

Catchment Summary - Plough Oldbury



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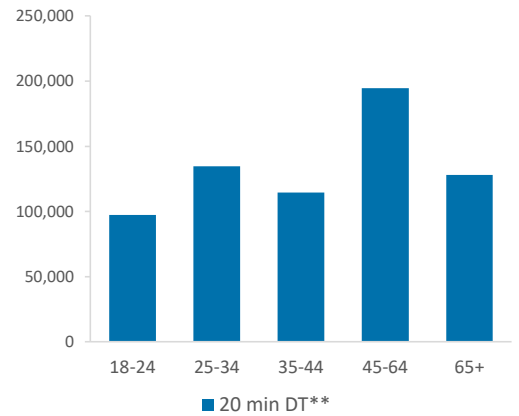
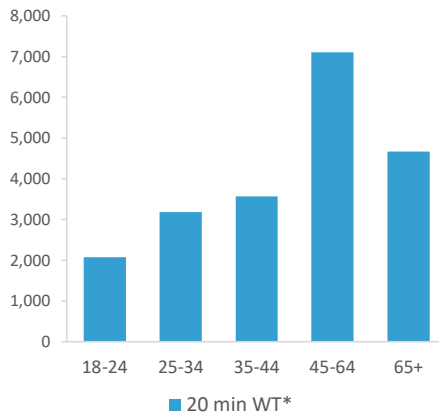
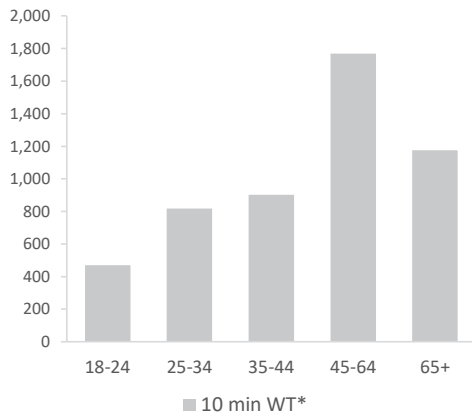
Over GB Average
Around GB Average
Under GB Average

*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	6,731	27,061	869,509	127	186	229	
Adults 18+	5,134	20,612	668,998	118	115	224	
Competition Pubs	2	11	669	13	34	185	
Adults 18+ per Competition Pub	2,567	1,874	1,000	311	227	121	
% Adults Likely to Drink	79.1%	79.6%	79.7%	96	97	97	
Affluence	Low	55.2%	51.2%	33.6%	215	199	131
	Medium	40.8%	42.6%	39.8%	104	108	101
	High	4.0%	6.2%	25.2%	12	19	75
Age Profile	18-24	470	2,079	97,479	86	95	138
	25-34	818	3,183	134,631	91	89	117
	35-44	902	3,573	114,461	104	103	102
	45-64	1,769	7,105	194,509	103	103	88
	65+	1,175	4,672	127,918	91	90	77

