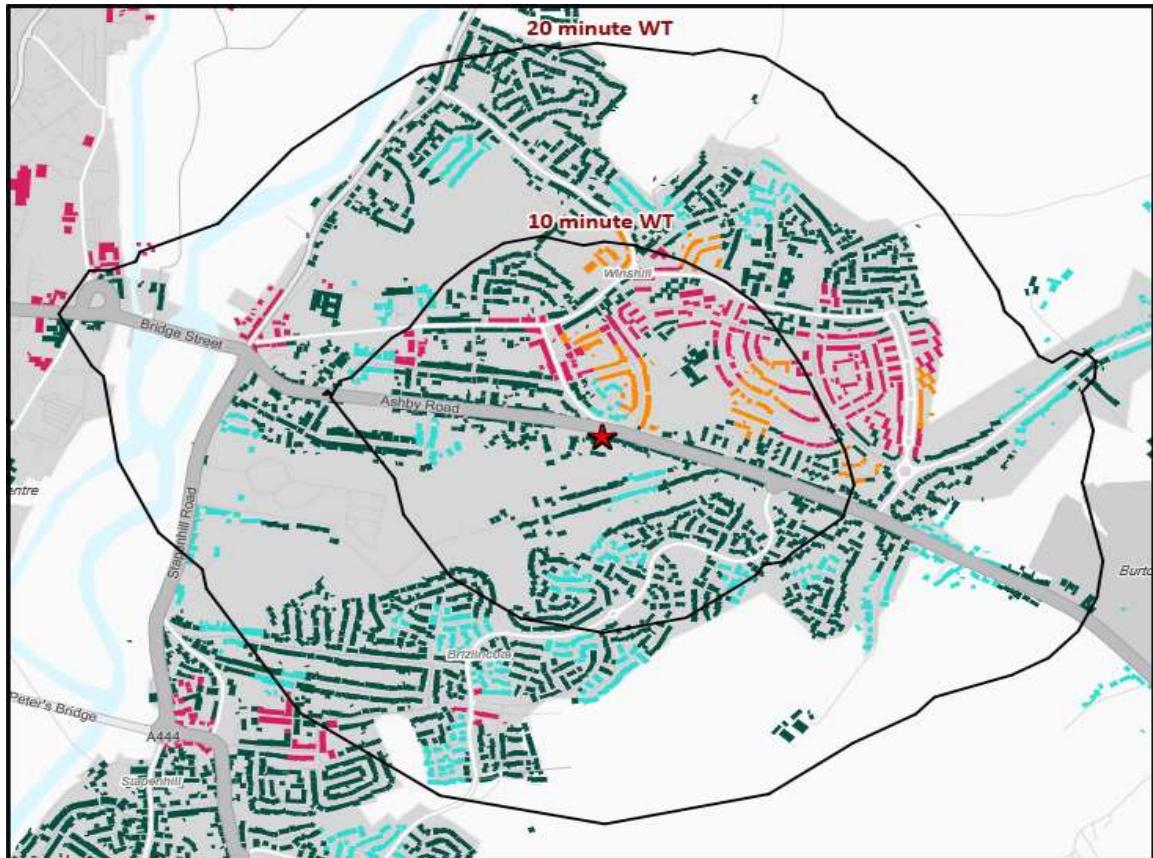


Catchment Summary - Waterloo Inn Winshill

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Ship To	Name	Postcode	Operator	Segment	Sparsity
626685	Waterloo Inn Winshill	DE15 0LQ	Star Pubs & Bars	Premium Local	12

