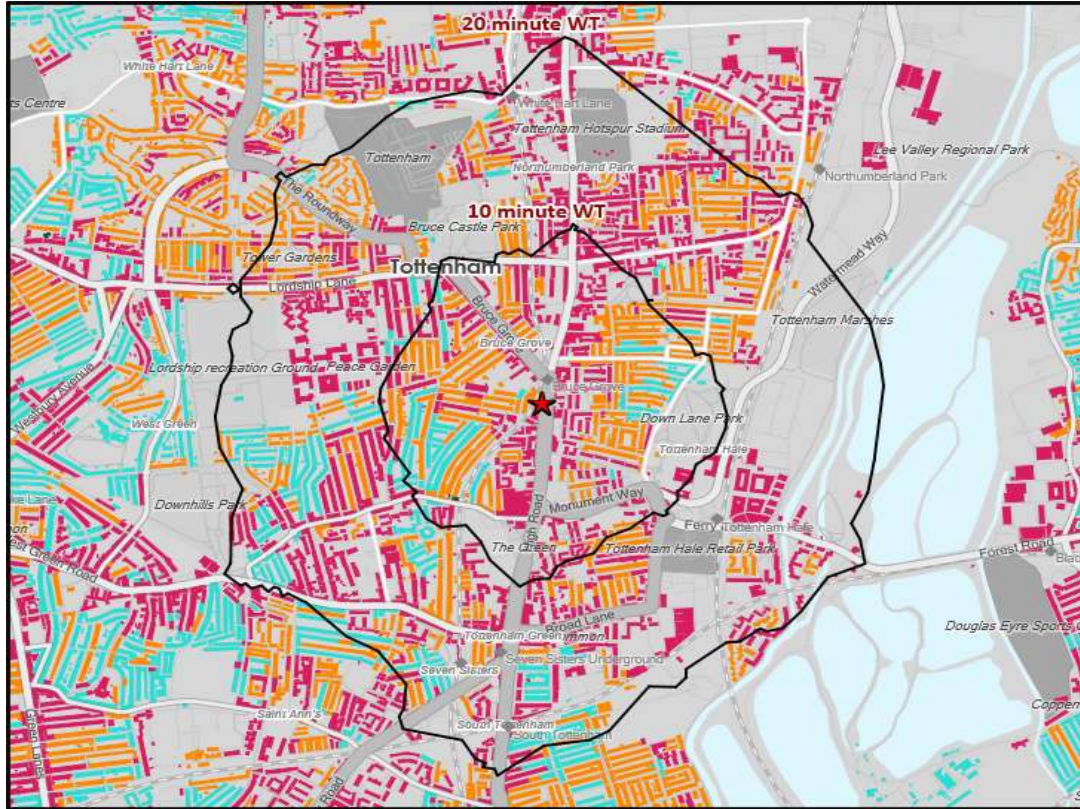


Catchment Summary - Ship Tottenham



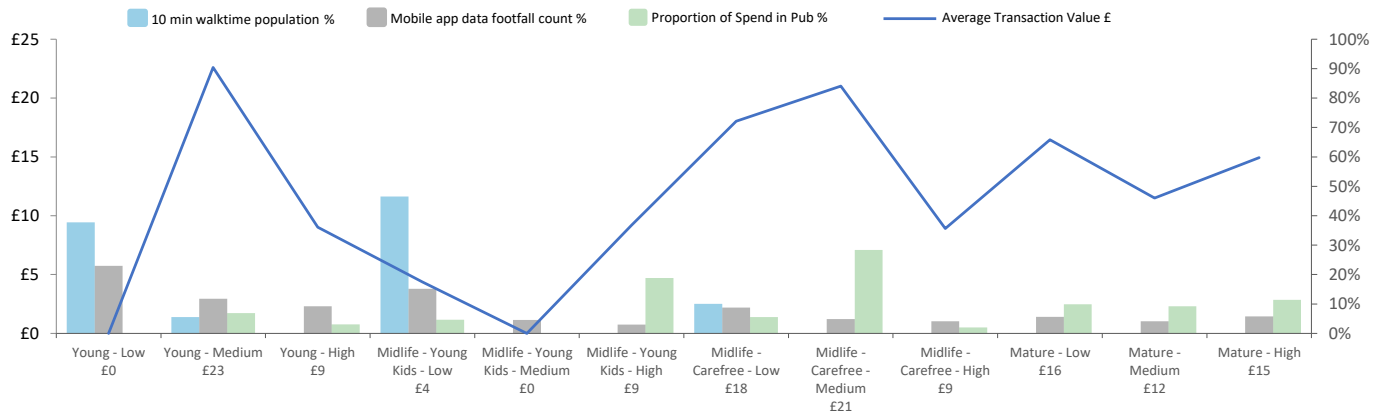
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626213	Ship Tottenham	N 17 6QA			1



- ★ 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 - Ship Tottenham

	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**

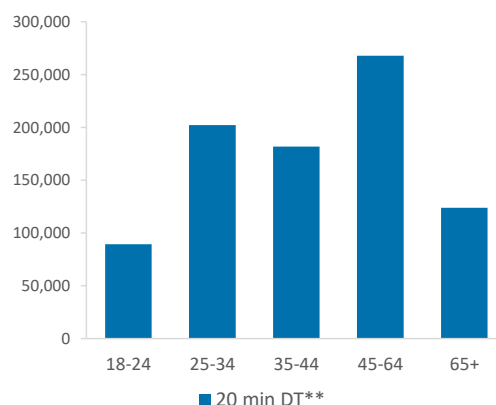
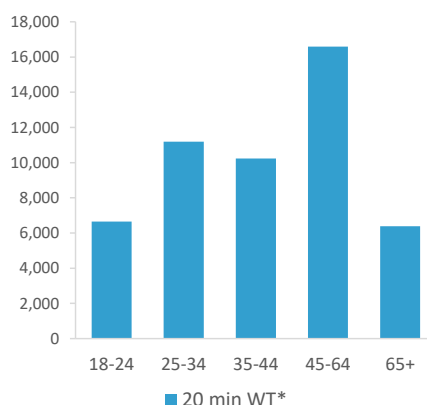
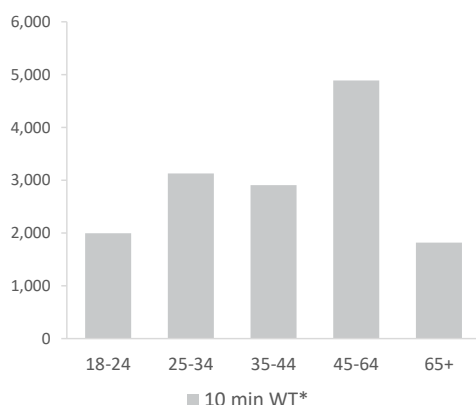
Population	18,723	64,813	1,108,721	349	350	252
Adults 18+	14,733	51,041	865,262	327	334	248
Competition Pubs	12	30	482	67	83	116
Adults 18+ per Competition Pub	1,228	1,701	1,795	143	198	209
% Adults Likely to Drink	64.2%	65.7%	71.3%	84	86	94

