

Catchment Summary - Farmers Arms Burscough



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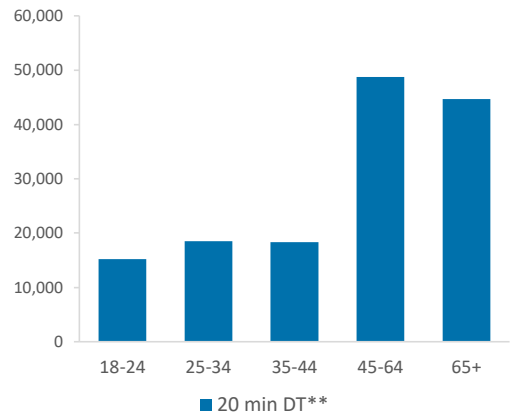
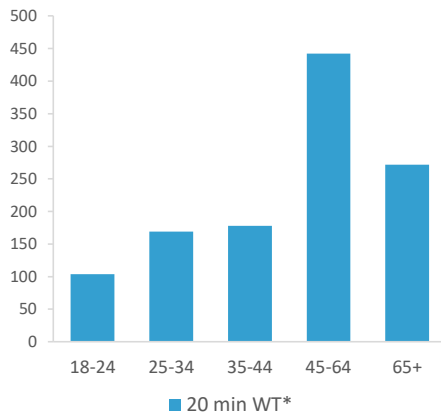
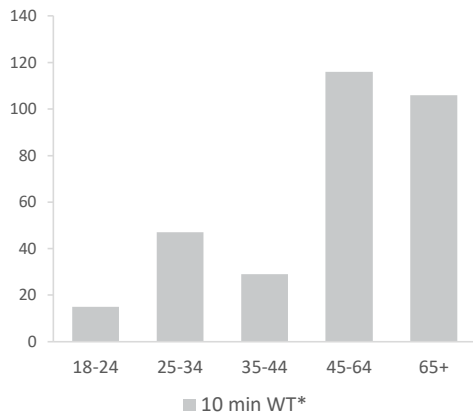
	Over GB Average
	Around GB Average
	Under GB Average

*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	361	1,486	179,105	7	10	47	
Adults 18+	313	1,165	145,586	7	7	49	
Competition Pubs	0	2	208	0	6	57	
Adults 18+ per Competition Pub	0	583	700	0	71	85	
% Adults Likely to Drink	84.5%	84.2%	83.8%	102	102	102	
Affluence	Low	0.0%	11.6%	19.1%	0	45	74
	Medium	77.0%	43.3%	52.3%	196	110	133
	High	23.0%	45.2%	26.9%	69	135	80
Age Profile	18-24	15	104	15,204	51	86	105
	25-34	47	169	18,489	98	86	78
	35-44	29	178	18,379	62	93	80
	45-64	116	442	48,785	126	116	107
	65+	106	272	44,729	154	96	131