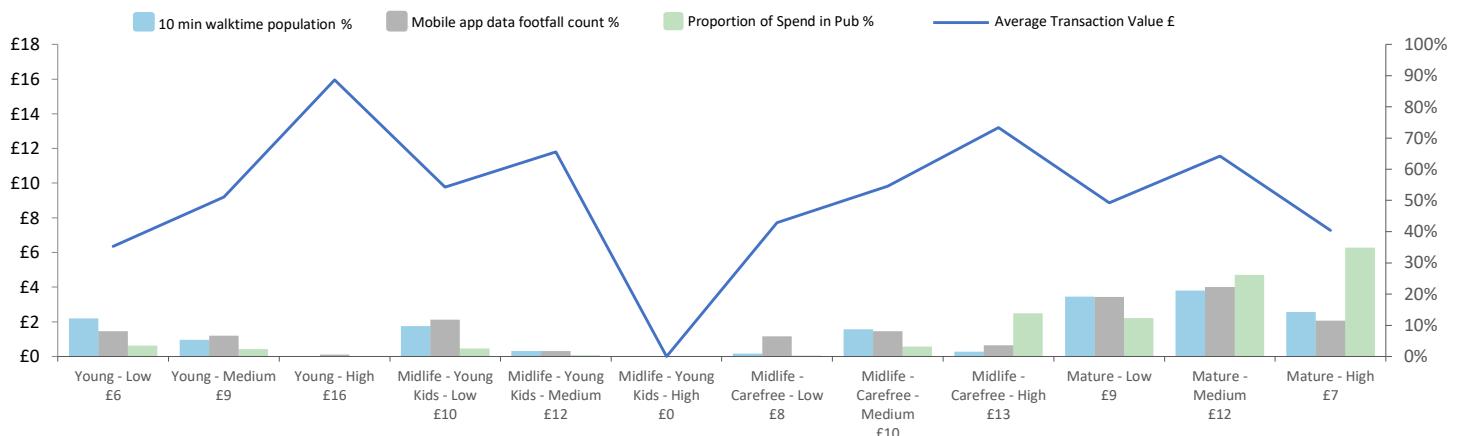


★ Pub Sites
 N Catchments

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 - Waterloo Inn Winshill

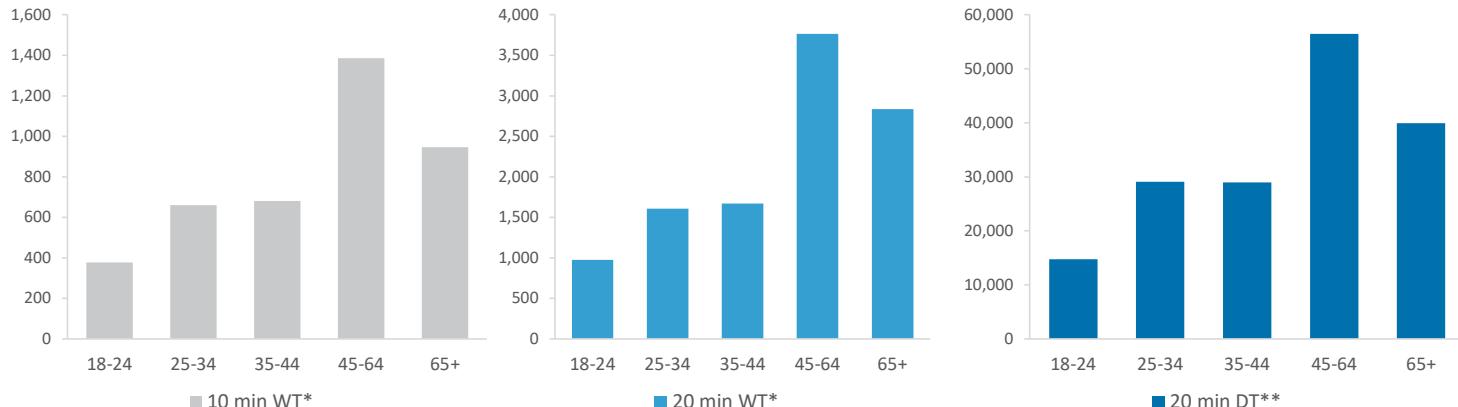
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Over GB Average	Catchment Size (Counts)			Index vs GB Average		
Around GB Average	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Under GB Average						

Population	5,267	13,643	216,093	98	74	49
Adults 18+	4,051	10,851	169,194	90	71	48
Competition Pubs	3	11	209	17	31	50
Adults 18+ per Competition Pub	1,350	986	810	157	115	94
% Adults Likely to Drink	76.0%	77.8%	76.4%	100	102	100

*Affluence does not include Not Private Households

Affluence	Low	42.2%	34.3%	35.2%	127	103	106
Age Profile	Medium	37.0%	43.3%	45.1%	97	113	118
	High	15.8%	20.5%	19.1%	58	75	70



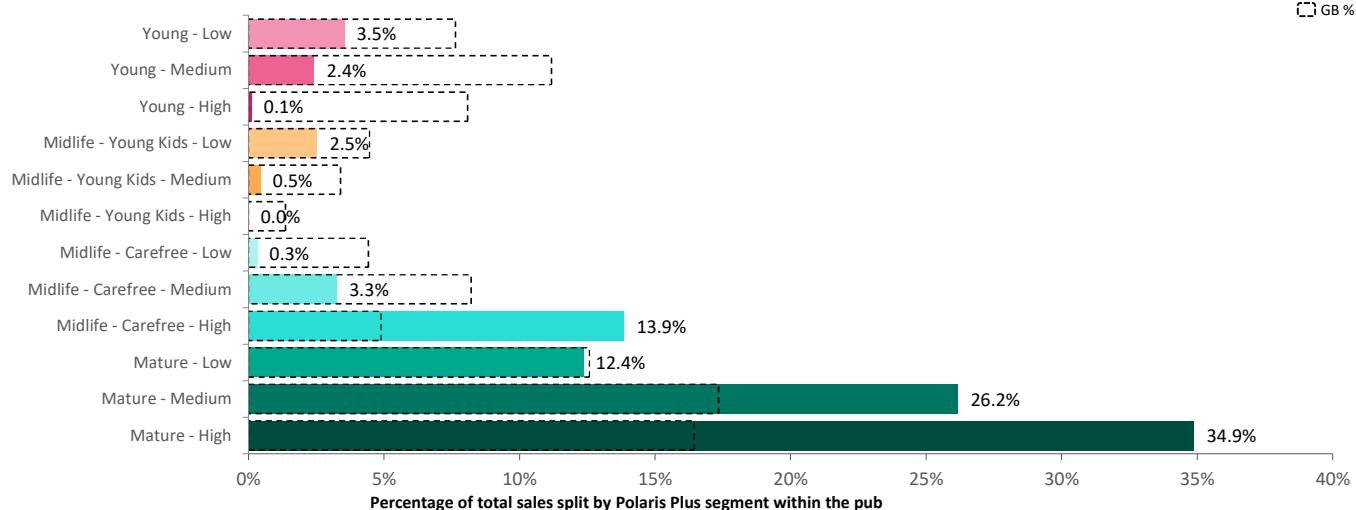
Gender	Male	Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,679 (51%)	6,800 (50%)	106,498 (49%)	104	102	101
Gender	Female	2,588 (49%)	6,843 (50%)	109,595 (51%)	96	98	99
Economic Status (16+)	Employed: Full-time	1,512 (36%)	3,982 (36%)	68,380 (39%)	105	104	114
	Employed: Part-time	501 (12%)	1,336 (12%)	21,033 (12%)	101	101	101
	Self employed	316 (8%)	876 (8%)	13,733 (8%)	82	85	85
	Unemployed	98 (2%)	234 (2%)	3,976 (2%)	85	76	82
	Full-time student	108 (3%)	253 (2%)	3,194 (2%)	109	95	77
	Retired	919 (22%)	2,847 (26%)	38,951 (22%)	101	117	102
	Other	724 (17%)	1,631 (15%)	25,294 (14%)	99	84	83
Total Worker Count		822	4,135	97,849			

