CACI

Catchment Summary - Fountain Lichfield

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	4,669	13,450	257,269	88	92	68

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	3,805	10,738	205,200	87	60	69
	Competition Pubs	14	31	281	93	97	78
	Adults 18+ per Competition Pub	272	346	730	33	42	88
	% Adults Likely to Drink	84.3%	82.3%	83.5%	102	100	101
Affluence	Low	25.6%	39.8%	19.1%	100	155	74
	Medium	36.0%	31.3%	42.2%	91	80	107
	High	38.3%	27.0%	37.1%	114	81	111

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	223	754	16,852	59	69	81
	25-34	494	1,574	30,002	80	88	88
	35-44	485	1,617	30,395	81	93	92
	45-64	1,241	3,368	69,284	104	98	105
	65+	1,362	3,425	58,667	153	133	119
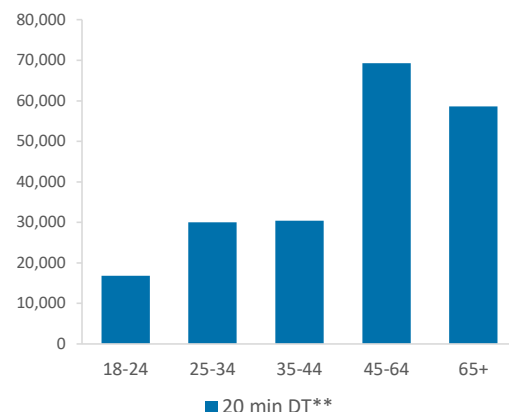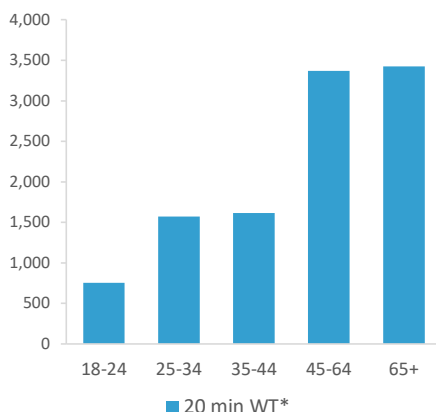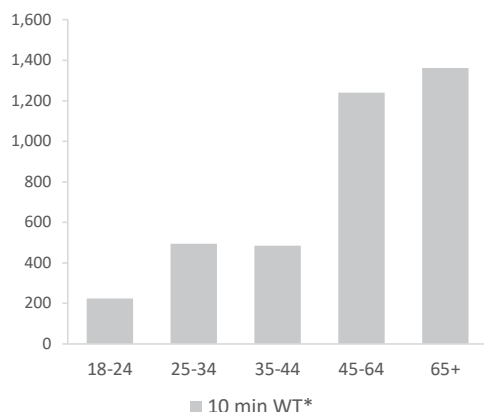
Legend: Over GB Average / Around GB Average / Under GB Average

		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	2,232 (48%)	6,469 (48%)	126,266 (49%)	97	97	99
	Female	2,437 (52%)	6,981 (52%)	131,003 (51%)	103	103	101
Economic Status (16-74)	Employed: Full-time	1,301 (42%)	3,641 (40%)	77,312 (43%)	101	96	102
	Employed: Part-time	398 (13%)	1,260 (14%)	25,599 (14%)	99	107	109
	Self employed	276 (9%)	724 (8%)	16,629 (9%)	93	83	96
	Unemployed	65 (2%)	243 (3%)	3,928 (2%)	88	113	91
	Retired	642 (21%)	1,678 (18%)	31,246 (17%)	150	134	125
	Other	423 (14%)	1,533 (17%)	26,697 (15%)	69	86	75
	Total Worker Count	2,044	7,665	130,820			

