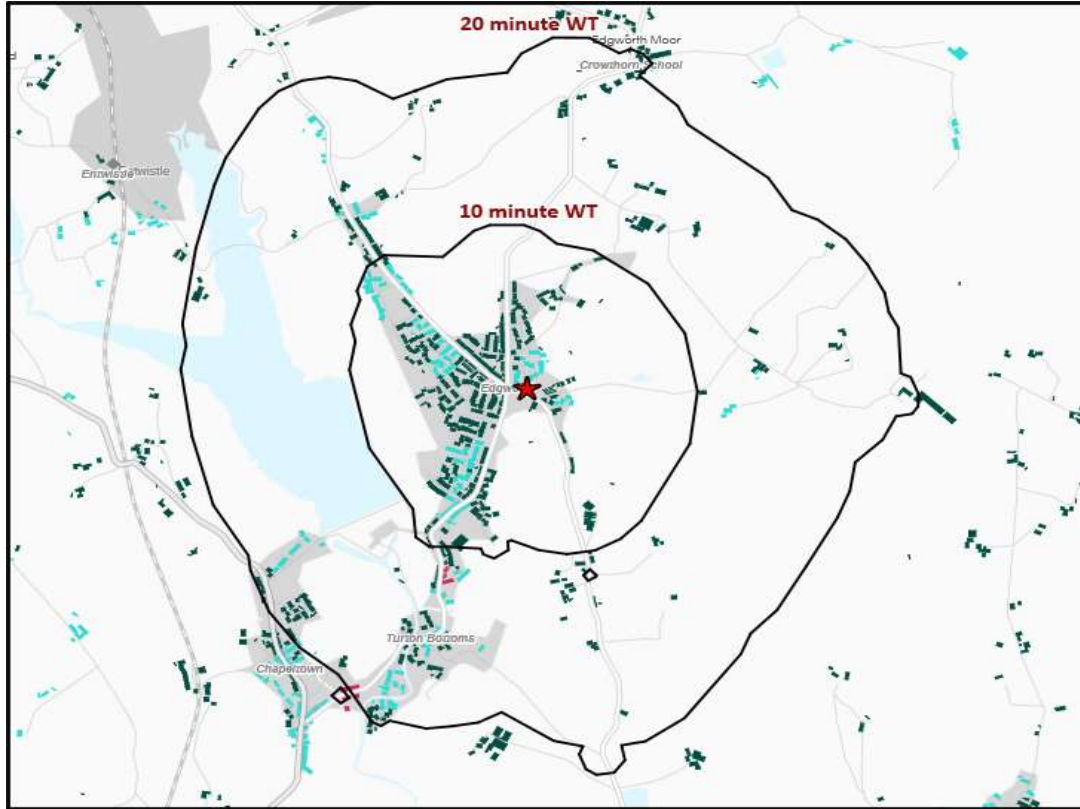


Catchment Summary - White Horse Hotel Edgeworth



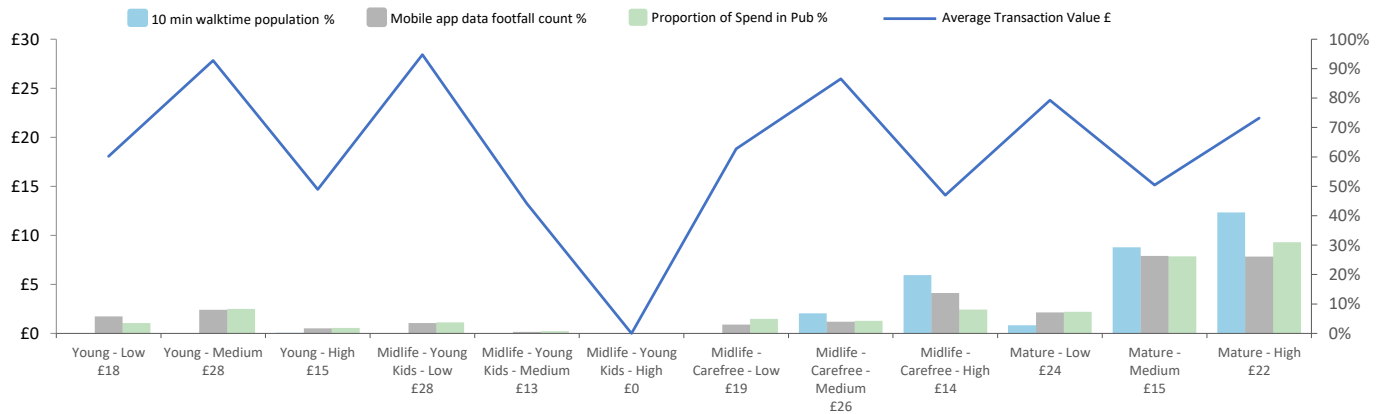
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 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
830707	White Horse Hotel Edgeworth	BL 7 0AY	Star Pubs & Bars	GPGF	11



- ★ 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 - White Horse Hotel Edgeworth

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

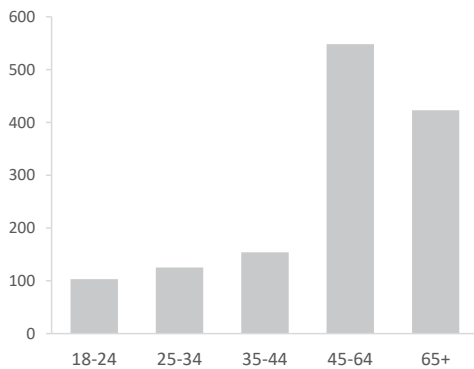
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,628	2,547	457,326	30	14	104
Adults 18+	1,353	2,095	348,861	30	14	100
Competition Pubs	4	5	404	22	14	97
Adults 18+ per Competition Pub	338	419	864	39	49	101
% Adults Likely to Drink	82.8%	83.0%	69.8%	109	109	92