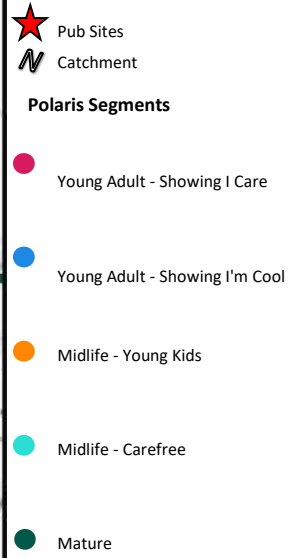
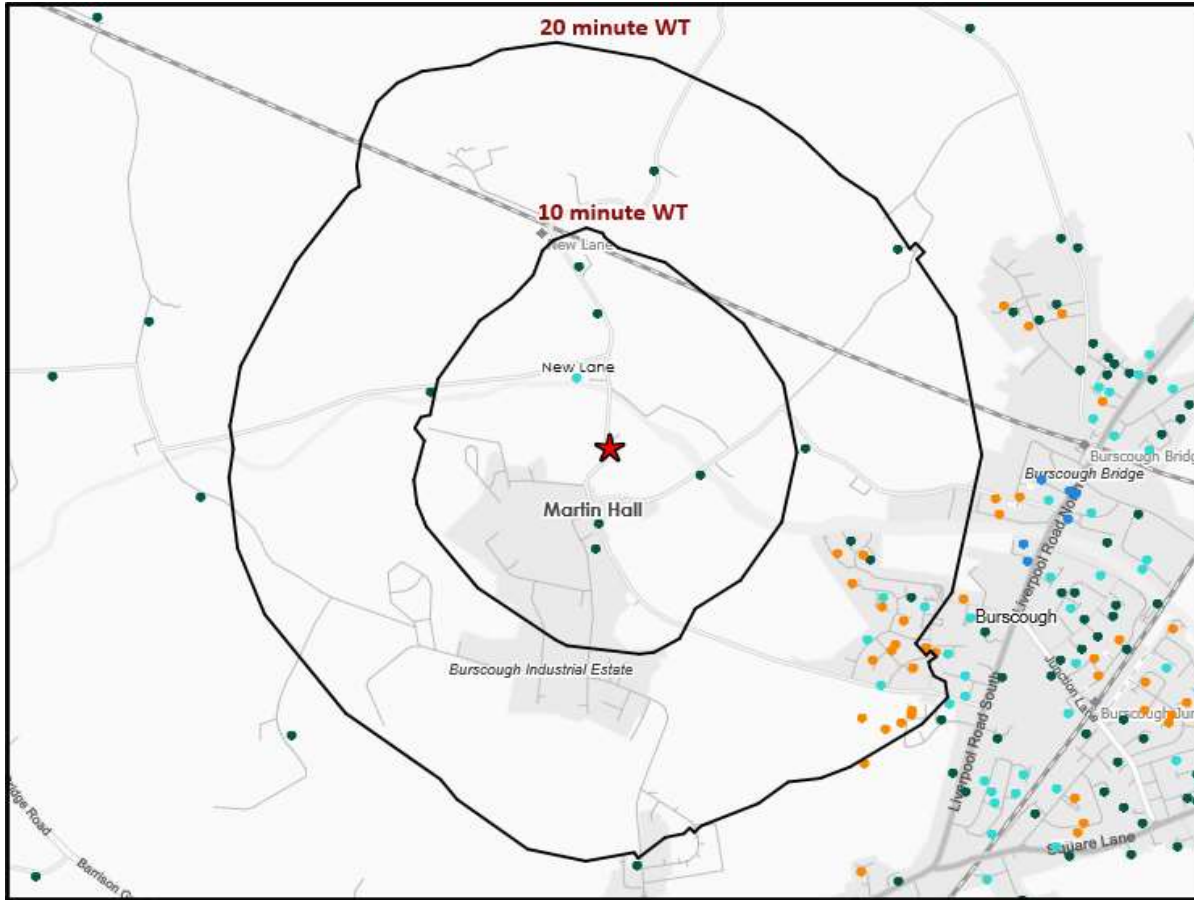
*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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	199 (55%)	739 (50%)	86,486 (48%)	111	101	98
	Female	162 (45%)	747 (50%)	92,619 (52%)	89	99	102
Economic Status (16-74)	Employed: Full-time	102 (39%)	474 (44%)	48,999 (39%)	93	107	93
	Employed: Part-time	30 (11%)	146 (14%)	18,084 (14%)	87	105	110
	Self employed	46 (17%)	123 (12%)	12,504 (10%)	182	121	103
	Unemployed	0 (0%)	16 (1%)	2,437 (2%)	0	63	81
	Retired	66 (25%)	164 (15%)	22,687 (18%)	181	111	130
	Other	20 (8%)	145 (14%)	22,364 (18%)	38	69	89
Total Worker Count	123	1,709	82,981				

