

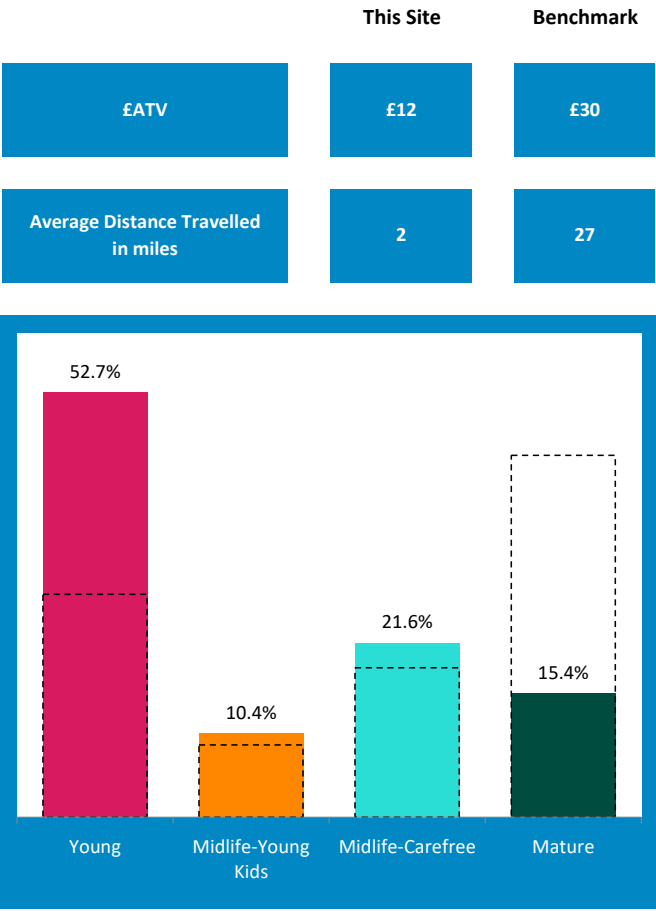
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6,428	5,344
Adult Pop		5,166	4,529
Affluence	Low	50%	33%
	Medium	49%	38%
	High	1%	27%
Young		68%	28%
Midlife Young Kids		5%	11%
Midlife Carefree		10%	16%
Mature		17%	44%
Competition Count		5	43

Visitors



Spend Profile



Catchment Summary - Northwood Inn

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		6,428	18,123	383,615	120	92	90
Adults 18+		5,166	14,540	303,373	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		5	20	458	114	89	89
Adults 18+ per Competition Pub		1,033	727	662	12	20	58
% Adults Likely to Drink		79.0%	79.0%	79.0%	151	106	97
Affluence	Low	50.1%	59.5%	58.1%	99	99	99
	Medium	49.1%	40.2%	32.8%	151	179	175
	High	0.8%	0.3%	8.0%	128	105	86
Mean Net Disposable income (Epa)		£17,832	£16,937	£19,058	3	1	29
Age Profile	18-24	517	1,357	34,439	79	75	84
	25-34	1,092	3,131	50,809	95	88	105
	35-44	898	2,676	51,745	126	128	98
	45-64	1,653	4,498	92,107	103	109	100
	65+	1,006	2,878	74,273	102	99	96

*Affluence does not include Not Private Households

		81	83	101
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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	3,526	7,735	111,674	245	191	132
Midlife - Young Kids	267	1,186	36,289	47	75	110
Midlife - Carefree	518	1,700	40,917	64	74	86
Mature	855	3,919	111,376	37	61	83
Not Private Households	0	0	3,117	0	0	8,492
Total	5,166	14,540	303,373			



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Per Pub - Northwood Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

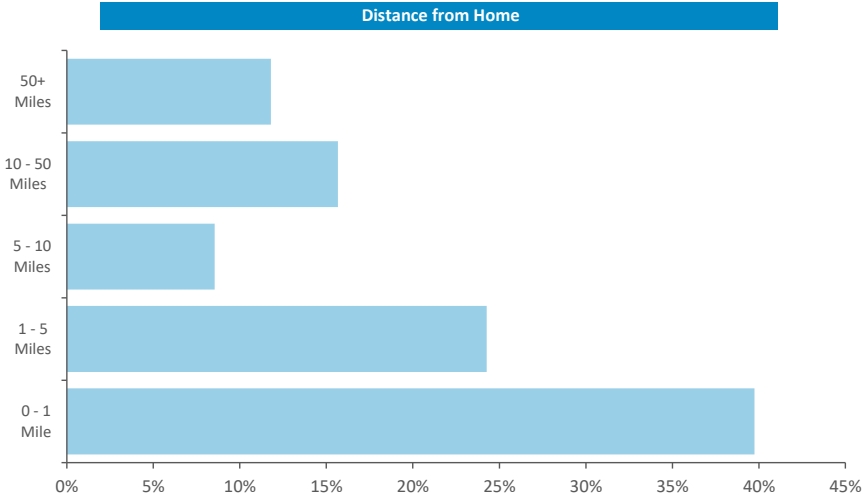
Adults 18+	5,166	14,540	303,373
Number of Competition Pubs	5	20	458
Adults 18+ per Competition Pub	1,033	727	662

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	644	12.5%	159
Family Pub Dining	0	580	11.2%	124
Great Pub Great Food	0	635	12.3%	73
Leisure	0	490	9.5%	94
Mainstream	0	878	17.0%	122
Premium	0	681	13.2%	92
Restaurant	0	1,132	21.9%	95
Super Premium	0	127	2.5%	62

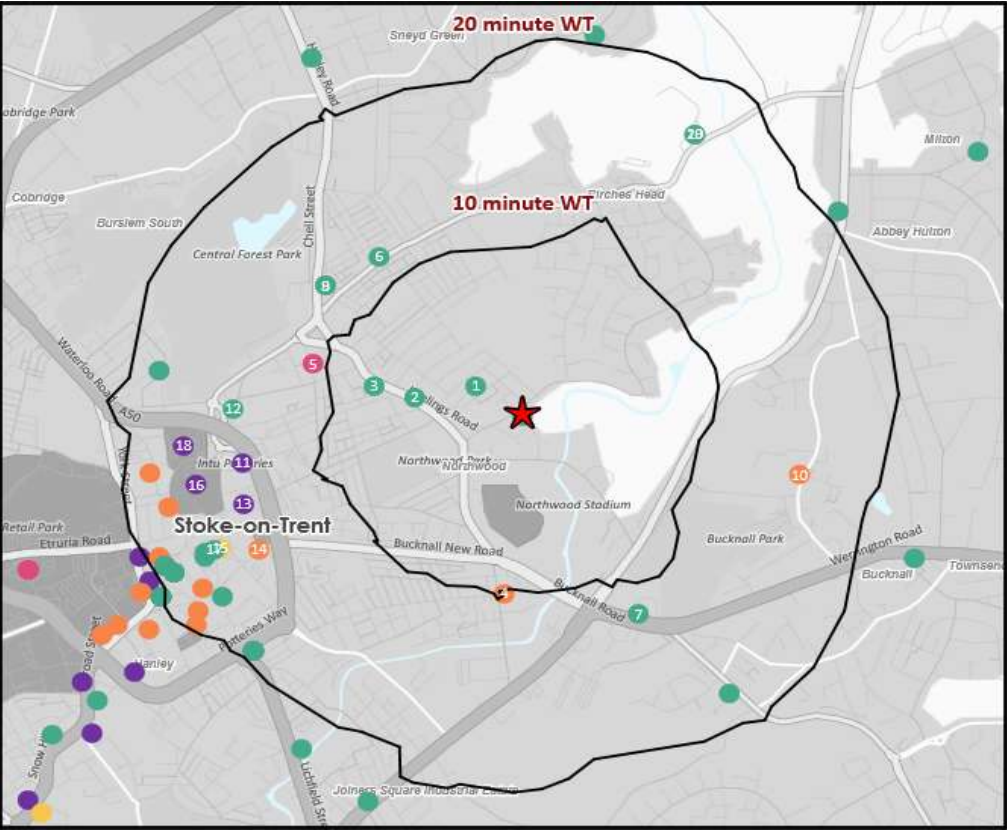
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	14	1,794	12.3%	157
Family Pub Dining	1	1,683	11.6%	127
Great Pub Great Food	0	1,815	12.5%	75
Leisure	4	1,401	9.6%	96
Mainstream	0	2,489	17.1%	123
Premium	0	1,878	12.9%	90
Restaurant	1	3,134	21.6%	94
Super Premium	0	345	2.4%	60

