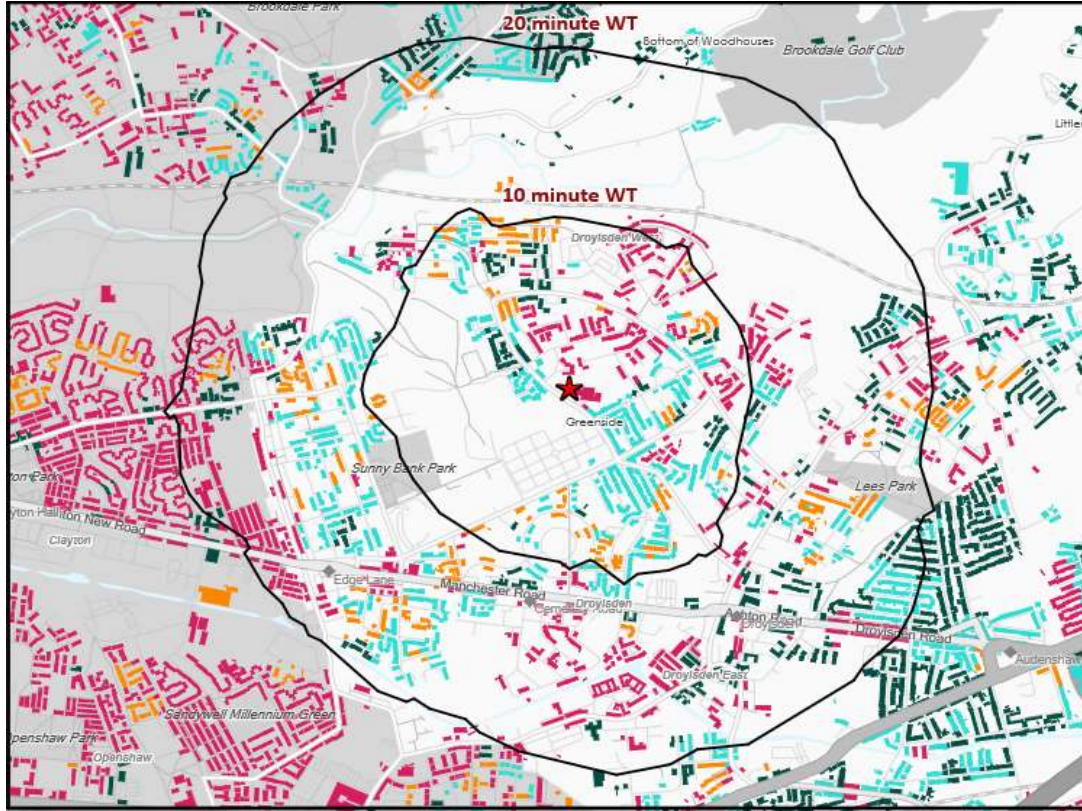


Catchment Summary - Pig On The Wall Droylsden



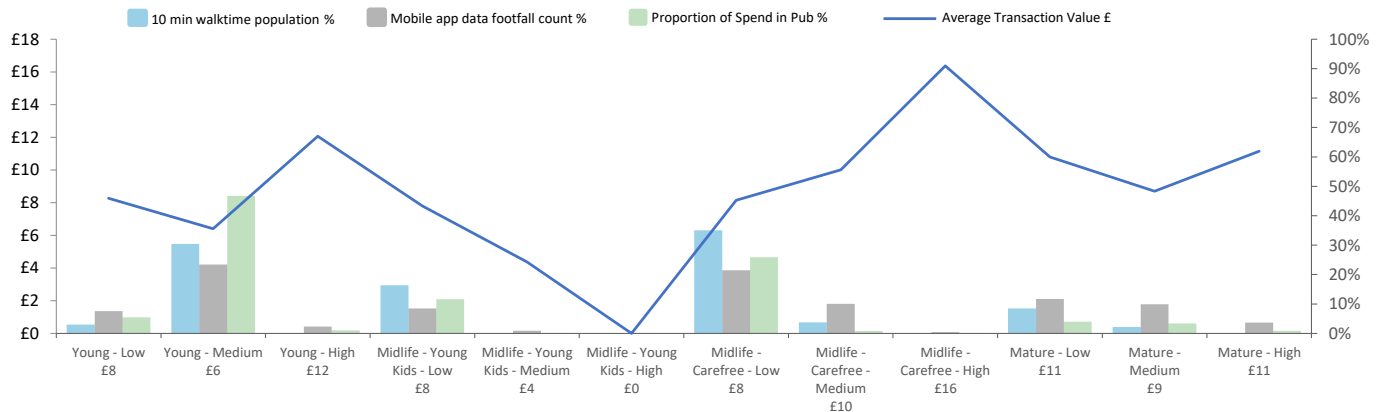
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Ship To	Name	Postcode	Operator	Segment	Sparsity
641508	Pig On The Wall Droylsden	M 43 7RA	Star Pubs & Bars	Community Pub	5



- ★ Pub Sites
- N 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 - Pig On The Wall Droylsden

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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**

