

Catchment Summary - Fountain Tipton



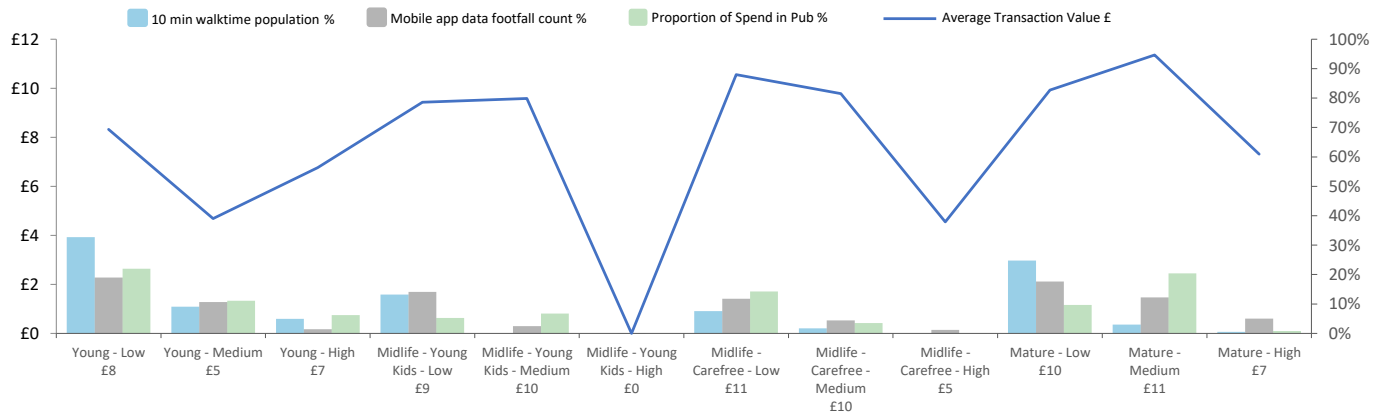
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627072	Fountain Tipton	DY 4 8HE	Star Pubs & Bars	High Street Pub	3



- ★ 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 - Fountain Tipton

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

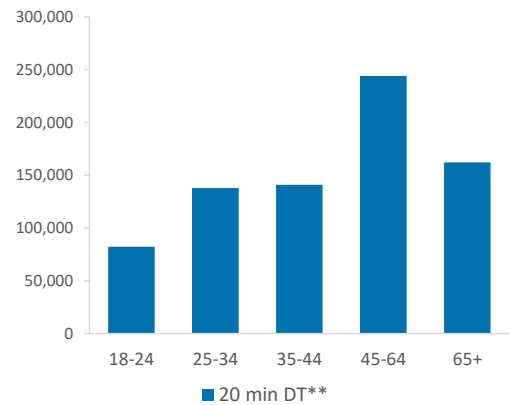
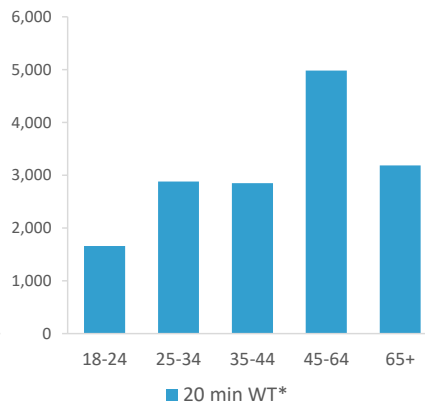
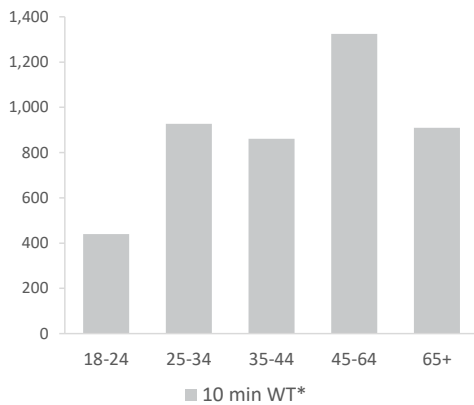
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,802	20,577	1,005,704	108	111	229
Adults 18+	4,463	15,559	767,411	99	102	220
Competition Pubs	6	11	686	33	31	165
Adults 18+ per Competition Pub	744	1,414	1,119	87	165	130
% Adults Likely to Drink	71.6%	70.3%	68.4%	94	92	90

Population & Adults 18+ index is based on all pubs

Affluence	Low	78.3%	76.1%	64.6%	235	229	194
	Medium	13.8%	19.1%	28.2%	36	50	74
	High	5.5%	4.0%	6.3%	20	15	23

