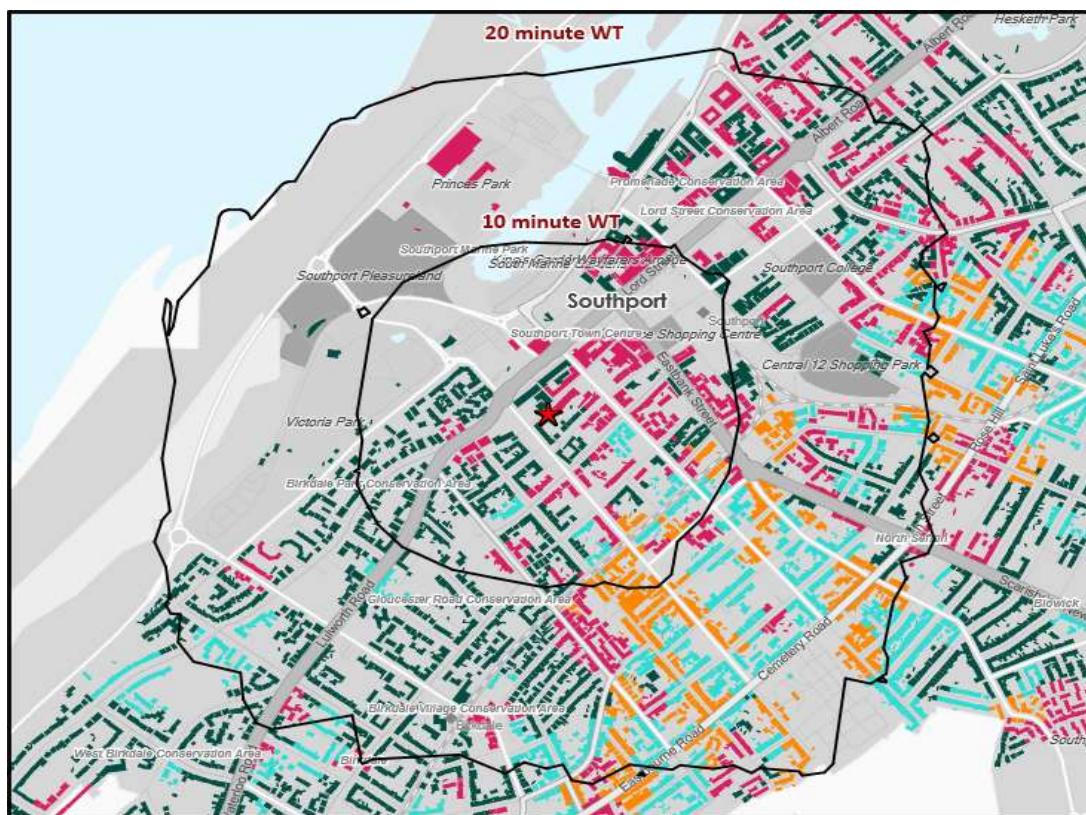


Catchment Summary - Cheshire Lines Southport

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

Ship To	Name	Postcode	Operator	Segment	Sparsity
625911	Cheshire Lines Southport	PR 8 1LQ	Star Pubs & Bars	Circuit Bar	14

