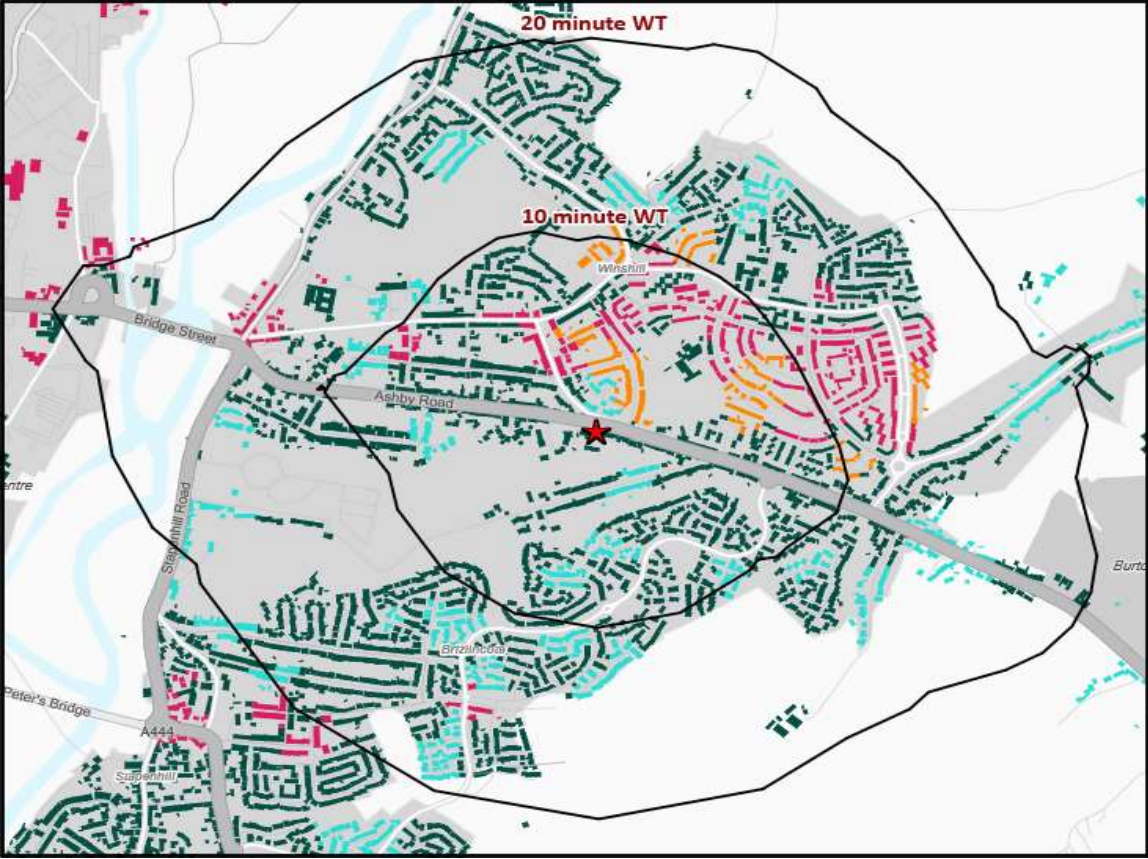


Catchment Summary - Waterloo Inn Winhill



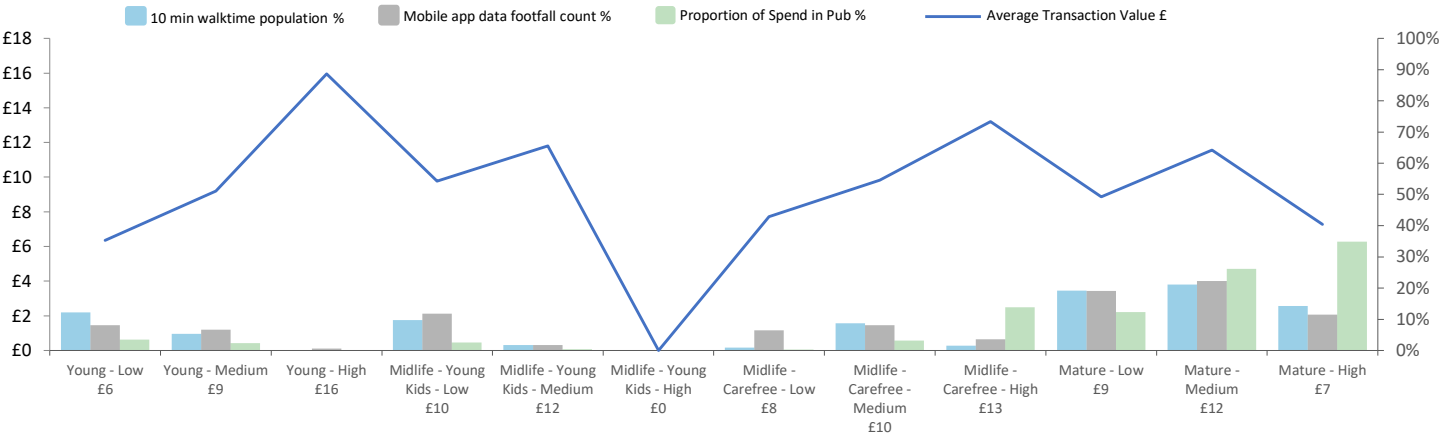
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

