

Catchment Summary - Duckworth Hall Oswaldtwistle



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- Over GB Average
- Around GB Average
- Under GB Average

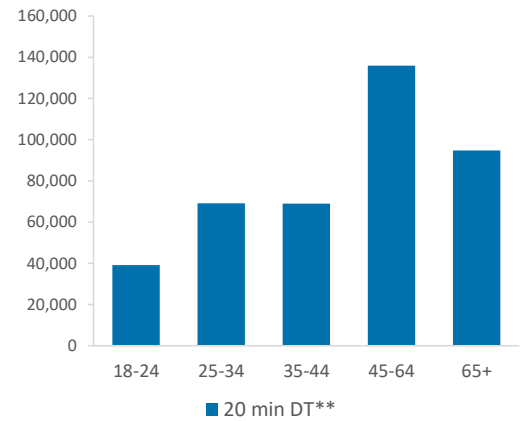
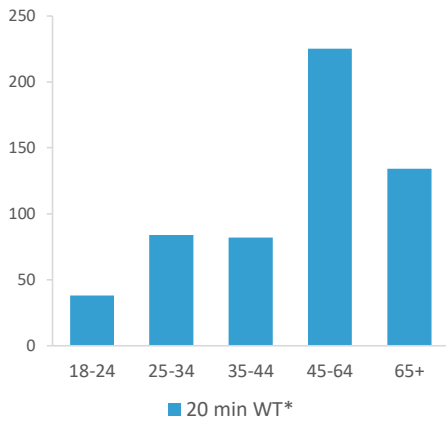
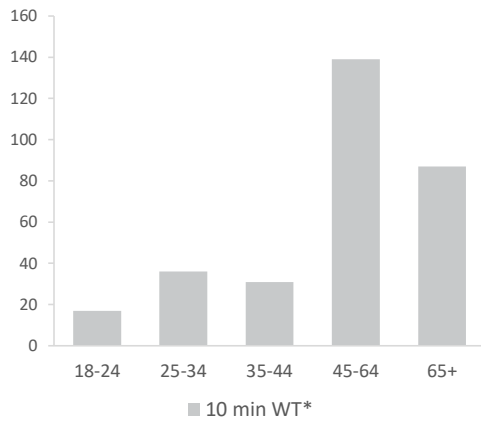
*WT= Walktime, **DT= Drivetime

	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	384	746	534,269	7	5	141
<small>Population & Adults 18+ index is based on all pubs</small>						
Adults 18+	310	563	407,585	7	3	136
Competition Pubs	2	2	575	13	6	159
Adults 18+ per Competition Pub	155	282	709	19	34	86
% Adults Likely to Drink	85.4%	80.9%	79.6%	104	98	97

Affluence	Low	0.0%	44.9%	18.8%	0	175	73
	Medium	49.7%	27.4%	45.6%	126	70	116
	High	50.3%	27.7%	34.5%	150	83	103

