

# Catchment Summary - White Lion Bingham

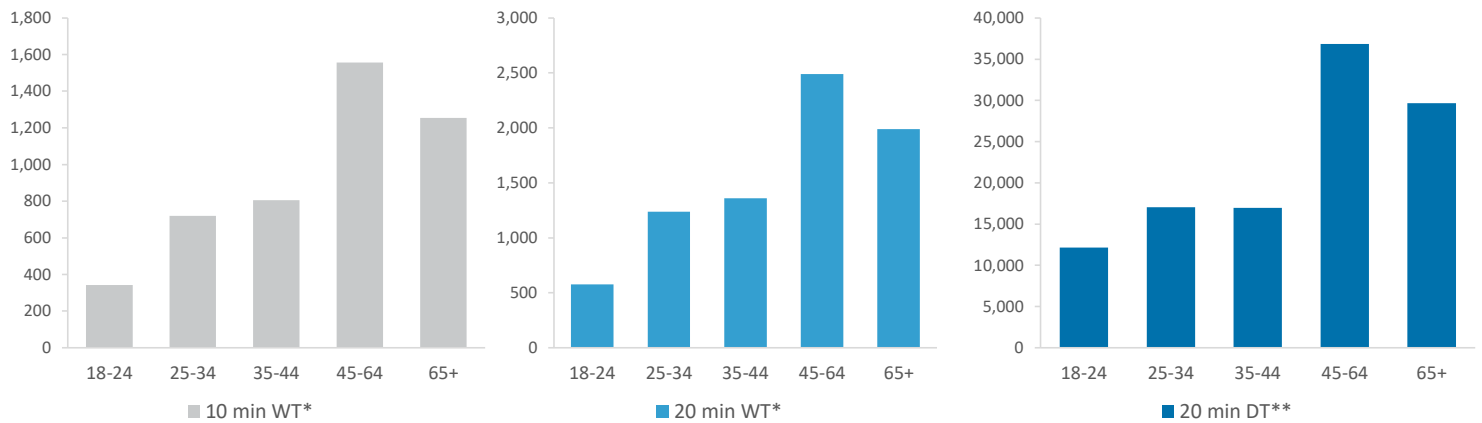


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- Over GB Average
- Around GB Average
- Under GB Average

