

Catchment Summary - Mitre Inn Stourbridge



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

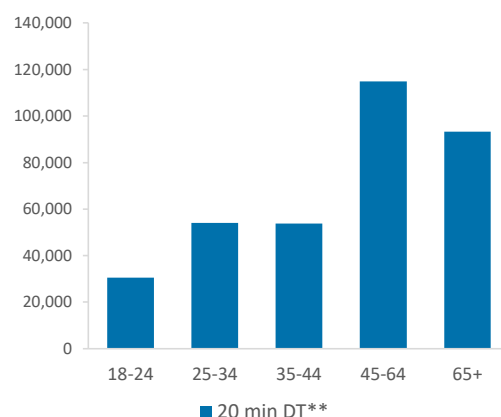
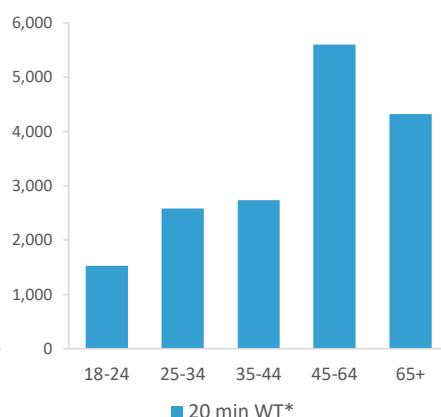
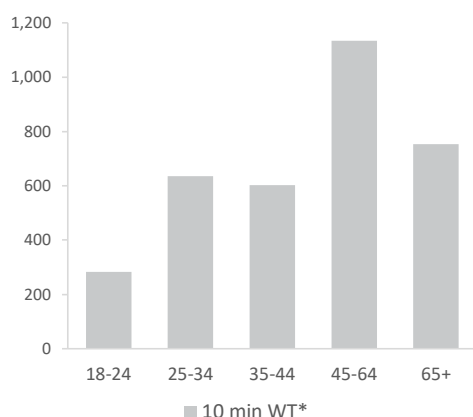
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,190	20,910	440,221	79	144	116
Adults 18+	3,410	16,768	346,596	78	94	116
Competition Pubs	15	40	445	100	125	123
Adults 18+ per Competition Pub	227	419	779	28	51	94
% Adults Likely to Drink	83.0%	83.2%	82.4%	101	101	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	27.2%	22.2%	25.3%	106	87	98
	Medium	39.1%	48.7%	48.3%	99	124	123
	High	33.5%	27.7%	25.3%	100	83	75

