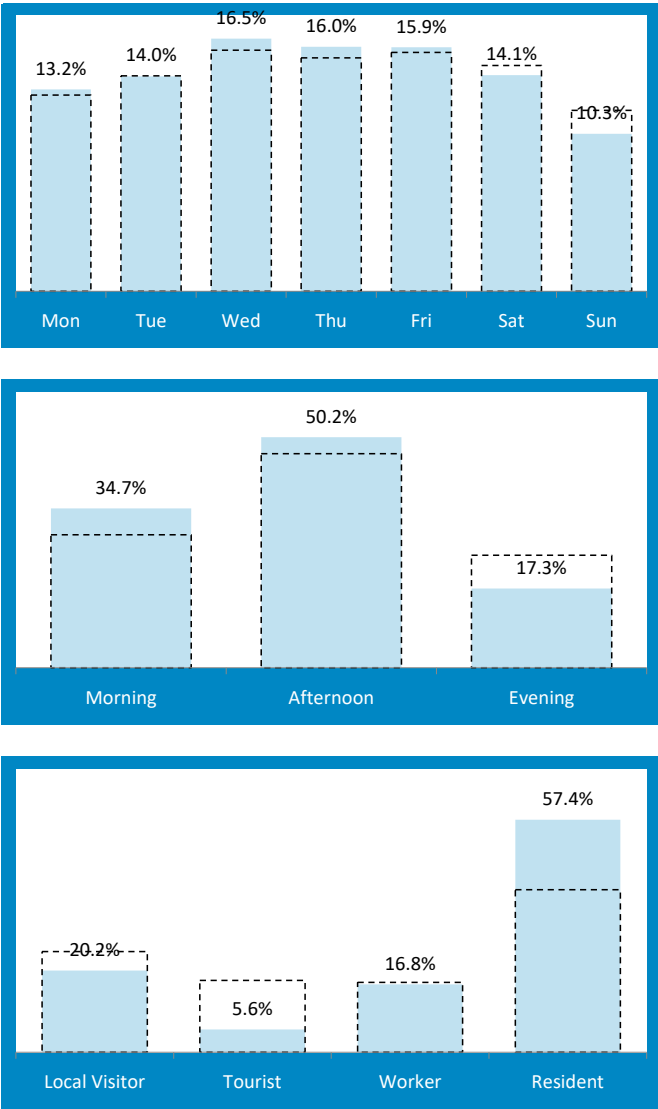


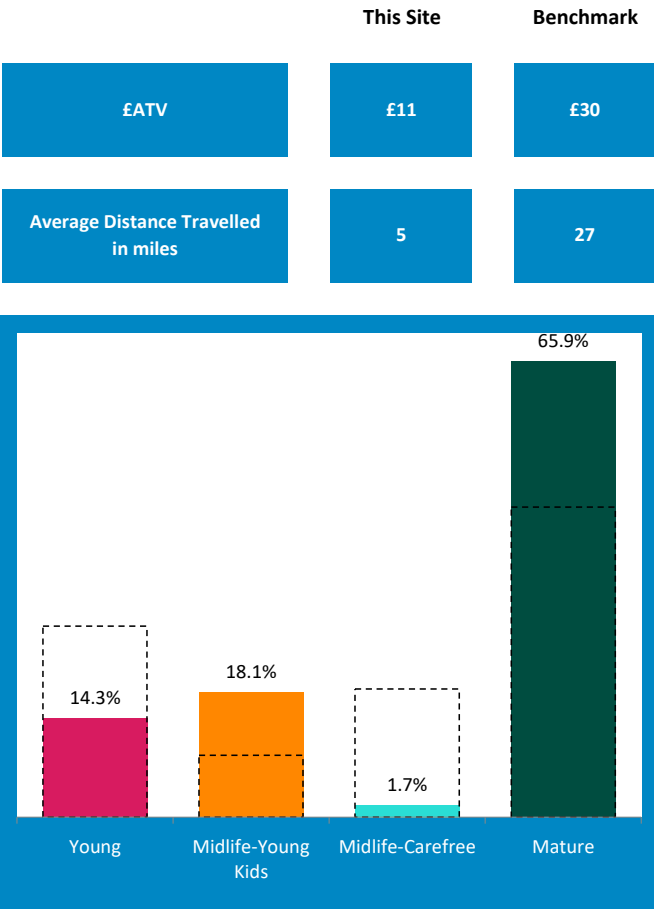
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4,947	5,344
Adult Pop		3,980	4,529
Affluence	Low	66%	33%
	Medium	32%	38%
	High	1%	27%
Young		25%	28%
Midlife Young Kids		24%	11%
Midlife Carefree		12%	16%
Mature		38%	44%
Competition Count		10	43

Visitors



Spend Profile



Catchment Summary - Nags Head

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

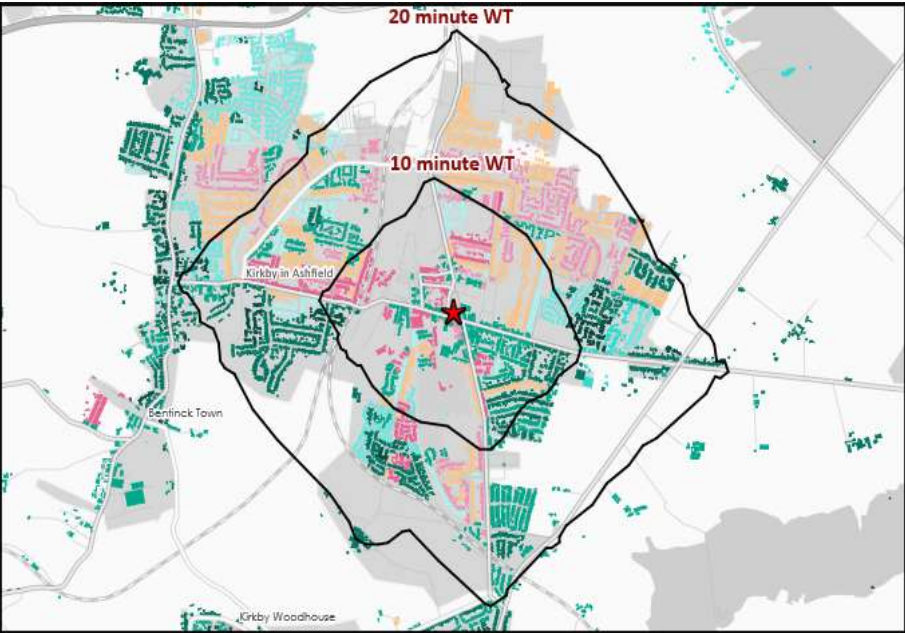
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		4,947	17,334	443,399	93	88	105
Adults 18+		3,980	13,579	352,429	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		10	14	432	88	83	103
Adults 18+ per Competition Pub		398	970	816	23	14	55
% Adults Likely to Drink		79.0%	80.0%	81.0%	58	142	119
Affluence	Low	66.0%	64.1%	51.8%	99	100	101
	Medium	32.2%	32.2%	37.1%	199	193	156
	High	0.5%	2.9%	10.3%	84	84	97
Mean Net Disposable income (Epa)		£20,245	£19,927	£20,793	2	10	38
Age Profile	18-24	400	1,250	30,555	90	88	92
	25-34	645	2,200	57,542	95	85	81
	35-44	658	2,337	59,115	96	94	96
	45-64	1,327	4,415	115,049	98	100	99
	65+	950	3,377	90,168	107	101	103

*Affluence does not include Not Private Households

10 min WT*

20 min WT*

20 min DT**



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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	980	3,682	75,459	88	97	77
Midlife - Young Kids	942	3,098	48,340	217	209	126
Midlife - Carefree	491	1,699	48,745	78	79	88
Mature	1,518	4,988	177,091	86	83	113
Not Private Households	49	112	2,794	10,176	6,817	6,552
Total	3,980	13,579	352,429			



