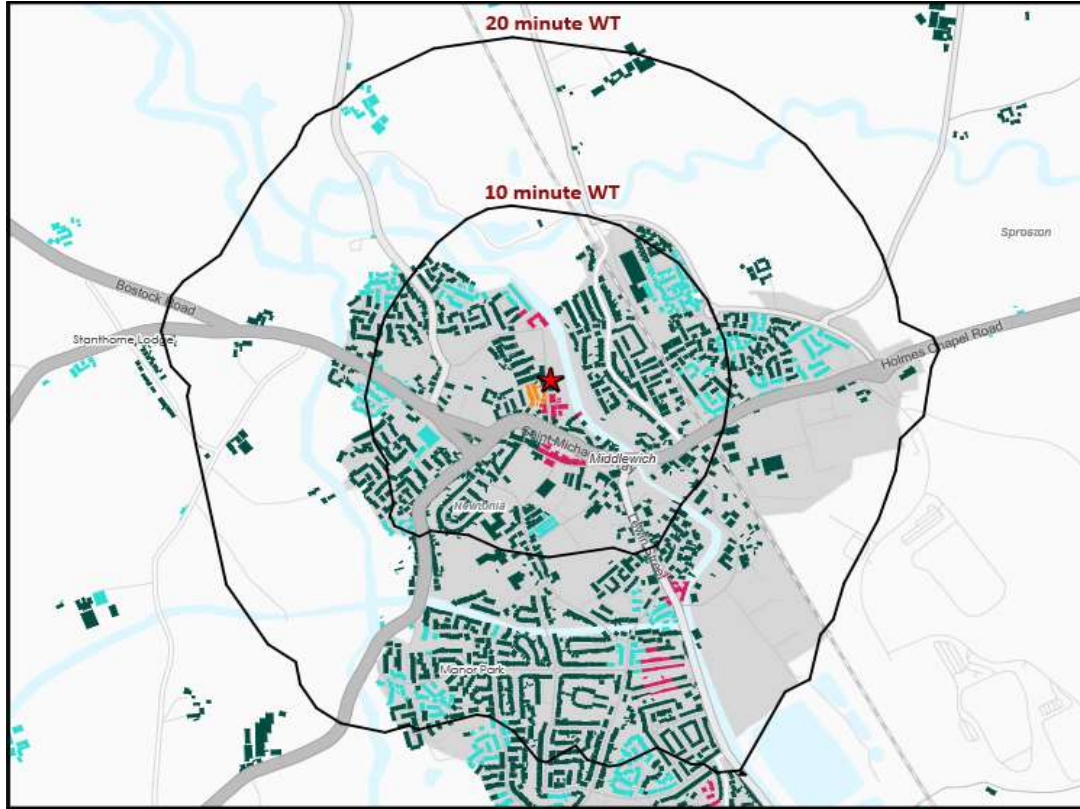


Catchment Summary - Big Lock Middlewich



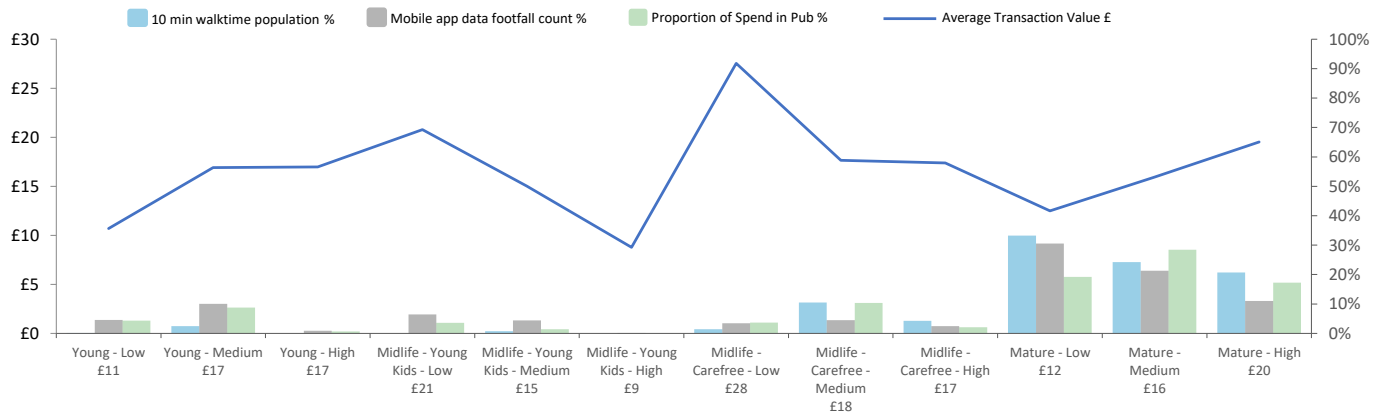
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626852	Big Lock Middlewich	CW10 9DN	Star Pubs & Bars	Family Pub Dining	12



- ★ 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 - Big Lock Middlewich

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	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**

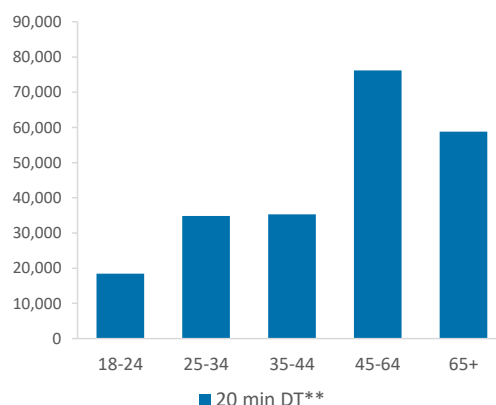
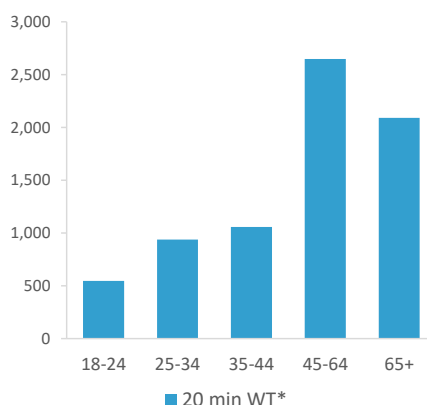
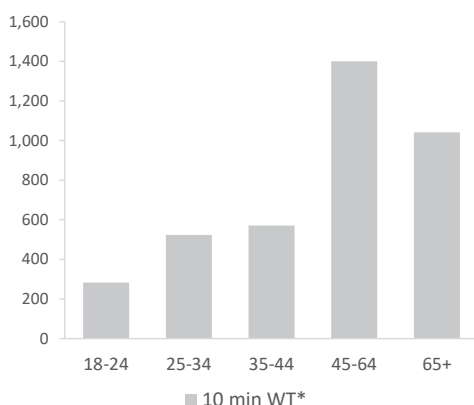
Population	4,649	8,883	280,204	87	48	64
Adults 18+	3,820	7,282	223,614	85	48	64
Competition Pubs	9	15	285	50	42	69
Adults 18+ per Competition Pub	424	485	785	49	57	91
% Adults Likely to Drink	80.5%	79.6%	78.8%	106	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	34.7%	32.1%	31.5%	104	96	95
	Medium	37.9%	43.8%	42.2%	99	115	111
	High	24.9%	22.9%	25.0%	91	84	92

