

# Catchment Summary - Freemount Manchester



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	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

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

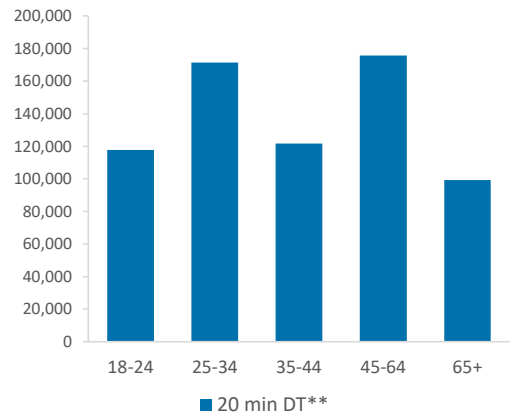
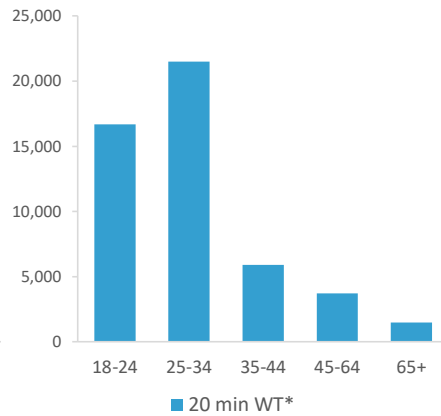
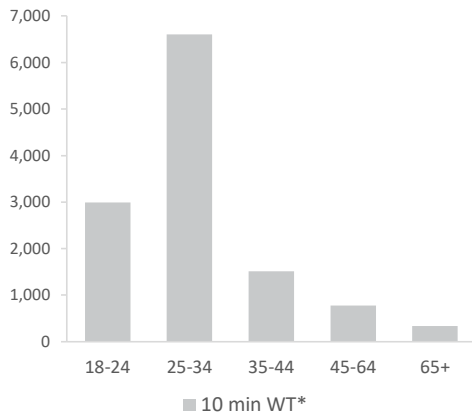
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Population</b>	12,882	52,193	883,575	243	359	233
<b>Adults 18+</b>	12,227	49,285	685,949	281	276	230
<b>Competition Pubs</b>	215	320	916	1,433	1,000	253
<b>Adults 18+ per Competition Pub</b>	57	154	749	7	19	91
<b>% Adults Likely to Drink</b>	83.5%	82.1%	80.1%	101	100	97

Population & Adults 18+ index is based on all pubs

Affluence	Low	78.1%	75.7%	39.1%	304	295	152
	Medium	0.0%	0.3%	37.5%	0	1	95
	High	20.6%	19.4%	22.2%	61	58	66

