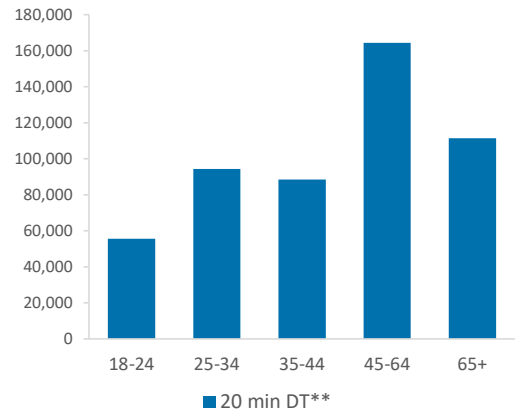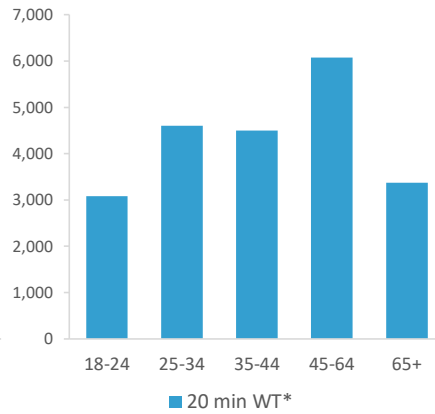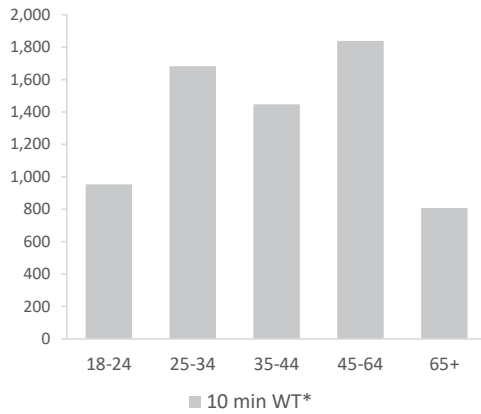# CACI

# Catchment Summary - Watering Trough Walsall

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**★ star** PUBS&BARS

*WT= Walktime, **DT= Drivetime

| | | Over GB Average |
| | | Around GB Average |
| | | Under GB Average |

| | 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** | 8,966 | 29,152 | 681,187 | 169 | 200 | 180 |

Population & Adults 18+ index is based on all pubs

| | Catchment Size (Counts) | | | Index vs GB Average | | |
|---|---|---|---|---|---|---|
| **Adults 18+** | 6,733 | 21,636 | 514,268 | 155 | 121 | 172 |
| **Competition Pubs** | 19 | 37 | 444 | 127 | 116 | 123 |
| **Adults 18+ per Competition Pub** | 354 | 585 | 1,158 | 43 | 71 | 140 |
| **% Adults Likely to Drink** | 74.6% | 75.2% | 79.3% | 90 | 91 | 96 |

| | | Catchment Size (Counts) | | | Index vs GB Average | | |
|---|---|---|---|---|---|---|---|
| **Affluence** | **Low** | 39.4% | 33.4% | 29.4% | 154 | 130 | 115 |
| | **Medium** | 29.1% | 24.9% | 47.7% | 74 | 63 | 121 |
| | **High** | 31.2% | 41.5% | 22.1% | 93 | 124 | 66 |

*Affluence does not include Not Private Households

| | | Catchment Size (Counts) | | | Index vs GB Average | | |
|---|---|---|---|---|---|---|---|
| **Age Profile** | **18-24** | 955 | 3,084 | 55,482 | 131 | 130 | 100 |
| | **25-34** | 1,683 | 4,603 | 94,332 | 141 | 119 | 104 |
| | **35-44** | 1,447 | 4,497 | 88,563 | 125 | 120 | 101 |
| | **45-64** | 1,839 | 6,078 | 164,438 | 80 | 82 | 94 |
| | **65+** | 809 | 3,374 | 111,453 | 47 | 61 | 86 |



