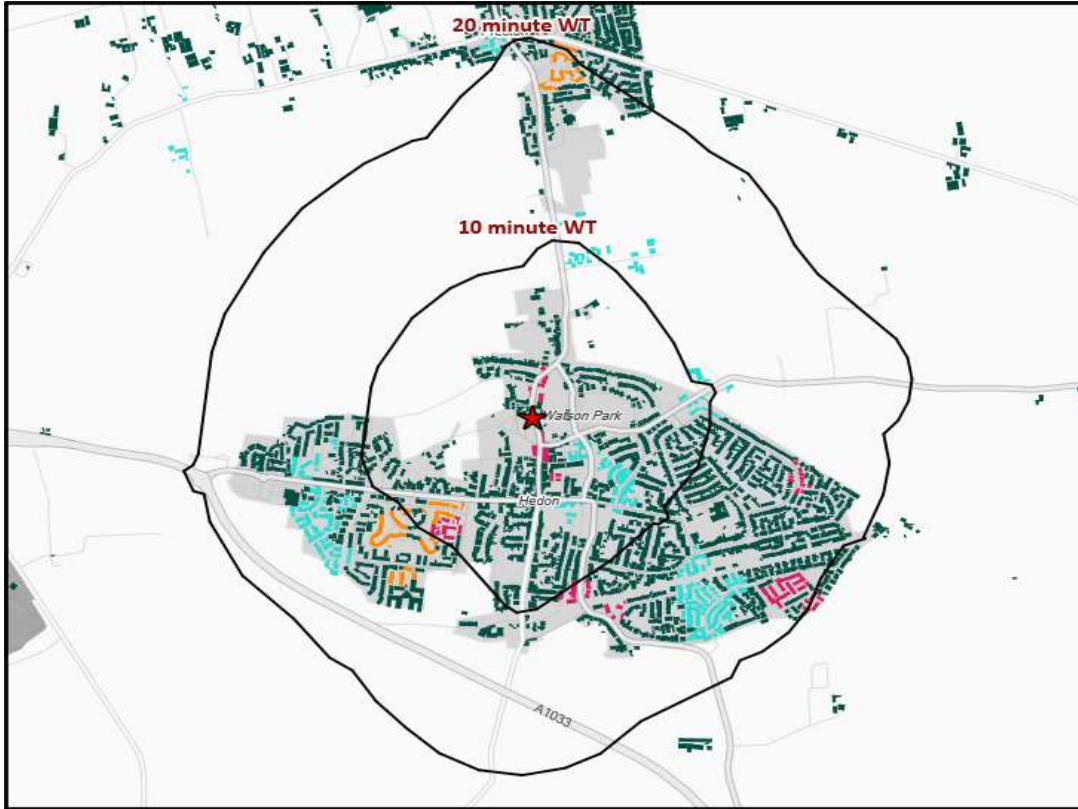


Catchment Summary - Station Hedon Hull

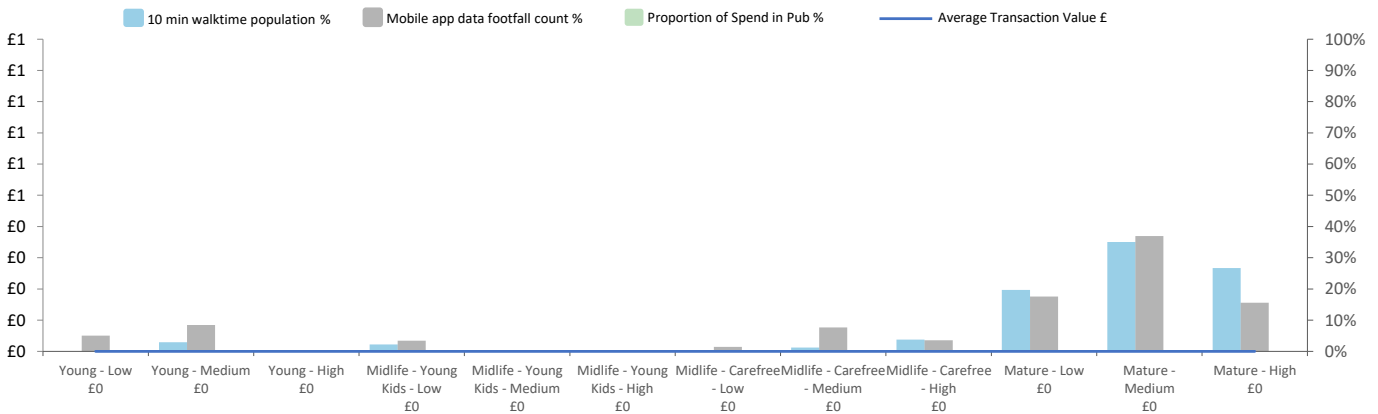
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626694	Station Hedon Hull	HU12 8JR	Star Pubs & Bars	Premium Local	16



- 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 - Station Hedon Hull



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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

