

Catchment Summary - Highbury Inn Birmingham



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

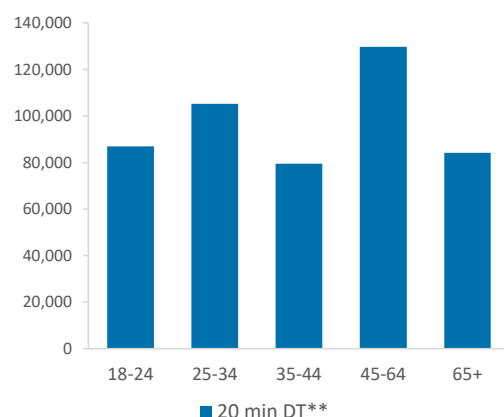
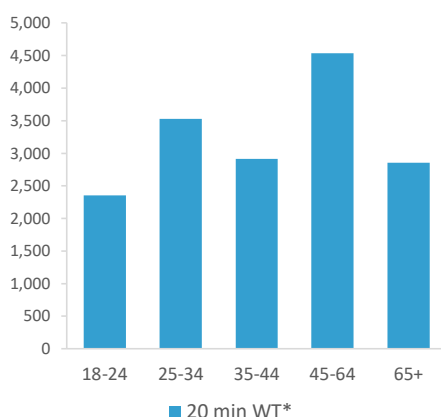
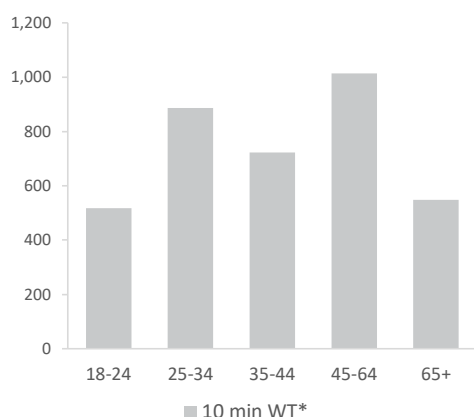
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,855	20,254	629,493	92	139	166
Adults 18+	3,692	16,185	485,610	85	91	163
Competition Pubs	1	13	448	7	41	124
Adults 18+ per Competition Pub	3,692	1,245	1,084	447	151	131
% Adults Likely to Drink	83.7%	84.5%	79.4%	102	102	96

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.1%	6.9%	25.4%	1	27	99
	Medium	52.8%	35.6%	38.3%	134	90	97
	High	47.1%	54.7%	34.8%	140	163	104

