Catchment Summary - Forester Dukinfield

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PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
508944	Forester Dukinfield	SK16 5EW	Star Pubs & Bars	Community Pub	4

Pub Sites
Catchments

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories (x-axis):
- Young - Low £13
- Young - Medium £14
- Young - High £16
- Midlife - Young Kids - Low £11
- Midlife - Young Kids - Medium £18
- Midlife - Young Kids - High £0
- Midlife - Carefree - Low £11
- Midlife - Carefree - Medium £12
- Midlife - Carefree - High £11
- Mature - Low £13
- Mature - Medium £12
- Mature - High £14

See the Glossary page for further information on the above variables
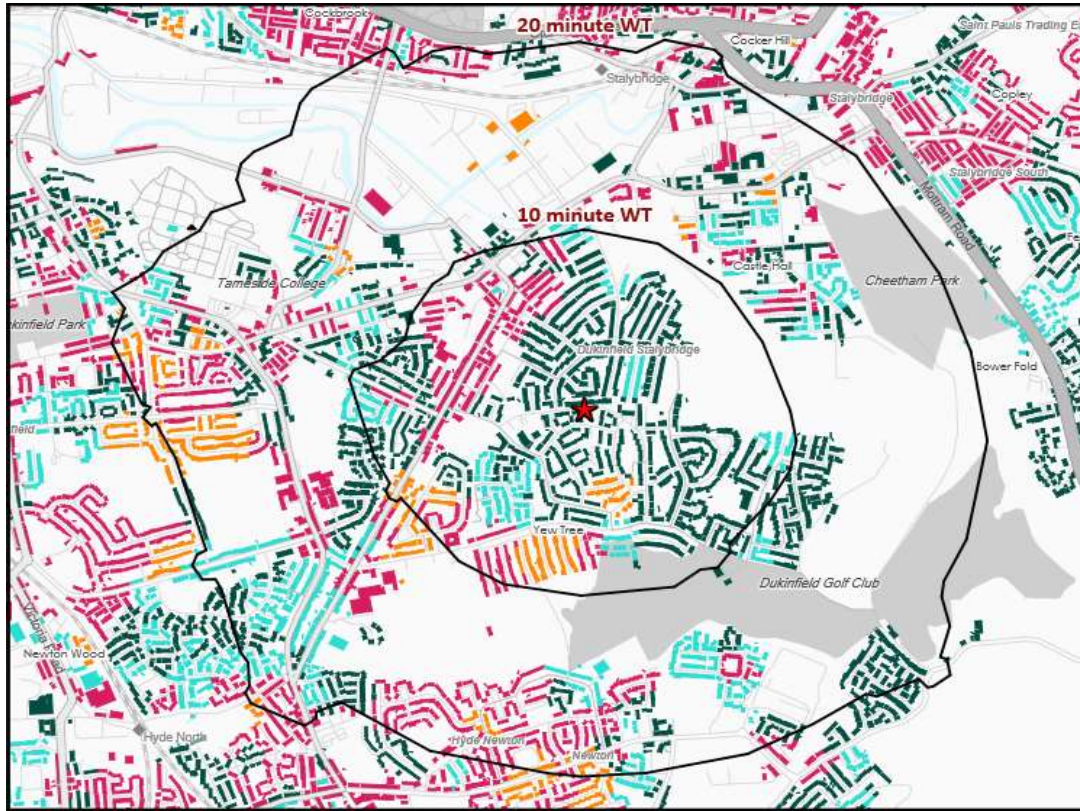
Catchment Summary - Forester Dukinfield
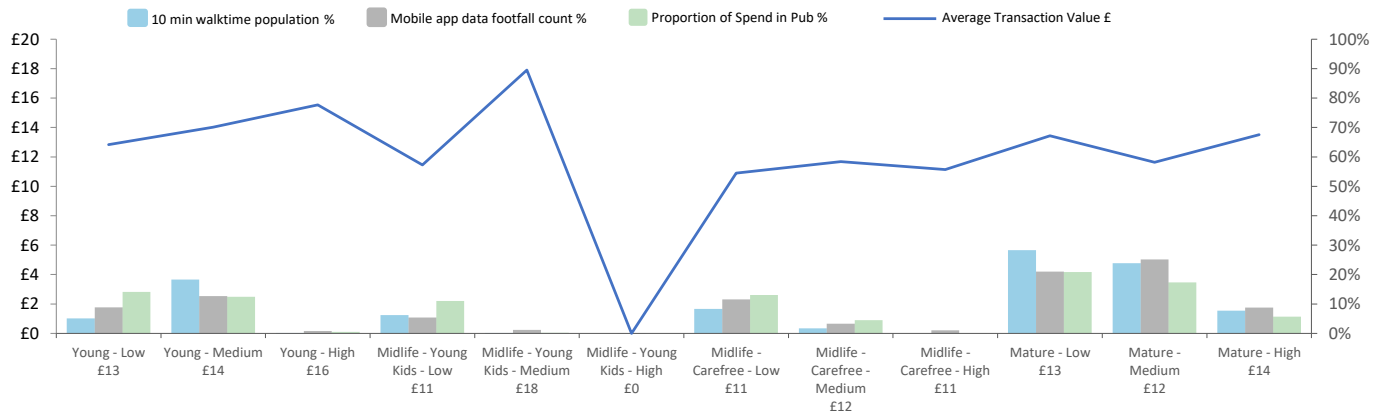
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*WT= Walktime, **DT= Drivetime

