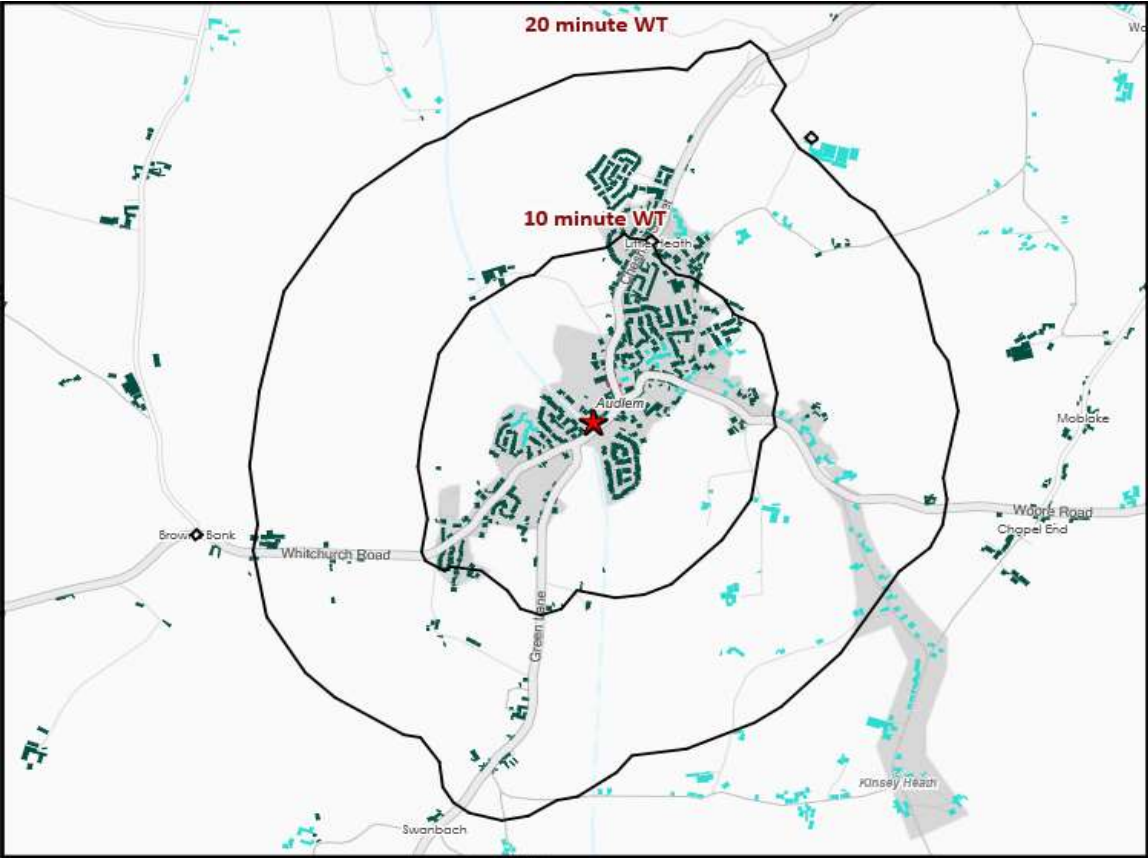


Catchment Summary - Shroppie Fly Audlem



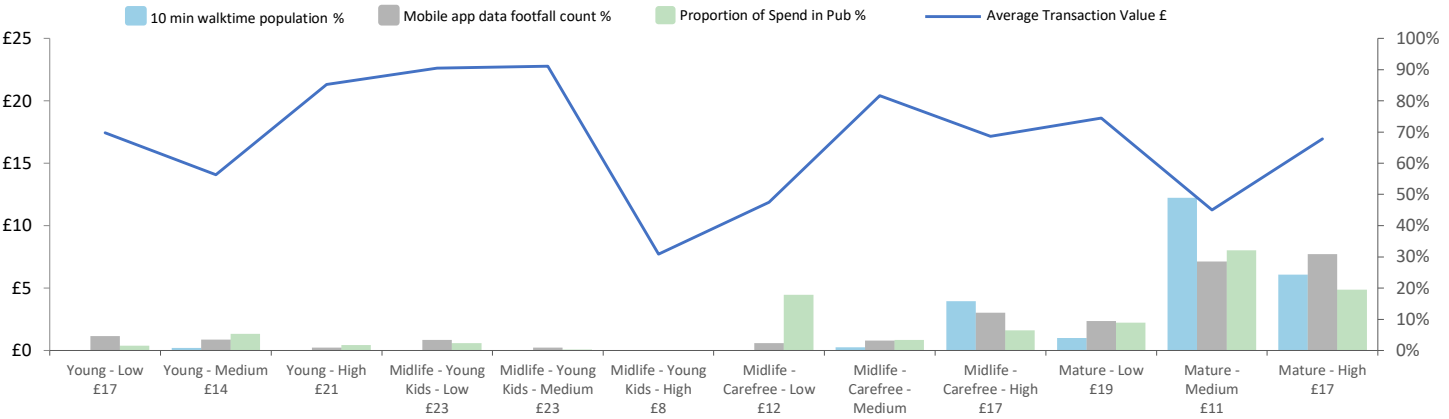
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Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626838	Shroppie Fly Audlem	CW 3 0DX	Star Pubs & Bars	GPGF	19



