CACI

Catchment Summary - Windmill Manchester

star PUBS & BARS

*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		5,804	20,335	861,229	110	140	227
					Population & Adults 18+ index is based on all pubs		
Adults 18+		4,633	16,242	649,676	106	91	217
Competition Pubs		4	19	1,002	27	59	277
Adults 18+ per Competition Pub		1,158	855	648	140	104	79
% Adults Likely to Drink		82.7%	81.8%	79.5%	100	99	96
Affluence	Low	31.2%	29.6%	33.8%	122	115	132
	Medium	65.7%	60.0%	43.9%	167	152	111
	High	3.1%	8.4%	21.2%	9	25	63

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	421	1,506	77,484	89	91	111
	25-34	649	2,860	139,388	84	106	122
	35-44	573	2,366	115,970	77	90	105
	45-64	1,630	5,398	195,416	110	104	89
	65+	1,360	4,112	121,418	123	106	74
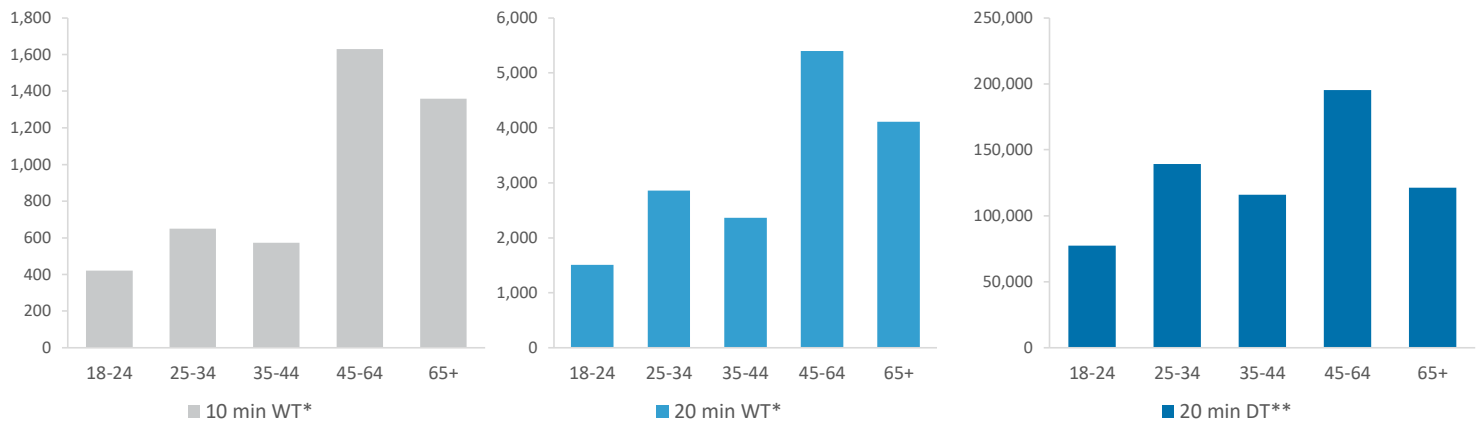
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,782 (48%)	9,938 (49%)	431,134 (50%)	97	99	101
	Female	3,022 (52%)	10,397 (51%)	430,095 (50%)	103	101	99
Economic Status (16-74)	Employed: Full-time	1,677 (42%)	6,313 (43%)	243,440 (40%)	101	104	95
	Employed: Part-time	517 (13%)	1,849 (13%)	77,933 (13%)	100	98	98
	Self employed	296 (7%)	1,057 (7%)	43,819 (7%)	77	76	75
	Unemployed	78 (2%)	356 (2%)	19,375 (3%)	82	103	133
	Retired	824 (21%)	2,450 (17%)	74,397 (12%)	150	122	88
	Other	607 (15%)	2,557 (18%)	156,057 (25%)	77	89	129
Total Worker Count		856	4,455	372,456			

