Catchment Summary - Lock Vaults Hoole

★ star
PUBS & BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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	6,313	23,327	283,264	119	160	75
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	5,518	19,539	226,414	127	109	76
	Competition Pubs	17	78	297	113	244	82
	Adults 18+ per Competition Pub	325	251	762	39	30	92
	% Adults Likely to Drink	84.9%	84.2%	83.7%	103	102	101
Affluence	Low	6.5%	14.2%	17.1%	25	55	67
	Medium	9.0%	27.4%	42.2%	23	70	107
	High	81.8%	56.7%	39.5%	244	169	118
Age Profile	18-24	622	2,087	21,432	122	110	93
	25-34	1,429	3,829	33,802	170	124	90
	35-44	989	3,261	34,103	122	109	94
	45-64	1,519	5,786	75,463	94	97	104
	65+	959	4,576	61,614	79	103	114

*Affluence does not include Not Private Households
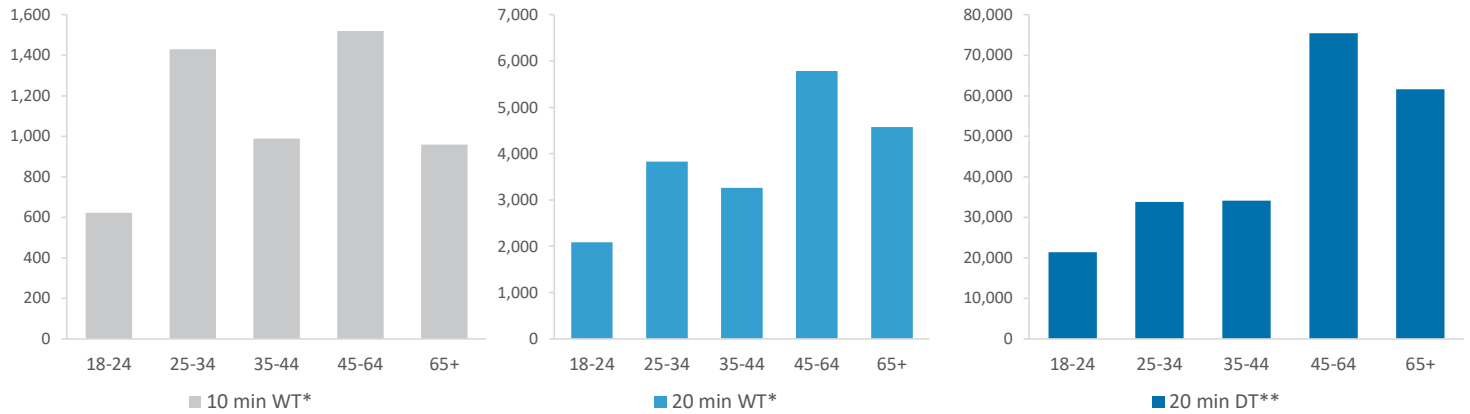
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,242 (51%)	11,709 (50%)	138,114 (49%)	104	102	99
	Female	3,071 (49%)	11,618 (50%)	145,150 (51%)	96	99	101
Economic Status (16-74)	Employed: Full-time	2,823 (55%)	8,445 (48%)	87,916 (43%)	133	116	104
	Employed: Part-time	542 (11%)	2,147 (12%)	28,625 (14%)	82	94	109
	Self employed	427 (8%)	1,518 (9%)	16,258 (8%)	88	90	84
	Unemployed	99 (2%)	376 (2%)	3,657 (2%)	82	90	76
	Retired	404 (8%)	2,222 (13%)	32,529 (16%)	57	92	117
	Other	813 (16%)	2,857 (16%)	33,504 (17%)	81	82	84
	Total Worker Count	2,546	14,024	149,813			