*Affluence does not include Not Private Households

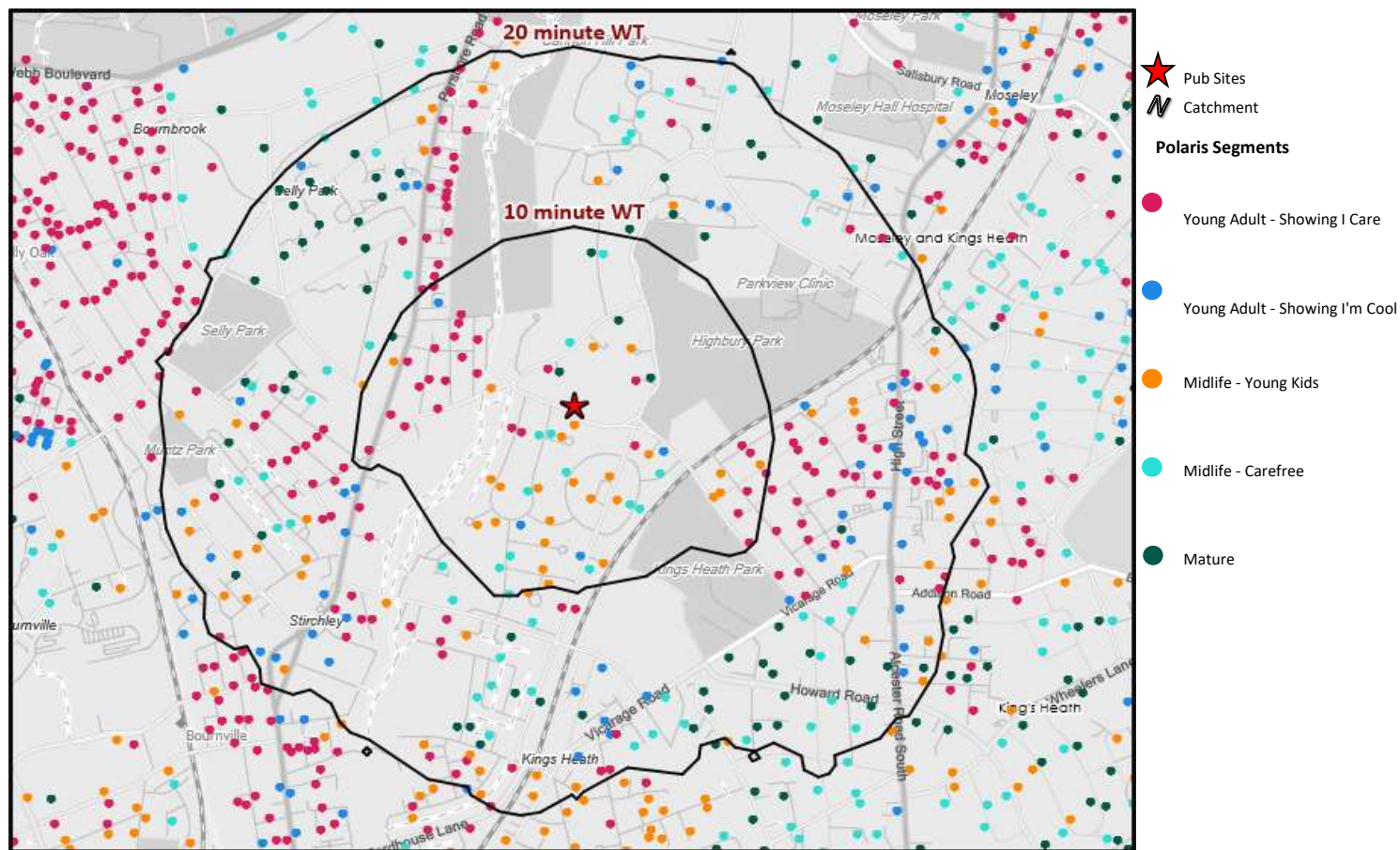
Age Profile	18-24	518	2,352	86,920	132	143	170
	25-34	887	3,529	105,217	137	131	126
	35-44	723	2,912	79,524	116	112	98
	45-64	1,015	4,534	129,795	82	88	81
	65+	549	2,858	84,154	59	74	70



		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	2,451 (50%)	10,262 (51%)	314,096 (50%)	102	102	101
	Female	2,404 (50%)	9,992 (49%)	315,397 (50%)	98	98	99
Economic Status (16-74)	Employed: Full-time	1,455 (40%)	6,348 (42%)	173,733 (38%)	97	100	91
	Employed: Part-time	442 (12%)	1,742 (11%)	52,536 (11%)	94	88	88
	Self employed	340 (9%)	1,475 (10%)	36,416 (8%)	99	101	83
	Unemployed	113 (3%)	414 (3%)	15,132 (3%)	132	114	139
	Retired	363 (10%)	1,591 (10%)	47,903 (10%)	73	76	76
	Other	899 (25%)	3,713 (24%)	134,424 (29%)	126	123	148
Total Worker Count		1,425	9,808	246,410			

