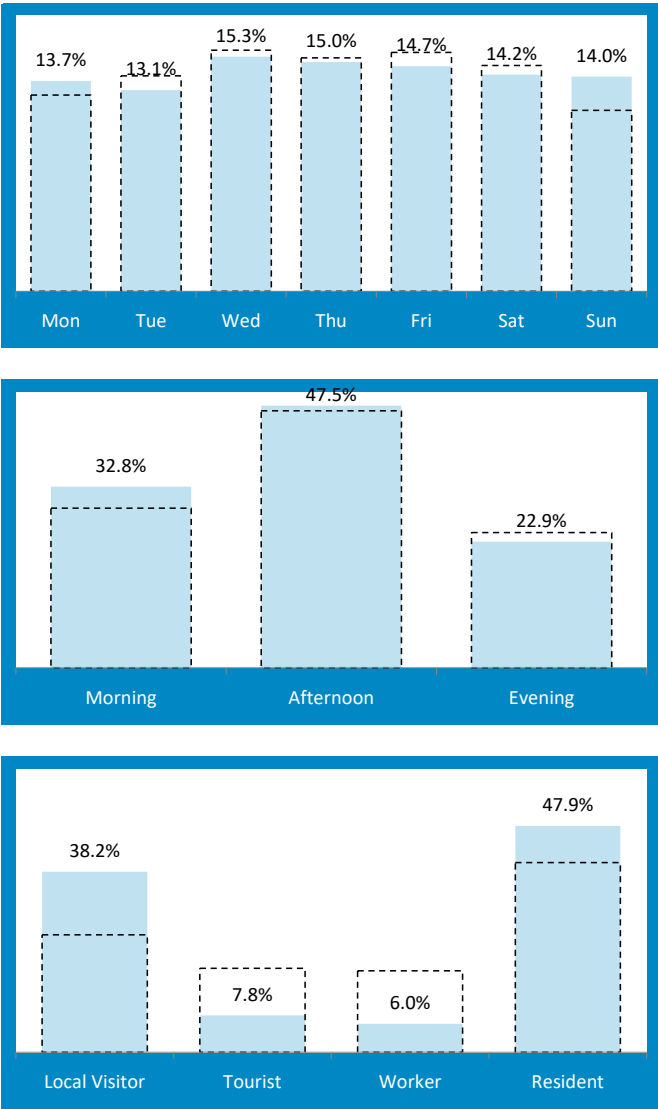


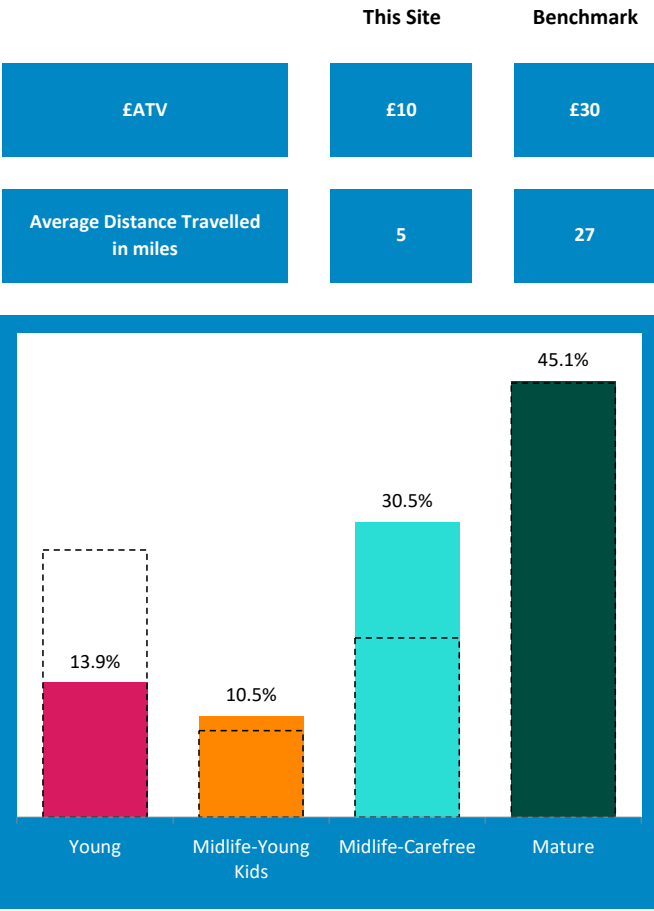
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,050	5,344
Adult Pop		1,650	4,529
Affluence	Low	39%	33%
	Medium	39%	38%
	High	17%	27%
Young		5%	28%
Midlife Young Kids		11%	11%
Midlife Carefree		24%	16%
Mature		55%	44%
Competition Count		2	43

Visitors



Spend Profile



Catchment Summary - Littleton Arms

Over GB Average

Around GB Average

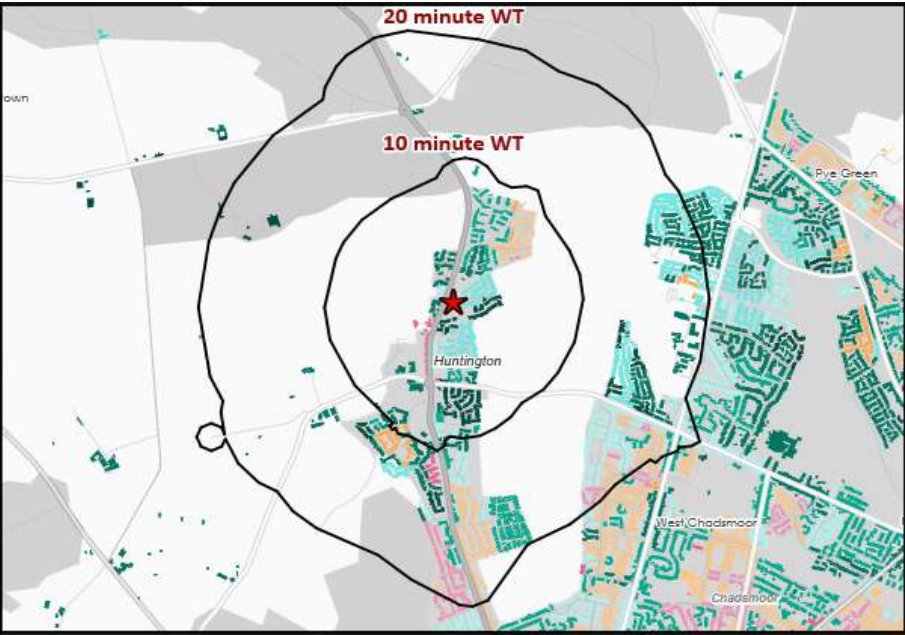
Under GB Average

*WT= Walktime

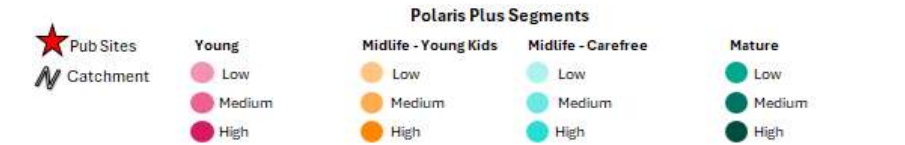
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	2,050	6,290	308,530	
Adults 18+	1,650	4,778	248,806	
Competition Pubs	2	4	342	
Adults 18+ per Competition Pub	825	1,195	728	
% Adults Likely to Drink	81.0%	81.0%	81.0%	
Affluence	Low	39.0%	54.0%	39.4%
	Medium	39.1%	35.0%	43.0%
	High	17.0%	9.3%	15.7%
*Affluence does not include Not Private Households				
Mean Net Disposable income (Epa)	£22,819	£20,064	£22,463	
Age Profile	18-24	114	442	20,816
	25-34	273	1,018	40,681
	35-44	254	944	40,728
	45-64	593	1,505	80,612
	65+	416	869	65,969

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
38	32	73
Pop. & Adl. 18+ index based on all pubs		
36	29	73
5	4	44
120	174	106
101	101	101
118	163	119
102	91	112
62	34	57
101	89	99
65	83	79
98	120	98
92	111	98
115	95	104
105	72	111



