

Catchment Summary - Pleasant Retreat Lostock Hall



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	Over GB Average
	Around GB Average
	Under GB Average

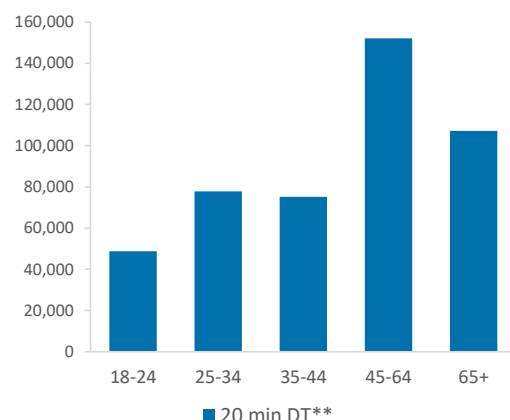
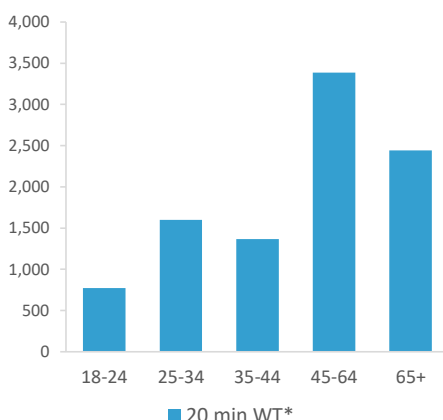
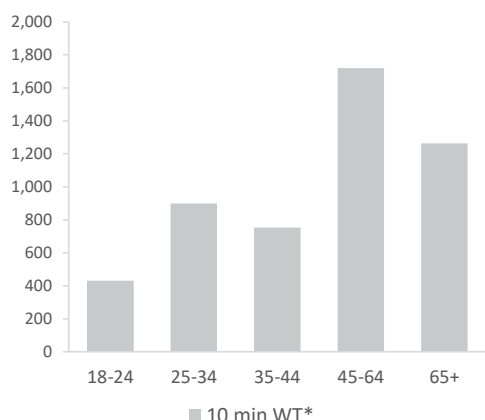
*WT= Walktime, **DT= Drivetime

	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	6,365	11,943	595,337	120	82	157
Population & Adults 18+ index is based on all pubs						
Adults 18+	5,068	9,570	460,922	116	54	154
Competition Pubs	8	9	582	53	28	161
Adults 18+ per Competition Pub	634	1,063	792	77	129	96
% Adults Likely to Drink	83.2%	83.9%	80.7%	101	102	98

Affluence	Low	16.6%	9.7%	20.8%	65	38	81
	Medium	69.5%	71.3%	43.4%	177	181	110
	High	13.2%	18.6%	34.2%	39	56	102

