

Catchment Summary - Shilton Arms Shilton

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

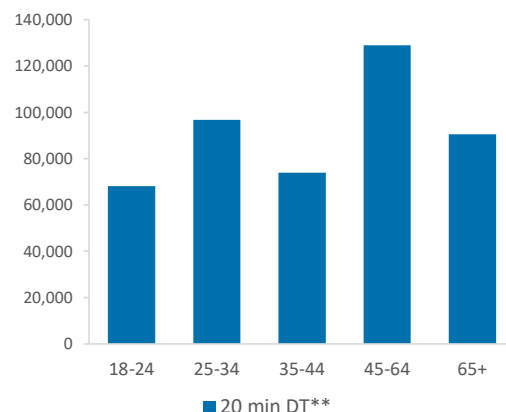
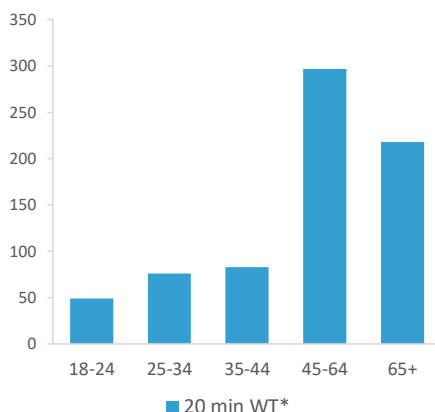
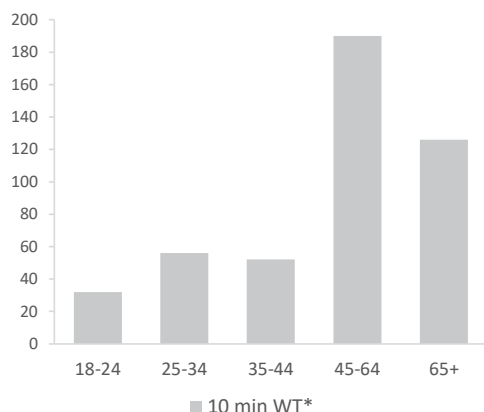
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	591	916	582,642	11	6	154
Adults 18+	456	723	458,494	10	4	153
Competition Pubs	1	3	438	7	9	121
Adults 18+ per Competition Pub	456	241	1,047	55	29	127
% Adults Likely to Drink	84.1%	84.8%	81.6%	102	103	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	0.0%	21.6%	0	0	84
	Medium	42.3%	30.2%	45.9%	108	77	117
	High	57.7%	69.8%	31.2%	172	208	93

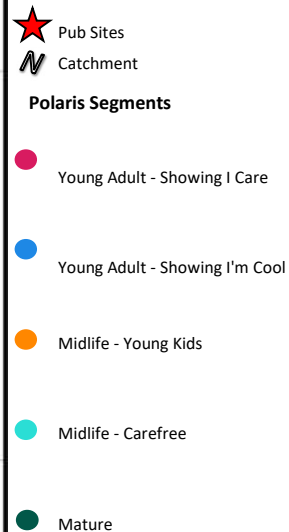
*Affluence does not include Not Private Households

Age Profile	18-24	32	49	68,176	67	66	144
	25-34	56	76	96,763	71	62	125
	35-44	52	83	73,890	68	70	99
	45-64	190	297	129,046	126	127	87
	65+	126	218	90,619	112	125	81



