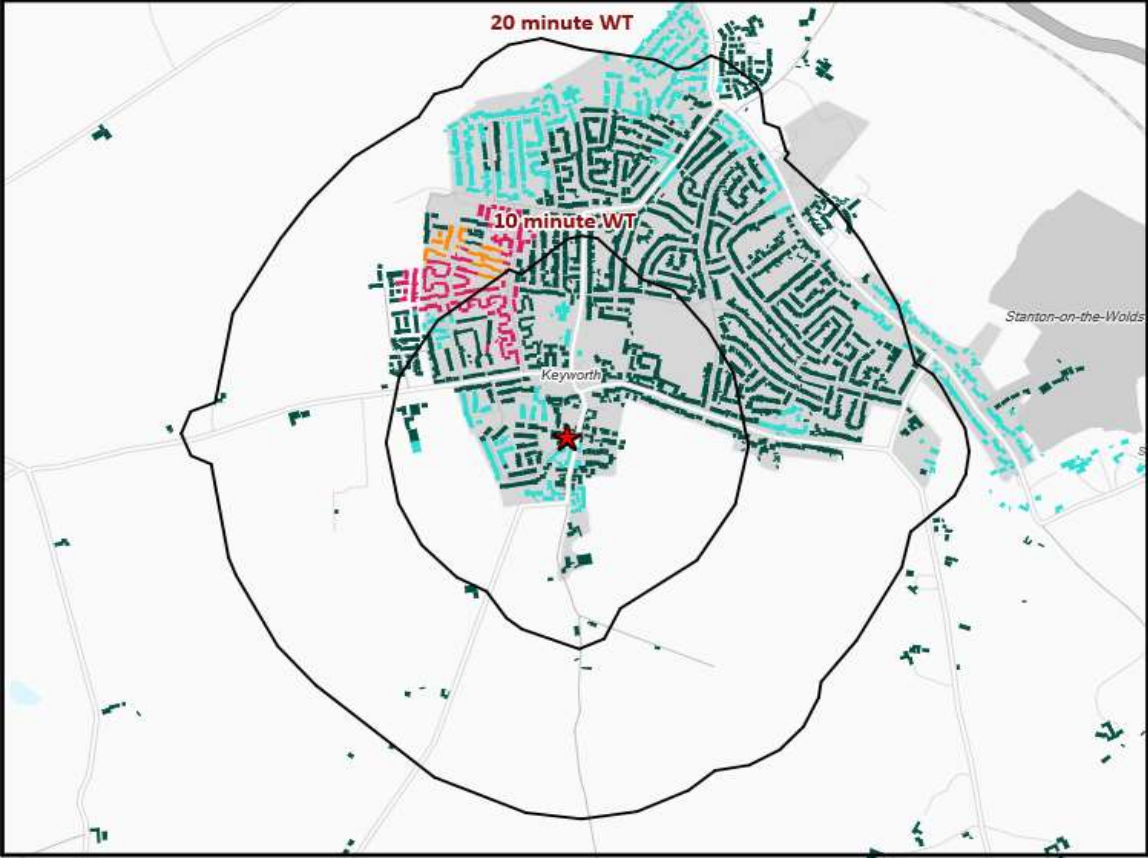


Catchment Summary - Salutation Keyworth



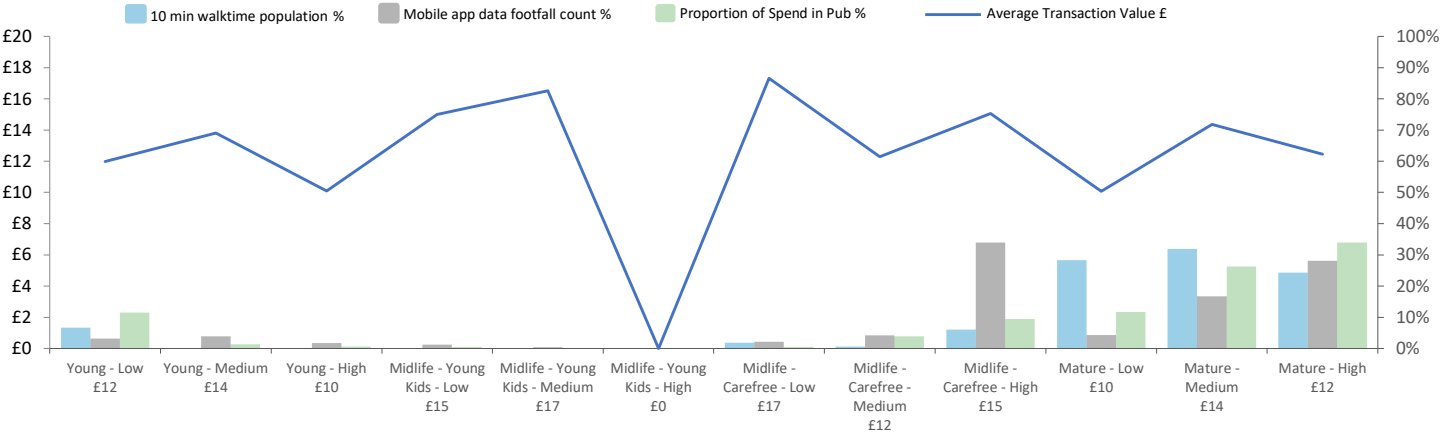
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Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
627108	Salutation Keyworth	NG12 5AD	Star Pubs & Bars	GPGF	14