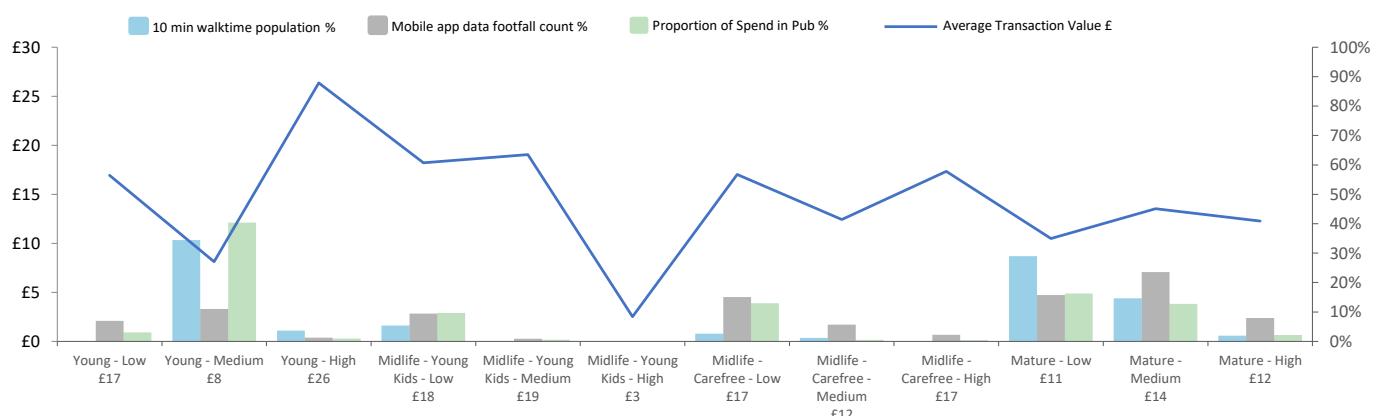


★ Pub Sites
 ▲ Catchments

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 - Cheshire Lines Southport

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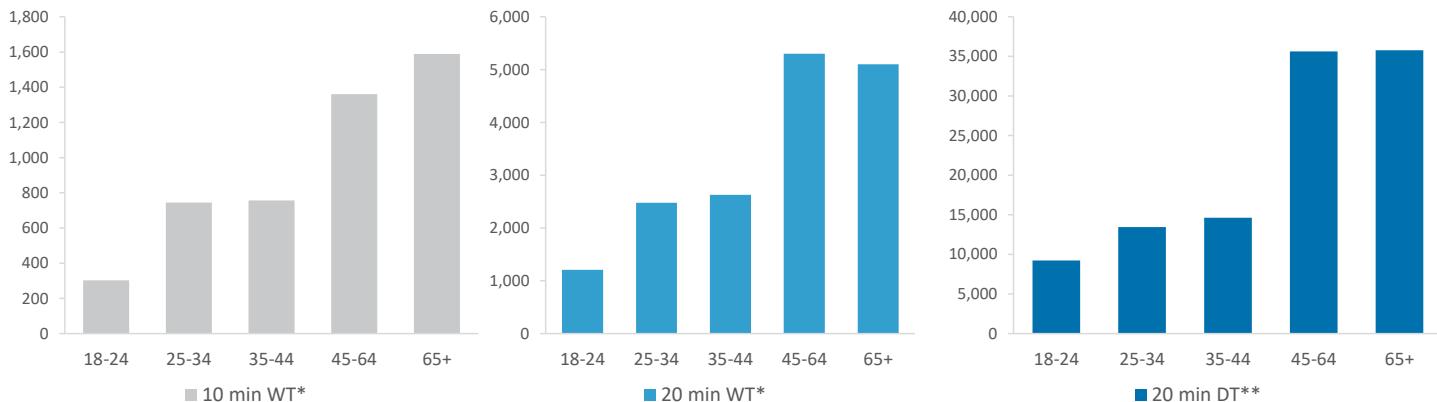
Over GB Average	Catchment Size (Counts)			Index vs GB Average		
Around GB Average	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Under GB Average						

Population	5,577	20,104	131,661	104	109	30
Population & Adults 18+ index is based on all pubs						
Adults 18+	4,752	16,716	108,719	106	110	31
Competition Pubs	26	54	158	144	150	38
Adults 18+ per Competition Pub	183	310	688	21	36	80
% Adults Likely to Drink	79.2%	78.8%	79.7%	104	103	105

Affluence	Low	37.0%	49.9%	40.3%	111	150	121
	Medium	50.2%	39.6%	40.0%	132	104	105
	High	5.6%	6.2%	16.8%	20	23	61

*Affluence does not include Not Private Households

Age Profile	18-24	303	1,208	9,229	67	74	86
	25-34	744	2,476	13,448	100	92	77
	35-44	756	2,627	14,633	102	99	84
	45-64	1,360	5,302	35,635	95	103	105
	65+	1,589	5,103	35,774	148	132	141



Gender	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**
Male	2,837 (51%)	9,929 (49%)	63,440 (48%)	104	101	98
Female	2,740 (49%)	10,175 (51%)	68,221 (52%)	96	99	102

Economic Status (16+)	Employed: Full-time	1,297 (27%)	5,006 (29%)	32,963 (29%)	78	85	86
	Employed: Part-time	482 (10%)	2,031 (12%)	13,556 (12%)	84	100	102
	Self employed	353 (7%)	1,382 (8%)	9,638 (9%)	79	87	93
	Unemployed	149 (3%)	551 (3%)	2,378 (2%)	111	117	77
	Full-time student	63 (1%)	254 (1%)	2,374 (2%)	55	62	89
	Retired	1,641 (34%)	5,033 (29%)	34,466 (31%)	155	134	141
	Other	858 (18%)	2,858 (17%)	16,364 (15%)	102	96	84

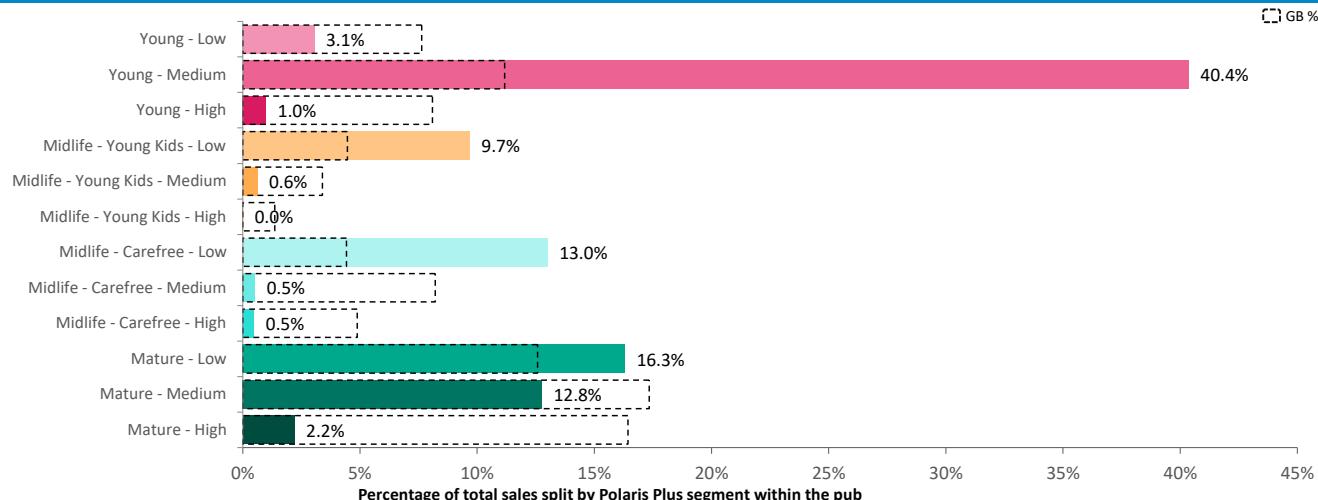
Total Worker Count	7,006	13,558	59,117
--------------------	-------	--------	--------