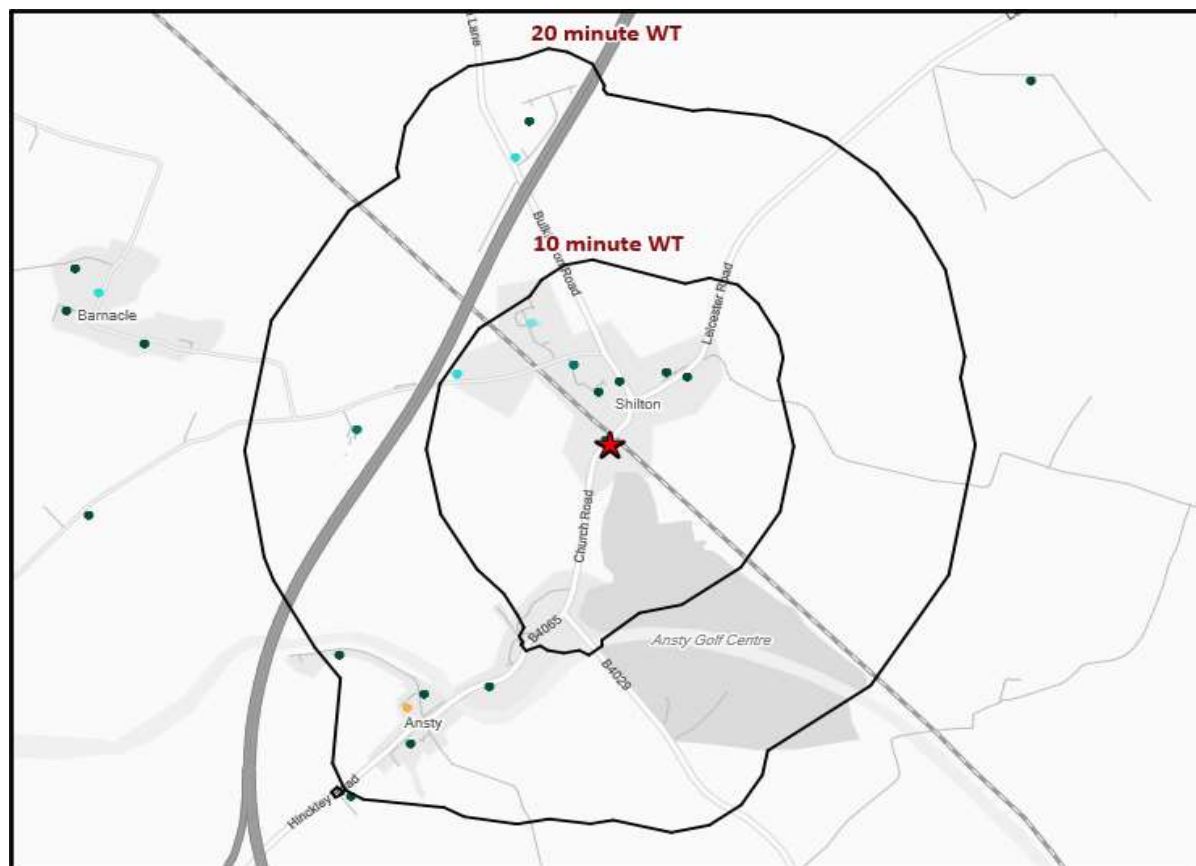
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	296 (50%)	467 (51%)	294,429 (51%)	101	103	102
	Female	295 (50%)	449 (49%)	288,213 (49%)	99	97	98
Economic Status (16-74)	Employed: Full-time	167 (41%)	269 (42%)	177,972 (42%)	97	101	100
	Employed: Part-time	43 (10%)	69 (11%)	53,629 (13%)	80	83	97
	Self employed	59 (14%)	91 (14%)	31,155 (7%)	150	149	76
	Unemployed	4 (1%)	5 (1%)	11,228 (3%)	41	33	111
	Retired	90 (22%)	134 (21%)	54,079 (13%)	159	152	92
	Other	49 (12%)	70 (11%)	99,587 (23%)	60	56	118
Total Worker Count		128	189	261,975			


















See the Glossary page for further information on the above variables



*WT= Walktime, **DT= Drivetime

Young Adult - Showing I Care	0	0	65,153	0	0	159
Young Adult - Showing I'm Cool	0	0	53,532	0	0	127
Midlife - Young Kids	0	25	147,999	0	11	103
Midlife - Carefree	176	176	93,033	183	116	96
Mature	280	522	92,831	219	258	72
Not Private Households	0	0	5,946	0	0	90



