

## Catchment Summary - White Hart Newbold On Stour



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

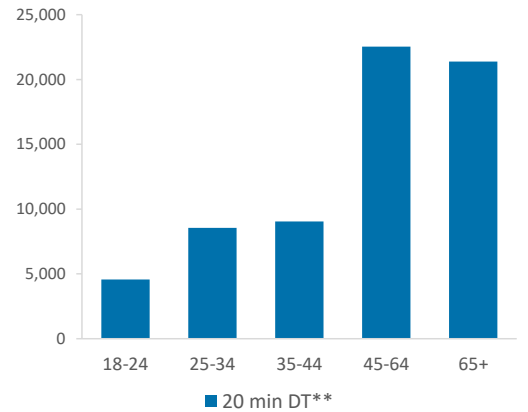
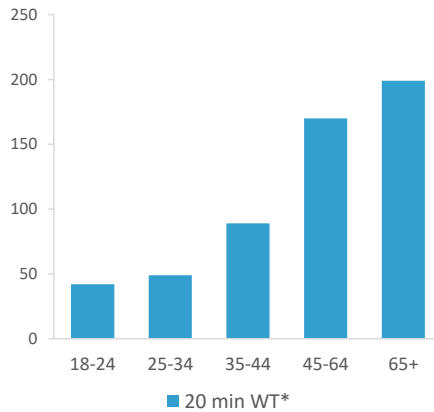
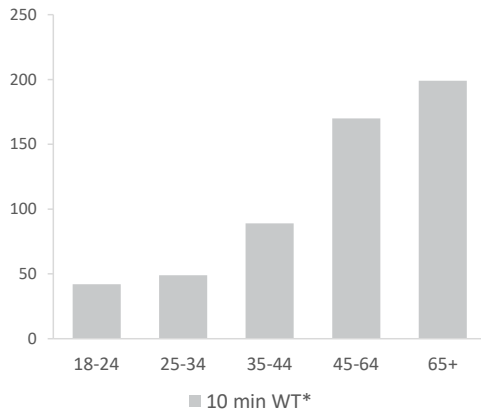
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	711	711	80,996	13	5	21
Adults 18+	549	549	66,089	13	3	22
Competition Pubs	1	1	103	7	3	28
Adults 18+ per Competition Pub	549	549	642	66	66	78
% Adults Likely to Drink	85.0%	85.0%	84.5%	103	103	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	1.5%	1.5%	12.9%	6	6	50
	Medium	24.6%	24.6%	27.1%	62	62	69
	High	74.0%	74.0%	58.1%	221	221	173

