

Catchment Summary - Bridge Inn Stourport On Severn



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

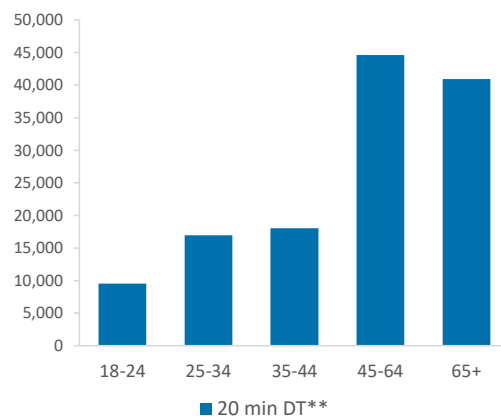
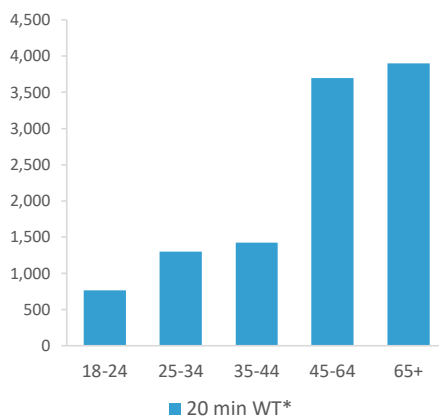
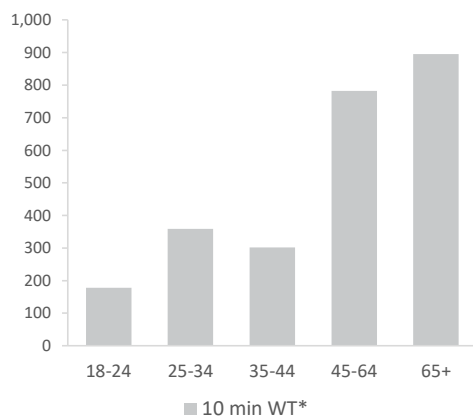
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,952	13,507	161,662	56	93	43
Adults 18+	2,516	11,088	130,150	58	62	44
Competition Pubs	20	26	206	133	81	57
Adults 18+ per Competition Pub	126	426	632	15	52	77
% Adults Likely to Drink	83.0%	82.9%	83.4%	101	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	26.2%	25.2%	19.9%	102	98	78
	Medium	52.6%	56.5%	43.9%	134	144	111
	High	19.8%	17.1%	35.0%	59	51	104

