

Catchment Summary - Jack Snipe Cumbernauld



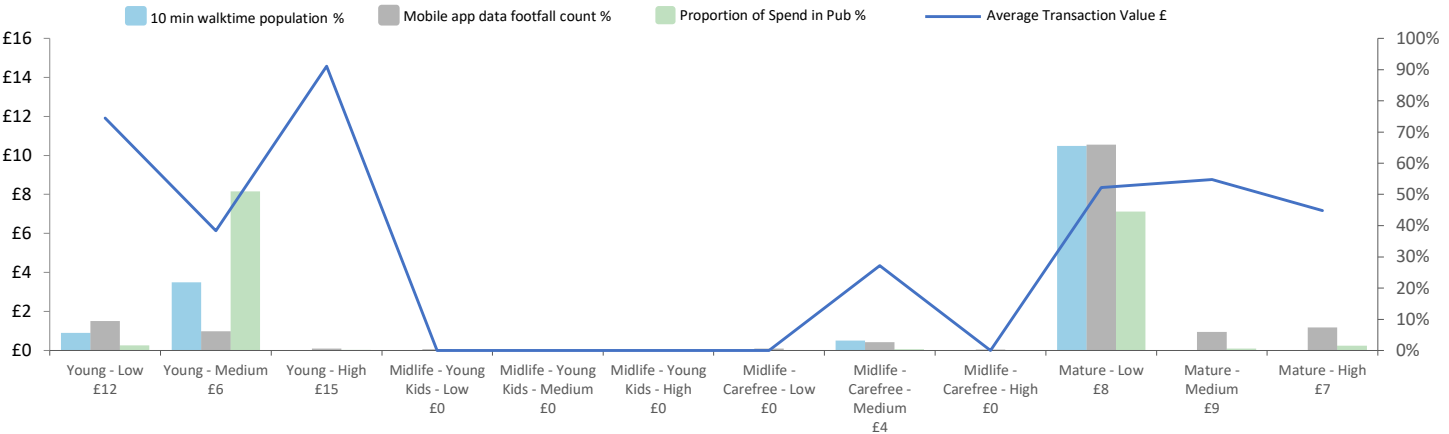
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626015	Jack Snipe Cumbernauld	G 67 2NX	Star Pubs & Bars	Community Pub	6



- ★ 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 - Jack Snipe Cumbernauld

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

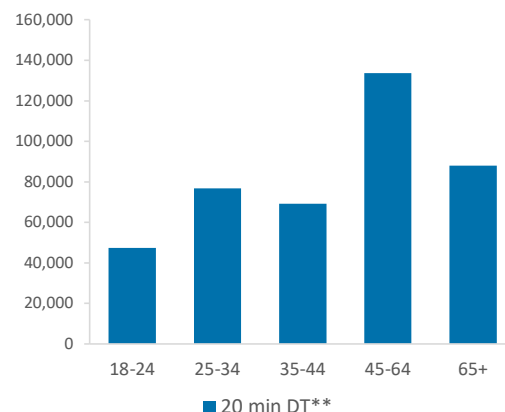
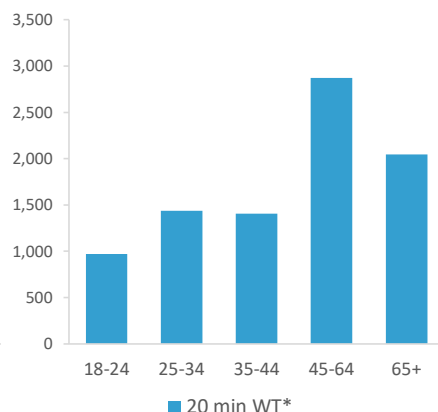
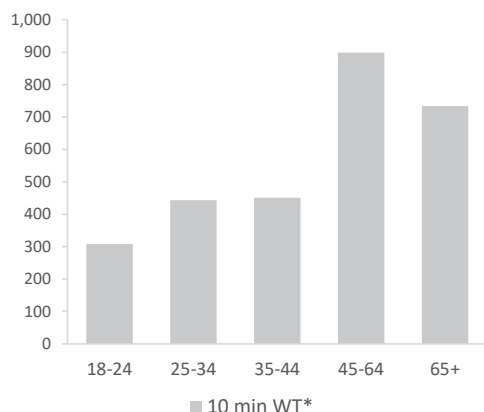
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,577	11,169	510,643	67	60	116
Adults 18+	2,836	8,729	415,145	63	57	119
Competition Pubs	2	8	467	11	22	112
Adults 18+ per Competition Pub	1,418	1,091	889	165	127	104
% Adults Likely to Drink	75.8%	75.7%	77.6%	99	99	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	71.1%	71.7%	53.9%	214	216	162
	Medium	25.0%	22.4%	29.6%	66	59	78
	High	0.0%	4.7%	15.3%	0	17	56

*Affluence does not include Not Private Households

Age Profile	18-24	308	973	47,427	106	107	114
	25-34	444	1,438	76,746	93	97	113
	35-44	451	1,404	69,255	95	95	102
	45-64	899	2,870	133,697	98	100	102
	65+	734	2,044	88,020	107	95	90