\*Affluence does not include Not Private Households

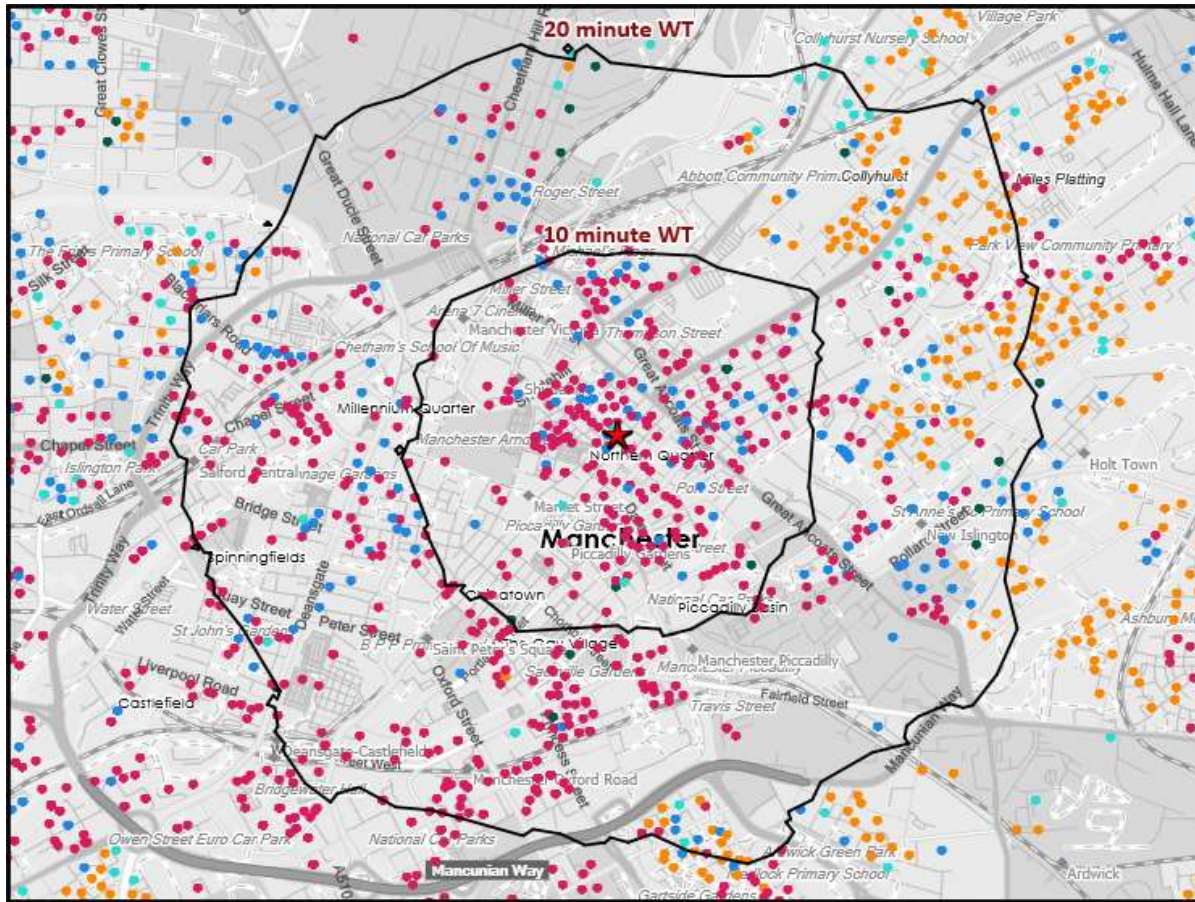
Age Profile	18-24	2,994	16,689	117,851	287	394	164
	25-34	6,607	21,498	171,491	386	310	146
	35-44	1,513	5,905	121,671	91	88	107
	45-64	777	3,714	175,621	24	28	78
	65+	336	1,479	99,315	14	15	59



	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**
<b>Gender</b>						
<b>Male</b>	7,508 (58%)	29,666 (57%)	449,634 (51%)	118	115	103
<b>Female</b>	5,374 (42%)	22,527 (43%)	433,941 (49%)	83	85	97
<b>Economic Status (16-74)</b>						
<b>Employed: Full-time</b>	7,356 (60%)	24,121 (49%)	256,962 (39%)	145	118	94
<b>Employed: Part-time</b>	591 (5%)	2,279 (5%)	72,505 (11%)	37	36	84
<b>Self employed</b>	920 (8%)	2,981 (6%)	47,016 (7%)	79	64	74
<b>Unemployed</b>	184 (2%)	818 (2%)	18,471 (3%)	63	70	118
<b>Retired</b>	335 (3%)	1,089 (2%)	61,070 (9%)	20	16	67
<b>Other</b>	2,848 (23%)	17,794 (36%)	204,778 (31%)	118	184	157
<b>Total Worker Count</b>	21,485	40,663	363,766			

