

## Catchment Summary - Crown Alvechurch



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

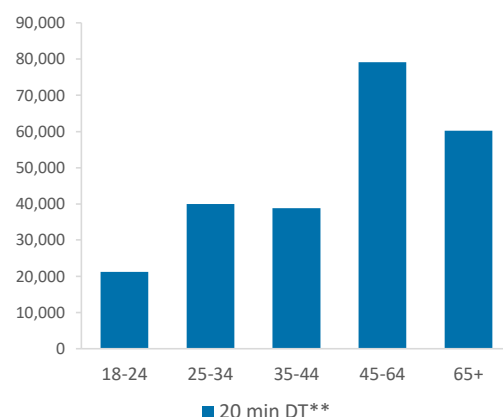
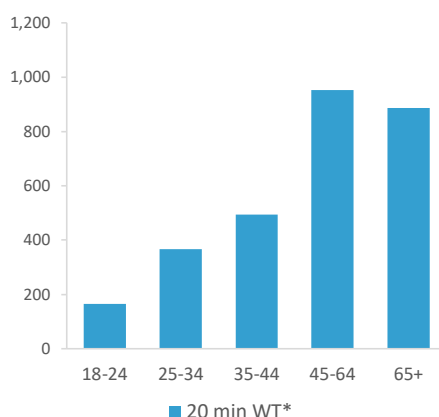
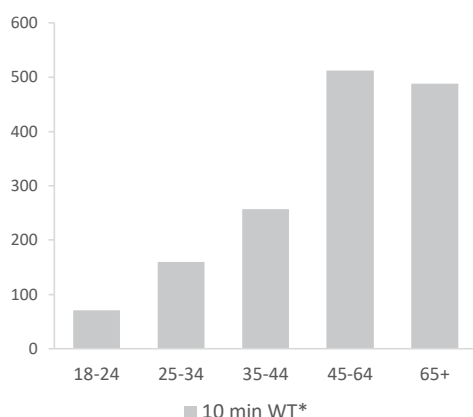
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,888	3,693	308,223	36	25	81
Adults 18+	1,488	2,865	239,385	34	16	80
Competition Pubs	2	6	212	13	19	59
Adults 18+ per Competition Pub	744	478	1,129	90	58	137
% Adults Likely to Drink	85.3%	84.7%	83.3%	103	103	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	7.9%	8.1%	14.6%	31	32	57
	Medium	43.0%	34.3%	45.0%	109	87	114
	High	49.1%	57.6%	38.8%	146	172	116