Population & Adults 18+ index is based on all pubs

Affluence	Low	94.3%	79.4%	46.8%	284	239	141
	Medium	5.6%	18.2%	16.4%	15	48	43
	High	0.0%	2.1%	36.4%	0	8	134

*Affluence does not include Not Private Households

Age Profile	18-24	1,995	6,654	89,382	131	126	99
	25-34	3,126	11,184	202,291	125	129	137
	35-44	2,905	10,233	181,774	117	119	124
	45-64	4,890	16,591	267,892	102	100	94
	65+	1,817	6,379	123,923	51	51	58



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	9,299 (50%)	31,814 (49%)	533,959 (48%)	101	100	98
	Female	9,424 (50%)	32,999 (51%)	574,762 (52%)	99	100	102

Economic Status (16+)	Employed: Full-time	4,287 (28%)	14,917 (28%)	303,190 (34%)	81	82	98
	Employed: Part-time	2,175 (14%)	7,243 (14%)	108,339 (12%)	120	115	102
	Self employed	2,088 (14%)	6,911 (13%)	118,306 (13%)	148	142	143
	Unemployed	881 (6%)	2,964 (6%)	41,352 (5%)	208	203	167
	Full-time student	472 (3%)	2,035 (4%)	23,637 (3%)	130	162	111
	Retired	1,433 (9%)	4,737 (9%)	100,000 (11%)	43	41	51
	Other	3,968 (26%)	14,041 (27%)	198,754 (22%)	149	153	128

Total Worker Count	3,242	11,589	256,675
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See the Glossary page for further information on the above variables

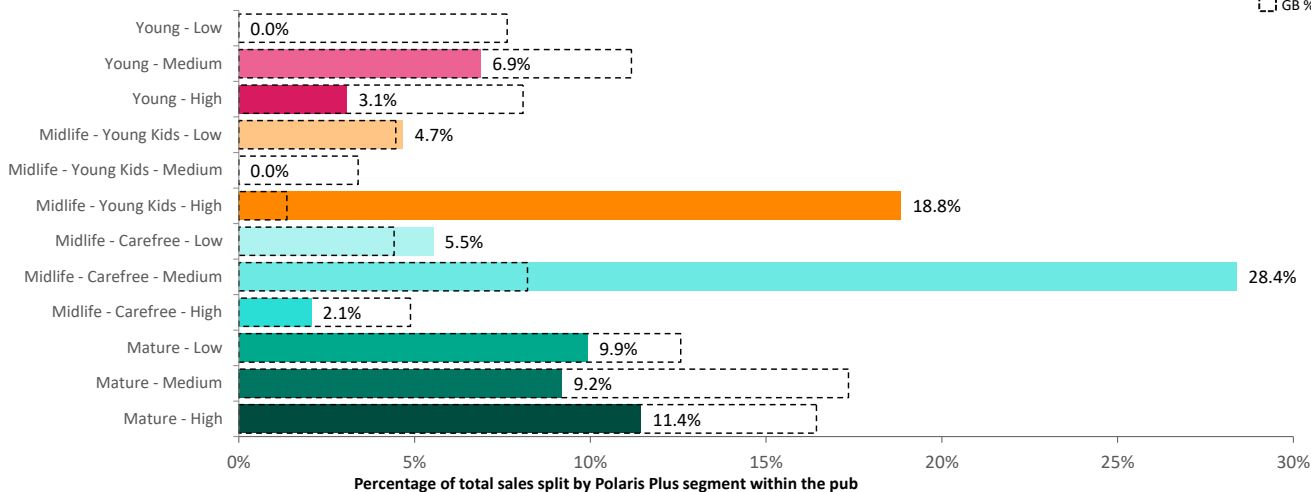
Transactional Data Summary - Ship Tottenham



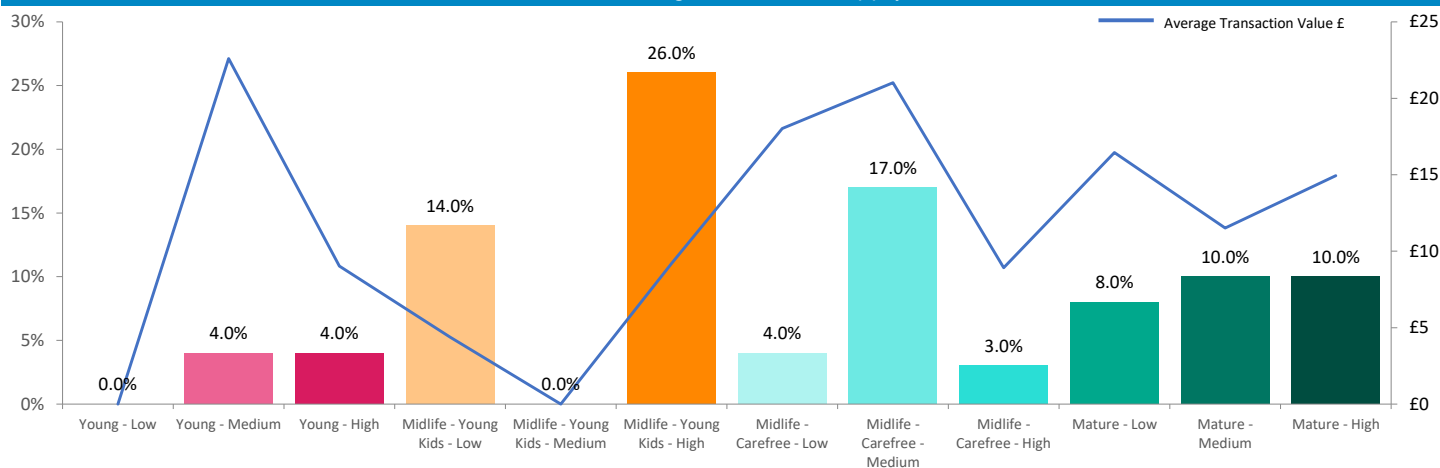
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Spend by Polaris Plus