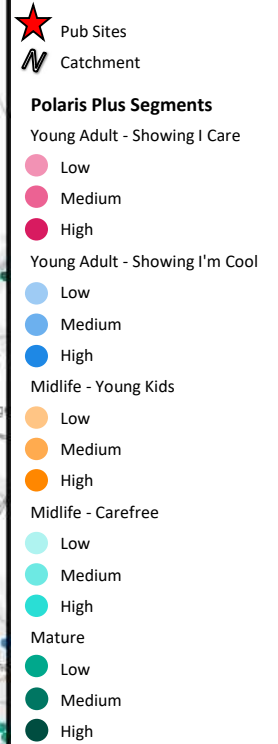
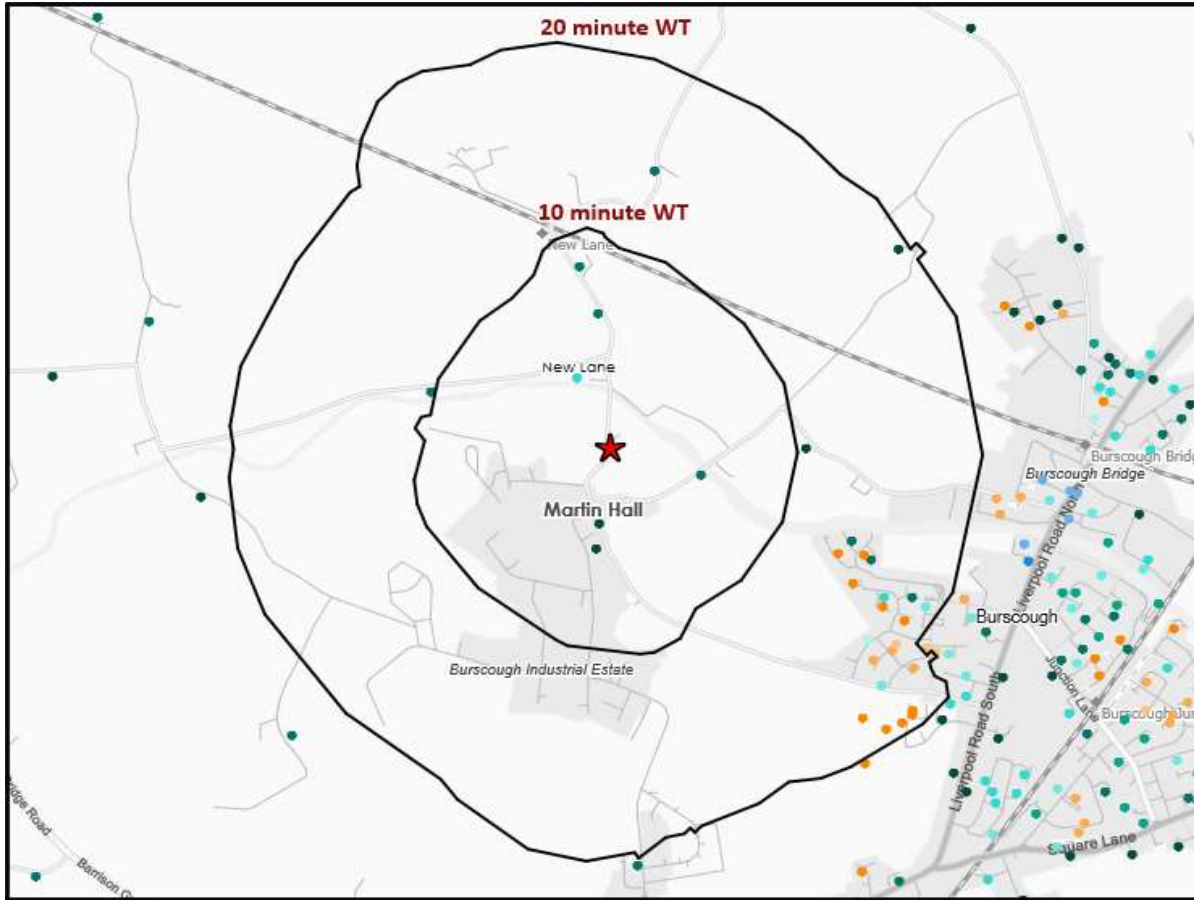
See the Glossary page for further information on the above variables



