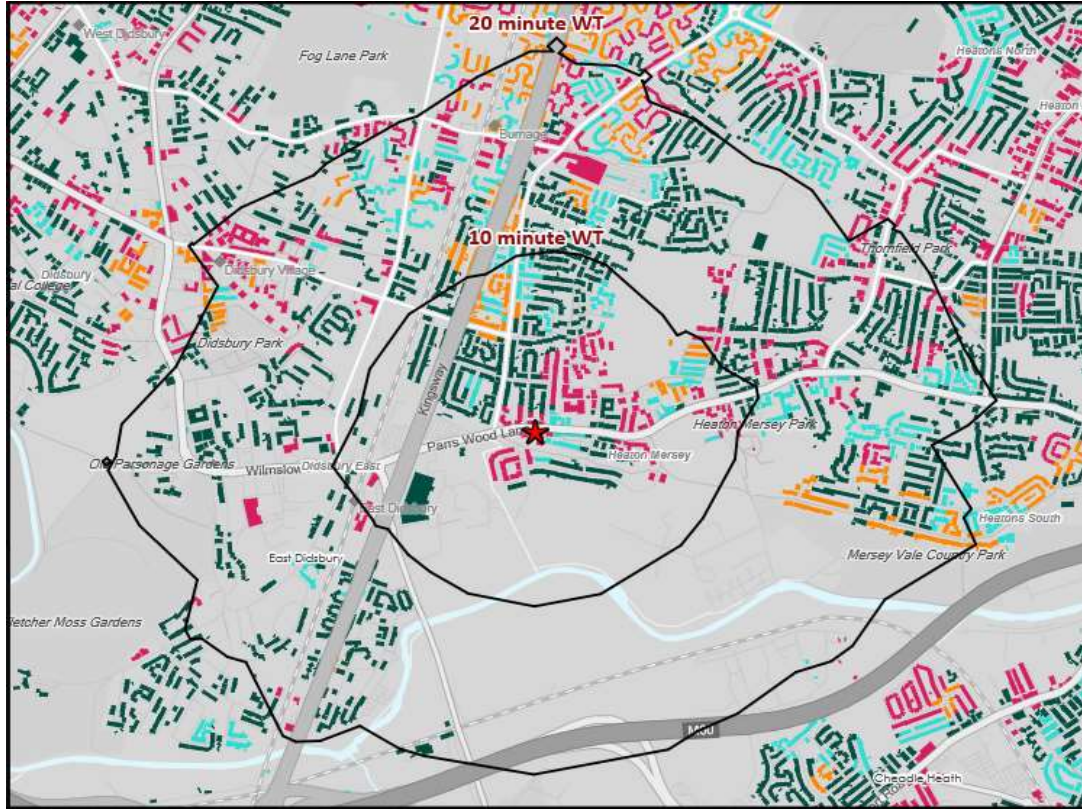


Catchment Summary - Dog & Partridge Heaton Mersey



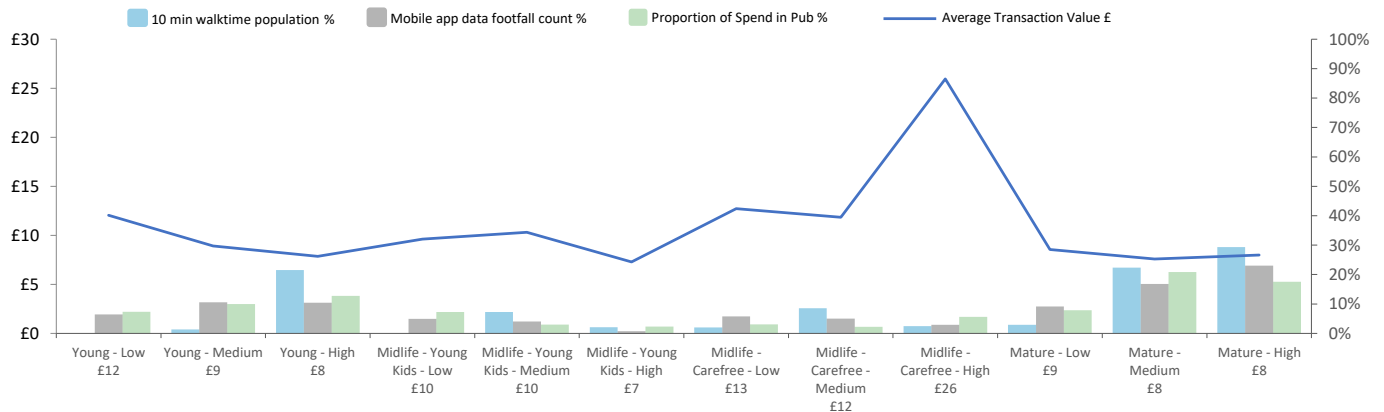
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627154	Dog & Partridge Heaton Mersey	SK 4 3AG	Star Pubs & Bars	Premium Local	1



- ★ 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 - Dog & Partridge Heaton Mersey

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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**