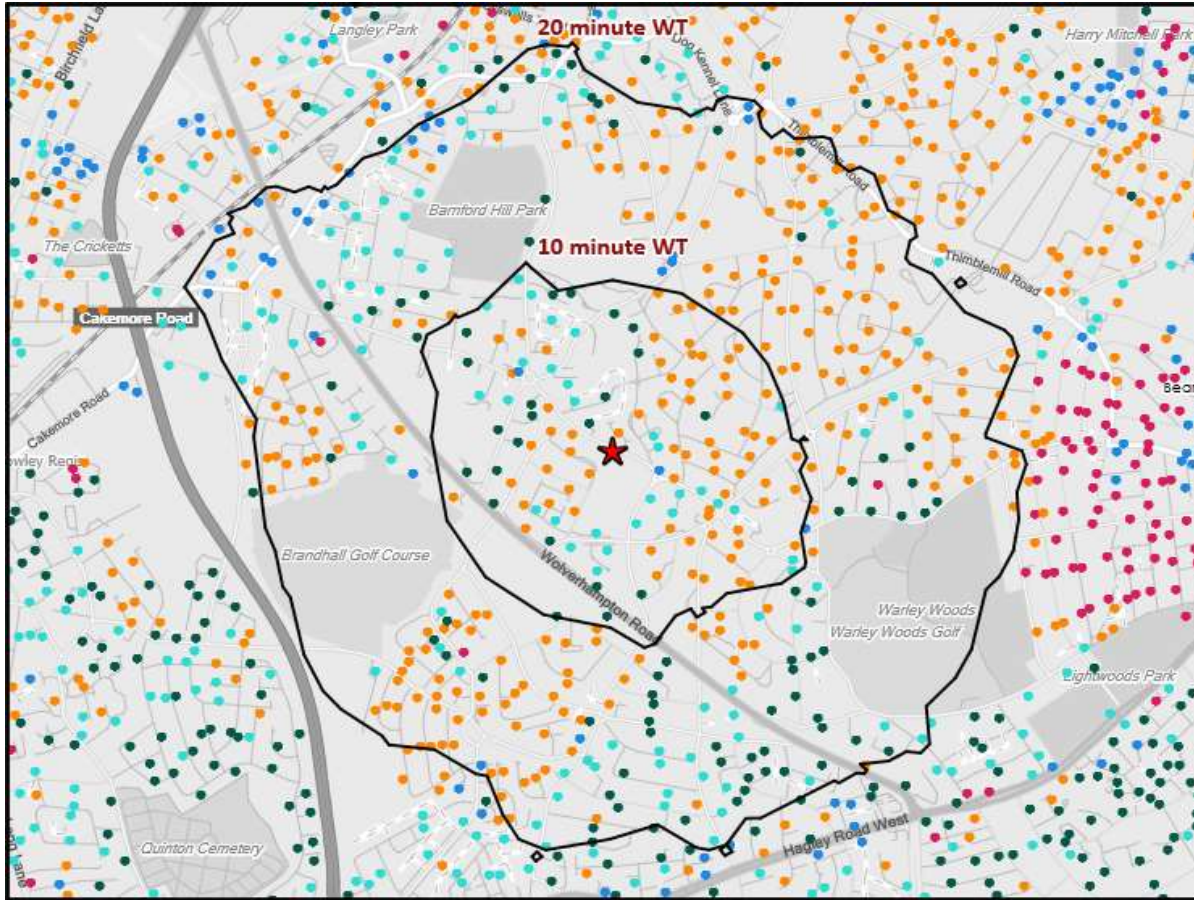
*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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	3,370 (50%)	13,321 (49%)	433,066 (50%)	101	100	101
	Female	3,361 (50%)	13,740 (51%)	436,443 (50%)	99	100	99
Economic Status (16-74)	Employed: Full-time	1,678 (36%)	6,977 (37%)	242,121 (39%)	86	88	93
	Employed: Part-time	635 (14%)	2,638 (14%)	77,385 (12%)	105	106	95
	Self employed	248 (5%)	1,051 (6%)	42,877 (7%)	56	58	71
	Unemployed	207 (4%)	836 (4%)	23,902 (4%)	187	185	160
	Retired	759 (16%)	2,950 (15%)	75,119 (12%)	118	112	87
	Other	1,145 (25%)	4,632 (24%)	166,920 (27%)	124	123	135
Total Worker Count	985	4,473	353,775				