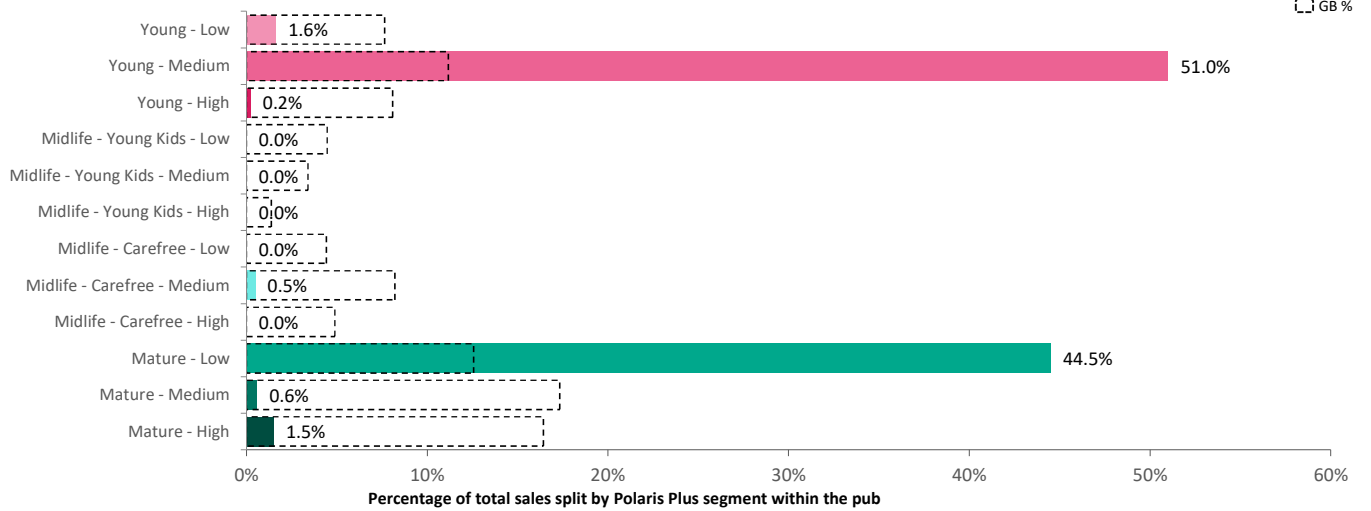
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,702 (48%)	5,324 (48%)	249,801 (49%)	97	97	100
	Female	1,875 (52%)	5,845 (52%)	260,842 (51%)	103	103	100
Economic Status (16+)	Employed: Full-time	987 (34%)	3,269 (36%)	164,357 (39%)	98	105	112
	Employed: Part-time	332 (11%)	1,095 (12%)	48,226 (11%)	96	102	95
	Self employed	106 (4%)	359 (4%)	22,450 (5%)	39	43	57
	Unemployed	107 (4%)	315 (3%)	10,881 (3%)	133	126	92
	Full-time student	96 (3%)	301 (3%)	17,178 (4%)	138	140	170
	Retired	814 (28%)	2,271 (25%)	90,405 (21%)	127	115	97
	Other	480 (16%)	1,415 (16%)	72,578 (17%)	94	90	98
Total Worker Count		3,780	14,898	242,700			

See the Glossary page for further information on the above variables

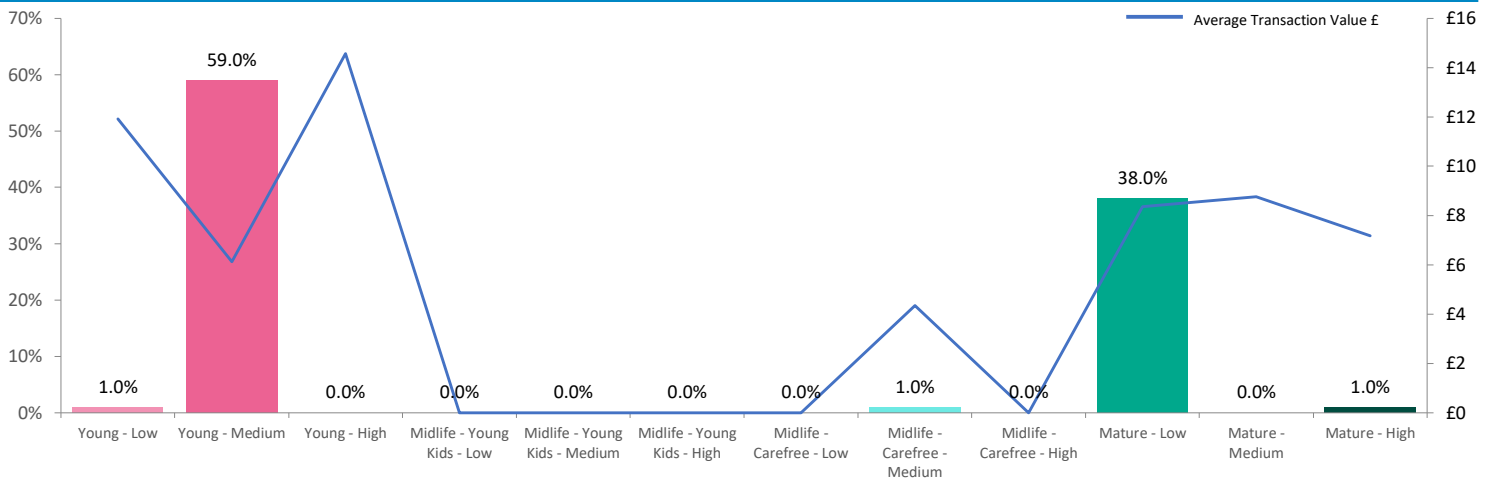
Transactional Data Summary - Jack Snipe Cumbernauld

