CACI

Catchment Summary - Rose & Crown Haslingden

★ star
PUBS & BARS

🟩 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		3,030	13,381	692,169	57	92	182
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2,413	10,300	524,173	55	58	175
Competition Pubs		4	13	685	27	41	189
Adults 18+ per Competition Pub		603	792	765	73	96	93
% Adults Likely to Drink		84.0%	81.2%	80.4%	102	98	97
Affluence	Low	11.5%	21.4%	23.4%	45	83	91
	Medium	49.3%	42.7%	47.9%	125	108	122
	High	38.5%	33.0%	27.6%	115	98	82

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	199	874	50,124	81	81	89
	25-34	362	1,598	92,006	90	90	100
	35-44	400	1,730	90,457	103	100	102
	45-64	803	3,386	171,856	104	99	97
	65+	649	2,712	119,730	112	106	91
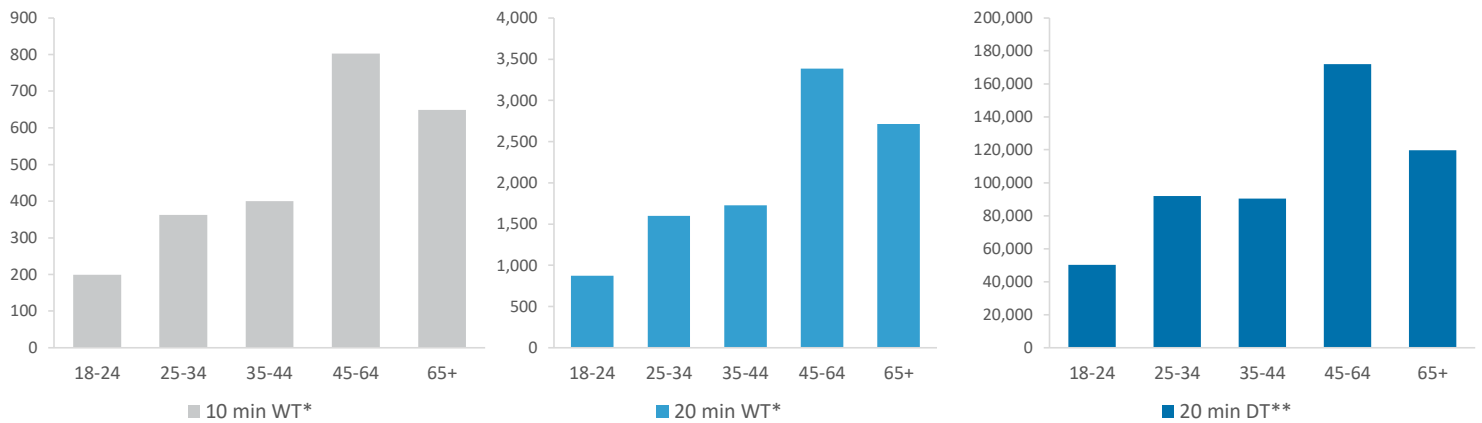
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,484 (49%)	6,508 (49%)	342,195 (49%)	99	98	100
	Female	1,546 (51%)	6,873 (51%)	349,974 (51%)	101	102	100
Economic Status (16-74)	Employed: Full-time	1,012 (46%)	3,881 (42%)	191,956 (39%)	111	100	95
	Employed: Part-time	254 (12%)	1,237 (13%)	65,709 (14%)	89	103	104
	Self employed	210 (10%)	812 (9%)	40,083 (8%)	100	92	86
	Unemployed	27 (1%)	189 (2%)	13,461 (3%)	52	86	117
	Retired	357 (16%)	1,422 (15%)	69,421 (14%)	118	111	104
	Other	330 (15%)	1,746 (19%)	105,550 (22%)	76	95	110
Total Worker Count		1,366	5,223	299,973			

