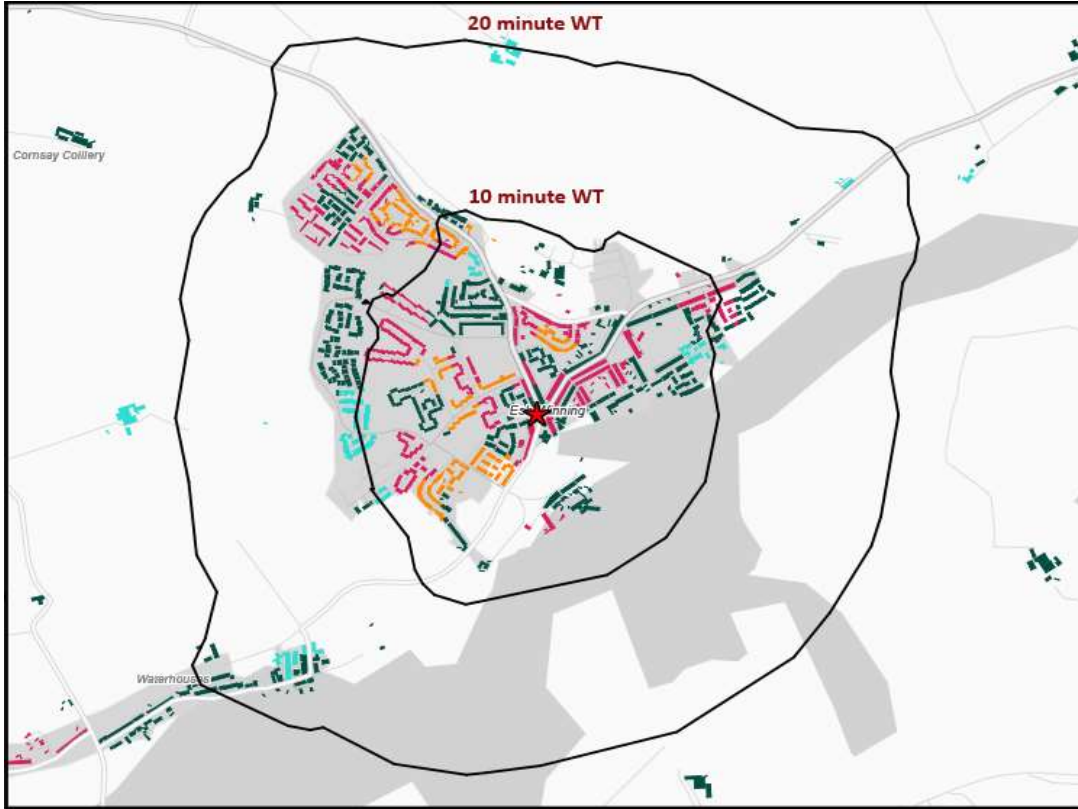


Catchment Summary - Stags Head Esh Winning

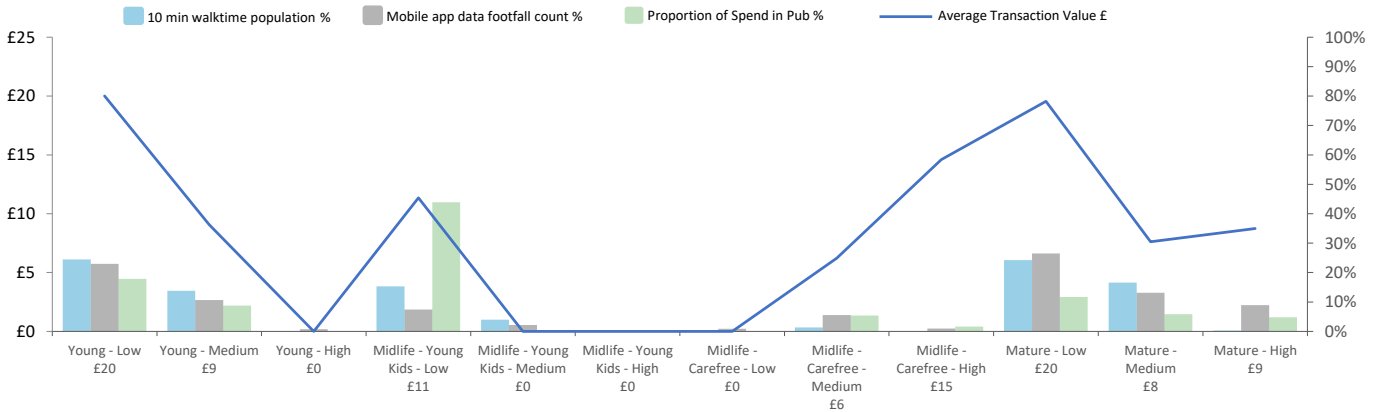
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627084	Stags Head Esh Winning	DH 7 9HT	Star Pubs & Bars	Community Pub	16



