CACI

Catchment Summary - Turks Head Royton

★ star
PUBS & BARS

■ 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		1,849	7,939	513,483	35	55	135
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,511	6,429	386,393	35	36	129
Competition Pubs		2	6	441	13	19	122
Adults 18+ per Competition Pub		756	1,072	876	92	130	106
% Adults Likely to Drink		84.7%	83.3%	78.9%	103	101	96
Affluence	Low	5.2%	24.5%	26.5%	20	95	103
	Medium	57.8%	53.4%	45.8%	147	136	116
	High	37.0%	22.0%	26.7%	110	66	79
Age Profile	18-24	124	503	40,049	83	78	96
	25-34	213	860	71,162	87	82	104
	35-44	213	869	67,475	90	85	102
	45-64	529	2,174	124,668	112	107	95
	65+	432	2,023	83,039	122	133	85
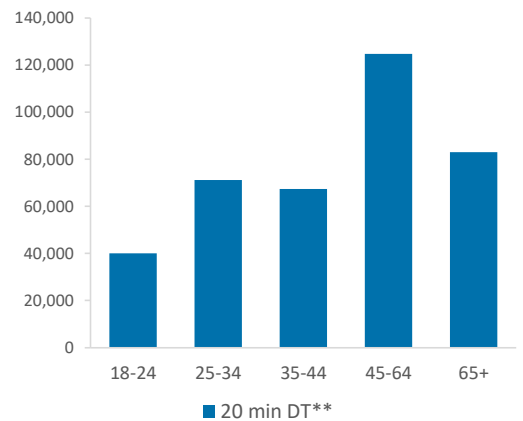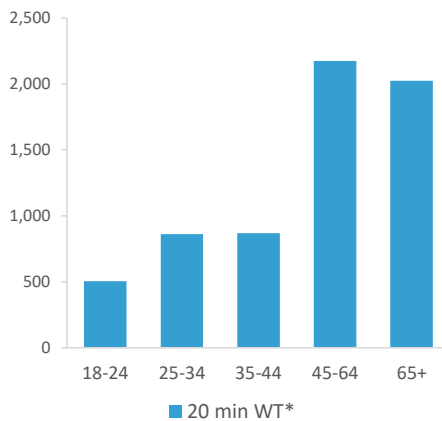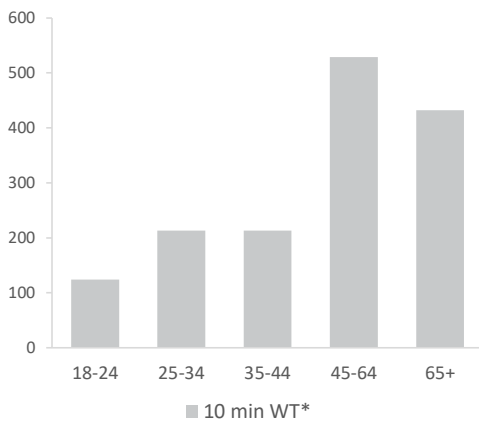
*Affluence does not include Not Private Households

		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	891 (48%)	3,871 (49%)	254,215 (50%)	97	99	100
	Female	958 (52%)	4,068 (51%)	259,268 (50%)	102	101	100
Economic Status (16-74)	Employed: Full-time	588 (43%)	2,356 (42%)	140,773 (39%)	103	101	94
	Employed: Part-time	186 (14%)	771 (14%)	47,775 (13%)	104	106	102
	Self employed	141 (10%)	433 (8%)	27,644 (8%)	108	81	80
	Unemployed	22 (2%)	116 (2%)	11,228 (3%)	68	87	131
	Retired	271 (20%)	1,137 (20%)	50,181 (14%)	143	147	101
	Other	164 (12%)	811 (14%)	84,076 (23%)	61	73	118
Total Worker Count		524	1,852	195,901			

