CACI

Catchment Summary - Dog Inn Whittington

★ star PUBS&BARS

*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**

Legend:
- Over GB Average (green)
- Around GB Average (grey)
- Under GB Average (red)

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Population	1,806	2,341	319,466	34	16	84

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	1,490	1,856	253,566	34	10	85
	Competition Pubs	3	6	328	20	19	91
	Adults 18+ per Competition Pub	497	309	773	60	37	94
	% Adults Likely to Drink	84.7%	84.6%	83.4%	103	103	101
Affluence	Low	4.0%	4.3%	19.3%	16	17	75
	Medium	28.3%	28.9%	42.4%	72	74	108
	High	67.7%	65.5%	37.1%	202	195	111

*Affluence does not include Not Private Households
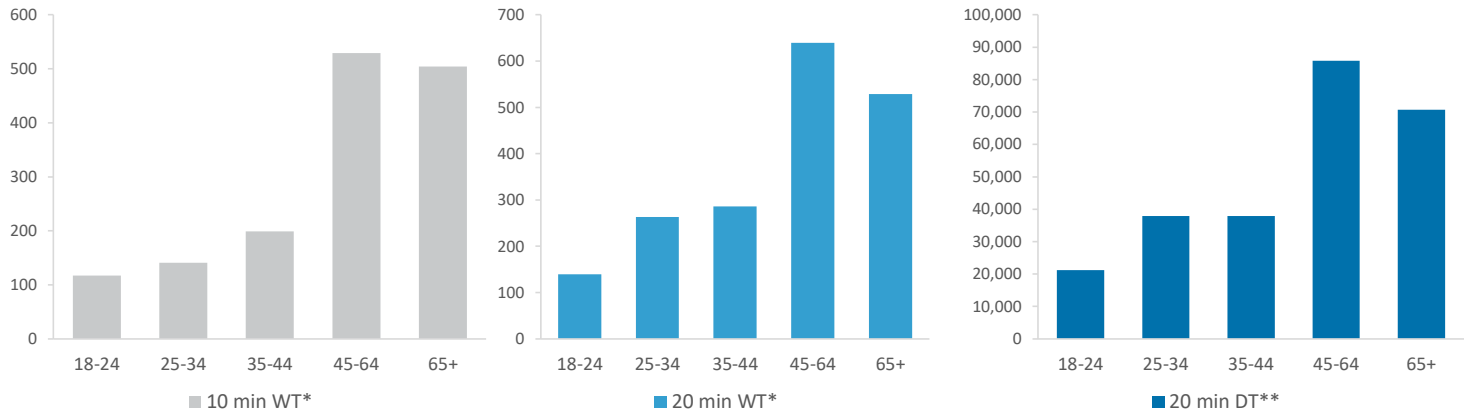
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	117	139	21,217	80	73	82
	25-34	141	263	37,976	59	85	89
	35-44	199	286	37,886	86	95	92
	45-64	529	639	85,786	115	107	105
	65+	504	529	70,701	146	118	116

		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	880 (49%)	1,147 (49%)	156,888 (49%)	99	99	99
	Female	926 (51%)	1,194 (51%)	162,578 (51%)	101	101	101
Economic Status (16-74)	Employed: Full-time	477 (38%)	680 (42%)	97,647 (43%)	91	100	104
	Employed: Part-time	179 (14%)	213 (13%)	31,795 (14%)	109	101	108
	Self employed	131 (10%)	176 (11%)	20,352 (9%)	108	113	94
	Unemployed	16 (1%)	16 (1%)	4,985 (2%)	53	41	93
	Retired	307 (24%)	339 (21%)	37,603 (17%)	176	151	121
	Other	156 (12%)	207 (13%)	33,279 (15%)	62	64	75
	Total Worker Count	550	973	179,838			

