

## Catchment Summary - Miners Arms Macclesfield



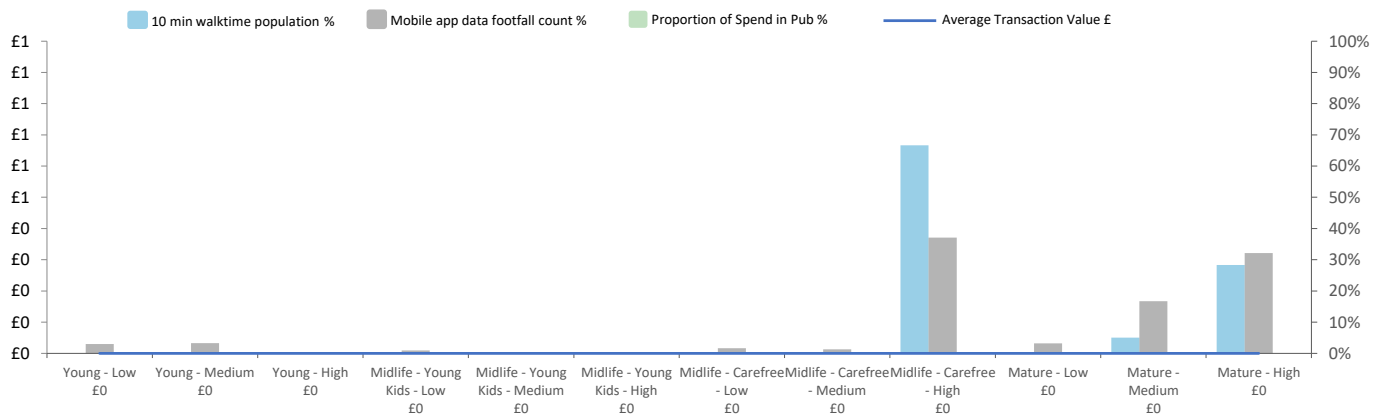
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Ship To	Name	Postcode	Operator	Segment	Sparsity
99184	Miners Arms Macclesfield	SK10 4PF			12



- ★ 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 - Miners Arms Macclesfield



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	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**

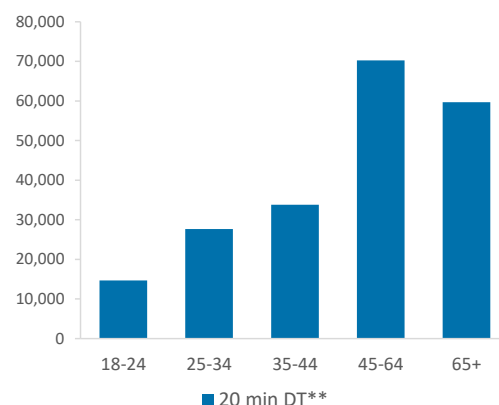
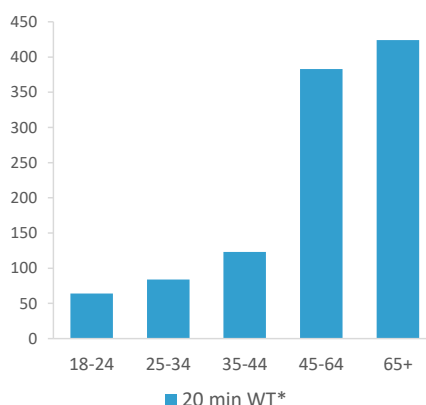
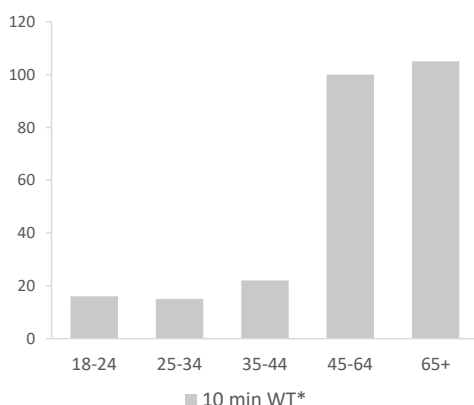
Population	302	1,286	257,653	6	7	59
Adults 18+	258	1,078	206,136	6	7	59
Competition Pubs	0	1	260	0	3	63
Adults 18+ per Competition Pub	0	1,078	793	0	126	92
% Adults Likely to Drink	84.6%	83.4%	80.9%	111	109	106

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	0.0%	17.5%	0	0	53
	Medium	5.0%	17.2%	35.7%	13	45	94
	High	95.0%	82.8%	45.2%	348	303	165

\*Affluence does not include Not Private Households

Age Profile	18-24	16	64	14,676	65	61	70
	25-34	15	84	27,661	37	49	80
	35-44	22	123	33,826	55	72	99
	45-64	100	383	70,259	129	116	106
	65+	105	424	59,714	181	172	121



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	131 (43%)	613 (48%)	125,310 (49%)	89	97	99
	Female	171 (57%)	673 (52%)	132,343 (51%)	111	103	101

Economic Status (16+)	Employed: Full-time	73 (28%)	336 (30%)	72,944 (34%)	80	87	100
	Employed: Part-time	26 (10%)	127 (11%)	25,504 (12%)	83	96	101
	Self employed	53 (20%)	152 (14%)	21,576 (10%)	217	148	110
	Unemployed	2 (1%)	10 (1%)	4,430 (2%)	27	32	76
	Full-time student	4 (2%)	19 (2%)	3,020 (1%)	64	72	60
	Retired	74 (28%)	373 (33%)	57,660 (27%)	128	153	124
	Other	33 (12%)	99 (9%)	27,223 (13%)	71	51	74

