

Catchment Summary - Millstone Newton Le Willows



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

*WT= Walktime, **DT= Drivetime

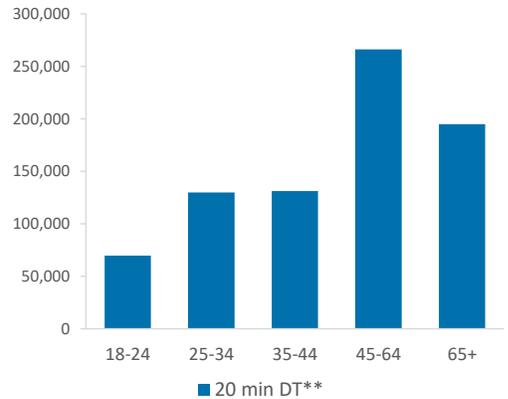
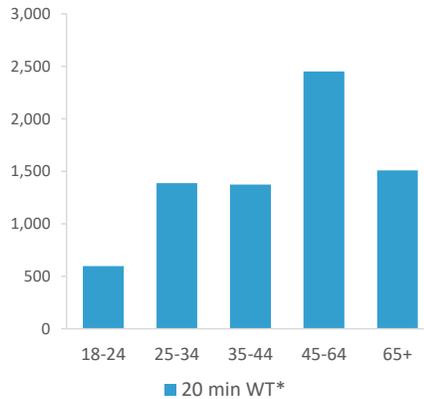
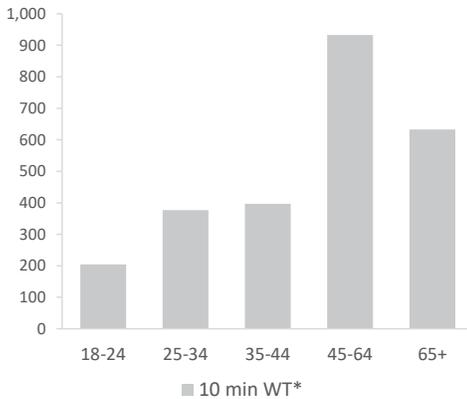
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,106	9,304	997,683	58	50	227
Adults 18+	2,544	7,317	791,513	56	48	226
Competition Pubs	2	8	852	11	22	205
Adults 18+ per Competition Pub	1,272	915	929	148	106	108
% Adults Likely to Drink	80.6%	77.5%	77.2%	106	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	15.6%	35.9%	47.8%	47	108	144
	Medium	49.3%	46.5%	39.2%	129	122	103
	High	35.1%	16.5%	11.7%	129	60	43

*Affluence does not include Not Private Households

Age Profile	18-24	204	598	69,627	81	79	86
	25-34	377	1,387	129,777	91	112	98
	35-44	397	1,373	131,187	97	111	99
	45-64	933	2,451	266,041	117	103	104
	65+	633	1,508	194,881	106	84	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	1,511 (49%)	4,589 (49%)	489,460 (49%)	99	101	100
	Female	1,595 (51%)	4,715 (51%)	508,223 (51%)	101	99	100
Economic Status (16+)	Employed: Full-time	1,070 (41%)	3,053 (41%)	299,191 (37%)	119	118	107
	Employed: Part-time	261 (10%)	889 (12%)	96,754 (12%)	84	99	100
	Self employed	211 (8%)	558 (7%)	58,440 (7%)	88	80	78
	Unemployed	42 (2%)	166 (2%)	22,476 (3%)	58	80	100
	Full-time student	35 (1%)	112 (1%)	15,058 (2%)	56	63	78
	Retired	711 (27%)	1,562 (21%)	184,262 (23%)	124	95	103
	Other	281 (11%)	1,193 (16%)	139,144 (17%)	62	91	98
Total Worker Count		469	7,110	426,855			

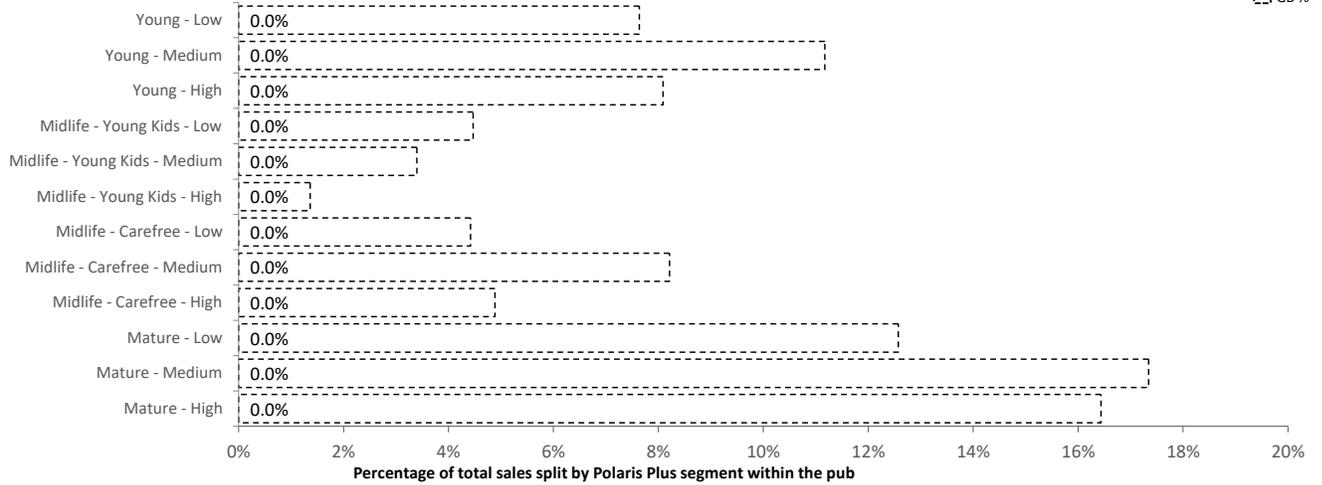
See the Glossary page for further information on the above variables