\*Affluence does not include Not Private Households

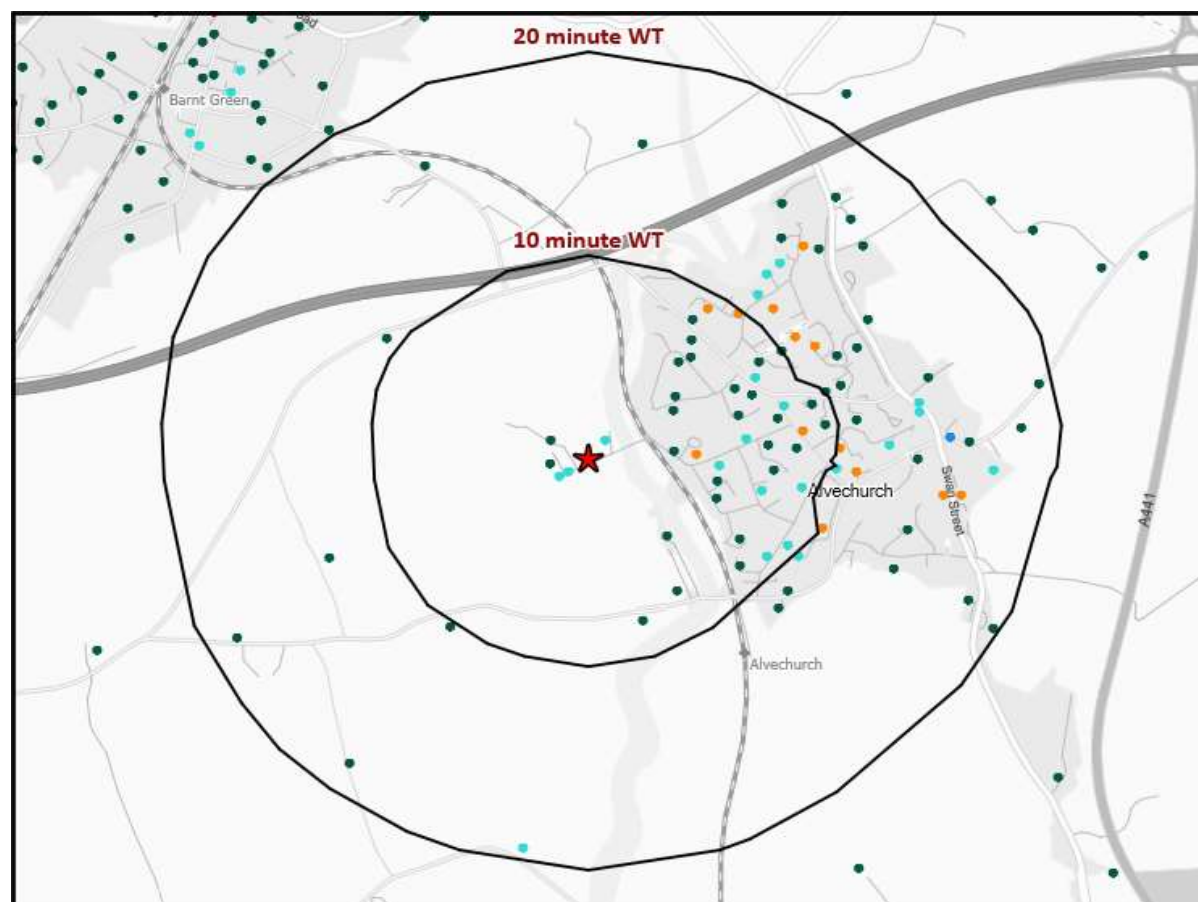
Age Profile	18-24	71	166	21,240	46	55	85
	25-34	160	366	39,948	64	75	98
	35-44	257	494	38,880	106	104	98
	45-64	512	953	79,079	106	101	100
	65+	488	886	60,238	135	126	102



		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	853 (45%)	1,699 (46%)	151,207 (49%)	91	93	99
	Female	1,035 (55%)	1,994 (54%)	157,016 (51%)	108	107	101
Economic Status (16-74)	Employed: Full-time	582 (44%)	1,137 (45%)	97,012 (44%)	107	108	107
	Employed: Part-time	190 (14%)	385 (15%)	30,314 (14%)	112	117	107
	Self employed	157 (12%)	272 (11%)	19,874 (9%)	125	112	95
	Unemployed	25 (2%)	49 (2%)	5,429 (2%)	80	81	105
	Retired	229 (17%)	403 (16%)	30,910 (14%)	127	115	103
	Other	128 (10%)	289 (11%)	34,662 (16%)	50	58	81
Total Worker Count		158	701	127,407			