*Affluence does not include Not Private Households

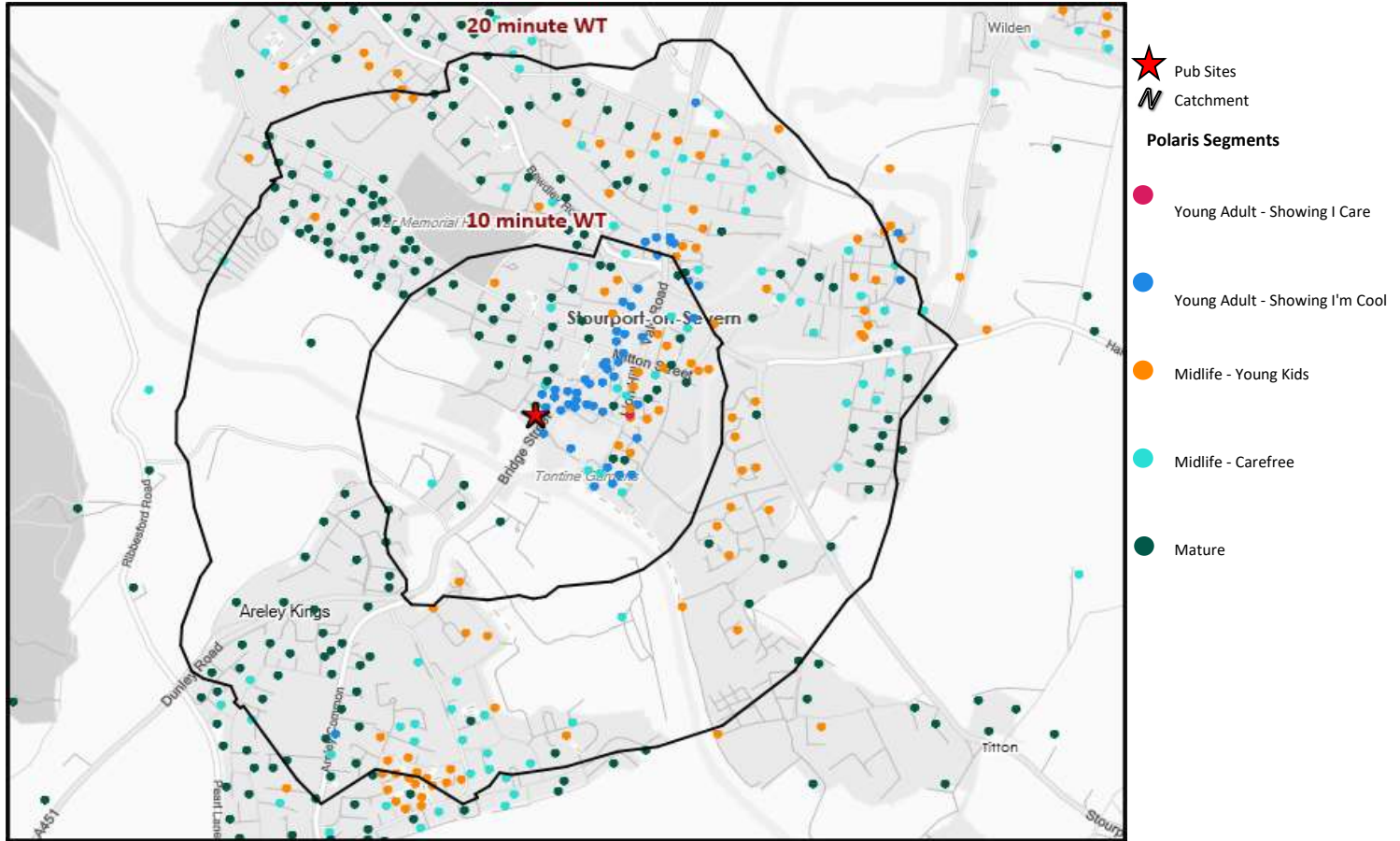
Age Profile	18-24	178	764	9,576	74	70	73
	25-34	359	1,303	16,993	92	73	79
	35-44	302	1,424	18,018	79	82	87
	45-64	782	3,697	44,618	104	107	108
	65+	895	3,900	40,945	159	151	133



		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	1,462 (50%)	6,464 (48%)	79,431 (49%)	100	97	99
	Female	1,490 (50%)	7,043 (52%)	82,231 (51%)	100	103	101
Economic Status (16-74)	Employed: Full-time	888 (42%)	3,785 (41%)	46,204 (41%)	102	97	98
	Employed: Part-time	284 (14%)	1,339 (14%)	16,322 (14%)	104	110	111
	Self employed	187 (9%)	819 (9%)	11,713 (10%)	93	92	108
	Unemployed	50 (2%)	206 (2%)	2,275 (2%)	101	93	85
	Retired	408 (19%)	1,893 (20%)	20,563 (18%)	141	147	132
	Other	279 (13%)	1,296 (14%)	16,012 (14%)	67	70	72
Total Worker Count		1,269	6,253	72,312			

See the Glossary page for further information on the above variables

Polaris Summary - Bridge Inn Stourport On Severn



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	10	10	1,559	4	1	13
Young Adult - Showing I'm Cool	604	722	7,335	261	71	61
Midlife - Young Kids	595	2,601	30,285	75	75	74
Midlife - Carefree	316	2,635	24,607	60	113	90
Mature	955	4,991	64,848	136	161	178
Not Private Households	36	129	1,516	100	81	81
Total	2,516	11,088	130,150			

