

Catchment Summary - Blue Anchor Southport

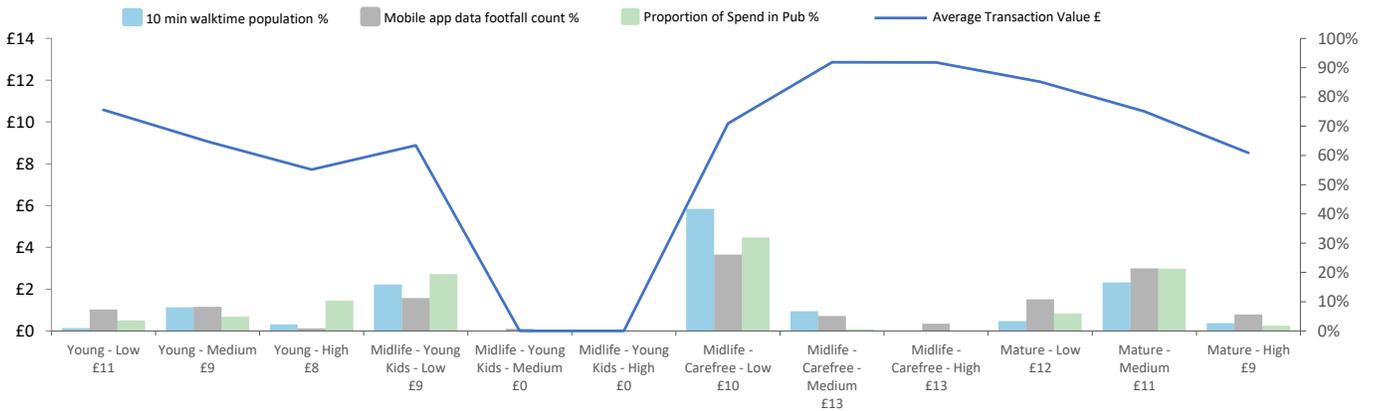
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
552303	Blue Anchor Southport	PR 8 6AB	Star Pubs & Bars	Premium Local	14



- 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 - Blue Anchor Southport



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

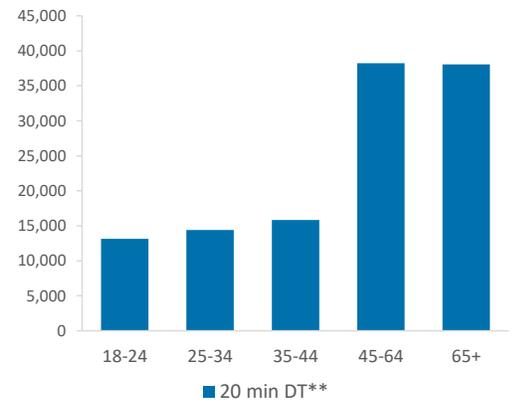
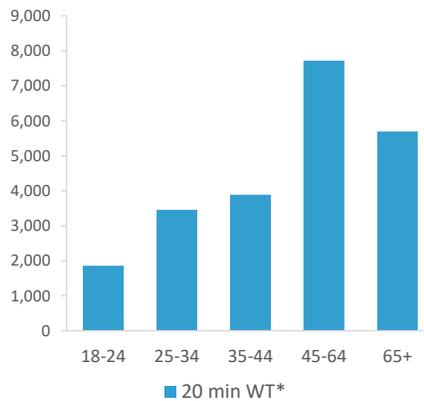
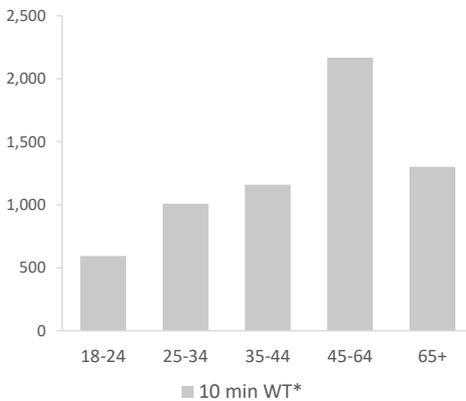
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	7,986	28,335	144,500	149	153	33
Adults 18+	6,230	22,613	119,636	138	148	34
Competition Pubs	3	34	158	17	94	38
Adults 18+ per Competition Pub	2,077	665	757	242	77	88
% Adults Likely to Drink	79.0%	78.4%	79.7%	104	103	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	61.9%	62.3%	38.2%	186	187	115
	Medium	31.4%	30.1%	41.8%	82	79	110
	High	4.9%	5.1%	17.3%	18	19	63

*Affluence does not include Not Private Households

Age Profile	18-24	593	1,861	13,135	91	81	112
	25-34	1,008	3,455	14,387	95	91	75
	35-44	1,160	3,889	15,835	110	104	83
	45-64	2,167	7,717	38,220	106	106	103
	65+	1,302	5,691	38,059	85	105	137



	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	4,026 (50%)	14,060 (50%)	69,211 (48%)	103	101	98
Female	3,960 (50%)	14,275 (50%)	75,289 (52%)	97	99	102
Economic Status (16+)						
Employed: Full-time	2,277 (35%)	7,743 (33%)	35,759 (29%)	103	97	84
Employed: Part-time	916 (14%)	3,125 (13%)	14,461 (12%)	120	113	99
Self employed	621 (10%)	1,998 (9%)	10,376 (8%)	104	93	91
Unemployed	147 (2%)	624 (3%)	2,492 (2%)	83	97	73
Full-time student	122 (2%)	441 (2%)	3,538 (3%)	80	80	121
Retired	1,338 (21%)	5,365 (23%)	36,954 (30%)	95	105	137
Other	1,024 (16%)	3,972 (17%)	19,380 (16%)	91	98	90
Total Worker Count	2,747	14,912	65,461			