See the Glossary page for further information on the above variables

Transactional Data Summary - Cheshire Lines Southport

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Spend by Polaris Plus

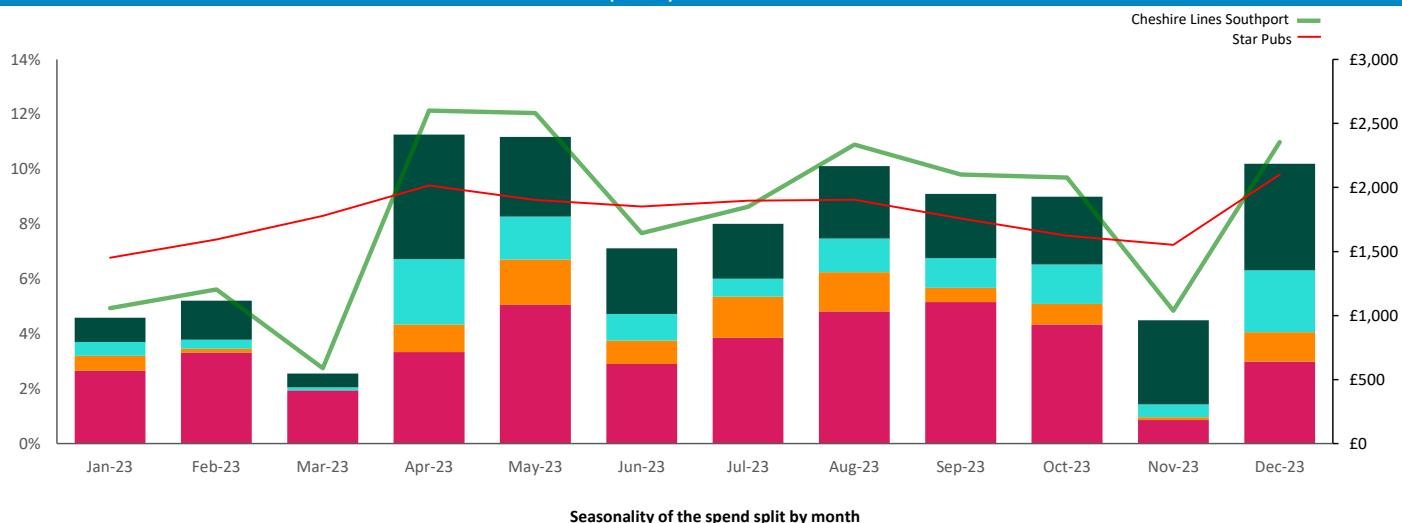


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

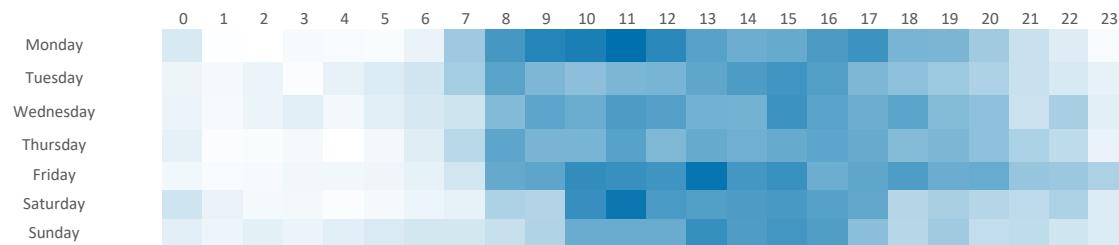


Seasonality of the spend split by month

Mobile Data Summary - Cheshire Lines Southport

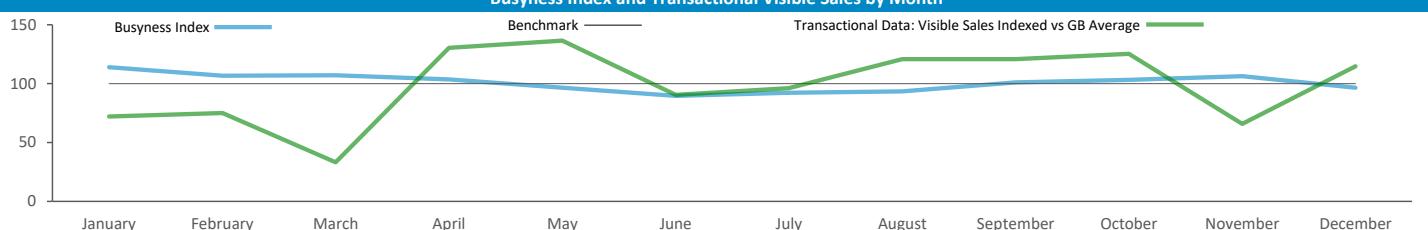
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Time of Day/Day of Week



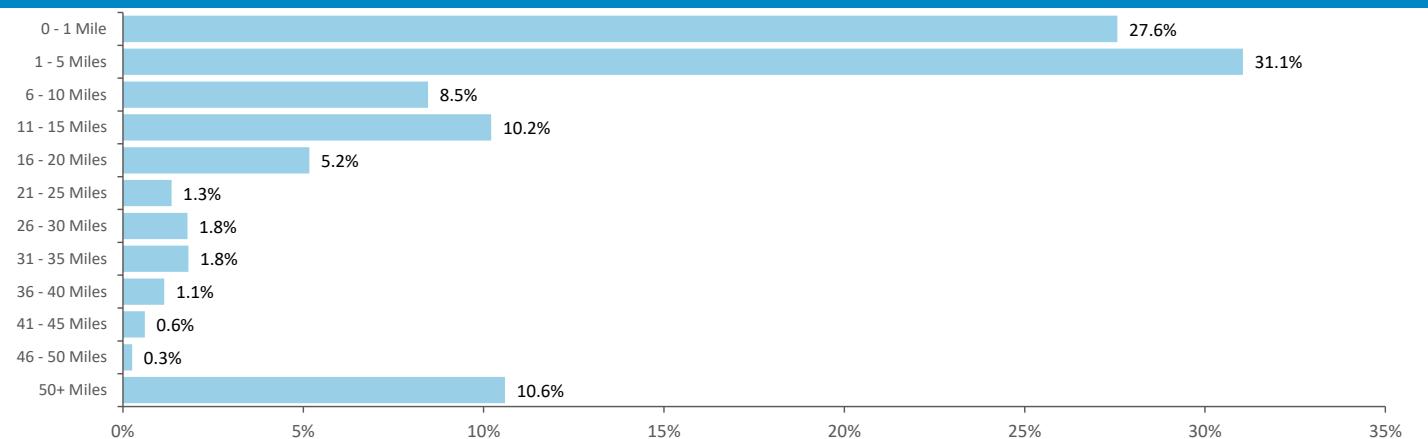
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