- ★ 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 - Salutation Keyworth

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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

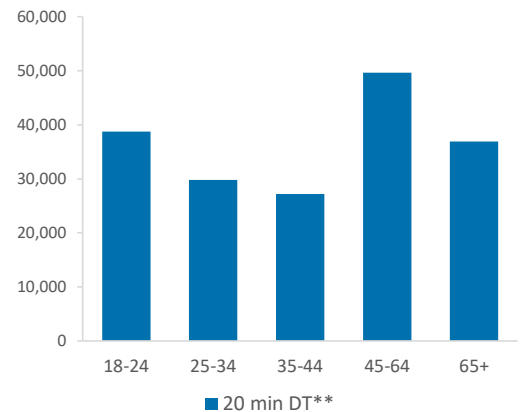
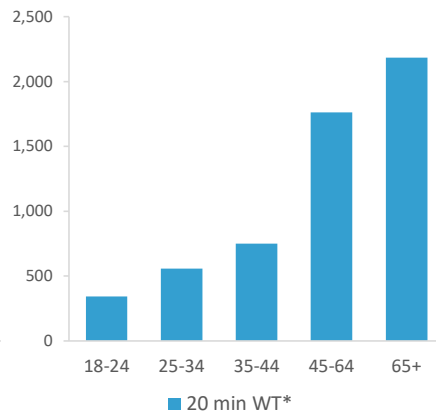
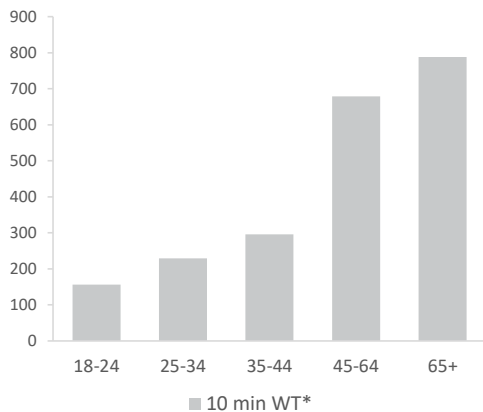
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,596	6,754	223,177	48	36	51
Adults 18+	2,148	5,597	182,326	48	37	52
Competition Pubs	1	5	216	6	14	52
Adults 18+ per Competition Pub	2,148	1,119	844	250	130	98
% Adults Likely to Drink	80.2%	81.0%	77.9%	105	106	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	36.9%	21.5%	23.6%	111	65	71
	Medium	32.6%	37.5%	40.6%	86	98	107
	High	30.4%	41.0%	34.6%	112	150	127

\*Affluence does not include Not Private Households

Age Profile	18-24	156	344	38,795	74	63	214
	25-34	229	558	29,778	66	62	100
	35-44	296	749	27,180	86	84	92
	45-64	679	1,761	49,636	102	101	87
	65+	788	2,185	36,937	158	168	86



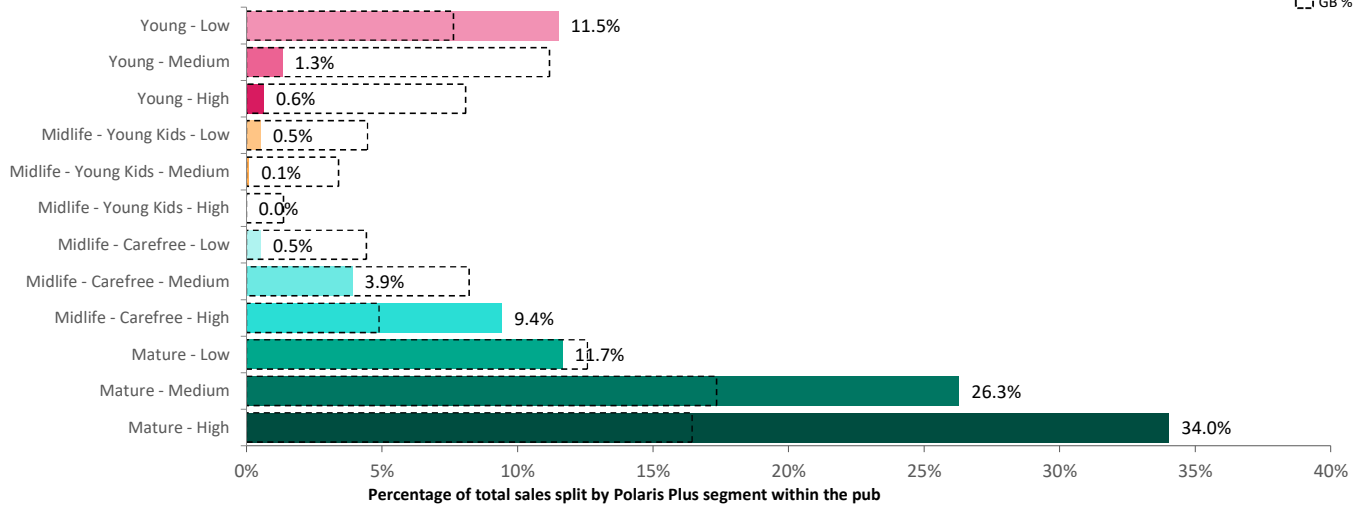
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,279 (49%)	3,319 (49%)	111,370 (50%)	101	100	102
	Female	1,317 (51%)	3,435 (51%)	111,807 (50%)	99	100	98
Economic Status (16+)	Employed: Full-time	682 (31%)	1,723 (30%)	58,668 (31%)	89	87	91
	Employed: Part-time	205 (9%)	598 (10%)	19,120 (10%)	78	87	86
	Self employed	232 (10%)	499 (9%)	14,039 (8%)	113	94	81
	Unemployed	44 (2%)	93 (2%)	4,044 (2%)	72	58	78
	Full-time student	39 (2%)	85 (1%)	8,689 (5%)	74	62	195
	Retired	735 (33%)	2,136 (37%)	35,493 (19%)	151	169	87
	Other	288 (13%)	637 (11%)	47,098 (25%)	74	63	144
Total Worker Count		801	1,359	103,808			