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Per Pub - Littleton Arms

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

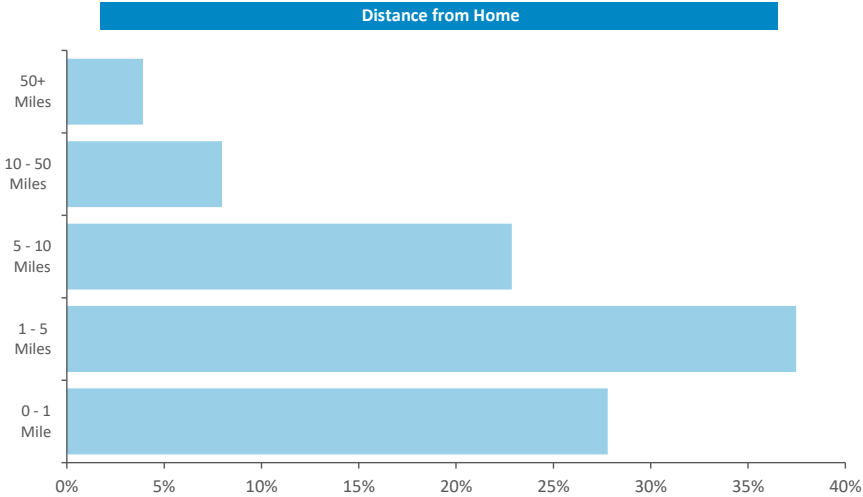
Adults 18+	1,650	4,778	248,806
Number of Competition Pubs	2	4	342
Adults 18+ per Competition Pub	825	1,195	728

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	129	7.8%	99
Family Pub Dining	0	154	9.4%	103
Great Pub Great Food	0	262	15.9%	95
Leisure	0	165	10.0%	100
Mainstream	0	235	14.2%	102
Premium	0	221	13.4%	94
Restaurant	0	349	21.1%	92
Super Premium	0	54	3.3%	83

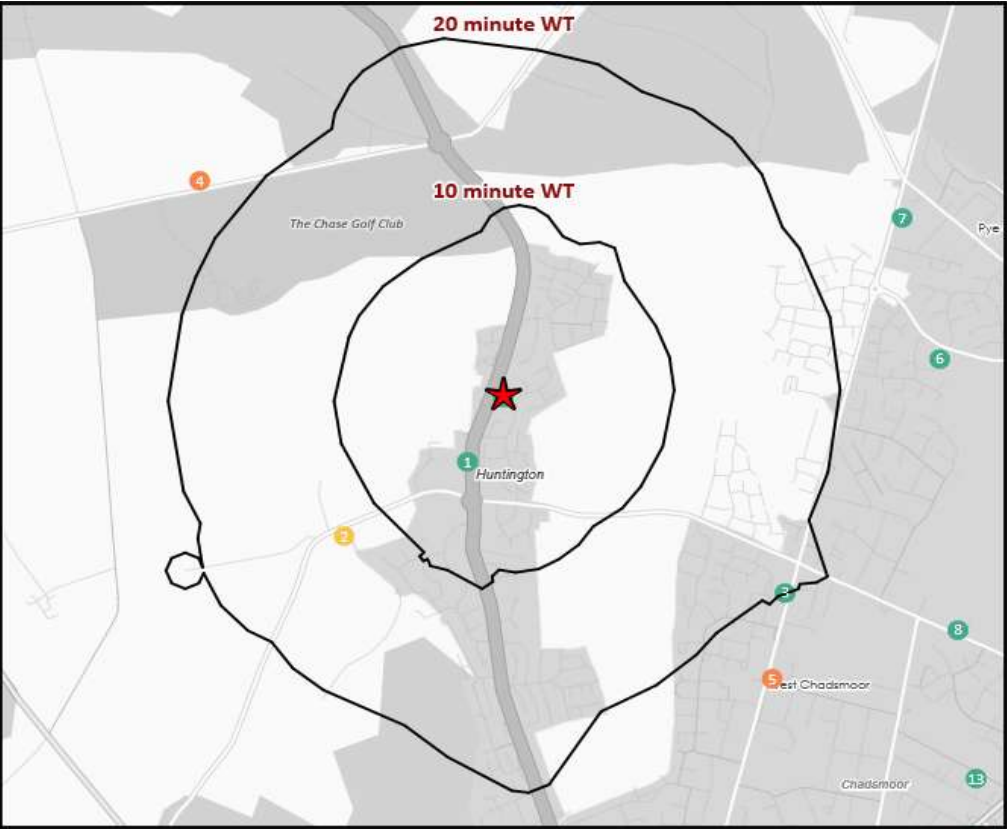
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	469	9.8%	125
Family Pub Dining	0	499	10.5%	115
Great Pub Great Food	0	704	14.7%	88
Leisure	0	485	10.1%	101
Mainstream	1	734	15.4%	110
Premium	0	626	13.1%	92
Restaurant	0	1,043	21.8%	95
Super Premium	0	136	2.9%	72

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	101	21,406	8.6%	110
Family Pub Dining	22	24,336	9.8%	108
Great Pub Great Food	18	40,211	16.2%	97
Leisure	60	25,288	10.2%	101
Mainstream	82	37,434	15.1%	108
Premium	13	33,863	13.6%	95
Restaurant	46	53,831	21.6%	94
Super Premium	0	7,631	3.1%	78



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Competition - Littleton Arms



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	Samson Blewitt	WS12 4RT	Marston's	Classic	18.1%	0.99
2	Barns	WS12 4PB	Independent Free	Mainstream	16.5%	0.49
20	Podge And Tin	WS11 4AG	Independent Free	Restaurant	15.5%	1.81
19	Hedgeford Lodge	WS12 1DL	Wetherspoons GB	Mainstream	15.1%	1.77
4	Chase Golf Club	ST19 5RN	Crown Golf	Leisure	12.6%	0.86
8	Belt Road Victoria Working Mens	WS12 4JJ	Independent Free	Classic	3.7%	1.17
0	Littleton Arms	WS12 4PD	Star Pubs & Bars	Classic	3.3%	0.00
16	Heath Gap Welcome Working M	WS11 6DY	Independent Free	Classic	3.3%	1.65
18	Hednesford and District Ex-Servic	WS12 1AB	Independent Free	Classic	3.2%	1.74
10	Pye Green Community Centre	WS12 4EP	Independent Free	Classic	2.9%	1.30
12	Green Heath Progressive Workin	WS12 4BE	Independent Free	Classic	2.1%	1.38
17	Bell and Bottle	WS12 4DE	Stonegate Pub Company	Classic	1.7%	1.71
15	Burns Street Inn	WS11 6DR	Independent Free	Classic	1.4%	1.57
1	Cannock Rugby Club	WS12 4PE	Independent Free	Classic	0.4%	0.18
9	White Lion	WS11 4AX	Admiral Taverns Ltd	Classic	0.3%	1.26
3	Jubilee	WS11 5RS	Trust Inns Limited	Classic	0.0%	0.79
5	Cannock Sports Stadium	WS11 5RW	Independent Free	Leisure	0.0%	0.91
7	Chase Social Working Mens Club	WS12 4LN	Independent Free	Classic	0.0%	1.00
11	Broomhill Working Mens Club	WS11 5QG	Independent Free	Classic	0.0%	1.33
13	Nest	WS11 5HP	Star Pubs & Bars	Classic	0.0%	1.40
14	Flagging Duck	WS11 5DB	Independent Free	Classic	0.0%	1.49