See the Glossary page for further information on the above variables

## Polaris Summary - Crown Alvechurch



★ Pub Sites  
 Catchment

## Polaris Segments

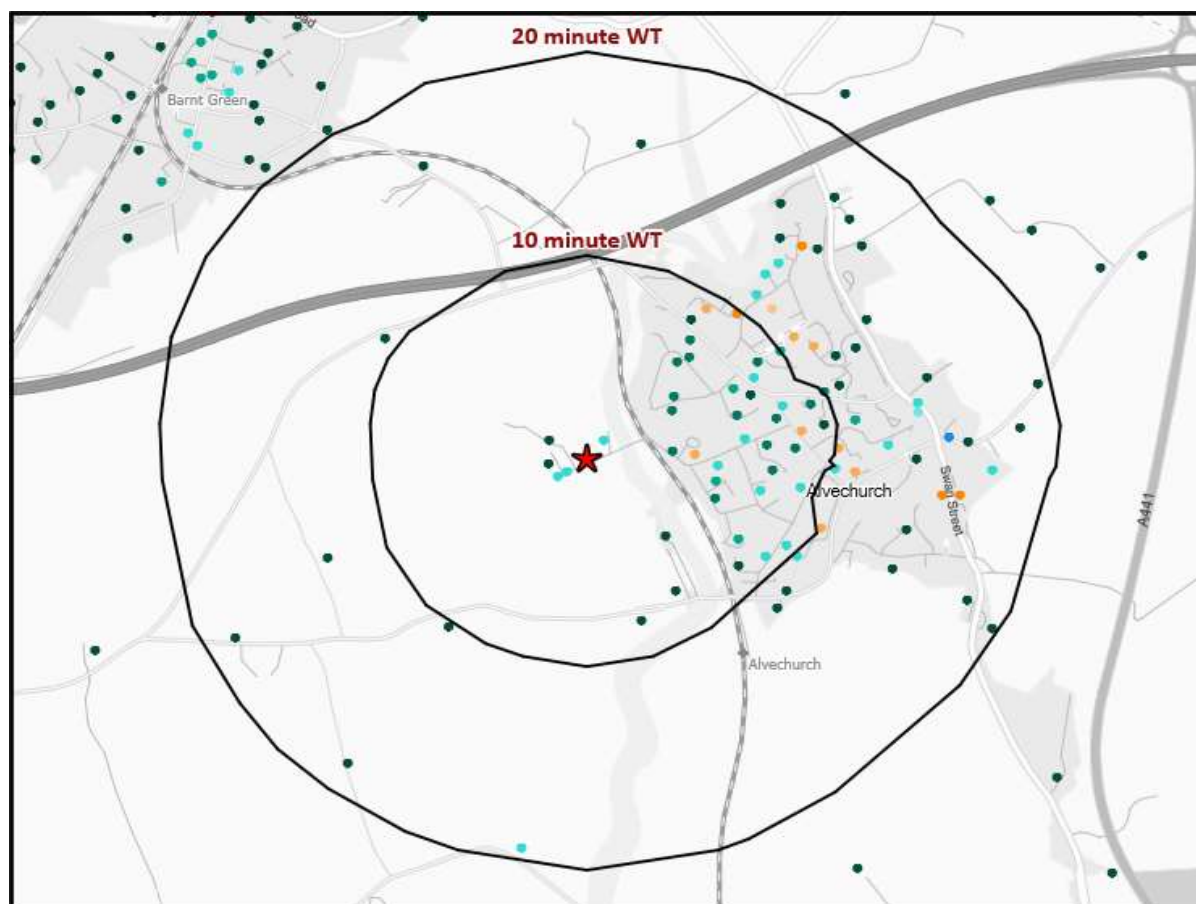
● Young Adult - Showing I Care  
 ● Young Adult - Showing I'm Cool  
 ● Midlife - Young Kids  
 ● Midlife - Carefree  
 ● Mature

## 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	0	0	6,423	0	0	30
Young Adult - Showing I'm Cool	0	12	21,766	0	5	99
Midlife - Young Kids	134	492	74,739	29	55	99
Midlife - Carefree	486	709	63,823	155	118	127
Mature	868	1,652	68,897	209	206	103
<b>Not Private Households</b>	0	0	3,737	0	0	109
<b>Total</b>	1,488	2,865	239,385			