Population & Adults 18+ index is based on all pubs

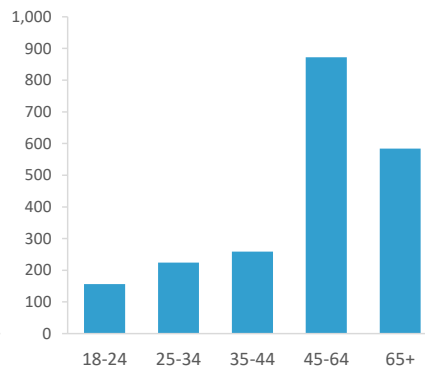
Affluence	Low	2.8%	1.8%	48.1%	8	5	145
	Medium	36.1%	31.0%	39.3%	95	81	103
	High	61.1%	67.2%	11.8%	224	246	43

*Affluence does not include Not Private Households

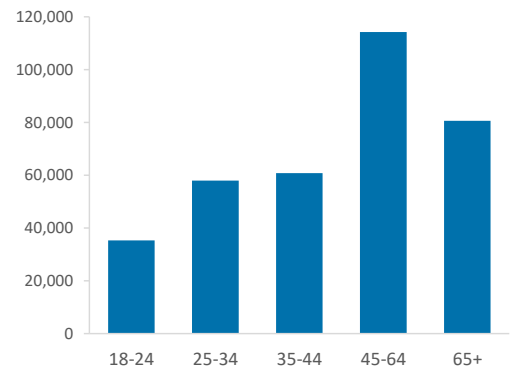
Age Profile	18-24	103	156	35,275	78	75	95
	25-34	125	224	57,942	58	66	95
	35-44	154	259	60,792	71	77	100
	45-64	548	872	114,247	131	133	97
	65+	423	584	80,605	135	119	92



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

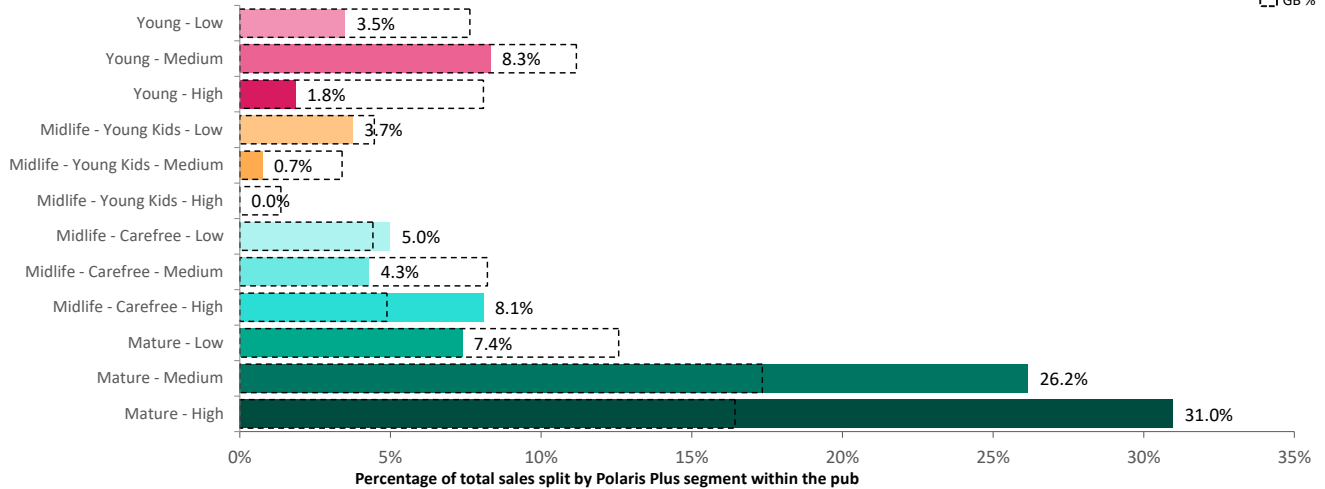
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	827 (51%)	1,261 (50%)	225,550 (49%)	104	101	101
	Female	801 (49%)	1,286 (50%)	231,776 (51%)	96	99	99
Economic Status (16+)	Employed: Full-time	447 (32%)	738 (34%)	117,136 (32%)	93	100	94
	Employed: Part-time	153 (11%)	260 (12%)	44,271 (12%)	93	102	103
	Self employed	155 (11%)	282 (13%)	28,912 (8%)	121	142	87
	Unemployed	24 (2%)	34 (2%)	11,797 (3%)	63	57	118
	Full-time student	16 (1%)	24 (1%)	8,078 (2%)	48	47	94
	Retired	468 (34%)	617 (29%)	75,832 (21%)	154	131	96
	Other	125 (9%)	194 (9%)	75,844 (21%)	52	52	120
Total Worker Count		349	405	200,089			

See the Glossary page for further information on the above variables

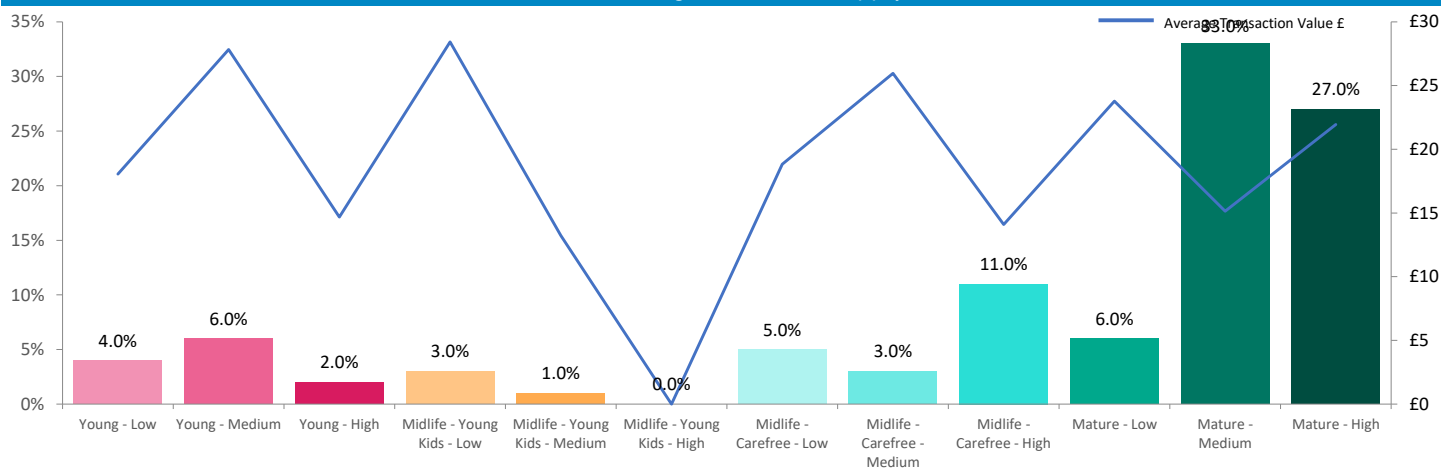
Transactional Data Summary - White Horse Hotel Edgeworth