See the Glossary page for further information on the above variables
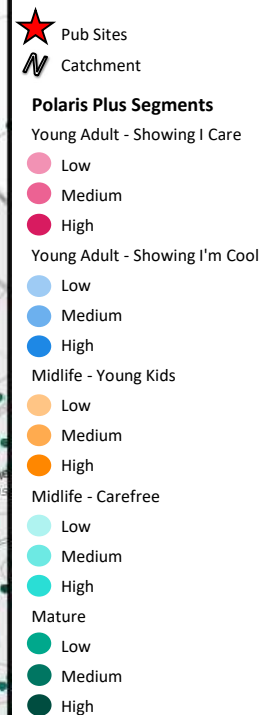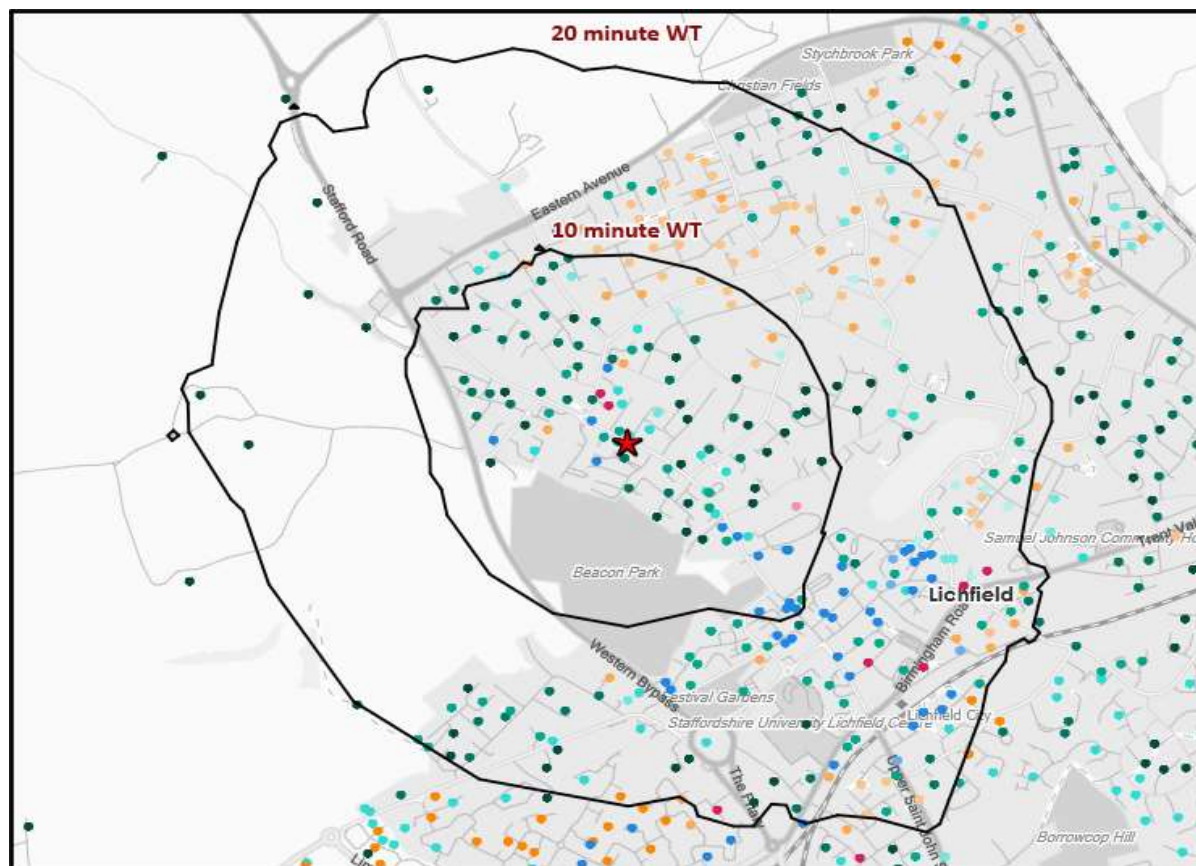
Polaris Summary - Fountain Lichfield

Legend:

