

Catchment Summary - Strawberry Gardens Stockport



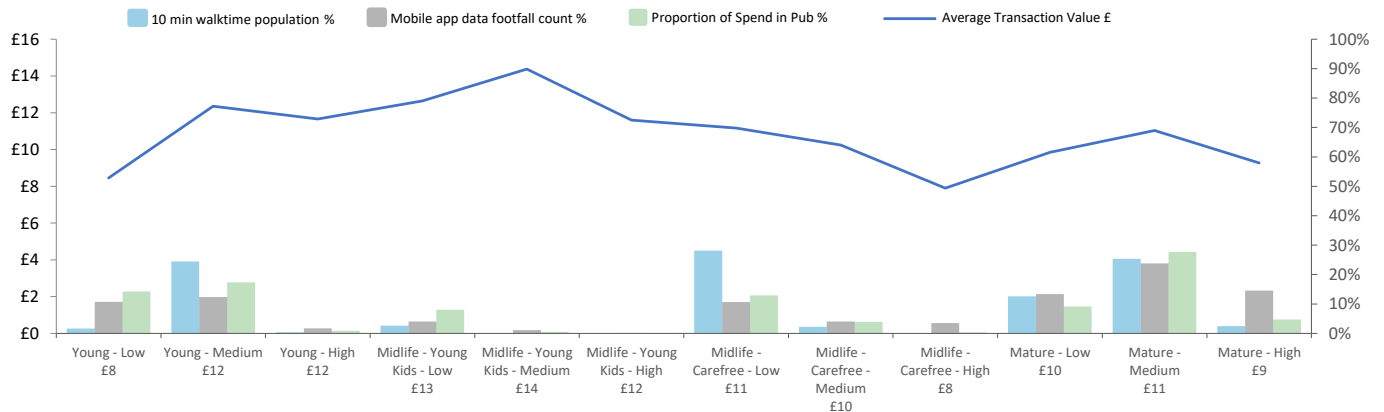
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Ship To	Name	Postcode	Operator	Segment	Sparsity
508925	Strawberry Gardens Stockport	SK 2 5AD	Star Pubs & Bars	Community Pub	2



- ★ Pub Sites
- 📍 Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Strawberry Gardens Stockport

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

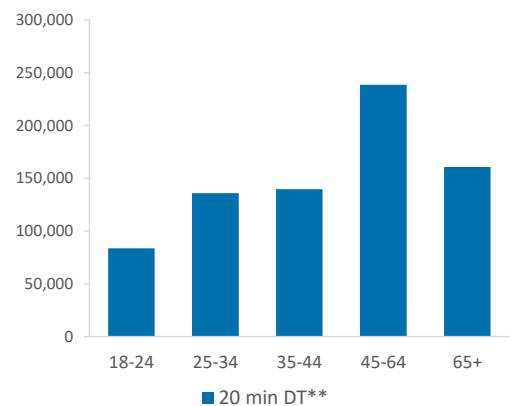
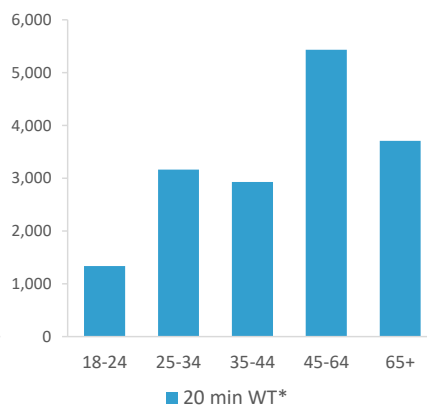
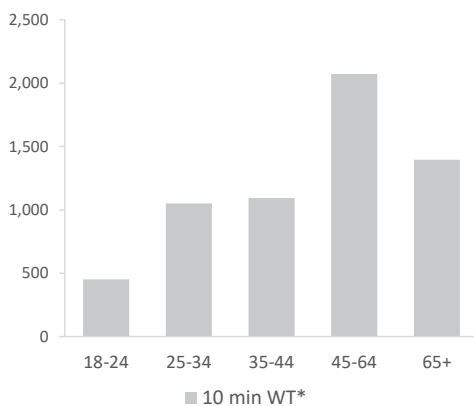
Population	7,691	20,889	979,035	143	113	223
Adults 18+	6,064	16,565	758,175	135	109	217
Competition Pubs	6	18	806	33	50	194
Adults 18+ per Competition Pub	1,011	920	941	118	107	110
% Adults Likely to Drink	78.9%	78.2%	74.4%	103	103	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	45.1%	41.6%	38.2%	136	125	115
	Medium	52.1%	52.2%	36.2%	137	137	95
	High	2.8%	5.8%	24.7%	10	21	90

*Affluence does not include Not Private Households

Age Profile	18-24	452	1,336	83,666	72	79	105
	25-34	1,051	3,164	135,914	102	114	104
	35-44	1,094	2,927	139,558	107	106	108
	45-64	2,072	5,432	238,446	105	101	95
	65+	1,395	3,706	160,591	94	92	85



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	3,745 (49%)	10,119 (48%)	478,645 (49%)	99	99	100
	Female	3,946 (51%)	10,770 (52%)	500,390 (51%)	101	101	100

Economic Status (16+)	Employed: Full-time	2,451 (39%)	6,593 (39%)	271,195 (35%)	114	112	100
	Employed: Part-time	819 (13%)	2,280 (13%)	93,727 (12%)	111	113	101
	Self employed	523 (8%)	1,382 (8%)	65,113 (8%)	91	88	90
	Unemployed	162 (3%)	473 (3%)	24,498 (3%)	94	101	113
	Full-time student	114 (2%)	276 (2%)	20,067 (3%)	77	68	108
	Retired	1,290 (21%)	3,526 (21%)	150,512 (19%)	95	95	88
	Other	871 (14%)	2,486 (15%)	158,262 (20%)	80	84	116