-  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

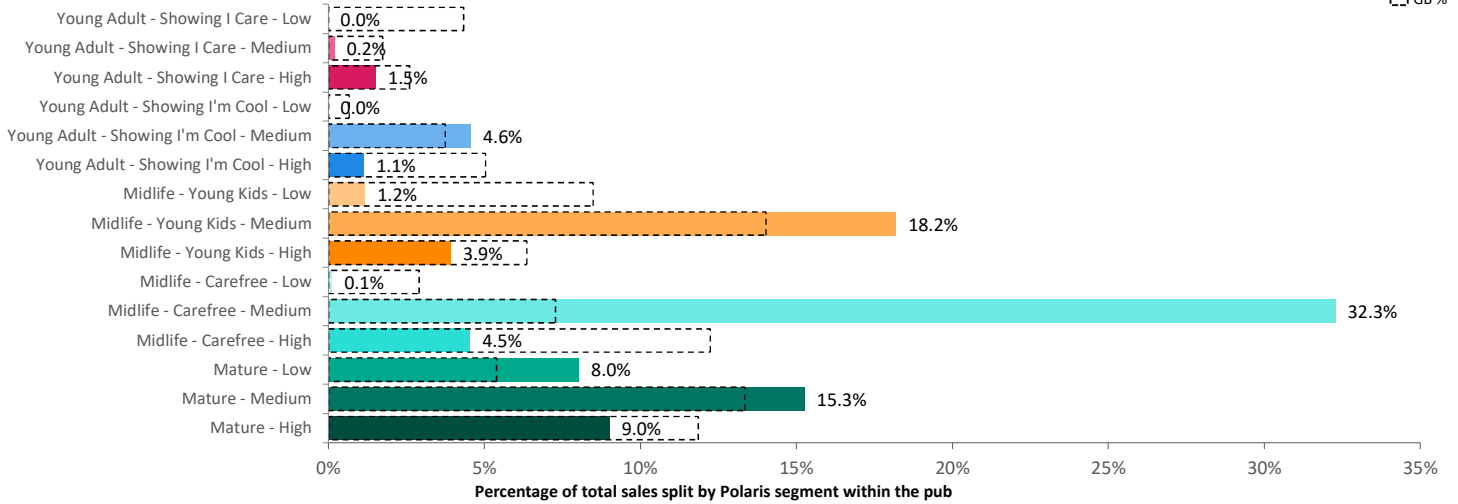
Polaris Plus Profile by Catchment

	*WT= Walktime, **DT= Drivetime					
	Population Count			Index vs GB average		
Polaris Plus Segment	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	23,695	0	0	123
Medium	0	0	4,933	0	0	79
High	0	0	36,525	0	0	237
Young Adult - Showing I'm Cool						
Low	0	0	90	0	0	2
Medium	0	0	35,024	0	0	207
High	0	0	18,418	0	0	90
Midlife - Young Kids						
Low	0	0	38,585	0	0	76
Medium	0	25	88,582	0	23	130
High	0	0	20,832	0	0	84
Midlife - Carefree						
Low	0	0	16,333	0	0	105
Medium	104	104	40,122	340	214	130
High	72	72	36,578	145	91	73
Mature						
Low	0	0	20,467	0	0	75
Medium	89	89	41,744	154	97	72
High	191	433	30,620	446	638	71
Not Private Households	0	0	5,946	0	0	90
Total	456	723	458,494			

