Catchment Summary - Bruce Arms Macclesfield

star PUBS & BARS

■	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	6,068	23,136	131,891	115	159	35

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	4,896	18,621	106,086	113	104	36
	Competition Pubs	4	54	191	27	169	53
	Adults 18+ per Competition Pub	1,224	345	555	148	42	67
	% Adults Likely to Drink	85.1%	83.6%	84.7%	103	101	103
Affluence	**Low**	2.0%	17.1%	12.4%	8	67	48
	Medium	31.5%	34.6%	28.0%	80	88	71
	High	65.4%	47.3%	58.0%	195	141	173

*Affluence does not include Not Private Households
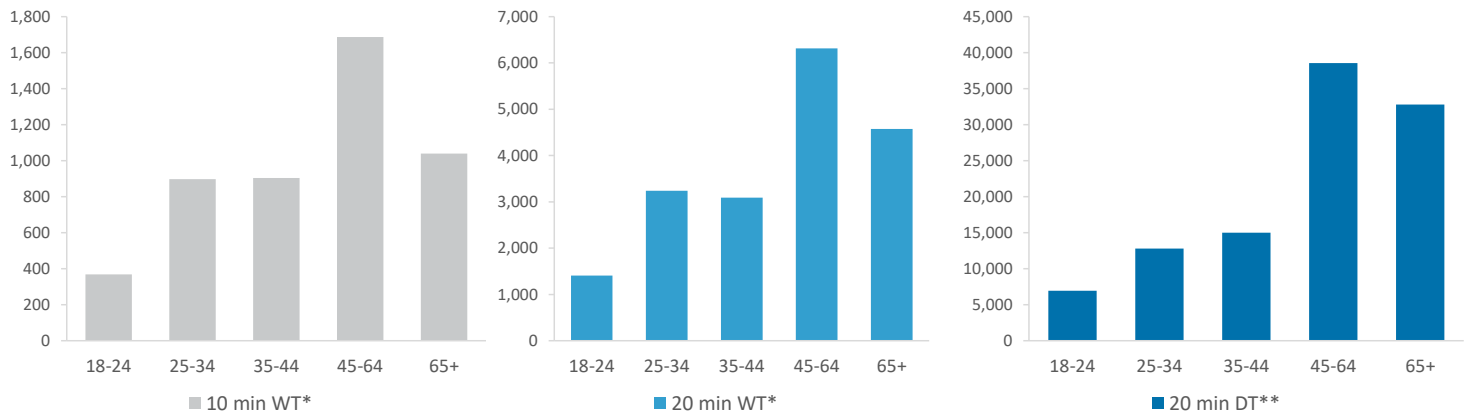
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	**18-24**	369	1,405	6,946	75	75	65
	25-34	897	3,238	12,789	111	105	73
	35-44	904	3,089	15,007	116	104	88
	45-64	1,687	6,313	38,542	109	107	114
	65+	1,039	4,576	32,802	90	103	130

		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**	3,038 (50%)	11,422 (49%)	64,465 (49%)	101	100	99
	Female	3,030 (50%)	11,714 (51%)	67,426 (51%)	99	100	101
Economic Status (16-74)	**Employed: Full-time**	2,300 (51%)	7,853 (47%)	39,185 (42%)	121	113	102
	Employed: Part-time	577 (13%)	2,267 (14%)	12,544 (14%)	98	104	104
	Self employed	456 (10%)	1,577 (9%)	10,941 (12%)	105	98	124
	Unemployed	87 (2%)	352 (2%)	1,417 (2%)	81	88	64
	Retired	547 (12%)	2,308 (14%)	15,958 (17%)	87	100	125
	Other	587 (13%)	2,422 (14%)	12,590 (14%)	65	73	69
	Total Worker Count	2,324	14,108	65,884			

