

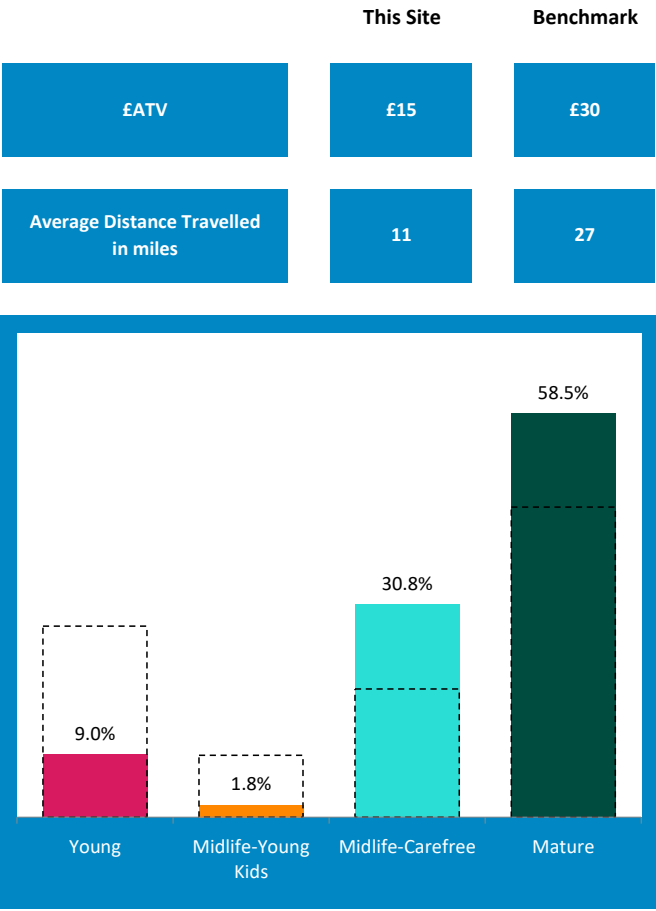
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,065	5,344
Adult Pop		1,712	4,529
Affluence	Low	13%	33%
	Medium	46%	38%
	High	41%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		27%	16%
Mature		73%	44%
Competition Count		5	43

Visitors



Spend Profile



Catchment Summary - Dog Inn

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**
2,065	2,809	335,591	39	14	79
1,712	2,289	268,458	38	14	79
5	12	454	12	12	58
342	191	591	50	28	86
84.0%	83.0%	82.0%	105	104	103
12.7%	9.5%	31.1%	38	29	94
46.4%	52.8%	40.2%	121	138	105
40.8%	34.6%	27.7%	149	126	101
£29,828	£28,569	£24,327	132	126	108
119	202	22,370	68	84	78
146	290	41,614	52	76	92
224	368	43,334	80	97	96
621	778	87,217	120	110	103
602	651	73,923	151	120	114

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

% Adults Likely to Drink

Affluence

Low

Medium

High

Mean Net Disposable income (Epa)

Age Profile

18-24

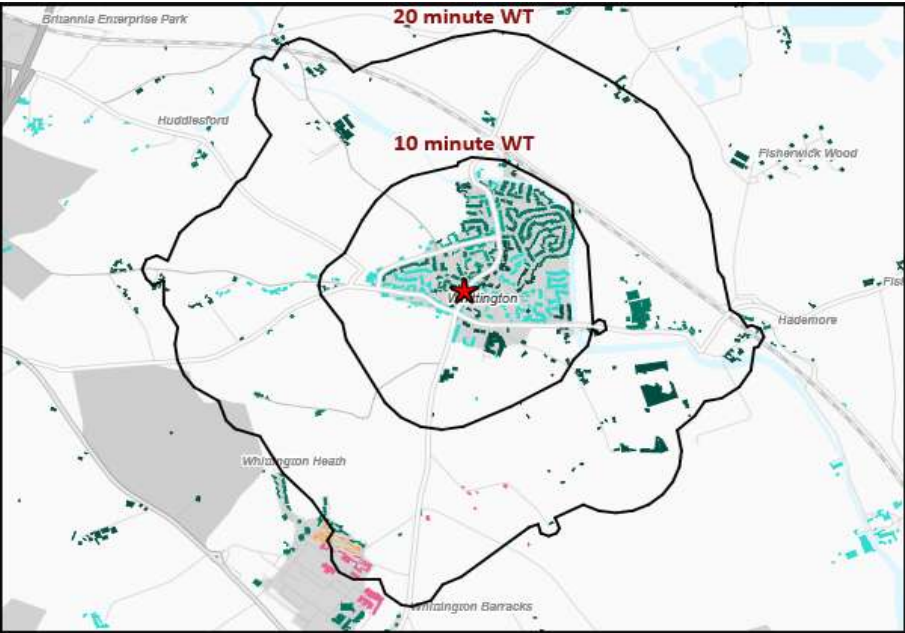
25-34

35-44

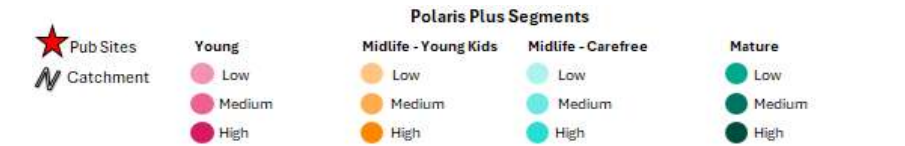
45-64

65+

*Affluence does not include Not Private Households



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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	0	73	30,029	0	11	40
Midlife - Young Kids	0	82	17,988	0	33	61
Midlife - Carefree	468	473	44,388	173	131	105
Mature	1,244	1,591	173,363	164	157	146
Not Private Households	0	70	2,690	0	25,276	8,282
Total	1,712	2,289	268,458			



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Per Pub - Dog Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

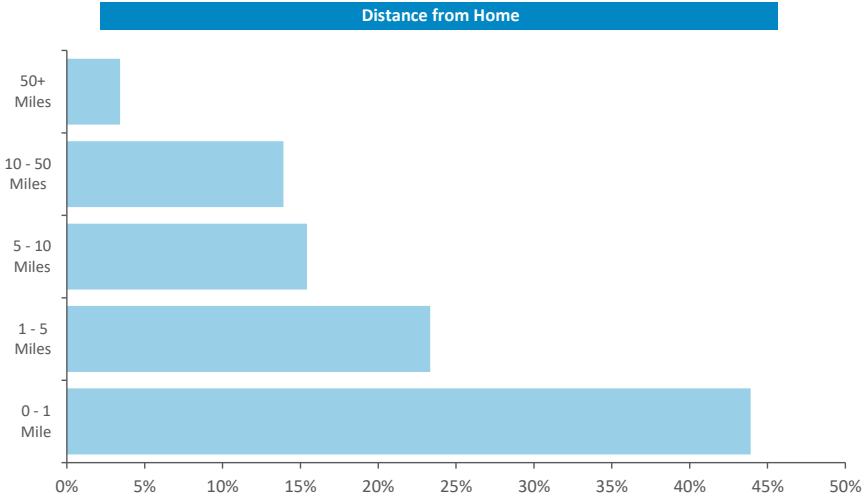
Adults 18+	1,712	2,289	268,458
Number of Competition Pubs	5	12	454
Adults 18+ per Competition Pub	342	191	591

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	88	5.1%	65
Family Pub Dining	0	133	7.7%	85
Great Pub Great Food	1	357	20.9%	125
Leisure	2	184	10.8%	107
Mainstream	1	220	12.9%	92
Premium	1	257	15.0%	105
Restaurant	0	398	23.3%	101
Super Premium	0	74	4.4%	111