\*Affluence does not include Not Private Households

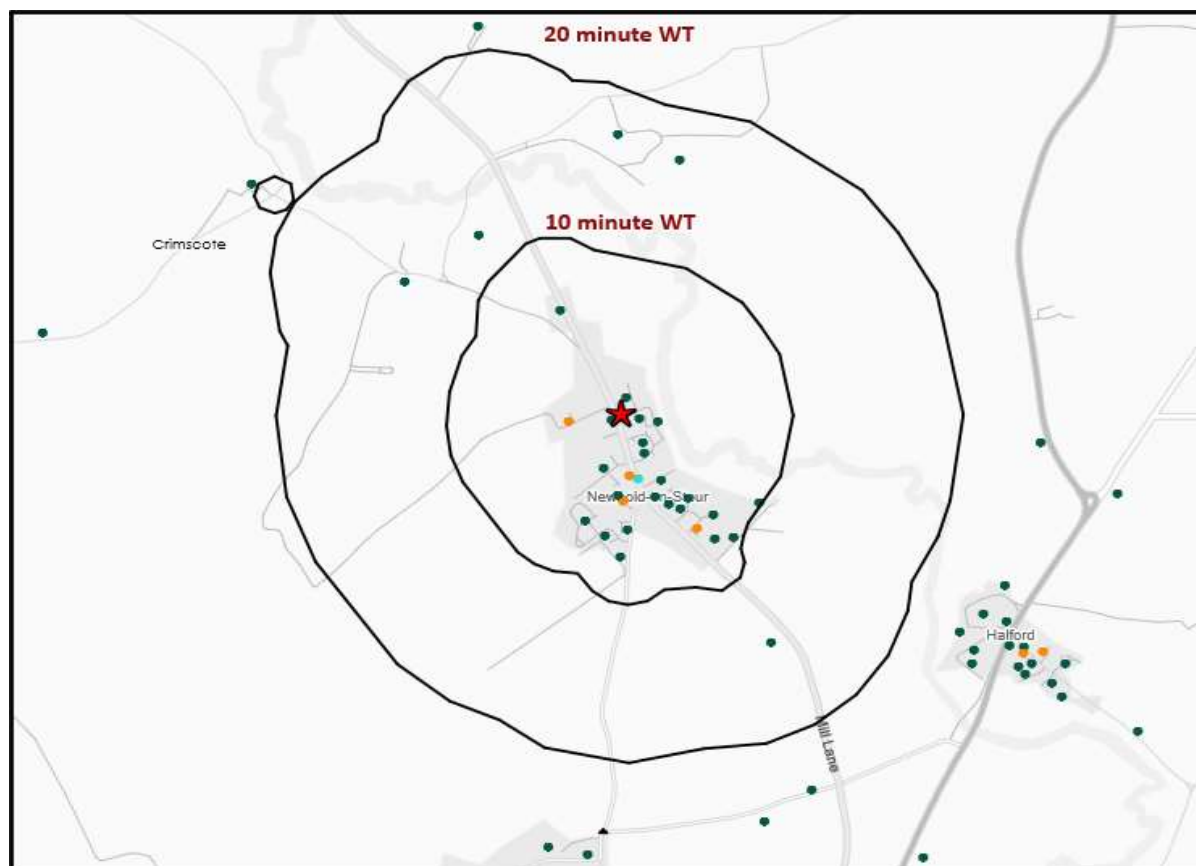
Age Profile	18-24	42	42	4,573	73	73	70
	25-34	49	49	8,547	52	52	79
	35-44	89	89	9,045	97	97	87
	45-64	170	170	22,539	94	94	109
	65+	199	199	21,385	146	146	138



		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	315 (44%)	315 (44%)	39,107 (48%)	90	90	98
	Female	396 (56%)	396 (56%)	41,889 (52%)	110	110	102
Economic Status (16-74)	Employed: Full-time	227 (47%)	227 (47%)	24,262 (43%)	114	114	103
	Employed: Part-time	72 (15%)	72 (15%)	7,700 (14%)	116	116	105
	Self employed	72 (15%)	72 (15%)	7,596 (13%)	158	158	141
	Unemployed	3 (1%)	3 (1%)	584 (1%)	26	26	44
	Retired	60 (13%)	60 (13%)	9,214 (16%)	91	91	118
	Other	44 (9%)	44 (9%)	7,173 (13%)	47	47	64
Total Worker Count		132	132	39,171			

