CACI

Catchment Summary - Fox Pub & Kitchen Manchester
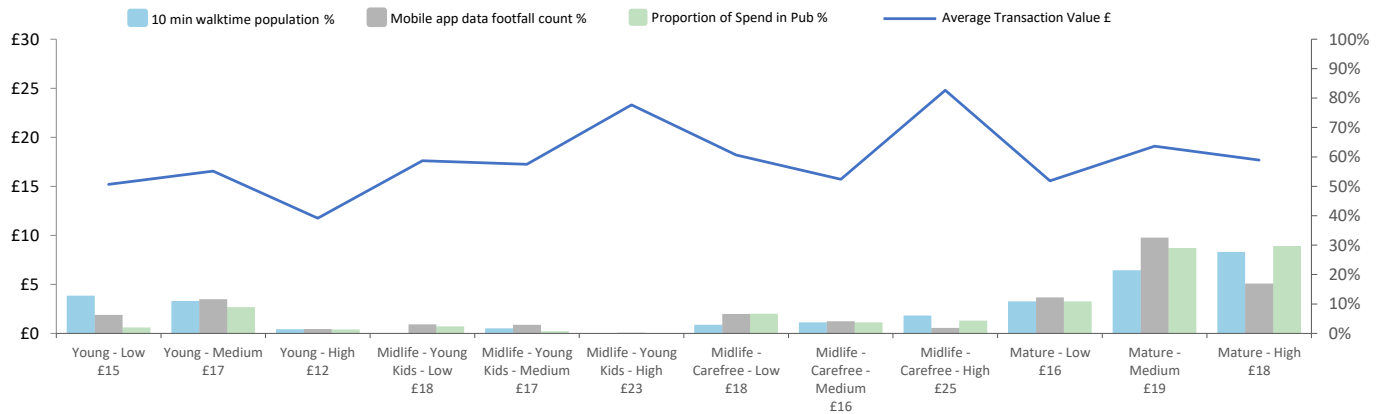
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
508841	Fox Pub & Kitchen Manchester	M 41 8QW	Star Pubs & Bars	Premium Local	8

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 £

See the Glossary page for further information on the above variables

Catchment Summary - Fox Pub & Kitchen Manchester

*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	3,678	14,292	454,317	69	77	103

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	2,885	11,202	356,876	64	73	102
	Competition Pubs	1	6	367	6	17	88
	Adults 18+ per Competition Pub	2,885	1,867	972	336	217	113
	% Adults Likely to Drink	79.0%	79.3%	77.3%	104	104	101
Affluence	Low	26.8%	26.9%	33.2%	81	81	100
	Medium	38.0%	45.6%	36.4%	100	120	95
	High	35.2%	26.9%	29.8%	129	98	109

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	285	1,013	35,353	95	87	96
	25-34	388	1,529	71,362	79	80	118
	35-44	449	1,782	67,243	92	94	112
	45-64	1,075	3,957	110,650	114	108	95
	65+	688	2,921	72,268	97	106	83
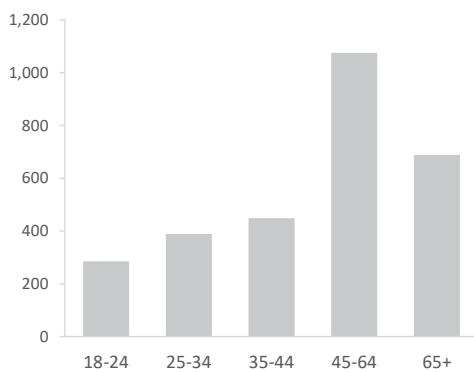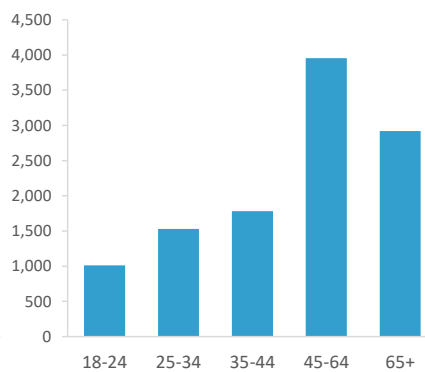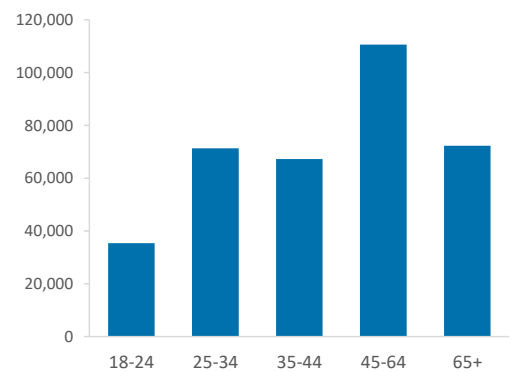
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,750 (48%)	6,893 (48%)	223,789 (49%)	97	98	101
	Female	1,928 (52%)	7,399 (52%)	230,528 (51%)	103	101	99
Economic Status (16+)	Employed: Full-time	1,053 (35%)	4,377 (38%)	145,766 (40%)	102	110	115
	Employed: Part-time	394 (13%)	1,398 (12%)	41,919 (11%)	110	101	96
	Self employed	236 (8%)	878 (8%)	29,585 (8%)	85	82	87
	Unemployed	84 (3%)	273 (2%)	11,248 (3%)	101	85	111
	Full-time student	42 (1%)	198 (2%)	8,241 (2%)	59	72	94
	Retired	715 (24%)	2,864 (25%)	68,354 (19%)	109	113	85
	Other	481 (16%)	1,607 (14%)	62,366 (17%)	92	80	97
	Total Worker Count	521	3,409	221,013			

