

Catchment Summary - Pint Pot Sutton Coldfield



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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

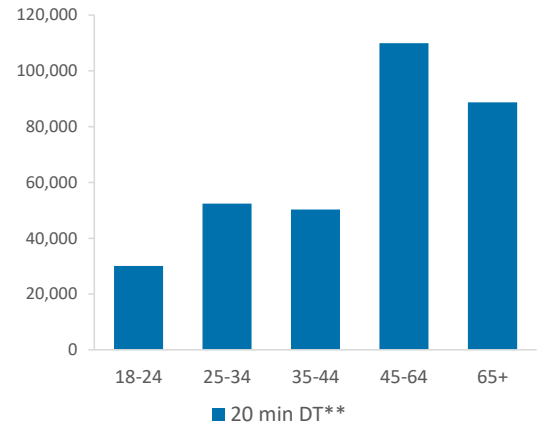
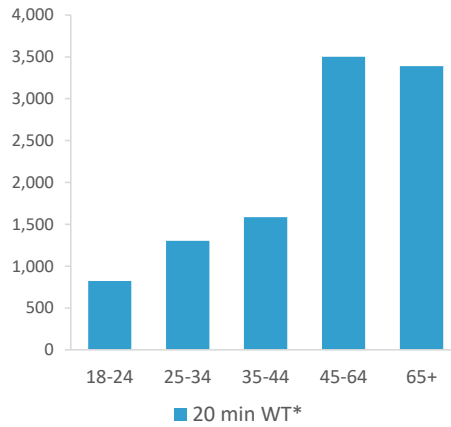
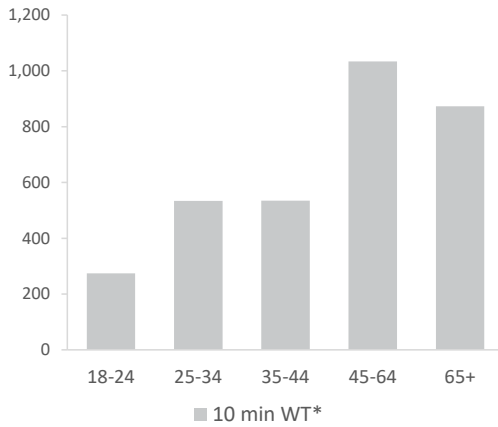
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,302	13,826	422,745	81	95	111
Adults 18+	3,250	10,602	331,385	75	59	111
Competition Pubs	4	11	329	27	34	91
Adults 18+ per Competition Pub	813	964	1,007	98	117	122
% Adults Likely to Drink	84.8%	85.6%	83.3%	103	104	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	19.3%	11.6%	18.6%	75	45	73
	Medium	50.0%	34.9%	44.9%	127	89	114
	High	30.6%	53.5%	35.4%	91	160	105