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Littleton Arms

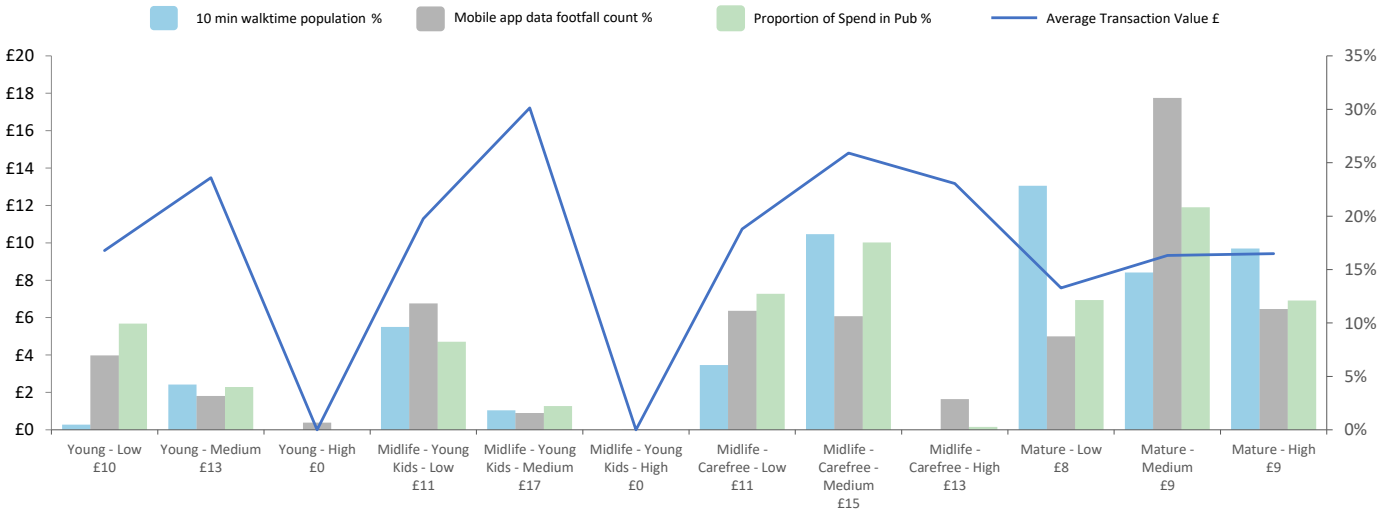


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
147166	Littleton Arms	WS12 4PD	Star Pubs & Bars	Classic	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Littleton Arms

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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	2,050	6,290	308,530	38	32	73
Adults 18+	1,650	4,778	248,806	36	29	73
Competition Pubs	2	4	342	5	4	44
Adults 18+ per Competition Pub	825	1,195	728	120	174	106
% Adults Likely to Drink	81.0%	81.0%	81.0%	101	101	101

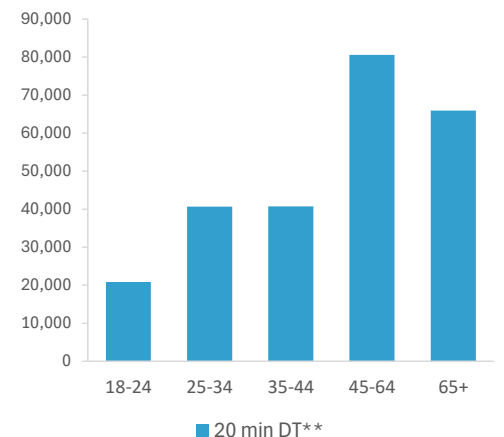
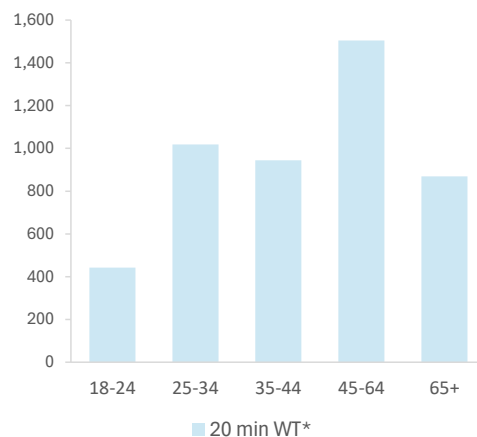
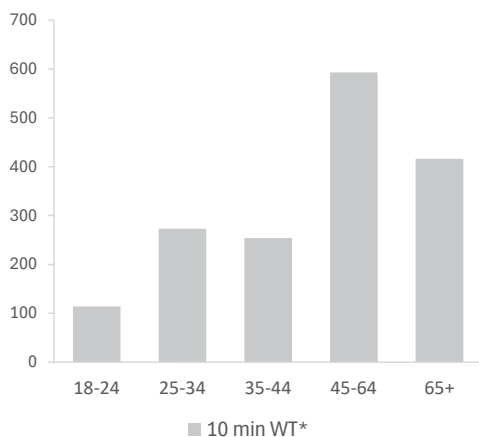
Population & Adults 18+ index is based on all pubs

Affluence	Low	39.0%	54.0%	39.4%	118	163	119
	Medium	39.1%	35.0%	43.0%	102	91	112
	High	17.0%	9.3%	15.7%	62	34	57

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£22,819	£20,064	£22,463	101	89	99
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Age Profile	18-24	114	442	20,816	65	83	79
	25-34	273	1,018	40,681	98	120	98
	35-44	254	944	40,728	92	111	98
	45-64	593	1,505	80,612	115	95	104
	65+	416	869	65,969	105	72	111

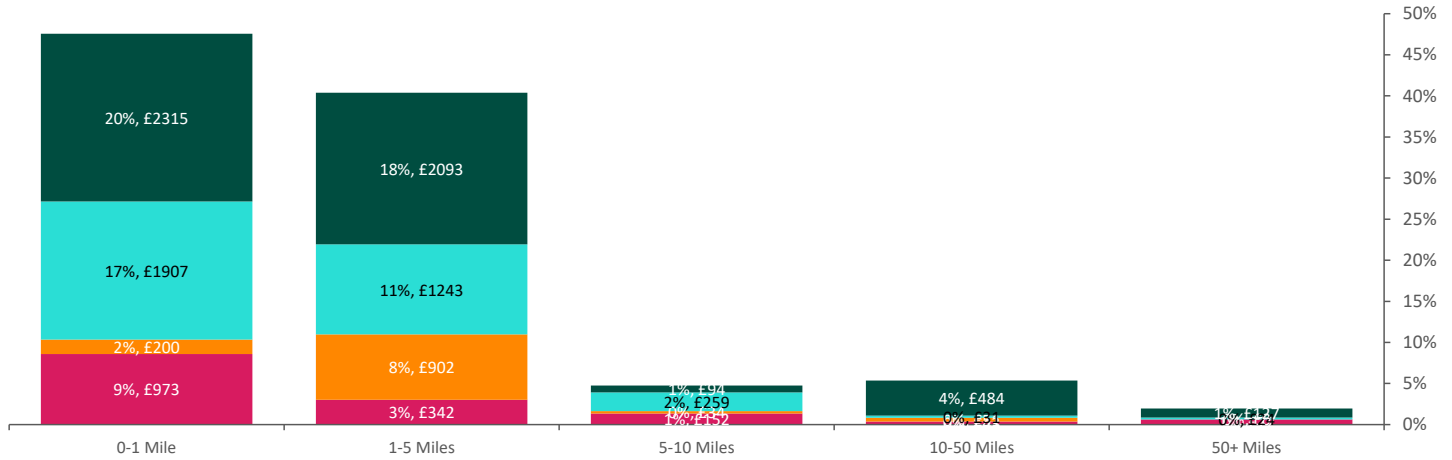


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	999 (49%)	3,039 (48%)	153,648 (50%)	99	99	102
Female	1,051 (51%)	3,251 (52%)	154,882 (50%)	101	101	99
Economic Status (16+)						
Employed: Full-time	608 (36%)	1,977 (40%)	90,047 (35%)	106	118	104
Employed: Part-time	220 (13%)	674 (14%)	31,771 (12%)	109	114	104
Self employed	160 (10%)	463 (9%)	20,756 (8%)	103	102	88
Unemployed	38 (2%)	150 (3%)	6,276 (2%)	82	111	89
Full-time student	31 (2%)	79 (2%)	4,262 (2%)	74	64	67
Retired	393 (23%)	801 (16%)	64,071 (25%)	107	75	115
Other	234 (14%)	780 (16%)	38,544 (15%)	78	89	85
Total Worker Count	295	585	140,793			

