

Catchment Summary - Royal Oak Aughton



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

*WT= Walktime, **DT= Drivetime

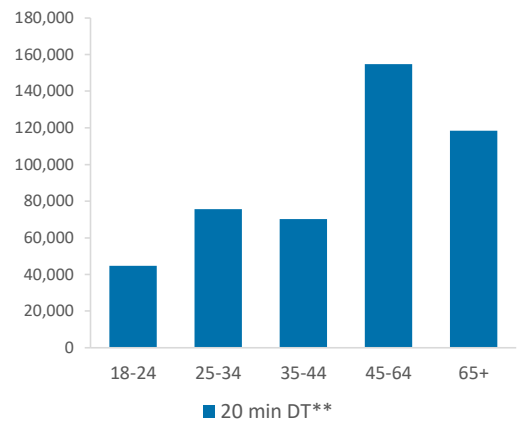
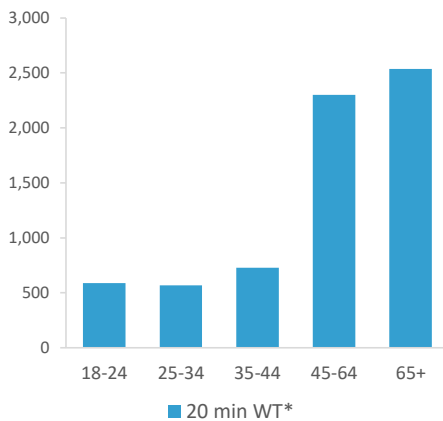
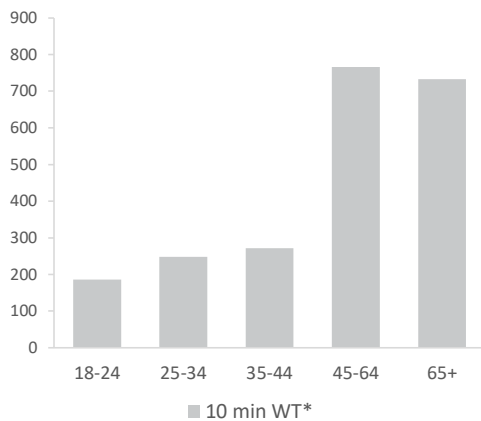
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,780	8,198	592,471	53	56	156
Adults 18+	2,205	6,719	463,910	51	38	155
Competition Pubs	1	3	479	7	9	132
Adults 18+ per Competition Pub	2,205	2,240	968	267	271	117
% Adults Likely to Drink	85.8%	85.8%	82.1%	104	104	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	5.8%	11.5%	33.7%	23	45	131
	Medium	29.3%	28.4%	46.9%	74	72	119
	High	64.6%	58.4%	18.1%	193	174	54

