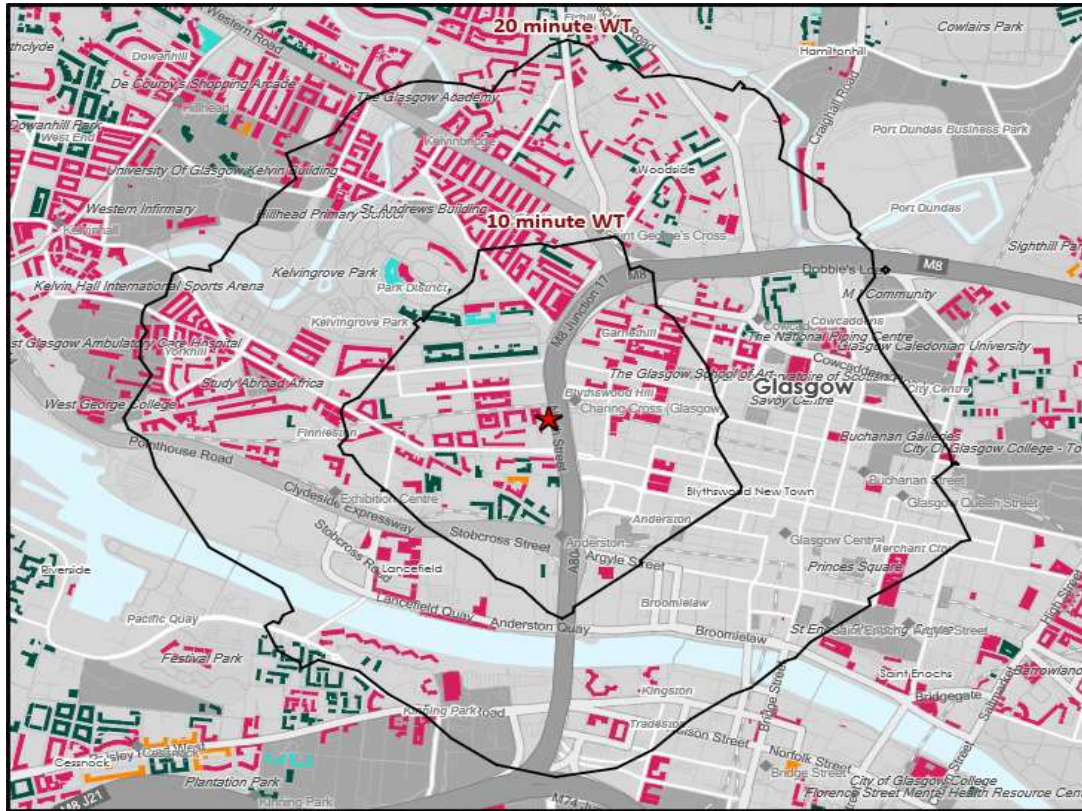


Catchment Summary - Bon Accord Glasgow



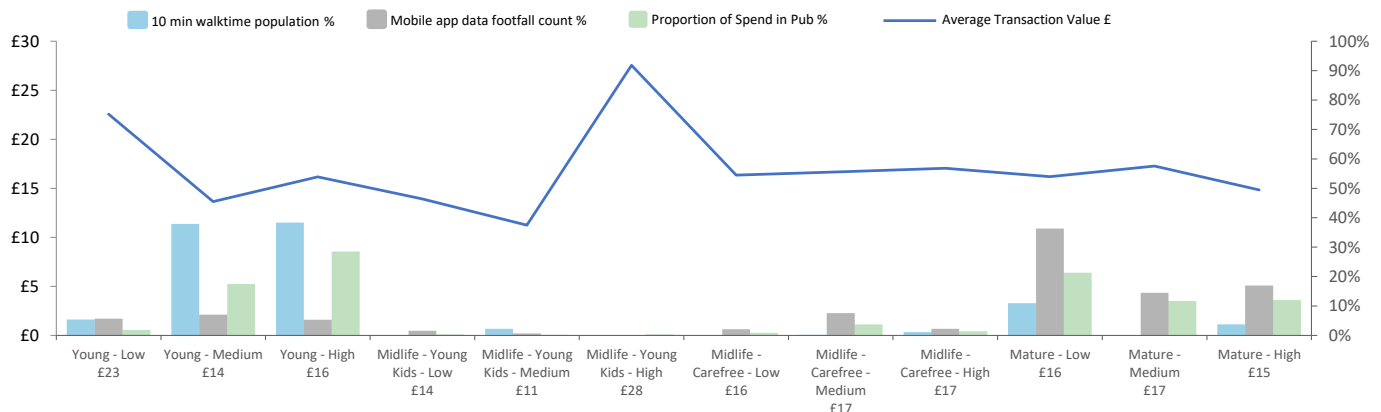
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Ship To	Name	Postcode	Operator	Segment	Sparsity
863326	Bon Accord Glasgow	G 3 7DA	Star Pubs & Bars	ABOS	1



- ★ 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 - Bon Accord Glasgow

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

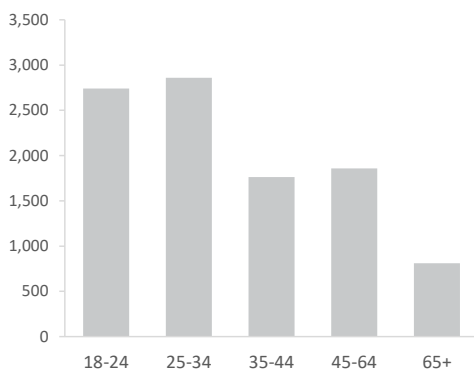
Population	11,323	41,876	1,179,984	211	226	269
Adults 18+	10,032	37,829	964,181	223	248	276
Competition Pubs	60	163	1,016	333	453	244
Adults 18+ per Competition Pub	167	232	949	19	27	110
% Adults Likely to Drink	78.5%	79.9%	77.4%	103	105	102