*Affluence does not include Not Private Households

Age Profile	18-24	283	547	18,453	75	76	81
	25-34	524	937	34,872	84	79	93
	35-44	571	1,058	35,292	93	90	95
	45-64	1,400	2,649	76,209	117	116	106
	65+	1,042	2,091	58,788	117	123	109



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	2,238 (48%)	4,264 (48%)	138,024 (49%)	98	98	101
	Female	2,411 (52%)	4,619 (52%)	142,180 (51%)	102	102	99

Economic Status (16+)	Employed: Full-time	1,493 (38%)	2,815 (37%)	86,995 (38%)	110	109	110
	Employed: Part-time	475 (12%)	880 (12%)	27,548 (12%)	102	99	101
	Self employed	323 (8%)	602 (8%)	19,560 (8%)	89	87	92
	Unemployed	92 (2%)	156 (2%)	5,159 (2%)	85	75	81
	Full-time student	83 (2%)	135 (2%)	3,531 (2%)	89	76	64
	Retired	975 (25%)	1,978 (26%)	55,741 (24%)	113	120	111
	Other	487 (12%)	942 (13%)	31,860 (14%)	71	72	79

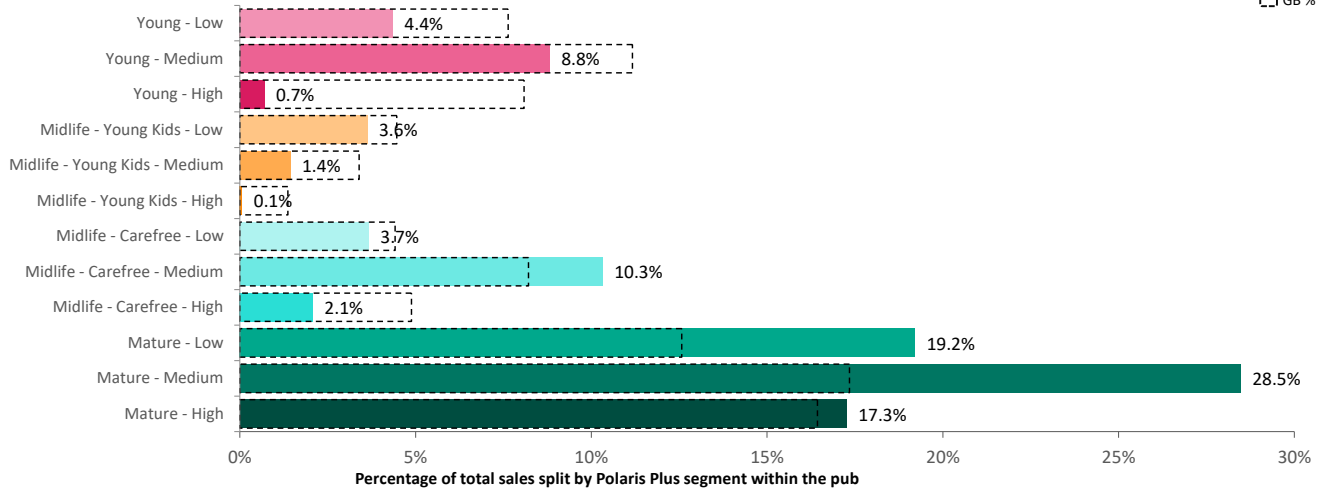
Total Worker Count	1,422	4,887	138,331
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See the Glossary page for further information on the above variables

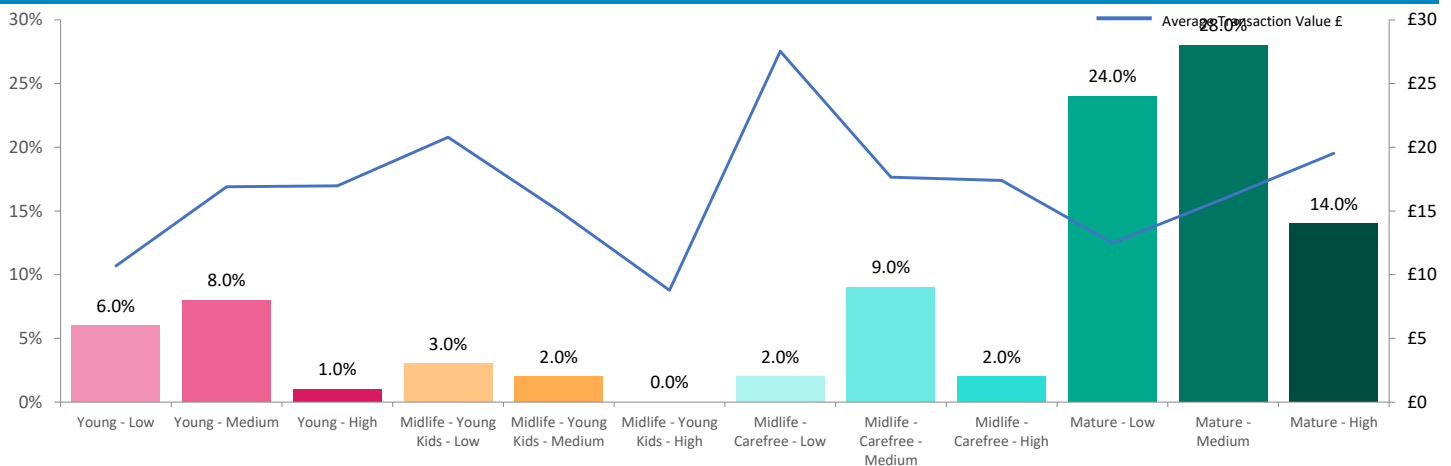
Transactional Data Summary - Big Lock Middlewich