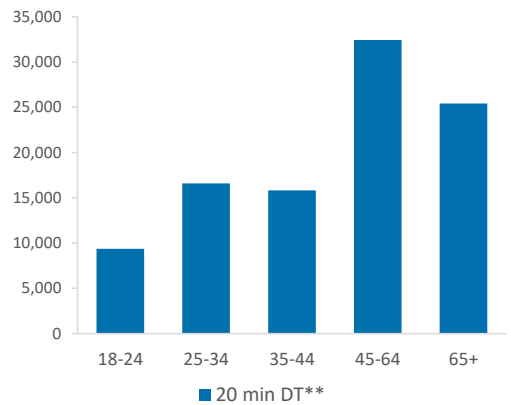
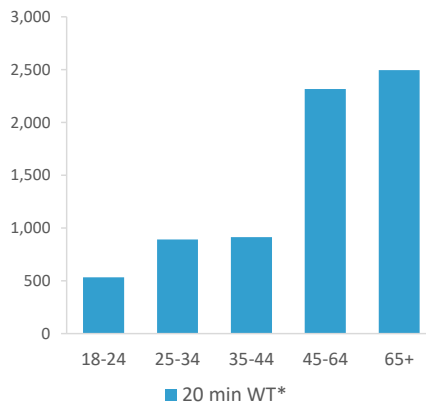
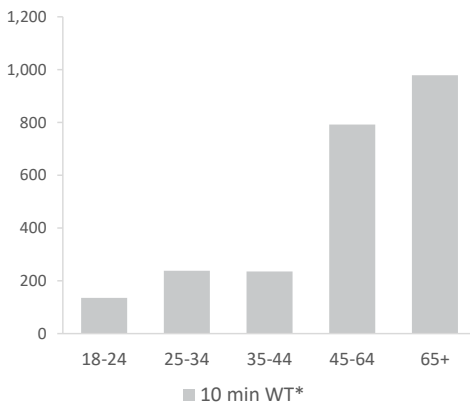
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,752	8,622	124,655	51	47	28
Adults 18+	2,379	7,149	99,622	53	47	29
Competition Pubs	9	14	166	50	39	40
Adults 18+ per Competition Pub	264	511	600	31	59	70
% Adults Likely to Drink	80.7%	79.3%	76.2%	106	104	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	21.9%	34.8%	51.7%	66	105	155
	Medium	39.3%	44.0%	37.7%	103	115	99
	High	30.5%	18.5%	8.6%	112	68	31

*Affluence does not include Not Private Households

Age Profile	18-24	135	532	9,357	60	76	92
	25-34	238	892	16,600	65	78	100
	35-44	235	914	15,809	64	80	96
	45-64	792	2,316	32,435	112	105	101
	65+	979	2,495	25,421	185	151	106



	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	1,289 (47%)	4,171 (48%)	62,436 (50%)	96	99	102
	Female	1,463 (53%)	4,451 (52%)	62,219 (50%)	104	101	98
Economic Status (16+)	Employed: Full-time	689 (28%)	2,338 (32%)	34,487 (34%)	82	92	98
	Employed: Part-time	254 (10%)	893 (12%)	13,147 (13%)	88	102	108
	Self employed	162 (7%)	488 (7%)	6,291 (6%)	72	72	66
	Unemployed	42 (2%)	137 (2%)	3,865 (4%)	63	68	136
	Full-time student	48 (2%)	127 (2%)	1,774 (2%)	83	73	73
	Retired	968 (40%)	2,482 (34%)	23,702 (23%)	182	154	106
	Other	266 (11%)	879 (12%)	19,279 (19%)	63	69	108
Total Worker Count		1,205	4,418	78,535			

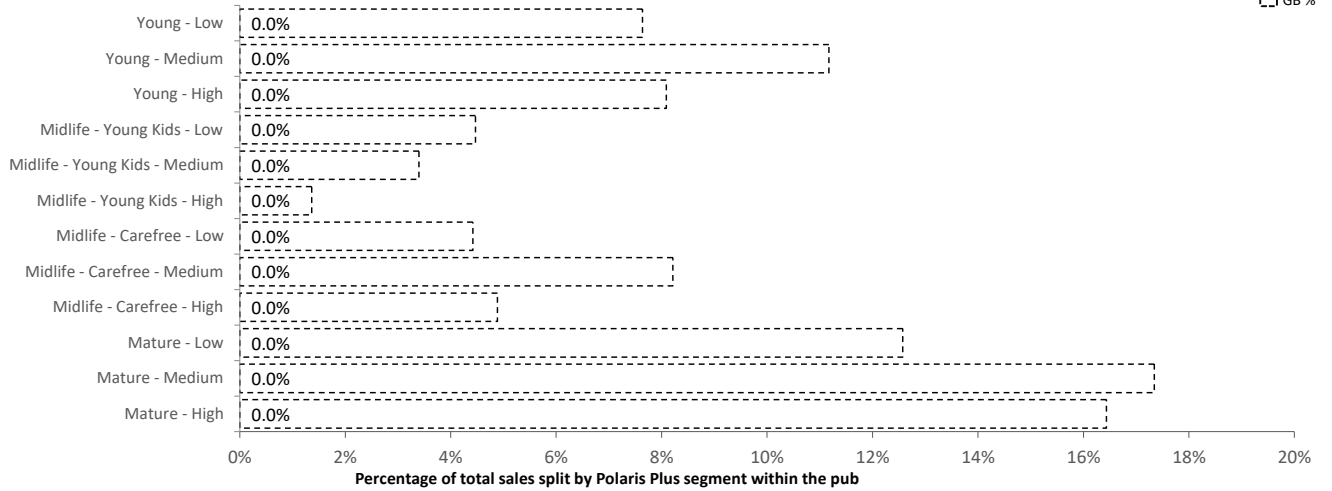
See the Glossary page for further information on the above variables

