

Catchment Summary - Rose & Crown Chorley



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

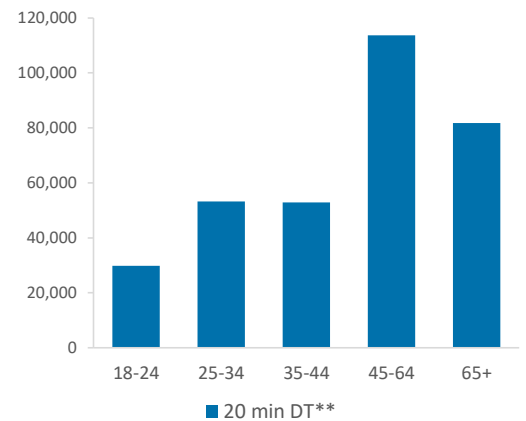
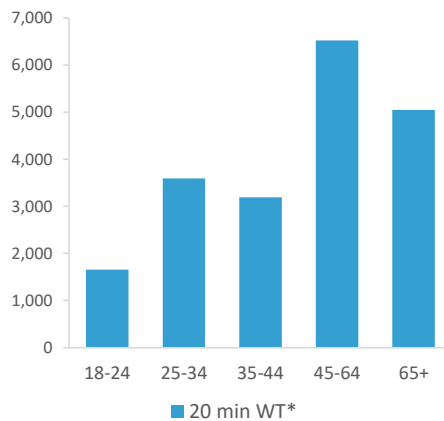
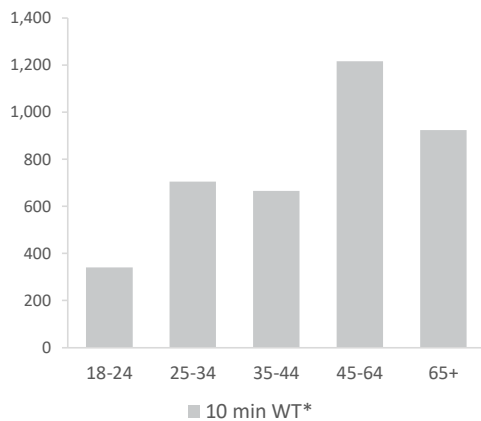
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,721	25,417	422,852	89	175	111
Adults 18+	3,852	20,017	331,297	89	112	111
Competition Pubs	30	47	435	200	147	120
Adults 18+ per Competition Pub	128	426	762	16	52	92
% Adults Likely to Drink	82.5%	81.9%	82.4%	100	99	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	9.0%	26.6%	20.5%	35	104	80
	Medium	67.8%	59.0%	43.4%	172	150	110
	High	21.3%	14.0%	34.4%	63	42	103