Total Worker Count	155	568	118,304
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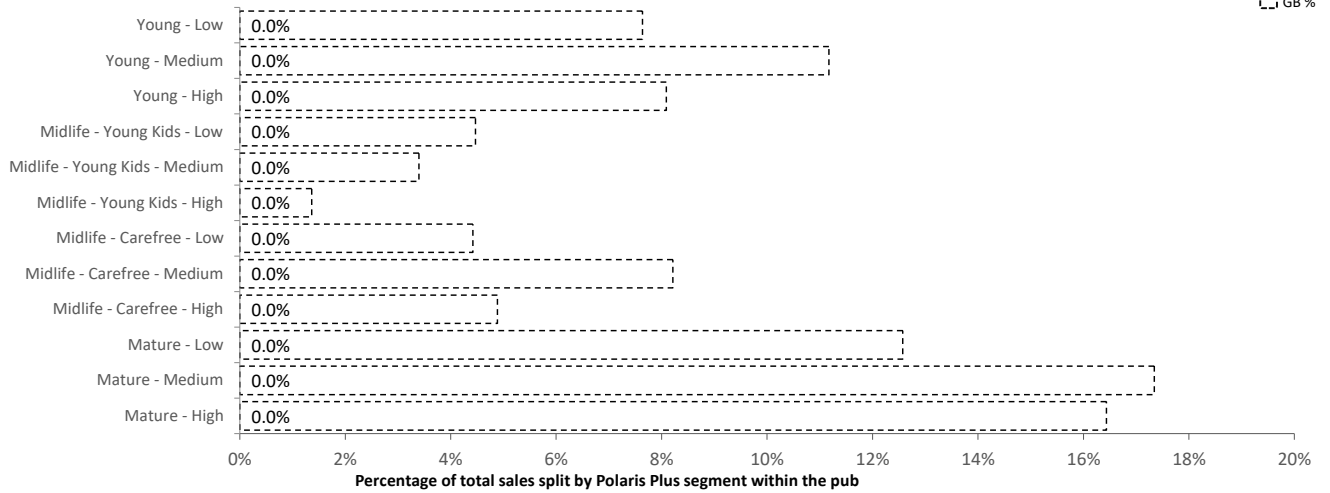
See the Glossary page for further information on the above variables

