

## Catchment Summary - Crown Inn Anstey



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	Over GB Average
	Around GB Average
	Under GB Average

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

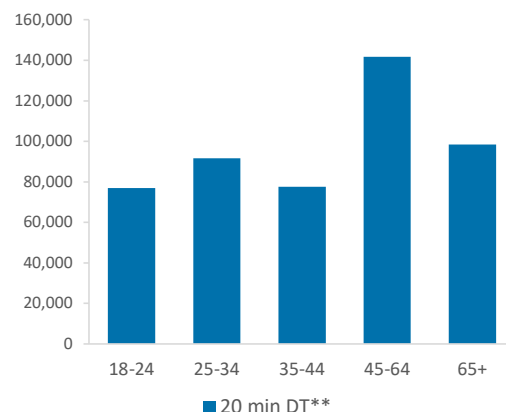
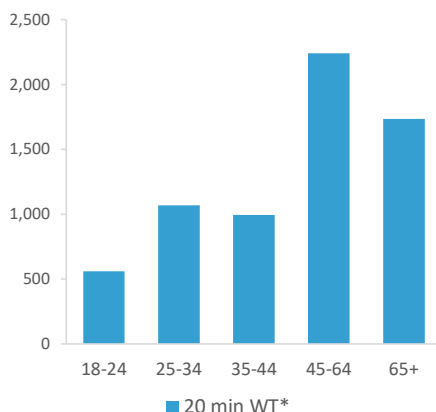
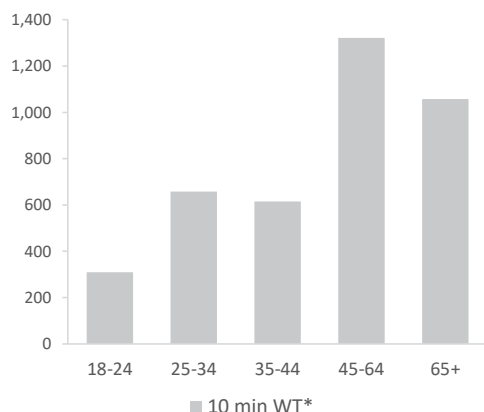
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,997	8,389	622,096	94	58	164
Adults 18+	3,961	6,602	486,187	91	37	163
Competition Pubs	6	6	487	40	19	135
Adults 18+ per Competition Pub	660	1,100	998	80	133	121
% Adults Likely to Drink	83.0%	82.5%	79.6%	101	100	96

Population & Adults 18+ index is based on all pubs

Affluence	Low	15.8%	14.3%	26.2%	62	56	102
	Medium	39.8%	45.5%	40.3%	101	116	102
	High	44.4%	40.3%	32.5%	132	120	97

