

# Catchment Summary - Sneyd Arms

- 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**
2,656	4,740	266,953

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
50	24	64

Pop. & Adl. 18+ index based on all pubs

56	28	63
5	7	72
283	171	83
106	106	98

9	7	160
205	210	89
68	63	44

108	114	85
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844	896	124
70	59	100
25	19	99
22	21	95
24	22	97

## Population

## Adults 18+

## Competition Pubs

## Adults 18+ per Competition Pub

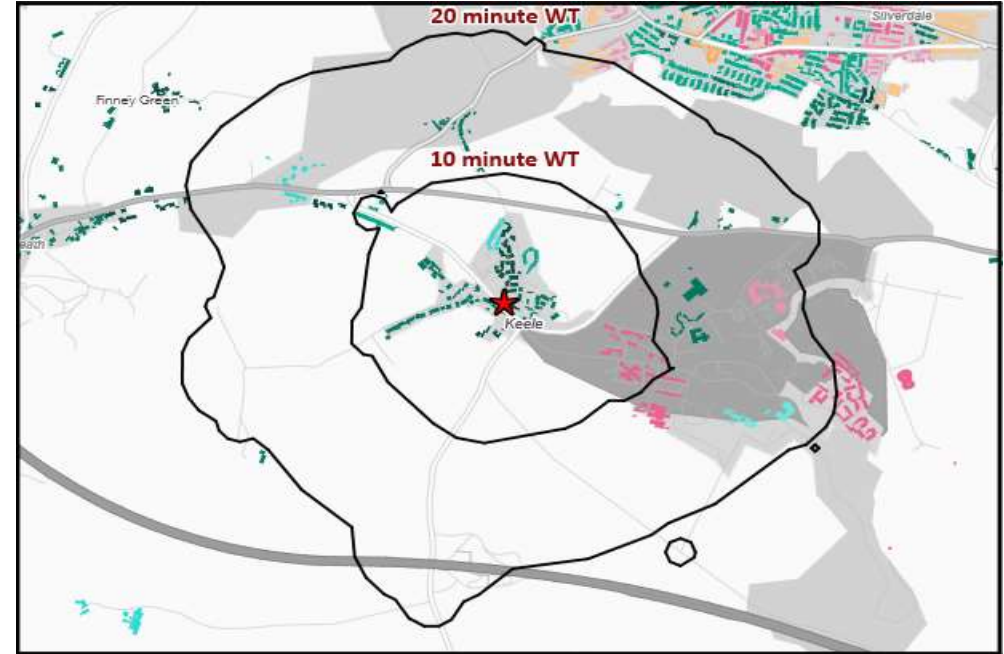
## % Adults Likely to Drink

Affluence	Low	3,0%	2,3%	53,1%
	Medium	78,3%	80,3%	33,9%
	High	18,7%	17,4%	12,2%

\*Affluence does not include Not Private Households

## Mean Net Disposable income (£pa)

Age Profile	18-24	1,896	3,590	28,059
	25-34	252	378	36,078
	35-44	89	123	35,621
	45-64	150	253	64,188
	65+	122	202	49,453



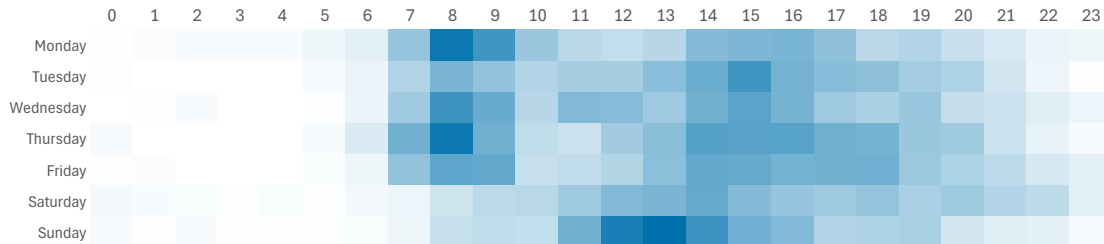
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## Polaris Plus Segments

- ★ Pub Sites
- ★ Catchment
- Young**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

## Mobile Data Summary

## Time of Day/Day of Week



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**
<b>Young</b>	1,391	3,042	78,658	199	240	132
<b>Midlife - Young Kid</b>	0	0	26,434	0	0	114
<b>Midlife - Carefree</b>	240	260	28,458	61	36	85
<b>Mature</b>	878	1,244	78,197	79	62	83
<i>Not Private Households</i>	0	0	1,652	0	0	6,398
<b>Total</b>	<b>2,509</b>	<b>4,546</b>	<b>213,399</b>			



# Per Pub - Sneyd Arms

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

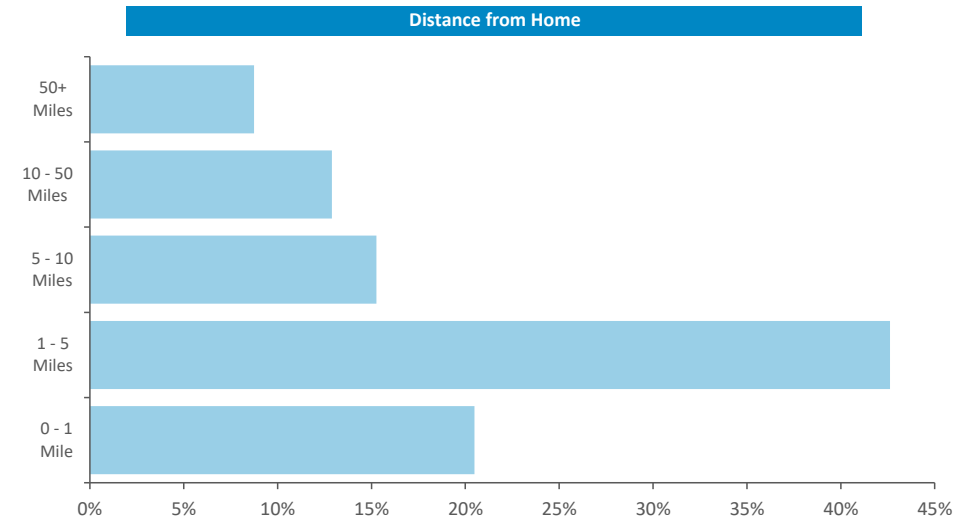
Adults 18+	2.509	4.546	213.399
Number of Competition Pubs	1	3	292
Adults 18+ per Competition Pub	2.509	1.515	731

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	257	10,2%	123
Circuit Bar	0	163	6,5%	155
Community Pub	0	335	13,4%	68
Craft Led	0	202	8,0%	225
Great Pub Great Food	0	521	20,8%	114
High Street Pub	0	424	16,9%	90
Premium Local	1	596	23,7%	140