Transactional Data Summary - Station Hedon Hull

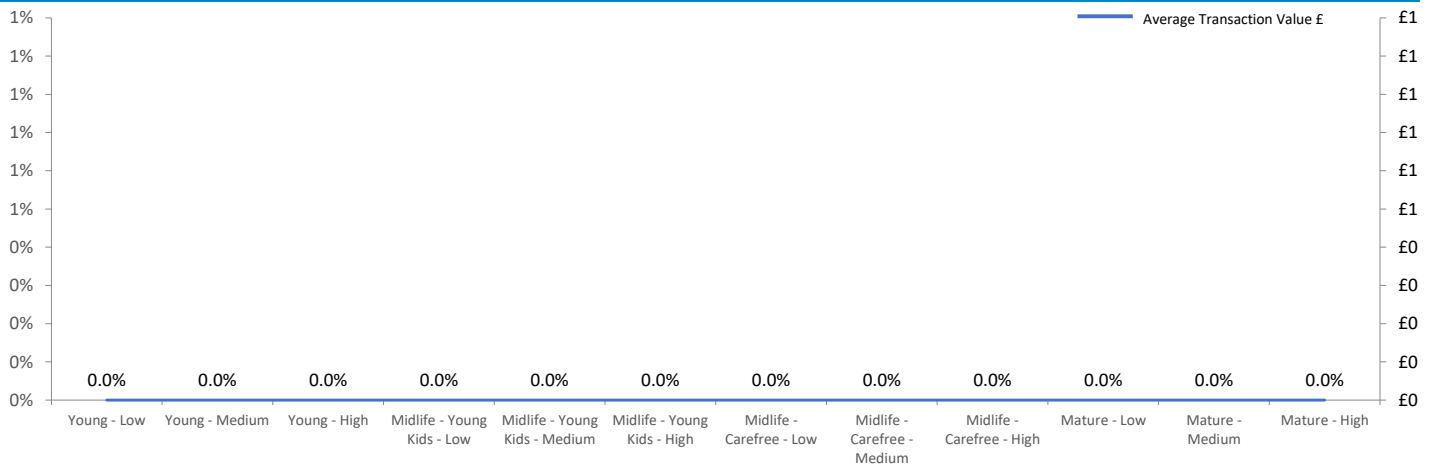


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Spend by Polaris Plus

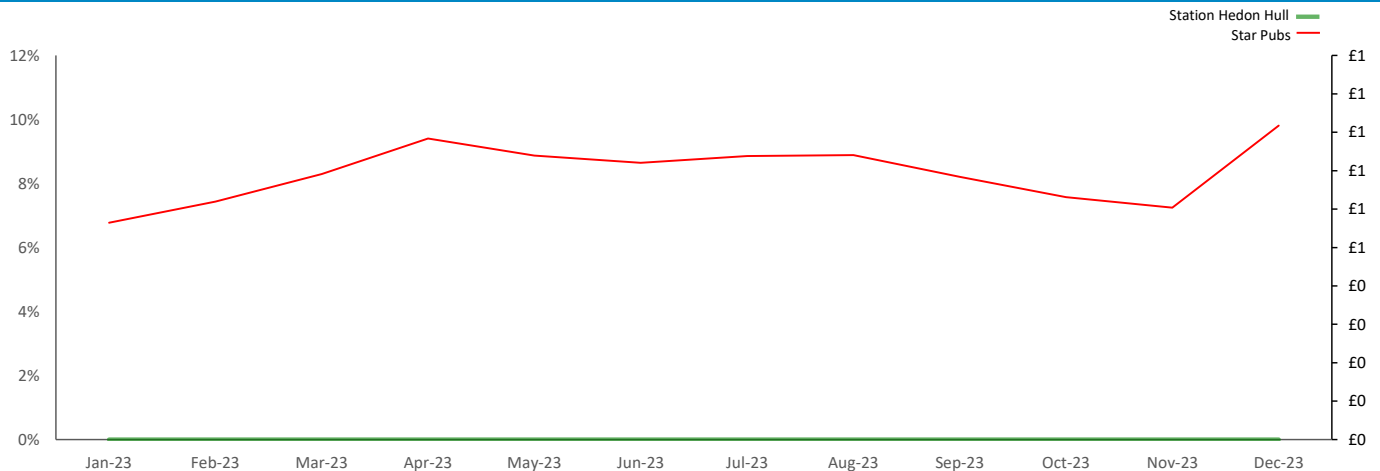


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



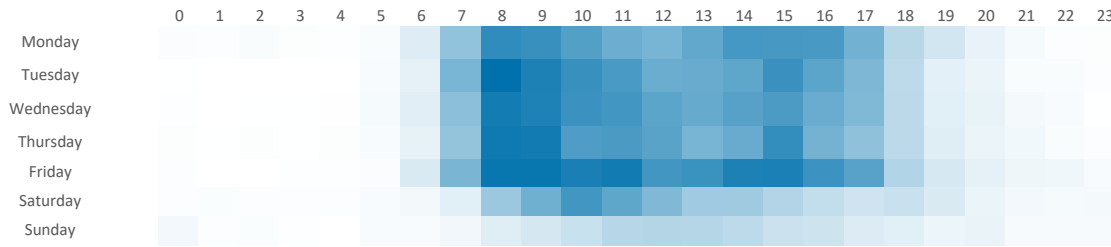
Seasonality of the spend split by month

Mobile Data Summary - Station Hedon Hull



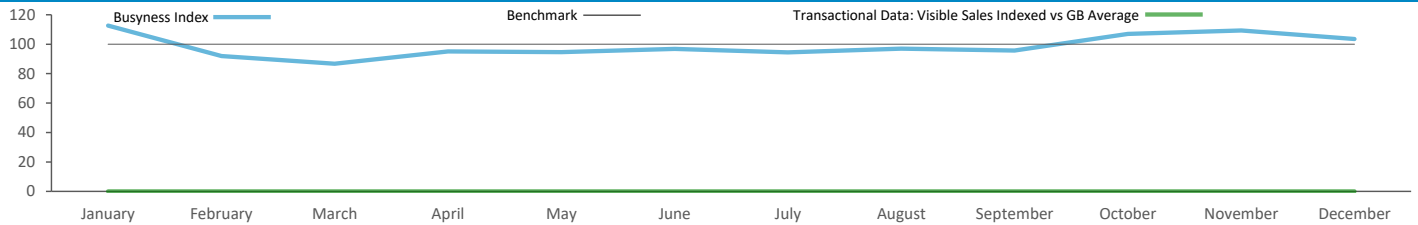
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Time of Day/Day of Week



