

Catchment Summary - Cuckoo Bush

- 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

1,614	1,614	353,835
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31	8	84
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Adults 18+

1,364	1,364	292,530
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Pop. & Adl. 18+ index based on all pubs

31	8	87
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Competition Pubs

3	3	377
---	---	-----

16	7	93
----	---	----

Adults 18+ per Competition Pub

455	455	776
-----	-----	-----

51	51	88
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% Adults Likely to Drink

80,1%	80,1%	77,1%
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106	106	102
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Affluence	Low	11,5%	11,5%	26,6%
	Medium	53,0%	53,0%	45,2%
	High	35,5%	35,5%	26,4%

35	35	80
139	139	119
129	129	96

35	35	80
139	139	119
129	129	96

*Affluence does not include Not Private Households

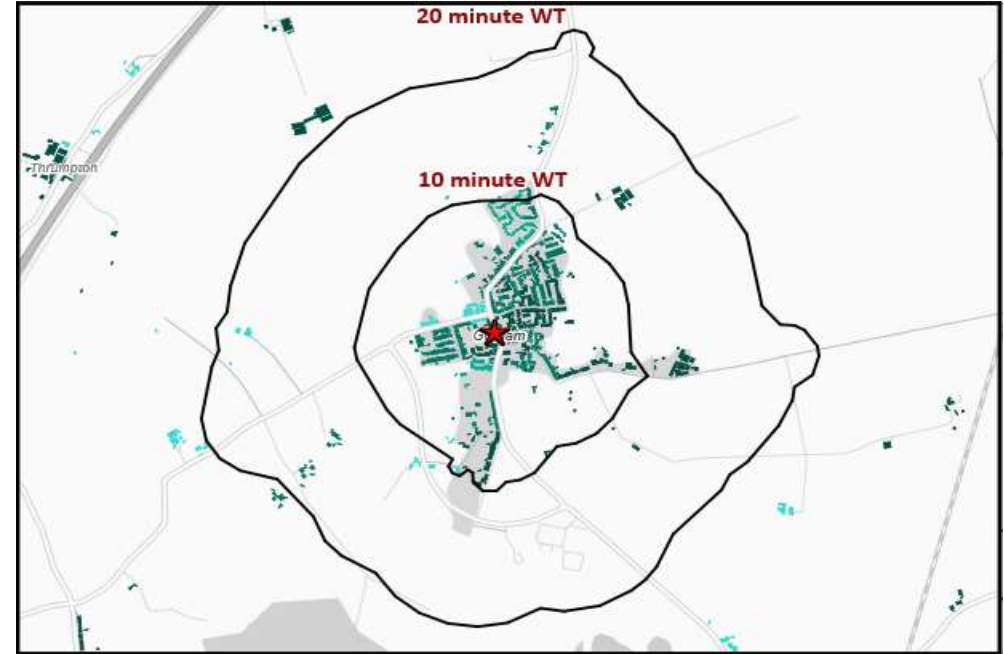
Mean Net Disposable income (£pa)

£24,606	£24,606	£21,299
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115	115	100
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Age Profile	18-24	88	88	63,384
	25-34	150	150	48,115
	35-44	169	169	43,384
	45-64	453	453	78,180
	65+	504	504	59,467

64	64	212
69	69	101
78	78	91
111	111	87
163	163	88



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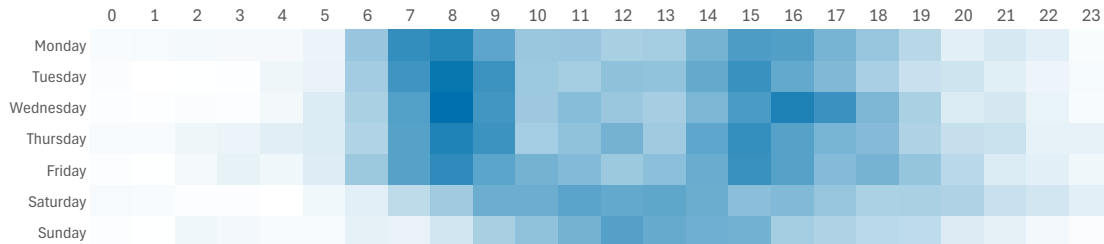
Polaris Plus Segments

★ Pub Sites
★ Catchment

Young ● Low ● Medium ● High	Midlife - Young Kids ● Low ● Medium ● High	Midlife - Carefree ● Low ● Medium ● High	Mature ● Low ● Medium ● High
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Mobile Data Summary

Time of Day/Day of Week



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	0	0	109,287	0	0	134
Midlife - Young Kids	0	0	16,841	0	0	53
Midlife - Carefree	92	92	39,648	43	43	86
Mature	1,272	1,272	121,733	211	211	94
Not Private Households	0	0	5,021	0	0	14,186
Total	1,364	1,364	292,530			



Per Pub - Cuckoo Bush

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

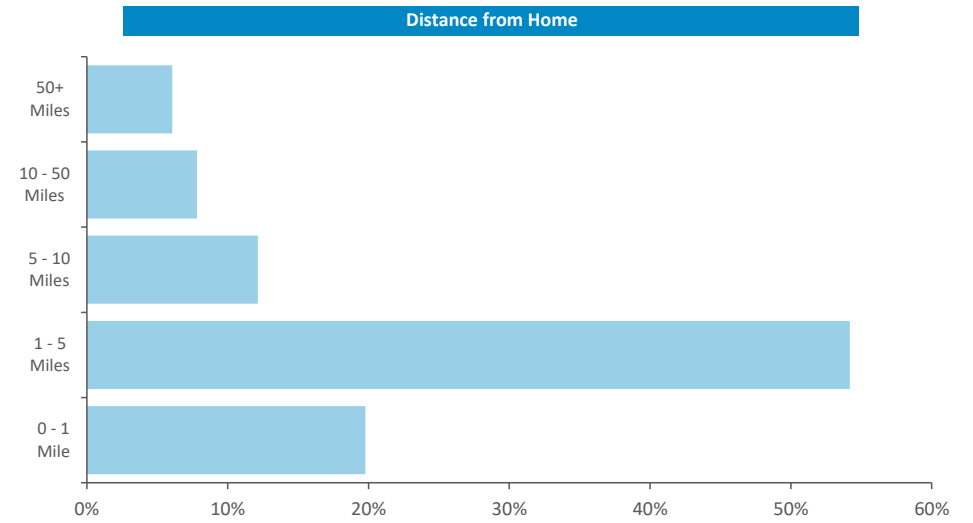
Adults 18+	1.364	1.364	292.530
Number of Competition Pubs	3	3	377
Adults 18+ per Competition Pub	455	455	776

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	34	2,5%	30
Circuit Bar	0	11	0,8%	20
Community Pub	2	291	21,3%	109
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	364	26,7%	147
High Street Pub	0	274	20,1%	107
Premium Local	1	389	28,5%	168

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	34	2,5%	30
Circuit Bar	0	11	0,8%	20
Community Pub	2	291	21,3%	109
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	364	26,7%	147
High Street Pub	0	274	20,1%	107
Premium Local	1	389	28,5%	168