See the Glossary page for further information on the above variables
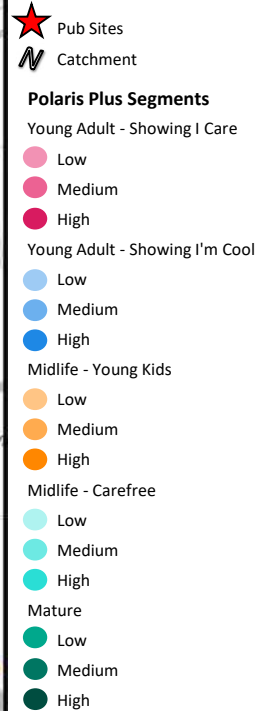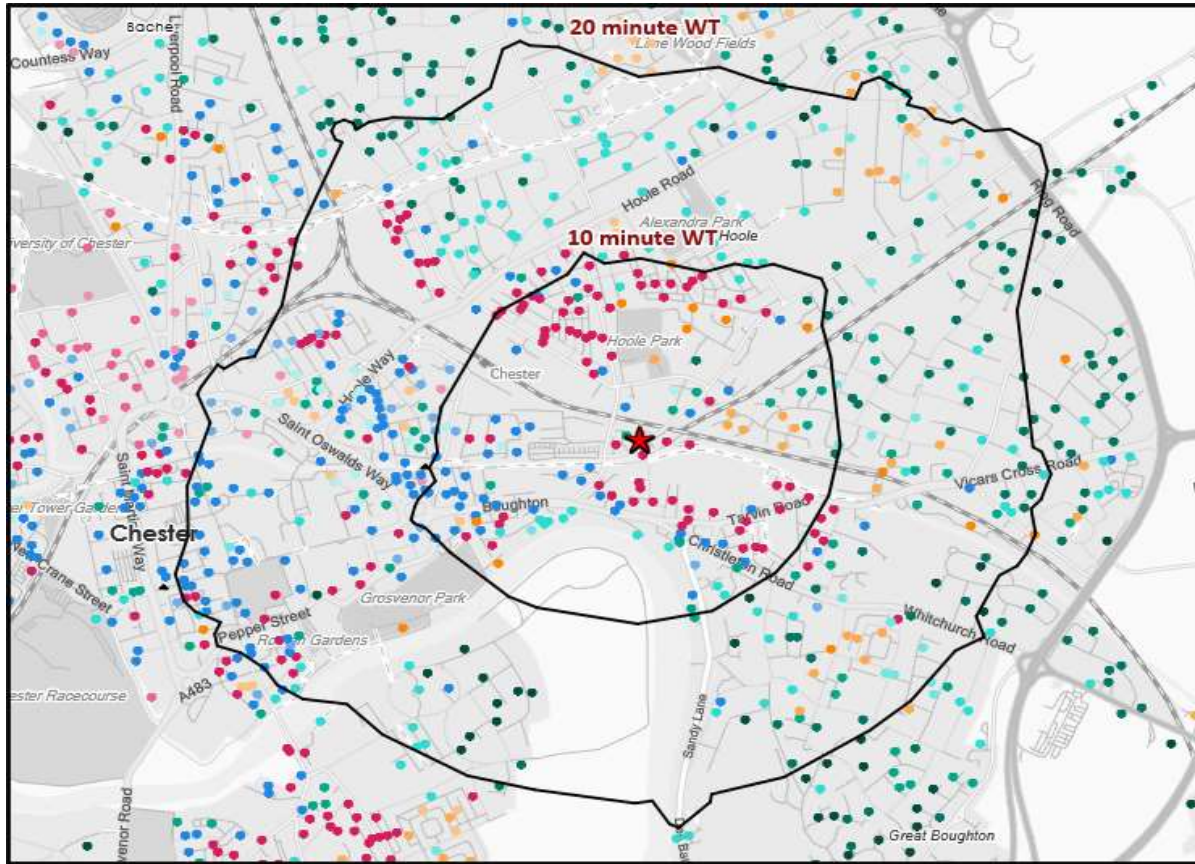
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Pub Sites ★

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	2,414	4,163	10,324	490	239	51
Young Adult - Showing I'm Cool	1,559	4,104	14,344	307	228	69
Midlife - Young Kids	566	2,033	52,165	33	33	73
Midlife - Carefree	388	4,039	54,132	33	98	114
Mature	446	4,858	92,733	29	89	146
Not Private Households	145	342	2,716	183	122	83
Total	5,518	19,539	226,414			

