

Catchment Summary - White Lion Stockingford



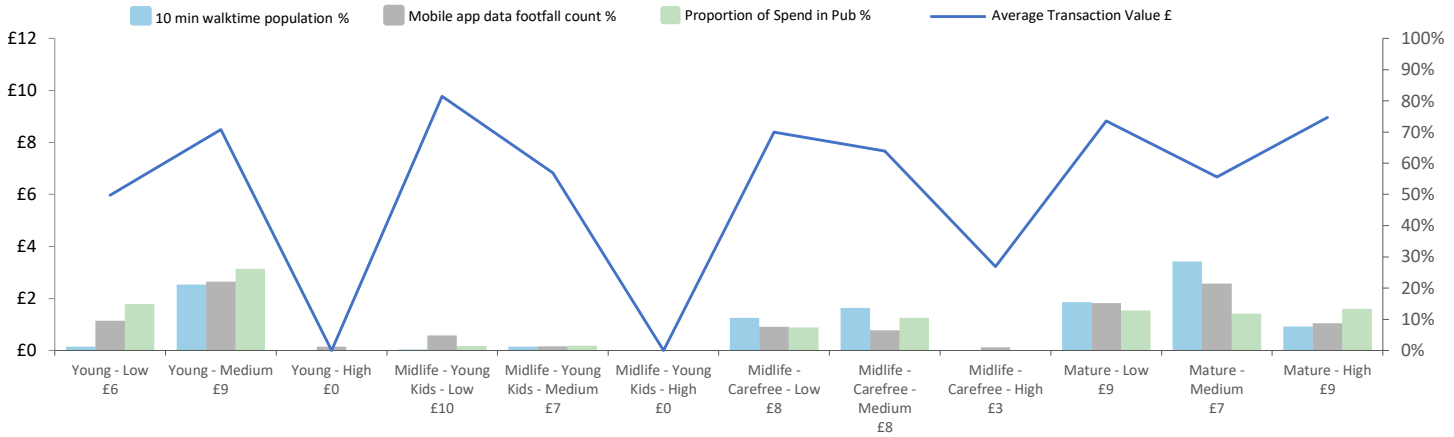
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626709	White Lion Stockingford	CV10 7DZ	Star Pubs & Bars	Community Pub	11



- ★ 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 - White Lion Stockingford

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

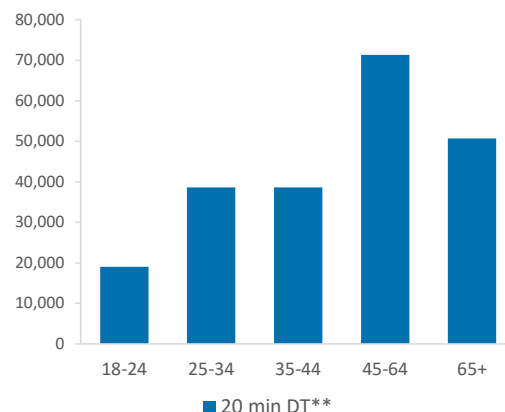
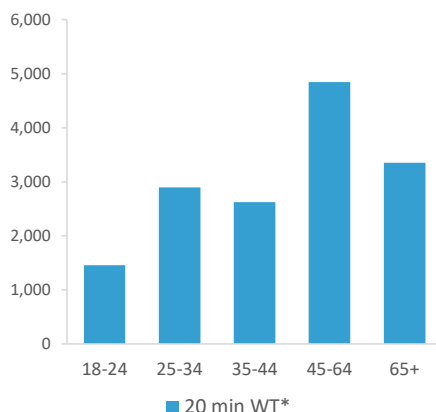
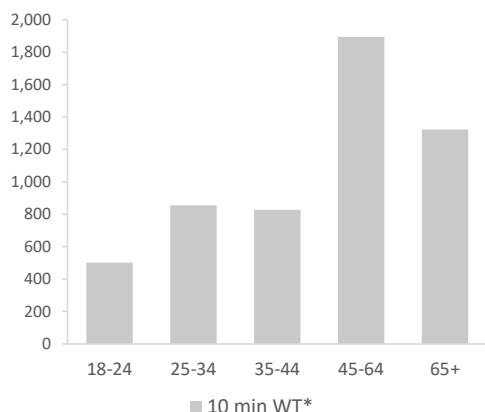
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,657	19,292	281,081	124	104	64
Adults 18+	5,400	15,174	218,402	120	99	62
Competition Pubs	4	8	228	22	22	55
Adults 18+ per Competition Pub	1,350	1,897	958	157	221	112
% Adults Likely to Drink	79.2%	76.8%	75.1%	104	101	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	27.6%	44.6%	42.4%	83	134	127
	Medium	64.7%	50.8%	45.5%	170	133	119
	High	7.7%	4.6%	11.3%	28	17	41

*Affluence does not include Not Private Households

Age Profile	18-24	501	1,455	19,048	92	93	83
	25-34	855	2,899	38,669	96	113	103
	35-44	828	2,624	38,639	94	103	104
	45-64	1,893	4,847	71,351	111	98	99
	65+	1,323	3,349	50,695	103	90	94



		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	3,286 (49%)	9,578 (50%)	138,296 (49%)	101	101	100
	Female	3,371 (51%)	9,714 (50%)	142,785 (51%)	99	99	100
Economic Status (16+)	Employed: Full-time	2,147 (39%)	6,048 (39%)	83,727 (37%)	112	112	108
	Employed: Part-time	694 (13%)	1,974 (13%)	27,349 (12%)	105	106	102
	Self employed	346 (6%)	955 (6%)	16,607 (7%)	68	66	80
	Unemployed	114 (2%)	449 (3%)	6,799 (3%)	74	104	109
	Full-time student	108 (2%)	321 (2%)	4,790 (2%)	82	86	89
	Retired	1,431 (26%)	3,268 (21%)	47,764 (21%)	118	96	97
	Other	705 (13%)	2,620 (17%)	38,394 (17%)	73	96	98
Total Worker Count		1,066	3,673	123,038			