*Affluence does not include Not Private Households

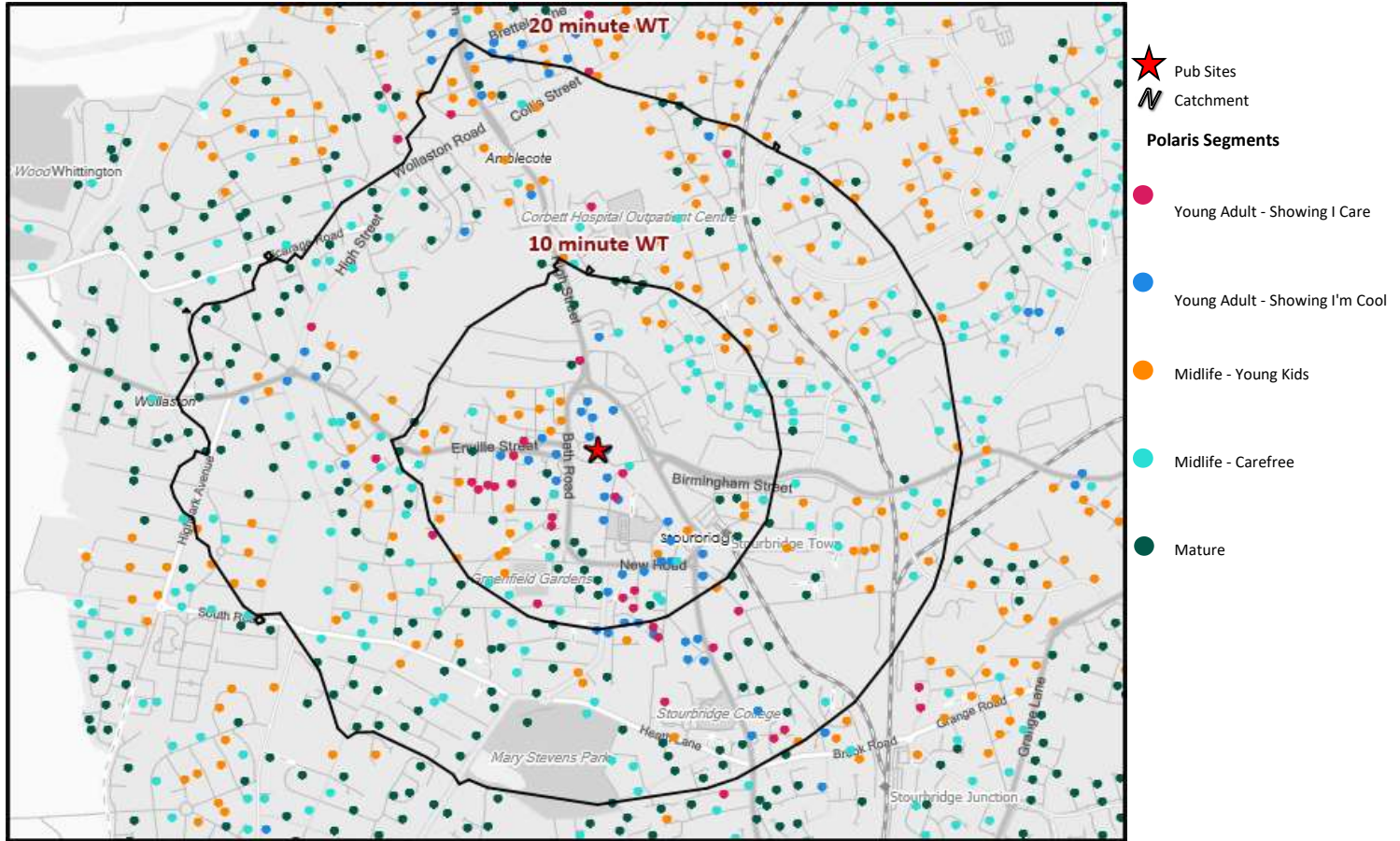
Age Profile	18-24	283	1,528	30,509	83	90	85
	25-34	636	2,581	54,053	114	93	92
	35-44	603	2,733	53,805	112	102	95
	45-64	1,134	5,602	114,965	106	105	102
	65+	754	4,324	93,264	94	108	111



		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	2,118 (51%)	10,476 (50%)	216,093 (49%)	102	101	99
	Female	2,072 (49%)	10,434 (50%)	224,128 (51%)	98	99	101
Economic Status (16-74)	Employed: Full-time	1,381 (44%)	6,481 (43%)	126,622 (41%)	106	103	98
	Employed: Part-time	461 (15%)	2,250 (15%)	44,487 (14%)	114	114	110
	Self employed	279 (9%)	1,276 (8%)	25,188 (8%)	94	88	85
	Unemployed	95 (3%)	380 (3%)	8,797 (3%)	128	105	120
	Retired	405 (13%)	2,246 (15%)	50,889 (16%)	94	107	119
	Other	501 (16%)	2,558 (17%)	54,033 (17%)	81	85	88
Total Worker Count		3,820	12,334	200,996			

