Catchment Summary - Hazelslade Public House Hazelslade

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

Legend		Catchment Size (Counts)			Index vs GB Average		
🟩 Over GB Average		**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
⬜ 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****
Population	1,958	3,196	229,830	37	22	61

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+	1,572	2,593	184,970	36	15	62
Competition Pubs	1	5	241	7	16	67
Adults 18+ per Competition Pub	1,572	519	768	190	63	93
% Adults Likely to Drink	81.2%	82.1%	82.9%	98	100	101

Affluence		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Low	24.4%	14.8%	21.6%	95	58	84
	Medium	47.2%	57.5%	48.8%	120	146	124
	High	28.4%	27.7%	28.5%	85	83	85

*Affluence does not include Not Private Households
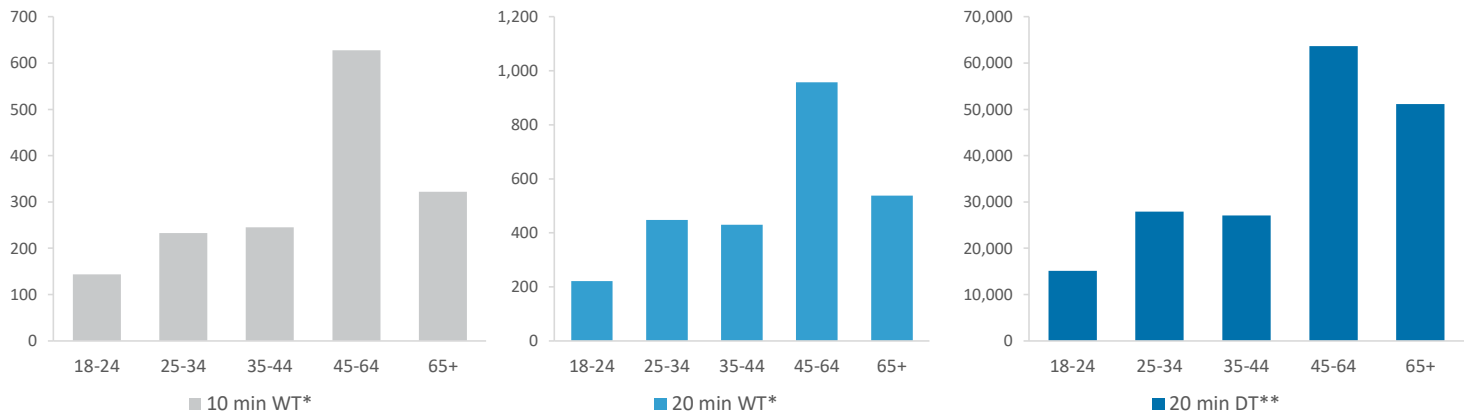
Age Profile		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	18-24	144	221	15,081	91	85	81
	25-34	233	447	27,955	90	105	92
	35-44	245	430	27,125	97	105	92
	45-64	628	957	63,656	125	117	108
	65+	322	538	51,153	86	88	116

	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		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Male	970 (50%)	1,606 (50%)	113,180 (49%)	100	102	100
	Female	988 (50%)	1,590 (50%)	116,650 (51%)	100	98	100

Economic Status (16-74)		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Employed: Full-time	608 (41%)	1,062 (43%)	69,525 (42%)	98	105	102
	Employed: Part-time	211 (14%)	353 (14%)	23,909 (15%)	109	111	112
	Self employed	141 (9%)	246 (10%)	14,584 (9%)	99	105	93
	Unemployed	53 (4%)	76 (3%)	3,816 (2%)	149	131	98
	Retired	191 (13%)	307 (13%)	27,807 (17%)	93	91	123
	Other	293 (20%)	398 (16%)	25,033 (15%)	99	83	77