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



- ★ 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 - Waterloo Inn Winhill

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

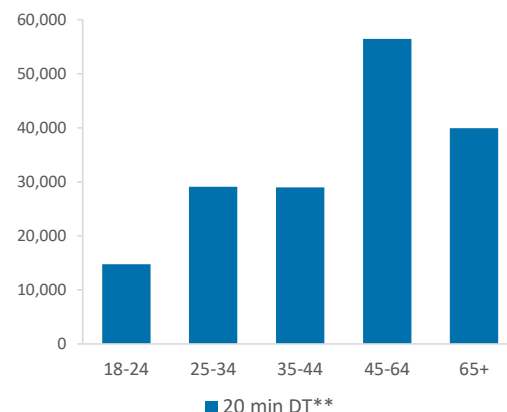
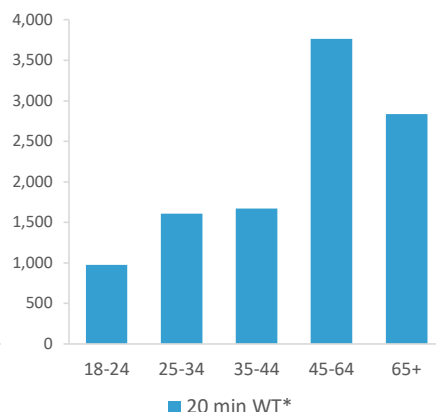
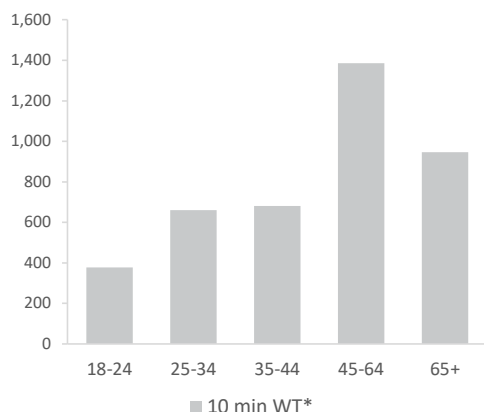
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,267	13,643	216,093	98	74	49
Adults 18+	4,051	10,851	169,194	90	71	48
Competition Pubs	3	11	209	17	31	50
Adults 18+ per Competition Pub	1,350	986	810	157	115	94
% Adults Likely to Drink	76.0%	77.8%	76.4%	100	102	100

Population & Adults 18+ index is based on all pubs

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

*Affluence does not include Not Private Households

Age Profile	18-24	378	973	14,717	88	88	84
	25-34	660	1,606	29,101	94	88	101
	35-44	681	1,669	28,986	98	92	101
	45-64	1,386	3,766	56,457	102	107	102
	65+	946	2,837	39,933	93	108	96



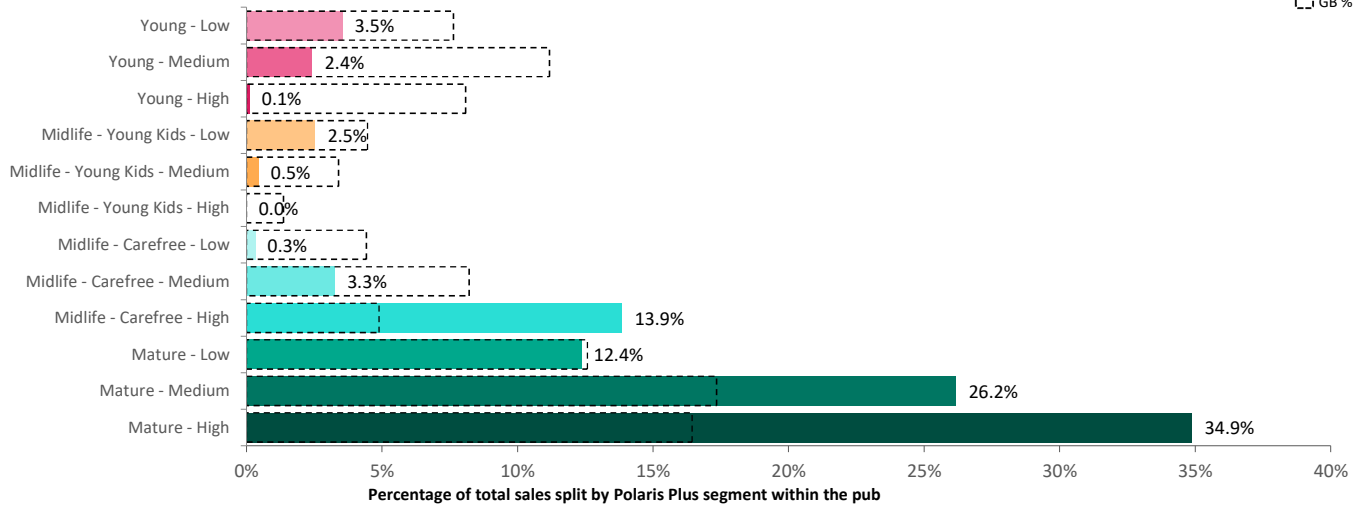
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,679 (51%)	6,800 (50%)	106,498 (49%)	104	102	101
	Female	2,588 (49%)	6,843 (50%)	109,595 (51%)	96	98	99
Economic Status (16+)	Employed: Full-time	1,512 (36%)	3,982 (36%)	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

