

Catchment Summary - Old Swan Netherton

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

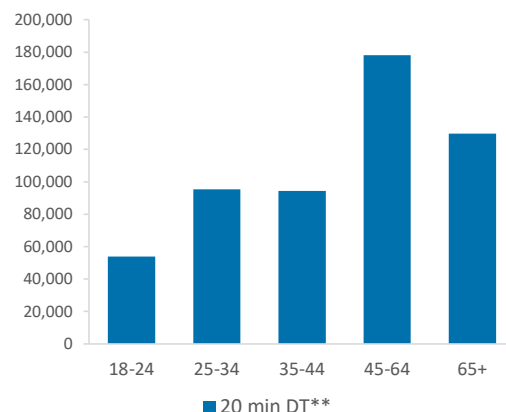
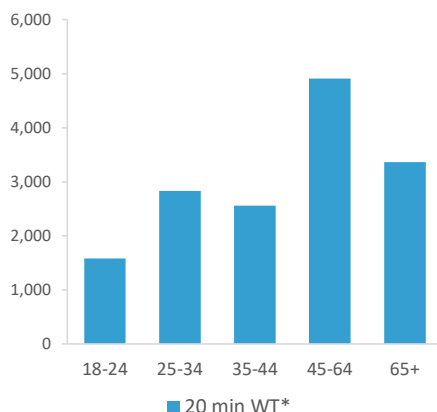
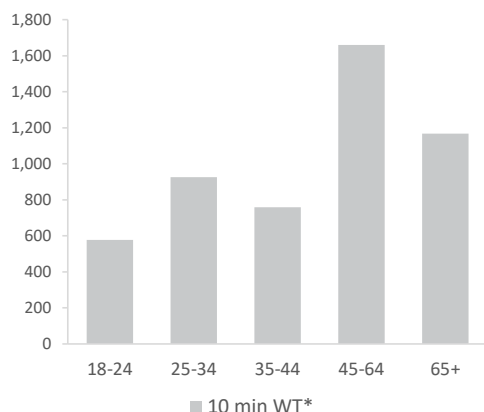
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,503	19,940	719,968	123	137	190
Adults 18+	5,091	15,250	551,609	117	85	185
Competition Pubs	7	14	582	47	44	161
Adults 18+ per Competition Pub	727	1,089	948	88	132	115
% Adults Likely to Drink	81.0%	80.4%	80.5%	98	98	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	35.0%	39.8%	31.6%	136	155	123
	Medium	55.9%	50.4%	46.8%	142	128	119
	High	7.5%	7.5%	20.4%	22	22	61