See the Glossary page for further information on the above variables

CACI

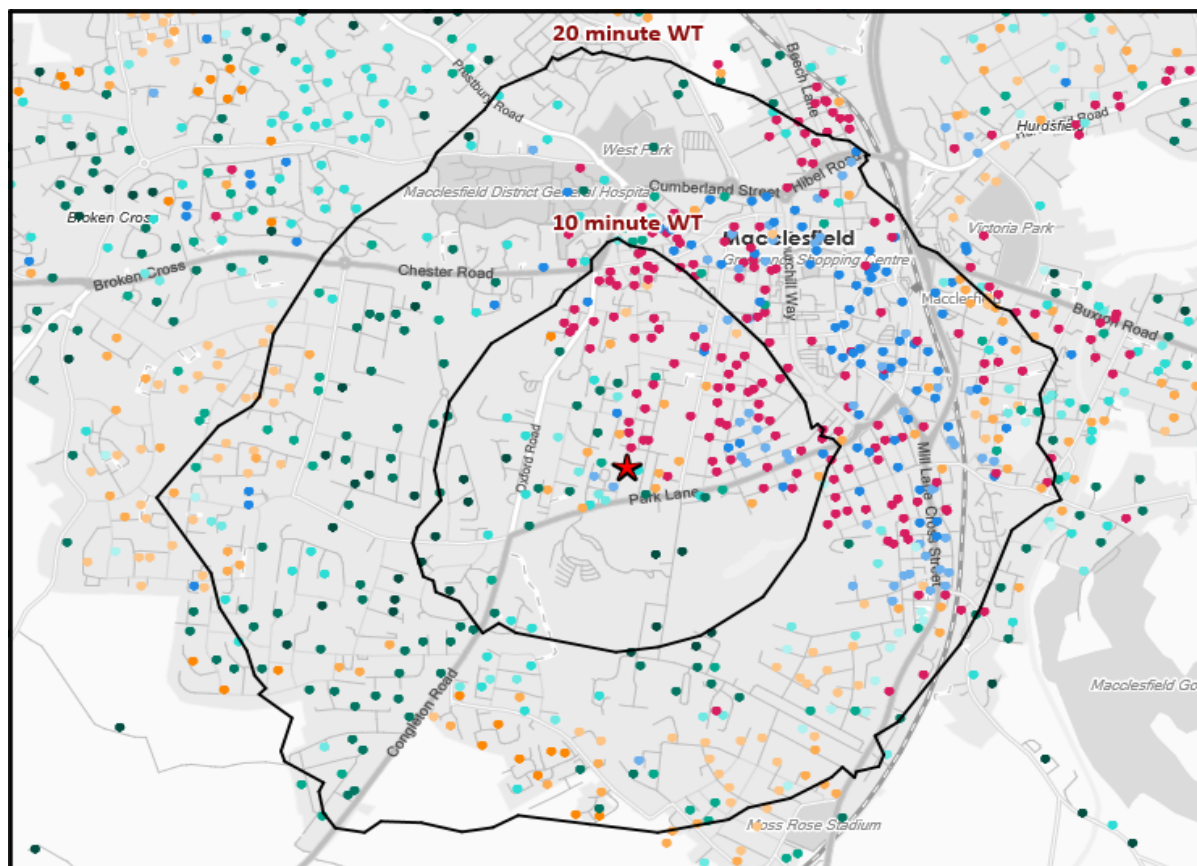## Polaris Summary - Bruce Arms Macclesfield