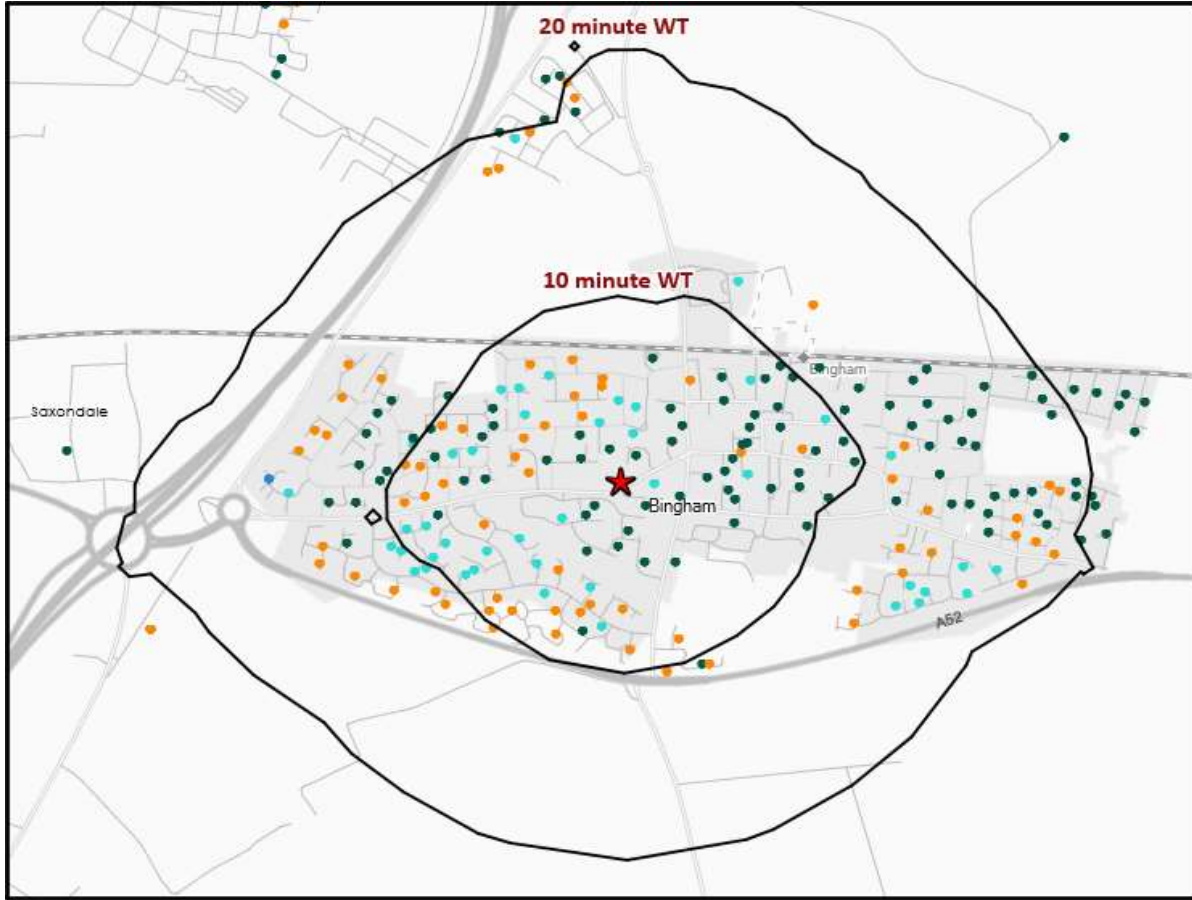
\*WT= Walktime, \*\*DT= Drivetime

	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**	
<b>Population</b>	5,995	9,987	139,905	113	69	37	
<small>Population &amp; Adults 18+ index is based on all pubs</small>							
<b>Adults 18+</b>	4,676	7,650	112,646	107	43	38	
<b>Competition Pubs</b>	6	8	172	40	25	48	
<b>Adults 18+ per Competition Pub</b>	779	956	655	94	116	79	
<b>% Adults Likely to Drink</b>	83.5%	83.9%	84.2%	101	102	102	
<b>Affluence</b>	<b>Low</b>	26.6%	18.2%	14.8%	104	71	58
	<b>Medium</b>	27.9%	34.4%	28.6%	71	87	73
	<b>High</b>	45.4%	47.3%	54.0%	135	141	161
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	<b>18-24</b>	342	577	12,151	70	71	107
	<b>25-34</b>	720	1,237	17,051	90	93	92
	<b>35-44</b>	805	1,360	16,955	104	106	94
	<b>45-64</b>	1,556	2,488	36,826	102	97	103
	<b>65+</b>	1,253	1,988	29,663	109	104	111



	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**	
<b>Gender</b>	<b>Male</b>	2,885 (48%)	4,834 (48%)	70,086 (50%)	97	98	101
	<b>Female</b>	3,110 (52%)	5,153 (52%)	69,819 (50%)	103	102	99
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	1,933 (46%)	3,182 (46%)	42,398 (42%)	110	111	101
	<b>Employed: Part-time</b>	604 (14%)	1,008 (15%)	13,529 (13%)	110	112	103
	<b>Self employed</b>	359 (9%)	604 (9%)	10,411 (10%)	89	91	108
	<b>Unemployed</b>	75 (2%)	116 (2%)	1,783 (2%)	75	71	74
	<b>Retired</b>	694 (16%)	1,148 (17%)	15,881 (16%)	120	120	114
	<b>Other</b>	548 (13%)	859 (12%)	17,085 (17%)	66	63	86
<b>Total Worker Count</b>	1,909	3,660	61,021				