GB %

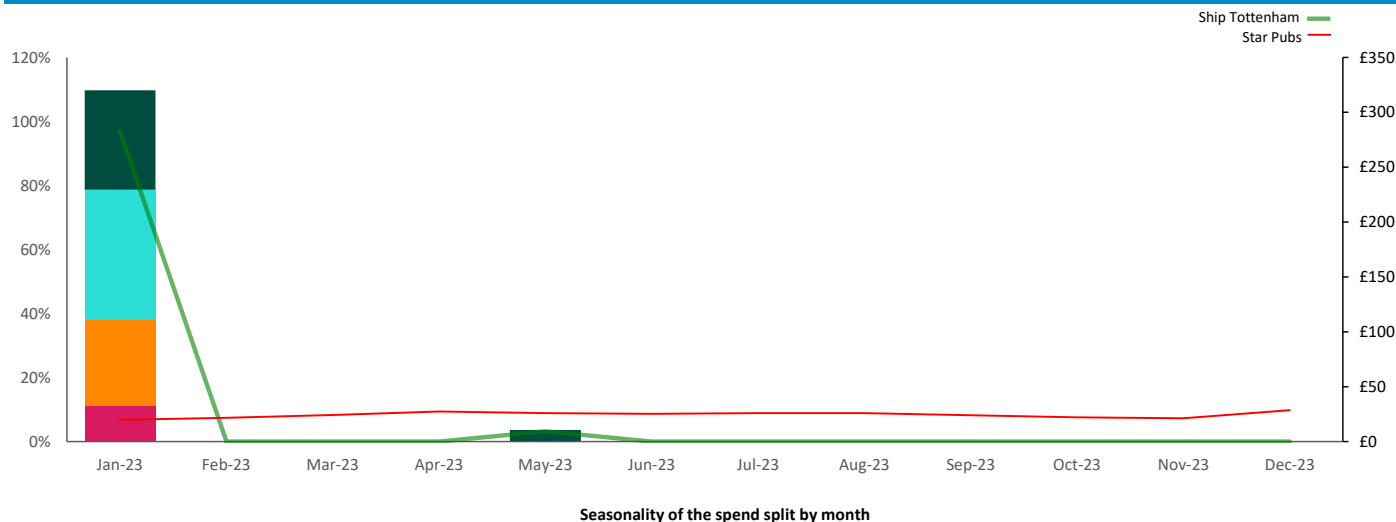


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

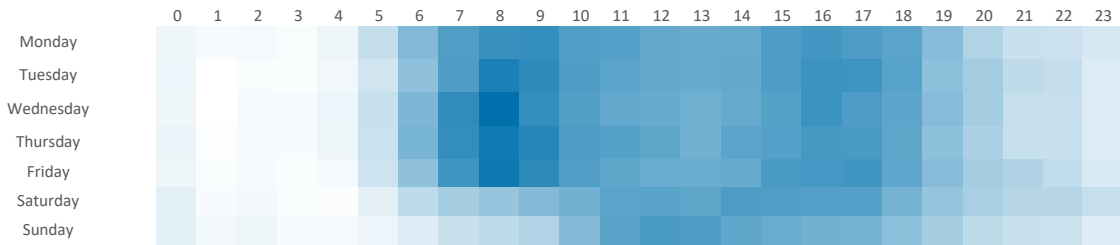


Mobile Data Summary - Ship Tottenham



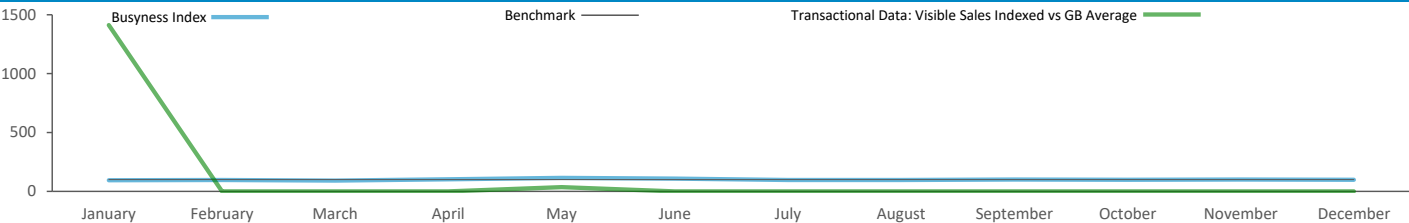
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Time of Day/Day of Week



