

Catchment Summary - Tailors Arms Wilford



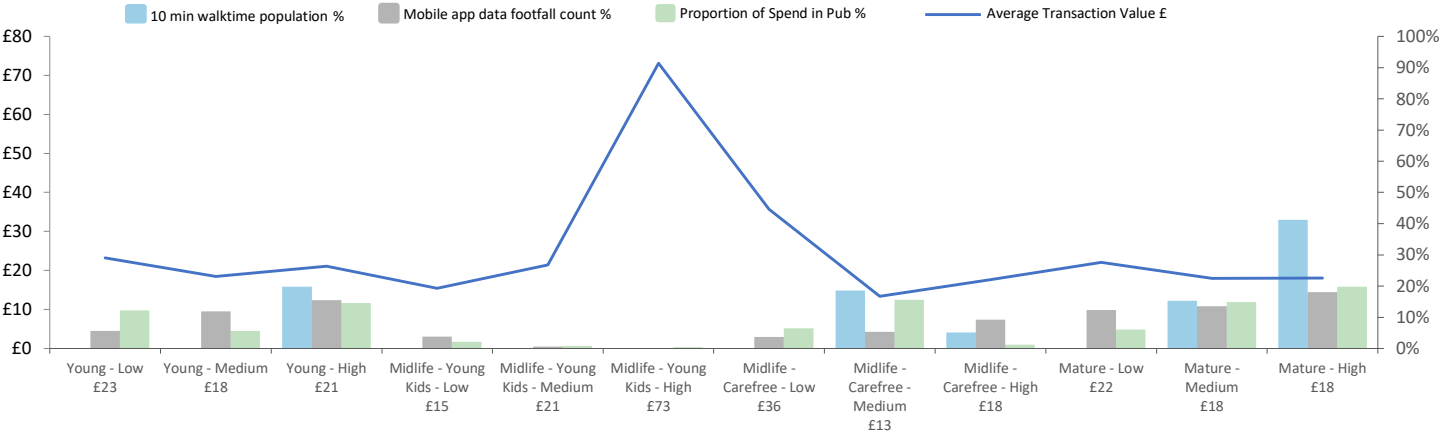
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Ship To	Name	Postcode	Operator	Segment	Sparsity
827168	Tailors Arms Wilford	NG11 7AY	Star Pubs & Bars	Family Pub Dining	5



- ★ 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 - Tailors Arms Wilford

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	Over GB Average
	Around GB Average
	Under GB Average

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

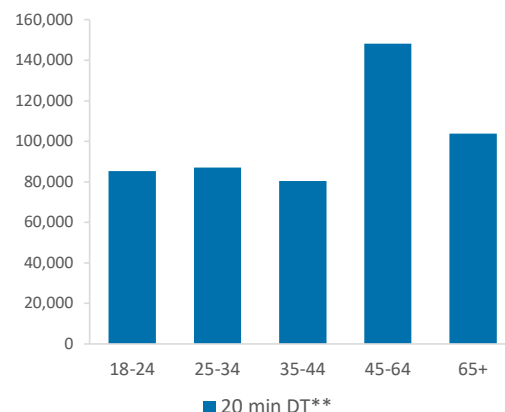
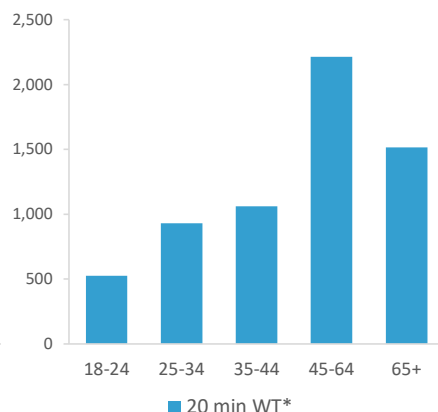
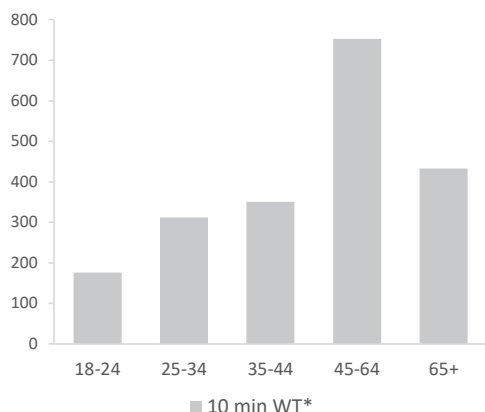
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,532	7,841	630,136	47	42	143
Adults 18+	2,025	6,249	504,767	45	41	144
Competition Pubs	3	7	575	17	19	138
Adults 18+ per Competition Pub	675	893	878	79	104	102
% Adults Likely to Drink	82.0%	81.3%	76.1%	108	107	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	7.5%	38.6%	0	23	116
	Medium	33.8%	35.8%	39.0%	89	94	102
	High	66.2%	55.3%	20.9%	242	203	76

\*Affluence does not include Not Private Households

Age Profile	18-24	176	526	85,410	85	82	167
	25-34	312	930	87,044	92	89	104
	35-44	351	1,061	80,340	105	102	96
	45-64	753	2,215	148,180	116	110	92
	65+	433	1,517	103,793	89	101	86

