

Catchment Summary - Gardeners Arms Timperley

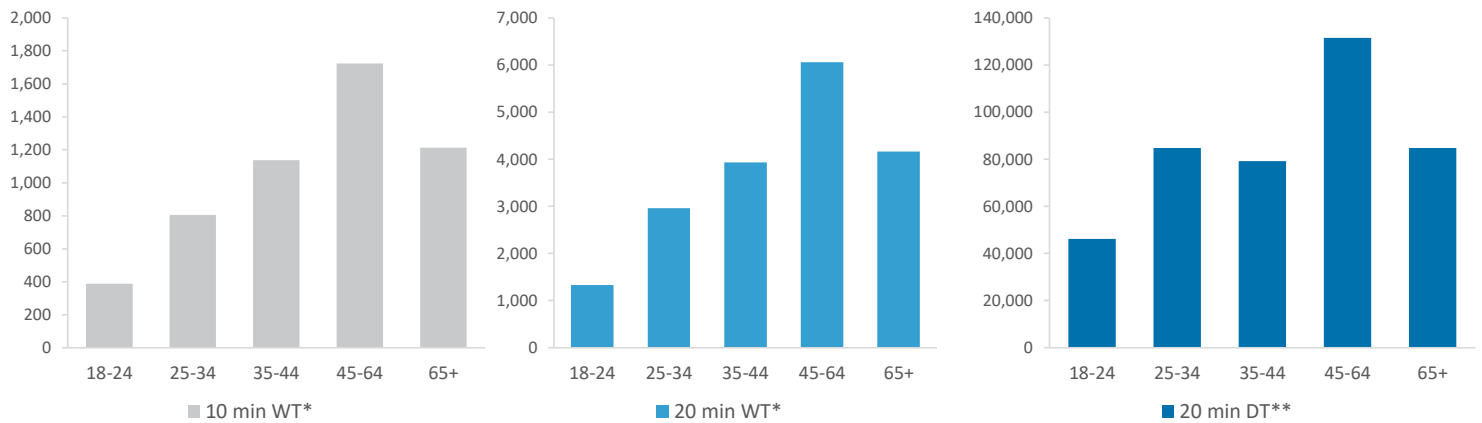


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- Over GB Average
- Around GB Average
- Under GB Average

