

Catchment Summary - Northwood Inn Stoke-On-Trent



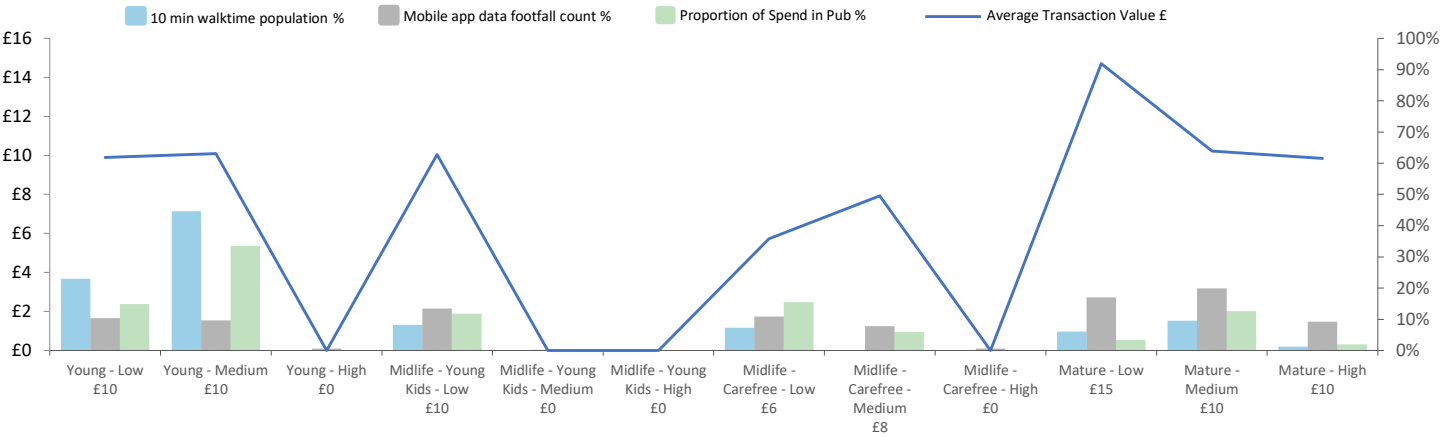
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625464	Northwood Inn Stoke-On-Trent	ST 1 6PU	Star Pubs & Bars	Community Pub	8



- ★ 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 - Northwood Inn Stoke-On-Trent

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	Over GB Average
	Around GB Average
	Under GB Average

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

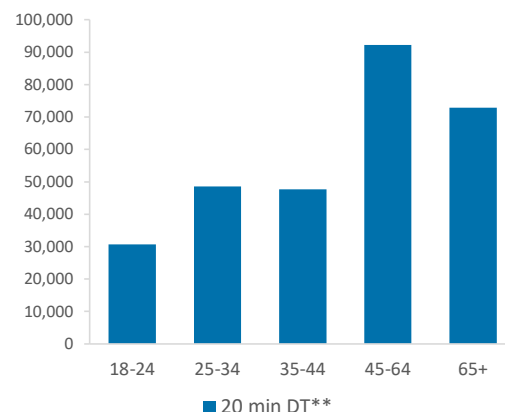
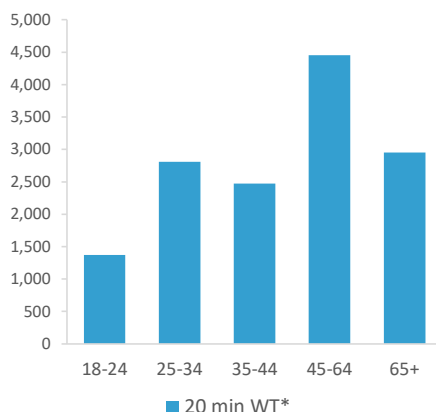
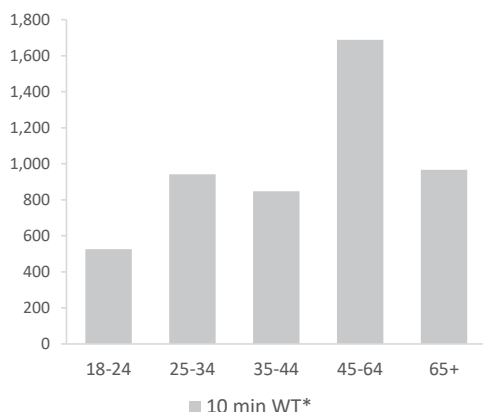
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,146	17,355	370,583	115	94	84
Adults 18+	4,972	14,067	292,123	110	92	84
Competition Pubs	5	16	350	28	44	84
Adults 18+ per Competition Pub	994	879	835	116	102	97
% Adults Likely to Drink	75.9%	75.0%	74.9%	100	98	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	44.6%	56.6%	56.9%	134	170	171
	Medium	54.2%	42.9%	33.8%	142	113	89
	High	1.2%	0.4%	8.0%	5	2	29

\*Affluence does not include Not Private Households

Age Profile	18-24	525	1,374	30,669	105	97	102
	25-34	942	2,812	48,623	115	121	98
	35-44	848	2,474	47,681	104	108	97
	45-64	1,690	4,453	92,236	107	100	97
	65+	967	2,954	72,914	82	89	102

