CACI

Catchment Summary - Red Cow Inn Stoke-On-Trent
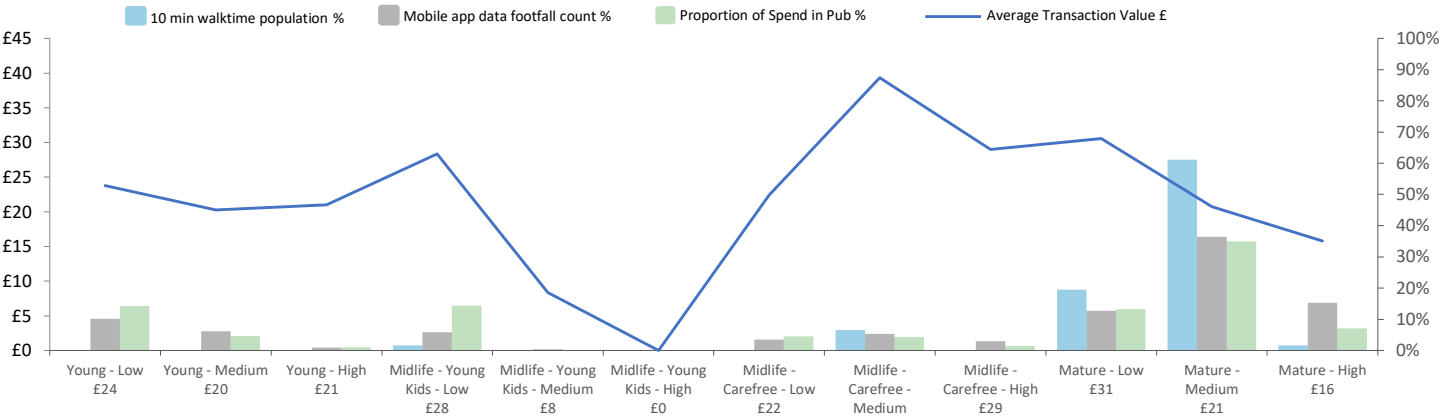
★ star
PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625465	Red Cow Inn Stoke-On-Trent	ST 9 0DT	Star Pubs & Bars	Premium Local	13
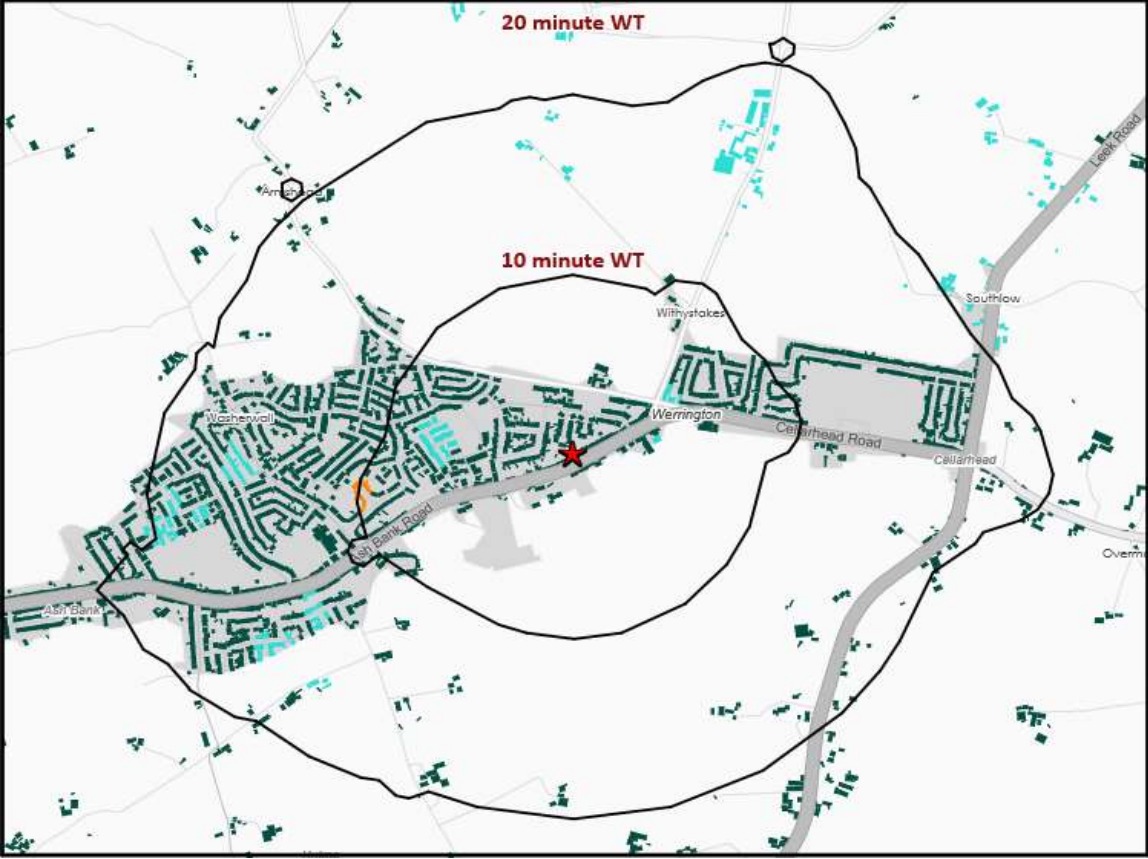
Polaris Segments

- Pub Sites
- Catchments
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

| Young - Low £24 | Young - Medium £20 | Young - High £21 | Midlife - Young Kids - Low £28 | Midlife - Young Kids - Medium £8 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £22 | Midlife - Carefree - Medium £39 | Midlife - Carefree - High £29 | Mature - Low £31 | Mature - Medium £21 | Mature - High £16 |

