

Catchment Summary - Storrdsale Liverpool



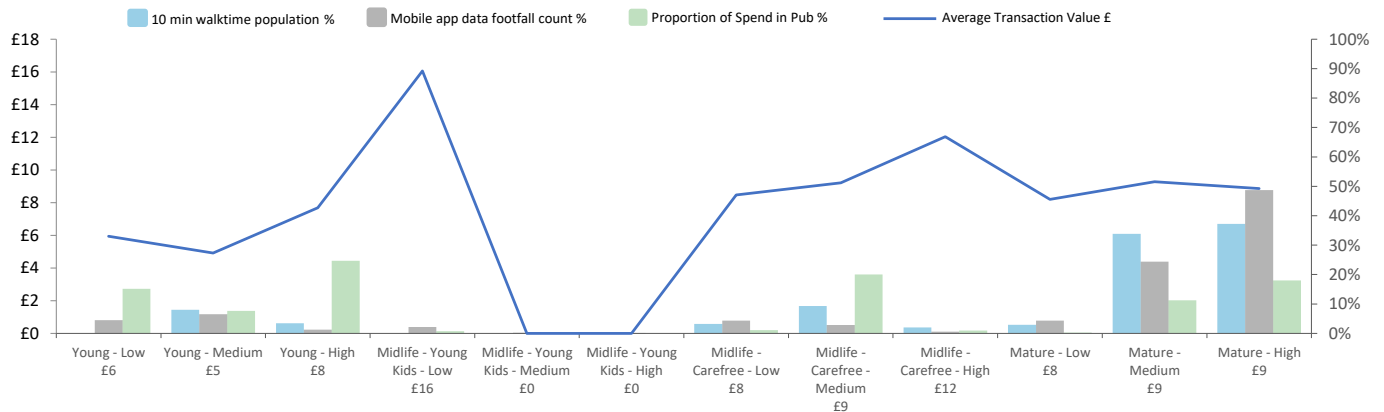
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625961	Storrdsale Liverpool	L 18 7JY	Star Pubs & Bars	Premium Local	4



- ★ 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 - Storrdsale Liverpool

	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**

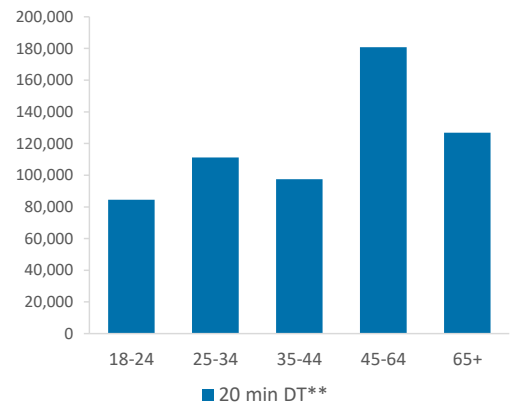
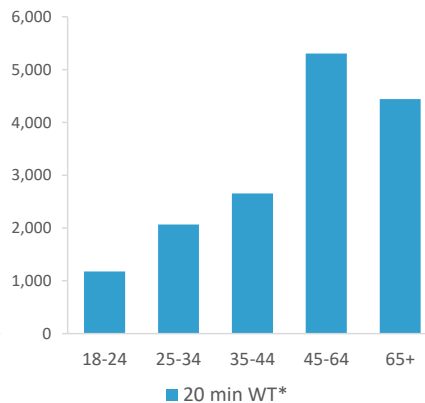
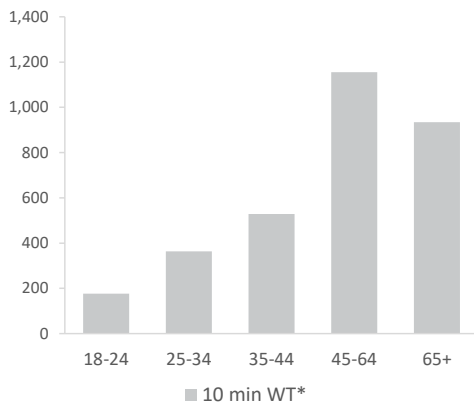
Population	3,974	19,511	750,150	74	105	171
Adults 18+	3,157	15,644	600,676	70	102	172
Competition Pubs	4	17	792	22	47	190
Adults 18+ per Competition Pub	789	920	758	92	107	88
% Adults Likely to Drink	82.3%	82.0%	75.7%	108	108	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.2%	5.9%	53.1%	19	18	160
	Medium	51.1%	42.5%	36.2%	134	111	95
	High	42.7%	50.3%	9.6%	156	184	35