Population & Adults 18+ index is based on all pubs

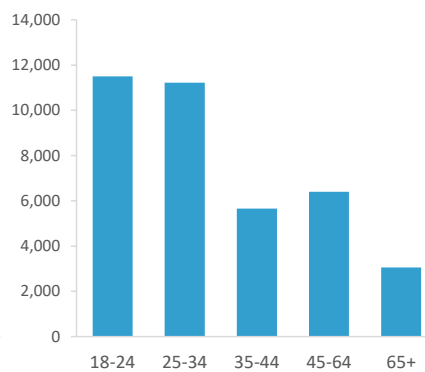
Affluence	Low	16.4%	11.9%	46.8%	49	36	141
	Medium	40.4%	46.2%	26.7%	106	121	70
	High	43.1%	41.4%	25.1%	158	152	92

*Affluence does not include Not Private Households

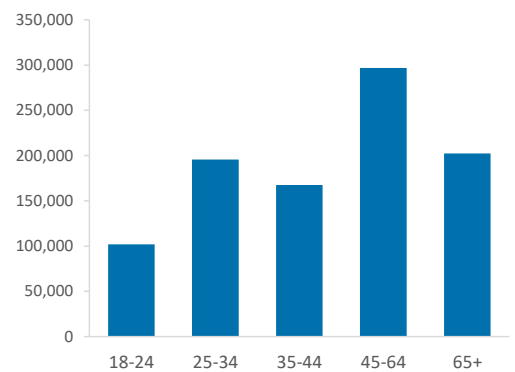
Age Profile	18-24	2,742	11,496	101,916	297	337	106
	25-34	2,860	11,218	195,698	189	201	124
	35-44	1,762	5,660	167,584	118	102	107
	45-64	1,858	6,399	296,689	64	59	98
	65+	810	3,056	202,294	37	38	89



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	5,727 (51%)	21,749 (52%)	576,362 (49%)	103	106	100
	Female	5,596 (49%)	20,127 (48%)	603,622 (51%)	97	94	100

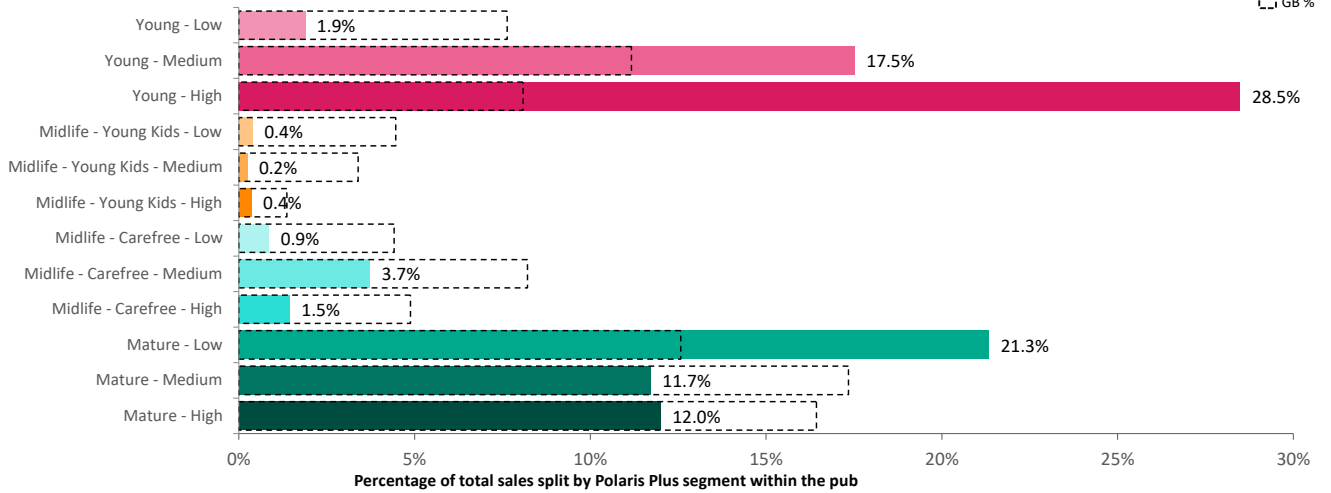
Economic Status (16+)	Employed: Full-time	3,592 (35%)	13,237 (35%)	369,504 (37%)	103	101	109
	Employed: Part-time	694 (7%)	2,326 (6%)	106,980 (11%)	58	51	91
	Self employed	670 (7%)	2,288 (6%)	53,360 (5%)	72	65	59
	Unemployed	251 (2%)	885 (2%)	25,182 (3%)	89	84	92
	Full-time student	1,202 (12%)	4,561 (12%)	42,466 (4%)	498	502	181
	Retired	796 (8%)	3,168 (8%)	209,394 (21%)	36	38	97
	Other	2,946 (29%)	11,752 (31%)	181,171 (18%)	167	177	105

Total Worker Count	19,806	55,516	534,509
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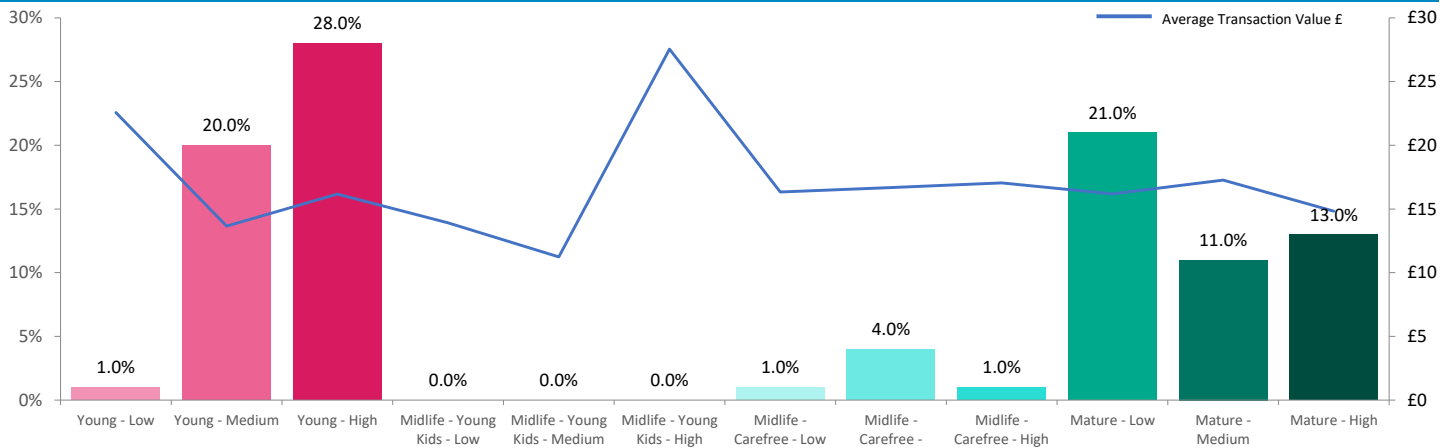
See the Glossary page for further information on the above variables