See the Glossary page for further information on the above variables

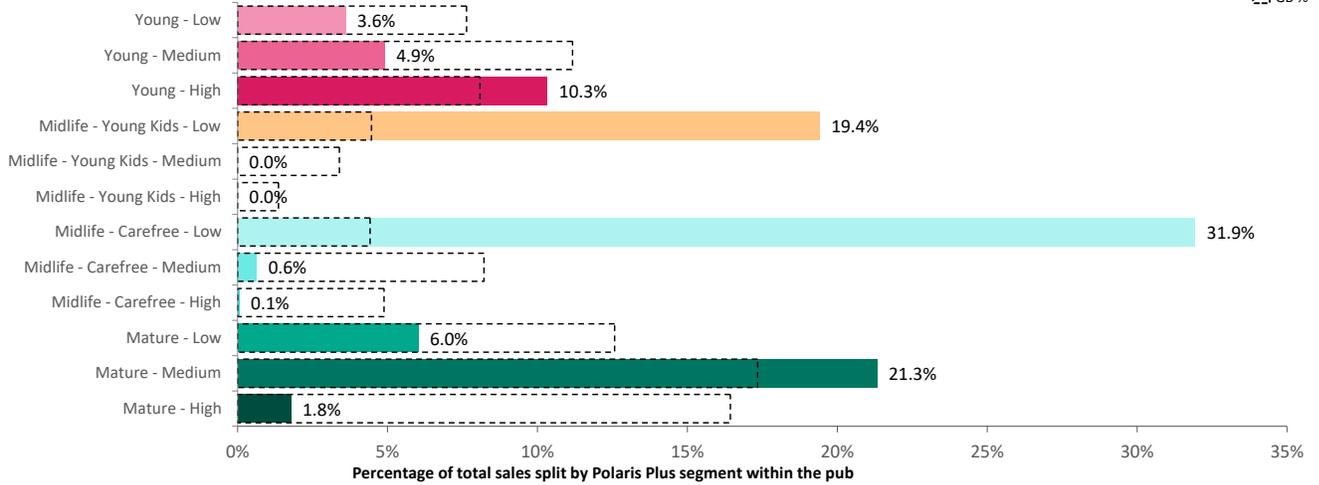
Transactional Data Summary - Blue Anchor Southport



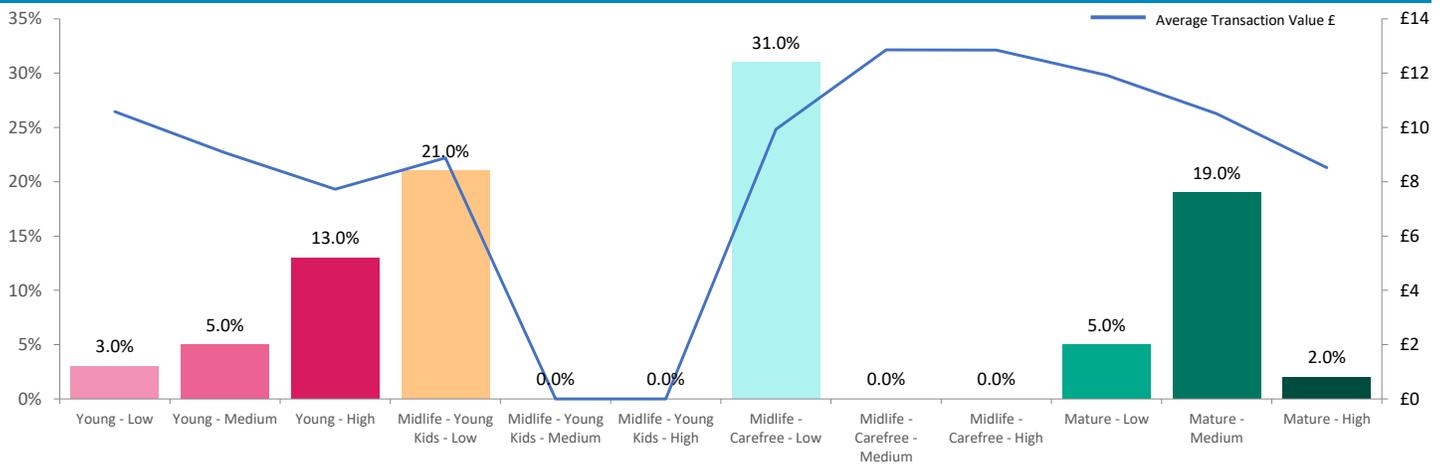
© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris Plus