See the Glossary page for further information on the above variables

Polaris Summary - Freemount Manchester

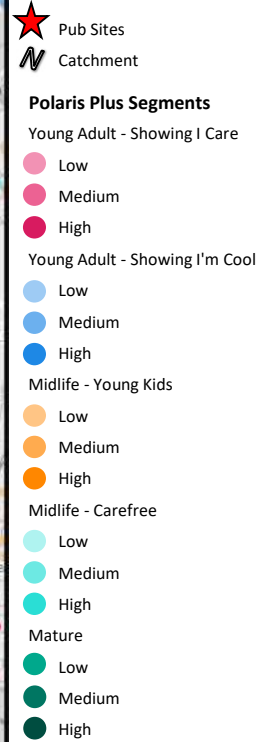
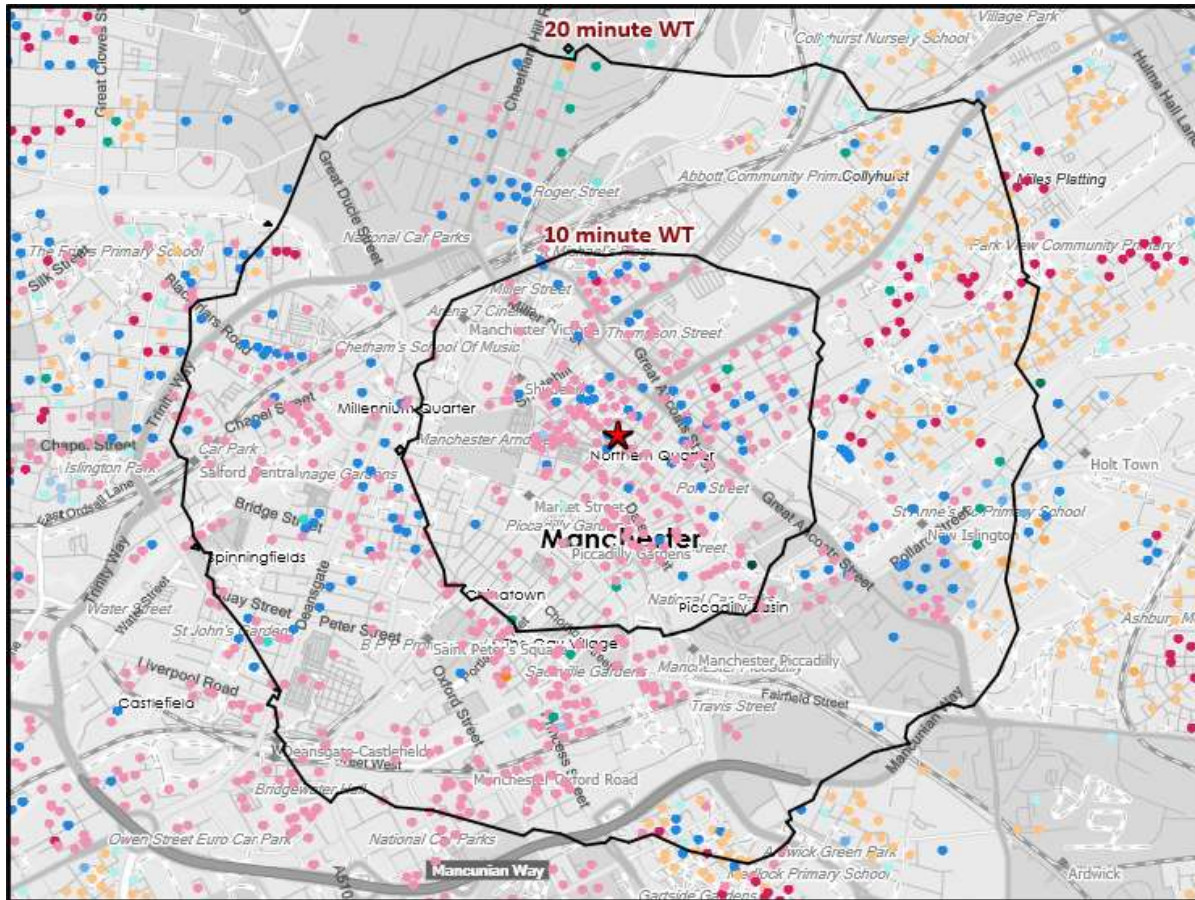


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	9,182	34,650	178,704	842	788	292
Young Adult - Showing I'm Cool	2,502	9,122	117,032	222	201	185
Midlife - Young Kids	0	1,967	207,319	0	13	96
Midlife - Carefree	45	737	114,496	2	7	79
Mature	334	524	60,325	10	4	31
<b>Not Private Households</b>	164	2,285	8,073	93	322	82
<b>Total</b>	12,227	49,285	685,949			

