CACI

Catchment Summary - White Swan Grantham
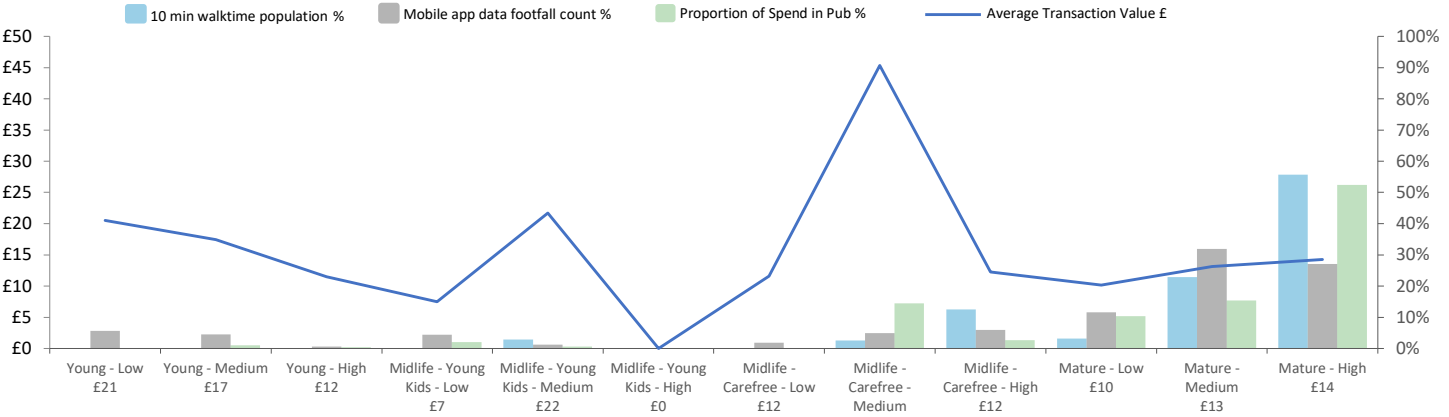
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
626212	White Swan Grantham	NG32 1BH	Star Pubs & Bars	Premium Local	17

Pub Sites
Catchments

Polaris Segments

● 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 £

Segment	Value
Young - Low	£21
Young - Medium	£17
Young - High	£12
Midlife - Young Kids - Low	£7
Midlife - Young Kids - Medium	£22
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£12
Midlife - Carefree - Medium	£45
Midlife - Carefree - High	£12
Mature - Low	£10
Mature - Medium	£13
Mature - High	£14

See the Glossary page for further information on the above variables

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Catchment Summary - White Swan Grantham

★ star
PUBS & BARS

*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	1,710	1,987	112,180	32	11	26
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	1,399	1,627	89,595	31	11	26
	Competition Pubs	1	1	107	6	3	26
	Adults 18+ per Competition Pub	1,399	1,627	837	163	189	97
	% Adults Likely to Drink	81.9%	80.9%	78.3%	107	106	103
Affluence	Low	3.2%	14.0%	29.1%	10	42	87
	Medium	28.5%	24.5%	44.6%	75	64	117
	High	68.3%	61.5%	24.2%	250	225	88
*Affluence does not include Not Private Households							
Age Profile	18-24	77	92	6,785	55	57	74
	25-34	90	112	12,980	39	42	87
	35-44	220	238	13,741	97	90	92
	45-64	465	540	30,608	106	106	106
	65+	547	645	25,481	166	169	118
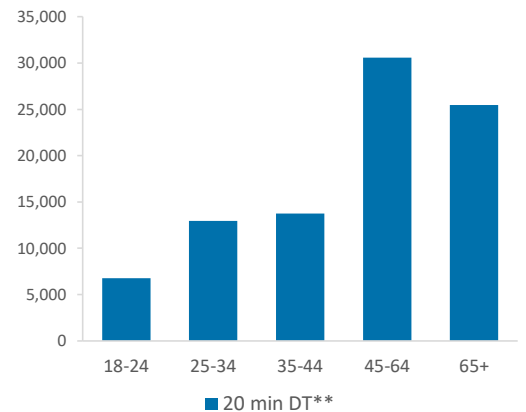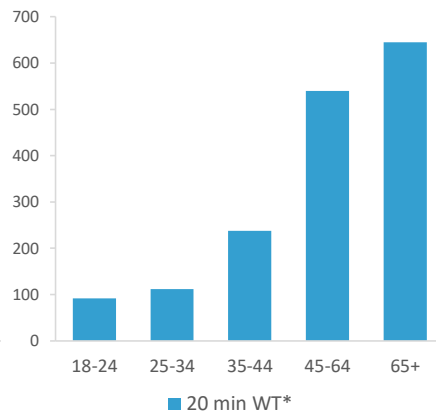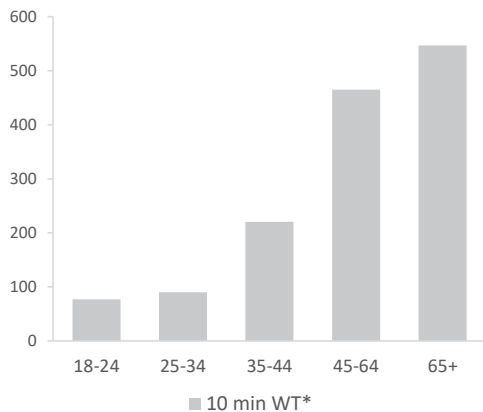
Legend:
- Over GB Average
- Around GB Average
- Under GB Average

