CACI

Catchment Summary - Lifeboat Inn Blackpool

**star** PUBS&BARS

	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	3,432	20,277	219,483	65	139	58
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,681	15,800	176,106	62	88	59
	Competition Pubs	20	95	245	133	297	68
	Adults 18+ per Competition Pub	134	166	719	16	20	87
	% Adults Likely to Drink	79.4%	80.5%	82.9%	96	98	101
Affluence	Low	14.7%	6.8%	20.4%	57	27	80
	Medium	40.8%	60.2%	57.4%	104	153	146
	High	28.3%	25.2%	19.5%	84	75	58

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	327	1,798	14,175	117	109	80
	25-34	418	2,646	24,699	92	98	85
	35-44	424	2,507	24,052	96	96	85
	45-64	1,083	5,779	61,207	123	112	109
	65+	429	3,070	51,973	65	79	124
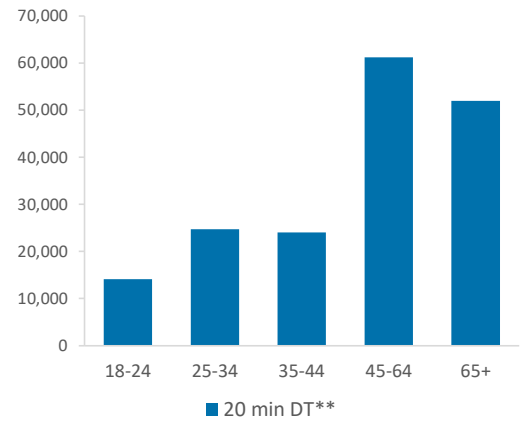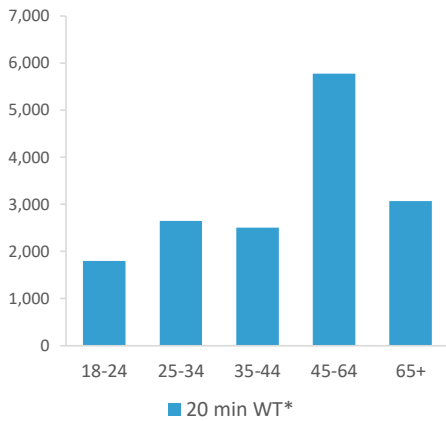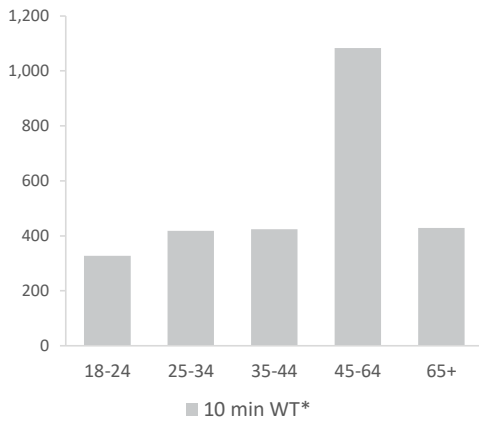
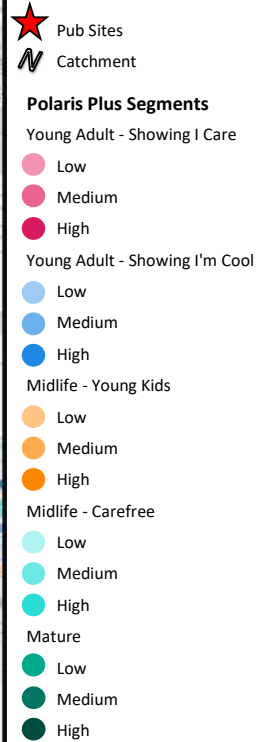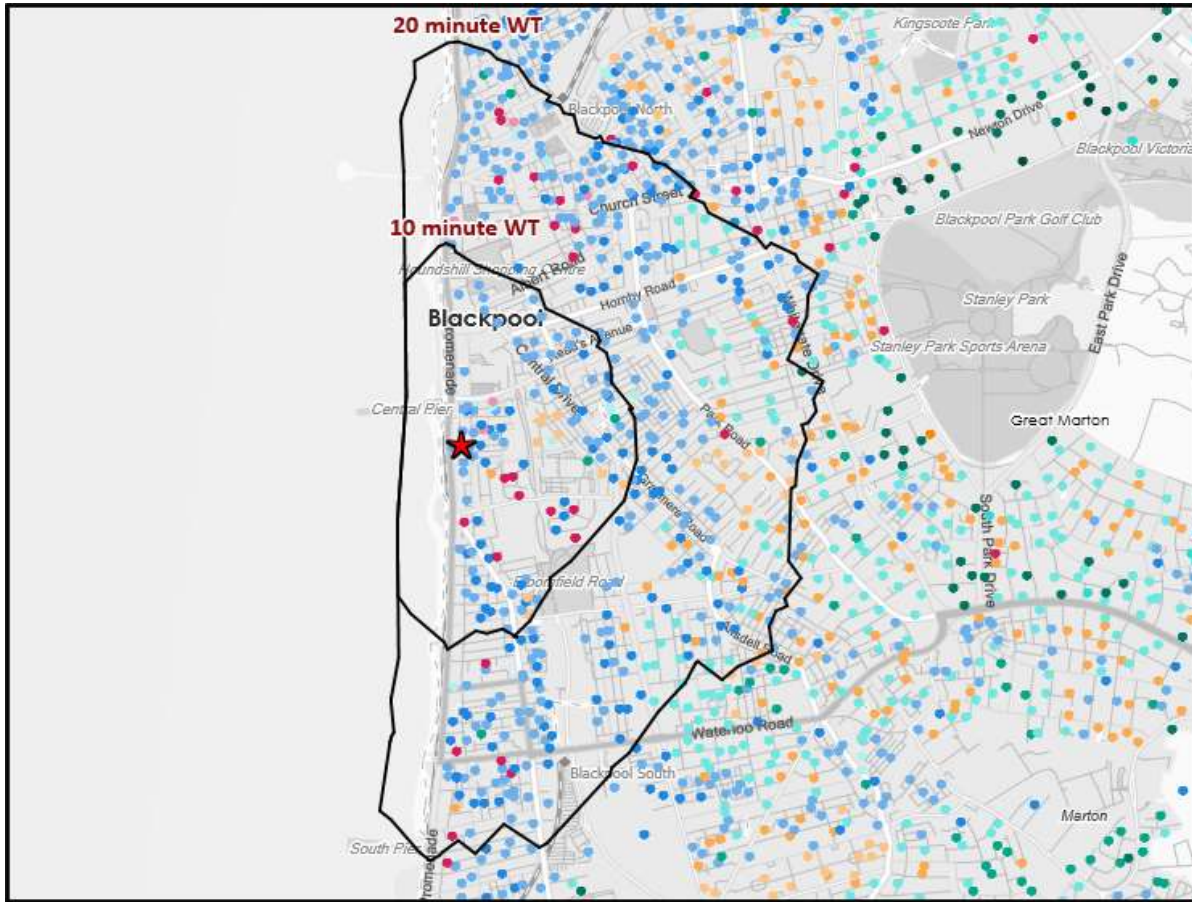|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,809 (53%)	10,686 (53%)	108,433 (49%)	107	107	100
	Female	1,623 (47%)	9,591 (47%)	111,050 (51%)	94	94	100
Economic Status (16-74)	Employed: Full-time	614 (23%)	4,498 (30%)	57,150 (37%)	55	72	89
	Employed: Part-time	291 (11%)	1,972 (13%)	21,097 (14%)	84	100	105
	Self employed	566 (21%)	2,044 (14%)	15,877 (10%)	223	141	107
	Unemployed	154 (6%)	747 (5%)	4,215 (3%)	244	208	114
	Retired	283 (11%)	1,883 (12%)	28,035 (18%)	77	90	131
	Other	753 (28%)	3,982 (26%)	28,894 (19%)	143	133	94
	Total Worker Count	5,676	30,358	143,061			