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	47	25.493	8,7%	105
Circuit Bar	28	13.158	4,5%	108
Community Pub	31	47.122	16,1%	82
Craft Led	0	14.015	4,8%	134
Great Pub Great Food	25	56.034	19,2%	105
High Street Pub	48	49.302	16,9%	89
Premium Local	63	54.140	18,5%	109



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Competition - Cuckoo Bush



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
1	Sun Inn	NG11 0HX	Everards	Premium Local	50,2%	0,06
2	Star Inn	NG11 0HG	Punch Pub Company	Community Pu	49,8%	0,22
0	Cuckoo Bush	NG11 0JL	Star Pubs & Bars	Community Pu	0,0%	0,00

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

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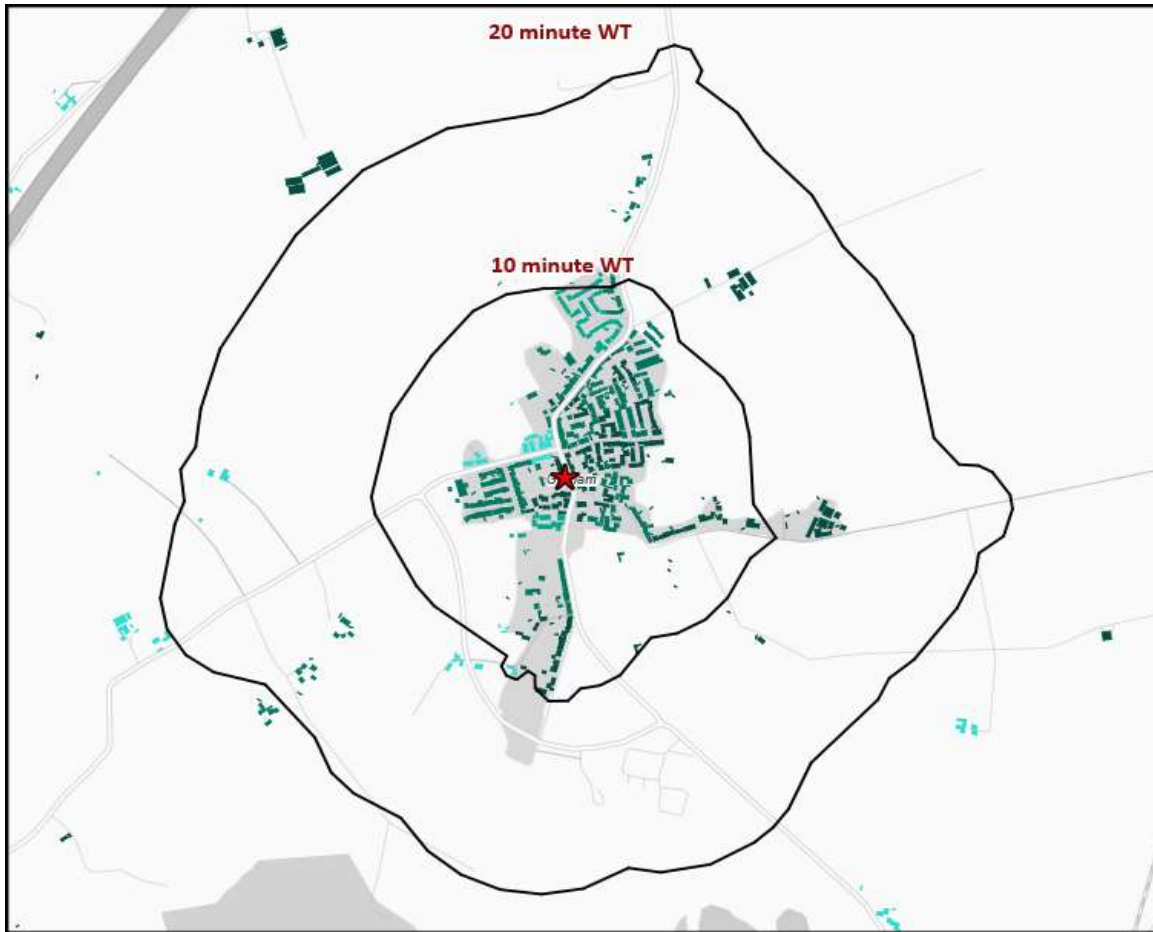


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Catchment Summary - Cuckoo Bush

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
84969	Cuckoo Bush	NG11 0JL	Star Pubs & Bars	Community Pub	13