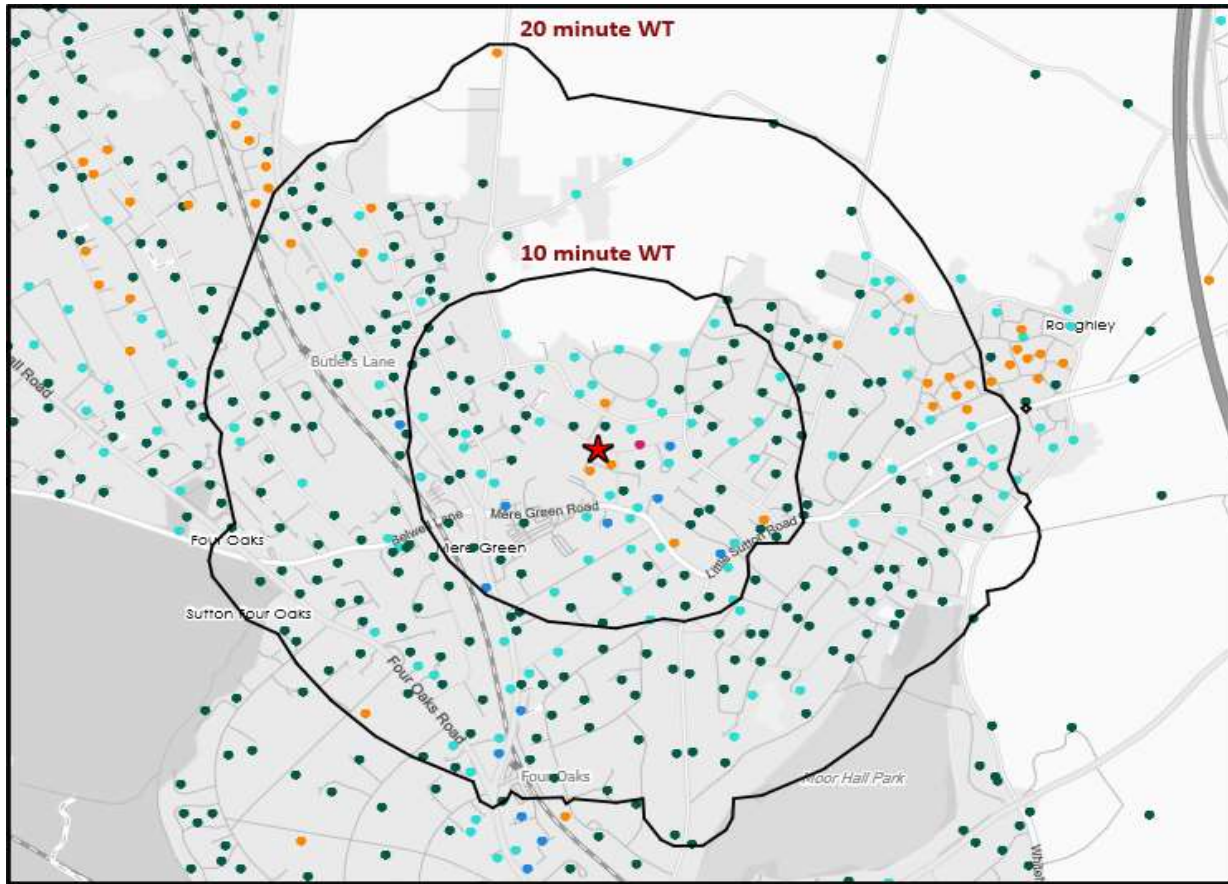
*Affluence does not include Not Private Households

Age Profile	18-24	274	822	30,084	79	73	88
	25-34	534	1,303	52,383	93	71	93
	35-44	535	1,586	50,287	97	89	92
	45-64	1,034	3,501	109,879	94	99	102
	65+	873	3,390	88,752	106	128	110



	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	2,002 (47%)	6,630 (48%)	206,038 (49%)	94	97	99
	Female	2,300 (53%)	7,196 (52%)	216,707 (51%)	106	103	101
Economic Status (16-74)							
	Employed: Full-time	1,285 (45%)	3,845 (43%)	127,315 (43%)	109	103	103
	Employed: Part-time	389 (14%)	1,268 (14%)	40,793 (14%)	105	108	106
	Self employed	304 (11%)	990 (11%)	25,581 (9%)	112	115	90
	Unemployed	67 (2%)	141 (2%)	7,646 (3%)	99	66	109
	Retired	447 (16%)	1,680 (19%)	47,365 (16%)	114	135	116
	Other	350 (12%)	1,095 (12%)	47,679 (16%)	62	62	82
Total Worker Count		1,796	4,501	204,957			

