

Catchment Summary - White Lion Stockingford



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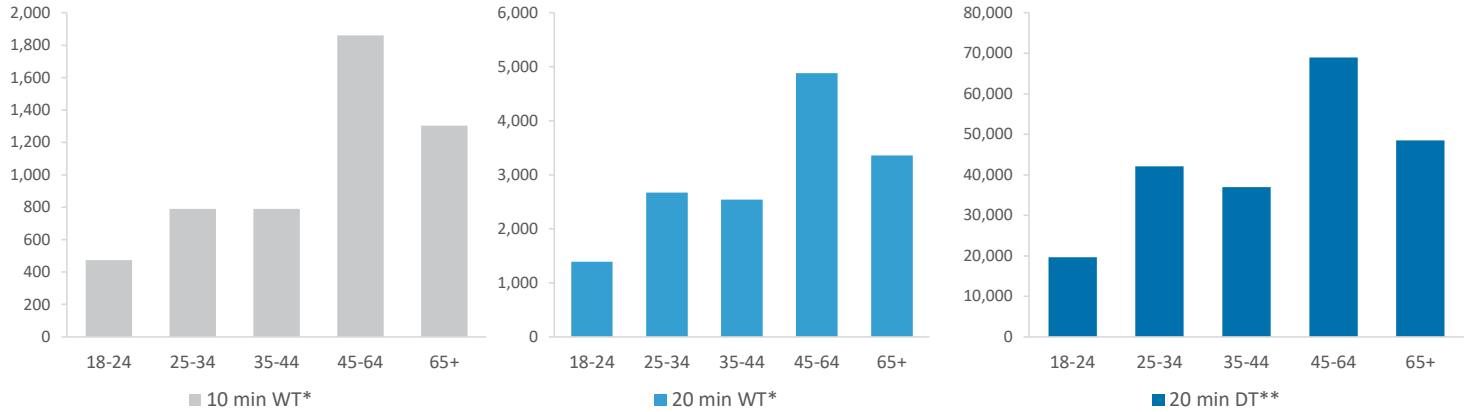
- Over GB Average
- Around GB Average
- Under GB Average

*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		6,487	19,063	280,166	123	131	74
Adults 18+		5,216	14,840	216,285	120	83	72
Competition Pubs		4	10	236	27	31	65
Adults 18+ per Competition Pub		1,304	1,484	916	158	180	111
% Adults Likely to Drink		83.1%	81.7%	81.3%	101	99	99
Affluence	Low	4.6%	17.0%	17.1%	18	66	67
	Medium	78.4%	67.2%	54.9%	199	171	139
	High	17.0%	15.7%	27.1%	51	47	81
Age Profile	18-24	473	1,389	19,638	90	90	86
	25-34	789	2,670	42,132	92	105	113
	35-44	790	2,541	36,958	95	104	102
	45-64	1,860	4,882	69,001	112	100	96
	65+	1,304	3,358	48,556	105	92	91