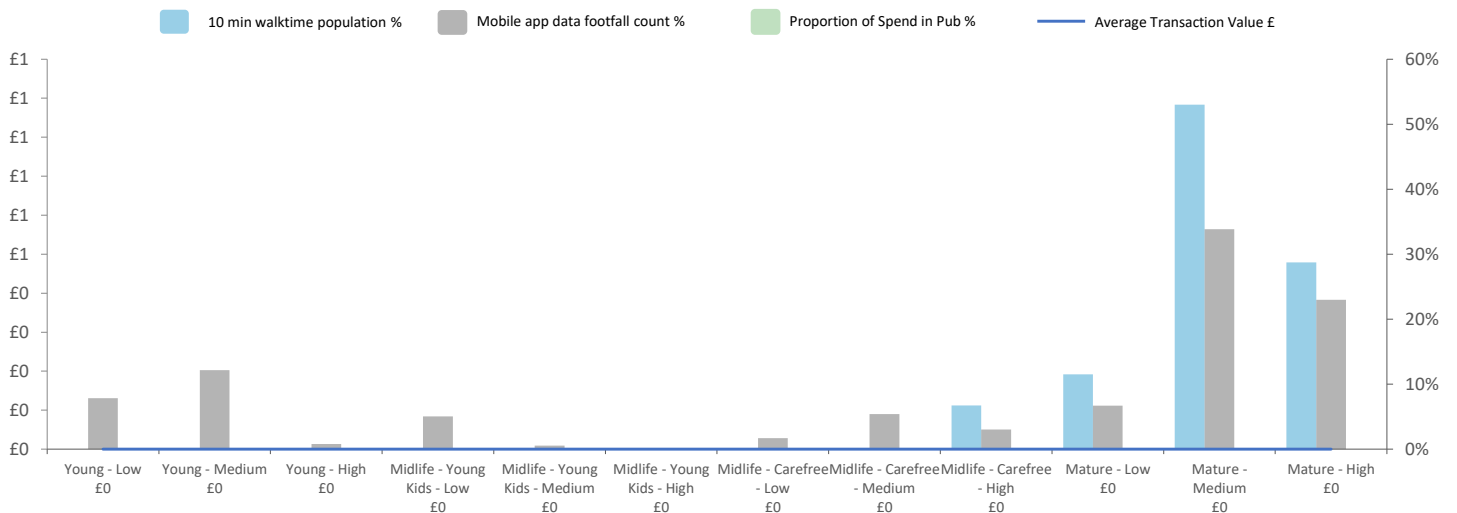


- ★ Pub Sites
- ⌘ Catchments

Polaris Plus Segments

- Young
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

Polaris Plus Profile



See the Glossary page for further information on the above variables

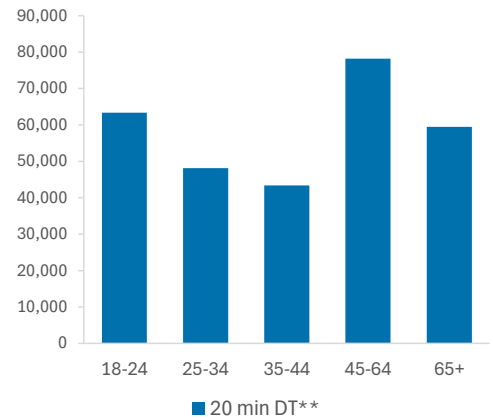
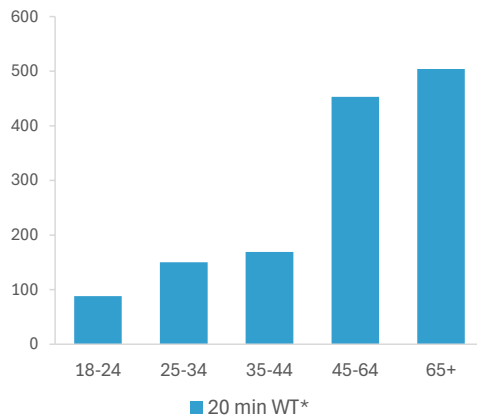
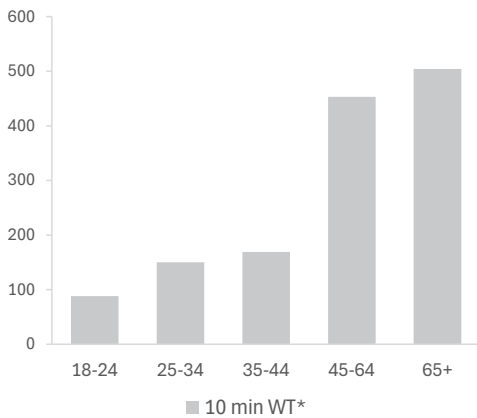
Catchment Summary - Cuckoo Bush

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Over GB Average
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Under GB Average

*WT= Walktime, **DT= Drivetime

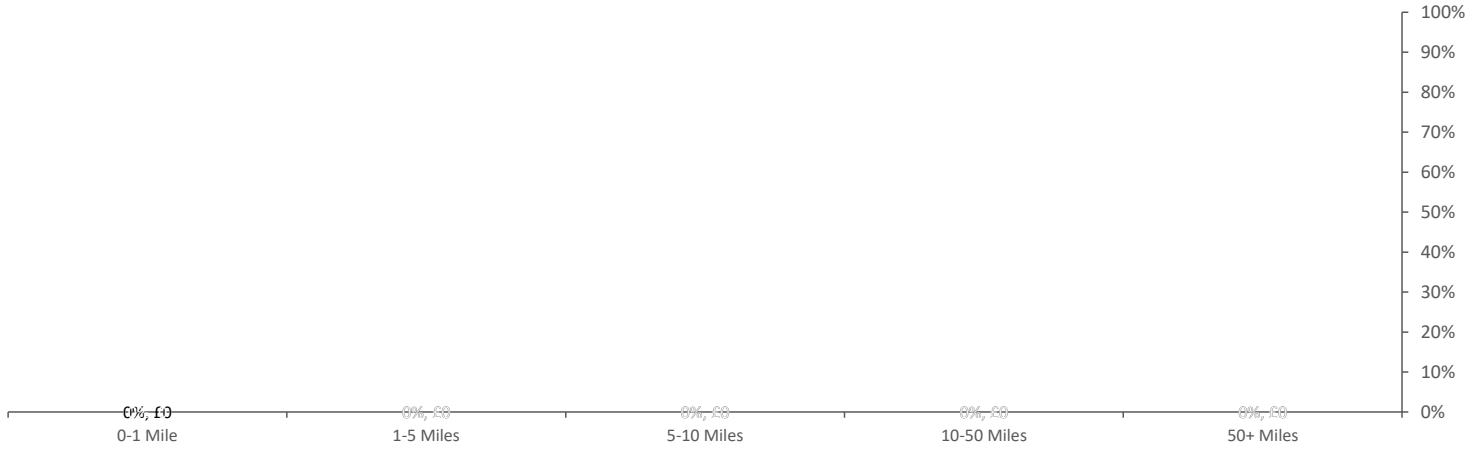
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Population	1,614	1,614	353,835	31	8	84	
Population & Adults 18+ index is based on all pubs							
Adults 18+	1,364	1,364	292,530	31	8	87	
Competition Pubs	3	3	377	16	7	93	
Adults 18+ per Competition Pub	455	455	776	51	51	88	
% Adults Likely to Drink	80,1%	80,1%	77,1%	106	106	102	
Affluence	Low	11,5%	11,5%	26,6%	35	35	80
	Medium	53,0%	53,0%	45,2%	139	139	119
	High	35,5%	35,5%	26,4%	129	129	96
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£24,606	£24,606	£21,299	115	115	100	
Age Profile	18-24	88	88	63,384	64	64	212
	25-34	150	150	48,115	69	69	101
	35-44	169	169	43,384	78	78	91
	45-64	453	453	78,180	111	111	87
	65+	504	504	59,467	163	163	88



	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	778 (48%)	778 (48%)	177,585 (50%)	98	98	102
	Female	836 (52%)	836 (52%)	176,250 (50%)	102	102	98
Economic Status (16+)	Employed: Full-time	466 (33%)	466 (33%)	95,709 (32%)	97	97	93
	Employed: Part-time	167 (12%)	167 (12%)	31,546 (11%)	98	98	87
	Self employed	135 (10%)	135 (10%)	20,601 (7%)	105	105	75
	Unemployed	25 (2%)	25 (2%)	6,075 (2%)	70	70	79
	Full-time student	17 (1%)	17 (1%)	13,507 (5%)	51	51	190
	Retired	462 (33%)	462 (33%)	58,076 (19%)	150	150	88
	Other	127 (9%)	127 (9%)	74,209 (25%)	52	52	141
Total Worker Count	674	674	182,784				

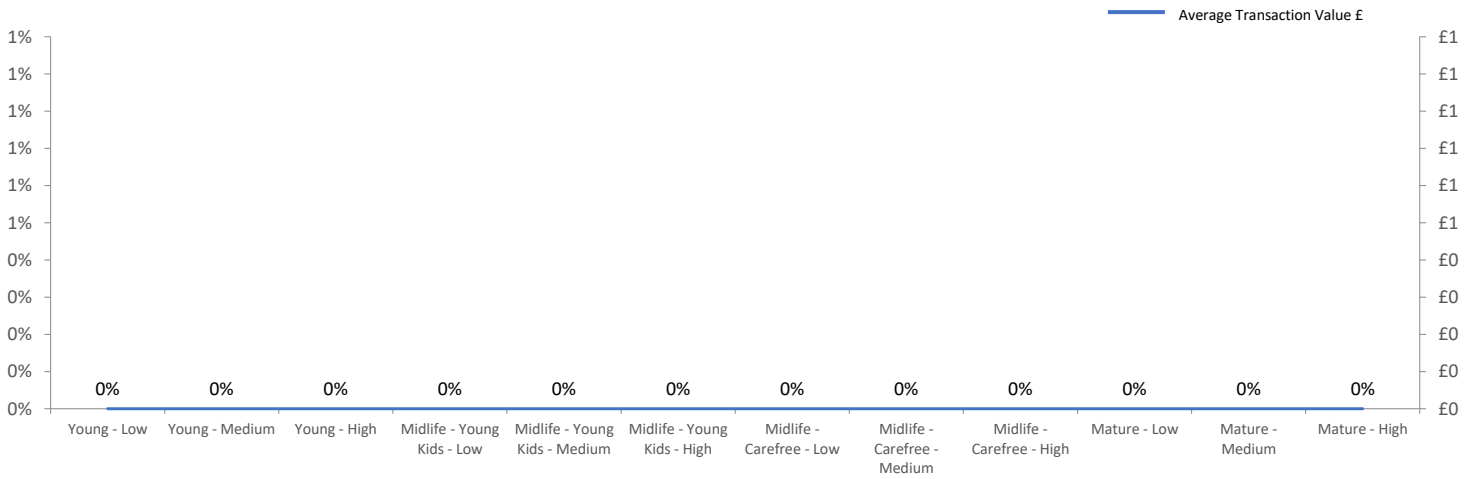
See the Glossary page for further information on the above variables