*Affluence does not include Not Private Households

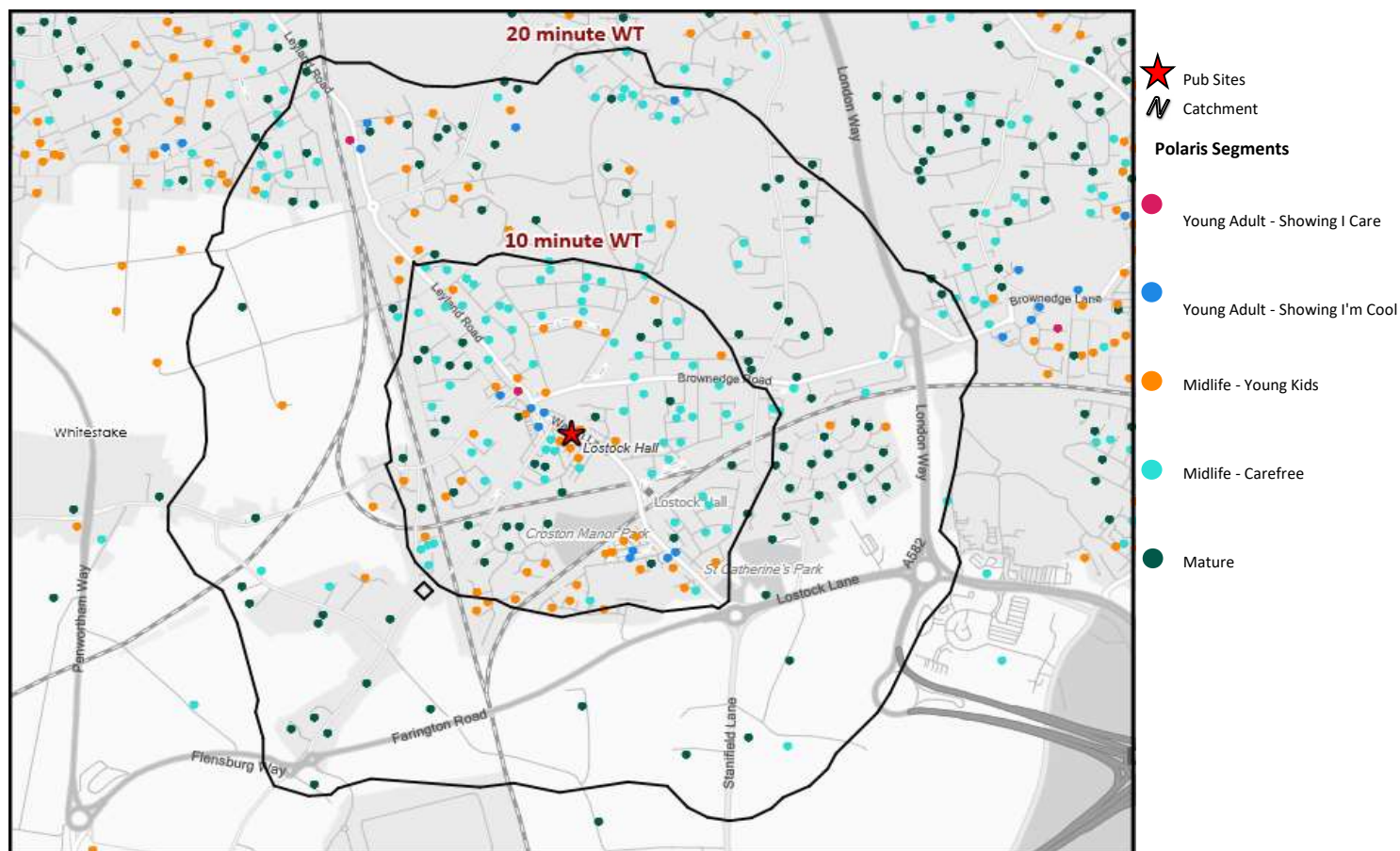
Age Profile	18-24	430	775	48,828	83	80	101
	25-34	900	1,602	77,732	106	101	98
	35-44	753	1,364	75,128	92	89	98
	45-64	1,721	3,386	152,132	106	111	100
	65+	1,264	2,443	107,102	104	107	94



		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	3,142 (49%)	5,913 (50%)	297,007 (50%)	100	100	101
	Female	3,223 (51%)	6,030 (50%)	298,330 (50%)	100	100	99
Economic Status (16-74)	Employed: Full-time	2,099 (46%)	4,103 (47%)	174,347 (41%)	110	114	98
	Employed: Part-time	662 (14%)	1,238 (14%)	57,832 (14%)	111	110	105
	Self employed	353 (8%)	681 (8%)	33,445 (8%)	80	82	82
	Unemployed	102 (2%)	163 (2%)	9,787 (2%)	94	79	97
	Retired	729 (16%)	1,369 (16%)	60,877 (14%)	115	115	104
	Other	651 (14%)	1,122 (13%)	89,709 (21%)	72	66	107
Total Worker Count		1,561	2,735	264,230			