See the Glossary page for further information on the above variables

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Polaris Summary - Lifeboat Inn Blackpool

★ star
PUBS & BARS

Legend:
- ★ Pub Sites
- Ɲ Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
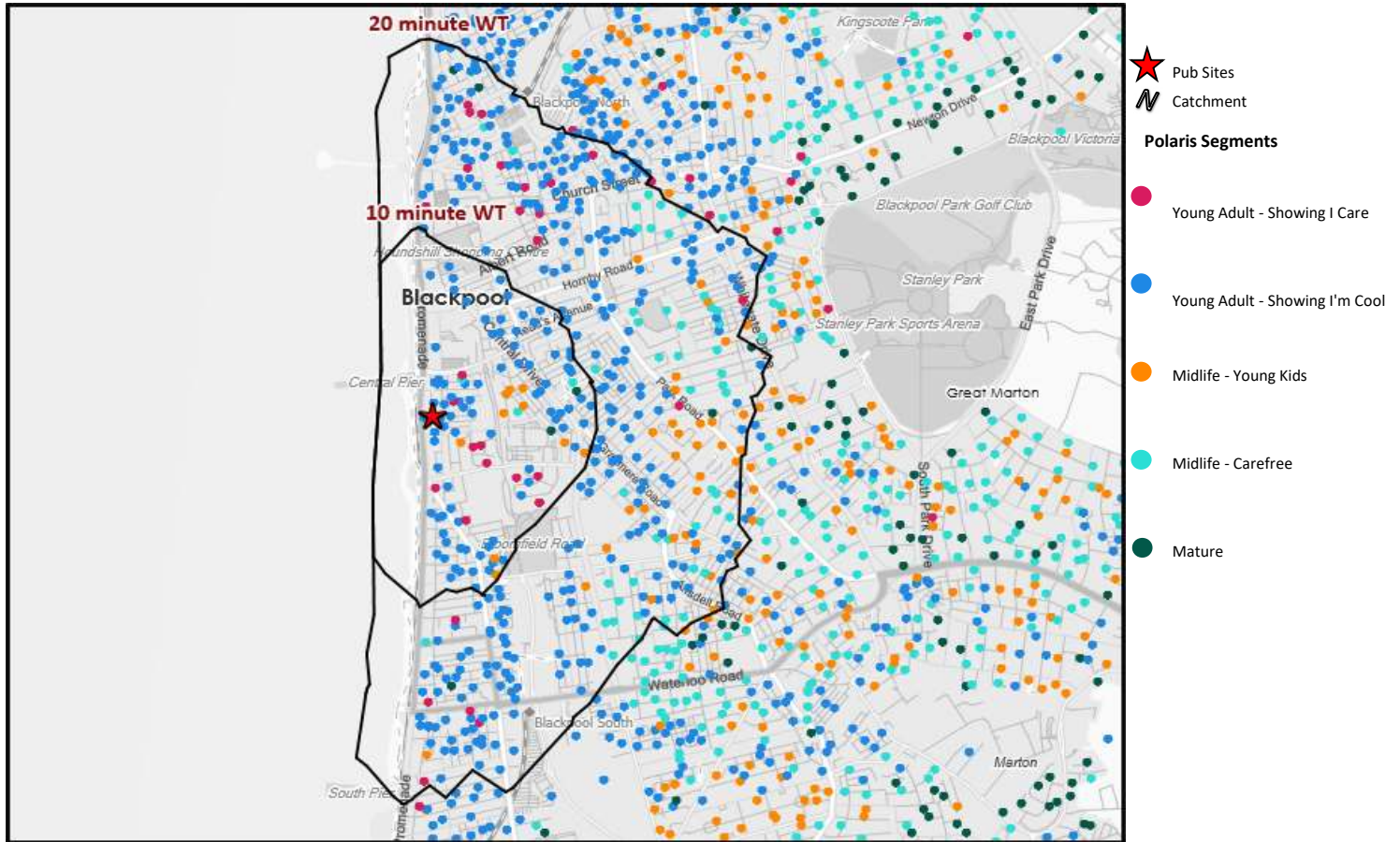
Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