See the Glossary page for further information on the above variables

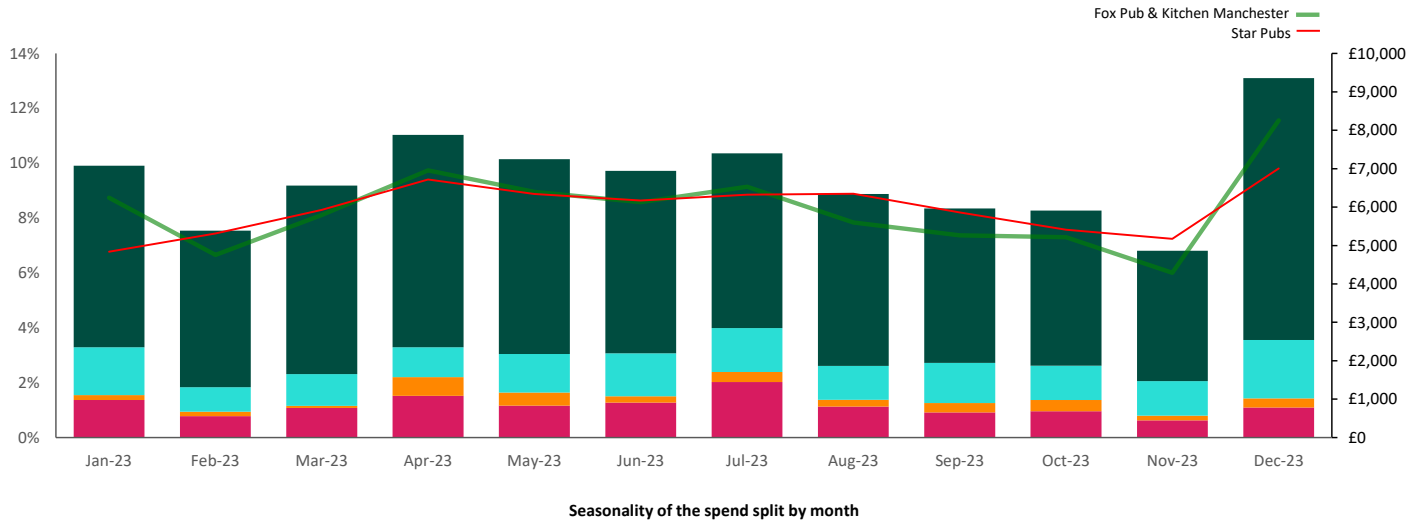# Transactional Data Summary - Fox Pub & Kitchen Manchester

star
PUBS & BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	2.1%
Young - Medium	8.9%
Young - High	1.3%
Midlife - Young Kids - Low	2.4%
Midlife - Young Kids - Medium	0.8%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	6.7%
Midlife - Carefree - Medium	3.8%
Midlife - Carefree - High	4.4%
Mature - Low	10.9%
Mature - Medium	29.1%
Mature - High	29.7%

Percentage of total sales split by Polaris Plus segment within the pub
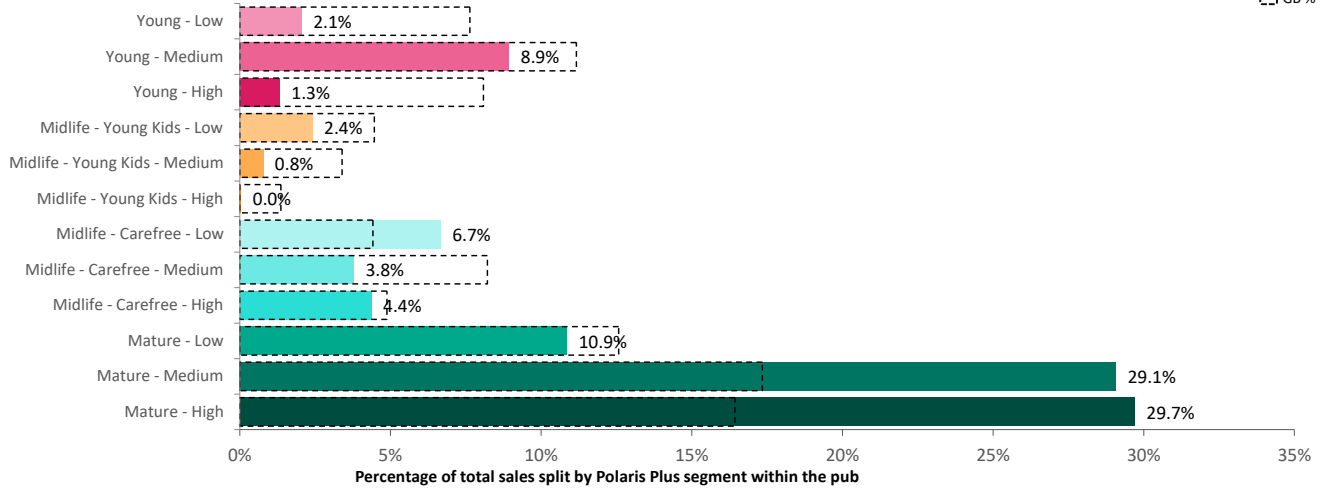
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	2.0%
Young - Medium	10.0%
Young - High	2.0%
Midlife - Young Kids - Low	2.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	6.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	3.0%
Mature - Low	12.0%
Mature - Medium	27.0%
Mature - High	30.0%
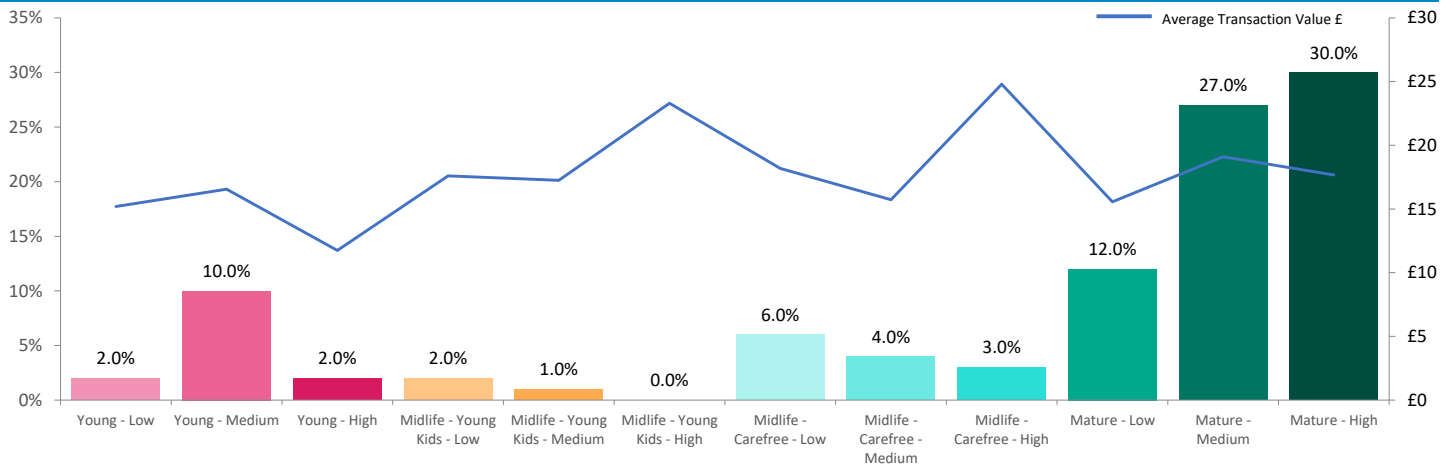
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Fox Pub & Kitchen Manchester
Star Pubs
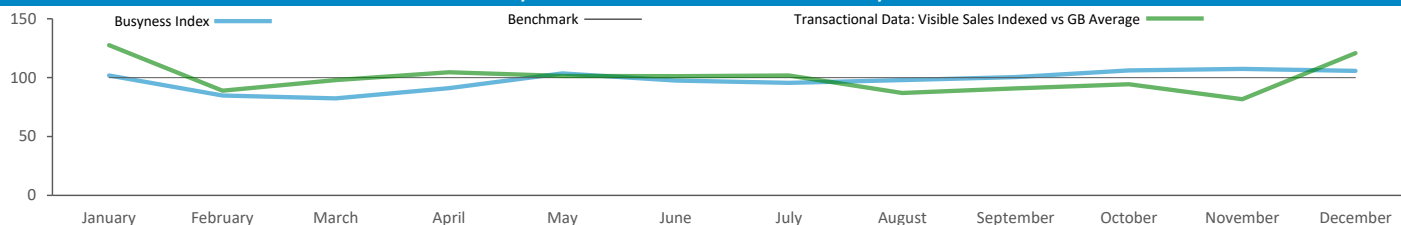