Spend by Polaris Plus

GB %

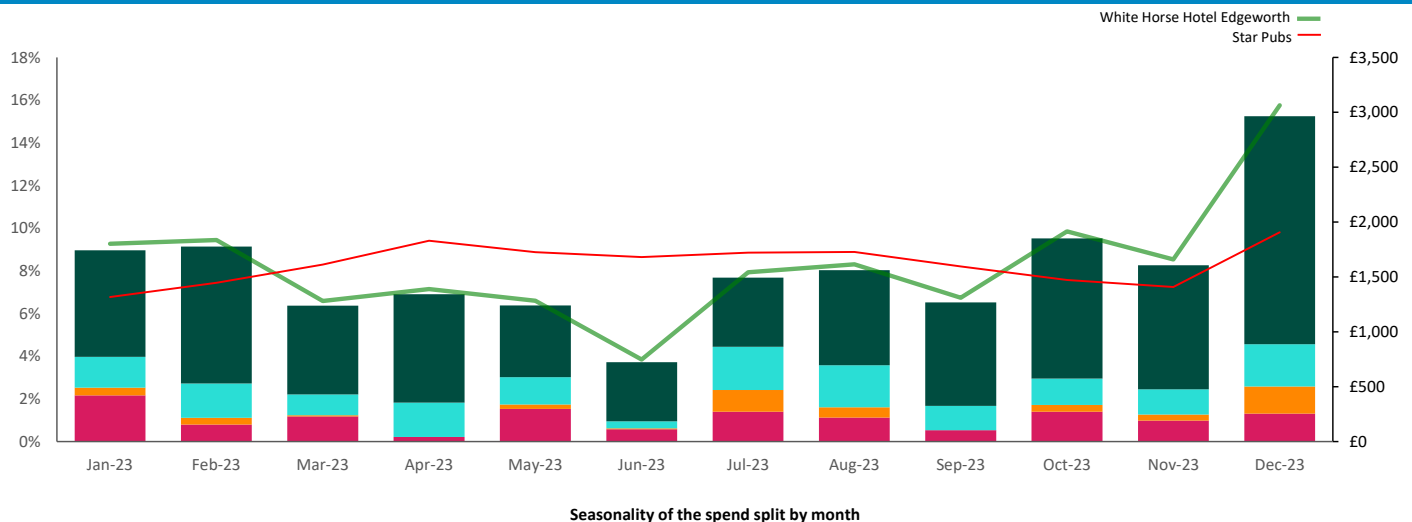


% of Transactions and Average Transaction Values (£) by Polaris Plus



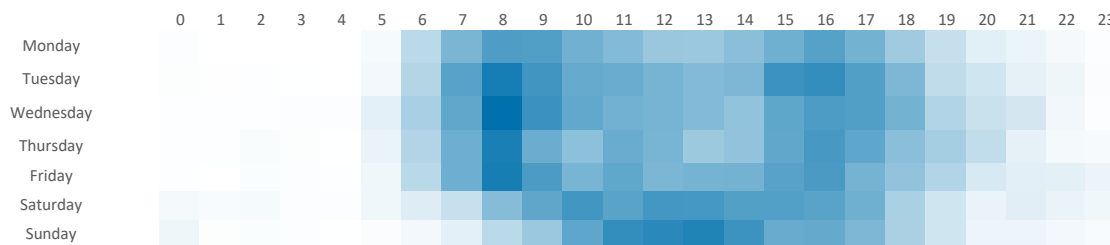
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



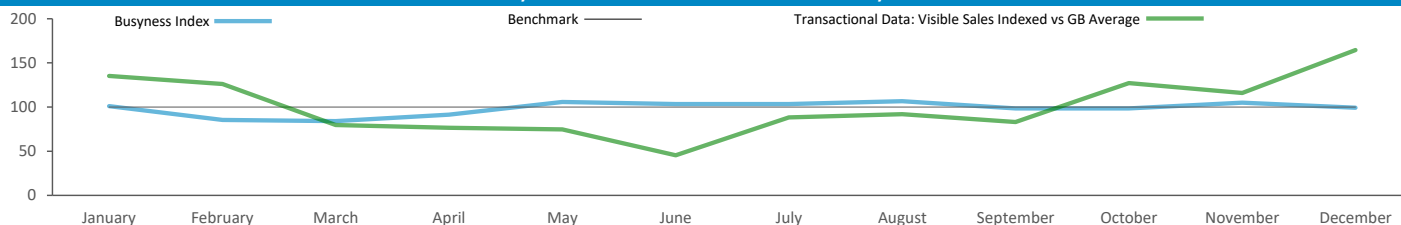
Mobile Data Summary - White Horse Hotel Edgeworth

