CACI

Catchment Summary - Anvil Inn Sutton Coldfield
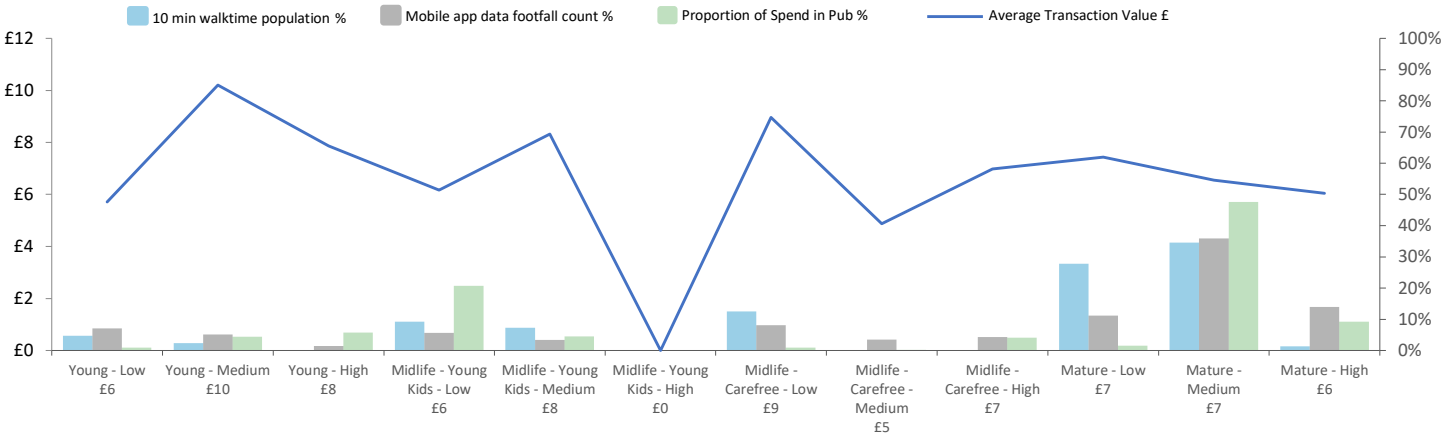
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
627217	Anvil Inn Sutton Coldfield	B 75 7ET	Star Pubs & Bars	Premium Local	8

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 £

Segments: Young - Low £6 · Young - Medium £10 · Young - High £8 · Midlife - Young Kids - Low £6 · Midlife - Young Kids - Medium £8 · Midlife - Young Kids - High £0 · Midlife - Carefree - Low £9 · Midlife - Carefree - Medium £5 · Midlife - Carefree - High £7 · Mature - Low £7 · Mature - Medium £7 · Mature - High £6

See the Glossary page for further information on the above variables

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Catchment Summary - Anvil Inn Sutton Coldfield

star PUBS&BARS

*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	3,309	13,965	531,763	62	75	121

Over GB Average
Around GB Average
Under GB Average

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	2,546	10,790	407,923	57	71	117
	Competition Pubs	1	1	345	6	3	83
	Adults 18+ per Competition Pub	2,546	10,790	1,182	296	1,256	138
	% Adults Likely to Drink	75.7%	77.0%	72.0%	99	101	94
Affluence	Low	54.4%	31.0%	45.3%	164	93	136
	Medium	44.3%	52.9%	33.6%	116	139	88
	High	1.3%	16.1%	20.0%	5	59	73

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	210	971	42,820	78	85	99
	25-34	400	1,780	68,797	91	96	97
	35-44	381	1,695	68,386	87	92	97
	45-64	892	3,886	132,322	105	108	97
	65+	663	2,458	95,598	104	92	94
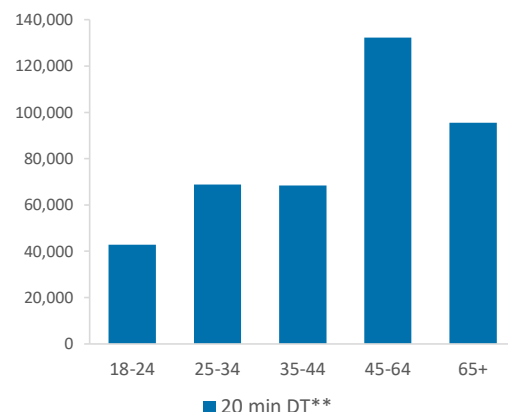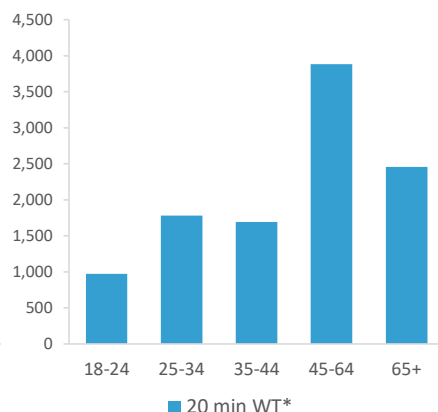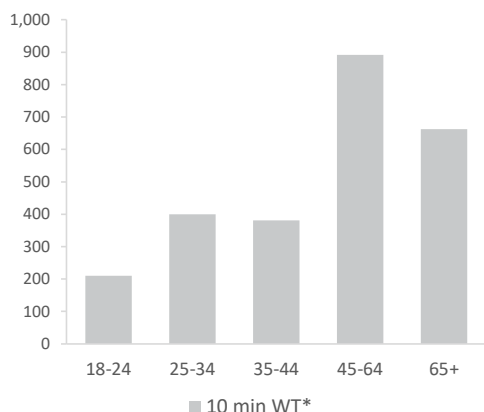
10 min WT*