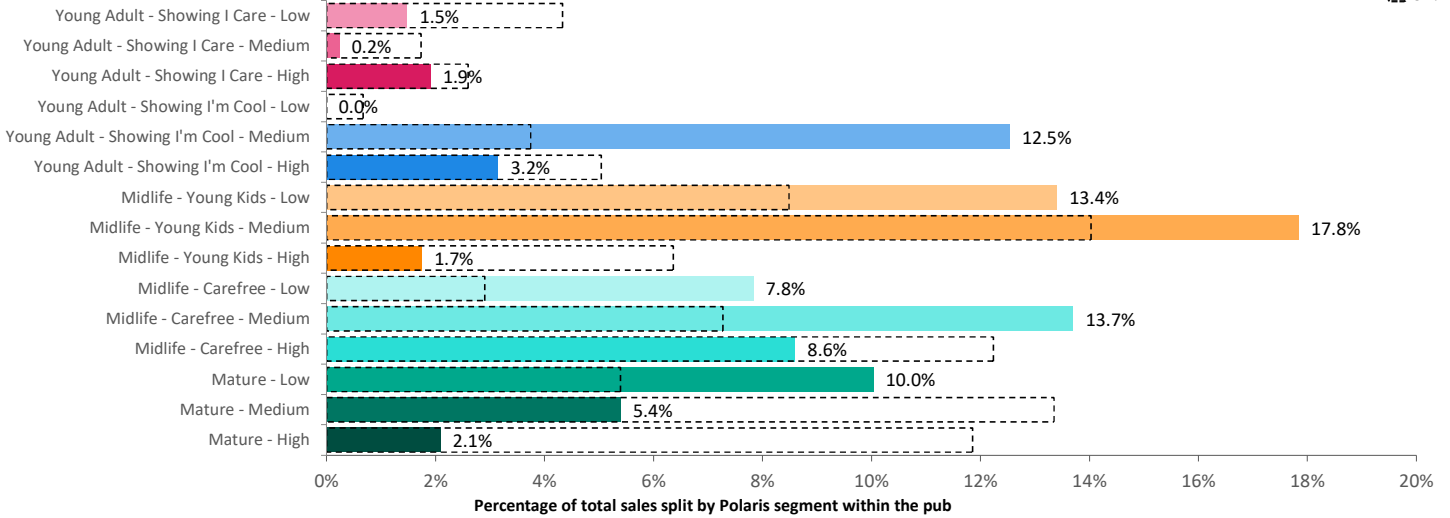| Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	226	586	1,889	94	42	12
Young Adult - Showing I'm Cool	1,674	10,323	34,380	679	710	212
Midlife - Young Kids	175	1,601	30,251	21	32	55
Midlife - Carefree	140	1,892	51,264	25	57	138
Mature	31	164	53,757	4	4	109
Not Private Households	435	1,234	4,565	1,128	543	180
Total	2,681	15,800	176,106			

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Polaris Summary - Lifeboat Inn Blackpool

star PUBS & BARS

Legend:

