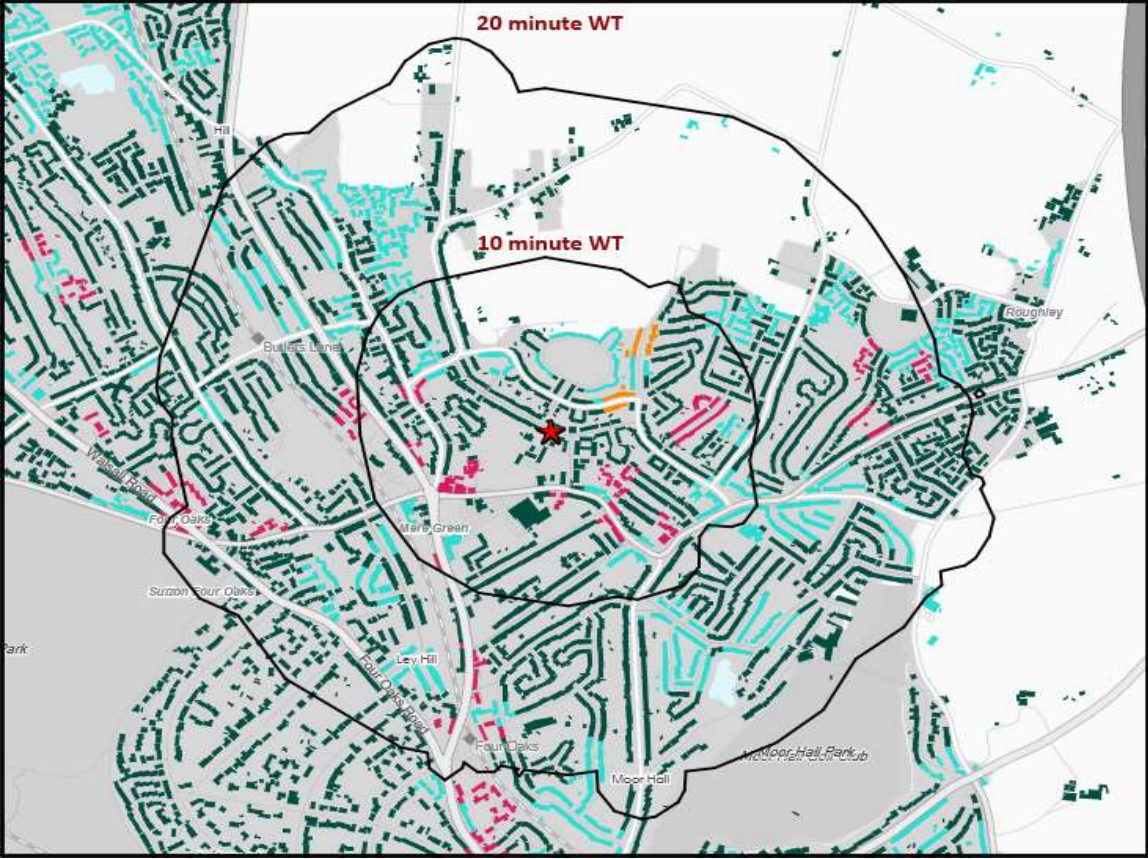


Catchment Summary - Pint Pot Sutton Coldfield



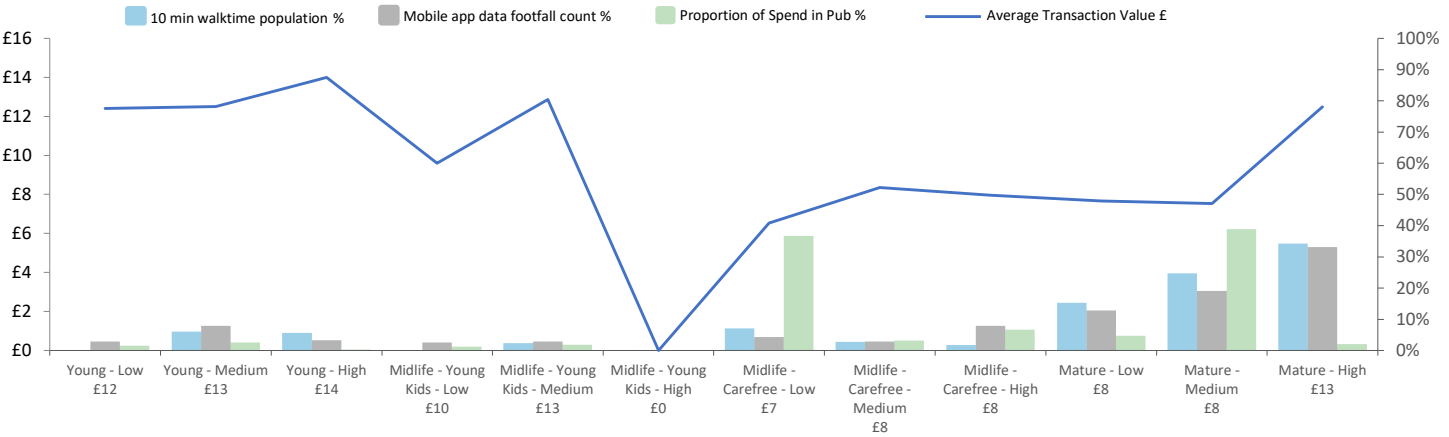
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625550	Pint Pot Sutton Coldfield	B 75 5EA	Star Pubs & Bars	High Street Pub	9



- ★ Pub Sites
- ⌘ Catchments
- Polaris Segments
 - Young
 - Midlife - Young Kids
 - Midlife - Carefree
 - Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Pint Pot Sutton Coldfield