20 min WT*

20 min DT**

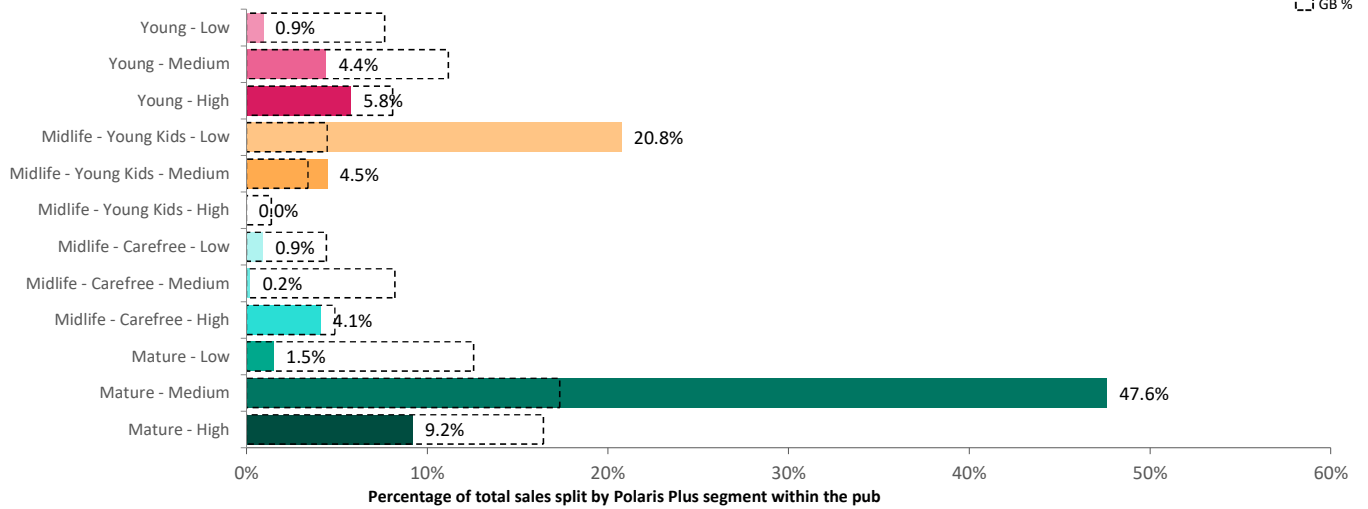|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,586 (48%)	6,647 (48%)	258,369 (49%)	98	97	99
	Female	1,723 (52%)	7,318 (52%)	273,394 (51%)	102	103	101
Economic Status (16+)	Employed: Full-time	945 (36%)	4,239 (38%)	138,878 (33%)	104	110	95
	Employed: Part-time	297 (11%)	1,372 (12%)	50,760 (12%)	94	103	101
	Self employed	197 (7%)	824 (7%)	32,713 (8%)	81	80	84
	Unemployed	82 (3%)	329 (3%)	15,470 (4%)	112	107	133
	Full-time student	51 (2%)	180 (2%)	9,363 (2%)	81	68	93
	Retired	612 (23%)	2,487 (22%)	90,453 (21%)	106	102	98
	Other	462 (17%)	1,734 (16%)	84,530 (20%)	100	89	115
	Total Worker Count	422	3,463	235,454			

See the Glossary page for further information on the above variables

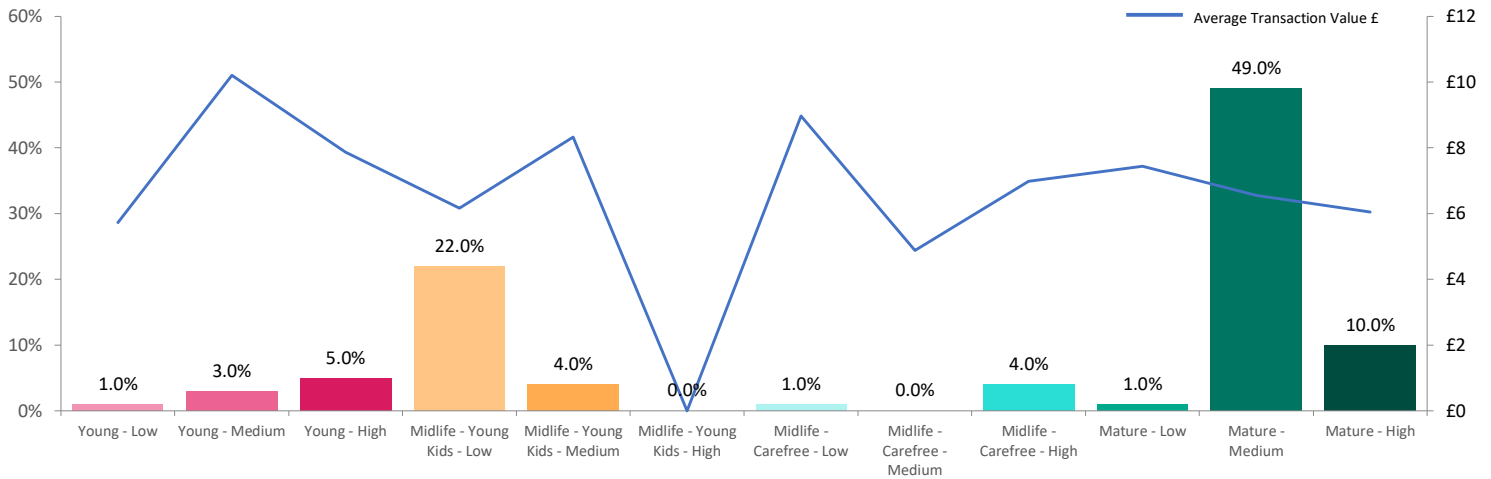# Transactional Data Summary - Anvil Inn Sutton Coldfield