	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		7,604	18,534	715,567	142	100	163
					Population & Adults 18+ index is based on all pubs		
Adults 18+		6,168	14,809	541,725	137	97	155
Competition Pubs		5	37	654	28	103	157
Adults 18+ per Competition Pub		1,234	400	828	144	47	96
% Adults Likely to Drink		77.0%	76.6%	70.3%	101	100	92
Affluence	Low	48.0%	52.9%	54.5%	144	159	164
	Medium	44.1%	39.8%	37.2%	116	104	97
	High	7.9%	7.4%	7.6%	29	27	28
		Affluence does not include Not Private Households					
Age Profile	18-24	487	1,269	52,381	79	84	90
	25-34	897	2,326	97,504	88	94	102
	35-44	906	2,461	100,788	90	100	106
	45-64	2,163	5,018	176,695	111	105	96
	65+	1,715	3,735	114,357	117	105	83
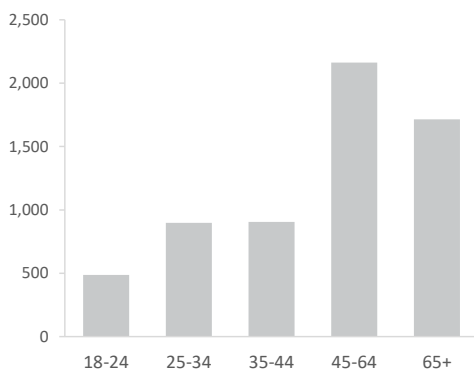
10 min WT*
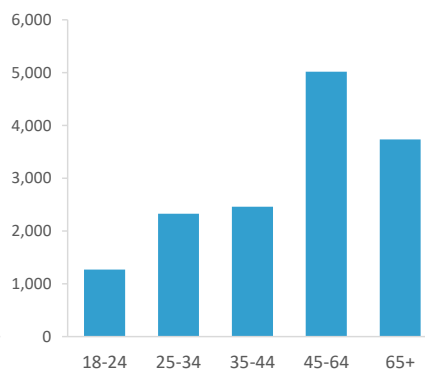
20 min WT*
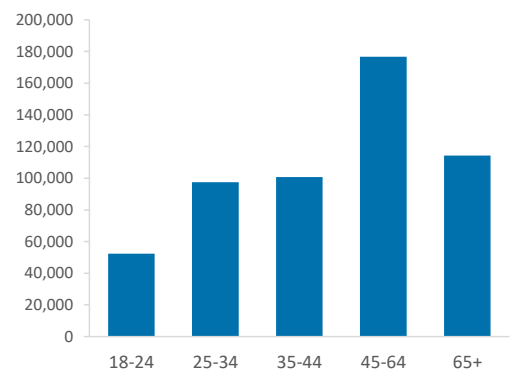
20 min DT**

		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	3,849 (51%)	9,292 (50%)	350,704 (49%)	103	102	100
	Female	3,755 (49%)	9,242 (50%)	364,863 (51%)	97	98	100
Economic Status (16+)	Employed: Full-time	2,293 (36%)	5,641 (37%)	189,605 (34%)	105	107	98
	Employed: Part-time	697 (11%)	1,714 (11%)	70,242 (13%)	93	95	105
	Self employed	417 (7%)	1,032 (7%)	43,622 (8%)	71	73	84
	Unemployed	150 (2%)	443 (3%)	19,712 (4%)	86	105	127
	Full-time student	109 (2%)	270 (2%)	11,007 (2%)	72	74	83
	Retired	1,735 (27%)	3,639 (24%)	108,271 (19%)	125	109	88
	Other	931 (15%)	2,512 (16%)	118,575 (21%)	84	95	121
Total Worker Count		1,197	6,230	269,546			

See the Glossary page for further information on the above variables
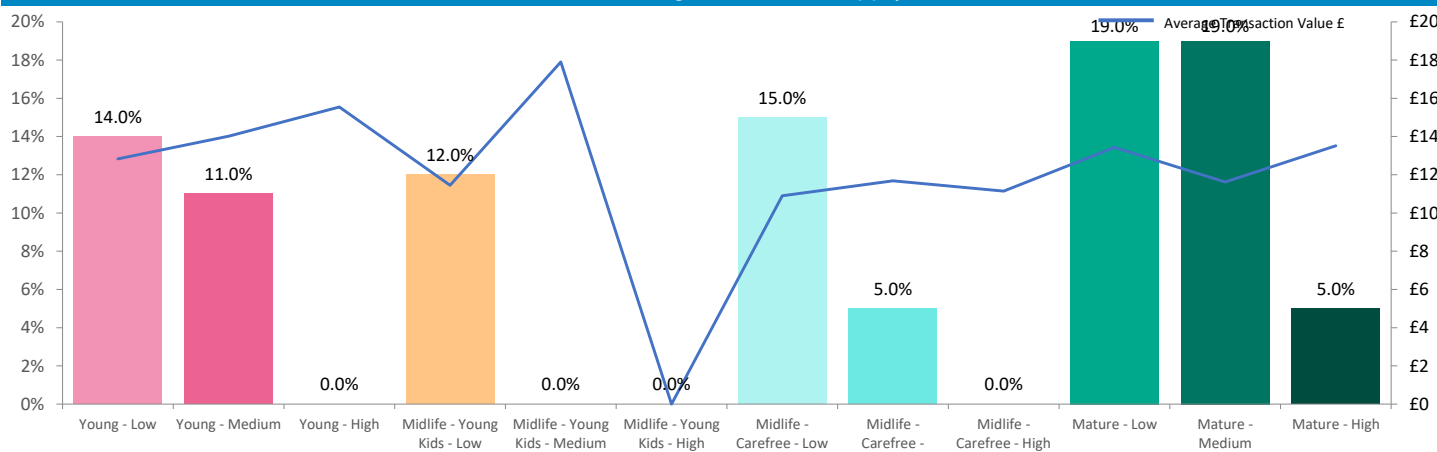
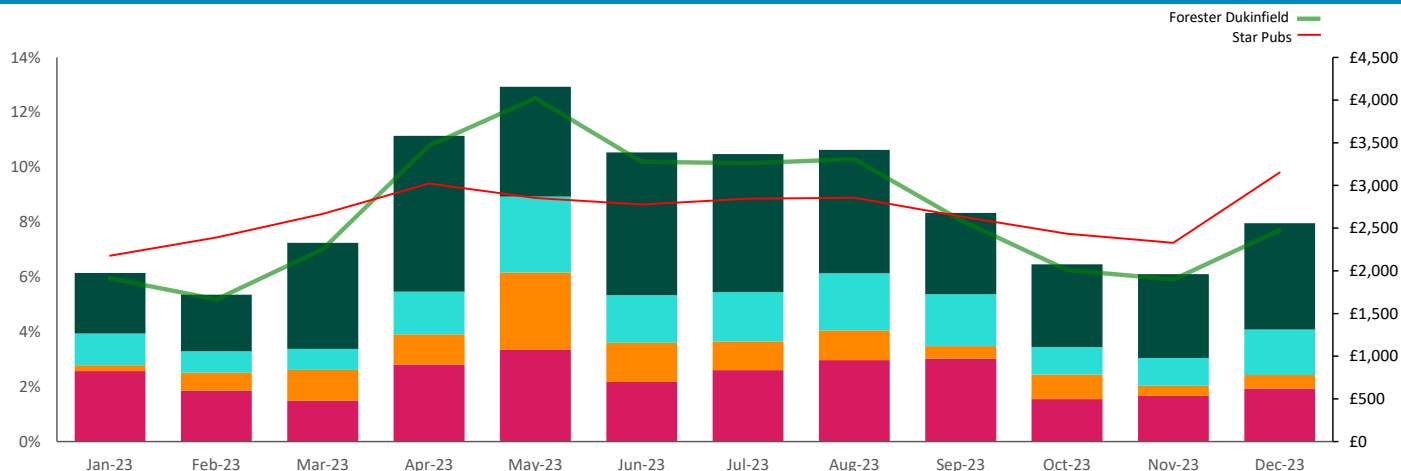# Transactional Data Summary - Forester Dukinfield

