

Catchment Summary - Faulkner Arms Hoole



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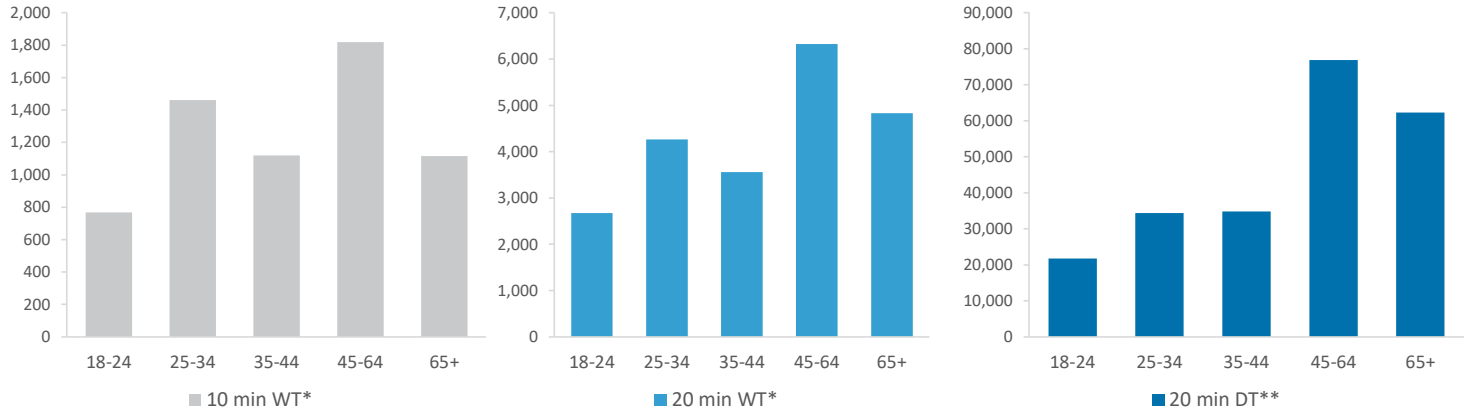
- Over GB Average
- Around GB Average
- Under GB Average

*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		7,361	25,797	288,326	139	177	76
Adults 18+		6,284	21,653	230,014	144	121	77
Competition Pubs		8	43	289	53	134	80
Adults 18+ per Competition Pub		786	504	796	95	61	96
% Adults Likely to Drink		85.2%	83.8%	83.5%	103	102	101
Affluence	Low	8.0%	19.0%	19.4%	31	74	76
	Medium	5.4%	28.6%	41.2%	14	73	105
	High	83.0%	50.8%	38.1%	248	152	114
Age Profile	18-24	769	2,673	21,759	129	128	93
	25-34	1,460	4,266	34,348	149	124	90
	35-44	1,120	3,557	34,775	118	107	94
	45-64	1,819	6,325	76,839	97	96	104
	65+	1,116	4,832	62,293	79	98	113