See the Glossary page for further information on the above variables

Polaris Summary - Pleasant Retreat Lostock Hall

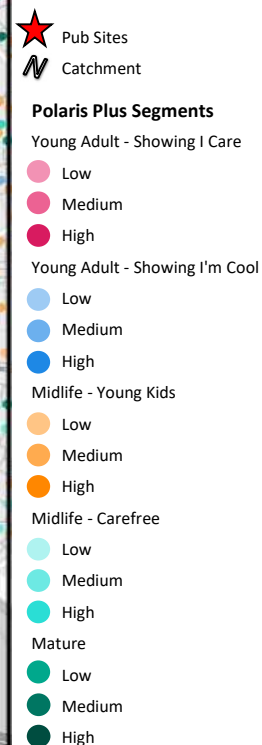
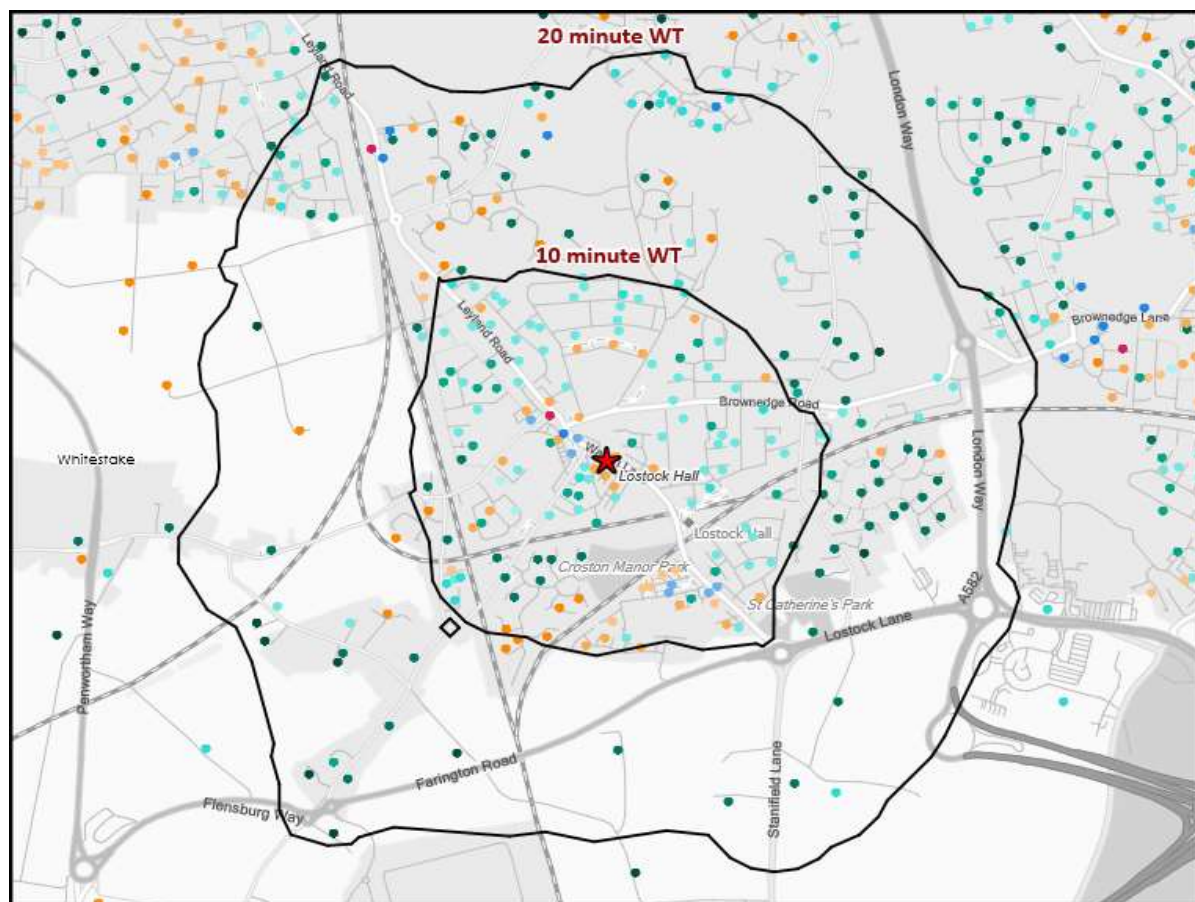


Polaris Profile by Catchment

*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	28	87	46,257	6	10	112
Young Adult - Showing I'm Cool	325	418	48,119	70	47	113
Midlife - Young Kids	1,260	1,991	137,529	79	66	95
Midlife - Carefree	2,490	3,986	96,864	234	198	100
Mature	931	3,054	124,843	66	114	97
Not Private Households	34	34	7,310	47	25	110
Total	5,068	9,570	460,922			