| | | 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** | 4,662 (52%) | 14,974 (51%) | 336,667 (49%) | 105 | 104 | 100 |
| | **Female** | 4,304 (48%) | 14,178 (49%) | 344,520 (51%) | 95 | 96 | 100 |
| **Economic Status (16-74)** | **Employed: Full-time** | 2,543 (38%) | 7,372 (35%) | 182,352 (38%) | 92 | 85 | 92 |
| | **Employed: Part-time** | 864 (13%) | 2,620 (13%) | 65,226 (14%) | 100 | 96 | 105 |
| | **Self employed** | 463 (7%) | 1,547 (7%) | 33,345 (7%) | 73 | 77 | 73 |
| | **Unemployed** | 391 (6%) | 1,053 (5%) | 19,572 (4%) | 248 | 212 | 173 |
| | **Retired** | 513 (8%) | 2,125 (10%) | 67,411 (14%) | 56 | 74 | 102 |
| | **Other** | 1,860 (28%) | 6,213 (30%) | 109,562 (23%) | 142 | 151 | 116 |
| **Total Worker Count** | | 12,107 | 26,324 | 262,207 | | | |

See the Glossary page for further information on the above variables

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## Polaris Summary - Watering Trough Walsall
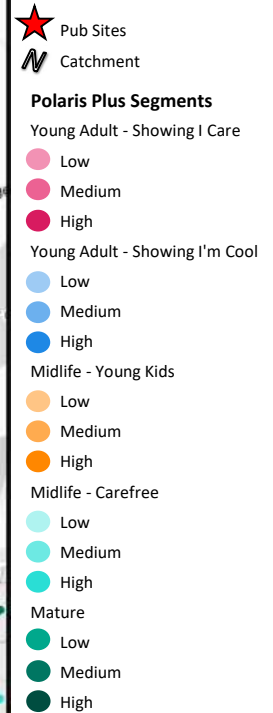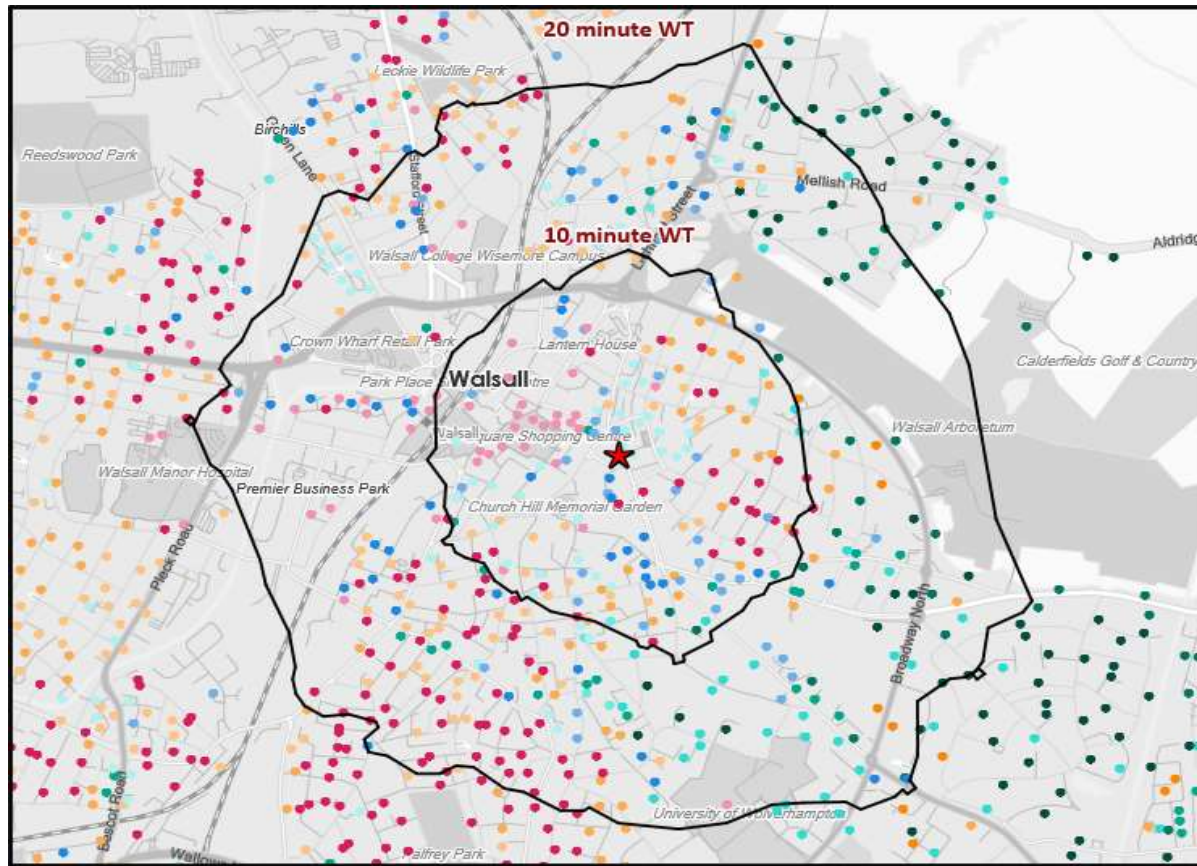
**star** PUBS&BARS
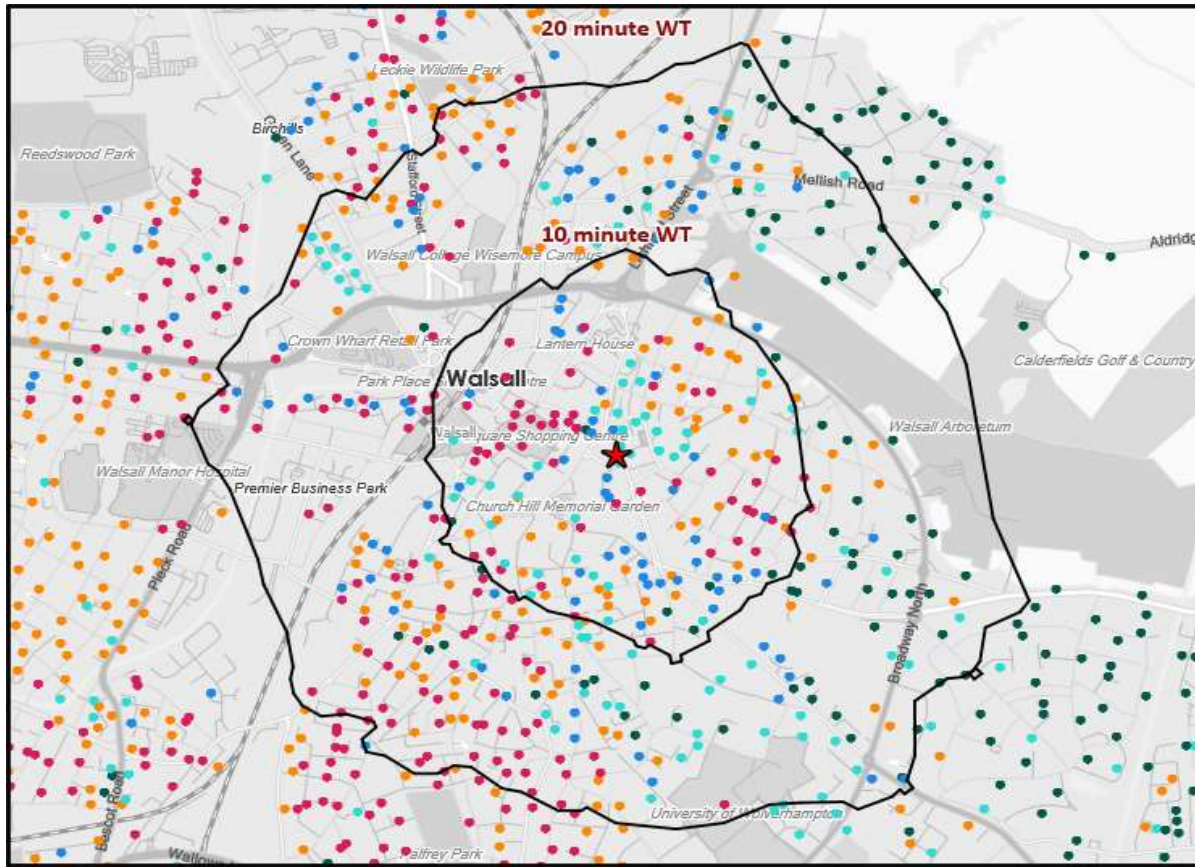