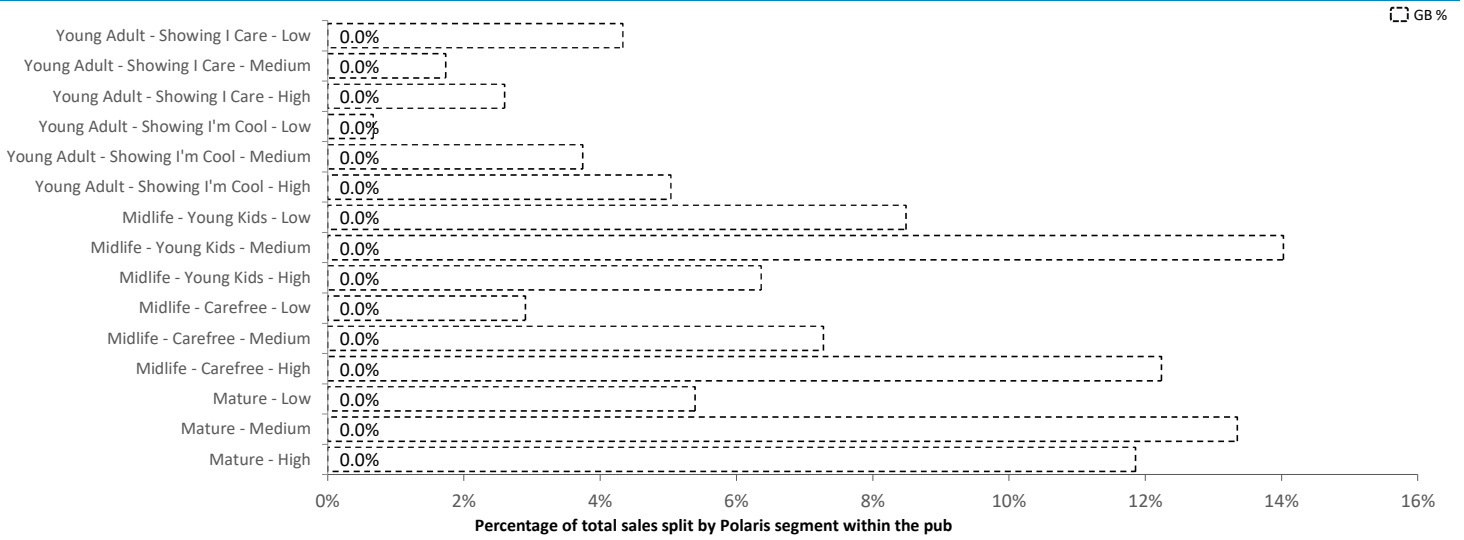


Polaris Plus Profile by Catchment

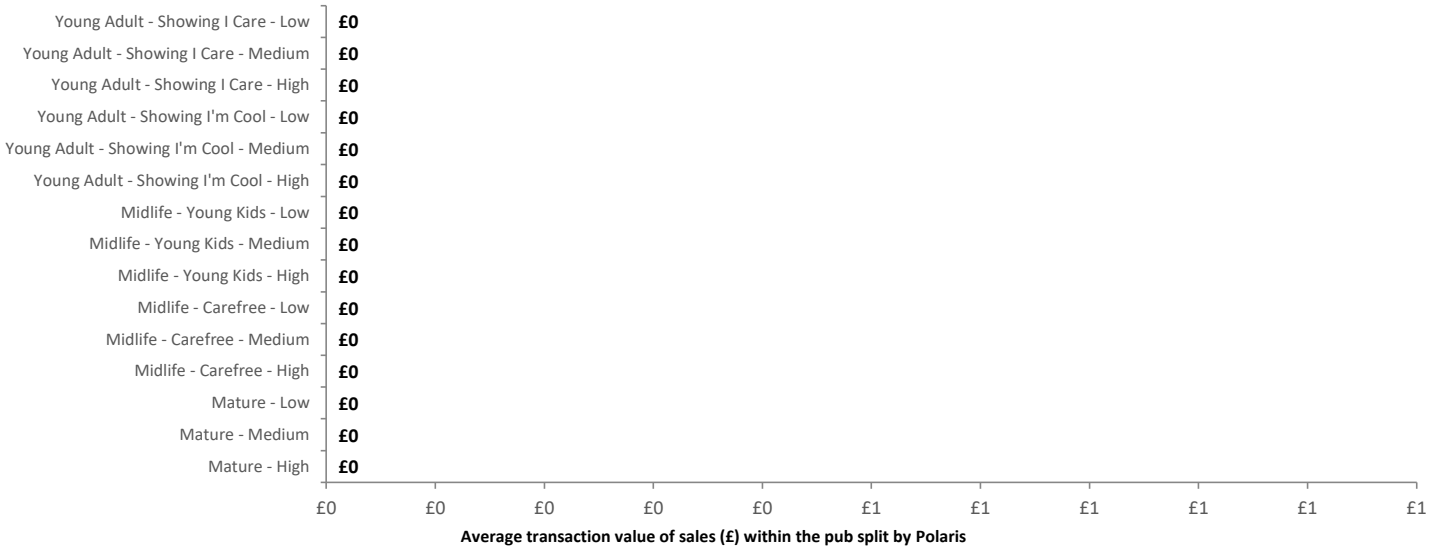
\*WT= Walktime, \*\*DT= Drivetime

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	9,141	34,008	106,211	1,783	1,646	369
Medium	0	0	17,002	0	0	182
High	41	642	55,491	10	39	240
<b>Young Adult - Showing I'm Cool</b>						
Low	27	80	1,712	21	16	24
Medium	0	142	60,587	0	8	239
High	2,475	8,900	54,733	452	403	178
<b>Midlife - Young Kids</b>						
Low	0	1,959	109,723	0	36	144
