

# Catchment Summary - Plough Inn

- 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**

168      423      332.480

152      366      264.753

2      3      324

76      122      817

83,2%      82,7%      76,3%

0,0%      0,0%      34,2%

5,9%      16,4%      43,6%

94,1%      83,6%      20,4%

£33.415      £30.695      £21.537

25      32      22.524

15      22      41.329

11      35      44.443

46      131      88.997

55      146      67.460

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

3      2      79

Pop. & Adl. 18+ index based on all pubs

3      2      79

11      7      80

9      14      92

110      110      101

0      0      103

16      43      114

343      305      74

157      144      101

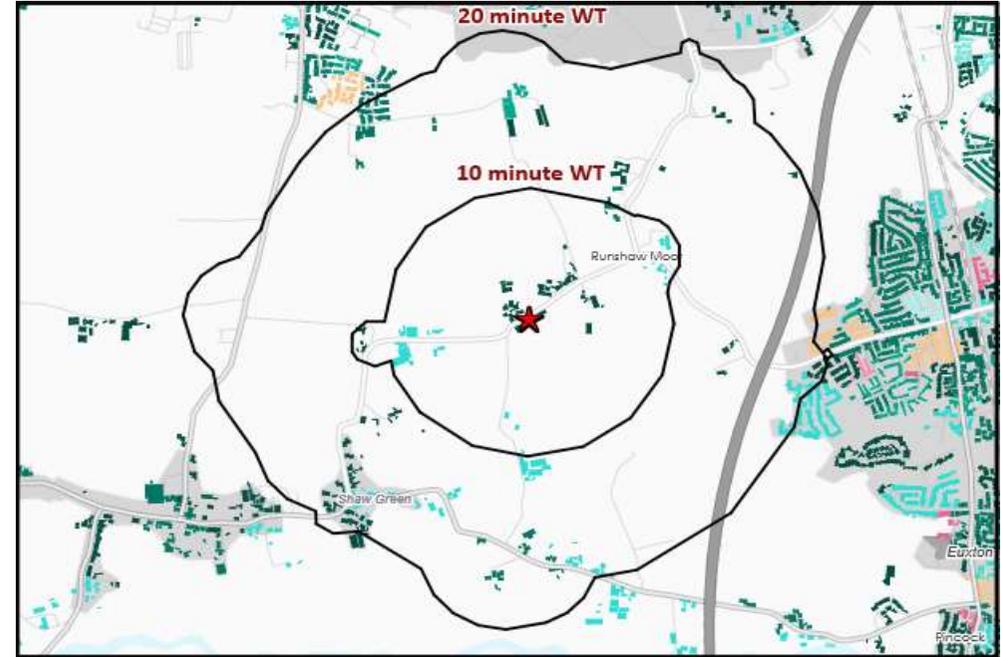
176      89      80

66      38      92

49      61      99

108      122      106

171      180      106



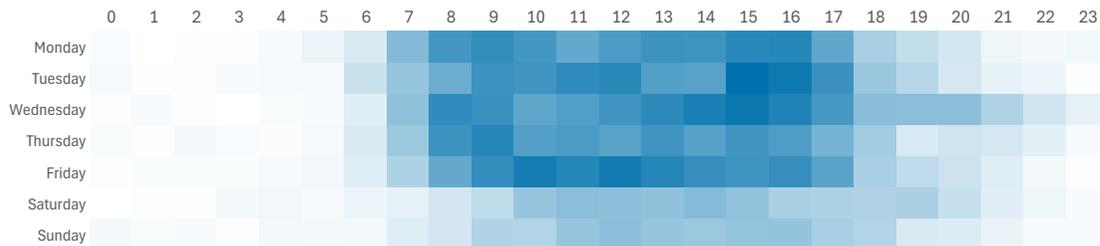
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## Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

## Mobile Data Summary

## Time of Day/Day of Week



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	0	51.453	0	0	70
Midlife - Young Kids	0	0	19.517	0	0	68
Midlife - Carefree	23	124	46.321	96	215	111
Mature	129	242	142.888	192	149	122
Not Private Households	0	0	4.574	0	0	14.279
<b>Total</b>	<b>152</b>	<b>366</b>	<b>264.753</b>			



# Per Pub - Plough Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

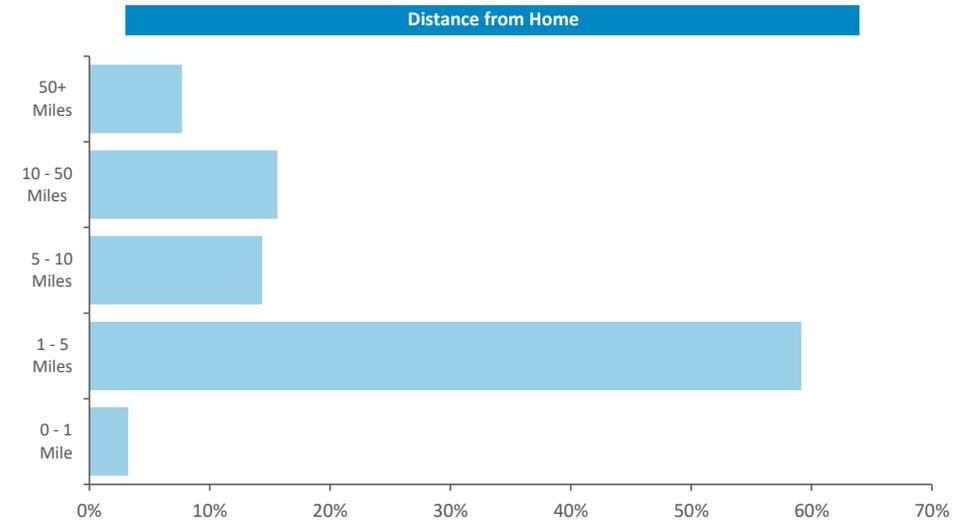
Adults 18+	152	366	264.753
Number of Competition Pubs	2	3	324
Adults 18+ per Competition Pub	76	122	817

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	10	6,6%	80
Circuit Bar	0	0	0,0%	0
Community Pub	0	6	3,6%	19
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	72	47,1%	259
High Street Pub	0	3	2,2%	12
Premium Local	1	61	40,4%	239

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	21	5,8%	70
Circuit Bar	0	0	0,0%	0
Community Pub	0	24	6,6%	34
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	153	41,8%	230
High Street Pub	0	14	3,9%	21
Premium Local	1	131	35,9%	212

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	6	11.428	4,3%	52
Circuit Bar	11	8.734	3,3%	79
Community Pub	32	55.817	21,1%	108
Craft Led	0	5.144	1,9%	54
Great Pub Great Food	7	43.032	16,3%	89
High Street Pub	41	53.452	20,2%	107
Premium Local	80	47.623	18,0%	106



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# Competition - Plough Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Papa Luigis	PR 7 6JH	Independent Free	Restaurants	46,1%	1,14
5	Elephant	PR 7 6EN	Punch Pub Company	Restaurants	25,6%	0,87
7	Bay Horse	PR 7 6JH	Stonegate Pub Company	Premium Local	14,7%	1,14
1	Travellers Rest	PR 7 6EG	Punch Pub Company	Family Pub Din	7,2%	0,61
0	Plough Inn	PR 7 6HB	Star Pubs & Bars	Premium Local	6,0%	0,00
2	Euxton Villa Football Club	PR 7 6HH	Independent Free	Clubland	0,4%	0,76
3	Worden Arts & Craft Centre	PR25 1DJ	Independent Free	Large Venue	0,0%	0,85
3	Worden Park	PR25 1DJ	Independent Free	Large Venue	0,0%	0,85
6	St Marys Parish Centre Club	PR 7 6JW	Independent Free	Clubland	0,0%	1,12
9	Leyland Fox Lane Sports & Social	PR25 1HB	Independent Free	Clubland	0,0%	1,23

