

## Catchment Summary - Black Horse Hotel Wirral



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	Over GB Average
	Around GB Average
	Under GB Average

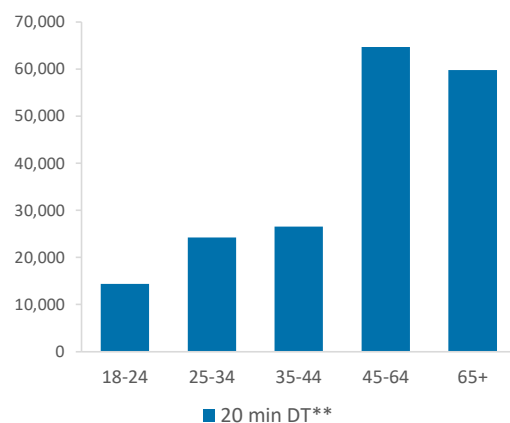
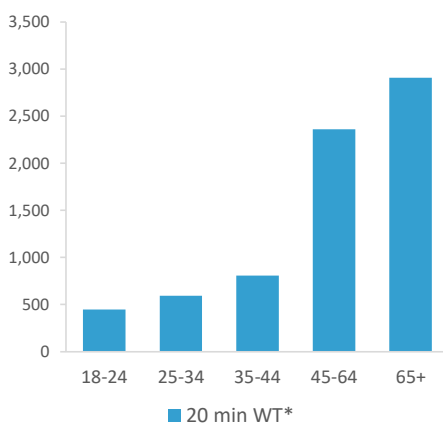
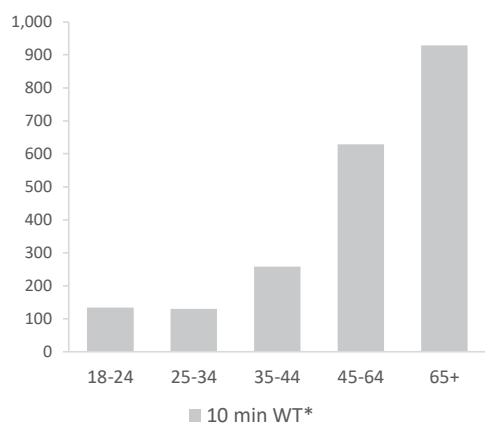
\*WT= Walktime, \*\*DT= Drivetime

	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	2,494	8,530	236,407	47	59	62
Population & Adults 18+ index is based on all pubs						
Adults 18+	2,080	7,116	189,709	48	40	63
Competition Pubs	2	15	184	13	47	51
Adults 18+ per Competition Pub	1,040	474	1,031	126	57	125
% Adults Likely to Drink	86.7%	86.0%	83.9%	105	104	102

Affluence	Low	8.1%	11.5%	20.4%	32	45	80
	Medium	3.1%	22.7%	46.8%	8	58	119
	High	88.8%	64.6%	31.5%	265	193	94