Medium	0	0	88,360	0	0	86
High	0	8	9,236	0	0	25
<b>Midlife - Carefree</b>						
Low	44	736	26,870	11	44	115
Medium	0	0	58,146	0	0	126
High	1	1	29,480	0	0	39
<b>Mature</b>						
Low	333	521	23,575	46	18	58
Medium	0	2	33,138	0	0	38
High	1	1	3,612	0	0	6
<b>Not Private Households</b>	164	2,285	8,073	93	322	82
<b>Total</b>	12,227	49,285	685,949			

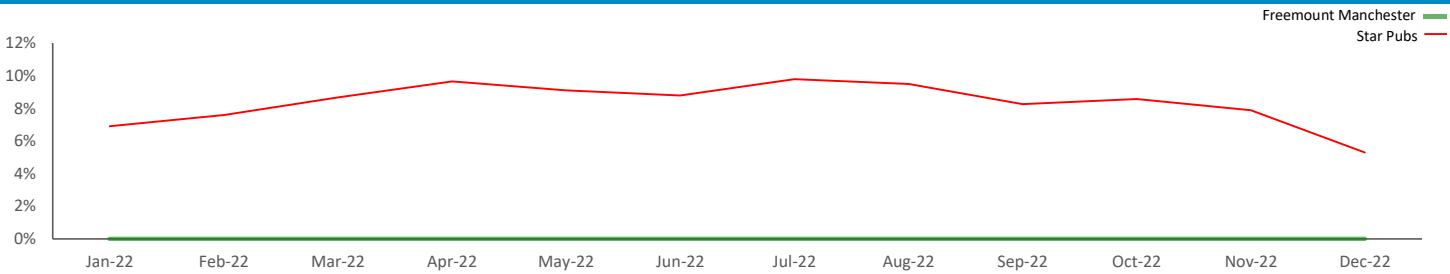
Spend by Polaris



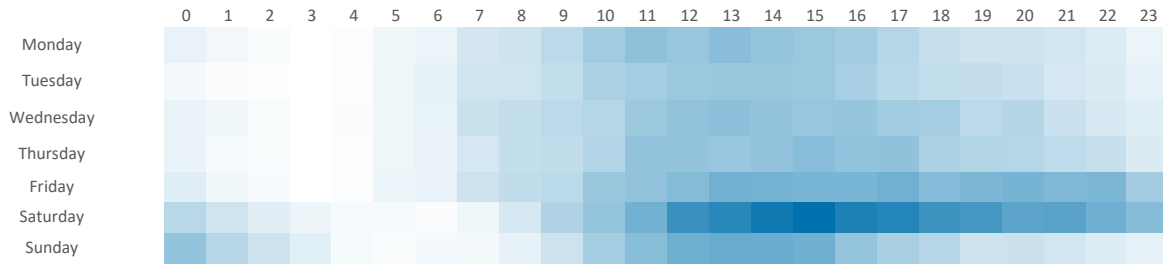
Average Transaction Values (£) by Polaris