*Affluence does not include Not Private Households

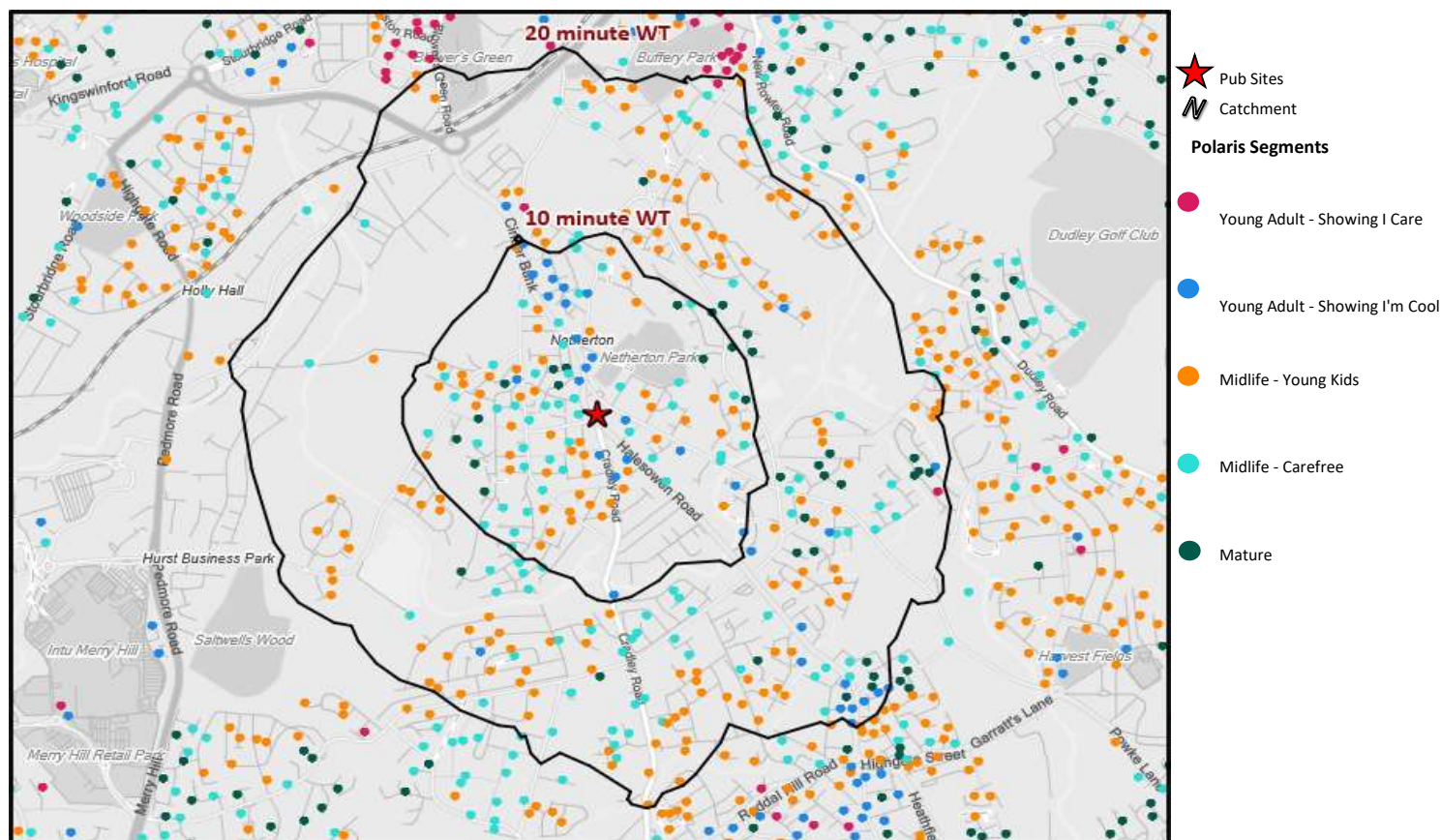
Age Profile	18-24	577	1,582	53,748	109	98	92
	25-34	926	2,832	95,374	107	107	100
	35-44	759	2,559	94,361	91	100	102
	45-64	1,660	4,913	178,237	100	96	97
	65+	1,169	3,364	129,889	94	88	94



		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	3,231 (50%)	9,901 (50%)	354,997 (49%)	100	100	100
	Female	3,272 (50%)	10,039 (50%)	364,971 (51%)	100	100	100
Economic Status (16-74)	Employed: Full-time	1,930 (41%)	5,633 (40%)	200,928 (40%)	98	96	96
	Employed: Part-time	645 (14%)	2,004 (14%)	69,681 (14%)	105	109	106
	Self employed	341 (7%)	866 (6%)	34,210 (7%)	76	64	71
	Unemployed	182 (4%)	526 (4%)	19,037 (4%)	162	157	159
	Retired	647 (14%)	1,982 (14%)	74,478 (15%)	99	102	107
	Other	976 (21%)	3,144 (22%)	107,048 (21%)	105	113	107
Total Worker Count		2,168	7,998	296,212			