\*Affluence does not include Not Private Households

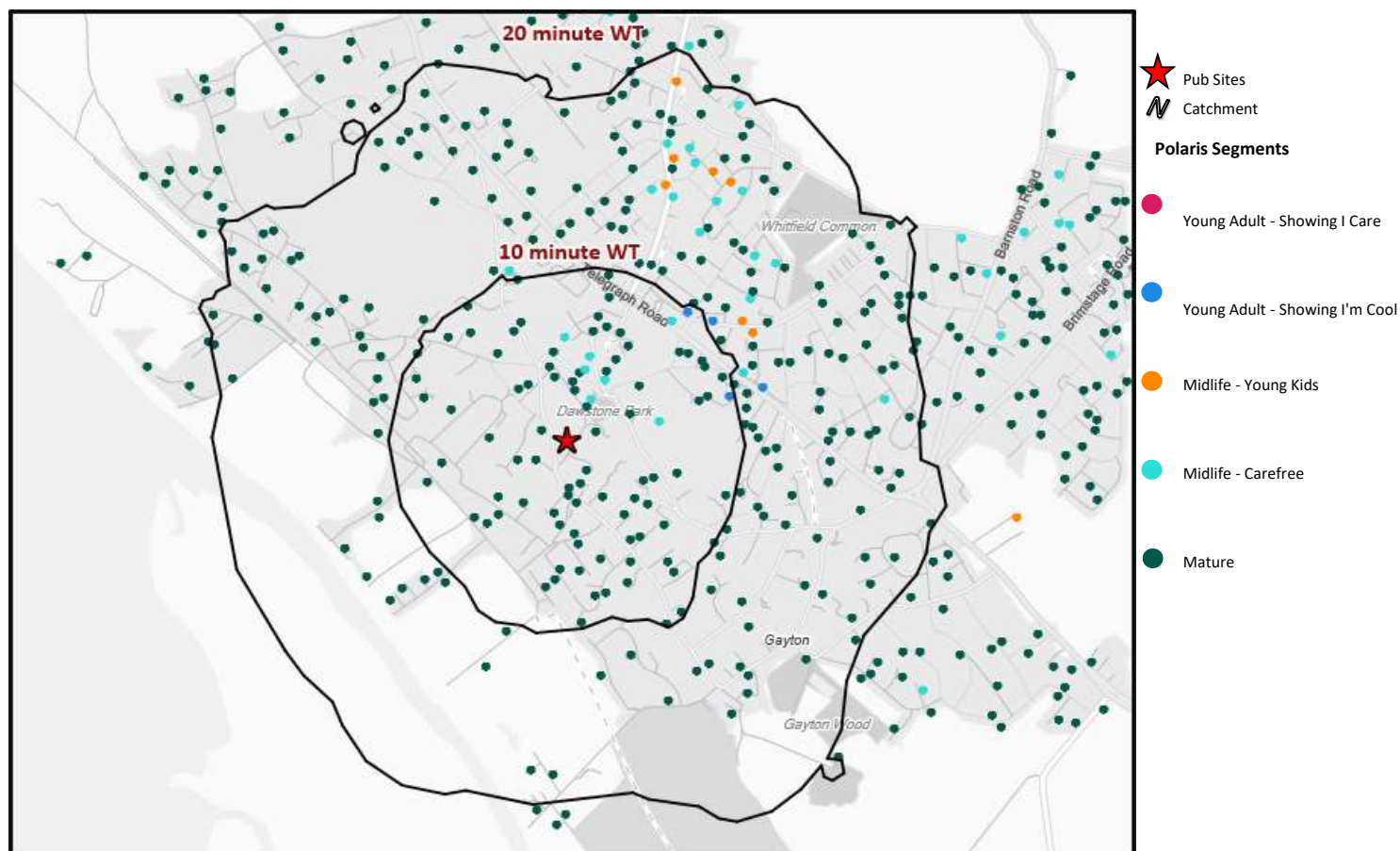
Age Profile	18-24	134	447	14,410	66	65	75
	25-34	130	593	24,253	39	52	77
	35-44	258	808	26,582	80	74	87
	45-64	629	2,360	64,651	99	108	107
	65+	929	2,908	59,813	195	178	132



		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	1,176 (47%)	4,020 (47%)	113,943 (48%)	95	95	97
	Female	1,318 (53%)	4,510 (53%)	122,464 (52%)	105	105	102
Economic Status (16-74)	Employed: Full-time	514 (32%)	2,025 (35%)	65,561 (40%)	76	85	95
	Employed: Part-time	217 (13%)	772 (13%)	23,813 (14%)	103	103	111
	Self employed	229 (14%)	699 (12%)	13,575 (8%)	147	127	86
	Unemployed	17 (1%)	62 (1%)	3,458 (2%)	44	45	88
	Retired	445 (27%)	1,430 (25%)	32,213 (19%)	198	181	141
	Other	207 (13%)	760 (13%)	27,071 (16%)	64	67	83
Total Worker Count		676	3,134	90,282			