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	221	34,191	11.3%	144
Family Pub Dining	36	33,582	11.1%	122
Great Pub Great Food	10	41,606	13.7%	82
Leisure	85	29,879	9.9%	98
Mainstream	41	48,934	16.1%	116
Premium	8	38,699	12.8%	89
Restaurant	56	65,504	21.6%	94
Super Premium	1	7,847	2.6%	66

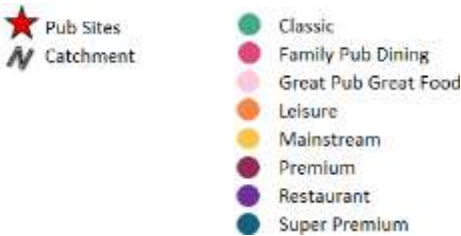


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Competition - Northwood Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Bon Pan Asian	ST 1 5BN	Independent Free	Restaurant	30.3%	0.71
15	Reginald Mitchell	ST 1 1SB	Wetherspoons GB	Mainstream	17.6%	0.69
9	Maddogs Martial Arts	ST 1 6BA	Independent Free	Leisure	6.4%	0.50
12	Golden Cup	ST 1 2JS	*Other Small Retail Groups	Classic	5.6%	0.60
14	Woodman	ST 1 2AT	Independent Free	Leisure	5.5%	0.62
3	Wheatsheaf Stores	ST 1 6PB	Unknown	Classic	5.1%	0.32
6	Birches Head	ST 1 6LL	Star Pubs & Bars	Classic	5.0%	0.46
2	Cat Inn	ST 1 6PA	Admiral Taverns Ltd	Classic	4.0%	0.23
16	Nandos	ST 1 1PS	Nandos Restaurants	Restaurant	3.6%	0.69
10	Hanley Town Football Club	ST 2 8AJ	Independent Free	Leisure	3.4%	0.59
8	Cheshire Cheese	ST 1 6BA	Admiral Taverns Ltd	Classic	3.0%	0.50
5	Masons Arms	ST 1 2LJ	*Other Small Retail Groups	Family Pub Dir	2.8%	0.45
20	Trent Country Club	ST 2 8DD	Independent Free	Classic	2.7%	0.72
0	Northwood Inn	ST 1 6PU	Star Pubs & Bars	Classic	2.7%	0.00
1	Cross Guns	ST 1 6PW	*Other Small Retail Groups	Classic	2.4%	0.12
4	J and G Meakins Cricket Club	ST 1 3NT	Independent Free	Leisure	0.0%	0.39
7	New Finney Gardens	ST 1 6AJ	Marston's	Classic	0.0%	0.50
11	Ali Baba Restaurant	ST 1 2EZ	Independent Free	Restaurant	0.0%	0.59
13	Casa Argešana	ST 1 2BL	Independent Free	Restaurant	0.0%	0.61
17	Tontine	ST 1 1NQ	Star Pubs & Bars	Classic	0.0%	0.71
19	Abbey Hulton Football Club	ST 2 8DD	Independent Free	Leisure	0.0%	0.72

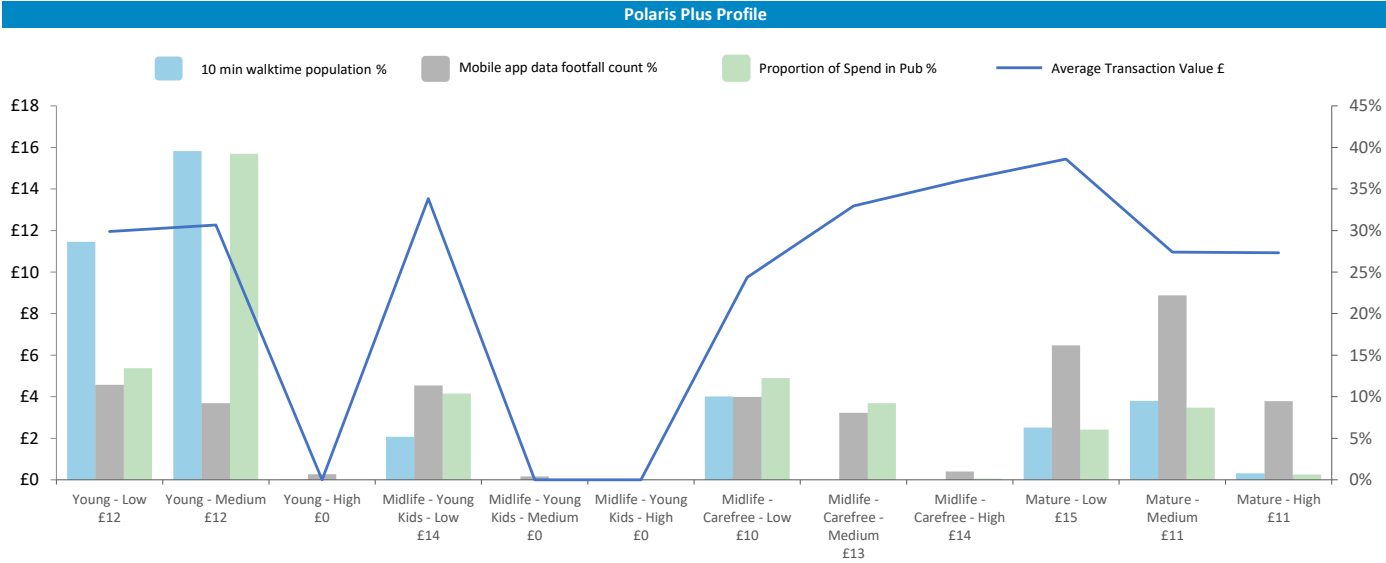
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Northwood Inn