GB %

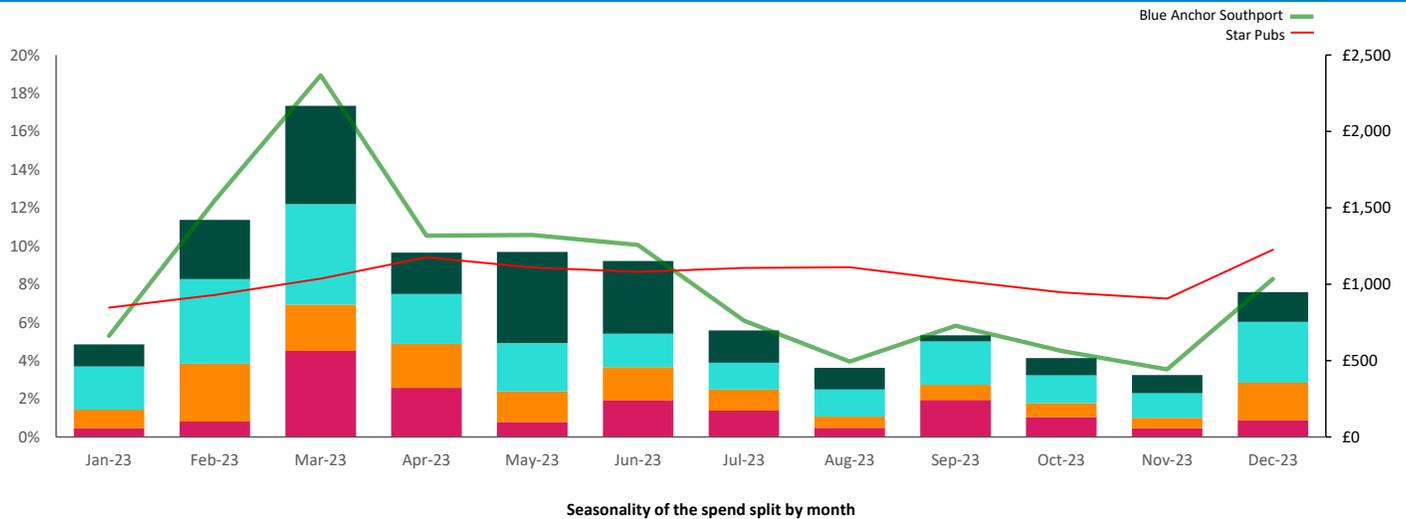


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

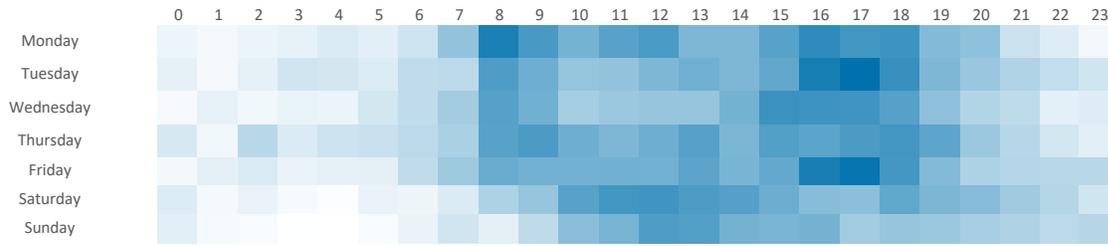


Mobile Data Summary - Blue Anchor Southport



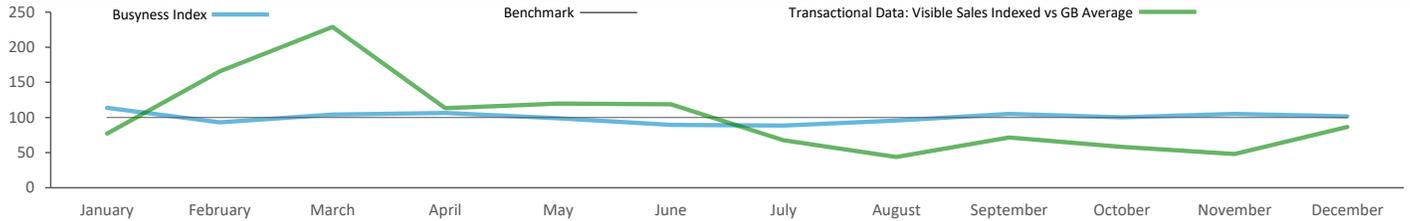
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



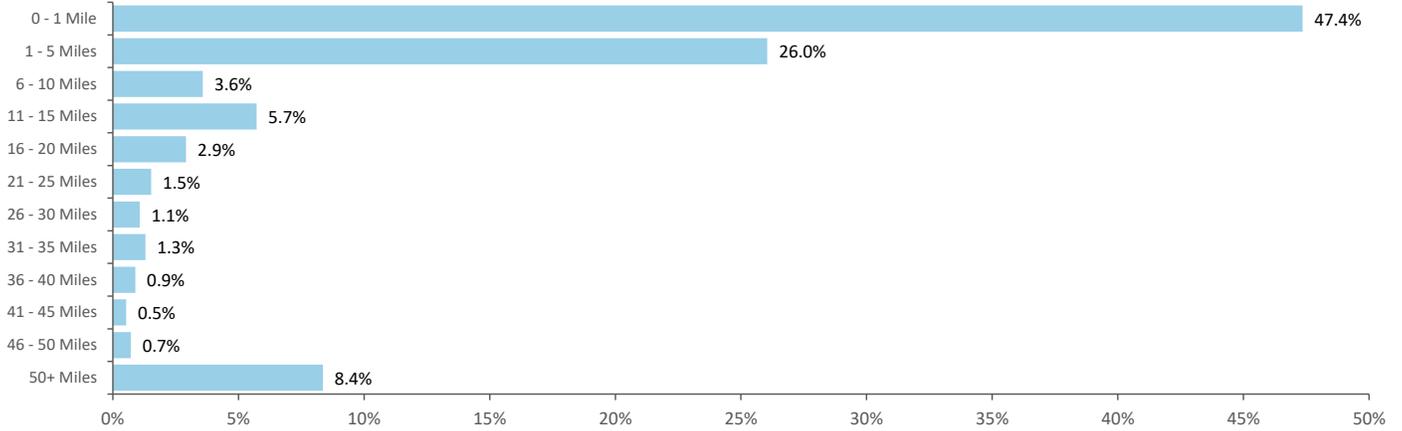
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