Transactional Data Summary - Bon Accord Glasgow

Spend by Polaris Plus

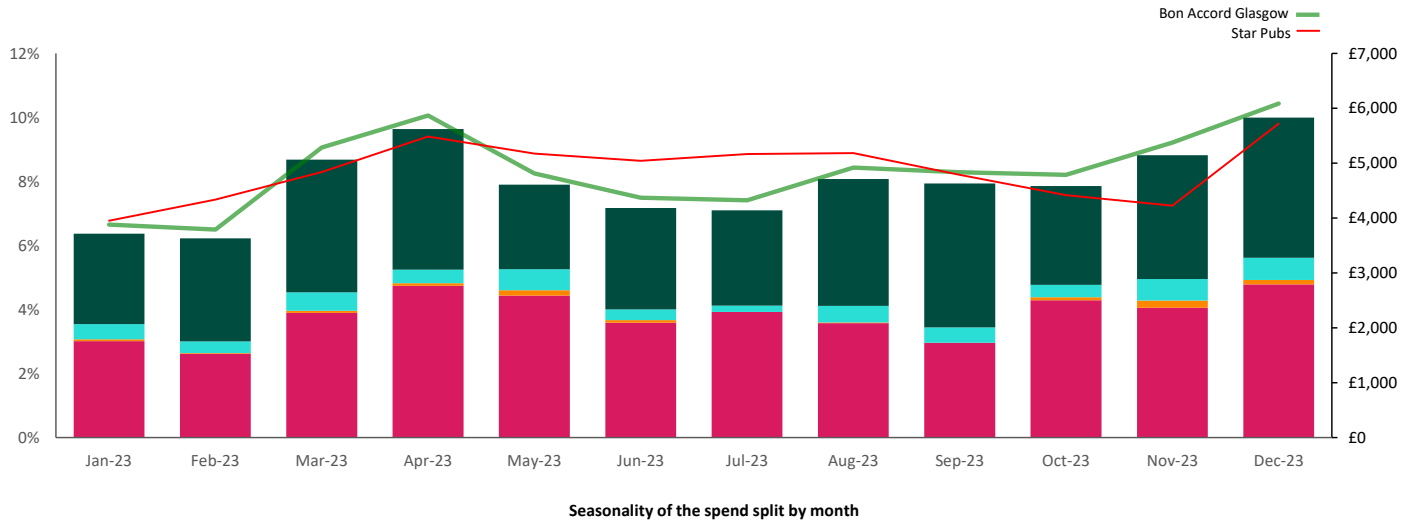


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

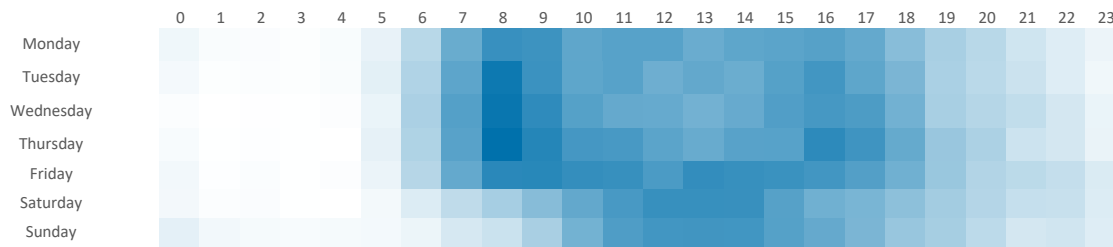


Mobile Data Summary - Bon Accord Glasgow



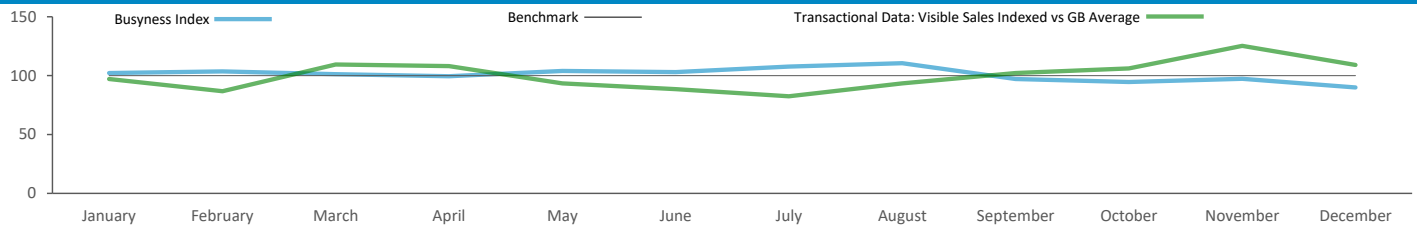
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Time of Day/Day of Week



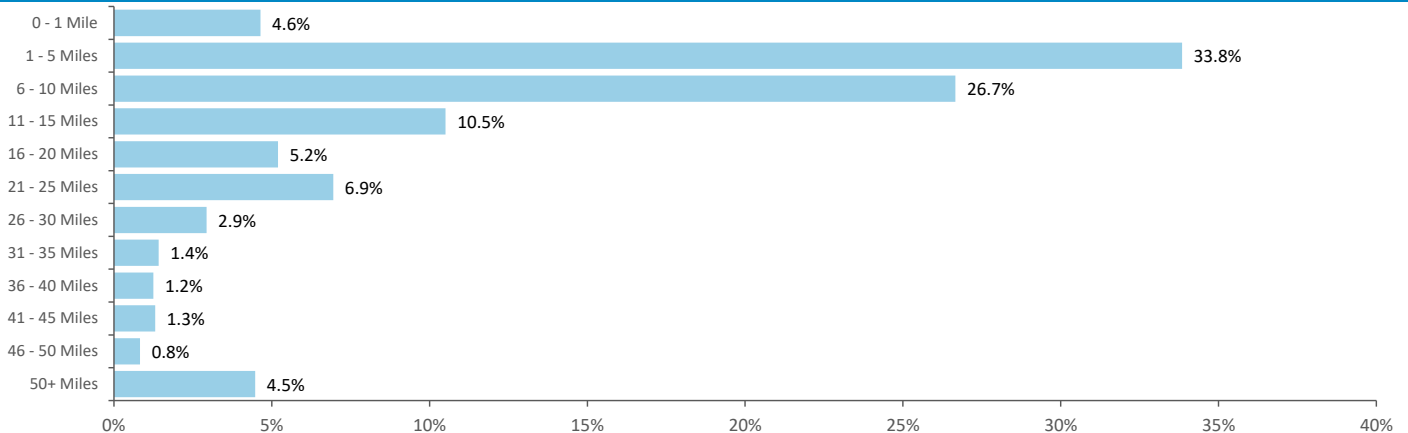
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