Time of Day/Day of Week



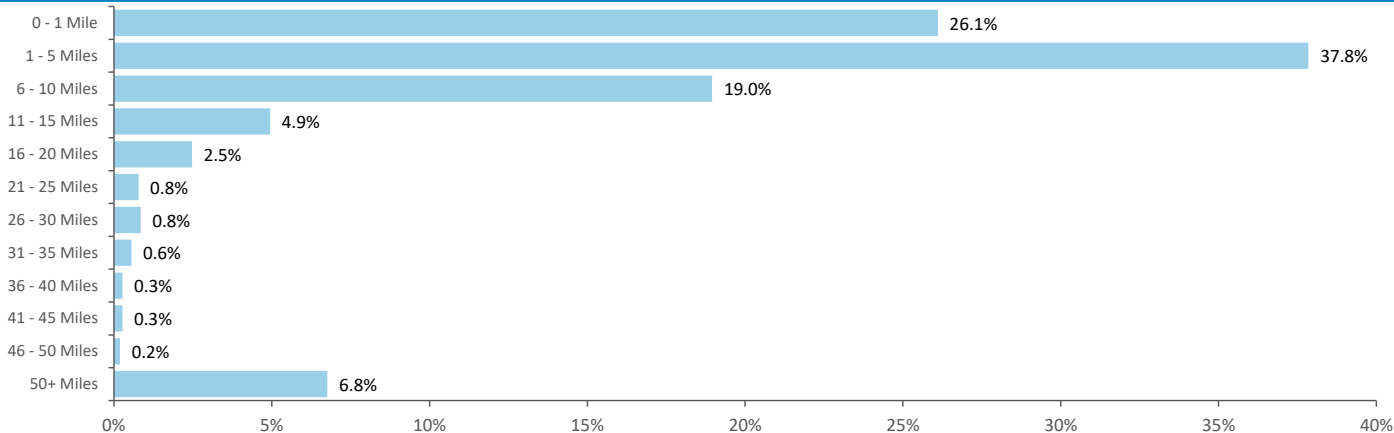
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

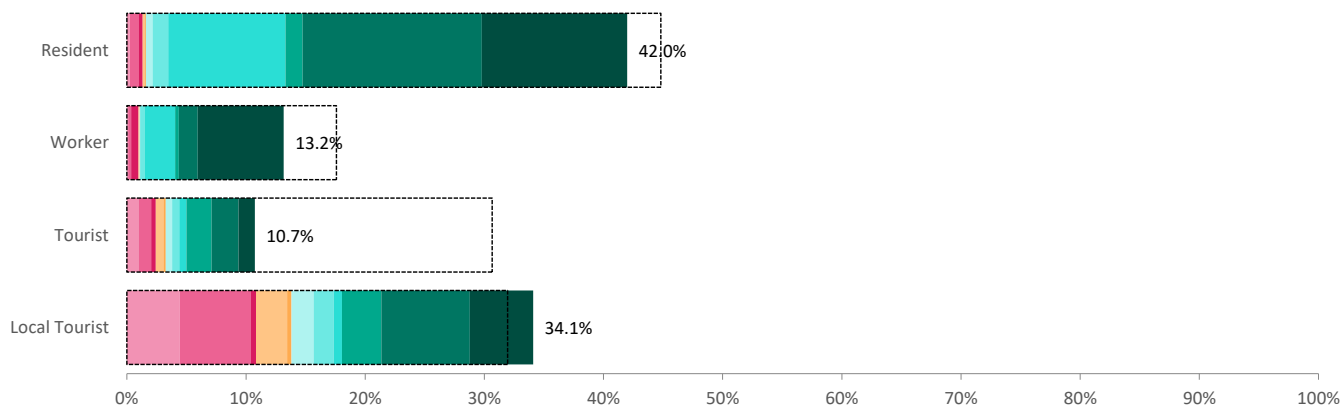
Distance from Home



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



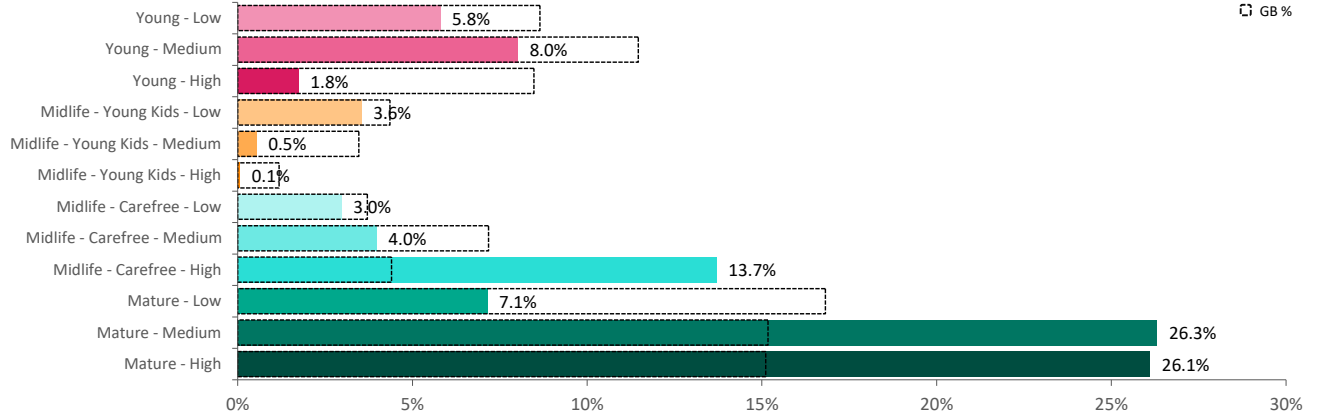
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - White Horse Hotel Edgeworth