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Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	14.1%
Young - Medium	12.5%
Young - High	0.6%
Midlife - Young Kids - Low	11.1%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	13.1%
Midlife - Carefree - Medium	4.5%
Midlife - Carefree - High	0.1%
Mature - Low	20.9%
Mature - Medium	17.4%
Mature - High	5.7%
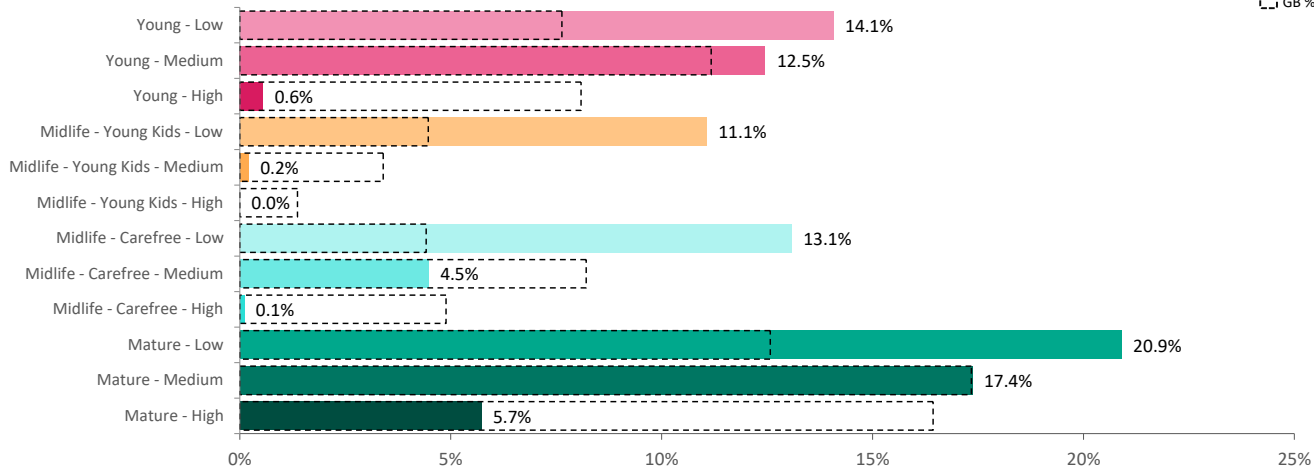
Percentage of total sales split by Polaris Plus segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	Value
Young - Low	14.0%
Young - Medium	11.0%
Young - High	0.0%
Midlife - Young Kids - Low	12.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	15.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	0.0%
Mature - Low	19.0%
Mature - Medium	19.0%
Mature - High	5.0%

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

Spend by Month and Polaris

Forester Dukinfield
Star Pubs

Seasonality of the spend split by month

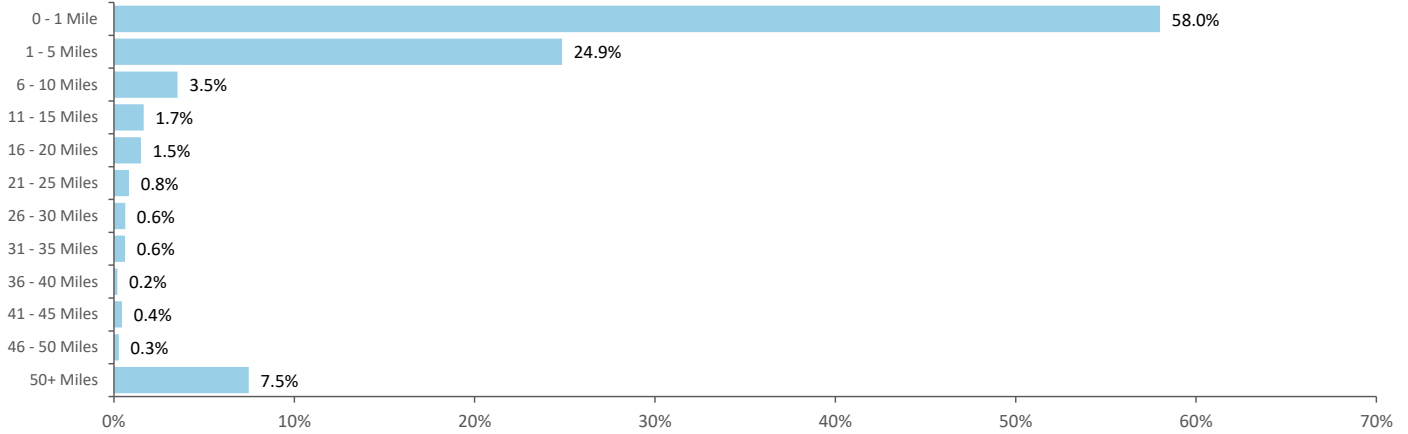# Mobile Data Summary - Forester Dukinfield