See the Glossary page for further information on the above variables

Polaris Summary - Mitre Inn Stourbridge

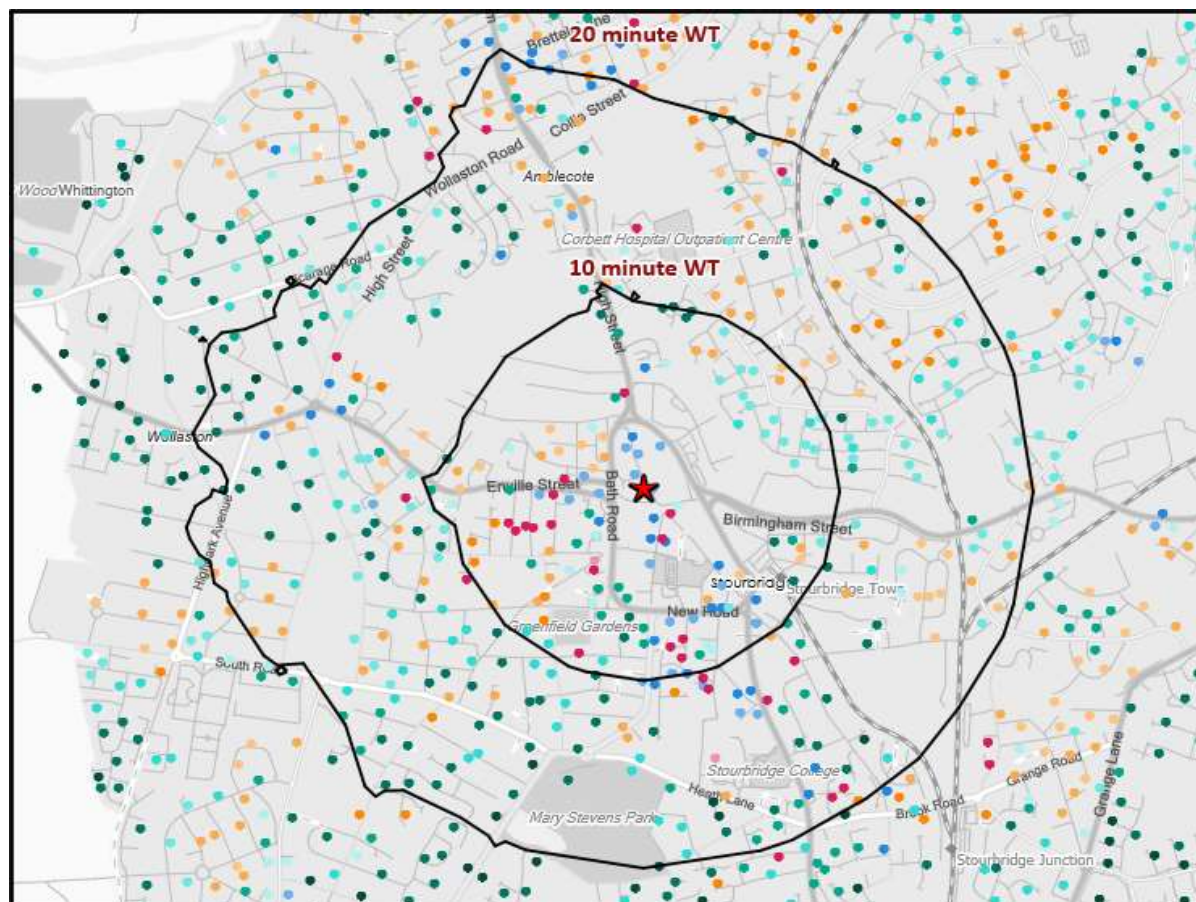


Polaris Profile by Catchment

*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	526	1,156	7,355	173	77	24
Young Adult - Showing I'm Cool	524	1,078	22,885	167	70	72
Midlife - Young Kids	740	4,621	107,925	69	88	99
Midlife - Carefree	1,125	4,864	91,193	157	138	125
Mature	491	4,825	113,358	51	103	117
Not Private Households	4	224	3,880	8	93	78
Total	3,410	16,768	346,596			