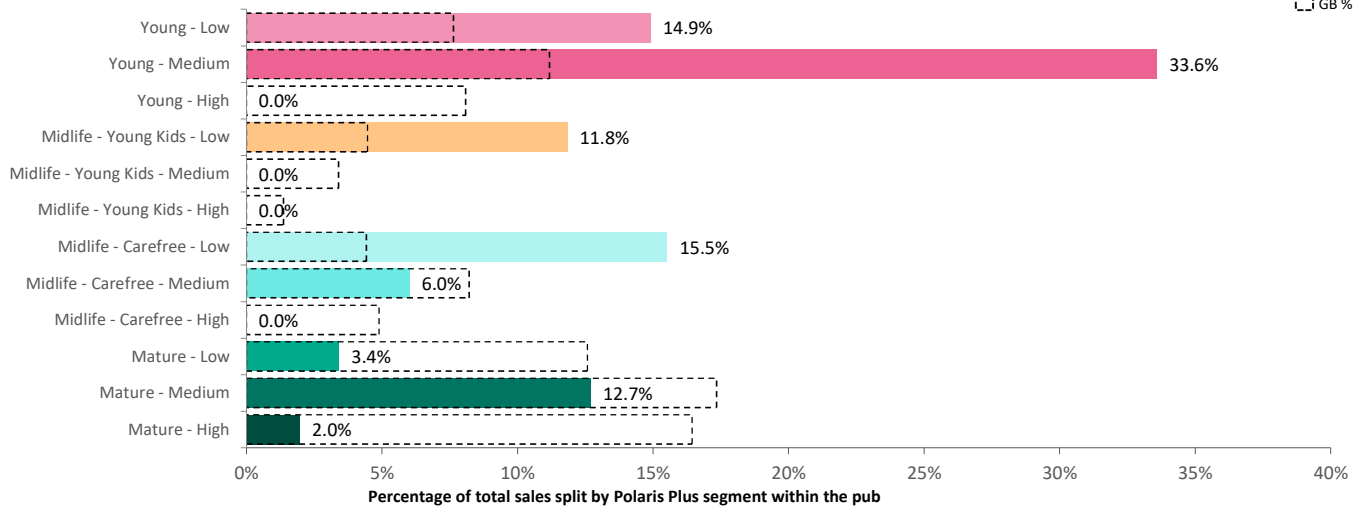


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,054 (50%)	8,907 (51%)	183,547 (50%)	101	105	101
	Female	3,092 (50%)	8,448 (49%)	187,036 (50%)	99	95	99
Economic Status (16+)	Employed: Full-time	1,867 (37%)	5,359 (37%)	103,094 (34%)	107	108	99
	Employed: Part-time	682 (13%)	1,786 (12%)	35,050 (12%)	113	104	98
	Self employed	367 (7%)	1,026 (7%)	21,187 (7%)	78	77	76
	Unemployed	215 (4%)	508 (4%)	7,787 (3%)	153	128	94
	Full-time student	71 (1%)	199 (1%)	7,538 (3%)	59	58	105
	Retired	914 (18%)	2,827 (20%)	68,426 (23%)	82	90	104
	Other	966 (19%)	2,705 (19%)	57,860 (19%)	109	108	110
Total Worker Count		1,989	4,435	176,306			

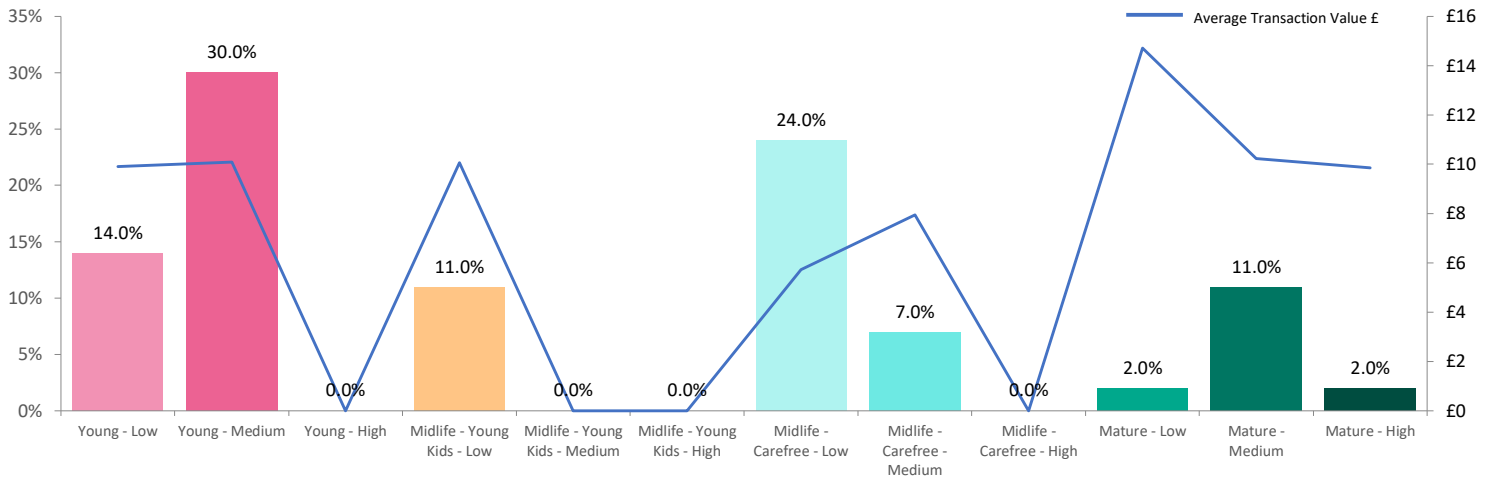
See the Glossary page for further information on the above variables

