

Catchment Summary - Gallows Milnrow Rochdale



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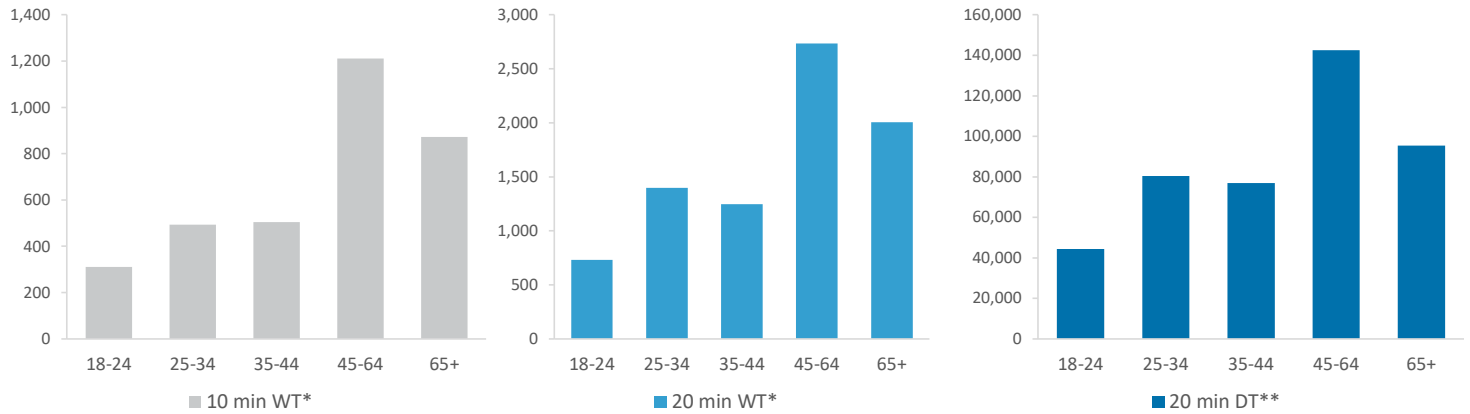
	Over GB Average
	Around GB Average
	Under GB Average

*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	4,312	10,261	582,421	81	70	154	
Adults 18+	3,393	8,112	439,766	78	45	147	
Competition Pubs	2	9	541	13	28	149	
Adults 18+ per Competition Pub	1,697	901	813	205	109	98	
% Adults Likely to Drink	83.1%	82.9%	79.4%	101	100	96	
Affluence	Low	9.9%	21.8%	25.4%	39	85	99
	Medium	53.6%	50.6%	45.1%	136	129	115
	High	36.5%	27.6%	28.5%	109	82	85
Age Profile	18-24	311	731	44,380	89	88	94
	25-34	493	1,396	80,432	86	102	104
	35-44	505	1,245	77,000	91	94	103
	45-64	1,212	2,735	142,475	110	104	96
	65+	872	2,005	95,479	106	102	86