See the Glossary page for further information on the above variables

Polaris Summary - Highbury Inn Birmingham

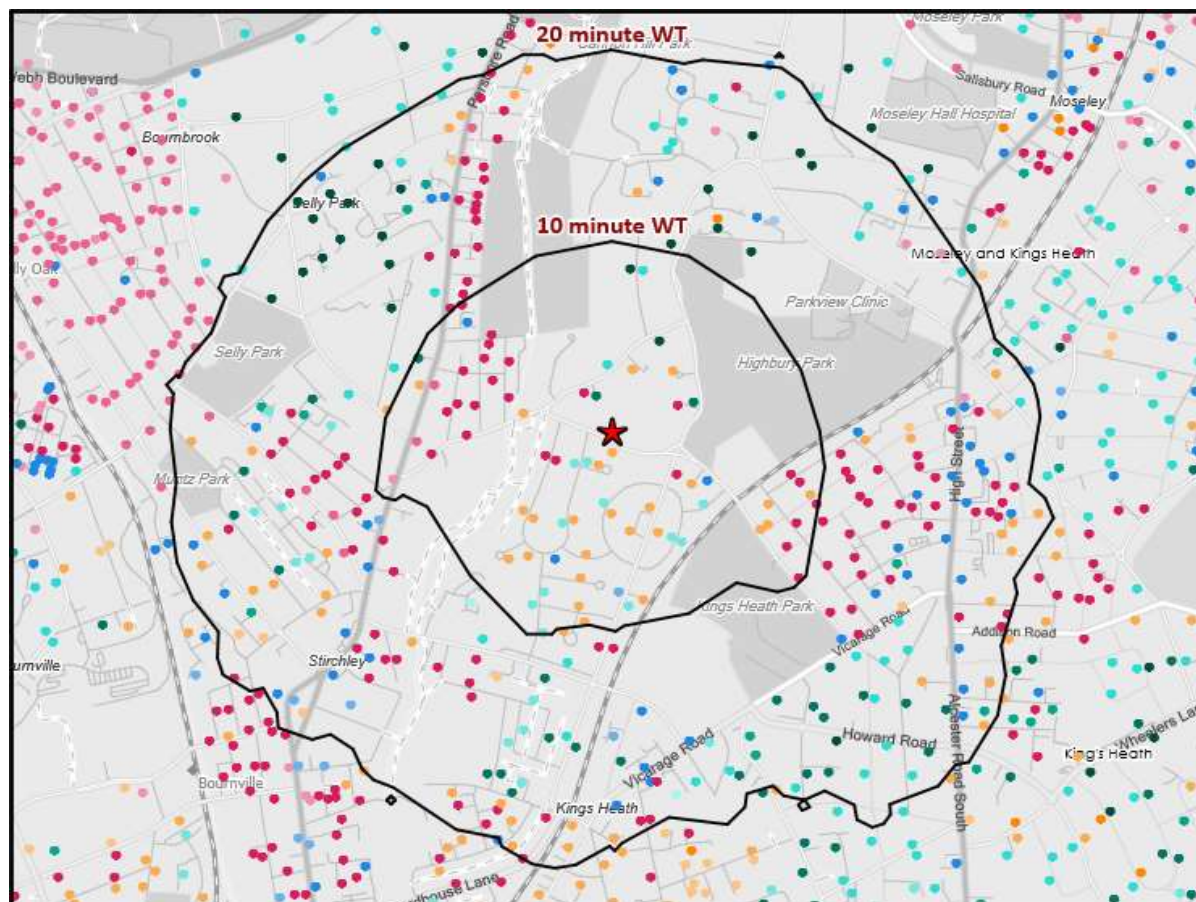


Polaris Profile by Catchment

*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	1,678	6,500	136,631	509	450	315
Young Adult - Showing I'm Cool	176	1,248	65,697	52	84	147
Midlife - Young Kids	1,151	3,327	128,663	99	65	84
Midlife - Carefree	583	2,684	81,650	75	79	80
Mature	104	1,976	65,732	10	44	48
Not Private Households	0	450	7,237	0	193	104
Total	3,692	16,185	485,610			