Per Pub - Nags Head

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

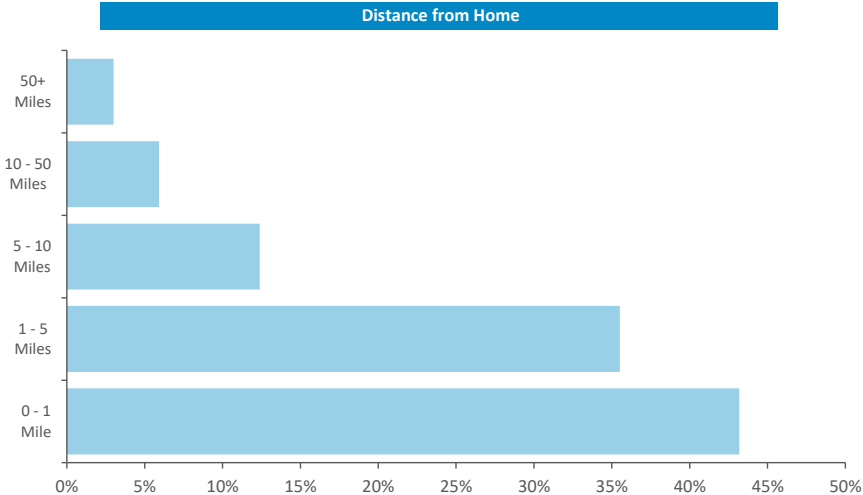
Adults 18+	3,980	13,579	352,429
Number of Competition Pubs	10	14	432
Adults 18+ per Competition Pub	398	970	816

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	479	12.1%	154
Family Pub Dining	0	459	11.5%	127
Great Pub Great Food	0	498	12.5%	75
Leisure	2	384	9.7%	96
Mainstream	1	681	17.1%	123
Premium	0	498	12.5%	88
Restaurant	1	841	21.1%	92
Super Premium	0	89	2.2%	57

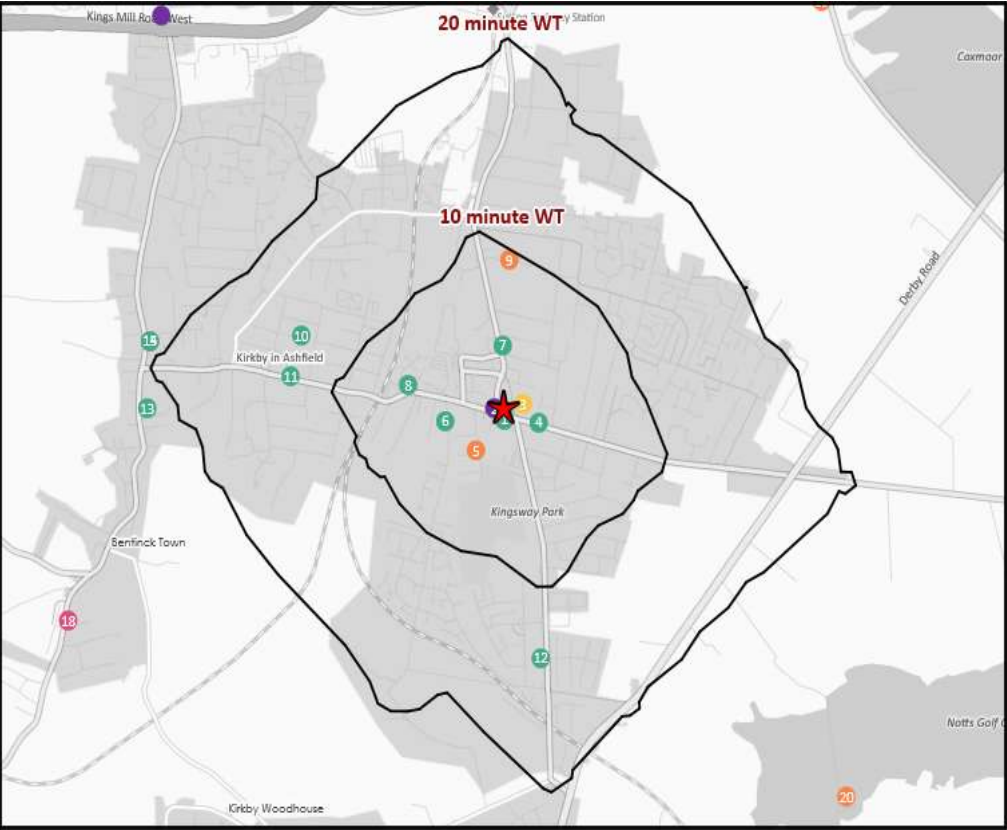
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	9	1,621	11.9%	152
Family Pub Dining	0	1,563	11.5%	127
Great Pub Great Food	0	1,775	13.1%	78
Leisure	3	1,337	9.9%	98
Mainstream	1	2,265	16.7%	120
Premium	0	1,689	12.4%	87
Restaurant	1	2,904	21.4%	93
Super Premium	0	315	2.3%	59

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	213	35,916	10.2%	130
Family Pub Dining	27	37,607	10.7%	117
Great Pub Great Food	5	52,221	14.8%	89
Leisure	60	35,474	10.1%	100
Mainstream	70	56,149	15.9%	114
Premium	6	46,439	13.2%	92
Restaurant	49	76,098	21.6%	94
Super Premium	2	9,704	2.8%	70



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Competition - Nags Head



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Countryman Inn	NG17 9LE	Greene King	Family Pub Dir	20.0%	1.34
17	Badger Box	NG17 9BX	Greene King	Family Pub Dir	15.2%	1.28
3	Regent	NG17 7BQ	Wetherspoons GB	Mainstream	13.5%	0.06
12	Kingsway	NG17 7FN	Star Pubs & Bars	Classic	12.8%	0.65
13	Duke Of Wellington	NG17 8LA	Marston's	Classic	9.8%	1.00
19	Coxmoor Golf Club	NG17 5LF	Independent Free	Leisure	9.6%	1.39
0	Nags Head	NG17 7AN	Star Pubs & Bars	Classic	4.1%	0.00
16	Cricketers Arms	NG17 9EH	Trust Inns Limited	Classic	3.9%	1.18
2	Posh Meze Bar And Grill	NG17 7AL	Independent Free	Restaurant	3.4%	0.03
15	Bentnck Miners Welfare	NG17 8GS	Independent Free	Classic	2.7%	1.01
11	Dandy Cock	NG17 8AT	Independent Free	Classic	1.4%	0.61
10	Coronation Social Club	NG17 8DW	Independent Free	Classic	1.3%	0.60
20	Hollinwell Golf Club	NG17 7QR	Independent Free	Leisure	1.3%	1.39
6	Urban Social Club	NG17 8AA	Independent Free	Classic	1.0%	0.17
1	Dog House	NG17 7AP	Independent Free	Classic	0.0%	0.02
4	Diamond Avenue Working Mens	NG17 7GN	Independent Free	Classic	0.0%	0.10
5	Festival Hall Sports Centre	NG17 7DJ	Independent Free	Leisure	0.0%	0.13
7	Tara Indian Restaurant	NG17 7BJ	Independent Free	Classic	0.0%	0.17
8	Wyvern Club	NG17 8DB	Independent Free	Classic	0.0%	0.28
9	Summit Centre	NG17 7LL	Independent Free	Leisure	0.0%	0.39
14	Quarrydale United Football Club	NG17 8GS	Independent Free	Leisure	0.0%	1.01