See the Glossary page for further information on the above variables

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Polaris Summary - Dog Inn Whittington

star PUBS&BARS
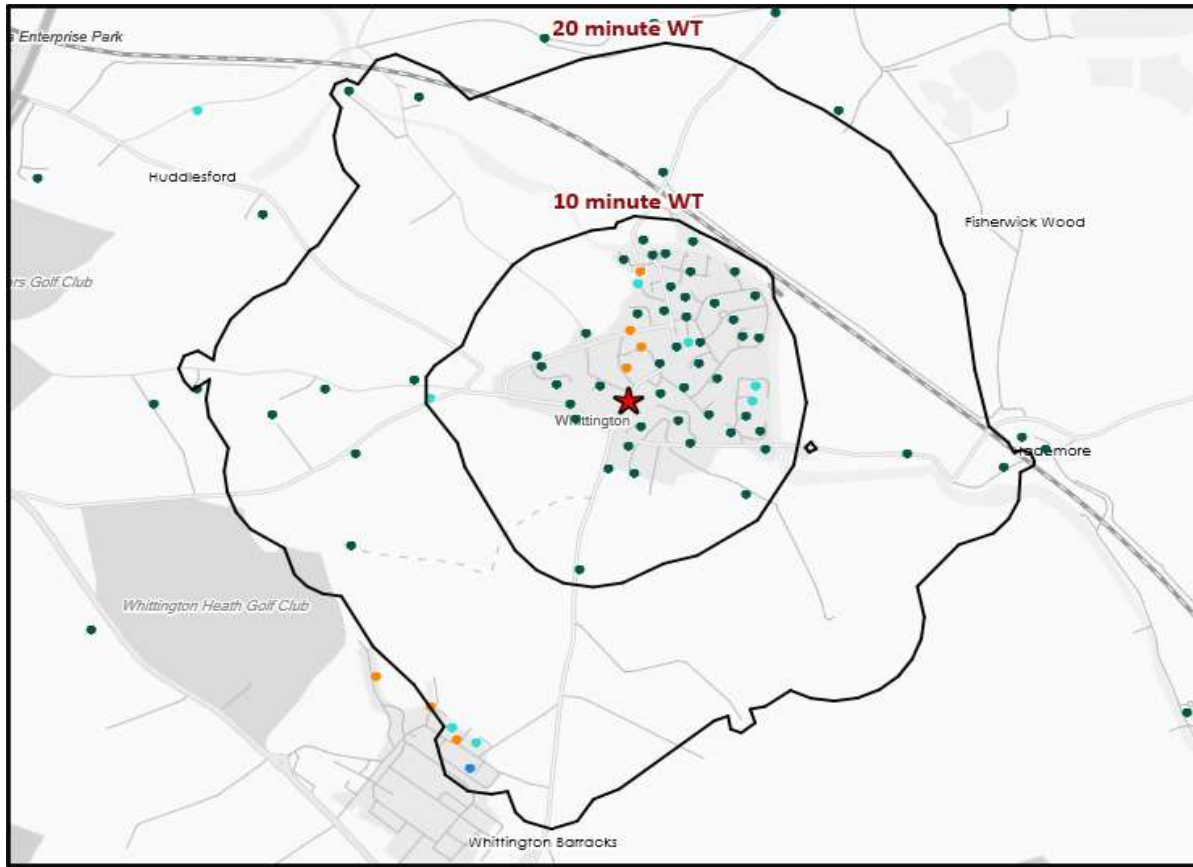
Pub Sites
Catchment

Polaris Segments

- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
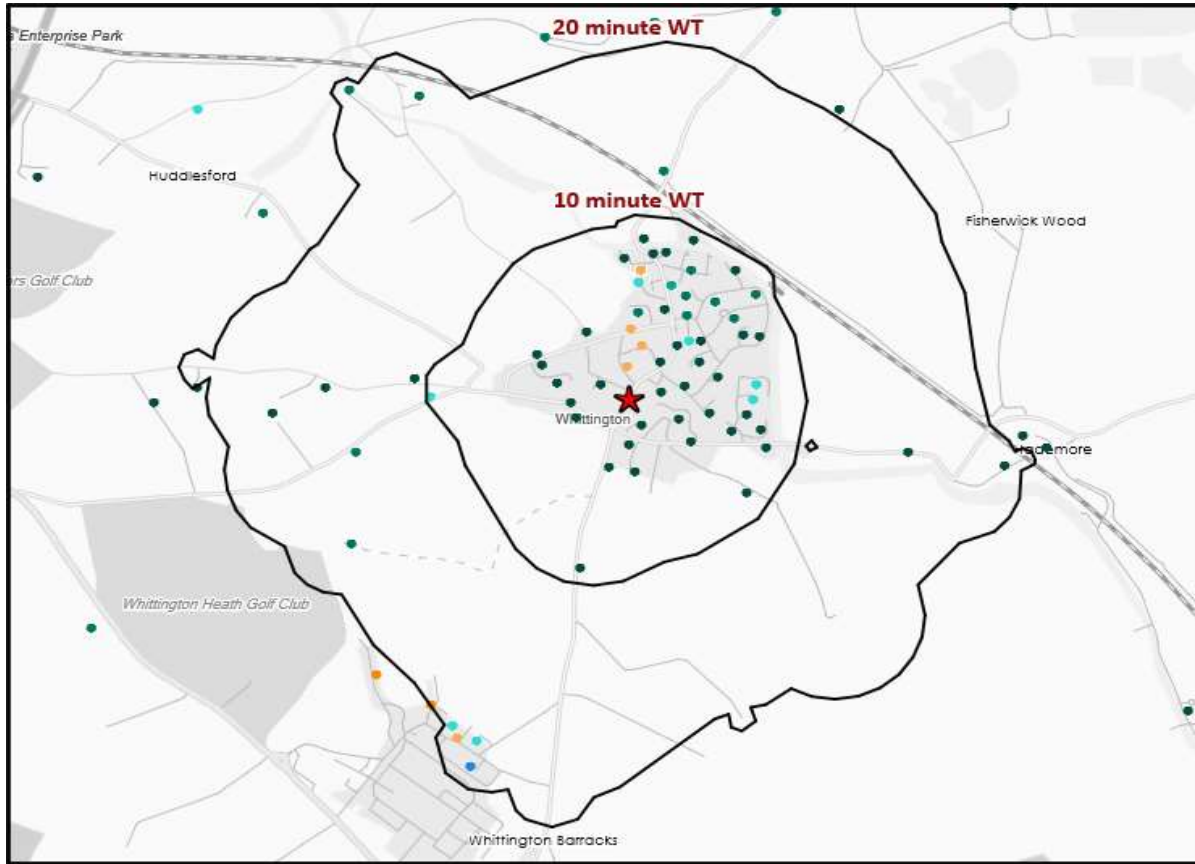- Mature

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 Adult - Showing I Care	0	0	1,453	0	0	6
