

# Catchment Summary - Patrick Kavanagh Moseley



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	Over GB Average
	Around GB Average
	Under GB Average

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

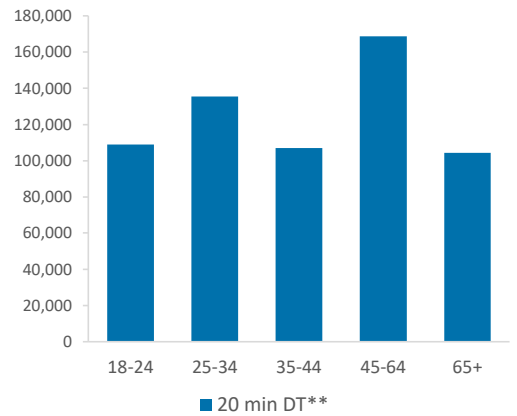
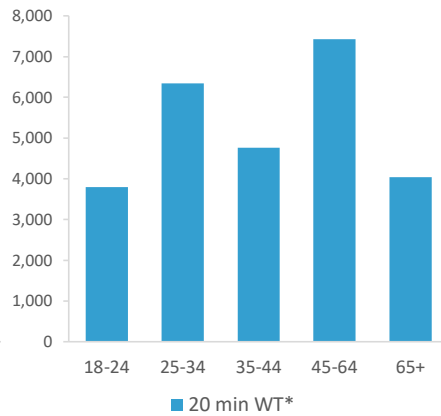
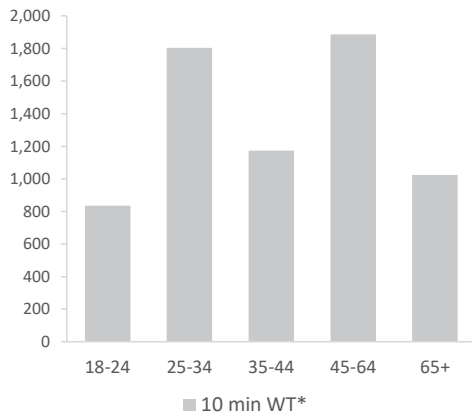
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	8,449	34,730	829,381	160	239	219
Adults 18+	6,722	26,378	624,491	154	148	209
Competition Pubs	15	20	471	100	63	130
Adults 18+ per Competition Pub	448	1,319	1,326	54	160	161
% Adults Likely to Drink	79.4%	72.5%	76.7%	96	88	93

Population & Adults 18+ index is based on all pubs

Affluence	Low	51.7%	29.8%	23.8%	201	116	93
	Medium	20.3%	13.1%	34.9%	51	33	89
	High	27.9%	55.4%	39.9%	83	165	119

\*Affluence does not include Not Private Households

Age Profile	18-24	834	3,796	108,979	122	135	162
	25-34	1,805	6,347	135,479	161	138	123
	35-44	1,173	4,763	107,070	108	107	100
	45-64	1,886	7,430	168,705	87	84	80
	65+	1,024	4,042	104,258	63	61	66