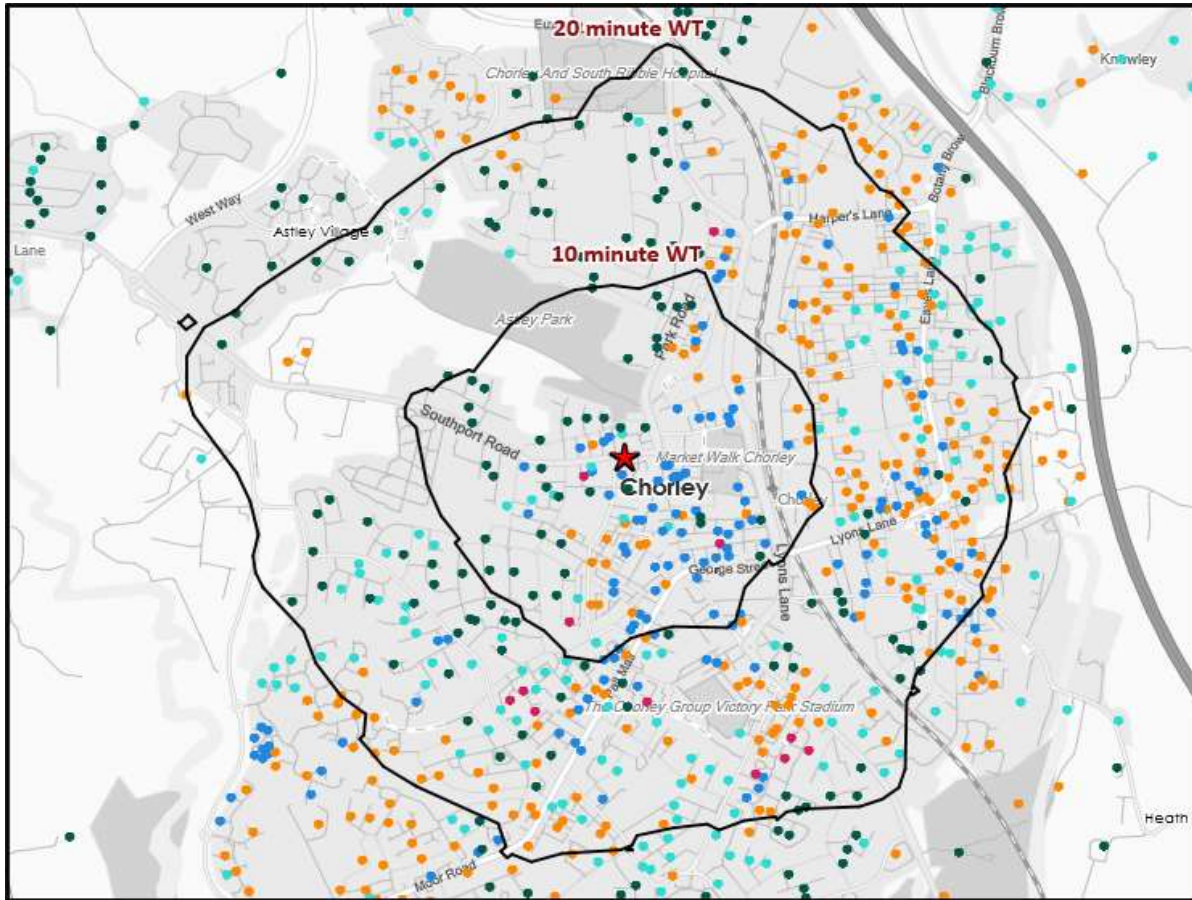
*Affluence does not include Not Private Households

Age Profile	18-24	341	1,655	29,740	89	80	87
	25-34	705	3,594	53,235	112	106	95
	35-44	665	3,196	52,814	109	98	97
	45-64	1,217	6,522	113,745	101	100	105
	65+	924	5,050	81,763	102	104	101



		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	2,372 (50%)	12,483 (49%)	210,455 (50%)	102	99	101
	Female	2,349 (50%)	12,934 (51%)	212,397 (50%)	98	101	99
Economic Status (16-74)	Employed: Full-time	1,582 (46%)	7,914 (44%)	131,649 (43%)	111	105	105
	Employed: Part-time	487 (14%)	2,512 (14%)	41,589 (14%)	109	107	106
	Self employed	291 (8%)	1,328 (7%)	24,542 (8%)	89	77	85
	Unemployed	89 (3%)	452 (3%)	6,431 (2%)	109	105	89
	Retired	489 (14%)	2,803 (16%)	46,393 (15%)	103	113	111
	Other	491 (14%)	3,064 (17%)	52,291 (17%)	73	86	88
Total Worker Count		4,586	15,423	185,165			