star PUBS&BARS
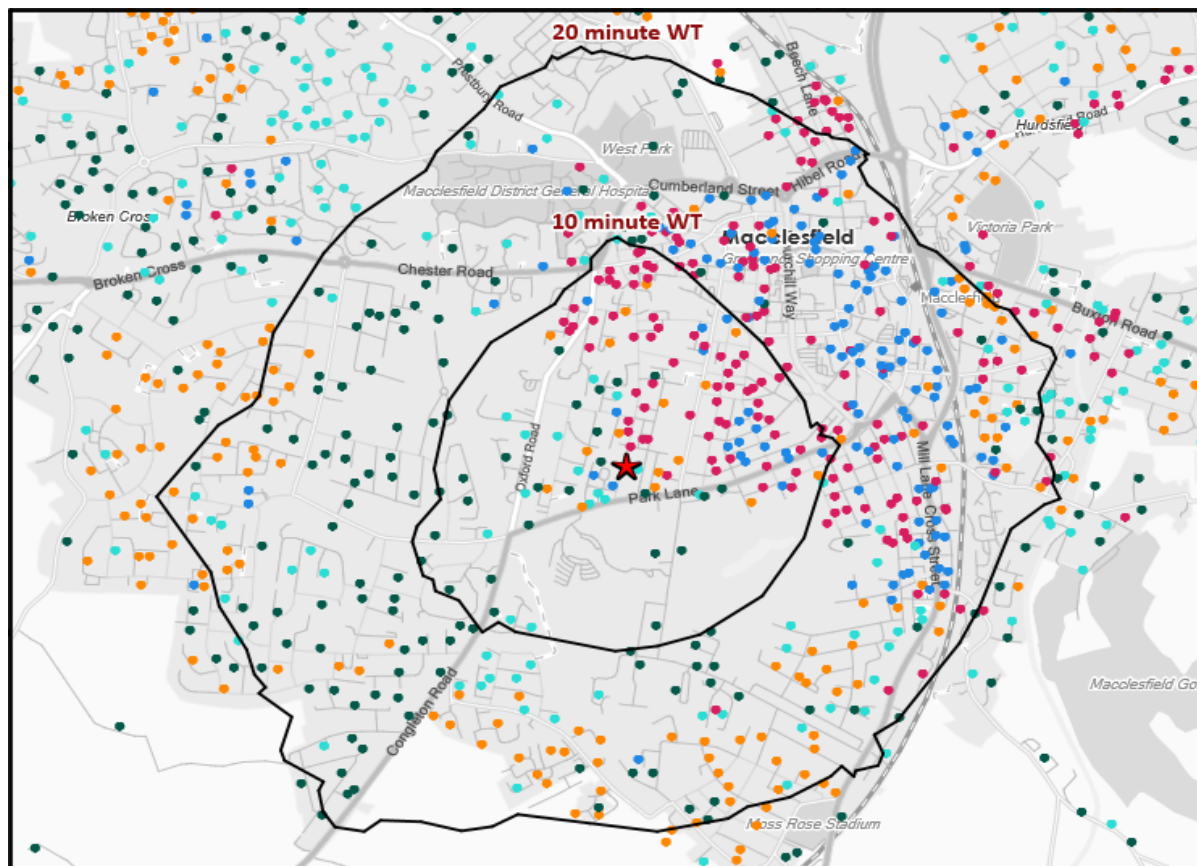
★ Pub Sites
Ⓝ Catchment

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	2,134	4,320	6,511	488	260	69
Young Adult - Showing I'm Cool	677	2,666	5,976	150	156	61
Midlife - Young Kids	628	3,487	18,566	41	60	56
Midlife - Carefree	612	2,687	20,476	59	69	92
Mature	793	5,269	52,870	58	101	178
Not Private Households	52	192	1,687	74	72	111
Total	4,896	18,621	106,086			

Polaris Summary - Bruce Arms Macclesfield

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
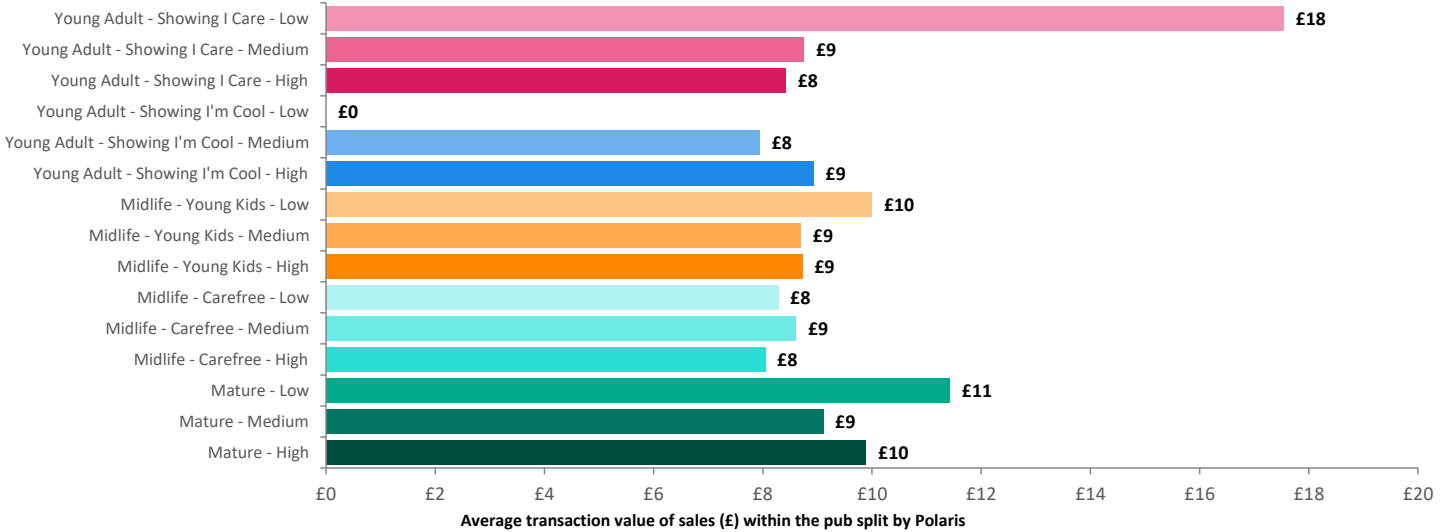- Low
- Medium
- High