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



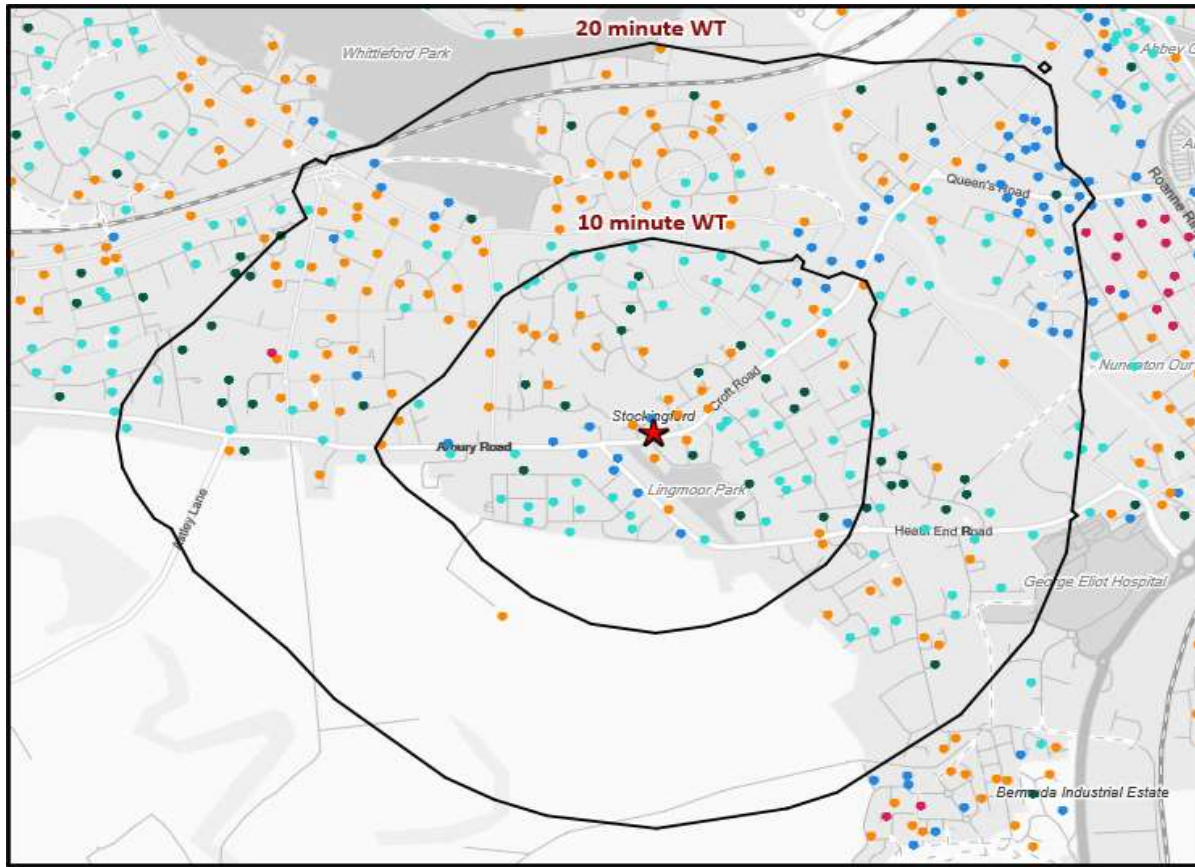
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,202 (49%)	9,469 (50%)	138,788 (50%)	100	100	100
	Female	3,285 (51%)	9,594 (50%)	141,378 (50%)	100	100	100
Economic Status (16-74)	Employed: Full-time	2,244 (46%)	6,287 (45%)	87,508 (44%)	111	109	105
	Employed: Part-time	738 (15%)	2,031 (15%)	28,109 (14%)	117	113	108
	Self employed	325 (7%)	843 (6%)	14,448 (7%)	70	64	76
	Unemployed	117 (2%)	395 (3%)	5,607 (3%)	101	120	118
	Retired	792 (16%)	1,992 (14%)	28,288 (14%)	118	105	103
	Other	642 (13%)	2,282 (17%)	35,716 (18%)	67	84	91
Total Worker Count		1,156	3,673	120,885			