\*Affluence does not include Not Private Households

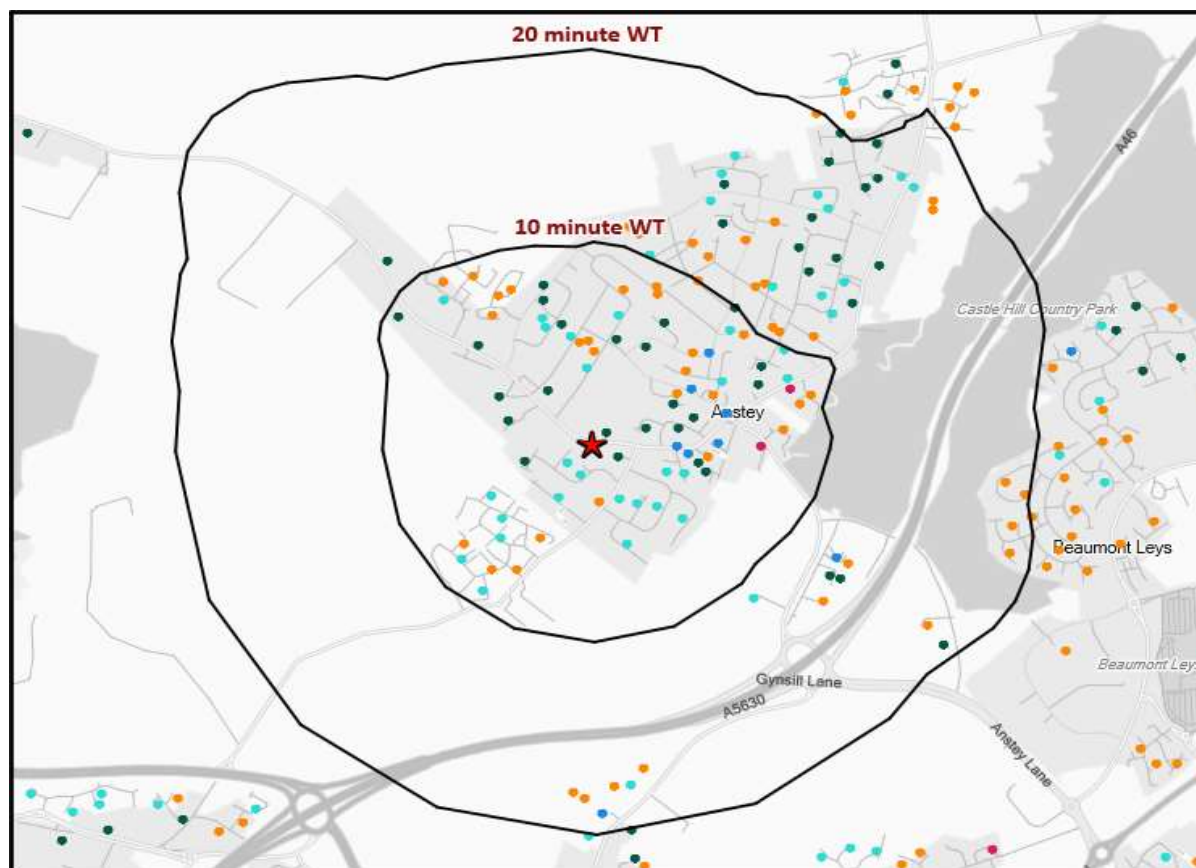
Age Profile	18-24	309	559	76,950	76	82	153
	25-34	658	1,069	91,609	99	96	111
	35-44	615	995	77,494	96	92	97
	45-64	1,322	2,243	141,815	104	105	89
	65+	1,057	1,736	98,319	111	108	83



		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	2,402 (48%)	4,080 (49%)	311,691 (50%)	97	98	101
	Female	2,595 (52%)	4,309 (51%)	310,405 (50%)	103	102	99
Economic Status (16-74)	Employed: Full-time	1,606 (45%)	2,672 (45%)	178,495 (39%)	109	109	94
	Employed: Part-time	501 (14%)	852 (14%)	59,629 (13%)	109	111	101
	Self employed	324 (9%)	523 (9%)	33,910 (7%)	96	92	78
	Unemployed	58 (2%)	105 (2%)	11,393 (3%)	69	75	106
	Retired	600 (17%)	963 (16%)	54,051 (12%)	123	118	86
	Other	451 (13%)	807 (14%)	117,384 (26%)	65	69	131
Total Worker Count		1,098	2,974	288,668			