Polaris Summary - Highbury Inn Birmingham



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

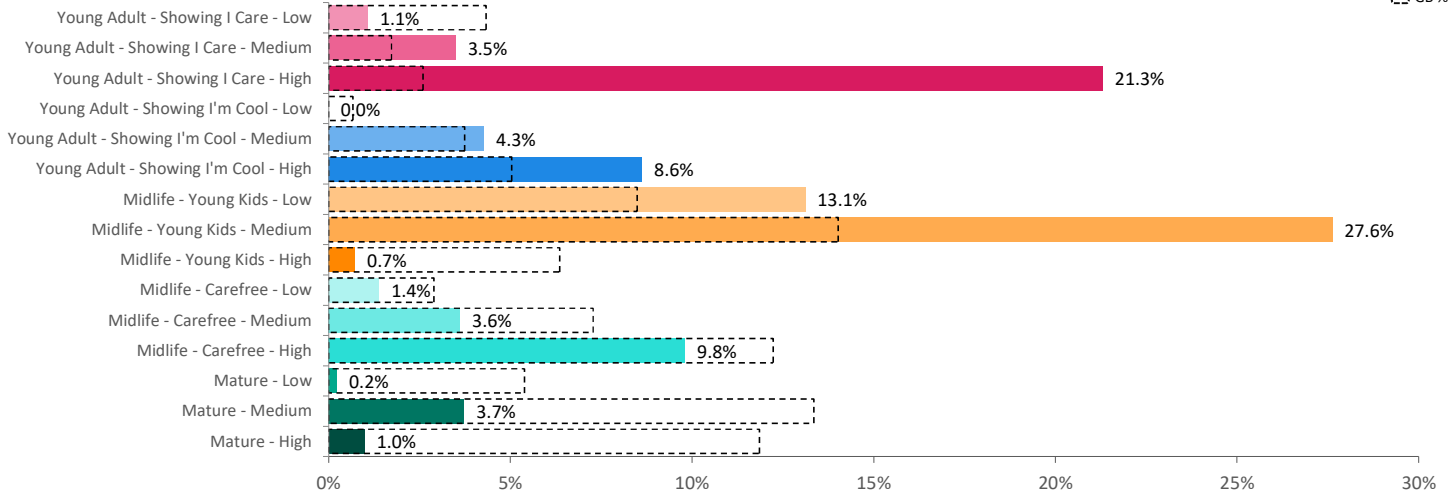
*WT= Walktime, **DT= Drivetime

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	5	404	47,534	3	60	233
Medium	222	531	16,012	441	241	242
High	1,451	5,565	73,085	1,167	1,021	447
Young Adult - Showing I'm Cool						
Low	0	35	1,737	0	21	35
Medium	30	135	22,372	22	23	125
High	146	1,078	41,588	88	149	191
Midlife - Young Kids						
Low	0	279	44,273	0	16	82
Medium	1,151	3,011	78,494	209	125	108
High	0	37	5,896	0	4	23
Midlife - Carefree						
Low	0	86	13,997	0	16	85
Medium	480	1,054	34,755	194	97	107
High	103	1,544	32,898	26	87	62
Mature						
Low	0	318	15,747	0	33	55
Medium	66	1,028	34,534	14	50	56
High	38	630	15,451	11	41	34
Not Private Households	0	450	7,237	0	193	104
Total	3,692	16,185	485,610			

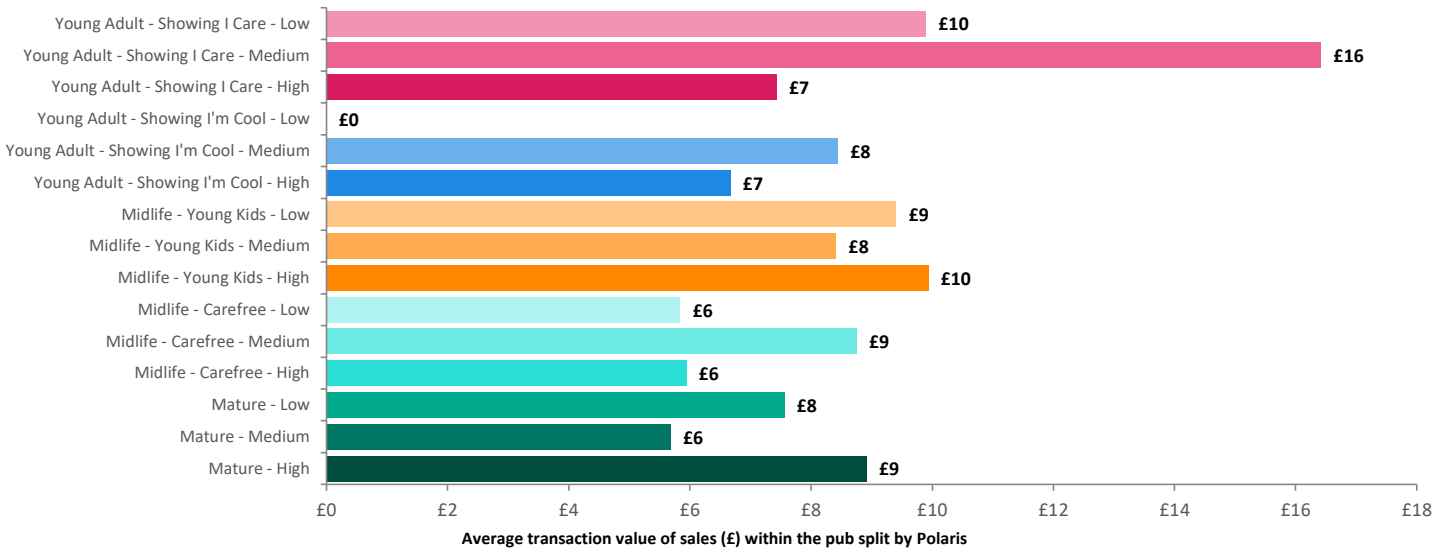
Transactional Data Summary - Highbury Inn Birmingham