See the Glossary page for further information on the above variables

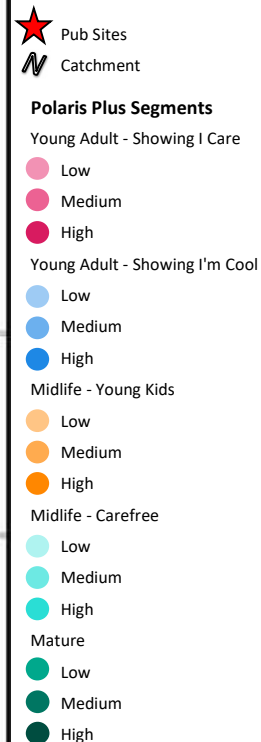
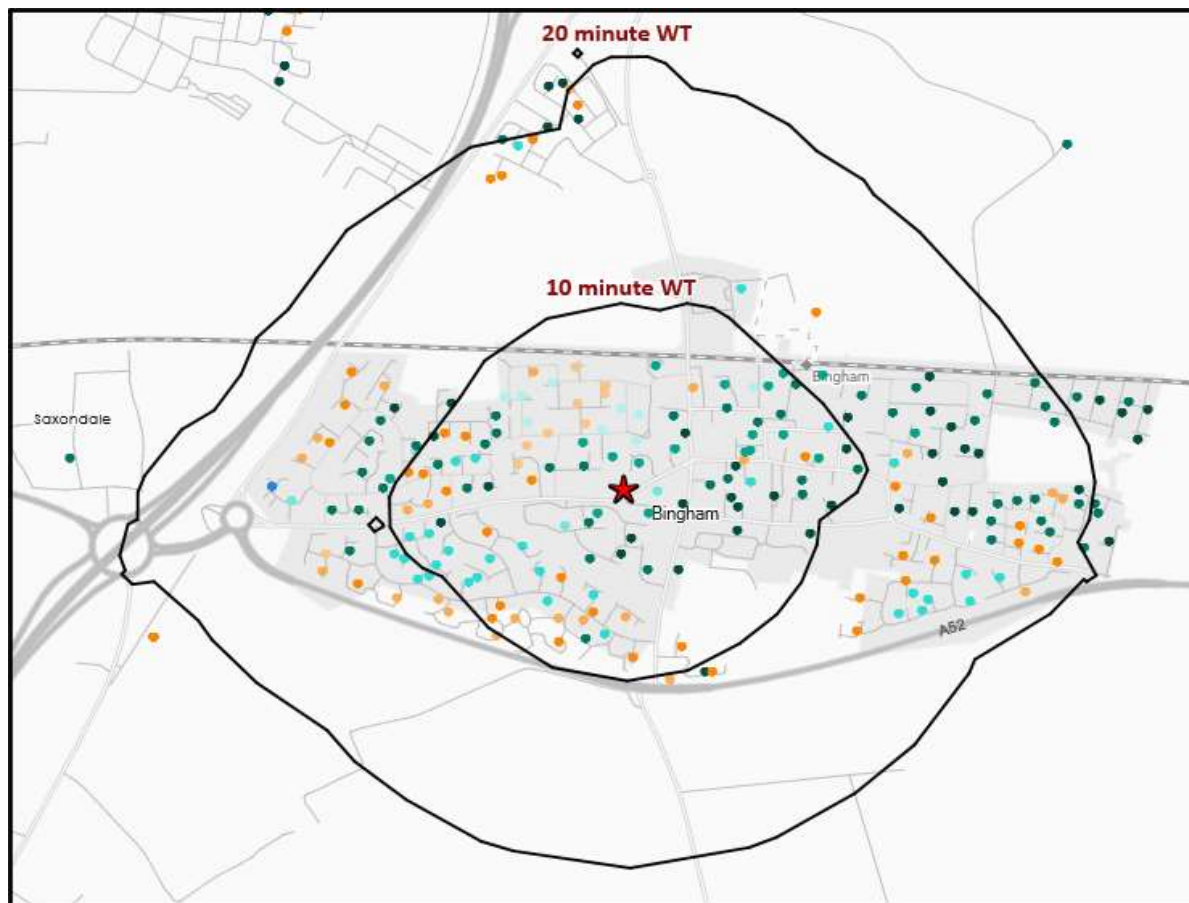


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	7,436	0	0	74
Young Adult - Showing I'm Cool	0	41	8,730	0	6	84
Midlife - Young Kids	1,899	3,204	18,207	129	133	51
Midlife - Carefree	1,141	1,486	22,642	116	92	96
Mature	1,632	2,915	52,714	125	136	167
<b>Not Private Households</b>	4	4	2,917	6	4	180
<b>Total</b>	4,676	7,650	112,646			