**Legend:**
- ★ Pub Sites
- N Catchment

**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 | 2,073 | 6,799 | 49,075 | 345 | 352 | 107 |
| Young Adult - Showing I'm Cool | 1,080 | 3,430 | 39,129 | 174 | 172 | 83 |
| Midlife - Young Kids | 1,942 | 5,646 | 210,624 | 92 | 83 | 130 |
| Midlife - Carefree | 1,483 | 3,203 | 126,181 | 105 | 70 | 117 |
| Mature | 132 | 2,535 | 85,515 | 7 | 42 | 59 |
| *Not Private Households* | 23 | 23 | 3,744 | 24 | 7 | 51 |
| **Total** | 6,733 | 21,636 | 514,268 | | | |

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## Polaris Summary - Watering Trough Walsall

**star** PUBS & BARS



**Legend:**

★ Pub Sites
N 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 | 573 | 1,459 | 3,435 | 203 | 161 | 16 |
| Medium | 0 | 0 | 642 | 0 | 0 | 9 |
| High | 1,500 | 5,340 | 44,998 | 661 | 733 | 260 |
| **Young Adult - Showing I'm Cool** | | | | | | |
| Low | 0 | 0 | 0 | 0 | 0 | 0 |
| Medium | 743 | 1,631 | 20,766 | 298 | 204 | 109 |
| High | 337 | 1,799 | 18,363 | 112 | 186 | 80 |
| **Midlife - Young Kids** | | | | | | |
| Low | 879 | 3,017 | 91,978 | 117 | 125 | 161 |
| Medium | 1,046 | 2,362 | 105,554 | 104 | 73 | 138 |
| High | 17 | 267 | 13,092 | 5 | 23 | 47 |
| **Midlife - Carefree** | | | | | | |
| Low | 1,186 | 2,042 | 27,134 | 518 | 278 | 155 |
| Medium | 53 | 147 | 78,516 | 12 | 10 | 227 |
| High | 244 | 1,014 | 20,531 | 33 | 43 | 37 |
| **Mature** | | | | | | |
| Low | 18 | 715 | 28,775 | 5 | 56 | 94 |
| Medium | 114 | 1,253 | 39,845 | 13 | 46 | 61 |
| High | 0 | 567 | 16,895 | 0 | 28 | 35 |
| *Not Private Households* | 23 | 23 | 3,744 | 24 | 7 | 51 |
| **Total** | 6,733 | 21,636 | 514,268 | | | |

# Transactional Data Summary - Watering Trough Walsall

star
PUBS & BARS

## Spend by Polaris

GB %

| Segment | Value |
|---|---|
| Young Adult - Showing I Care - Low | 74.1% |
| Young Adult - Showing I Care - Medium | 0.0% |
| Young Adult - Showing I Care - High | 14.2% |
| Young Adult - Showing I'm Cool - Low | 0.0% |
| Young Adult - Showing I'm Cool - Medium | 0.0% |
| Young Adult - Showing I'm Cool - High | 3.2% |
| Midlife - Young Kids - Low | 0.9% |
| Midlife - Young Kids - Medium | 2.1% |
| Midlife - Young Kids - High | 0.1% |
| Midlife - Carefree - Low | 3.1% |
| Midlife - Carefree - Medium | 0.9% |
| Midlife - Carefree - High | 0.0% |
| Mature - Low | 1.2% |
| Mature - Medium | 0.3% |
| Mature - High | 0.0% |

Percentage of total sales split by Polaris segment within the pub

## Average Transaction Values (£) by Polaris

| Segment | Value |
|---|---|
| Young Adult - Showing I Care - Low | £7 |
| Young Adult - Showing I Care - Medium | £0 |
| Young Adult - Showing I Care - High | £7 |
| Young Adult - Showing I'm Cool - Low | £0 |
| Young Adult - Showing I'm Cool - Medium | £0 |
| Young Adult - Showing I'm Cool - High | £8 |
| Midlife - Young Kids - Low | £6 |
| Midlife - Young Kids - Medium | £8 |
| Midlife - Young Kids - High | £12 |
| Midlife - Carefree - Low | £7 |
| Midlife - Carefree - Medium | £7 |
| Midlife - Carefree - High | £0 |
| Mature - Low | £7 |
| Mature - Medium | £7 |
| Mature - High | £0 |