See the Glossary page for further information on the above variables

## Polaris Summary - Black Horse Hotel Wirral

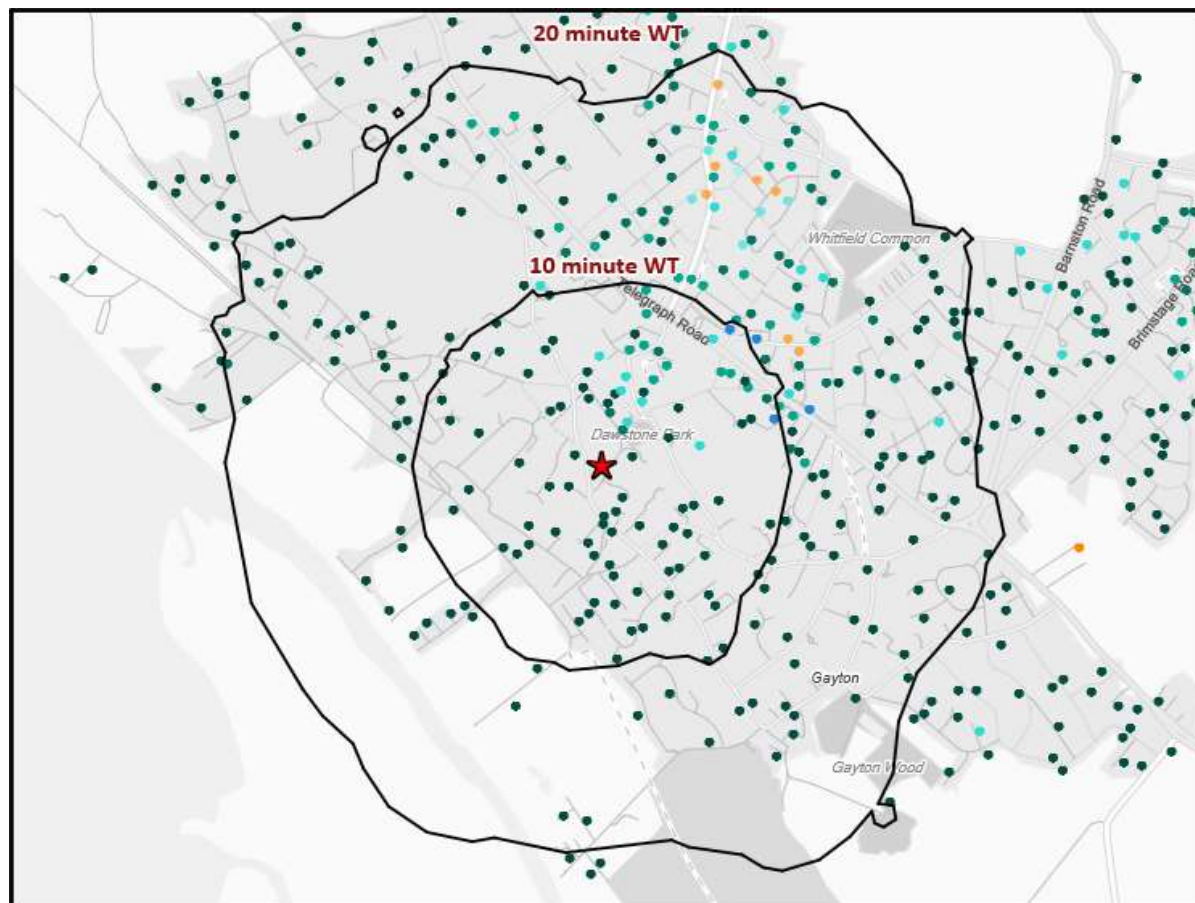


## Polaris Profile by Catchment

\*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 Adult - Showing I Care	0	0	2,463	0	0	15
Young Adult - Showing I'm Cool	20	78	7,548	10	12	43
Midlife - Young Kids	0	208	35,729	0	9	60
Midlife - Carefree	86	630	46,543	20	42	117
Mature	1,974	6,114	95,076	339	307	179
<b>Not Private Households</b>	0	86	2,350	0	84	86
<b>Total</b>	2,080	7,116	189,709			

