

Catchment Summary - Jubilee Inn Liverpool 21



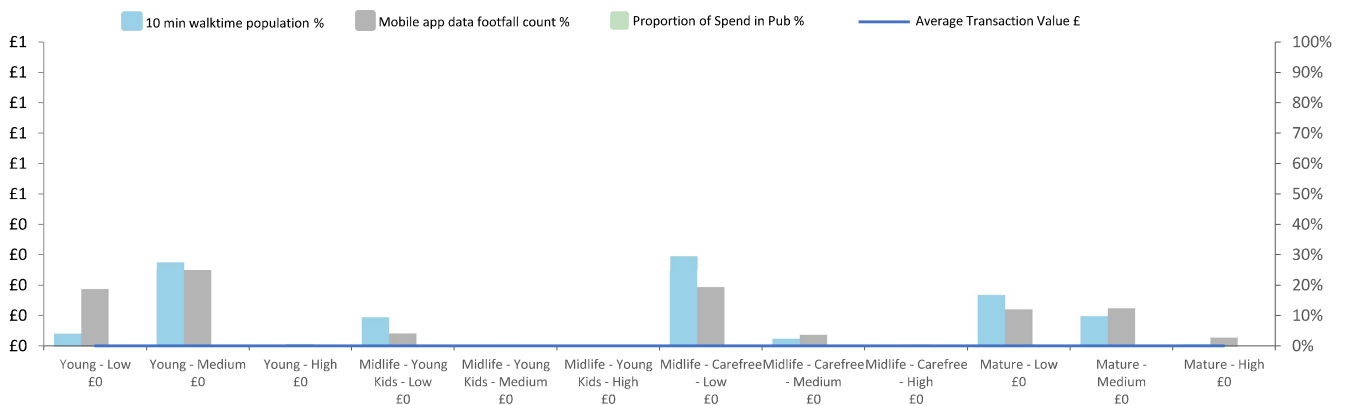
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625954	Jubilee Inn Liverpool 21	L 21 9JH	Star Pubs & Bars	Community Pub	3



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

Polaris Plus Profile



See the Glossary page for further information on the above variables

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

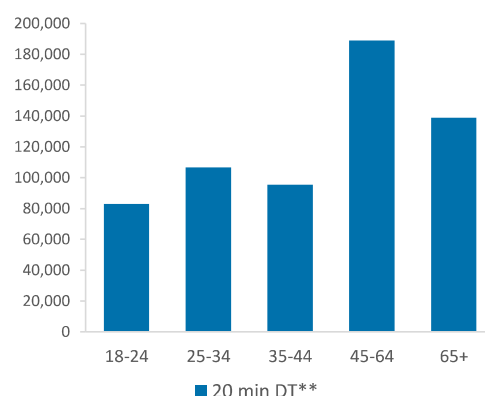
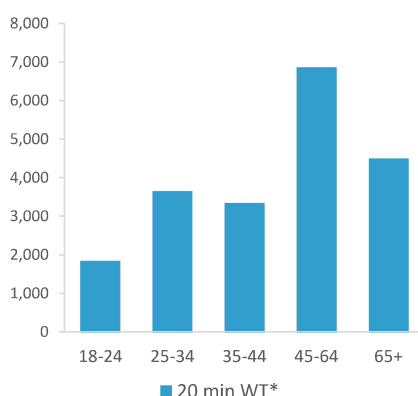
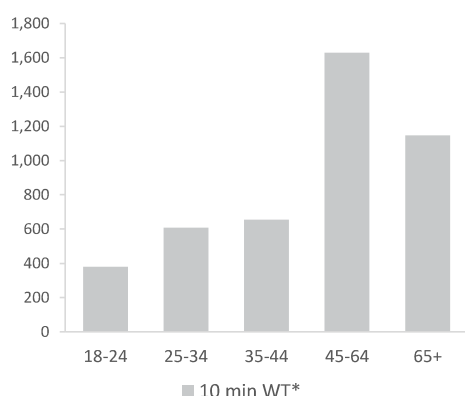
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,374	25,512	764,069	100	138	174
Adults 18+	4,418	20,223	612,677	98	132	175
Competition Pubs	2	18	841	11	50	202
Adults 18+ per Competition Pub	2,209	1,124	729	257	131	85
% Adults Likely to Drink	78.0%	75.9%	76.0%	102	100	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	59.6%	60.8%	54.8%	179	183	165
	Medium	39.7%	36.2%	36.1%	104	95	95
	High	0.7%	1.9%	8.0%	2	7	29