See the Glossary page for further information on the above variables

## Polaris Summary - Crown Inn Anstey



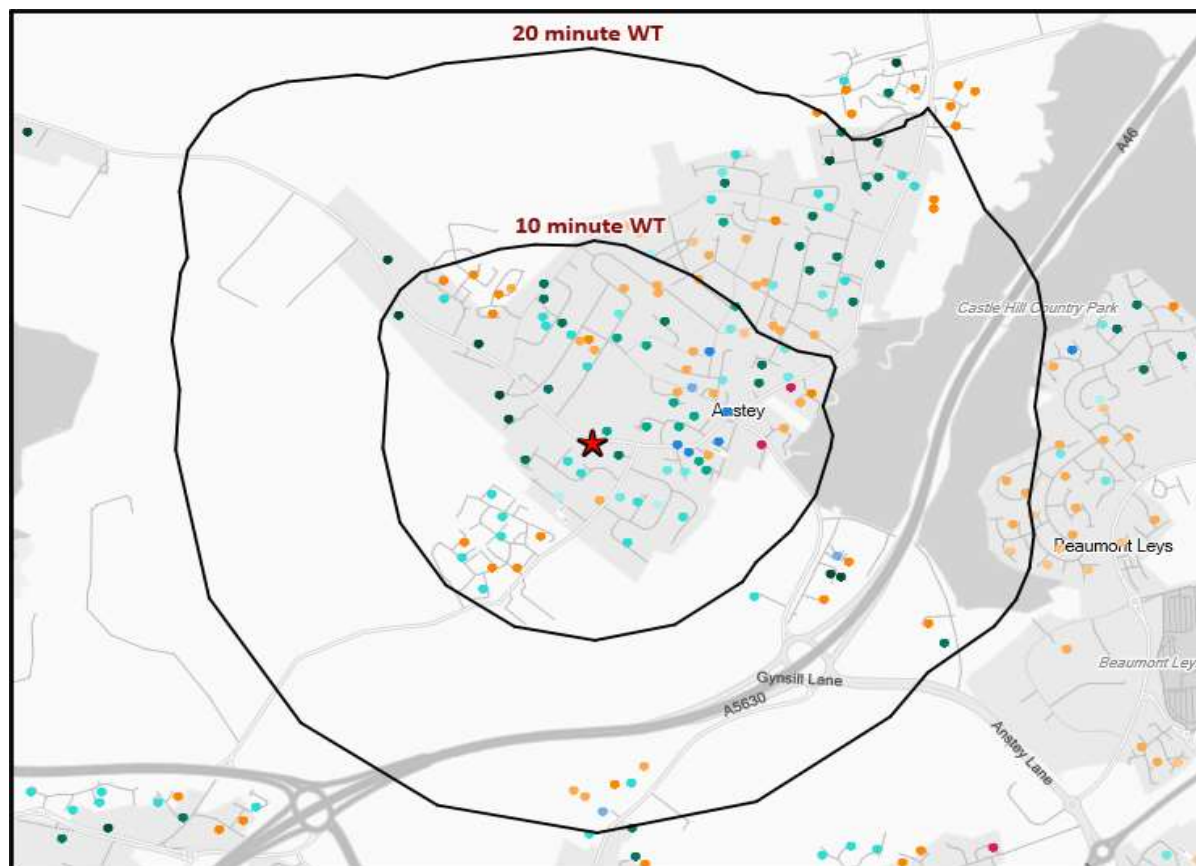
- ★ Pub Sites
- ⌘ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
  - Young Adult - Showing I'm Cool
  - Midlife - Young Kids
  - Midlife - Carefree
  - Mature

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	71	71	92,344	20	12	213
Young Adult - Showing I'm Cool	177	177	31,588	49	29	71
Midlife - Young Kids	1,333	2,705	155,534	107	130	102
Midlife - Carefree	1,403	2,097	99,415	168	151	97
Mature	977	1,552	102,097	88	84	75
<b>Not Private Households</b>	0	0	5,209	0	0	75
<b>Total</b>	3,961	6,602	486,187			

