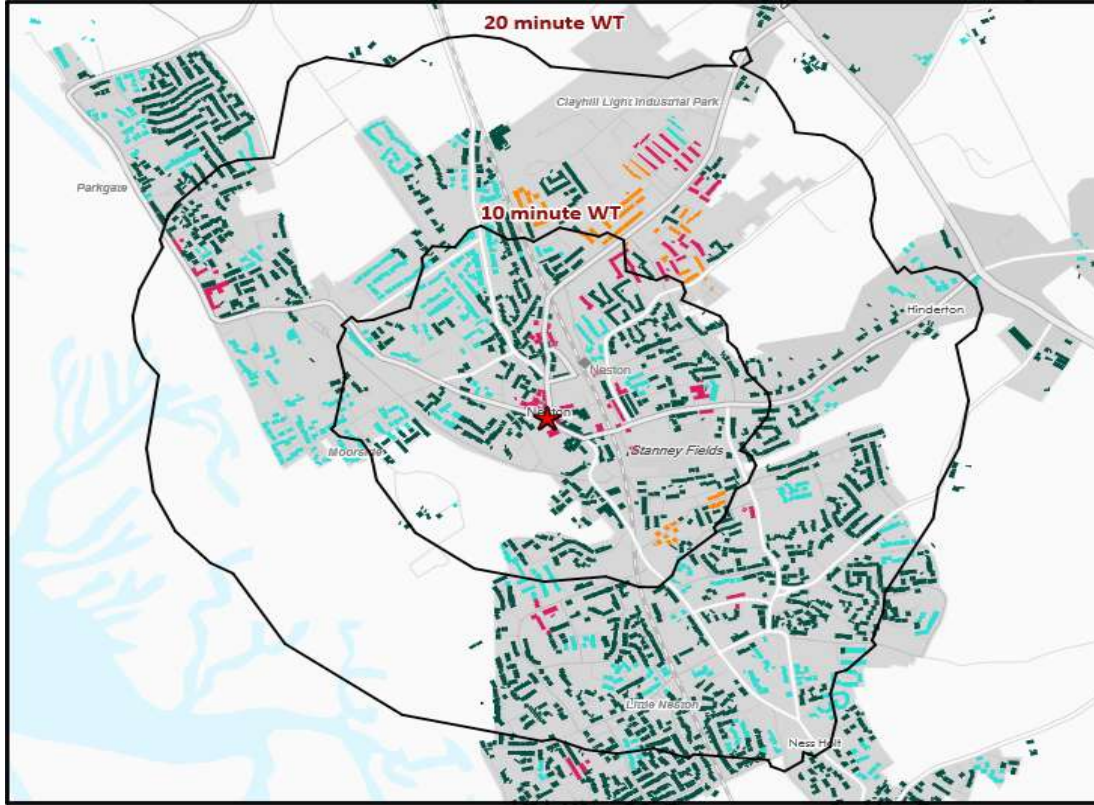


Catchment Summary - Brown Horse South Wirral

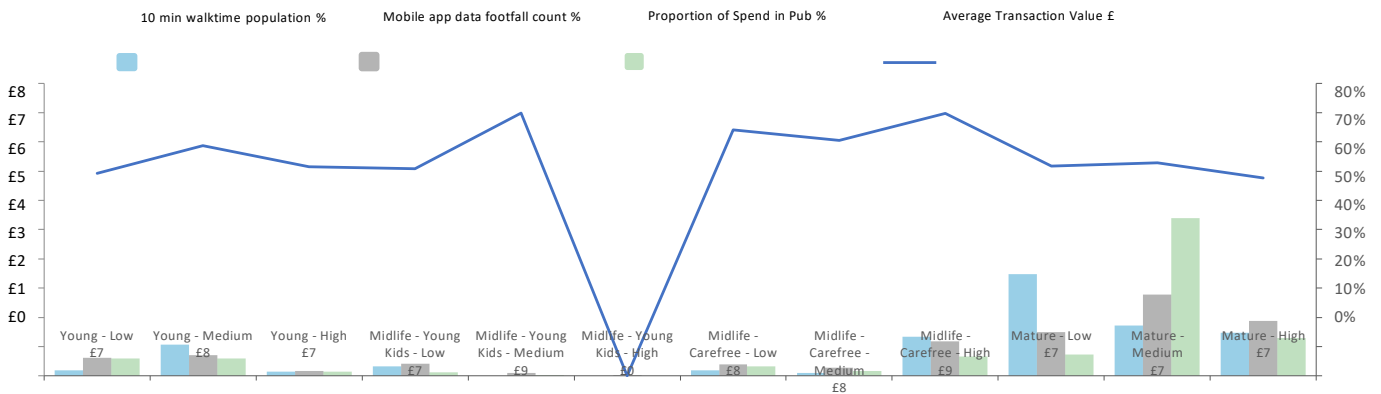
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625920	Brown Horse South Wirral	CH64 9UB	Star Pubs & Bars	Premium Local	13



- 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 - Brown Horse South Wirral