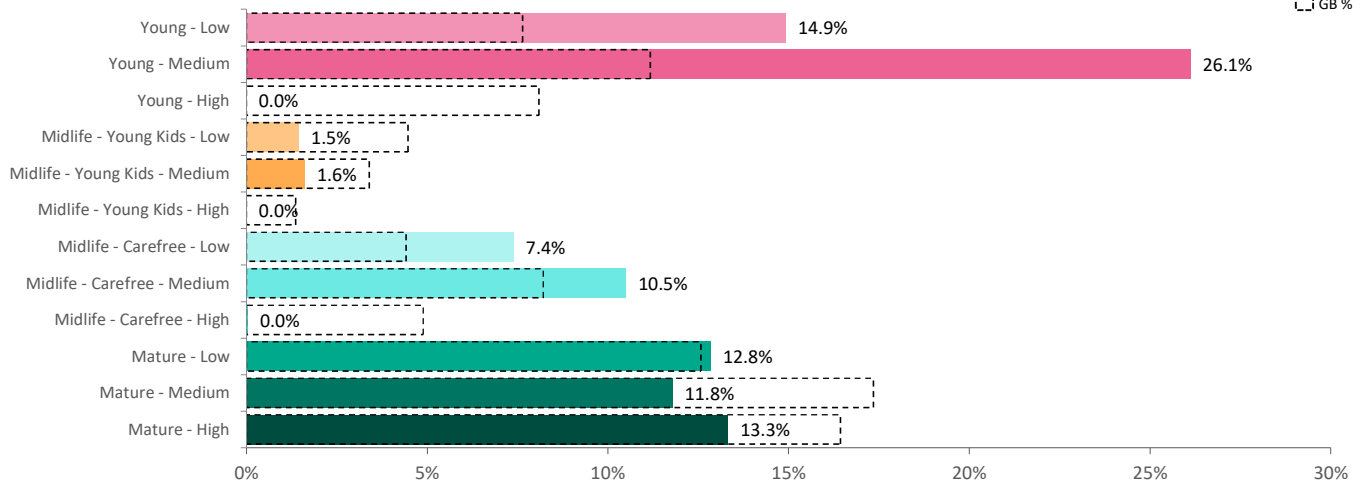
See the Glossary page for further information on the above variables

Transactional Data Summary - White Lion Stockingford



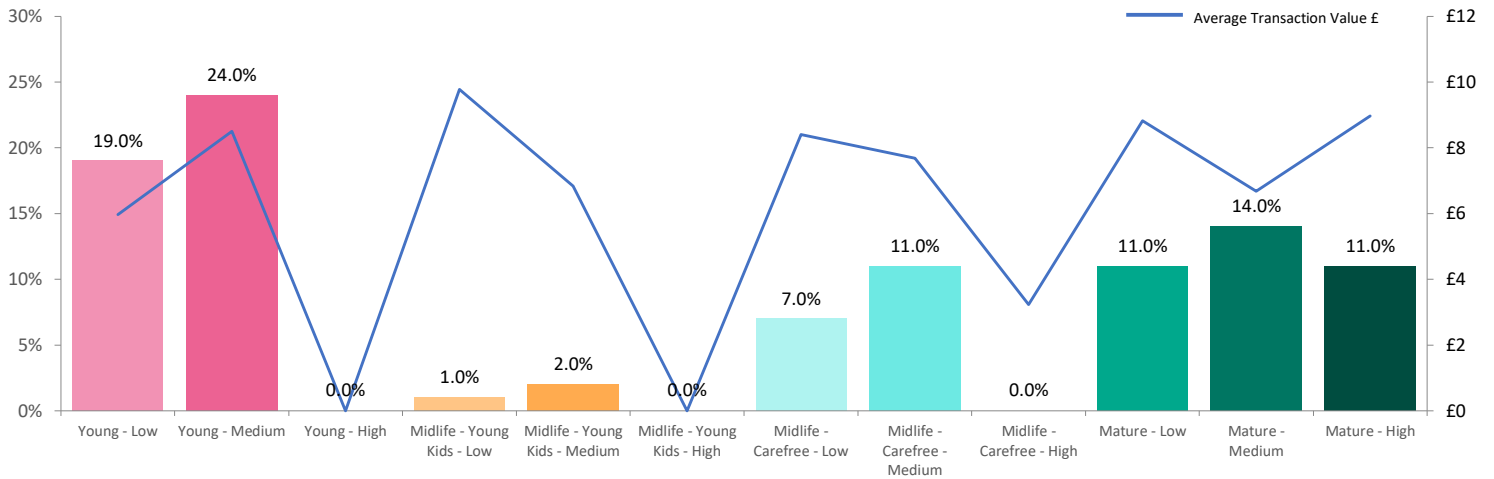
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Spend by Polaris Plus



