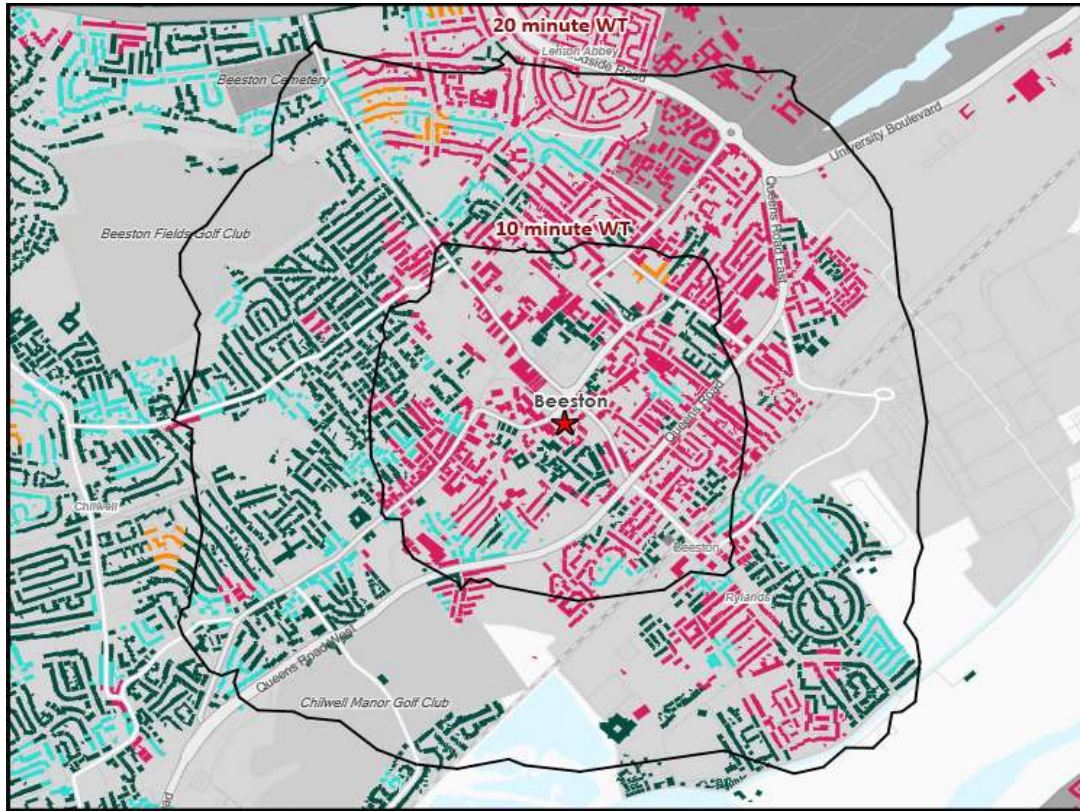


Catchment Summary - White Lion Beeston



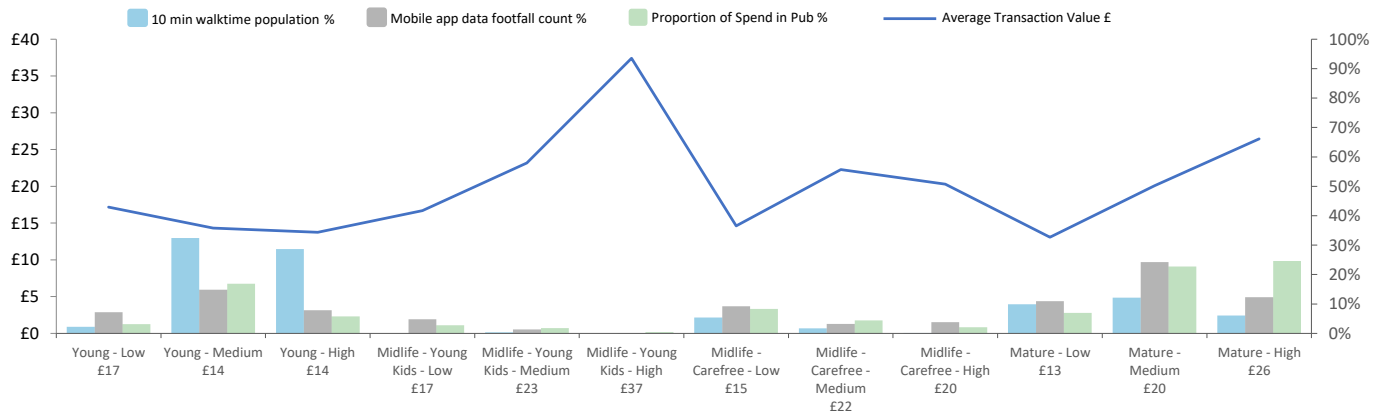
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Ship To	Name	Postcode	Operator	Segment	Sparsity
821910	White Lion Beeston	NG 9 1FX	Star Pubs & Bars	Family Pub Dining	6