See the Glossary page for further information on the above variables

CACI

Pub Sites

Catchment

Polaris Segments

Young Adult - Showing I Care

Young Adult - Showing I'm Cool

Midlife - Young Kids

Midlife - Carefree

Mature
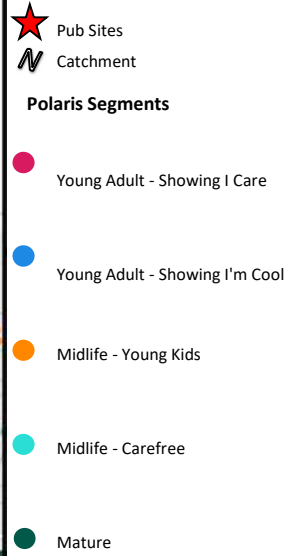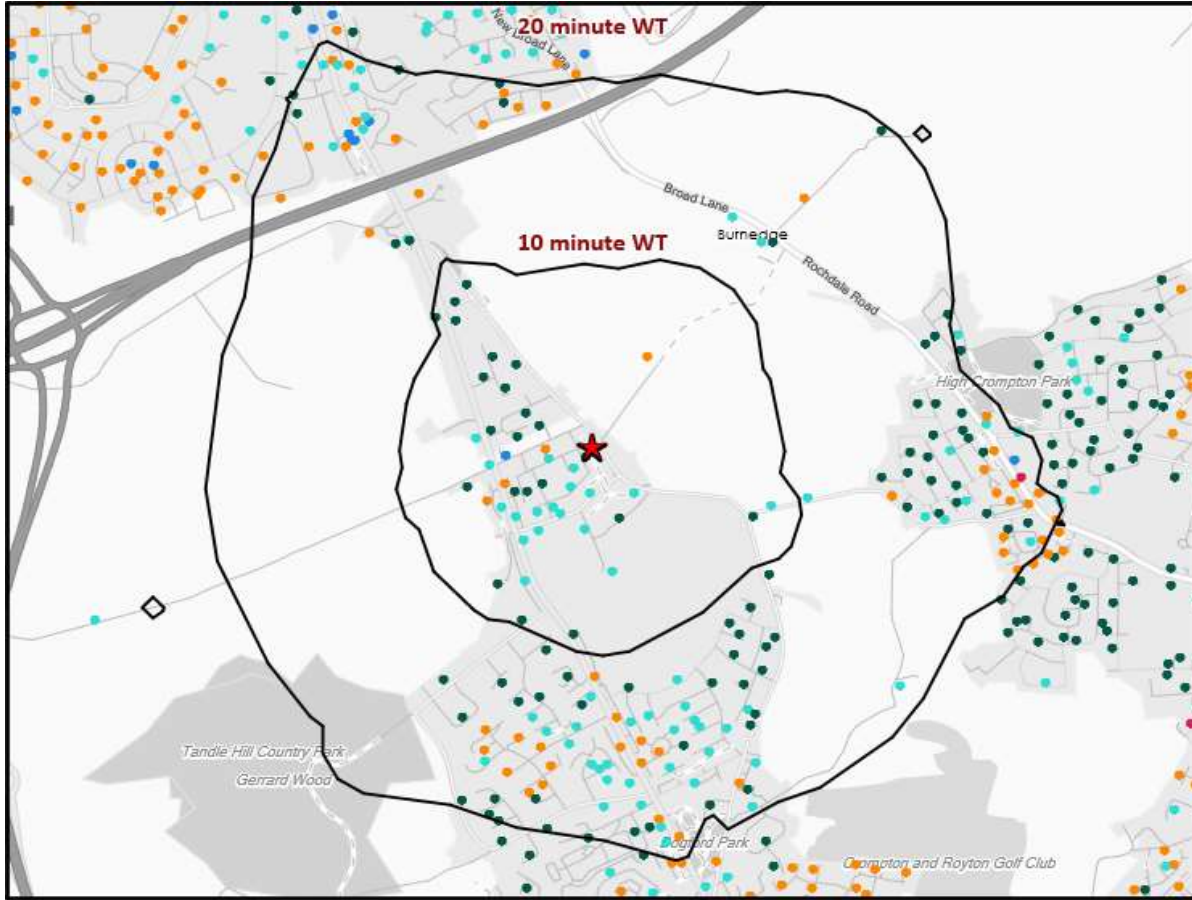
Polaris Profile by Catchment

*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	41	46,947	0	7	136
Young Adult - Showing I'm Cool	10	118	42,441	7	20	119
Midlife - Young Kids	187	1,597	142,613	39	79	117
Midlife - Carefree	555	2,129	87,404	175	157	108
Mature	759	2,539	63,057	180	141	58
Not Private Households	0	5	3,931	0	5	71
Total	1,511	6,429	386,393			

