

Catchment Summary - Travellers Rest Warrington



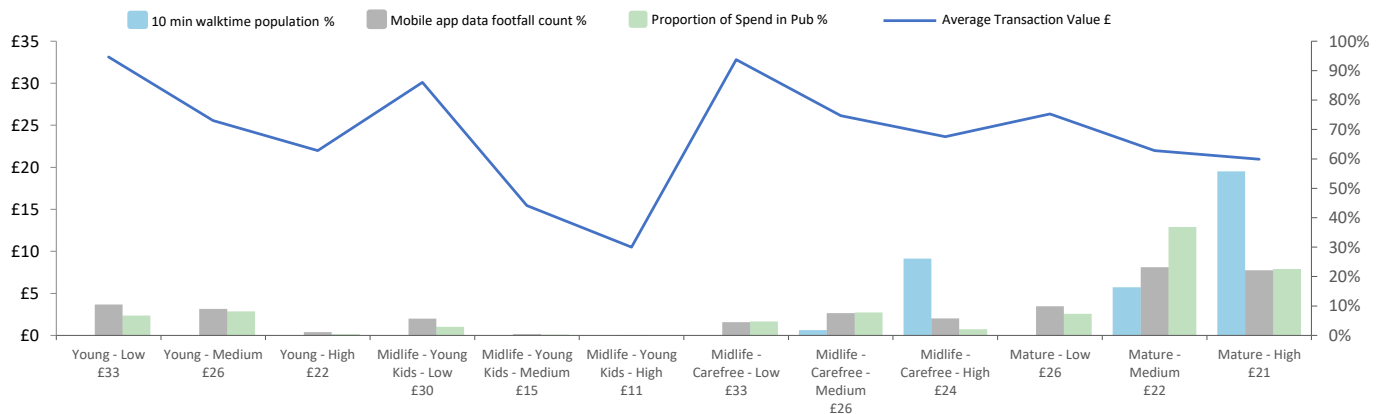
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Ship To	Name	Postcode	Operator	Segment	Sparsity
813854	Travellers Rest Warrington	WA 3 1NZ	Star Pubs & Bars	Family Pub Dining	2



- ★ 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 - Travellers Rest Warrington

	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**

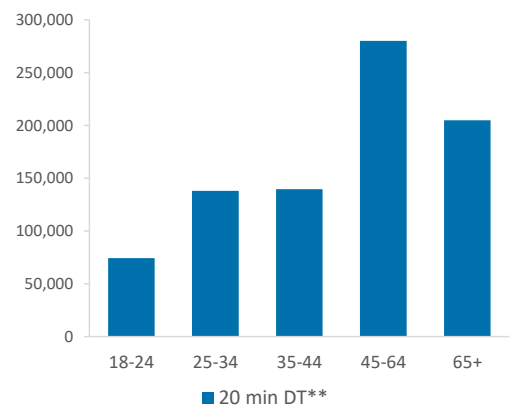
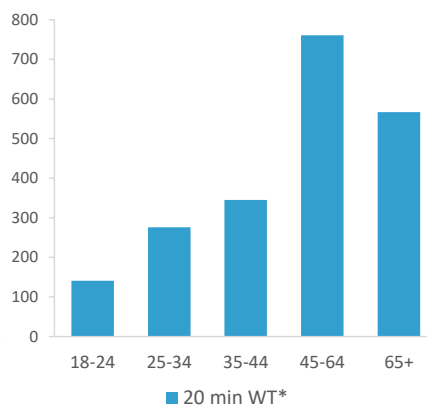
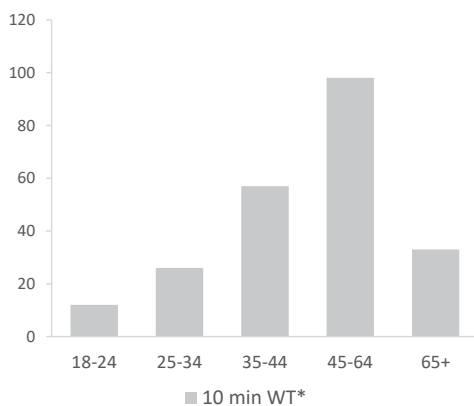
Population	276	2,585	1,055,757	5	14	240
Adults 18+	226	2,090	836,741	5	14	239
Competition Pubs	2	5	906	11	14	218
Adults 18+ per Competition Pub	113	418	924	13	49	108
% Adults Likely to Drink	83.7%	81.2%	77.2%	110	107	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	3.3%	47.4%	0	10	142
	Medium	18.1%	60.7%	39.4%	48	159	103
	High	81.9%	34.7%	12.0%	300	127	44

*Affluence does not include Not Private Households

Age Profile	18-24	12	141	74,247	53	67	86
	25-34	26	276	137,997	71	80	98
	35-44	57	345	139,610	156	101	100
	45-64	98	761	280,134	138	115	103
	65+	33	567	204,753	62	114	101



