

## Catchment Summary - Navigation Willenhall



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

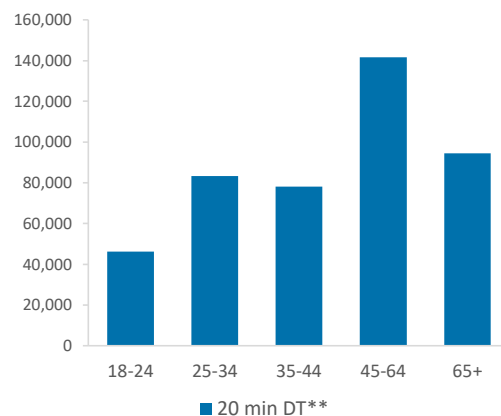
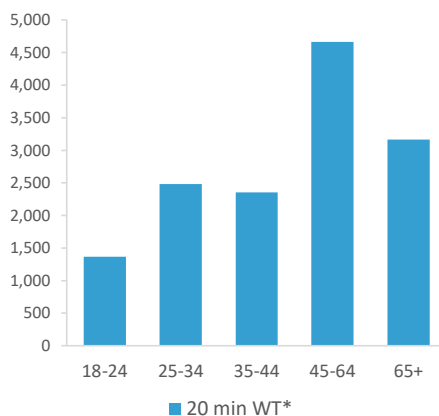
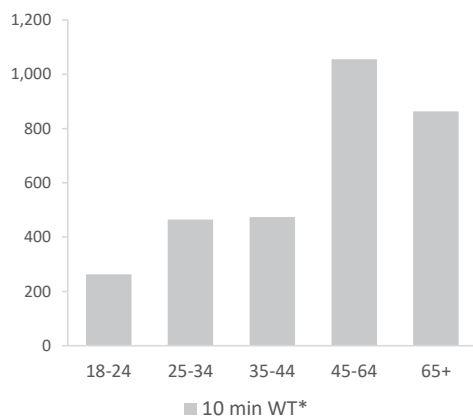
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,936	18,100	588,579	74	124	155
Adults 18+	3,121	14,027	444,188	72	78	149
Competition Pubs	3	18	446	20	56	123
Adults 18+ per Competition Pub	1,040	779	996	126	94	121
% Adults Likely to Drink	83.2%	82.1%	79.6%	101	100	97

Population & Adults 18+ index is based on all pubs

Affluence	Low	24.5%	24.7%	33.1%	95	96	129
	Medium	67.5%	61.2%	46.1%	172	156	117
	High	8.0%	14.0%	19.3%	24	42	57

