CACI

Catchment Summary - Black Horse Kearsley
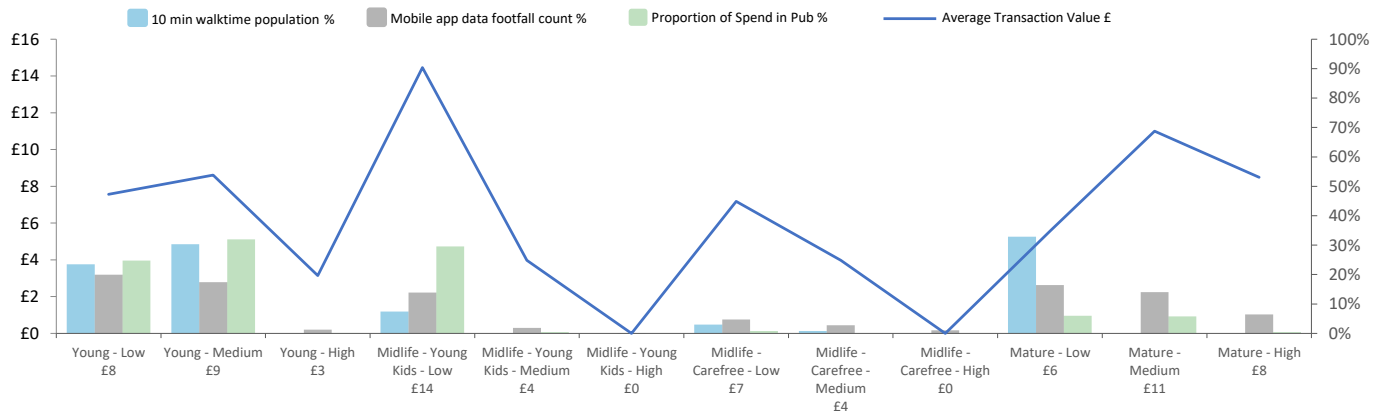
star PUBS&BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
866547	Black Horse Kearsley	BL 4 8HQ	Star Pubs & Bars	Family Pub Dining	1
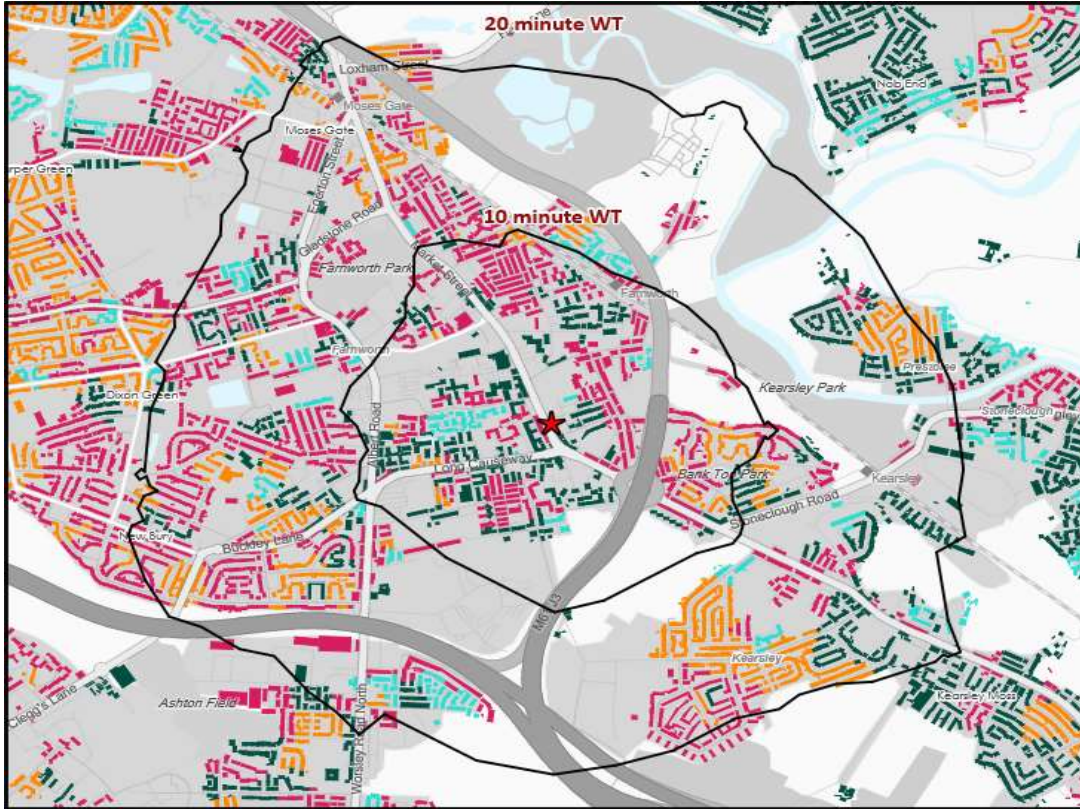
Pub Sites
Catchments

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population % · Mobile app data footfall count % · Proportion of Spend in Pub % · Average Transaction Value £

Categories: Young - Low £8 | Young - Medium £9 | Young - High £3 | Midlife - Young Kids - Low £14 | Midlife - Young Kids - Medium £4 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £7 | Midlife - Carefree - Medium £4 | Midlife - Carefree - High £0 | Mature - Low £6 | Mature - Medium £11 | Mature - High £8

See the Glossary page for further information on the above variables

Catchment Summary - Black Horse Kearsley

★ 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		6,945	20,862	1,151,219	129	113	262
					Population & Adults 18+ index is based on all pubs		
Adults 18+		5,536	15,973	892,787	123	105	255
Competition Pubs		9	20	984	50	56	237
Adults 18+ per Competition Pub		615	799	907	72	93	106
% Adults Likely to Drink		73.8%	72.4%	73.5%	97	95	96
Affluence	Low	66.7%	64.1%	44.2%	201	193	133
	Medium	31.2%	34.5%	40.6%	82	90	106
	High	0.0%	0.6%	14.4%	0	2	53

