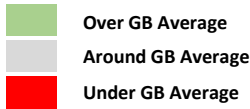


Catchment Summary - Hesketh Tavern Stockport



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*WT= Walktime, **DT= Drivetime

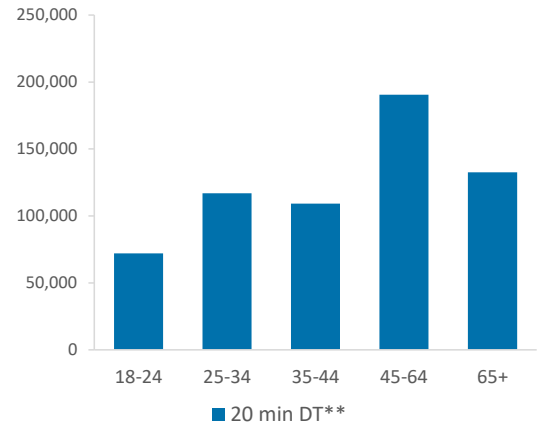
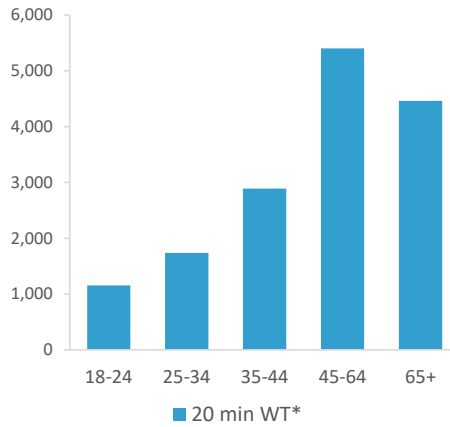
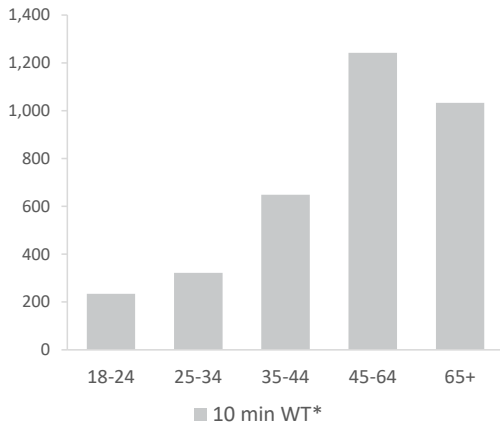
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,487	20,287	798,419	85	139	210
Adults 18+	3,480	15,645	621,123	80	87	208
Competition Pubs	10	16	647	67	50	179
Adults 18+ per Competition Pub	348	978	960	42	118	116
% Adults Likely to Drink	85.8%	85.3%	82.4%	104	103	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	8.5%	7.2%	24.8%	33	28	97
	Medium	35.9%	43.3%	36.9%	91	110	94
	High	55.6%	49.5%	37.2%	166	148	111

