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Catchment Summary - White Bear Knutsford

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	3,177	9,116	309,987	60	63	82

Population & Adults 18+ index is based on all pubs

		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**
	Adults 18+	2,607	7,183	240,899	60	40	81
	Competition Pubs	12	14	321	80	44	89
	Adults 18+ per Competition Pub	217	513	750	26	62	91
	% Adults Likely to Drink	84.6%	85.5%	84.2%	103	104	102
Affluence	**Low**	23.8%	11.7%	17.9%	93	46	70
	Medium	12.4%	15.0%	27.7%	32	38	70
	High	63.8%	72.3%	52.8%	190	216	157

Affluence does not include Not Private Households

		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**
Age Profile	**18-24**	119	395	17,735	46	53	71
	25-34	268	726	33,924	63	60	82
	35-44	381	1,087	39,575	93	93	99
	45-64	856	2,570	85,294	105	110	108
	65+	983	2,405	64,371	162	138	109
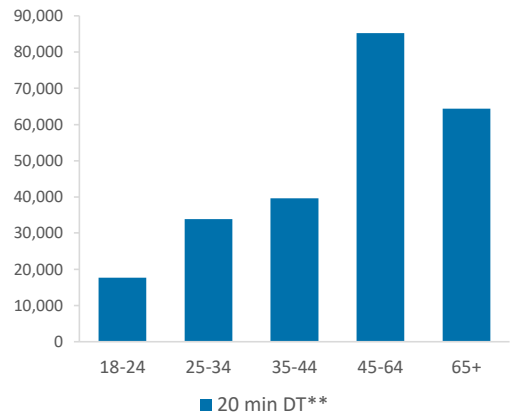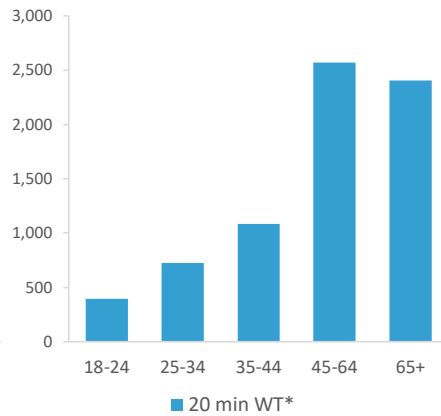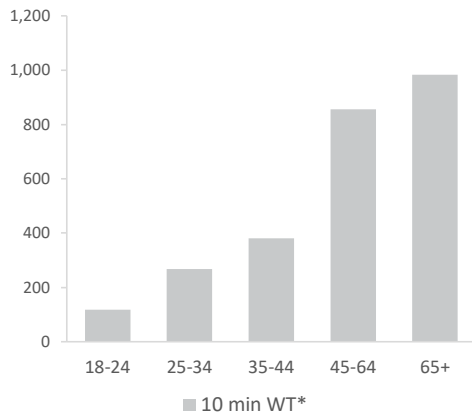
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

Gender	**Male**	1,499 (47%)	4,376 (48%)	151,595 (49%)	95	97	99
	Female	1,678 (53%)	4,740 (52%)	158,392 (51%)	104	103	101
Economic Status (16-74)	**Employed: Full-time**	909 (44%)	2,534 (42%)	93,649 (43%)	105	101	104
	Employed: Part-time	233 (11%)	748 (12%)	28,682 (13%)	86	95	102
	Self employed	256 (12%)	731 (12%)	23,101 (11%)	129	126	111
	Unemployed	33 (2%)	79 (1%)	4,121 (2%)	67	55	80
	Retired	397 (19%)	1,148 (19%)	32,942 (15%)	138	137	110
	Other	254 (12%)	820 (14%)	34,663 (16%)	62	69	81
Total Worker Count		3,653	4,815	186,168			