Polaris Summary - Turks Head Royton

star PUBS & BARS

★ 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
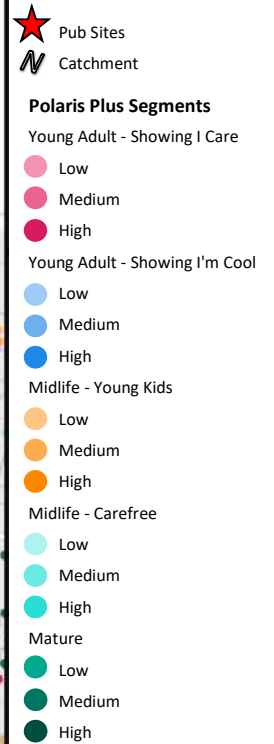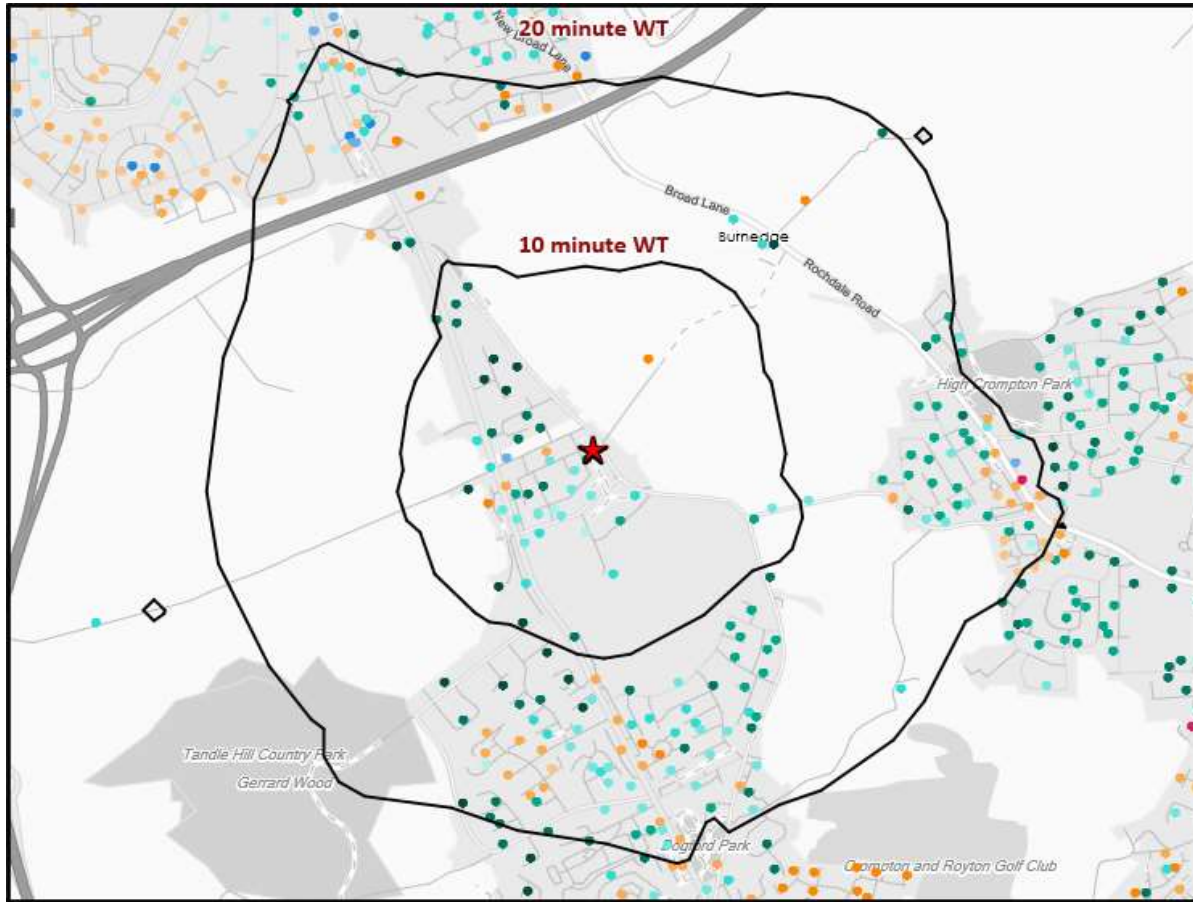
Polaris Plus Profile by Catchment

