

# Catchment Summary - Red Lion Shirley



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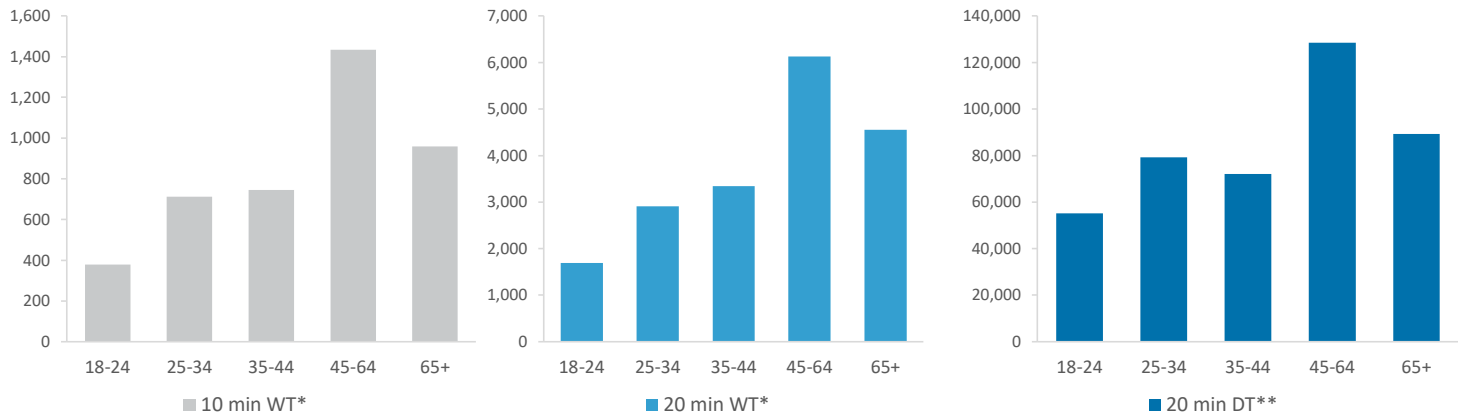
■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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	5,465	24,377	564,941	103	167	149	
Adults 18+	4,230	18,631	424,216	97	104	142	
Competition Pubs	7	16	291	47	50	80	
Adults 18+ per Competition Pub	604	1,164	1,458	73	141	177	
% Adults Likely to Drink	83.9%	83.1%	78.1%	102	101	95	
Affluence	Low	7.4%	8.2%	14.3%	29	32	56
	Medium	52.9%	63.0%	39.6%	134	160	101
	High	39.7%	28.8%	45.1%	118	86	134
Age Profile	18-24	379	1,696	55,119	86	86	120
	25-34	713	2,911	79,194	98	90	105
	35-44	746	3,343	72,028	106	107	99
	45-64	1,434	6,126	128,585	103	98	89
	65+	958	4,555	89,290	92	98	83