## Polaris Summary - Crown Alvechurch



★ Pub Sites  
 Catchment

## Polaris Plus Segments

Young Adult - Showing I Care

● Low  
 ● Medium  
 ● High

Young Adult - Showing I'm Cool

● Low  
 ● Medium  
 ● High

Midlife - Young Kids

● Low  
 ● Medium  
 ● High

Midlife - Carefree

● Low  
 ● Medium  
 ● High

Mature

● Low  
 ● Medium  
 ● High

## Polaris Plus Profile by Catchment

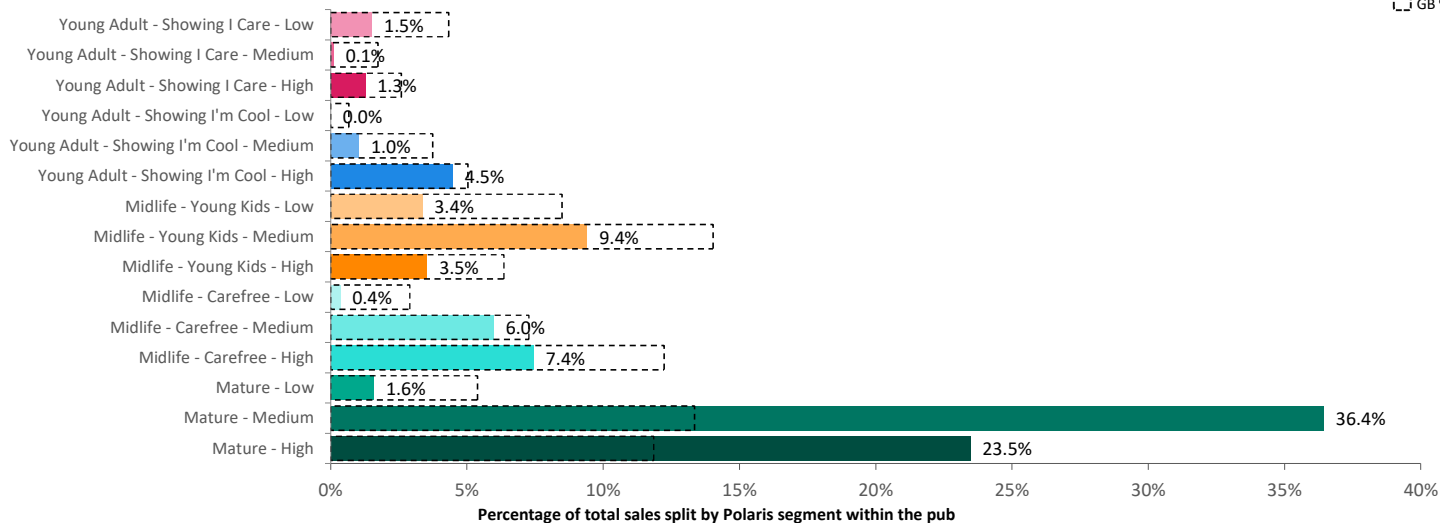
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	187	0	0	2
Medium	0	0	0	0	0	0
High	0	0	6,236	0	0	77
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	9,732	0	0	110