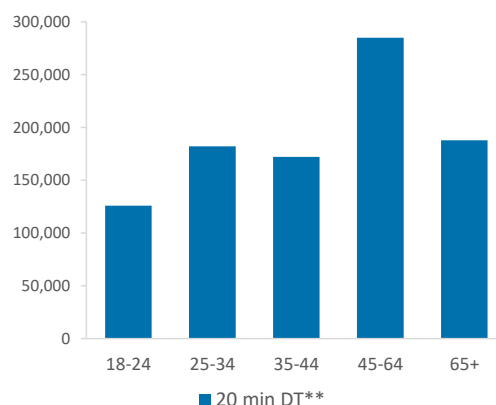
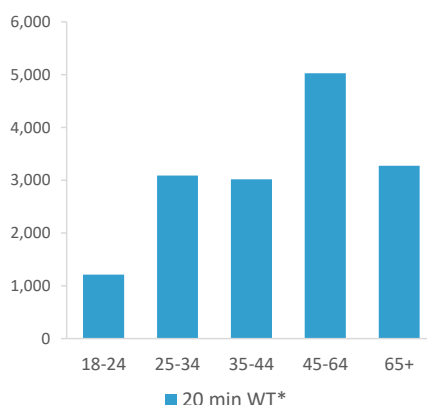
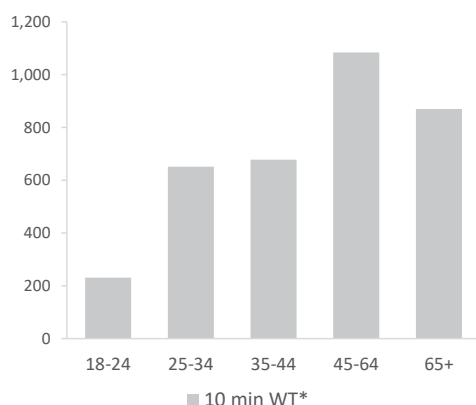
Population	4,320	19,783	1,218,907	81	107	278
Adults 18+	3,514	15,618	952,742	78	102	273
Competition Pubs	7	15	1,127	39	42	271
Adults 18+ per Competition Pub	502	1,041	845	58	121	98
% Adults Likely to Drink	79.0%	79.4%	74.9%	104	104	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	5.0%	12.4%	35.2%	15	37	106
	Medium	39.6%	27.2%	36.1%	104	71	95
	High	55.5%	60.5%	27.9%	203	221	102

*Affluence does not include Not Private Households

Age Profile	18-24	231	1,213	125,900	66	75	127
	25-34	651	3,088	182,062	113	117	112
	35-44	678	3,019	172,027	119	115	107
	45-64	1,084	5,025	284,833	98	99	91
	65+	870	3,273	187,920	105	86	80



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	2,100 (49%)	9,733 (49%)	598,870 (49%)	99	100	100
	Female	2,220 (51%)	10,050 (51%)	620,037 (51%)	101	100	100

Economic Status (16+)	Employed: Full-time	1,442 (40%)	6,404 (40%)	342,717 (35%)	116	116	101
	Employed: Part-time	436 (12%)	1,826 (11%)	112,410 (11%)	102	96	96
	Self employed	350 (10%)	1,617 (10%)	80,887 (8%)	105	109	89
	Unemployed	67 (2%)	368 (2%)	30,374 (3%)	67	83	112
	Full-time student	44 (1%)	250 (2%)	30,431 (3%)	51	65	130
	Retired	782 (22%)	3,179 (20%)	176,711 (18%)	99	90	82
	Other	476 (13%)	2,448 (15%)	209,987 (21%)	76	87	123

Total Worker Count	4,326	10,403	562,550
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See the Glossary page for further information on the above variables

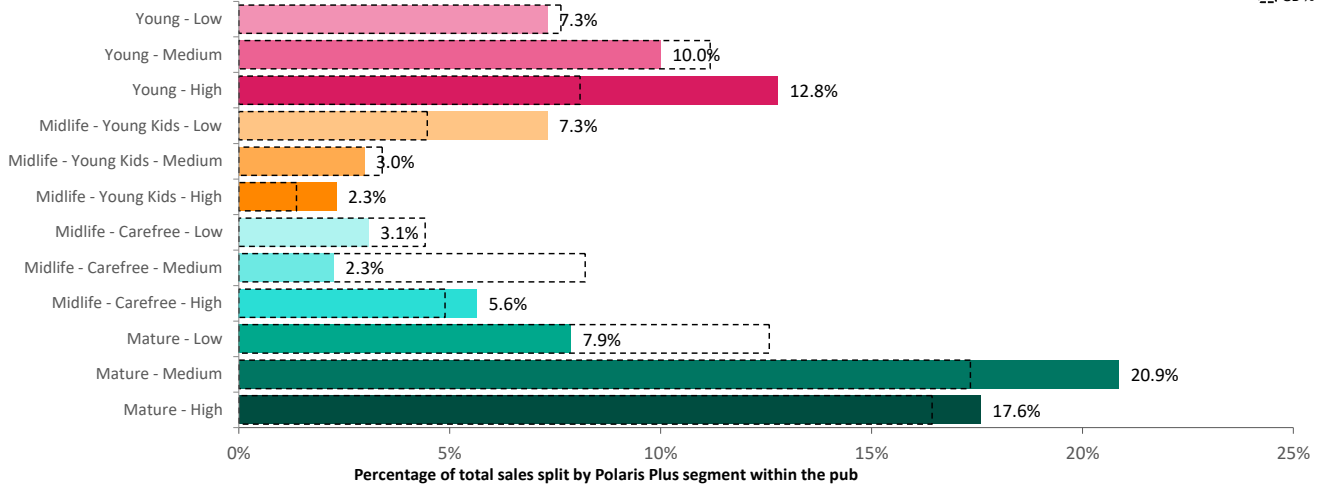
Transactional Data Summary - Dog & Partridge Heaton Mersey