Young Adult - Showing I'm Cool	0	48	10,991	0	28	47
Midlife - Young Kids	120	245	73,765	26	42	93
Midlife - Carefree	112	160	67,828	36	41	127
Mature	1,258	1,378	96,498	302	265	136
Not Private Households	0	25	3,031	0	94	83
Total	1,490	1,856	253,566			

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Polaris Summary - Dog Inn Whittington

star PUBS & BARS

Legend:
- ★ Pub Sites
- Ⓝ Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
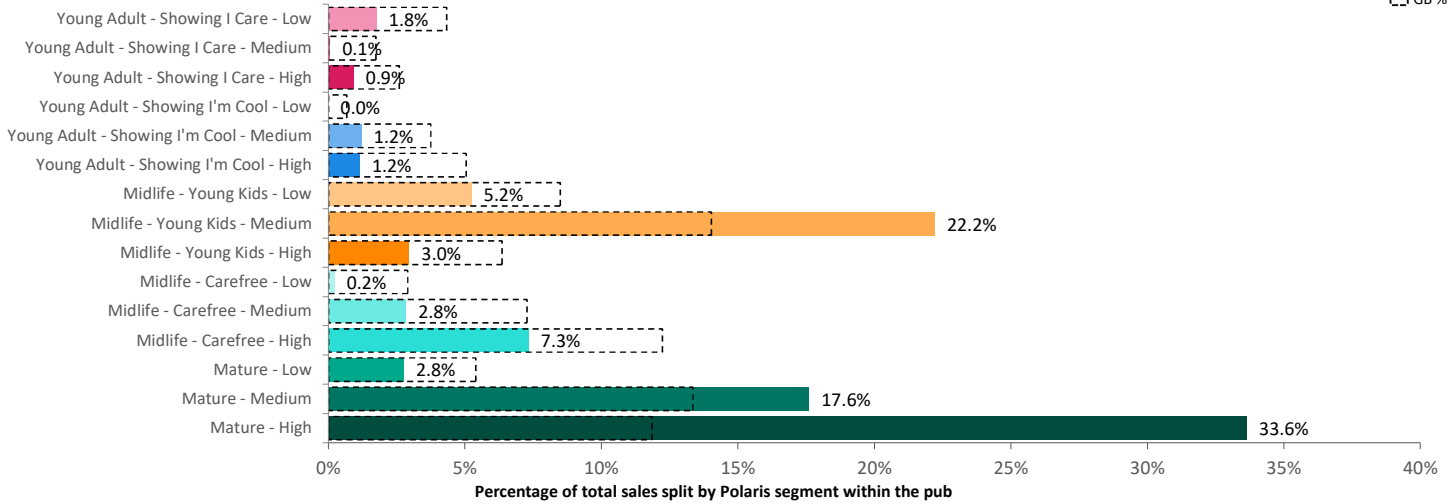- Low
- Medium
- High