		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**
Gender	Male	840 (49%)	956 (48%)	55,124 (49%)	100	98	100
	Female	870 (51%)	1,031 (52%)	57,056 (51%)	100	102	100
Economic Status (16+)	Employed: Full-time	433 (30%)	491 (30%)	32,510 (35%)	88	86	102
	Employed: Part-time	184 (13%)	213 (13%)	11,308 (12%)	109	108	103
	Self employed	123 (9%)	146 (9%)	8,361 (9%)	94	96	98
	Unemployed	19 (1%)	19 (1%)	2,142 (2%)	48	42	84
	Full-time student	11 (1%)	11 (1%)	1,330 (1%)	33	28	61
	Retired	472 (33%)	549 (33%)	23,416 (25%)	152	152	116
	Other	181 (13%)	225 (14%)	13,191 (14%)	73	78	82
	Total Worker Count	466	585	51,334			

See the Glossary page for further information on the above variables
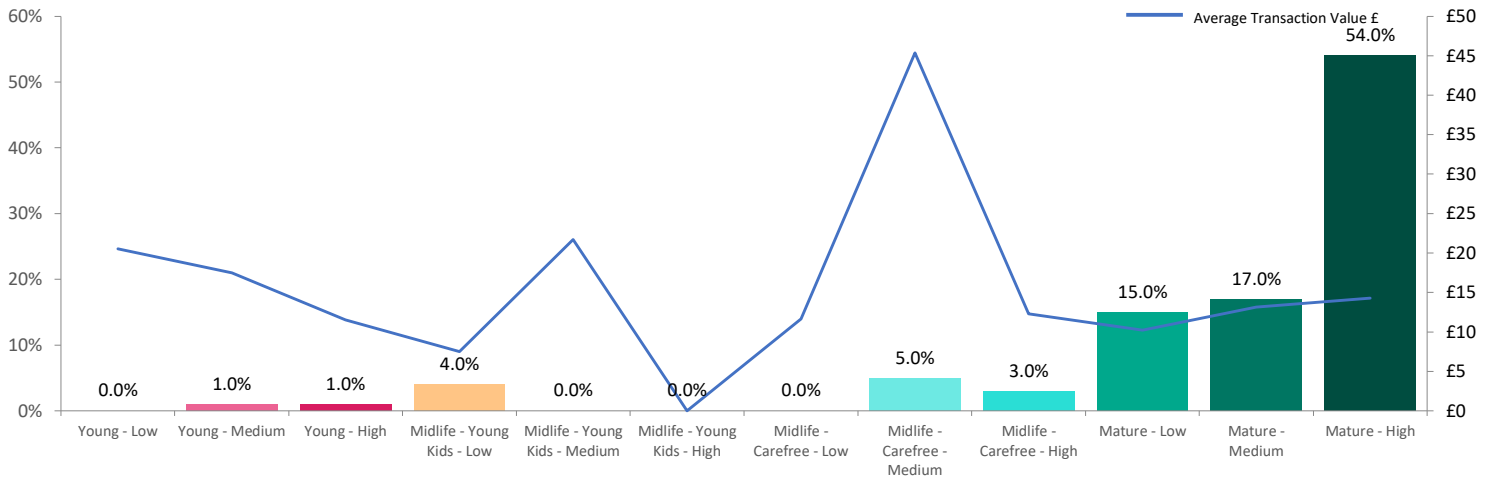
Transactional Data Summary - White Swan Grantham

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.2%
Young - Medium	1.1%
Young - High	0.4%
Midlife - Young Kids - Low	2.1%
Midlife - Young Kids - Medium	0.6%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.1%
Midlife - Carefree - Medium	14.4%
Midlife - Carefree - High	2.7%
Mature - Low	10.4%
Mature - Medium	15.4%
Mature - High	52.5%