Spend by Month

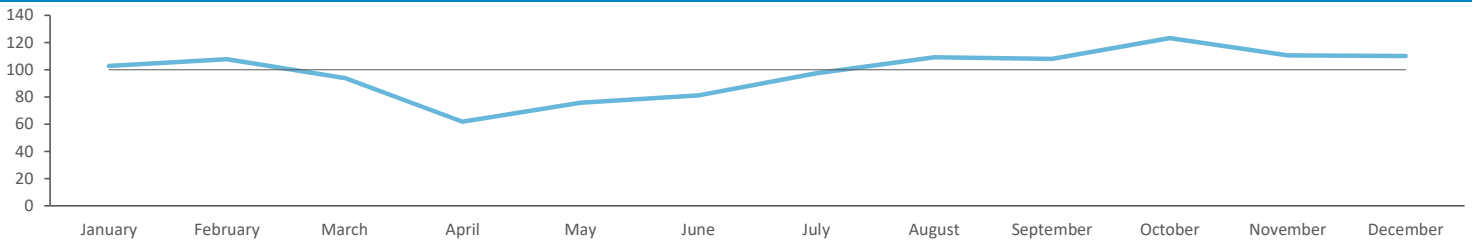


Time of Day/Day of Week



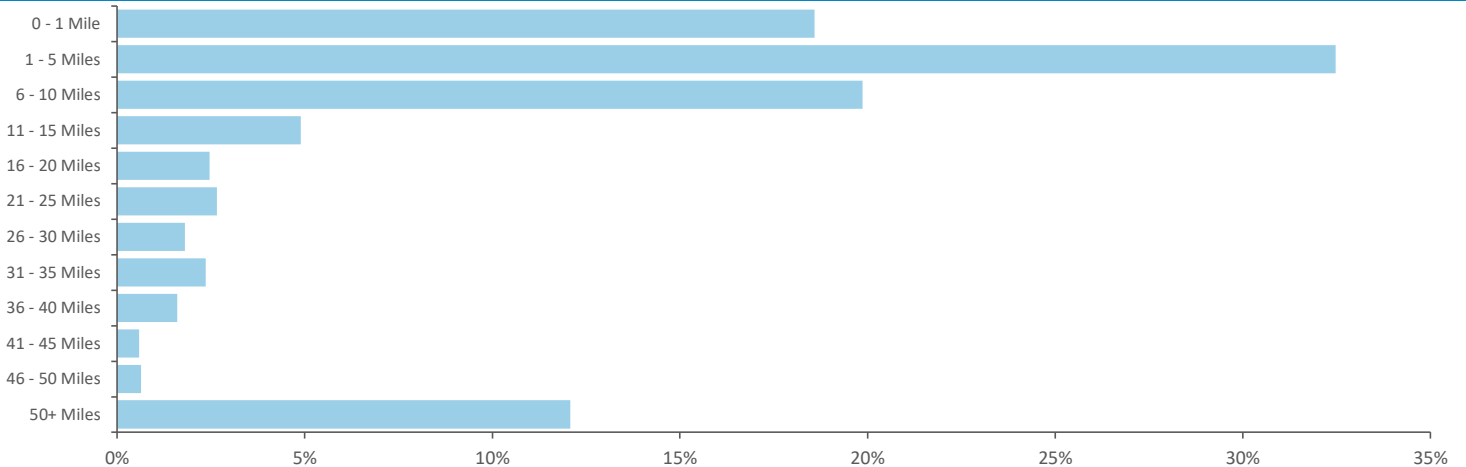
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