See the Glossary page for further information on the above variables

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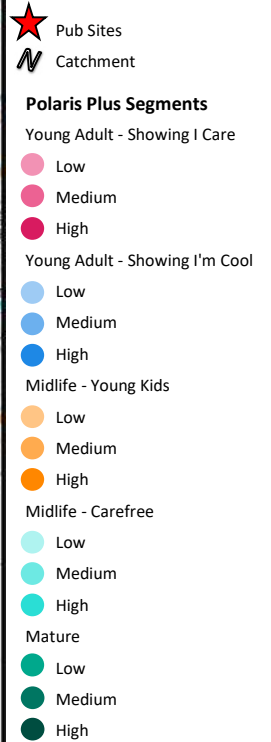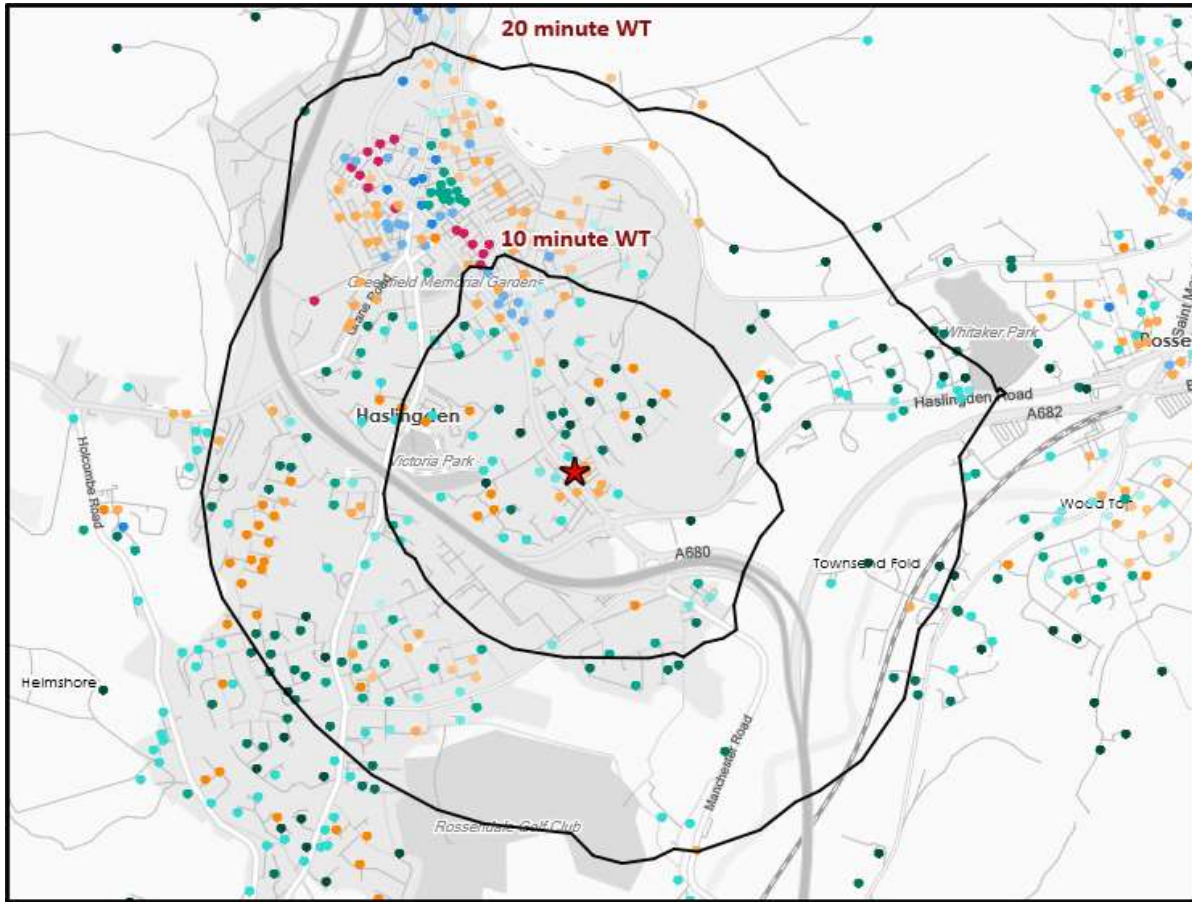## Polaris Summary - Rose & Crown Haslingden

Legend:

★ Pub Sites

Ɲ 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	557	43,681	0	61	93
Young Adult - Showing I'm Cool	178	781	75,421	80	82	156
Midlife - Young Kids	660	3,397	184,272	87	105	112
Midlife - Carefree	479	2,335	111,762	94	108	101
Mature	1,078	2,933	103,278	160	102	70
Not Private Households	18	297	5,759	52	201	76
Total	2,413	10,300	524,173			

