CACI

Catchment Summary - Stanley Preston

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

- 🟩 Over GB Average
- ⬜ Around GB Average
- 🟥 Under GB Average

		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		8,687	32,610	363,215	164	224	96
					Population & Adults 18+ index is based on all pubs		
Adults 18+		7,616	26,497	284,347	175	148	95
Competition Pubs		55	80	357	367	250	99
Adults 18+ per Competition Pub		138	331	796	17	40	96
% Adults Likely to Drink		79.4%	75.6%	81.9%	96	92	99
Affluence	Low	58.5%	41.8%	20.7%	228	163	81
	Medium	14.1%	26.9%	43.7%	36	68	111
	High	18.4%	28.1%	33.9%	55	84	101

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	2,489	8,080	30,856	353	306	105
	25-34	2,006	5,791	47,417	174	134	98
	35-44	1,093	4,049	44,555	98	96	95
	45-64	1,423	5,835	93,744	64	70	101
	65+	605	2,742	67,775	36	44	98
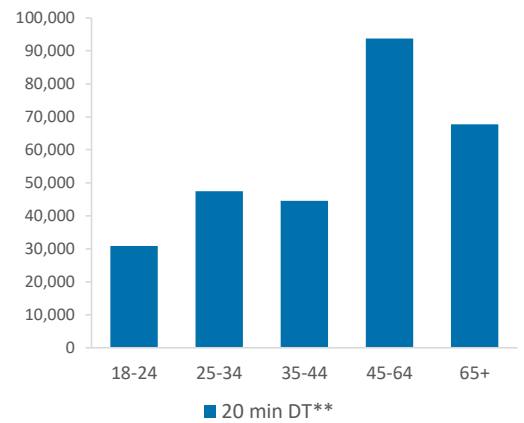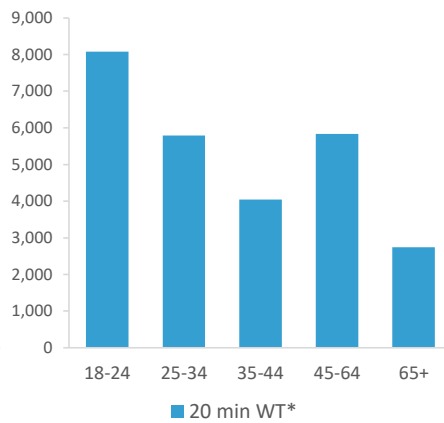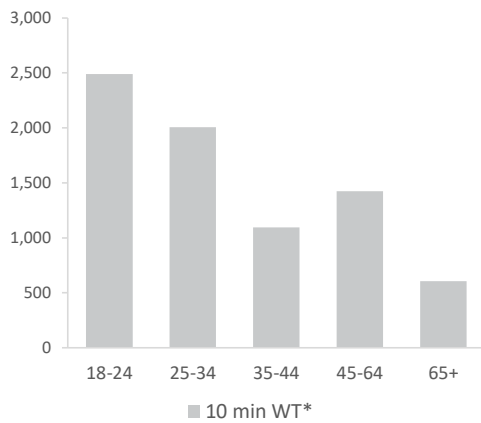
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	5,034 (58%)	17,270 (53%)	180,657 (50%)	117	107	101
	Female	3,653 (42%)	15,340 (47%)	182,558 (50%)	83	93	99
Economic Status (16-74)	Employed: Full-time	2,228 (29%)	7,444 (28%)	111,381 (43%)	71	68	103
	Employed: Part-time	593 (8%)	2,541 (10%)	35,058 (13%)	60	75	103
	Self employed	286 (4%)	1,231 (5%)	20,383 (8%)	40	49	82
	Unemployed	241 (3%)	705 (3%)	5,368 (2%)	134	113	87
	Retired	458 (6%)	1,796 (7%)	37,556 (14%)	44	50	104
	Other	3,749 (50%)	12,513 (48%)	51,553 (20%)	252	242	100
Total Worker Count		15,018	25,390	166,476			