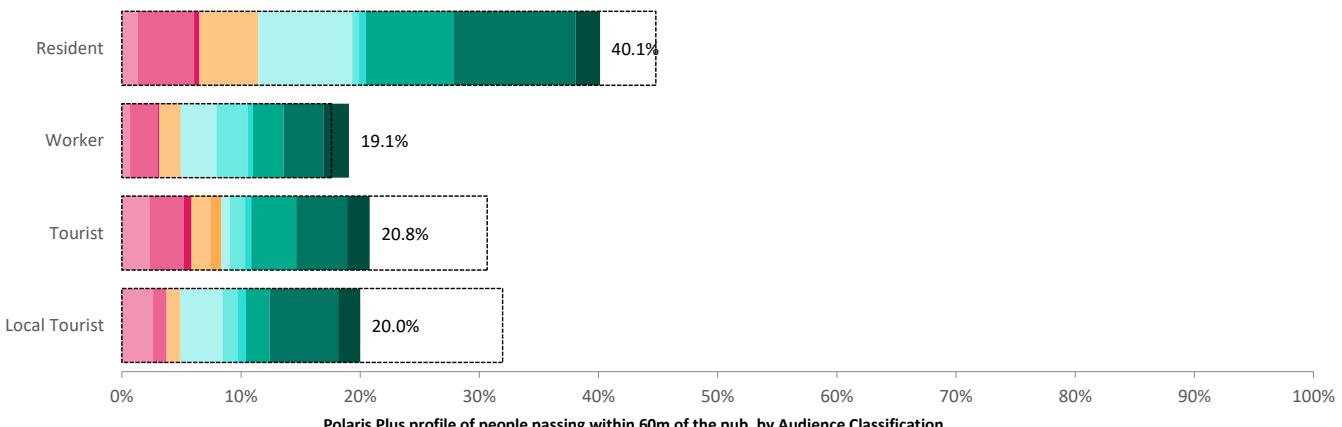
Distance from Home



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

Audience Classification by Polaris Plus

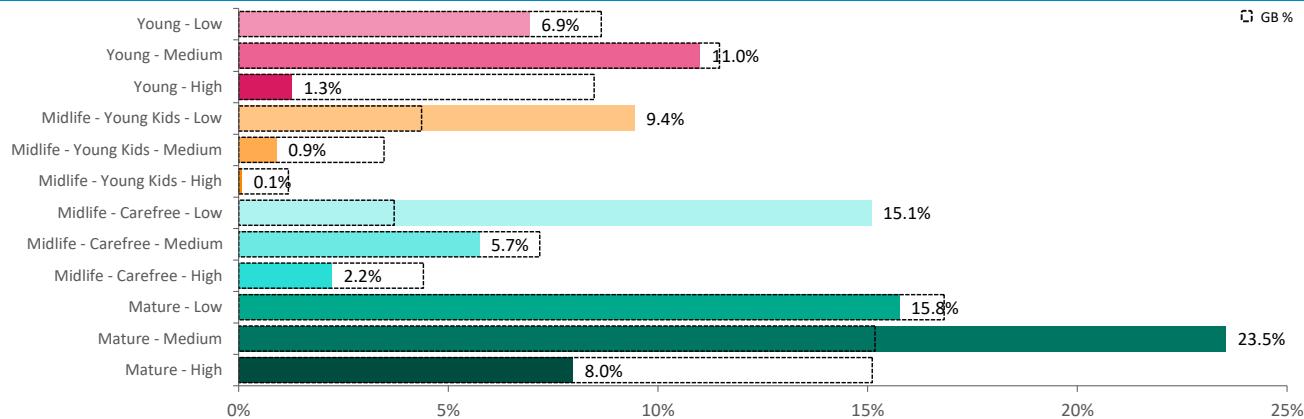
Base: GB



Mobile Data Summary - Cheshire Lines Southport

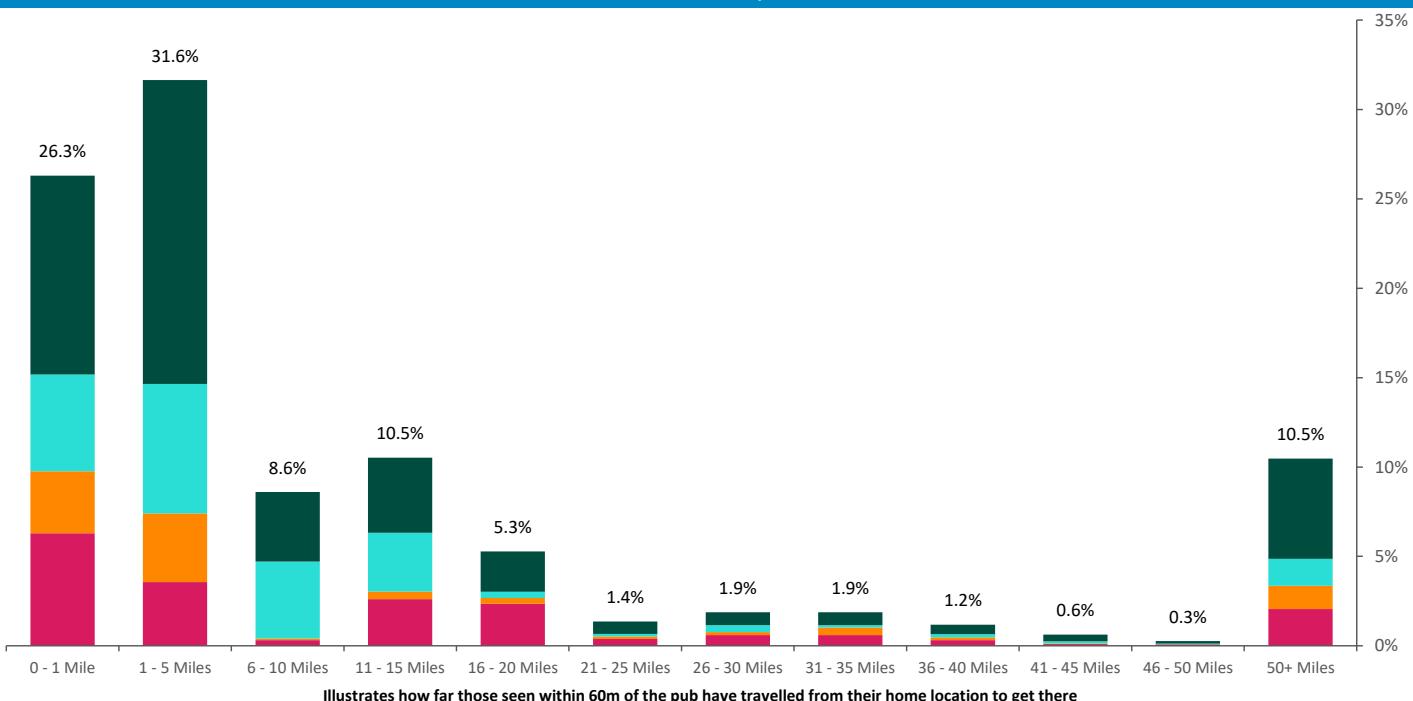
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Polaris Plus Profile



