

Catchment Summary - Royal Oak Aughton



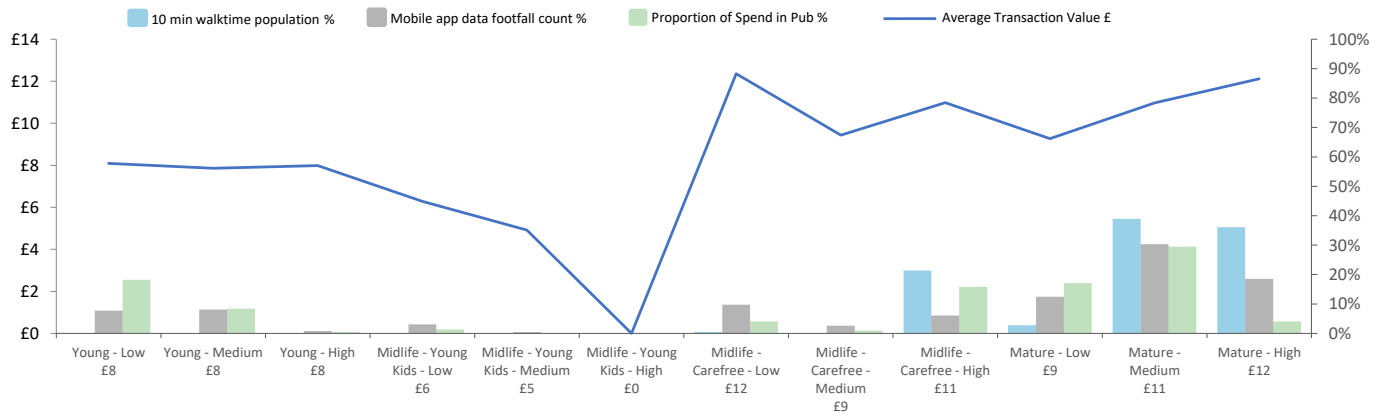
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625951	Royal Oak Aughton	L 39 3LW	Star Pubs & Bars	Premium Local	8



- ★ Pub Sites
- 📍 Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Royal Oak Aughton

	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**

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

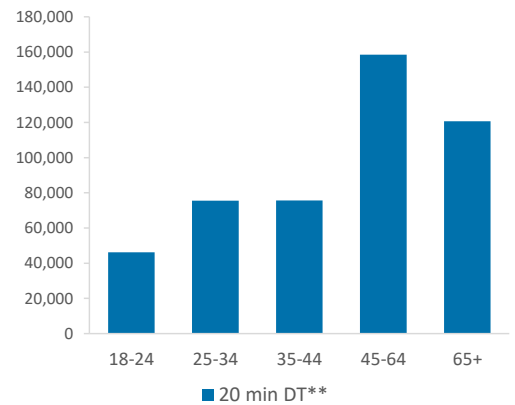
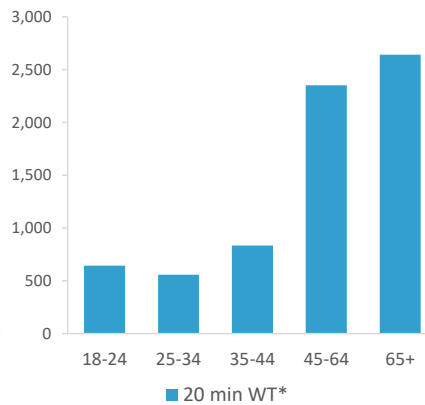
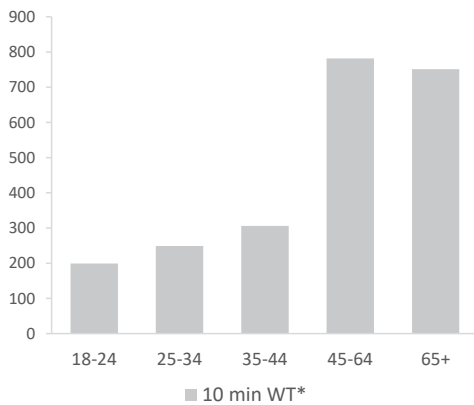
Population	2,836	8,452	601,697	53	46	137
Adults 18+	2,287	7,029	476,551	51	46	136
Competition Pubs	1	3	482	6	8	116
Adults 18+ per Competition Pub	2,287	2,343	989	266	273	115
% Adults Likely to Drink	81.9%	82.4%	76.5%	107	108	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	3.2%	7.0%	56.8%	10	21	171
	Medium	38.9%	35.3%	33.1%	102	93	87
	High	57.5%	54.6%	8.7%	211	200	32

*Affluence does not include Not Private Households

Age Profile	18-24	199	643	46,201	86	93	94
	25-34	249	557	75,529	66	49	94
	35-44	306	835	75,691	81	75	95
	45-64	782	2,352	158,454	107	108	103
	65+	751	2,642	120,676	138	163	104



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

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

Gender	Male	1,365 (48%)	4,026 (48%)	288,983 (48%)	98	97	98
	Female	1,471 (52%)	4,426 (52%)	312,714 (52%)	102	103	102

Economic Status (16+)	Employed: Full-time	708 (30%)	2,084 (29%)	162,190 (33%)	88	84	96
	Employed: Part-time	269 (11%)	759 (11%)	61,667 (13%)	97	89	106
	Self employed	245 (10%)	680 (9%)	35,430 (7%)	113	102	78
	Unemployed	31 (1%)	85 (1%)	14,531 (3%)	48	43	107
	Full-time student	45 (2%)	165 (2%)	10,623 (2%)	81	96	91
	Retired	783 (33%)	2,675 (37%)	109,956 (22%)	153	170	102
	Other	265 (11%)	760 (11%)	96,673 (20%)	65	61	113