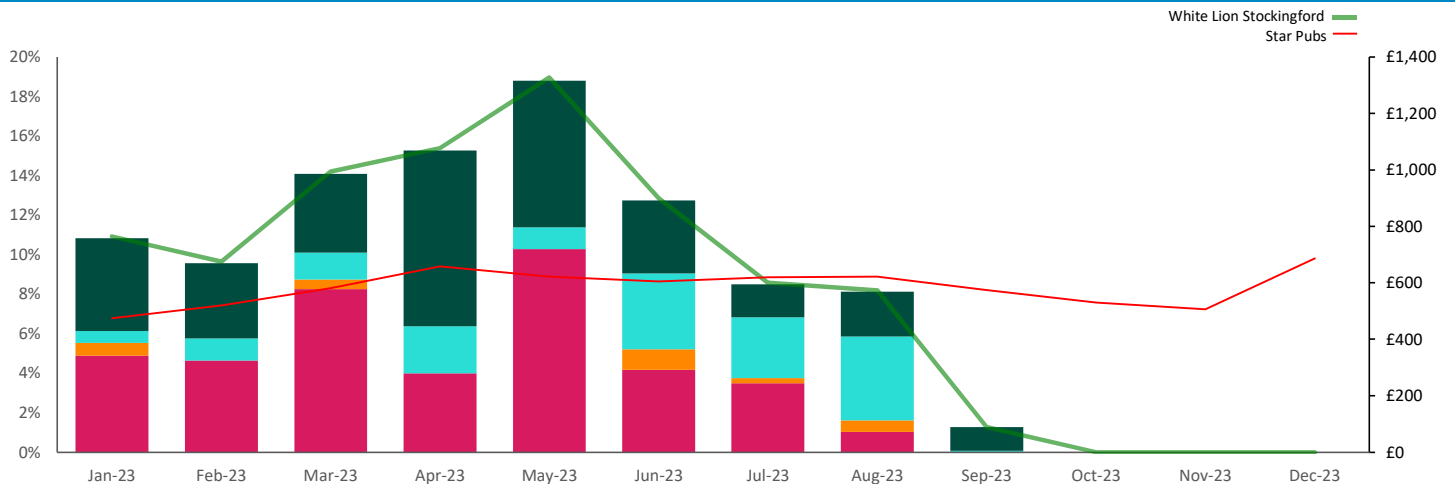
Percentage of total sales split by Polaris Plus segment within the pub

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



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

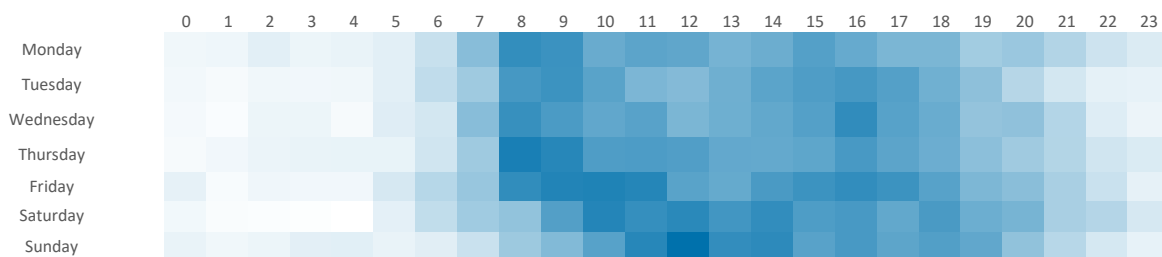
Spend by Month and Polaris



Seasonality of the spend split by month

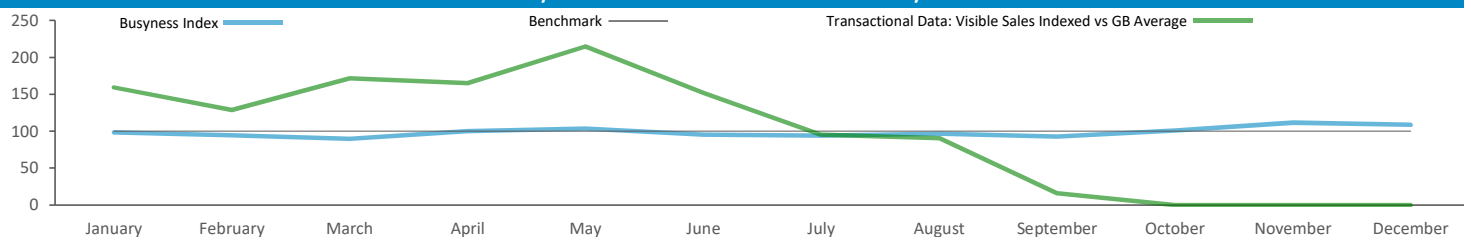
Mobile Data Summary - White Lion Stockingford

Time of Day/Day of Week



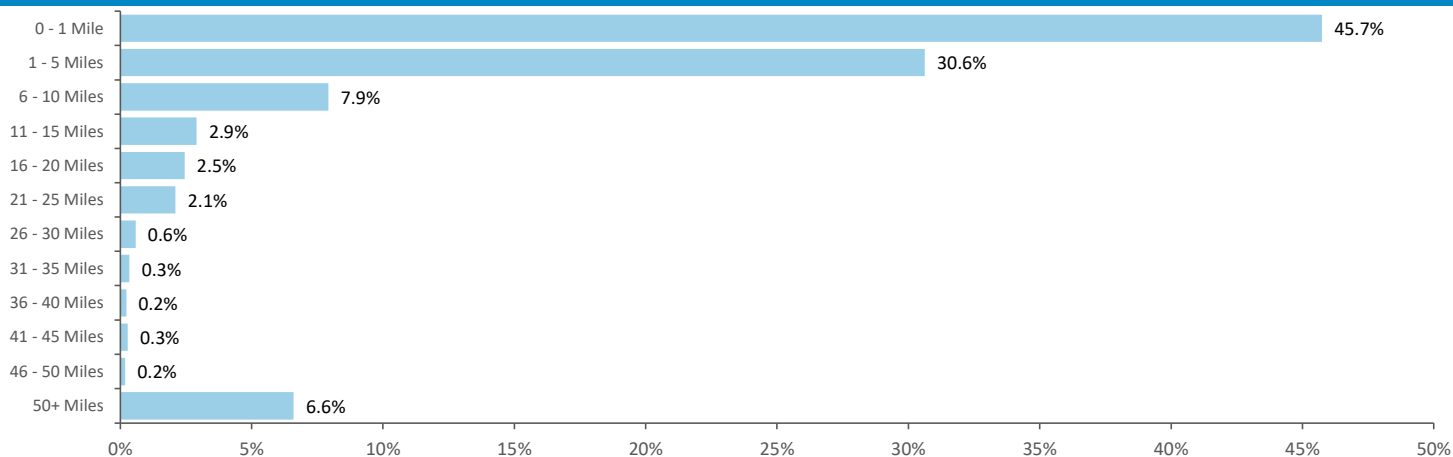
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

