

Catchment Summary - Jolly Collier Short Heath

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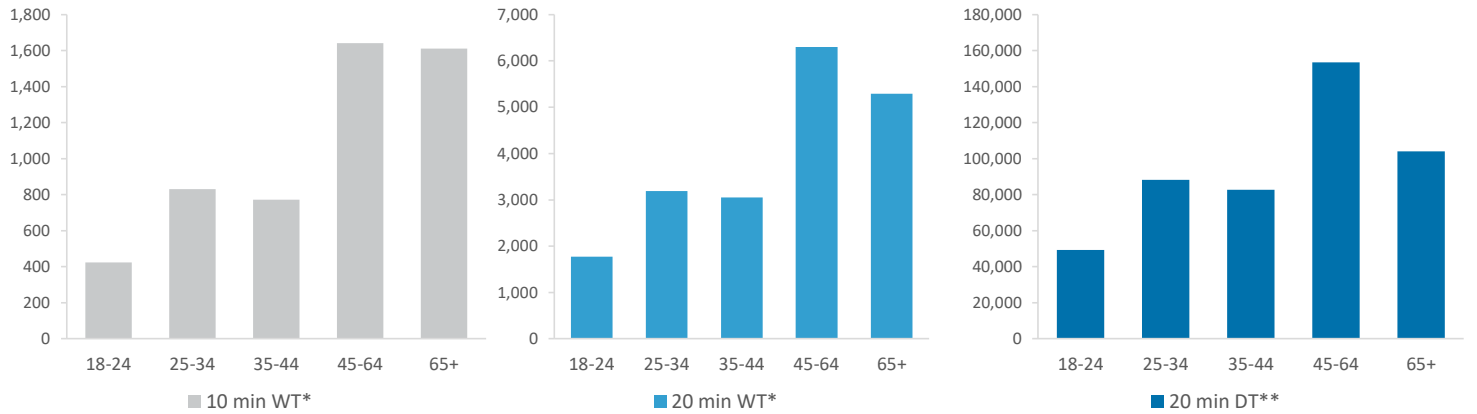
	Over GB Average
	Around GB Average
	Under GB Average

*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	6,701	24,990	630,962	127	172	166	
Adults 18+	5,282	19,604	477,888	121	110	160	
Competition Pubs	5	16	484	33	50	134	
Adults 18+ per Competition Pub	1,056	1,225	987	128	148	120	
% Adults Likely to Drink	81.9%	82.2%	80.0%	99	100	97	
Affluence	Low	33.2%	26.7%	33.0%	129	104	129
	Medium	61.3%	61.0%	45.7%	156	155	116
	High	5.5%	12.3%	19.9%	16	37	59
Age Profile	18-24	424	1,770	49,300	78	87	96
	25-34	832	3,191	88,127	93	96	105
	35-44	773	3,049	82,827	90	95	102
	45-64	1,642	6,301	153,587	96	99	95
	65+	1,611	5,293	104,047	126	111	86