*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	342	0	0	2
Medium	0	0	0	0	0	0
High	0	41	46,605	0	19	358
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	10	108	34,700	18	45	243
High	0	10	7,741	0	3	45
Midlife - Young Kids						
Low	0	413	62,966	0	58	147
Medium	154	1,019	65,358	68	106	113
High	33	165	14,289	41	48	69
Midlife - Carefree						
Low	15	153	17,723	29	70	135
Medium	314	1,260	46,175	309	292	178
High	226	716	23,506	137	102	56
Mature						
Low	64	1,010	21,474	71	265	94
Medium	395	1,045	30,711	207	128	63
High	300	484	10,872	212	80	30
Not Private Households	0	5	3,931	0	5	71
Total	1,511	6,429	386,393			

Transactional Data Summary - Turks Head Royton

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.2%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	1.6%
Young Adult - Showing I'm Cool - Low	0.1%
Young Adult - Showing I'm Cool - Medium	5.1%
Young Adult - Showing I'm Cool - High	5.3%
Midlife - Young Kids - Low	3.8%
Midlife - Young Kids - Medium	10.7%
Midlife - Young Kids - High	6.3%
Midlife - Carefree - Low	4.2%
Midlife - Carefree - Medium	18.2%
Midlife - Carefree - High	10.3%
Mature - Low	10.1%
Mature - Medium	17.4%
Mature - High	6.7%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£29
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£38
Young Adult - Showing I'm Cool - Low	£37
Young Adult - Showing I'm Cool - Medium	£44
Young Adult - Showing I'm Cool - High	£66
Midlife - Young Kids - Low	£34
Midlife - Young Kids - Medium	£41
Midlife - Young Kids - High	£36
Midlife - Carefree - Low	£37
Midlife - Carefree - Medium	£31
Midlife - Carefree - High	£28
Mature - Low	£40
Mature - Medium	£41
Mature - High	£52