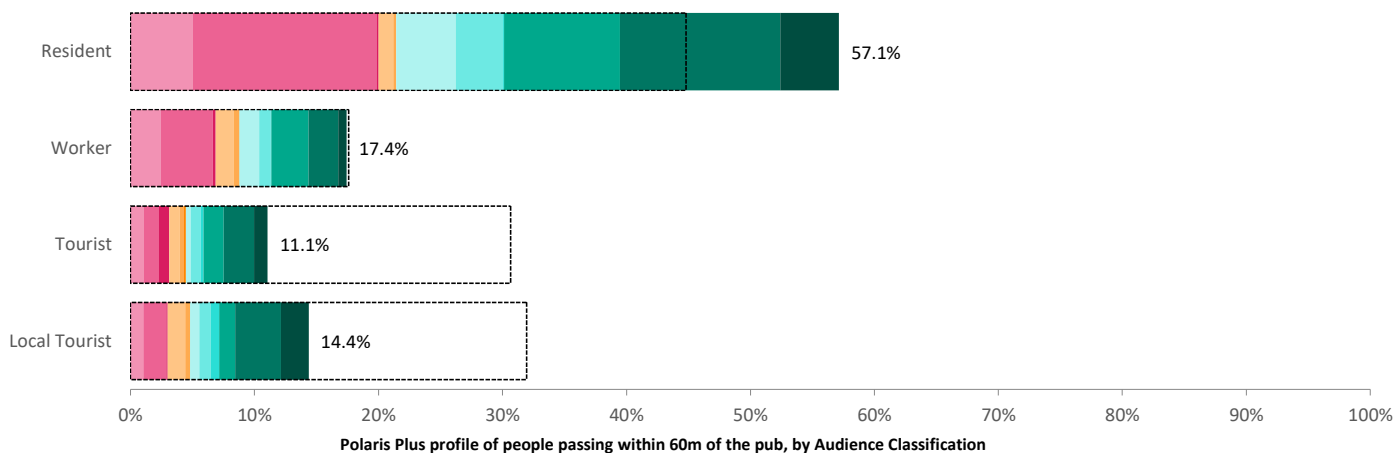
Distance from Home



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



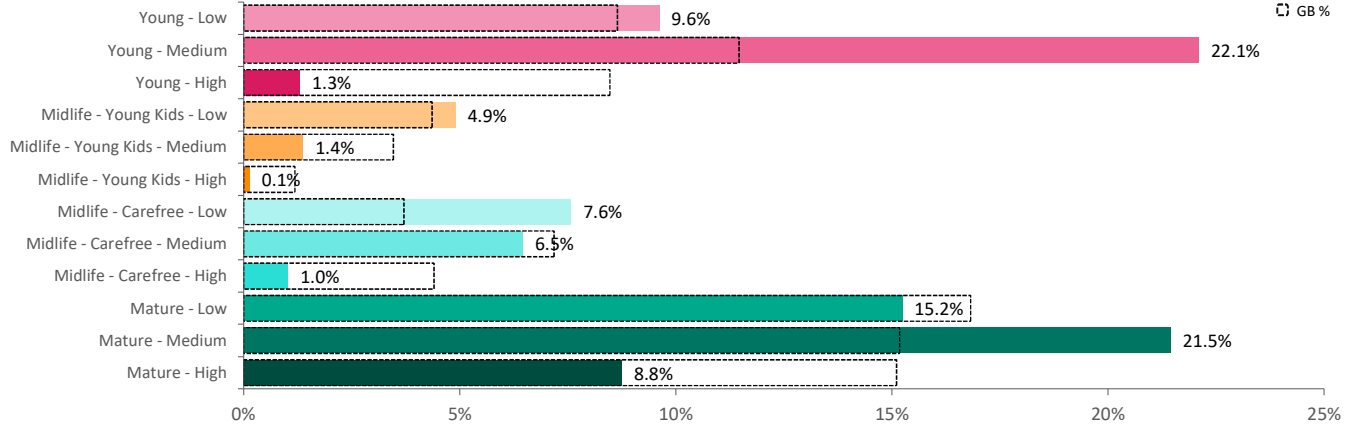
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - White Lion Stockingford