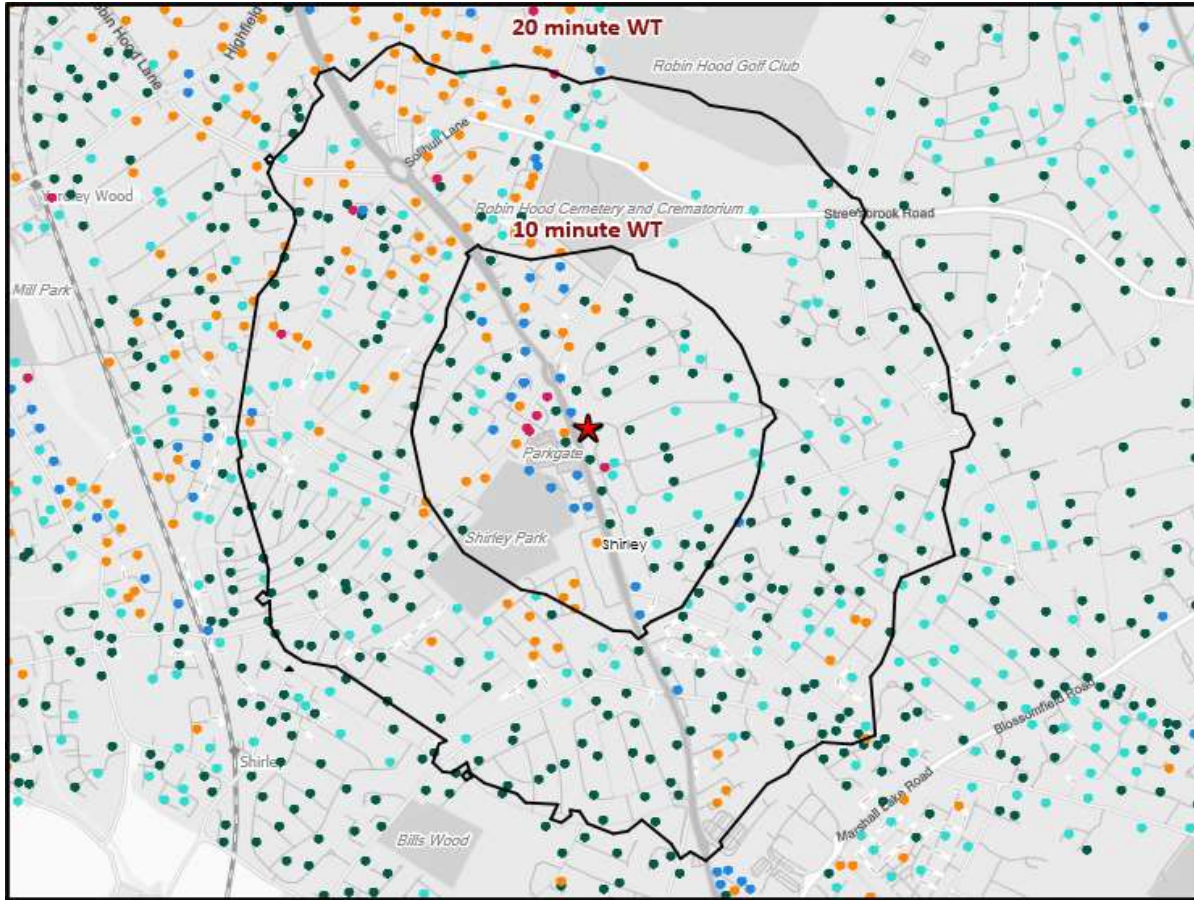
\*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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	2,667 (49%)	11,838 (49%)	280,301 (50%)	99	98	100
	Female	2,798 (51%)	12,539 (51%)	284,640 (50%)	101	102	100
Economic Status (16-74)	Employed: Full-time	1,781 (46%)	7,286 (43%)	148,091 (37%)	111	104	90
	Employed: Part-time	508 (13%)	2,392 (14%)	51,433 (13%)	101	110	100
	Self employed	349 (9%)	1,506 (9%)	35,895 (9%)	95	94	95
	Unemployed	77 (2%)	400 (2%)	12,526 (3%)	84	100	134
	Retired	508 (13%)	2,519 (15%)	49,904 (13%)	95	109	92
	Other	641 (17%)	2,697 (16%)	97,175 (25%)	84	81	125
Total Worker Count	2,894	9,250	218,185				