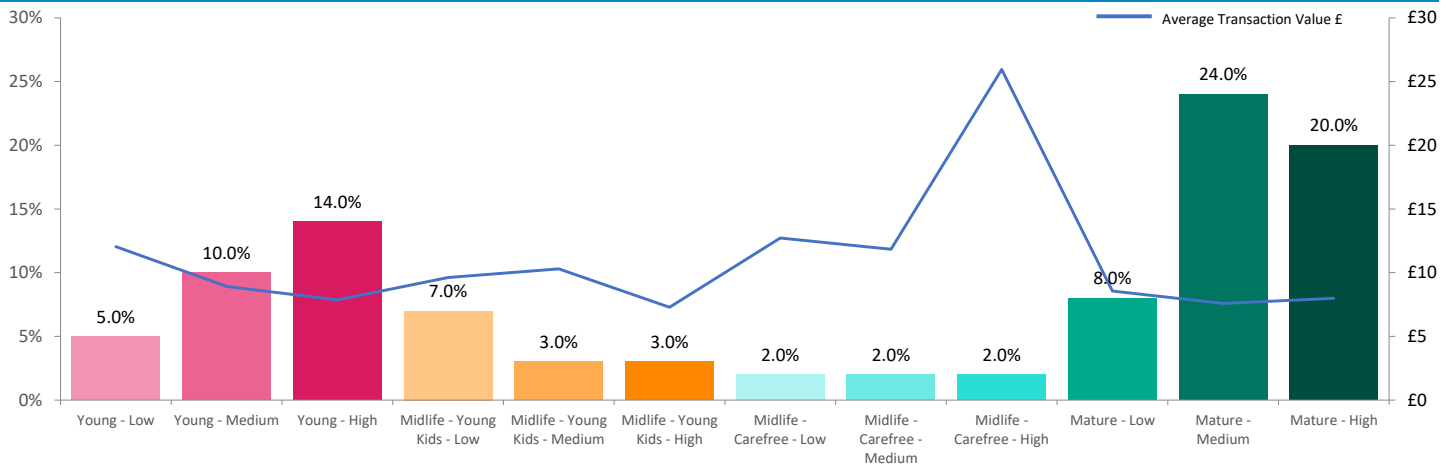
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Spend by Polaris Plus

GB %

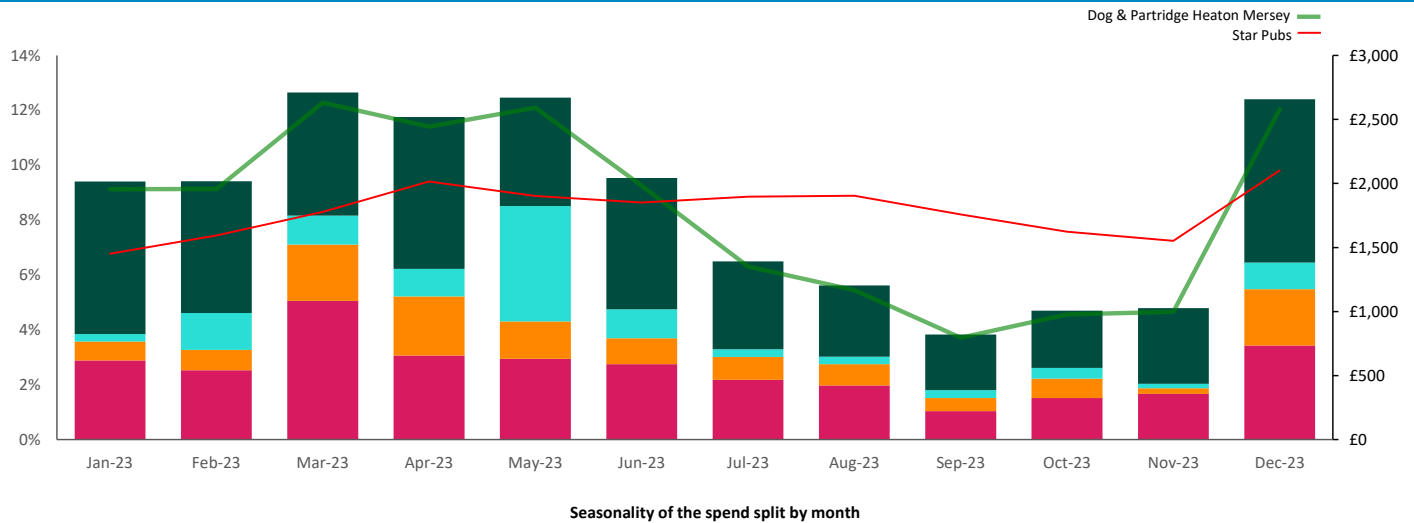


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

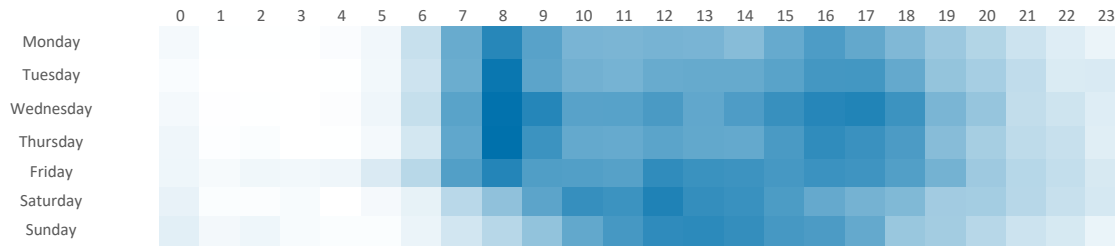


Mobile Data Summary - Dog & Partridge Heaton Mersey



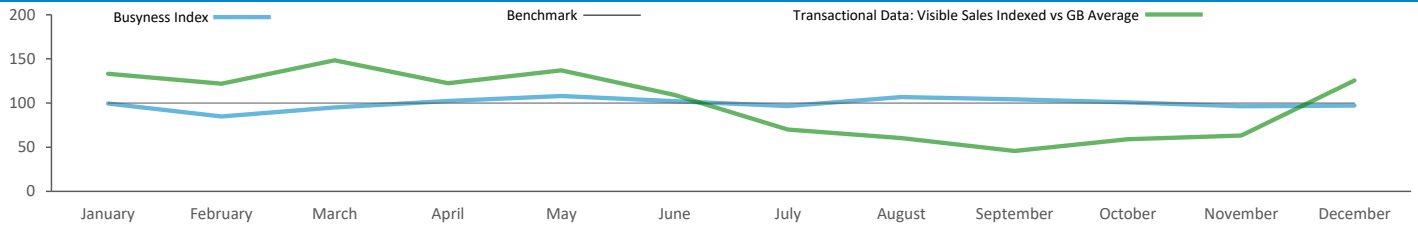
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Time of Day/Day of Week