See the Glossary page for further information on the above variables

Polaris Summary - Old Swan Netherton

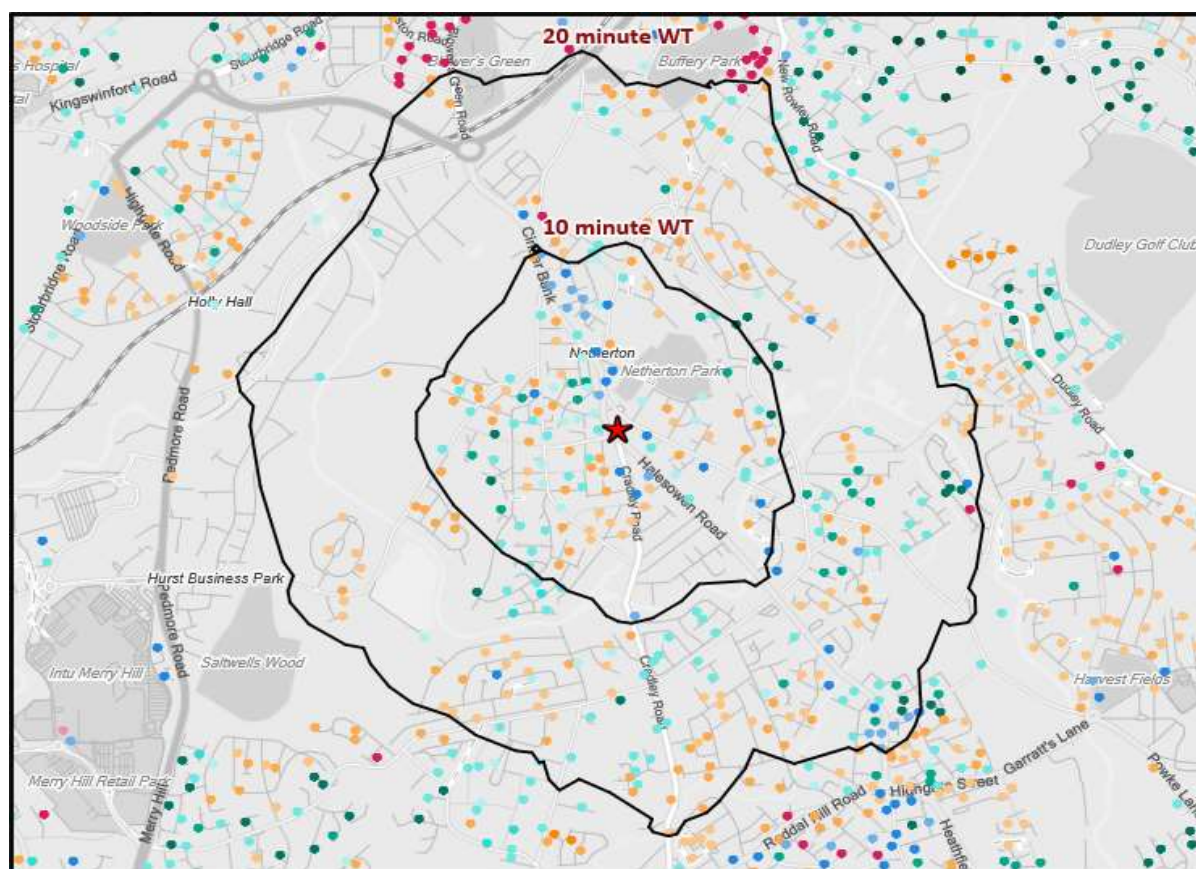


Polaris Profile by Catchment

*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	59	32,786	0	4	67
Young Adult - Showing I'm Cool	804	1,509	43,739	172	108	86
Midlife - Young Kids	2,133	7,811	231,590	133	163	134
Midlife - Carefree	1,675	4,182	125,786	156	130	108
Mature	396	1,353	111,522	28	32	72
Not Private Households	83	336	6,186	113	153	78
Total	5,091	15,250	551,609			