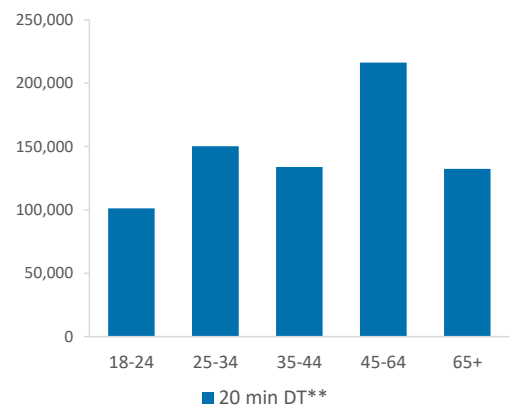
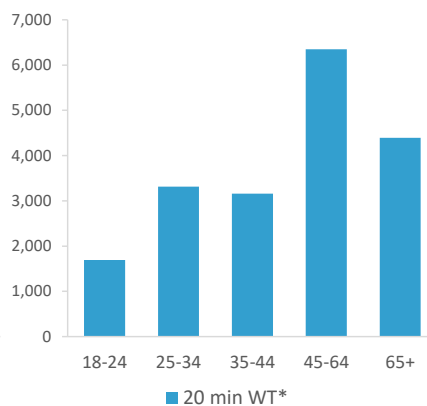
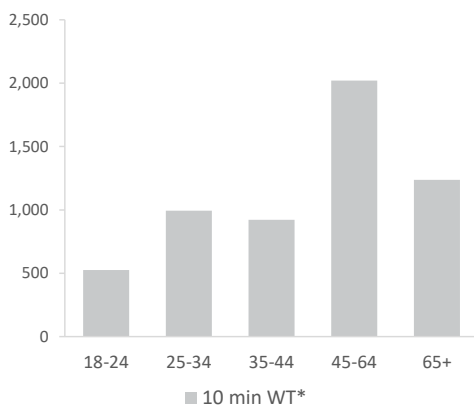
Population	7,327	24,089	957,673	137	130	218
Adults 18+	5,698	18,907	734,009	127	124	210
Competition Pubs	2	24	1,061	11	67	255
Adults 18+ per Competition Pub	2,849	788	692	332	92	81
% Adults Likely to Drink	76.6%	76.5%	70.1%	100	100	92

Population & Adults 18+ index is based on all pubs

Affluence	Low	62.9%	61.0%	49.5%	189	183	149
	Medium	36.3%	38.1%	38.2%	95	100	100
	High	0.0%	0.7%	11.7%	0	3	43

*Affluence does not include Not Private Households

Age Profile	18-24	526	1,691	101,268	88	86	130
	25-34	993	3,312	150,243	102	103	118
	35-44	922	3,159	133,906	95	99	106
	45-64	2,020	6,351	216,239	107	103	88
	65+	1,237	4,394	132,353	88	95	72



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	3,521 (48%)	11,702 (49%)	473,637 (49%)	98	99	101
	Female	3,806 (52%)	12,387 (51%)	484,036 (51%)	102	101	99

Economic Status (16+)	Employed: Full-time	2,229 (38%)	7,276 (37%)	255,189 (34%)	110	108	98
	Employed: Part-time	802 (14%)	2,421 (12%)	90,091 (12%)	115	105	100
	Self employed	414 (7%)	1,373 (7%)	56,848 (7%)	76	76	81
	Unemployed	192 (3%)	622 (3%)	27,304 (4%)	118	115	130
	Full-time student	116 (2%)	406 (2%)	23,251 (3%)	83	88	129
	Retired	1,146 (19%)	4,005 (21%)	123,707 (16%)	89	94	74
	Other	985 (17%)	3,391 (17%)	182,996 (24%)	96	100	138

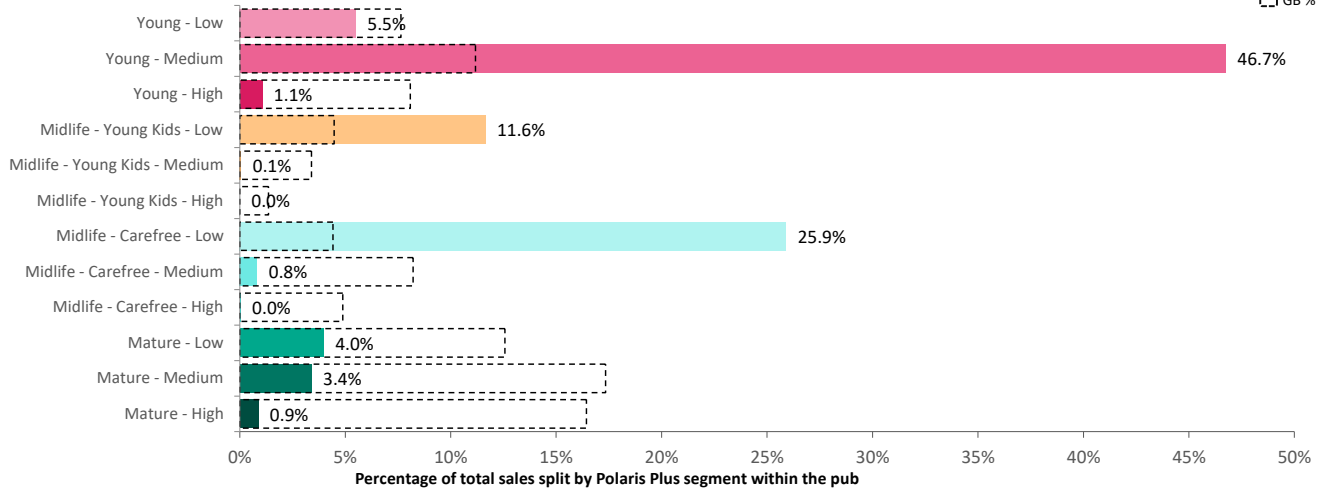
Total Worker Count	1,417	5,876	414,013
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See the Glossary page for further information on the above variables