\*Affluence does not include Not Private Households

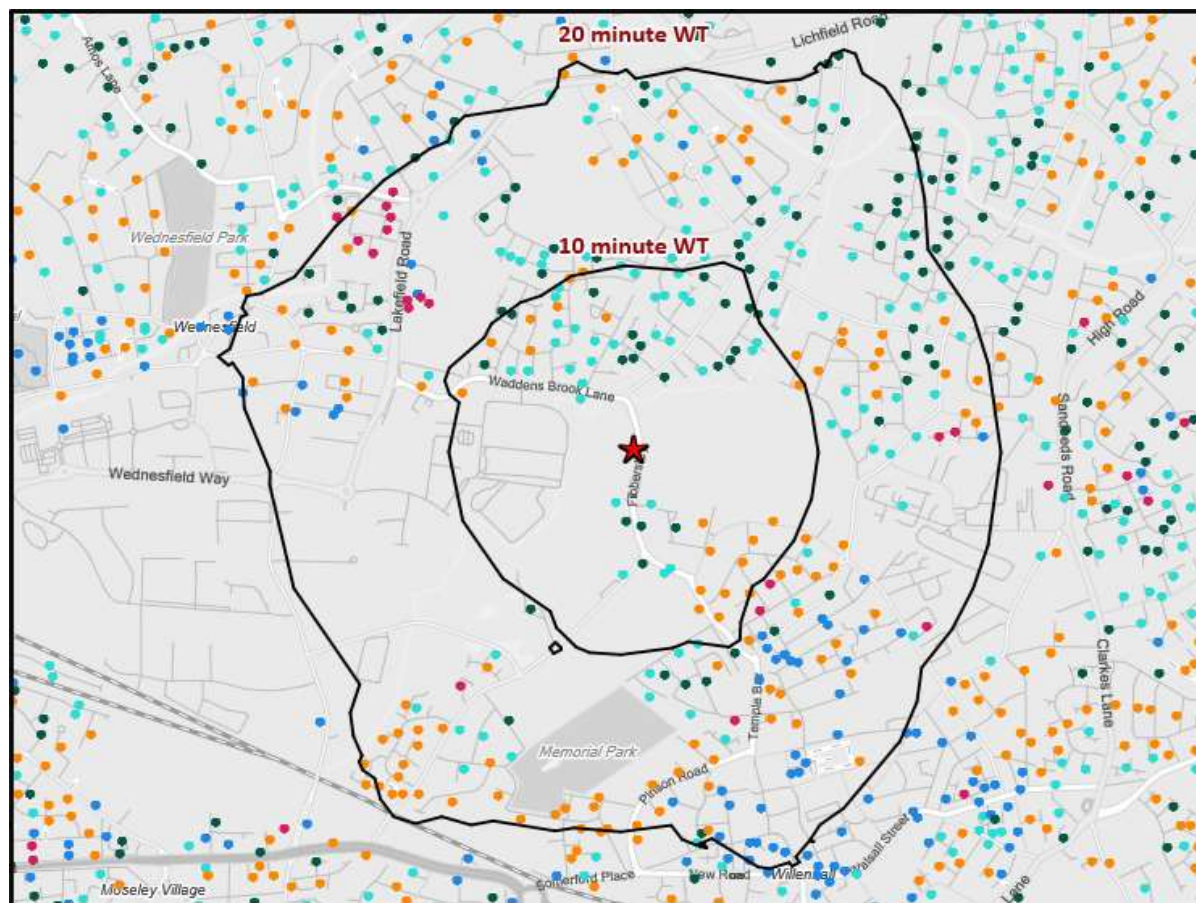
Age Profile	18-24	263	1,365	46,329	82	93	97
	25-34	465	2,478	83,420	89	103	107
	35-44	475	2,354	78,170	94	101	103
	45-64	1,055	4,664	141,647	105	101	94
	65+	863	3,166	94,622	115	92	84



		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	1,882 (48%)	8,870 (49%)	293,371 (50%)	97	99	101
	Female	2,054 (52%)	9,230 (51%)	295,208 (50%)	103	101	99
Economic Status (16-74)	Employed: Full-time	1,139 (41%)	5,508 (43%)	158,874 (38%)	98	103	92
	Employed: Part-time	409 (15%)	1,749 (14%)	55,989 (14%)	113	104	104
	Self employed	189 (7%)	854 (7%)	26,558 (6%)	71	69	67
	Unemployed	58 (2%)	447 (3%)	17,683 (4%)	88	146	180
	Retired	515 (18%)	1,919 (15%)	56,692 (14%)	134	108	100
	Other	477 (17%)	2,423 (19%)	97,559 (24%)	87	95	120
Total Worker Count		1,832	10,648	231,061			