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Polaris Summary - Lock Vaults Hoole

star PUBS&BARS

Legend:
- ★ Pub Sites
- N 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	307	1,070	0	37	11
Medium	0	0	2,293	0	0	74
High	2,414	3,856	6,961	1,299	586	91
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	99	801	4,377	49	111	52
High	1,460	3,303	9,967	591	378	98
Midlife - Young Kids						
Low	38	328	16,085	6	15	64
Medium	218	1,182	24,810	26	41	73
High	310	523	11,270	104	50	92
Midlife - Carefree						
Low	32	651	8,054	17	98	105
Medium	26	592	20,113	7	45	132
High	330	2,796	25,965	55	131	105
Mature						
Low	291	1,479	13,584	89	128	101
Medium	155	2,776	43,851	22	112	153
High	0	603	35,298	0	33	166
Not Private Households	145	342	2,716	183	122	83
Total	5,518	19,539	226,414			

Transactional Data Summary - Lock Vaults Hoole

star PUBS & BARS

Spend by Polaris

⌐⌐ GB %

Segment	Value
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

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	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£0
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£0
Mature - Low	£0
Mature - Medium	£0
Mature - High	£0

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

Spend by Month

Lock Vaults Hoole ▬▬
Star Pubs ▬▬

Mobile Data Summary - Lock Vaults Hoole

star
PUBS & BARS