Spend by Polaris and Distance from Home



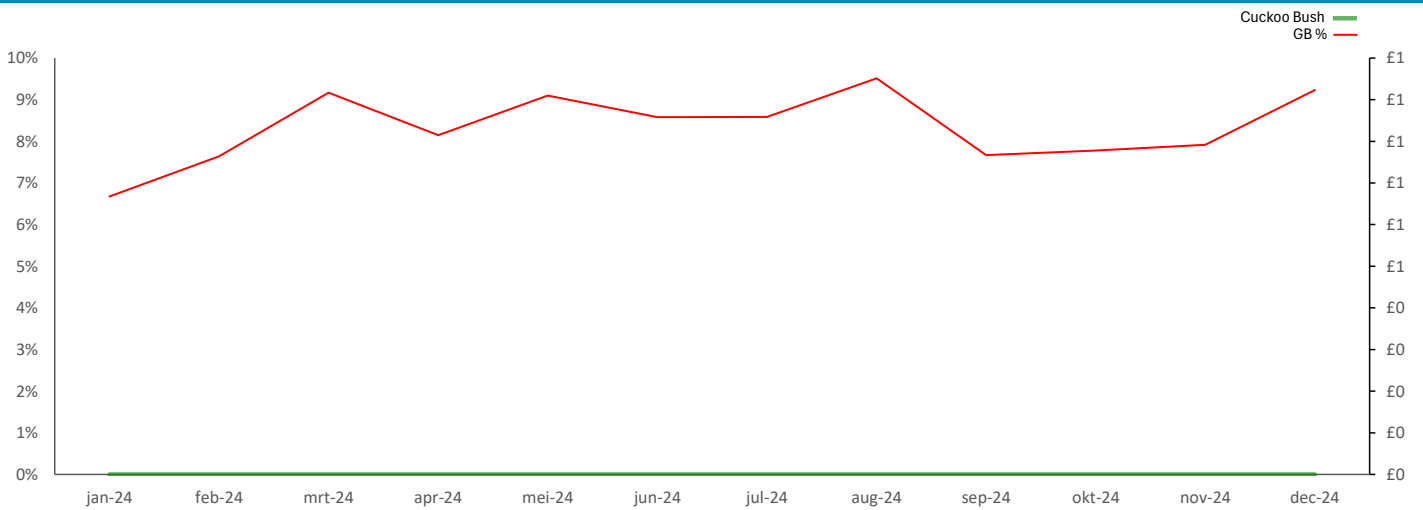
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



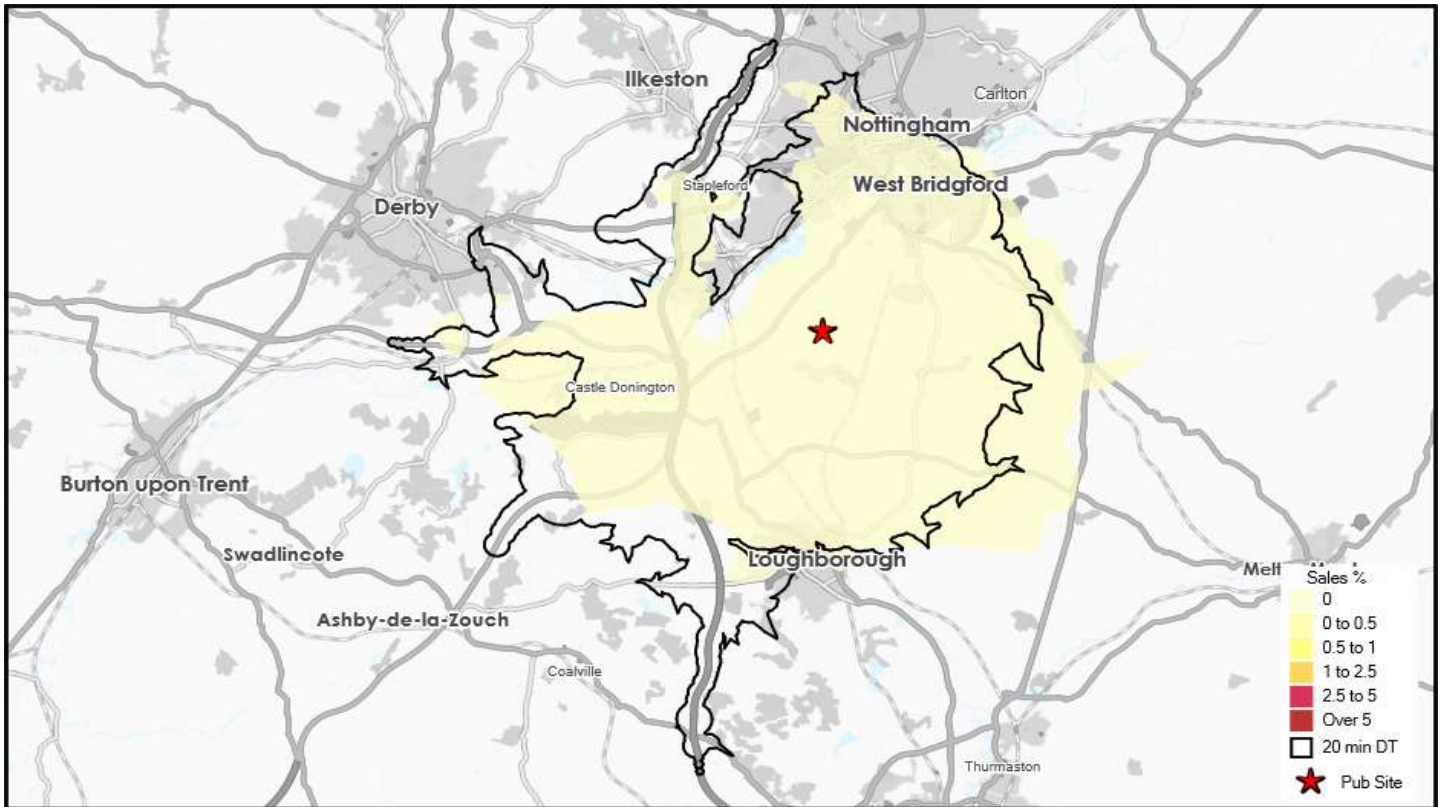
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