See the Glossary page for further information on the above variables

Legend:
- Over GB Average
- Around GB Average
- Under GB Average

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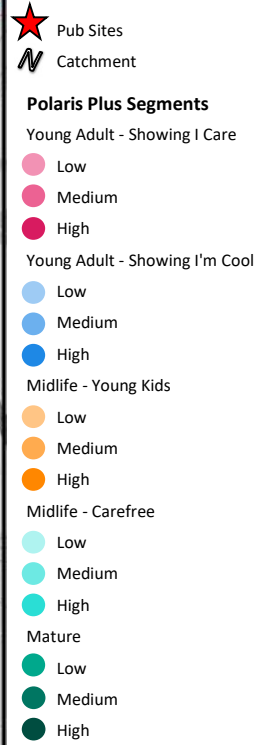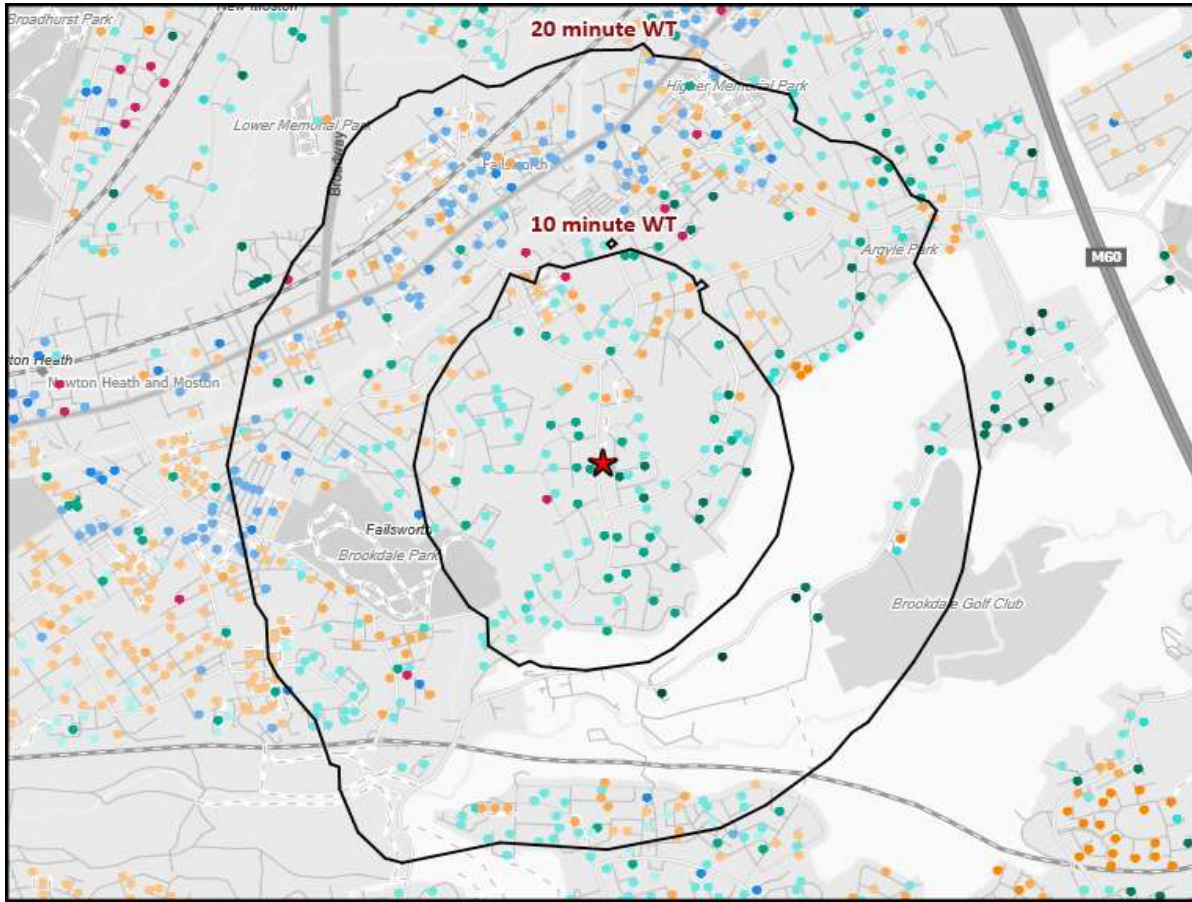## Polaris Summary - Windmill Manchester