- ★ 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 - White Lion Beeston

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

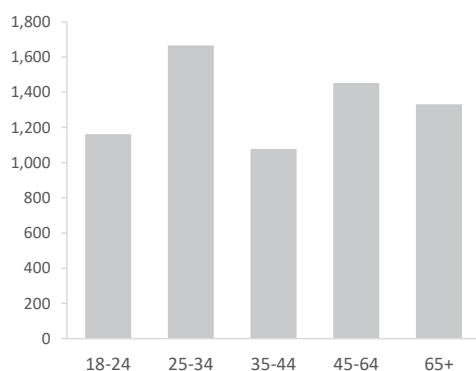
Population	7,725	26,120	559,561	144	141	127
Adults 18+	6,688	22,255	449,884	148	146	129
Competition Pubs	18	22	551	100	61	132
Adults 18+ per Competition Pub	372	1,012	816	43	118	95
% Adults Likely to Drink	79.6%	79.5%	76.0%	104	104	100

Population & Adults 18+ index is based on all pubs

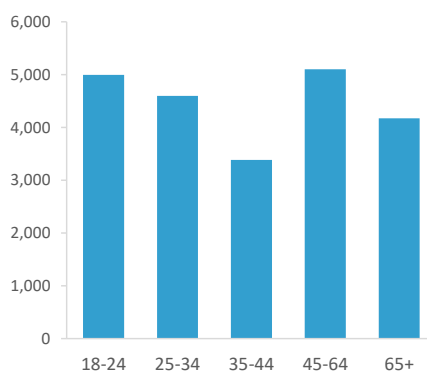
Affluence	Low	17.5%	21.2%	39.9%	53	64	120
	Medium	46.6%	52.5%	39.6%	122	138	104
	High	34.8%	25.3%	18.9%	128	93	69

*Affluence does not include Not Private Households

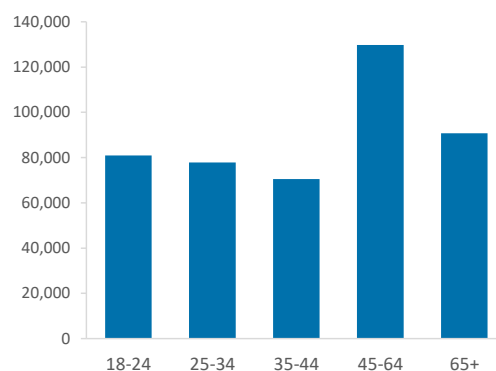
Age Profile	18-24	1,161	4,995	80,907	185	235	178
	25-34	1,666	4,599	77,868	162	132	104
	35-44	1,078	3,385	70,534	105	98	95
	45-64	1,452	5,103	129,810	73	76	90
	65+	1,331	4,173	90,765	90	83	84



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	3,932 (51%)	13,249 (51%)	275,914 (49%)	104	104	101
	Female	3,793 (49%)	12,871 (49%)	283,647 (51%)	96	97	99

Economic Status (16+)	Employed: Full-time	2,460 (36%)	7,365 (33%)	149,218 (32%)	106	95	94
	Employed: Part-time	637 (9%)	2,243 (10%)	52,356 (11%)	79	83	95
	Self employed	386 (6%)	1,217 (5%)	31,551 (7%)	62	58	74
	Unemployed	174 (3%)	524 (2%)	12,980 (3%)	93	84	102
	Full-time student	320 (5%)	1,147 (5%)	19,095 (4%)	199	213	174
	Retired	1,234 (18%)	3,908 (17%)	85,340 (18%)	83	79	84
	Other	1,551 (23%)	6,217 (27%)	111,785 (24%)	132	158	139

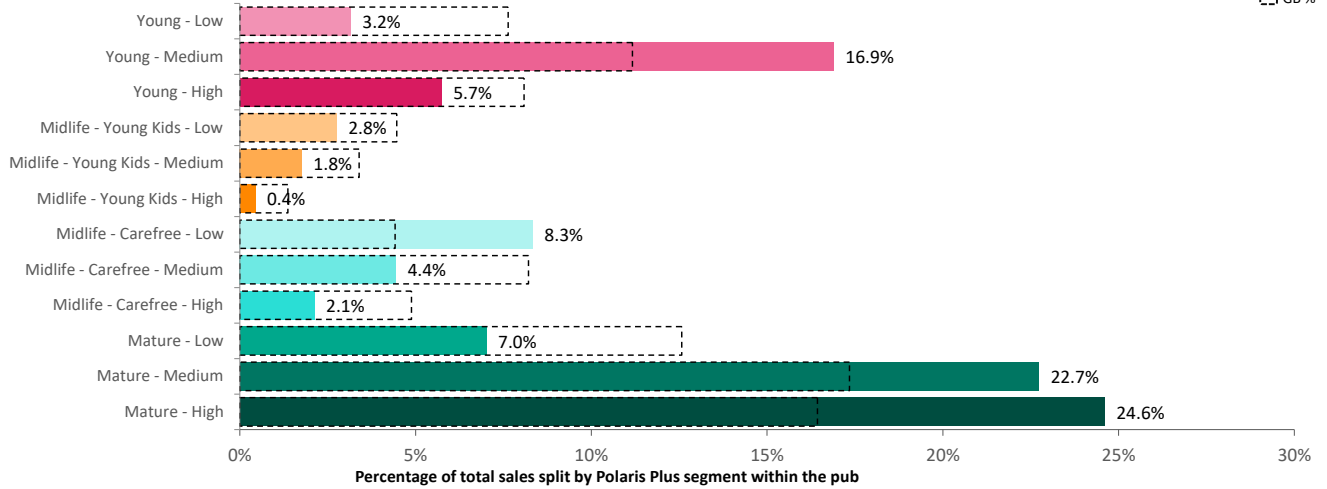
Total Worker Count	3,188	11,795	260,102
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See the Glossary page for further information on the above variables