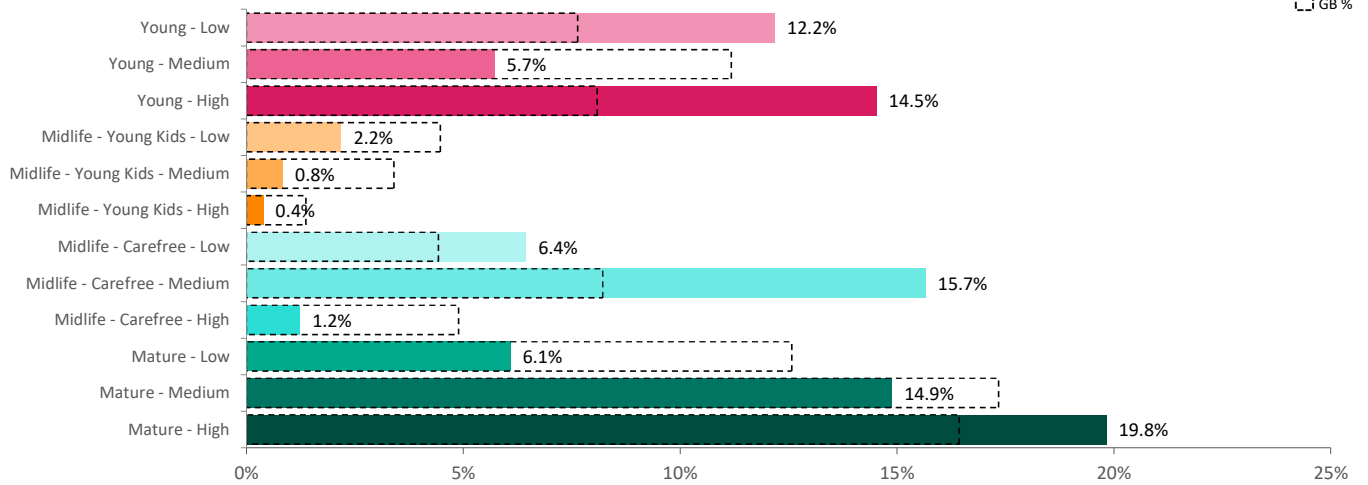


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,234 (49%)	3,807 (49%)	310,174 (49%)	99	99	100
	Female	1,298 (51%)	4,034 (51%)	319,962 (51%)	100	101	100
Economic Status (16+)	Employed: Full-time	903 (43%)	2,692 (42%)	168,721 (33%)	126	121	94
	Employed: Part-time	252 (12%)	734 (11%)	59,540 (11%)	102	96	97
	Self employed	196 (9%)	592 (9%)	36,996 (7%)	102	99	77
	Unemployed	24 (1%)	111 (2%)	14,559 (3%)	42	62	102
	Full-time student	34 (2%)	94 (1%)	20,260 (4%)	69	61	164
	Retired	450 (22%)	1,488 (23%)	97,245 (19%)	99	105	86
	Other	226 (11%)	754 (12%)	121,759 (23%)	62	67	135
Total Worker Count		997	6,203	269,564			

See the Glossary page for further information on the above variables

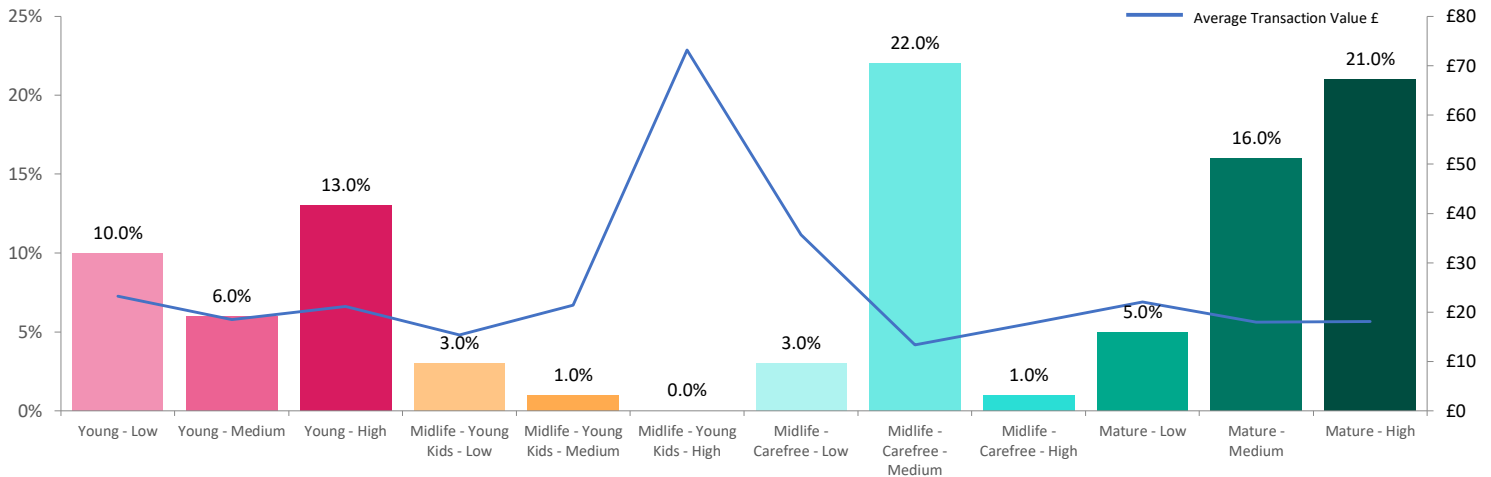
# Transactional Data Summary - Tailors Arms Wilford