# Transactional Data Summary - Northwood Inn Stoke-On-Trent

## Spend by Polaris Plus

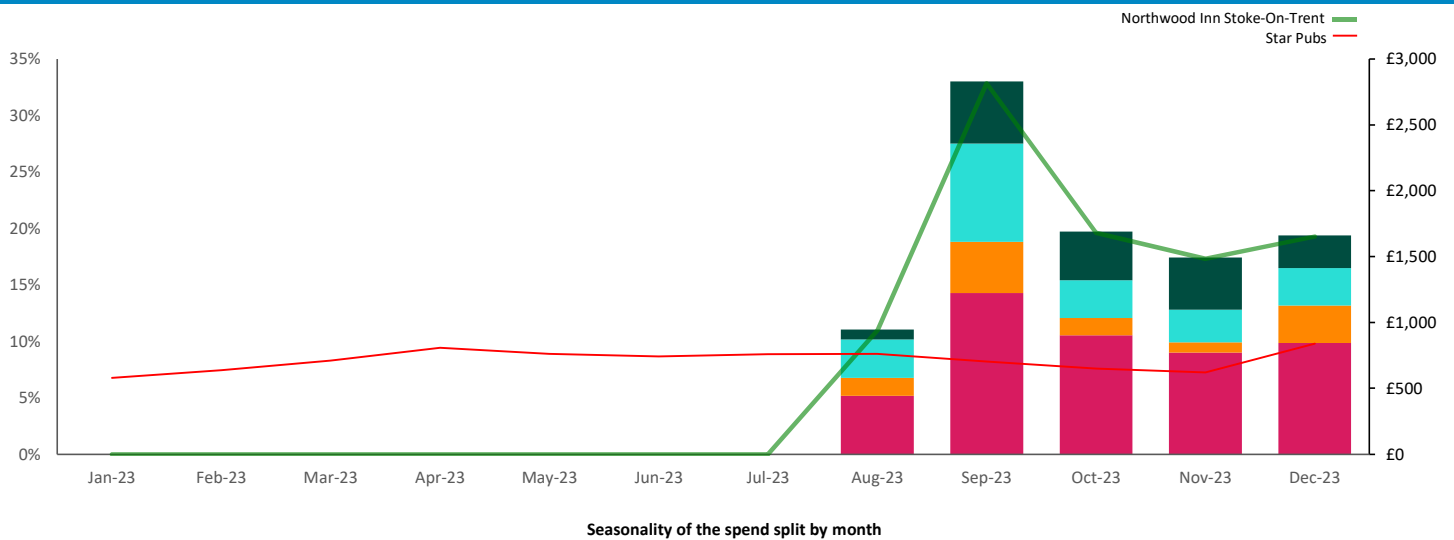


## % of Transactions and Average Transaction Values (£) by Polaris Plus



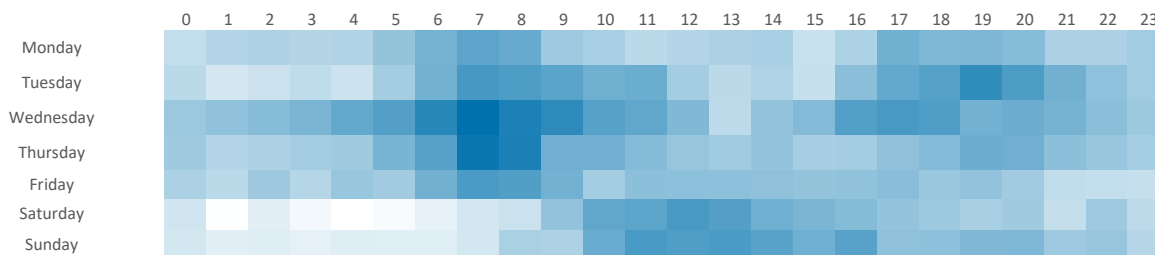
## Average transaction value of sales (£) within the pub split by Polaris Plus

### Spend by Month and Polaris



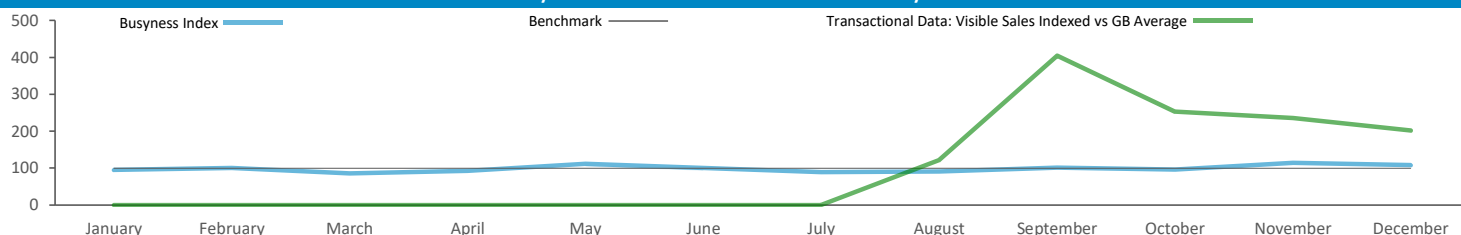
# Mobile Data Summary - Northwood Inn Stoke-On-Trent

## Time of Day/Day of Week



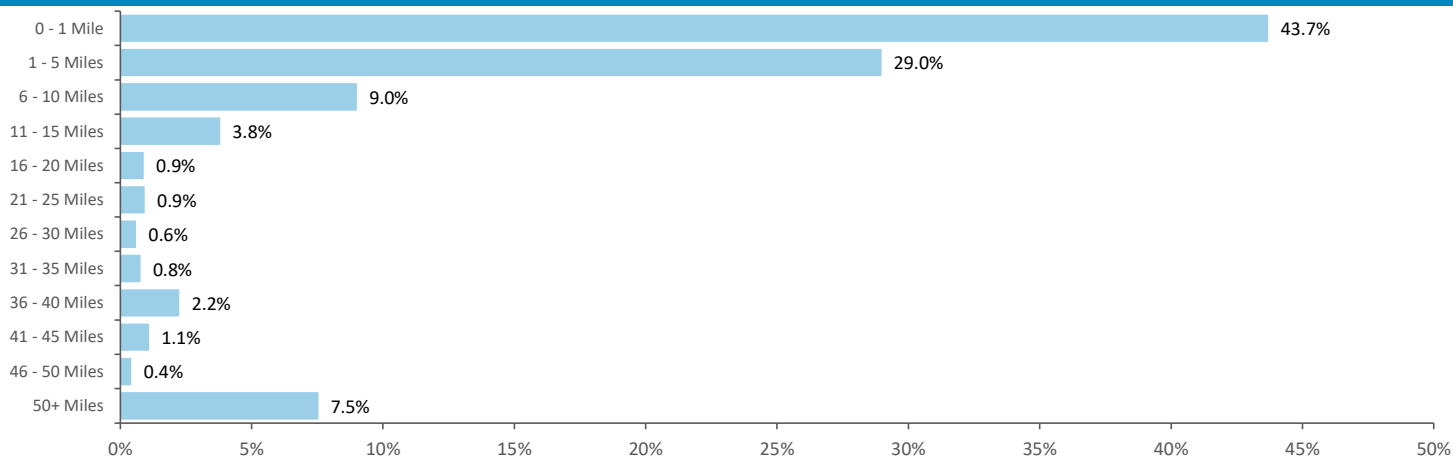
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