*Affluence does not include Not Private Households

Age Profile	18-24	176	1,177	84,507	54	74	138
	25-34	363	2,065	111,142	68	79	111
	35-44	529	2,654	97,480	101	103	98
	45-64	1,155	5,306	180,744	113	106	94
	65+	934	4,442	126,803	122	118	88



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	1,912 (48%)	9,320 (48%)	365,462 (49%)	98	98	99
	Female	2,062 (52%)	10,191 (52%)	384,688 (51%)	102	102	101

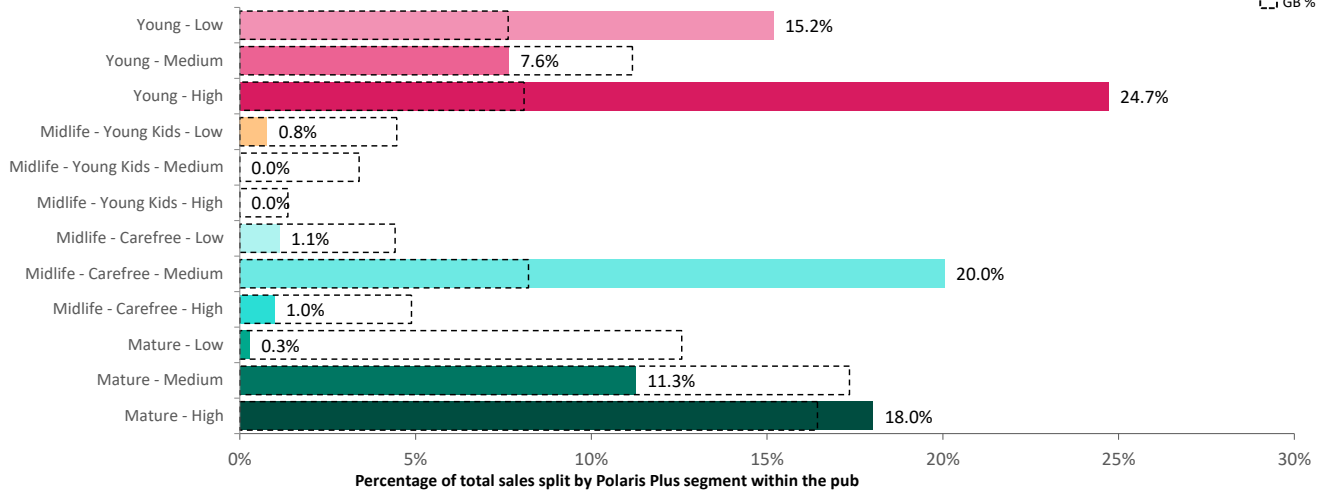
Economic Status (16+)	Employed: Full-time	1,167 (36%)	5,796 (36%)	200,326 (32%)	104	105	94
	Employed: Part-time	361 (11%)	1,811 (11%)	71,091 (12%)	93	95	97
	Self employed	275 (8%)	1,477 (9%)	40,079 (6%)	92	100	70
	Unemployed	49 (2%)	278 (2%)	20,481 (3%)	55	63	120
	Full-time student	57 (2%)	305 (2%)	21,639 (4%)	74	80	147
	Retired	967 (30%)	4,284 (27%)	112,719 (18%)	136	122	83
	Other	375 (12%)	2,115 (13%)	151,275 (24%)	66	76	141