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
124861	Northwood Inn	ST 1 6PU	Star Pubs & Bars	Classic	8



See the Glossary page for further information on the above variables

Catchment Summary - Northwood Inn

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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	6,428	18,123	383,615	120	92	90
Adults 18+	5,166	14,540	303,373	114	89	89
Competition Pubs	5	20	458	12	20	58
Adults 18+ per Competition Pub	1,033	727	662	151	106	97
% Adults Likely to Drink	79.0%	79.0%	79.0%	99	99	99

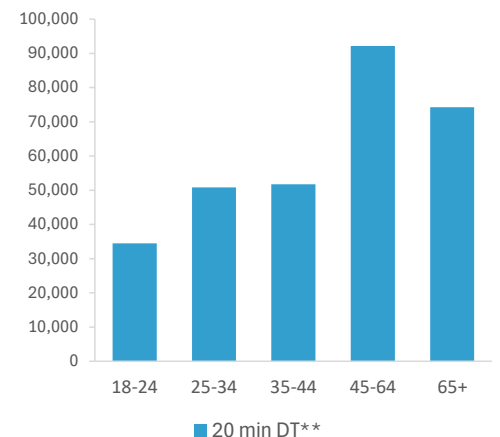
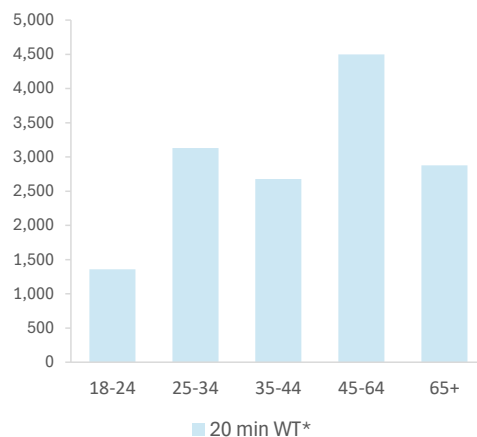
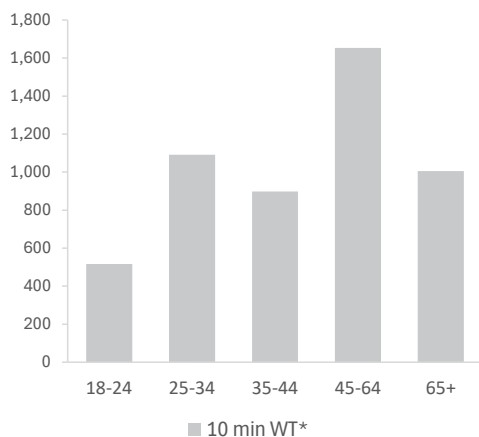
Population & Adults 18+ index is based on all pubs

Affluence	Low	50.1%	59.5%	58.1%	151	179	175
	Medium	49.1%	40.2%	32.8%	128	105	86
	High	0.8%	0.3%	8.0%	3	1	29

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£17,832	£16,937	£19,058	79	75	84
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Age Profile	18-24	517	1,357	34,439	95	88	105
	25-34	1,092	3,131	50,809	126	128	98
	35-44	898	2,676	51,745	103	109	100
	45-64	1,653	4,498	92,107	102	99	96
	65+	1,006	2,878	74,273	81	83	101

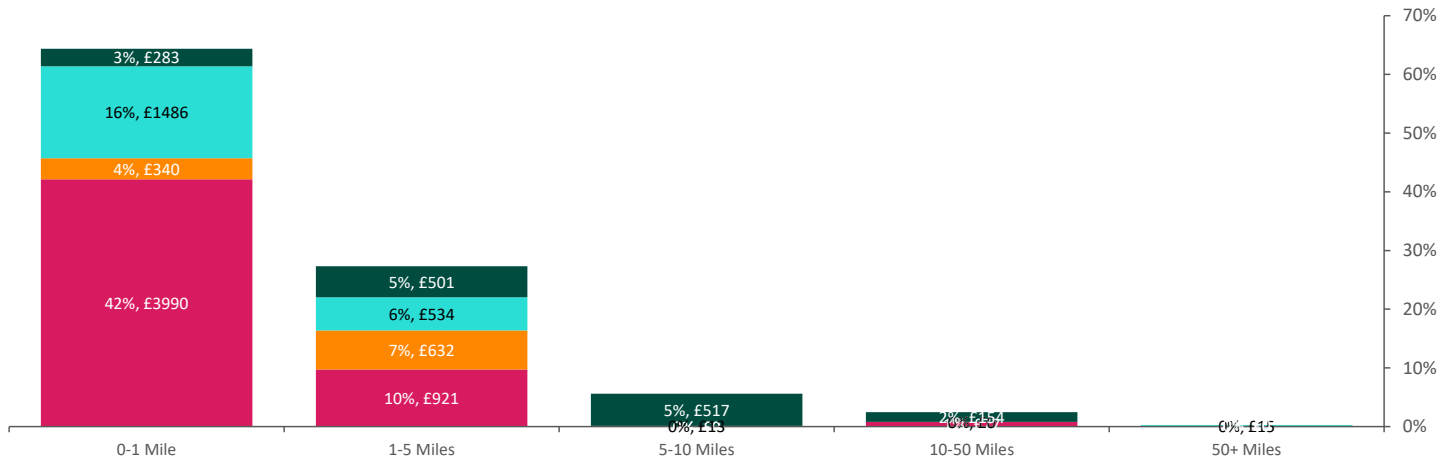


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,266 (51%)	9,369 (52%)	190,745 (50%)	104	105	101
	Female	3,162 (49%)	8,754 (48%)	192,870 (50%)	97	95	99
Economic Status (16+)	Employed: Full-time	1,940 (37%)	5,583 (37%)	106,542 (34%)	107	110	100
	Employed: Part-time	715 (13%)	1,854 (12%)	36,534 (12%)	113	104	98
	Self employed	382 (7%)	1,061 (7%)	22,012 (7%)	78	77	76
	Unemployed	223 (4%)	520 (3%)	7,951 (3%)	153	127	92
	Full-time student	74 (1%)	211 (1%)	7,944 (3%)	56	57	102
	Retired	975 (18%)	2,931 (20%)	71,896 (23%)	84	90	106
	Other	1,002 (19%)	2,741 (18%)	59,938 (19%)	106	103	108
Total Worker Count		1,989	4,435	176,258			