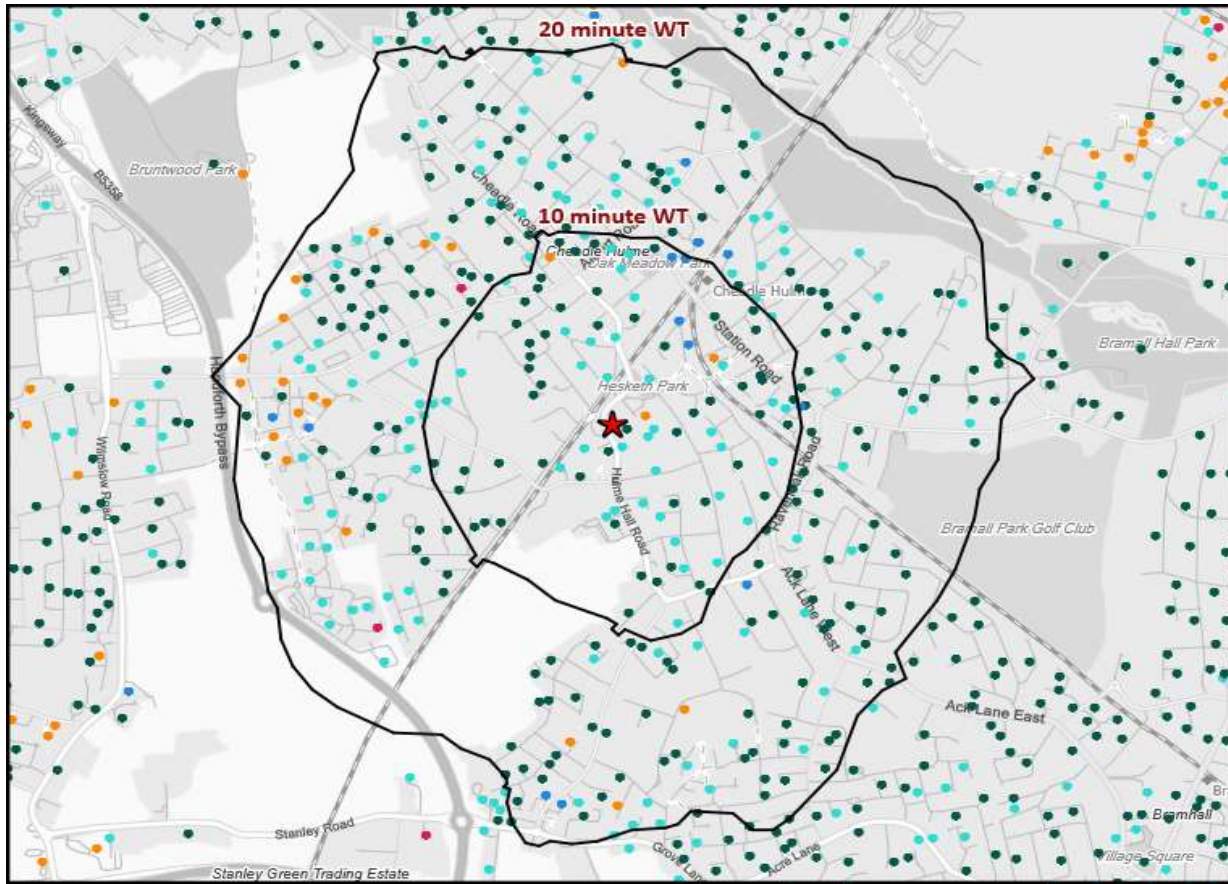
*Affluence does not include Not Private Households

Age Profile	18-24	234	1,153	72,058	64	70	111
	25-34	322	1,737	116,844	54	64	110
	35-44	649	2,889	109,128	112	111	106
	45-64	1,242	5,405	190,545	108	104	93
	65+	1,033	4,461	132,548	120	115	87



	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	2,218 (49%)	9,906 (49%)	395,012 (49%)	100	99	100
	Female	2,269 (51%)	10,381 (51%)	403,407 (51%)	100	101	100
Economic Status (16-74)							
	Employed: Full-time	1,360 (45%)	6,022 (43%)	234,656 (41%)	107	104	98
	Employed: Part-time	415 (14%)	2,016 (15%)	71,388 (12%)	105	112	95
	Self employed	331 (11%)	1,394 (10%)	51,508 (9%)	114	105	94
	Unemployed	40 (1%)	216 (2%)	13,456 (2%)	55	66	98
	Retired	480 (16%)	2,303 (17%)	71,814 (12%)	114	120	90
	Other	418 (14%)	1,929 (14%)	133,072 (23%)	70	70	117
Total Worker Count		3,288	9,203	364,522			

See the Glossary page for further information on the above variables



- 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	0	69	83,302	0	5	150
Young Adult - Showing I'm Cool	165	669	59,251	52	46	104
Midlife - Young Kids	78	768	163,896	7	16	84
Midlife - Carefree	1,346	5,359	133,159	184	163	102
Mature	1,891	8,777	174,697	194	201	101
Not Private Households	0	3	6,818	0	1	76
Total	3,480	15,645	621,123			