Mature
- Low
- Medium
- High

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 Adult - Showing I Care						
Low	0	0	1	0	0	0
Medium	0	0	0	0	0	0
High	0	0	1,452	0	0	17
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	4,499	0	0	48
High	0	48	6,492	0	58	57
Midlife - Young Kids						
Low	0	0	19,471	0	0	69
Medium	120	173	34,780	54	62	92
High	0	72	19,514	0	72	143
Midlife - Carefree						
Low	0	0	9,320	0	0	108
Medium	0	0	27,378	0	0	161
High	112	160	31,130	69	79	112
Mature						
Low	60	79	20,039	68	72	133
Medium	301	364	40,964	160	155	128
High	897	935	35,495	642	537	149
Not Private Households	0	25	3,031	0	94	83
Total	1,490	1,856	253,566			

Transactional Data Summary - Dog Inn Whittington

star
PUBS & BARS

Spend by Polaris

☐ GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	1.8%
Young Adult - Showing I Care - Medium	0.1%
Young Adult - Showing I Care - High	0.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.2%
Young Adult - Showing I'm Cool - High	1.2%
Midlife - Young Kids - Low	5.2%
Midlife - Young Kids - Medium	22.2%
Midlife - Young Kids - High	3.0%
Midlife - Carefree - Low	0.2%
Midlife - Carefree - Medium	2.8%
Midlife - Carefree - High	7.3%
Mature - Low	2.8%
Mature - Medium	17.6%
Mature - High	33.6%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£12
Young Adult - Showing I Care - Medium	£18
Young Adult - Showing I Care - High	£12
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£23
Young Adult - Showing I'm Cool - High	£17
Midlife - Young Kids - Low	£11
Midlife - Young Kids - Medium	£14
Midlife - Young Kids - High	£17
Midlife - Carefree - Low	£28
Midlife - Carefree - Medium	£18
Midlife - Carefree - High	£13
Mature - Low	£27
Mature - Medium	£17
Mature - High	£14

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

Spend by Month

Dog Inn Whittington
Star Pubs

Line chart of Spend by Month from Jan-22 to Dec-22, comparing Dog Inn Whittington and Star Pubs.