Transactional Data Summary - Millstone Newton Le Willows

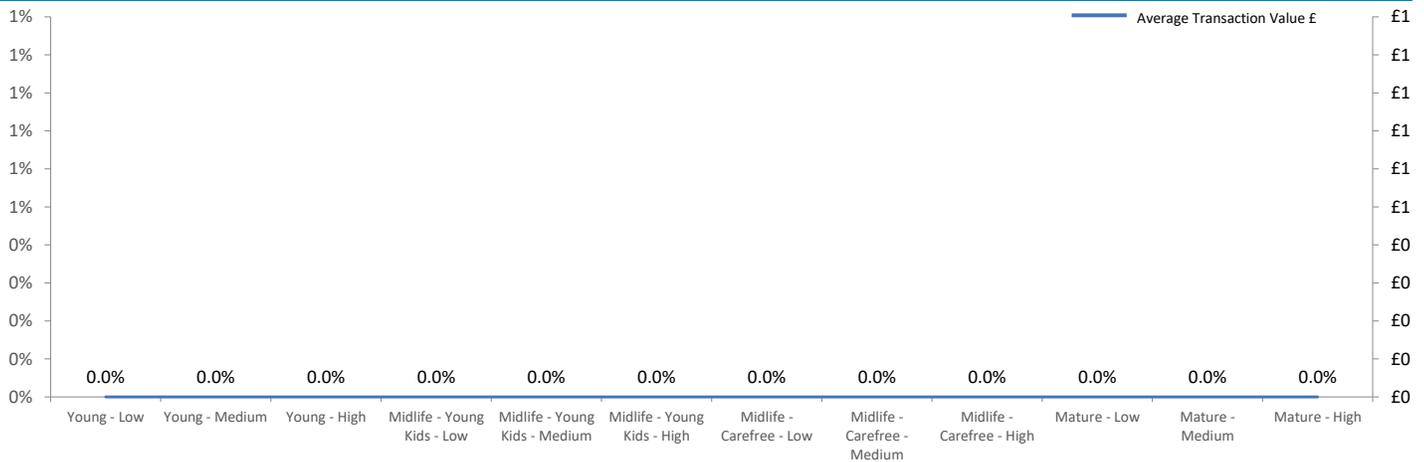


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Spend by Polaris Plus

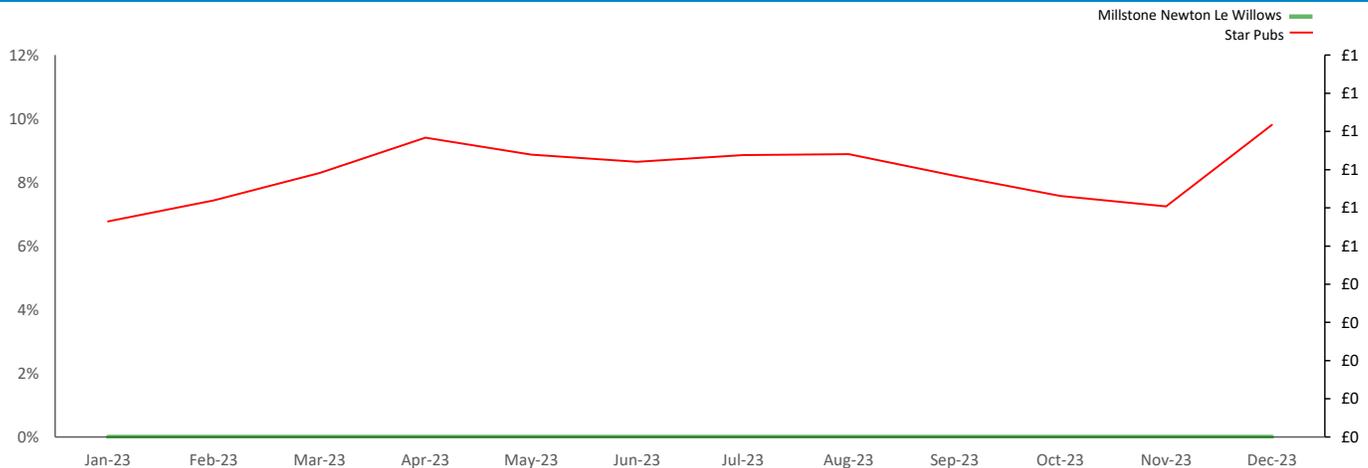


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



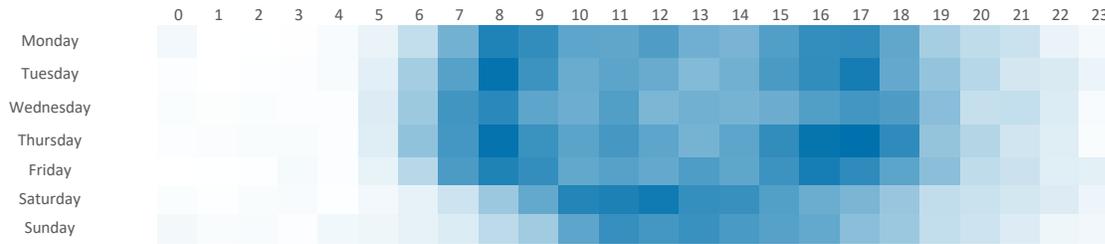