	10 min WT*	20 min WT*	20 min DT**
Total Worker Count	324	435	98,576

See the Glossary page for further information on the above variables

CACI

Polaris Summary - Hazelslade Public House Hazelslade

Polaris Segments
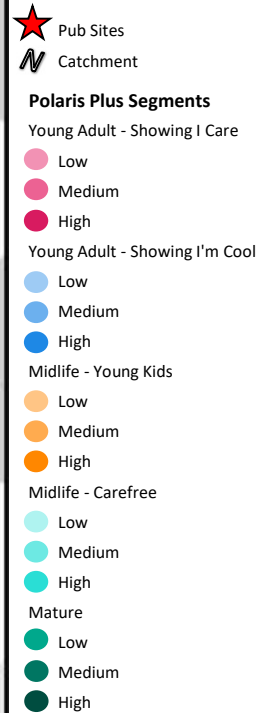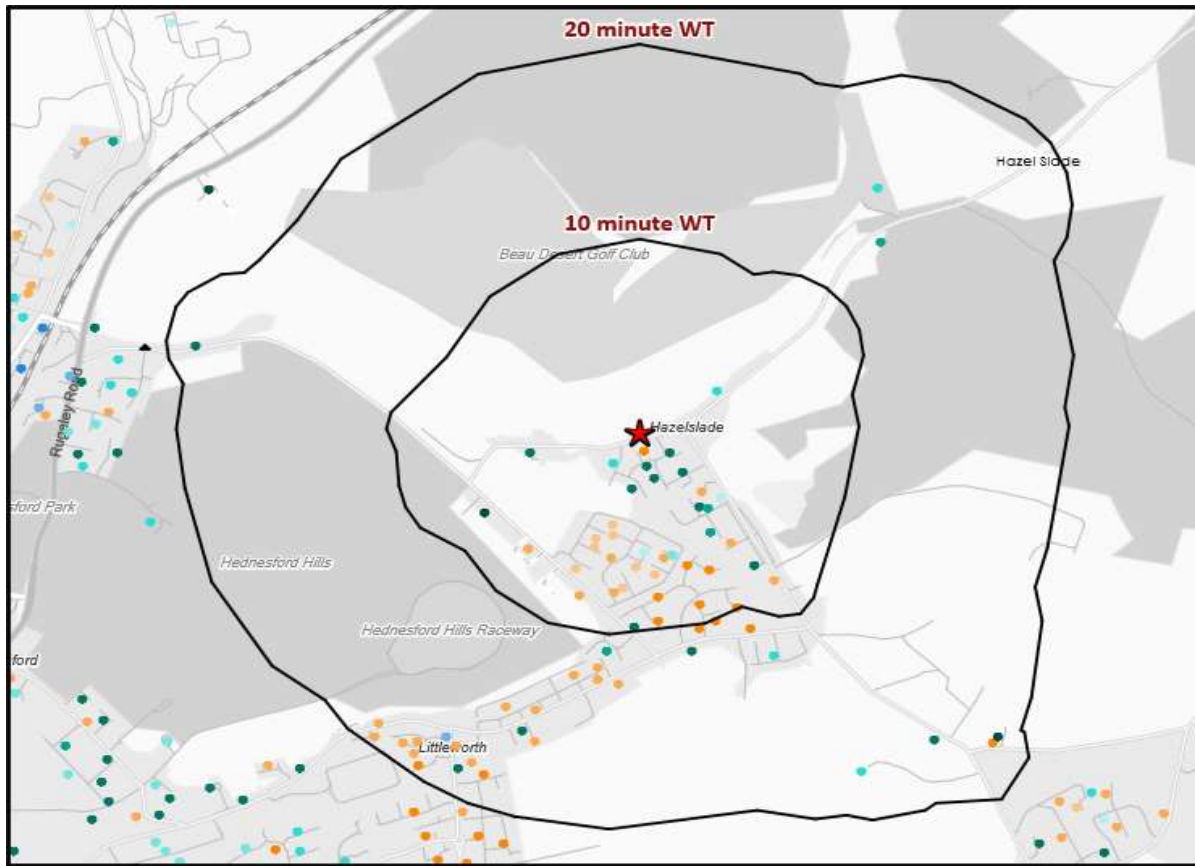
★ Pub Sites
N Catchment