★ star
PUBS & BARS
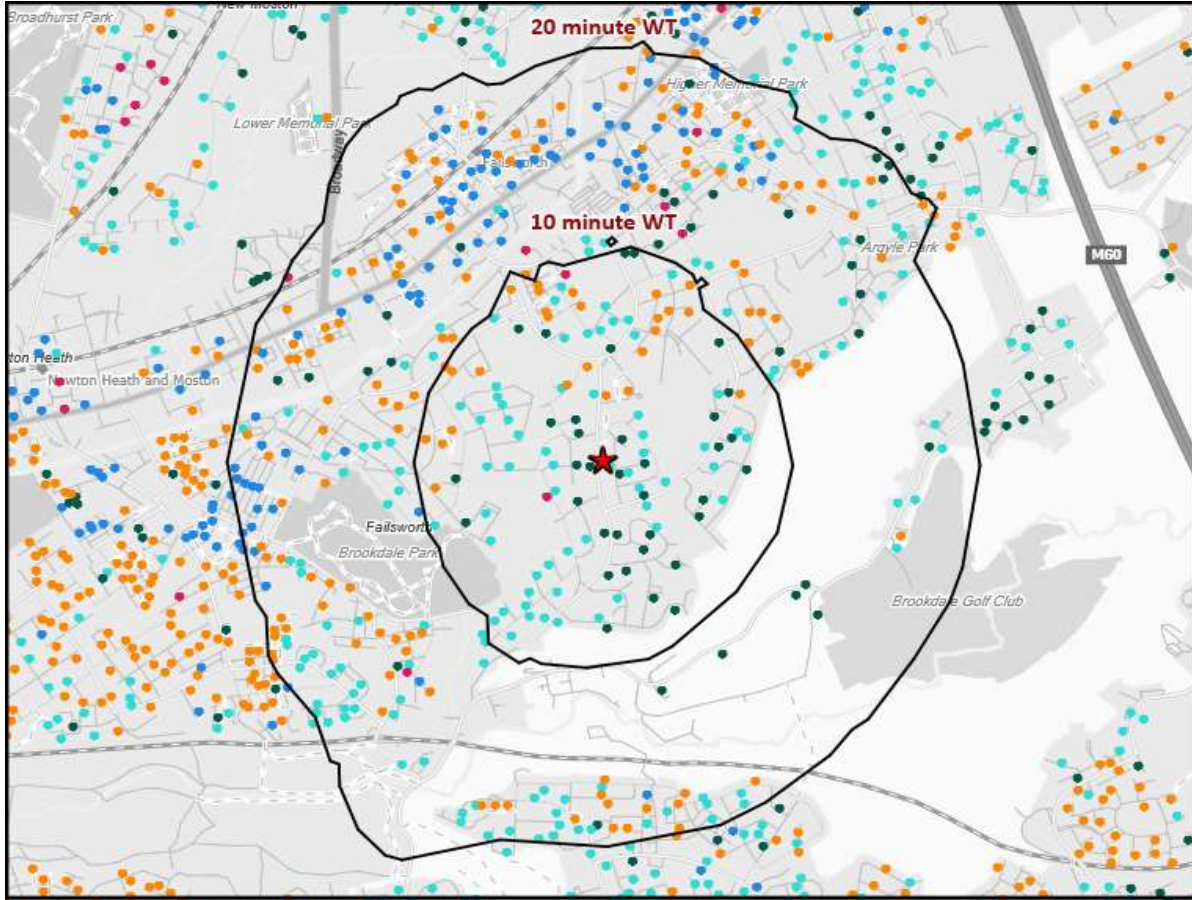
★ Pub Sites

N 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	35	274	100,230	8	19	173
Young Adult - Showing I'm Cool	0	2,466	102,040	0	165	171
Midlife - Young Kids	1,084	5,155	225,613	74	101	111
Midlife - Carefree	2,428	5,520	135,265	249	162	99
Mature	1,086	2,496	78,780	84	55	43
Not Private Households	0	331	7,748	0	142	83
Total	4,633	16,242	649,676			

