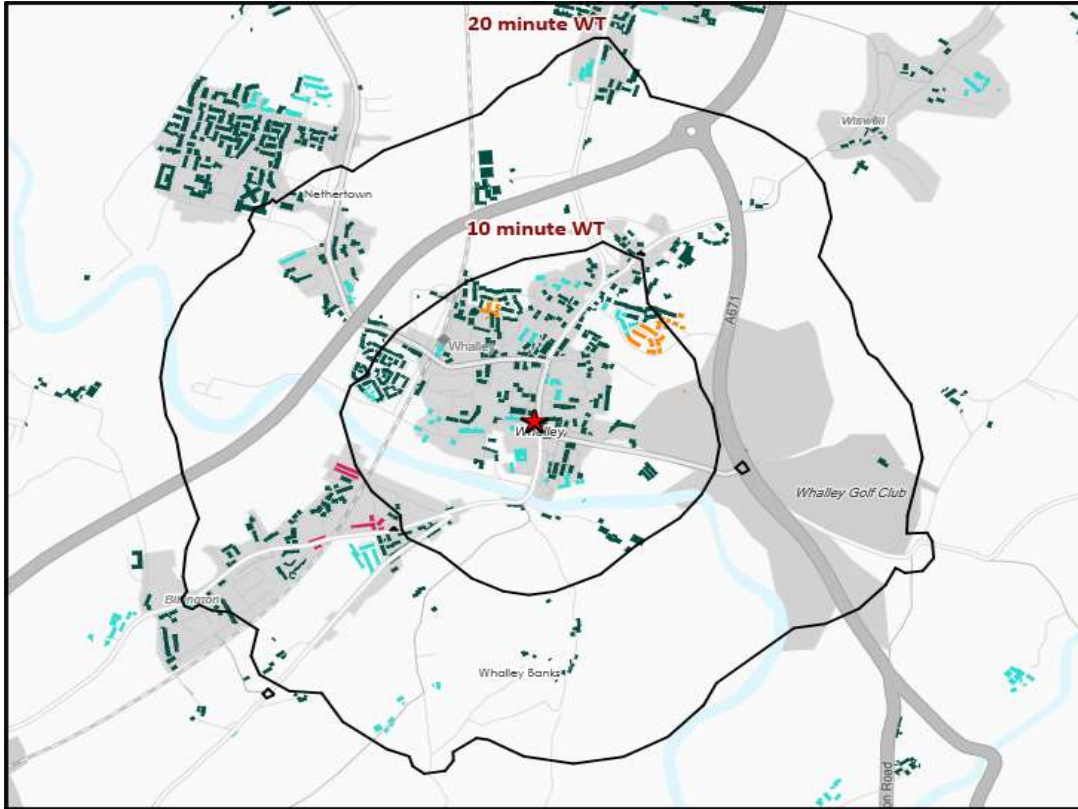


Catchment Summary - Dog Inn Whalley



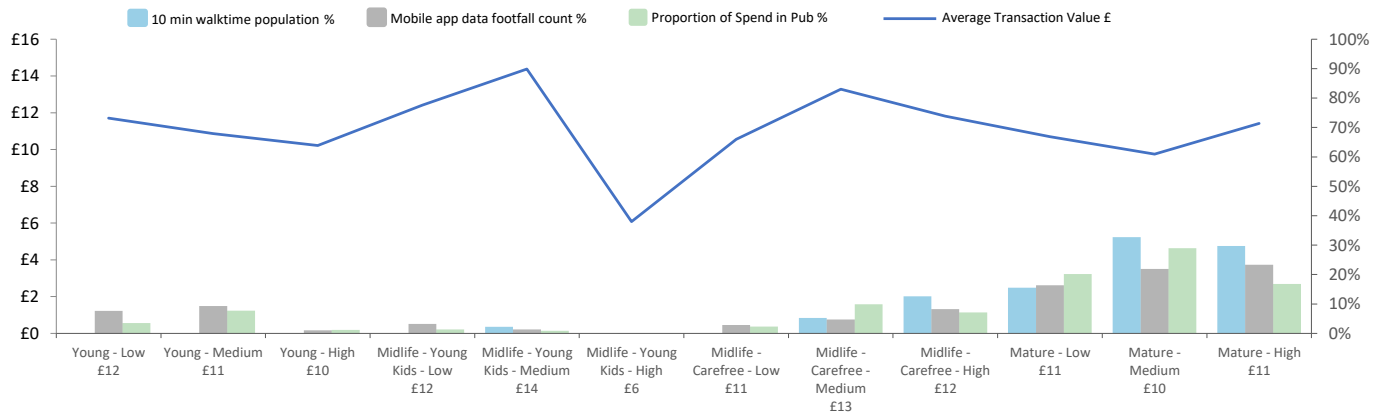
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Ship To	Name	Postcode	Operator	Segment	Sparsity
879937	Dog Inn Whalley	BB 7 9SP	Star Pubs & Bars	GPGF	15



- ★ 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 - Dog Inn Whalley

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	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**

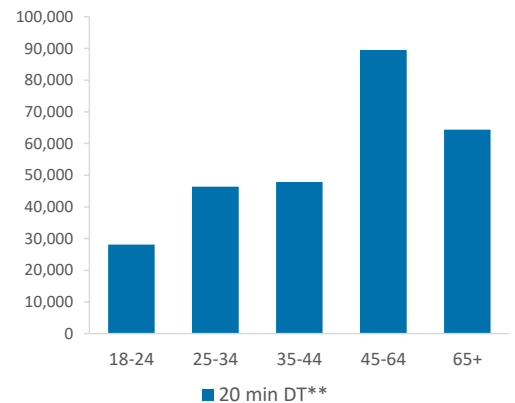
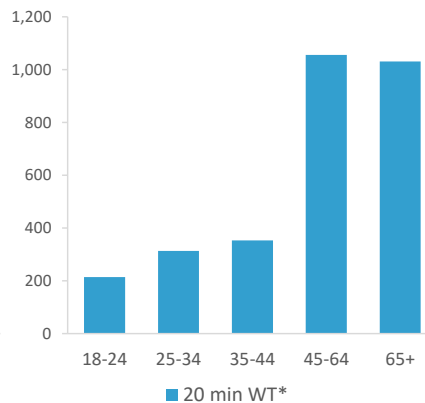
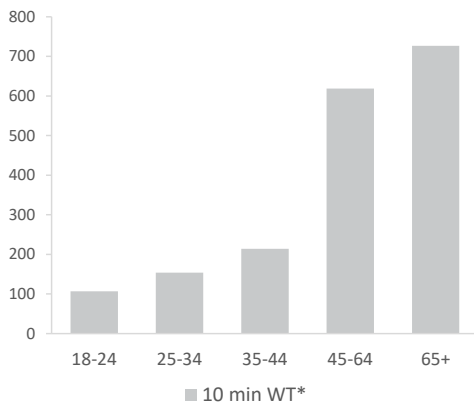
Population	2,144	3,546	362,516	40	19	83
Adults 18+	1,821	2,967	276,274	40	19	79
Competition Pubs	9	10	392	50	28	94
Adults 18+ per Competition Pub	202	297	705	24	35	82
% Adults Likely to Drink	82.4%	81.6%	67.0%	108	107	88