See the Glossary page for further information on the above variables

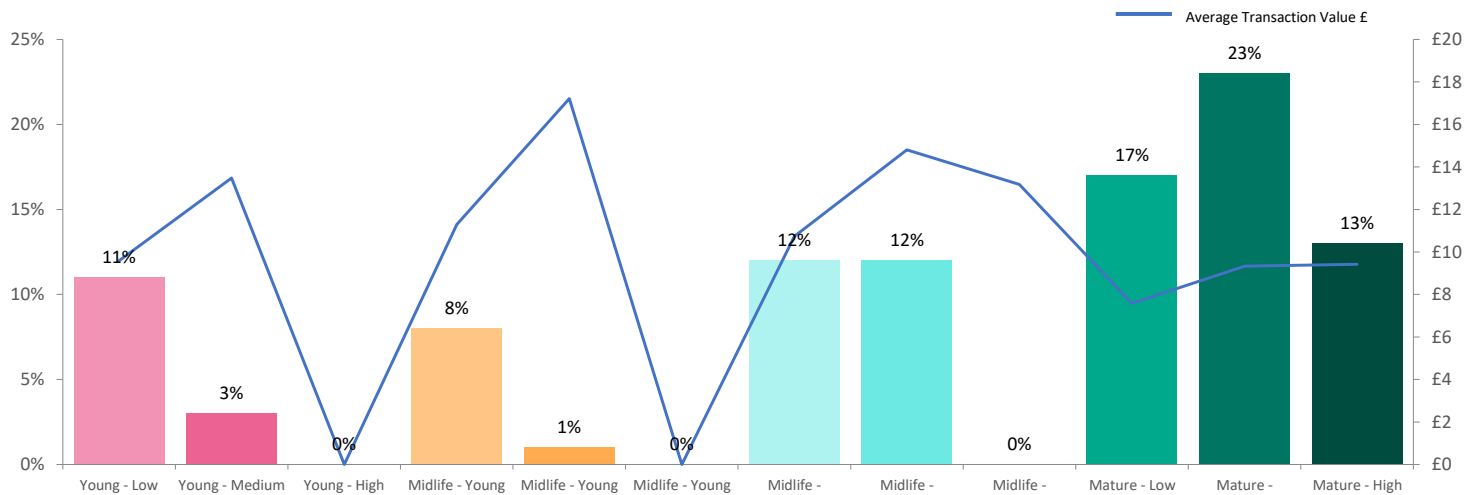
Transactional Data Summary - Littleton Arms

Spend by Polaris and Distance from Home



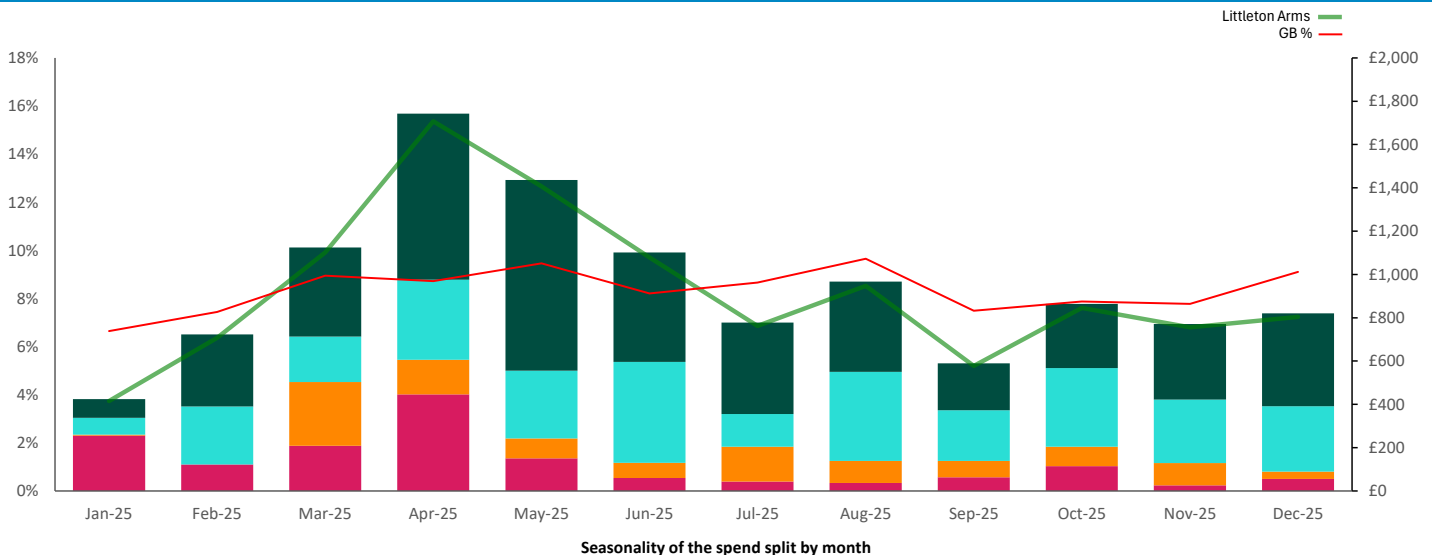
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



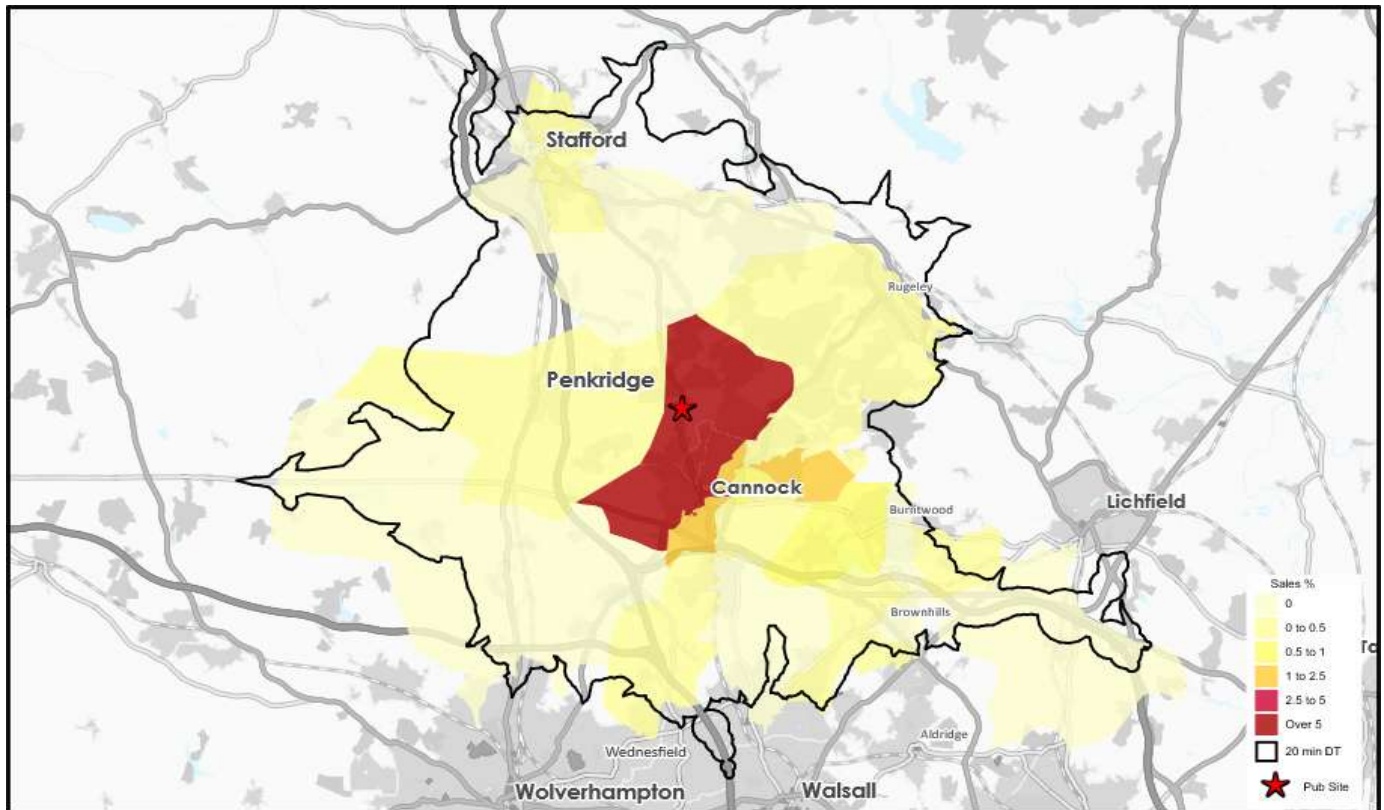
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