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	0	3,930	0	0	30
Young Adult - Showing I'm Cool	0	0	7,357	0	0	55
Midlife - Young Kids	0	523	25,773	0	143	56
Midlife - Carefree	34	218	36,088	52	89	118
Mature	279	424	69,907	319	130	172
Not Private Households	0	0	2,531	0	0	121
Total	313	1,165	145,586			



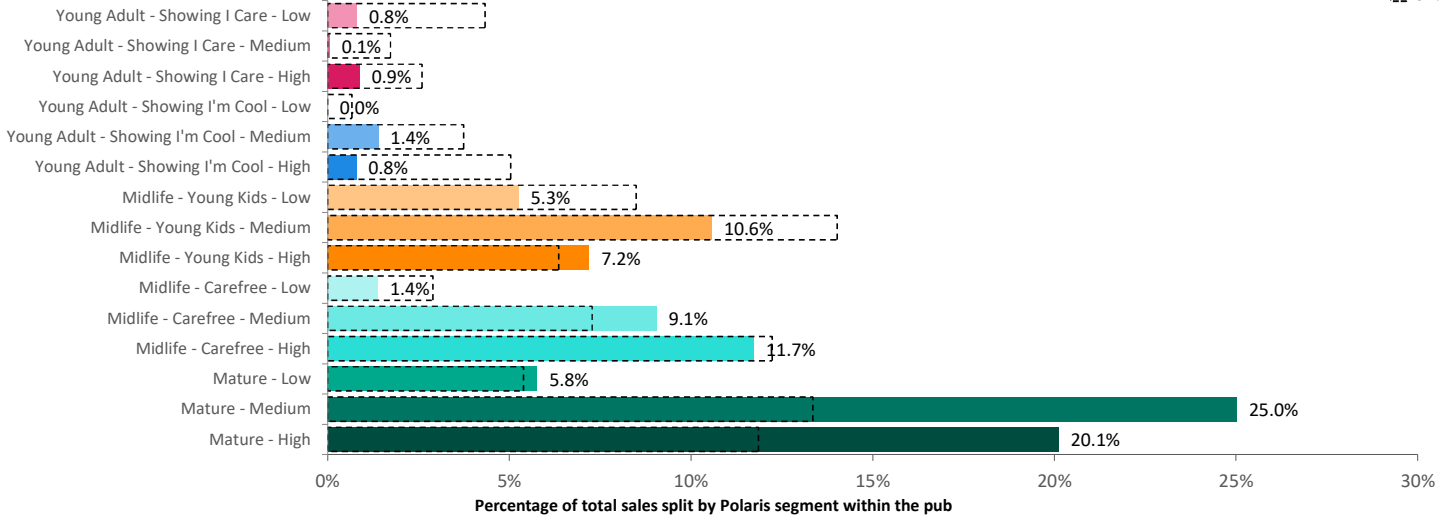
Polaris Plus Profile by Catchment

*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	2,753	0	0	45
Medium	0	0	819	0	0	41
High	0	0	358	0	0	7
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	5,146	0	0	96
High	0	0	2,211	0	0	34
Midlife - Young Kids						
Low	0	101	6,045	0	78	37
Medium	0	125	14,531	0	72	67
High	0	297	5,197	0	473	66
Midlife - Carefree						
Low	0	34	2,266	0	86	46
Medium	0	54	23,253	0	69	238
High	34	130	10,569	99	102	66
Mature						
Low	0	0	16,739	0	0	194
Medium	241	325	32,393	608	220	176
High	38	99	20,775	129	91	152
Not Private Households	0	0	2,531	0	0	121
Total	313	1,165	145,586			