CACI

Mobile Data Summary - Dog Inn Whittington

★ star
PUBS & BARS
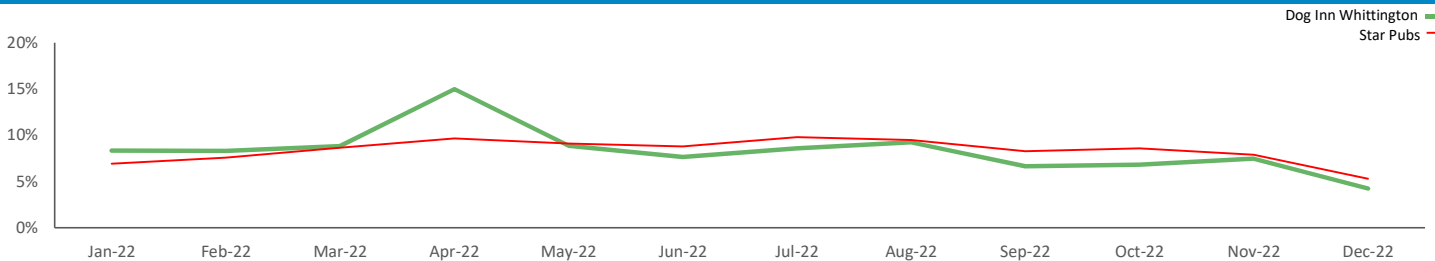
Time of Day/Day of Week
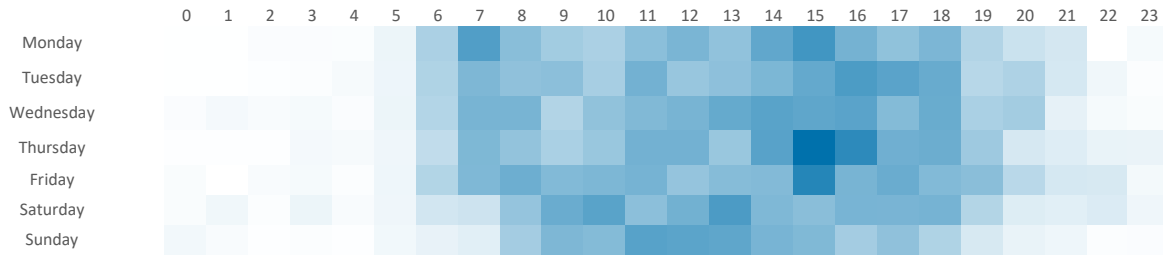
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
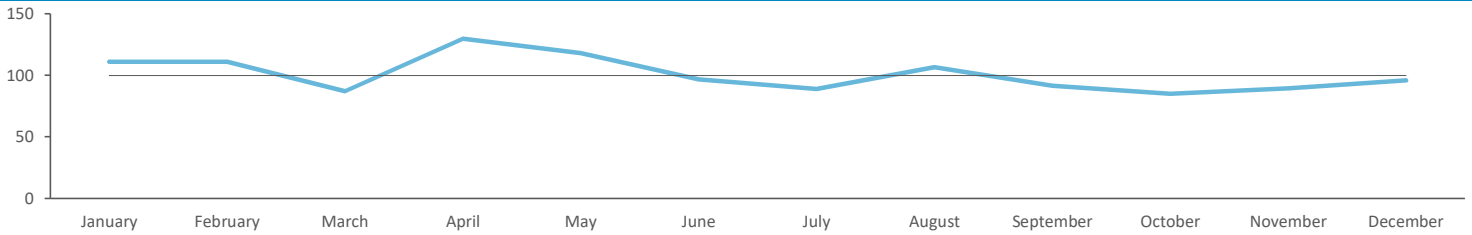
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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