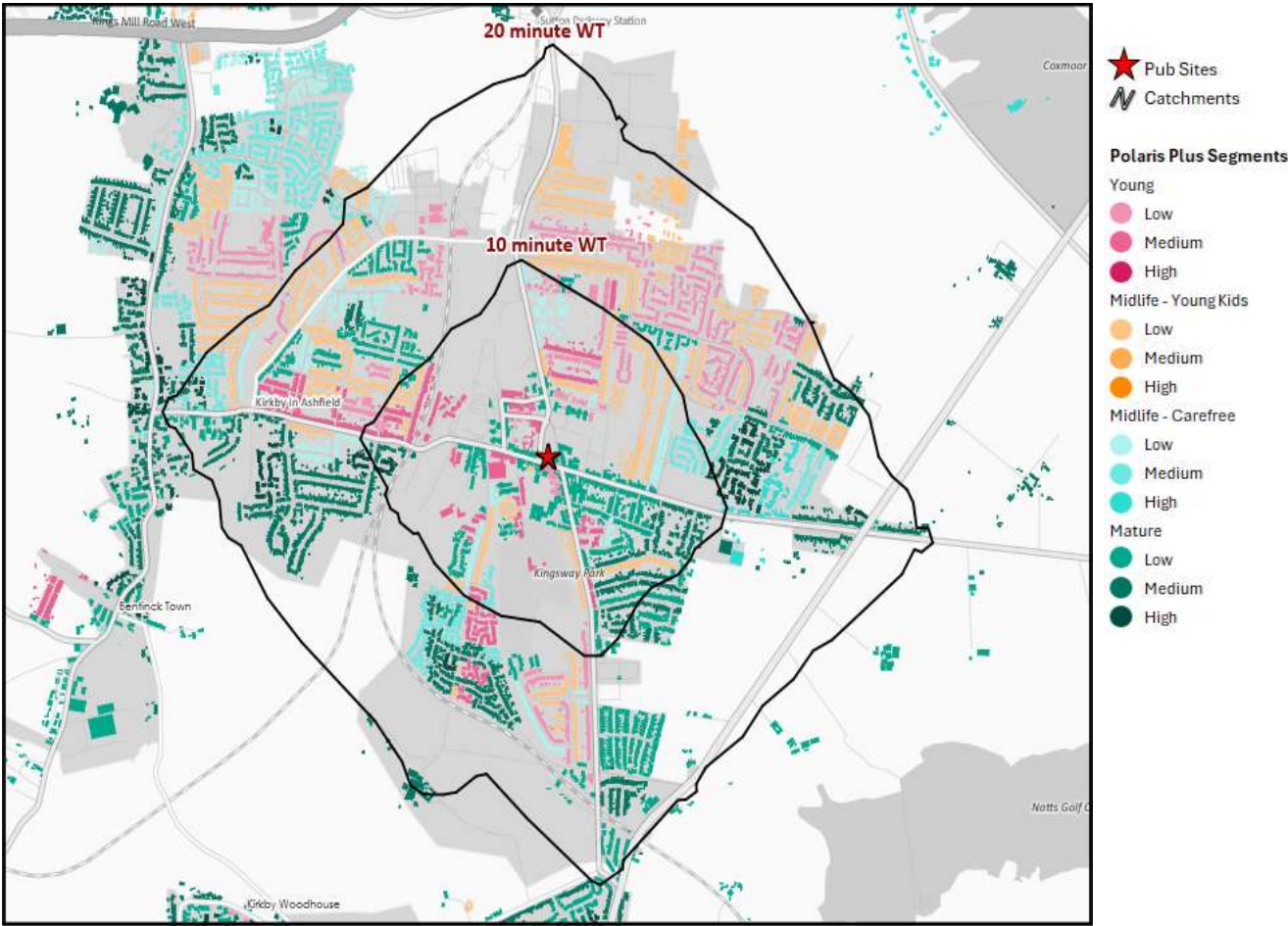
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Nags Head

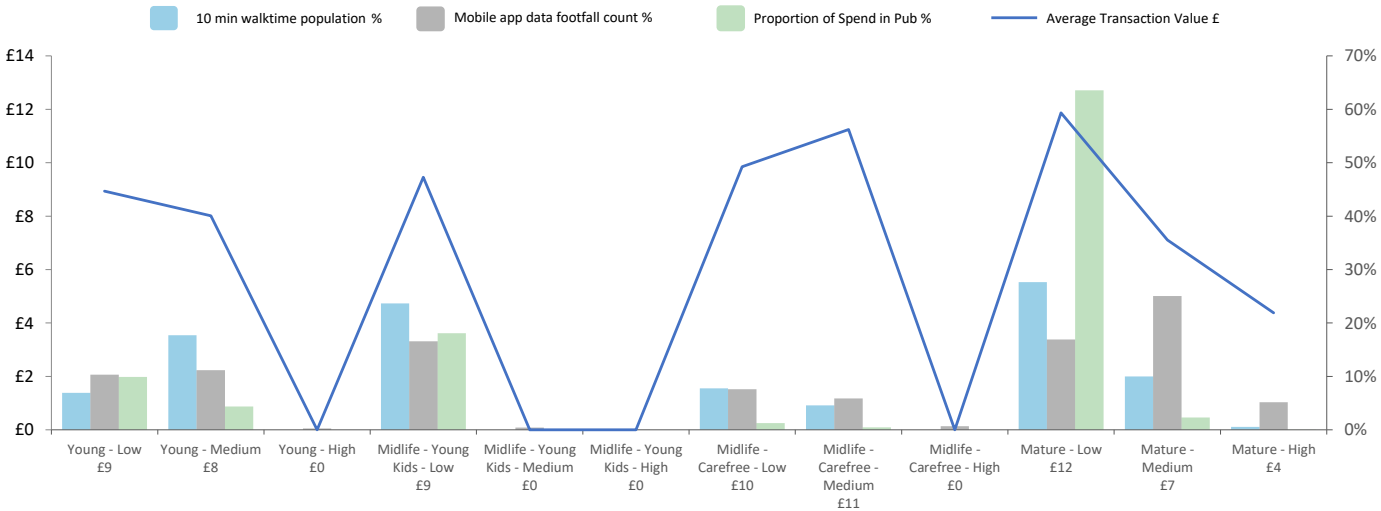


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
85385	Nags Head	NG17 7AN	Star Pubs & Bars	Classic	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Nags Head

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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	4,947	17,334	443,399	93	88	105
Adults 18+	3,980	13,579	352,429	88	83	103
Competition Pubs	10	14	432	23	14	55
Adults 18+ per Competition Pub	398	970	816	58	142	119
% Adults Likely to Drink	79.0%	80.0%	81.0%	99	100	101

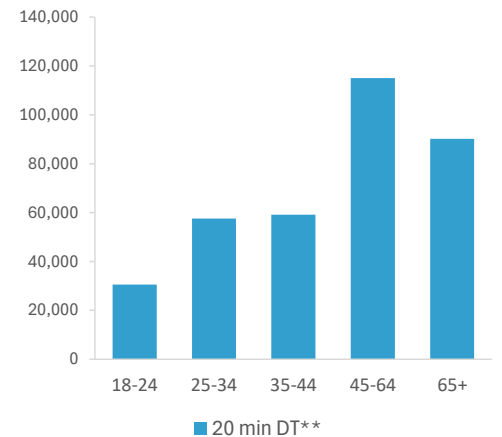
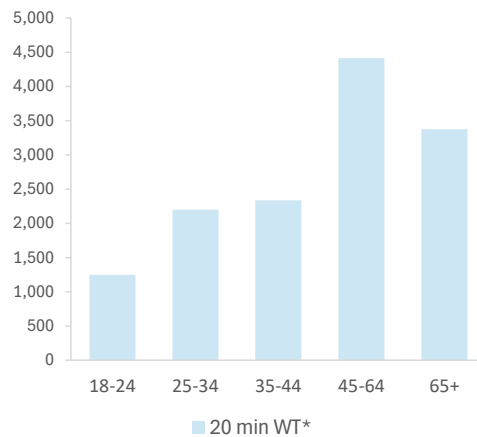
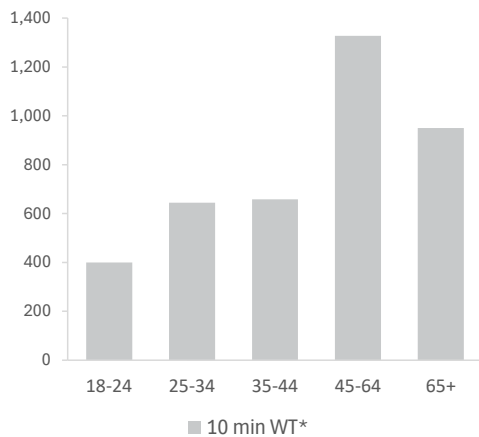
Population & Adults 18+ index is based on all pubs

Affluence	Low	66.0%	64.1%	51.8%	199	193	156
	Medium	32.2%	32.2%	37.1%	84	84	97
	High	0.5%	2.9%	10.3%	2	10	38

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£20,245	£19,927	£20,793	90	88	92
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Age Profile	18-24	400	1,250	30,555	95	85	81
	25-34	645	2,200	57,542	96	94	96
	35-44	658	2,337	59,115	98	100	99
	45-64	1,327	4,415	115,049	107	101	103
	65+	950	3,377	90,168	100	101	106