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

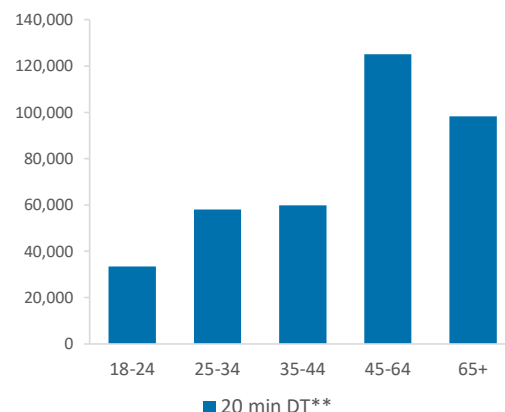
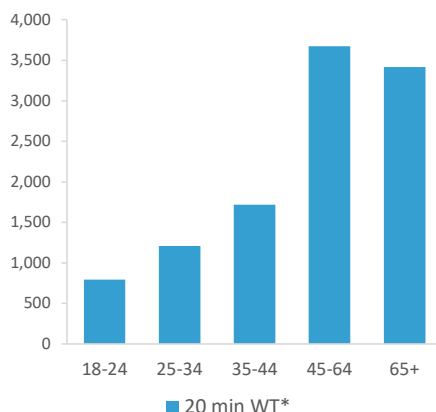
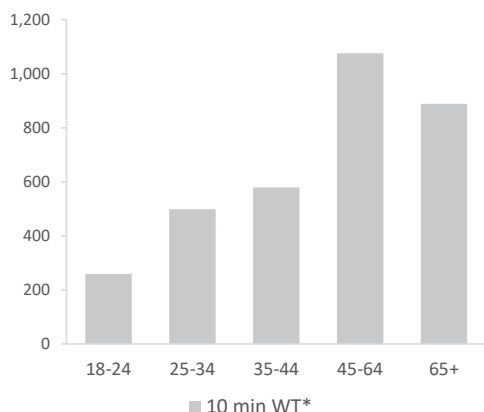
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,341	14,008	475,887	81	76	108
Adults 18+	3,303	10,812	374,685	73	71	107
Competition Pubs	4	11	344	22	31	83
Adults 18+ per Competition Pub	826	983	1,089	96	114	127
% Adults Likely to Drink	78.8%	81.3%	77.7%	103	107	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	22.3%	7.8%	38.2%	67	23	115
	Medium	36.0%	28.4%	35.9%	94	74	94
	High	41.7%	63.8%	24.8%	153	234	91

*Affluence does not include Not Private Households

Age Profile	18-24	260	792	33,453	74	69	86
	25-34	498	1,209	58,064	86	65	91
	35-44	580	1,717	59,910	101	93	95
	45-64	1,076	3,675	125,026	96	102	102
	65+	889	3,419	98,232	107	127	107



		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	2,003 (46%)	6,665 (48%)	231,013 (49%)	94	97	99
	Female	2,338 (54%)	7,343 (52%)	244,874 (51%)	106	103	101
Economic Status (16+)	Employed: Full-time	1,186 (35%)	3,824 (34%)	135,665 (35%)	101	99	102
	Employed: Part-time	413 (12%)	1,291 (12%)	46,512 (12%)	102	97	101
	Self employed	305 (9%)	1,093 (10%)	30,772 (8%)	97	106	86
	Unemployed	83 (2%)	206 (2%)	11,535 (3%)	88	67	108
	Full-time student	37 (1%)	126 (1%)	6,859 (2%)	46	47	75
	Retired	908 (27%)	3,336 (30%)	93,528 (24%)	122	136	111
	Other	479 (14%)	1,306 (12%)	61,510 (16%)	81	67	91
Total Worker Count		1,796	4,501	214,660			

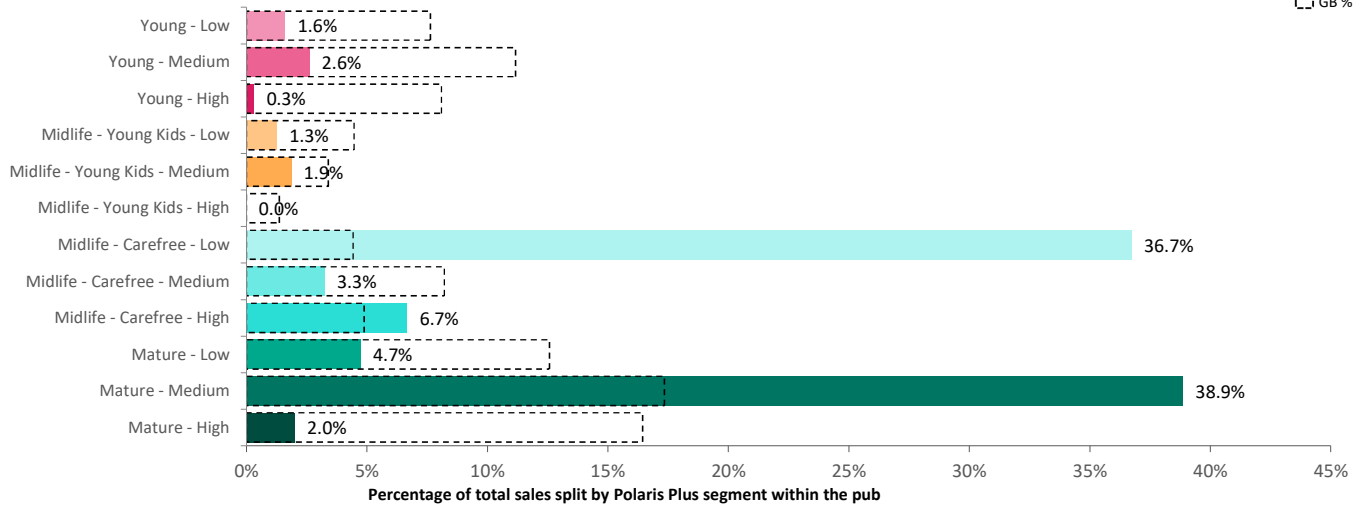
See the Glossary page for further information on the above variables

Transactional Data Summary - Pint Pot Sutton Coldfield

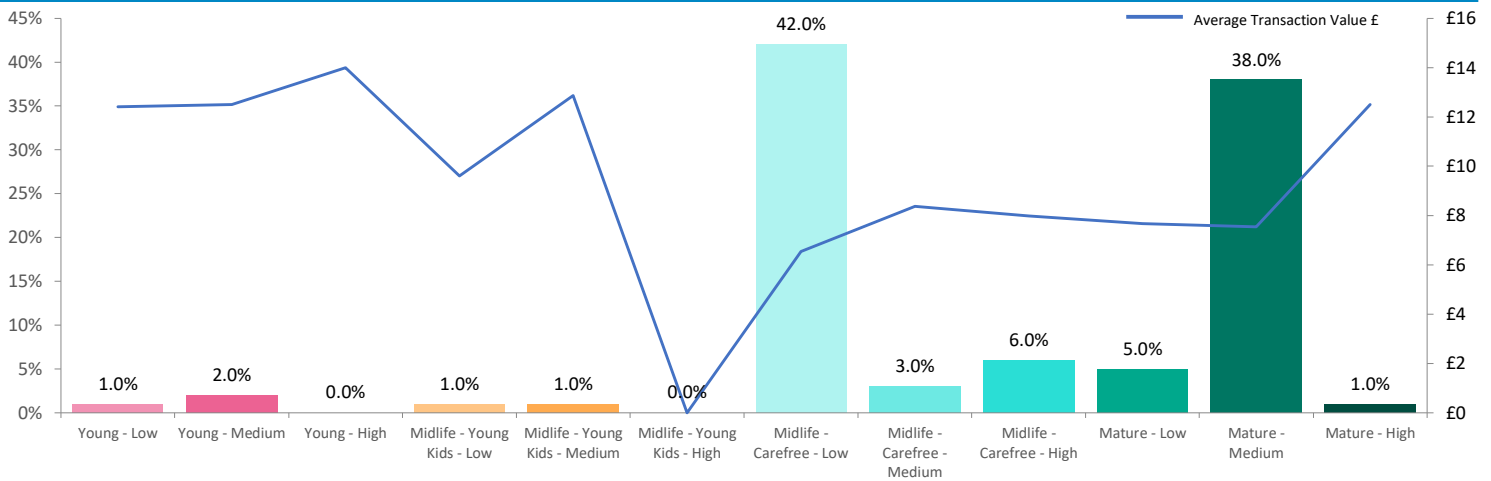
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Spend by Polaris Plus