*Affluence does not include Not Private Households

Age Profile	18-24	381	1,859	82,813	87	90	133
	25-34	608	3,660	106,594	85	108	105
	35-44	654	3,351	95,414	92	99	94
	45-64	1,628	6,852	188,911	118	105	96
	65+	1,147	4,501	138,945	111	92	95



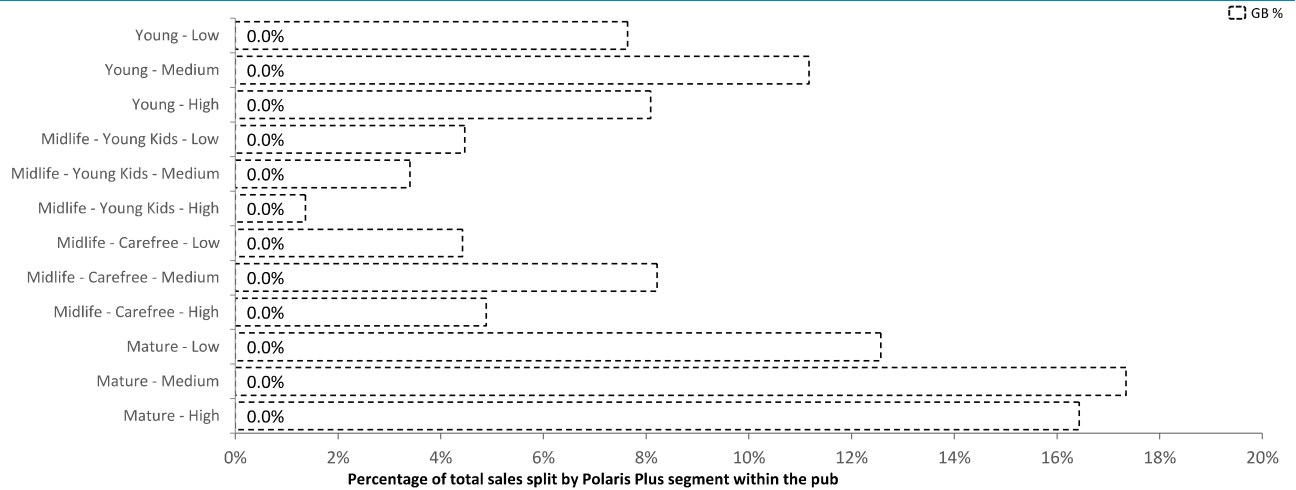
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,651 (49%)	12,358 (48%)	370,600 (49%)	101	99	99
	Female	2,723 (51%)	13,154 (52%)	393,469 (51%)	99	101	101
Economic Status (16+)	Employed: Full-time	1,618 (36%)	7,228 (35%)	203,337 (32%)	103	101	94
	Employed: Part-time	558 (12%)	2,718 (13%)	74,135 (12%)	103	110	99
	Self employed	319 (7%)	1,439 (7%)	41,569 (7%)	76	75	71
	Unemployed	93 (2%)	712 (3%)	19,967 (3%)	74	124	115
	Full-time student	93 (2%)	409 (2%)	20,529 (3%)	86	82	137
	Retired	1,101 (24%)	4,066 (19%)	124,693 (20%)	111	89	90
	Other	771 (17%)	4,286 (21%)	146,003 (23%)	97	118	133
Total Worker Count		1,892	7,520	417,423			

See the Glossary page for further information on the above variables

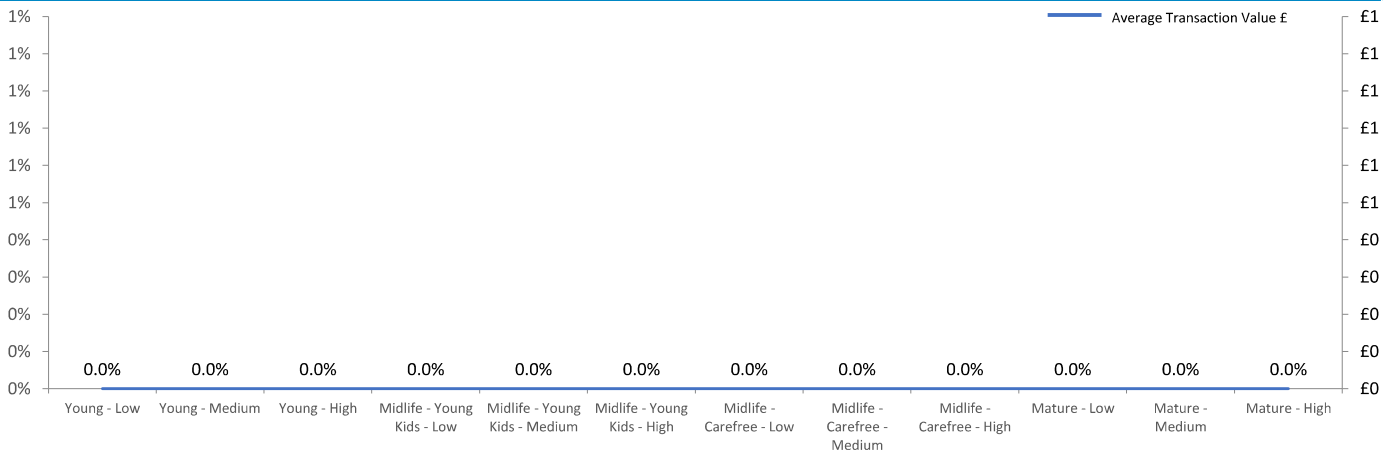
Transactional Data Summary - Jubilee Inn Liverpool 21

