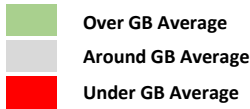


# Catchment Summary - Highlander Birmingham

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

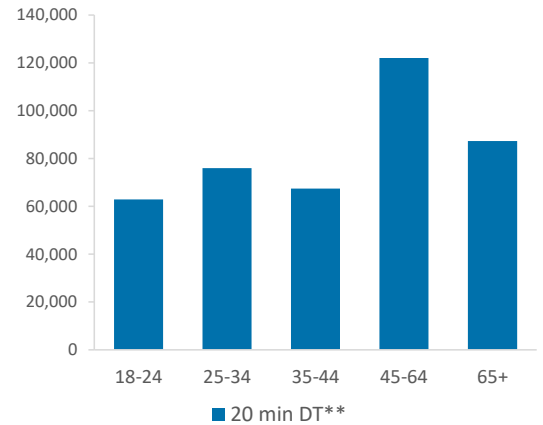
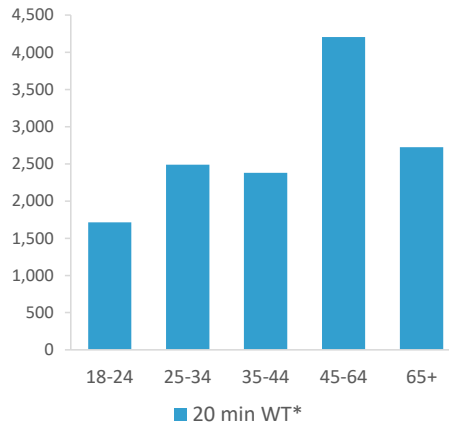
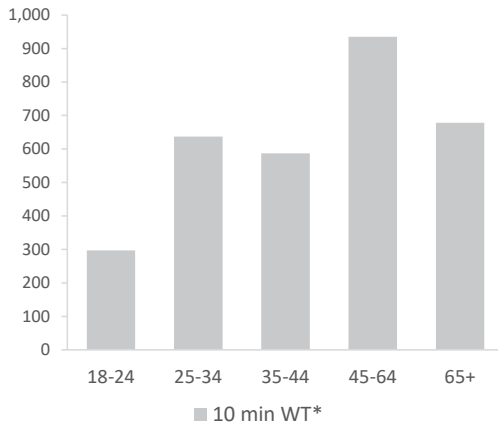
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,271	18,476	535,549	81	127	141
Adults 18+	3,134	13,511	415,596	72	76	139
Competition Pubs	1	5	311	7	16	86
Adults 18+ per Competition Pub	3,134	2,702	1,336	380	327	162
% Adults Likely to Drink	80.4%	80.7%	81.5%	97	98	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	43.8%	33.3%	25.4%	171	130	99
	Medium	45.4%	53.3%	44.0%	115	135	112
	High	10.8%	13.3%	29.0%	32	40	86