★ Pub Sites
N 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

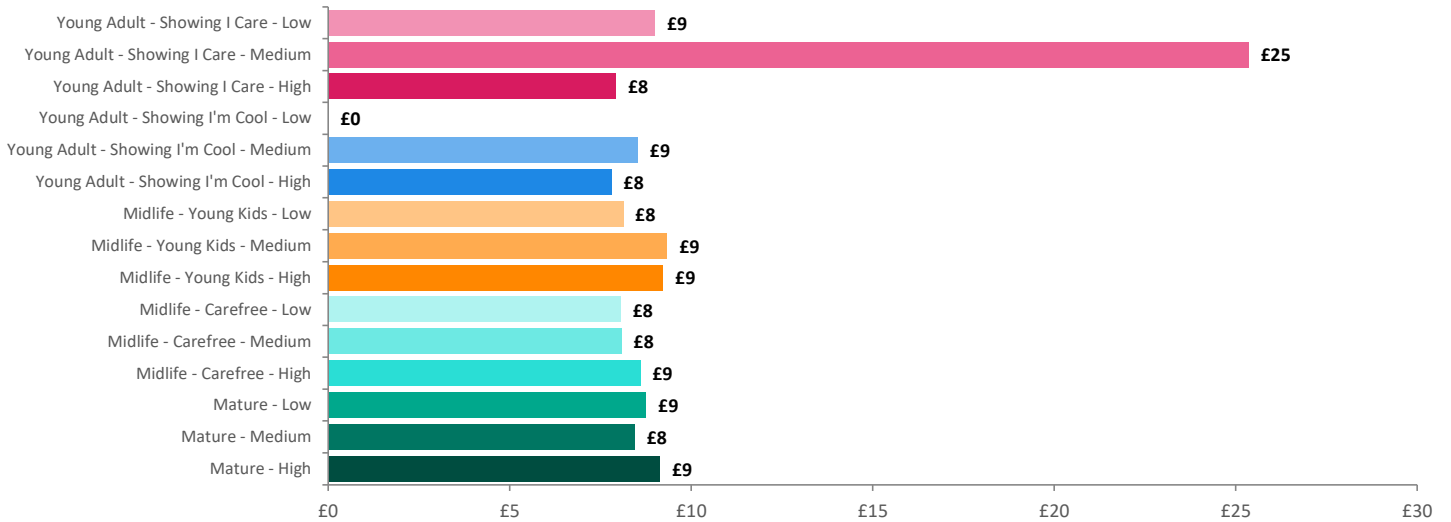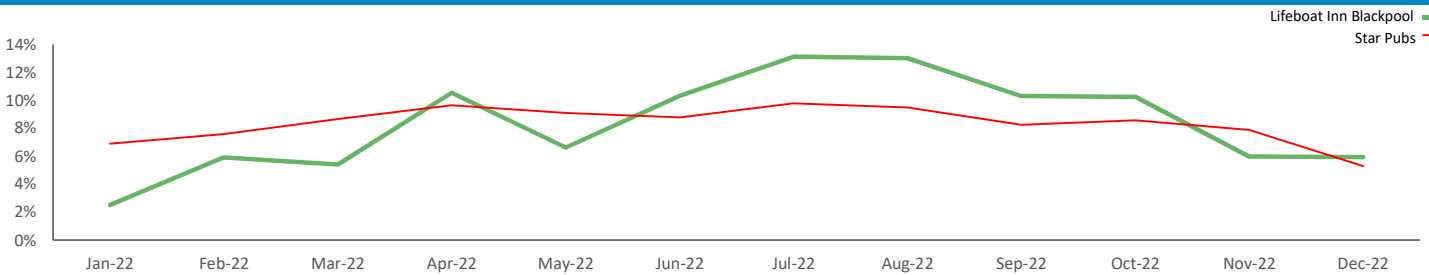| Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	58	81	86	52	12	1
Medium	0	0	0	0	0	0
High	168	505	1,803	186	95	30
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,083	6,851	23,160	1,092	1,173	356
High	591	3,472	11,220	493	491	142
Midlife - Young Kids						
Low	164	653	8,412	55	37	43
Medium	11	948	17,002	3	40	65
High	0	0	4,837	0	0	51
Midlife - Carefree						
Low	140	195	3,953	154	36	66
Medium	0	1,697	40,216	0	160	340
High	0	0	7,095	0	0	37
Mature						
Low	31	149	23,533	19	16	225
Medium	0	15	20,772	0	1	93
High	0	0	9,452	0	0	57
Not Private Households	435	1,234	4,565	1,128	543	180
Total	2,681	15,800	176,106			

Transactional Data Summary - Lifeboat Inn Blackpool

star PUBS & BARS

Spend by Polaris

GB %

Segment	%
Young Adult - Showing I Care - Low	1.5%
Young Adult - Showing I Care - Medium	0.2%
Young Adult - Showing I Care - High	1.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	12.5%
Young Adult - Showing I'm Cool - High	3.2%
Midlife - Young Kids - Low	13.4%
Midlife - Young Kids - Medium	17.8%
Midlife - Young Kids - High	1.7%
Midlife - Carefree - Low	7.8%
Midlife - Carefree - Medium	13.7%
Midlife - Carefree - High	8.6%
Mature - Low	10.0%
Mature - Medium	5.4%
Mature - High	2.1%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£9
Young Adult - Showing I Care - Medium	£25
Young Adult - Showing I Care - High	£8
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£9
Young Adult - Showing I'm Cool - High	£8
Midlife - Young Kids - Low	£8
Midlife - Young Kids - Medium	£9
Midlife - Young Kids - High	£9
Midlife - Carefree - Low	£8
Midlife - Carefree - Medium	£8
Midlife - Carefree - High	£9
Mature - Low	£9
Mature - Medium	£8
Mature - High	£9

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

Spend by Month

Lifeboat Inn Blackpool — Star Pubs

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Mobile Data Summary - Lifeboat Inn Blackpool