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	141 (51%)	1,246 (48%)	518,626 (49%)	104	98	100
	Female	135 (49%)	1,339 (52%)	537,131 (51%)	96	102	100

Economic Status (16+)	Employed: Full-time	88 (38%)	995 (46%)	317,688 (37%)	111	135	107
	Employed: Part-time	20 (9%)	209 (10%)	101,766 (12%)	73	82	99
	Self employed	33 (14%)	232 (11%)	62,321 (7%)	155	117	78
	Unemployed	5 (2%)	33 (2%)	23,842 (3%)	79	56	100
	Full-time student	1 (0%)	38 (2%)	16,055 (2%)	18	74	78
	Retired	61 (27%)	482 (22%)	193,737 (22%)	121	103	103
	Other	22 (10%)	158 (7%)	146,526 (17%)	55	42	98

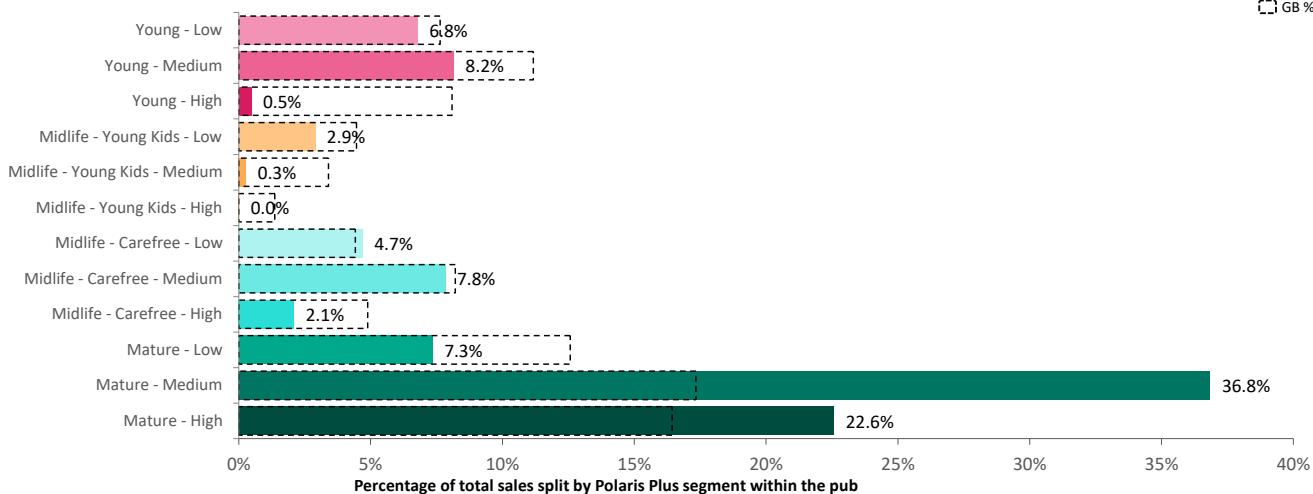
Total Worker Count	303	696	442,183
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See the Glossary page for further information on the above variables

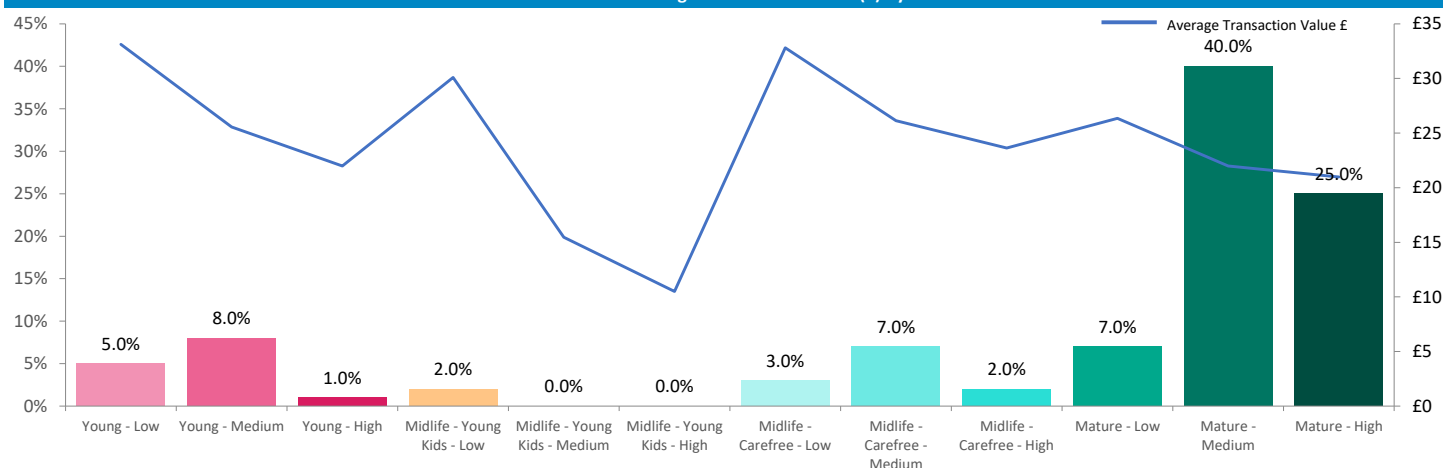
Transactional Data Summary - Travellers Rest Warrington