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.9%
Young - Medium	4.4%
Young - High	5.8%
Midlife - Young Kids - Low	20.8%
Midlife - Young Kids - Medium	4.5%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.9%
Midlife - Carefree - Medium	0.2%
Midlife - Carefree - High	4.1%
Mature - Low	1.5%
Mature - Medium	47.6%
Mature - High	9.2%

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	1.0%
Young - Medium	3.0%
Young - High	5.0%
Midlife - Young Kids - Low	22.0%
Midlife - Young Kids - Medium	4.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	4.0%
Mature - Low	1.0%
Mature - Medium	49.0%
Mature - High	10.0%

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

Spend by Month and Polaris

Anvil Inn Sutton Coldfield
Star Pubs
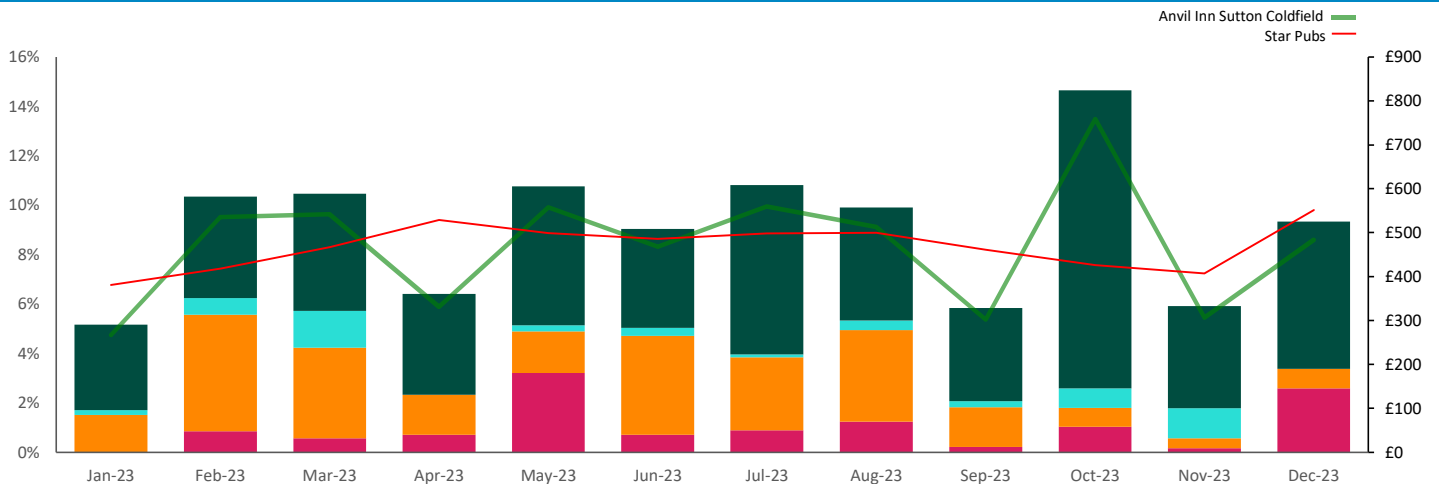
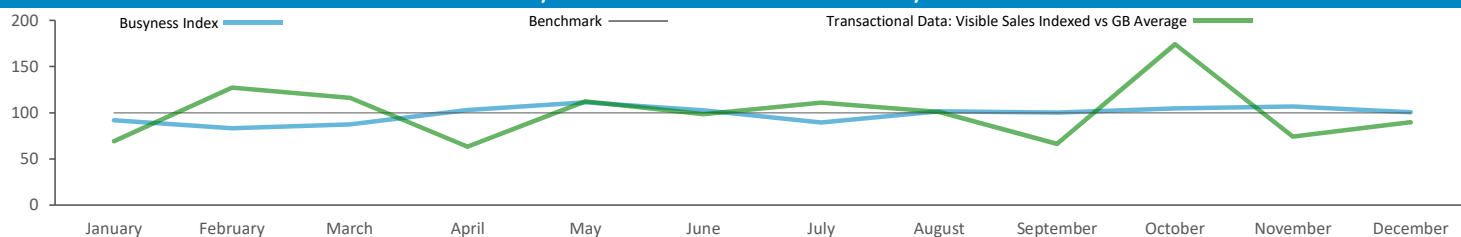Seasonality of the spend split by month

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Mobile Data Summary - Anvil Inn Sutton Coldfield