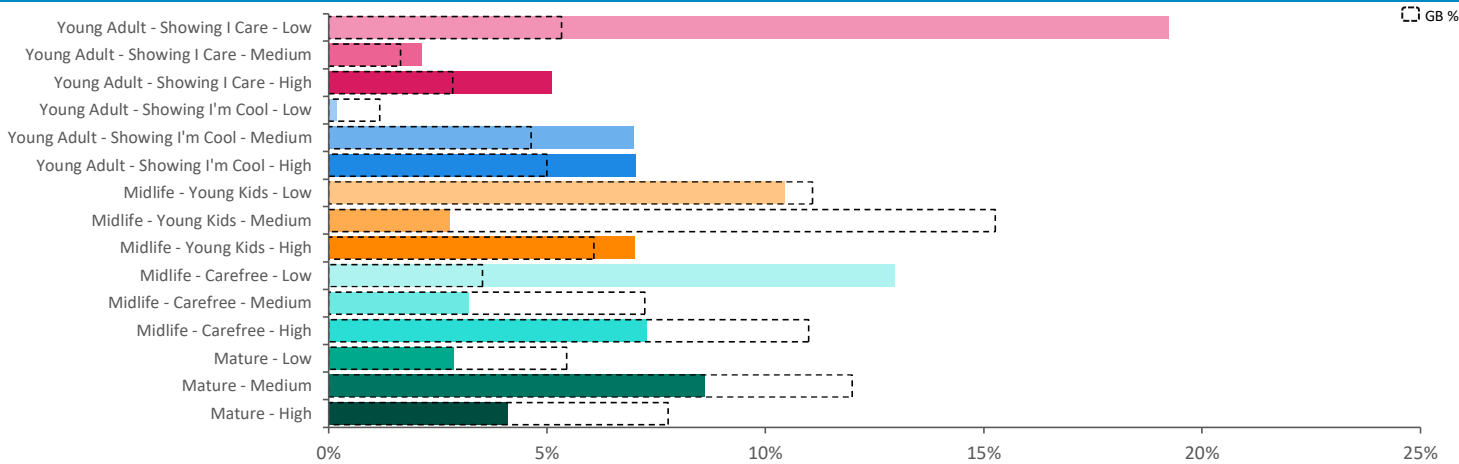
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

