

Catchment Summary - Plough Blackpool



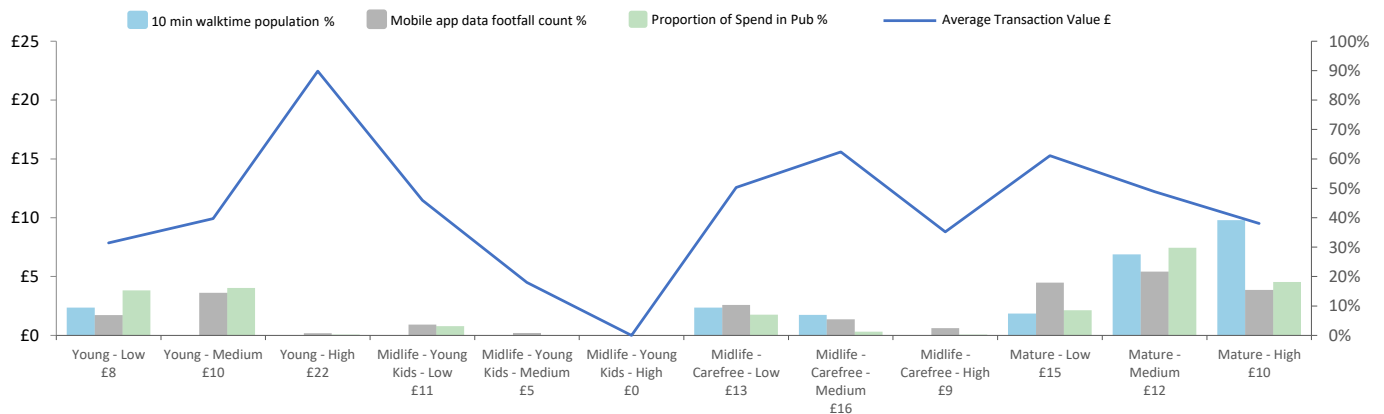
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Ship To	Name	Postcode	Operator	Segment	Sparsity
562690	Plough Blackpool	FY 3 OBX	Star Pubs & Bars	Family Pub Dining	12



- ★ 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 - Plough Blackpool

	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**

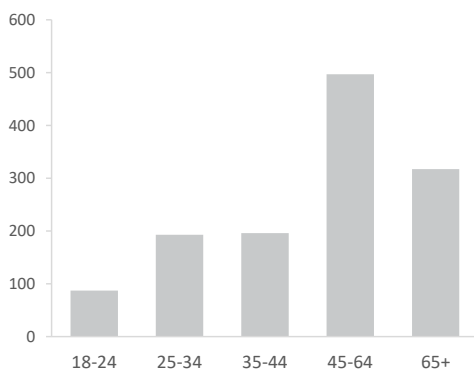
Population	1,689	2,192	274,426	31	12	62
Adults 18+	1,290	1,707	223,648	29	11	64
Competition Pubs	1	3	295	6	8	71
Adults 18+ per Competition Pub	1,290	569	758	150	66	88
% Adults Likely to Drink	79.3%	79.3%	77.9%	104	104	102

Population & Adults 18+ index is based on all pubs

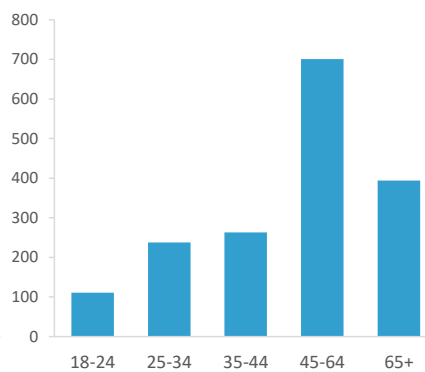
Affluence	Low	26.4%	26.1%	44.3%	79	79	133
	Medium	34.5%	39.3%	42.1%	90	103	110
	High	39.1%	34.6%	11.6%	143	127	43

*Affluence does not include Not Private Households

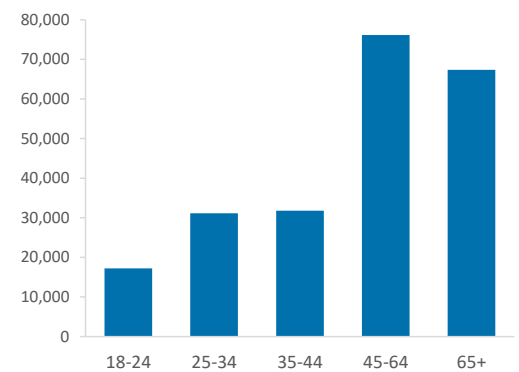
Age Profile	18-24	87	111	17,204	63	62	77
	25-34	193	238	31,148	86	81	85
	35-44	196	263	31,774	88	91	87
	45-64	497	701	76,172	115	124	108
	65+	317	394	67,350	98	94	128