Polaris Summary - Old Swan Netherton



★ 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

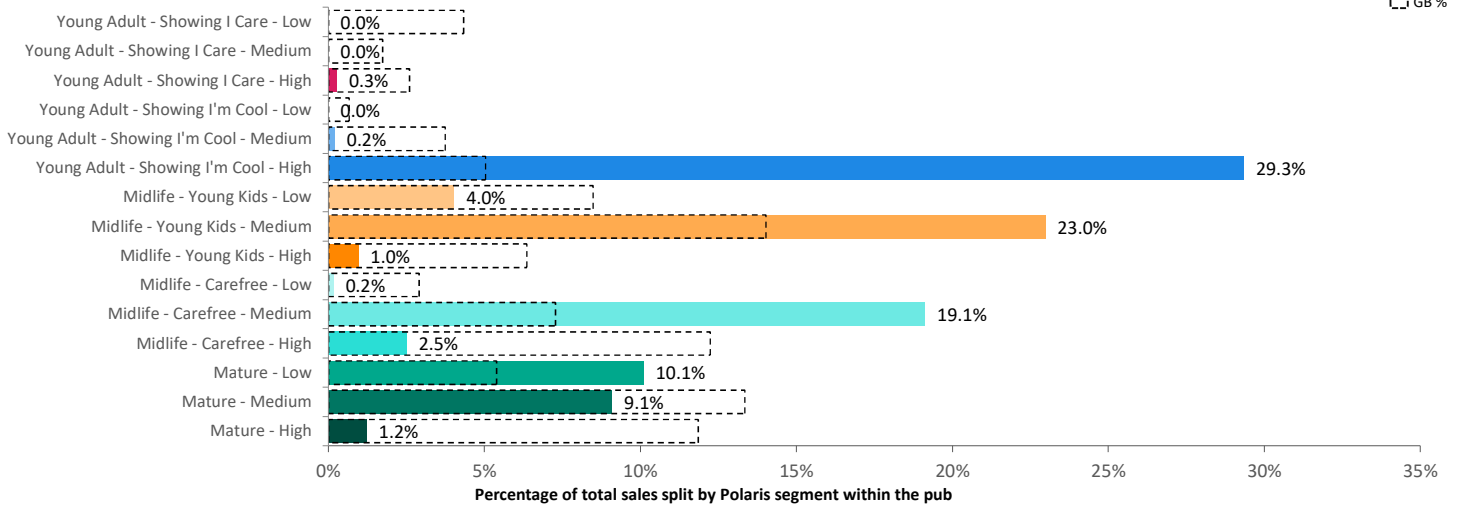
*WT= Walktime, **DT= Drivetime

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	0	0	1,370	0	0	6
Medium	0	0	129	0	0	2
High	0	59	31,287	0	11	168
Young Adult - Showing I'm Cool						
Low	0	0	58	0	0	1
Medium	423	637	21,771	225	113	107
High	381	872	21,910	167	128	89
Midlife - Young Kids						
Low	1,052	4,568	110,326	186	270	180