See the Glossary page for further information on the above variables

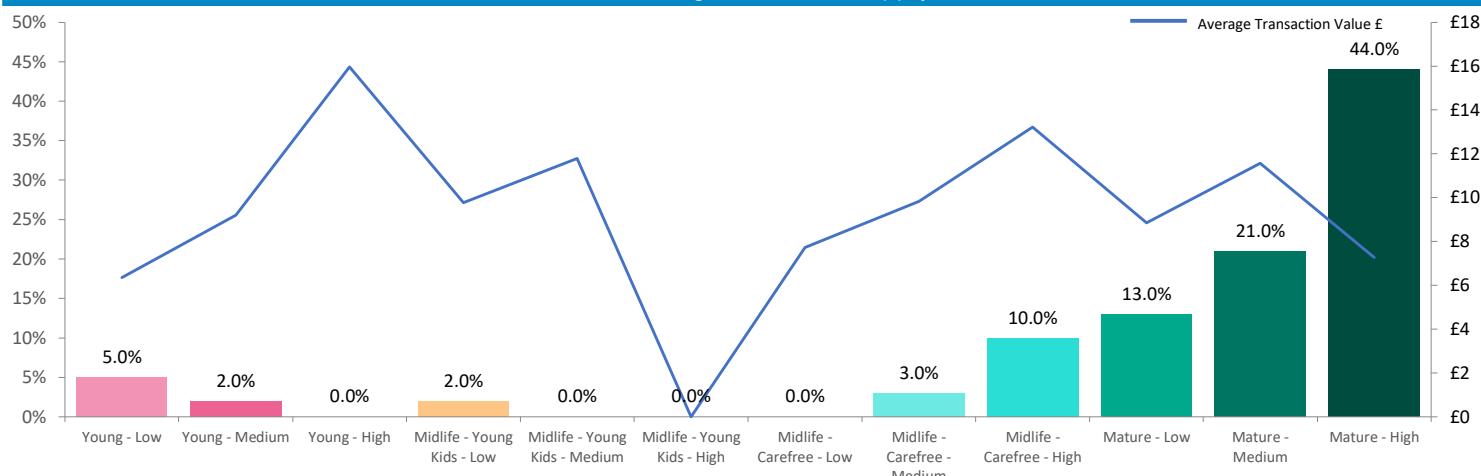
Transactional Data Summary - Waterloo Inn Winshill

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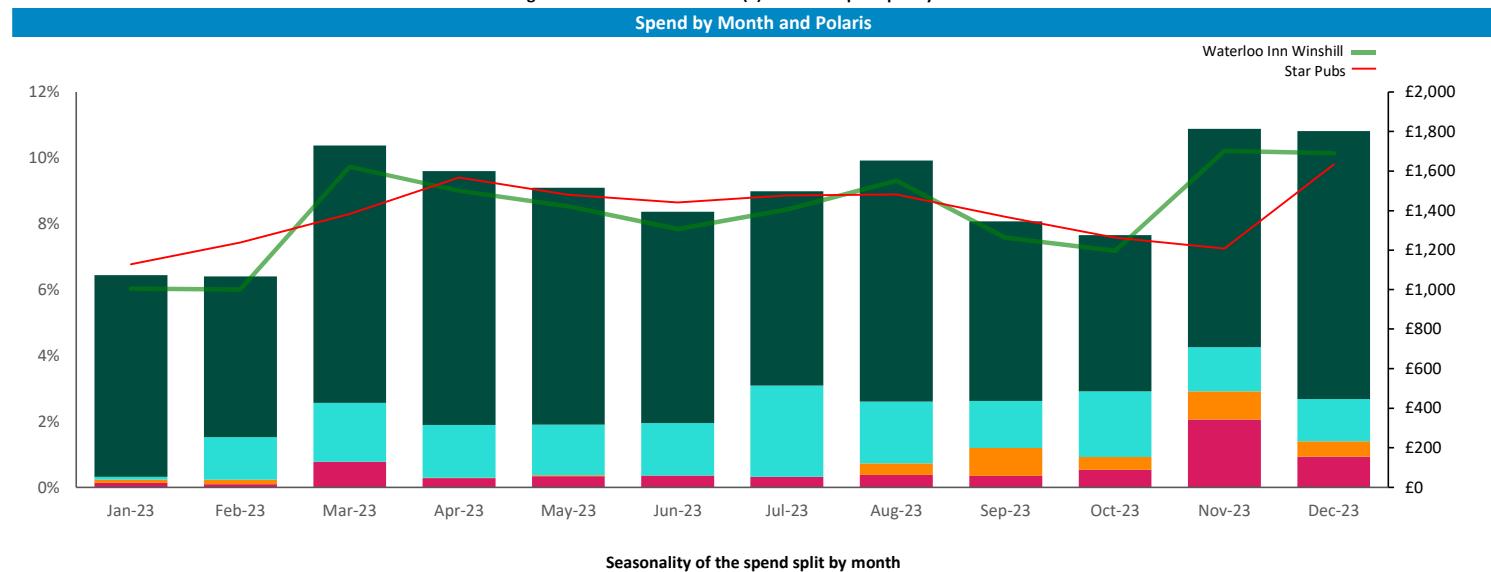
Spend by Polaris Plus



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



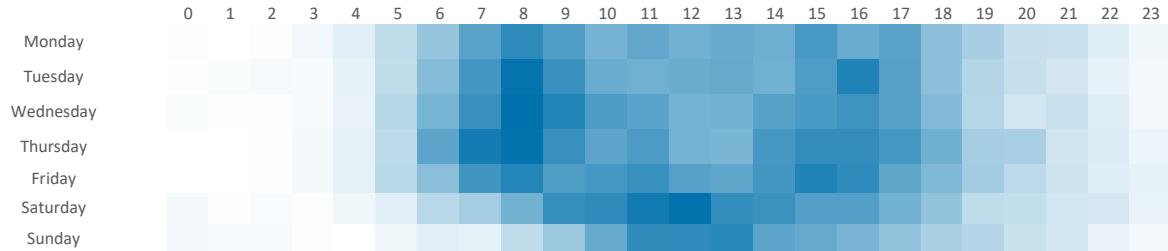
Average transaction value of sales (£) within the pub split by Polaris Plus