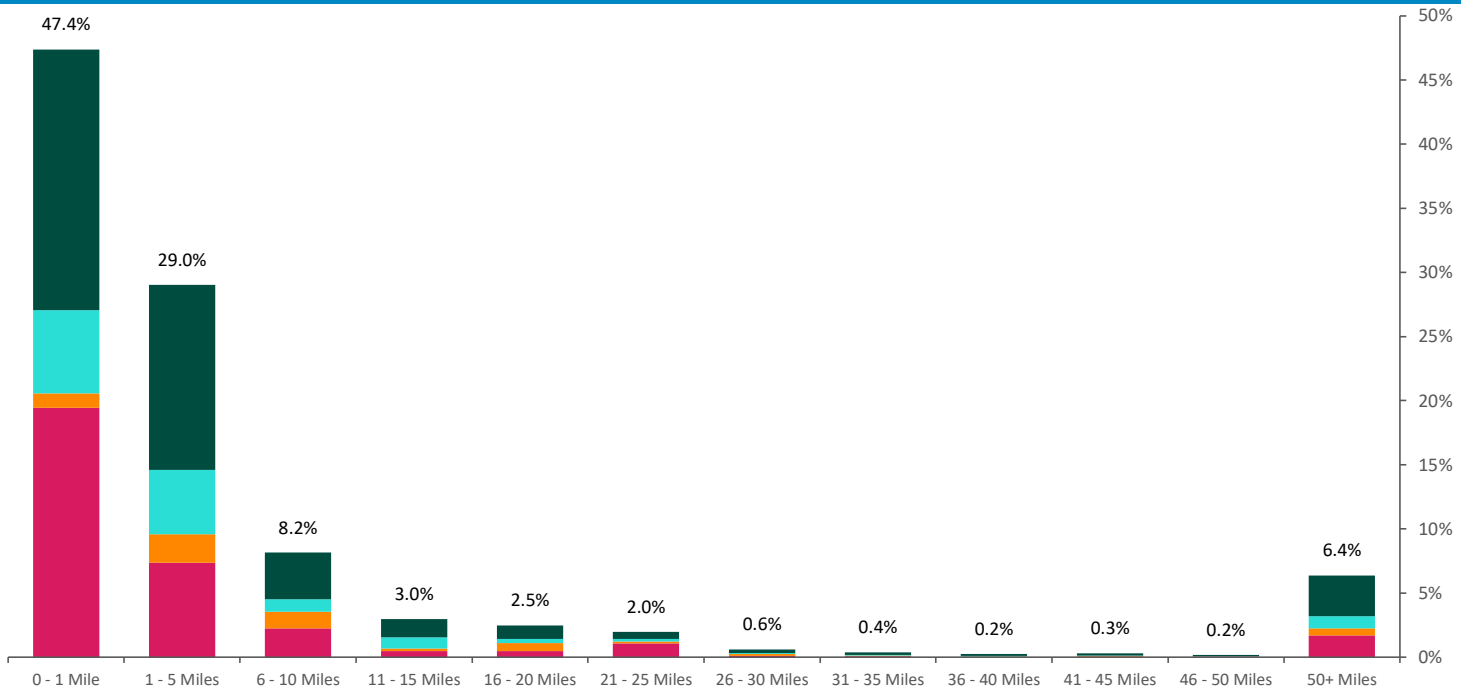
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Polaris Plus Profile