## Spend by Polaris Plus



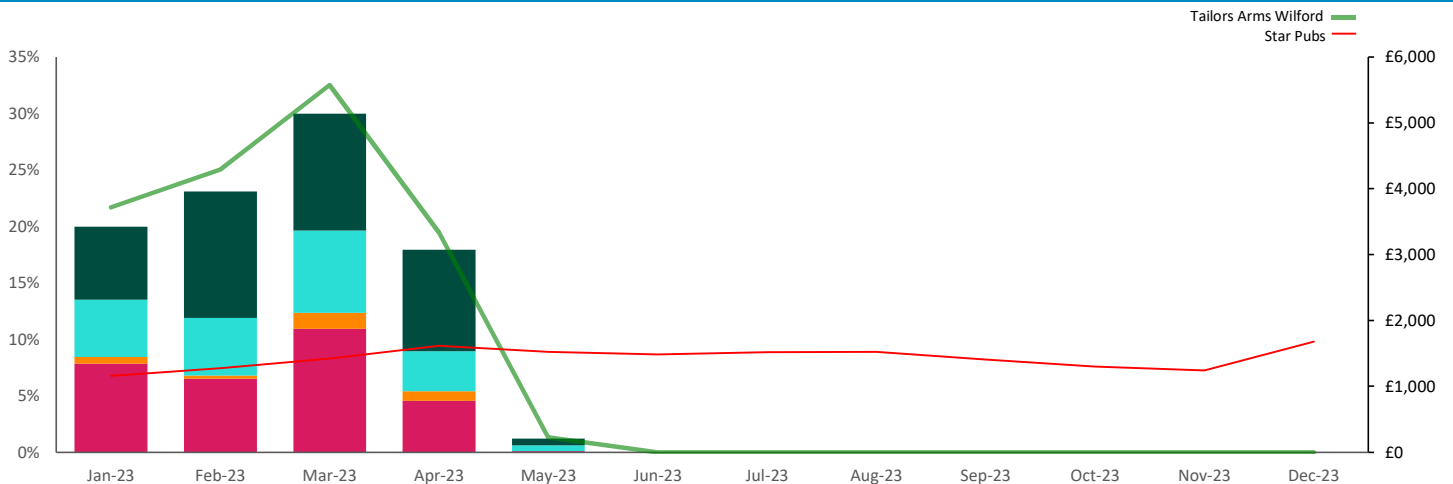
## Percentage of total sales split by Polaris Plus segment within the pub

### % 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

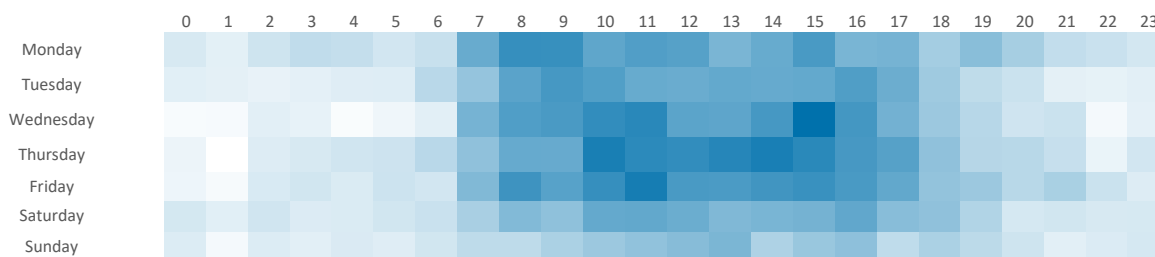


## Seasonality of the spend split by month

## Mobile Data Summary - Tailors Arms Wilford

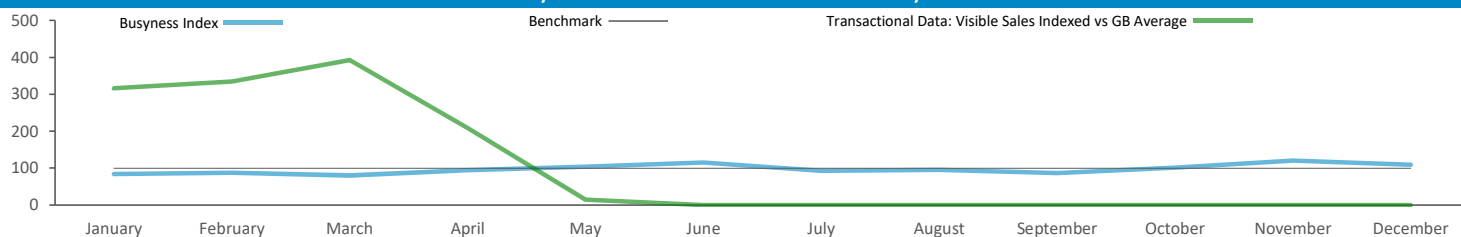
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## Time of Day/Day of Week