See the Glossary page for further information on the above variables

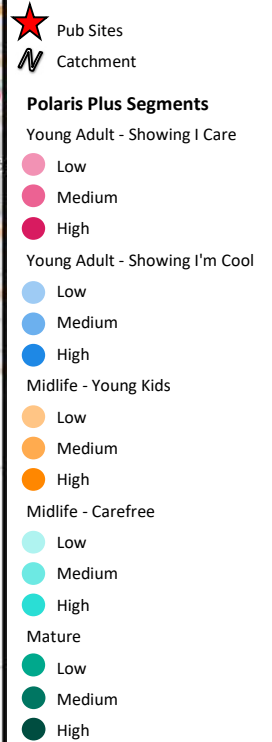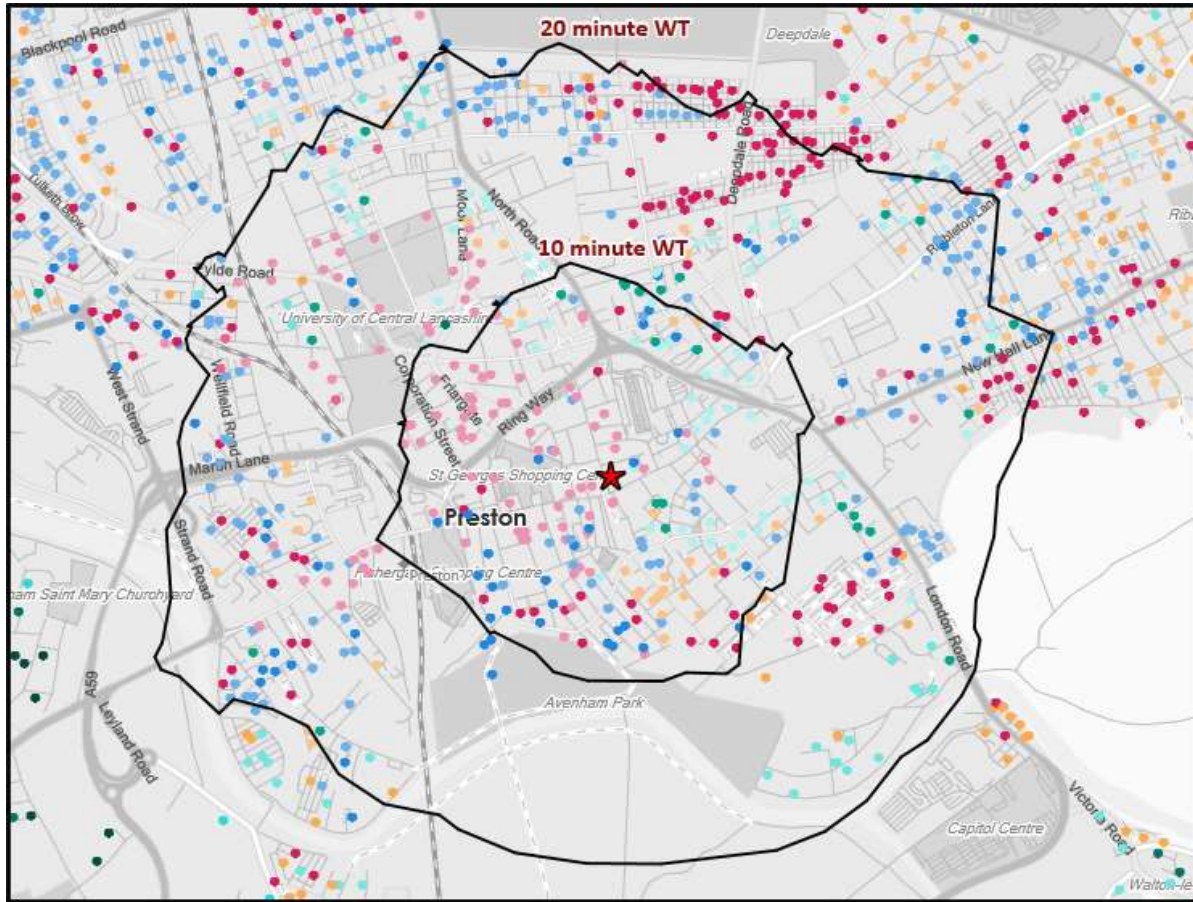## Polaris Summary - Stanley Preston

Legend:
- ★ Pub Sites
- N 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	3,264	12,391	22,456	480	524	88
Young Adult - Showing I'm Cool	1,708	7,264	24,190	244	298	92
Midlife - Young Kids	592	1,941	78,570	25	23	88
Midlife - Carefree	1,177	3,189	63,799	73	57	107
Mature	187	876	90,657	9	12	114
Not Private Households	688	836	4,675	628	219	114
Total	7,616	26,497	284,347			