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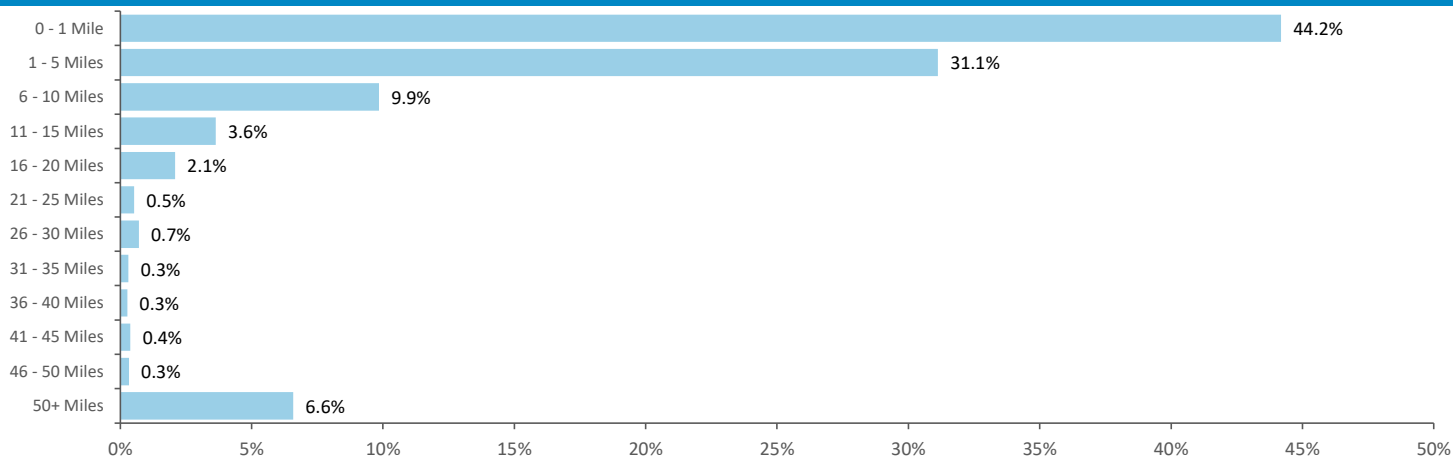
Time of Day/Day of Week
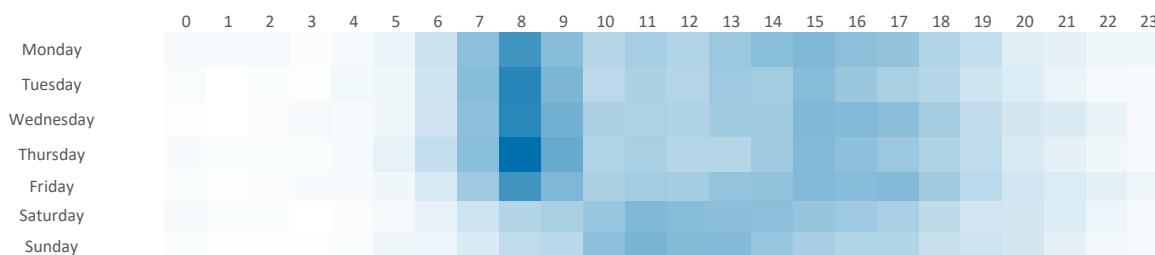
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

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	44.2%
1 - 5 Miles	31.1%
6 - 10 Miles	9.9%
11 - 15 Miles	3.6%
16 - 20 Miles	2.1%
21 - 25 Miles	0.5%
26 - 30 Miles	0.7%
31 - 35 Miles	0.3%
36 - 40 Miles	0.3%
41 - 45 Miles	0.4%
46 - 50 Miles	0.3%
50+ Miles	6.6%