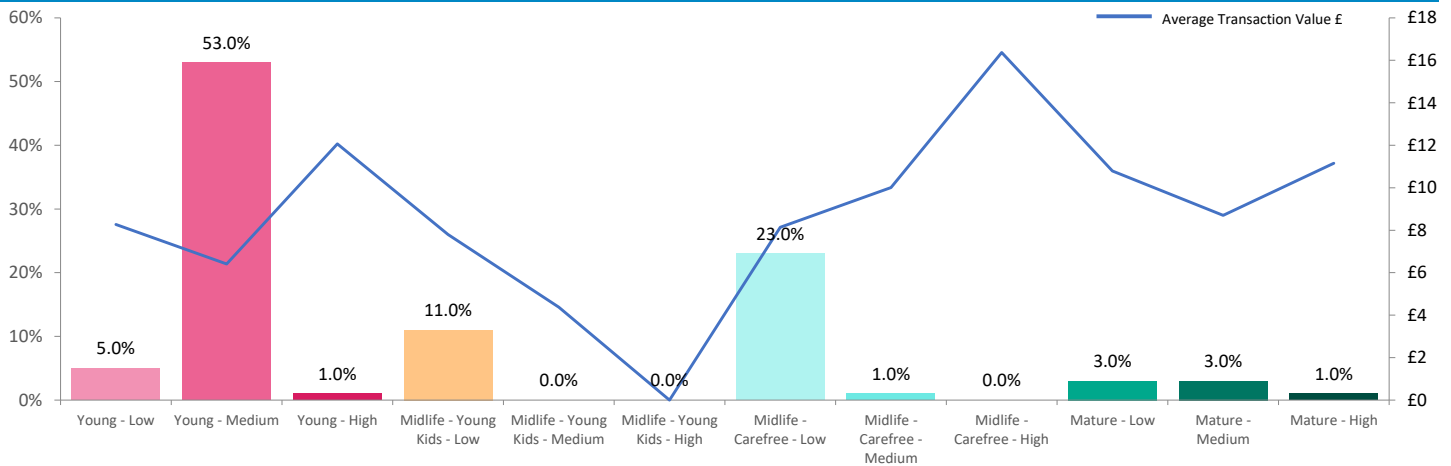
Transactional Data Summary - Pig On The Wall Droylsden

Spend by Polaris Plus

GB %

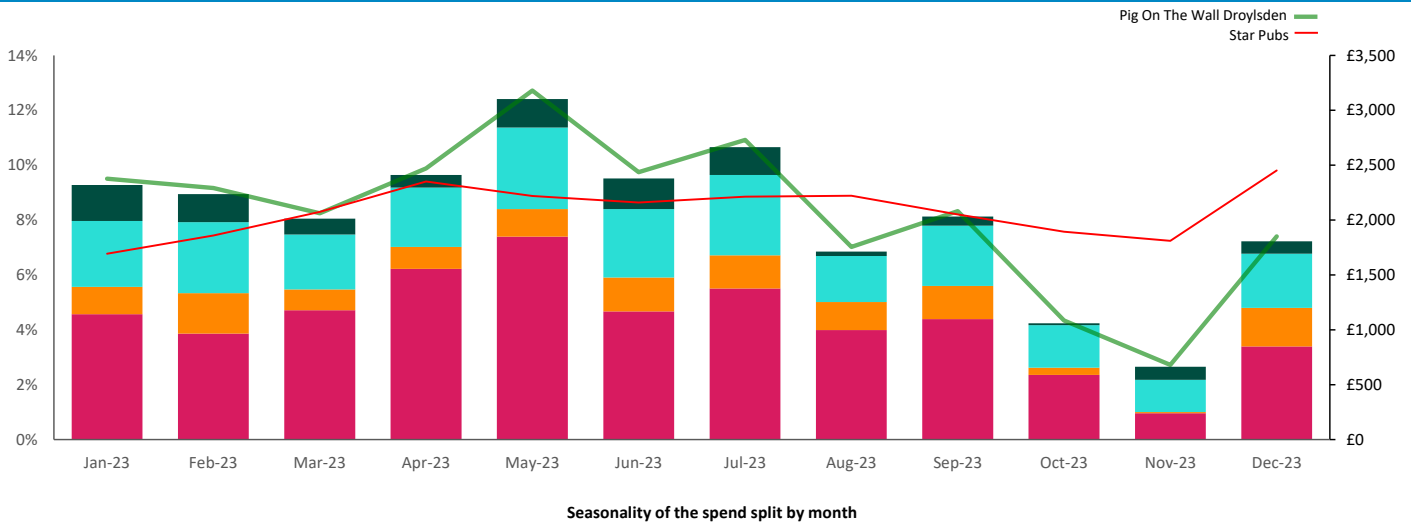


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

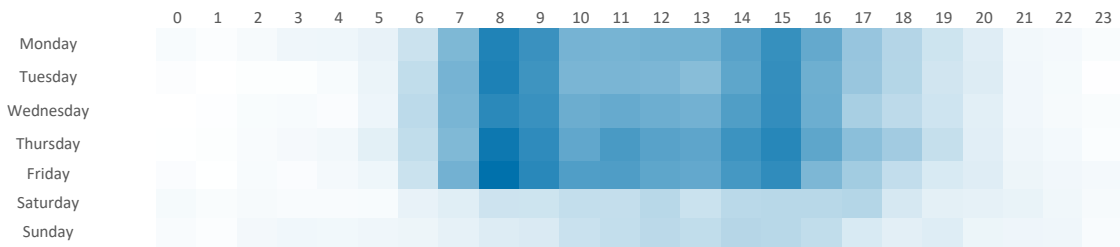


Mobile Data Summary - Pig On The Wall Droylsden



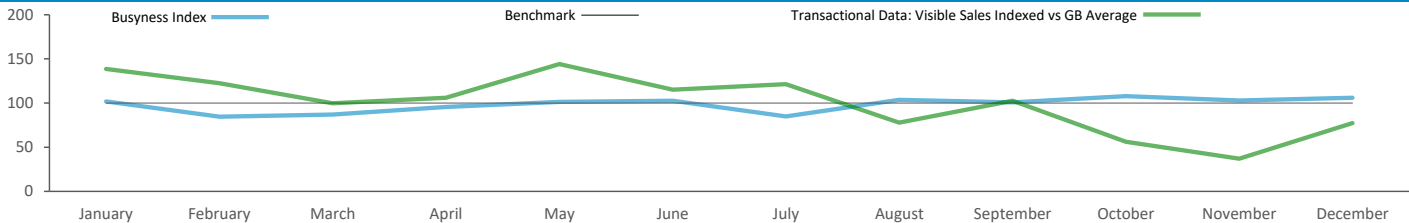
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Time of Day/Day of Week