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Polaris Summary - Stanley Preston

★ star
PUBS & BARS

★ Pub Sites

Ⓝ 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**
Young Adult - Showing I Care						
Low	2,546	6,422	6,682	797	578	56
Medium	34	204	666	33	56	17
High	684	5,765	15,108	267	646	158
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	990	5,578	15,645	352	569	149
High	718	1,686	8,545	211	142	67
Midlife - Young Kids						
Low	543	1,380	26,112	64	47	83
Medium	49	561	31,476	4	14	74
High	0	0	20,982	0	0	137
Midlife - Carefree						
Low	1,177	2,434	6,441	455	270	67
Medium	0	755	30,995	0	42	162
High	0	0	26,363	0	0	85
Mature						
Low	187	834	19,739	41	53	117
Medium	0	42	45,496	0	1	126
High	0	0	25,422	0	0	95
Not Private Households	688	836	4,675	628	219	114
Total	7,616	26,497	284,347			

Transactional Data Summary - Stanley Preston

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	4.7%
Young Adult - Showing I Care - Medium	0.3%
Young Adult - Showing I Care - High	8.1%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	5.9%
Young Adult - Showing I'm Cool - High	6.4%
Midlife - Young Kids - Low	15.1%
Midlife - Young Kids - Medium	11.7%
Midlife - Young Kids - High	4.5%
Midlife - Carefree - Low	9.8%
Midlife - Carefree - Medium	11.4%
Midlife - Carefree - High	4.5%
Mature - Low	5.6%
Mature - Medium	8.4%
Mature - High	3.6%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£6
Young Adult - Showing I Care - Medium	£16
Young Adult - Showing I Care - High	£11
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£9
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£10
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£6
Midlife - Carefree - Medium	£10
Midlife - Carefree - High	£11
Mature - Low	£8
Mature - Medium	£11
Mature - High	£10