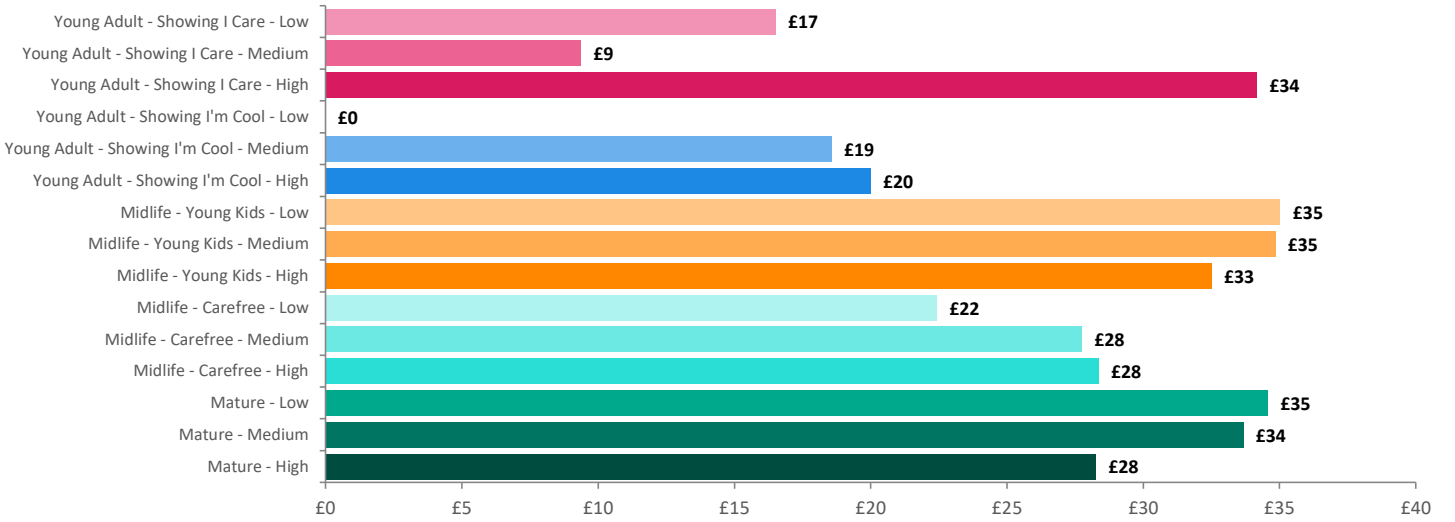
Spend by Polaris

GB %



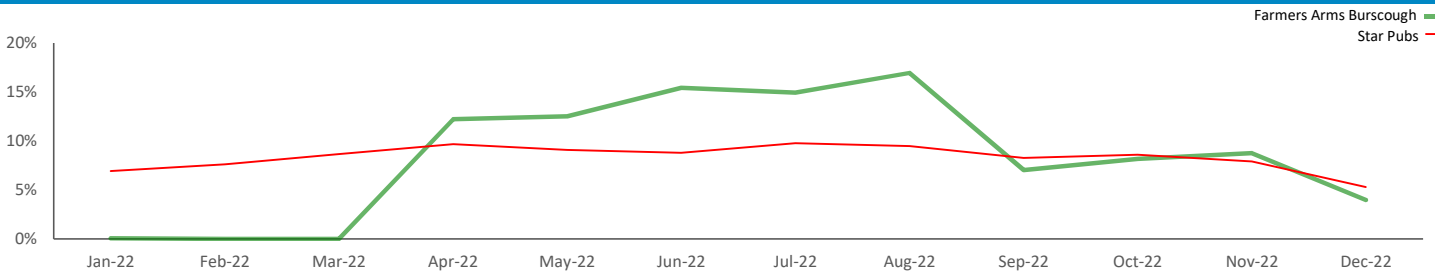
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