Mobile Data Summary - Waterloo Inn Winshill

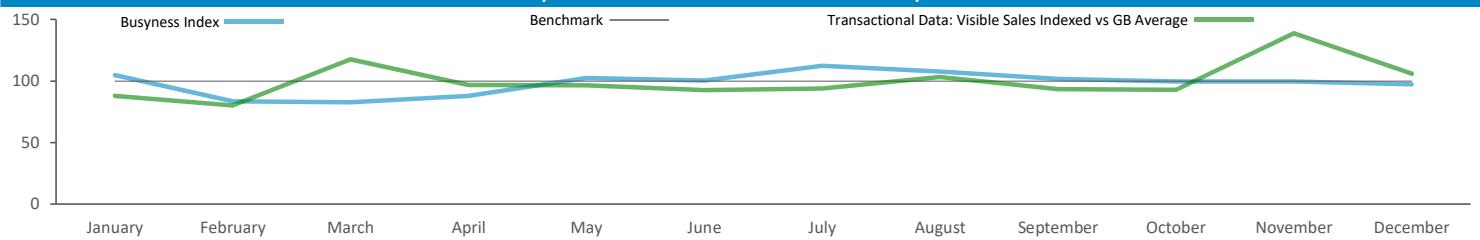
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Time of Day/Day of Week



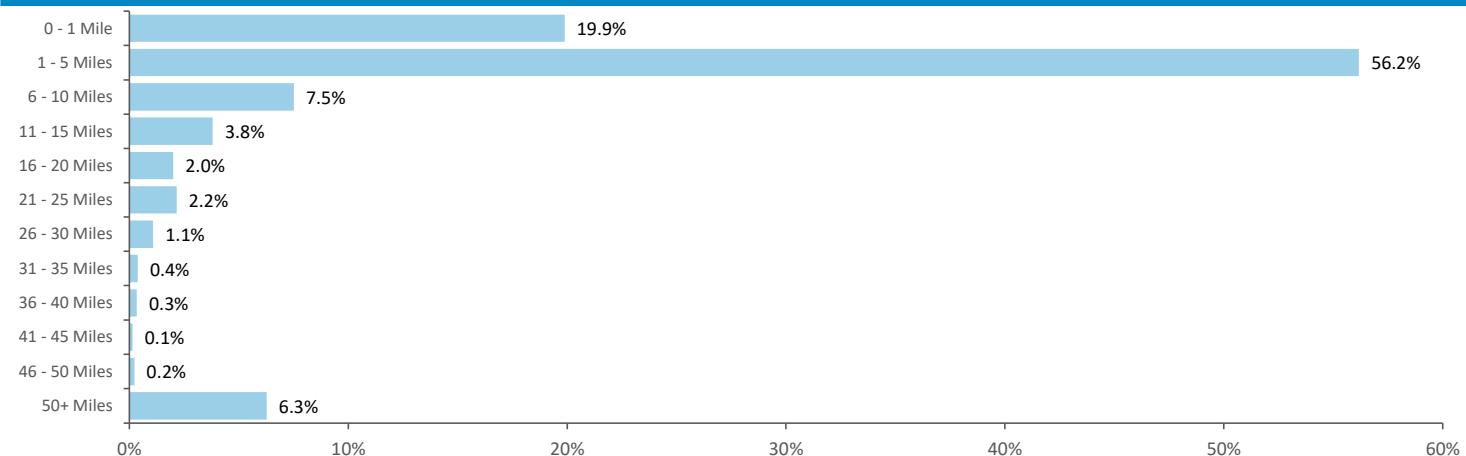
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

