

Catchment Summary - Shoemakers Leicester



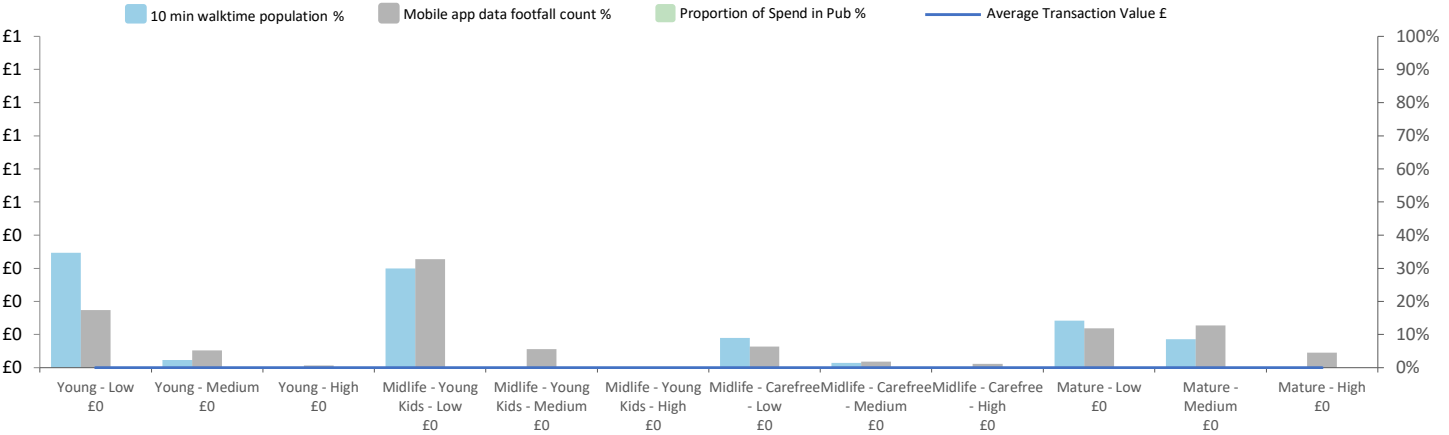
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626216	Shoemakers Leicester	LE 3 6NE	Star Pubs & Bars	Community Pub	7



- ★ Pub Sites
- ⌘ Catchments
- Polaris Segments
 - Young
 - Midlife - Young Kids
 - Midlife - Carefree
 - Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Shoemakers Leicester

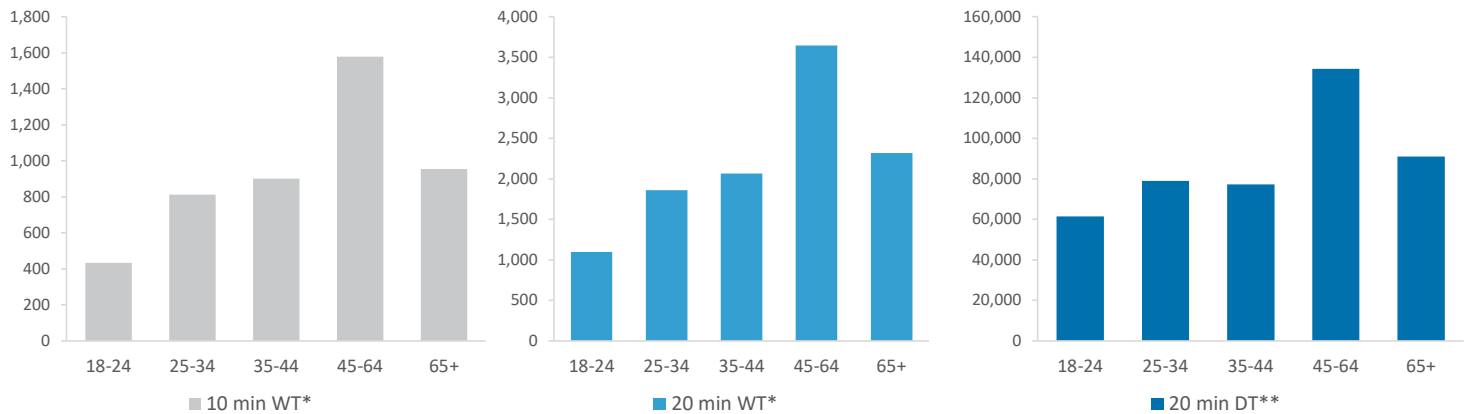
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	Over GB Average
	Around GB Average
	Under GB Average