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



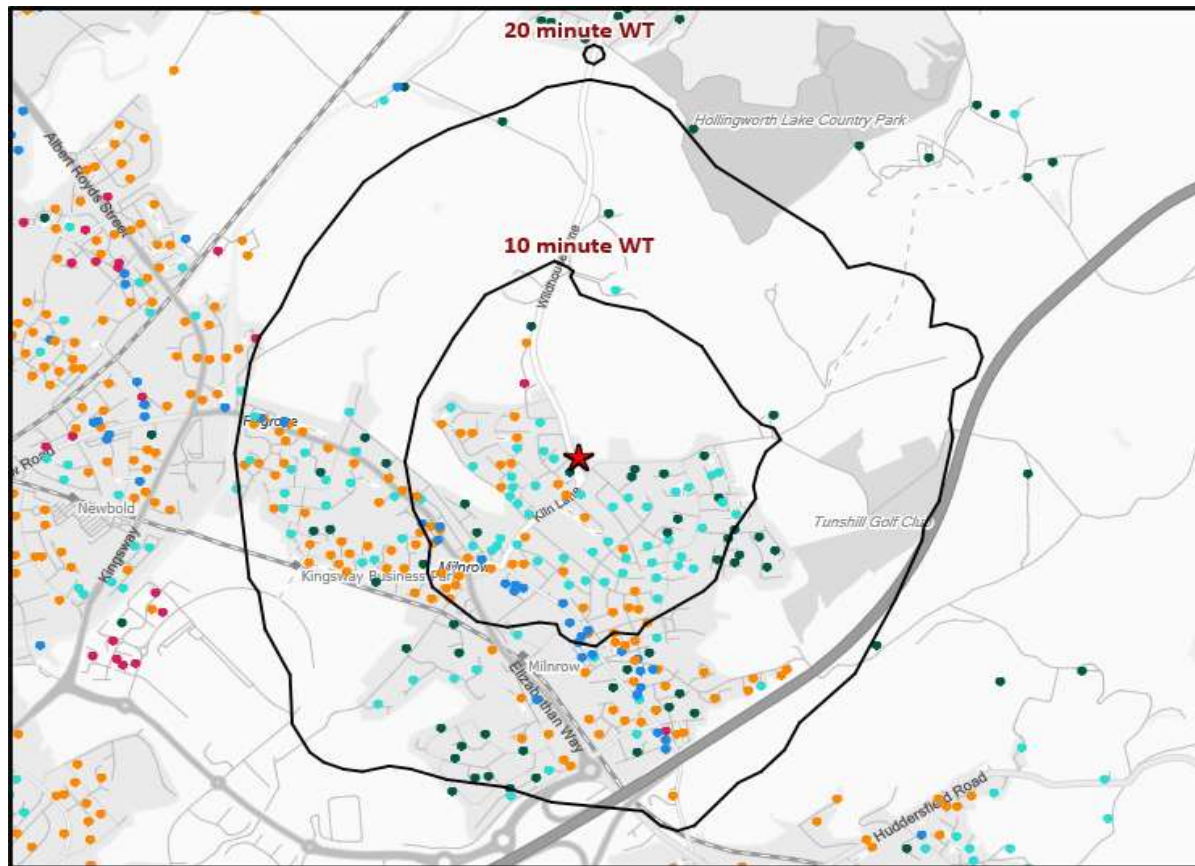
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	2,123 (49%)	5,098 (50%)	287,850 (49%)	100	100	100
	Female	2,189 (51%)	5,163 (50%)	294,571 (51%)	100	100	100
Economic Status (16-74)	Employed: Full-time	1,377 (44%)	3,321 (44%)	162,028 (39%)	106	107	95
	Employed: Part-time	415 (13%)	927 (12%)	54,487 (13%)	102	95	102
	Self employed	271 (9%)	655 (9%)	32,660 (8%)	90	92	83
	Unemployed	62 (2%)	174 (2%)	12,385 (3%)	83	98	127
	Retired	553 (18%)	1,207 (16%)	56,866 (14%)	128	117	100
Other	458 (15%)	1,208 (16%)	92,317 (22%)	74	82	114	
Total Worker Count	1,696	7,355	228,055				

See the Glossary page for further information on the above variables

Polaris Summary - Gallows Milnrow Rochdale



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- ★ 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