# Transactional Data Summary - Miners Arms Macclesfield

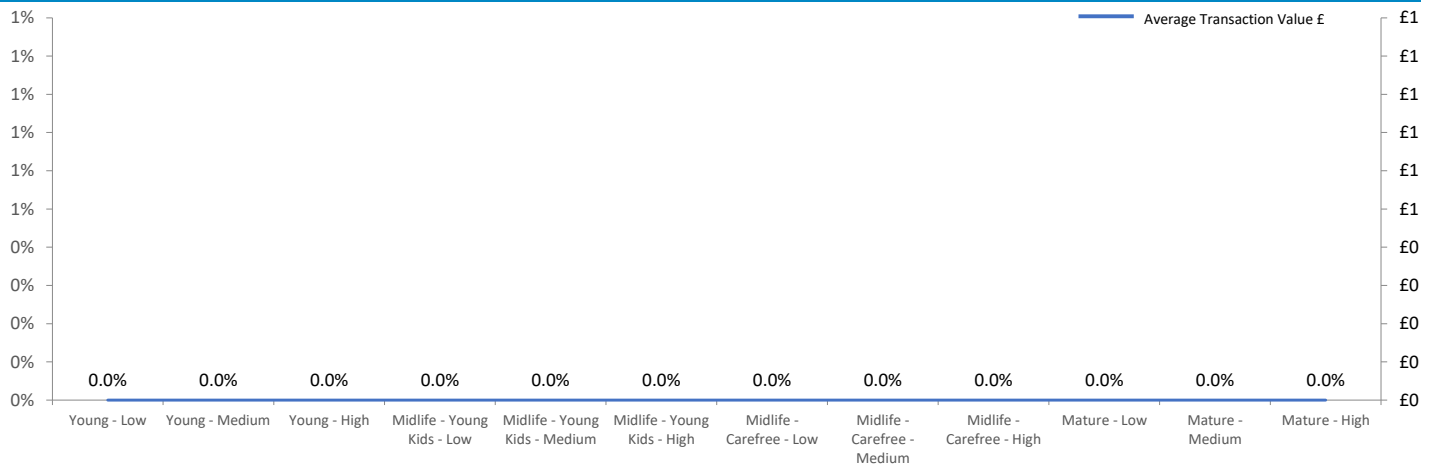


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## Spend by Polaris Plus

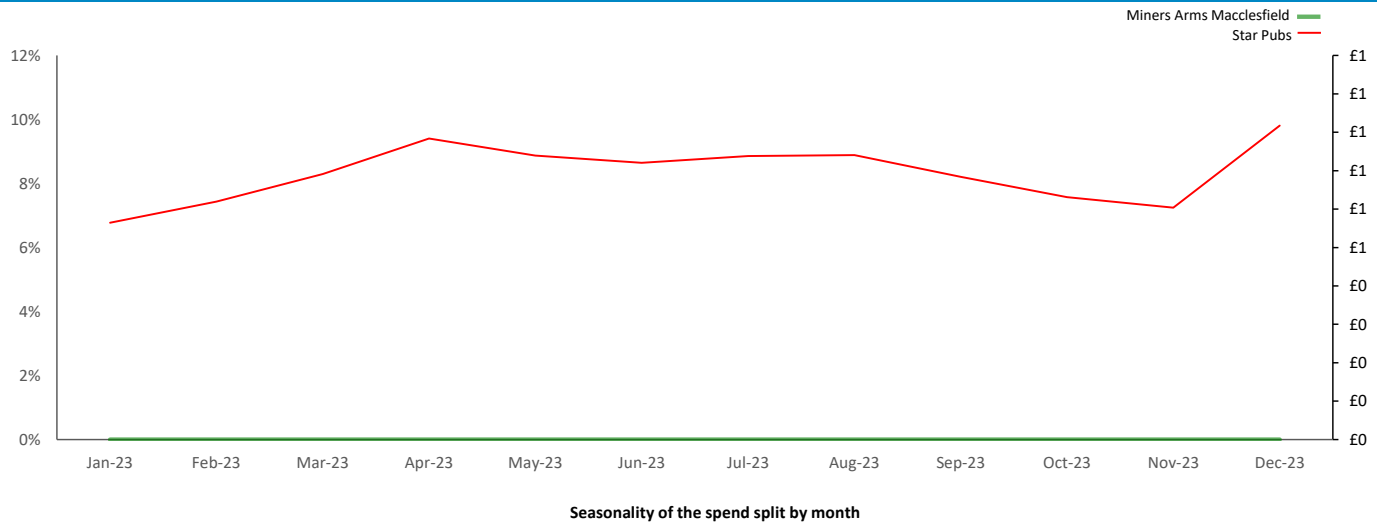


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

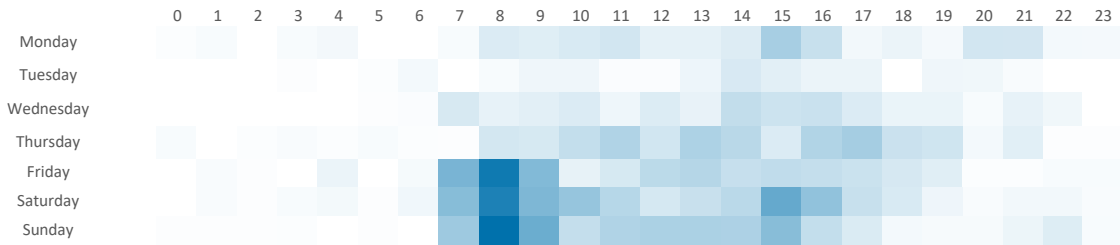


# Mobile Data Summary - Miners Arms Macclesfield



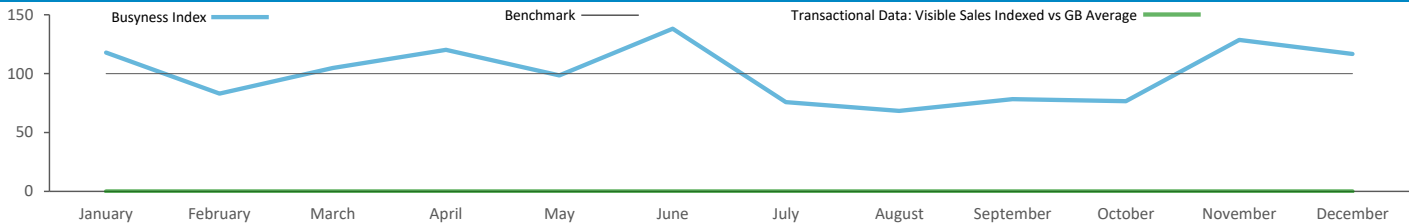
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## Time of Day/Day of Week



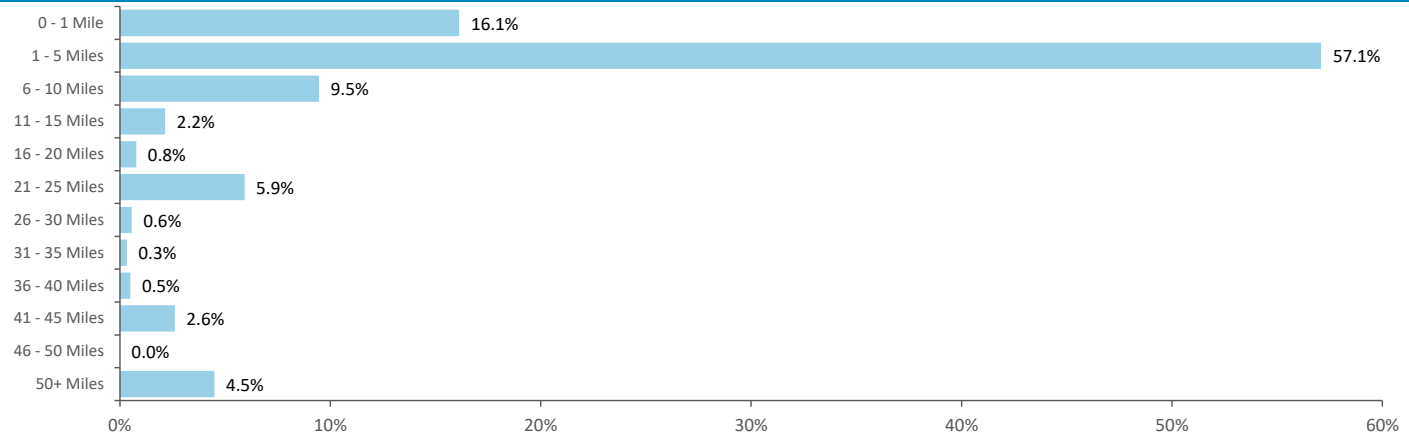
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