See the Glossary page for further information on the above variables

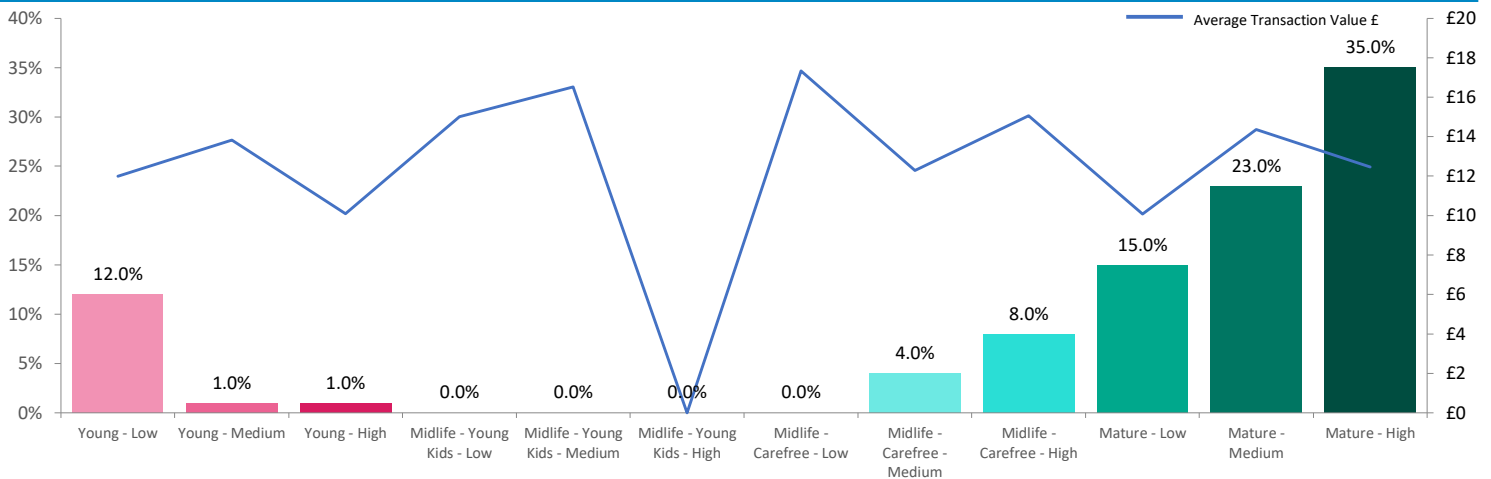
## Transactional Data Summary - Salutation Keyword