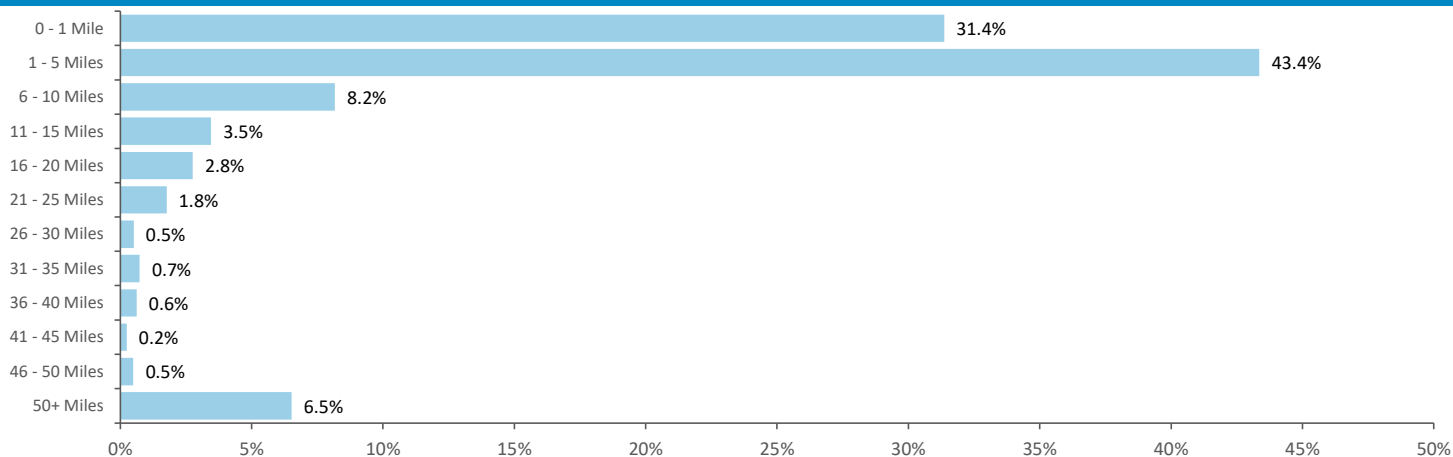
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