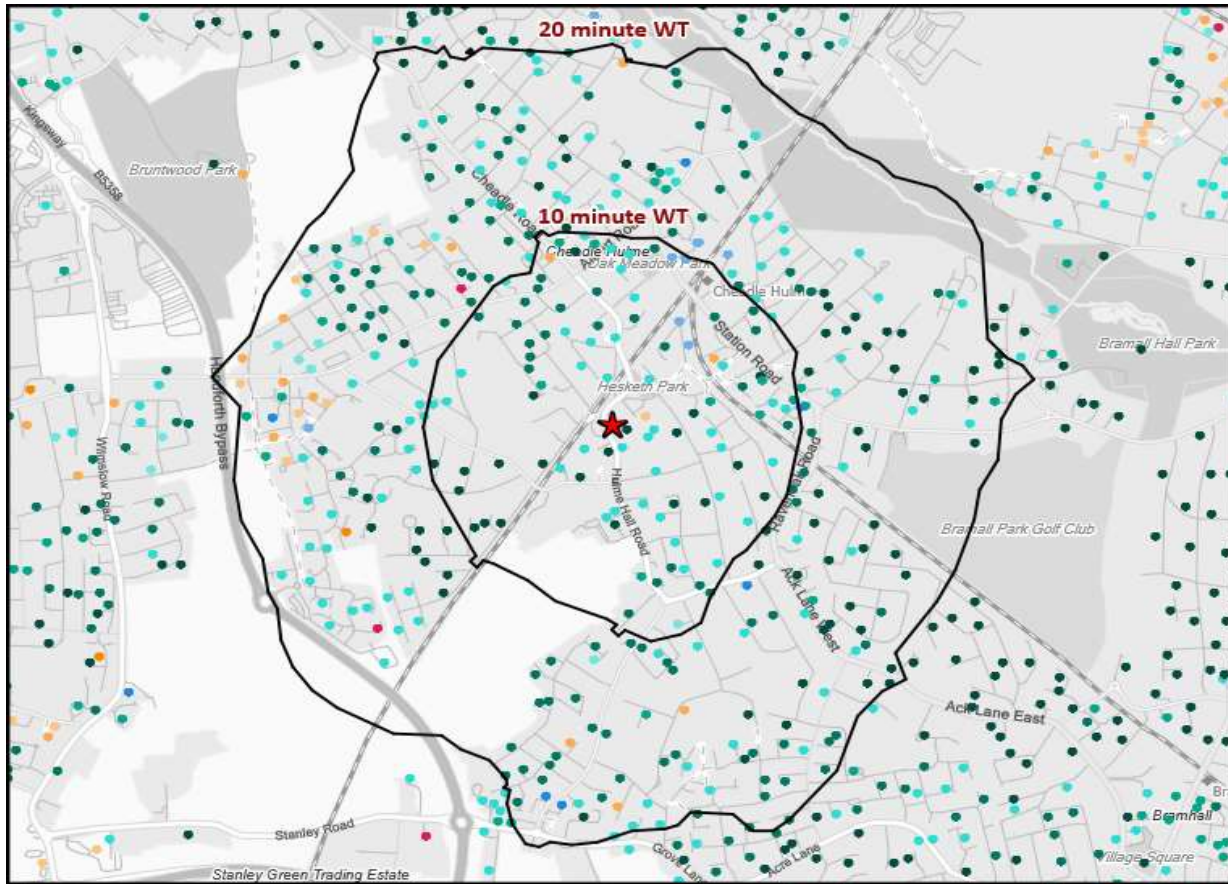
Polaris Summary - Hesketh Tavern Stockport