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

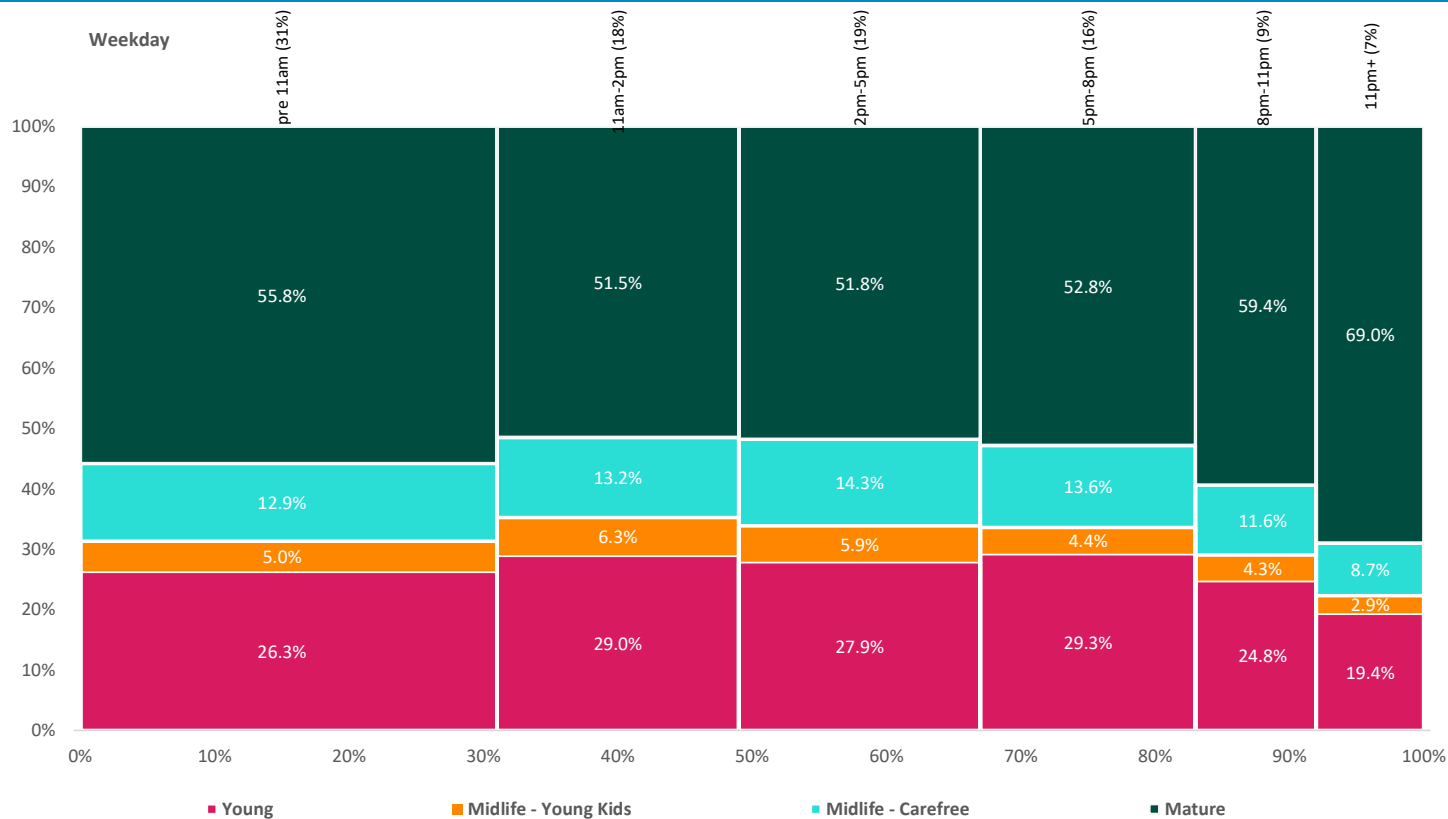


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

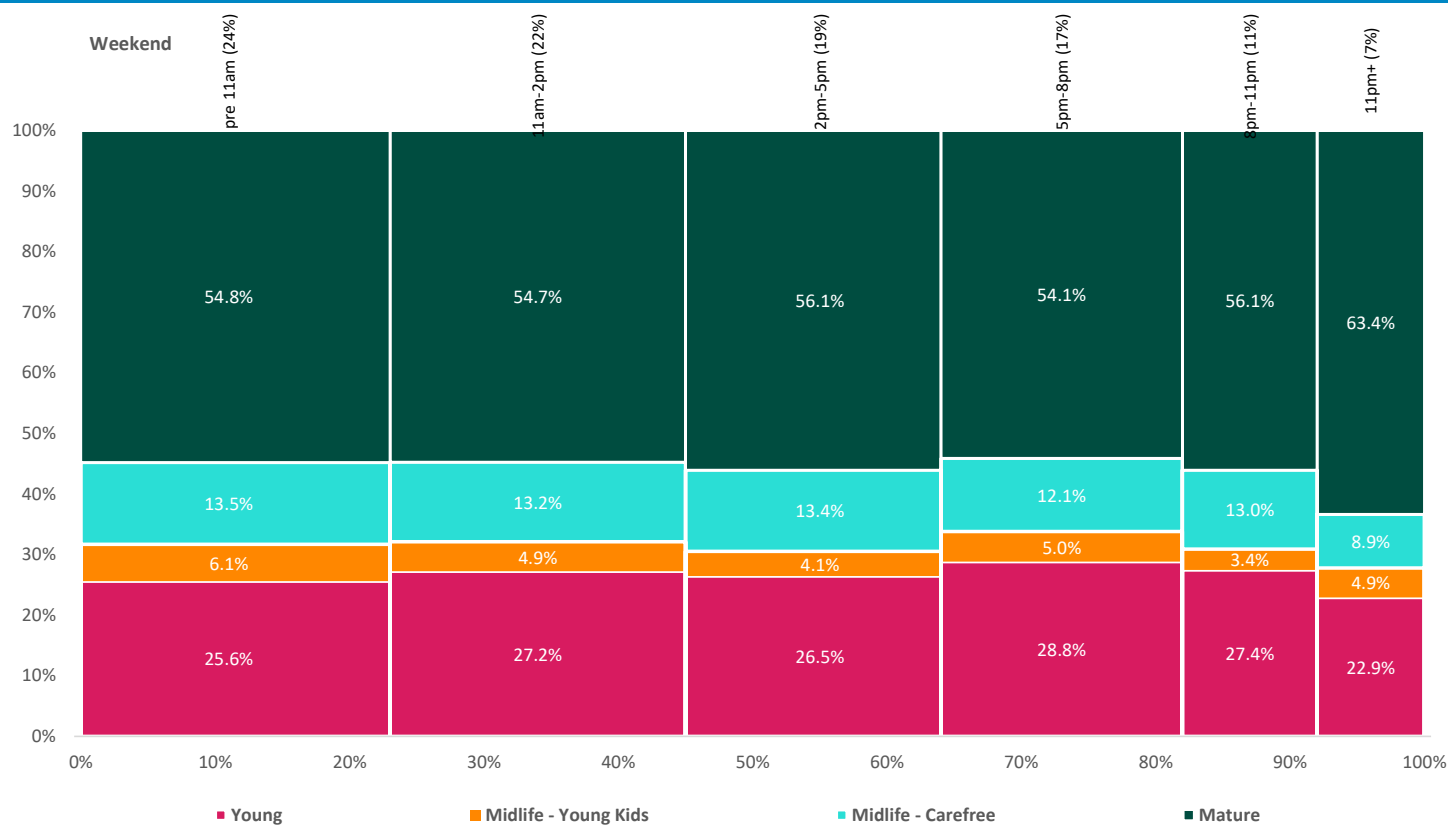
Mobile Data Summary - White Lion Stockingford

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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 - White Lion Stockingford

