CACI

Catchment Summary - Farmers Boy Rushall

star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625488	Farmers Boy Rushall	WS 4 1HH	Star Pubs & Bars	Community Pub	6
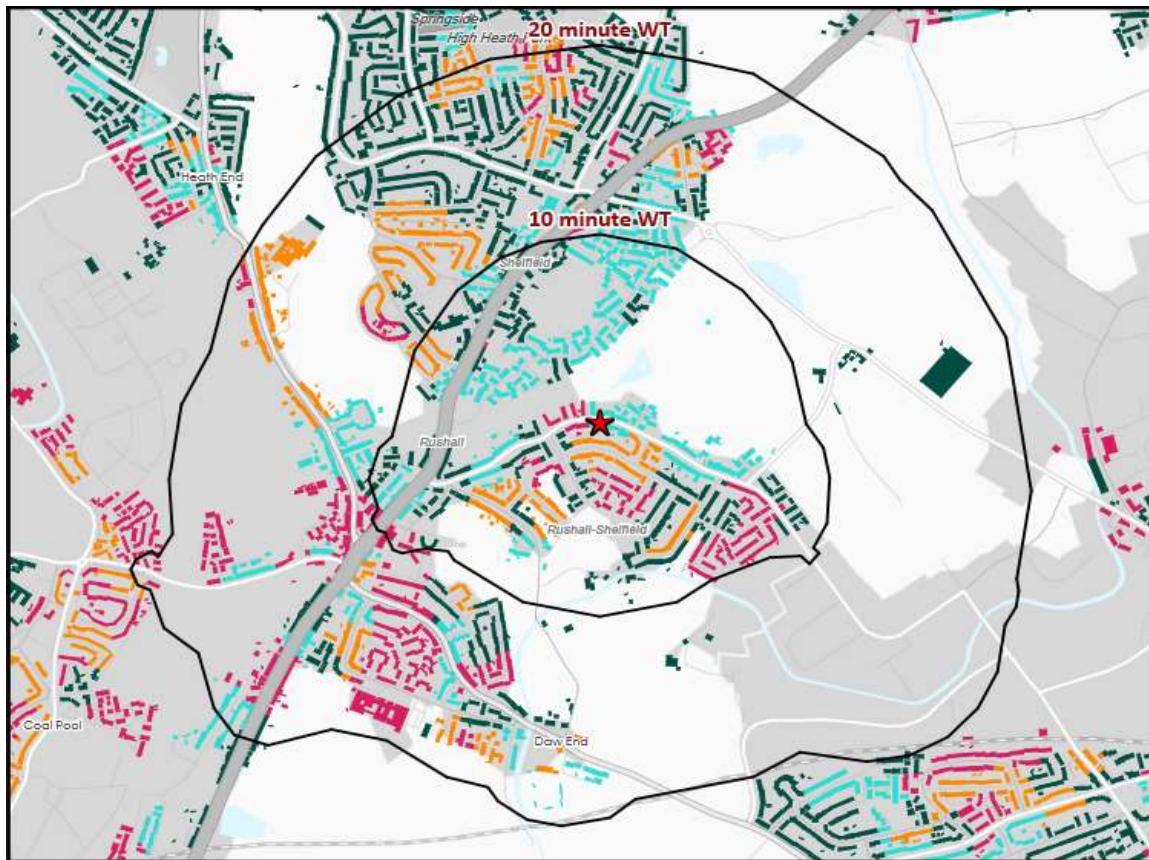
Legend:
- ★ Pub Sites
- Ⓝ Catchments

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories: Young - Low £14 | Young - Medium £8 | Young - High £10 | Midlife - Young Kids - Low £7 | Midlife - Young Kids - Medium £15 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £11 | Midlife - Carefree - Medium £0 | Midlife - Carefree - High £0 | Mature - Low £13 | Mature - Medium £11 | Mature - High £10
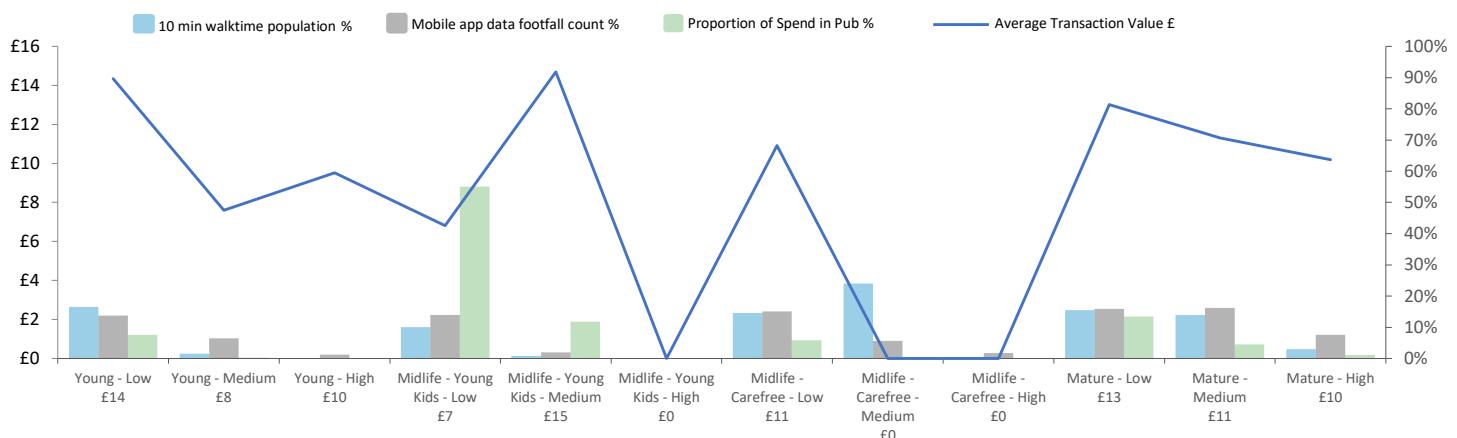
See the Glossary page for further information on the above variables

Catchment Summary - Farmers Boy Rushall

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★ star PUBS & BARS

- Over GB Average (green)
- Around GB Average (grey)
- Under GB Average (red)