See the Glossary page for further information on the above variables

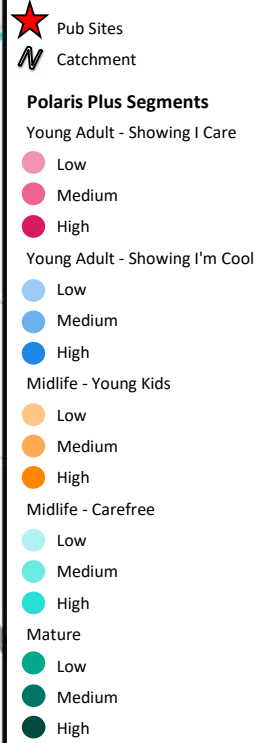
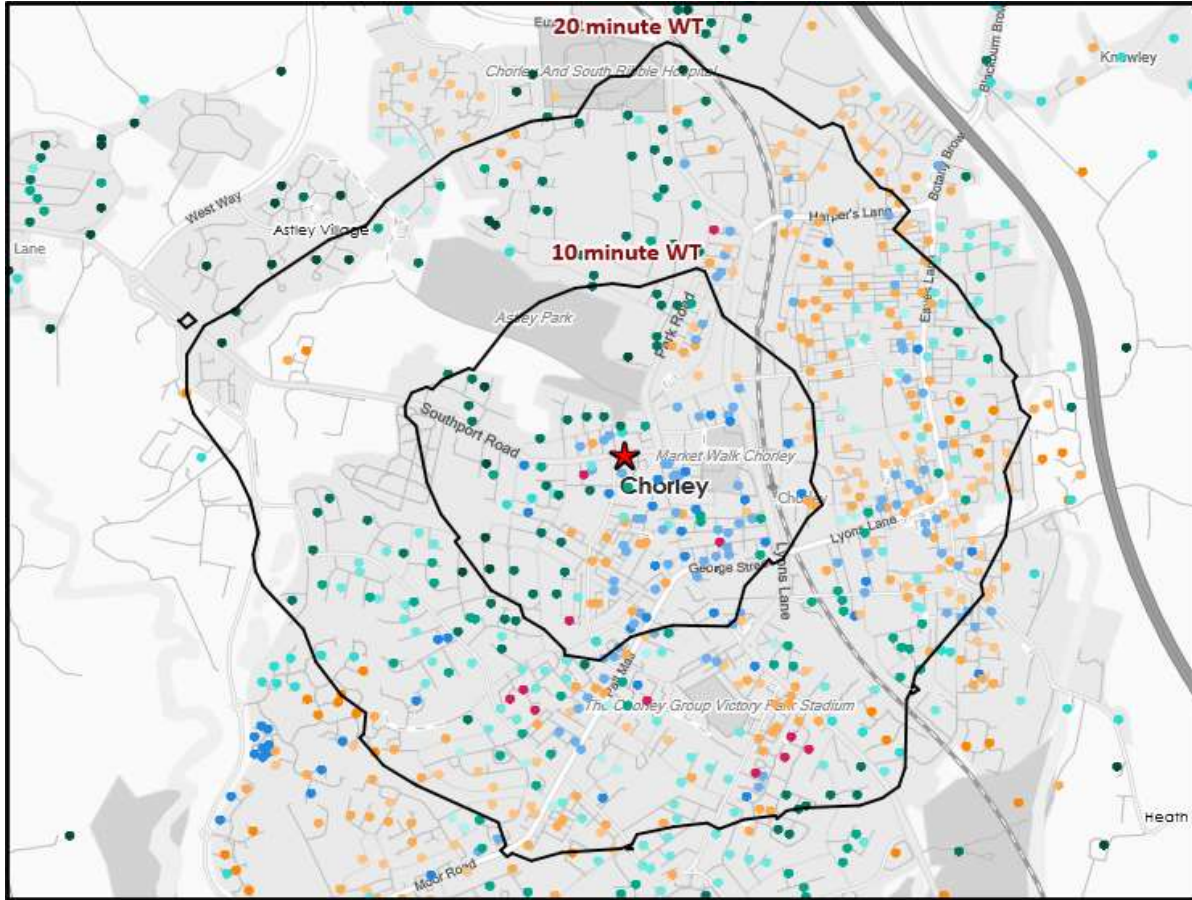


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	128	527	12,534	37	30	42
Young Adult - Showing I'm Cool	1,470	3,236	23,418	415	176	77
Midlife - Young Kids	782	7,653	107,071	65	122	103
Midlife - Carefree	207	3,717	82,548	26	88	118
Mature	1,188	4,804	100,186	110	86	108
Not Private Households	77	80	5,540	139	28	116
Total	3,852	20,017	331,297			