GB %

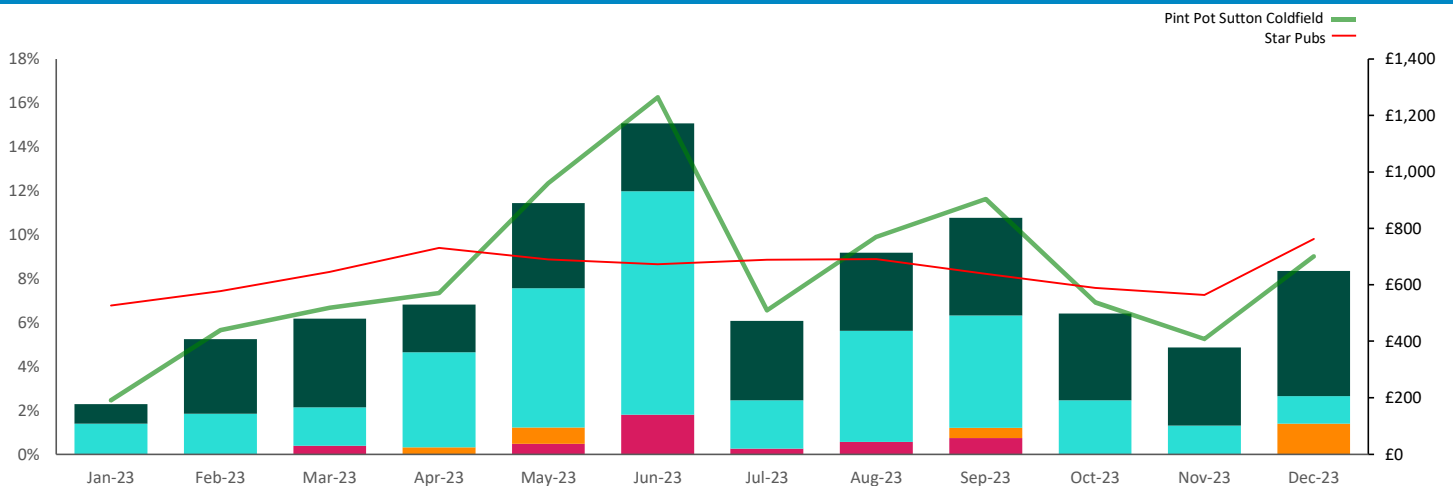


% of Transactions and Average Transaction Values (£) by Polaris Plus



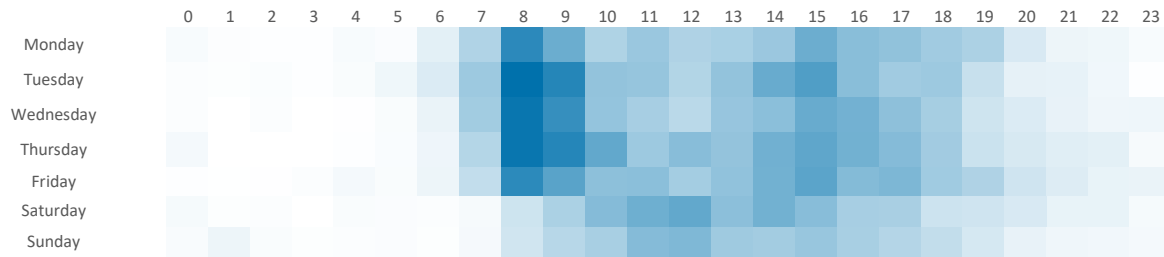
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



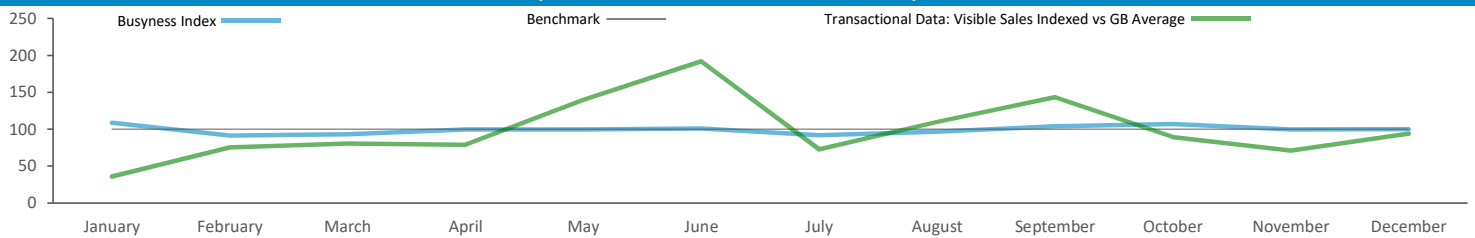
Mobile Data Summary - Pint Pot Sutton Coldfield