Polaris Summary - Bridge Inn Stourport On Severn



Polaris Plus Profile by Catchment

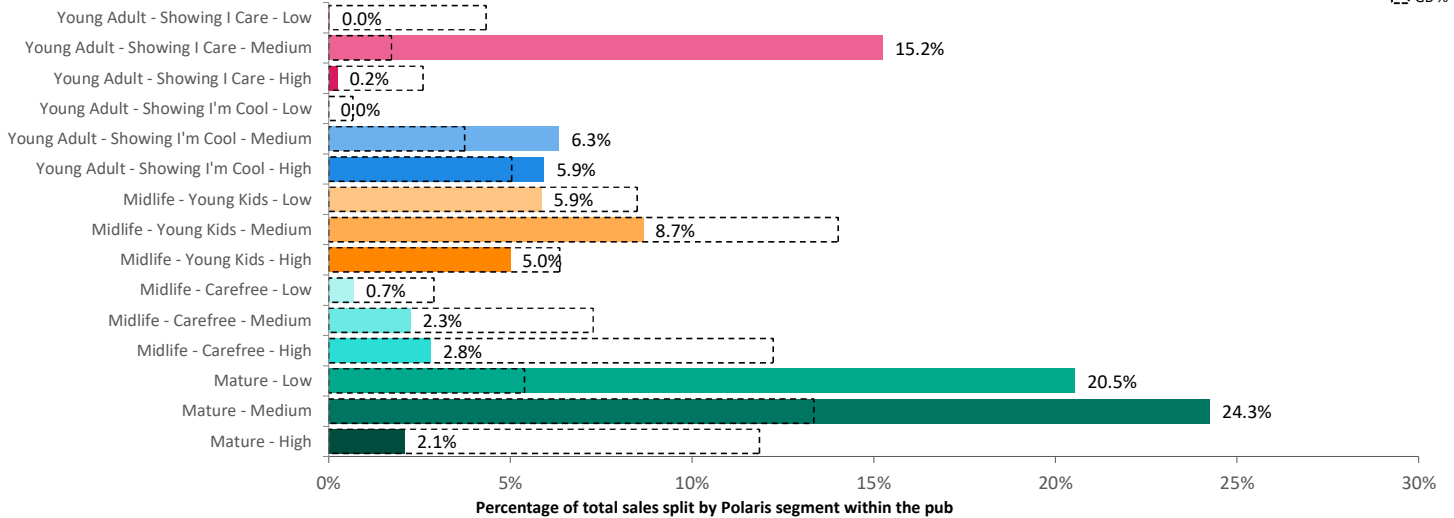
*WT= Walktime, **DT= Drivetime

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 Adult - Showing I Care						
Low	0	0	146	0	0	3
Medium	0	0	0	0	0	0
High	10	10	1,413	12	3	32
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	521	617	4,348	560	150	90
High	83	105	2,987	74	21	51
Midlife - Young Kids						
Low	40	490	9,593	14	40	66
Medium	429	1,392	16,430	114	84	85
High	126	719	4,262	93	120	61
Midlife - Carefree						
Low	122	1,001	4,390	143	266	99
Medium	150	1,232	10,273	89	165	118
High	44	402	9,944	16	33	70
Mature						
Low	497	1,305	11,832	333	198	153
Medium	224	3,023	26,038	70	215	158
High	234	663	26,978	99	64	221
Not Private Households	36	129	1,516	100	81	81
Total	2,516	11,088	130,150			