## Polaris Summary - Crown Inn Anstey



## 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

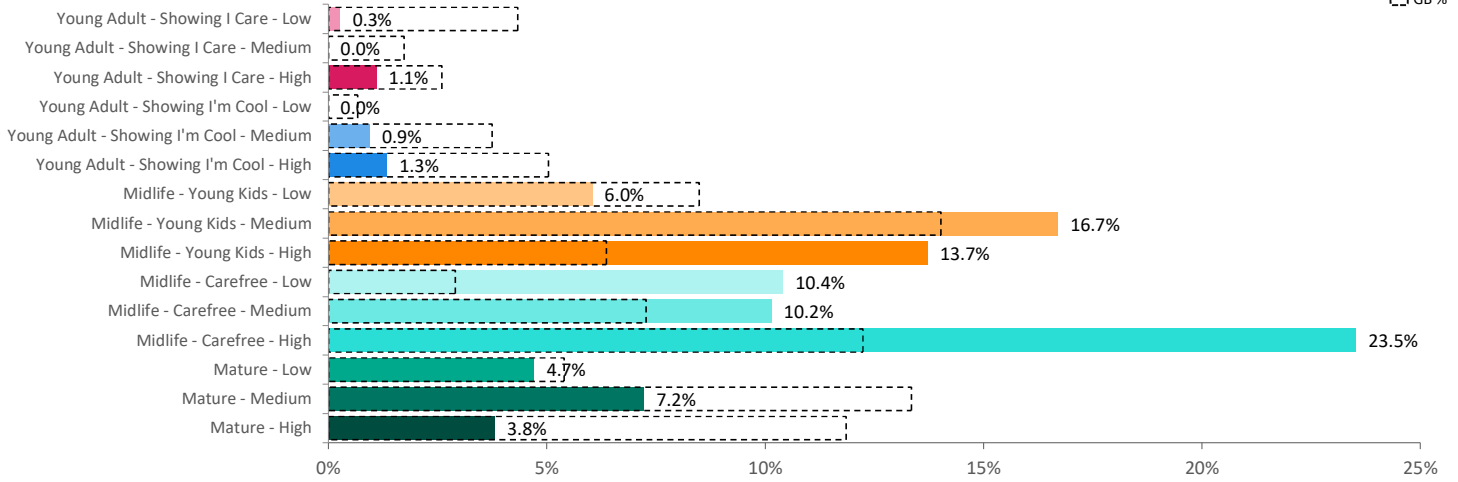
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	36,588	0	0	179
Medium	0	0	7,306	0	0	110
High	71	71	48,450	53	32	296
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	1,273	0	0	25
Medium	44	44	15,511	30	18	86
High	133	133	14,804	75	45	68
<b>Midlife - Young Kids</b>						
Low	35	298	52,811	8	41	98
Medium	886	1,563	72,838	150	159	100
High	412	844	29,885	193	237	114
<b>Midlife - Carefree</b>						
Low	241	241	14,833	179	107	90
Medium	245	530	45,334	92	120	139
High	917	1,326	39,248	212	184	74
<b>Mature</b>						
Low	350	403	21,668	149	103	75
Medium	403	865	54,715	80	104	89
High	224	284	25,714	60	46	56
<b>Not Private Households</b>	0	0	5,209	0	0	75
<b>Total</b>	3,961	6,602	486,187			