Percentage of total sales split by Polaris Plus segment within the pub
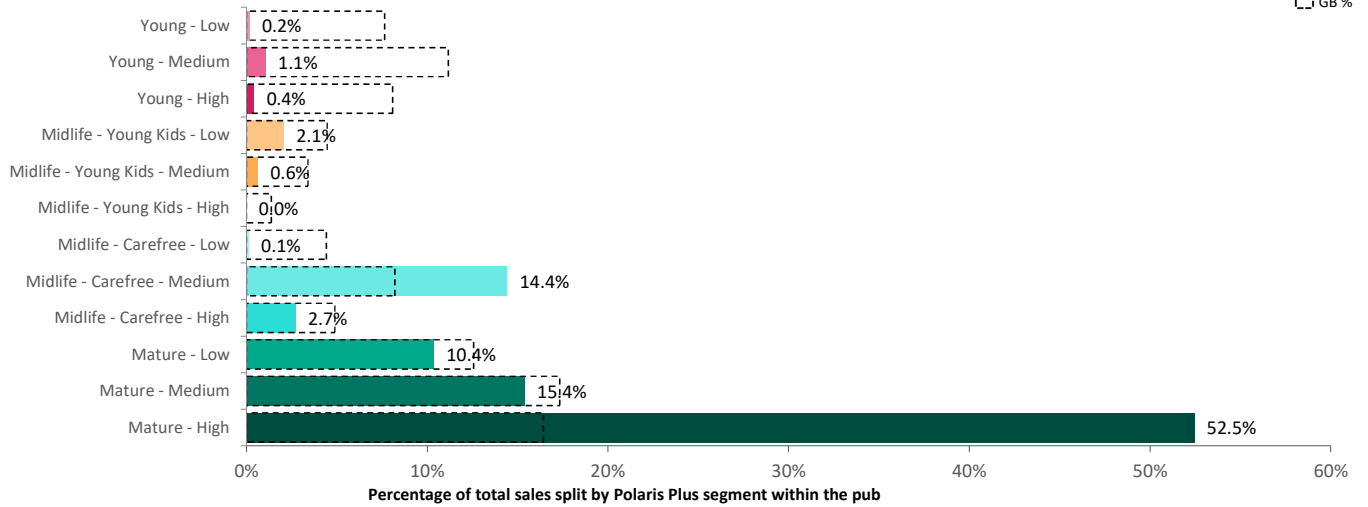
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	0.0%
Young - Medium	1.0%
Young - High	1.0%
Midlife - Young Kids - Low	4.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	3.0%
Mature - Low	15.0%
Mature - Medium	17.0%
Mature - High	54.0%

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

Spend by Month and Polaris

White Swan Grantham
Star Pubs
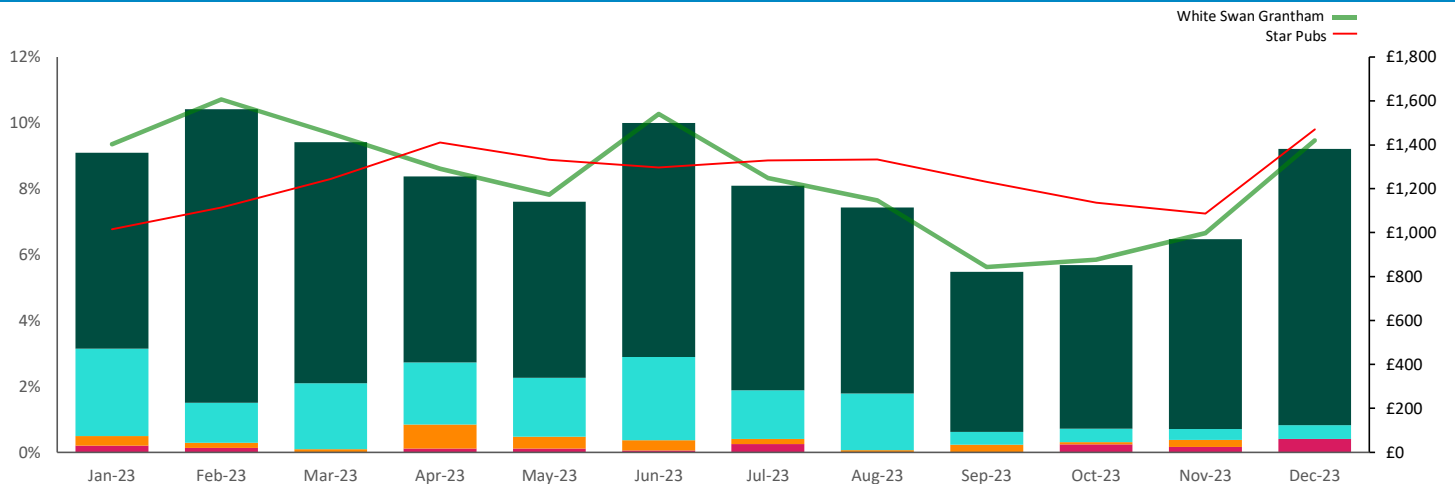
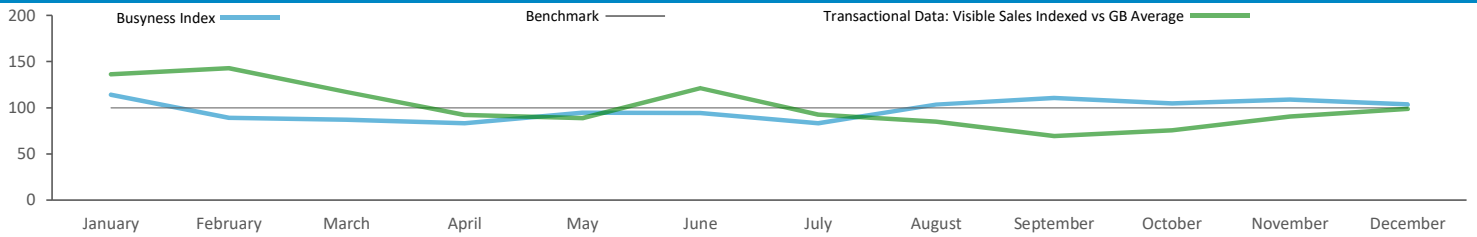Seasonality of the spend split by month

