

Catchment Summary - Gate Framwellgate Moor

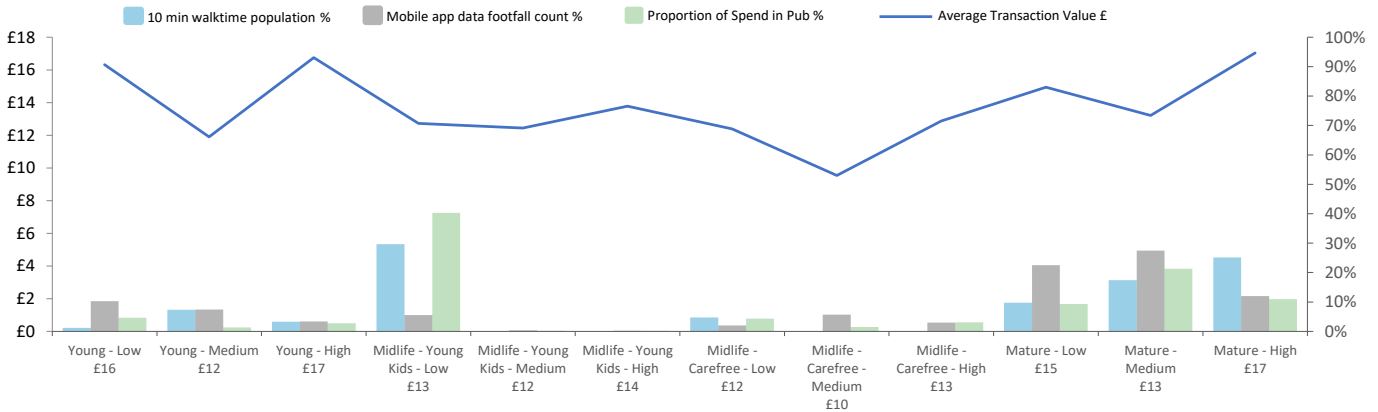
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626322	Gate Framwellgate Moor	DH 1 5JE	Star Pubs & Bars	Premium Local	13



- 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 - Gate Framwellgate Moor



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

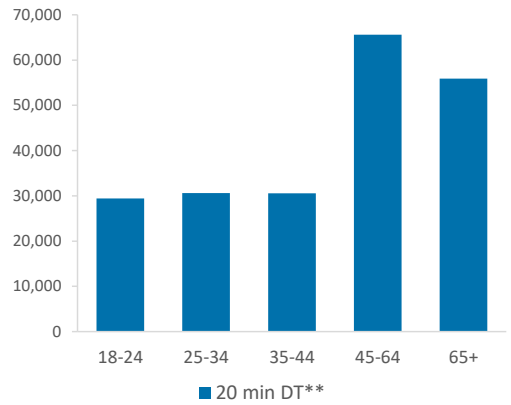
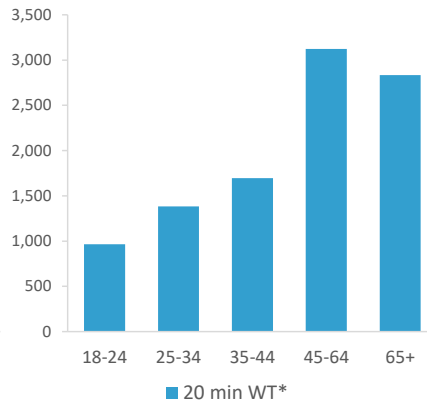
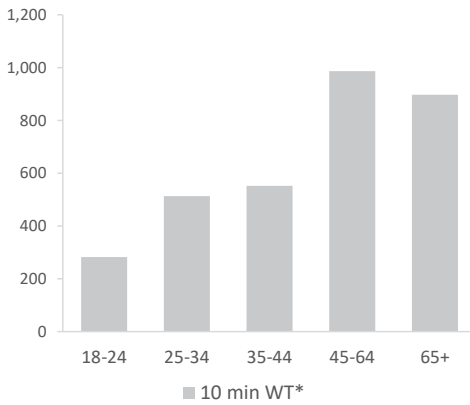
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,039	12,350	258,432	75	67	59
Adults 18+	3,231	9,997	212,053	72	65	61
Competition Pubs	6	10	305	33	28	73
Adults 18+ per Competition Pub	539	1,000	695	63	116	81
% Adults Likely to Drink	77.9%	79.5%	77.9%	102	104	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	45.3%	27.1%	42.7%	136	81	129
	Medium	24.8%	43.9%	39.6%	65	115	104
	High	28.4%	24.5%	15.3%	104	90	56

*Affluence does not include Not Private Households

Age Profile	18-24	282	964	29,420	86	96	140
	25-34	513	1,383	30,591	95	84	89
	35-44	552	1,695	30,546	103	104	89
	45-64	987	3,122	65,583	95	98	99
	65+	897	2,833	55,913	116	119	113