See the Glossary page for further information on the above variables

Polaris Summary - White Lion Stockingford



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Data Source © 2020 TomTom



- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

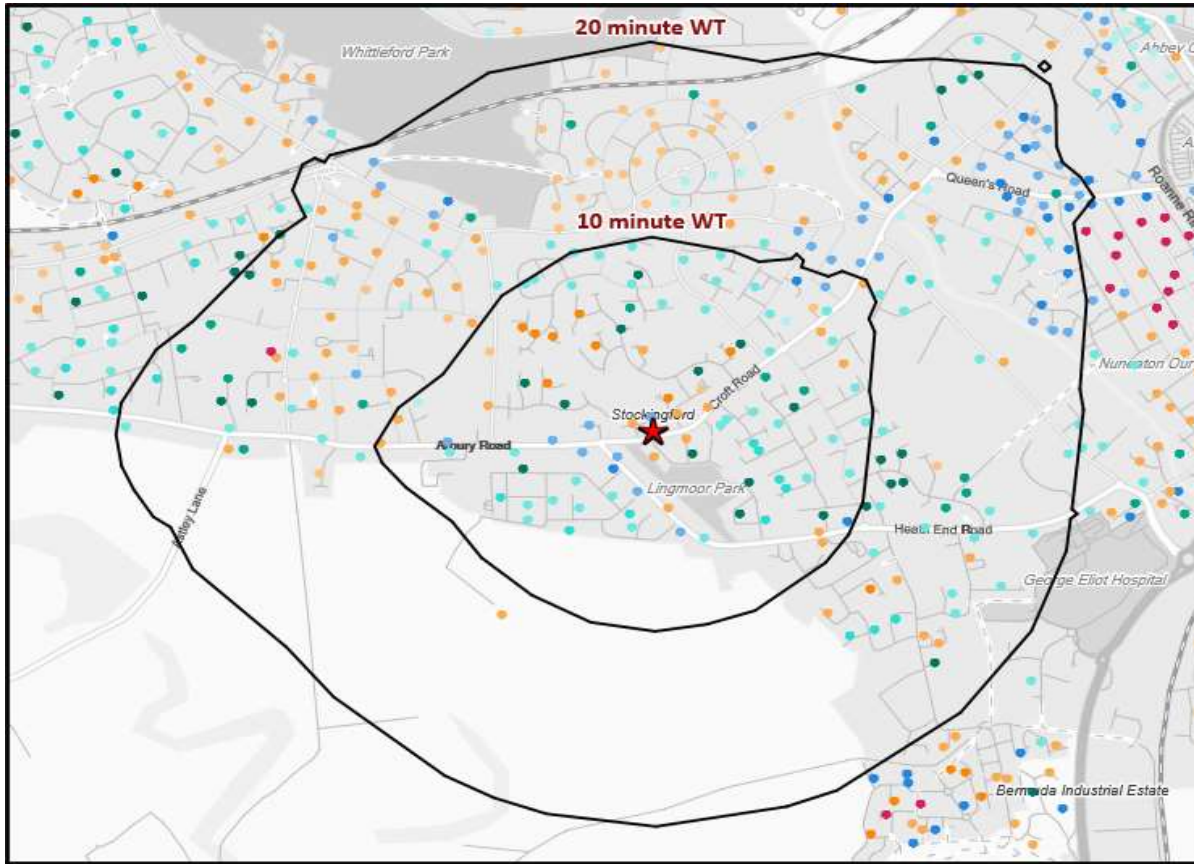
*WT= Walktime, **DT= Drivetime

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	141	11,702	0	11	61
Young Adult - Showing I'm Cool	771	2,580	20,824	161	189	105
Midlife - Young Kids	1,231	5,328	82,208	75	114	121
Midlife - Carefree	2,349	5,047	55,673	214	162	122
Mature	865	1,731	44,014	59	42	73
Not Private Households	0	13	1,864	0	6	60
Total	5,216	14,840	216,285			

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- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I 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