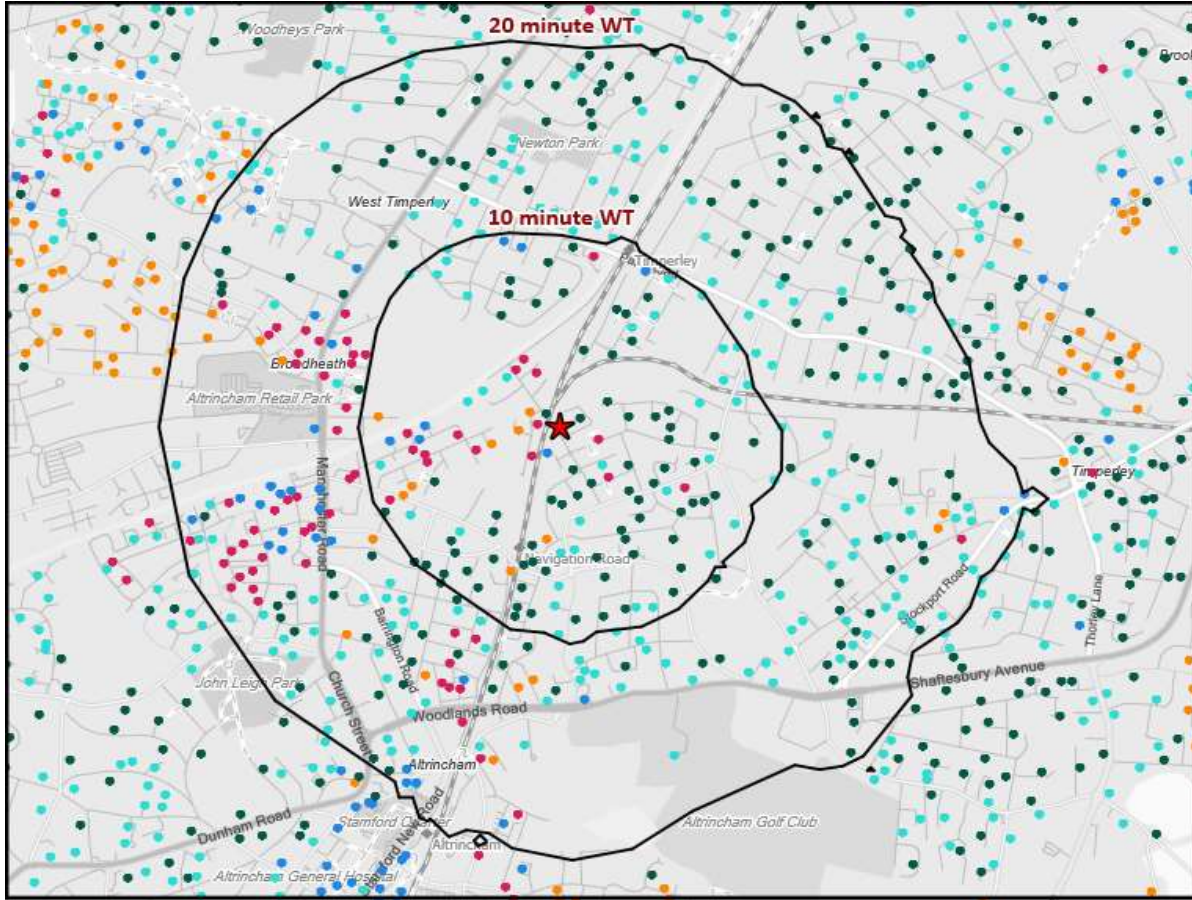
*WT= Walktime, **DT= Drivetime

	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	6,859	24,271	551,931	130	167	145	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	5,268	18,446	426,478	121	103	143	
Competition Pubs	4	13	451	27	41	125	
Adults 18+ per Competition Pub	1,317	1,419	946	160	172	115	
% Adults Likely to Drink	85.1%	85.4%	82.9%	103	104	101	
Affluence	Low	10.8%	7.0%	25.9%	42	27	101
	Medium	46.0%	37.3%	34.5%	117	95	88
	High	40.8%	54.4%	38.7%	122	162	115
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	388	1,328	46,251	70	67	103
	25-34	805	2,960	84,717	88	92	116
	35-44	1,138	3,932	79,204	129	126	111
	45-64	1,723	6,065	131,519	98	98	93
	65+	1,214	4,161	84,787	93	90	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	3,415 (50%)	12,039 (50%)	272,577 (49%)	101	100	100
	Female	3,444 (50%)	12,232 (50%)	279,354 (51%)	99	100	100
Economic Status (16-74)	Employed: Full-time	2,441 (50%)	8,623 (51%)	172,386 (43%)	121	122	104
	Employed: Part-time	629 (13%)	2,244 (13%)	48,503 (12%)	100	101	93
	Self employed	473 (10%)	1,739 (10%)	35,676 (9%)	102	107	94
	Unemployed	77 (2%)	246 (1%)	9,210 (2%)	67	61	97
	Retired	648 (13%)	2,186 (13%)	46,374 (12%)	97	93	84
	Other	592 (12%)	1,992 (12%)	87,260 (22%)	62	59	111
Total Worker Count	3,126	10,783	279,807				