	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	1,922 (48%)	5,821 (47%)	126,196 (49%)	97	96	100
	Female	2,117 (52%)	6,529 (53%)	132,236 (51%)	103	104	100
Economic Status (16+)	Employed: Full-time	1,220 (37%)	3,772 (37%)	69,000 (32%)	107	107	92
	Employed: Part-time	331 (10%)	1,093 (11%)	23,332 (11%)	84	90	90
	Self employed	225 (7%)	658 (6%)	13,270 (6%)	73	69	66
	Unemployed	75 (2%)	193 (2%)	5,223 (2%)	82	68	87
	Full-time student	58 (2%)	169 (2%)	5,408 (2%)	73	69	105
	Retired	815 (25%)	2,888 (28%)	54,057 (25%)	112	129	113
Other	598 (18%)	1,494 (15%)	47,394 (22%)	103	84	125	
Total Worker Count	2,332	13,567	119,341				

See the Glossary page for further information on the above variables

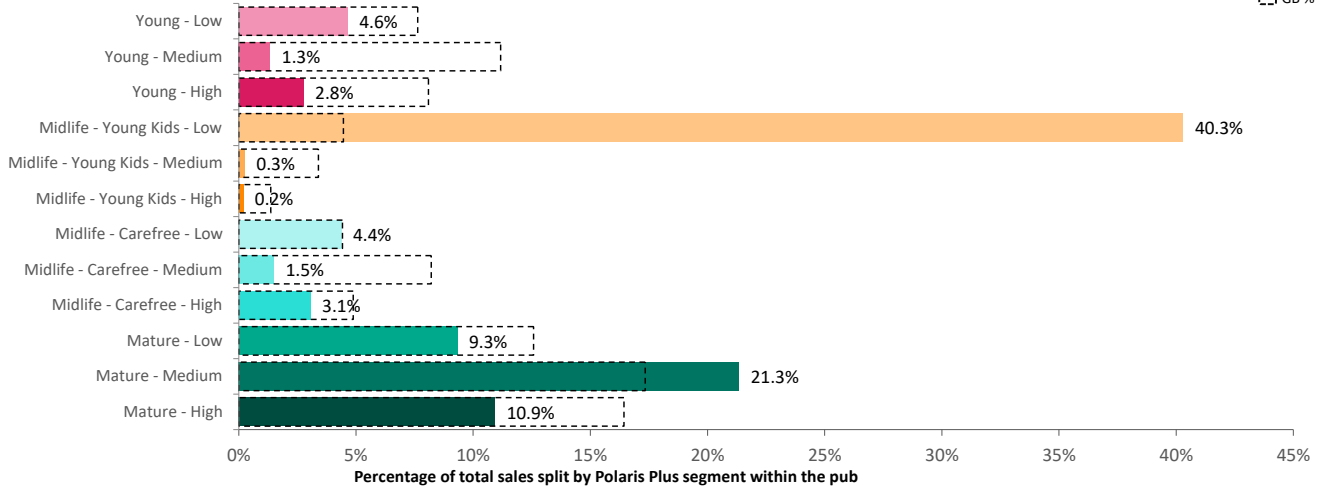
Transactional Data Summary - Gate Framwellgate Moor



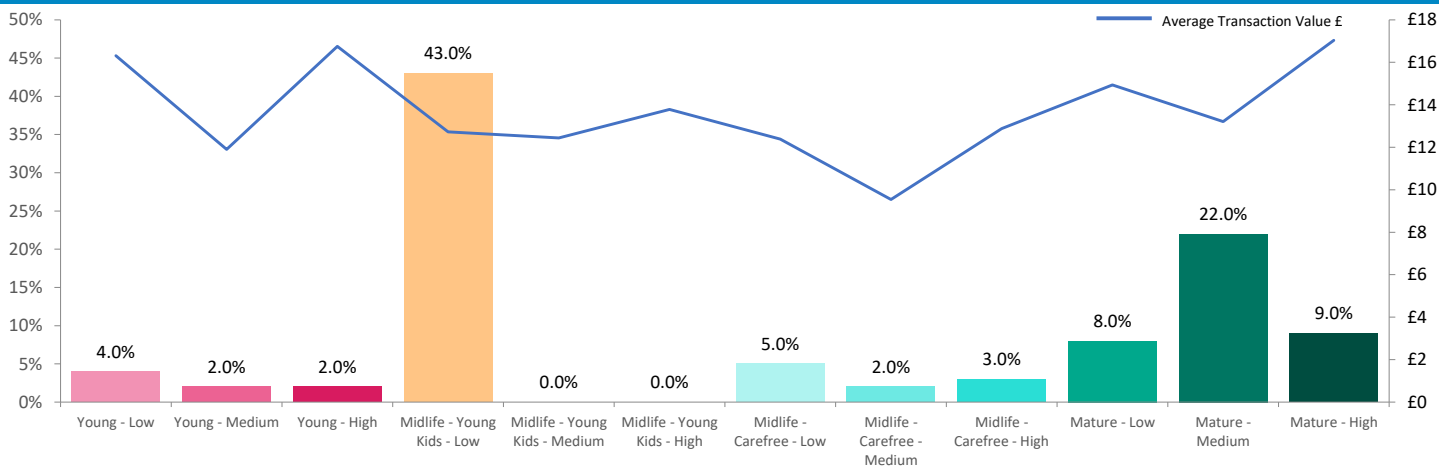
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Spend by Polaris Plus