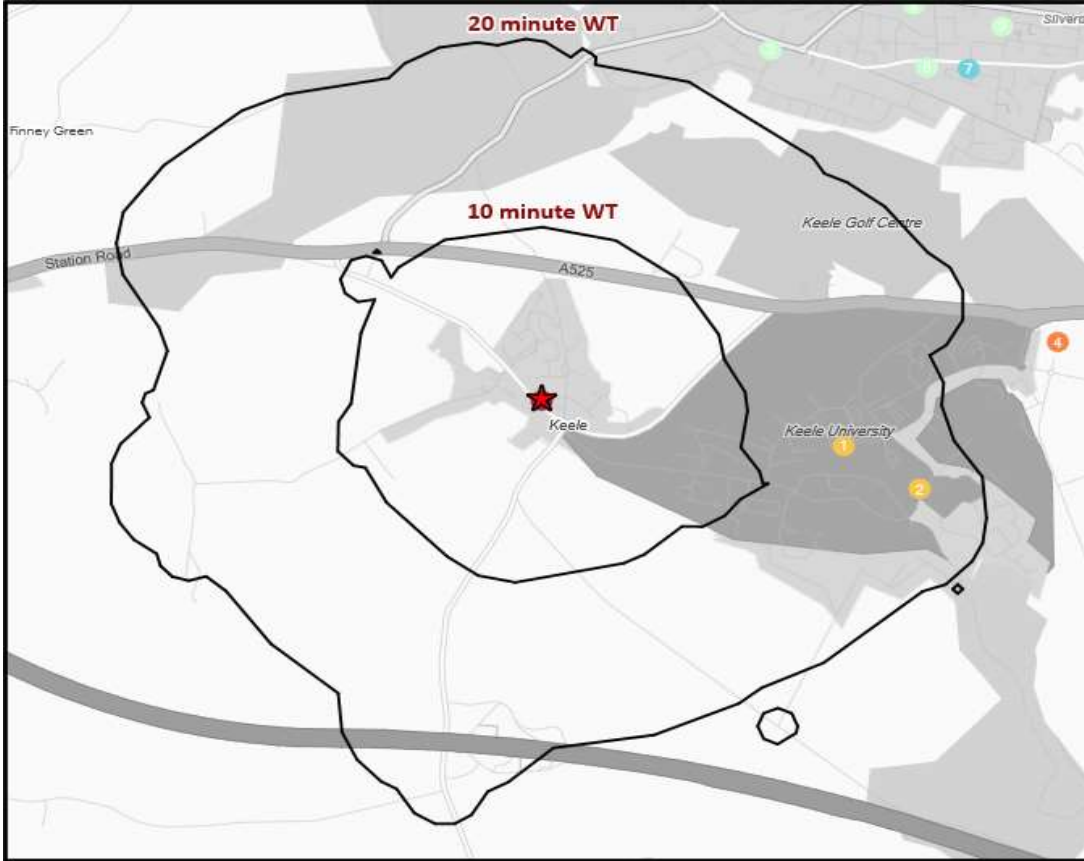
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	544	12,0%	144
Circuit Bar	0	350	7,7%	184
Community Pub	0	496	10,9%	56
Craft Led	0	439	9,7%	270
Great Pub Great Food	0	928	20,4%	112
High Street Pub	2	715	15,7%	83
Premium Local	1	1.063	23,4%	138

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	6	12.383	5,8%	70
Circuit Bar	2	11.550	5,4%	130
Community Pub	73	53.845	25,2%	129
Craft Led	0	7.482	3,5%	98
Great Pub Great Food	9	23.882	11,2%	62
High Street Pub	61	51.928	24,3%	129
Premium Local	24	28.304	13,3%	78



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# Competition - Sneyd Arms



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Sneyd Arms	ST 5 5AD	Star Pubs & Bars	Premium Local	48,1%	0,00
3	Bush	ST 5 6JZ	Admiral Taverns Ltd	Community Pu	13,6%	0,88
5	Silverdale Athletic Club	ST 5 6TA	Independent Free	Clubland	13,1%	1,03
7	Silverdale & District Working Men	ST 5 6LY	Independent Free	Clubland	11,6%	1,11
9	Crown Inn	ST 5 6JG	Joule's Brewery	Community Pu	9,9%	1,22
4	Courtyard By Marriott	ST 5 5NU	Marriott International	Hotel	3,7%	1,03
1	Keele University	ST 5 5BG	Independent Free	High Street Put	0,0%	0,60
2	Horwood	ST 5 5DY	Independent Free	High Street Put	0,0%	0,77
6	Vine Inn	ST 5 6LX	Unknown	Community Pu	0,0%	1,05
8	Roebuck Inn	ST 5 6JH	Independent Free	Community Pu	0,0%	1,13