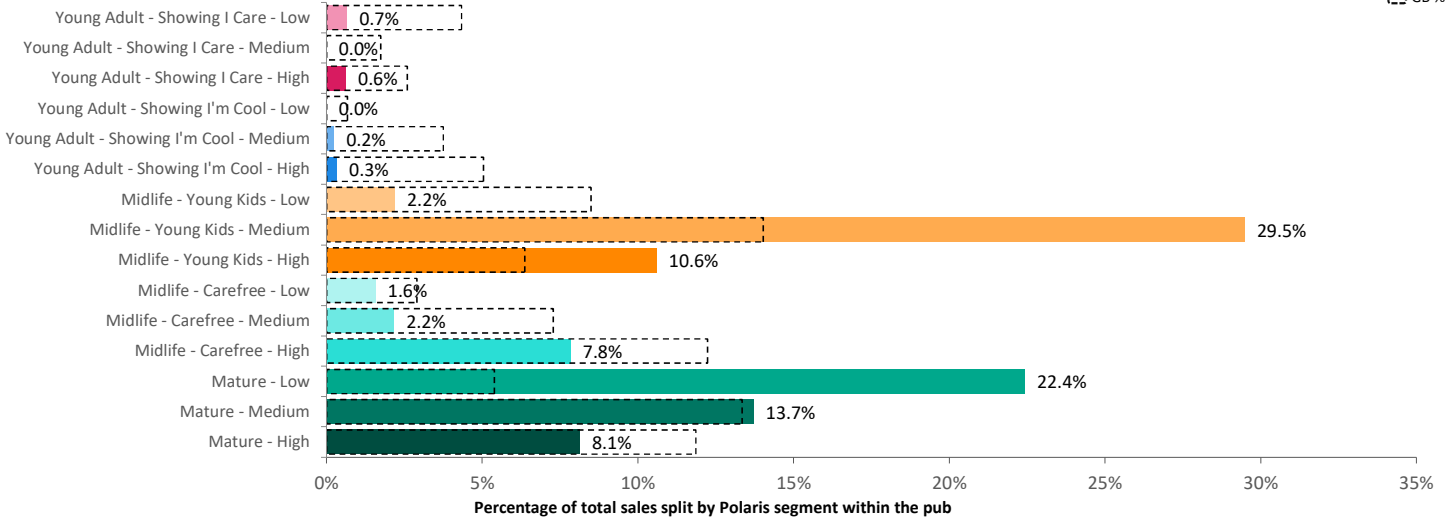
Polaris Plus Profile by Catchment

\*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 Adult - Showing I Care</b>						
Low	0	0	3,509	0	0	74
Medium	0	0	518	0	0	34
High	0	0	3,409	0	0	90
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	2,933	0	0	70
High	0	41	5,797	0	12	115
<b>Midlife - Young Kids</b>						
Low	378	469	4,577	73	55	37
Medium	569	1,082	8,220	82	95	49
High	952	1,653	5,410	378	401	89
<b>Midlife - Carefree</b>						
Low	378	378	2,987	238	145	78
Medium	132	198	3,085	42	39	41
High	631	910	16,570	124	109	135
<b>Mature</b>						
Low	489	547	5,603	176	120	84
Medium	604	1,353	17,416	102	140	122
High	539	1,015	29,695	123	141	281
<b>Not Private Households</b>	4	4	2,917	6	4	180
<b>Total</b>	4,676	7,650	112,646			