Polaris Summary - Mitre Inn Stourbridge



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

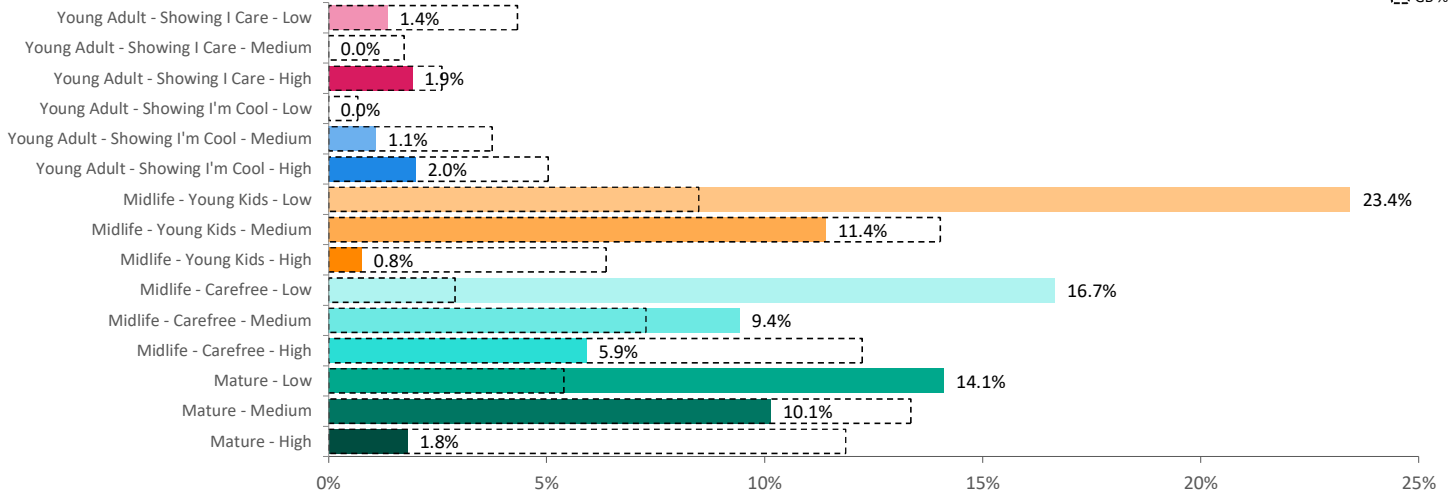
*WT= Walktime, **DT= Drivetime

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	8	41	185	6	6	1
Medium	0	0	0	0	0	0
High	518	1,115	7,170	451	197	61
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	290	487	11,711	230	79	91
High	234	591	11,174	153	79	72
Midlife - Young Kids						
Low	274	1,448	42,569	72	78	111
Medium	272	2,306	54,799	53	92	106
High	194	867	10,557	106	96	57
Midlife - Carefree						
Low	338	830	18,980	292	146	161
Medium	589	2,134	44,442	257	189	191
High	198	1,900	27,771	53	104	73
Mature						
Low	309	1,411	25,816	153	142	125
Medium	182	3,234	56,577	42	152	129
High	0	180	30,965	0	11	95
Not Private Households	4	224	3,880	8	93	78
Total	3,410	16,768	346,596			