- ★ 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 - Shroppie Fly Audlem

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

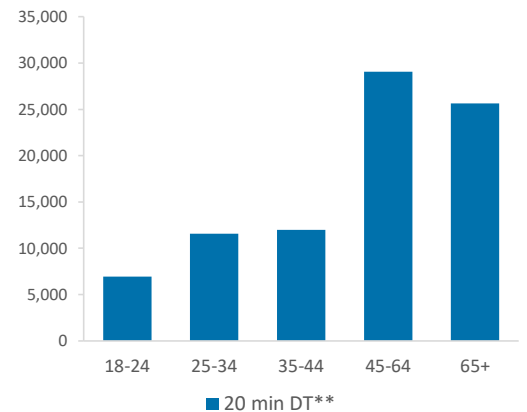
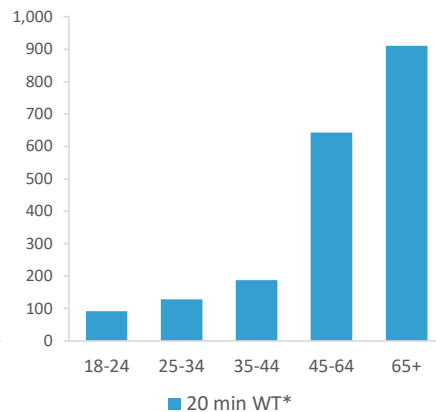
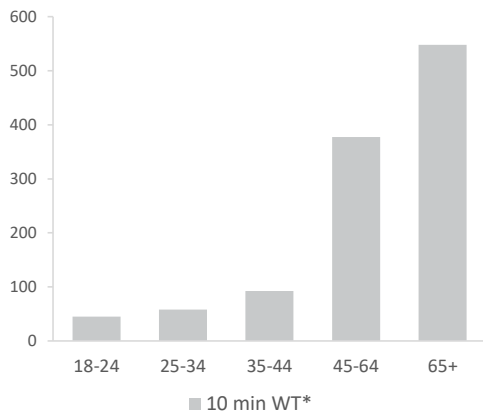
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,289	2,286	103,933	24	12	24
Adults 18+	1,120	1,963	85,201	25	13	24
Competition Pubs	3	4	134	17	11	32
Adults 18+ per Competition Pub	373	491	636	43	57	74
% Adults Likely to Drink	82.4%	82.6%	79.6%	108	108	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	4.0%	3.0%	24.1%	12	9	73
	Medium	50.8%	40.7%	40.0%	133	107	105
	High	40.2%	47.1%	33.3%	147	173	122

*Affluence does not include Not Private Households

Age Profile	18-24	45	92	6,923	43	49	82
	25-34	58	129	11,590	34	42	84
	35-44	92	188	11,996	54	62	87
	45-64	377	643	29,056	114	109	109
	65+	548	911	25,636	221	207	128



		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	595 (46%)	1,099 (48%)	51,755 (50%)	94	98	102
	Female	694 (54%)	1,187 (52%)	52,178 (50%)	106	102	98
Economic Status (16+)	Employed: Full-time	226 (20%)	440 (22%)	29,734 (34%)	57	64	99
	Employed: Part-time	135 (12%)	225 (11%)	10,258 (12%)	100	95	99
	Self employed	147 (13%)	253 (13%)	8,618 (10%)	140	137	107
	Unemployed	9 (1%)	16 (1%)	1,665 (2%)	29	29	69
	Full-time student	20 (2%)	27 (1%)	1,301 (1%)	74	57	63
	Retired	505 (44%)	817 (41%)	24,221 (28%)	202	187	126
	Other	99 (9%)	221 (11%)	11,736 (13%)	50	63	77
Total Worker Count		714	807	38,411			

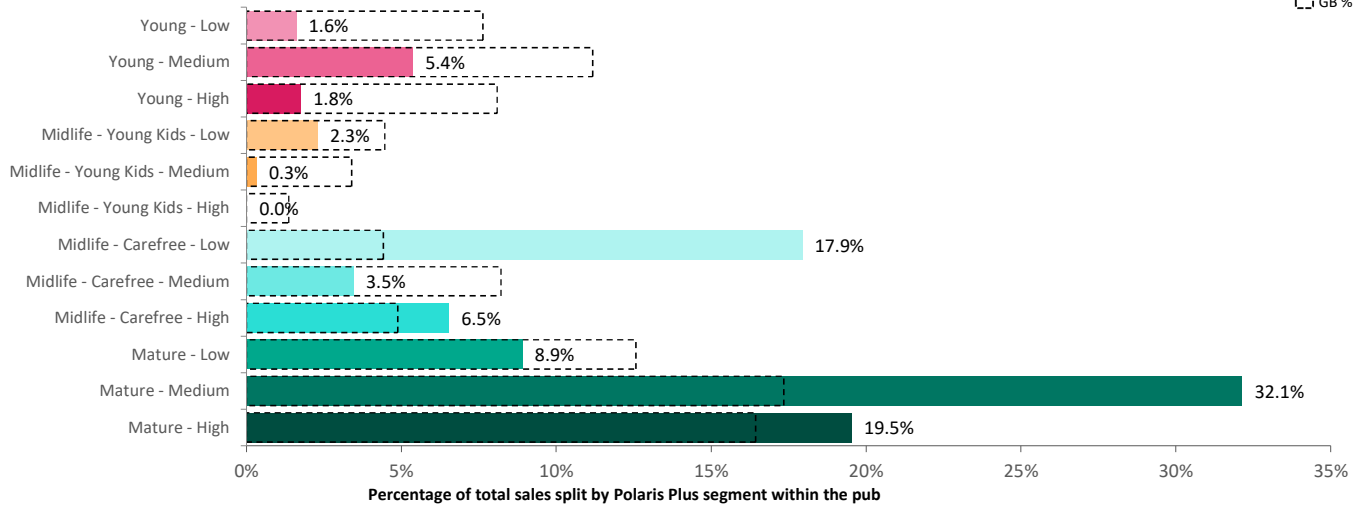
See the Glossary page for further information on the above variables