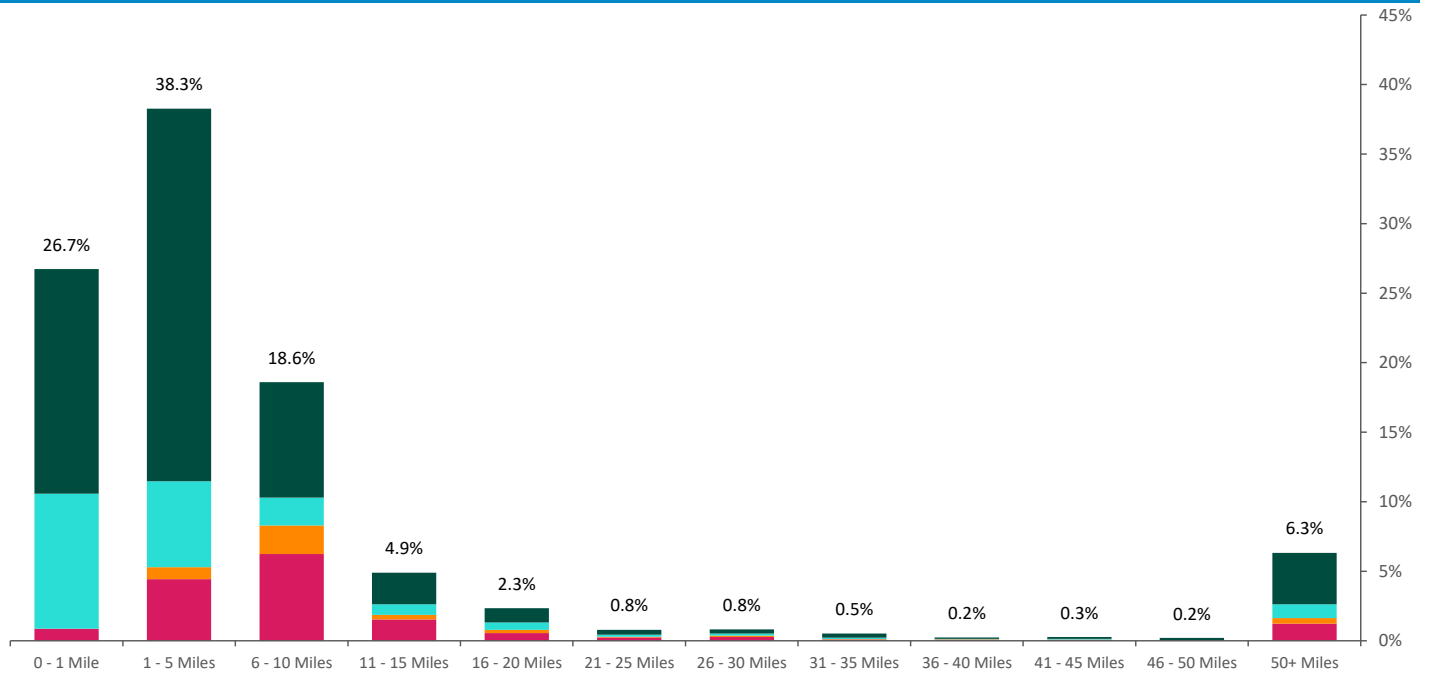
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Polaris Plus Profile



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



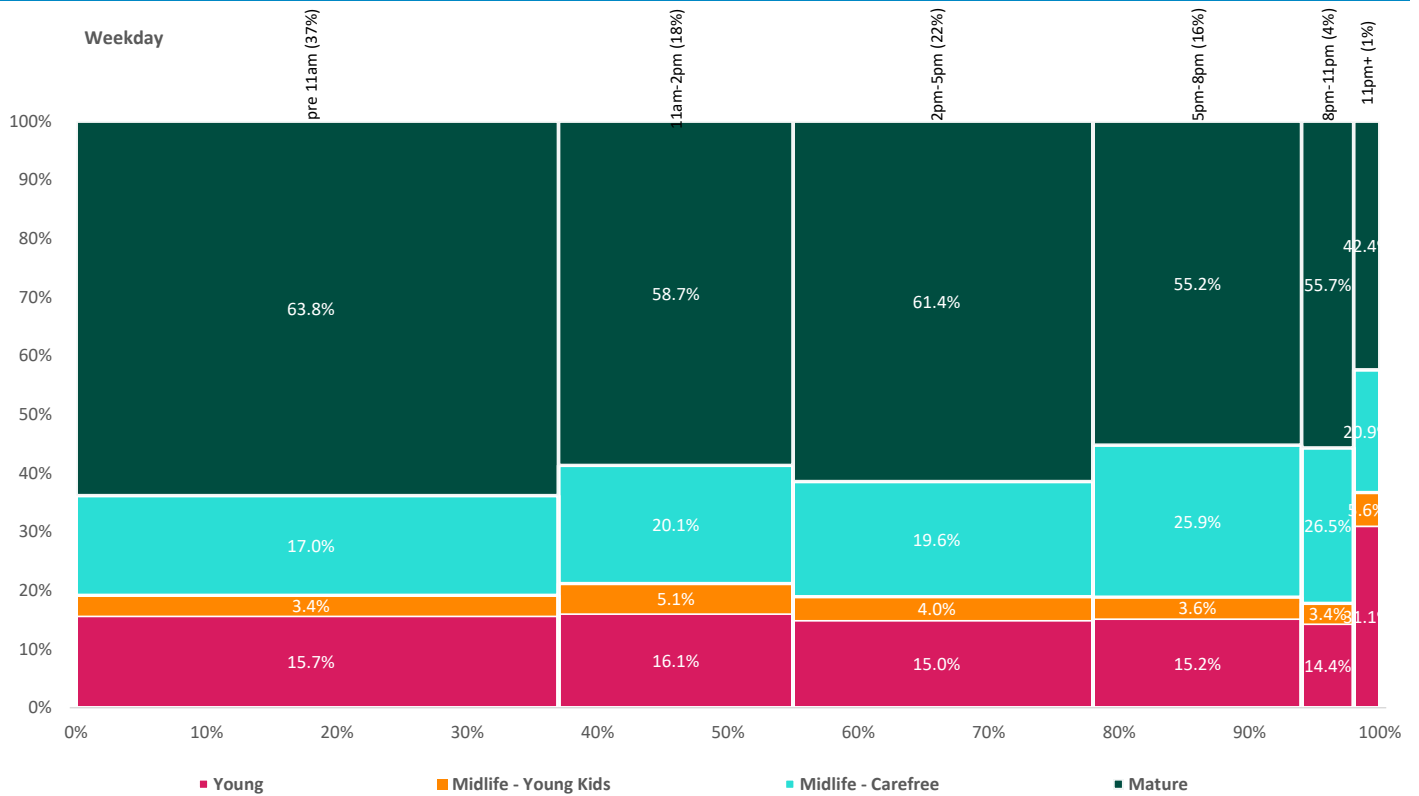
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - White Horse Hotel Edgeworth