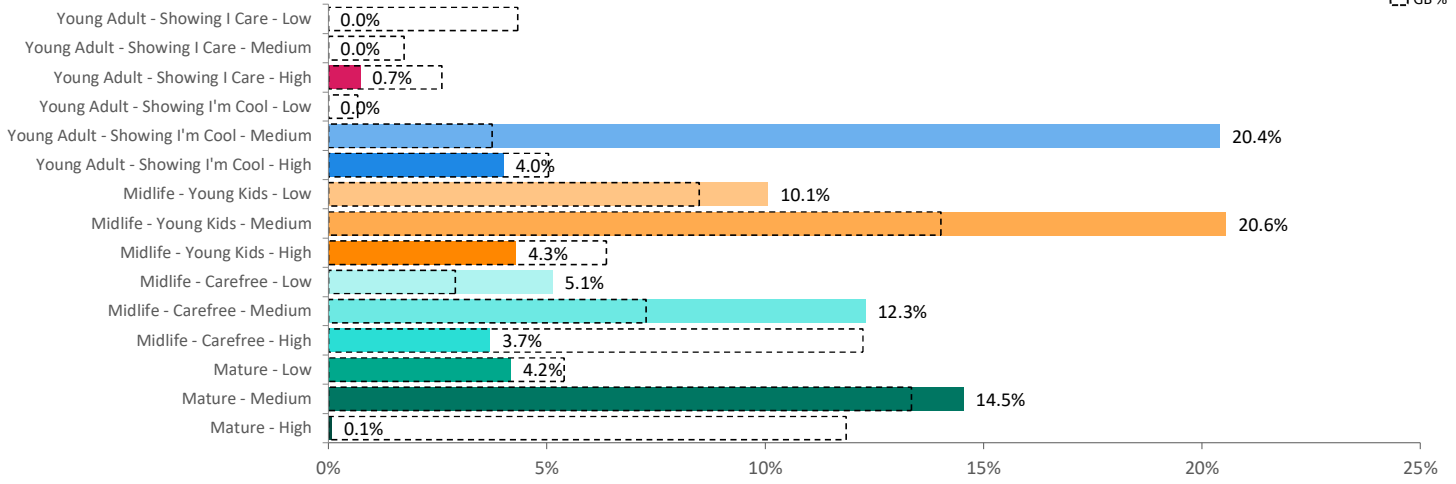
Polaris Plus Profile by Catchment

*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**
Young Adult - Showing I Care						
Low	0	0	260	0	0	3
Medium	0	0	0	0	0	0
High	0	141	11,442	0	28	157
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	649	1,678	13,319	336	306	167
High	122	902	7,505	52	136	78
Midlife - Young Kids						
Low	72	1,713	18,192	12	104	76
Medium	754	3,127	50,573	97	141	157
High	405	488	13,443	144	61	115
Midlife - Carefree						
Low	45	378	7,397	25	75	101
Medium	1,943	3,866	32,908	555	388	227
High	361	803	15,368	63	50	65
Mature						
Low	124	427	11,221	40	48	87
Medium	741	1,304	21,935	112	69	80
High	0	0	10,858	0	0	54
Not Private Households	0	13	1,864	0	6	60
Total	5,216	14,840	216,285			