See the Glossary page for further information on the above variables

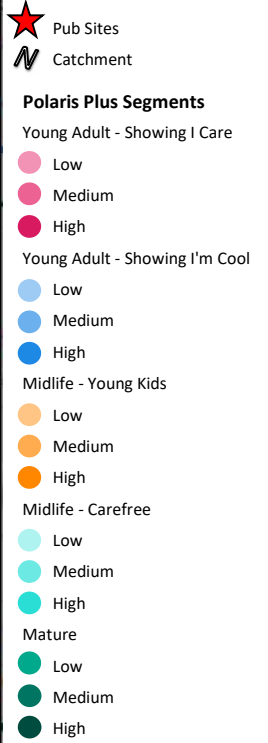
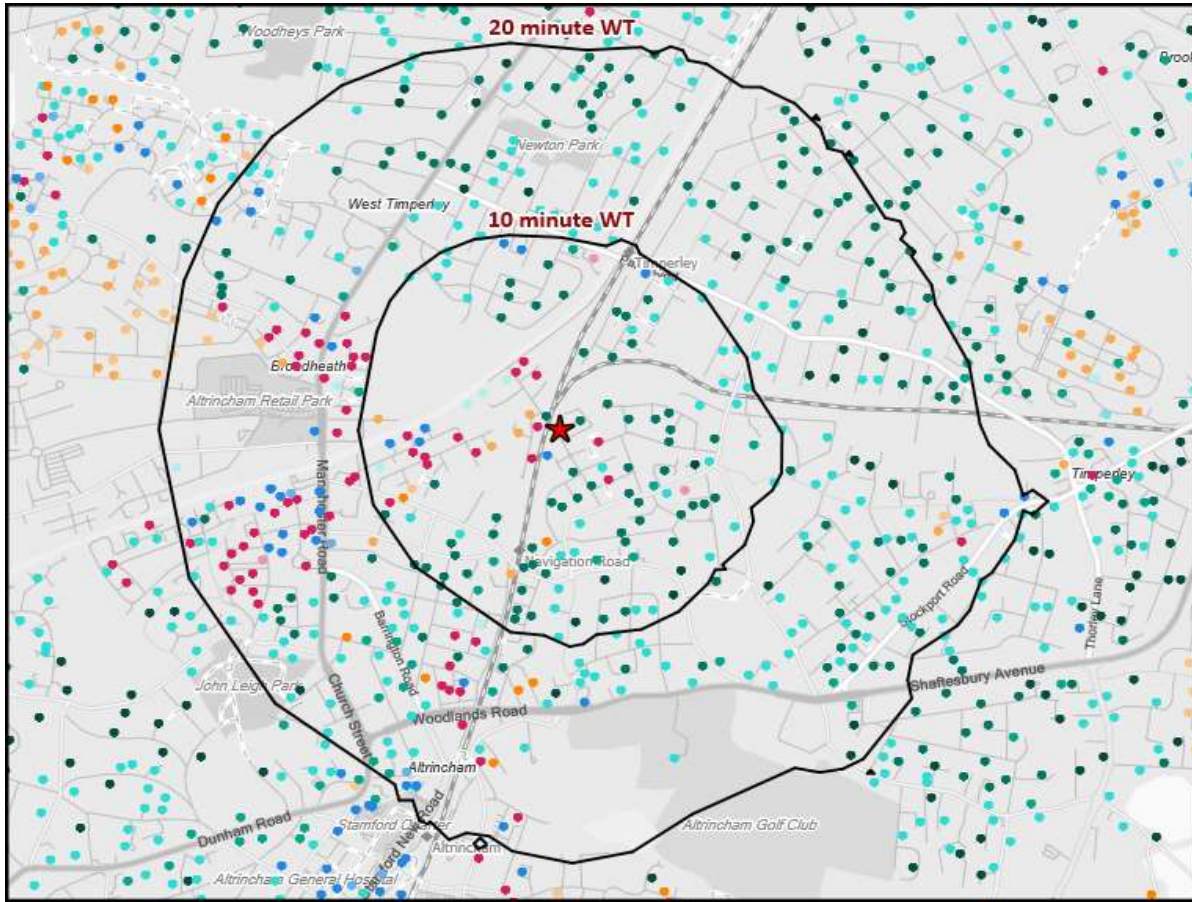


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	815	2,366	53,925	173	144	142
Young Adult - Showing I'm Cool	277	1,567	41,588	57	92	106
Midlife - Young Kids	157	790	124,207	9	14	93
Midlife - Carefree	1,238	5,737	93,402	112	148	104
Mature	2,653	7,743	109,439	180	150	92
Not Private Households	128	243	3,917	169	92	64
Total	5,268	18,446	426,478			