Seasonality of the spend split by month

Mobile Data Summary - Fox Pub & Kitchen Manchester
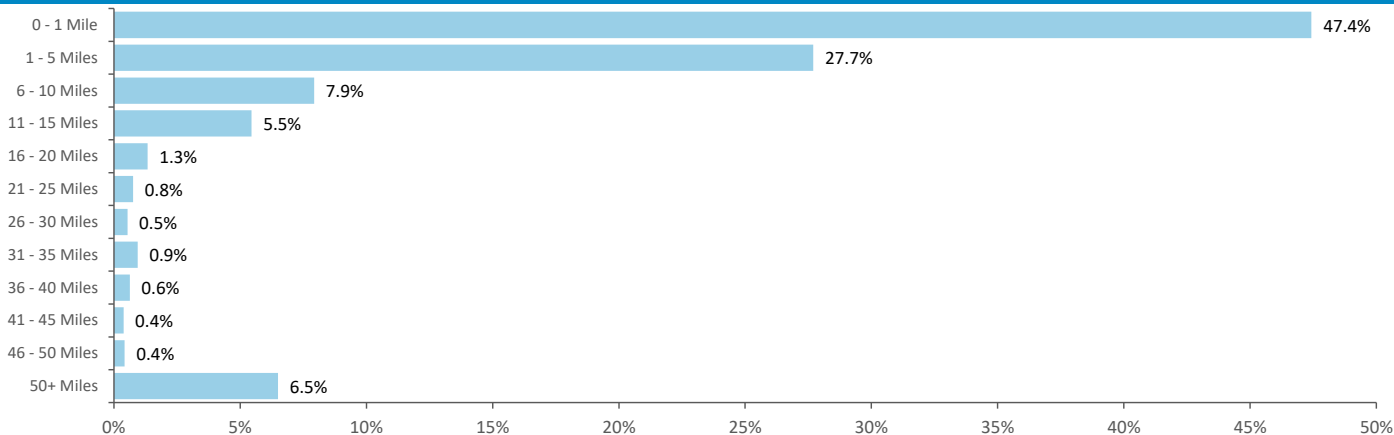
star PUBS&BARS

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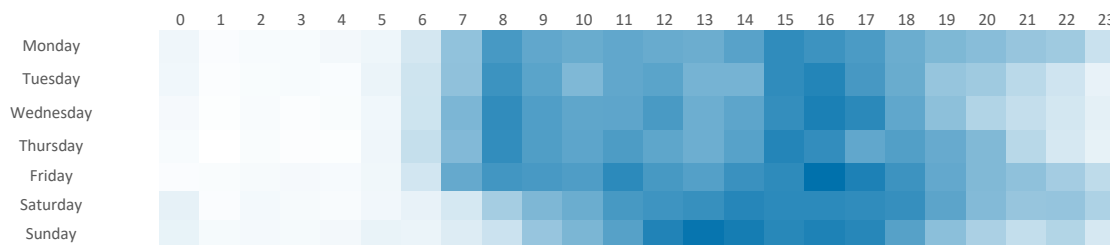
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	47.4%
1 - 5 Miles	27.7%
6 - 10 Miles	7.9%
11 - 15 Miles	5.5%
16 - 20 Miles	1.3%
21 - 25 Miles	0.8%
26 - 30 Miles	0.5%
31 - 35 Miles	0.9%
36 - 40 Miles	0.6%
41 - 45 Miles	0.4%
46 - 50 Miles	0.4%
50+ Miles	6.5%