*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		6,418	15,101	566,974	120	82	129
Adults 18+		4,681	10,985	443,040	104	72	127
Competition Pubs		2	5	406	11	14	98
Adults 18+ per Competition Pub		2,341	2,197	1,091	273	256	127
% Adults Likely to Drink		71.1%	72.7%	69.5%	93	95	91
Affluence	Low	87.7%	73.0%	40.1%	264	220	121
	Medium	12.3%	18.9%	47.2%	32	50	124
	High	0.0%	8.1%	12.0%	0	30	44
Age Profile							
	18-24	434	1,096	61,438	83	89	133
	25-34	812	1,860	79,095	95	92	105
	35-44	902	2,064	77,264	106	103	103
	45-64	1,578	3,647	134,267	96	94	92
	65+	955	2,318	90,976	77	80	84

*Affluence does not include Not Private Households

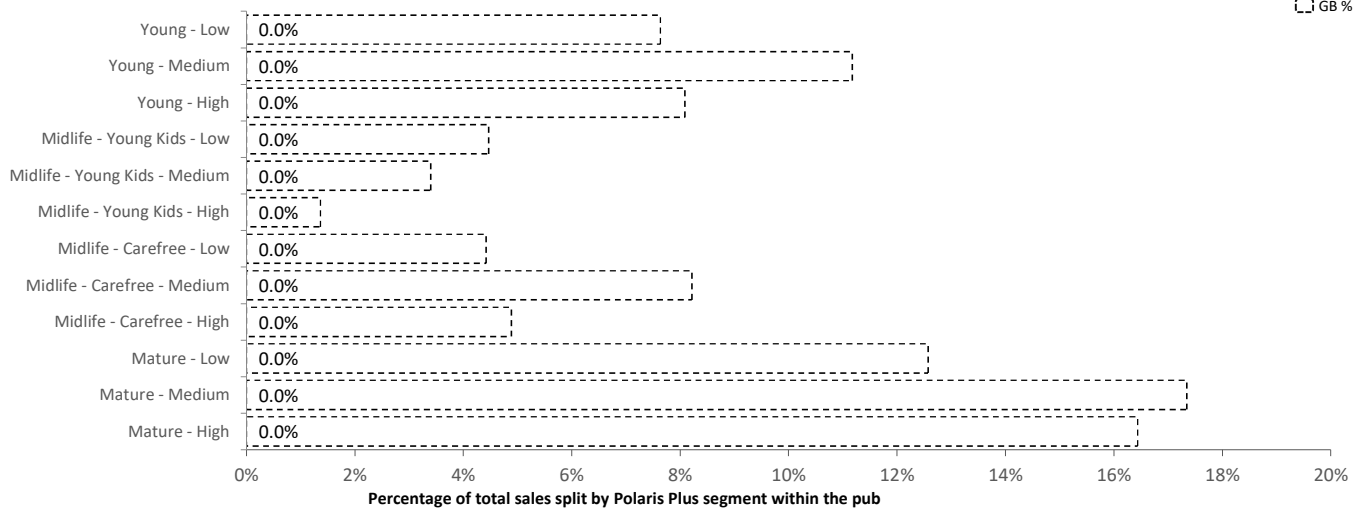


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,090 (48%)	7,237 (48%)	279,666 (49%)	98	98	101
	Female	3,328 (52%)	7,864 (52%)	287,308 (51%)	102	102	99
Economic Status (16+)	Employed: Full-time	1,544 (32%)	3,658 (32%)	153,433 (34%)	93	93	97
	Employed: Part-time	616 (13%)	1,497 (13%)	59,307 (13%)	107	111	109
	Self employed	294 (6%)	702 (6%)	33,082 (7%)	66	67	78
	Unemployed	181 (4%)	397 (3%)	13,508 (3%)	135	126	107
	Full-time student	102 (2%)	231 (2%)	15,885 (3%)	89	85	146
	Retired	828 (17%)	2,215 (19%)	83,749 (18%)	78	89	84
	Other	1,272 (26%)	2,689 (24%)	98,345 (22%)	151	136	123
Total Worker Count		1,758	4,901	265,140			