Population & Adults 18+ index is based on all pubs

Affluence	Low	15.5%	14.6%	50.8%	47	44	153
	Medium	40.2%	41.4%	37.1%	105	108	97
	High	42.3%	42.9%	11.1%	155	157	41

*Affluence does not include Not Private Households

Age Profile	18-24	107	214	28,072	61	74	95
	25-34	154	313	46,407	54	66	96
	35-44	214	353	47,860	75	75	100
	45-64	619	1,056	89,555	112	116	96
	65+	727	1,031	64,380	176	151	92



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	984 (46%)	1,636 (46%)	178,438 (49%)	94	94	100
	Female	1,160 (54%)	1,910 (54%)	184,078 (51%)	106	106	100

Economic Status (16+)	Employed: Full-time	560 (30%)	1,000 (33%)	92,183 (32%)	87	95	93
	Employed: Part-time	196 (10%)	352 (12%)	34,660 (12%)	88	97	102
	Self employed	201 (11%)	313 (10%)	23,324 (8%)	116	111	88
	Unemployed	37 (2%)	61 (2%)	8,352 (3%)	71	72	105
	Full-time student	15 (1%)	29 (1%)	5,901 (2%)	34	40	87
	Retired	708 (38%)	1,030 (34%)	60,288 (21%)	173	154	96
	Other	156 (8%)	269 (9%)	62,082 (22%)	48	51	124

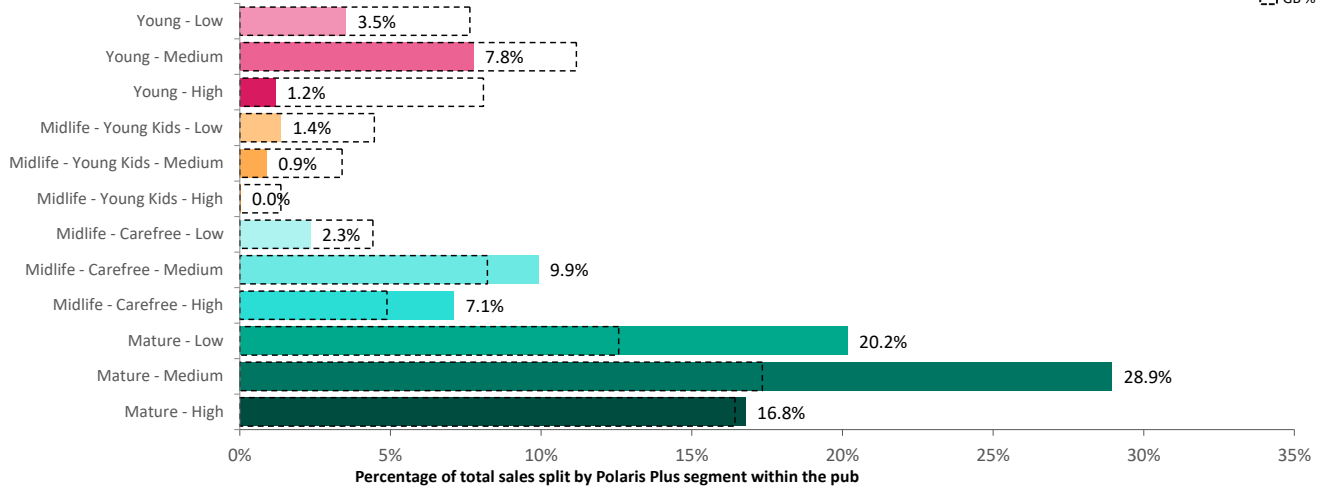
Total Worker Count	720	1,476	162,432
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See the Glossary page for further information on the above variables

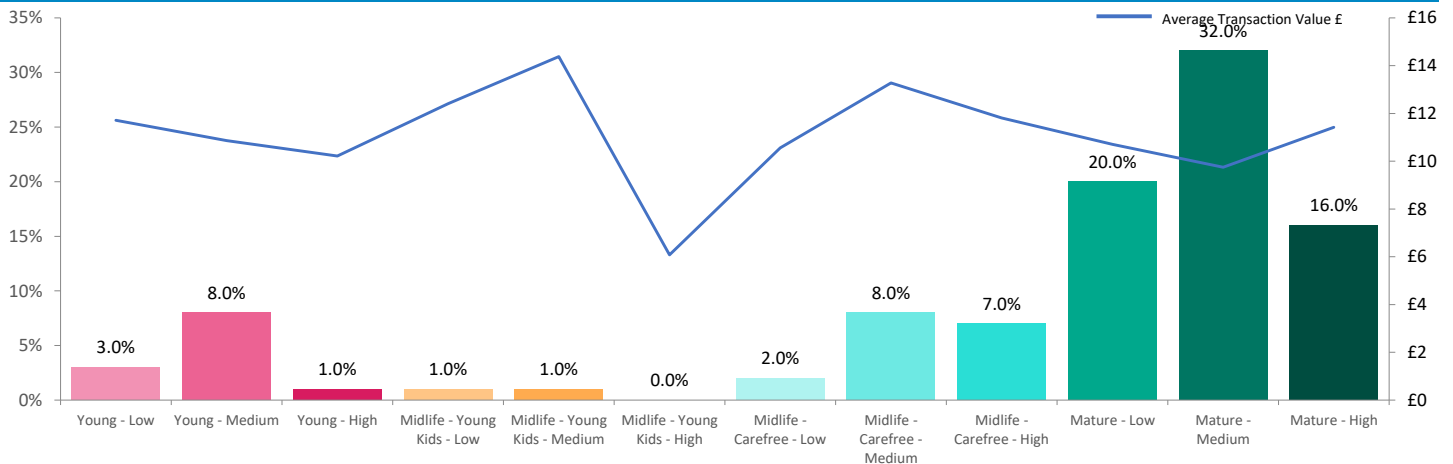
Transactional Data Summary - Dog Inn Whalley