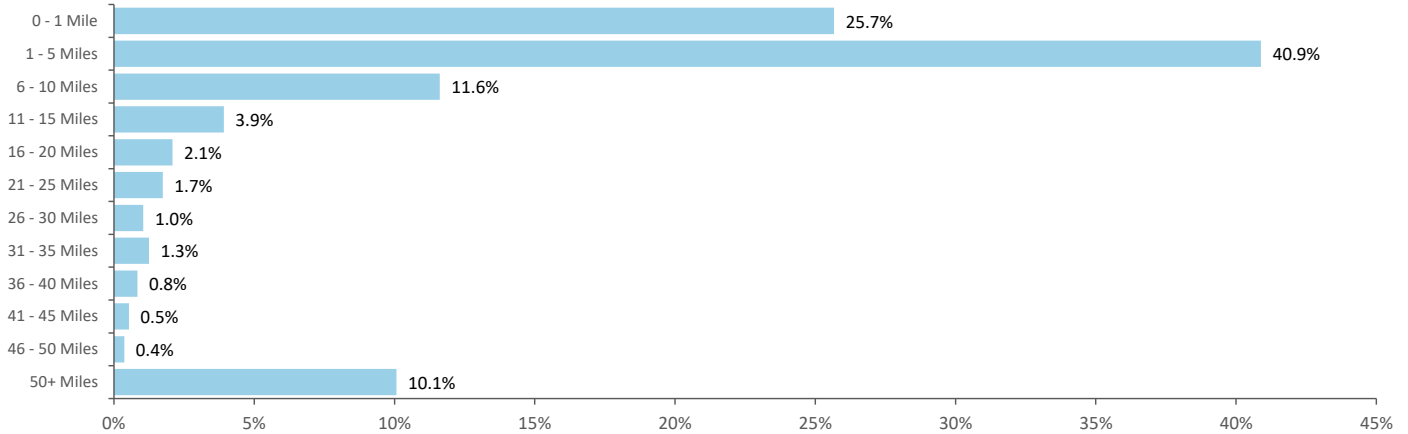
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

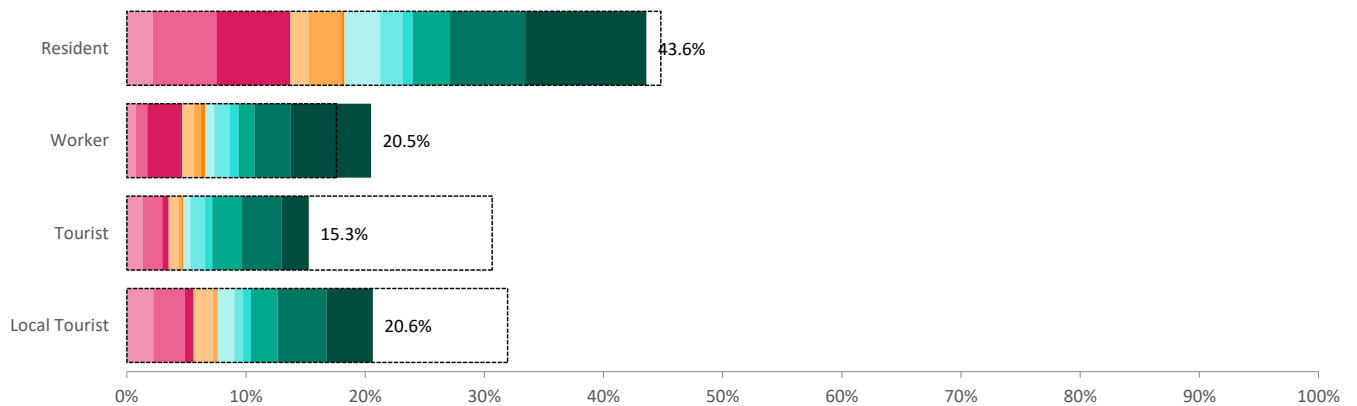
Distance from Home



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



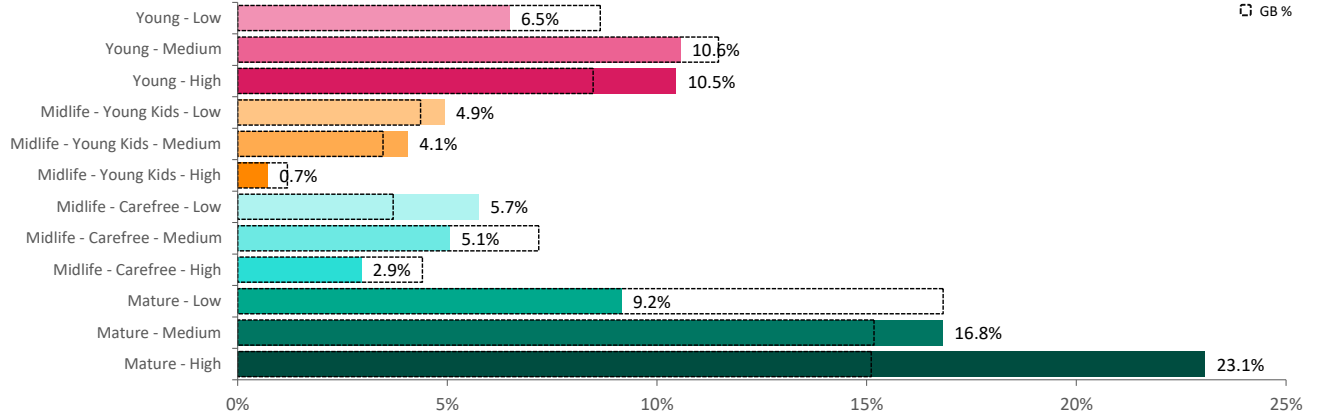
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dog & Partridge Heaton Mersey