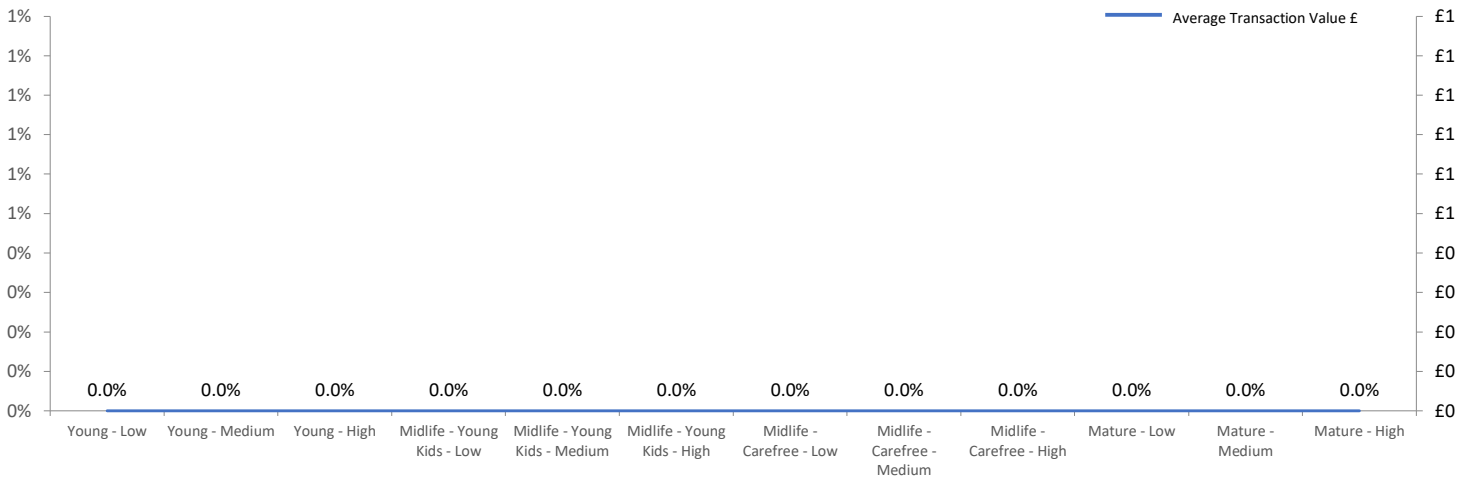
See the Glossary page for further information on the above variables