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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	813 (48%)	1,051 (48%)	134,935 (49%)	98	98	100
	Female	876 (52%)	1,141 (52%)	139,491 (51%)	102	102	100

Economic Status (16+)	Employed: Full-time	481 (36%)	646 (37%)	68,415 (30%)	105	107	86
	Employed: Part-time	188 (14%)	248 (14%)	27,438 (12%)	119	119	101
	Self employed	132 (10%)	173 (10%)	19,736 (9%)	108	107	93
	Unemployed	32 (2%)	41 (2%)	6,529 (3%)	87	84	103
	Full-time student	21 (2%)	34 (2%)	4,239 (2%)	66	81	78
	Retired	305 (23%)	393 (22%)	65,425 (28%)	105	102	130
	Other	171 (13%)	223 (13%)	38,010 (17%)	74	73	95

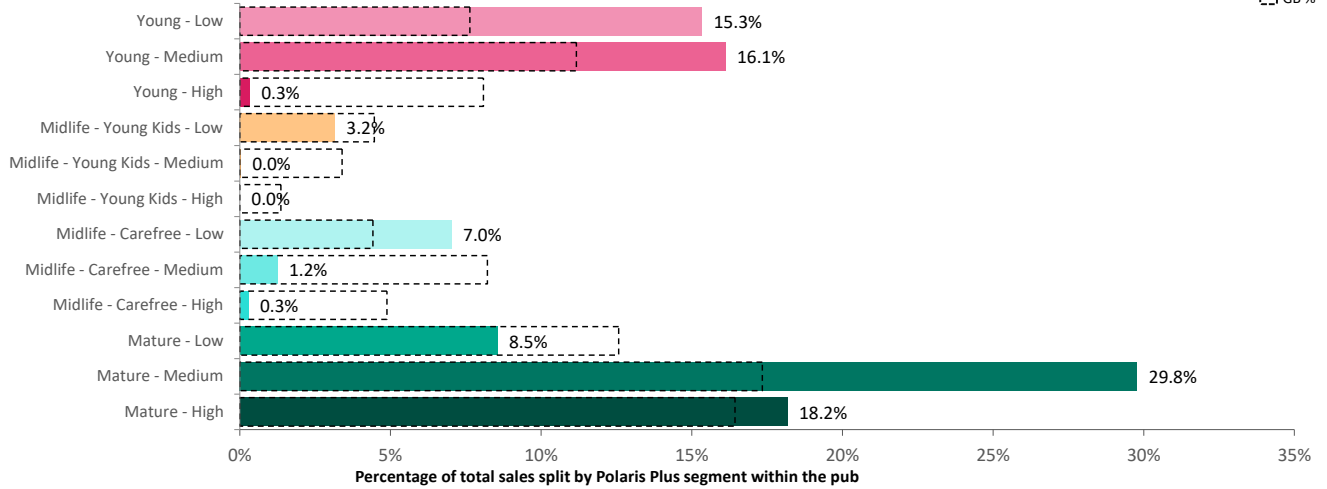
Total Worker Count	54	272	168,811
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See the Glossary page for further information on the above variables

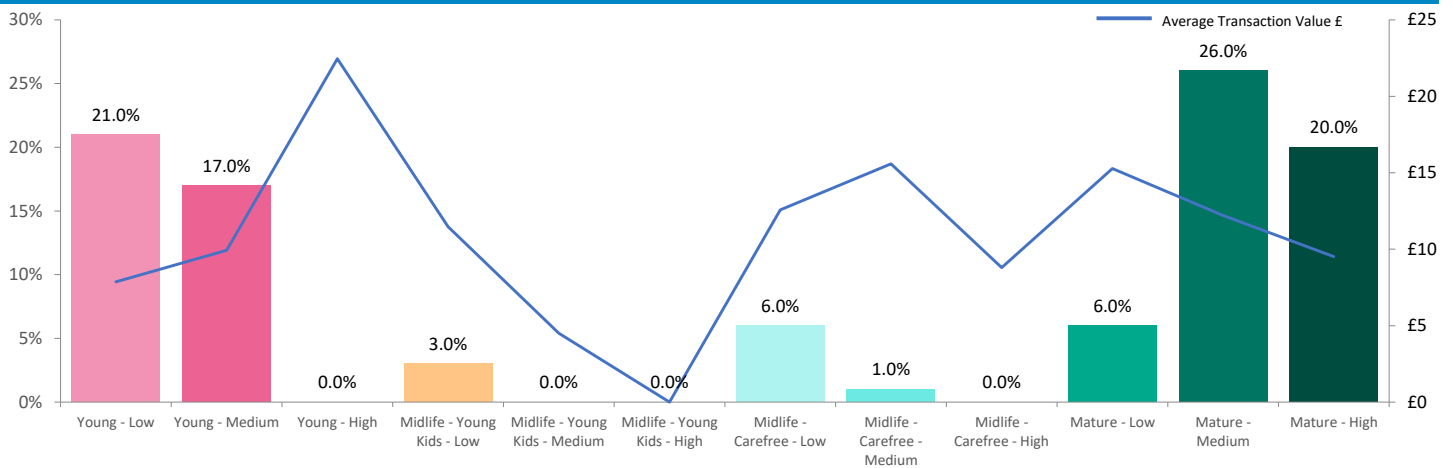
Transactional Data Summary - Plough Blackpool