Population & Adults 18+ index is based on all pubs

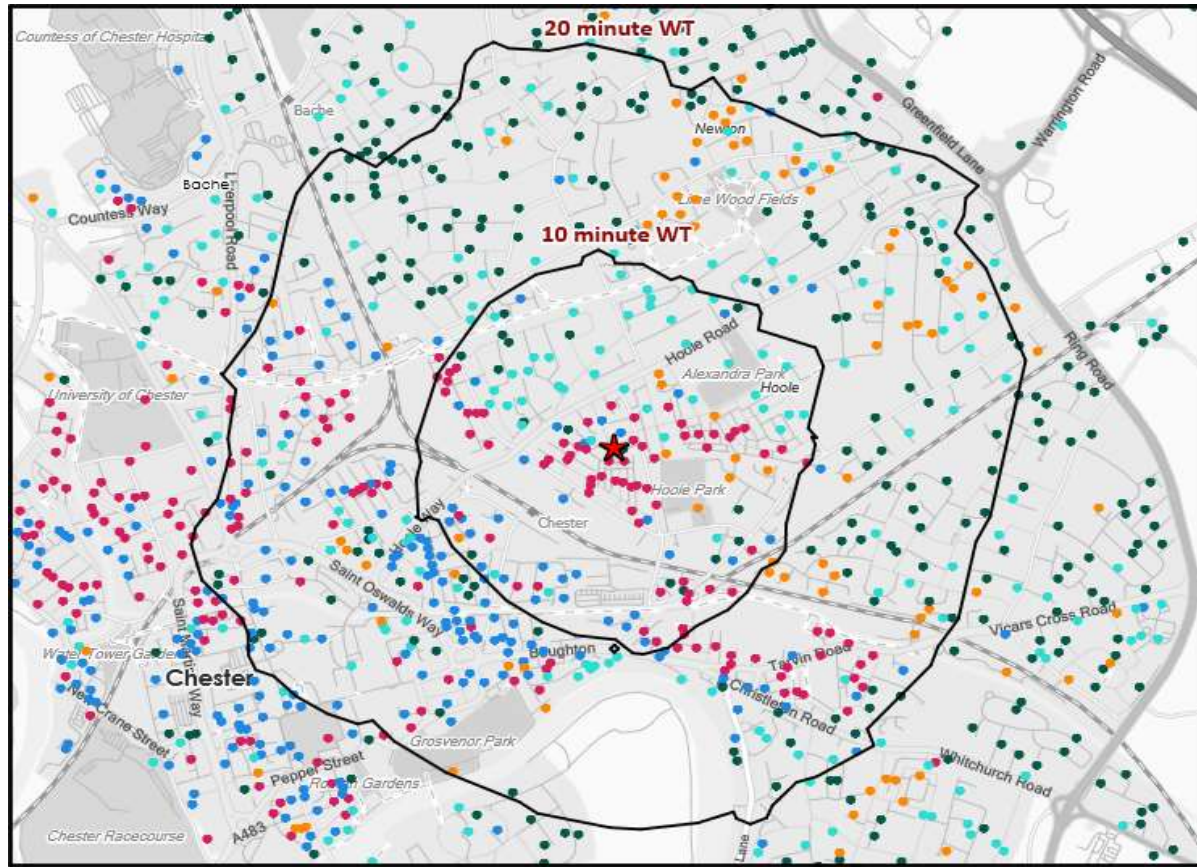
*Affluence does not include Not Private Households



		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	3,764 (51%)	12,873 (50%)	140,455 (49%)	103	101	99
	Female	3,597 (49%)	12,924 (50%)	147,871 (51%)	97	99	101
Economic Status (16-74)	Employed: Full-time	3,095 (53%)	9,268 (47%)	88,571 (43%)	127	114	103
	Employed: Part-time	631 (11%)	2,350 (12%)	29,148 (14%)	83	92	109
	Self employed	486 (8%)	1,549 (8%)	15,972 (8%)	87	83	81
	Unemployed	126 (2%)	414 (2%)	4,052 (2%)	91	89	83
	Retired	525 (9%)	2,377 (12%)	33,200 (16%)	65	88	117
	Other	979 (17%)	3,658 (19%)	35,331 (17%)	85	95	87
Total Worker Count		1,780	8,773	157,571			