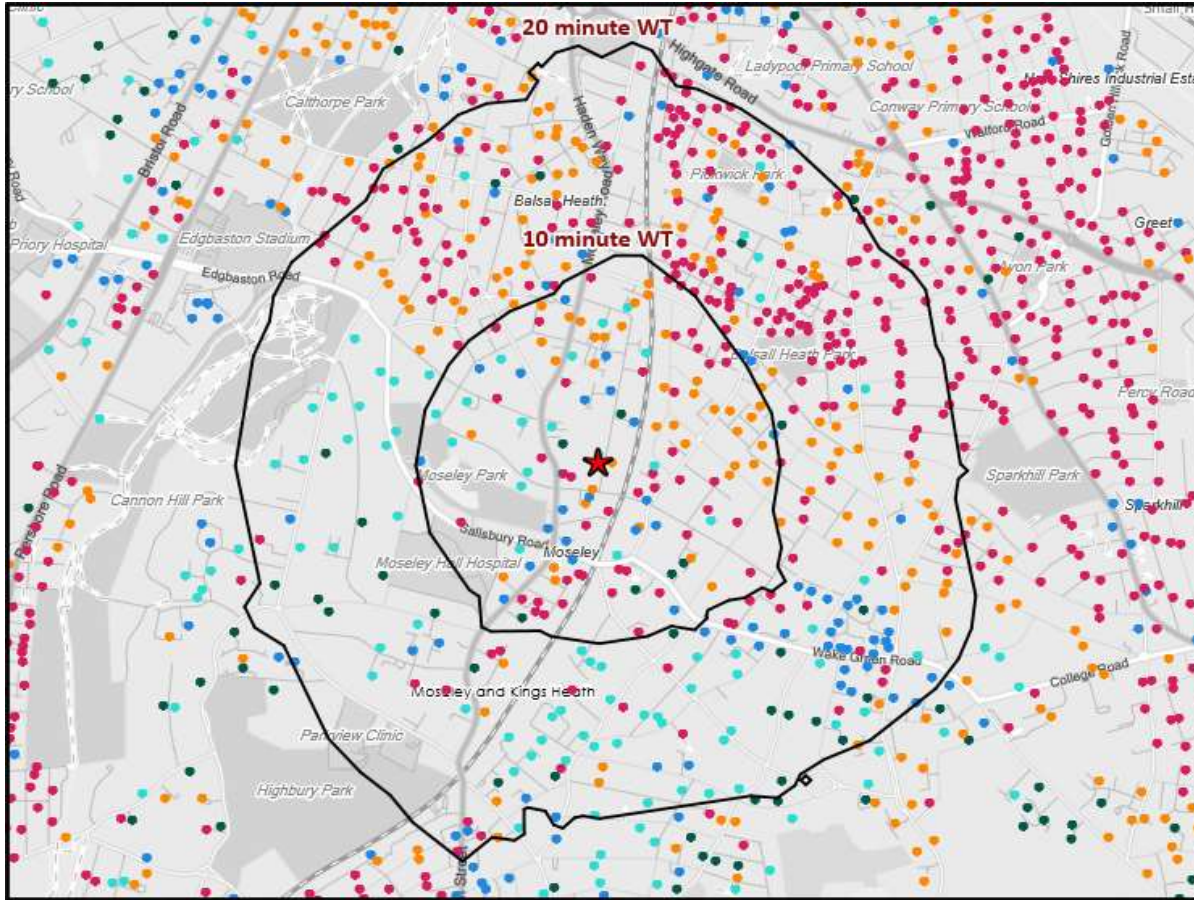
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	4,538 (54%)	17,955 (52%)	415,302 (50%)	109	105	101
	Female	3,911 (46%)	16,775 (48%)	414,079 (50%)	92	96	99
Economic Status (16-74)	Employed: Full-time	2,477 (38%)	8,226 (32%)	212,339 (36%)	92	78	86
	Employed: Part-time	632 (10%)	2,758 (11%)	70,510 (12%)	75	83	91
	Self employed	679 (10%)	2,433 (10%)	47,031 (8%)	109	100	83
	Unemployed	286 (4%)	1,117 (4%)	21,828 (4%)	185	184	154
	Retired	480 (7%)	2,075 (8%)	60,422 (10%)	54	59	74
	Other	1,946 (30%)	8,906 (35%)	183,952 (31%)	152	177	156
Total Worker Count		2,330	7,523	291,650			