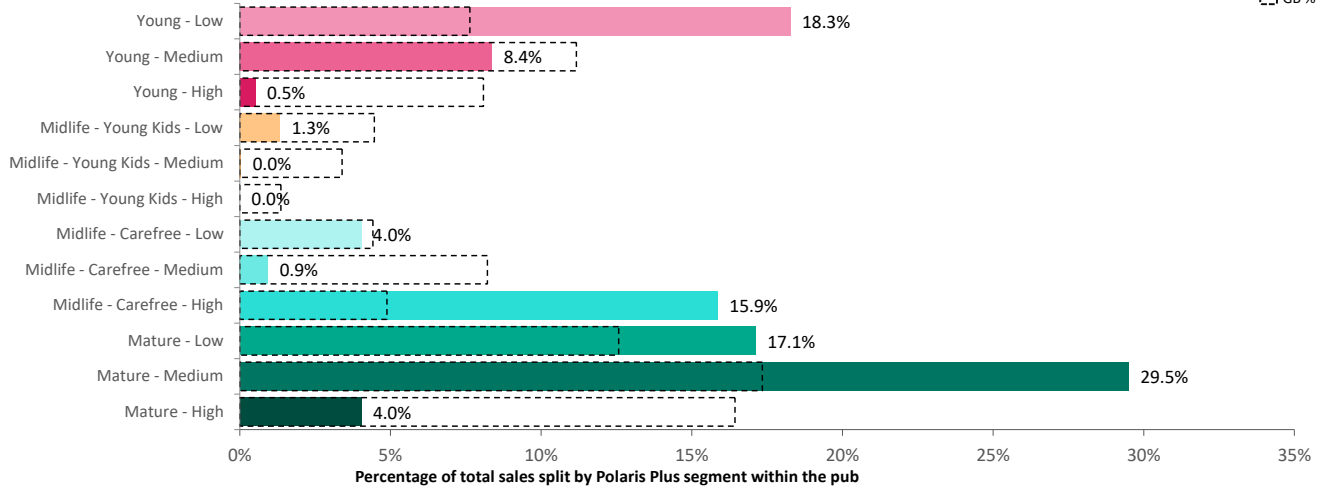
Total Worker Count	422	1,727	239,725
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See the Glossary page for further information on the above variables

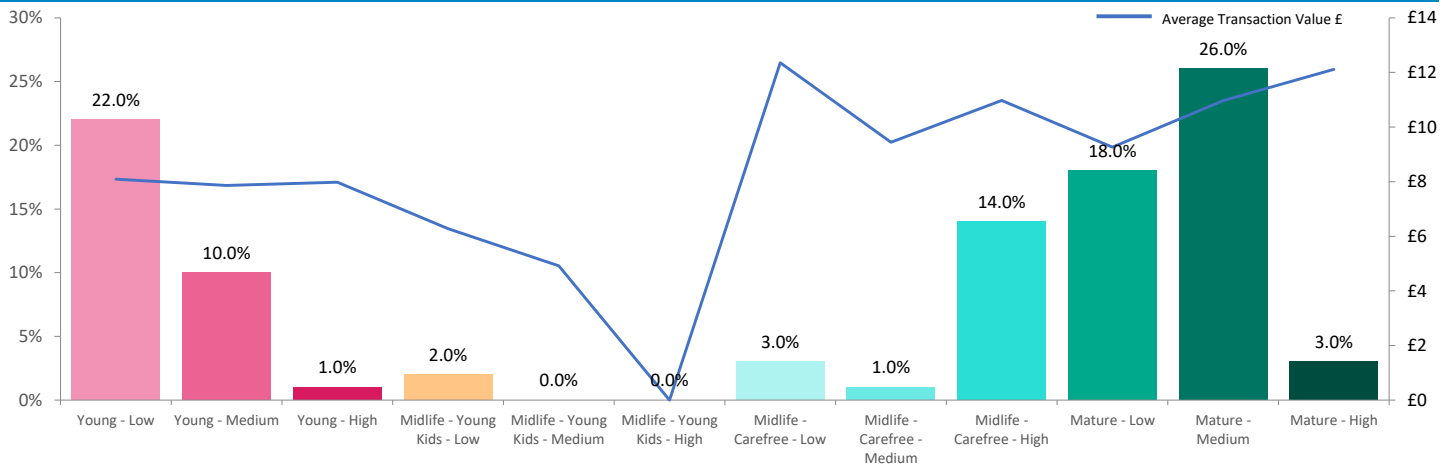
Transactional Data Summary - Royal Oak Aughton