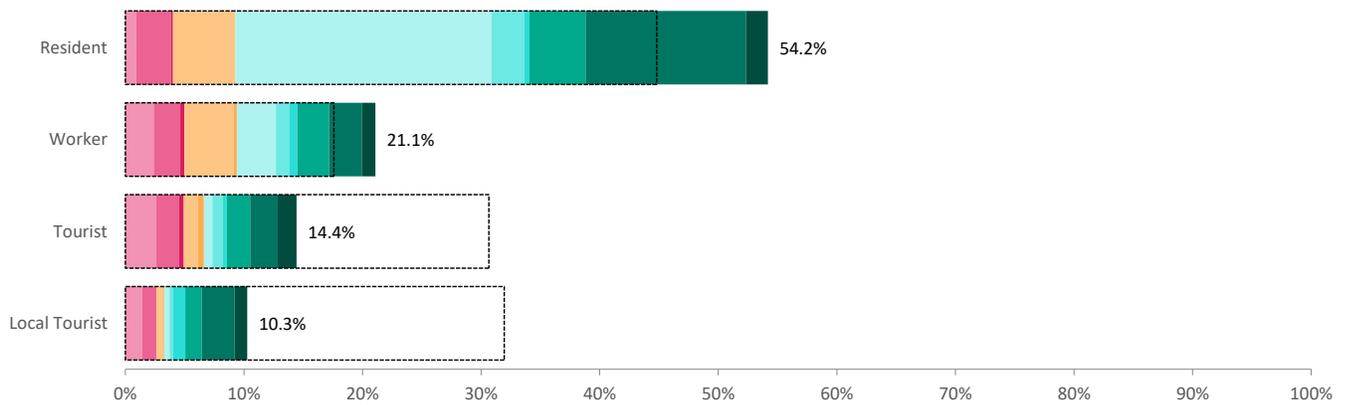
Distance from Home



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

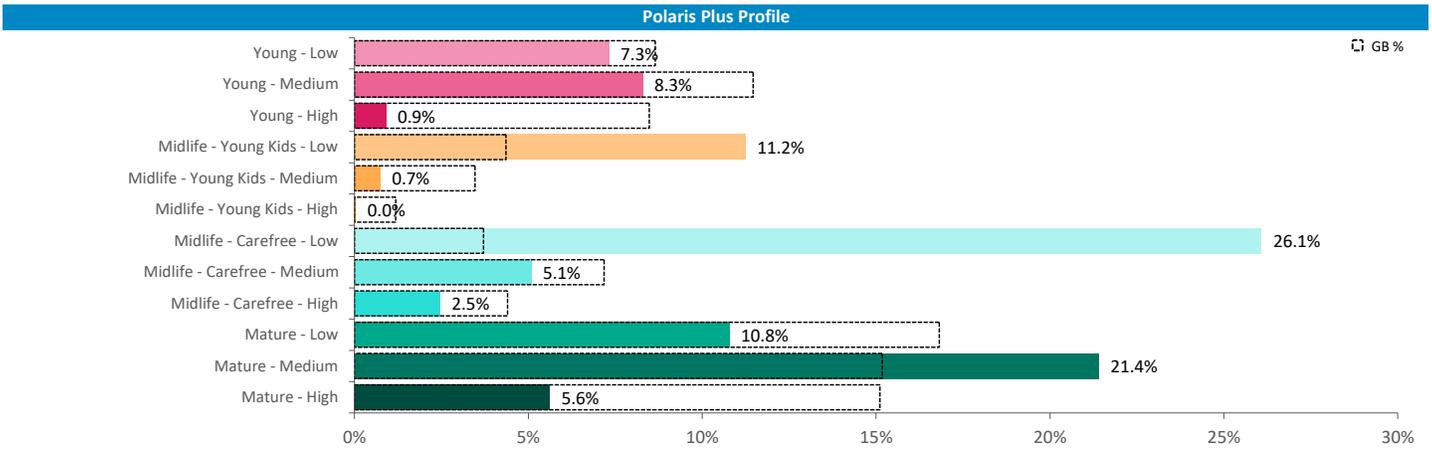


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

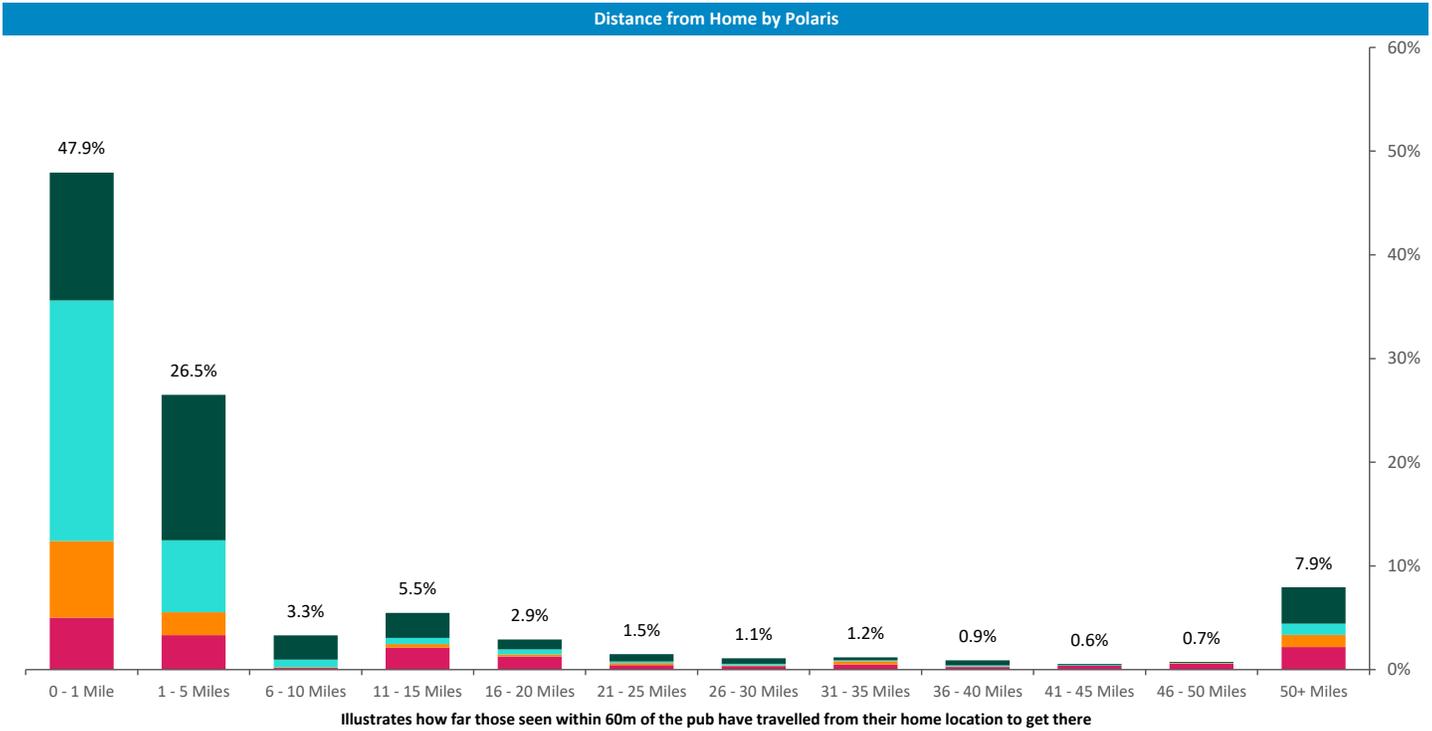
Mobile Data Summary - Blue Anchor Southport