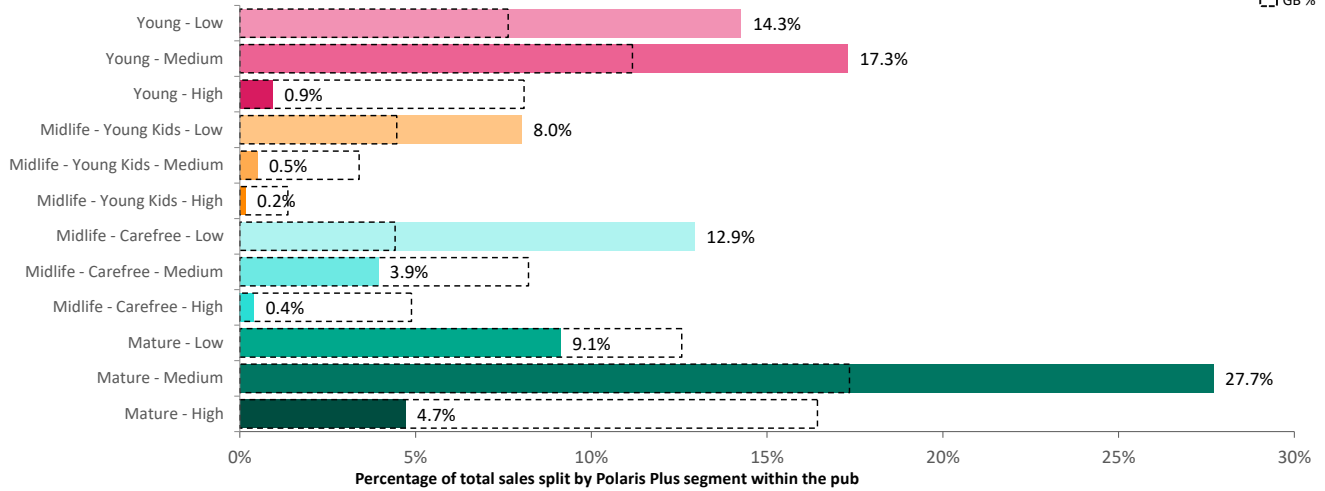
Total Worker Count	1,427	8,823	423,270
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See the Glossary page for further information on the above variables

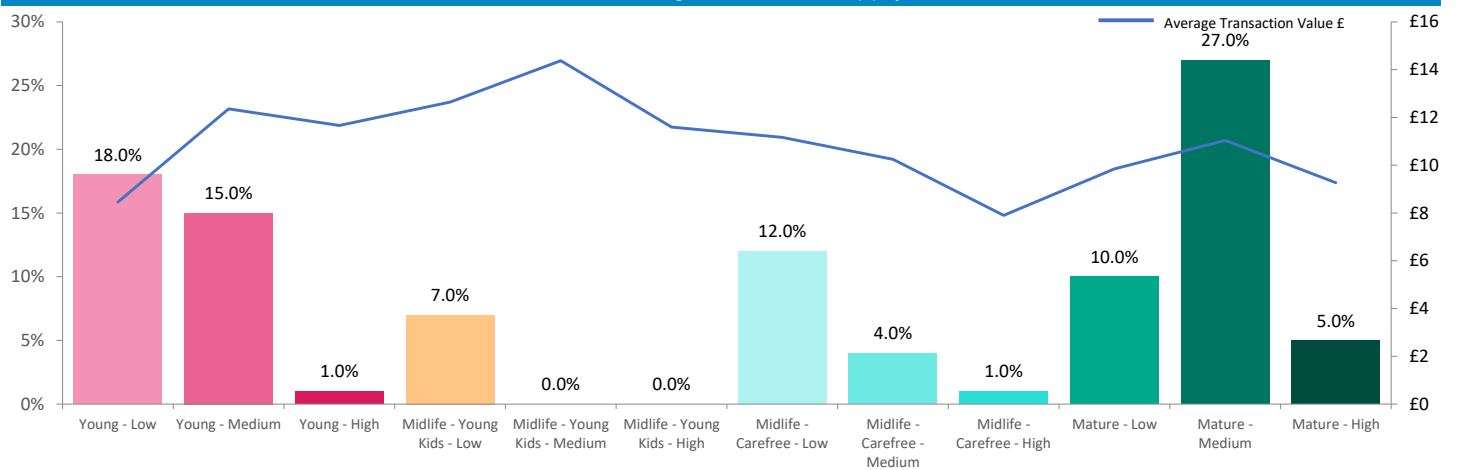
Transactional Data Summary - Strawberry Gardens Stockport