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

Spend by Month

Stanley Preston
Star Pubs
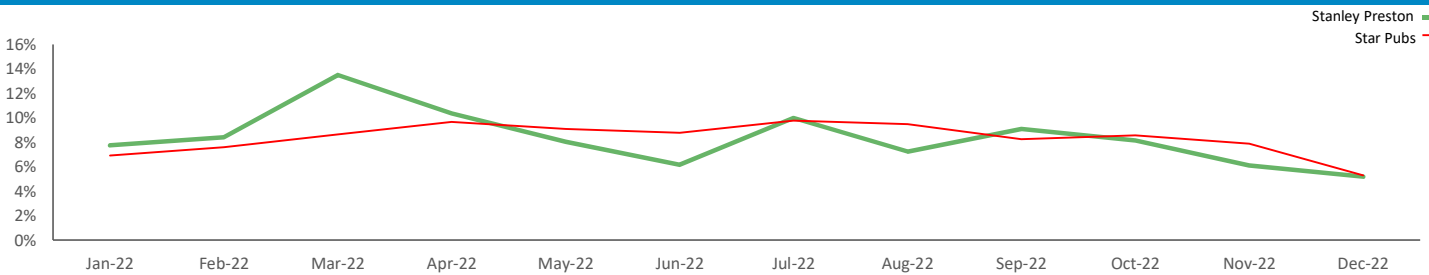
Time of Day/Day of Week
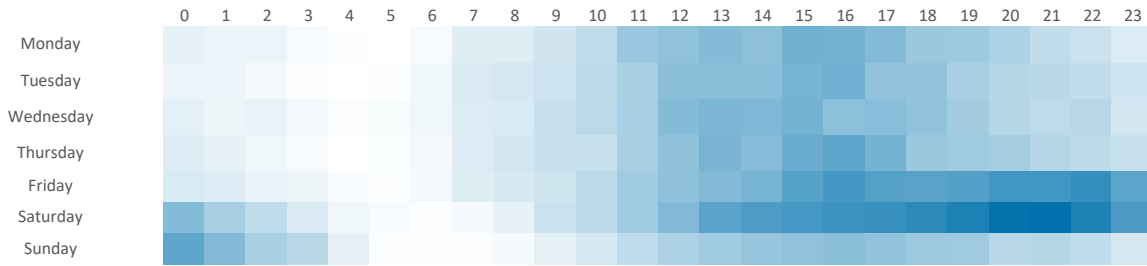
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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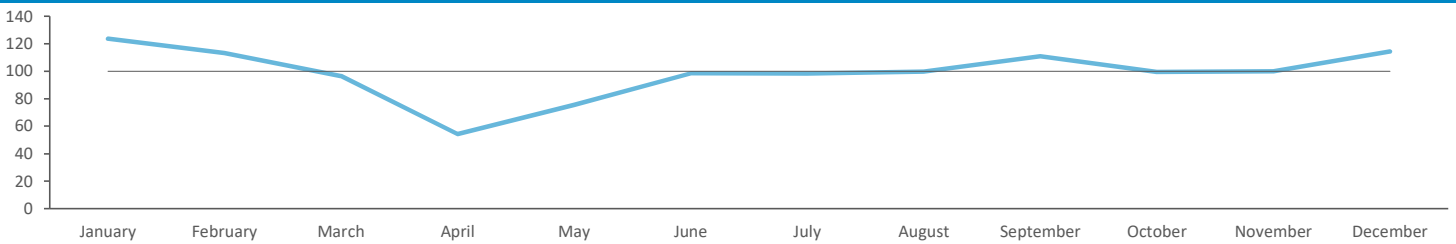