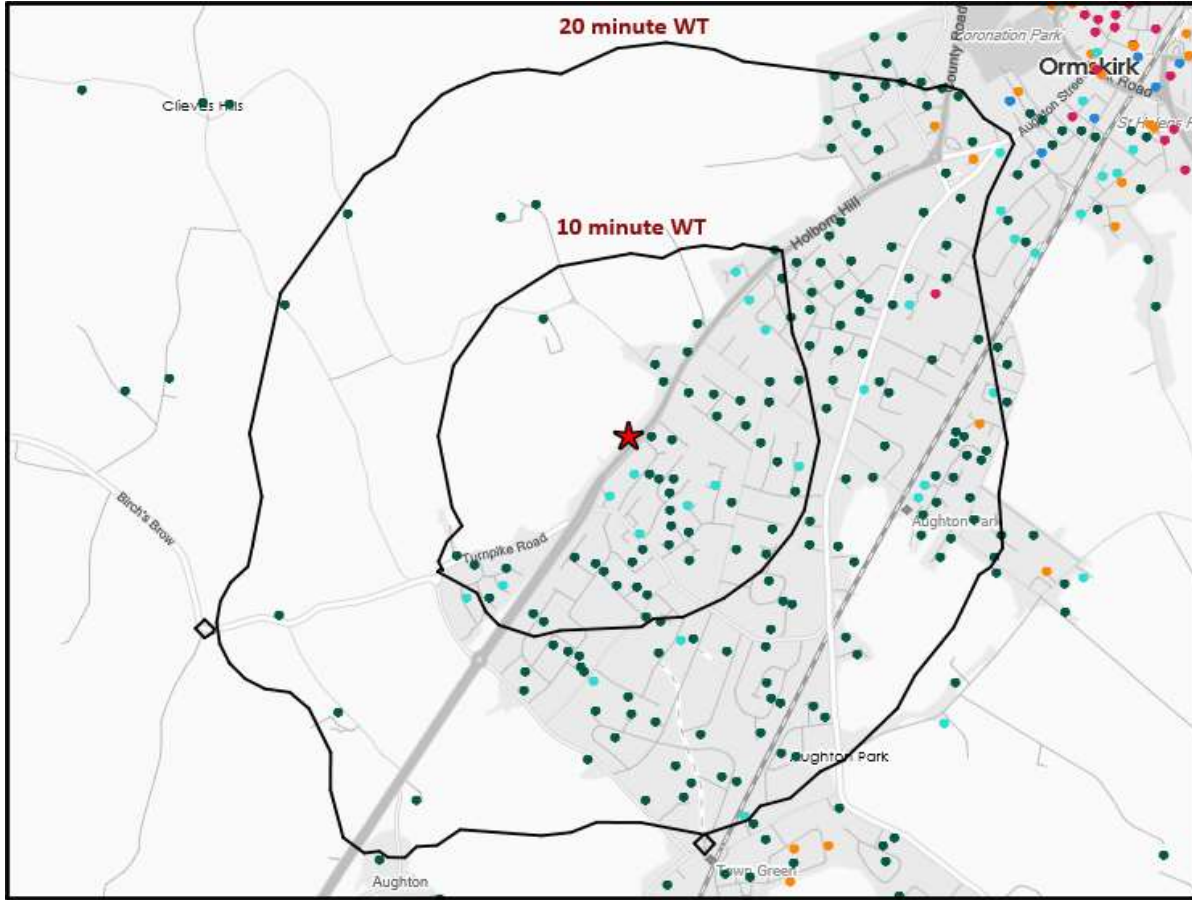
*Affluence does not include Not Private Households

Age Profile	18-24	186	586	44,782	83	88	93
	25-34	248	567	75,703	67	52	96
	35-44	272	729	70,160	76	69	92
	45-64	766	2,299	154,858	108	110	102
	65+	733	2,538	118,407	138	162	105



		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	1,341 (48%)	3,928 (48%)	285,456 (48%)	98	97	97
	Female	1,439 (52%)	4,270 (52%)	307,015 (52%)	102	103	103
Economic Status (16-74)	Employed: Full-time	703 (38%)	2,069 (38%)	160,709 (38%)	91	91	92
	Employed: Part-time	262 (14%)	737 (14%)	59,075 (14%)	109	104	108
	Self employed	201 (11%)	529 (10%)	29,337 (7%)	113	102	73
	Unemployed	30 (2%)	66 (1%)	13,845 (3%)	68	51	138
	Retired	387 (21%)	1,280 (23%)	64,867 (15%)	151	170	112
	Other	272 (15%)	771 (14%)	93,983 (22%)	74	72	113
Total Worker Count		422	1,727	237,220			

