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Catchment Summary - Horse & Jockey Wednesbury

star PUBS & BARS

*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	7,046	23,063	1,088,667	133	158	287

Over GB Average / Around GB Average / Under GB Average

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	5,464	17,460	817,133	126	98	273
	Competition Pubs	11	28	689	73	88	190
	Adults 18+ per Competition Pub	497	624	1,186	60	76	144
	% Adults Likely to Drink	80.7%	79.3%	78.2%	98	96	95
Affluence	Low	34.4%	53.2%	30.8%	134	207	120
	Medium	59.1%	39.2%	44.8%	150	100	114
	High	3.8%	5.9%	23.2%	11	18	69

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	488	1,615	94,326	85	86	107
	25-34	908	3,114	155,269	97	102	107
	35-44	894	2,898	145,148	99	98	104
	45-64	1,999	5,966	255,338	111	101	92
	65+	1,175	3,867	167,052	87	88	80
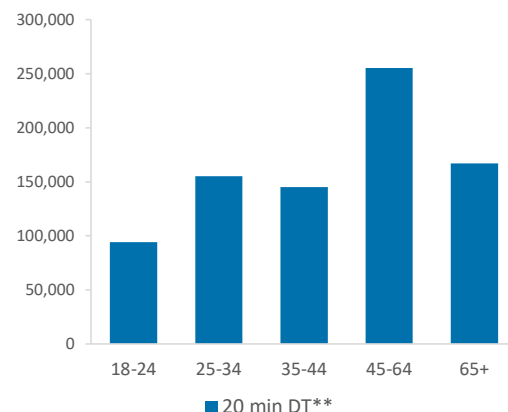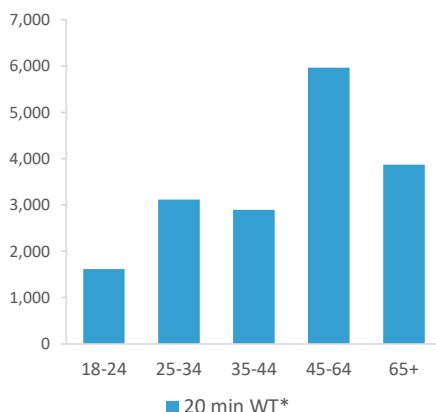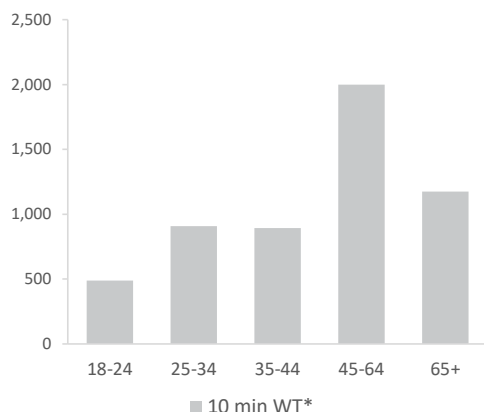
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,527 (50%)	11,407 (49%)	541,404 (50%)	101	100	101
	Female	3,519 (50%)	11,656 (51%)	547,263 (50%)	99	100	99
Economic Status (16-74)	Employed: Full-time	1,962 (39%)	5,929 (36%)	285,851 (37%)	93	88	90
	Employed: Part-time	699 (14%)	2,280 (14%)	102,409 (13%)	106	108	103
	Self employed	257 (5%)	775 (5%)	50,644 (7%)	53	50	69
	Unemployed	218 (4%)	782 (5%)	32,427 (4%)	181	203	179
	Retired	700 (14%)	2,395 (15%)	100,524 (13%)	100	107	95
	Other	1,249 (25%)	4,093 (25%)	192,463 (25%)	125	128	128
	Total Worker Count	2,087	10,544	416,790			

See the Glossary page for further information on the above variables

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## Polaris Summary - Horse & Jockey Wednesbury