Medium	1,081	3,243	107,242	142	143	130
High	0	0	14,022	0	0	47
Midlife - Carefree						
Low	479	644	30,510	277	124	163
Medium	1,196	3,320	67,997	350	324	184
High	0	218	27,279	0	13	45
Mature						
Low	250	864	32,304	83	95	99
Medium	146	489	61,029	23	25	87
High	0	0	18,189	0	0	35
Not Private Households	83	336	6,186	113	153	78
Total	5,091	15,250	551,609			

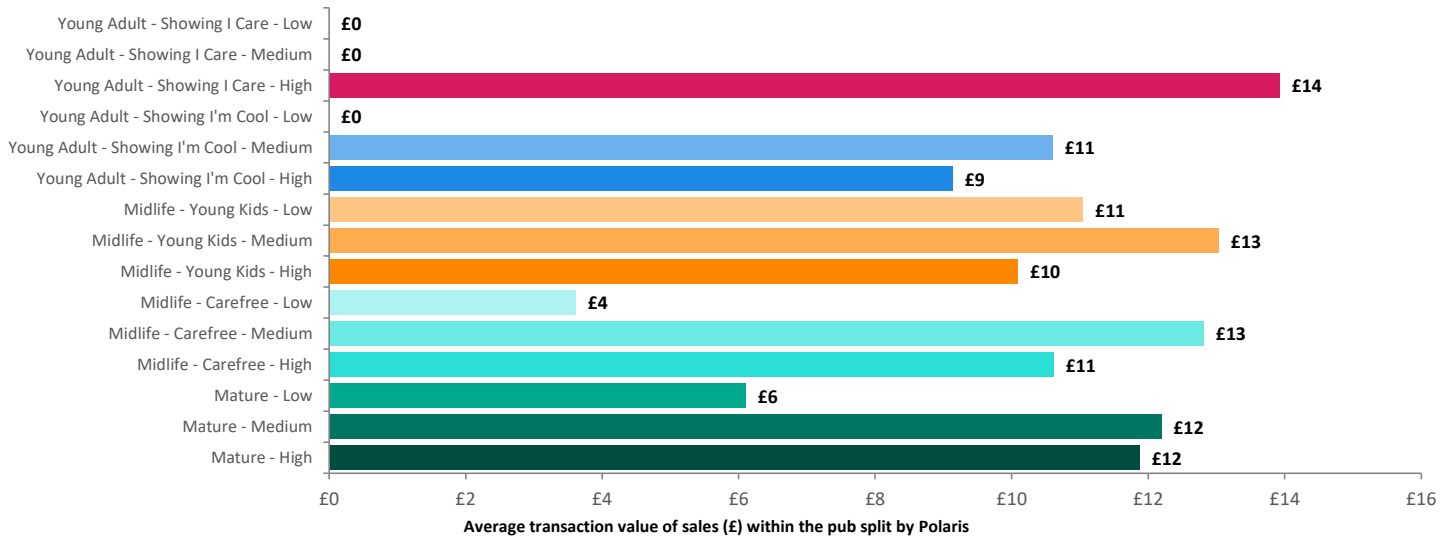
Transactional Data Summary - Old Swan Netherton