See the Glossary page for further information on the above variables

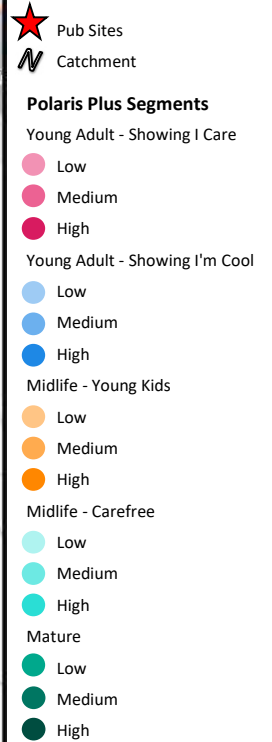
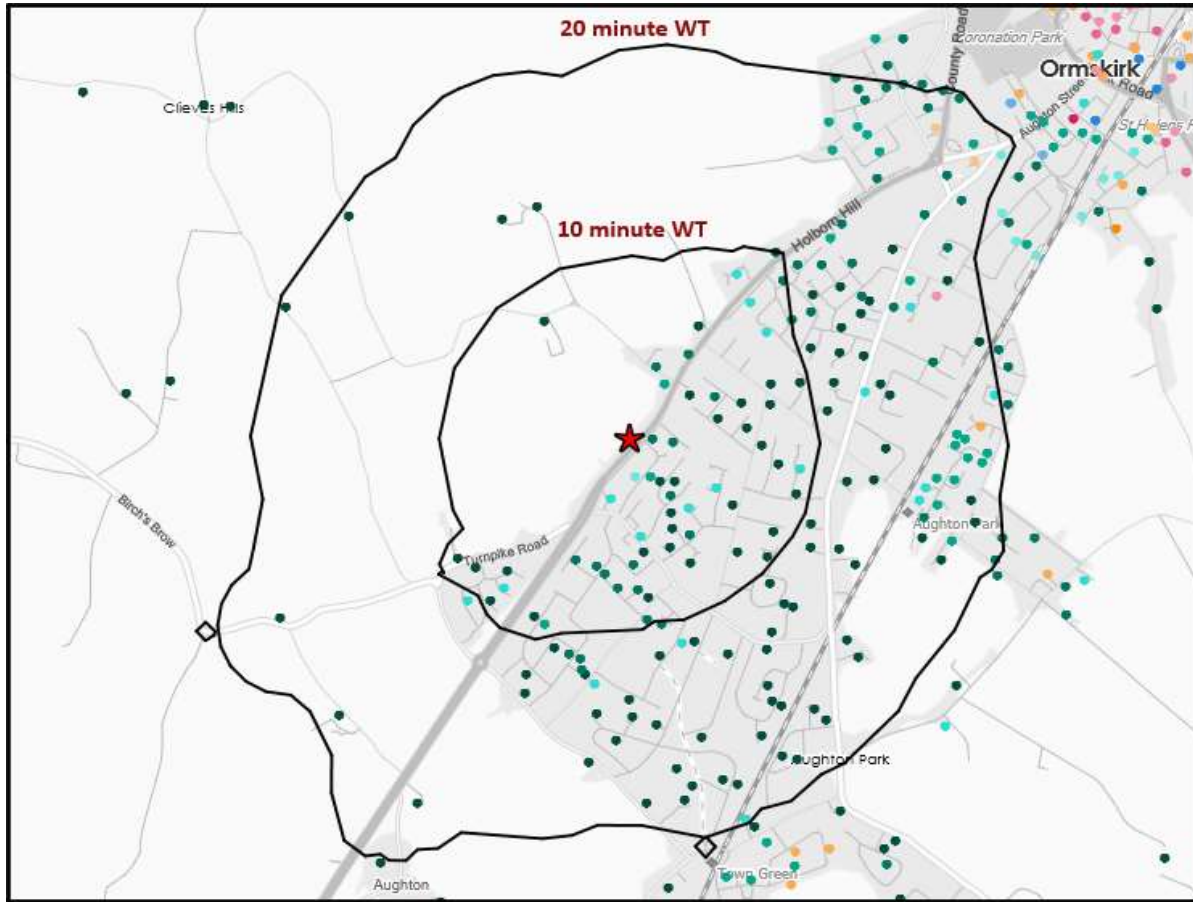


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	7	11,696	0	1	28
Young Adult - Showing I'm Cool	0	0	40,490	0	0	95
Midlife - Young Kids	0	85	182,714	0	4	125
Midlife - Carefree	499	863	100,383	108	61	103
Mature	1,698	5,650	122,335	275	301	94
Not Private Households	8	114	6,292	25	118	94
Total	2,205	6,719	463,910			