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	0	0	0	0
Medium	0	0	0	0	0	0
High	2,134	4,320	6,511	1,294	689	182
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	427	1,218	2,251	236	177	57
High	250	1,448	3,725	114	174	78
Midlife - Young Kids						
Low	44	1,571	4,889	8	76	41
Medium	567	1,681	9,042	78	61	57
High	17	235	4,635	6	23	81
Midlife - Carefree						
Low	0	471	2,045	0	74	57
Medium	107	591	4,603	33	47	65
High	505	1,625	13,828	94	80	119
Mature						
Low	54	1,140	6,242	19	103	99
Medium	443	2,946	13,807	71	125	103
High	296	1,183	32,821	64	68	330
Not Private Households	52	192	1,687	74	72	111
Total	4,896	18,621	106,086			

Transactional Data Summary - Bruce Arms Macclesfield

star PUBS&BARS

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	2.9%
Young Adult - Showing I Care - Medium	0.1%
Young Adult - Showing I Care - High	6.1%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	5.4%
Young Adult - Showing I'm Cool - High	16.5%
Midlife - Young Kids - Low	13.9%
Midlife - Young Kids - Medium	11.5%
Midlife - Young Kids - High	5.3%
Midlife - Carefree - Low	3.9%
Midlife - Carefree - Medium	1.0%
Midlife - Carefree - High	11.7%
Mature - Low	3.5%
Mature - Medium	12.2%
Mature - High	5.9%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Average Transaction Value
Young Adult - Showing I Care - Low	£18
Young Adult - Showing I Care - Medium	£9
Young Adult - Showing I Care - High	£8
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£8
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£10
Midlife - Young Kids - Medium	£9
Midlife - Young Kids - High	£9
Midlife - Carefree - Low	£8
Midlife - Carefree - Medium	£9
Midlife - Carefree - High	£8
Mature - Low	£11
Mature - Medium	£9
Mature - High	£10

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

Spend by Month

— Bruce Arms Macclesfield
— Star Pubs

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Mobile Data Summary - Bruce Arms Macclesfield