*Affluence does not include Not Private Households

Age Profile	18-24	440	1,658	82,335	93	99	101
	25-34	927	2,881	137,906	120	105	103
	35-44	861	2,849	140,893	112	105	106
	45-64	1,325	4,984	244,056	89	94	94
	65+	910	3,187	162,221	82	81	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	2,867 (49%)	10,130 (49%)	495,849 (49%)	101	101	101
	Female	2,935 (51%)	10,447 (51%)	509,855 (51%)	99	100	99
Economic Status (16+)	Employed: Full-time	1,387 (30%)	5,325 (33%)	255,338 (32%)	88	96	93
	Employed: Part-time	533 (12%)	1,926 (12%)	97,004 (12%)	98	101	103
	Self employed	277 (6%)	989 (6%)	55,151 (7%)	65	67	75
	Unemployed	262 (6%)	823 (5%)	36,019 (5%)	206	185	164
	Full-time student	116 (3%)	387 (2%)	20,173 (3%)	106	101	107
	Retired	840 (18%)	2,706 (17%)	148,159 (19%)	83	77	85
	Other	1,184 (26%)	3,940 (24%)	183,086 (23%)	148	141	132
Total Worker Count		2,129	8,321	376,087			

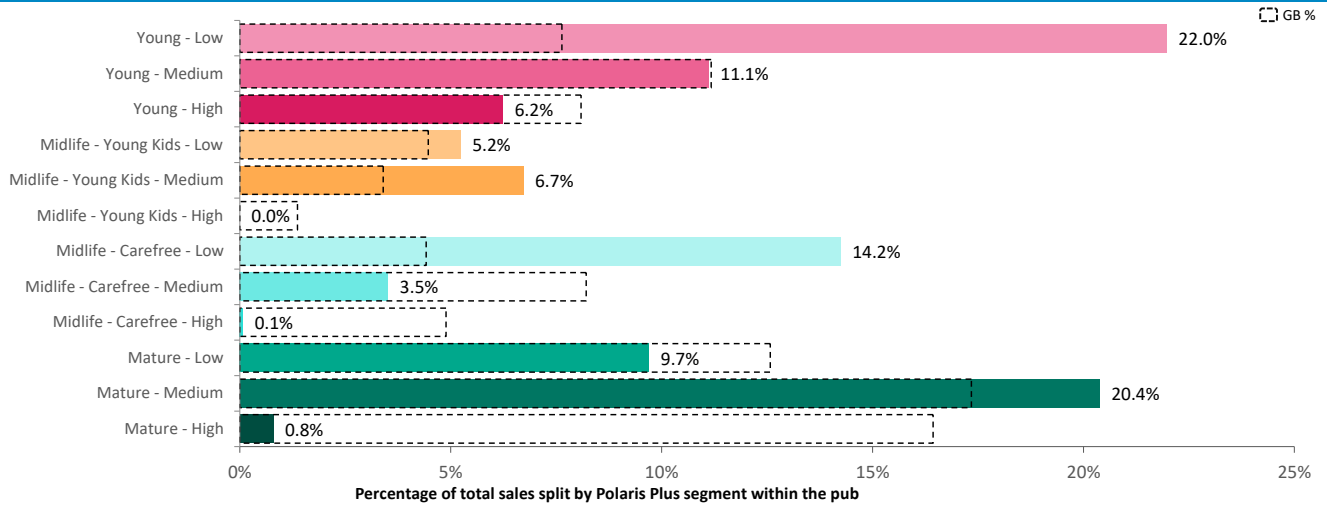
See the Glossary page for further information on the above variables