Transactional Data Summary - Shoemakers Leicester

Spend by Polaris Plus

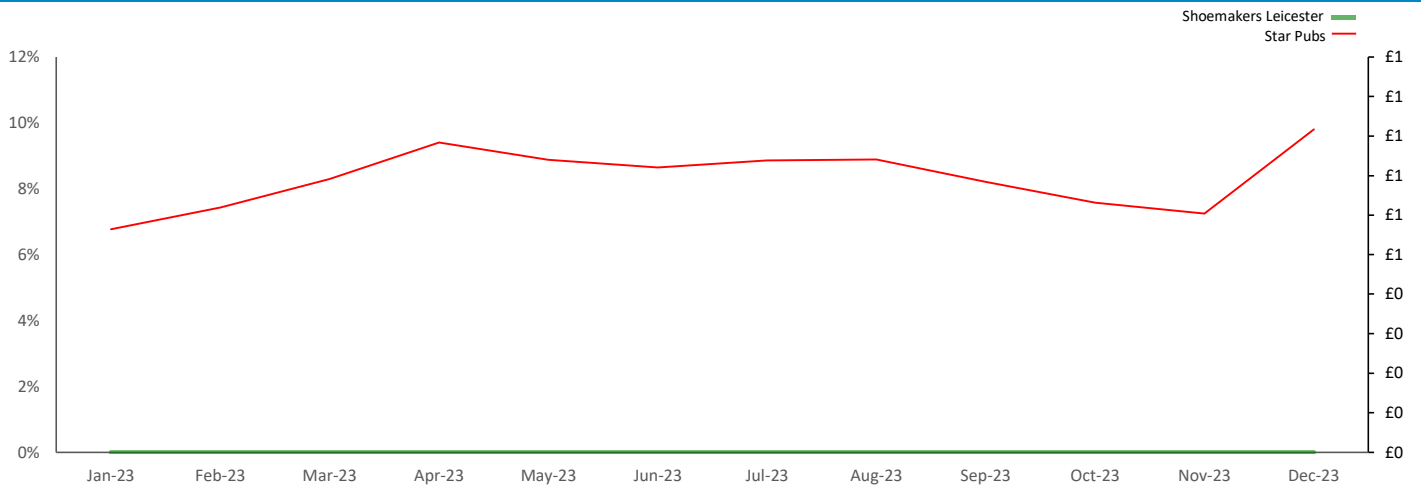


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

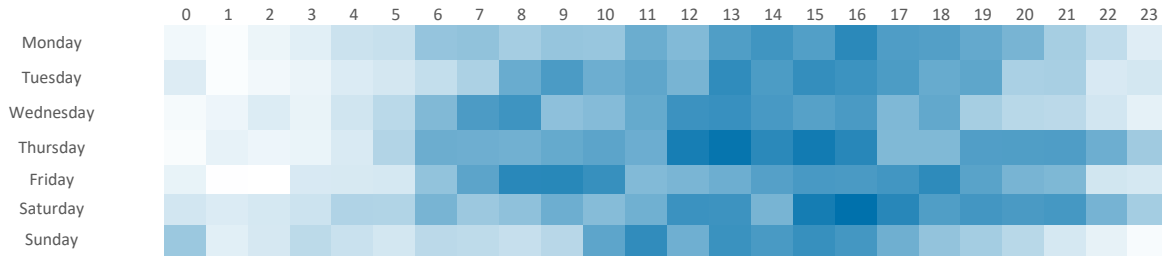
Spend by Month and Polaris



Seasonality of the spend split by month

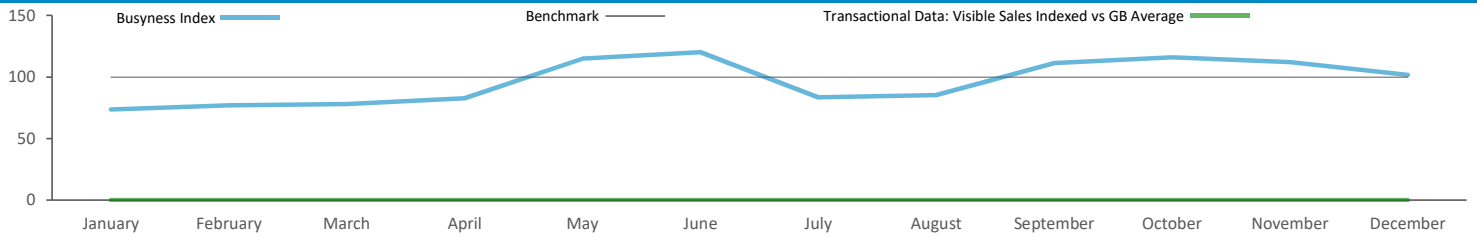
Mobile Data Summary - Shoemakers Leicester

Time of Day/Day of Week



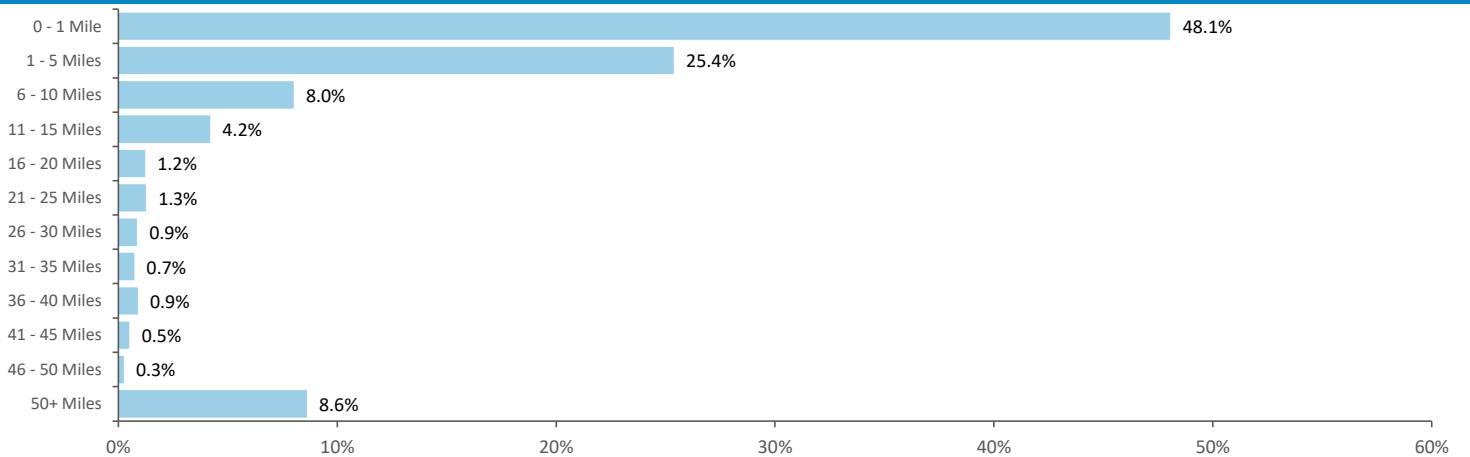
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