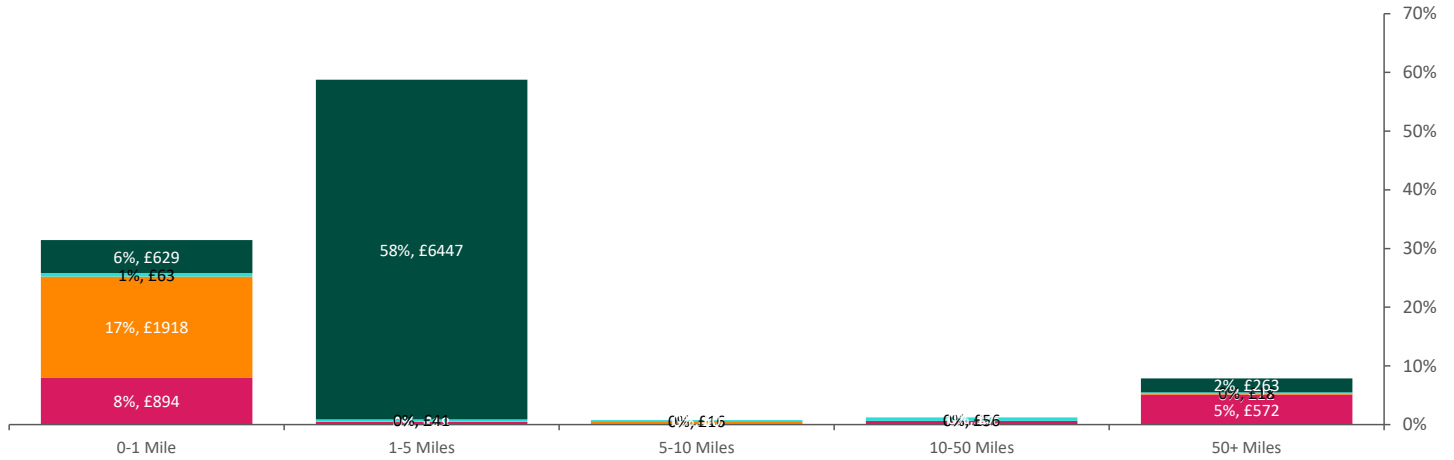


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,365 (48%)	8,354 (48%)	216,709 (49%)	97	98	100
	Female	2,582 (52%)	8,980 (52%)	226,690 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	1,521 (37%)	4,989 (36%)	128,041 (35%)	109	105	104
	Employed: Part-time	512 (13%)	1,788 (13%)	46,795 (13%)	105	107	108
	Self employed	235 (6%)	782 (6%)	25,746 (7%)	62	60	77
	Unemployed	132 (3%)	395 (3%)	9,660 (3%)	117	103	97
	Full-time student	64 (2%)	225 (2%)	5,920 (2%)	63	65	65
	Retired	913 (22%)	3,227 (23%)	86,503 (24%)	103	106	110
	Other	715 (17%)	2,595 (19%)	60,014 (17%)	98	104	93
Total Worker Count		3,653	8,970	202,162			

See the Glossary page for further information on the above variables

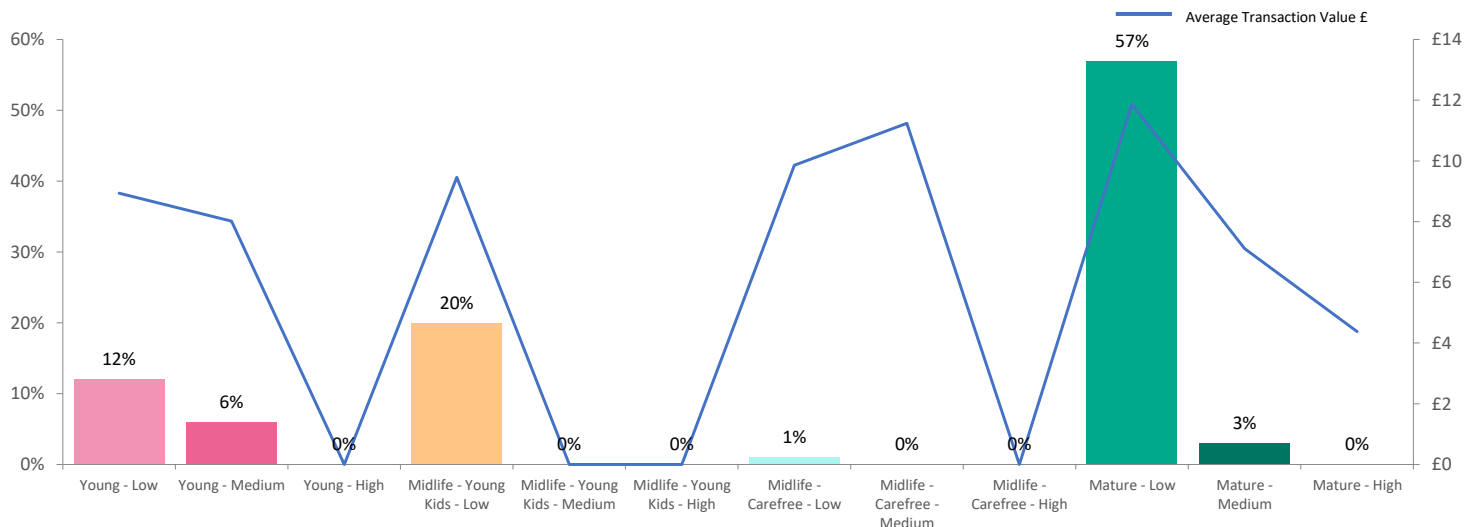
Transactional Data Summary - Nags Head

Spend by Polaris and Distance from Home



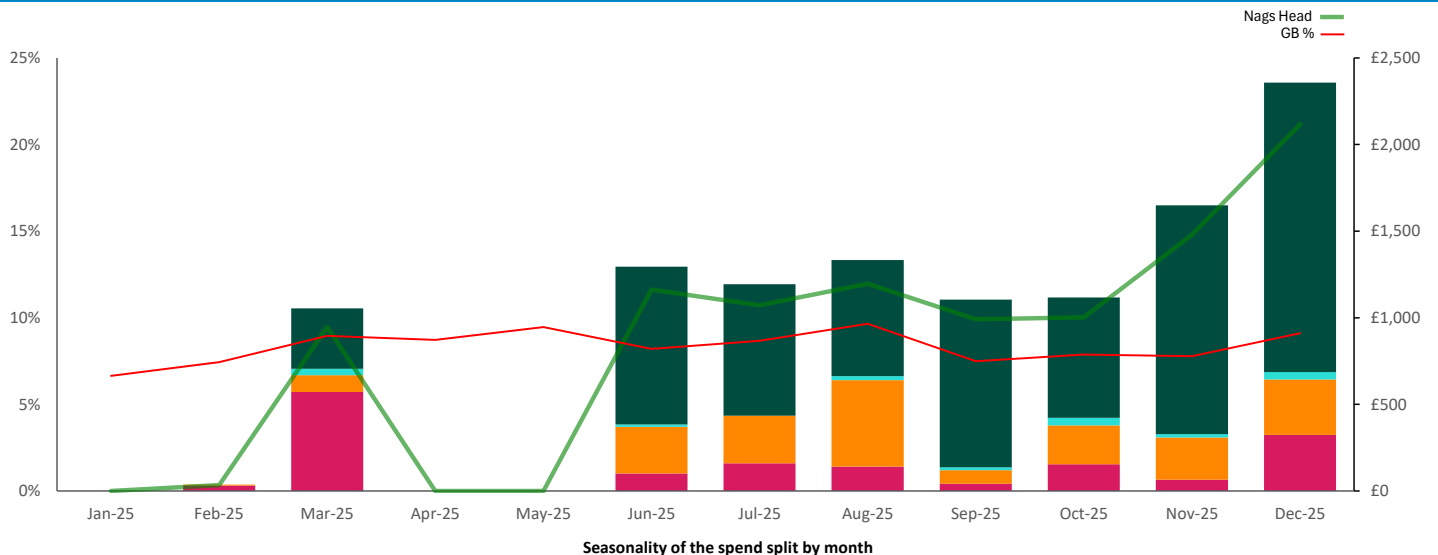
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