Spend by Polaris Plus

GB %

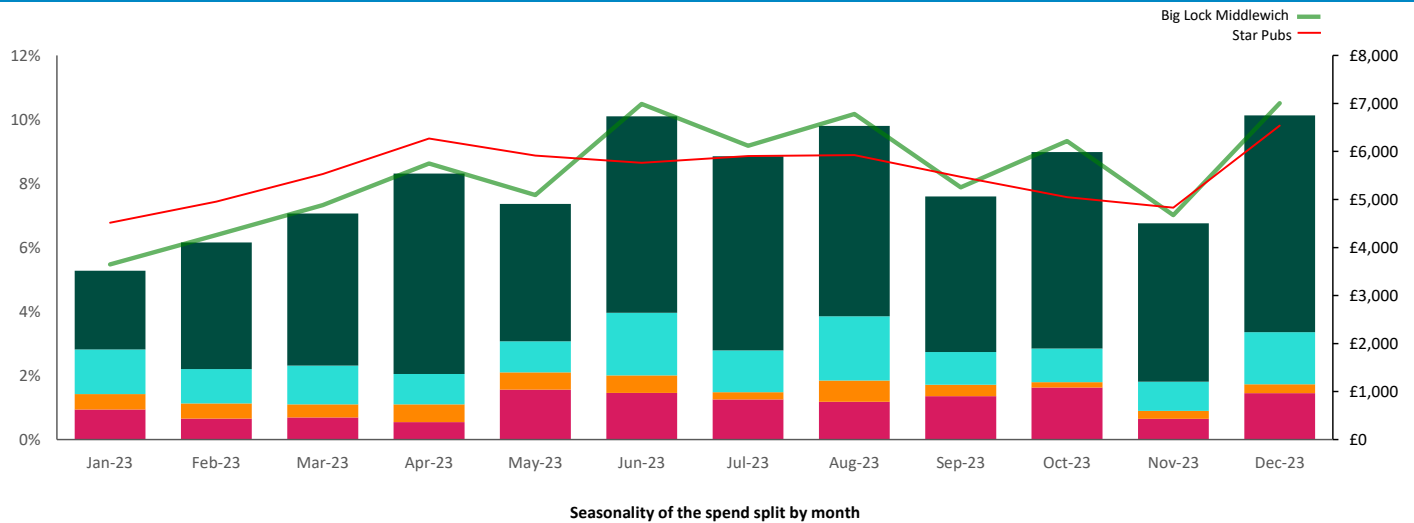


% of Transactions and Average Transaction Values (£) by Polaris Plus



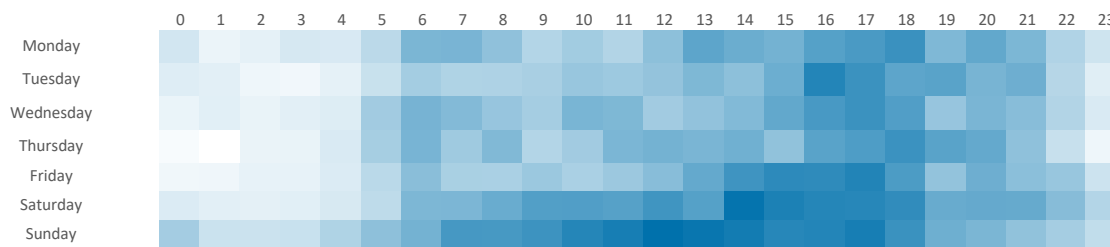
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



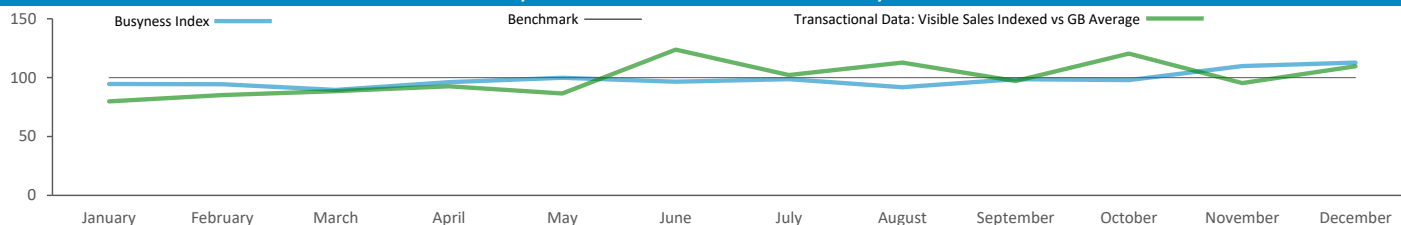
Mobile Data Summary - Big Lock Middlewich

Time of Day/Day of Week



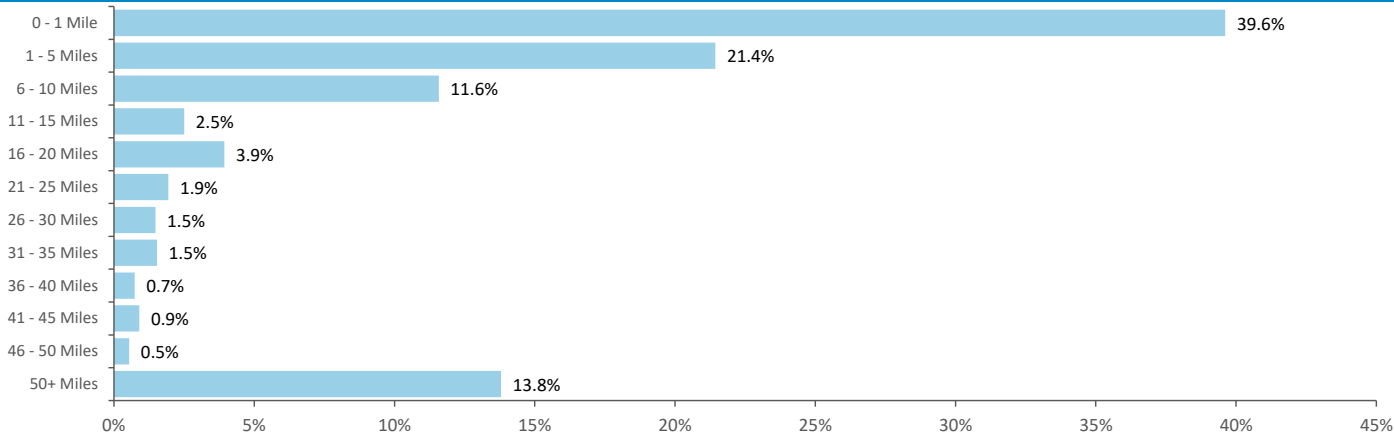
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