Polaris Summary - Pleasant Retreat Lostock Hall



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

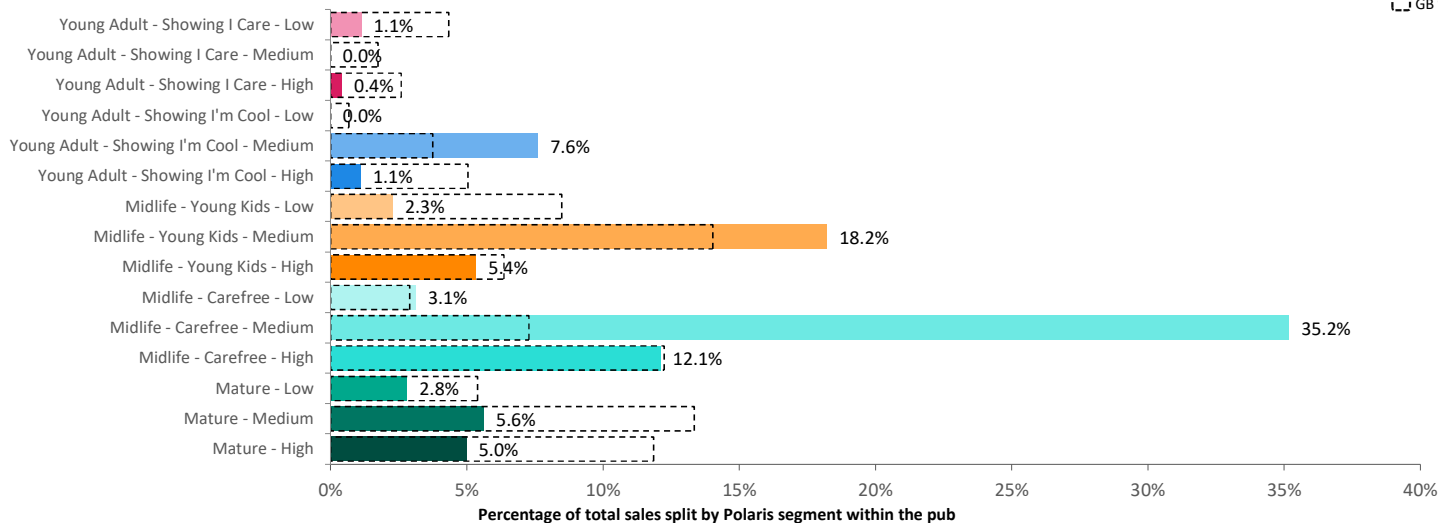
	Population Count			Index vs GB average		
Polaris Plus Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	6,974	0	0	36
Medium	0	0	666	0	0	11
High	28	87	38,617	16	27	249
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	285	285	36,031	152	81	211
High	40	133	12,088	18	31	59
Midlife - Young Kids						
Low	186	186	47,729	33	17	93
Medium	712	1,093	58,967	94	77	86
High	362	712	30,833	133	138	124
Midlife - Carefree						
Low	40	40	12,282	23	12	78
Medium	2,212	3,211	44,925	650	499	145
High	238	735	39,657	43	70	79
Mature						
Low	616	705	28,743	205	124	105
Medium	315	2,232	59,451	49	184	102
High	0	117	36,649	0	13	85
Not Private Households	34	34	7,310	47	25	110
Total	5,068	9,570	460,922			