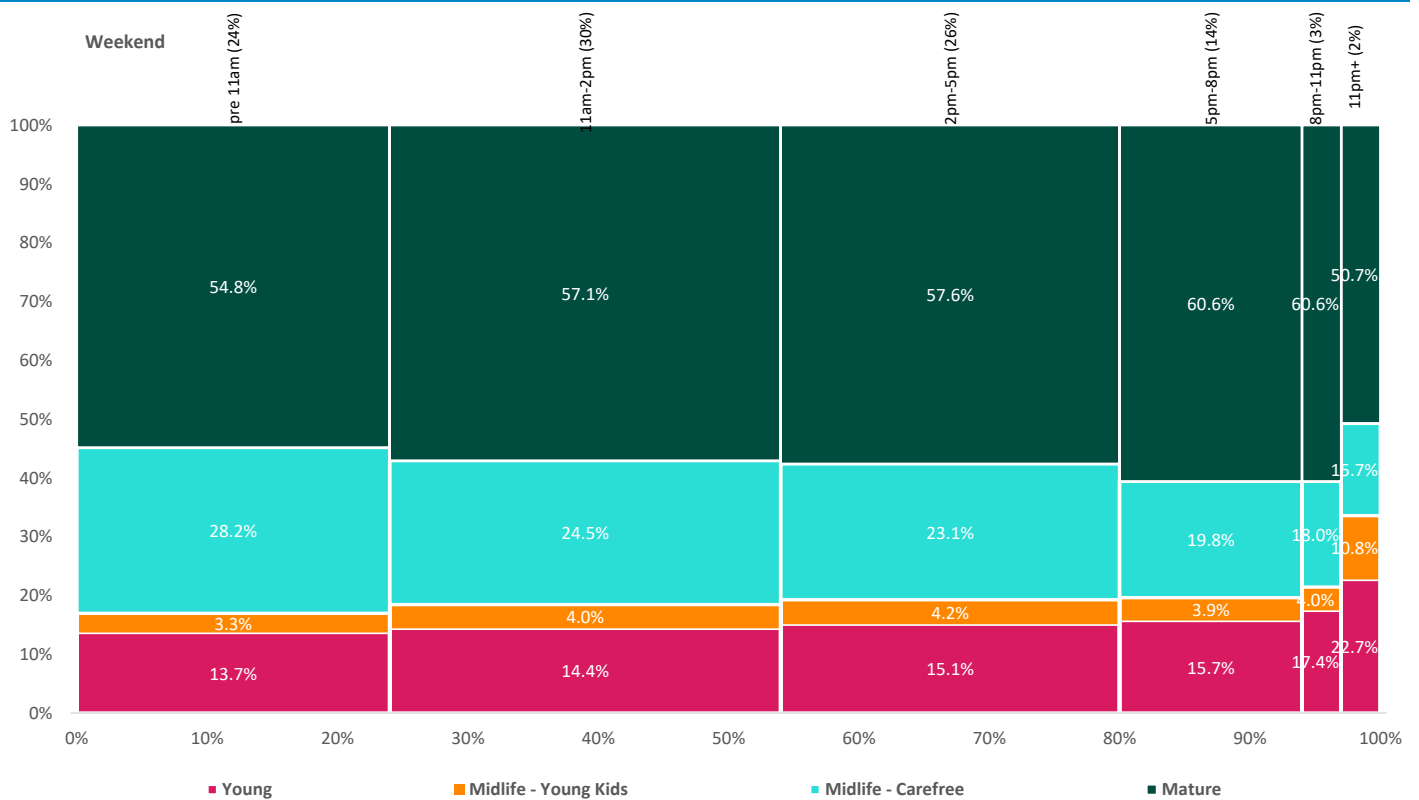


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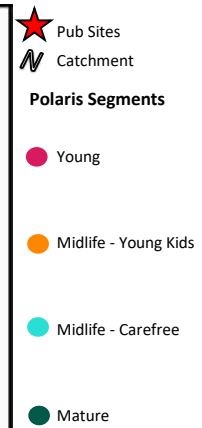
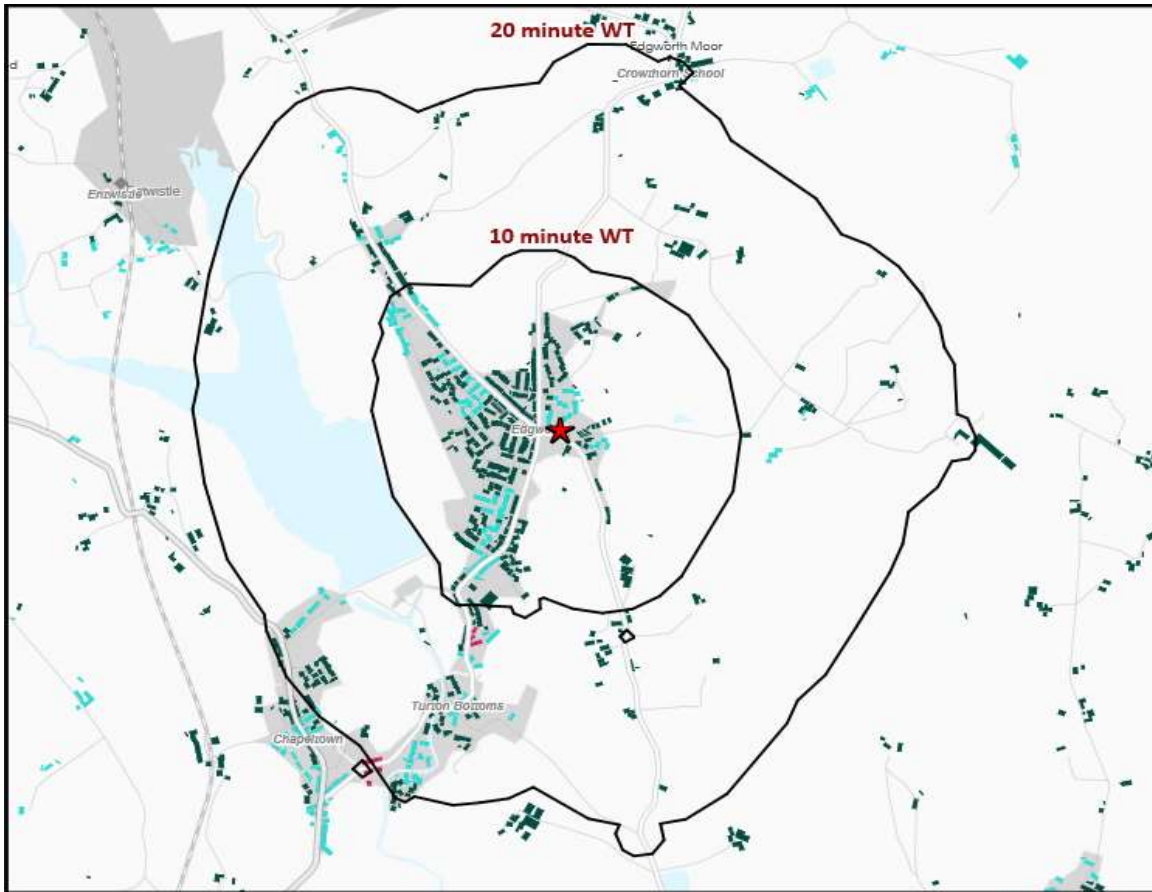
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - White Horse Hotel Edgeworth