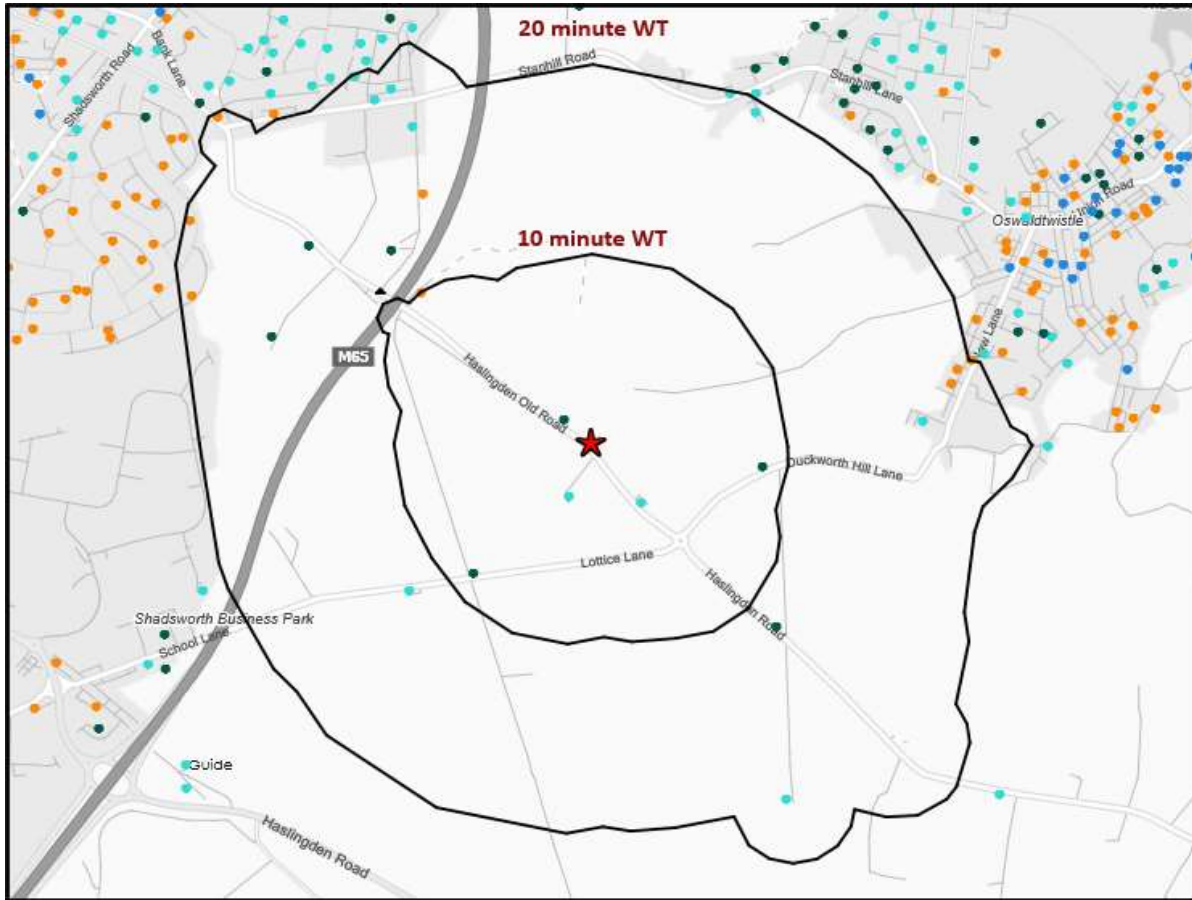
*Affluence does not include Not Private Households

Age Profile	18-24	17	38	39,093	55	63	90
	25-34	36	84	69,008	71	85	97
	35-44	31	82	68,977	63	85	100
	45-64	139	225	135,878	142	118	100
	65+	87	134	94,629	119	94	93



		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	208 (54%)	384 (51%)	264,743 (50%)	110	104	100
	Female	176 (46%)	362 (49%)	269,526 (50%)	91	96	100
Economic Status (16-74)	Employed: Full-time	95 (33%)	165 (31%)	151,614 (40%)	80	75	96
	Employed: Part-time	36 (13%)	73 (14%)	51,642 (14%)	97	106	105
	Self employed	49 (17%)	52 (10%)	30,564 (8%)	180	103	85
	Unemployed	1 (0%)	15 (3%)	9,698 (3%)	15	119	108
	Retired	52 (18%)	77 (15%)	54,333 (14%)	132	105	104
	Other	52 (18%)	148 (28%)	80,070 (21%)	93	142	107
Total Worker Count		184	249	227,758			