Transactional Data Summary - Pleasant Retreat Lostock Hall

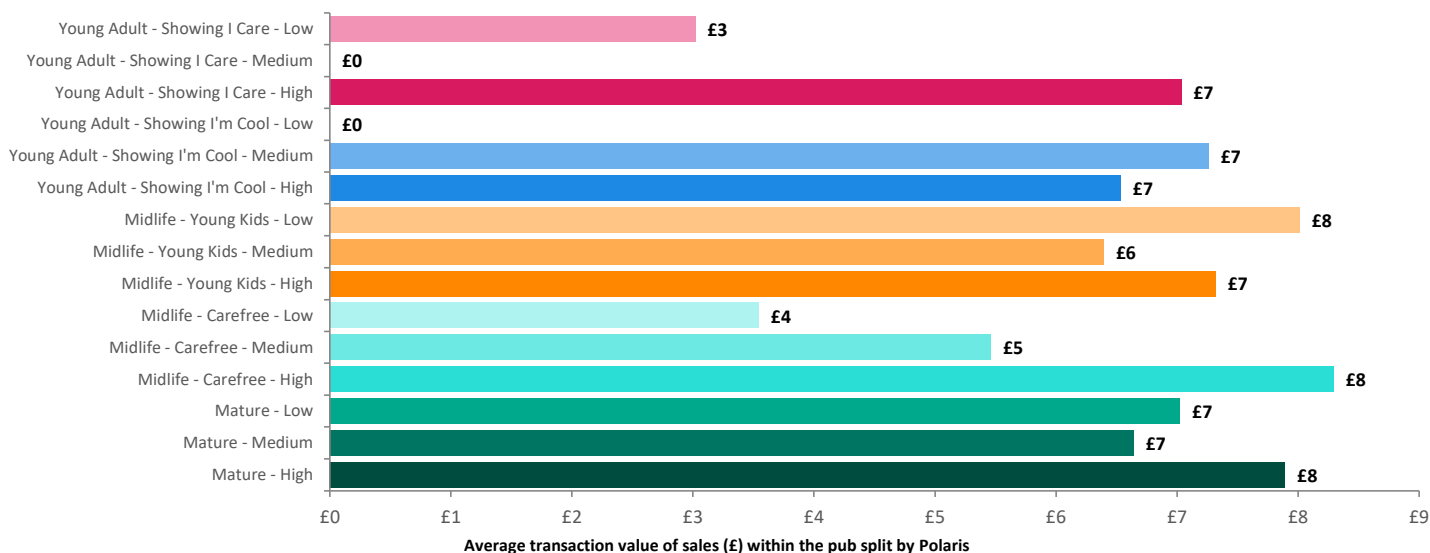
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Spend by Polaris