Total Worker Count	778	6,049	420,713
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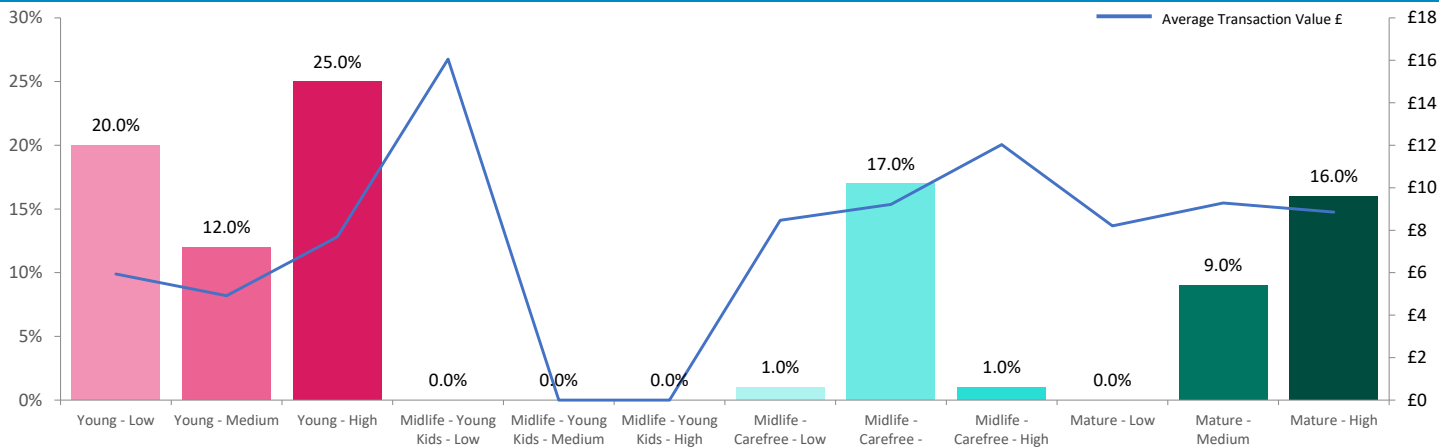
See the Glossary page for further information on the above variables