- 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 - Stags Head Esh Winning



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

*WT= Walktime, **DT= Drivetime

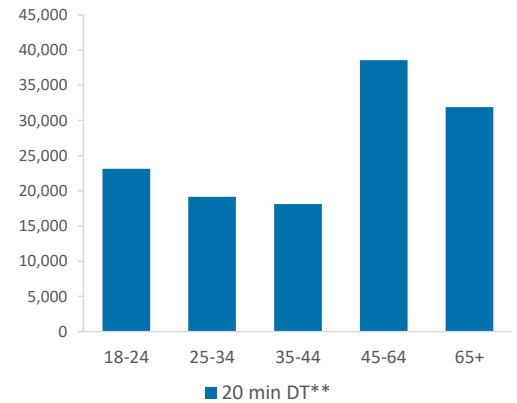
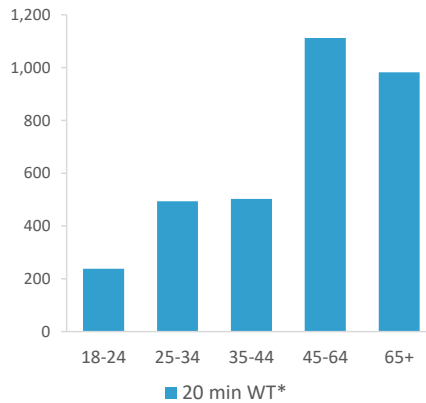
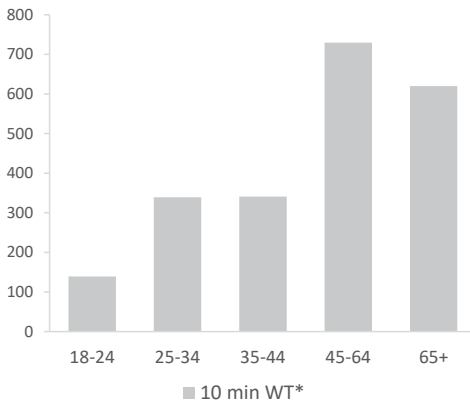
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,677	4,086	158,827	50	22	36
Adults 18+	2,169	3,329	130,871	48	22	37
Competition Pubs	4	6	257	22	17	62
Adults 18+ per Competition Pub	542	555	509	63	65	59
% Adults Likely to Drink	75.2%	75.7%	78.0%	99	99	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	64.0%	64.5%	39.8%	192	194	120
	Medium	35.7%	31.6%	42.4%	94	83	111
	High	0.3%	3.9%	15.3%	1	14	56

*Affluence does not include Not Private Households

Age Profile	18-24	139	238	23,134	64	72	179
	25-34	339	494	19,138	95	91	90
	35-44	341	503	18,126	96	93	86
	45-64	730	1,112	38,569	106	106	95
	65+	620	982	31,904	121	125	105



	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	1,285 (48%)	1,946 (48%)	77,840 (49%)	98	97	100
	Female	1,392 (52%)	2,140 (52%)	80,987 (51%)	102	103	100
Economic Status (16+)	Employed: Full-time	674 (31%)	1,049 (31%)	39,686 (30%)	89	89	86
	Employed: Part-time	274 (12%)	424 (12%)	13,665 (10%)	105	105	86
	Self employed	194 (9%)	290 (9%)	8,688 (6%)	95	92	70
	Unemployed	56 (3%)	80 (2%)	3,250 (2%)	92	85	88
	Full-time student	20 (1%)	31 (1%)	3,905 (3%)	38	38	122
	Retired	553 (25%)	883 (26%)	31,006 (23%)	115	118	106
	Other	433 (20%)	650 (19%)	33,988 (25%)	113	110	145
Total Worker Count		437	767	80,296			

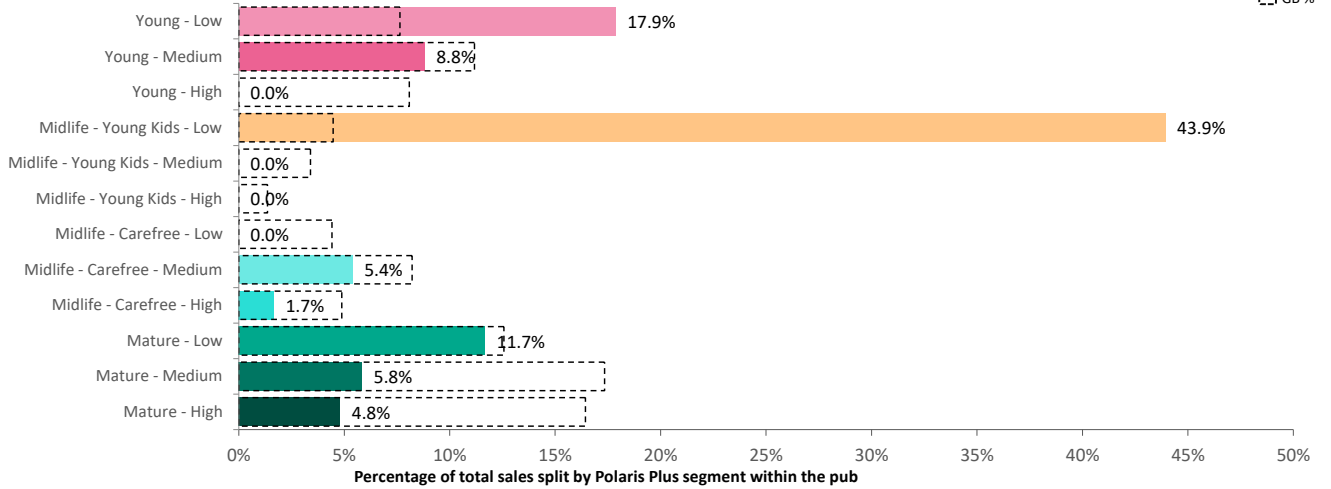
See the Glossary page for further information on the above variables