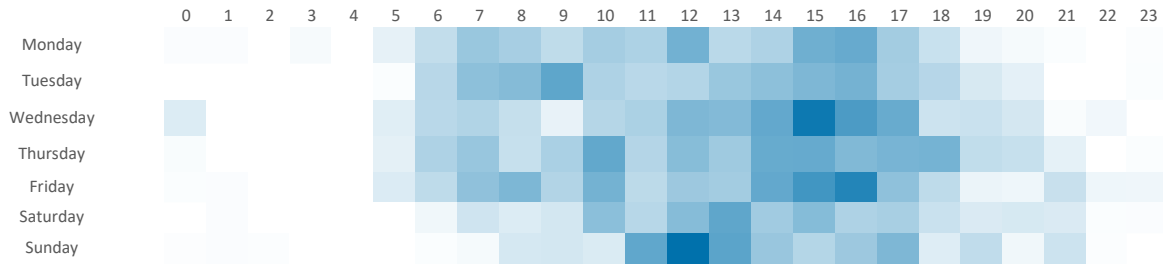


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

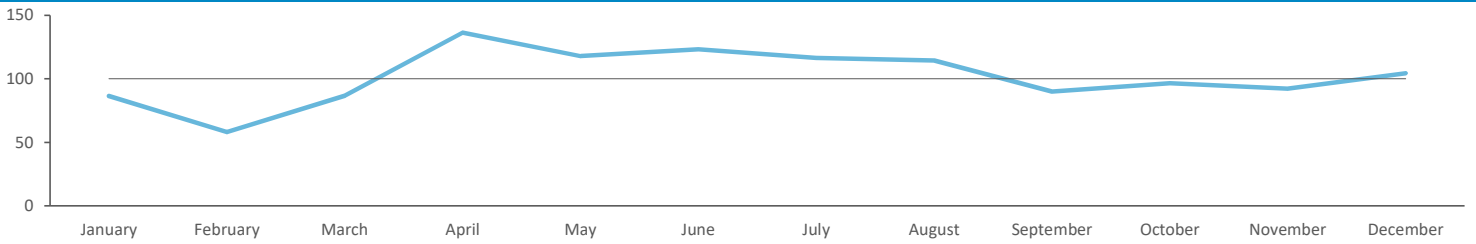


Time of Day/Day of Week



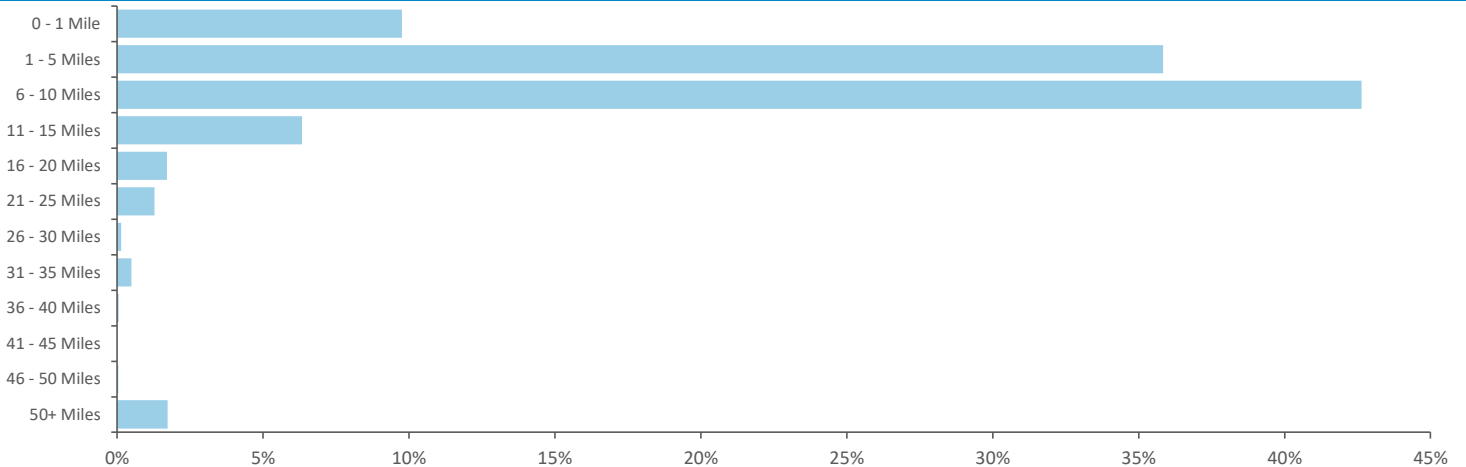
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