See the Glossary page for further information on the above variables

## Polaris Summary - White Hart Newbold On Stour



## Polaris Segments

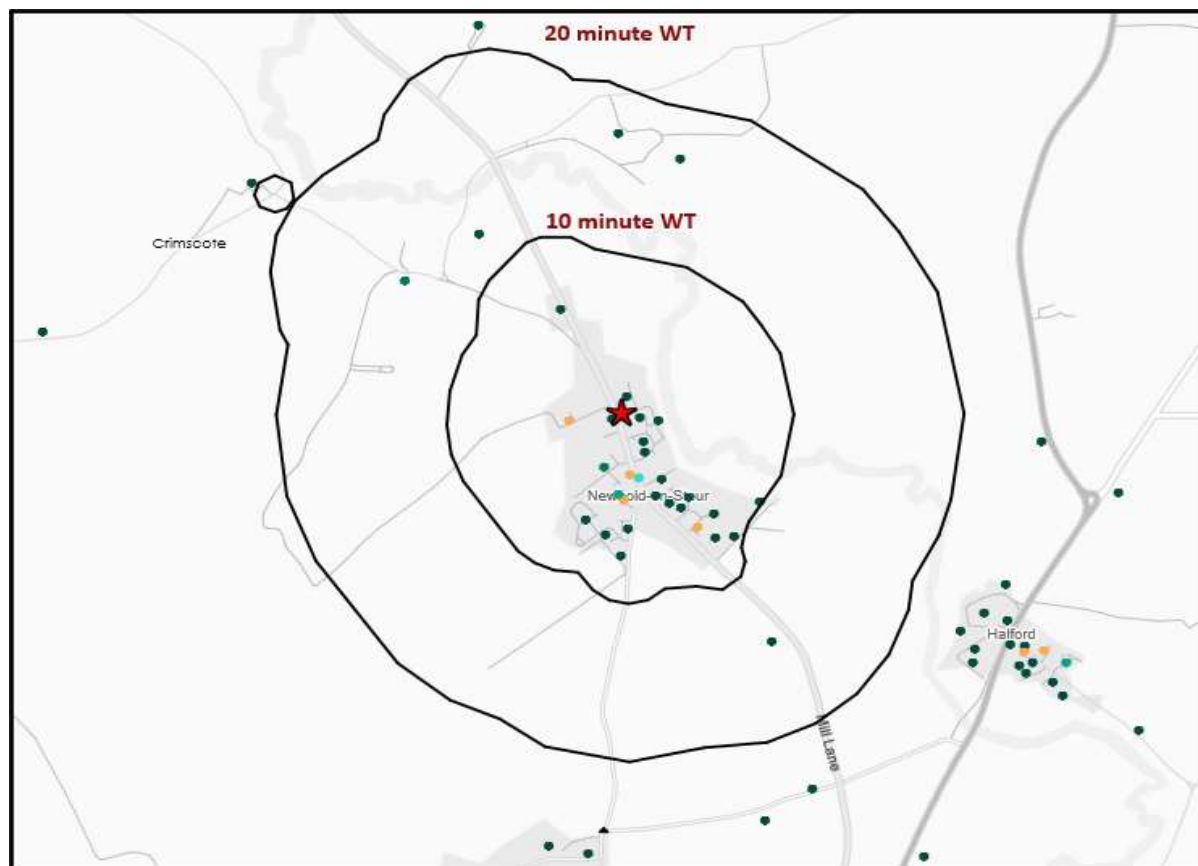
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## 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 Adult - Showing I Care	0	0	924	0	0	16
Young Adult - Showing I'm Cool	0	0	2,127	0	0	35
Midlife - Young Kids	133	133	13,399	77	77	65
Midlife - Carefree	14	14	8,304	12	12	60
Mature	402	402	40,113	262	262	217
<b>Not Private Households</b>	0	0	1,222	0	0	129
<b>Total</b>	549	549	66,089			