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



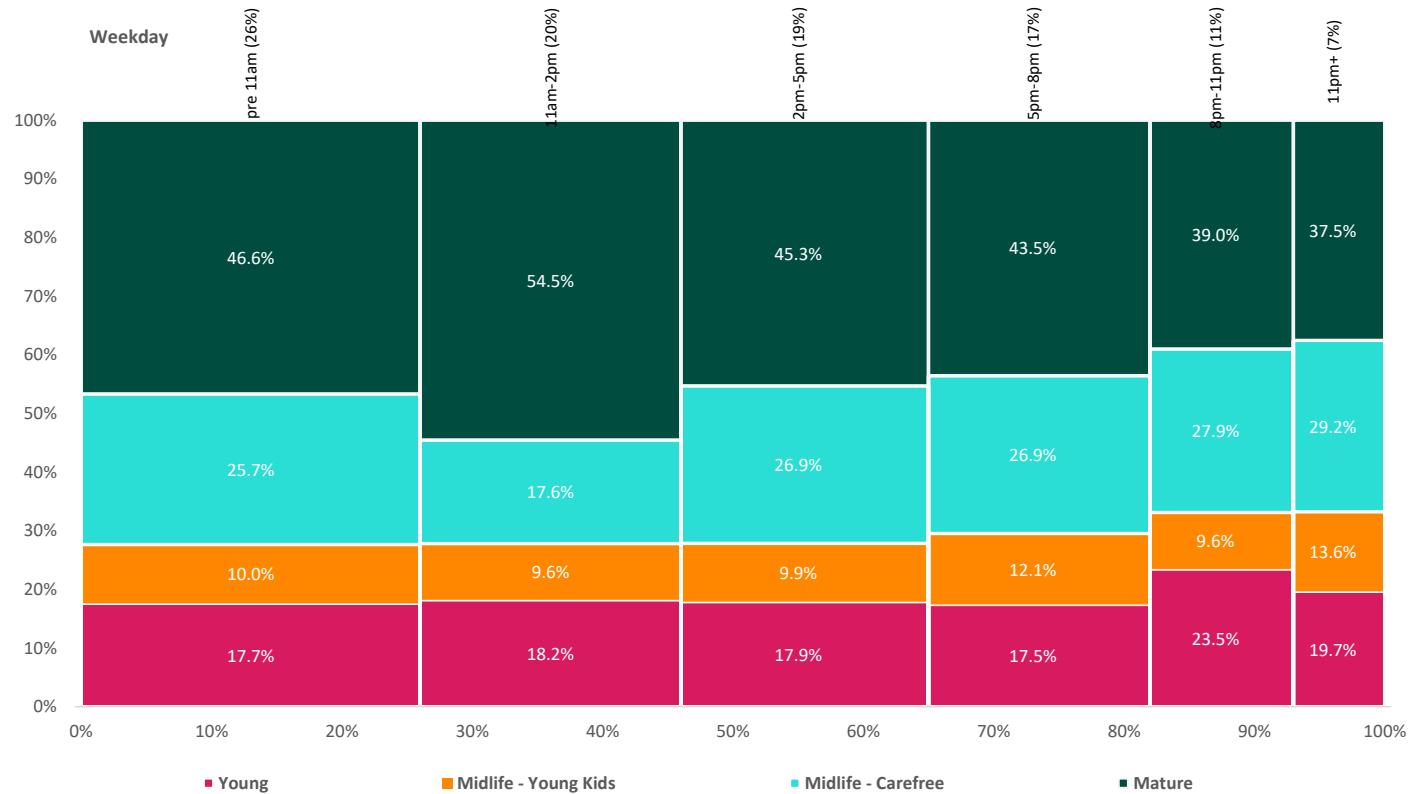
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Cheshire Lines Southport