*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	4,640	11,594	594,675	87	63	135

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	3,684	9,162	460,012	82	60	132
	Competition Pubs	2	8	427	11	22	103
	Adults 18+ per Competition Pub	1,842	1,145	1,077	214	133	125
	% Adults Likely to Drink	77.6%	76.6%	73.7%	102	101	97
Affluence	Low	56.6%	61.5%	53.4%	170	185	161
	Medium	40.3%	34.2%	31.2%	106	90	82
	High	3.1%	4.2%	14.4%	11	16	53

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	334	812	45,087	88	86	93
	25-34	497	1,442	75,468	80	93	95
	35-44	569	1,396	77,103	93	91	98
	45-64	1,350	3,184	150,650	113	107	99
	65+	934	2,328	111,704	105	105	98
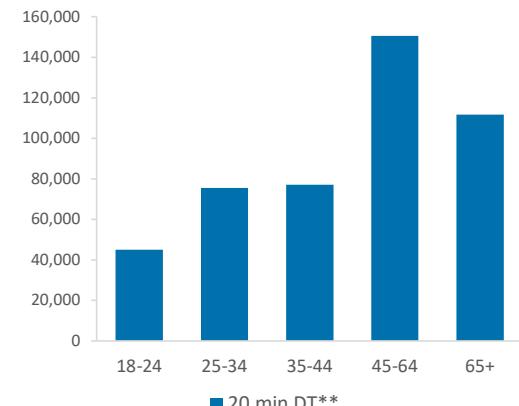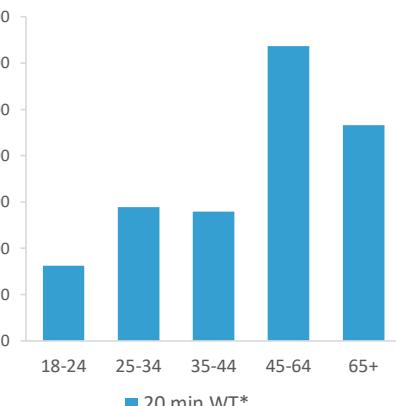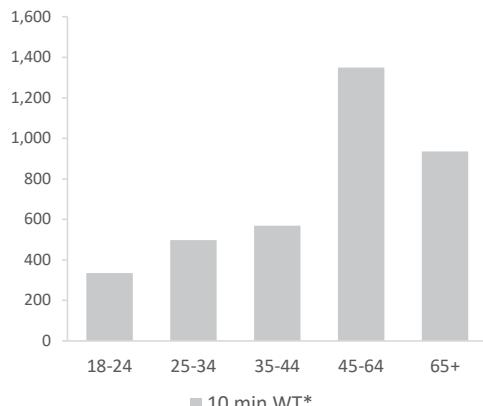
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,297 (50%)	5,599 (48%)	290,321 (49%)	101	99	100
	Female	2,343 (50%)	5,995 (52%)	304,354 (51%)	99	101	100
Economic Status (16+)	Employed: Full-time	1,287 (34%)	3,242 (34%)	157,911 (33%)	98	100	96
	Employed: Part-time	493 (13%)	1,194 (13%)	58,734 (12%)	109	107	104
	Self employed	280 (7%)	698 (7%)	36,571 (8%)	80	80	83
	Unemployed	116 (3%)	283 (3%)	16,937 (4%)	111	109	129
	Full-time student	57 (2%)	136 (1%)	9,196 (2%)	63	61	81
	Retired	904 (24%)	2,168 (23%)	105,210 (22%)	109	105	101
	Other	657 (17%)	1,710 (18%)	91,137 (19%)	99	104	110
	Total Worker Count	1,962	3,981	235,451			

See the Glossary page for further information on the above variables

Transactional Data Summary - Farmers Boy Rushall

Spend by Polaris Plus

GB %

| Segment	Percentage
Young - Low	7.7%
Young - Medium	0.3%
Young - High	0.1%
Midlife - Young Kids - Low	55.1%
Midlife - Young Kids - Medium	11.9%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.9%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	13.4%
Mature - Medium	4.6%
Mature - High	1.2%
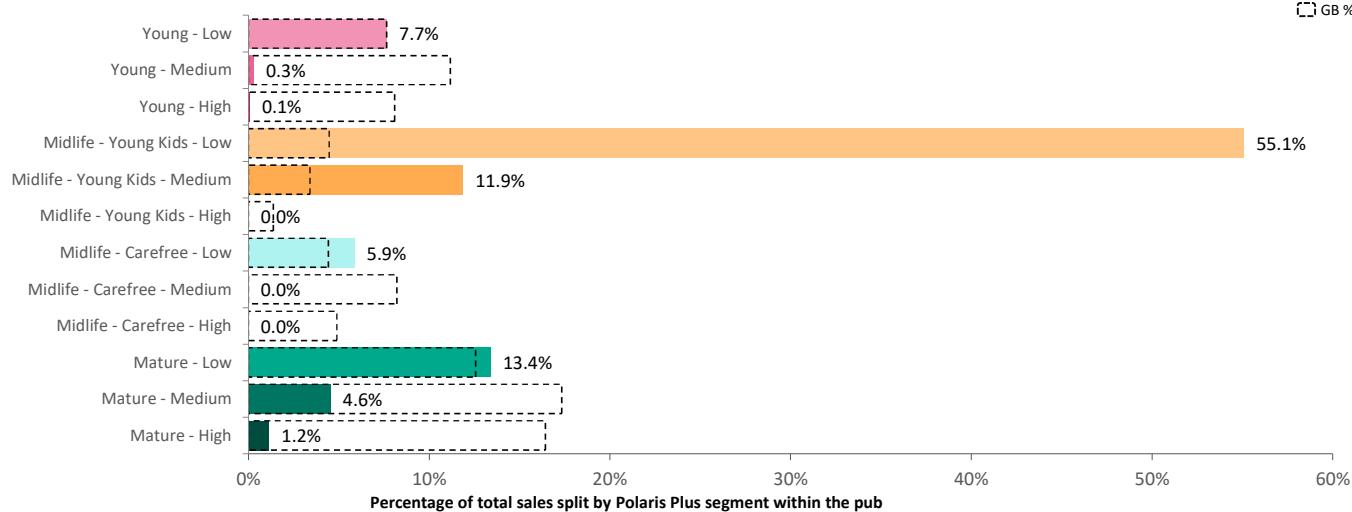
Percentage of total sales split by Polaris Plus segment within the pub