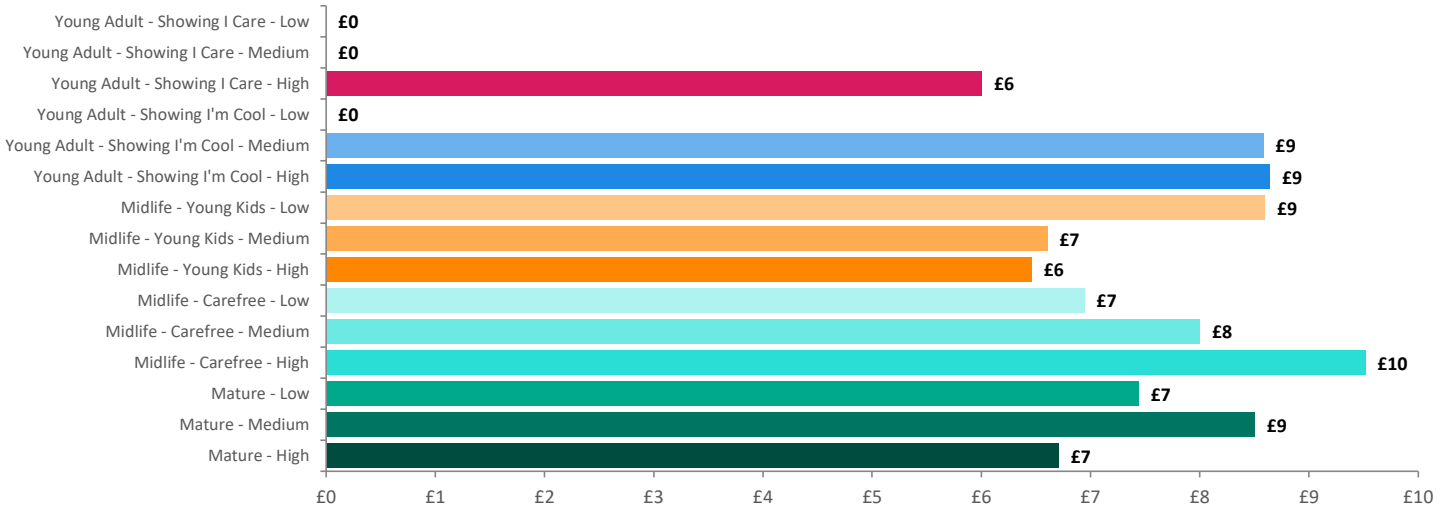
Spend by Polaris

GB %



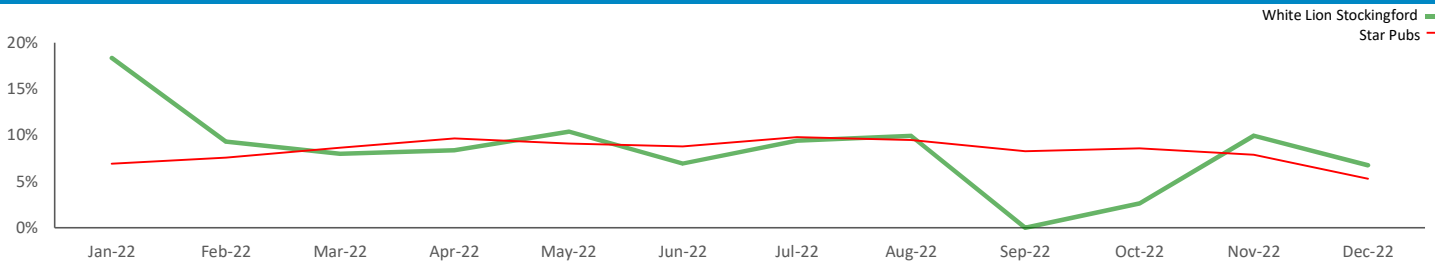
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