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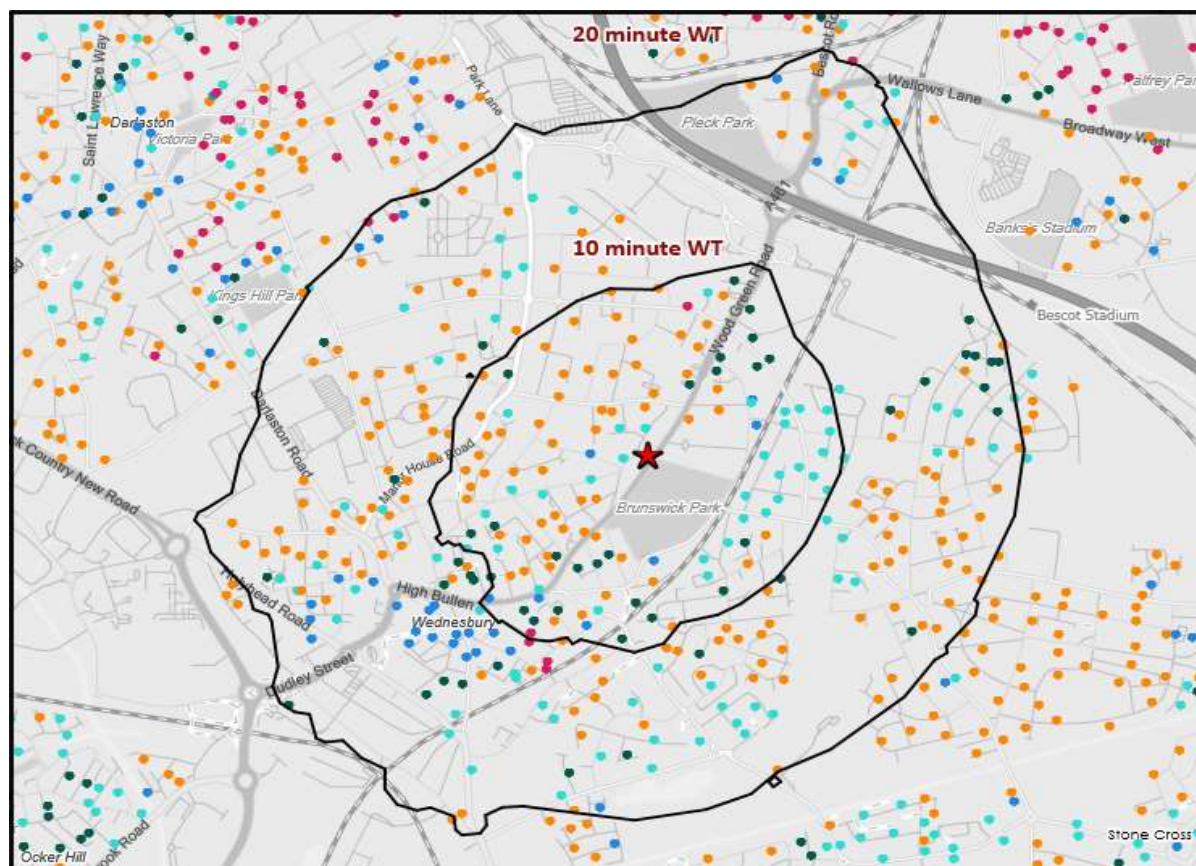
★ Pub Sites

N 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	50	322	109,914	10	21	151
Young Adult - Showing I'm Cool	311	1,079	71,502	62	67	95
Midlife - Young Kids	2,881	9,891	335,853	168	180	131
Midlife - Carefree	1,505	4,358	180,717	131	119	105
Mature	573	1,518	109,576	37	31	48
Not Private Households	144	292	9,571	183	116	81
Total	5,464	17,460	817,133			