See the Glossary page for further information on the above variables

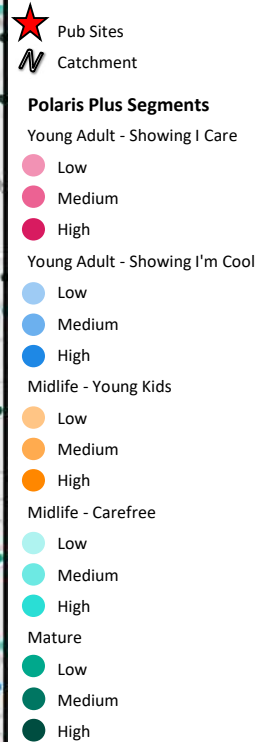
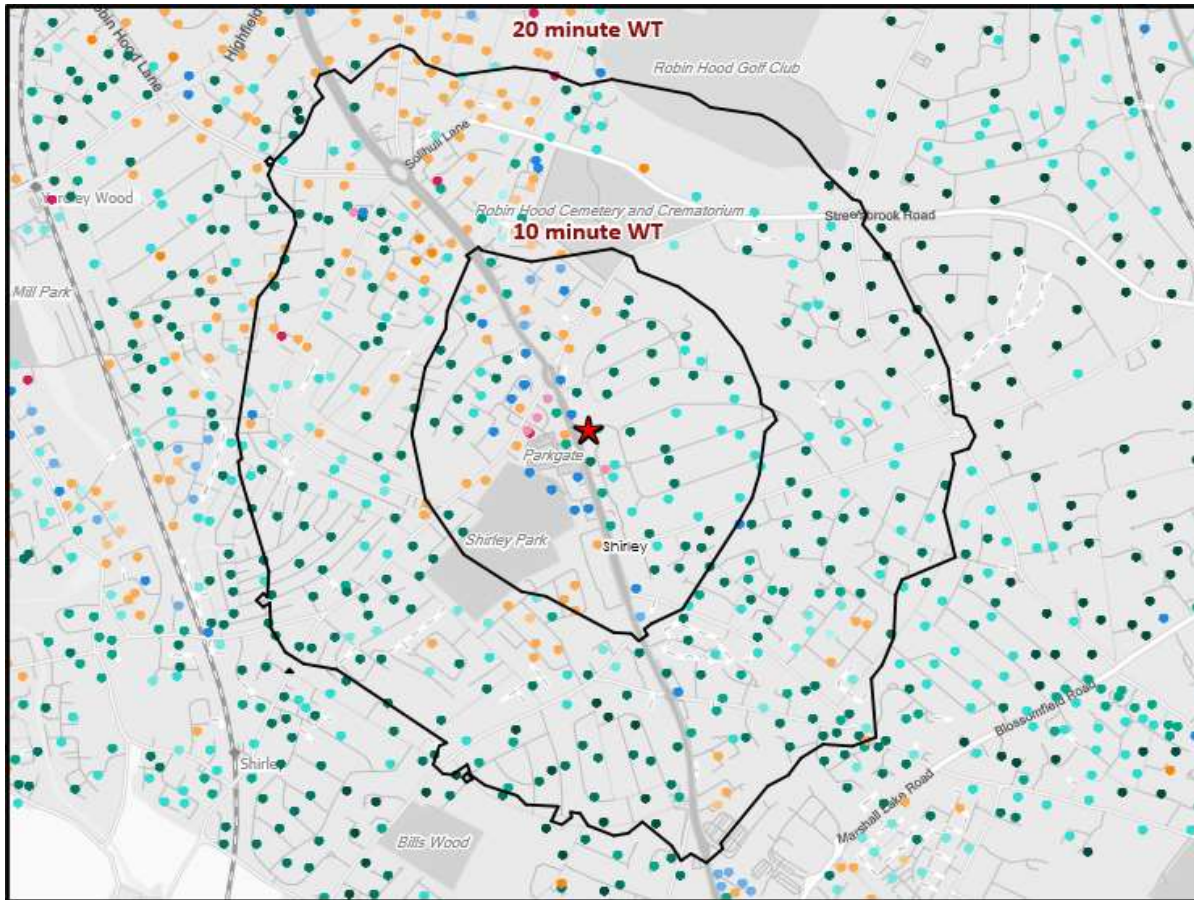


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	157	333	93,365	42	20	247
Young Adult - Showing I'm Cool	865	1,082	37,375	222	63	96
Midlife - Young Kids	498	3,317	106,026	37	57	80
Midlife - Carefree	1,014	4,991	85,581	114	127	96
Mature	1,696	8,902	97,475	143	171	82
<b>Not Private Households</b>	0	6	4,394	0	2	72
<b>Total</b>	4,230	18,631	424,216			