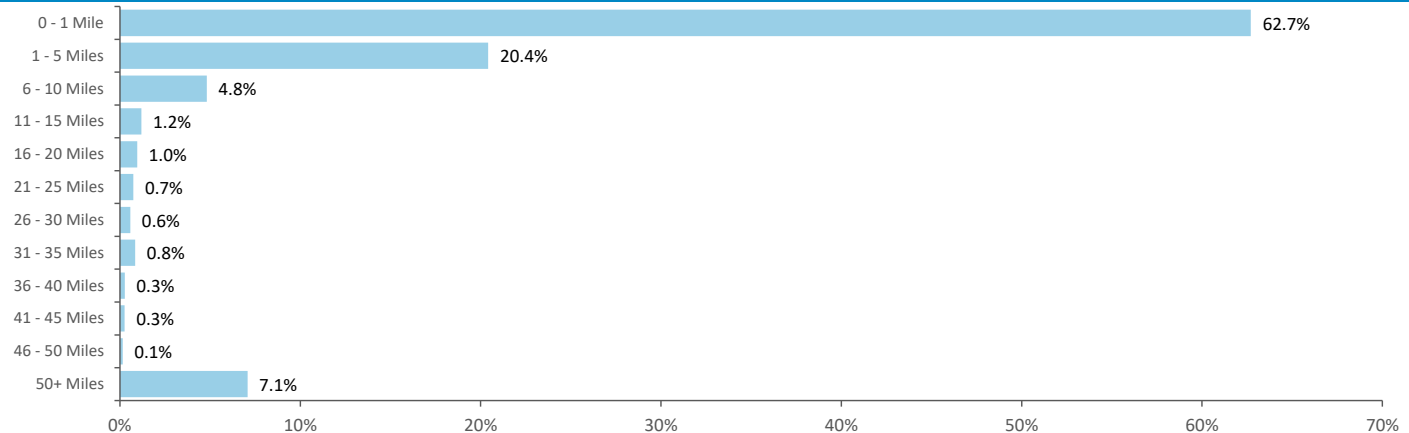
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