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

*WT= Walktime, **DT= Drivetime

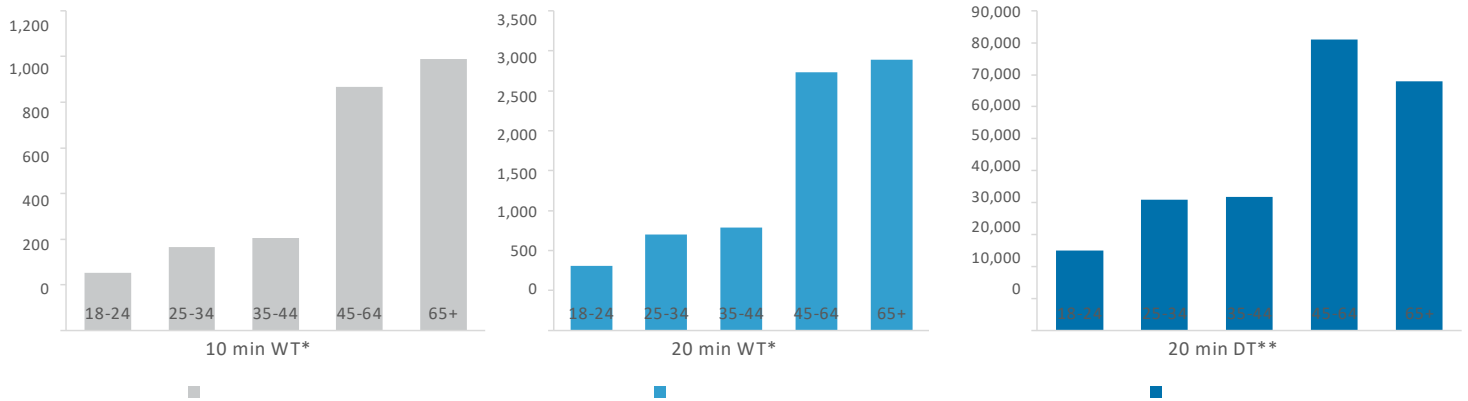
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,936	12,019	344,146	73	65	78
Adults 18+	3,284	9,916	276,703	73	65	79
Competition Pubs	9	17	231	50	47	56
Adults 18+ per Competition Pub	365	583	1,198	42	68	139
% Adults Likely to Drink	78.9%	79.6%	78.6%	104	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	41.7%	26.7%	41.1%	125	80	124
	Medium	28.7%	40.9%	39.2%	75	107	103
	High	29.6%	31.7%	18.6%	109	116	68

*Affluence does not include Not Private Households

Age Profile	18-24	254	807	24,998	79	82	89
	25-34	367	1,199	40,909	70	75	89
	35-44	406	1,291	41,726	78	81	92
	45-64	1,068	3,230	91,086	106	105	103
	65+	1,189	3,389	77,984	157	147	118

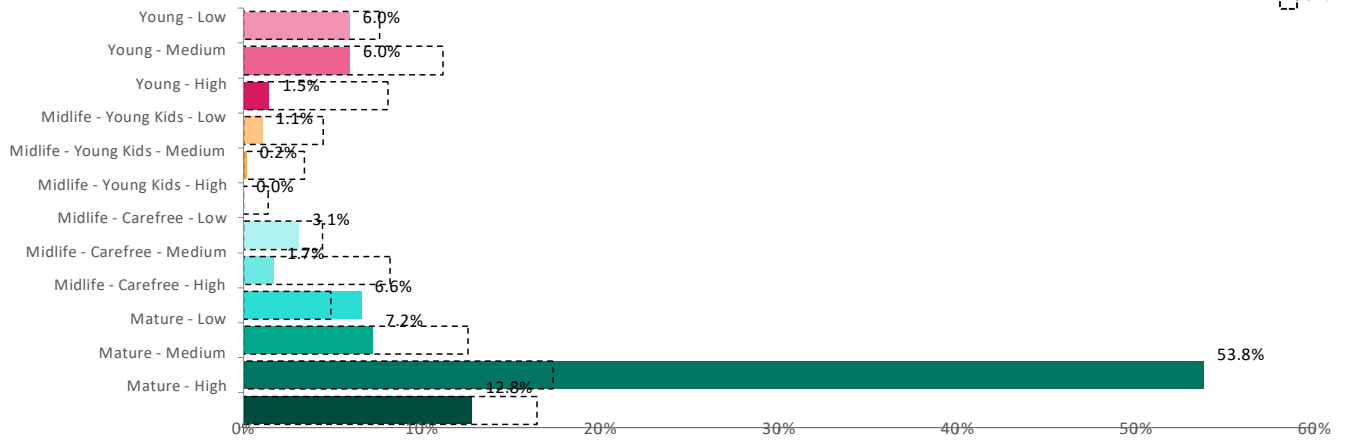


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	1,894 (48%)	5,794 (48%)	166,733 (48%)	98	98	99
Female	2,042 (52%)	6,225 (52%)	177,413 (52%)	102	102	101
Economic Status (16+)						
Employed: Full-time	947 (28%)	2,970 (29%)	96,620 (34%)	81	85	98
Employed: Part-time	357 (11%)	1,215 (12%)	35,691 (13%)	89	100	105
Self employed	231 (7%)	769 (8%)	20,190 (7%)	74	82	77
Unemployed	100 (3%)	234 (2%)	6,414 (2%)	107	83	81
Full-time student	46 (1%)	178 (2%)	5,522 (2%)	57	73	82
Retired	1,154 (34%)	3,316 (33%)	74,881 (26%)	156	149	120
Other	545 (16%)	1,521 (15%)	45,545 (16%)	93	86	92
Total Worker Count	2,192	4,904	150,989			

See the Glossary page for further information on the above variables

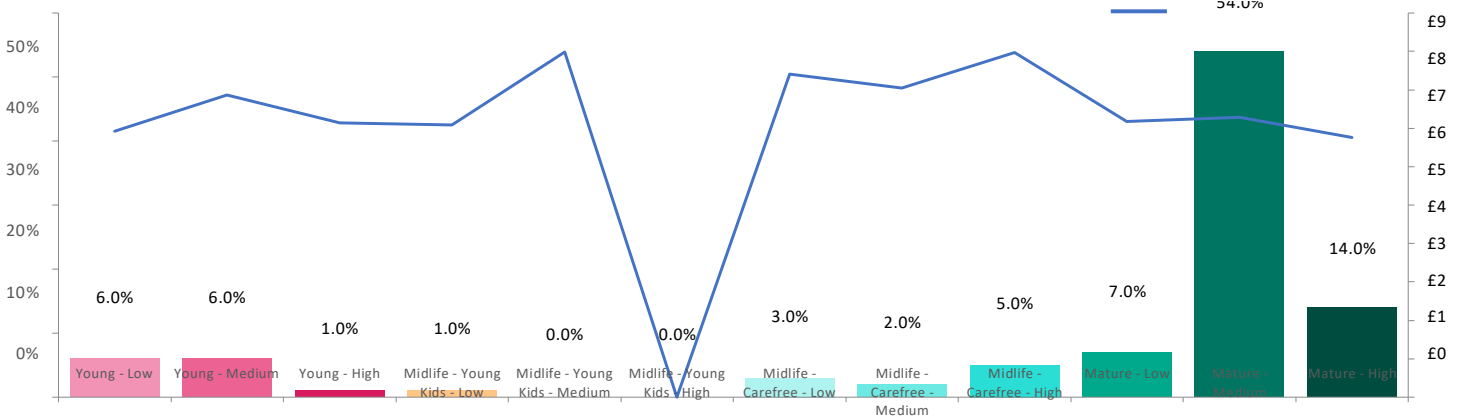
Transactional Data Summary - Brown Horse South Wirral