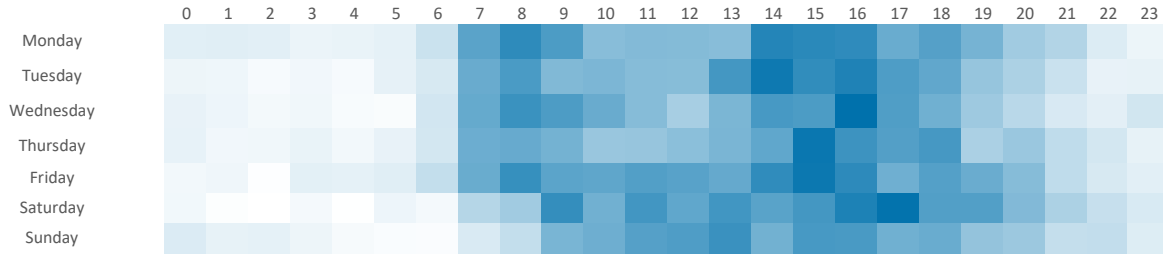


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

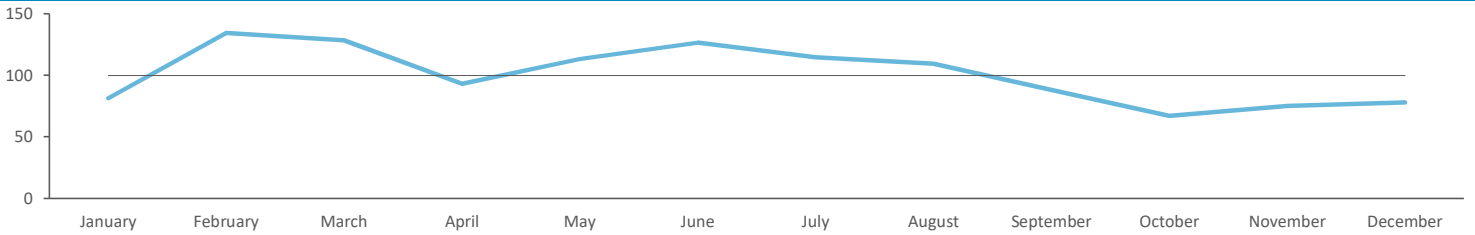


Time of Day/Day of Week



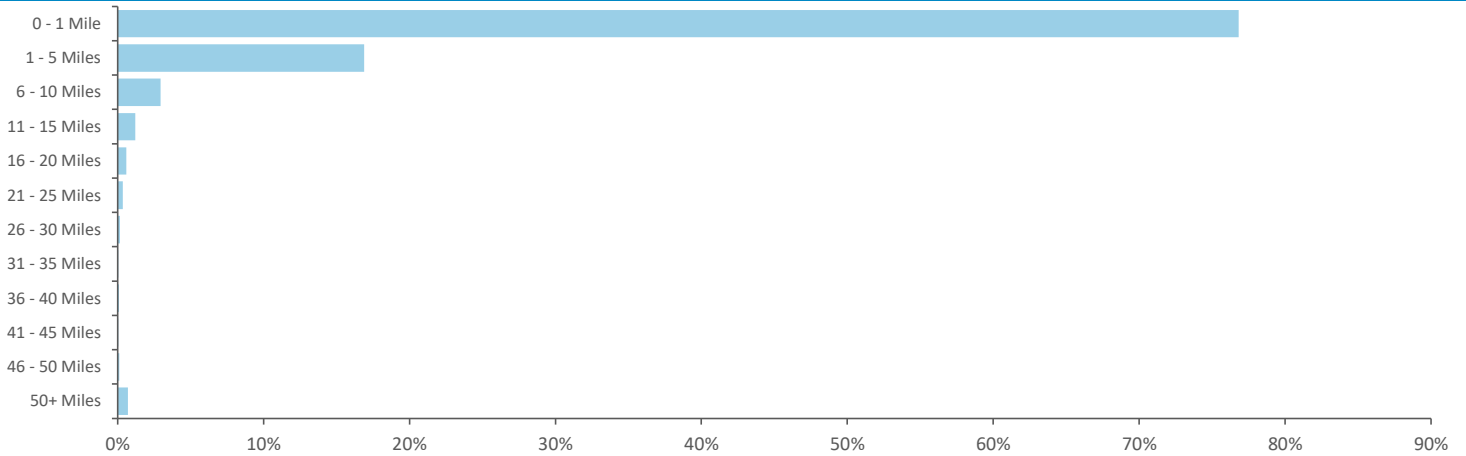
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



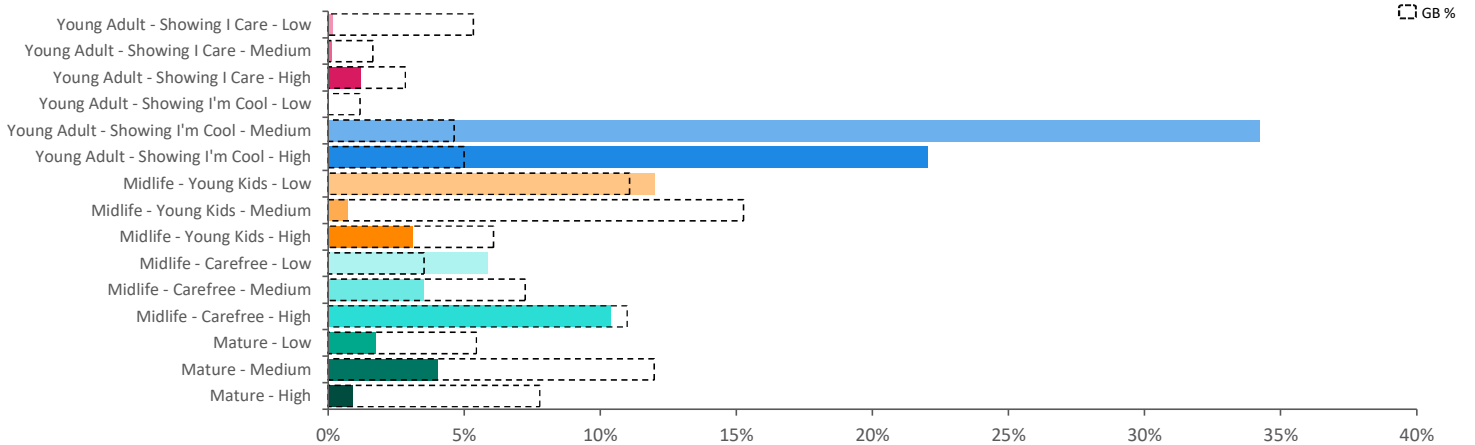
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