Spend by Polaris Plus

GB %

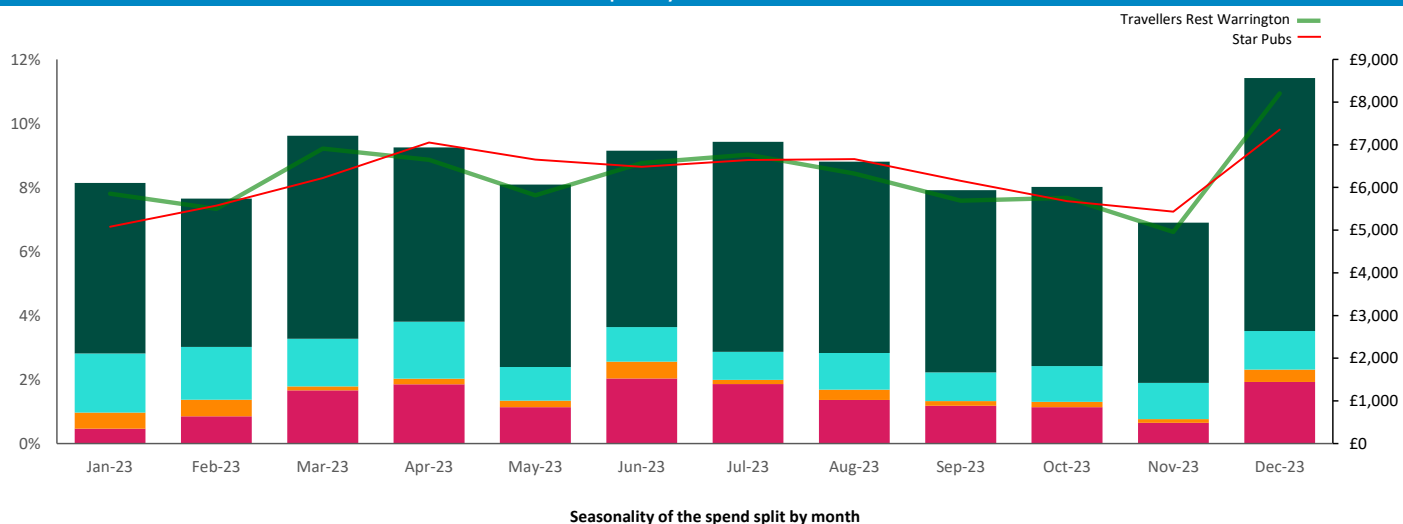


% of Transactions and Average Transaction Values (£) by Polaris Plus



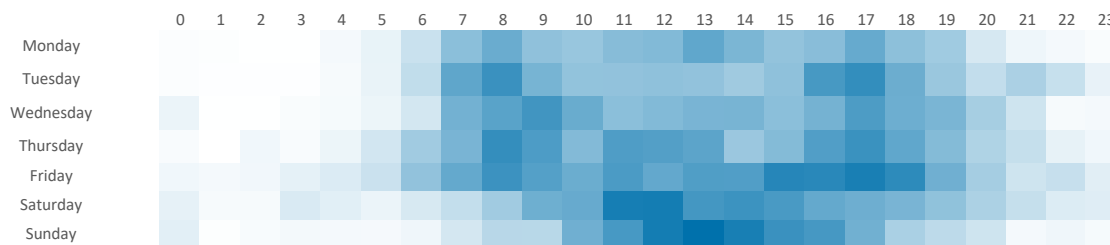
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



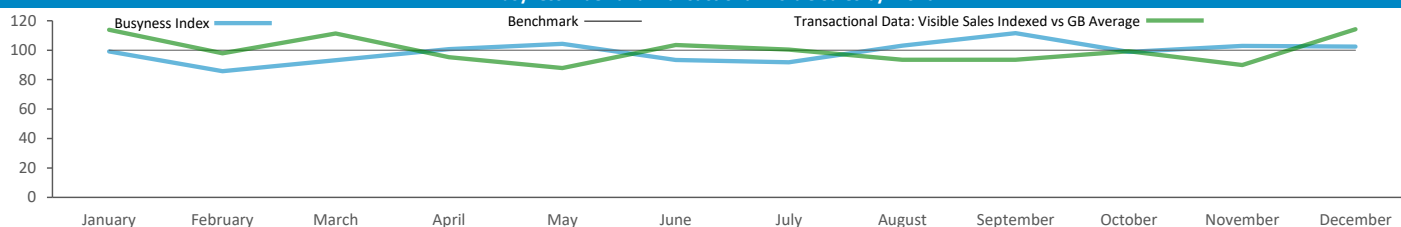
Mobile Data Summary - Travellers Rest Warrington