GB %

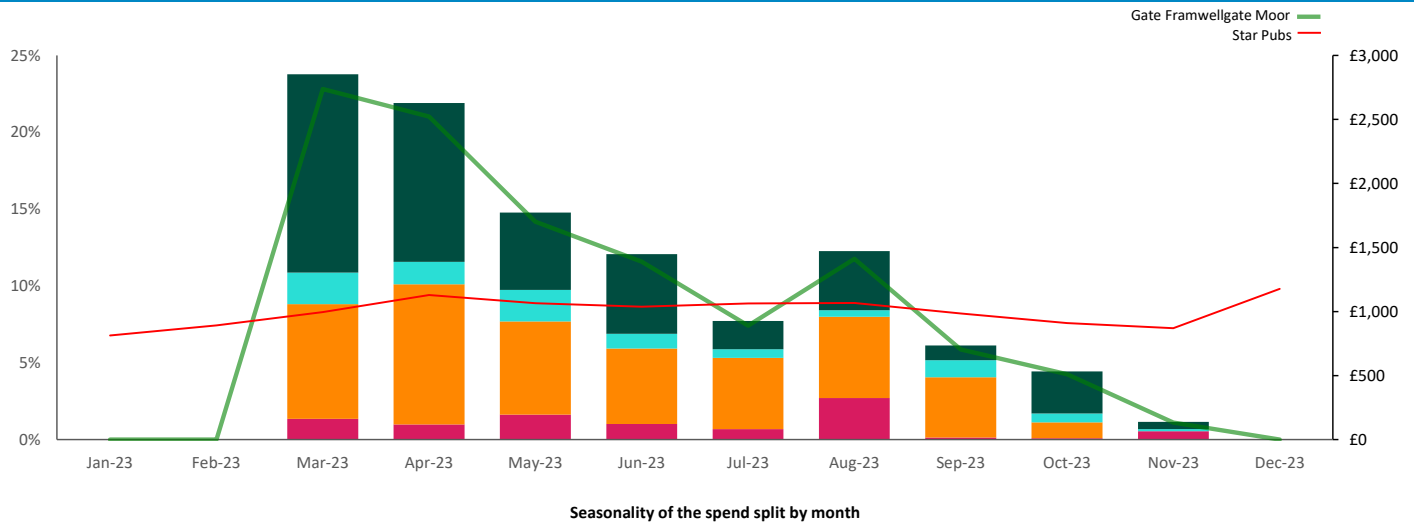


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

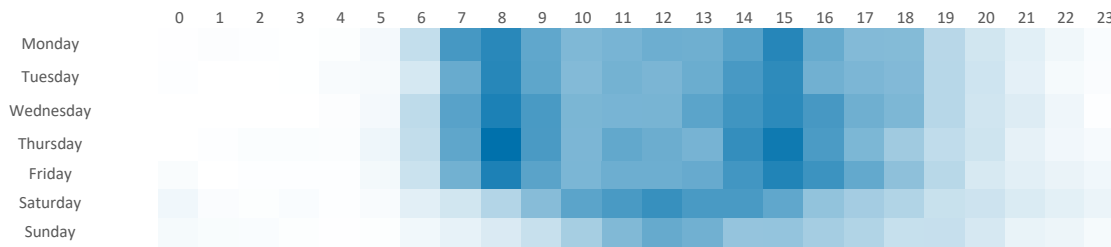


Mobile Data Summary - Gate Framwellgate Moor



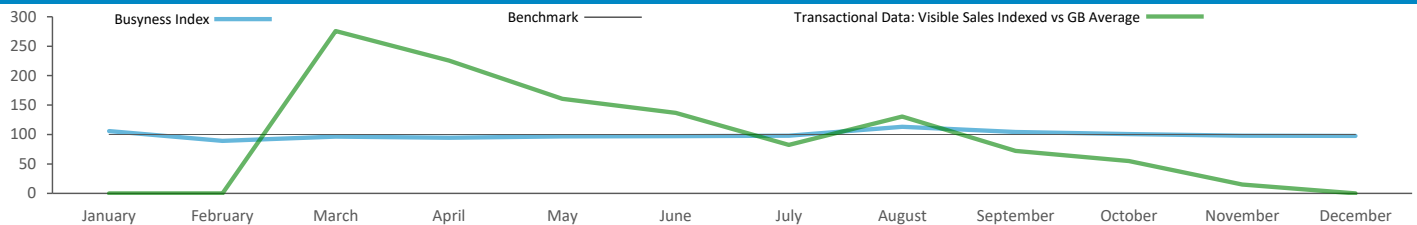
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Time of Day/Day of Week