# Transactional Data Summary - Crown Inn Anstey

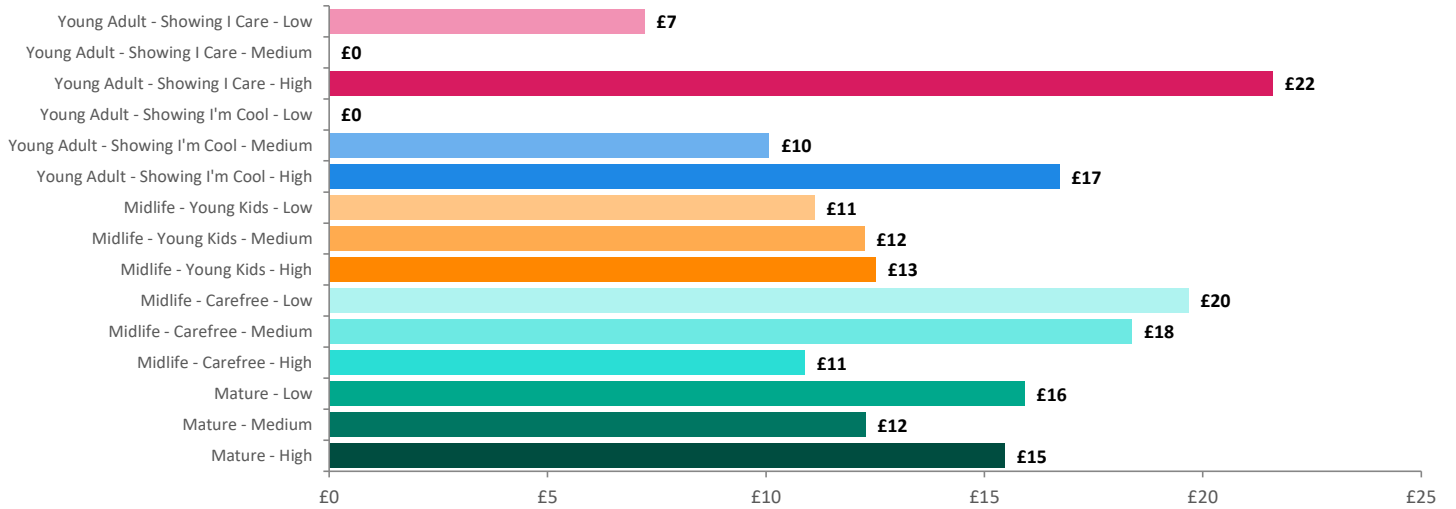
## Spend by Polaris

GB %



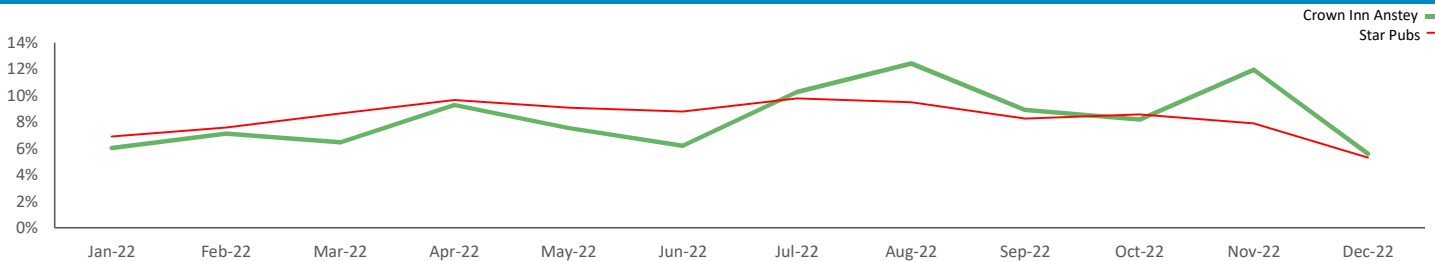
Percentage of total sales split by Polaris segment within the pub

## Average Transaction Values (£) by Polaris



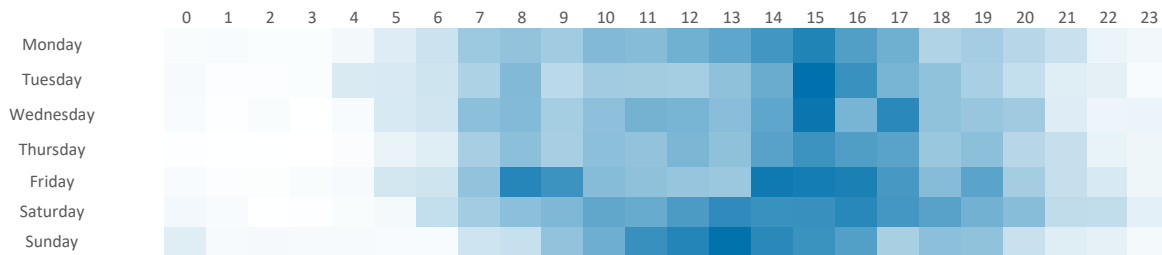
Average transaction value of sales (£) within the pub split by Polaris

## Spend by Month



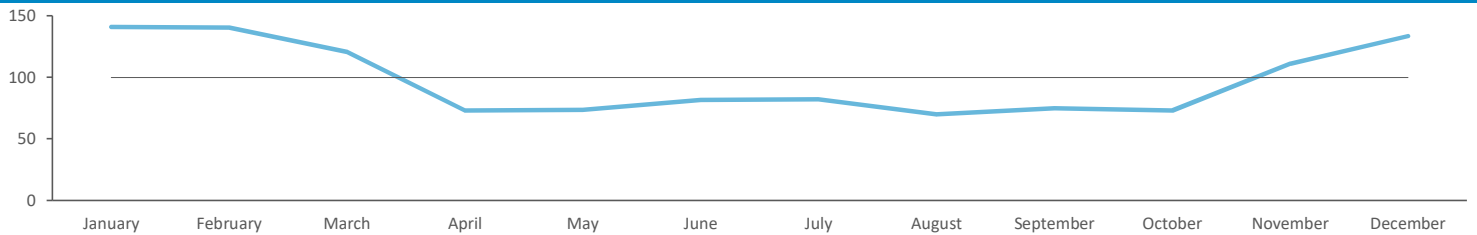
## Mobile Data Summary - Crown Inn Anstey