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★ Pub Sites



★ Pub Sites
 N 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	28,706	0	0	110
Medium	0	0	15,613	0	0	184
High	0	69	38,983	0	13	186
Young Adult - Showing I'm Cool						
Low	0	0	853	0	0	13
Medium	158	418	24,094	123	72	105
High	7	251	34,304	4	36	123
Midlife - Young Kids						
Low	36	318	75,465	9	18	109
Medium	42	390	74,504	8	17	80
High	0	60	13,927	0	7	42
Midlife - Carefree						
Low	0	0	16,488	0	0	78
Medium	0	470	36,853	0	45	88
High	1,346	4,889	79,818	354	286	118
Mature						
Low	261	811	32,408	126	87	88
Medium	1,048	5,493	78,244	238	277	100
High	582	2,473	64,045	178	168	110
Not Private Households	0	3	6,818	0	1	76

Polaris Summary - Hesketh Tavern Stockport



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Total

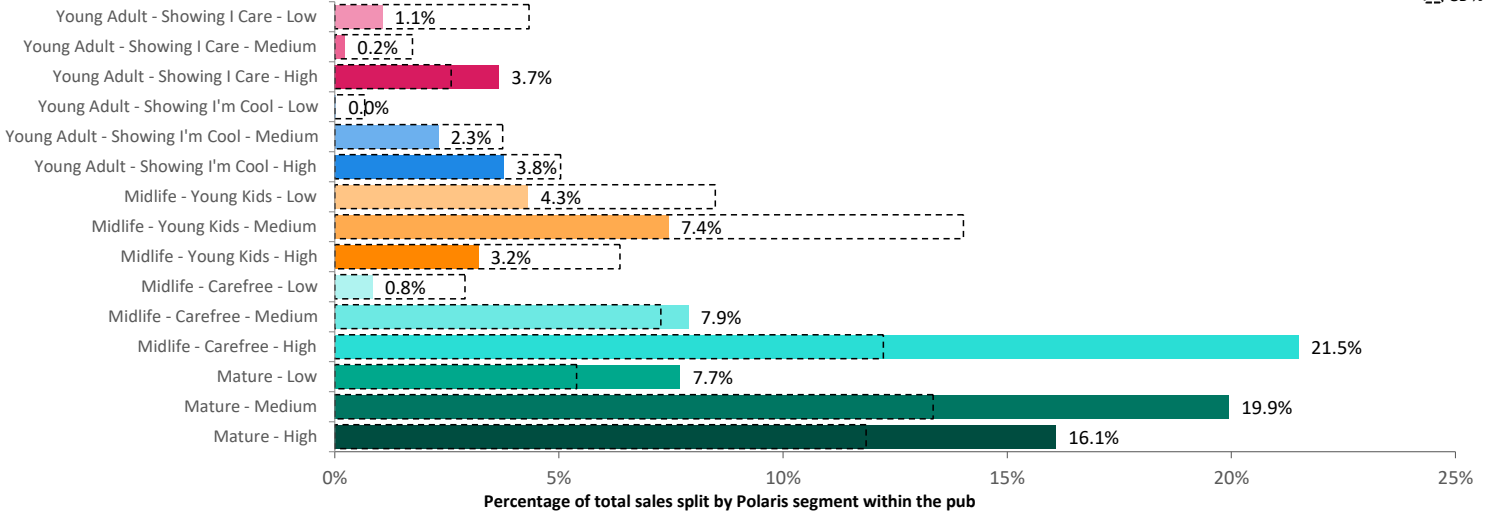
3,480

15,645

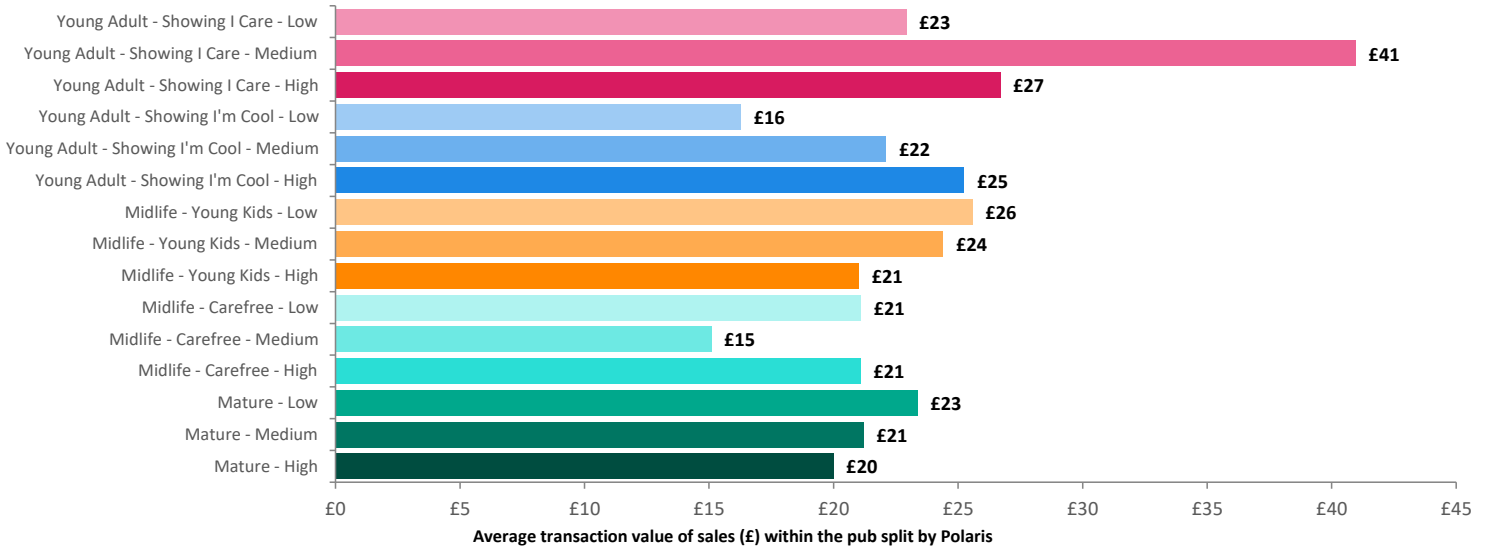
621,123

Spend by Polaris

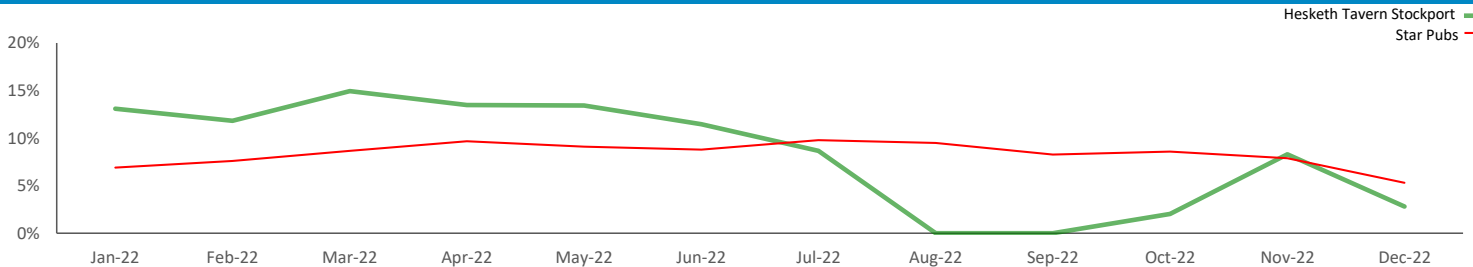
GB %



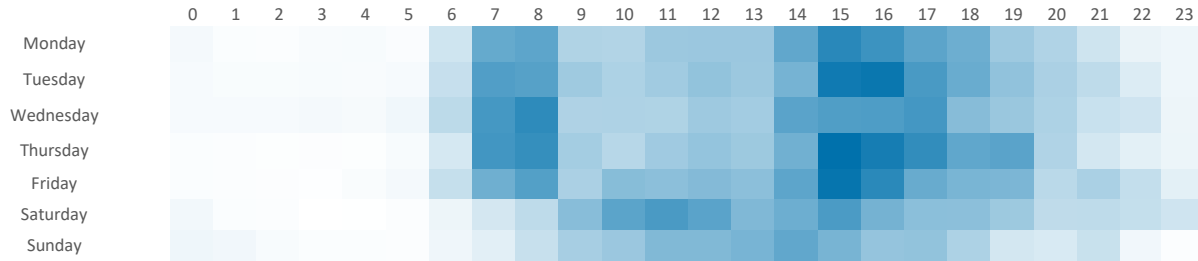
Average Transaction Values (£) by Polaris