Spend by Polaris Plus

GB %

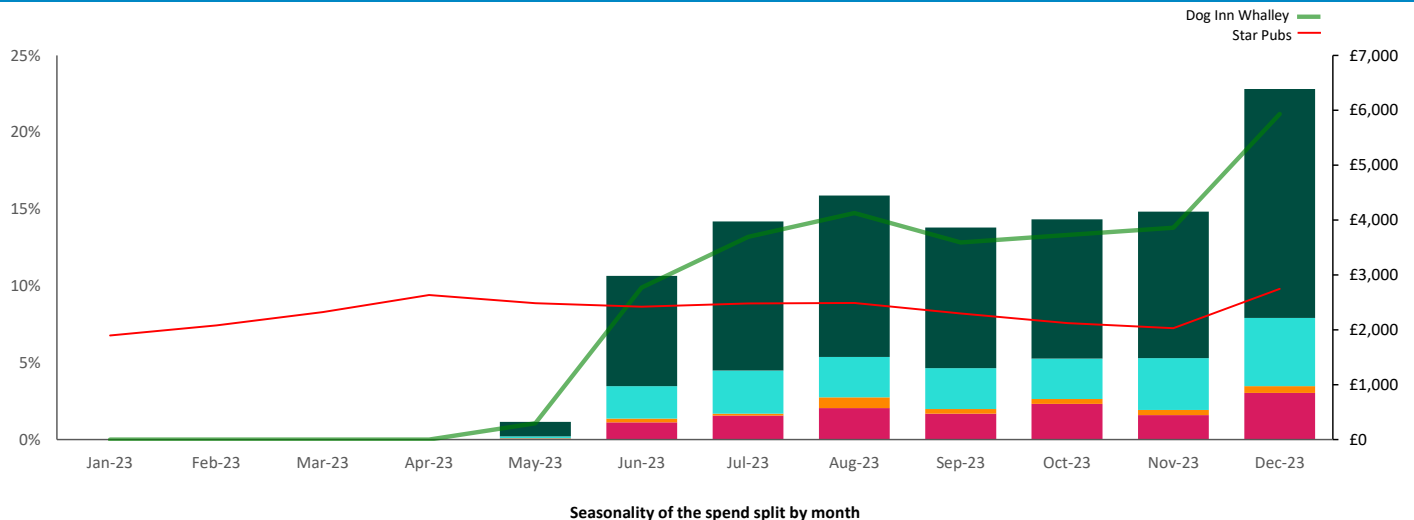


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

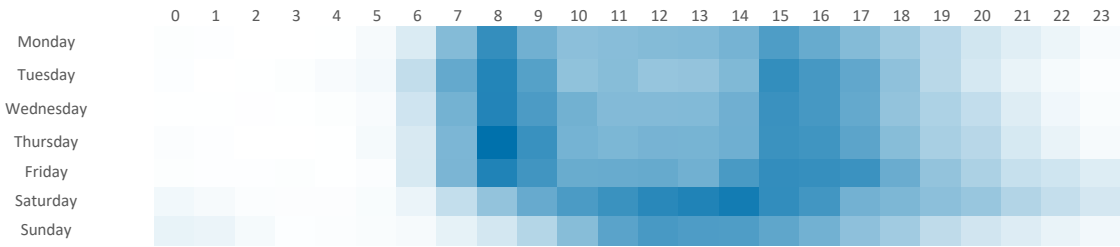


Mobile Data Summary - Dog Inn Whalley



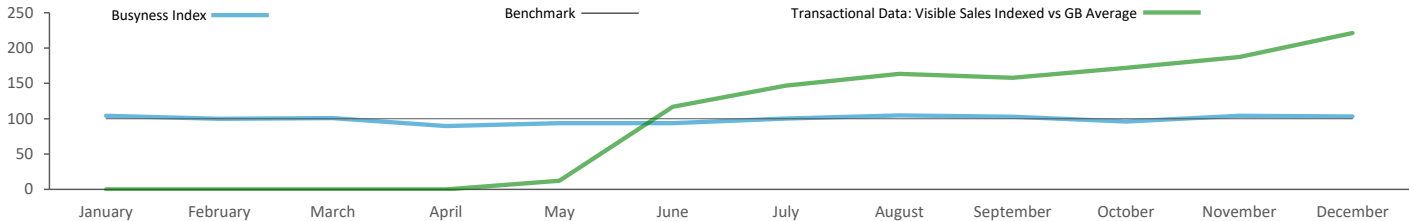
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Time of Day/Day of Week