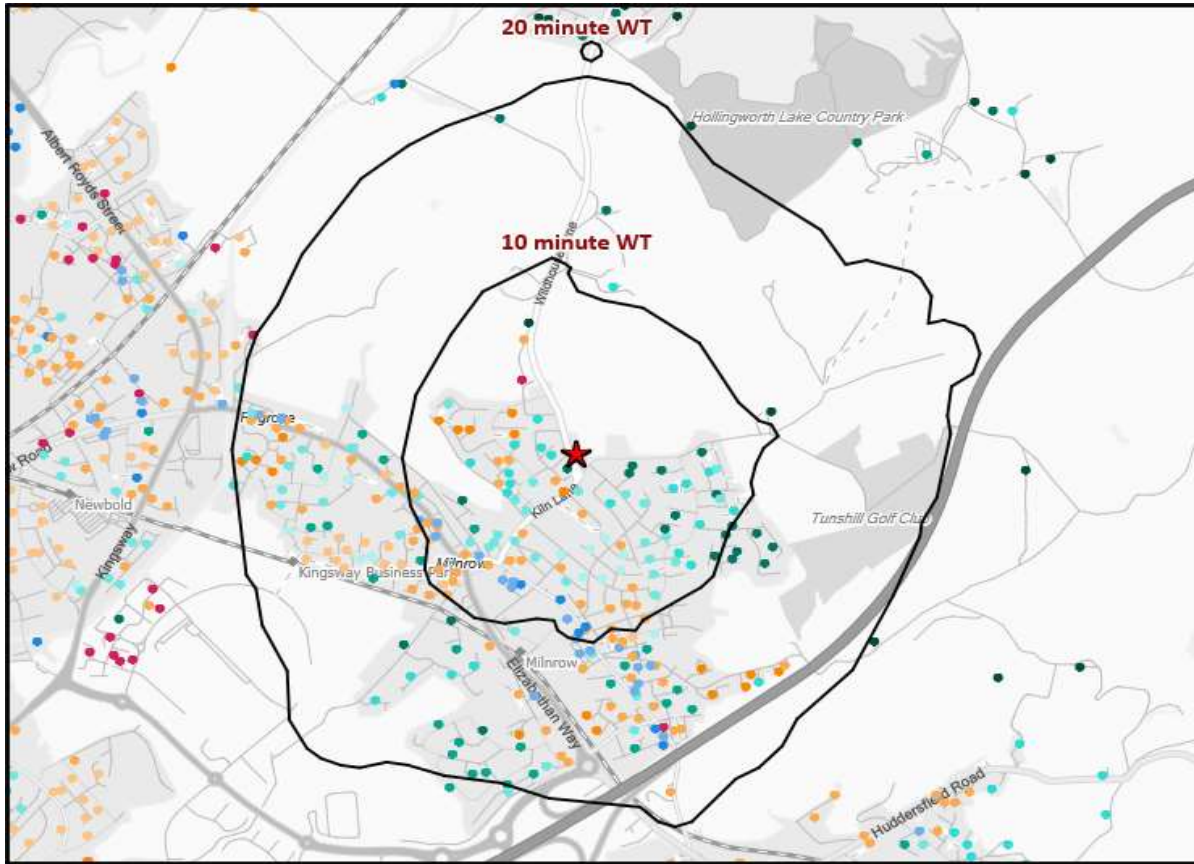
*WT= Walktime, **DT= Drivetime

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	14	178	50,897	5	25	130
Young Adult - Showing I'm Cool	81	482	47,792	26	65	118
Midlife - Young Kids	1,088	3,012	158,227	102	118	115
Midlife - Carefree	1,658	2,775	102,024	232	163	110
Mature	552	1,665	76,437	58	73	62
Not Private Households	0	0	4,389	0	0	69
Total	3,393	8,112	439,766			

Polaris Summary - Gallows Milnrow Rochdale



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★ 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