Transactional Data Summary - Fountain Tipton

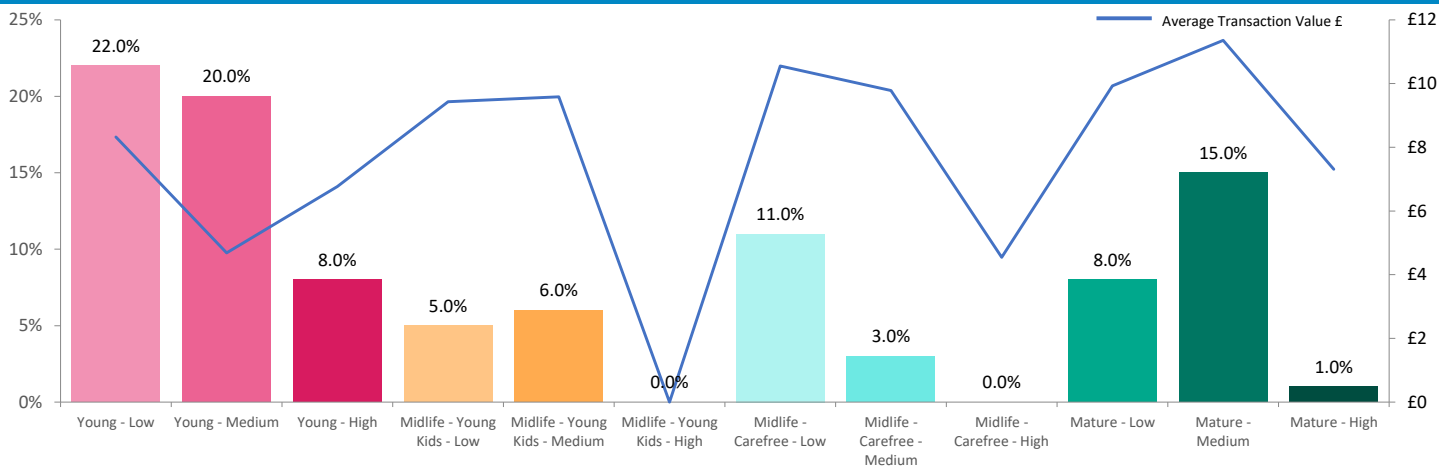


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Spend by Polaris Plus

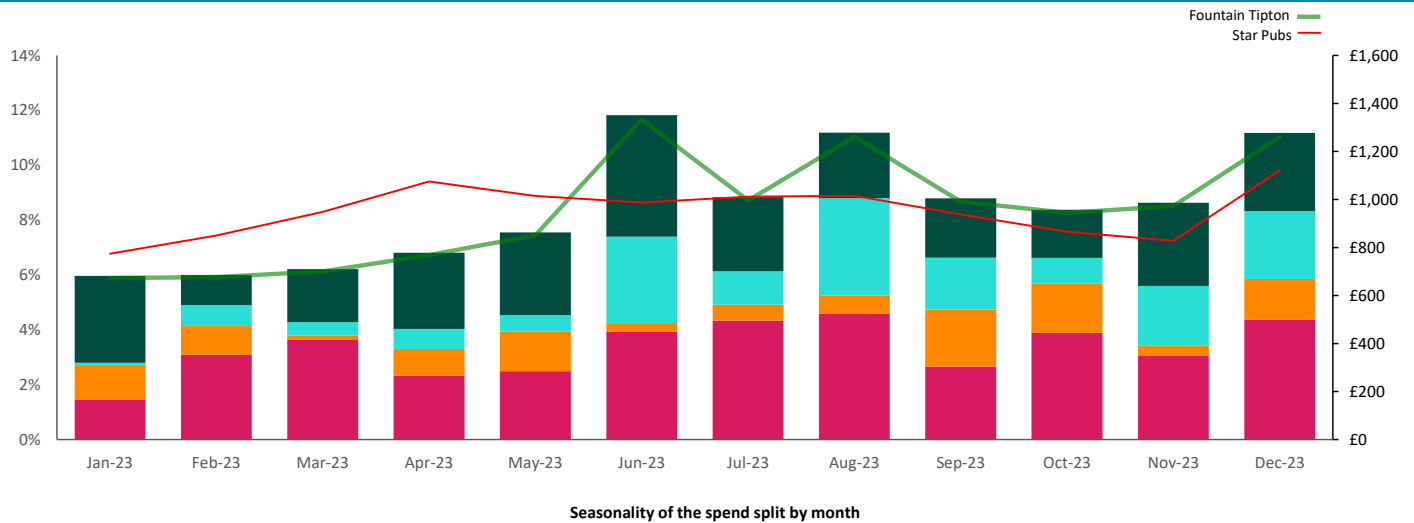


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

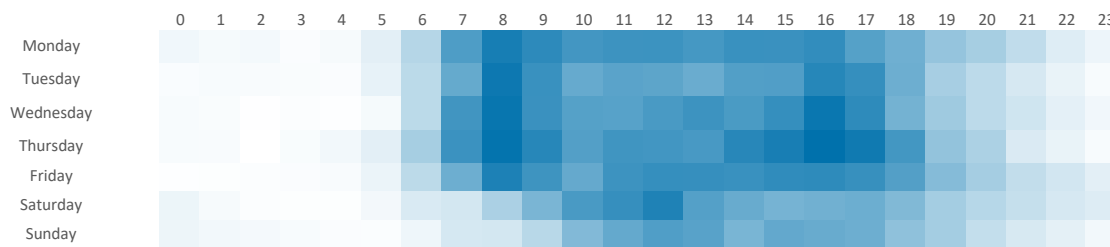


Mobile Data Summary - Fountain Tipton



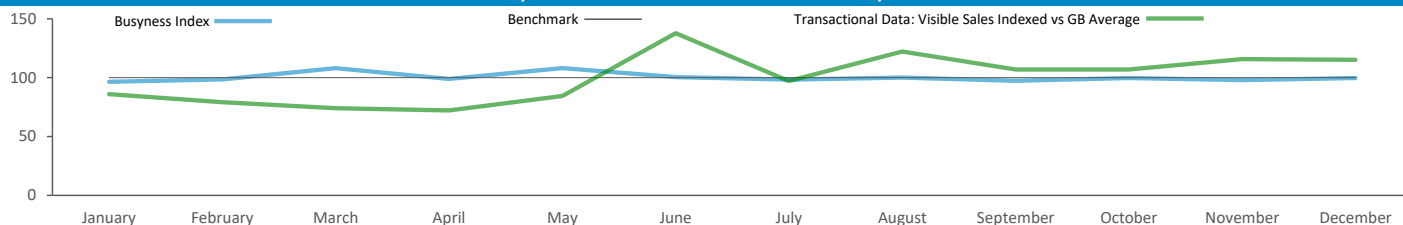
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Time of Day/Day of Week