See the Glossary page for further information on the above variables



- 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

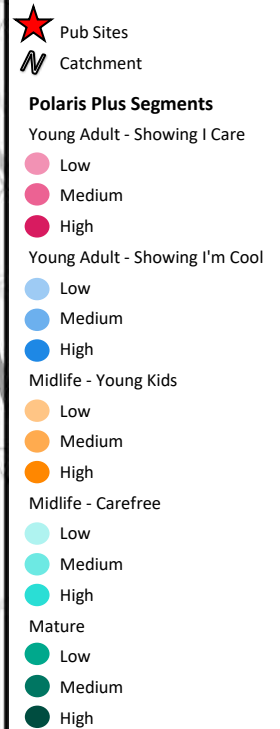
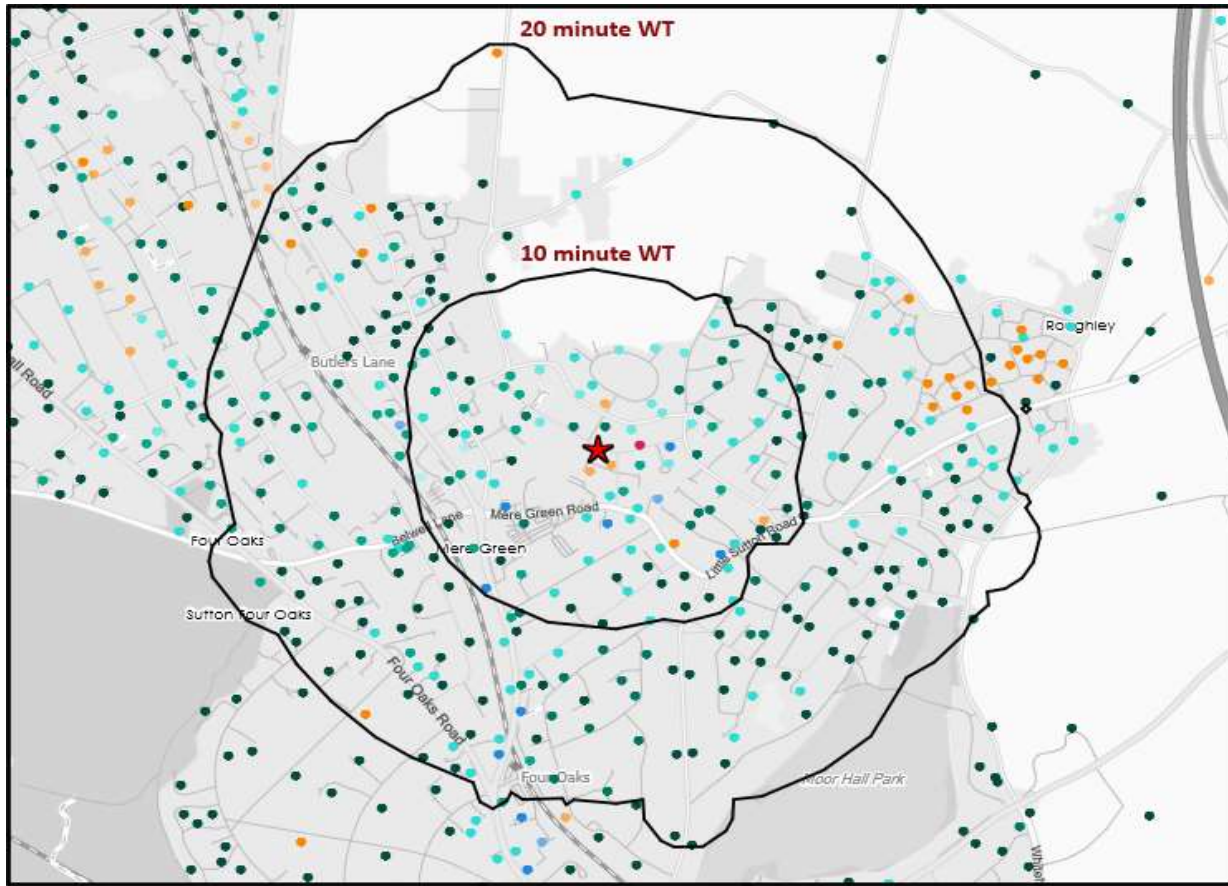
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	39	39	5,129	13	4	17
Young Adult - Showing I'm Cool	109	181	21,970	36	19	72
Midlife - Young Kids	116	441	96,947	11	13	93
Midlife - Carefree	1,355	2,727	91,755	198	122	132
Mature	1,631	7,214	111,861	179	243	121
Not Private Households	0	0	3,723	0	0	78
Total	3,250	10,602	331,385			