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	509	1,598	106,930	90	94	114
	25-34	976	2,916	171,188	105	105	111
	35-44	948	2,845	159,298	103	103	104
	45-64	1,705	5,053	272,435	96	94	92
	65+	1,398	3,561	182,936	105	89	83
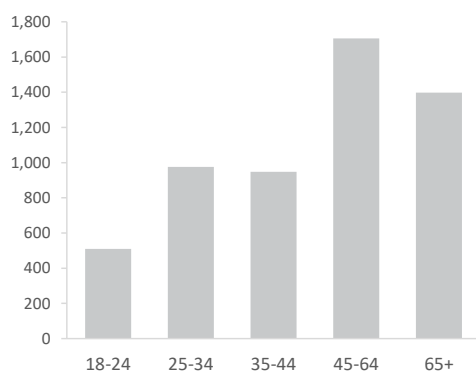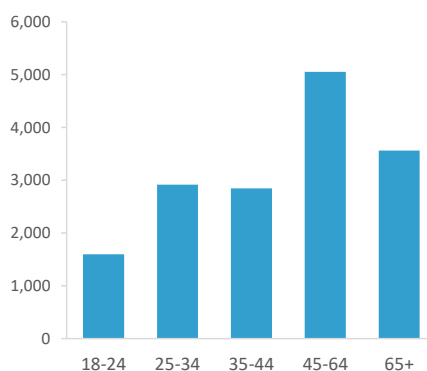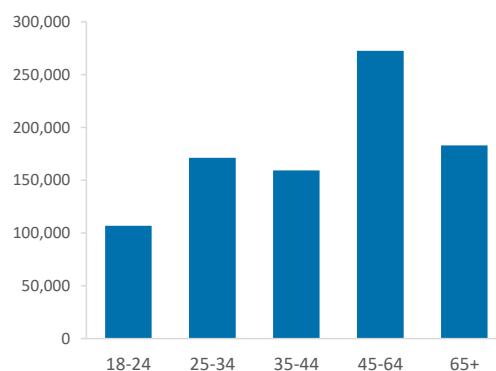
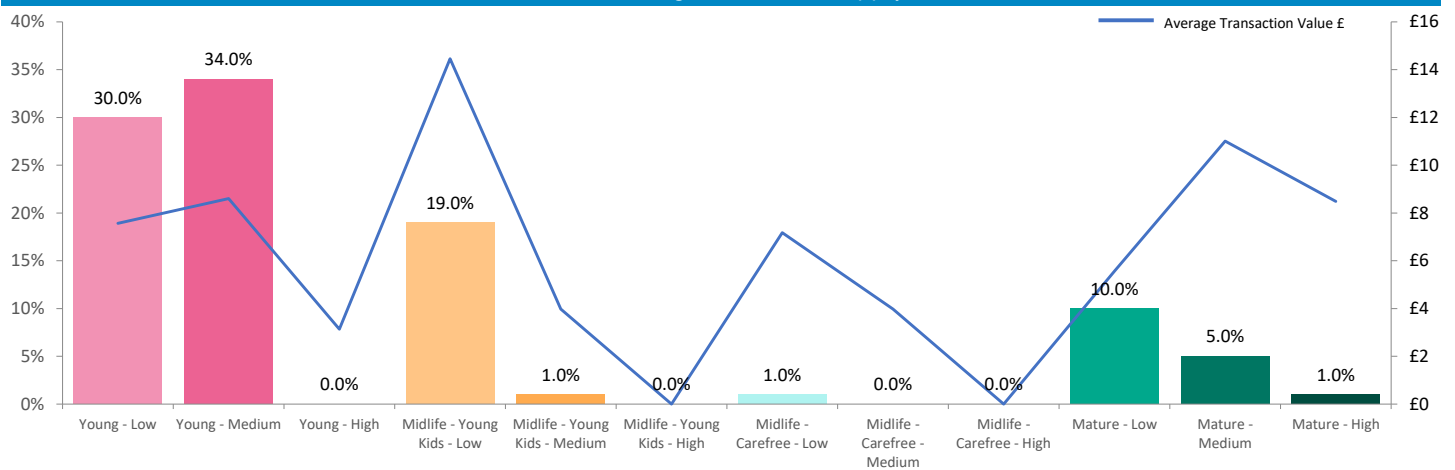|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,439 (50%)	10,238 (49%)	569,613 (49%)	101	100	101
	Female	3,506 (50%)	10,624 (51%)	581,606 (51%)	99	100	99
Economic Status (16+)	Employed: Full-time	1,866 (33%)	5,640 (34%)	322,081 (35%)	96	99	101
	Employed: Part-time	667 (12%)	2,052 (12%)	108,993 (12%)	99	105	100
	Self employed	342 (6%)	1,076 (7%)	71,678 (8%)	65	71	84
	Unemployed	237 (4%)	686 (4%)	30,727 (3%)	151	150	121
	Full-time student	93 (2%)	327 (2%)	25,634 (3%)	69	83	117
	Retired	1,169 (21%)	3,060 (19%)	171,701 (19%)	94	85	85
	Other	1,297 (23%)	3,674 (22%)	191,024 (21%)	131	128	119
Total Worker Count		1,931	7,998	495,984			

See the Glossary page for further information on the above variables

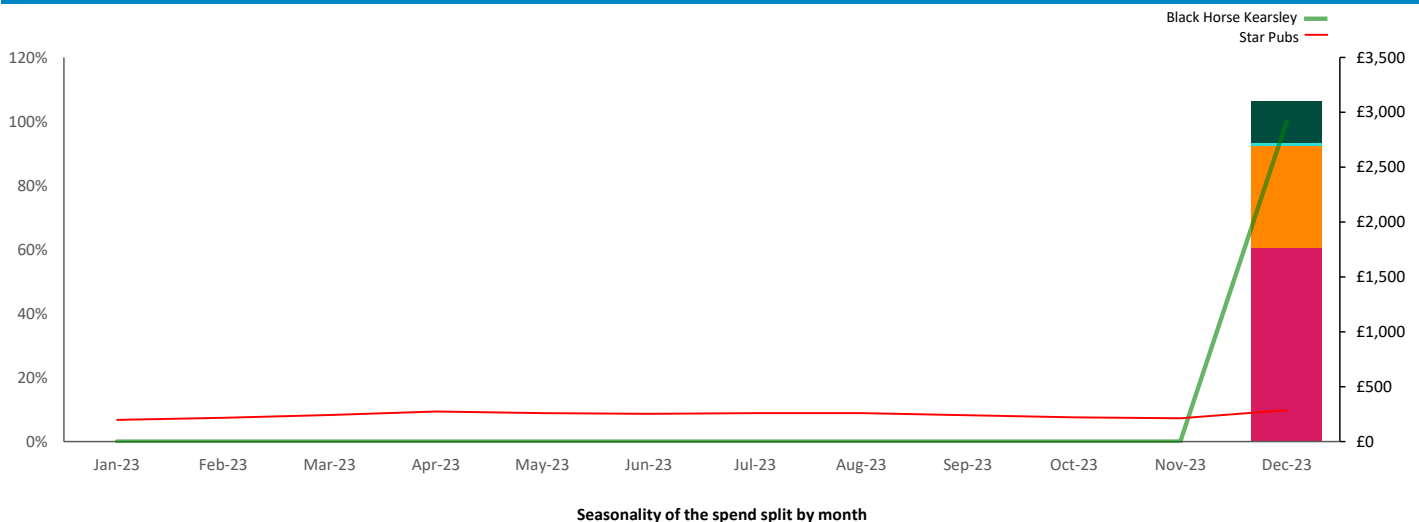# Transactional Data Summary - Black Horse Kearsley