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



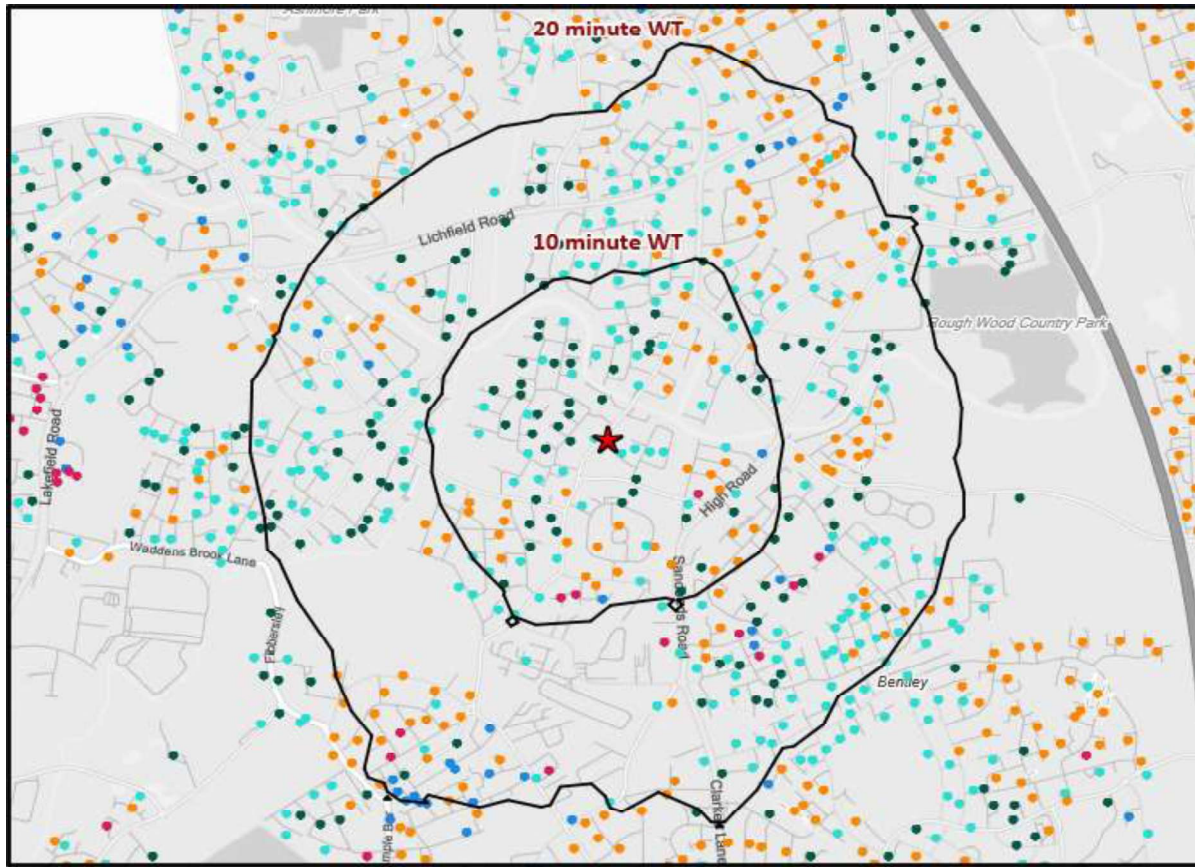
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	3,274 (49%)	12,197 (49%)	313,841 (50%)	99	99	101
	Female	3,427 (51%)	12,793 (51%)	317,121 (50%)	101	101	99
Economic Status (16-74)	Employed: Full-time	1,859 (40%)	7,370 (42%)	171,300 (39%)	97	101	93
	Employed: Part-time	624 (14%)	2,542 (14%)	60,778 (14%)	104	111	106
	Self employed	342 (7%)	1,204 (7%)	29,359 (7%)	78	72	69
	Unemployed	142 (3%)	535 (3%)	18,311 (4%)	130	128	174
	Retired	899 (20%)	2,986 (17%)	62,180 (14%)	142	123	102
Other	731 (16%)	2,960 (17%)	101,458 (23%)	81	85	116	
Total Worker Count	1,780	7,040	255,694				