See the Glossary page for further information on the above variables

# Polaris Summary - Patrick Kavanagh Moseley



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Data Source © 2020 TomTom

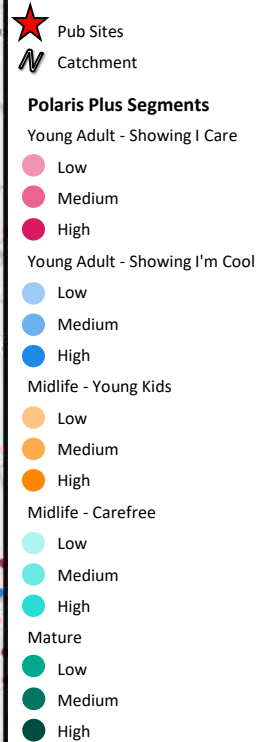
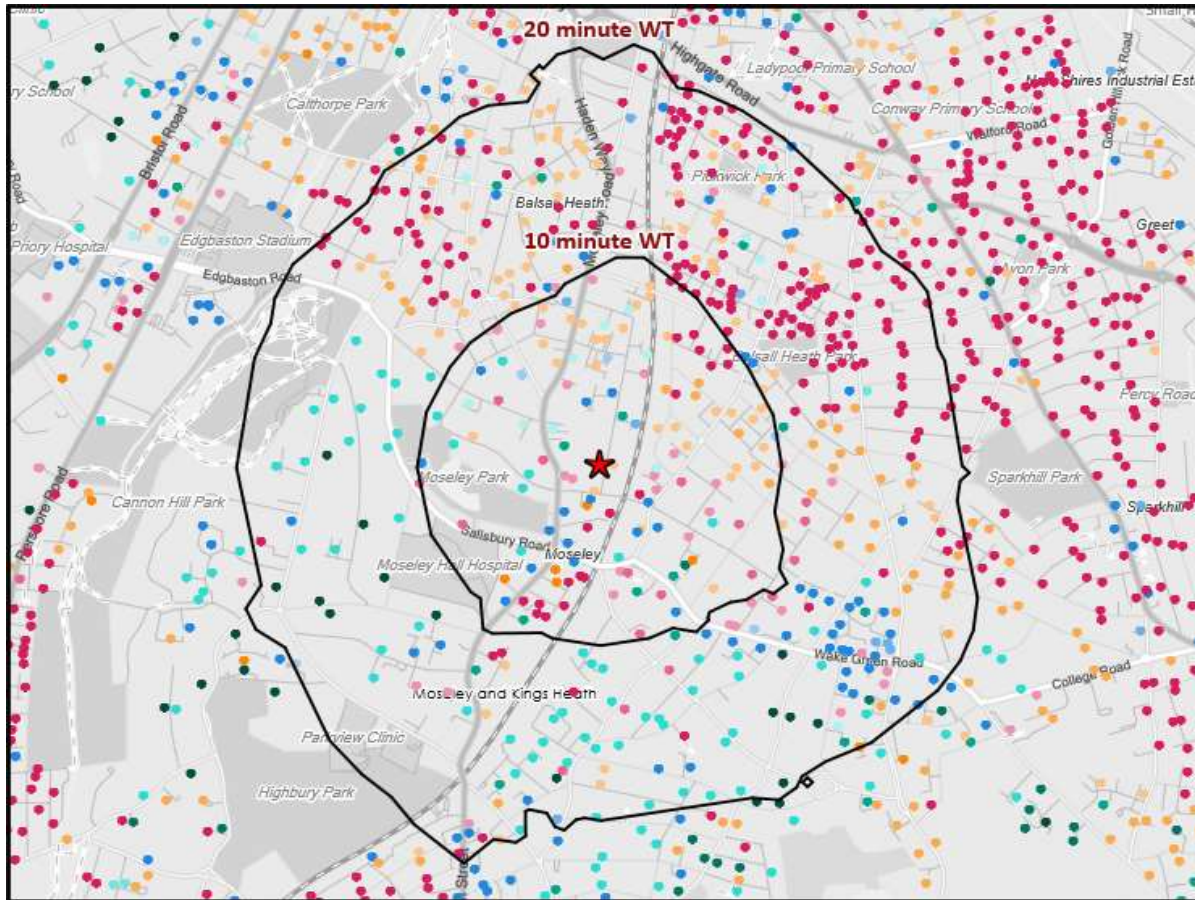


- ★ Pub Sites
- Ⓜ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	2,794	12,050	208,108	466	512	373
Young Adult - Showing I'm Cool	732	2,528	76,891	118	104	134
Midlife - Young Kids	2,204	6,825	159,145	104	82	81
Midlife - Carefree	634	3,293	94,602	45	59	72
Mature	348	1,222	76,733	19	17	44
<b>Not Private Households</b>	10	460	9,012	10	121	100
<b>Total</b>	6,722	26,378	624,491			