## Polaris Summary - White Hart Newbold On Stour



- ★ Pub Sites
- ⌘ Catchment

## Polaris Plus Segments

Young Adult - Showing I'm Care

- Low
- Medium
- High

Young Adult - Showing I'm Cool

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

## Polaris Plus Profile by Catchment

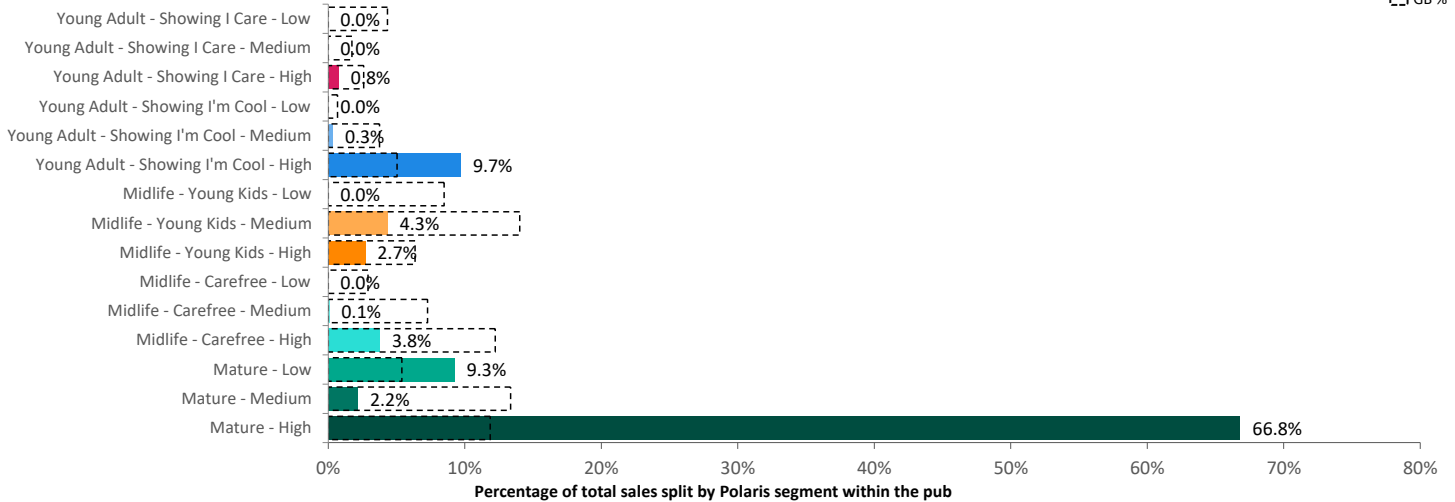
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I'm Care</b>						
Low	0	0	95	0	0	3
Medium	0	0	0	0	0	0
High	0	0	829	0	0	37
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	447	0	0	18