Spend by Polaris Plus

GB %

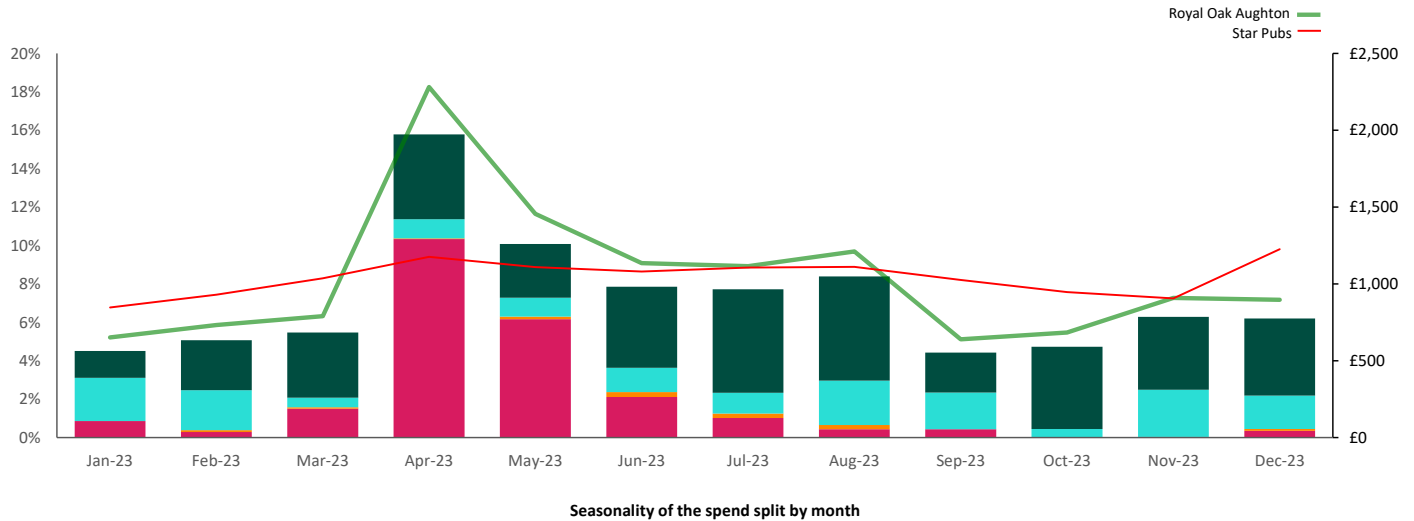


% of Transactions and Average Transaction Values (£) by Polaris Plus



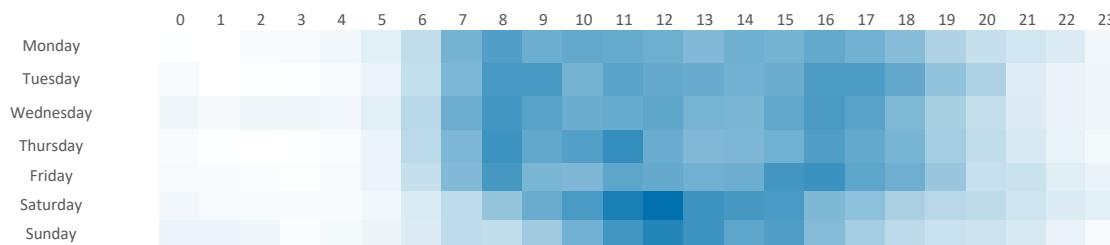
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



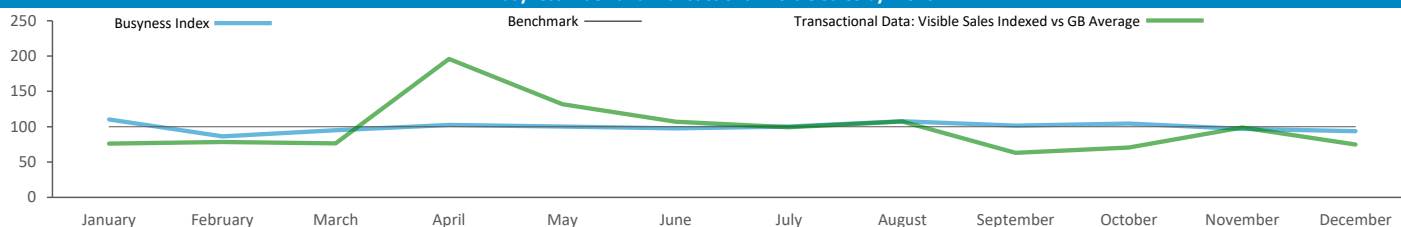
Mobile Data Summary - Royal Oak Aughton

Time of Day/Day of Week



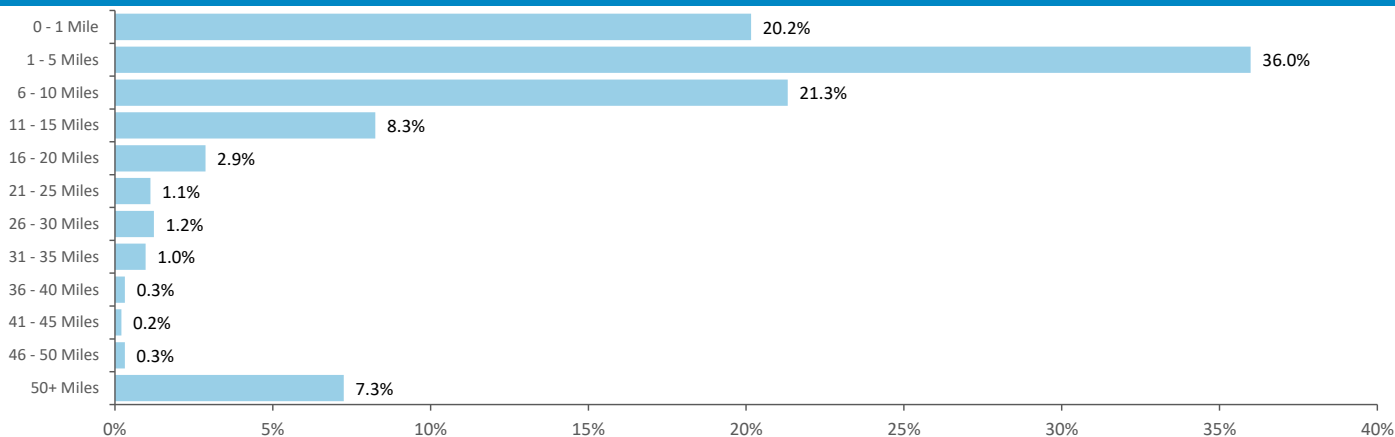
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