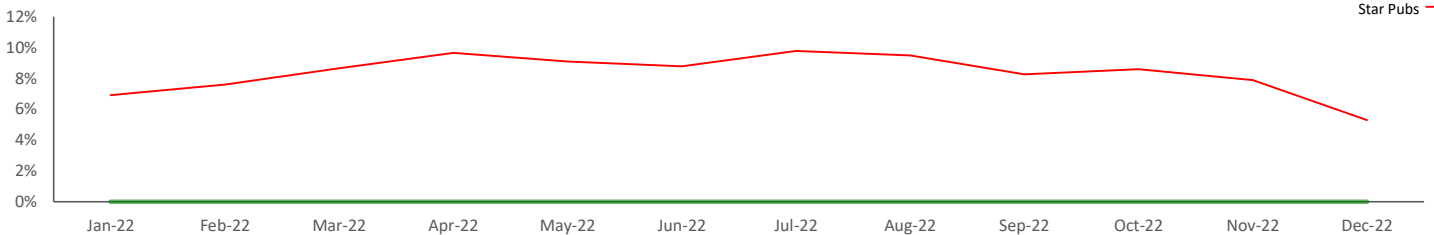
Time of Day/Day of Week
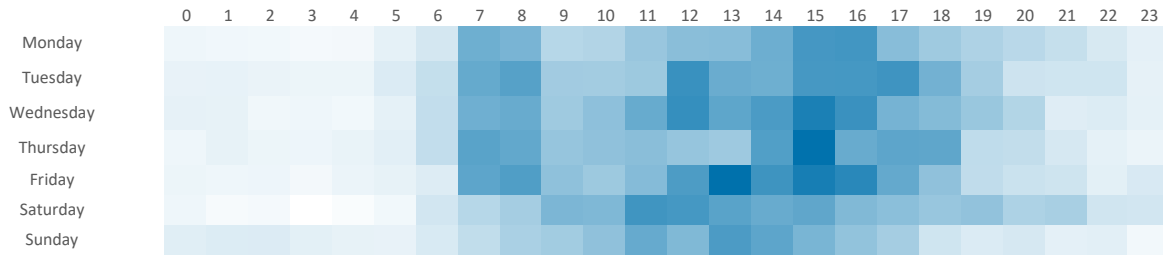
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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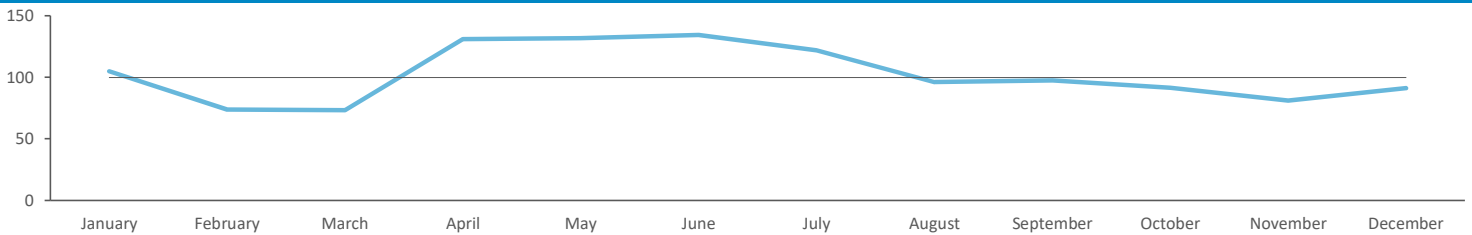
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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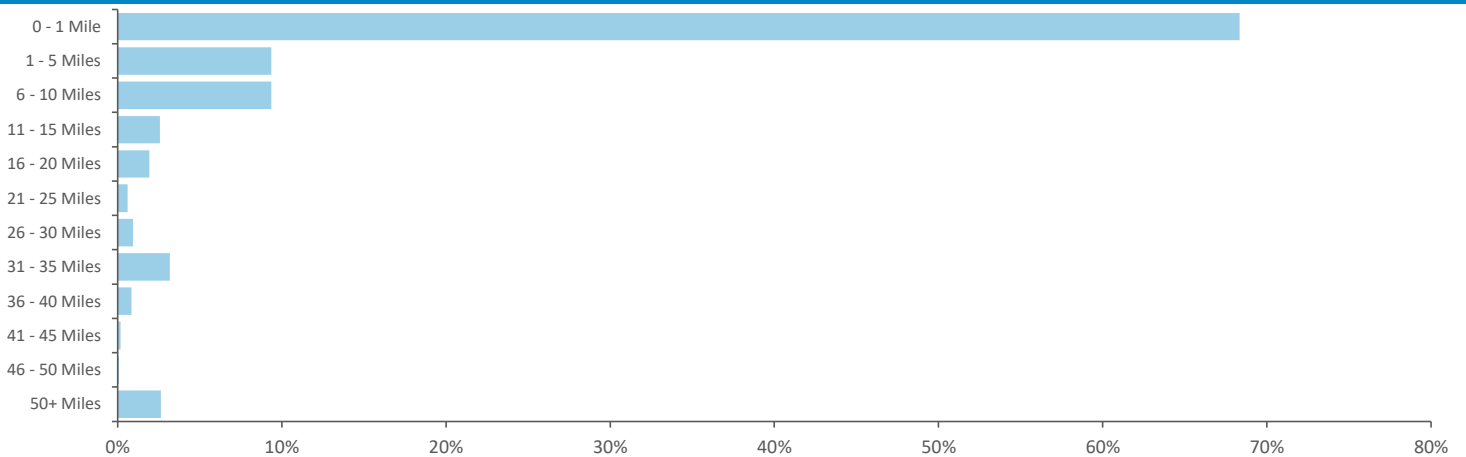
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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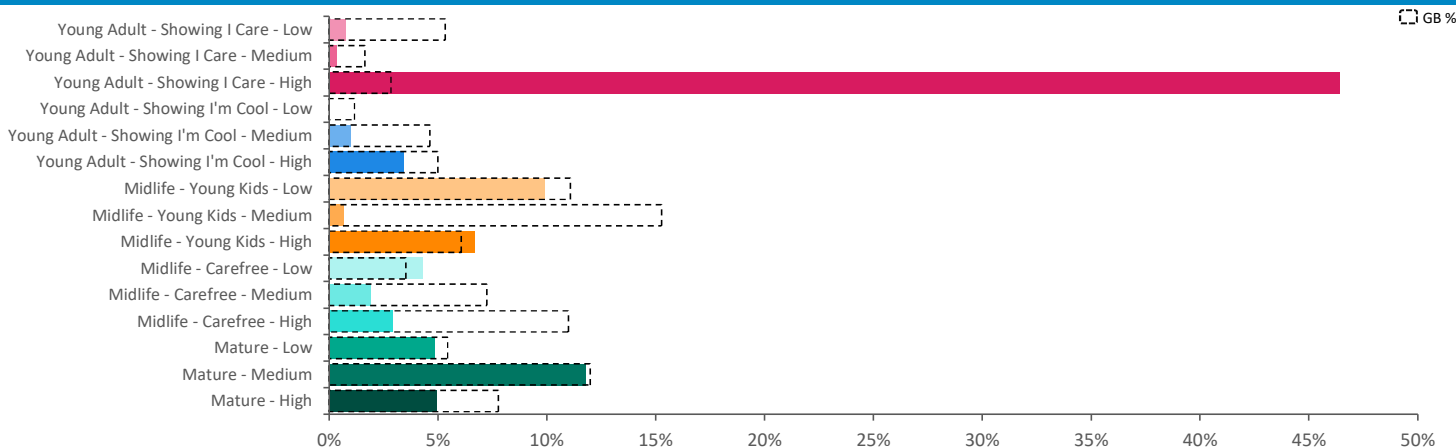
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI
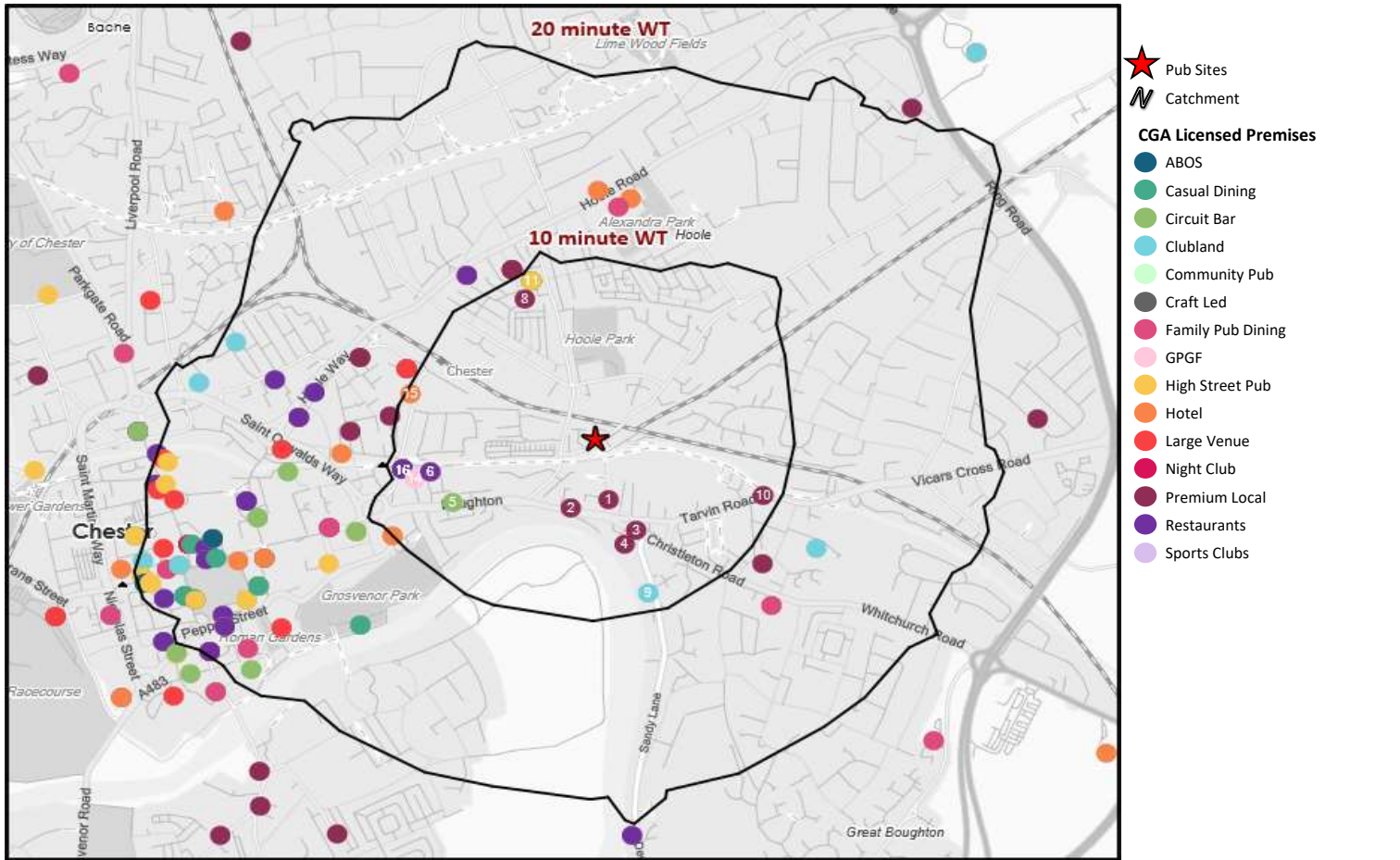
CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