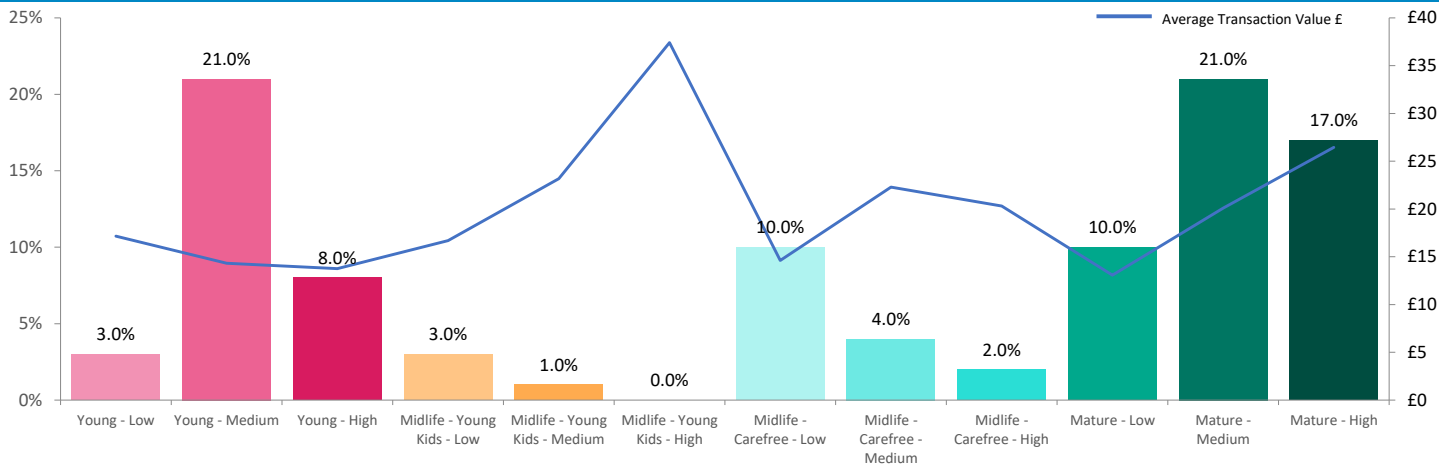
Transactional Data Summary - White Lion Beeston