CACI

Polaris Summary - Windmill Manchester

star PUBS & BARS

★ 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	37,171	0	0	136
Medium	0	0	51	0	0	1
High	35	274	63,008	22	50	288
Young Adult - Showing I'm Cool						
Low	0	0	80	0	0	1
Medium	0	1,967	71,565	0	327	298
High	0	499	30,395	0	69	105
Midlife - Young Kids						
Low	556	2,564	116,843	108	142	162
Medium	528	2,429	95,370	76	100	98
High	0	162	13,400	0	19	38
Midlife - Carefree						
Low	24	487	31,641	15	88	143
Medium	2,294	4,663	78,198	737	427	179
High	110	370	25,426	22	21	36
Mature						
Low	865	1,757	33,597	315	182	87
Medium	221	684	39,874	38	33	48
High	0	55	5,309	0	4	9
Not Private Households	0	331	7,748	0	142	83
Total	4,633	16,242	649,676			

Transactional Data Summary - Windmill Manchester

star PUBS & BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	2.4%
Young Adult - Showing I'm Cool - Low	0.1%
Young Adult - Showing I'm Cool - Medium	12.6%
Young Adult - Showing I'm Cool - High	1.0%
Midlife - Young Kids - Low	7.4%
Midlife - Young Kids - Medium	20.2%
Midlife - Young Kids - High	3.1%
Midlife - Carefree - Low	1.3%
Midlife - Carefree - Medium	31.3%
Midlife - Carefree - High	1.1%
Mature - Low	15.0%
Mature - Medium	4.6%
Mature - High	0.1%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£16
Young Adult - Showing I'm Cool - Low	£4
Young Adult - Showing I'm Cool - Medium	£11
Young Adult - Showing I'm Cool - High	£12
Midlife - Young Kids - Low	£14
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£8
Midlife - Carefree - Low	£15
Midlife - Carefree - Medium	£10
Midlife - Carefree - High	£12
Mature - Low	£11
Mature - Medium	£11
Mature - High	£11