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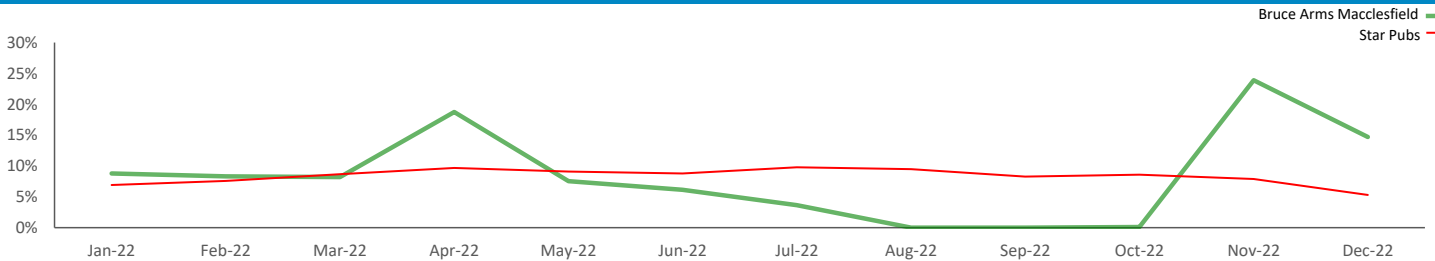
Time of Day/Day of Week
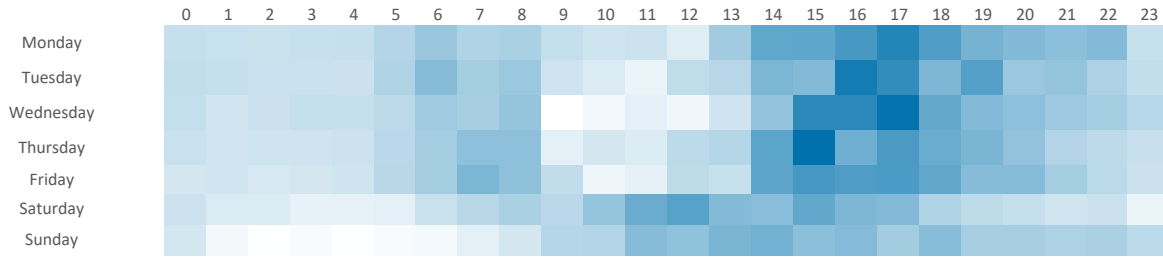
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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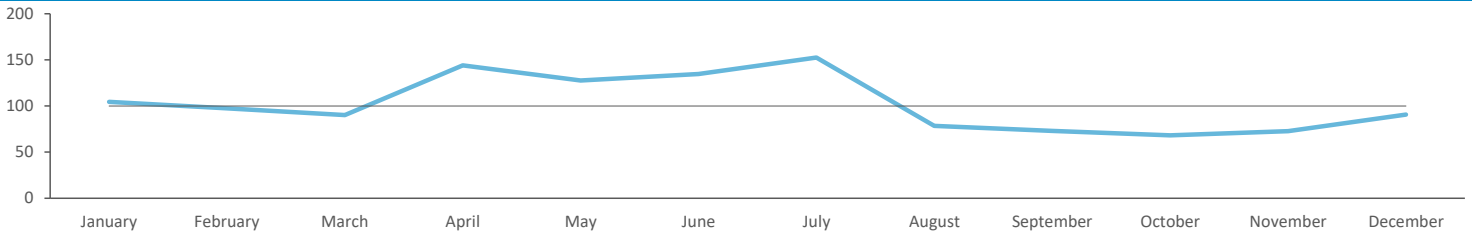
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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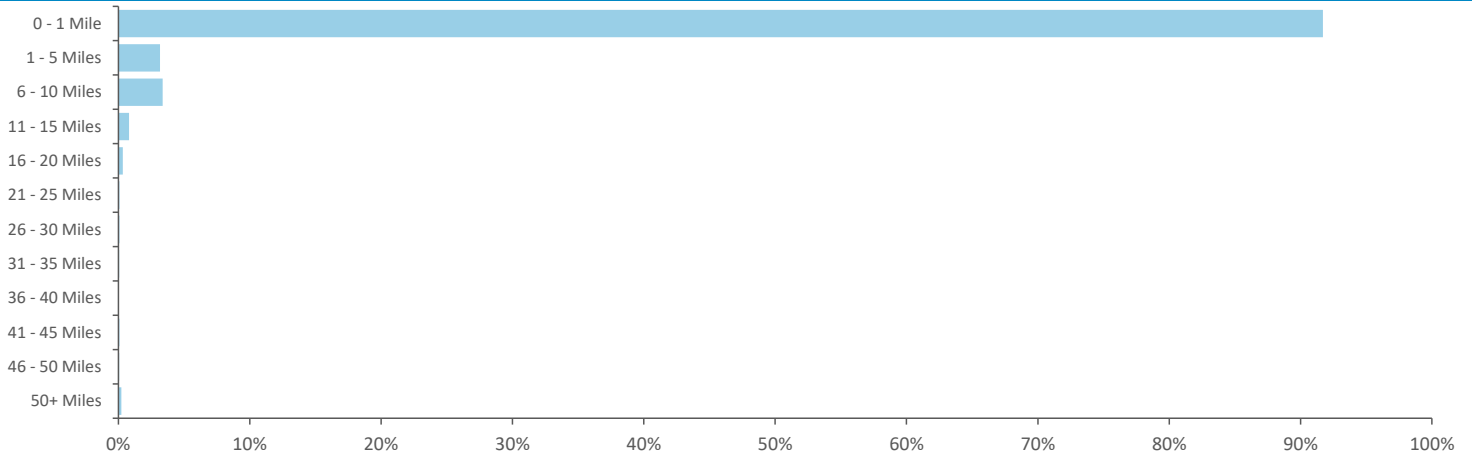
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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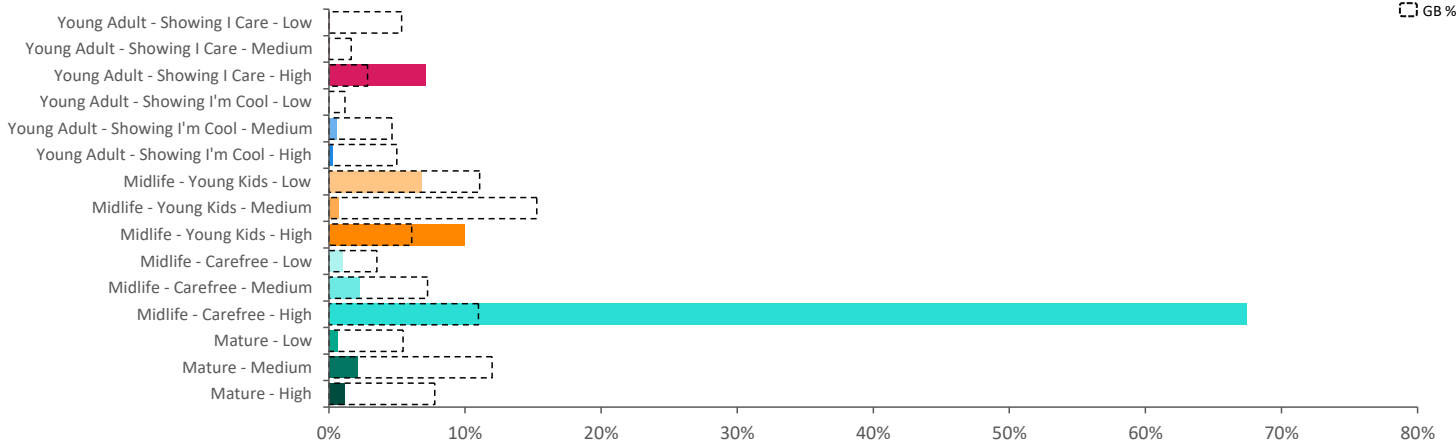
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Bruce Arms Macclesfield