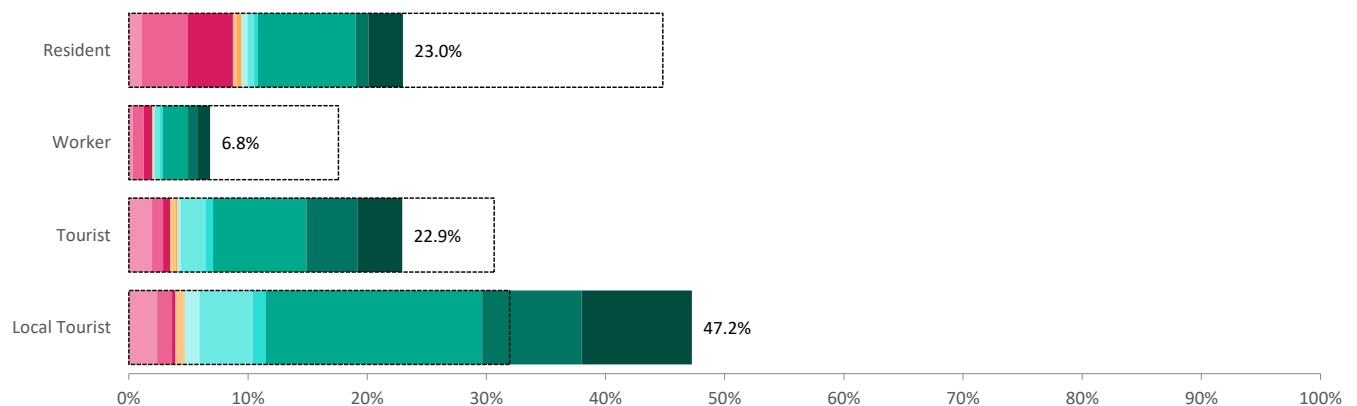
Distance from Home



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



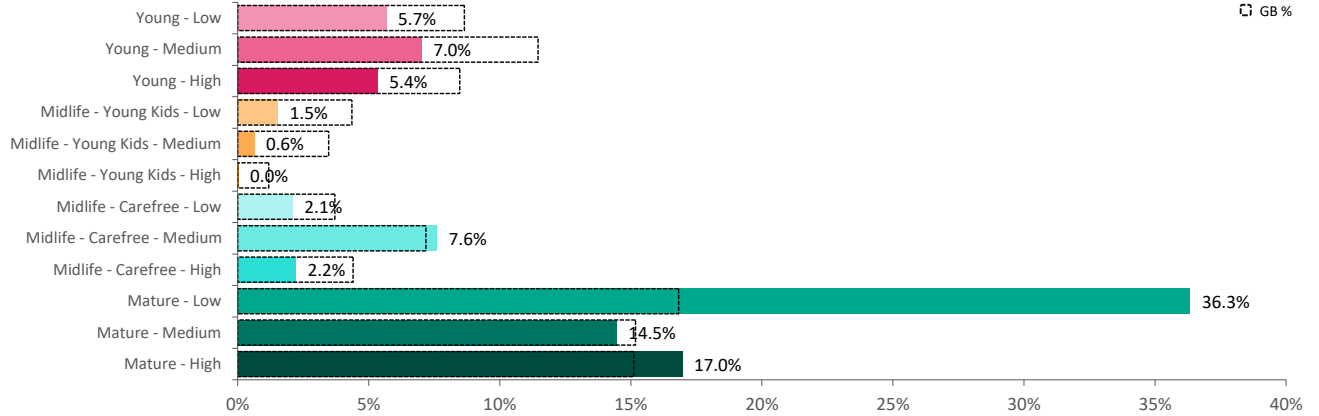
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Bon Accord Glasgow