See the Glossary page for further information on the above variables

## Polaris Summary - Navigation Willenhall



## Polaris Segments

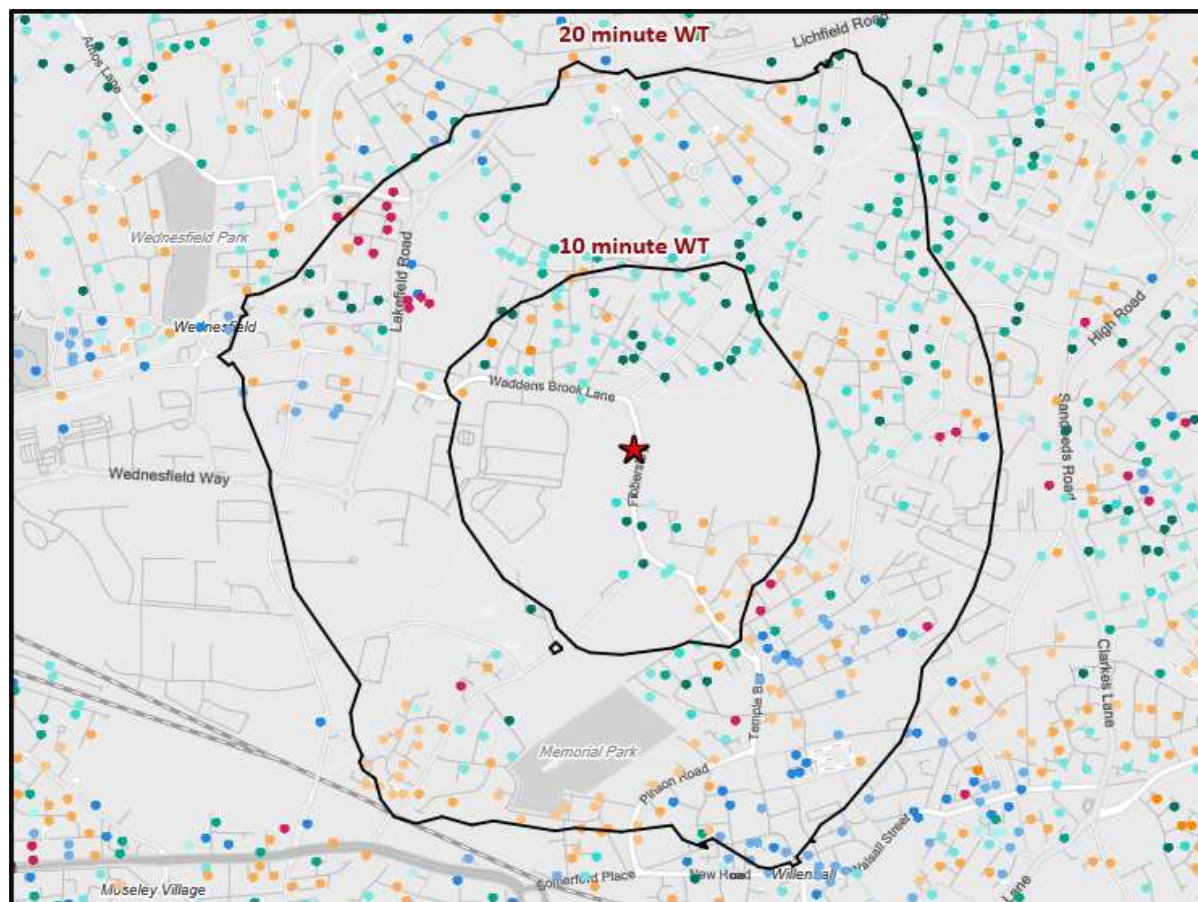
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## 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	58	725	38,222	21	58	96
Young Adult - Showing I'm Cool	0	2,139	40,701	0	166	100
Midlife - Young Kids	923	4,545	194,461	94	103	139
Midlife - Carefree	1,186	4,233	101,193	181	143	108
Mature	954	2,369	62,605	109	60	50
Not Private Households	0	16	7,006	0	8	110
<b>Total</b>	<b>3,121</b>	<b>14,027</b>	<b>444,188</b>			