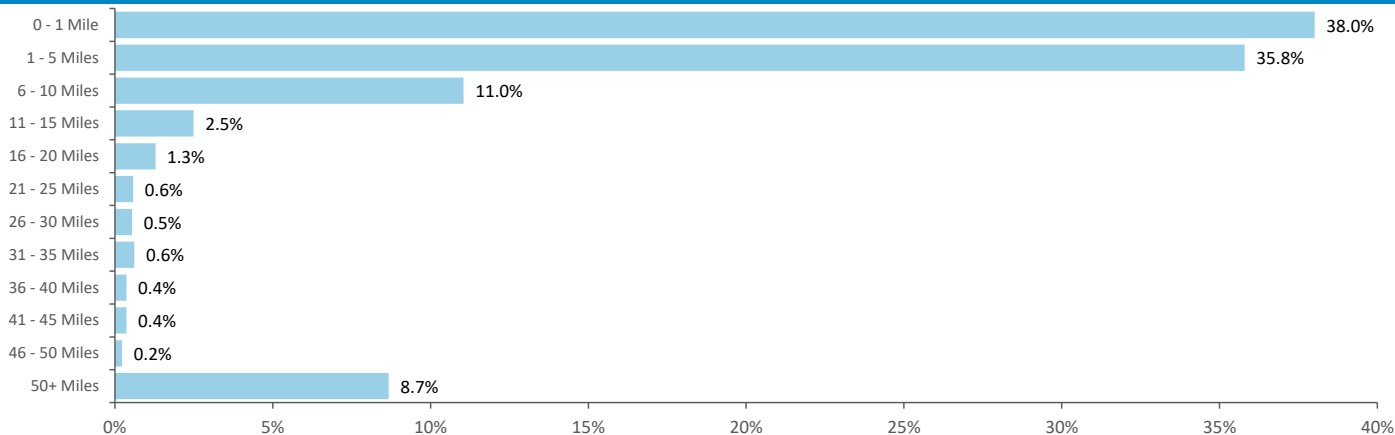
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

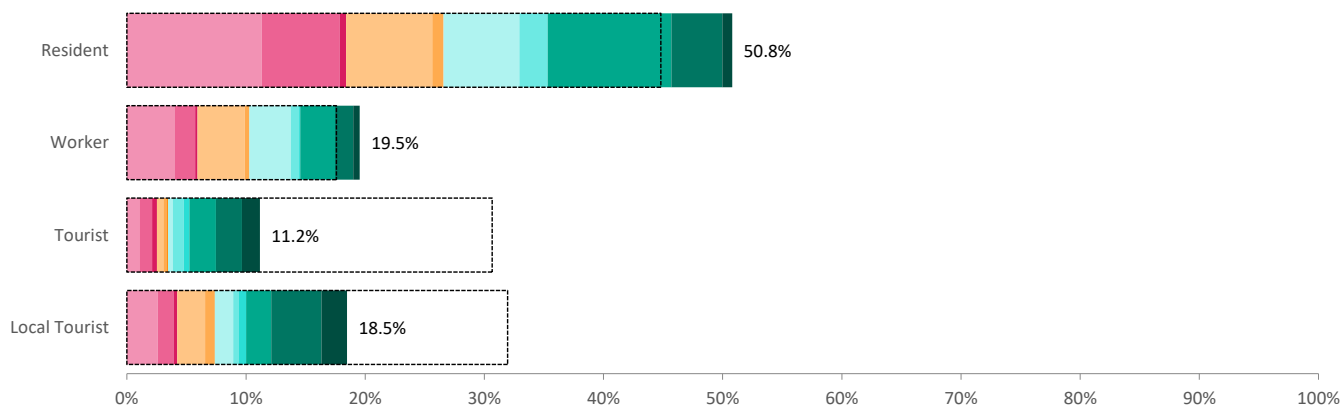
Distance from Home



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



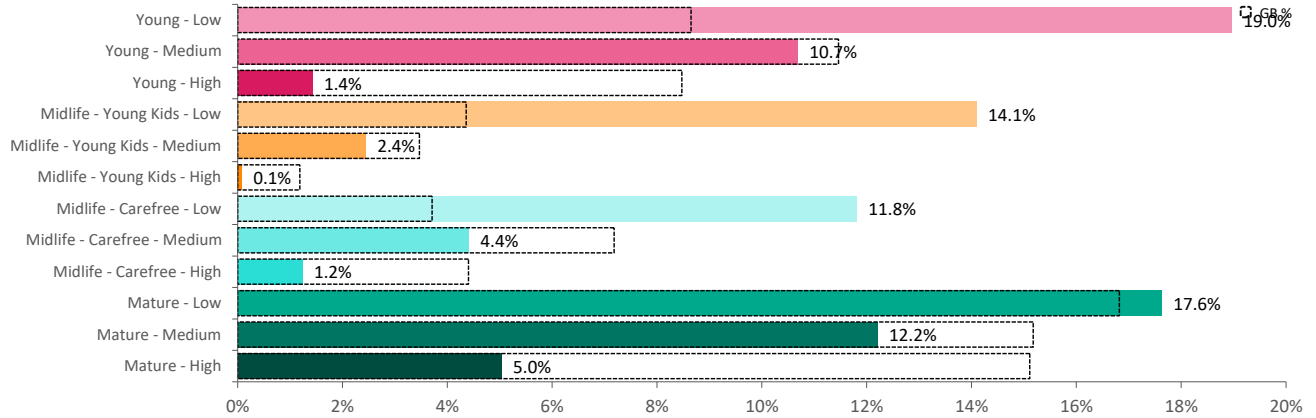
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Fountain Tipton