High	0	0	1,680	0	0	57
<b>Midlife - Young Kids</b>						
Low	0	0	2,073	0	0	28
Medium	116	116	7,986	142	142	81
High	17	17	3,340	57	57	94
<b>Midlife - Carefree</b>						
Low	0	0	939	0	0	42
Medium	0	0	942	0	0	21
High	14	14	6,423	23	23	89
<b>Mature</b>						
Low	8	8	5,416	25	25	138
Medium	19	19	8,557	27	27	102
High	375	375	26,140	728	728	422
<b>Not Private Households</b>	0	0	1,222	0	0	129
<b>Total</b>	549	549	66,089			

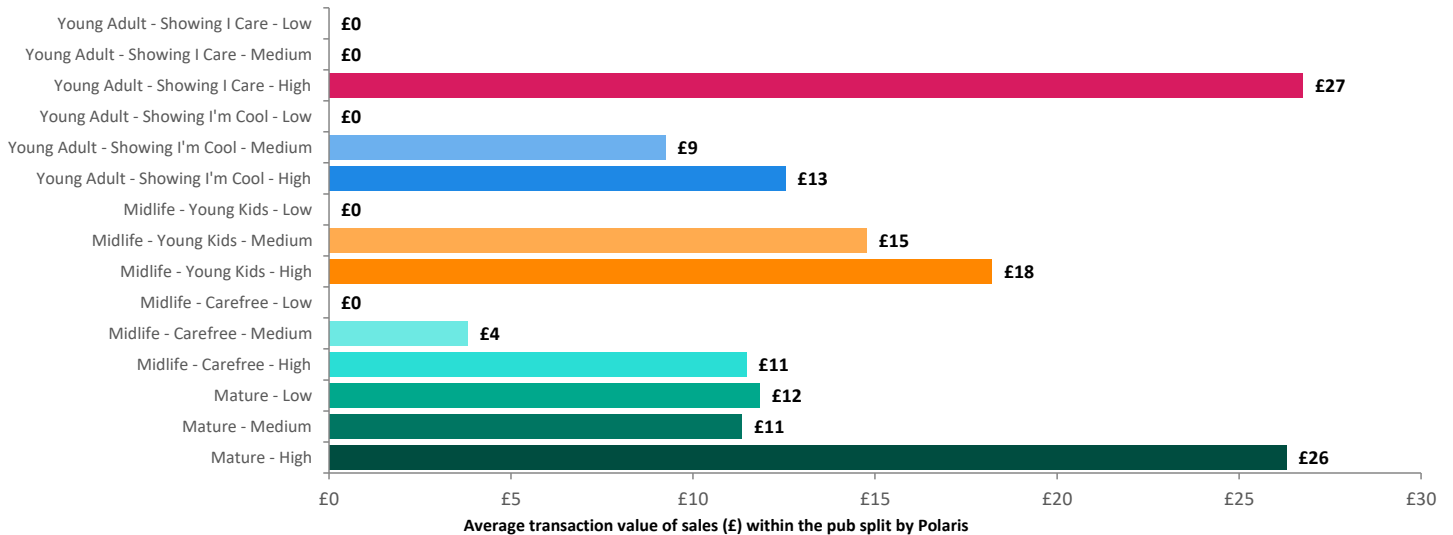
## Transactional Data Summary - White Hart Newbold On Stour