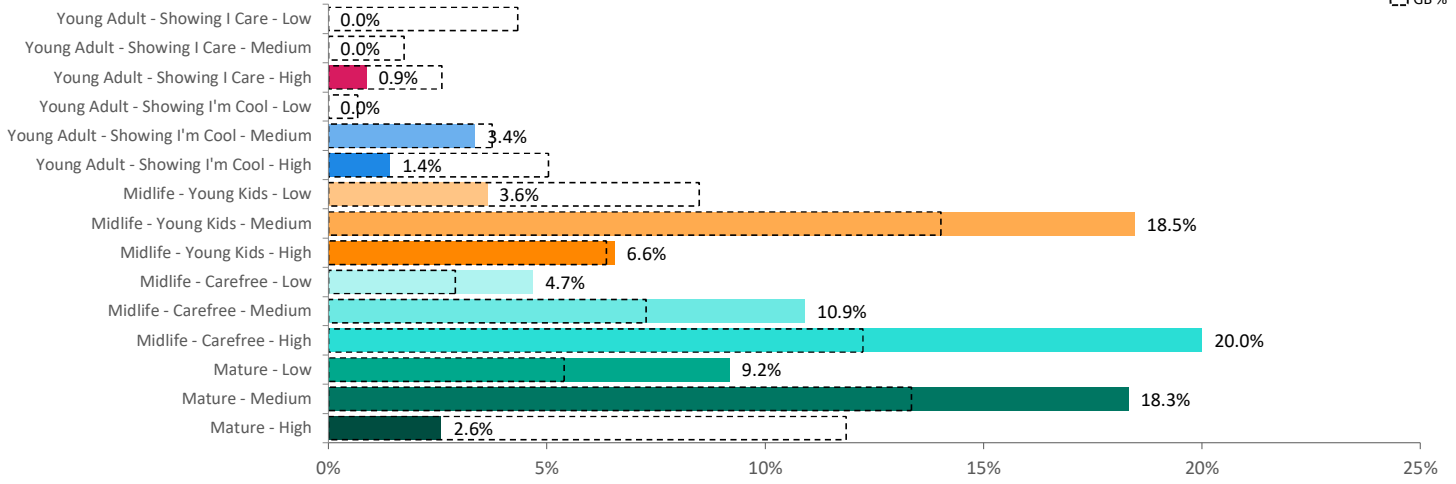
Polaris Plus Profile by Catchment

*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	942	0	0	5
Medium	0	0	0	0	0	0
High	14	178	49,955	12	65	337
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	43	382	37,427	34	127	230
High	38	100	10,365	25	28	53
Midlife - Young Kids						
Low	10	422	66,851	3	47	137
Medium	783	1,799	74,091	155	149	113
High	295	791	17,285	161	181	73
Midlife - Carefree						
Low	271	587	18,980	235	213	127
Medium	635	1,158	51,546	279	213	174
High	752	1,030	31,498	203	116	66
Mature						
Low	56	763	24,891	28	158	95
Medium	358	764	35,309	83	74	63
High	138	138	16,237	43	18	39
Not Private Households	0	0	4,389	0	0	69
Total	3,393	8,112	439,766			