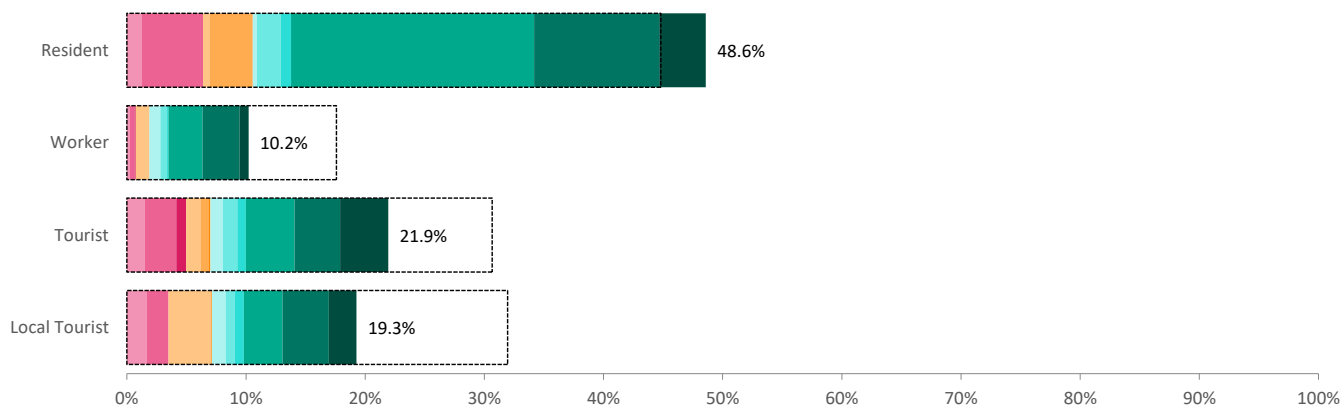
Distance from Home



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



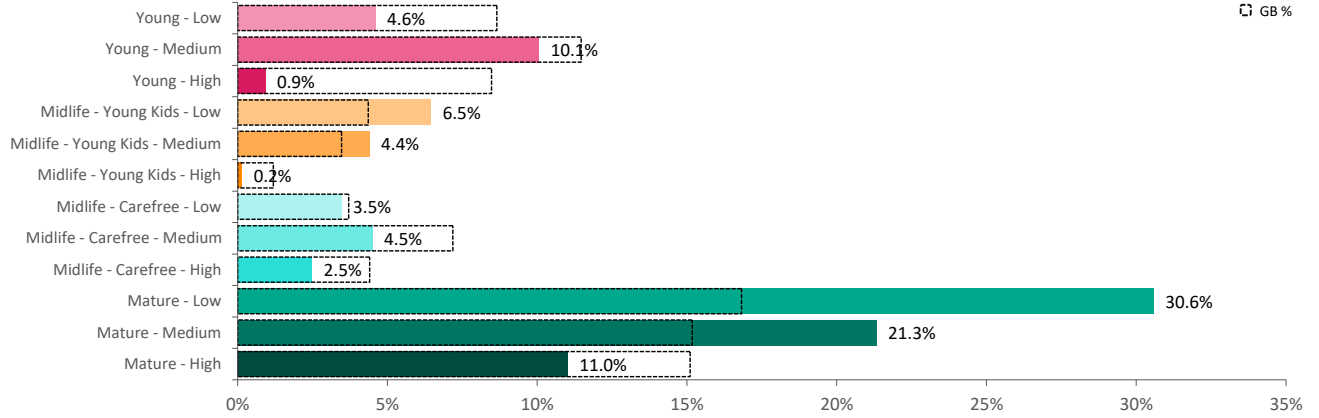
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Big Lock Middlewich