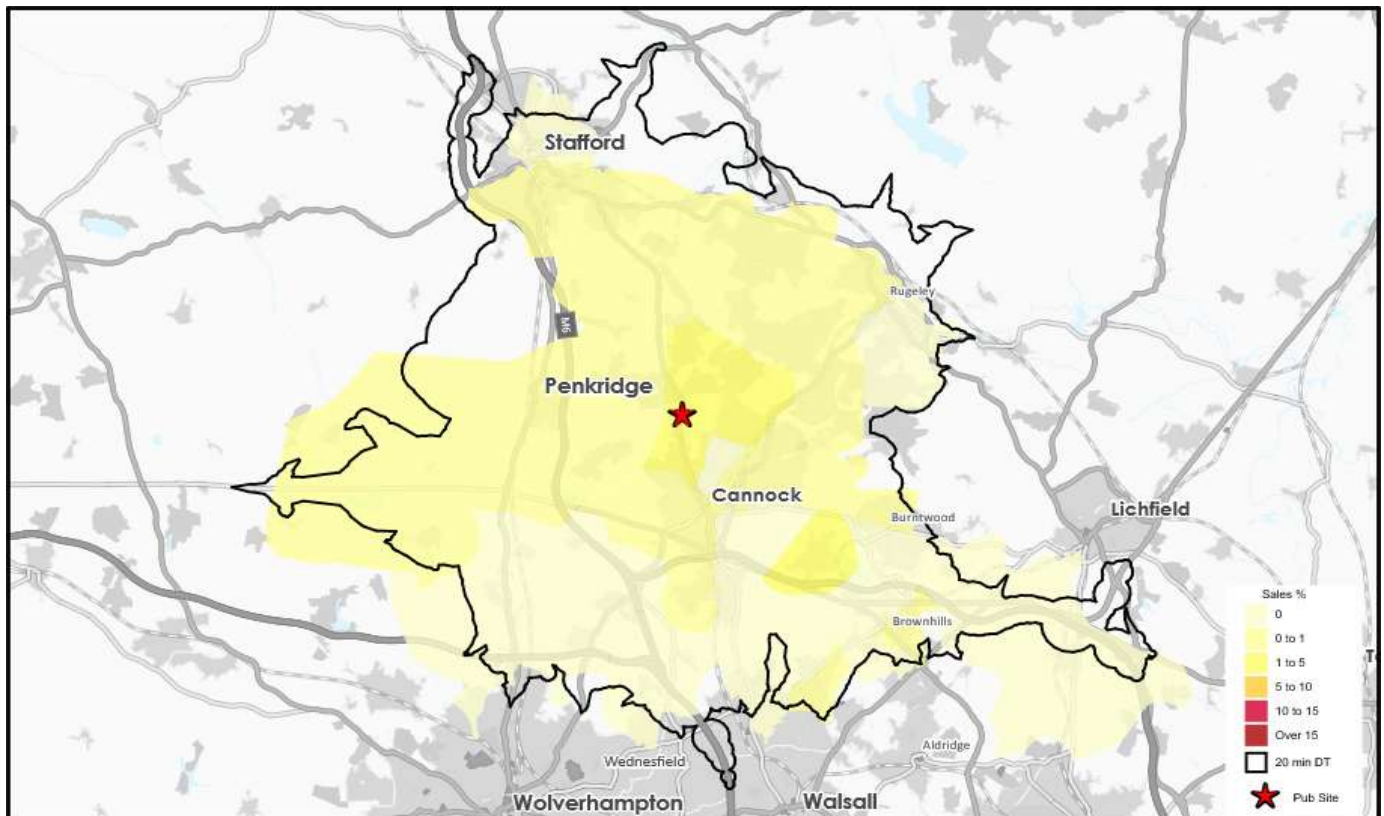
Transactional Data Maps - Littleton Arms

Littleton Arms Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

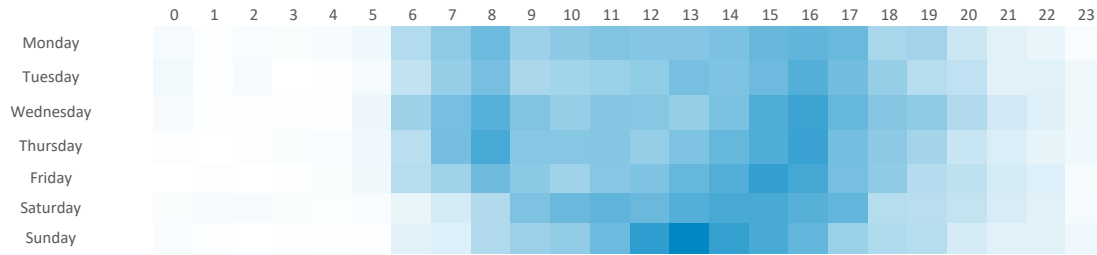
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Littleton Arms



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

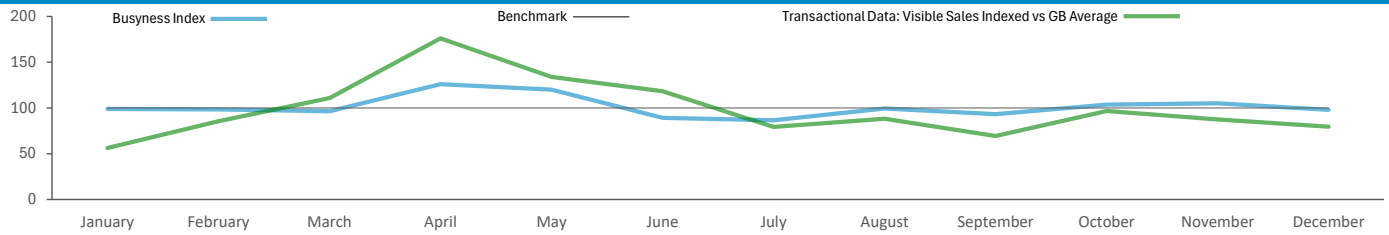
Mobile Data Summary - Littleton Arms

Time of Day/Day of Week



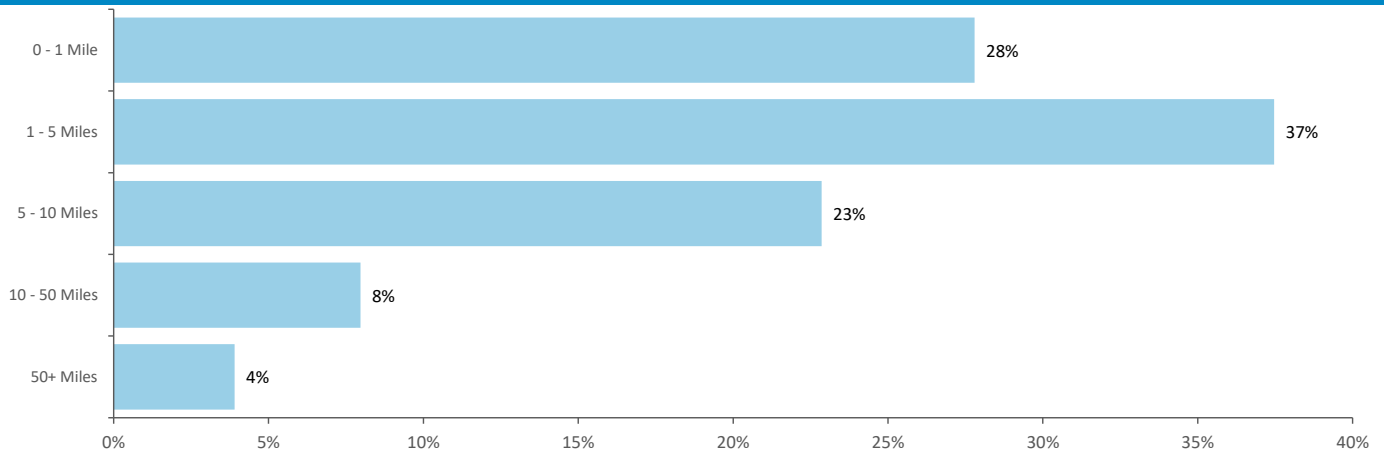
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