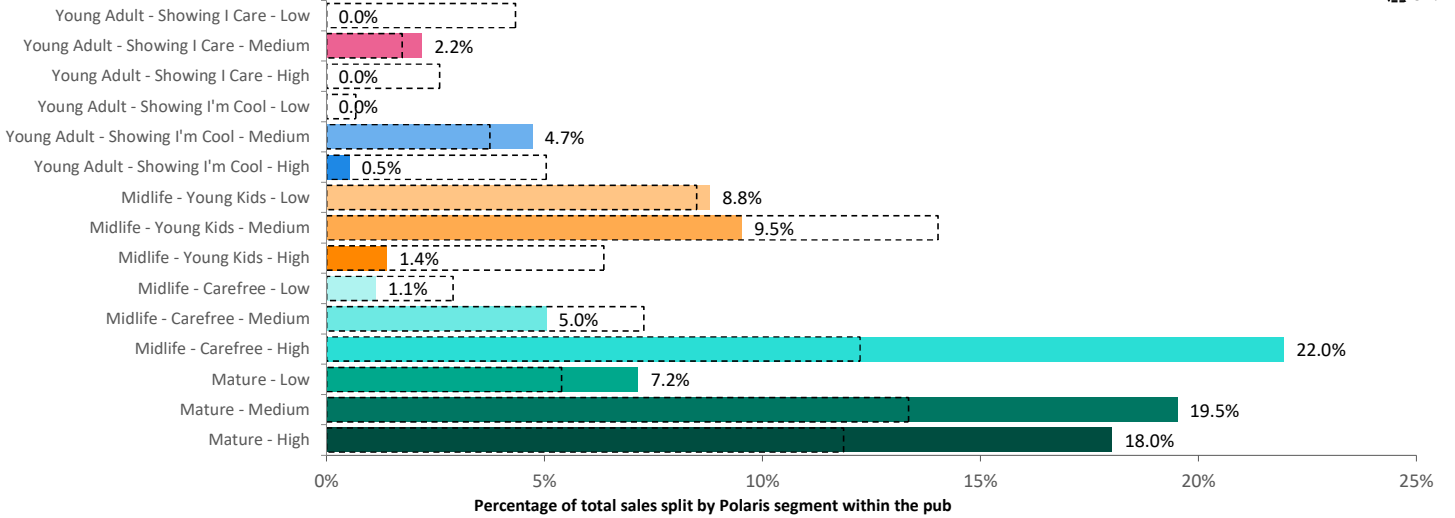
Polaris Plus Profile by Catchment

*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	7	3,471	0	2	18
Medium	0	0	819	0	0	13
High	0	0	7,406	0	0	47
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	29,814	0	0	174
High	0	0	10,676	0	0	51
Midlife - Young Kids						
Low	0	32	106,543	0	4	207
Medium	0	53	60,362	0	5	87
High	0	0	15,809	0	0	63
Midlife - Carefree						
Low	0	0	16,458	0	0	104
Medium	38	80	62,458	26	18	200
High	461	783	21,467	191	107	42
Mature						
Low	128	732	29,679	98	184	108
Medium	607	1,778	64,052	217	209	109
High	963	3,140	28,604	466	498	66
Not Private Households	8	114	6,292	25	118	94
Total	2,205	6,719	463,910			