Polaris Summary - Pint Pot Sutton Coldfield



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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	490	0	0	4
Medium	0	0	0	0	0	0
High	39	39	4,639	36	11	42
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	39	39	8,775	32	10	72
High	70	142	13,195	48	30	89
Midlife - Young Kids						
Low	0	0	27,492	0	0	75
Medium	76	76	52,131	16	5	105
High	40	365	17,324	23	64	97
Midlife - Carefree						
Low	81	81	9,370	73	22	83
Medium	532	532	40,374	244	75	181
High	742	2,114	42,011	209	183	116
Mature						
Low	547	1,150	24,430	284	183	124
Medium	979	3,049	47,435	238	227	113
High	105	3,015	39,996	34	303	129
Not Private Households	0	0	3,723	0	0	78

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Total

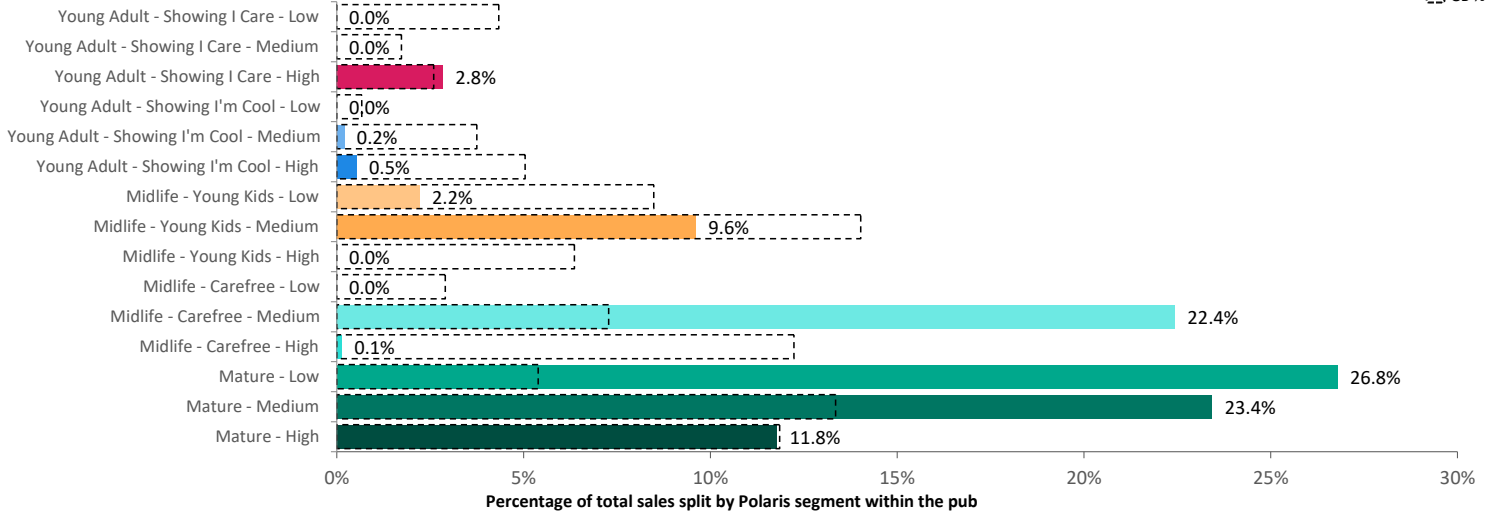
3,250

10,602

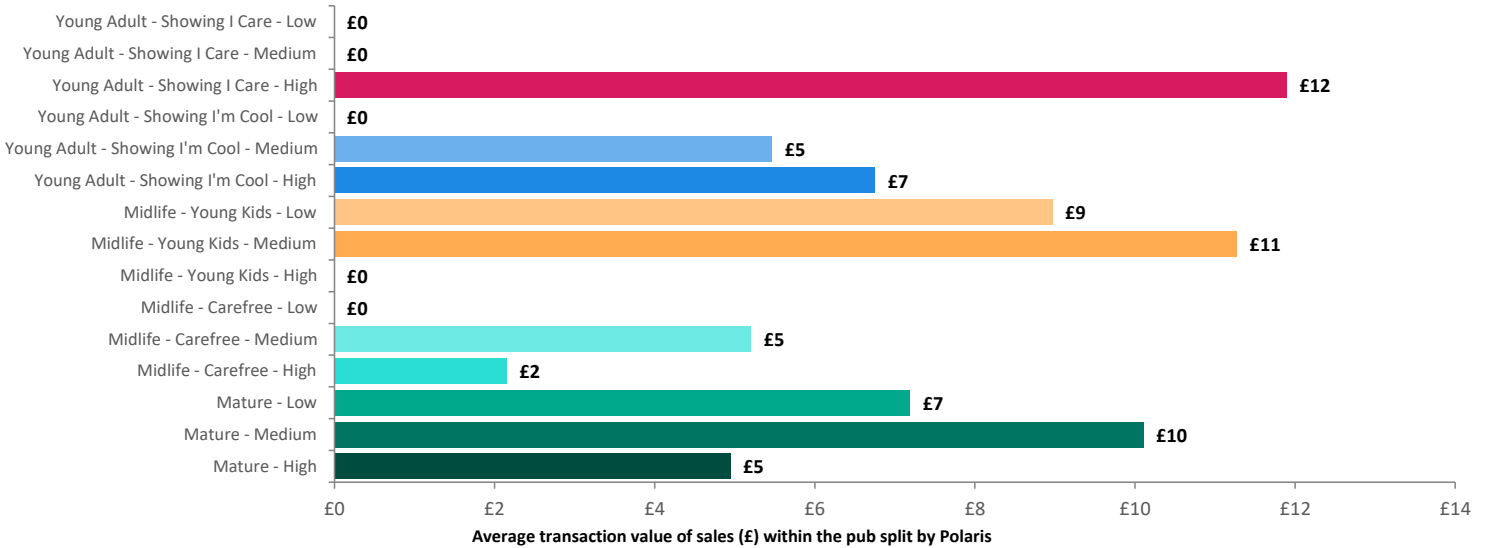
331,385

Spend by Polaris

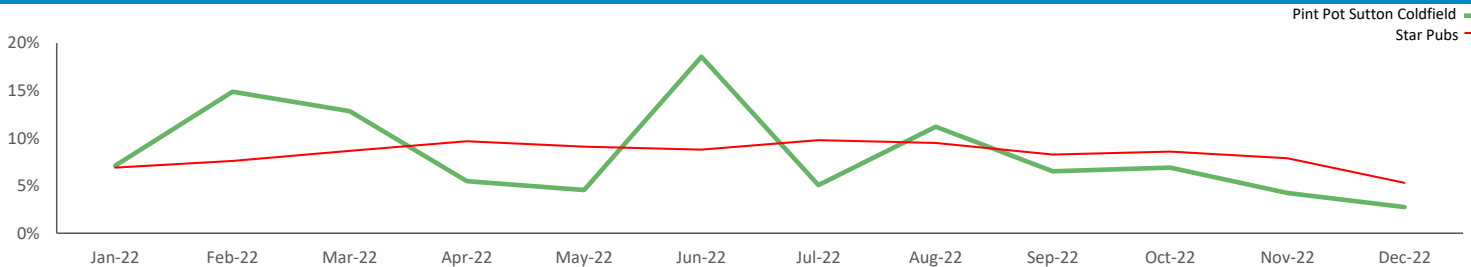
GB %



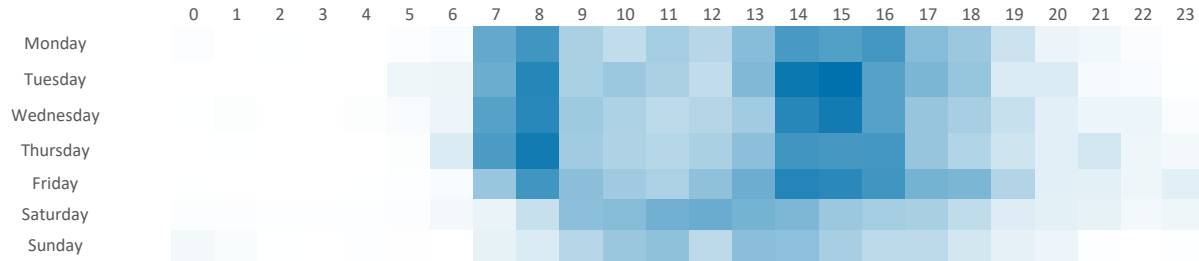
Average Transaction Values (£) by Polaris