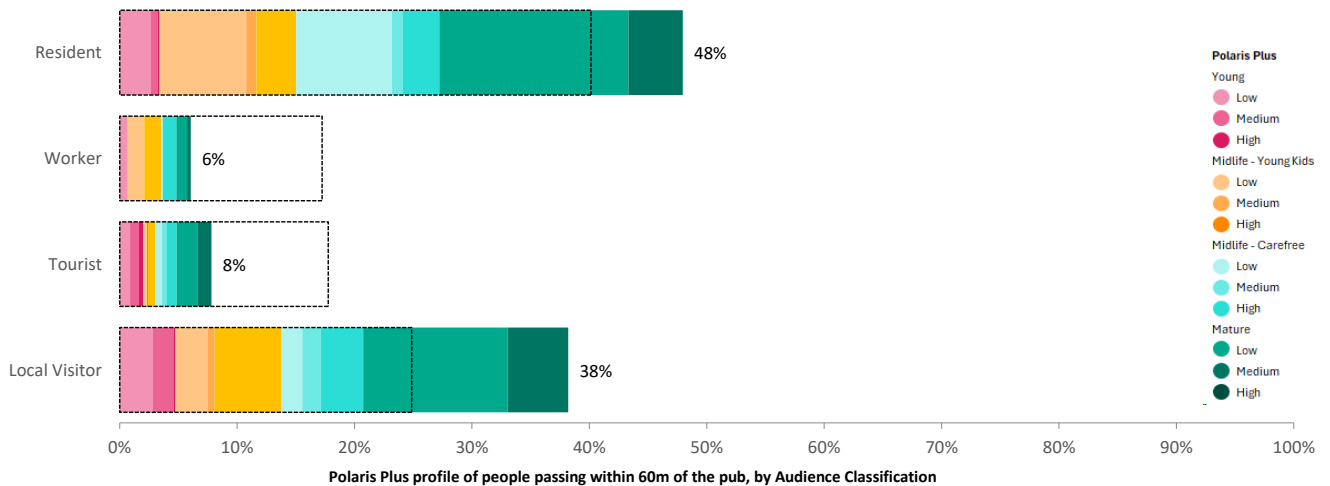
Distance from Home



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

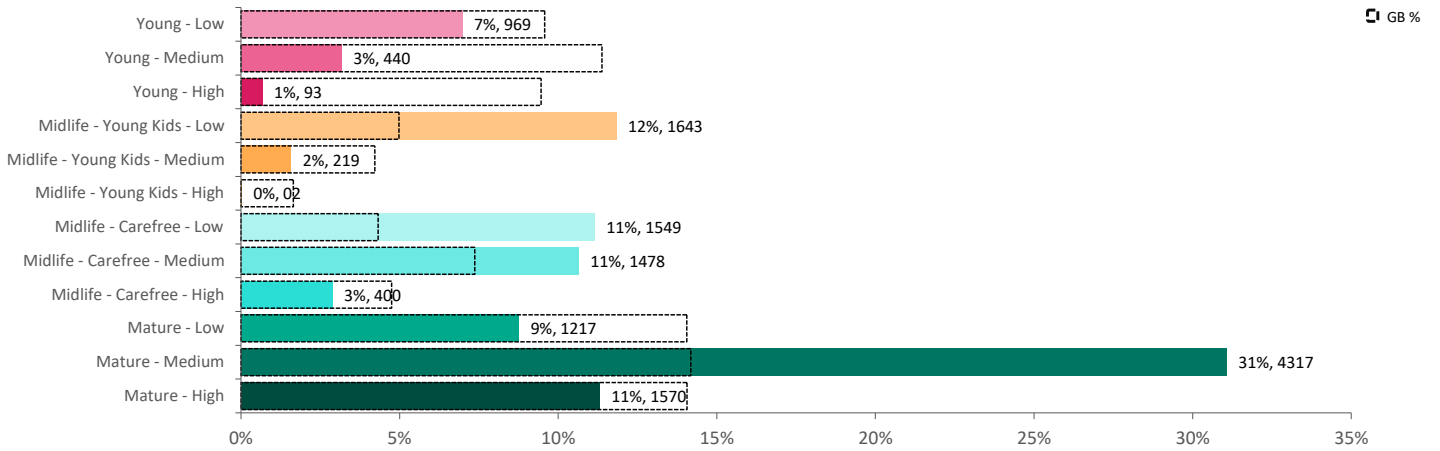
Audience Classification by Polaris Plus

Base: GB



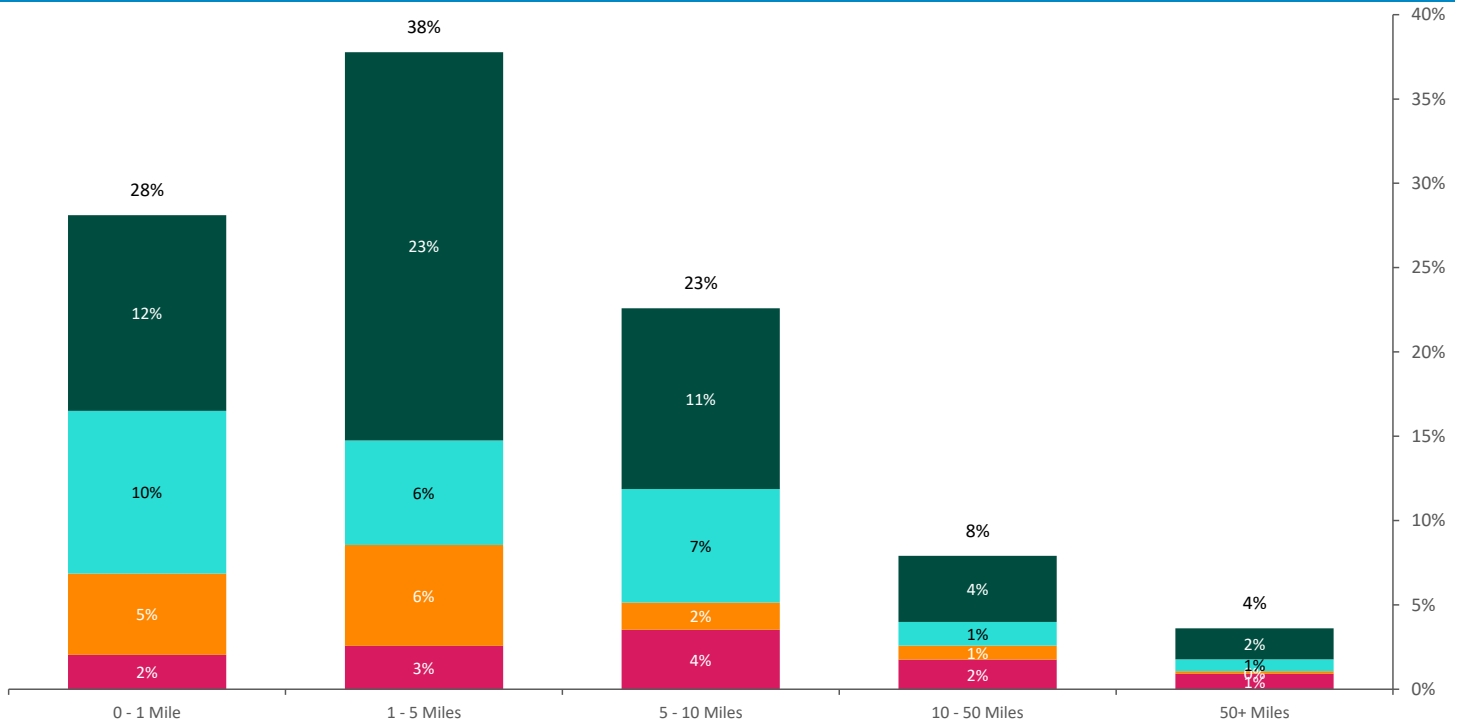
Mobile Data Summary - Littleton Arms

Polaris Plus Profile



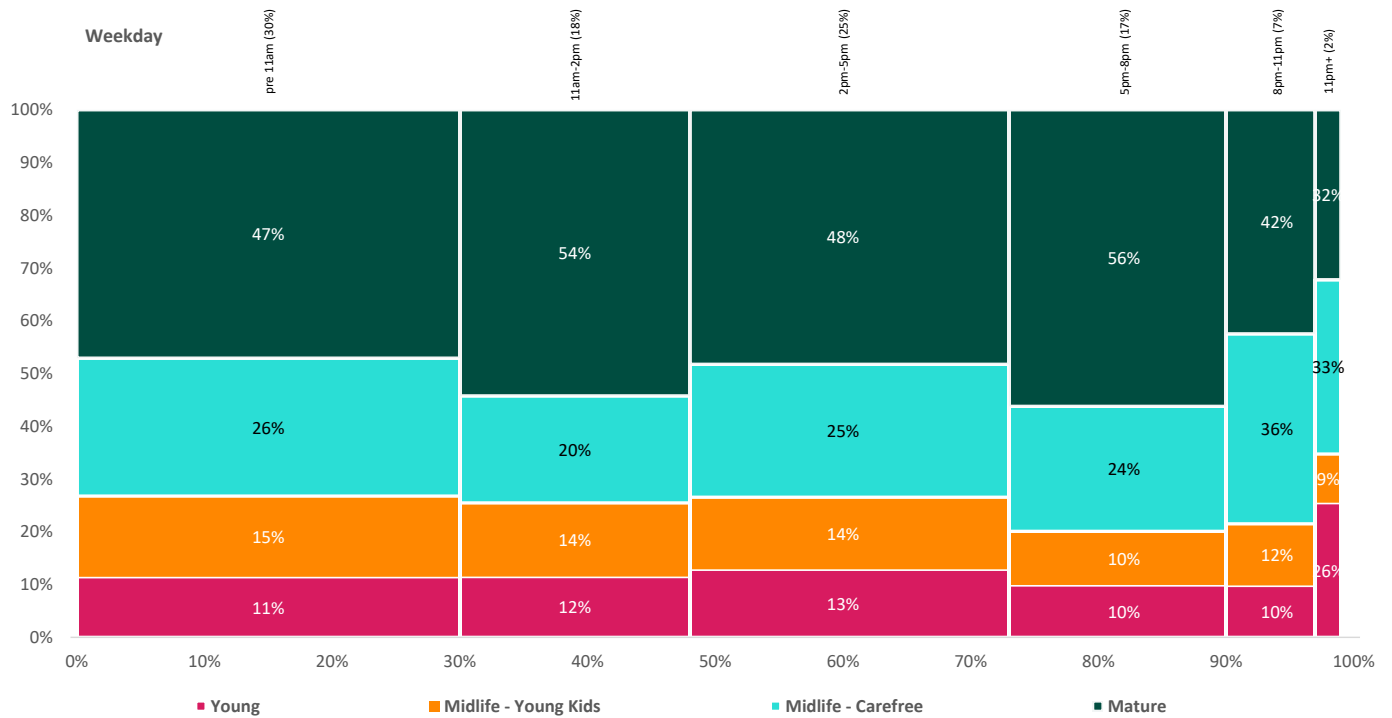
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



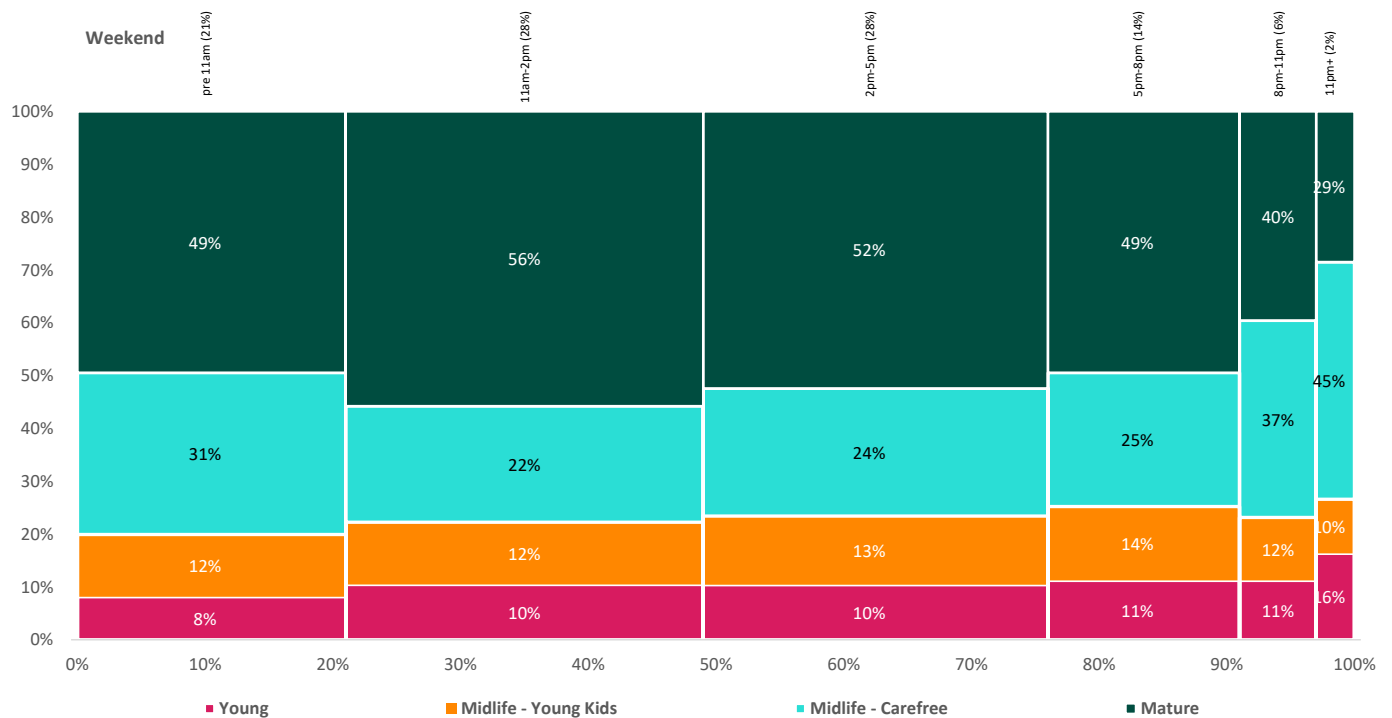
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,711	1,208	1,454	1,177	354	90	5,993