High	0	12	12,034	0	9	112
<b>Midlife - Young Kids</b>						
Low	48	48	17,565	29	15	66
Medium	70	297	44,461	32	69	124
High	16	147	12,713	20	95	99
<b>Midlife - Carefree</b>						
Low	0	0	5,195	0	0	64
Medium	0	24	28,255	0	12	176
High	486	685	30,373	299	219	116
<b>Mature</b>						
Low	69	184	12,025	78	108	85
Medium	570	662	25,389	303	183	84
High	229	806	31,483	164	300	140
<b>Not Private Households</b>	0	0	3,737	0	0	109
<b>Total</b>	1,488	2,865	239,385			

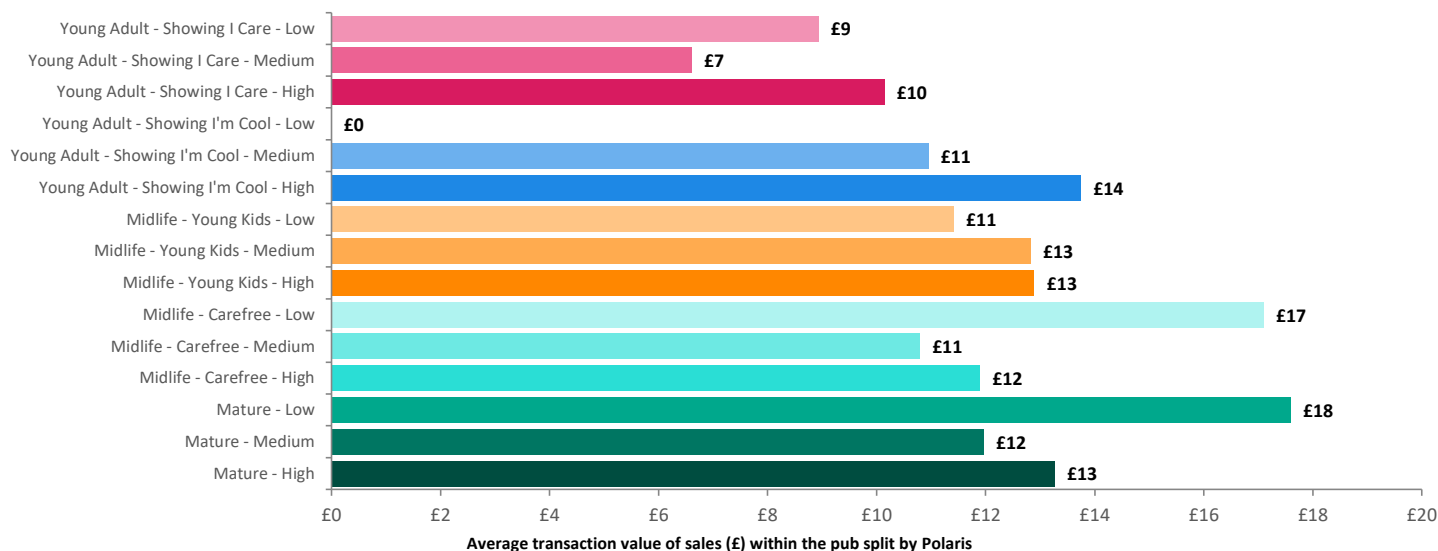
## Transactional Data Summary - Crown Alvechurch