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Mobile Data Summary - White Swan Grantham
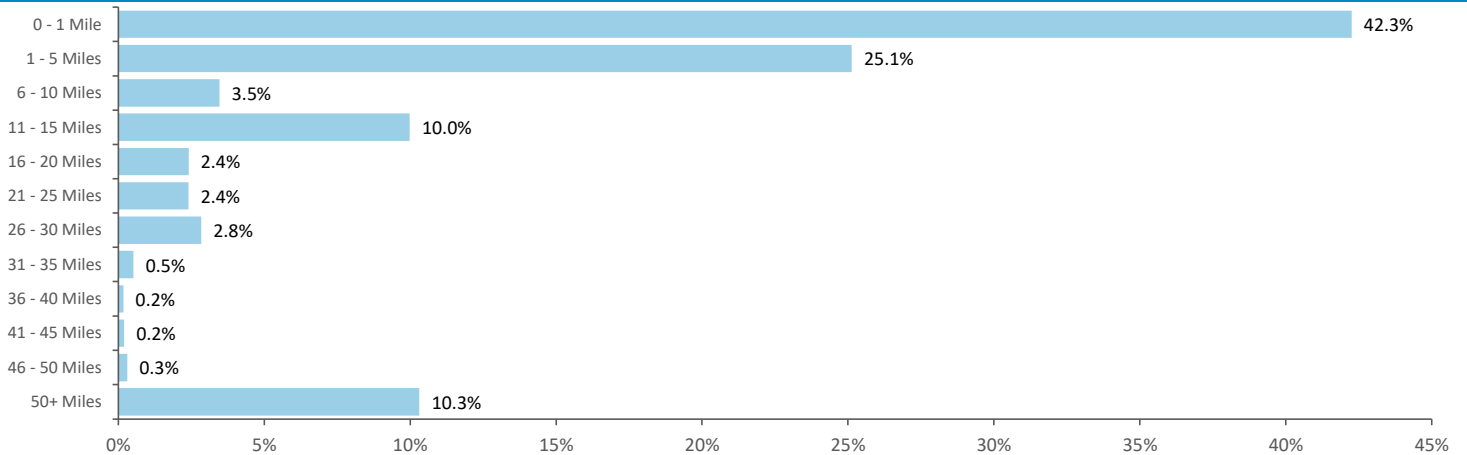
star
PUBS & BARS

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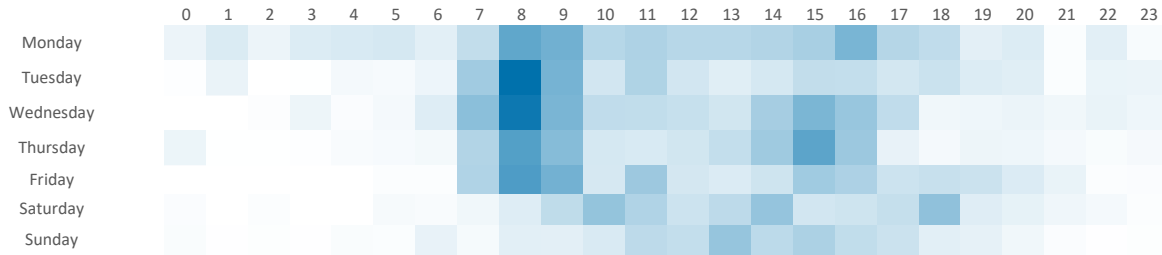
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average

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	Percentage
0 - 1 Mile	42.3%
1 - 5 Miles	25.1%
6 - 10 Miles	3.5%
11 - 15 Miles	10.0%
16 - 20 Miles	2.4%
21 - 25 Miles	2.4%
26 - 30 Miles	2.8%
31 - 35 Miles	0.5%
36 - 40 Miles	0.2%
41 - 45 Miles	0.2%
46 - 50 Miles	0.3%
50+ Miles	10.3%