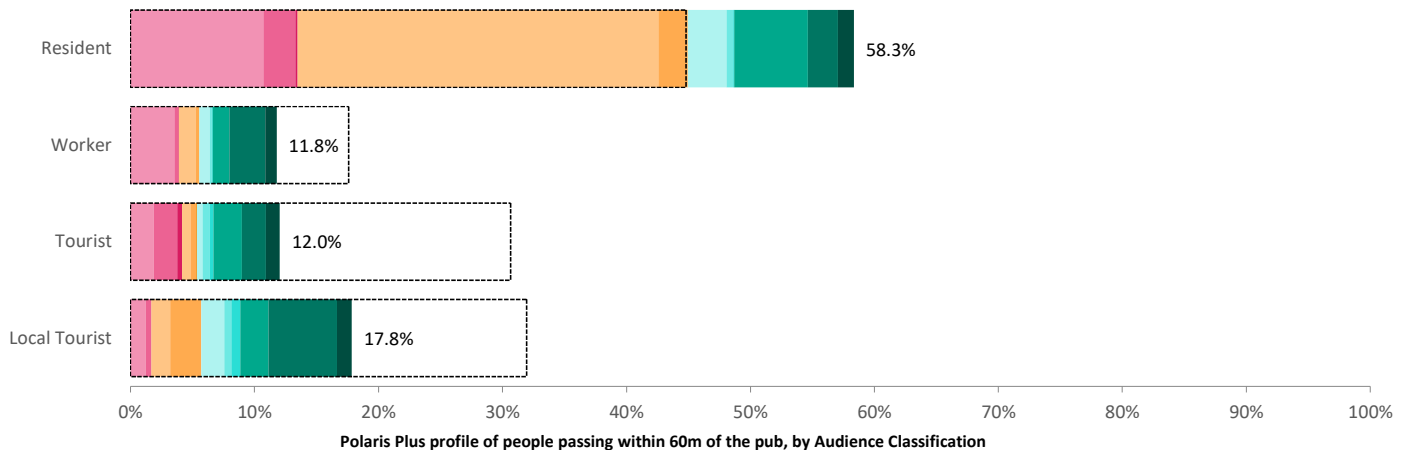
Distance from Home



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

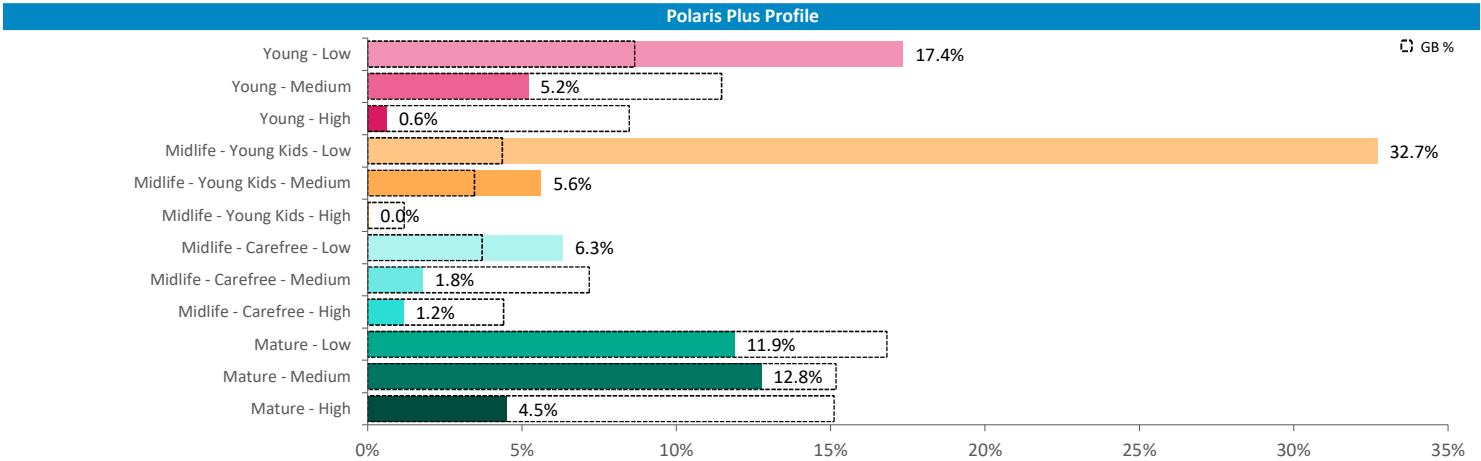