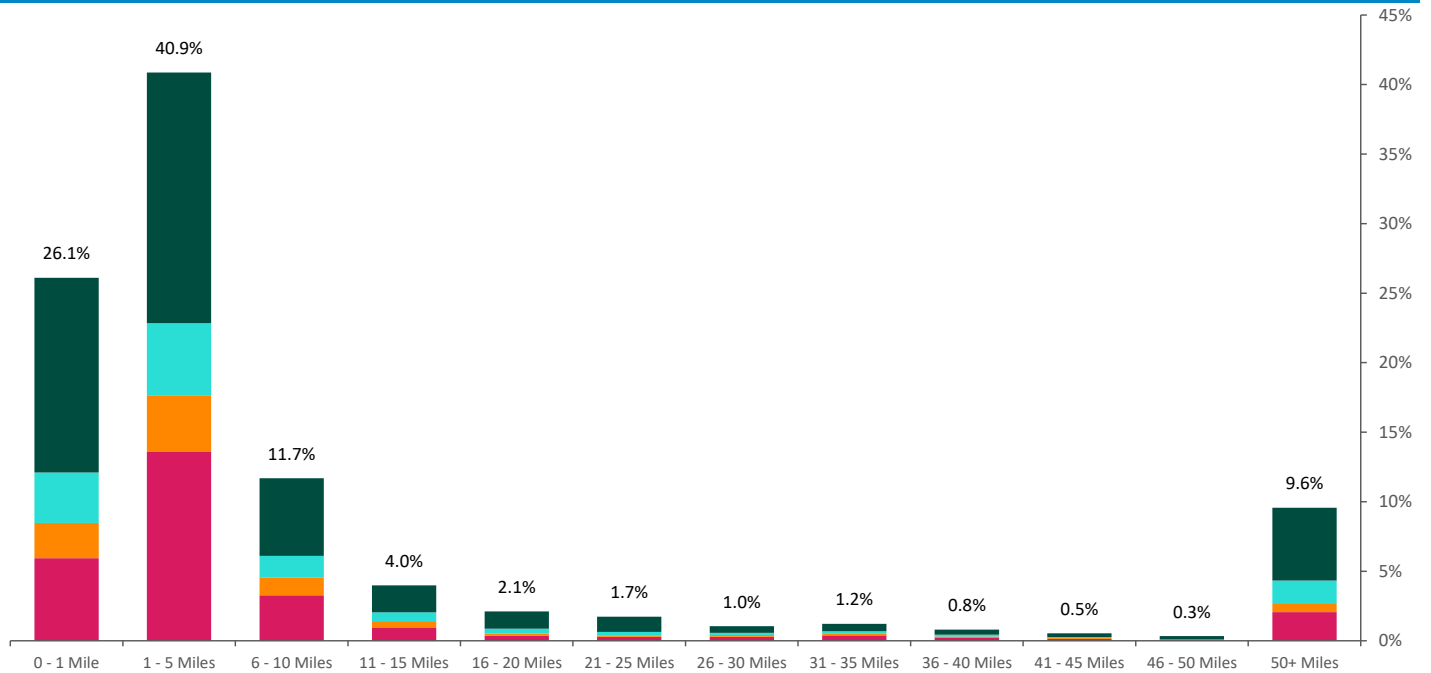
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Polaris Plus Profile