See the Glossary page for further information on the above variables

Catchment Summary - Red Cow Inn Stoke-On-Trent

★ star PUBS&BARS

*WT= Walktime, **DT= Drivetime

Legend					
🟩 Over GB Average					
⬜ Around GB Average					
🟥 Under GB Average					

		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	2,018	5,284	310,936	38	29	71
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	1,654	4,366	246,493	37	29	71
	Competition Pubs	2	2	333	11	6	80
	Adults 18+ per Competition Pub	827	2,183	740	96	254	86
	% Adults Likely to Drink	79.2%	80.4%	75.3%	104	105	99
Affluence	Low	21.2%	11.0%	52.8%	64	33	159
	Medium	67.8%	71.1%	35.9%	178	187	94
	High	1.6%	14.2%	10.0%	6	52	36
*Affluence does not include Not Private Households							
Age Profile	18-24	134	285	25,515	82	66	101
	25-34	160	513	40,290	59	73	97
	35-44	236	552	39,394	88	79	96
	45-64	490	1,440	78,379	95	106	98
	65+	634	1,576	62,915	164	155	105
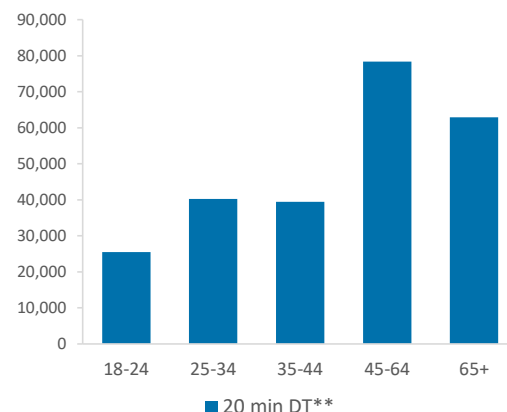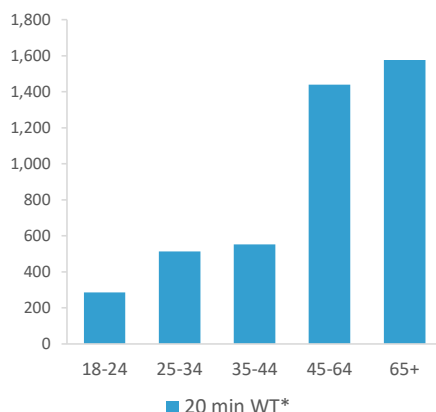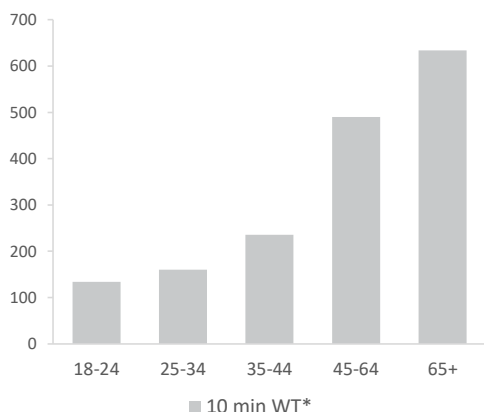
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	978 (48%)	2,560 (48%)	154,596 (50%)	99	99	102
	Female	1,040 (52%)	2,724 (52%)	156,340 (50%)	101	101	99
Economic Status (16+)	Employed: Full-time	555 (32%)	1,497 (33%)	86,395 (34%)	92	96	99
	Employed: Part-time	163 (9%)	497 (11%)	29,815 (12%)	79	92	99
	Self employed	132 (8%)	373 (8%)	19,169 (8%)	82	89	82
	Unemployed	34 (2%)	53 (1%)	6,367 (3%)	70	42	91
	Full-time student	32 (2%)	83 (2%)	5,923 (2%)	77	77	98
	Retired	592 (34%)	1,584 (35%)	59,594 (23%)	155	160	107
	Other	238 (14%)	445 (10%)	46,549 (18%)	78	56	105
	Total Worker Count	809	1,369	147,607			

See the Glossary page for further information on the above variables

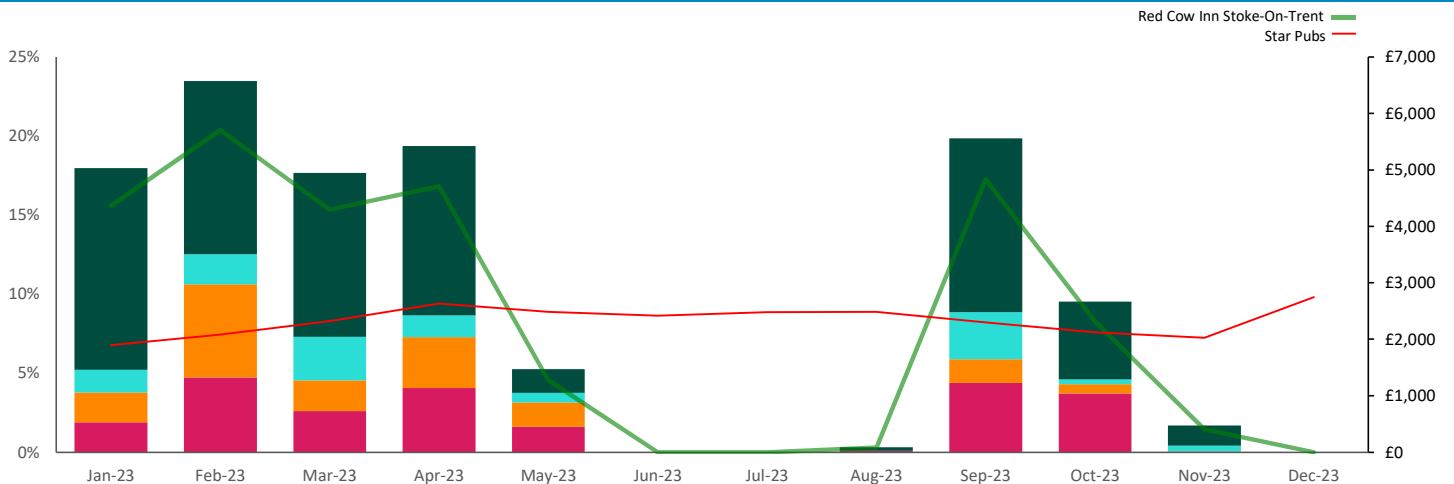# Transactional Data Summary - Red Cow Inn Stoke-On-Trent