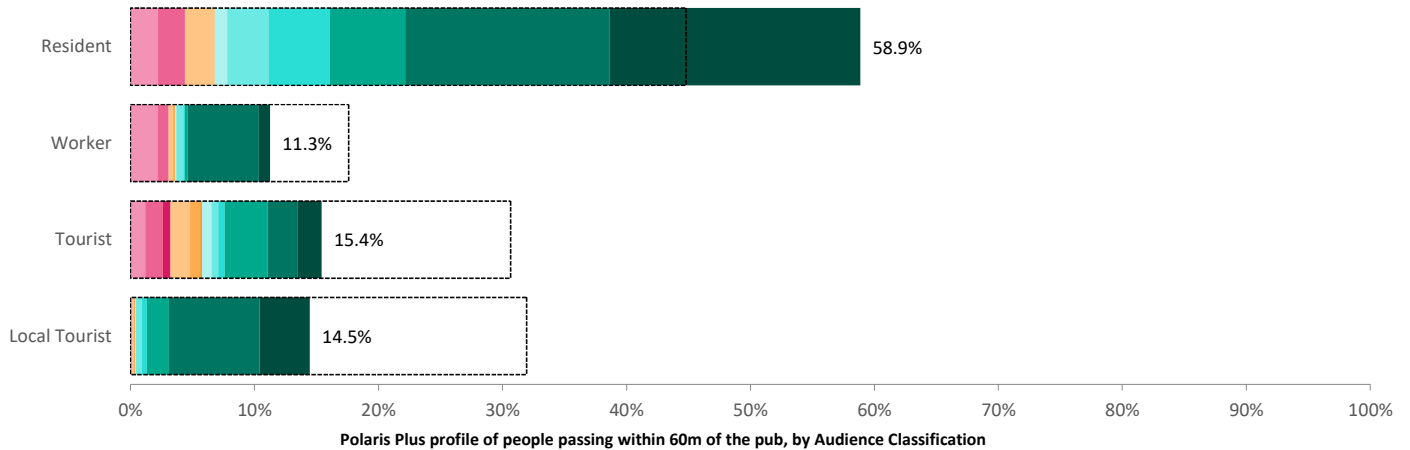**Illustrates how far those seen within 60m of the pub have travelled from their home location to get there**

Audience Classification by Polaris Plus
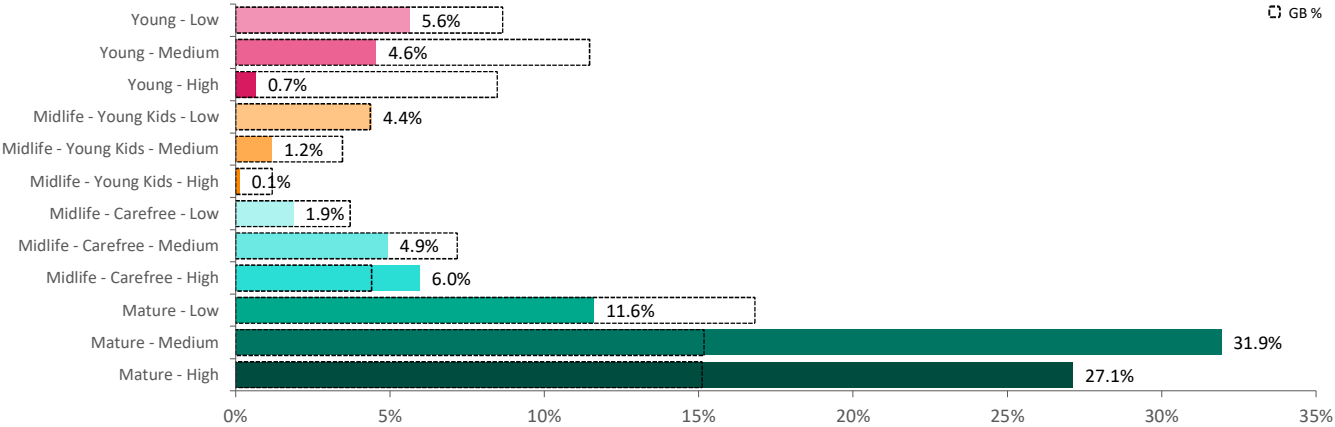
Base: GB

Classification	Percentage
Resident	58.9%
Worker	11.3%
Tourist	15.4%
Local Tourist	14.5%