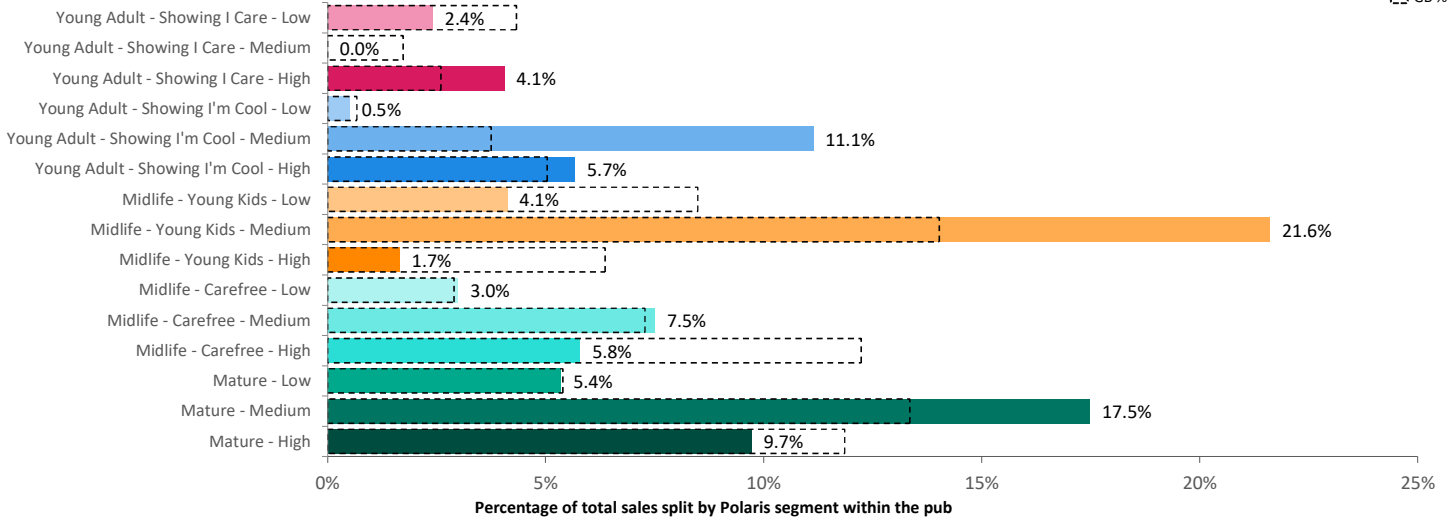
Polaris Plus Profile by Catchment

\*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**
<b>Young Adult - Showing I Care</b>						
Low	146	152	7,249	82	19	41
Medium	0	0	6,040	0	0	104
High	11	181	80,076	8	29	560
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	662	0	0	15
Medium	173	290	14,098	111	42	90
High	692	792	22,615	365	95	119
<b>Midlife - Young Kids</b>						
Low	60	245	25,894	13	12	55
Medium	438	2,939	74,841	69	106	118
High	0	133	5,291	0	13	23
<b>Midlife - Carefree</b>						
Low	0	176	7,664	0	28	53
Medium	68	1,248	34,207	24	100	120
High	946	3,567	43,710	205	175	94
<b>Mature</b>						
Low	109	948	19,281	43	86	77
Medium	1,557	7,261	38,646	291	308	72
High	30	693	39,548	8	40	99
<b>Not Private Households</b>	0	6	4,394	0	2	72
<b>Total</b>	4,230	18,631	424,216			