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

Average Transaction Value £

Segment	%
Young - Low	5.0%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	70.0%
Midlife - Young Kids - Medium	7.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	9.0%
Mature - Medium	3.0%
Mature - High	1.0%
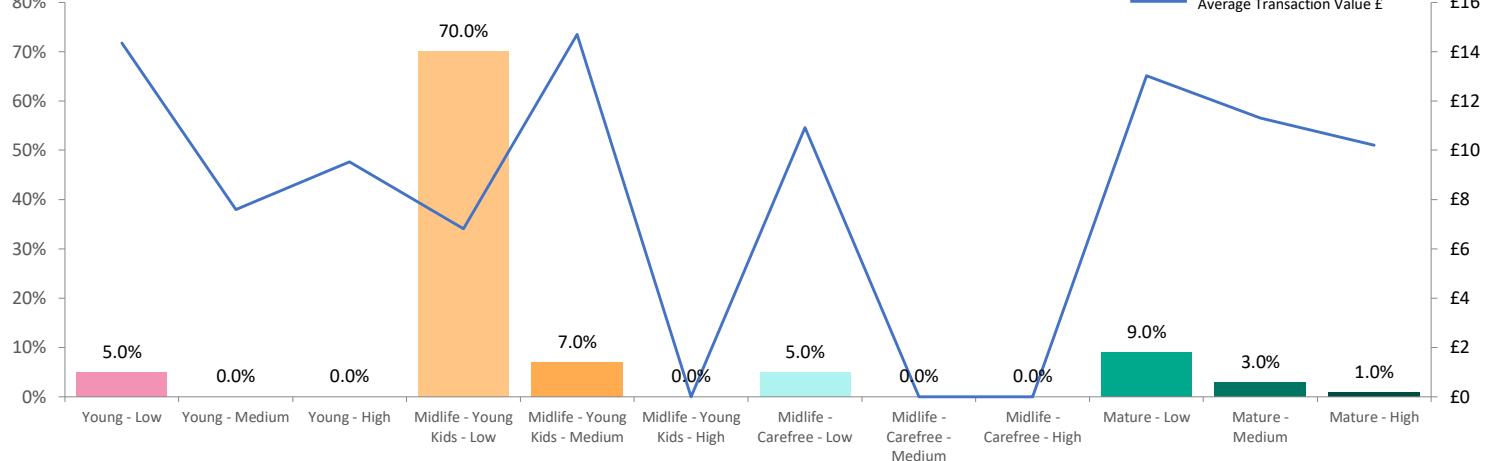
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Farmers Boy Rushall
Star Pubs
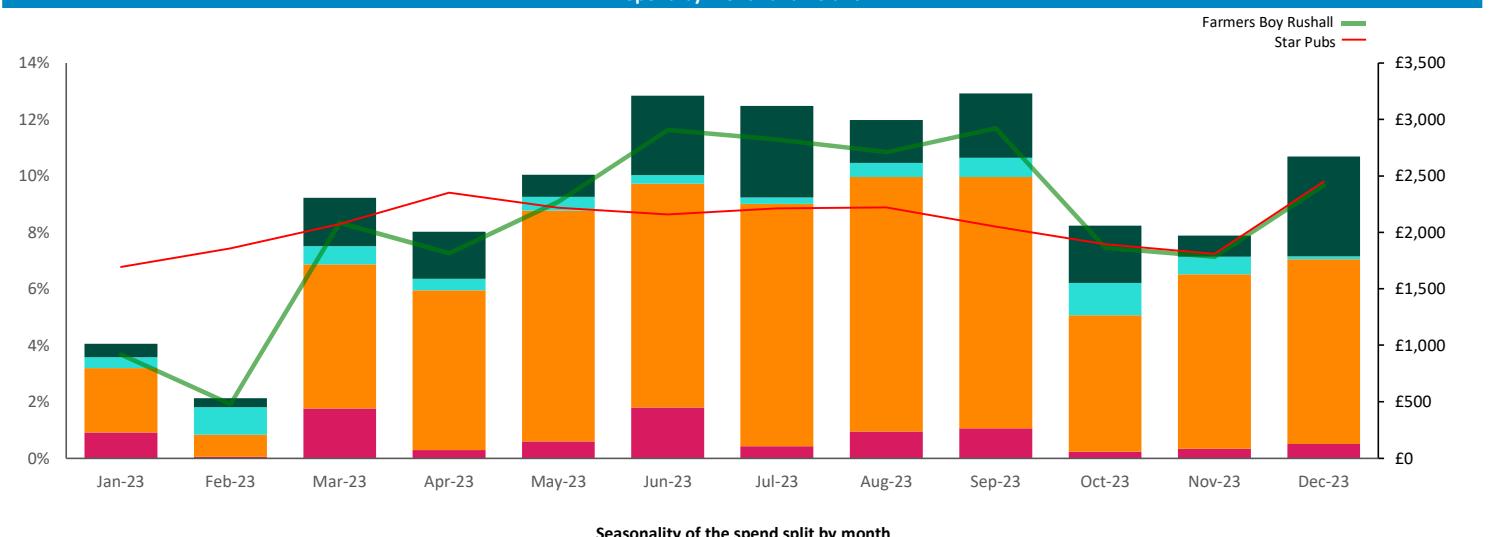
Seasonality of the spend split by month

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Mobile Data Summary - Farmers Boy Rushall

star PUBS & BARS

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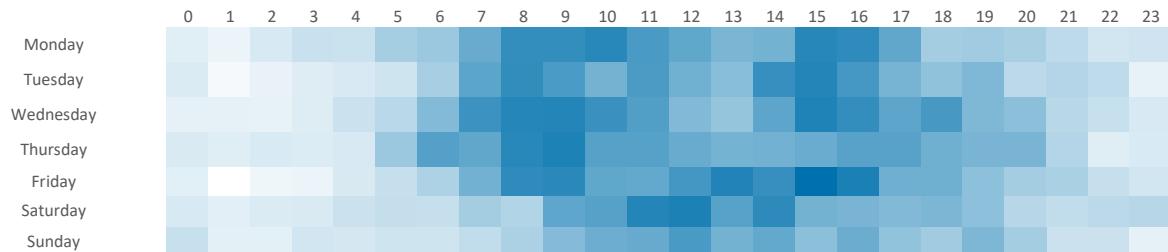
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Legend: Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average