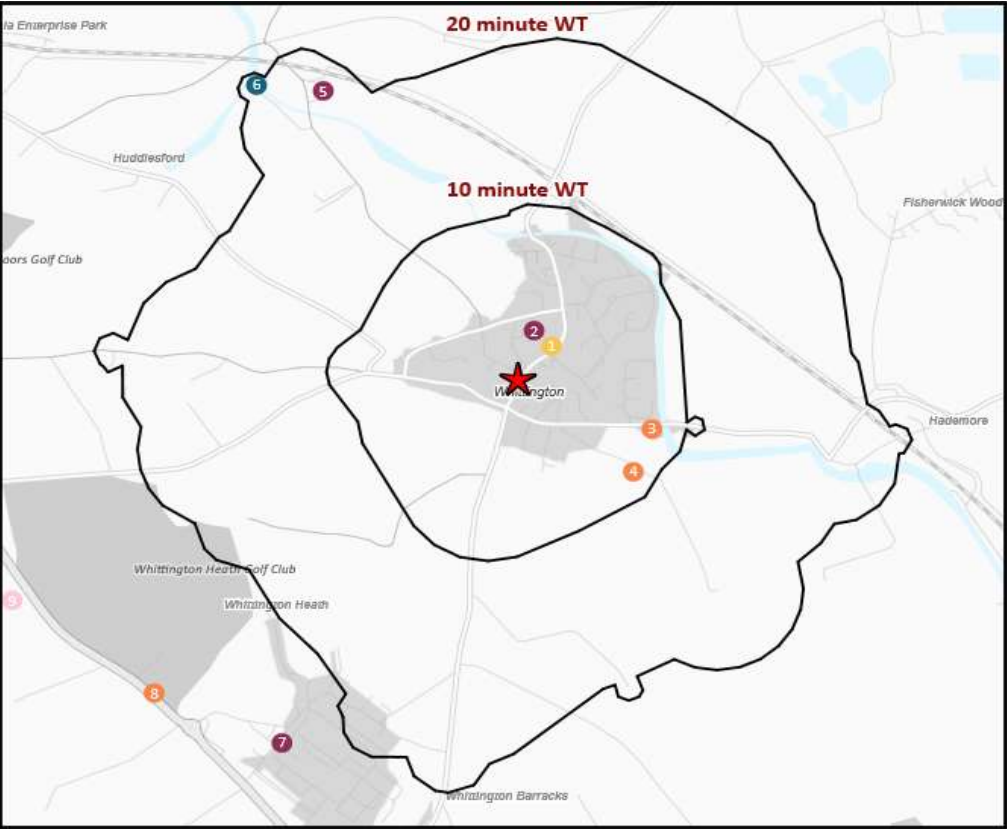
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	118	5.1%	66
Family Pub Dining	0	176	7.7%	85
Great Pub Great Food	1	452	19.7%	118
Leisure	4	238	10.4%	103
Mainstream	1	292	12.8%	92
Premium	5	336	14.7%	103
Restaurant	0	514	22.4%	97
Super Premium	1	94	4.1%	104

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	94	19,803	7.4%	94
Family Pub Dining	21	24,338	9.1%	100
Great Pub Great Food	52	47,927	17.9%	107
Leisure	64	27,941	10.4%	104
Mainstream	89	37,942	14.1%	101
Premium	52	37,966	14.1%	99
Restaurant	78	60,086	22.4%	97
Super Premium	4	9,718	3.6%	92



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Competition - Dog Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
20	Tame Otter	B 78 3AF	Mitchells & Butlers	Great Pub Gre:	10.7%	2.31
9	Whittington Arms	WS14 9PS	Mitchells & Butlers	Great Pub Gre:	10.6%	1.25
7	Whittington Barracks	WS14 9PY	Independent Free	Premium	10.5%	1.01
2	Whittington Village Hall	WS14 9LR	Independent Free	Premium	10.1%	0.13
19	Red Lion	B 78 3AF	Star Pubs & Bars	Mainstream	9.9%	2.31
3	Whittington Cricket Club	WS14 9LJ	Independent Free	Leisure	9.2%	0.32
14	Bod	WS13 8FT	Titanic	Mainstream	9.1%	1.89
5	Plough Inn	WS13 8PY	Stonegate Pub Company	Premium	7.3%	0.82
10	Darnford Moors Golf Club	WS14 9JG	Independent Free	Leisure	4.5%	1.46
1	Bell Inn	WS14 9JR	Star Pubs & Bars	Mainstream	4.3%	0.11
13	Turnpike	WS14 9XU	Marston's	Mainstream	3.9%	1.86
0	Dog Inn	WS14 9JU	Star Pubs & Bars	Great Pub Gre:	3.4%	0.00
11	Lichfield Rugby Club	WS14 9JE	Independent Free	Premium	2.9%	1.47
12	Horse and Jockey	WS14 9JE	Star Pubs & Bars	Premium	2.6%	1.47
4	Coton House Farm	WS14 9LQ	Independent Free	Leisure	0.9%	0.33
6	Lichfield Cruising Club	WS13 8PX	Independent Free	Super Premiun	0.0%	0.92
8	Whittington Heath Golf Club	WS14 9PW	Independent Free	Leisure	0.0%	1.10
15	Elford Village Hall	B 79 9DA	Independent Free	Premium	0.0%	2.13
16	Crown	B 79 9DB	Independent Free	Premium	0.0%	2.18
17	Swinfen Hall Hotel	WS14 9RE	Independent Free	Great Pub Gre:	0.0%	2.22
18	Coton and Hopwas Social Club	B 78 3AD	Independent Free	Mainstream	0.0%	2.28

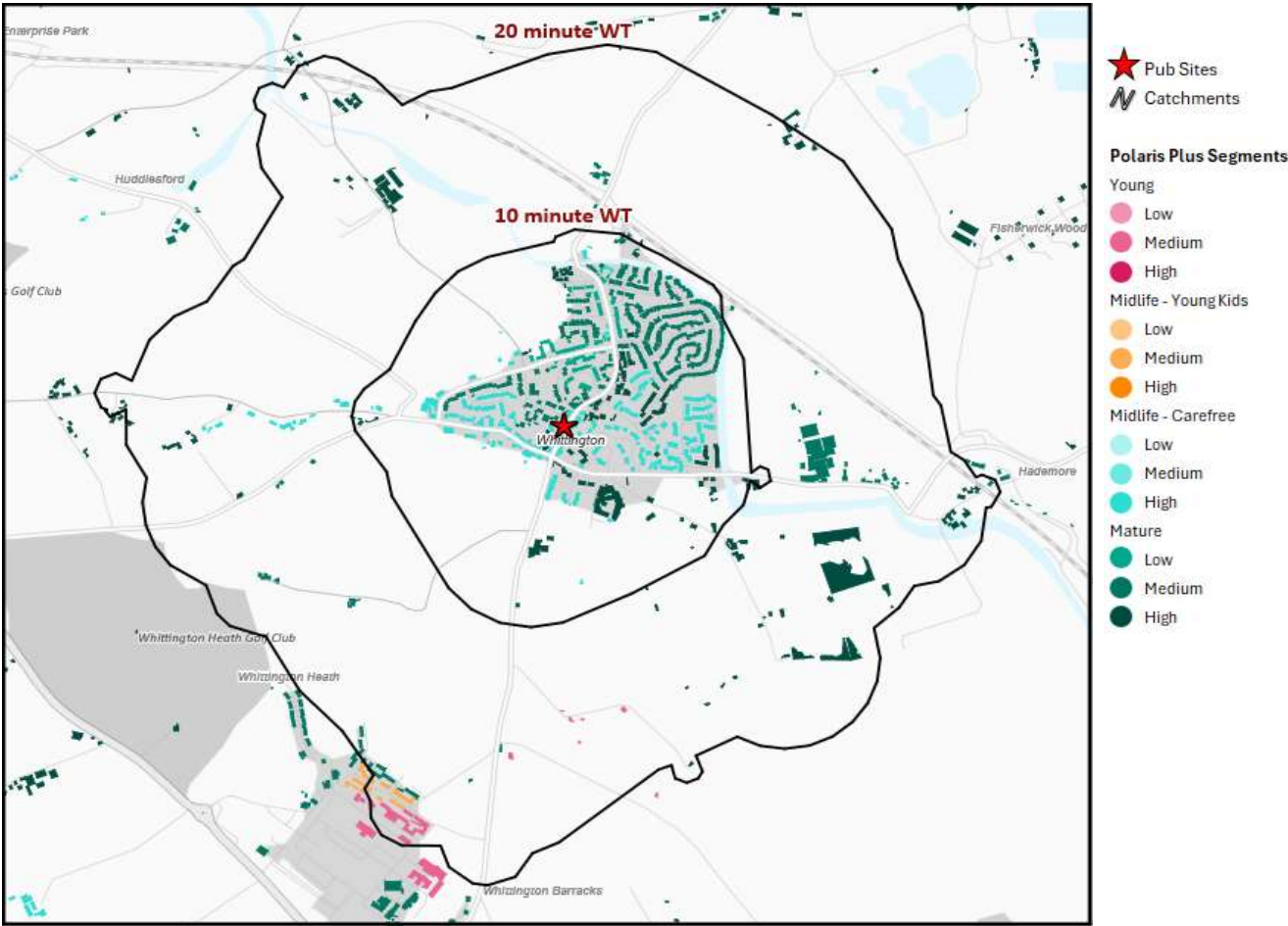
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Dog Inn