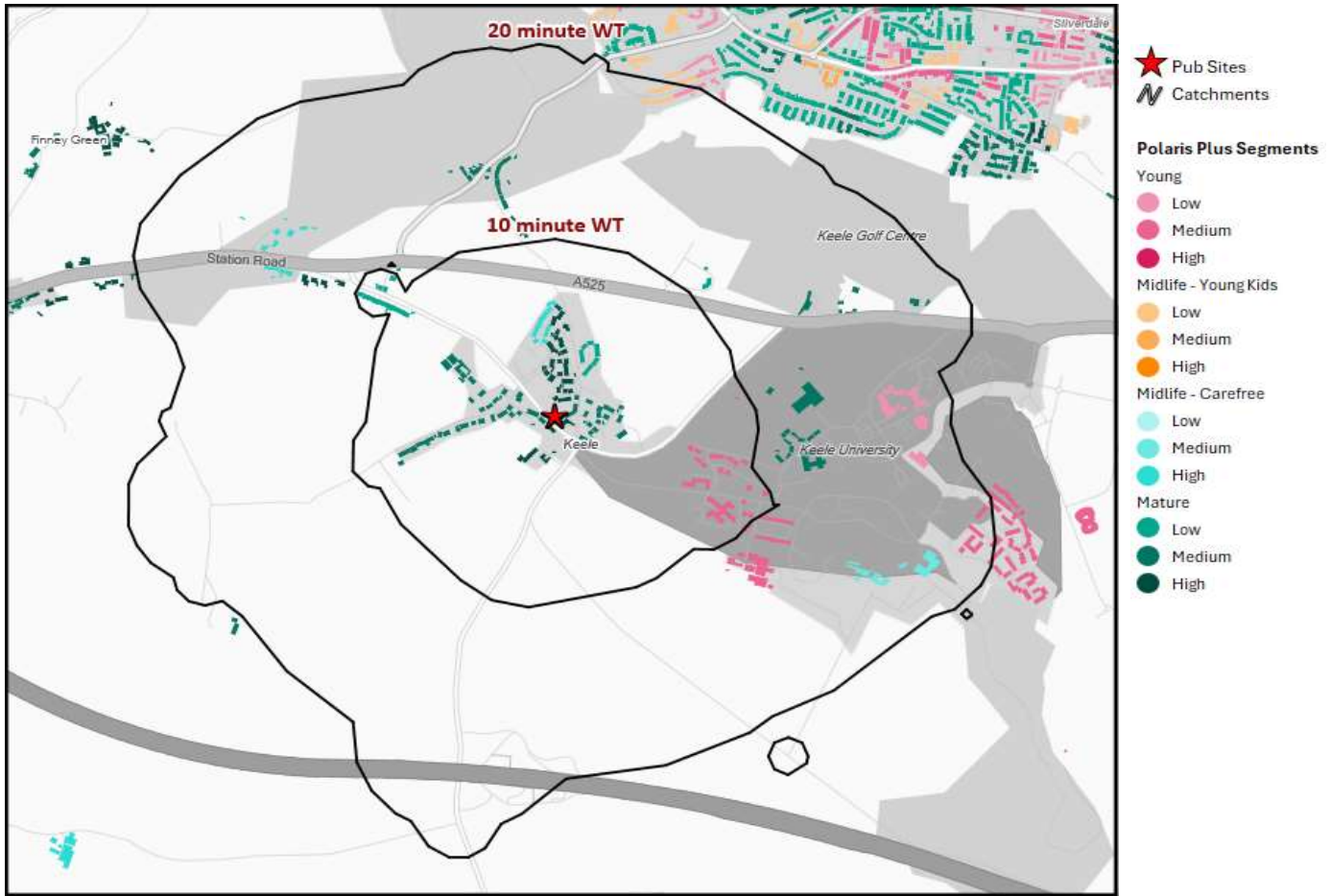
\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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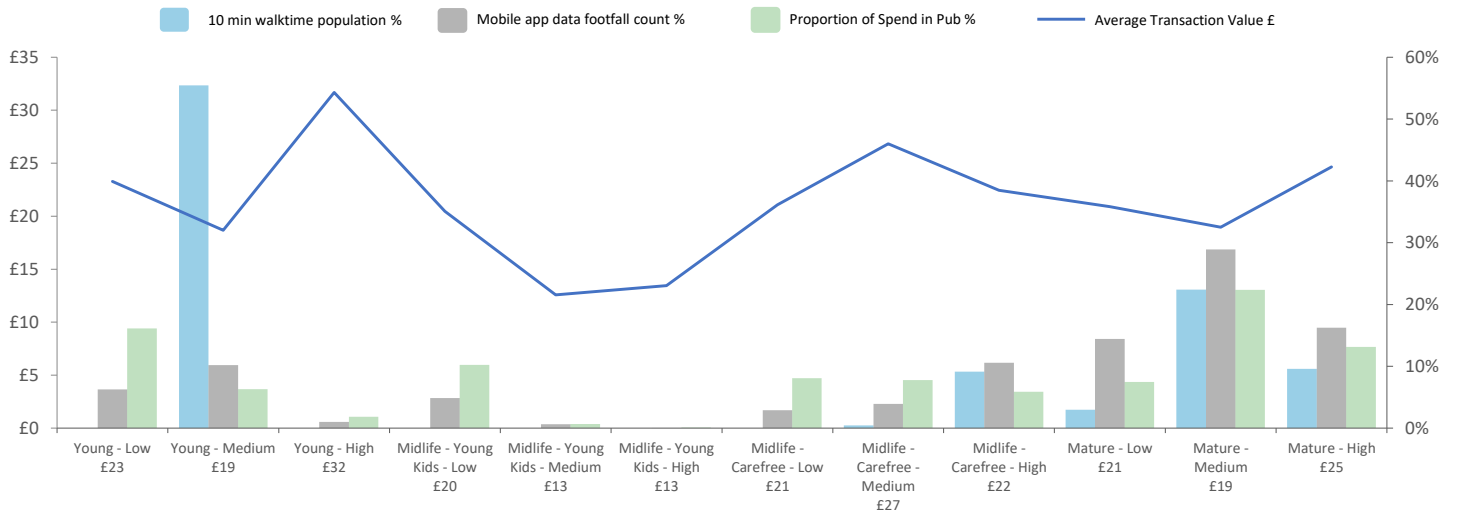
# Catchment Summary - Sneyd Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
224419	Sneyd Arms	ST 5 5AD	Star Pubs & Bars	Premium	12
				Local	



## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Sneyd Arms

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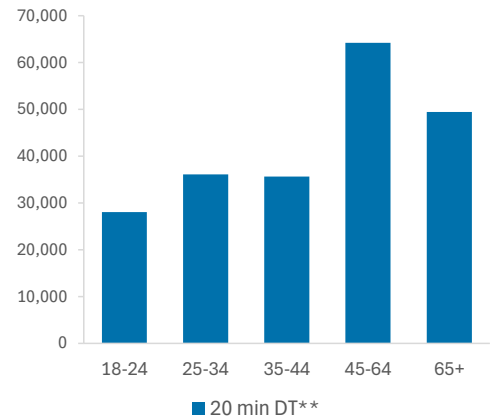
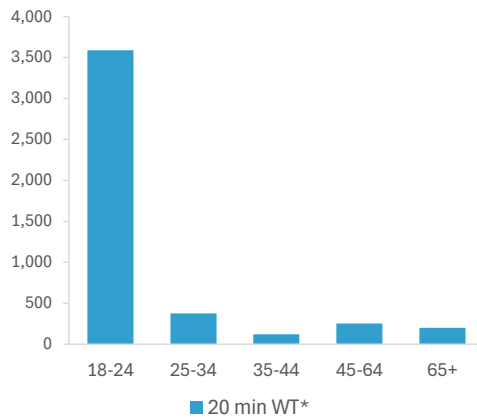
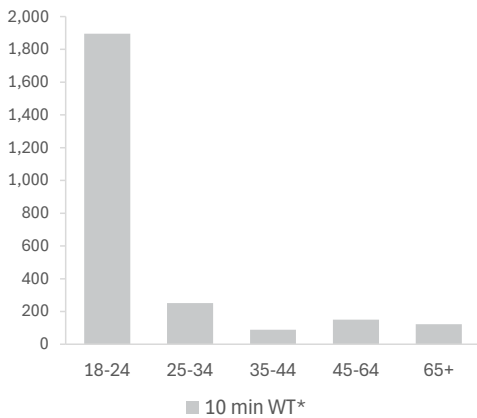
Over GB Average  
Around GB Average  
Under GB Average

\*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		2,656	4,740	266,953	50	24	64
Adults 18+		2,509	4,546	213,399	56	28	63
Competition Pubs		1	3	292	5	7	72
Adults 18+ per Competition Pub		2,509	1,515	731	283	171	83
% Adults Likely to Drink		80,4%	80,1%	74,2%	106	106	98
Affluence	Low	3,0%	2,3%	53,1%	9	7	160
	Medium	78,3%	80,3%	33,9%	205	210	89
	High	18,7%	17,4%	12,2%	68	63	44
Mean Net Disposable income (£pa)		£23,024	£24,196	£18,188	108	114	85
Age Profile	18-24	1,896	3,590	28,059	844	896	124
	25-34	252	378	36,078	70	59	100
	35-44	89	123	35,621	25	19	99
	45-64	150	253	64,188	22	21	95
	65+	122	202	49,453	24	22	97