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
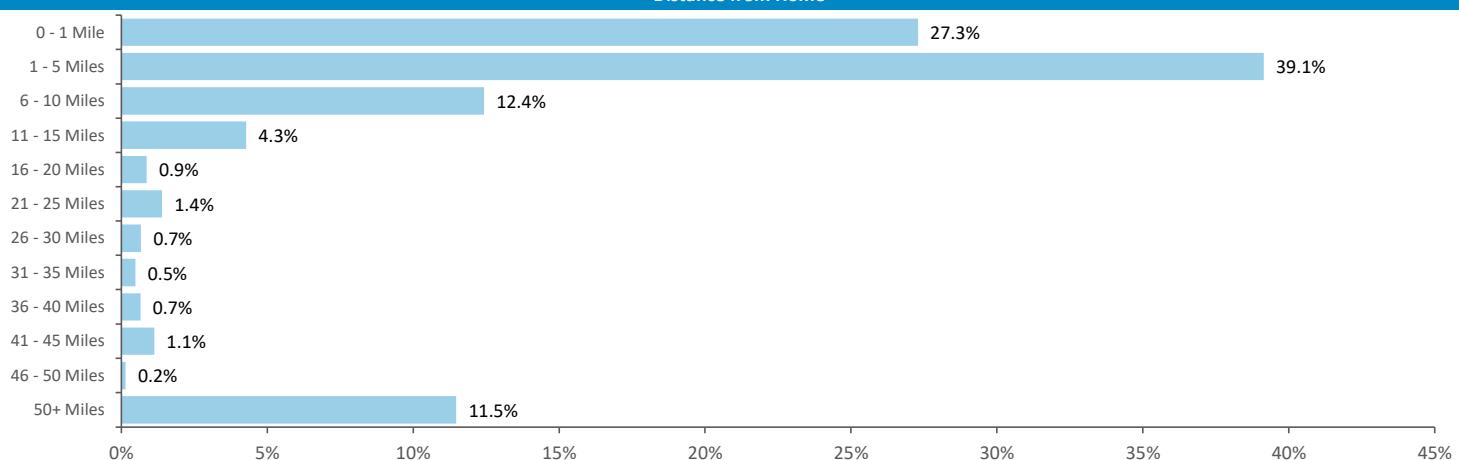
| Distance	Percentage
0 - 1 Mile	27.3%
1 - 5 Miles	39.1%
6 - 10 Miles	12.4%
11 - 15 Miles	4.3%
16 - 20 Miles	0.9%
21 - 25 Miles	1.4%
26 - 30 Miles	0.7%
31 - 35 Miles	0.5%
36 - 40 Miles	0.7%
41 - 45 Miles	1.1%
46 - 50 Miles	0.2%
50+ Miles	11.5%

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

Classification	Percentage
Resident	51.6%
Worker	11.4%
Tourist	15.6%
Local Tourist	21.5%
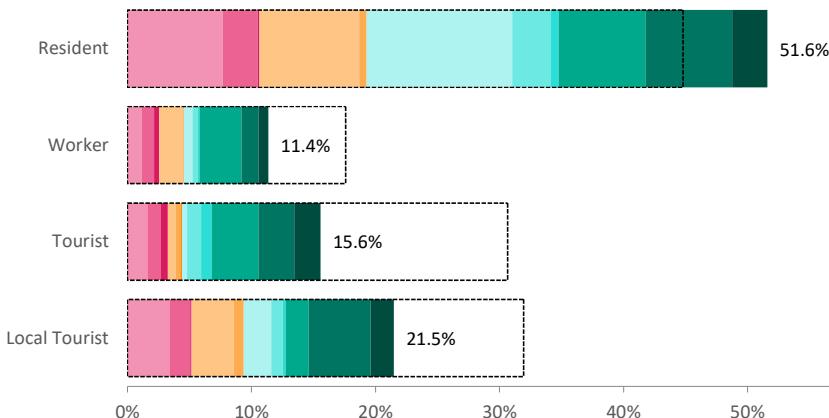
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Farmers Boy Rushall