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

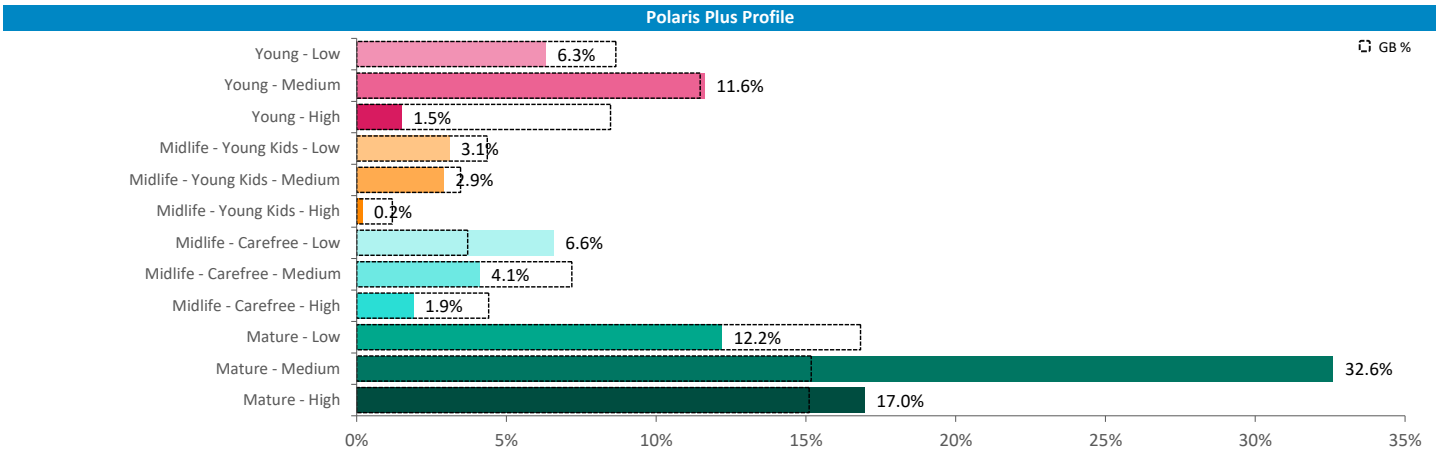## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	54.3%
Worker	21.4%
Tourist	9.6%
Local Tourist	14.7%
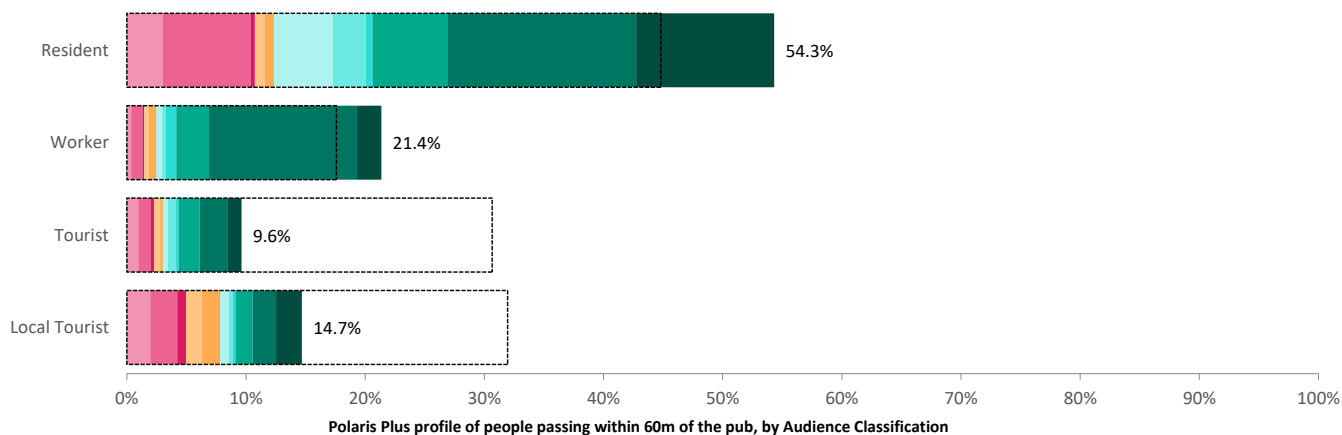
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Fox Pub & Kitchen Manchester

star PUBS & BARS

Polaris Plus Profile

GB %

Category	Value
Young - Low	6.3%
Young - Medium	11.6%
Young - High	1.5%
Midlife - Young Kids - Low	3.1%
Midlife - Young Kids - Medium	2.9%
Midlife - Young Kids - High	0.2%
Midlife - Carefree - Low	6.6%
Midlife - Carefree - Medium	4.1%
Midlife - Carefree - High	1.9%
Mature - Low	12.2%
Mature - Medium	32.6%
Mature - High	17.0%