Spend by Polaris Plus

GB %

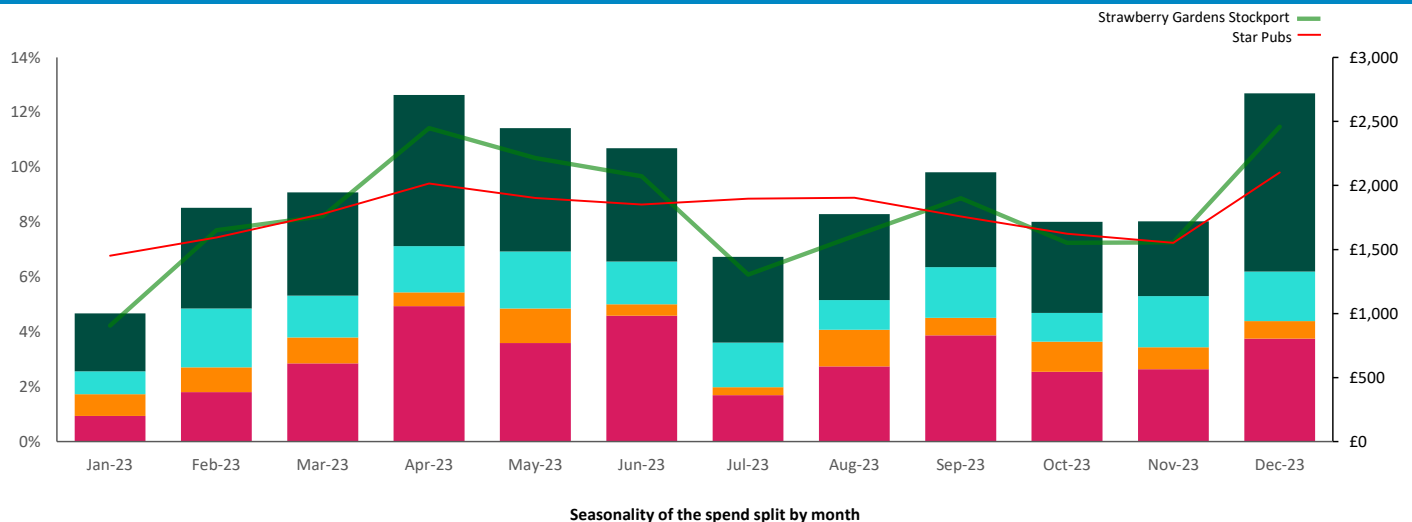


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

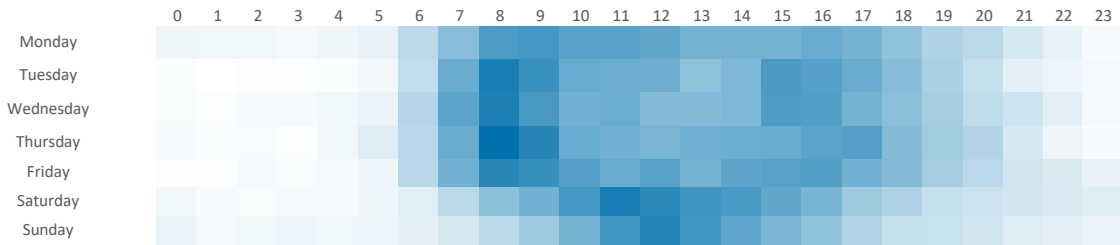


Mobile Data Summary - Strawberry Gardens Stockport



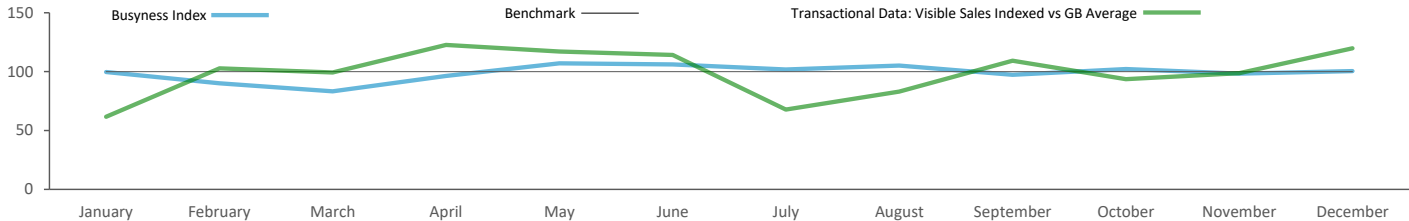
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Time of Day/Day of Week



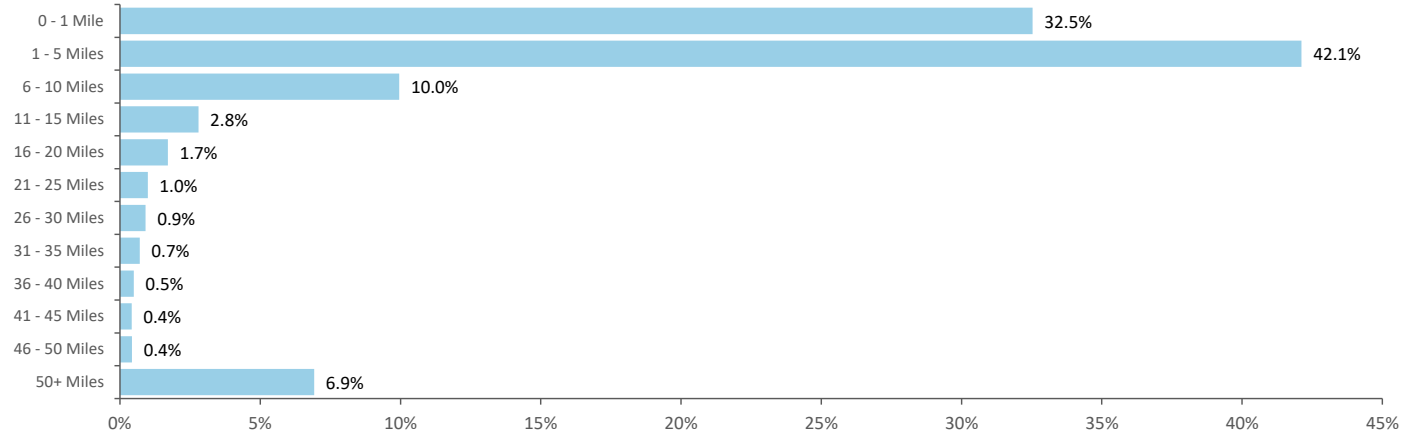
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