## Spend by Polaris

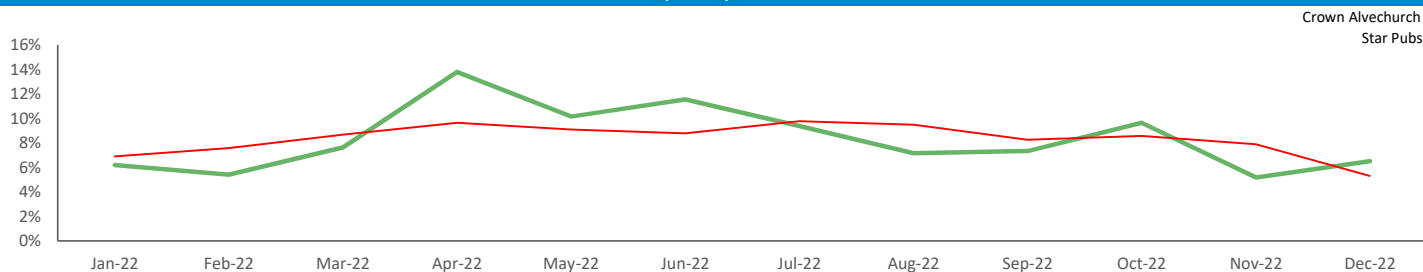
GB %



## Average Transaction Values (£) by Polaris

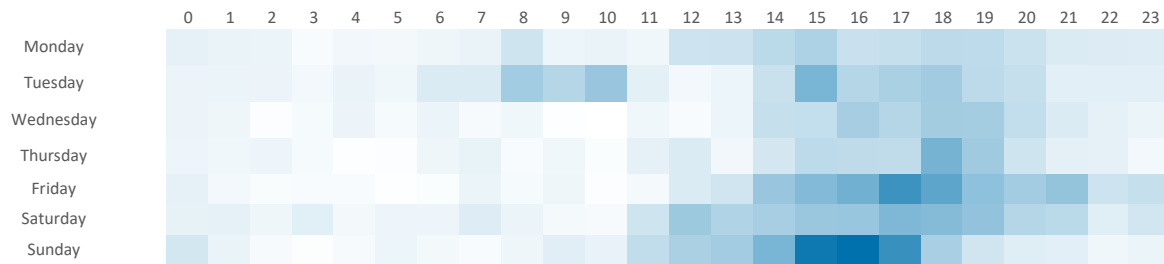


## Spend by Month



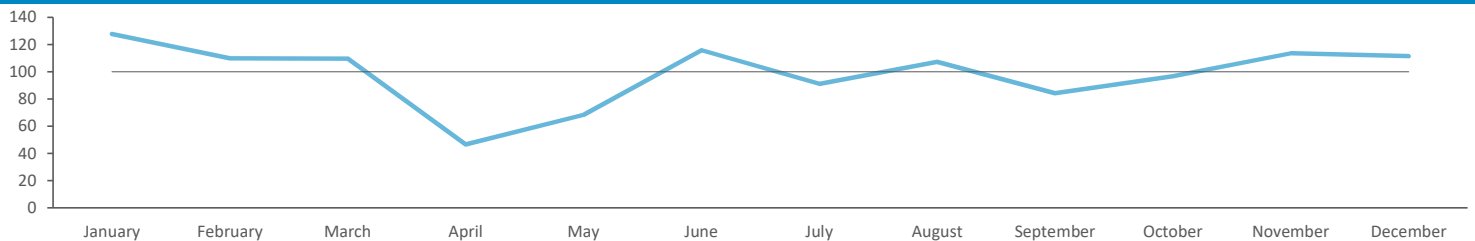
# Mobile Data Summary - Crown Alvechurch

## Time of Day/Day of Week



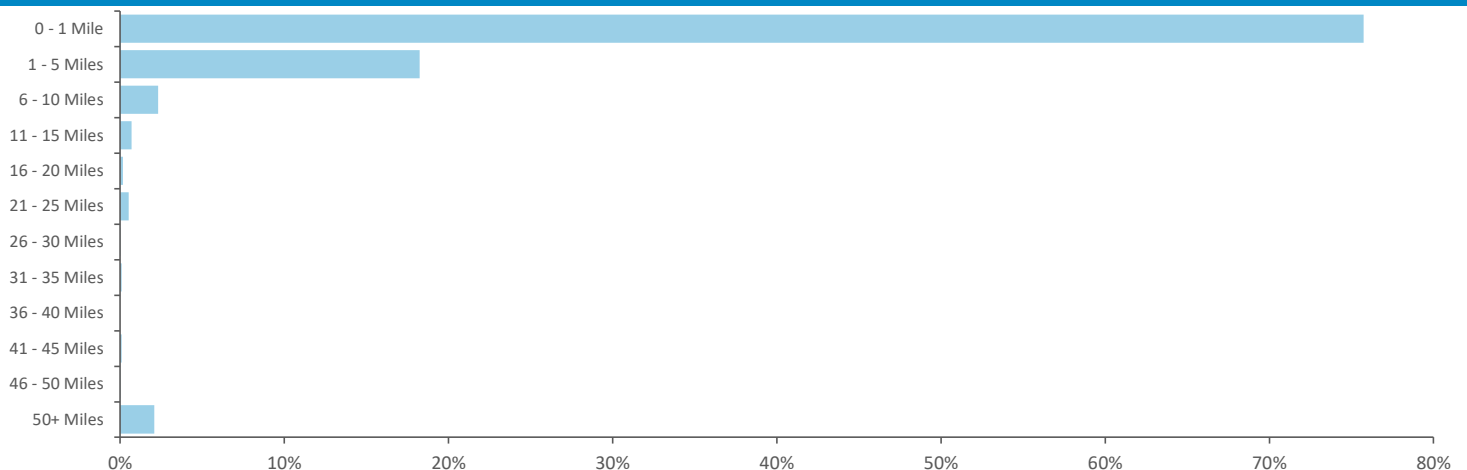
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