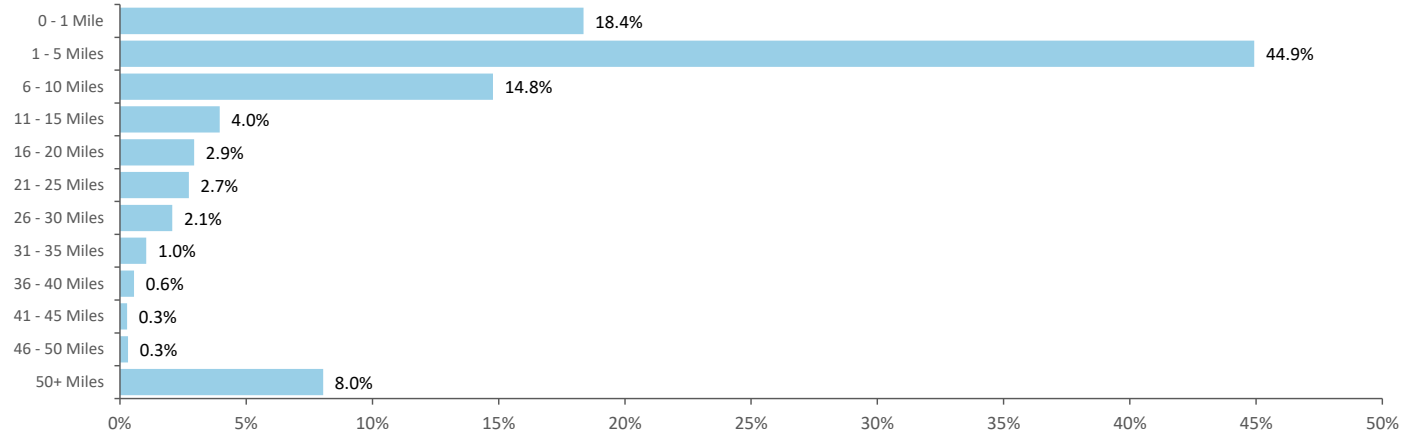
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

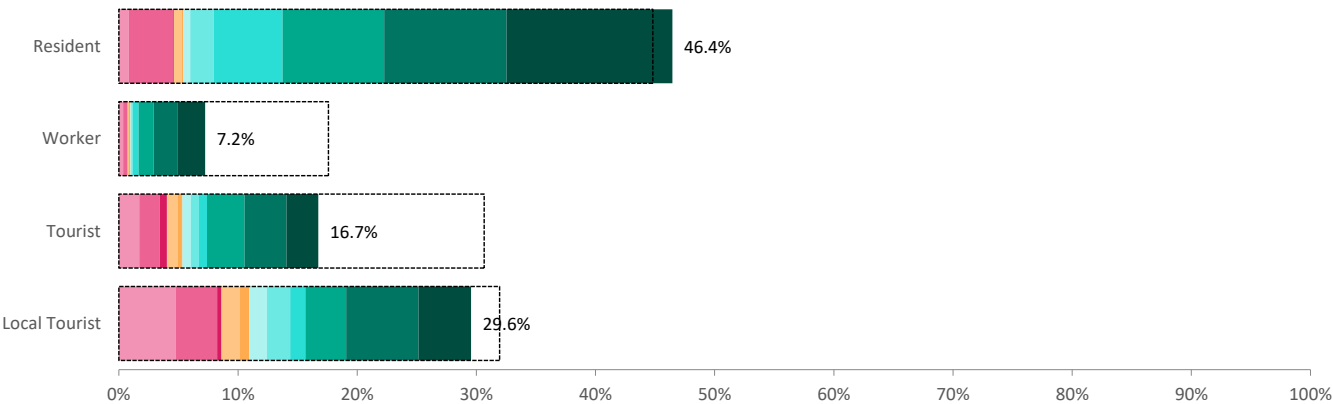
Distance from Home



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



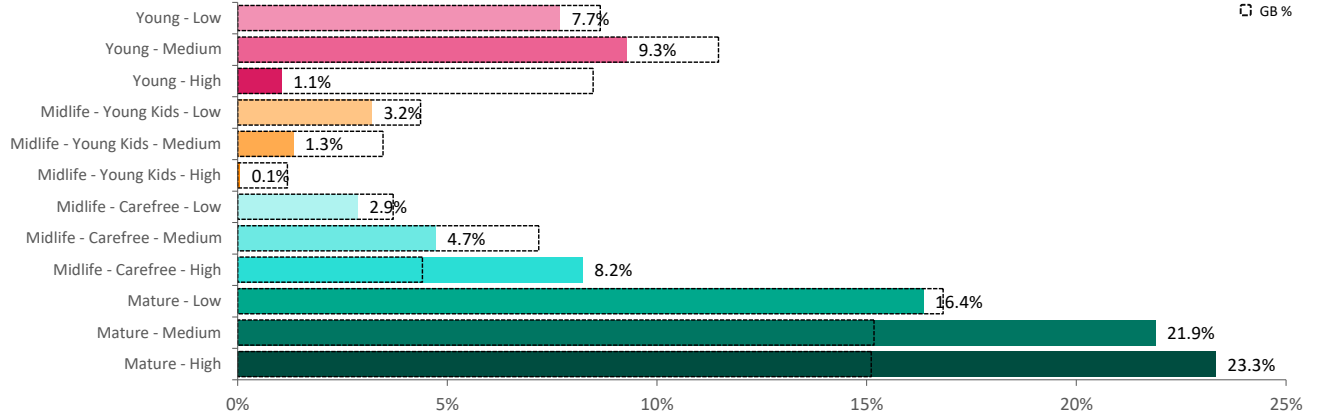
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dog Inn Whalley