Seasonality of the spend split by month

Mobile Data Summary - Millstone Newton Le Willows



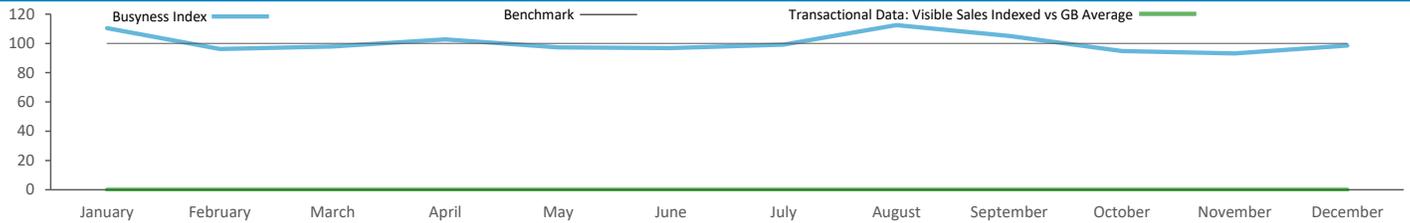
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Time of Day/Day of Week



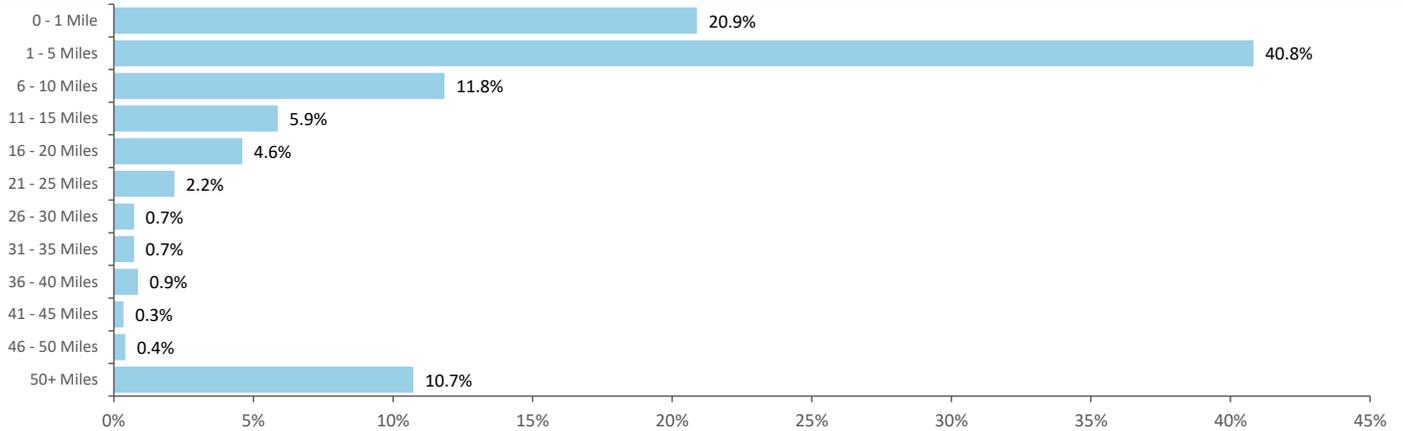
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