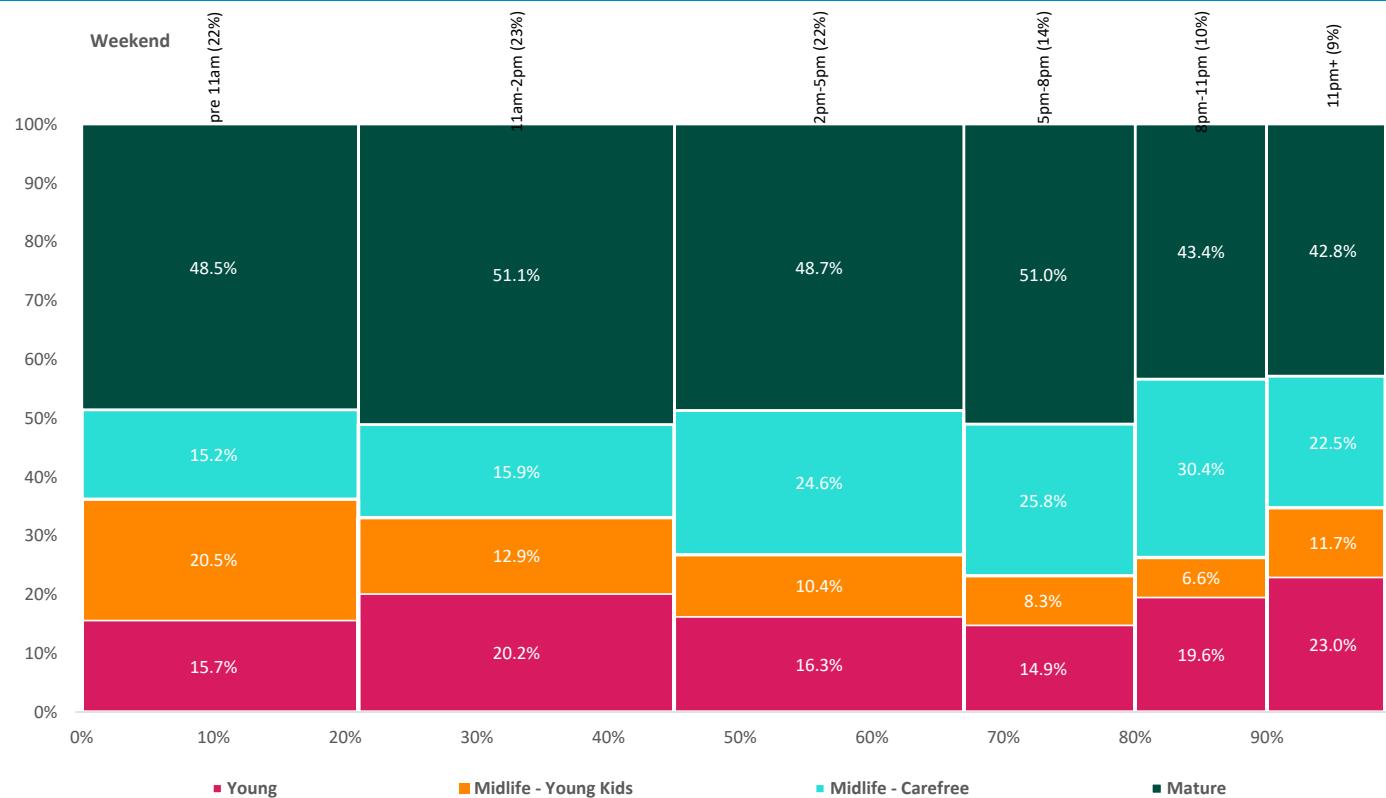


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Time of Day by Polaris: Weekday (Monday to Friday)



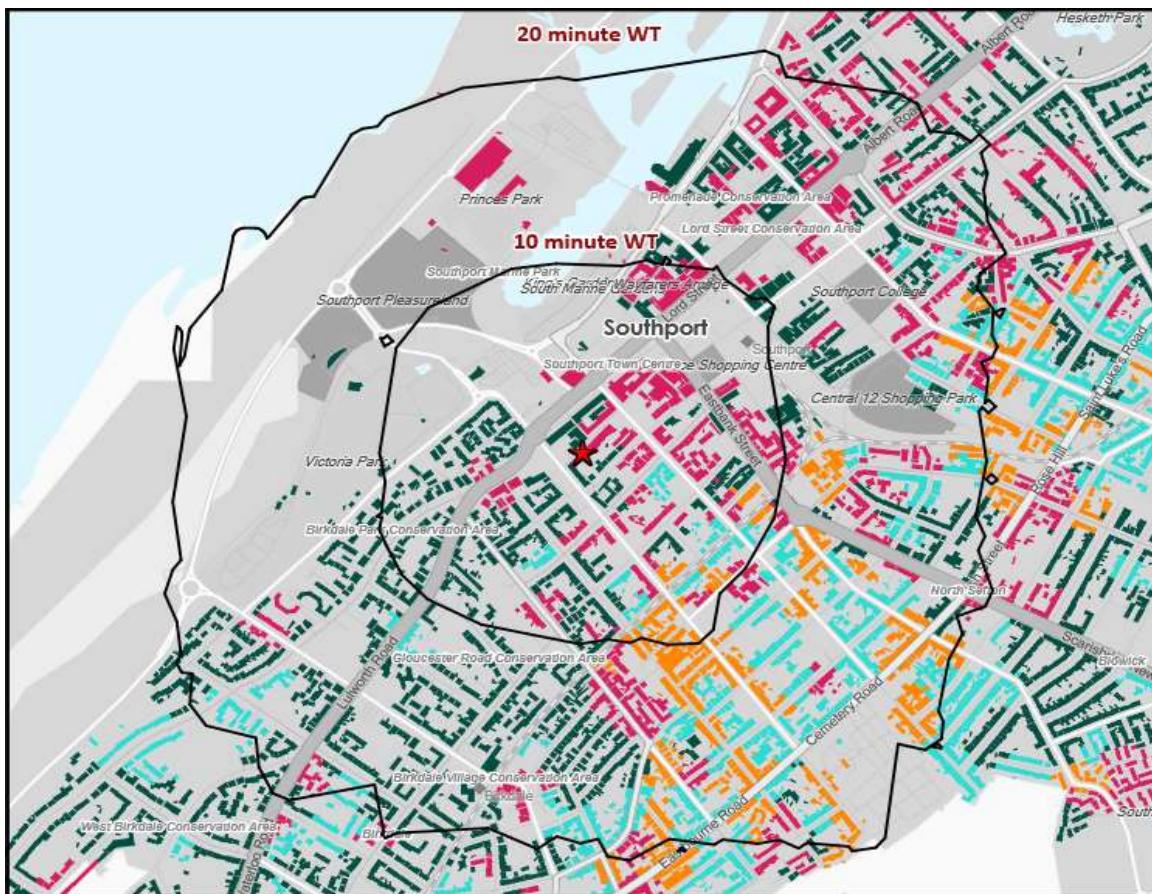
Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Page 6 of 11