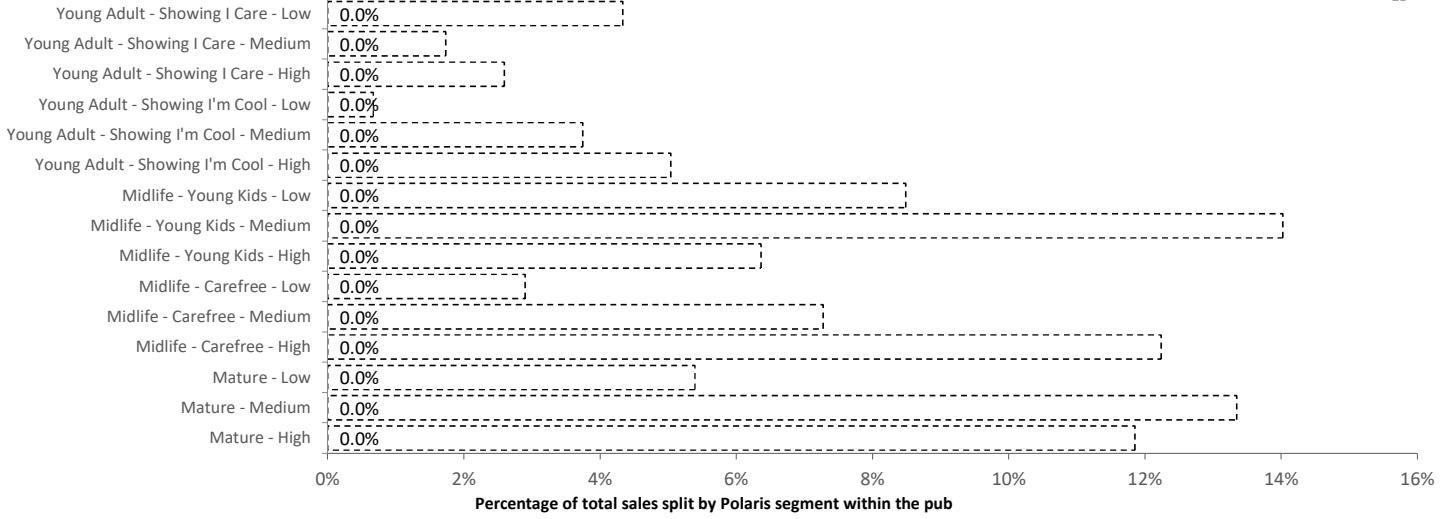
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

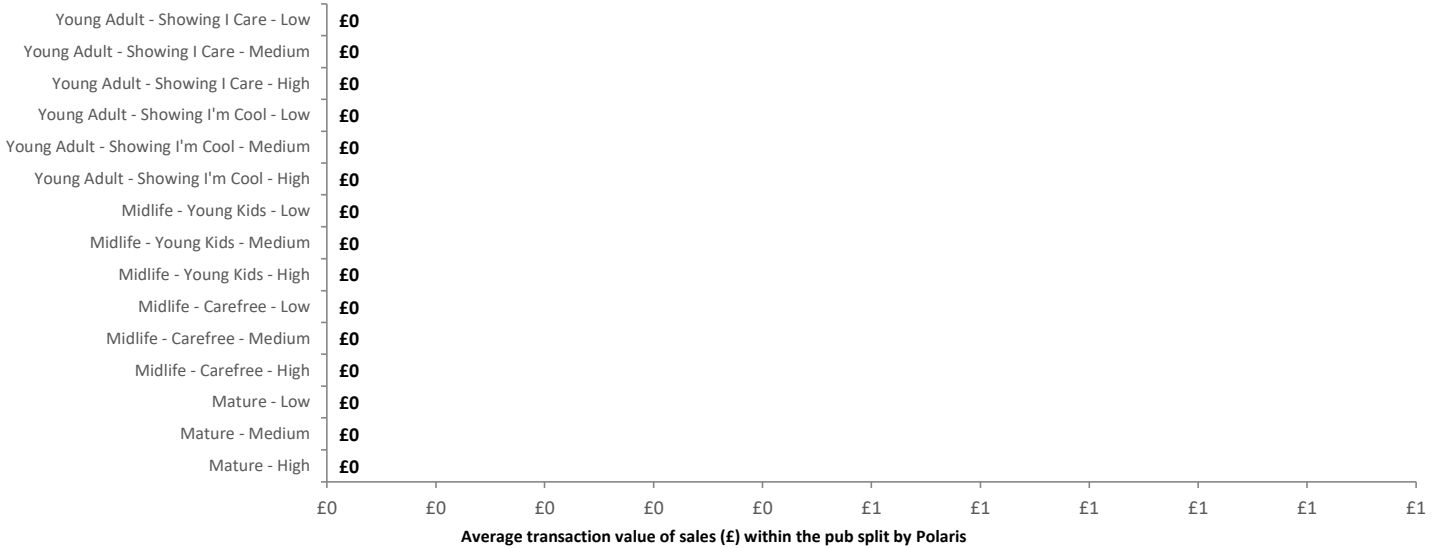
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	1,985	0	0	14
Medium	0	0	0	0	0	0
High	128	527	10,549	99	78	95
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,129	2,594	14,994	793	350	122
High	341	642	8,424	198	72	57
Midlife - Young Kids						
Low	146	2,725	32,518	34	122	88
Medium	556	4,121	45,542	97	138	92
High	80	807	29,011	39	75	162
Midlife - Carefree						
Low	0	696	10,713	0	102	95
Medium	93	2,449	37,198	36	182	167
High	114	572	34,637	27	26	96
Mature						
Low	199	1,903	22,592	87	160	115
Medium	832	2,640	46,204	171	104	110
High	157	261	31,390	43	14	101
Not Private Households	77	80	5,540	139	28	116
Total	3,852	20,017	331,297			