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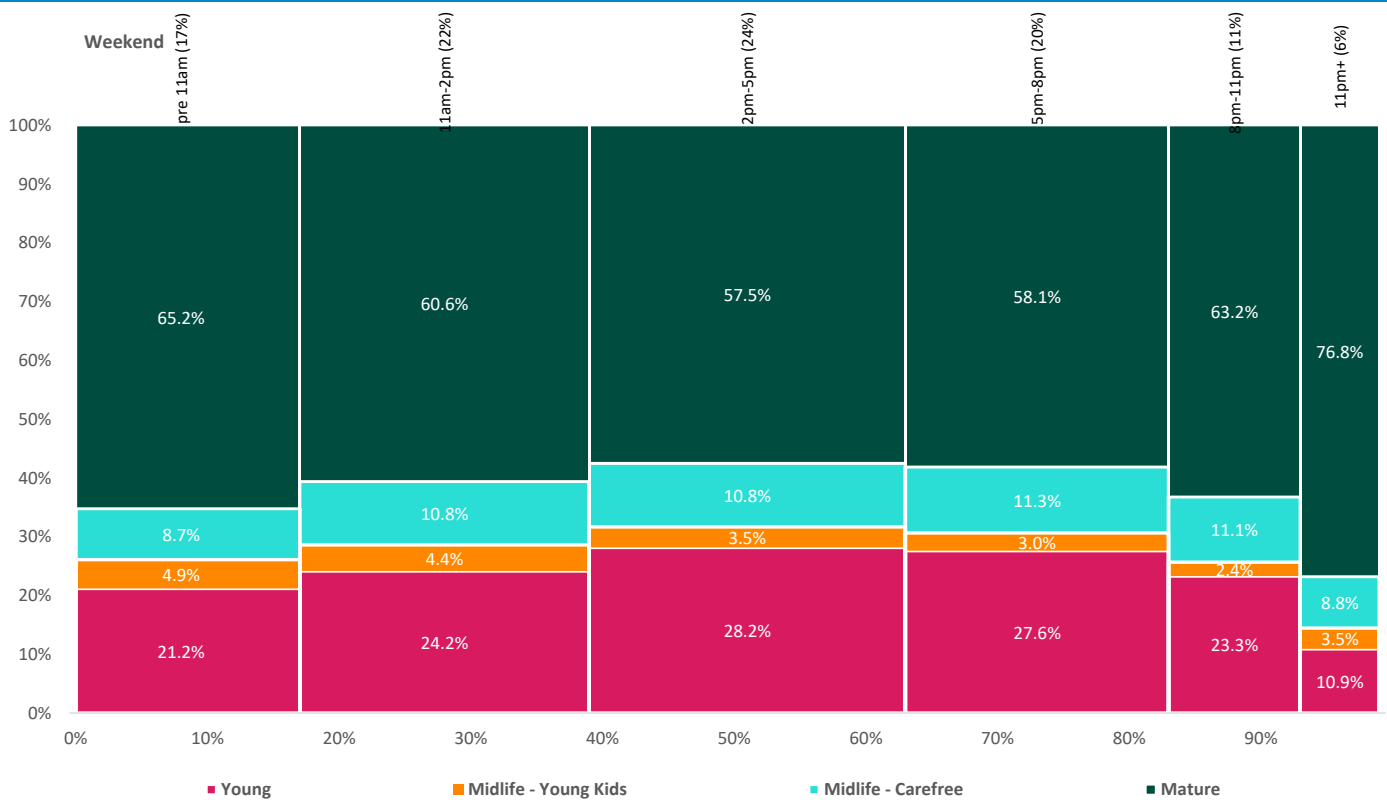
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	47.7%
1 - 5 Miles	28.0%
6 - 10 Miles	7.9%
11 - 15 Miles	5.5%
16 - 20 Miles	1.3%
21 - 25 Miles	0.7%
26 - 30 Miles	0.5%
31 - 35 Miles	1.0%
36 - 40 Miles	0.6%
41 - 45 Miles	0.4%
46 - 50 Miles	0.4%
50+ Miles	6.0%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
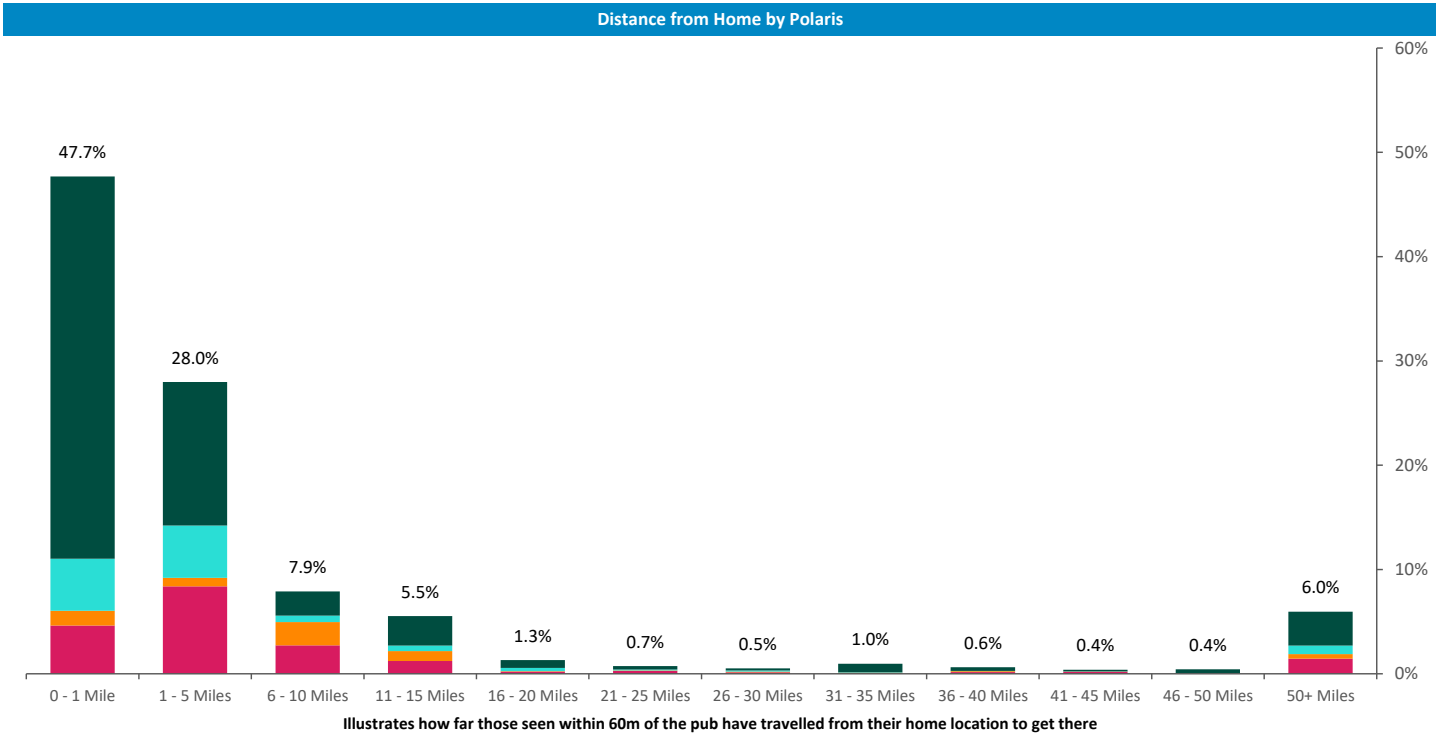
Mobile Data Summary - Fox Pub & Kitchen Manchester

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

Weekday

pre 11am (28%) | 11am-2pm (18%) | 2pm-5pm (22%) | 5pm-8pm (18%) | 8pm-11pm (10%) | 11pm+ (4%)

	pre 11am (28%)	11am-2pm (18%)	2pm-5pm (22%)	5pm-8pm (18%)	8pm-11pm (10%)	11pm+ (4%)
Mature	57.1%	54.5%	59.4%	62.6%	65.5%	73.8%
Midlife - Carefree	10.7%	9.8%	10.0%	9.4%	8.7%	5.8%
Midlife - Young Kids	7.0%	6.0%	5.0%	4.4%	3.9%	3.5%
Young	25.2%	29.8%	25.6%	23.5%	22.0%	16.9%