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

Spend by Month

Turks Head Royton
Star Pubs

Mobile Data Summary - Turks Head Royton
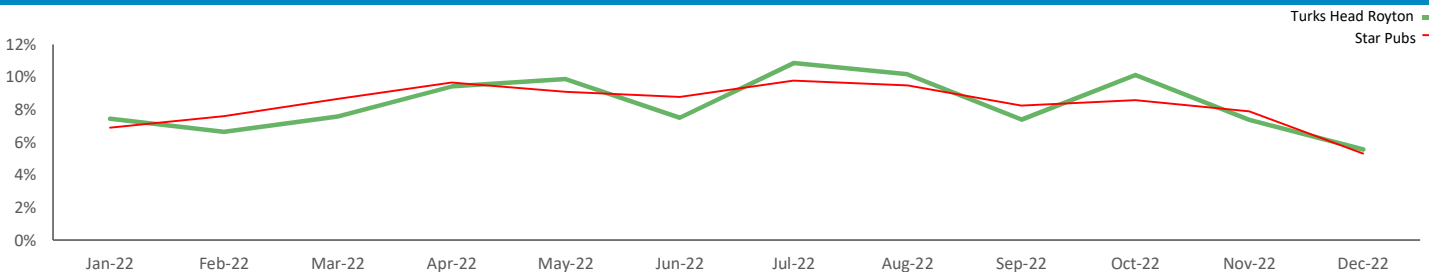
Time of Day/Day of Week
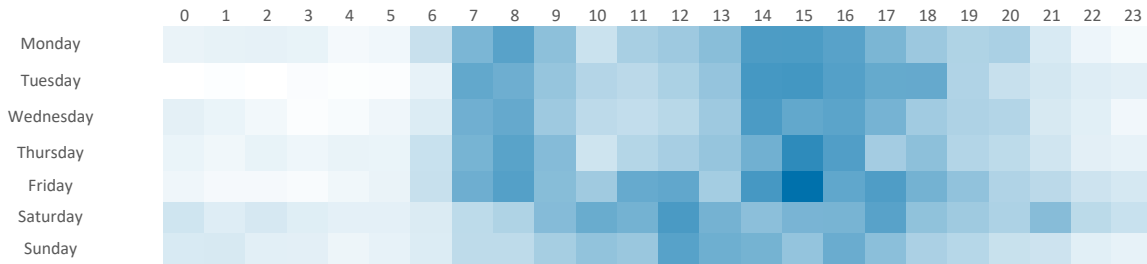
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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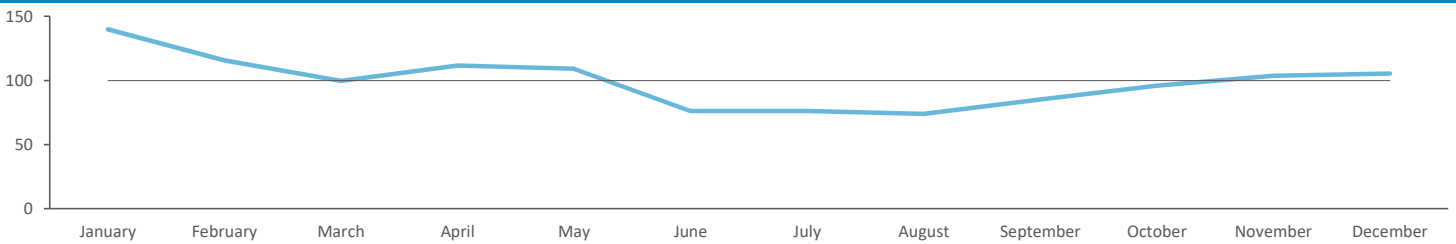