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Spend by Polaris Plus

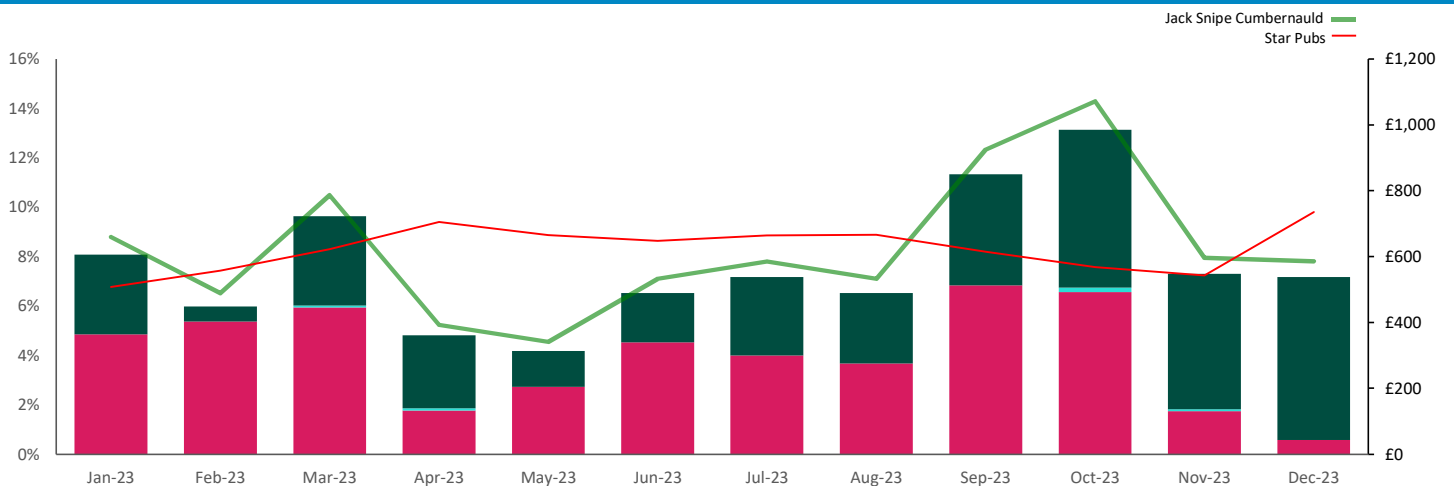


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

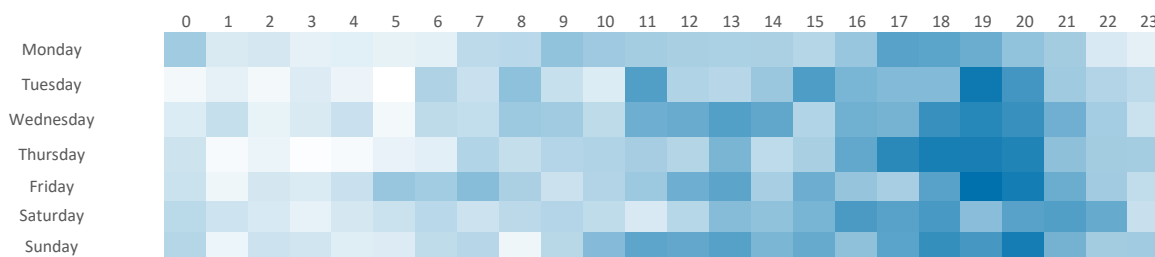
Spend by Month and Polaris



Seasonality of the spend split by month

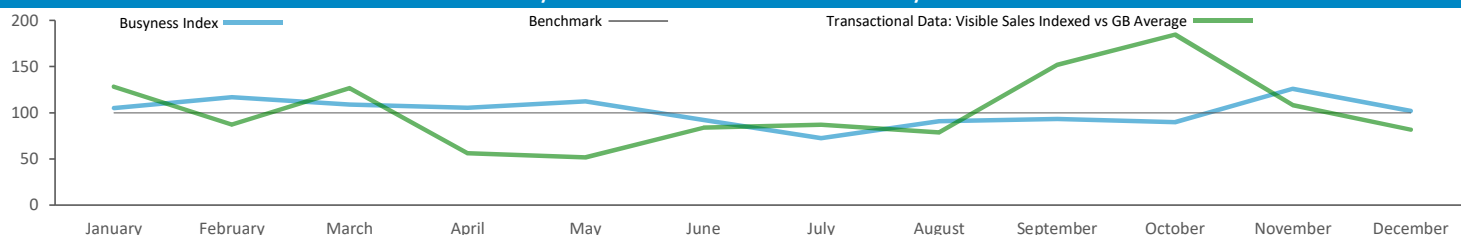
Mobile Data Summary - Jack Snipe Cumbernauld

Time of Day/Day of Week



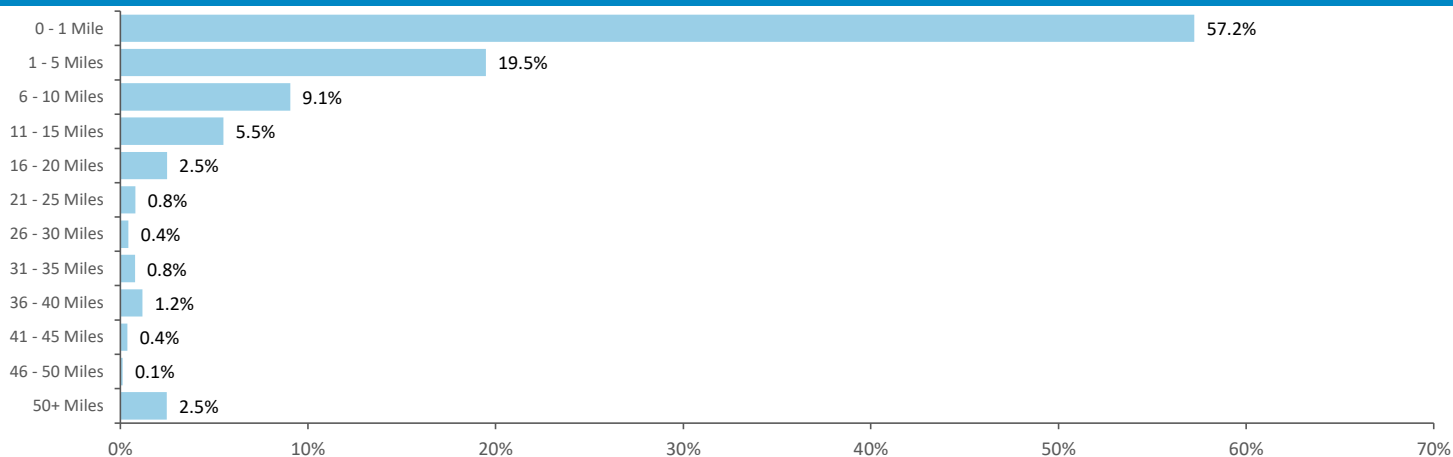
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