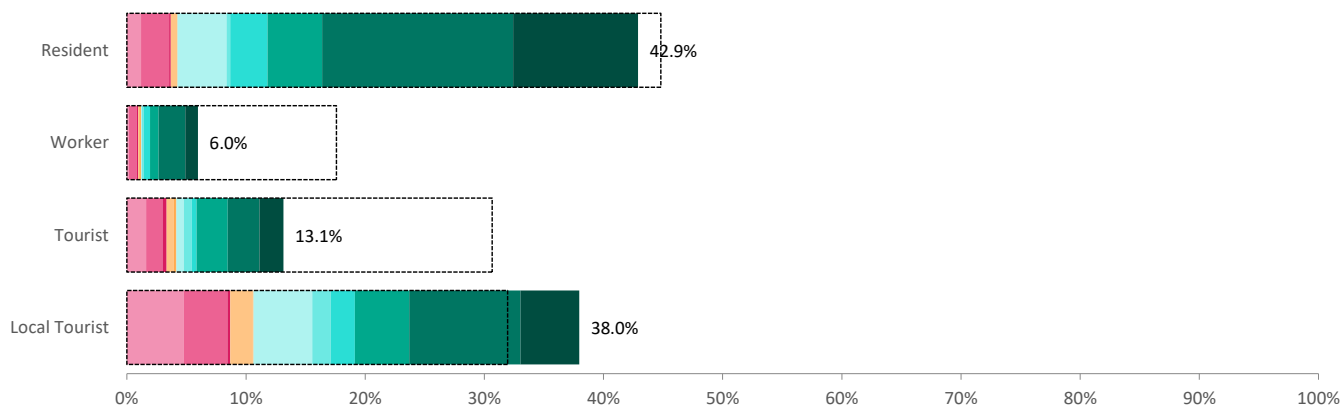
Distance from Home



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

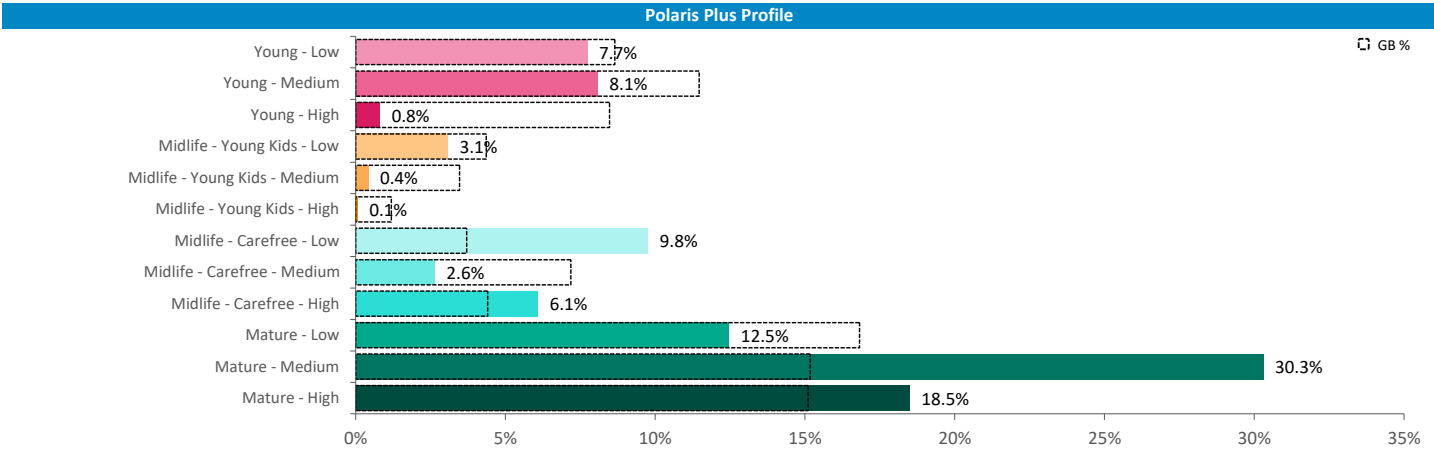


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