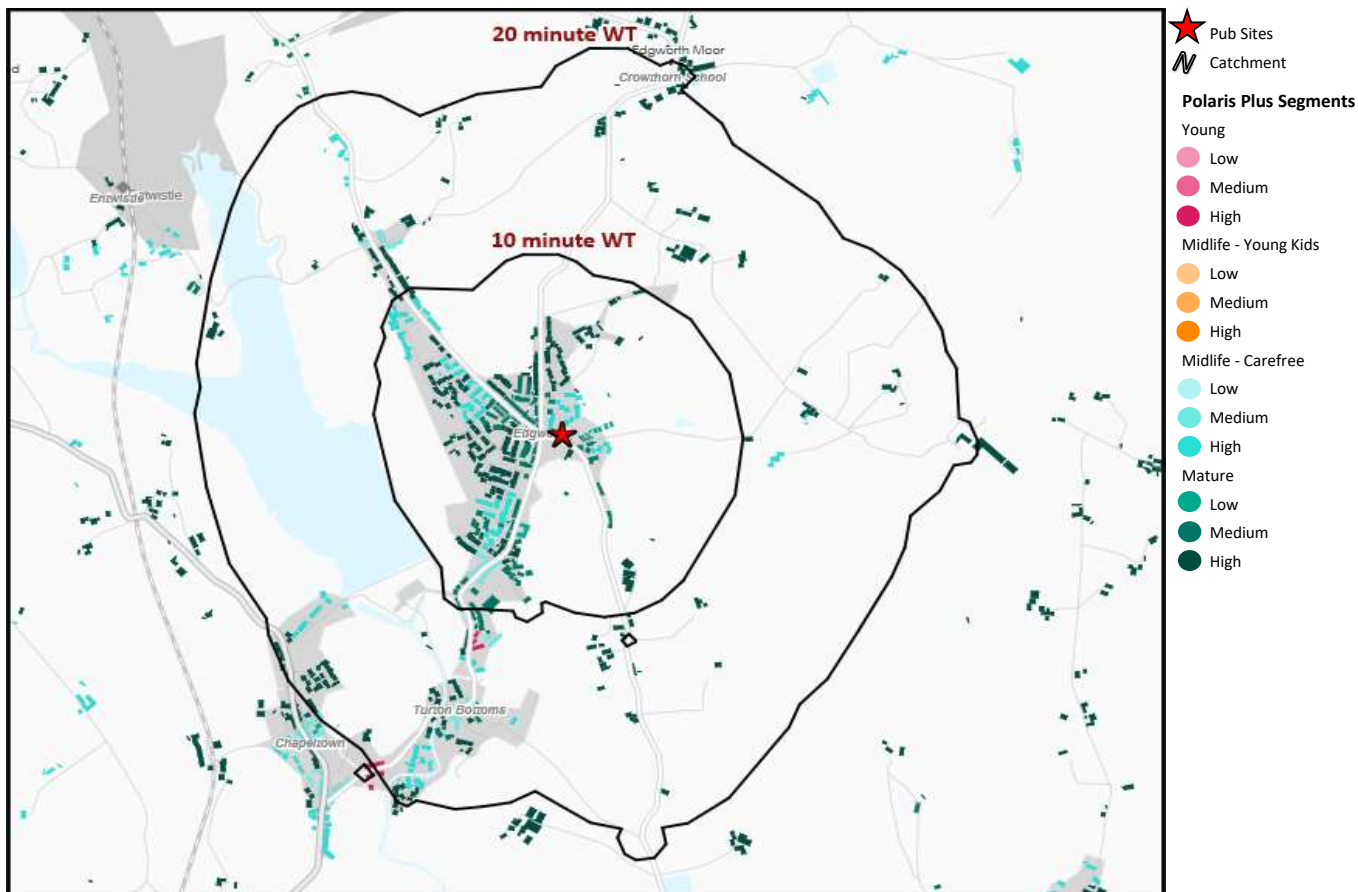


Polaris Profile by Catchment

*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	3	46	122,442	1	8	127
Midlife - Young Kids	0	0	58,593	0	0	154
Midlife - Carefree	360	680	43,641	168	205	79
Mature	990	1,369	121,238	165	147	78
Not Private Households	0	0	2,947	0	0	64
Total	1,353	2,095	348,861			