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy, All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf



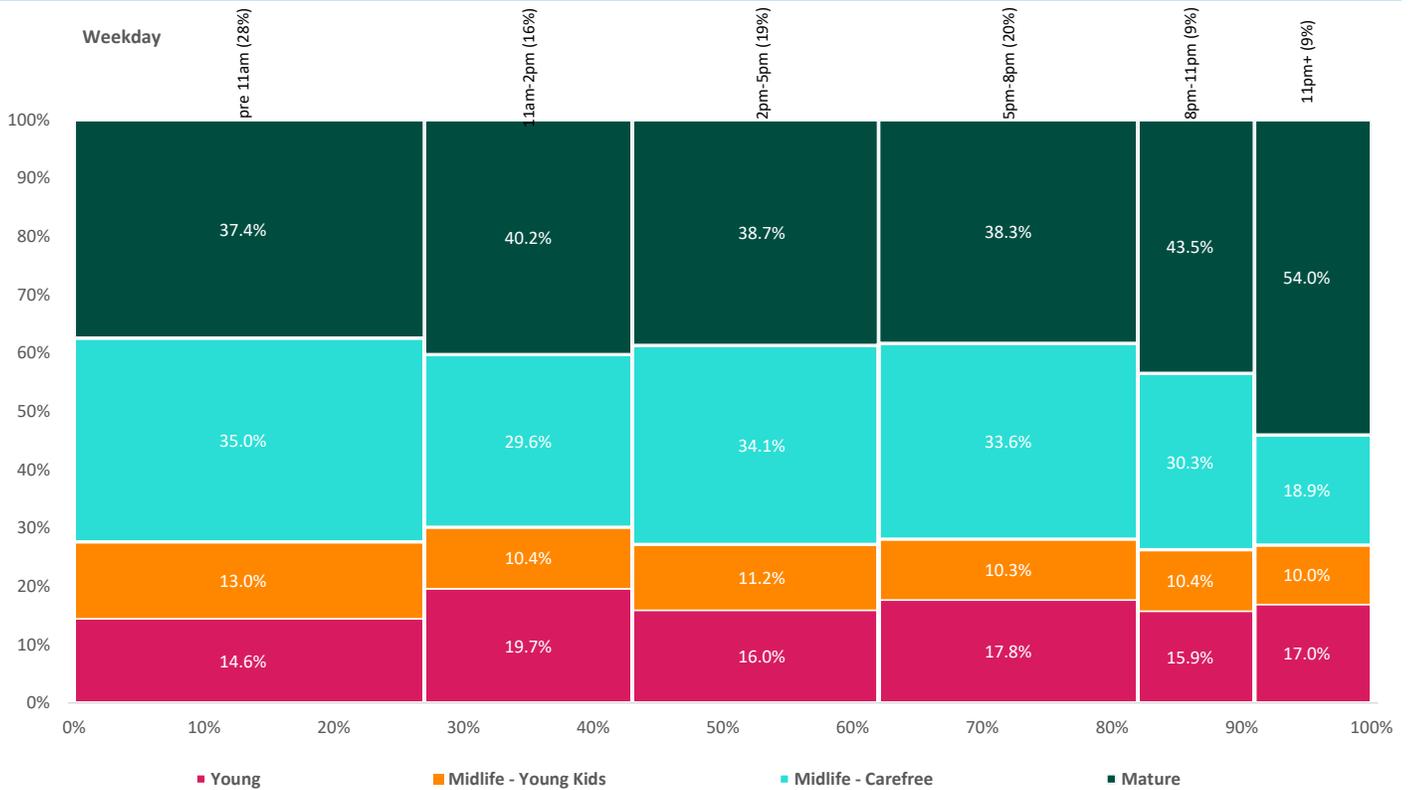
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