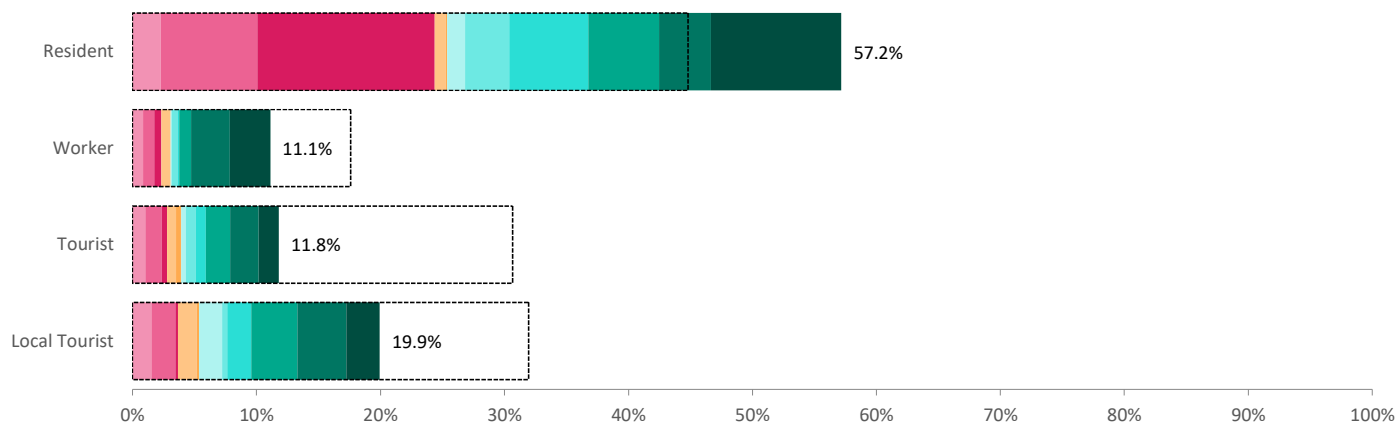
## Distance from Home



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

## Audience Classification by Polaris Plus

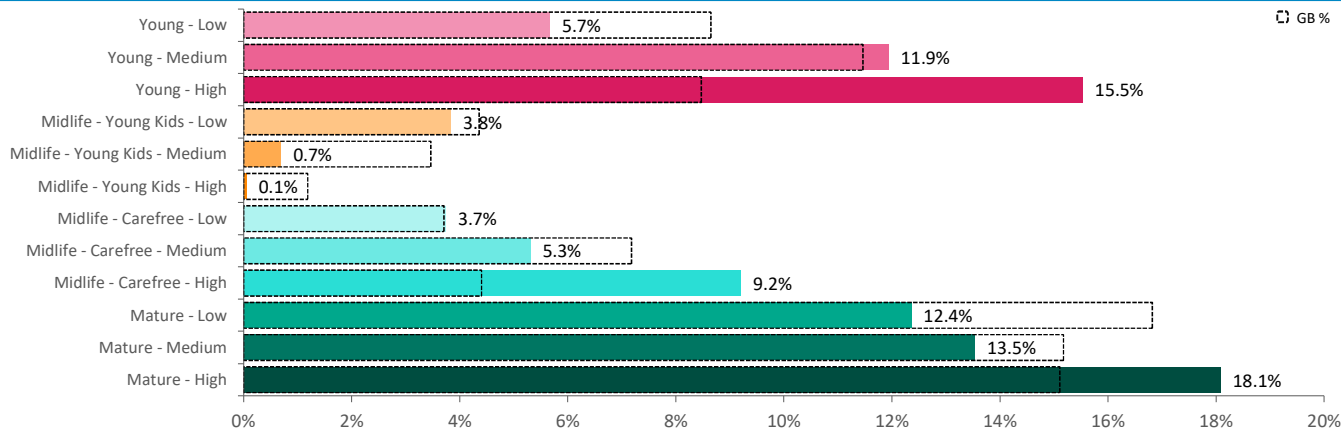
Base: GB



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

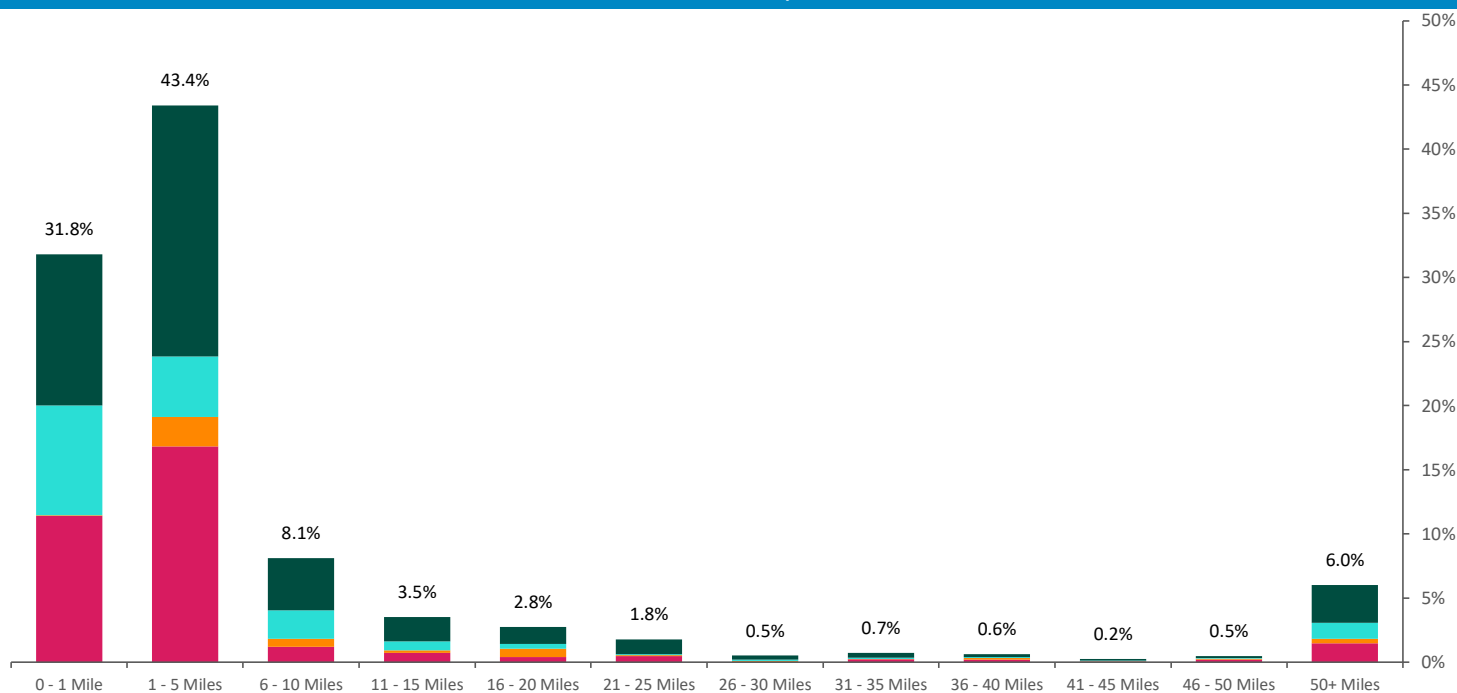
## Mobile Data Summary - Tailors Arms Wilford