Polaris Summary - Horse & Jockey Wednesbury

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PUBS&BARS
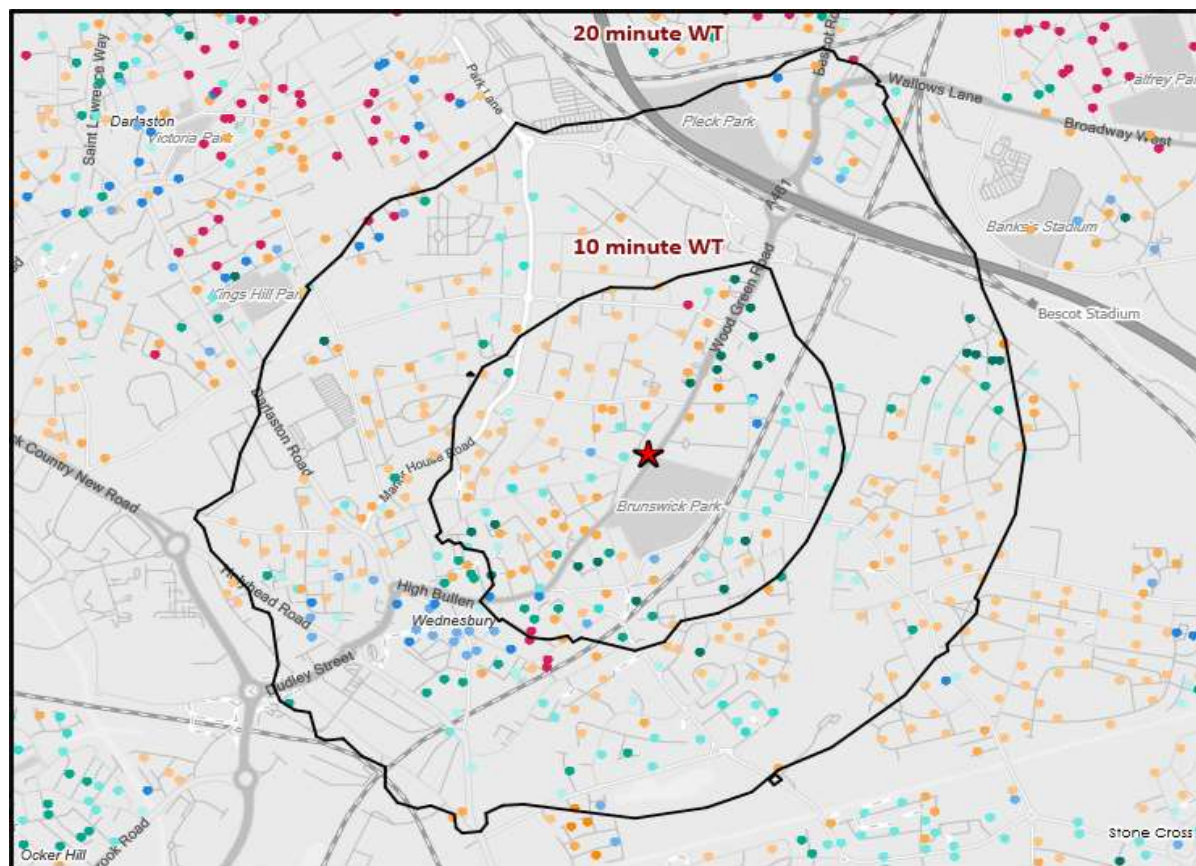
Pub Sites

Catchment

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
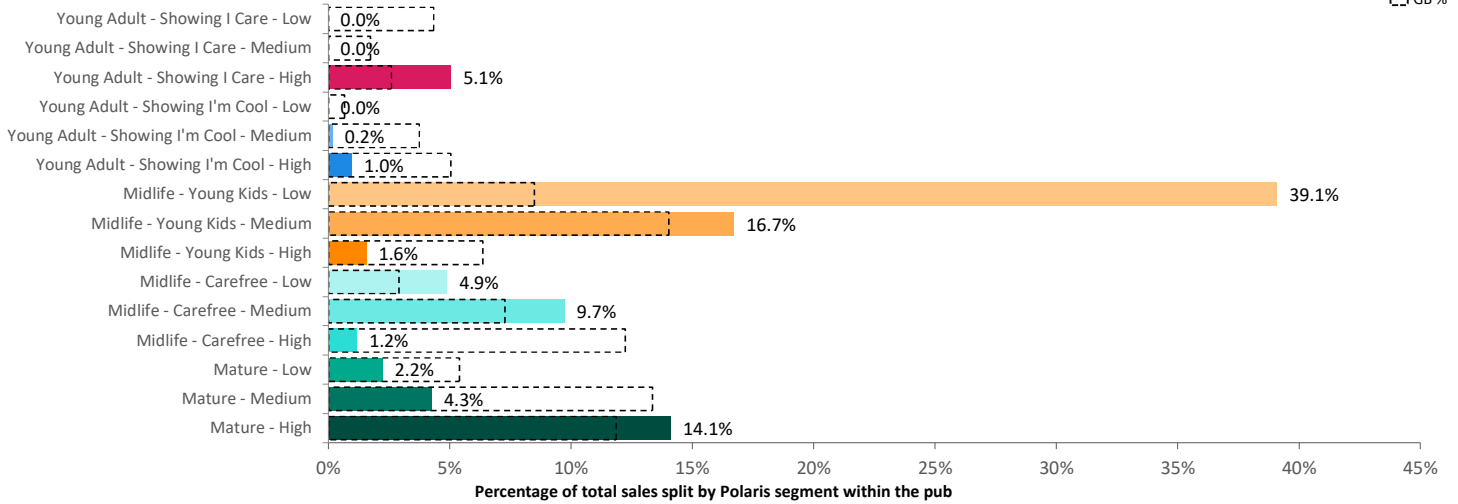- Low
- Medium
- High