Spend by Polaris Plus

Young - Low — 14.3%
Young - Medium — 4.6%
Young - High — 1.1%
Midlife - Young Kids - Low — 14.4%
Midlife - Young Kids - Medium — 0.0%
Midlife - Young Kids - High — 0.0%
Midlife - Carefree - Low — 4.5%
Midlife - Carefree - Medium — 4.3%
Midlife - Carefree - High — 1.4%
Mature - Low — 13.3%
Mature - Medium — 35.0%
Mature - High — 7.1%
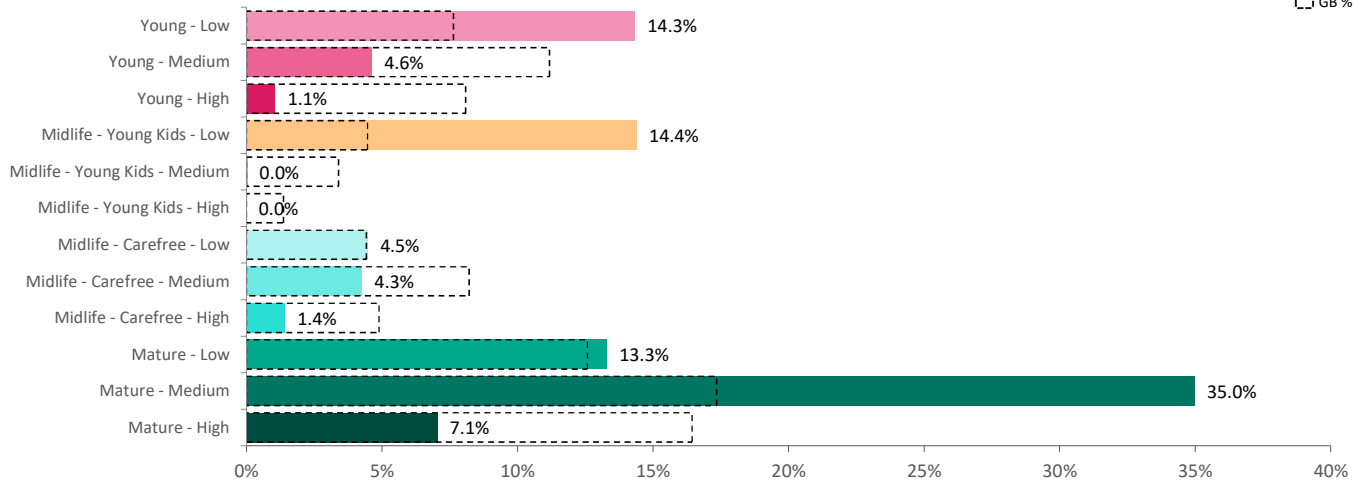
Percentage of total sales split by Polaris Plus segment within the pub

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

Young - Low — 14.0%
Young - Medium — 5.0%
Young - High — 1.0%
Midlife - Young Kids - Low — 12.0%
Midlife - Young Kids - Medium — 0.0%
Midlife - Young Kids - High — 0.0%
Midlife - Carefree - Low — 5.0%
Midlife - Carefree - Medium — 3.0%
Midlife - Carefree - High — 1.0%
Mature - Low — 10.0%
Mature - Medium — 39.0%
Mature - High — 10.0%
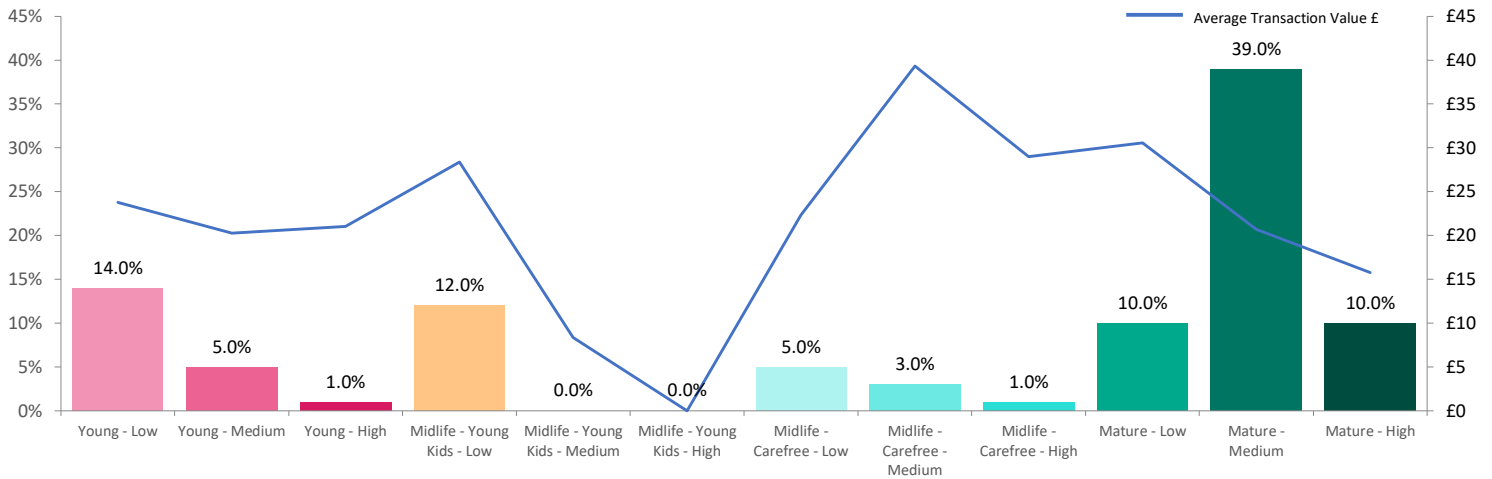
Average transaction value of sales (£) within the pub split by Polaris Plus
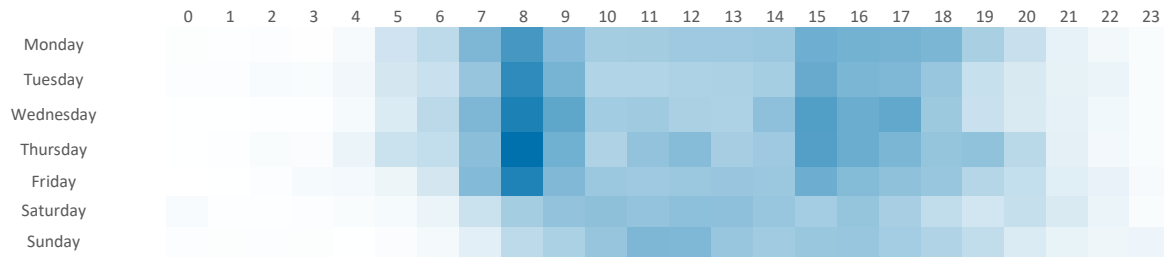
Spend by Month and Polaris
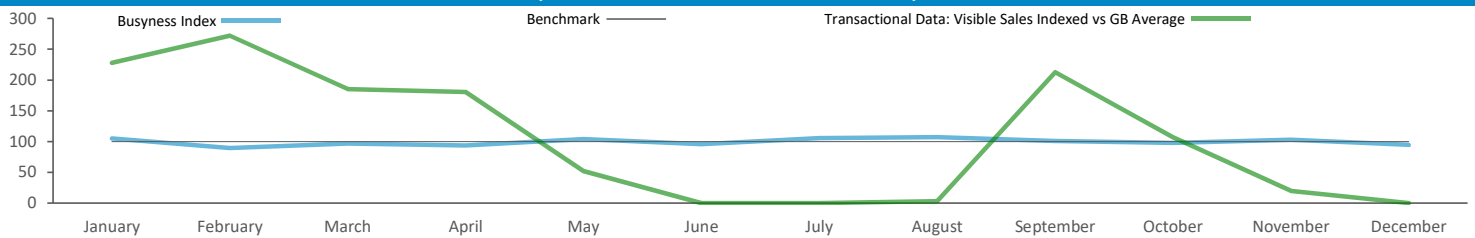