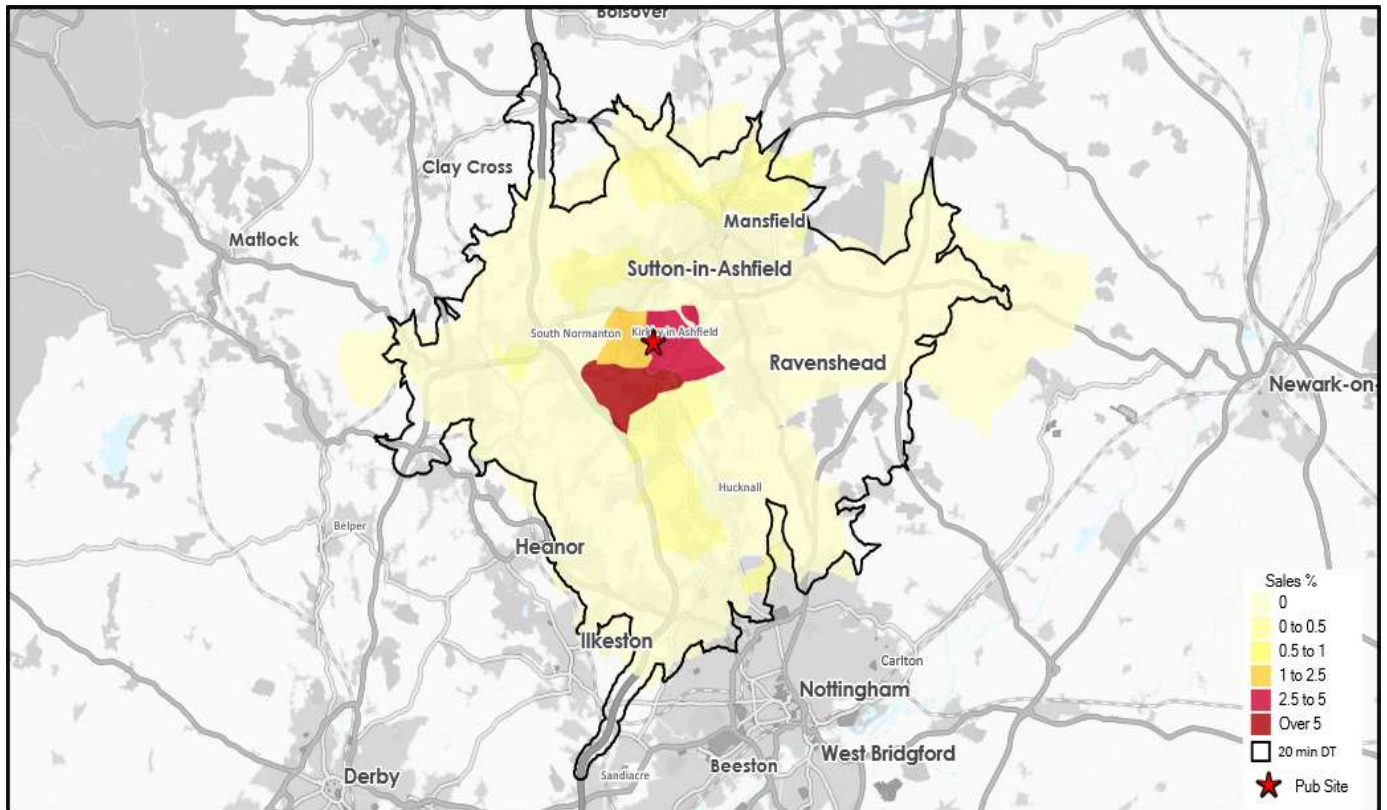
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



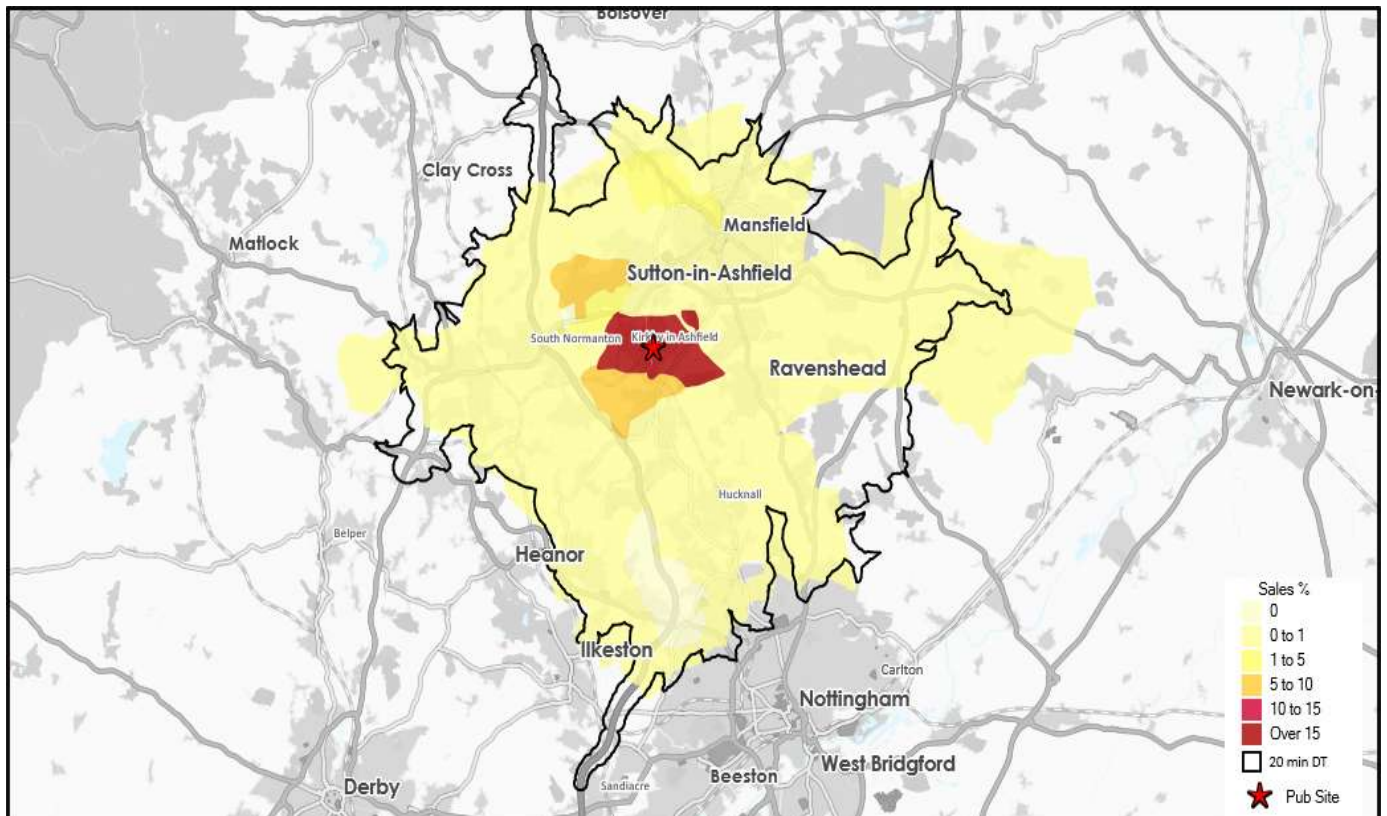
Seasonality of the spend split by month

Nags Head 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

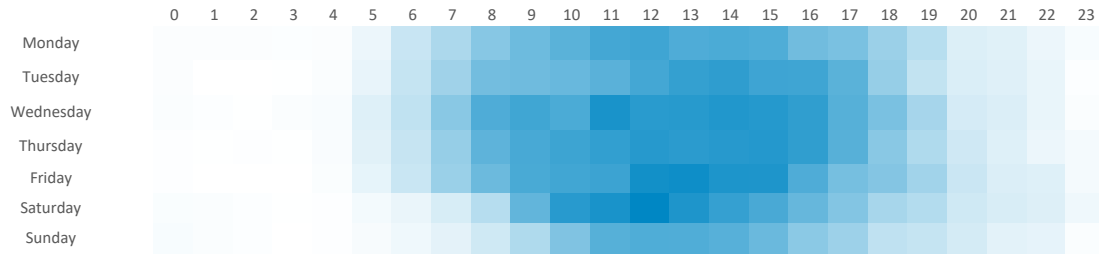
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Nags Head