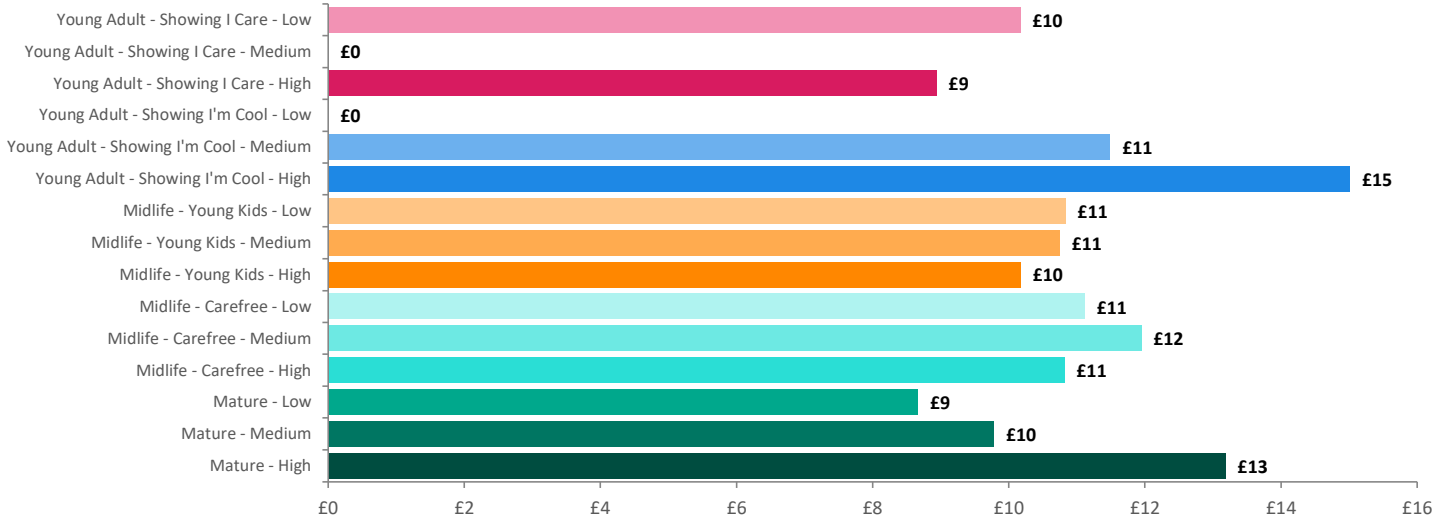
Spend by Polaris

GB %



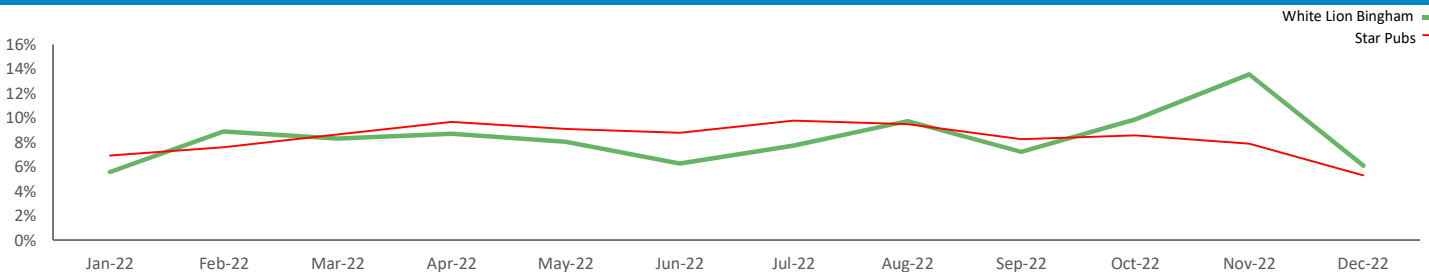
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