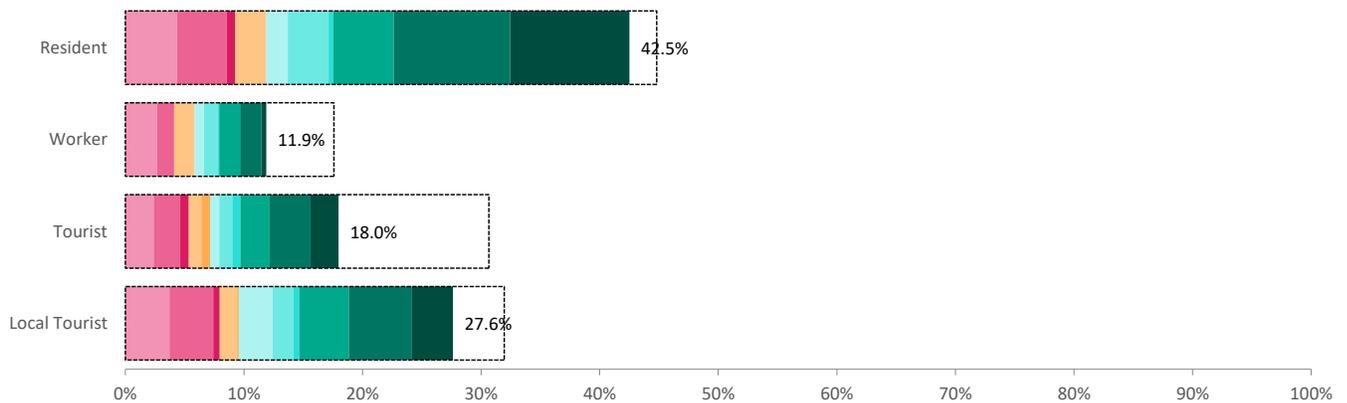
Distance from Home



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



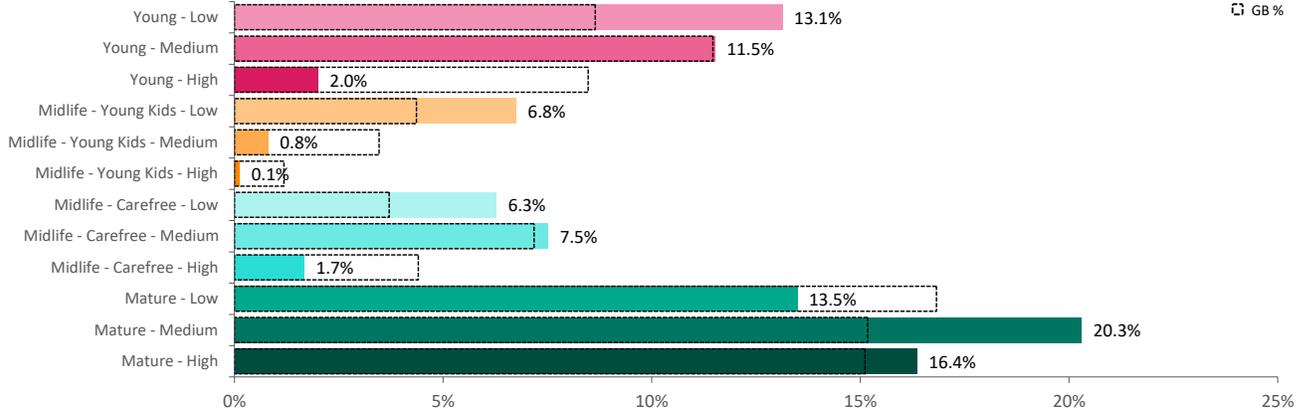
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Millstone Newton Le Willows



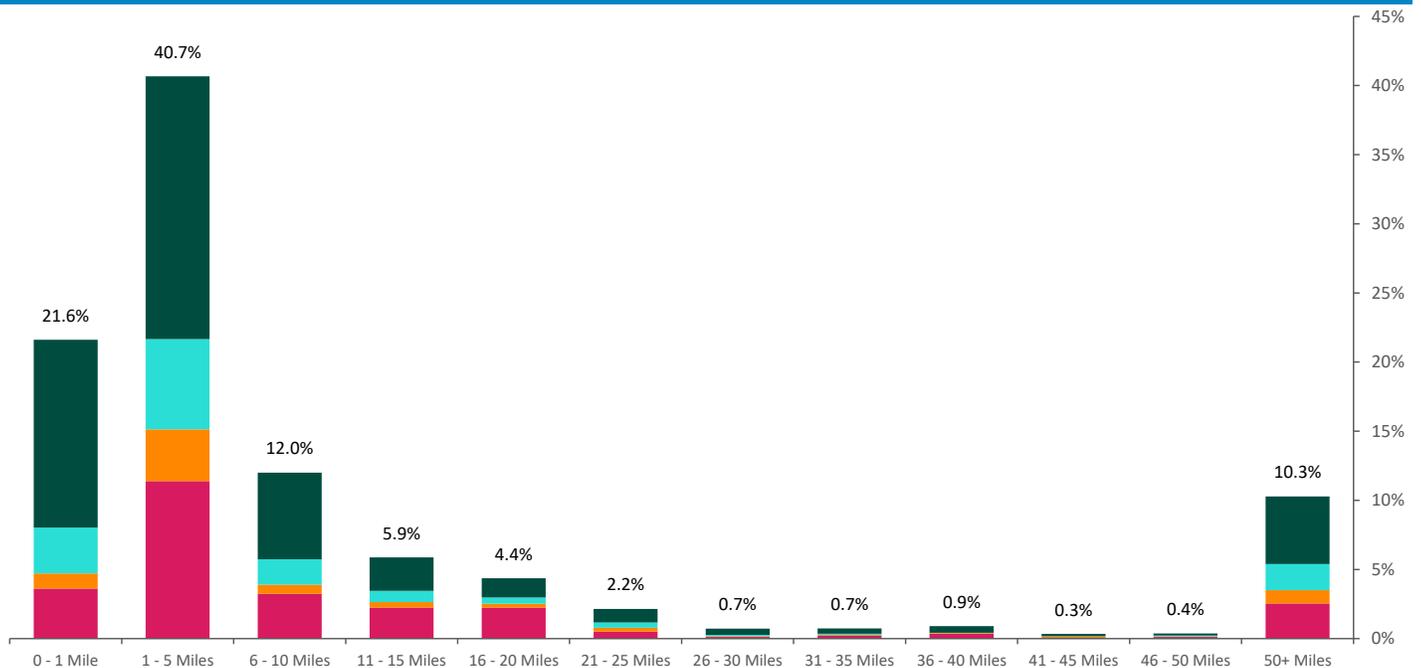
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Polaris Plus Profile