Spend by Month

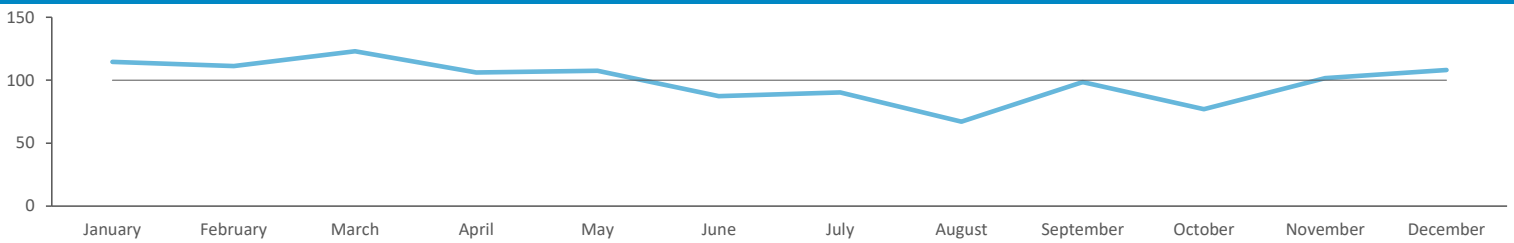


Time of Day/Day of Week



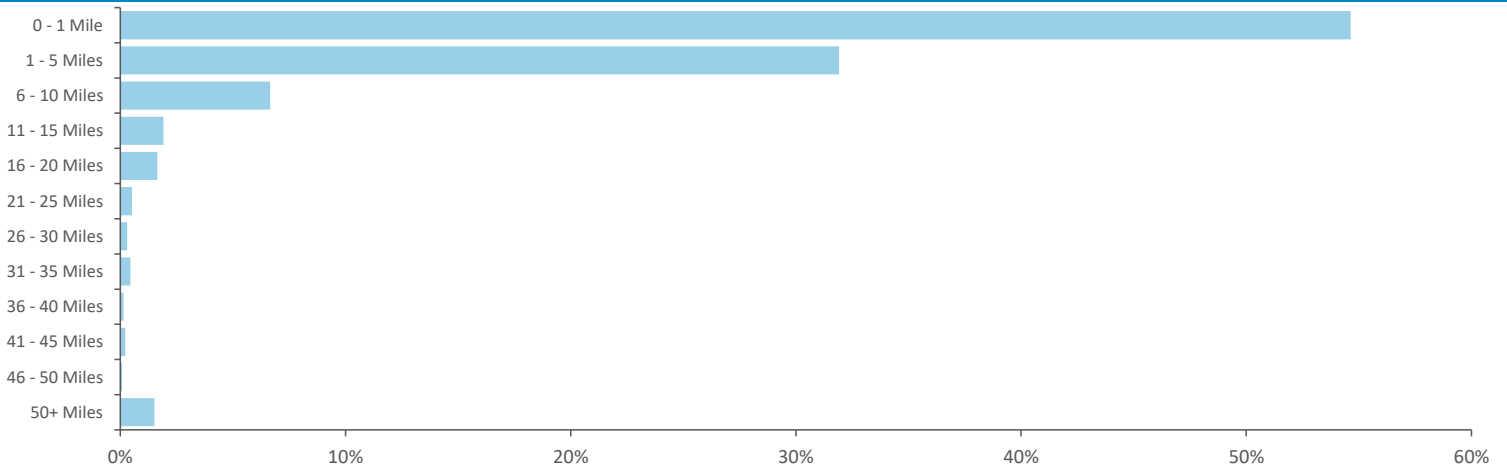
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