Spend by Polaris Plus

GB %

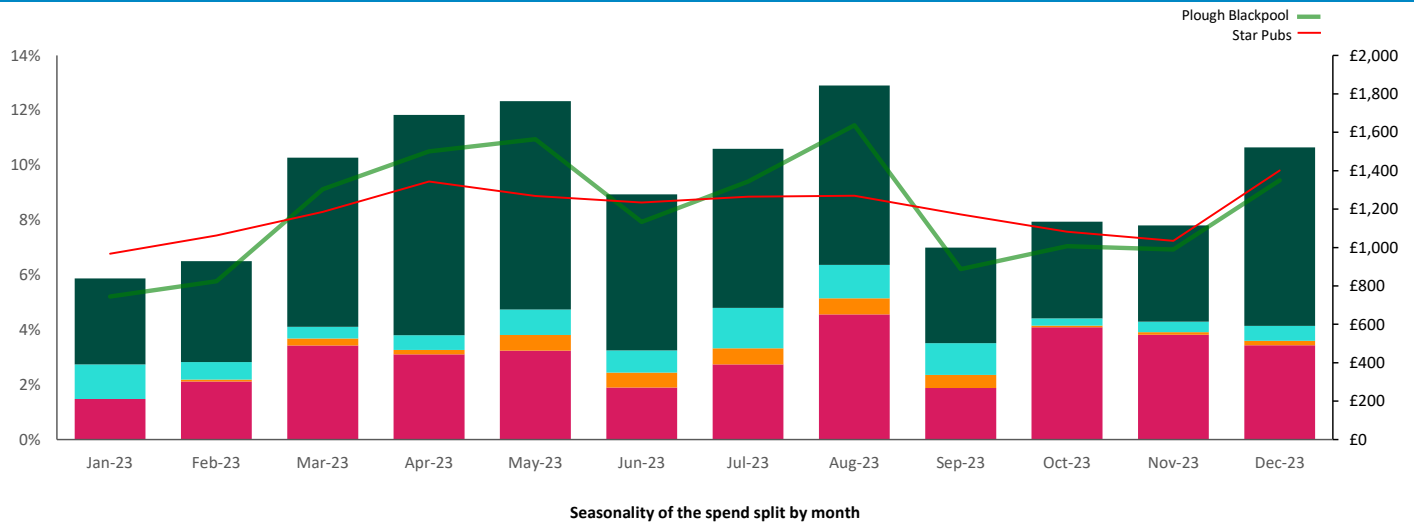


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

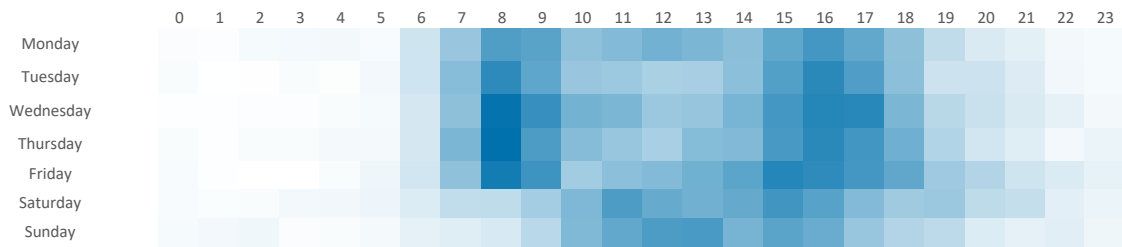


Mobile Data Summary - Plough Blackpool



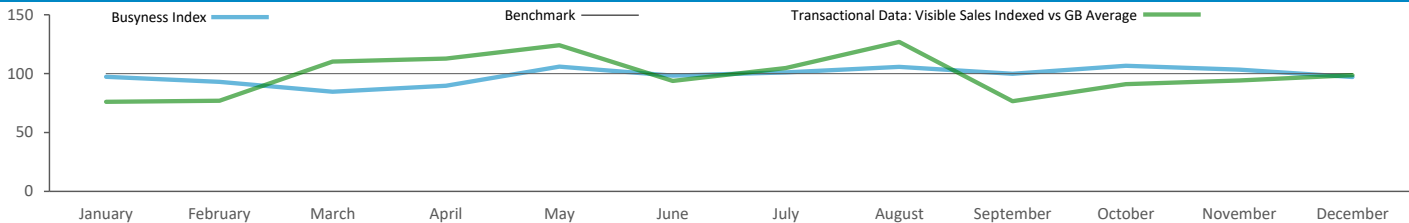
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Time of Day/Day of Week