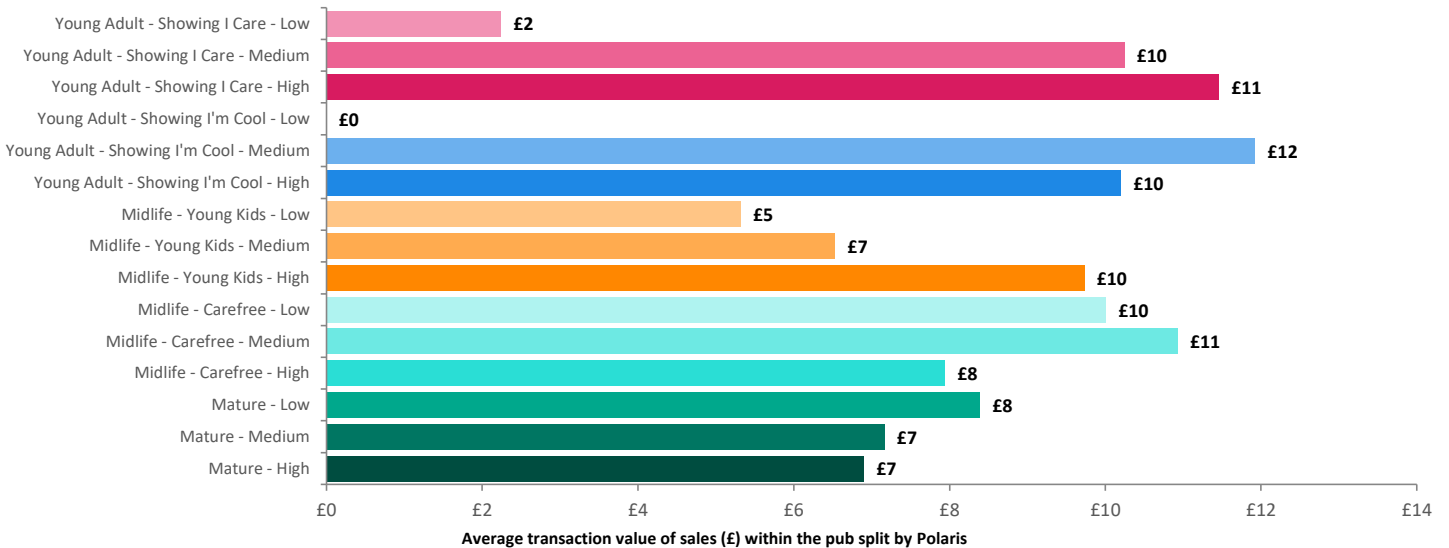
Transactional Data Summary - Bridge Inn Stourport On Severn