Transactional Data Summary - Shroppie Fly Audlem

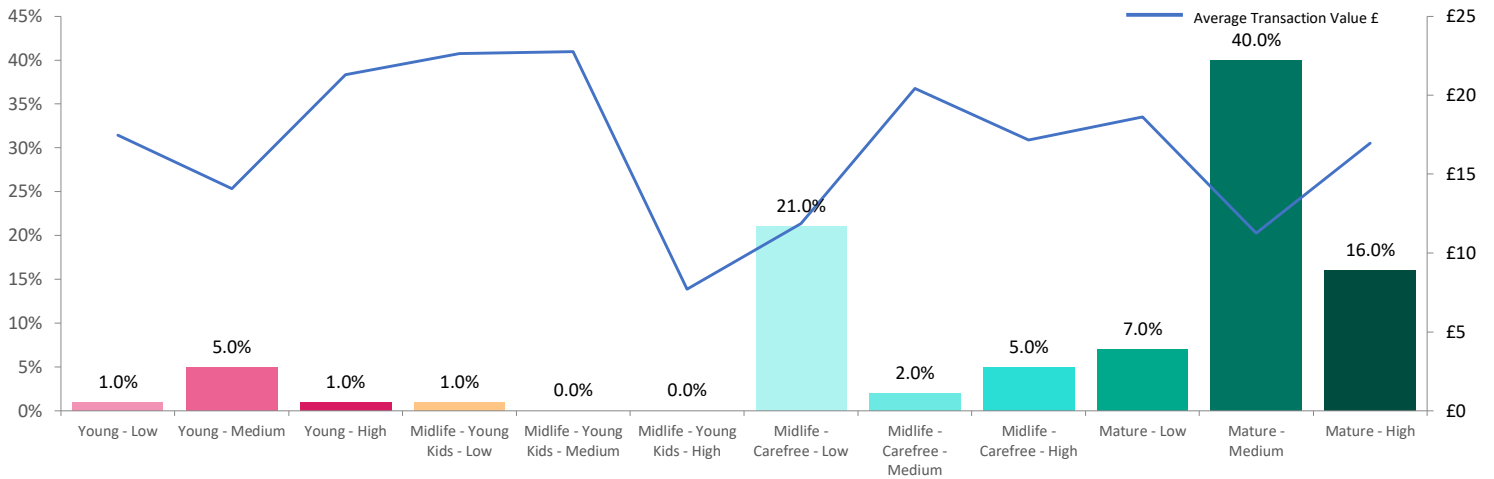


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Spend by Polaris Plus

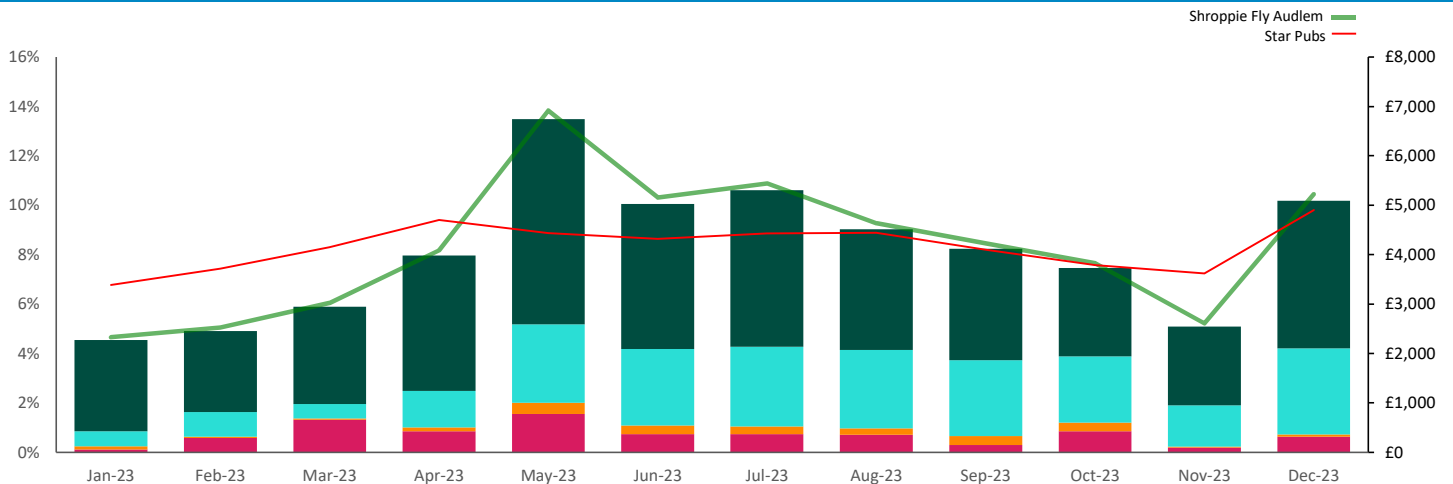


% of Transactions and Average Transaction Values (£) by Polaris Plus



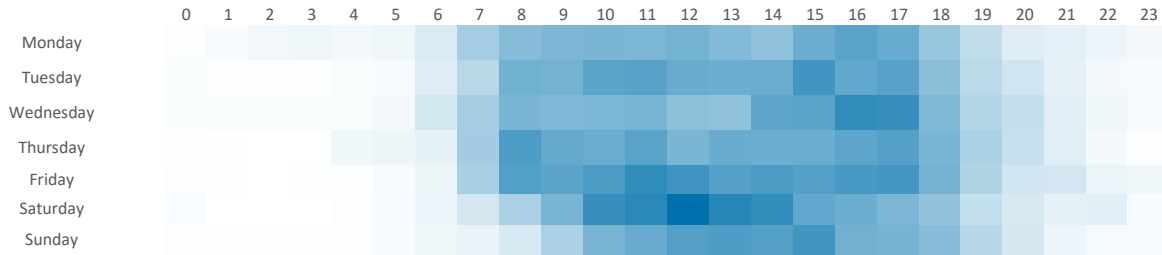
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



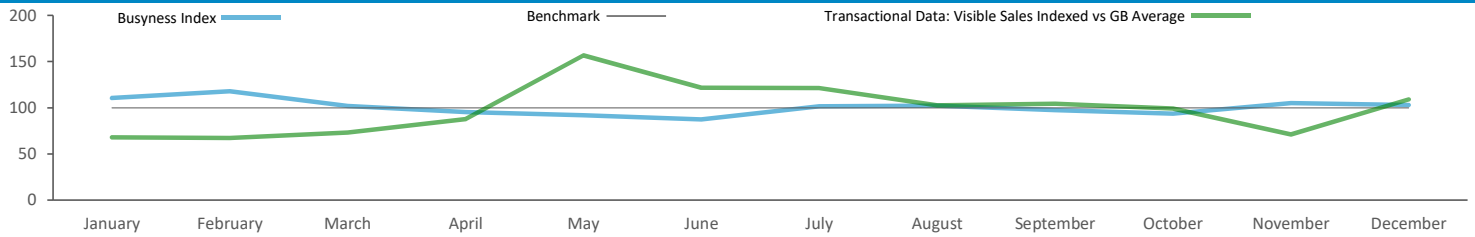
Mobile Data Summary - Shroppie Fly Audlem