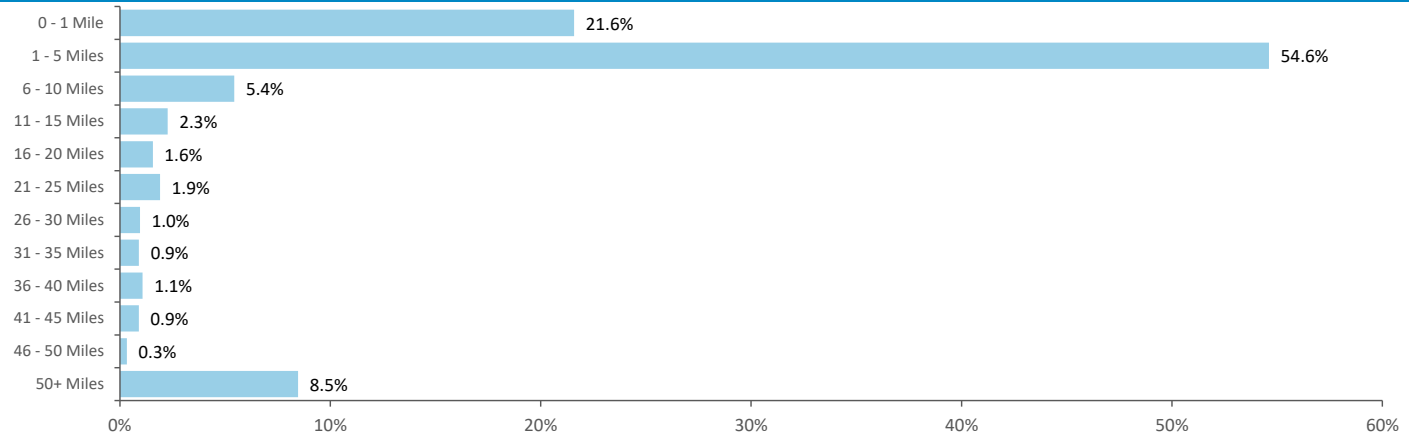
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