## Polaris Summary - Black Horse Hotel Wirral



★ Pub Sites  
 N Catchment

## Polaris Plus Segments

Young Adult - Showing I Care

Low  
 Medium  
 High

Young Adult - Showing I'm Cool

Low  
 Medium  
 High

Midlife - Young Kids

Low  
 Medium  
 High

Midlife - Carefree

Low  
 Medium  
 High

Mature  
 Low  
 Medium  
 High

## Polaris Plus Profile by Catchment

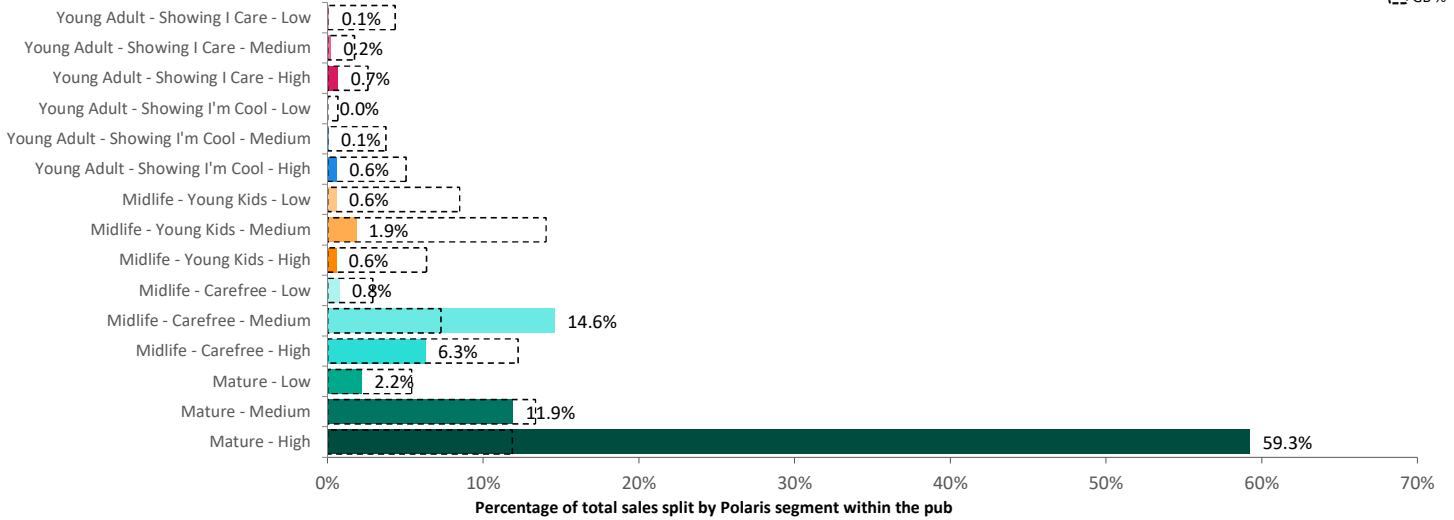
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	8	0	0	0
Medium	0	0	0	0	0	0
High	0	0	2,455	0	0	38
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	4,155	0	0	59
High	20	78	3,393	21	24	40
<b>Midlife - Young Kids</b>						
Low	0	0	16,042	0	0	76
Medium	0	208	17,021	0	20	60
High	0	0	2,666	0	0	26
<b>Midlife - Carefree</b>						
Low	0	40	3,107	0	17	48
Medium	0	238	24,448	0	50	192
High	86	352	18,988	38	45	92
<b>Mature</b>						
Low	169	776	19,604	137	184	174
Medium	64	1,171	43,191	24	130	180
High	1,741	4,167	32,281	892	624	181
<b>Not Private Households</b>	0	86	2,350	0	84	86
<b>Total</b>	2,080	7,116	189,709			