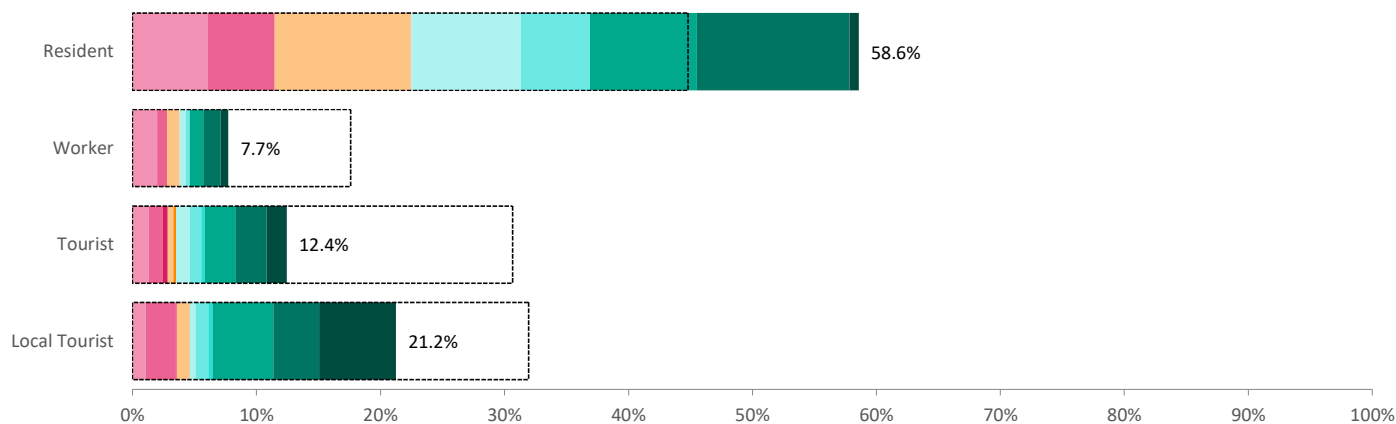
## Distance from Home



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

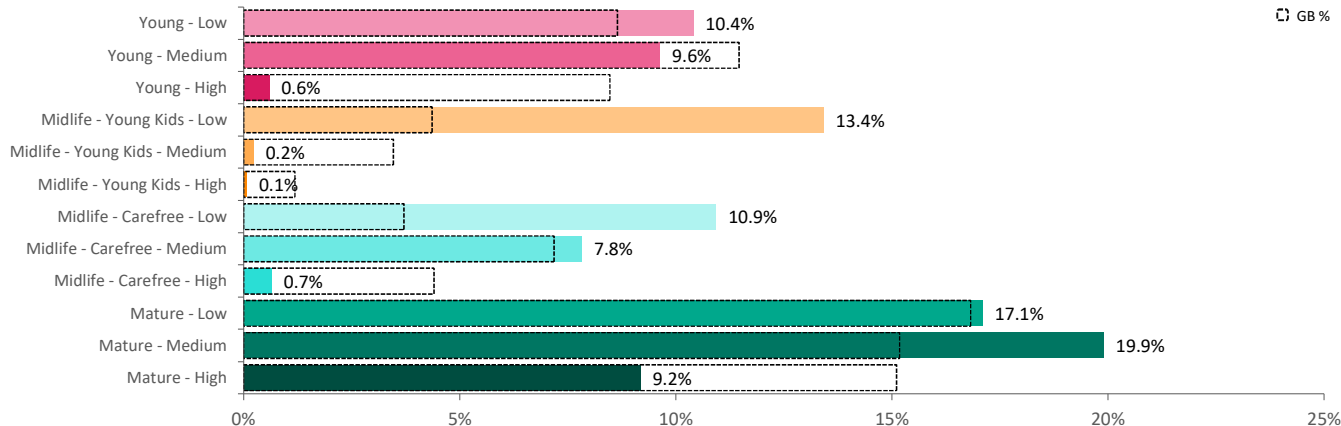


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

## Mobile Data Summary - Northwood Inn Stoke-On-Trent

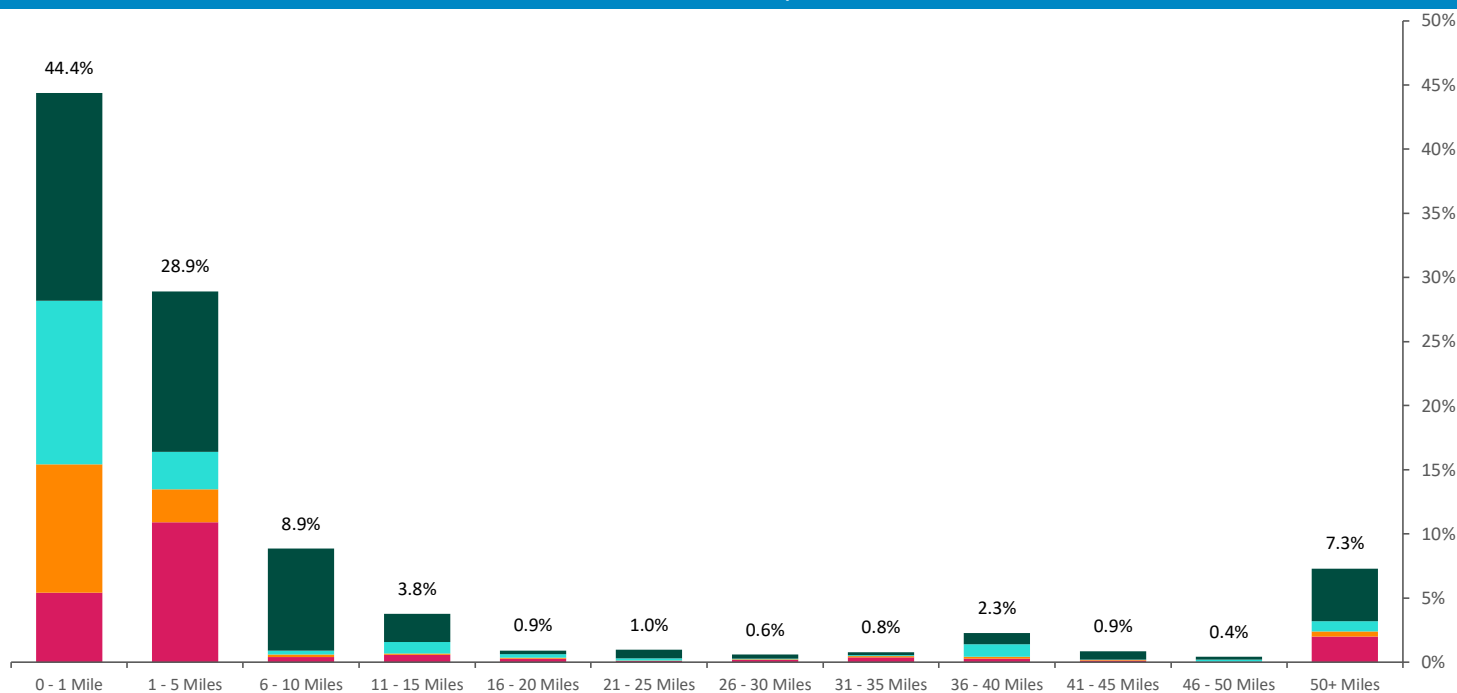
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## Polaris Plus Profile