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



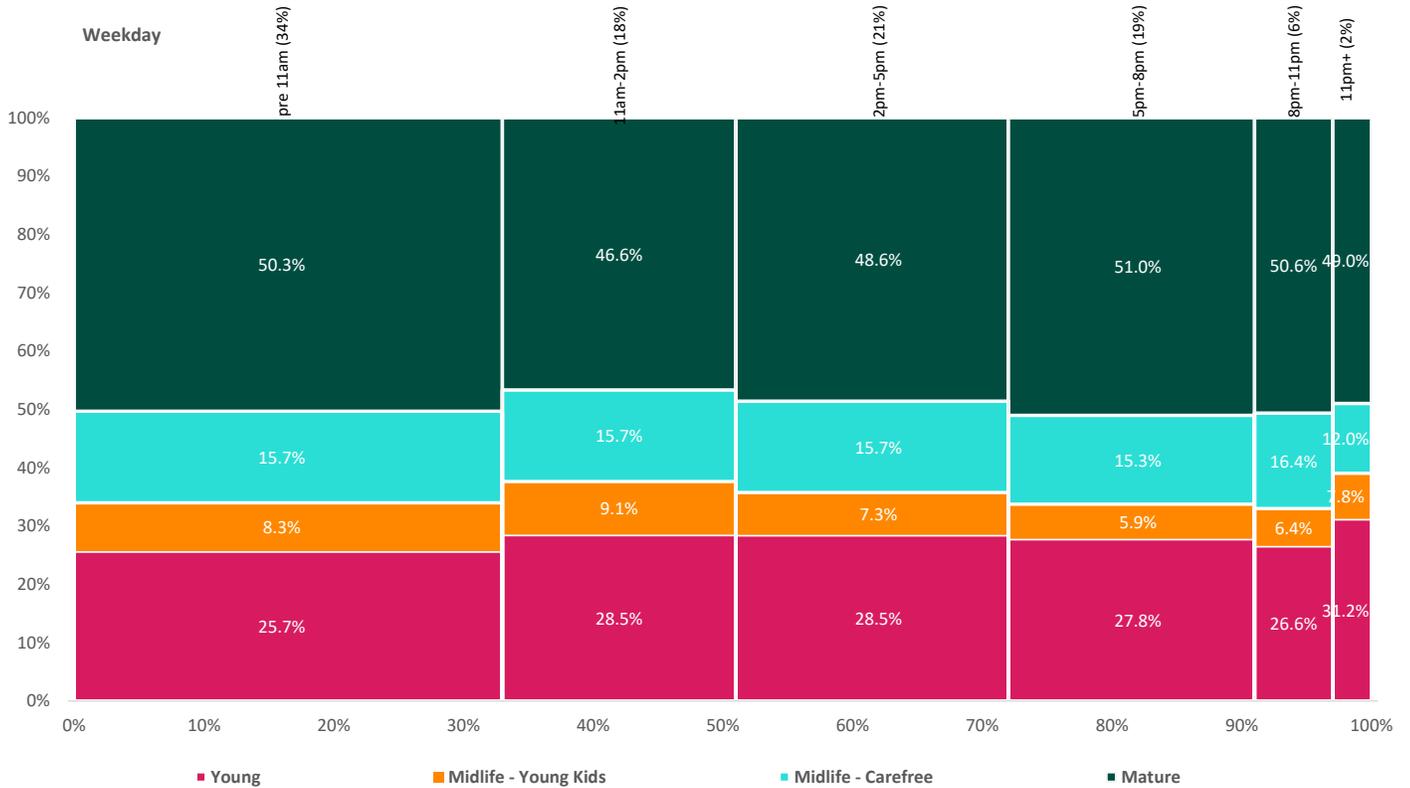
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Mobile Data Summary - Millstone Newton Le Willows