Time of Day/Day of Week



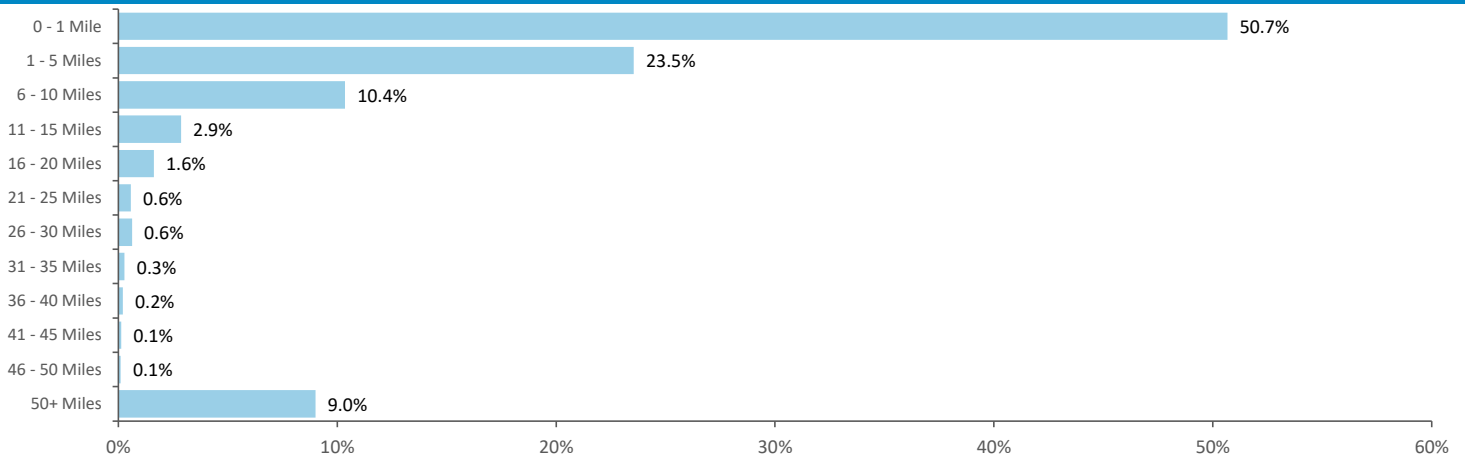
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