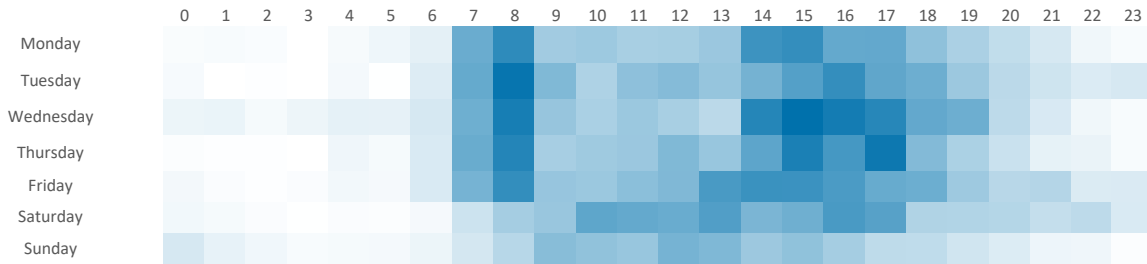


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

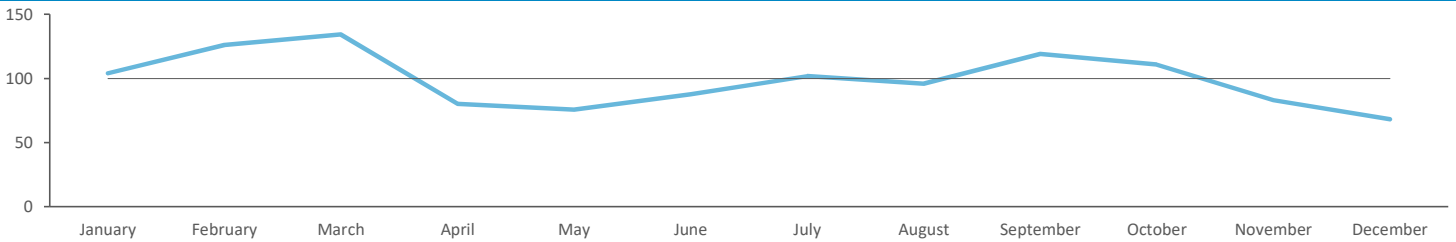


Time of Day/Day of Week



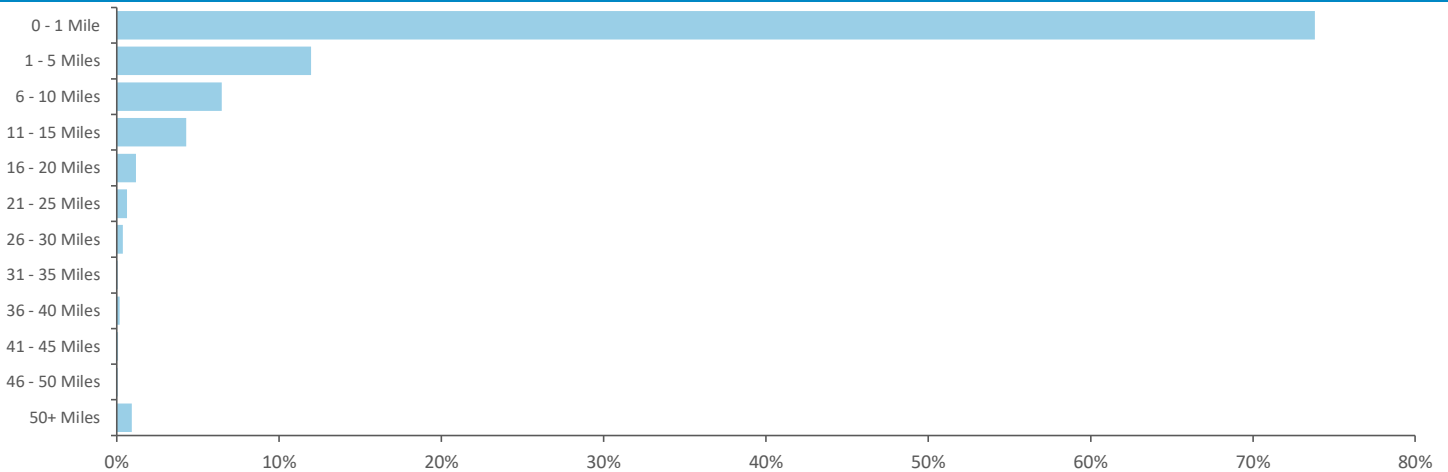
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