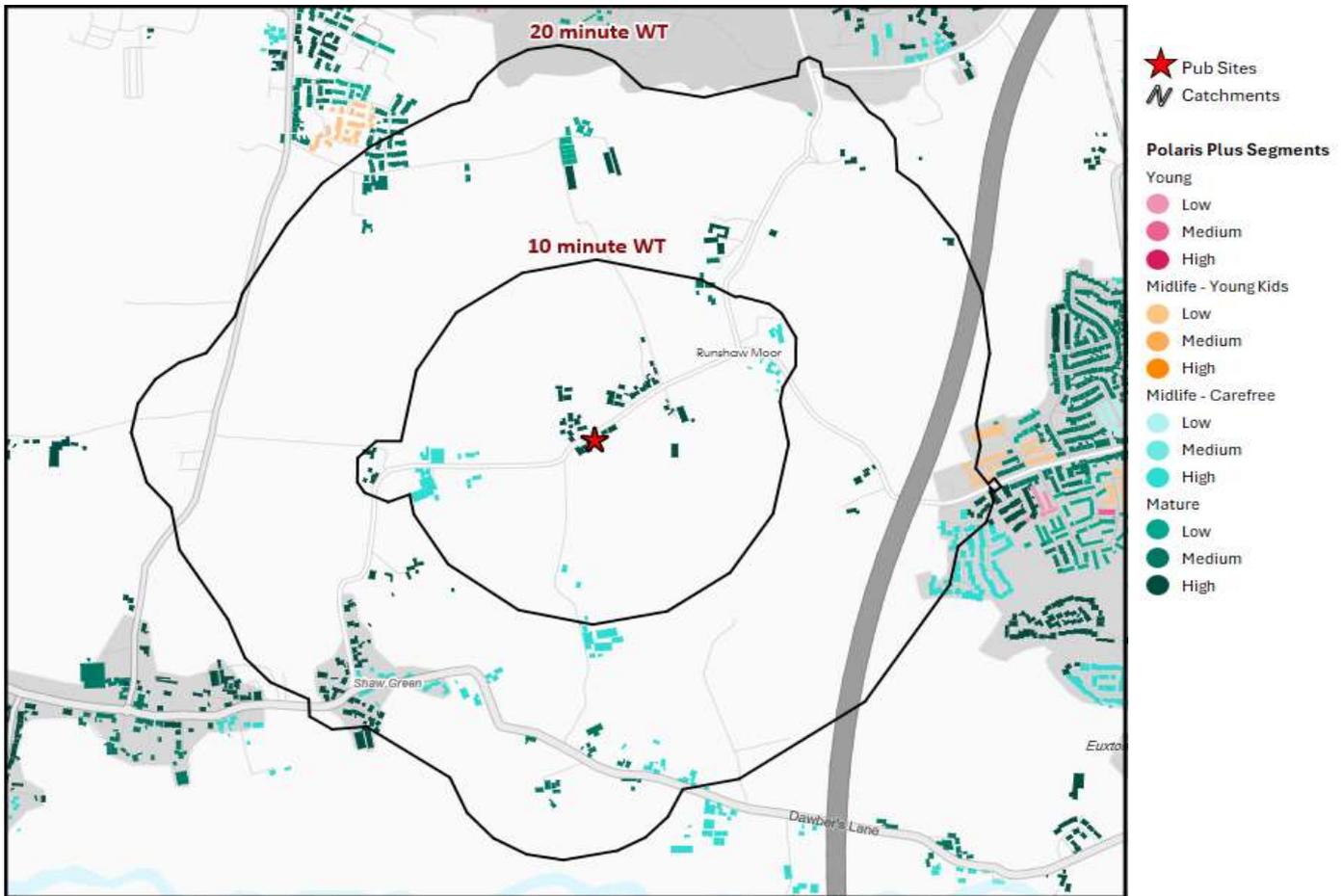
\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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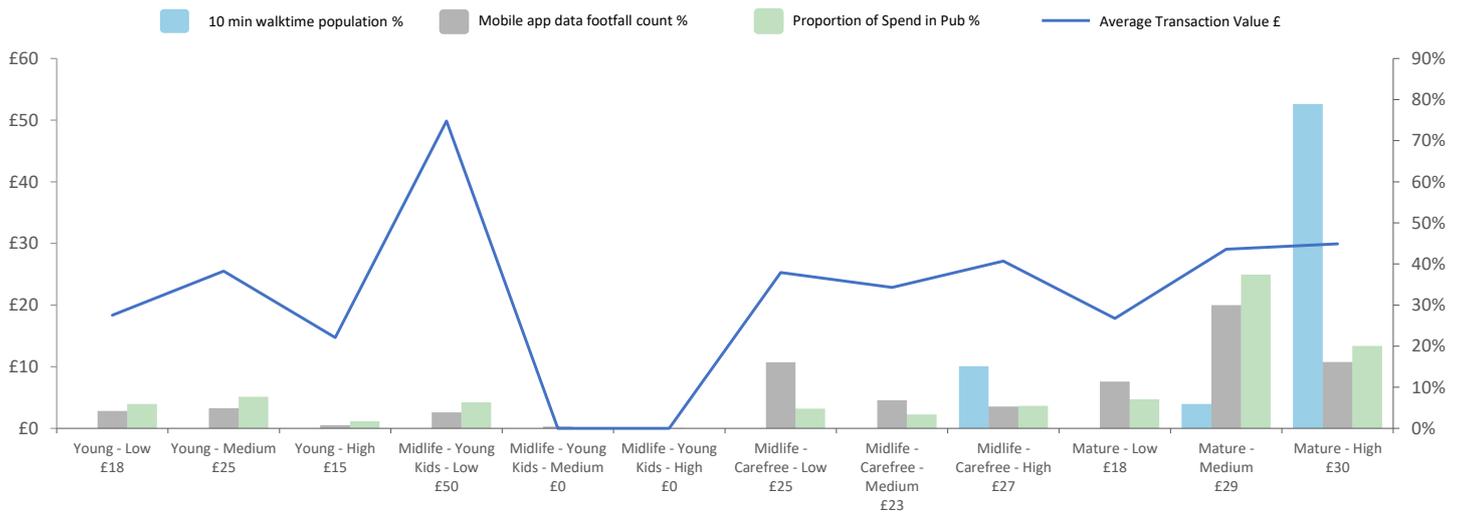
# Catchment Summary - Plough Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
105837	Plough Inn	PR 7 6HB	Star Pubs & Bars	Premium	6
				Local	



## Polaris Plus Profile



See the Glossary page for further information on the above variables

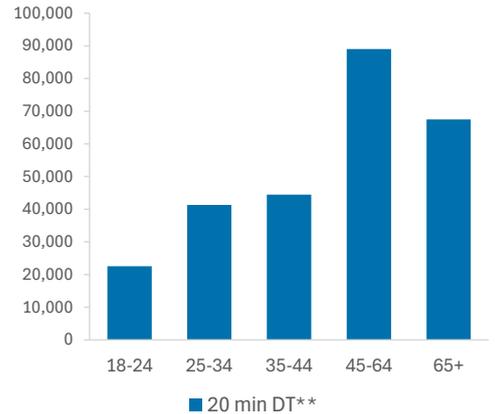
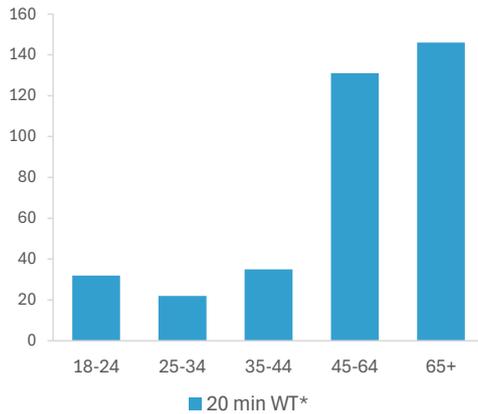
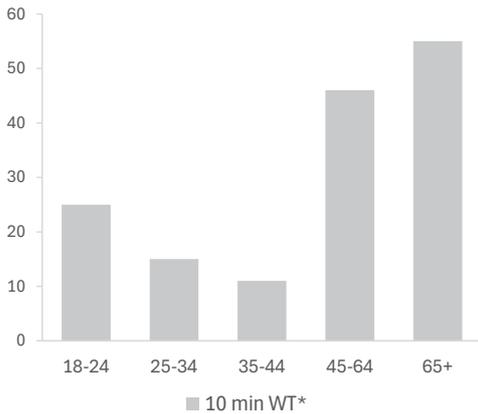
# Catchment Summary - Plough Inn