See the Glossary page for further information on the above variables

Polaris Summary - Jolly Collier Short Heath



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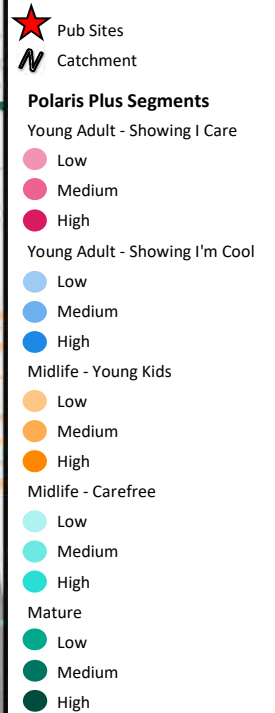
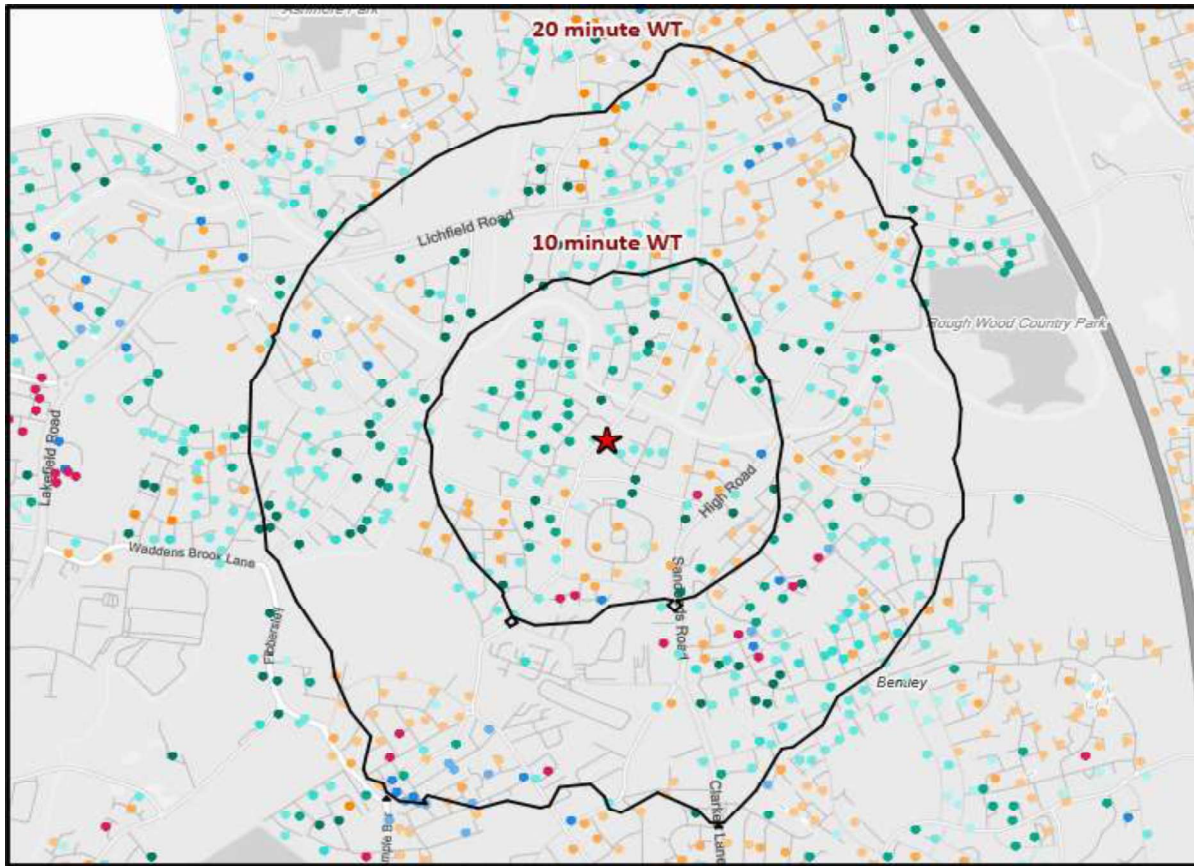


- ★ Pub Sites
- Ⓐ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	91	317	37,155	19	18	87
Young Adult - Showing I'm Cool	107	995	39,013	22	55	89
Midlife - Young Kids	1,394	6,080	202,714	84	99	135
Midlife - Carefree	2,181	8,366	115,526	196	203	115
Mature	1,509	3,846	77,042	102	70	58
Not Private Households	0	0	6,438	0	0	94
Total	5,282	19,604	477,888			