star PUBS&BARS

Time of Day/Day of Week
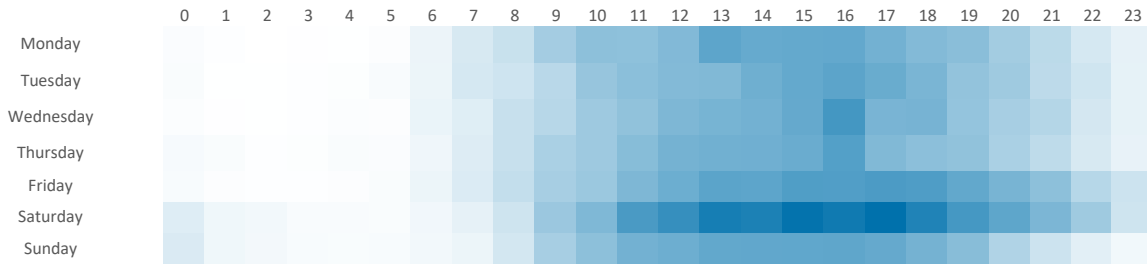
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
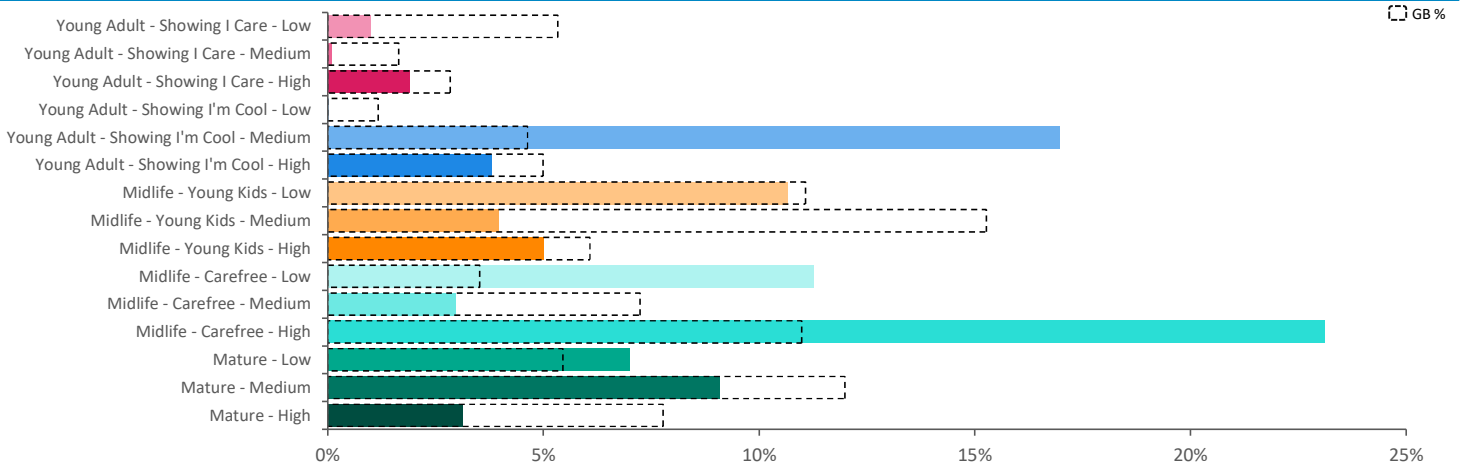
Index by Month
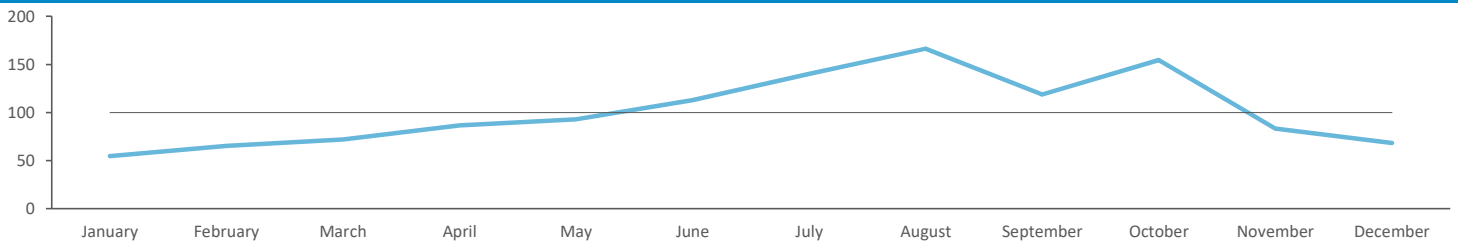