Seasonality of the spend split by month

Mobile Data Summary - Red Cow Inn Stoke-On-Trent
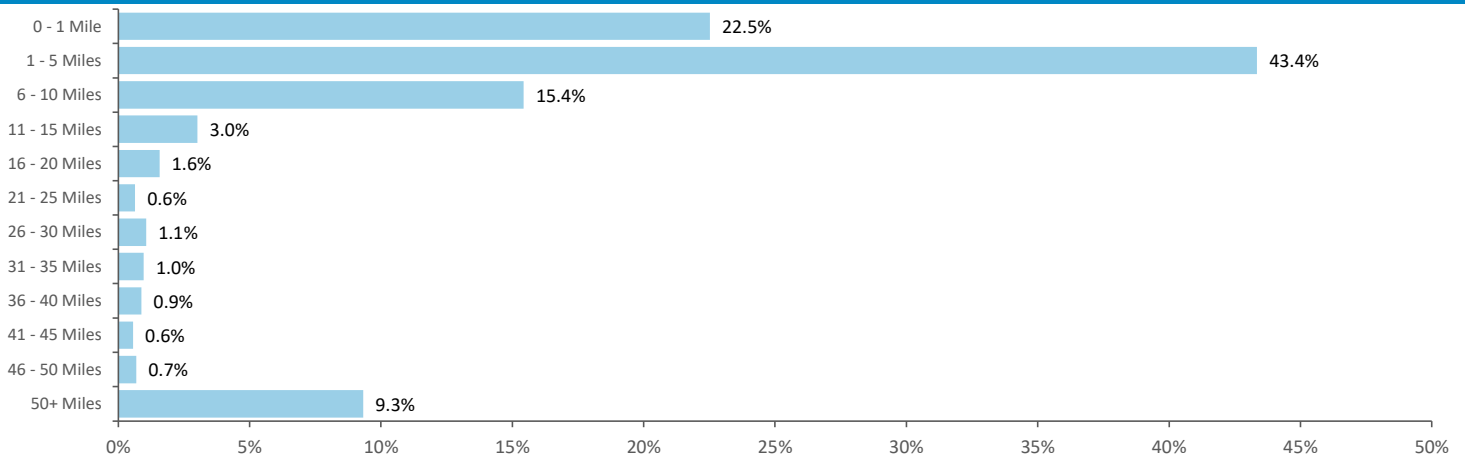
Time of Day/Day of Week

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

Distance	%
0 - 1 Mile	22.5%
1 - 5 Miles	43.4%
6 - 10 Miles	15.4%
11 - 15 Miles	3.0%
16 - 20 Miles	1.6%
21 - 25 Miles	0.6%
26 - 30 Miles	1.1%
31 - 35 Miles	1.0%
36 - 40 Miles	0.9%
41 - 45 Miles	0.6%
46 - 50 Miles	0.7%
50+ Miles	9.3%

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

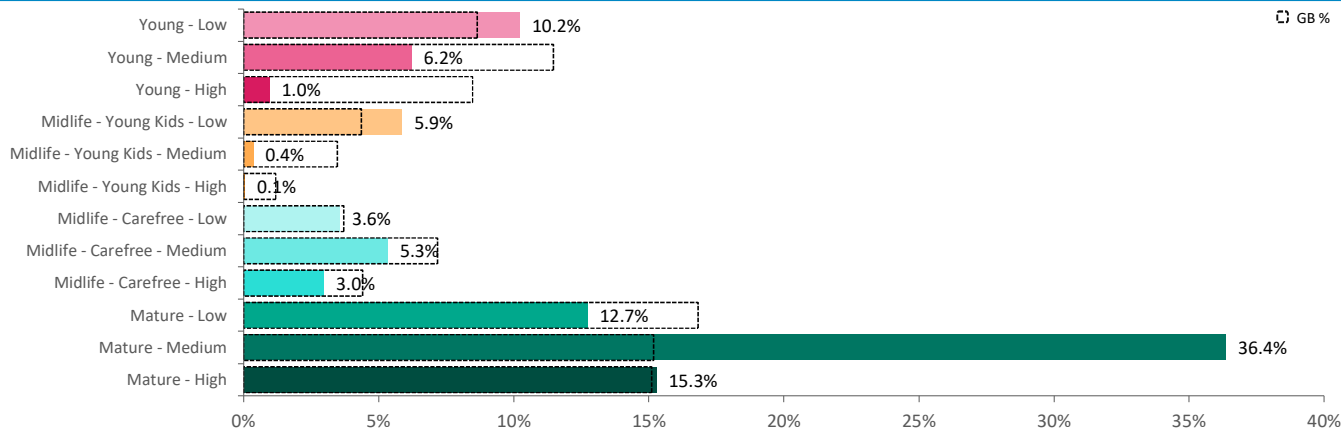## Audience Classification by Polaris Plus