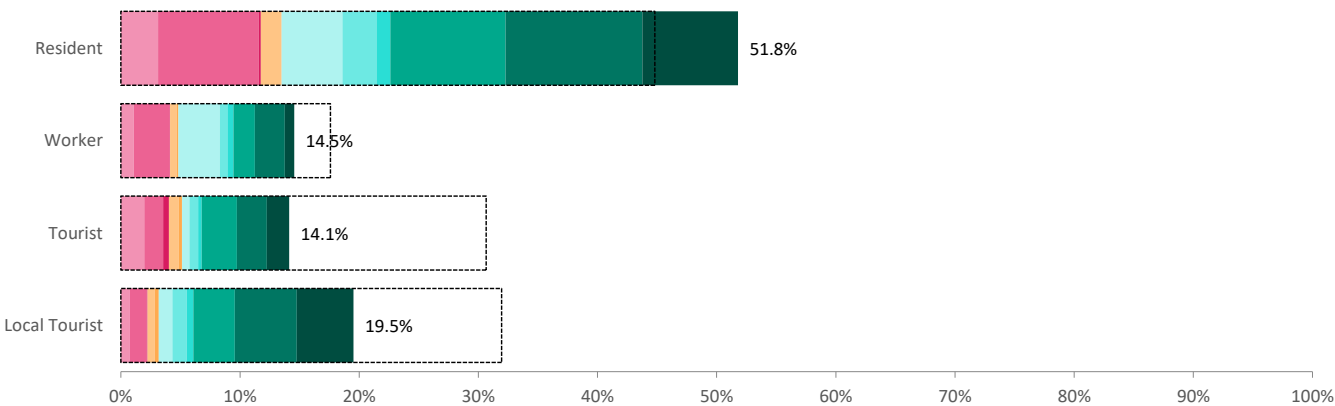
Distance from Home



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

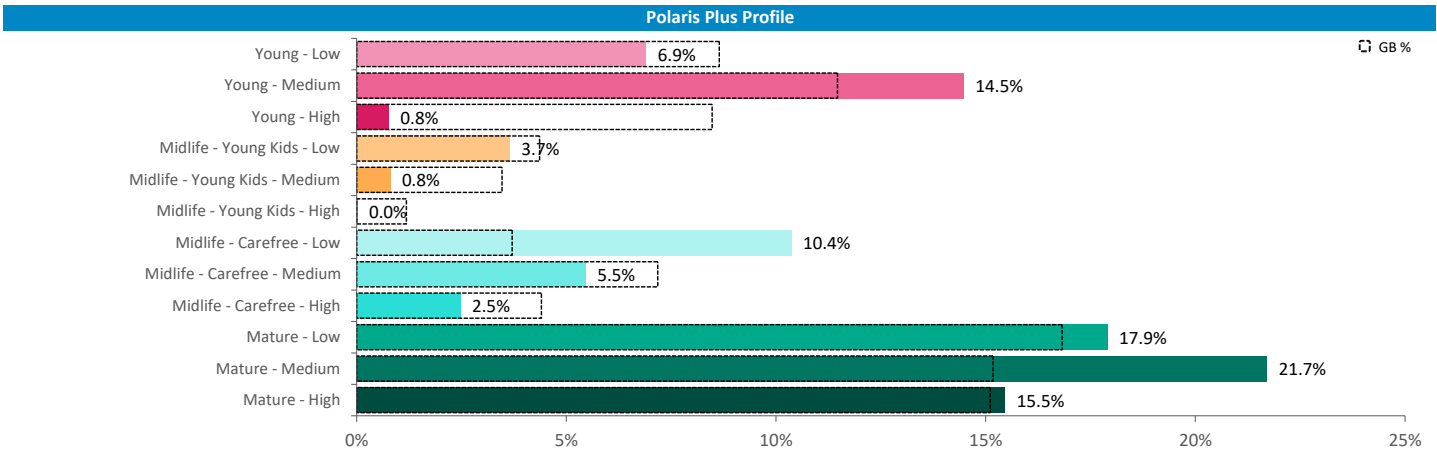


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

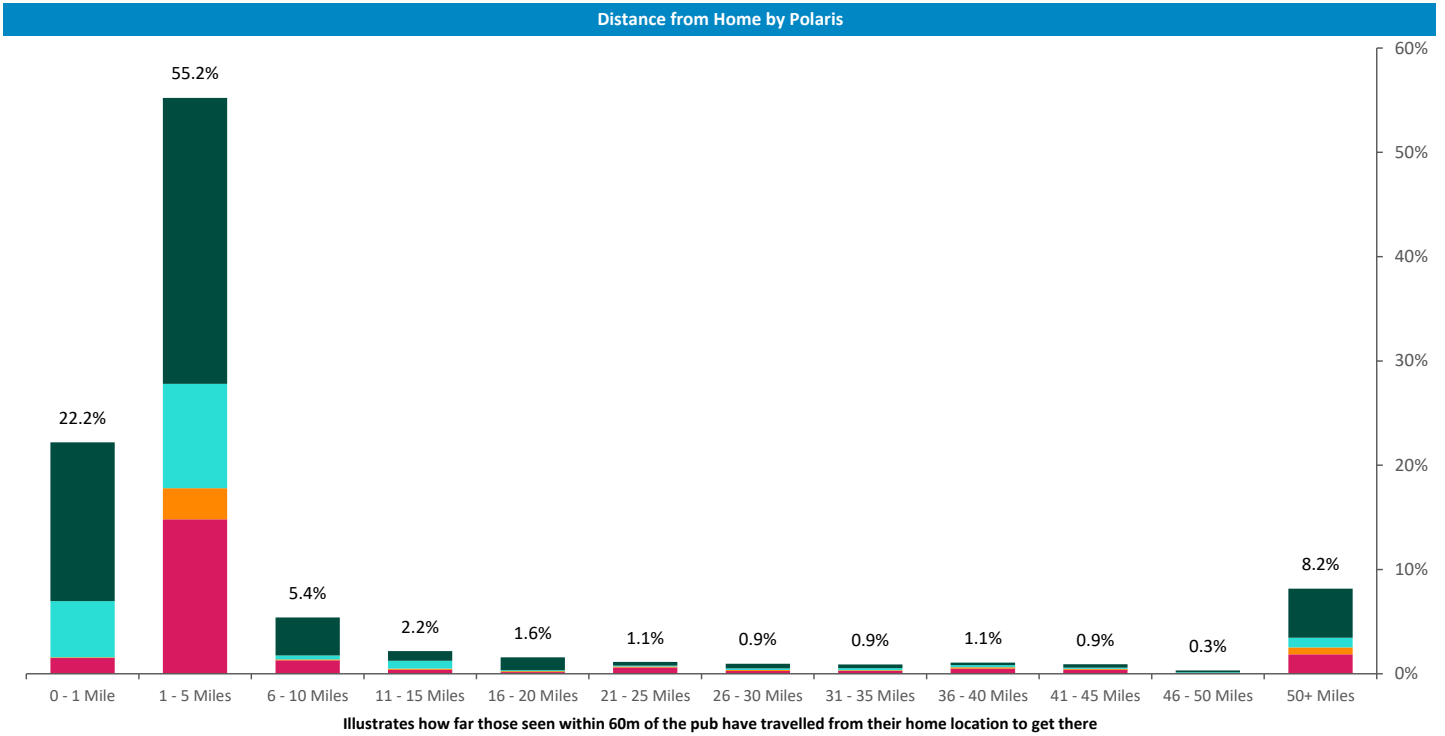