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

## Spend by Month

Watering Trough Walsall
Star Pubs

## Mobile Data Summary - Watering Trough Walsall
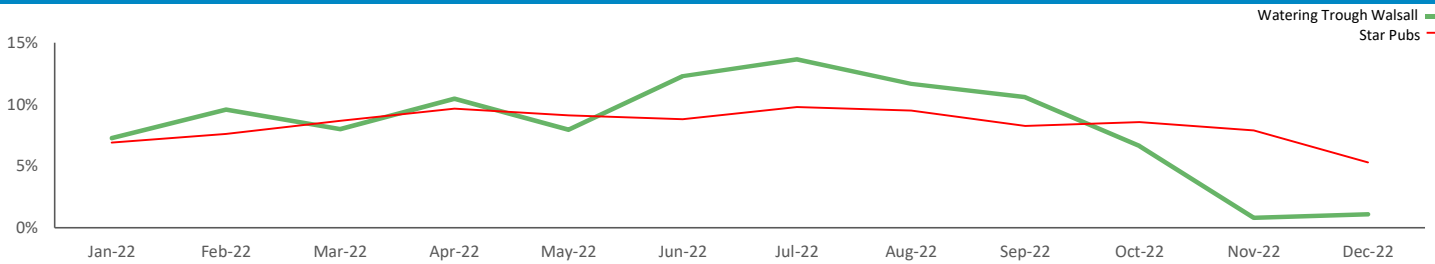
### Time of Day/Day of Week
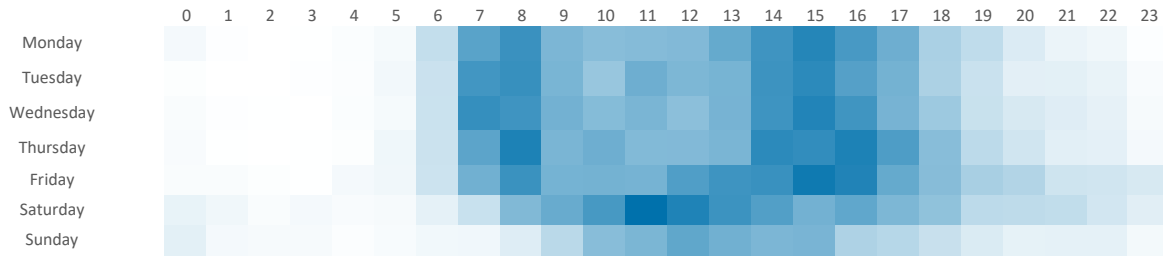


Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month
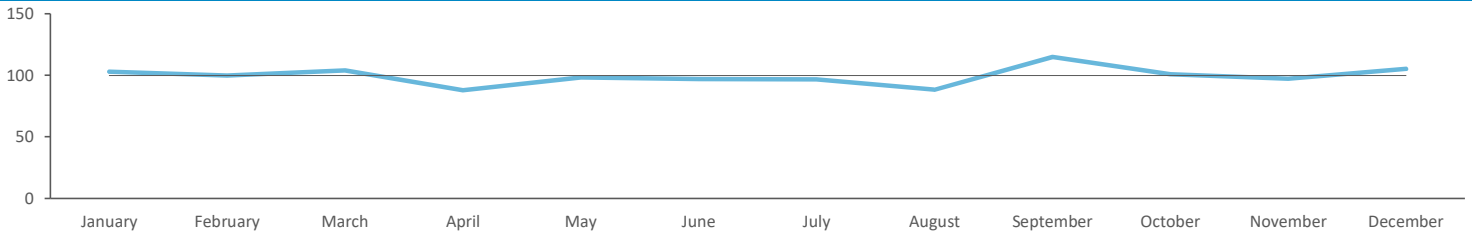


Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### Distance from Home
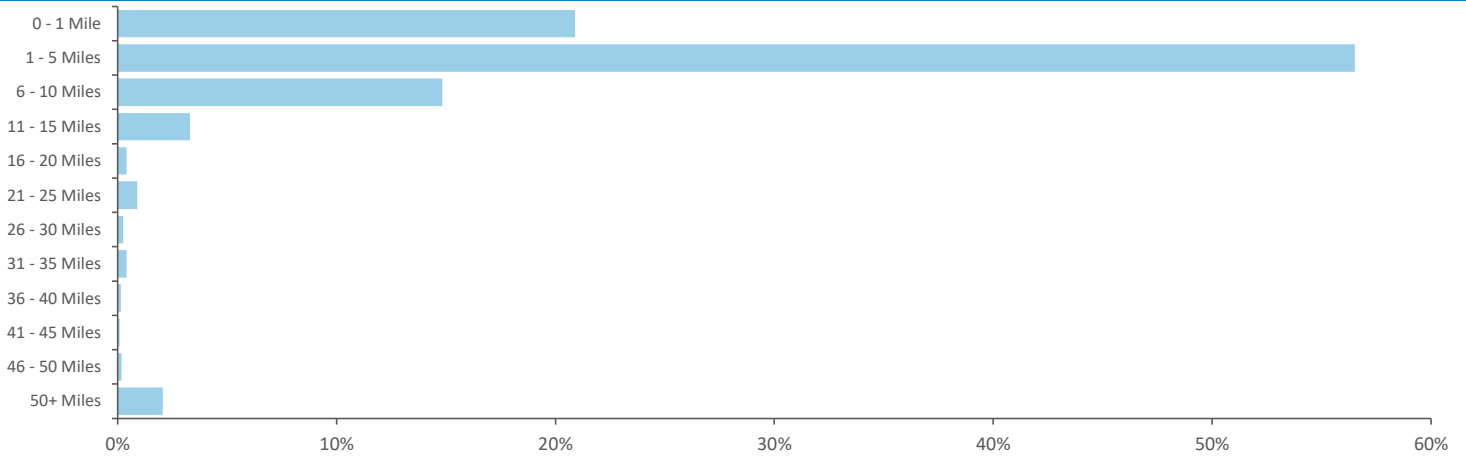


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

### Polaris Plus Profile
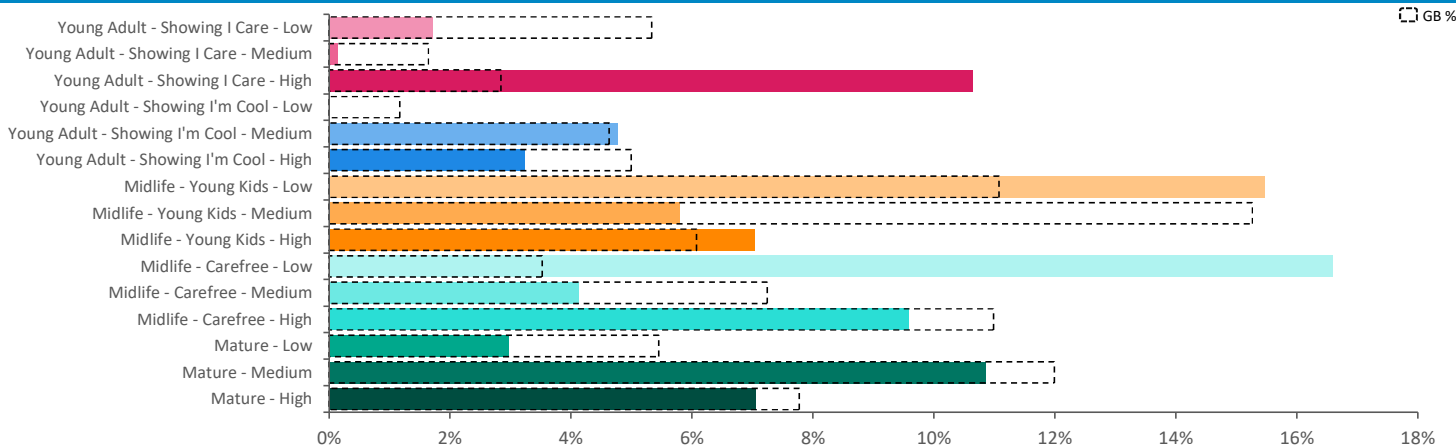


Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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**star** PUBS & BARS