Transactional Data Summary - Storrsdale Liverpool

Spend by Polaris Plus

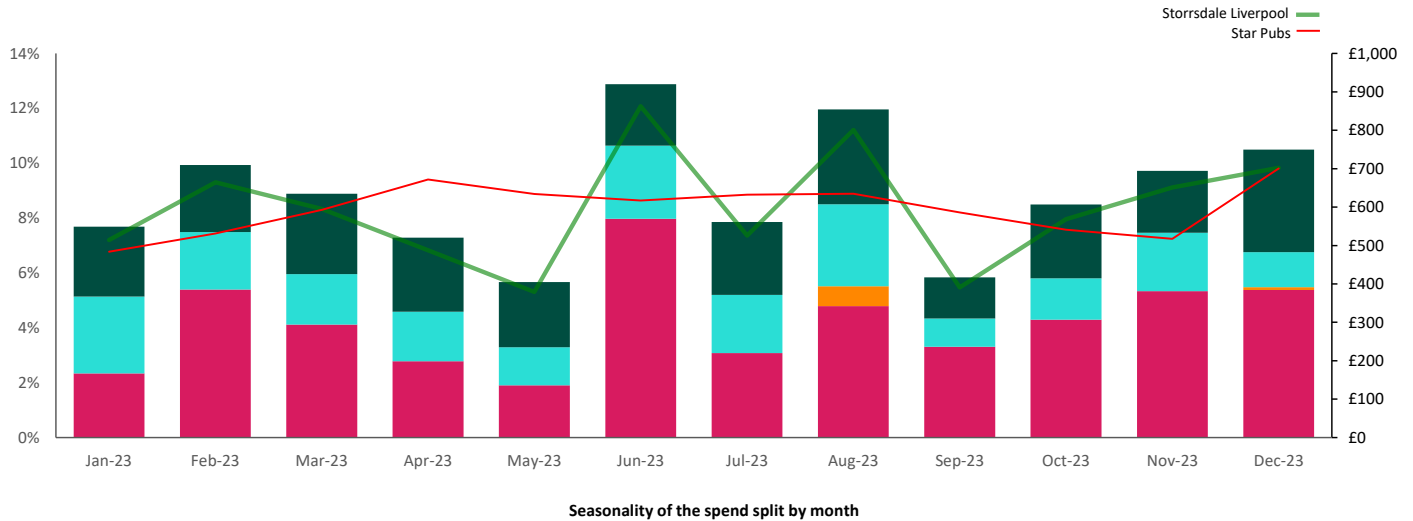


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

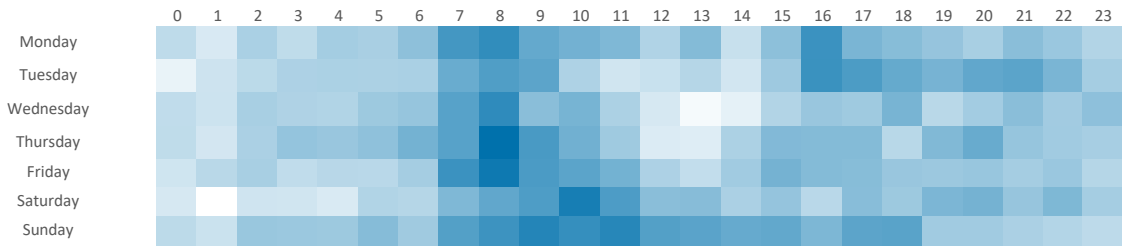


Mobile Data Summary - Storrdsale Liverpool



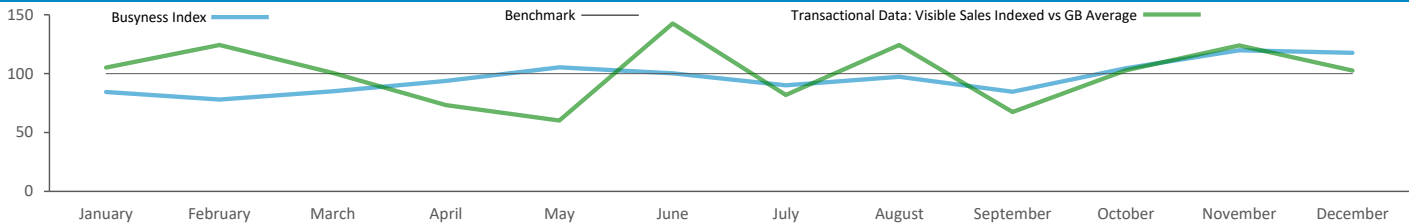
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Time of Day/Day of Week



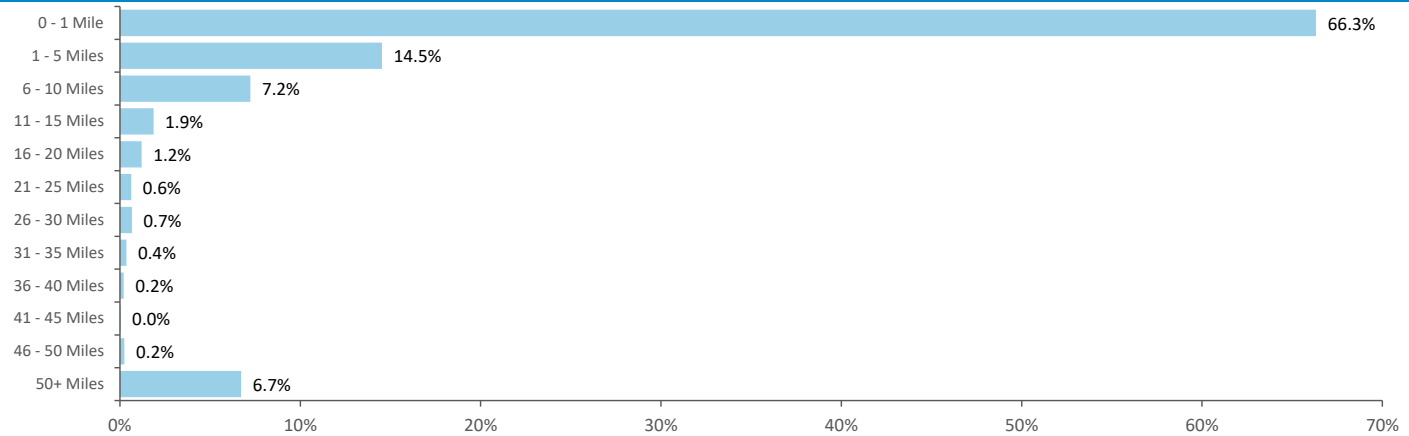
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