### 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

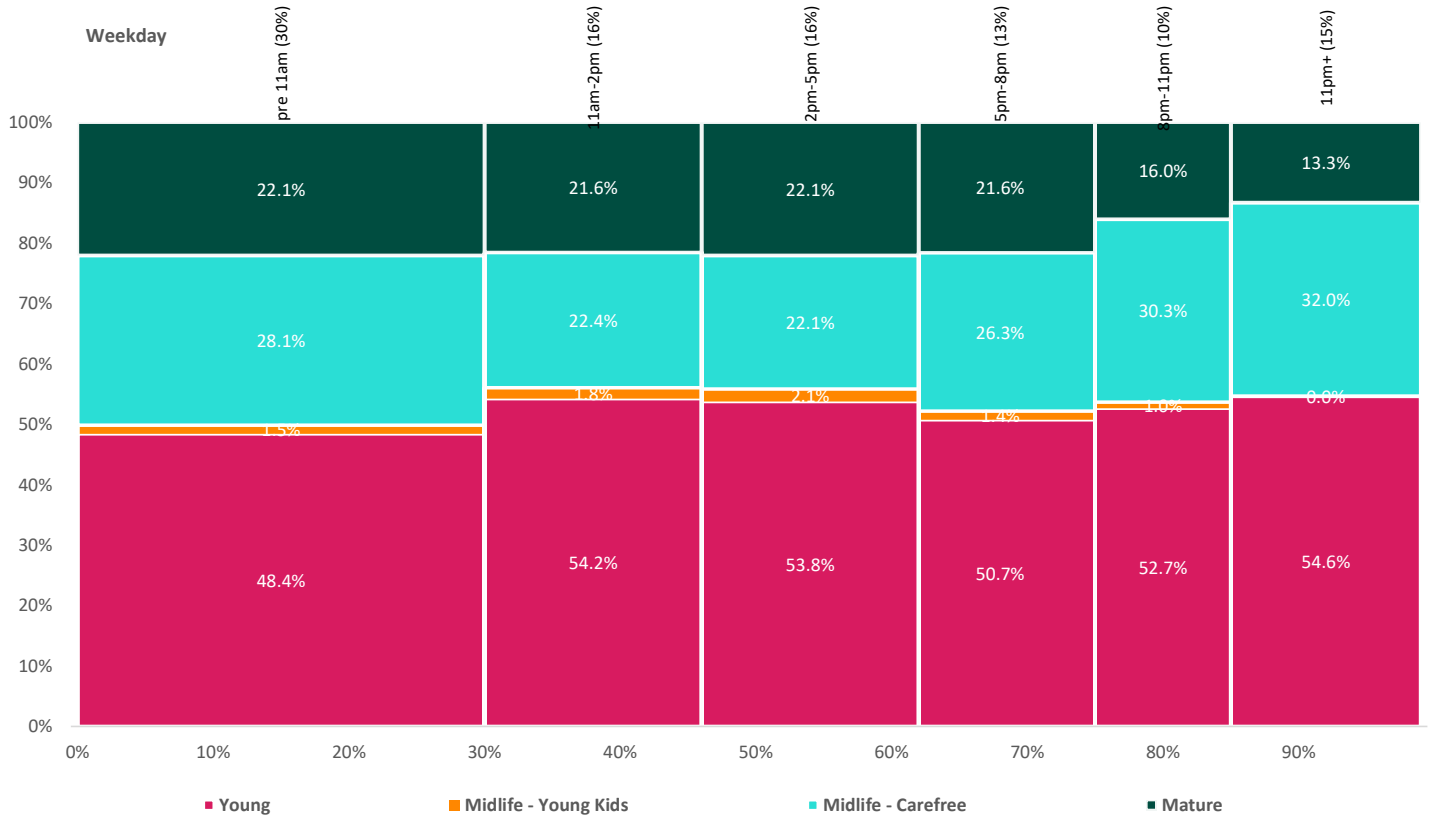


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

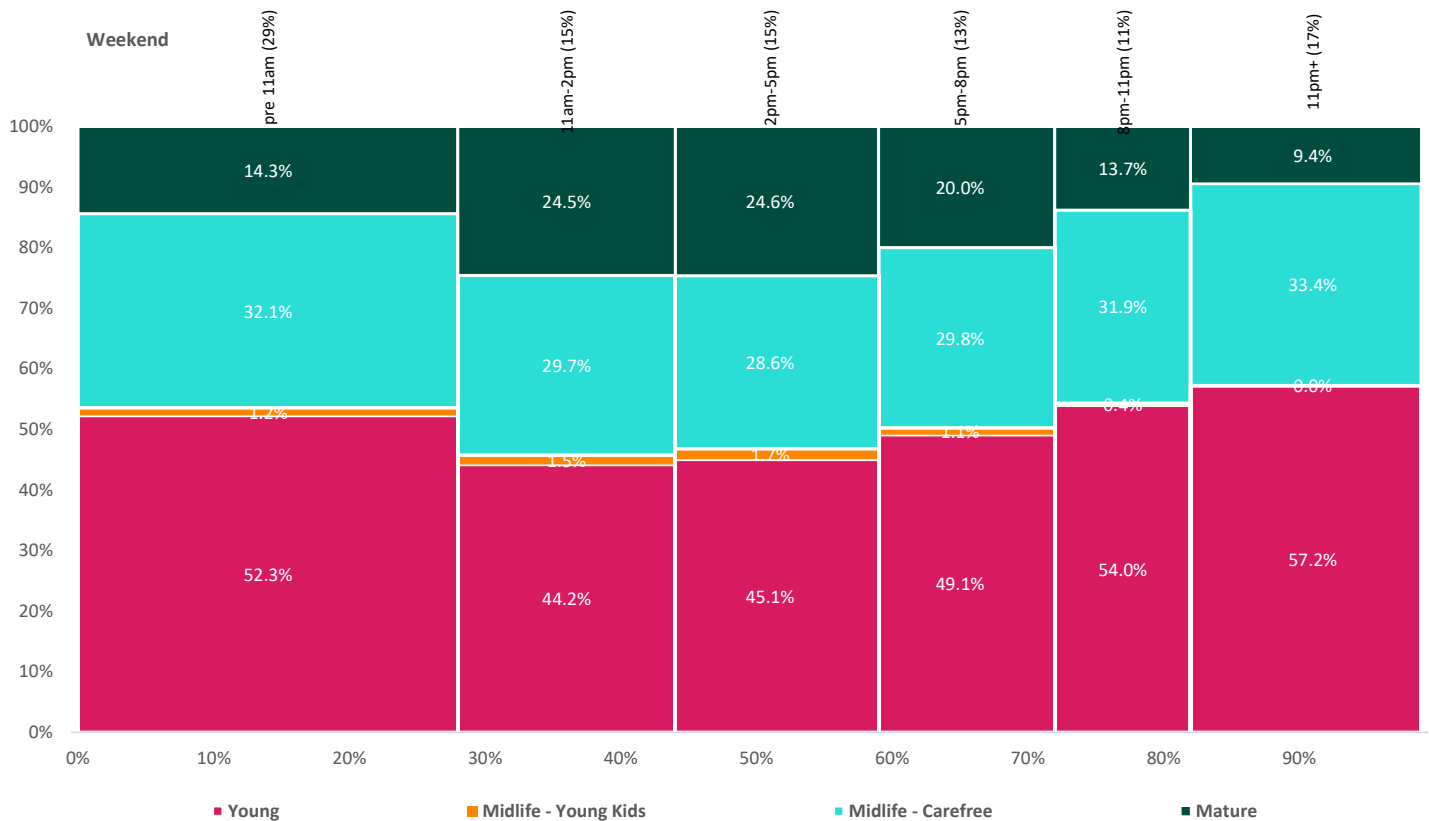
## Mobile Data Summary - Tailors Arms Wilford