See the Glossary page for further information on the above variables

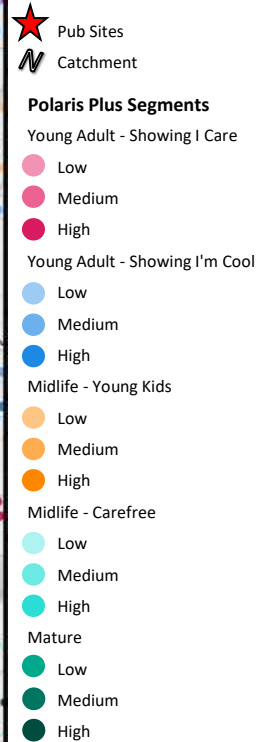
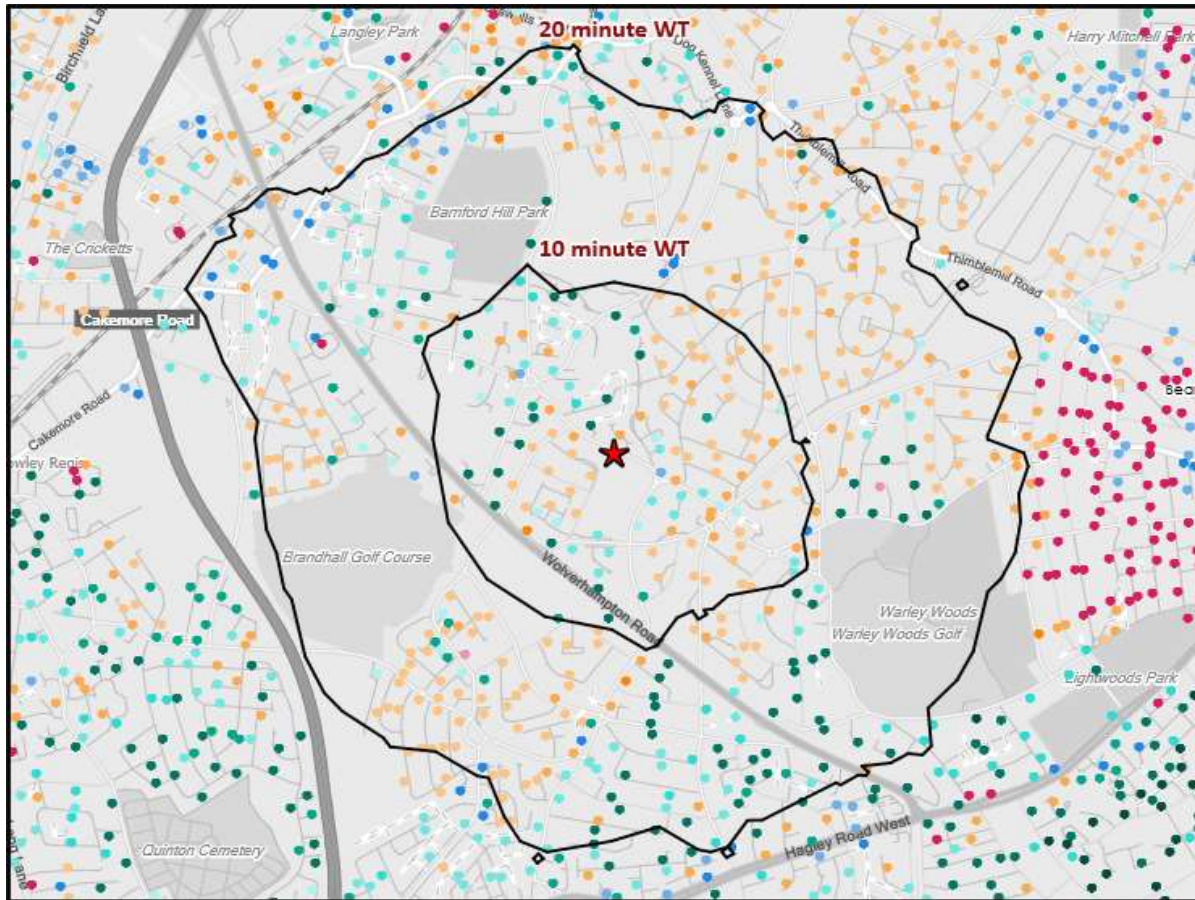


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	193	121,192	0	10	203
Young Adult - Showing I'm Cool	109	776	74,490	23	41	121
Midlife - Young Kids	3,207	12,160	247,061	199	188	118
Midlife - Carefree	880	4,243	126,174	81	98	90
Mature	938	3,240	90,770	65	56	48
Not Private Households	0	0	9,311	0	0	97
Total	5,134	20,612	668,998			