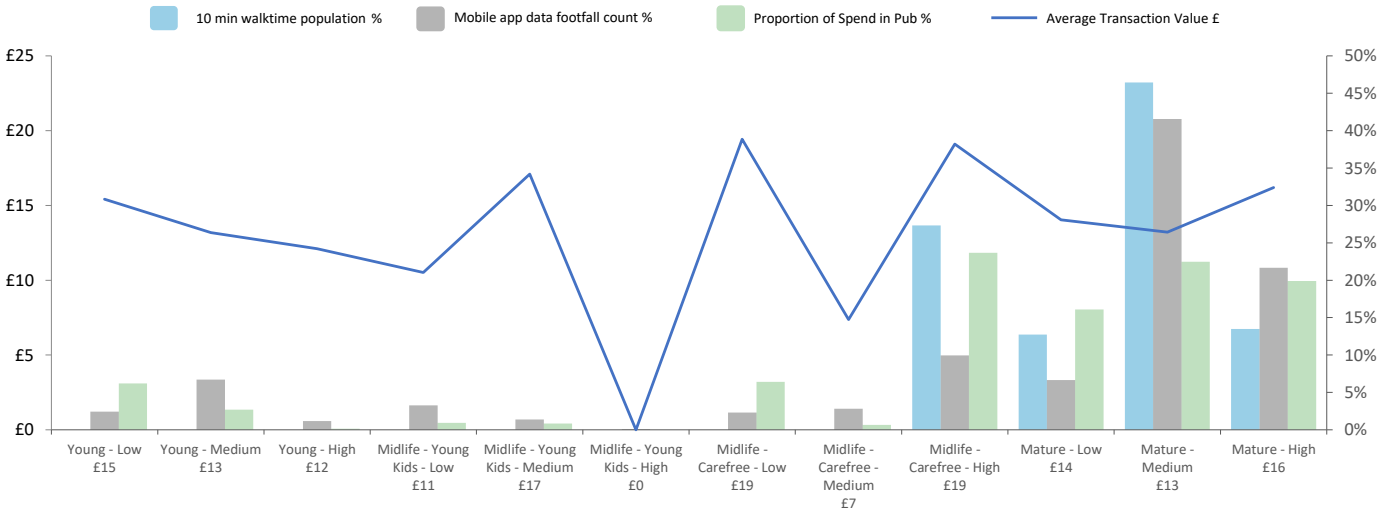


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
147269	Dog Inn	WS14 9JU	Star Pubs & Bars	Great Pub Great Food	12



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Dog Inn

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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	2,065	2,809	335,591	39	14	79
Adults 18+	1,712	2,289	268,458	38	14	79
Competition Pubs	5	12	454	12	12	58
Adults 18+ per Competition Pub	342	191	591	50	28	86
% Adults Likely to Drink	84.0%	83.0%	82.0%	105	104	103

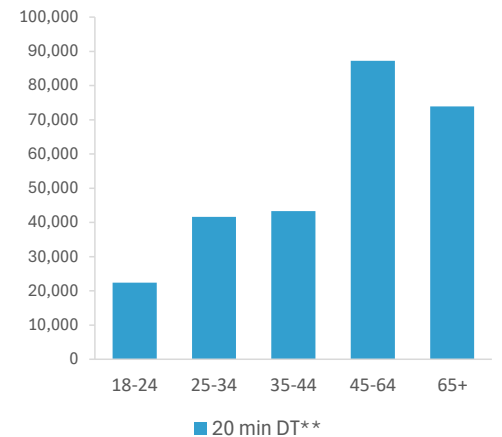
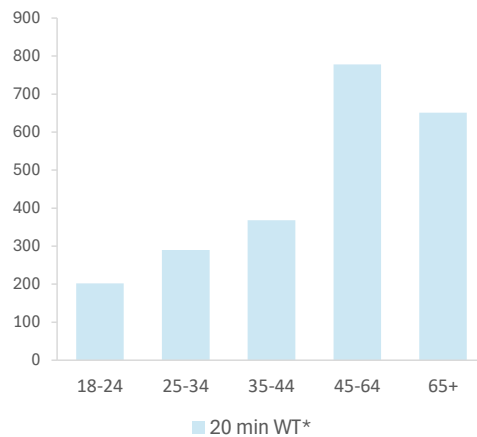
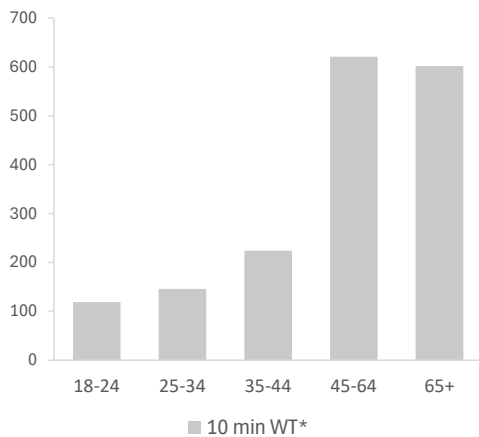
Population & Adults 18+ index is based on all pubs

Affluence	Low	12.7%	9.5%	31.1%	38	29	94
	Medium	46.4%	52.8%	40.2%	121	138	105
	High	40.8%	34.6%	27.7%	149	126	101

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£29,828	£28,569	£24,327	132	126	108
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Age Profile	18-24	119	202	22,370	68	84	78
	25-34	146	290	41,614	52	76	92
	35-44	224	368	43,334	80	97	96
	45-64	621	778	87,217	120	110	103
	65+	602	651	73,923	151	120	114