★ Pub Sites
N Catchment

Polaris Segments

- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
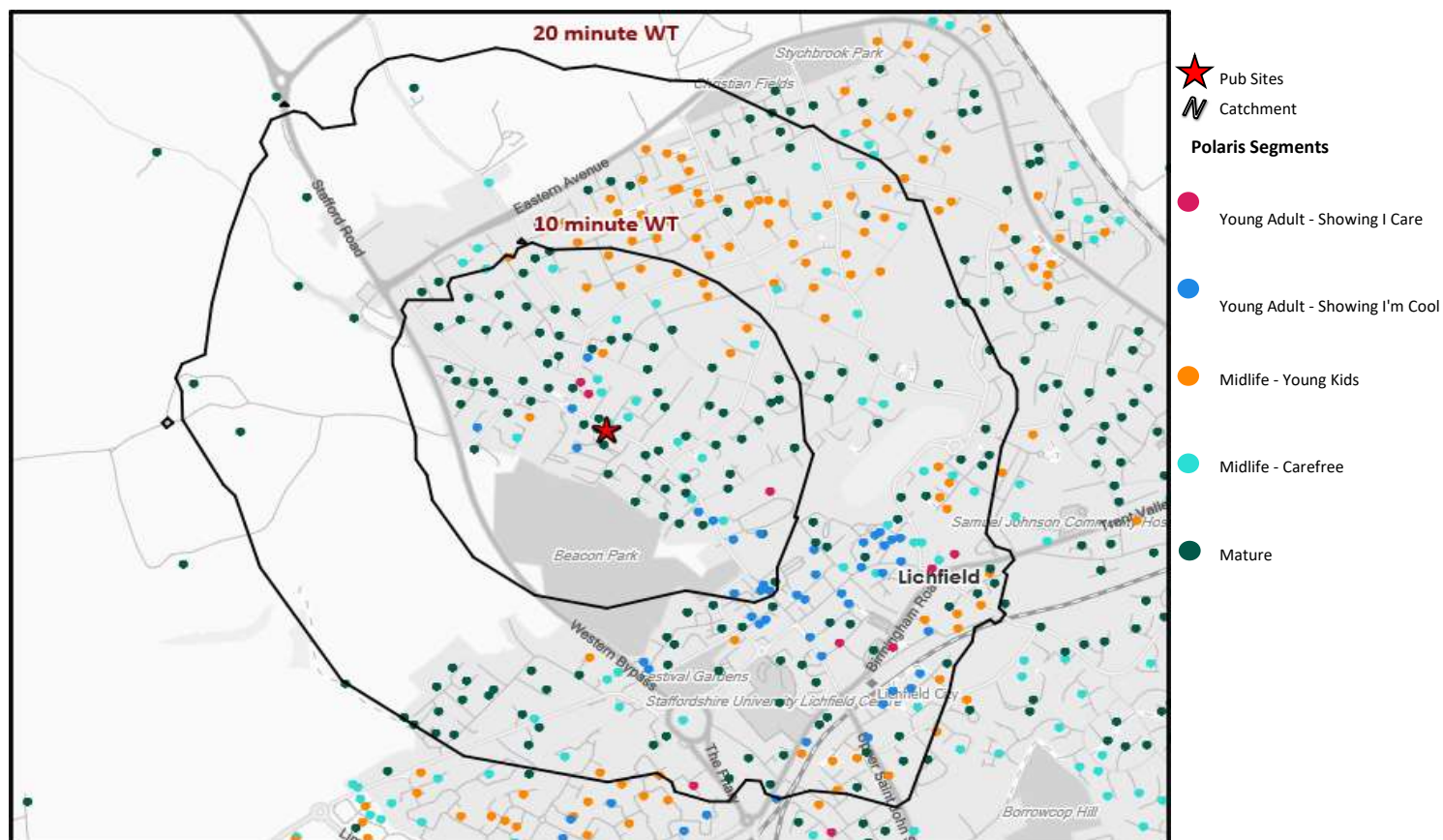
Polaris Profile by Catchment

*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	37	196	598	11	20	3
Young Adult - Showing I'm Cool	344	800	7,377	98	81	39
Midlife - Young Kids	630	3,260	59,265	53	97	92
Midlife - Carefree	548	1,564	52,479	68	69	122
Mature	2,244	4,717	82,288	211	157	143
Not Private Households	2	201	3,193	4	130	108
Total	3,805	10,738	205,200			

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Polaris Summary - Fountain Lichfield