Spend by Polaris Plus

GB %

Segment	%
Young - Low	24.7%
Young - Medium	32.0%
Young - High	0.1%
Midlife - Young Kids - Low	29.5%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.8%
Midlife - Carefree - Medium	0.1%
Midlife - Carefree - High	0.0%
Mature - Low	6.0%
Mature - Medium	5.7%
Mature - High	0.5%

Percentage of total sales split by Polaris Plus segment within the pub
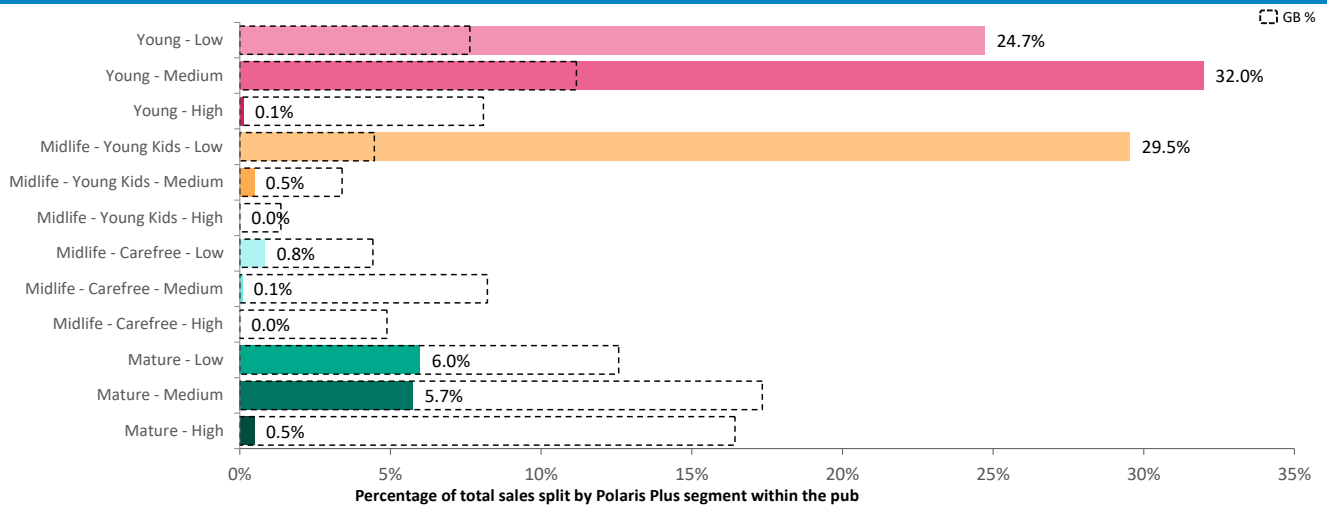
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	30.0%
Young - Medium	34.0%
Young - High	0.0%
Midlife - Young Kids - Low	19.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	10.0%
Mature - Medium	5.0%
Mature - High	1.0%

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

Spend by Month and Polaris

Black Horse Kearsley
Star Pubs

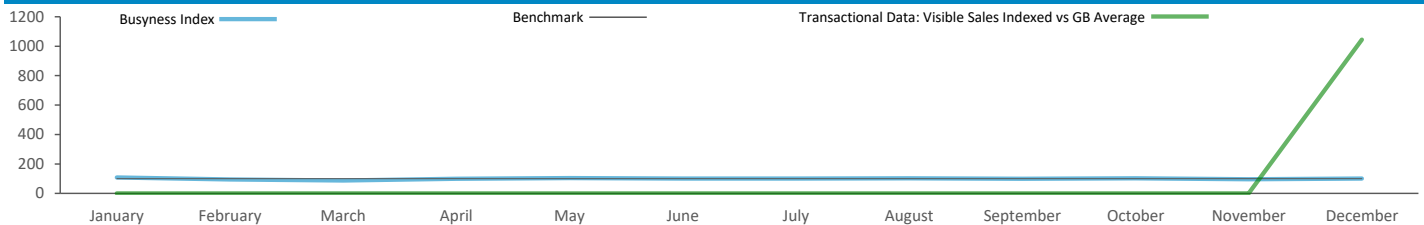Seasonality of the spend split by month

Mobile Data Summary - Black Horse Kearsley

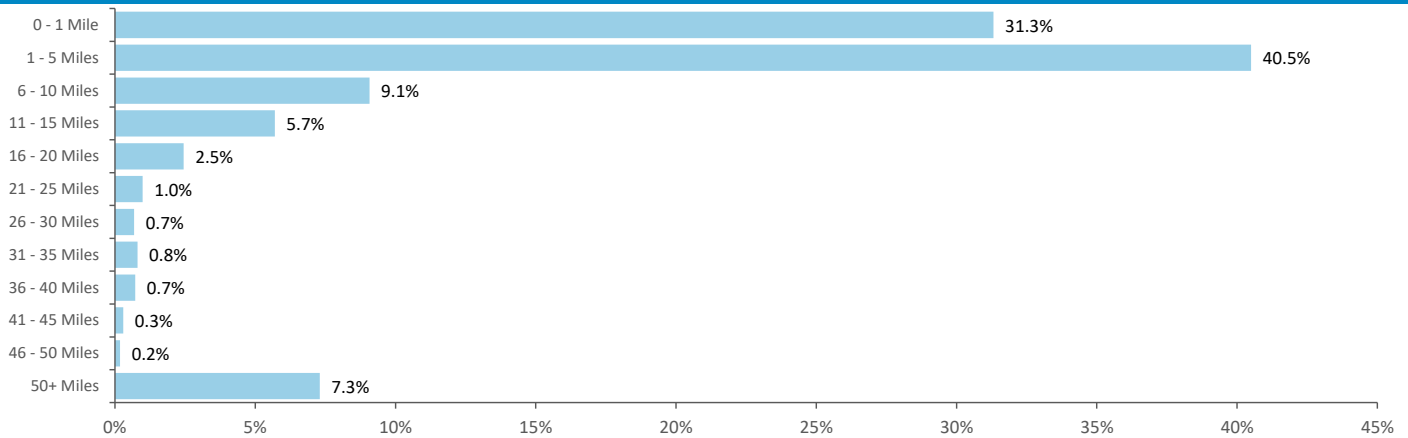star PUBS & BARS

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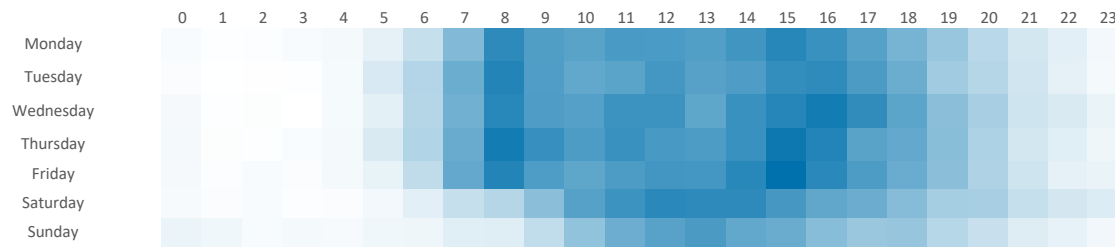
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average