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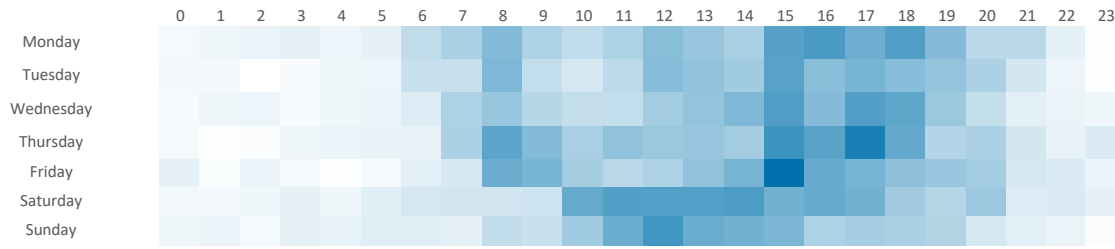
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month
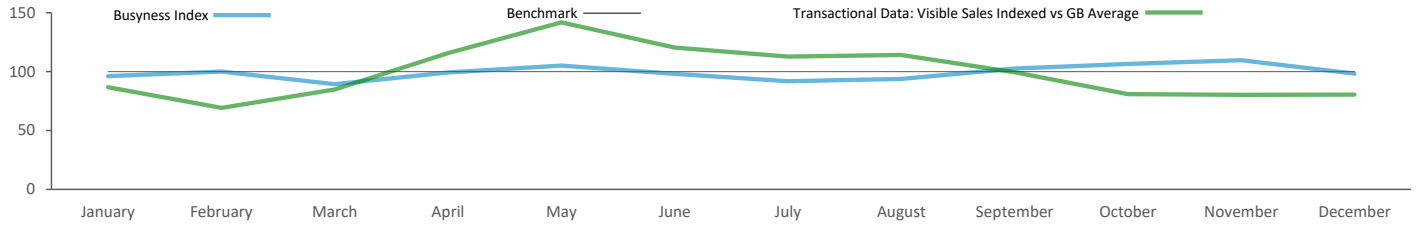
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	58.0%
1 - 5 Miles	24.9%
6 - 10 Miles	3.5%
11 - 15 Miles	1.7%
16 - 20 Miles	1.5%
21 - 25 Miles	0.8%
26 - 30 Miles	0.6%
31 - 35 Miles	0.6%
36 - 40 Miles	0.2%
41 - 45 Miles	0.4%
46 - 50 Miles	0.3%
50+ Miles	7.5%

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

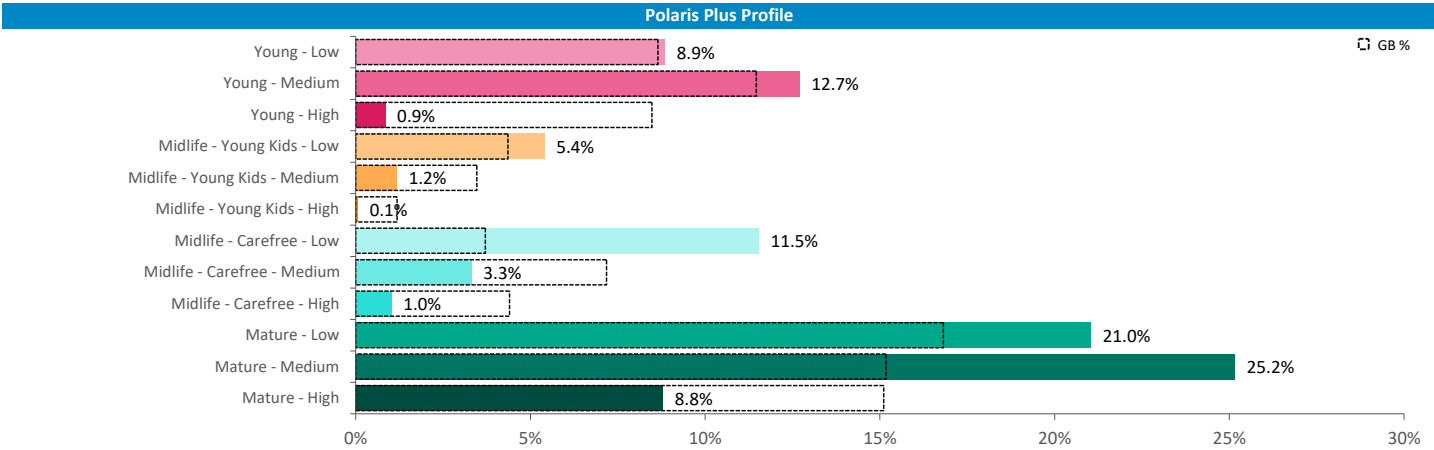## Audience Classification by Polaris Plus

Base: GB

Audience	Percentage
Resident	64.6%
Worker	16.7%
Tourist	10.2%
Local Tourist	8.6%
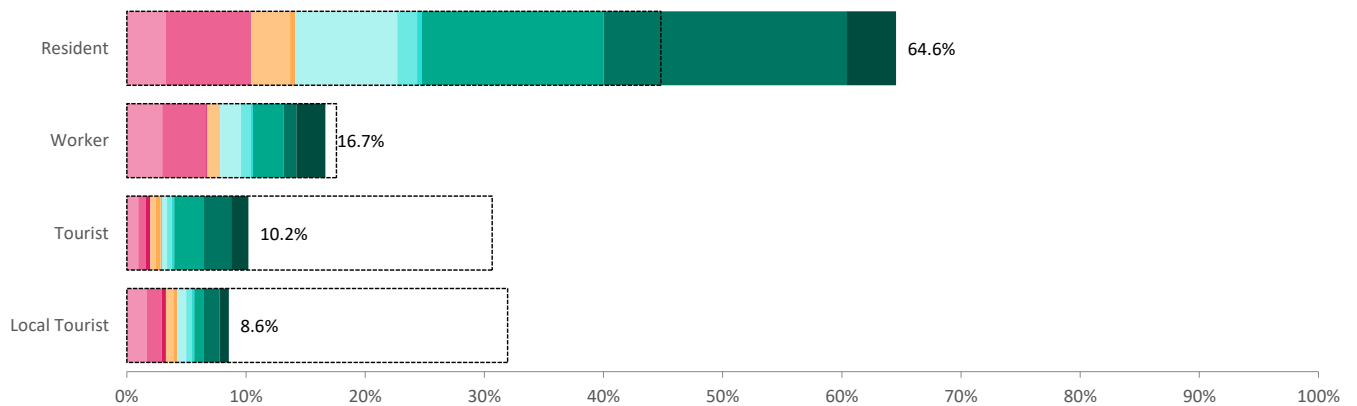
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Forester Dukinfield