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

Mobile Data Summary - White Swan Grantham

star
PUBS&BARS
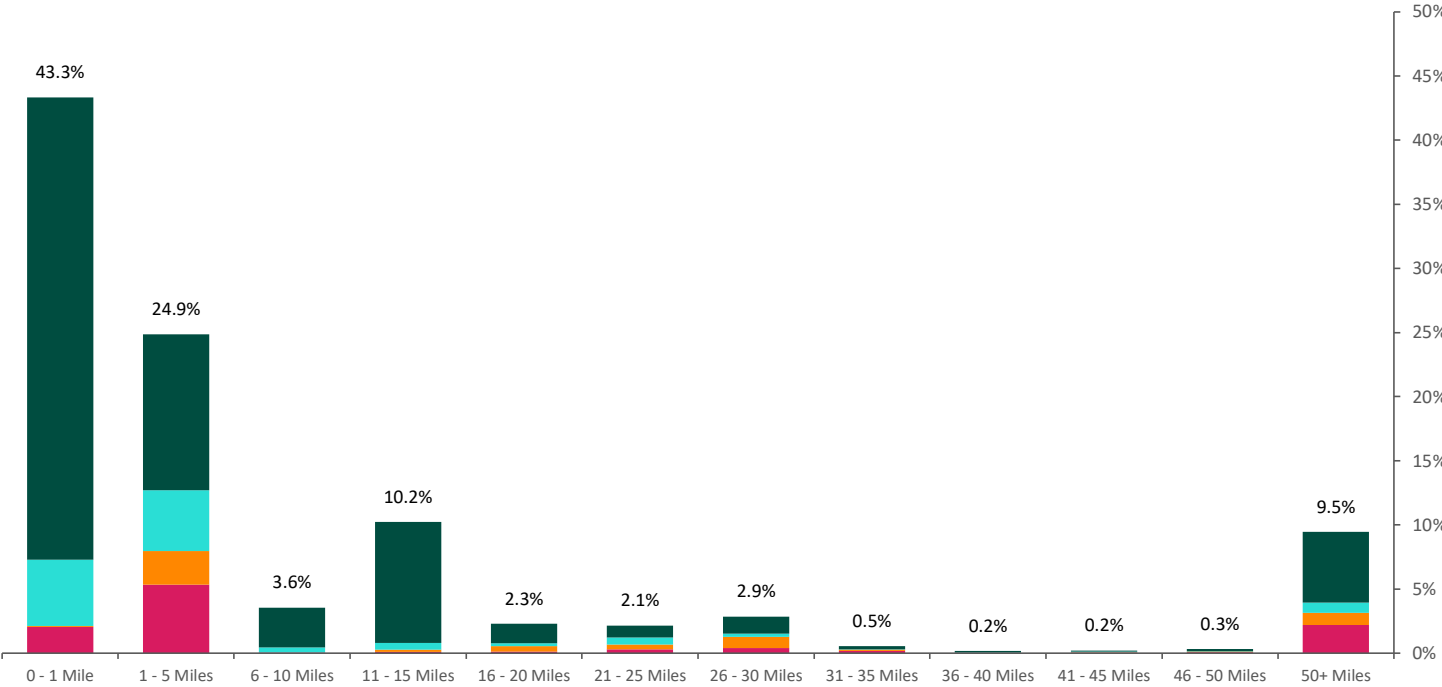
Polaris Plus Profile

GB %

Category	%
Young - Low	5.6%
Young - Medium	4.6%
Young - High	0.7%
Midlife - Young Kids - Low	4.4%
Midlife - Young Kids - Medium	1.2%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	1.9%
Midlife - Carefree - Medium	4.9%
Midlife - Carefree - High	6.0%
Mature - Low	11.6%
Mature - Medium	31.9%
Mature - High	27.1%

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	%
0 - 1 Mile	43.3%
1 - 5 Miles	24.9%
6 - 10 Miles	3.6%
11 - 15 Miles	10.2%
16 - 20 Miles	2.3%
21 - 25 Miles	2.1%
26 - 30 Miles	2.9%
31 - 35 Miles	0.5%
36 - 40 Miles	0.2%
41 - 45 Miles	0.2%
46 - 50 Miles	0.3%
50+ Miles	9.5%