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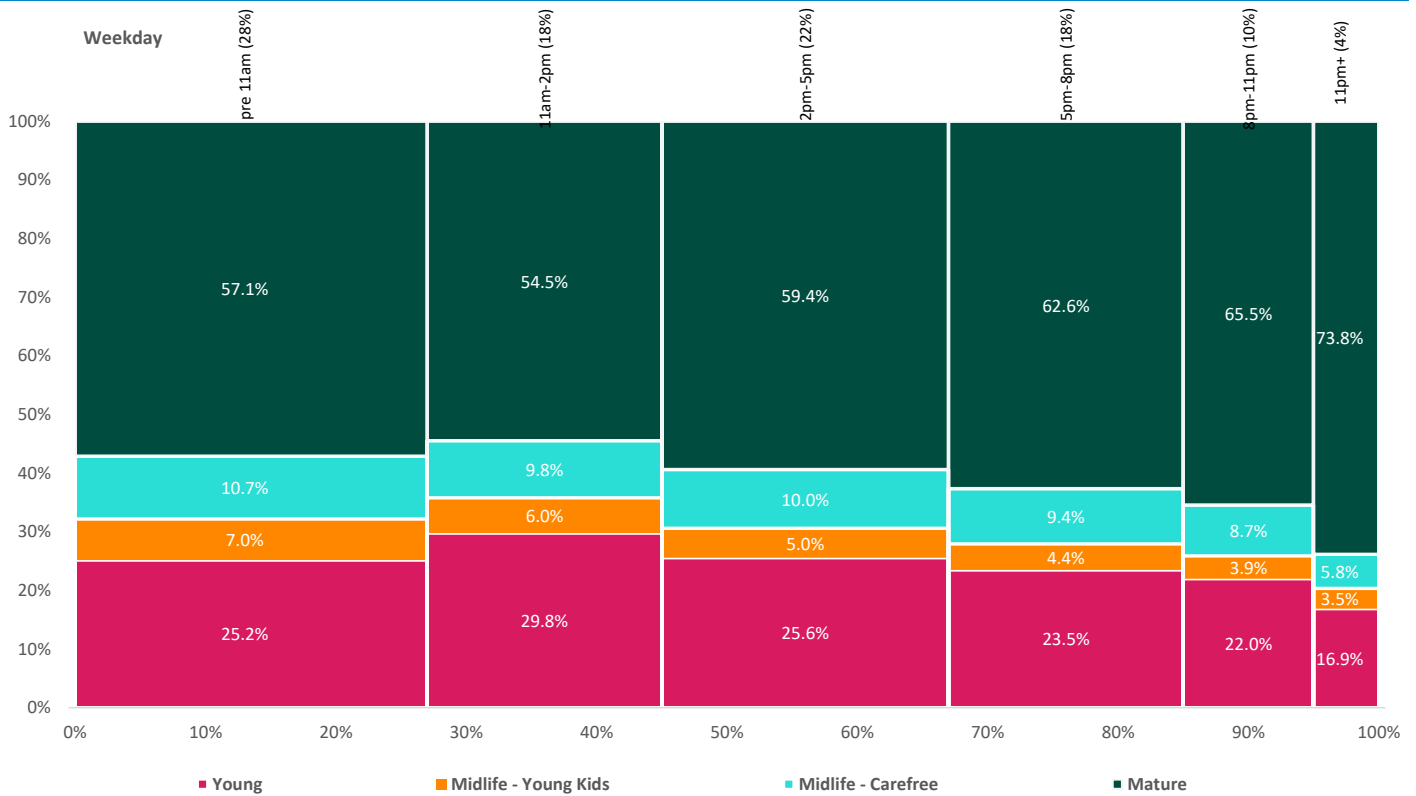
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (17%) | 11am-2pm (22%) | 2pm-5pm (24%) | 5pm-8pm (20%) | 8pm-11pm (11%) | 11pm+ (6%)

	pre 11am (17%)	11am-2pm (22%)	2pm-5pm (24%)	5pm-8pm (20%)	8pm-11pm (11%)	11pm+ (6%)
Mature	65.2%	60.6%	57.5%	58.1%	63.2%	76.8%
Midlife - Carefree	8.7%	10.8%	10.8%	11.3%	11.1%	8.8%
Midlife - Young Kids	4.9%	4.4%	3.5%	3.0%	2.4%	3.5%
Young	21.2%	24.2%	28.2%	27.6%	23.3%	10.9%

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 - Fox Pub & Kitchen Manchester

star
PUBS & BARS

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

★ Pub Sites
Ɲ Catchment
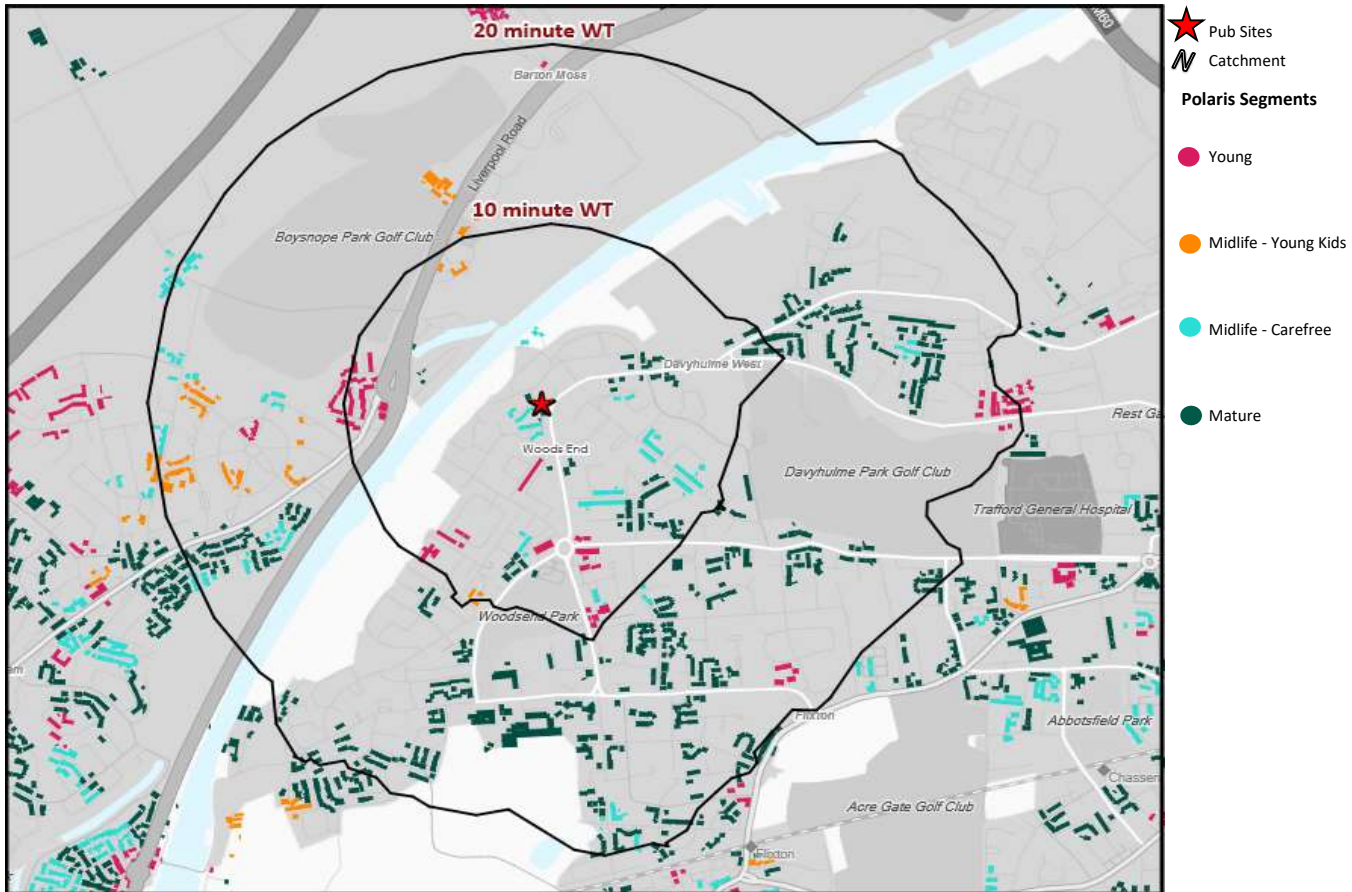
Polaris Profile by Catchment