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

Distance	Percentage
0 - 1 Mile	31.3%
1 - 5 Miles	40.5%
6 - 10 Miles	9.1%
11 - 15 Miles	5.7%
16 - 20 Miles	2.5%
21 - 25 Miles	1.0%
26 - 30 Miles	0.7%
31 - 35 Miles	0.8%
36 - 40 Miles	0.7%
41 - 45 Miles	0.3%
46 - 50 Miles	0.2%
50+ Miles	7.3%

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

Classification	Percentage
Resident	48.7%
Worker	20.0%
Tourist	12.0%
Local Tourist	19.2%
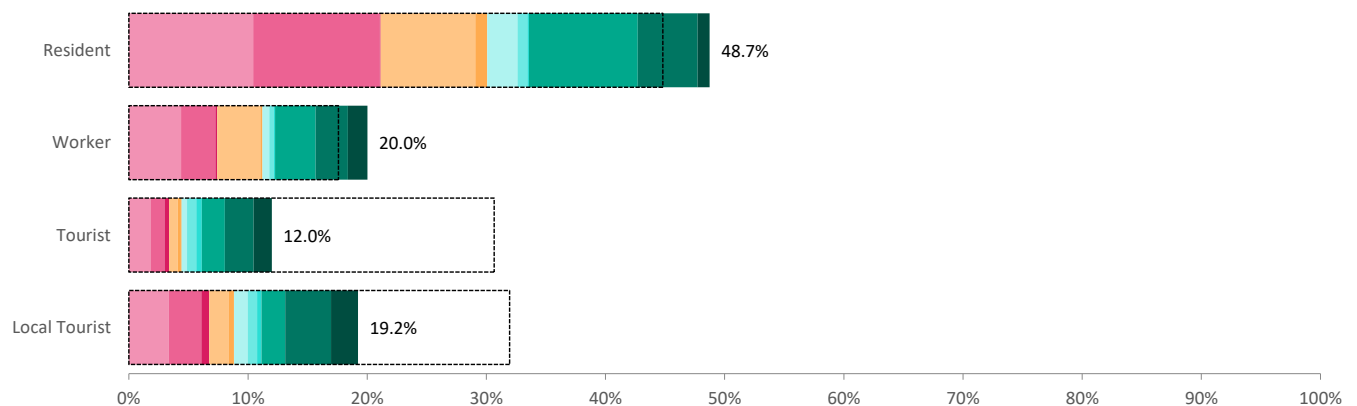
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

star PUBS & BARS

Polaris Plus Profile

☐ GB %

Category	Value
Young - Low	20.0%
Young - Medium	17.4%
Young - High	1.3%
Midlife - Young Kids - Low	13.9%
Midlife - Young Kids - Medium	1.9%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	4.7%
Midlife - Carefree - Medium	2.8%
Midlife - Carefree - High	1.1%
Mature - Low	16.4%
Mature - Medium	14.0%
Mature - High	6.4%
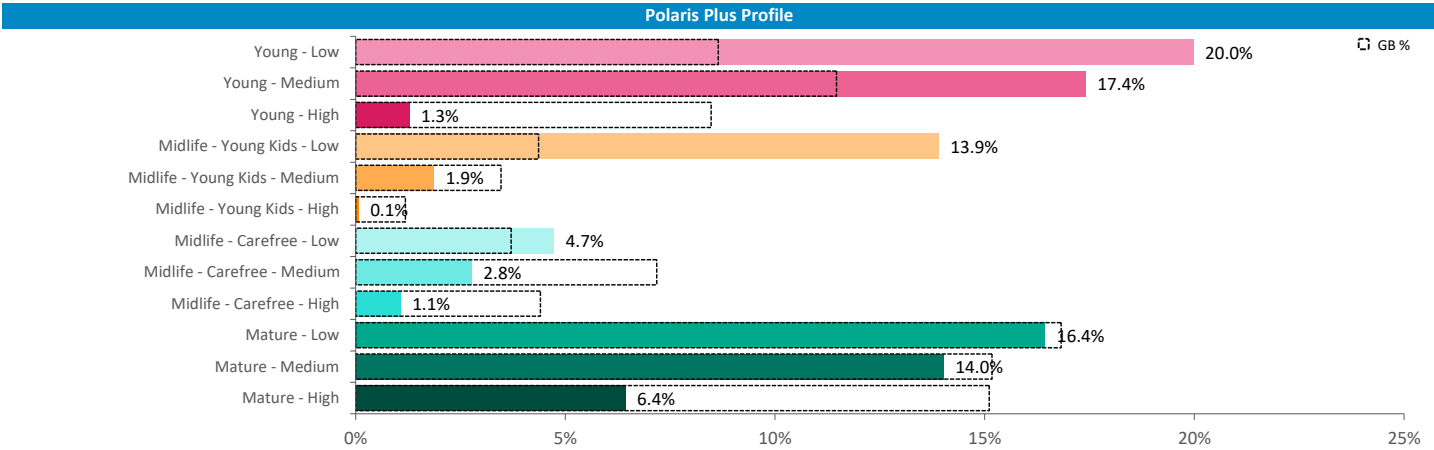
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
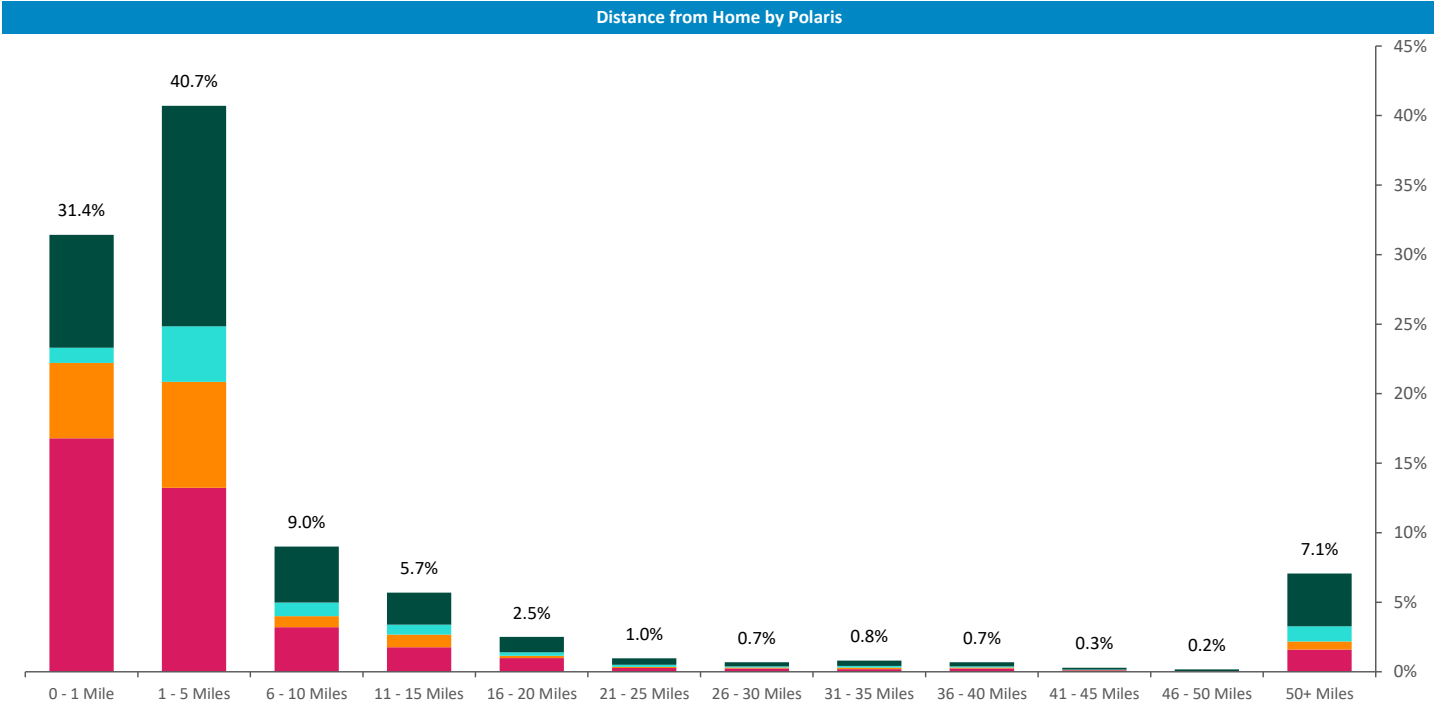
Distance from Home by Polaris