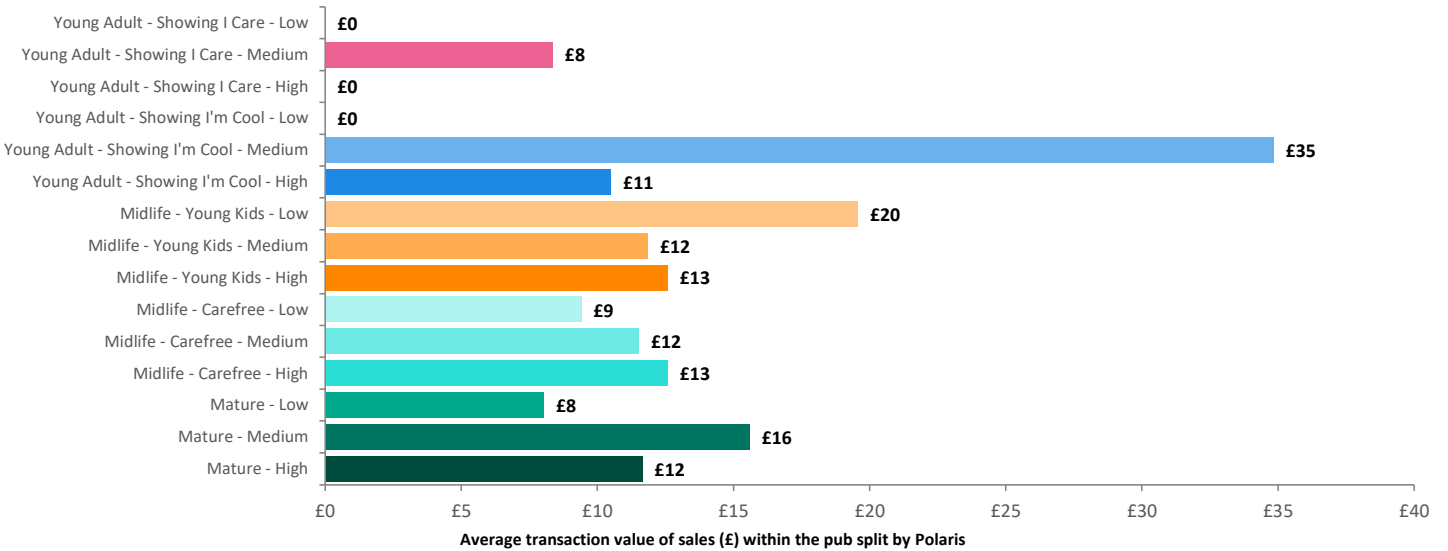
Spend by Polaris

GB %



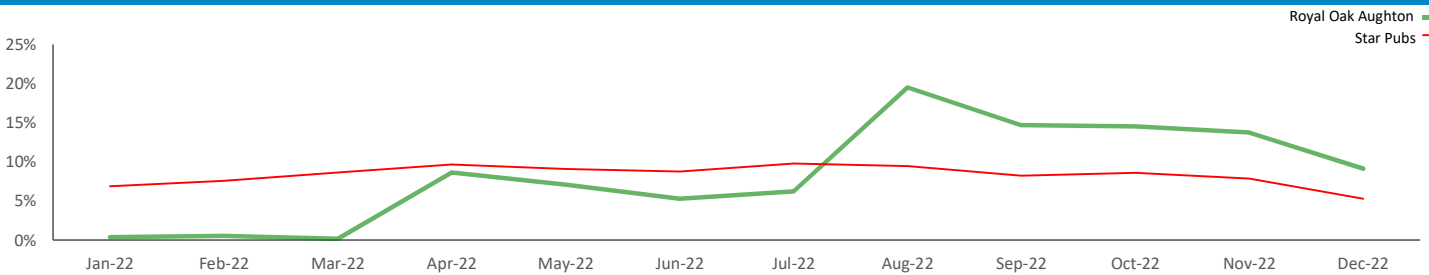
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