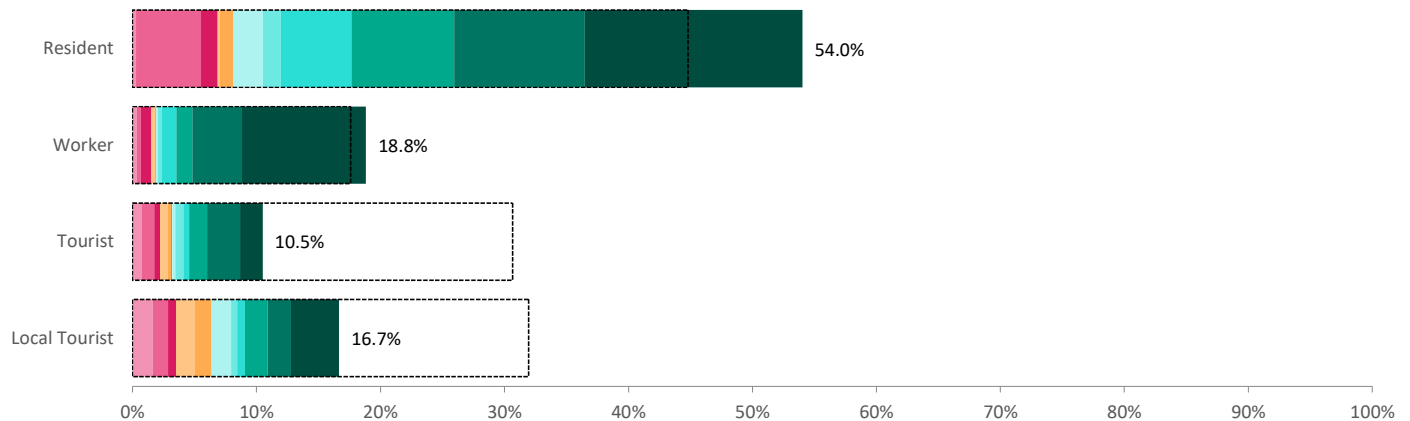
Distance from Home



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

Audience Classification by Polaris Plus

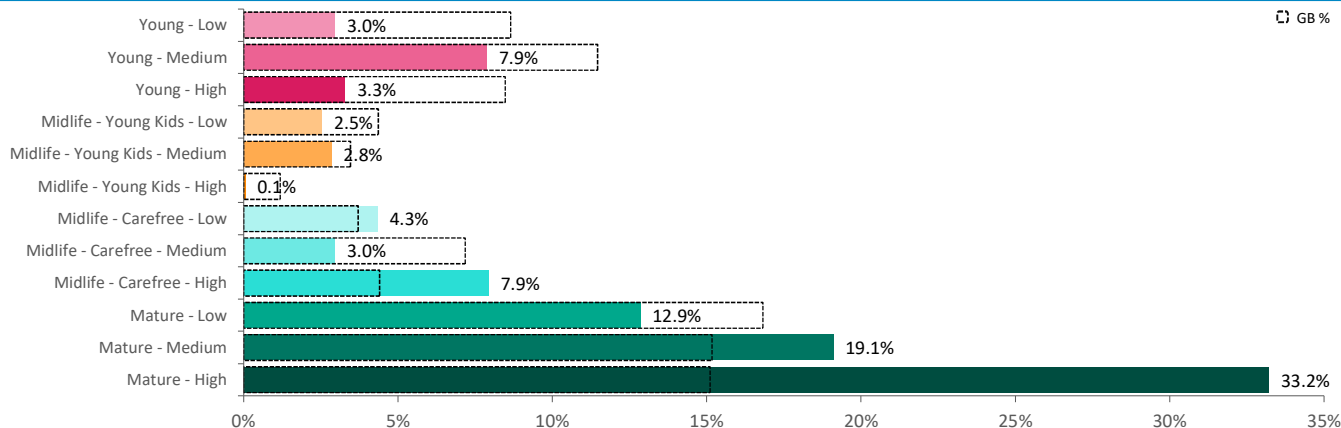
Base: GB



Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

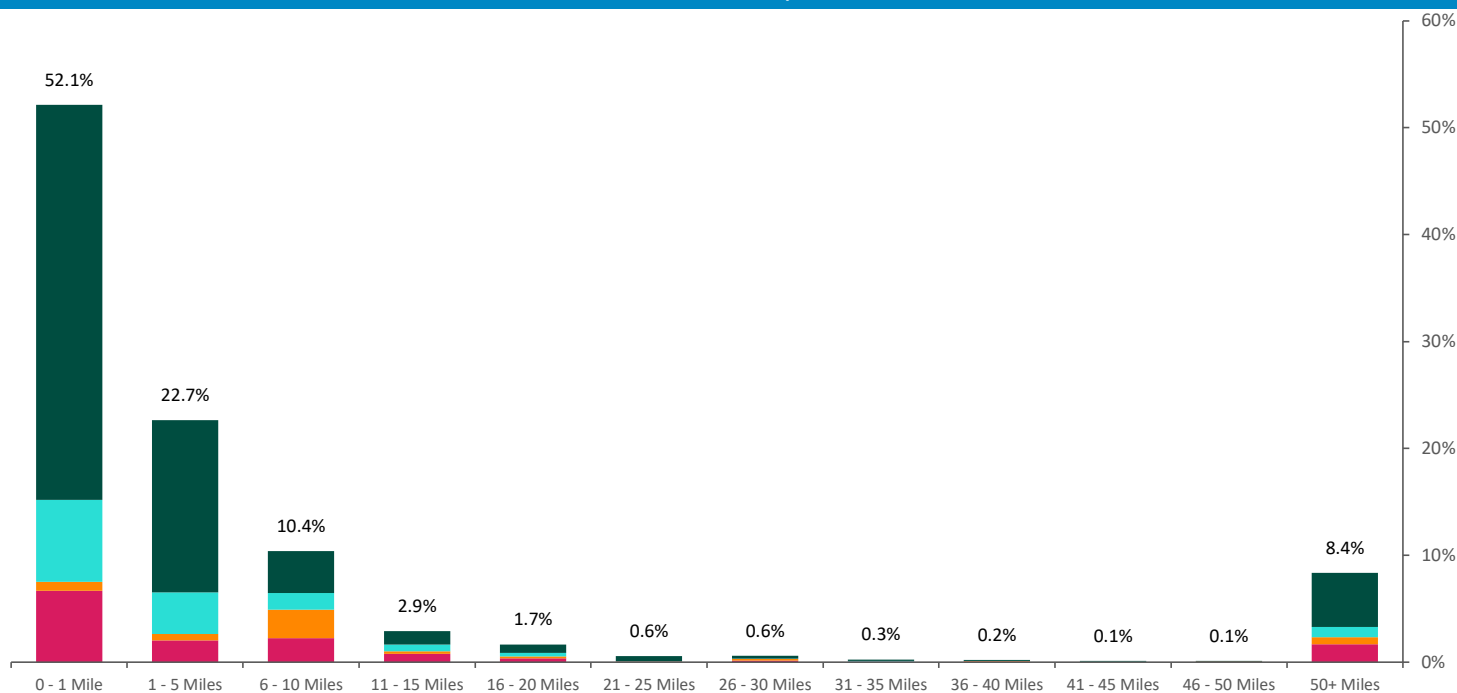
Mobile Data Summary - Pint Pot Sutton Coldfield