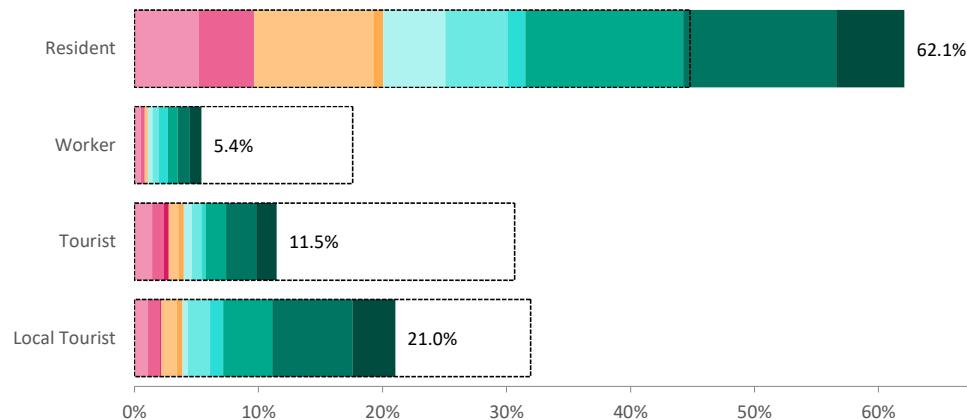
Distance from Home



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

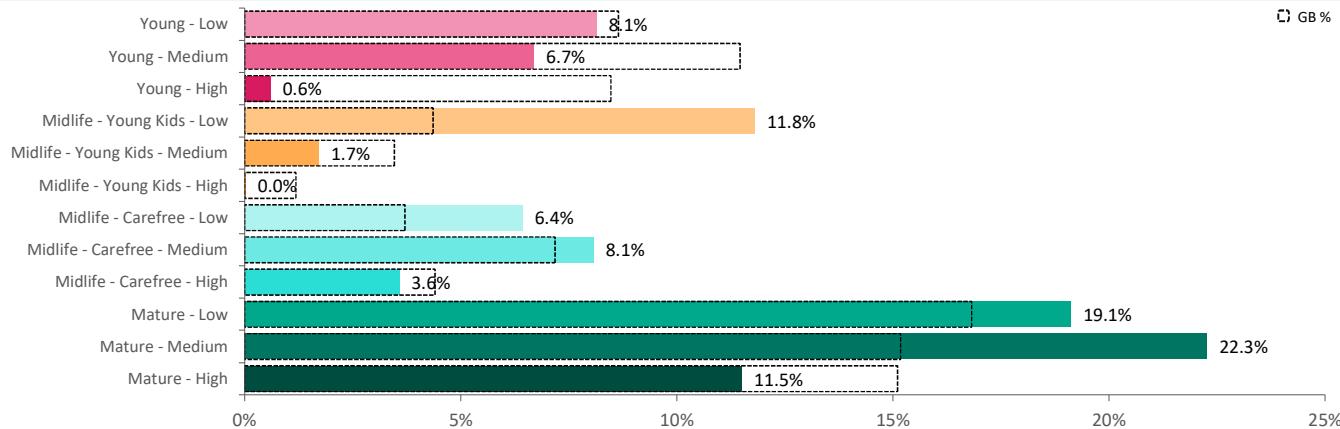


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Waterloo Inn Winshill

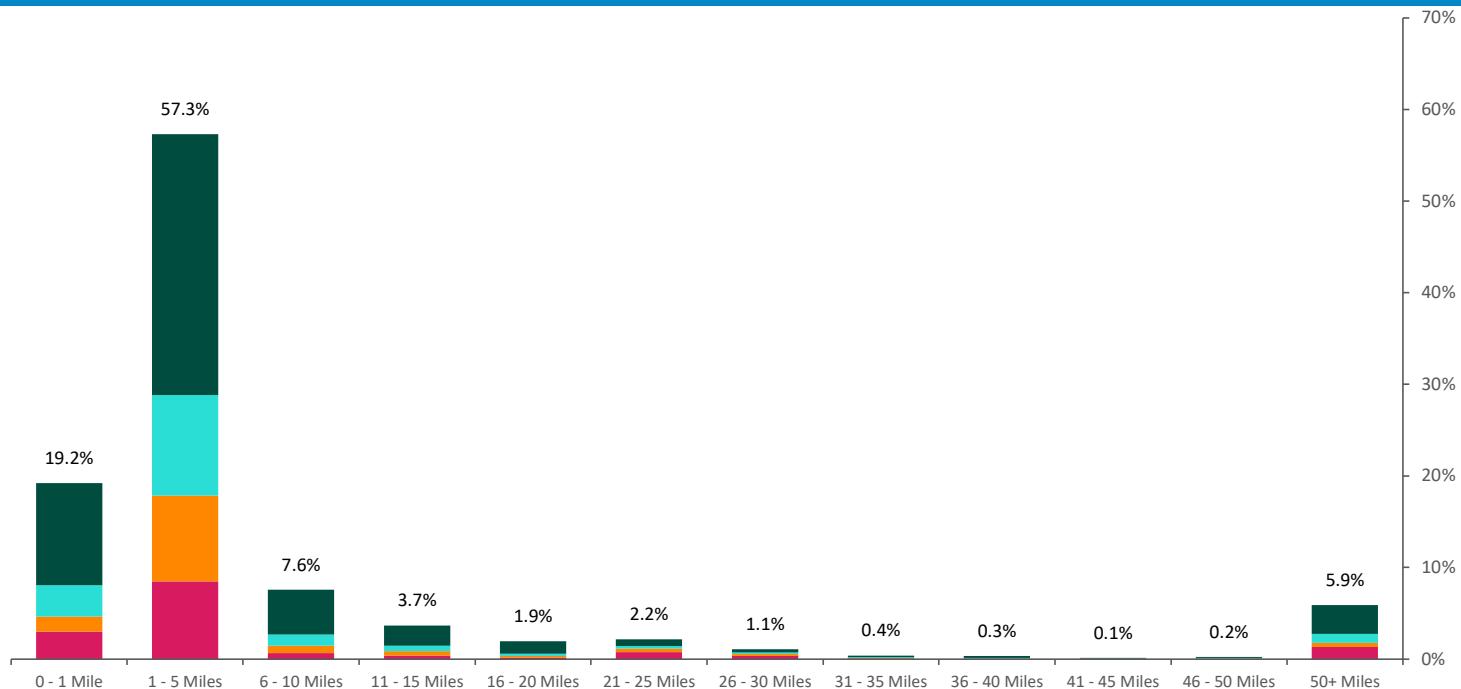
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Polaris Plus Profile