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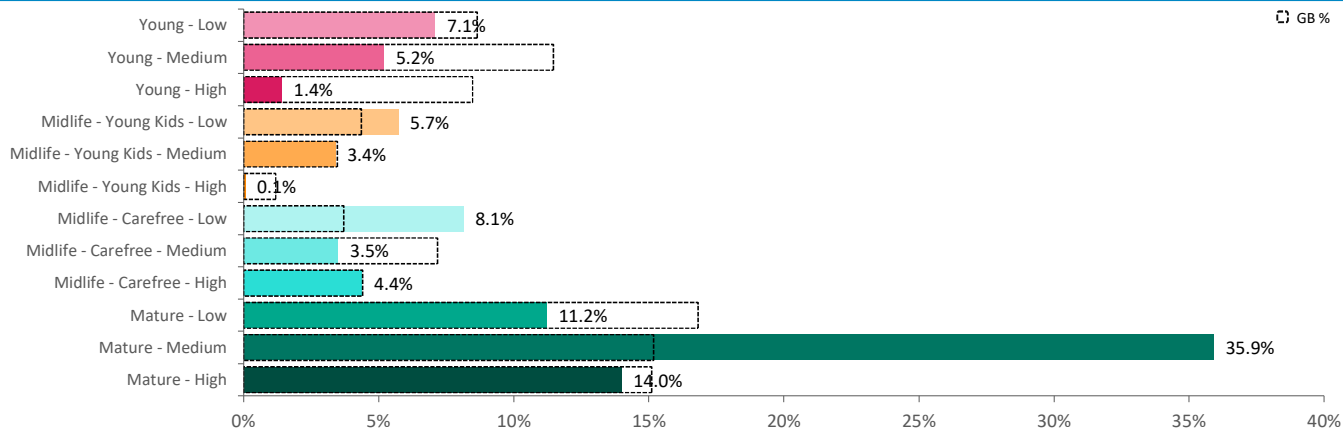
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	62.9%
Worker	9.2%
Tourist	10.1%
Local Tourist	17.8%
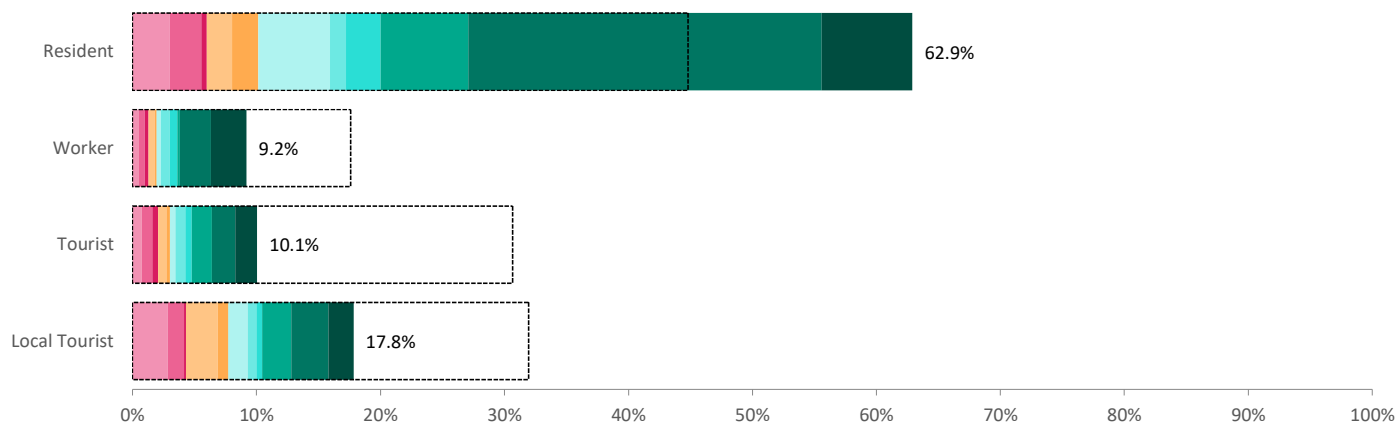
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Anvil Inn Sutton Coldfield
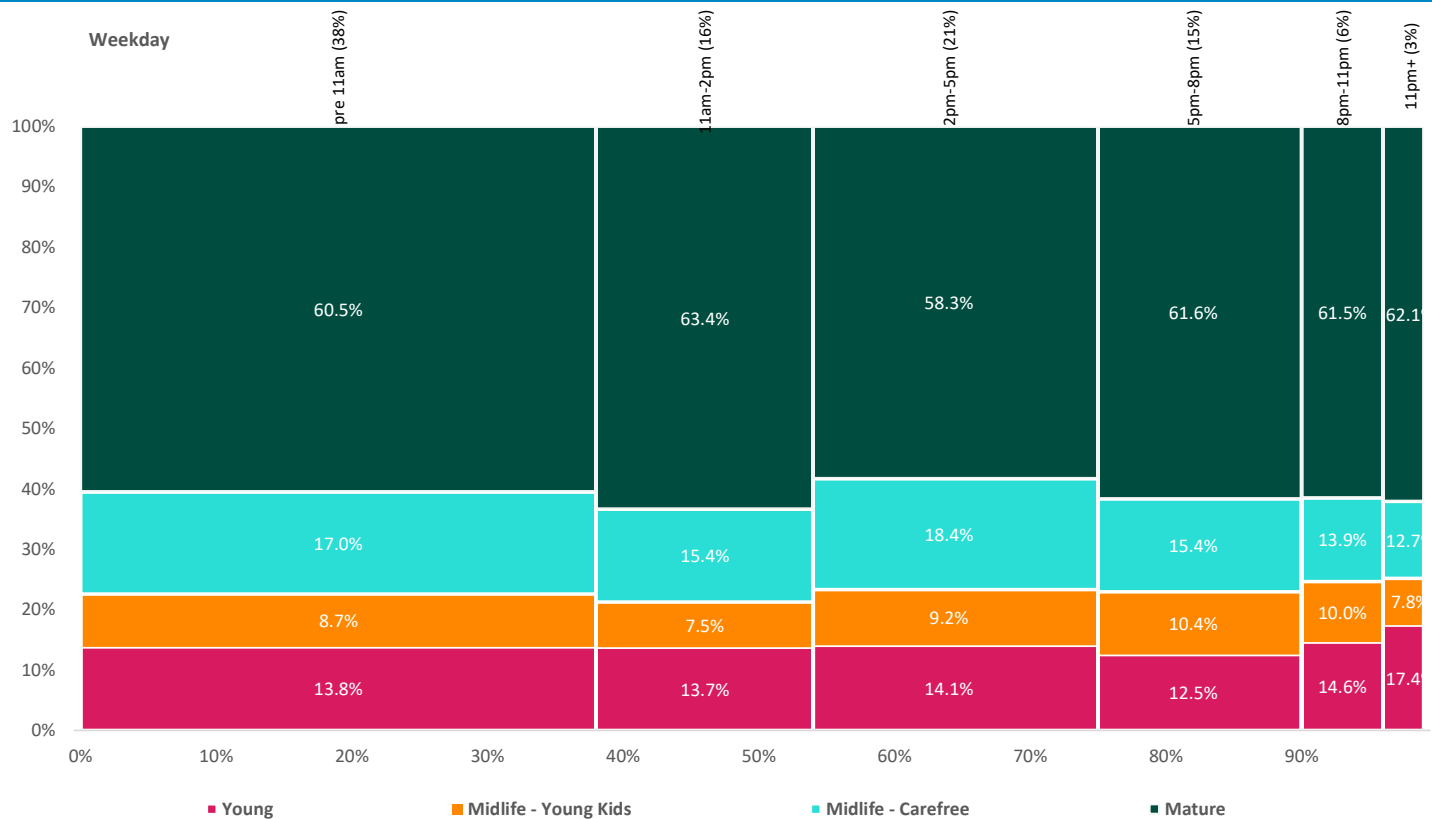
star PUBS & BARS

Polaris Plus Profile

GB %

Category	Value
Young - Low	7.1%
Young - Medium	5.2%
Young - High	1.4%
Midlife - Young Kids - Low	5.7%
Midlife - Young Kids - Medium	3.4%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	8.1%
Midlife - Carefree - Medium	3.5%
Midlife - Carefree - High	4.4%
Mature - Low	11.2%
Mature - Medium	35.9%
Mature - High	14.0%

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	43.8%
1 - 5 Miles	31.7%
6 - 10 Miles	9.6%
11 - 15 Miles	3.7%
16 - 20 Miles	2.1%
21 - 25 Miles	0.5%
26 - 30 Miles	0.7%
31 - 35 Miles	0.3%
36 - 40 Miles	0.3%
41 - 45 Miles	0.4%
46 - 50 Miles	0.3%
50+ Miles	6.4%