star PUBS & BARS

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Data Source © 2020 TomTom
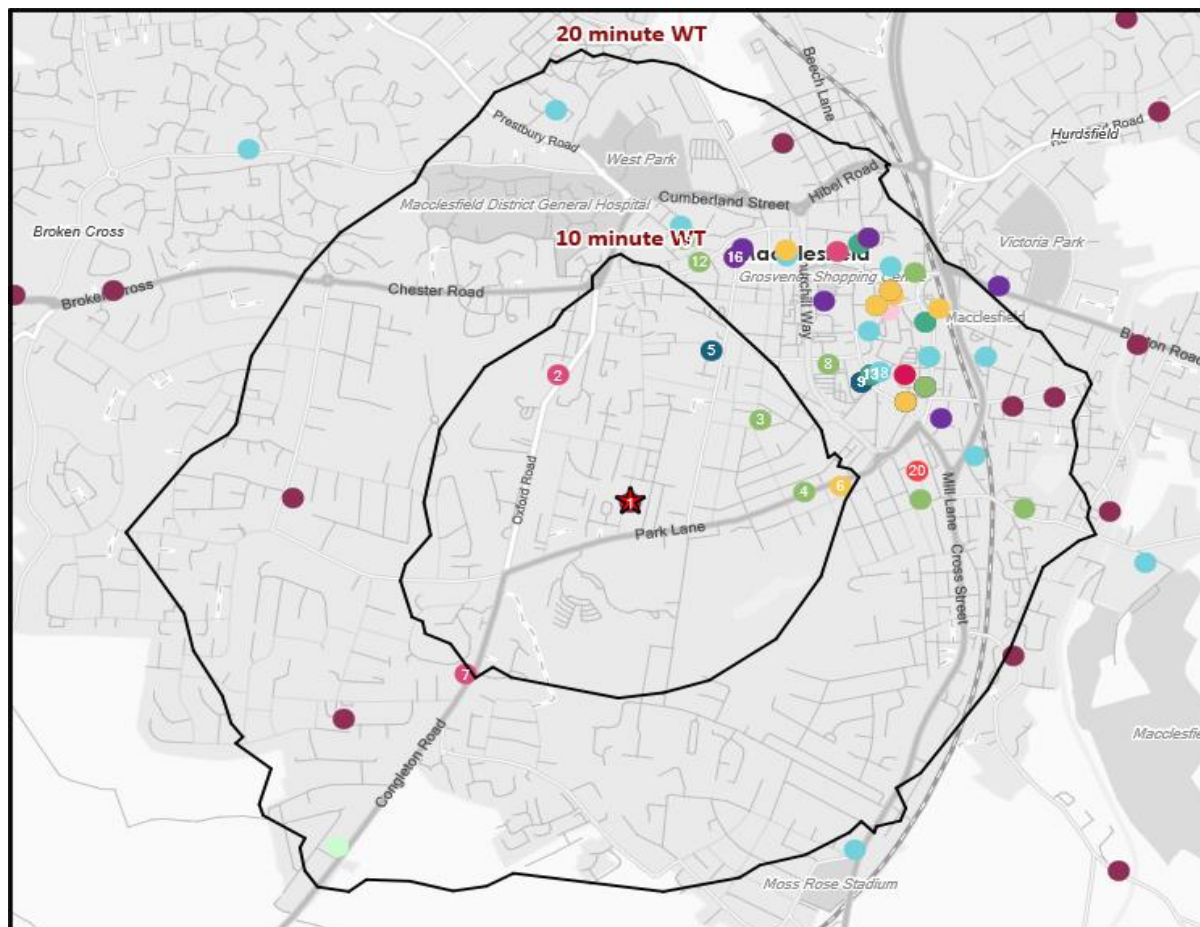
Pub Sites
Catchment