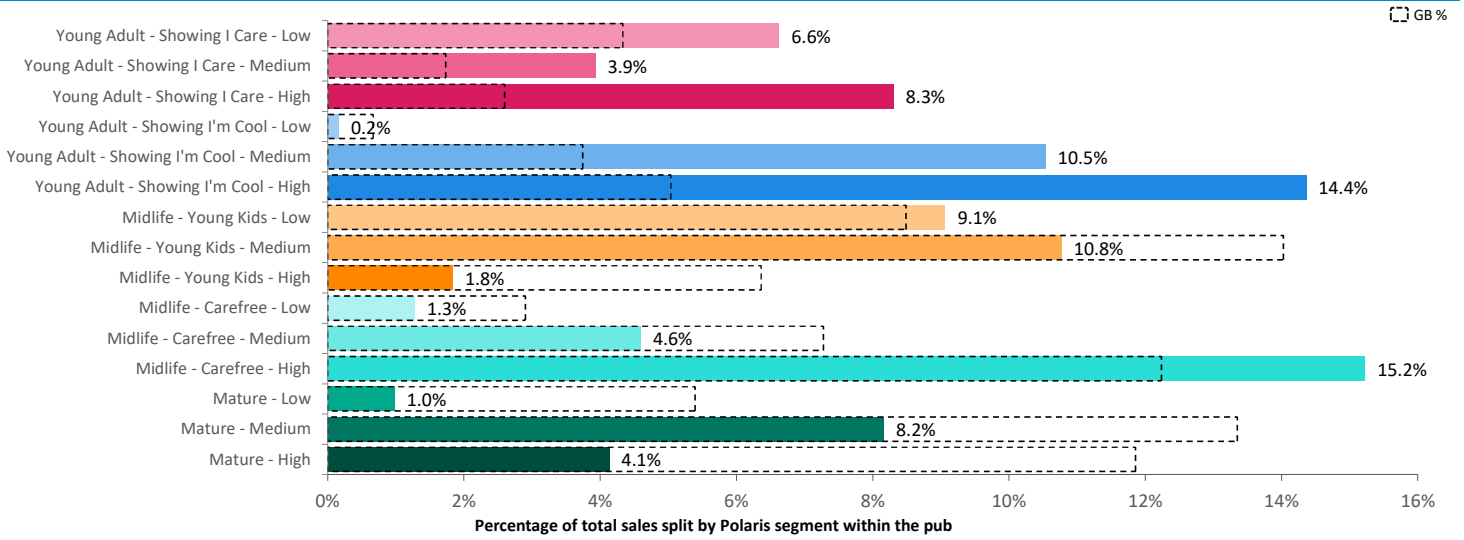


Polaris Plus Profile by Catchment

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

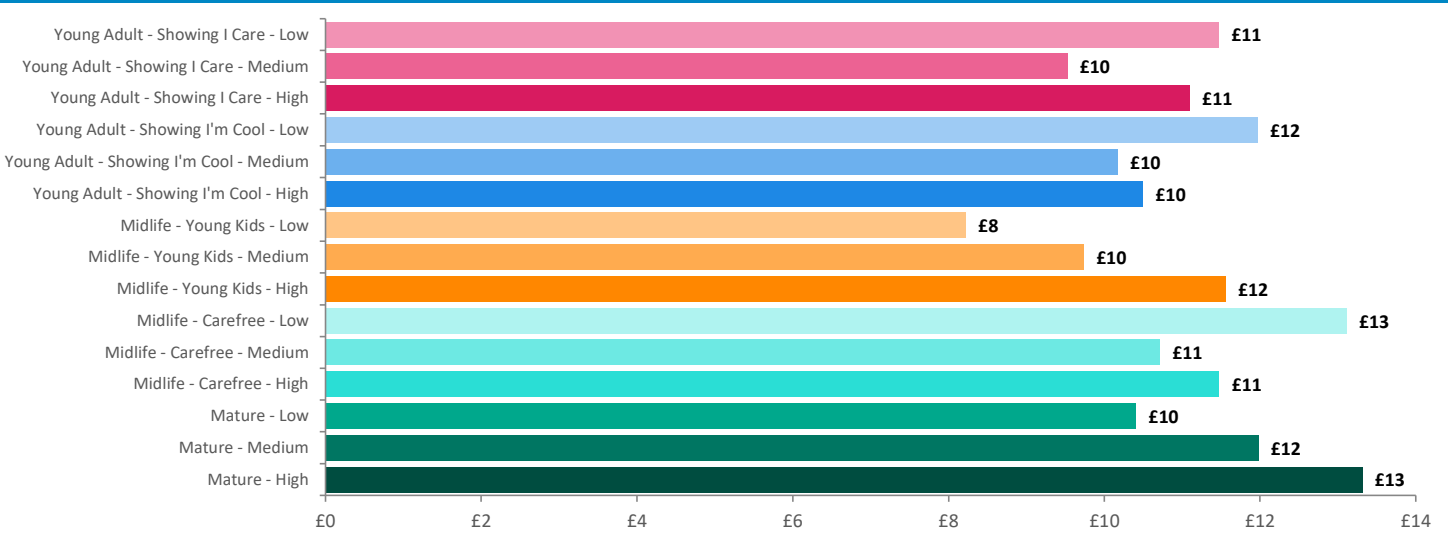
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	854	1,529	49,120	303	138	188
Medium	923	1,194	16,012	1,007	332	188
High	1,017	9,327	142,976	449	1,050	680
<b>Young Adult - Showing I'm Cool</b>						
Low	187	201	1,771	271	74	28
Medium	25	268	28,969	10	27	125
High	520	2,059	46,151	173	174	165
<b>Midlife - Young Kids</b>						
Low	1,733	4,778	61,429	232	163	89
Medium	382	1,958	92,458	38	50	99
High	89	89	5,258	25	6	16
<b>Midlife - Carefree</b>						
Low	384	669	17,055	168	75	80
Medium	0	1	40,667	0	0	97
High	250	2,623	36,880	34	91	54
<b>Mature</b>						
Low	316	684	19,122	79	44	52
Medium	32	32	39,786	4	1	50
High	0	506	17,825	0	20	30
<b>Not Private Households</b>	10	460	9,012	10	121	100
<b>Total</b>	6,722	26,378	624,491			