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



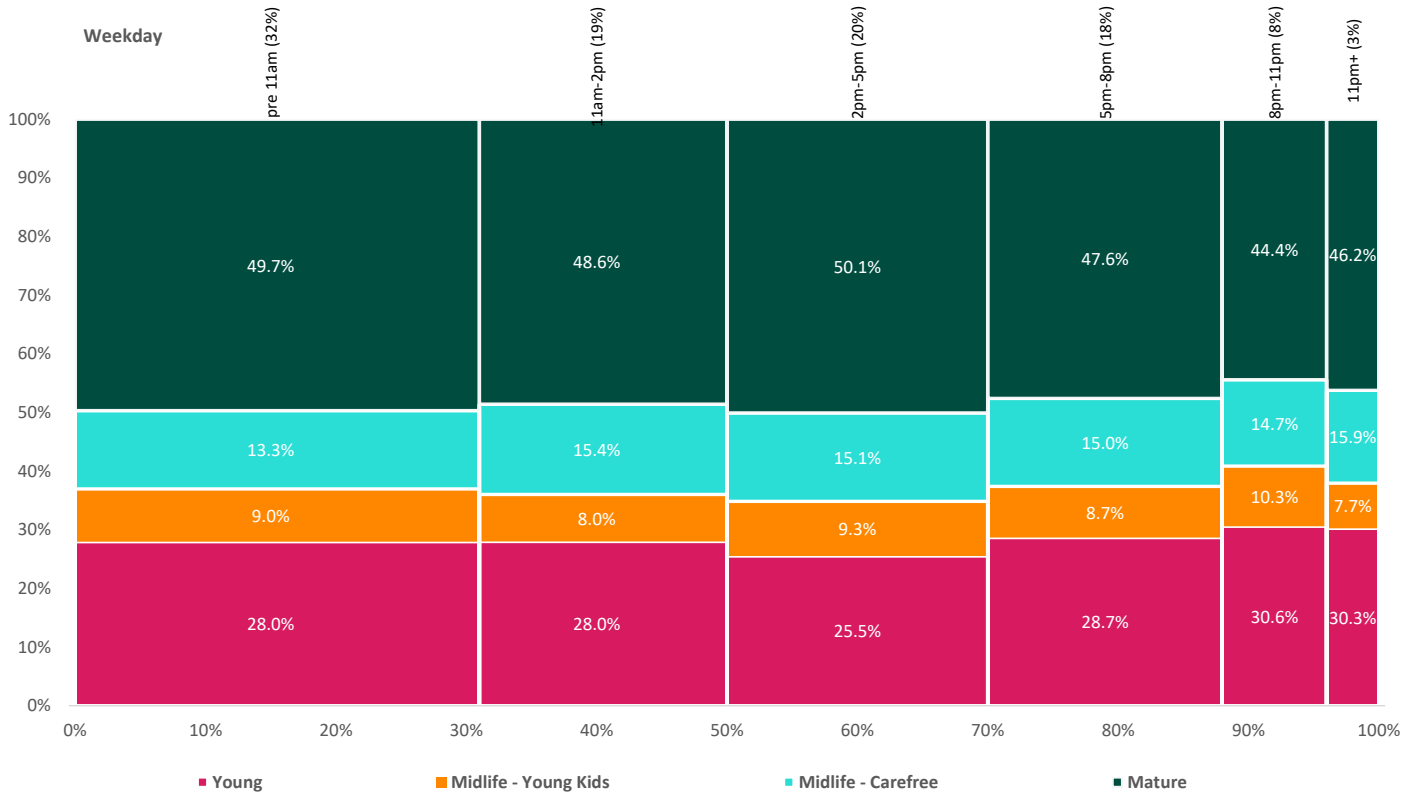
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Dog & Partridge Heaton Mersey

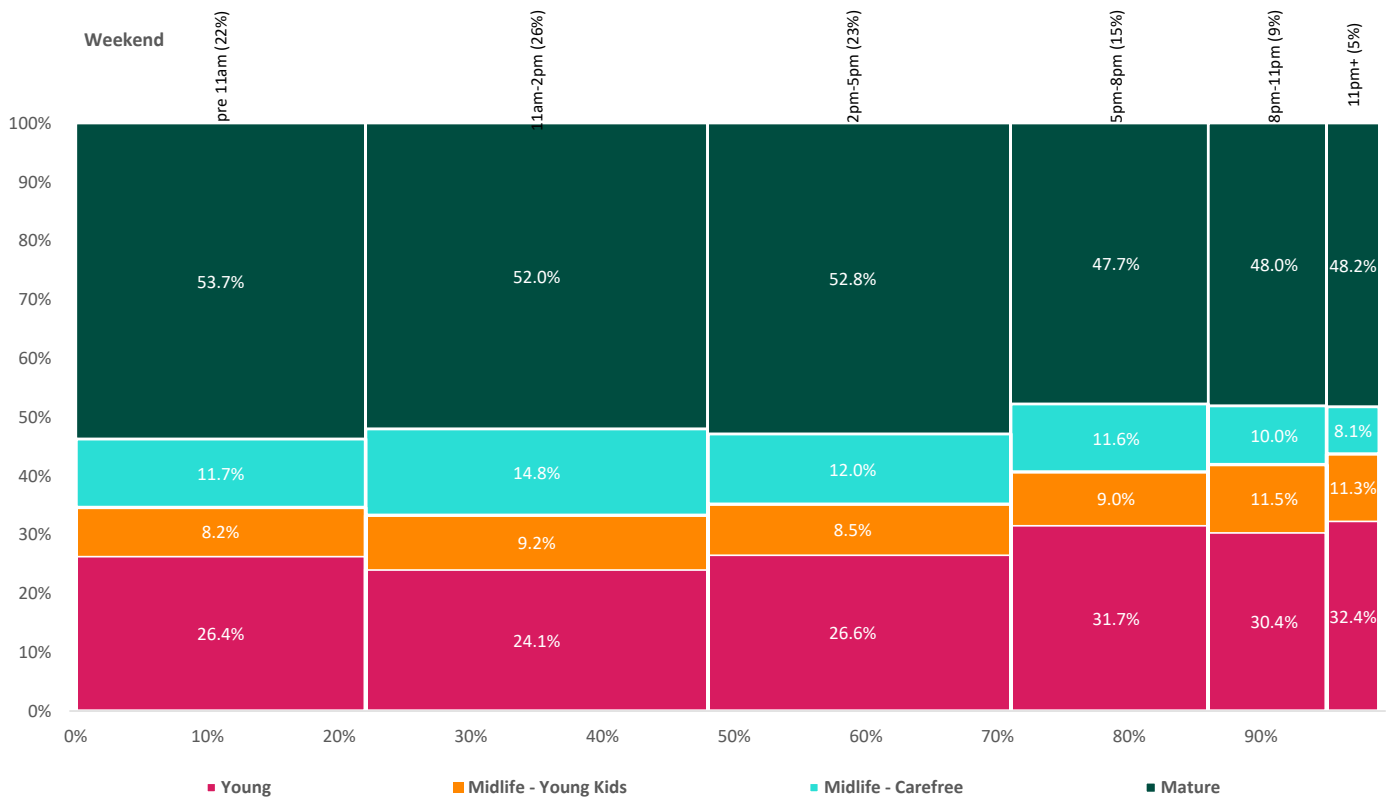


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Time of Day by Polaris: Weekday (Monday to Friday)