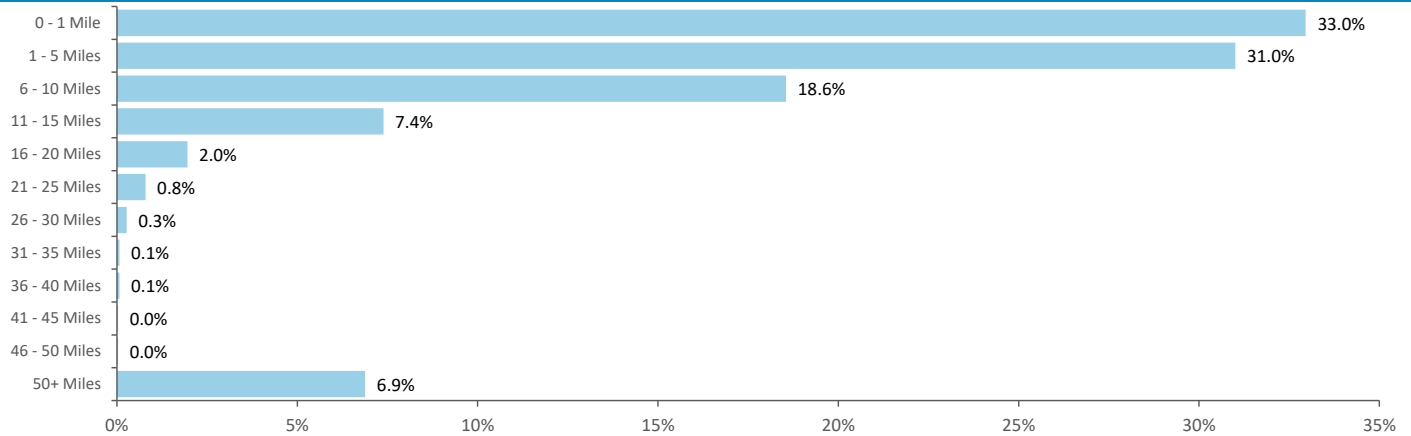
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

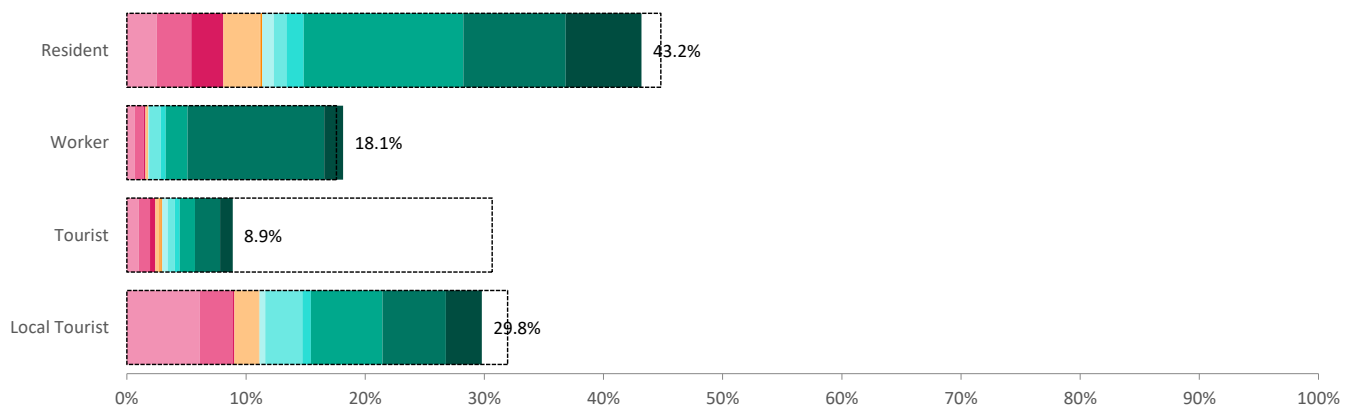
Distance from Home



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



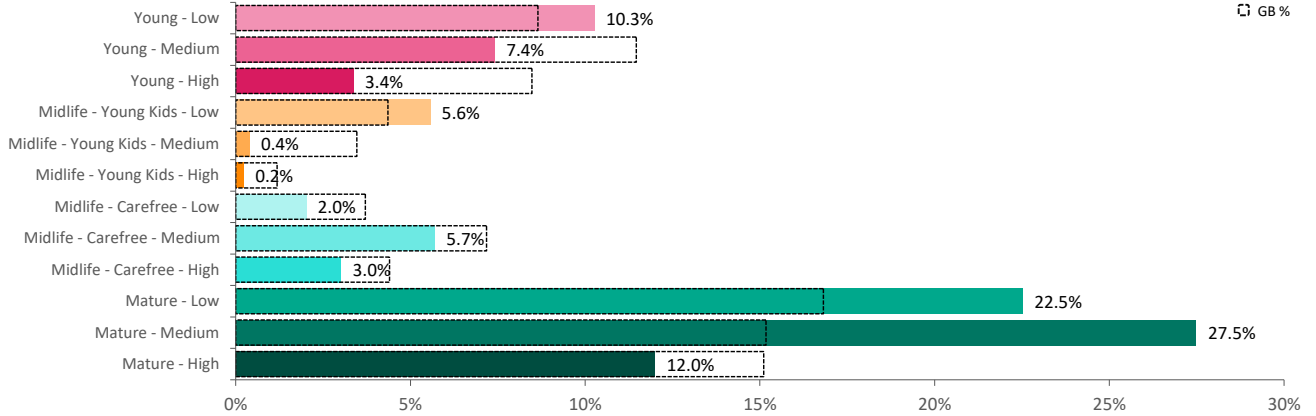
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Gate Framwellgate Moor