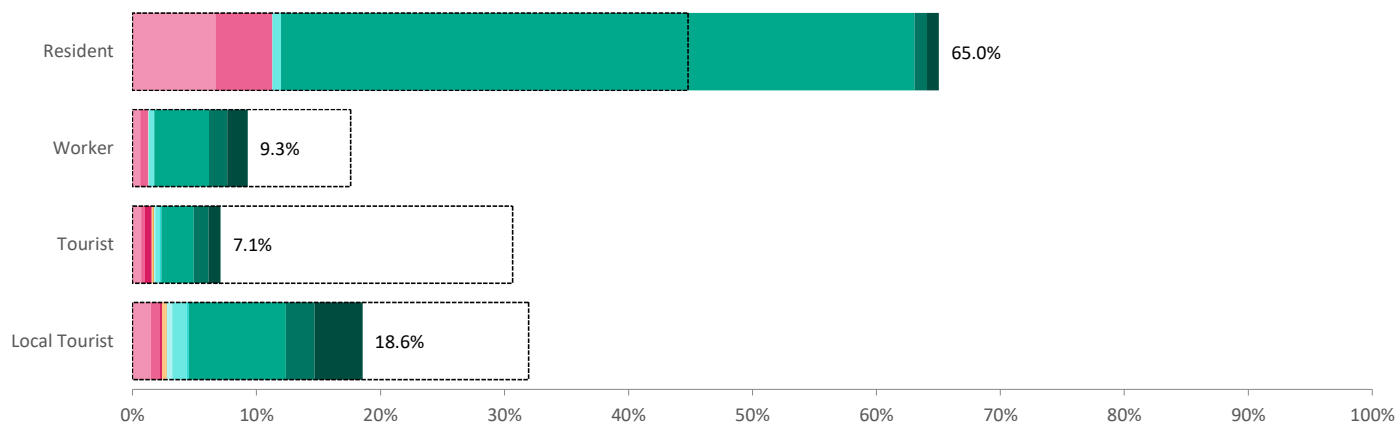
Distance from Home



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

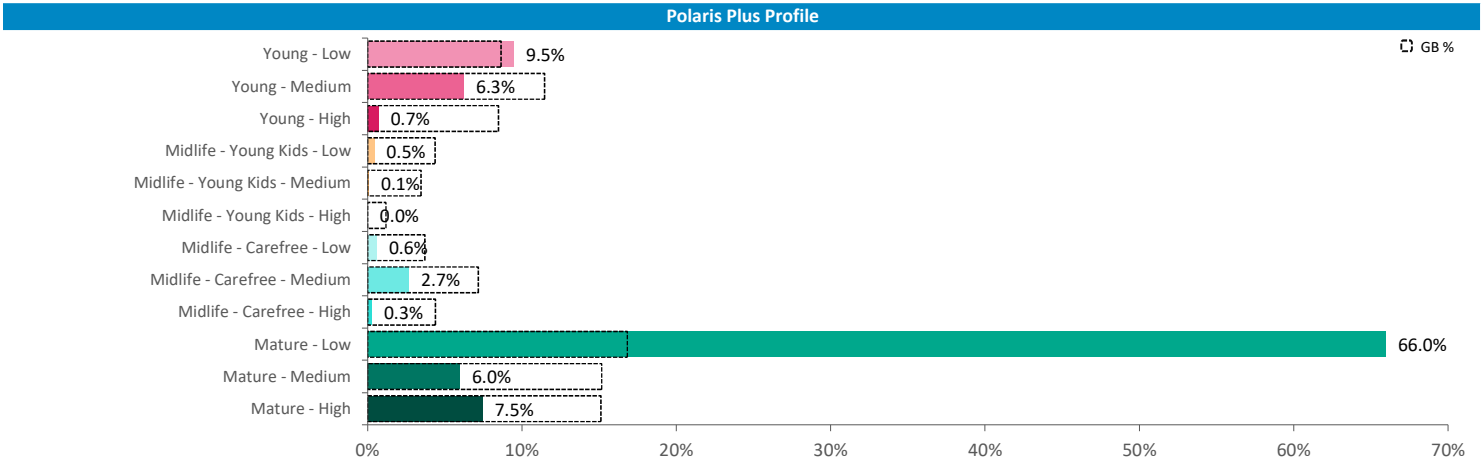


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

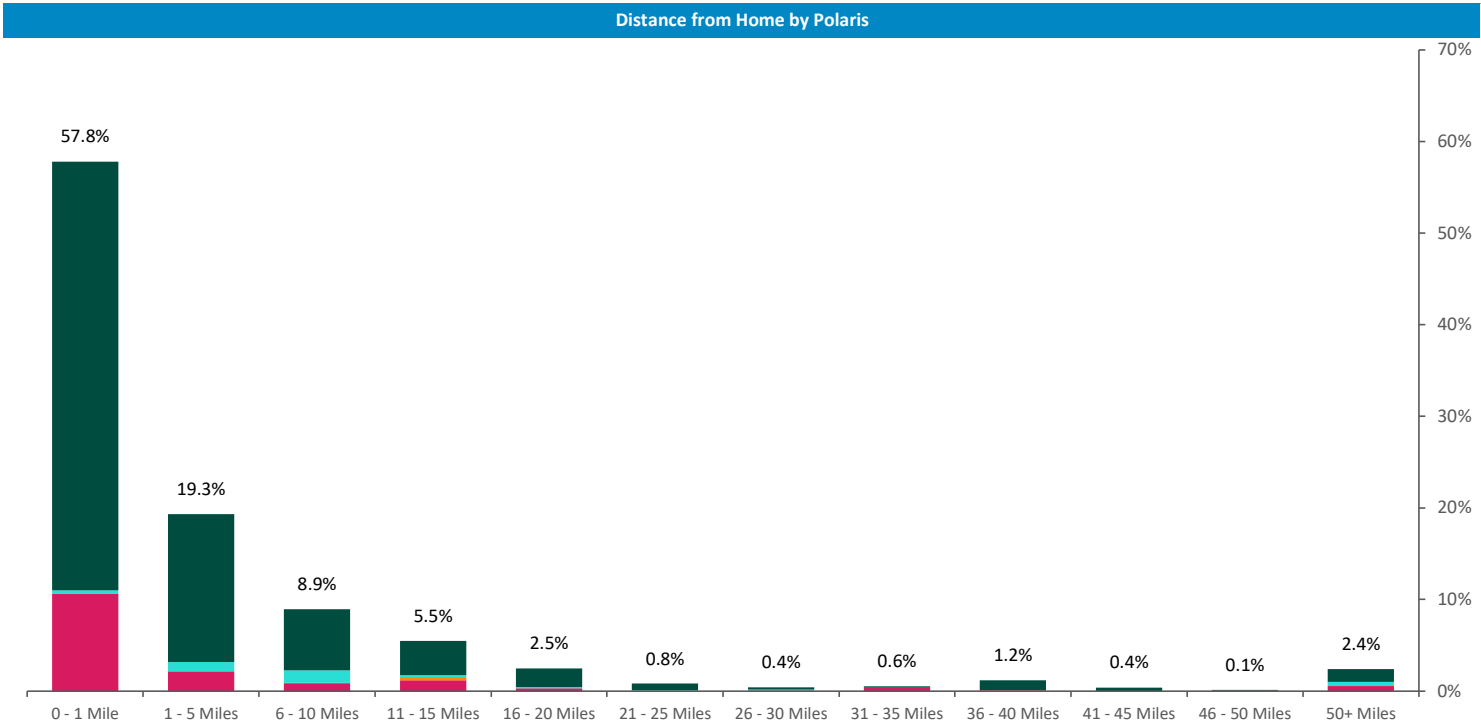