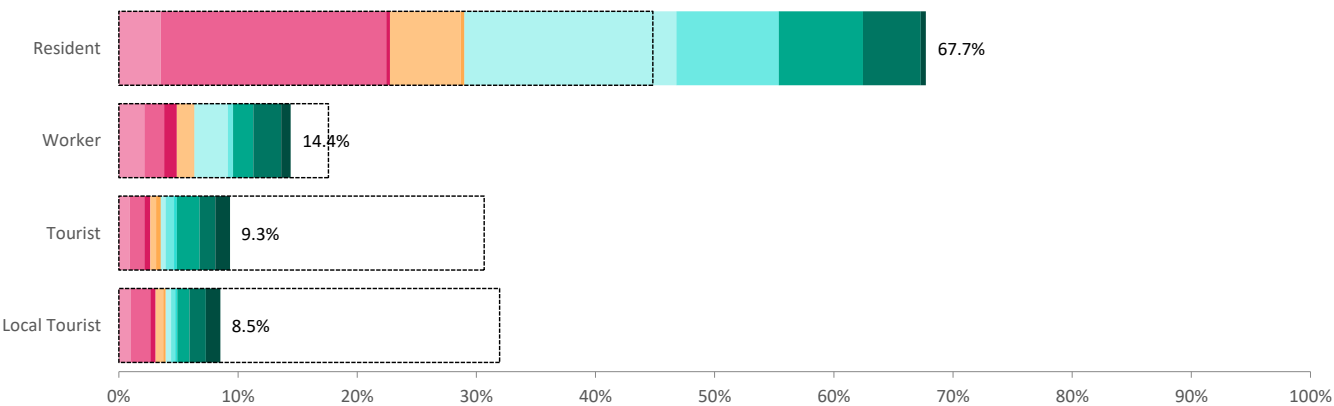
Distance from Home



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

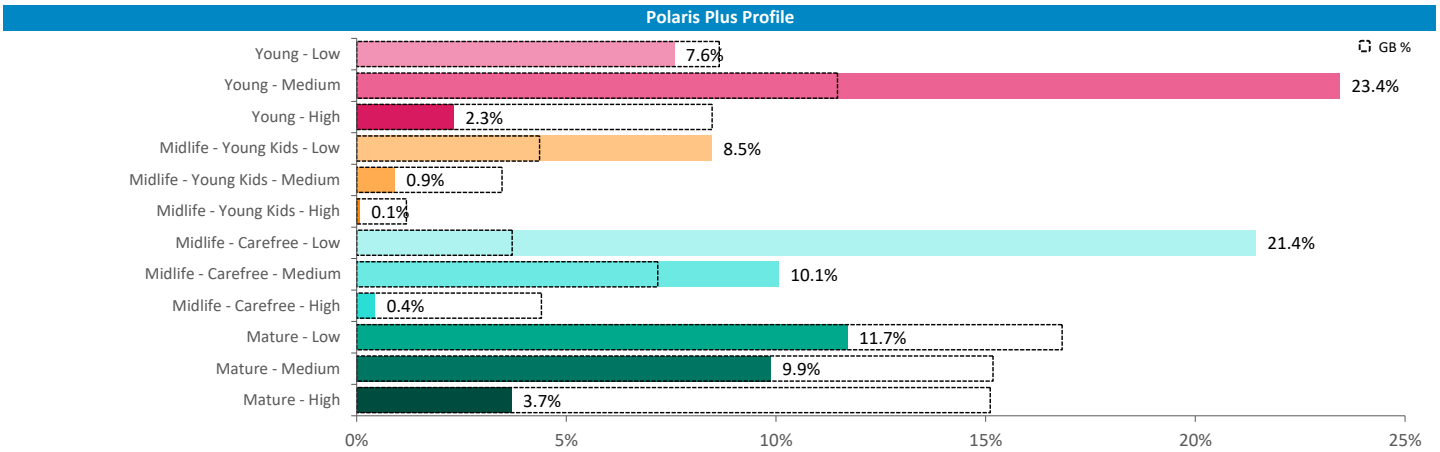


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

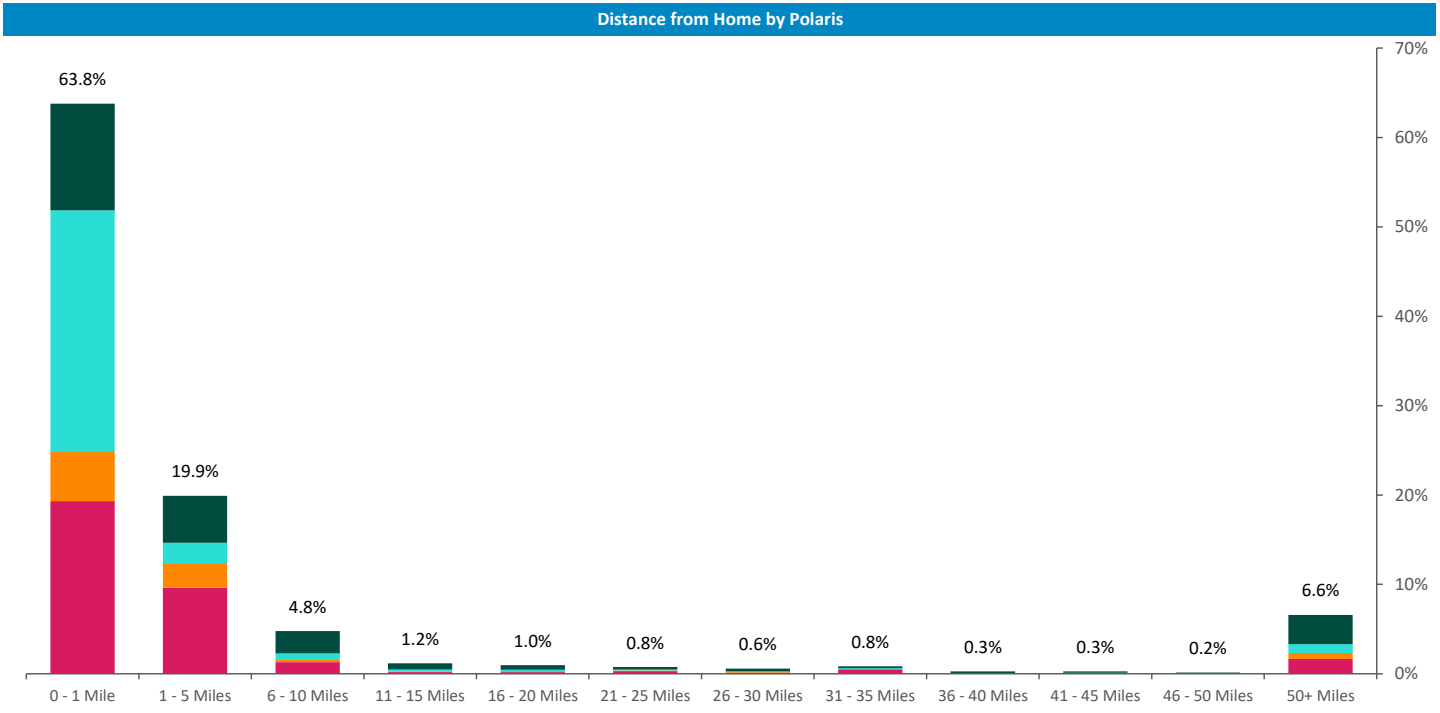
Mobile Data Summary - Pig On The Wall Droylsden