See the Glossary page for further information on the above variables

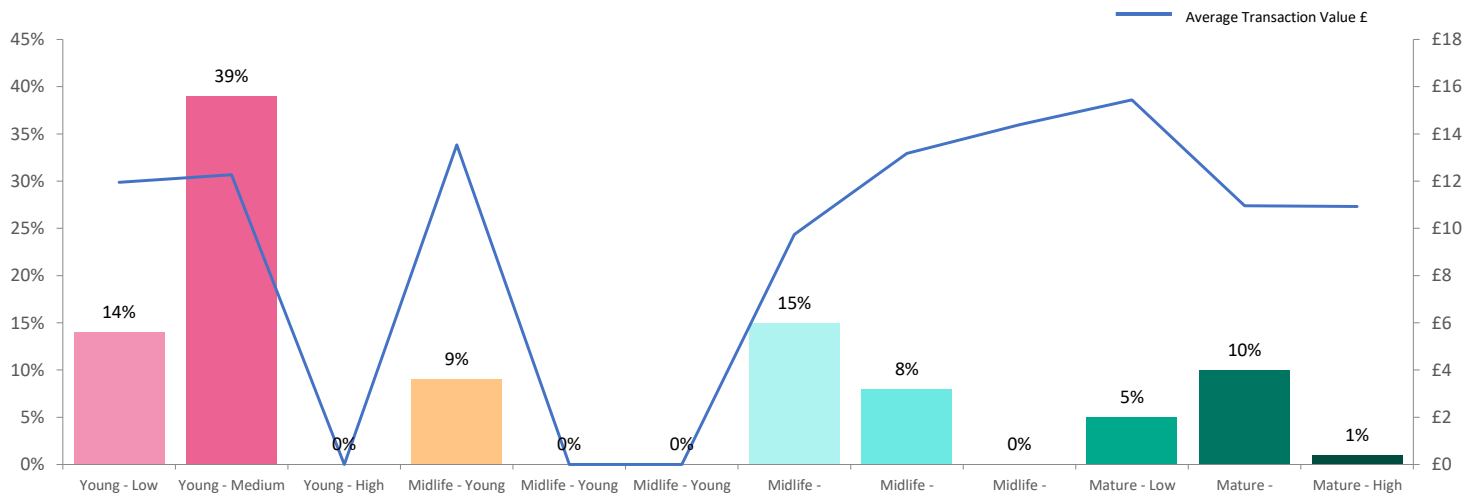
Transactional Data Summary - Northwood Inn

Spend by Polaris and Distance from Home



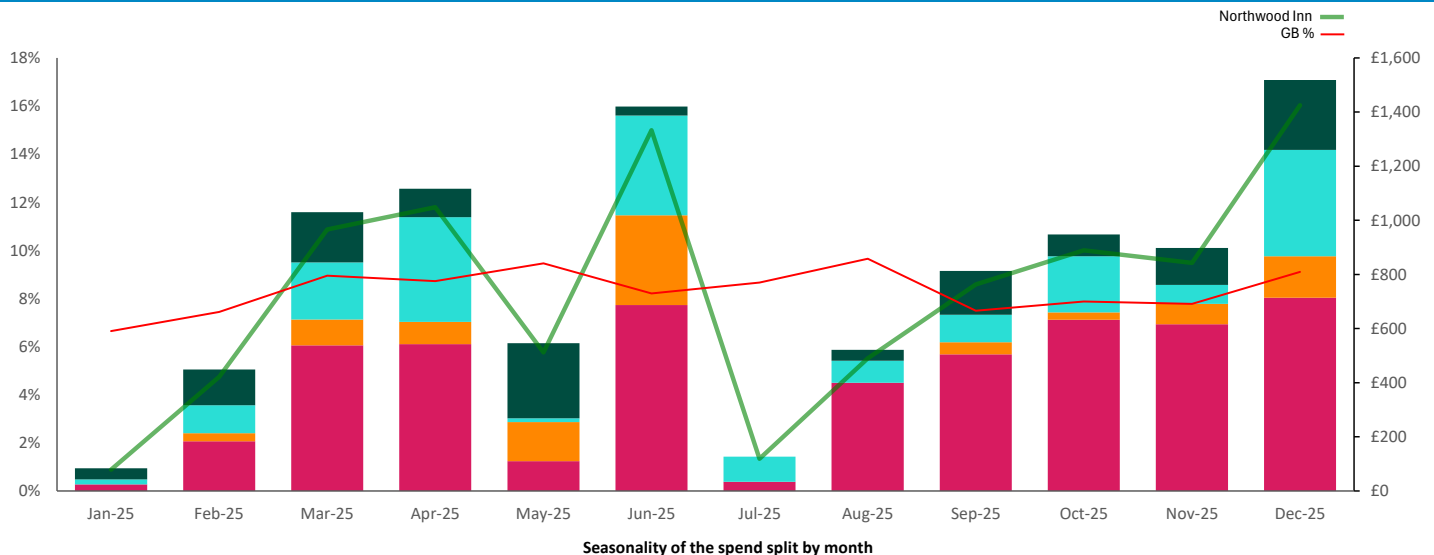
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



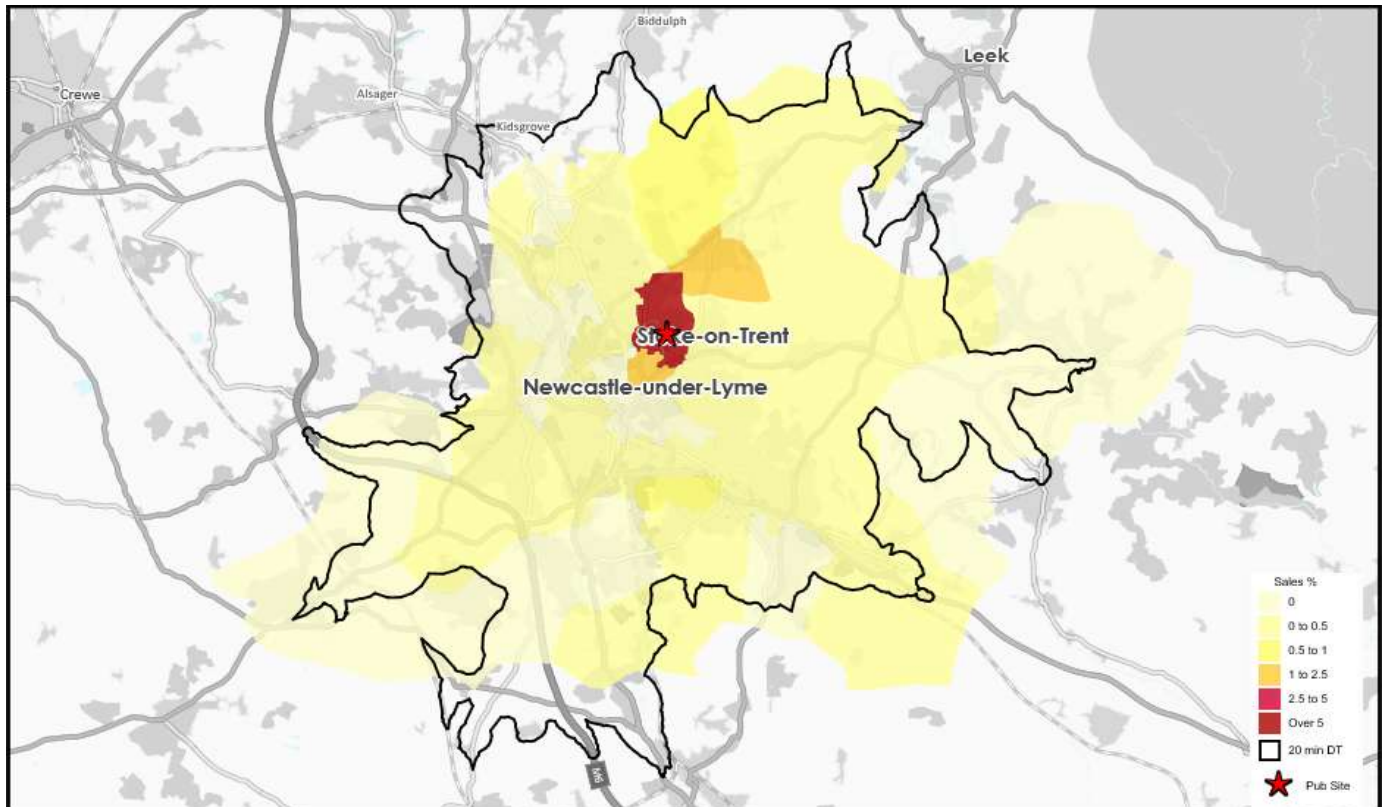
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