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

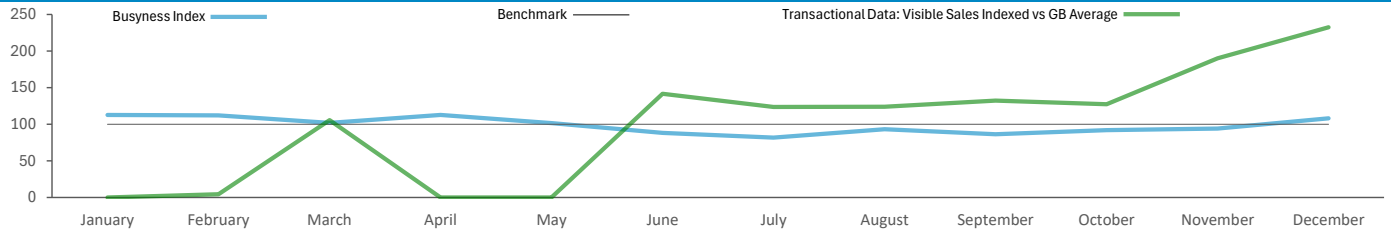
Mobile Data Summary - Nags Head

Time of Day/Day of Week



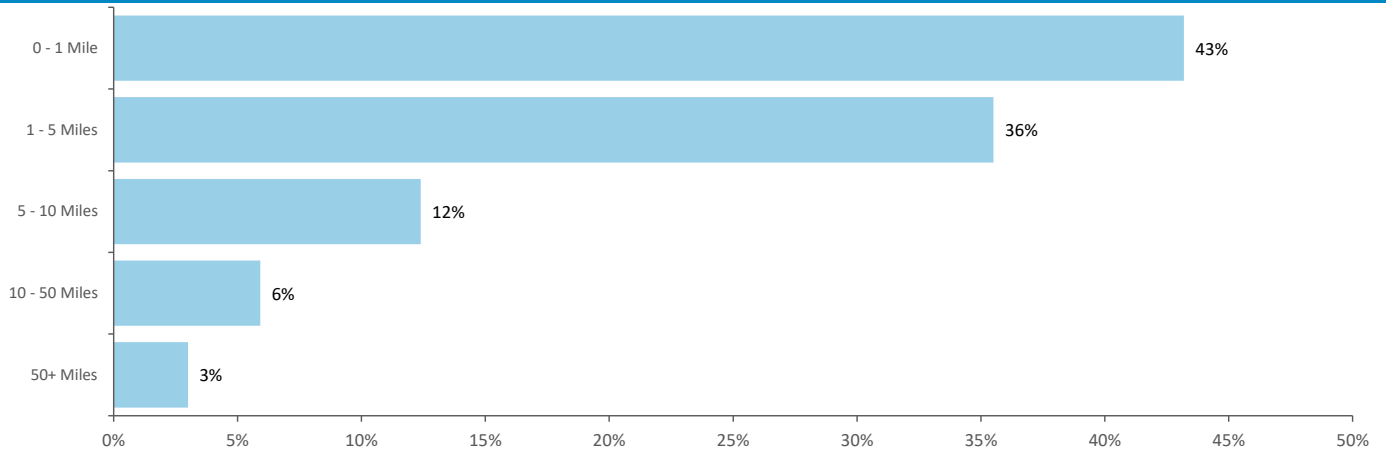
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