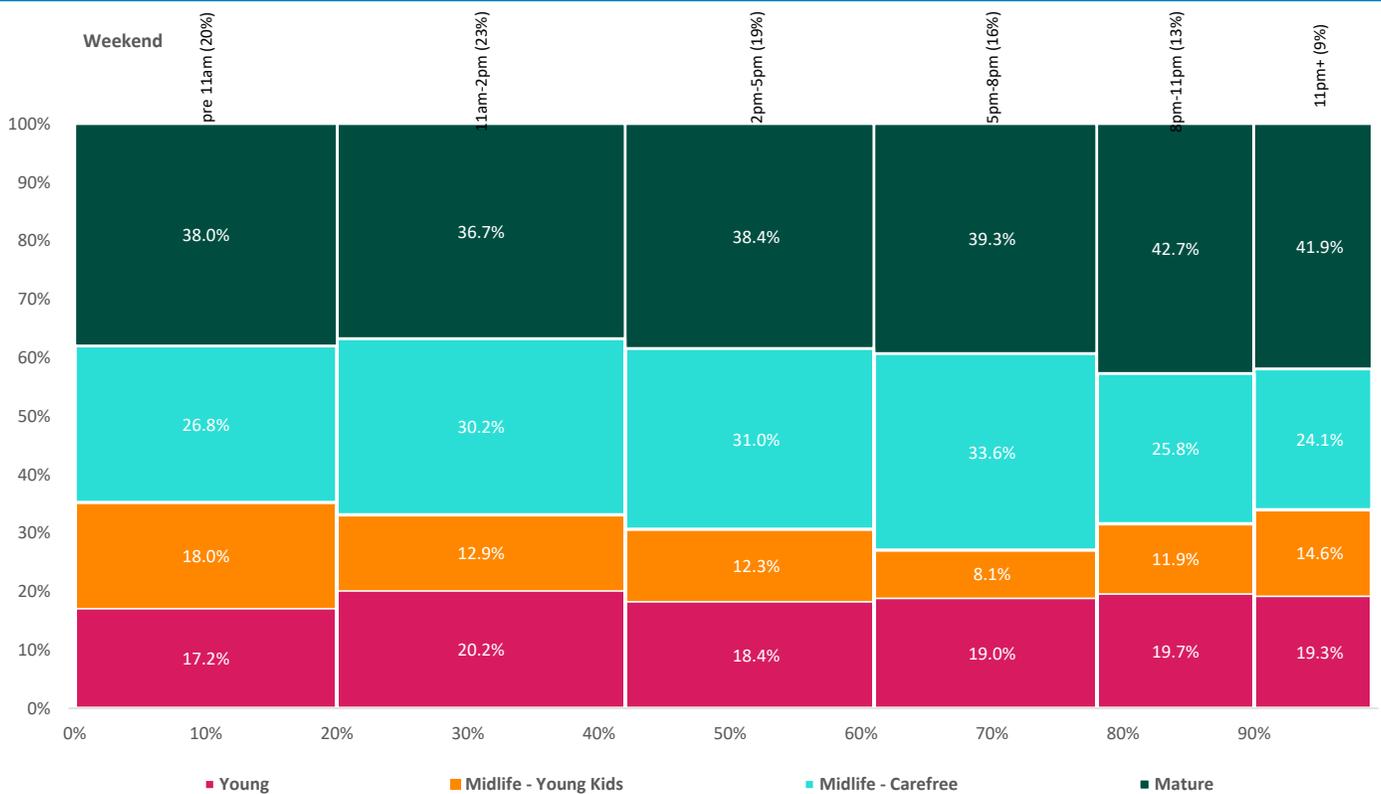
Mobile Data Summary - Blue Anchor Southport

© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy, All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