Distance	Value
0 - 1 Mile	31.4%
1 - 5 Miles	40.7%
6 - 10 Miles	9.0%
11 - 15 Miles	5.7%
16 - 20 Miles	2.5%
21 - 25 Miles	1.0%
26 - 30 Miles	0.7%
31 - 35 Miles	0.8%
36 - 40 Miles	0.7%
41 - 45 Miles	0.3%
46 - 50 Miles	0.2%
50+ Miles	7.1%

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

Mobile Data Summary - Black Horse Kearsley

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

Weekday

	pre 11am (31%)	11am-2pm (20%)	2pm-5pm (24%)	5pm-8pm (16%)	8pm-11pm (6%)	11pm+ (2%)
Mature	34.6%	38.5%	39.7%	40.7%	39.3%	42.2%
Midlife - Carefree	8.2%	8.0%	8.0%	7.5%	6.6%	4.0%
Midlife - Young Kids	16.1%	14.9%	15.5%	16.3%	15.9%	19.0%
Young	41.2%	38.6%	36.8%	35.6%	38.2%	34.9%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
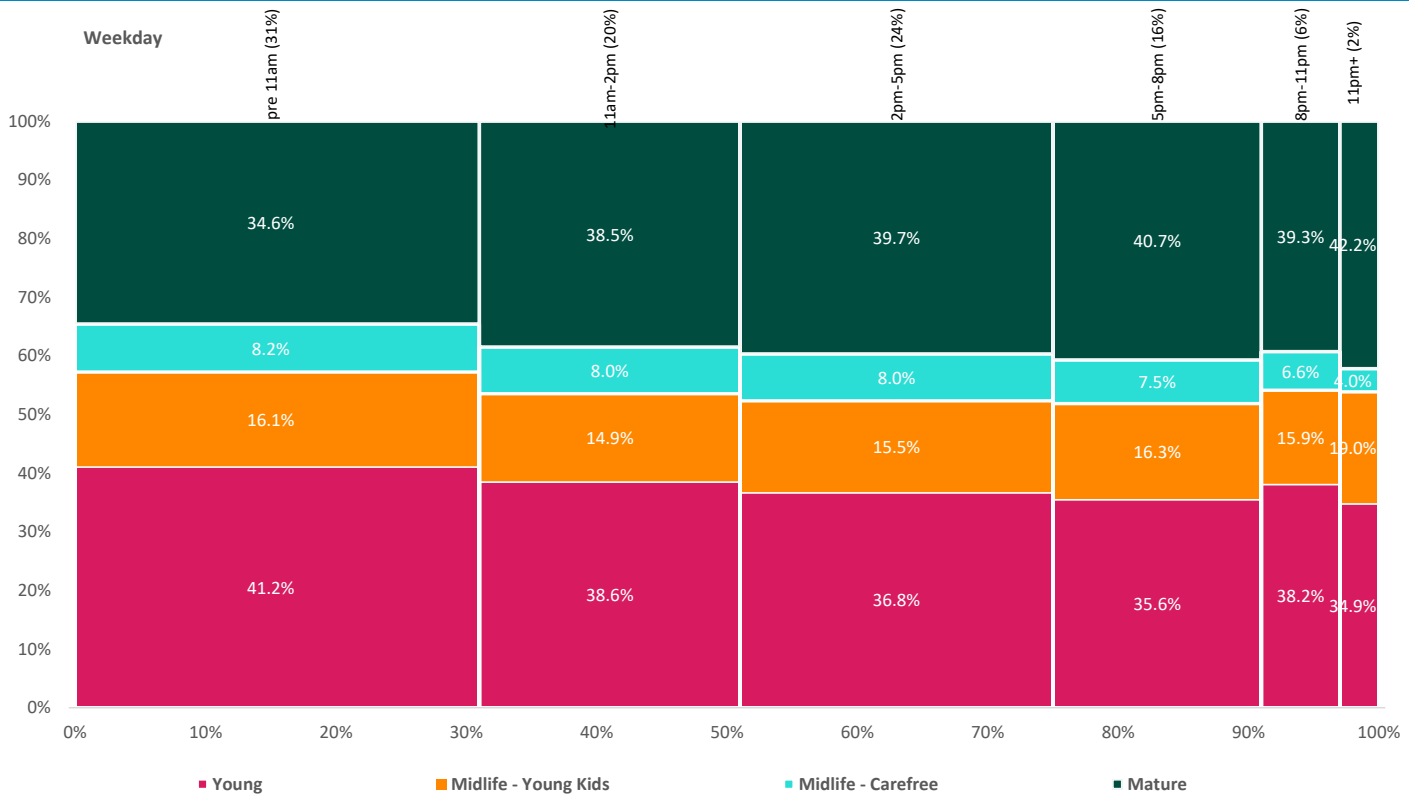
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (20%)	11am-2pm (28%)	2pm-5pm (24%)	5pm-8pm (16%)	8pm-11pm (8%)	11pm+ (4%)
Mature	36.5%	38.2%	38.7%	33.9%	35.1%	41.4%
Midlife - Carefree	8.0%	8.6%	9.4%	8.4%	5.8%	6.7%
Midlife - Young Kids	16.7%	14.5%	14.9%	16.4%	15.9%	15.6%
Young	38.9%	38.7%	37.1%	41.3%	43.2%	36.3%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