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



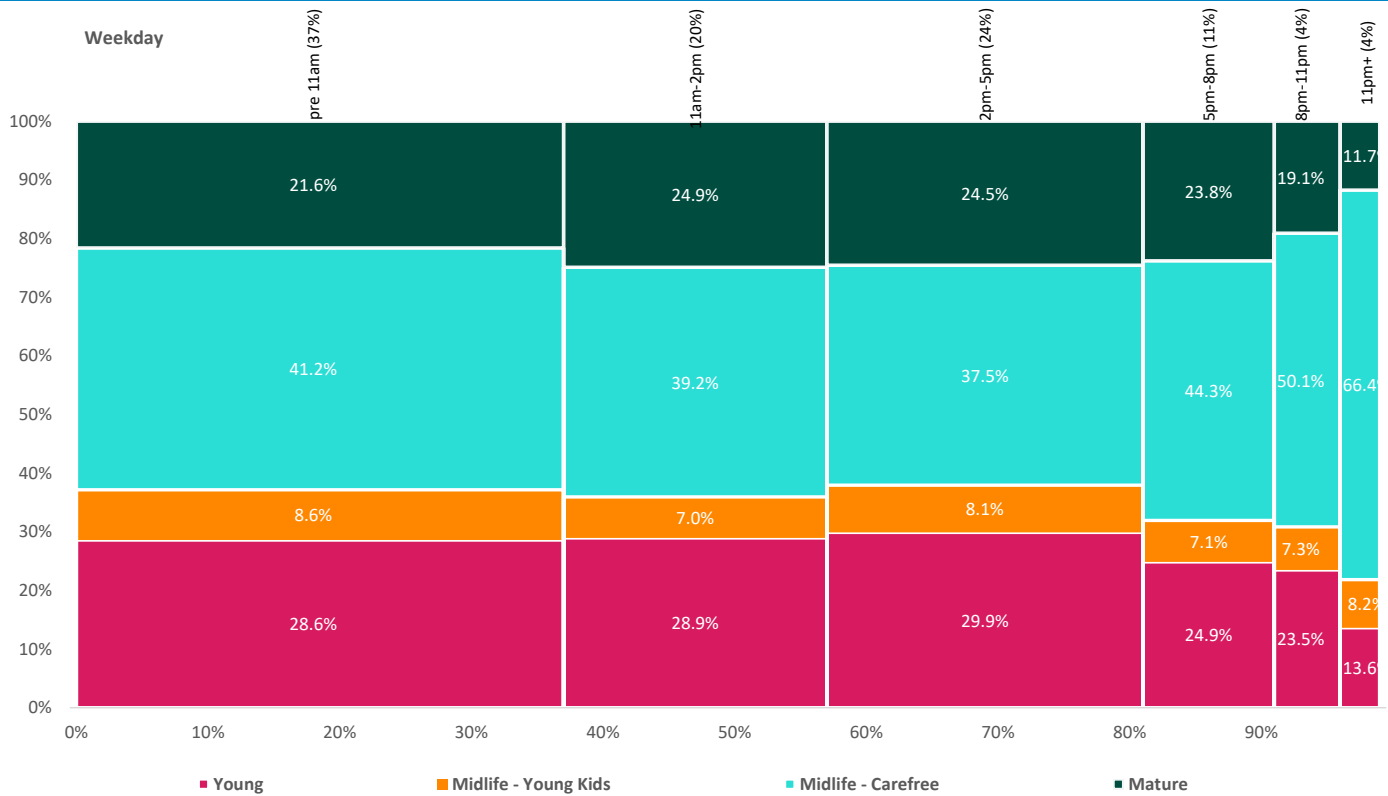
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Pig On The Wall Droylsden