Polaris Plus Profile

GB %

Category	Value
Young - Low	13.8%
Young - Medium	6.5%
Young - High	1.3%
Midlife - Young Kids - Low	14.0%
Midlife - Young Kids - Medium	1.9%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	15.1%
Midlife - Carefree - Medium	5.6%
Midlife - Carefree - High	1.8%
Mature - Low	16.0%
Mature - Medium	16.3%
Mature - High	7.6%
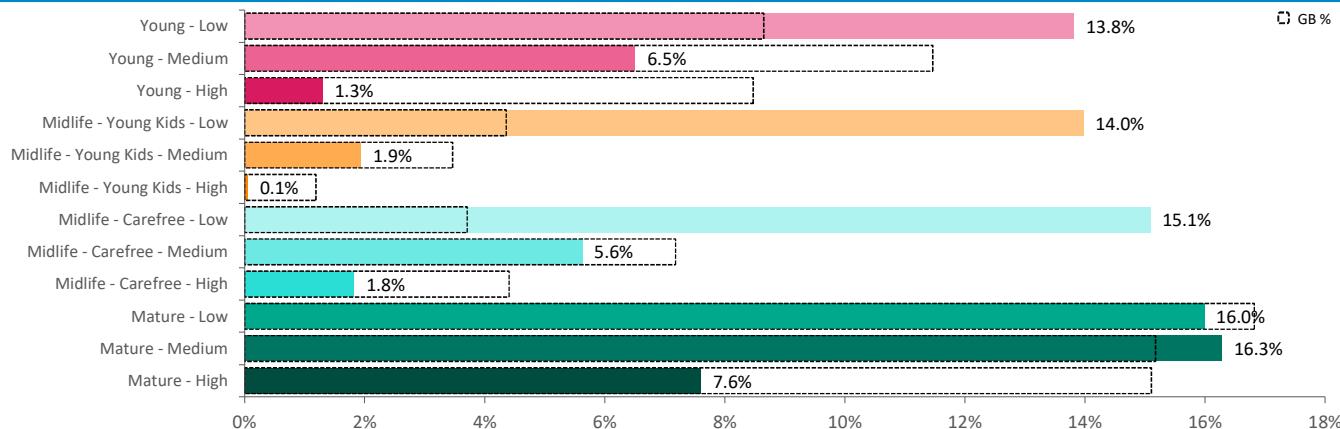
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
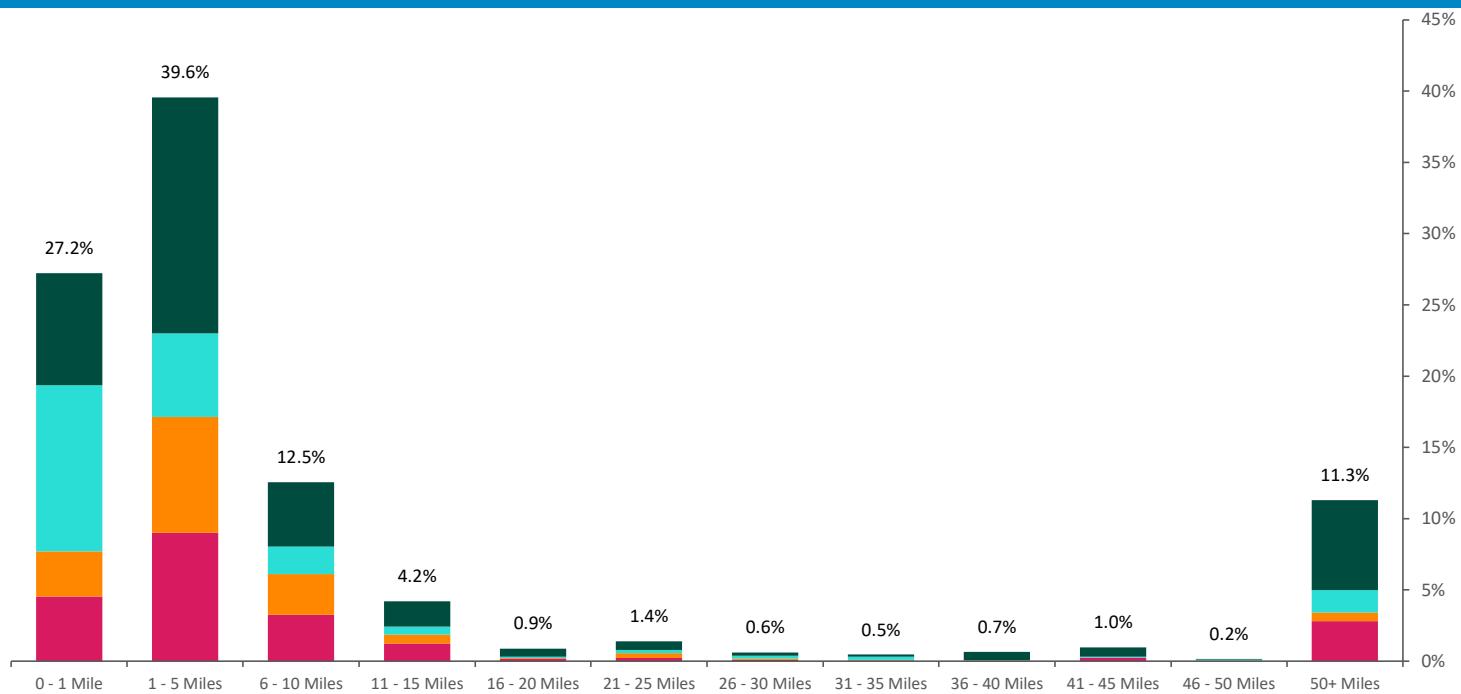
| Distance	Value
0 - 1 Mile	27.2%
1 - 5 Miles	39.6%
6 - 10 Miles	12.5%
11 - 15 Miles	4.2%
16 - 20 Miles	0.9%
21 - 25 Miles	1.4%
26 - 30 Miles	0.6%
31 - 35 Miles	0.5%
36 - 40 Miles	0.7%
41 - 45 Miles	1.0%
46 - 50 Miles	0.2%
50+ Miles	11.3%