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

Spend by Month

— Windmill Manchester
— Star Pubs

Mobile Data Summary - Windmill Manchester

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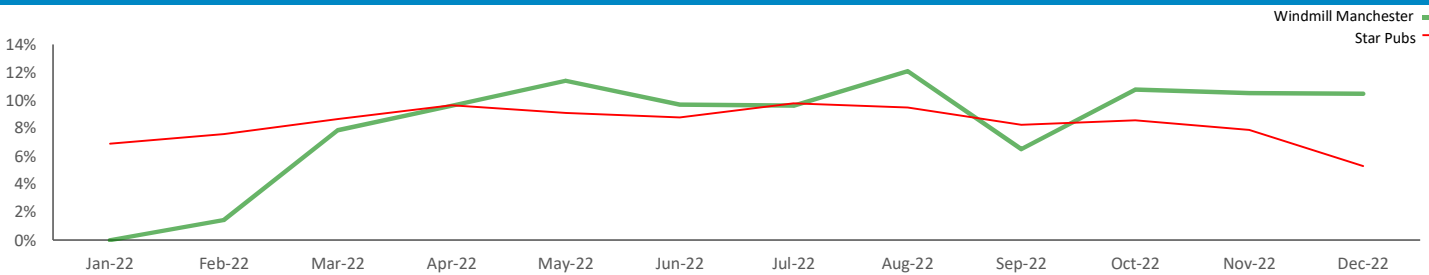
Time of Day/Day of Week
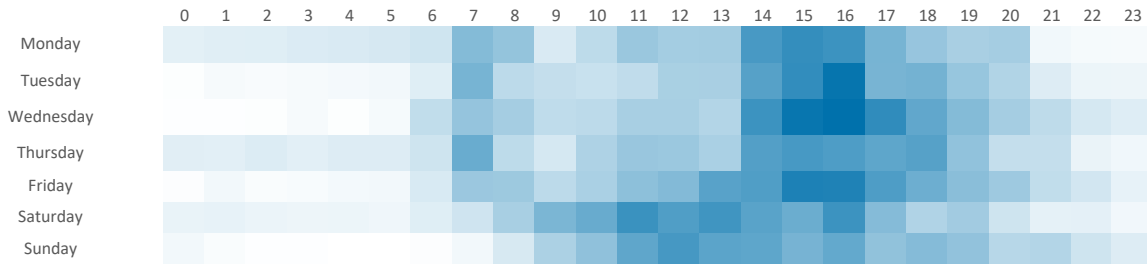
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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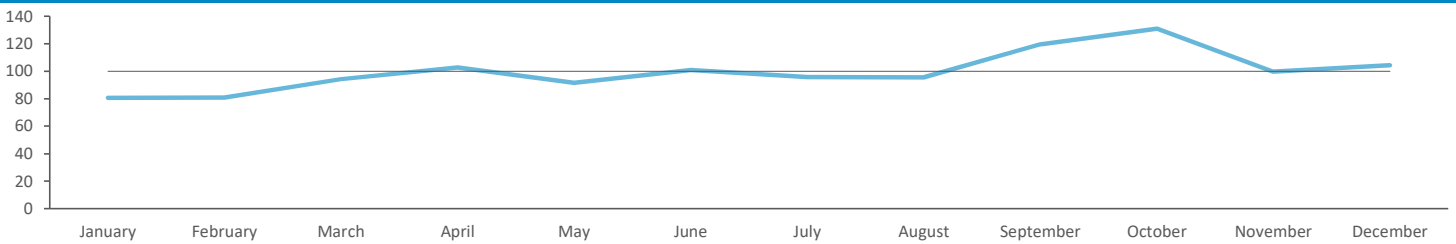