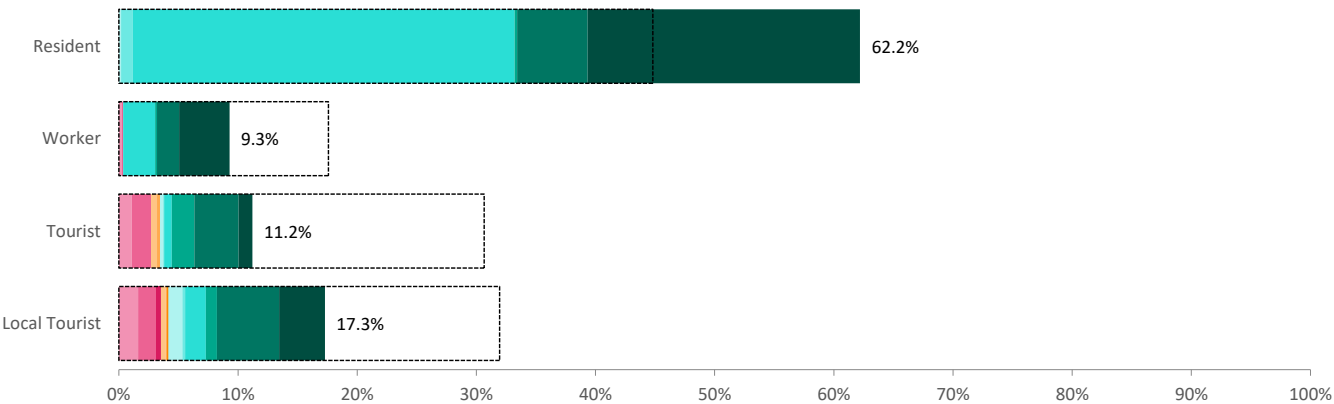
## Distance from Home



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



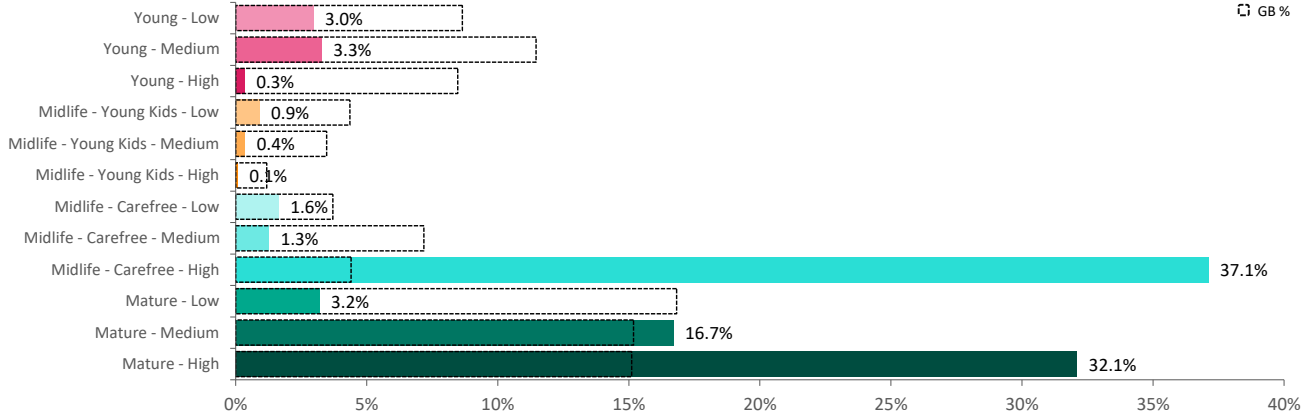
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Miners Arms Macclesfield



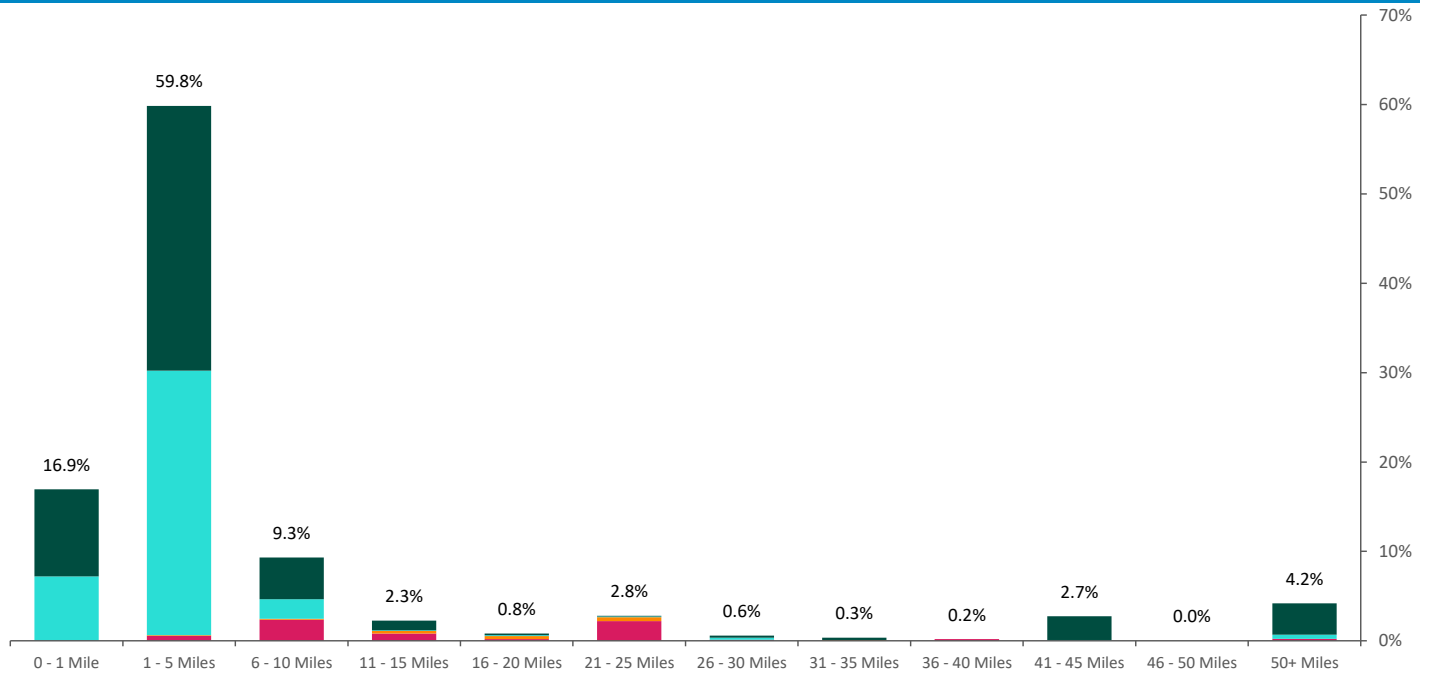
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## Polaris Plus Profile