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

Mobile Data Summary - Farmers Boy Rushall

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

Weekday

pre 11am (34%) | 11am-2pm (16%) | 2pm-5pm (19%) | 5pm-8pm (14%) | 8pm-11pm (9%) | 11pm+ (9%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	36.4%	39.2%	32.8%	30.0%	28.9%	20.9%
Midlife - Carefree	31.4%	27.7%	29.5%	33.3%	44.3%	53.3%
Midlife - Young Kids	13.6%	13.0%	18.9%	17.0%	13.9%	11.8%
Young	18.6%	20.1%	18.9%	19.6%	12.9%	14.0%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
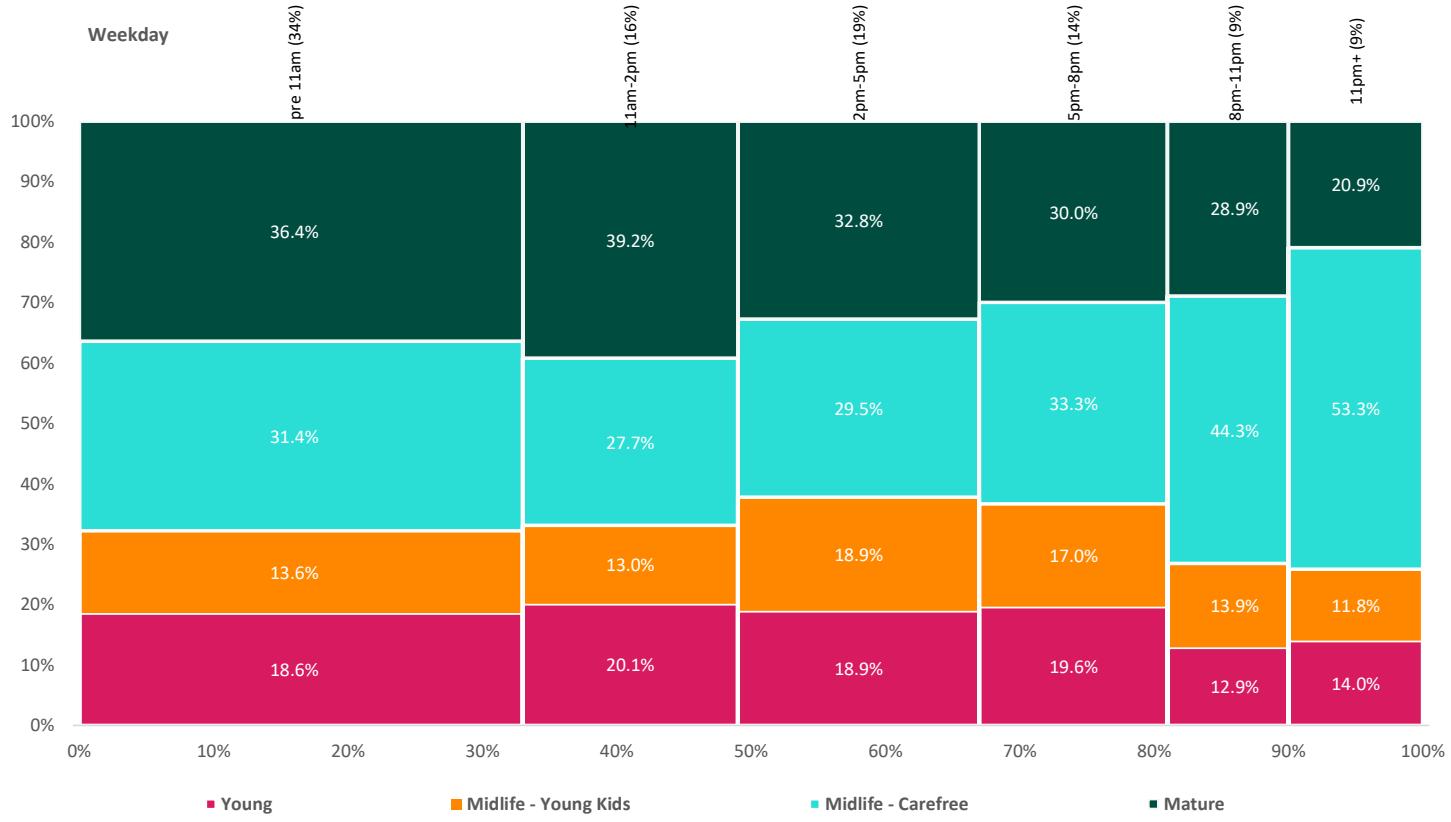
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (26%) | 11am-2pm (20%) | 2pm-5pm (17%) | 5pm-8pm (14%) | 8pm-11pm (10%) | 11pm+ (12%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	28.6%	36.4%	33.0%	28.5%	21.0%	17.1%
Midlife - Carefree	40.4%	30.3%	32.6%	34.3%	49.3%	47.8%
Midlife - Young Kids	15.0%	13.6%	17.8%	16.6%	14.2%	16.2%
Young	16.0%	19.7%	16.6%	20.6%	15.5%	18.8%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
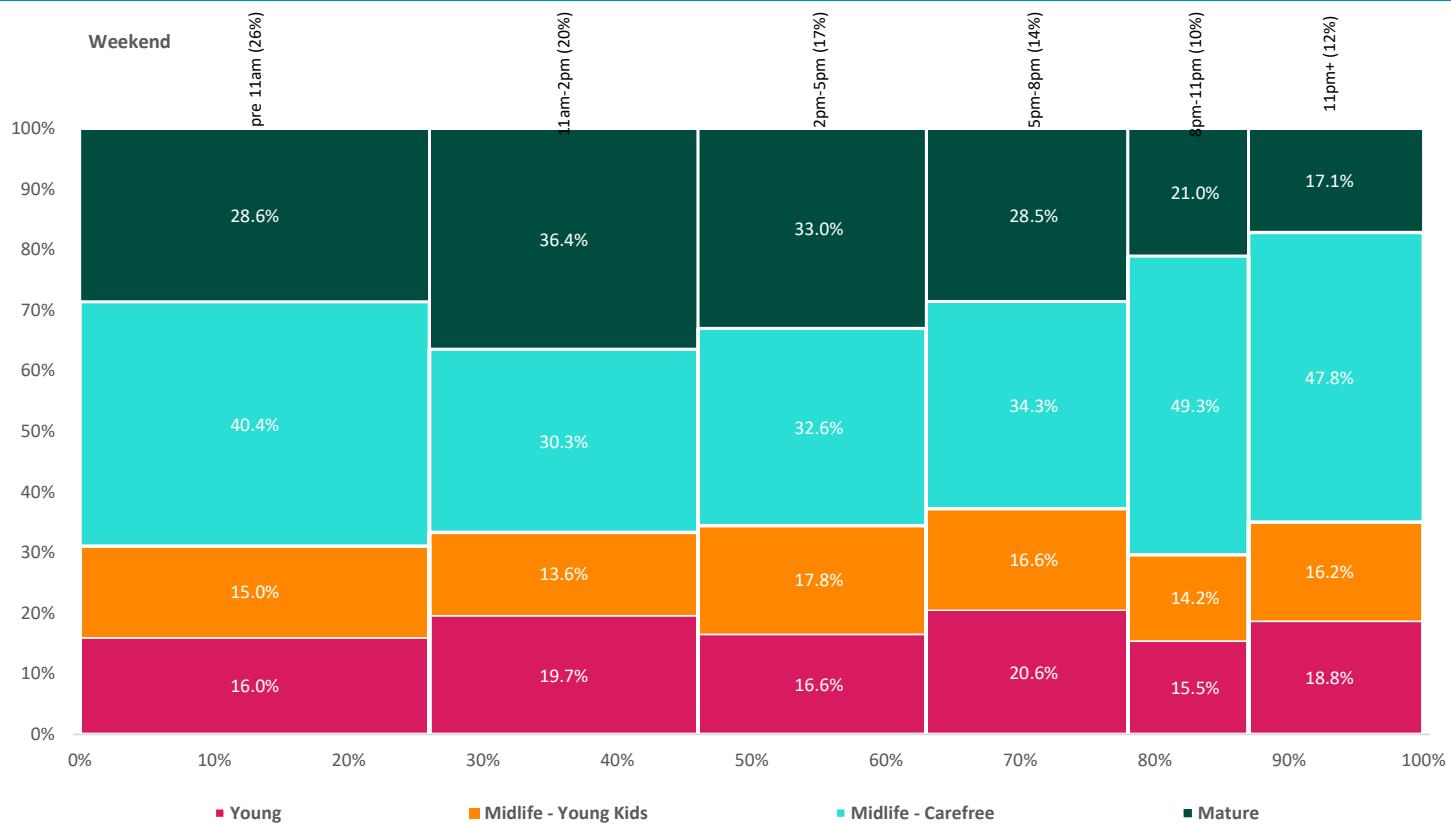
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Farmers Boy Rushall