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Polaris Plus Profile

⊡ GB %

Category	Value
Young - Low	8.9%
Young - Medium	12.7%
Young - High	0.9%
Midlife - Young Kids - Low	5.4%
Midlife - Young Kids - Medium	1.2%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	11.5%
Midlife - Carefree - Medium	3.3%
Midlife - Carefree - High	1.0%
Mature - Low	21.0%
Mature - Medium	25.2%
Mature - High	8.8%

Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
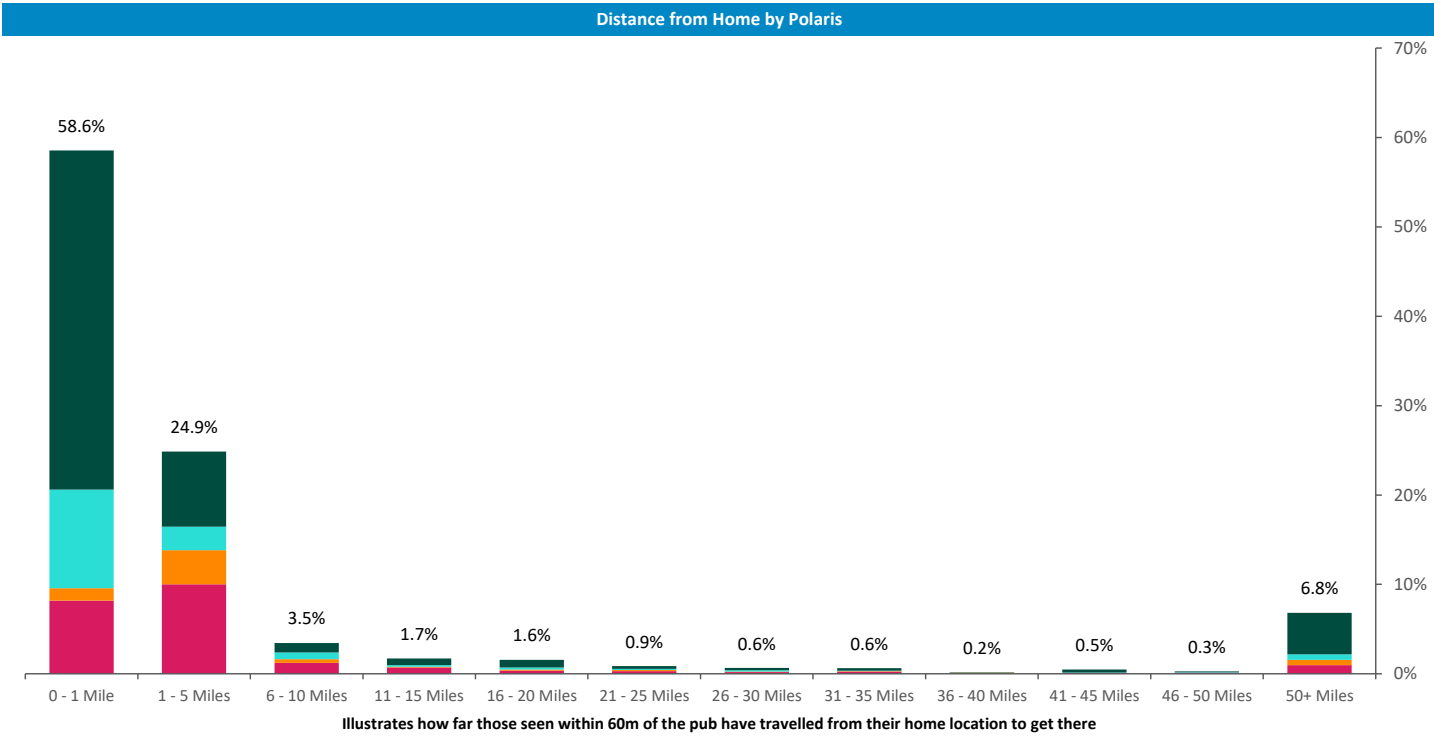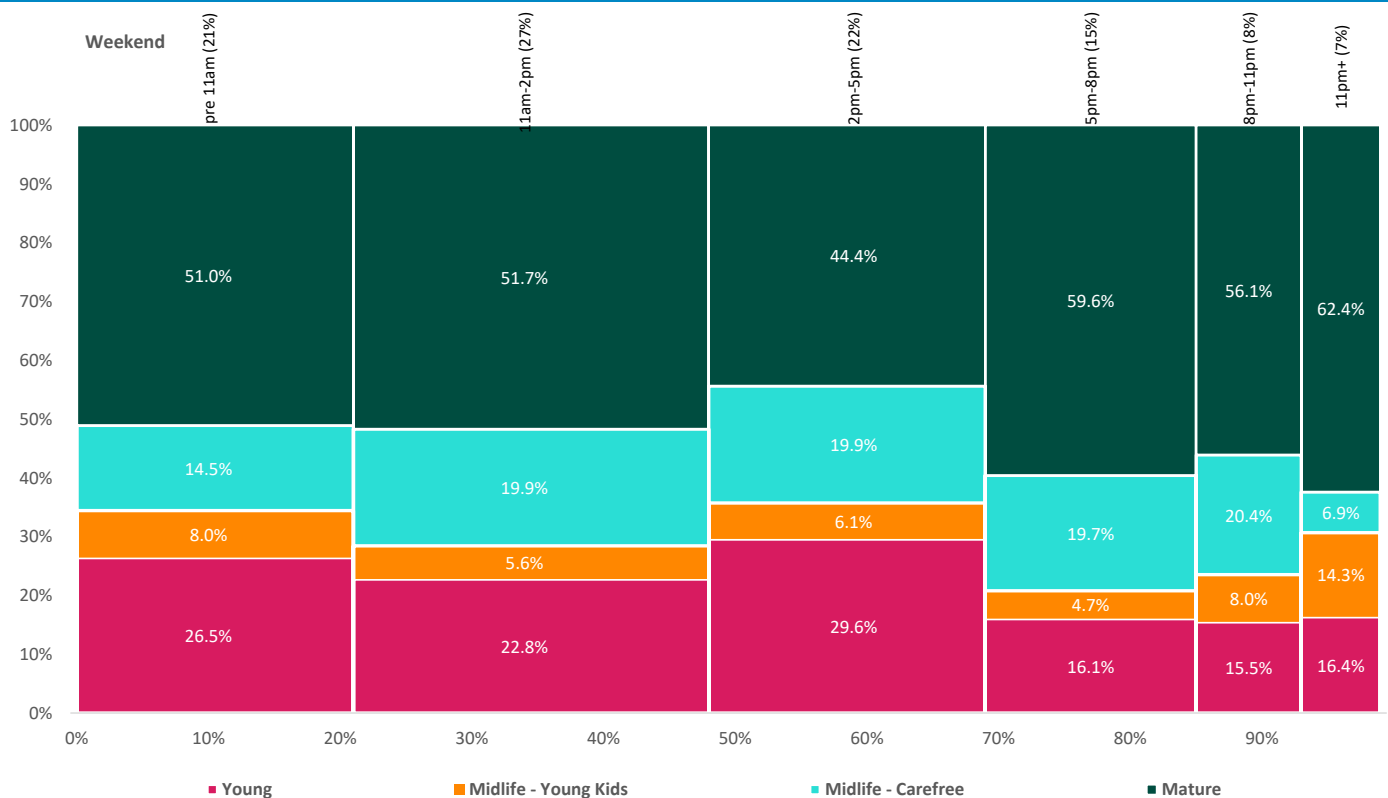
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	58.6%
1 - 5 Miles	24.9%
6 - 10 Miles	3.5%
11 - 15 Miles	1.7%
16 - 20 Miles	1.6%
21 - 25 Miles	0.9%
26 - 30 Miles	0.6%
31 - 35 Miles	0.6%
36 - 40 Miles	0.2%
41 - 45 Miles	0.5%
46 - 50 Miles	0.3%
50+ Miles	6.8%