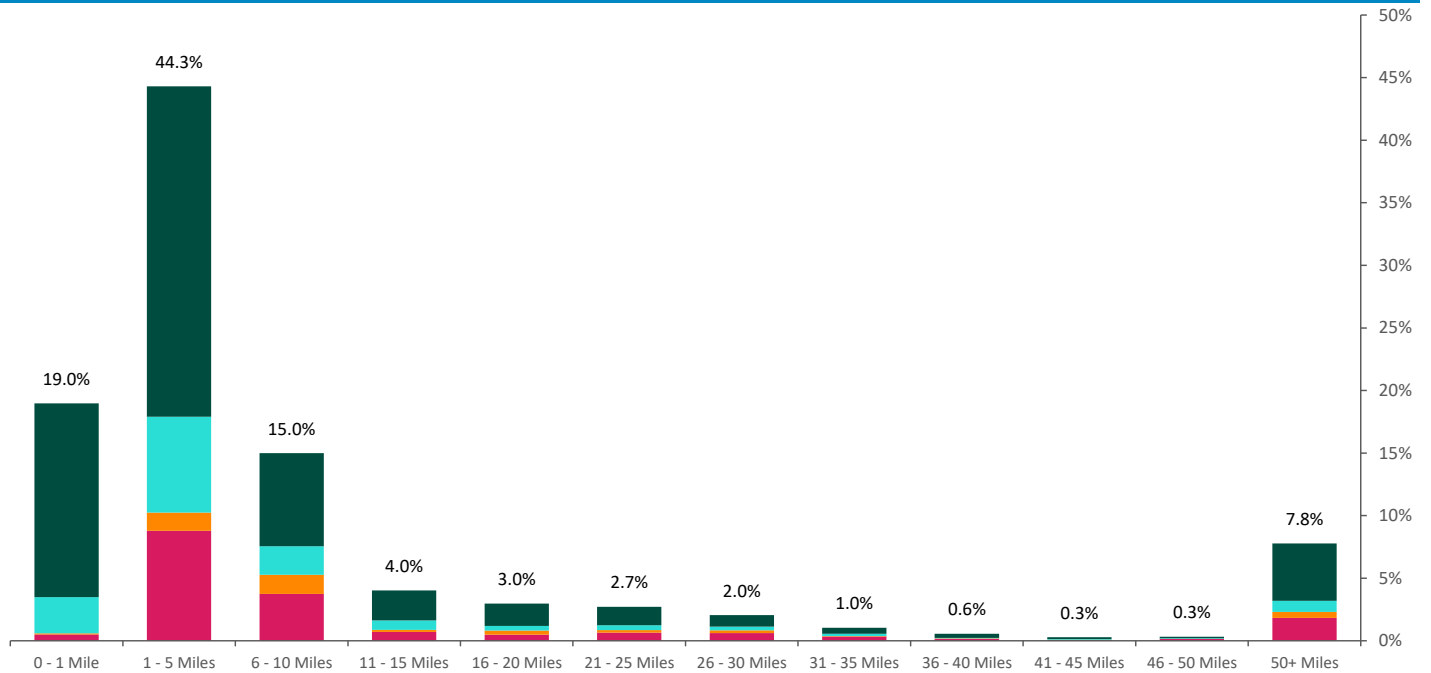
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Polaris Plus Profile



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

Distance from Home by Polaris



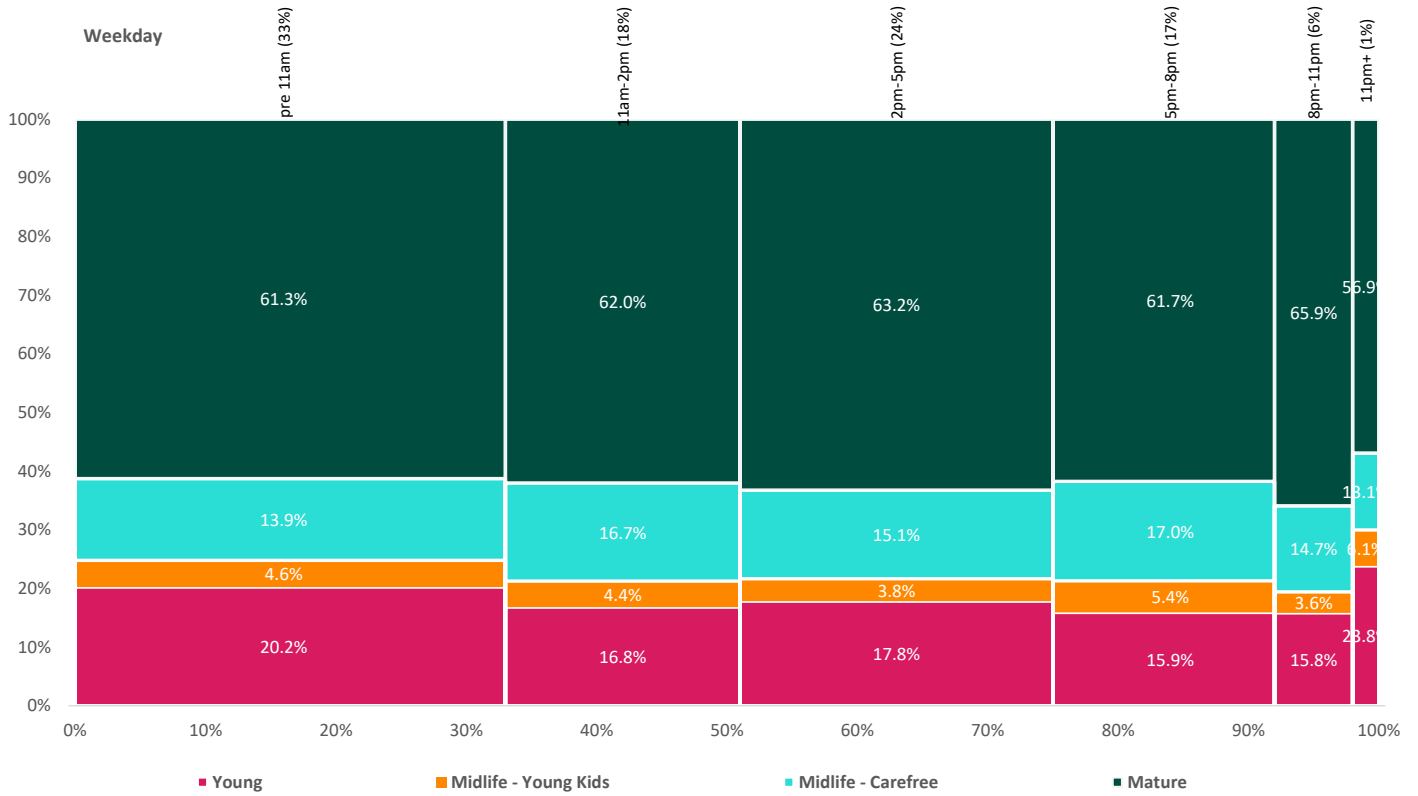
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Dog Inn Whalley