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



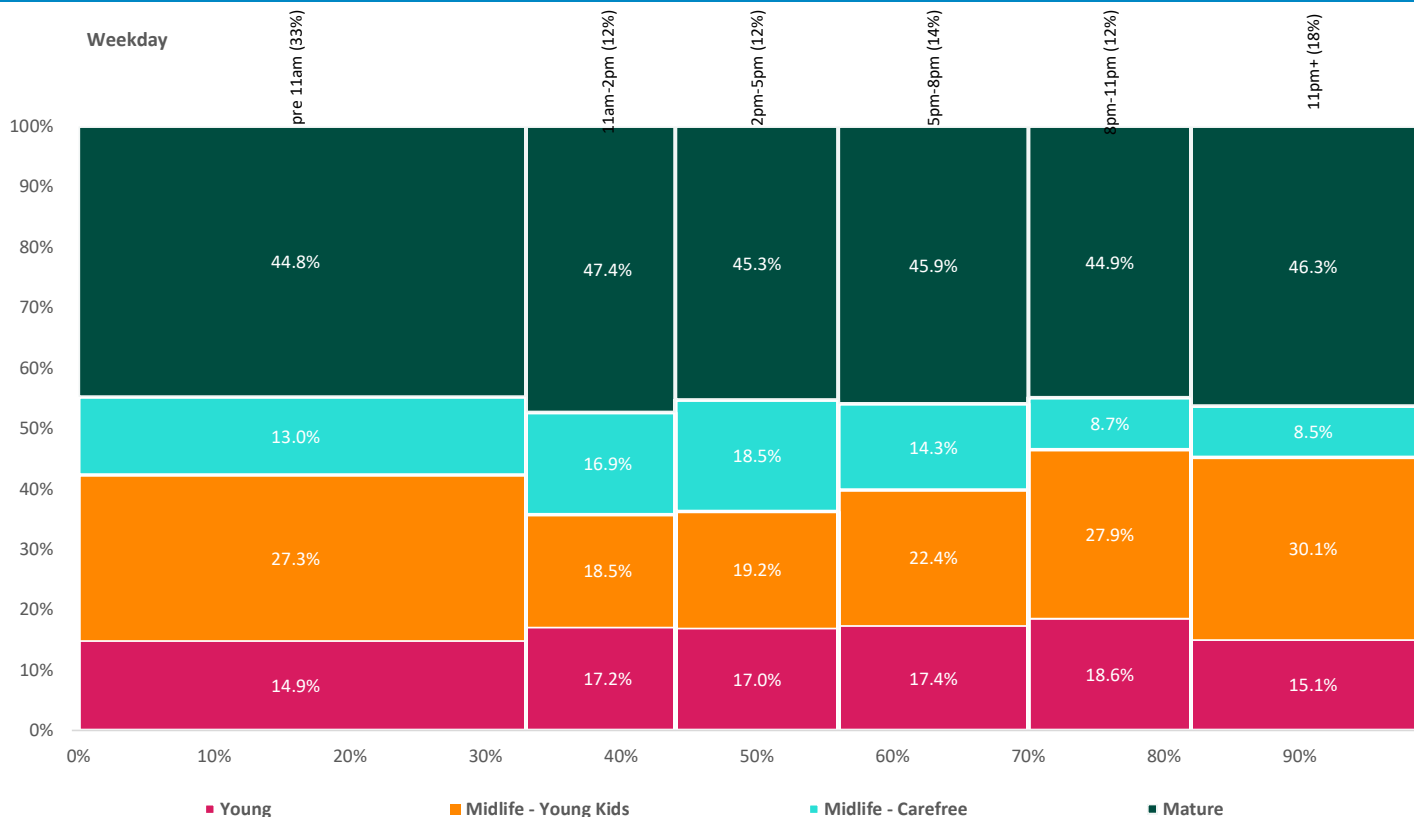
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Northwood Inn Stoke-On-Trent