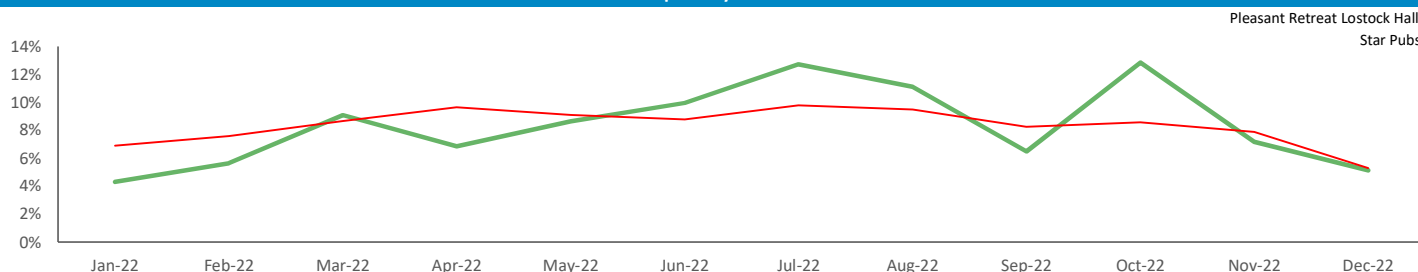
GB %



Average Transaction Values (£) by Polaris

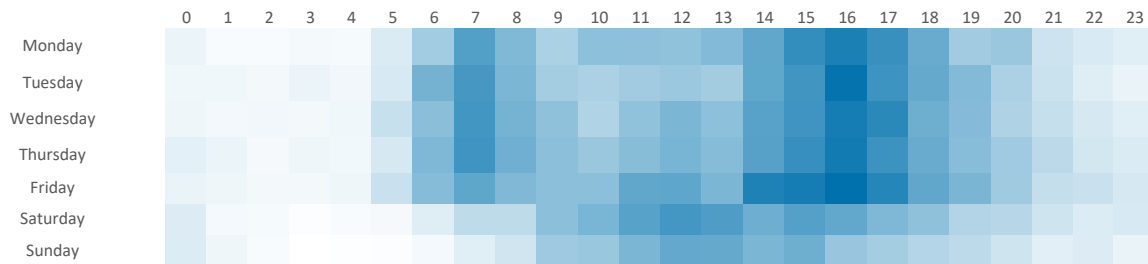


Spend by Month



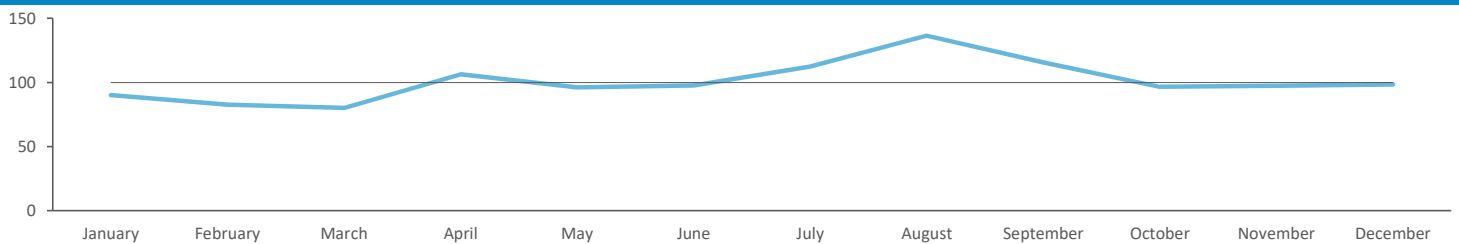
Mobile Data Summary - Pleasant Retreat Lostock Hall

Time of Day/Day of Week



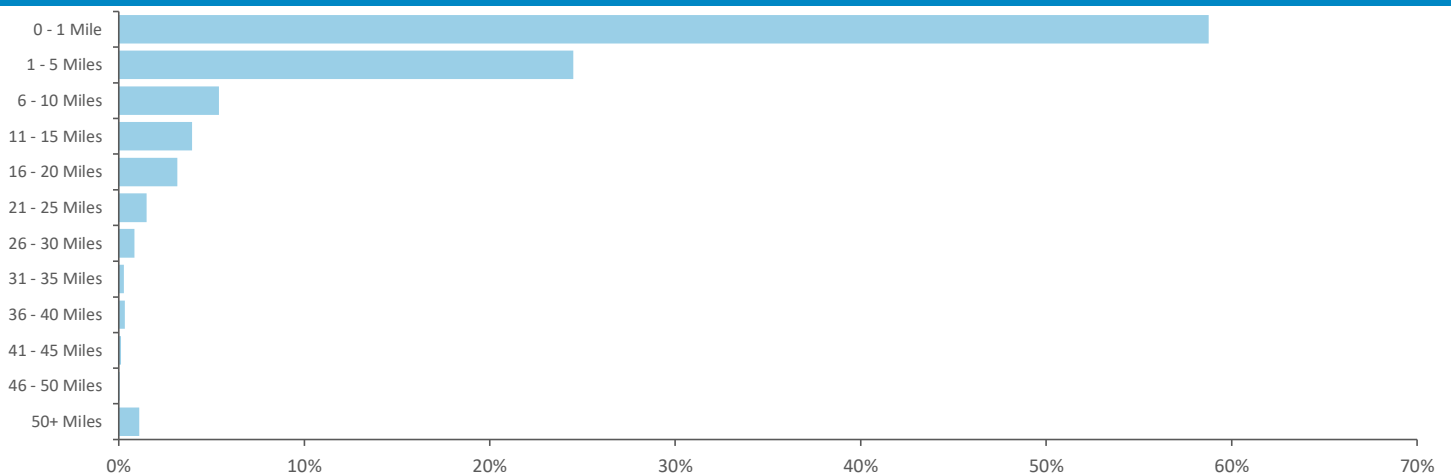
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



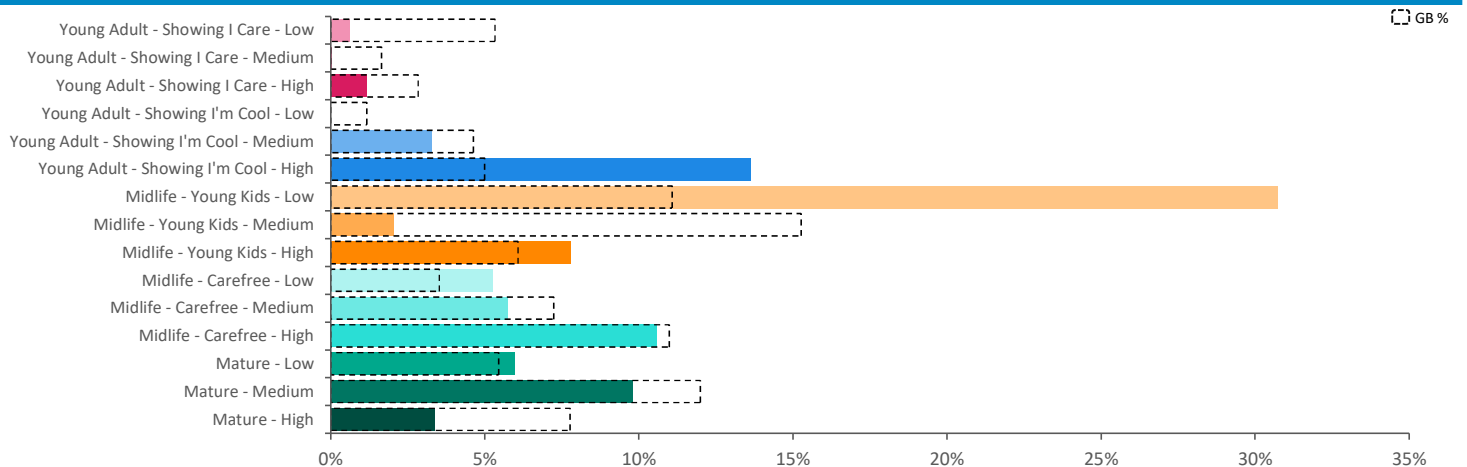
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