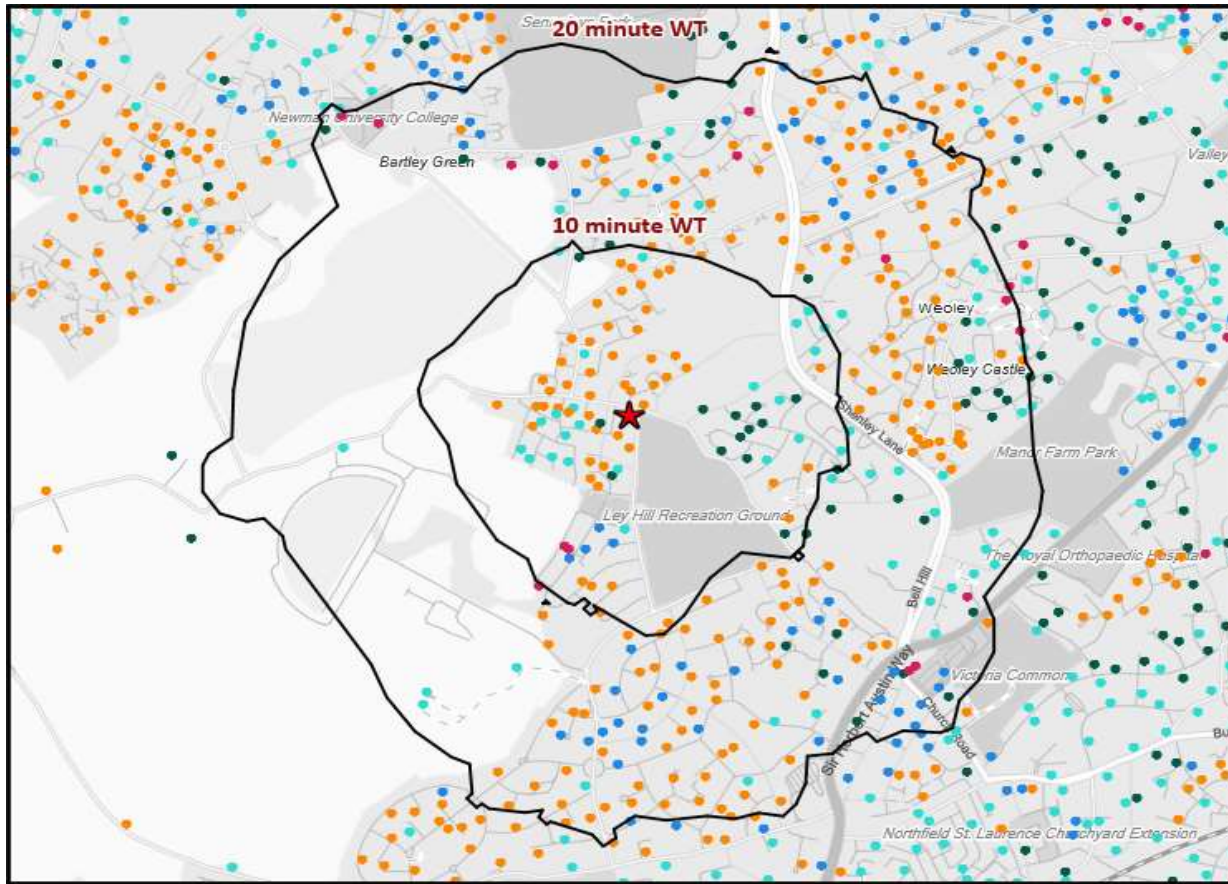
\*Affluence does not include Not Private Households

Age Profile	18-24	297	1,713	62,860	86	114	145
	25-34	637	2,490	75,979	112	101	107
	35-44	587	2,378	67,427	107	100	98
	45-64	935	4,206	122,044	86	89	89
	65+	678	2,724	87,286	83	77	85



	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	2,057 (48%)	8,814 (48%)	262,899 (49%)	97	96	99
	Female	2,214 (52%)	9,662 (52%)	272,650 (51%)	103	103	101
Economic Status (16-74)							
	Employed: Full-time	1,271 (44%)	5,158 (40%)	148,750 (39%)	106	97	93
	Employed: Part-time	387 (13%)	1,755 (14%)	47,321 (12%)	103	106	94
	Self employed	152 (5%)	739 (6%)	29,479 (8%)	55	61	80
	Unemployed	106 (4%)	513 (4%)	12,432 (3%)	155	169	136
	Retired	326 (11%)	1,523 (12%)	49,436 (13%)	82	87	93
	Other	645 (22%)	3,072 (24%)	98,341 (25%)	113	122	129
Total Worker Count		452	2,898	174,236			

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	85	604	65,256	30	50	176
Young Adult - Showing I'm Cool	217	1,570	46,631	75	126	122
Midlife - Young Kids	1,786	7,557	133,627	181	178	102
Midlife - Carefree	671	2,346	85,327	102	83	98
Mature	375	1,422	78,159	43	38	67
<b>Not Private Households</b>	0	12	6,596	0	6	110
<b>Total</b>	3,134	13,511	415,596			