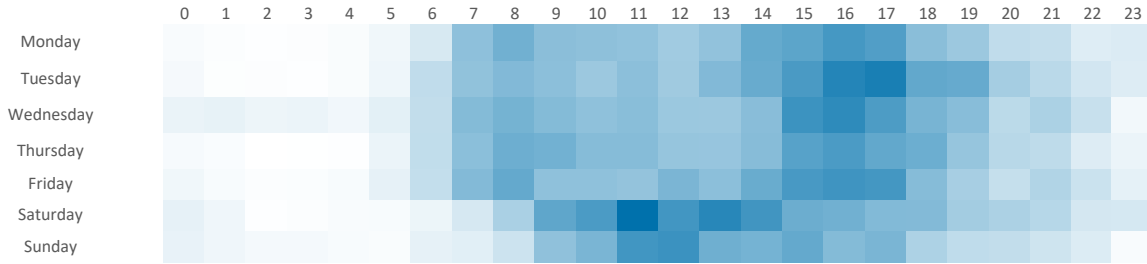


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

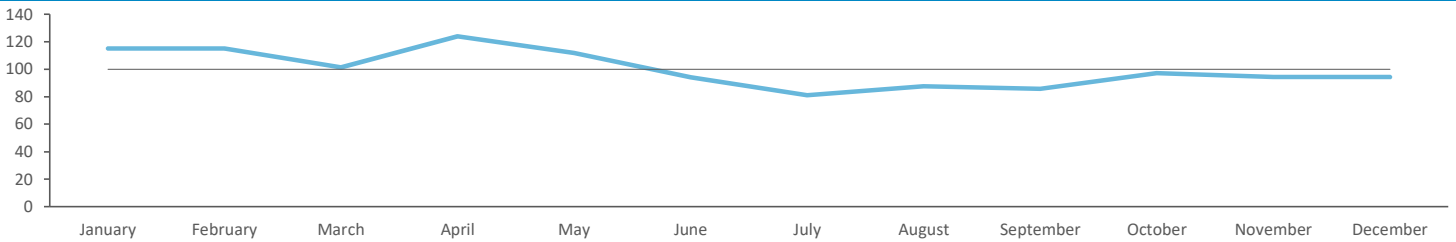


Time of Day/Day of Week



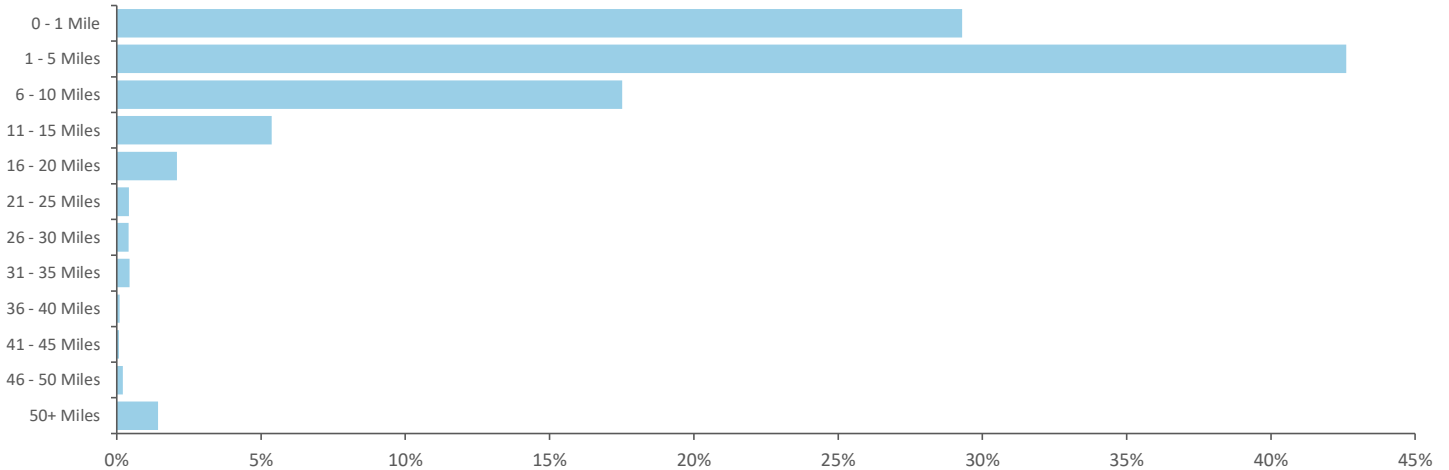
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