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



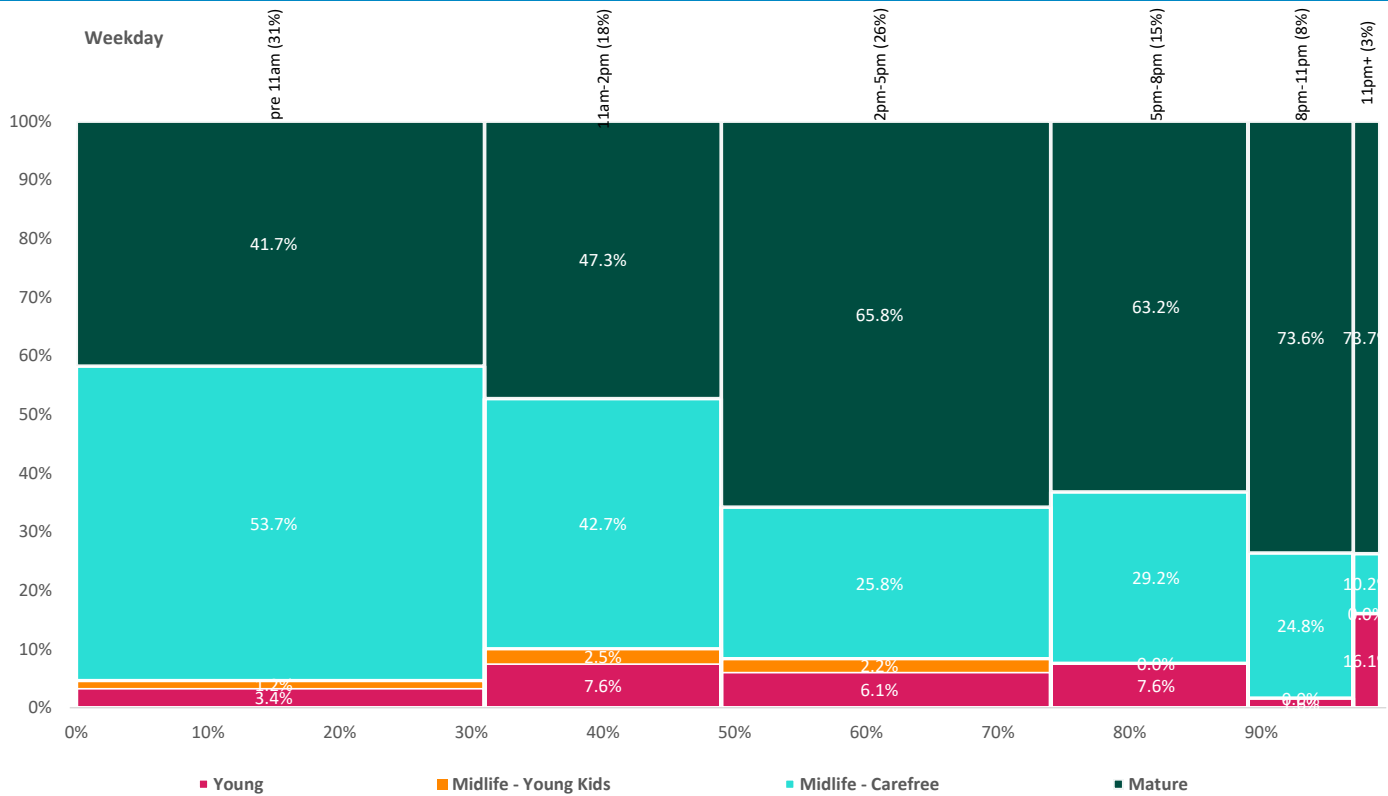
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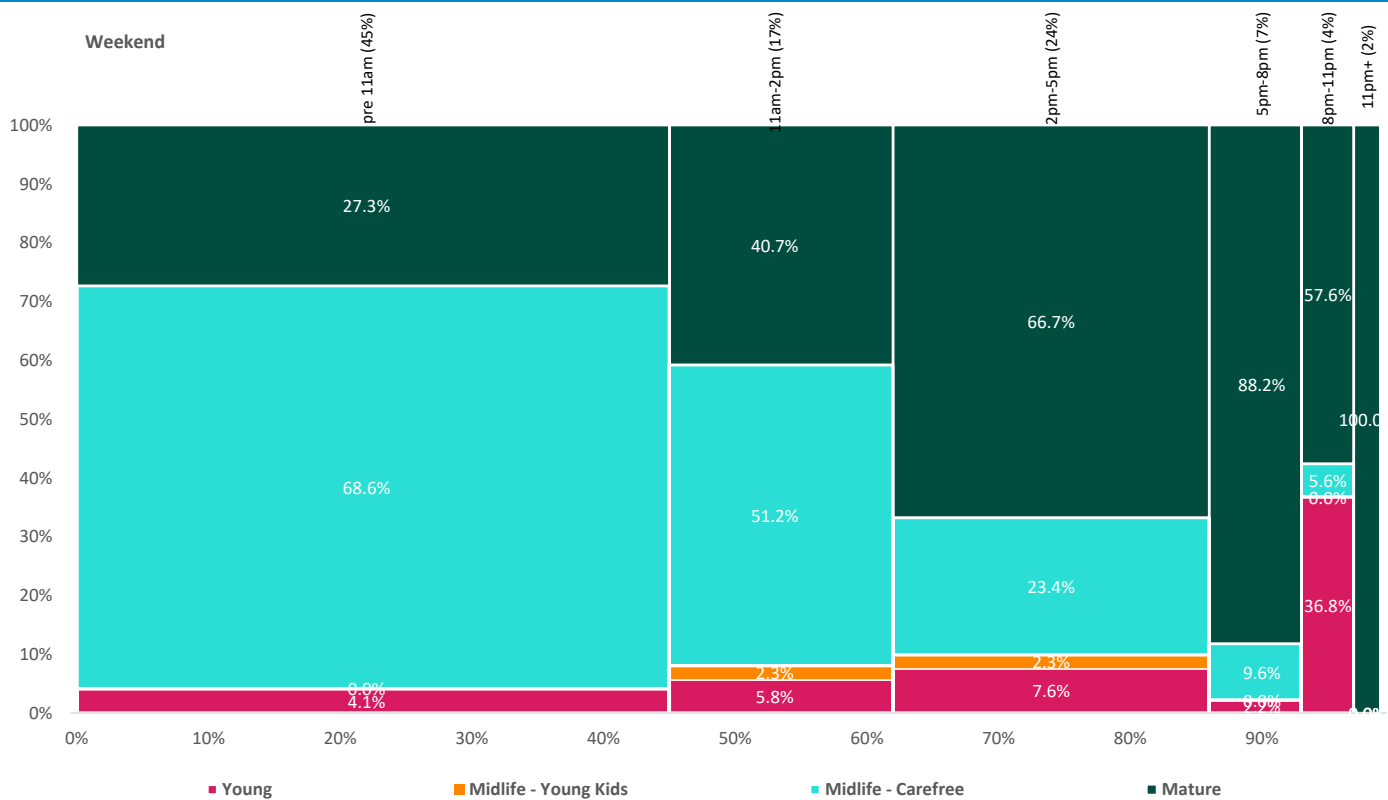