Spend by Polaris Plus

GB %

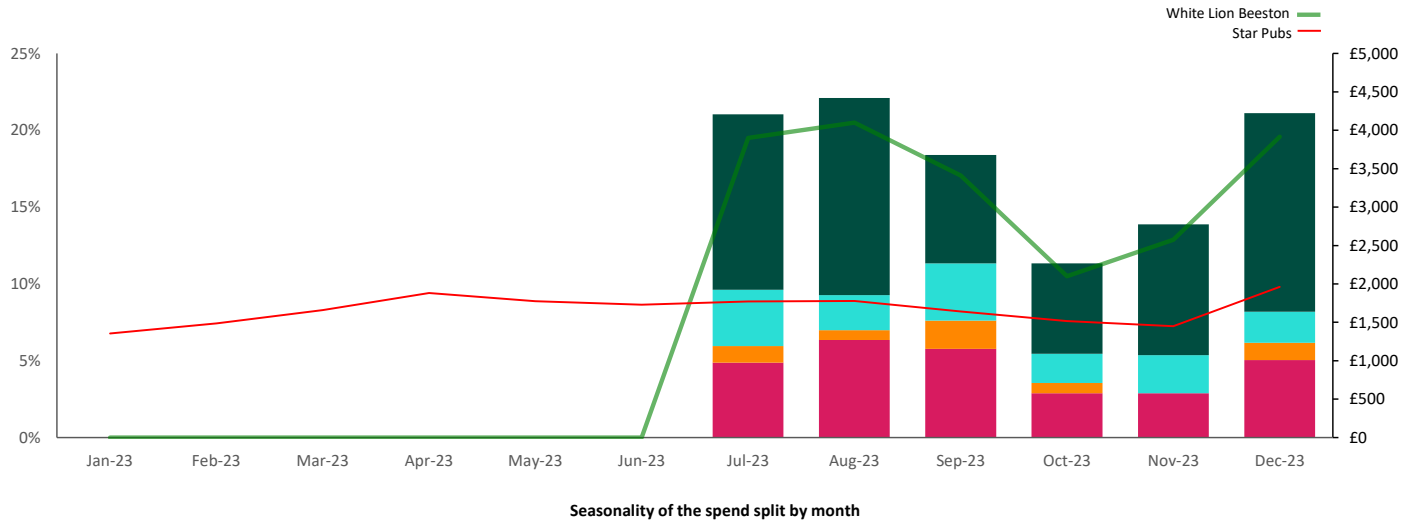


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

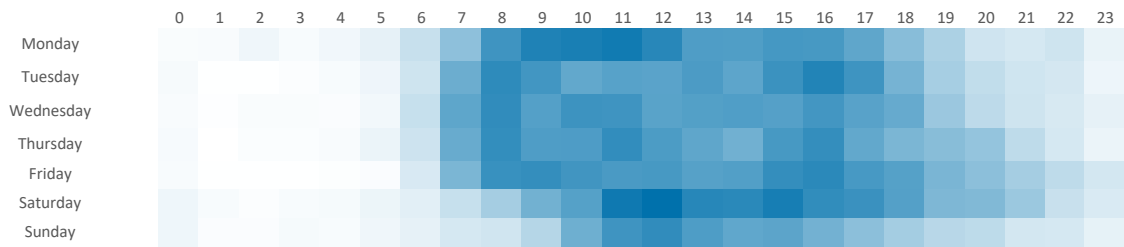


Mobile Data Summary - White Lion Beeston



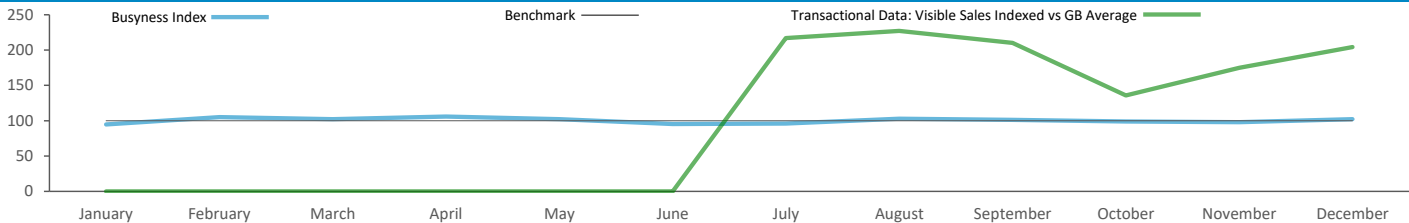
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Time of Day/Day of Week



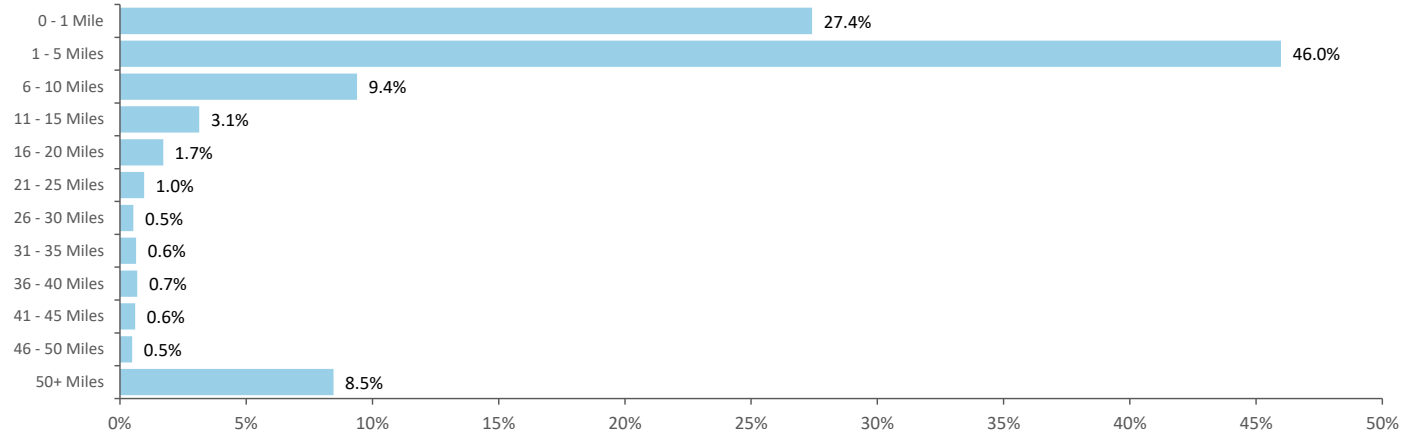
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