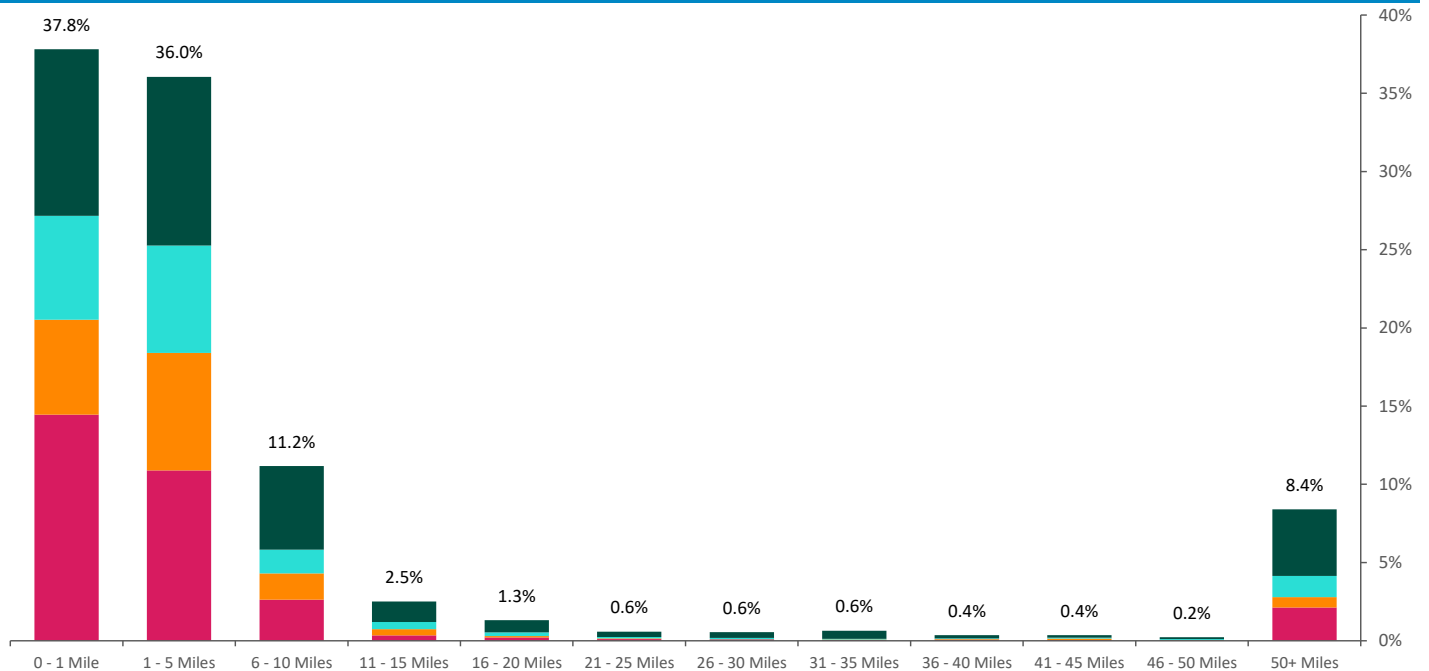
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Polaris Plus Profile