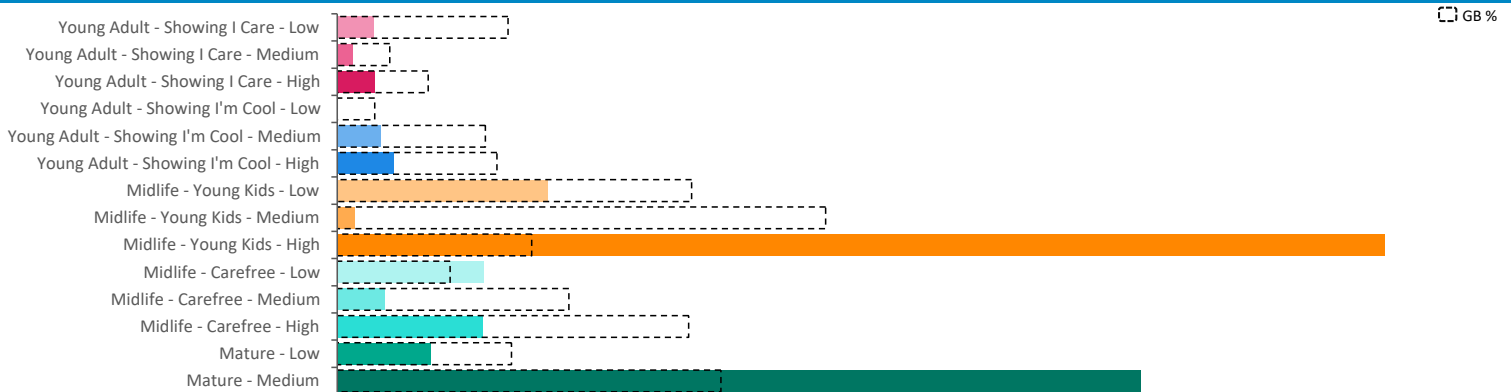
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