Spend by Polaris



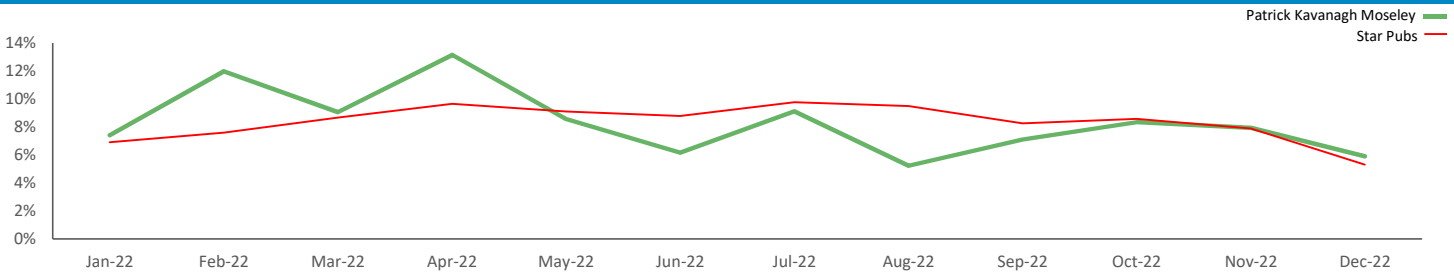
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