See the Glossary page for further information on the above variables

Polaris Summary - Faulkner Arms Hoole

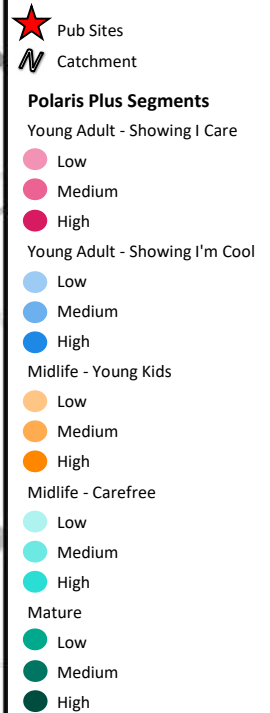
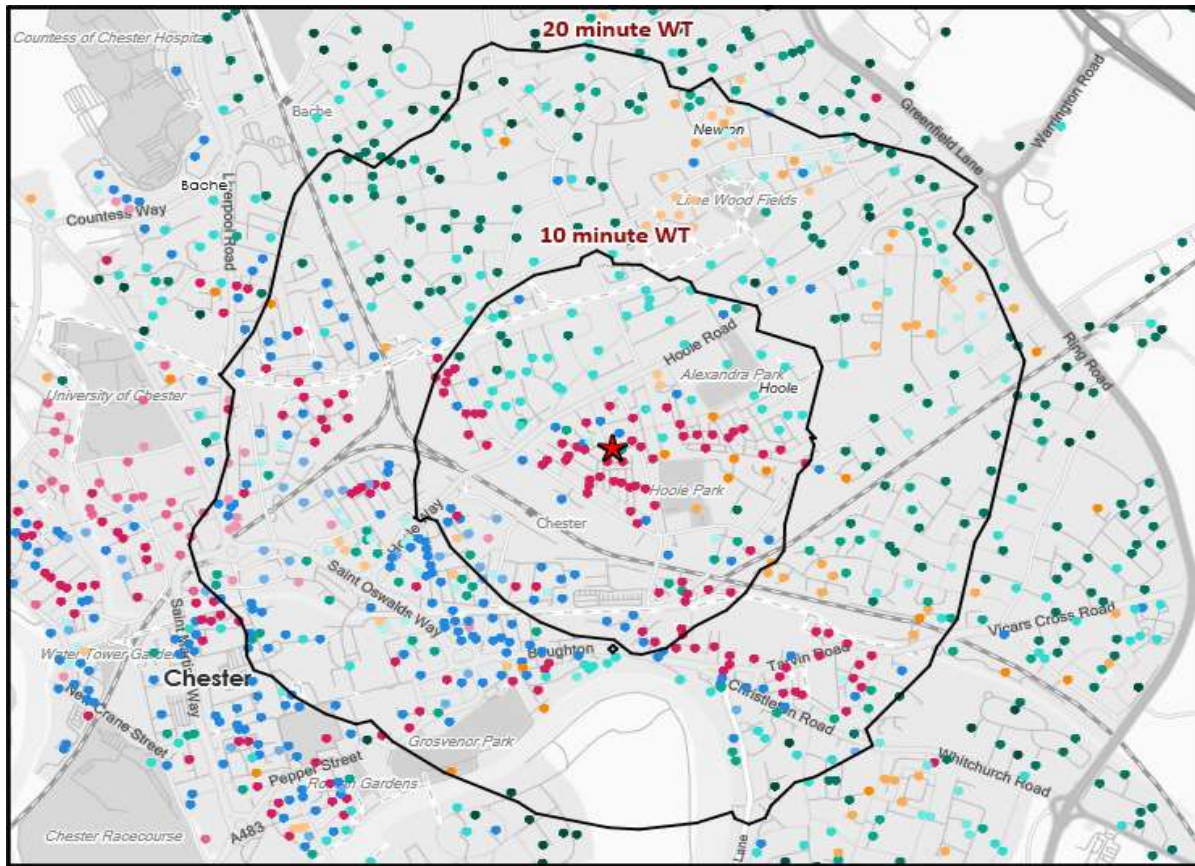


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	2,546	4,839	10,429	454	250	51
Young Adult - Showing I'm Cool	1,365	4,614	14,745	236	232	70
Midlife - Young Kids	418	2,447	58,484	21	36	81
Midlife - Carefree	1,290	4,095	53,882	98	90	111
Mature	441	5,317	89,534	25	88	139
Not Private Households	224	341	2,940	248	110	89
Total	6,284	21,653	230,014			