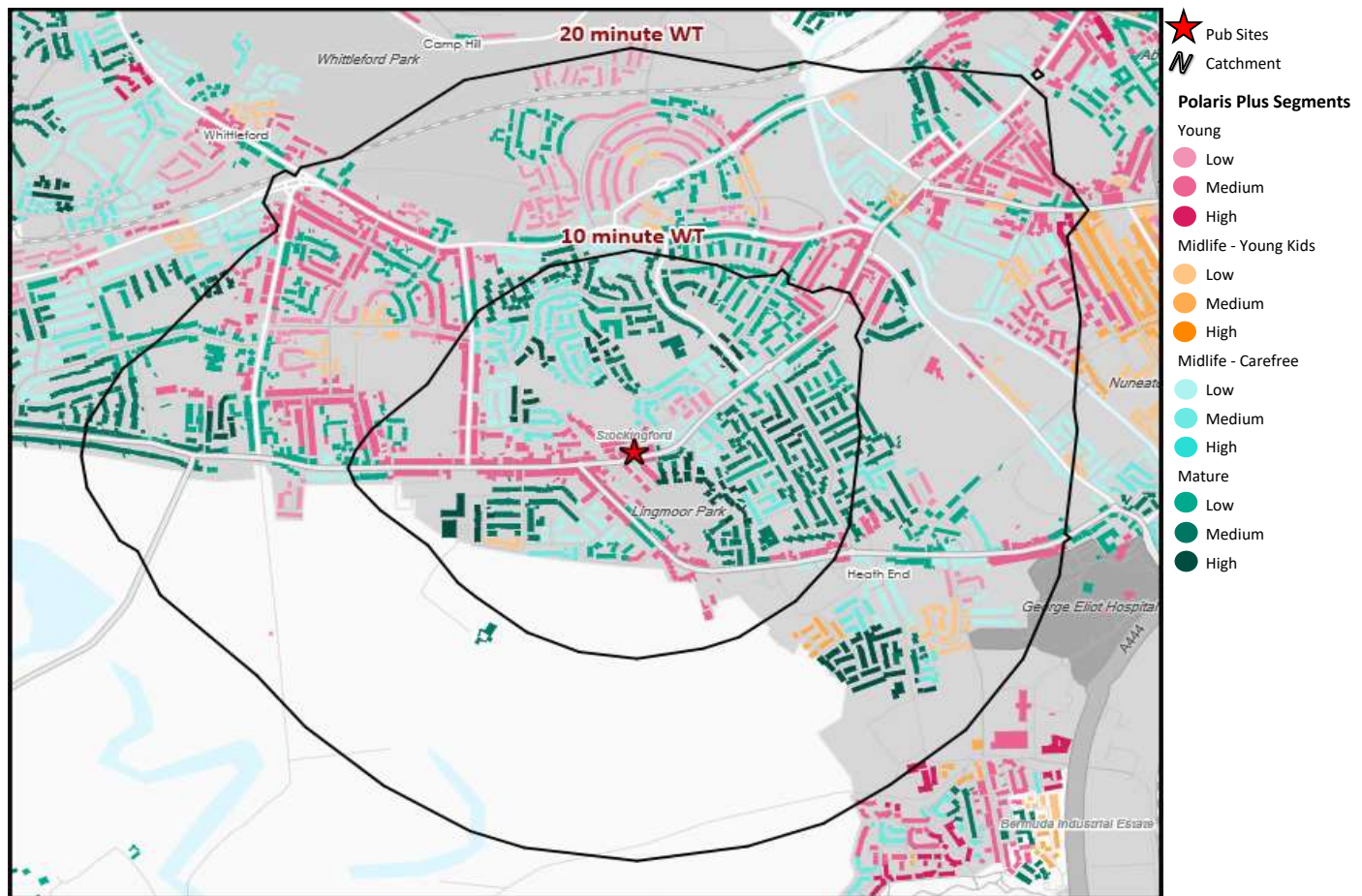


Polaris Profile by Catchment

*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	1,210	5,797	62,490	81	139	104
Midlife - Young Kids	86	682	24,945	15	41	104
Midlife - Carefree	1,309	2,790	39,584	153	116	114
Mature	2,795	5,902	89,590	117	88	92
Not Private Households	0	3	1,793	0	2	63
Total	5,400	15,174	218,402			