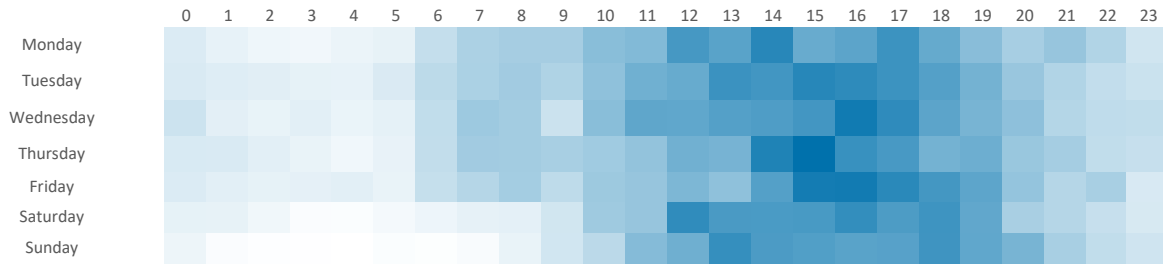


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

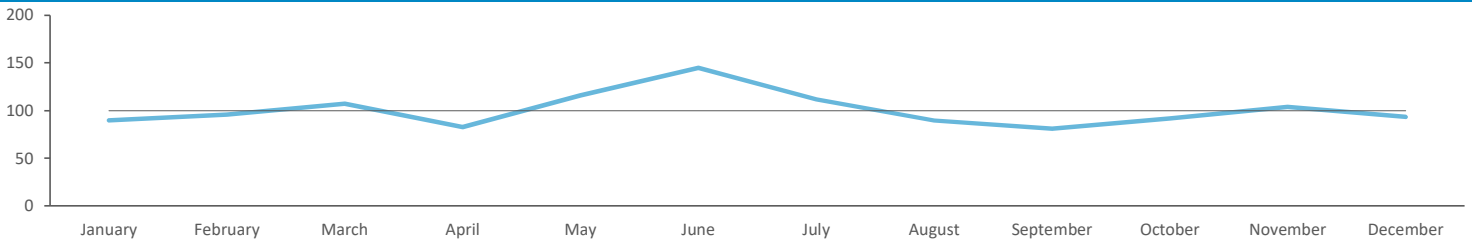


Time of Day/Day of Week



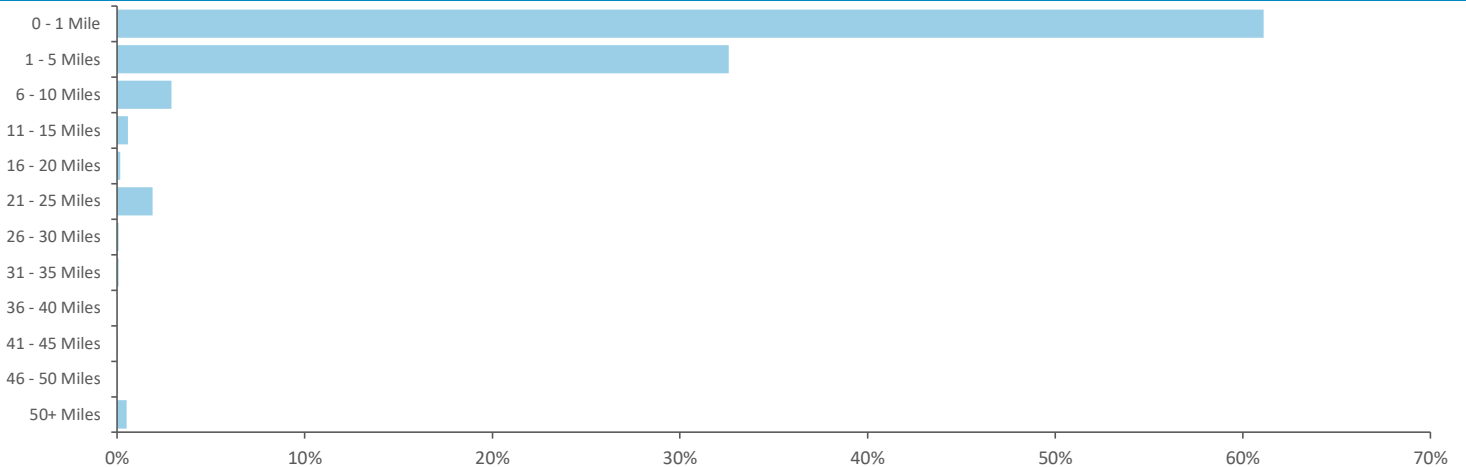
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