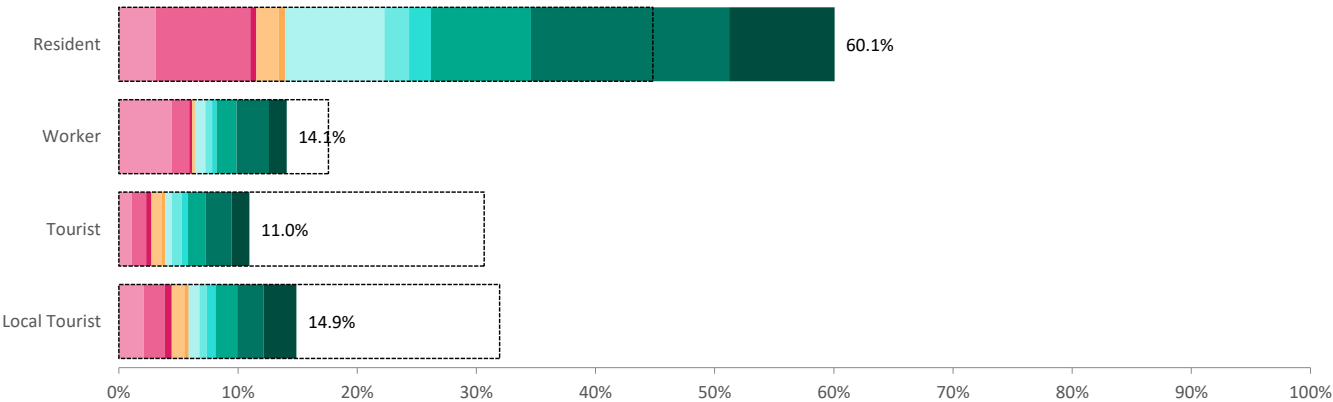
Distance from Home



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

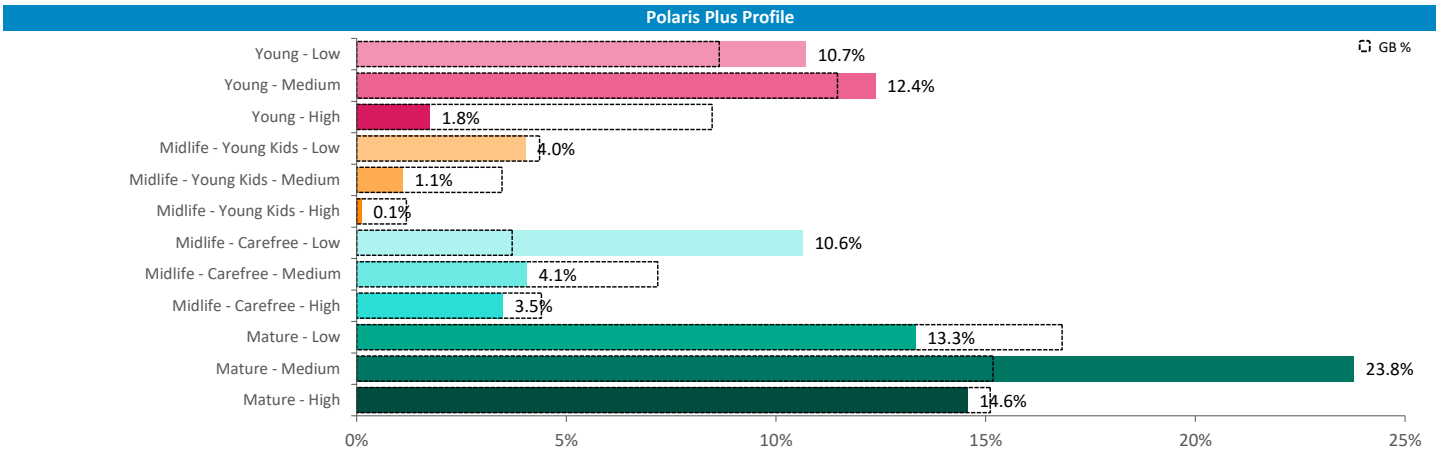


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

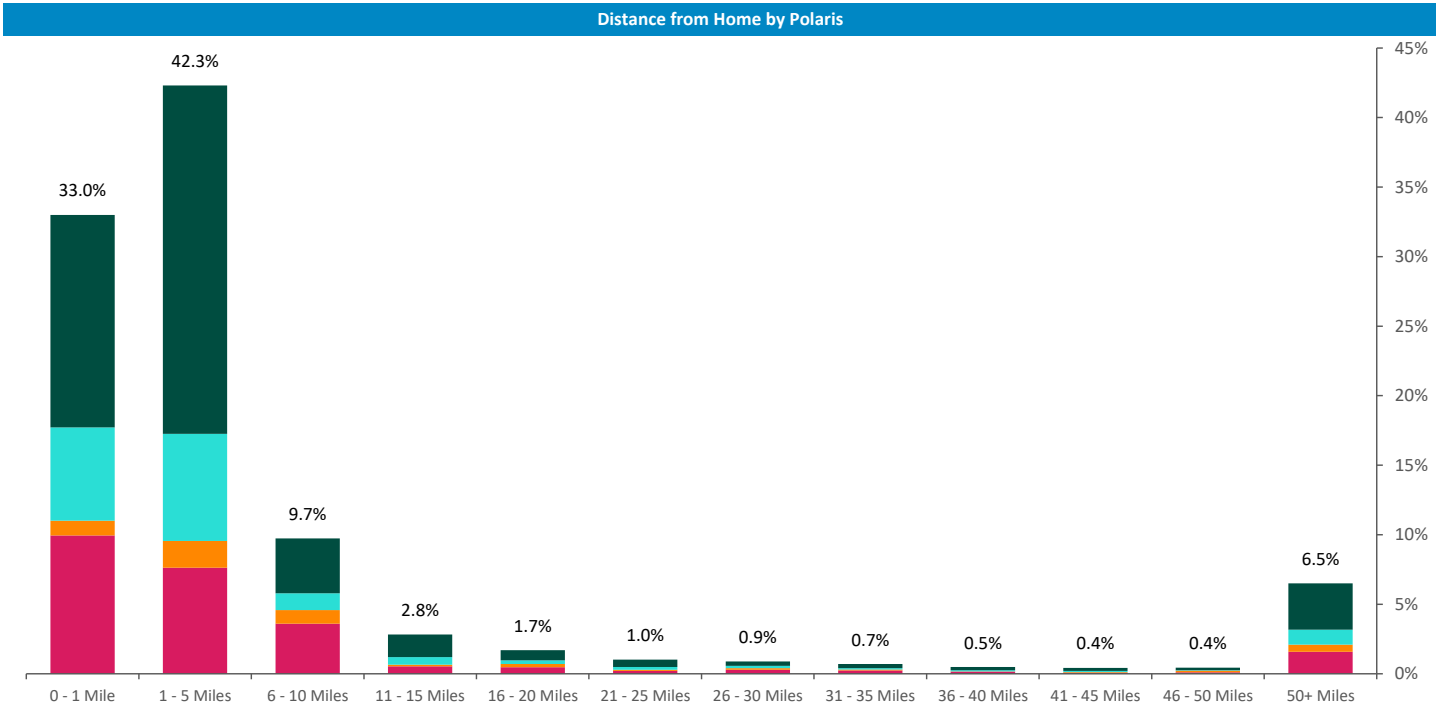
Mobile Data Summary - Strawberry Gardens Stockport