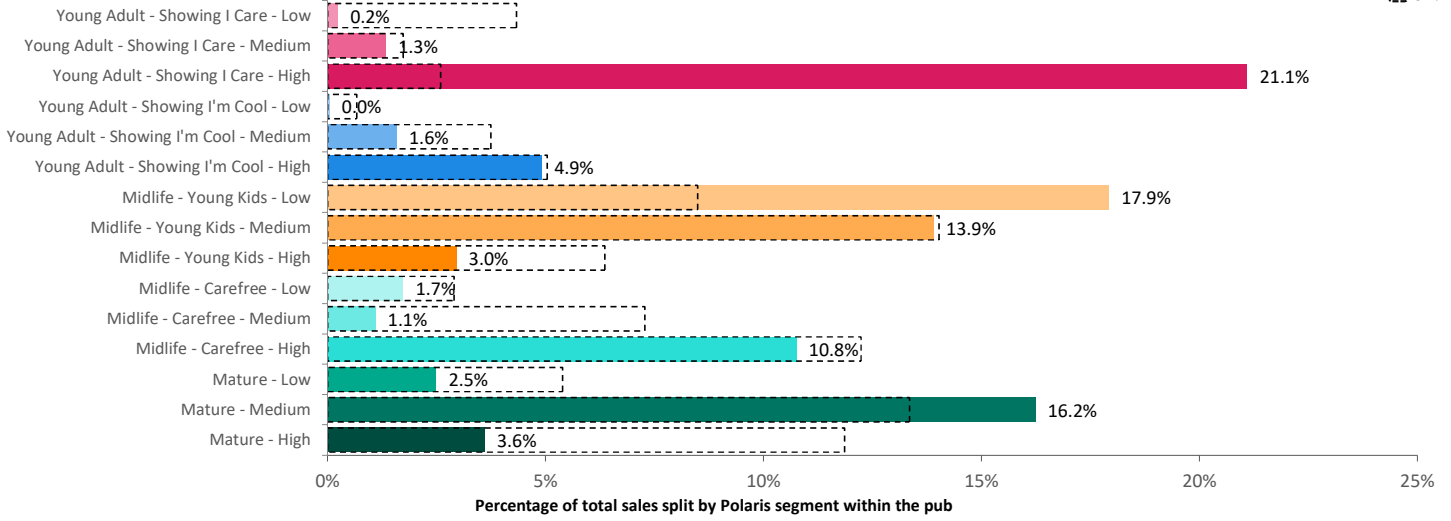
Polaris Plus Profile by Catchment

*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	161	172	19,923	73	22	111
Medium	0	0	9,982	0	0	172
High	654	2,194	24,020	369	353	167
Young Adult - Showing I'm Cool						
Low	0	0	383	0	0	9
Medium	0	189	9,725	0	28	62
High	277	1,378	31,480	117	167	165
Midlife - Young Kids						
Low	27	311	59,370	5	15	125
Medium	68	195	51,566	9	7	81
High	62	284	13,271	22	29	58
Midlife - Carefree						
Low	217	255	12,125	121	41	84
Medium	0	0	16,730	0	0	58
High	1,021	5,482	64,547	177	272	139
Mature						
Low	162	553	18,837	52	51	74
Medium	2,355	6,495	59,027	353	278	109
High	136	695	31,575	28	40	79
Not Private Households	128	243	3,917	169	92	64
Total	5,268	18,446	426,478			