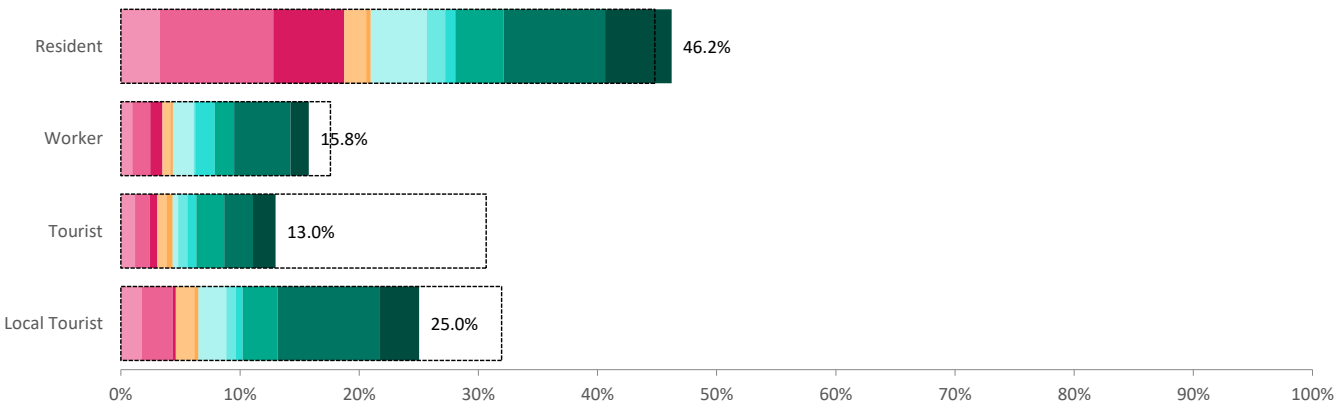
Distance from Home



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



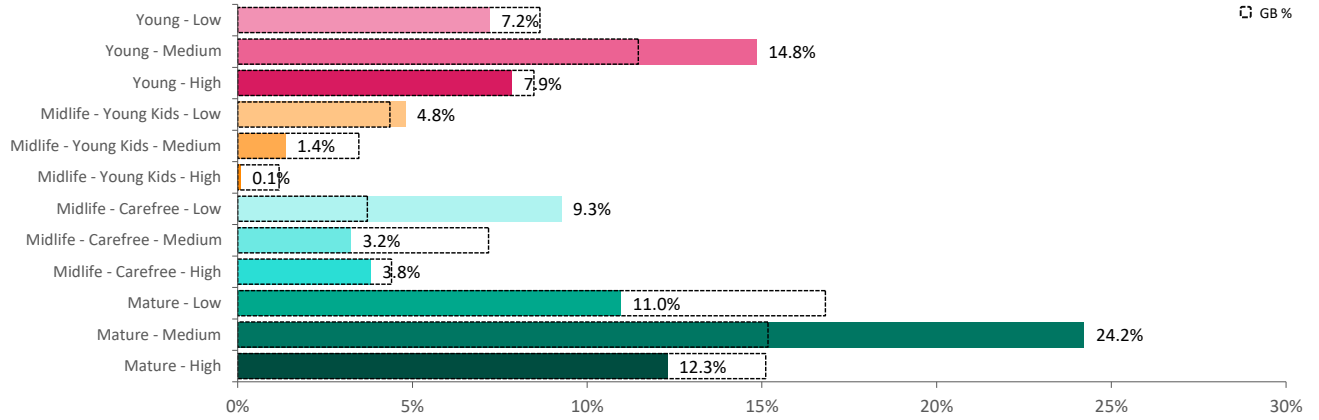
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - White Lion Beeston



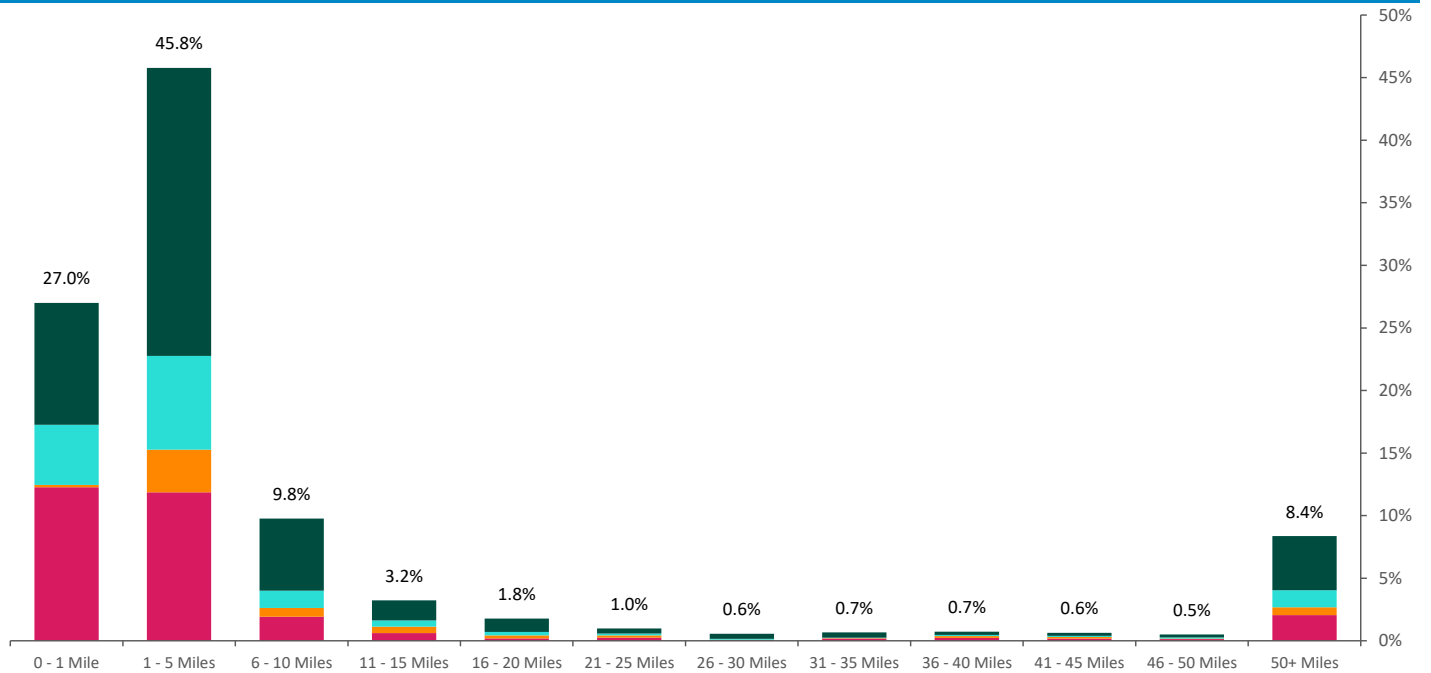
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Polaris Plus Profile