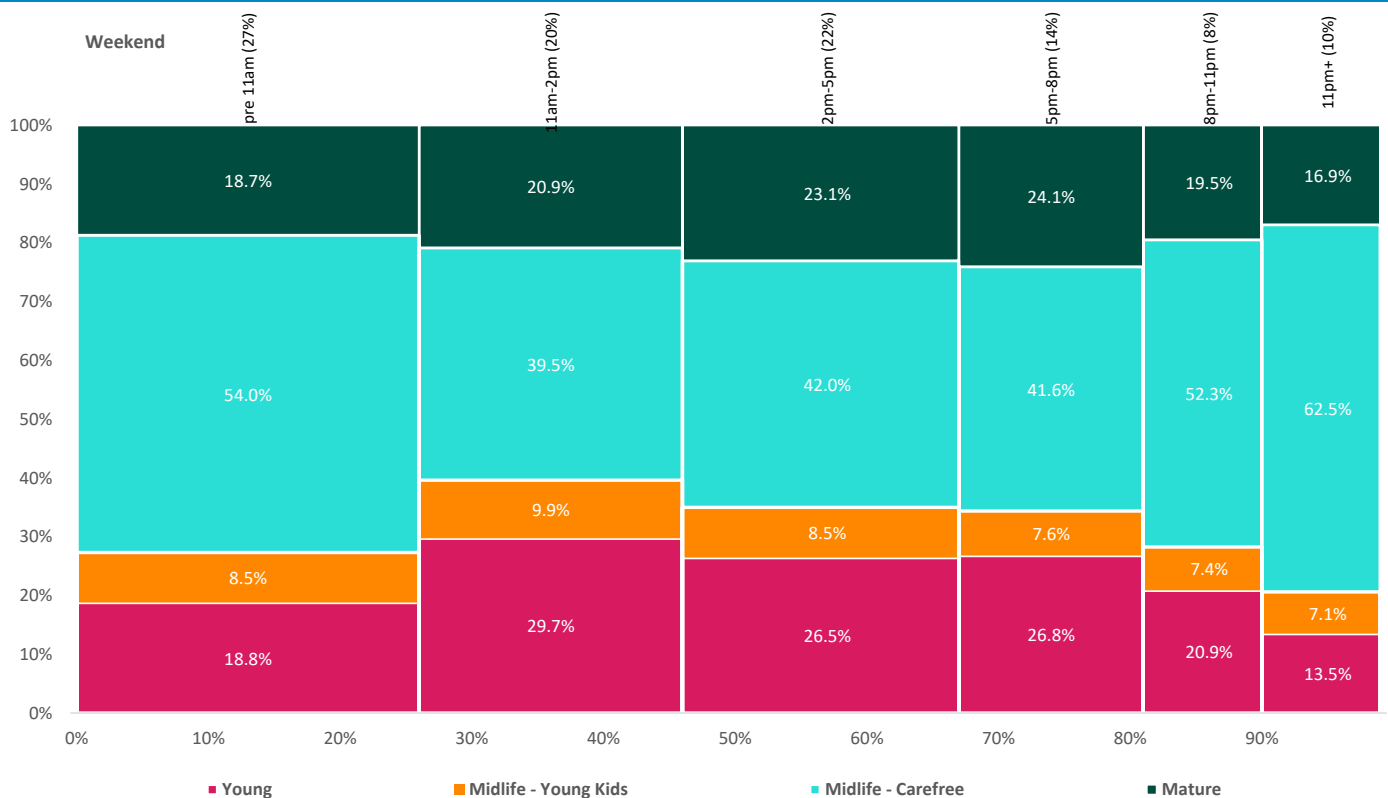


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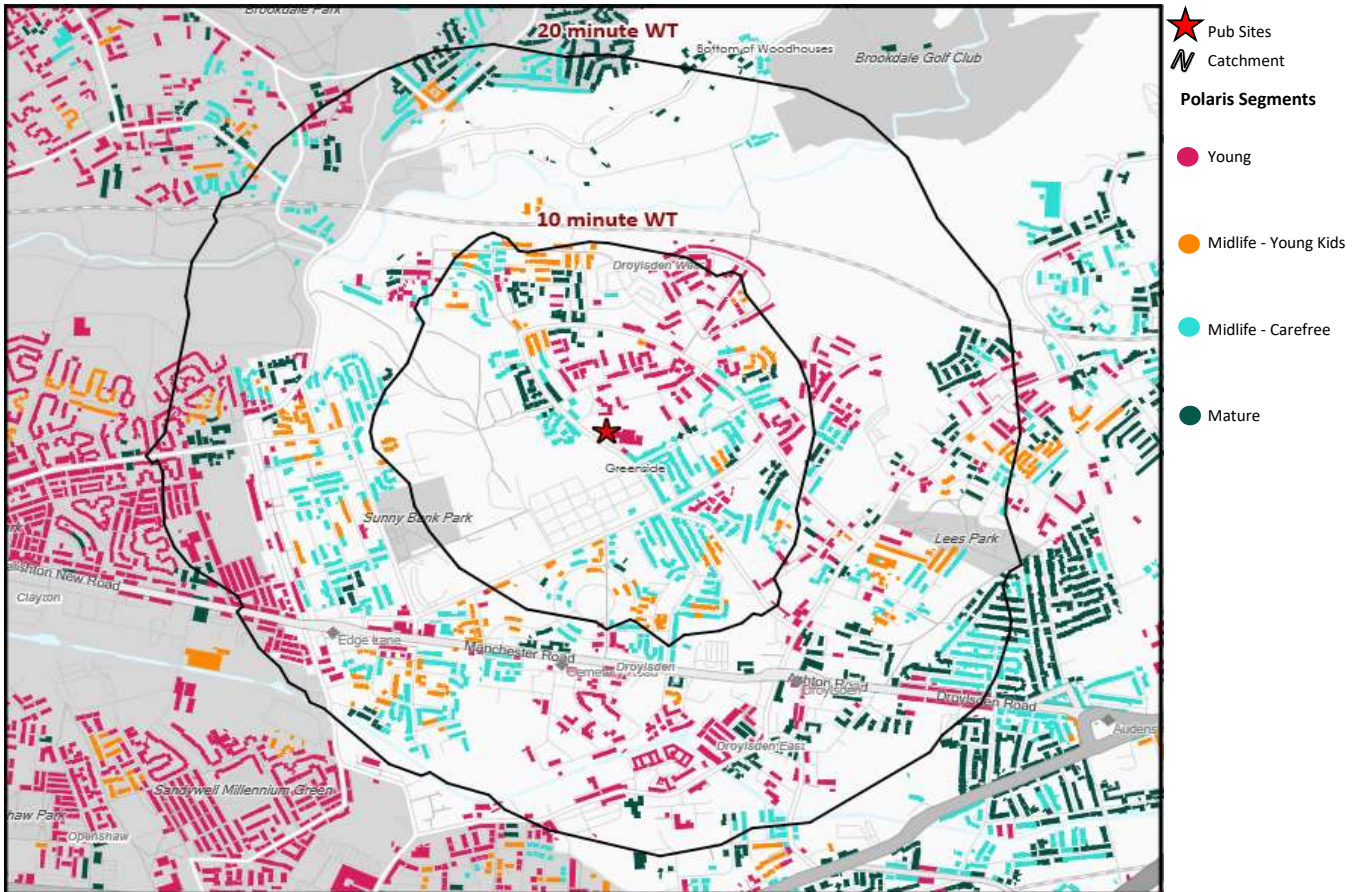
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Pig On The Wall Droylsden



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	1,899	7,112	350,567	121	137	173
Midlife - Young Kids	934	2,323	113,168	150	112	141
Midlife - Carefree	2,210	5,495	84,312	245	184	73
Mature	610	3,932	180,821	24	47	55
Not Private Households	45	45	5,141	60	18	53
Total	5,698	18,907	734,009			