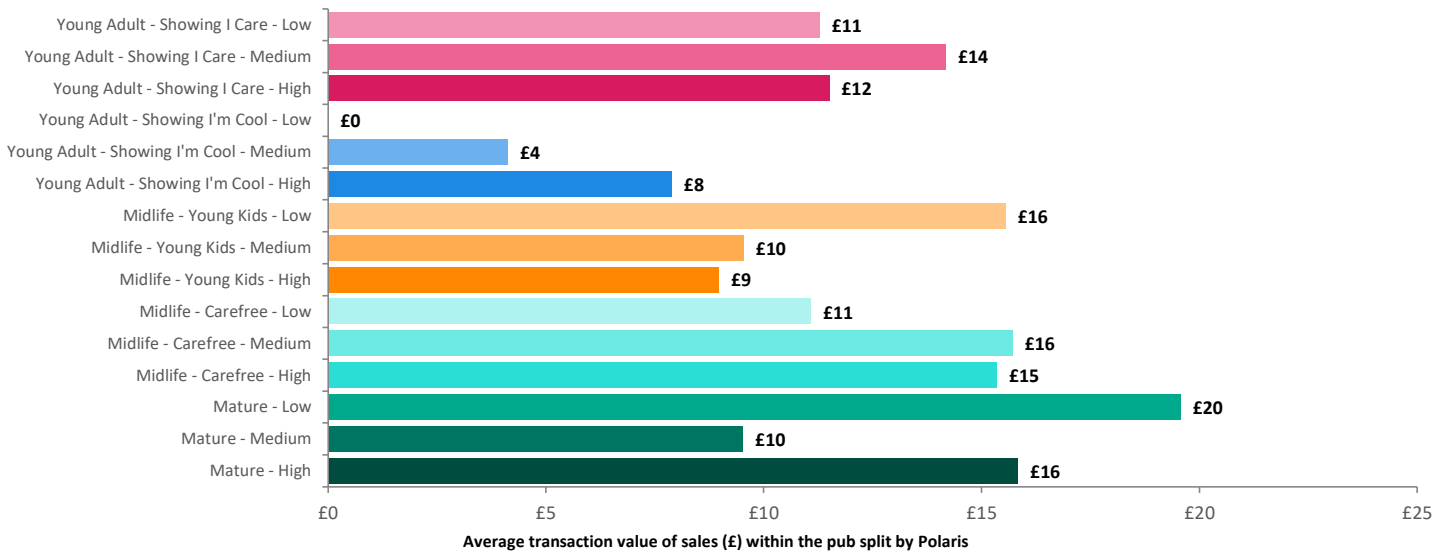
# Transactional Data Summary - Black Horse Hotel Wirral