star
PUBS & BARS

★ 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	666	1,904	107,500	66	75	85
Midlife - Young Kids	402	1,852	88,746	100	185	176
Midlife - Carefree	1,419	2,121	80,417	243	146	110
Mature	1,197	3,285	178,817	73	81	88
Not Private Households	0	0	4,532	0	0	75
Total	3,684	9,162	460,012			

Polaris Plus Summary - Farmers Boy Rushall

Legend:
- ★ Pub Sites
- N Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
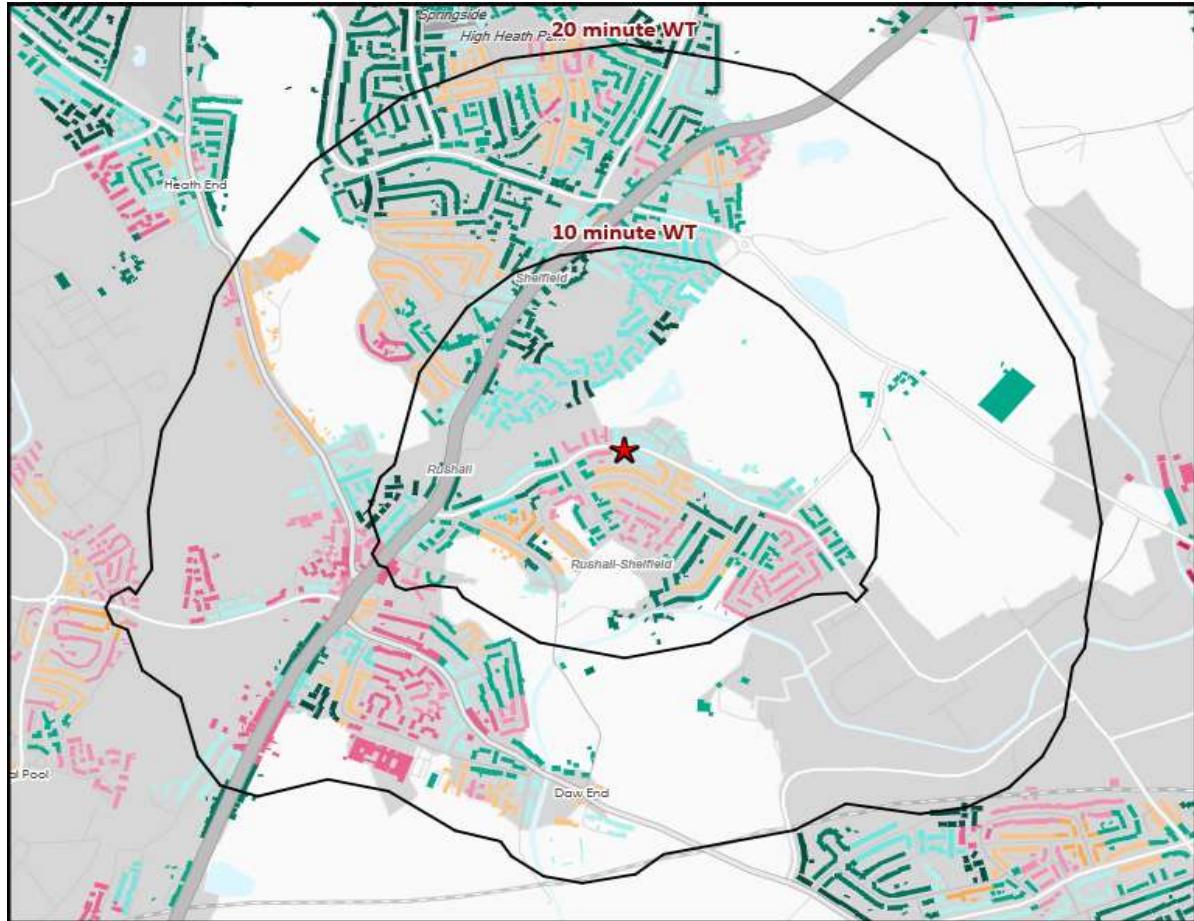
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

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	608	1,052	66,153	168	117	147
Medium	58	852	35,715	14	85	71
High	0	0	5,632	0	0	18
Midlife - Young Kids						
Low	372	1,808	73,402	184	360	291
Medium	30	44	15,344	19	11	77
High	0	0	0	0	0	0
Midlife - Carefree						
Low	535	1,129	52,110	345	292	269
Medium	882	990	15,937	334	151	48
High	2	2	12,370	1	0	60
Mature						
Low	571	1,648	54,053	113	131	86
Medium	515	1,251	76,338	89	87	106
High	111	386	48,426	20	28	70
Not Private Households	0	0	4,532	0	0	75
Total	3,684	9,162	460,012			