Polaris Plus Profile



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

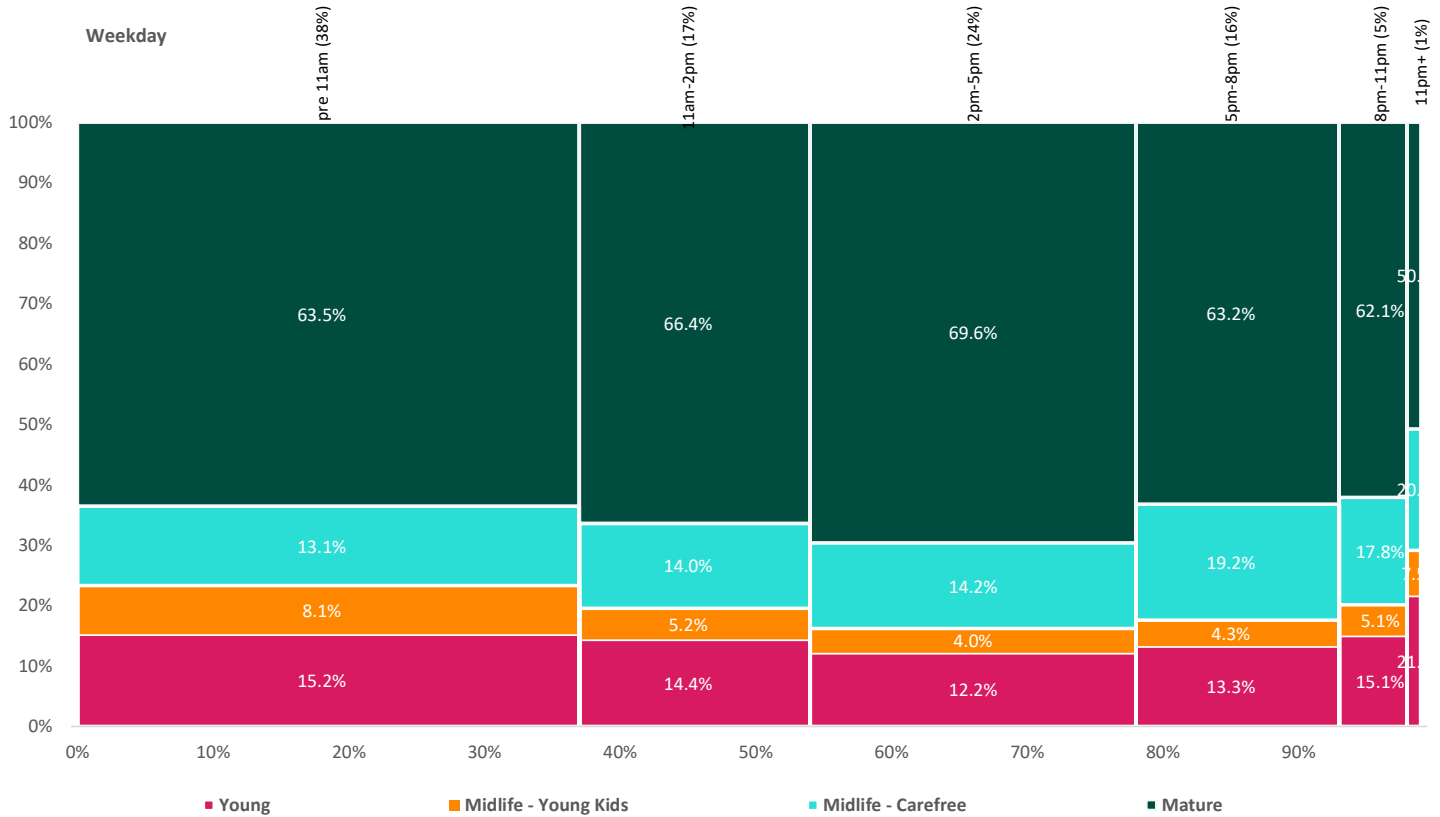


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

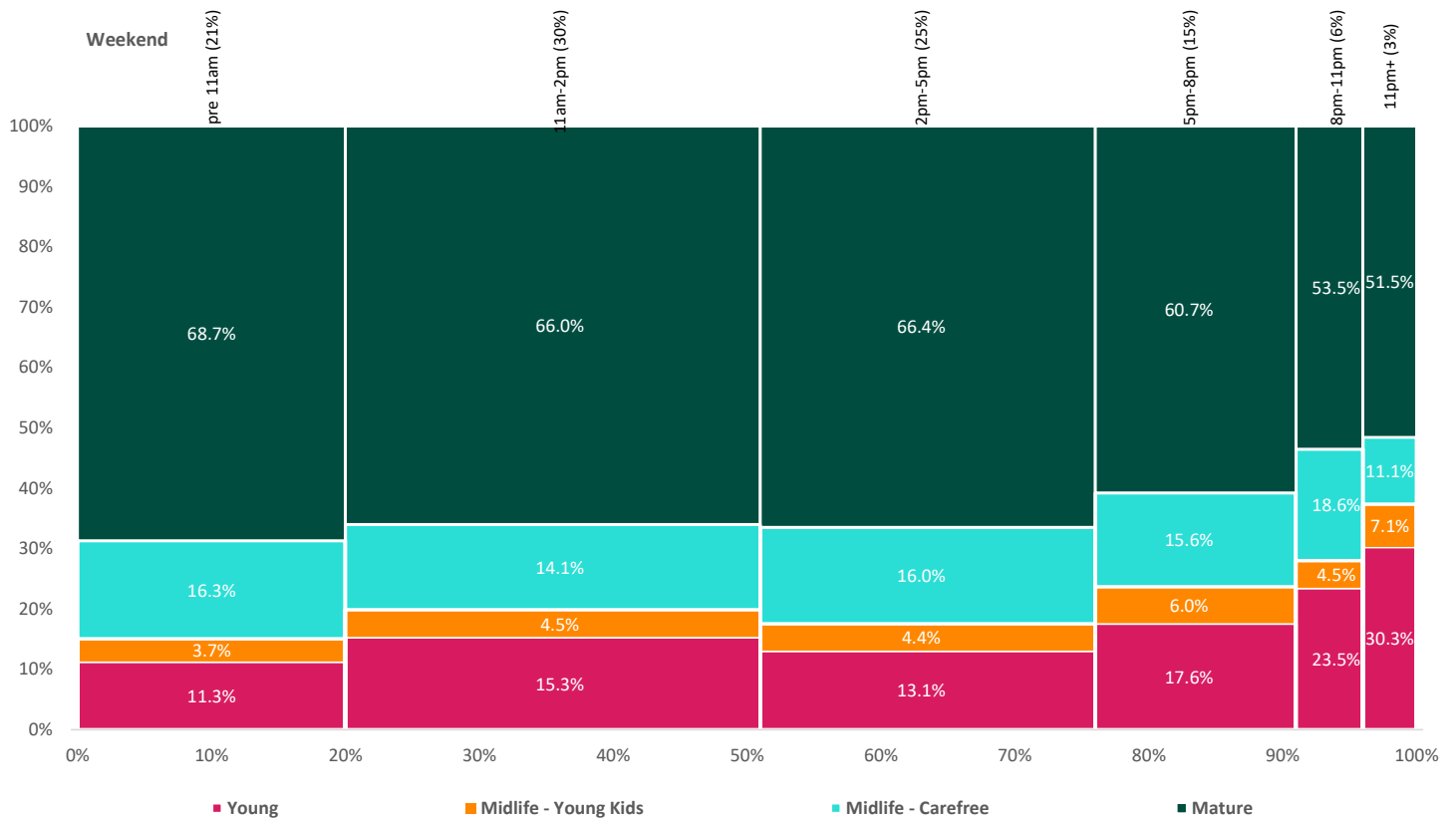
Mobile Data Summary - Pint Pot Sutton Coldfield

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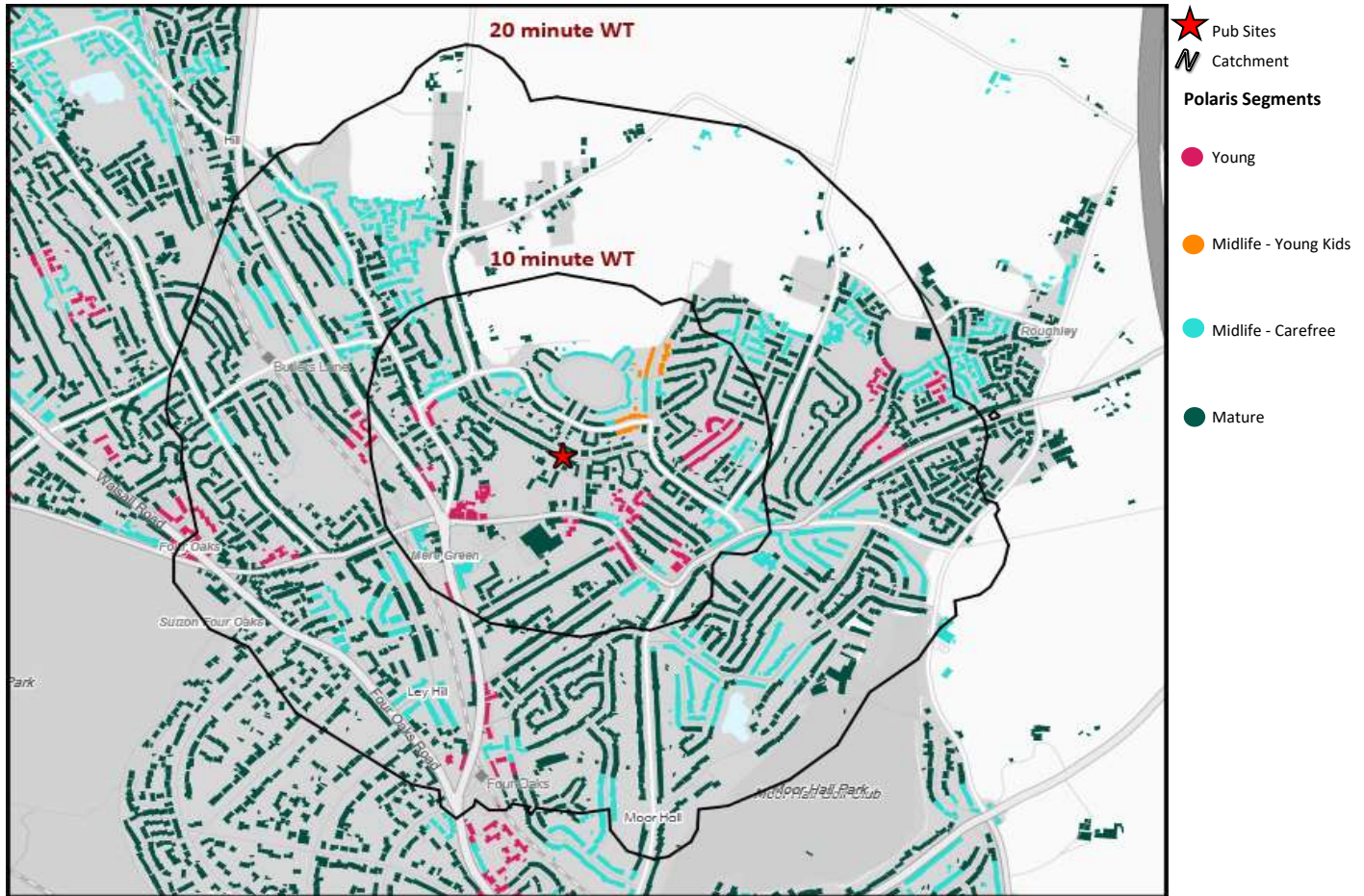
Time of Day by Polaris: Weekday (Monday to Friday)