Transactional Data Summary - Stags Head Esh Winning

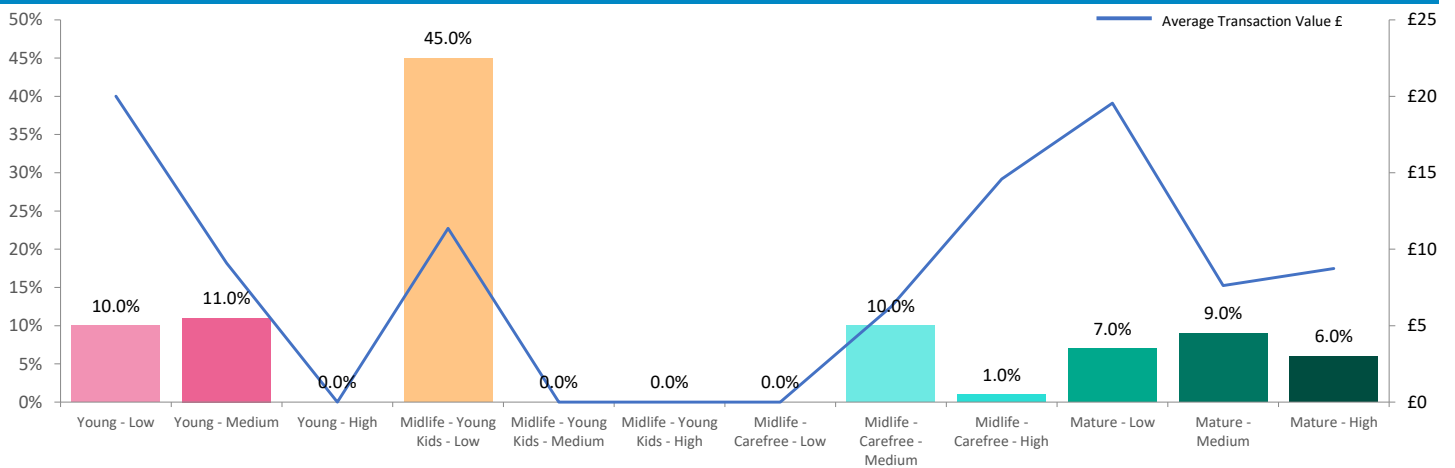


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Spend by Polaris Plus

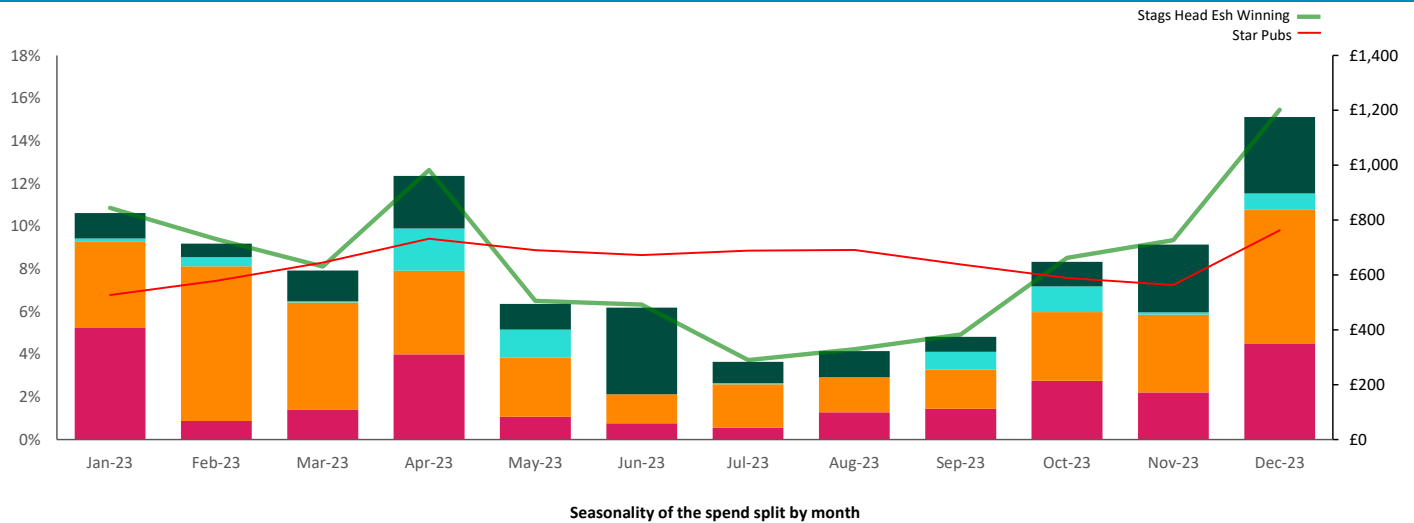


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