**Legend:**
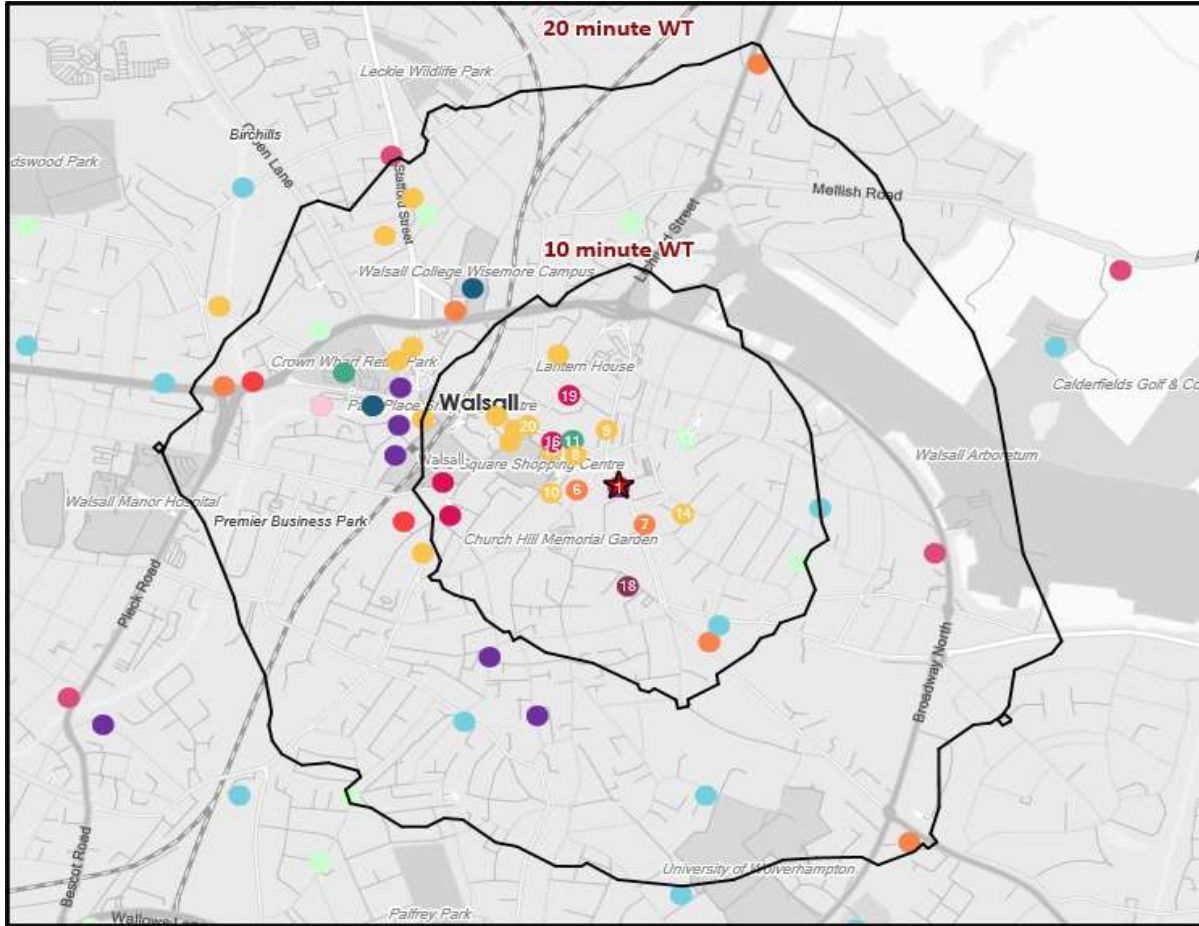
★ Pub Sites

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

## Nearest 20 Pubs

| Ref. | Name | Postcode | Operator | Segment | Distance (miles) |
|---|---|---|---|---|---|
| 1 | Golden Moments | WS 1 2EU | Independent Free | Restaurants | 0.0 |
| 1 | Watering Trough | WS 1 2EU | Star Pubs & Bars | High Street Pub | 0.0 |
| 1 | Shimla Peppers | WS 1 2EU | Independent Free | Restaurants | 0.0 |
| 1 | Flan Obrien | WS 1 2EU | Stonegate Pub Company | High Street Pub | 0.0 |
| 1 | King Balti Restaurant | WS 1 2EU | Independent Free | Restaurants | 0.0 |
| 6 | Lyndon House Hotel | WS 1 2HA | *Other Small Retail Groups | Hotel | 0.1 |
| 7 | Royal Hotel | WS 1 2EL | Independent Free | Hotel | 0.1 |
| 8 | Makoto Bar | WS 1 1JZ | Independent Free | High Street Pub | 0.1 |
| 9 | Victoria | WS 1 2AA | Independent Free | High Street Pub | 0.1 |
| 10 | Black Country Arms | WS 1 1QW | Black Country Ales | High Street Pub | 0.1 |
| 11 | Masters Snooker Club | WS 1 1JQ | Independent Free | Clubland | 0.1 |
| 11 | Pitch Sports Bar & Grill | WS 1 1JQ | Bar Sport | High Street Pub | 0.1 |
| 11 | Lexx Jerkz Bar & Grill | WS 1 1JQ | Independent Free | Casual Dining | 0.1 |
| 14 | Walsall Arms | WS 1 2EP | Independent Free | High Street Pub | 0.1 |
| 15 | Lounge | WS 1 1QD | Independent Free | High Street Pub | 0.2 |
| 16 | Religion | WS 1 1HR | Independent Free | Night Club | 0.2 |
| 17 | Spring Cottage | WS 1 2HZ | Admiral Taverns Ltd | Community Pub | 0.2 |
| 18 | Wheatsheaf | WS 1 2NA | Trust Inns Limited | Premium Local | 0.2 |
| 19 | Manhattans | WS 1 1SL | *Other Small Retail Groups | Night Club | 0.2 |
| 20 | St Mathews Hall | WS 1 1SX | Wetherspoons GB | High Street Pub | 0.2 |

# Per Pub Analysis - Watering Trough Walsall

*WT= Walktime, **DT= Drivetime
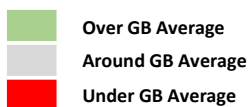
- ■ Over GB Average
- ■ Around GB Average
- ■ Under GB Average

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|---|---|---|---|
| Adults 18+ | 6,733 | 21,636 | 514,268 |
| Number of Competition Pubs | 19 | 37 | 444 |