Spend by Polaris Plus



Percentage of total sales split by Polaris Plus segment within the pub

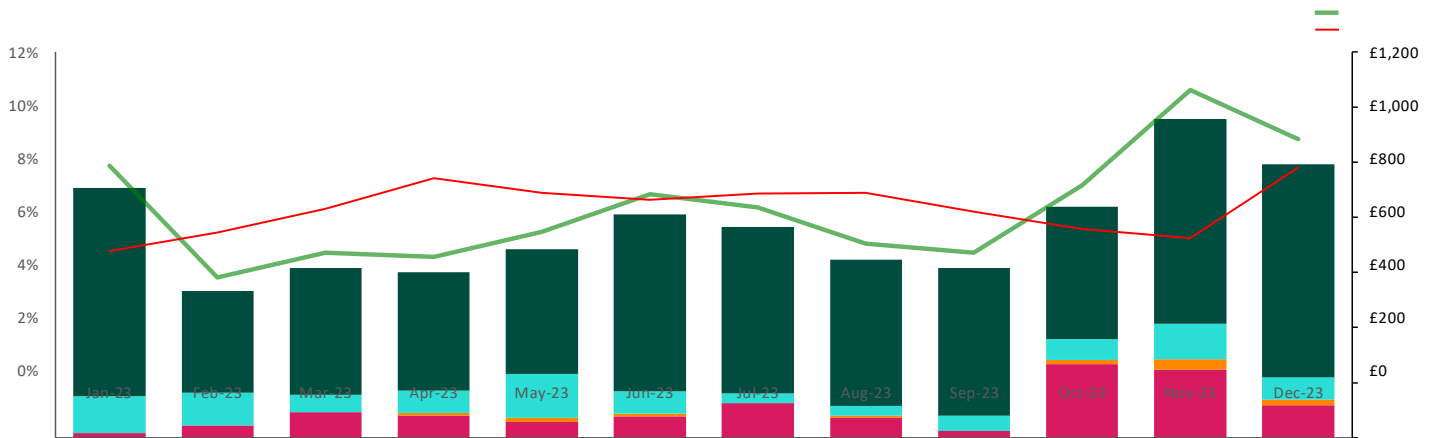
% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

Brown Horse South Wirral
Star Pubs



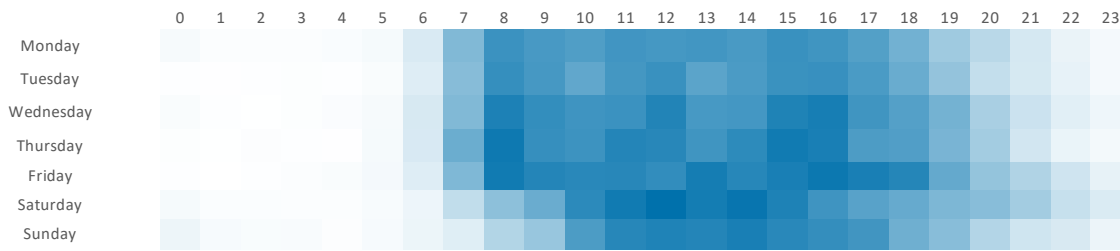
Seasonality of the spend split by month

Mobile Data Summary - Brown Horse South Wirral



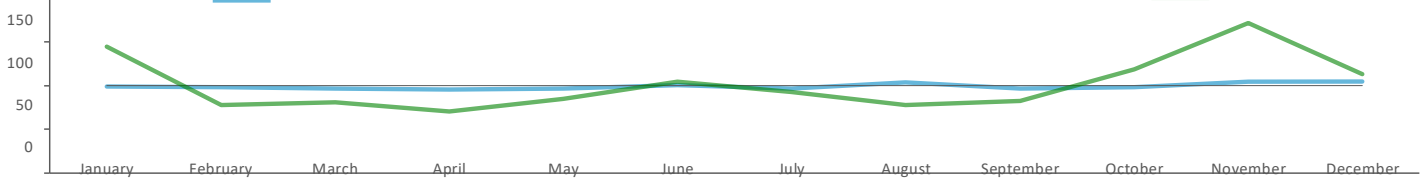
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Time of Day/Day of Week



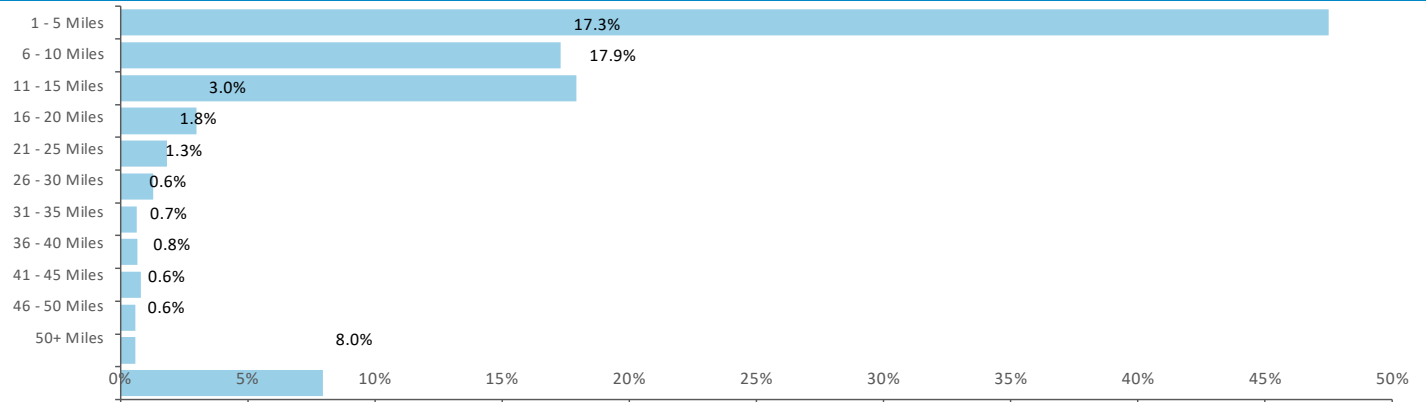
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