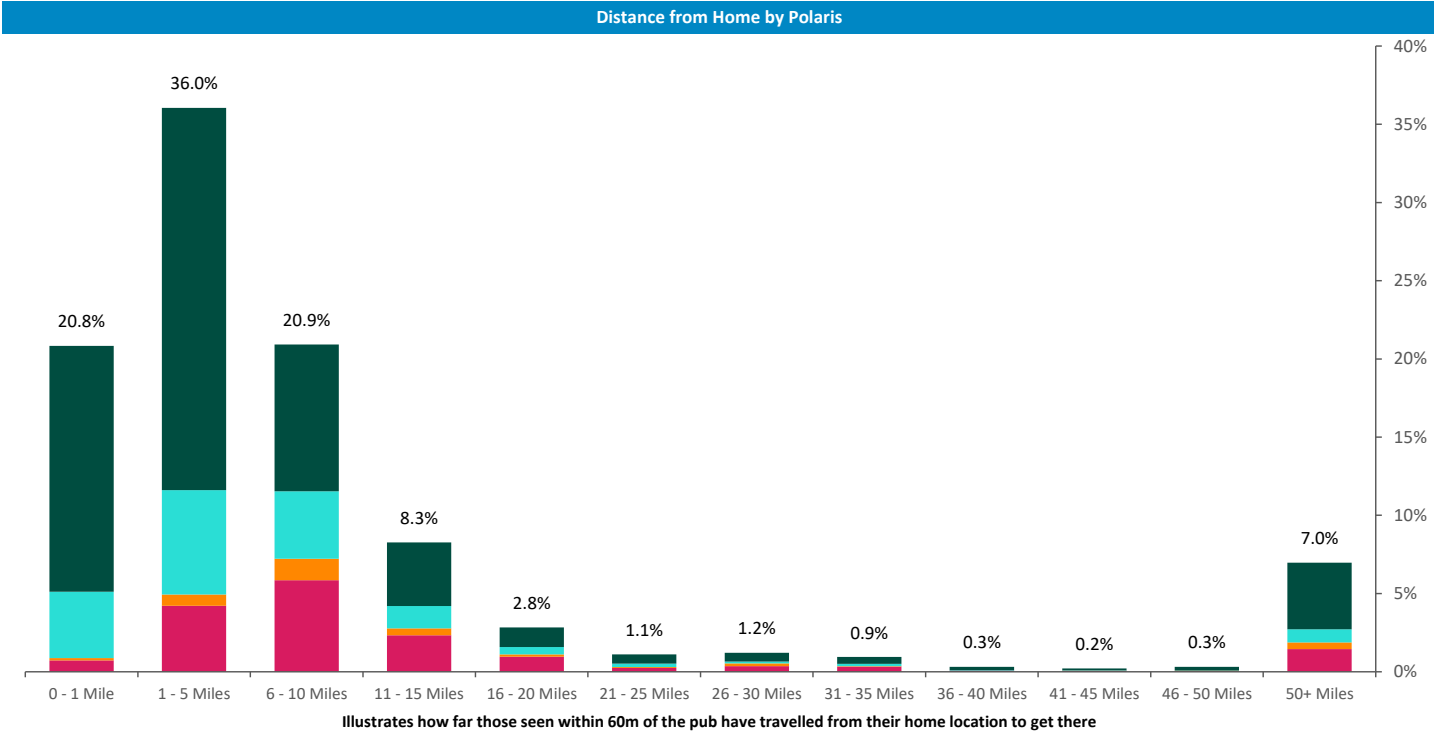
Mobile Data Summary - Royal Oak Aughton



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



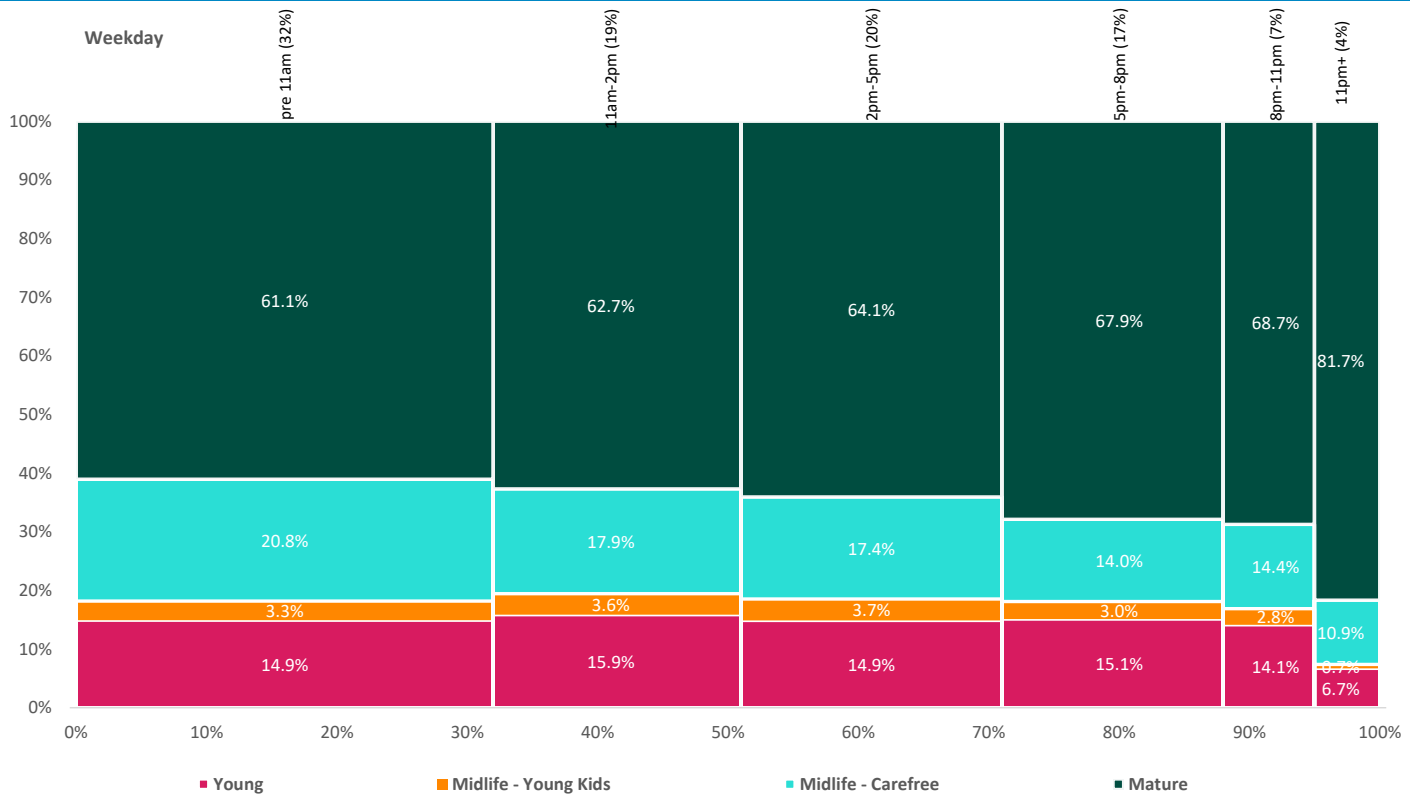
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Royal Oak Aughton