## Spend by Polaris

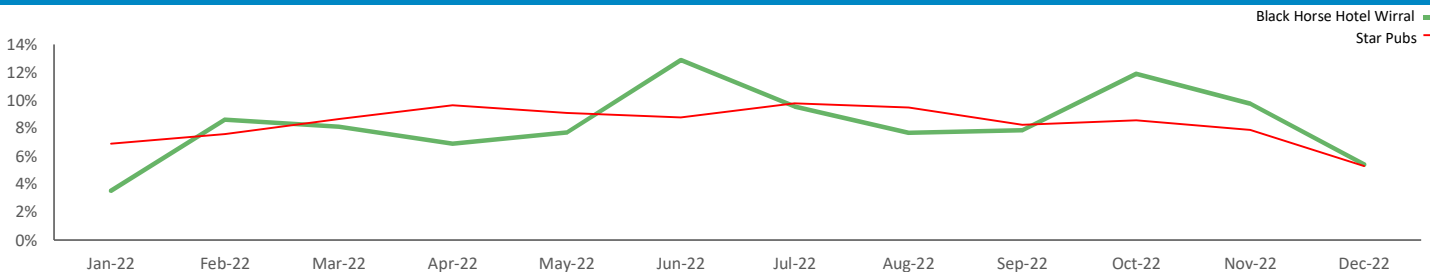
GB %



## Average Transaction Values (£) by Polaris

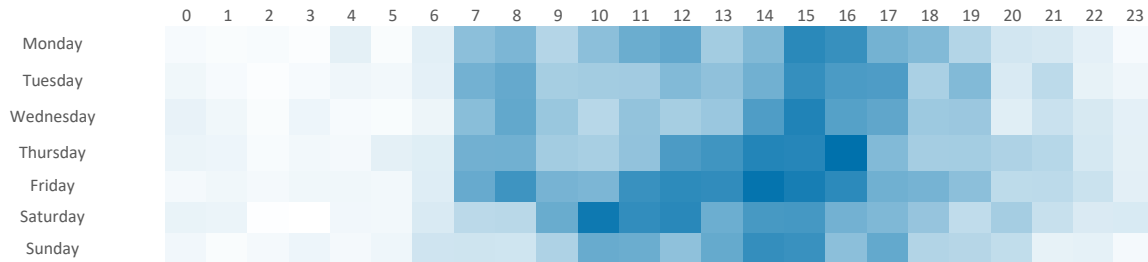


## Spend by Month



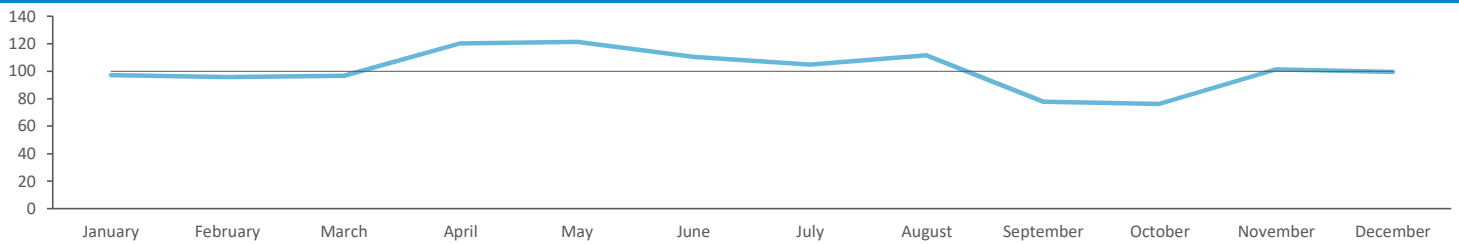
# Mobile Data Summary - Black Horse Hotel Wirral

## Time of Day/Day of Week



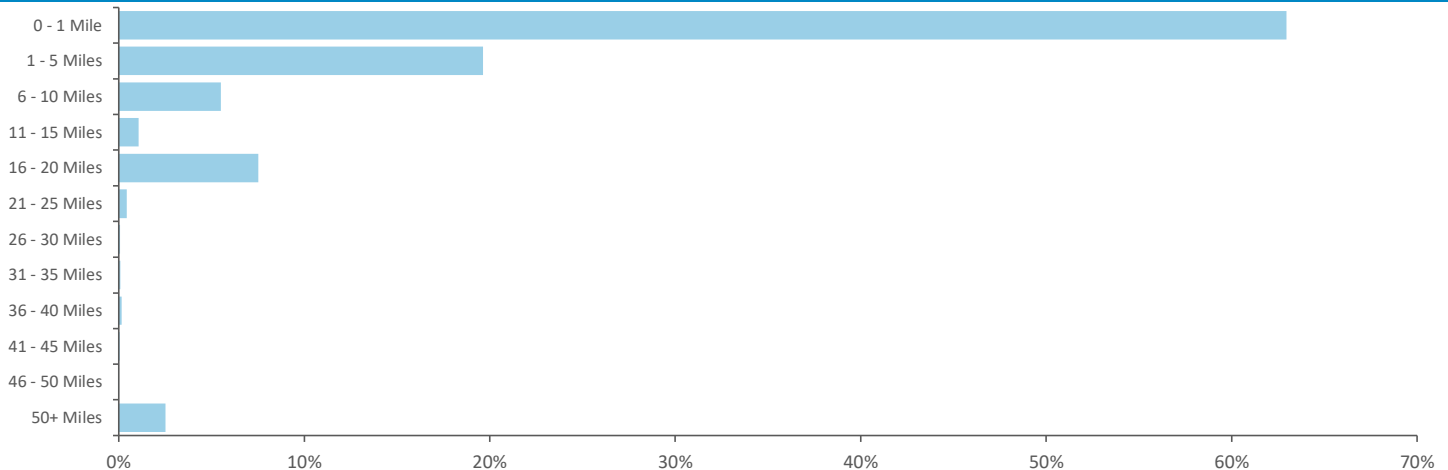
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