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

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Mobile Data Summary - Anvil Inn Sutton Coldfield

star PUBS & BARS

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

Weekday

Columns: pre 11am (38%), 11am-2pm (16%), 2pm-5pm (21%), 5pm-8pm (15%), 8pm-11pm (6%), 11pm+ (3%)

Polaris	pre 11am (38%)	11am-2pm (16%)	2pm-5pm (21%)	5pm-8pm (15%)	8pm-11pm (6%)	11pm+ (3%)
Mature	60.5%	63.4%	58.3%	61.6%	61.5%	62.1%
Midlife - Carefree	17.0%	15.4%	18.4%	15.4%	13.9%	12.7%
Midlife - Young Kids	8.7%	7.5%	9.2%	10.4%	10.0%	7.8%
Young	13.8%	13.7%	14.1%	12.5%	14.6%	17.4%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

Columns: pre 11am (26%), 11am-2pm (27%), 2pm-5pm (22%), 5pm-8pm (14%), 8pm-11pm (7%), 11pm+ (4%)

Polaris	pre 11am (26%)	11am-2pm (27%)	2pm-5pm (22%)	5pm-8pm (14%)	8pm-11pm (7%)	11pm+ (4%)
Mature	68.0%	66.7%	63.2%	61.9%	60.4%	71.3%
Midlife - Carefree	13.5%	14.0%	16.0%	14.5%	12.7%	10.9%
Midlife - Young Kids	7.2%	8.6%	6.6%	10.3%	9.7%	4.0%
Young	11.3%	10.7%	14.2%	13.4%	17.3%	13.8%

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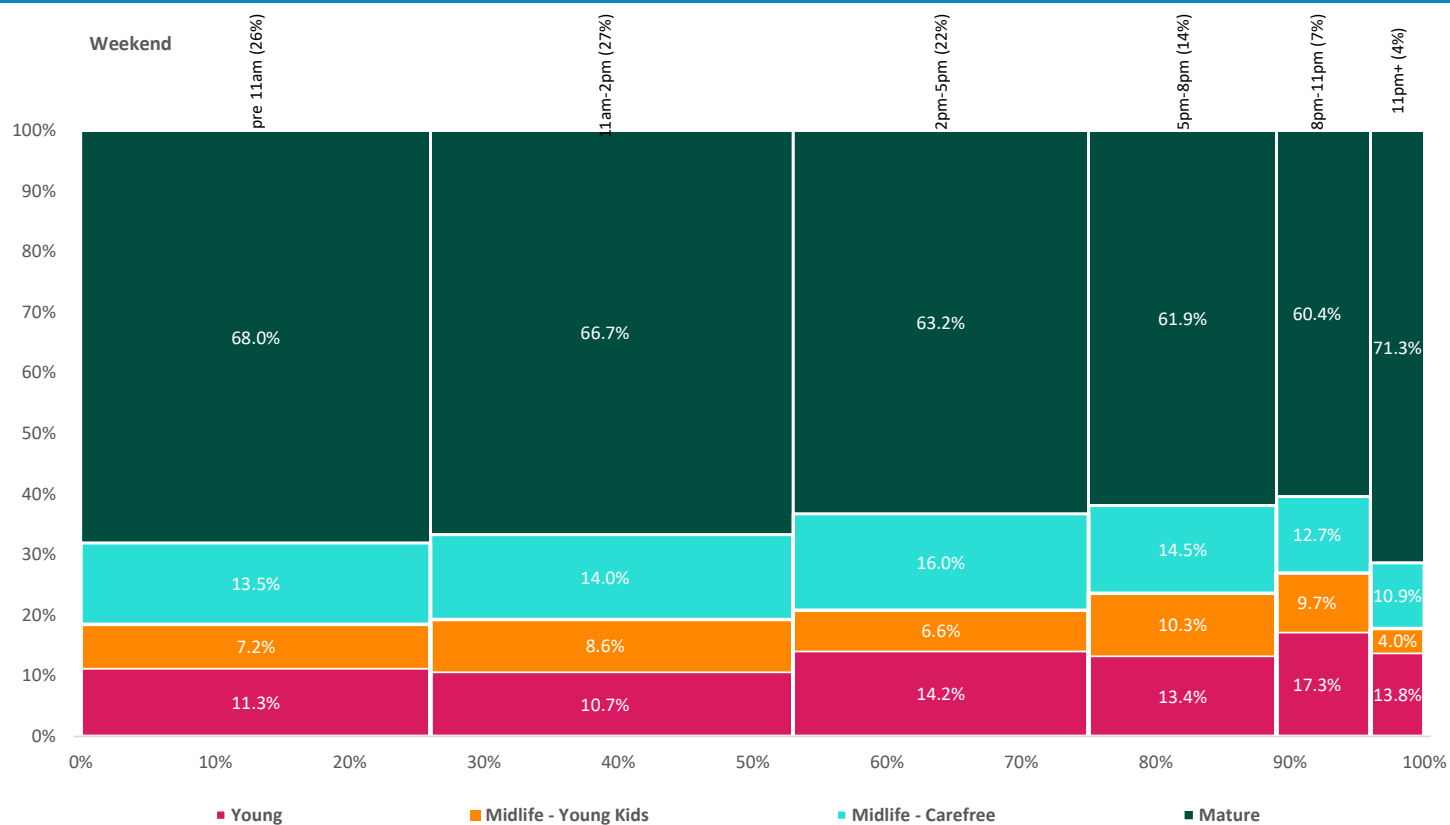
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Anvil Inn Sutton Coldfield