Spend by Polaris

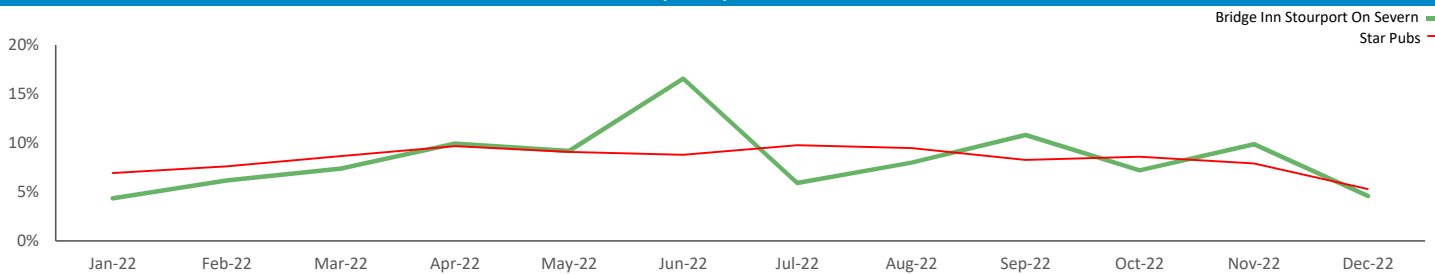
GB %



Average Transaction Values (£) by Polaris

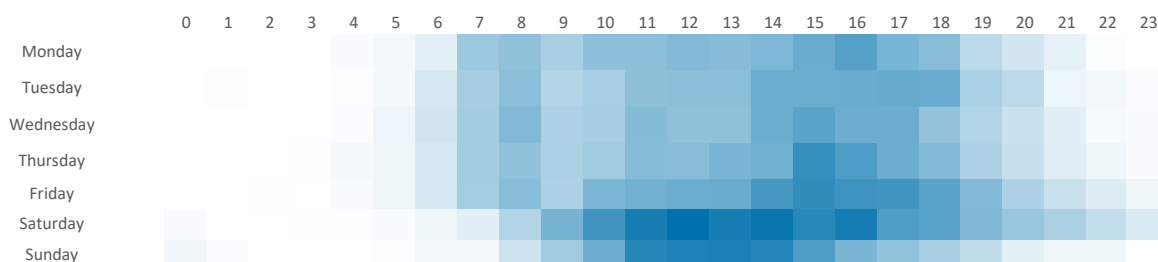


Spend by Month



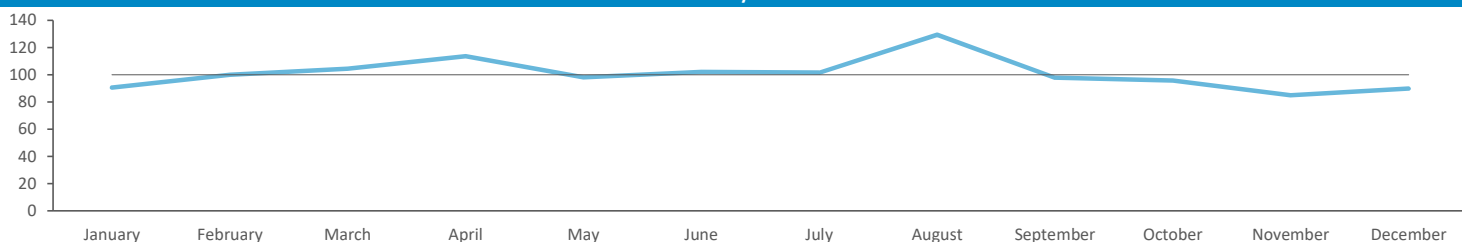
Mobile Data Summary - Bridge Inn Stourport On Severn

Time of Day/Day of Week



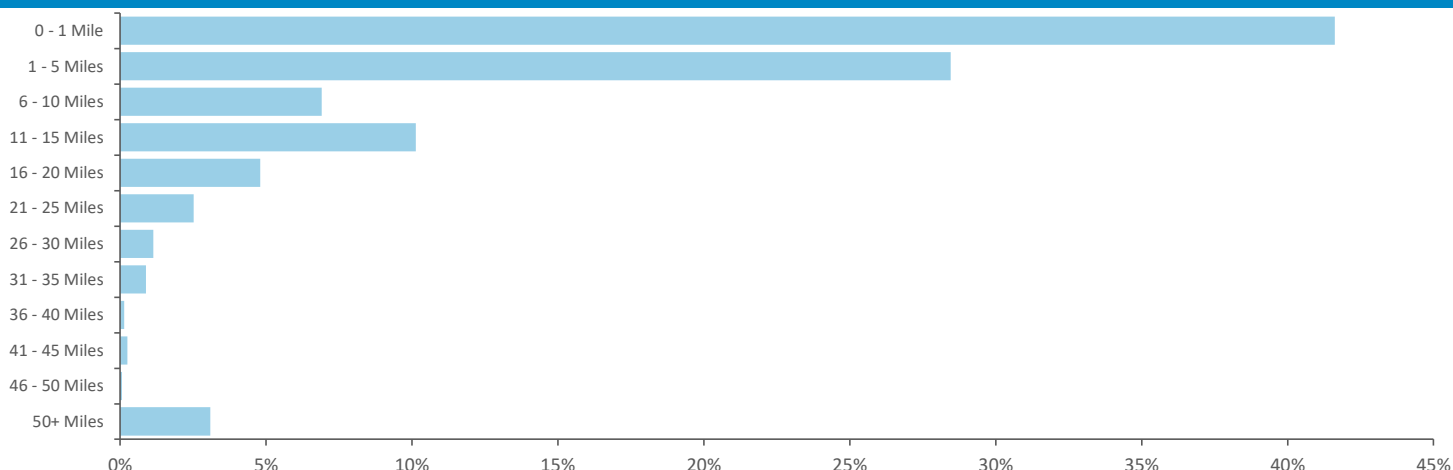
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