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

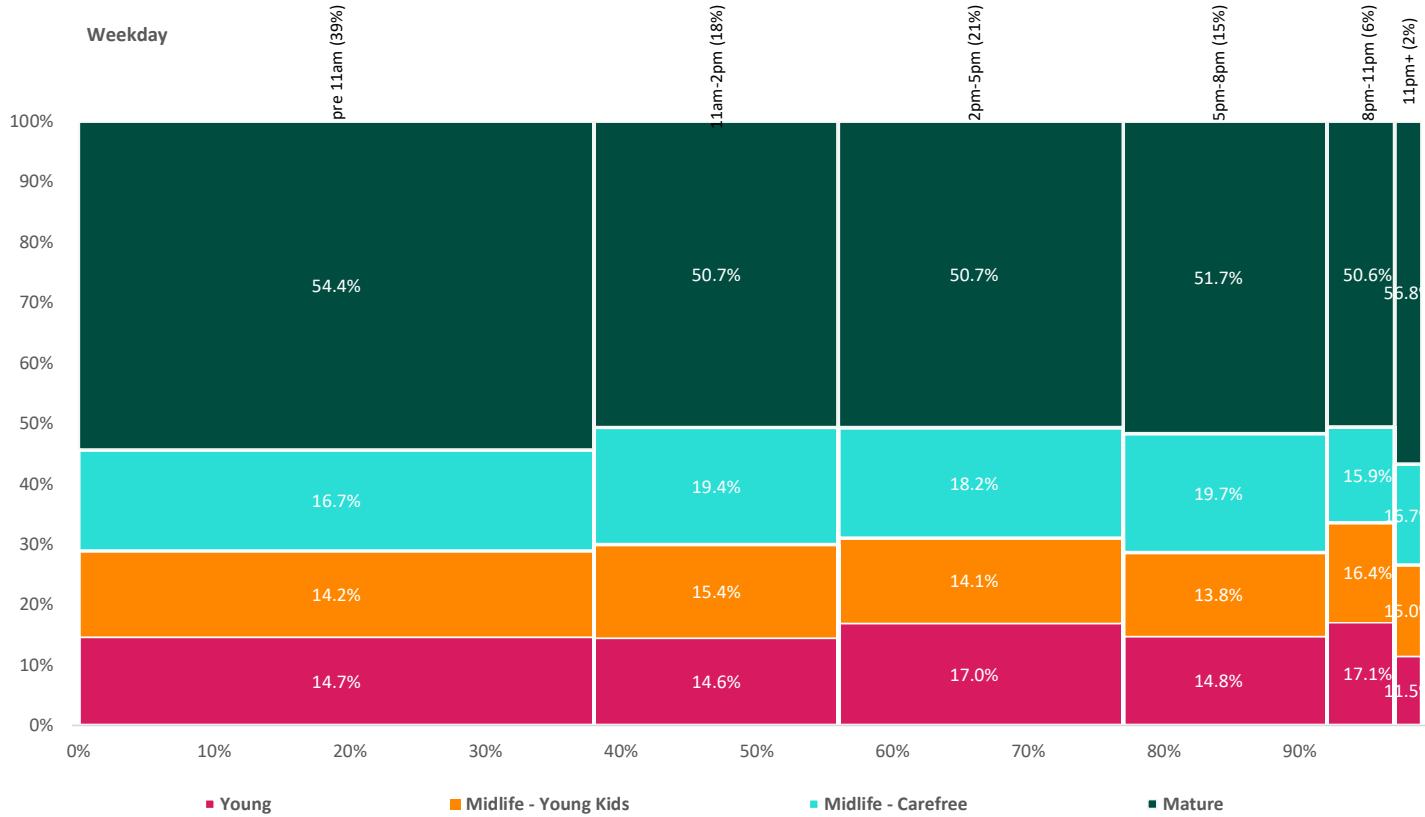
Distance from Home by Polaris



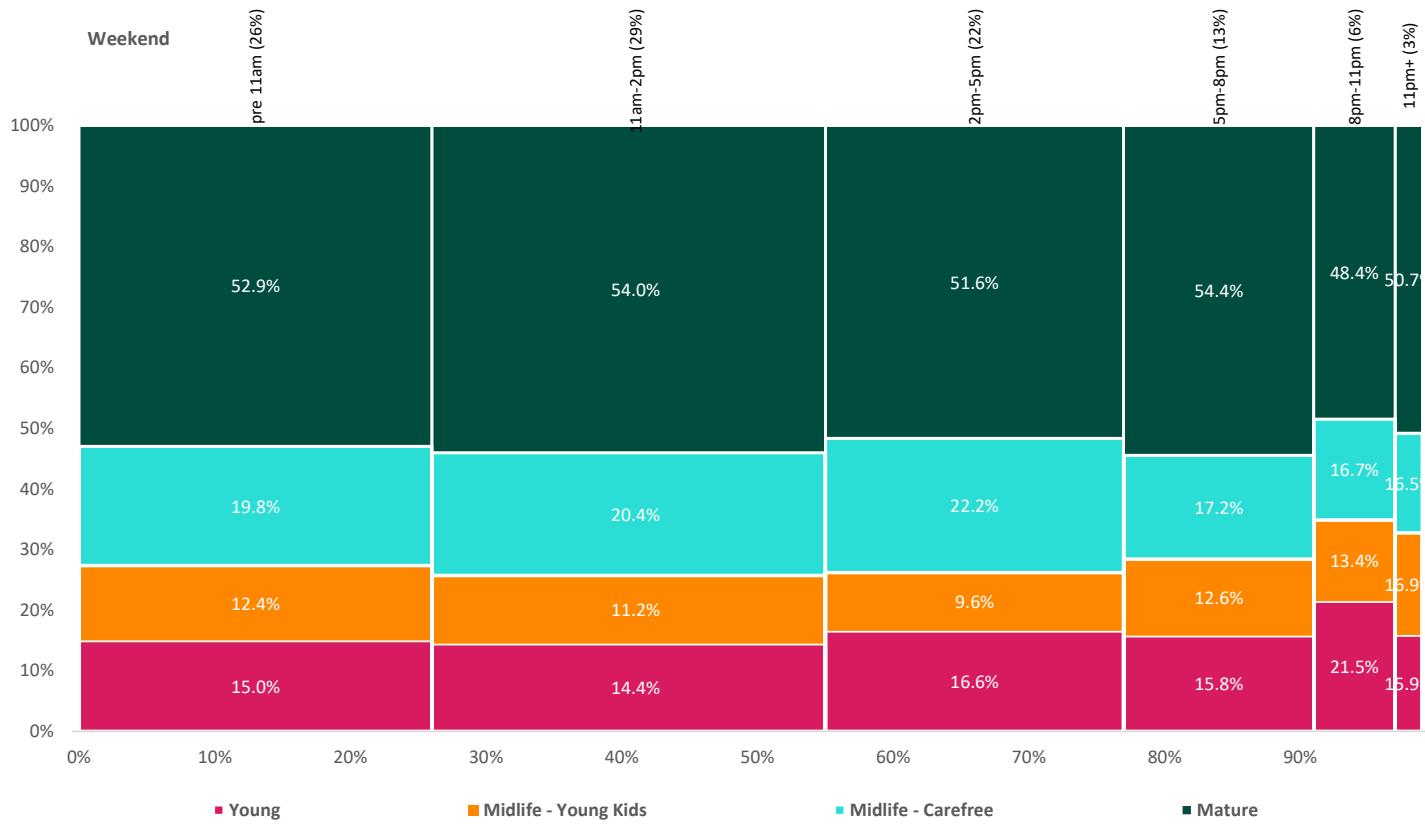
Mobile Data Summary - Waterloo Inn Winshill

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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 - Waterloo Inn Winshill