Time of Day/Day of Week



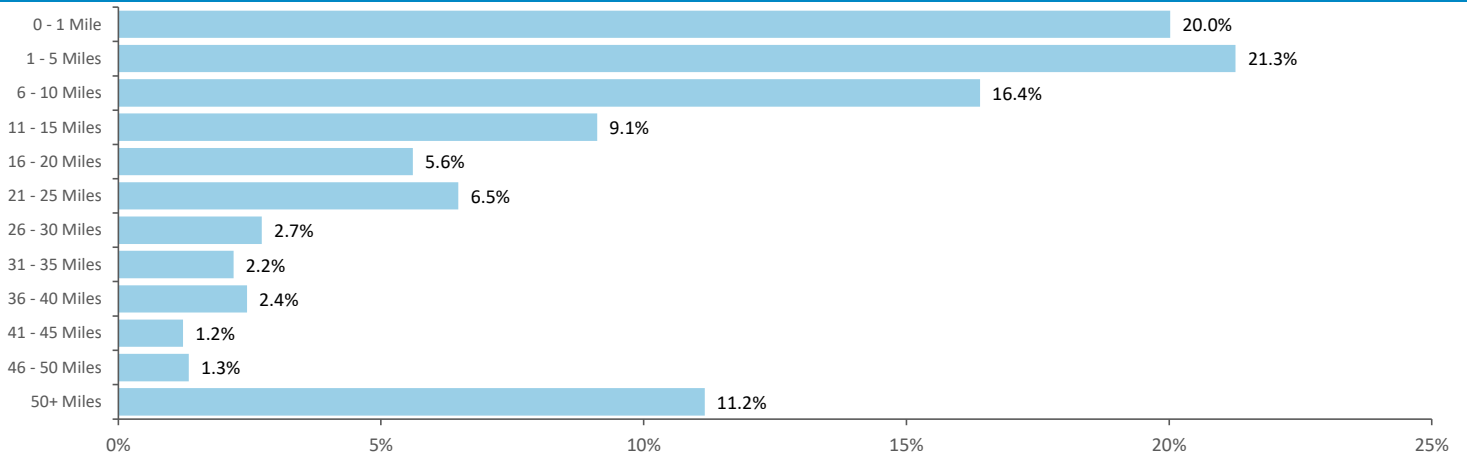
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