Polaris Summary - Cheshire Lines Southport

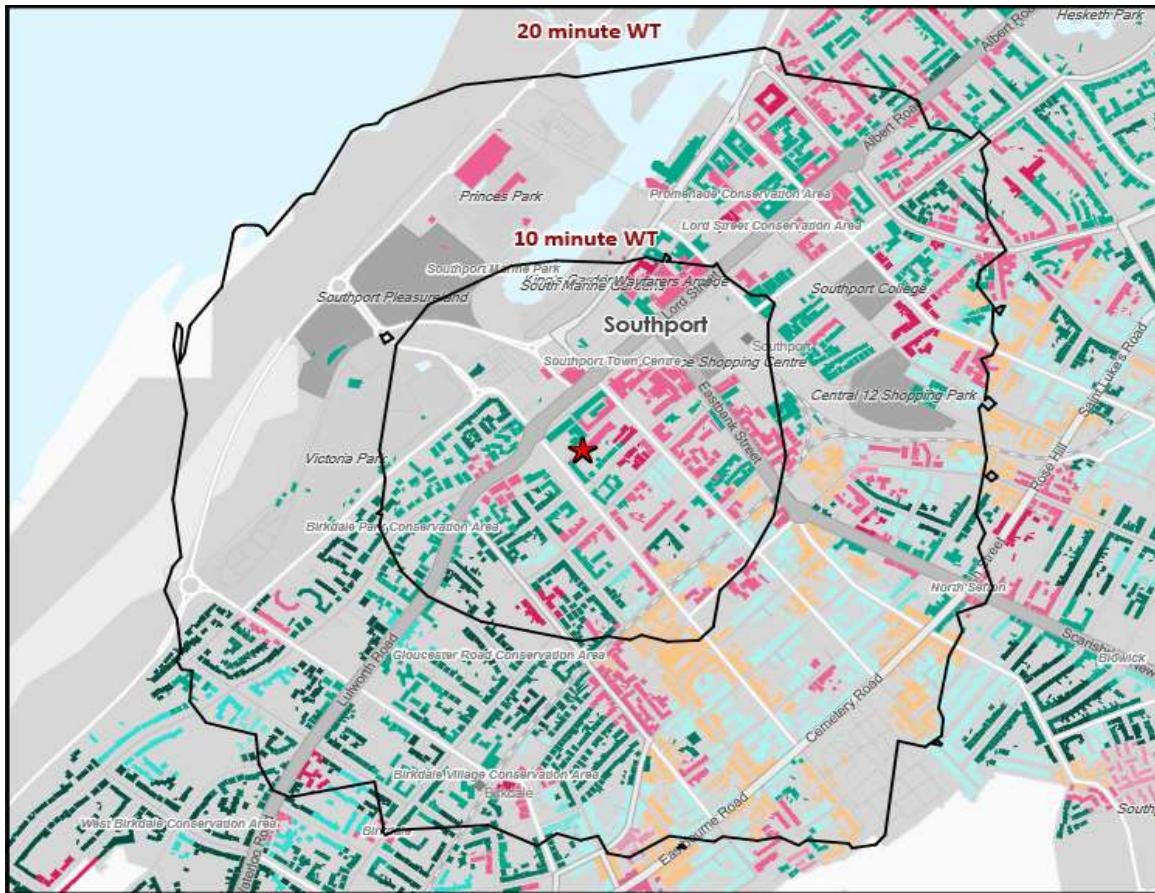


Polaris Profile by Catchment

*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	1,810	5,121	13,117	138	111	44
Midlife - Young Kids	256	2,029	10,996	49	111	92
Midlife - Carefree	180	2,480	19,742	24	94	115
Mature	2,164	6,378	61,700	103	86	128
<i>Not Private Households</i>	342	708	3,164	548	323	222
Total	4,752	16,716	108,719			