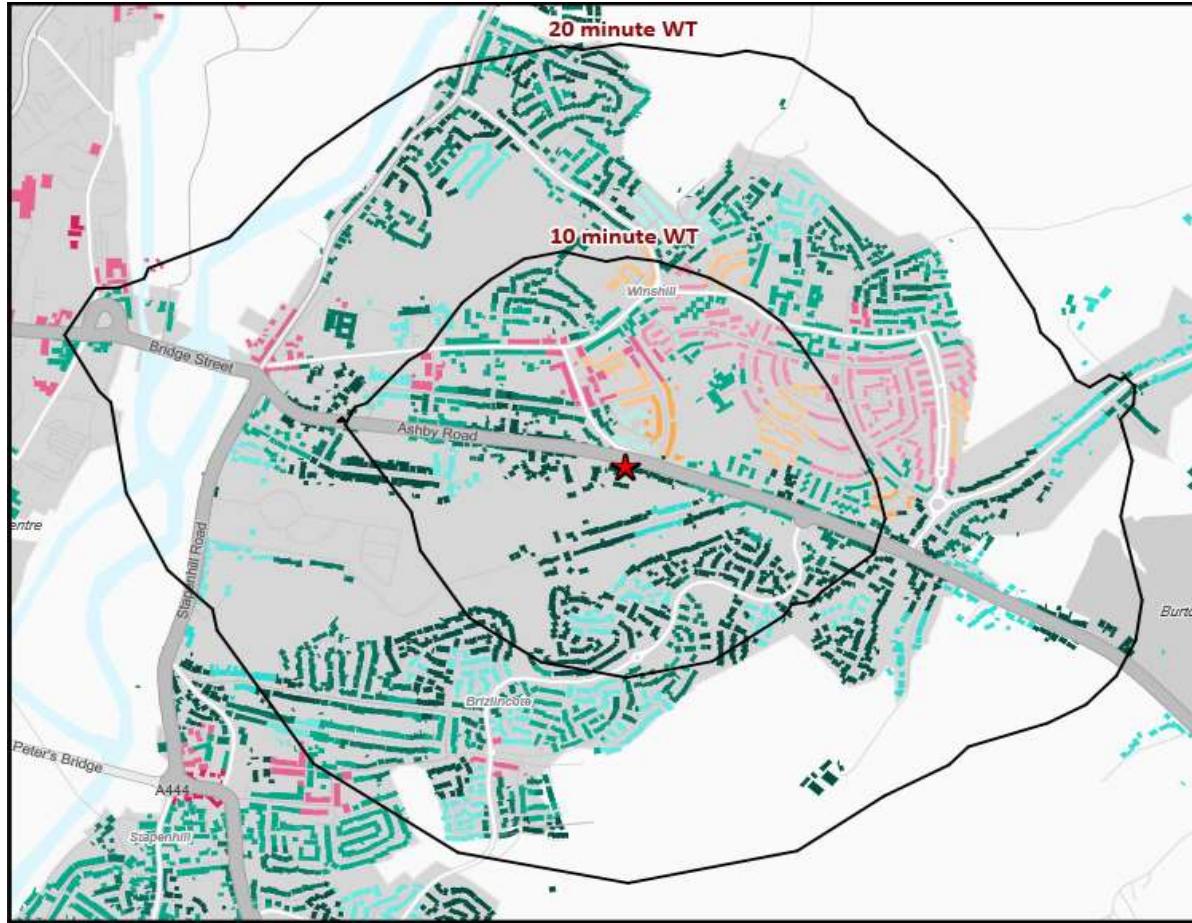


Polaris Profile by Catchment

*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	714	1,659	25,454	64	56	55
Midlife - Young Kids	470	676	15,769	106	57	85
Midlife - Carefree	452	1,560	27,598	70	91	103
Mature	2,213	6,754	99,196	123	140	132
<i>Not Private Households</i>	202	202	1,177	380	142	53
Total	4,051	10,851	169,194			

Polaris Plus Summary - Waterloo Inn Winshill



★ Pub Sites
 ▽ Catchment

Polaris Plus Segments

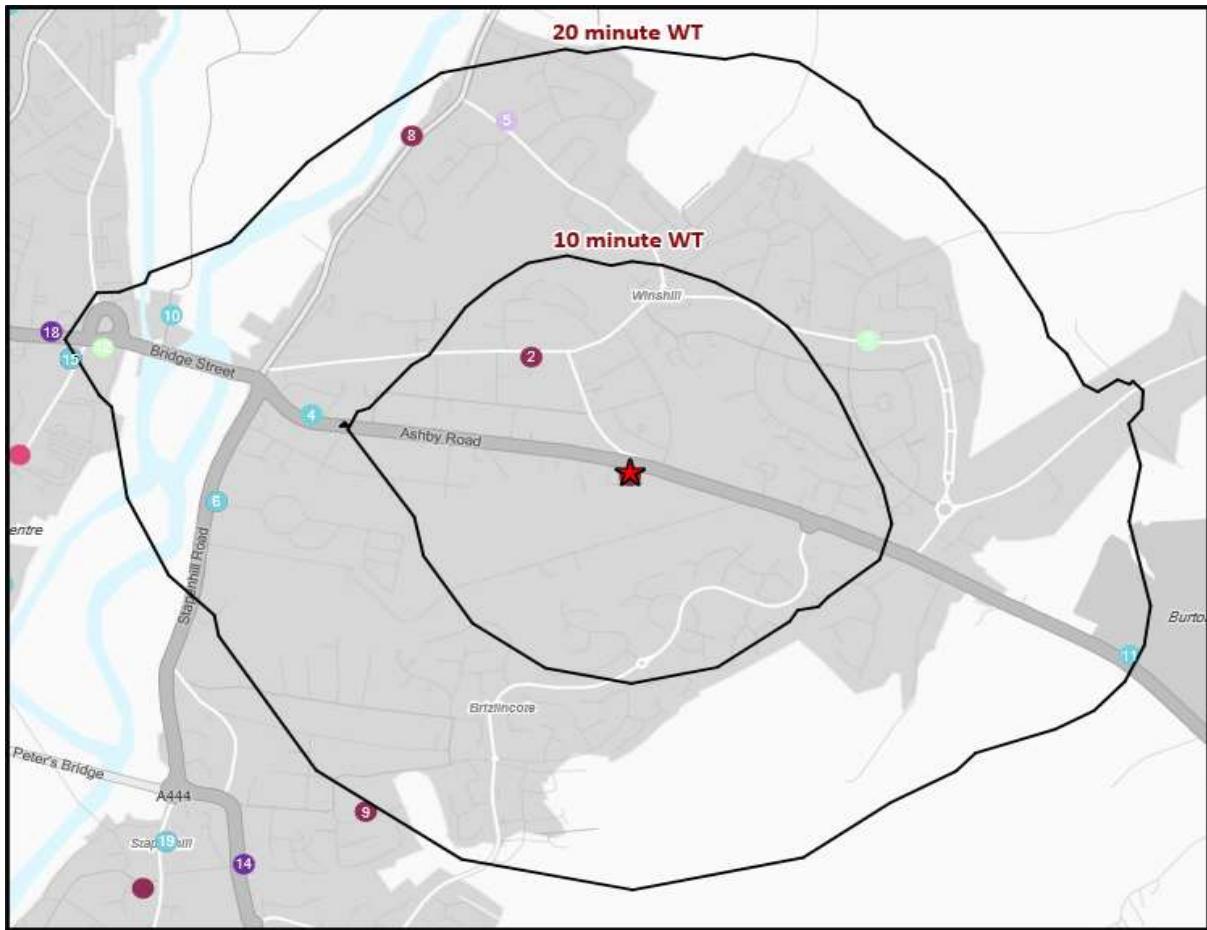
Young	
Low	Light pink
Medium	Medium pink
High	Dark pink
Midlife - Young Kids	
Low	Light orange
Medium	Medium orange
High	Dark orange
Midlife - Carefree	
Low	Light teal
Medium	Medium teal
High	Dark teal
Mature	
Low	Light green
Medium	Medium green
High	Dark green