Transactional Data Summary - Mitre Inn Stourbridge

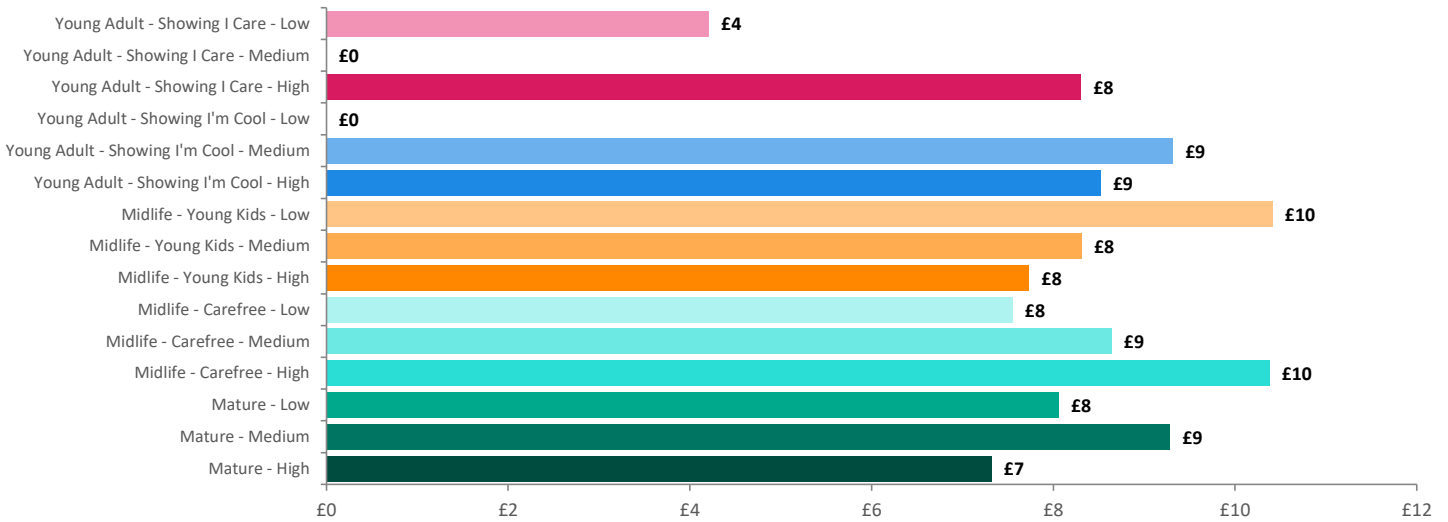
Spend by Polaris

GB %



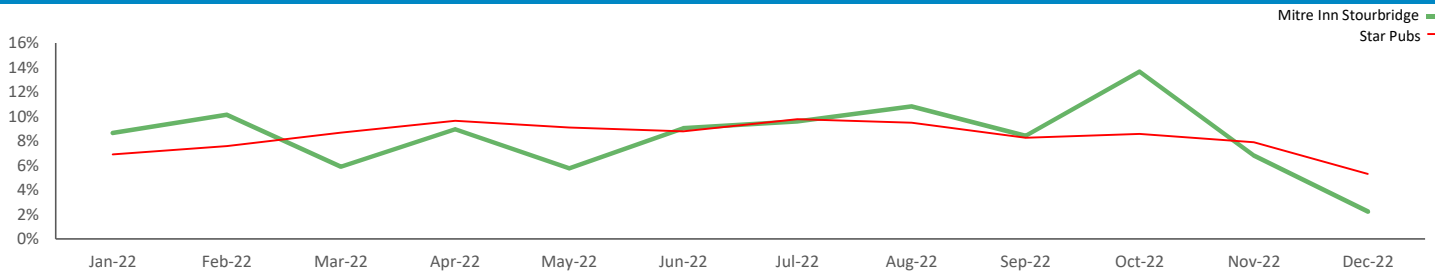
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



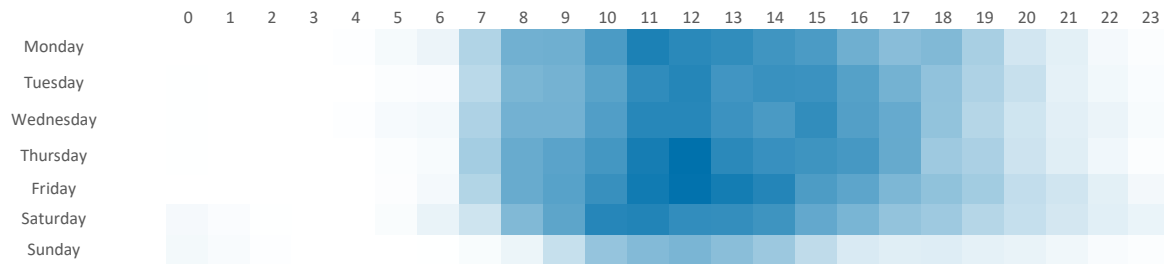
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month