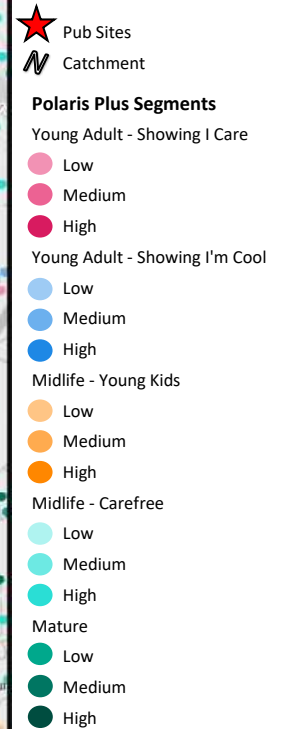
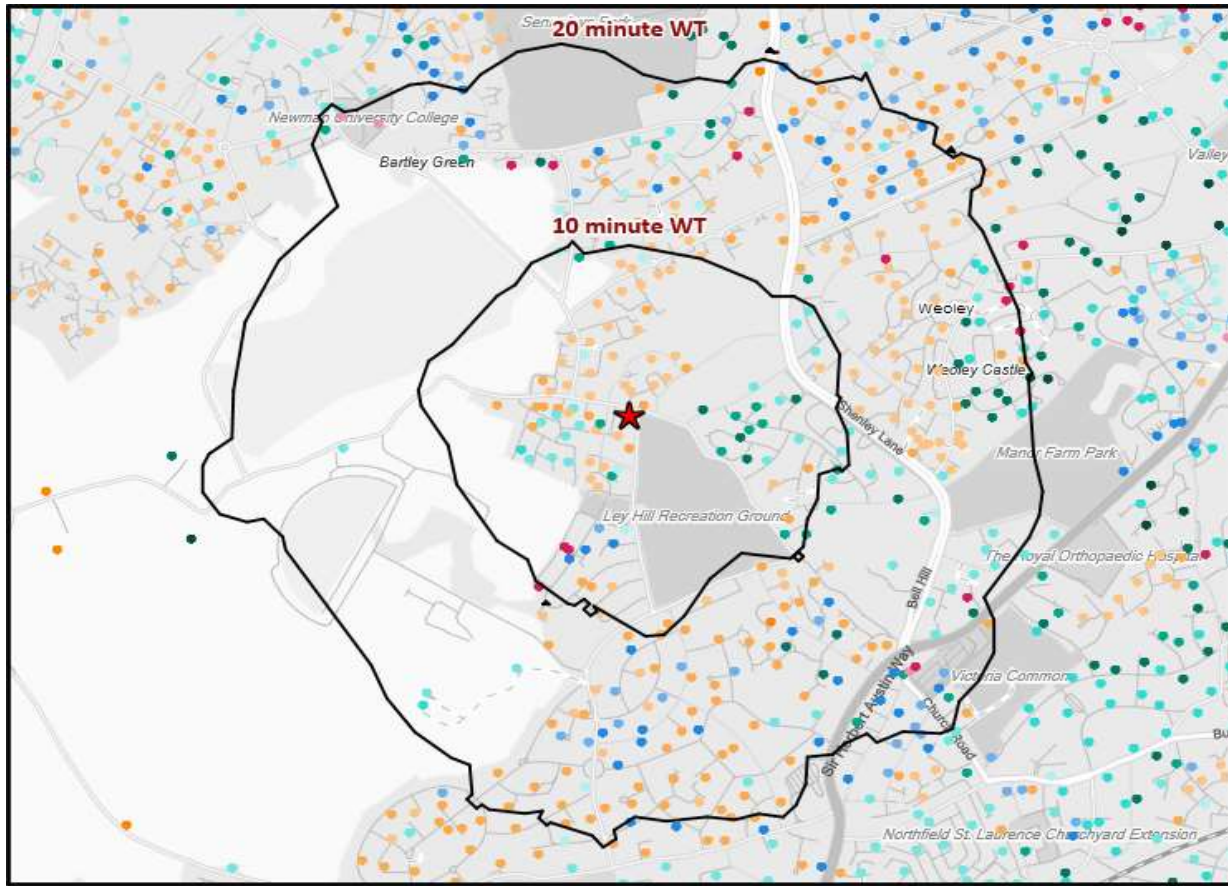
# Polaris Summary - Highlander Birmingham