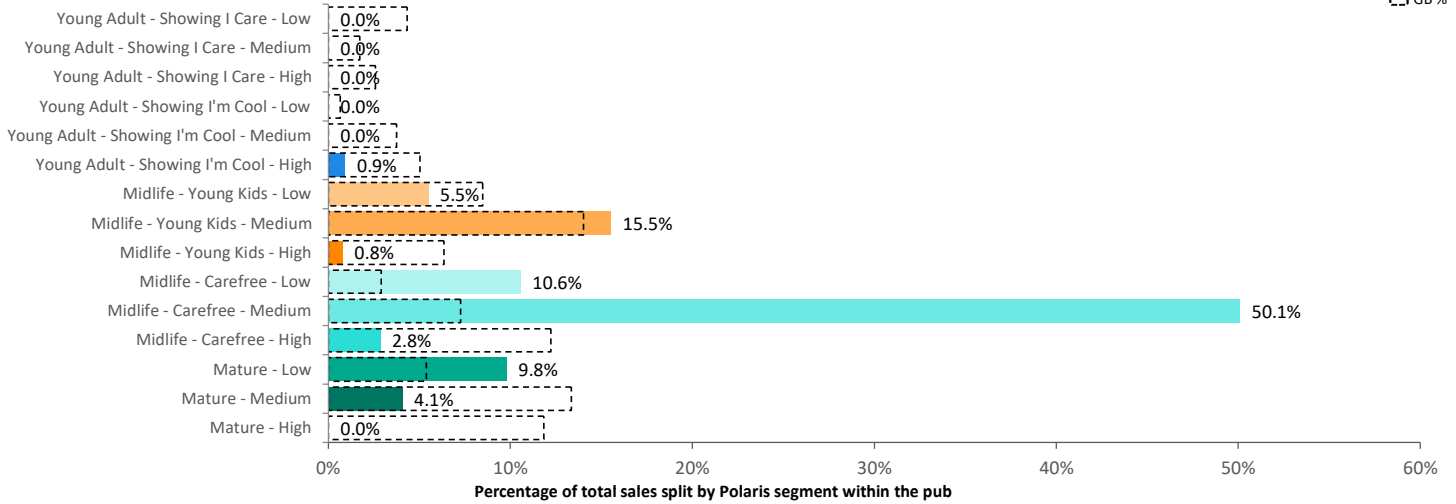
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

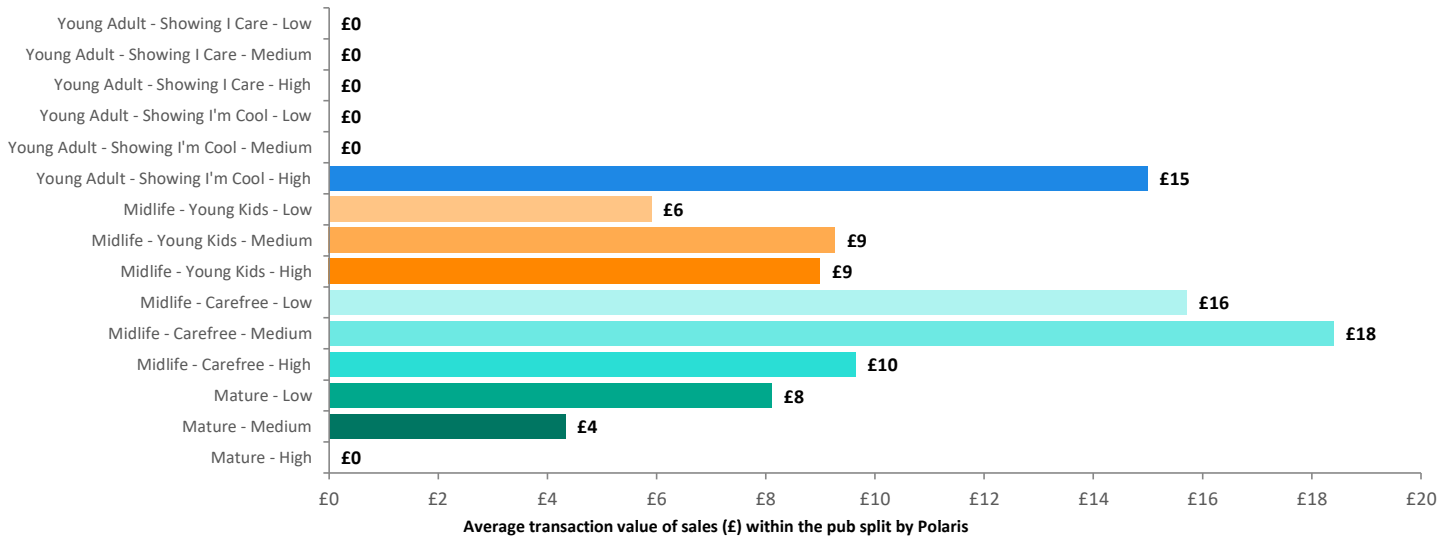
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	5,442	0	0	27
Medium	0	0	153	0	0	2
High	91	317	31,560	51	48	196
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	440	19,461	0	61	110
High	107	555	19,552	45	63	91
Midlife - Young Kids						
Low	449	2,712	91,732	76	124	173
Medium	945	2,948	95,798	120	101	134
High	0	420	15,184	0	40	59
Midlife - Carefree						
Low	176	460	31,426	98	69	193
Medium	1,912	6,779	63,823	539	515	199
High	93	1,127	20,277	16	53	39
Mature						
Low	1,127	2,053	29,237	359	176	103
Medium	382	1,793	39,106	57	72	65
High	0	0	8,699	0	0	19
Not Private Households	0	0	6,438	0	0	94
Total	5,282	19,604	477,888			