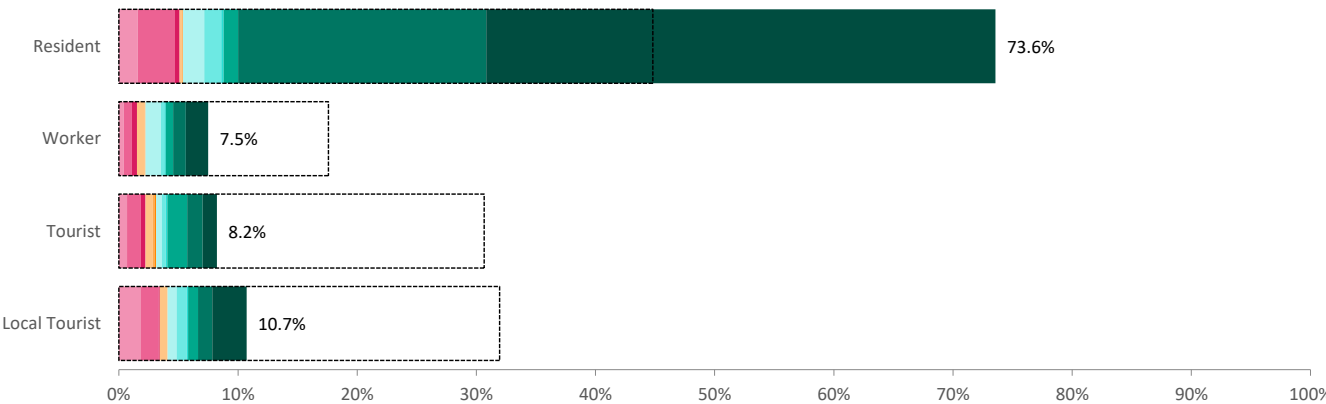
Distance from Home



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



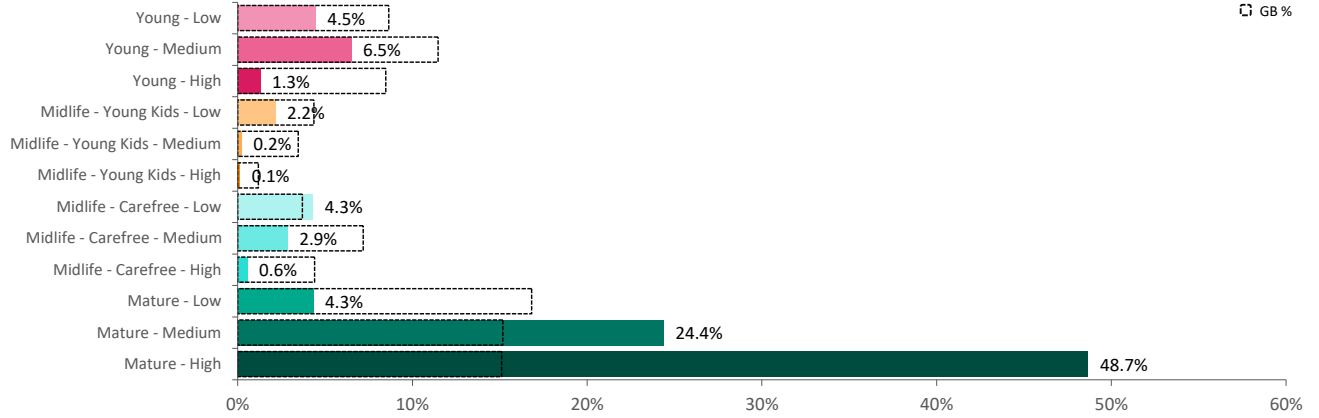
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Storrdsale Liverpool



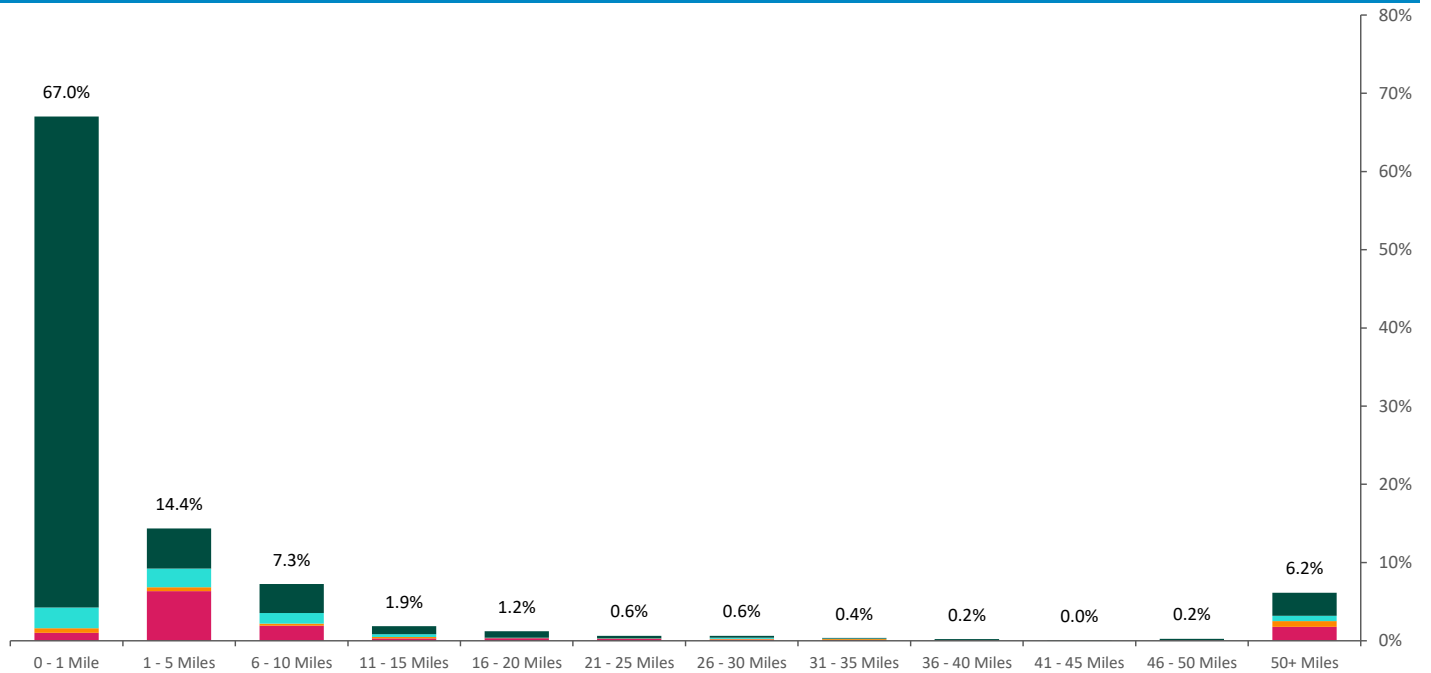
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Polaris Plus Profile