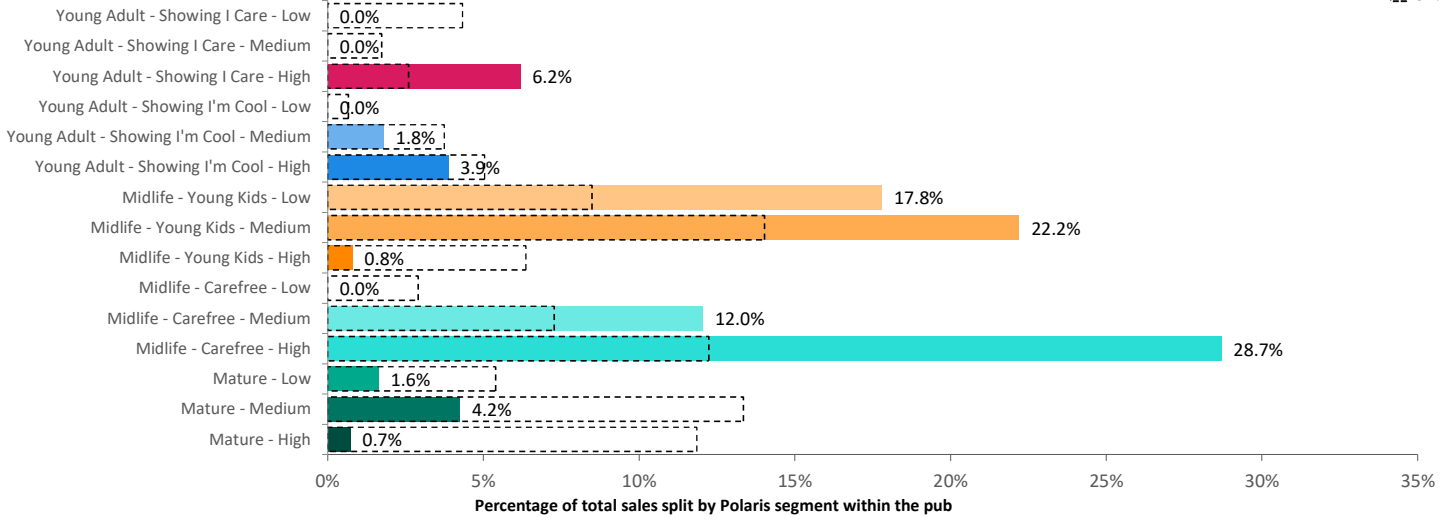
Polaris Plus Profile by Catchment

*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	151	37,833	0	17	135
Medium	0	0	14,836	0	0	163
High	0	42	68,523	0	6	304
Young Adult - Showing I'm Cool						
Low	0	0	1,262	0	0	18
Medium	24	308	30,176	13	40	122
High	85	468	43,052	37	51	144
Midlife - Young Kids						
Low	2,306	9,009	127,297	404	393	171
Medium	859	2,963	106,653	112	96	107
High	42	188	13,111	15	17	36
Midlife - Carefree						
Low	210	698	29,644	120	100	130
Medium	593	2,956	68,221	172	213	152
High	77	589	28,309	14	26	39
Mature						
Low	319	696	28,469	105	57	72
Medium	619	2,544	46,483	95	98	55
High	0	0	15,818	0	0	25
Not Private Households	0	0	9,311	0	0	97
Total	5,134	20,612	668,998			

