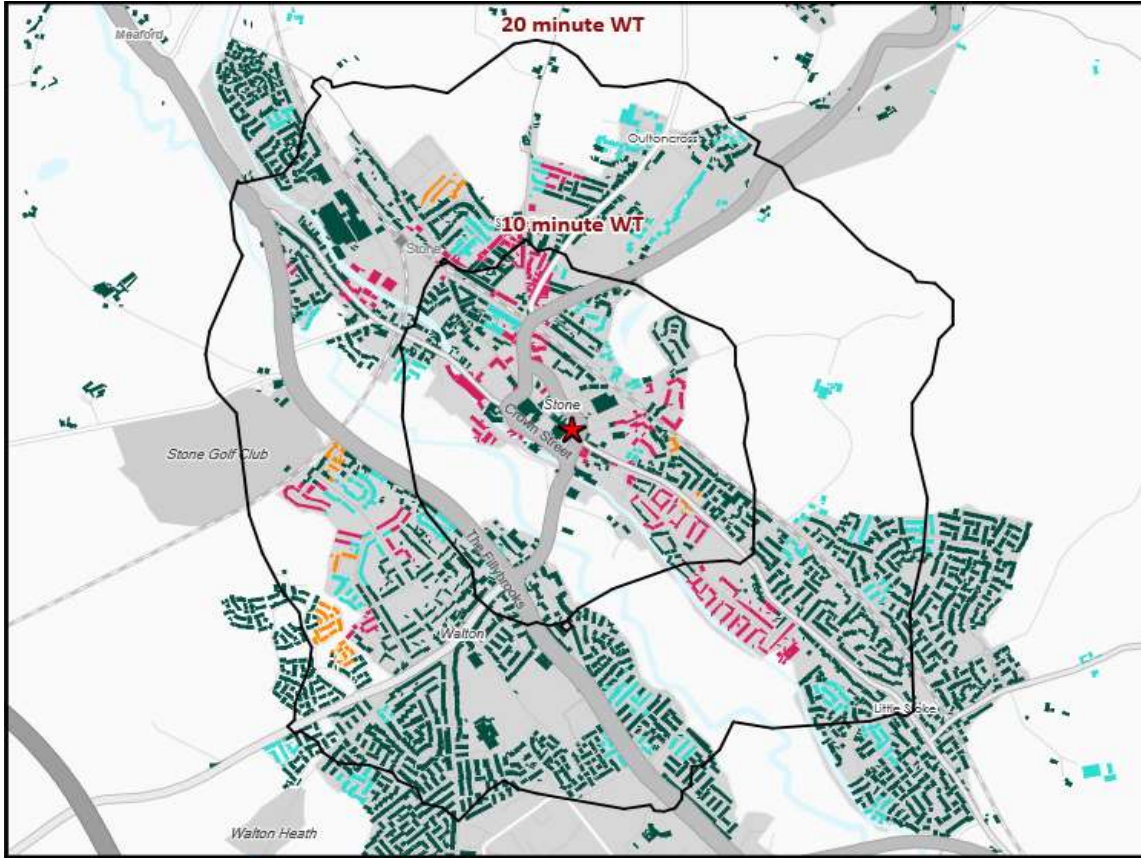


# Catchment Summary - Red Lion Stone



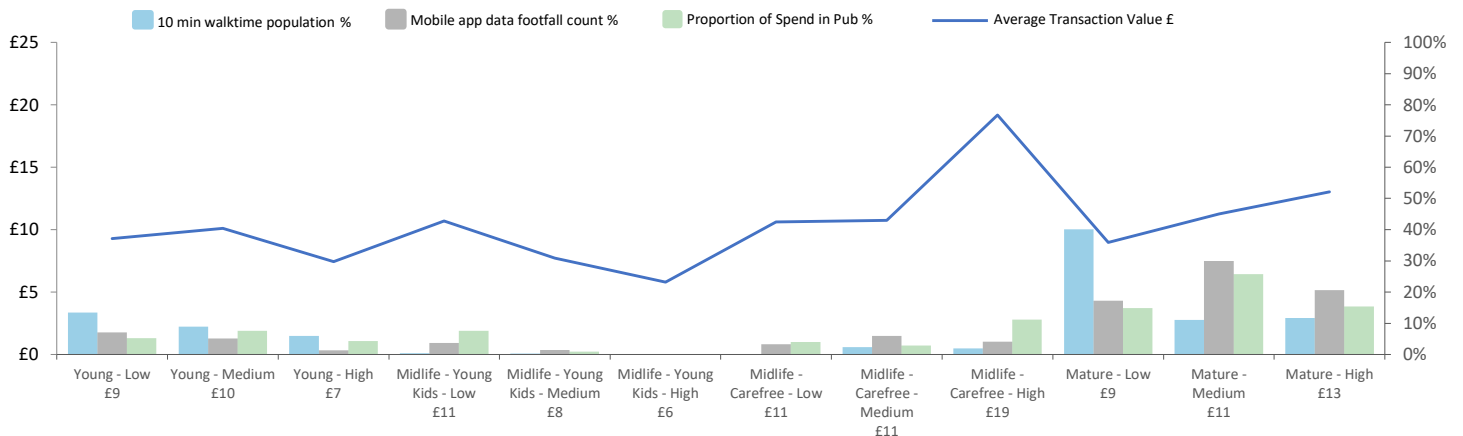
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627165	Red Lion Stone	ST15 8AJ	Star Pubs & Bars	Circuit Bar	13



- 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 - Red Lion Stone



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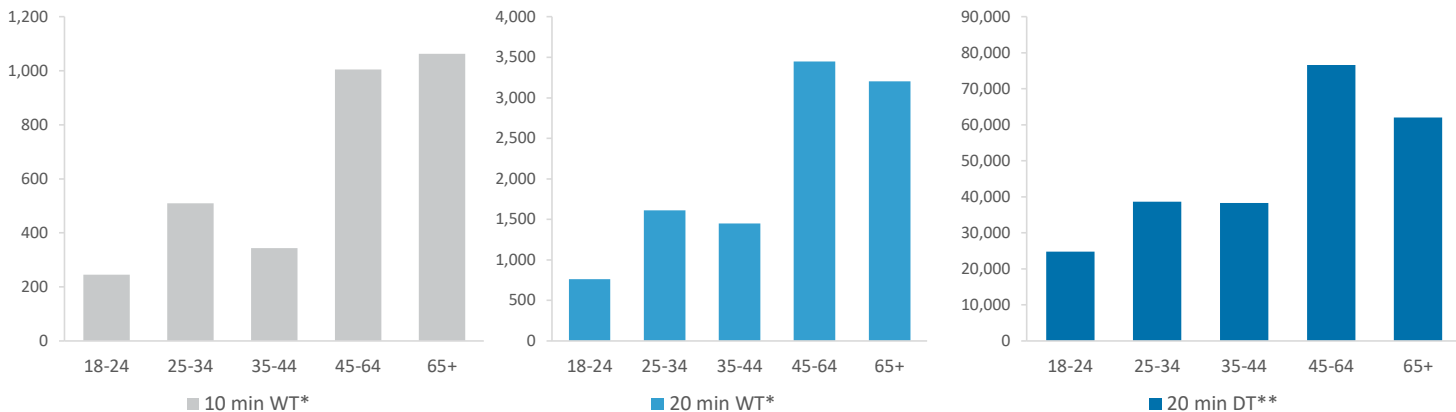
	Over GB Average
	Around GB Average
	Under GB Average