Spend by Polaris

GB %

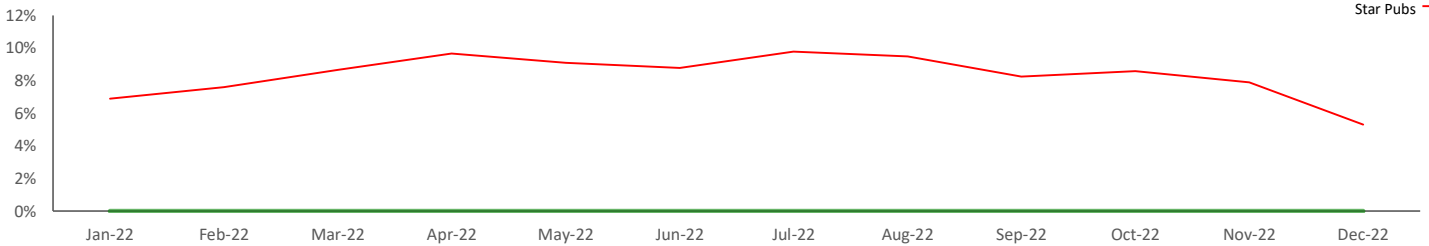


Average Transaction Values (£) by Polaris

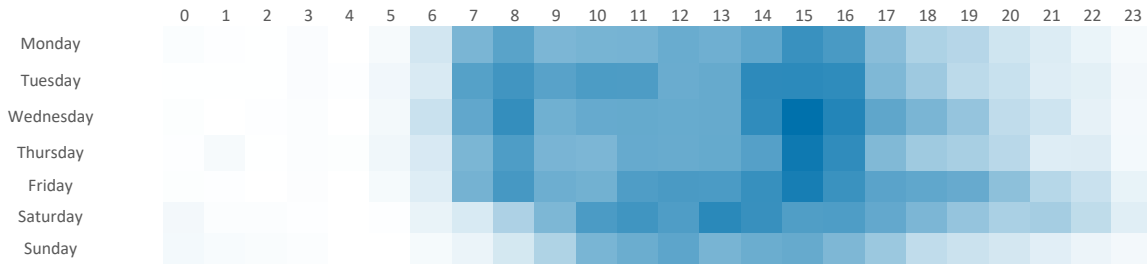


Spend by Month

Rose & Crown Chorley
Star Pubs

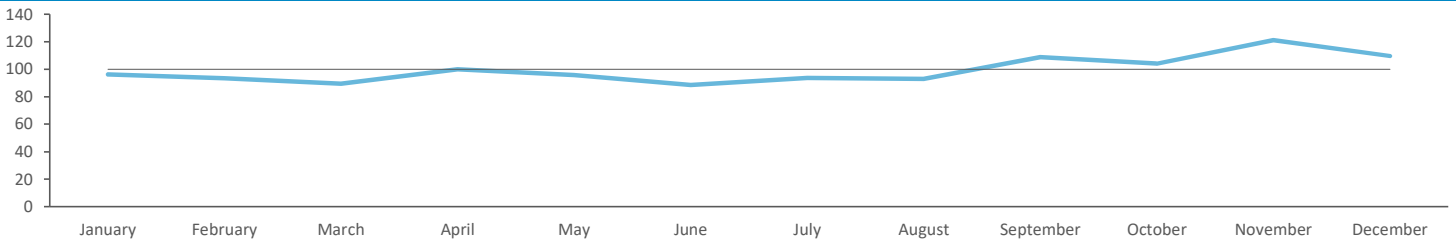


Time of Day/Day of Week



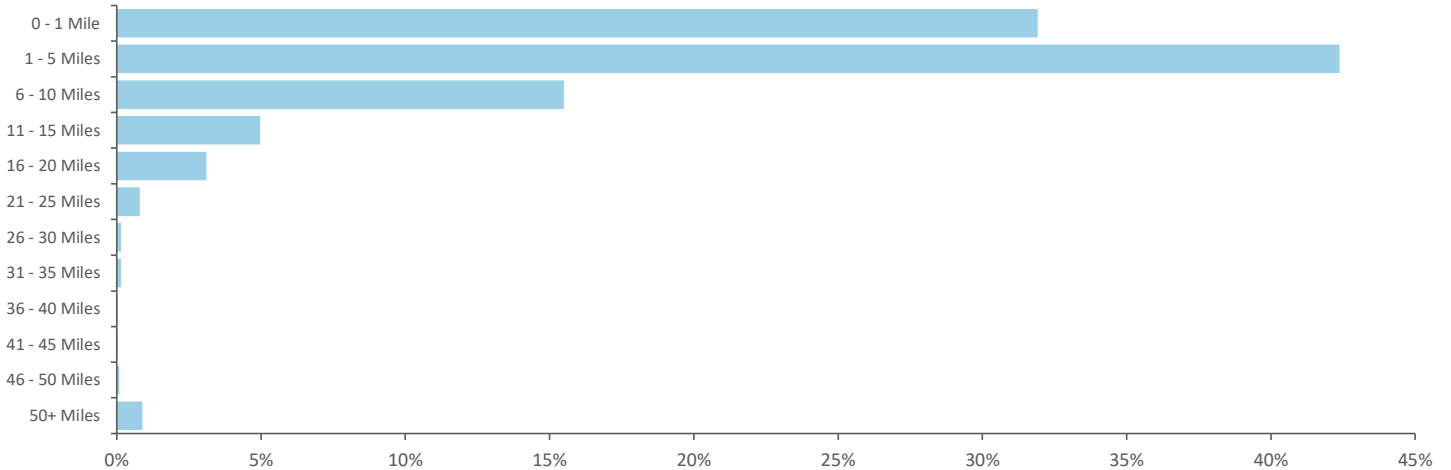
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