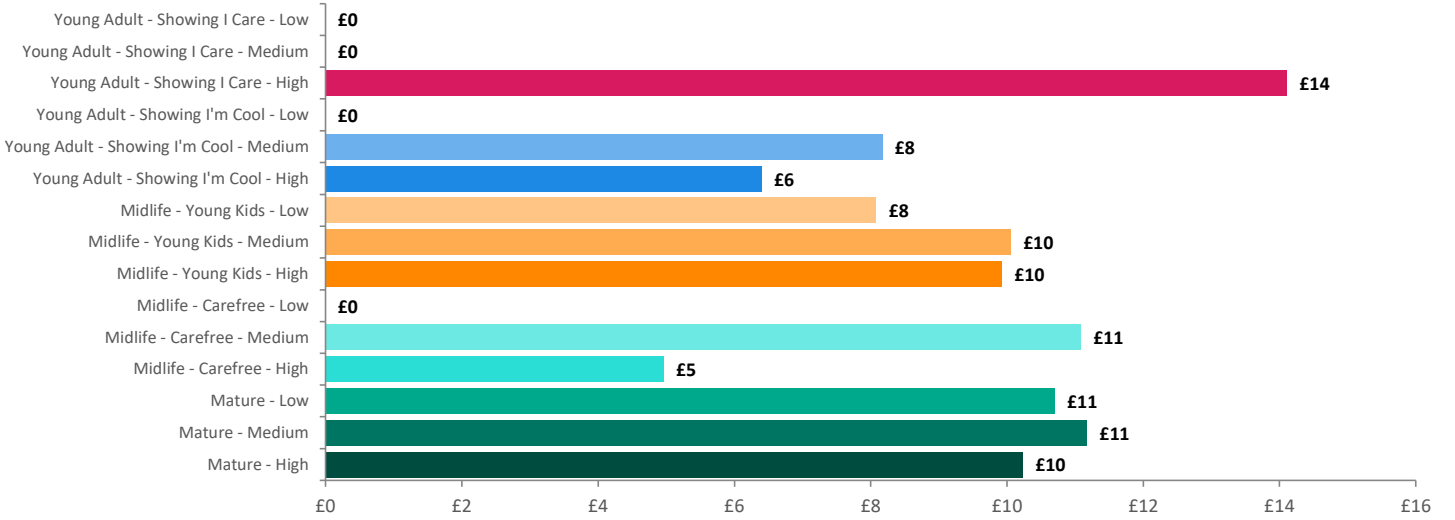
Spend by Polaris

GB %



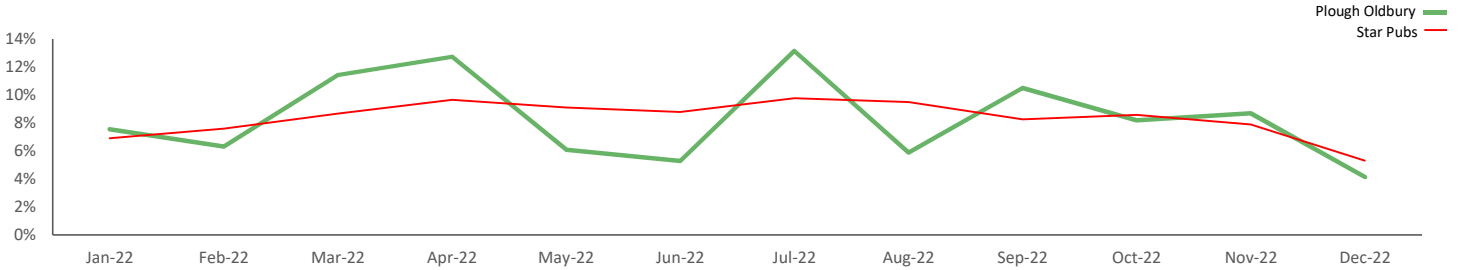
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