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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**	
<b>Population</b>	168	423	332.480	3	2	79	
<b>Adults 18+</b>	152	366	264.753	3	2	79	
<b>Competition Pubs</b>	2	3	324	11	7	80	
<b>Adults 18+ per Competition Pub</b>	76	122	817	9	14	92	
<b>% Adults Likely to Drink</b>	83,2%	82,7%	76,3%	110	110	101	
<b>Affluence</b>	<b>Low</b>	0,0%	0,0%	34,2%	0	0	103
	<b>Medium</b>	5,9%	16,4%	43,6%	16	43	114
	<b>High</b>	94,1%	83,6%	20,4%	343	305	74
Affluence does not include Not Private Households							
<b>Mean Net Disposable income (£pa)</b>	£33.415	£30.695	£21.537	157	144	101	
<b>Age Profile</b>	<b>18-24</b>	25	32	22.524	176	89	80
	<b>25-34</b>	15	22	41.329	66	38	92
	<b>35-44</b>	11	35	44.443	49	61	99
	<b>45-64</b>	46	131	88.997	108	122	106
	<b>65+</b>	55	146	67.460	171	180	106



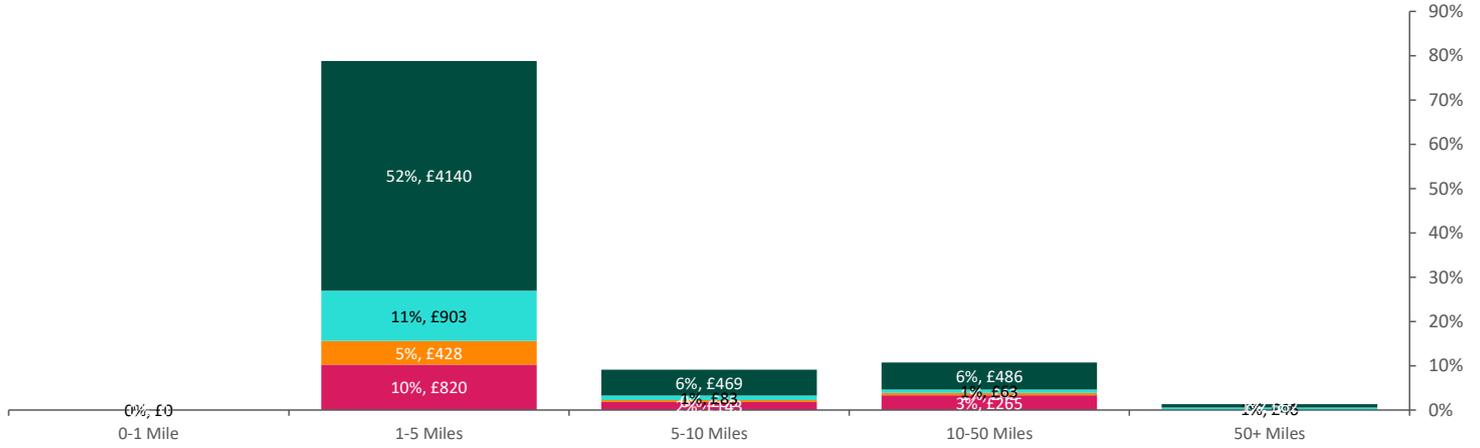
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	88 (52%)	217 (51%)	164,624 (50%)	107	105	101
	<b>Female</b>	80 (48%)	206 (49%)	167,856 (50%)	93	96	99
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	41 (27%)	98 (26%)	101,795 (37%)	78	77	109
	<b>Employed: Part-time</b>	18 (12%)	46 (12%)	33,594 (12%)	96	102	102
	<b>Self employed</b>	22 (14%)	60 (16%)	20,947 (8%)	155	176	84
	<b>Unemployed</b>	3 (2%)	3 (1%)	5,379 (2%)	76	32	77
	<b>Full-time student</b>	1 (1%)	5 (1%)	5,625 (2%)	27	57	87
	<b>Retired</b>	53 (34%)	120 (32%)	65,684 (24%)	157	147	110
	<b>Other</b>	16 (10%)	39 (11%)	39,466 (14%)	59	60	83
<b>Total Worker Count</b>	88	319	139.019				

See the Glossary page for further information on the above variables

# Transactional Data Summary - Plough Inn

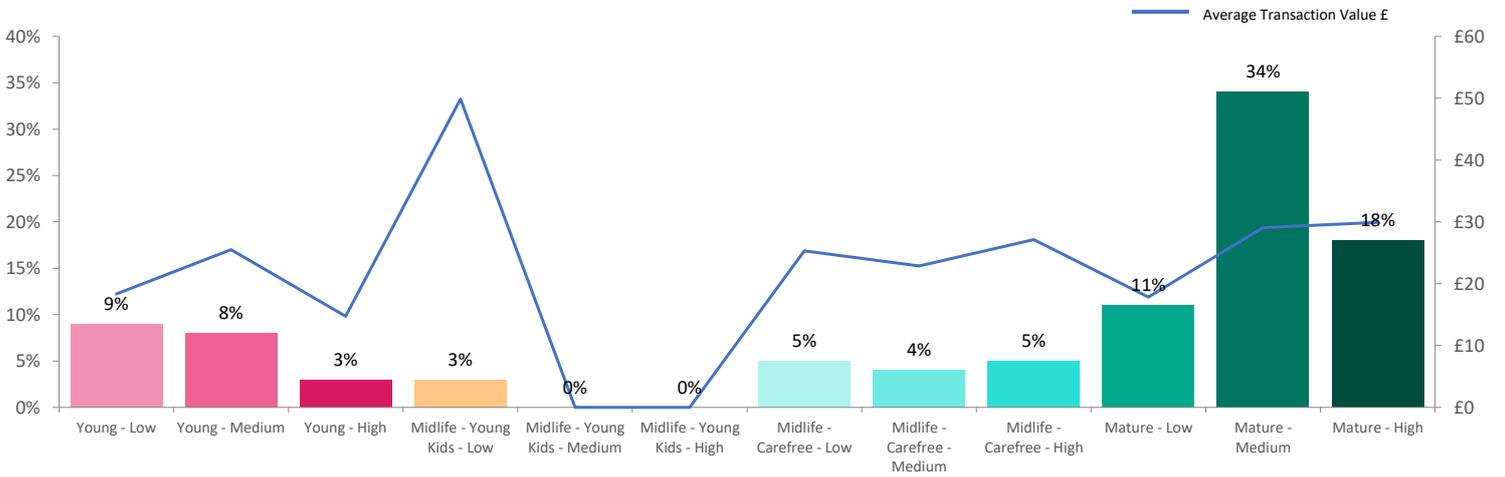
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## Spend by Polaris and Distance from Home