Spend by Polaris

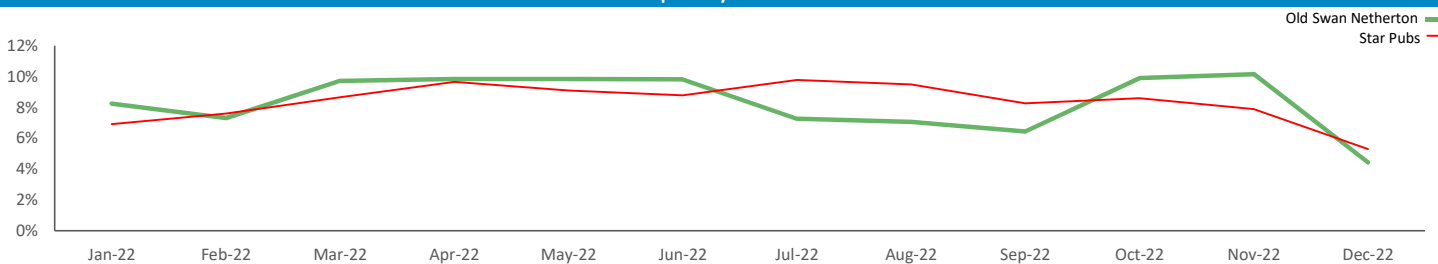
GB %



Average Transaction Values (£) by Polaris

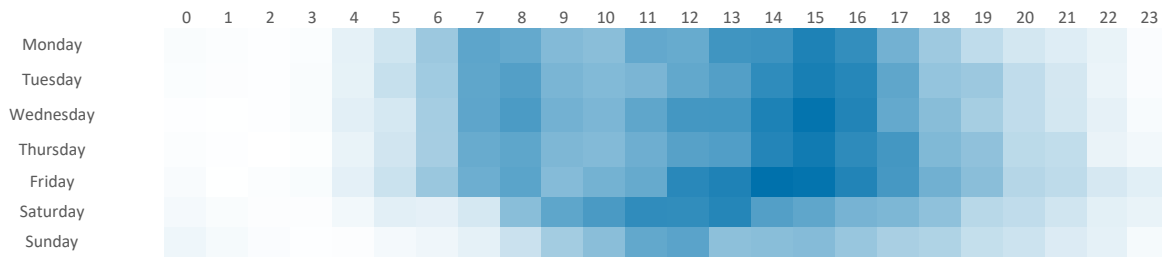


Spend by Month



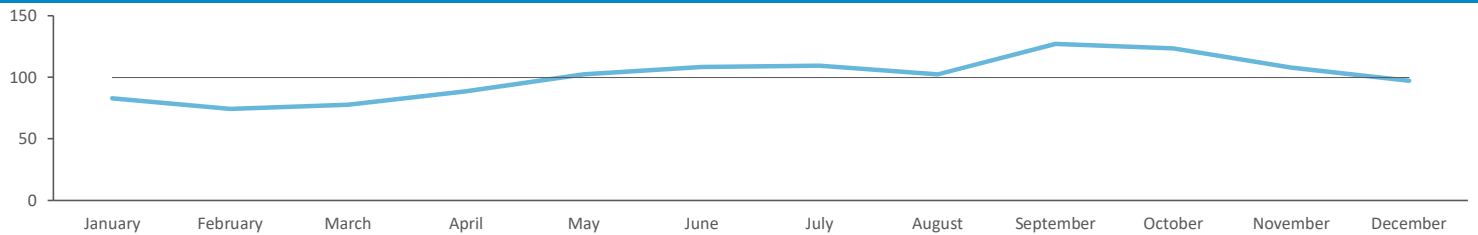
Mobile Data Summary - Old Swan Netherton

Time of Day/Day of Week



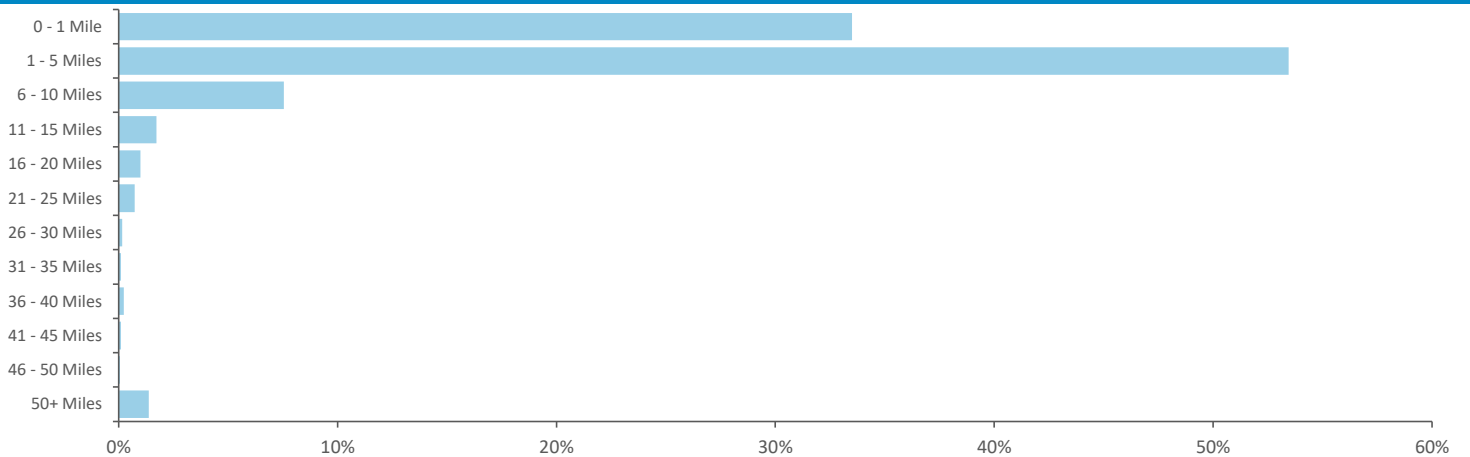
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