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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 - Tailors Arms Wilford



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	400	858	195,840	72	50	141
Midlife - Young Kids	0	5	44,446	0	1	81
Midlife - Carefree	480	903	72,239	150	91	90
Mature	1,145	4,397	184,536	127	158	82
<b>Not Private Households</b>	0	86	7,706	0	105	116
<b>Total</b>	2,025	6,249	504,767			

## Polaris Plus Summary - Tailors Arms Wilford



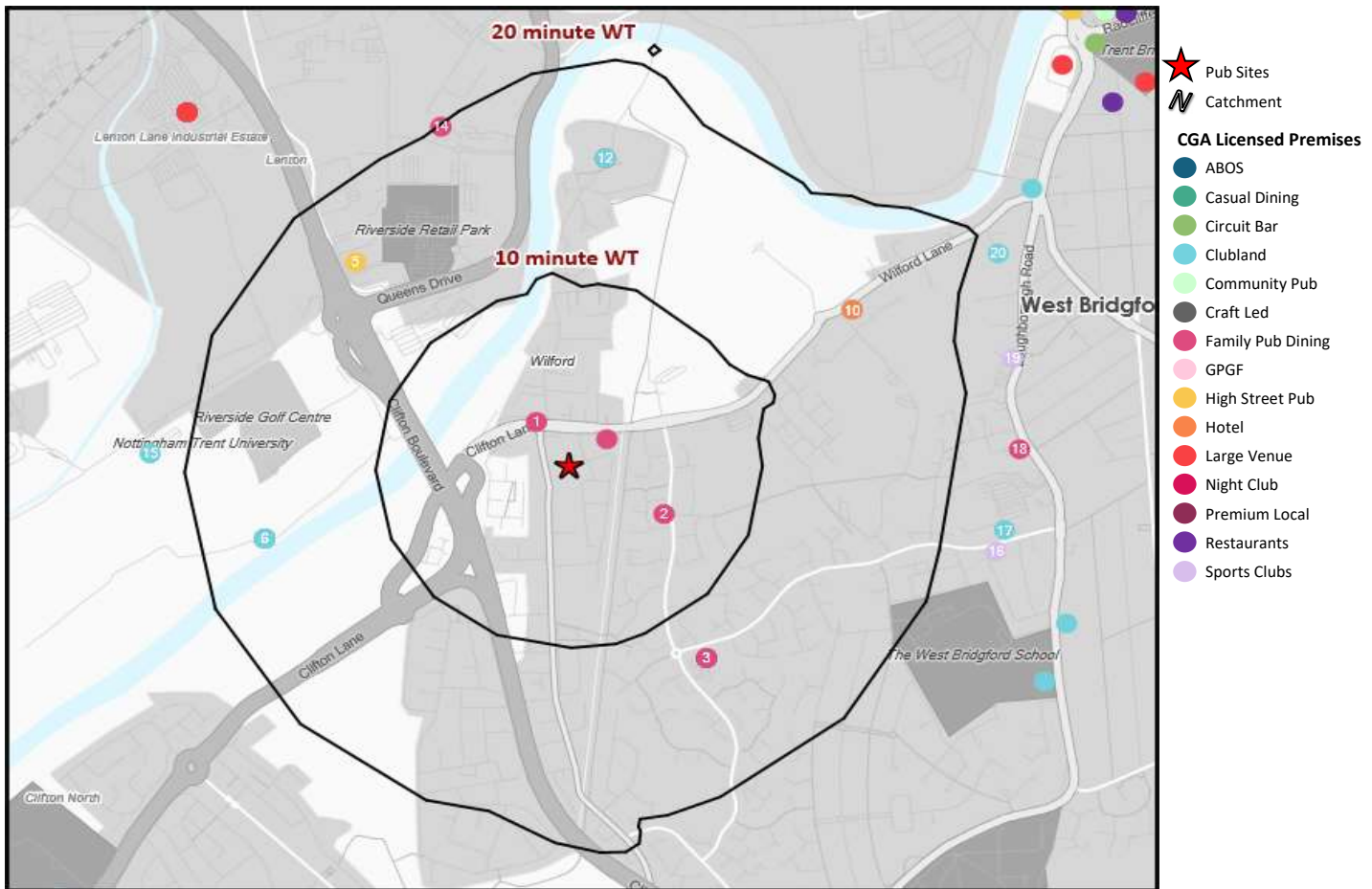
## Polaris Plus Profile by Catchment

\*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	0	0	73,279	0	0	148
Medium	0	249	101,758	0	36	184
High	400	609	20,803	293	145	61
<b>Midlife - Young Kids</b>						
Low	0	5	37,719	0	1	136
Medium	0	0	6,428	0	0	29
High	0	0	299	0	0	5
<b>Midlife - Carefree</b>						
Low	0	111	37,472	0	42	176
Medium	376	688	18,792	259	154	52
High	104	104	15,975	115	37	71
<b>Mature</b>						
Low	0	352	46,393	0	41	67
Medium	309	1,303	69,832	97	133	88
High	836	2,742	68,311	275	293	90
<b>Not Private Households</b>	0	86	7,706	0	105	116
<b>Total</b>	2,025	6,249	504,767			



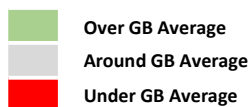
## CGA Summary - Tailors Arms Wilford



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Tailors Arms	NG11 7AX	Star Pubs & Bars	Family Pub Dining	0.1
1	Wilford Farm	NG11 7AT	Mitchells & Butlers	Family Pub Dining	0.1
2	Apple Tree	NG 2 7PA	Mitchells & Butlers	Family Pub Dining	0.2
3	Aziz Khan	NG 2 7RS	Independent Free	Restaurants	0.5
3	Dorset Arms	NG 2 7RS	Star Pubs & Bars	Family Pub Dining	0.5
5	Mojo Bar	NG 7 2AX	Independent Free	High Street Pub	0.6
6	Restaurant Sat Bains with Rooms	NG 7 2SA	Independent Free	Restaurants	0.6
6	Notts Unity Casuals Cricket Club	NG 7 2SA	Independent Free	Clubland	0.6
6	Dunkirk Sports & Social	NG 7 2SA	Independent Free	Clubland	0.6
6	Riverside Golf Centre	NG 7 2SA	Independent Free	Clubland	0.6
10	W Bridgford Lawn Tennis Club	NG 2 7RN	Independent Free	Clubland	0.6
10	Beeches Hotel	NG 2 7RN	Independent Free	Hotel	0.6
12	Ferry Inn	NG11 7AA	Greene King	Family Pub Dining	0.7