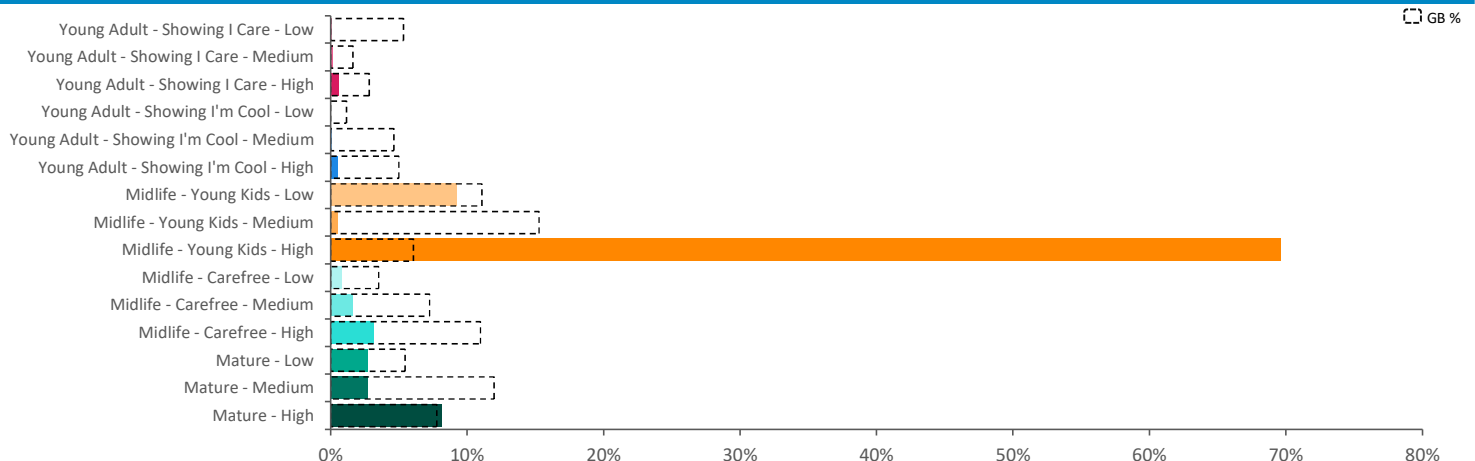
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



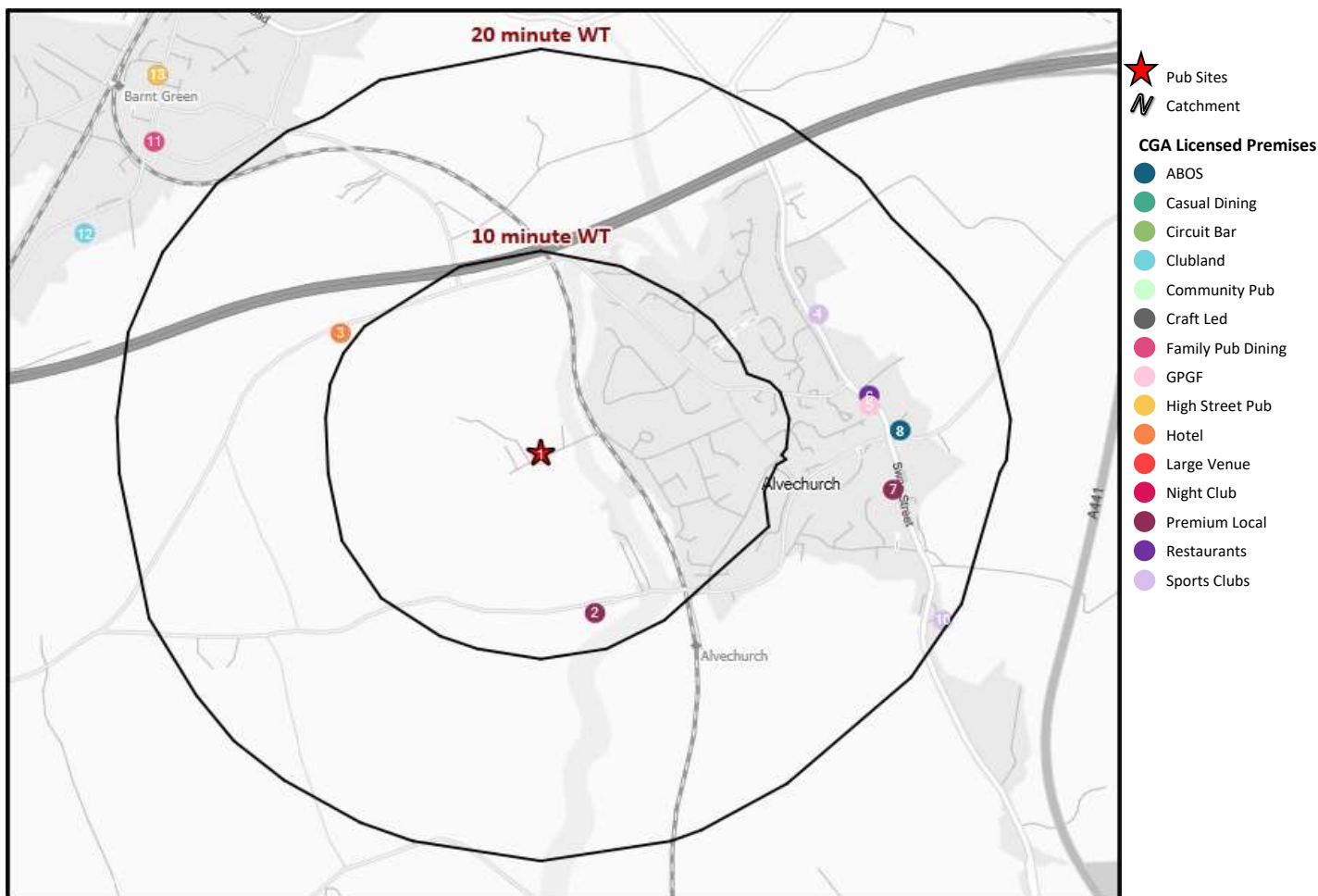
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