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★ Pub Sites



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	0	170	14,658	0	30	84
Medium	0	0	14,718	0	0	260
High	85	434	35,880	81	95	256
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	276	0	0	6
Medium	11	645	20,341	9	129	132
High	206	925	26,014	147	153	140
<b>Midlife - Young Kids</b>						
Low	1,099	3,313	60,573	316	221	131
Medium	687	4,137	66,915	147	205	108
High	0	107	6,139	0	15	27
<b>Midlife - Carefree</b>						
Low	85	363	12,989	80	79	92
Medium	538	1,689	44,848	256	186	161
High	48	294	27,490	14	20	61
<b>Mature</b>						
Low	188	659	17,023	101	82	69
Medium	187	725	36,236	47	42	69
High	0	38	24,900	0	3	64
<b>Not Private Households</b>	0	12	6,596	0	6	110

# Polaris Summary - Highlander Birmingham



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Total

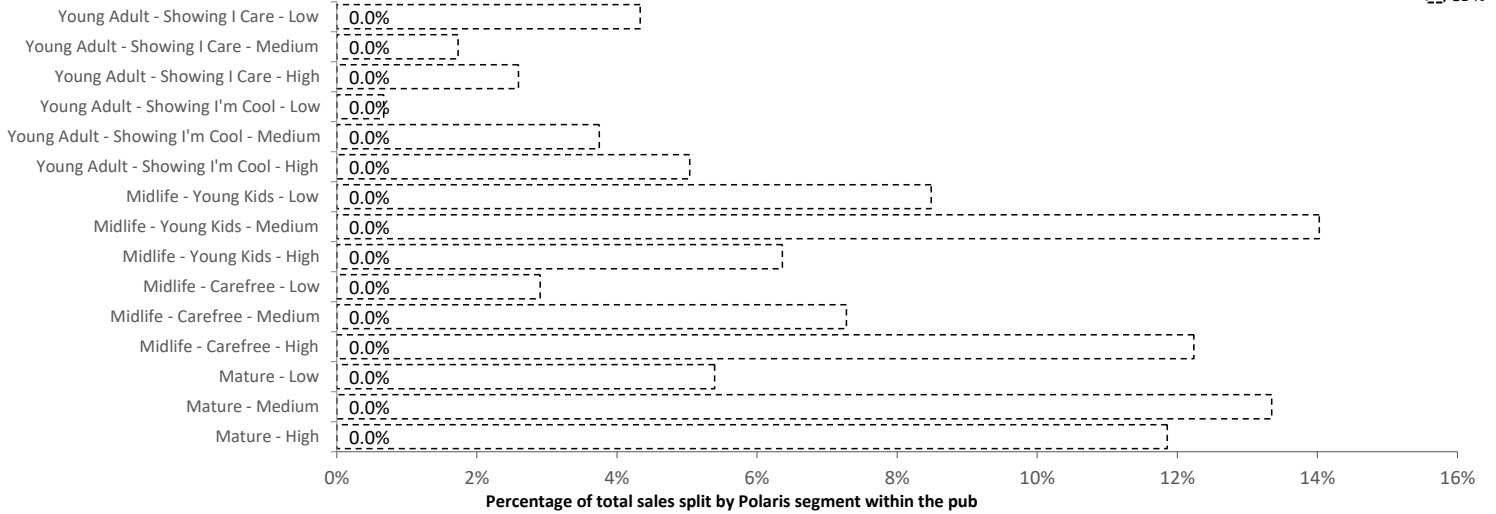
3,134

13,511

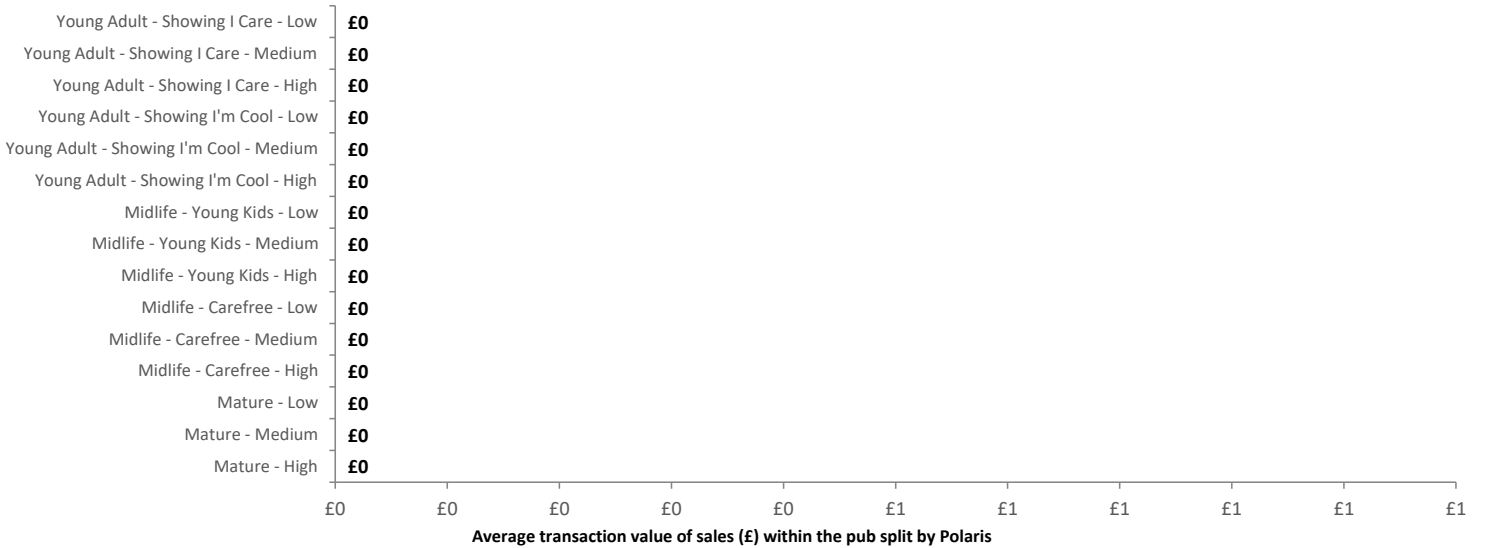
415,596

Spend by Polaris

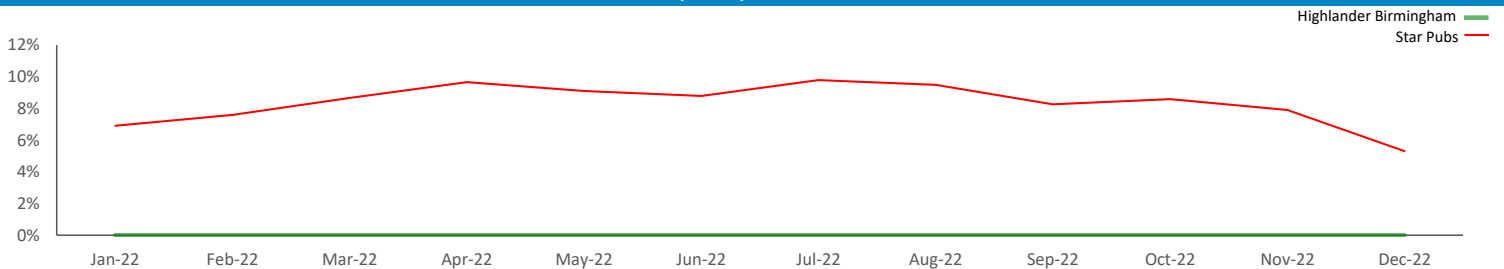
GB %



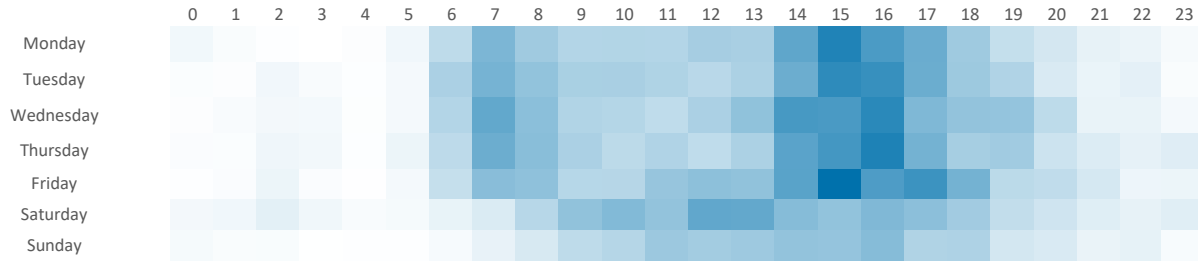
Average Transaction Values (£) by Polaris