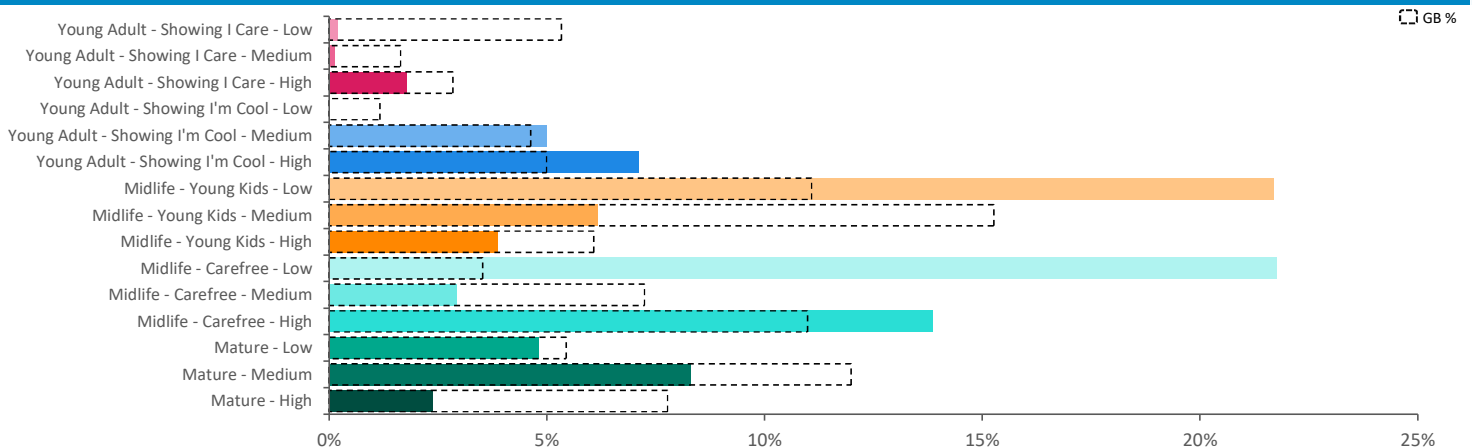
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



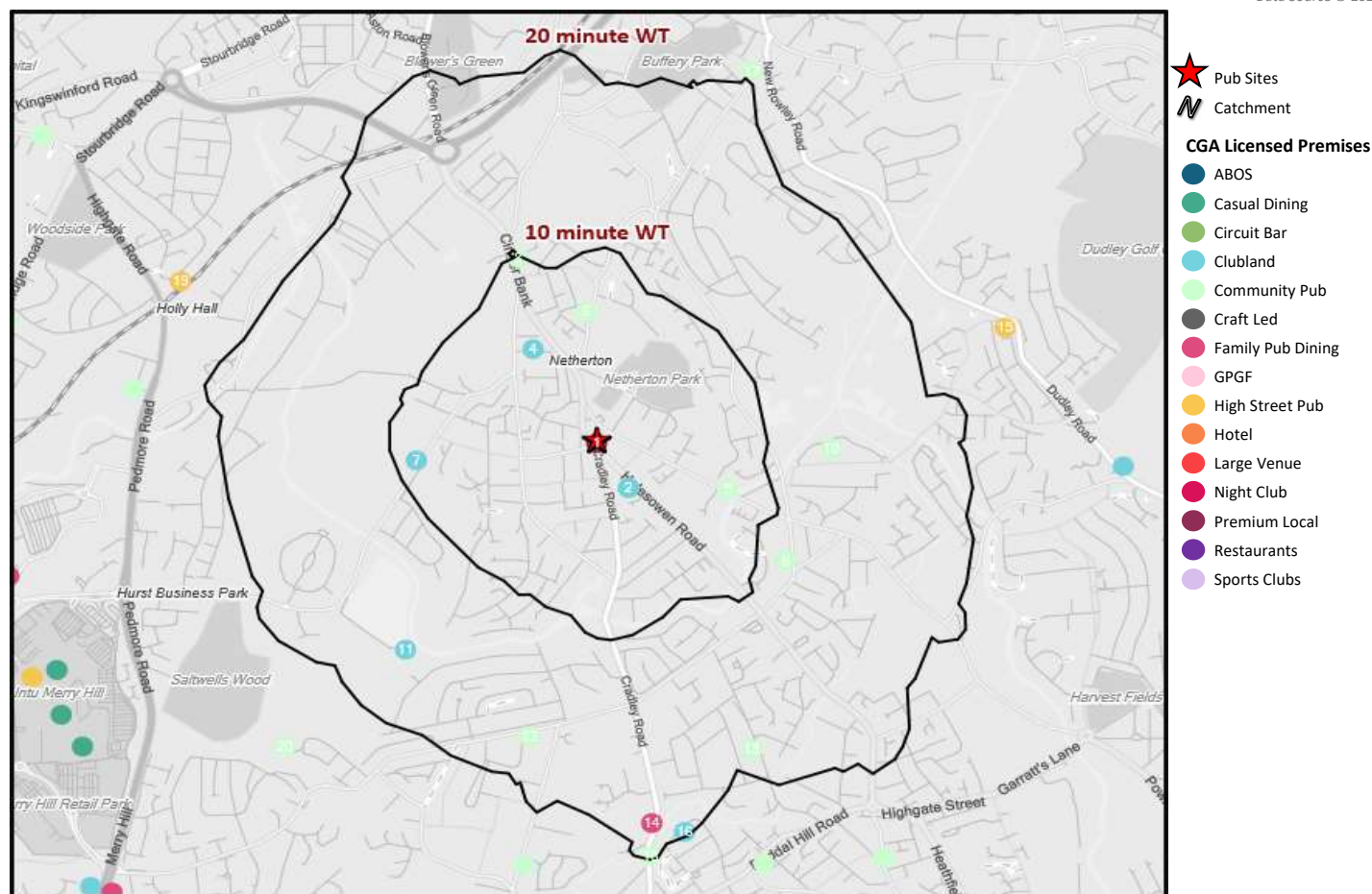
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