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
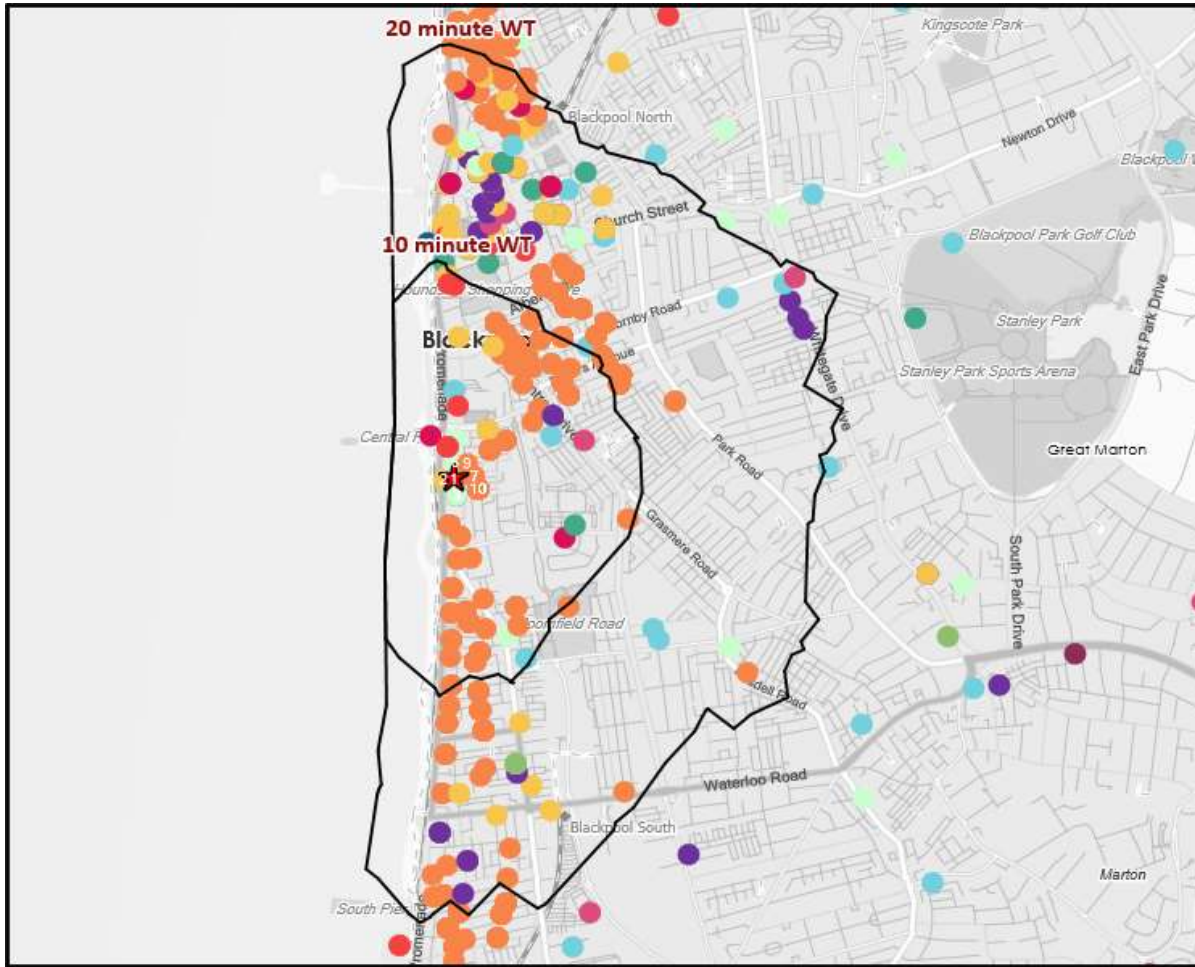
Distance from Home
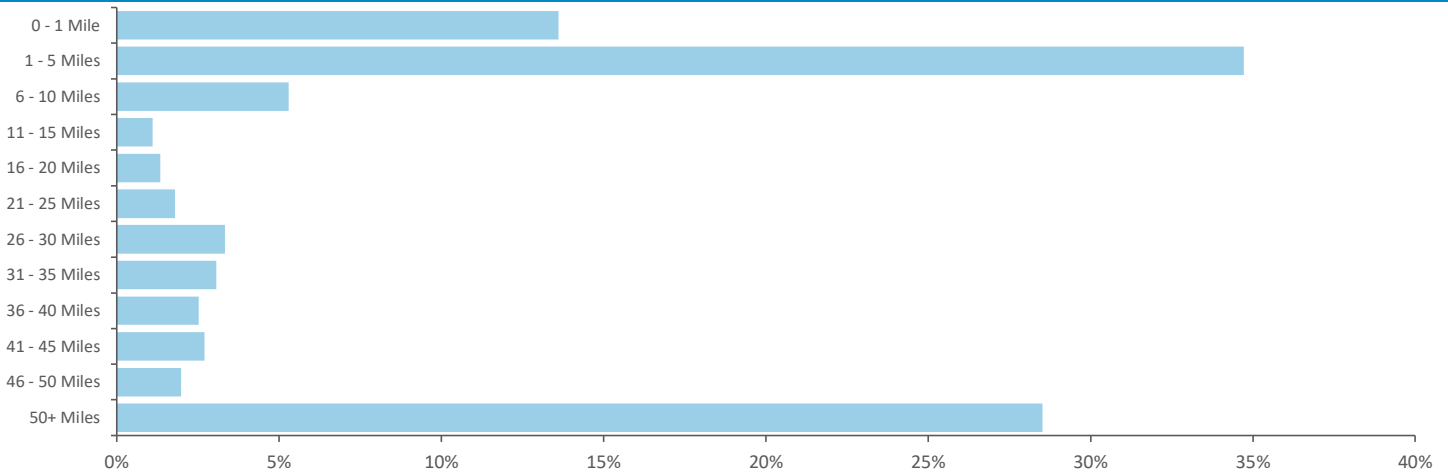
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile