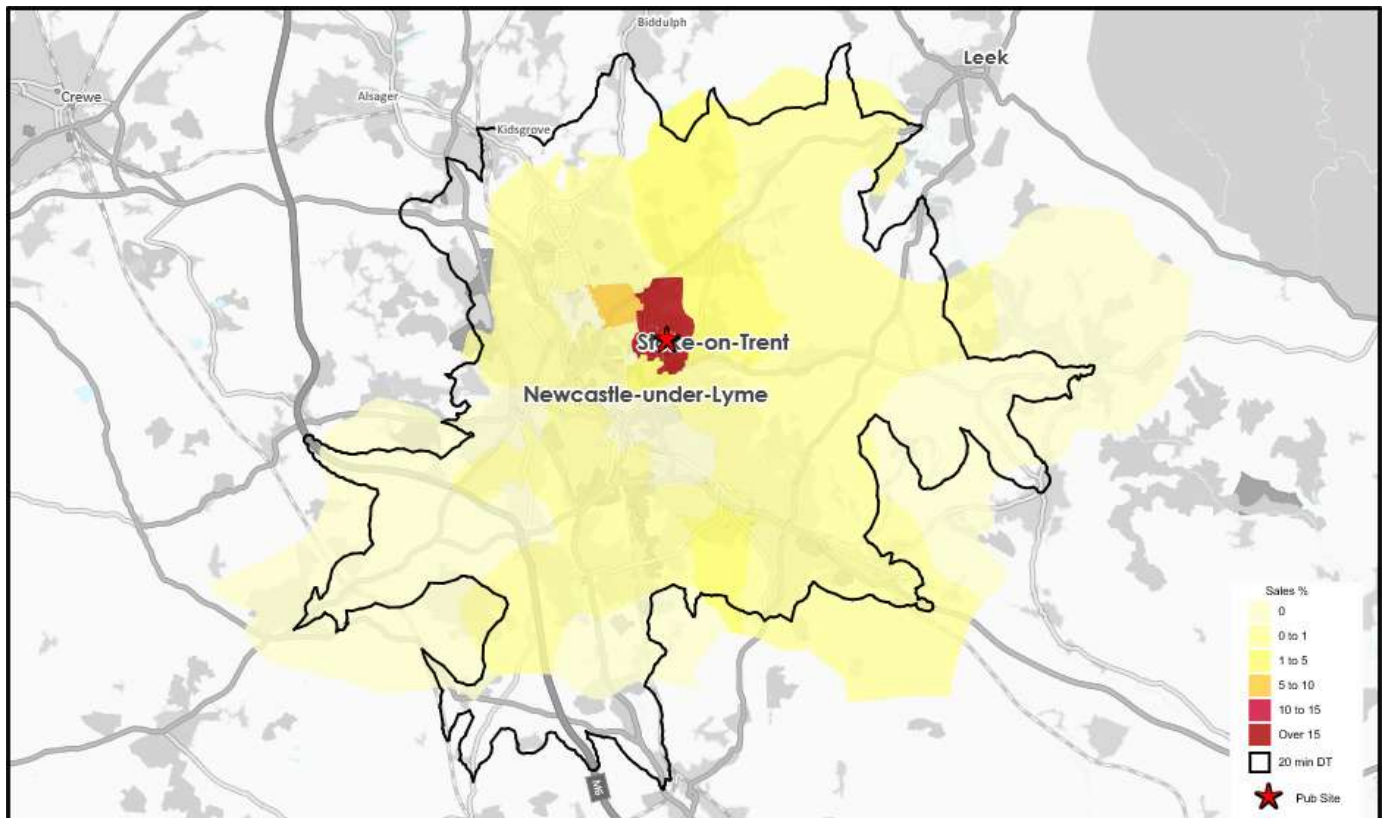
Seasonality of the spend split by month

Northwood Inn Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

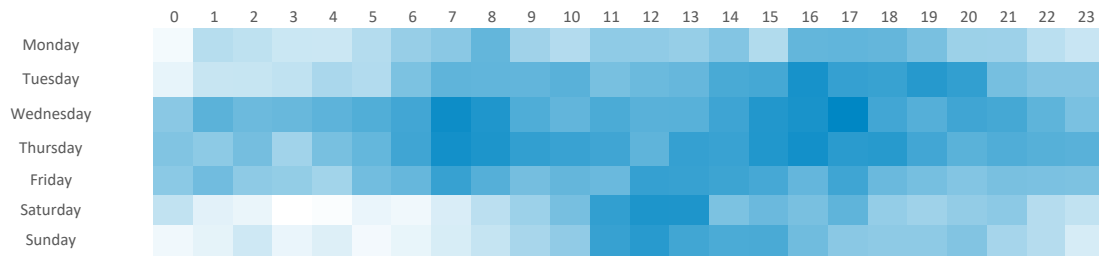
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Northwood Inn