See the Glossary page for further information on the above variables

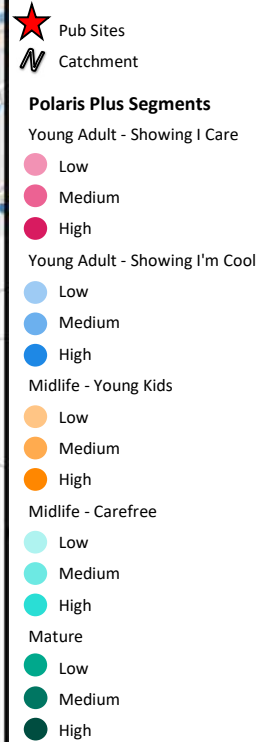
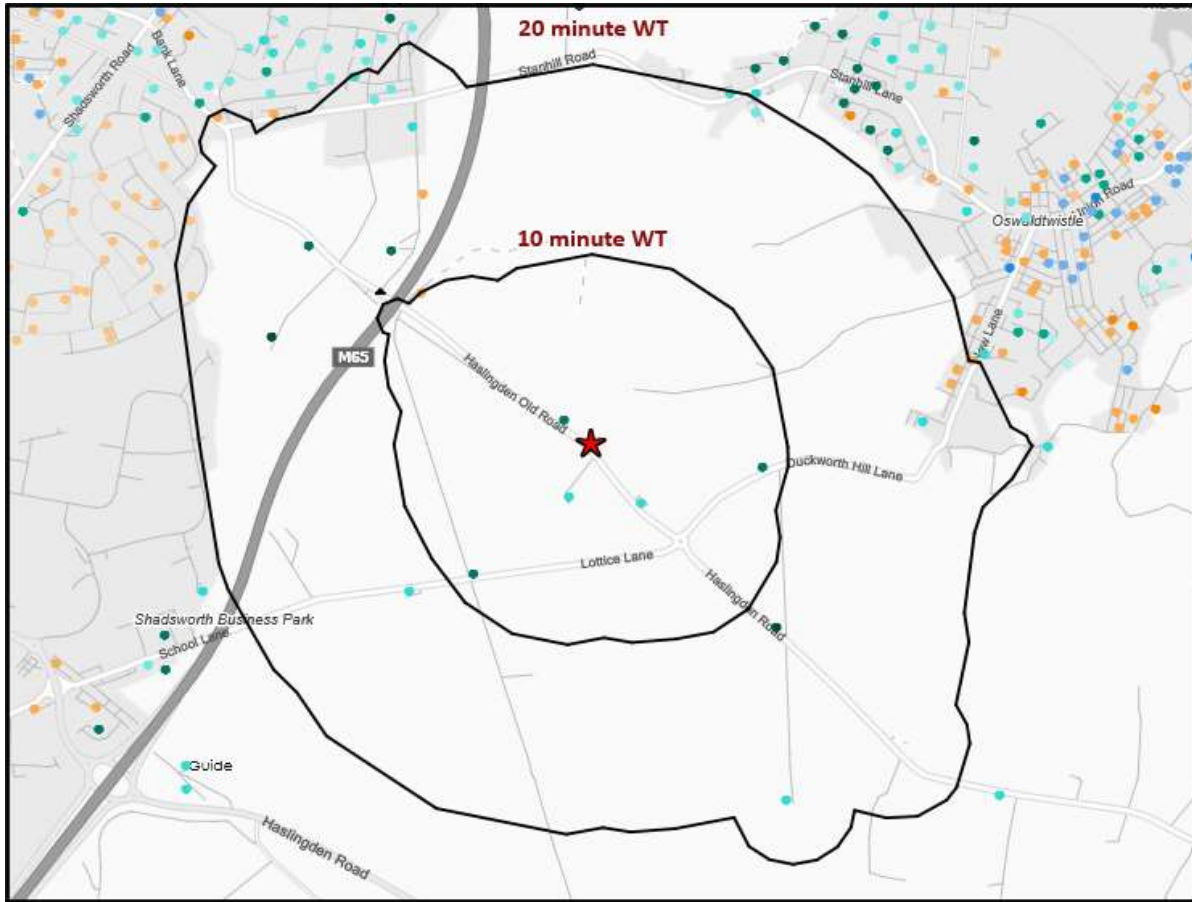


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	0	44,698	0	0	123
Young Adult - Showing I'm Cool	0	0	55,272	0	0	147
Midlife - Young Kids	6	259	131,137	6	146	102
Midlife - Carefree	118	118	83,372	181	100	97
Mature	186	186	88,597	214	118	78
Not Private Households	0	0	4,509	0	0	77
Total	310	563	407,585			