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



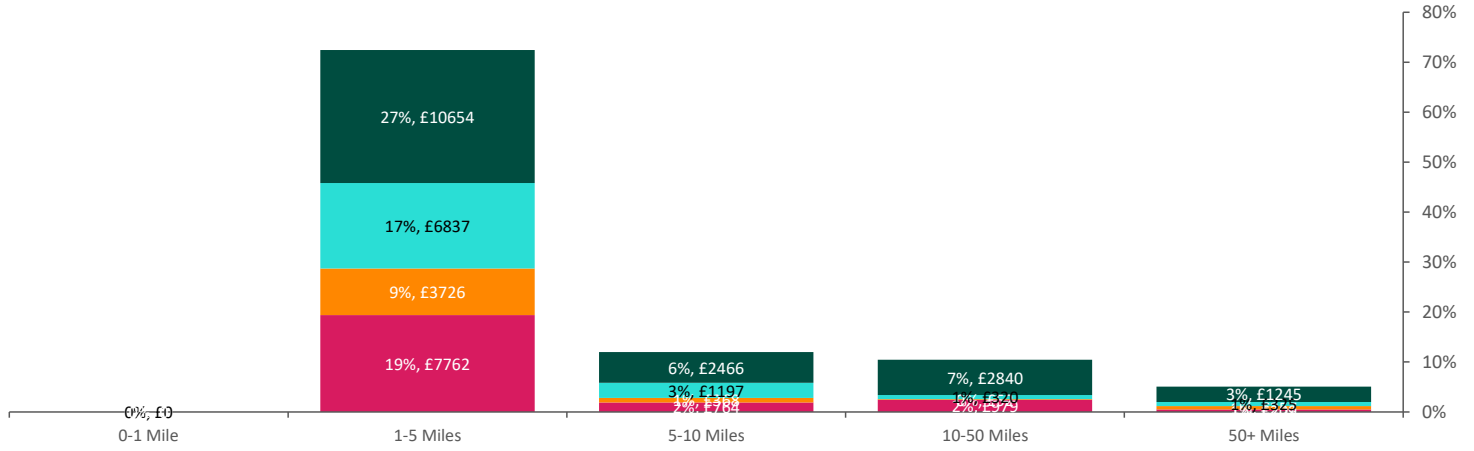
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,293 (49%)	2,342 (49%)	133,312 (50%)	99	101	102
	Female	1,363 (51%)	2,398 (51%)	133,641 (50%)	101	99	98
Economic Status (16+)	Employed: Full-time	574 (23%)	737 (16%)	73,865 (34%)	66	47	98
	Employed: Part-time	183 (7%)	262 (6%)	25,383 (12%)	60	47	95
	Self employed	122 (5%)	186 (4%)	16,294 (7%)	52	44	81
	Unemployed	21 (1%)	31 (1%)	5,172 (2%)	32	26	92
	Full-time student	235 (9%)	578 (13%)	6,525 (3%)	392	533	125
	Retired	365 (14%)	471 (10%)	47,677 (22%)	66	47	99
	Other	1,031 (41%)	2,318 (51%)	44,674 (20%)	233	289	116
Total Worker Count		693	2,661	154,398			

See the Glossary page for further information on the above variables

# Transactional Data Summary - Sneyd Arms

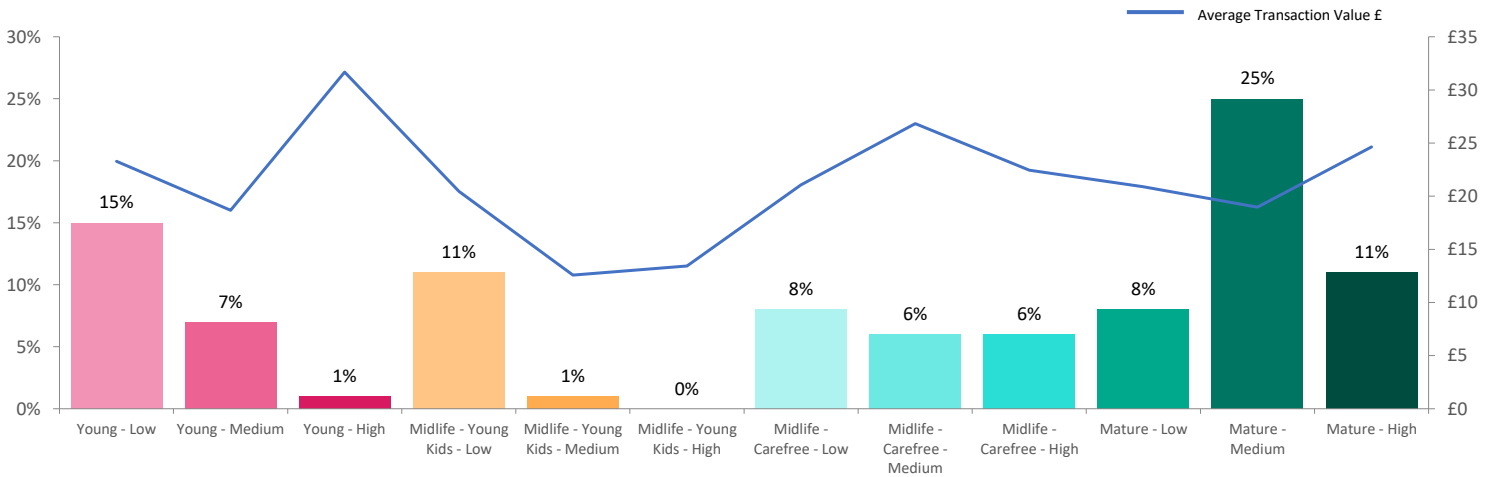
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## Spend by Polaris and Distance from Home



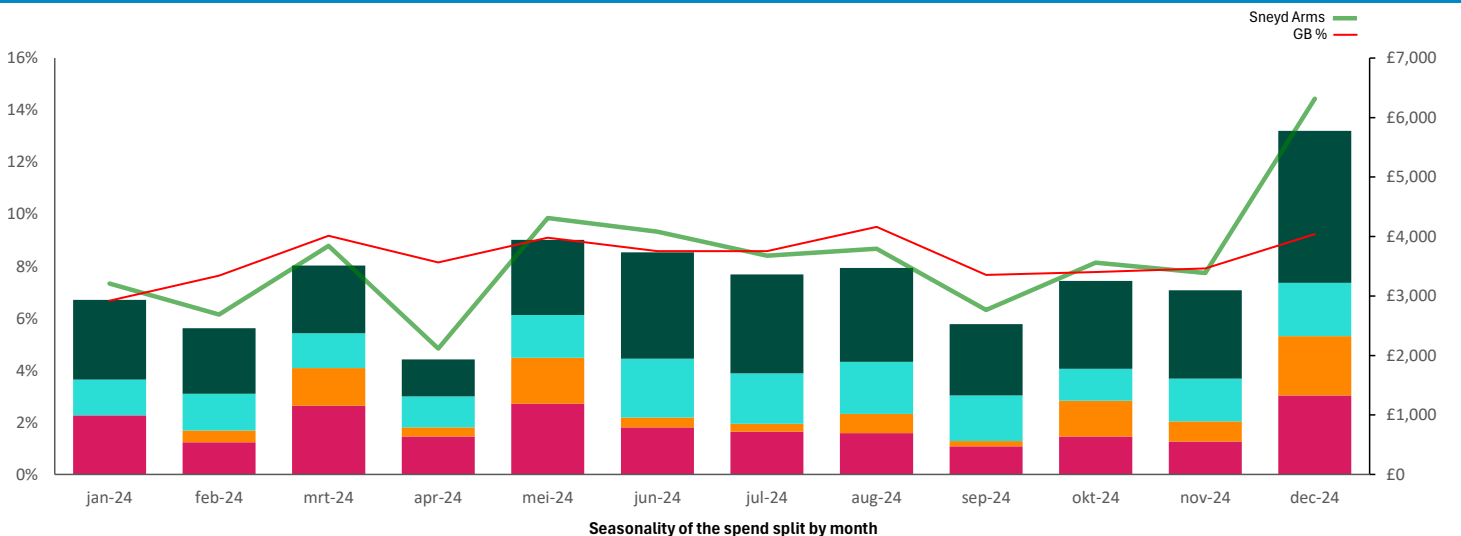
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