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Polaris Summary - Rose & Crown Haslingden

star PUBS&BARS

Legend:

⭐ Pub Sites
Ⓝ Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

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	0	1,849	0	0	8
Medium	0	0	0	0	0	0
High	0	557	41,832	0	161	237
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	178	661	62,457	199	174	322
High	0	120	12,964	0	26	55
Midlife - Young Kids						
Low	0	708	71,539	0	62	123
Medium	459	1,963	89,736	128	128	115
High	201	726	22,997	155	131	81
Midlife - Carefree						
Low	0	474	18,882	0	135	106
Medium	152	524	49,218	94	76	140
High	327	1,337	43,662	124	119	76
Mature						
Low	278	1,024	30,337	194	167	97
Medium	400	1,249	49,846	131	96	75
High	400	660	23,095	177	68	47
Not Private Households	18	297	5,759	52	201	76
Total	2,413	10,300	524,173			

Transactional Data Summary - Rose & Crown Haslingden

star PUBS & BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	4.6%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	19.2%
Young Adult - Showing I'm Cool - High	0.1%
Midlife - Young Kids - Low	2.9%
Midlife - Young Kids - Medium	23.7%
Midlife - Young Kids - High	2.3%
Midlife - Carefree - Low	0.8%
Midlife - Carefree - Medium	14.1%
Midlife - Carefree - High	9.8%
Mature - Low	4.1%
Mature - Medium	12.0%
Mature - High	6.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£5
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£11
Young Adult - Showing I'm Cool - High	£4
Midlife - Young Kids - Low	£9
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£10
Midlife - Carefree - Medium	£9
Midlife - Carefree - High	£11
Mature - Low	£9
Mature - Medium	£11
Mature - High	£11