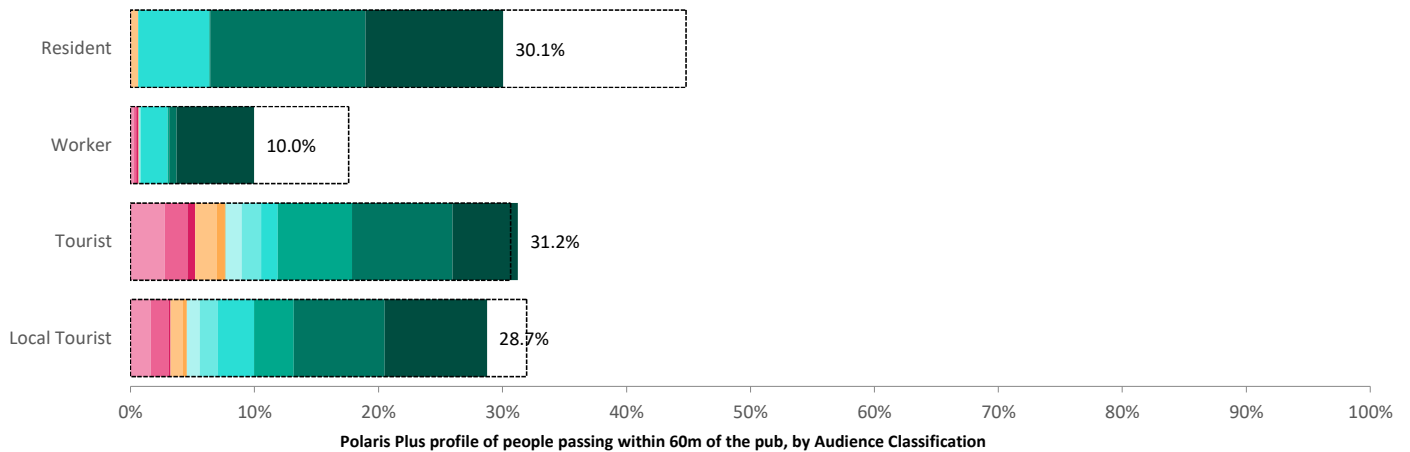
Distance from Home



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

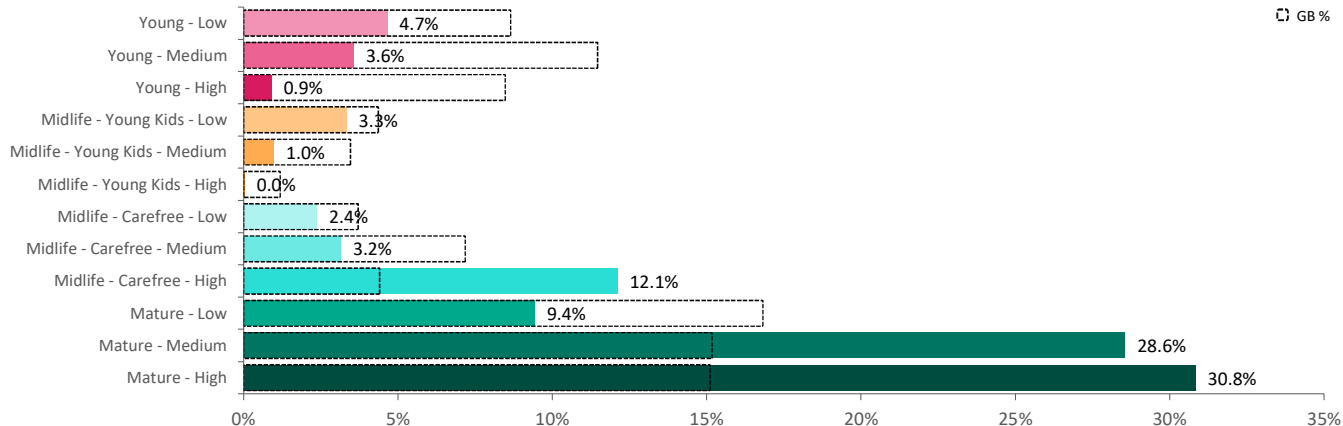


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Shroppie Fly Audlem

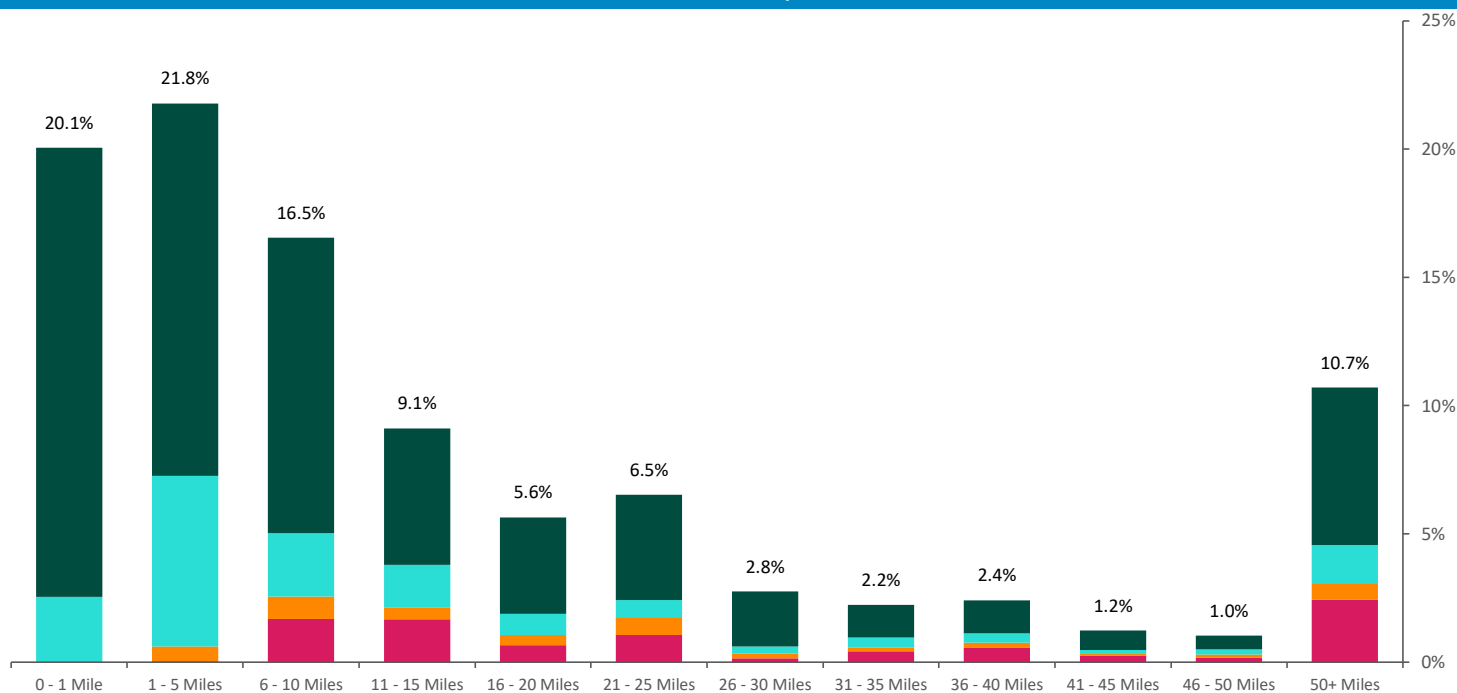
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Polaris Plus Profile



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



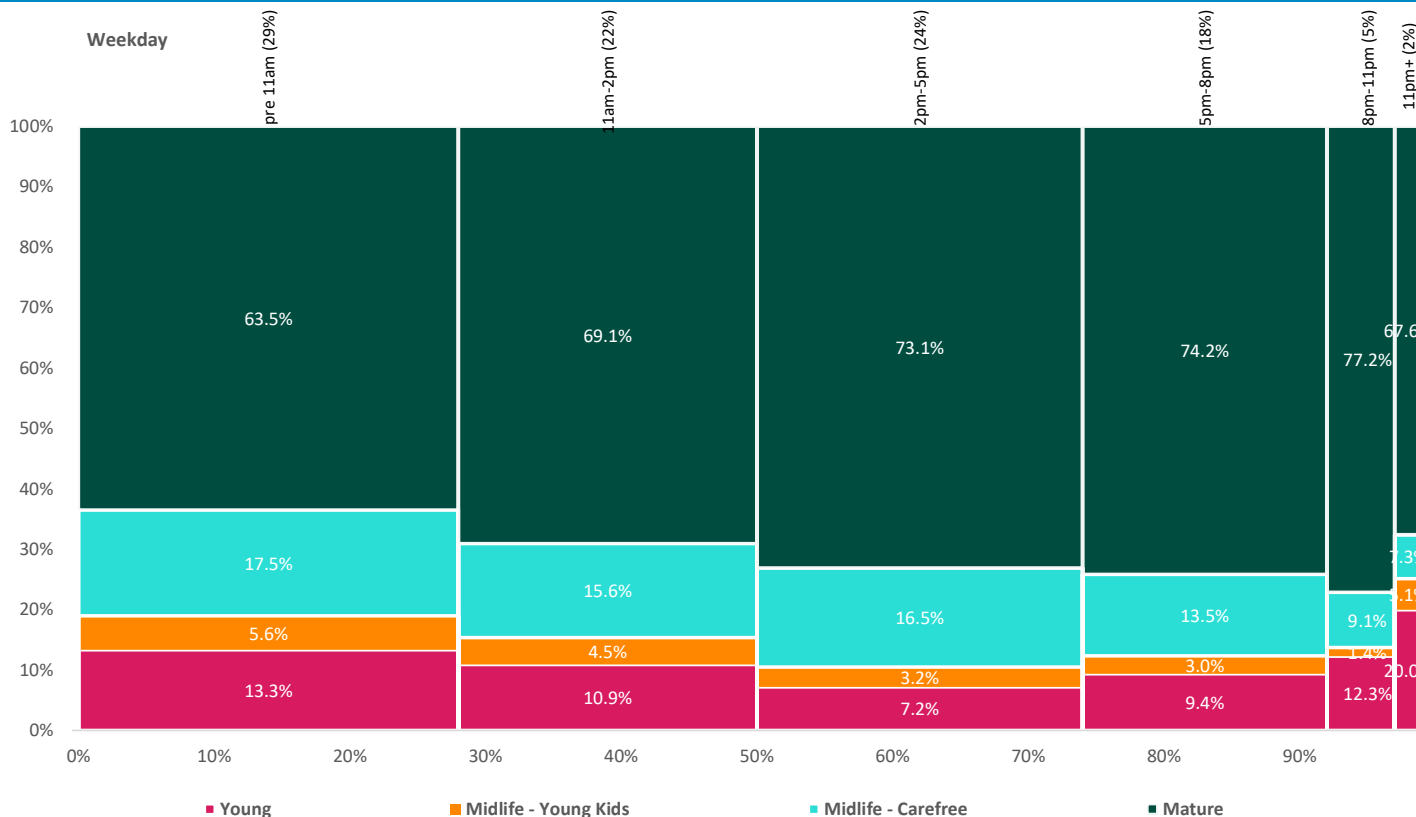
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Shroppie Fly Audlem