Polaris Plus Summary - Pig On The Wall Droylsden

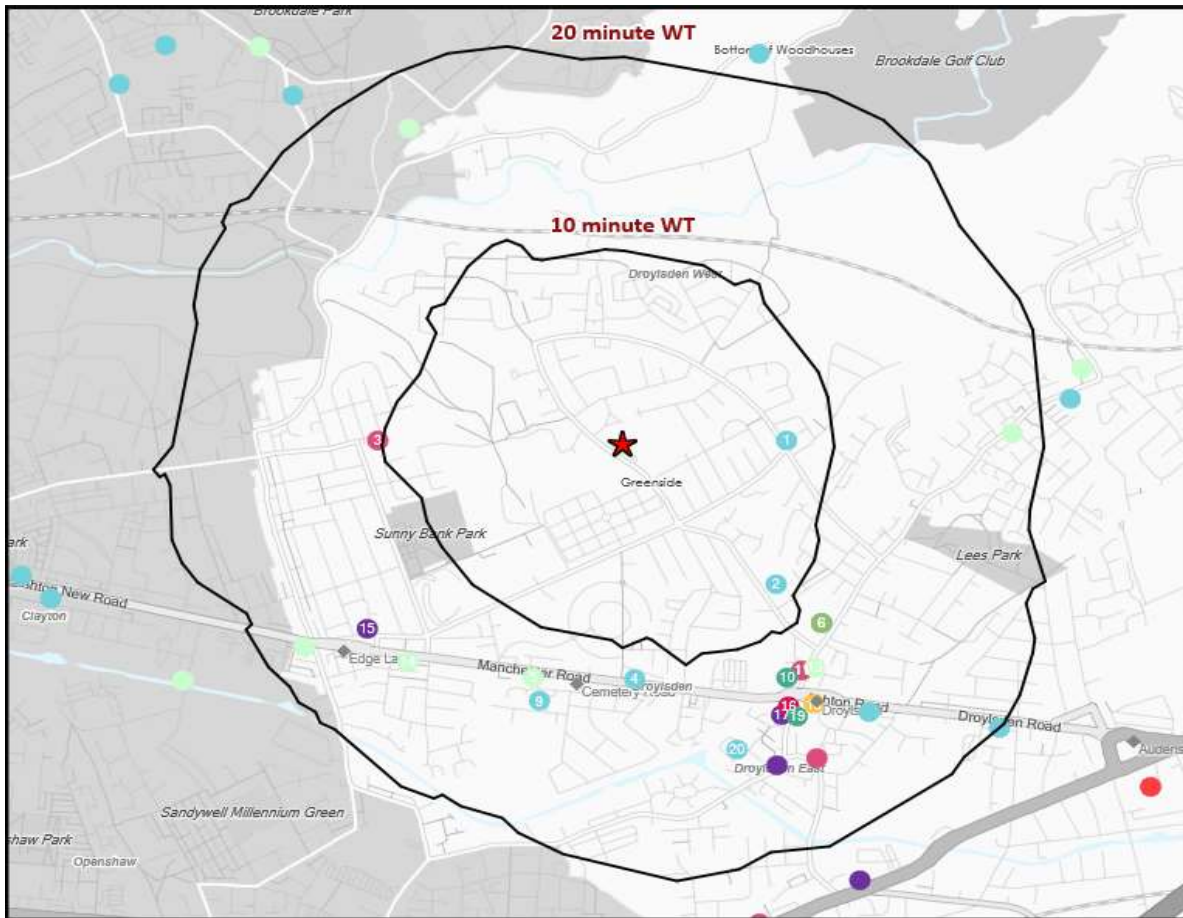


Polaris Plus Profile by Catchment

*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	169	1,589	144,396	30	86	200
Medium	1,730	5,436	162,757	277	262	202
High	0	87	43,414	0	7	88
Midlife - Young Kids						
Low	934	2,322	84,897	299	224	211
Medium	0	1	27,706	0	0	87
High	0	0	565	0	0	7
Midlife - Carefree						
Low	1,996	5,204	63,416	831	653	205
Medium	214	291	16,901	52	21	32
High	0	0	3,995	0	0	12
Mature						
Low	484	2,409	70,451	62	93	70
Medium	126	1,470	72,702	14	50	63
High	0	53	37,668	0	2	34
Not Private Households	45	45	5,141	60	18	53
Total	5,698	18,907	734,009			

CGA Summary - Pig On The Wall Droylsden

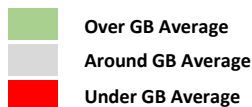


- ★ Pub Sites
 N Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Pig On The Wall	M 43 7RA	Star Pubs & Bars	Community Pub	0.0
1	Droylsden Catholic Club	M 43 7WW	Independent Free	Clubland	0.3
2	One-Adventure	M 43 7AJ	Independent Free	Clubland	0.4
3	Haddon Hall	M 43 6LB	Mitchells & Butlers	Family Pub Dining	0.4
4	Droylsden Sports & Social Club	M 43 6PF	Independent Free	Clubland	0.4
5	Jolly Carter	M 43 6HE	Independent Free	Community Pub	0.5
6	Droylsden AFC	M 43 7AY	Independent Free	Clubland	0.5
6	Phoenix Social Club	M 43 7AY	Independent Free	Clubland	0.5
6	Kings Head	M 43 7AY	Holt	Circuit Bar	0.5
9	Droylsden Working Mens Club	M 43 6UB	Independent Free	Clubland	0.5
10	Industry Bar & Pizza	M 43 7AD	Independent Free	Casual Dining	0.5
11	Silly Country	M 43 7AR	Independent Free	High Street Pub	0.5
11	Beehive	M 43 7AR	Stonegate Pub Company	Family Pub Dining	0.5
13	Jam Works	M 43 7AA	Independent Free	Community Pub	0.5
14	Buxton Inn	M 43 6GE	Unknown	Community Pub	0.6
15	Kakoli Tandoori	M 43 6JD	Independent Free	Restaurants	0.6
16	Cabaret Club	M 43 6EP	Independent Free	Night Club	0.6
17	Tortuga	M 43 7UD	Independent Free	Restaurants	0.6
18	Church Hotel	M 43 7BP	*Other Small Retail Groups	High Street Pub	0.6
19	El Sapo Perezoso	M 43 6DE	Independent Free	Casual Dining	0.6
20	Fitzroy Social Club	M 43 6DT	Independent Free	Clubland	0.6

Per Pub Analysis - Pig On The Wall Droylsden



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,698	18,907	734,009
Number of Competition Pubs	2	24	1,061
Adults 18+ per Competition Pub	2,849	788	692

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	296	5.2%	64
Circuit Bar	0	252	4.4%	109
Community Pub	1	976	17.1%	90
Craft Led	0	260	4.6%	132
Great Pub Great Food	0	278	4.9%	28
High Street Pub	0	990	17.4%	94
Premium Local	0	392	6.9%	42

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,076	5.7%	71
Circuit Bar	1	989	5.2%	129
Community Pub	9	3,802	20.1%	105
Craft Led	0	883	4.7%	135
Great Pub Great Food	0	1,152	6.1%	34
High Street Pub	2	3,832	20.3%	110
Premium Local	0	1,632	8.6%	52

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	180	67,706	9.2%	114
Circuit Bar	66	45,310	6.2%	152
Community Pub	236	161,374	22.0%	115
Craft Led	0	39,680	5.4%	156
Great Pub Great Food	42	82,160	11.2%	63
High Street Pub	192	165,467	22.5%	122
Premium Local	73	86,854	11.8%	72

Glossary

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 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ 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.																																									
	<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> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </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"	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- 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																						
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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			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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