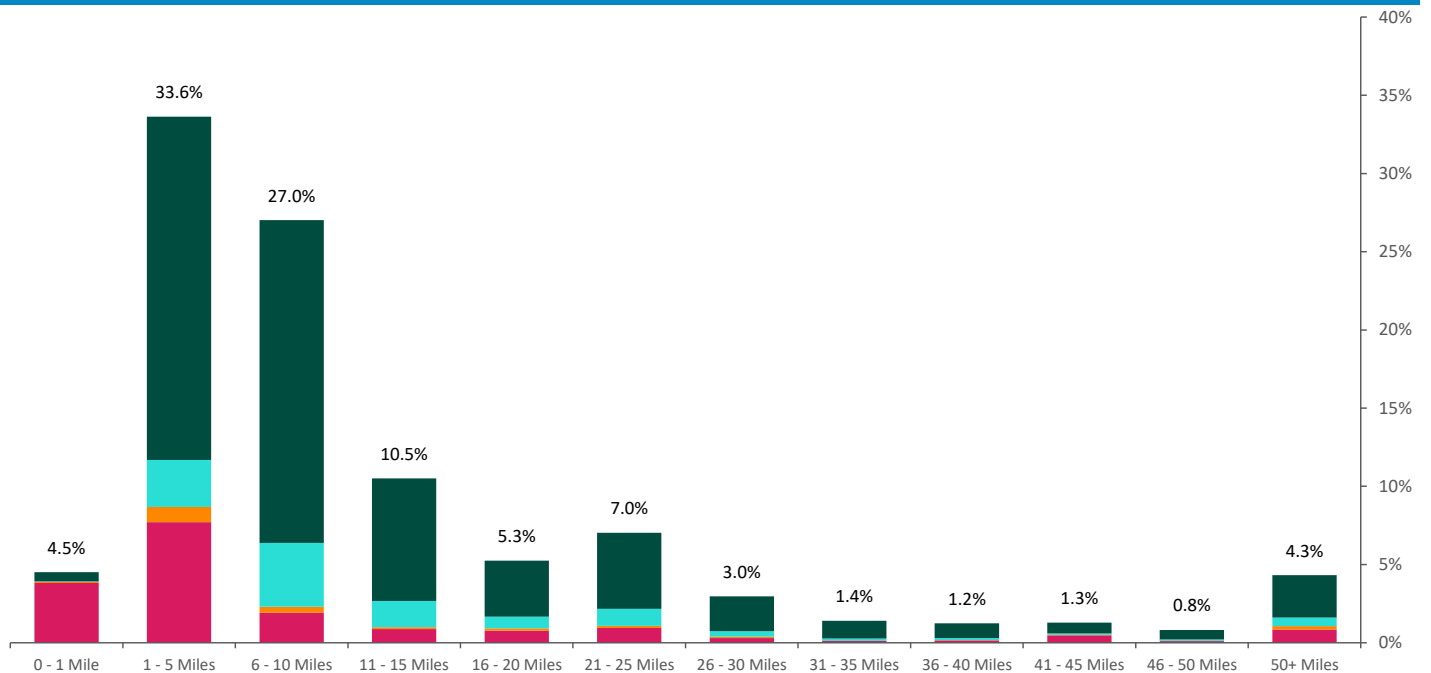
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Polaris Plus Profile



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



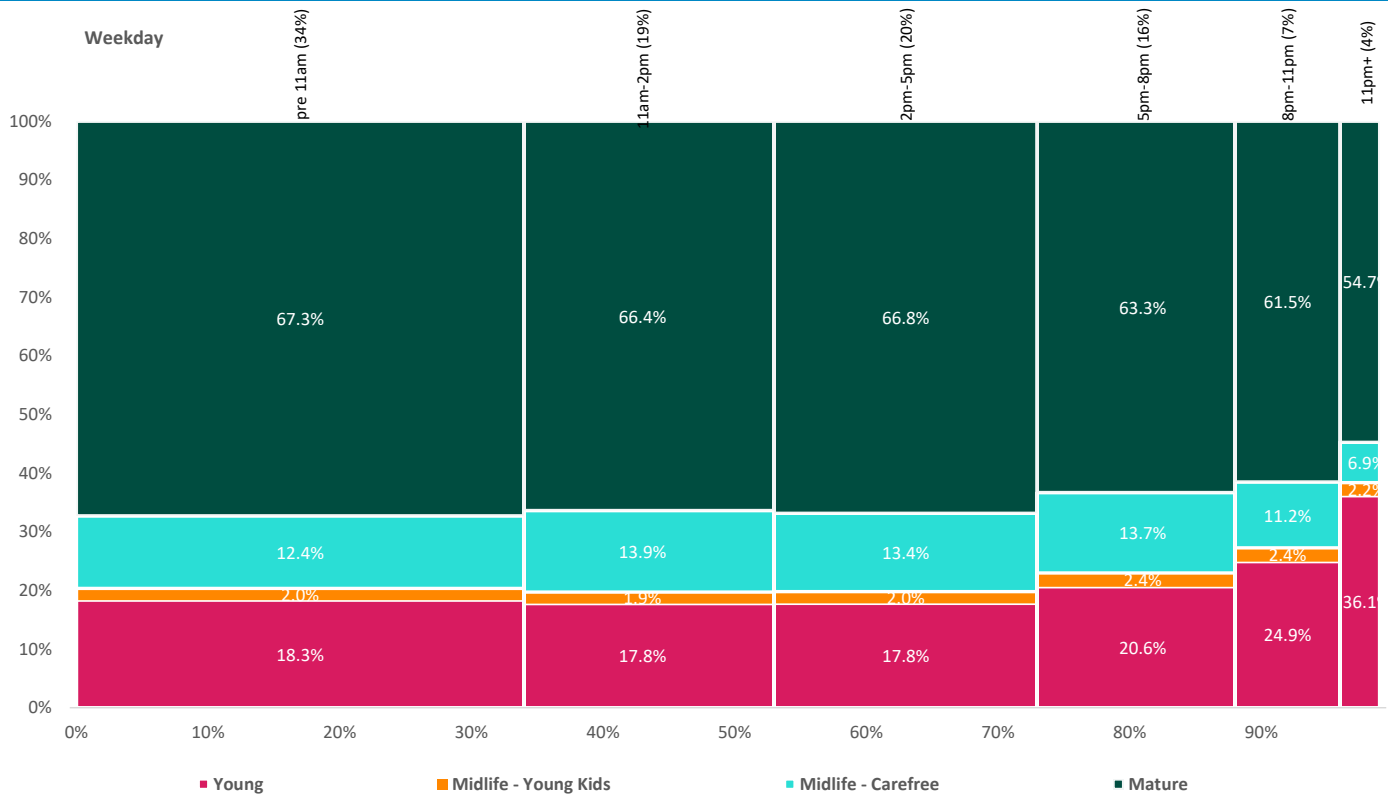
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Bon Accord Glasgow