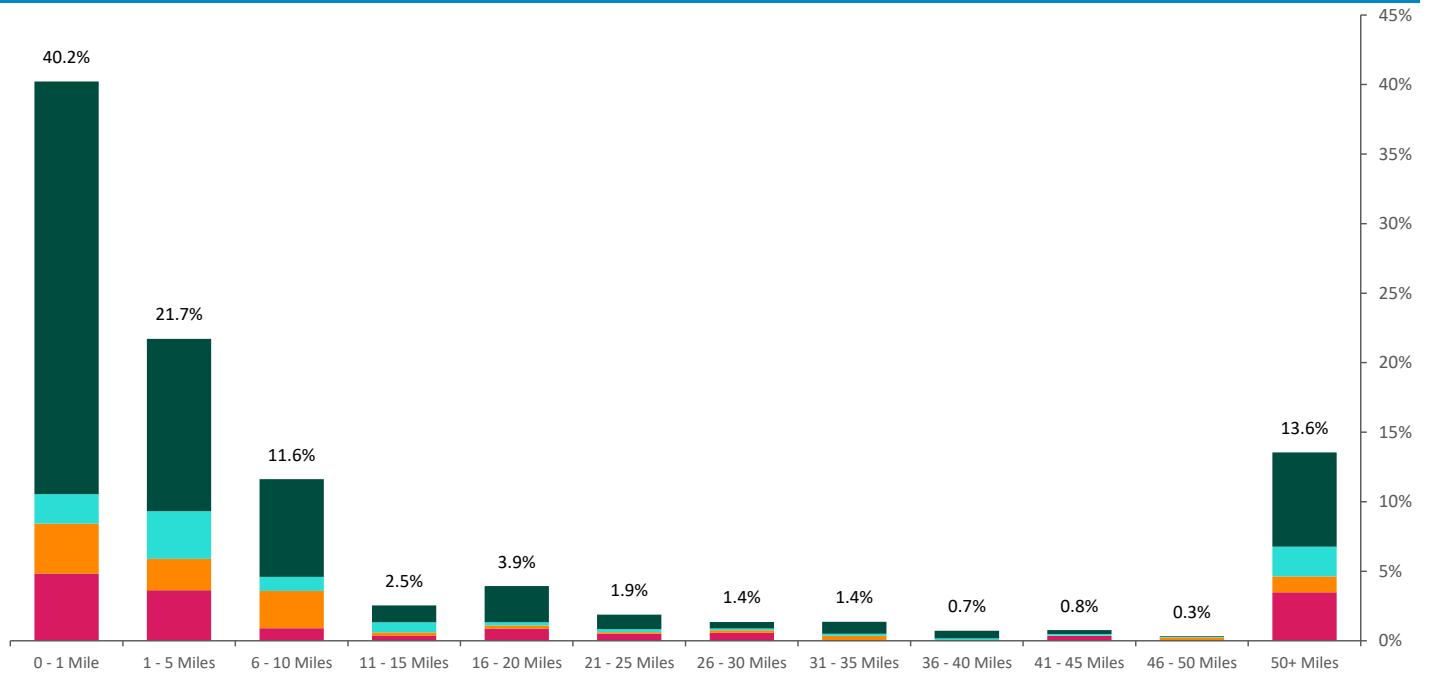
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Polaris Plus Profile



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



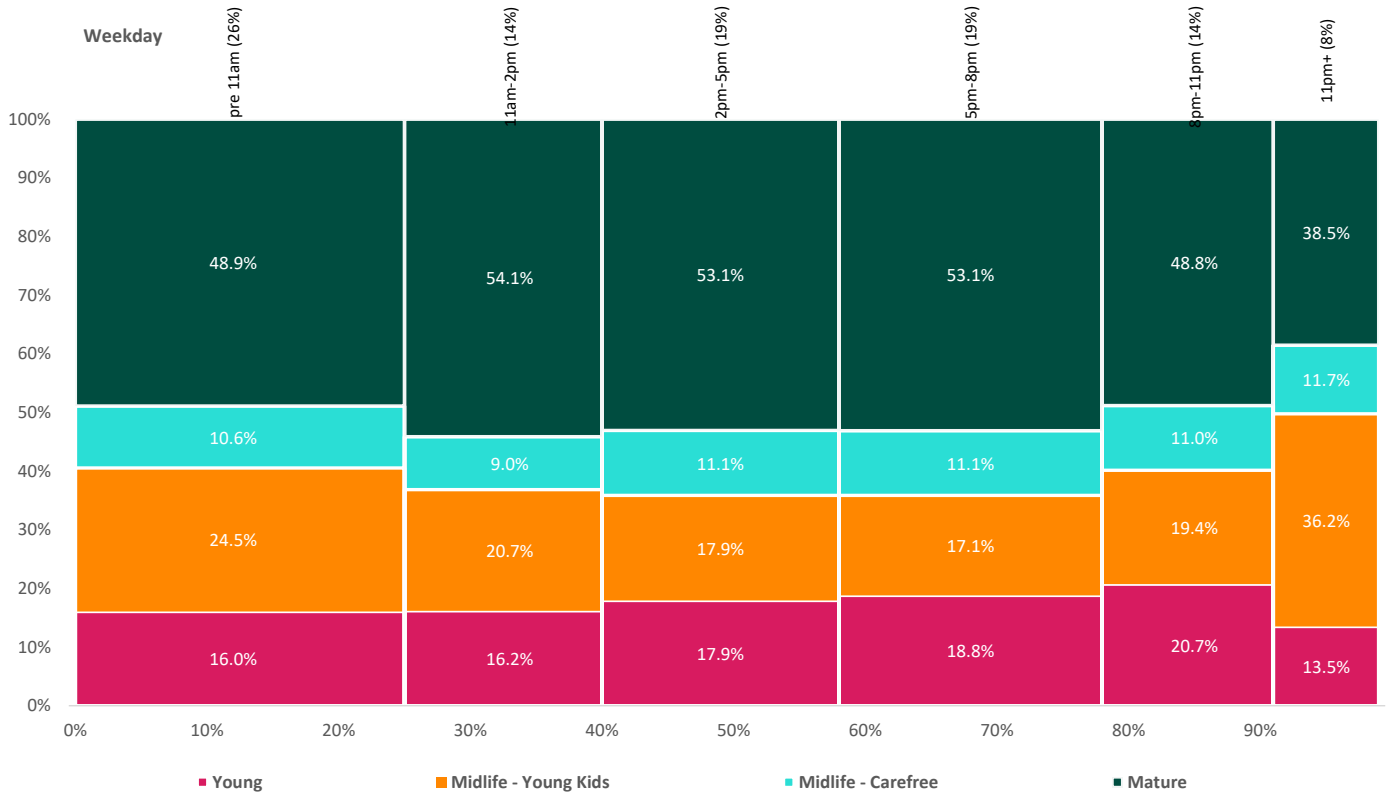
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Big Lock Middlewich