Mobile Data Summary - Jack Snipe Cumbernauld



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



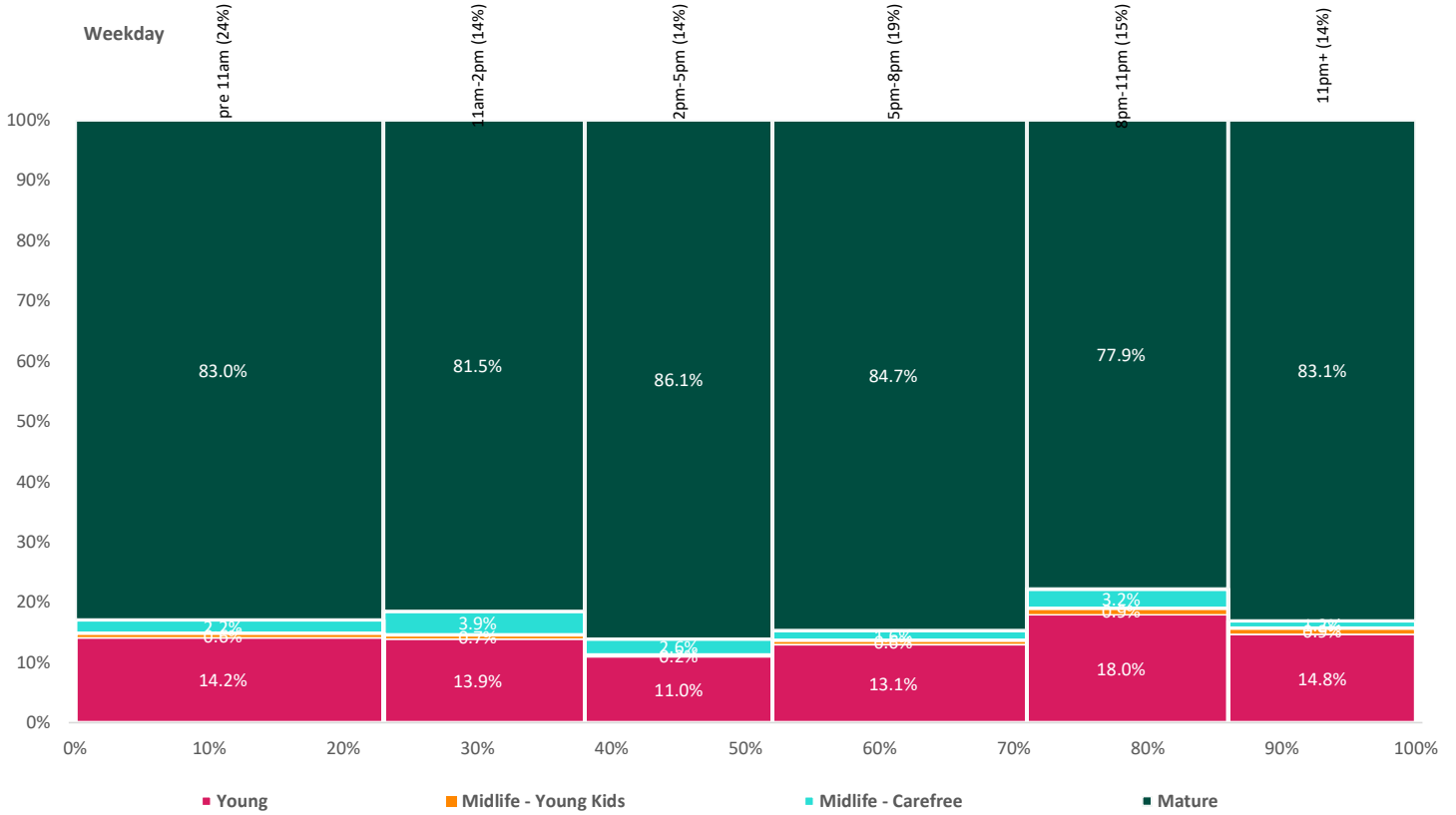
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Jack Snipe Cumbernauld