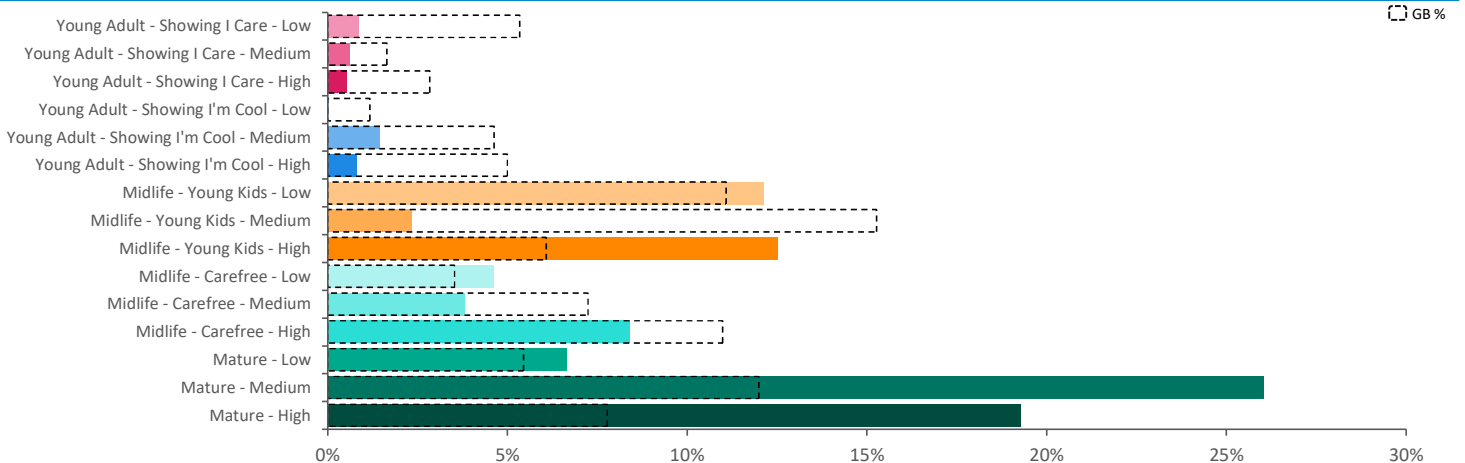
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