Spend by Polaris

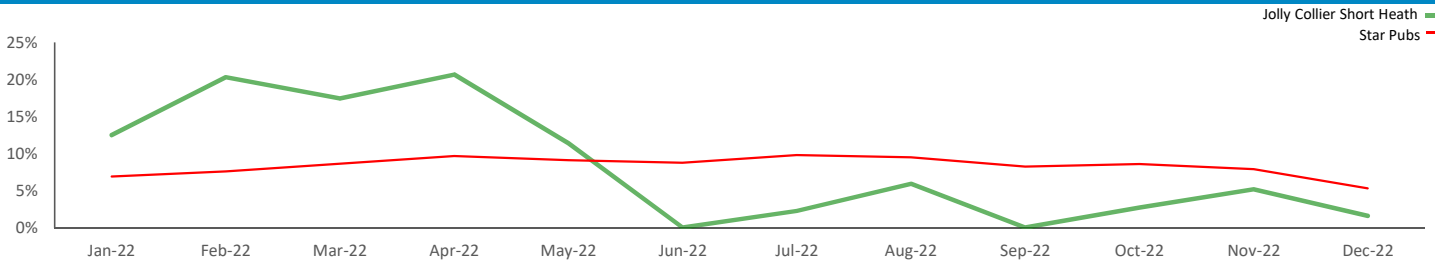
GB %



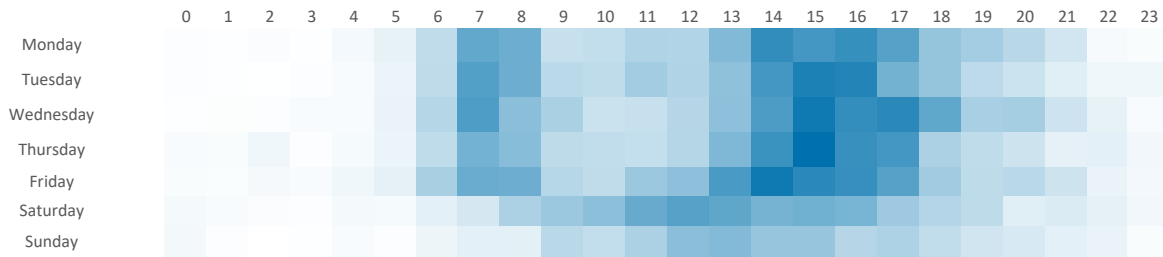
Average Transaction Values (£) by Polaris