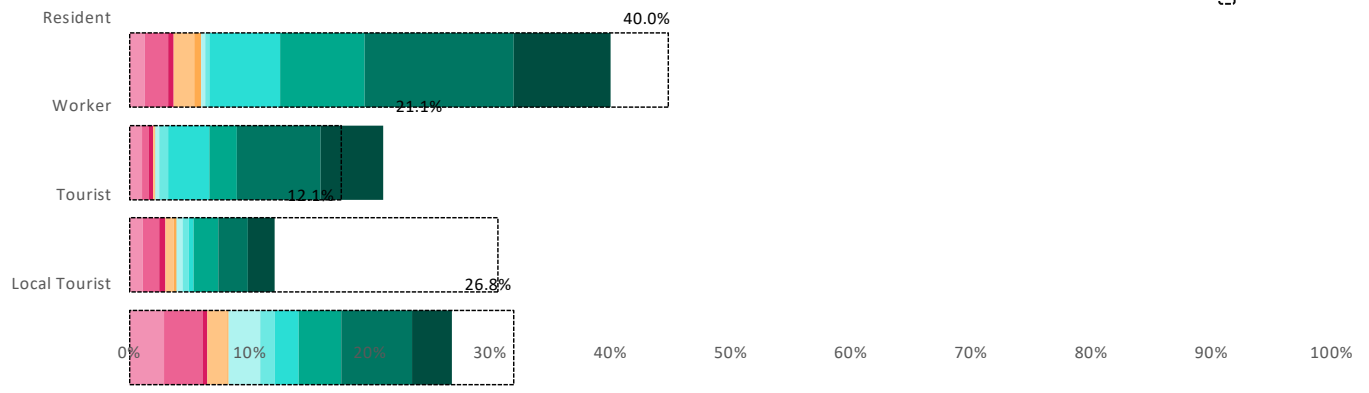
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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



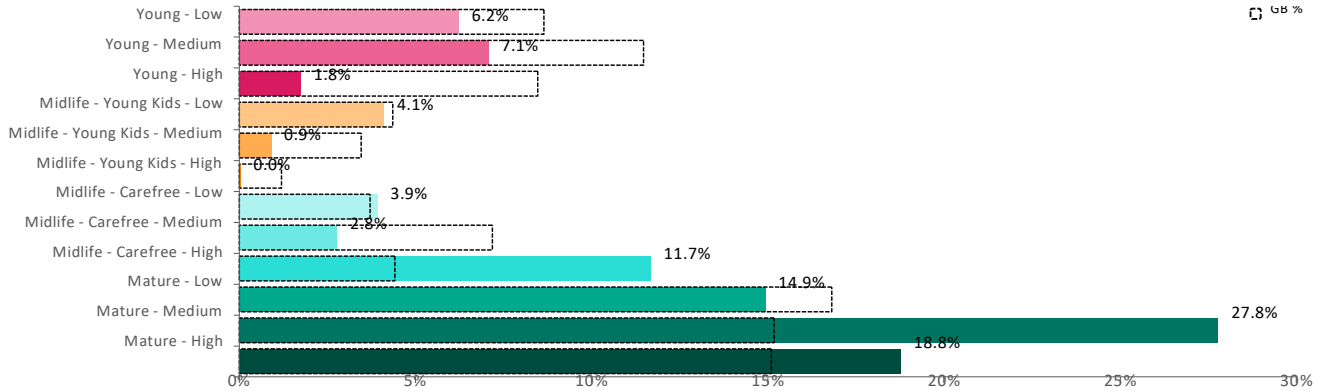
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Brown Horse South Wirral



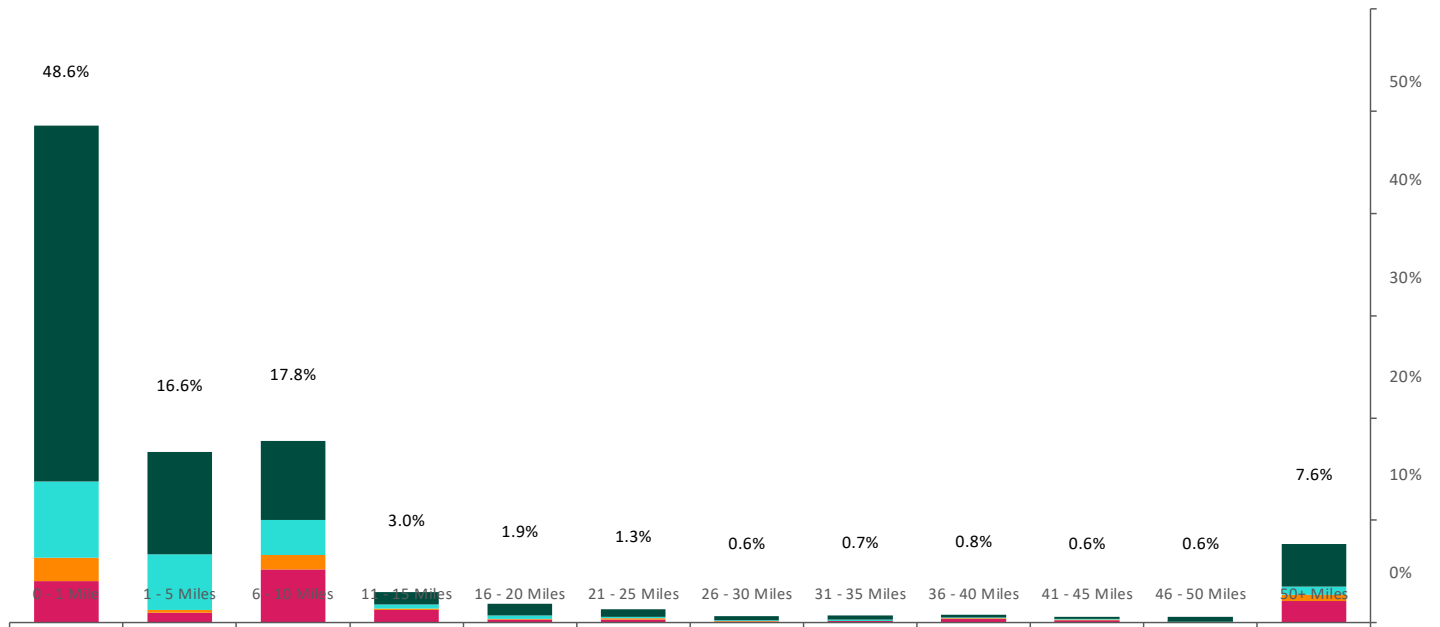
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Polaris Plus Profile