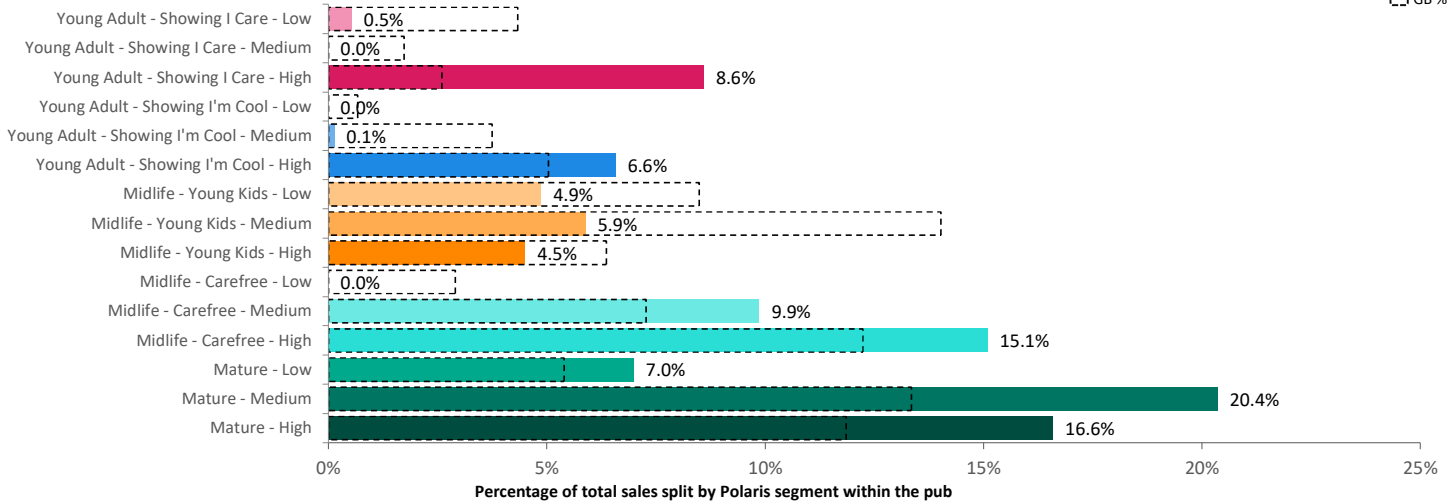
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

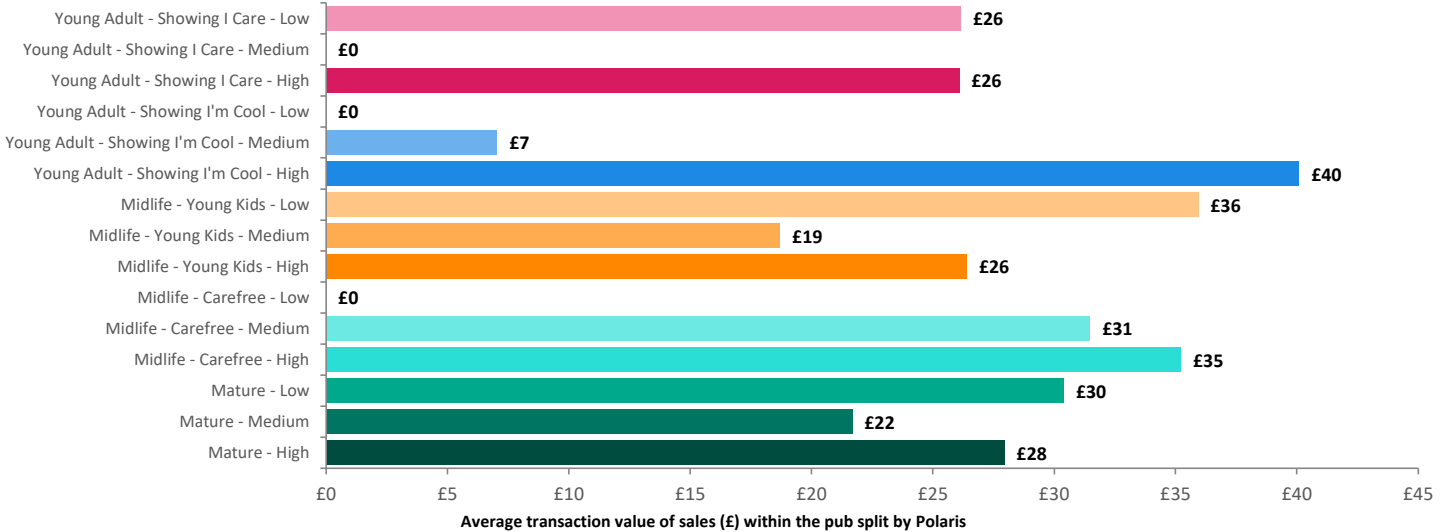
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	141	578	1,062	54	64	11
Medium	0	94	2,293	0	32	73
High	2,405	4,167	7,074	1,136	571	91
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	82	864	4,495	35	108	53
High	1,283	3,750	10,250	456	387	100
Midlife - Young Kids						
Low	112	889	22,823	16	37	89
Medium	21	1,118	25,434	2	35	74
High	285	440	10,227	84	38	82
Midlife - Carefree						
Low	47	935	7,578	22	127	97
Medium	0	644	20,198	0	44	131
High	1,243	2,516	26,106	181	106	104
Mature						
Low	205	1,703	13,123	55	132	96
Medium	236	3,482	42,455	30	127	146
High	0	132	33,956	0	6	157
Not Private Households	224	341	2,940	248	110	89
Total	6,284	21,653	230,014			