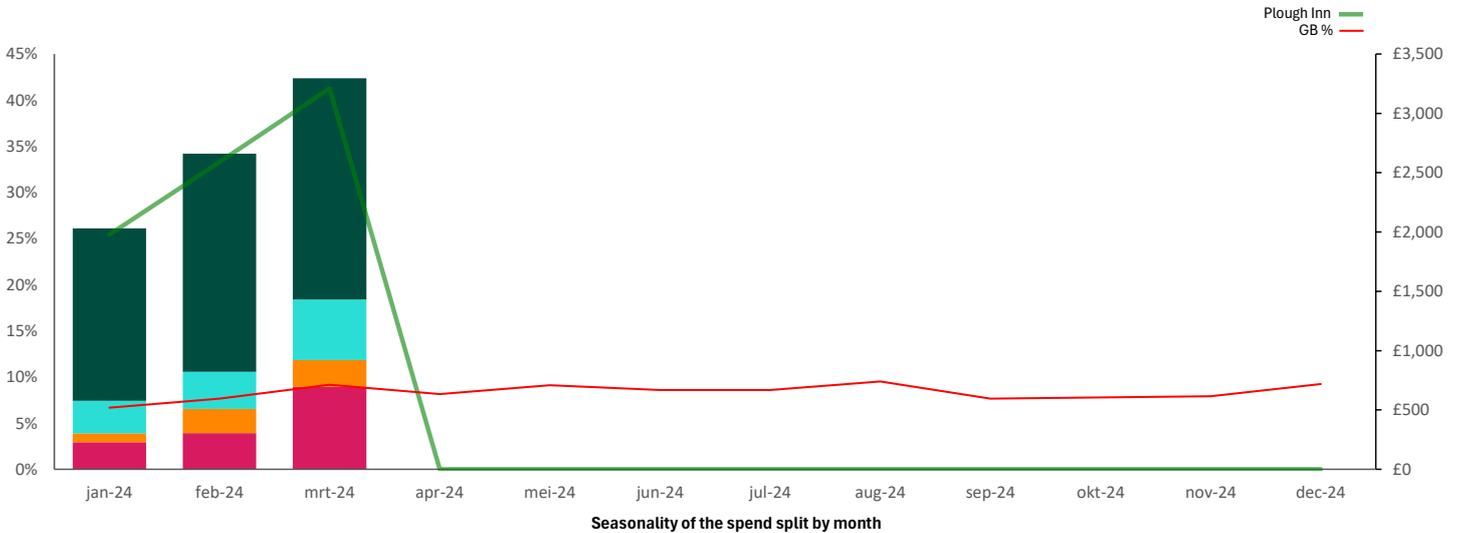
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



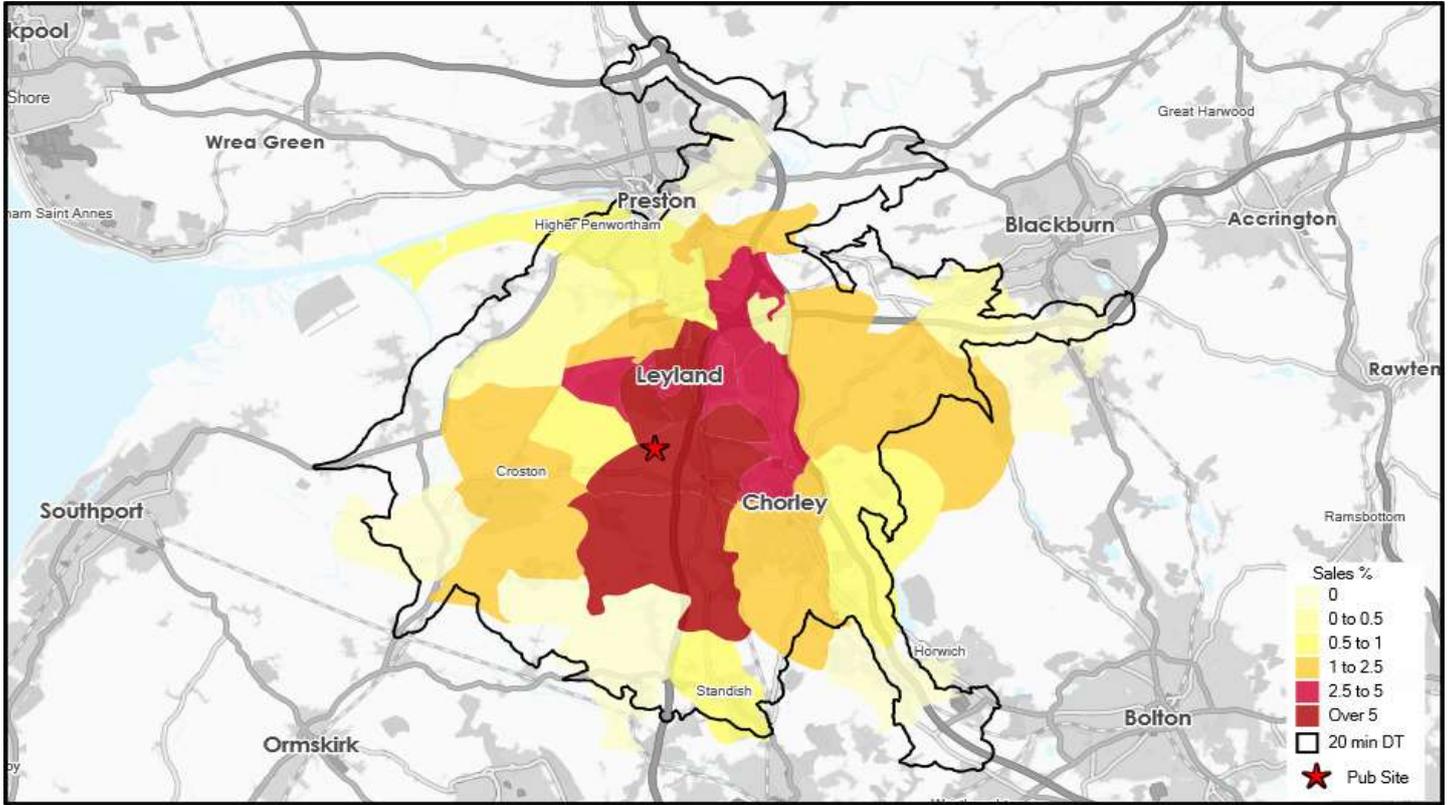
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