See the Glossary page for further information on the above variables

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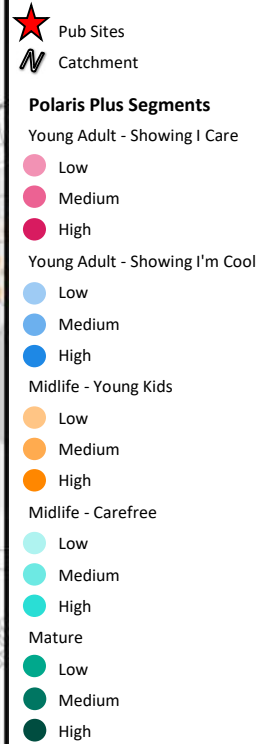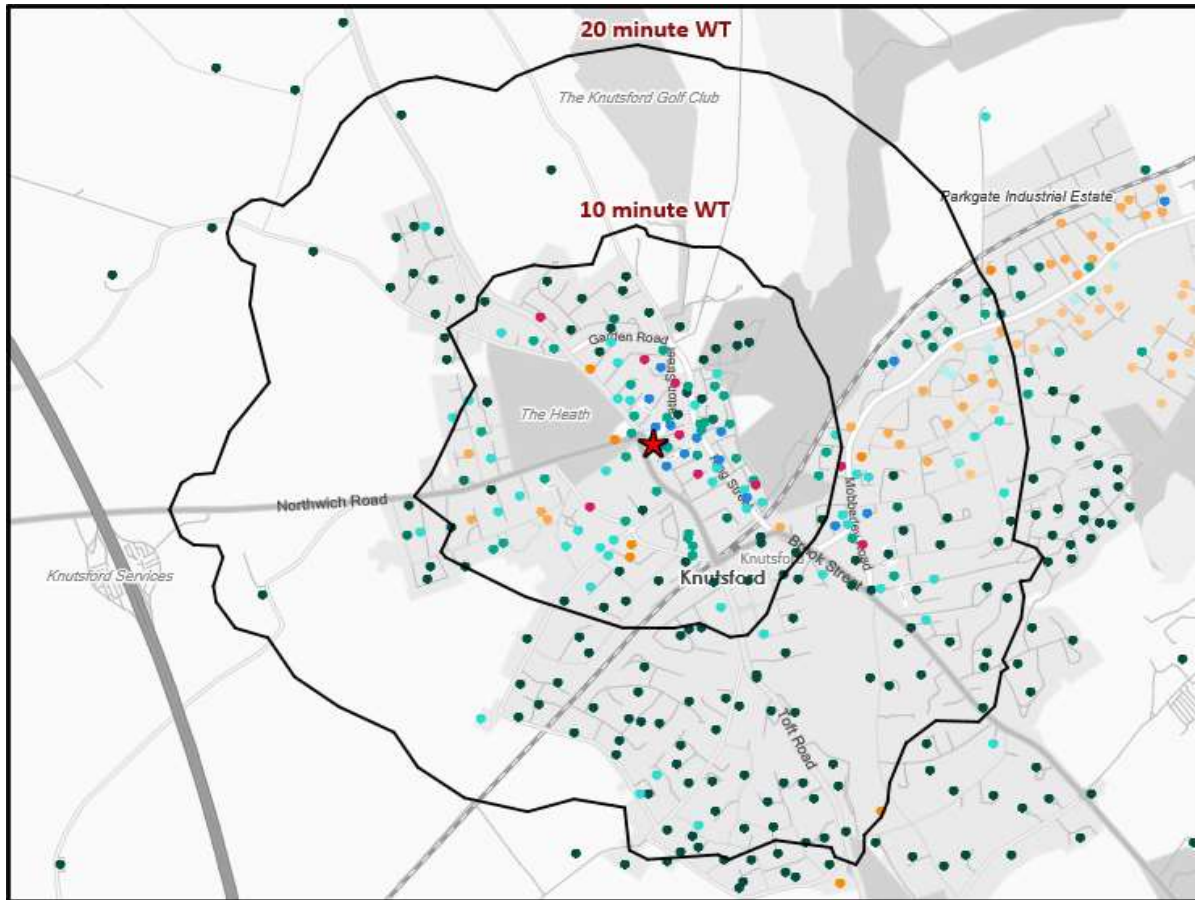## Polaris Summary - White Bear Knutsford