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

CGA Summary - Lifeboat Inn Blackpool

star
PUBS & BARS

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	Ma Kellys	FY 1 5BW	Independent Free	Family Pub Dining	0.0
2	Gaiety Bar	FY 1 5BQ	Independent Free	High Street Pub	0.0
3	Blackpool Philharmonic Club	FY 1 5BL	Independent Free	Clubland	0.0
3	C Fresh	FY 1 5BL	Independent Free	Restaurants	0.0
3	Sports Bar	FY 1 5BL	Independent Free	Community Pub	0.0
6	Ardwick	FY 1 5AD	Amber Taverns	Community Pub	0.0
7	Appleton House	FY 1 5BG	Independent Free	Hotel	0.0
7	Aberford Hotel	FY 1 5BG	Independent Free	Hotel	0.0
9	Stage Door Hotel	FY 1 5BP	Independent Free	Hotel	0.0
10	Kirkstead Hotel	FY 1 5BN	Independent Free	Hotel	0.1
10	Hound Dog Hotel	FY 1 5BN	Independent Free	Hotel	0.1
10	Anviens Guest House	FY 1 5BN	Independent Free	Hotel	0.1
10	Gleneagles Hotel	FY 1 5BN	Independent Free	Hotel	0.1
10	Lyndene Guest House	FY 1 5BN	Independent Free	Hotel	0.1
10	Green Mount	FY 1 5BN	Independent Free	Hotel	0.1
10	Newlands Hotel	FY 1 5BN	Independent Free	Hotel	0.1
10	Thistle Dhu Guest House	FY 1 5BN	Independent Free	Hotel	0.1
10	New Milton	FY 1 5BN	Independent Free	Hotel	0.1
10	Lyndale Hotel	FY 1 5BN	Independent Free	Hotel	0.1
10	Clifton House	FY 1 5BN	Independent Free	Hotel	0.1

Per Pub Analysis - Lifeboat Inn Blackpool

star PUBS & BARS

*WT= Walktime, **DT= Drivetime
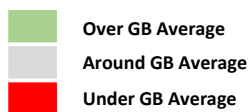
	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,681	15,800	176,106
Number of Competition Pubs	20	95	245
Adults 18+ per Competition Pub	134	166	719

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	499	18.6%	183
Circuit Bar	133	5.0%	136
Community Pub	210	7.8%	45
Craft Led	287	10.7%	339
Great Pub Great Food	476	17.8%	93
High Street Pub	283	10.6%	61
Premium Local	217	8.1%	46

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,971	18.8%	184
Circuit Bar	922	5.8%	159
Community Pub	1,100	7.0%	40
Craft Led	1,716	10.9%	343
Great Pub Great Food	2,766	17.5%	91
High Street Pub	1,641	10.4%	60
Premium Local	1,558	9.9%	56

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	14,845	8.4%	83
Circuit Bar	6,636	3.8%	103
Community Pub	26,753	15.2%	88
Craft Led	6,518	3.7%	117
Great Pub Great Food	23,726	13.5%	70
High Street Pub	26,642	15.1%	87
Premium Local	22,251	12.6%	72

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.