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	496	1,060	9,802	125	100	59
Medium	218	590	13,945	49	50	75
High	0	9	1,707	0	1	15
Midlife - Young Kids						
Low	396	564	13,215	178	95	142
Medium	74	112	2,554	42	24	35
High	0	0	0	0	0	0
Midlife - Carefree						
Low	40	150	7,840	23	33	110
Medium	351	1,051	13,779	121	135	114
High	61	359	5,979	34	74	79
Mature						
Low	778	1,949	28,641	140	131	123
Medium	855	2,944	45,995	135	173	174
High	580	1,861	24,560	95	114	97
Not Private Households	202	202	1,177	380	142	53
Total	4,051	10,851	169,194			

CGA Summary - Waterloo Inn Winshill


 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	Burton Tennis & Squash Club	DE15 0LQ	Independent Free	Clubland	0.0
0	Waterloo Inn	DE15 0LQ	Star Pubs & Bars	Premium Local	0.0
2	Anglesey Arms	DE15 0JW	Marston's	Premium Local	0.3
3	Jubilee	DE15 0BY	Admiral Taverns Ltd	Community Pub	0.5
4	Freemasons Hall	DE15 0LA	Independent Free	Clubland	0.5
5	Winshill Cricket Club	DE15 0AX	Independent Free	Sports Clubs	0.7
6	Elms Inn	DE15 9AE	Dorbiere	Premium Local	0.7
6	Burton Leander Rowing Club	DE15 9AE	Independent Free	Clubland	0.7
8	Sump	DE15 0TT	Marston's	Premium Local	0.7
9	Grove Hotel	DE15 9DQ	Marston's	Premium Local	0.8
10	Washlands Sports & Social Club	DE14 1TD	Independent Free	Clubland	0.8
11	Burton On Trent Golf Club	DE15 0PS	Independent Free	Clubland	0.9
12	Queens Hotel	DE14 1SY	*Other Small Retail Groups	Hotel	0.9
12	Burton Bridge Inn	DE14 1SY	Burton Bridge Brewery	Community Pub	0.9
14	Travellers Restaurant	DE15 9RW	Independent Free	Restaurants	1.0
15	Baan Thai	DE14 1LJ	Independent Free	Restaurants	1.0
15	Pinnochios	DE14 1LJ	Independent Free	Restaurants	1.0
15	Newhall Social Club	DE14 1LJ	Independent Free	Clubland	1.0
18	Jee-Ja-Jees	DE14 1NG	Independent Free	Restaurants	1.0
19	Barley Mow	DE15 9AP	Admiral Taverns Ltd	Premium Local	1.0
19	Stapenhill Institute Club	DE15 9AP	Independent Free	Clubland	1.0

Per Pub Analysis - Waterloo Inn Winshill

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- 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+	4,051	10,851	169,194
Number of Competition Pubs	3	11	209
Adults 18+ per Competition Pub	1,350	986	810

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	146	3.6%	45
Circuit Bar	0	154	3.8%	93
Community Pub	0	1,028	25.4%	133
Craft Led	0	61	1.5%	43
Great Pub Great Food	0	521	12.9%	73
High Street Pub	0	944	23.3%	126
Premium Local	2	605	14.9%	91

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	385	3.6%	44
Circuit Bar	0	357	3.3%	81
Community Pub	1	2,533	23.3%	122
Craft Led	0	147	1.4%	39
Great Pub Great Food	0	1,737	16.0%	90
High Street Pub	0	2,344	21.6%	117
Premium Local	4	1,944	17.9%	109

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	6,634	3.9%	49
Circuit Bar	5	5,239	3.1%	76
Community Pub	37	39,505	23.3%	122
Craft Led	0	2,946	1.7%	50
Great Pub Great Food	7	26,307	15.5%	88
High Street Pub	18	36,657	21.7%	118
Premium Local	51	29,111	17.2%	104

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 Lifestage, Energy Levels and Demand.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
Consumer Insight	<p><i>18-34 year olds Wanting to look good in the group</i></p> <p><i>"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."</i></p>	<p><i>35-54 year olds Children under 12 at home</i></p> <p><i>"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"</i></p>	<p><i>35-54 year olds No children under 12 at home</i></p> <p><i>"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></p>	<p><i>55+ year olds</i></p> <p><i>"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"</i></p>
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 Enervising 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 Enervising 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							