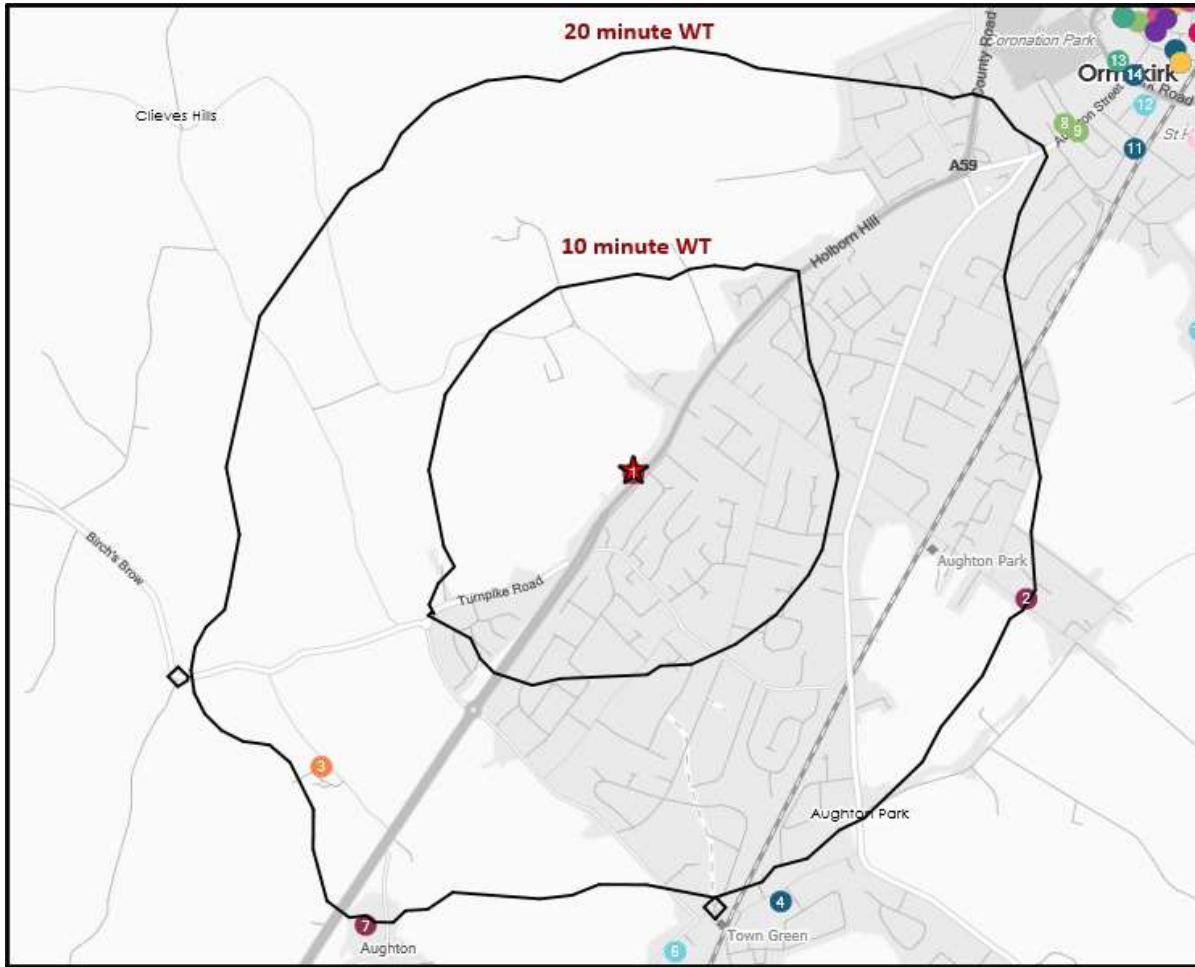


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

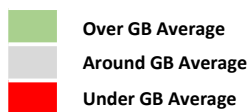
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Royal Oak	L 39 3LW	Star Pubs & Bars	Premium Local	0.0
2	Dog & Gun Inn	L 39 5BU	Marston's	Premium Local	0.8
3	West Towers Country House	L 39 7HJ	Independent Free	Hotel	0.8
4	Town Green Brasserie	L 39 6SE	Sea Food Pub Company	GPGF	0.9
4	Arthurs Of Aughton	L 39 6SE	Independent Free	ABOS	0.9
6	Aughton Institute	L 39 6SG	Independent Free	Clubland	0.9
7	Stanley Arms	L 39 6SA	Independent Free	Premium Local	1.0
8	Greyhound	L 39 3BS	Admiral Taverns Ltd	Circuit Bar	1.0
9	Queen Inn	L 39 3BN	Unknown	Circuit Bar	1.0
10	Ormskirk Cricket Club	L 39 4RG	Independent Free	Clubland	1.1
11	Arriba	L 39 4RT	Independent Free	ABOS	1.1
12	22 Snooker Club	L 39 4RU	Independent Free	Clubland	1.2
13	Old Printworks	L 39 3BY	Independent Free	Casual Dining	1.2
14	Old Post Office	L 39 3BH	Independent Free	Family Pub Dining	1.2
14	Bar No 9	L 39 3BH	Independent Free	ABOS	1.2
16	Cricketers	L 39 4QF	*Other Small Retail Groups	GPGF	1.2
17	Eureka	L 39 3AX	Independent Free	GPGF	1.2
18	Moor Hall	L 39 6RT	Independent Free	Restaurants	1.2

Per Pub Analysis - Royal Oak Aughton



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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+	2,205	6,719	463,910
Number of Competition Pubs	1	3	479
Adults 18+ per Competition Pub	2,205	2,240	968

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	100	4.5%	44
Circuit Bar	9	0.4%	12
Community Pub	293	13.3%	77
Craft Led	0	0.0%	0
Great Pub Great Food	789	35.8%	187
High Street Pub	242	11.0%	63
Premium Local	726	32.9%	188

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	288	4.3%	42
Circuit Bar	62	0.9%	25
Community Pub	991	14.8%	85
Craft Led	3	0.1%	2
Great Pub Great Food	2,231	33.2%	173
High Street Pub	853	12.7%	73
Premium Local	2,096	31.2%	178

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	32,105	6.9%	68
Circuit Bar	14,190	3.1%	83
Community Pub	102,311	22.1%	127
Craft Led	11,116	2.4%	76
Great Pub Great Food	58,865	12.7%	66
High Street Pub	98,463	21.2%	122
Premium Local	61,651	13.3%	76

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 style="border: 1px dashed #e91e63; padding: 5px;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"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."</p> </td> <td style="border: 1px dashed #ff9800; padding: 5px;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="border: 1px dashed #2e7d32; padding: 5px;"> <p>55+ year olds</p> <p>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			