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

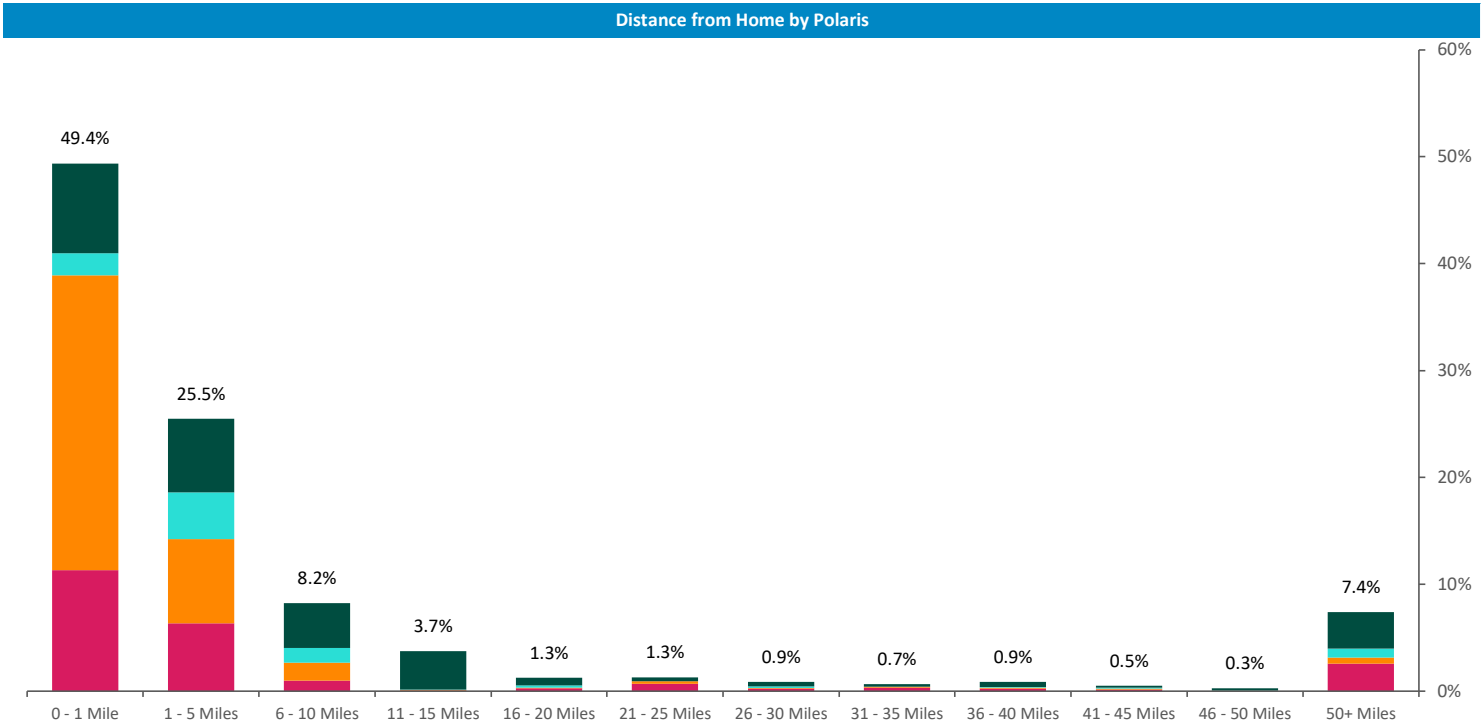
Mobile Data Summary - Shoemakers Leicester