Spend by Polaris

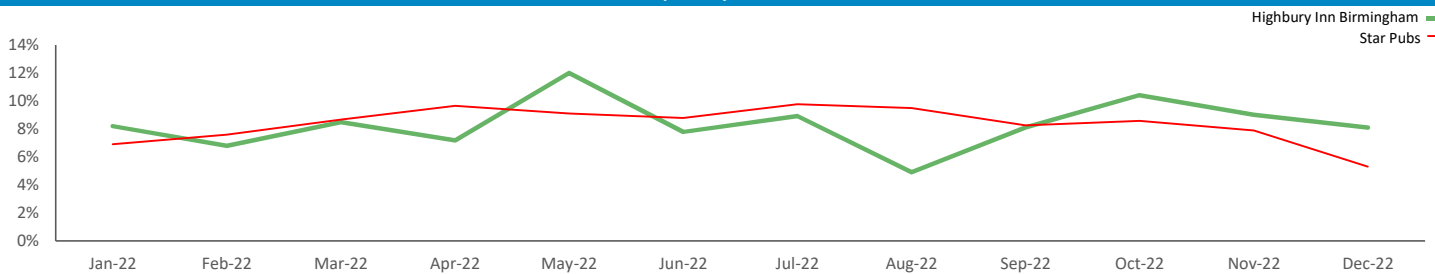
GB %



Average Transaction Values (£) by Polaris

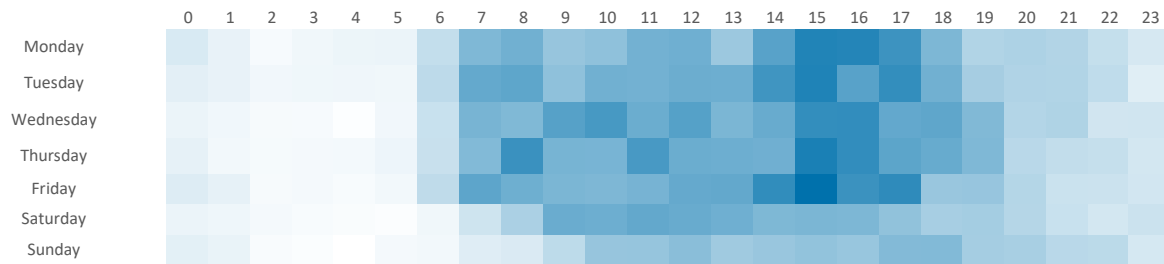


Spend by Month



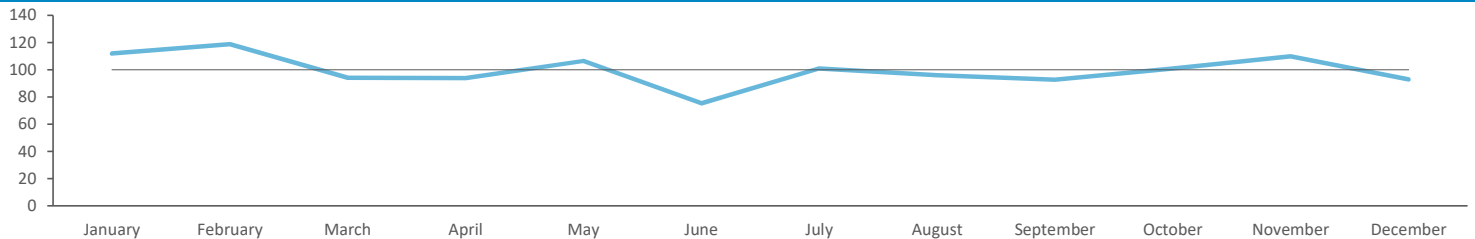
Mobile Data Summary - Highbury Inn Birmingham