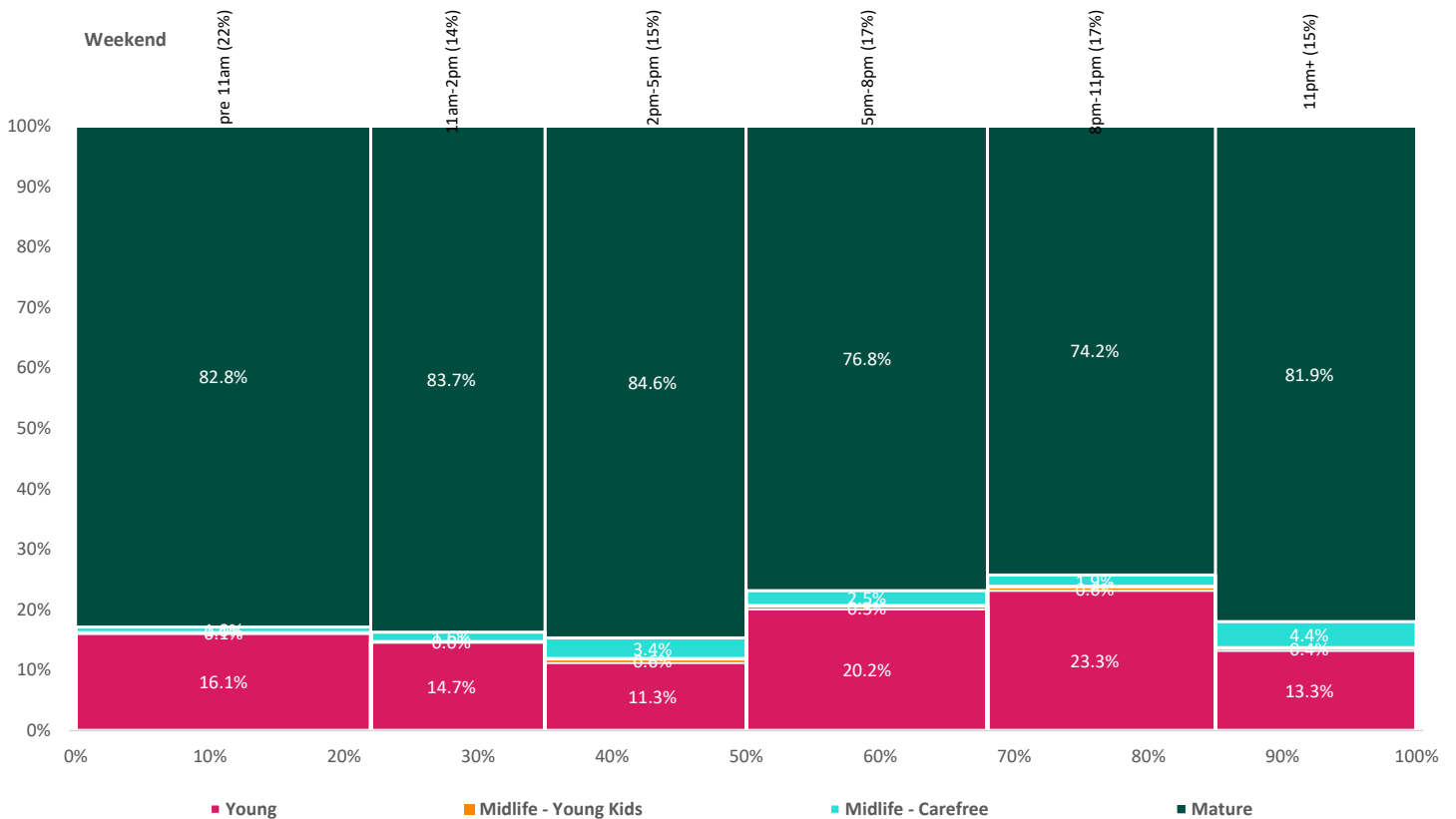


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Time of Day by Polaris: Weekday (Monday to Friday)