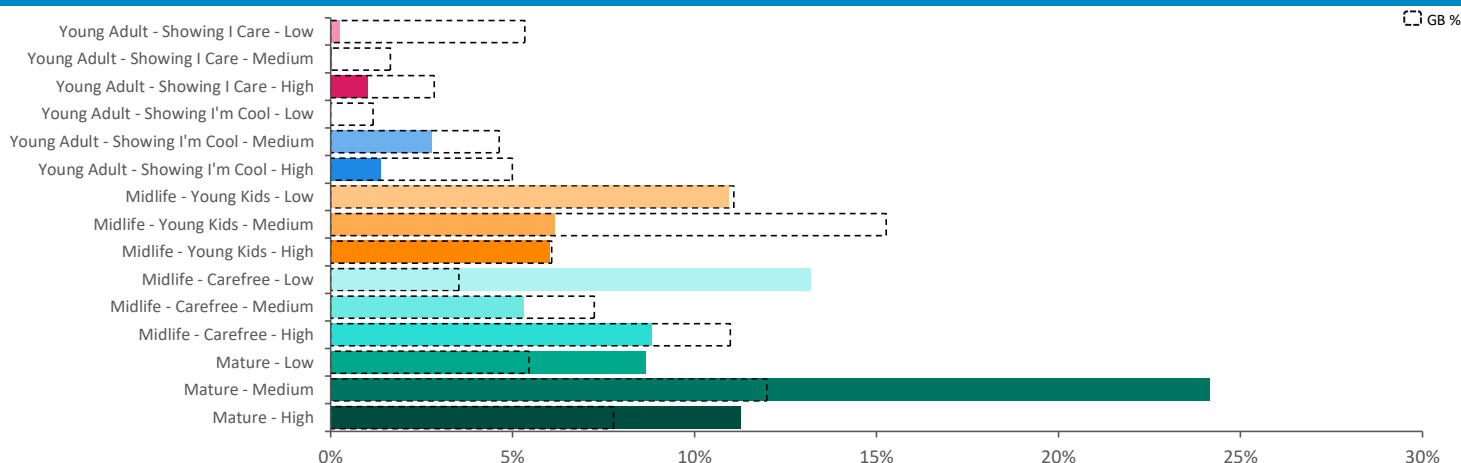
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



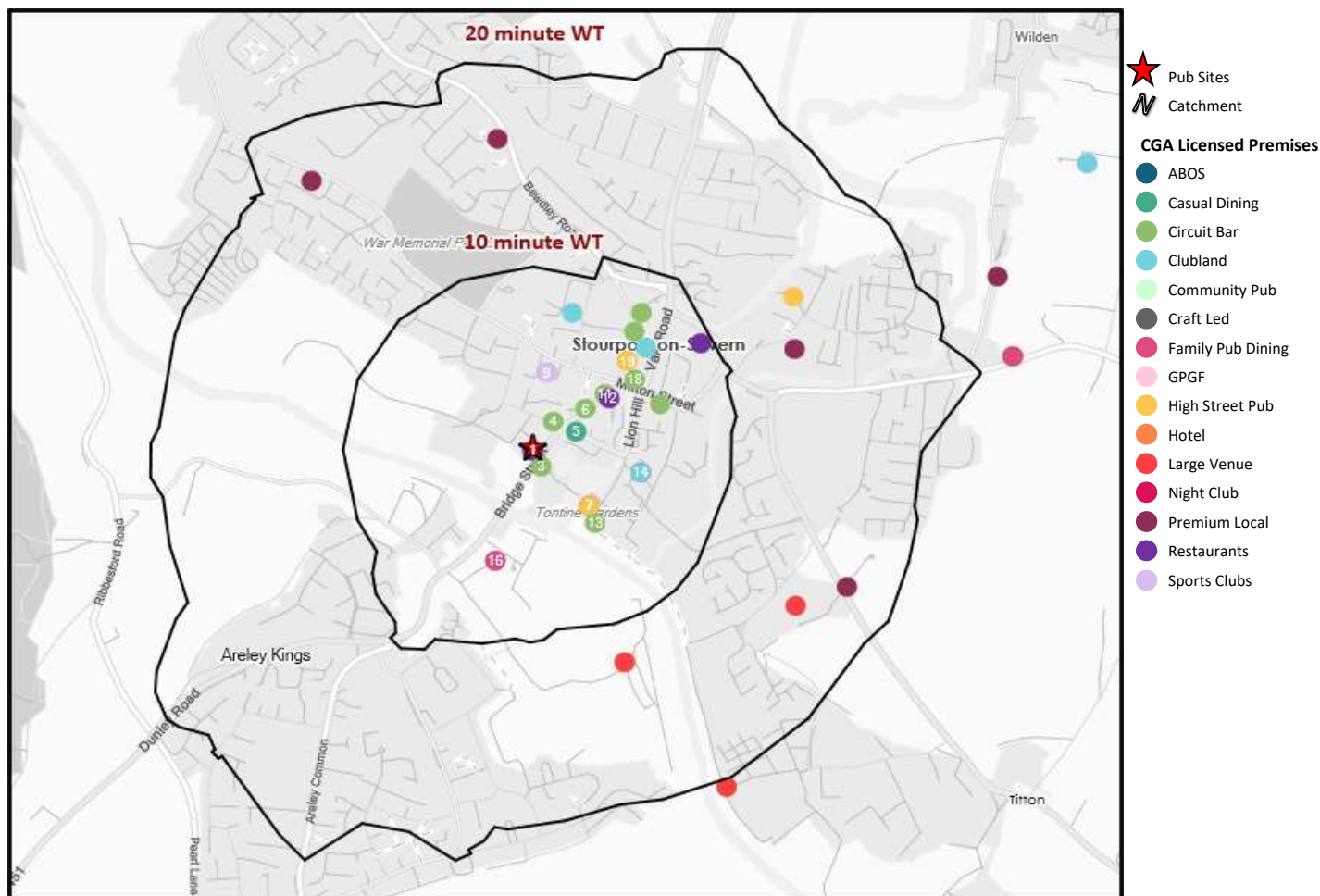
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