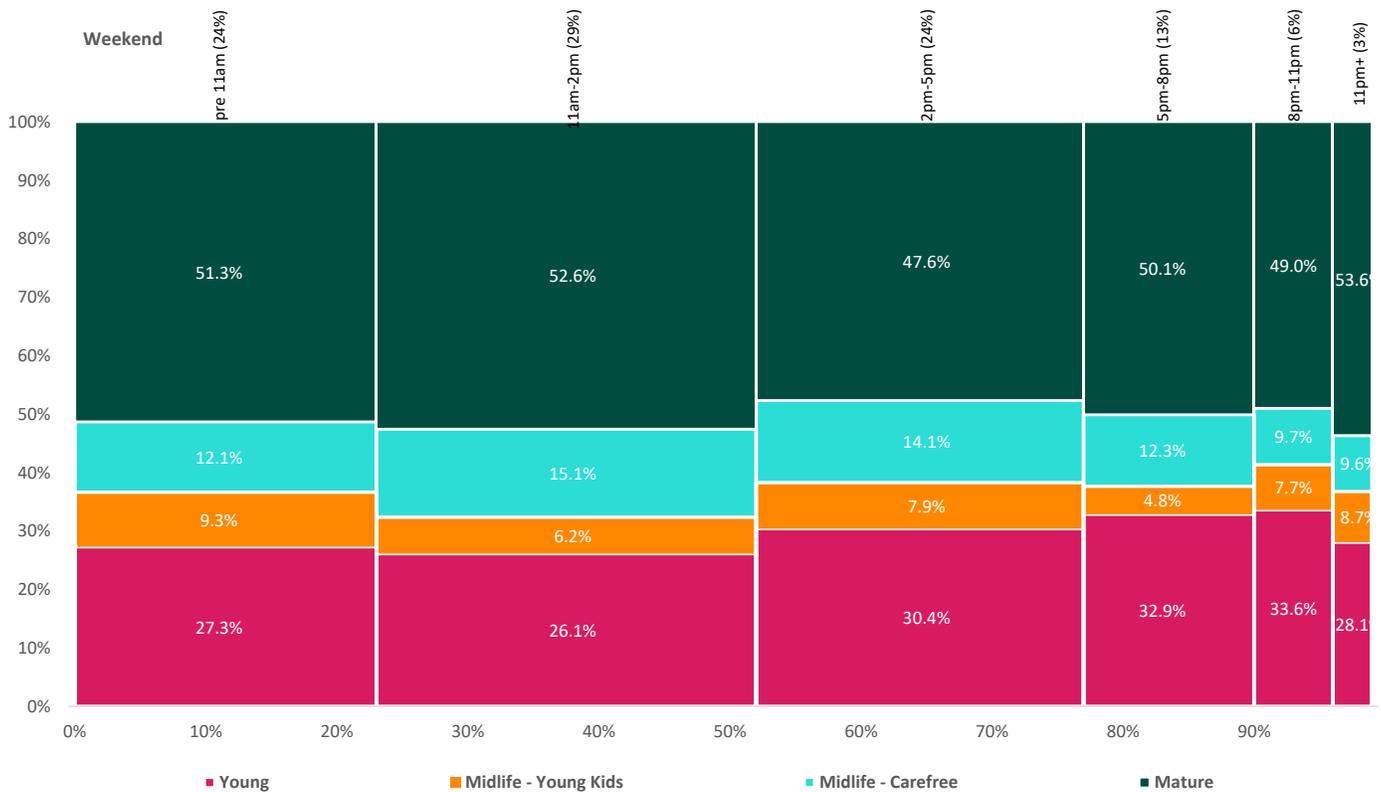


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Time of Day by Polaris: Weekday (Monday to Friday)



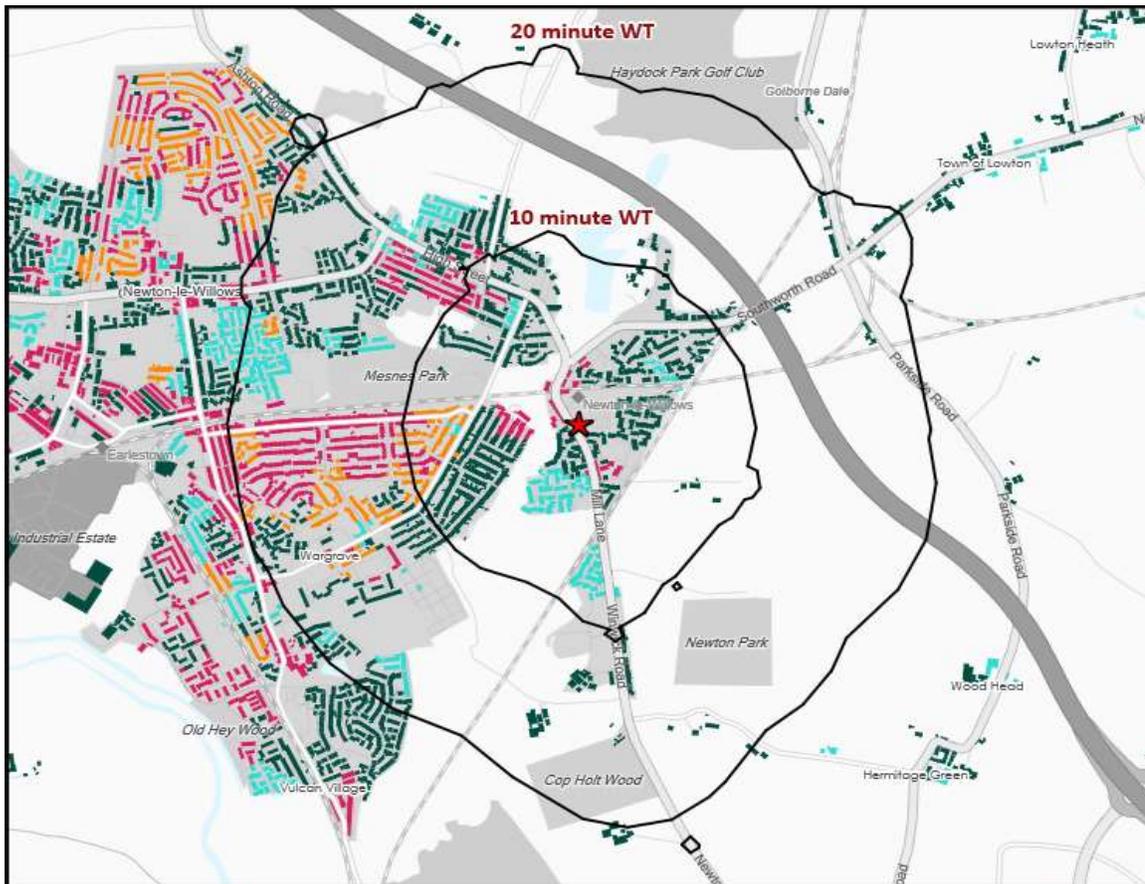
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Millstone Newton Le Willows