## Polaris Summary - Navigation Willenhall



## 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

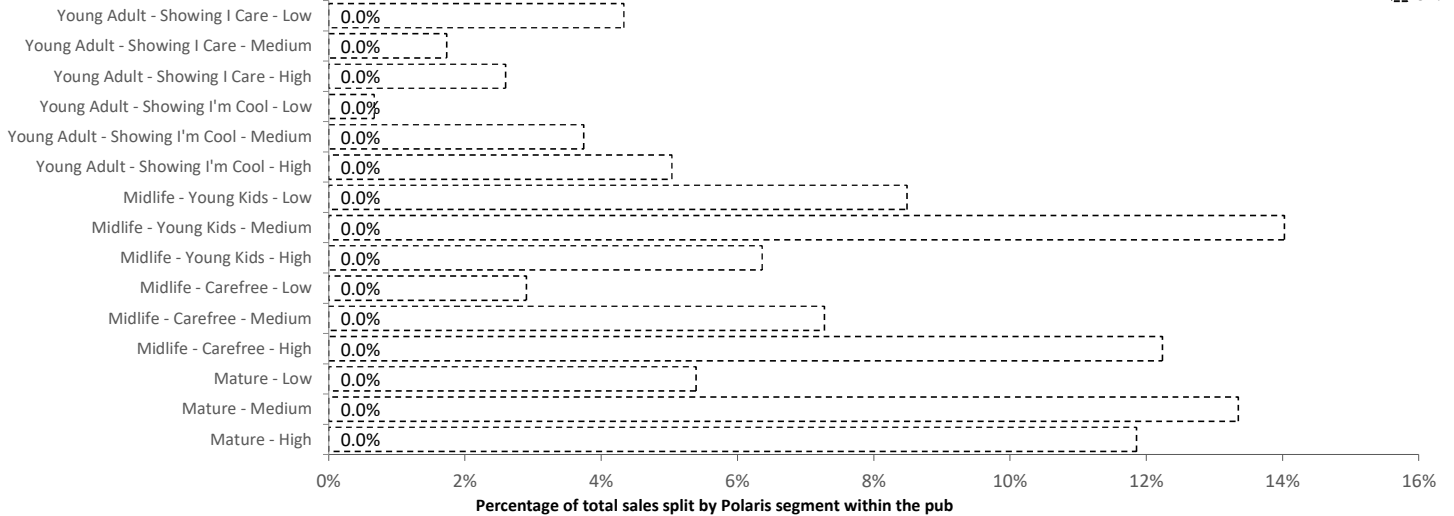
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	5,568	0	0	30
Medium	0	0	153	0	0	3
High	58	725	32,501	55	153	217
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	1,294	20,200	0	249	123
High	0	845	20,501	0	135	103
<b>Midlife - Young Kids</b>						
Low	572	2,253	87,341	165	145	177
Medium	282	2,170	95,810	61	104	145
High	69	122	11,310	41	16	47
<b>Midlife - Carefree</b>						
Low	33	349	28,112	31	73	186
Medium	1,031	3,619	57,641	492	384	193
High	122	265	15,440	36	17	32
<b>Mature</b>						
Low	159	867	25,832	86	104	98
Medium	795	1,502	30,903	201	85	55
High	0	0	5,870	0	0	14
<b>Not Private Households</b>	0	16	7,006	0	8	110
<b>Total</b>	3,121	14,027	444,188			

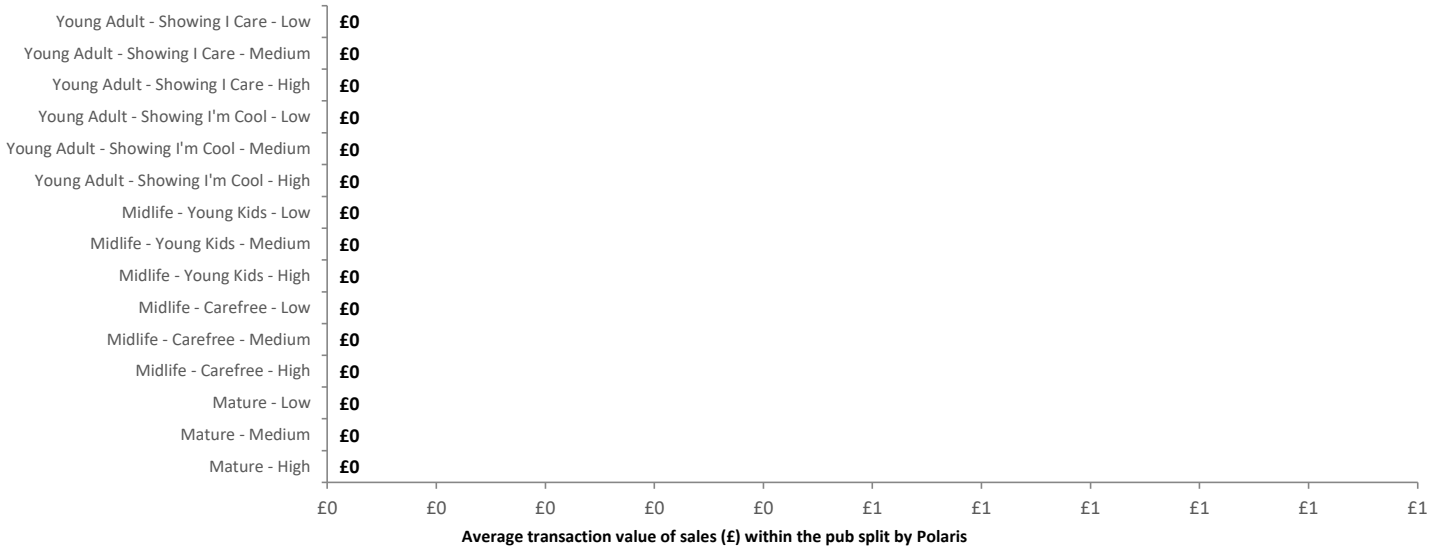
## Transactional Data Summary - Navigation Willenhall