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



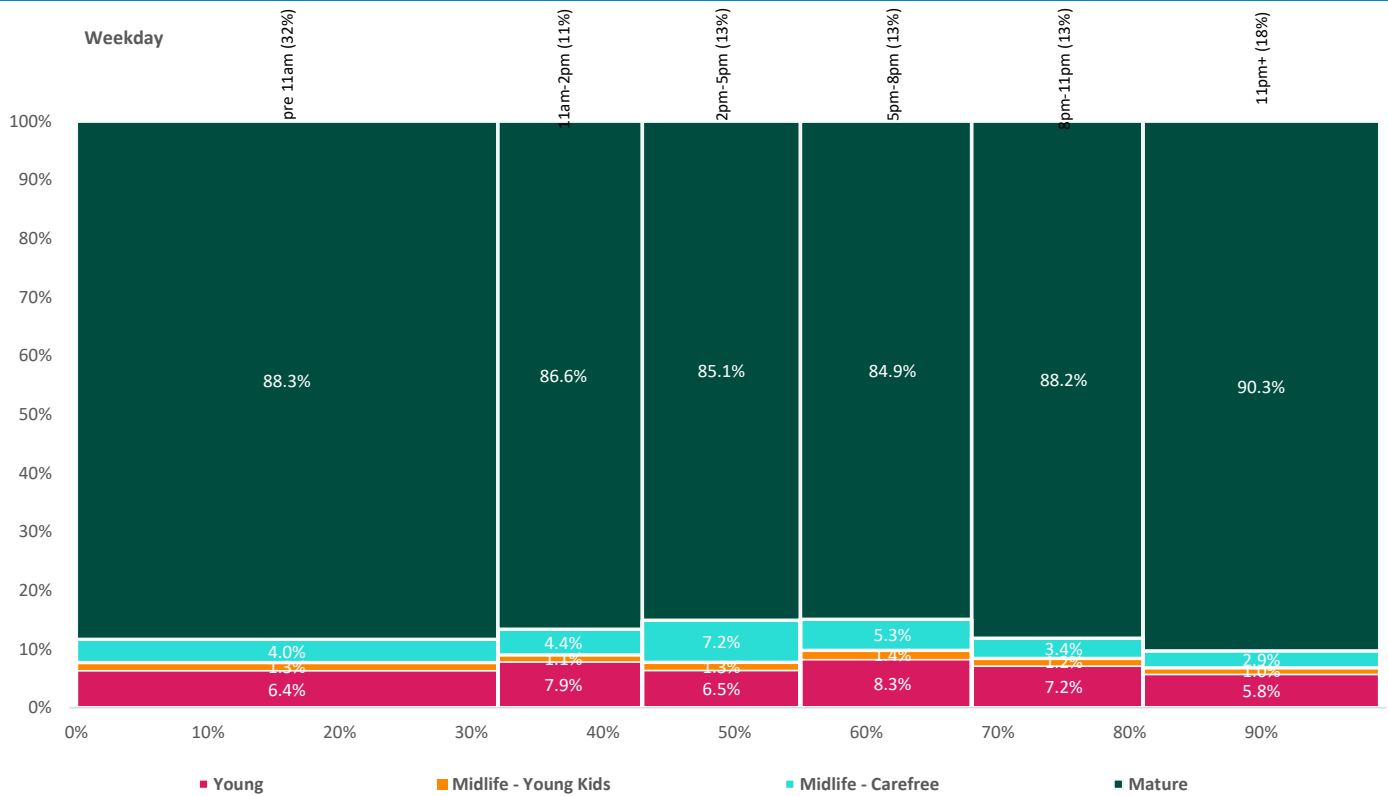
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Storrdsale Liverpool