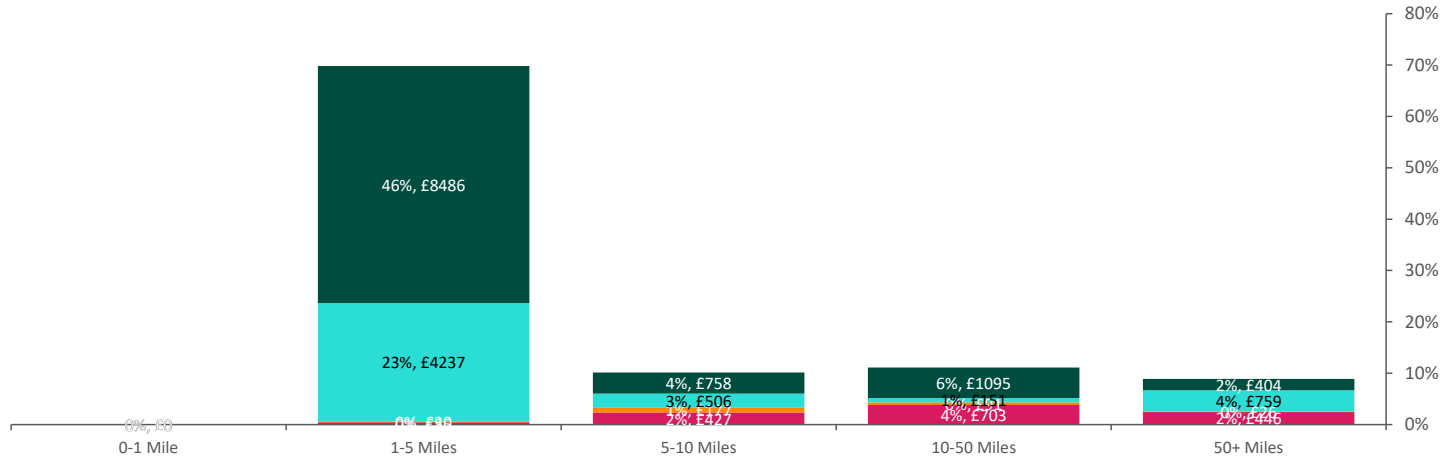


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	995 (48%)	1,360 (48%)	164,794 (49%)	98	99	100
	Female	1,070 (52%)	1,449 (52%)	170,797 (51%)	102	101	100
Economic Status (16+)	Employed: Full-time	539 (31%)	876 (37%)	98,395 (36%)	90	110	105
	Employed: Part-time	183 (10%)	246 (10%)	33,671 (12%)	87	87	102
	Self employed	181 (10%)	225 (10%)	23,638 (9%)	111	103	92
	Unemployed	45 (3%)	54 (2%)	6,647 (2%)	93	84	88
	Full-time student	31 (2%)	42 (2%)	4,494 (2%)	71	72	65
	Retired	594 (34%)	640 (27%)	71,476 (26%)	156	125	119
	Other	181 (10%)	269 (11%)	37,811 (14%)	58	64	77
Total Worker Count		550	973	180,185			

See the Glossary page for further information on the above variables

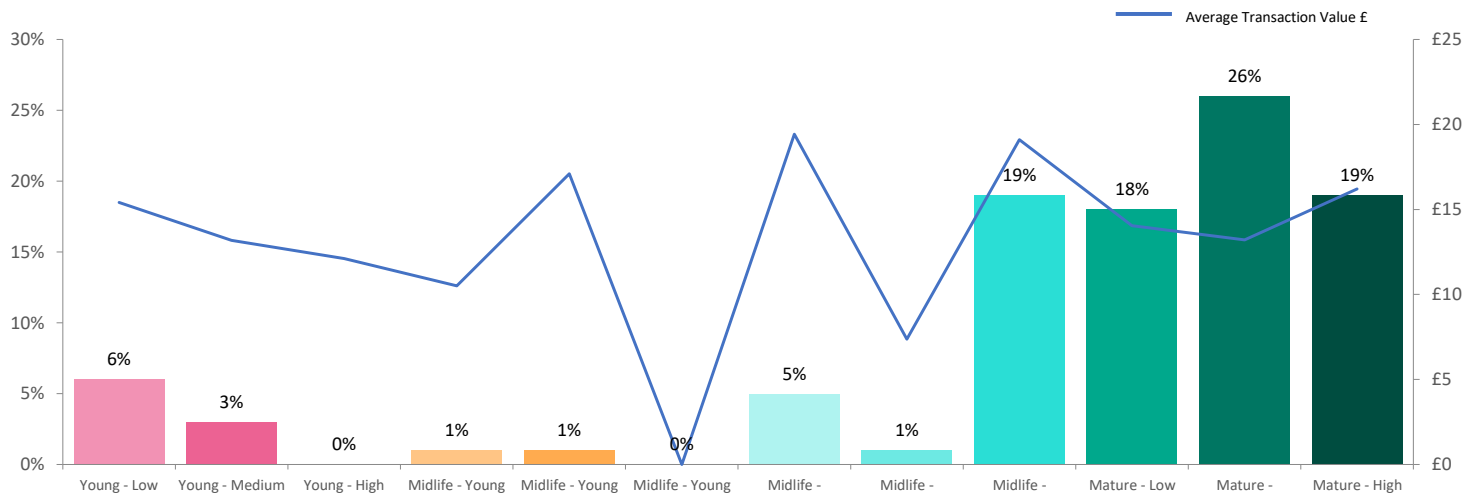
Transactional Data Summary - Dog Inn

Spend by Polaris and Distance from Home



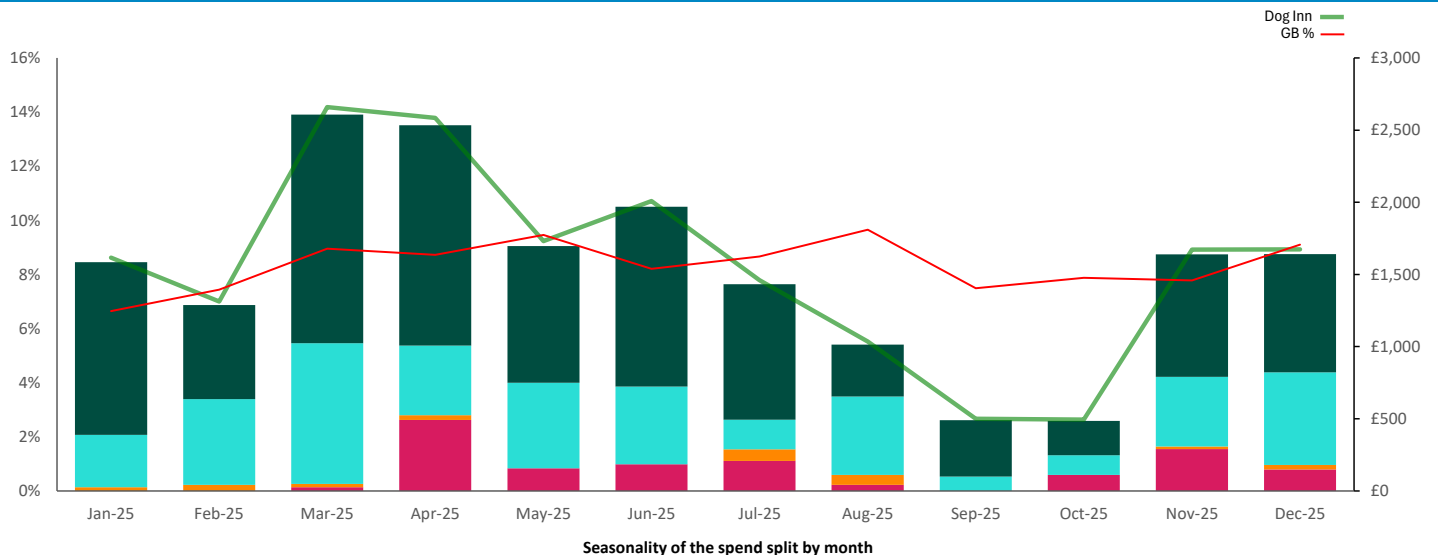
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