Time of Day/Day of Week



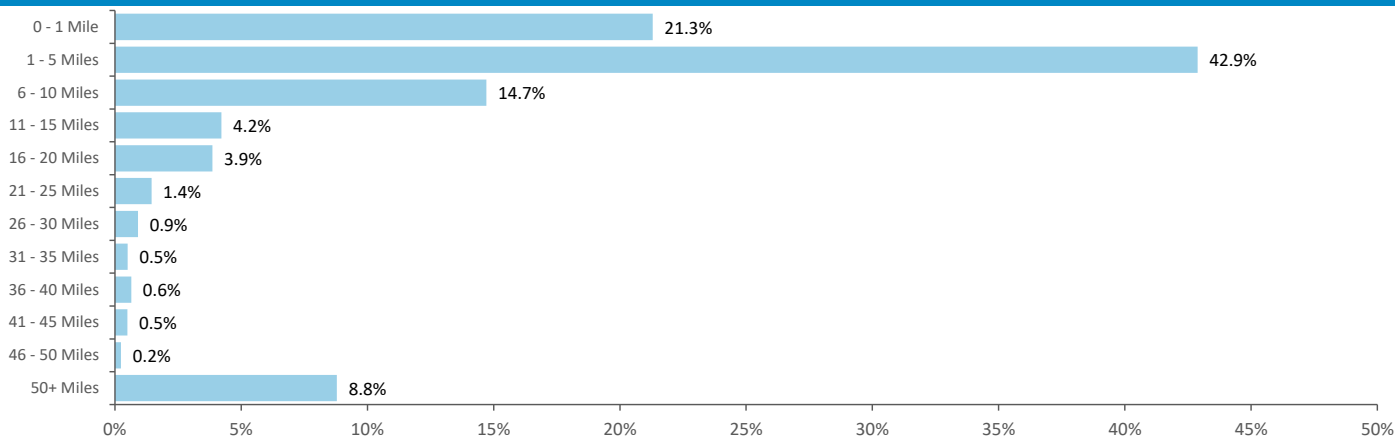
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