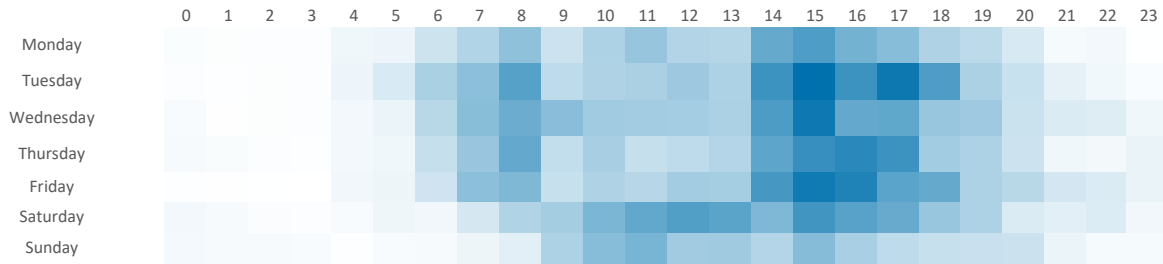


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

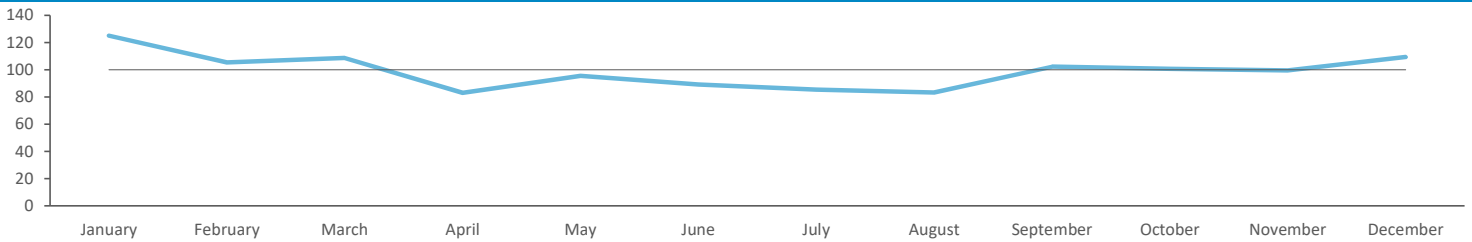


Time of Day/Day of Week



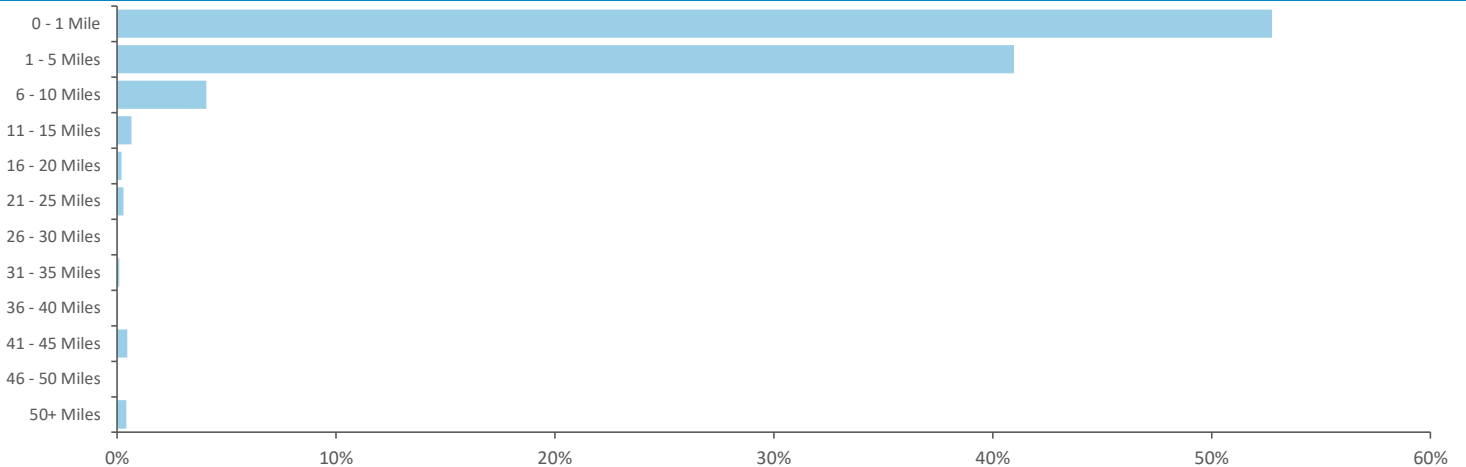
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