\*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	3,730	12,995	300,691	70	70	68	
Adults 18+	3,166	10,481	240,494	70	69	69	
Competition Pubs	14	16	322	78	44	77	
Adults 18+ per Competition Pub	226	655	747	26	76	87	
% Adults Likely to Drink	78.0%	78.4%	76.6%	102	103	100	
Affluence	Low	54.0%	38.0%	43.9%	162	114	132
	Medium	22.8%	40.4%	37.3%	60	106	98
	High	19.6%	19.9%	17.0%	72	73	62
Age Profile	18-24	245	761	24,828	81	72	101
	25-34	510	1,612	38,685	102	93	96
	35-44	343	1,451	38,293	69	84	96
	45-64	1,005	3,451	76,626	105	103	99
	65+	1,063	3,206	62,062	148	128	107

Population & Adults 18+ index is based on all pubs

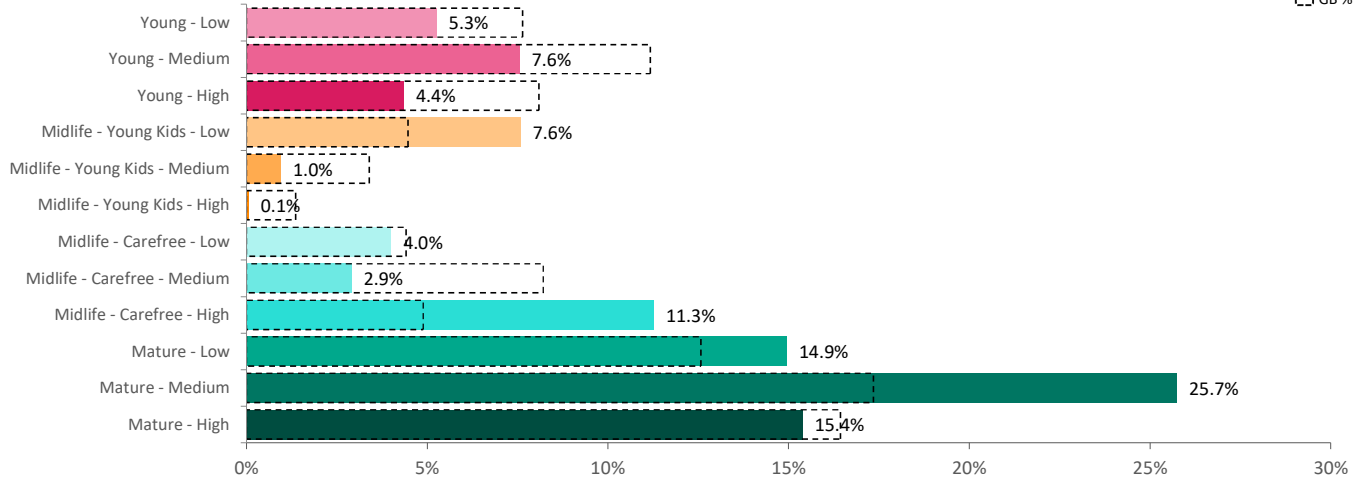
\*Affluence does not include Not Private Households



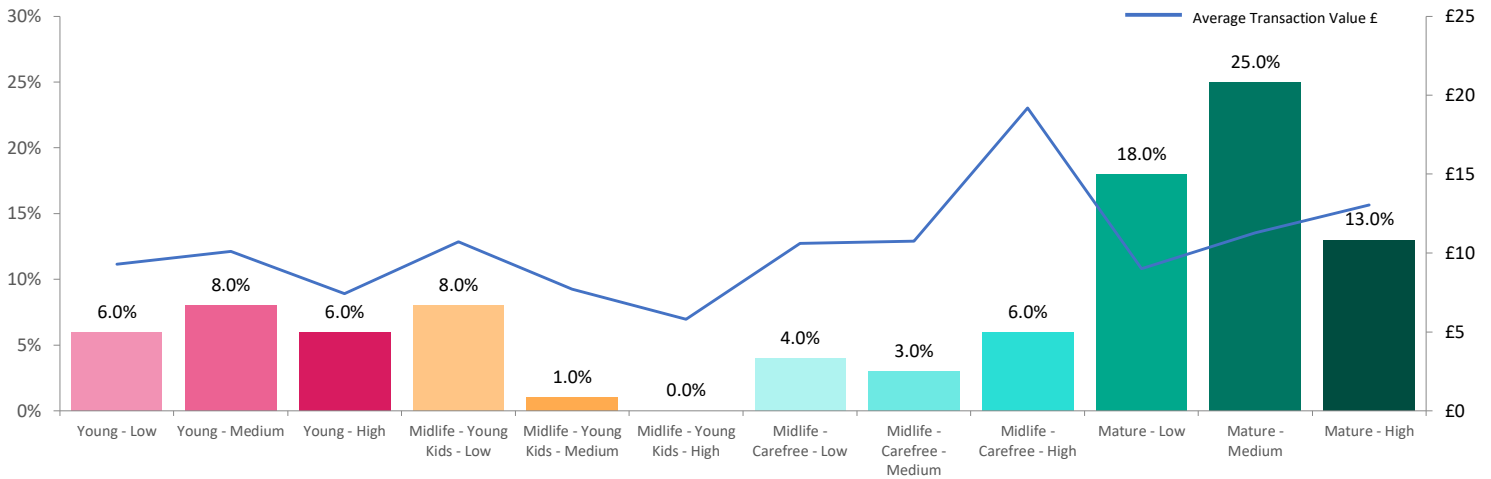
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,756 (47%)	6,261 (48%)	149,409 (50%)	96	98	101
	Female	1,974 (53%)	6,734 (52%)	151,282 (50%)	104	102	99
Economic Status (16+)	Employed: Full-time	1,056 (33%)	3,935 (37%)	86,953 (35%)	95	106	102
	Employed: Part-time	378 (12%)	1,329 (12%)	28,102 (11%)	98	104	96
	Self employed	244 (8%)	802 (7%)	18,458 (7%)	82	81	81
	Unemployed	73 (2%)	242 (2%)	5,685 (2%)	82	81	83
	Full-time student	38 (1%)	146 (1%)	6,346 (3%)	49	57	108
	Retired	989 (31%)	2,964 (28%)	58,976 (24%)	140	126	109
	Other	461 (14%)	1,350 (13%)	42,919 (17%)	82	72	100
Total Worker Count		3,890	9,113	168,660			