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

Mobile Data Summary - Forester Dukinfield

Time of Day by Polaris: Weekday (Monday to Friday)

Weekday

	pre 11am (25%)	11am-2pm (16%)	2pm-5pm (23%)	5pm-8pm (22%)	8pm-11pm (9%)	11pm+ (6%)
Mature	59.6%	54.0%	56.9%	48.1%	42.7%	50.9%
Midlife - Carefree	11.3%	19.8%	11.5%	19.9%	13.5%	9.0%
Midlife - Young Kids	5.5%	7.8%	6.6%	5.2%	4.8%	4.2%
Young	23.6%	18.4%	25.0%	26.8%	38.9%	35.8%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
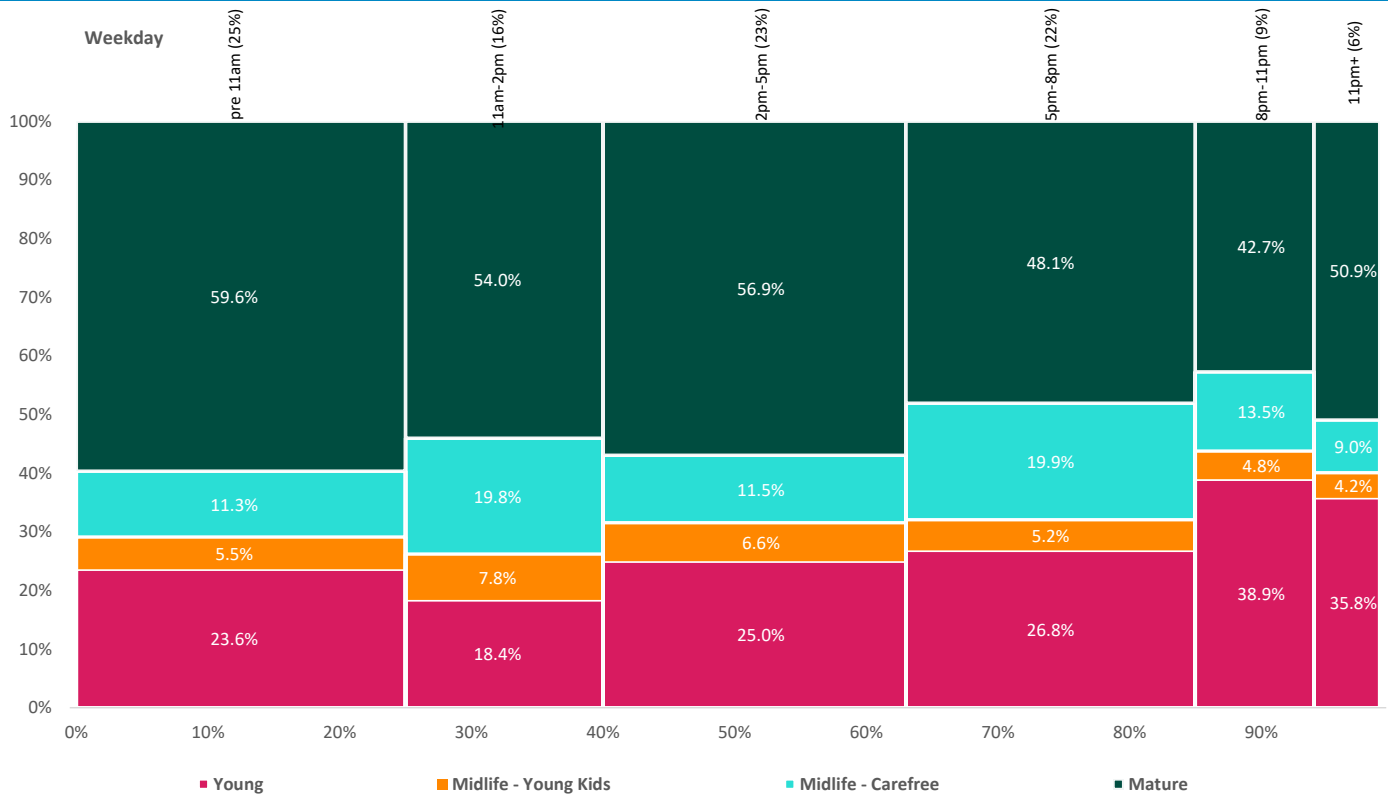
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (21%)	11am-2pm (27%)	2pm-5pm (22%)	5pm-8pm (15%)	8pm-11pm (8%)	11pm+ (7%)
Mature	51.0%	51.7%	44.4%	59.6%	56.1%	62.4%
Midlife - Carefree	14.5%	19.9%	19.9%	19.7%	20.4%	6.9%
Midlife - Young Kids	8.0%	5.6%	6.1%	4.7%	8.0%	14.3%
Young	26.5%	22.8%	29.6%	16.1%	15.5%	16.4%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Polaris Summary - Forester Dukinfield