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

CACI

star PUBS&BARS

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

Weekday

	pre 11am (44%)	11am-2pm (14%)	2pm-5pm (23%)	5pm-8pm (10%)	8pm-11pm (5%)	11pm+ (4%)
Mature	75.0%	68.3%	76.1%	71.8%	68.7%	89.8%
Midlife - Carefree	9.7%	9.1%	9.4%	14.0%	14.3%	
Midlife - Young Kids	4.2%	10.7%	5.4%	3.8%	3.0%	
Young	11.1%	11.9%	9.1%	10.4%	14.1%	8.0%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
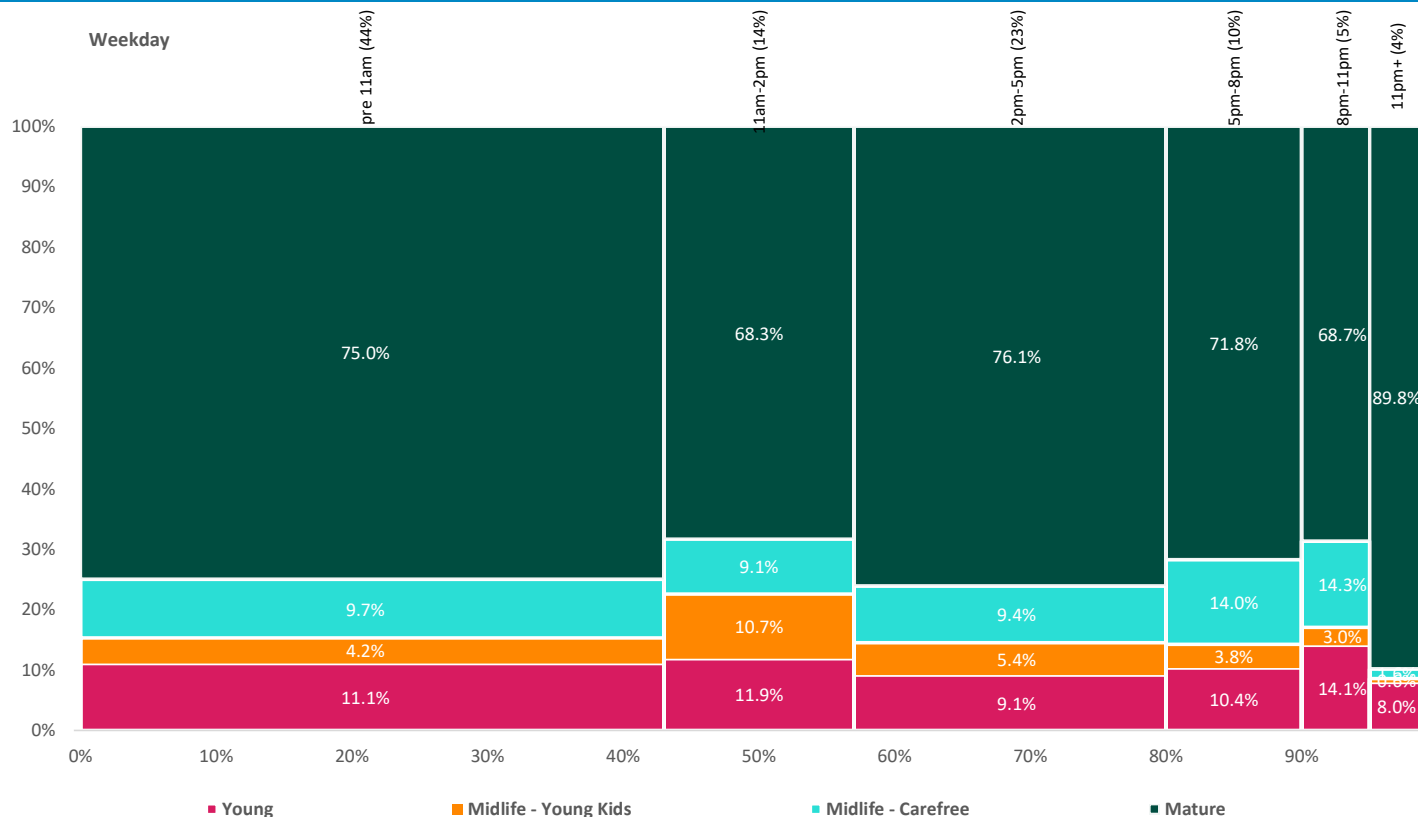
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (24%)	11am-2pm (27%)	2pm-5pm (25%)	5pm-8pm (18%)	8pm-11pm (5%)	11pm+ (2%)
Mature	56.3%	61.1%	61.4%	60.1%	55.2%	15.2%
						8.7%
Midlife - Carefree	16.4%	22.1%	14.3%	19.0%	9.9%	0.0%
Midlife - Young Kids	7.1%	6.0%	10.7%	4.2%	4.0%	75.1%
Young	20.1%	10.8%	13.6%	16.7%	31.0%	