## Spend by Polaris Plus

GB %

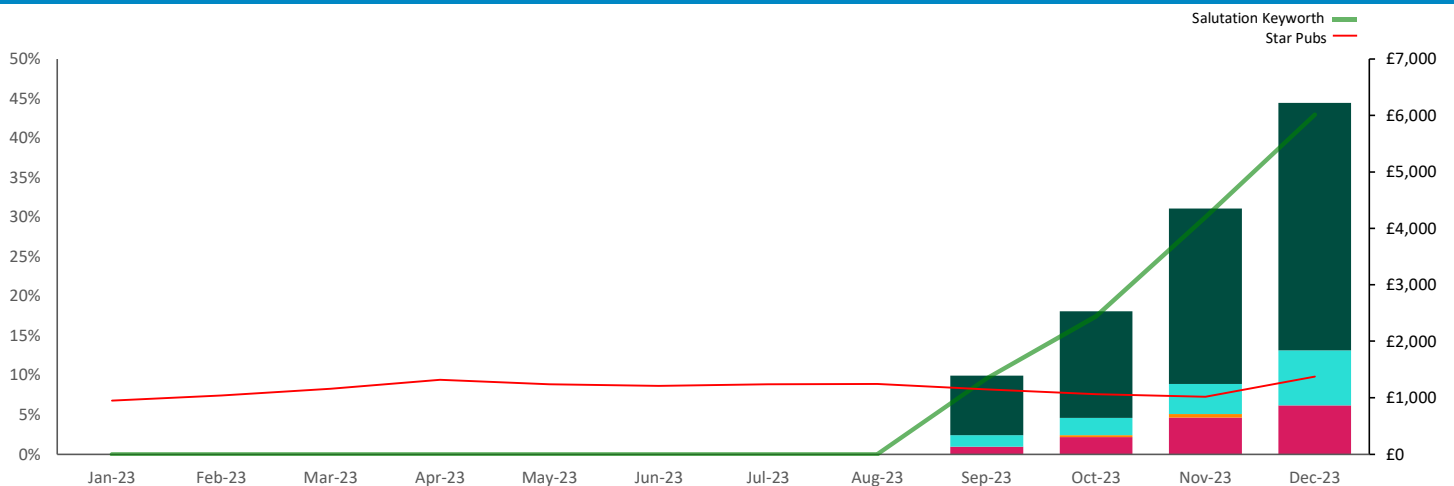


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

## Spend by Month and Polaris



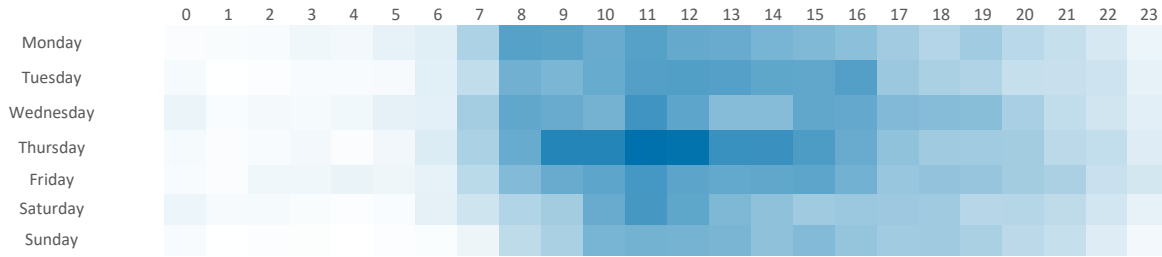
## Seasonality of the spend split by month

# Mobile Data Summary - Salutation Keyworth



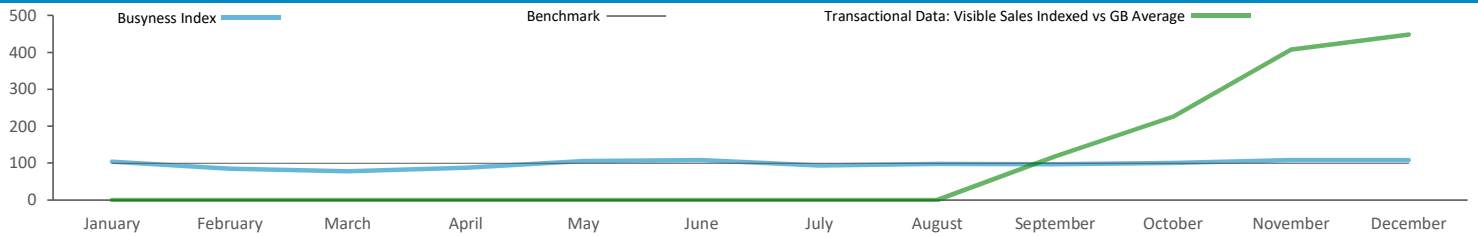
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## Time of Day/Day of Week