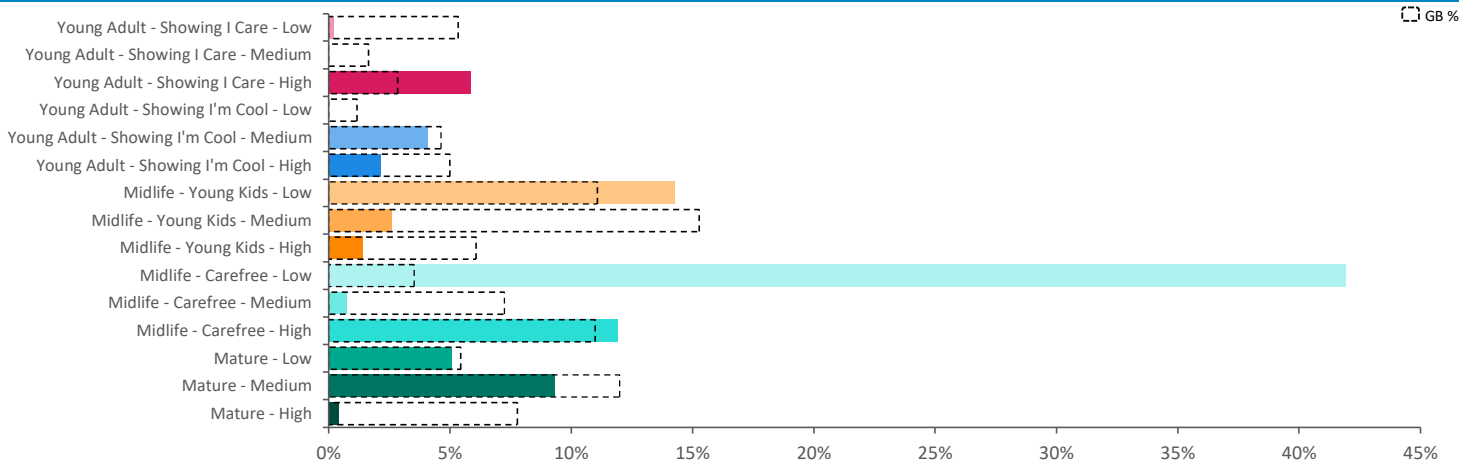
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