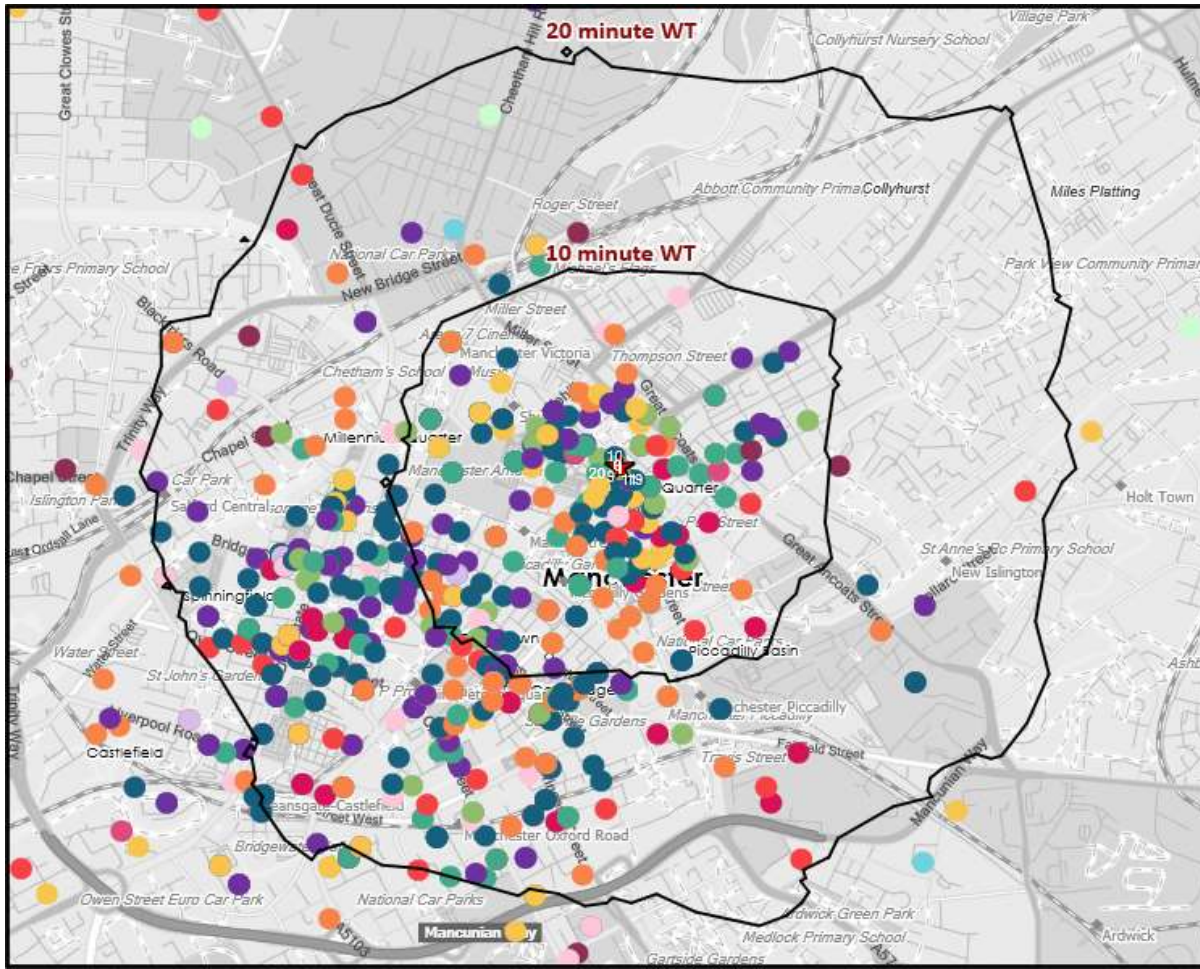


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- ★ 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

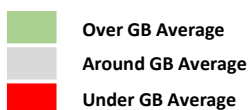
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Cocktail Beer Ramen Bun	M 4 1LW	Independent Free	Restaurants	0.0
1	Chakalaka	M 4 1LW	Independent Free	Restaurants	0.0
1	Matt & Phreds Jazz Club	M 4 1LW	Independent Free	ABOS	0.0
1	Behind Closed Doors	M 4 1LW	Independent Free	ABOS	0.0
1	Gullivers	M 4 1LW	JW Lees	Circuit Bar	0.0
6	Tib Street Tavern	M 4 1LG	*Other Small Retail Groups	GPGF	0.0
6	Sugar Junction	M 4 1LG	Independent Free	High Street Pub	0.0
6	Vurger Co	M 4 1LG	Vurger Co Ltd	Casual Dining	0.0
9	Freemount	M 4 1EB	Star Pubs & Bars	ABOS	0.0
10	Alverium	M 4 1LU	Independent Free	ABOS	0.0
11	Mint Lounge	M 4 1LE	Independent Free	ABOS	0.0
11	Junior Jacksons	M 4 1LE	Independent Free	ABOS	0.0
11	Castle Hotel	M 4 1LE	Robinsons	ABOS	0.0
11	Wilsons	M 4 1LE	Independent Free	ABOS	0.0
11	Blockbusters Nq	M 4 1LE	Independent Free	ABOS	0.0
11	Turtle Bay	M 4 1LE	Turtle Bay Restaurants	ABOS	0.0
11	Koffee Pot	M 4 1LE	Independent Free	High Street Pub	0.0
11	Fress	M 4 1LE	Independent Free	Restaurants	0.0
19	Soup Kitchen	M 1 1DF	Independent Free	ABOS	0.0
20	Millstone Inn	M 4 1LQ	JW Lees	Hotel	0.0

# Per Pub Analysis - Freemount Manchester



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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+	12,227	49,285	685,949
Number of Competition Pubs	215	320	916
Adults 18+ per Competition Pub	57	154	749

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,965	16.1%	158
Circuit Bar	1,170	9.6%	261
Community Pub	2,921	23.9%	138
Craft Led	878	7.2%	227
Great Pub Great Food	1,278	10.5%	55
High Street Pub	3,110	25.4%	147
Premium Local	696	5.7%	32

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	7,409	15.0%	147
Circuit Bar	4,315	8.8%	239
Community Pub	11,560	23.5%	135
Craft Led	3,315	6.7%	213
Great Pub Great Food	4,852	9.8%	51
High Street Pub	12,211	24.8%	143
Premium Local	2,601	5.3%	30

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	91,924	13.4%	131
Circuit Bar	35,870	5.2%	143
Community Pub	131,304	19.1%	110
Craft Led	40,127	5.8%	185
Great Pub Great Food	93,385	13.6%	71
High Street Pub	133,404	19.4%	112
Premium Local	66,845	9.7%	56

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
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="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			