CACI
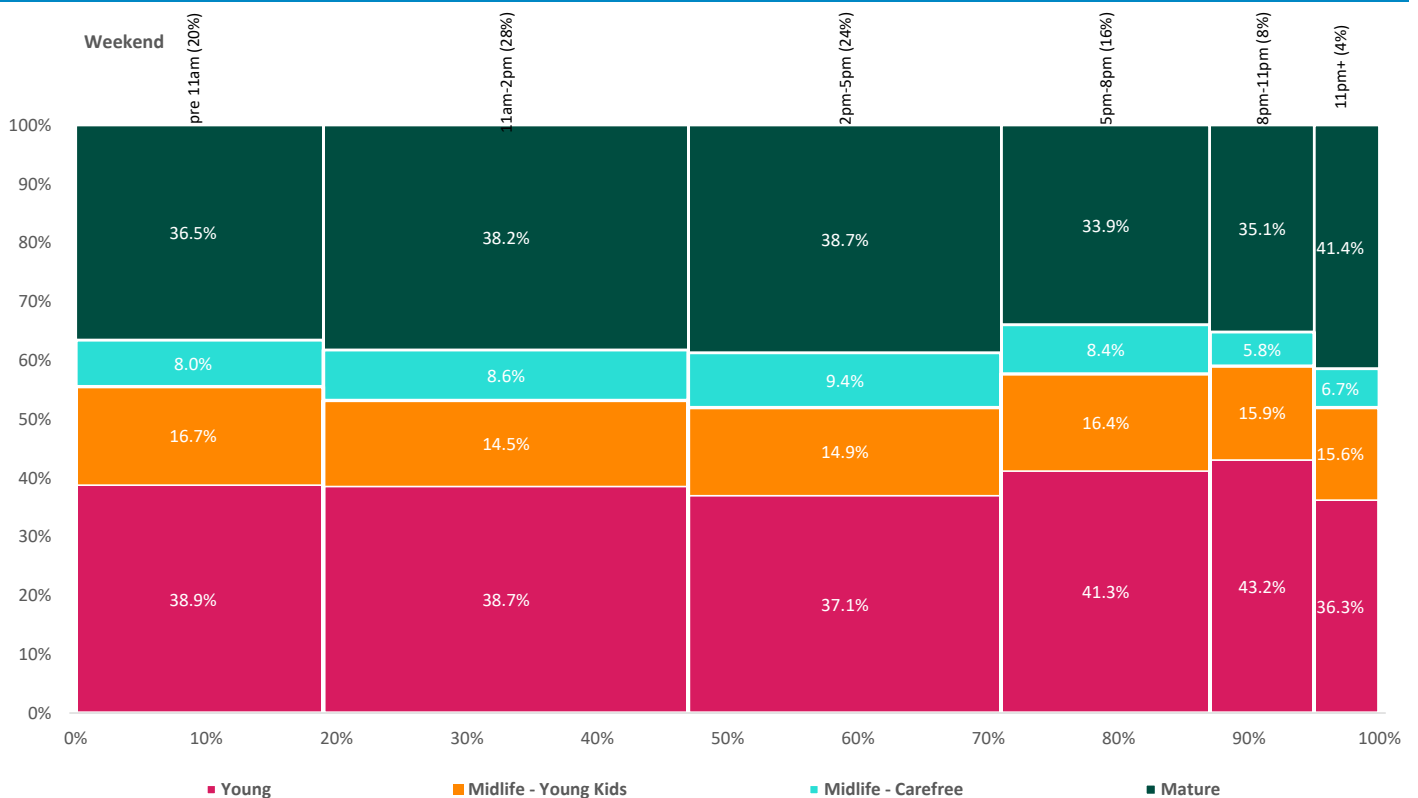
Polaris Summary - Black Horse Kearsley

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

★ Pub Sites
N Catchment
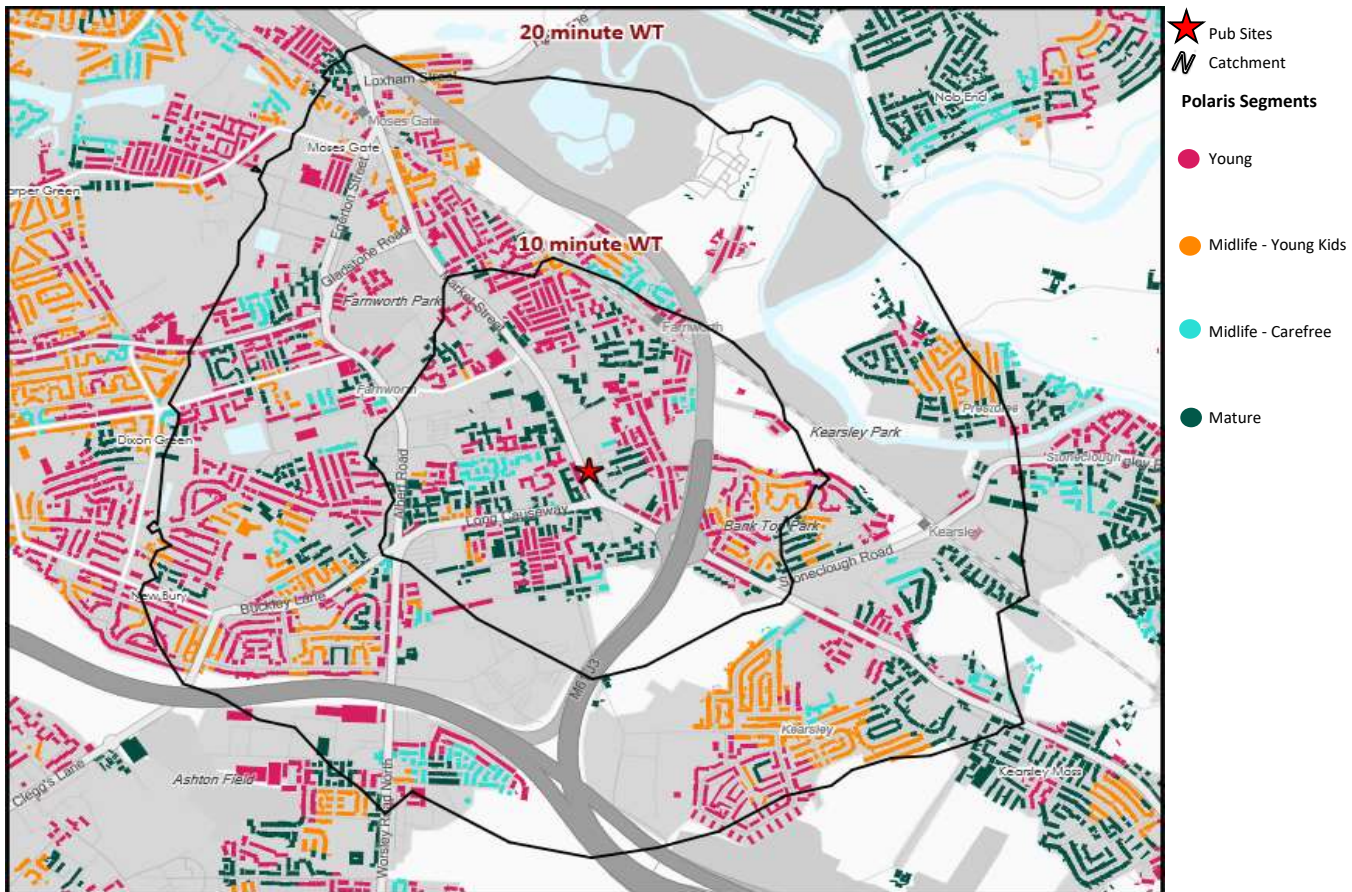
Polaris Profile by Catchment