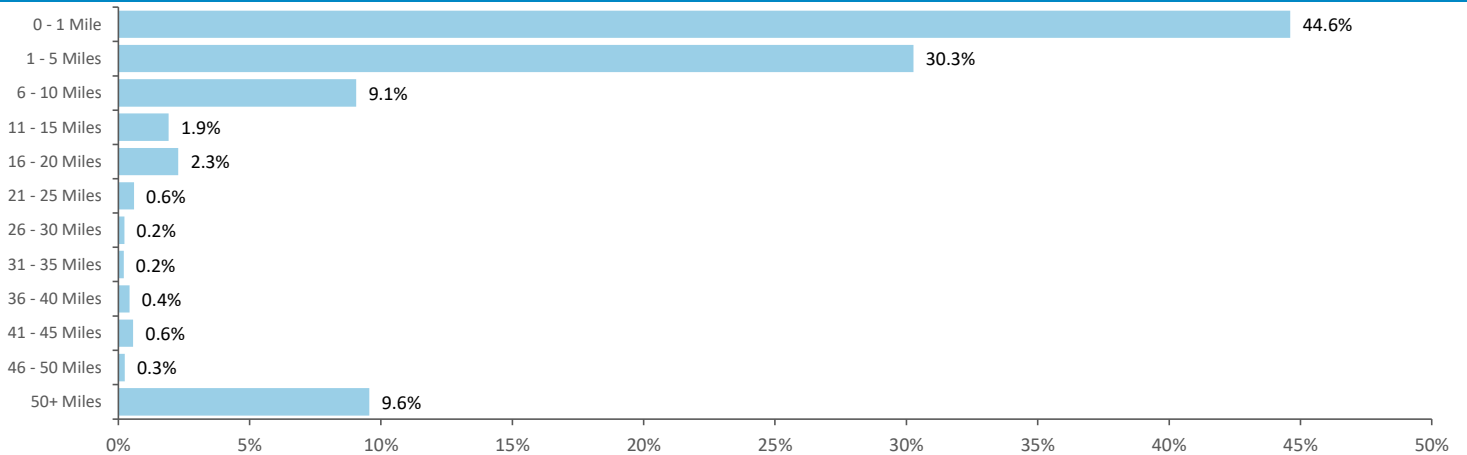
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