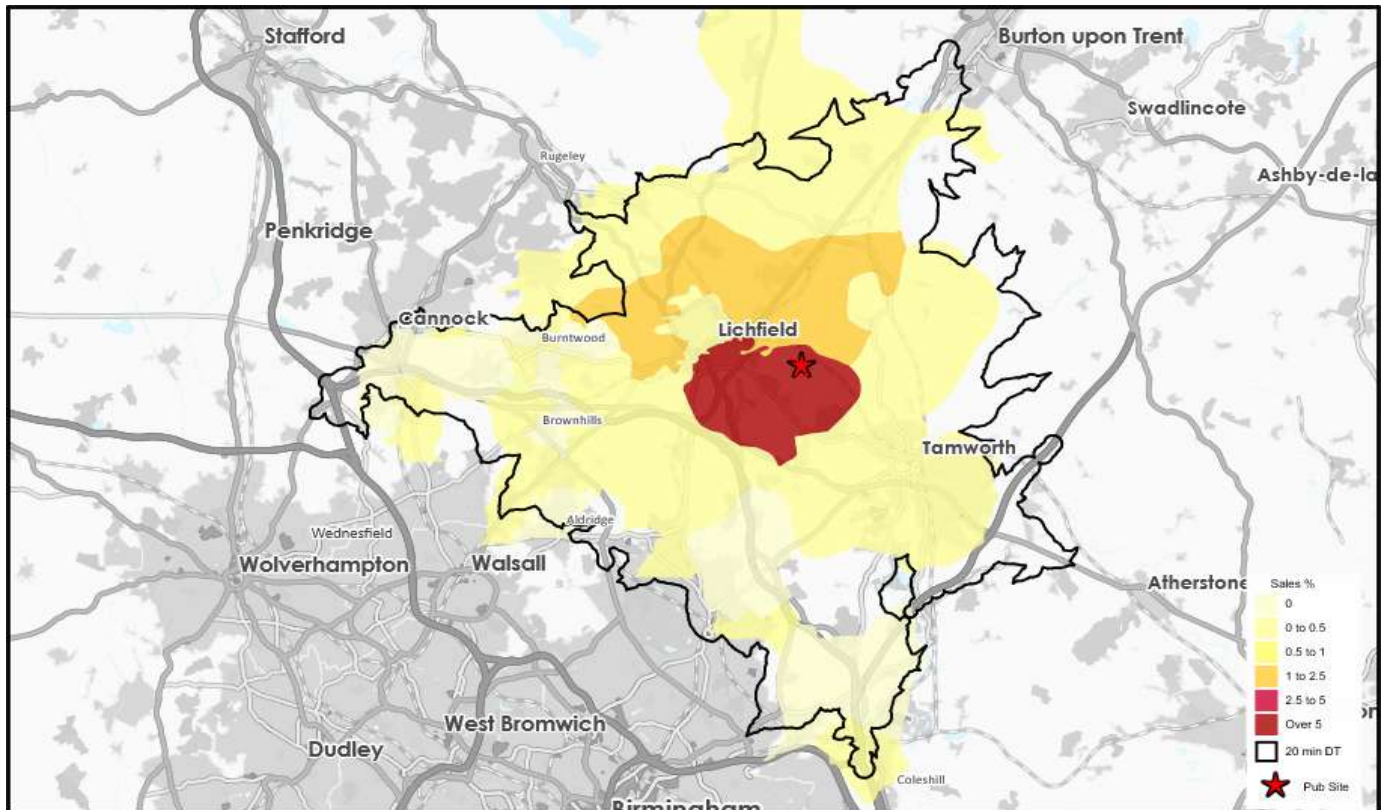
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



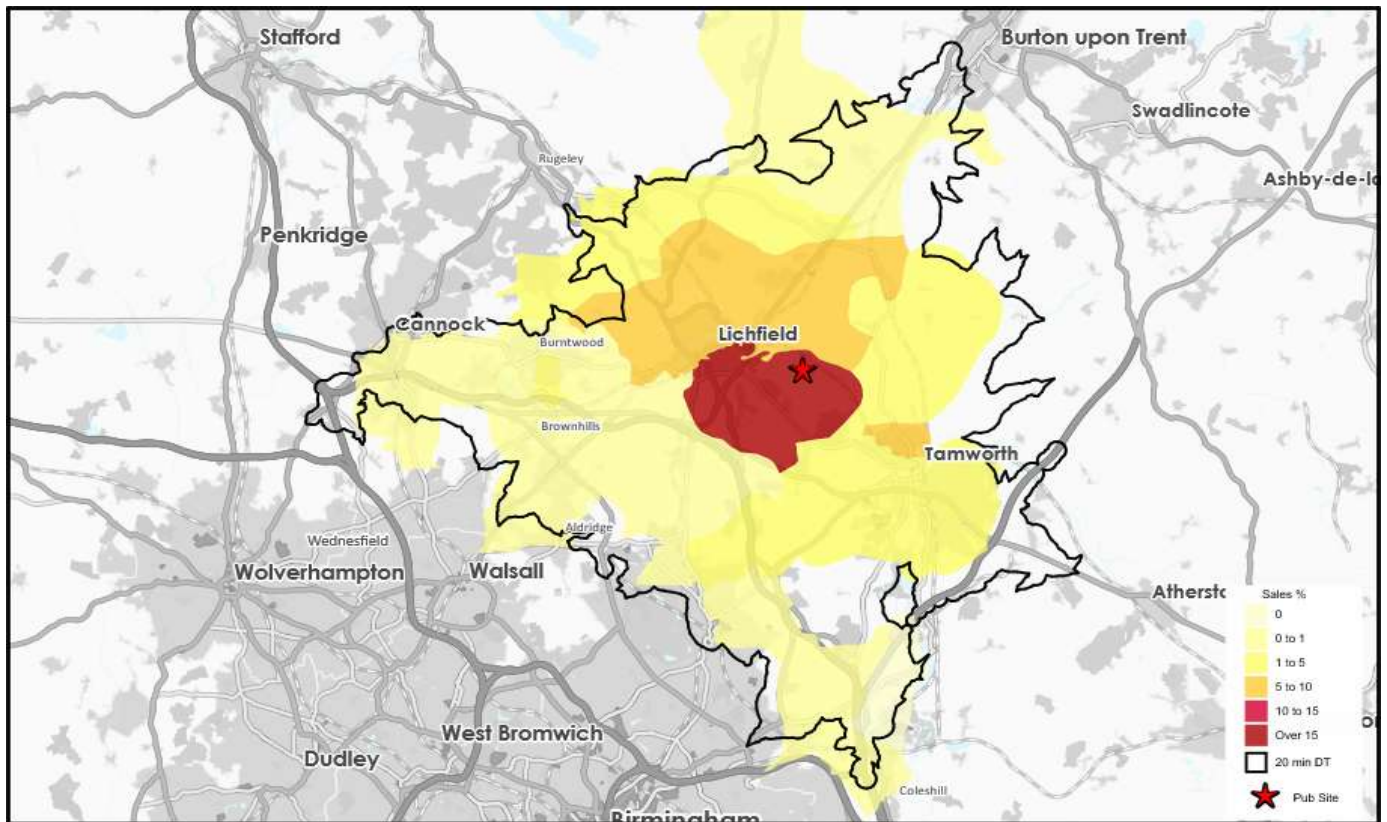
Seasonality of the spend split by month

Dog Inn Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

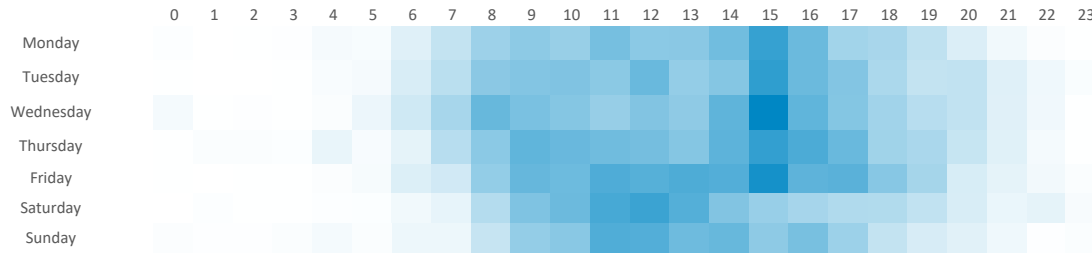
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Dog Inn