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



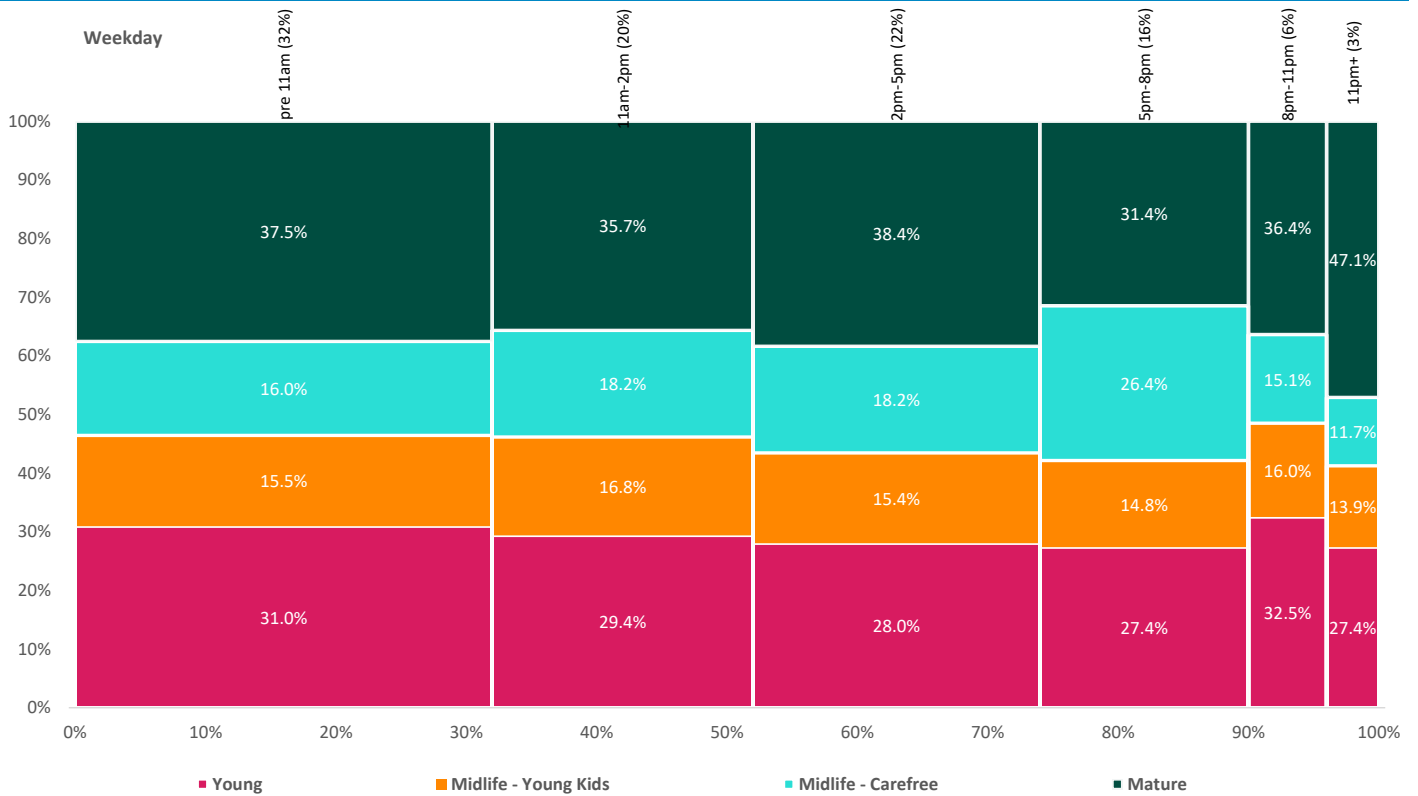
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Fountain Tipton