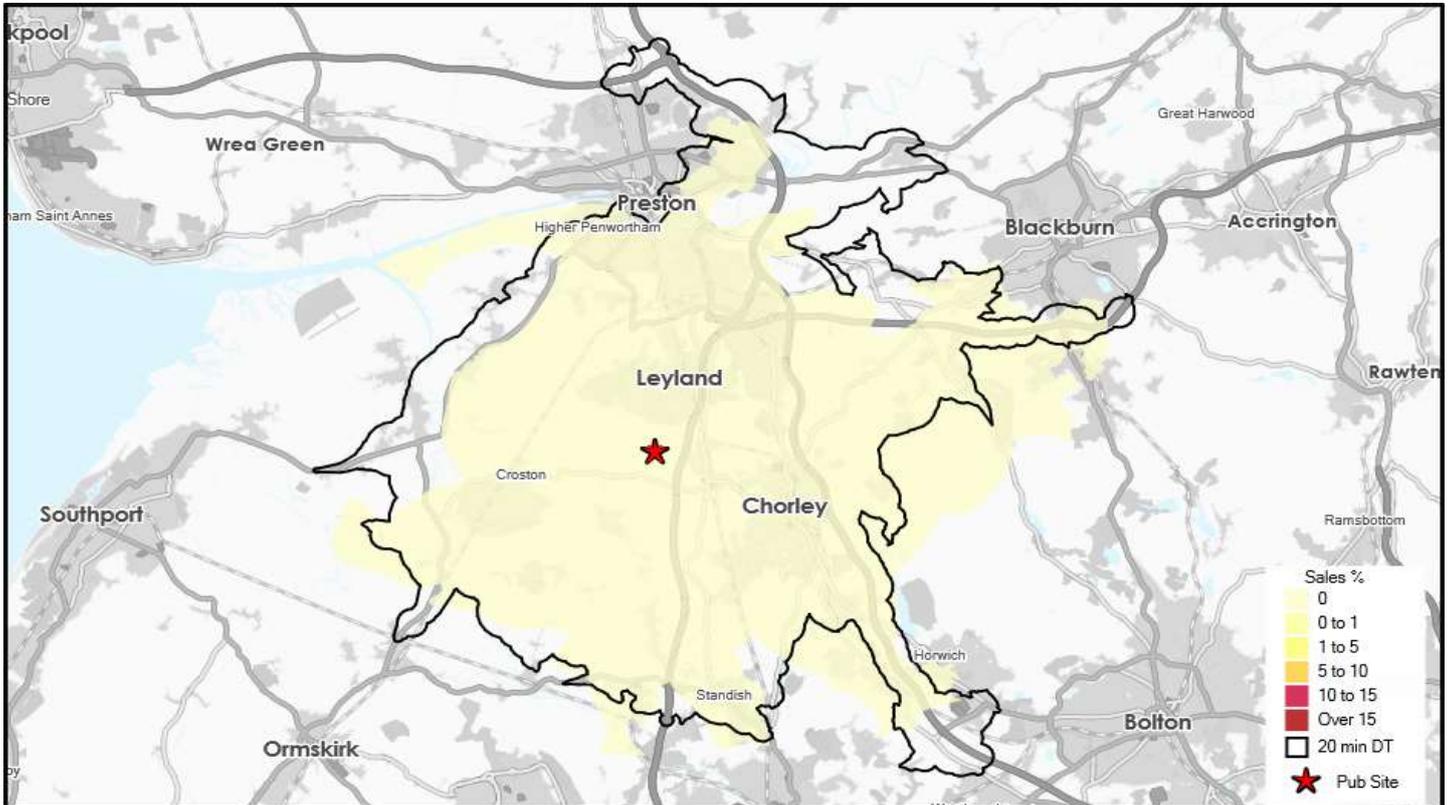
Seasonality of the spend split by month

Plough Inn Share of Spend from Postcode Sectors within 20 minute Drive



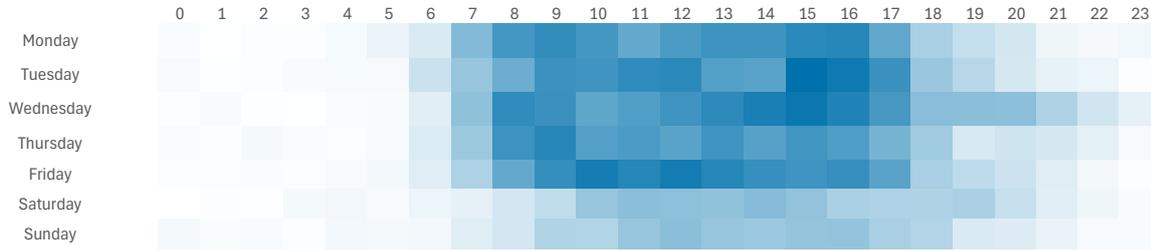
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Plough Inn



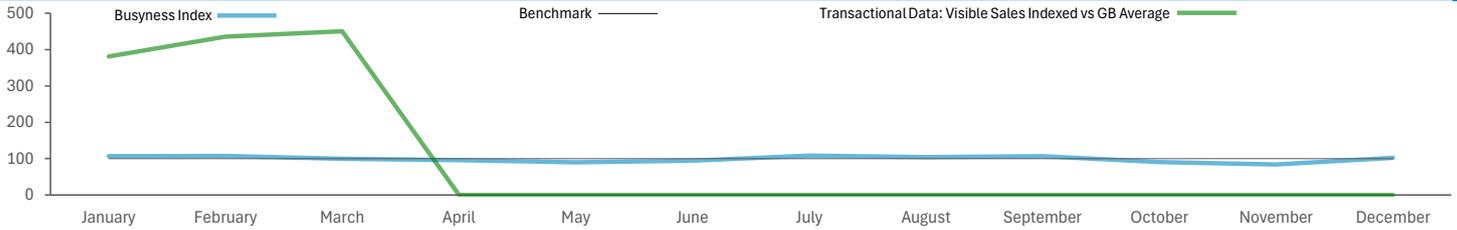
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



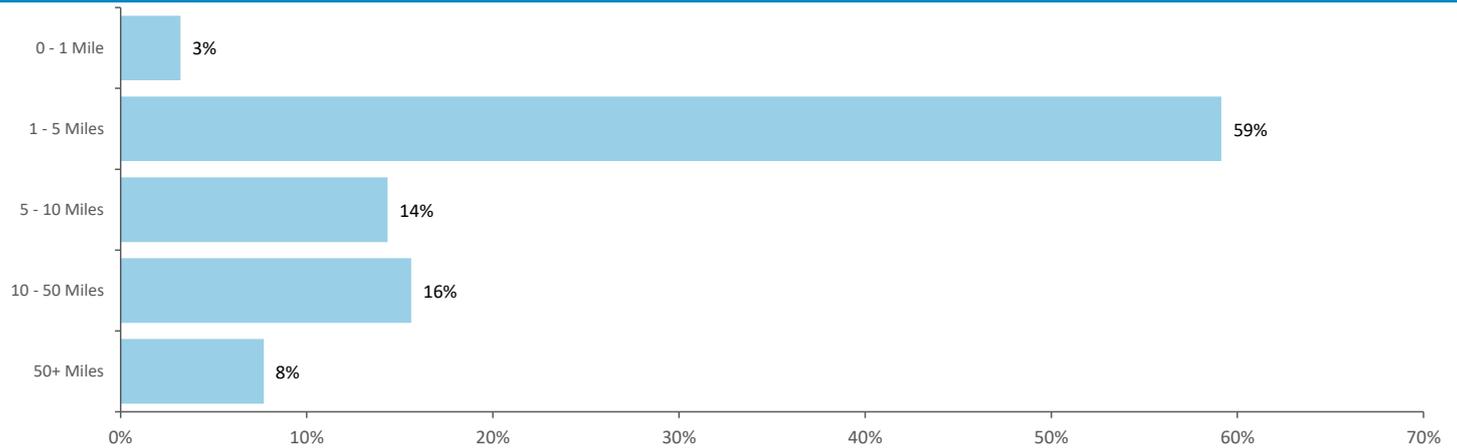
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