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	0	0	11,798	0	0	34
Medium	0	0	642	0	0	6
High	50	322	97,474	27	55	354
Young Adult - Showing I'm Cool						
Low	0	0	34	0	0	0
Medium	247	774	37,908	122	120	125
High	64	305	33,560	26	39	92
Midlife - Young Kids						
Low	1,533	6,975	157,988	252	359	174
Medium	1,313	2,810	161,850	161	108	133
High	35	106	16,015	12	11	36
Midlife - Carefree						
Low	152	1,421	40,479	82	239	146
Medium	1,294	2,642	113,000	353	225	206
High	59	295	27,238	10	15	31
Mature						
Low	197	897	41,664	61	87	86
Medium	376	621	52,984	54	28	51
High	0	0	14,928	0	0	19
Not Private Households	144	292	9,571	183	116	81
Total	5,464	17,460	817,133			

Transactional Data Summary - Horse & Jockey Wednesbury

star PUBS & BARS

Spend by Polaris

☐ GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	5.1%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.2%
Young Adult - Showing I'm Cool - High	1.0%
Midlife - Young Kids - Low	39.1%
Midlife - Young Kids - Medium	16.7%
Midlife - Young Kids - High	1.6%
Midlife - Carefree - Low	4.9%
Midlife - Carefree - Medium	9.7%
Midlife - Carefree - High	1.2%
Mature - Low	2.2%
Mature - Medium	4.3%
Mature - High	14.1%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Avg Transaction Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£11
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£7
Young Adult - Showing I'm Cool - High	£8
Midlife - Young Kids - Low	£11
Midlife - Young Kids - Medium	£15
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£10
Midlife - Carefree - Medium	£12
Midlife - Carefree - High	£10
Mature - Low	£9
Mature - Medium	£10
Mature - High	£12