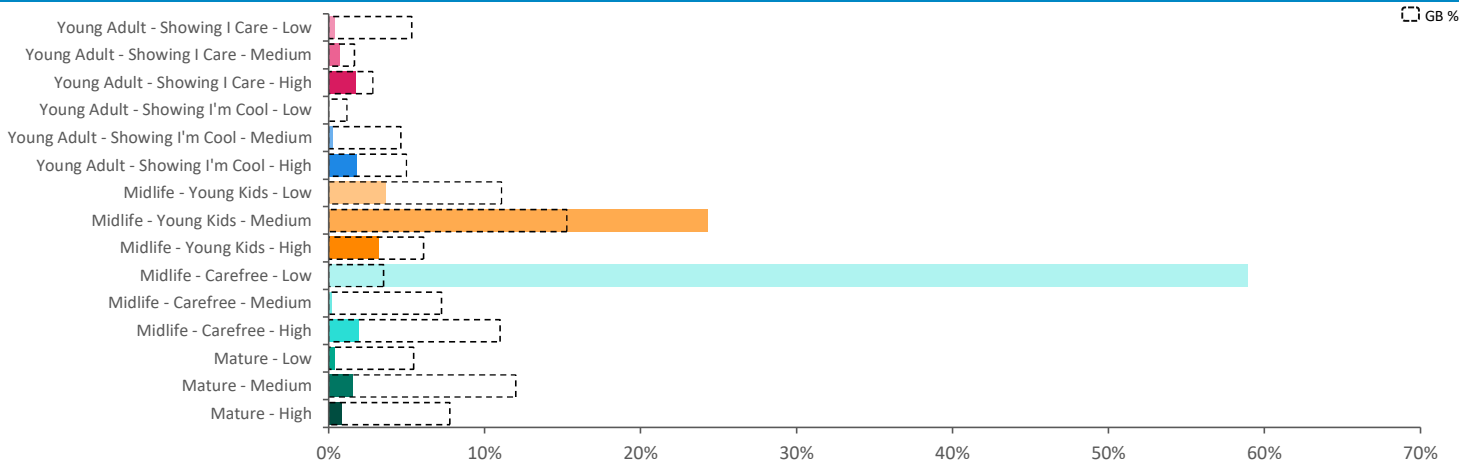
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