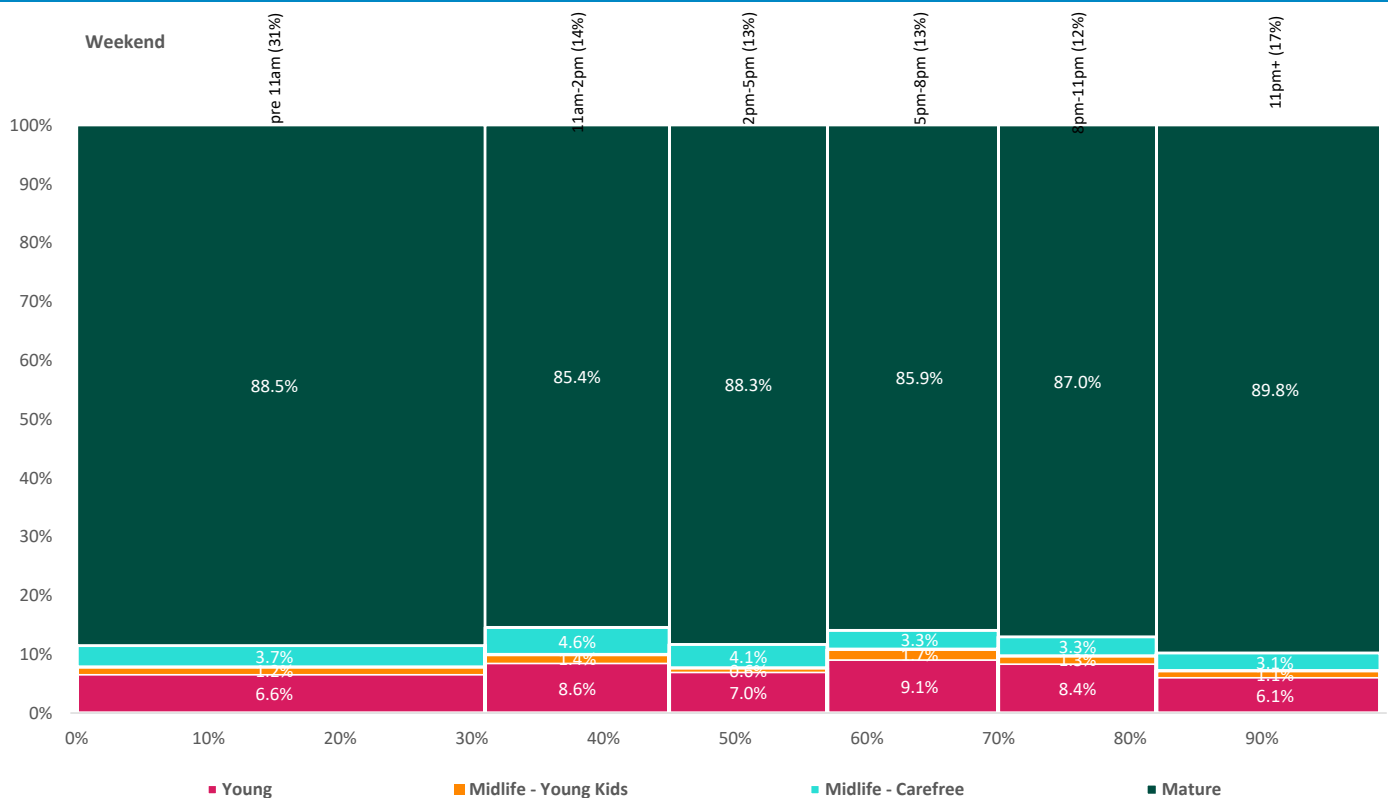


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Storrdsale Liverpool



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	361	2,656	332,190	42	62	201
Midlife - Young Kids	0	0	33,404	0	0	51
Midlife - Carefree	460	1,574	77,975	92	64	82
Mature	2,336	11,219	150,291	167	162	56
Not Private Households	0	195	6,816	0	95	86
Total	3,157	15,644	600,676			