## Spend by Polaris

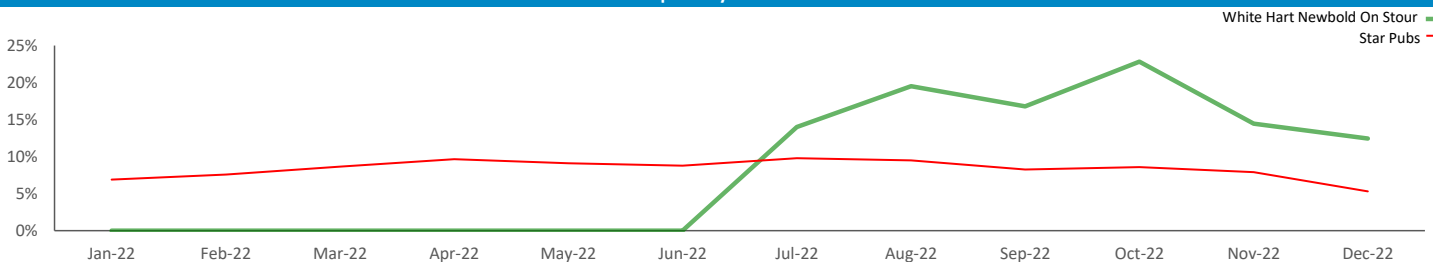
GB %



## Average Transaction Values (£) by Polaris

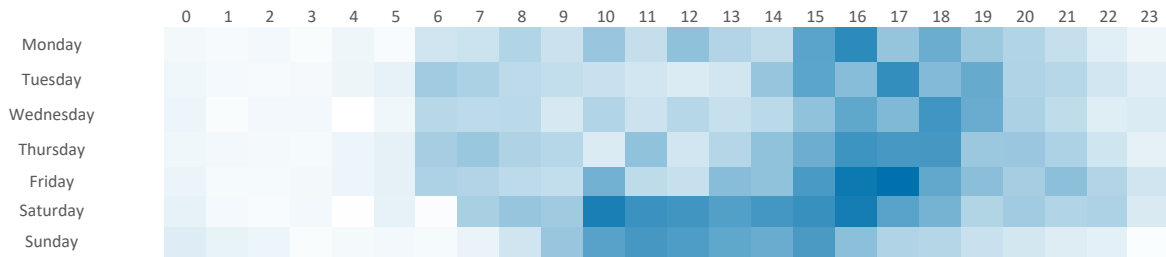


## Spend by Month



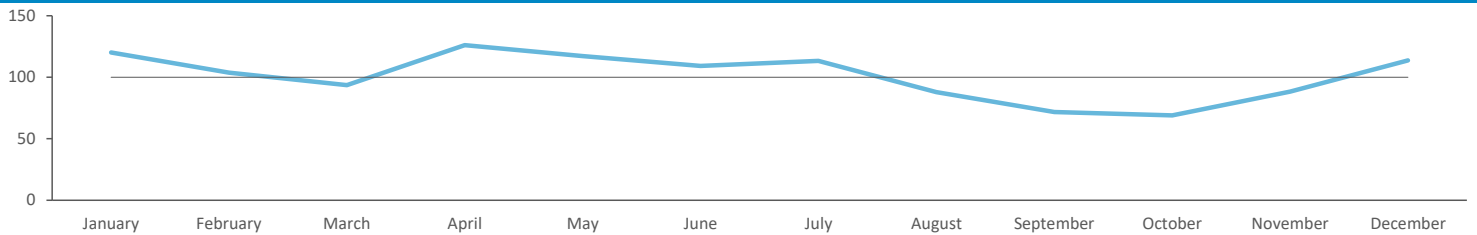
# Mobile Data Summary - White Hart Newbold On Stour

## Time of Day/Day of Week



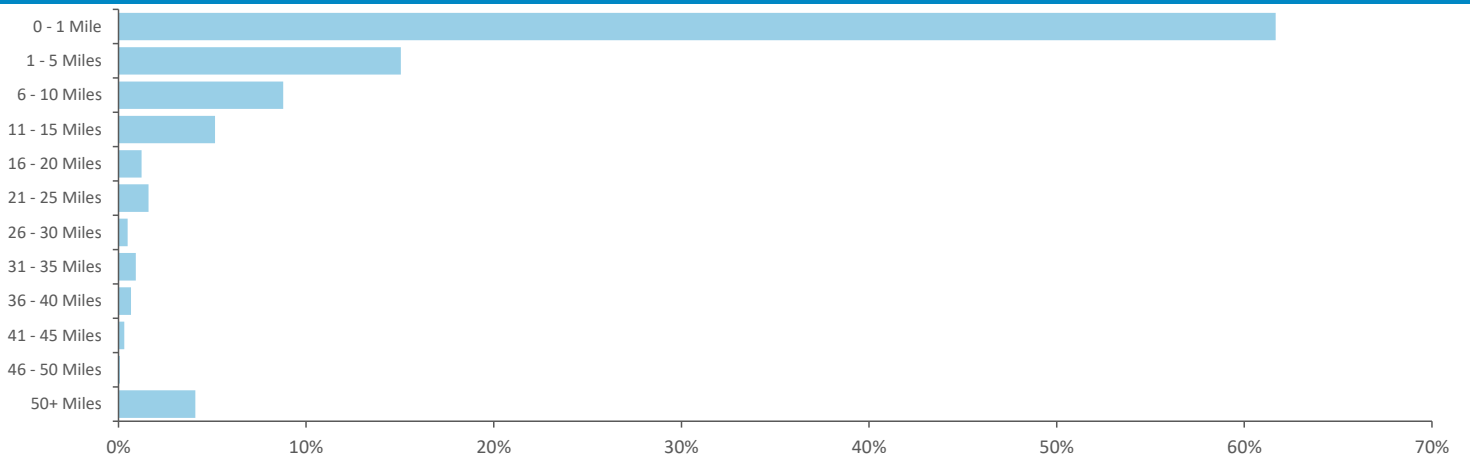
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