star PUBS&BARS
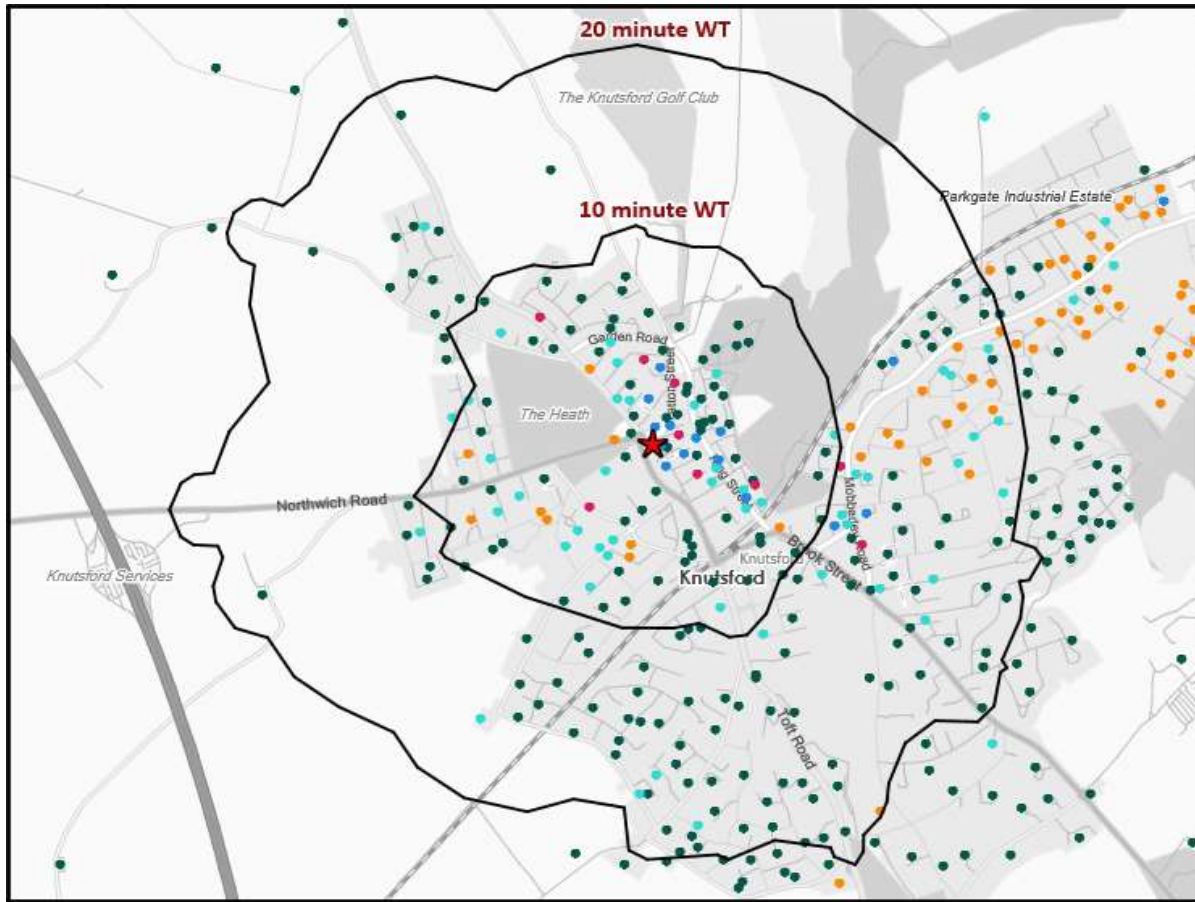
★ Pub Sites
Ⓝ Catchment

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	219	266	6,565	94	41	31
Young Adult - Showing I'm Cool	97	196	11,809	40	30	53
Midlife - Young Kids	272	800	62,597	33	35	83
Midlife - Carefree	670	1,262	52,768	122	84	104
Mature	1,349	4,587	103,290	185	228	153
Not Private Households	0	72	3,870	0	70	112
Total	2,607	7,183	240,899			

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Polaris Summary - White Bear Knutsford

★ 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	254	0	0	3
Medium	0	0	0	0	0	0
High	219	266	6,311	249	110	78
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	3,322	0	0	37
High	97	196	8,487	83	61	79
Midlife - Young Kids						
Low	0	93	23,427	0	12	88
Medium	189	597	24,985	49	56	70
High	83	110	14,185	59	28	109
Midlife - Carefree						
Low	0	94	6,393	0	38	78
Medium	0	48	8,955	0	10	55
High	670	1,120	37,420	235	143	142
Mature						
Low	620	653	13,035	401	153	91
Medium	135	434	29,560	41	48	97
High	594	3,500	60,695	243	519	269
Not Private Households	0	72	3,870	0	70	112
Total	2,607	7,183	240,899			