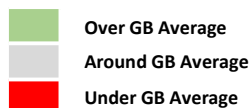
CGA Summary - Bridge Inn Stourport On Severn



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Bridge Inn	DY13 8UX	Star Pubs & Bars	Circuit Bar	0.0
1	Severn Tandoori	DY13 8UX	Independent Free	Restaurants	0.0
3	Port House	DY13 8UY	Davenports Brewery Ltd	Circuit Bar	0.0
4	Hope & Anchor	DY13 8UW	Independent Free	Circuit Bar	0.1
5	Fedoras	DY13 9EQ	Independent Free	Casual Dining	0.1
6	Wheatsheaf Inn	DY13 8BS	Marston's	Circuit Bar	0.1
7	Tontine	DY13 9EN	Independent Free	Family Pub Dining	0.2
7	Wharf	DY13 9EN	Independent Free	High Street Pub	0.2
9	Stourport Working Mens Club	DY13 8SB	Independent Free	Clubland	0.2
9	Stourport Bowling Club	DY13 8SB	Independent Free	Sports Clubs	0.2
11	Swan Hotel	DY13 8BX	Independent Free	Circuit Bar	0.2
12	Golden Country	DY13 8BP	Independent Free	Restaurants	0.2
13	Angel Inn	DY13 9EW	Marston's	Circuit Bar	0.2
14	Spice Valley	DY13 9EU	Independent Free	Large Venue	0.2
14	Royal British Legion Club	DY13 9EU	Independent Free	Clubland	0.2
16	Stourport Boat Club	DY13 0AA	Independent Free	Clubland	0.2
16	Old Beams	DY13 0AA	Marston's	Family Pub Dining	0.2
18	Black Star	DY13 8YP	Independent Free	Circuit Bar	0.2
19	Lodge	DY13 8DT	Independent Free	High Street Pub	0.3
19	Lombard Taproom & Bottle Shop	DY13 8DT	Independent Free	High Street Pub	0.3

Per Pub Analysis - Bridge Inn Stourport On Severn

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,516	11,088	130,150
Number of Competition Pubs	20	26	206
Adults 18+ per Competition Pub	126	426	632

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	257	10.2%	100
Circuit Bar	153	6.1%	166
Community Pub	427	17.0%	98
Craft Led	116	4.6%	146
Great Pub Great Food	378	15.0%	78
High Street Pub	453	18.0%	104
Premium Local	423	16.8%	96

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	654	5.9%	58
Circuit Bar	353	3.2%	87
Community Pub	1,998	18.0%	104
Craft Led	189	1.7%	54
Great Pub Great Food	1,561	14.1%	73
High Street Pub	2,078	18.7%	108
Premium Local	1,892	17.1%	97

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	9,434	7.2%	71
Circuit Bar	3,587	2.8%	75
Community Pub	21,665	16.6%	96
Craft Led	2,320	1.8%	56
Great Pub Great Food	28,093	21.6%	113
High Street Pub	21,032	16.2%	93
Premium Local	27,840	21.4%	122

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.</p> <p>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 Lifestyle, 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.																