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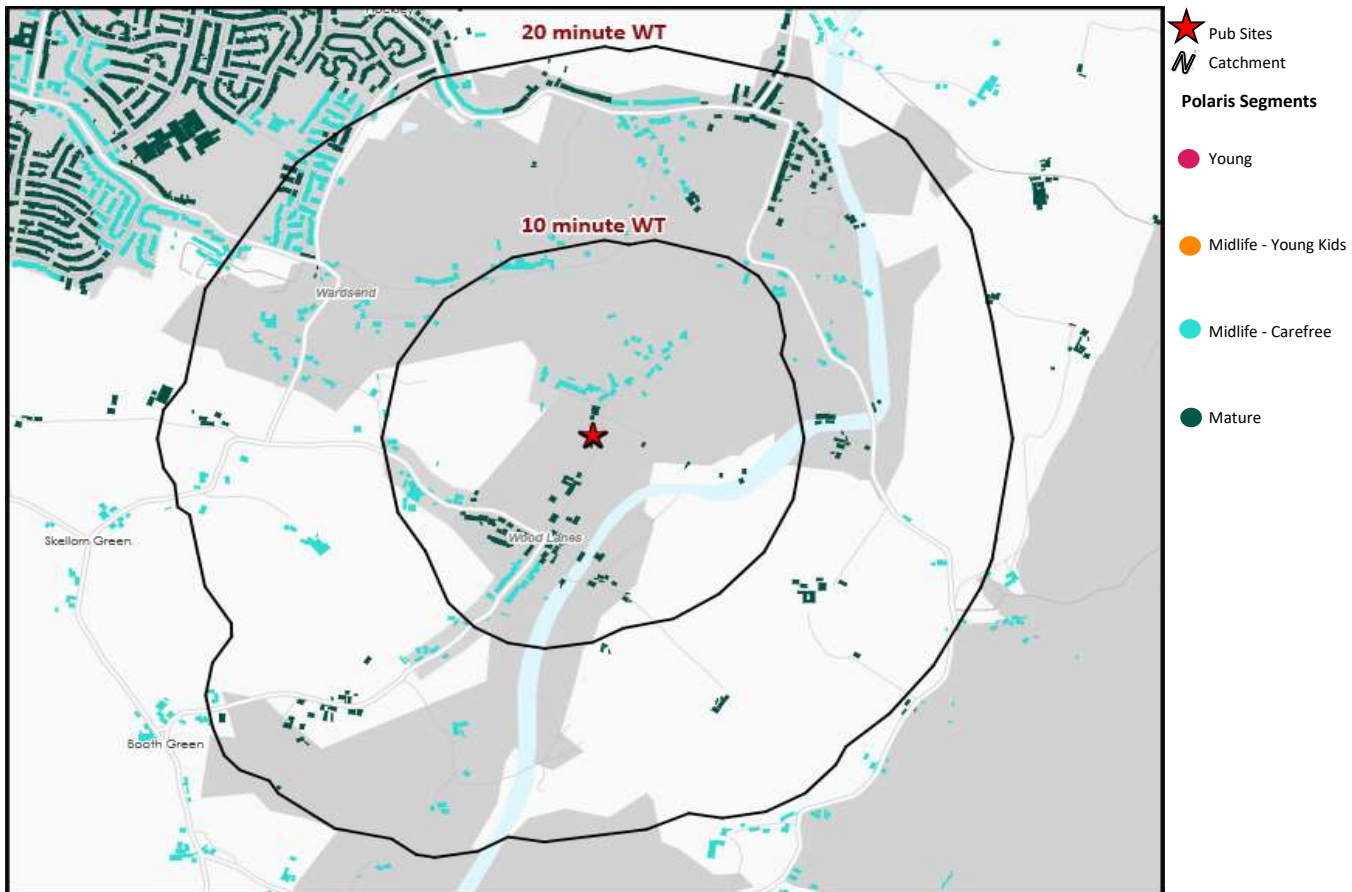
## Time of Day by Polaris: Weekday (Monday to Friday)