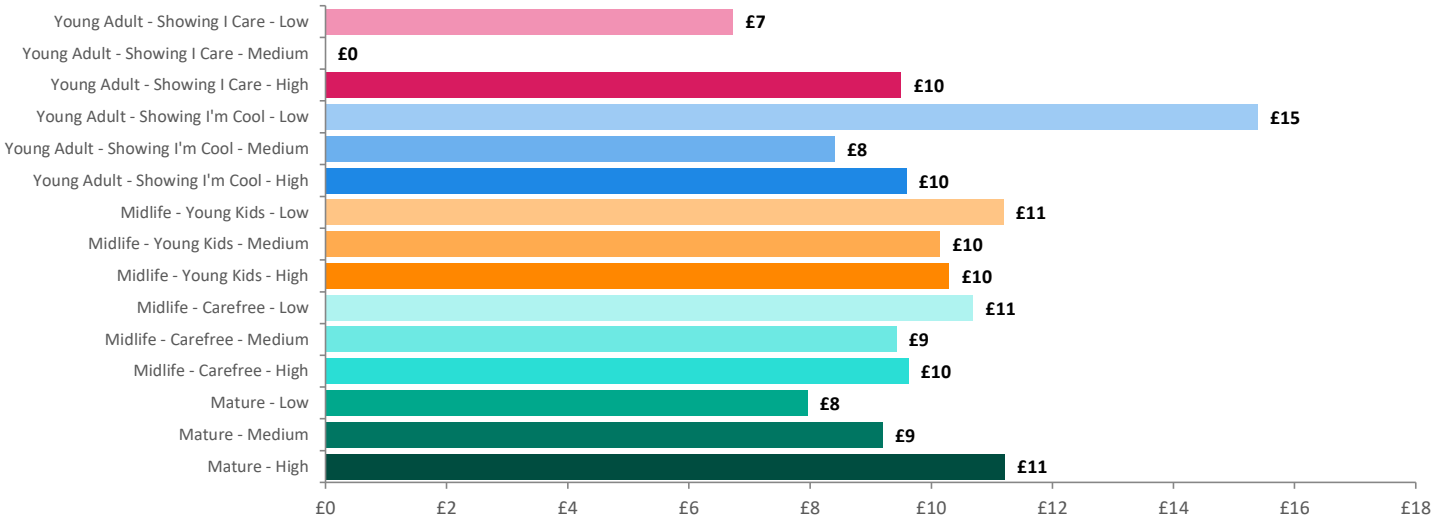
Spend by Polaris

GB %



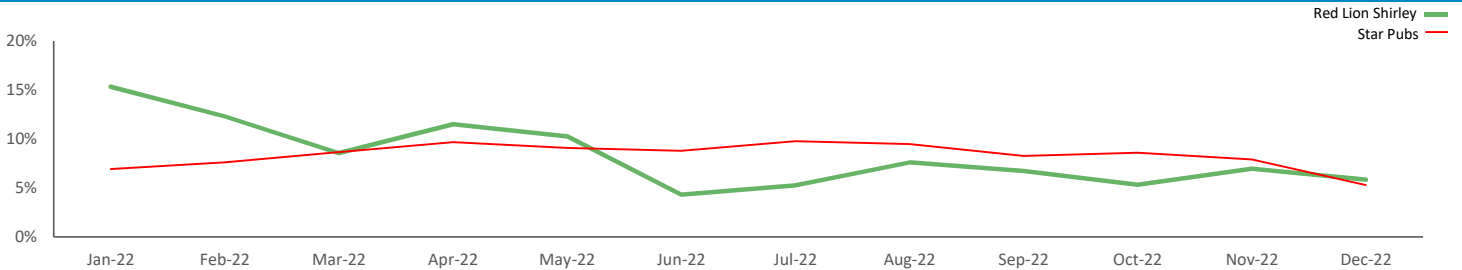
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



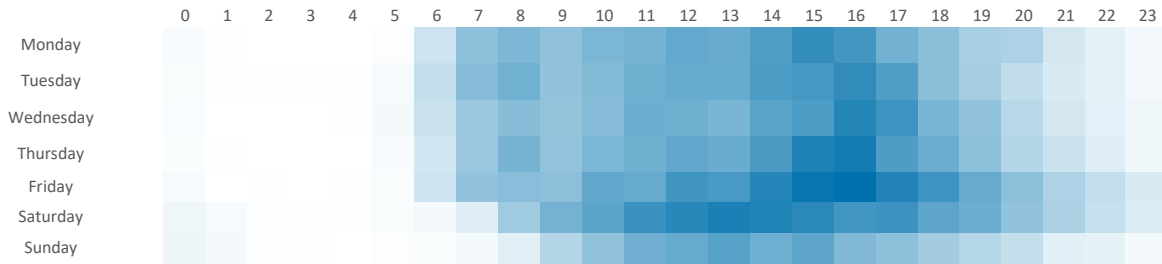
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month