Transactional Data Summary - White Bear Knutsford

star PUBS & BARS

Spend by Polaris

⌐⌐ GB %

Segment	%
Young Adult - Showing I Care - Low	1.3%
Young Adult - Showing I Care - Medium	0.2%
Young Adult - Showing I Care - High	2.1%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.9%
Young Adult - Showing I'm Cool - High	3.5%
Midlife - Young Kids - Low	11.4%
Midlife - Young Kids - Medium	12.8%
Midlife - Young Kids - High	1.7%
Midlife - Carefree - Low	4.8%
Midlife - Carefree - Medium	3.6%
Midlife - Carefree - High	12.4%
Mature - Low	7.9%
Mature - Medium	8.8%
Mature - High	28.5%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	£
Young Adult - Showing I Care - Low	£12
Young Adult - Showing I Care - Medium	£8
Young Adult - Showing I Care - High	£11
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£11
Young Adult - Showing I'm Cool - High	£11
Midlife - Young Kids - Low	£11
Midlife - Young Kids - Medium	£9
Midlife - Young Kids - High	£12
Midlife - Carefree - Low	£13
Midlife - Carefree - Medium	£11
Midlife - Carefree - High	£8
Mature - Low	£13
Mature - Medium	£12
Mature - High	£10

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

Spend by Month

White Bear Knutsford
Star Pubs

CACI

Mobile Data Summary - White Bear Knutsford

star
PUBS & BARS
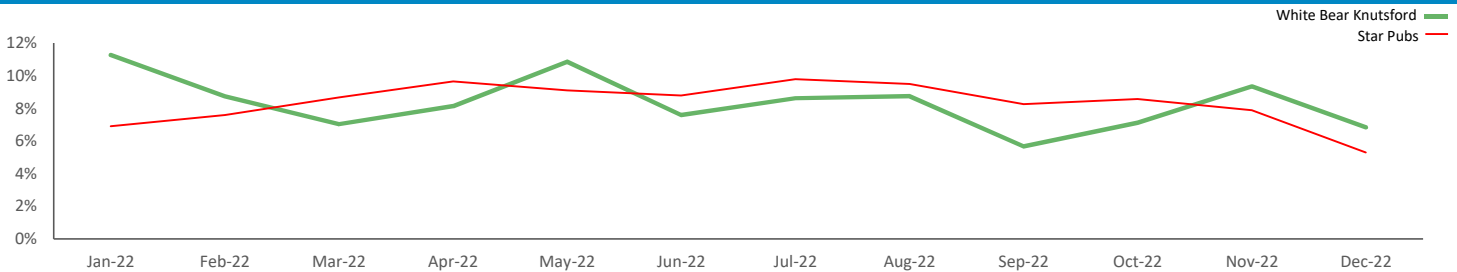
Time of Day/Day of Week
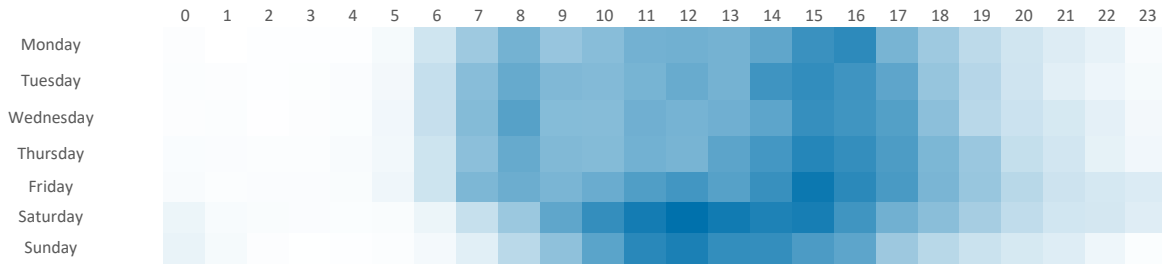
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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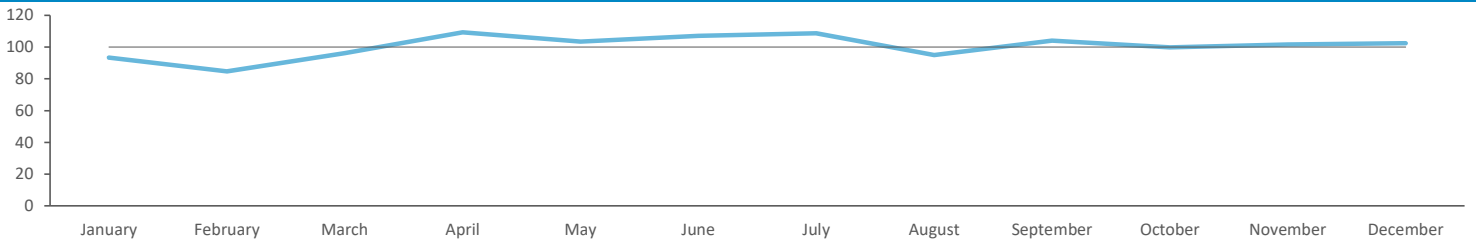
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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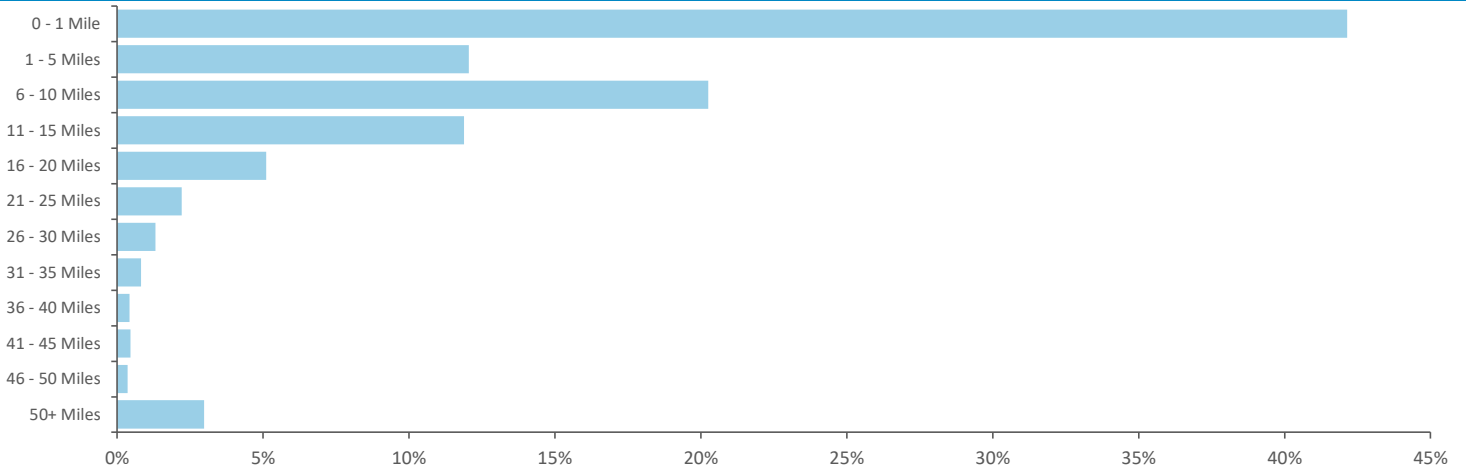
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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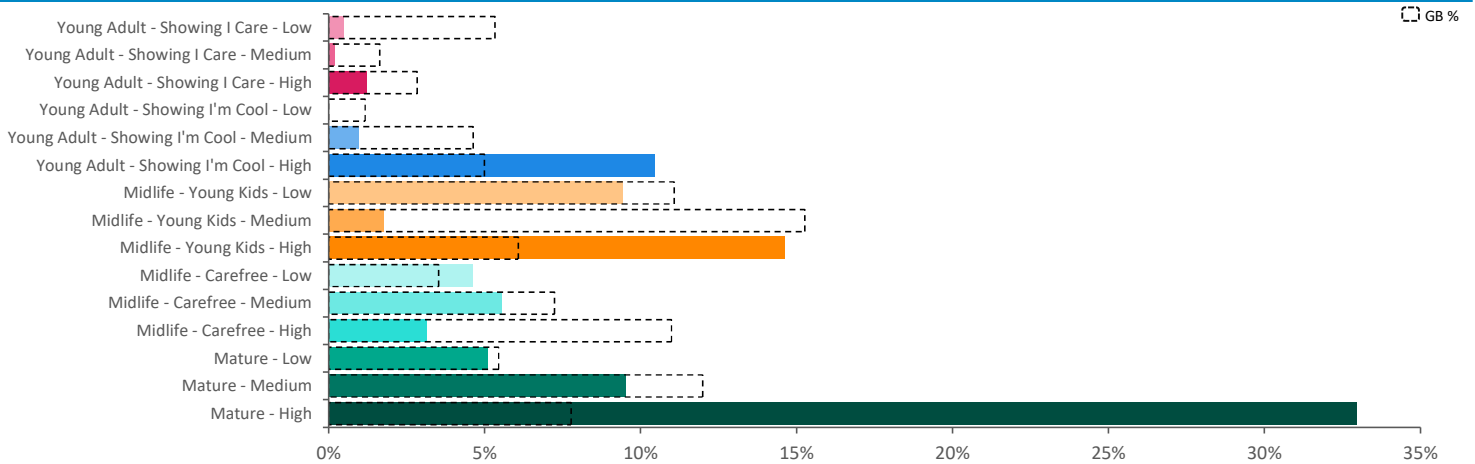
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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★ 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
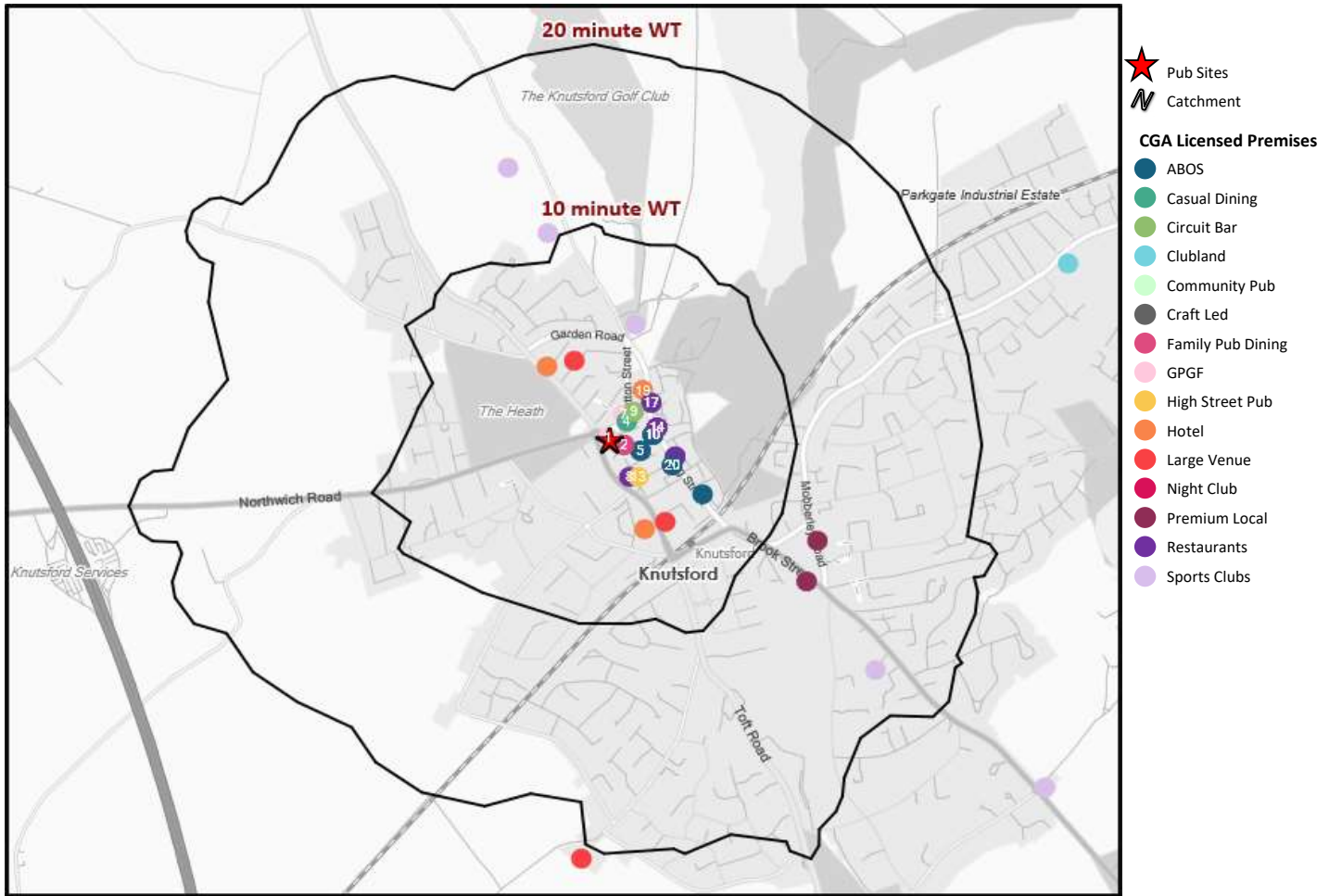
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	White Bear	WA16 6BH	Star Pubs & Bars	GPGF	0.0
2	Kuckoo	WA16 6BW	Star Pubs & Bars	ABOS	0.0