● 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	0	549	0	0	3
Young Adult - Showing I'm Cool	0	26	5,088	0	11	30
Midlife - Young Kids	925	1,688	59,425	187	207	102
Midlife - Carefree	192	316	53,307	58	58	137
Mature	455	563	64,449	103	78	125
Not Private Households	0	0	2,152	0	0	81
Total	1,572	2,593	184,970			

CACI

star PUBS & BARS
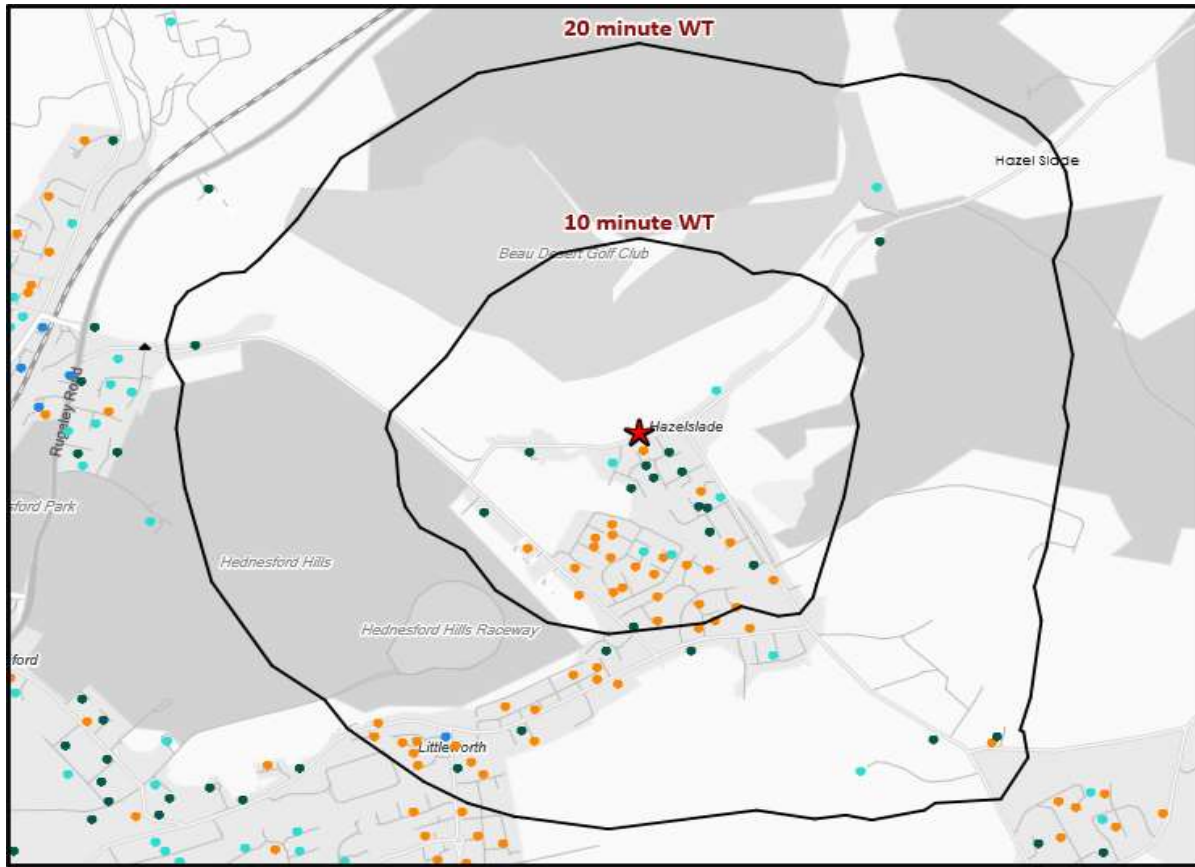
★ Pub Sites
Ⓝ Catchment