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

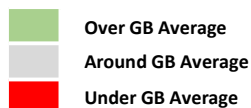
## CGA Summary - Crown Alvechurch



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Crown Inn	B 48 7PN	Star Pubs & Bars	GPGF	0.0
2	Weighbridge	B 48 7SQ	Independent Free	Premium Local	0.3
3	Woodlands	B 48 7BX	Independent Free	Hotel	0.4
4	Alvechurch Cricket Club	B 48 7TA	Independent Free	Sports Clubs	0.6
5	Red Lion	B 48 7LG	Mitchells & Butlers	GPGF	0.6
6	New Dilshad	B 48 7LF	Independent Free	Restaurants	0.6
7	Swan Hotel	B 48 7RP	Stonegate Pub Company	Premium Local	0.6
8	Alvechurch Sports and Social Club	B 48 7LA	Independent Free	Clubland	0.6
8	Cafe Morso	B 48 7LA	Independent Free	ABOS	0.6
10	Alvechurch Football Club	B 48 7RS	Independent Free	Sports Clubs	0.8
11	Victoria	B 45 8NW	Mitchells & Butlers	Family Pub Dining	0.9
12	Barnt Green Social Club	B 45 8BT	Independent Free	Clubland	0.9
13	Deedar	B 45 8NE	Independent Free	Restaurants	1.0
13	Cafe Morso	B 45 8NE	Independent Free	High Street Pub	1.0
15	Barnt Green Sports Club	B 45 8LR	Independent Free	Clubland	1.1
16	Barnt Green Inn	B 45 8PZ	Mitchells & Butlers	Family Pub Dining	1.2

## Per Pub Analysis - Crown Alvechurch



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,488	2,865	239,385
Number of Competition Pubs	2	6	212
Adults 18+ per Competition Pub	744	478	1,129

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	67	4.5%	44
Circuit Bar	14	1.0%	27
Community Pub	289	19.4%	112
Craft Led	4	0.3%	9
Great Pub Great Food	439	29.5%	154
High Street Pub	245	16.4%	95
Premium Local	430	28.9%	165

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	199	7.0%	68
Circuit Bar	53	1.9%	51
Community Pub	421	14.7%	85
Craft Led	19	0.7%	21
Great Pub Great Food	902	31.5%	164
High Street Pub	383	13.4%	77
Premium Local	863	30.1%	172

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	25,325	10.6%	104
Circuit Bar	7,987	3.3%	91
Community Pub	31,744	13.3%	76
Craft Led	7,032	2.9%	93
Great Pub Great Food	51,479	21.5%	112
High Street Pub	32,098	13.4%	77
Premium Local	46,532	19.4%	111



## 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 &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															
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"><li>Fits <b>sustainability</b> values</li><li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and <b>be on trend</b></li><li>Aids being <b>part of the group</b></li><li><b>Discovering</b> new things</li><li><b>Affordable</b></li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul></td><td><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</b> intake</li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>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></td><td><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></td></tr></table>	<ul style="list-style-type: none"><li>Fits <b>sustainability</b> values</li><li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and <b>be on trend</b></li><li>Aids being <b>part of the group</b></li><li><b>Discovering</b> new things</li><li><b>Affordable</b></li><li><b>Energising</b></li><li><b>Avoids bloating</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</b> intake</li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>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>										
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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.																