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

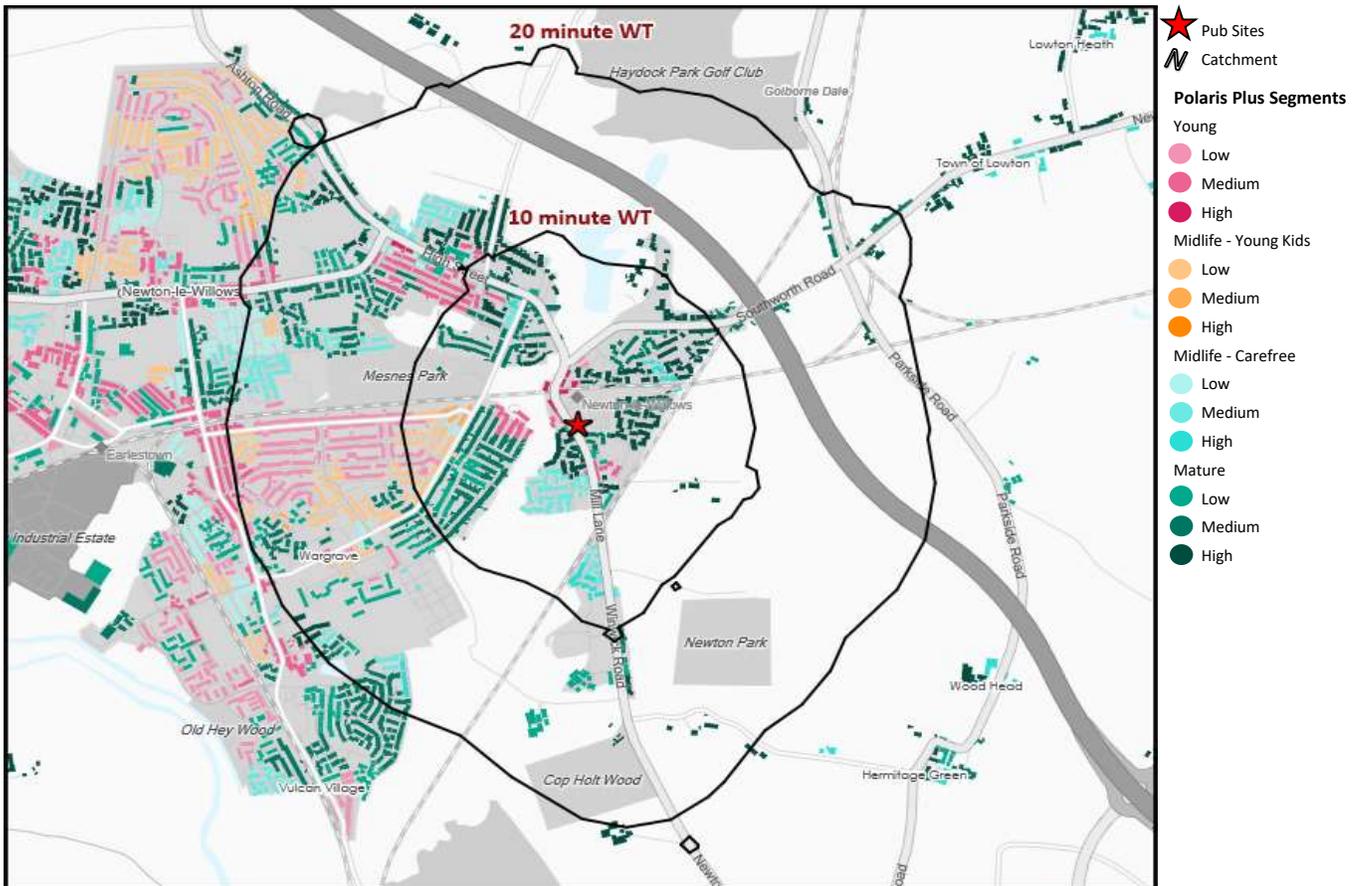
*WT= Walktime, **DT= Drivetime

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	233	1,689	253,779	33	84	116
Midlife - Young Kids	140	681	60,934	50	85	70
Midlife - Carefree	424	1,046	129,562	105	90	103
Mature	1,747	3,817	337,432	155	118	96
Not Private Households	0	84	9,806	0	87	94
Total	2,544	7,317	791,513			

Polaris Plus Summary - Millstone Newton Le Willows



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Polaris Plus Profile by Catchment