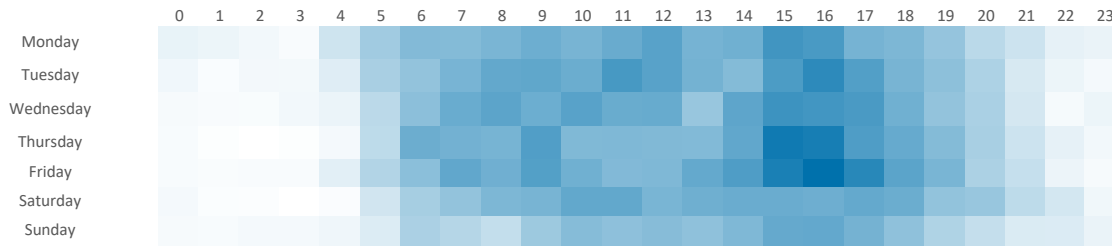


Mobile Data Summary - Stags Head Esh Winning



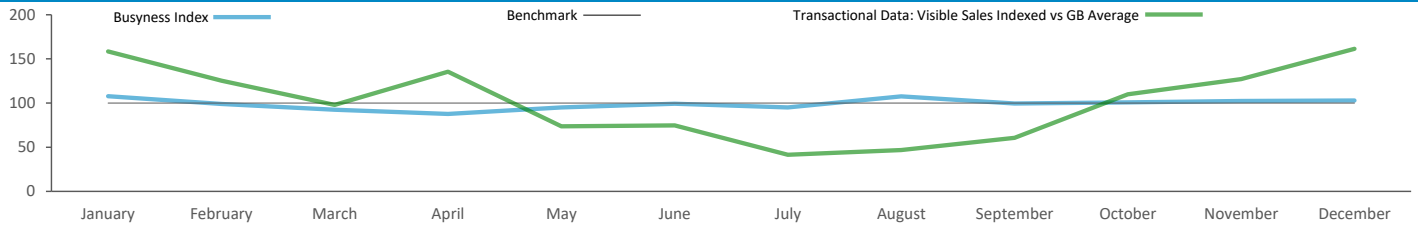
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Time of Day/Day of Week



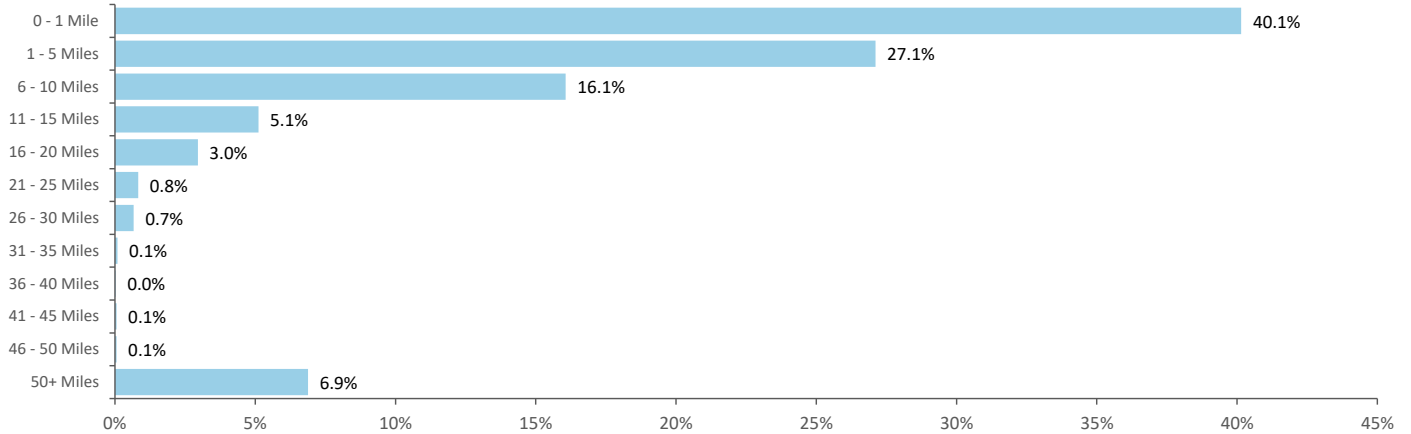
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