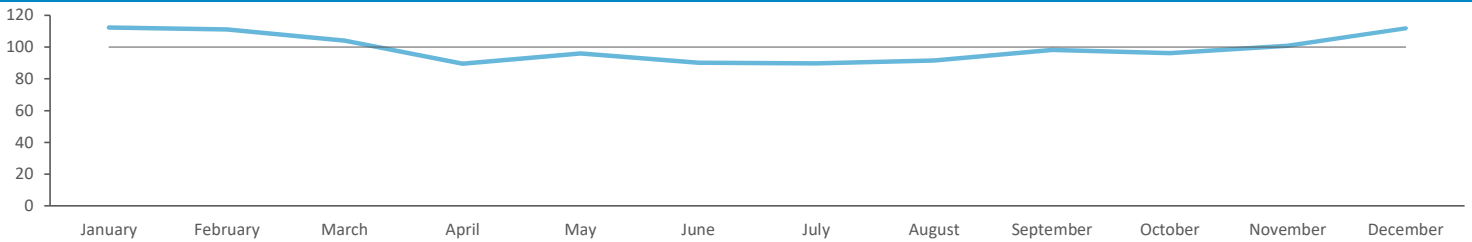


Time of Day/Day of Week



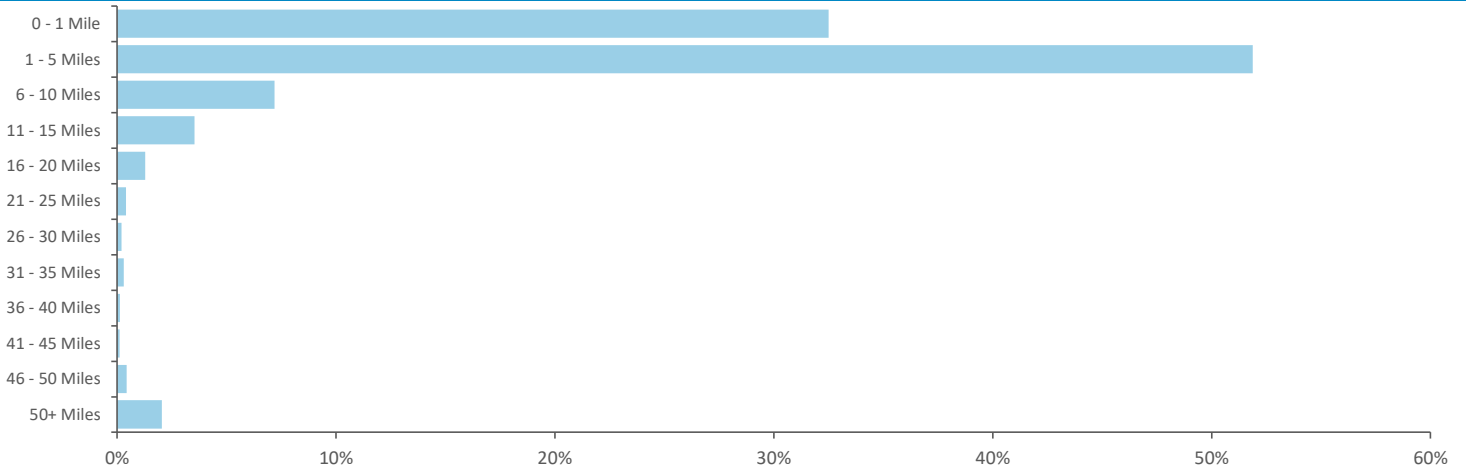
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