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



## Polaris Summary - Miners Arms Macclesfield

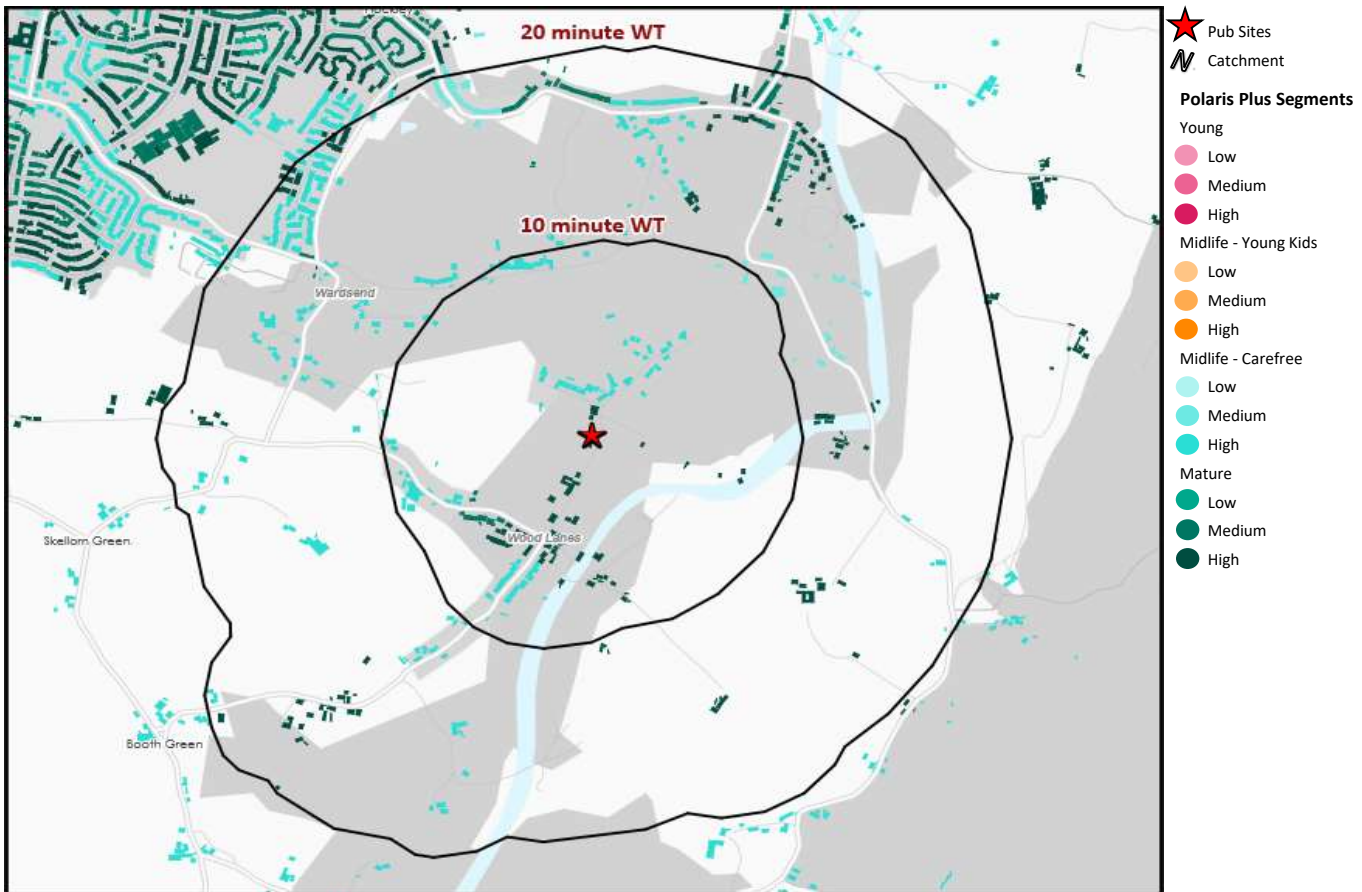


## Polaris Profile by Catchment

\*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	0	0	33,763	0	0	59
Midlife - Young Kids	0	0	3,770	0	0	17
Midlife - Carefree	172	634	33,336	421	371	102
Mature	86	444	132,003	75	93	144
<b>Not Private Households</b>	0	0	3,264	0	0	121
<b>Total</b>	258	1,078	206,136			