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

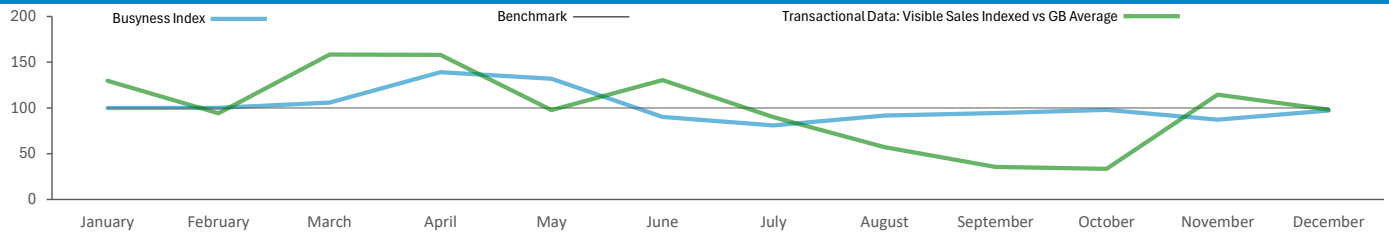
Mobile Data Summary - Dog Inn

Time of Day/Day of Week



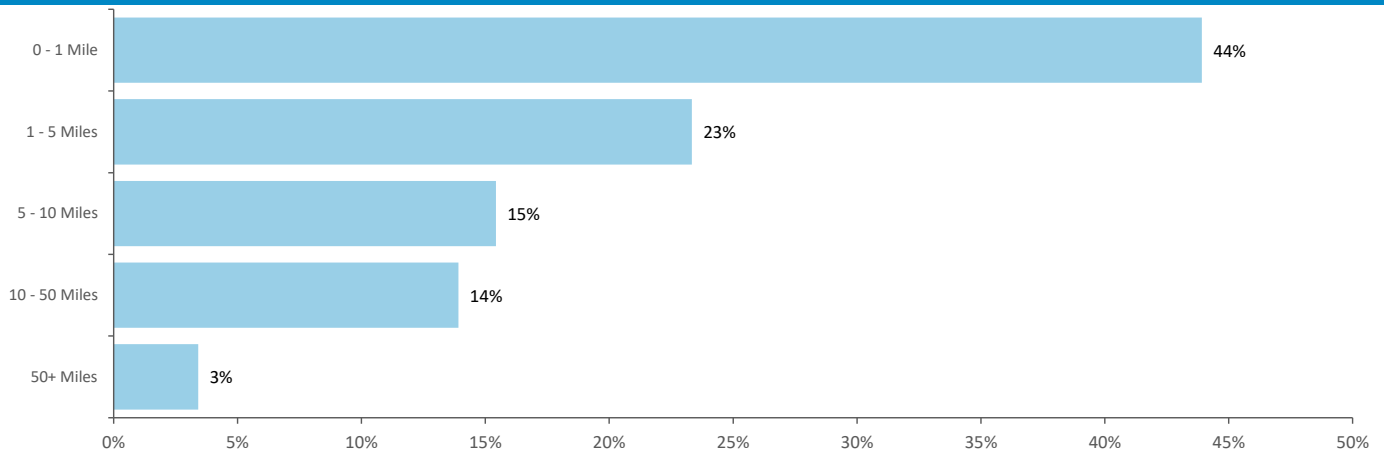
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