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



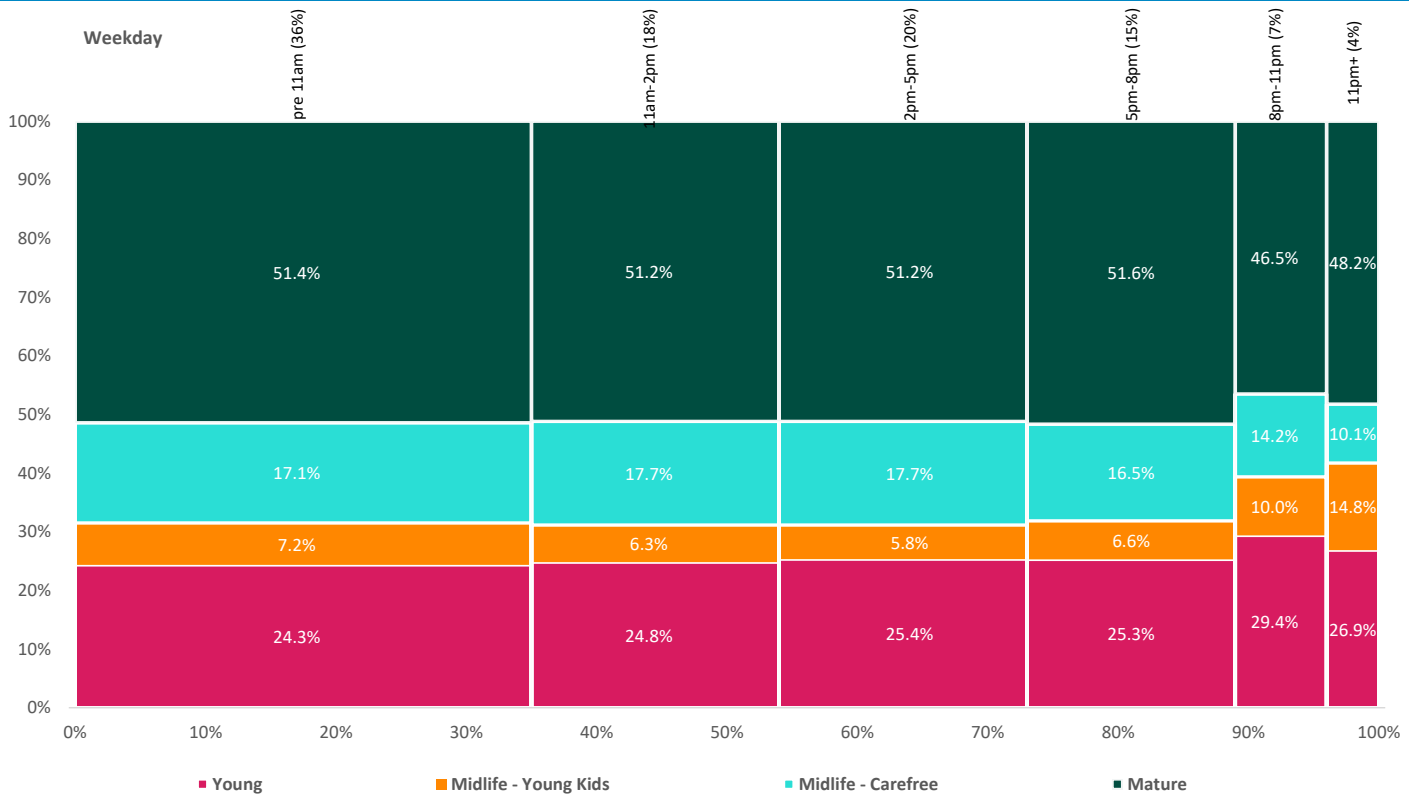
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Strawberry Gardens Stockport