Base: GB

Classification	%
Resident	34.2%
Worker	17.1%
Tourist	14.9%
Local Tourist	33.8%
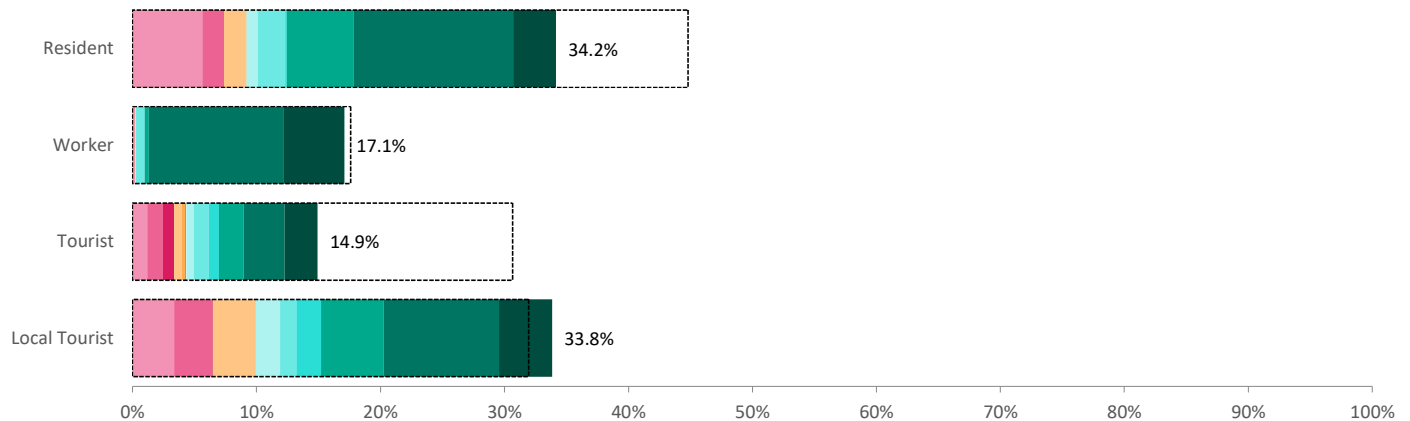
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
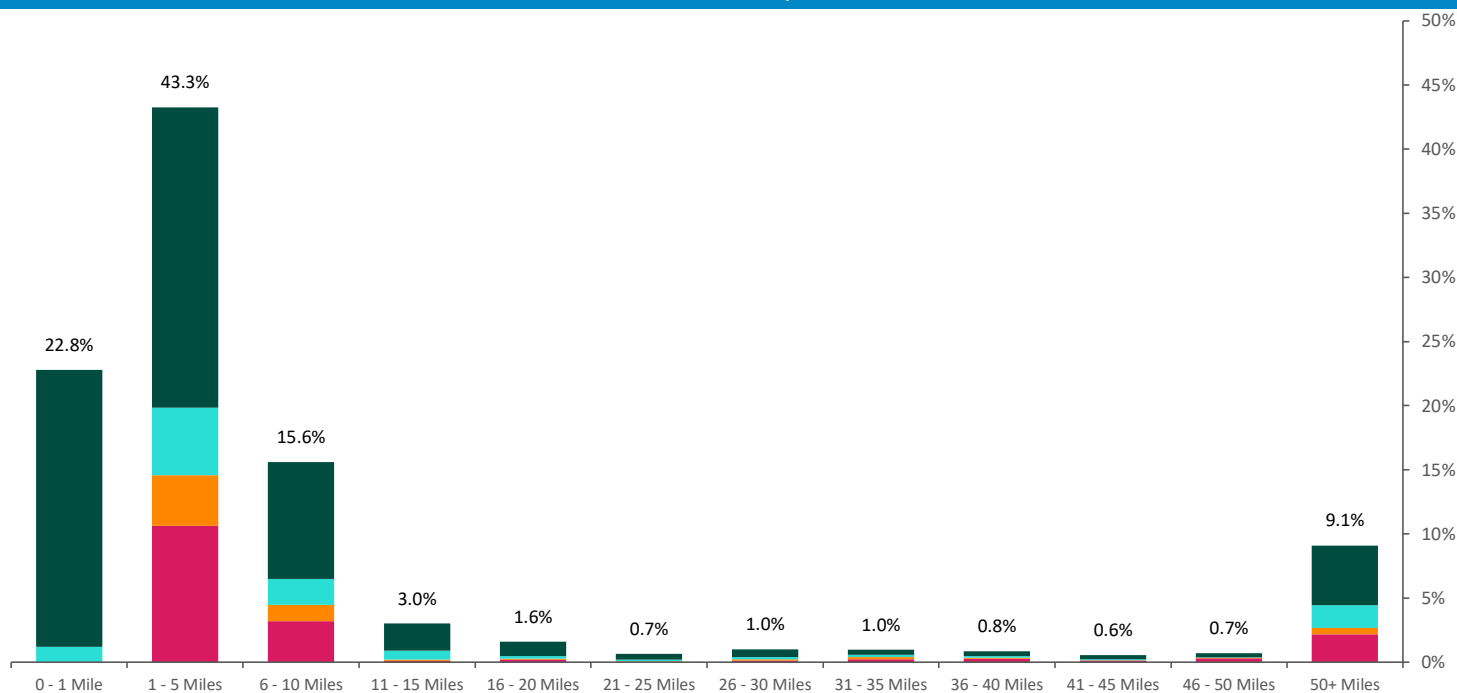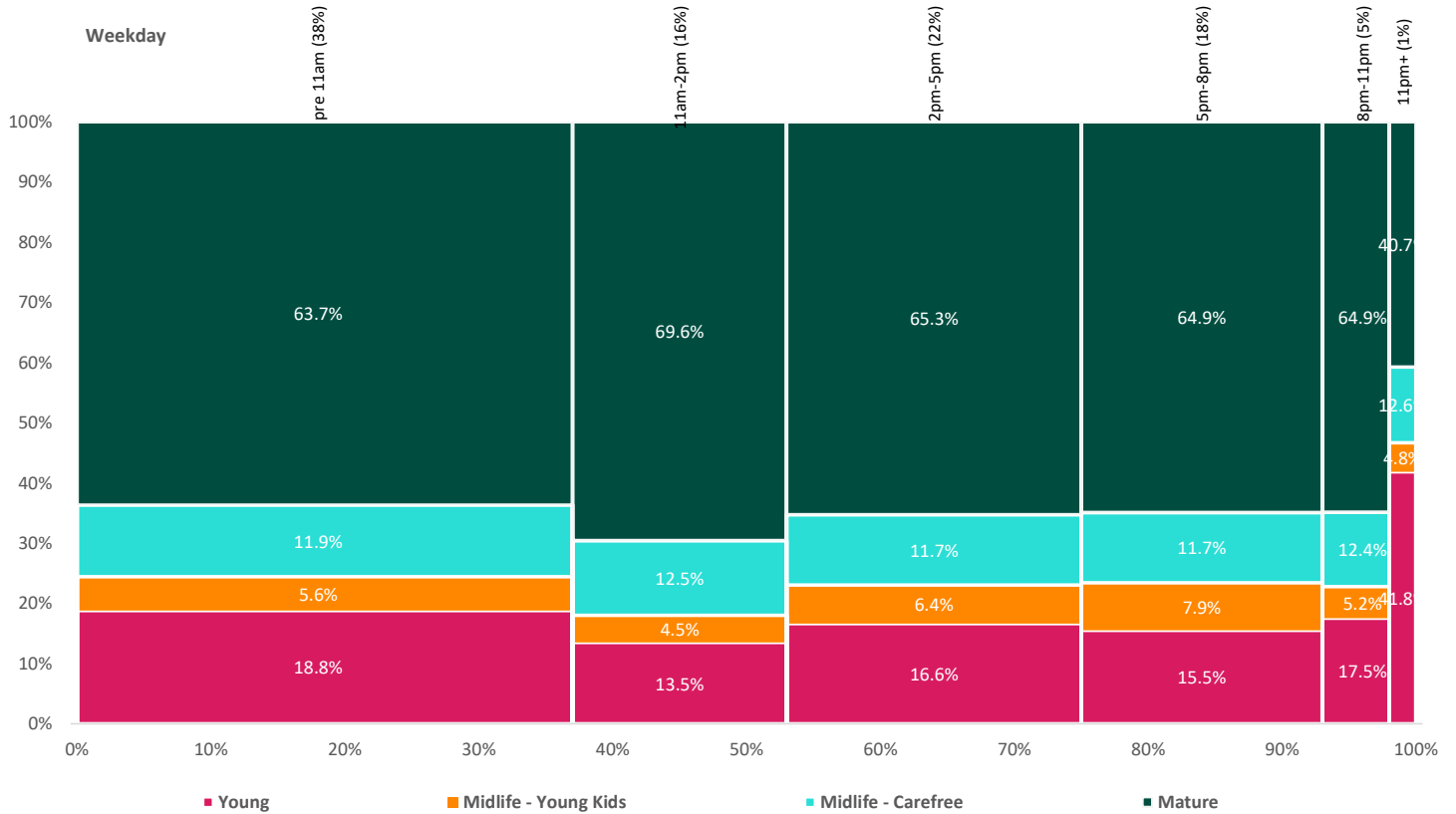
Mobile Data Summary - Red Cow Inn Stoke-On-Trent