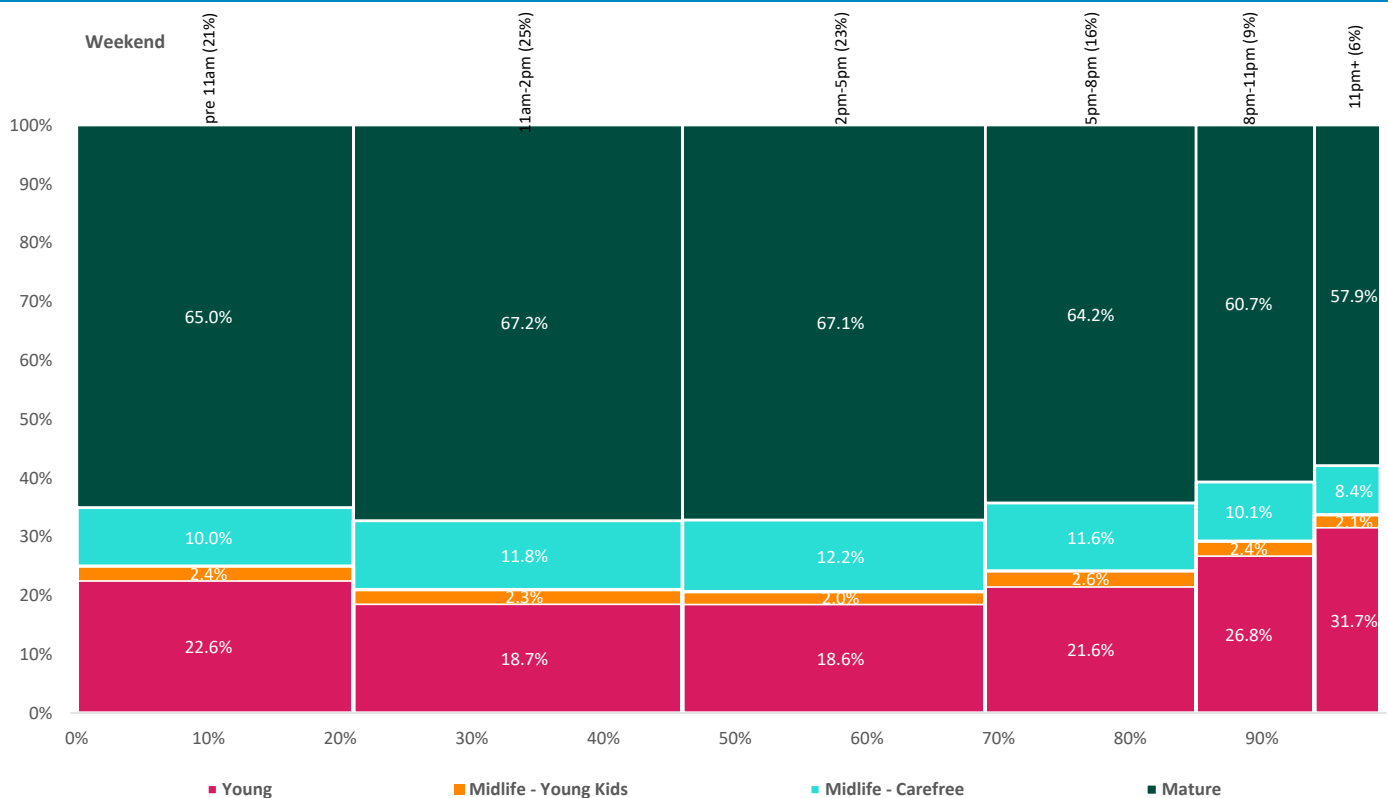


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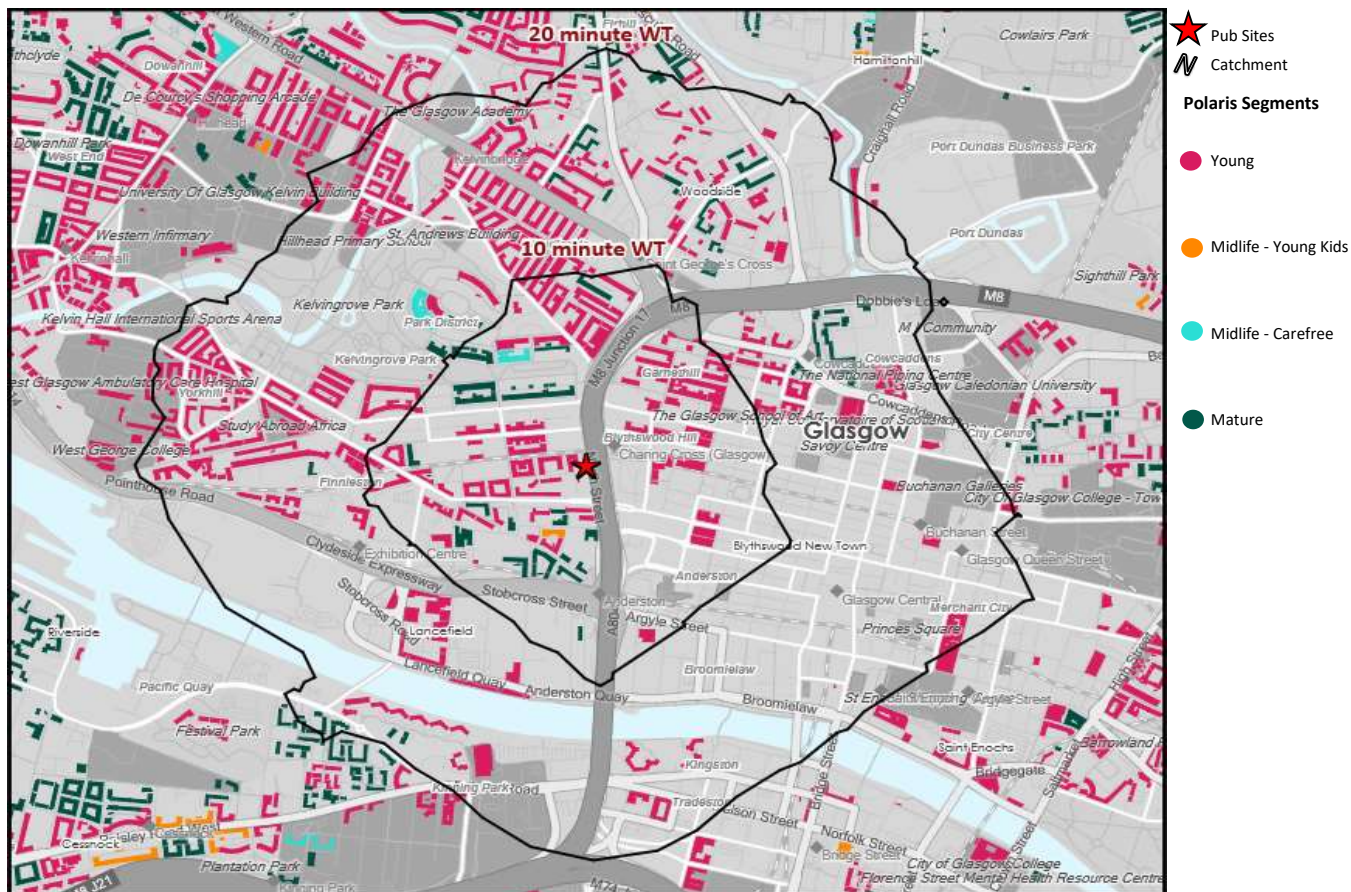
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Bon Accord Glasgow