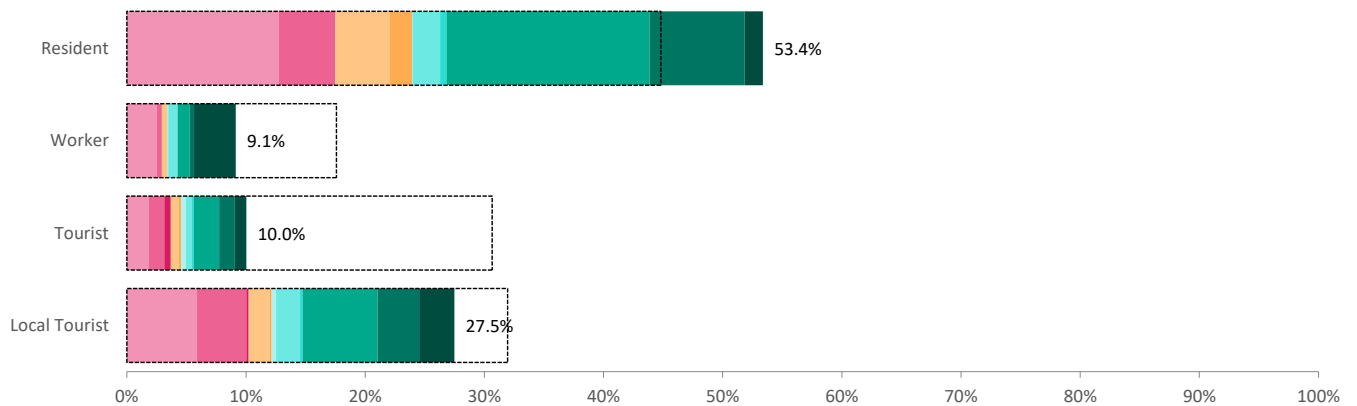
Distance from Home



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

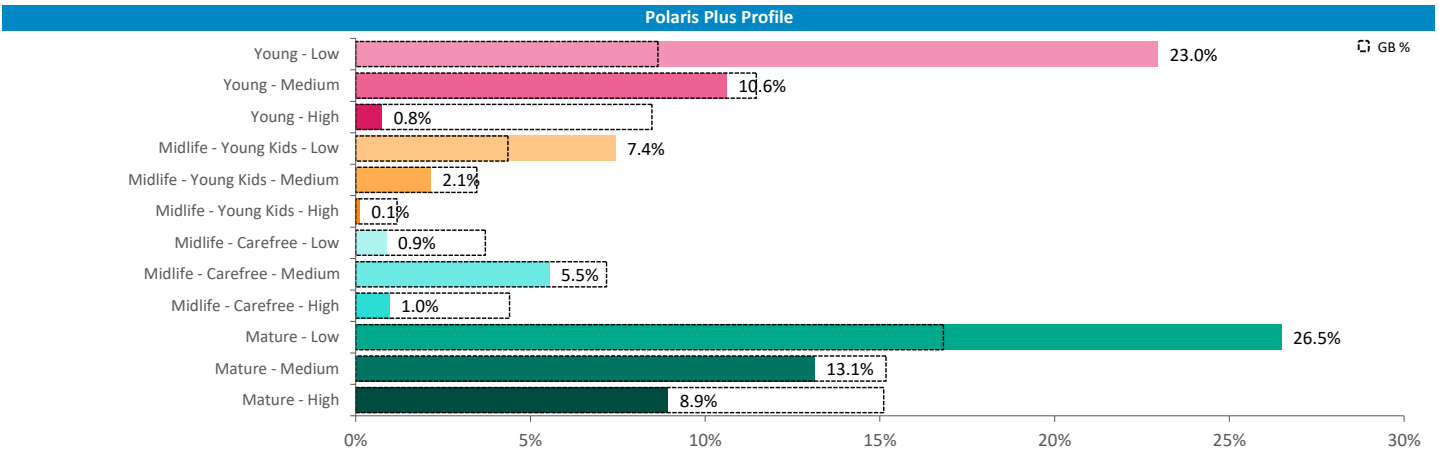


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

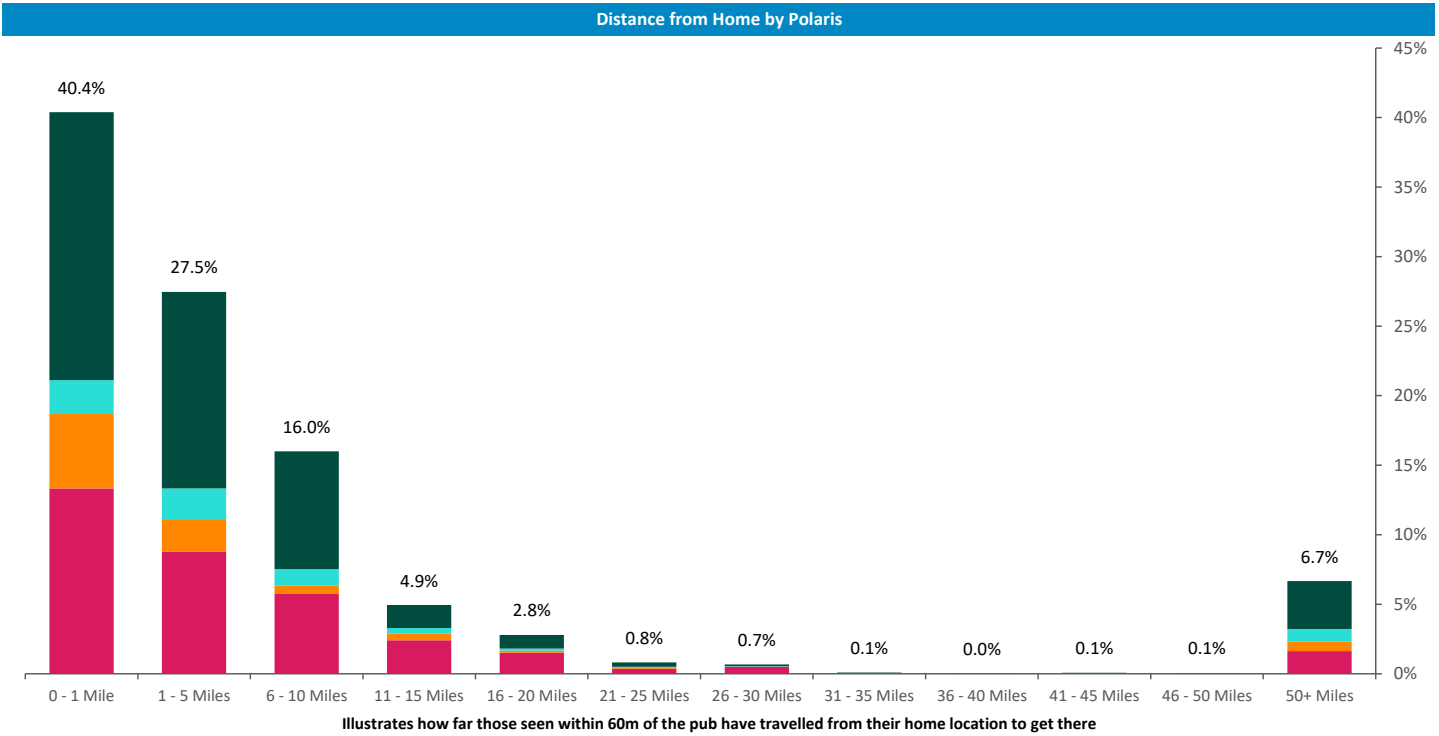
Mobile Data Summary - Stags Head Esh Winning