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
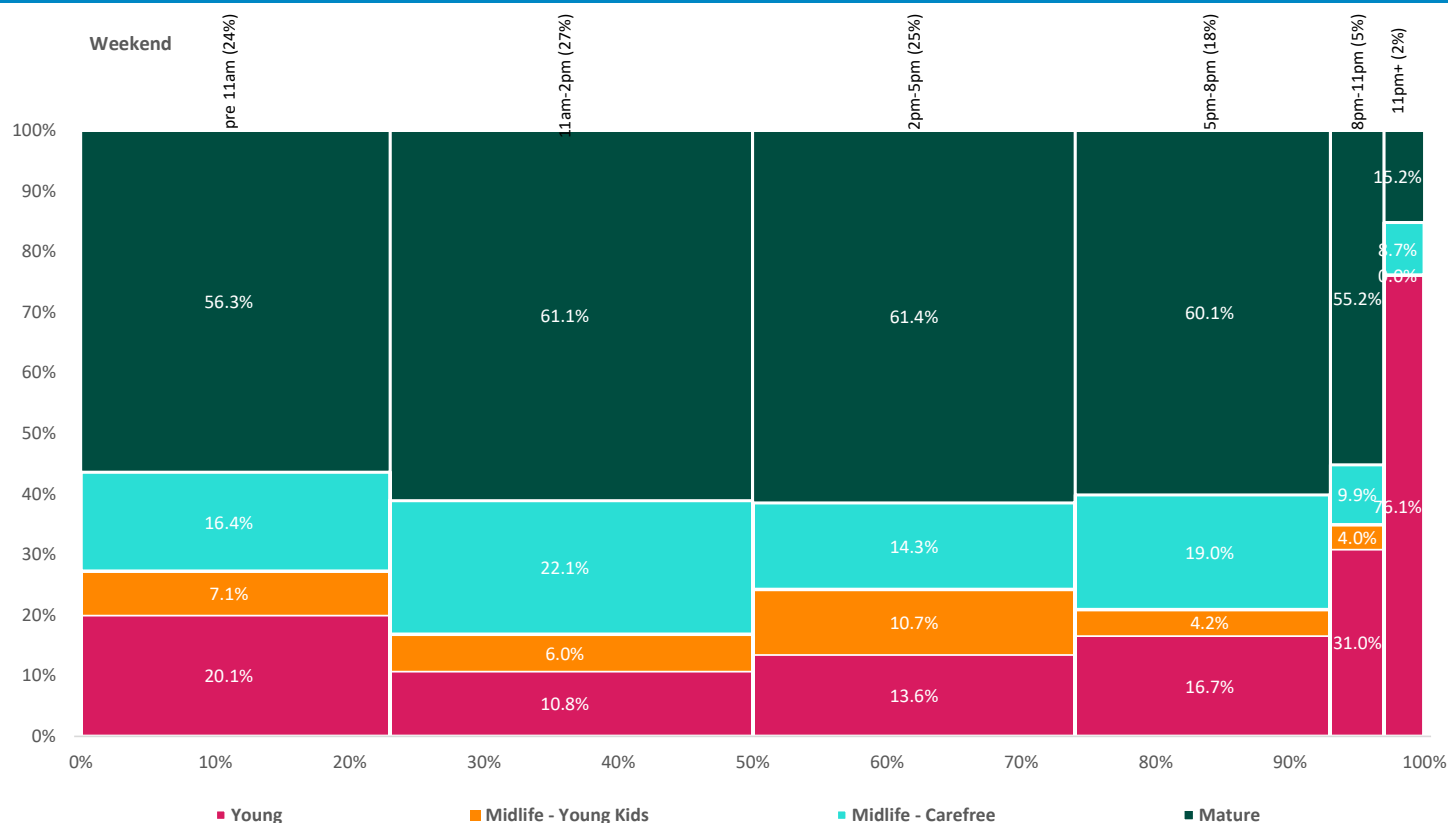
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

CACI

Polaris Summary - White Swan Grantham

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	15,249	0	0	62
Midlife - Young Kids	41	41	6,988	27	23	71
Midlife - Carefree	212	212	12,352	96	82	87
Mature	1,146	1,374	53,055	185	190	133
Not Private Households	0	0	1,951	0	0	166
Total	1,399	1,627	89,595			

Polaris Plus Summary - White Swan Grantham

Pub Sites
Catchment

Polaris Plus Segments

Young
- 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**
Young						
Low	0	0	5,669	0	0	64
Medium	0	0	9,250	0	0	94
High	0	0	330	0	0	5
Midlife - Young Kids						
Low	0	0	5,919	0	0	120
Medium	41	41	1,027	68	58	26
High	0	0	42	0	0	4
Midlife - Carefree						
Low	0	0	2,502	0	0	66
Medium	37	37	5,157	37	32	80
High	175	175	4,693	281	242	118
Mature						
Low	45	228	11,947	23	102	97
Medium	321	321	24,532	146	126	175
High	780	825	16,576	372	338	123
Not Private Households	0	0	1,951	0	0	166
Total	1,399	1,627	89,595			

CGA Summary - White Swan Grantham

Legend:
- ★ 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)
0	White Swan	NG32 1BH	Star Pubs & Bars	Premium Local	0.0
1	Miller & Carter	NG31 8SR	Mitchells & Butlers	Restaurants	1.1
2	Gala Bingo	NG31 7XS	Gala Group	Large Venue	1.2

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Per Pub Analysis - White Swan Grantham

star PUBS&BARS

	Over GB Average
	Around GB Average
	Under GB Average
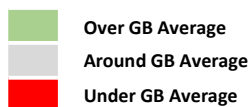
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,399	1,627	89,595
Number of Competition Pubs	1	1	107
Adults 18+ per Competition Pub	1,399	1,627	837

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	76	5.4%	67
Circuit Bar	0	9	0.6%	16
Community Pub	0	138	9.9%	52
Craft Led	0	2	0.2%	5
Great Pub Great Food	0	528	37.7%	213
High Street Pub	0	123	8.8%	48
Premium Local	1	486	34.7%	211

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	79	4.9%	60
Circuit Bar	0	22	1.4%	34
Community Pub	0	232	14.3%	75
Craft Led	0	2	0.1%	4
Great Pub Great Food	0	550	33.8%	191
High Street Pub	0	194	11.9%	65
Premium Local	1	510	31.3%	190

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	3,919	4.4%	54
Circuit Bar	4	2,765	3.1%	76
Community Pub	12	19,204	21.4%	112
Craft Led	0	1,740	1.9%	56
Great Pub Great Food	4	16,427	18.3%	104
High Street Pub	10	18,173	20.3%	110
Premium Local	21	17,756	19.8%	120

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.

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
"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**

Consumer Insight / Product needs

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			