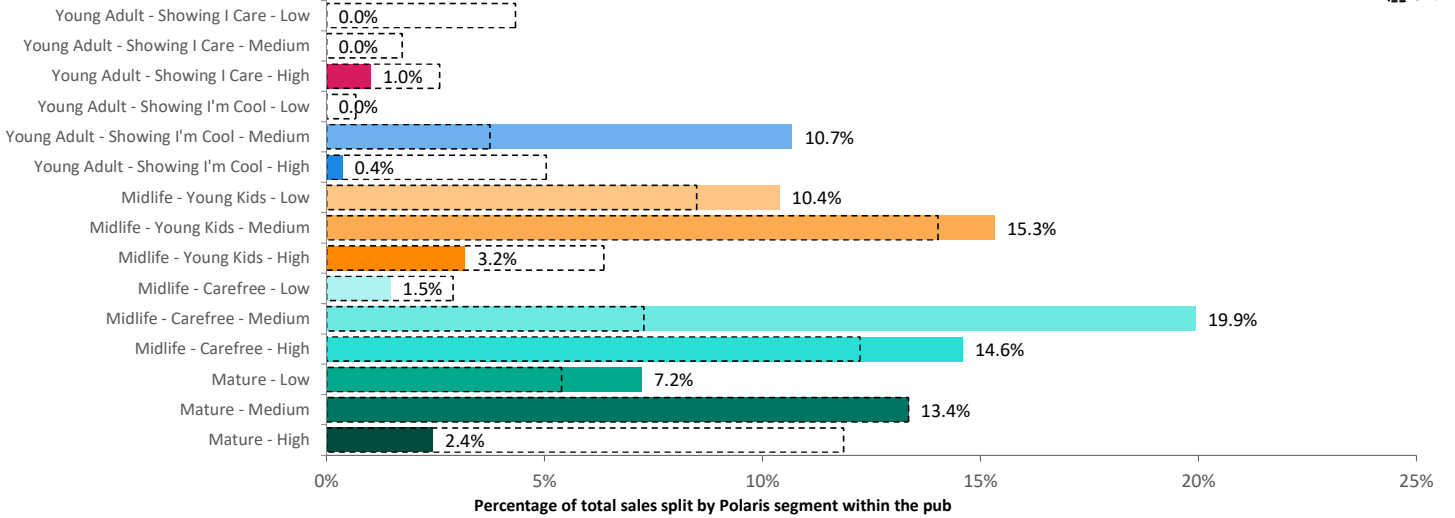
Polaris Plus Profile by Catchment

*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	390	0	0	2
Medium	0	0	0	0	0	0
High	0	0	44,308	0	0	323
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	46,748	0	0	310
High	0	0	8,524	0	0	47
Midlife - Young Kids						
Low	0	253	42,147	0	404	93
Medium	6	6	64,807	13	7	107
High	0	0	24,183	0	0	110
Midlife - Carefree						
Low	0	0	9,858	0	0	71
Medium	12	12	36,173	58	32	132
High	106	106	37,341	313	172	84
Mature						
Low	0	0	24,172	0	0	100
Medium	136	136	38,323	347	191	74
High	50	50	26,102	172	95	68
Not Private Households	0	0	4,509	0	0	77
Total	310	563	407,585			