Spend by Month

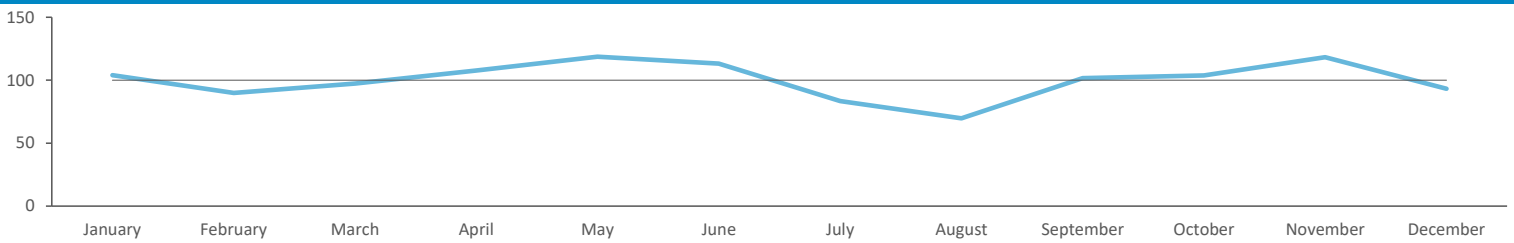


Time of Day/Day of Week



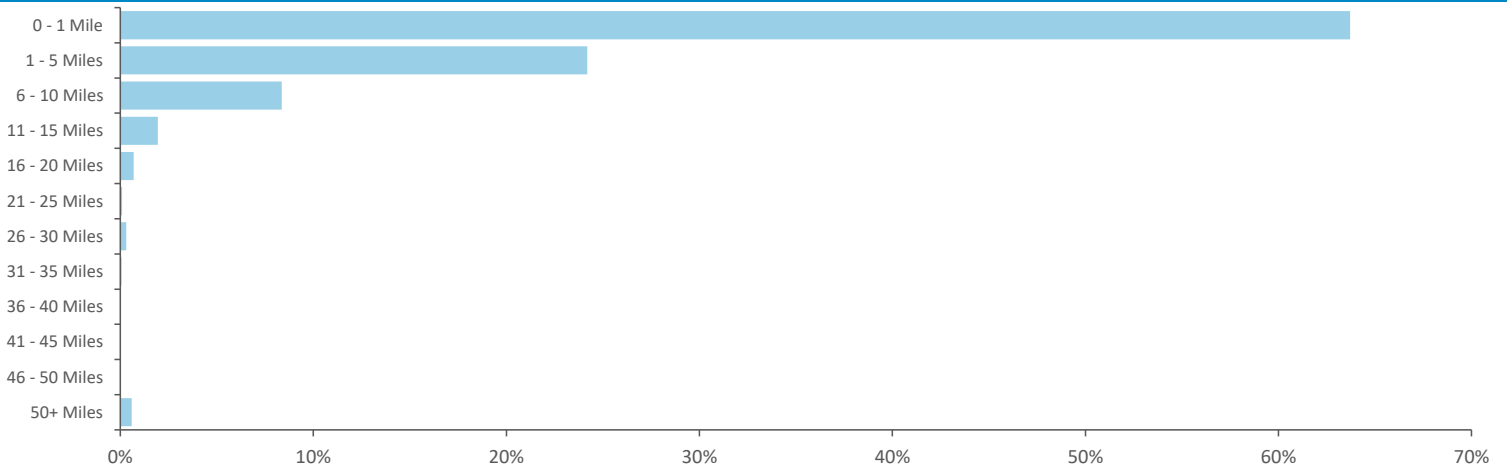
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