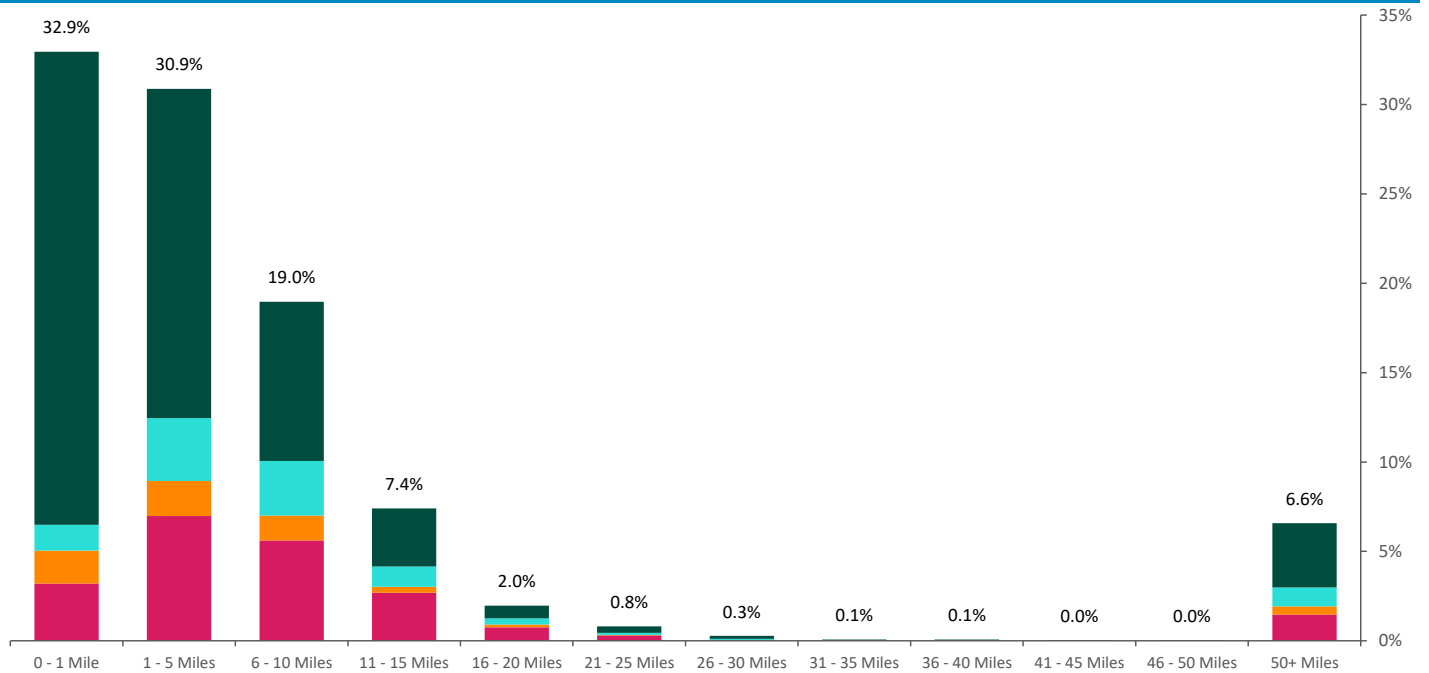
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Polaris Plus Profile