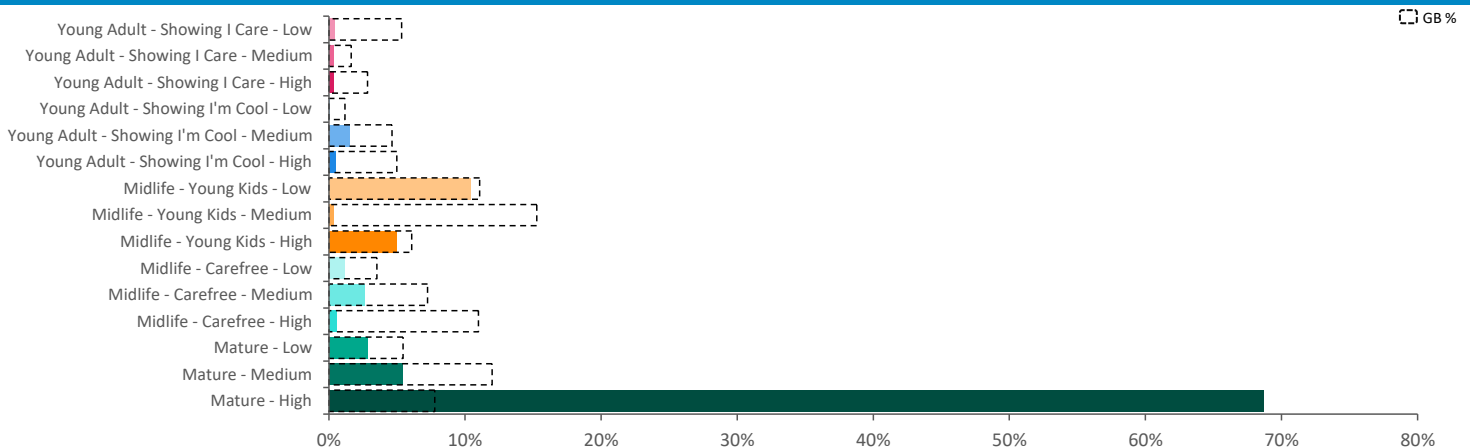
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



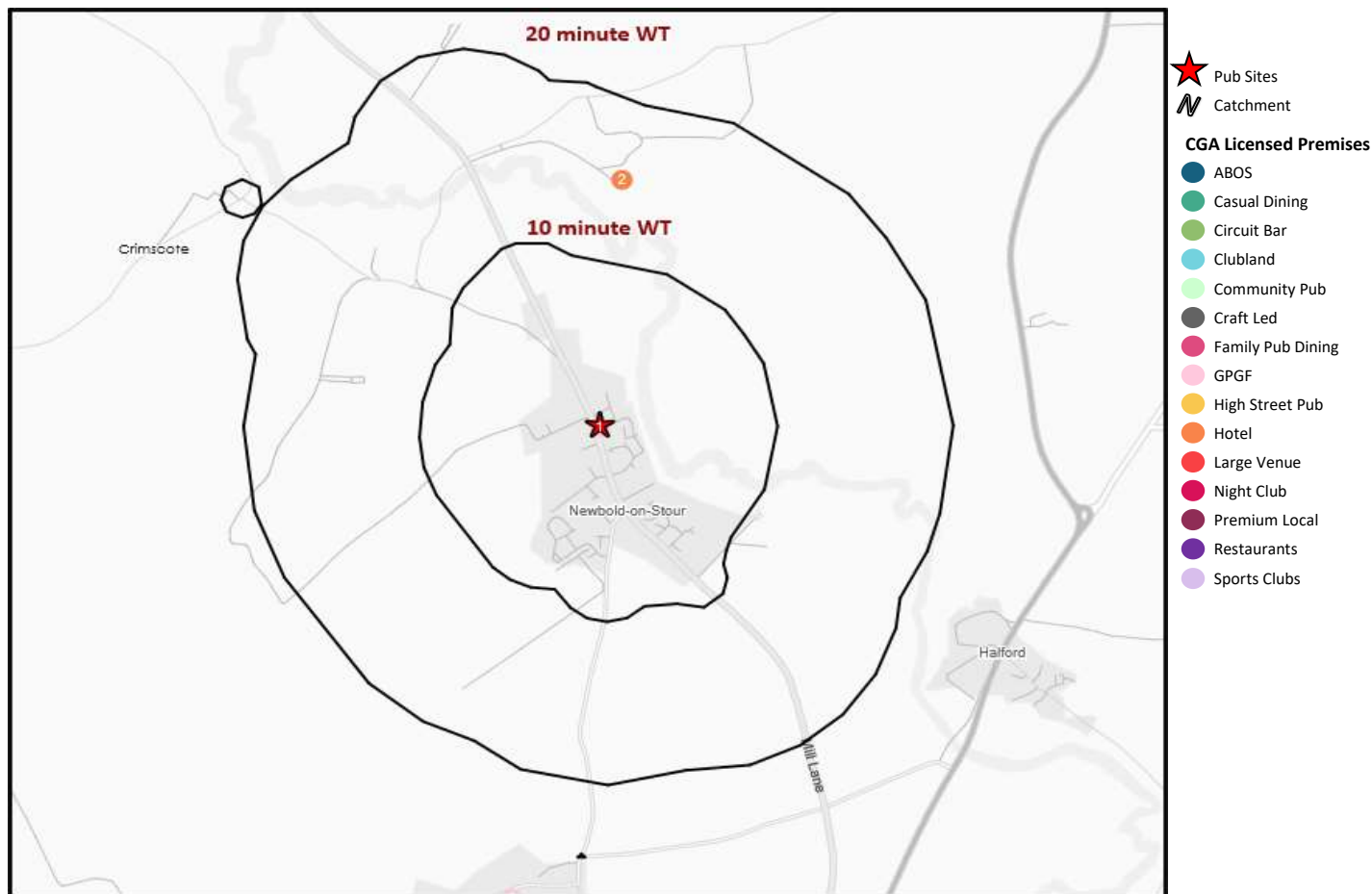
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