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



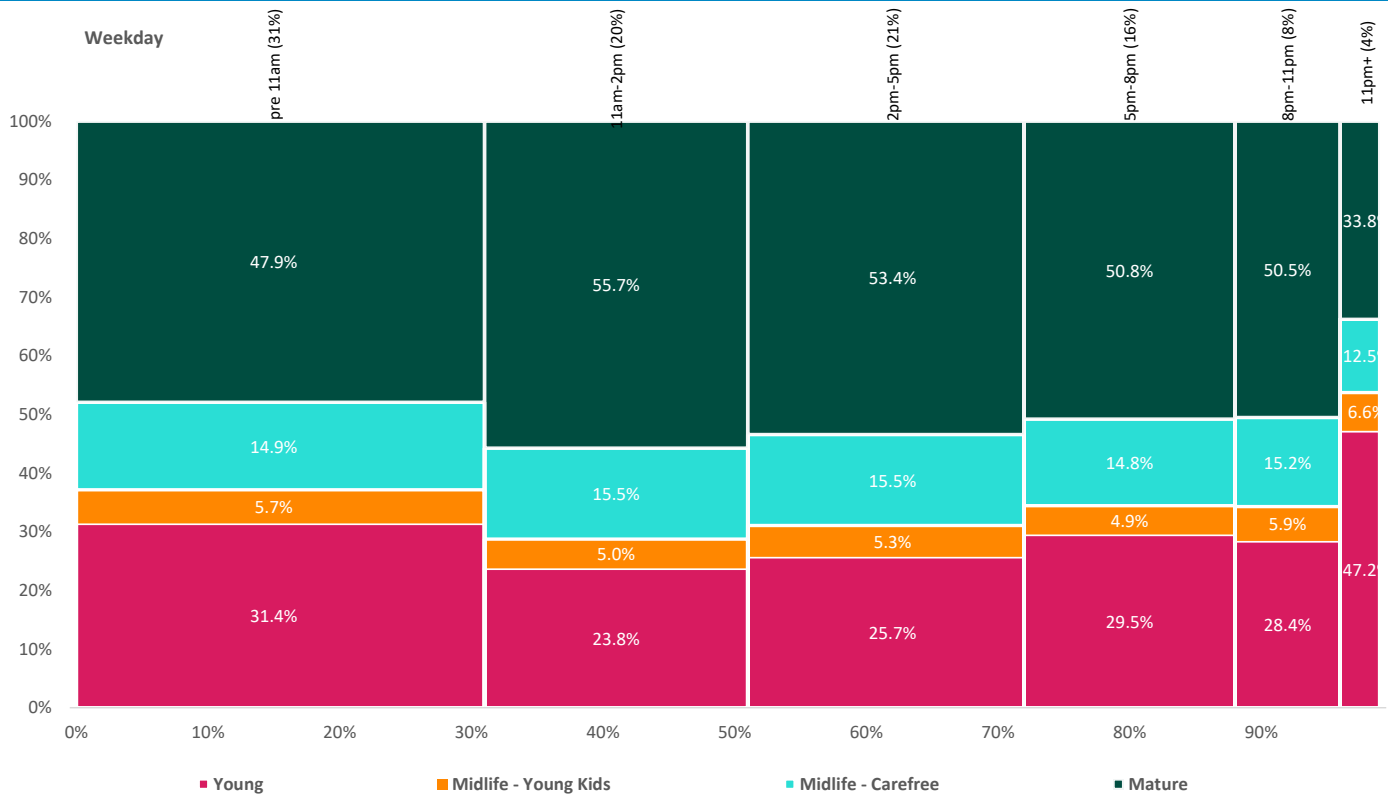
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - White Lion Beeston