Midlife - Carefree		950	452	760	496	300	92	3,050
Midlife - Young Kids		556	311	412	213	97	26	1,616
Young		417	257	389	208	82	71	1,424
All		3,635	2,227	3,015	2,095	834	278	12,083

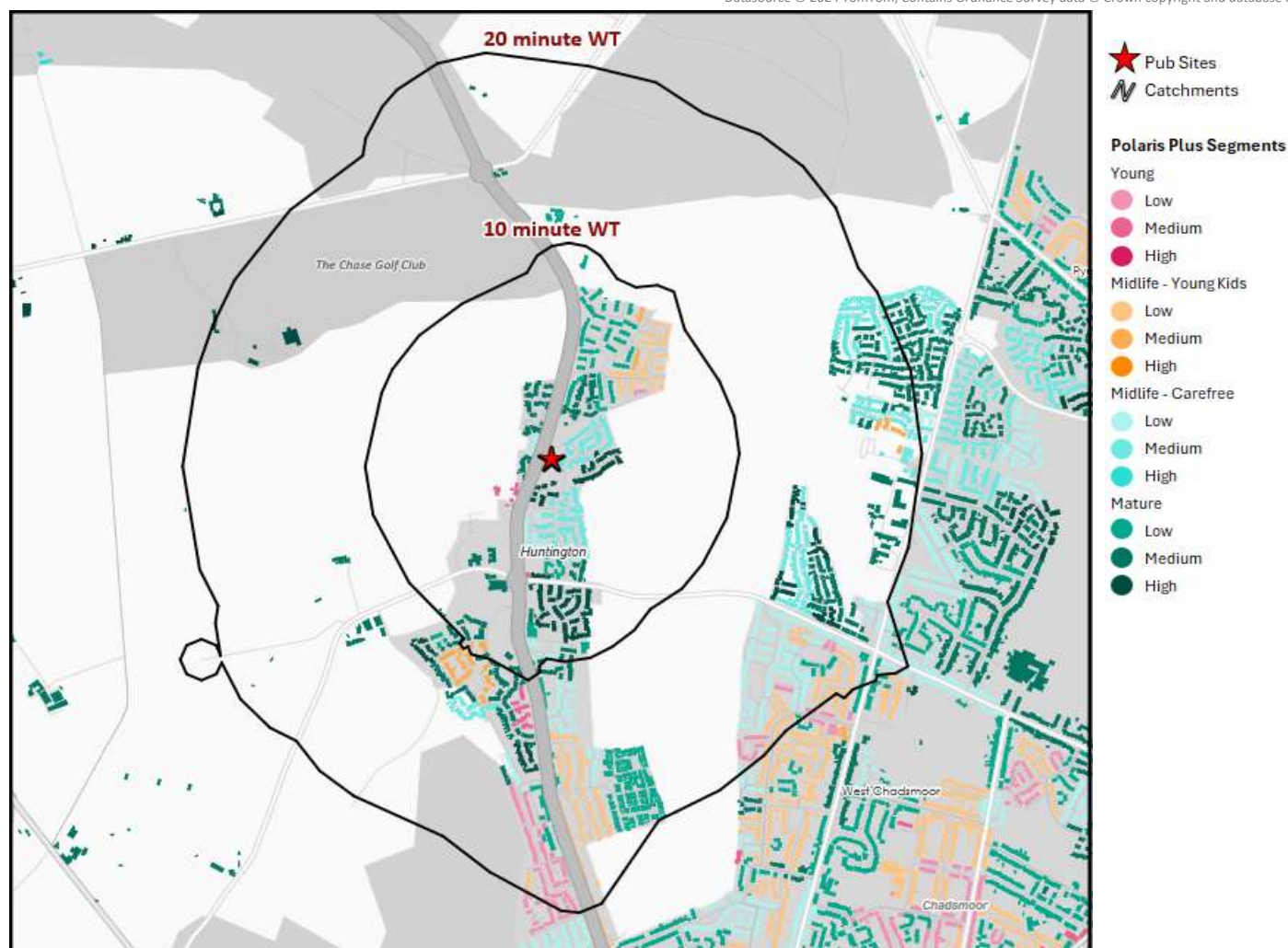
Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		493	737	680	336	120	33	2,399
Midlife - Young Kids		305	290	314	172	113	52	1,247
Midlife - Carefree		118	156	169	95	36	12	586
Mature		81	138	135	76	34	19	484
All		996	1,321	1,299	679	303	117	4,715