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

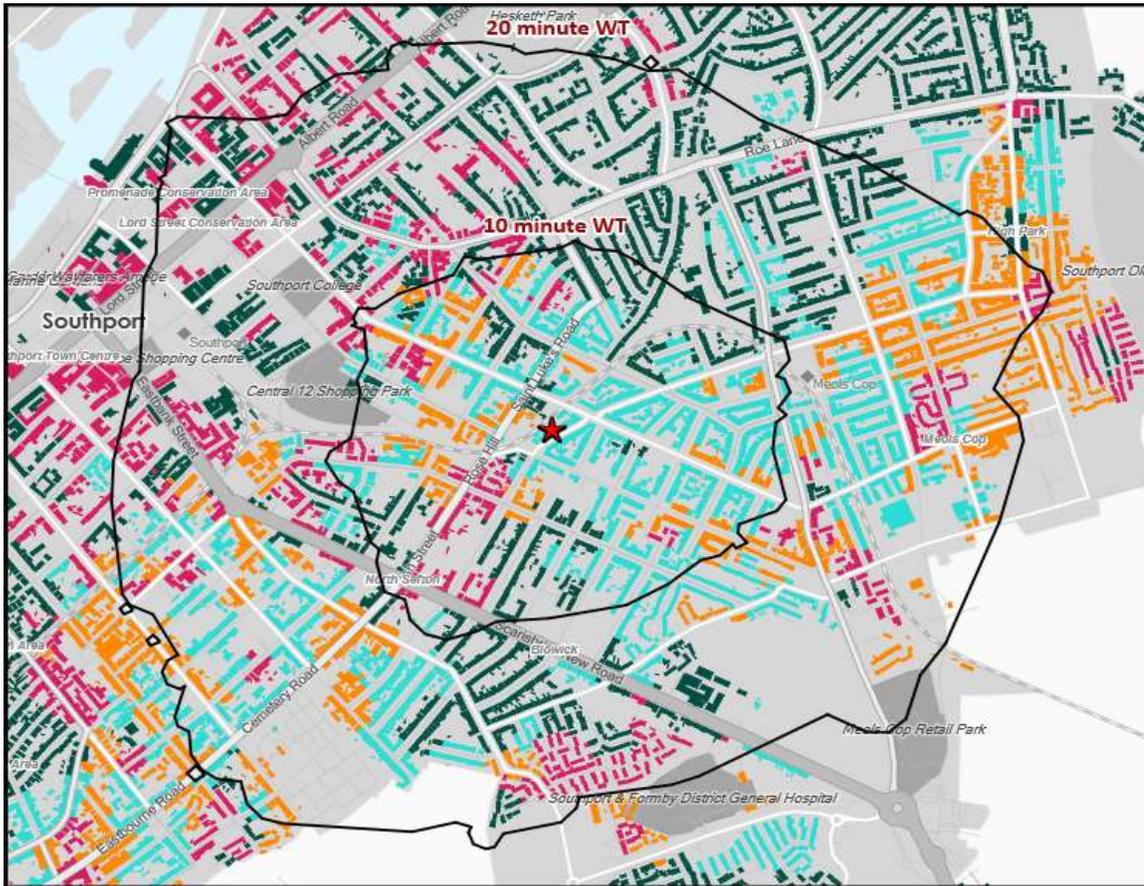


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Blue Anchor Southport



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



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

Polaris Profile by Catchment

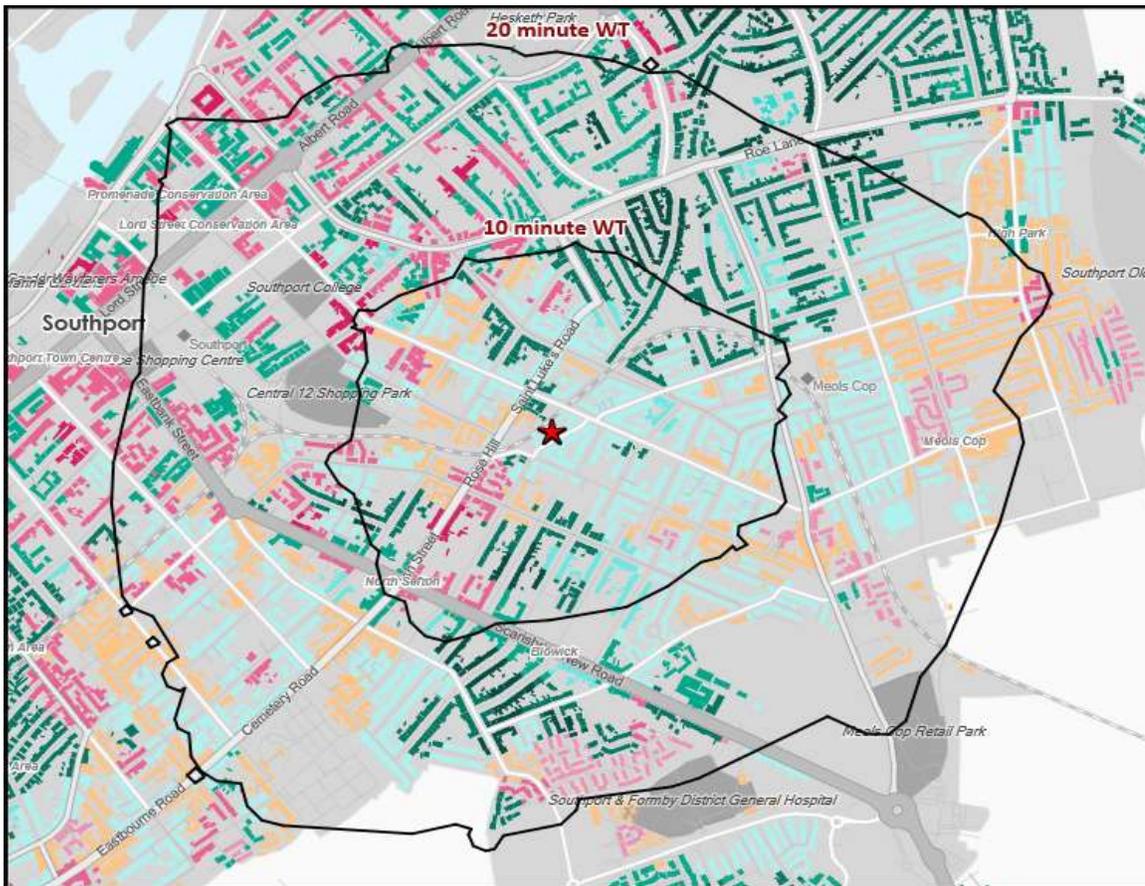
*WT= Walktime, **DT= Drivetime

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	704	4,499	16,475	41	72	50
Midlife - Young Kids	991	3,713	11,506	145	150	88
Midlife - Carefree	3,017	7,088	21,428	306	198	113
Mature	1,411	6,752	67,057	51	67	126
Not Private Households	107	561	3,170	131	189	202
Total	6,230	22,613	119,636			

Polaris Plus Summary - Blue Anchor Southport



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



- ★ Pub Sites
- Ⓜ Catchment
- Polaris Plus Segments**
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