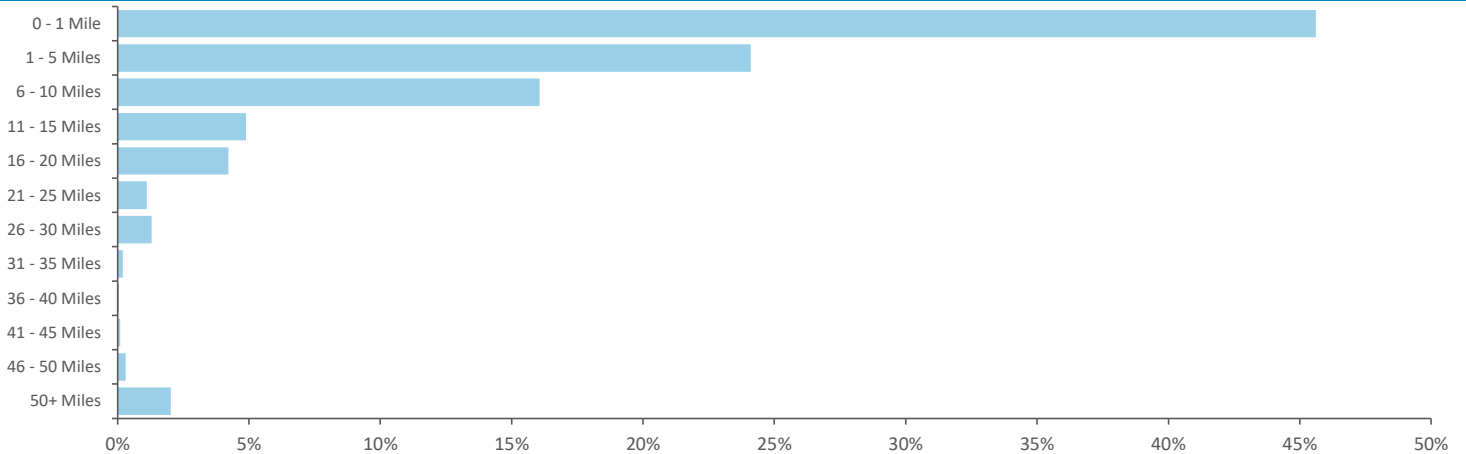
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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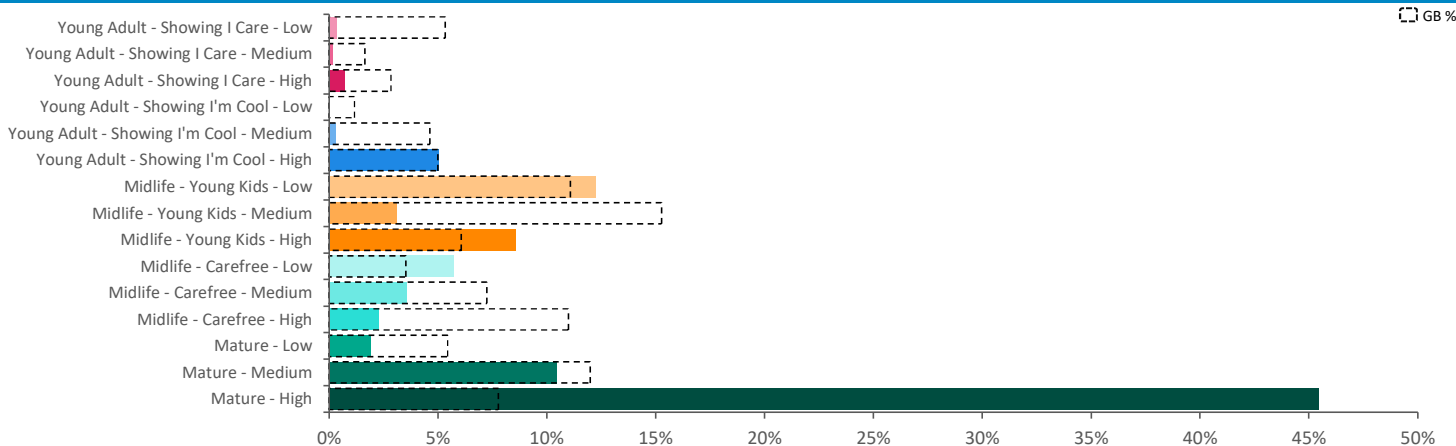
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Dog Inn Whittington
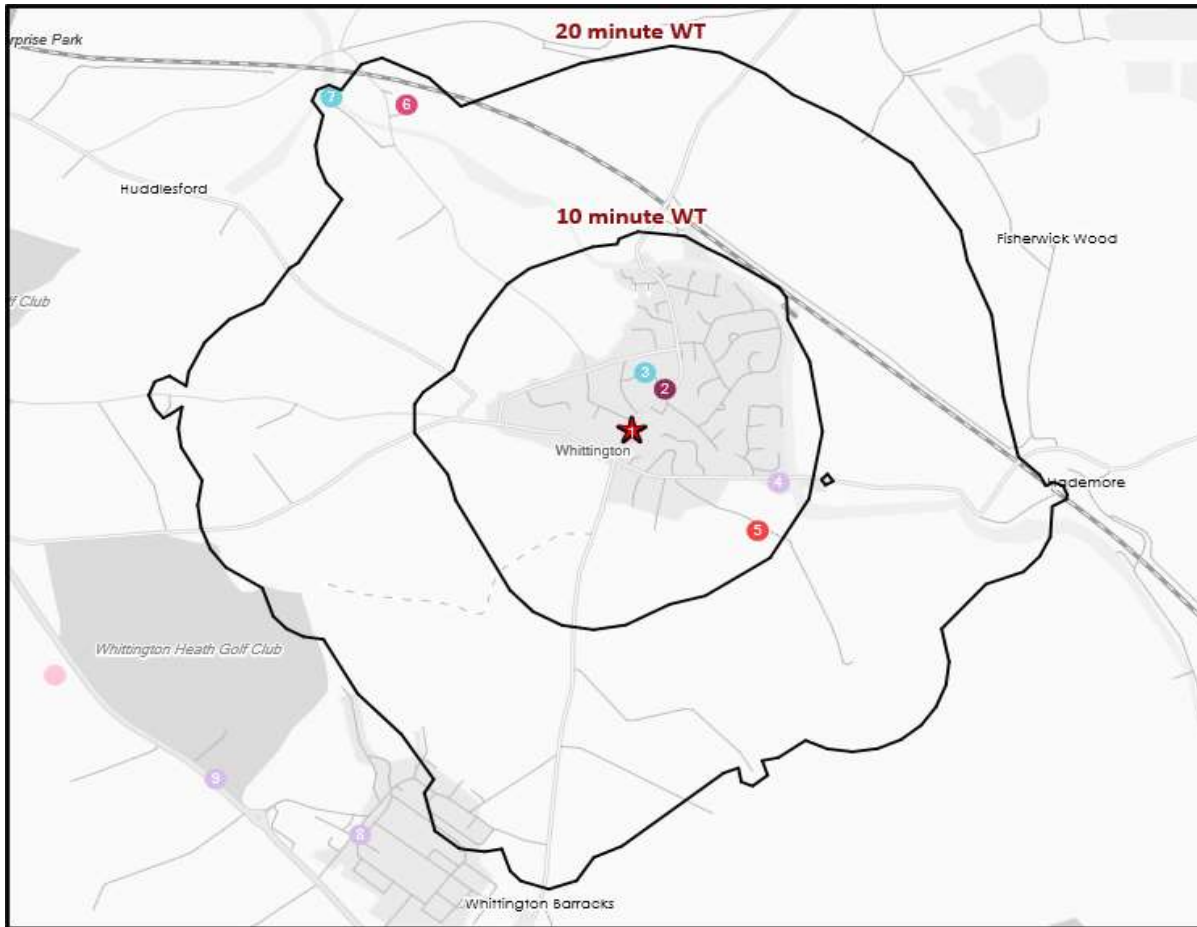
Legend:
- ⭐ Pub Sites
- Catchment