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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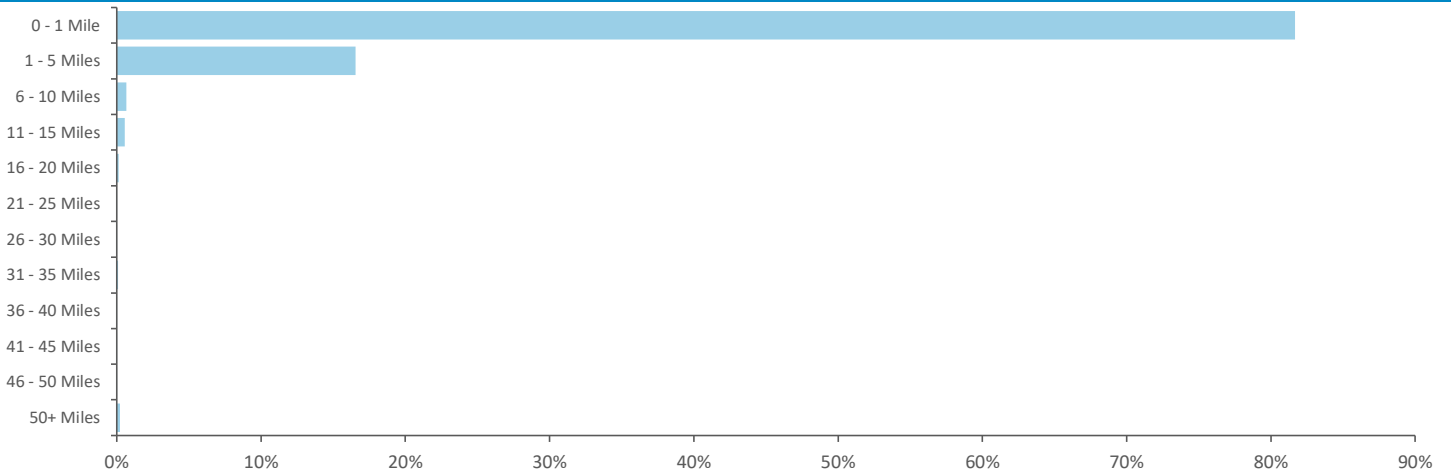
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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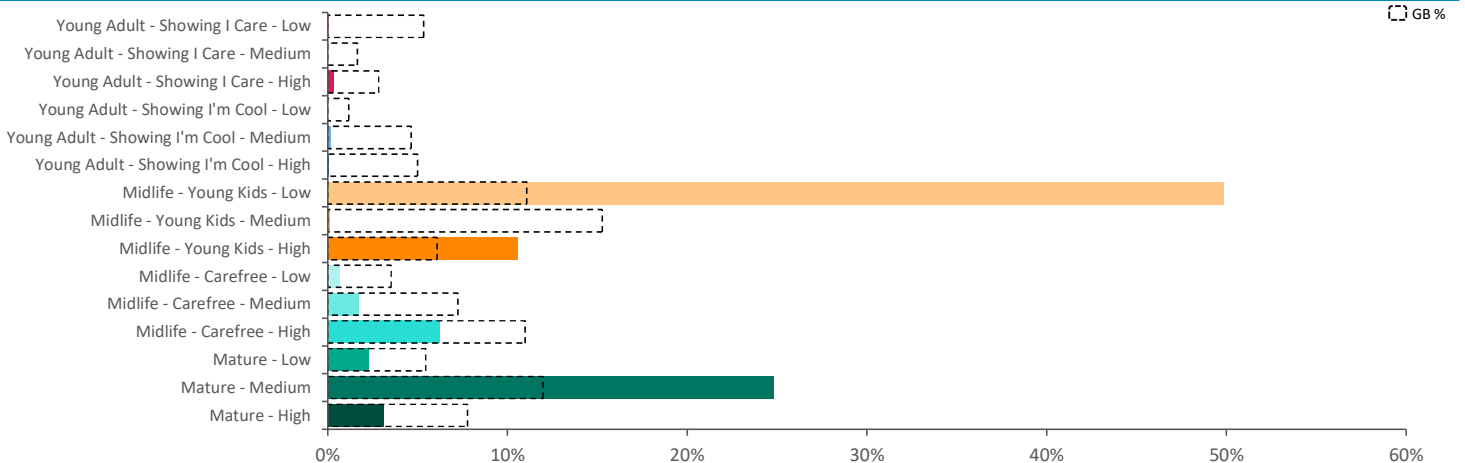
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Turks Head Royton
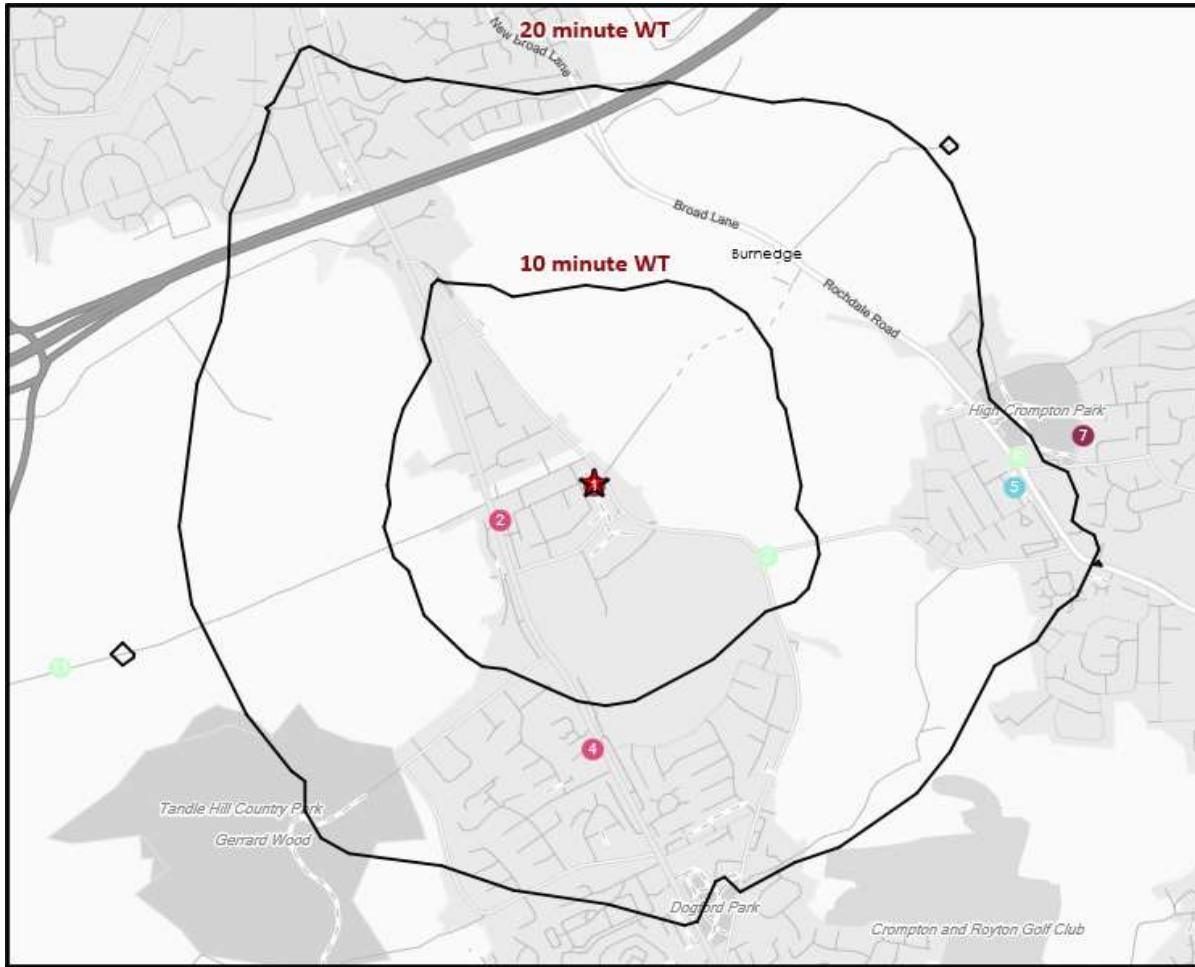
Legend:
- ⭐ Pub Sites
- Ⓝ Catchment