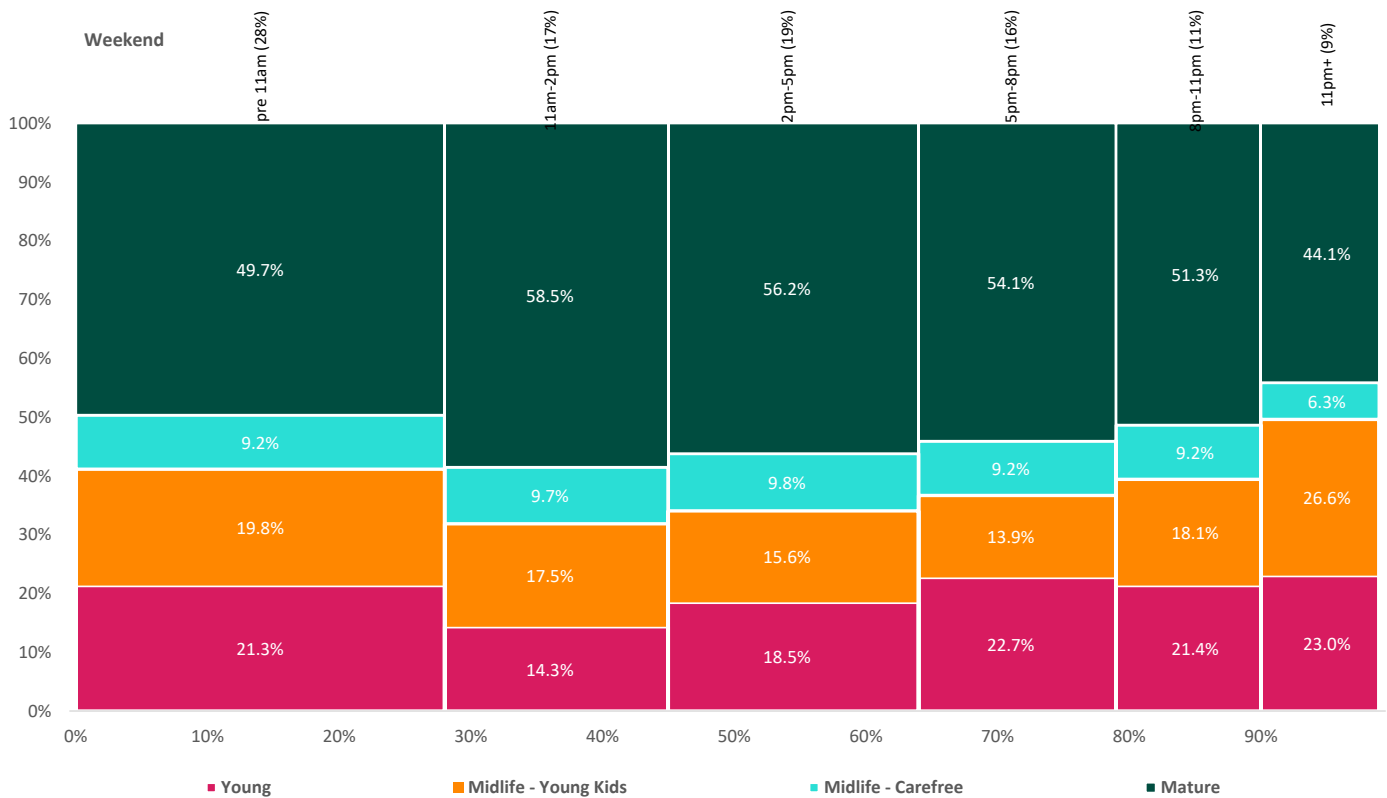


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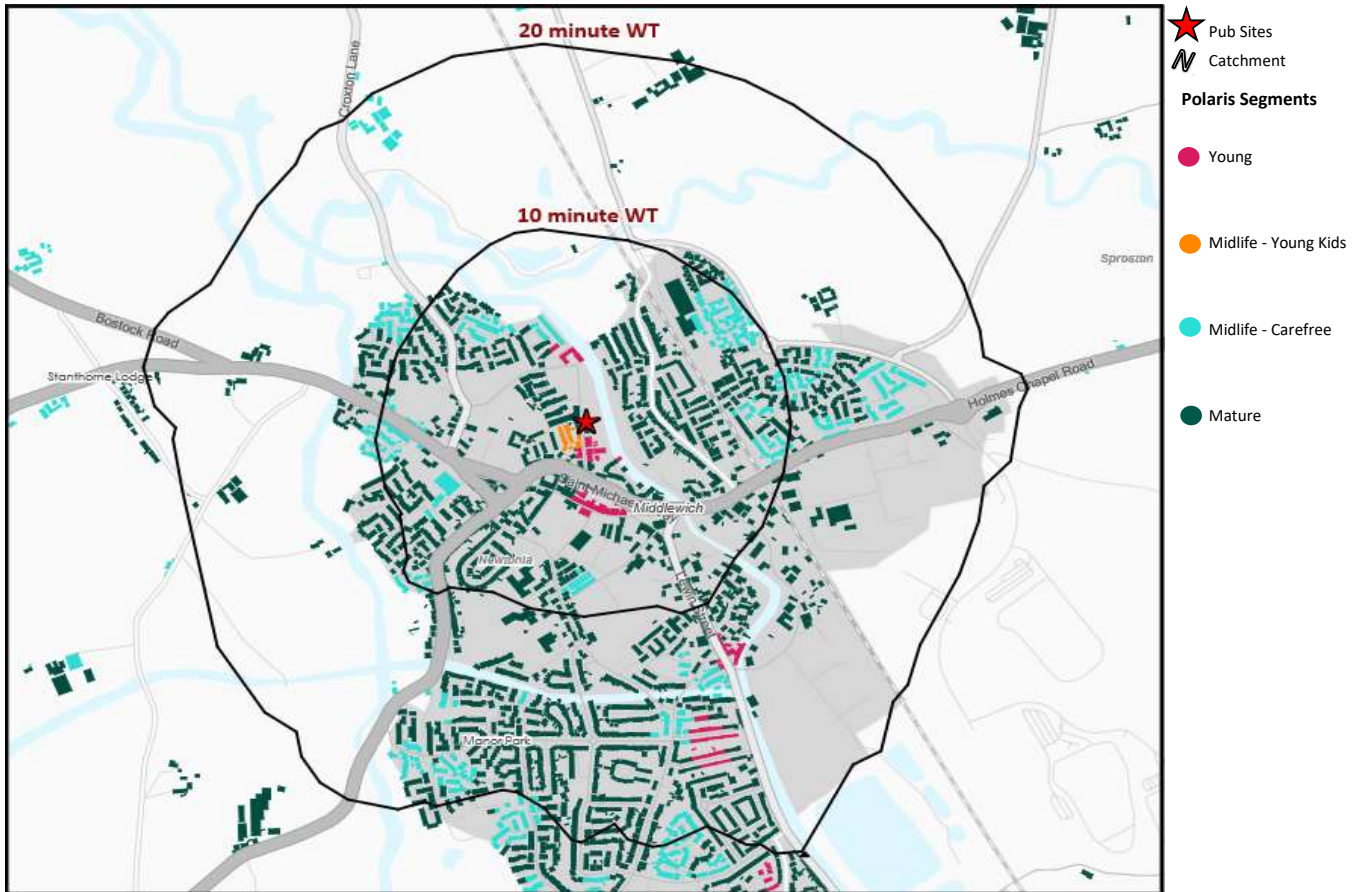
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Big Lock Middlewich