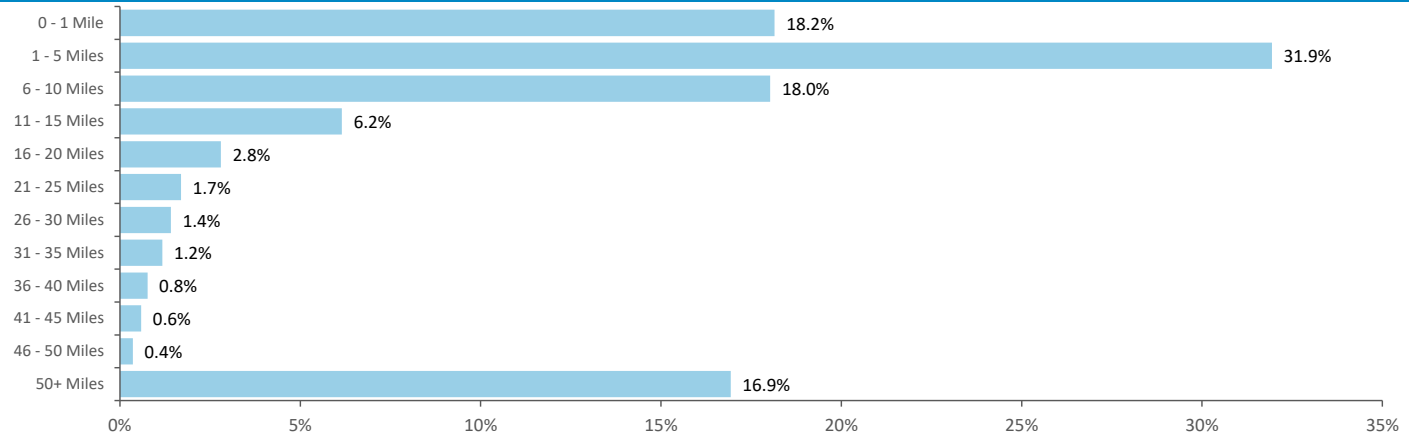
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

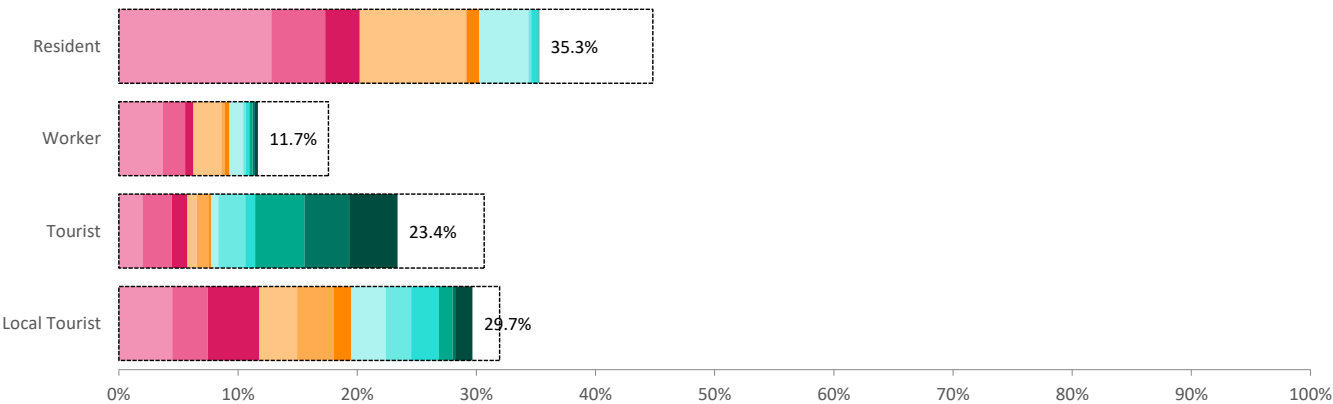
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB



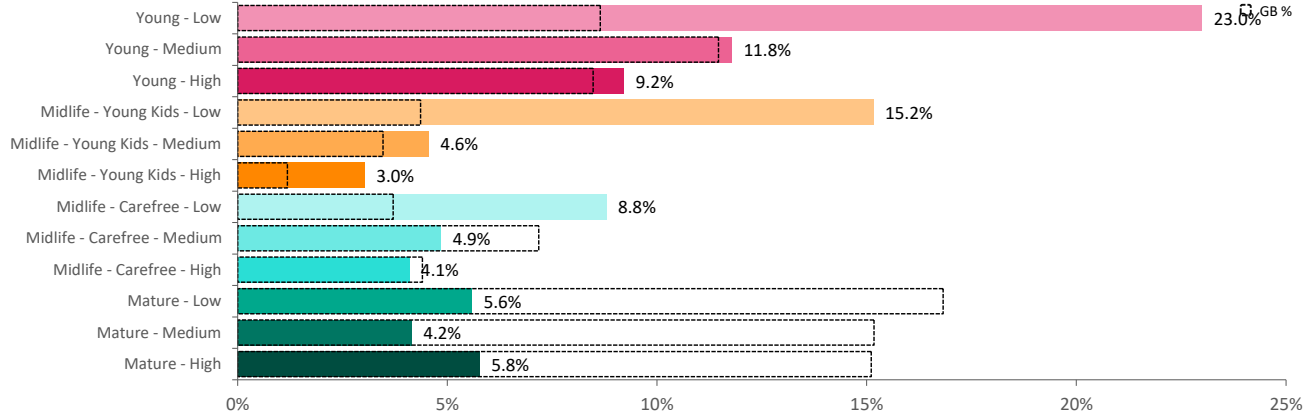
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Ship Tottenham