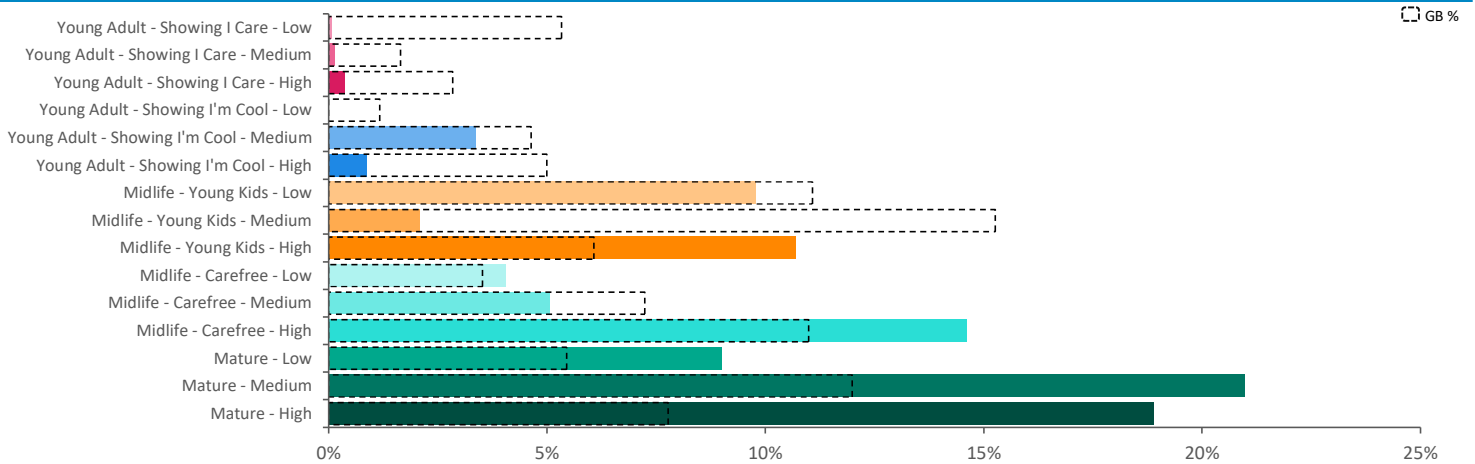
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