## Spend by Polaris

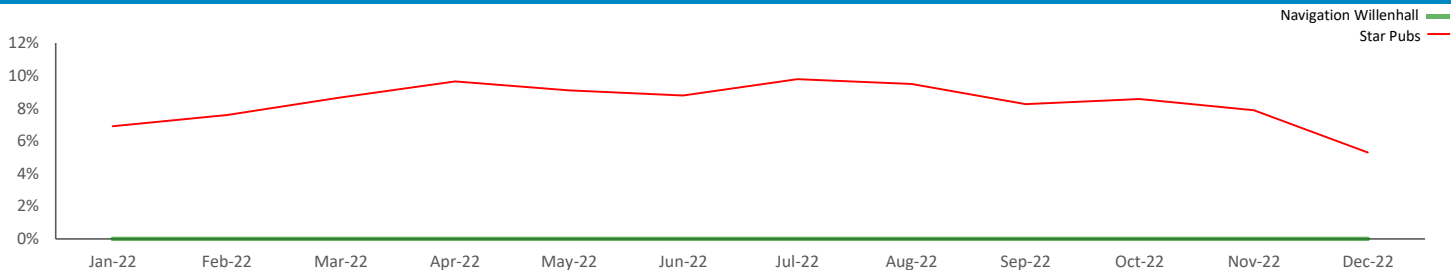
GB %



## Average Transaction Values (£) by Polaris

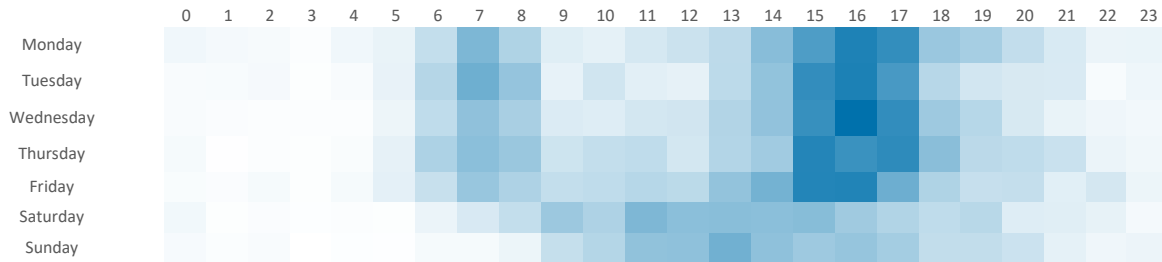


## Spend by Month



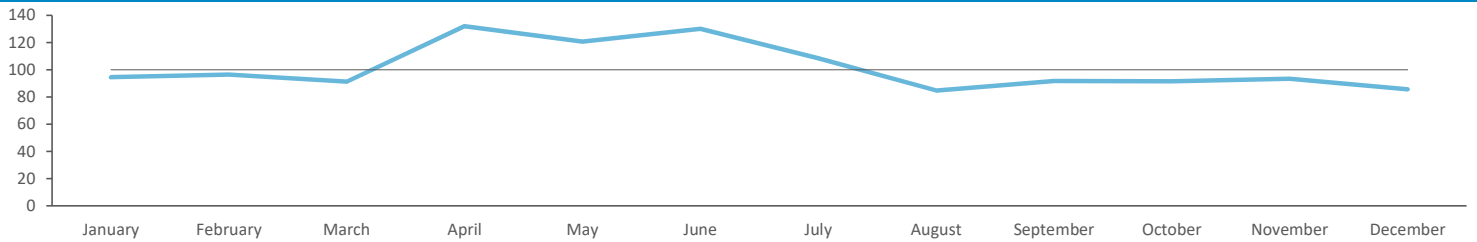
# Mobile Data Summary - Navigation Willenhall