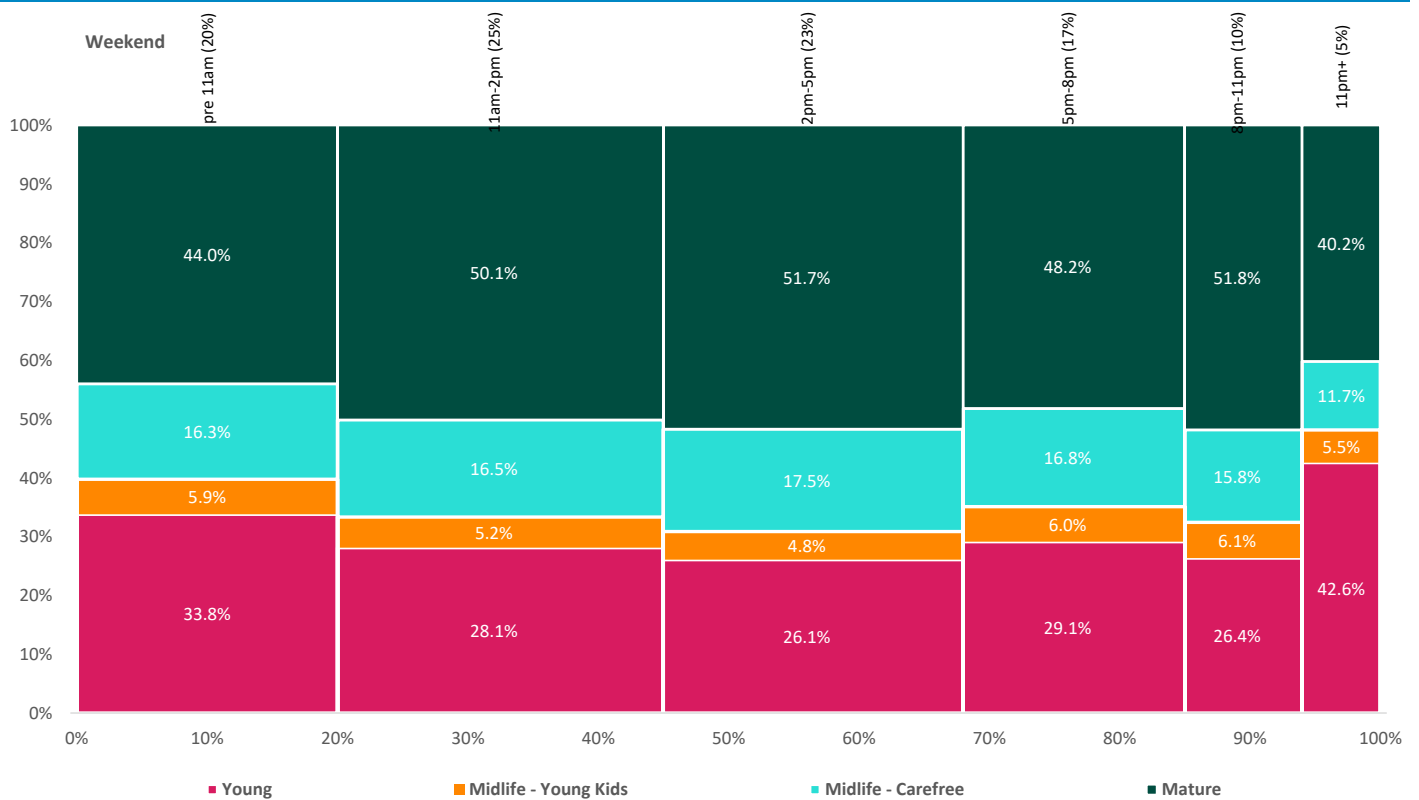


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - White Lion Beeston



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	4,232	12,817	179,513	230	209	145
Midlife - Young Kids	24	260	42,909	3	11	87
Midlife - Carefree	480	2,093	58,524	45	59	82
Mature	1,880	6,867	161,694	63	70	81
Not Private Households	72	218	7,244	82	75	123
Total	6,688	22,255	449,884			