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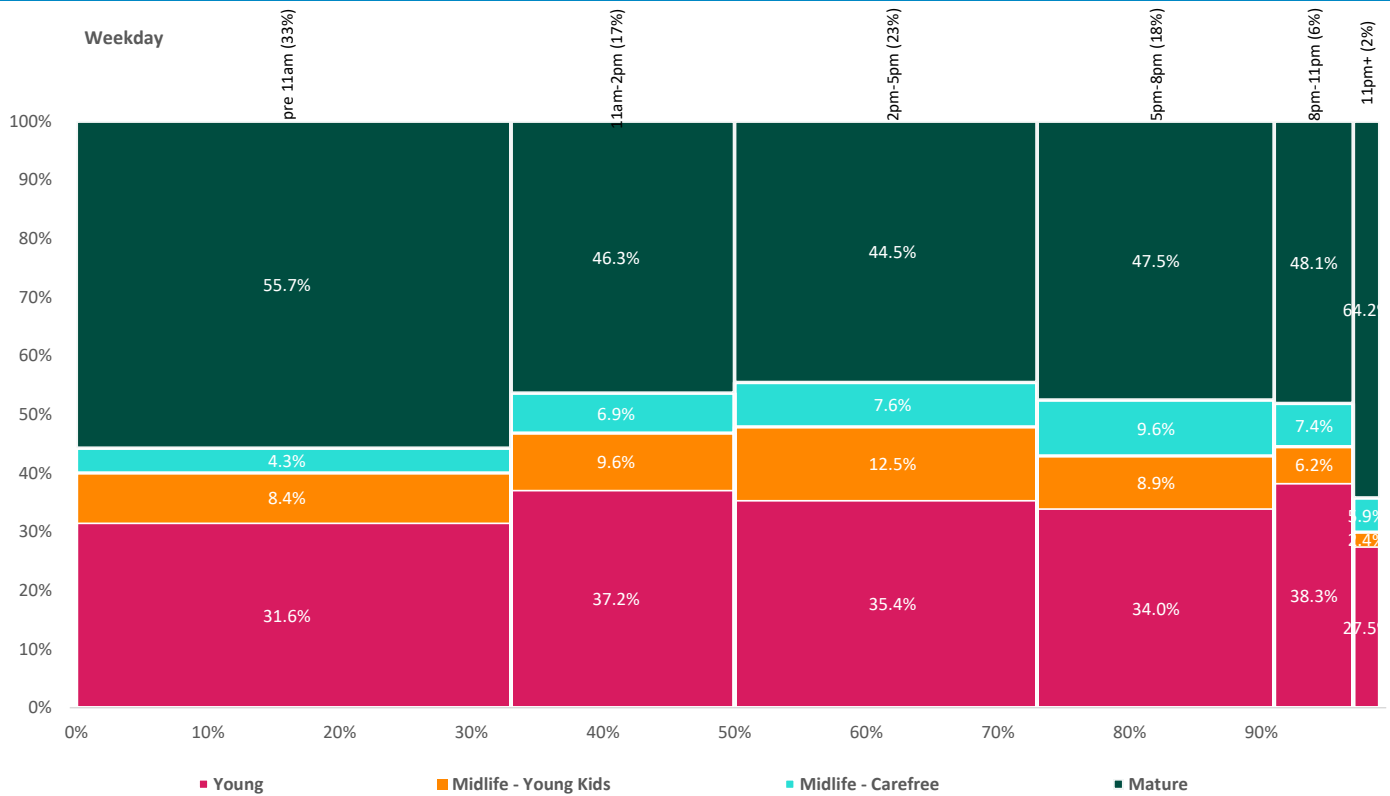
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