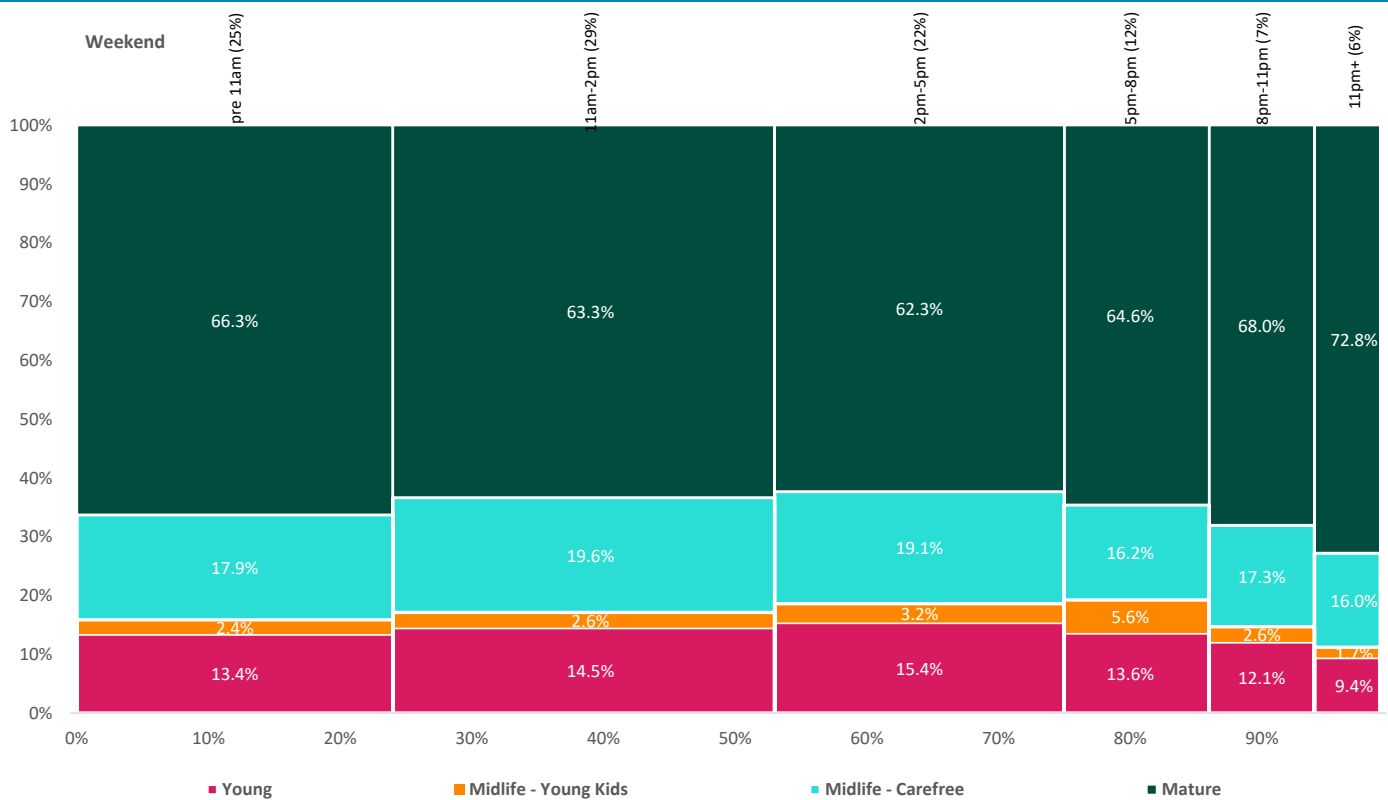


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Time of Day by Polaris: Weekday (Monday to Friday)