Spend by Polaris

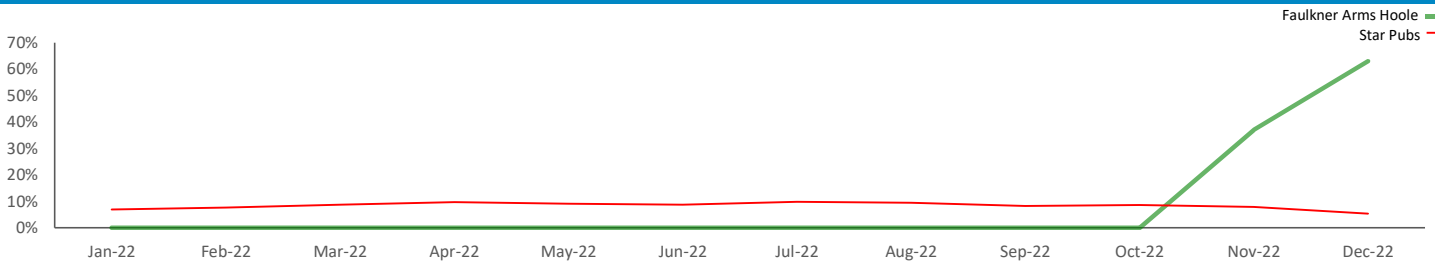
GB %



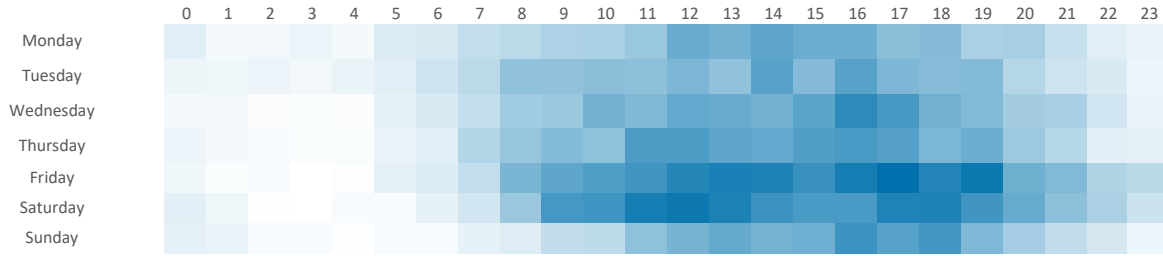
Average Transaction Values (£) by Polaris