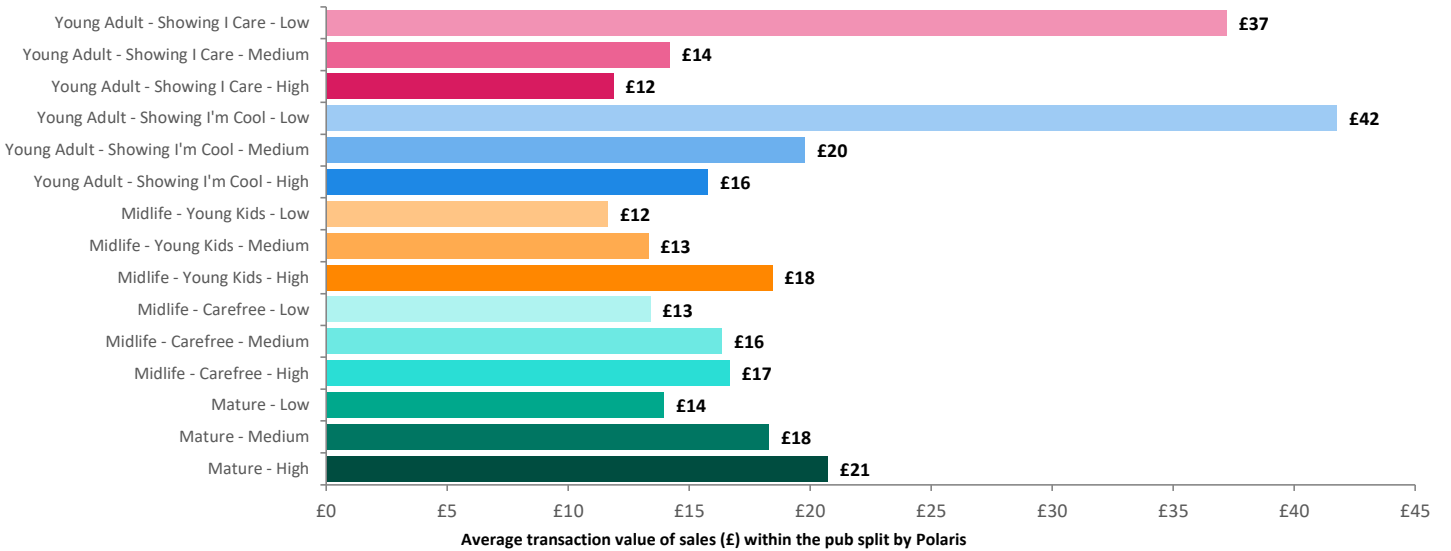
Spend by Polaris

GB %



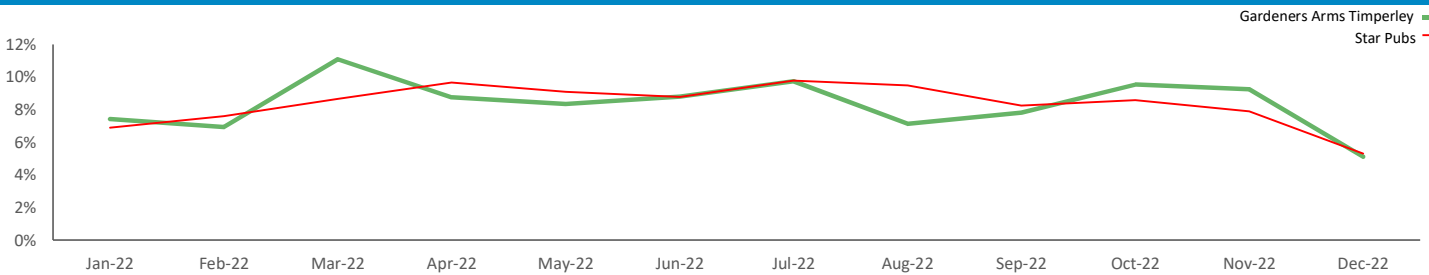
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