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Spend by Polaris Plus

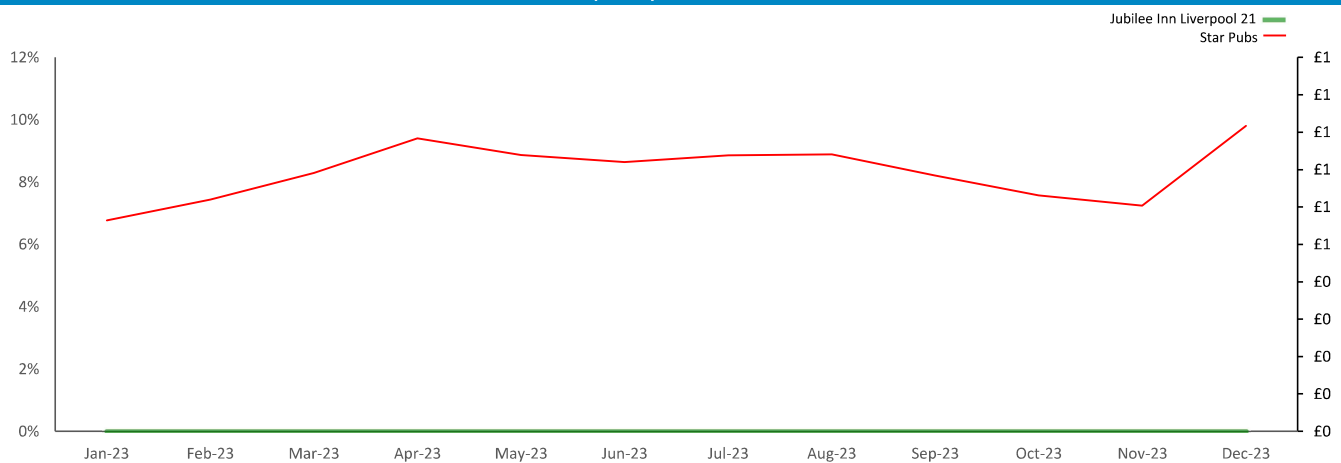


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

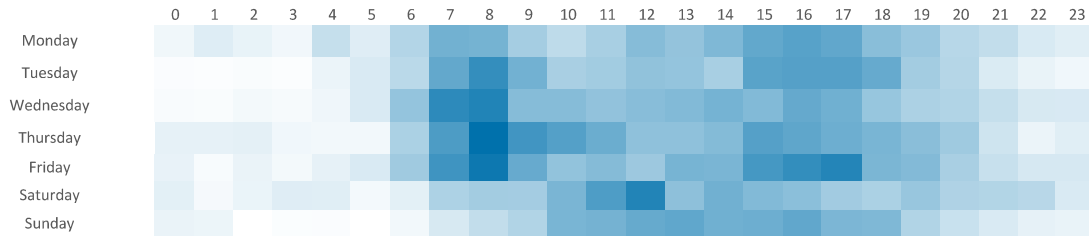
Spend by Month and Polaris



Seasonality of the spend split by month

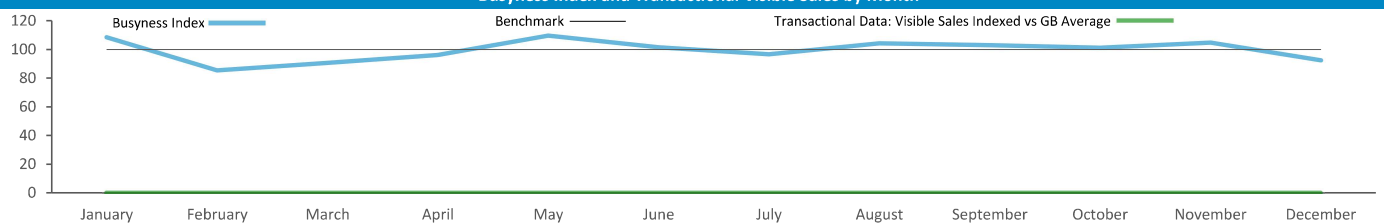
Mobile Data Summary - Jubilee Inn Liverpool 21