Spend by Month

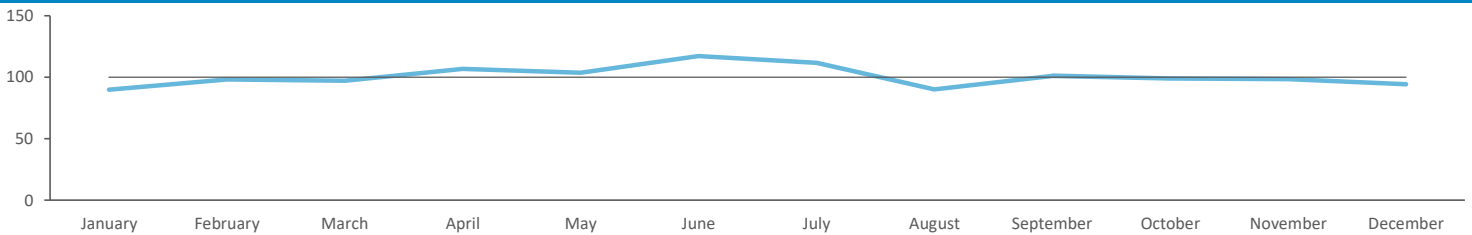


Time of Day/Day of Week



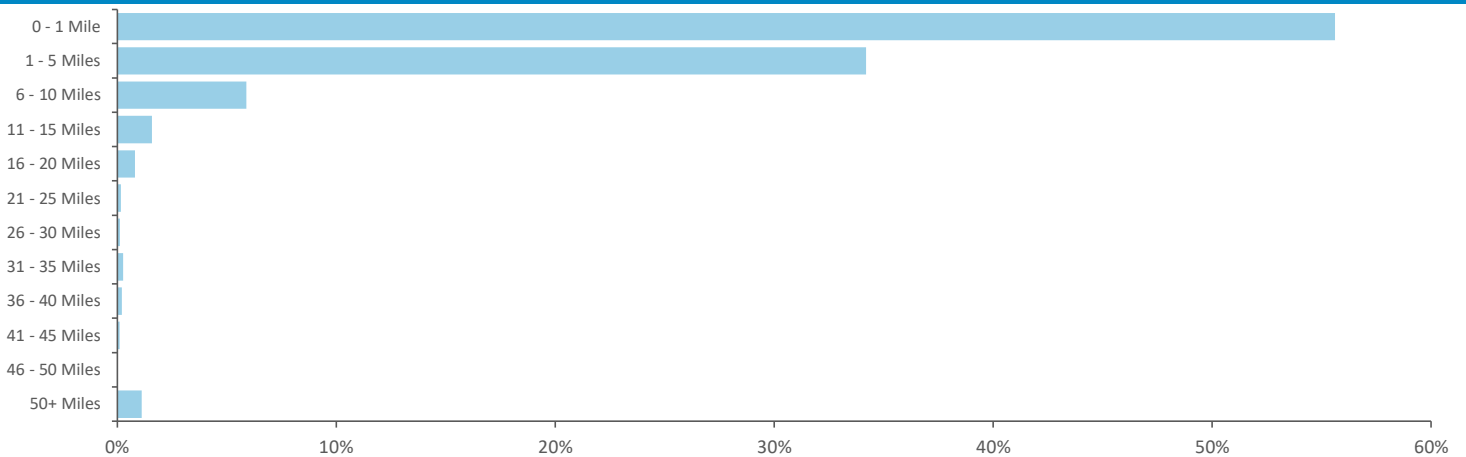
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