Spend by Month

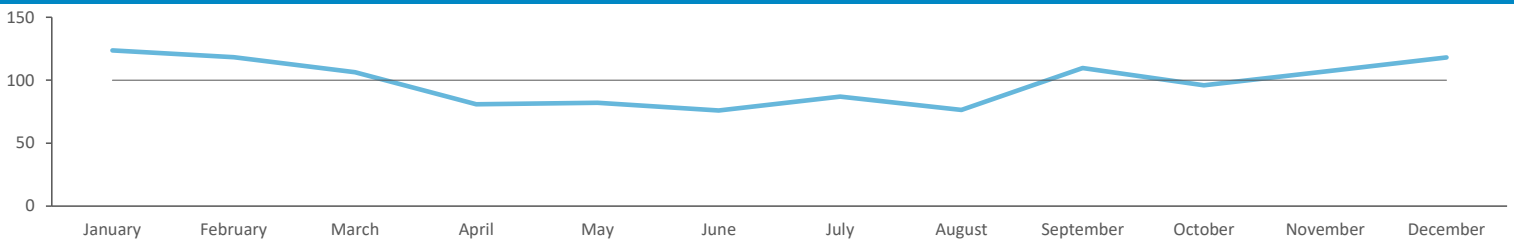


## Time of Day/Day of Week



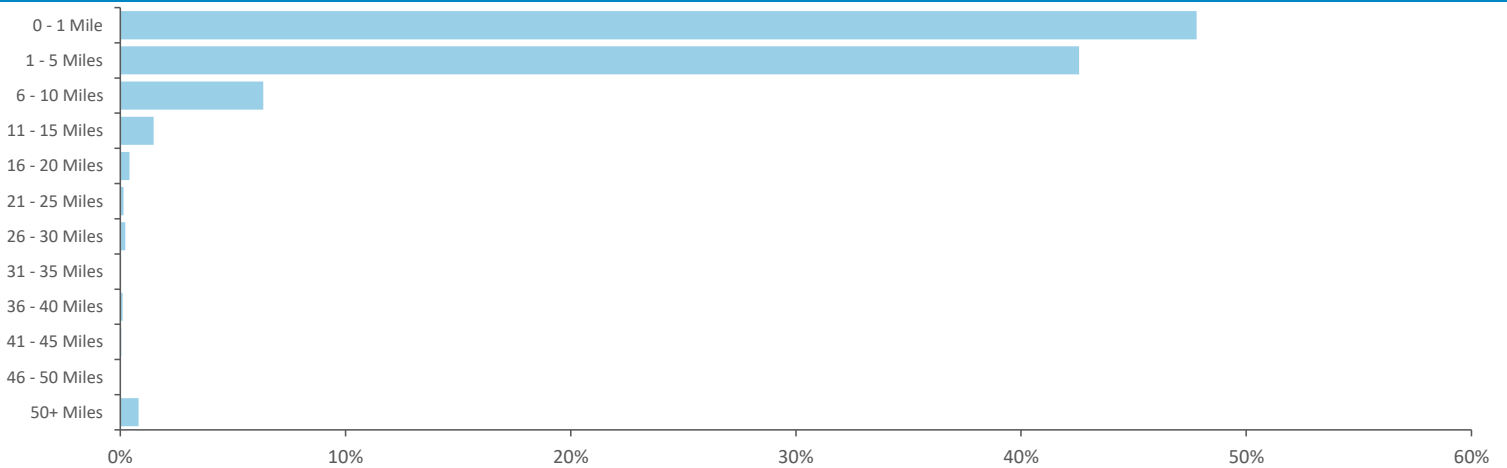
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