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

Spend by Month

Rose & Crown Haslingden — Star Pubs
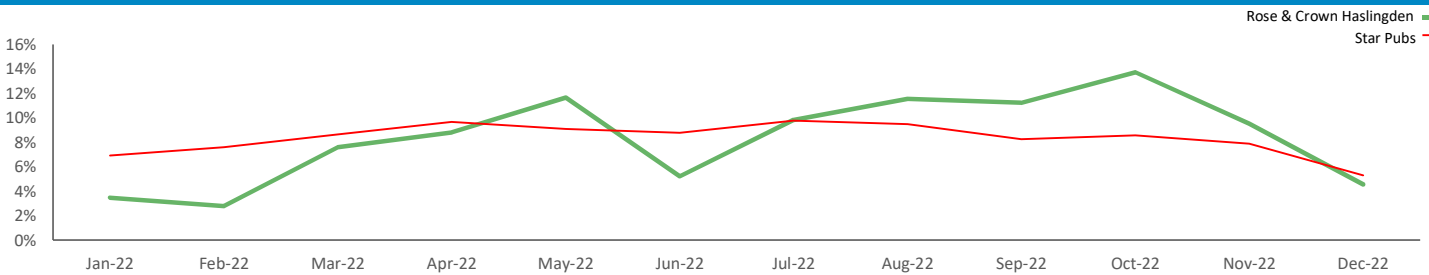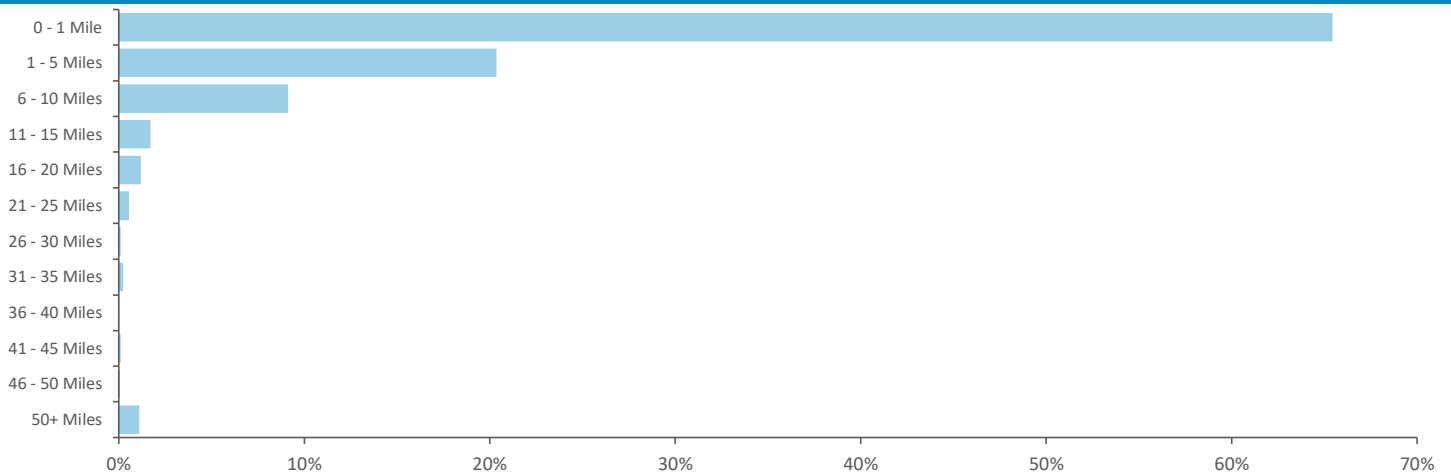
Time of Day/Day of Week
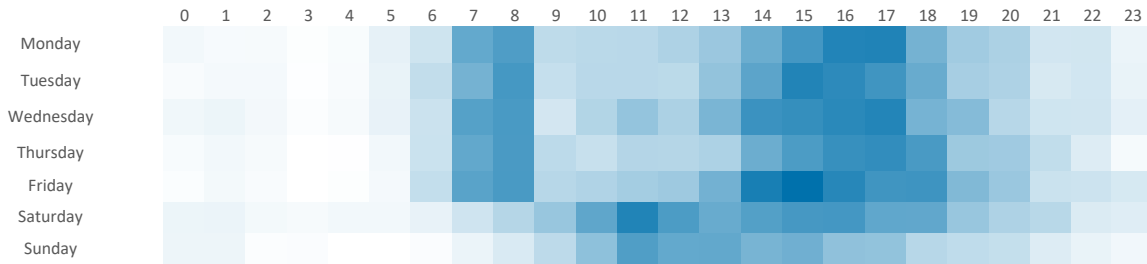