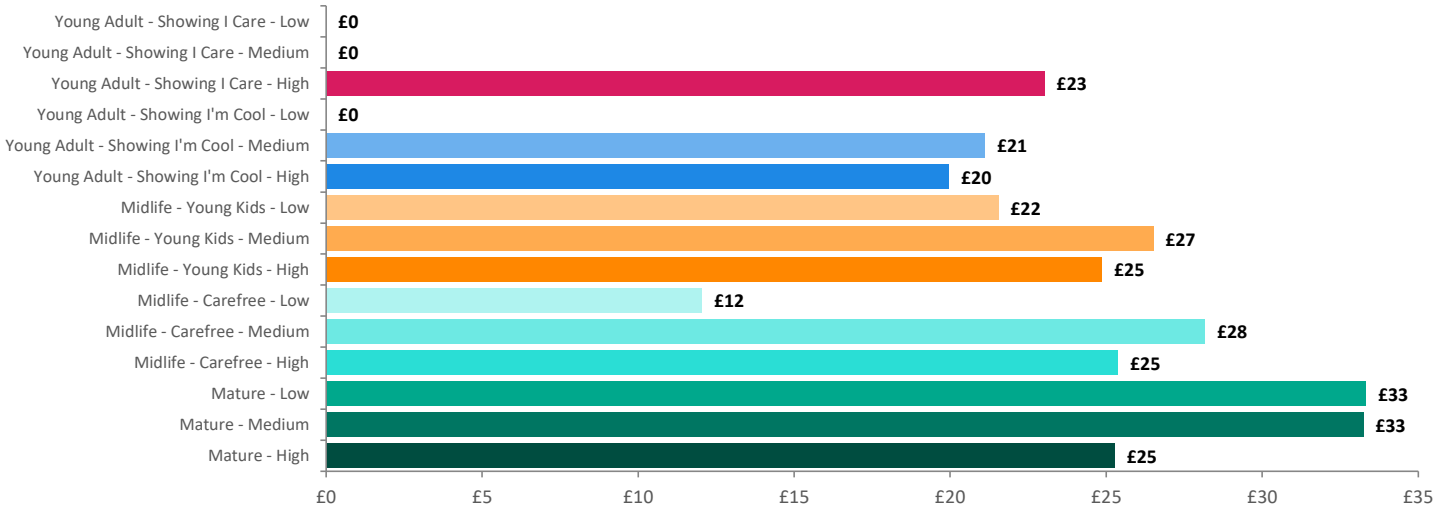
Spend by Polaris

GB %



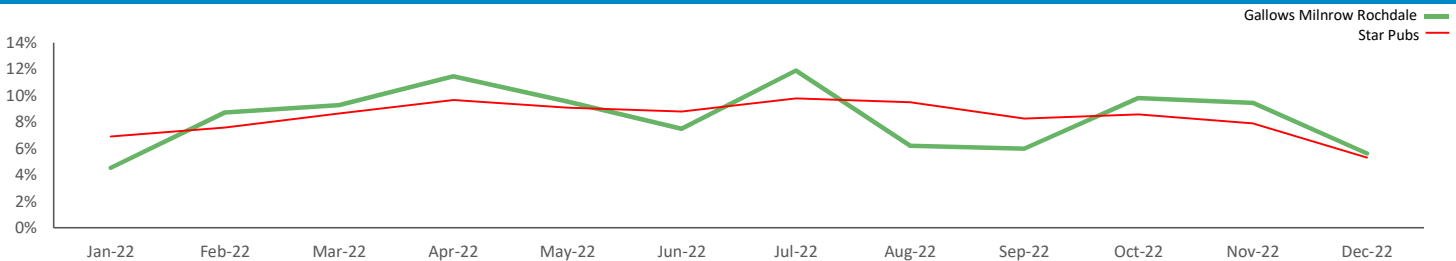
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