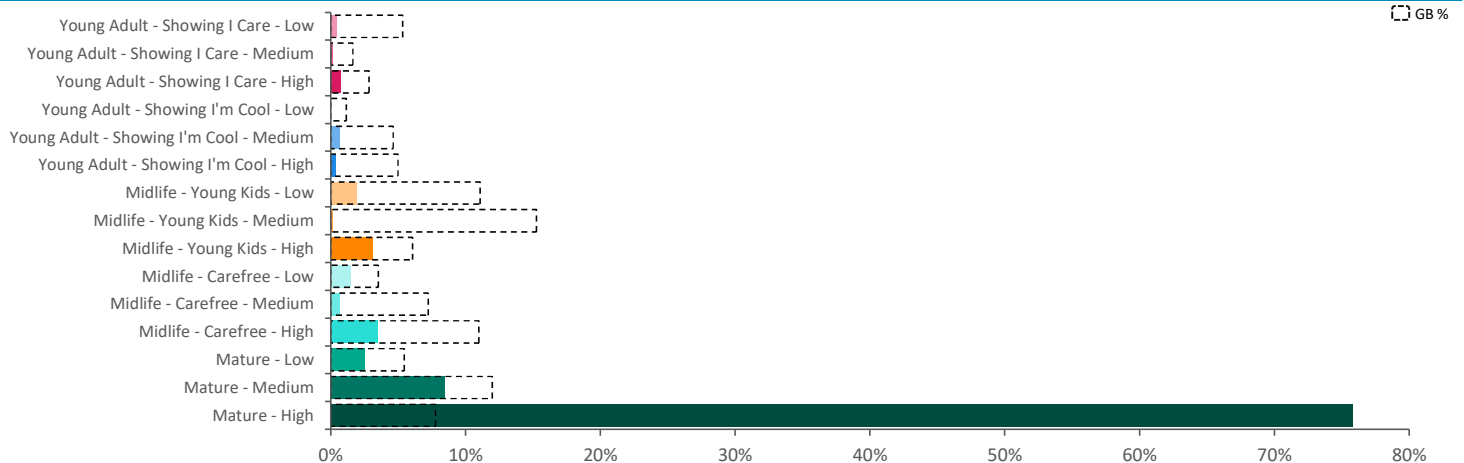
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



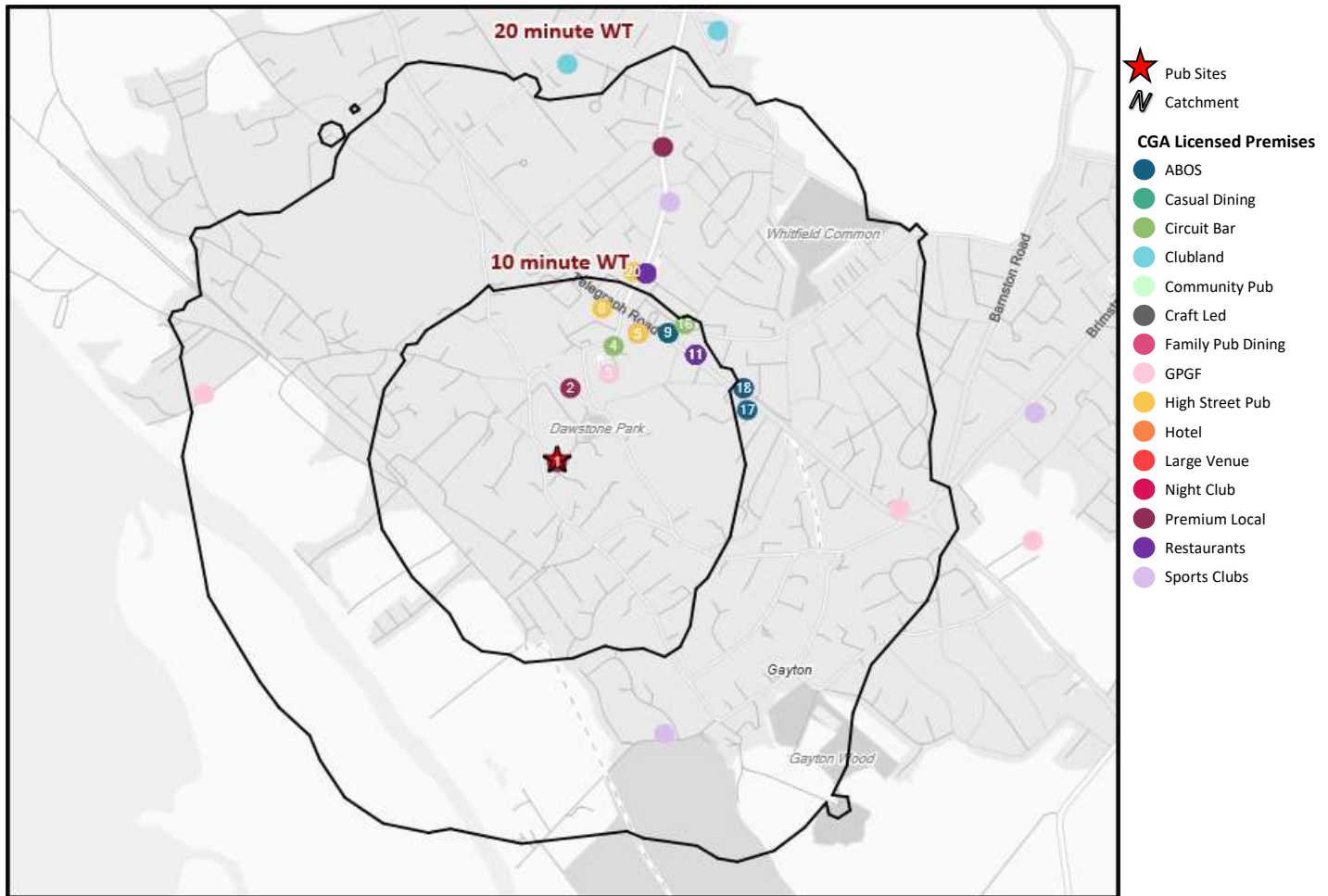
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