Polaris Plus Summary - Cheshire Lines Southport

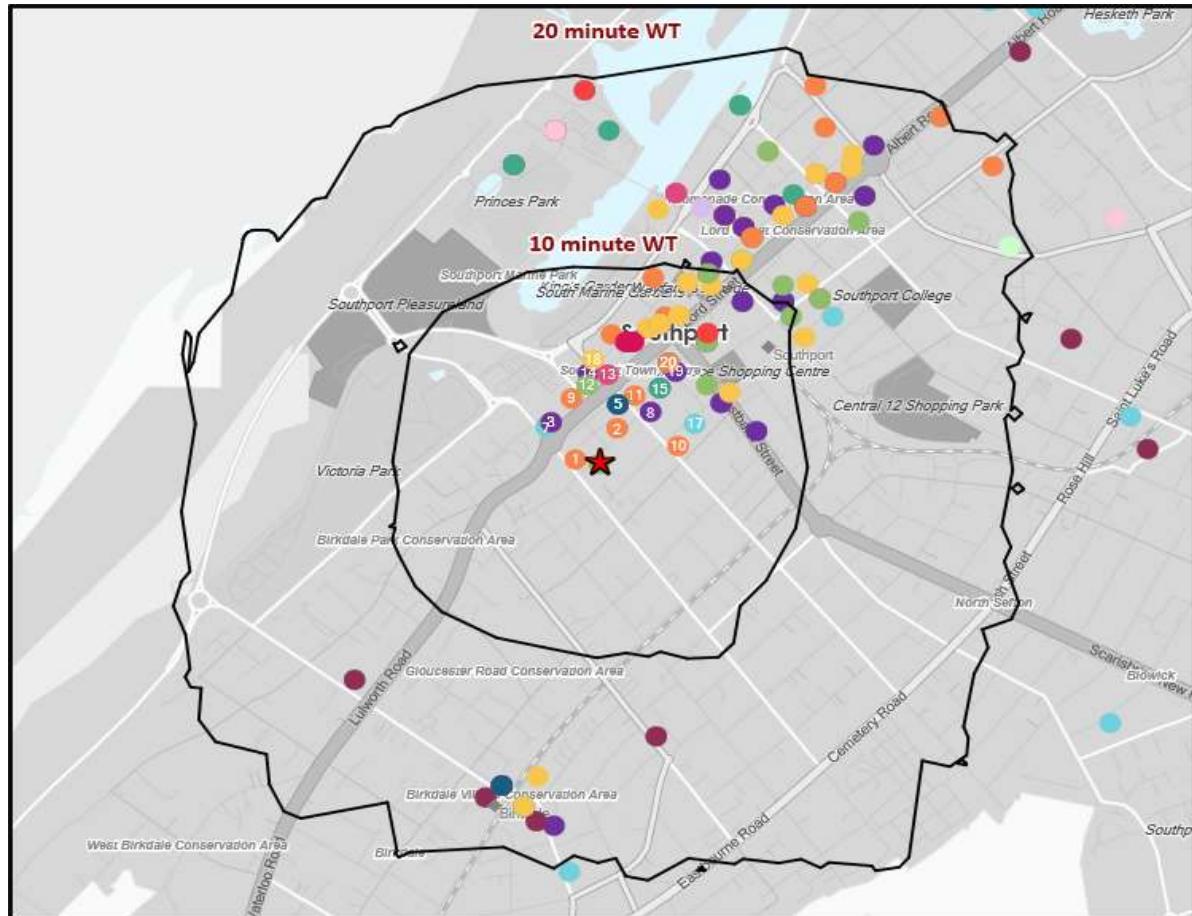


Polaris Plus Profile by Catchment

*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	154	2,516	0	9	24
Medium	1,636	4,402	8,770	314	240	73
High	174	565	1,831	54	50	25
Midlife - Young Kids						
Low	256	2,029	10,779	98	221	181
Medium	0	0	195	0	0	4
High	0	0	22	0	0	2
Midlife - Carefree						
Low	124	2,316	14,130	62	329	308
Medium	56	132	1,861	16	11	24
High	0	32	3,751	0	4	77
Mature						
Low	1,378	3,847	16,408	211	168	110
Medium	695	2,085	32,677	93	80	192
High	91	446	12,615	13	18	77
Not Private Households	342	708	3,164	548	323	222
Total	4,752	16,716	108,719			

CGA Summary - Cheshire Lines Southport



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Cheshire Lines	PR 8 1LQ	Star Pubs & Bars	Circuit Bar	0.0
1	Dukes Folly Hotel	PR 8 1LS	Independent Free	Hotel	0.0
2	Squires	PR 8 1LG	Independent Free	Hotel	0.1
3	Boulevard West	PR 8 1RP	Independent Free	High Street Pub	0.1
3	Tinkers	PR 8 1RP	Independent Free	Restaurants	0.1
5	Gusto Pheasant	PR 8 1QB	Independent Free	Restaurants	0.1
5	Baileys Wine	PR 8 1QB	Independent Free	ABOS	0.1
7	Masonic Hall	PR 8 1SE	Independent Free	Clubland	0.1
8	Metro Bar & Restaurant	PR 8 1LL	Independent Free	Restaurants	0.1
9	Travelodge	PR 8 1RN	Dubai International Capital	Hotel	0.1
10	Talbot Hotel	PR 8 1LR	Independent Free	Hotel	0.1
11	Prince Of Wales Hotel	PR 8 1JS	Britannia Hotels	Hotel	0.1
12	Sir Henry Seagrave	PR 8 1RH	Wetherspoons GB	Circuit Bar	0.2
13	Phoenix	PR 8 1RF	Independent Free	Family Pub Dining	0.2
14	Bistro Bar Med	PR 8 1RD	Independent Free	Restaurants	0.2
15	Peking Garden Restaurant	PR 8 1JX	Independent Free	Restaurants	0.2
15	Tony's Restaurant	PR 8 1JX	Independent Free	Casual Dining	0.2
17	Les Dodd Snooker Centre	PR 8 1EG	Independent Free	Clubland	0.2
18	Club Monroe	PR 8 1RE	Independent Free	High Street Pub	0.2
19	New China City Restaurant	PR 8 1JZ	Independent Free	Restaurants	0.2
20	V Cafe	PR 8 1JR	Independent Free	ABOS	0.2

Per Pub Analysis - Cheshire Lines Southport

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- 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+	4,752	16,716	108,719
Number of Competition Pubs	26	54	158
Adults 18+ per Competition Pub	183	310	688

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	343	7.2%	90
Circuit Bar	7	286	6.0%	148
Community Pub	0	1,166	24.5%	128
Craft Led	0	266	5.6%	162
Great Pub Great Food	0	479	10.1%	57
High Street Pub	11	1,122	23.6%	128
Premium Local	0	569	12.0%	73

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	995	6.0%	74
Circuit Bar	12	798	4.8%	118
Community Pub	0	4,040	24.2%	126
Craft Led	0	741	4.4%	128
Great Pub Great Food	0	1,485	8.9%	50
High Street Pub	26	3,804	22.8%	123
Premium Local	4	1,697	10.2%	62

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	14	3,626	3.3%	41
Circuit Bar	25	2,531	2.3%	57
Community Pub	1	25,149	23.1%	121
Craft Led	0	1,715	1.6%	46
Great Pub Great Food	15	15,859	14.6%	82
High Street Pub	36	23,256	21.4%	116
Premium Local	22	17,428	16.0%	97

Glossary



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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.																																																																																	
Consumer Insight	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Young</th> <th>Midlife 'Parents'</th> <th>Midlife 'Carefree'</th> <th>Mature</th> </tr> </thead> <tbody> <tr> <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> <ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • 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 • Energy • 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	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"	<ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • 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 • Energy • 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.																																																																																	
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