See the Glossary page for further information on the above variables

Spend by Polaris Plus

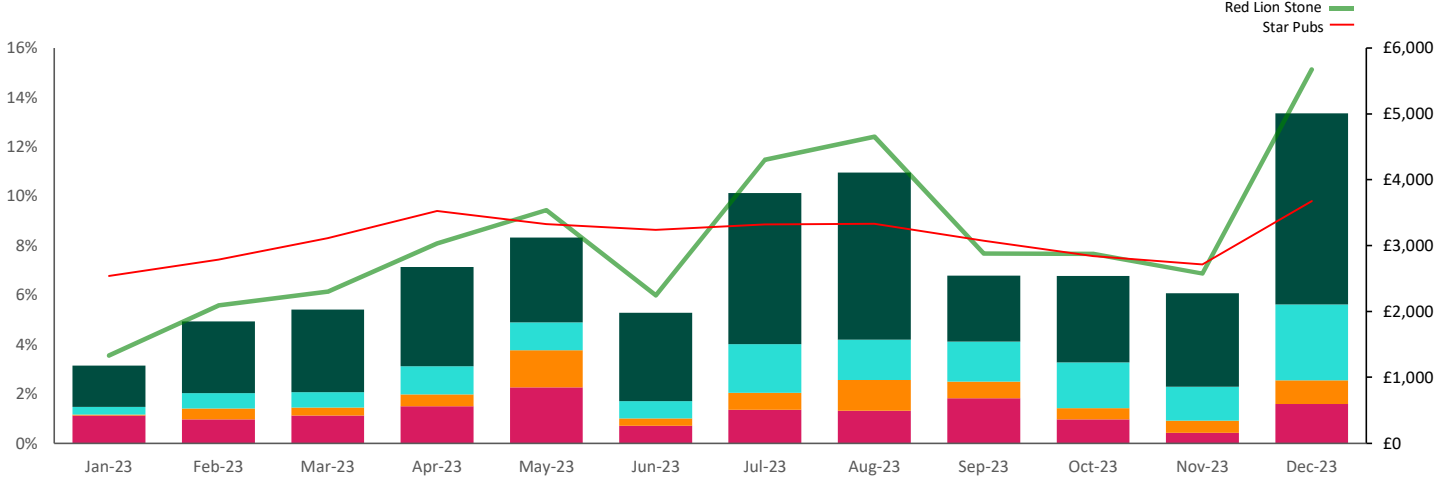


% of Transactions and Average Transaction Values (£) by Polaris Plus



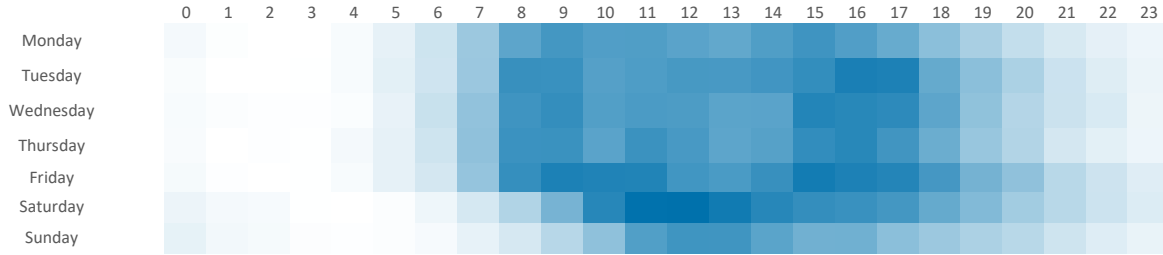
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