Pub Sites
Catchment

Polaris Segments

● Young
● 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	1,457	4,697	210,850	86	115	141
Midlife - Young Kids	393	1,121	84,614	58	69	143
Midlife - Carefree	623	2,384	75,810	64	102	88
Mature	3,695	6,607	166,381	135	100	69
Not Private Households	0	0	4,070	0	0	57
Total	6,168	14,809	541,725			

Polaris Plus Summary - Forester Dukinfield
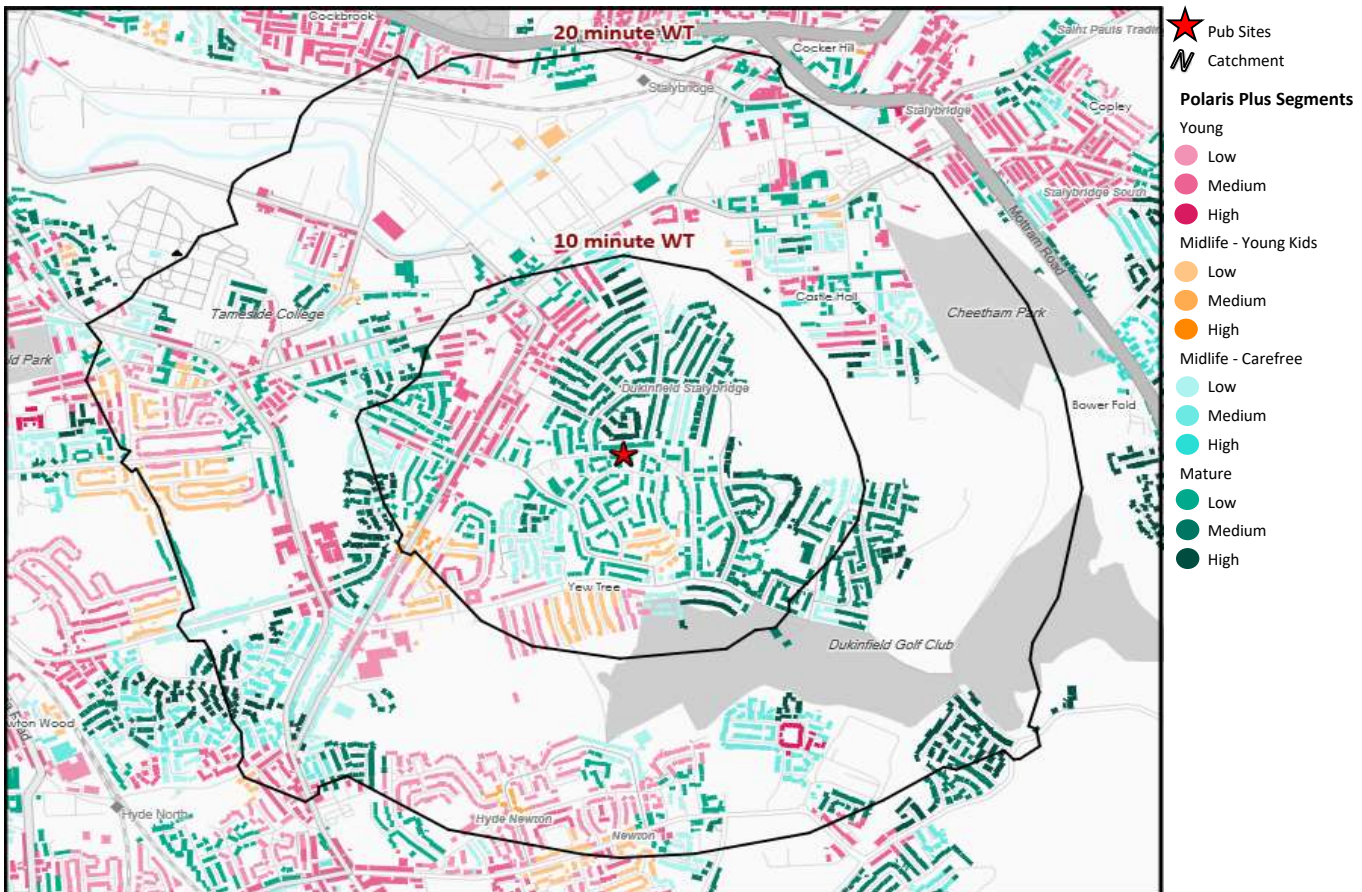
Polaris Plus Profile by Catchment

*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						
Low	315	1,838	105,941	52	126	199
Medium	1,131	2,700	99,805	167	166	168
High	11	159	5,104	3	16	14
Midlife - Young Kids						
Low	383	1,089	68,714	113	134	231
Medium	10	32	15,824	4	5	67
High	0	0	76	0	0	1
Midlife - Carefree						
Low	515	1,688	54,015	198	271	237
Medium	108	665	15,807	24	63	41
High	0	31	5,988	0	5	25
Mature						
Low	1,745	3,215	66,739	206	158	90
Medium	1,472	2,490	69,874	152	107	82
High	478	902	29,768	52	41	37
Not Private Households	0	0	4,070	0	0	57
Total	6,168	14,809	541,725			