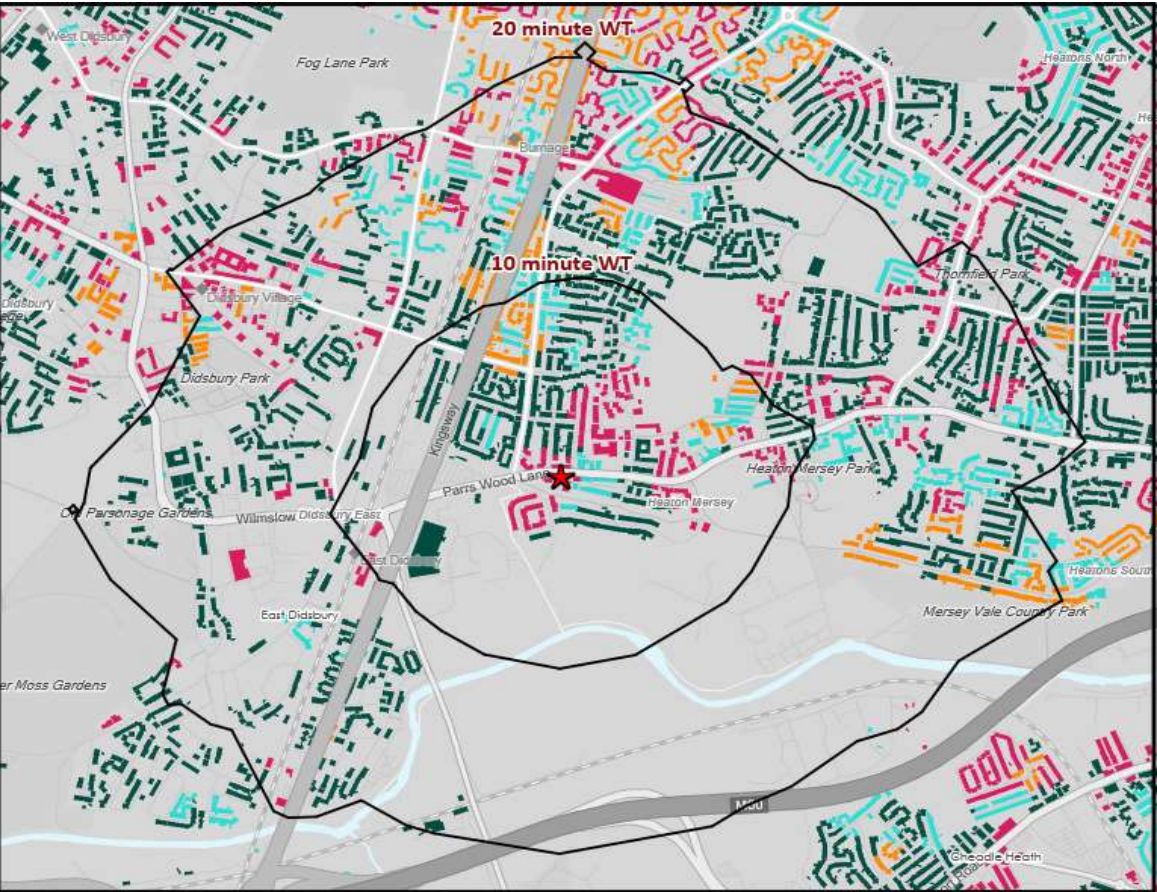
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Dog & Partridge Heaton Mersey



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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	805	3,196	388,087	83	74	148
Midlife - Young Kids	331	1,835	102,662	86	107	99
Midlife - Carefree	459	1,989	109,259	83	80	72
Mature	1,919	8,596	344,478	123	124	81
Not Private Households	0	2	8,256	0	1	66
Total	3,514	15,618	952,742			