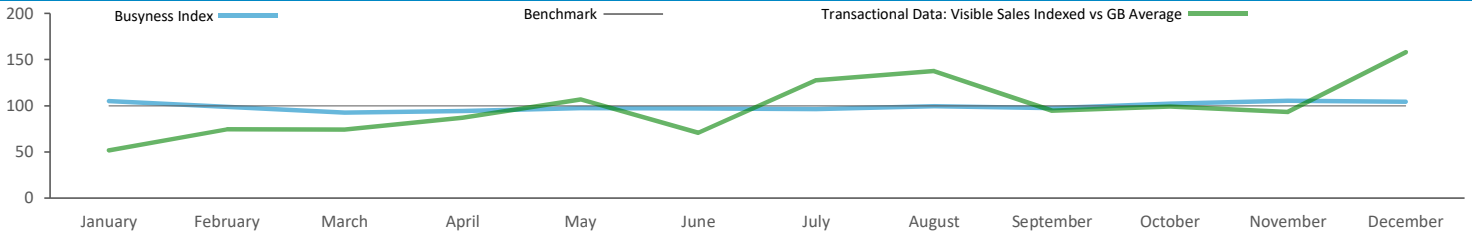
Seasonality of the spend split by month

Time of Day/Day of Week



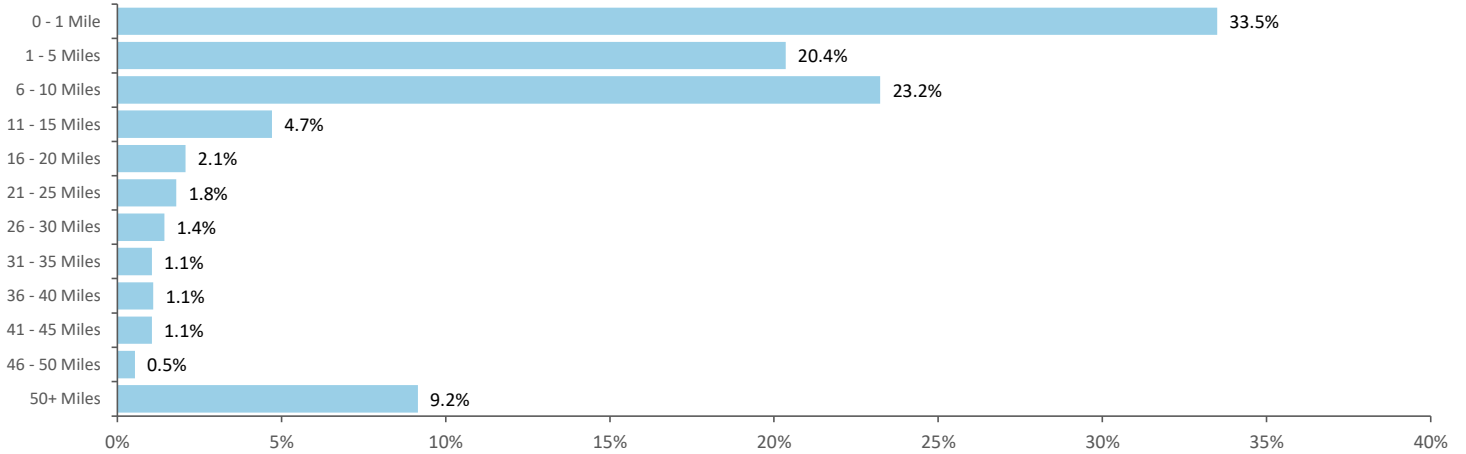
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