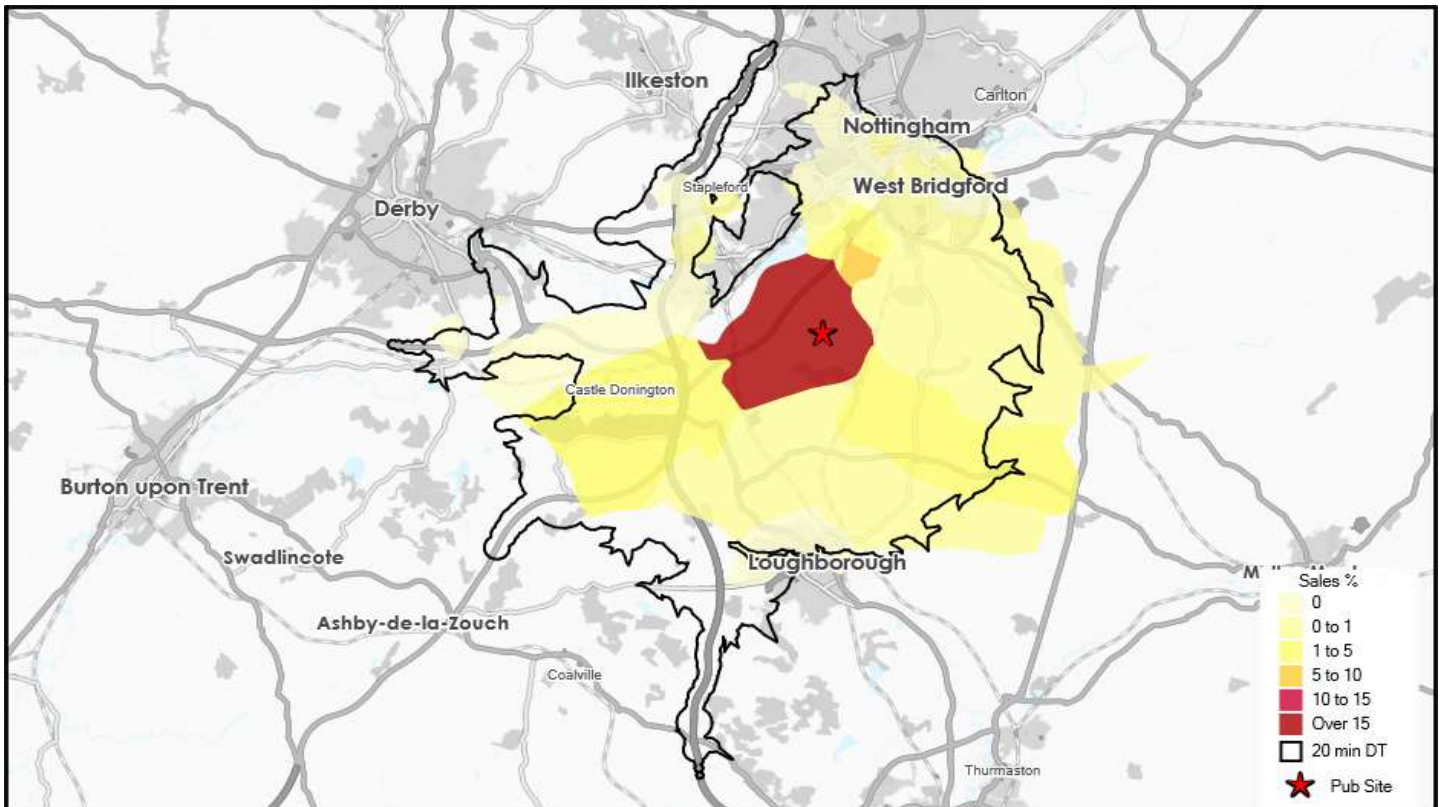
Seasonality of the spend split by month

Cuckoo Bush Share of Spend from Postcode Sectors within 20 minute Drive



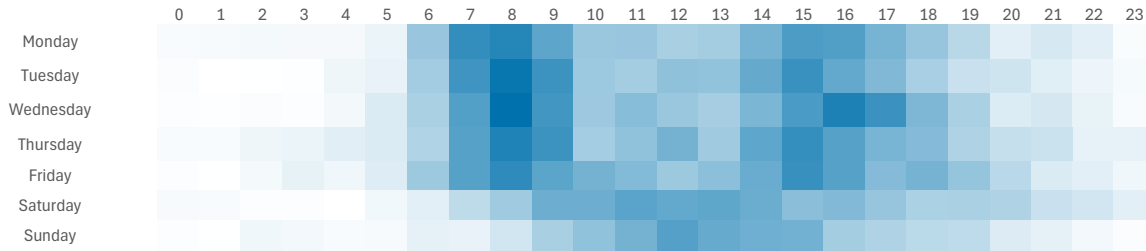
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Cuckoo Bush



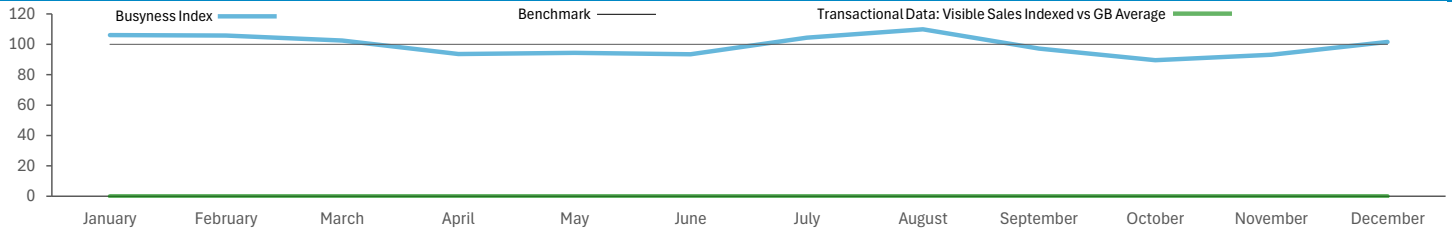
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



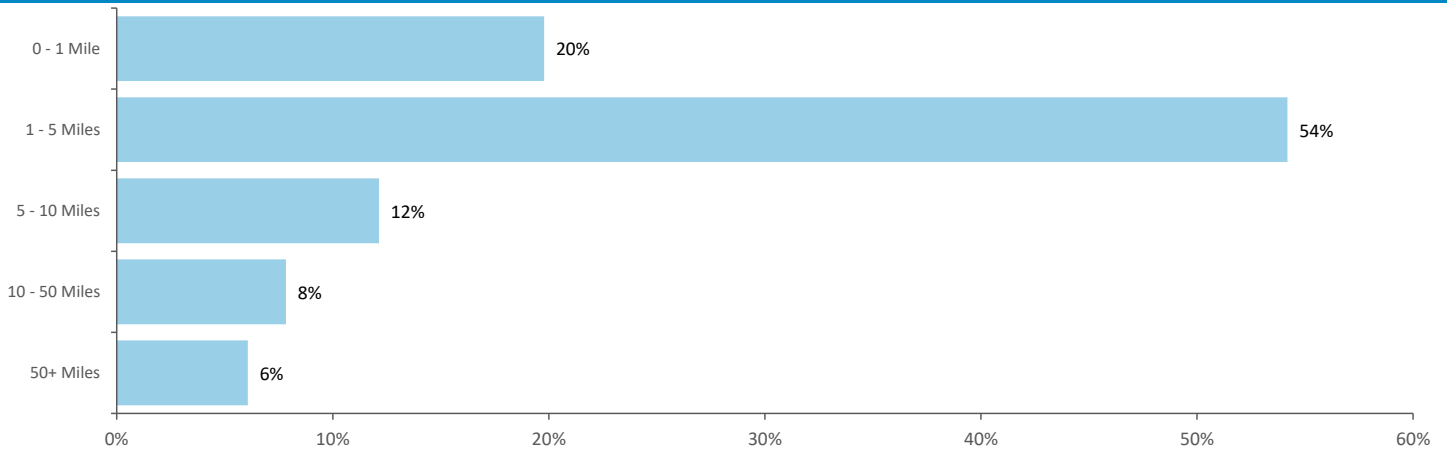
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