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



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

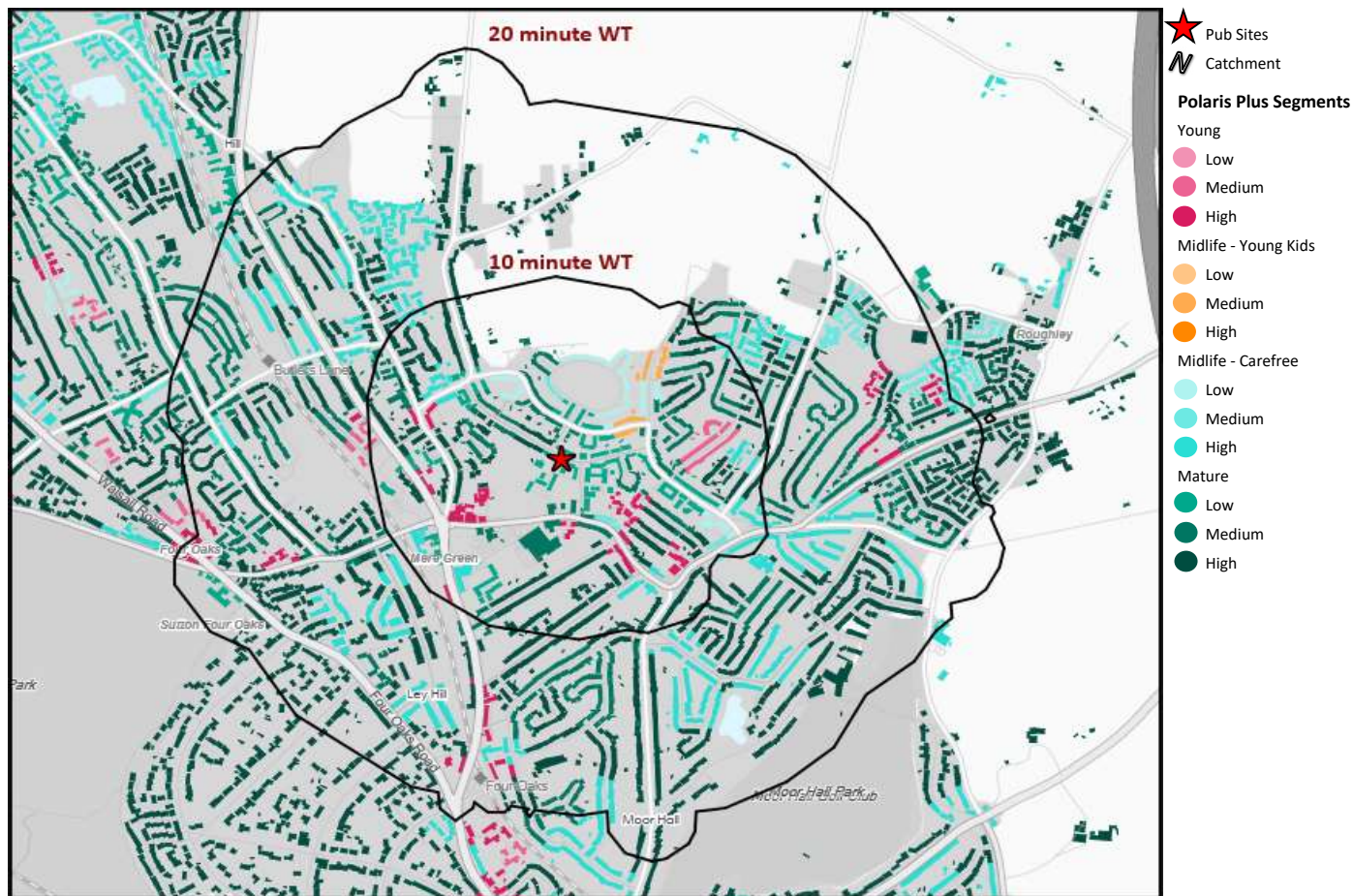


Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	388	743	82,060	43	25	80
Midlife - Young Kids	80	80	27,120	22	7	66
Midlife - Carefree	384	2,068	68,838	73	121	116
Mature	2,451	7,921	192,567	167	165	116
Not Private Households	0	0	4,100	0	0	83
Total	3,303	10,812	374,685			