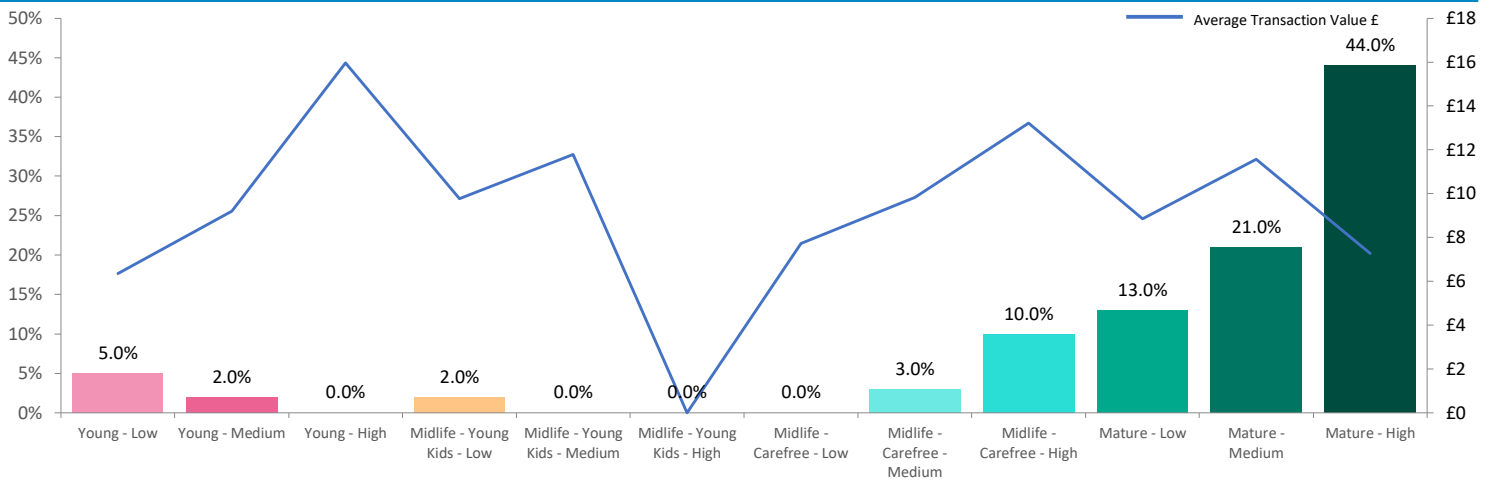
Transactional Data Summary - Waterloo Inn Winhill