Polaris Plus Summary - White Horse Hotel Edgeworth

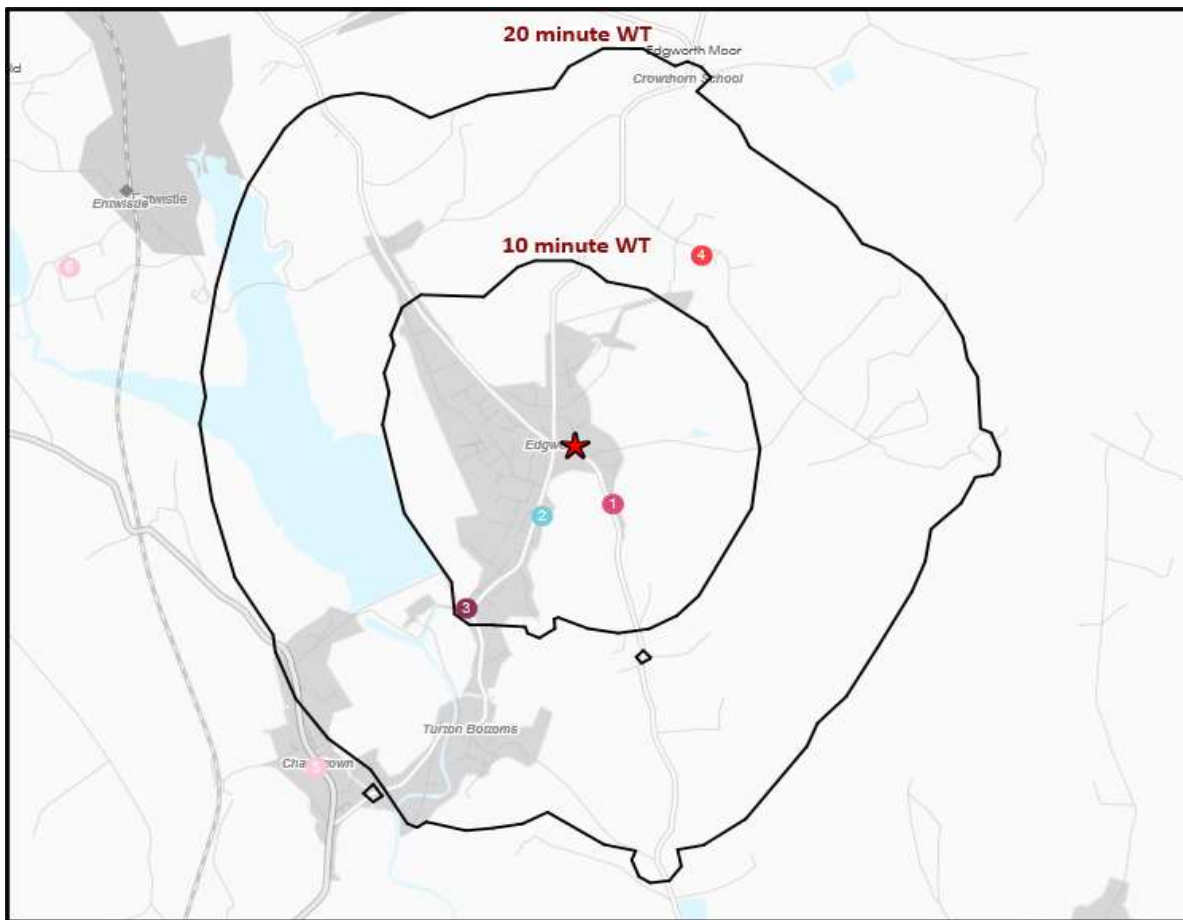


Polaris Plus Profile by Catchment

*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	60,198	0	0	176
Medium	0	0	59,947	0	0	157
High	3	46	2,297	3	33	10
Midlife - Young Kids						
Low	0	0	46,034	0	0	241
Medium	0	0	12,546	0	0	83
High	0	0	13	0	0	0
Midlife - Carefree						
Low	0	0	20,217	0	0	138
Medium	92	204	17,104	95	136	68
High	268	476	6,320	445	510	41
Mature						
Low	38	38	41,273	20	13	86
Medium	396	446	47,529	187	136	87
High	556	885	32,436	274	282	62
Not Private Households	0	0	2,947	0	0	64
Total	1,353	2,095	348,861			

CGA Summary - White Horse Hotel Edgeworth

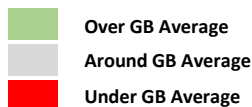


-  Pub Sites
-  Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	White Horse Hotel	BL 7 0AY	Star Pubs & Bars	GPGF	0.0
1	Rose & Crown	BL 7 0AR	*Other Small Retail Groups	Family Pub Dining	0.1
2	Edgeworth Cricket Club	BL 7 0AP	Independent Free	Clubland	0.2
3	Black Bull	BL 7 0AF	Trust Inns Limited	Premium Local	0.4
4	Wheatsheaf Hill Farm	BL 7 0BY	Independent Free	Large Venue	0.5
5	Chetham Arms	BL 7 0EW	Stonegate Pub Company	GPGF	0.9
6	Strawberry Duck	BL 7 0LU	Star Pubs & Bars	GPGF	1.1

Per Pub Analysis - White Horse Hotel Edgeworth



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,353	2,095	348,861
Number of Competition Pubs	4	5	404
Adults 18+ per Competition Pub	338	419	864

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	59	4.3%	54
Circuit Bar	0	3	0.2%	5
Community Pub	0	164	12.1%	63
Craft Led	0	1	0.0%	1
Great Pub Great Food	1	466	34.4%	195
High Street Pub	0	139	10.3%	56
Premium Local	1	431	31.8%	193

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	114	5.4%	68
Circuit Bar	0	3	0.1%	3
Community Pub	0	205	9.8%	51
Craft Led	0	8	0.4%	11
Great Pub Great Food	1	747	35.7%	202
High Street Pub	0	160	7.6%	41
Premium Local	1	654	31.2%	189

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	22,040	6.3%	78
Circuit Bar	10	19,002	5.4%	134
Community Pub	98	83,902	24.1%	126
Craft Led	0	12,819	3.7%	106
Great Pub Great Food	6	40,005	11.5%	65
High Street Pub	64	82,528	23.7%	128
Premium Local	46	48,297	13.8%	84

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 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ 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.																																									
	<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> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable 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"	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- 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																						
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Product needs																																									
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			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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