Polaris Plus Summary - Dog & Partridge Heaton Mersey

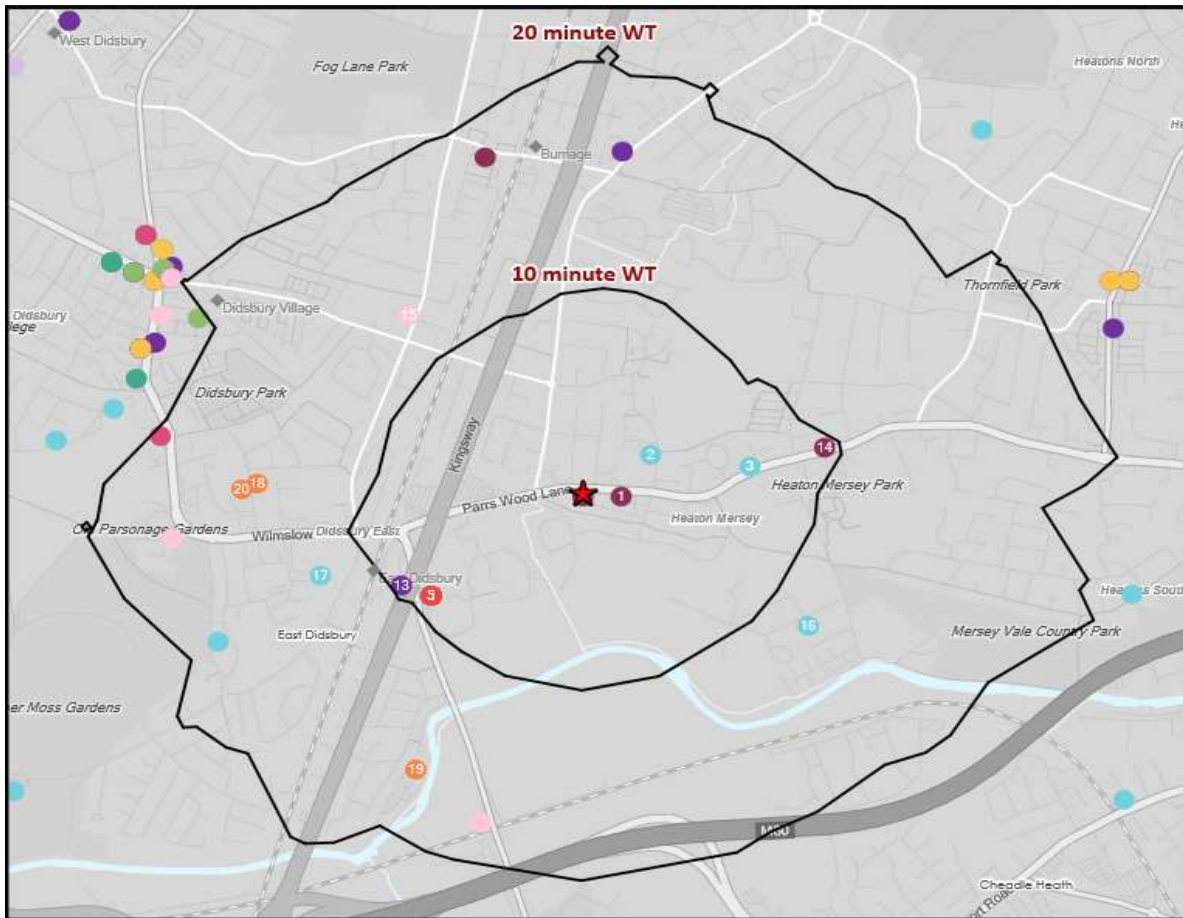


Polaris Plus Profile by Catchment

*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	0	321	138,529	0	21	148
Medium	48	289	173,156	12	17	166
High	757	2,586	76,402	320	246	119
Midlife - Young Kids						
Low	0	615	61,502	0	72	118
Medium	257	987	36,289	169	146	88
High	74	233	4,871	188	133	46
Midlife - Carefree						
Low	72	689	62,710	49	105	156
Medium	301	922	22,572	120	82	33
High	86	378	23,977	55	54	57
Mature						
Low	102	304	72,808	21	14	56
Medium	785	2,047	111,458	143	84	75
High	1,032	6,245	160,212	196	267	112
Not Private Households	0	2	8,256	0	1	66
Total	3,514	15,618	952,742			

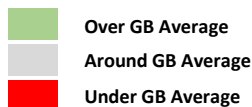
CGA Summary - Dog & Partridge Heaton Mersey



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Dog & Partridge	SK 4 3AG	Star Pubs & Bars	Premium Local	0.0
1	Griffin Hotel	SK 4 3AJ	Holt	Premium Local	0.1
2	Heaton Mersey Sports Club	SK 4 3AW	Independent Free	Clubland	0.1
3	Heaton	SK 4 3BS	JW Lees	Community Pub	0.3
3	Heaton Mersey Conservative Club	SK 4 3BS	Independent Free	Clubland	0.3
5	Nandos	M 20 5PG	Nandos Restaurants	Casual Dining	0.3
5	Five Guys	M 20 5PG	Five Guys	Casual Dining	0.3
5	Gateway	M 20 5PG	Wetherspoons GB	Circuit Bar	0.3
5	Tenpin	M 20 5PG	Tenpin Ltd	Large Venue	0.3
5	Barlow Croft	M 20 5PG	Greene King	Family Pub Dining	0.3
5	Cineworld	M 20 5PG	Cineworld Cinemas Ltd	Large Venue	0.3
5	Wagamama	M 20 5PG	Restaurant Group	Casual Dining	0.3
5	Grosvenor Casino	M 20 5PG	Rank	Large Venue	0.3
13	Khandoker Restaurant	M 20 5WY	Independent Free	Restaurants	0.4
14	Crown Inn	SK 4 3BY	Robinsons	Premium Local	0.4
15	Parrs Wood Hotel	M 20 6JD	JW Lees	GPGF	0.5
16	Burnage Rugby Club	SK 4 3EA	Independent Free	Clubland	0.5
17	Didsbury Cricket Club	M 20 2ZY	Independent Free	Clubland	0.5
18	Didsbury House	M 20 5LJ	Independent Free	Hotel	0.6
19	Waterside Hotel	M 20 5WZ	Independent Free	Hotel	0.6
20	Eleven Didsbury Park	M 20 5LH	Independent Free	Hotel	0.6

Per Pub Analysis - Dog & Partridge Heaton Mersey



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,514	15,618	952,742
Number of Competition Pubs	7	15	1,127
Adults 18+ per Competition Pub	502	1,041	845

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	471	13.4%	166
Circuit Bar	0	47	1.4%	33
Community Pub	1	308	8.8%	46
Craft Led	0	148	4.2%	122
Great Pub Great Food	0	1,067	30.4%	172
High Street Pub	0	332	9.5%	51
Premium Local	3	767	21.8%	132

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,881	12.0%	149
Circuit Bar	1	228	1.5%	36
Community Pub	1	1,313	8.4%	44
Craft Led	0	546	3.5%	101
Great Pub Great Food	2	4,963	31.8%	180
High Street Pub	0	1,357	8.7%	47
Premium Local	4	3,718	23.8%	144

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	148	95,271	10.0%	124
Circuit Bar	80	47,078	4.9%	122
Community Pub	170	163,179	17.1%	90
Craft Led	0	46,889	4.9%	142
Great Pub Great Food	87	176,390	18.5%	105
High Street Pub	200	169,426	17.8%	96
Premium Local	119	160,971	16.9%	102

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></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td></td><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</td><td>"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</td><td><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																									