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

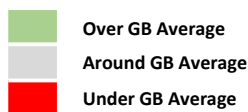
## CGA Summary - Black Horse Hotel Wirral



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Black Horse Hotel	CH60 0DP	Star Pubs & Bars	Premium Local	0.0
2	Dee View Inn	CH60 0DH	Stonegate Pub Company	Premium Local	0.2
3	Jug & Bottle	CH60 4RH	Stange & Co. Ltd	GPGF	0.2
4	Prese Well	CH60 4RE	Wetherspoons GB	Circuit Bar	0.3
5	107 Dining Room	CH60 0AF	Independent Free	Restaurants	0.3
5	Heswall Hall	CH60 0AF	Independent Free	Sports Clubs	0.3
5	Ajs 1920 Tea Rooms & Gatsby Gin Bar	CH60 0AF	Independent Free	High Street Pub	0.3
8	Otto Lounge	CH60 7SE	Loungers	High Street Pub	0.3
9	Paolos Pizzeria	CH60 0AJ	Independent Free	Casual Dining	0.3
9	Suede	CH60 0AJ	Independent Free	ABOS	0.3
11	Attilio	CH60 0AH	Independent Free	Restaurants	0.4
11	Gusto	CH60 0AH	Gusto Restaurants Group Ltd	Restaurants	0.4
11	Silk Rd	CH60 0AH	Silk Rd Tapas restaurants	Restaurants	0.4
11	Franklyn's Bar & Kitchen	CH60 0AH	Independent Free	ABOS	0.4
11	Barton Rouge	CH60 0AH	Independent Free	Restaurants	0.4
16	Johnny Pye	CH60 0DB	Marston's	Circuit Bar	0.4
17	Born Up North	CH60 0AD	Independent Free	ABOS	0.4
18	Burnt Truffle	CH60 0AQ	Independent Free	Restaurants	0.4
18	Stones	CH60 0AQ	Independent Free	ABOS	0.4
20	Paradox	CH60 7RA	Independent Free	High Street Pub	0.4

## Per Pub Analysis - Black Horse Hotel Wirral



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,080	7,116	189,709
Number of Competition Pubs	2	15	184
Adults 18+ per Competition Pub	1,040	474	1,031

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	138	6.7%	65
Circuit Bar	12	0.6%	16
Community Pub	116	5.6%	32
Craft Led	3	0.2%	5
Great Pub Great Food	927	44.6%	232
High Street Pub	87	4.2%	24
Premium Local	795	38.2%	218

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	398	5.6%	55
Circuit Bar	85	1.2%	32
Community Pub	785	11.0%	64
Craft Led	25	0.4%	11
Great Pub Great Food	2,500	35.1%	183
High Street Pub	687	9.6%	56
Premium Local	2,272	31.9%	182

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	10,793	5.7%	56
Circuit Bar	4,196	2.2%	60
Community Pub	35,028	18.5%	106
Craft Led	2,560	1.3%	43
Great Pub Great Food	37,856	20.0%	104
High Street Pub	32,031	16.9%	97
Premium Local	37,341	19.7%	112

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><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, 5.1</p> <p><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, 5.2</p> <p><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, 5.3</p>															
Age Profile	Counts of residents by Age band															
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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 Lifestyle, Energy Levels and Demand.																
Consumer Insight	<table><tr><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what's new</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>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</td><td>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</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></table>	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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"
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Product needs	<table><tr><td><ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><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></td><td><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></td><td><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></td></tr></table>	<ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</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>										
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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 6 categories, 18 groups and 62 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.																