Mobile Data Summary - Plough Blackpool



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

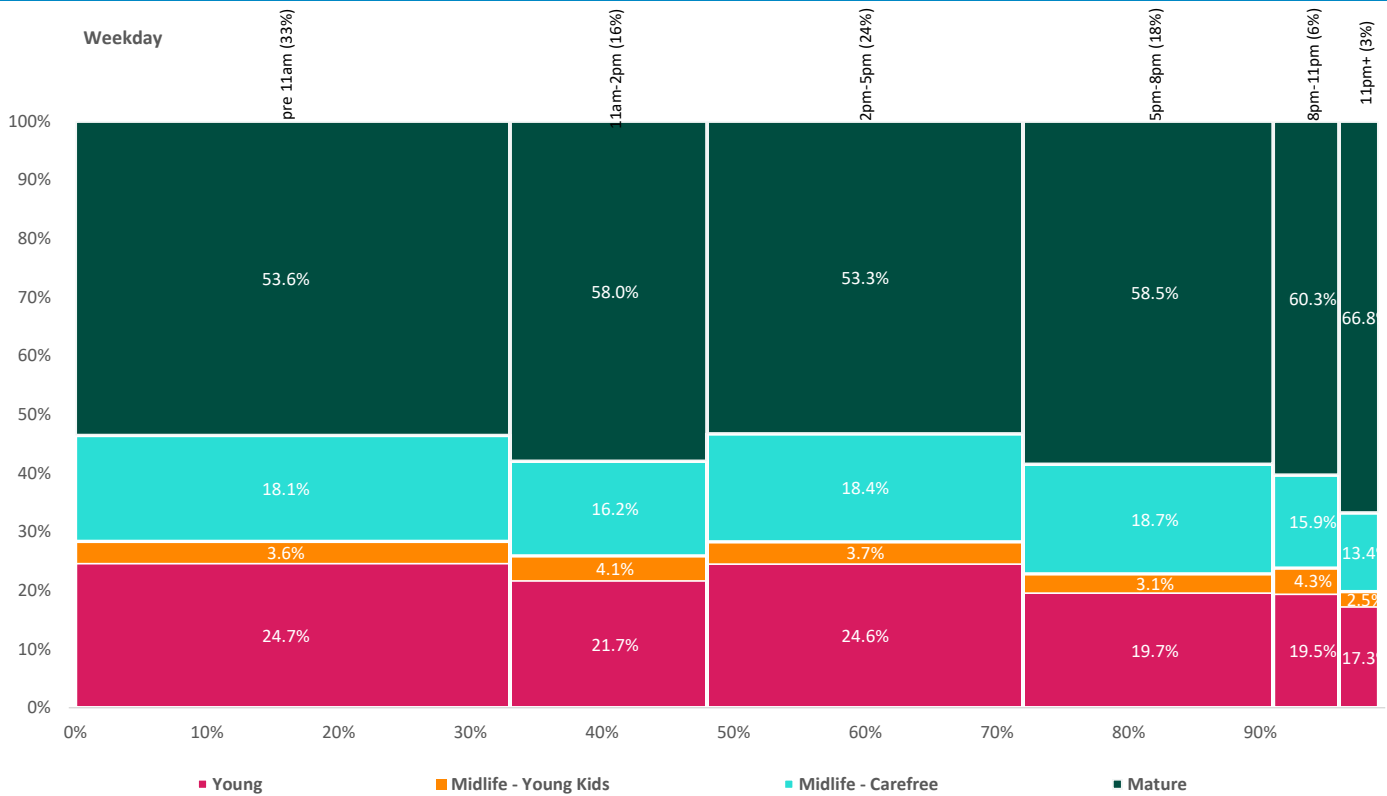


Mobile Data Summary - Plough Blackpool

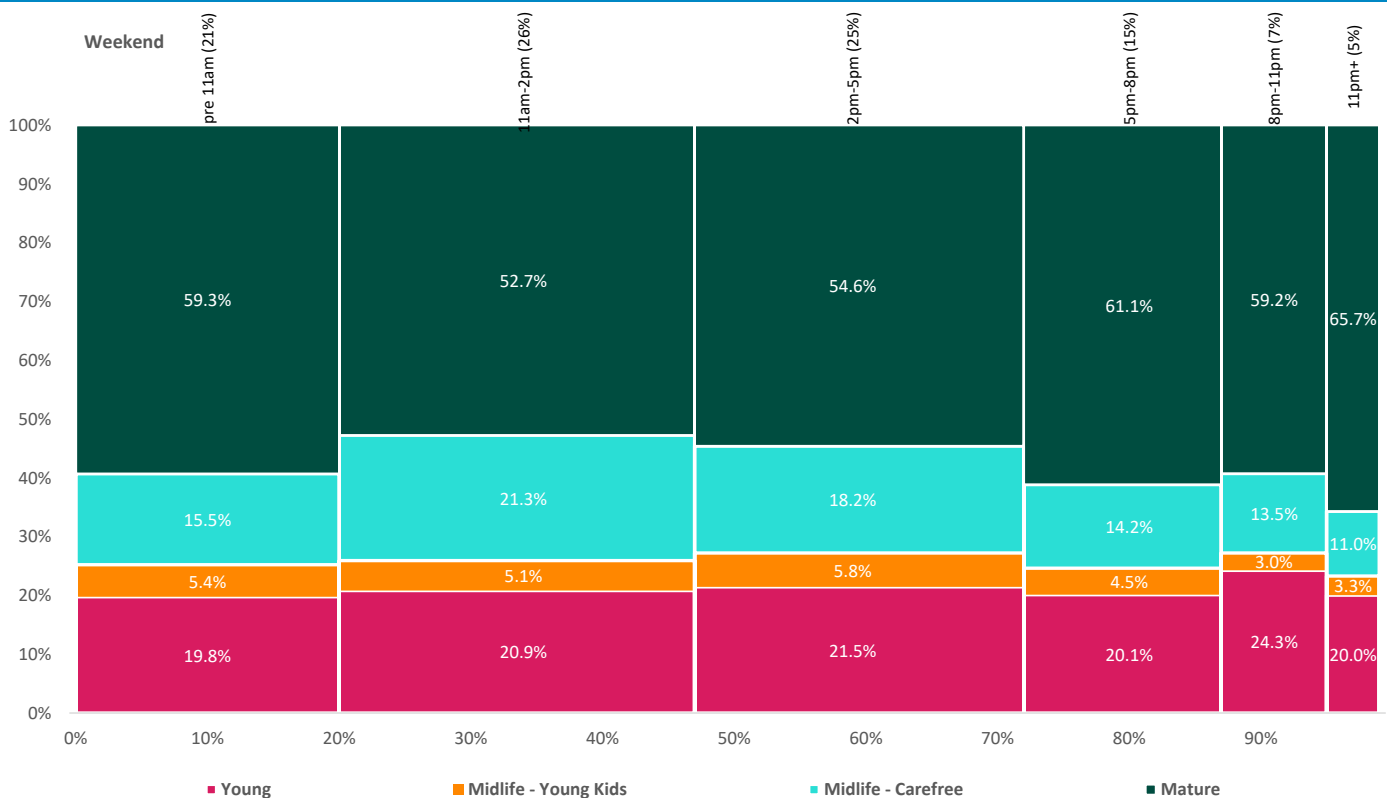


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Plough Blackpool



- ★ 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	122	288	59,178	34	61	96
Midlife - Young Kids	0	0	19,512	0	0	80
Midlife - Carefree	212	238	34,085	104	88	96
Mature	956	1,181	106,320	167	156	107
Not Private Households	0	0	4,553	0	0	155
Total	1,290	1,707	223,648			