Time of Day/Day of Week



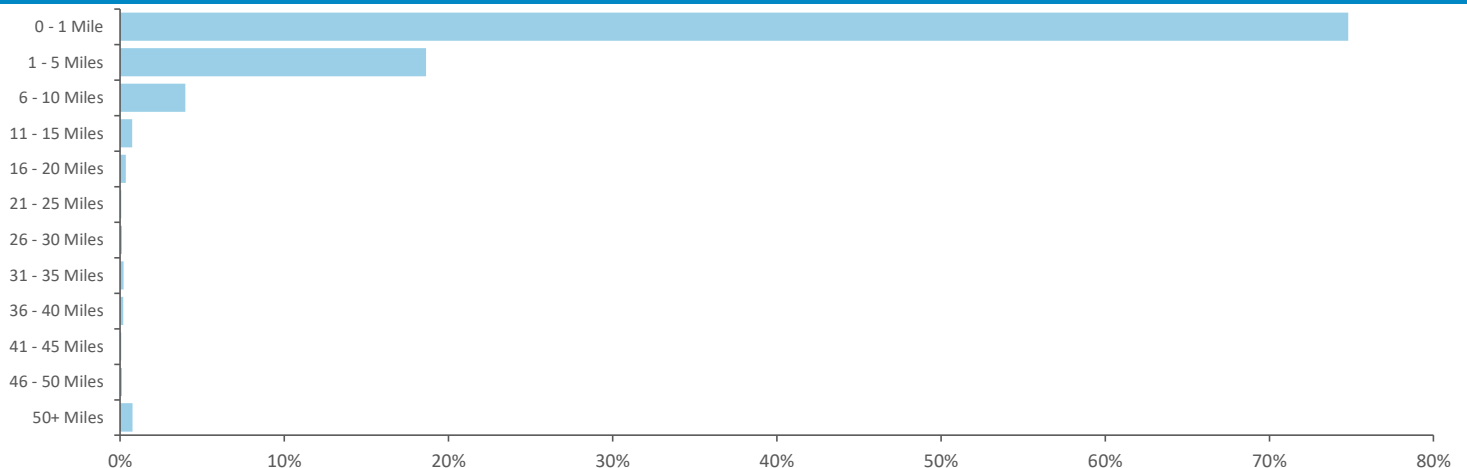
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



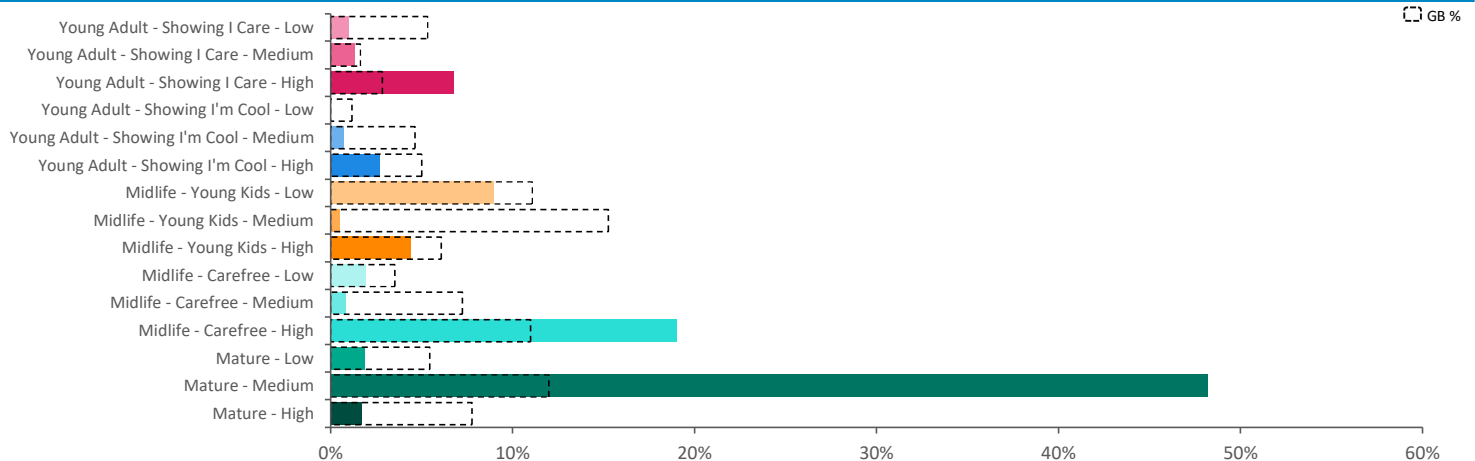
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Highbury Inn Birmingham