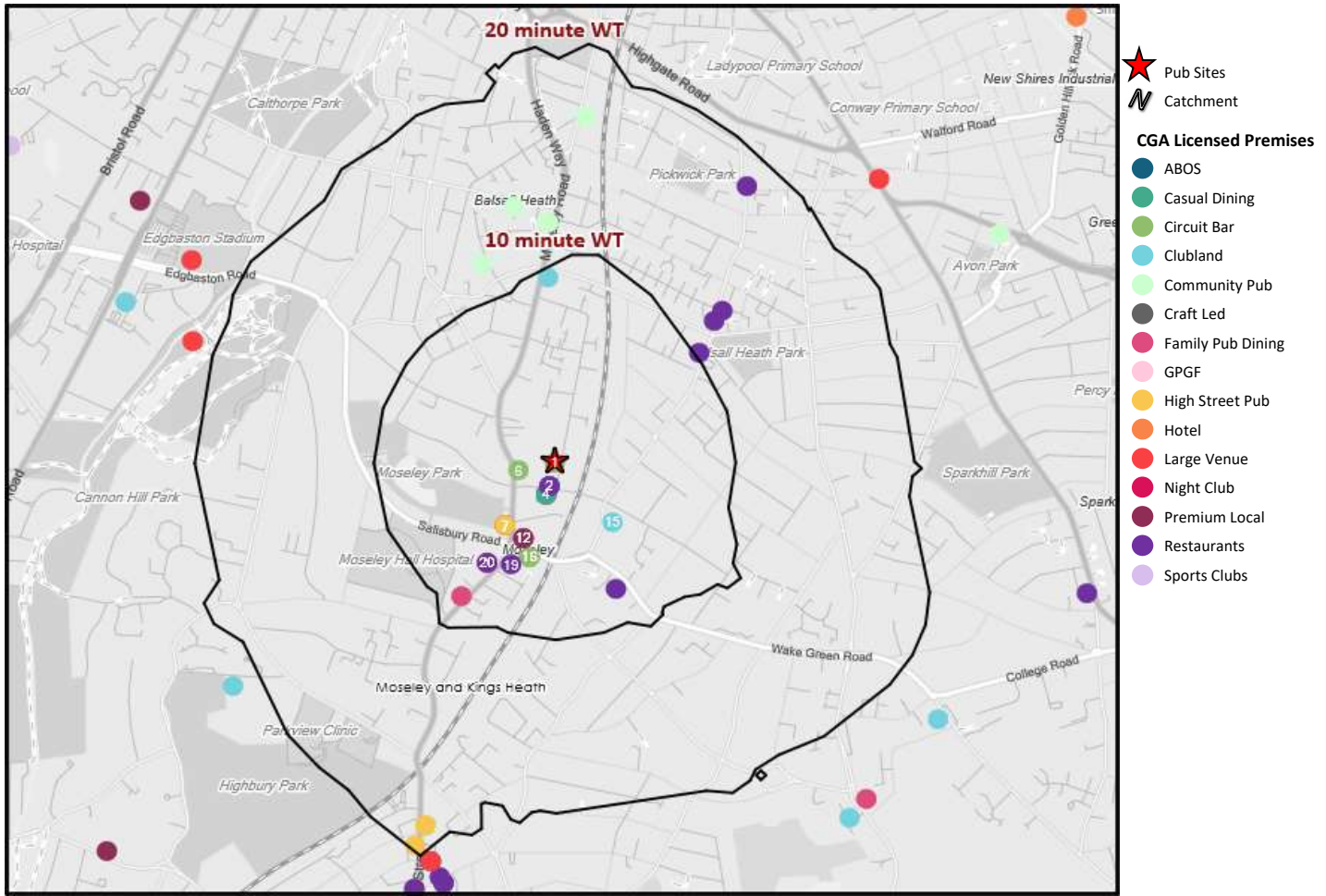


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



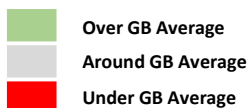
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Patrick Kavanagh	B 13 8BX	Star Pubs & Bars	Circuit Bar	0.0
2	Kababish	B 13 8EH	Independent Free	Restaurants	0.1
2	Sabai Sabai	B 13 8EH	Independent Free	Restaurants	0.1
4	Zindiya	B 13 8EJ	Independent Free	Restaurants	0.1
4	Karaage	B 13 8EJ	Independent Free	Casual Dining	0.1
6	Prince Of Wales	B 13 8EE	Greene King	Circuit Bar	0.1
7	Moseley Park	B 13 8DD	Independent Free	Sports Clubs	0.2
7	La Plancha Tapas & Cocktail Bar	B 13 8DD	Independent Free	High Street Pub	0.2
7	Counting House	B 13 8DD	Independent Free	High Street Pub	0.2
7	One Trick Pony Club	B 13 8DD	Mitchells & Butlers	Premium Local	0.2
7	Sorrento Lounge	B 13 8DD	Loungers	High Street Pub	0.2
12	Cuban Embassy	B 13 8HW	Star Pubs & Bars	Circuit Bar	0.2
12	Palmyra	B 13 8HW	Independent Free	Restaurants	0.2
12	Fighting Cocks	B 13 8HW	Mitchells & Butlers	Premium Local	0.2
15	Moseley All Services	B 13 9EA	Independent Free	Clubland	0.2
16	Lewis	B 13 8JG	Independent Free	Restaurants	0.2
16	Bohemian Bar And Kitchen	B 13 8JG	Greene King	High Street Pub	0.2
16	Elizabeth Of York	B 13 8JG	Wetherspoons GB	Circuit Bar	0.2
19	Chakana	B 13 8HJ	Independent Free	Restaurants	0.2
20	Leaf Lovers Bike Café	B 13 8JP	Independent Free	High Street Pub	0.3

# Per Pub Analysis - Patrick Kavanagh Moseley



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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+	6,722	26,378	624,491
Number of Competition Pubs	15	20	471
Adults 18+ per Competition Pub	448	1,319	1,326

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,012	15.1%	148
Circuit Bar	312	4.6%	126
Community Pub	1,563	23.2%	134
Craft Led	468	7.0%	220
Great Pub Great Food	990	14.7%	77
High Street Pub	1,508	22.4%	129
Premium Local	476	7.1%	40

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	5,795	22.0%	215
Circuit Bar	695	2.6%	72
Community Pub	4,107	15.6%	90
Craft Led	2,309	8.8%	277
Great Pub Great Food	6,648	25.2%	131
High Street Pub	3,685	14.0%	81
Premium Local	2,008	7.6%	43

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	115,448	18.5%	181
Circuit Bar	25,285	4.0%	110
Community Pub	86,483	13.8%	80
Craft Led	45,929	7.4%	232
Great Pub Great Food	130,843	21.0%	109
High Street Pub	87,624	14.0%	81
Premium Local	66,143	10.6%	60

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. 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																		
<b>Polaris Segmentation</b>																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			