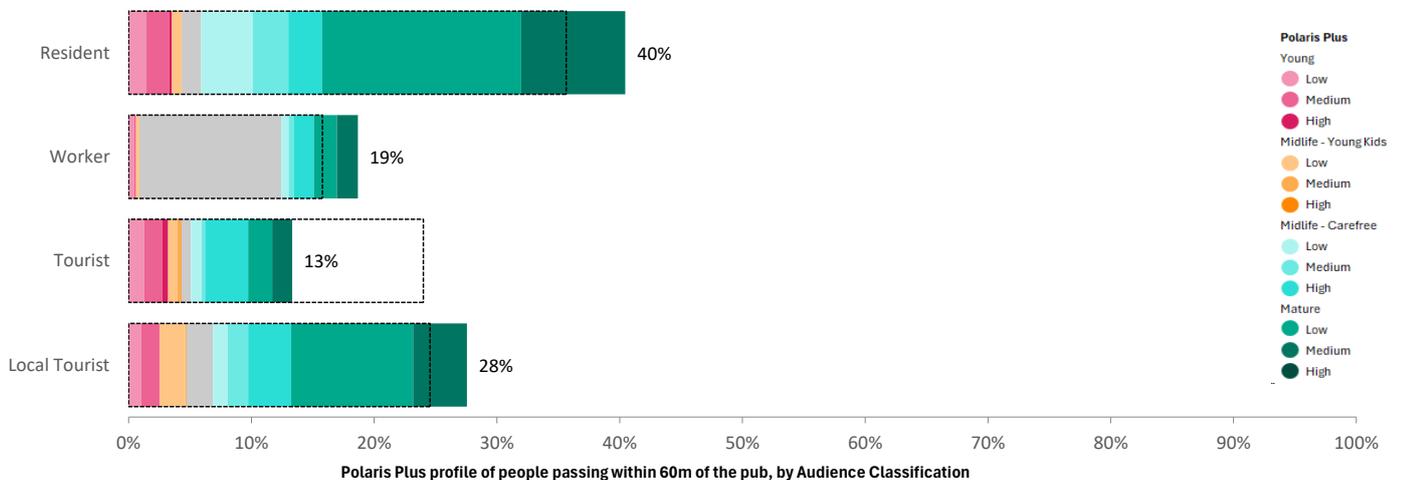
Distance from Home



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



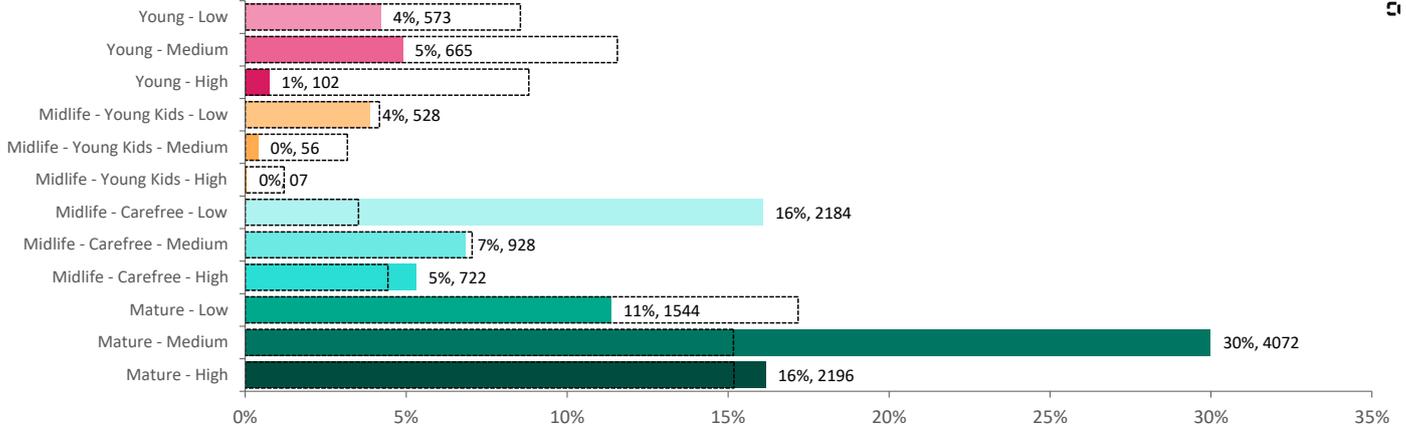
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Plough Inn

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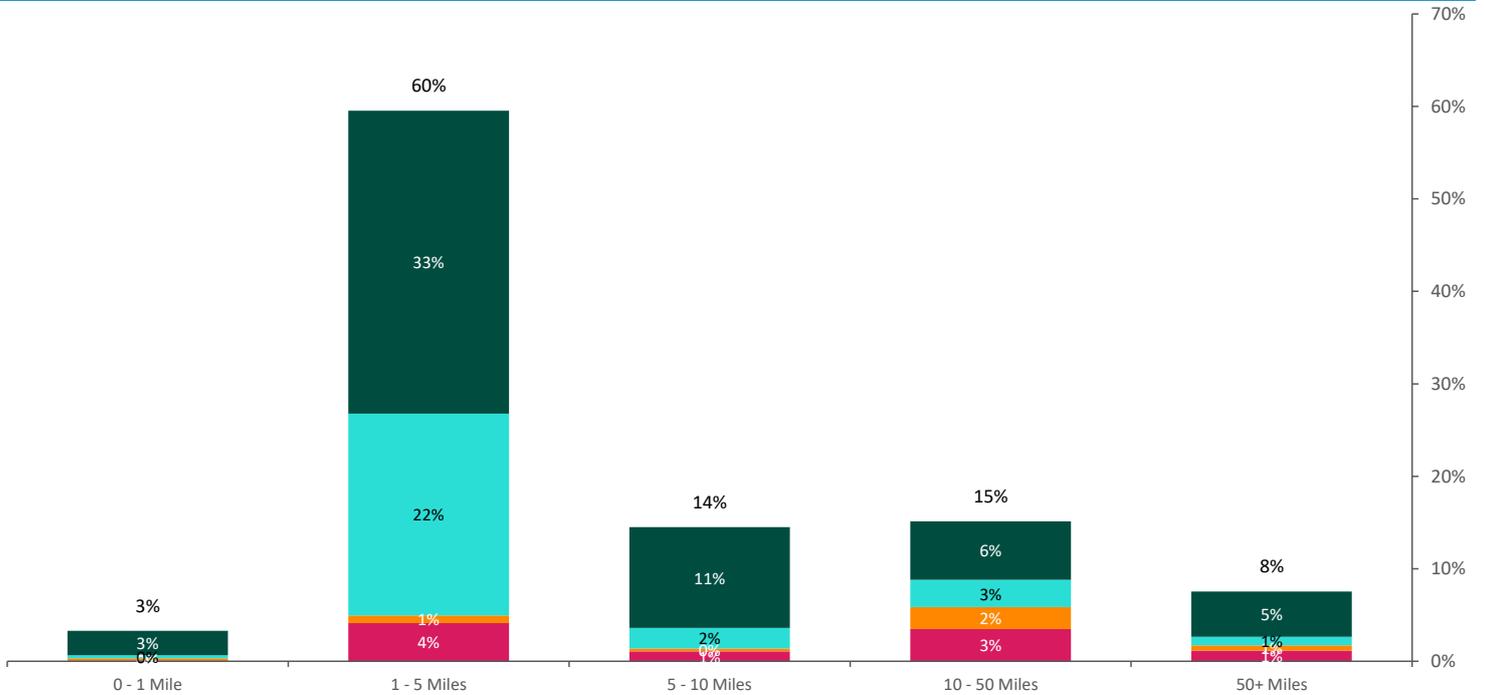
## Polaris Plus Profile

GB %



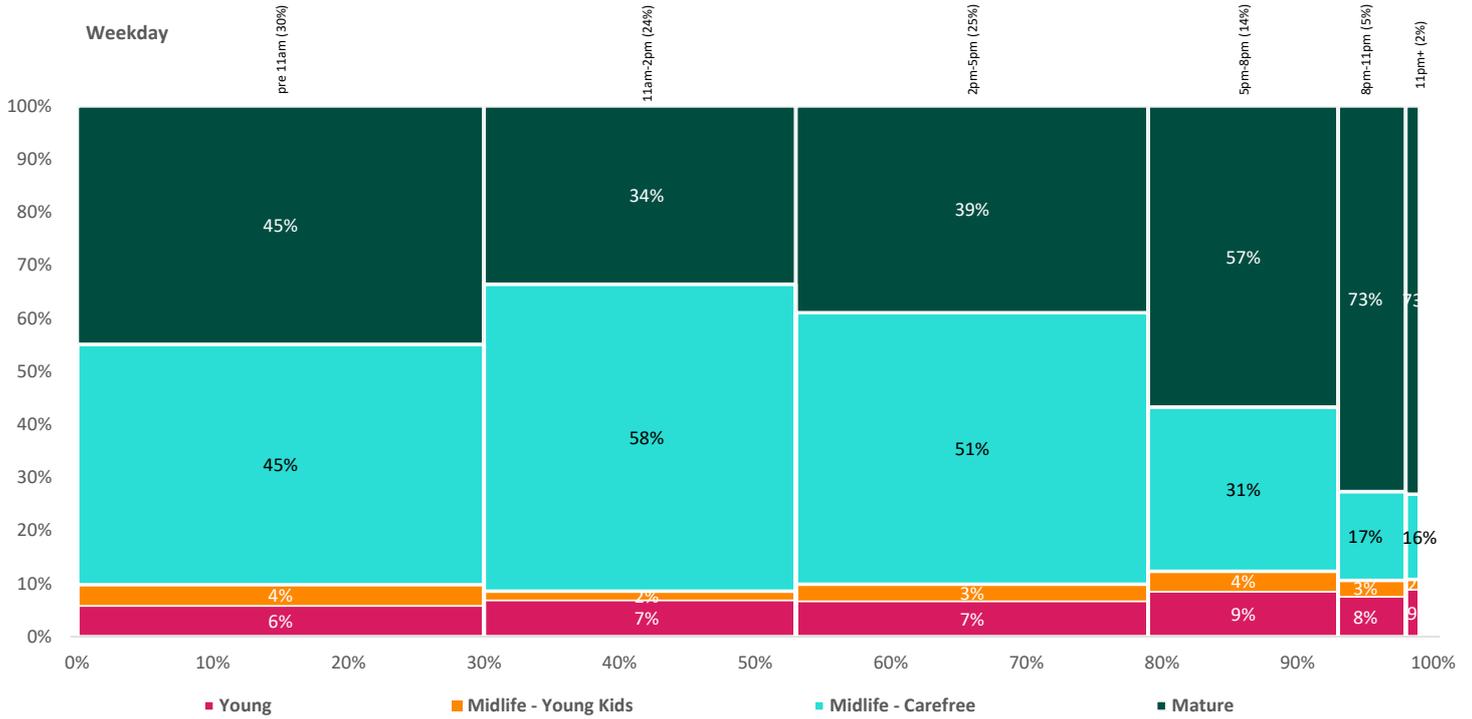
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