Legend:
- ★ Pub Sites
- N 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	181	1,236	113,390	26	42	101
Midlife - Young Kids	422	1,186	65,557	152	101	147
Midlife - Carefree	319	1,618	61,777	79	95	96
Mature	1,624	6,750	162,725	144	141	90
Not Private Households	0	0	4,474	0	0	84
Total	2,546	10,790	407,923			

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Polaris Plus Summary - Anvil Inn Sutton Coldfield

Pub Sites

Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

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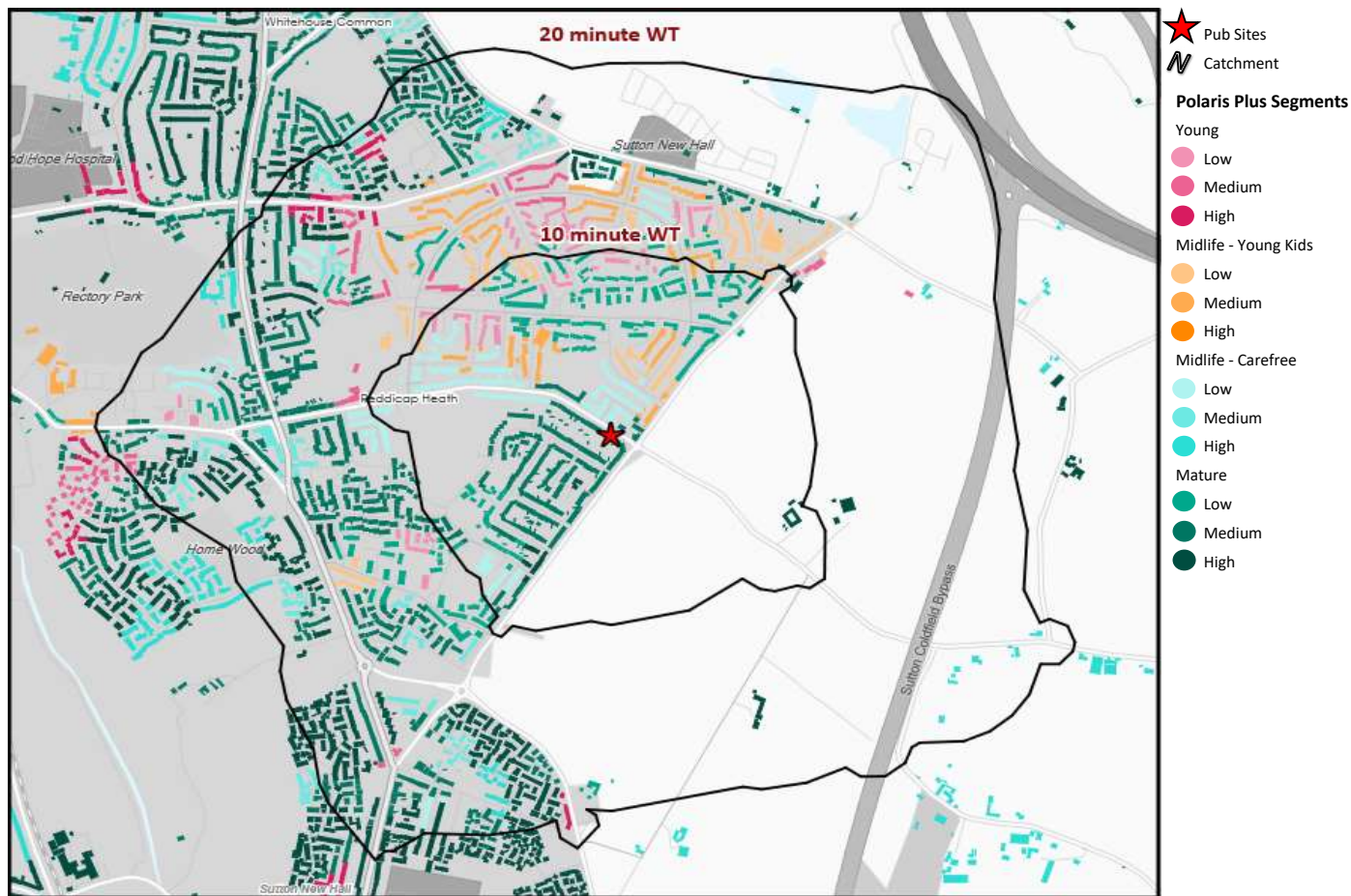
Polaris Plus Profile by Catchment

*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	120	686	67,316	48	65	168
Medium	61	417	38,490	22	35	86
High	0	133	7,584	0	18	28
Midlife - Young Kids						
Low	237	452	43,881	170	76	196
Medium	185	734	21,652	168	157	123
High	0	0	24	0	0	1
Midlife - Carefree						
Low	319	749	30,963	297	165	180
Medium	0	619	12,174	0	80	42
High	0	250	18,640	0	52	103
Mature						
Low	709	1,459	42,560	203	98	76
Medium	881	3,939	64,705	221	233	101
High	34	1,352	55,460	9	84	91
Not Private Households	0	0	4,474	0	0	84
Total	2,546	10,790	407,923			