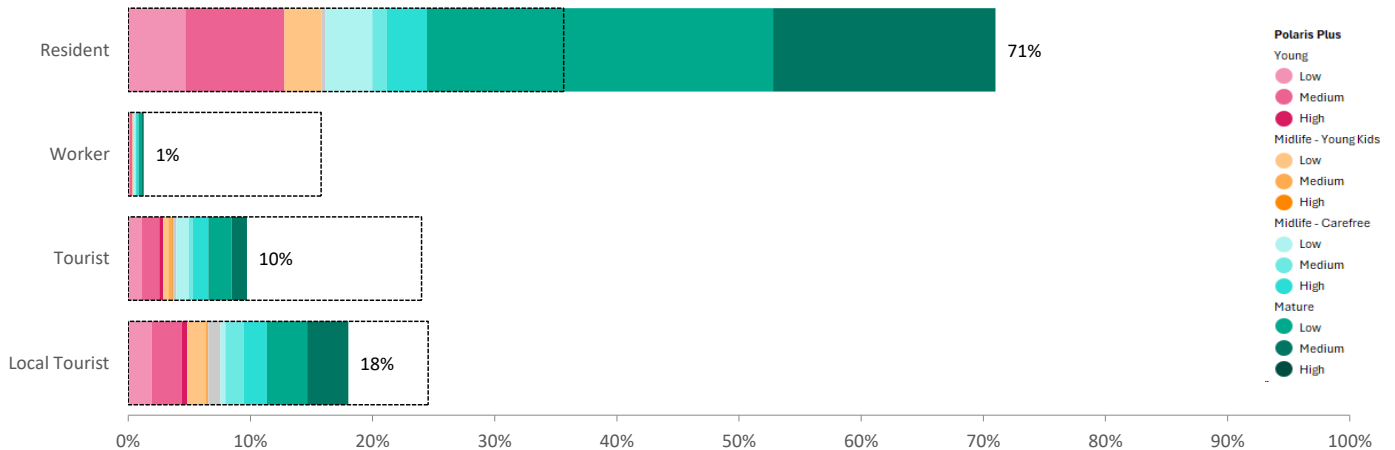
Distance from Home



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

Audience Classification by Polaris Plus

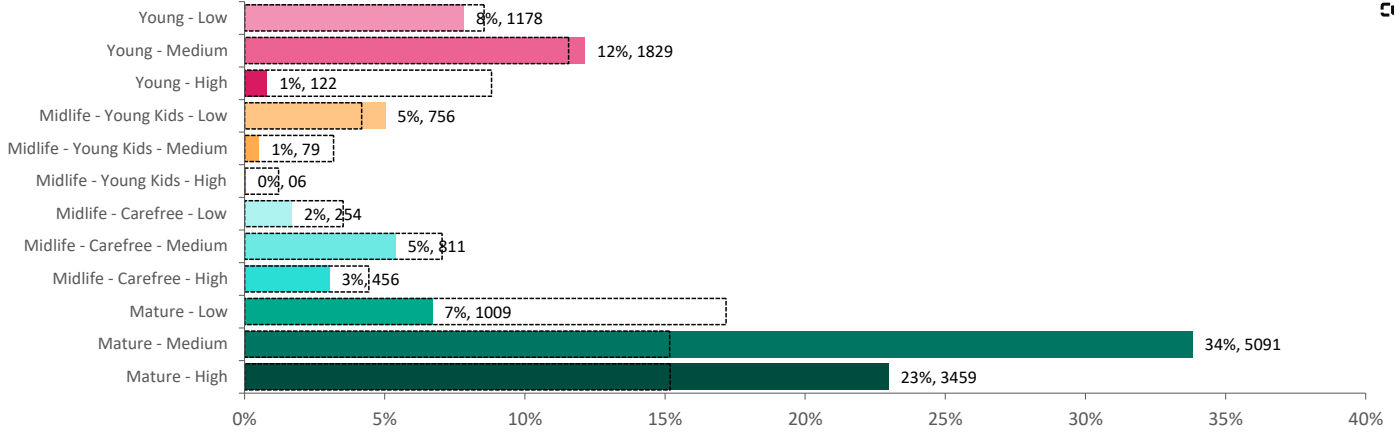
Base: GB



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