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	23	0	0	0
Medium	0	0	0	0	0	0
High	0	0	526	0	0	8
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	26	1,773	0	27	26
High	0	0	3,315	0	0	40
Midlife - Young Kids						
Low	227	227	13,880	130	79	68
Medium	393	1,008	30,513	168	261	111
High	305	453	15,032	360	324	151
Midlife - Carefree						
Low	72	72	11,312	135	82	180
Medium	34	34	23,603	32	20	190
High	86	210	18,392	50	74	91
Mature						
Low	84	84	14,680	90	55	134
Medium	315	423	34,323	158	129	147
High	56	56	15,446	38	23	89
Not Private Households	0	0	2,152	0	0	81
Total	1,572	2,593	184,970			

Transactional Data Summary - Hazelslade Public House Hazelslade

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.4%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	3.9%
Young Adult - Showing I'm Cool - High	2.2%
Midlife - Young Kids - Low	4.4%
Midlife - Young Kids - Medium	31.2%
Midlife - Young Kids - High	7.6%
Midlife - Carefree - Low	29.3%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	0.0%
Mature - Low	13.7%
Mature - Medium	2.3%
Mature - High	1.9%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£5
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£10
Young Adult - Showing I'm Cool - High	£34
Midlife - Young Kids - Low	£48
Midlife - Young Kids - Medium	£27
Midlife - Young Kids - High	£12
Midlife - Carefree - Low	£18
Midlife - Carefree - Medium	£20
Midlife - Carefree - High	£0
Mature - Low	£31
Mature - Medium	£12
Mature - High	£16