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



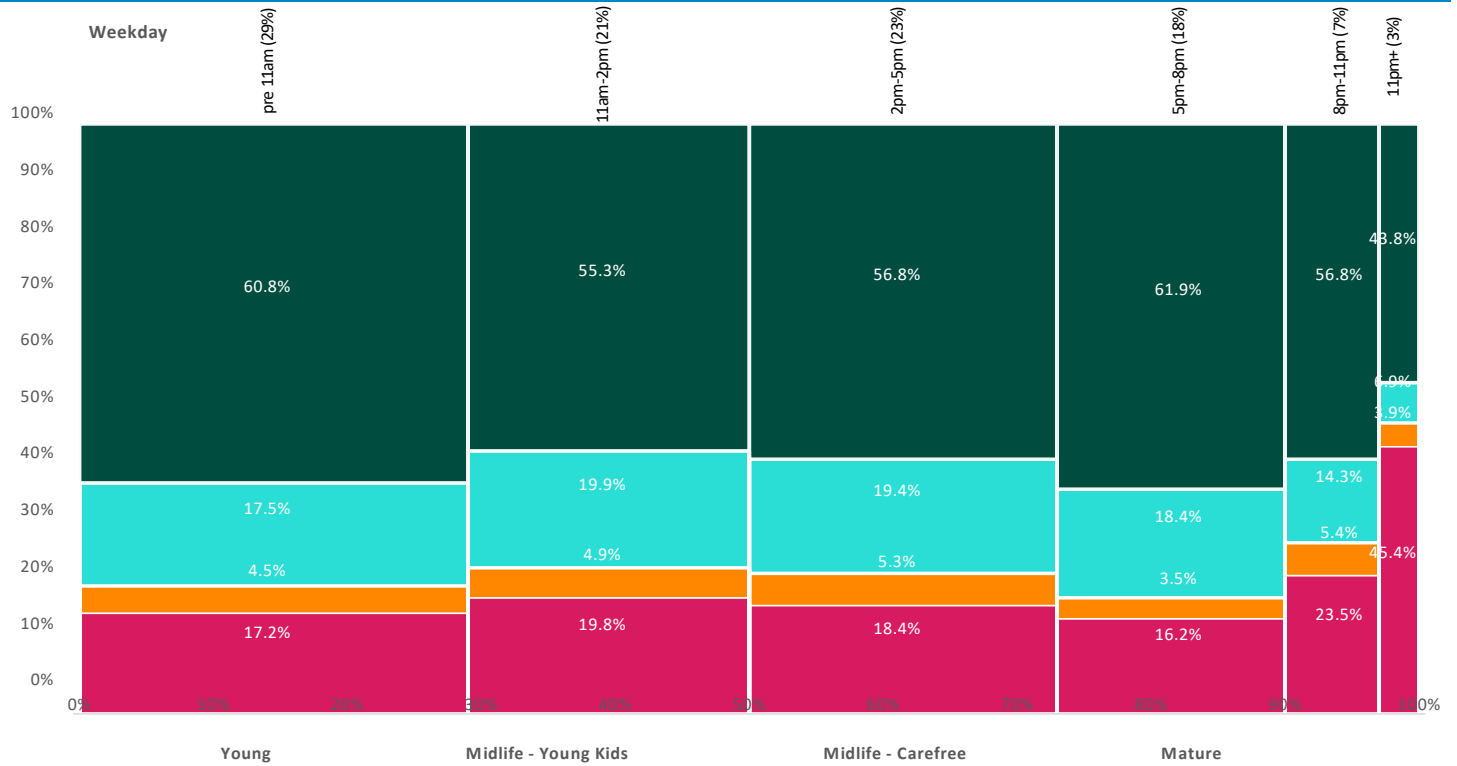
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Brown Horse South Wirral