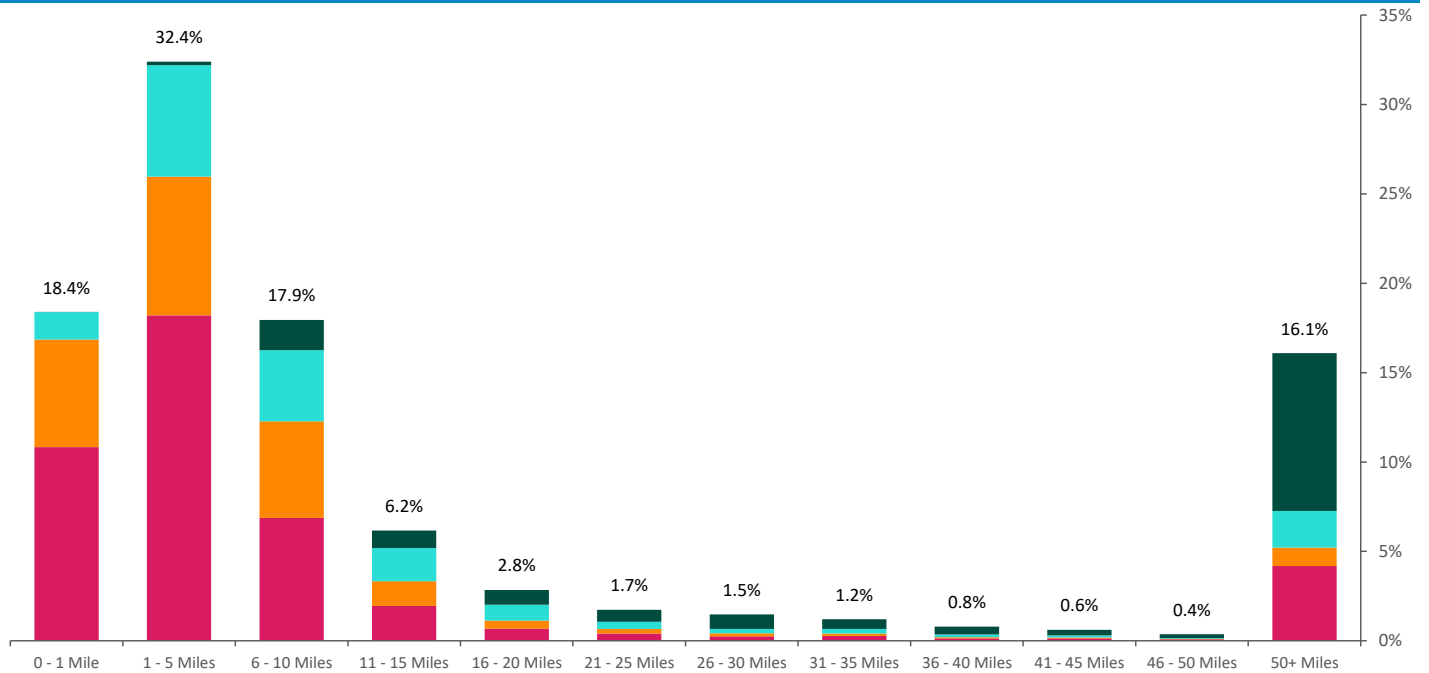
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Polaris Plus Profile



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



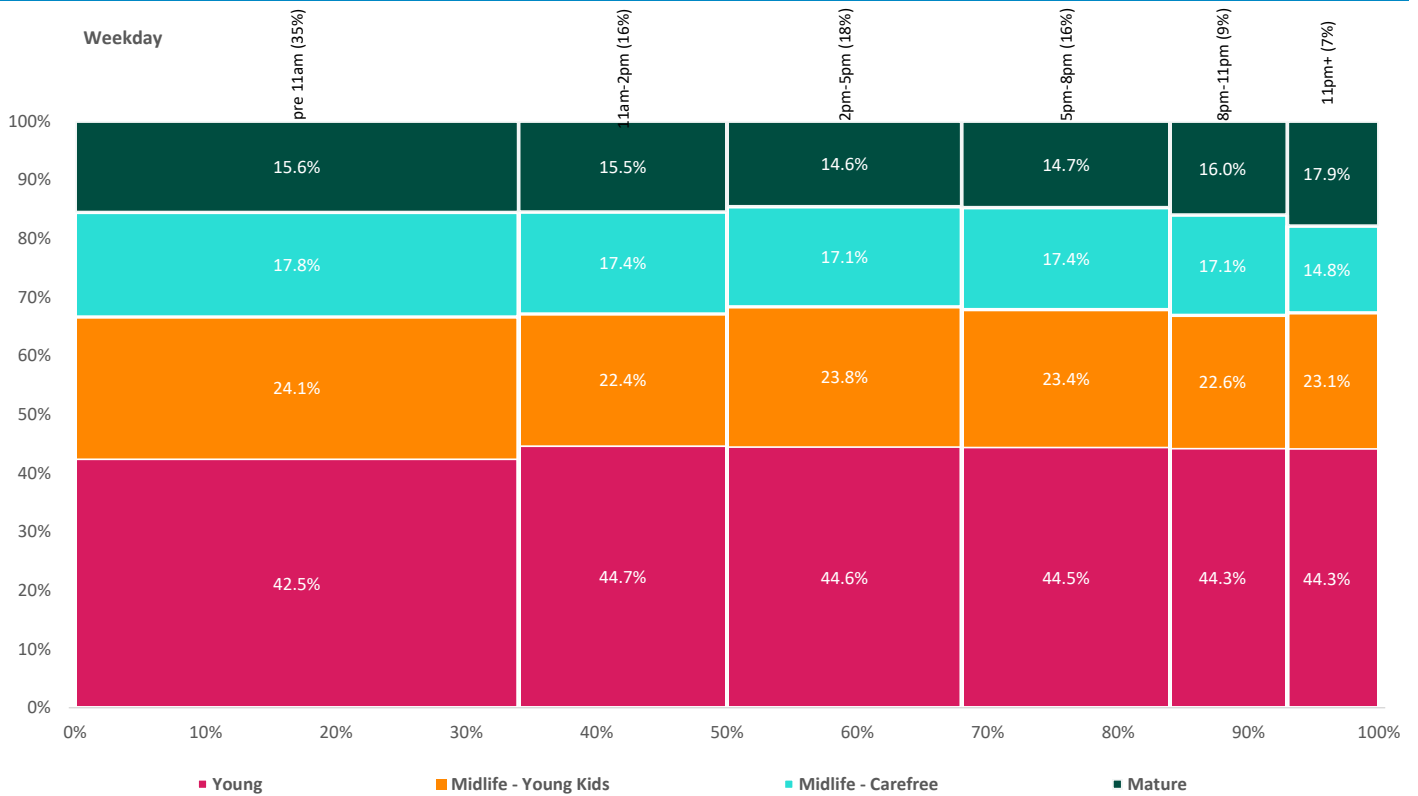
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Ship Tottenham