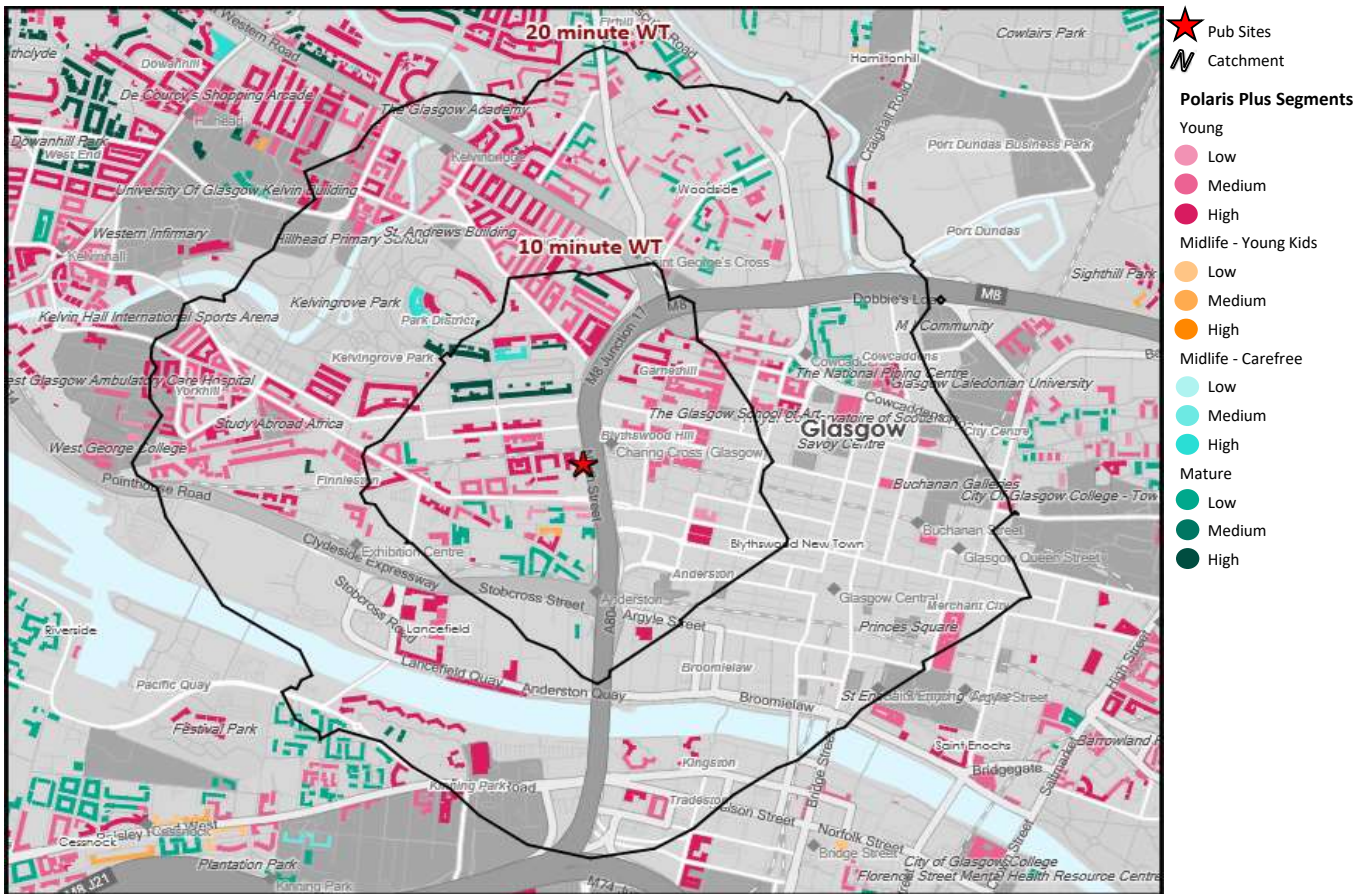
Polaris Profile by Catchment

*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	8,188	32,938	239,287	296	316	90
Midlife - Young Kids	224	303	18,476	20	7	18
Midlife - Carefree	132	167	77,560	8	3	51
Mature	1,477	4,256	615,429	33	25	144
Not Private Households	11	165	13,429	8	33	106
Total	10,032	37,829	964,181			