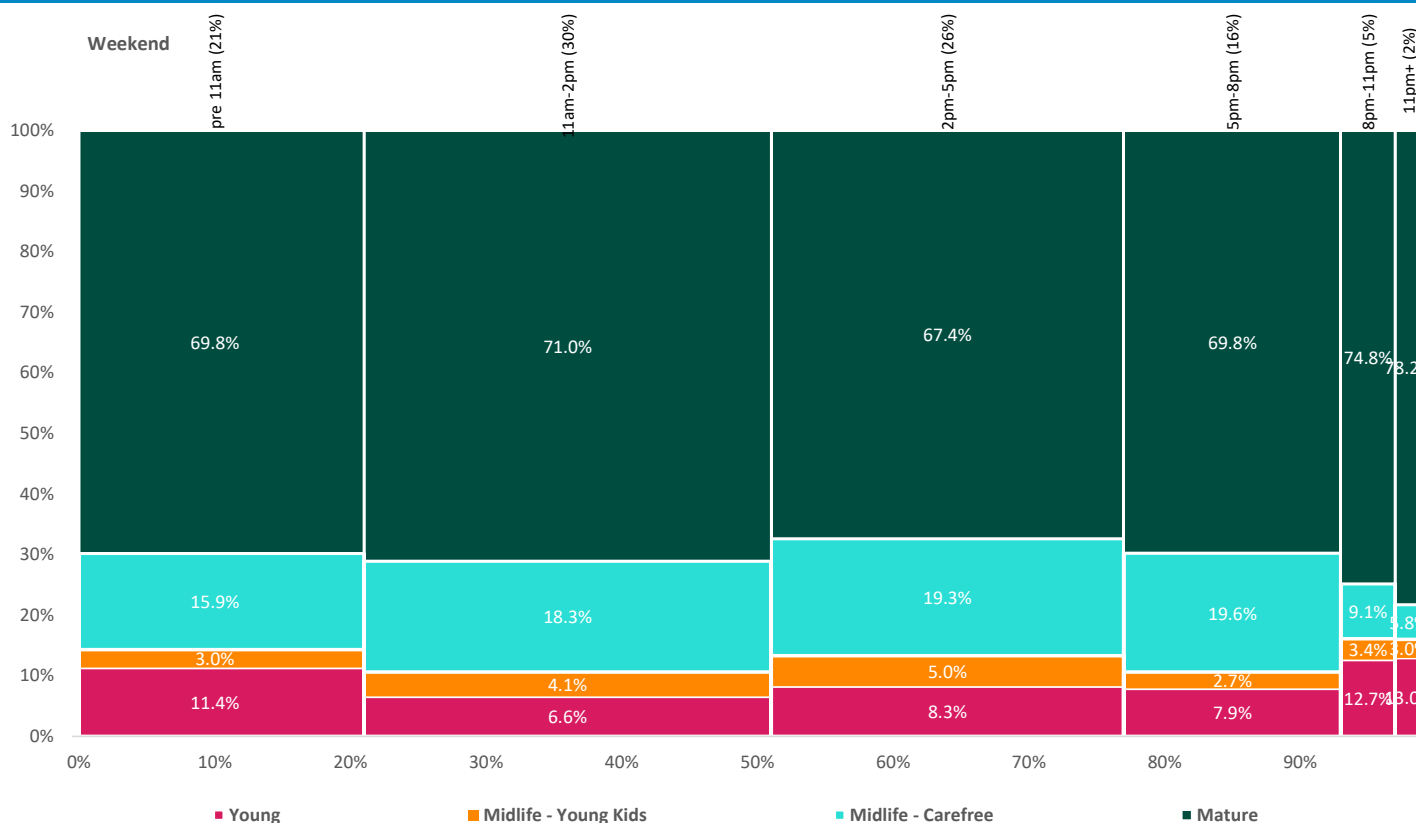


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Time of Day by Polaris: Weekday (Monday to Friday)