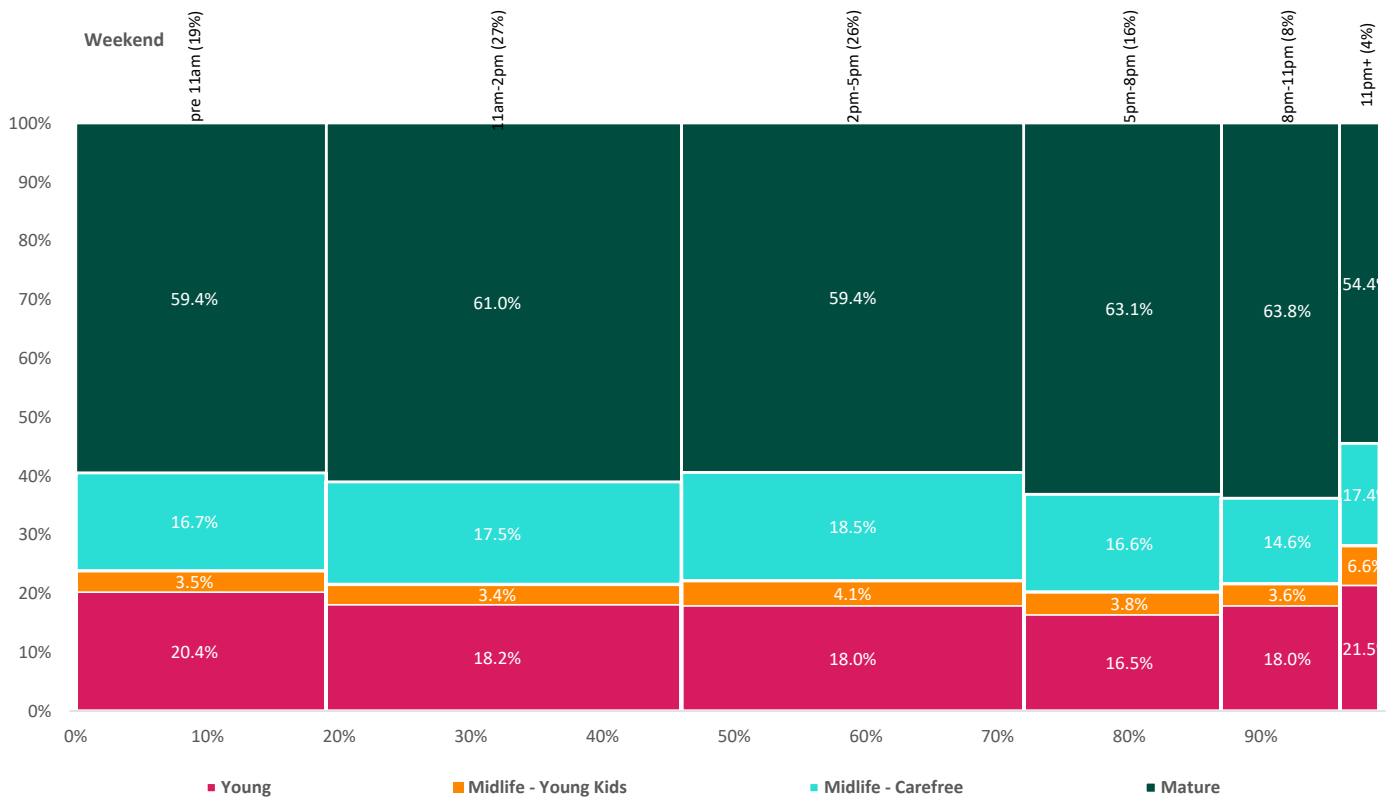


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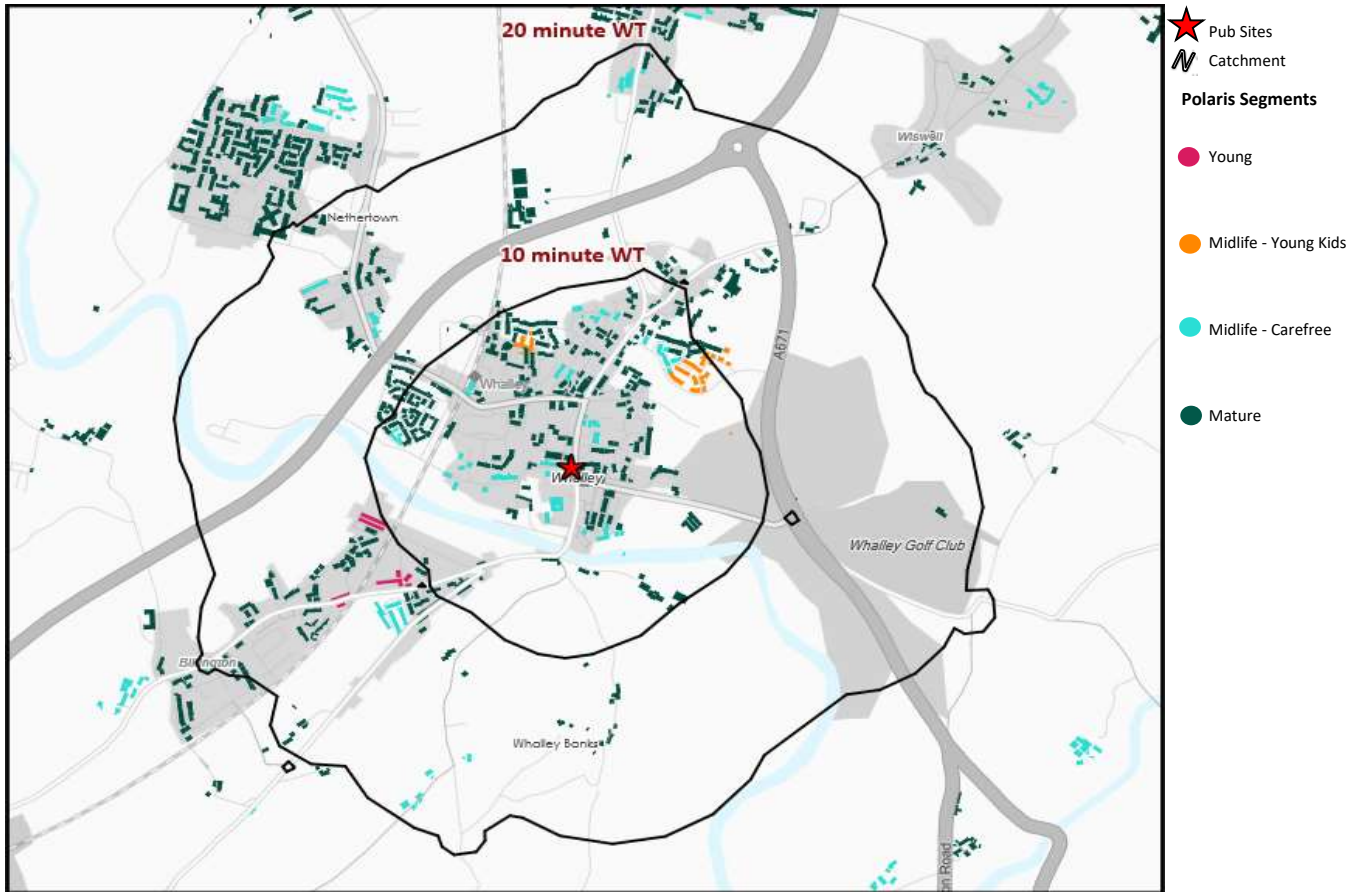
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Dog Inn Whalley