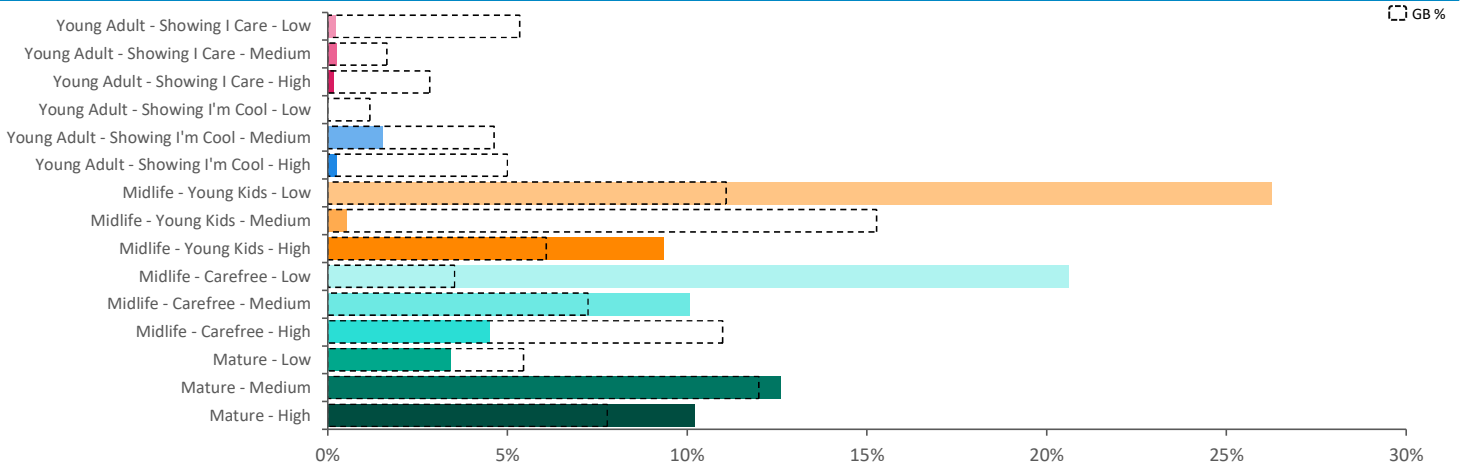
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