## Polaris Plus Summary - Miners Arms Macclesfield



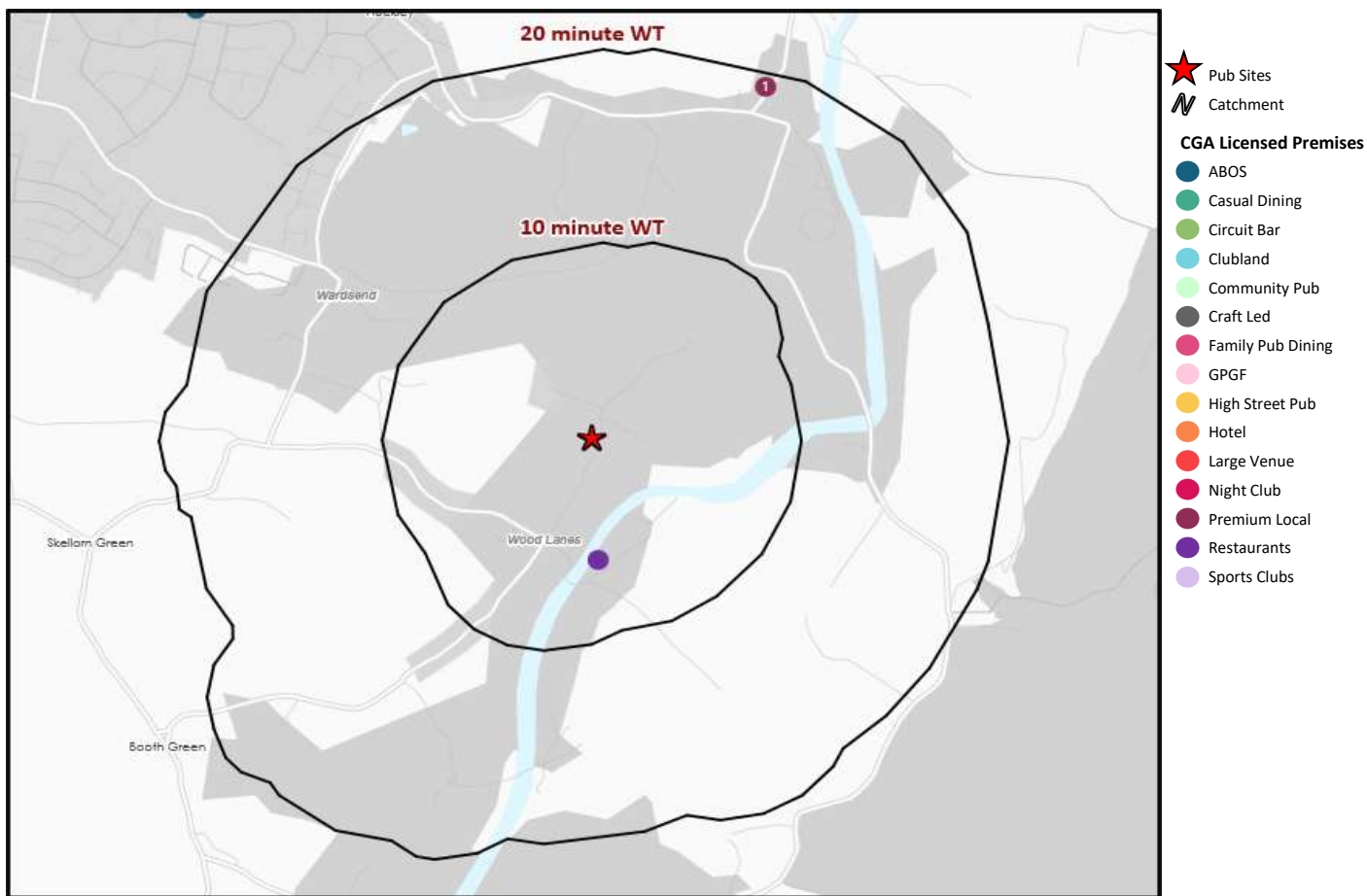
## Polaris Plus Profile by Catchment

\*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**
<b>Young</b>						
Low	0	0	9,845	0	0	49
Medium	0	0	17,400	0	0	77
High	0	0	6,518	0	0	47
<b>Midlife - Young Kids</b>						
Low	0	0	1,606	0	0	14
Medium	0	0	2,064	0	0	23
High	0	0	100	0	0	4
<b>Midlife - Carefree</b>						
Low	0	0	6,345	0	0	73
Medium	0	0	7,088	0	0	48
High	172	634	19,903	1,497	1,321	217
<b>Mature</b>						
Low	0	0	18,312	0	0	65
Medium	13	185	47,112	32	110	146
High	73	259	66,579	189	160	215
<b>Not Private Households</b>	0	0	3,264	0	0	121
<b>Total</b>	258	1,078	206,136			



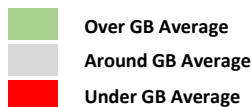
## CGA Summary - Miners Arms Macclesfield



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Lyme Breeze	SK10 4PH	Independent Free	Restaurants	0.2
1	Boars Head Hotel	SK12 1TE	Punch Pub Company	Premium Local	0.8
2	Sterling Bar	SK12 1PS	Independent Free	ABOS	1.1
3	Poynton Working Mens Club	SK12 1RG	Independent Free	Sports Clubs	1.2

## Per Pub Analysis - Miners Arms Macclesfield



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	258	1,078	206,136
Number of Competition Pubs	0	1	260
Adults 18+ per Competition Pub	0	1,078	793

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	17	6.5%	80
Circuit Bar	0	0	0.0%	0
Community Pub	0	26	10.3%	54
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	113	43.9%	248
High Street Pub	0	10	3.7%	20
Premium Local	0	92	35.6%	216

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	61	5.6%	70
Circuit Bar	0	0	0.0%	0
Community Pub	0	135	12.5%	66
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	437	40.5%	229
High Street Pub	0	75	6.9%	38
Premium Local	1	370	34.3%	208

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	24	13,045	6.3%	79
Circuit Bar	26	4,813	2.3%	58
Community Pub	6	30,371	14.7%	77
Craft Led	0	4,223	2.0%	59
Great Pub Great Food	38	56,029	27.2%	154
High Street Pub	37	28,571	13.9%	75
Premium Local	57	52,386	25.4%	154

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																						
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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			
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