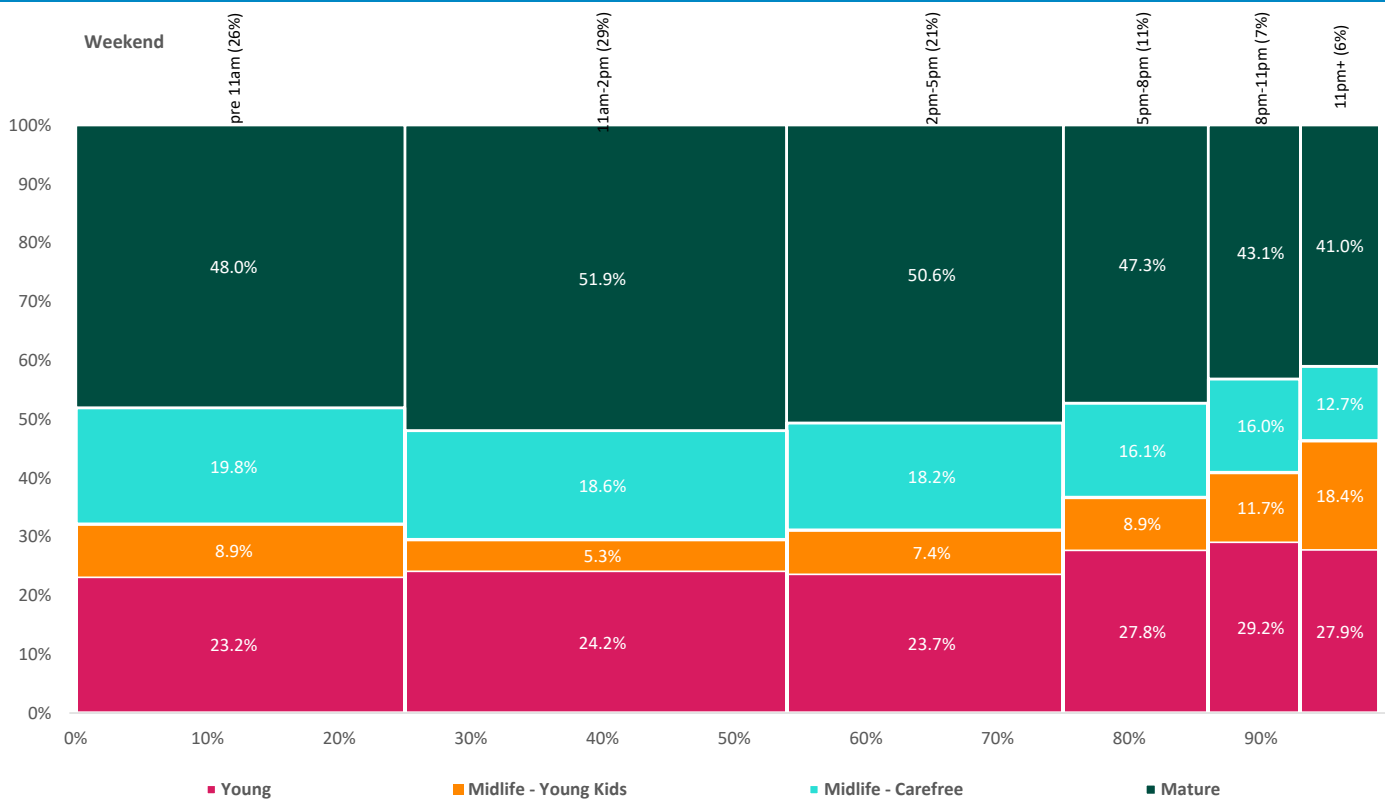


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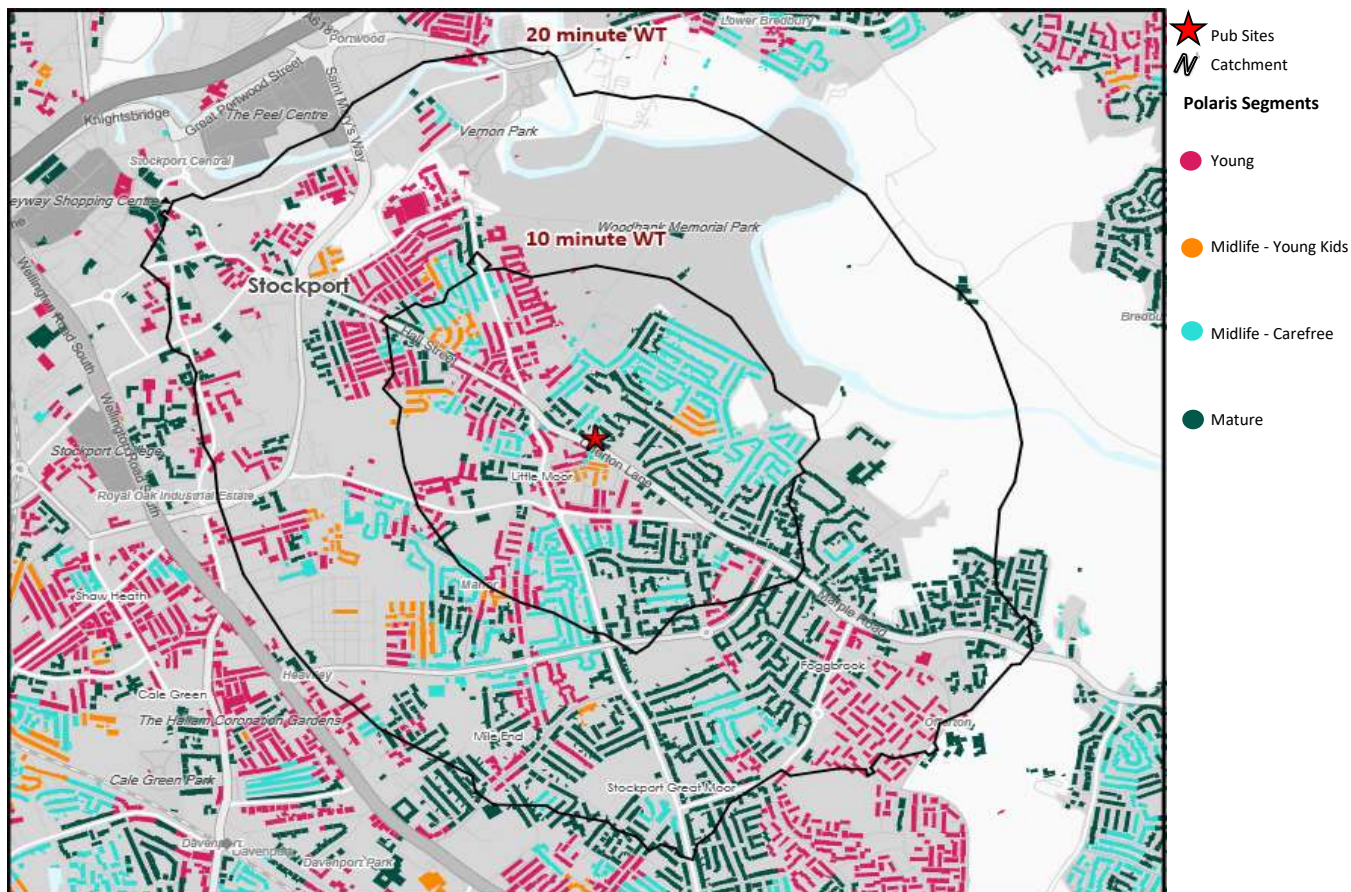
Time of Day by Polaris: Weekday (Monday to Friday)



Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Strawberry Gardens Stockport