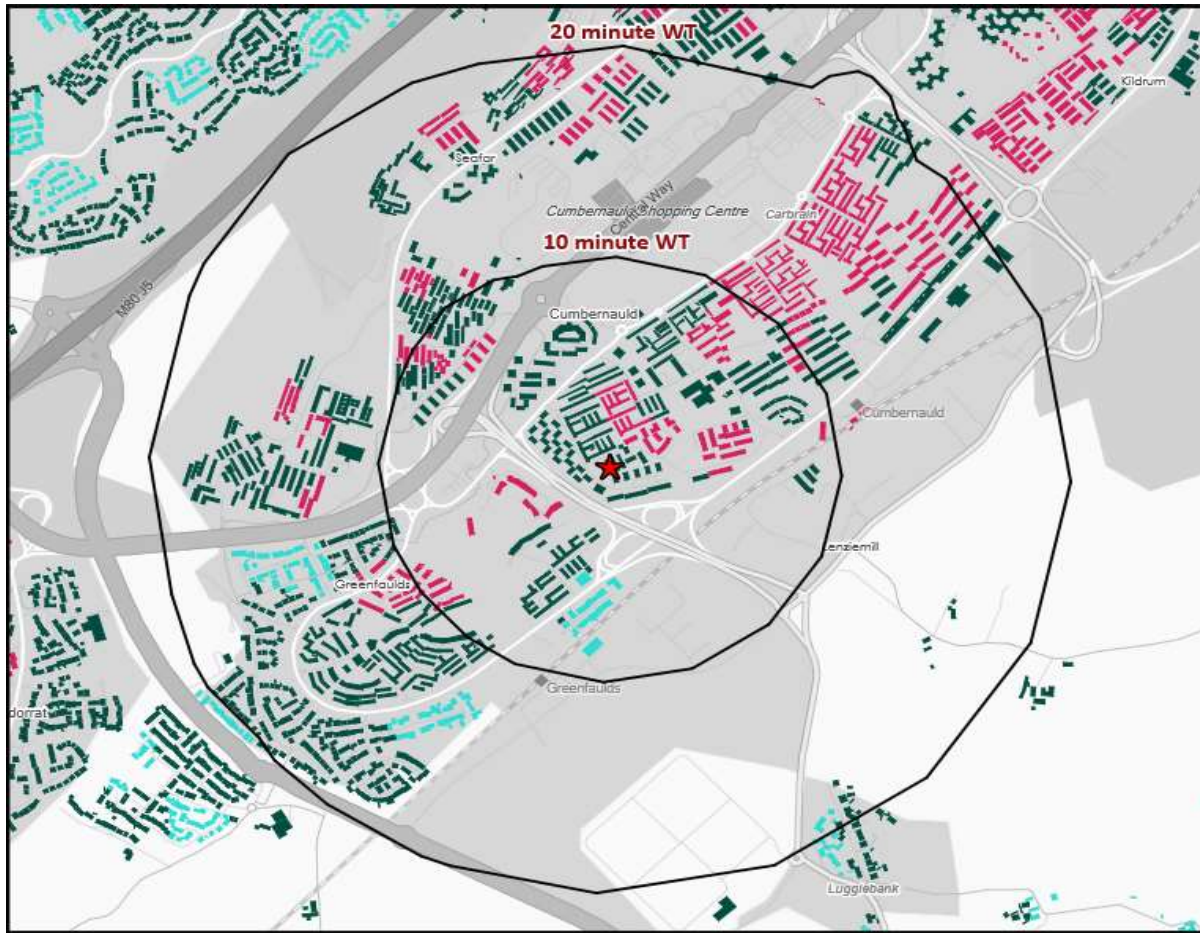


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Summary - Jack Snipe Cumbernauld



- ★ Pub Sites
 ⌘ 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	779	2,895	80,738	100	120	71
Midlife - Young Kids	0	0	6,243	0	0	14
Midlife - Carefree	90	311	40,902	20	23	62
Mature	1,858	5,414	282,145	148	140	153
Not Private Households	109	109	5,117	293	95	94
Total	2,836	8,729	415,145			