## Distance from Home by Polaris



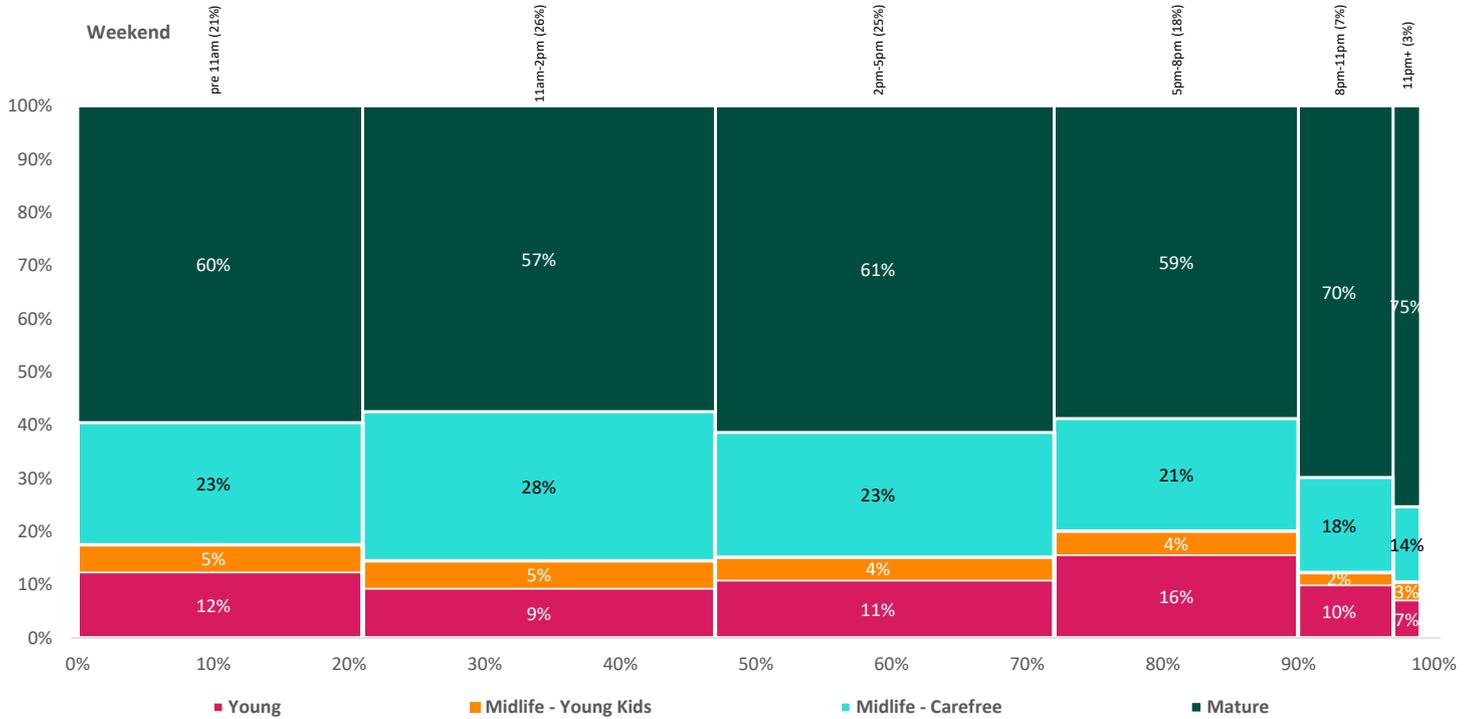
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



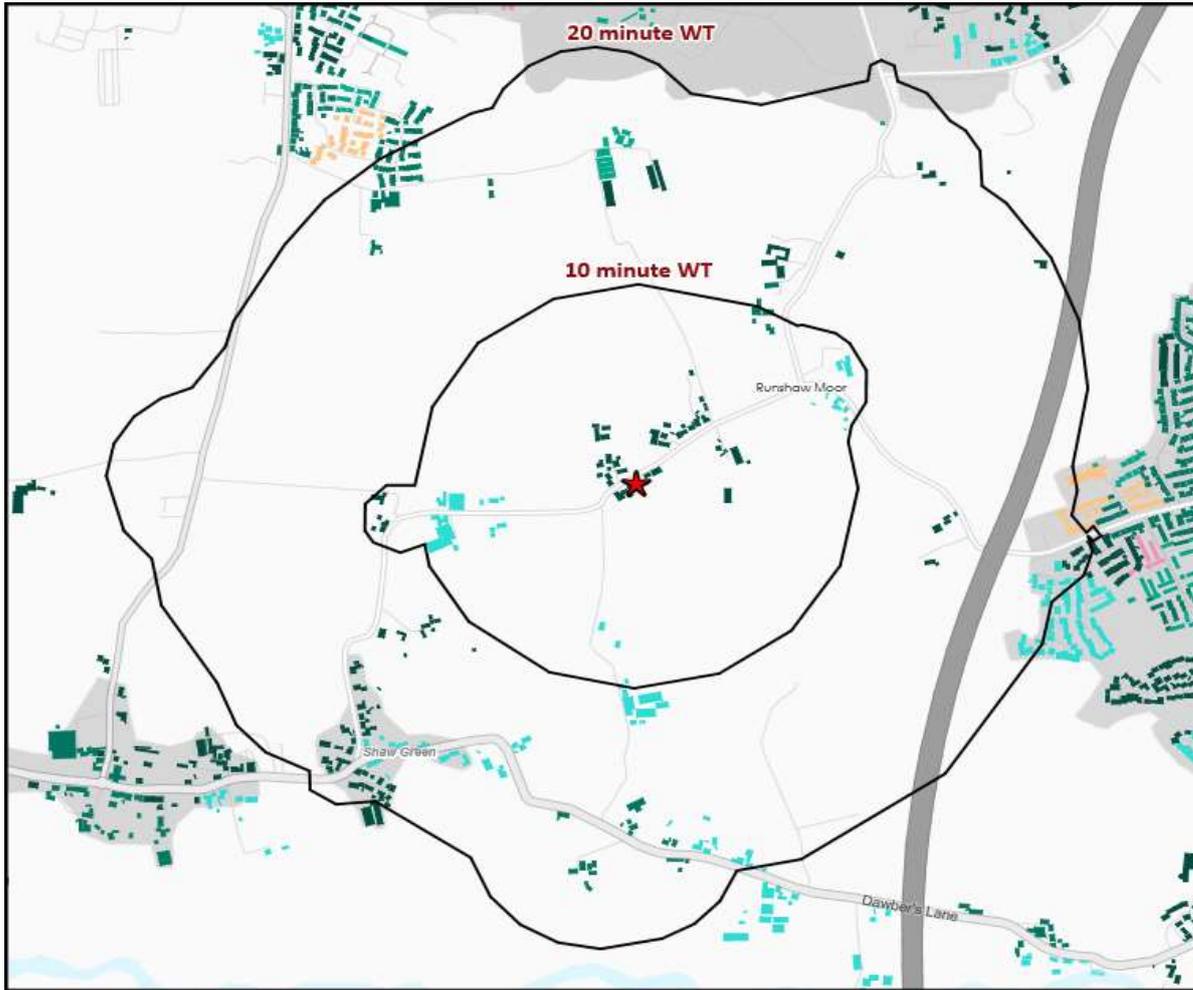
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2,218	1,322	1,626	1,302	618	182	7,268
Midlife - Carefree		2,237	2,276	2,135	710	142	40	7,541
Midlife - Young Kids		190	64	128	85	25	4	497
Young		294	275	285	197	65	22	1,139
All		4,941	3,936	4,174	2,295	851	248	16,445