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

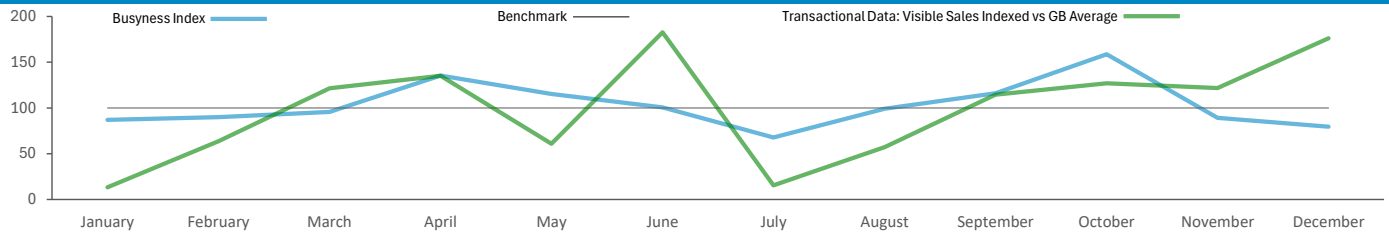
Mobile Data Summary - Northwood Inn

Time of Day/Day of Week



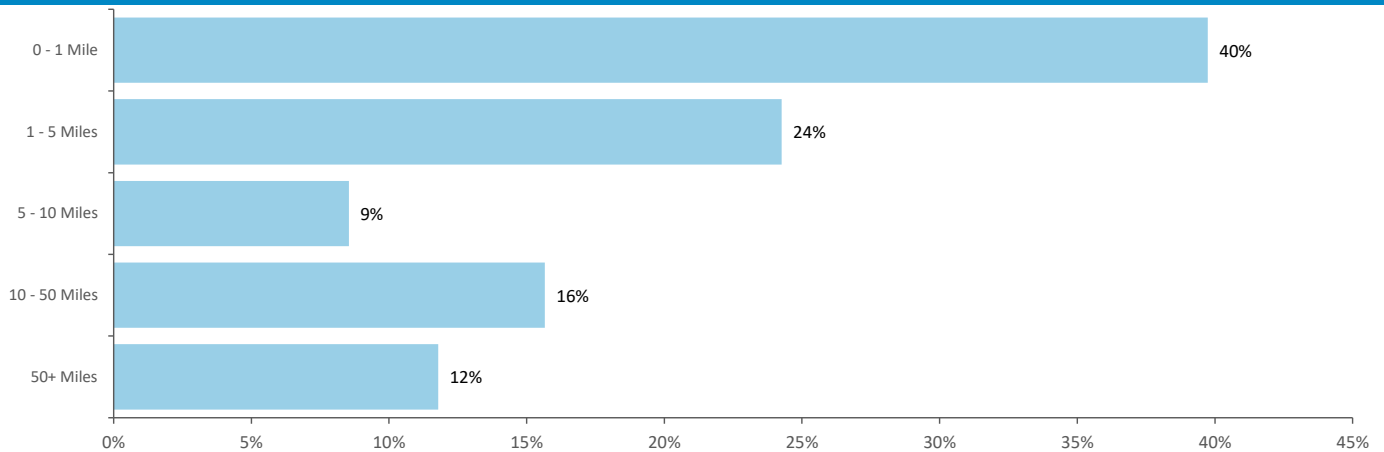
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