Polaris Plus Summary - Jack Snipe Cumbernauld

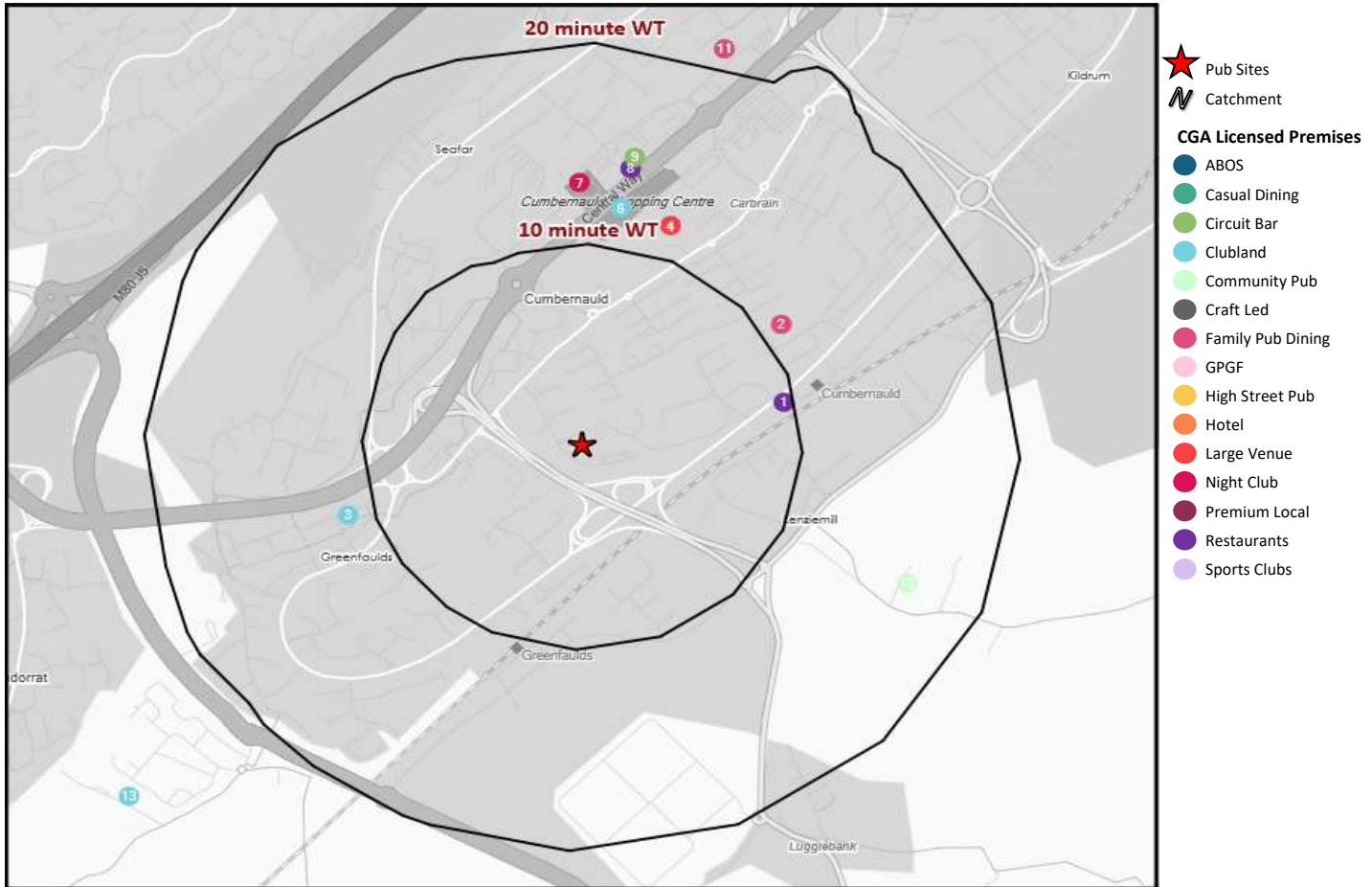


Polaris Plus Profile by Catchment

*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	159	1,338	29,667	57	156	73
Medium	620	1,557	35,842	199	162	79
High	0	0	15,229	0	0	54
Midlife - Young Kids						
Low	0	0	5,396	0	0	24
Medium	0	0	836	0	0	5
High	0	0	11	0	0	0
Midlife - Carefree						
Low	0	0	10,035	0	0	57
Medium	90	311	28,544	44	50	96
High	0	0	2,323	0	0	13
Mature						
Low	1,858	4,919	178,460	477	410	313
Medium	0	87	57,678	0	6	89
High	0	408	46,007	0	31	74
Not Private Households	109	109	5,117	293	95	94
Total	2,836	8,729	415,145			

CGA Summary - Jack Snipe Cumbernauld



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Jack Snipe	G 67 2NX	Star Pubs & Bars	Community Pub	0.0
1	Bombay Dreams	G 67 2PL	Independent Free	Restaurants	0.4
2	Twa Corbies	G 67 2PX	Independent Free	Family Pub Dining	0.4
3	Greenfaulds Bowling Club	G 67 4BE	Independent Free	Clubland	0.4
4	Cumbernauld Indoor Bowling Club	G 67 1BJ	Independent Free	Clubland	0.4
4	Buzz Bingo	G 67 1BJ	Gala Group	Large Venue	0.4
6	Red Triangle	G 67 1EQ	Independent Free	Clubland	0.4
7	Submarine	G 67 1QP	Independent Free	Night Club	0.5
8	Cafe Spice	G 67 1NE	Independent Free	Restaurants	0.5
9	Carrick Stone	G 67 1NG	Wetherspoons GB	Circuit Bar	0.5
10	Stables	G 67 3HT	Independent Free	Community Pub	0.6
11	Royal British Legion Club	G 67 1AX	Independent Free	Clubland	0.8
11	Dovecote	G 67 1AX	Whitbread	Family Pub Dining	0.8
13	Cumbernauld Rugby Club	G 67 4HA	Independent Free	Clubland	1.0
14	Houstons	G 68 9AW	Independent Free	High Street Pub	1.0

Per Pub Analysis - Jack Snipe Cumbernauld

	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+	2,836	8,729	415,145
Number of Competition Pubs	2	8	467
Adults 18+ per Competition Pub	1,418	1,091	889

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	116	4.1%	51
Circuit Bar	0	226	8.0%	196
Community Pub	1	1,049	37.0%	193
Craft Led	0	98	3.5%	100
Great Pub Great Food	0	94	3.3%	19
High Street Pub	0	877	30.9%	168
Premium Local	0	177	6.2%	38

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	414	4.7%	59
Circuit Bar	1	703	8.1%	199
Community Pub	1	3,070	35.2%	184
Craft Led	0	293	3.4%	97
Great Pub Great Food	0	479	5.5%	31
High Street Pub	0	2,631	30.1%	164
Premium Local	0	719	8.2%	50

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	61	18,713	4.5%	56
Circuit Bar	44	20,926	5.0%	124
Community Pub	85	122,308	29.5%	154
Craft Led	0	9,273	2.2%	65
Great Pub Great Food	27	46,633	11.2%	63
High Street Pub	50	104,510	25.2%	137
Premium Local	43	49,087	11.8%	72

Glossary



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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	<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>
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	<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.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Metropolitan												Small Urban				Rural			