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



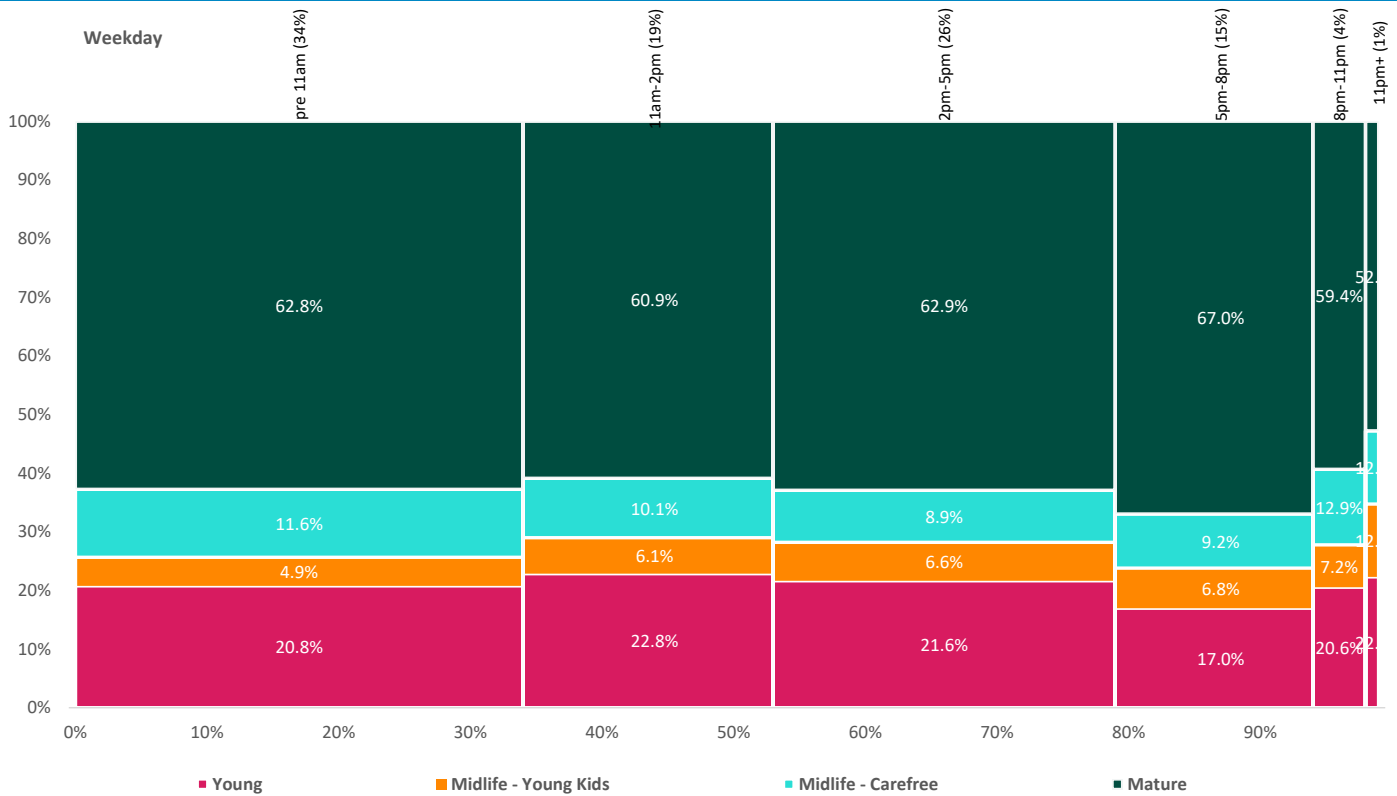
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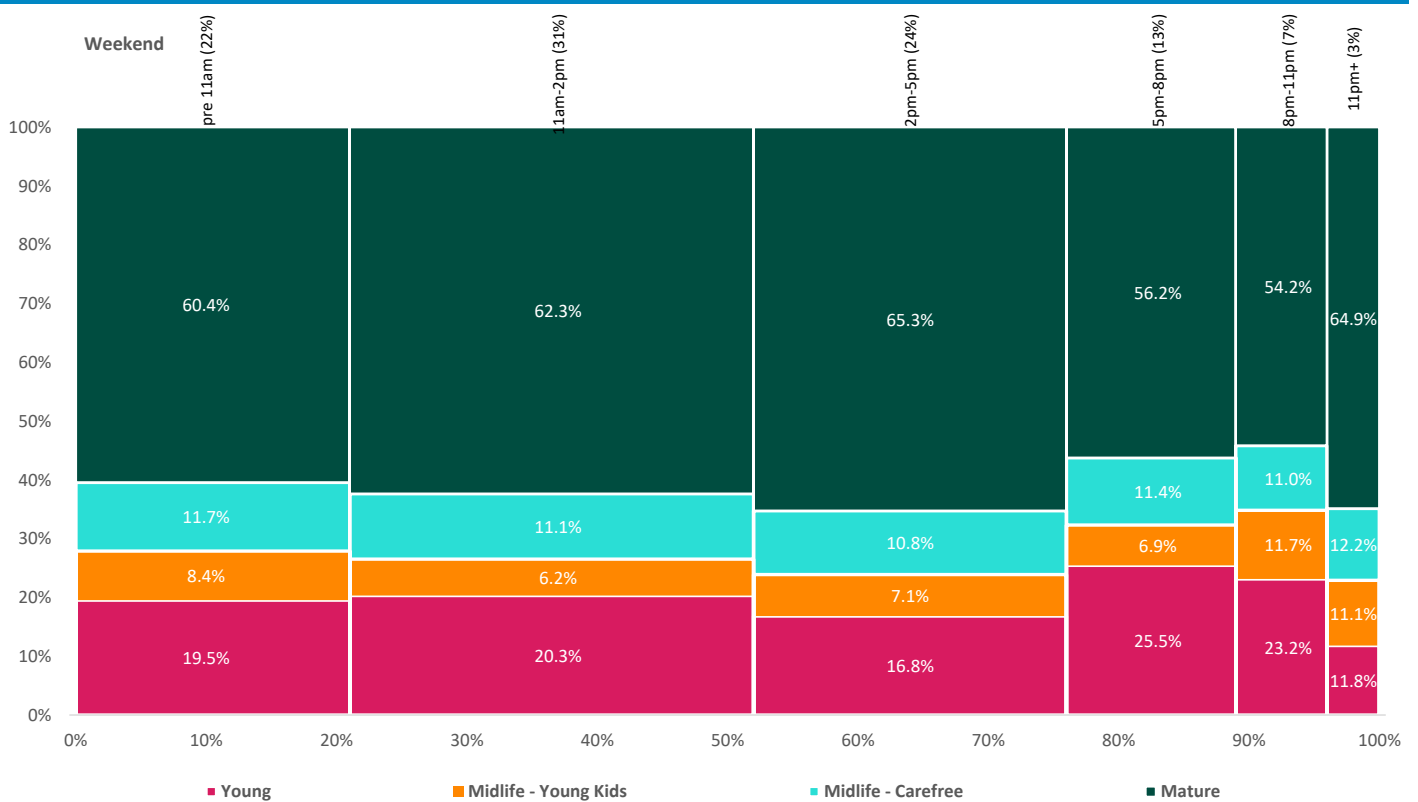