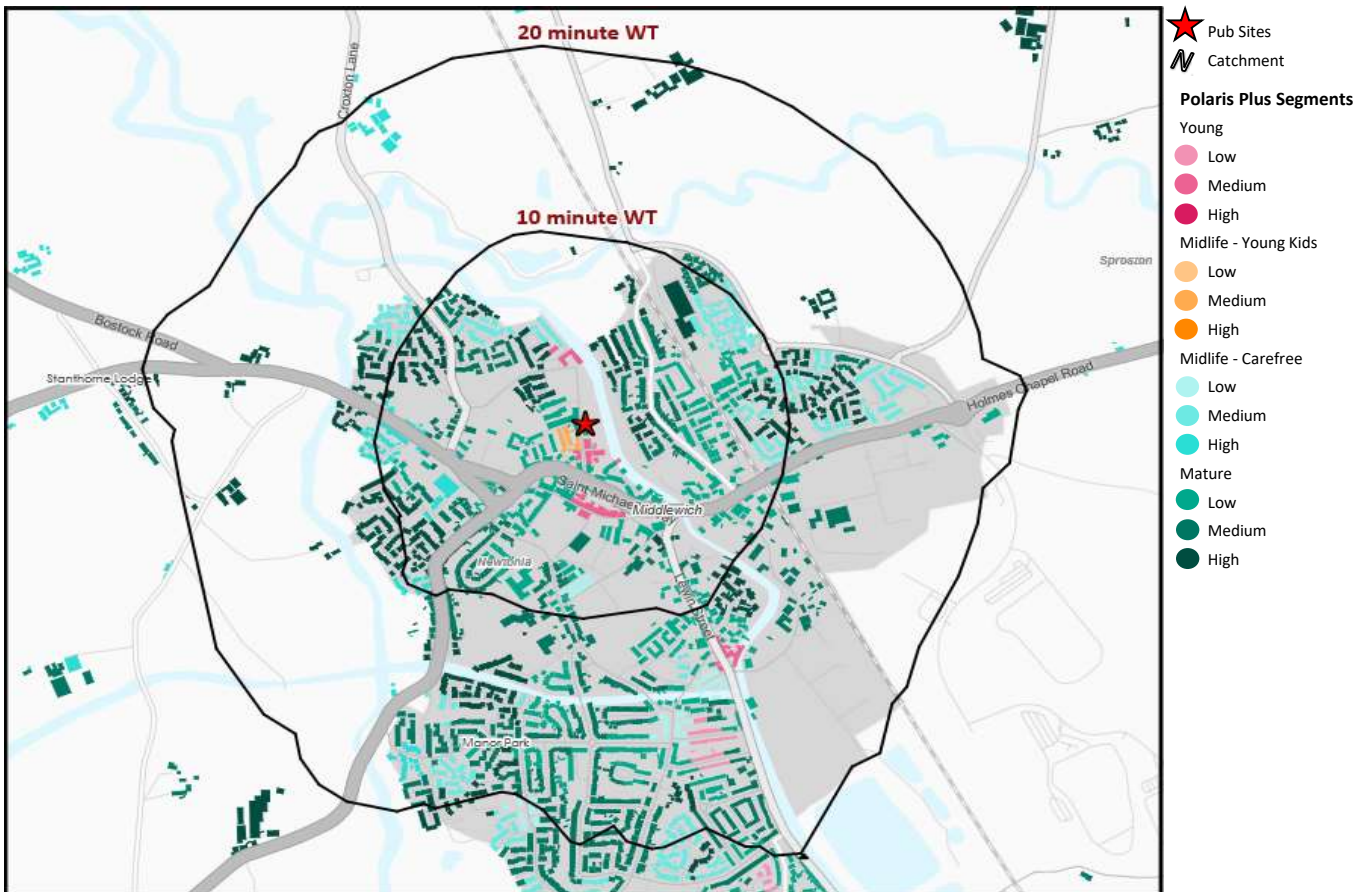


Polaris Profile by Catchment

*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	99	298	38,477	9	15	63
Midlife - Young Kids	30	30	16,177	7	4	66
Midlife - Carefree	615	1,143	42,253	102	99	119
Mature	2,984	5,719	123,894	176	177	125
Not Private Households	92	92	2,813	183	96	96
Total	3,820	7,282	223,614			