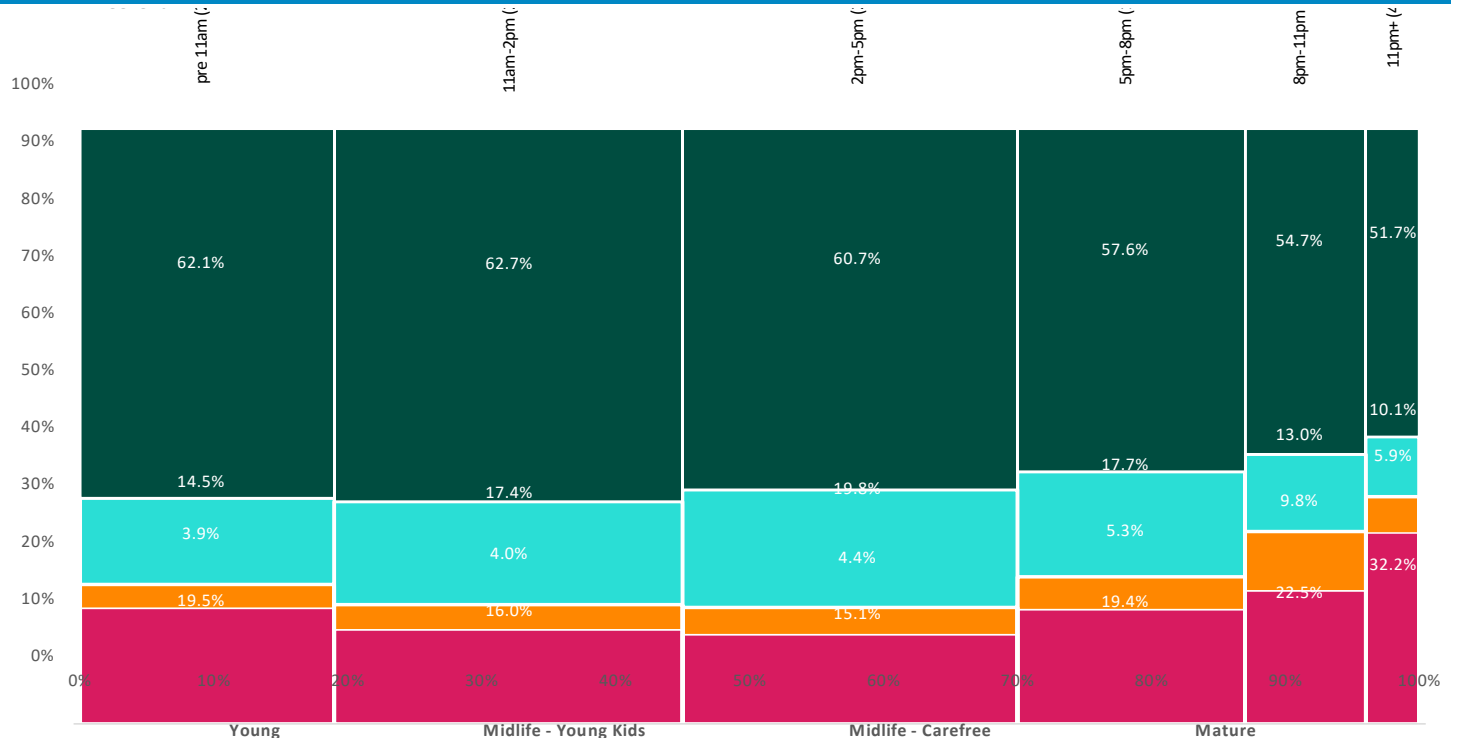


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Time of Day by Polaris: Weekday (Monday to Friday)



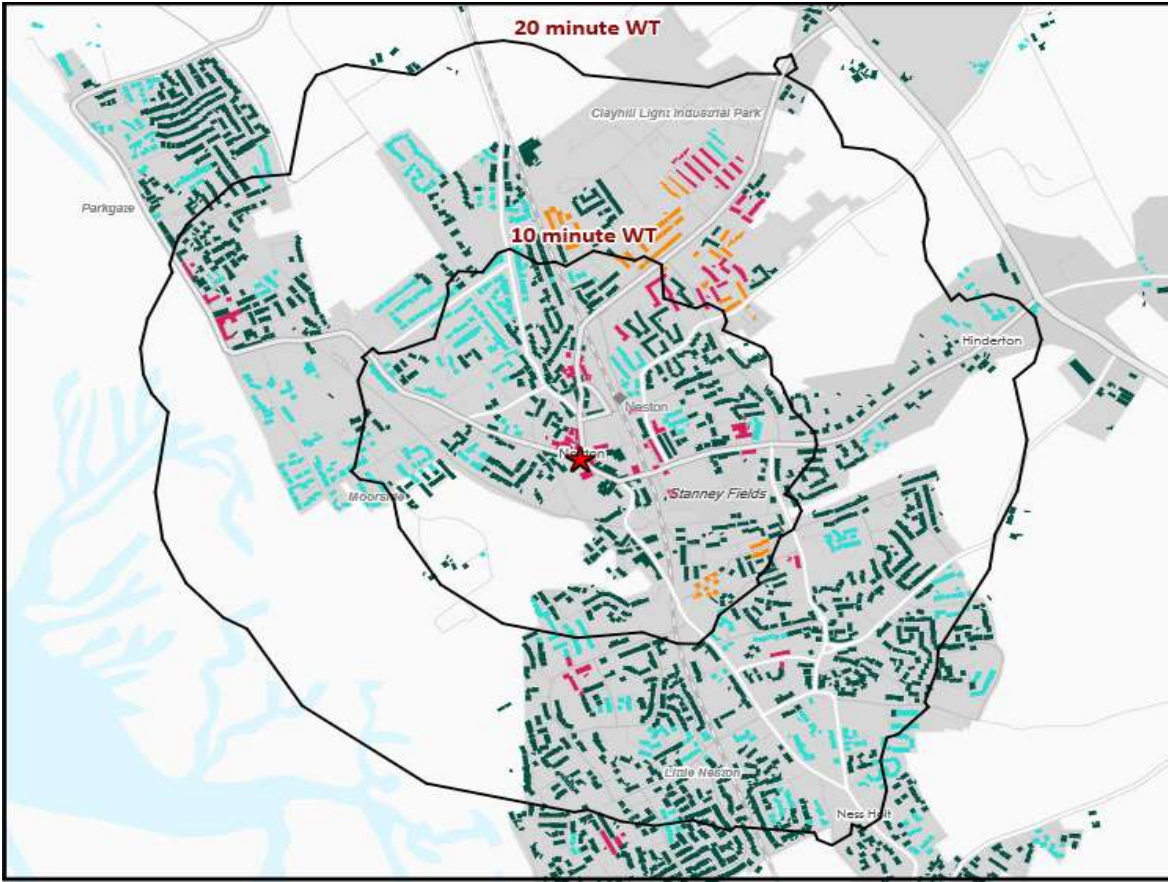
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Brown Horse South Wirral