CGA Summary - Anvil Inn Sutton Coldfield

star PUBS & BARS

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
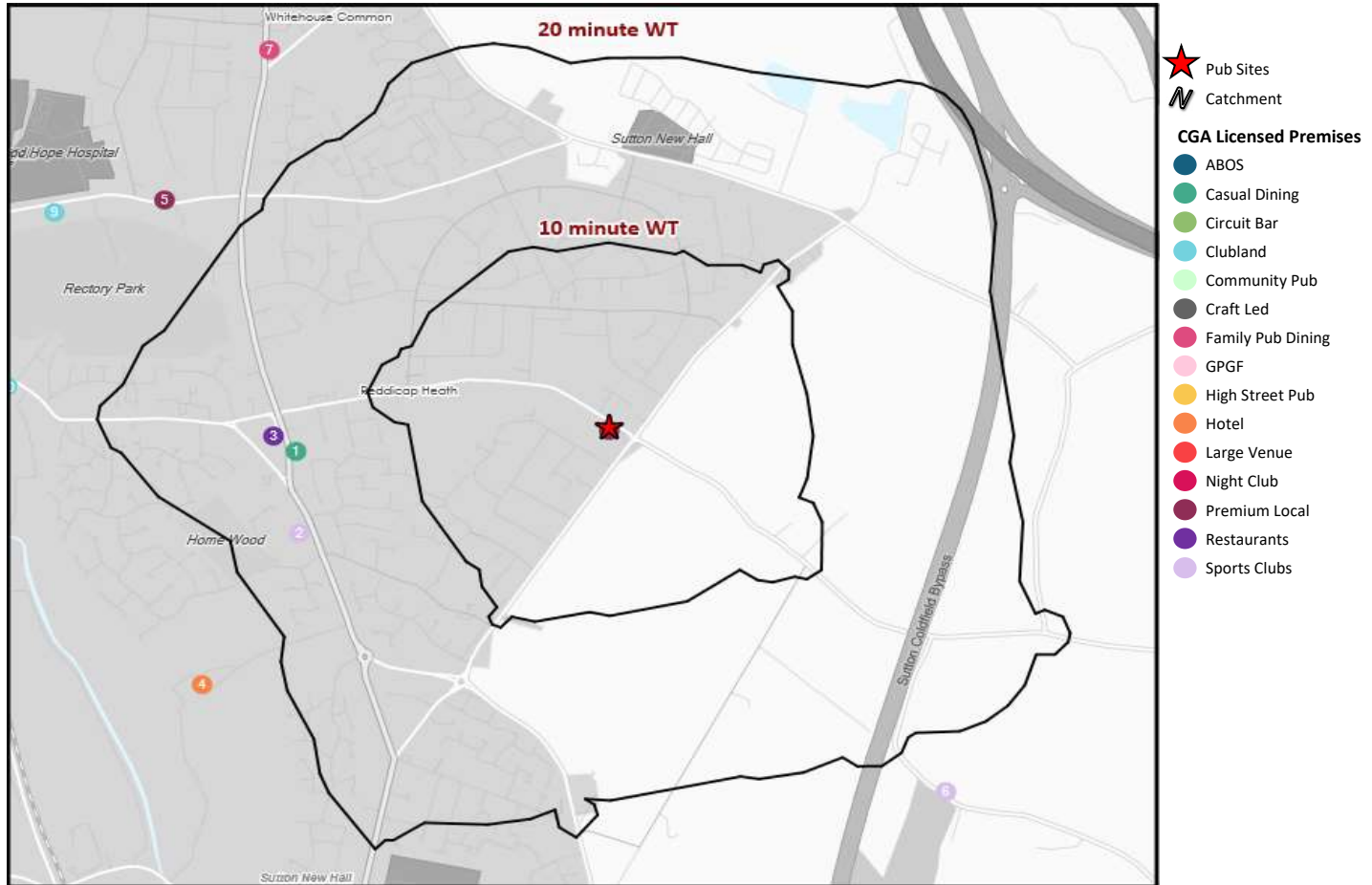
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Anvil Inn	B 75 7ET	Star Pubs & Bars	Premium Local	0.0
1	Pesto	B 76 1NX	Star Pubs & Bars	Casual Dining	0.6
2	Sutton Coldfield Rugby Club	B 76 1PG	Independent Free	Sports Clubs	0.6
3	Hollyfield Fish Bar	B 76 1NY	Independent Free	Restaurants	0.6
4	New Hall Hotel	B 76 1QX	Independent Free	Hotel	0.9
5	Boot Inn	B 75 7RU	Punch Pub Company	Premium Local	0.9
6	Wishaw Golf Club	B 76 9QW	Independent Free	Sports Clubs	1.0
7	White Horse	B 75 6HD	Greene King	Family Pub Dining	1.0
8	Sutton Recreation Trust Club	B 76 2QA	Independent Free	Sports Clubs	1.1
9	Sutton Cricket Club	B 75 7RS	Independent Free	Clubland	1.1
10	Parkfield Amateur Football Club	B 75 7BA	Independent Free	Clubland	1.1
11	Moxhull Hall Hotel	B 76 9PD	Independent Free	Hotel	1.1

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*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+	2,546	10,790	407,923
Number of Competition Pubs	1	1	345
Adults 18+ per Competition Pub	2,546	10,790	1,182

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	63	2.5%	31
Circuit Bar	0	99	3.9%	96
Community Pub	0	791	31.1%	162
Craft Led	0	26	1.0%	29
Great Pub Great Food	0	207	8.1%	46
High Street Pub	0	719	28.2%	153
Premium Local	1	323	12.7%	77

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	460	4.3%	53
Circuit Bar	0	338	3.1%	77
Community Pub	0	2,414	22.4%	117
Craft Led	0	159	1.5%	43
Great Pub Great Food	0	1,701	15.8%	89
High Street Pub	0	2,333	21.6%	117
Premium Local	1	2,016	18.7%	113

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	15	25,889	6.3%	79
Circuit Bar	17	18,789	4.6%	114
Community Pub	38	91,035	22.3%	117
Craft Led	0	11,466	2.8%	81
Great Pub Great Food	34	60,223	14.8%	83
High Street Pub	46	87,690	21.5%	117
Premium Local	37	65,220	16.0%	97

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			