Polaris Plus Summary - Bon Accord Glasgow

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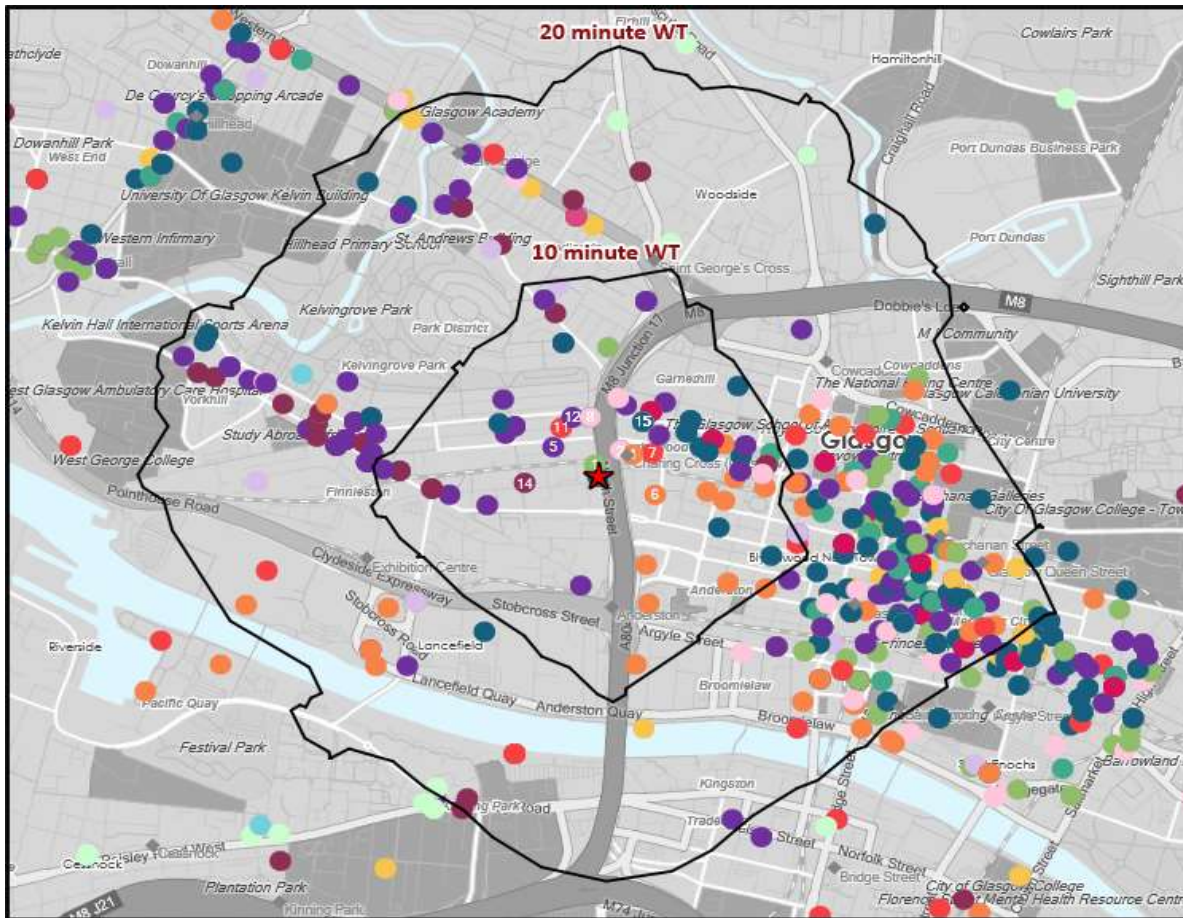


Polaris Plus Profile by Catchment

*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	541	1,262	49,258	55	34	52
Medium	3,803	17,081	102,672	345	411	97
High	3,844	14,595	87,357	569	573	135
Midlife - Young Kids						
Low	0	0	11,220	0	0	21
Medium	224	287	6,995	52	18	17
High	0	16	261	0	4	2
Midlife - Carefree						
Low	0	0	18,822	0	0	46
Medium	23	23	43,546	3	1	63
High	109	144	15,192	24	9	35
Mature						
Low	1,102	3,243	372,138	80	62	281
Medium	0	97	104,561	0	2	69
High	375	916	138,730	25	16	96
Not Private Households	11	165	13,429	8	33	106
Total	10,032	37,829	964,181			

CGA Summary - Bon Accord Glasgow

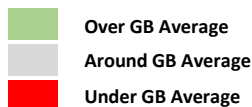


-  Pub Sites
-  Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Bon Accord	G 3 7DA	Star Pubs & Bars	ABOS	0.0
1	Bar Basquiat	G 3 7EH	Independent Free	Circuit Bar	0.0
2	Seventh Heaven	G 2 4NQ	Independent Free	ABOS	0.1
2	Babygrand	G 2 4NQ	Baby Grand Group	GPGF	0.1
4	Britannia Inn	G 2 4PP	Britannia Hotels	Hotel	0.1
5	Shenaz	G 3 7EE	Independent Free	Restaurants	0.1
6	Safestay	G 2 4PB	Safestay Plc	Hotel	0.1
7	Kings Theatre	G 2 4JN	Ambassador Theatre Group Ltd	Large Venue	0.1
8	Berkeley Suite	G 3 7DL	Independent Free	Night Club	0.1
8	Locale	G 3 7DL	Independent Free	ABOS	0.1
8	Chinaskis	G 3 7DL	Independent Free	GPGF	0.1
11	Mitchell Theatre	G 3 7DR	Independent Free	Large Venue	0.1
12	Bufalo Grill	G 3 7PQ	Independent Free	Restaurants	0.1
12	Akbars	G 3 7PQ	Akbar Restaurants	Restaurants	0.1
14	Orwells	G 3 7AL	Scotsman Group	Premium Local	0.2
15	Nanakusa	G 2 3LG	Independent Free	Restaurants	0.2
15	Nice N Sleazy	G 2 3LG	Independent Free	ABOS	0.2
15	Local	G 2 3LG	Independent Free	ABOS	0.2
15	Box Bar & Club	G 2 3LG	Independent Free	Circuit Bar	0.2
15	Hall	G 2 3LG	Stonegate Pub Company	GPGF	0.2
15	Variety Bar	G 2 3LG	Caledonian Heritable	ABOS	0.2

Per Pub Analysis - Bon Accord Glasgow



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	10,032	37,829	964,181
Number of Competition Pubs	60	163	1,016
Adults 18+ per Competition Pub	167	232	949

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	31	2,351	23.4%	291
Circuit Bar	13	608	6.1%	149
Community Pub	0	1,070	10.7%	56
Craft Led	0	1,233	12.3%	355
Great Pub Great Food	6	2,428	24.2%	137
High Street Pub	5	1,257	12.5%	68
Premium Local	5	1,052	10.5%	64

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	76	9,101	24.1%	299
Circuit Bar	30	2,362	6.2%	154
Community Pub	3	3,491	9.2%	48
Craft Led	0	4,992	13.2%	382
Great Pub Great Food	18	9,168	24.2%	137
High Street Pub	12	4,511	11.9%	65
Premium Local	21	4,017	10.6%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	157	70,337	7.3%	91
Circuit Bar	112	45,920	4.8%	117
Community Pub	157	251,074	26.0%	136
Craft Led	0	32,330	3.4%	97
Great Pub Great Food	58	147,921	15.3%	87
High Street Pub	114	214,961	22.3%	121
Premium Local	114	125,841	13.1%	79

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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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																						
Metropolitan				Large Urban								Small Urban				Rural																									