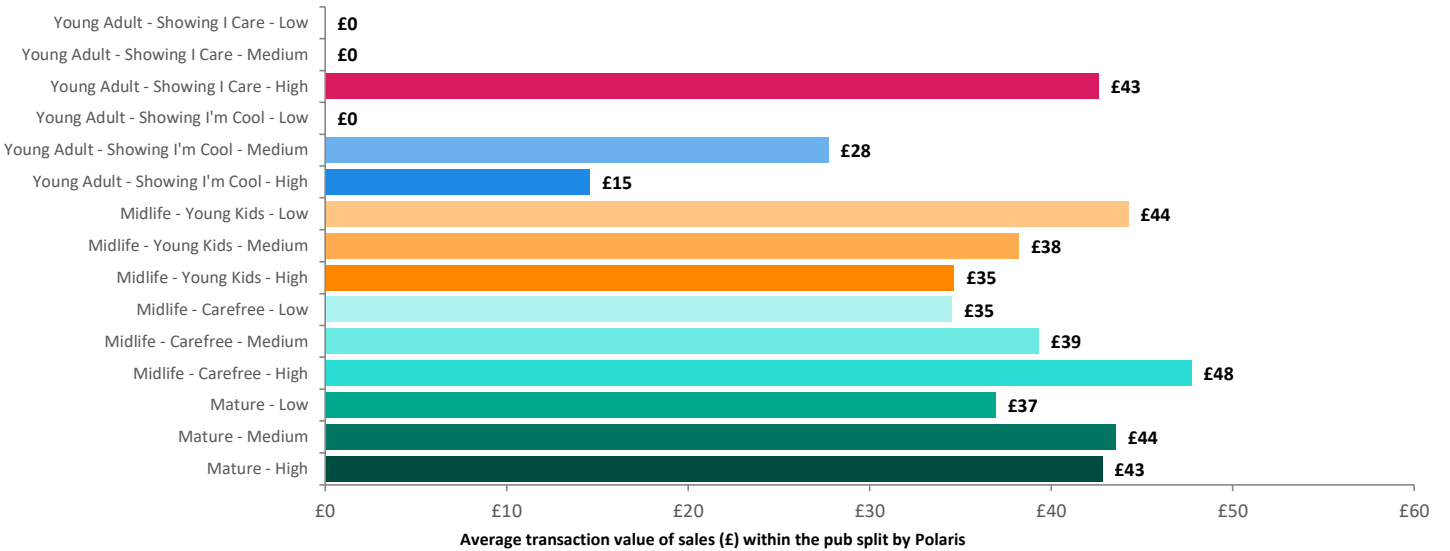
Spend by Polaris

GB %



Percentage of total sales split by Polaris segment within the pub

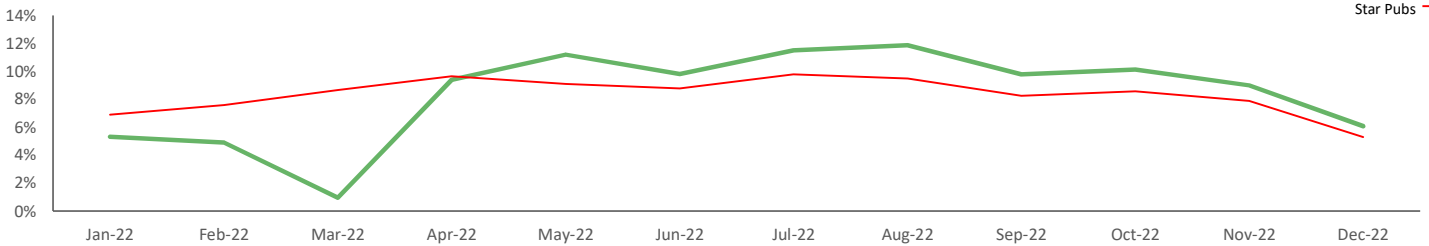
Average Transaction Values (£) by Polaris



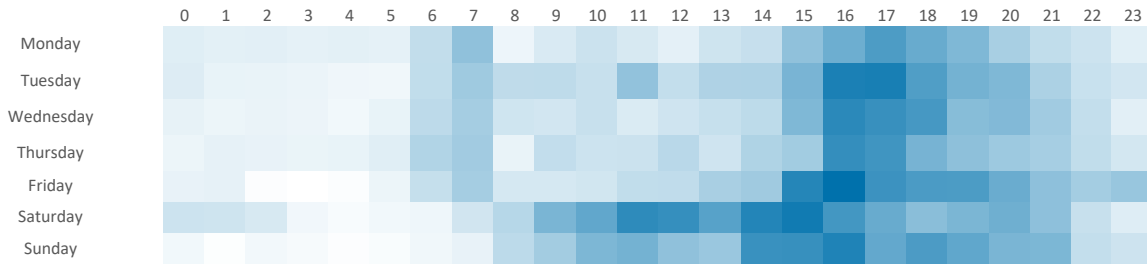
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