Spend by Month

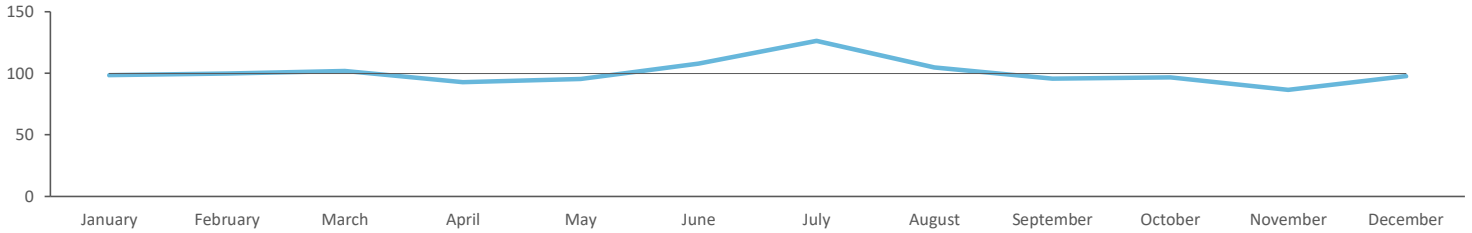


Time of Day/Day of Week



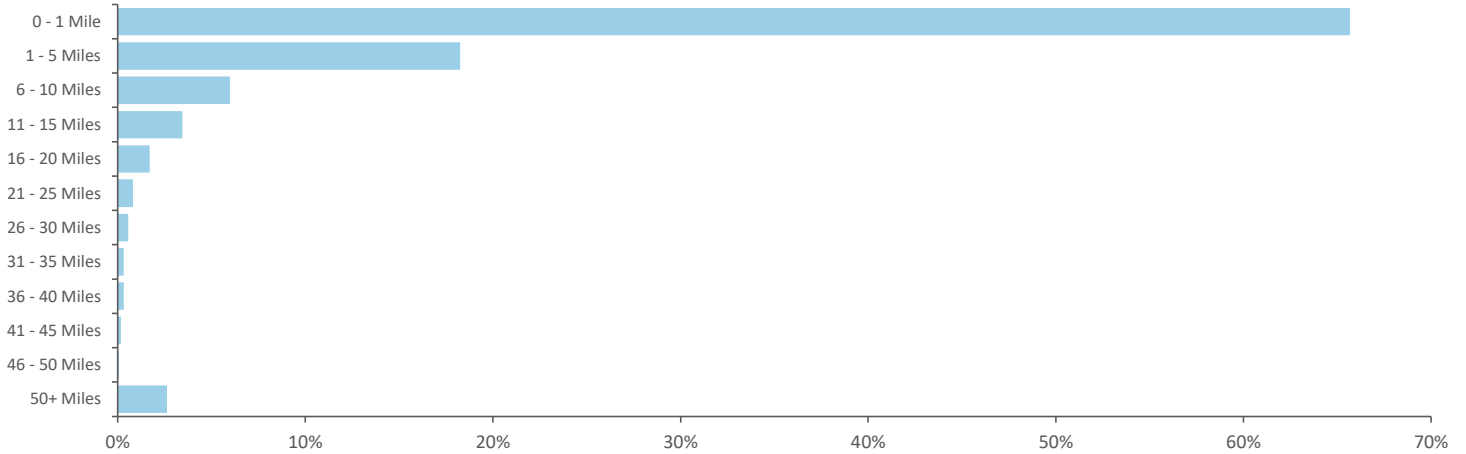
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