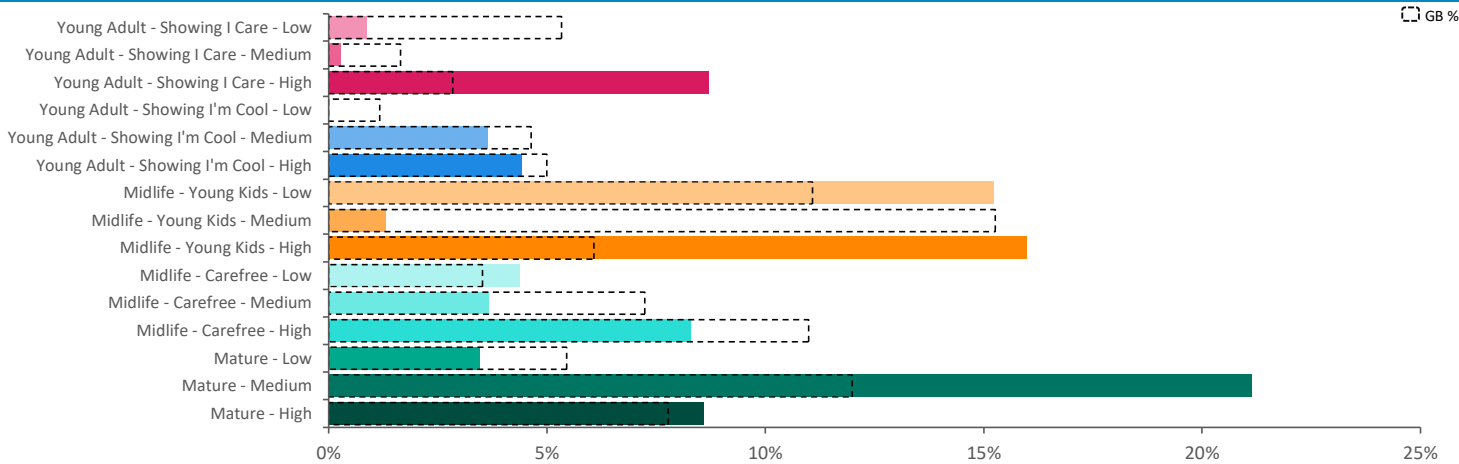
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