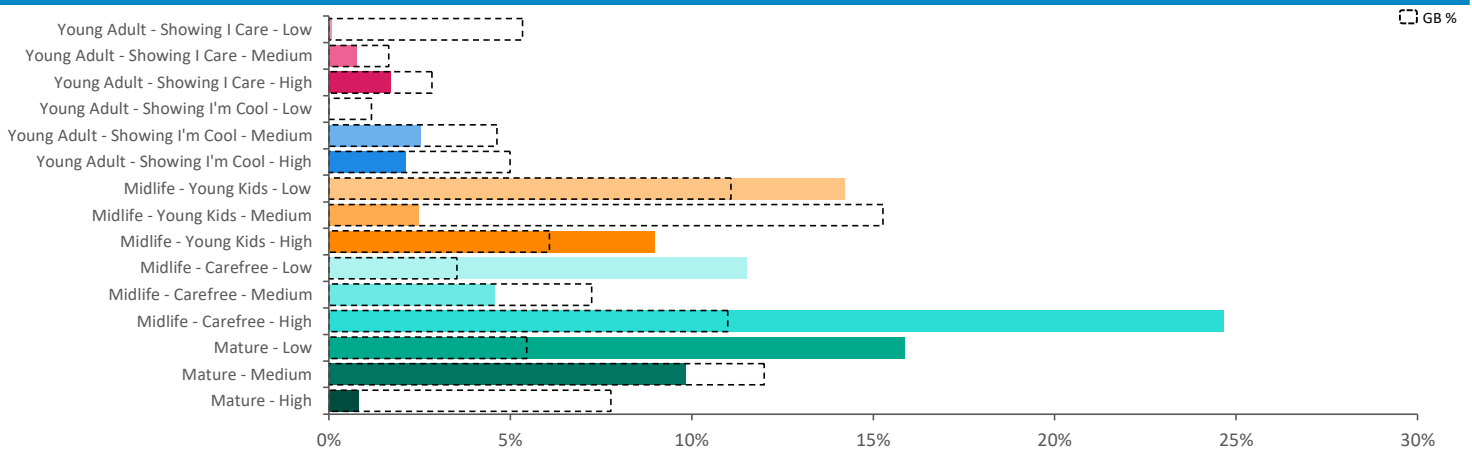
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