## Time of Day/Day of Week



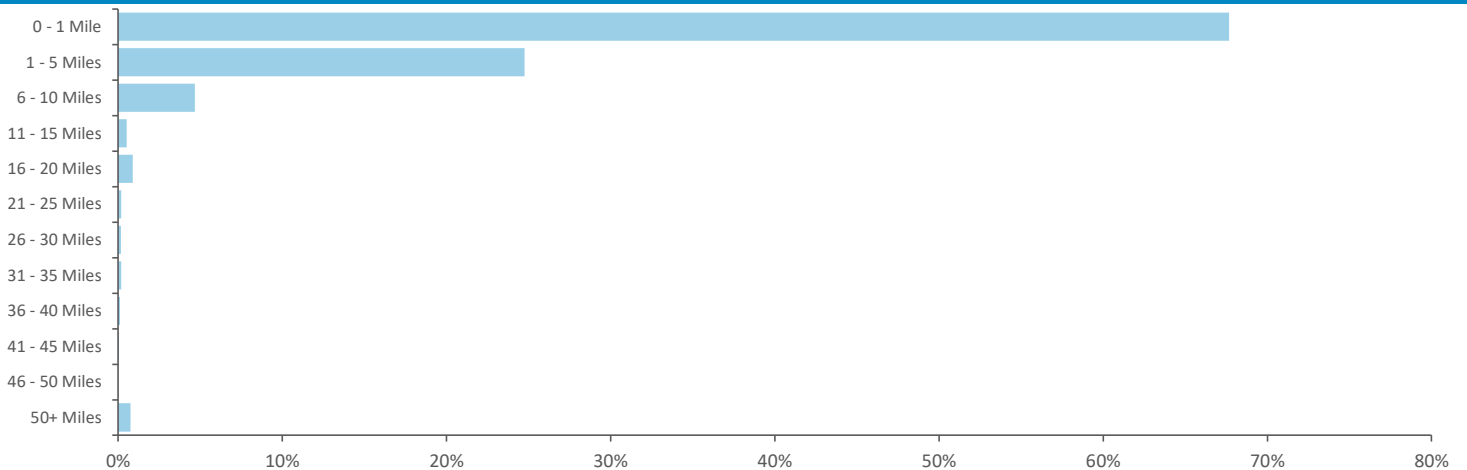
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



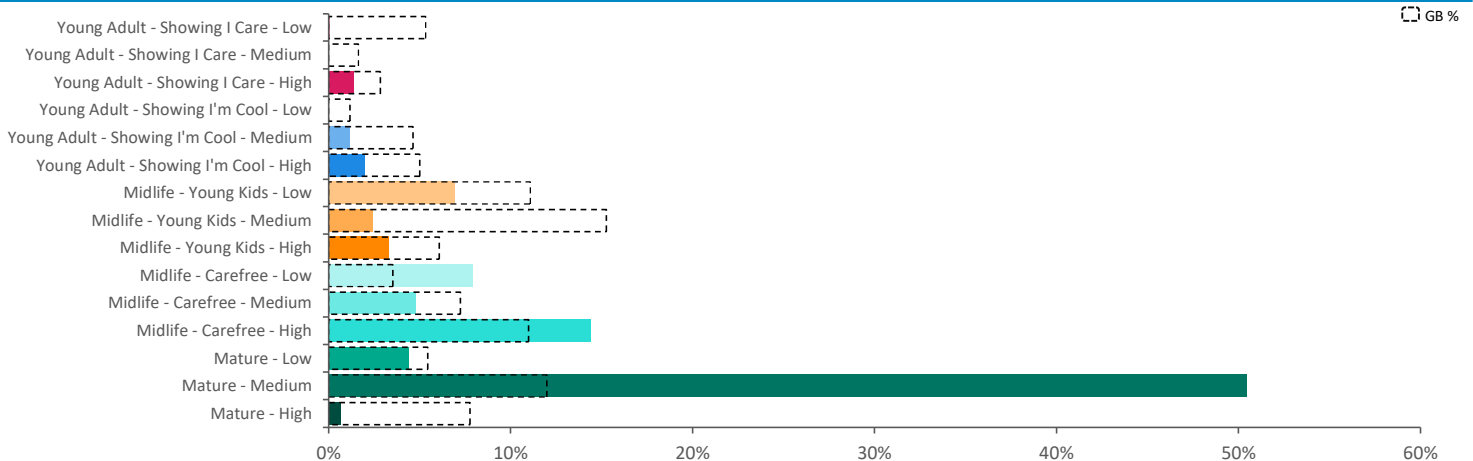
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