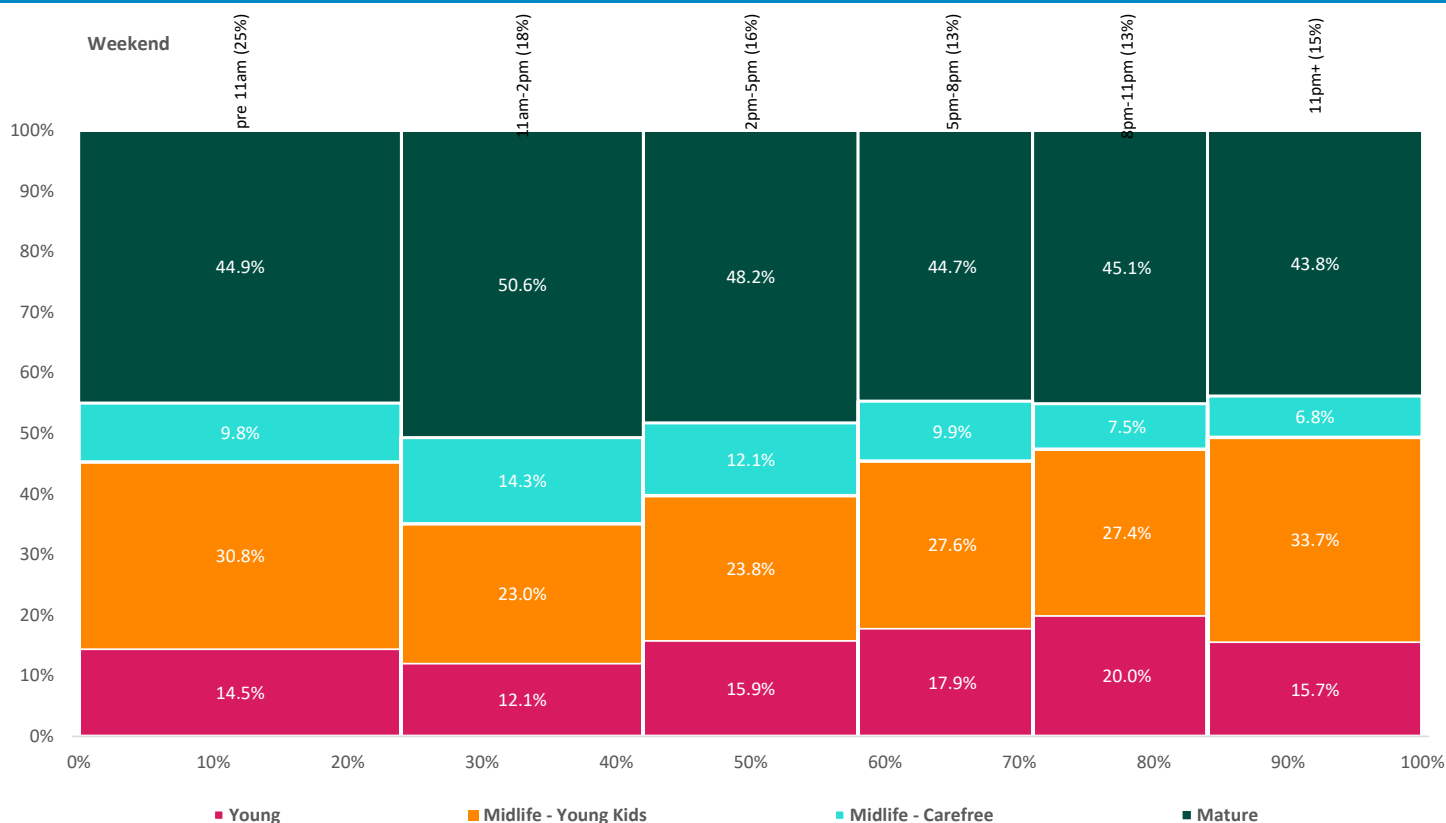


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Time of Day by Polaris: Weekday (Monday to Friday)



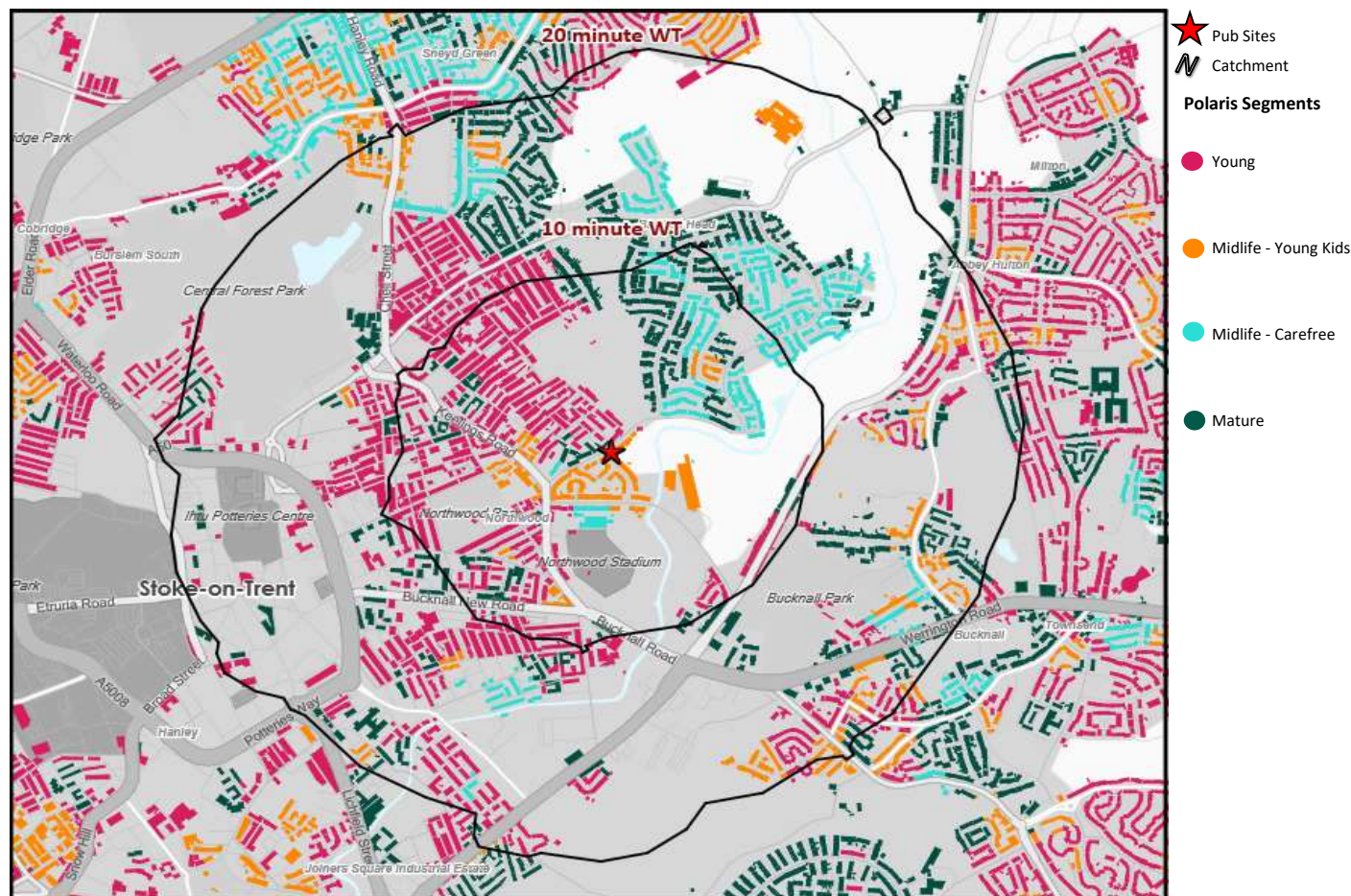
Time of Day by Polaris: Weekend (Saturday and Sunday)