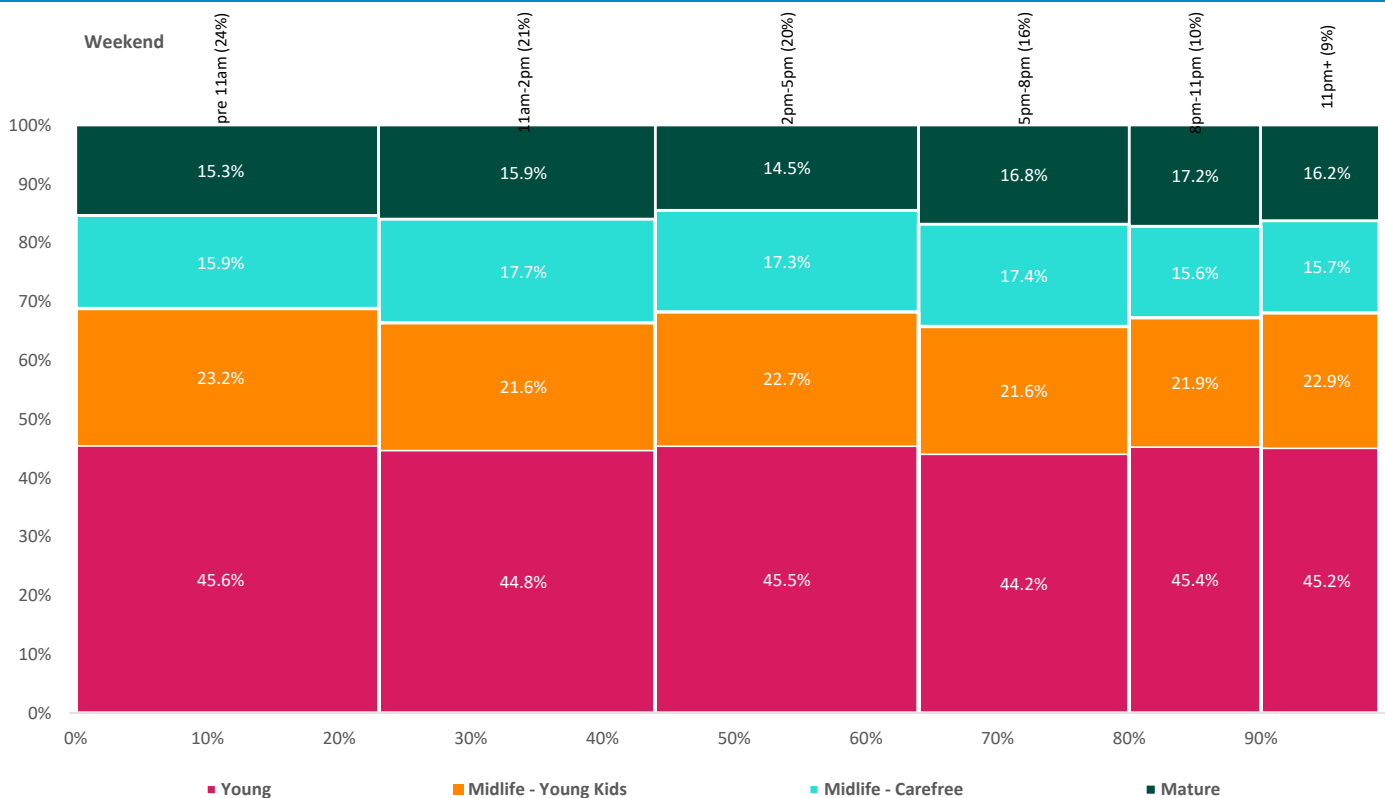


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Time of Day by Polaris: Weekday (Monday to Friday)



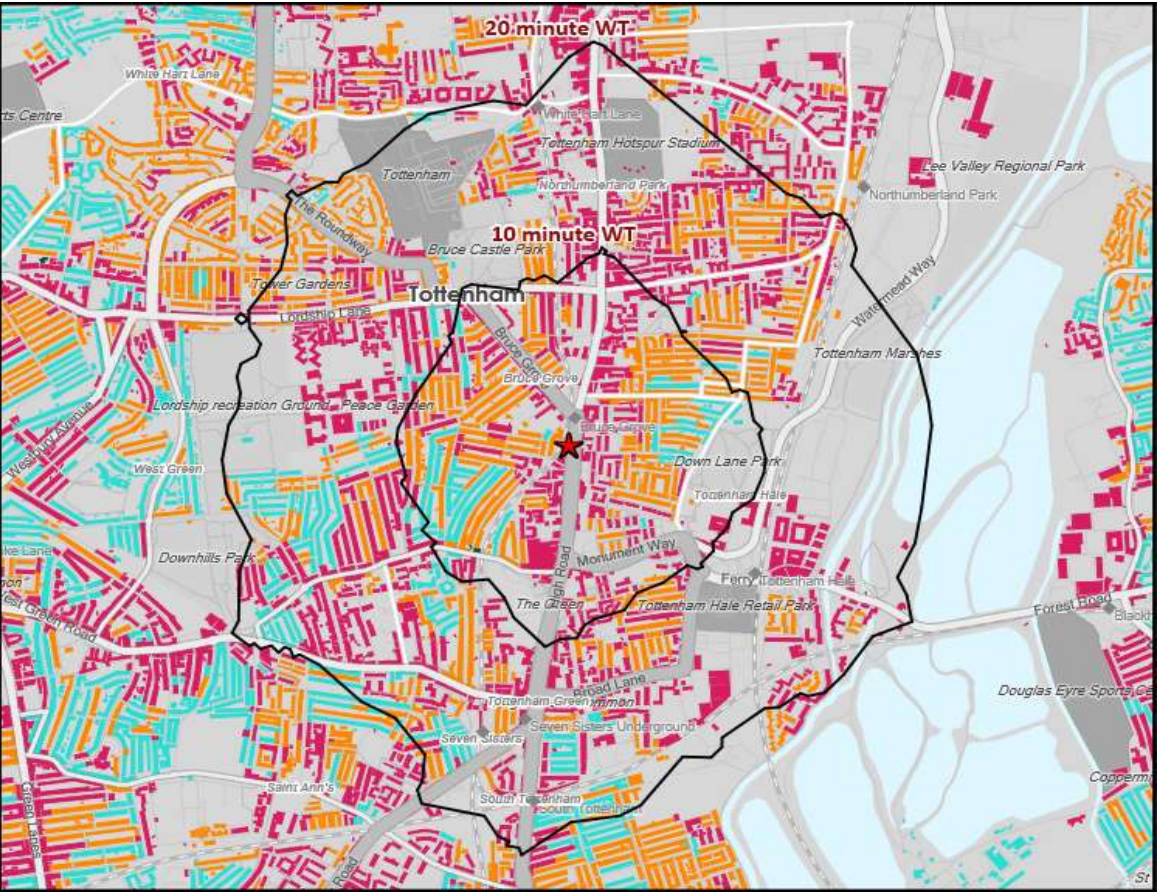
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Ship Tottenham