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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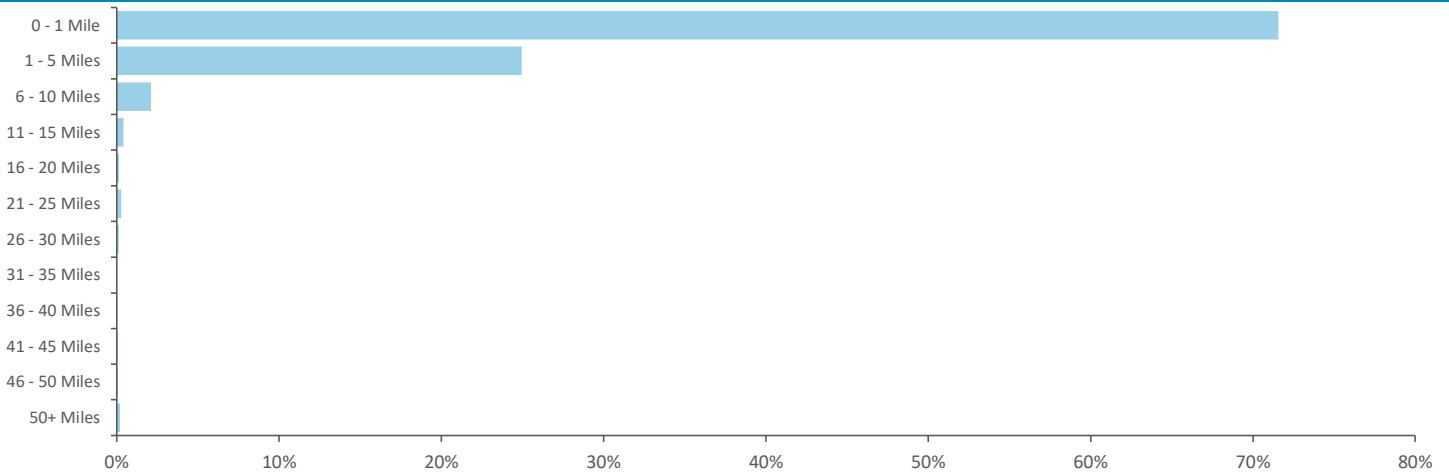
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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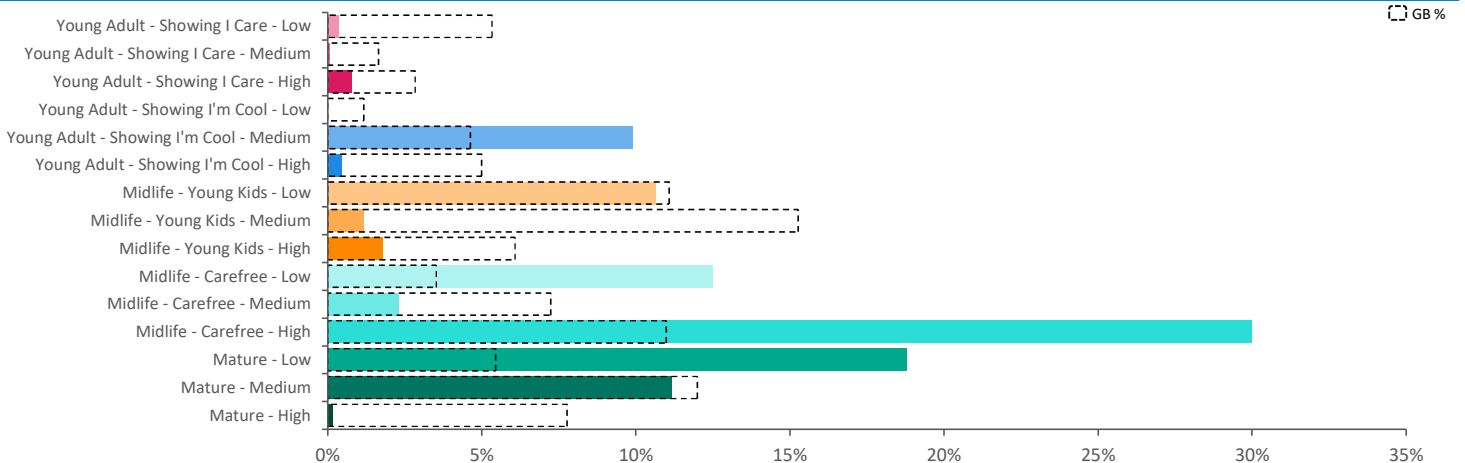
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Windmill Manchester
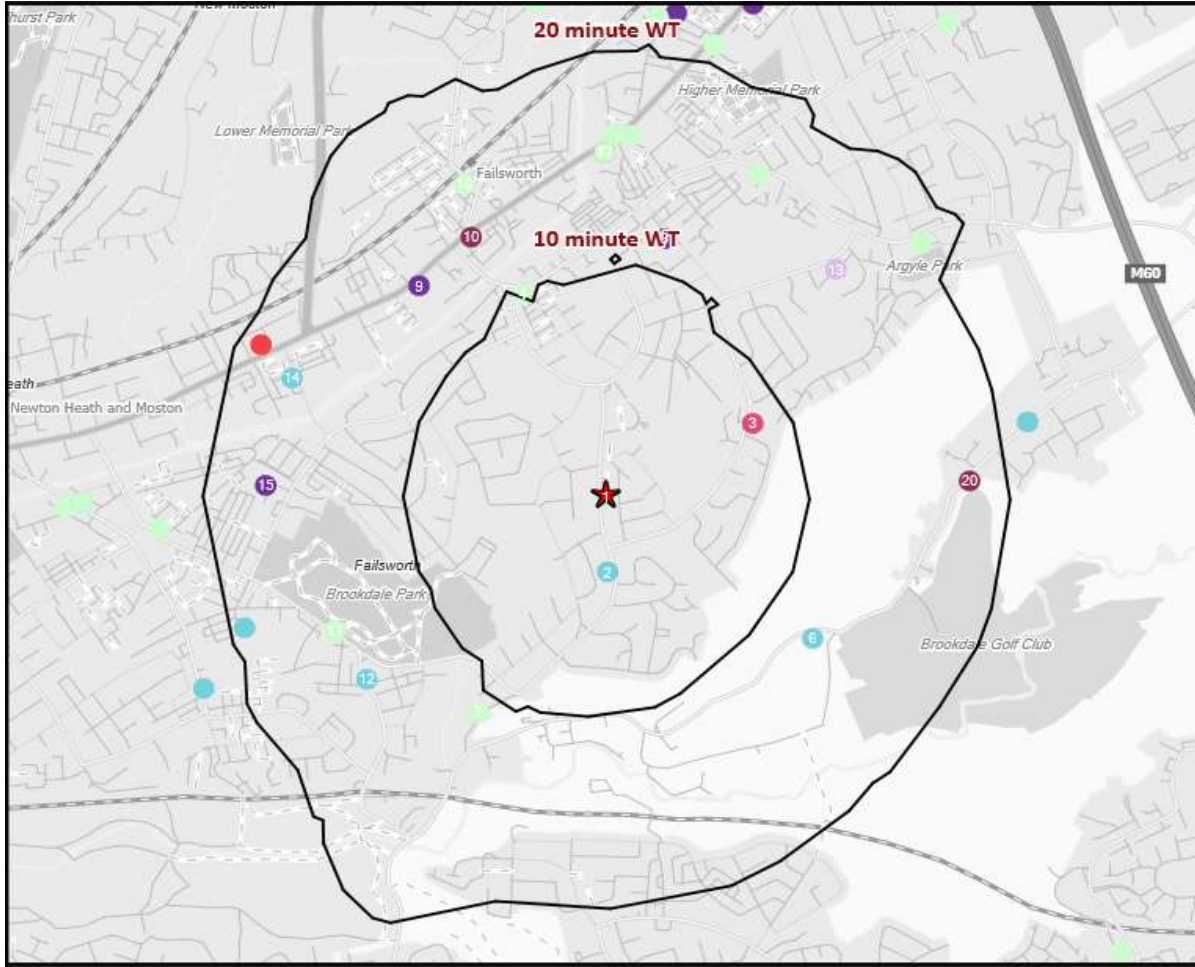
Legend:
- ⭐ Pub Sites
- N Catchment