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

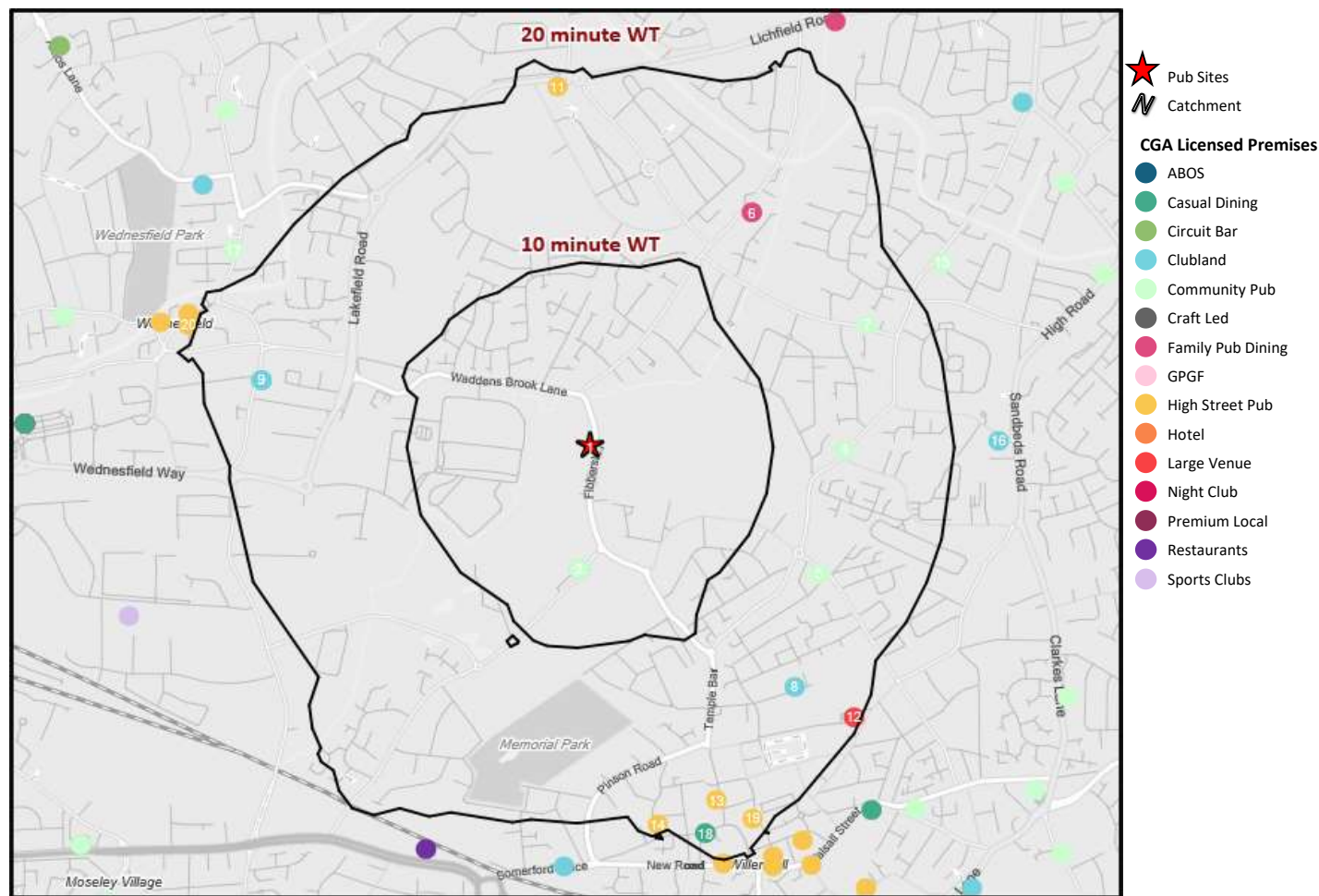
## Polaris Plus Profile



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



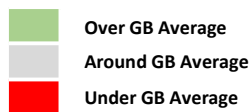
## CGA Summary - Navigation Willenhall



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Navigation	WV11 3SU	Star Pubs & Bars	Community Pub	0.0
2	Willenhall Town Football Club	WV13 3BB	Independent Free	Clubland	0.3
2	442 Bar & Grill	WV13 3BB	Independent Free	Community Pub	0.3
4	Cross Keys	WV12 4LB	Star Pubs & Bars	Community Pub	0.5
5	Forge Tavern	WV13 1DT	Unknown	Community Pub	0.5
6	Spread Eagle	WV11 3SD	Marston's	Family Pub Dining	0.6
7	Pool Hayes	WV12 4PX	Star Pubs & Bars	Community Pub	0.6
8	Willenhall Liberal Club	WV13 1DF	Independent Free	Clubland	0.7
9	Wednesfield Conservative Club	WV11 3PR	Independent Free	Clubland	0.7
9	Midland Snooker Club	WV11 3PR	Independent Free	Clubland	0.7
11	Lancaster	WV11 3EL	Stonegate Pub Company	High Street Pub	0.8
12	Shine Star Banqueting	WV13 1LJ	Independent Free	Large Venue	0.8
13	Three Crowns	WV13 1RT	Dorbiere	High Street Pub	0.8
14	Gilberts	WV13 2NY	Independent Free	High Street Pub	0.8
15	Jolly Collier	WV12 4QG	Star Pubs & Bars	Community Pub	0.8
16	Jubilee House	WV12 4HB	Independent Free	Clubland	0.8
17	Vine Inn	WV11 1TN	Black Country Ales	Community Pub	0.8
18	Chung's Catonese	WV13 2NF	Independent Free	Casual Dining	0.9
19	Workers Rest	WV13 1PB	Independent Free	High Street Pub	0.9
20	Dog & Partridge	WV11 1SZ	Marston's	High Street Pub	0.9

## Per Pub Analysis - Navigation Willenhall

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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+	3,121	14,027	444,188