Legend:
- ★ 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**
Young Adult - Showing I Care						
Low	1	1	2	1	0	0
Medium	0	0	0	0	0	0
High	36	195	596	28	54	9
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	98	2,866	0	25	38
High	344	702	4,511	202	146	49
Midlife - Young Kids						
Low	390	2,146	15,717	92	180	69
Medium	240	1,098	28,532	42	69	93
High	0	16	15,016	0	3	136
Midlife - Carefree						
Low	93	306	7,099	72	84	102
Medium	35	271	22,538	14	38	164
High	420	987	22,842	101	84	102
Mature						
Low	491	1,823	16,297	217	286	134
Medium	1,094	1,895	32,734	227	139	126
High	659	999	33,257	185	99	173
Not Private Households	2	201	3,193	4	130	108
Total	3,805	10,738	205,200			

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Transactional Data Summary - Fountain Lichfield

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Spend by Polaris

⬚ GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.1%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.2%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	81.0%
Midlife - Young Kids - Medium	4.4%
Midlife - Young Kids - High	0.7%
Midlife - Carefree - Low	1.8%
Midlife - Carefree - Medium	0.6%
Midlife - Carefree - High	1.6%
Mature - Low	5.7%
Mature - Medium	2.9%
Mature - High	0.9%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£10
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£7
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£9
Midlife - Young Kids - Medium	£8
Midlife - Young Kids - High	£9
Midlife - Carefree - Low	£6
Midlife - Carefree - Medium	£6
Midlife - Carefree - High	£9
Mature - Low	£7
Mature - Medium	£7
Mature - High	£7

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

Spend by Month

— Fountain Lichfield
— Star Pubs

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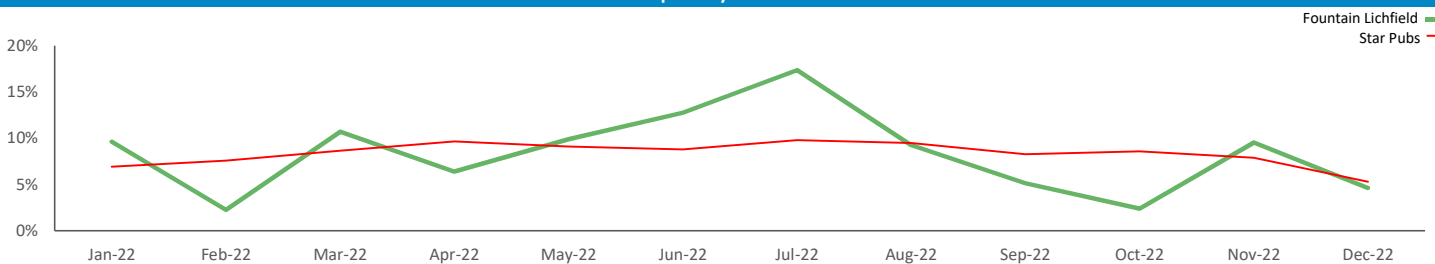
Mobile Data Summary - Fountain Lichfield