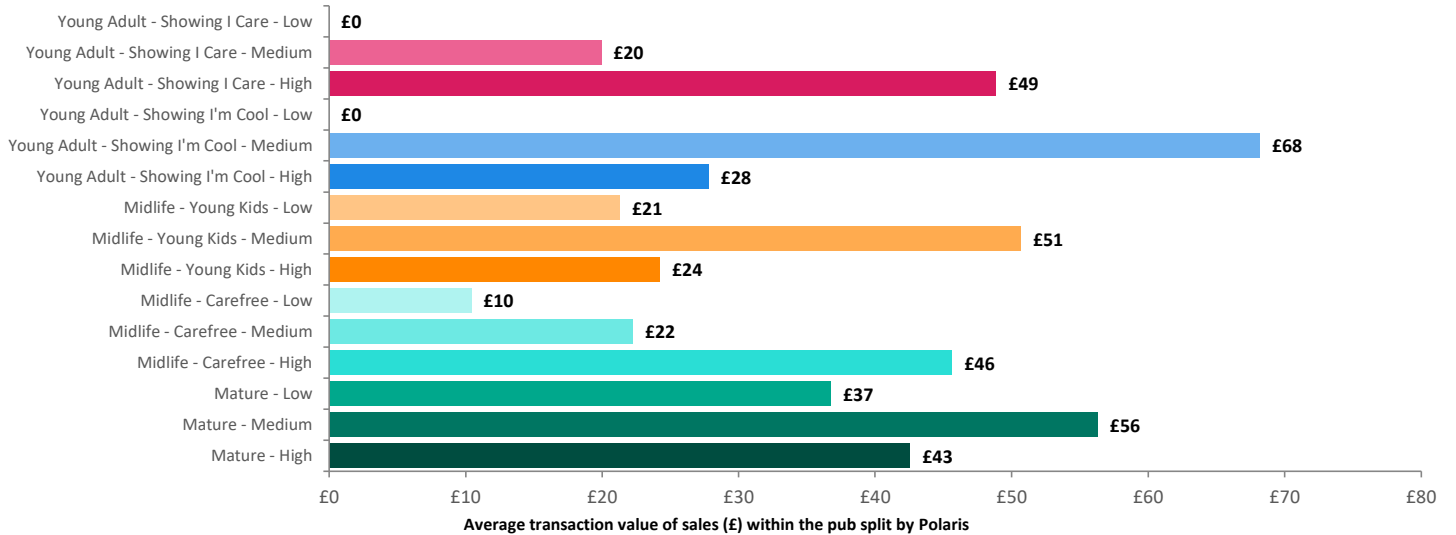
Transactional Data Summary - Shilton Arms Shilton