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	Windmill	M 35 0QH	Star Pubs & Bars	Community Pub	0.0
2	Church Of The Holy Family	M 35 0QS	Independent Free	Clubland	0.1
3	Eight Bells	M 35 0QW	Stonegate Pub Company	Family Pub Dining	0.3
4	Millgate	M 35 0ES	JW Lees	Community Pub	0.4
4	Mare & Foal	M 35 0ES	Marston's	Community Pub	0.4
6	Brookdale Golf Club	M 35 9WQ	Independent Free	Clubland	0.5
7	Nelson Tavern	M 35 0PW	Ei Group	Community Pub	0.5
8	Jimmy's	M 35 9RD	Independent Free	Restaurants	0.5
9	Desi Lounge Restaurant	M 35 0HB	Independent Free	Restaurants	0.5
10	Mowbray Arms	M 35 0EN	Amber Taverns	Premium Local	0.6
11	Horseshoe	M 40 1GJ	Independent Free	Community Pub	0.6
12	Heath Club	M 40 1GL	Independent Free	Clubland	0.6
13	Failsworth Soccer Centre	M 35 9HA	Independent Free	Sports Clubs	0.6
14	Failsworth Home Guard Old Comrades Association	M 35 0HY	Independent Free	Clubland	0.6
15	Ash Tree Farm	M 40 1PL	Independent Free	Restaurants	0.6
16	Bricklayers Arms	M 35 0DL	Admiral Taverns Ltd	Community Pub	0.7
17	Crown & Cushion	M 35 0FH	Stonegate Pub Company	Community Pub	0.7
17	Failsworth Town Hall	M 35 0FH	Independent Free	Large Venue	0.7
17	Bridge Inn	M 35 0FH	Admiral Taverns Ltd	Community Pub	0.7
20	Dog & Partridge	M 35 9NP	Marston's	Premium Local	0.7

Per Pub Analysis - Windmill Manchester

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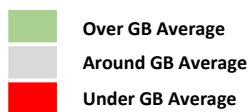
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,633	16,242	649,676
Number of Competition Pubs	4	19	1,002
Adults 18+ per Competition Pub	1,158	855	648

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	134	2.9%	28
Circuit Bar	134	2.9%	79
Community Pub	868	18.7%	108
Craft Led	36	0.8%	25
Great Pub Great Food	162	3.5%	18
High Street Pub	743	16.0%	93
Premium Local	237	5.1%	29

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,213	7.5%	73
Circuit Bar	678	4.2%	114
Community Pub	2,910	17.9%	103
Craft Led	555	3.4%	108
Great Pub Great Food	1,247	7.7%	40
High Street Pub	2,802	17.3%	100
Premium Local	1,357	8.4%	48

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	79,020	12.2%	119
Circuit Bar	28,039	4.3%	118
Community Pub	120,568	18.6%	107
Craft Led	33,328	5.1%	162
Great Pub Great Food	86,119	13.3%	69
High Street Pub	120,369	18.5%	107
Premium Local	64,647	10.0%	57

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.