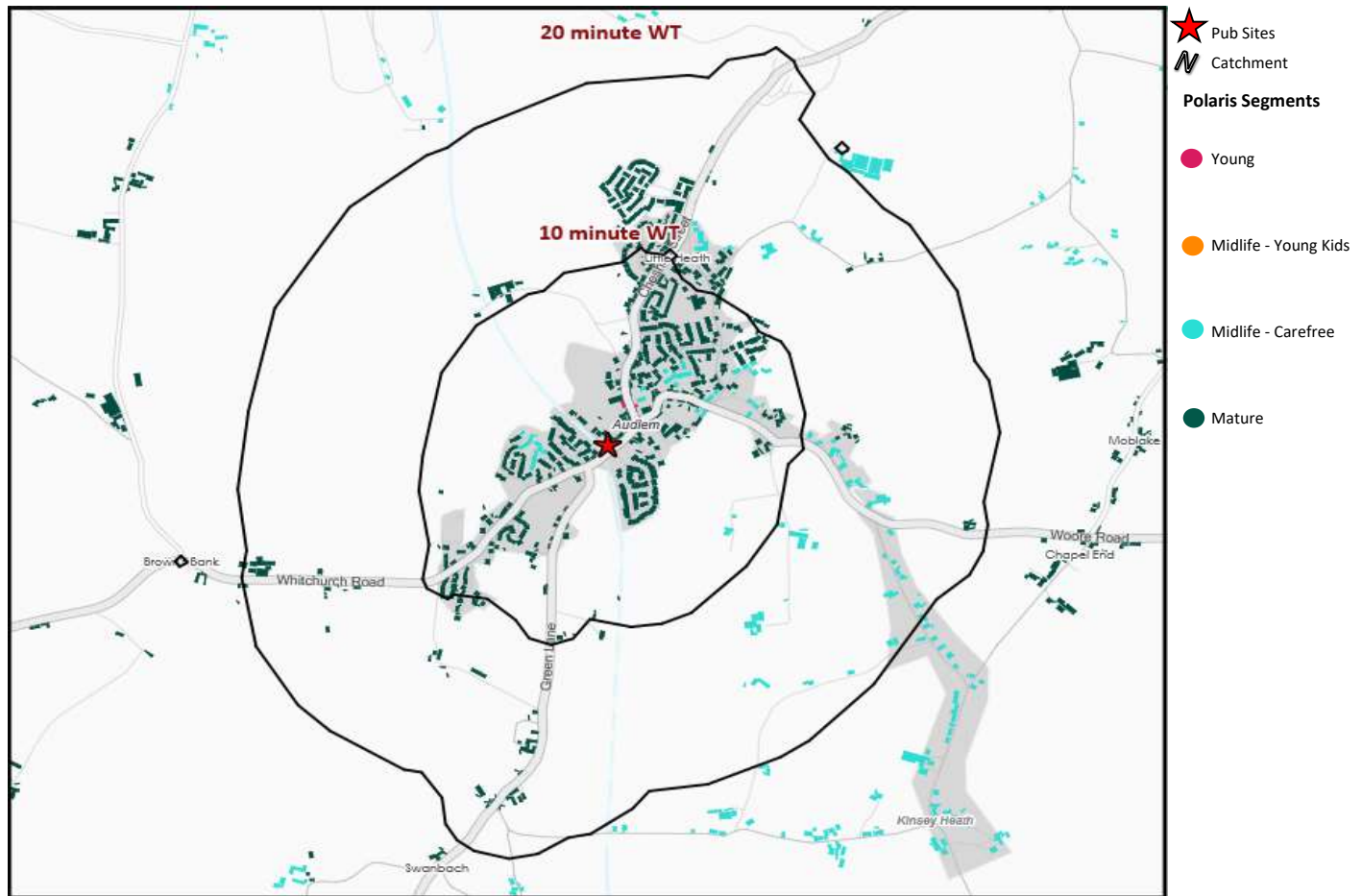


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Summary - Shroppie Fly Audlem

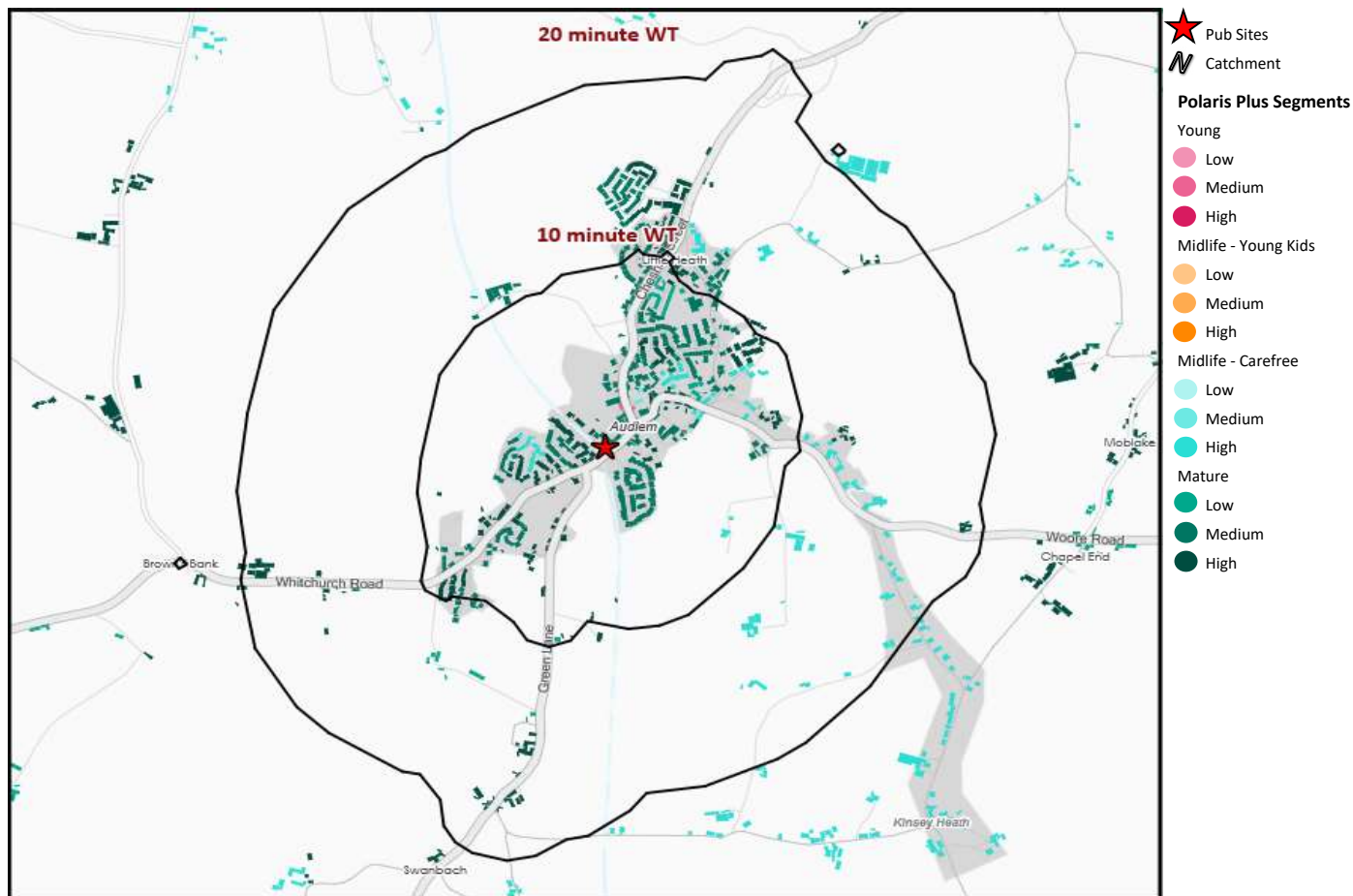


Polaris Profile by Catchment

*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	9	9	9,282	3	2	40
Midlife - Young Kids	0	0	4,369	0	0	47
Midlife - Carefree	189	391	12,176	107	126	90
Mature	866	1,381	57,253	174	158	151
Not Private Households	56	182	2,121	381	706	190
Total	1,120	1,963	85,201			