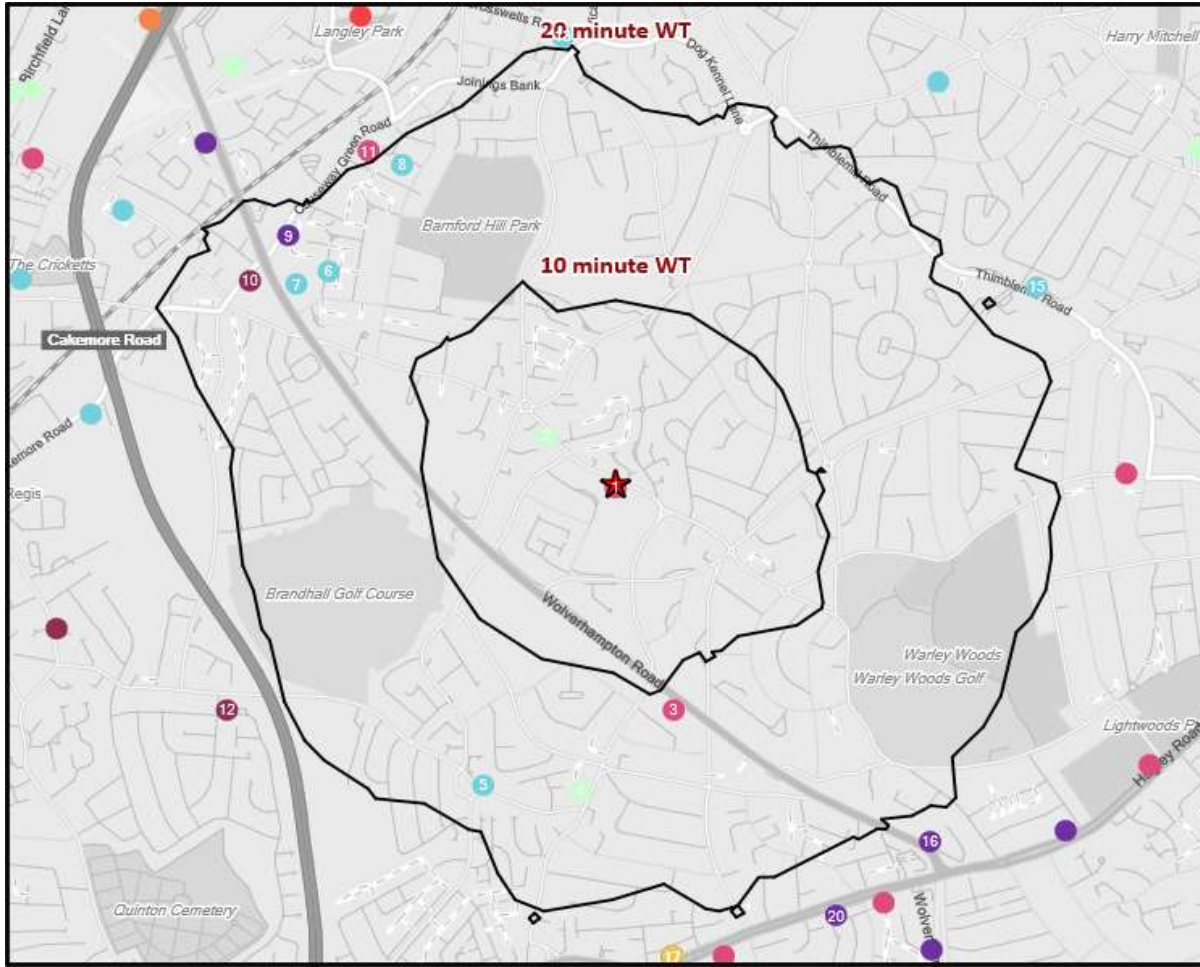


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

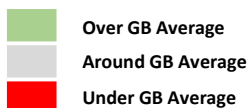
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	George	B 68 9LN	Mitchells & Butlers	Family Pub Dining	0.0
2	Plough	B 68 9LH	Star Pubs & Bars	Community Pub	0.2
3	Wernley	B 68 0LR	Mitchells & Butlers	Family Pub Dining	0.5
4	Perry Hill Tavern	B 68 0AR	Stonegate Pub Company	Community Pub	0.6
5	Brandhall Labour Club	B 68 0JT	Independent Free	Clubland	0.7
6	Royal British Legion Club	B 68 8NY	Independent Free	Clubland	0.7
7	225 Field Squadron Royal Engineers	B 68 8DH	Independent Free	Clubland	0.7
8	Langley Ward Conservative Club	B 68 8QY	Independent Free	Clubland	0.8
9	Saphari	B 68 8LJ	Independent Free	Restaurants	0.8
10	Old Dispensary	B 68 8LS	Independent Free	Premium Local	0.8
11	Old Cross	B 68 8LD	Stonegate Pub Company	Family Pub Dining	0.8
12	Full Moon	B 62 9QG	Stonegate Pub Company	Premium Local	0.9
13	Hot Shots Snooker Club	B 68 8HH	Independent Free	Clubland	0.9
13	Langley Bowling Club	B 68 8HH	Independent Free	Clubland	0.9
15	Thimblemill Recreation Centre	B 67 6NR	Independent Free	Clubland	0.9
16	Tasty Pizza Restaurant	B 68 0LH	Independent Free	Restaurants	0.9
17	Nawab Tandoori	B 68 0BZ	Independent Free	Restaurants	1.0
17	Sentinos Pizza & Grill	B 68 0BZ	Independent Free	Casual Dining	1.0
17	Masons Microbar	B 68 0BZ	Independent Free	High Street Pub	1.0
20	Bengal Brasserie	B 32 2AD	Independent Free	Restaurants	1.0

Per Pub Analysis - Plough Oldbury



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,134	20,612	668,998
Number of Competition Pubs	2	11	669
Adults 18+ per Competition Pub	2,567	1,874	1,000

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	234	4.6%	45
Circuit Bar	142	2.8%	75
Community Pub	1,670	32.5%	187
Craft Led	67	1.3%	41
Great Pub Great Food	294	5.7%	30
High Street Pub	1,515	29.5%	170
Premium Local	409	8.0%	45

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	979	4.8%	47
Circuit Bar	503	2.4%	67
Community Pub	6,339	30.8%	177
Craft Led	308	1.5%	47
Great Pub Great Food	1,367	6.6%	35
High Street Pub	5,779	28.0%	162
Premium Local	1,682	8.2%	47

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	85,759	12.8%	126
Circuit Bar	26,409	3.9%	108
Community Pub	125,260	18.7%	108
Craft Led	33,238	5.0%	157
Great Pub Great Food	98,764	14.8%	77
High Street Pub	123,196	18.4%	106
Premium Local	69,196	10.3%	59

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</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.																			
	<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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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.																			