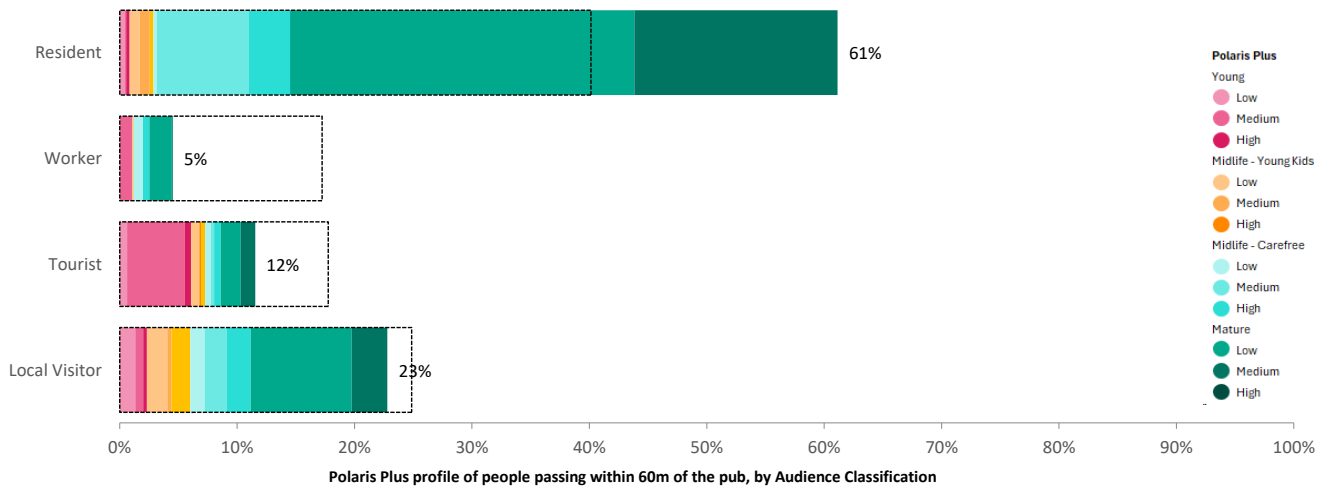
Distance from Home



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

Audience Classification by Polaris Plus

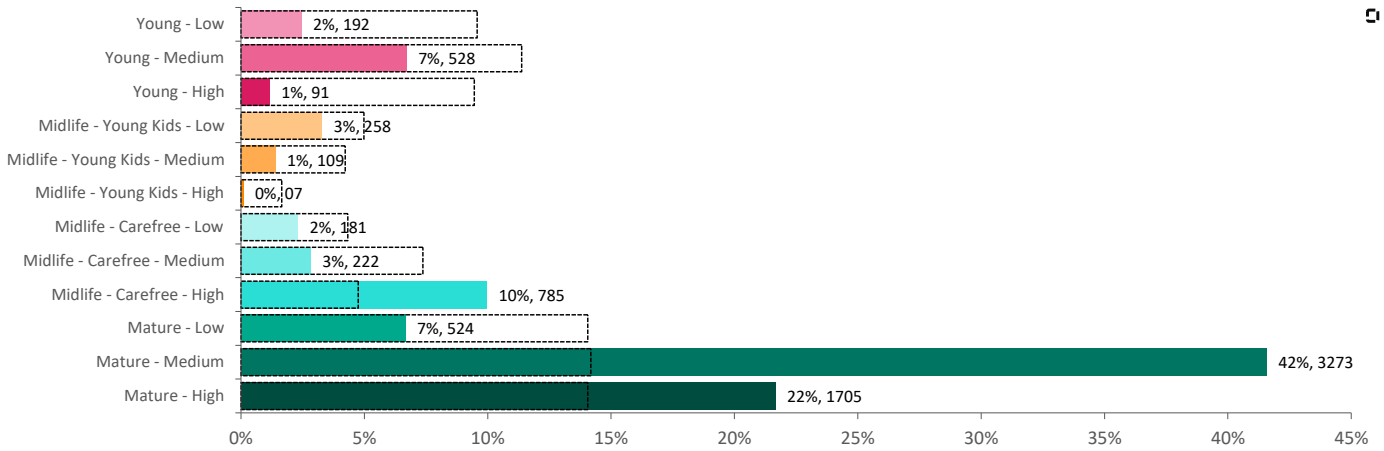
Base: GB



Mobile Data Summary - Dog Inn

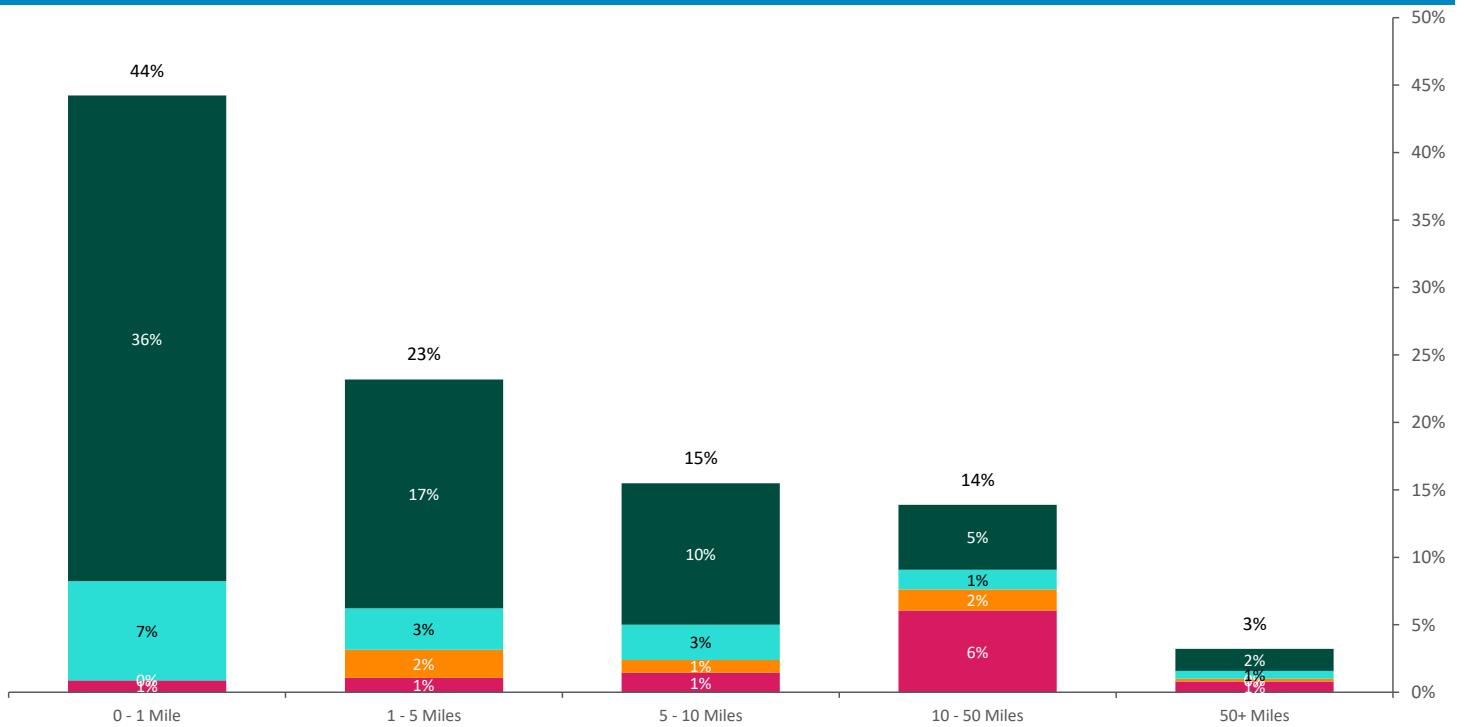
Polaris Plus Profile

GB %



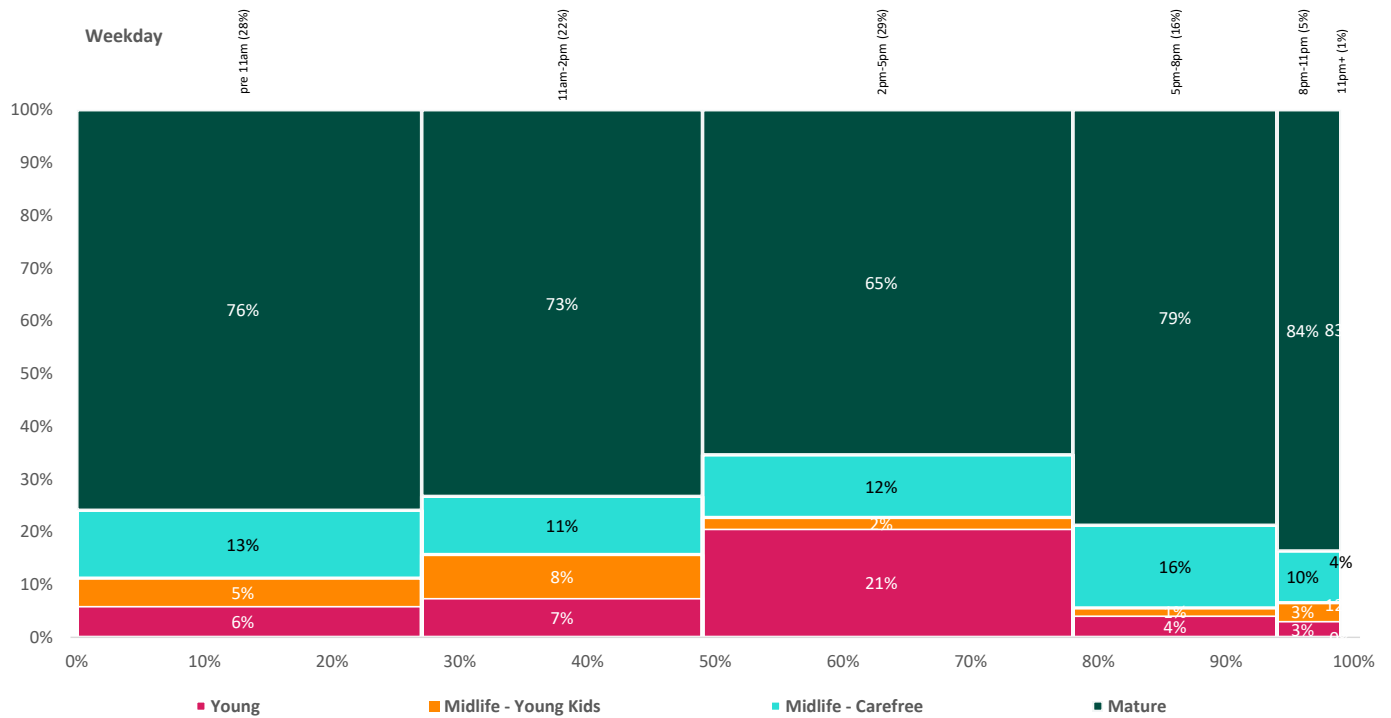
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



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

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,534	1,172	1,371	944	301	44	5,365
Midlife - Carefree	260	176	249	188	35	2	912
Midlife - Young Kids	106	132	44	17	12	6	319
Young	120	119	432	50	11	0	733
All	2,021	1,599	2,097	1,199	360	52	7,328