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★ Pub Sites
Ⓜ Catchment

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

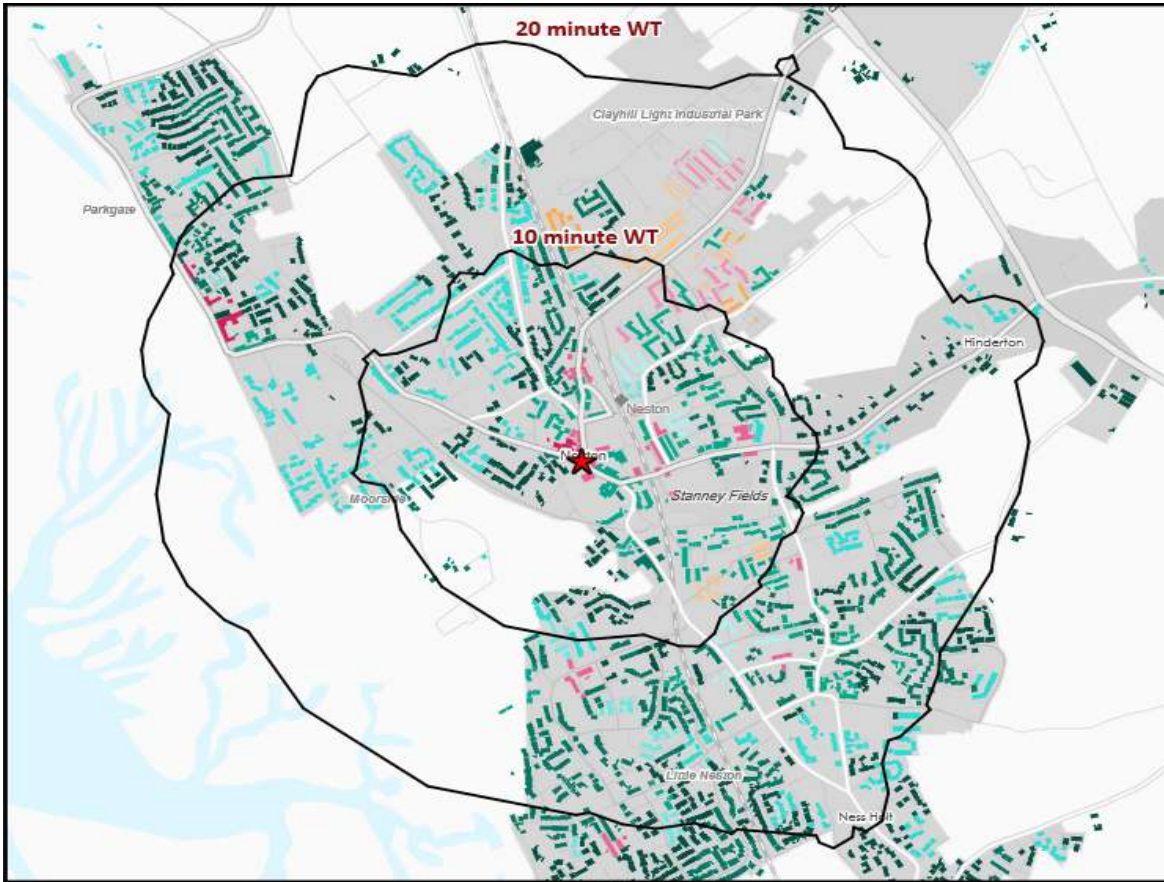
*WT= Walktime, **DT= Drivetime

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	456	1,180	63,270	50	43	83
Midlife - Young Kids	103	576	17,836	29	53	59
Midlife - Carefree	539	1,736	53,601	104	111	122
Mature	2,186	6,363	138,897	150	145	113
Not Private Households	0	61	3,099	0	47	85
Total	3,284	9,916	276,703			