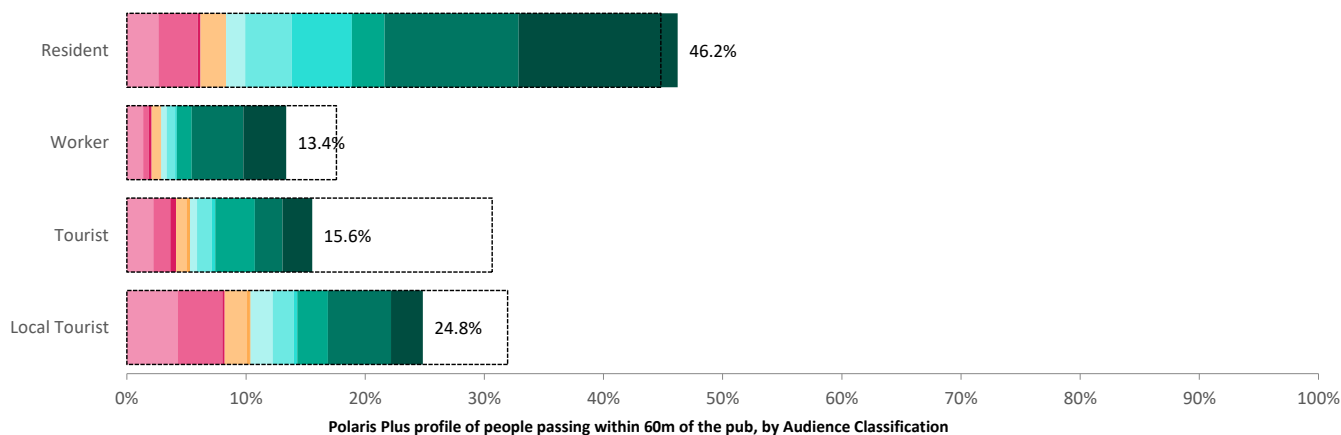
Distance from Home



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



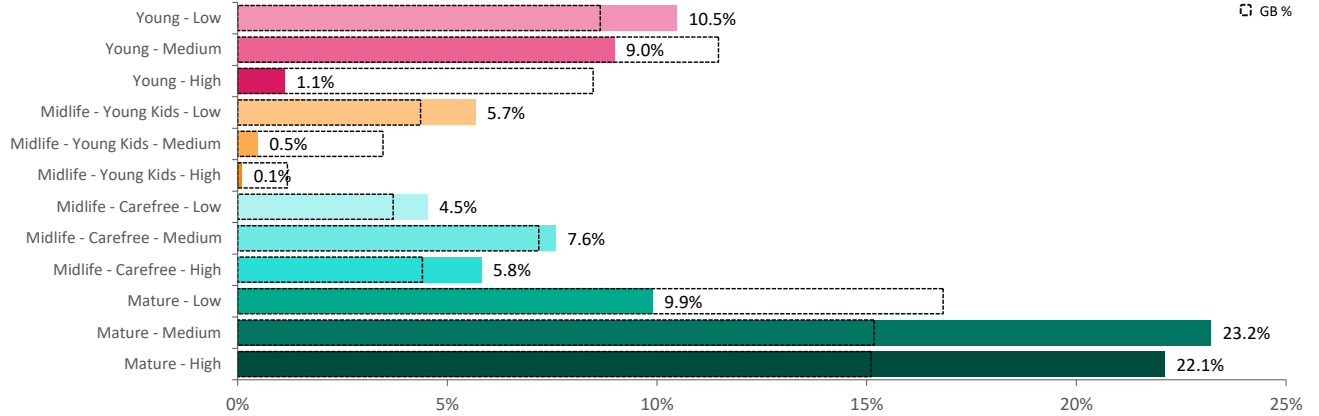
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Travellers Rest Warrington



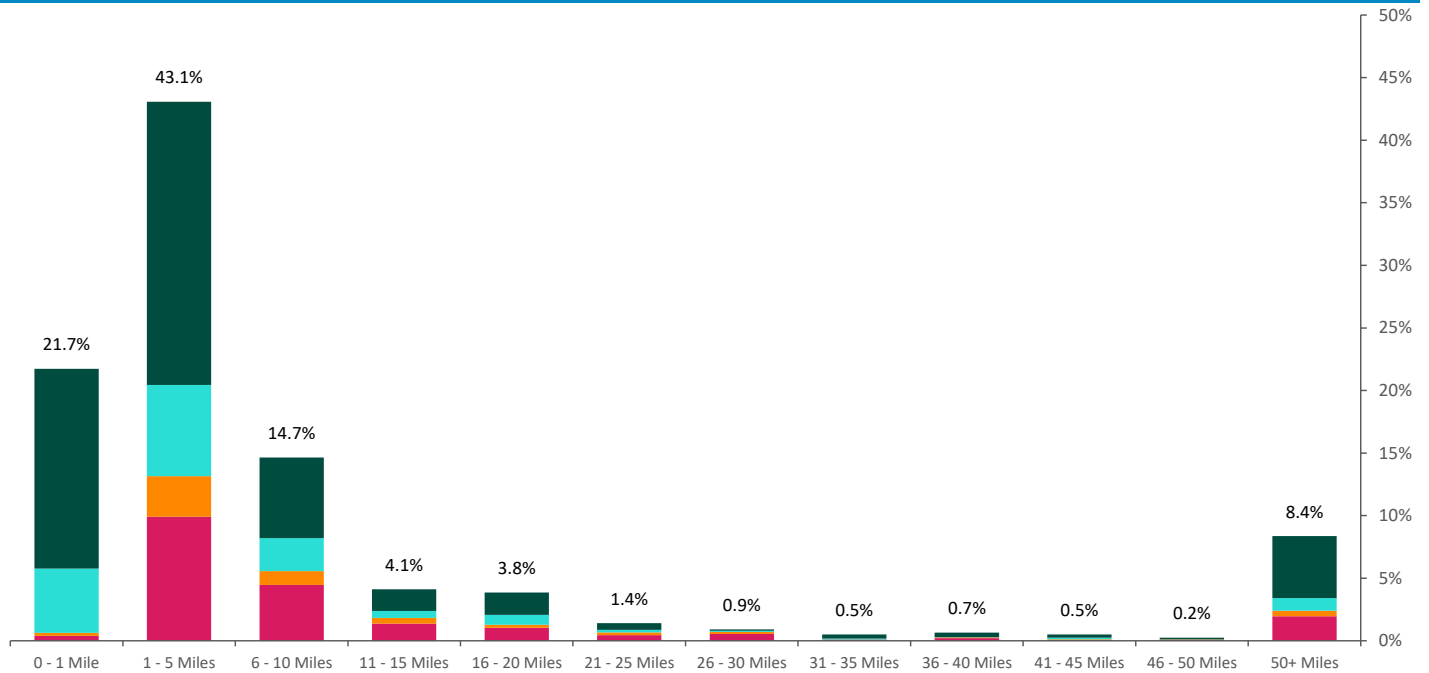
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Polaris Plus Profile