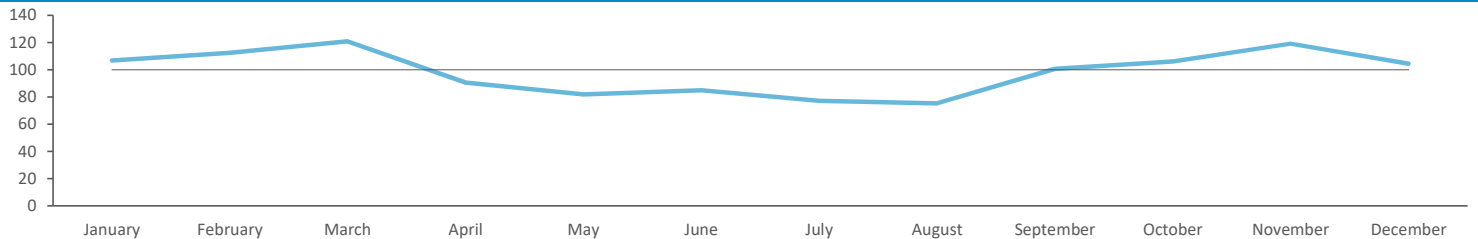
Mobile Data Summary - Mitre Inn Stourbridge

Time of Day/Day of Week



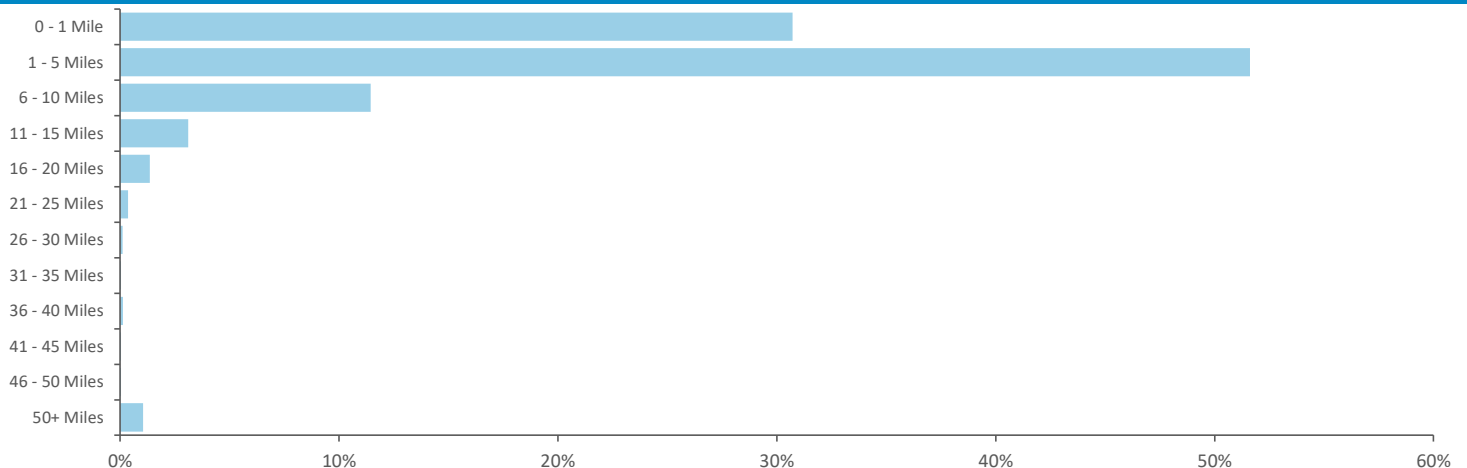
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