★ Pub Sites
Ⓝ Catchment

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Spital Vaults	CH 3 5DB	Marston's	Premium Local	0.1
2	Little Oak	CH 3 5BH	Admiral Taverns Ltd	Premium Local	0.1
3	Ye Gardeners Arms	CH 3 5UF	Admiral Taverns Ltd	Premium Local	0.2
4	Mount Inn	CH 3 5UD	Hydes Anvil	Premium Local	0.2
5	Cross Foxes	CH 3 5AF	Stonegate Pub Company	Circuit Bar	0.3
6	Artichoke	CH 3 5AN	Independent Free	High Street Pub	0.3
6	Barton Rouge	CH 3 5AN	Independent Free	Restaurants	0.3
8	Faulkner Arms	CH 2 3BE	Star Pubs & Bars	Premium Local	0.3
9	Chester Sailing Club	CH 3 5UL	Independent Free	Clubland	0.3
10	Bridge Inn	CH 3 5EF	Stonegate Pub Company	Premium Local	0.3
11	At The Hollows	CH 2 3AZ	Independent Free	ABOS	0.4
11	Sticky Walnut	CH 2 3AZ	Independent Free	Casual Dining	0.4
11	Suburbs	CH 2 3AZ	Independent Free	High Street Pub	0.4
14	Old Harkers Arms	CH 3 5AL	Restaurant Group	GPGF	0.4
15	Queen At Chester	CH 1 3AF	Independent Free	Hotel	0.4
16	Siam Thai & Teppan-Yaki Restaurant	CH 1 3AE	Independent Free	Restaurants	0.4
16	Belgrave Hotel	CH 1 3AE	Independent Free	Hotel	0.4
16	Town Crier	CH 1 3AE	Stonegate Pub Company	Circuit Bar	0.4
16	Cellar	CH 1 3AE	Independent Free	Circuit Bar	0.4
16	Cornerhouse	CH 1 3AE	Independent Free	High Street Pub	0.4

Per Pub Analysis - Lock Vaults Hoole

Over GB Average

Around GB Average

Under GB Average
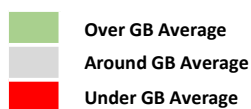
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,518	19,539	226,414
Number of Competition Pubs	17	78	297
Adults 18+ per Competition Pub	325	251	762

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,758	31.9%	312
Circuit Bar	62	1.1%	31
Community Pub	285	5.2%	30
Craft Led	673	12.2%	385
Great Pub Great Food	1,920	34.8%	181
High Street Pub	296	5.4%	31
Premium Local	322	5.8%	33

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,723	19.1%	187
Circuit Bar	396	2.0%	55
Community Pub	2,338	12.0%	69
Craft Led	1,393	7.1%	225
Great Pub Great Food	5,410	27.7%	144
High Street Pub	2,139	10.9%	63
Premium Local	2,555	13.1%	75

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	19,904	8.8%	86
Circuit Bar	5,221	2.3%	63
Community Pub	34,349	15.2%	87
Craft Led	5,274	2.3%	74
Great Pub Great Food	51,059	22.6%	118
High Street Pub	33,729	14.9%	86
Premium Local	45,995	20.3%	116

Glossary

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.