## Time of Day/Day of Week



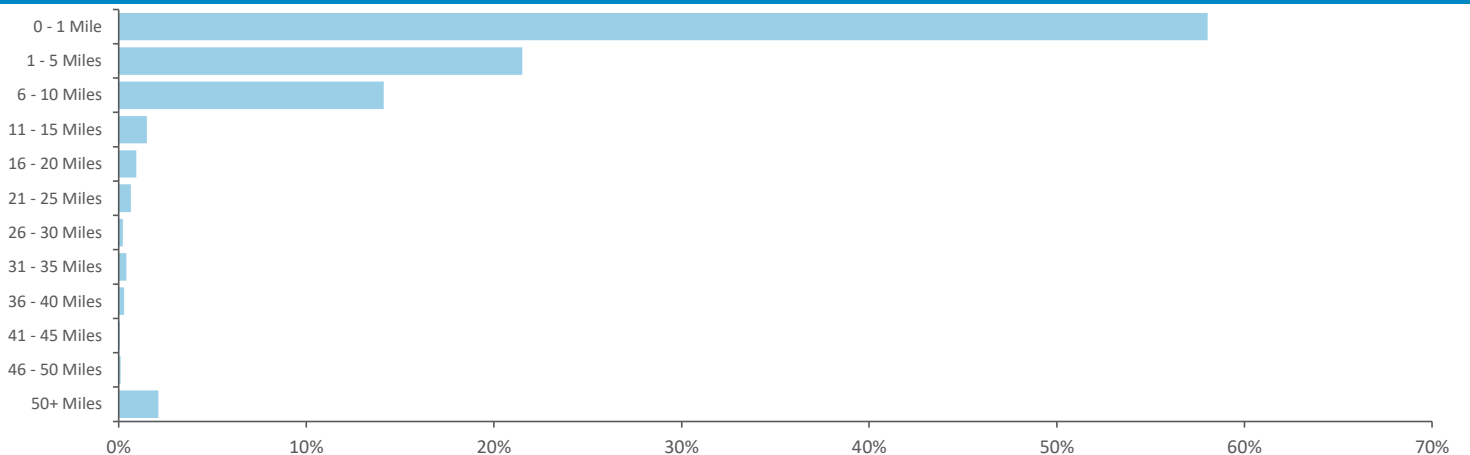
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



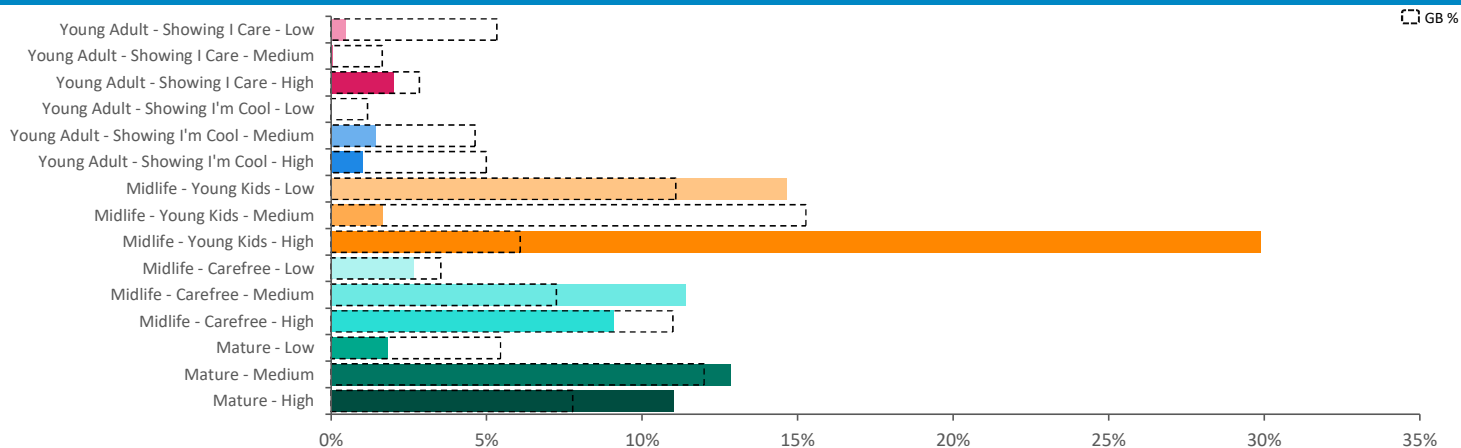
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