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)
1	Dog Inn	WS14 9JU	Star Pubs & Bars	GPGF	0.0
2	Bell Inn	WS14 9JR	Star Pubs & Bars	Premium Local	0.1
3	Whittington Village Hall	WS14 9LR	Independent Free	Clubland	0.1
4	Whittington Cricket Club	WS14 9LJ	Independent Free	Sports Clubs	0.3
5	Coton House Farm	WS14 9LQ	Independent Free	Large Venue	0.3
6	Plough Inn	WS13 8PY	Stonegate Pub Company	Family Pub Dining	0.8
7	Lichfield Cruising Club	WS13 8PX	Independent Free	Clubland	0.9
8	Whittington Barracks	WS14 9PY	Independent Free	Sports Clubs	1.0
9	Whittington Heath Golf Club	WS14 9PW	Independent Free	Sports Clubs	1.1

Per Pub Analysis - Dog Inn Whittington

Over GB Average
Around GB Average
Under GB Average
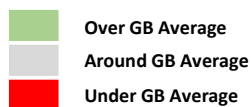
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,490	1,856	253,566
Number of Competition Pubs	3	6	328
Adults 18+ per Competition Pub	497	309	773

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	97	6.5%	64
Circuit Bar	21	1.4%	38
Community Pub	140	9.4%	54
Craft Led	7	0.5%	15
Great Pub Great Food	564	37.9%	197
High Street Pub	133	8.9%	52
Premium Local	529	35.5%	202

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	148	8.0%	78
Circuit Bar	29	1.6%	43
Community Pub	178	9.6%	55
Craft Led	18	1.0%	31
Great Pub Great Food	664	35.8%	186
High Street Pub	182	9.8%	57
Premium Local	612	33.0%	188

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	19,756	7.8%	76
Circuit Bar	6,656	2.6%	72
Community Pub	39,838	15.7%	91
Craft Led	3,984	1.6%	50
Great Pub Great Food	52,485	20.7%	108
High Street Pub	39,567	15.6%	90
Premium Local	51,550	20.3%	116

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, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **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
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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be on **trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **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: 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 6 categories, 18 groups and 62 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.