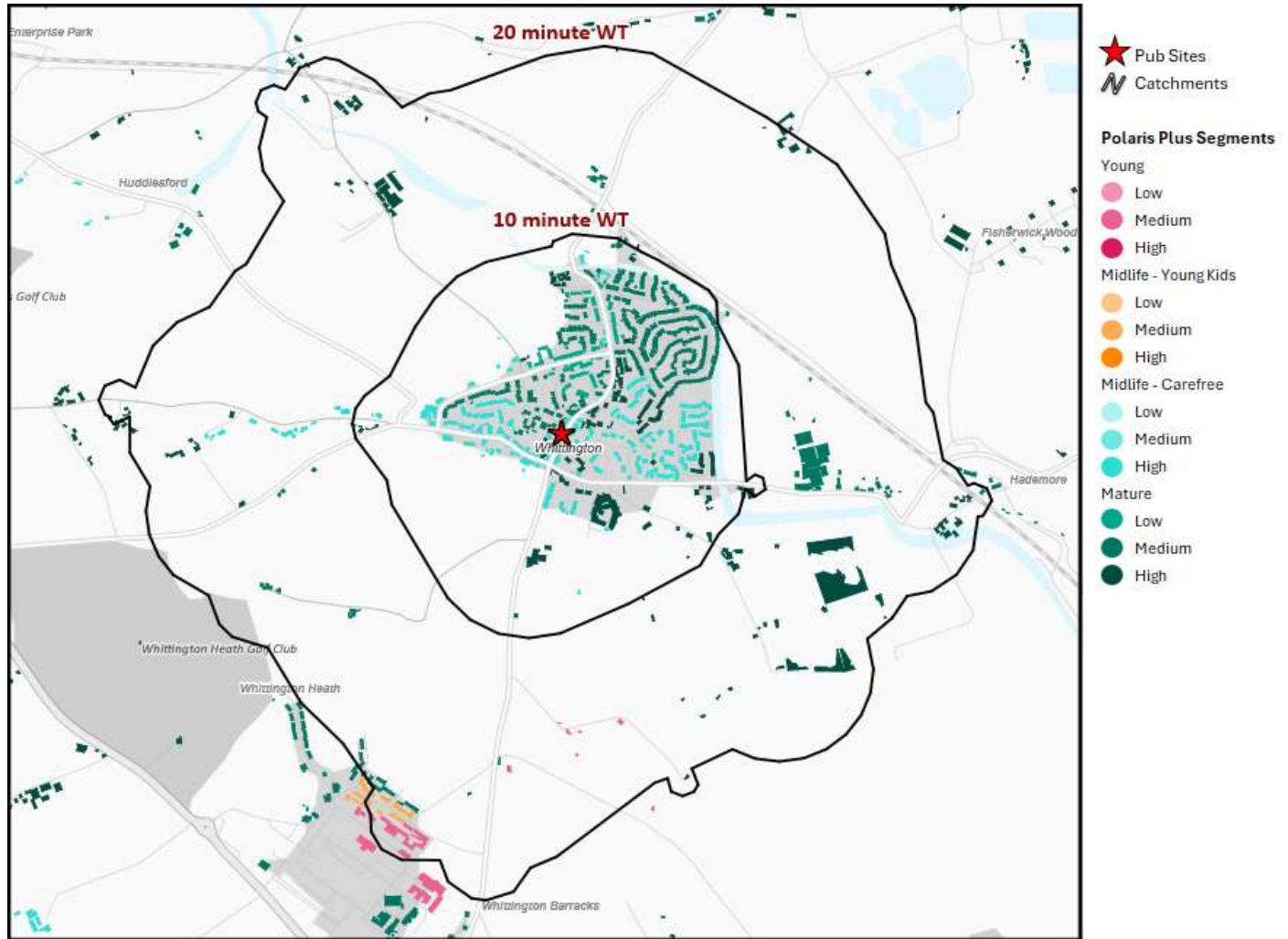
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	399	563	406	245	79	15	1,708
Midlife - Young Kids	109	147	109	55	16	10	447
Midlife - Carefree	23	79	6	7	2	0	117
Mature	52	41	46	24	8	4	176
All	584	830	568	331	106	29	2,447

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

Polaris Plus Summary - Dog Inn



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	0	0	17,200	0	0	65
Medium	0	73	8,632	0	29	29
High	0	0	4,197	0	0	23
Midlife - Young Kids						
Low	0	0	14,083	0	0	94
Medium	0	82	3,864	0	81	33
High	0	0	41	0	0	1
Midlife - Carefree						
Low	0	0	12,845	0	0	112
Medium	0	5	13,983	0	3	73
High	468	468	17,560	598	447	143
Mature						
Low	218	218	39,326	94	70	108
Medium	795	1,049	81,552	296	292	194
High	231	324	52,485	90	94	130
Not Private Households	0	70	2,690	0	286	94
Total	1,712	2,289	268,458			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Dog Inn



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Dog Inn	WS14 9JU	Star Pubs & Bars	Great Pub Great Food	3.4%	76.7%	0.00
1	Bell Inn	WS14 9JR	Star Pubs & Bars	Mainstream	4.3%	78.9%	0.11
2	Whittington Village Hall	WS14 9LR	Independent Free	Premium	10.1%	56.5%	0.13
3	Whittington Cricket Club	WS14 9LJ	Independent Free	Leisure	9.2%	51.5%	0.32
4	Coton House Farm	WS14 9LQ	Independent Free	Leisure	0.9%	23.8%	0.33
5	Plough Inn	WS13 8PY	Stonegate Pub Company	Premium	7.3%	74.3%	0.82
6	Lichfield Cruising Club	WS13 8PX	Independent Free	Super Premium	0.0%	0.0%	0.92
7	Whittington Barracks	WS14 9PY	Independent Free	Premium	10.5%	58.9%	1.01
8	Whittington Heath Golf Club	WS14 9PW	Independent Free	Leisure	0.0%	0.0%	1.10
9	Whittington Arms	WS14 9PS	Mitchells & Butlers	Great Pub Great Food	10.6%	59.8%	1.25
10	Darnford Moors Golf Club	WS14 9JG	Independent Free	Leisure	4.5%	72.5%	1.46
11	Lichfield Rugby Club	WS14 9JE	Independent Free	Premium	2.9%	66.6%	1.47
12	Horse and Jockey	WS14 9JE	Star Pubs & Bars	Premium	2.6%	75.7%	1.47
13	Turnpike	WS14 9XU	Marston's	Mainstream	3.9%	87.8%	1.86
14	Bod	WS13 8FT	Titanic	Mainstream	9.1%	87.9%	1.89
15	Elford Village Hall	B 79 9DA	Independent Free	Premium	0.0%	0.0%	2.13
16	Crown	B 79 9DB	Independent Free	Premium	0.0%	0.0%	2.18
17	Swinfen Hall Hotel	WS14 9RE	Independent Free	Great Pub Great Food	0.0%	0.0%	2.22
18	Coton and Hopwas Social Club	B 78 3AD	Independent Free	Mainstream	0.0%	0.0%	2.28
19	Red Lion	B 78 3AF	Star Pubs & Bars	Mainstream	9.9%	61.7%	2.31
20	Tame Otter	B 78 3AF	Mitchells & Butlers	Great Pub Great Food	10.7%	80.8%	2.31

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Dog Inn

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Over GB Average
Around GB Average
Under GB Average

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Premium	52	37,966	14.1%	99
Restaurant	78	60,086	22.4%	97
Super Premium	4	9,718	3.6%	92

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	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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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
Product needs	- 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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	
	