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	Turks Head	OL 2 6UP	Star Pubs & Bars	Premium Local	0.0
2	Summit Inn	OL 2 6XF	Greene King	Family Pub Dining	0.2
3	Puckersley Inn	OL 2 6YD	JW Lees	Community Pub	0.3
4	Half Way House	OL 2 5RY	JW Lees	Family Pub Dining	0.5
5	Higher Crompton Conservative Club	OL 2 7NJ	Independent Free	Clubland	0.8
6	Old Bulls Head	OL 2 7PD	Sam Smith	Community Pub	0.8
7	North Star	OL 2 7PR	Daniel Thwaites plc	Premium Local	0.9
8	Junction Inn	OL 2 5RA	Sam Smith	Community Pub	1.0
9	Spring Inn	OL16 4PR	JW Lees	Family Pub Dining	1.0
10	Blue Belle	OL 2 6PS	*Other Small Retail Groups	Community Pub	1.0
11	Tandlehill Tavern	M 24 2SD	JW Lees	Community Pub	1.0
12	Royton Cricket Bowls & Tennis Club	OL 2 5TX	Independent Free	Clubland	1.1
13	La Scala	OL11 2AL	Independent Free	Restaurants	1.1
14	Black Horse	OL 2 7JD	JW Lees	Community Pub	1.2
15	Happy Gathering	OL 2 5QR	Independent Free	Restaurants	1.2
16	Mazzo	OL 2 6QL	Independent Free	Restaurants	1.2
17	Hope & Anchor	OL 2 5QP	Stonegate Pub Company	Community Pub	1.2

Per Pub Analysis - Turks Head Royton

	Over GB Average
	Around GB Average
	Under GB Average
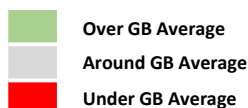
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,511	6,429	386,393
Number of Competition Pubs	2	6	441
Adults 18+ per Competition Pub	756	1,072	876

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	77	5.1%	50
Circuit Bar	27	1.8%	48
Community Pub	187	12.4%	71
Craft Led	10	0.7%	22
Great Pub Great Food	347	23.0%	120
High Street Pub	179	11.8%	68
Premium Local	355	23.5%	134

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	368	5.7%	56
Circuit Bar	223	3.5%	95
Community Pub	1,228	19.1%	110
Craft Led	83	1.3%	41
Great Pub Great Food	943	14.7%	76
High Street Pub	1,118	17.4%	100
Premium Local	1,047	16.3%	93

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	47,192	12.2%	120
Circuit Bar	14,330	3.7%	101
Community Pub	65,644	17.0%	98
Craft Led	17,883	4.6%	146
Great Pub Great Food	60,698	15.7%	82
High Street Pub	65,652	17.0%	98
Premium Local	47,165	12.2%	70

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.