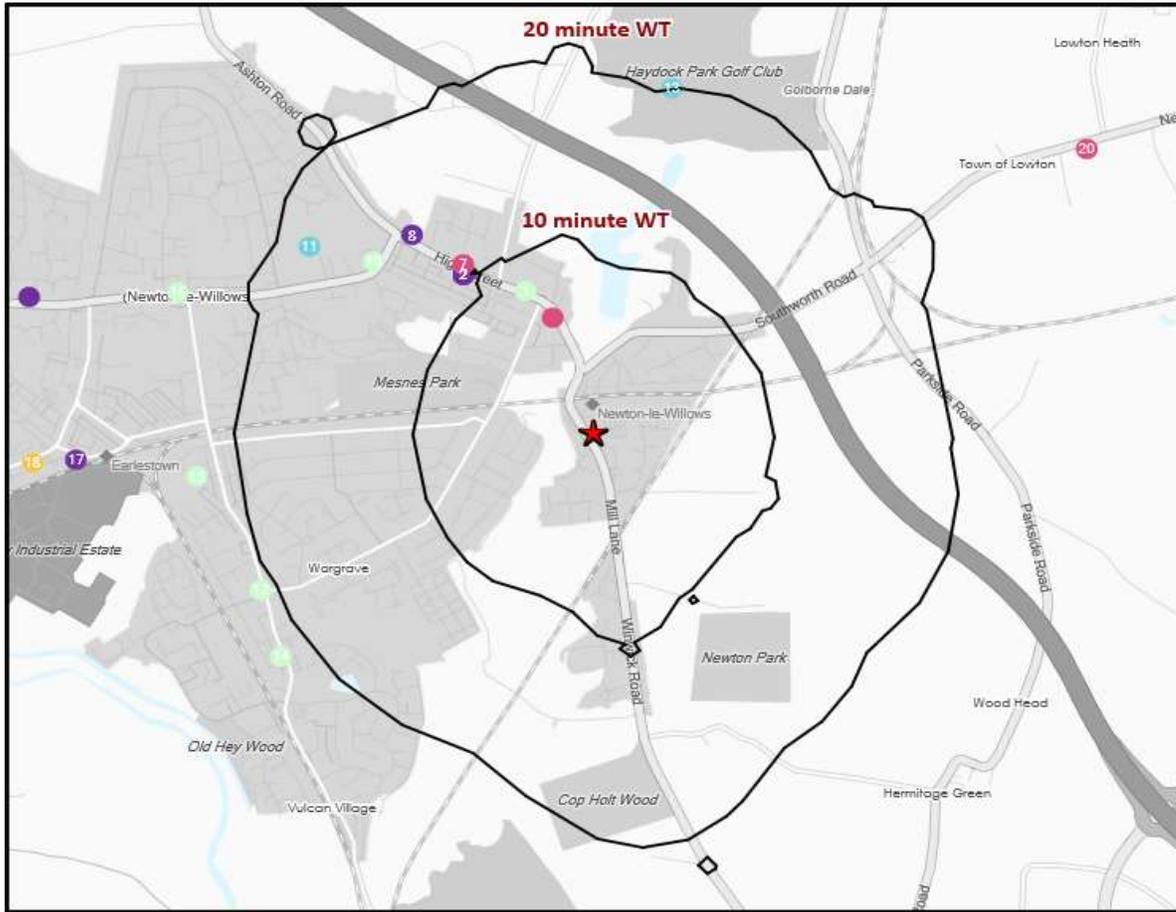
*WT= Walktime, **DT= Drivetime

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	56	1,075	138,483	22	150	178
Medium	130	550	110,410	47	68	127
High	47	64	4,886	27	13	9
Midlife - Young Kids						
Low	136	669	58,234	97	167	134
Medium	4	12	2,675	4	4	8
High	0	0	25	0	0	0
Midlife - Carefree						
Low	33	260	76,400	31	84	229
Medium	246	641	41,613	135	122	73
High	145	145	11,549	128	44	33
Mature						
Low	171	623	105,183	49	62	97
Medium	875	2,198	155,965	220	192	126
High	701	996	76,284	184	91	64
Not Private Households	0	84	9,806	0	87	94
Total	2,544	7,317	791,513			

CGA Summary - Millstone Newton Le Willows



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- ★ 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	Kirkfield Hotel	WA12 9SU	Independent Free	Family Pub Dining	0.3
1	Stocks Tavern	WA12 9SN	Save Investments	Community Pub	0.4
2	Fort Of India Restaurant	WA12 9SL	Independent Free	Restaurants	0.5
2	Riddling Rack	WA12 9SL	Independent Free	High Street Pub	0.5
2	Firkin	WA12 9SL	Independent Free	Premium Local	0.5
2	Verona Kitchen And Bar	WA12 9SL	Independent Free	Restaurants	0.5
2	Chiangmai Bistro	WA12 9SL	Independent Free	Restaurants	0.5
7	Pied Bull	WA12 9SH	Punch Pub Company	Family Pub Dining	0.5
8	Newton Conservative Club	WA12 9SG	Independent Free	Clubland	0.6
8	Ariete Italian Bar & Restaurant	WA12 9SG	Independent Free	Restaurants	0.6
10	Oak Tree Inn	WA12 9UY	Greene King	Community Pub	0.6
11	Newton Le Willows Sports Club	WA12 9XE	Independent Free	Clubland	0.7
12	Victoria	WA12 8EP	Punch Pub Company	Community Pub	0.8
13	Haydock Park Golf Club	WA12 0HX	Independent Free	Clubland	0.8
14	Wargrave Hacienda	WA12 8RT	Independent Free	Community Pub	0.8
15	Sunbeam	WA12 8NG	*Other Small Retail Groups	Community Pub	0.8
16	Old Crow	WA12 9TZ	Star Pubs & Bars	Community Pub	0.9
17	Sajan Restaurant	WA12 9AS	Independent Free	Restaurants	1.1
18	Wellington Hotel	WA12 9LW	Admiral Taverns Ltd	Community Pub	1.2
18	Shenaningans Lounge	WA12 9LW	Independent Free	High Street Pub	1.2
20	Travellers Rest	WA 3 1NZ	Star Pubs & Bars	Family Pub Dining	1.2

Per Pub Analysis - Millstone Newton Le Willows



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,544	7,317	791,513
Number of Competition Pubs	2	8	852
Adults 18+ per Competition Pub	1,272	915	929

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	107	4.2%	52
Circuit Bar	0	35	1.4%	34
Community Pub	1	448	17.6%	92
Craft Led	0	30	1.2%	34
Great Pub Great Food	0	609	23.9%	135
High Street Pub	0	428	16.8%	91
Premium Local	0	609	23.9%	145

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	306	4.2%	52
Circuit Bar	0	244	3.3%	82
Community Pub	2	1,669	22.8%	119
Craft Led	0	145	2.0%	57
Great Pub Great Food	0	1,086	14.8%	84
High Street Pub	1	1,635	22.3%	121
Premium Local	1	1,247	17.0%	103

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	40,482	5.1%	63
Circuit Bar	31	37,832	4.8%	118
Community Pub	187	180,242	22.8%	119
Craft Led	0	23,920	3.0%	87
Great Pub Great Food	15	92,659	11.7%	66
High Street Pub	136	176,821	22.3%	121
Premium Local	88	111,738	14.1%	86

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	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.																																									
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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.																																									
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