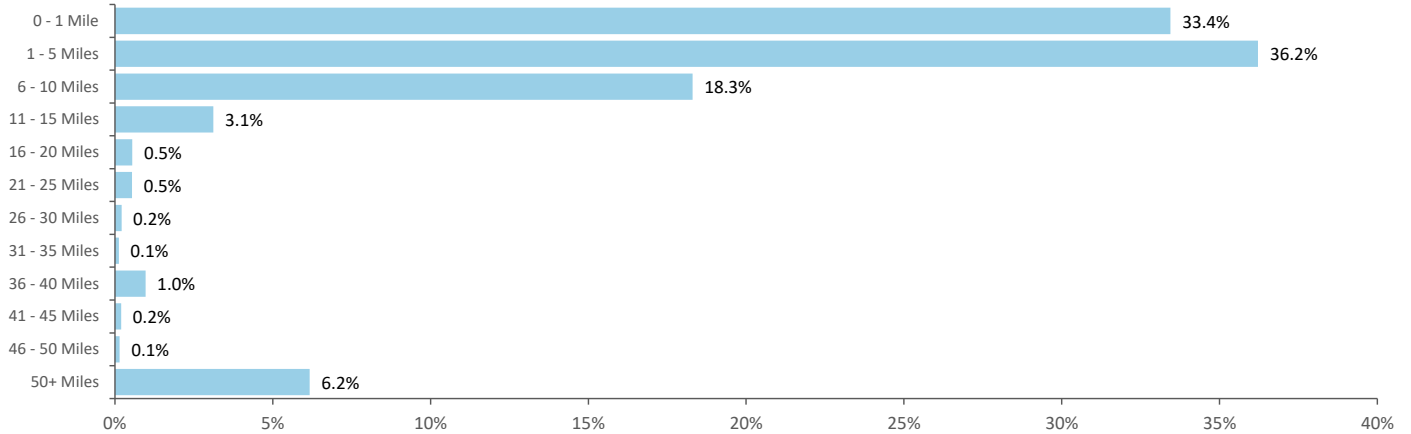
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

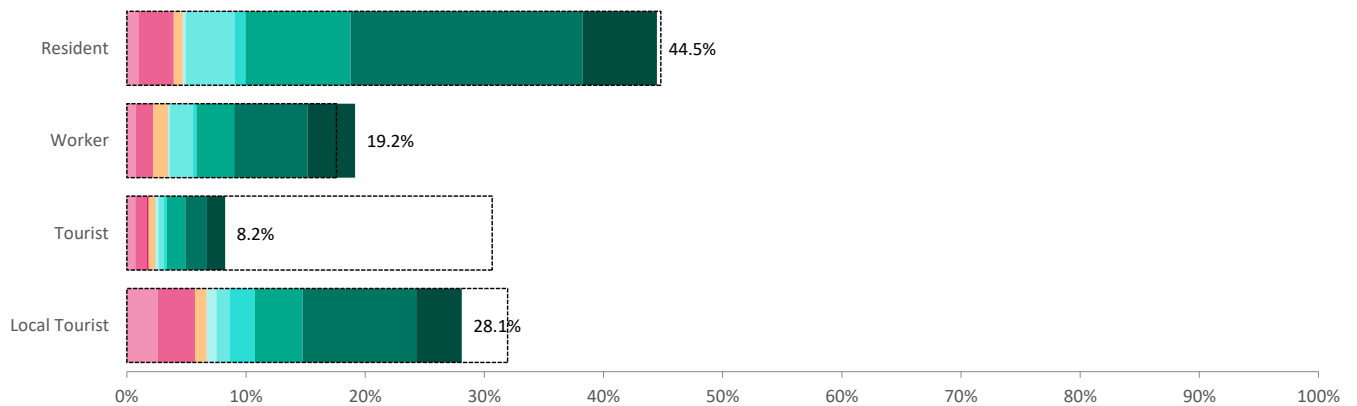
Distance from Home



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



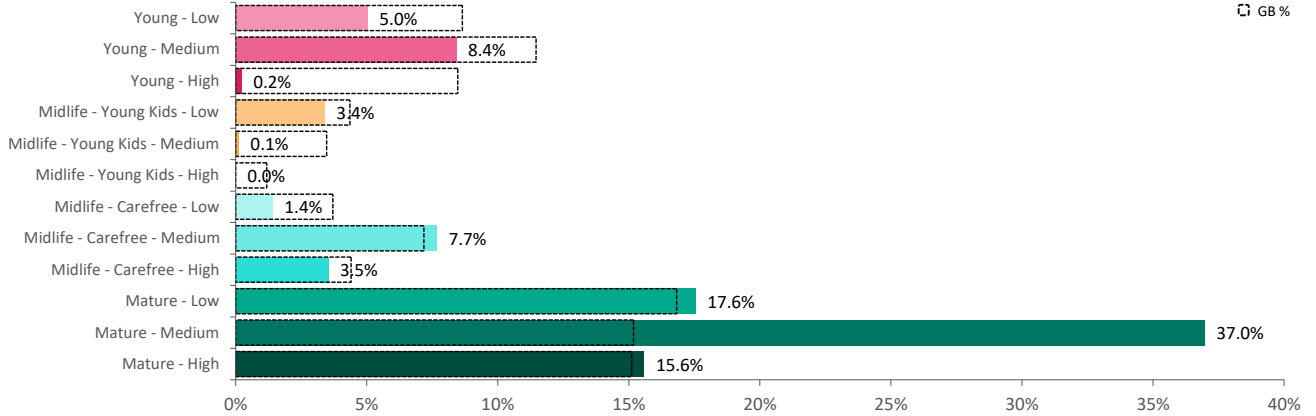
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Station Hedon Hull