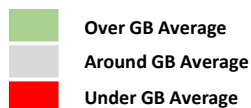
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Highbury Inn	B 13 8PQ	Star Pubs & Bars	Premium Local	0.0
2	Kensington Guest House	B 29 7LR	Independent Free	Hotel	0.4
3	Birmingham City Council	B 13 8QG	Independent Free	Clubland	0.4
4	Juke	B 14 7RZ	Independent Free	High Street Pub	0.6
5	Hazelwell	B 30 2SY	Mitchells & Butlers	Family Pub Dining	0.6
6	Red Lion	B 14 7LY	Mitchells & Butlers	Family Pub Dining	0.6
7	Kitchen Garden	B 14 7SA	Independent Free	High Street Pub	0.6
7	Tillet Spice	B 14 7SA	Independent Free	Restaurants	0.6
7	Byzantium	B 14 7SA	Independent Free	Casual Dining	0.6
10	Perfection Snooker Club	B 30 2YT	*Other Small Retail Groups	Clubland	0.6
10	Bournbrook Inn	B 30 2YT	Independent Free	High Street Pub	0.6
12	Loco Lounge	B 14 7JT	Loungers	High Street Pub	0.6
13	Hare & Hounds	B 14 7JZ	Greene King	Circuit Bar	0.6
13	Old Court	B 14 7JZ	Stonegate Pub Company	Circuit Bar	0.6
13	Black Lab	B 14 7JZ	Independent Free	High Street Pub	0.6
13	Ristorante Veneziano	B 14 7JZ	Independent Free	Restaurants	0.6
17	Station	B 14 7BB	Punch Pub Company	High Street Pub	0.7
18	Rainbow	B 14 7BH	Independent Free	Restaurants	0.7
18	Kingsway Open Air Cinema	B 14 7BH	Independent Free	Large Venue	0.7
20	Mezbaan	B 14 7AA	Independent Free	Restaurants	0.7

Per Pub Analysis - Highbury Inn Birmingham



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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+	3,692	16,185	485,610
Number of Competition Pubs	1	13	448
Adults 18+ per Competition Pub	3,692	1,245	1,084

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	960	26.0%	255
Circuit Bar	184	5.0%	136
Community Pub	164	4.5%	26
Craft Led	369	10.0%	316
Great Pub Great Food	910	24.7%	129
High Street Pub	242	6.6%	38
Premium Local	382	10.4%	59

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,711	22.9%	225
Circuit Bar	559	3.5%	94
Community Pub	1,276	7.9%	45
Craft Led	1,400	8.6%	273
Great Pub Great Food	4,401	27.2%	142
High Street Pub	1,323	8.2%	47
Premium Local	1,926	11.9%	68

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	79,934	16.5%	161
Circuit Bar	22,211	4.6%	125
Community Pub	71,185	14.7%	84
Craft Led	31,676	6.5%	206
Great Pub Great Food	93,564	19.3%	100
High Street Pub	73,115	15.1%	87
Premium Local	57,937	11.9%	68

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 & 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.</p> <p>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</p> <p>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</p> <p>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</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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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.																							
	<table><tr><th></th><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 rowspan="3">Consumer Insight</td><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><tr><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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"	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer
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Product needs																							
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.																							