Spend by Polaris Plus

GB %

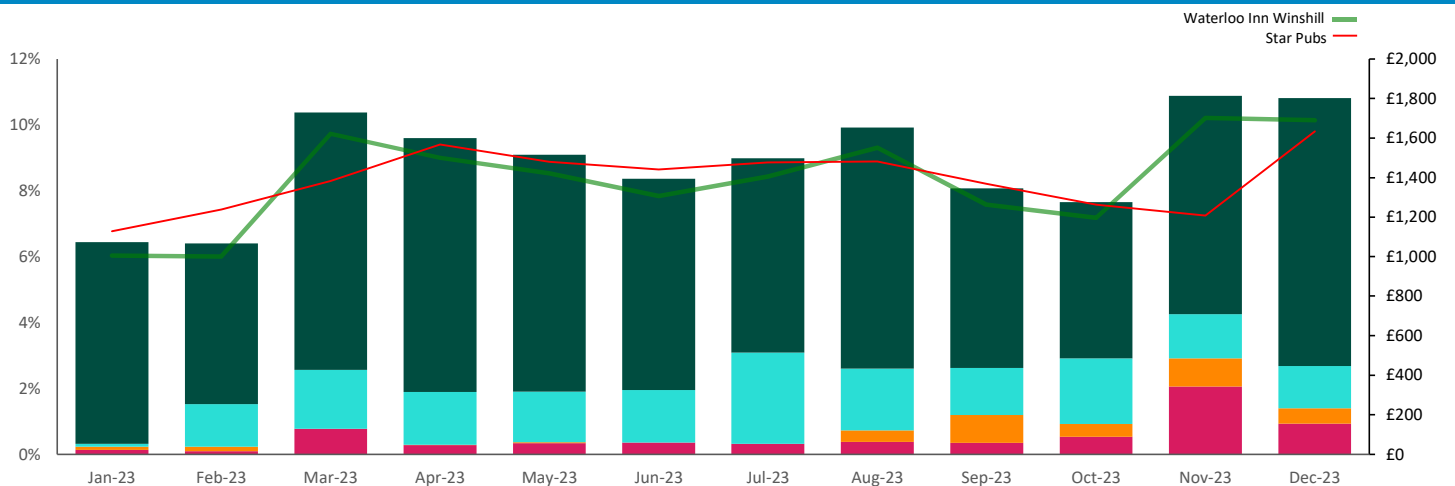


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



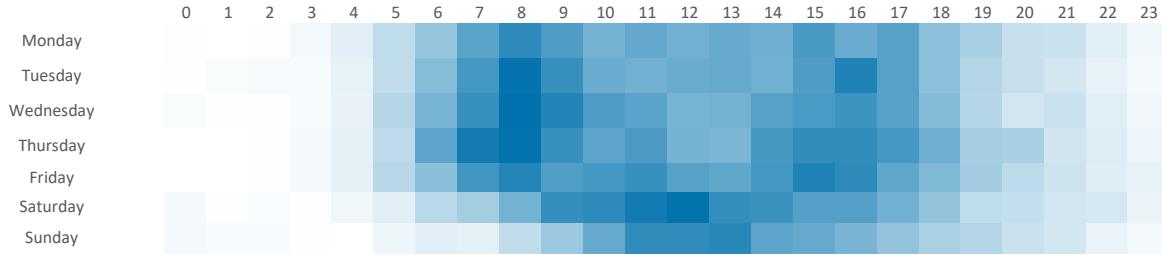
Seasonality of the spend split by month

Mobile Data Summary - Waterloo Inn Winhill



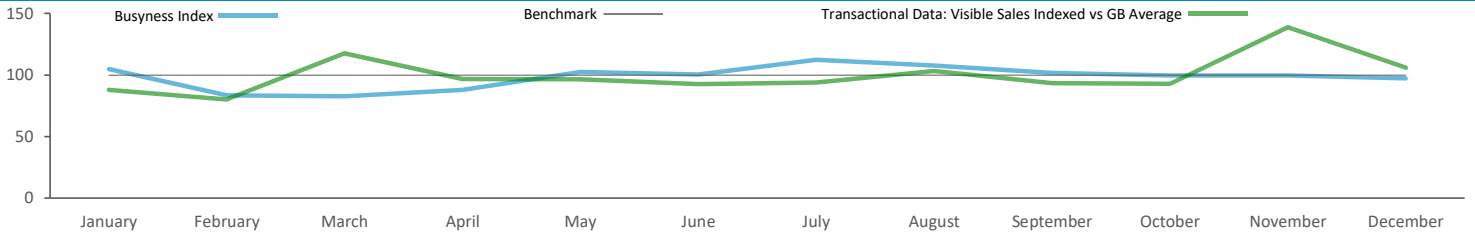
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



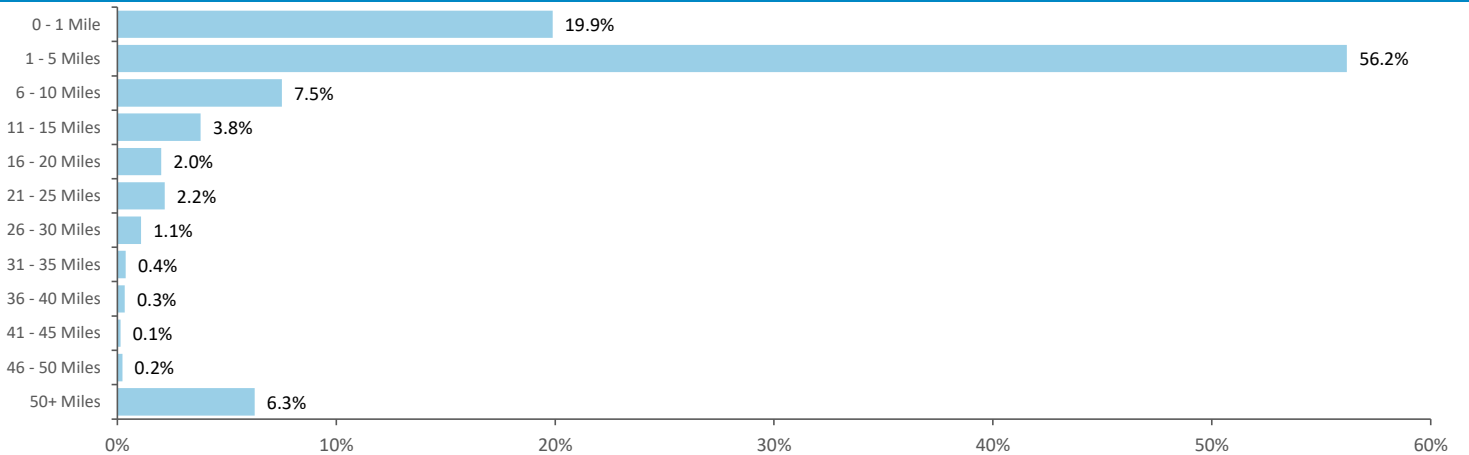
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