12	Wilford Village Cricket Club	NG11 7AA	Independent Free	Clubland	0.7
14	Riverside Farm	NG 2 1RT	Greene King	Family Pub Dining	0.8
15	Powerleague	NG 7 2TG	Powerleague Group	Clubland	0.8
16	David Lloyd Leisure	NG 2 7HX	David Lloyd Leisure Ltd	Sports Clubs	0.9
17	Rushcliffe Arena	NG 2 7HY	Independent Free	Clubland	0.9
18	Wolds Hotel	NG 2 7HZ	Greene King	Family Pub Dining	0.9
19	Sir Julien Cahn Pavilion	NG 2 7JE	Independent Free	Sports Clubs	0.9
20	Ellerslie Cricket Club	NG 2 7QA	Independent Free	Clubland	1.0

## Per Pub Analysis - Tailors Arms Wilford

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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,025	6,249	504,767
Number of Competition Pubs	3	7	575
Adults 18+ per Competition Pub	675	893	878

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	233	11.5%	143
Circuit Bar	0	0	0.0%	0
Community Pub	0	99	4.9%	25
Craft Led	0	67	3.3%	95
Great Pub Great Food	0	685	33.8%	191
High Street Pub	0	93	4.6%	25
Premium Local	0	473	23.3%	142

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	497	7.9%	99
Circuit Bar	0	54	0.9%	21
Community Pub	0	574	9.2%	48
Craft Led	0	138	2.2%	64
Great Pub Great Food	0	1,937	31.0%	175
High Street Pub	0	562	9.0%	49
Premium Local	0	1,603	25.6%	156

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	61	39,770	7.9%	98
Circuit Bar	44	24,909	4.9%	122
Community Pub	66	96,158	19.0%	100
Craft Led	0	22,273	4.4%	128
Great Pub Great Food	33	79,572	15.8%	89
High Street Pub	81	97,594	19.3%	105
Premium Local	80	80,520	16.0%	97

## Glossary



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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 &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.

	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
Consumer Insight	"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"
Product needs	<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</b> bloating</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>

## 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.

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	