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

Spend by Month

Hazelslade Public House Hazelslade —
Star Pubs —

Mobile Data Summary - Hazelslade Public House Hazelslade

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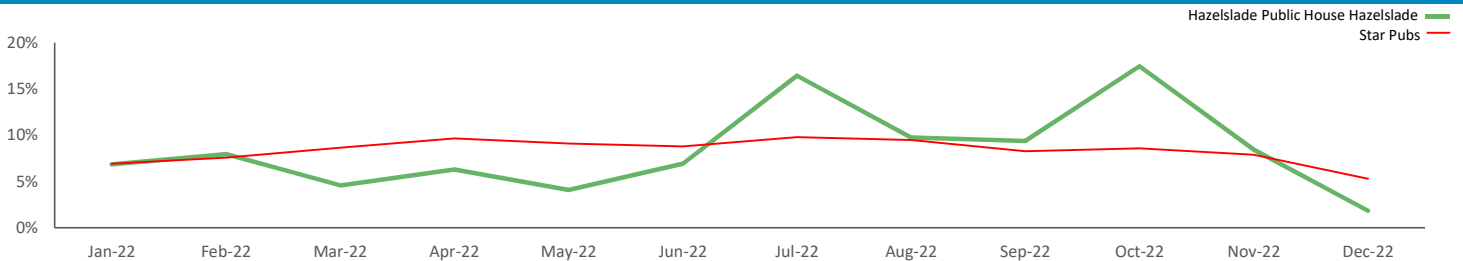
Time of Day/Day of Week
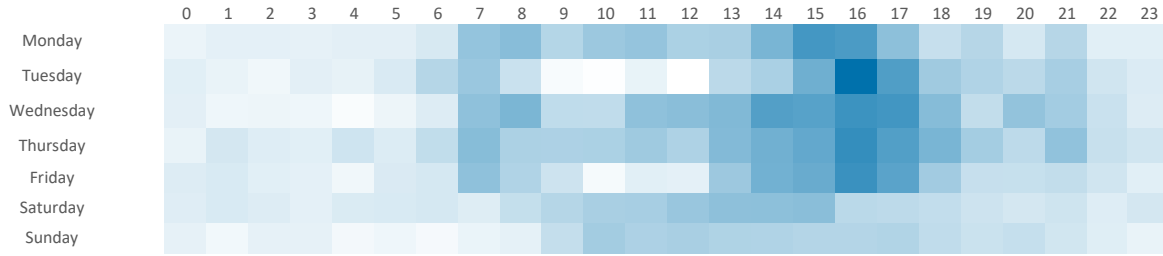
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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