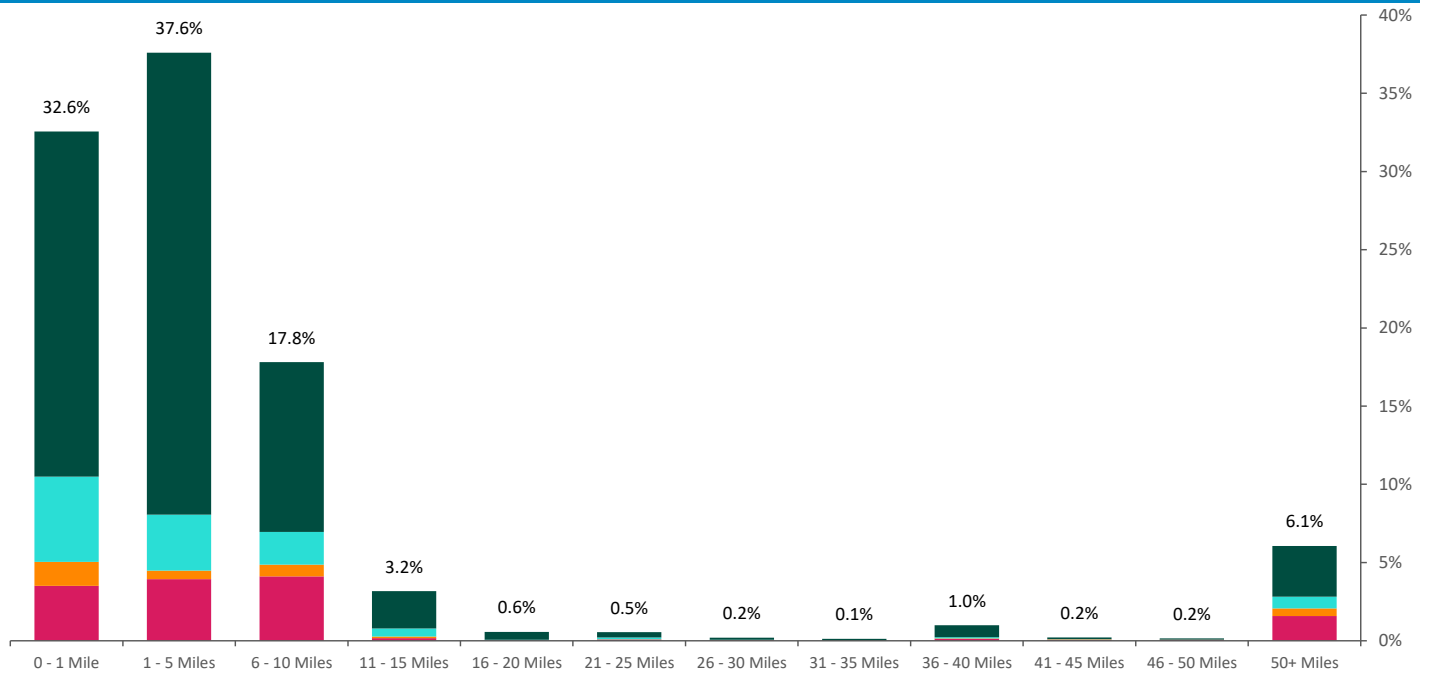
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Polaris Plus Profile



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



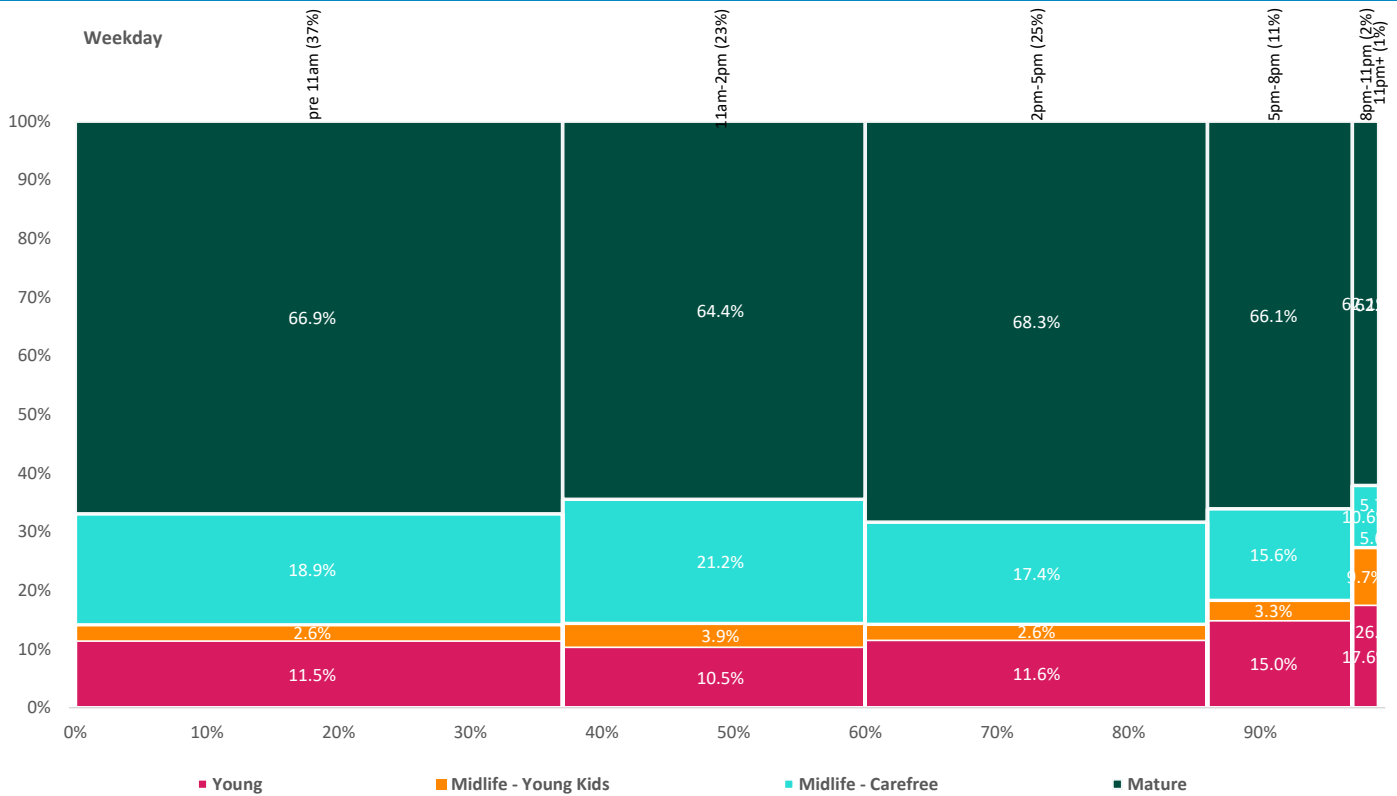
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Station Hedon Hull