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Gate Framwellgate Moor



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- ★ 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	384	1,271	72,212	43	46	124
Midlife - Young Kids	958	1,304	16,935	271	119	73
Midlife - Carefree	153	692	18,507	30	44	55
Mature	1,689	6,274	99,348	118	141	106
Not Private Households	47	456	5,051	111	347	181
Total	3,231	9,997	212,053			

Polaris Plus Summary - Gate Framwellgate Moor



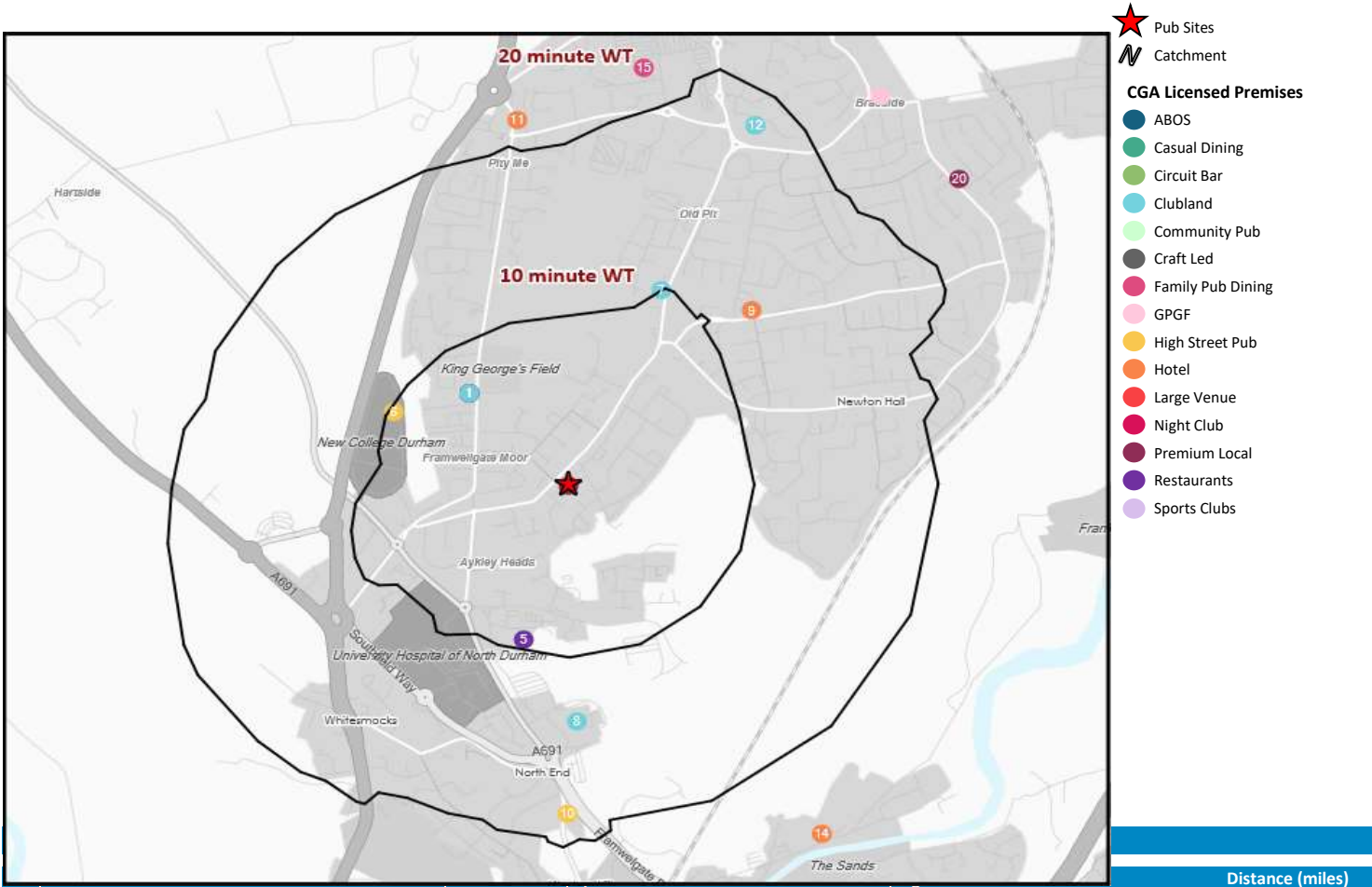
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Polaris Plus Profile by Catchment