Polaris Plus Profile

Category	Value
Young - Low	10.2%
Young - Medium	6.2%
Young - High	1.0%
Midlife - Young Kids - Low	5.9%
Midlife - Young Kids - Medium	0.4%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	3.6%
Midlife - Carefree - Medium	5.3%
Midlife - Carefree - High	3.0%
Mature - Low	12.7%
Mature - Medium	36.4%
Mature - High	15.3%

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

Distance	Value
0 - 1 Mile	22.8%
1 - 5 Miles	43.3%
6 - 10 Miles	15.6%
11 - 15 Miles	3.0%
16 - 20 Miles	1.6%
21 - 25 Miles	0.7%
26 - 30 Miles	1.0%
31 - 35 Miles	1.0%
36 - 40 Miles	0.8%
41 - 45 Miles	0.6%
46 - 50 Miles	0.7%
50+ Miles	9.1%

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

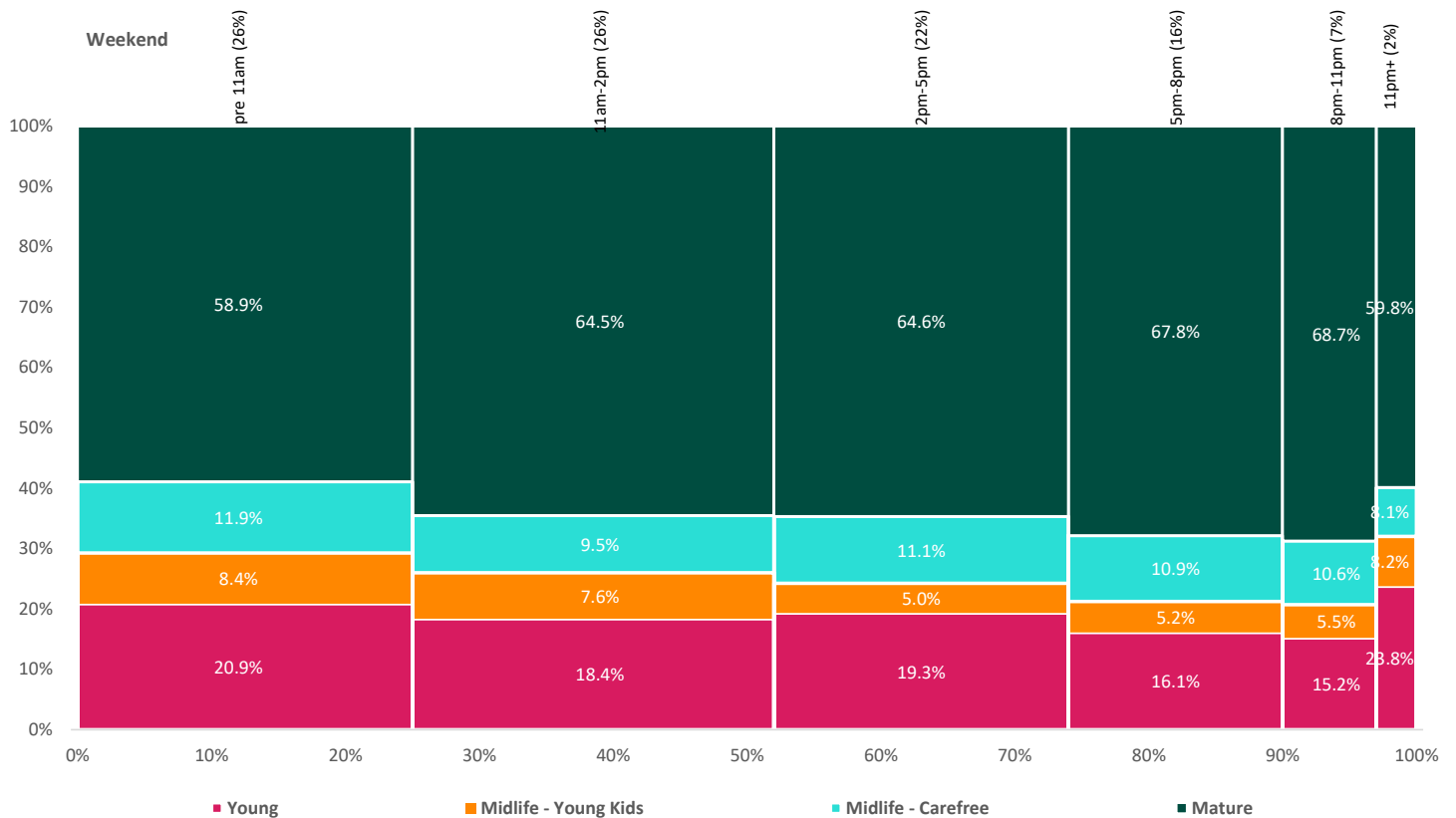## Mobile Data Summary - Red Cow Inn Stoke-On-Trent