Spend by Polaris

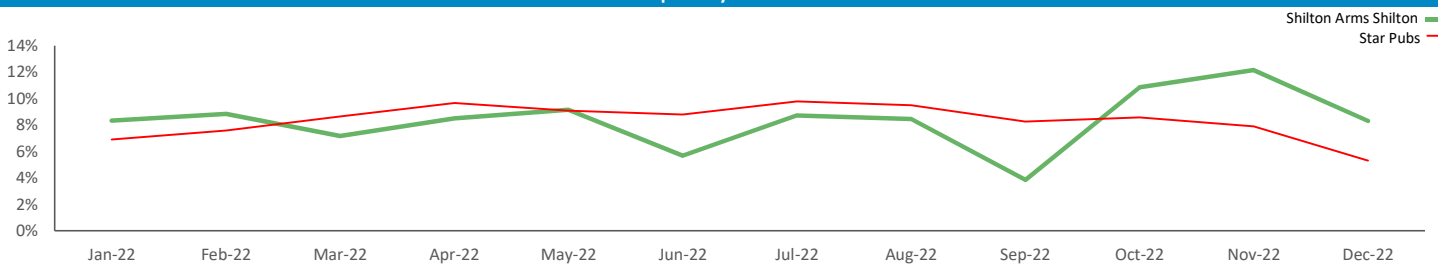
GB %



Average Transaction Values (£) by Polaris

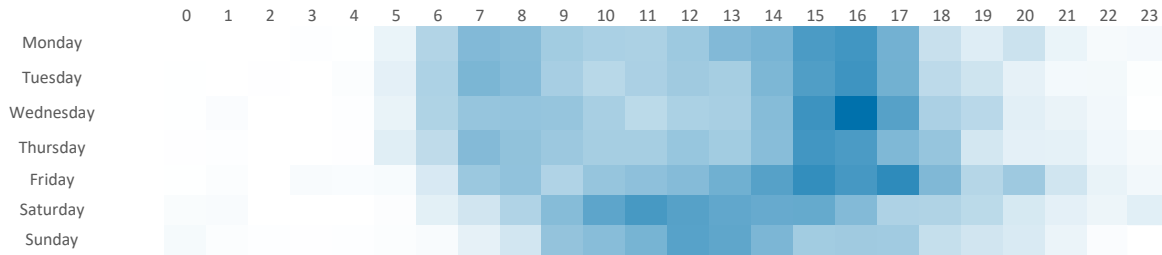


Spend by Month



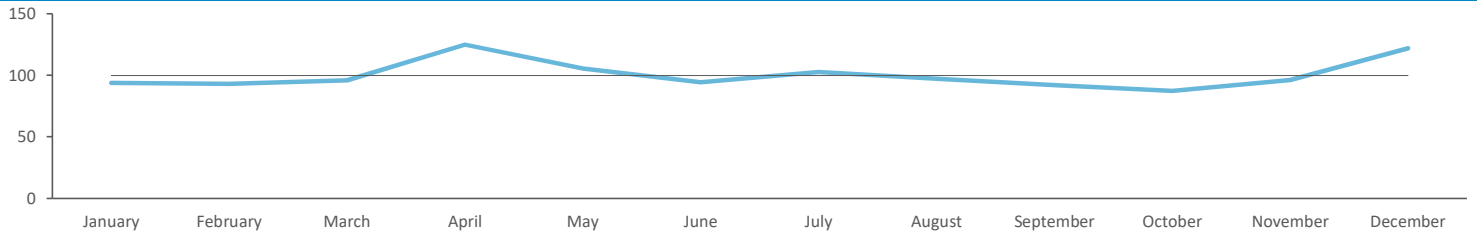
Mobile Data Summary - Shilton Arms Shilton

Time of Day/Day of Week



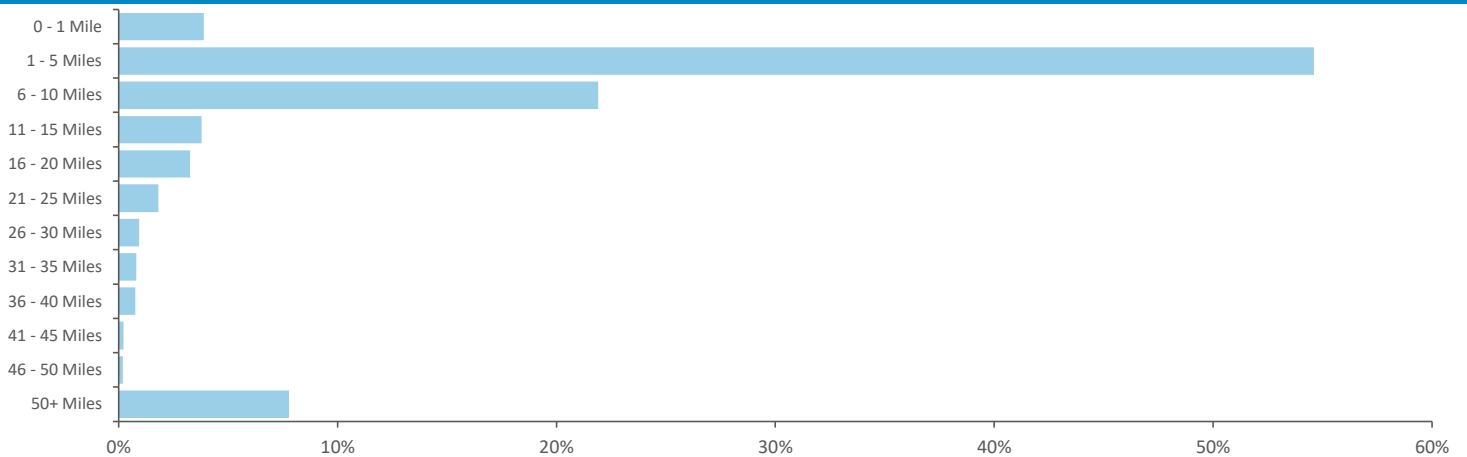
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