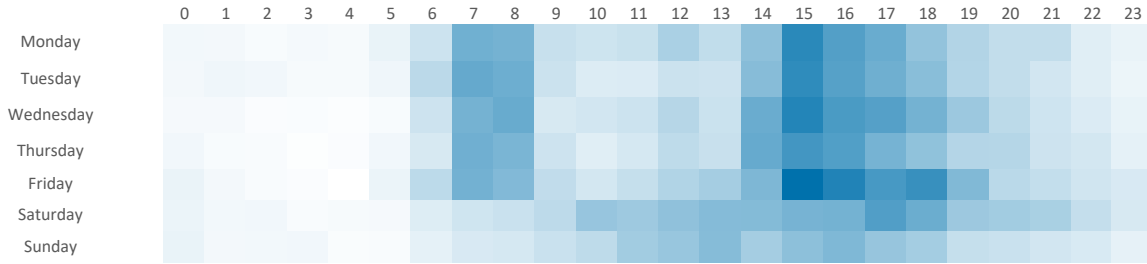


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

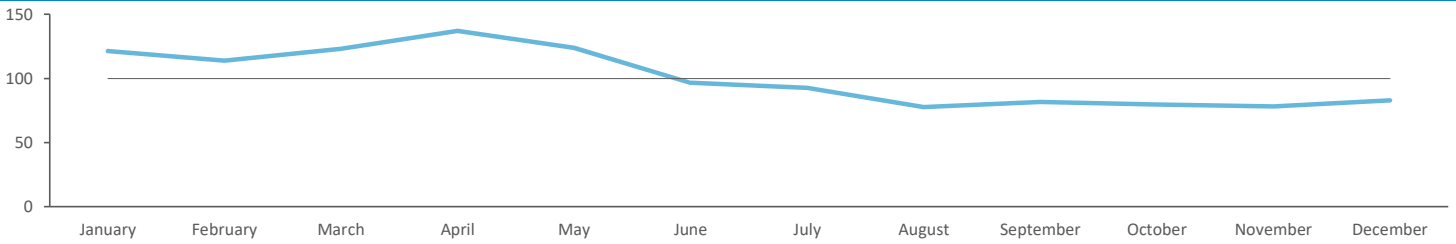


Time of Day/Day of Week



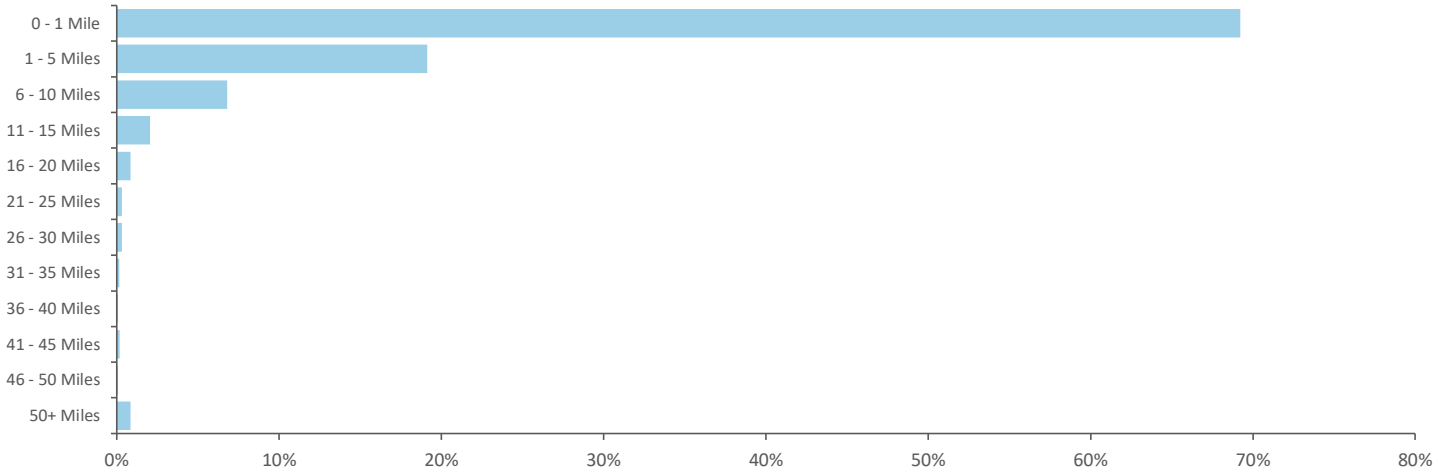
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



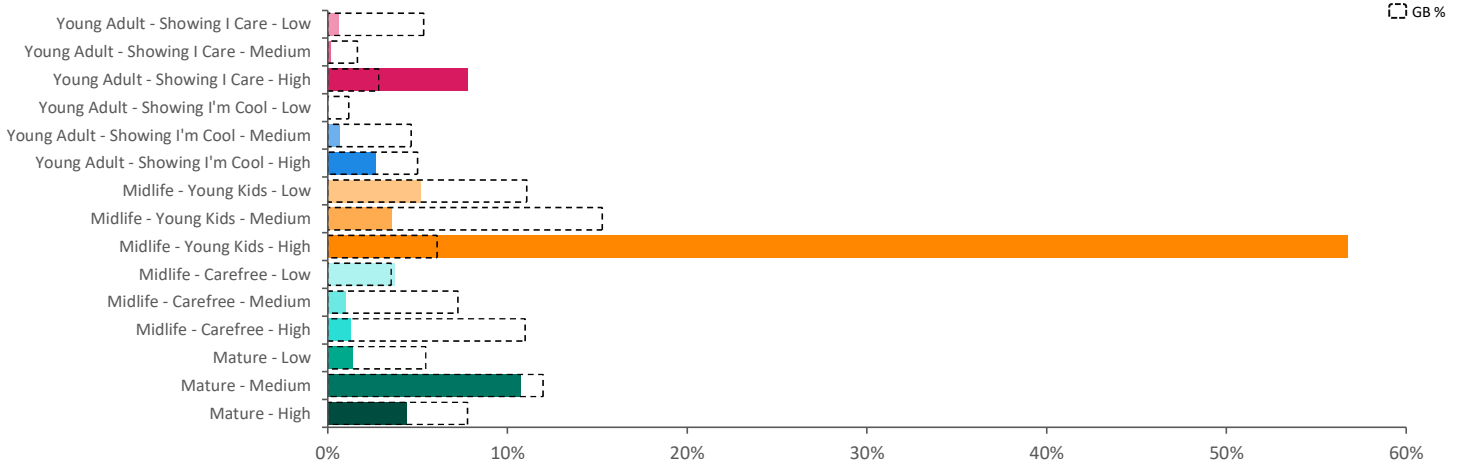
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