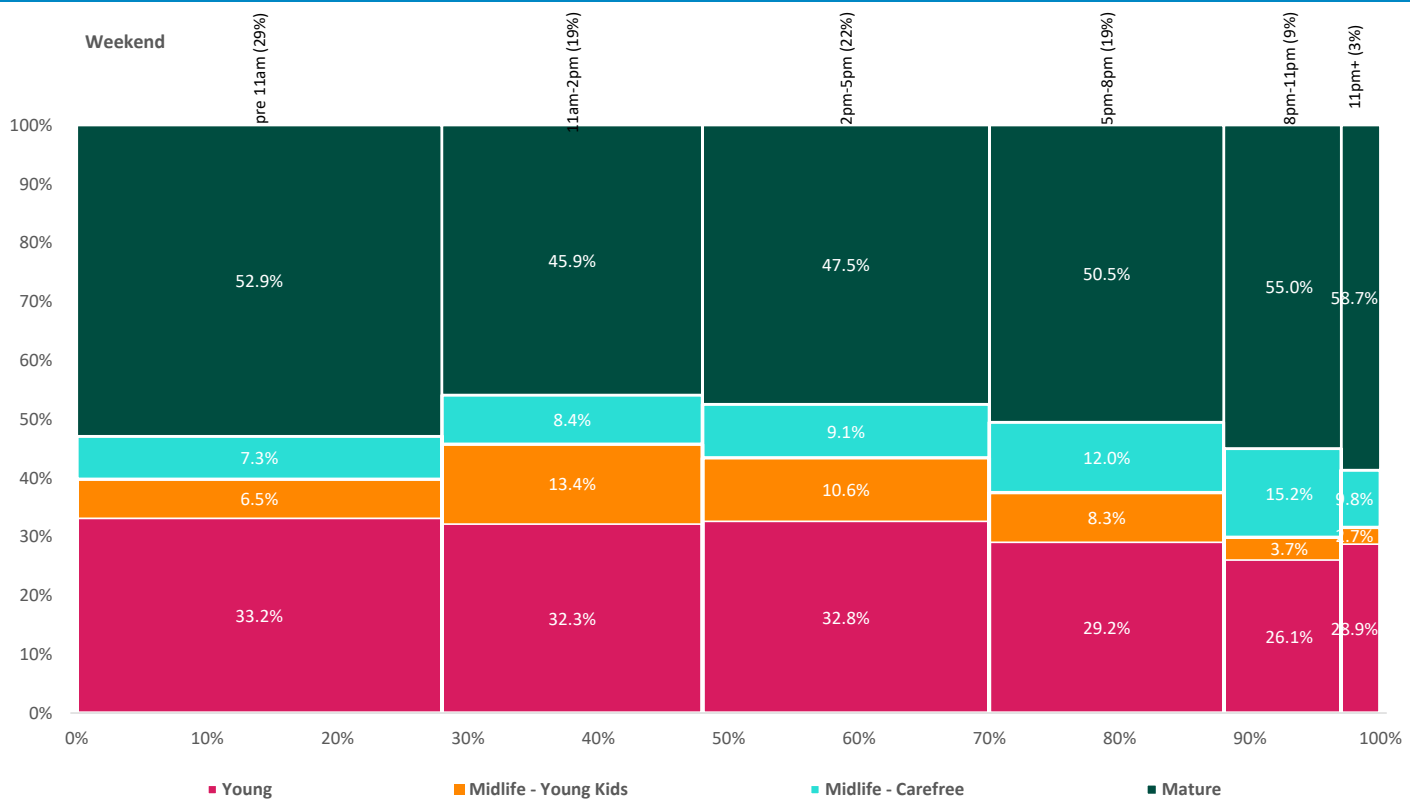
Mobile Data Summary - Stags Head Esh Winning