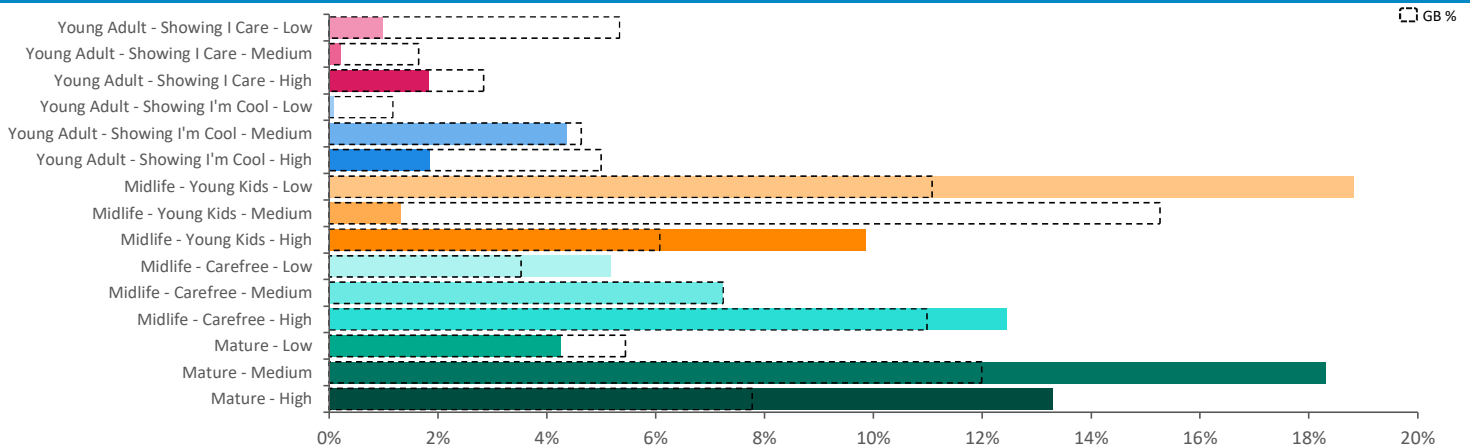
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Shilton Arms Shilton

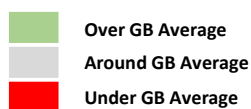


- Pub Sites**
- Catchment**
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Shilton Arms	CV 7 9HX	Star Pubs & Bars	Family Pub Dining	0.0
2	Rose & Castle	CV 7 9HZ	Star Pubs & Bars	Family Pub Dining	0.6
2	Ansty Hall Hotel & Restaurant	CV 7 9HZ	Macdonald Hotels	Hotel	0.6
4	Ansty Social Club	CV 7 9JD	Independent Free	Clubland	0.7
5	Ansty Golf Club & Complex	CV 7 9JL	Independent Free	Clubland	1.2
5	Nettle Hill	CV 7 9JL	Independent Free	Large Venue	1.2

Per Pub Analysis - Shilton Arms Shilton

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	456	723	458,494
Number of Competition Pubs	1	3	438
Adults 18+ per Competition Pub	456	241	1,047

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	18	4.0%	40
Circuit Bar	0	0.0%	0
Community Pub	34	7.5%	43
Craft Led	0	0.0%	0
Great Pub Great Food	142	31.2%	163
High Street Pub	28	6.2%	36
Premium Local	129	28.3%	161

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	41	5.7%	56
Circuit Bar	3	0.5%	13
Community Pub	36	5.0%	29
Craft Led	1	0.2%	6
Great Pub Great Food	266	36.8%	192
High Street Pub	32	4.4%	26
Premium Local	238	33.0%	188

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	59,086	12.9%	126
Circuit Bar	20,906	4.6%	124
Community Pub	66,458	14.5%	83
Craft Led	21,257	4.6%	147
Great Pub Great Food	84,485	18.4%	96
High Street Pub	70,943	15.5%	89
Premium Local	72,957	15.9%	91

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, 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.																
Consumer Insight	<table><tr><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>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></table>	‘Showing I Care’ Young Adults	‘Showing I’m Cool’ Young Adults	Midlife ‘Parents’	Midlife ‘Carefree’	Mature	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”
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Product needs	<table><tr><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</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">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<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										
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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.																