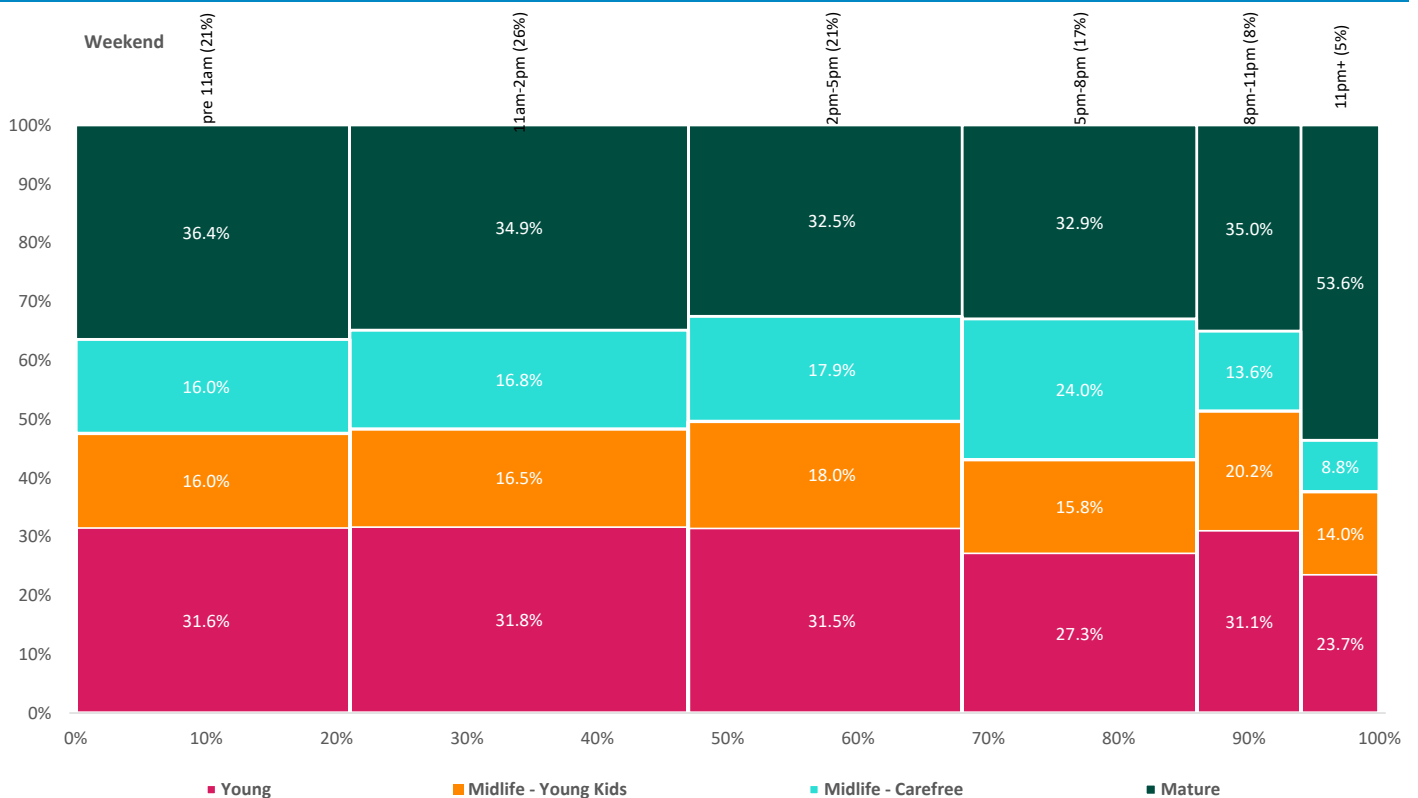


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Fountain Tipton

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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	2,086	5,357	232,959	170	125	110
Midlife - Young Kids	589	3,475	220,262	121	204	262
Midlife - Carefree	414	2,896	120,359	59	118	99
Mature	1,262	3,697	186,497	64	54	55
Not Private Households	112	134	7,334	191	66	73
Total	4,463	15,559	767,411			