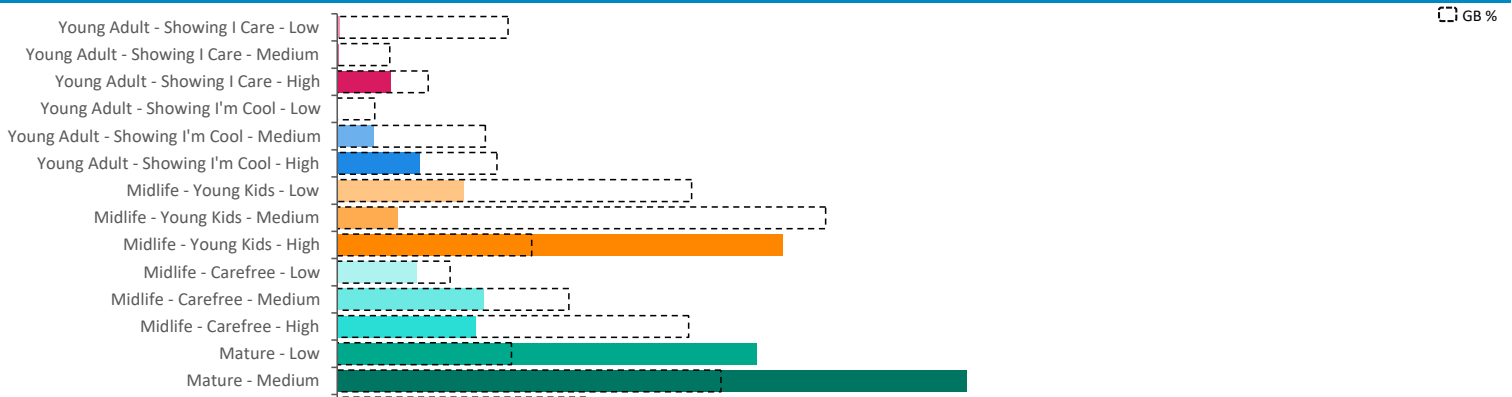
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