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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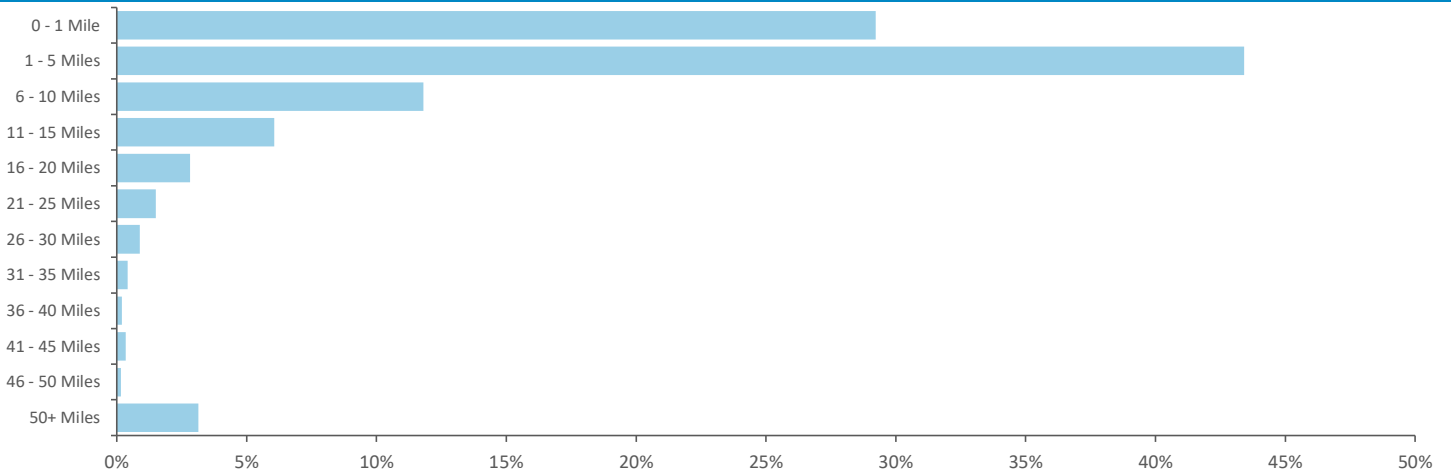
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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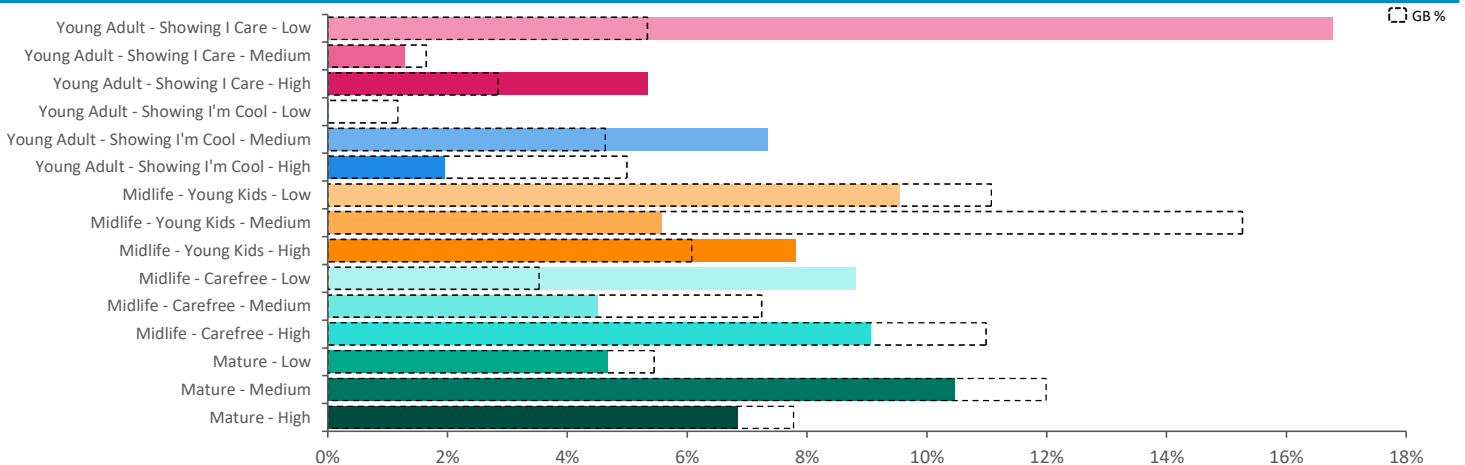
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Stanley Preston
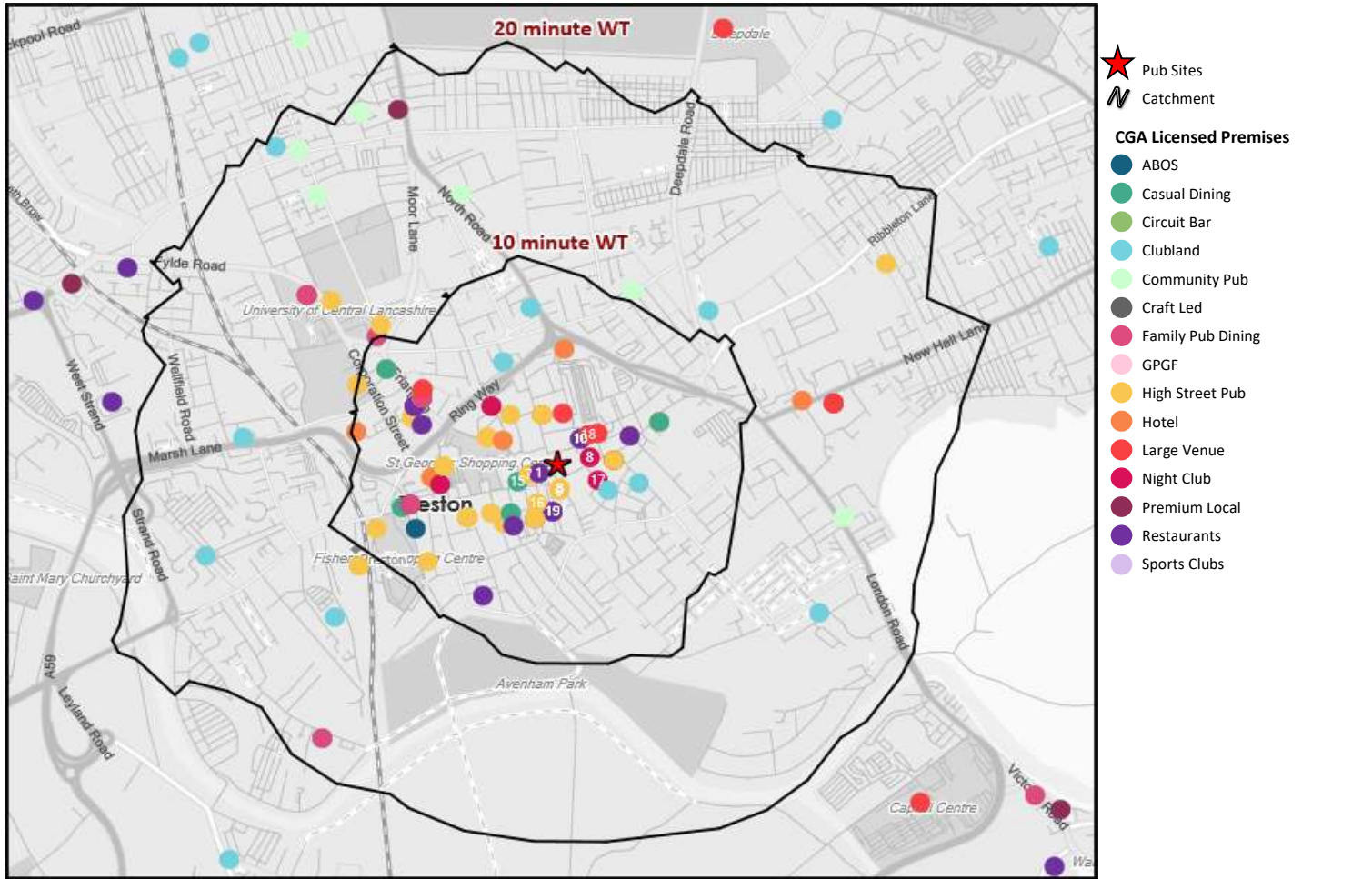
CGA Licensed Premises