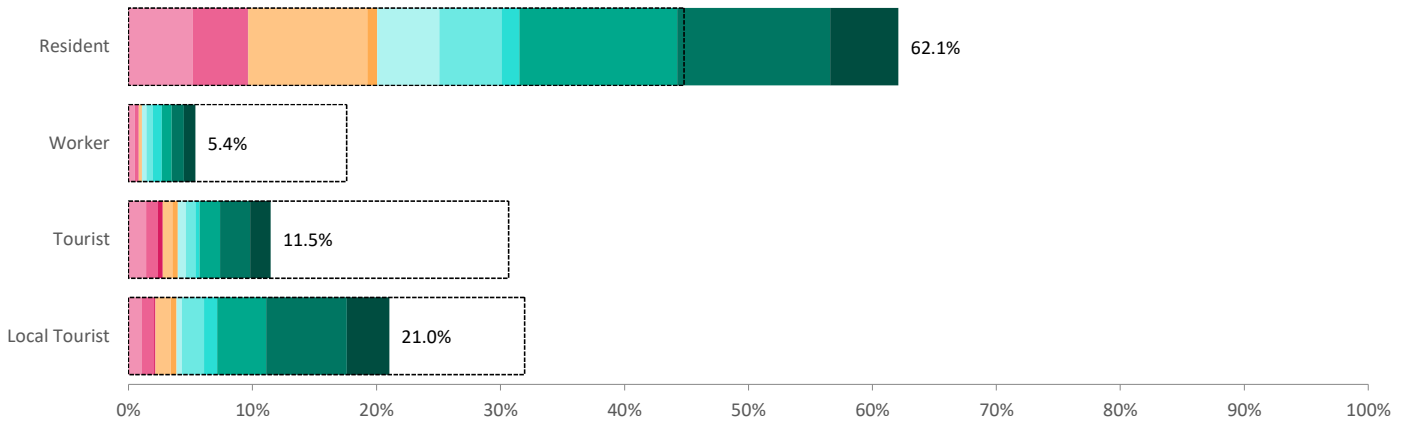
Distance from Home



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

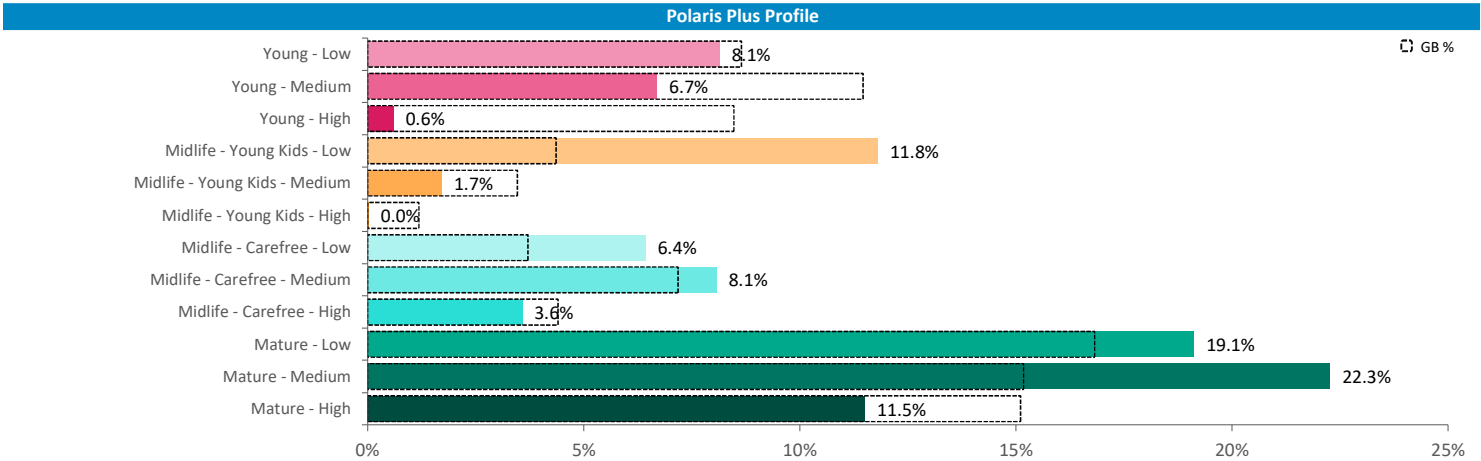


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

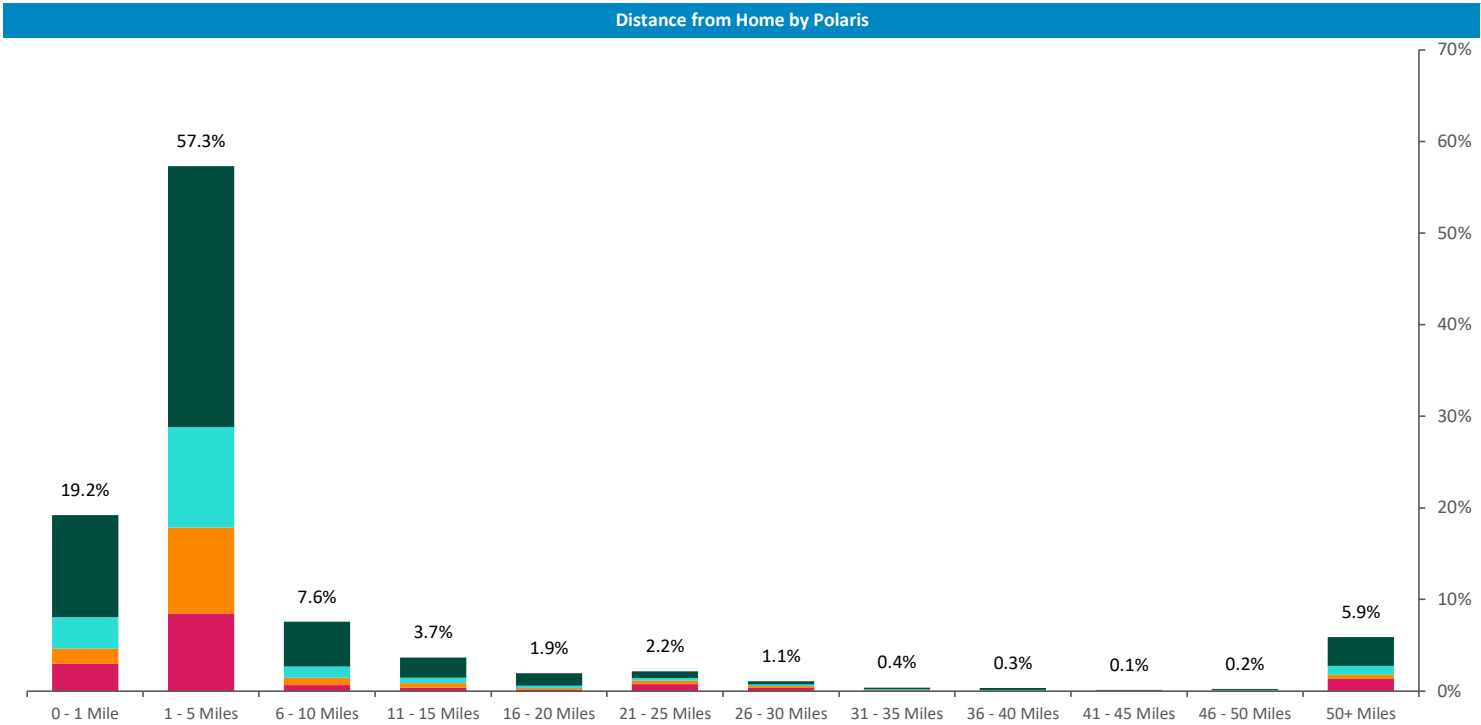