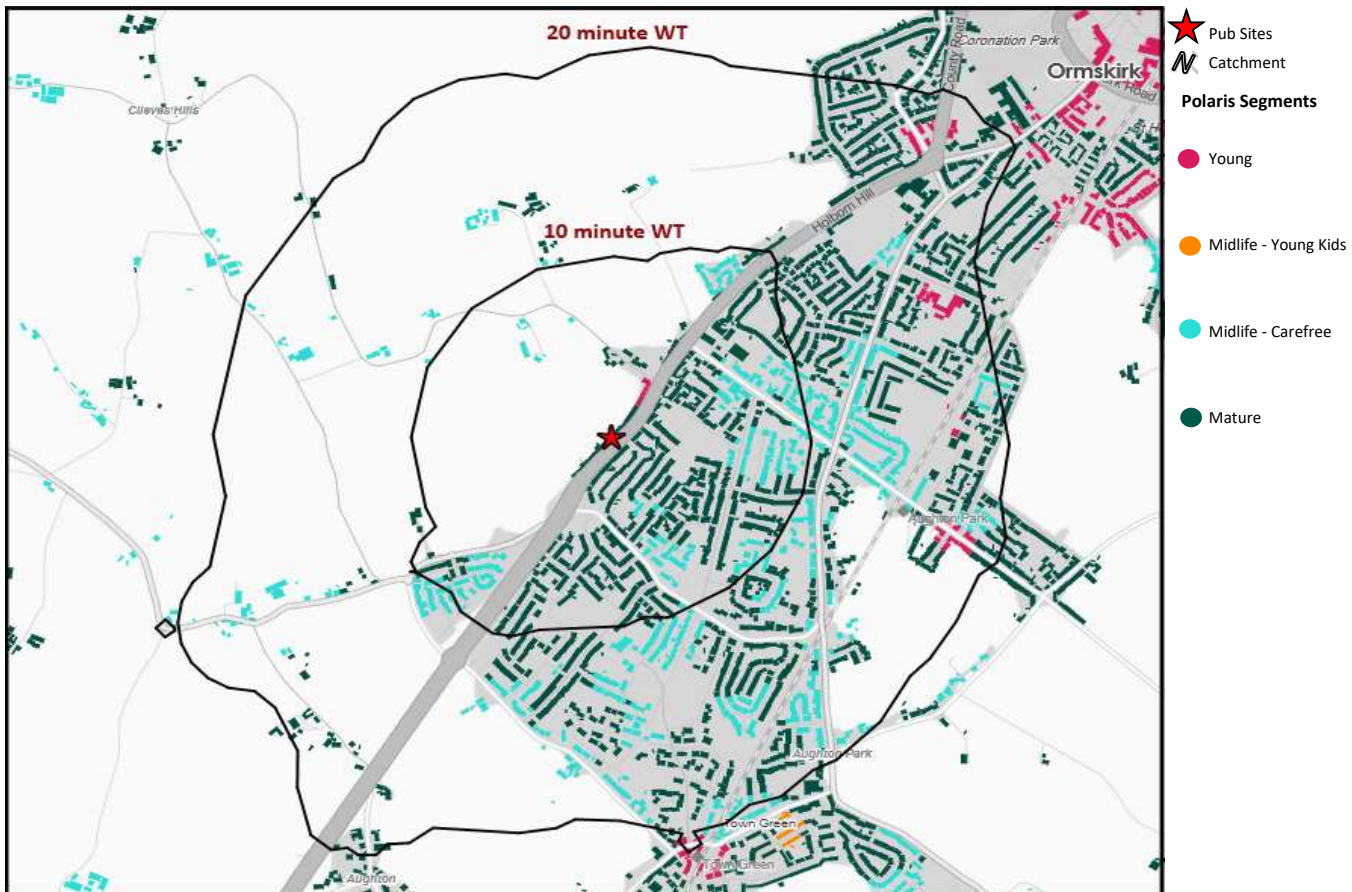


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Royal Oak Aughton

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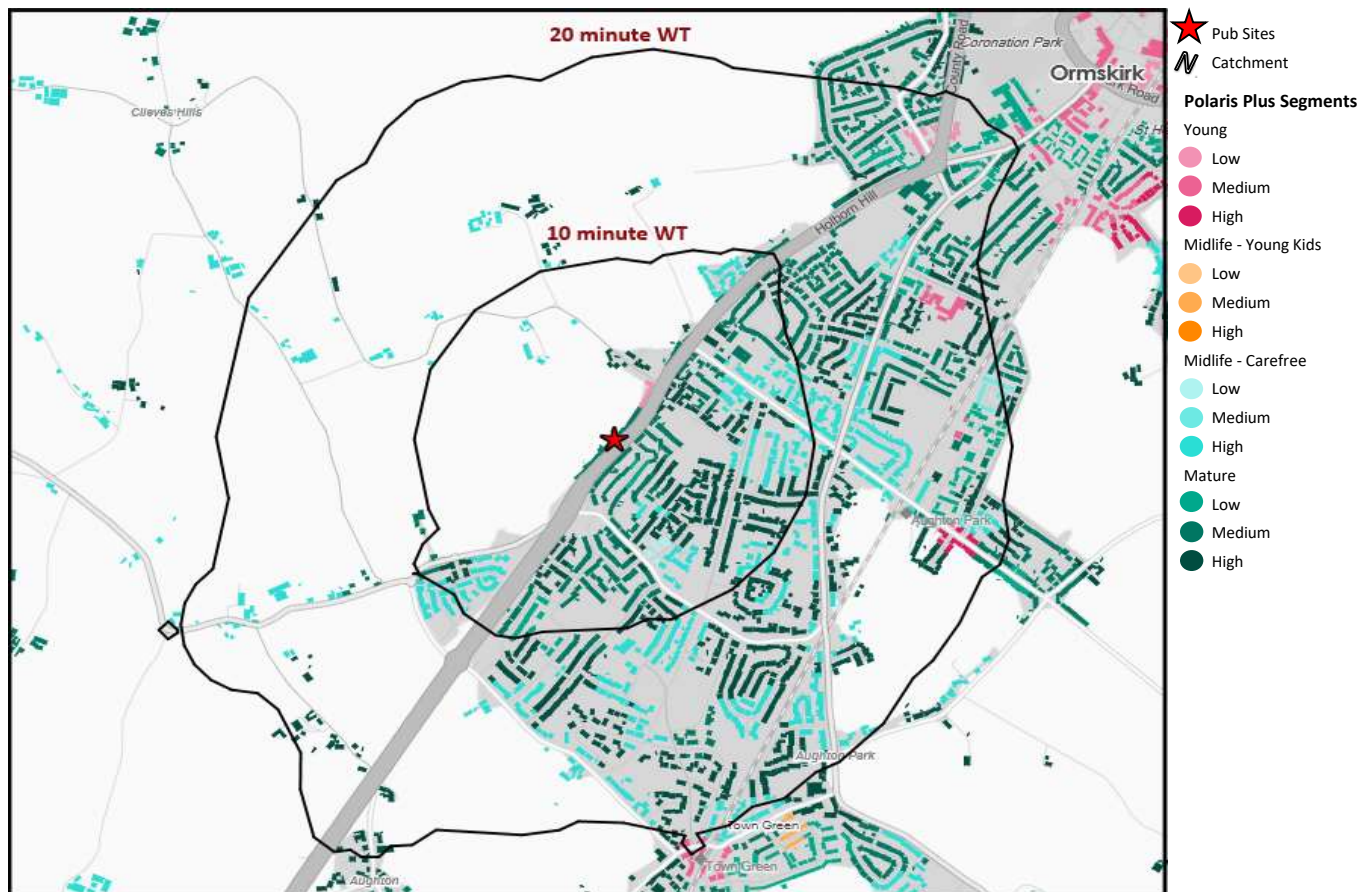