Polaris Plus Summary - Shroppie Fly Audlem

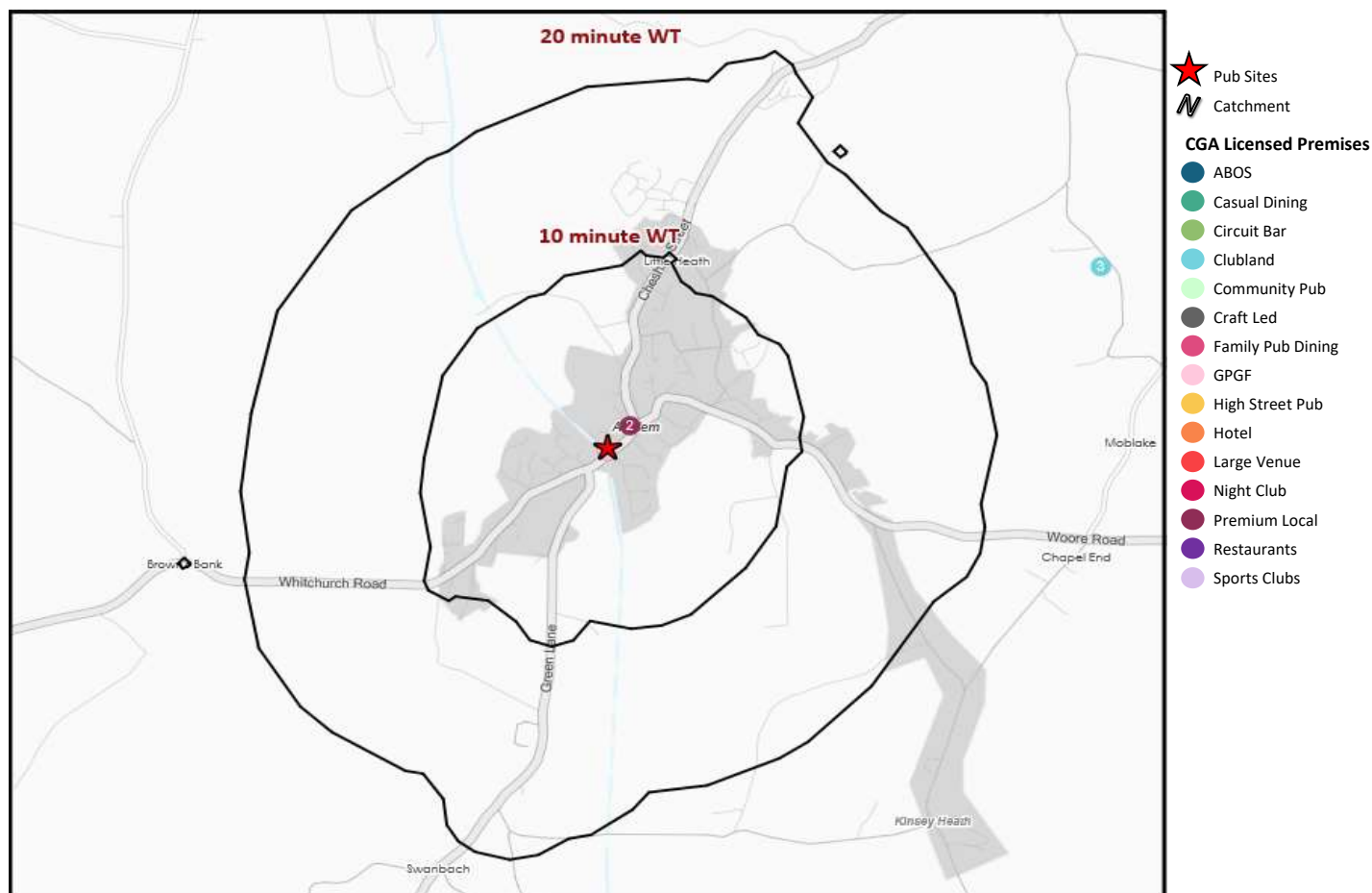


Polaris Plus Profile by Catchment

*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	0	0	2,893	0	0	35
Medium	9	9	5,283	7	4	56
High	0	0	1,106	0	0	19
Midlife - Young Kids						
Low	0	0	3,504	0	0	75
Medium	0	0	865	0	0	23
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1,357	0	0	38
Medium	12	12	3,349	15	9	55
High	177	379	7,470	355	434	197
Mature						
Low	45	58	12,803	29	22	109
Medium	548	777	24,619	312	253	184
High	273	546	19,831	163	186	155
Not Private Households	56	182	2,121	381	706	190
Total	1,120	1,963	85,201			

CGA Summary - Shroppie Fly Audlem



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Bridge Inn	CW 3 0DX	Marston's	Premium Local	0.0
0	Shroppie Fly	CW 3 0DX	Star Pubs & Bars	GPGF	0.0
2	Lord Combermere Hotel	CW 3 0AQ	Stonegate Pub Company	Premium Local	0.1
3	Audlem Cricket Club	CW 3 0HS	Independent Free	Clubland	1.1

Per Pub Analysis - Shroppie Fly Audlem

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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+	1,120	1,963	85,201
Number of Competition Pubs	3	4	134
Adults 18+ per Competition Pub	373	491	636

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	33	2.9%	36
Circuit Bar	0	4	0.4%	9
Community Pub	0	198	17.6%	92
Craft Led	0	1	0.1%	3
Great Pub Great Food	1	312	27.8%	157
High Street Pub	0	184	16.4%	89
Premium Local	2	320	28.6%	173

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	66	3.3%	42
Circuit Bar	0	5	0.3%	7
Community Pub	0	294	15.0%	78
Craft Led	0	1	0.1%	2
Great Pub Great Food	1	576	29.4%	166
High Street Pub	0	262	13.4%	72
Premium Local	2	564	28.7%	174

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	3,700	4.3%	54
Circuit Bar	15	2,011	2.4%	58
Community Pub	2	17,568	20.6%	108
Craft Led	0	1,146	1.3%	39
Great Pub Great Food	18	18,920	22.2%	126
High Street Pub	9	15,935	18.7%	101
Premium Local	34	19,094	22.4%	136

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	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. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
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"																												
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Product needs	<table><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>	- 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	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer	Tastes great Good quality - Helps me feel good Enjoyable for longer																																				
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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 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																									