Duckworth Hall Oswaldtwistle
Star Pubs

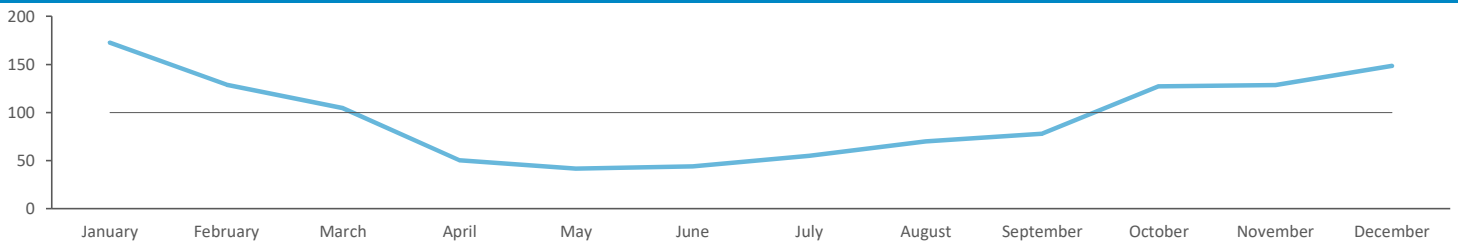


Time of Day/Day of Week



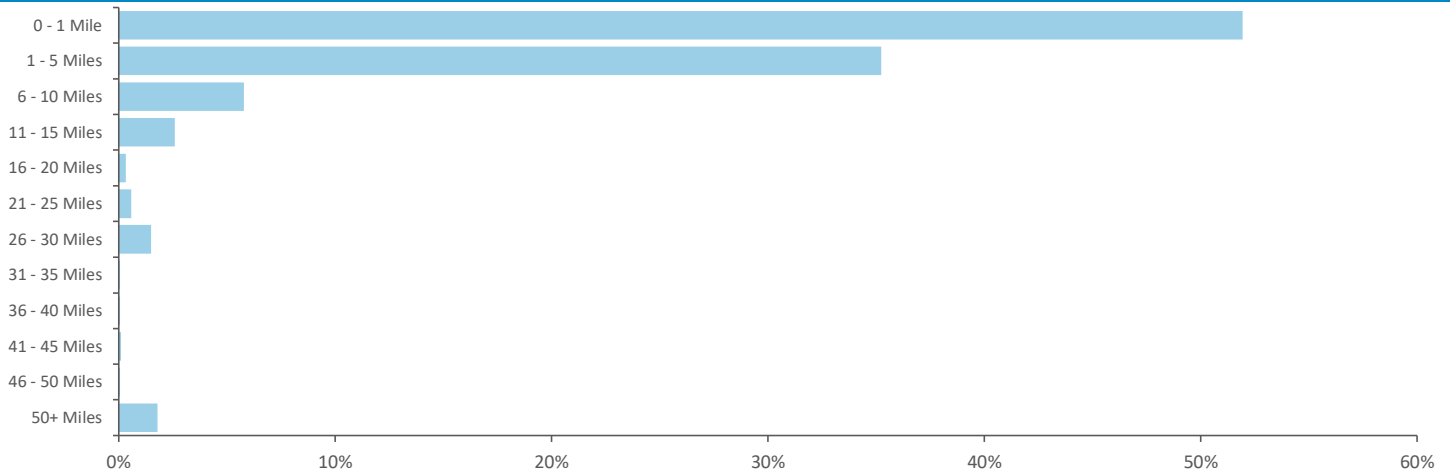
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