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
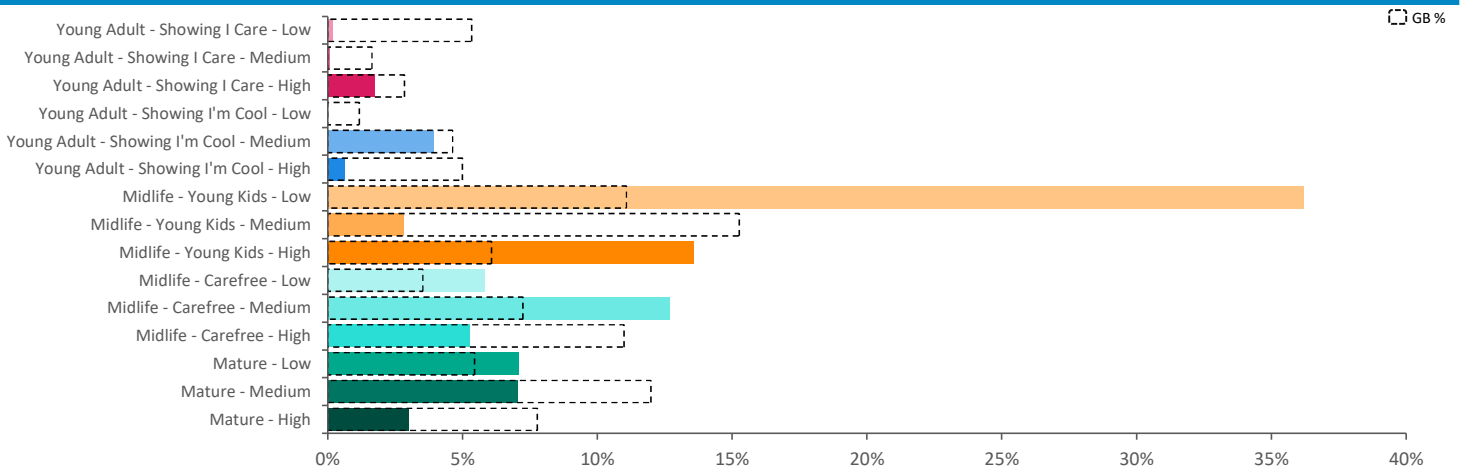
Index by Month
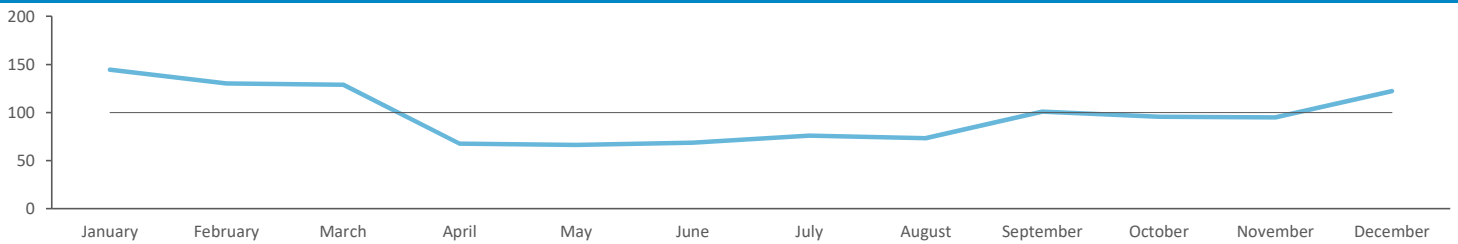
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
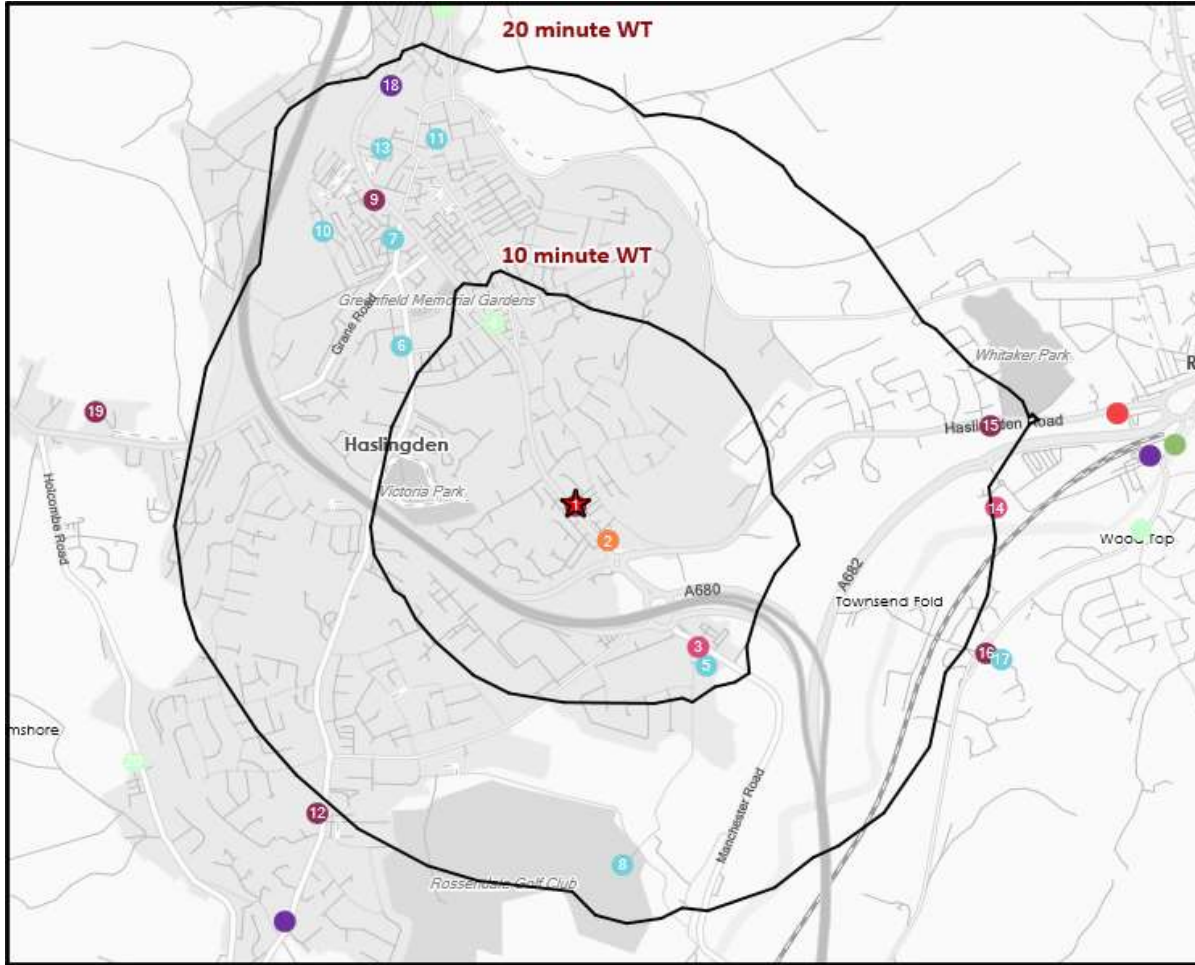
Distance from Home