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



## Polaris Summary - Northwood Inn Stoke-On-Trent



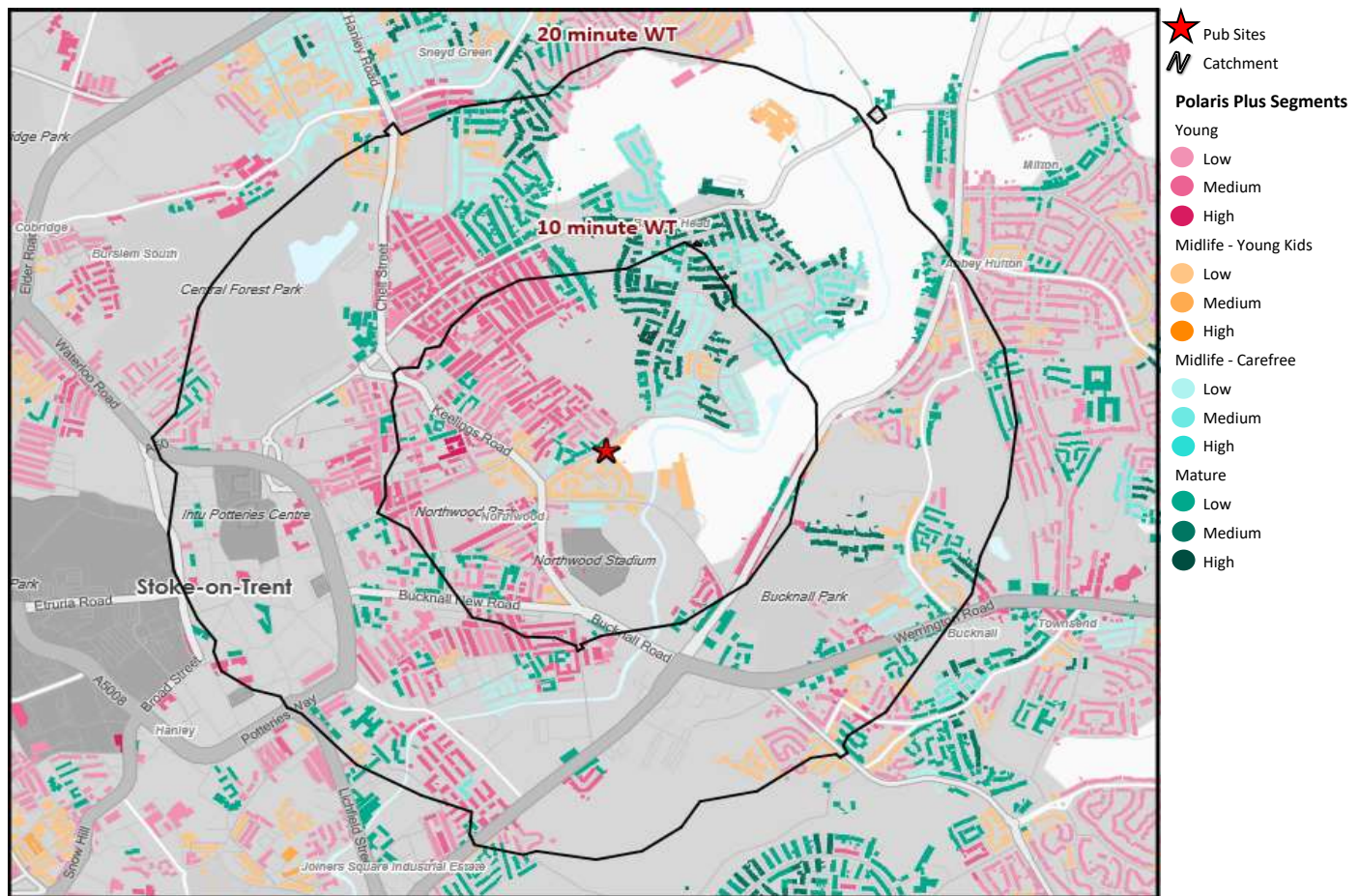
### Polaris Profile by Catchment

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

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	3,363	7,485	104,970	246	193	131
Midlife - Young Kids	411	1,130	34,893	76	73	109
Midlife - Carefree	362	1,633	40,232	46	73	87
Mature	836	3,819	108,439	38	61	84
Not Private Households	0	0	3,589	0	0	94
Total	4,972	14,067	292,123			