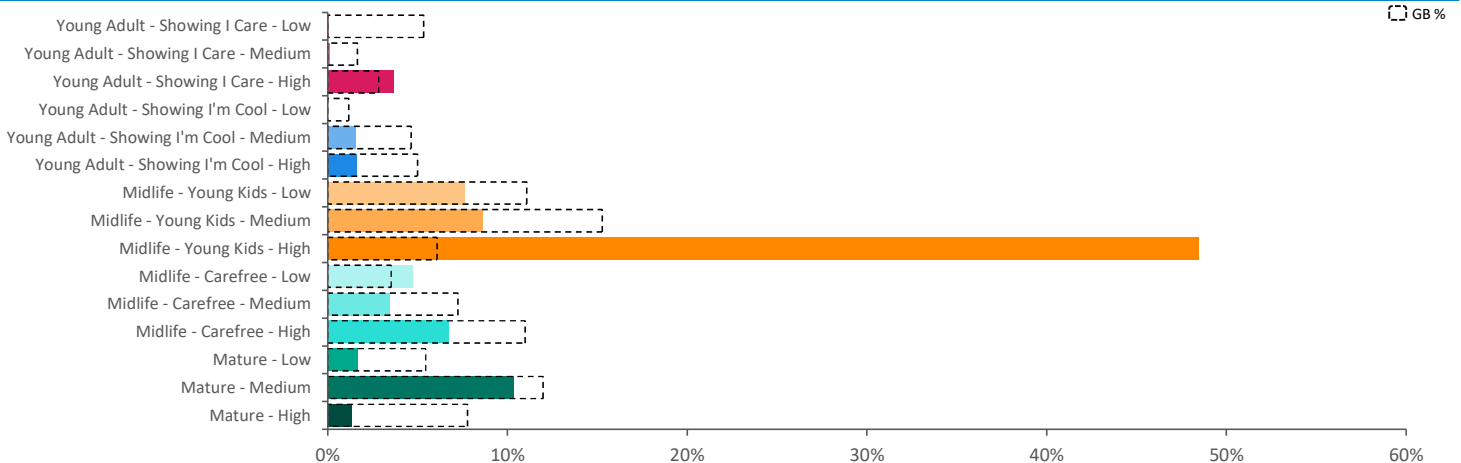
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