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

Spend by Month

Horse & Jockey Wednesbury
Star Pubs

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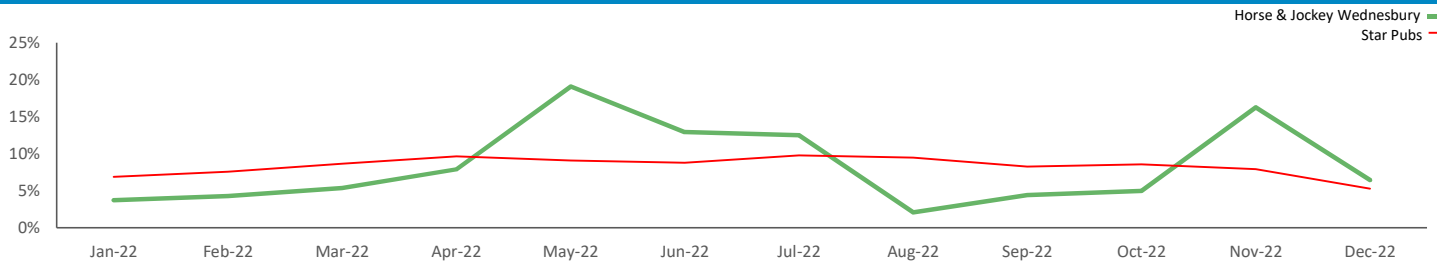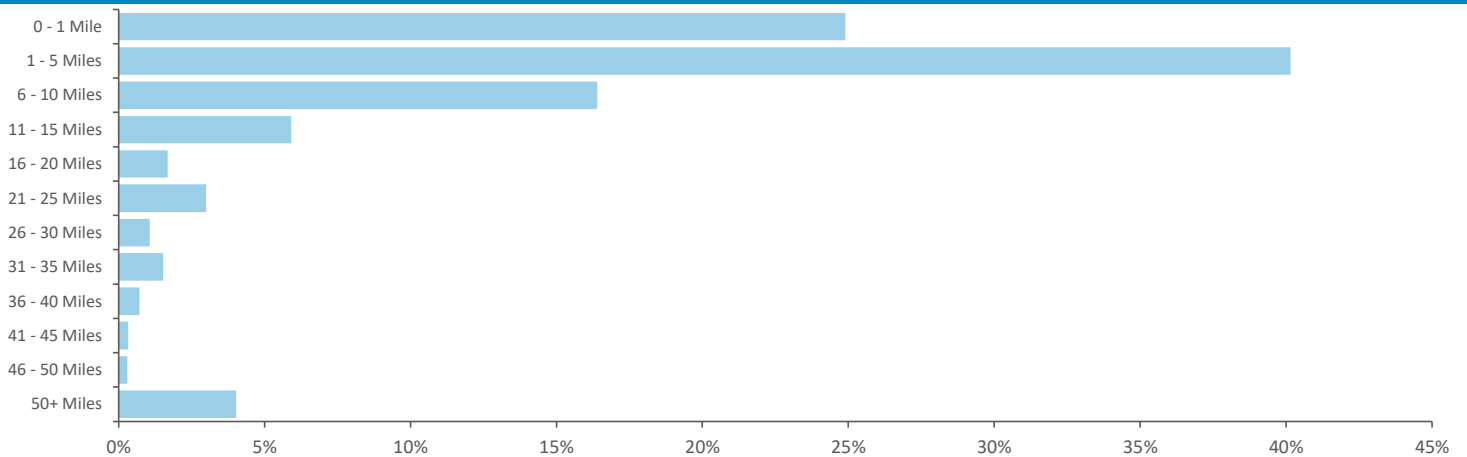
Time of Day/Day of Week