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	Bruce Arms	SK11 8HB	Star Pubs & Bars	Premium Local	0.0
2	73 And Pizza	SK11 8JG	Junction Lesuire	Family Pub Dining	0.3
3	Brewers Arms	SK11 6QE	Stonegate Pub Company	Circuit Bar	0.3
4	Park Tavern	SK11 6UB	Bollington Brewing Co.	Circuit Bar	0.3
5	Boho Bar	SK11 6QU	Independent Free	ABOS	0.3
6	Last Orders	SK11 6UA	Amber Taverns	High Street Pub	0.4
7	Flower Pot	SK11 7UF	Robinsons	Family Pub Dining	0.5
8	Prince Of Wales	SK11 6UT	Punch Pub Company	Circuit Bar	0.5
9	White Lion Hotel	SK11 6NN	Punch Pub Company	Family Pub Dining	0.5
9	Cafe Society	SK11 6NN	Independent Free	ABOS	0.5
9	Dukes Sports Bar	SK11 6NN	Independent Free	ABOS	0.5
12	Chester Road Tavern	SK11 8DG	Punch Pub Company	Circuit Bar	0.5
13	Bay Turkish Restaurant	SK11 6NR	Independent Free	Restaurants	0.5
13	Papadam	SK11 6NR	Independent Free	Restaurants	0.5
13	Kandy	SK11 6NR	Independent Free	Casual Dining	0.5
16	Picturedrome	SK11 6DU	Independent Free	Large Venue	0.5
16	New Shalimar	SK11 6DU	Independent Free	Restaurants	0.5
18	Elbow Room	SK11 6JQ	Independent Free	Clubland	0.5
19	Plough Inn	SK10 1AU	Punch Pub Company	Circuit Bar	0.5
20	Little Theatre	SK11 6SY	Independent Free	Large Venue	0.5

Per Pub Analysis - Bruce Arms Macclesfield

*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+	4,896	18,621	106,086
Number of Competition Pubs	4	54	191
Adults 18+ per Competition Pub	1,224	345	555

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,240	25.3%	248
Circuit Bar	128	2.6%	72
Community Pub	329	6.7%	39
Craft Led	492	10.0%	318
Great Pub Great Food	1,571	32.1%	167
High Street Pub	346	7.1%	41
Premium Local	630	12.9%	73

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,193	17.1%	168
Circuit Bar	447	2.4%	66
Community Pub	2,714	14.6%	84
Craft Led	1,235	6.6%	210
Great Pub Great Food	4,665	25.1%	131
High Street Pub	2,580	13.9%	80
Premium Local	2,533	13.6%	78

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	10,698	10.1%	99
Circuit Bar	1,928	1.8%	50
Community Pub	12,510	11.8%	68
Craft Led	2,554	2.4%	76
Great Pub Great Food	31,913	30.1%	157
High Street Pub	11,807	11.1%	64
Premium Local	26,339	24.8%	142

Glossary

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.