Polaris Plus Summary - Fountain Tipton

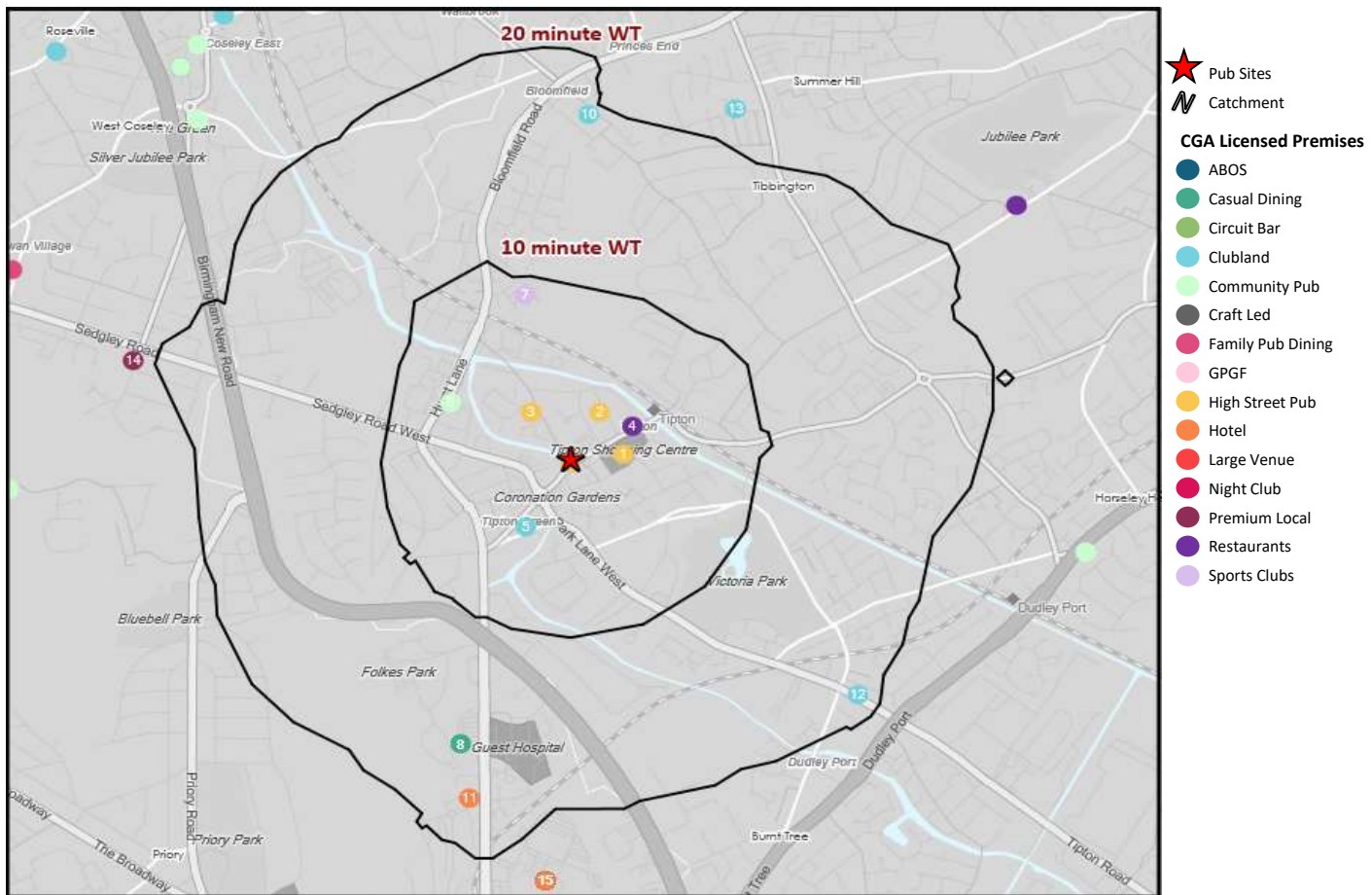


Polaris Plus Profile by Catchment

*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	1,460	4,005	155,424	333	262	206
Medium	404	1,079	67,080	82	63	80
High	222	273	10,455	74	26	20
Midlife - Young Kids						
Low	589	2,812	172,859	241	329	411
Medium	0	663	46,907	0	98	141
High	0	0	496	0	0	6
Midlife - Carefree						
Low	338	2,425	90,837	180	370	281
Medium	76	471	24,524	24	42	45
High	0	0	4,998	0	0	15
Mature						
Low	1,106	2,591	76,276	180	121	72
Medium	134	755	77,719	19	31	65
High	22	351	32,502	3	15	28
Not Private Households	112	134	7,334	191	66	73
Total	4,463	15,559	767,411			

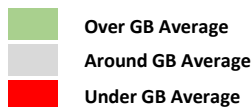
CGA Summary - Fountain Tipton



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Fountain	DY 4 8HE	Star Pubs & Bars	High Street Pub	0.0
1	Legends Bar	DY 4 8QL	Independent Free	High Street Pub	0.1
2	Noahs Ark	DY 4 9BQ	Marston's	High Street Pub	0.1
3	Old Bush	DY 4 9AU	Marston's	High Street Pub	0.1
4	Eastern Spice Indian Restaurant	DY 4 8ET	Independent Free	Restaurants	0.1
5	Hot Shot Snooker	DY 4 8HP	Independent Free	Clubland	0.2
6	Mad O Rourkes Pie Factory	DY 4 9AB	Unknown	Community Pub	0.3
7	Brook Street Community Centre	DY 4 9DD	Independent Free	Sports Clubs	0.4
8	Bottle & Glass	DY 1 4SQ	Independent Free	Community Pub	0.6
8	Pizza Hut	DY 1 4SQ	Pizza Hut UK Ltd	Casual Dining	0.6
10	Allens Sports & Social Club	DY 4 9HL	Independent Free	Clubland	0.7
11	Travelodge	DY 1 4AL	Dubai International Capital	Hotel	0.7
12	Tipton Sports & Social	DY 4 8XA	Independent Free	Clubland	0.8
13	Summerhill Social Club	DY 4 9PZ	Independent Free	Clubland	0.8
14	Park Inn	DY 1 4LW	Holdens	Premium Local	0.9
15	Tenpin	DY 1 4TA	Tenpin Ltd	Large Venue	0.9
15	Frankie & Bennys	DY 1 4TA	Big Table Group Ltd	Casual Dining	0.9
15	Nandos	DY 1 4TA	Nandos Restaurants	Casual Dining	0.9
15	Harvester Castlegate	DY 1 4TA	Mitchells & Butlers	Family Pub Dining	0.9
15	Chiquito	DY 1 4TA	Big Table Group Ltd	Casual Dining	0.9
15	Showcase Cinema	DY 1 4TA	National Amusements Inc	Large Venue	0.9

Per Pub Analysis - Fountain Tipton



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,463	15,559	767,411
Number of Competition Pubs	6	11	686
Adults 18+ per Competition Pub	744	1,414	1,119

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	305	6.8%	85
Circuit Bar	0	309	6.9%	171
Community Pub	1	1,391	31.2%	163
Craft Led	0	169	3.8%	109
Great Pub Great Food	0	222	5.0%	28
High Street Pub	4	1,282	28.7%	156
Premium Local	0	259	5.8%	35

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	854	5.5%	68
Circuit Bar	0	901	5.8%	143
Community Pub	2	4,401	28.3%	148
Craft Led	0	441	2.8%	82
Great Pub Great Food	0	756	4.9%	27
High Street Pub	4	4,106	26.4%	143
Premium Local	0	1,071	6.9%	42

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	43,391	5.7%	70
Circuit Bar	9	38,897	5.1%	125
Community Pub	186	210,670	27.5%	144
Craft Led	0	21,957	2.9%	83
Great Pub Great Food	12	55,750	7.3%	41
High Street Pub	117	200,922	26.2%	142
Premium Local	81	73,130	9.5%	58

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 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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</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>"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."</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><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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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 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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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