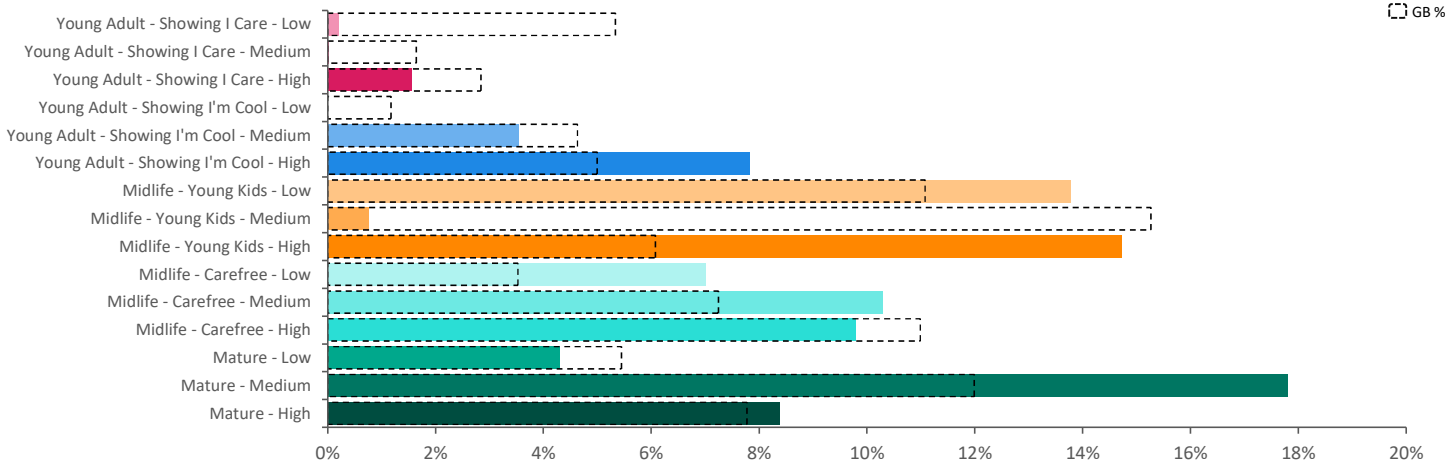
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