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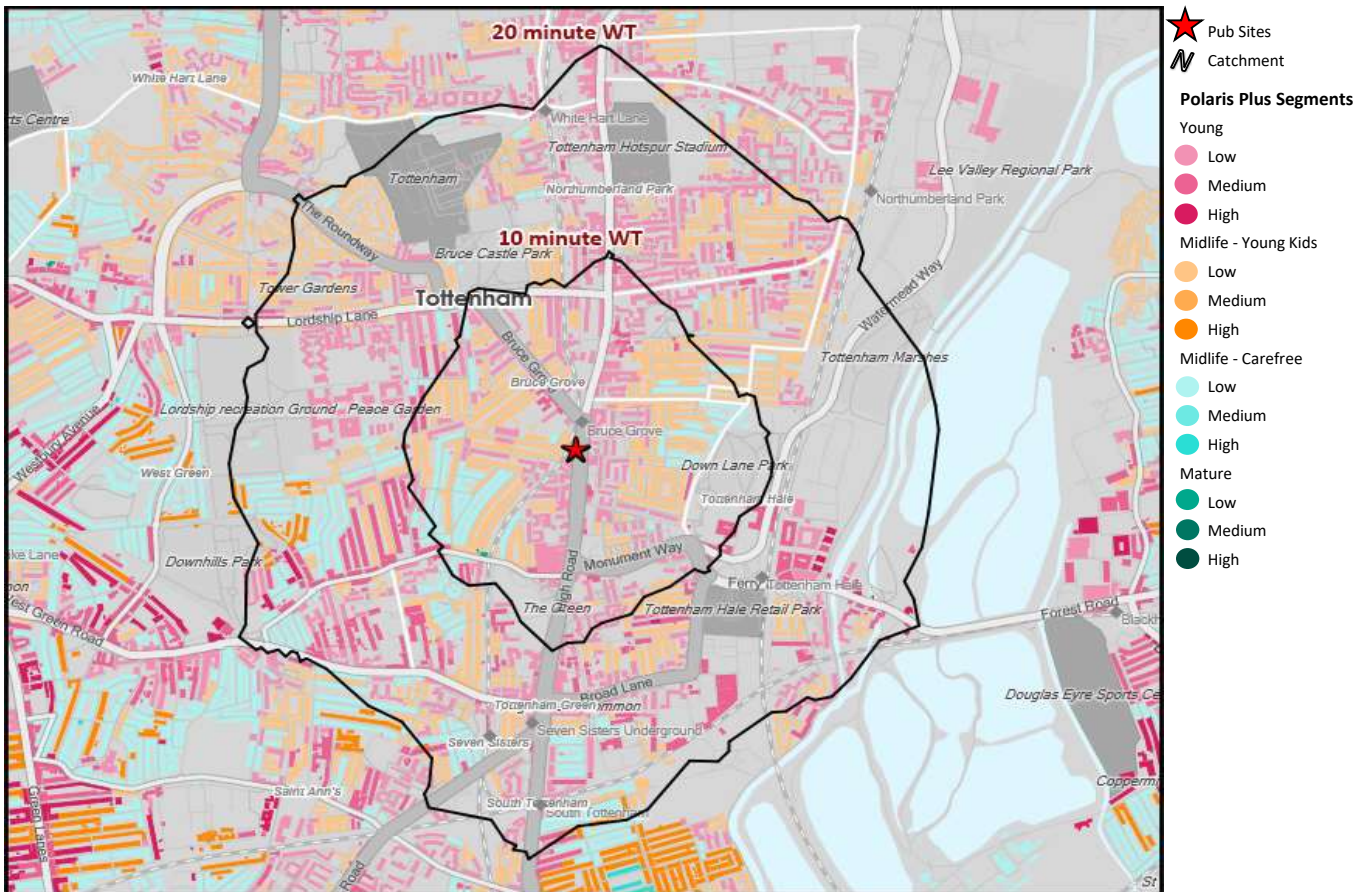
- ★ Pub Sites
- N Catchment
- Polaris Segments**
 - Young
 - Midlife - Young Kids
 - Midlife - Carefree
 - Mature

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	6,377	28,795	485,289	157	205	204
Midlife - Young Kids	6,859	17,101	166,676	426	306	176
Midlife - Carefree	1,477	5,016	203,140	63	62	148
Mature	4	4	6,892	0	0	2
Not Private Households	16	125	3,265	8	19	29
Total	14,733	51,041	865,262			