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

Weekday

pre 11am (38%) | 11am-2pm (16%) | 2pm-5pm (22%) | 5pm-8pm (18%) | 8pm-11pm (5%) | 11pm+ (1%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	63.7%	69.6%	65.3%	64.9%	64.9%	40.7%
Midlife - Carefree	11.9%	12.5%	11.7%	11.7%	12.4%	12.6%
Midlife - Young Kids	5.6%	4.5%	6.4%	7.9%	5.2%	4.8%
Young	18.8%	13.5%	16.6%	15.5%	17.5%	41.8%

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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

Weekend

pre 11am (26%) | 11am-2pm (26%) | 2pm-5pm (22%) | 5pm-8pm (16%) | 8pm-11pm (7%) | 11pm+ (2%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	58.9%	64.5%	64.6%	67.8%	68.7%	59.8%
Midlife - Carefree	11.9%	9.5%	11.1%	10.9%	10.6%	8.1%
Midlife - Young Kids	8.4%	7.6%	5.0%	5.2%	5.5%	8.2%
Young	20.9%	18.4%	19.3%	16.1%	15.2%	23.8%

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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

CACI

Polaris Summary - Red Cow Inn Stoke-On-Trent

star PUBS & BARS

Legend:
- ★ Pub Sites
- Ⓝ Catchment

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
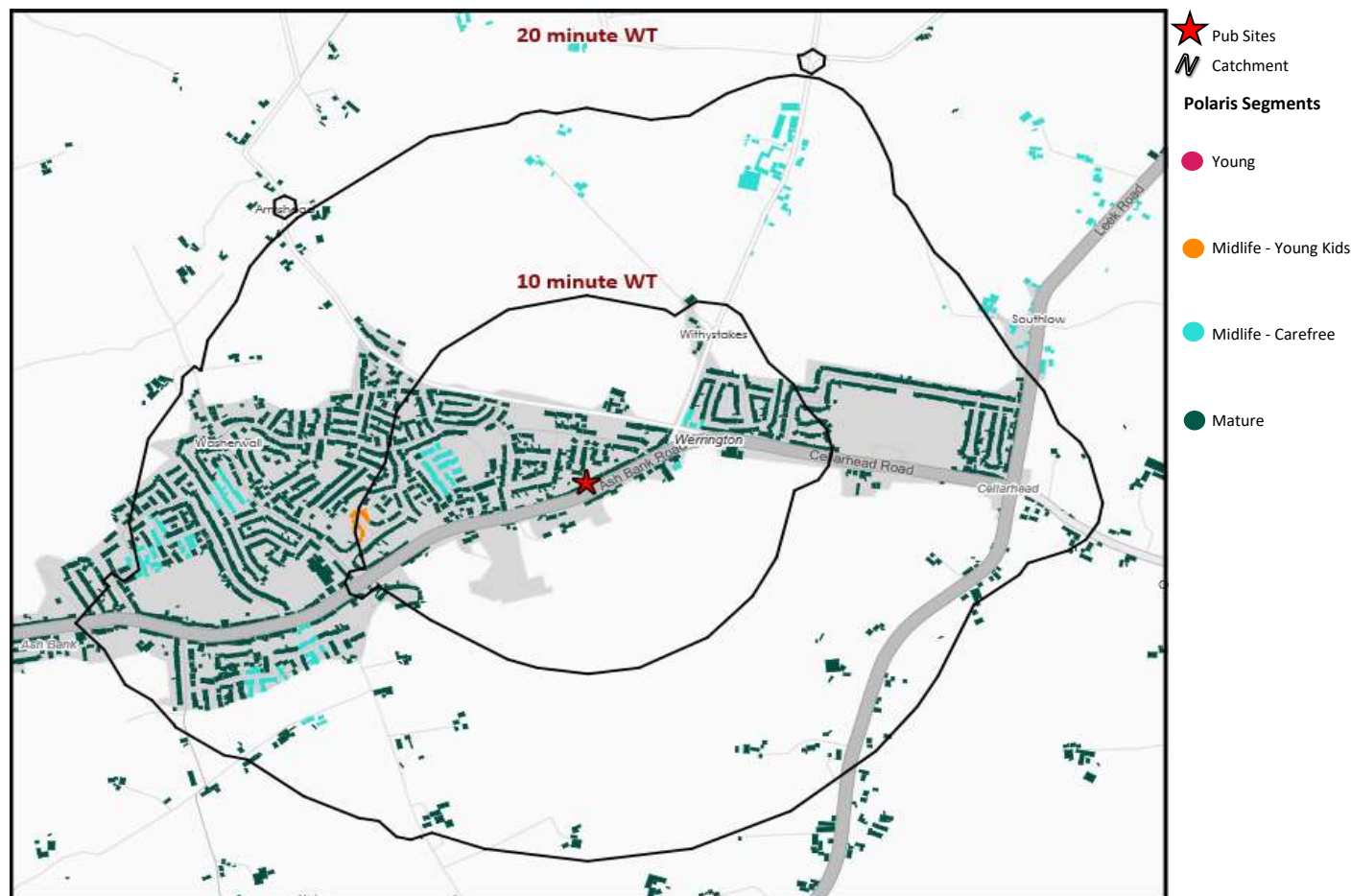
Polaris Profile by Catchment

*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	0	0	82,351	0	0	121
Midlife - Young Kids	28	28	26,115	15	6	97
Midlife - Carefree	109	267	30,450	42	39	78
Mature	1,361	3,915	104,215	185	202	95
Not Private Households	156	156	3,362	719	272	104
Total	1,654	4,366	246,493			