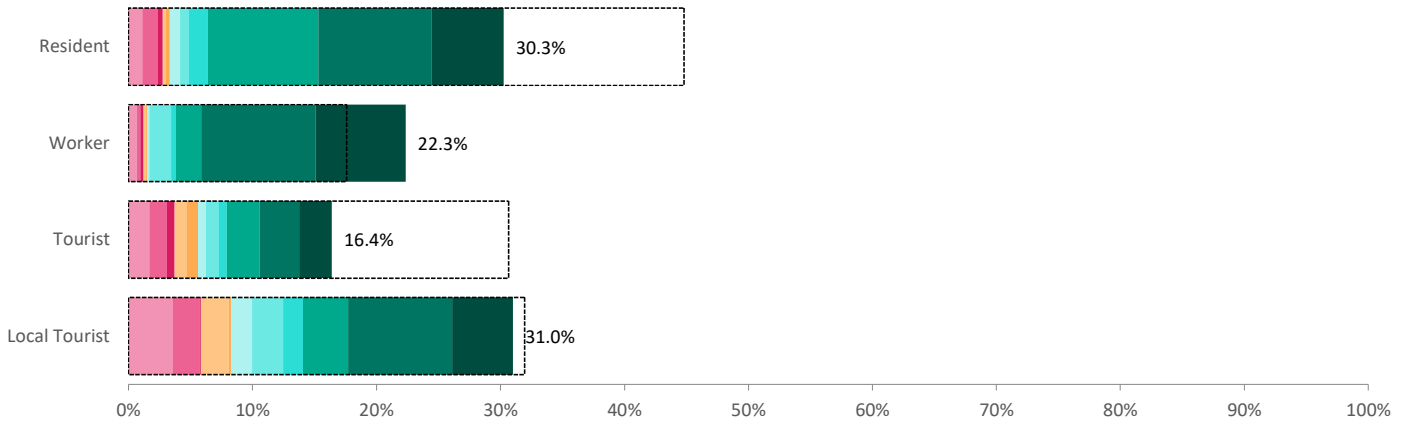
Distance from Home



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

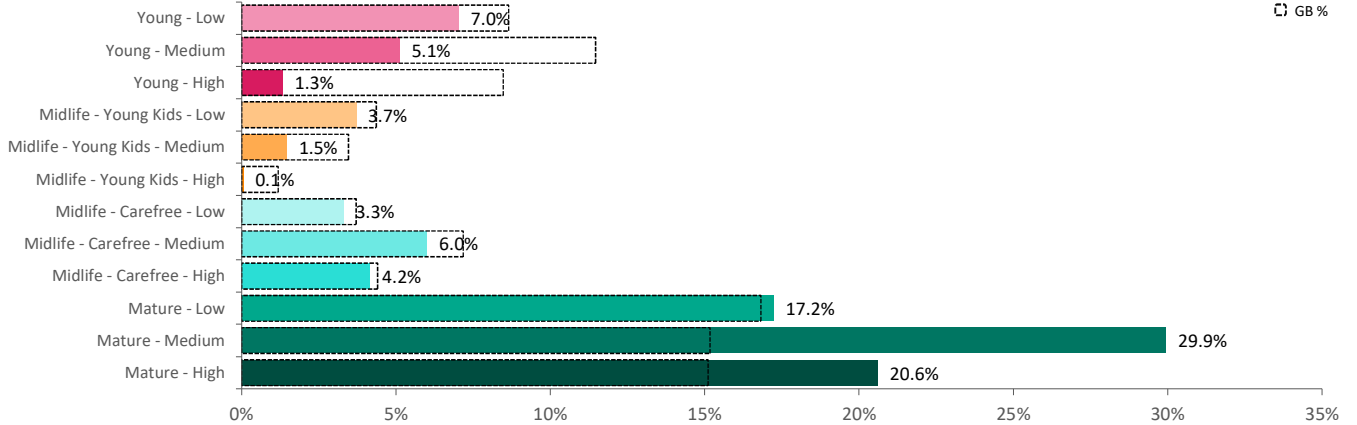
Audience Classification by Polaris Plus

Base: GB



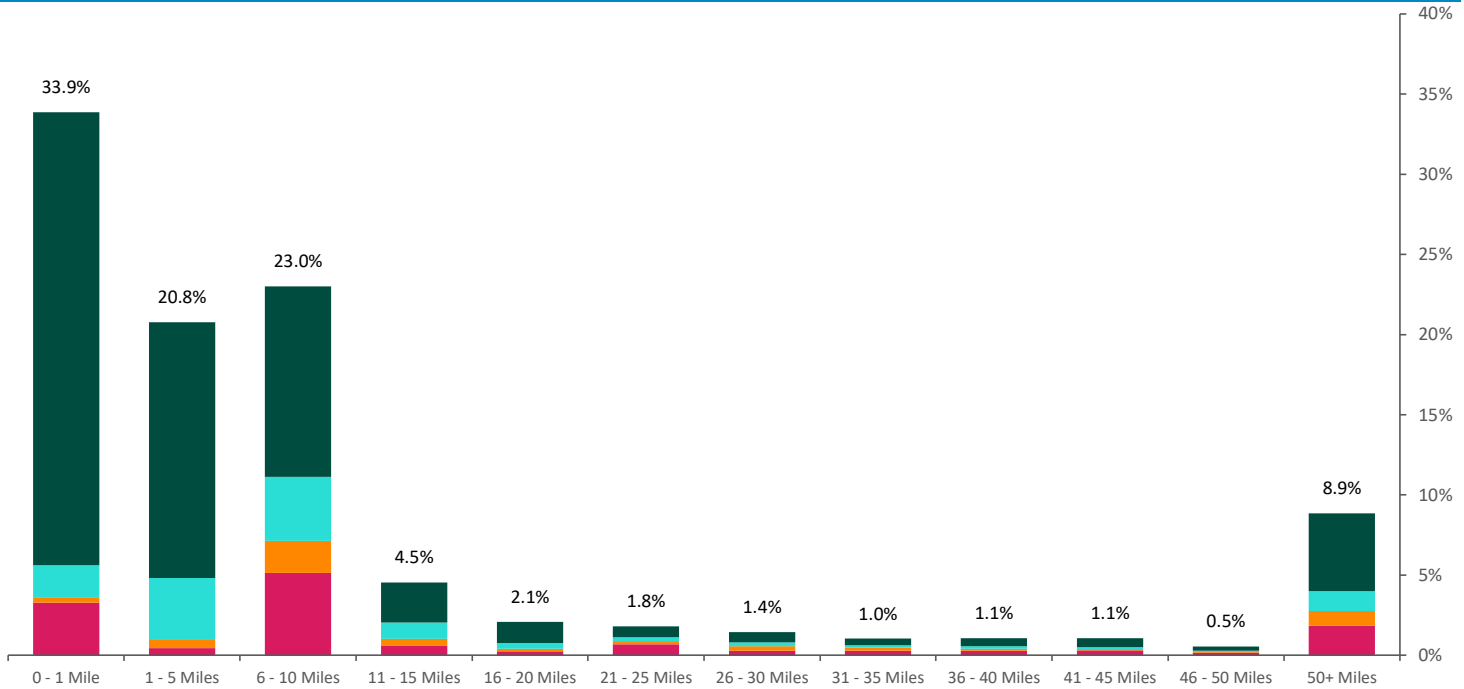
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



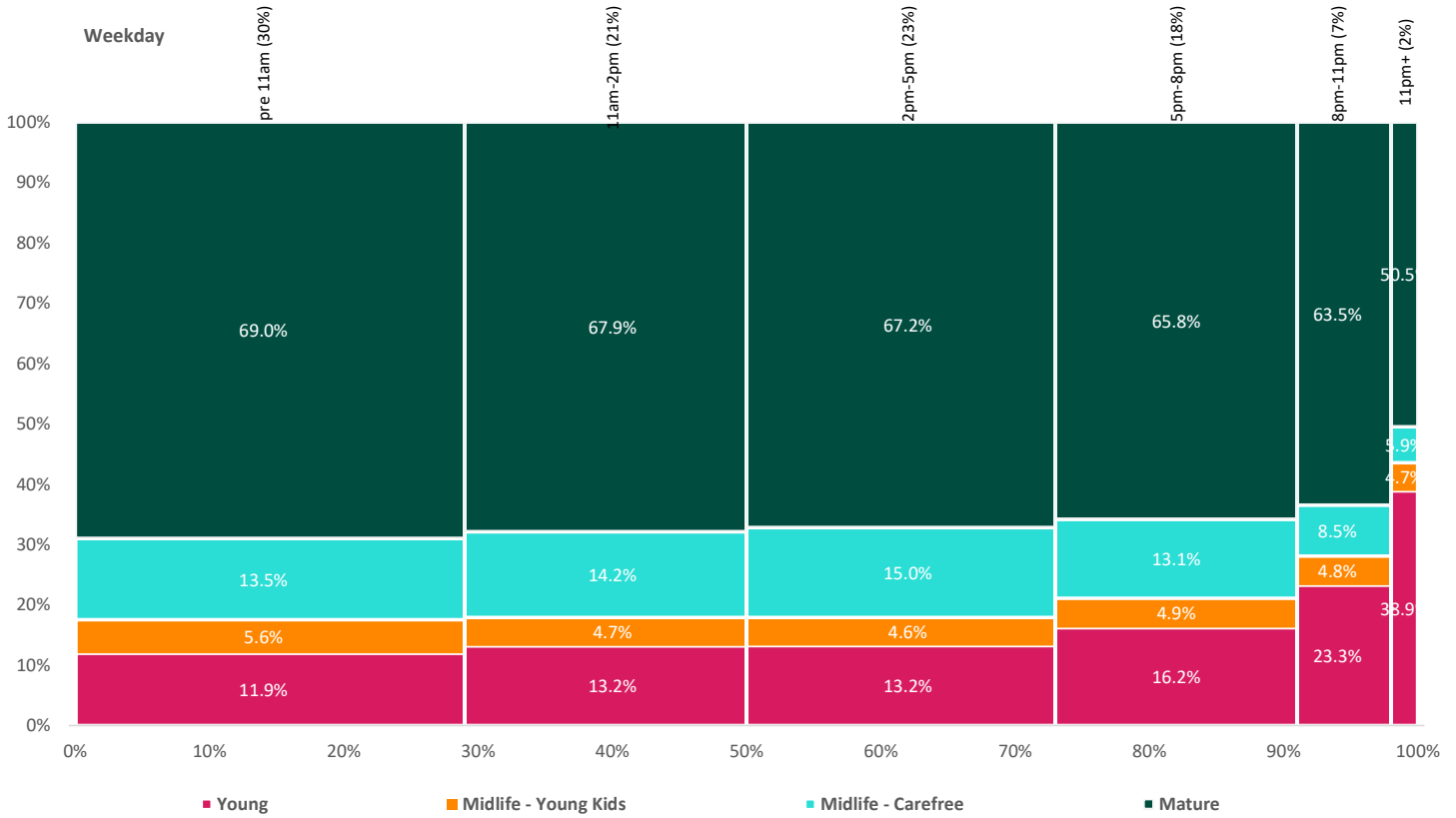
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