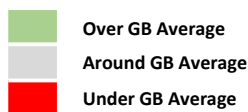
CGA Summary - Pleasant Retreat Lostock Hall



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Victoria	PR 5 5RD	Star Pubs & Bars	Premium Local	0.0
1	Pleasant Retreat	PR 5 5RD	Star Pubs & Bars	Premium Local	0.0
3	Sangam Balti House	PR 5 5RU	Independent Free	Restaurants	0.1
3	Lostock Ale	PR 5 5RU	Independent Free	Premium Local	0.1
5	Our Lady & St Gerrards Cent Club	PR 5 5AA	Independent Free	Clubland	0.1
5	Lostock Hall & District Conservative Club	PR 5 5AA	Independent Free	Clubland	0.1
5	Wishing Well At Tardy Gate	PR 5 5AA	Star Pubs & Bars	Premium Local	0.1
8	Anchor Inn	PR 5 5LA	Trust Inns Limited	Premium Local	0.2
9	Royal British Legion Club	PR 5 5AD	Independent Free	Clubland	0.2
10	Bamber Bridge Amateur Football Club	PR 5 6UX	Independent Free	Clubland	0.7
11	Walton Fox	PR 5 6BZ	Mitchells & Butlers	Family Pub Dining	0.8
12	Bamber Bridge Football Club	PR 5 6UU	Independent Free	Clubland	0.9
13	Poachers	PR 5 6BA	Greene King	Family Pub Dining	0.9
14	Hunters	PR 5 5UL	Daniel Thwaites plc	Premium Local	1.1
15	Vernon Carus Sports & Social Club	PR 1 9TE	Independent Free	Clubland	1.1
16	Pear Tree Inn	PR 1 9QB	Star Pubs & Bars	Community Pub	1.1
17	Bamber Bridge Catholic Club	PR 5 6TA	Independent Free	Clubland	1.2
18	Bamber Bridge Conservative Club	PR 5 6TU	Independent Free	Clubland	1.2

Per Pub Analysis - Pleasant Retreat Lostock Hall

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,068	9,570	460,922
Number of Competition Pubs	8	9	582
Adults 18+ per Competition Pub	634	1,063	792

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	310	6.1%	60
Circuit Bar	173	3.4%	93
Community Pub	625	12.3%	71
Craft Led	94	1.9%	58
Great Pub Great Food	422	8.3%	43
High Street Pub	651	12.8%	74
Premium Local	507	10.0%	57

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	563	5.9%	58
Circuit Bar	231	2.4%	66
Community Pub	1,299	13.6%	78
Craft Led	141	1.5%	47
Great Pub Great Food	1,251	13.1%	68
High Street Pub	1,385	14.5%	83
Premium Local	1,415	14.8%	84

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	51,408	11.2%	109
Circuit Bar	15,056	3.3%	89
Community Pub	72,732	15.8%	91
Craft Led	17,528	3.8%	120
Great Pub Great Food	88,976	19.3%	101
High Street Pub	75,014	16.3%	94
Premium Local	75,689	16.4%	94

Glossary

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</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>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 Lifestyle, Energy Levels and Demand.																
Consumer Insight	<table><tr><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><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>"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. Nothing too flashy as I still have the rent to pay."</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></table>	'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	"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"
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Product needs	<table><tr><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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 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.																