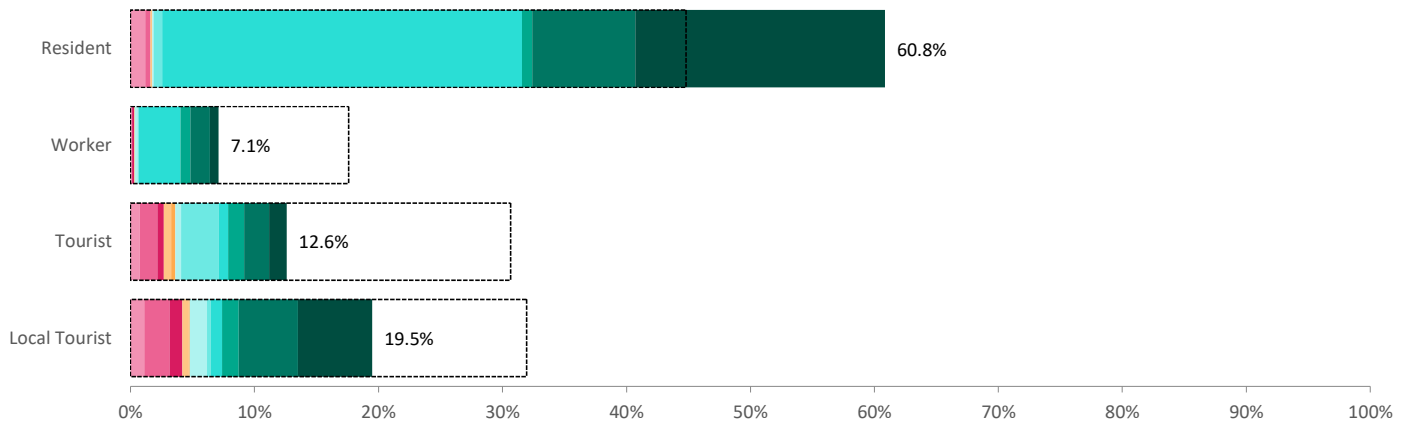
## Distance from Home



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

## Audience Classification by Polaris Plus

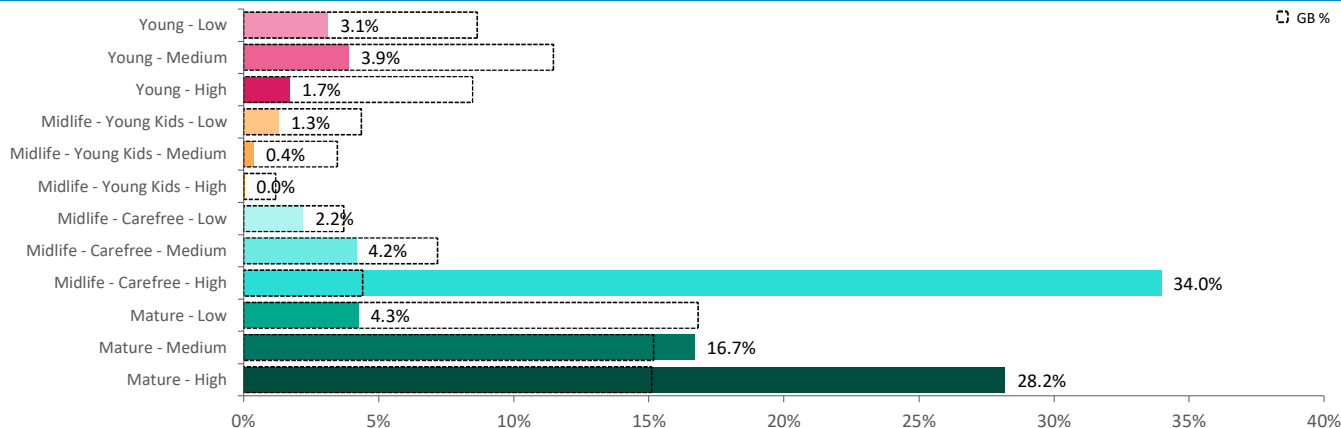
Base: GB



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

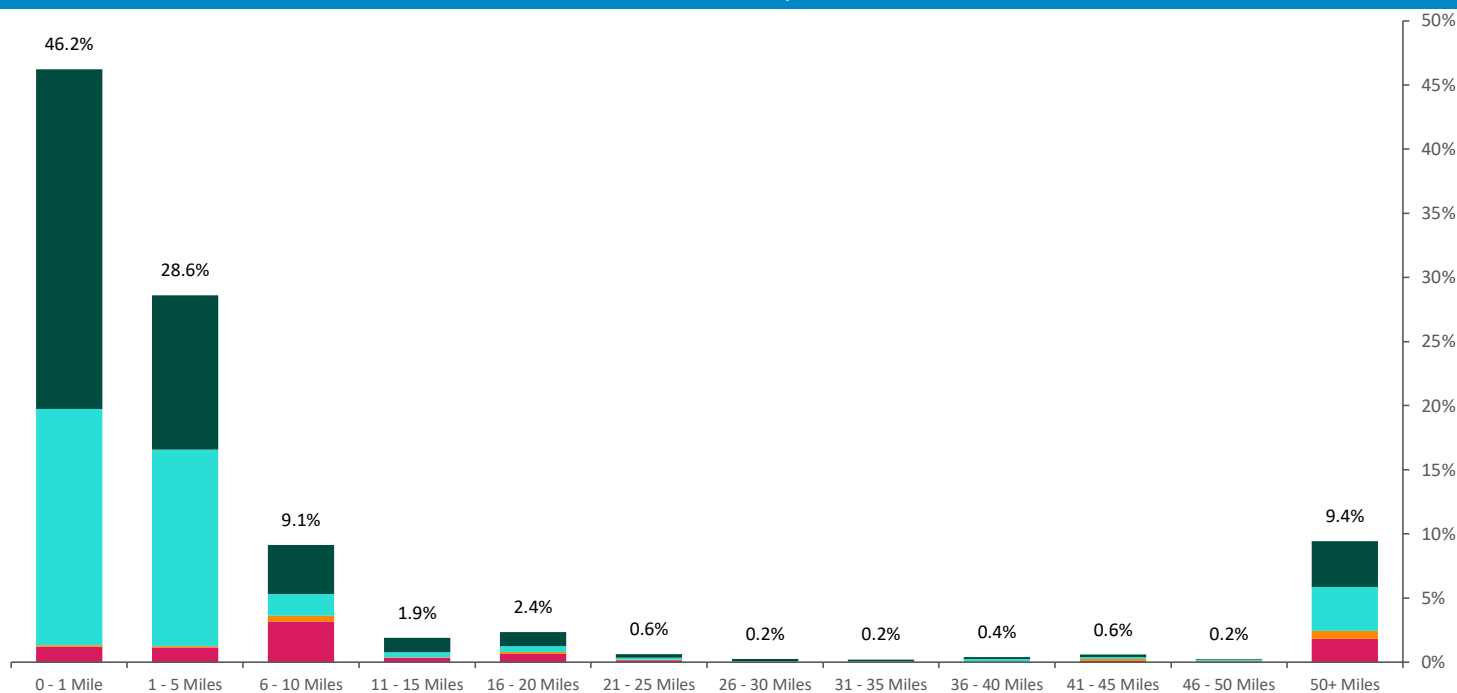
## Mobile Data Summary - Salutation Keyword