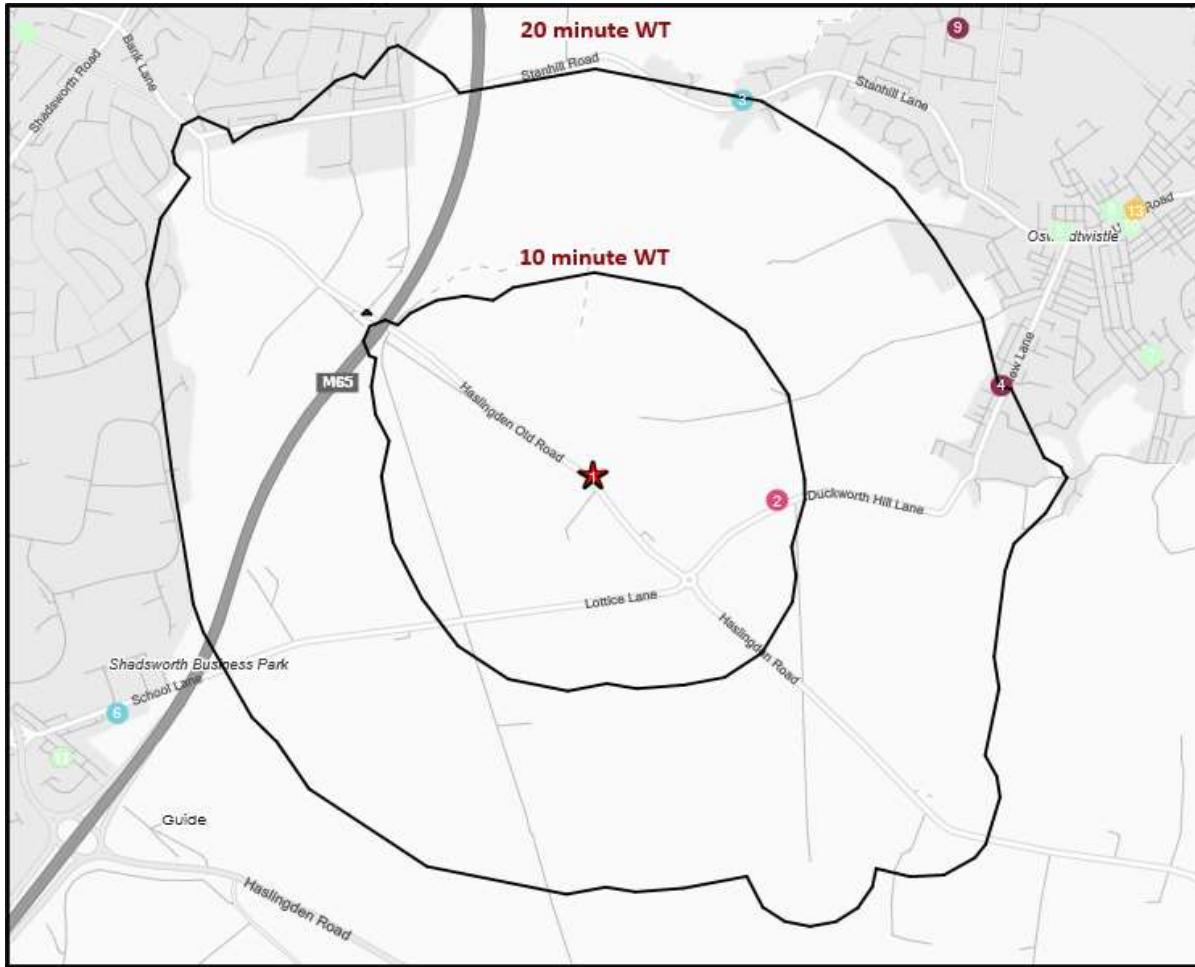


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

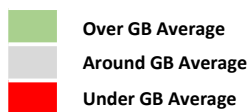
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Duckworth Hall Inn	BB 5 3RQ	Star Pubs & Bars	Community Pub	0.0
2	Britannia Inn	BB 5 3RN	Daniel Thwaites plc	Family Pub Dining	0.3
3	Stanhill Wm Social Club	BB 5 4PP	Independent Free	Clubland	0.7
4	White Bull	BB 5 3QW	Daniel Thwaites plc	Premium Local	0.7
5	Black Dog	BB 5 3NW	Daniel Thwaites plc	Community Pub	0.9
6	Guide Conservative Club	BB 1 2LW	Independent Free	Clubland	1.0
7	Rhoden Inn	BB 5 3QF	Admiral Taverns Ltd	Community Pub	1.0
8	Lord Longworth	BB 5 3LA	Independent Free	Community Pub	1.0
9	Trickys Pub	BB 5 4NP	Independent Free	Premium Local	1.1
10	Vault	BB 5 3HS	Independent Free	Community Pub	1.1
11	Willows	BB 1 2NG	Marston's	Family Pub Dining	1.1
11	King Edward Vii	BB 1 2NG	Marston's	Community Pub	1.1
13	Tap Select	BB 5 3JD	Independent Free	Community Pub	1.1
13	Tiger Lounge	BB 5 3JD	Independent Free	High Street Pub	1.1
15	Old Mother Redcap	BB 1 3LS	Mitchells & Butlers	Family Pub Dining	1.1
16	Marco Polo Pizzeria	BB 1 2PL	Independent Free	Restaurants	1.1
17	Dog Inn	BB 1 2NN	*Other Small Retail Groups	Family Pub Dining	1.2
18	Intack & Knuzden Conservative Working Mens Club	BB 1 2BU	Independent Free	Clubland	1.2

Per Pub Analysis - Duckworth Hall Oswaldtwistle



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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+	310	563	407,585
Number of Competition Pubs	2	2	575
Adults 18+ per Competition Pub	155	282	709

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	12	3.8%	38
Circuit Bar	1	0.3%	7
Community Pub	52	16.8%	97
Craft Led	0	0.1%	4
Great Pub Great Food	96	30.9%	161
High Street Pub	44	14.2%	82
Premium Local	93	30.1%	171

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	12	2.1%	21
Circuit Bar	1	0.1%	4
Community Pub	188	33.4%	193
Craft Led	0	0.1%	2
Great Pub Great Food	96	17.0%	89
High Street Pub	161	28.5%	165
Premium Local	93	16.6%	94

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	52,306	12.8%	126
Circuit Bar	15,819	3.9%	106
Community Pub	60,680	14.9%	86
Craft Led	19,350	4.7%	150
Great Pub Great Food	79,759	19.6%	102
High Street Pub	63,544	15.6%	90
Premium Local	65,587	16.1%	92

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></td> <td>"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."</td> <td>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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.																									