Mobile Data Summary - Waterloo Inn Winshill



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf



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



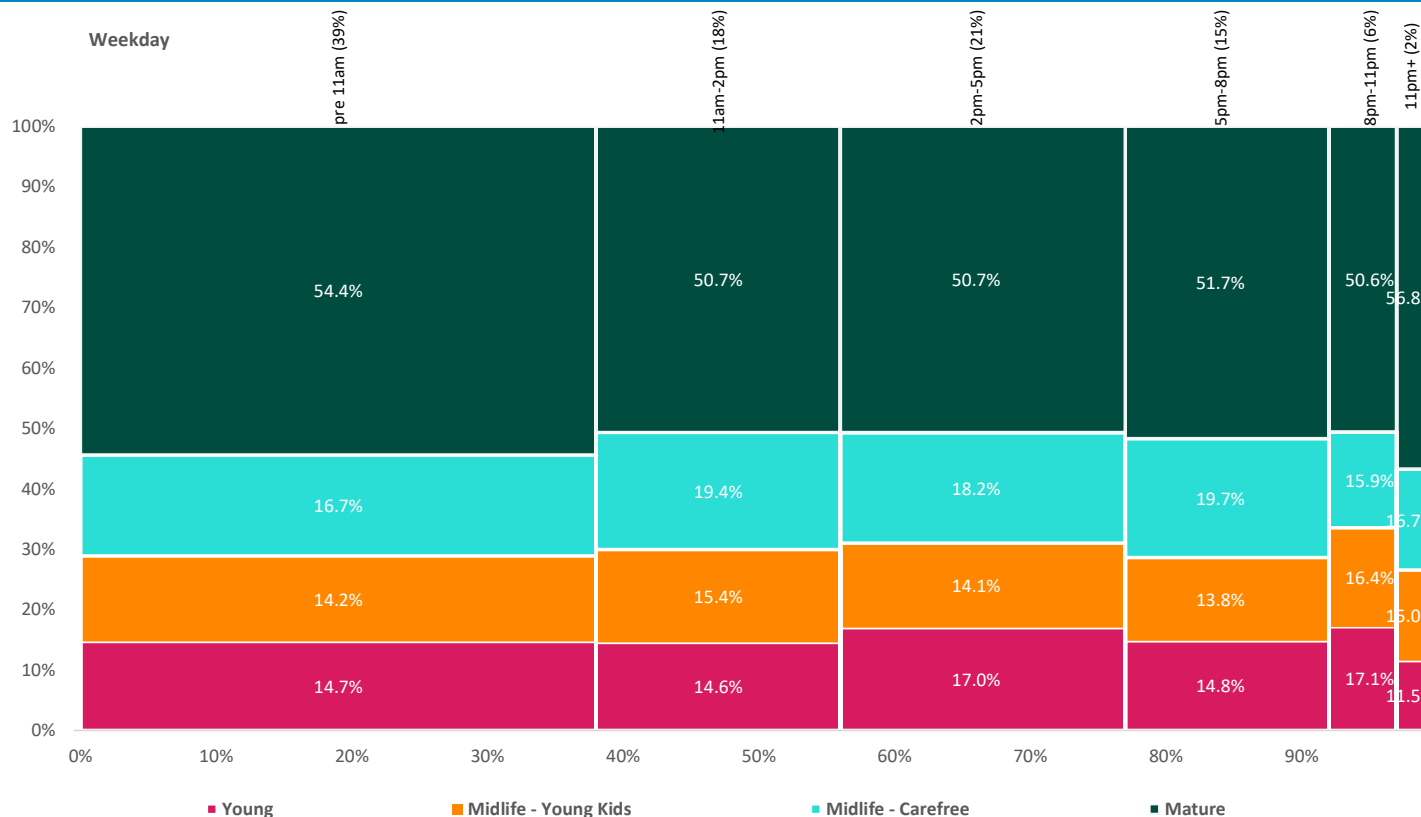
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Waterloo Inn Winshill