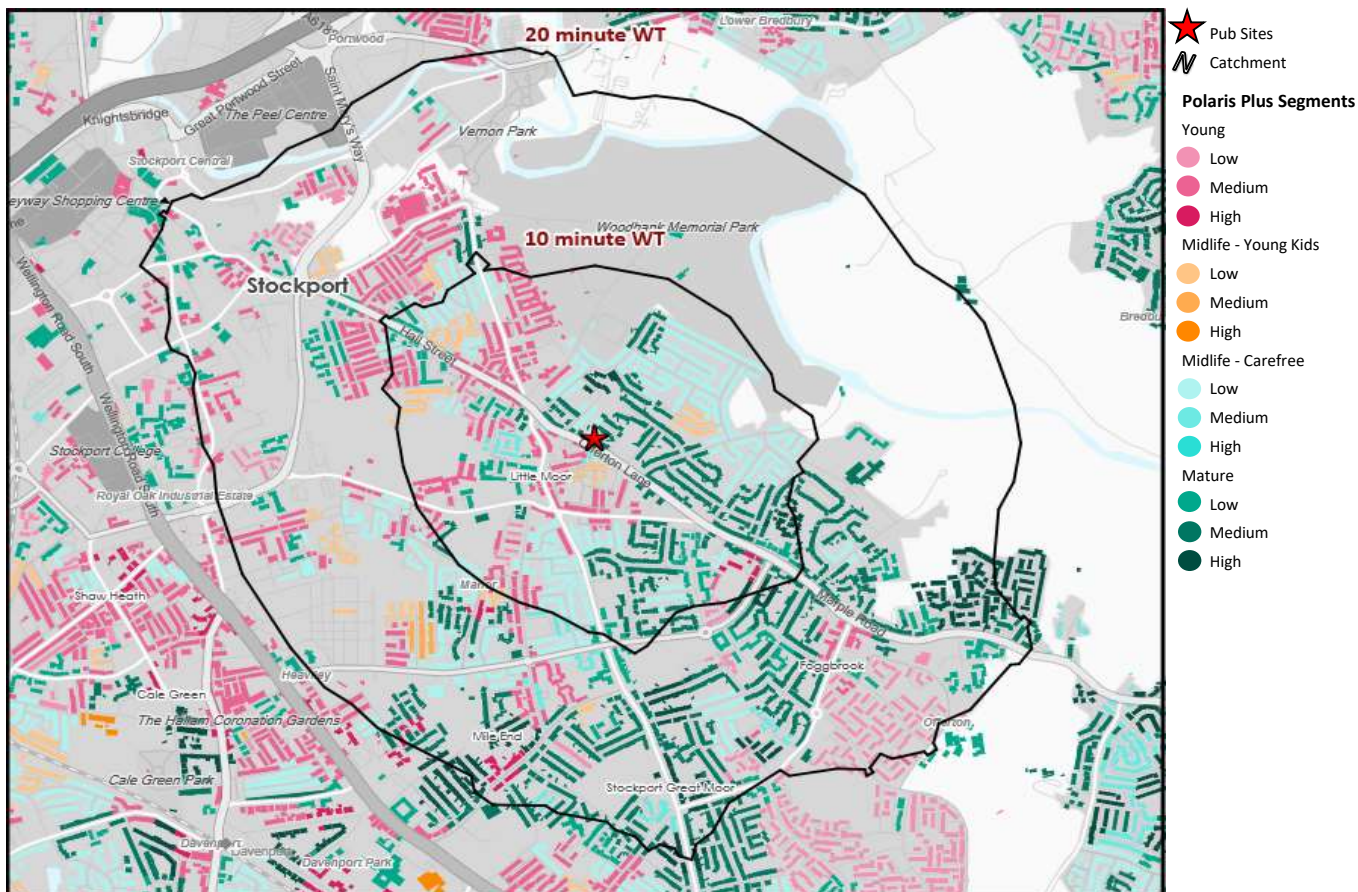


Polaris Profile by Catchment

*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	1,605	5,413	276,547	96	119	133
Midlife - Young Kids	161	603	89,659	24	33	108
Midlife - Carefree	1,842	3,327	98,843	192	127	82
Mature	2,456	7,156	286,668	91	97	85
Not Private Households	0	66	6,458	0	30	65
Total	6,064	16,565	758,175			