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Legend:
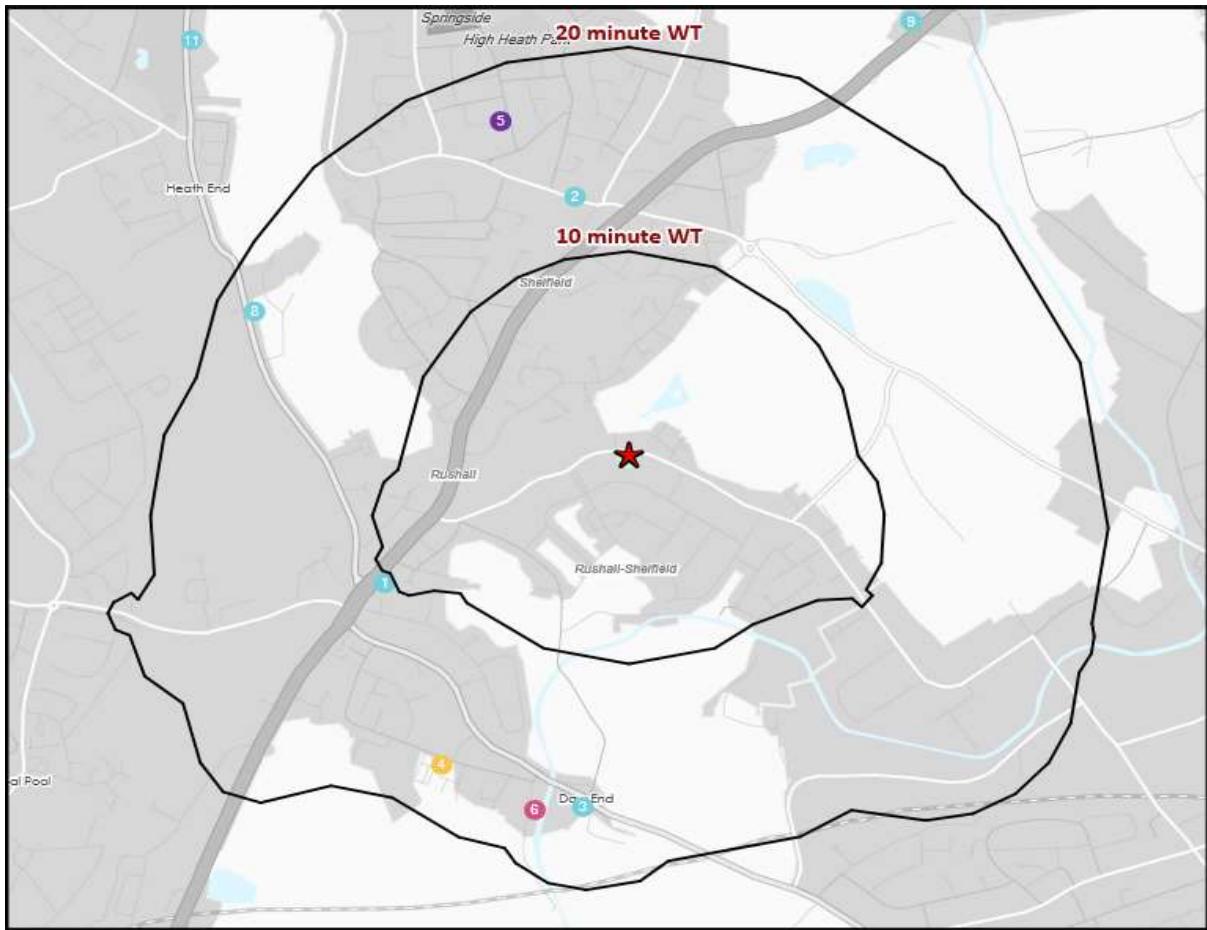
★ Pub Sites
N Catchment

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)
0	Farmers Boy	WS4 1HH	Star Pubs & Bars	Community Pub	0.0
1	Rushall Labour Club	WS4 1HB	Independent Free	Clubland	0.5
2	St Francis Catholic Mens Club	WS4 1RH	Independent Free	Clubland	0.5
3	Rushall Olympic Football Club	WS4 1LJ	Independent Free	Clubland	0.6
4	Manor Farm Community Association	WS4 1EU	Independent Free	High Street Pub	0.6
5	Steak Rattle N Roll	WS4 1AT	Independent Free	Restaurants	0.7
6	Manor Arms	WS4 1LG	Marston's	Community Pub	0.7
6	Boathouse	WS4 1LG	Star Pubs & Bars	Family Pub Dining	0.7
8	Rushall Cricket Club	WS4 1NG	Independent Free	Clubland	0.7
9	Q Bar	WS9 9AJ	Independent Free	Clubland	0.9
10	Mercure Hotel	WS9 9AH	Accor Hotels	Hotel	1.0
11	Pelsall Cricket & Sports Club	WS3 4BP	Independent Free	Clubland	1.1
12	King Street Progressive Club	WS9 9LN	Independent Free	Clubland	1.1
13	Aldridge Community Centre	WS9 8AN	Independent Free	Clubland	1.2
14	Railway	WS3 4BH	Stonegate Pub Company	Community Pub	1.2
15	Pelsall Community Centre	WS3 4BQ	Independent Free	Clubland	1.2

Per Pub Analysis - Farmers Boy Rushall

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,684	9,162	460,012
Number of Competition Pubs	2	8	427
Adults 18+ per Competition Pub	1,842	1,145	1,077

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	85	2.3%	28
Circuit Bar	0	128	3.5%	86
Community Pub	1	824	22.4%	117
Craft Led	0	41	1.1%	32
Great Pub Great Food	0	175	4.7%	27
High Street Pub	0	756	20.5%	111
Premium Local	0	259	7.0%	43

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	280	3.1%	38
Circuit Bar	0	354	3.9%	95
Community Pub	2	2,549	27.8%	146
Craft Led	0	179	2.0%	56
Great Pub Great Food	0	571	6.2%	35
High Street Pub	1	2,327	25.4%	138
Premium Local	0	783	8.5%	52

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	22,252	4.8%	60
Circuit Bar	15	18,322	4.0%	98
Community Pub	78	113,992	24.8%	130
Craft Led	0	10,316	2.2%	65
Great Pub Great Food	22	54,073	11.8%	66
High Street Pub	73	107,168	23.3%	126
Premium Local	37	61,311	13.3%	81

Glossary

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
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
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	• 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: 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			