## Polaris Plus Summary - Northwood Inn Stoke-On-Trent

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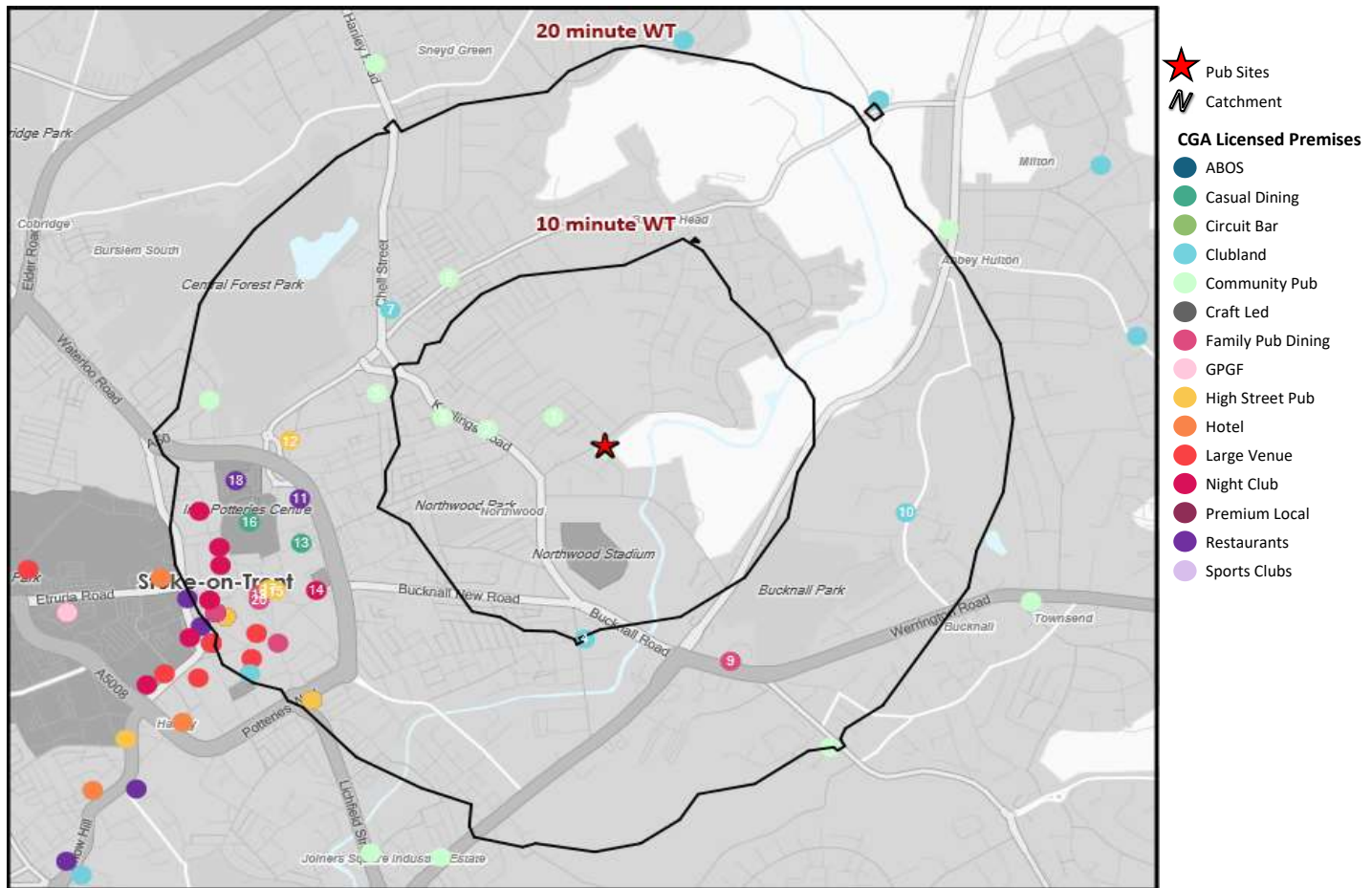
## Polaris Plus Profile by Catchment

\*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**
<b>Young</b>						
Low	1,142	3,300	65,018	234	239	227
Medium	2,218	4,182	38,478	406	271	120
High	3	3	1,474	1	0	7
<b>Midlife - Young Kids</b>						
Low	411	1,130	34,102	151	146	213
Medium	0	0	791	0	0	6
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	362	1,149	25,123	173	194	204
Medium	0	484	11,429	0	48	55
High	0	0	3,680	0	0	28
<b>Mature</b>						
Low	301	2,386	42,110	44	123	105
Medium	476	1,374	47,978	61	62	105
High	59	59	18,351	8	3	42
<b>Not Private Households</b>	0	0	3,589	0	0	94
<b>Total</b>	4,972	14,067	292,123			



## CGA Summary - Northwood Inn Stoke-On-Trent



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Northwood Inn	ST 1 6PU	Star Pubs & Bars	Community Pub	0.0
1	Cross Guns	ST 1 6PW	*Other Small Retail Groups	Community Pub	0.1
2	Cat Inn	ST 1 6PA	Admiral Taverns Ltd	Community Pub	0.2
3	Wheatsheaf Stores	ST 1 6PB	Unknown	Community Pub	0.3
4	J & G Meakins Cricket Club	ST 1 3NT	Independent Free	Clubland	0.4
5	Masons Arms	ST 1 2LJ	*Other Small Retail Groups	Community Pub	0.4
6	Birches Head	ST 1 6LL	Star Pubs & Bars	Community Pub	0.5
7	Cheshire Cheese	ST 1 6BA	Admiral Taverns Ltd	Community Pub	0.5
7	Maddogs Martial Arts	ST 1 6BA	Independent Free	Clubland	0.5
9	New Finney Gardens	ST 1 6AJ	Marston's	Family Pub Dining	0.5
10	Hanley Town Football Club	ST 2 8AJ	Independent Free	Clubland	0.6
11	Ali Baba Restaurant	ST 1 2EZ	Independent Free	Restaurants	0.6
12	Golden Cup	ST 1 2JS	*Other Small Retail Groups	High Street Pub	0.6
13	Casa Argeseana	ST 1 2BL	Independent Free	Casual Dining	0.6
14	Woodman	ST 1 2AT	Independent Free	Night Club	0.6
15	Reginald Mitchell	ST 1 1SB	Wetherspoons GB	High Street Pub	0.7
16	Nandos	ST 1 1PS	Nandos Restaurants	Casual Dining	0.7
17	Tontine	ST 1 1NQ	Star Pubs & Bars	High Street Pub	0.7
18	Bon Pan Asian	ST 1 5BN	Independent Free	Restaurants	0.7
19	Auctioneer	ST 1 1NE	Amber Taverns	Family Pub Dining	0.7
20	Market Tavern	ST 1 1NA	Stonegate Pub Company	Family Pub Dining	0.7

## Per Pub Analysis - Northwood Inn Stoke-On-Trent

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	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+	4,972	14,067	292,123
Number of Competition Pubs	5	16	350
Adults 18+ per Competition Pub	994	879	835

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	477	9.6%	119
Circuit Bar	0	415	8.4%	206
Community Pub	5	1,027	20.7%	108
Craft Led	0	380	7.6%	221
Great Pub Great Food	0	466	9.4%	53
High Street Pub	0	1,174	23.6%	128
Premium Local	0	670	13.5%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,010	7.2%	89
Circuit Bar	0	1,059	7.5%	186
Community Pub	10	3,535	25.1%	131
Craft Led	0	773	5.5%	159
Great Pub Great Food	0	964	6.9%	39
High Street Pub	2	3,599	25.6%	139
Premium Local	0	1,495	10.6%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	15,046	5.2%	64
Circuit Bar	3	15,659	5.4%	132
Community Pub	112	76,262	26.1%	137
Craft Led	0	9,128	3.1%	90
Great Pub Great Food	8	27,199	9.3%	53
High Street Pub	58	73,683	25.2%	137
Premium Local	28	35,006	12.0%	73

## Glossary



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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	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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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
Consumer Insight	"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"
Product needs	<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>

## 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.

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			