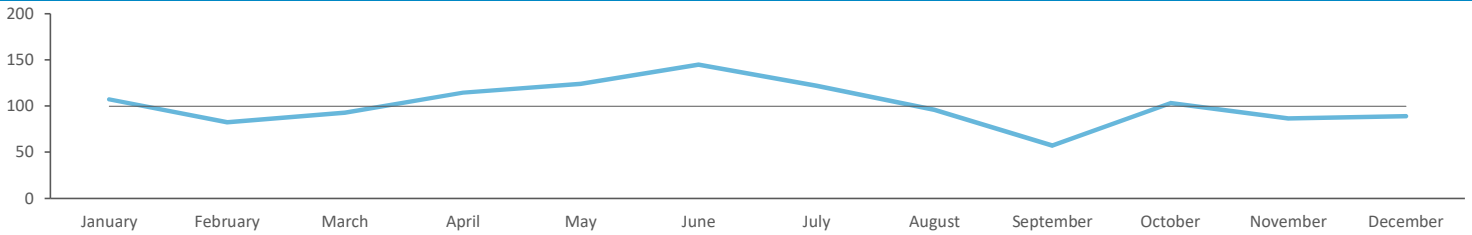
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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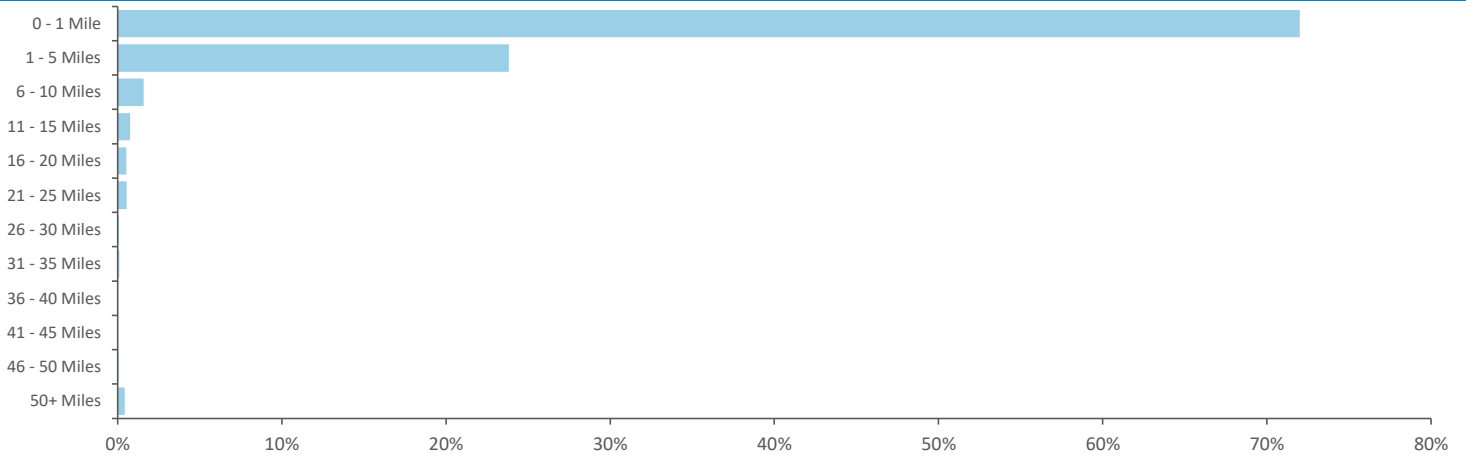
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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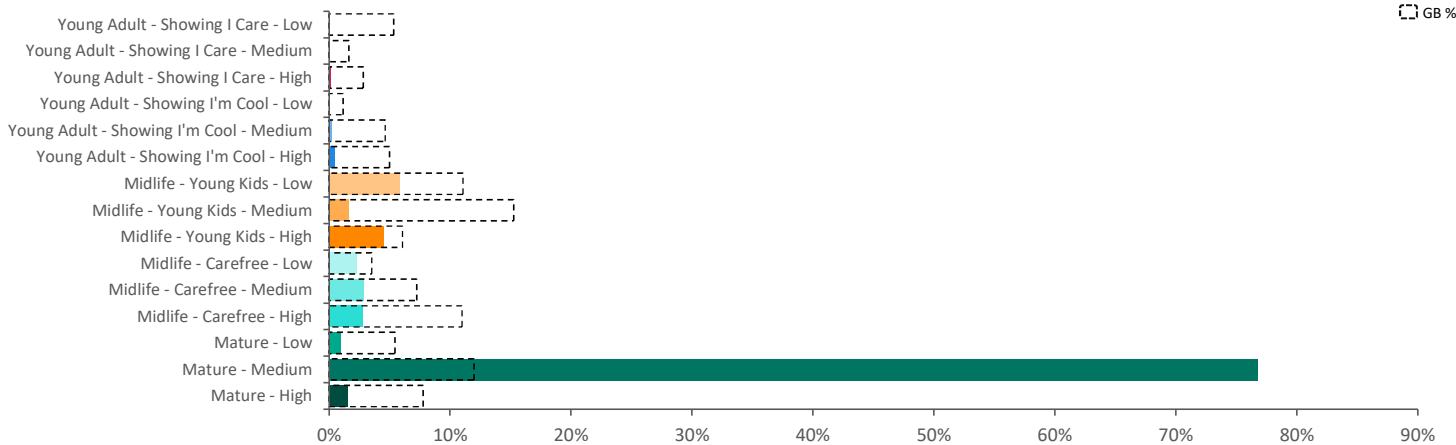
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI

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
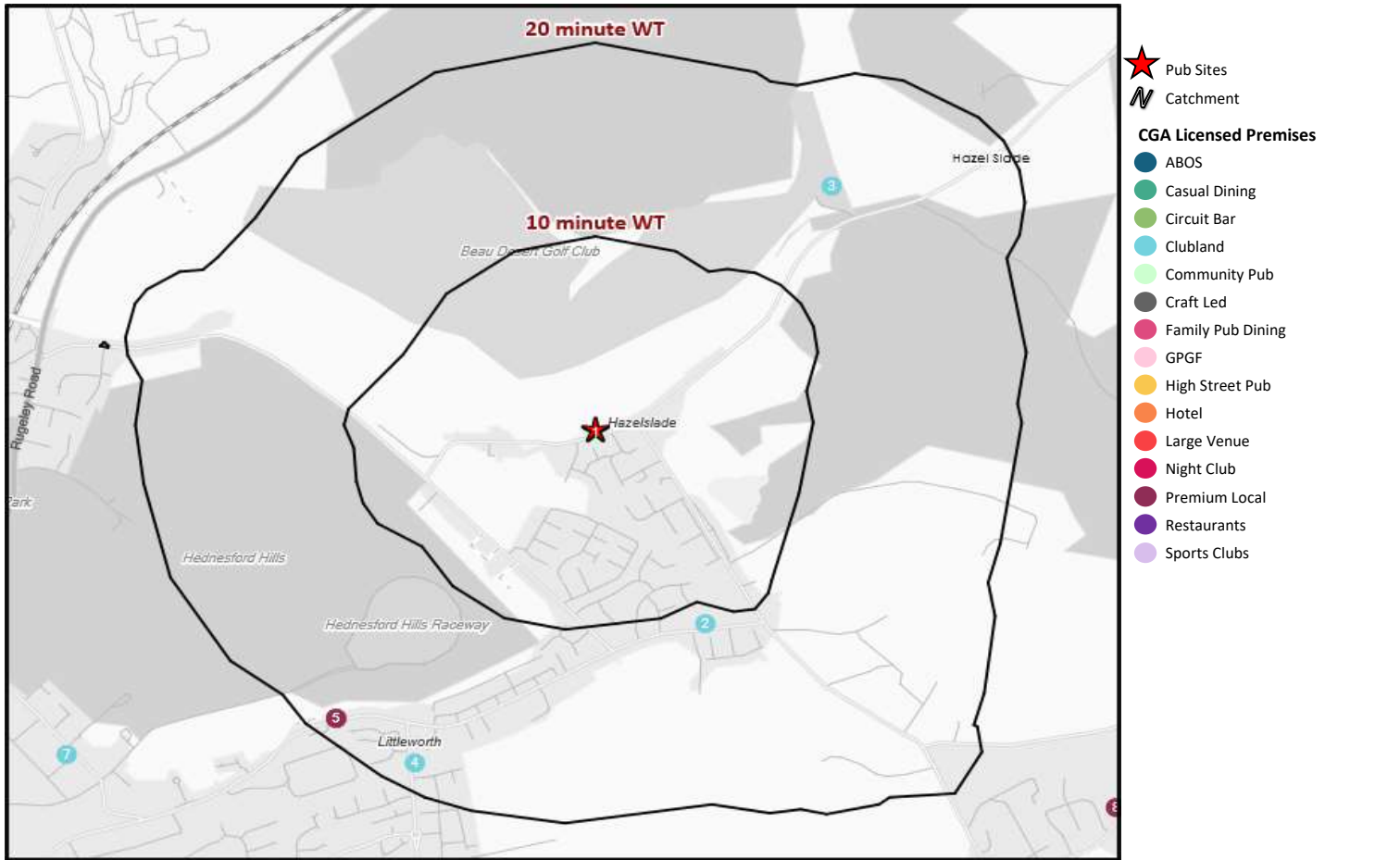
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Hazelslade	WS12 0PQ	Star Pubs & Bars	Community Pub	0.0
2	Cannock Rugeley Cricket Club	WS12 1QQ	Independent Free	Clubland	0.4
3	Beau Desert Golf Club	WS12 0PJ	Independent Free	Clubland	0.6
4	Littleworth Victory Working Mens Club	WS12 2HU	Independent Free	Clubland	0.7
5	Trafalgar	WS12 1HY	Marston's	Family Pub Dining	0.7
5	Hednesford Hills Raceway	WS12 1HY	Independent Free	Premium Local	0.7
7	Churchill Victoria Working Mens Club	WS12 1BQ	Independent Free	Clubland	1.1
8	Rag	WS12 0QD	Independent Free	Premium Local	1.2
9	Hednesford Bingo	WS12 1BT	Independent Free	Large Venue	1.2
9	Aquarius Ballroom	WS12 1BT	Independent Free	Large Venue	1.2
11	Bell & Bottle	WS12 4DE	Stonegate Pub Company	Family Pub Dining	1.2

Per Pub Analysis - Hazelslade Public House Hazelslade

star PUBS & BARS

*WT= Walktime, **DT= Drivetime
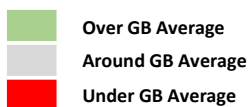
Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,572	2,593	184,970
Number of Competition Pubs	1	5	241
Adults 18+ per Competition Pub	1,572	519	768

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	152	9.6%	95
Circuit Bar	59	3.8%	102
Community Pub	301	19.1%	110
Craft Led	23	1.4%	46
Great Pub Great Food	260	16.6%	86
High Street Pub	351	22.3%	129
Premium Local	321	20.4%	116

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	323	12.4%	122
Circuit Bar	145	5.6%	152
Community Pub	408	15.7%	91
Craft Led	62	2.4%	75
Great Pub Great Food	454	17.5%	91
High Street Pub	514	19.8%	114
Premium Local	582	22.5%	128

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	13,564	7.3%	72
Circuit Bar	5,385	2.9%	79
Community Pub	29,940	16.2%	93
Craft Led	2,659	1.4%	45
Great Pub Great Food	31,787	17.2%	90
High Street Pub	30,591	16.5%	95
Premium Local	33,978	18.4%	105

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.