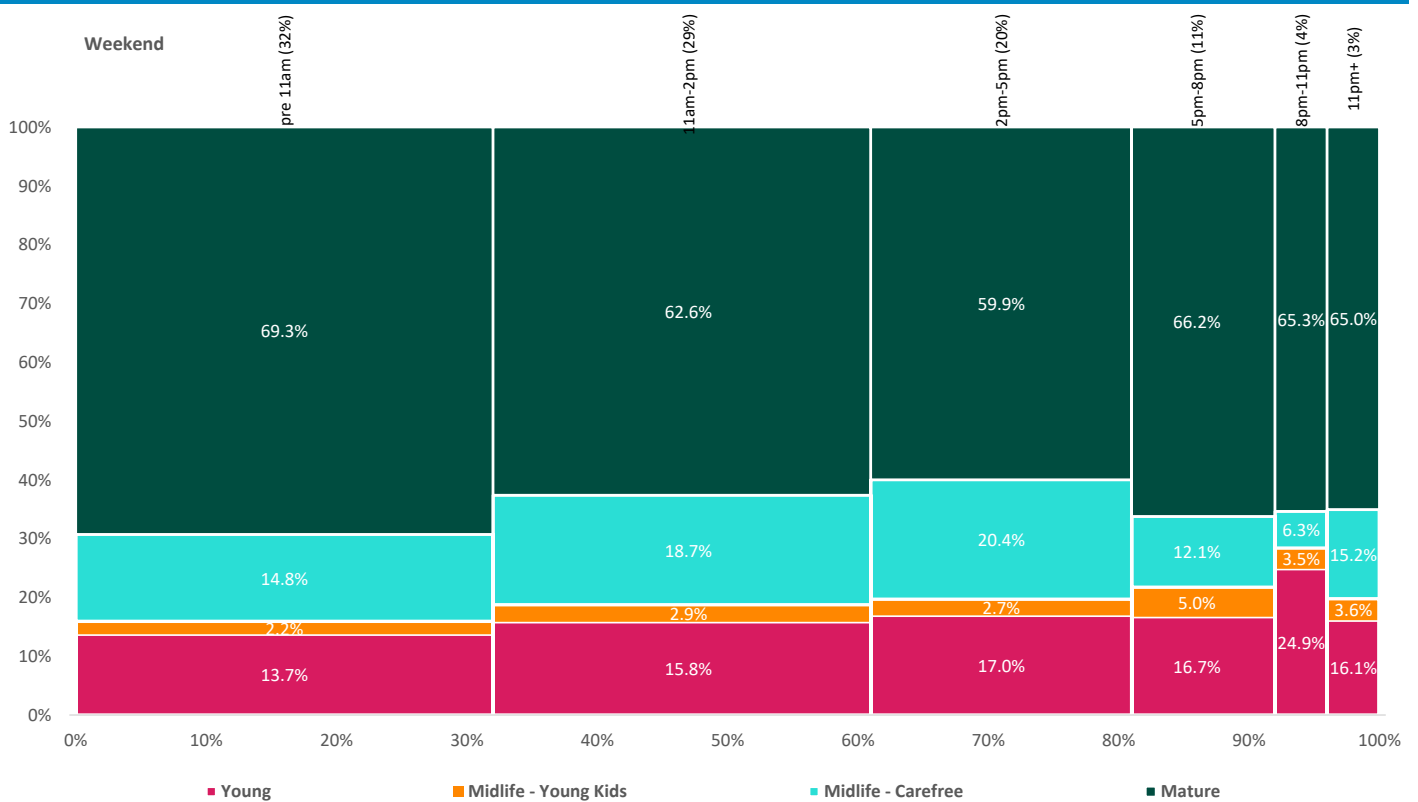


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Time of Day by Polaris: Weekday (Monday to Friday)



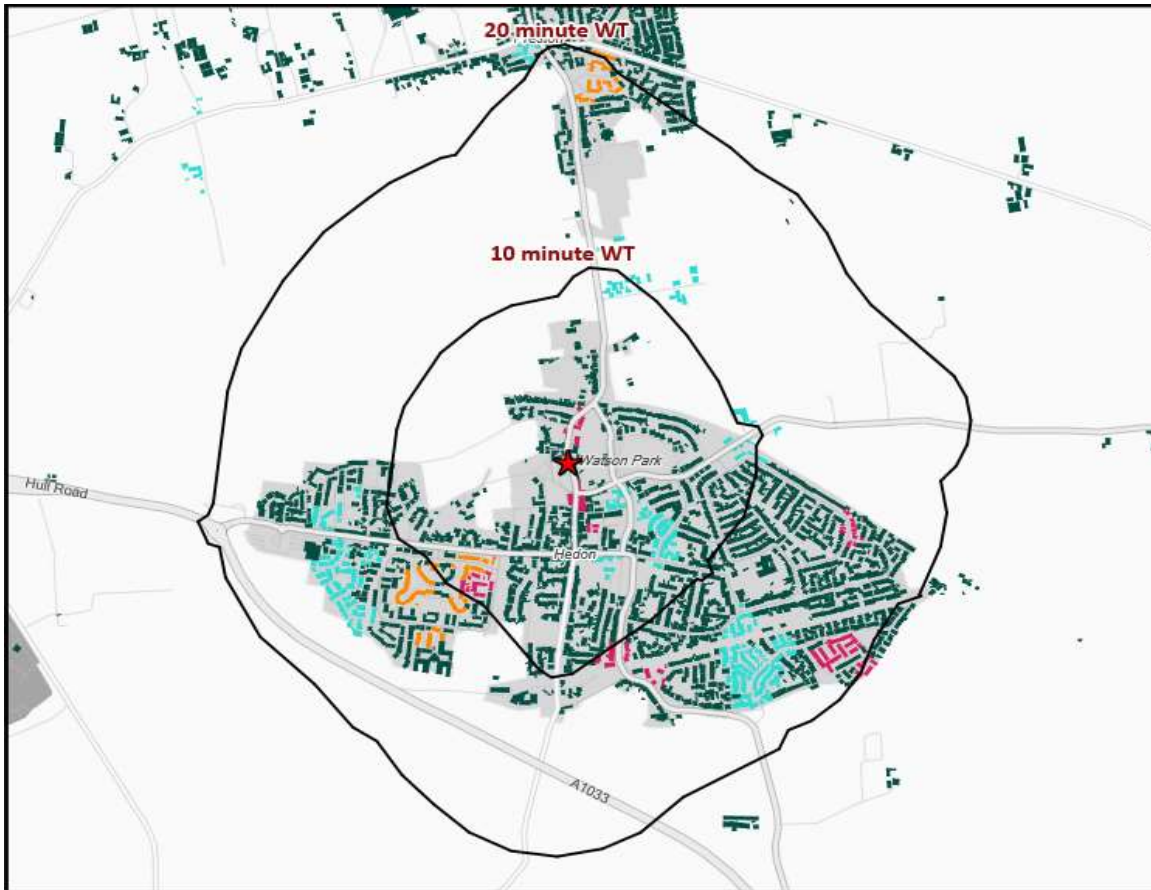
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Station Hedon Hull