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



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



Polaris Summary - Stags Head Esh Winning



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

Polaris Profile by Catchment

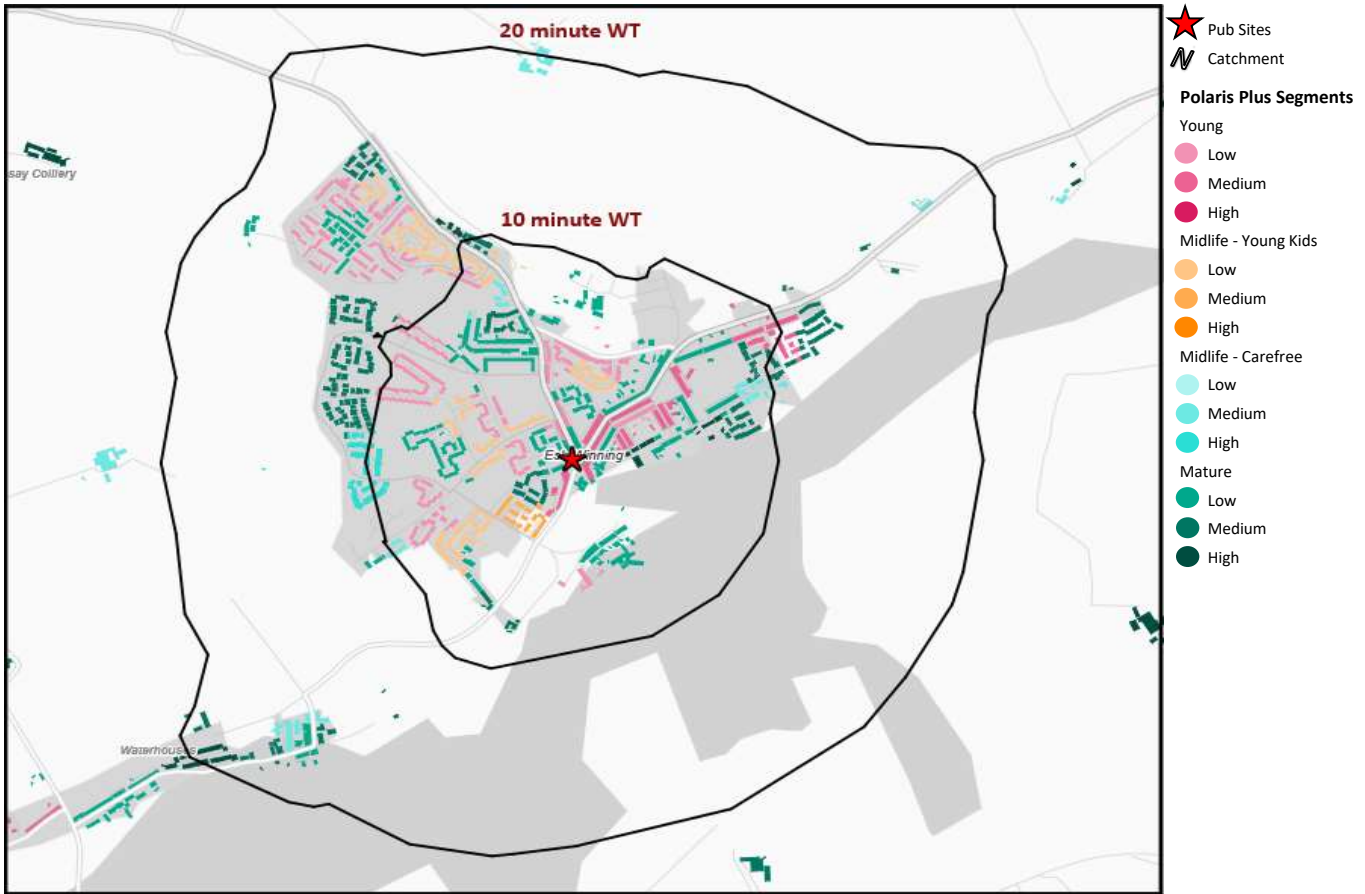
*WT= Walktime, **DT= Drivetime

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	829	1,172	54,245	139	128	151
Midlife - Young Kids	419	585	10,195	177	161	71
Midlife - Carefree	29	160	10,724	8	30	52
Mature	892	1,412	52,371	93	96	90
Not Private Households	0	0	3,336	0	0	194
Total	2,169	3,329	130,871			

Polaris Plus Summary - Stags Head Esh Winning



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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	530	873	19,598	249	267	153
Medium	299	299	30,538	126	82	213
High	0	0	4,109	0	0	47
Midlife - Young Kids						
Low	332	498	8,320	279	273	116
Medium	87	87	258	93	60	5
High	0	0	1,617	0	0	110
Midlife - Carefree						
Low	0	0	2,352	0	0	43
Medium	29	93	5,946	19	39	63
High	0	67	2,426	0	45	42
Mature						
Low	526	776	21,771	177	170	121
Medium	359	573	18,682	106	110	91
High	7	63	11,918	2	13	61
Not Private Households	0	0	3,336	0	0	194
Total	2,169	3,329	130,871			

CGA Summary - Stags Head Esh Winning



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Data Source © 2023 TomTom

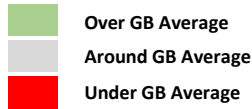


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Stags Head Hotel	DH 7 9HT	Star Pubs & Bars	Community Pub	0.0
1	Dreadnought	DH 7 9PH	Independent Free	Clubland	0.2
1	Esh Winning Cricket Club	DH 7 9PH	Independent Free	Clubland	0.2
3	Newhouse Club & Institute	DH 7 9JH	Independent Free	Clubland	0.3
4	Esh Winning Football Club	DH 7 9PT	Independent Free	Clubland	0.4
5	Waterhouses Community Association	DH 7 9AS	Independent Free	Clubland	0.7
6	Black Horse Inn	DH 7 9AU	Independent Free	Community Pub	1.0

Per Pub Analysis - Stags Head Esh Winning



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,169	3,329	130,871
Number of Competition Pubs	4	6	257
Adults 18+ per Competition Pub	542	555	509

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	120	5.5%	69
Circuit Bar	0	150	6.9%	171
Community Pub	1	738	34.0%	178
Craft Led	0	75	3.5%	100
Great Pub Great Food	0	134	6.2%	35
High Street Pub	0	697	32.1%	174
Premium Local	0	226	10.4%	63

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	163	4.9%	61
Circuit Bar	0	211	6.3%	157
Community Pub	2	1,126	33.8%	177
Craft Led	0	92	2.8%	80
Great Pub Great Food	0	237	7.1%	40
High Street Pub	0	1,047	31.4%	171
Premium Local	0	360	10.8%	65

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	9,976	7.6%	95
Circuit Bar	16	7,525	5.8%	142
Community Pub	45	29,444	22.5%	118
Craft Led	0	6,113	4.7%	135
Great Pub Great Food	2	17,487	13.4%	76
High Street Pub	57	29,486	22.5%	122
Premium Local	14	19,206	14.7%	89

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																																								
Polaris Segmentation																																									
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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