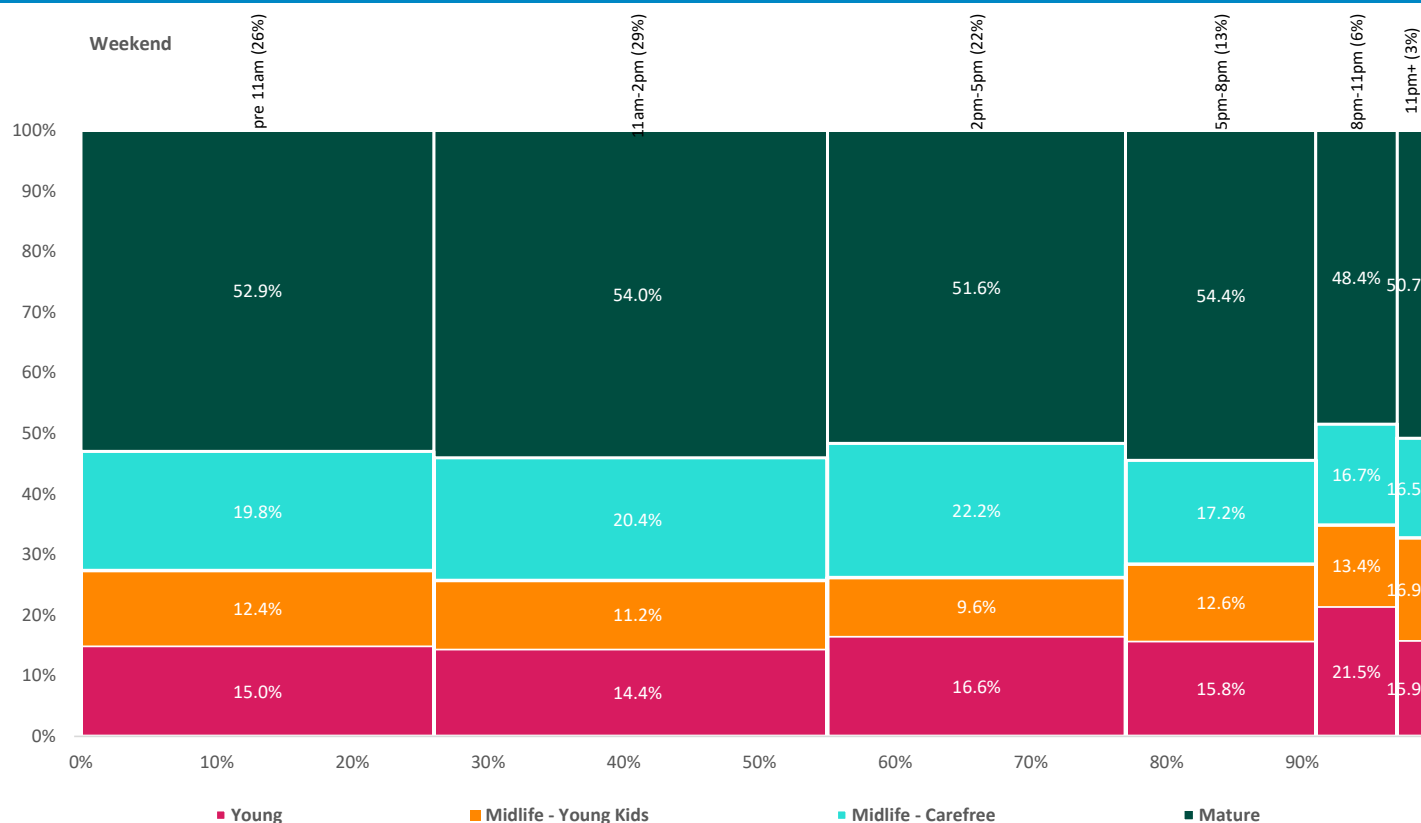


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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