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

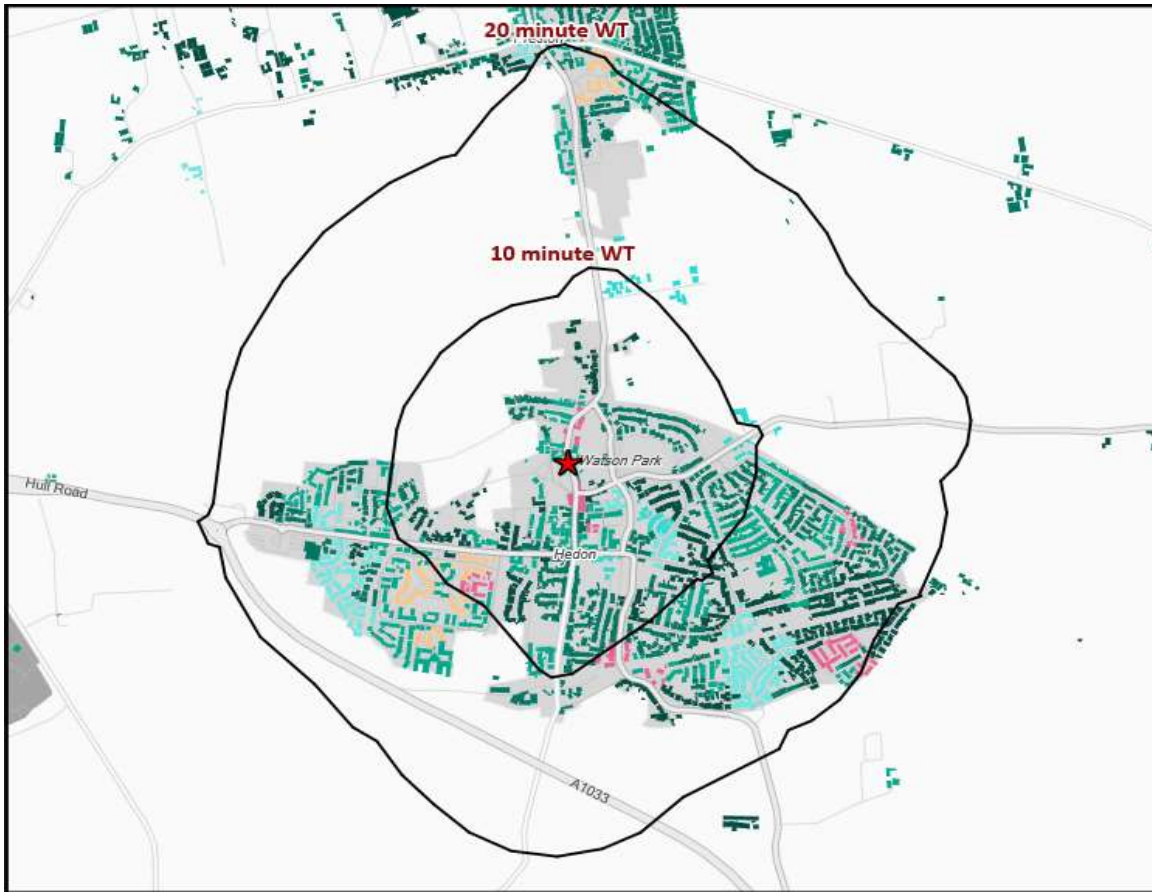
*WT= Walktime, **DT= Drivetime

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	70	233	42,884	11	12	156
Midlife - Young Kids	52	315	2,583	20	40	24
Midlife - Carefree	120	743	8,966	32	66	57
Mature	1,938	5,659	43,203	184	178	98
<i>Not Private Households</i>	199	199	1,986	637	212	152
Total	2,379	7,149	99,622			