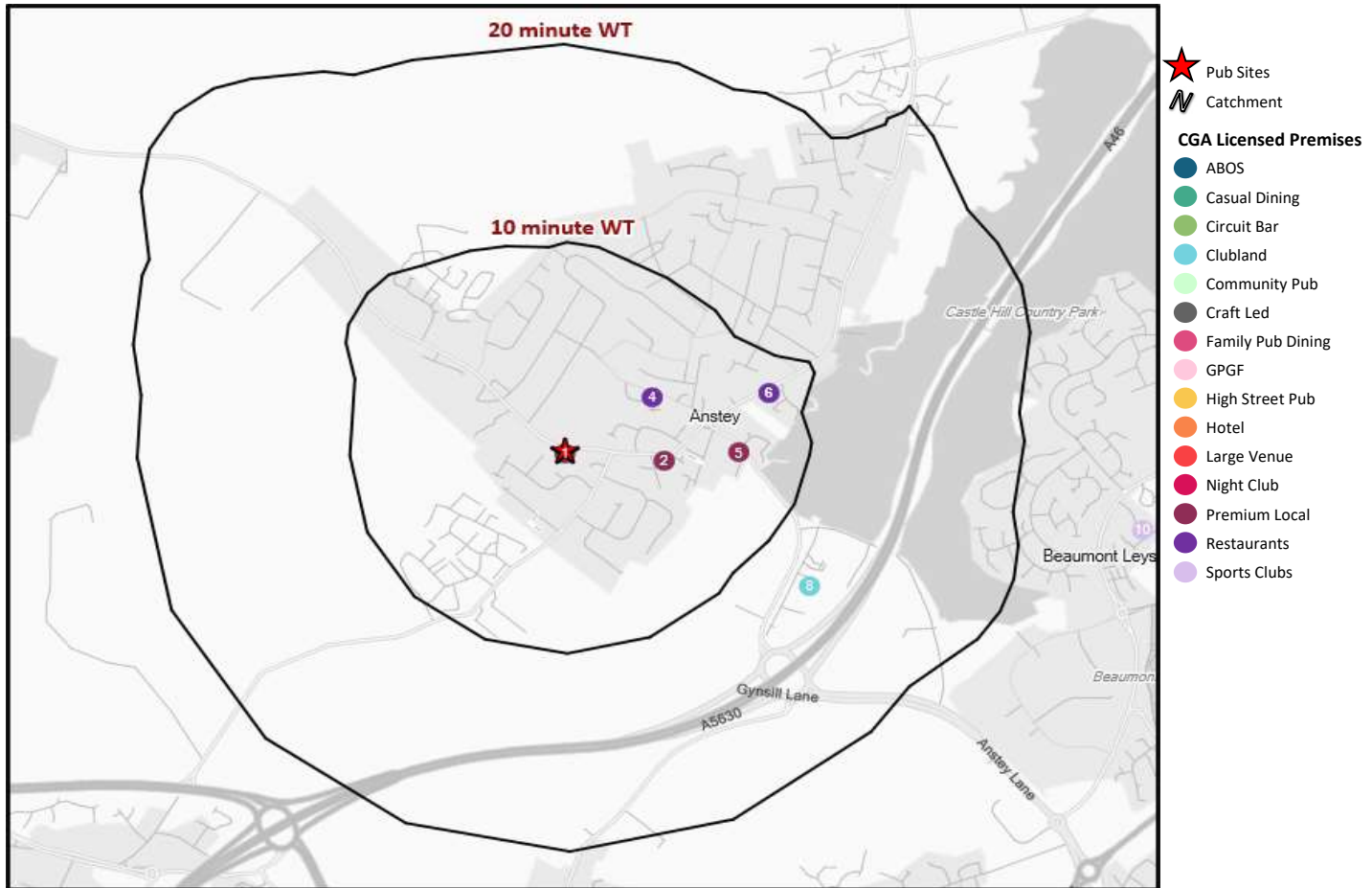
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