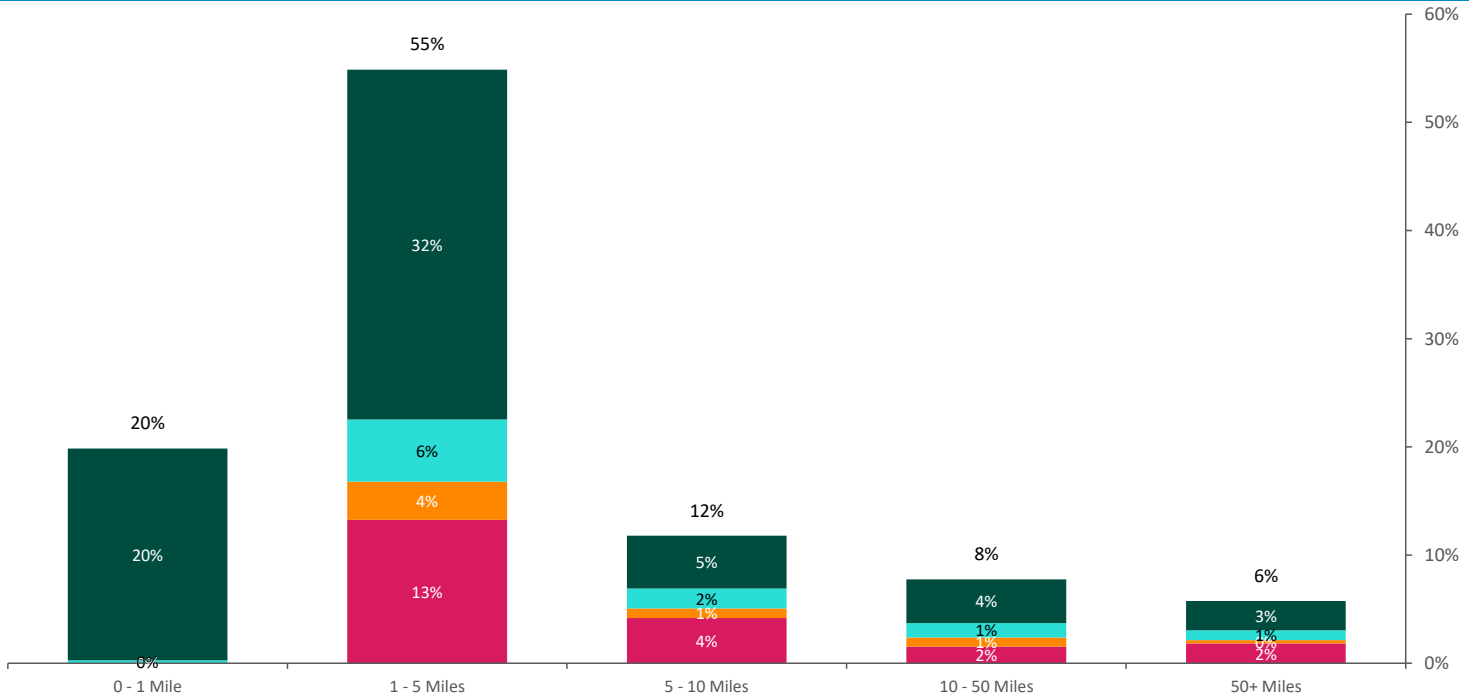
Polaris Plus Profile

GB %



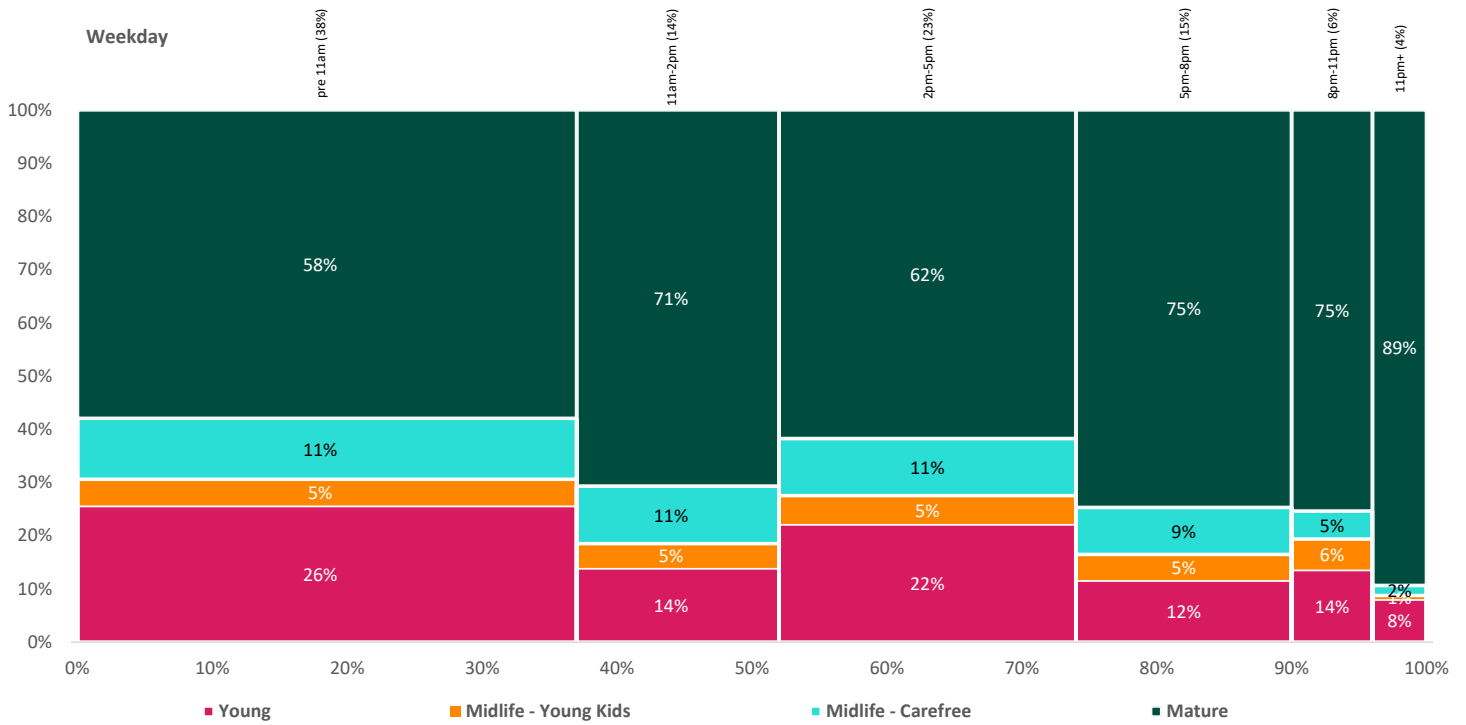
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



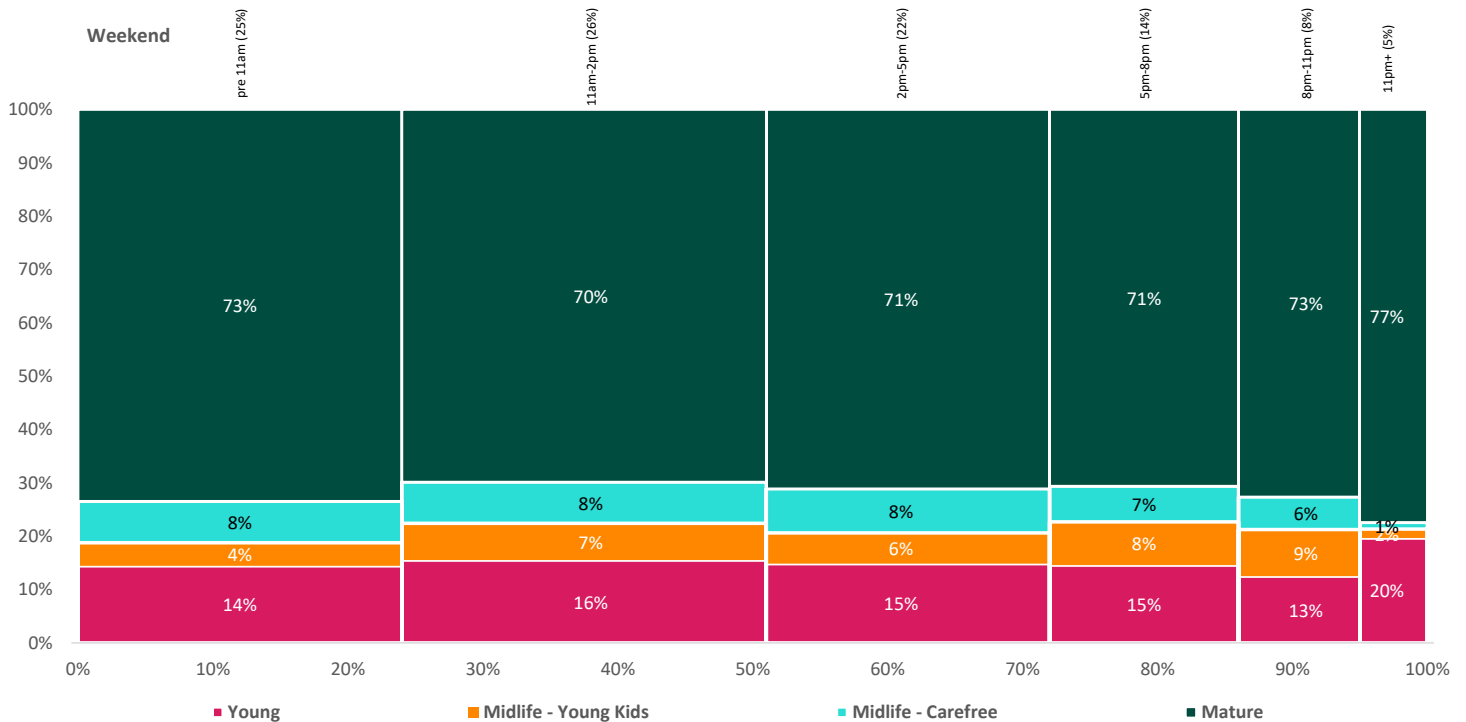
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