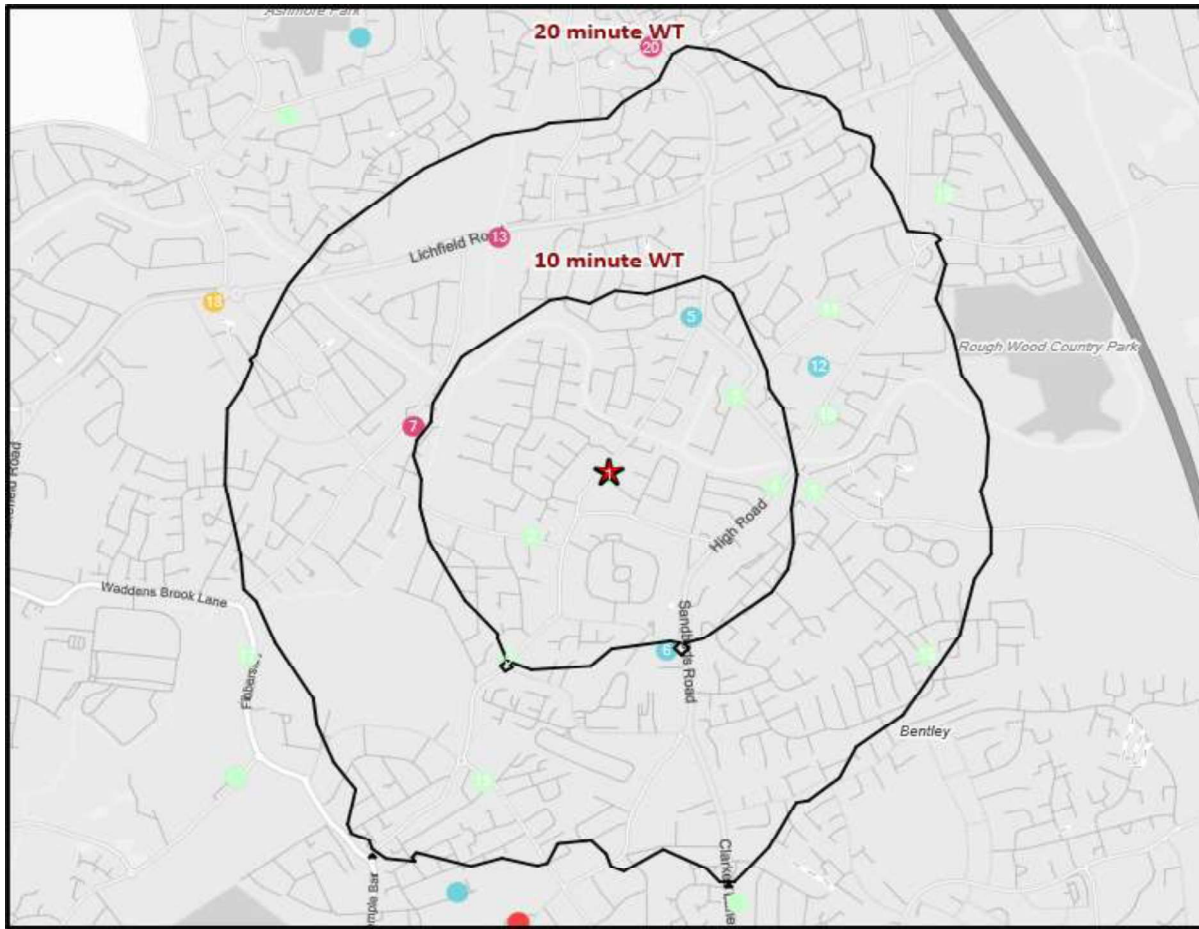


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

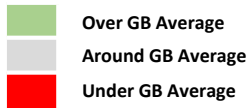


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Jolly Collier	WV12 4QG	Star Pubs & Bars	Community Pub	0.0
2	Pool Hayes	WV12 4PX	Star Pubs & Bars	Community Pub	0.2
3	Swan Inn	WV12 5QQ	*Other Small Retail Groups	Community Pub	0.3
4	Whimsey Inn	WV12 4JN	Stonegate Pub Company	Community Pub	0.3
5	Amery Unionist Club	WV12 5RY	Independent Free	Clubland	0.4
6	Jubilee House	WV12 4HB	Independent Free	Clubland	0.4
7	Spread Eagle	WV11 3SD	Marston's	Family Pub Dining	0.4
8	Bridge Tavern	WV12 4AA	Punch Pub Company	Community Pub	0.4
9	Cross Keys	WV12 4LB	Star Pubs & Bars	Community Pub	0.4
10	Short Heath Liberal Club	WV12 5PG	Independent Free	Clubland	0.5
10	United Kingdom	WV12 5PG	Admiral Taverns Ltd	Community Pub	0.5
12	Royal British Legion Club	WV12 5PT	Independent Free	Clubland	0.5
13	Broadway	WV12 5UJ	Greene King	Family Pub Dining	0.6
14	Duke Of Cambridge	WV12 5QD	Black Country Ales	Community Pub	0.6
15	Forge Tavern	WV13 1DT	Unknown	Community Pub	0.7
16	Homestead	WV12 4DA	Marston's	Community Pub	0.7
17	Navigation	WV11 3SU	Star Pubs & Bars	Community Pub	0.8
18	Lancaster	WV11 3EL	Stonegate Pub Company	High Street Pub	0.9
19	Poets Corner	WV12 5HY	Independent Free	Community Pub	0.9
20	Milestone	WV12 5DT	Marston's	Family Pub Dining	0.9

Per Pub Analysis - Jolly Collier Short Heath



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,282	19,604	477,888
Number of Competition Pubs	5	16	484
Adults 18+ per Competition Pub	1,056	1,225	987

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	289	5.5%	54
Circuit Bar	210	4.0%	108
Community Pub	1,027	19.4%	112
Craft Led	88	1.7%	52
Great Pub Great Food	300	5.7%	30
High Street Pub	906	17.2%	99
Premium Local	375	7.1%	40

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,214	6.2%	61
Circuit Bar	597	3.0%	83
Community Pub	3,473	17.7%	102
Craft Led	379	1.9%	61
Great Pub Great Food	1,703	8.7%	45
High Street Pub	3,216	16.4%	95
Premium Local	1,783	9.1%	52

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	50,163	10.5%	103
Circuit Bar	17,930	3.8%	102
Community Pub	90,221	18.9%	109
Craft Led	17,165	3.6%	114
Great Pub Great Food	60,080	12.6%	66
High Street Pub	88,367	18.5%	107
Premium Local	52,276	10.9%	62

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 & 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 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</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.																			
	<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: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #444444; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home <i>"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"</i>	35-54 year olds No children under 12 at home <i>"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>	55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			