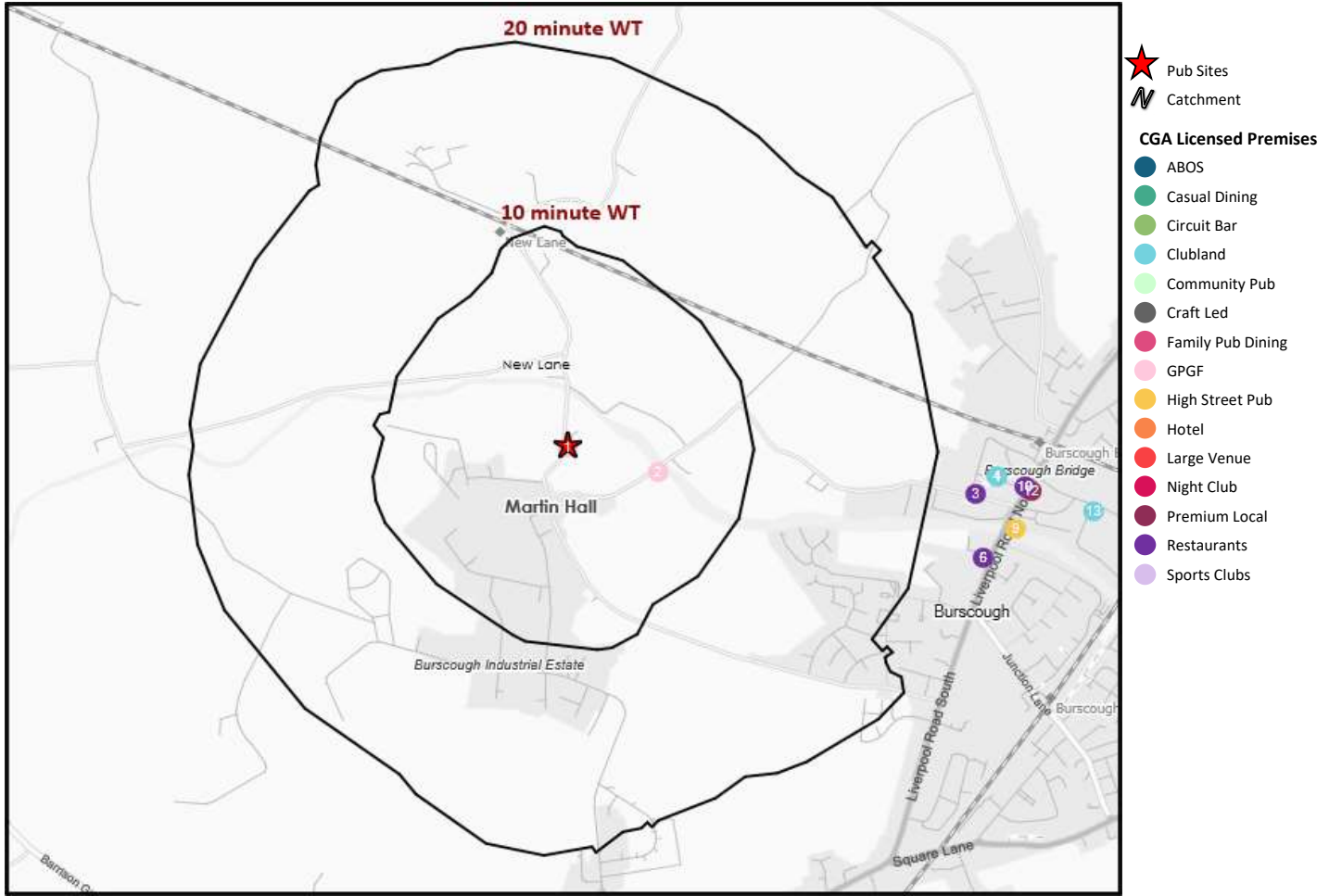


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



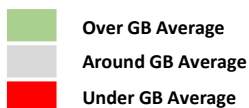
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Farmers Arms	L 40 8JA	Star Pubs & Bars	GPGF	0.0
2	Slipway	L 40 0RN	Unknown	GPGF	0.2
3	Eden	L 40 0SQ	Independent Free	Restaurants	0.8
4	Burscough Football Club	L 40 0SD	Independent Free	Clubland	0.9
4	Barons	L 40 0SD	Independent Free	Clubland	0.9
6	Stanley Institute	L 40 5TN	Independent Free	Clubland	0.9
6	Packet House	L 40 5TN	Independent Free	GPGF	0.9
6	Blue Mallard	L 40 5TN	Independent Free	Restaurants	0.9
9	Sinners Club	L 40 5RZ	Independent Free	High Street Pub	0.9
10	Bridge	L 40 0SA	Star Pubs & Bars	Premium Local	0.9
10	Banglish	L 40 0SA	Independent Free	Restaurants	0.9
12	Hop Vine	L 40 4BY	Independent Free	Premium Local	0.9
13	Burscough Cricket Club	L 40 4AE	Independent Free	Clubland	1.1
14	Bull & Dog	L 40 7SS	Punch Pub Company	Family Pub Dining	1.2

Per Pub Analysis - Farmers Arms Burscough



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	313	1,165	145,586
Number of Competition Pubs	0	2	208
Adults 18+ per Competition Pub	0	583	700

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	5	1.6%	16
Circuit Bar	0	0.0%	0
Community Pub	71	22.6%	130
Craft Led	0	0.0%	0
Great Pub Great Food	76	24.4%	127
High Street Pub	71	22.7%	131
Premium Local	90	28.7%	164

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	99	8.5%	84
Circuit Bar	17	1.4%	39
Community Pub	173	14.8%	85
Craft Led	7	0.6%	20
Great Pub Great Food	269	23.1%	121
High Street Pub	222	19.0%	110
Premium Local	290	24.9%	142

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	8,570	5.9%	58
Circuit Bar	4,198	2.9%	79
Community Pub	24,824	17.1%	98
Craft Led	2,270	1.6%	49
Great Pub Great Food	25,995	17.9%	93
High Street Pub	24,171	16.6%	96
Premium Local	27,508	18.9%	108

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: #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="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <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="text-align: center;"> <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. 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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.																			