Polaris Plus Summary - Storrdsale Liverpool



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	0	0	172,798	0	0	293
Medium	253	1,704	139,984	73	99	212
High	108	952	19,408	51	90	48
Midlife - Young Kids						
Low	0	0	32,241	0	0	98
Medium	0	0	980	0	0	4
High	0	0	183	0	0	3
Midlife - Carefree						
Low	103	448	52,260	77	68	206
Medium	293	1,039	21,755	130	93	51
High	64	87	3,960	46	12	15
Mature						
Low	93	476	61,426	21	22	74
Medium	1,068	3,906	54,662	216	159	58
High	1,175	6,837	34,203	248	291	38
Not Private Households	0	195	6,816	0	95	86
Total	3,157	15,644	600,676			

CGA Summary - Storrdsale Liverpool



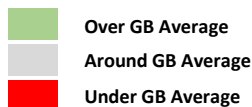
CGA Licensed Premises

- 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	Storrdsale	L 18 7JY	Star Pubs & Bars	Premium Local	0.0
1	Greenhills	L 18 7HN	Mitchells & Butlers	Family Pub Dining	0.3
2	Relish Bistro	L 18 5ED	Independent Free	High Street Pub	0.4
3	Espresso Plus	L 18 5EA	Independent Free	ABOS	0.4
3	Rose Of Mossley	L 18 5EA	Greene King	Premium Local	0.4
3	L'olivetto	L 18 5EA	Independent Free	Restaurants	0.4
6	Gustum	L 18 8AG	Independent Free	Restaurants	0.4
7	Merseyside Police Training Centre	L 18 9TG	Independent Free	High Street Pub	0.5
8	Butchers Cafe Bar	L 18 4QZ	Independent Free	Community Pub	0.5
9	Chaba Chaba	L 18 6HG	Independent Free	Restaurants	0.5
9	Eastern Diner	L 18 6HG	Independent Free	Restaurants	0.5
9	Millon	L 18 6HG	Independent Free	Restaurants	0.5
9	Istanbul	L 18 6HG	Independent Free	Casual Dining	0.5
13	Fletcher's Sports Bar	L 18 3JT	Independent Free	Family Pub Dining	0.5
13	Allerton Manor Club	L 18 3JT	Independent Free	Clubland	0.5
15	St Anthony Of Padua Social Club	L 18 8AY	Independent Free	Clubland	0.6
16	John Brodie	L 18 5HU	Stonegate Pub Company	Circuit Bar	0.6
17	Mansions House	L 18 3JB	Independent Free	Circuit Bar	0.6
18	Palmerston Tennis Club	L 18 5HZ	Independent Free	Clubland	0.6
19	109 Allerton	L 18 2DD	Independent Free	Restaurants	0.6
19	Bloom	L 18 2DD	Independent Free	Circuit Bar	0.6

Per Pub Analysis - Storrdsale Liverpool



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,157	15,644	600,676
Number of Competition Pubs	4	17	792
Adults 18+ per Competition Pub	789	920	758

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	174	5.5%	68
Circuit Bar	0	35	1.1%	28
Community Pub	0	369	11.7%	61
Craft Led	0	55	1.7%	50
Great Pub Great Food	0	886	28.1%	159
High Street Pub	2	389	12.3%	67
Premium Local	1	852	27.0%	164

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,166	7.5%	92
Circuit Bar	3	227	1.5%	36
Community Pub	1	1,464	9.4%	49
Craft Led	0	406	2.6%	75
Great Pub Great Food	1	4,793	30.6%	173
High Street Pub	2	1,597	10.2%	55
Premium Local	2	4,309	27.5%	167

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	135	50,894	8.5%	105
Circuit Bar	80	42,031	7.0%	173
Community Pub	144	127,561	21.2%	111
Craft Led	0	32,251	5.4%	155
Great Pub Great Food	12	61,412	10.2%	58
High Street Pub	151	133,777	22.3%	121
Premium Local	51	71,919	12.0%	73

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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</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>"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."</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><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</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>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<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 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			
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