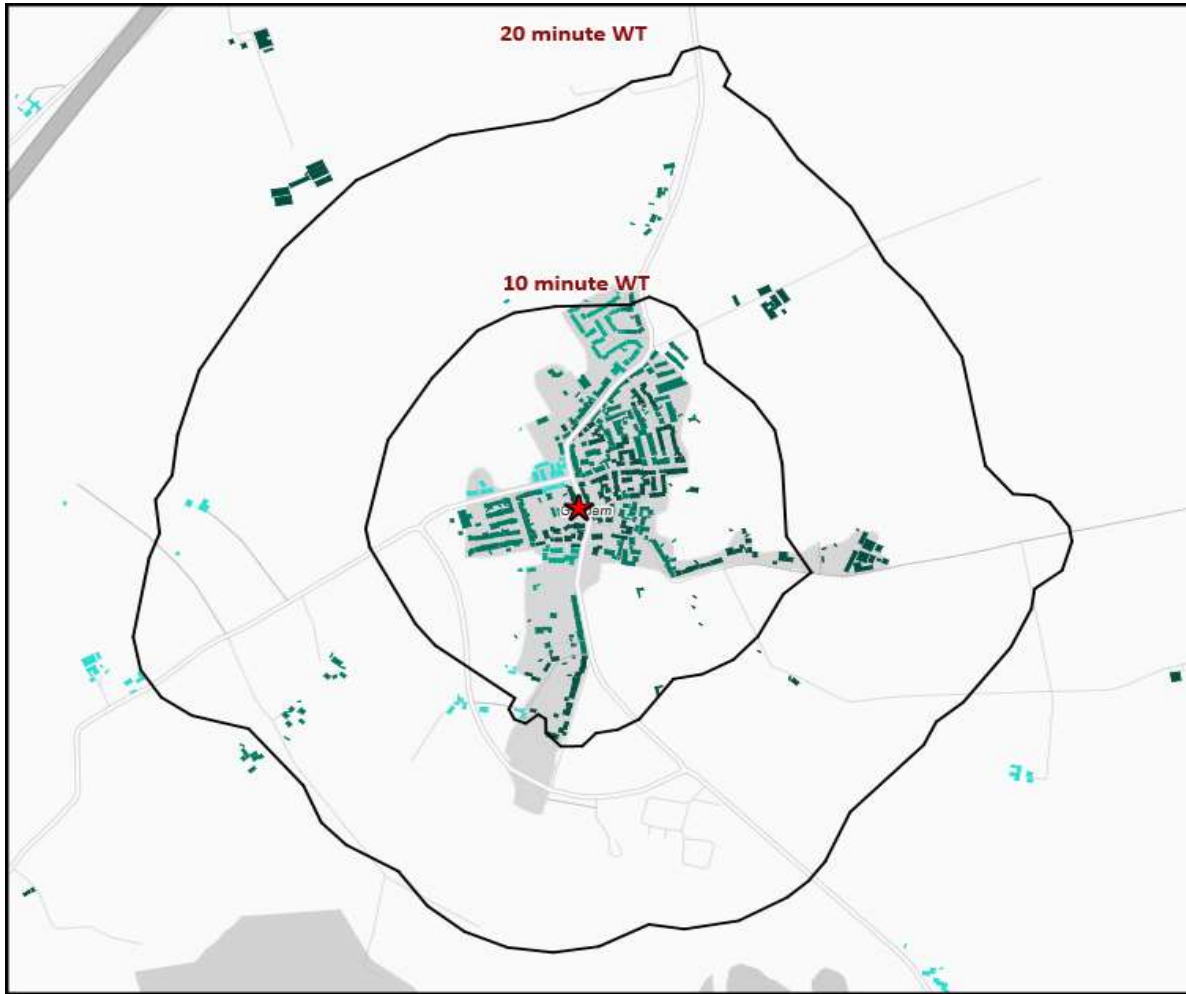
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		3,286	1,504	2,103	1,714	674	521	9,801
Midlife - Carefree		649	230	367	203	47	11	1,508
Midlife - Young Kids		281	97	181	112	51	4	726
Young		1,455	297	756	267	122	47	2,945
All		5,671	2,128	3,407	2,295	895	583	14,980

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		875	873	734	480	284	181	3,426
Midlife - Young Kids		93	97	85	45	24	3	347
Midlife - Carefree		51	86	59	55	34	4	291
Mature		172	194	153	99	49	46	713
All		1,191	1,250	1,032	680	391	234	4,778

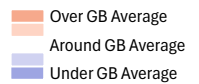
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



Polaris Plus Profile by Catchment

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	0	25.894	0	0	90
Medium	0	0	67.083	0	0	205
High	0	0	16.310	0	0	82
Midlife - Young Kids						
Low	0	0	12.100	0	0	75
Medium	0	0	4.573	0	0	36
High	0	0	168	0	0	5
Midlife - Carefree						
Low	0	0	16.242	0	0	133
Medium	0	0	12.002	0	0	58
High	92	92	11.404	151	151	87
Mature						
Low	157	157	23.673	84	84	59
Medium	723	723	48.663	341	341	107
High	392	392	49.397	191	191	112
Not Private Households	0	0	5.021	0	0	142
Total	1.364	1.364	292.530			

*WT= Walktime, **DT= Drivetime



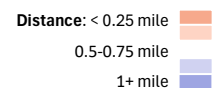


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Cuckoo Bush	NG11 0JL	Star Pubs & Bars	Community Pub	0,0%	0,0%	0,00
1	Sun Inn	NG11 0HX	Everards	Premium Local	50,2%	88,8%	0,06
2	Star Inn	NG11 0HG	Punch Pub Company	Community Pub	49,8%	82,0%	0,22

* 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



■ Over GB Average
■ Around GB Average
■ Under GB Average

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Number of Competition Pubs	3	3	377
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10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Craft Led	0	0	0,0%	0
Great Pub Great Food	0	364	26,7%	147
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Premium Local	1	389	28,5%	168

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Community Pub	2	291	21,3%	109
Craft Led	0	0	0,0%	0
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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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 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</p>																																								
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+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>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</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																																								
	Index value is >= 105 and < 120																																								
Around GB Average	Index value is >= 95 and < 105																																								
	Index value is >= 80 and < 95																																								
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.																																									
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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.																																									
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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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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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
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Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
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