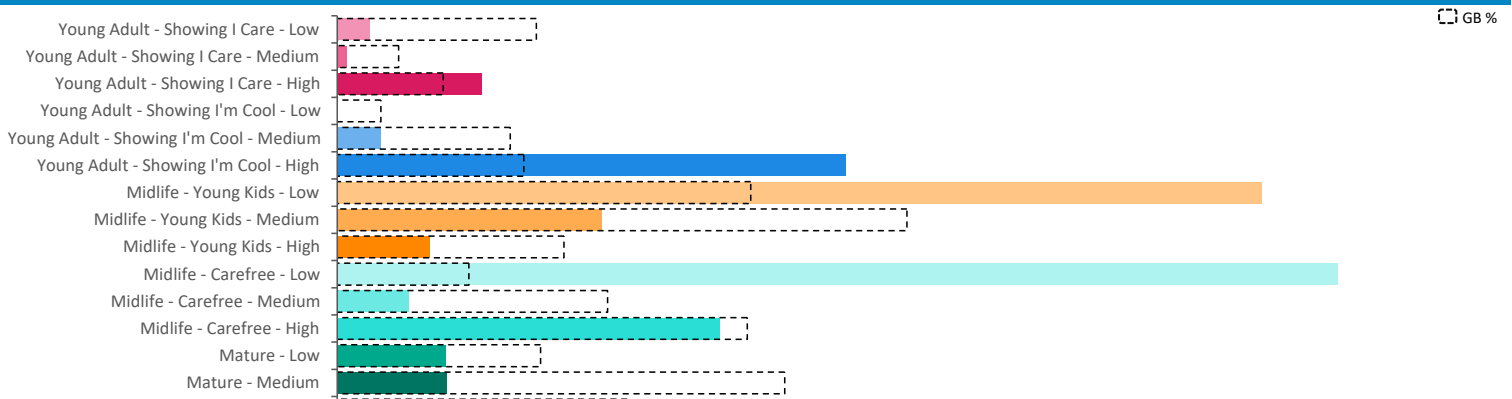
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

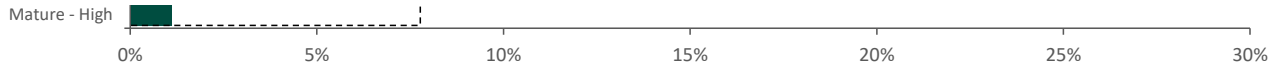


# Mobile Data Summary - Highlander Birmingham



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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	Highlander	B 31 1TN	Star Pubs & Bars	Community Pub	0.0
2	Weoley Castle Pub	B 29 4HA	Independent Free	Community Pub	0.6
3	Shenley Lane Comm Association & Sports Centre	B 29 4HZ	Independent Free	Clubland	0.6
4	Bartley Sailing & Water Sport Centre	B 32 3NU	Independent Free	Clubland	0.7
5	Weoley Castle	B 29 5LX	Stonegate Pub Company	Community Pub	0.7
6	Omar Khayam	B 31 2JT	Independent Free	Restaurants	0.8
6	Medleys	B 31 2JT	Independent Free	Night Club	0.8
8	Newman University College	B 32 3NT	Independent Free	High Street Pub	0.8
9	Cock Inn	B 32 3LE	Unknown	Community Pub	1.0
10	Balmoral	B 32 4JH	Independent Free	Community Pub	1.0
11	Bartley Green Football Club	B 32 3LD	Independent Free	Clubland	1.0
12	Bartley Green Social Club	B 32 4ES	Independent Free	Clubland	1.0
13	Black Horse	B 31 2QT	Wetherspoons GB	High Street Pub	1.0
14	Castle Bingo Club	B 29 5TY	Castle Leisure Ltd	Large Venue	1.1
14	Weoley Castle Working Mens Club	B 29 5TY	Independent Free	Clubland	1.1
16	Great Stone Inn	B 31 2LU	Stonegate Pub Company	Circuit Bar	1.1
17	Quarry Sport & Social Club	B 31 2PY	Independent Free	Clubland	1.2
18	Longbridge Social Club	B 31 2QU	Independent Free	Clubland	1.2