Polaris Plus Summary - Strawberry Gardens Stockport

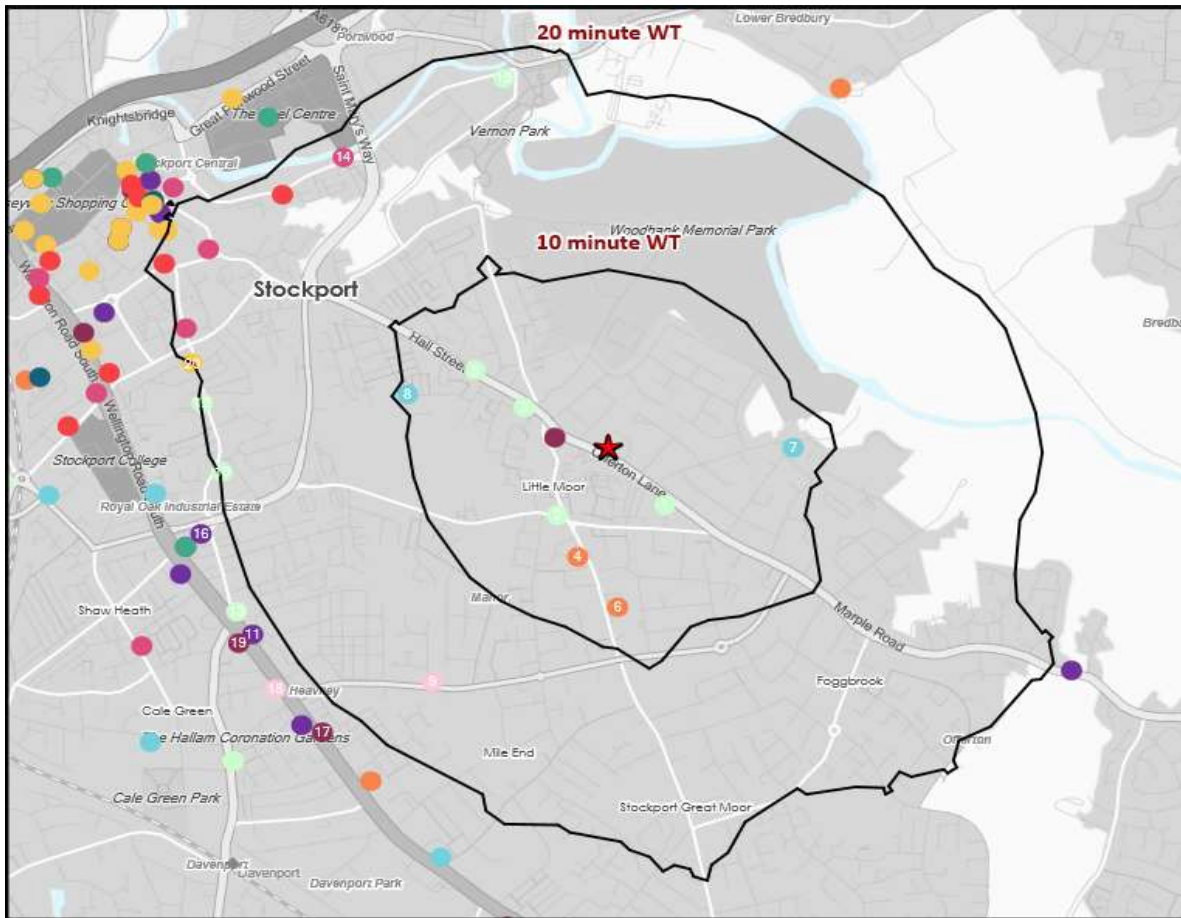


Polaris Plus Profile by Catchment

*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	101	1,008	111,120	17	62	149
Medium	1,483	4,312	122,753	223	237	147
High	21	93	42,674	5	8	84
Midlife - Young Kids						
Low	161	498	55,721	48	55	134
Medium	0	105	30,027	0	15	91
High	0	0	3,911	0	0	46
Midlife - Carefree						
Low	1,707	2,920	56,407	668	418	177
Medium	135	407	19,612	31	34	36
High	0	0	22,824	0	0	68
Mature						
Low	765	2,472	66,727	92	109	64
Medium	1,540	3,824	102,332	162	147	86
High	151	860	117,609	17	35	103
Not Private Households	0	66	6,458	0	30	65
Total	6,064	16,565	758,175			

CGA Summary - Strawberry Gardens Stockport



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Gardeners Arms	SK 2 5AB	Greene King	Premium Local	0.1
1	Strawberry Gardens	SK 2 5BS	Star Pubs & Bars	Community Pub	0.2
2	Finger Post	SK 1 4QA	Robinsons	Community Pub	0.2
3	Emigration	SK 1 4JG	Robinsons	Community Pub	0.2
4	Deception Hotel	SK 2 6AA	Independent Free	Hotel	0.2
5	Victoria	SK 1 4HE	Punch Pub Company	Community Pub	0.3
6	Britannia Hotel	SK 2 6AG	Britannia Hotels	Hotel	0.3
7	Offerton Cricket Club	SK 2 5AP	Independent Free	Clubland	0.4
8	Victoria Bowling Club	SK 1 4EL	Independent Free	Clubland	0.4
9	Puss In Boots	SK 2 6DQ	Robinsons	GPGF	0.6
10	Star & Garter	SK 1 3HD	Robinsons	Community Pub	0.7
11	Mr Ali Tandoori	SK 2 6LS	Independent Free	Restaurants	0.8
12	Crown Inn	SK 1 3ER	Unknown	Community Pub	0.8
13	Wheatsheaf Hotel	SK 1 3RB	Punch Pub Company	Community Pub	0.8
14	Midway Tavern	SK 1 2NX	Stonegate Pub Company	Family Pub Dining	0.8
15	Park Inn	SK 1 2PG	*Other Small Retail Groups	Community Pub	0.8
16	Harappa	SK 1 3QH	Independent Free	Restaurants	0.8
17	Duke Of York	SK 2 6LR	Robinsons	Premium Local	0.8
18	Bamford Arms	SK 2 6NB	Whitbread	GPGF	0.8
19	Blossoms Hotel	SK 2 6NU	Robinsons	Premium Local	0.8
20	Sun & Castle	SK 1 3DL	Holt	High Street Pub	0.8

Per Pub Analysis - Strawberry Gardens Stockport



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,064	16,565	758,175
Number of Competition Pubs	6	18	806
Adults 18+ per Competition Pub	1,011	920	941

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	269	4.4%	55
Circuit Bar	0	236	3.9%	96
Community Pub	4	1,051	17.3%	91
Craft Led	0	224	3.7%	107
Great Pub Great Food	0	575	9.5%	54
High Street Pub	0	1,092	18.0%	98
Premium Local	1	775	12.8%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	919	5.5%	69
Circuit Bar	0	808	4.9%	120
Community Pub	7	3,243	19.6%	102
Craft Led	0	698	4.2%	122
Great Pub Great Food	1	1,810	10.9%	62
High Street Pub	5	3,344	20.2%	110
Premium Local	1	2,350	14.2%	86

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	25	65,718	8.7%	108
Circuit Bar	40	36,674	4.8%	119
Community Pub	150	141,405	18.7%	98
Craft Led	0	32,220	4.2%	123
Great Pub Great Food	48	129,896	17.1%	97
High Street Pub	150	143,512	18.9%	103
Premium Local	110	126,273	16.7%	101

Glossary

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</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</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</p>																																											
Age Profile	Counts of residents by Age band																																											
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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.																																												
Consumer Insight	<p>Young</p> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>Midlife 'Parents'</p> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>Midlife 'Carefree'</p> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>Mature</p> <p>55+ year olds</p> <p>"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"</p>																																								
	Product needs	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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.																																												
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>					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			
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																												