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



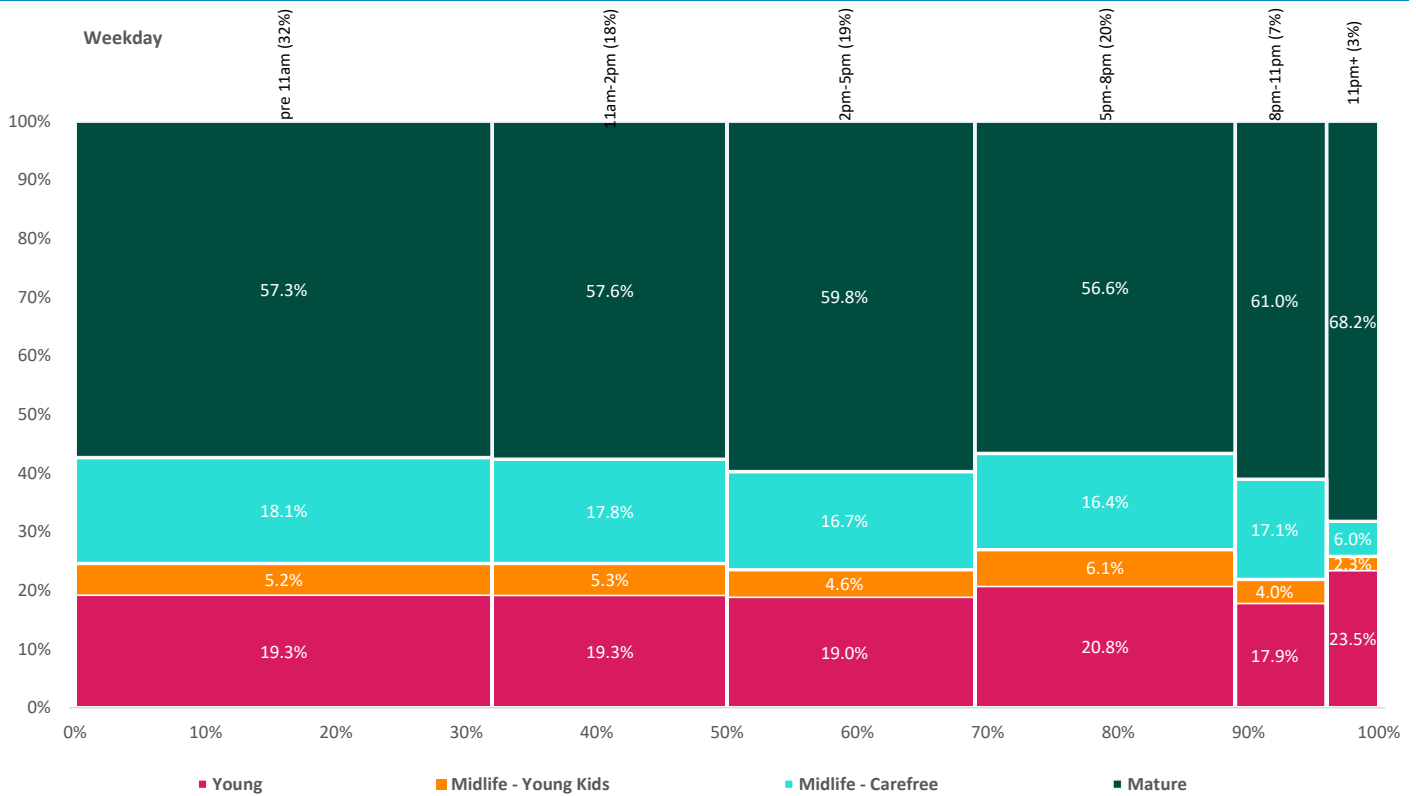
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Travellers Rest Warrington