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

## CGA Summary - White Hart Newbold On Stour



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	White Hart	CV37 8TS	Star Pubs & Bars	GPGF	0.0
2	Ettington Park Hotel	CV37 8BU	Hand Picked Hotels	Hotel	0.6
3	Fuzzy Duck	CV37 8DD	Independent Free	GPGF	1.1

## Per Pub Analysis - White Hart Newbold On Stour

	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+	549	549	66,089
Number of Competition Pubs	1	1	103
Adults 18+ per Competition Pub	549	549	642

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	56	10.1%	99
Circuit Bar	16	3.0%	80
Community Pub	22	4.1%	23
Craft Led	7	1.2%	39
Great Pub Great Food	216	39.3%	205
High Street Pub	30	5.5%	32
Premium Local	202	36.9%	210

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	56	10.1%	99
Circuit Bar	16	3.0%	80
Community Pub	22	4.1%	23
Craft Led	7	1.2%	39
Great Pub Great Food	216	39.3%	205
High Street Pub	30	5.5%	32
Premium Local	202	36.9%	210

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	5,754	8.7%	85
Circuit Bar	1,534	2.3%	63
Community Pub	7,925	12.0%	69
Craft Led	949	1.4%	45
Great Pub Great Food	20,433	30.9%	161
High Street Pub	7,743	11.7%	68
Premium Local	18,648	28.2%	161

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3, 5.3</p>																							
Age Profile	Counts of residents by Age band																							
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																							
Index vs GB Average	<p>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</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																							
Polaris Segmentation																								
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																								
	<table><tr><th></th><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what's new</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>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</td><td>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</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><tr><td>Product needs</td><td><ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Being romantic</li></ul></td><td><ul style="list-style-type: none"><li>Tastes good and looks good</li><li>Discovering new things</li><li>Supports connecting with friends and family</li><li>Enjoyable for longer</li></ul></td><td><ul style="list-style-type: none"><li>Tastes great</li><li>Good quality</li><li>Helps me feel good</li><li>Enjoyable for longer</li></ul></td></tr></table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Being romantic</li></ul>	<ul style="list-style-type: none"><li>Tastes good and looks good</li><li>Discovering new things</li><li>Supports connecting with friends and family</li><li>Enjoyable for longer</li></ul>	<ul style="list-style-type: none"><li>Tastes great</li><li>Good quality</li><li>Helps me feel good</li><li>Enjoyable for longer</li></ul>
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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 6 categories, 18 groups and 62 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.																								