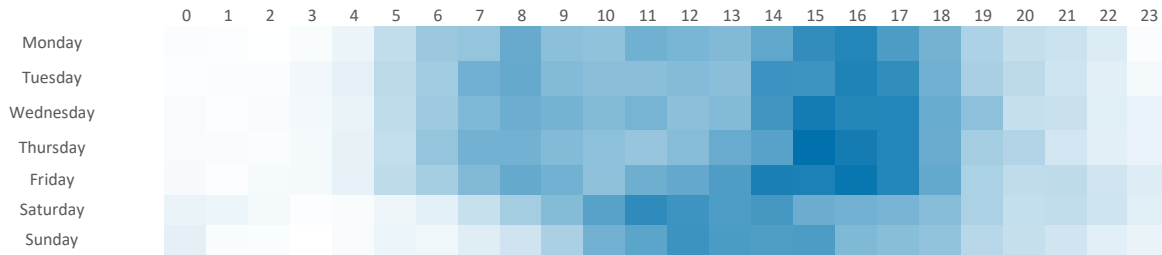
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
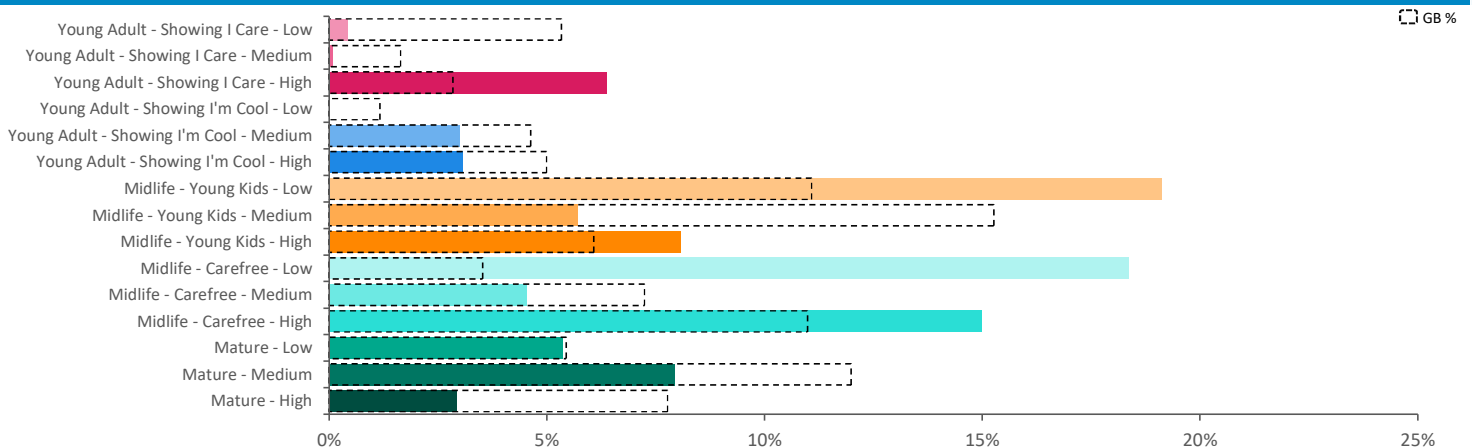
Index by Month
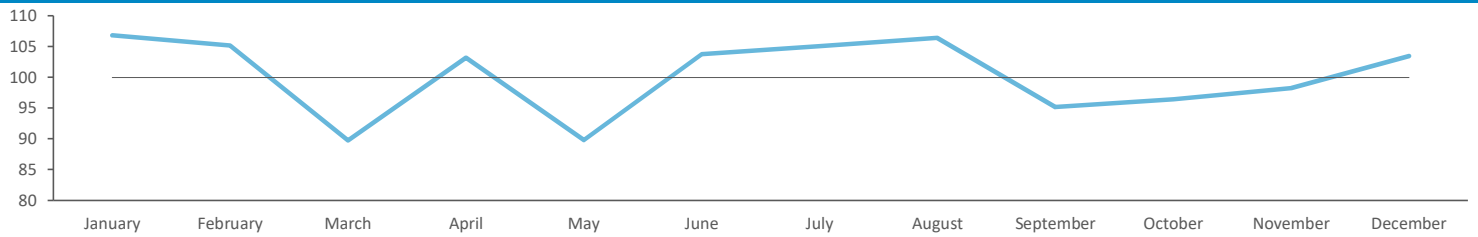
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
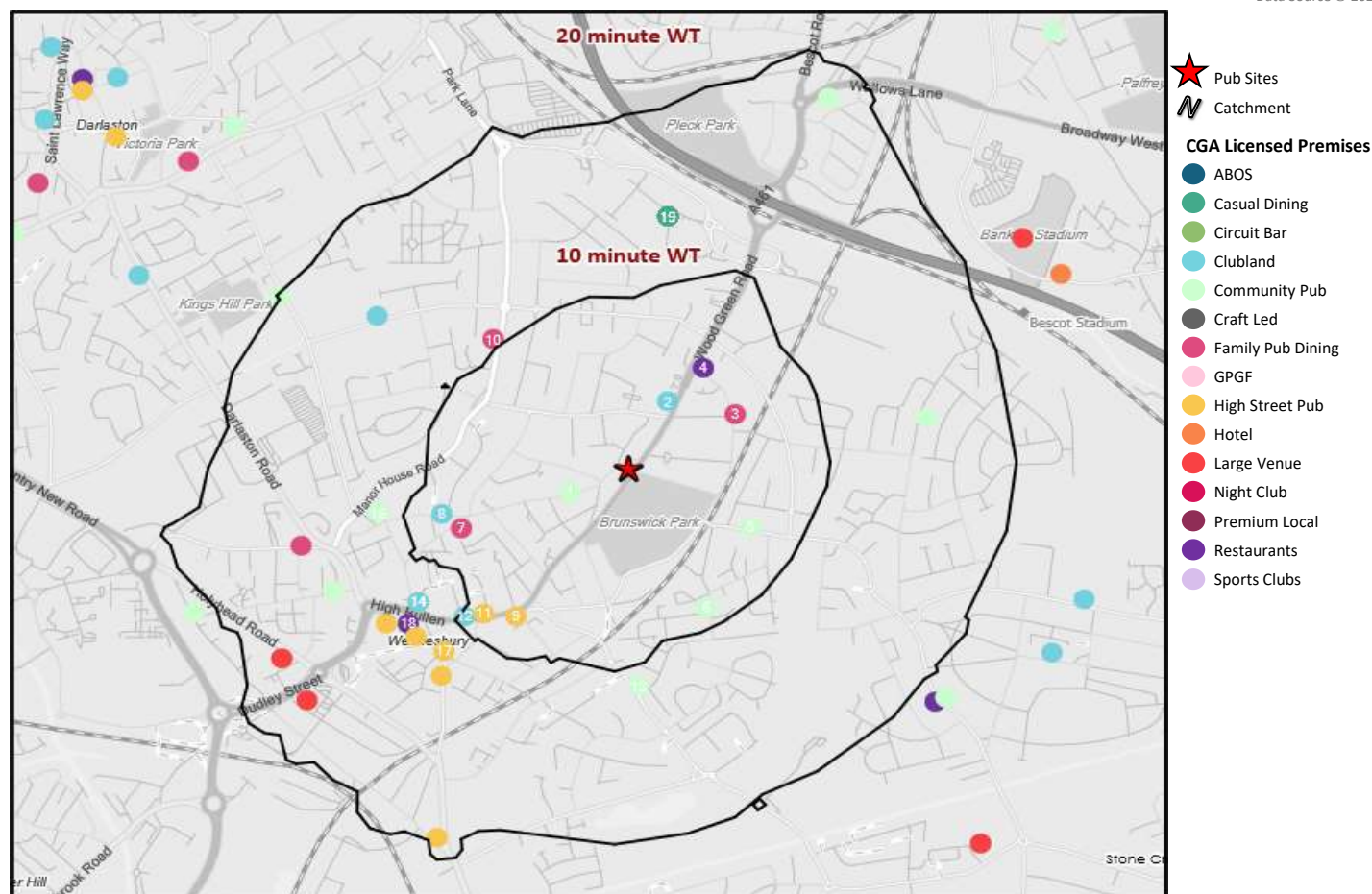
Distance from Home