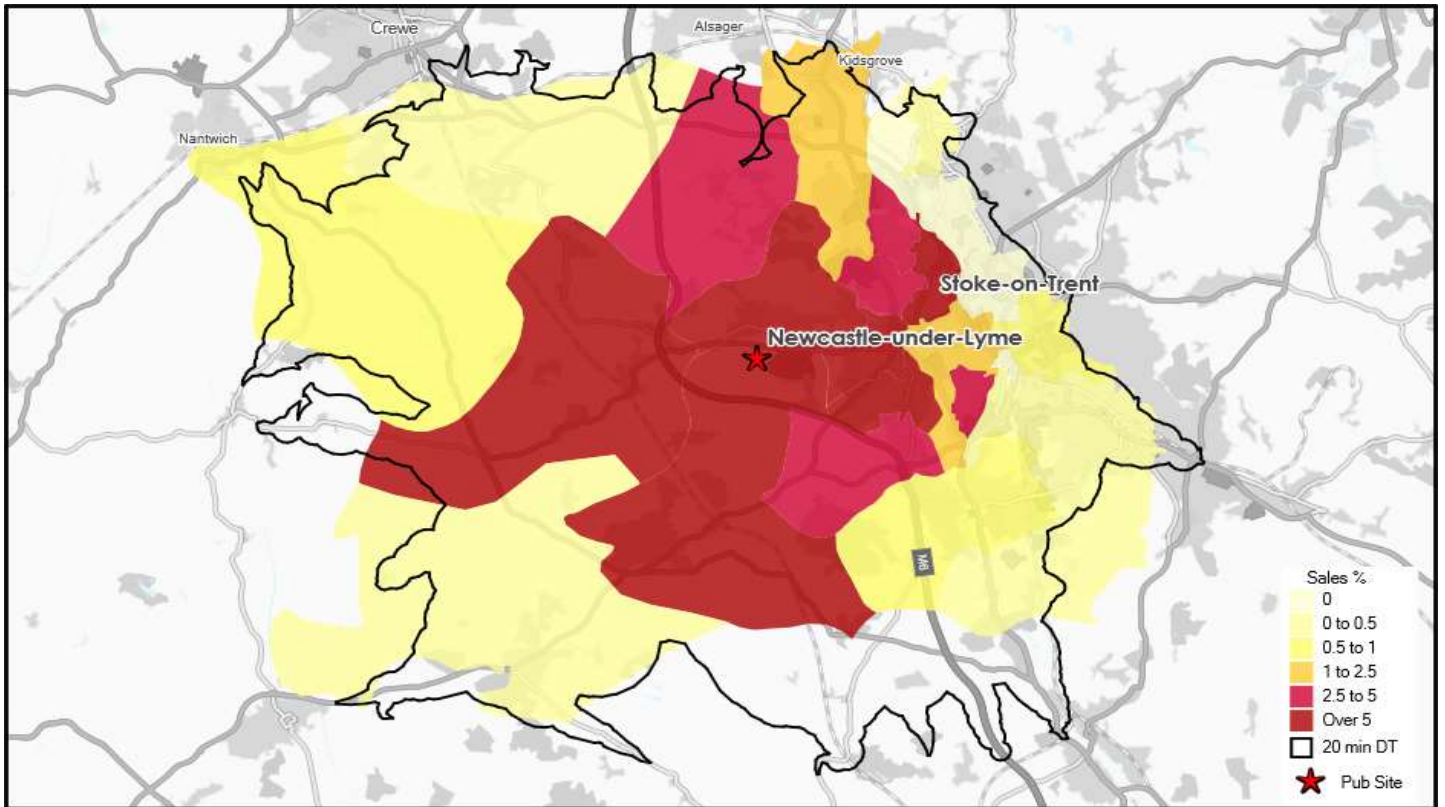
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



Seasonality of the spend split by month

Sneyd Arms Share of Spend from Postcode Sectors within 20 minute Drive



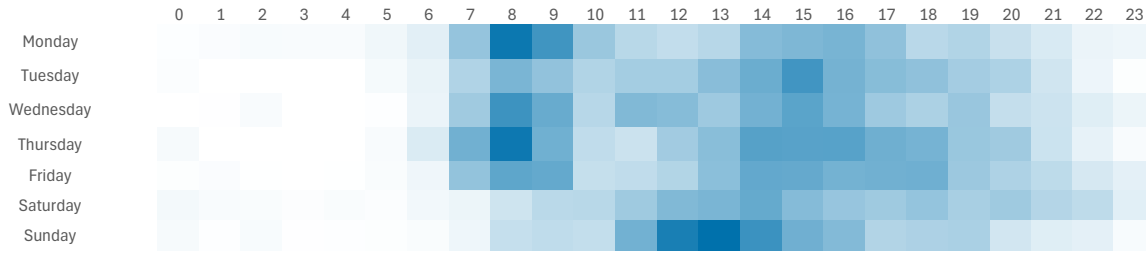
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Sneyd Arms



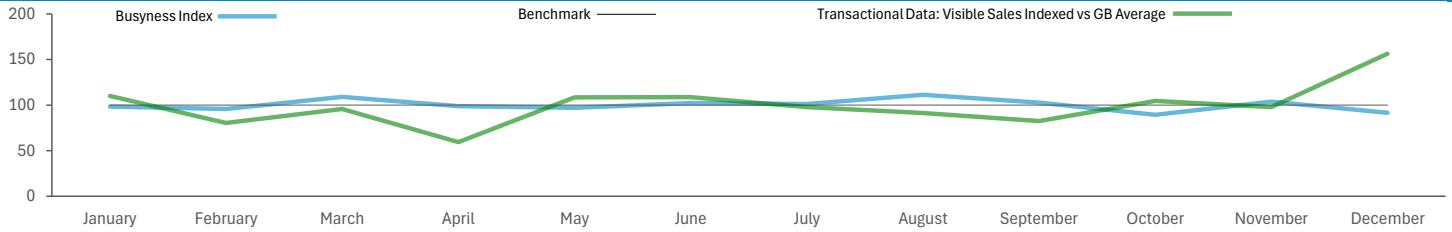
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



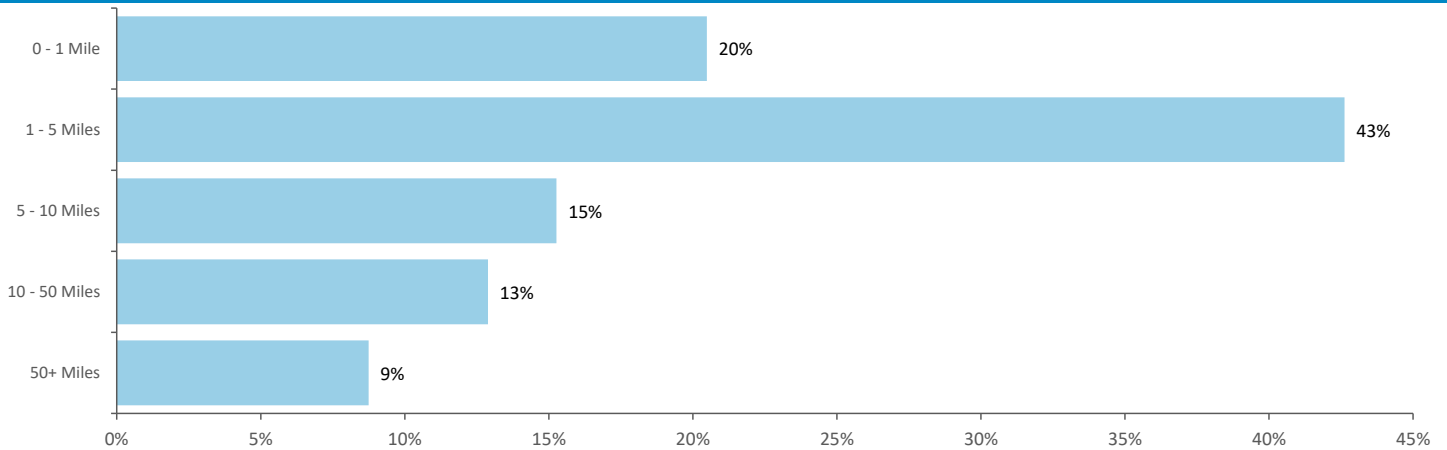
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