Number of Competition Pubs	3	18	446
Adults 18+ per Competition Pub	1,040	779	996

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	105	3.4%	33
Circuit Bar	50	1.6%	43
Community Pub	651	20.9%	120
Craft Led	26	0.8%	26
Great Pub Great Food	272	8.7%	45
High Street Pub	618	19.8%	114
Premium Local	336	10.8%	61

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,363	9.7%	95
Circuit Bar	502	3.6%	98
Community Pub	2,417	17.2%	99
Craft Led	575	4.1%	130
Great Pub Great Food	1,511	10.8%	56
High Street Pub	2,389	17.0%	98
Premium Local	1,286	9.2%	52

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	49,815	11.2%	110
Circuit Bar	17,782	4.0%	109
Community Pub	83,317	18.8%	108
Craft Led	17,594	4.0%	125
Great Pub Great Food	54,821	12.3%	64
High Street Pub	81,886	18.4%	106
Premium Local	46,214	10.4%	59

## Glossary

Category	Explanation																												
Population	The population count within the specified catchment																												
Gender	Counts of Males and Females within the specified catchment																												
Affluence	<p>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.</p> <p>Essential outgoings are: Tax &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3, 5.3</p>																												
Age Profile	Counts of residents by Age band																												
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																												
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.																													
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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.																													