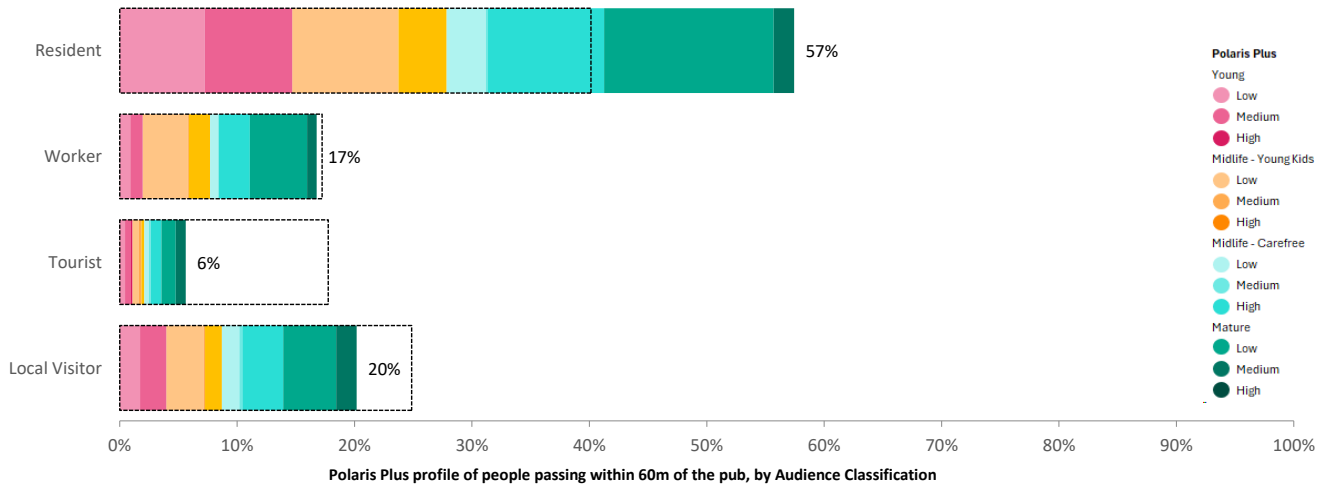
Distance from Home



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

Audience Classification by Polaris Plus

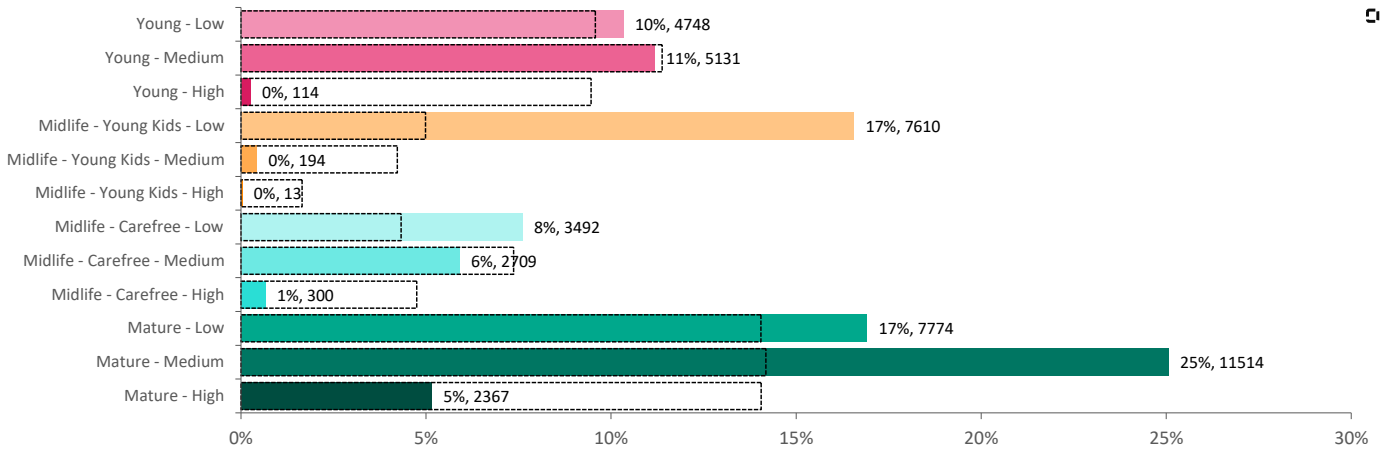
Base: GB



Mobile Data Summary - Nags Head

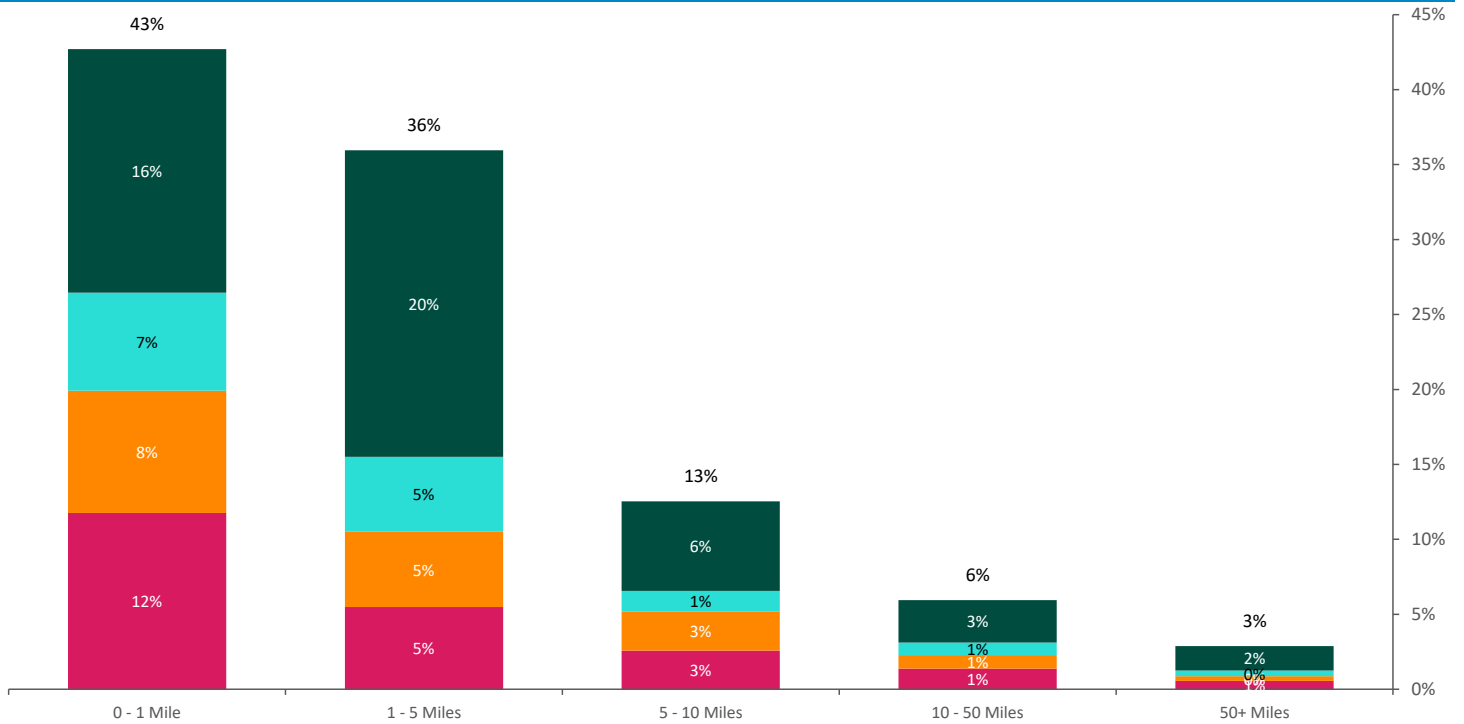
Polaris Plus Profile

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



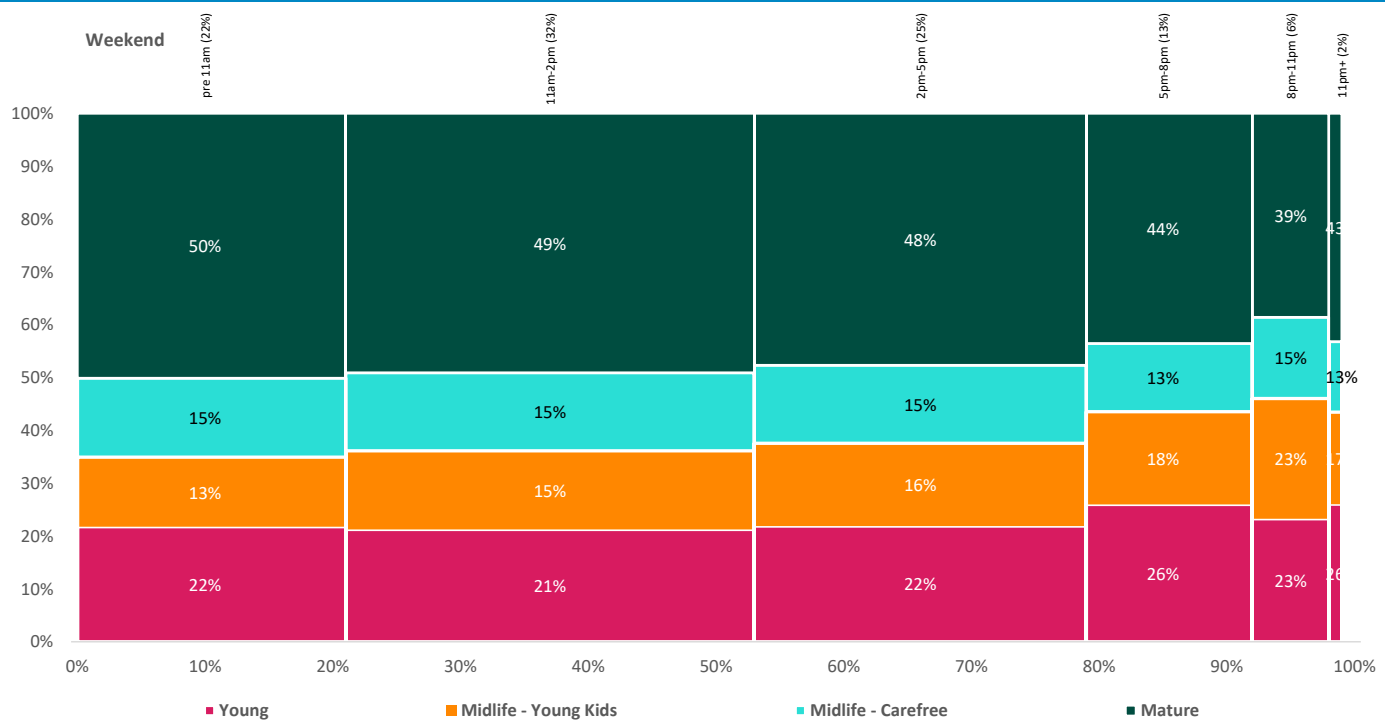
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	5,798	4,789	4,976	3,097	850	186	19,696
Midlife - Carefree	1,981	1,345	1,442	921	304	42	6,035
Midlife - Young Kids	2,355	2,349	1,982	1,231	394	74	8,385
Young	2,812	3,079	2,796	1,396	374	137	10,593
All	12,946	11,561	11,196	6,645	1,922	438	44,708

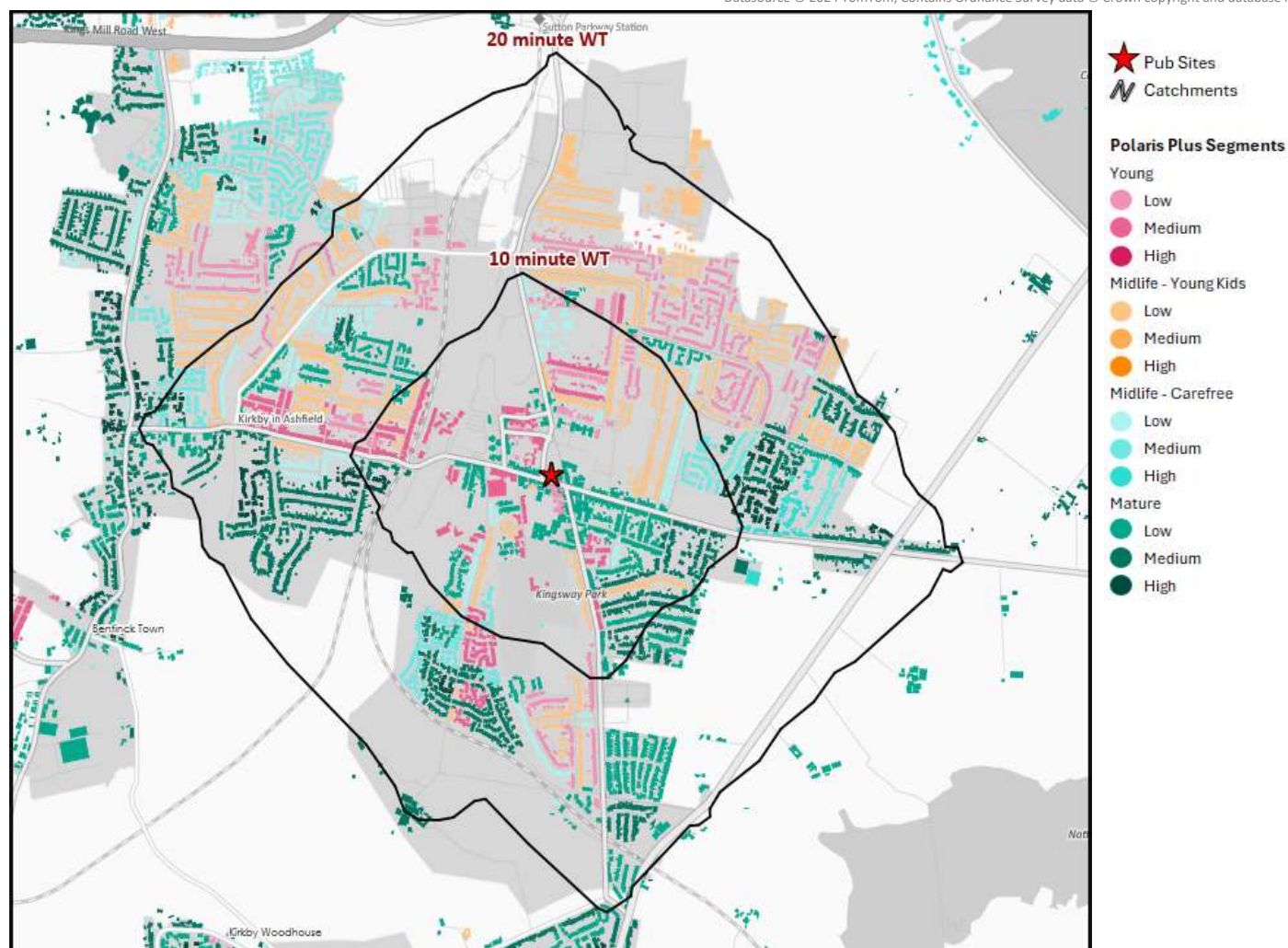
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,575	2,294	1,754	845	321	107	6,896
Midlife - Young Kids	472	692	544	251	128	33	2,121
Midlife - Carefree	413	696	577	341	190	43	2,260
Mature	685	996	807	505	194	64	3,251
All	3,145	4,678	3,682	1,942	833	247	14,527