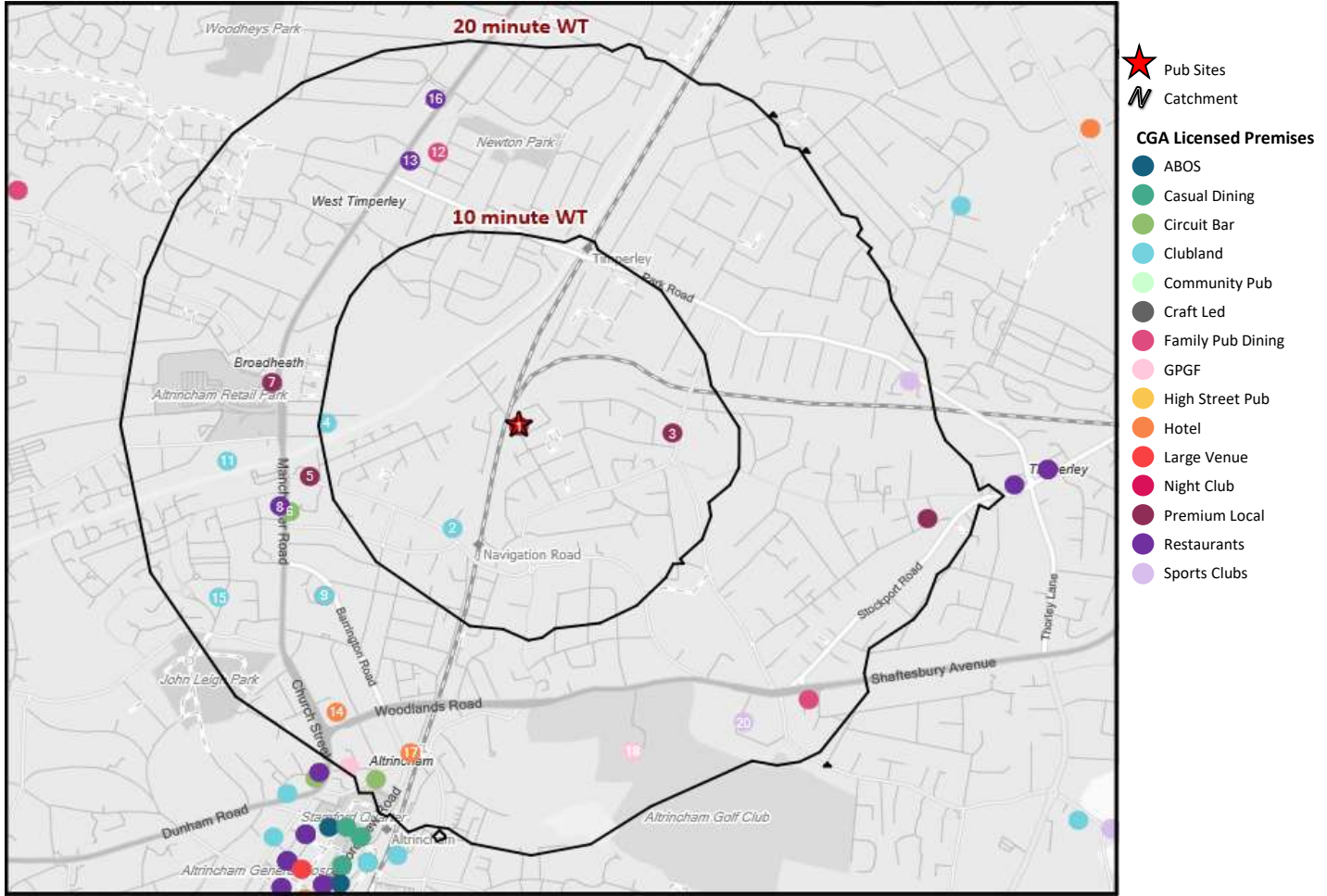


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



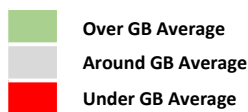
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Gardeners Arms	WA15 6SQ	Star Pubs & Bars	Premium Local	0.0
2	Altrincham LMRCA Railway Social Club	WA14 1LJ	Independent Free	Clubland	0.2
3	Moss Trooper	WA15 6JU	JW Lees	Premium Local	0.3
4	Broadheath Central Club	WA14 5DX	Independent Free	Clubland	0.4
5	Old Packet House	WA14 1LW	Stonegate Pub Company	Premium Local	0.4
6	Navigation Hotel	WA14 4PY	Stonegate Pub Company	Circuit Bar	0.5
7	Railway Inn	WA14 5NT	Independent Free	Premium Local	0.5
8	Essence	WA14 4RJ	Independent Free	Restaurants	0.5
9	Garrick Playhouse	WA14 1HZ	Independent Free	Large Venue	0.5
9	Altrincham Garrick Social Club	WA14 1HZ	Independent Free	Clubland	0.5
11	Atlantic Bowl	WA14 5BW	Independent Free	Clubland	0.6
12	George & Dragon	WA14 4PH	Whitbread	Family Pub Dining	0.6
13	Spice	WA14 5NH	Independent Free	Restaurants	0.6
14	Cresta Court Hotel	WA14 4DP	Independent Free	Hotel	0.7
15	Budenberg Bowling Social Club	WA14 4EJ	Independent Free	Clubland	0.7
16	Ganges	M 33 4JH	Independent Free	Restaurants	0.7
17	Barringtons Hotel & Cafe Bar	WA14 1HH	Wellington	Hotel	0.7
18	Altrincham Golf Club	WA15 7LP	Independent Free	Sports Clubs	0.7
18	Old Hall	WA15 7LP	Marston's	GPGF	0.7
20	Timperley Sports Club	WA15 7LU	Independent Free	Sports Clubs	0.7

Per Pub Analysis - Gardeners Arms Timperley



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,268	18,446	426,478
Number of Competition Pubs	4	13	451
Adults 18+ per Competition Pub	1,317	1,419	946

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	508	9.6%	95
Circuit Bar	41	0.8%	21
Community Pub	934	17.7%	102
Craft Led	167	3.2%	100
Great Pub Great Food	1,347	25.6%	133
High Street Pub	868	16.5%	95
Premium Local	1,057	20.1%	114

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,047	11.1%	109
Circuit Bar	110	0.6%	16
Community Pub	3,048	16.5%	95
Craft Led	643	3.5%	110
Great Pub Great Food	5,505	29.8%	156
High Street Pub	2,599	14.1%	81
Premium Local	3,997	21.7%	123

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	48,353	11.3%	111
Circuit Bar	13,083	3.1%	84
Community Pub	79,047	18.5%	107
Craft Led	16,101	3.8%	119
Great Pub Great Food	90,757	21.3%	111
High Street Pub	74,304	17.4%	101
Premium Local	72,060	16.9%	96

Category	Explanation																		
Population	The population count within the specified catchment																		
Gender	Counts of Males and Females within the specified catchment																		
Affluence	<p>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.</p> <p>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</p> <p>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</p> <p>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</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>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</p>																		
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.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health "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." </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> 18-34 year olds Looking good and discovering what's new "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." </td> <td style="border: 1px dashed #ff9800; padding: 5px;"> 35-54 year olds Children under 12 at home "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" </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> 35-54 year olds No children under 12 at home "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." </td> <td style="border: 1px dashed #2e7d32; padding: 5px;"> 55+ year olds "I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			