*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	2,977	8,306	361,819	195	189	147
Midlife - Young Kids	410	2,695	104,210	68	154	107
Midlife - Carefree	212	863	114,272	24	34	81
Mature	1,819	3,991	304,885	74	56	77
Not Private Households	118	118	7,601	162	56	65
Total	5,536	15,973	892,787			

Polaris Plus Summary - Black Horse Kearsley

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

★ Pub Sites
Ⓝ Catchment
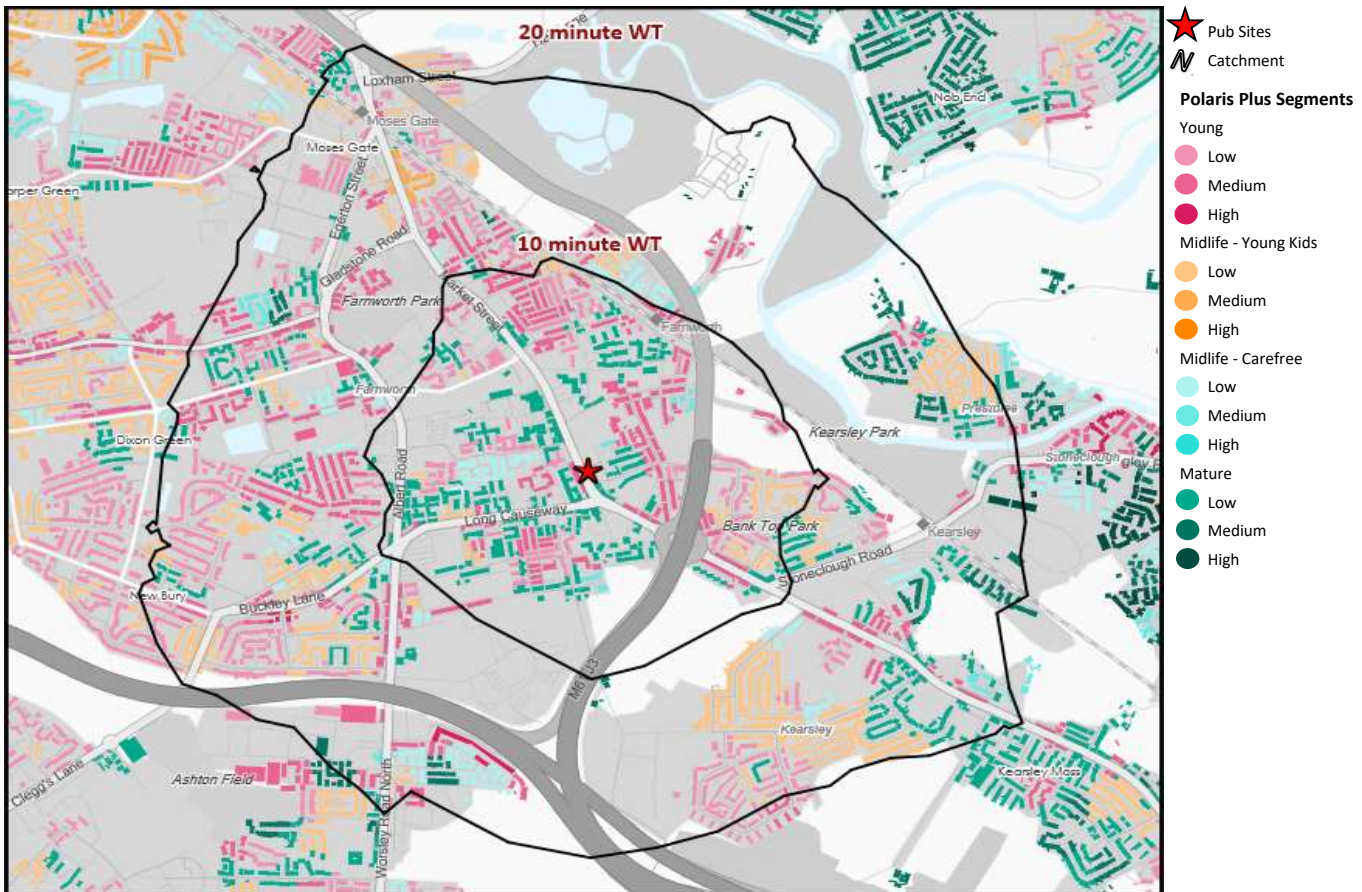
Polaris Plus Profile by Catchment

*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	1,299	3,694	147,646	239	236	168
Medium	1,678	4,513	170,217	276	257	174
High	0	99	43,956	0	9	73
Midlife - Young Kids						
Low	410	2,545	81,575	135	290	167
Medium	0	150	22,043	0	22	57
High	0	0	592	0	0	6
Midlife - Carefree						
Low	165	711	69,410	71	106	184
Medium	47	152	35,271	12	13	55
High	0	0	9,591	0	0	24
Mature						
Low	1,819	3,294	95,877	239	150	78
Medium	0	696	134,900	0	28	96
High	0	1	74,108	0	0	55
Not Private Households	118	118	7,601	162	56	65
Total	5,536	15,973	892,787			