2	Old Sessions House	WA16 6BW	Stonegate Pub Company	Family Pub Dining	0.0
4	Pastiche	WA16 6AB	Independent Free	Casual Dining	0.1
5	Cheshire House Bar And Grill	WA16 6GR	*Other Small Retail Groups	Restaurants	0.1
5	April's Kitchen	WA16 6GR	Independent Free	ABOS	0.1
7	Lord Eldon	WA16 6AD	Stonegate Pub Company	GPGF	0.1
8	Dexter And Jones	WA16 6DD	Independent Free	Restaurants	0.1
9	Project 53	WA16 6HG	Mobberley Fine Ales Limited	Circuit Bar	0.1
10	King Street Kitchen	WA16 6ED	Independent Free	Restaurants	0.1
10	Zalo Cafe On The Corner	WA16 6ED	Independent Free	ABOS	0.1
10	Wine And Wallop	WA16 6ED	Independent Free	ABOS	0.1
13	Lost & Found	WA16 6BY	Marston's	High Street Pub	0.1
14	Piccolino	WA16 6EQ	Individual Restaurant Company	Restaurants	0.1
14	Eastern Revive	WA16 6EQ	Independent Free	Restaurants	0.1
14	Margao	WA16 6EQ	Independent Free	Restaurants	0.1
17	Pizza Express	WA16 6EH	Hony Capital	Casual Dining	0.1
17	Don Giovanni	WA16 6EH	Independent Free	Restaurants	0.1
19	Angel Hotel	WA16 6HQ	Holt	Hotel	0.1
20	Cross Keys Hotel	WA16 6DT	Stonegate Pub Company	GPGF	0.1

Per Pub Analysis - White Bear Knutsford

star
PUBS & BARS

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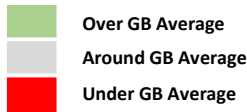
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,607	7,183	240,899
Number of Competition Pubs	12	14	321
Adults 18+ per Competition Pub	217	513	750

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	275	10.5%	103
Circuit Bar	71	2.7%	74
Community Pub	462	17.7%	102
Craft Led	64	2.4%	77
Great Pub Great Food	790	30.3%	158
High Street Pub	349	13.4%	77
Premium Local	597	22.9%	131

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	665	9.3%	91
Circuit Bar	128	1.8%	49
Community Pub	710	9.9%	57
Craft Led	111	1.6%	49
Great Pub Great Food	2,608	36.3%	189
High Street Pub	574	8.0%	46
Premium Local	2,173	30.3%	172

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	21,570	9.0%	88
Circuit Bar	4,724	2.0%	53
Community Pub	35,132	14.6%	84
Craft Led	4,403	1.8%	58
Great Pub Great Food	65,709	27.3%	142
High Street Pub	32,919	13.7%	79
Premium Local	57,224	23.8%	135

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.