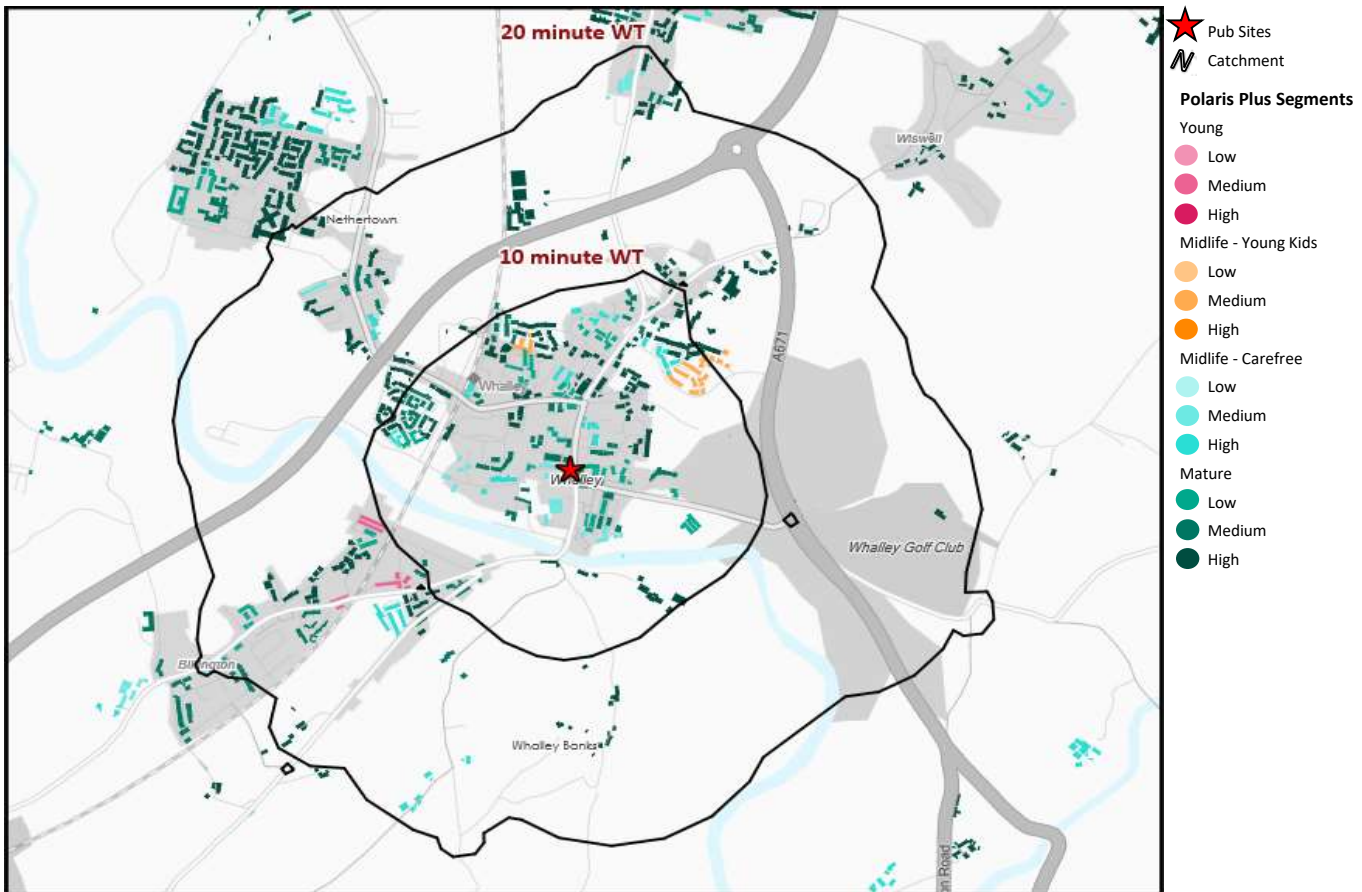


Polaris Profile by Catchment

*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	0	130	95,669	0	16	126
Midlife - Young Kids	41	41	55,501	21	13	184
Midlife - Carefree	325	457	30,674	113	97	70
Mature	1,420	2,304	91,442	176	175	75
Not Private Households	35	35	2,988	146	90	82
Total	1,821	2,967	276,274			