star PUBS & BARS

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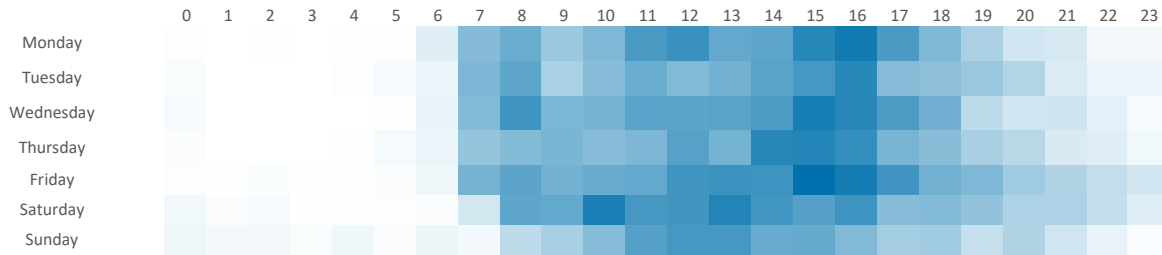
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
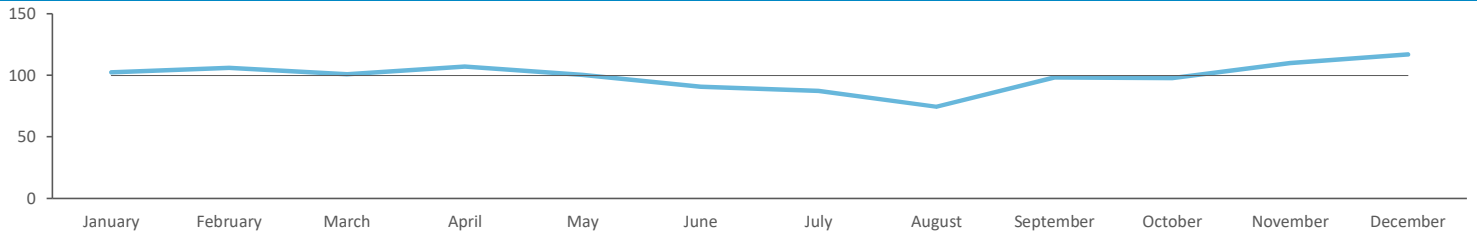
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
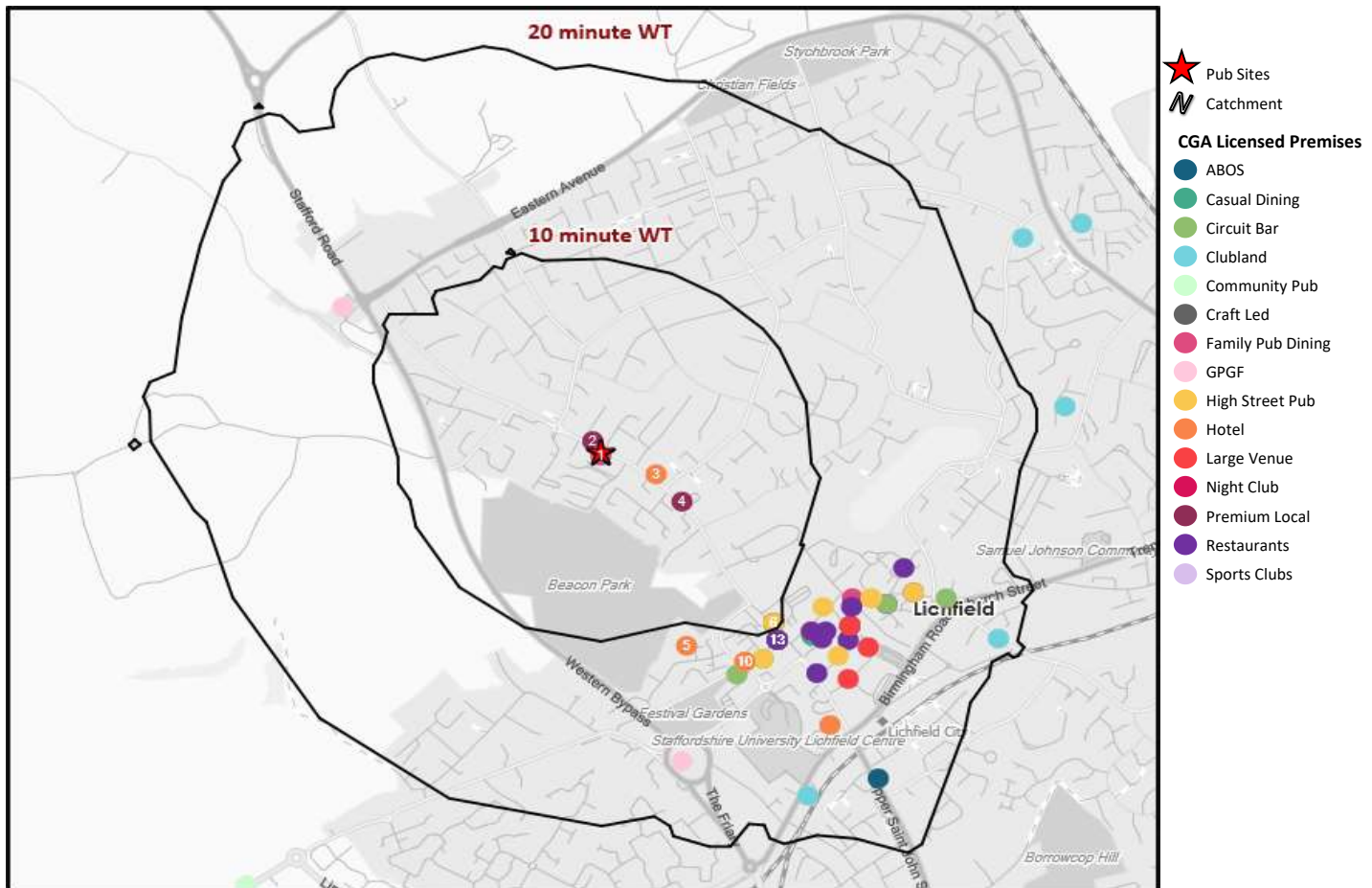