- 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

Pub Sites
Catchment

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Smashed	PR 1 2QY	Independent Free	High Street Pub	0.0
1	Iceburg	PR 1 2QY	Independent Free	Restaurants	0.0
3	Hogarths	PR 1 3BU	Amber Taverns	High Street Pub	0.0
3	Hopwords Tap	PR 1 3BU	Independent Free	High Street Pub	0.0
3	Old Bull	PR 1 3BU	Independent Free	High Street Pub	0.0
6	Slug And Lettuce	PR 1 3AB	Stonegate Pub Company	High Street Pub	0.1
7	Turtle Bay	PR 1 2AQ	Turtle Bay Restaurants	High Street Pub	0.1
8	Twelve Tellers	PR 1 3BQ	Wetherspoons GB	High Street Pub	0.1
8	Pop World	PR 1 3BQ	Stonegate Pub Company	Night Club	0.1
10	Villa Italian	PR 1 1HT	Independent Free	Restaurants	0.1
10	Review Cocktail Bar	PR 1 1HT	Independent Free	ABOS	0.1
10	Preston Guild Hall	PR 1 1HT	Independent Free	Large Venue	0.1
10	Level	PR 1 1HT	Independent Free	Clubland	0.1
10	Mundo Tapas	PR 1 1HT	Independent Free	Restaurants	0.1
15	Nandos	PR 1 2AP	Nandos Restaurants	Casual Dining	0.1
16	Replay	PR 1 3XB	*Other Small Retail Groups	High Street Pub	0.1
17	Warehouse	PR 1 3XX	Independent Free	Night Club	0.1
18	Blitz	PR 1 1RA	Independent Free	Large Venue	0.1
19	Baker Street	PR 1 3BN	Independent Free	High Street Pub	0.1
19	Angelos	PR 1 3BN	San Marco Group	Restaurants	0.1

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Per Pub Analysis - Stanley Preston

*WT= Walktime, **DT= Drivetime
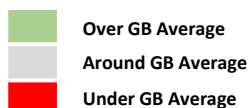
- 🟩 Over GB Average
- ⬜ Around GB Average
- 🟥 Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7,616	26,497	284,347
Number of Competition Pubs	55	80	357
Adults 18+ per Competition Pub	138	331	796

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,014	13.3%	131
Circuit Bar	454	6.0%	163
Community Pub	1,239	16.3%	94
Craft Led	512	6.7%	213
Great Pub Great Food	802	10.5%	55
High Street Pub	1,324	17.4%	100
Premium Local	405	5.3%	30

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	4,798	18.1%	178
Circuit Bar	1,592	6.0%	164
Community Pub	3,629	13.7%	79
Craft Led	2,435	9.2%	290
Great Pub Great Food	4,177	15.8%	82
High Street Pub	4,081	15.4%	89
Premium Local	1,761	6.6%	38

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	27,421	9.6%	95
Circuit Bar	8,358	2.9%	80
Community Pub	46,507	16.4%	94
Craft Led	8,460	3.0%	94
Great Pub Great Food	54,685	19.2%	100
High Street Pub	47,522	16.7%	96
Premium Local	49,283	17.3%	99

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'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
Consumer Insight	"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"
Product needs	• 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**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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**

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.