Polaris Plus Summary - White Lion Beeston

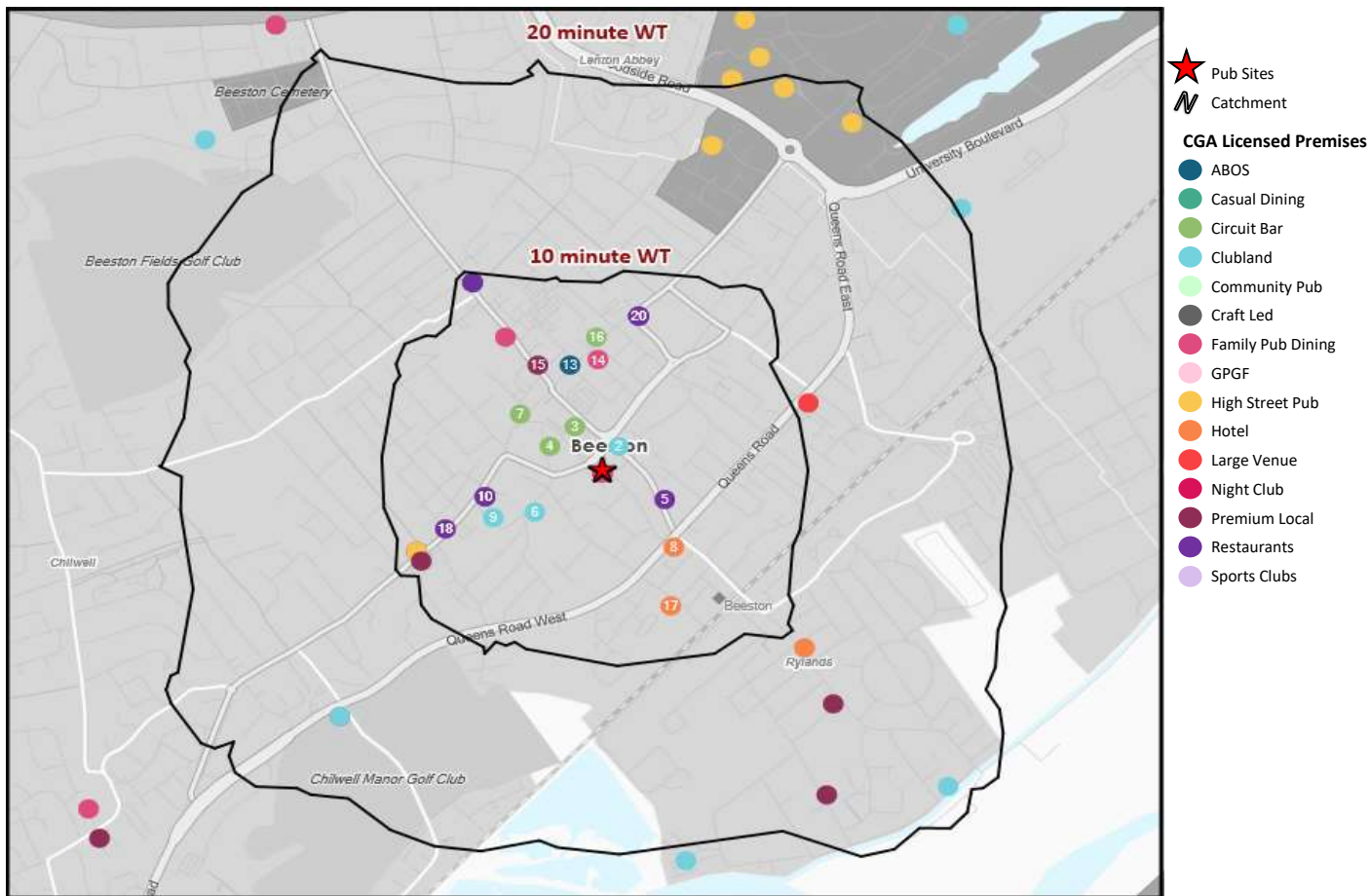


Polaris Plus Profile by Catchment

*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	148	1,534	66,377	23	70	150
Medium	2,167	8,160	93,797	295	334	190
High	1,917	3,123	19,339	426	208	64
Midlife - Young Kids						
Low	0	129	36,017	0	11	146
Medium	24	131	6,593	8	14	34
High	0	0	299	0	0	6
Midlife - Carefree						
Low	359	1,609	32,922	127	172	174
Medium	113	227	15,478	24	14	48
High	8	257	10,124	3	26	51
Mature						
Low	662	1,452	44,024	72	47	71
Medium	813	3,173	62,328	78	91	88
High	405	2,242	55,342	40	67	82
Not Private Households	72	218	7,244	82	75	123
Total	6,688	22,255	449,884			

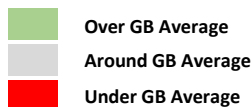
CGA Summary - White Lion Beeston



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Star Inn	NG 9 1FX	Star Pubs & Bars	Family Pub Dining	0.0
0	White Lion	NG 9 1FX	Star Pubs & Bars	Family Pub Dining	0.0
2	Beeston Ex-Servicemens Club	NG 9 2AW	Independent Free	Clubland	0.1
3	Beeston Social	NG 9 2WJ	Fletchergate Industries	Circuit Bar	0.1
4	Crown Inn	NG 9 1FY	Everards	Circuit Bar	0.1
5	Amore Pizzeria	NG 9 2AZ	Independent Free	Restaurants	0.1
6	Beeston Youth Community Centre	NG 9 1GL	Independent Free	Clubland	0.1
7	Last Post	NG 9 1AA	Wetherspoons GB	Circuit Bar	0.2
8	Hylands Hotel	NG 9 1JB	Independent Free	Hotel	0.2
9	Royal British Legion Club	NG 9 1EL	Independent Free	Clubland	0.2
10	Totally Tapped	NG 9 1EH	Independent Free	High Street Pub	0.2
10	Sora	NG 9 1EH	Independent Free	Restaurants	0.2
10	Lounge Bar And Restaurant	NG 9 1EH	Independent Free	Restaurants	0.2
13	Bendigo Lounge	NG 9 2JQ	Loungers	ABOS	0.2
14	Maltshovel	NG 9 2LU	Star Pubs & Bars	Family Pub Dining	0.2
15	Cricketers	NG 9 2NR	Stonegate Pub Company	Premium Local	0.2
16	Jesse Boot	NG 9 2LE	Stonegate Pub Company	Circuit Bar	0.3
17	Victoria Hotel	NG 9 1JG	Independent Free	Hotel	0.3
18	Bar	NG 9 1ES	Independent Free	High Street Pub	0.3
18	Cottage Balti Restaurant	NG 9 1ES	Independent Free	Restaurants	0.3
20	Sanchans	NG 9 2LN	Independent Free	Restaurants	0.3

Per Pub Analysis - White Lion Beeston



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,688	22,255	449,884
Number of Competition Pubs	18	22	551
Adults 18+ per Competition Pub	372	1,012	816

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,198	17.9%	222
Circuit Bar	4	315	4.7%	116
Community Pub	0	785	11.7%	61
Craft Led	0	643	9.6%	278
Great Pub Great Food	0	1,470	22.0%	124
High Street Pub	3	896	13.4%	73
Premium Local	3	838	12.5%	76

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	2,976	13.4%	166
Circuit Bar	4	1,237	5.6%	137
Community Pub	0	2,848	12.8%	67
Craft Led	0	1,789	8.0%	233
Great Pub Great Food	0	4,335	19.5%	110
High Street Pub	4	3,391	15.2%	83
Premium Local	5	3,625	16.3%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	60	35,904	8.0%	99
Circuit Bar	48	22,996	5.1%	126
Community Pub	67	88,494	19.7%	103
Craft Led	0	20,538	4.6%	132
Great Pub Great Food	29	67,302	15.0%	85
High Street Pub	81	90,009	20.0%	109
Premium Local	65	68,997	15.3%	93

Glossary

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																																								
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 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><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><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><tr><td> - 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> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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"	- 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	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																						
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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="4">Metropolitan</td><td colspan="8">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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