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		436	511	517	359	167	77	2,067
Midlife - Young Kids		169	250	198	130	43	15	804
Midlife - Carefree		37	45	36	27	5	3	153
Mature		92	84	92	96	24	7	395
All		733	890	842	612	239	102	3,418

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

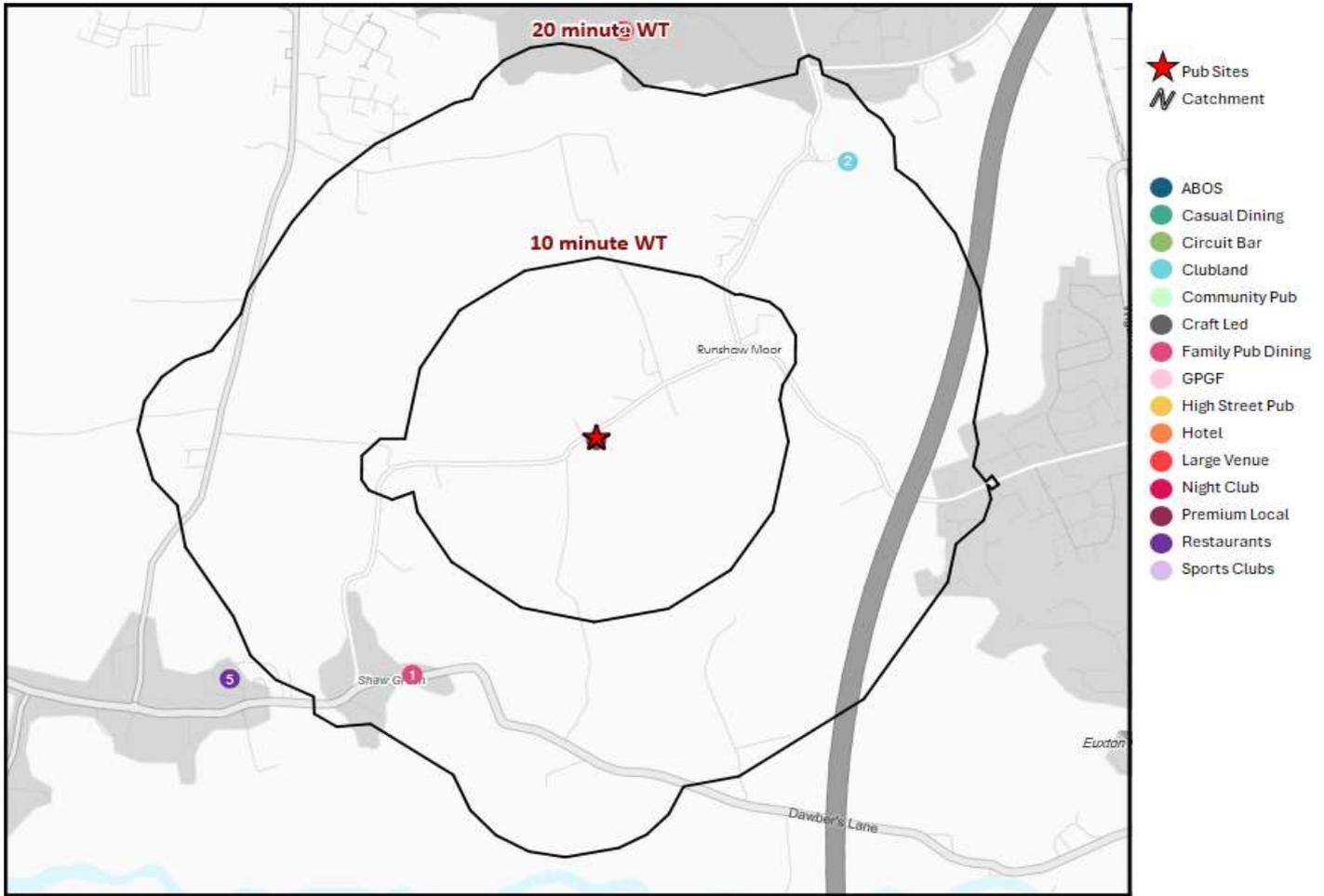


Polaris Plus Profile by Catchment

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**
<b>Young</b>						
Low	0	0	26.760	0	0	103
Medium	0	0	23.305	0	0	79
High	0	0	1.388	0	0	8
<b>Midlife - Young Kids</b>						
Low	0	0	16.194	0	0	112
Medium	0	0	3.323	0	0	29
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	16.063	0	0	145
Medium	0	22	18.885	0	84	100
High	23	102	11.373	338	623	96
<b>Mature</b>						
Low	0	0	31.576	0	0	87
Medium	9	38	69.955	38	67	170
High	120	204	41.357	525	370	104
<b>Not Private Households</b>	0	0	4.574	0	0	143
<b>Total</b>	152	366	264.753			

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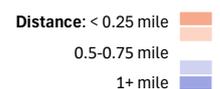


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Plough Inn	PR 7 6HB	Star Pubs & Bars	Premium Local	6,0%	83,0%	0,00
1	Travellers Rest	PR 7 6EG	Punch Pub Company	Family Pub Dining	7,2%	65,1%	0,61
2	Euxton Villa Football Club	PR 7 6HH	Independent Free	Clubland	0,4%	64,0%	0,76
3	Worden Arts & Craft Centre	PR25 1DJ	Independent Free	Large Venue	0,0%	0,0%	0,85
3	Worden Park	PR25 1DJ	Independent Free	Large Venue	0,0%	0,0%	0,85
5	Elephant	PR 7 6EN	Punch Pub Company	Restaurants	25,6%	86,5%	0,87
6	St Marys Parish Centre Club	PR 7 6JW	Independent Free	Clubland	0,0%	0,0%	1,12
7	Bay Horse	PR 7 6JH	Stonegate Pub Company	Premium Local	14,7%	87,4%	1,14
7	Papa Luigis	PR 7 6JH	Independent Free	Restaurants	46,1%	81,2%	1,14
9	Leyland Fox Lane Sports & Social Club	PR25 1HB	Independent Free	Clubland	0,0%	0,0%	1,23

\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

\*\* Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location



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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. <b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1 <b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2 <b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> 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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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
Consumer Insight	"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"
Product needs	<ul style="list-style-type: none"> <li>Aids being part of the group</li> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<ul style="list-style-type: none"> <li>Helps me look good, and be on trend</li> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</li> </ul>

**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.

**Mobile Data - Audience Classification**

**Resident:** Lives in the area. **Worker:** Works in the area but doesn't live there.

**Local Tourist:** Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

**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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.

**Sparsity**

Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

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							