CACI

Polaris Plus Summary - Red Cow Inn Stoke-On-Trent
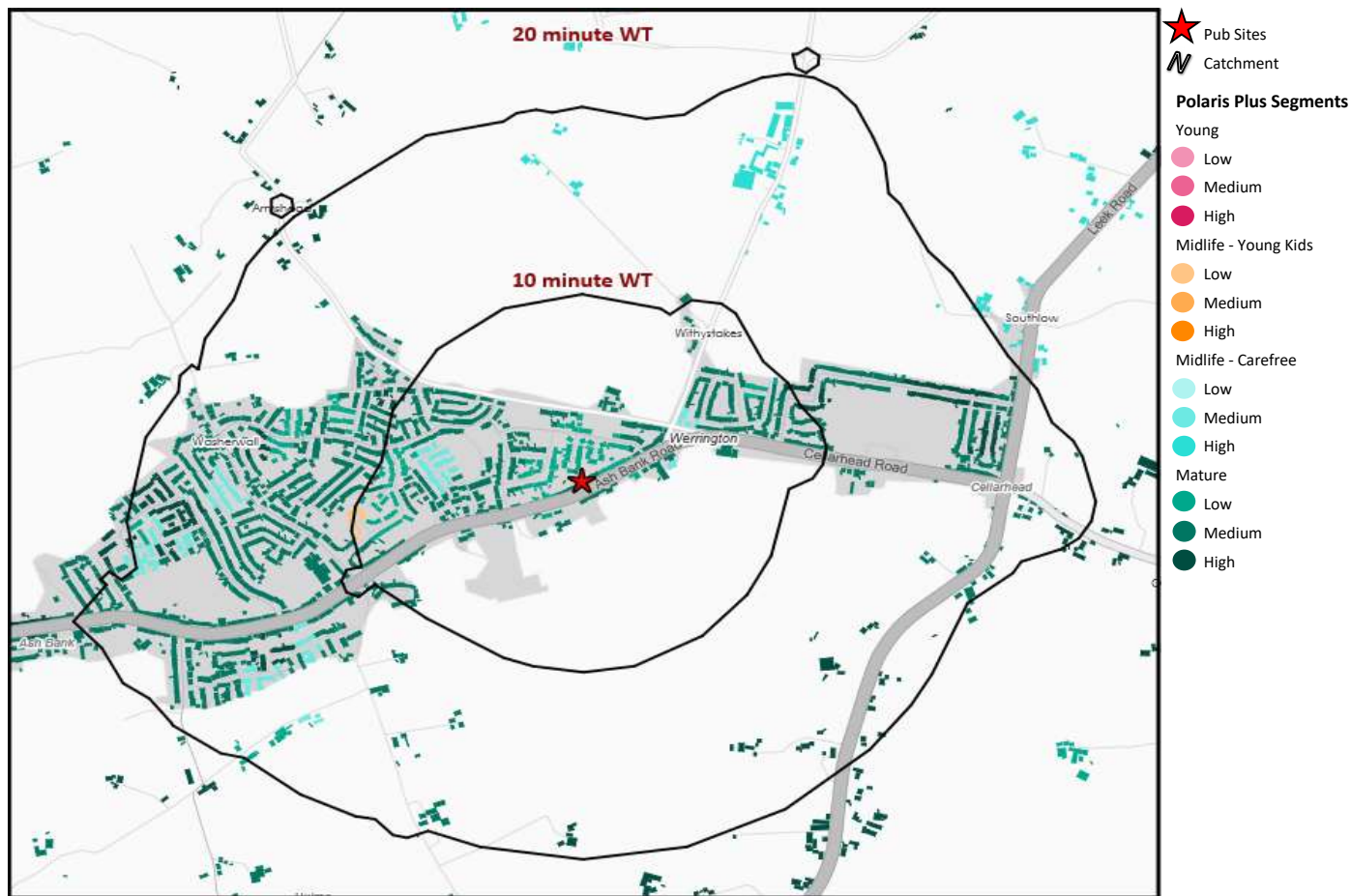
Polaris Plus Profile by Catchment

*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	49,961	0	0	206
Medium	0	0	31,406	0	0	116
High	0	0	984	0	0	6
Midlife - Young Kids						
Low	28	28	25,514	31	12	189
Medium	0	0	601	0	0	6
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	18,280	0	0	176
Medium	109	267	8,037	92	85	46
High	0	0	4,133	0	0	38
Mature						
Low	322	454	36,449	142	76	108
Medium	1,012	2,839	48,352	391	415	125
High	27	622	19,414	11	95	53
Not Private Households	156	156	3,362	719	272	104
Total	1,654	4,366	246,493			

CGA Summary - Red Cow Inn Stoke-On-Trent

Legend:
- ★ Pub Sites
- Ν 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)
0	Red Cow Inn	ST 9 0DT	Star Pubs & Bars	Premium Local	0.0
0	Windmill Inn	ST 9 0DT	Greene King	Premium Local	0.0
2	Red Onion	ST 9 0JS	Independent Free	Restaurants	0.6
3	Moorville Hall Hotel	ST 9 0DG	Independent Free	Hotel	0.7
4	Mantra	ST 9 0DQ	Independent Free	Restaurants	0.7
5	Ashbank	ST 2 9EB	Mitchells & Butlers	Family Pub Dining	1.0

Per Pub Analysis - Red Cow Inn Stoke-On-Trent

*WT= Walktime, **DT= Drivetime

Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,654	4,366	246,493
Number of Competition Pubs	2	2	333
Adults 18+ per Competition Pub	827	2,183	740

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	2	0.1%	1
Circuit Bar	0	24	1.4%	35
Community Pub	0	457	27.7%	145
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	193	11.7%	66
High Street Pub	0	432	26.1%	142
Premium Local	2	281	17.0%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	44	1.0%	13
Circuit Bar	0	33	0.8%	19
Community Pub	0	1,026	23.5%	123
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	815	18.7%	105
High Street Pub	0	1,014	23.2%	126
Premium Local	2	1,010	23.1%	140

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	12,261	5.0%	62
Circuit Bar	11	12,539	5.1%	125
Community Pub	91	63,795	25.9%	135
Craft Led	0	7,256	2.9%	85
Great Pub Great Food	7	26,364	10.7%	60
High Street Pub	39	61,570	25.0%	136
Premium Local	53	33,029	13.4%	81

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.

	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	• 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**

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			