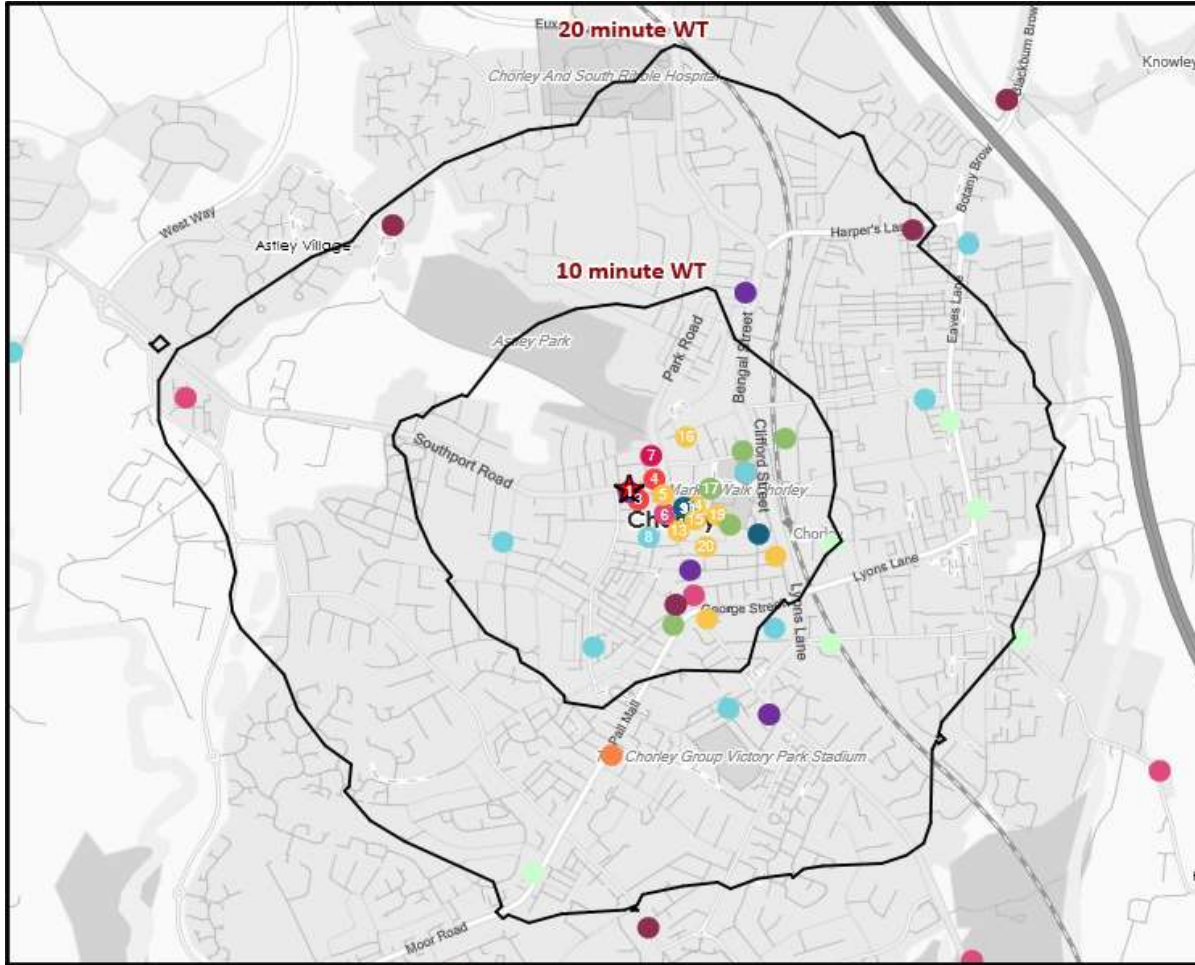


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

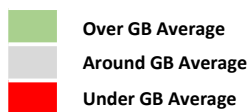
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Rose & Crown	PR 7 1HP	Star Pubs & Bars	Family Pub Dining	0.0
1	Seasons	PR 7 1HP	Independent Free	Restaurants	0.0
3	Little Theatre	PR 7 2RL	Independent Free	Large Venue	0.0
4	Chorley Town Hall	PR 7 1DP	Independent Free	Large Venue	0.1
5	Vaults	PR 7 2TB	Independent Free	High Street Pub	0.1
6	Pearsons	PR 7 2SE	Amber Taverns	Family Pub Dining	0.1
7	Applejax	PR 7 1EA	Independent Free	Night Club	0.1
8	St Marys Parish Centre	PR 7 2SR	Independent Free	Clubland	0.1
9	Lost Bar	PR 7 1BG	Independent Free	Circuit Bar	0.1
9	Shed	PR 7 1BG	Independent Free	ABOS	0.1
11	Flat Iron	PR 7 1BH	Independent Free	Circuit Bar	0.1
11	Tapas Esteban	PR 7 1BH	Independent Free	Restaurants	0.1
13	No 61 Craft Cask Pizza	PR 7 2SN	Independent Free	High Street Pub	0.1
14	Bob Inn	PR 7 1DA	Independent Free	High Street Pub	0.1
15	Riley's	PR 7 1BN	Independent Free	High Street Pub	0.1
16	Trader Jacks	PR 7 1EP	Dorbiere	High Street Pub	0.2
17	Prince Of Wales	PR 7 1DB	Stonegate Pub Company	Circuit Bar	0.2
17	Sir Henry Tate	PR 7 1DB	Wetherspoons GB	Circuit Bar	0.2
19	Crown	PR 7 1BY	Independent Free	High Street Pub	0.2
20	Cosmopolitan	PR 7 2AA	Independent Free	High Street Pub	0.2

Per Pub Analysis - Rose & Crown Chorley



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,852	20,017	331,297
Number of Competition Pubs	30	47	435
Adults 18+ per Competition Pub	128	426	762

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	529	13.7%	135
Circuit Bar	217	5.6%	154
Community Pub	568	14.8%	85
Craft Led	274	7.1%	225
Great Pub Great Food	724	18.8%	98
High Street Pub	673	17.5%	101
Premium Local	696	18.1%	103

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,989	9.9%	97
Circuit Bar	987	4.9%	134
Community Pub	3,848	19.2%	111
Craft Led	809	4.0%	128
Great Pub Great Food	2,434	12.2%	63
High Street Pub	3,993	20.0%	115
Premium Local	2,732	13.6%	78

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	30,287	9.1%	90
Circuit Bar	9,725	2.9%	80
Community Pub	52,552	15.9%	91
Craft Led	8,065	2.4%	77
Great Pub Great Food	63,215	19.1%	99
High Street Pub	54,042	16.3%	94
Premium Local	59,960	18.1%	103

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, 5.1</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, 5.2</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, 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>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</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;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</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: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <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 style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Product needs</td> <td> <ul style="list-style-type: none"> Fits sustainability values Helps them stand out and be seen to be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Avoids bloating </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating </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>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	Product needs	<ul style="list-style-type: none"> Fits sustainability values Helps them stand out and be seen to be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Avoids bloating 	<ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating 	<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
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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.																			