Polaris Plus Summary - Station Hedon Hull



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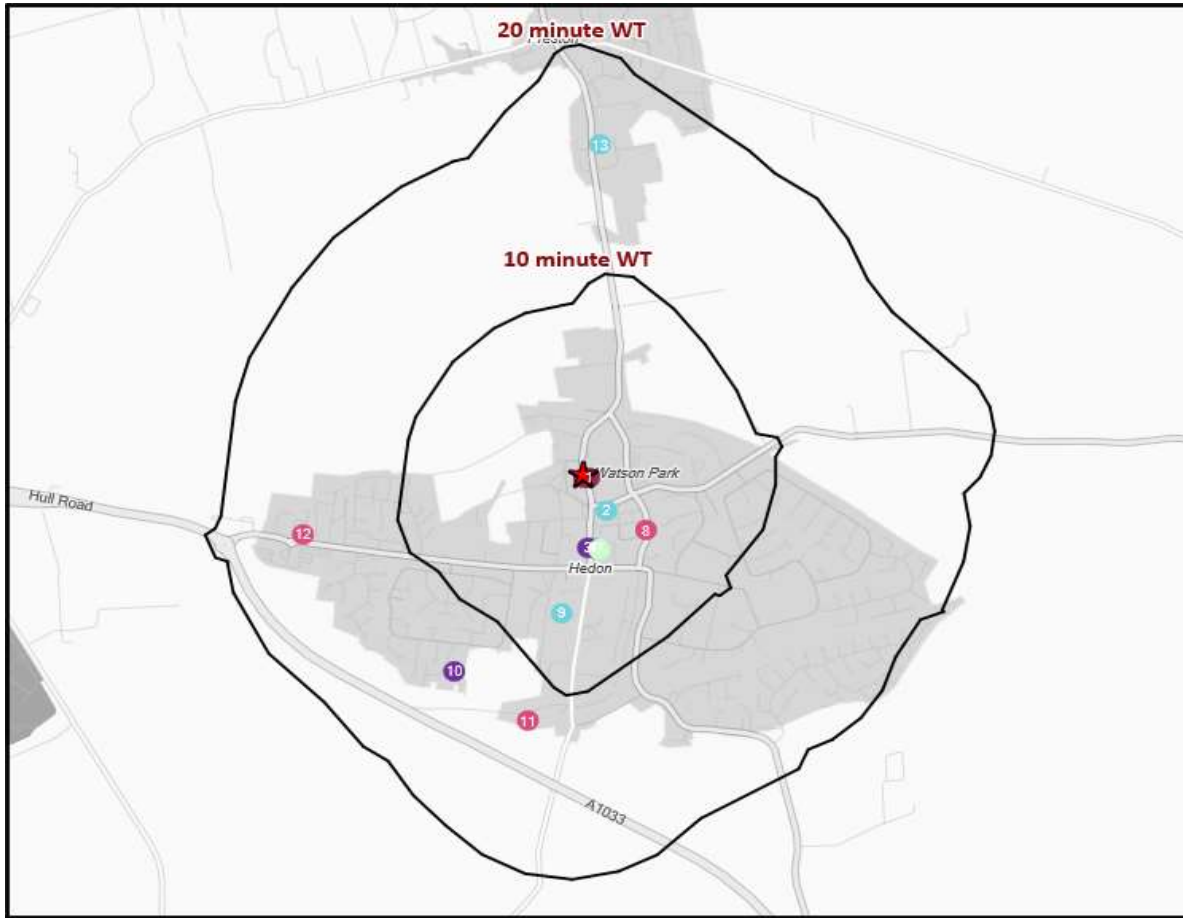


- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
- Low ●
- Medium ●
- High ●
- Midlife - Young Kids**
- Low ●
- Medium ●
- High ●
- Midlife - Carefree**
- Low ●
- Medium ●
- High ●
- Mature**
- Low ●
- Medium ●
- High ●

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						
Low	0	0	25,252	0	0	258
Medium	70	233	16,421	27	30	150
High	0	0	1,211	0	0	18
Midlife - Young Kids						
Low	52	315	2,514	40	80	46
Medium	0	0	69	0	0	2
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	5,260	0	0	125
Medium	30	653	2,721	18	128	38
High	90	90	985	85	28	22
Mature						
Low	469	2,170	18,479	144	221	135
Medium	834	2,257	18,376	224	202	118
High	635	1,232	6,348	178	115	42
Not Private Households	199	199	1,986	637	212	152
Total	2,379	7,149	99,622			



- 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

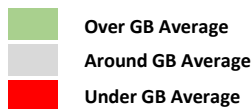
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Station	HU12 8JR	Star Pubs & Bars	Premium Local	0.0
1	Kings Head	HU12 8JS	Admiral Taverns Ltd	Premium Local	0.0
2	Royal British Legion Club	HU12 8JP	Independent Free	Clubland	0.1
3	Kolize Pizzeria	HU12 8EU	Independent Free	Restaurants	0.2
4	Queens Head	HU12 8EX	Marston's	Premium Local	0.2
4	Alison Hall Bar & Restaurant	HU12 8EX	Independent Free	High Street Pub	0.2
4	Alexandra Hall	HU12 8EX	Independent Free	Clubland	0.2
7	Hed'on Inn	HU12 8EZ	Independent Free	Community Pub	0.2
8	Shakespeare Inn	HU12 8JN	Punch Pub Company	Family Pub Dining	0.2
9	South Holderness Cricket Club	HU12 8HF	Independent Free	Clubland	0.3
10	Francescos	HU12 8FH	Independent Free	Restaurants	0.5
11	Haven Arms	HU12 8HH	Independent Free	Family Pub Dining	0.6
12	Kingstown Hotel	HU12 8DJ	Greene King	Family Pub Dining	0.6
13	South Holderness Sports Centre	HU12 8UY	Independent Free	Clubland	0.7
14	Preston Social Club	HU12 8SD	Independent Free	Clubland	1.2

Per Pub Analysis - Station Hedon Hull



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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+	2,379	7,149	99,622
Number of Competition Pubs	9	14	166
Adults 18+ per Competition Pub	264	511	600

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	63	2.6%	33
Circuit Bar	0	42	1.8%	44
Community Pub	1	515	21.6%	113
Craft Led	0	10	0.4%	12
Great Pub Great Food	0	515	21.6%	122
High Street Pub	1	463	19.5%	106
Premium Local	3	542	22.8%	138

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	132	1.8%	23
Circuit Bar	0	185	2.6%	64
Community Pub	1	1,931	27.0%	141
Craft Led	0	34	0.5%	14
Great Pub Great Food	0	1,089	15.2%	86
High Street Pub	1	1,688	23.6%	128
Premium Local	3	1,238	17.3%	105

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	6,212	6.2%	77
Circuit Bar	17	6,372	6.4%	158
Community Pub	33	24,895	25.0%	131
Craft Led	0	3,852	3.9%	112
Great Pub Great Food	0	10,389	10.4%	59
High Street Pub	47	24,605	24.7%	134
Premium Local	25	13,330	13.4%	81

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; 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 Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> 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> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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						
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