Polaris Plus Summary - Brown Horse South Wirral



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Pub Sites
 Catchment

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

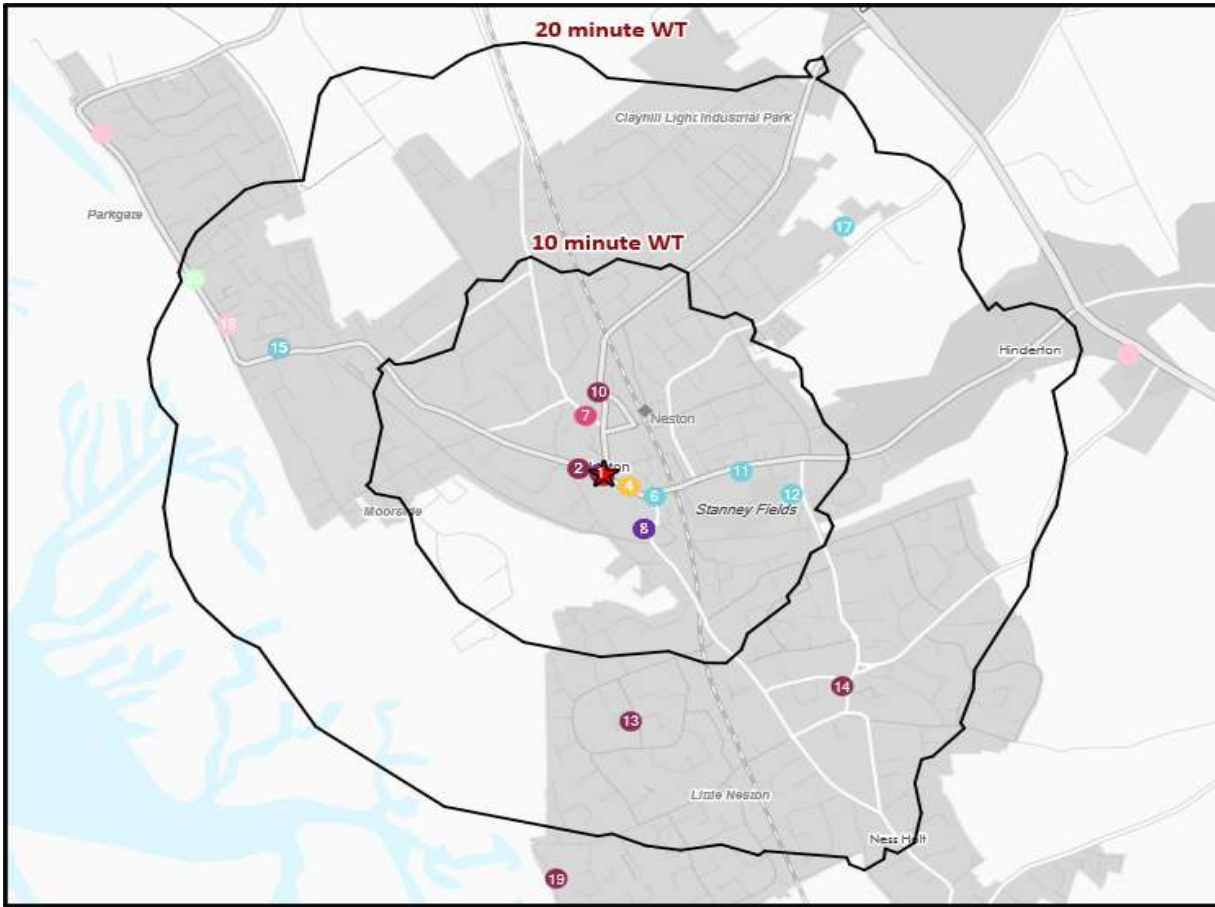
Mature

- 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	62	540	30,904	19	55	114
Medium	349	477	29,285	97	44	96
High	45	163	3,081	20	24	17
Midlife - Young Kids						
Low	103	370	16,206	57	68	107
Medium	0	206	1,626	0	48	14
High	0	0	4	0	0	0
Midlife - Carefree						
Low	65	178	32,035	47	43	275
Medium	32	319	7,987	14	45	40
High	442	1,239	13,579	302	281	110
Mature						
Low	1,138	1,561	34,585	252	115	91
Medium	562	3,057	69,540	109	197	160
High	486	1,745	34,772	99	117	84
Not Private Households	0	61	3,099	0	47	85
Total	3,284	9,916	276,703			



★ Pub Sites
N Catchment

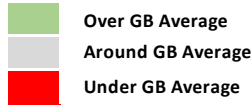
CGA Licensed Premises

- 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	Brown Horse	CH64 9UB	Star Pubs & Bars	Premium Local	0.0
1	Elephant Bank	CH64 9UE	Independent Free	Restaurants	0.0
2	Real Food Kitchen	CH64 9XF	Independent Free	Family Pub Dining	0.0
2	Greenland Fishery	CH64 9XF	Punch Pub Company	Premium Local	0.0
4	Elephant Coffee	CH64 9TZ	Independent Free	High Street Pub	0.1
4	Paisley Grey	CH64 9TZ	Independent Free	High Street Pub	0.1
6	Royal British Legion Club	CH64 9PB	Independent Free	Clubland	0.1
7	Brewers Arms	CH64 3RP	Ei Group	Family Pub Dining	0.1
8	Sonargaon	CH64 9UJ	Independent Free	Restaurants	0.1
8	Kri Kri Restaurant	CH64 9UJ	Independent Free	Restaurants	0.1
10	Malt Shovel	CH64 3RB	Stonegate Pub Company	Premium Local	0.2
11	Neston Civic Hall	CH64 9PQ	Independent Free	Clubland	0.3
12	Neston Masonic Club	CH64 9QB	Independent Free	Clubland	0.4
13	Lady Hamilton	CH64 0SG	Punch Pub Company	Premium Local	0.5
14	Royal Oak	CH64 4DE	Ei Group	Premium Local	0.6
15	Old Quay	CH64 6QJ	Mitchells & Butlers	Family Pub Dining	0.7
15	Neston District Cricket Club	CH64 6QJ	Independent Free	Clubland	0.7
17	Neston Recreation Centre	CH64 9NQ	Independent Free	Clubland	0.7
18	Ship	CH64 6SA	Stange & Co. Ltd	GPGF	0.8
19	Harp Inn	CH64 0TB	Admiral Taverns Ltd	Premium Local	0.8
20	Red Lion	CH64 6SB	Greene King	Community Pub	0.9

Per Pub Analysis - Brown Horse South Wirral



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,284	9,916	276,703
Number of Competition Pubs	9	17	231
Adults 18+ per Competition Pub	365	583	1,198

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	145	4.4%	55
Circuit Bar	0	130	4.0%	98
Community Pub	0	898	27.3%	143
Craft Led	0	61	1.9%	54
Great Pub Great Food	0	605	18.4%	104
High Street Pub	2	746	22.7%	123
Premium Local	3	601	18.3%	111

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	450	4.5%	56
Circuit Bar	0	263	2.7%	65
Community Pub	1	2,222	22.4%	117
Craft Led	0	135	1.4%	39
Great Pub Great Food	1	2,126	21.4%	121
High Street Pub	2	1,993	20.1%	109
Premium Local	5	2,168	21.9%	133

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	12,831	4.6%	58
Circuit Bar	11	9,919	3.6%	88
Community Pub	22	59,108	21.4%	112
Craft Led	0	6,404	2.3%	67
Great Pub Great Food	16	42,104	15.2%	86
High Street Pub	25	56,636	20.5%	111
Premium Local	46	46,580	16.8%	102

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.

	18-34 year olds	35-54 year olds	35-54 year olds	55+ year olds
Consumer Insight	<p>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>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>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>"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	<p>Aids being part of the group</p> <ul style="list-style-type: none"> Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<p>Helps me look good, and be on trend</p> <ul style="list-style-type: none"> 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

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.

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				