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

Polaris Plus Summary - Littleton Arms



Polaris Plus Profile by Catchment

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	8	342	16,655	5	73	68
Medium	70	126	13,987	39	24	51
High	0	0	696	0	0	4
Midlife - Young Kids						
Low	159	747	22,672	172	279	163
Medium	30	172	3,114	41	81	28
High	0	0	0	0	0	0
Midlife - Carefree						
Low	100	767	16,934	142	377	160
Medium	302	529	15,047	256	155	85
High	0	0	7,603	0	0	67
Mature						
Low	377	725	41,745	169	112	124
Medium	243	844	74,833	94	113	192
High	280	445	30,744	113	62	82
Not Private Households	81	81	4,776	459	158	179
Total	1,650	4,778	248,806			

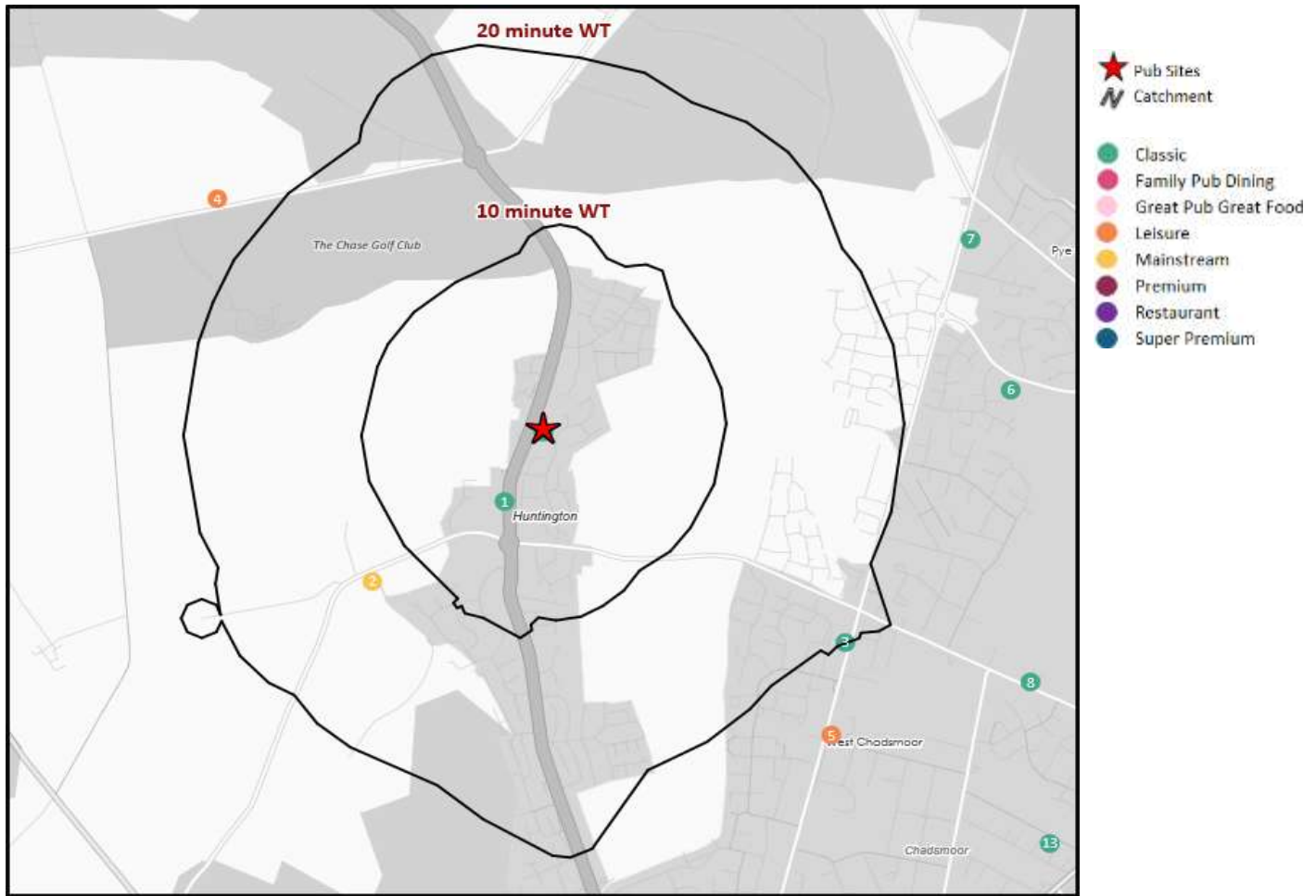
*WT= Walktime, **DT= Drivetime

Over GB Average (Orange)

Around GB Average (Light Orange)

Under GB Average (Blue)

CGA Summary - Littleton Arms



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Littleton Arms	WS12 4PD	Star Pubs & Bars	Classic	3.3%	90.8%	0.00
1	Cannock Rugby Club	WS12 4PE	Independent Free	Classic	0.4%	54.0%	0.18
2	Barns	WS12 4PB	Independent Free	Mainstream	16.5%	59.9%	0.49
3	Jubilee	WS11 5RS	Trust Inns Limited	Classic	0.0%	0.0%	0.79
4	Chase Golf Club	ST19 5RN	Crown Golf	Leisure	12.6%	66.5%	0.86
5	Cannock Sports Stadium	WS11 5RW	Independent Free	Leisure	0.0%	0.0%	0.91
6	Samson Blewitt	WS12 4RT	Marston's	Classic	18.1%	87.4%	0.99
7	Chase Social Working Mens Club and Institute	WS12 4LN	Independent Free	Classic	0.0%	0.0%	1.00
8	Belt Road Victoria Working Mens Club	WS12 4JJ	Independent Free	Classic	3.7%	95.1%	1.17
9	White Lion	WS11 4AX	Admiral Taverns Ltd	Classic	0.3%	91.3%	1.26
10	Pye Green Community Centre	WS12 4EP	Independent Free	Classic	2.9%	87.1%	1.30
11	Broomhill Working Mens Club	WS11 5QG	Independent Free	Classic	0.0%	0.0%	1.33
12	Green Heath Progressive Working Mens Club	WS12 4BE	Independent Free	Classic	2.1%	95.1%	1.38
13	Nest	WS11 5HP	Star Pubs & Bars	Classic	0.0%	0.0%	1.40
14	Flagging Duck	WS11 5DB	Independent Free	Classic	0.0%	0.0%	1.49
15	Burns Street Inn	WS11 6DR	Independent Free	Classic	1.4%	89.1%	1.57
16	Heath Gap Welcome Working Mens Club	WS11 6DY	Independent Free	Classic	3.3%	98.2%	1.65
17	Bell and Bottle	WS12 4DE	Stonegate Pub Company	Classic	1.7%	94.8%	1.71
18	Hednesford and District Ex-Servicemens Club	WS12 1AB	Independent Free	Classic	3.2%	91.0%	1.74
19	Hedgeford Lodge	WS12 1DL	Wetherspoons GB	Mainstream	15.1%	90.1%	1.77
20	Podge And Tin	WS11 4AG	Independent Free	Restaurant	15.5%	75.2%	1.81

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Littleton Arms

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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+	1,650	4,778	248,806
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	60	25,288	10.2%	101
Mainstream	82	37,434	15.1%	108
Premium	13	33,863	13.6%	95
Restaurant	46	53,831	21.6%	94
Super Premium	0	7,631	3.1%	78

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
	Mature 55+ year olds "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	- 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
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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	