Polaris Plus Summary - Big Lock Middlewich

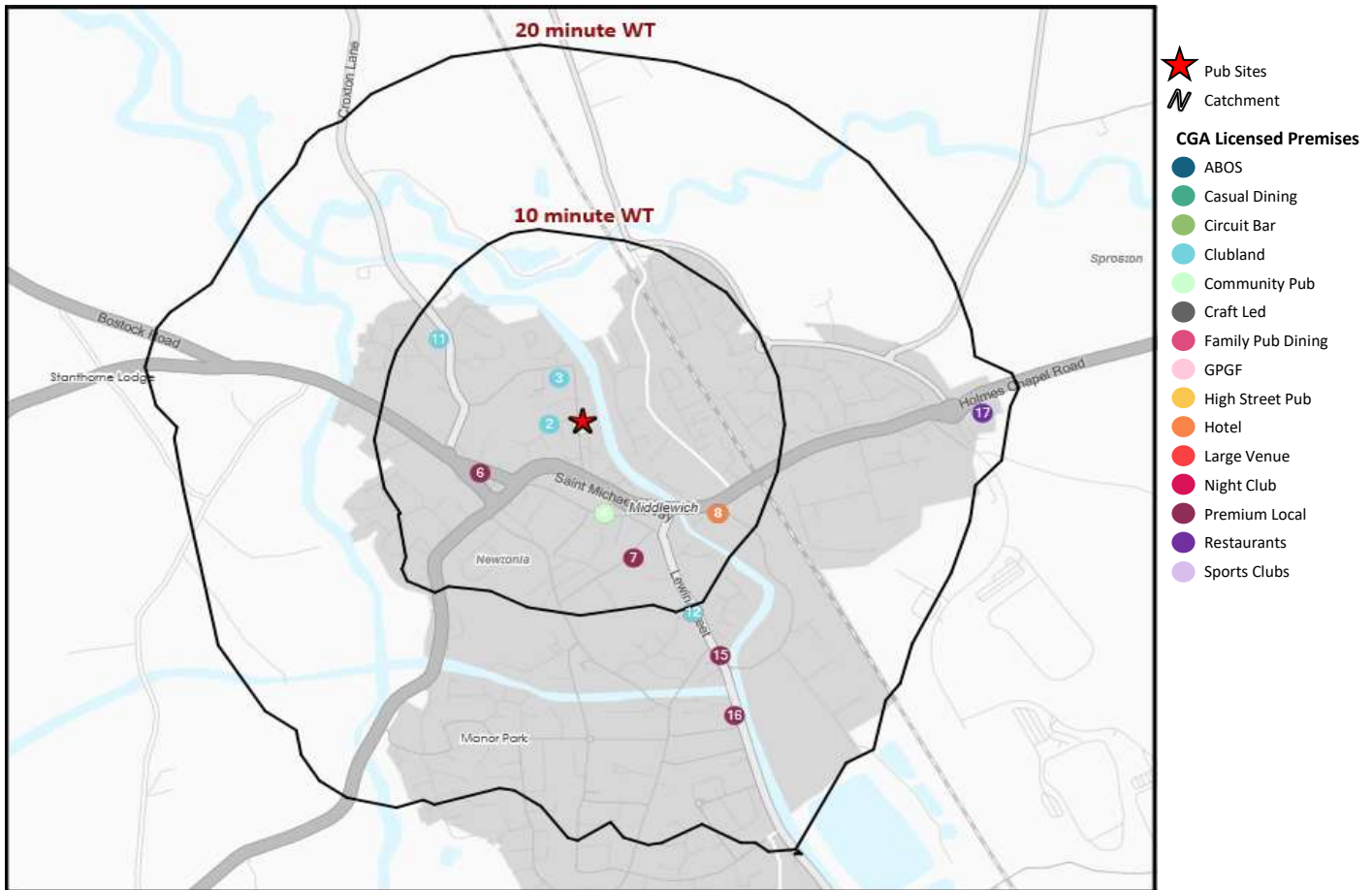


Polaris Plus Profile by Catchment

*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	5	180	16,120	1	25	73
Medium	94	118	21,032	22	15	86
High	0	0	1,325	0	0	9
Midlife - Young Kids						
Low	0	0	14,791	0	0	121
Medium	30	30	1,386	18	10	14
High	0	0	0	0	0	0
Midlife - Carefree						
Low	53	123	10,021	33	40	106
Medium	400	844	16,467	146	162	103
High	162	176	15,765	95	54	158
Mature						
Low	1,269	2,031	29,531	242	203	96
Medium	925	2,200	55,528	155	193	159
High	790	1,488	38,835	138	136	116
Not Private Households	92	92	2,813	183	96	96
Total	3,820	7,282	223,614			

CGA Summary - Big Lock Middlewich



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Big Lock	CW10 9DN	Star Pubs & Bars	Family Pub Dining	0.0
0	Newton Brewery Inn	CW10 9DN	Admiral Taverns Ltd	Community Pub	0.0
2	Middlewich Athletic Social Club	CW10 9DT	Independent Free	Clubland	0.1
3	Middlewich Town Football Club	CW10 9DR	Independent Free	Clubland	0.1
4	Vaults	CW10 9AG	Red Oak Taverns	Premium Local	0.2
4	White Bear	CW10 9AG	*Other Small Retail Groups	Community Pub	0.2
6	Middlewich Tap House	CW10 9ET	Independent Free	Premium Local	0.2
7	Kings Arms	CW10 9AR	Independent Free	Premium Local	0.3
8	Middlewich Masonic Hall	CW10 0JE	Independent Free	Clubland	0.3
8	Boars Head	CW10 0JE	Robinsons	Premium Local	0.3
8	Kinderton House Hotel	CW10 0JE	Independent Free	Hotel	0.3
11	Middlewich Cricket Club	CW10 9EZ	Independent Free	Clubland	0.3
12	Middlewich Civic Hall	CW10 9AS	Independent Free	Large Venue	0.4
12	Narrow Boat	CW10 9AS	Admiral Taverns Ltd	Family Pub Dining	0.4
12	Royal British Legion Club	CW10 9AS	Independent Free	Clubland	0.4
15	Cheshire Cheese	CW10 9AX	Admiral Taverns Ltd	Premium Local	0.5
16	Kings Lock Inn	CW10 0JJ	*Other Small Retail Groups	Premium Local	0.7
17	Miller & Carter	CW10 0JU	Mitchells & Butlers	Restaurants	0.7
18	Turnpike	CW10 0DJ	Punch Pub Company	Community Pub	1.1

Per Pub Analysis - Big Lock Middlewich



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,820	7,282	223,614
Number of Competition Pubs	9	15	285
Adults 18+ per Competition Pub	424	485	785

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	89	2.3%	29
Circuit Bar	0	108	2.8%	70
Community Pub	2	937	24.5%	128
Craft Led	0	16	0.4%	12
Great Pub Great Food	0	647	16.9%	96
High Street Pub	0	791	20.7%	112
Premium Local	3	688	18.0%	109

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	161	2.2%	28
Circuit Bar	0	188	2.6%	64
Community Pub	2	1,733	23.8%	124
Craft Led	0	28	0.4%	11
Great Pub Great Food	0	1,236	17.0%	96
High Street Pub	0	1,519	20.9%	113
Premium Local	6	1,357	18.6%	113

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	18	9,674	4.3%	54
Circuit Bar	13	6,737	3.0%	74
Community Pub	28	47,083	21.1%	110
Craft Led	0	4,160	1.9%	54
Great Pub Great Food	29	40,269	18.0%	102
High Street Pub	32	43,842	19.6%	106
Premium Local	62	42,548	19.0%	115

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>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td>Product needs <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	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">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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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			
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																									