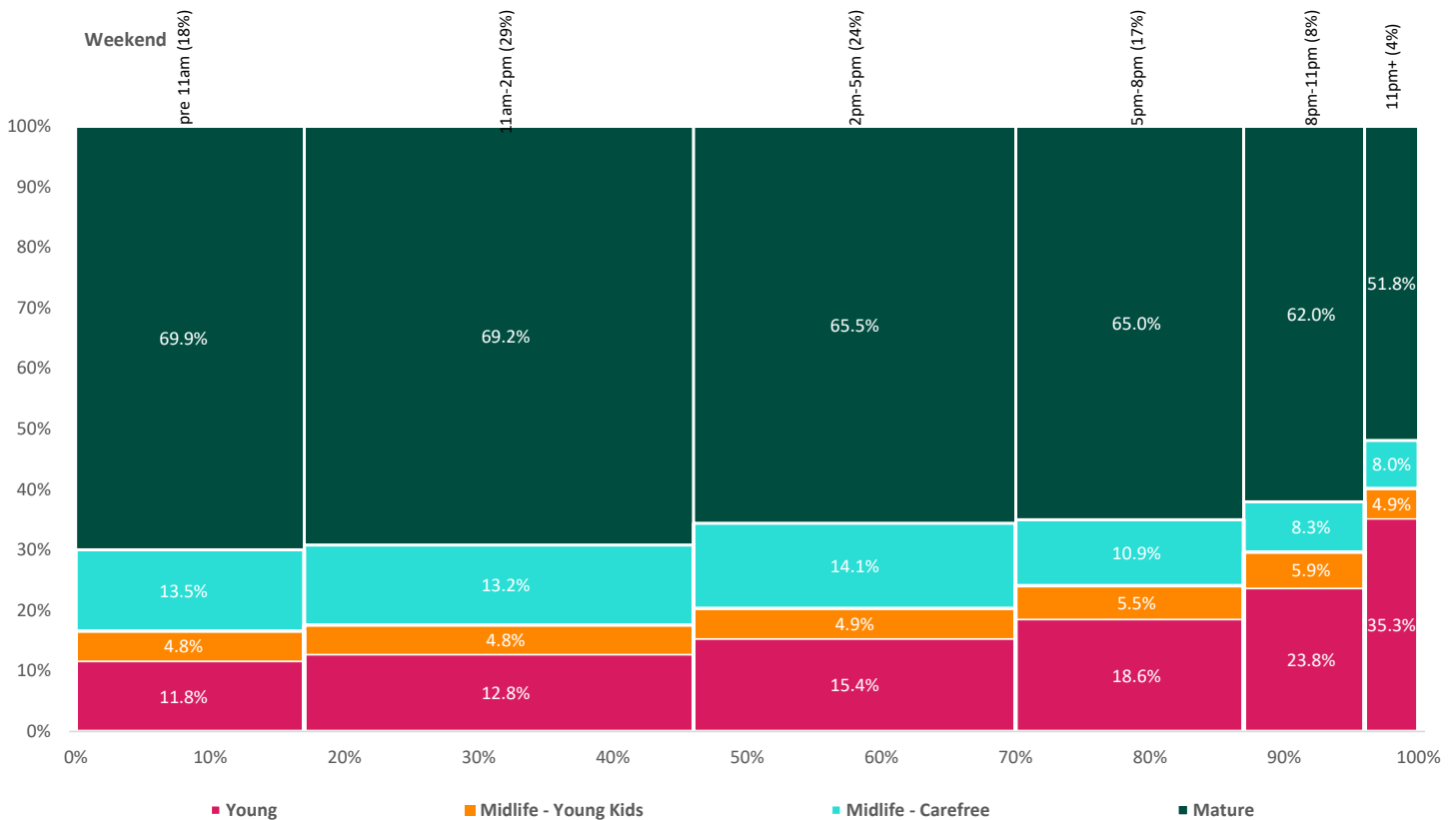


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

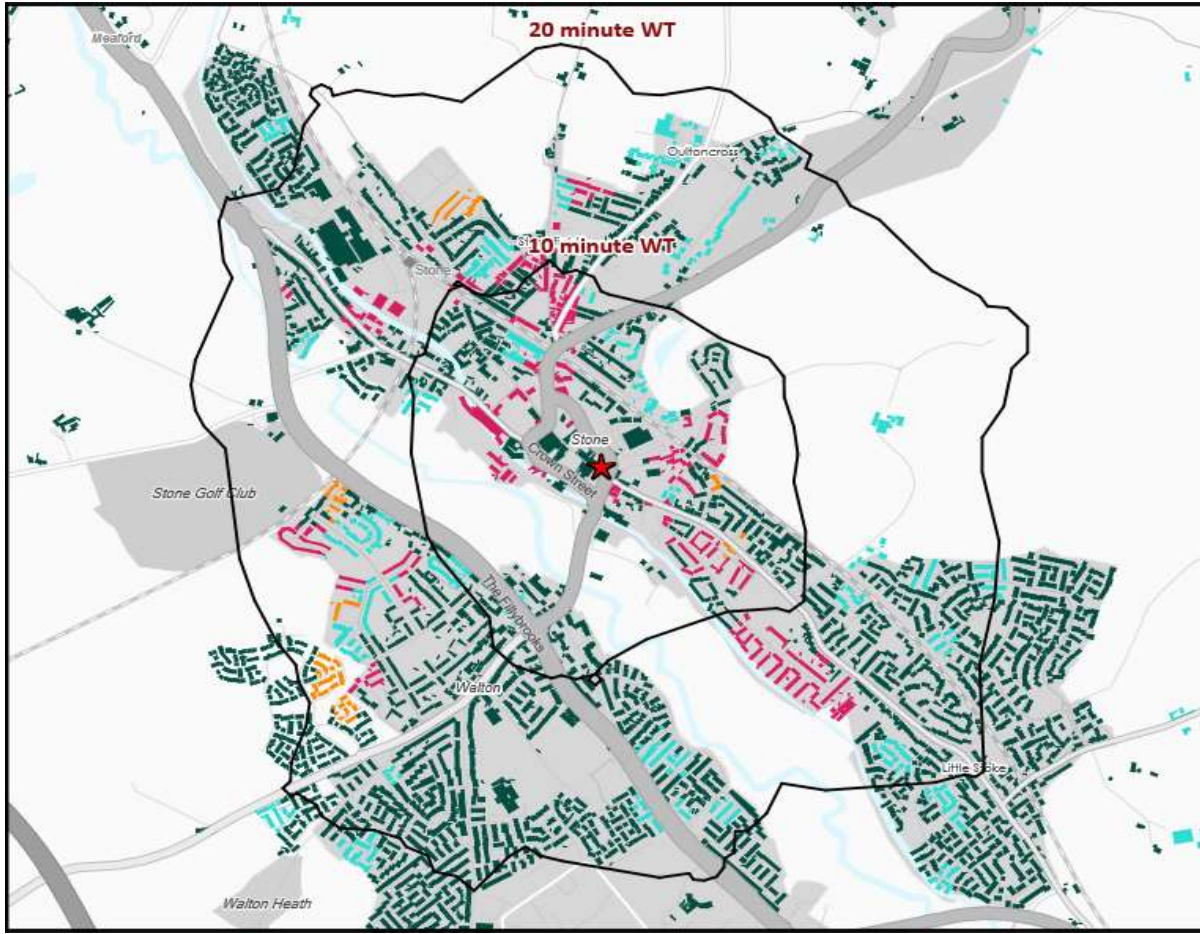


Time of Day by Polaris: Weekend (Saturday and Sunday)