CACI

CGA Summary - Black Horse Kearsley
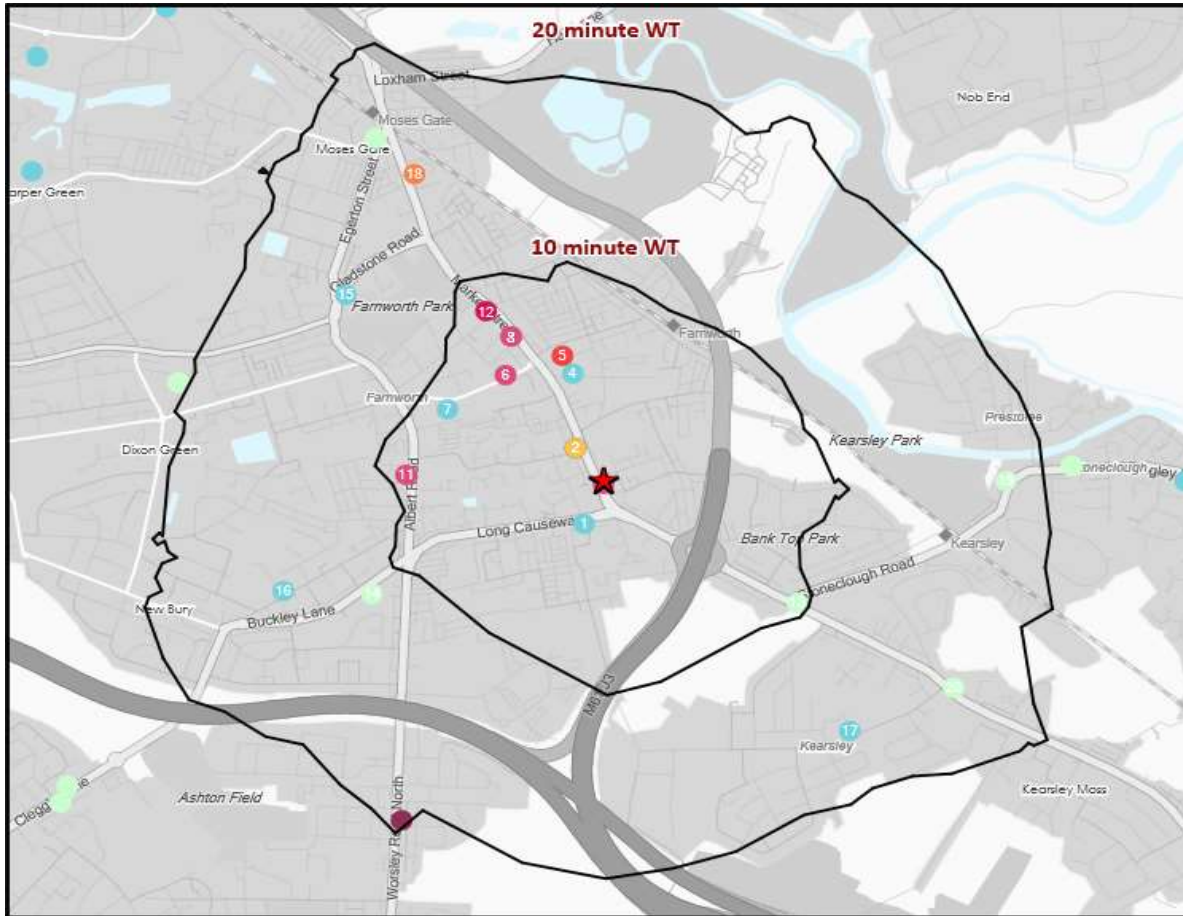
Legend:
- ⭐ Pub Sites
- Ⓝ Catchment

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)
0	Black Horse	BL4 8HQ	Star Pubs & Bars	Family Pub Dining	0.0
1	Farnworth & Kearsley Labour Club	BL4 9BD	Independent Free	Clubland	0.1
2	Halimas Balti House	BL4 9AJ	Independent Free	Restaurants	0.1
2	Post Office	BL4 9AJ	Independent Free	High Street Pub	0.1
4	Gregorys Guilds Club	BL4 8AG	Independent Free	Clubland	0.2
5	Sandham Dance Club	BL4 8AA	Independent Free	Large Venue	0.3
6	Britannia Inn	BL4 7AF	Stonegate Pub Company	Family Pub Dining	0.3
7	Farnworth Leisure Centre	BL4 9DZ	Independent Free	Clubland	0.3
8	Royal Balti House	BL4 7NY	Independent Free	Casual Dining	0.3
8	Freemasons	BL4 7NY	Amber Taverns	High Street Pub	0.3
8	Wellington Inn	BL4 7NY	*Other Small Retail Groups	Family Pub Dining	0.3
11	Royal Hotel	BL4 9HE	Independent Free	Family Pub Dining	0.4
12	Underground	BL4 7PE	Independent Free	Night Club	0.4
13	White Horse	BL4 8NG	Independent Free	Community Pub	0.4
14	Bridgewater Hotel	BL4 9PF	Sam Smith	Community Pub	0.5
15	D Havilland Club	BL4 7EL	Independent Free	Clubland	0.6
16	Farnworth Social Circle Cricket Club	BL4 9QJ	Independent Free	Clubland	0.6
17	Kearsley Cricket Club	BL4 8LA	Independent Free	Clubland	0.7
18	Commercial Royal Hotel	BL4 7JN	Independent Free	Hotel	0.7
19	Hare & Hounds	M26 1GF	Independent Free	Community Pub	0.8
20	Moss Rose Inn	BL4 8QG	Punch Pub Company	Community Pub	0.8

Per Pub Analysis - Black Horse Kearsley

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,536	15,973	892,787
Number of Competition Pubs	9	20	984
Adults 18+ per Competition Pub	615	799	907

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	401	7.2%	90
Circuit Bar	0	485	8.8%	216
Community Pub	1	1,677	30.3%	158
Craft Led	0	309	5.6%	161
Great Pub Great Food	0	276	5.0%	28
High Street Pub	2	1,592	28.8%	156
Premium Local	0	467	8.4%	51

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,170	7.3%	91
Circuit Bar	0	1,232	7.7%	190
Community Pub	7	4,735	29.6%	155
Craft Led	0	865	5.4%	157
Great Pub Great Food	0	930	5.8%	33
High Street Pub	2	4,614	28.9%	157
Premium Local	1	1,446	9.0%	55

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	54	71,244	8.0%	99
Circuit Bar	38	47,657	5.3%	132
Community Pub	207	191,441	21.4%	112
Craft Led	0	40,689	4.6%	132
Great Pub Great Food	27	114,585	12.8%	73
High Street Pub	167	193,494	21.7%	118
Premium Local	96	121,397	13.6%	82

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.

	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	• 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**

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.

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