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

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Legend:

★ Pub Sites
N Catchment

CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
			Nearest 20 Pubs		
1	Ye Olde Leathern Bottle	WS10 9DW	Stonegate Pub Company	Community Pub	0.1
2	Wednesbury Sports Club	WS10 9QL	Independent Free	Clubland	0.2
3	Queens Head	WS10 9QR	Star Pubs & Bars	Family Pub Dining	0.2
4	Casa Mia	WS10 9QW	Independent Free	Restaurants	0.3
5	Brunswick	WS10 0QQ	Star Pubs & Bars	Community Pub	0.3
6	Village Inn	WS10 0QB	Marston's	Community Pub	0.3
7	Rosehill Tavern	WS10 9DJ	*Other Small Retail Groups	Family Pub Dining	0.4
8	St Marys Catholic Social	WS10 9DL	Independent Free	Clubland	0.4
9	Park Inn	WS10 9EN	Independent Free	High Street Pub	0.4
10	Myvod	WS10 9PS	Mitchells & Butlers	Family Pub Dining	0.4
11	Bell Wether	WS10 9EH	Wetherspoons GB	High Street Pub	0.4
12	Conservative Club	WS10 9BZ	Independent Free	Clubland	0.5
13	Croft	WS10 0DF	Everards	Community Pub	0.5
14	Woden Inn	WS10 9DF	*Other Small Retail Groups	High Street Pub	0.5
14	Royal British Legion Club	WS10 9DF	Independent Free	Clubland	0.5
16	Old Blue Ball	WS10 9ED	Independent Free	Community Pub	0.5
17	Golden Cross	WS10 7AY	Stonegate Pub Company	High Street Pub	0.5
18	T Bar	WS10 7HJ	Independent Free	Restaurants	0.5
19	Chestnut Tree	WS10 9QY	Marston's	Family Pub Dining	0.6
19	Nandos	WS10 9QY	Nandos Restaurants	Casual Dining	0.6

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🟩	Over GB Average
⬜	Around GB Average
🟥	Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,464	17,460	817,133
Number of Competition Pubs	11	28	689
Adults 18+ per Competition Pub	497	624	1,186

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	376	6.9%	67
Circuit Bar	219	4.0%	109
Community Pub	1,183	21.7%	125
Craft Led	131	2.4%	76
Great Pub Great Food	338	6.2%	32
High Street Pub	1,144	20.9%	121
Premium Local	483	8.8%	50

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,021	5.8%	57
Circuit Bar	531	3.0%	83
Community Pub	4,757	27.2%	157
Craft Led	379	2.2%	69
Great Pub Great Food	968	5.5%	29
High Street Pub	4,337	24.8%	143
Premium Local	1,111	6.4%	36

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	102,198	12.5%	123
Circuit Bar	30,668	3.8%	102
Community Pub	146,791	18.0%	103
Craft Led	37,364	4.6%	145
Great Pub Great Food	112,759	13.8%	72
High Street Pub	143,510	17.6%	101
Premium Local	80,793	9.9%	56

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 Lifestage, Energy Levels and Demand.

	'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
Consumer Insight	"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"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be on **trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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**

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.