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



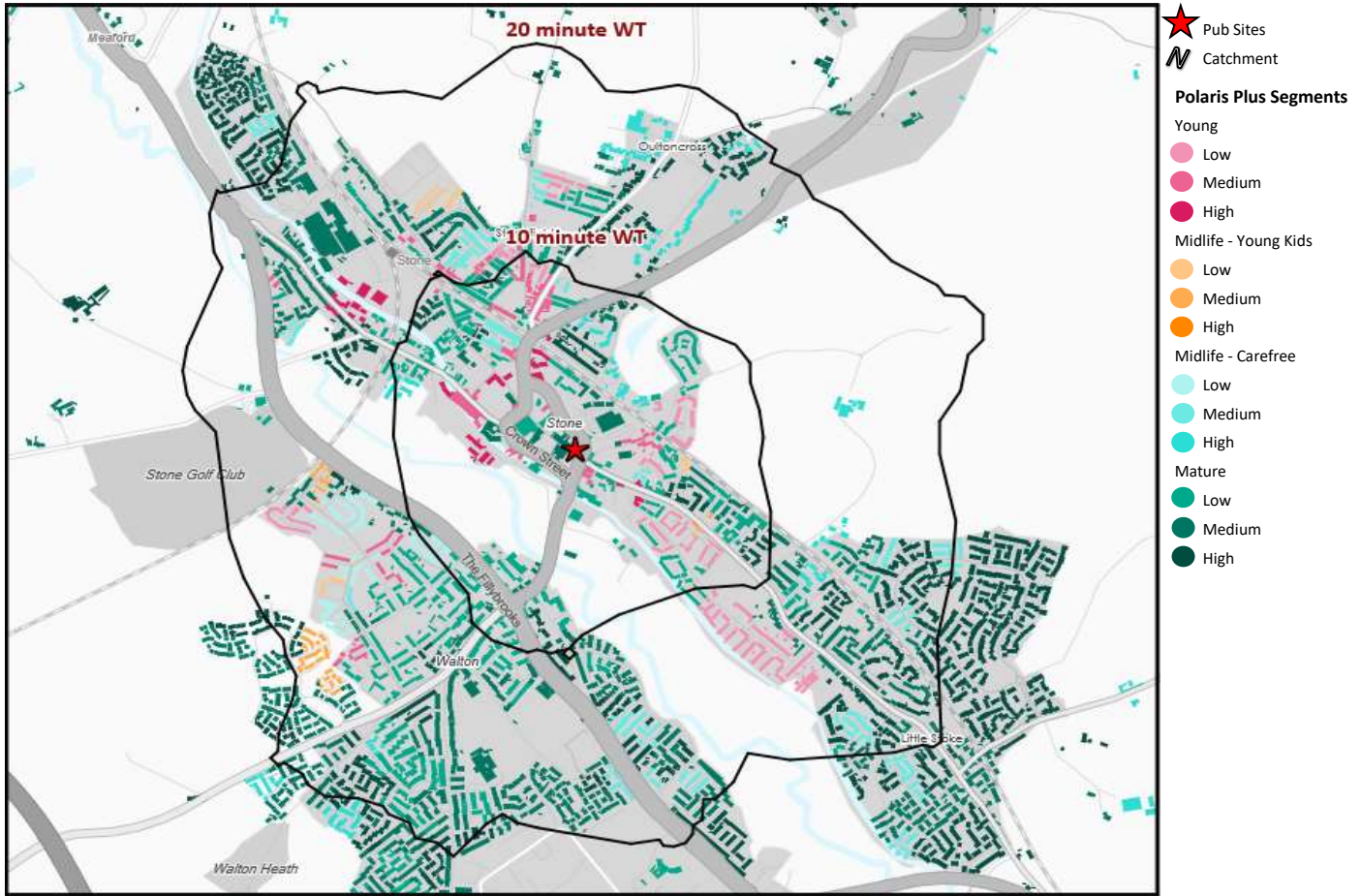


- Pub Sites
- Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	896	1,642	68,318	103	57	103
Midlife - Young Kids	23	246	22,558	7	21	86
Midlife - Carefree	140	1,242	36,675	28	75	96
Mature	1,994	7,169	108,566	142	154	102
<b>Not Private Households</b>	113	182	4,377	272	132	139
<b>Total</b>	3,166	10,481	240,494			