Distance from Home
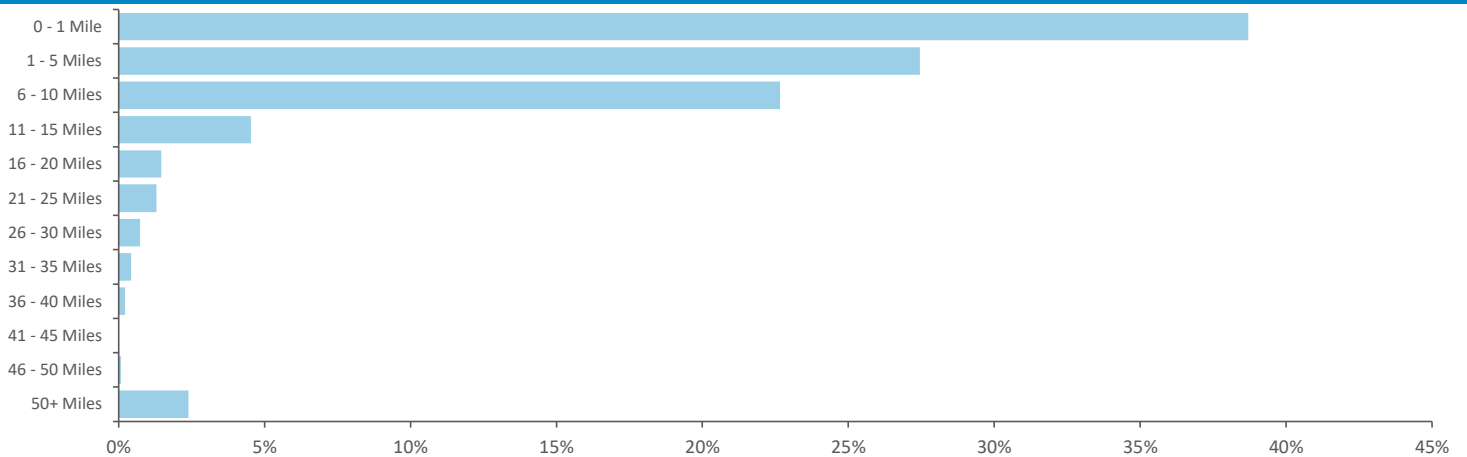
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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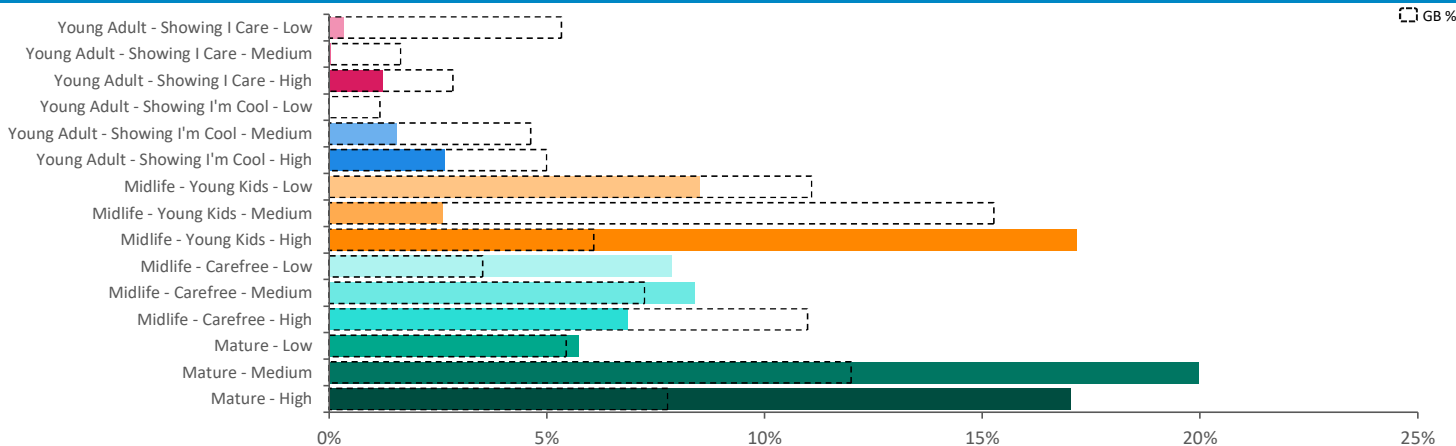
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Fountain Lichfield