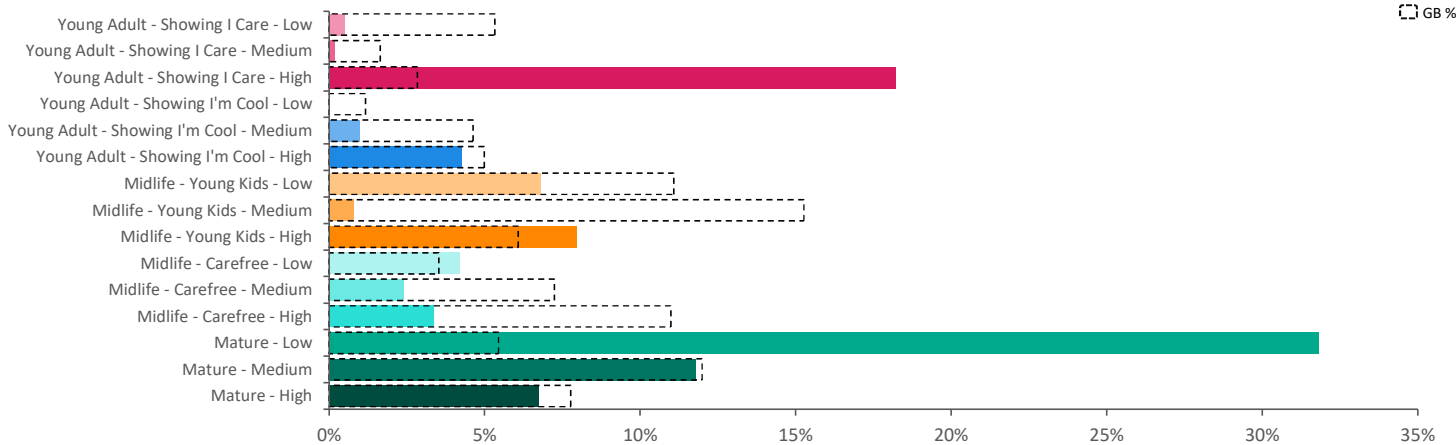
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