Polaris Plus Summary - Dog Inn Whalley

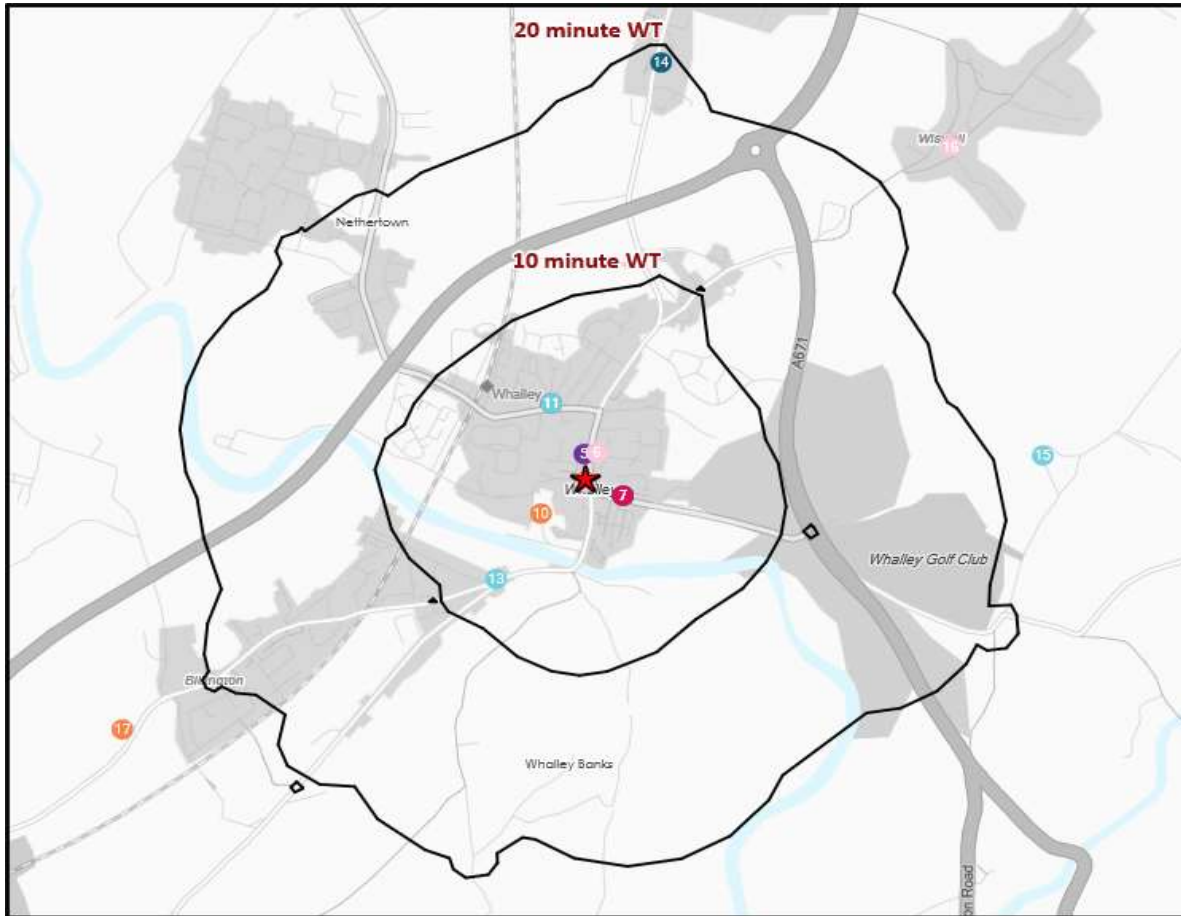


Polaris Plus Profile by Catchment

*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	0	0	57,295	0	0	211
Medium	0	130	37,891	0	40	125
High	0	0	483	0	0	3
Midlife - Young Kids						
Low	0	0	38,892	0	0	257
Medium	41	41	16,609	52	32	139
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	9,948	0	0	85
Medium	95	95	13,089	73	45	66
High	230	362	7,637	284	274	62
Mature						
Low	283	432	34,104	113	106	90
Medium	596	961	34,826	209	207	80
High	541	911	22,512	198	205	54
Not Private Households	35	35	2,988	146	90	82
Total	1,821	2,967	276,274			

CGA Summary - Dog Inn Whalley

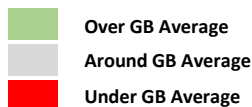


- ★ Pub Sites
 N Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Jacks Of Whalley	BB 7 9SP	Independent Free	ABOS	0.0
0	Trishna Of Whalley	BB 7 9SP	Independent Free	Restaurants	0.0
0	Forum	BB 7 9SP	Independent Free	Premium Local	0.0
0	De Lacy Arms	BB 7 9SP	Trust Inns Limited	Premium Local	0.0
0	Dog Inn	BB 7 9SP	Star Pubs & Bars	GPGF	0.0
5	King Street Kitchen	BB 7 9SW	Independent Free	Restaurants	0.1
6	Swan Hotel	BB 7 9SN	Stonegate Pub Company	GPGF	0.1
7	Abbey Lodge Masonic	BB 7 9TD	Independent Free	Clubland	0.1
7	H2O Bar	BB 7 9TD	Independent Free	ABOS	0.1
7	Rendezvous	BB 7 9TD	Independent Free	Night Club	0.1
10	Whalley Abbey	BB 7 9SS	Independent Free	Hotel	0.1
11	Abbots Court	BB 7 9RH	Independent Free	Restaurants	0.2
11	Whalley Cricket Club	BB 7 9RH	Independent Free	Clubland	0.2
13	Brass Band Working Mens Club	BB 7 9NR	Independent Free	Clubland	0.3
14	Eagle at Barrow	BB 7 9AQ	Independent Free	ABOS	0.9
15	Whalley Golf Club	BB 7 9DR	Independent Free	Clubland	0.9
16	Freemasons Arms	BB 7 9DF	Independent Free	GPGF	1.0
17	Foxfields Country Hotel	BB 7 9HY	Independent Free	Hotel	1.1

Per Pub Analysis - Dog Inn Whalley



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,821	2,967	276,274
Number of Competition Pubs	9	10	392
Adults 18+ per Competition Pub	202	297	705

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	63	3.4%	43
Circuit Bar	0	26	1.4%	36
Community Pub	0	343	18.8%	98
Craft Led	0	2	0.1%	4
Great Pub Great Food	2	481	26.4%	149
High Street Pub	0	297	16.3%	89
Premium Local	2	479	26.3%	159

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	119	4.0%	50
Circuit Bar	0	52	1.7%	43
Community Pub	0	547	18.5%	96
Craft Led	0	21	0.7%	21
Great Pub Great Food	2	806	27.2%	154
High Street Pub	0	487	16.4%	89
Premium Local	2	804	27.1%	164

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	19	17,673	6.4%	79
Circuit Bar	11	16,171	5.9%	144
Community Pub	78	70,818	25.6%	134
Craft Led	0	9,404	3.4%	98
Great Pub Great Food	11	29,795	10.8%	61
High Street Pub	70	68,912	24.9%	135
Premium Local	31	37,477	13.6%	82

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			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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