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

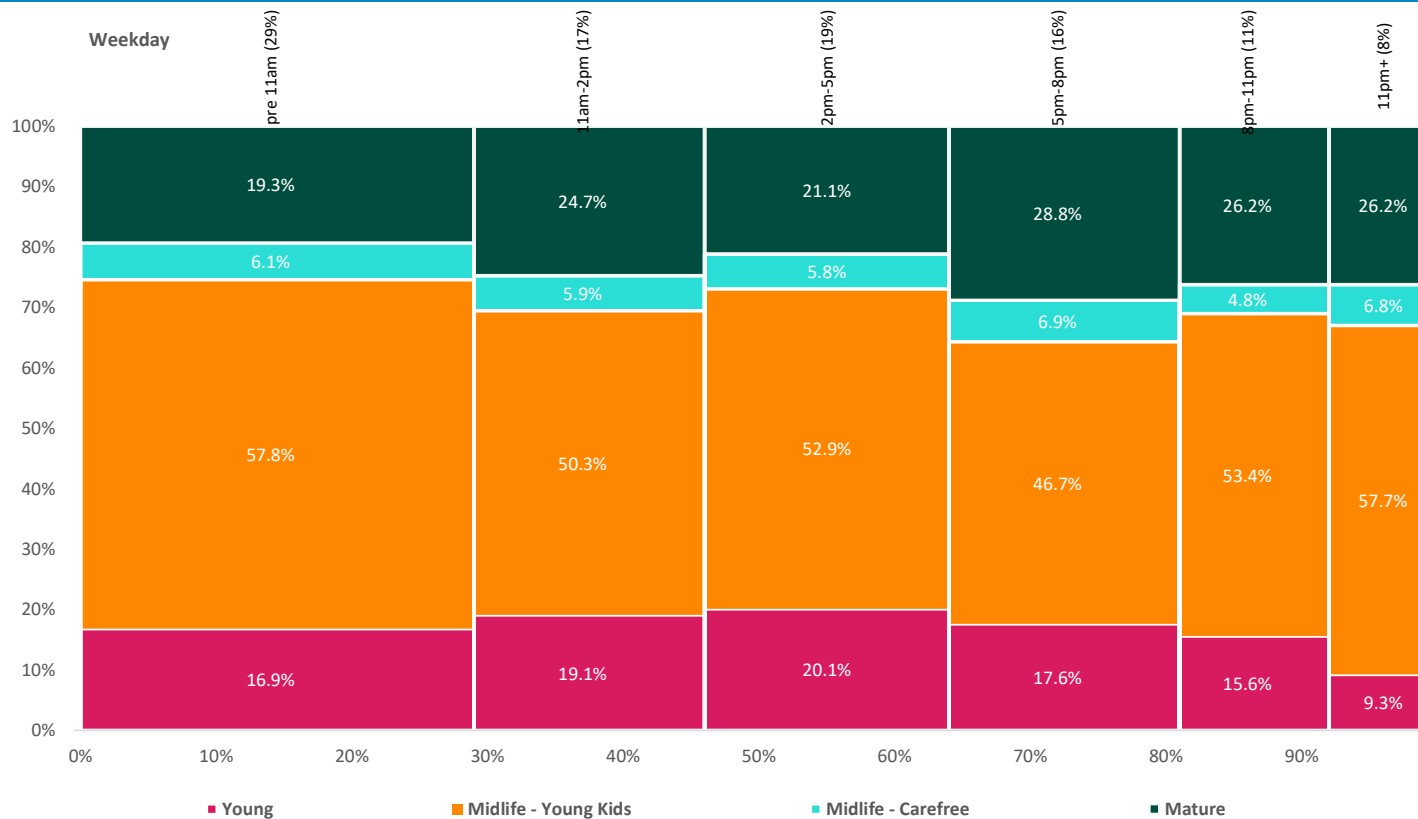


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Shoemakers Leicester

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



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



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

Polaris Summary - Shoemakers Leicester

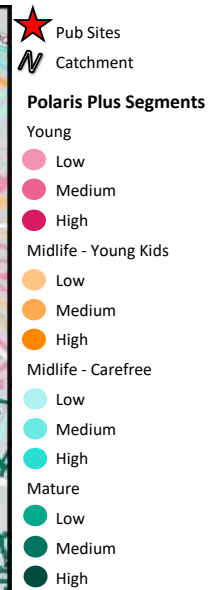


Polaris Profile by Catchment

*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	1,731	4,193	120,976	134	139	99
Midlife - Young Kids	1,400	2,056	111,589	274	171	230
Midlife - Carefree	485	1,239	61,650	65	71	88
Mature	1,065	3,497	145,544	51	72	74
Not Private Households	0	0	3,281	0	0	56
Total	4,681	10,985	443,040			

Polaris Plus Summary - Shoemakers Leicester



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	1,624	3,765	54,147	353	349	125
Medium	107	400	59,645	21	33	123
High	0	28	7,184	0	4	24
Midlife - Young Kids						
Low	1,400	2,001	51,984	545	332	214
Medium	0	55	59,475	0	12	310
High	0	0	130	0	0	3
Midlife - Carefree						
Low	417	929	36,611	211	201	196
Medium	68	310	15,860	20	39	50
High	0	0	9,179	0	0	47
Mature						
Low	662	1,323	34,963	103	88	57
Medium	403	1,316	74,113	55	76	107
High	0	858	36,468	0	52	55
Not Private Households	0	0	3,281	0	0	56
Total	4,681	10,985	443,040			

CGA Summary - Shoemakers Leicester



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Shoemakers	LE 3 6NE	Star Pubs & Bars	Community Pub	0.0
1	Sportsman	LE 3 6SG	Marston's	Community Pub	0.4
2	New Parks Community Centre	LE 3 6RJ	Independent Free	Clubland	0.7
3	Penalty Box	LE 3 1QZ	Independent Free	Premium Local	0.7
4	New Parks Social Club & Institute	LE 3 9LD	Independent Free	Clubland	0.8
5	Braunston Victoria Working Mens Club	LE 3 1SD	Independent Free	Clubland	0.8