CGA Summary - Old Swan Netherton



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Old Swan	DY 2 9PY	Star Pubs & Bars	Premium Local	0.0
2	Netherton Sports And Social Club	DY 2 9PS	Independent Free	Clubland	0.1
2	Ellas Bar	DY 2 9PS	Independent Free	Clubland	0.1
4	Netherton Conservative & Unionist Club	DY 2 0PJ	Independent Free	Clubland	0.3
5	Red Lion	DY 2 9JA	Independent Free	Community Pub	0.3
6	White Swan	DY 2 9DH	*Other Small Retail Groups	Community Pub	0.3
7	Netherton Cricket Club	DY 2 0HU	Independent Free	Clubland	0.4
8	Hope Tavern	DY 2 9BB	Independent Free	Community Pub	0.5
9	Gate Hangs Well	DY 2 9PA	*Other Small Retail Groups	Community Pub	0.5
10	Wheatsheaf	DY 2 9HS	Independent Free	Community Pub	0.5
11	Dudley Water Ski yacht Club	DY 2 0HB	Independent Free	Clubland	0.6
12	Woodman	DY 2 0BP	Marston's	Community Pub	0.7
13	Cottage Spring	DY 2 9NA	Independent Free	Community Pub	0.8
14	Elephant & Castle	DY 2 9SW	Admiral Taverns Ltd	Family Pub Dining	0.9
15	Edmunds And Tenzing	B 65 8NB	Independent Free	High Street Pub	0.9
16	Cradley Heath Liberal Club	B 64 5EQ	Independent Free	Clubland	0.9
17	Bush Inn	DY 2 8ED	Marston's	Community Pub	0.9
18	Holly Bush	B 64 5EA	Independent Free	Community Pub	1.0
19	Railway Tavern	DY 2 0ST	*Other Small Retail Groups	High Street Pub	1.0
20	Saltwells Inn	DY 5 1AX	Independent Free	Community Pub	1.0

Per Pub Analysis - Old Swan Netherton

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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+	5,091	15,250	551,609
Number of Competition Pubs	7	14	582
Adults 18+ per Competition Pub	727	1,089	948

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	456	9.0%	88
Circuit Bar	212	4.2%	113
Community Pub	873	17.1%	99
Craft Led	187	3.7%	116
Great Pub Great Food	371	7.3%	38
High Street Pub	860	16.9%	97
Premium Local	375	7.4%	42

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,191	7.8%	77
Circuit Bar	572	3.7%	102
Community Pub	3,429	22.5%	130
Craft Led	435	2.9%	90
Great Pub Great Food	1,036	6.8%	35
High Street Pub	3,196	21.0%	121
Premium Local	1,092	7.2%	41

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	54,341	9.9%	97
Circuit Bar	19,451	3.5%	96
Community Pub	108,829	19.7%	114
Craft Led	18,304	3.3%	105
Great Pub Great Food	73,812	13.4%	70
High Street Pub	105,345	19.1%	110
Premium Local	66,834	12.1%	69

Glossary

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.																
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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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.																