Polaris Plus Summary - Ship Tottenham

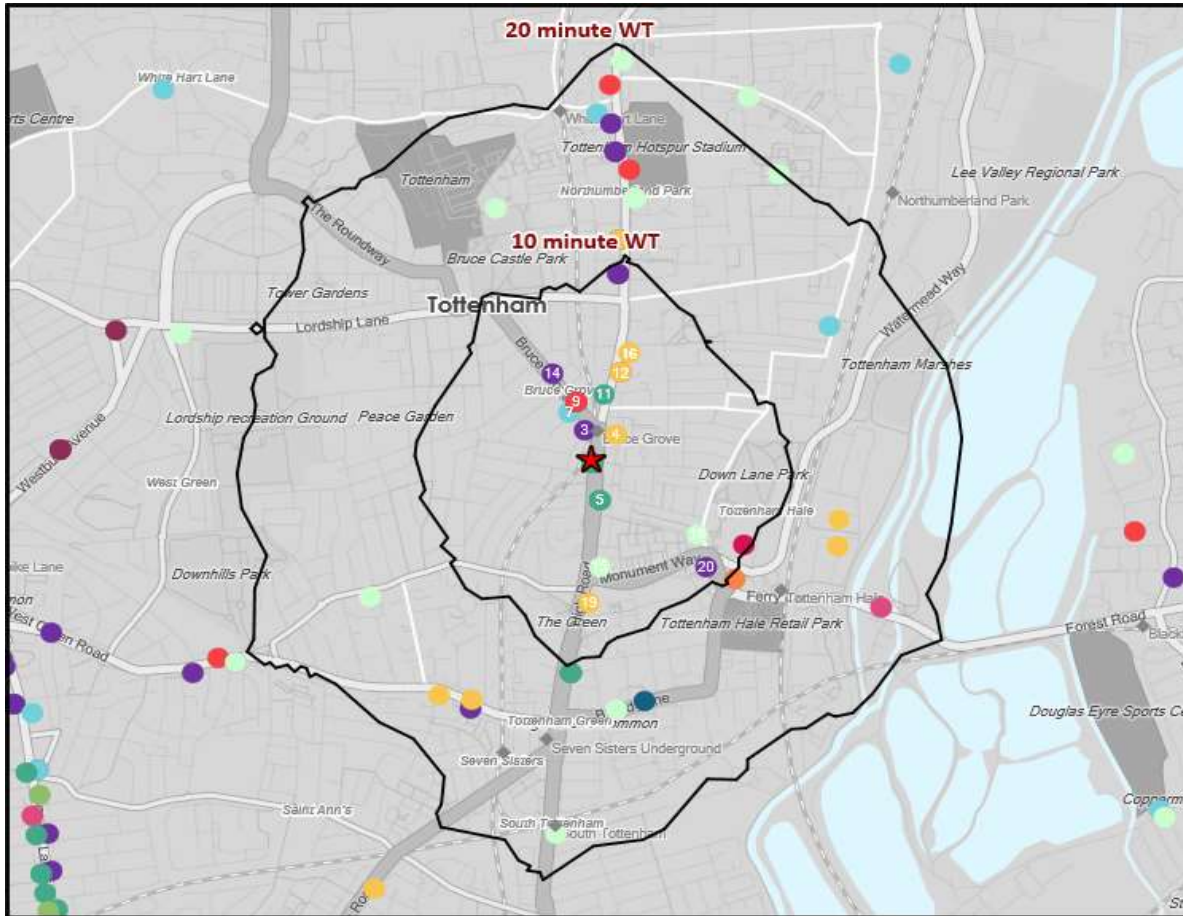


Polaris Plus Profile by Catchment

*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	5,559	18,795	171,467	384	375	202
Medium	818	9,313	125,604	51	166	132
High	0	687	188,218	0	20	323
Midlife - Young Kids						
Low	6,859	16,717	98,103	849	597	207
Medium	0	0	4,922	0	0	13
High	0	384	63,651	0	67	658
Midlife - Carefree						
Low	1,477	5,016	132,626	238	233	364
Medium	0	0	11,136	0	0	18
High	0	0	59,378	0	0	154
Mature						
Low	4	4	2,733	0	0	2
Medium	0	0	77	0	0	0
High	0	0	4,082	0	0	3
Not Private Households	16	125	3,265	8	19	29
Total	14,733	51,041	865,262			

CGA Summary - Ship Tottenham

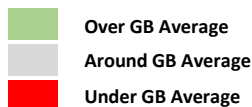


-  Pub Sites
 Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Mimi Noodle House	N 17 6QA	Independent Free	Restaurants	0.0
0	Elbow Room	N 17 6QA	Stonegate Pub Company	Circuit Bar	0.0
0	Gaziantep Ocakbasi	N 17 6QA	Independent Free	Casual Dining	0.0
3	San Marco Restaurant	N 17 6QY	Independent Free	Restaurants	0.1
4	Beehive	N 17 9BQ	*Other Small Retail Groups	High Street Pub	0.1
5	Ates	N 17 9JB	Independent Free	Casual Dining	0.1
5	Garden House	N 17 9JB	Independent Free	Casual Dining	0.1
7	Tottenham Conservative Club	N 17 6RA	Independent Free	Clubland	0.1
7	Tottenham Trades Club & Labour Institute	N 17 6RA	Independent Free	Clubland	0.1
9	Caribbean Edge	N 17 6UR	Independent Free	Restaurants	0.1
9	Regency Banqueting Suite	N 17 6UR	Independent Free	Large Venue	0.1
11	Siraz	N 17 6SB	Independent Free	Casual Dining	0.2
12	Bluecoats	N 17 9TA	Independent Free	Family Pub Dining	0.2
12	Banana Restaurant	N 17 9TA	Independent Free	High Street Pub	0.2
14	Bruce Burgers	N 17 6UZ	Independent Free	Restaurants	0.2
15	High Cross Pub	N 17 9HT	Independent Free	Community Pub	0.3
16	Victoria Inn	N 17 9TT	Independent Free	High Street Pub	0.3
16	Two Brewers	N 17 9TT	Wellington	High Street Pub	0.3
18	Volunteer	N 17 9EU	Unknown	Community Pub	0.3
19	Post Bar	N 15 4BP	Independent Free	High Street Pub	0.3
20	Golden Buffet	N 17 9NU	Independent Free	Restaurants	0.4

Per Pub Analysis - Ship Tottenham



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	14,733	51,041	865,262
Number of Competition Pubs	12	30	482
Adults 18+ per Competition Pub	1,228	1,701	1,795

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	688	4.7%	58
Circuit Bar	1	788	5.3%	132
Community Pub	2	5,429	36.8%	193
Craft Led	0	397	2.7%	78
Great Pub Great Food	0	258	1.7%	10
High Street Pub	6	5,106	34.7%	188
Premium Local	0	575	3.9%	24

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	3,742	7.3%	91
Circuit Bar	1	3,401	6.7%	164
Community Pub	10	15,393	30.2%	158
Craft Led	0	2,406	4.7%	136
Great Pub Great Food	0	2,226	4.4%	25
High Street Pub	11	15,401	30.2%	164
Premium Local	0	3,330	6.5%	40

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	34	133,361	15.4%	191
Circuit Bar	49	36,477	4.2%	104
Community Pub	45	124,205	14.4%	75
Craft Led	0	58,460	6.8%	195
Great Pub Great Food	25	148,882	17.2%	97
High Street Pub	99	137,330	15.9%	86
Premium Local	100	79,520	9.2%	56

Glossary

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.																																												
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."	Mature 55+ year olds "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.																																												
<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			
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																												