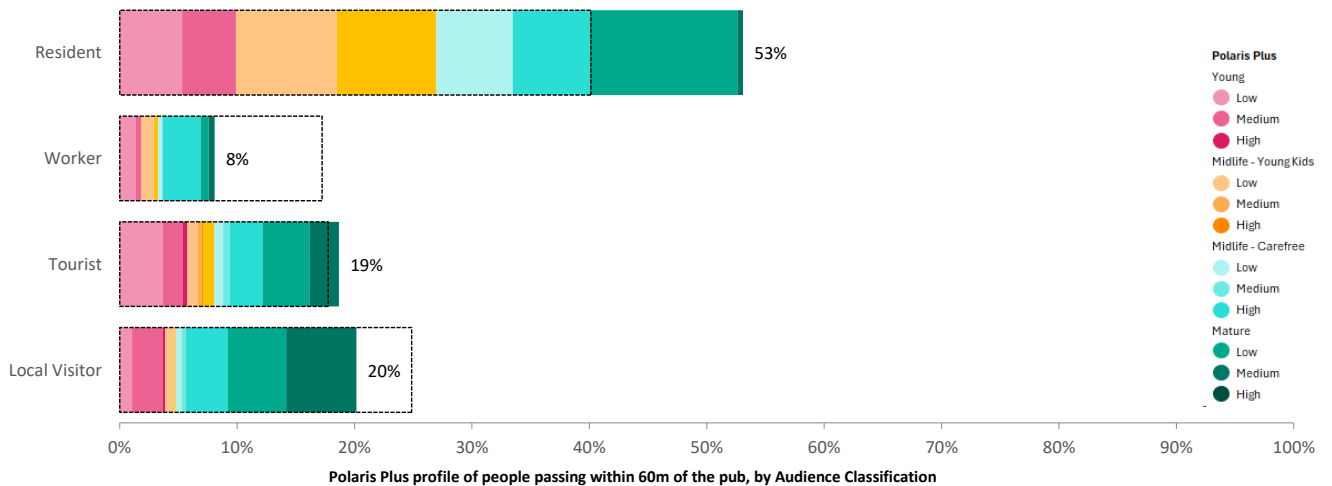
Distance from Home



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

Audience Classification by Polaris Plus

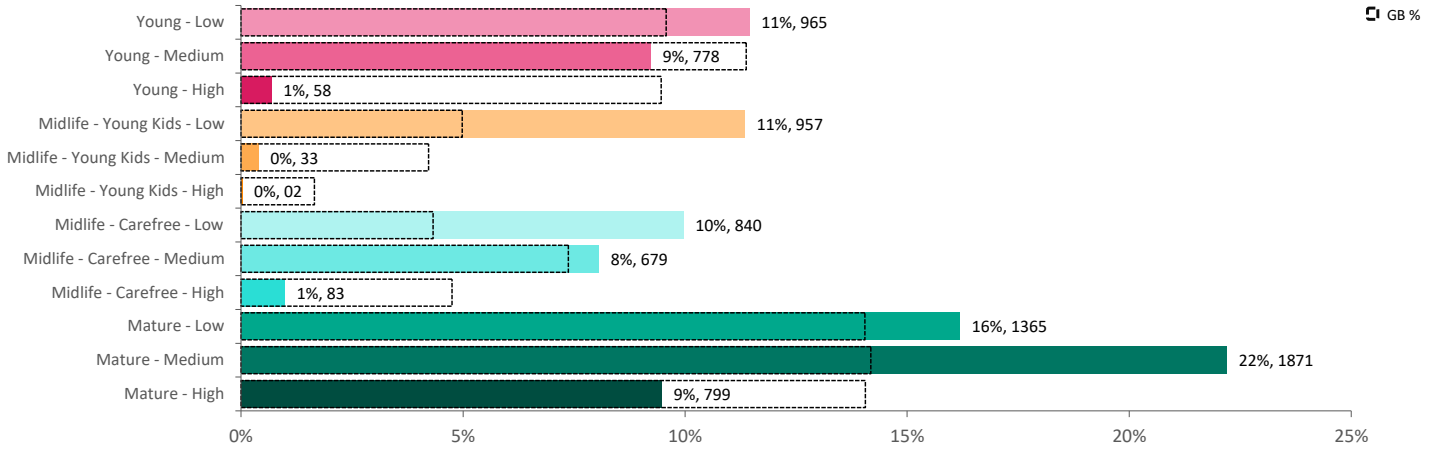
Base: GB



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

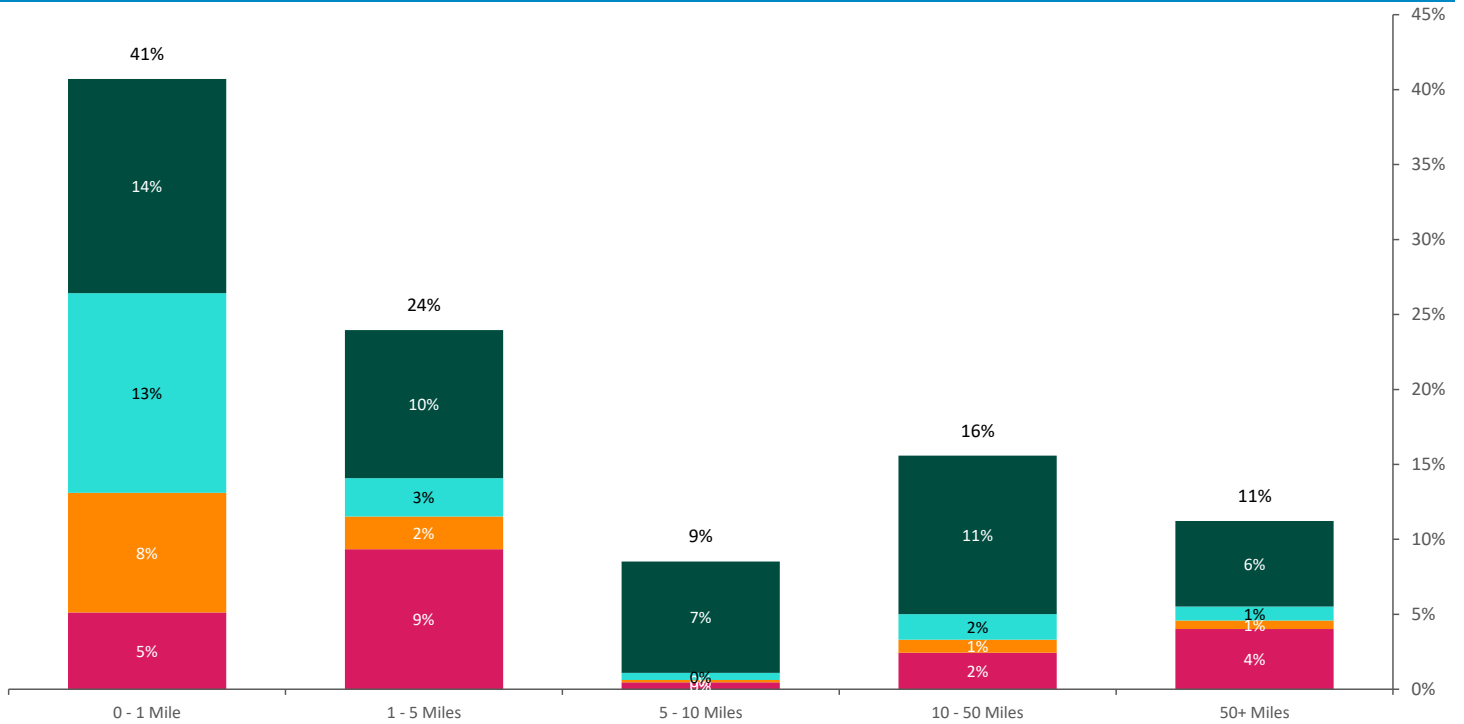
Mobile Data Summary - Northwood Inn

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



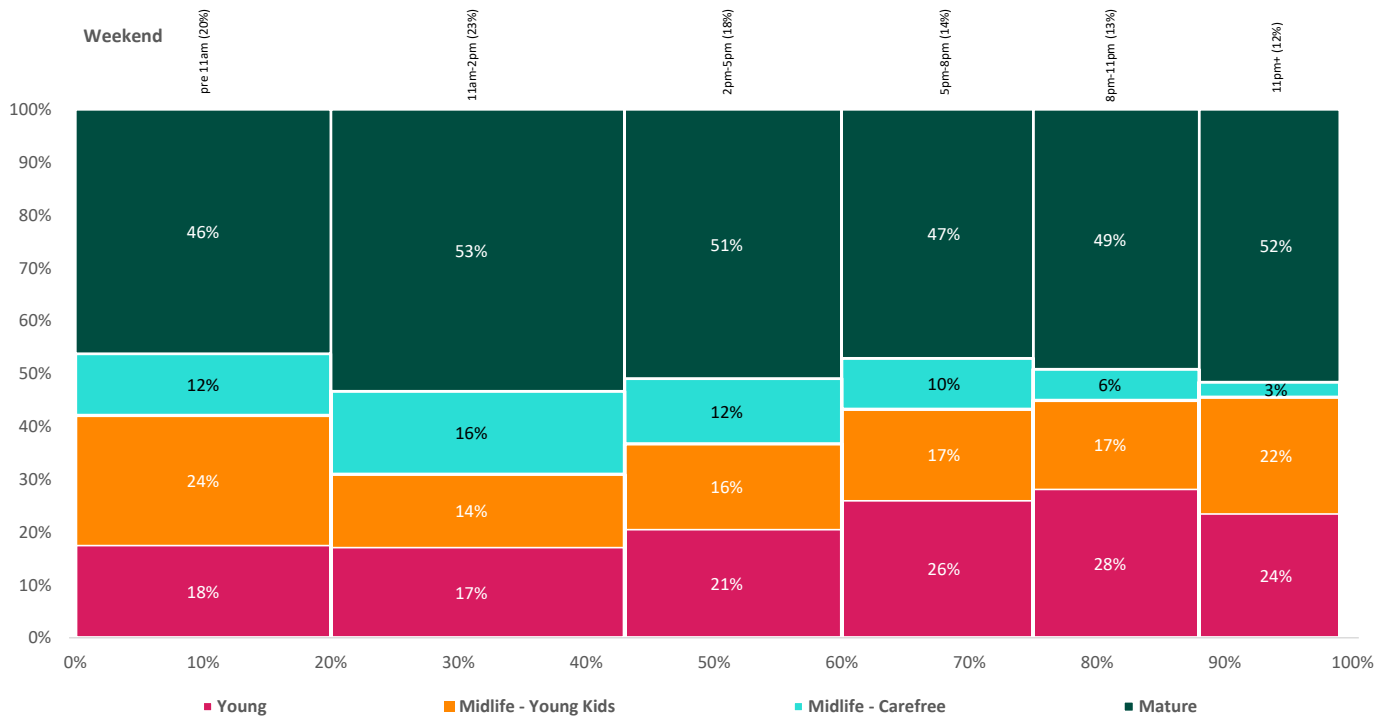
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,444	1,057	1,163	1,235	1,099	1,540	8,538
Midlife - Carefree	478	294	358	245	94	82	1,552
Midlife - Young Kids	805	237	263	307	274	428	2,316
Young	573	311	319	353	299	243	2,098
All	4,301	1,900	2,104	2,141	1,766	2,293	14,504

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	395	506	375	284	265	255	2,081
Midlife - Young Kids	100	149	91	59	32	14	446
Midlife - Carefree	210	130	118	104	90	109	760
Mature	151	163	152	158	153	117	893
All	856	949	737	604	540	494	4,181