### 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

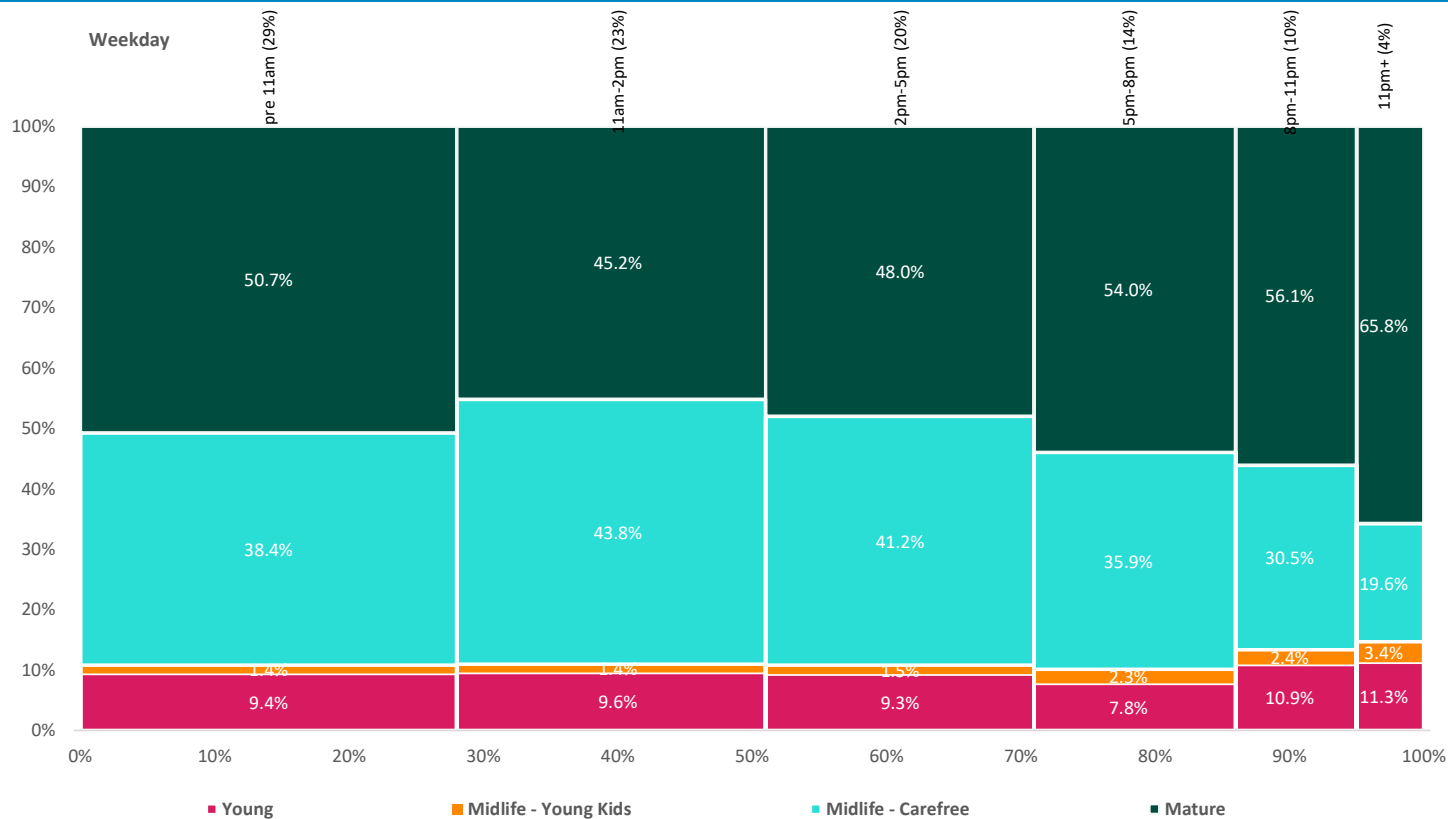


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

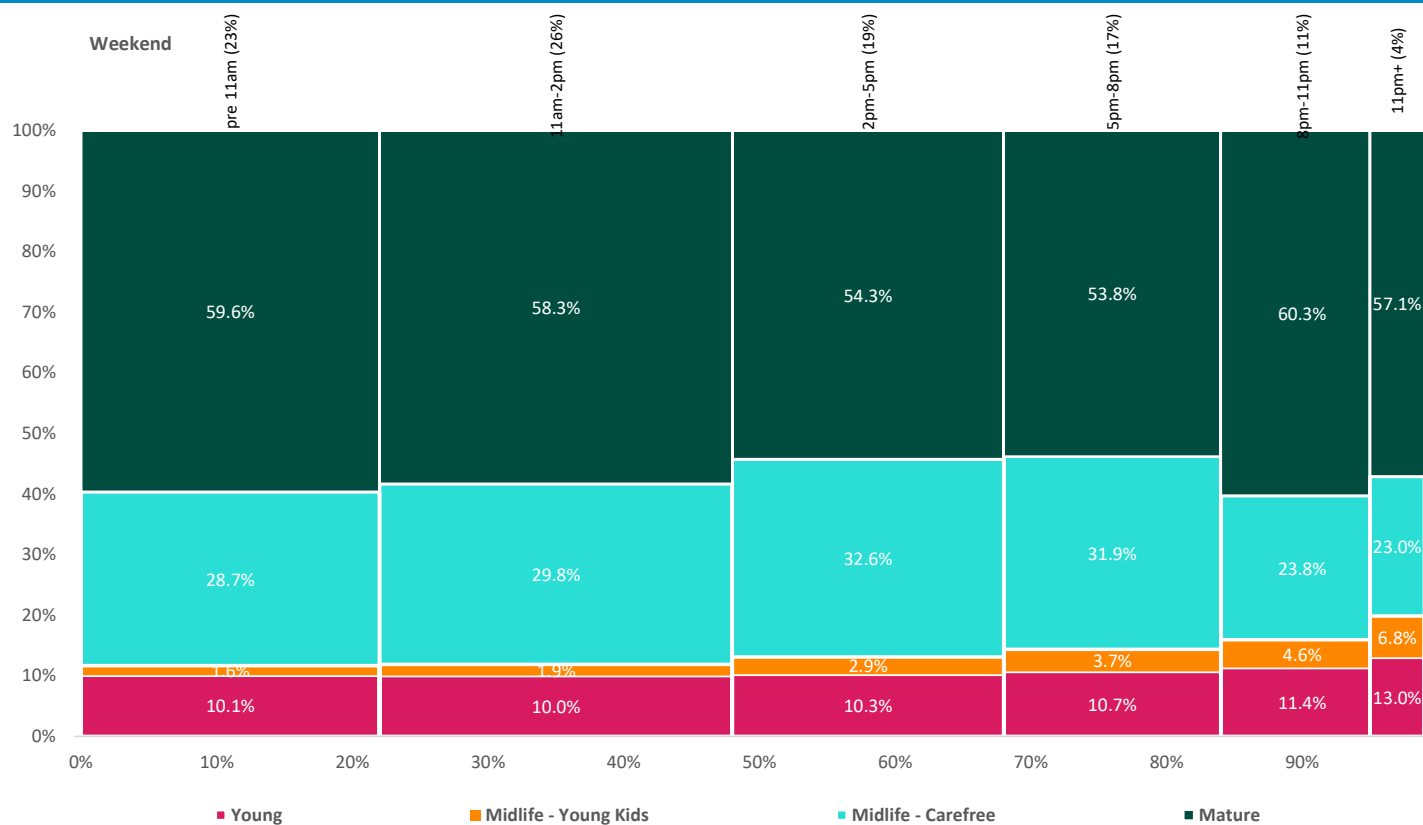
## Mobile Data Summary - Salutation Keyword