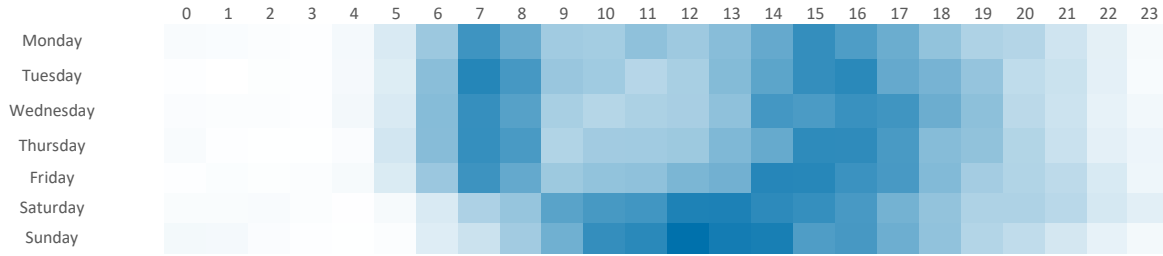


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

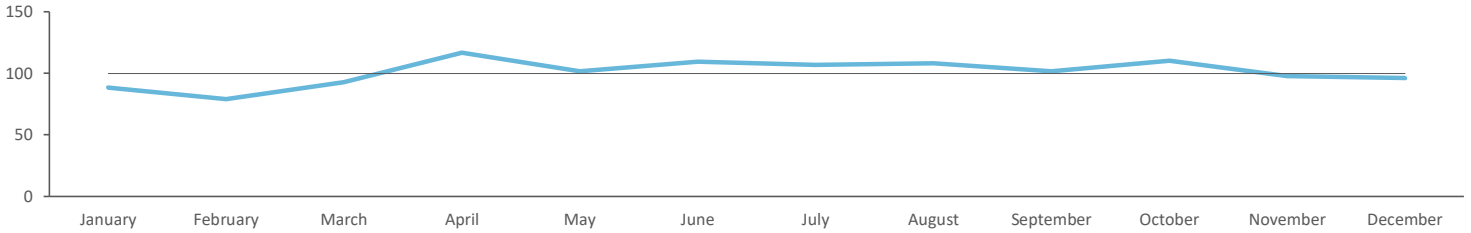


Time of Day/Day of Week



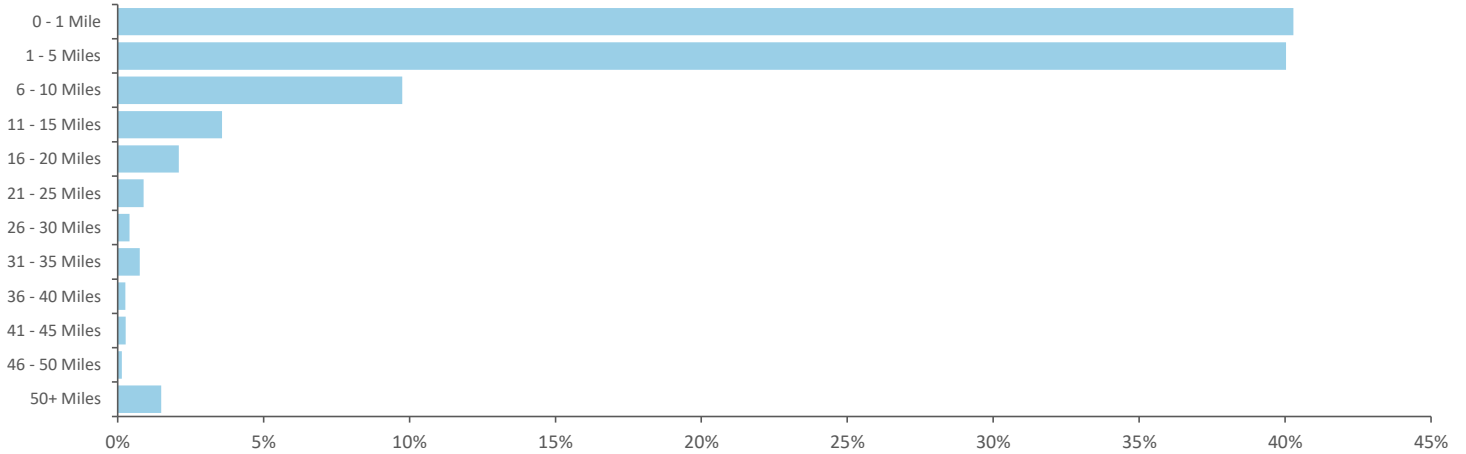
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