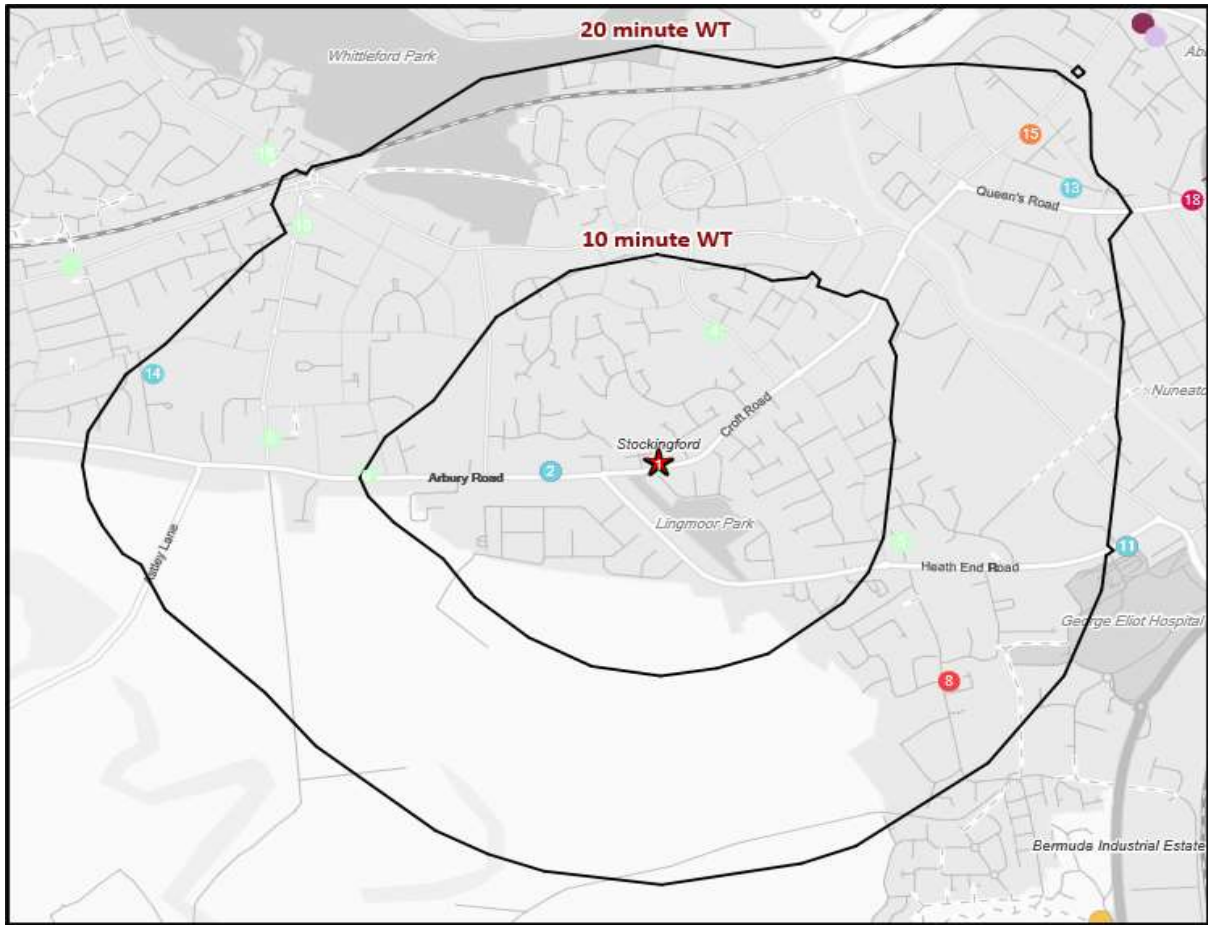


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



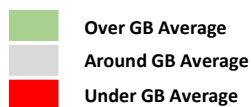
Nearest 20 Pubs

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

Per Pub Analysis - White Lion Stockingford



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,216	14,840	216,285
Number of Competition Pubs	4	10	236
Adults 18+ per Competition Pub	1,304	1,484	916

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	417	8.0%	78
Circuit Bar	184	3.5%	96
Community Pub	478	9.2%	53
Craft Led	158	3.0%	96
Great Pub Great Food	645	12.4%	64
High Street Pub	607	11.6%	67
Premium Local	739	14.2%	81

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,514	10.2%	100
Circuit Bar	642	4.3%	118
Community Pub	2,042	13.8%	79
Craft Led	598	4.0%	127
Great Pub Great Food	1,768	11.9%	62
High Street Pub	2,208	14.9%	86
Premium Local	1,811	12.2%	70

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	25,152	11.6%	114
Circuit Bar	9,165	4.2%	116
Community Pub	29,621	13.7%	79
Craft Led	8,022	3.7%	117
Great Pub Great Food	35,786	16.5%	86
High Street Pub	32,254	14.9%	86
Premium Local	34,115	15.8%	90

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, 5.1</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, 5.2</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, 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>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.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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.																			