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



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



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

## Polaris Summary - Salutation Keyworth



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	144	323	74,626	24	21	149
Midlife - Young Kids	0	61	10,015	0	10	50
Midlife - Carefree	187	667	22,336	55	75	77
Mature	1,817	4,546	73,191	191	183	90
<b>Not Private Households</b>	0	0	2,158	0	0	90
<b>Total</b>	2,148	5,597	182,326			



## Polaris Plus Summary - Salutation Keyworth



## 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**
<b>Young</b>						
Low	144	290	18,366	68	53	103
Medium	0	33	43,019	0	5	215
High	0	0	13,241	0	0	108
<b>Midlife - Young Kids</b>						
Low	0	61	6,881	0	20	69
Medium	0	0	2,958	0	0	37
High	0	0	176	0	0	9
<b>Midlife - Carefree</b>						
Low	41	41	4,776	45	17	62
Medium	15	15	5,573	10	4	43
High	131	611	11,987	137	245	148
<b>Mature</b>						
Low	608	814	13,024	206	106	52
Medium	686	2,051	22,543	204	234	79
High	523	1,681	37,624	162	200	138
<b>Not Private Households</b>	0	0	2,158	0	0	90
<b>Total</b>	2,148	5,597	182,326			



## CGA Summary - Salutation Keyworth



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Salutation	NG12 5AD	Star Pubs & Bars	GPGF	0.0
1	Plumtree Resturant	NG12 5GS	Independent Free	Restaurants	0.4
2	Keyworth Tavern	NG12 5DW	Punch Pub Company	Premium Local	0.5
3	Windmill	NG12 5GU	Star Pubs & Bars	Premium Local	0.5
4	Keyworth United Community Football Club	NG12 5JE	Independent Free	Clubland	0.6
5	Stanton On The Wolds Golf Club	NG12 5BH	Independent Free	Sports Clubs	1.0
6	Keyworth United Football Club	NG12 5GE	Independent Free	Clubland	1.0

## Per Pub Analysis - Salutation Keyworth

	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+	2,148	5,597	182,326
Number of Competition Pubs	1	5	216
Adults 18+ per Competition Pub	2,148	1,119	844

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	60	2.8%	35
Circuit Bar	0	62	2.9%	72
Community Pub	0	560	26.1%	136
Craft Led	0	7	0.3%	10
Great Pub Great Food	1	444	20.7%	117
High Street Pub	0	488	22.7%	123
Premium Local	0	470	21.9%	133

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	195	3.5%	43
Circuit Bar	0	100	1.8%	44
Community Pub	0	1,183	21.1%	111
Craft Led	0	19	0.3%	10
Great Pub Great Food	1	1,481	26.5%	150
High Street Pub	0	1,061	19.0%	103
Premium Local	2	1,501	26.8%	163

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	18,438	10.1%	126
Circuit Bar	10	8,504	4.7%	115
Community Pub	20	27,419	15.0%	79
Craft Led	0	9,540	5.2%	151
Great Pub Great Food	15	40,622	22.3%	126
High Street Pub	26	28,599	15.7%	85
Premium Local	39	36,696	20.1%	122

## Glossary

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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.																																									
Consumer Insight	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"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."	"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"	"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."	"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"																												
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Product needs	<table><tr><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																																				
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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><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="9">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																						
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