| Adults 18+ per Competition Pub | 354 | 585 | 1,158 |

| 10 Minute Walktime Catchment | Target Customers | % Population | Index |
|---|---|---|---|
| Bit of Style | 1,183 | 17.6% | 172 |
| Circuit Bar | 298 | 4.4% | 121 |
| Community Pub | 879 | 13.1% | 75 |
| Craft Led | 503 | 7.5% | 236 |
| Great Pub Great Food | 1,139 | 16.9% | 88 |
| High Street Pub | 924 | 13.7% | 79 |
| Premium Local | 545 | 8.1% | 46 |

| 20 Minute Walktime Catchment | Target Customers | % Population | Index |
|---|---|---|---|
| Bit of Style | 4,043 | 18.7% | 183 |
| Circuit Bar | 737 | 3.4% | 93 |
| Community Pub | 3,266 | 15.1% | 87 |
| Craft Led | 1,636 | 7.6% | 239 |
| Great Pub Great Food | 4,548 | 21.0% | 110 |
| High Street Pub | 3,221 | 14.9% | 86 |
| Premium Local | 1,974 | 9.1% | 52 |

| 20 Minute Drivetime Catchment | Target Customers | % Population | Index |
|---|---|---|---|
| Bit of Style | 57,619 | 11.2% | 110 |
| Circuit Bar | 19,161 | 3.7% | 102 |
| Community Pub | 90,834 | 17.7% | 102 |
| Craft Led | 19,929 | 3.9% | 122 |
| Great Pub Great Food | 70,215 | 13.7% | 71 |
| High Street Pub | 89,259 | 17.4% | 100 |
| Premium Local | 57,857 | 11.3% | 64 |

| 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<br>• Helps them **stand out** and be seen to be **on trend**<br>• **Discovering** new things<br>• Supports **moderate calorie & alcohol intake**<br>• **Energising**<br>• **Avoids bloating** | • Helps me **look good**, and be **on trend**<br>• Aids being **part of the group**<br>• **Discovering** new things<br>• **Affordable**<br>• **Energising**<br>• **Avoids bloating** | • Helps me **look good**, and be **on trend**<br>• **Discovering** new things<br>• Supports **moderate calorie & alcohol intake**<br>• **Energising**<br>• **Being romantic** | • **Tastes good** and **looks good**<br>• **Discovering** new things<br>• **Supports connecting** with friends and family<br>• **Enjoyable for longer** | • **Tastes great**<br>• **Good quality**<br>• Helps me **feel good**<br>• **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.