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	Fountain	WS13 7BG	Star Pubs & Bars	Family Pub Dining	0.0
2	Feathers	WS13 7BA	Marston's	Premium Local	0.0
3	Cathedral Lodge Hotel	WS13 7AR	Independent Free	Hotel	0.1
4	George And Dragon	WS13 7AJ	Admiral Taverns Ltd	Premium Local	0.2
5	Ecct Beacon Park Retirement Village	WS13 6JN	Independent Free	Hotel	0.4
6	George Hotel	WS13 6PR	Independent Free	Hotel	0.5
6	Le Reve Cocktail Bar	WS13 6PR	Independent Free	High Street Pub	0.5
6	Ristorante Sorrento	WS13 6PR	Independent Free	Restaurants	0.5
6	Qmin Bars	WS13 6PR	Independent Free	High Street Pub	0.5
10	Beacon Park	WS13 6QZ	Independent Free	Clubland	0.5
10	Lakeside Bistro	WS13 6QZ	Independent Free	High Street Pub	0.5
10	Premier Inn	WS13 6QZ	Whitbread	Hotel	0.5
13	Kings Head	WS13 6PW	Marston's	Circuit Bar	0.5
13	Walkabout	WS13 6PW	Stonegate Pub Company	High Street Pub	0.5
13	Eastern Eye Tandoori Restaurant	WS13 6PW	Independent Free	Restaurants	0.5
13	Wine House	WS13 6PW	Comfy Pub Co	High Street Pub	0.5
13	Brewhouse And Kitchen	WS13 6PW	Brewhouse and Kitchen	ABOS	0.5
13	Thai Rainbow Restaurant	WS13 6PW	Independent Free	Restaurants	0.5
13	Lal Bagh Restaurant	WS13 6PW	Independent Free	Restaurants	0.5
13	Siam Corner Ma Ma Thai	WS13 6PW	Independent Free	Restaurants	0.5

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star PUBS & BARS

*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+	3,805	10,738	205,200
Number of Competition Pubs	14	31	281
Adults 18+ per Competition Pub	272	346	730

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	284	7.5%	73
Circuit Bar	68	1.8%	49
Community Pub	841	22.1%	127
Craft Led	77	2.0%	64
Great Pub Great Food	892	23.4%	122
High Street Pub	740	19.5%	112
Premium Local	772	20.3%	116

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	762	7.1%	70
Circuit Bar	292	2.7%	74
Community Pub	2,854	26.6%	153
Craft Led	227	2.1%	67
Great Pub Great Food	1,783	16.6%	87
High Street Pub	2,473	23.0%	133
Premium Local	1,568	14.6%	83

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	15,412	7.5%	74
Circuit Bar	5,357	2.6%	71
Community Pub	31,806	15.5%	89
Craft Led	2,913	1.4%	45
Great Pub Great Food	42,791	20.9%	109
High Street Pub	31,619	15.4%	89
Premium Local	42,471	20.7%	118

Glossary

star
PUBS&BARS

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'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
Consumer Insight	"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"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be on **trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.