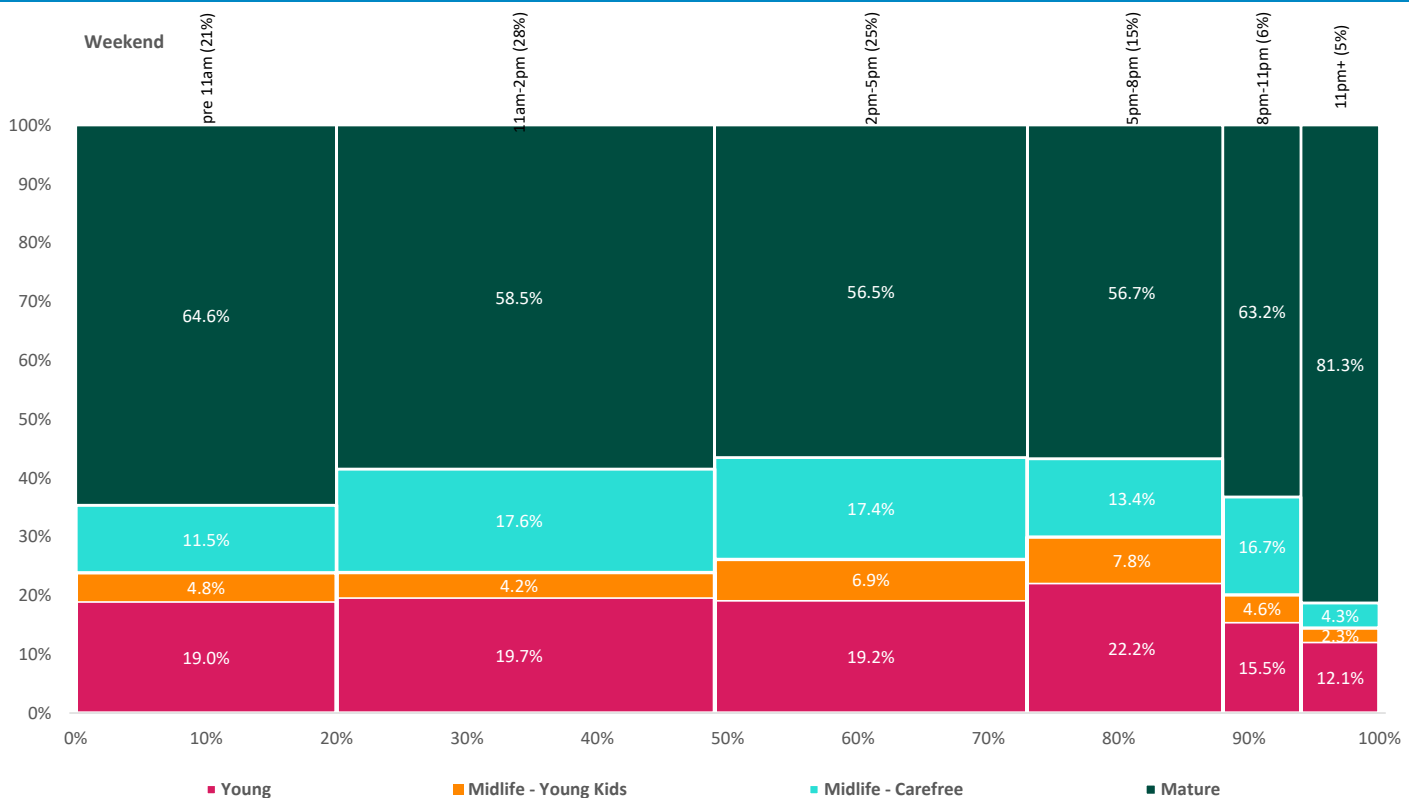


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Time of Day by Polaris: Weekday (Monday to Friday)









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



Polaris Summary - Travellers Rest Warrington



-  Pub Sites
-  Catchment
- Polaris Segments**
-  Young
-  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	0	24	263,747	0	4	115
Midlife - Young Kids	0	0	66,824	0	0	73
Midlife - Carefree	63	345	138,086	176	104	104
Mature	163	1,696	358,046	162	183	96
Not Private Households	0	25	10,038	0	91	91
Total	226	2,090	836,741			

Polaris Plus Summary - Travellers Rest Warrington

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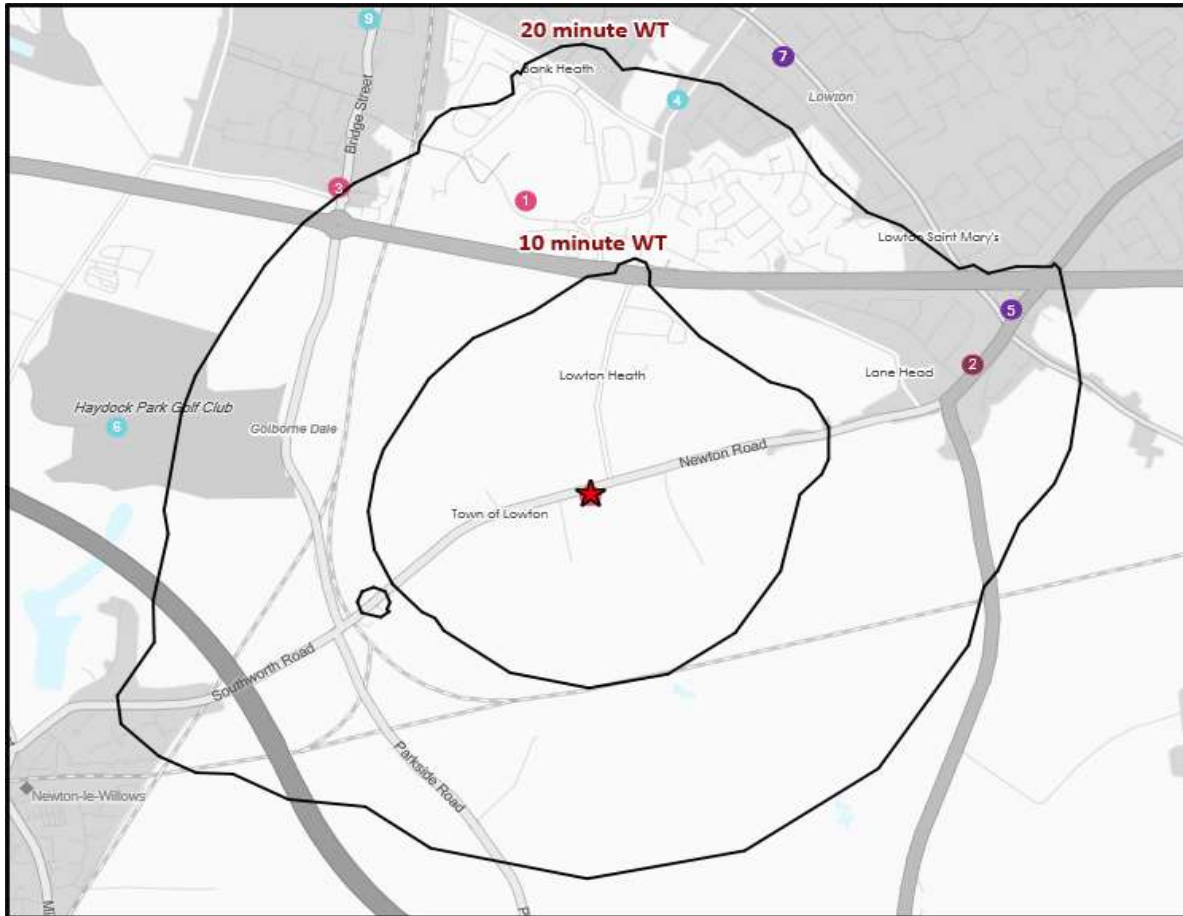



