*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	729	999	124,753	92	32	127
Midlife - Young Kids	54	977	26,663	17	80	68
Midlife - Carefree	369	1,419	43,377	81	80	77
Mature	1,733	7,742	159,654	135	156	101
Not Private Households	0	65	2,429	0	44	52
Total	2,885	11,202	356,876			

Polaris Plus Summary - Fox Pub & Kitchen Manchester

Legend:

★ Pub Sites
Ⓝ Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
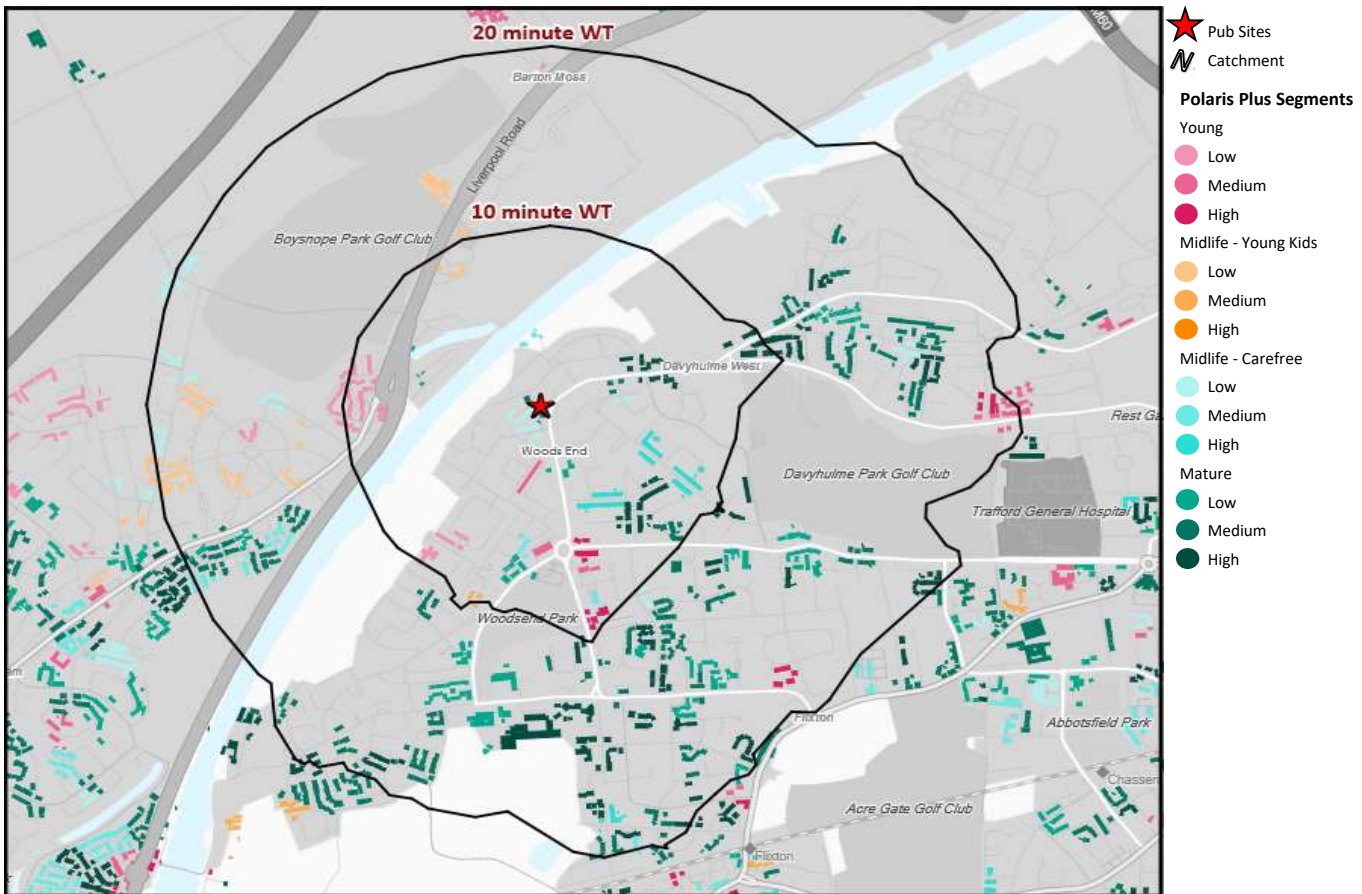
Polaris Plus Profile by Catchment

*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						
Low	370	495	42,969	131	45	123
Medium	318	410	46,303	100	33	118
High	41	94	35,481	21	12	148
Midlife - Young Kids						
Low	5	875	16,313	3	142	83
Medium	49	102	8,740	39	21	57
High	0	0	1,610	0	0	40
Midlife - Carefree						
Low	85	730	24,827	70	155	165
Medium	108	327	13,758	52	41	54
High	176	362	4,792	137	73	30
Mature						
Low	314	915	34,215	79	59	70
Medium	620	4,272	61,109	137	243	109
High	799	2,555	64,330	185	152	120
Not Private Households	0	65	2,429	0	44	52
Total	2,885	11,202	356,876			