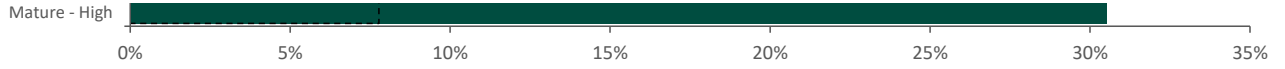


Mobile Data Summary - Pint Pot Sutton Coldfield

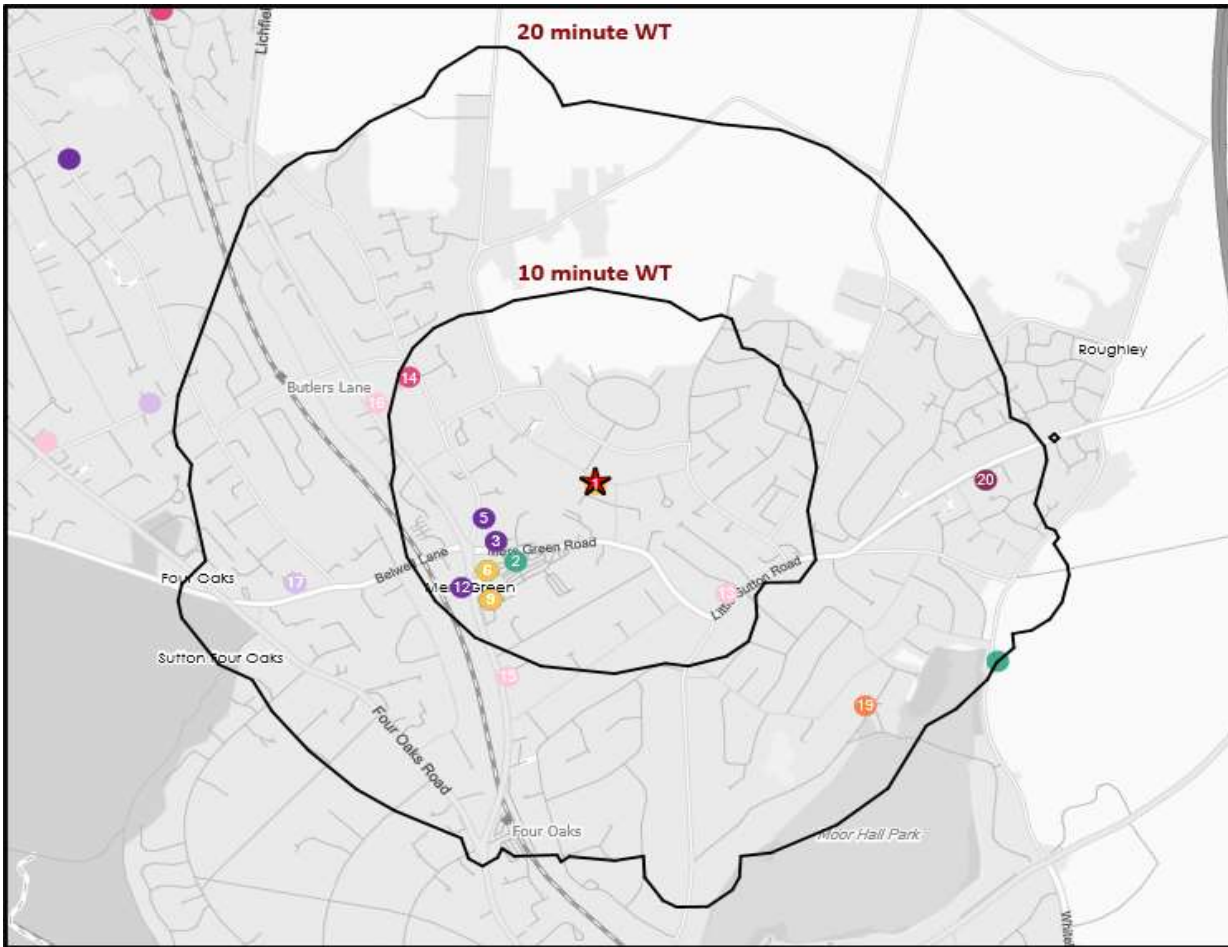


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Time of Day/Day of Week



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



- Pub Sites
- 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

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Pint Pot	B 75 5EA	Star Pubs & Bars	High Street Pub	0.0
2	Giggling Squid	B 75 5BS	Giggling Squid	Casual Dining	0.2
3	Old School House	B 75 5BL	Greene King	GPGF	0.2
3	Shimla Indian Restaurant	B 75 5BL	Independent Free	Restaurants	0.2
5	Olive Garden	B 75 5BA	Independent Free	Restaurants	0.2
6	Prezzo	B 75 5BP	Prezzo plc	Casual Dining	0.3
6	Le Bistrot Pierre	B 75 5BP	Le Bistrot Pierre	Casual Dining	0.3
6	Renato Lounge	B 75 5BP	Loungers	High Street Pub	0.3
9	Mare Pool	B 74 2UG	Wetherspoons GB	Circuit Bar	0.3
9	Cock N Bull.Co	B 74 2UG	Independent Free	Restaurants	0.3
9	Bhujon	B 74 2UG	Independent Free	High Street Pub	0.3
12	Romantica	B 74 2XH	Stonegate Pub Company	Restaurants	0.3
13	Fox & Dogs	B 75 6QB	Mitchells & Butlers	GPGF	0.3
14	Funky Bear	B 75 5HL	Daniel Thwaites plc	Family Pub Dining	0.4
15	Green House	B 74 2UD	Mitchells & Butlers	GPGF	0.4
16	Butlers Arms	B 74 4BL	Star Pubs & Bars	GPGF	0.4
17	Four Oaks	B 74 4TR	Greene King	GPGF	0.6
17	All Saints Church Community Centre	B 74 4TR	Independent Free	Sports Clubs	0.6
19	Moor Hall Hotel & Golf Club	B 75 6LN	Independent Free	Hotel	0.7
20	Plough & Harrow	B 75 5PF	Marston's	Premium Local	0.7