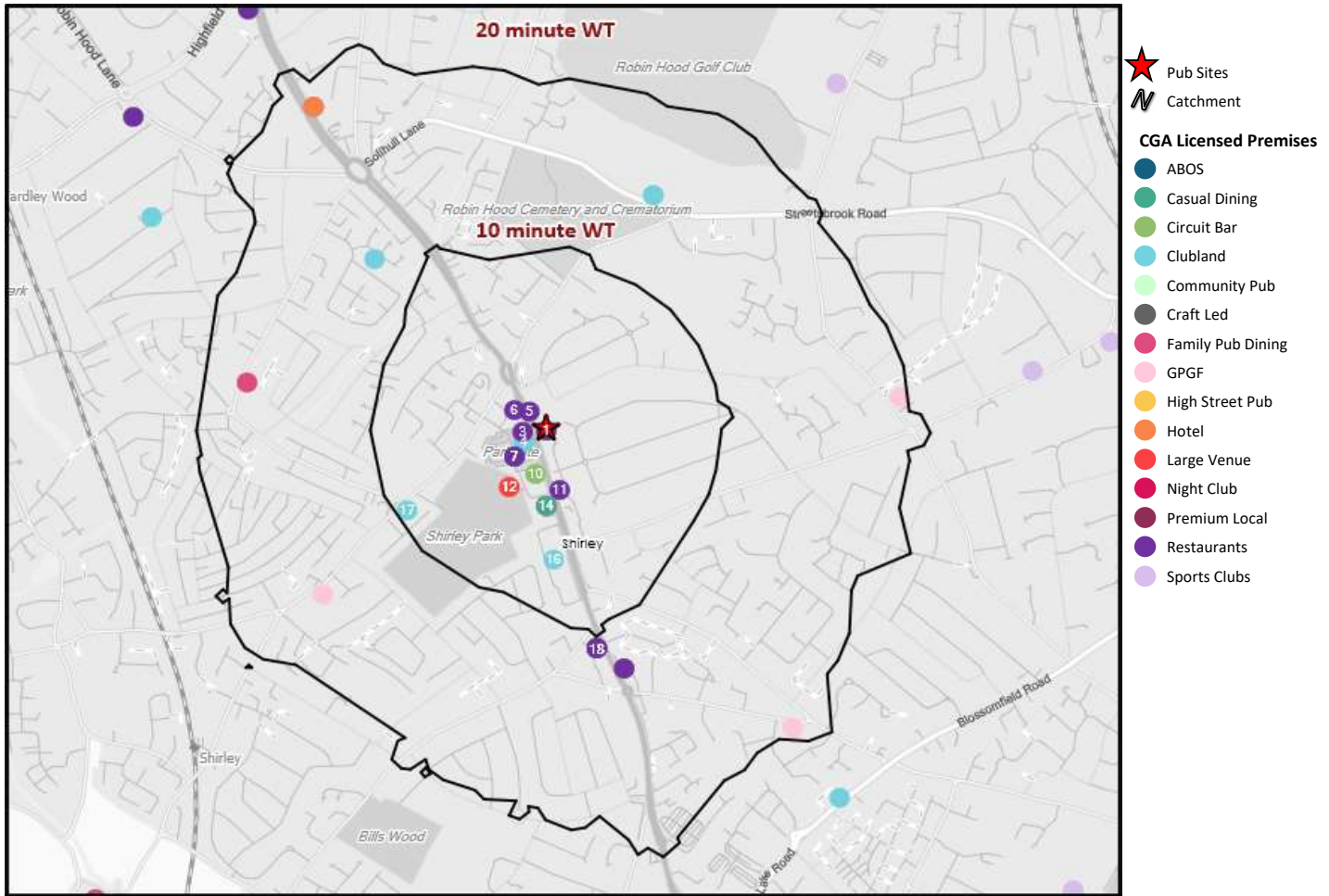


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



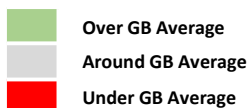
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Red Lion	B 90 3AX	Star Pubs & Bars	Circuit Bar	0.0
1	Fiesta Del Asado	B 90 3AX	Independent Free	Restaurants	0.0
3	Turknaz	B 90 3BD	Independent Free	Restaurants	0.1
4	Royal British Legion Club	B 90 3BQ	Independent Free	Clubland	0.1
5	Dosa Village	B 90 3AY	Independent Free	Restaurants	0.1
6	Oasis Tandoori Restaurant	B 90 3BB	Independent Free	Restaurants	0.1
7	Desco Lounge	B 90 3GG	Loungers	ABOS	0.1
7	Perios Shirley	B 90 3GG	Independent Free	Casual Dining	0.1
7	Indico	B 90 3GG	Independent Free	Restaurants	0.1
10	Pump House	B 90 3AQ	Wetherspoons GB	Circuit Bar	0.1
11	Toyk	B 90 3AH	Independent Free	Restaurants	0.1
12	Shaking Hand	B 90 3GF	Independent Free	High Street Pub	0.1
12	Gourmet 4	B 90 3GF	Gourmet 4	Large Venue	0.1
14	Saracens Head	B 90 3AG	Mitchells & Butlers	Family Pub Dining	0.2
14	Prezzo	B 90 3AG	Prezzo plc	Casual Dining	0.2
16	Shirley Centre	B 90 3AD	Independent Free	Clubland	0.3
17	Camp Hill Rugby Club	B 90 2EF	Independent Free	Clubland	0.3
18	Fortune Inn	B 90 3DN	Independent Free	Restaurants	0.5
18	Strawberry Fields	B 90 3DN	Unknown	Circuit Bar	0.5
18	Darjeeling Restaurant	B 90 3DN	Independent Free	Restaurants	0.5

# Per Pub Analysis - Red Lion Shirley



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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+	4,230	18,631	424,216
Number of Competition Pubs	7	16	291
Adults 18+ per Competition Pub	604	1,164	1,458

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	493	11.7%	114
Circuit Bar	105	2.5%	68
Community Pub	741	17.5%	101
Craft Led	175	4.1%	131
Great Pub Great Food	1,073	25.4%	132
High Street Pub	697	16.5%	95
Premium Local	878	20.8%	118

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,402	7.5%	74
Circuit Bar	517	2.8%	76
Community Pub	3,436	18.4%	106
Craft Led	381	2.0%	65
Great Pub Great Food	4,012	21.5%	112
High Street Pub	3,284	17.6%	102
Premium Local	4,170	22.4%	128

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	69,415	16.4%	160
Circuit Bar	14,748	3.5%	95
Community Pub	51,437	12.1%	70
Craft Led	24,752	5.8%	184
Great Pub Great Food	101,744	24.0%	125
High Street Pub	50,503	11.9%	69
Premium Local	65,353	15.4%	88

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, 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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"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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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			