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

Polaris Plus Summary - Nags Head



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	276	2,284	44,604	71	171	129
Medium	704	1,398	30,121	161	93	78
High	0	0	734	0	0	3
Midlife - Young Kids						
Low	942	3,098	46,862	423	408	238
Medium	0	0	1,478	0	0	9
High	0	0	0	0	0	0
Midlife - Carefree						
Low	309	941	22,389	182	163	149
Medium	182	688	21,403	64	71	85
High	0	70	4,953	0	11	31
Mature						
Low	1,100	2,379	68,552	205	130	144
Medium	397	2,291	77,888	64	108	141
High	21	318	30,651	4	16	58
Not Private Households	49	112	2,794	115	77	74
Total	3,980	13,579	352,429			

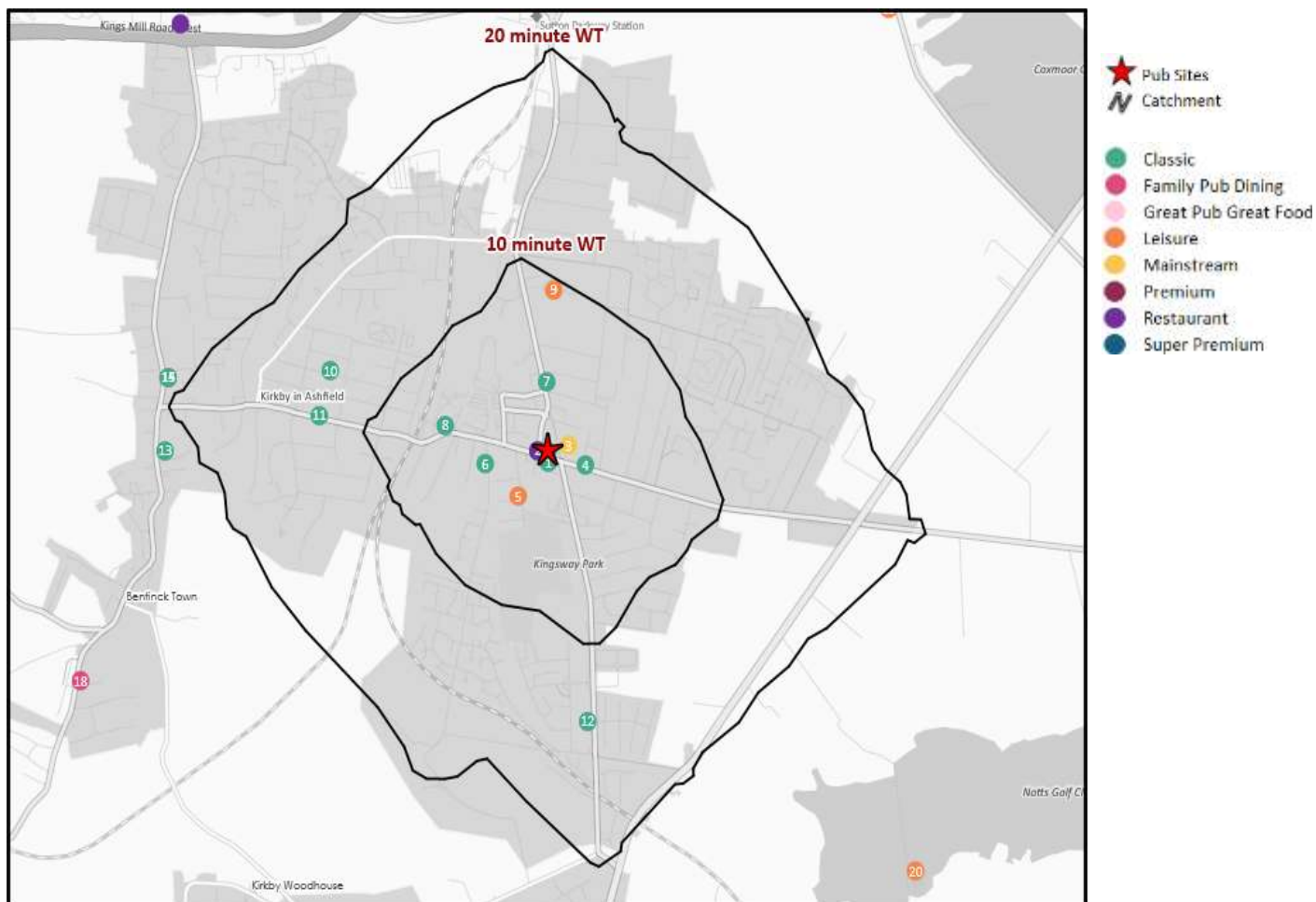
*WT= Walktime, **DT= Drivetime

Over GB Average (Orange)

Around GB Average (Light Orange)

Under GB Average (Purple)

CGA Summary - Nags Head



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	Nags Head	NG17 7AN	Star Pubs & Bars	Classic	4.1%	90.9%	0.00
1	Dog House	NG17 7AP	Independent Free	Classic	0.0%	0.0%	0.02
2	Posh Meze Bar And Grill	NG17 7AL	Independent Free	Restaurant	3.4%	90.4%	0.03
3	Regent	NG17 7BQ	Wetherspoons GB	Mainstream	13.5%	94.1%	0.06
4	Diamond Avenue Working Mens Club	NG17 7GN	Independent Free	Classic	0.0%	0.0%	0.10
5	Festival Hall Sports Centre	NG17 7DJ	Independent Free	Leisure	0.0%	0.0%	0.13
6	Urban Social Club	NG17 8AA	Independent Free	Classic	1.0%	94.7%	0.17
7	Tara Indian Restaurant	NG17 7BJ	Independent Free	Classic	0.0%	0.0%	0.17
8	Wyvern Club	NG17 8DB	Independent Free	Classic	0.0%	0.0%	0.28
9	Summit Centre	NG17 7LL	Independent Free	Leisure	0.0%	0.0%	0.39
10	Coronation Social Club	NG17 8DW	Independent Free	Classic	1.3%	96.5%	0.60
11	Dandy Cock	NG17 8AT	Independent Free	Classic	1.4%	94.2%	0.61
12	Kingsway	NG17 7FN	Star Pubs & Bars	Classic	12.8%	93.4%	0.65
13	Duke Of Wellington	NG17 8LA	Marston's	Classic	9.8%	87.0%	1.00
14	Quarrydale United Football Club	NG17 8GS	Independent Free	Leisure	0.0%	0.0%	1.01
15	Bentinck Miners Welfare	NG17 8GS	Independent Free	Classic	2.7%	96.3%	1.01
16	Cricketers Arms	NG17 9EH	Trust Inns Limited	Classic	3.9%	90.5%	1.18
17	Badger Box	NG17 9BX	Greene King	Family Pub Dining	15.2%	83.0%	1.28
18	Countryman Inn	NG17 9LE	Greene King	Family Pub Dining	20.0%	75.9%	1.34
19	Coxmoor Golf Club	NG17 5LF	Independent Free	Leisure	9.6%	59.9%	1.39
20	Hollinwell Golf Club	NG17 7QR	Independent Free	Leisure	1.3%	13.7%	1.39

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

* 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

CGA Summary - Nags Head

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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+	3,980	13,579	352,429
Number of Competition Pubs	10	14	432
Adults 18+ per Competition Pub	398	970	816

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	479	12.1%	154
Family Pub Dining	0	459	11.5%	127
Great Pub Great Food	0	498	12.5%	75
Leisure	2	384	9.7%	96
Mainstream	1	681	17.1%	123
Premium	0	498	12.5%	88
Restaurant	1	841	21.1%	92
Super Premium	0	89	2.2%	57

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	9	1,621	11.9%	152
Family Pub Dining	0	1,563	11.5%	127
Great Pub Great Food	0	1,775	13.1%	78
Leisure	3	1,337	9.9%	98
Mainstream	1	2,265	16.7%	120
Premium	0	1,689	12.4%	87
Restaurant	1	2,904	21.4%	93
Super Premium	0	315	2.3%	59

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	213	35,916	10.2%	130
Family Pub Dining	27	37,607	10.7%	117
Great Pub Great Food	5	52,221	14.8%	89
Leisure	60	35,474	10.1%	100
Mainstream	70	56,149	15.9%	114
Premium	6	46,439	13.2%	92
Restaurant	49	76,098	21.6%	94
Super Premium	2	9,704	2.8%	70

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
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+)	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
	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.	
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."
Product needs	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"
	- 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
Product needs	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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	