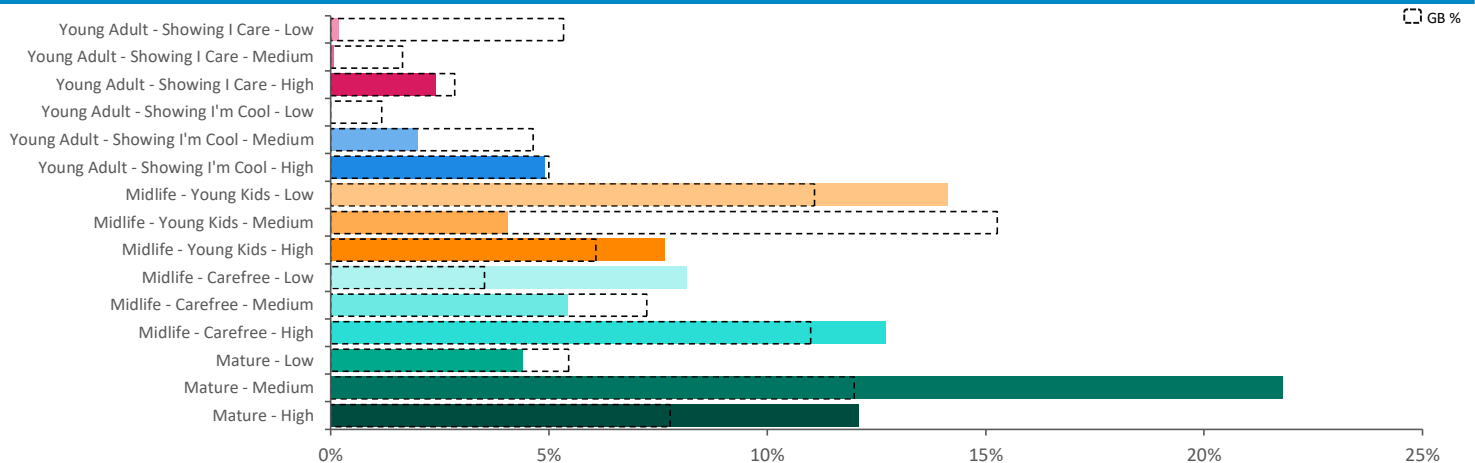
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



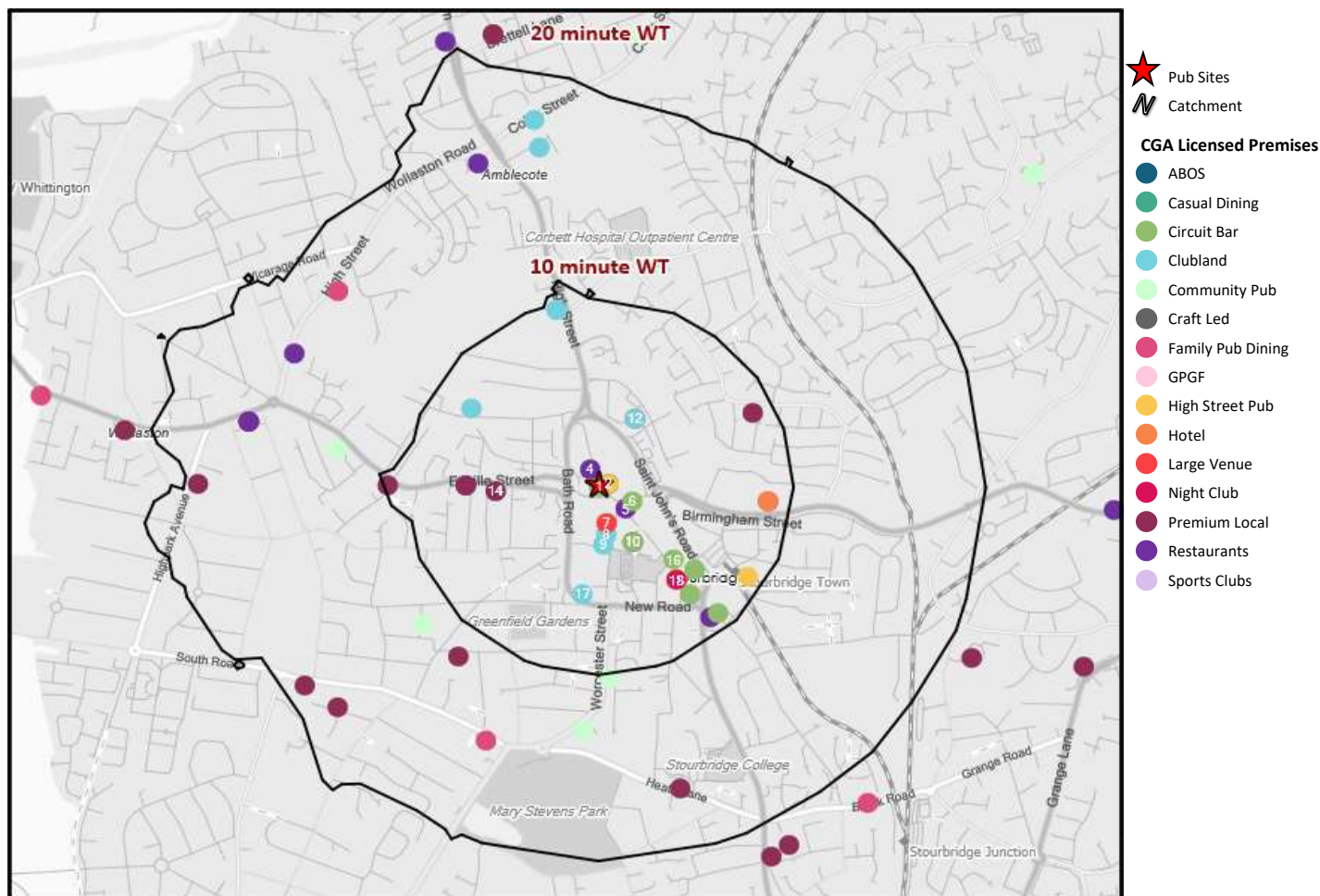
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

