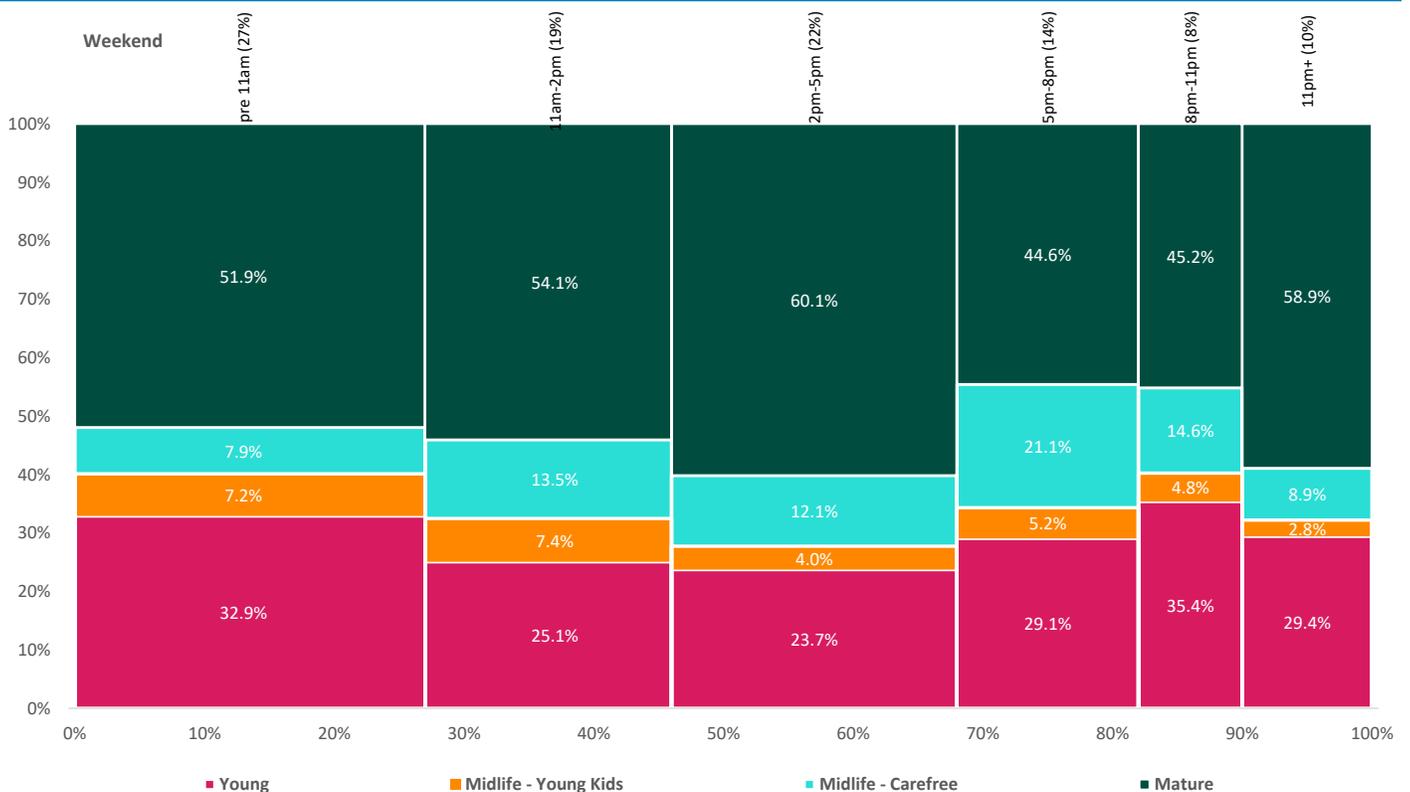
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

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Polaris Summary - Hope & Anchor Greatham

Legend:
- ★ Pub Sites
- N 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	227	287	99,802	69	27	135
Midlife - Young Kids	81	81	21,901	62	19	74
Midlife - Carefree	100	213	36,977	53	34	87
Mature	729	3,289	105,855	137	188	89
Not Private Households	62	62	4,751	394	120	134
Total	1,199	3,932	269,286			

Polaris Plus Summary - Hope & Anchor Greatham

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

★ Pub Sites
Ⓝ Catchment

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	35	35	63,085	30	9	239
Medium	192	252	35,609	146	58	120
High	0	0	1,108	0	0	6
Midlife - Young Kids						
Low	81	81	20,856	123	38	141
Medium	0	0	1,043	0	0	9
High	0	0	2	0	0	0
Midlife - Carefree						
Low	51	76	21,839	101	46	192
Medium	49	137	11,467	57	49	59
High	0	0	3,671	0	0	31
Mature						
Low	264	639	37,384	160	118	101
Medium	384	2,383	47,119	204	387	112
High	81	267	21,352	45	45	53
Not Private Households	62	62	4,751	394	120	134
Total	1,199	3,932	269,286			

CGA Summary - Hope & Anchor Greatham

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	Bull & Dog Inn	TS25 2EN	Trust Inns Limited	Community Pub	0.0
0	Hope & Anchor	TS25 2EN	Star Pubs & Bars	Community Pub	0.0
2	Fens	TS25 2LT	Stonegate Pub Company	Community Pub	0.8
3	Rossmere	TS25 3AX	Marston's	Community Pub	1.2
4	Owton Manor Social Club & Institute	TS25 3LQ	Independent Free	Clubland	1.2

Per Pub Analysis - Hope & Anchor Greatham

*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+	1,199	3,932	269,286
Number of Competition Pubs	3	4	348
Adults 18+ per Competition Pub	400	983	774

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	40	3.4%	42
Circuit Bar	0	45	3.8%	93
Community Pub	2	310	25.9%	135
Craft Led	0	30	2.5%	71
Great Pub Great Food	1	137	11.5%	65
High Street Pub	0	294	24.5%	133
Premium Local	0	180	15.0%	91

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	63	1.6%	20
Circuit Bar	0	80	2.0%	50
Community Pub	3	1,055	26.8%	140
Craft Led	0	38	1.0%	28
Great Pub Great Food	1	594	15.1%	85
High Street Pub	0	1,031	26.2%	142
Premium Local	0	796	20.3%	123

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	14,504	5.4%	67
Circuit Bar	11	14,782	5.5%	135
Community Pub	53	65,685	24.4%	128
Craft Led	0	8,568	3.2%	92
Great Pub Great Food	5	27,955	10.4%	59
High Street Pub	78	64,424	23.9%	130
Premium Local	29	35,311	13.1%	80

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