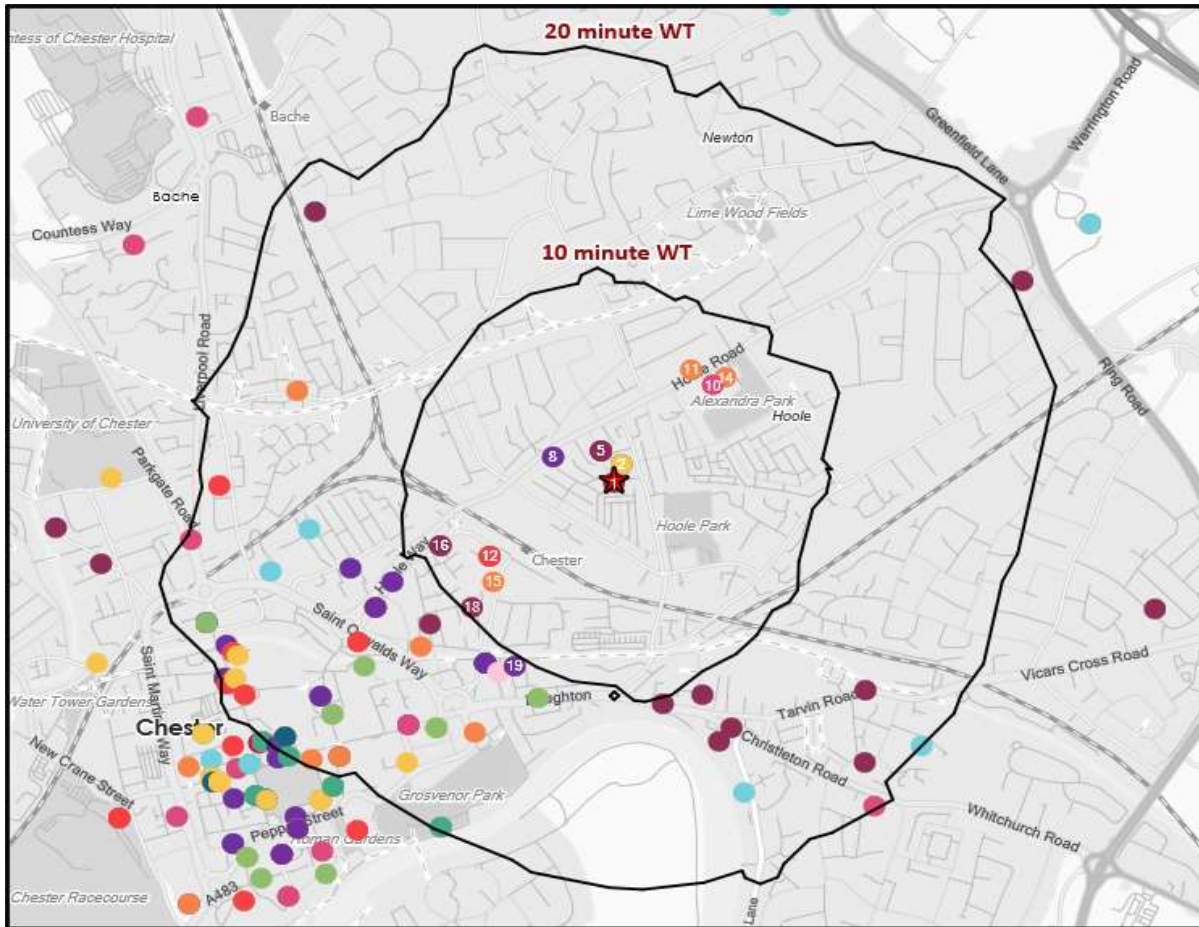


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

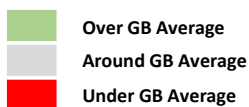
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Faulkner Arms	CH 2 3BE	Star Pubs & Bars	Premium Local	0.0
2	At The Hollows	CH 2 3AZ	Independent Free	ABOS	0.0
2	Sticky Walnut	CH 2 3AZ	Independent Free	Casual Dining	0.0
2	Suburbs	CH 2 3AZ	Independent Free	High Street Pub	0.0
5	Made In Italy	CH 2 3BD	Independent Free	Restaurants	0.1
5	Royal Oak	CH 2 3BD	Marston's	Premium Local	0.1
5	Bromfield Arms	CH 2 3BD	Greene King	Premium Local	0.1
8	Bawn Lodge	CH 2 3NH	Independent Free	Hotel	0.1
8	Shanghai Restaurant	CH 2 3NH	Independent Free	Restaurants	0.1
10	Oaklands Hotel	CH 2 3NB	Greene King	Family Pub Dining	0.3
11	Chester Court Hotel	CH 2 3NL	Independent Free	Hotel	0.3
12	Cedar Bar	CH 1 3DR	Independent Free	Premium Local	0.3
12	Live Rooms	CH 1 3DR	Independent Free	Large Venue	0.3
14	Dene Hotel	CH 2 3ND	Independent Free	Hotel	0.3
15	Queen At Chester	CH 1 3AF	Independent Free	Hotel	0.3
16	Deva Tap	CH 1 3DU	Independent Free	Premium Local	0.3
16	Egerton Arms	CH 1 3DU	Star Pubs & Bars	Premium Local	0.3
18	Bridgewater Arms	CH 1 3BP	Independent Free	Premium Local	0.4
19	Artichoke	CH 3 5AN	Independent Free	High Street Pub	0.4
19	Barton Rouge	CH 3 5AN	Independent Free	Restaurants	0.4

Per Pub Analysis - Faulkner Arms Hoole



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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+	6,284	21,653	230,014
Number of Competition Pubs	8	43	289
Adults 18+ per Competition Pub	786	504	796

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,706	27.2%	266
Circuit Bar	45	0.7%	19
Community Pub	447	7.1%	41
Craft Led	635	10.1%	319
Great Pub Great Food	2,223	35.4%	184
High Street Pub	359	5.7%	33
Premium Local	599	9.5%	54

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	4,009	18.5%	182
Circuit Bar	456	2.1%	57
Community Pub	2,999	13.9%	80
Craft Led	1,552	7.2%	227
Great Pub Great Food	5,491	25.4%	132
High Street Pub	2,769	12.8%	74
Premium Local	2,458	11.3%	65

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	19,932	8.7%	85
Circuit Bar	5,283	2.3%	63
Community Pub	37,444	16.3%	94
Craft Led	5,393	2.3%	74
Great Pub Great Food	50,135	21.8%	114
High Street Pub	36,170	15.7%	91
Premium Local	44,940	19.5%	111

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 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: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"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.																			