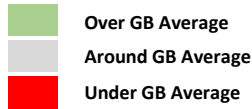
*WT= Walktime, **DT= Drivetime

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	39	236	37,895	12	24	182
Medium	238	690	29,872	67	63	128
High	107	345	4,445	49	51	31
Midlife - Young Kids						
Low	958	1,304	14,784	540	238	127
Medium	0	0	534	0	0	6
High	0	0	1,617	0	0	68
Midlife - Carefree						
Low	153	405	3,387	112	96	38
Medium	0	95	10,146	0	13	67
High	0	192	4,974	0	43	53
Mature						
Low	314	764	34,540	71	56	119
Medium	563	3,600	43,361	111	230	131
High	812	1,910	21,447	168	127	67
Not Private Households	47	456	5,051	111	347	181
Total	3,231	9,997	212,053			



					Distance (miles)
0	Gate	DH 1 5JE	Star Pubs & Bars	Premium Local	0.0
1	Queens Head	DH 1 5EE	Stonegate Pub Company	Premium Local	0.3
1	Fram Ferment	DH 1 5EE	Independent Free	Premium Local	0.3
1	Millenium Restaurant	DH 1 5EE	Independent Free	Restaurants	0.3
1	Fram Moor & Pity Me Working Mens Club & Institute	DH 1 5EE	Independent Free	Clubland	0.3
5	Finbarr's Restaurant	DH 1 5TS	Independent Free	Restaurants	0.3
6	New College	DH 1 5ES	Independent Free	High Street Pub	0.4
7	Bede Lodge Social Club	DH 1 5HL	Independent Free	Clubland	0.5
8	County Hall	DH 1 5UL	Independent Free	Clubland	0.5
9	Lindisfarne Care Home	DH 1 5LT	Independent Free	Hotel	0.5
10	Cartologist	DH 1 4NQ	Stonegate Pub Company	High Street Pub	0.7
11	Lambton Hounds	DH 1 5DE	Stonegate Pub Company	Hotel	0.8
12	Abbey Leisure Centre	DH 1 5GE	Independent Free	Clubland	0.9
12	Durham Indoor Bowling	DH 1 5GE	Independent Free	Clubland	0.9
14	Radisson Blu	DH 1 5TA	Radisson Hotel Group	Hotel	0.9
15	Dunelm Ridge	DH 1 5GB	Whitbread	Family Pub Dining	0.9
16	Waiting Room	DH 1 4RB	Independent Free	Circuit Bar	1.0
17	Lane 7	DH 1 1SF	Lane 7	Restaurants	1.0
18	Formerly Radisson Blu	DH 1 5TL	Unknown	Hotel	1.0
19	Coho	DH 1 1SL	Independent Free	High Street Pub	1.0
20	Jovial Monk	DH 1 5PY	Admiral Taverns Ltd	Premium Local	1.0

Per Pub Analysis - Gate Framwellgate Moor



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,231	9,997	212,053
Number of Competition Pubs	6	10	305
Adults 18+ per Competition Pub	539	1,000	695

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	145	4.5%	56
Circuit Bar	0	55	1.7%	42
Community Pub	0	862	26.7%	139
Craft Led	0	54	1.7%	49
Great Pub Great Food	0	586	18.1%	103
High Street Pub	1	779	24.1%	131
Premium Local	3	550	17.0%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	428	4.3%	53
Circuit Bar	0	163	1.6%	40
Community Pub	0	2,233	22.3%	117
Craft Led	0	169	1.7%	49
Great Pub Great Food	0	1,927	19.3%	109
High Street Pub	1	2,140	21.4%	116
Premium Local	3	1,981	19.8%	120

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	12,747	6.0%	75
Circuit Bar	15	10,709	5.1%	125
Community Pub	63	52,033	24.5%	128
Craft Led	0	7,003	3.3%	96
Great Pub Great Food	2	28,267	13.3%	75
High Street Pub	56	50,584	23.9%	129
Premium Local	17	32,127	15.2%	92

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	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																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <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 </td> <td> <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 </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	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 																									
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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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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						
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