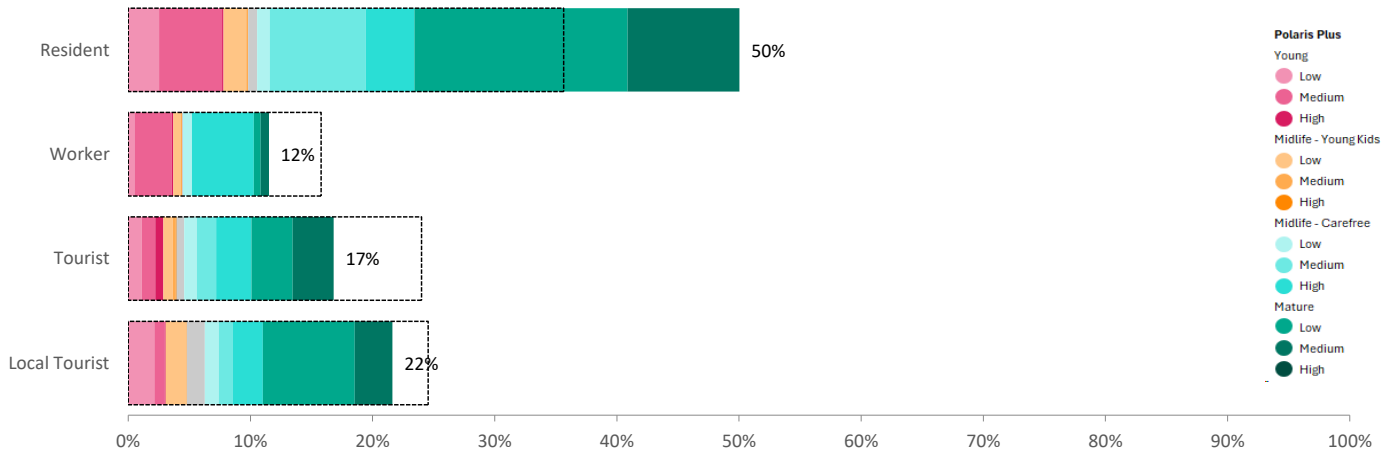
Distance from Home



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

Audience Classification by Polaris Plus

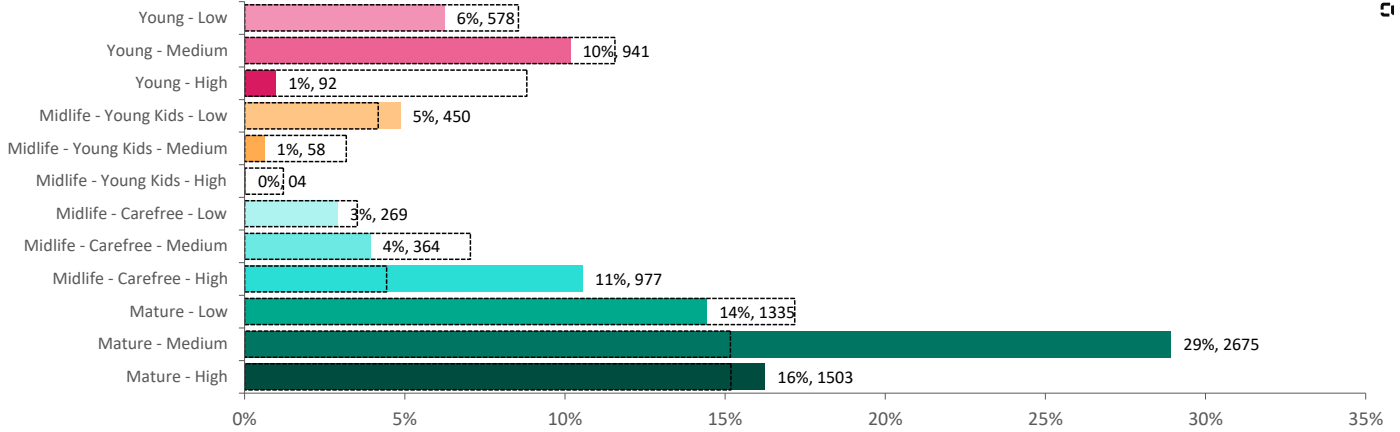
Base: GB



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

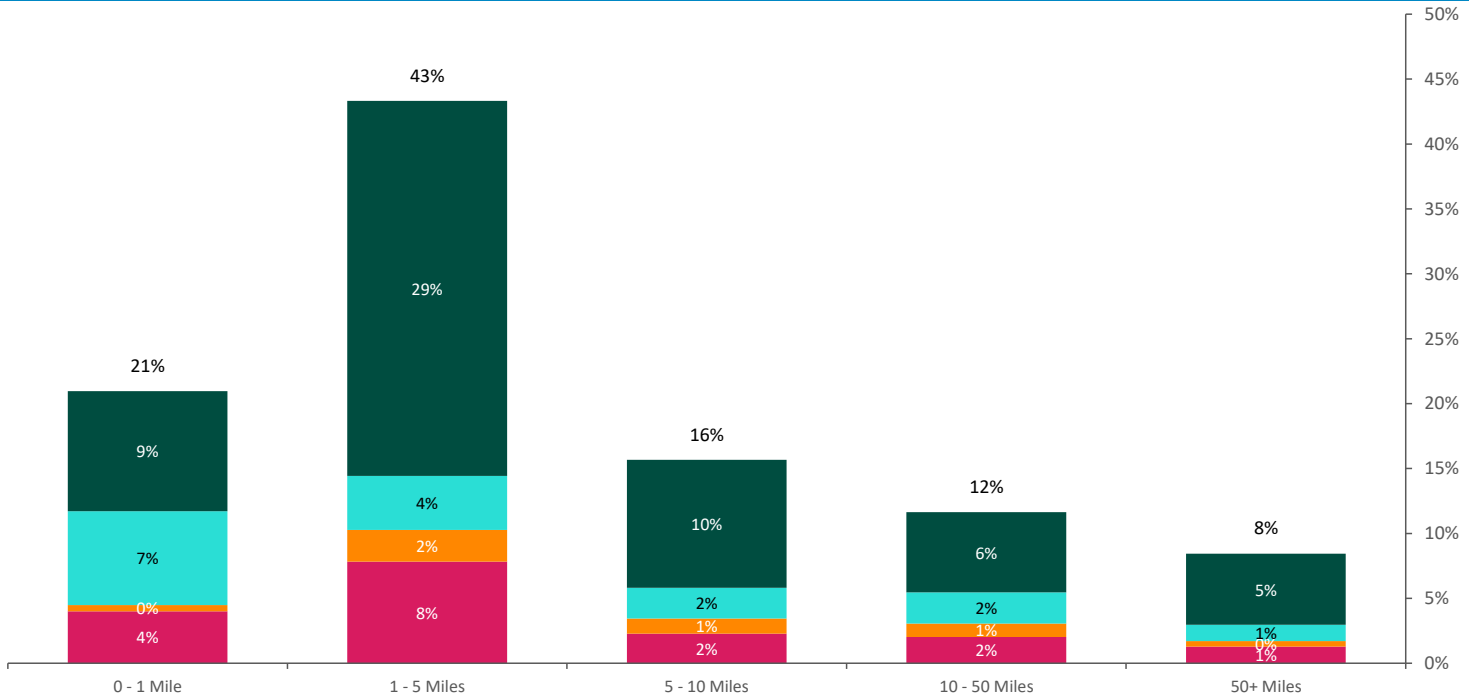
Polaris Plus Profile

GB %



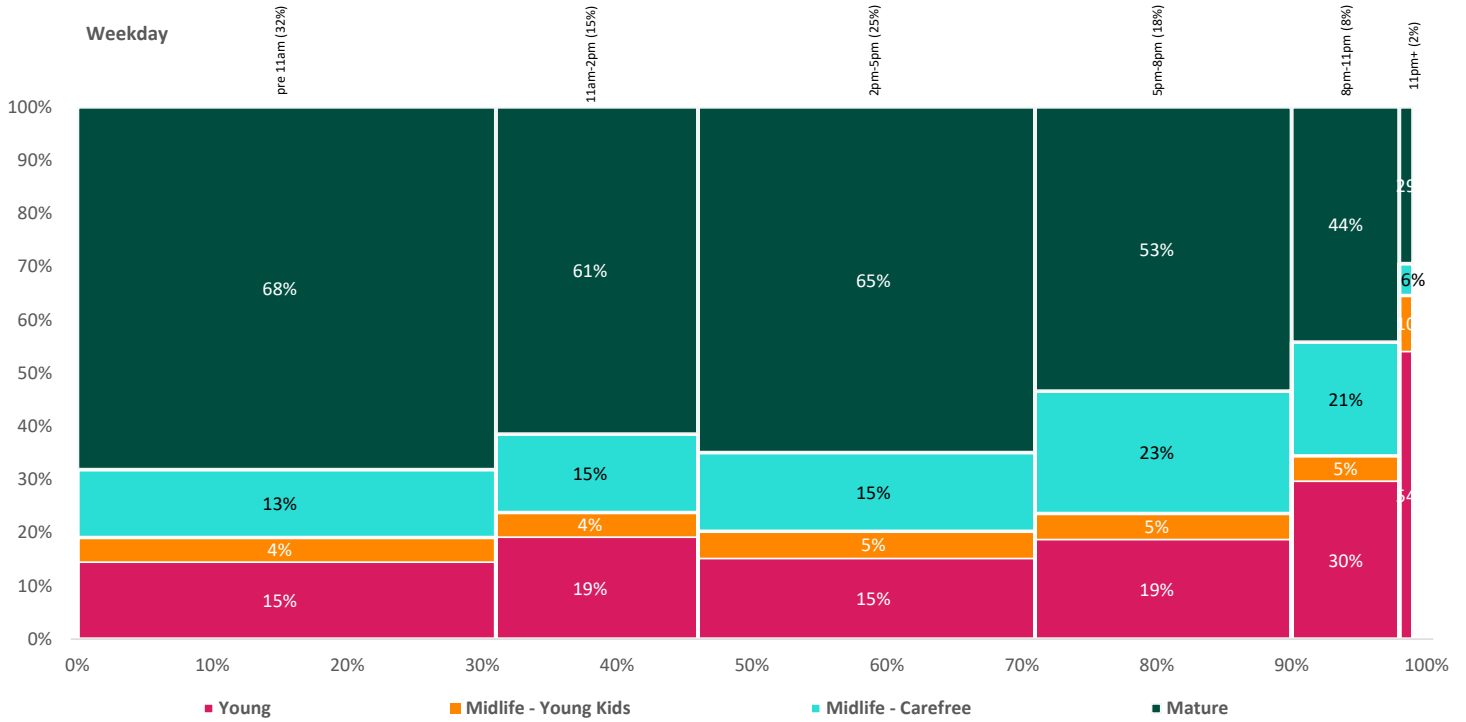