Polaris Plus Summary - Pint Pot Sutton Coldfield

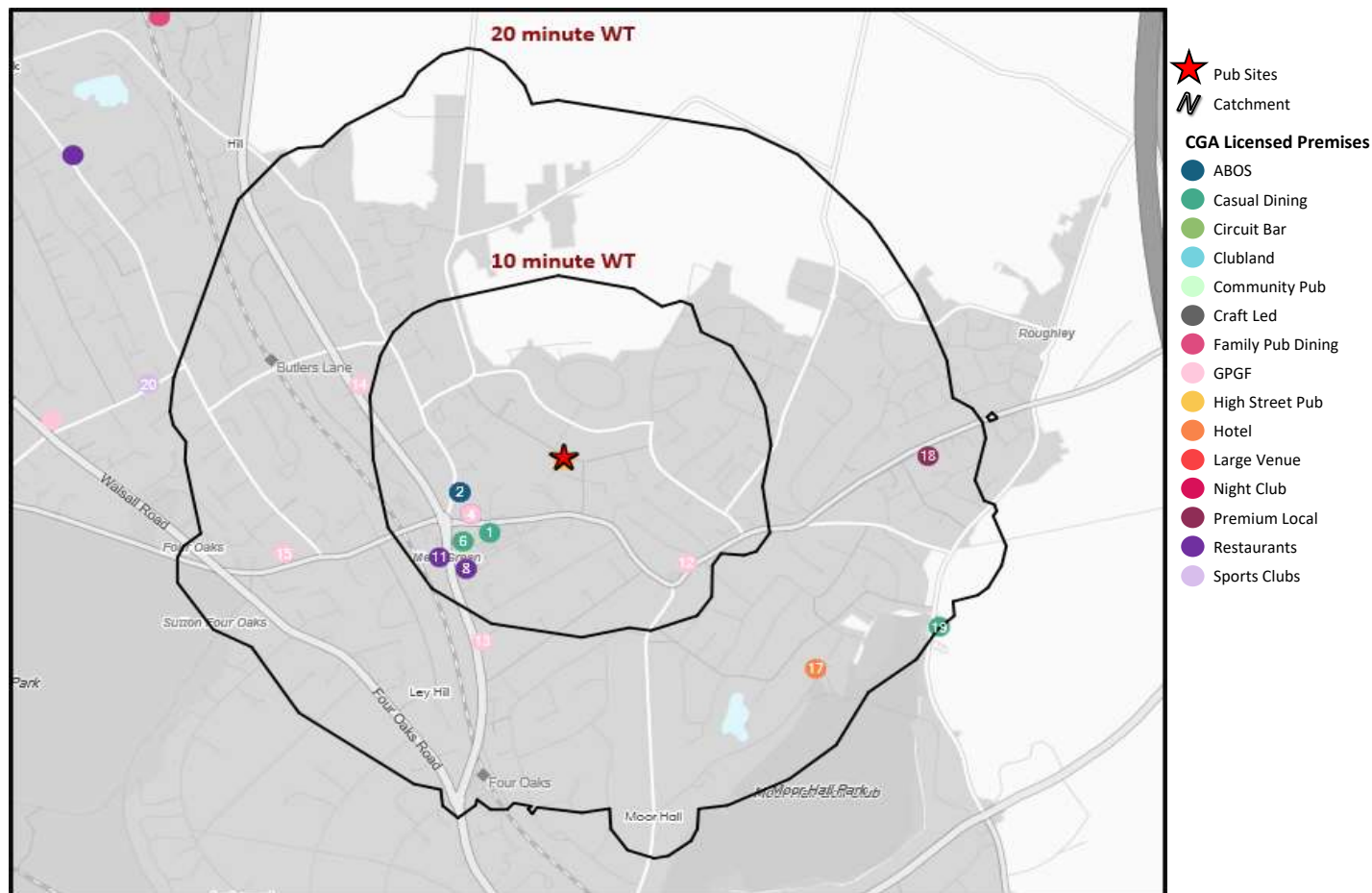


Polaris Plus Profile by Catchment

*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	0	0	43,863	0	0	119
Medium	201	201	29,477	55	17	72
High	187	542	8,720	84	74	35
Midlife - Young Kids						
Low	0	0	20,908	0	0	102
Medium	80	80	6,188	56	17	38
High	0	0	24	0	0	1
Midlife - Carefree						
Low	233	233	33,355	167	51	211
Medium	92	203	15,594	39	26	58
High	59	1,632	19,889	40	339	119
Mature						
Low	504	609	44,947	111	41	87
Medium	817	2,584	83,290	158	153	142
High	1,130	4,728	64,330	228	292	115
Not Private Households	0	0	4,100	0	0	83
Total	3,303	10,812	374,685			

CGA Summary - Pint Pot Sutton Coldfield



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Pint Pot	B 75 5EA	Star Pubs & Bars	High Street Pub	0.0
1	Giggling Squid	B 75 5BS	Giggling Squid	Casual Dining	0.2
2	Olive Garden	B 75 5BA	Independent Free	Restaurants	0.2
2	Ale Hub	B 75 5BA	Ale Hub Ltd	ABOS	0.2
4	Shimla Indian Restaurant	B 75 5BL	Independent Free	Restaurants	0.2
4	Old School House	B 75 5BL	Greene King	GPGF	0.2
6	Renato Lounge	B 75 5BP	Loungers	High Street Pub	0.3
6	Le Bistrot Pierre	B 75 5BP	Le Bistrot Pierre	Casual Dining	0.3
8	Bhujon	B 74 2UG	Independent Free	High Street Pub	0.3
8	Mare Pool	B 74 2UG	Wetherspoons GB	Circuit Bar	0.3
8	Cock N Bull.Co	B 74 2UG	Independent Free	Restaurants	0.3
11	Romantica	B 74 2XH	Stonegate Pub Company	Restaurants	0.3
12	Fox & Dogs	B 75 6QB	Mitchells & Butlers	GPGF	0.3
13	Green House	B 74 2UD	Mitchells & Butlers	GPGF	0.4
14	Butlers Arms	B 74 4BL	Star Pubs & Bars	GPGF	0.4
15	All Saints Church Community Centre	B 74 4TR	Independent Free	Sports Clubs	0.6
15	Four Oaks	B 74 4TR	Greene King	GPGF	0.6
17	Moor Hall Hotel & Golf Club	B 75 6LN	Independent Free	Hotel	0.7
18	Plough & Harrow	B 75 5PF	Marston's	Premium Local	0.7
19	Farmhouse Bistro	B 75 6NA	Independent Free	Casual Dining	0.8
20	Four Oaks Allotmenthort Association	B 74 4NW	Independent Free	Sports Clubs	0.8

Per Pub Analysis - Pint Pot Sutton Coldfield

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,303	10,812	374,685
Number of Competition Pubs	4	11	344
Adults 18+ per Competition Pub	826	983	1,089

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	212	6.4%	80
Circuit Bar	0	70	2.1%	53
Community Pub	0	514	15.6%	81
Craft Led	0	65	2.0%	57
Great Pub Great Food	2	852	25.8%	146
High Street Pub	1	481	14.5%	79
Premium Local	0	784	23.7%	144

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	722	6.7%	83
Circuit Bar	1	78	0.7%	18
Community Pub	0	1,262	11.7%	61
Craft Led	0	124	1.1%	33
Great Pub Great Food	5	3,794	35.1%	198
High Street Pub	3	1,087	10.1%	55
Premium Local	1	3,309	30.6%	186

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	20,009	5.3%	66
Circuit Bar	18	12,933	3.5%	85
Community Pub	32	75,900	20.3%	106
Craft Led	0	8,282	2.2%	64
Great Pub Great Food	35	65,291	17.4%	98
High Street Pub	36	72,001	19.2%	104
Premium Local	46	67,220	17.9%	109

Glossary



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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	