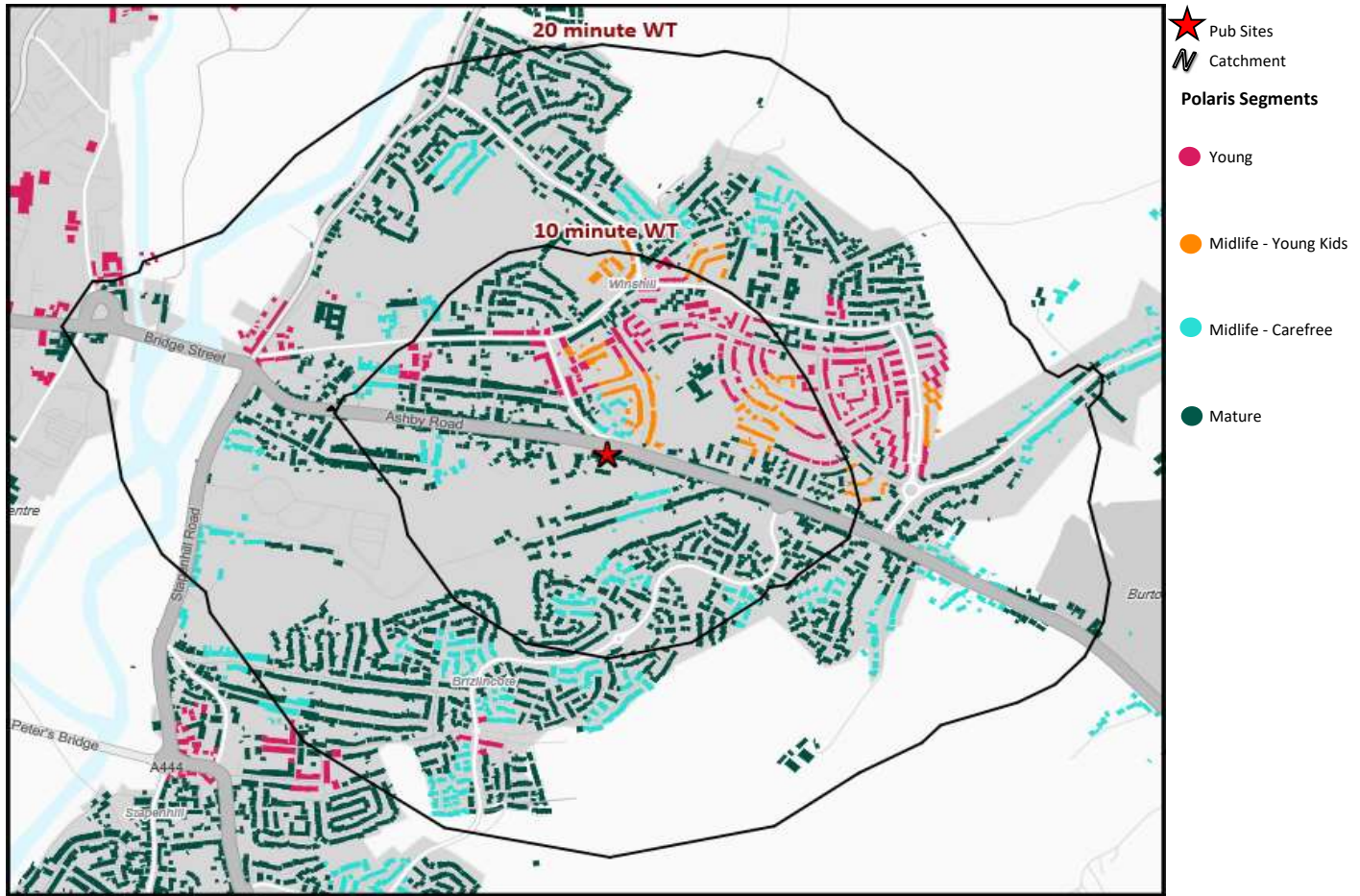


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Summary - Waterloo Inn Winhill



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
Not Private Households	202	202	1,177	380	142	53
Total	4,051	10,851	169,194			

Polaris Plus Summary - Waterloo Inn Winhill



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



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 Winhill

	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

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.																																									
Consumer Insight	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr></table>	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"																												
	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"																																						
Product needs	<table><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																																				
<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="9">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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																									