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



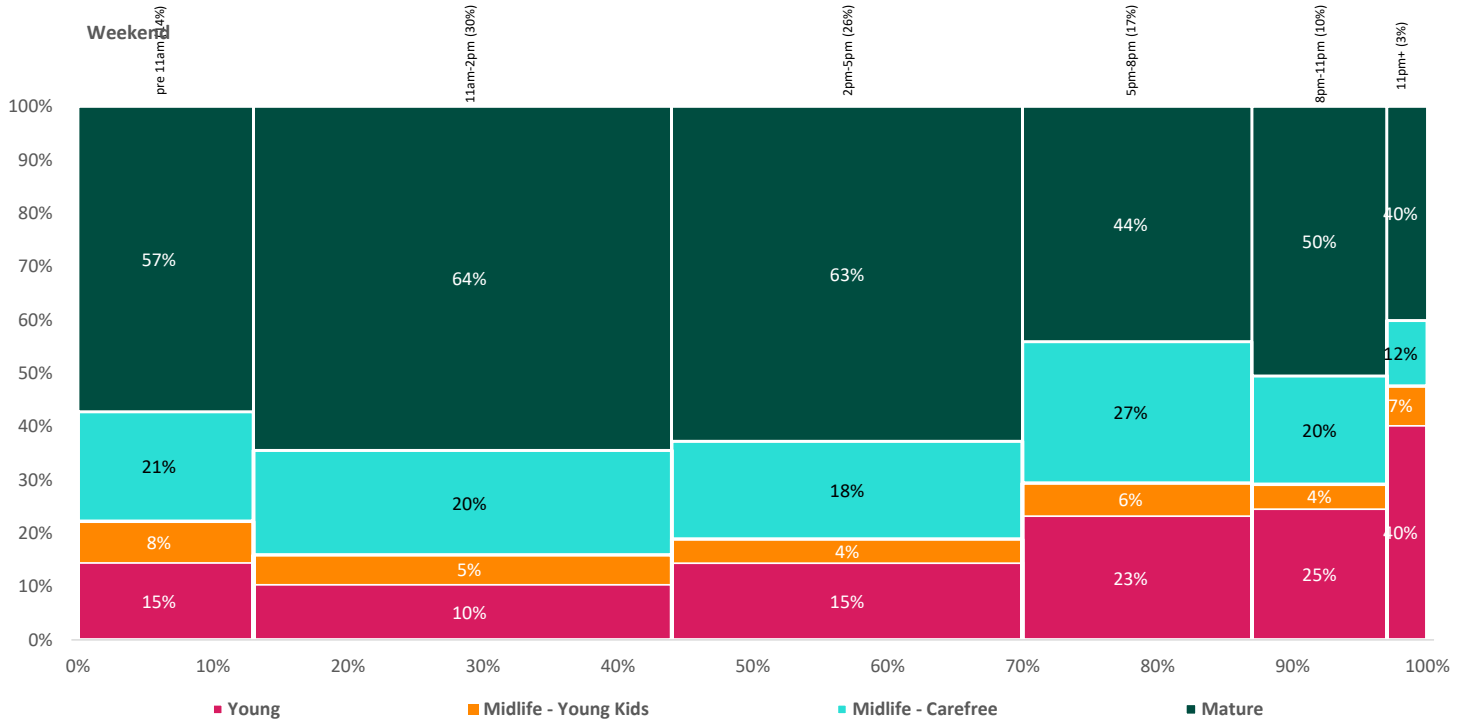
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,835	782	1,412	832	316	39	5,216
Midlife - Carefree		344	187	322	359	153	8	1,373
Midlife - Young Kids		121	57	108	74	33	14	406
Young		394	246	332	294	213	71	1,551
All		2,693	1,272	2,174	1,560	715	131	8,546