6	Braunstone Leisure Centre	LE 3 1JN	Independent Free	Clubland	0.9
7	Forge	LE 3 8DG	Everards	Family Pub Dining	1.1
8	Winstanley House	LE 3 1HX	Independent Free	Large Venue	1.1
9	Nags Head	LE 3 8BQ	Everards	Community Pub	1.1
10	Railway Inn	LE 3 8BR	Stonegate Pub Company	Community Pub	1.1
11	Forest Park	LE 3 3GD	Whitbread	Family Pub Dining	1.1

Per Pub Analysis - Shoemakers Leicester

	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+	4,681	10,985	443,040
Number of Competition Pubs	2	5	406
Adults 18+ per Competition Pub	2,341	2,197	1,091

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	180	3.8%	48
Circuit Bar	0	264	5.6%	139
Community Pub	2	1,699	36.3%	190
Craft Led	0	97	2.1%	60
Great Pub Great Food	0	128	2.7%	15
High Street Pub	0	1,567	33.5%	182
Premium Local	0	263	5.6%	34

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	526	4.8%	59
Circuit Bar	0	620	5.6%	139
Community Pub	2	3,283	29.9%	156
Craft Led	0	254	2.3%	67
Great Pub Great Food	0	833	7.6%	43
High Street Pub	0	3,118	28.4%	154
Premium Local	1	1,112	10.1%	61

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	16	33,851	7.6%	95
Circuit Bar	17	24,067	5.4%	134
Community Pub	39	94,217	21.3%	111
Craft Led	0	15,994	3.6%	104
Great Pub Great Food	12	55,268	12.5%	71
High Street Pub	58	95,852	21.6%	117
Premium Local	74	68,038	15.4%	93

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	<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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>
Age Profile	Counts of residents by Age band
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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 Lifestyle, 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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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			