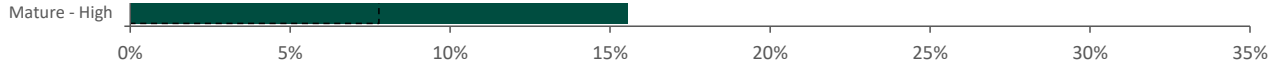


Mobile Data Summary - Hesketh Tavern Stockport

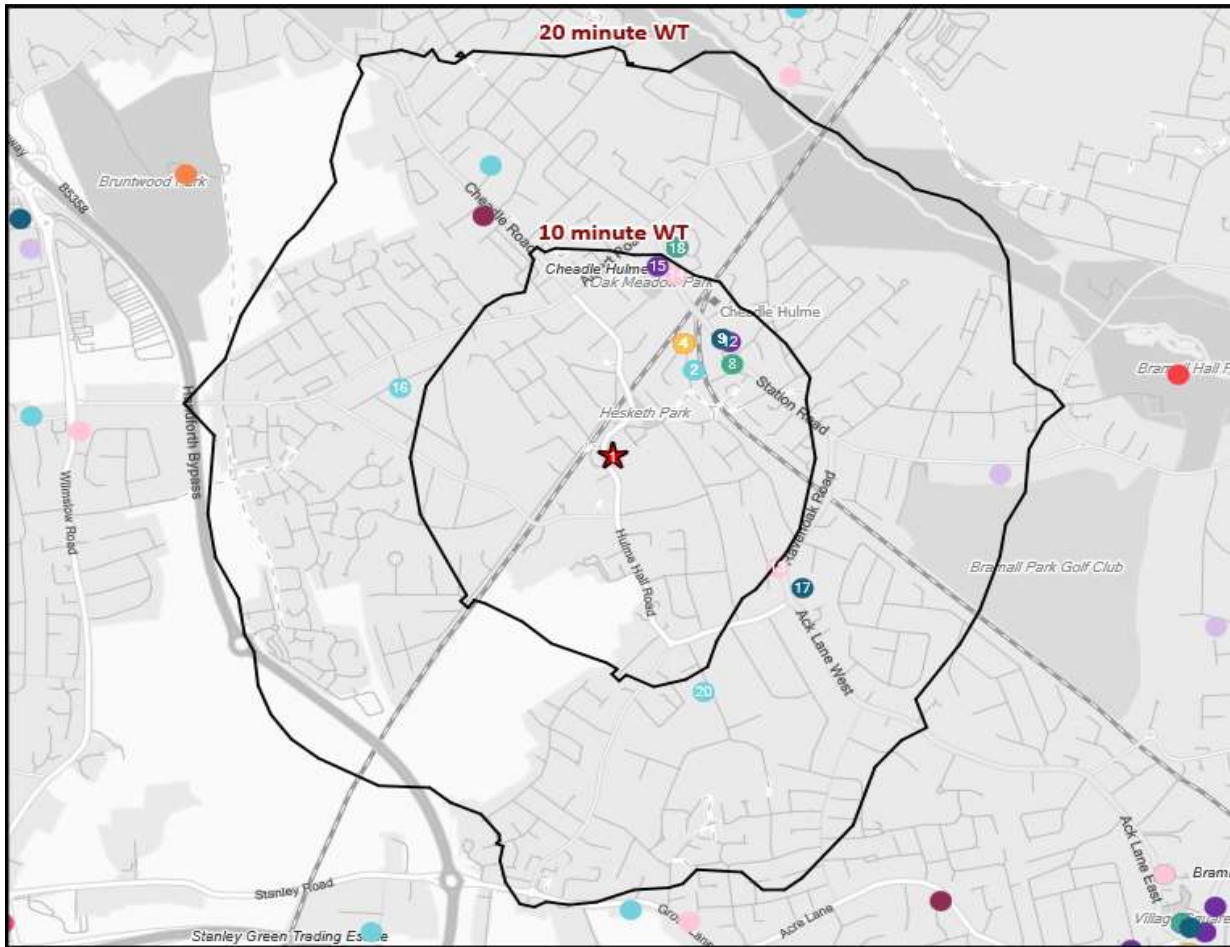


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Time of Day/Day of Week



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



- 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	Hesketh	SK 8 6JZ	Star Pubs & Bars	GPGF	0.0
2	Cheadle Hulme Bridge Club	SK 8 5AT	Independent Free	Clubland	0.2
2	Cheadle Hulme Conservative Club	SK 8 5AT	Independent Free	Clubland	0.2
4	Chads Theatre Company	SK 8 5AU	Independent Free	Large Venue	0.3
4	Archive	SK 8 5AU	Independent Free	High Street Pub	0.3
4	Cheadle Hulme Am Dramatics	SK 8 5AU	Independent Free	Large Venue	0.3
4	Chiverton Tap	SK 8 5AU	Independent Free	High Street Pub	0.3
8	Loona Restaurant	SK 8 7AB	Independent Free	Casual Dining	0.3
9	John Millington	SK 8 7AA	Hydes Anvil	GPGF	0.3
9	Platform 5	SK 8 7AA	Holt	Family Pub Dining	0.3
9	Inventery	SK 8 7AA	Independent Free	ABOS	0.3
12	Gusto	SK 8 7BS	Gusto Restaurants Group Ltd	Restaurants	0.3
13	Church Inn	SK 8 7EG	Robinsons	GPGF	0.4
14	Kings Tap	SK 8 5AF	Stonegate Pub Company	GPGF	0.4
15	Massalla Garam	SK 8 5AE	Independent Free	Restaurants	0.4
16	Ryecroft Pksports Club	SK 8 6EU	Independent Free	Clubland	0.4
17	Governors House	SK 8 7EQ	Greene King	ABOS	0.4
18	Amici	SK 8 5BB	Independent Free	Restaurants	0.4
18	Rainbow 88	SK 8 5BB	Independent Free	Casual Dining	0.4
20	Cheadle Hulme Spcentre	SK 8 7JX	Independent Free	Clubland	0.5