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 - Rose & Crown Haslingden

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)
1	Rose & Crown	BB 4 6PU	Star Pubs & Bars	Premium Local	0.0
2	Sykeside Country House Hotel	BB 4 6QE	Independent Free	Hotel	0.1
3	Woolpack	BB 4 6LN	Star Pubs & Bars	Family Pub Dining	0.4
4	Green Squirrel	BB 4 6NP	Unknown	Community Pub	0.4
5	Haslingden Cricket Club	BB 4 6LT	Independent Free	Clubland	0.4
6	Haslingden Bowling Club	BB 4 4BG	Independent Free	Clubland	0.5
7	Haslingden Masonic Association	BB 4 5SN	Independent Free	Clubland	0.6
8	Rossendale Golf Club	BB 4 6LH	Independent Free	Clubland	0.7
9	Black Bull Hotel	BB 4 5QQ	Admiral Taverns Ltd	Premium Local	0.7
10	St Mary's Community Centre	BB 4 5DX	Independent Free	Clubland	0.7
11	Haslingden Irish Democratic Club	BB 4 5RX	Independent Free	Clubland	0.8
12	Station Hotel	BB 4 4JR	Daniel Thwaites plc	Premium Local	0.8
13	Haslingden Trades Club	BB 4 5HQ	Independent Free	Clubland	0.8
14	Old Cobblers Inn	BB 4 6HR	Greene King	Family Pub Dining	0.8
15	Shepherds Inn	BB 4 6RE	Independent Free	Premium Local	0.8
16	Whitchaff Inn	BB 4 6EH	Robinsons	Premium Local	0.8
17	Townsend Fold Social Club	BB 4 6EL	Independent Free	Clubland	0.9
18	Las Tapas	BB 4 5HL	Independent Free	Restaurants	0.9
19	Holden Arms	BB 4 4PD	Admiral Taverns Ltd	Premium Local	0.9
20	Robin Hood	BB 4 4NP	Hydes Anvil	Community Pub	1.0

Per Pub Analysis - Rose & Crown Haslingden

*WT= Walktime, **DT= Drivetime
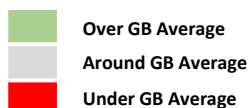
- **Over GB Average**
- **Around GB Average**
- **Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,413	10,300	524,173
Number of Competition Pubs	4	13	685
Adults 18+ per Competition Pub	603	792	765

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	215	8.9%	87
Circuit Bar	102	4.2%	116
Community Pub	354	14.7%	85
Craft Led	52	2.2%	69
Great Pub Great Food	553	22.9%	120
High Street Pub	373	15.5%	89
Premium Local	593	24.6%	140

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,080	10.5%	103
Circuit Bar	414	4.0%	110
Community Pub	1,669	16.2%	93
Craft Led	322	3.1%	99
Great Pub Great Food	1,959	19.0%	99
High Street Pub	1,682	16.3%	94
Premium Local	1,880	18.3%	104

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	61,056	11.6%	114
Circuit Bar	21,582	4.1%	112
Community Pub	87,769	16.7%	96
Craft Led	23,469	4.5%	142
Great Pub Great Food	88,686	16.9%	88
High Street Pub	89,686	17.1%	99
Premium Local	78,067	14.9%	85

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, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **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.

	'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
Consumer Insight	"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"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.