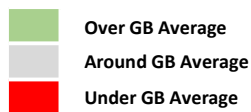
CGA Summary - Mitre Inn Stourbridge



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Mitre Inn	DY 8 1TS	Star Pubs & Bars	Circuit Bar	0.0
2	Bombay Pickles	DY 8 1TA	Independent Free	Restaurants	0.0
2	Haul	DY 8 1TA	Independent Free	High Street Pub	0.0
4	Cellars Indian Cuisine	DY 8 1TT	Independent Free	Restaurants	0.0
5	Anatolia Grill	DY 8 1DA	Independent Free	Restaurants	0.1
6	Duke William	DY 8 1EP	Craddocks Brewery	Circuit Bar	0.1
7	Stourbridge Town Hall	DY 8 1AA	Independent Free	Large Venue	0.1
8	Stourbridge Institute & Social Club	DY 8 1AD	Independent Free	Clubland	0.1
9	Crystal Leisure Centre	DY 8 1AE	Independent Free	Clubland	0.1
10	Ristorante Vesuvio	DY 8 1DP	Independent Free	Restaurants	0.1
10	Barbridge	DY 8 1DP	Independent Free	Circuit Bar	0.1
12	River Rooms	DY 8 1JN	Unknown	Large Venue	0.2
12	Full Throttle Raceway	DY 8 1JN	Independent Free	Clubland	0.2
14	Royal British Legion Club	DY 8 1XW	Independent Free	Clubland	0.2
14	Royal Exchange	DY 8 1XW	Batham	Premium Local	0.2
16	Stourbridge Lion	DY 8 1DX	Amber Taverns	Circuit Bar	0.2
17	Stourbridge Old Edwardians Club	DY 8 1BL	Independent Free	Clubland	0.2
18	Cock And Bull	DY 8 1EE	Admiral Taverns Ltd	Family Pub Dining	0.2
18	Yard And Beyond	DY 8 1EE	Independent Free	High Street Pub	0.2
18	Soffio Lounge	DY 8 1EE	Loungers	High Street Pub	0.2

Per Pub Analysis - Mitre Inn Stourbridge



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,410	16,768	346,596
Number of Competition Pubs	15	40	445
Adults 18+ per Competition Pub	227	419	779

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	469	13.8%	135
Circuit Bar	93	2.7%	74
Community Pub	434	12.7%	73
Craft Led	184	5.4%	170
Great Pub Great Food	565	16.6%	86
High Street Pub	435	12.8%	74
Premium Local	300	8.8%	50

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,588	9.5%	93
Circuit Bar	474	2.8%	77
Community Pub	2,916	17.4%	100
Craft Led	490	2.9%	92
Great Pub Great Food	2,803	16.7%	87
High Street Pub	2,835	16.9%	98
Premium Local	2,476	14.8%	84

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	27,236	7.9%	77
Circuit Bar	10,611	3.1%	83
Community Pub	61,630	17.8%	102
Craft Led	7,928	2.3%	72
Great Pub Great Food	56,474	16.3%	85
High Street Pub	59,483	17.2%	99
Premium Local	55,933	16.1%	92

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 Lifestyle, 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.																