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Legend:
- ★ Pub Sites
- Ñ 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
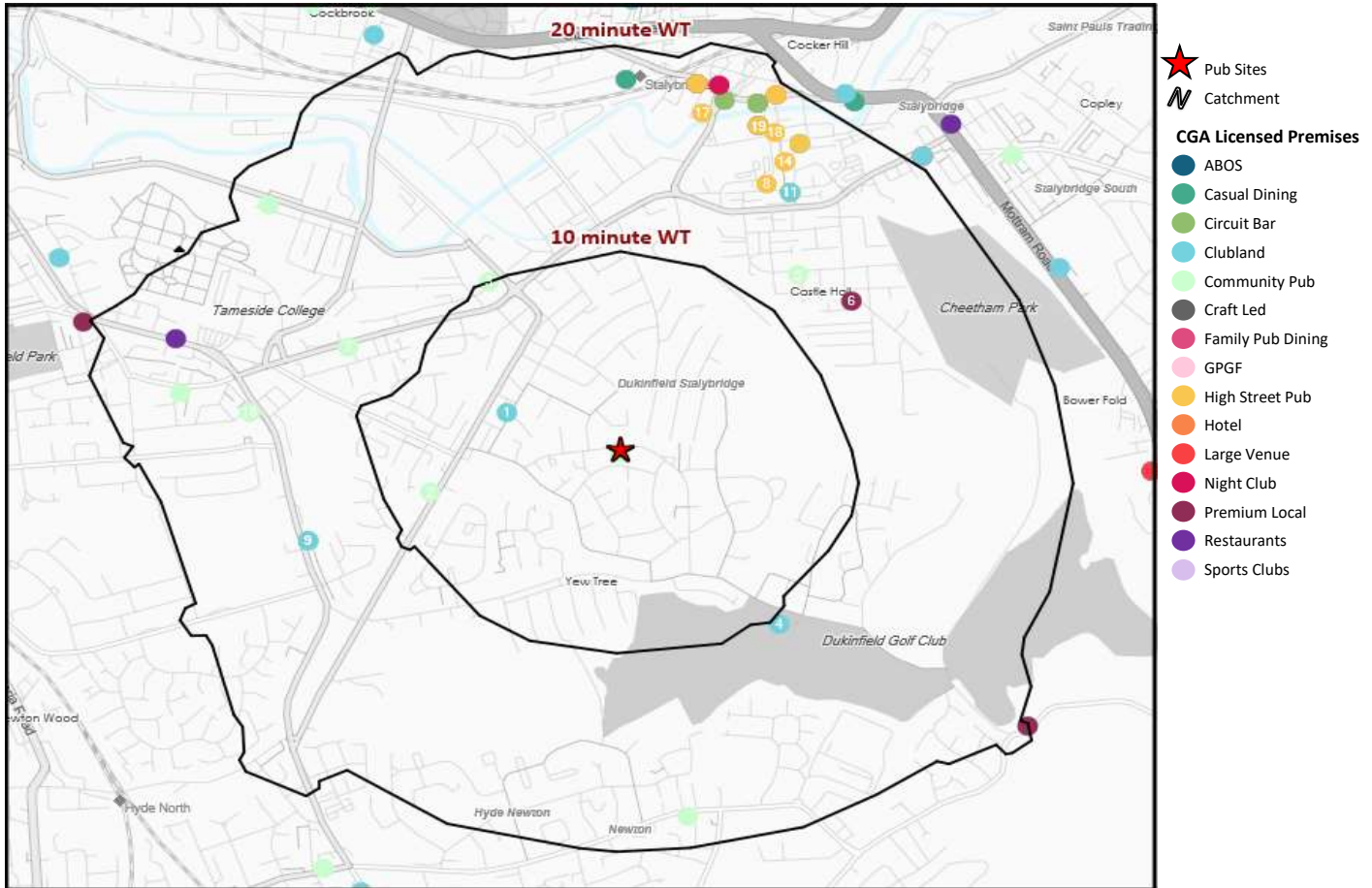
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Forester	SK16 5EW	Star Pubs & Bars	Community Pub	0.0
1	Stalybridge & Dukinfield Bowling Club	SK16 5JP	Independent Free	Clubland	0.2
2	Lodge Hotel	SK16 5JY	Admiral Taverns Ltd	Community Pub	0.3
3	Astley Arms	SK15 1TF	Red Oak Taverns	Community Pub	0.4
4	Dukinfield Golf Club	SK16 5GF	Independent Free	Clubland	0.4
5	Lord Stamford	SK15 2DX	Amber Taverns	Community Pub	0.5
6	British Protection	SK15 2HB	Marston's	Premium Local	0.5
7	Masons Arms	SK16 5NT	Independent Free	Community Pub	0.5
8	Legendz	SK15 1RR	Unknown	High Street Pub	0.6
9	Dukinfield Town Football Club	SK16 5AP	Independent Free	Clubland	0.6
9	Dukinfield Rugby Club	SK16 5AP	Independent Free	Clubland	0.6
11	Society Rooms	SK15 2JN	Wetherspoons GB	Circuit Bar	0.6
11	Bohemian Lounge	SK15 2JN	Independent Free	High Street Pub	0.6
11	Staly Vegas Pool Bar & Snooker Club	SK15 2JN	Independent Free	Clubland	0.6
14	Bridge Beers	SK15 2JJ	Independent Free	High Street Pub	0.6
14	Crafty Pint	SK15 2JJ	Independent Free	High Street Pub	0.6
16	Wheatsheaf Inn	SK16 4AJ	Marston's	Community Pub	0.6
17	Bridge Inn	SK15 2AH	Dukedom Ltd	High Street Pub	0.7
18	Judges Bar	SK15 2JE	Independent Free	High Street Pub	0.7
19	Vevas Indo Bistro	SK15 1NX	Independent Free	Restaurants	0.7
19	Gladstone Barber & Bistro	SK15 1NX	Independent Free	High Street Pub	0.7

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Per Pub Analysis - Forester Dukinfield

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*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+	6,168	14,809	541,725
Number of Competition Pubs	5	37	654
Adults 18+ per Competition Pub	1,234	400	828

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	255	4.1%	51
Circuit Bar	0	296	4.8%	118
Community Pub	3	1,690	27.4%	143
Craft Led	0	182	3.0%	86
Great Pub Great Food	0	678	11.0%	62
High Street Pub	0	1,571	25.5%	138
Premium Local	0	872	14.1%	86

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	759	5.1%	64
Circuit Bar	3	774	5.2%	129
Community Pub	9	3,692	24.9%	130
Craft Led	0	512	3.5%	100
Great Pub Great Food	0	1,414	9.5%	54
High Street Pub	12	3,519	23.8%	129
Premium Local	2	1,786	12.1%	73

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	34,706	6.4%	80
Circuit Bar	15	31,524	5.8%	144
Community Pub	210	132,493	24.5%	128
Craft Led	0	21,548	4.0%	115
Great Pub Great Food	7	50,988	9.4%	53
High Street Pub	98	131,222	24.2%	131
Premium Local	65	65,351	12.1%	73

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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
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"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	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• 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 7 categories, 22 groups and 65 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.

Sparsity

Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

1 2 3	4 5 6 7 8 9 10 11 12	13 14 15 16	17 18 19 20
Metropolitan	Large Urban	Small Urban	Rural