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		252	623	520	235	160	36	1,826
Midlife - Young Kids		91	190	152	141	64	11	649
Midlife - Carefree		34	53	36	32	14	7	176
Mature		64	101	120	125	78	36	525
All		441	967	830	533	316	90	3,176

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

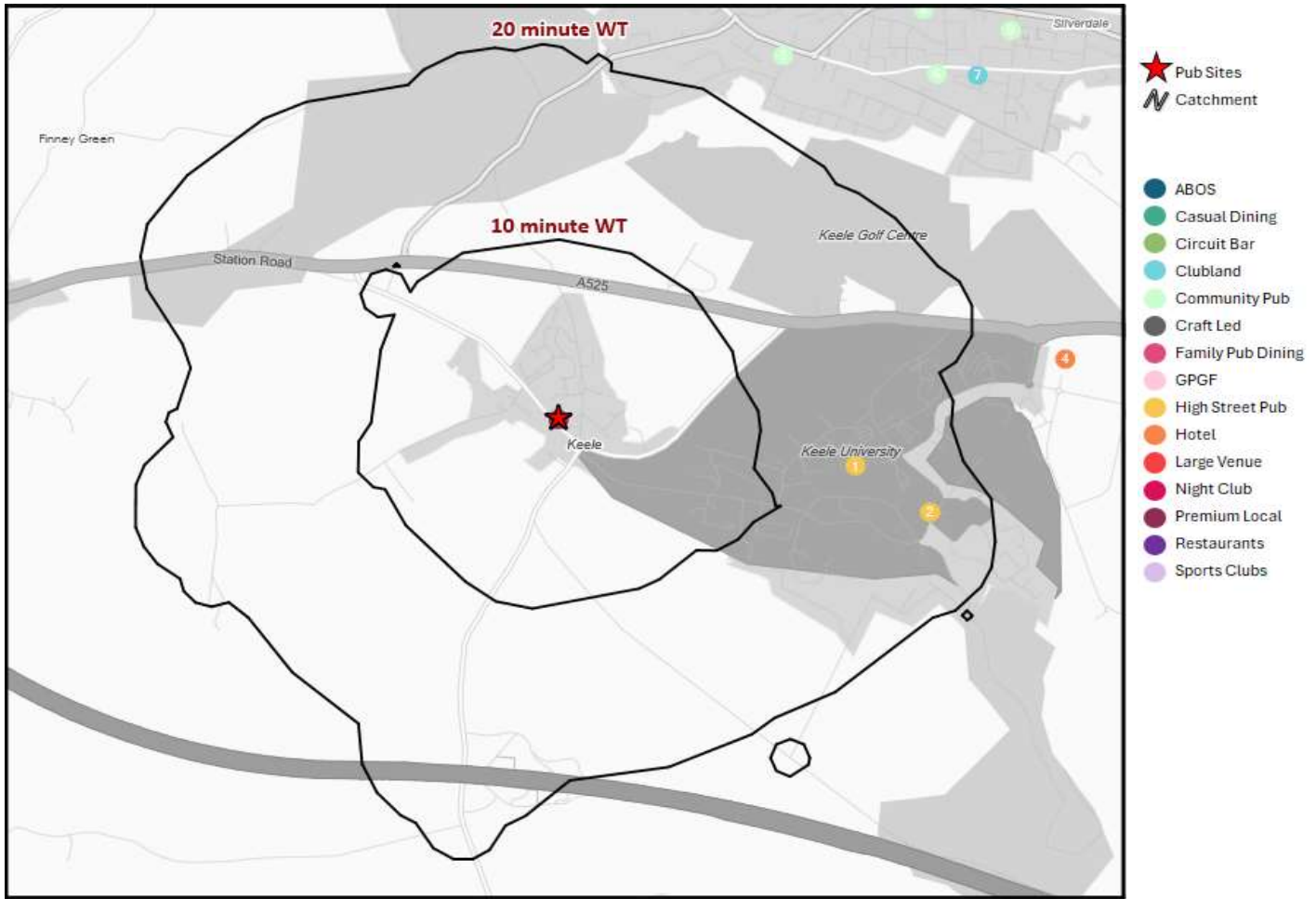


Polaris Plus Profile by Catchment

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	0	24	42.186	0	5	201
Medium	1.391	3.018	34.898	495	593	146
High	0	0	1.574	0	0	11
<b>Midlife - Young Kids</b>						
Low	0	0	25.663	0	0	219
Medium	0	0	771	0	0	8
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	14.987	0	0	168
Medium	11	11	7.387	6	3	49
High	229	249	6.084	204	123	64
<b>Mature</b>						
Low	75	82	30.511	22	13	105
Medium	562	620	29.335	144	88	88
High	241	542	18.351	64	79	57
<b>Not Private Households</b>	0	0	1.652	0	0	64
<b>Total</b>	2.509	4.546	213.399			

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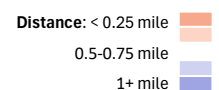


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Sneyd Arms	ST 5 5AD	Star Pubs & Bars	Premium Local	48,1%	76,0%	0,00
1	Keele University	ST 5 5BG	Independent Free	High Street Pub	0,0%	0,0%	0,60
2	Horwood	ST 5 5DY	Independent Free	High Street Pub	0,0%	0,0%	0,77
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5	Silverdale Athletic Club	ST 5 6TA	Independent Free	Clubland	13,1%	86,0%	1,03
6	Vine Inn	ST 5 6LX	Unknown	Community Pub	0,0%	0,0%	1,05
7	Silverdale & District Working Mens Club	ST 5 6LY	Independent Free	Clubland	11,6%	88,1%	1,11
8	Roebuck Inn	ST 5 6JH	Independent Free	Community Pub	0,0%	0,0%	1,13
9	Crown Inn	ST 5 6JG	Joule's Brewery	Community Pub	9,9%	92,5%	1,22

\* 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



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High Street Pub	61	51.928	24,3%	129
Premium Local	24	28.304	13,3%	78

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. <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 <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 <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
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+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> 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.

	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 group</li> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<ul style="list-style-type: none"> <li>Helps me look good, and be on trend</li> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</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.

**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 a 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.

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							