Polaris Plus Summary - White Lion Stockingford

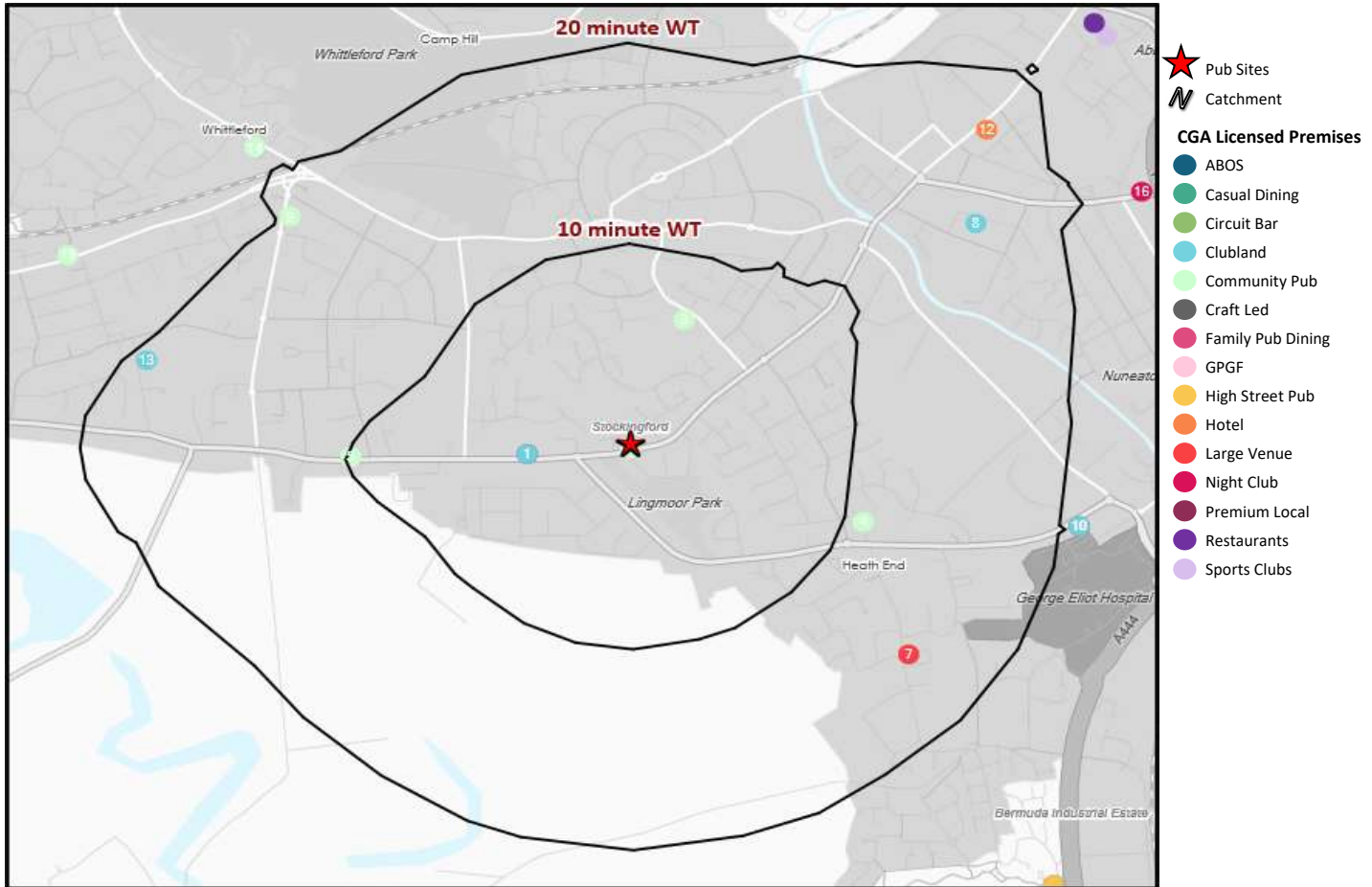


Polaris Plus Profile by Catchment

*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	68	1,642	20,918	13	110	98
Medium	1,142	4,149	40,741	193	249	170
High	0	6	831	0	1	6
Midlife - Young Kids						
Low	17	575	18,559	6	69	155
Medium	69	107	6,386	30	16	68
High	0	0	0	0	0	0
Midlife - Carefree						
Low	567	1,840	20,143	249	288	219
Medium	742	950	15,313	192	87	98
High	0	0	4,128	0	0	42
Mature						
Low	838	2,712	32,942	113	130	110
Medium	1,540	2,497	36,966	182	105	108
High	417	693	19,682	52	30	60
Not Private Households	0	3	1,793	0	2	63
Total	5,400	15,174	218,402			

CGA Summary - White Lion Stockingford



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	White Lion	CV10 7DZ	Star Pubs & Bars	Community Pub	0.0
1	Cjs	CV10 7NJ	Independent Free	Restaurants	0.2
1	Stockingford Sports & Labour Club	CV10 7NJ	Independent Free	Clubland	0.2
3	Sunnyside Inn	CV10 8ER	Greene King	Community Pub	0.3
4	Hare & Hounds	CV10 7JA	Admiral Taverns Ltd	Community Pub	0.4
5	Hearty Goodfellow	CV10 7NQ	Admiral Taverns Ltd	Community Pub	0.5
5	Royal Oak	CV10 7NQ	Stonegate Pub Company	Community Pub	0.5
7	Bermuda Phoenix Centre	CV10 7HU	Independent Free	Large Venue	0.6
8	Lucky Break	CV11 5LR	Independent Free	Clubland	0.7
9	Lamb & Flag	CV10 8LJ	Independent Free	Community Pub	0.7
10	Horsehoes	CV10 7JQ	Everards	Premium Local	0.8
10	Griff & Coton Smin Club	CV10 7JQ	Independent Free	Clubland	0.8
12	Abbey Grange	CV11 5HQ	Independent Free	Hotel	0.9
13	Stockingford Allotment Association	CV10 8LT	Independent Free	Clubland	0.9
14	Miners Arms	CV10 9HU	Unknown	Community Pub	0.9
14	Midland Railway Inn	CV10 9HU	*Other Small Retail Groups	Community Pub	0.9
16	Queens Hall	CV11 5LA	Independent Free	Night Club	1.0
17	Chilvers Coton Conservative Club	CV11 5UD	Independent Free	Clubland	1.0
18	Chilvers Coton Liberal Club	CV11 5SQ	Independent Free	Clubland	1.0
19	Kingswood Tavern	CV10 8QH	Stonegate Pub Company	Community Pub	1.0
20	Anthony's	CV11 5JX	Independent Free	Restaurants	1.1

Per Pub Analysis - White Lion Stockingford

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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+	5,400	15,174	218,402
Number of Competition Pubs	4	8	228
Adults 18+ per Competition Pub	1,350	1,897	958

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	235	4.4%	54
Circuit Bar	0	208	3.9%	95
Community Pub	3	980	18.1%	95
Craft Led	0	173	3.2%	93
Great Pub Great Food	0	657	12.2%	69
High Street Pub	0	999	18.5%	100
Premium Local	0	839	15.5%	94

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	908	6.0%	74
Circuit Bar	0	887	5.8%	144
Community Pub	6	3,221	21.2%	111
Craft Led	0	692	4.6%	132
Great Pub Great Food	0	1,448	9.5%	54
High Street Pub	0	3,268	21.5%	117
Premium Local	0	1,958	12.9%	78

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	12,041	5.5%	68
Circuit Bar	6	10,485	4.8%	118
Community Pub	41	47,727	21.9%	114
Craft Led	0	7,467	3.4%	99
Great Pub Great Food	7	25,708	11.8%	67
High Street Pub	20	46,643	21.4%	116
Premium Local	46	31,082	14.2%	86

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
	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			