Polaris Plus Profile by Catchment

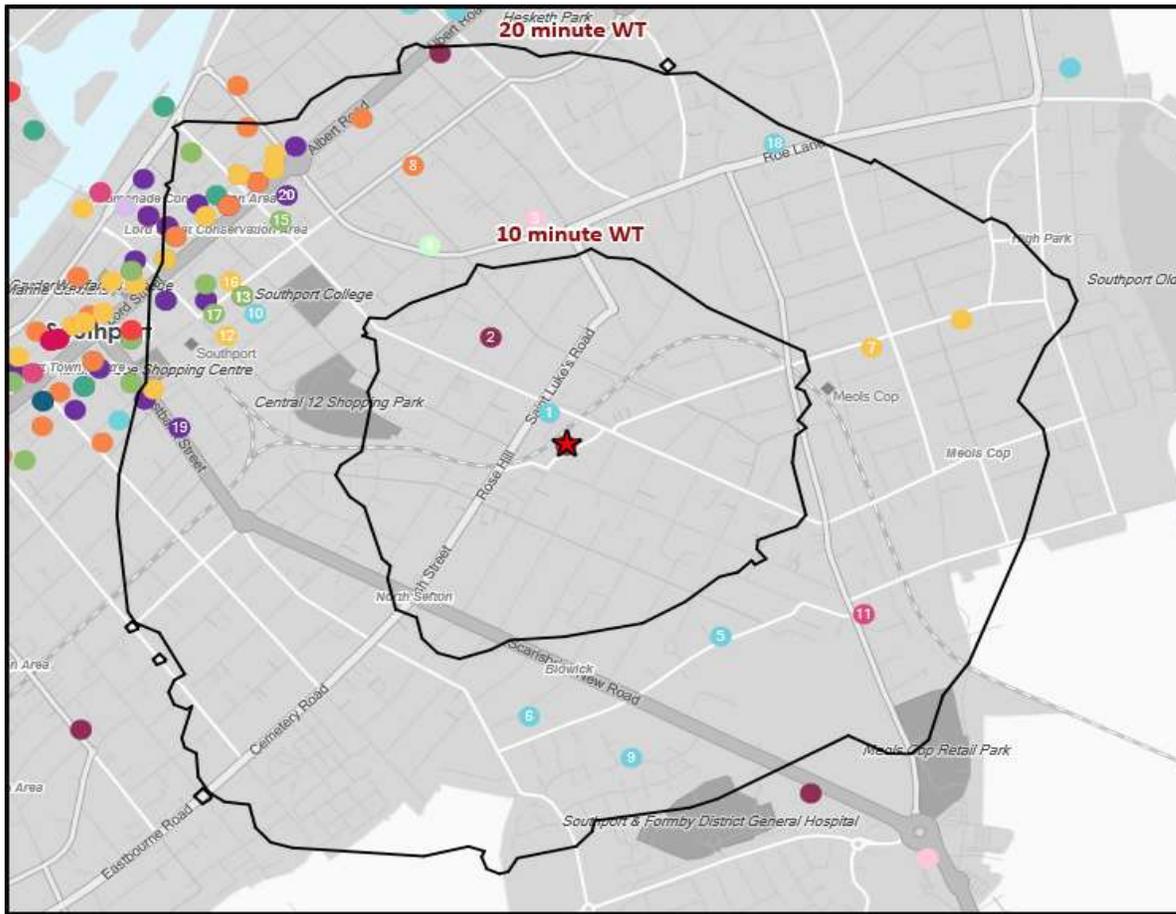
*WT= Walktime, **DT= Drivetime

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**
Young						
Low	62	937	2,669	10	42	23
Medium	503	3,009	11,876	74	121	90
High	139	553	1,930	33	36	24
Midlife - Young Kids						
Low	991	3,713	11,266	290	299	172
Medium	0	0	218	0	0	4
High	0	0	22	0	0	2
Midlife - Carefree						
Low	2,598	6,364	14,699	990	668	292
Medium	419	724	2,260	94	45	26
High	0	0	4,469	0	0	84
Mature						
Low	208	3,075	17,073	24	99	104
Medium	1,035	3,070	35,705	106	87	191
High	168	607	14,279	18	18	80
Not Private Households	107	561	3,170	131	189	202
Total	6,230	22,613	119,636			

CGA Summary - Blue Anchor Southport



© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2023 TomTom



- 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	Blue Anchor	PR 8 6AB	Star Pubs & Bars	Premium Local	0.0
1	Southport Railway Club	PR 9 0SJ	Independent Free	Clubland	0.1
2	Zetland Hotel	PR 9 0RH	Marston's	Premium Local	0.3
3	Mount Pleasant Hotel	PR 9 9BD	Punch Pub Company	GPGF	0.5
4	Cock And Rabbit	PR 9 9BN	*Other Small Retail Groups	Community Pub	0.5
5	Southport Football Club Supporters Social Club	PR 8 6JY	Independent Free	Clubland	0.5
6	Scarisbrick Bowling Club	PR 8 6LG	Independent Free	Clubland	0.5
7	Flight 22	PR 9 7DF	Independent Free	High Street Pub	0.6
8	Balmoral Lodge Hotel	PR 9 9EX	Independent Free	Hotel	0.6
9	Sphynx Lawn Tennis Club	PR 8 6TL	Independent Free	Clubland	0.6
10	Hesketh Casuals Football Sports & Social Club	PR 9 0TL	Independent Free	Clubland	0.6
11	Thatch And Thistle	PR 8 6EF	Star Pubs & Bars	Family Pub Dining	0.6
12	Southport Tavern	PR 9 0TH	*Other Small Retail Groups	High Street Pub	0.7
13	Little Theatre	PR 9 0PA	Independent Free	Large Venue	0.7
13	Reuters	PR 9 0PA	Punch Pub Company	Circuit Bar	0.7
15	Guest House	PR 9 0QE	Star Pubs & Bars	Circuit Bar	0.7
16	Hoghton Coffee Lounge	PR 9 0NS	Independent Free	High Street Pub	0.7
17	Monument	PR 9 0TF	Trust Inns Limited	Circuit Bar	0.7
18	Rookery Club	PR 9 7HR	Independent Free	Clubland	0.7
19	Gourmet House	PR 8 1DG	Independent Free	Restaurants	0.7
20	Punch Tarmey's	PR 9 0QG	Mikhail Hotels And Leisure Holdings Ltd	Circuit Bar	0.7

Per Pub Analysis - Blue Anchor Southport



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,230	22,613	119,636
Number of Competition Pubs	3	34	158
Adults 18+ per Competition Pub	2,077	665	757

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	157	2.5%	31
Circuit Bar	0	80	1.3%	32
Community Pub	0	983	15.8%	83
Craft Led	0	99	1.6%	46
Great Pub Great Food	0	400	6.4%	36
High Street Pub	0	940	15.1%	82
Premium Local	2	446	7.2%	43

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	853	3.8%	47
Circuit Bar	7	682	3.0%	74
Community Pub	1	4,940	21.8%	114
Craft Led	0	576	2.5%	74
Great Pub Great Food	1	1,539	6.8%	38
High Street Pub	13	4,595	20.3%	110
Premium Local	3	1,780	7.9%	48

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	4,355	3.6%	45
Circuit Bar	22	2,953	2.5%	61
Community Pub	1	26,976	22.5%	118
Craft Led	0	2,192	1.8%	53
Great Pub Great Food	17	18,038	15.1%	85
High Street Pub	36	25,198	21.1%	114
Premium Local	22	19,796	16.5%	100

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.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>																																					
Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																																					
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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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																												