Polaris Plus Summary - Plough Blackpool

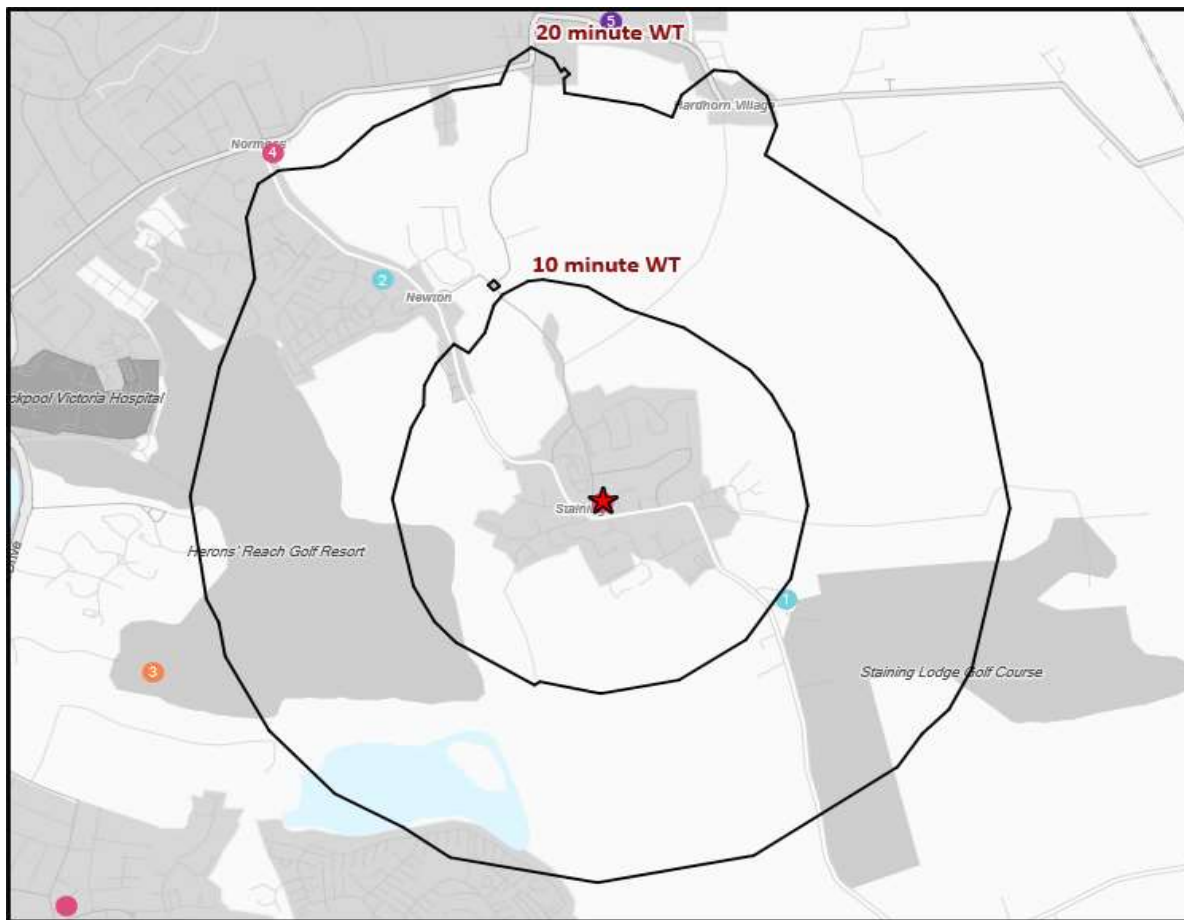


Polaris Plus Profile by Catchment

*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	122	167	17,635	96	100	80
Medium	0	121	40,321	0	65	164
High	0	0	1,222	0	0	8
Midlife - Young Kids						
Low	0	0	18,446	0	0	150
Medium	0	0	1,066	0	0	11
High	0	0	0	0	0	0
Midlife - Carefree						
Low	122	122	21,481	224	170	228
Medium	90	116	7,496	97	95	47
High	0	0	5,108	0	0	51
Mature						
Low	96	157	41,498	54	67	135
Medium	355	434	45,203	176	162	129
High	505	590	19,619	261	231	59
Not Private Households	0	0	4,553	0	0	155
Total	1,290	1,707	223,648			

CGA Summary - Plough Blackpool

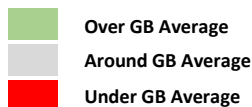


- Pub Sites
 Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Plough	FY 3 0BX	Star Pubs & Bars	Family Pub Dining	0.0
1	Staining Lodge Golf Course	FY 3 0DE	Independent Free	Clubland	0.4
2	Parkintons Holiday Centre	FY 3 0AX	Independent Free	Clubland	0.6
3	Village	FY 3 8LL	KSL Capital Partners	Hotel	0.9
4	Newton Arms	FY 3 0AJ	Mitchells & Butlers	Family Pub Dining	0.9
5	Miller & Carter	FY 6 8DF	Mitchells & Butlers	Restaurants	1.0
6	Toby Carvery	FY 4 4UT	Mitchells & Butlers	Family Pub Dining	1.1

Per Pub Analysis - Plough Blackpool



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,290	1,707	223,648
Number of Competition Pubs	1	3	295
Adults 18+ per Competition Pub	1,290	569	758

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	48	3.7%	46
Circuit Bar	0	22	1.7%	43
Community Pub	0	183	14.2%	74
Craft Led	0	6	0.5%	14
Great Pub Great Food	0	319	24.7%	140
High Street Pub	0	180	14.0%	76
Premium Local	0	320	24.8%	150

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	78	4.6%	57
Circuit Bar	0	46	2.7%	66
Community Pub	0	259	15.2%	79
Craft Led	0	26	1.5%	44
Great Pub Great Food	0	394	23.1%	130
High Street Pub	0	261	15.3%	83
Premium Local	0	405	23.7%	144

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	10,743	4.8%	60
Circuit Bar	20	9,937	4.4%	110
Community Pub	27	52,908	23.7%	124
Craft Led	0	7,000	3.1%	91
Great Pub Great Food	9	26,969	12.1%	68
High Street Pub	73	50,400	22.5%	122
Premium Local	27	32,161	14.4%	87

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	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. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
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><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</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>"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> - 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> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer	Tastes great Good quality - Helps me feel good Enjoyable 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			
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