Polaris Plus Profile by Catchment

*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	0	0	141,437	0	0	172
Medium	0	0	116,546	0	0	127
High	0	24	5,764	0	17	10
Midlife - Young Kids						
Low	0	0	63,663	0	0	139
Medium	0	0	3,136	0	0	9
High	0	0	25	0	0	0
Midlife - Carefree						
Low	0	41	81,392	0	47	231
Medium	4	234	44,352	25	156	74
High	59	70	12,342	586	75	33
Mature						
Low	0	29	109,891	0	10	96
Medium	37	1,035	166,012	105	316	127
High	126	632	82,143	372	202	65
Not Private Households	0	25	10,038	0	91	91
Total	226	2,090	836,741			

CGA Summary - Travellers Rest Warrington



-  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)
0	Travellers Rest	WA 3 1NZ	Star Pubs & Bars	Family Pub Dining	0.0
1	Stonecross	WA 3 3JD	Whitbread	Family Pub Dining	0.6
2	Red Lion Hotel	WA 3 1HE	Punch Pub Company	Premium Local	0.7
3	Queen Anne Inn	WA 3 3PZ	Independent Free	Family Pub Dining	0.8
4	Golborne Sports & Social Club	WA 3 2SE	Independent Free	Clubland	0.8
5	Miller & Carter	WA 3 1HD	Mitchells & Butlers	Restaurants	0.8
6	Haydock Park Golf Club	WA12 0HX	Independent Free	Clubland	0.9
7	Imperial Court Restaurant	WA 3 2RZ	Independent Free	Restaurants	0.9
7	Amans	WA 3 2RZ	Independent Free	Restaurants	0.9
9	All Saints Social Centre	WA 3 3BG	Independent Free	Clubland	1.0
9	Golbourne Bowling Club	WA 3 3BG	Independent Free	Clubland	1.0
11	Hare & Hounds	WA 3 2DP	Mitchells & Butlers	Family Pub Dining	1.0
12	Rams Head	WA 3 2ED	Independent Free	Premium Local	1.1
13	Sir Charles Napier	WA 3 3AH	Holt	Premium Local	1.1
14	Suhana Restaurant	WA 3 3BU	Independent Free	Restaurants	1.1
15	Golborne Conservative Club	WA 3 3BW	Independent Free	Clubland	1.2
16	Kirkfield Hotel	WA12 9SU	Independent Free	Family Pub Dining	1.2
17	Stocks Tavern	WA12 9SN	Save Investments	Community Pub	1.2
18	Golborne Parkside Sports&Community	WA 3 3HG	Independent Free	Clubland	1.2

Per Pub Analysis - Travellers Rest Warrington



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	226	2,090	836,741
Number of Competition Pubs	2	5	906
Adults 18+ per Competition Pub	113	418	924

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13	5.7%	71
Circuit Bar	0	0	0.0%	0
Community Pub	0	18	8.0%	42
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	95	42.1%	238
High Street Pub	0	13	5.6%	31
Premium Local	0	83	36.8%	223

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	60	2.9%	36
Circuit Bar	0	2	0.1%	3
Community Pub	0	308	14.7%	77
Craft Led	0	4	0.2%	6
Great Pub Great Food	0	540	25.8%	146
High Street Pub	0	314	15.0%	82
Premium Local	2	562	26.9%	163

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	9	42,701	5.1%	63
Circuit Bar	32	39,301	4.7%	116
Community Pub	204	189,862	22.7%	119
Craft Led	0	25,131	3.0%	87
Great Pub Great Food	20	99,099	11.8%	67
High Street Pub	139	186,128	22.2%	121
Premium Local	99	118,737	14.2%	86

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	<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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><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></td><td><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></td><td><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></td><td><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></td></tr><tr><td><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</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</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>"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>"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>"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>	<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																								
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Consumer Insight																																									
Product needs																																									
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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