CGA Summary - Fox Pub & Kitchen Manchester

star PUBS & BARS

Legend:
- ★ Pub Sites
- Ŋ 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
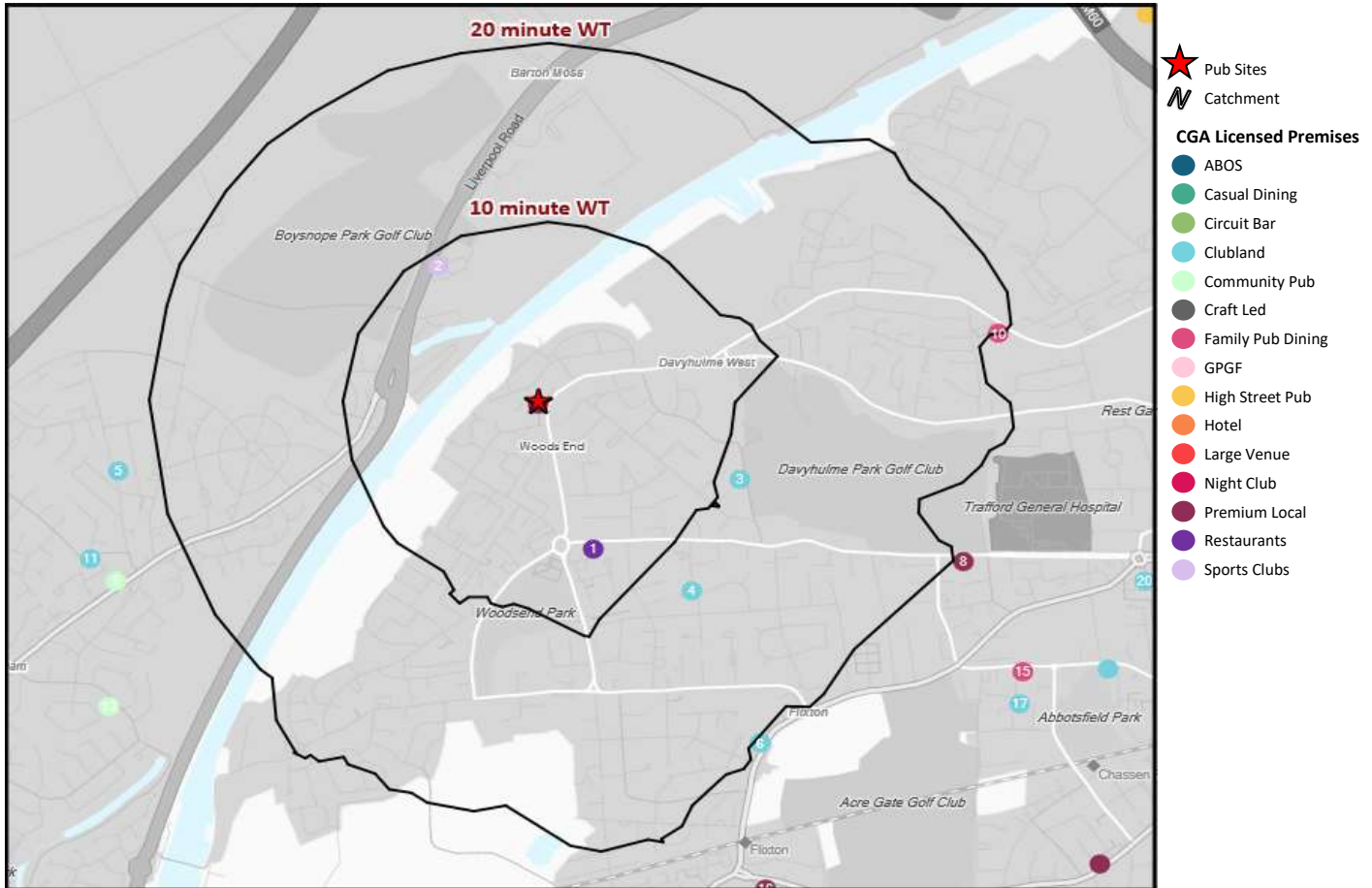
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Fox & Hounds	M 41 8QW	Star Pubs & Bars	Premium Local	0.0
1	Shamnah Tandoori	M 41 8TW	Independent Free	Restaurants	0.3
2	Boysnope Park Golf Club	M 30 7RF	Independent Free	Sports Clubs	0.3
3	Davyhulme Park Golf Club	M 41 8SA	Independent Free	Clubland	0.4
4	Flixton Cricket Club	M 41 8UU	Independent Free	Clubland	0.5
5	Irlam Town Football Club	M 44 6HR	Independent Free	Clubland	0.8
6	John Alker Club	M 41 6QY	Independent Free	Clubland	0.8
6	Old Stretfordians Football Club	M 41 6QY	Independent Free	Clubland	0.8
8	Garricks Head	M 41 5SH	Punch Pub Company	Premium Local	0.9
9	D Grand Haveli	M 44 6FF	Independent Free	Community Pub	0.9
10	Bent Brook	M 41 7NW	Greene King	Family Pub Dining	0.9
11	Higher Irlam Social Club	M 44 6JS	Independent Free	Clubland	0.9
12	Runway 26	M 30 7SA	Independent Free	High Street Pub	0.9
13	Boat House Inn	M 44 6DN	Greene King	Community Pub	1.0
14	Tiger Moth	M 44 6PT	Independent Free	Community Pub	1.0
15	Bird In The Hand	M 41 5DN	Star Pubs & Bars	Family Pub Dining	1.1
16	Church Inn	M 41 6HS	Greene King	Premium Local	1.1
17	North Trafford Football Club	M 41 5DL	Independent Free	Clubland	1.1
18	Aj Bell Stadium	M 30 7EY	Independent Free	Large Venue	1.2
18	Barley Farm	M 30 7EY	Greene King	GPGF	1.2
20	Flixton Academy Of Performing Arts	M 41 5SQ	Independent Free	Clubland	1.2

Per Pub Analysis - Fox Pub & Kitchen Manchester

🟩	**Over GB Average**
⬜	**Around GB Average**
🟥	**Under GB Average**

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,885	11,202	356,876
Number of Competition Pubs	1	6	367
Adults 18+ per Competition Pub	2,885	1,867	972

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	185	6.4%	79
Circuit Bar	0	112	3.9%	96
Community Pub	0	498	17.3%	90
Craft Led	0	74	2.6%	75
Great Pub Great Food	0	664	23.0%	130
High Street Pub	0	490	17.0%	92
Premium Local	1	669	23.2%	141

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	383	3.4%	42
Circuit Bar	0	189	1.7%	42
Community Pub	0	2,351	21.0%	110
Craft Led	0	106	0.9%	27
Great Pub Great Food	0	2,315	20.7%	117
High Street Pub	0	2,256	20.1%	109
Premium Local	1	2,480	22.1%	134

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	33,622	9.4%	117
Circuit Bar	21	14,279	4.0%	99
Community Pub	58	61,169	17.1%	90
Craft Led	0	15,288	4.3%	124
Great Pub Great Food	14	69,167	19.4%	110
High Street Pub	65	61,870	17.3%	94
Premium Local	42	60,469	16.9%	103

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