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

## CGA Summary - Crown Inn Anstey



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Crown Inn	LE 7 7FB	Star Pubs & Bars	Premium Local	0.0
2	Stadon Sports & Social Club	LE 7 7AA	Independent Free	Clubland	0.2
2	Old Hare & Hounds	LE 7 7AA	Marston's	Premium Local	0.2
4	Sapori	LE 7 7AY	Independent Free	Restaurants	0.2
5	Coach & Horses	LE 7 7AT	Marston's	Premium Local	0.3
6	Anstey Nomads Football Club	LE 7 7BP	Independent Free	Clubland	0.4
6	Passage To India	LE 7 7BP	Independent Free	Restaurants	0.4
8	Gynsill Lane Sports Ground	LE 7 7AN	Independent Free	Clubland	0.5
9	Gynsills Farm	LE 3 8HB	Greene King	Family Pub Dining	1.0
10	Beaumont Town Football Club	LE 4 1ER	Independent Free	Sports Clubs	1.0
11	Keepers Lodge	LE 4 1DF	Marston's	High Street Pub	1.2
12	Gala Bingo	LE 4 1DS	Gala Group	Large Venue	1.2
12	Leicester Leys Leisure Centre	LE 4 1DS	Independent Free	Clubland	1.2

## Per Pub Analysis - Crown Inn Anstey

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	Around GB Average
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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+	3,961	6,602	486,187
Number of Competition Pubs	6	6	487
Adults 18+ per Competition Pub	660	1,100	998

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	436	11.0%	108
Circuit Bar	150	3.8%	103
Community Pub	520	13.1%	76
Craft Led	92	2.3%	73
Great Pub Great Food	901	22.8%	119
High Street Pub	523	13.2%	76
Premium Local	854	21.6%	123

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	694	10.5%	103
Circuit Bar	245	3.7%	101
Community Pub	935	14.2%	82
Craft Led	131	2.0%	63
Great Pub Great Food	1,401	21.2%	111
High Street Pub	1,000	15.1%	87
Premium Local	1,426	21.6%	123

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	59,430	12.2%	120
Circuit Bar	18,699	3.8%	105
Community Pub	79,973	16.4%	95
Craft Led	19,950	4.1%	130
Great Pub Great Food	87,786	18.1%	94
High Street Pub	82,961	17.1%	98
Premium Local	72,011	14.8%	84



## 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, 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</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>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><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>"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."</td><td>"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."</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>	'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	"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"
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Product needs	<table><tr><td><ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Being romantic</li></ul></td><td><ul style="list-style-type: none"><li>Tastes good and looks good</li><li>Discovering new things</li><li>Supports connecting with friends and family</li><li>Enjoyable for longer</li></ul></td><td><ul style="list-style-type: none"><li>Tastes great</li><li>Good quality</li><li>Helps me feel good</li><li>Enjoyable for longer</li></ul></td></tr></table>	<ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Being romantic</li></ul>	<ul style="list-style-type: none"><li>Tastes good and looks good</li><li>Discovering new things</li><li>Supports connecting with friends and family</li><li>Enjoyable for longer</li></ul>	<ul style="list-style-type: none"><li>Tastes great</li><li>Good quality</li><li>Helps me feel good</li><li>Enjoyable for longer</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 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.																