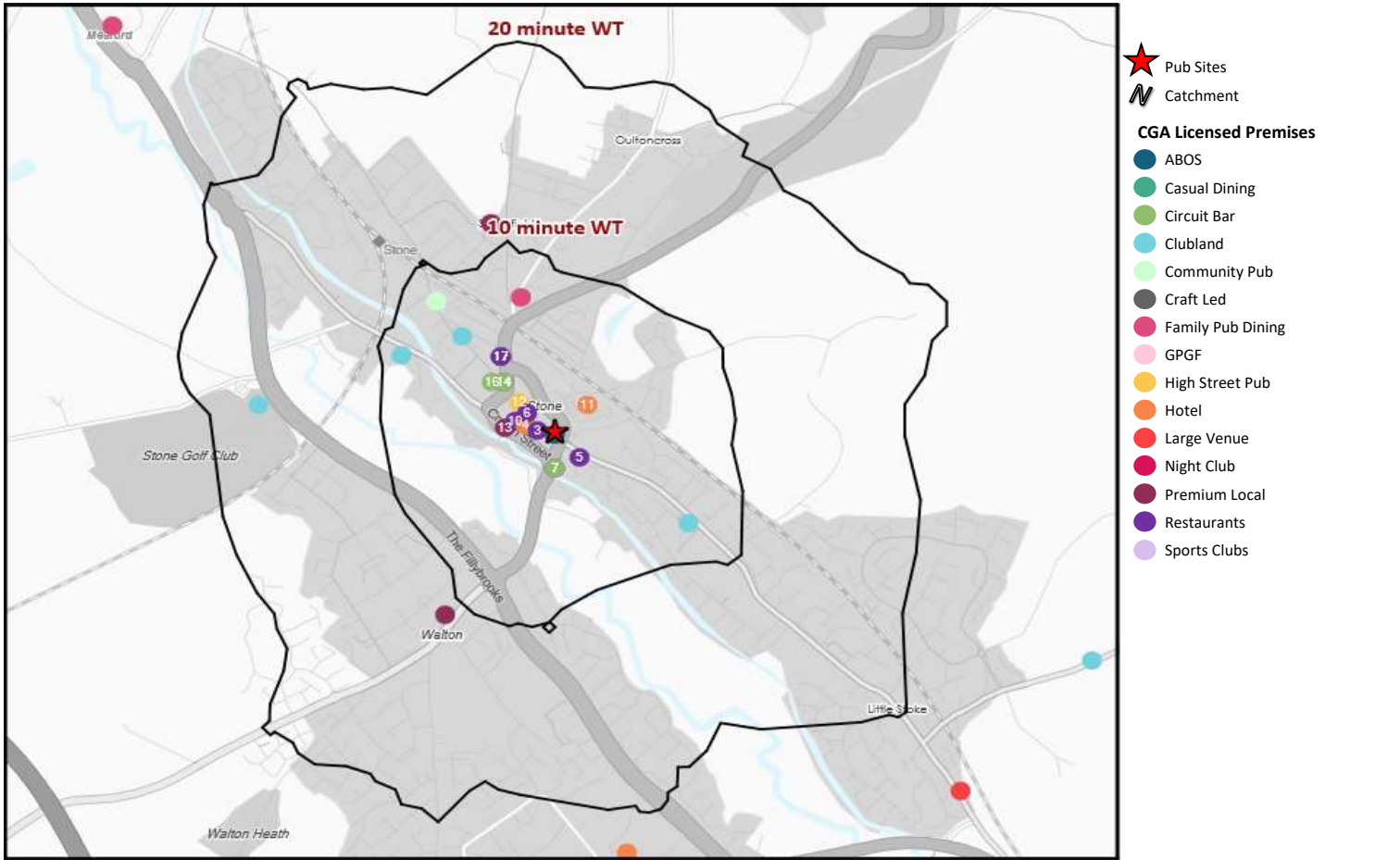


Polaris Plus Profile by Catchment

\*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</b>						
Low	425	942	35,343	137	92	150
Medium	283	504	30,729	81	44	116
High	188	196	2,246	88	28	14
<b>Midlife - Young Kids</b>						
Low	12	91	20,861	7	16	158
Medium	11	155	1,697	8	34	16
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	278	17,485	0	63	173
Medium	77	646	10,347	34	86	60
High	63	318	8,843	45	68	83
<b>Mature</b>						
Low	1,272	2,672	31,887	292	186	97
Medium	351	2,929	46,922	71	178	125
High	371	1,568	29,757	78	100	83
<b>Not Private Households</b>	113	182	4,377	272	132	139
<b>Total</b>	3,166	10,481	240,494			





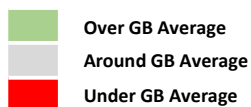
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Thai Welcome	ST15 8AJ	Made In Thai	Restaurants	0.0
0	Red Lion	ST15 8AJ	Star Pubs & Bars	Circuit Bar	0.0
0	Ten Green Bottles	ST15 8AJ	Independent Free	ABOS	0.0
3	Pasta Di Piazza La Favorita	ST15 8AW	Independent Free	Restaurants	0.0
4	Crown Hotel	ST15 8AS	*Other Small Retail Groups	Hotel	0.1
5	Al Sheikhs Balti Restaurant	ST15 8NA	Independent Free	Restaurants	0.1
6	Artisan Boutique And Kitchen	ST15 8AQ	Independent Free	Restaurants	0.1
7	Star	ST15 8QW	Marston's	Family Pub Dining	0.1
7	Smoke & Rye	ST15 8QW	Independent Free	Restaurants	0.1
7	Swan Inn	ST15 8QW	*Other Small Retail Groups	Circuit Bar	0.1
10	Crown Of India Tandoori	ST15 8AT	Independent Free	Restaurants	0.1
11	Mill Hotel & Restaurant	ST15 8BA	Independent Free	Hotel	0.1
12	Bear	ST15 8AH	Bear Coffee Company Ltd	High Street Pub	0.1
13	Crown Wharf	ST15 8QN	Joule's Brewery	Premium Local	0.1
14	Granvilles Restaurant & Wine Bar	ST15 8AB	Independent Free	Restaurants	0.2
14	Poste Of Stone	ST15 8AB	Wetherspoons GB	Circuit Bar	0.2
16	Crown & Anchor	ST15 8JP	Stonegate Pub Company	Circuit Bar	0.2
17	Ovilash Indian Restaurant	ST15 8DA	Independent Free	Restaurants	0.2
17	Oriental Gardens	ST15 8DA	Independent Free	Restaurants	0.2
17	Blue Rooms	ST15 8DA	Independent Free	Restaurants	0.2
17	Royal Exchange	ST15 8DA	Everards	Circuit Bar	0.2

# Per Pub Analysis - Red Lion Stone



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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+	3,166	10,481	240,494
Number of Competition Pubs	14	16	322
Adults 18+ per Competition Pub	226	655	747

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	200	6.3%	78
Circuit Bar	5	180	5.7%	140
Community Pub	1	914	28.9%	151
Craft Led	0	94	3.0%	86
Great Pub Great Food	0	406	12.8%	73
High Street Pub	1	791	25.0%	136
Premium Local	1	391	12.3%	75

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	423	4.0%	50
Circuit Bar	5	391	3.7%	92
Community Pub	1	2,601	24.8%	130
Craft Led	0	162	1.5%	45
Great Pub Great Food	0	1,638	15.6%	88
High Street Pub	1	2,357	22.5%	122
Premium Local	3	1,803	17.2%	104

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	12,500	5.2%	65
Circuit Bar	12	10,449	4.3%	107
Community Pub	62	54,854	22.8%	119
Craft Led	0	6,700	2.8%	81
Great Pub Great Food	14	33,511	13.9%	79
High Street Pub	50	52,693	21.9%	119
Premium Local	49	37,577	15.6%	95

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</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</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</p>
Age Profile	Counts of residents by Age band
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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

**Polaris Segmentation**

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	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
Consumer Insight	"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"
Product needs	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good and looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>

**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.

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			