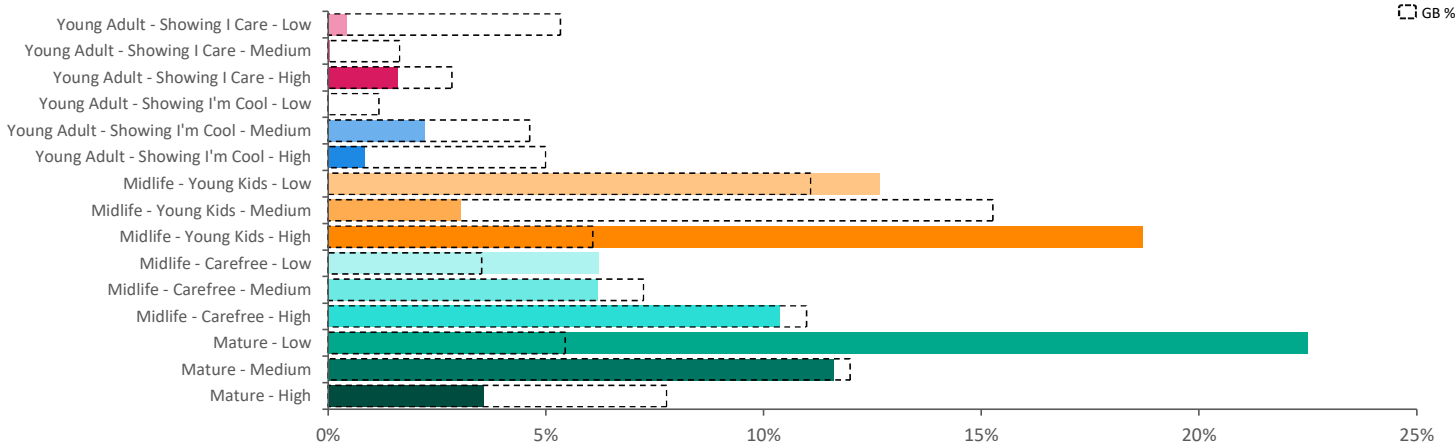
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