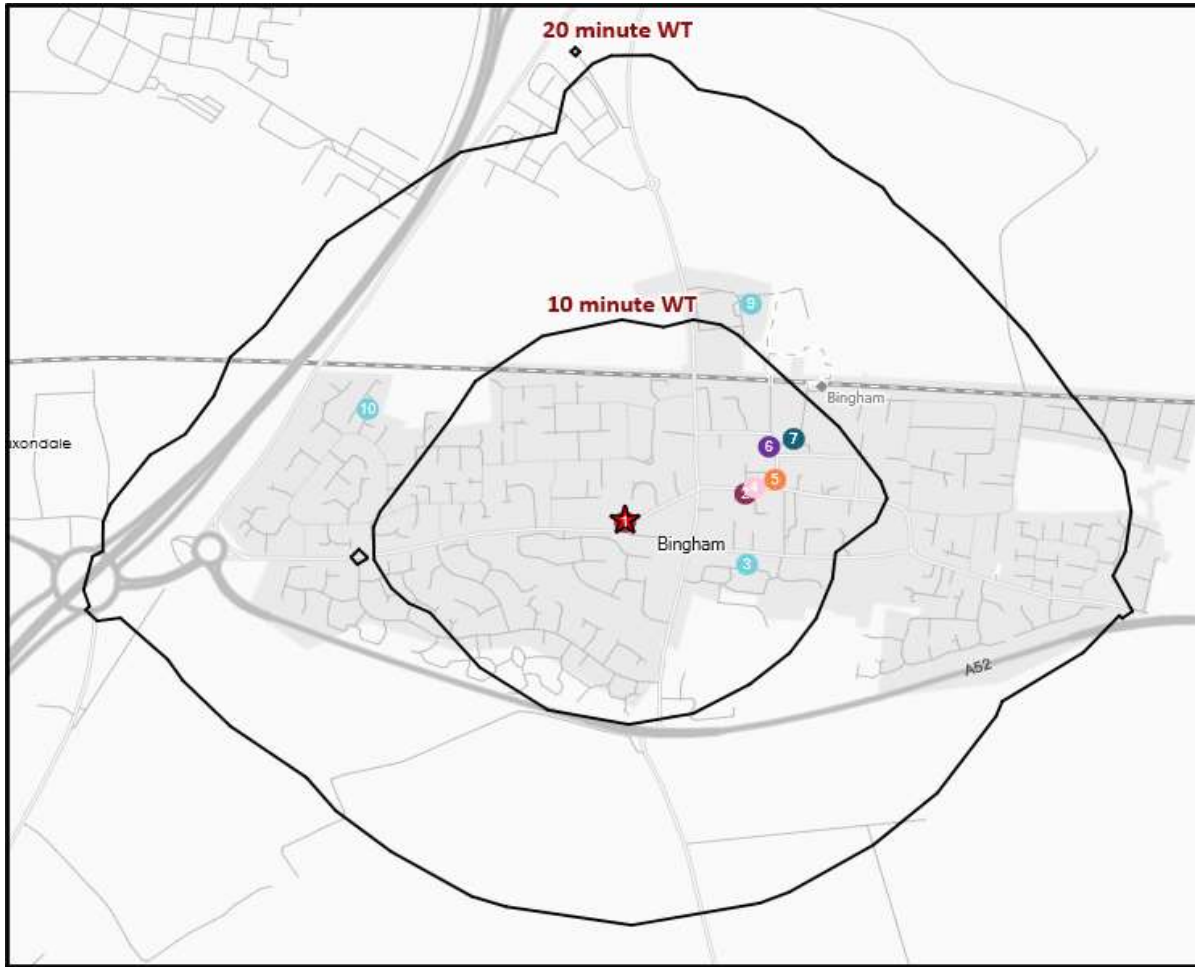


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

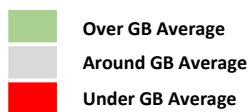
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	White Lion	NG13 8AT	Star Pubs & Bars	Premium Local	0.0
2	Wheatsheaf Inn	NG13 8BG	Independent Free	Premium Local	0.2
3	Bingham Leisure Centre	NG13 8BL	Independent Free	Clubland	0.2
4	Horse & Plough	NG13 8AF	Castle Rock	GPGF	0.2
5	Bingham Townhouse Hotel	NG13 8AB	Independent Free	Hotel	0.3
6	Yeung Sing	NG13 8AR	Independent Free	Restaurants	0.3
7	Butter Cross	NG13 8AP	Wetherspoons GB	Circuit Bar	0.3
7	Gilt	NG13 8AP	Great Northern Inns	ABOS	0.3
9	Bingham Football Club	NG13 8GG	Independent Free	Clubland	0.5
10	Pavillion At Bingham	NG13 8TN	Independent Free	Clubland	0.5

# Per Pub Analysis - White Lion Bingham



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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+	4,676	7,650	112,646
Number of Competition Pubs	6	8	172
Adults 18+ per Competition Pub	779	956	655

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	384	8.2%	81
Circuit Bar	112	2.4%	66
Community Pub	758	16.2%	93
Craft Led	33	0.7%	22
Great Pub Great Food	1,009	21.6%	112
High Street Pub	832	17.8%	103
Premium Local	1,033	22.1%	126

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	697	9.1%	89
Circuit Bar	186	2.4%	66
Community Pub	1,129	14.8%	85
Craft Led	69	0.9%	29
Great Pub Great Food	1,792	23.4%	122
High Street Pub	1,337	17.5%	101
Premium Local	1,859	24.3%	139

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	10,748	9.5%	94
Circuit Bar	2,345	2.1%	57
Community Pub	14,440	12.8%	74
Craft Led	2,685	2.4%	75
Great Pub Great Food	32,155	28.5%	149
High Street Pub	13,910	12.3%	71
Premium Local	27,374	24.3%	139

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment  <b>Part-time:</b> In part-time employment  <b>Self employed:</b> In full-time or part-time employment, with or without employees  <b>Unemployed:</b> Unemployed, not currently working but are actively seeking  <b>Retired:</b> a person who has retired from a working or professional career  <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																		
<b>Polaris Segmentation</b>																			
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;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td>18-34 year olds Conscious choices on sustainability and health</td> <td>18-34 year olds Looking good and discovering what's new</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 style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Product needs</td> <td> <ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</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>Discovering 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 and looks good</b></li> <li>Discovering new things</li> <li>Supports <b>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> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	Product needs	<ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering 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 and looks good</b></li> <li>Discovering new things</li> <li>Supports <b>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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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			