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

Polaris Plus Summary - Northwood Inn

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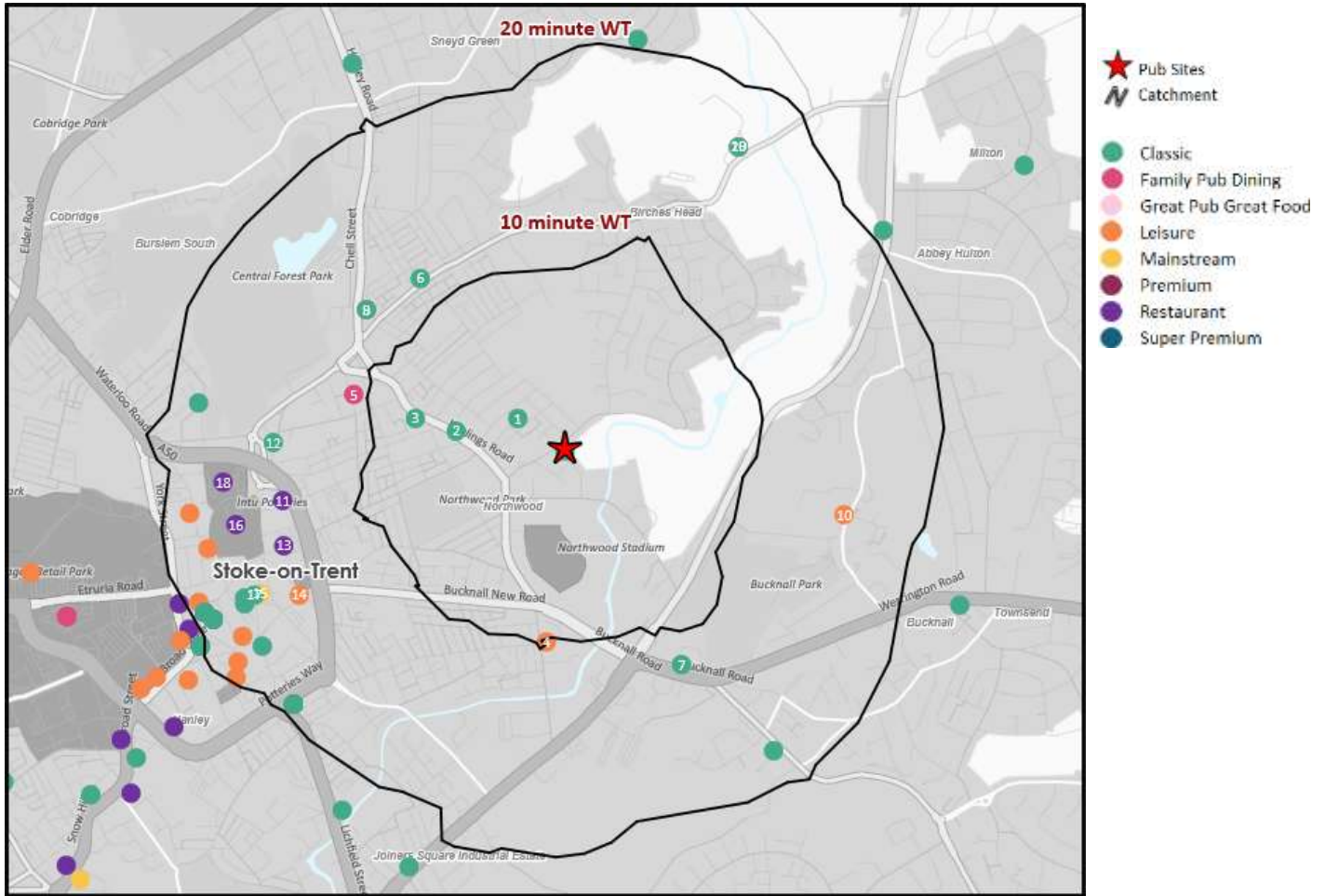
Polaris Plus Profile by Catchment

*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	1,479	3,798	72,245	292	266	243
Medium	2,044	3,934	37,899	359	246	113
High	3	3	1,530	1	0	8
Midlife - Young Kids						
Low	267	1,186	35,375	92	146	208
Medium	0	0	914	0	0	7
High	0	0	0	0	0	0
Midlife - Carefree						
Low	518	1,189	24,913	235	192	193
Medium	0	511	12,002	0	49	55
High	0	0	4,002	0	0	29
Mature						
Low	324	2,483	43,818	46	126	107
Medium	491	1,396	48,706	61	61	102
High	40	40	18,852	5	2	41
Not Private Households	0	0	3,117	0	0	96
Total	5,166	14,540	303,373			

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Northwood Inn



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Northwood Inn	ST 1 6PU	Star Pubs & Bars	Classic	2.7%	91.7%	0.00
1	Cross Guns	ST 1 6PW	*Other Small Retail Groups	Classic	2.4%	94.4%	0.12
2	Cat Inn	ST 1 6PA	Admiral Taverns Ltd	Classic	4.0%	92.7%	0.23
3	Wheatsheaf Stores	ST 1 6PB	Unknown	Classic	5.1%	97.2%	0.32
4	J and G Meakins Cricket Club	ST 1 3NT	Independent Free	Leisure	0.0%	0.0%	0.39
5	Masons Arms	ST 1 2LJ	*Other Small Retail Groups	Family Pub Dining	2.8%	95.1%	0.45
6	Birches Head	ST 1 6LL	Star Pubs & Bars	Classic	5.0%	93.9%	0.46
7	New Finney Gardens	ST 1 6AJ	Marston's	Classic	0.0%	0.0%	0.50
8	Cheshire Cheese	ST 1 6BA	Admiral Taverns Ltd	Classic	3.0%	95.3%	0.50
9	Maddogs Martial Arts	ST 1 6BA	Independent Free	Leisure	6.4%	93.4%	0.50
10	Hanley Town Football Club	ST 2 8AJ	Independent Free	Leisure	3.4%	89.7%	0.59
11	Ali Baba Restaurant	ST 1 2EZ	Independent Free	Restaurant	0.0%	0.0%	0.59
12	Golden Cup	ST 1 2JS	*Other Small Retail Groups	Classic	5.6%	91.6%	0.60
13	Casa Argeseana	ST 1 2BL	Independent Free	Restaurant	0.0%	0.0%	0.61
14	Woodman	ST 1 2AT	Independent Free	Leisure	5.5%	92.3%	0.62
15	Reginald Mitchell	ST 1 1SB	Wetherspoons GB	Mainstream	17.6%	85.2%	0.69
16	Nandos	ST 1 1PS	Nandos Restaurants	Restaurant	3.6%	70.3%	0.69
17	Tontine	ST 1 1NQ	Star Pubs & Bars	Classic	0.0%	0.0%	0.71
18	Bon Pan Asian	ST 1 5BN	Independent Free	Restaurant	30.3%	66.4%	0.71
19	Abbey Hulton Football Club	ST 2 8DD	Independent Free	Leisure	0.0%	0.0%	0.72
20	Trent Country Club	ST 2 8DD	Independent Free	Classic	2.7%	96.4%	0.72

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Northwood Inn

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Around GB Average
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Premium	8	38,699	12.8%	89
Restaurant	56	65,504	21.6%	94
Super Premium	1	7,847	2.6%	66

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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
Product needs	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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	
	