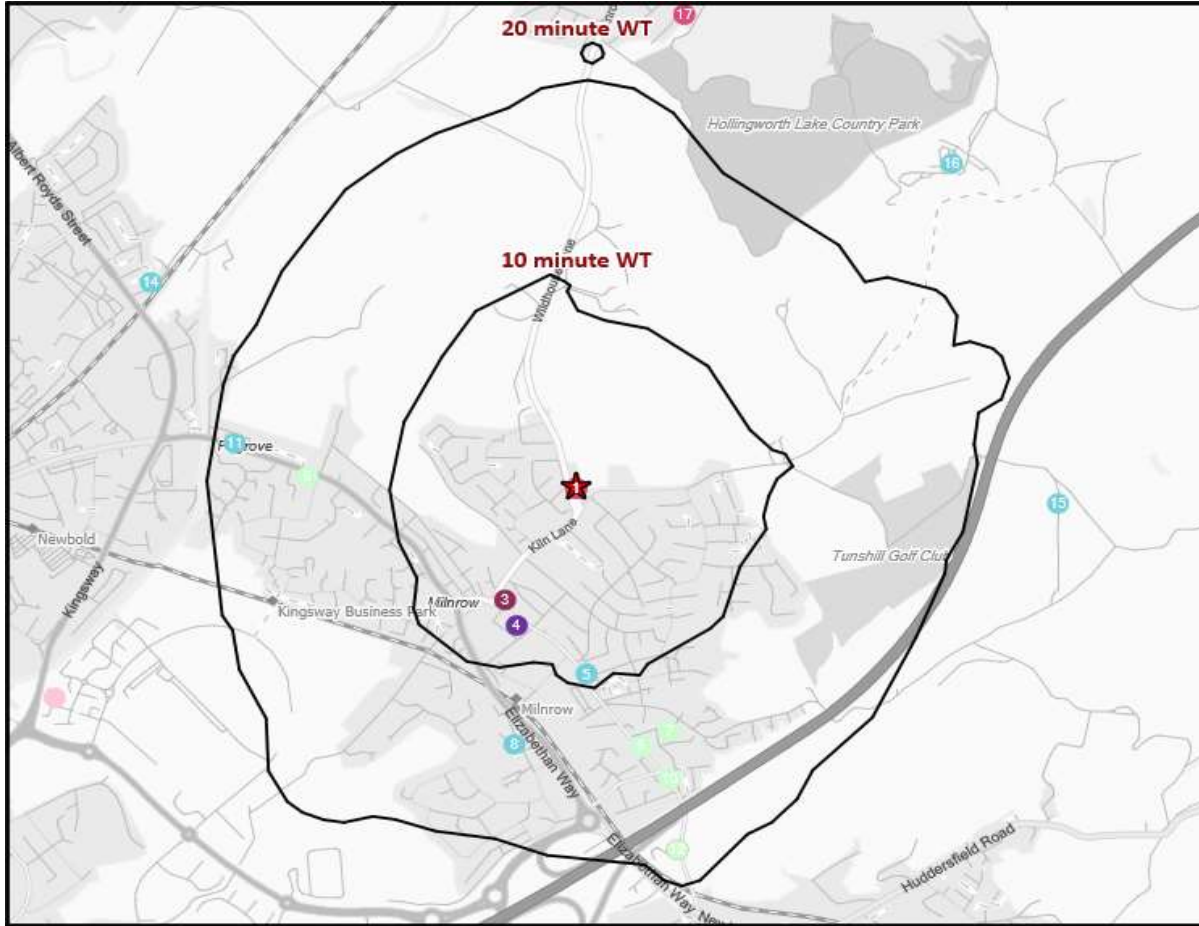


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



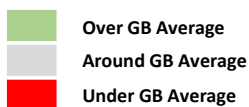
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Bellavista Pizzeria	OL16 3JW	San Rocco	Restaurants	0.0
1	Gallows	OL16 3JW	Star Pubs & Bars	Family Pub Dining	0.0
3	Tim Bobbin	OL16 3LH	Stonegate Pub Company	Premium Local	0.3
4	Milnrow Balti Restaurant	OL16 4HS	Independent Free	Restaurants	0.3
5	Milnrow Working Mens Club	OL16 3NW	Independent Free	Clubland	0.4
6	Crown & Shuttle	OL16 3BU	JW Lees	Community Pub	0.5
7	Waggon Inn	OL16 3PE	Marston's	Community Pub	0.6
8	Milnrow Cricket Club	OL16 4HF	Independent Free	Clubland	0.6
9	Moon Spinners	OL16 3NP	*Other Small Retail Groups	Community Pub	0.6
10	Slip Inn	OL16 3PS	Sam Smith	Community Pub	0.7
11	Firgrove Working Mens Club	OL16 3BD	Independent Free	Clubland	0.7
12	John Milne	OL16 4JF	Whitbread	Family Pub Dining	0.8
12	Free Trade Tavern	OL16 4JF	JW Lees	Community Pub	0.8
14	Rochdale Scared Heart Football Club	OL16 2UB	Independent Free	Clubland	1.0
15	Tunshill Golf Club	OL16 3TS	Independent Free	Clubland	1.0
16	Littleborough Sports Club	OL15 0AS	Independent Free	Clubland	1.0
17	Beach	OL15 0DD	Greene King	Family Pub Dining	1.1
18	Newhey Lodge	OL16 3RU	Independent Free	Clubland	1.1
19	Italian Job	OL16 3QF	Independent Free	Restaurants	1.1
20	Bank Chambers Bacaro	OL16 4LU	Independent Free	High Street Pub	1.1

Per Pub Analysis - Gallows Milnrow Rochdale



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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+	3,393	8,112	439,766
Number of Competition Pubs	2	9	541
Adults 18+ per Competition Pub	1,697	901	813

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	311	9.2%	90
Circuit Bar	114	3.4%	92
Community Pub	311	9.2%	53
Craft Led	60	1.8%	56
Great Pub Great Food	667	19.7%	103
High Street Pub	340	10.0%	58
Premium Local	683	20.1%	115

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	789	9.7%	95
Circuit Bar	341	4.2%	115
Community Pub	1,169	14.4%	83
Craft Led	206	2.5%	80
Great Pub Great Food	1,273	15.7%	82
High Street Pub	1,239	15.3%	88
Premium Local	1,351	16.7%	95

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	53,521	12.2%	119
Circuit Bar	16,138	3.7%	100
Community Pub	73,052	16.6%	96
Craft Led	19,808	4.5%	142
Great Pub Great Food	72,489	16.5%	86
High Street Pub	72,934	16.6%	96
Premium Local	56,908	12.9%	74

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</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>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: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #f4a460;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"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.																			