Polaris Profile by Catchment

*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	1	49	182,351	0	3	139
Midlife - Young Kids	0	0	38,584	0	0	74
Midlife - Carefree	499	1,650	81,927	138	148	109
Mature	1,779	5,115	167,080	175	164	79
Not Private Households	8	215	6,609	27	233	106
Total	2,287	7,029	476,551			

Polaris Plus Summary - Royal Oak Aughton



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	8	122,260	0	1	261
Medium	0	41	58,200	0	5	111
High	0	0	1,891	0	0	6
Midlife - Young Kids						
Low	0	0	37,665	0	0	144
Medium	0	0	897	0	0	4
High	0	0	22	0	0	0
Midlife - Carefree						
Low	10	10	54,902	10	3	273
Medium	0	71	16,624	0	14	49
High	489	1,569	10,401	480	501	49
Mature						
Low	63	471	55,844	20	49	85
Medium	890	2,372	81,929	248	215	110
High	826	2,272	29,307	241	216	41
Not Private Households	8	215	6,609	27	233	106
Total	2,287	7,029	476,551			

CGA Summary - Royal Oak Aughton



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Royal Oak	L 39 3LW	Star Pubs & Bars	Premium Local	0.0
1	Dog & Gun Inn	L 39 5BU	Marston's	Premium Local	0.8
2	West Towers Country House	L 39 7HJ	Independent Free	Hotel	0.8
3	Solo	L 39 6SE	Independent Free	Restaurants	0.9
3	Arthurs Of Aughton	L 39 6SE	Independent Free	ABOS	0.9
5	Aughton Institute	L 39 6SG	Independent Free	Clubland	0.9
6	Stanley Arms	L 39 6SA	Independent Free	Premium Local	1.0
7	Greyhound	L 39 3BS	Admiral Taverns Ltd	Circuit Bar	1.0
8	Queen Inn	L 39 3BN	Unknown	Circuit Bar	1.0
9	Ormskirk Cricket Club	L 39 4RG	Independent Free	Clubland	1.1
10	Arriba	L 39 4RT	Independent Free	ABOS	1.1
11	Obriens Tea Rooms	L 39 3BY	Independent Free	Casual Dining	1.1
12	22 Snooker Club	L 39 4RU	Independent Free	Clubland	1.2
13	Old Post Office	L 39 3BH	Independent Free	Family Pub Dining	1.2
14	Cricketers	L 39 4QF	*Other Small Retail Groups	GPGF	1.2
15	Eureka	L 39 3AX	Independent Free	GPGF	1.2
16	Moor Hall	L 39 6RT	Independent Free	Restaurants	1.2

Per Pub Analysis - Royal Oak Aughton



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,287	7,029	476,551
Number of Competition Pubs	1	3	482
Adults 18+ per Competition Pub	2,287	2,343	989

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	92	4.0%	50
Circuit Bar	0	5	0.2%	5
Community Pub	0	342	14.9%	78
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	783	34.2%	193
High Street Pub	0	300	13.1%	71
Premium Local	1	748	32.7%	198

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	274	3.9%	48
Circuit Bar	2	40	0.6%	14
Community Pub	0	1,107	15.7%	82
Craft Led	0	6	0.1%	3
Great Pub Great Food	0	2,243	31.9%	180
High Street Pub	0	934	13.3%	72
Premium Local	1	2,129	30.3%	184

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	25,382	5.3%	66
Circuit Bar	33	26,060	5.5%	135
Community Pub	79	114,193	24.0%	125
Craft Led	0	14,928	3.1%	91
Great Pub Great Food	26	46,099	9.7%	55
High Street Pub	91	112,573	23.6%	128
Premium Local	42	59,180	12.4%	75

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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 Lifestage, Energy Levels and Demand.																																									
Consumer Insight	<div><div>Young</div><div>18-34 year olds Wanting to look good in the group</div><div>"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."</div></div>																																								
	<div><div>Midlife 'Parents'</div><div>35-54 year olds Children under 12 at home</div><div>"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"</div></div>																																								
Product needs	<div><div>Midlife 'Carefree'</div><div>35-54 year olds No children under 12 at home</div><div>"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."</div></div>																																								
	<div><div>Mature</div><div>55+ year olds</div><div>"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"</div></div>																																								
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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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																									