Time of Day/Day of Week



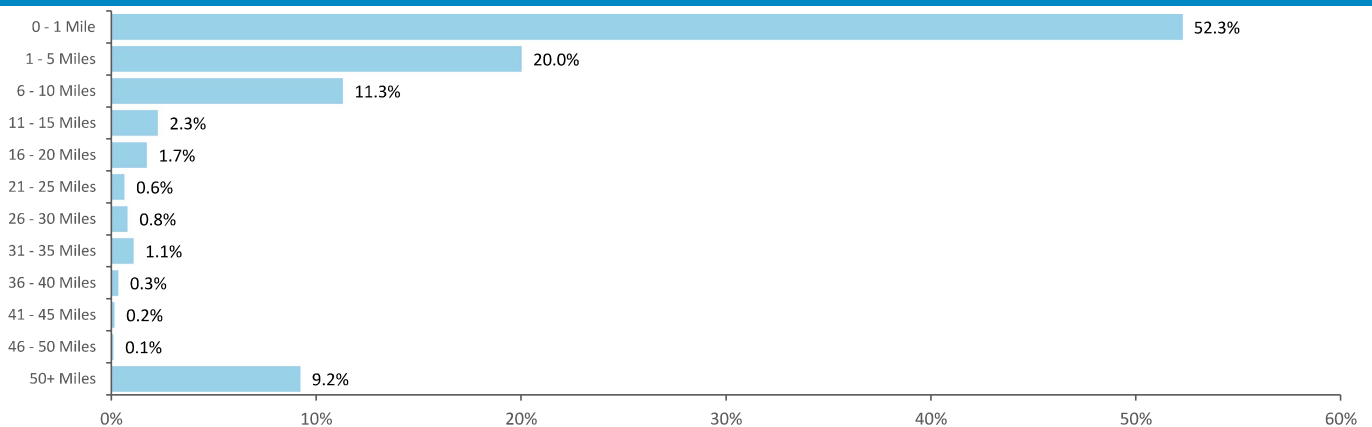
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

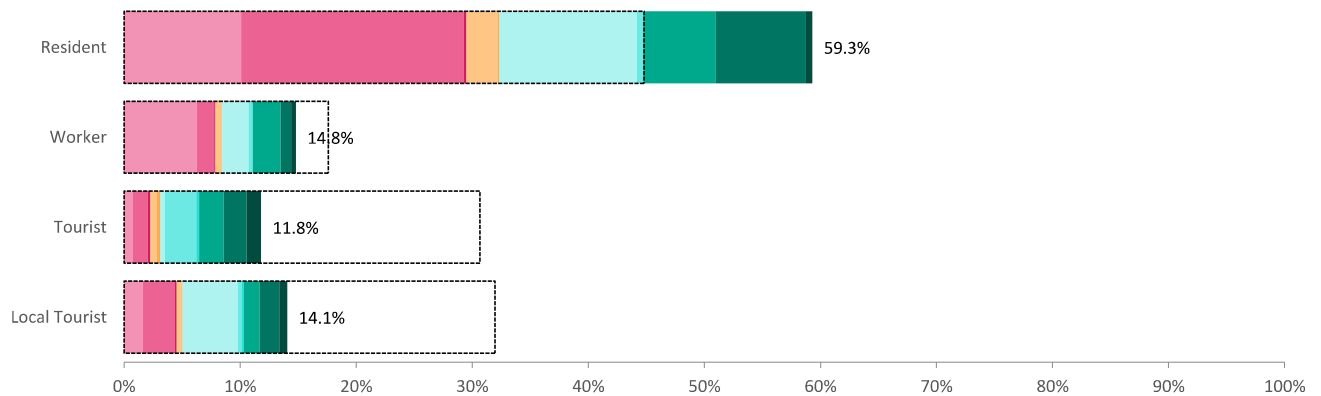
Distance from Home



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

Audience Classification by Polaris Plus

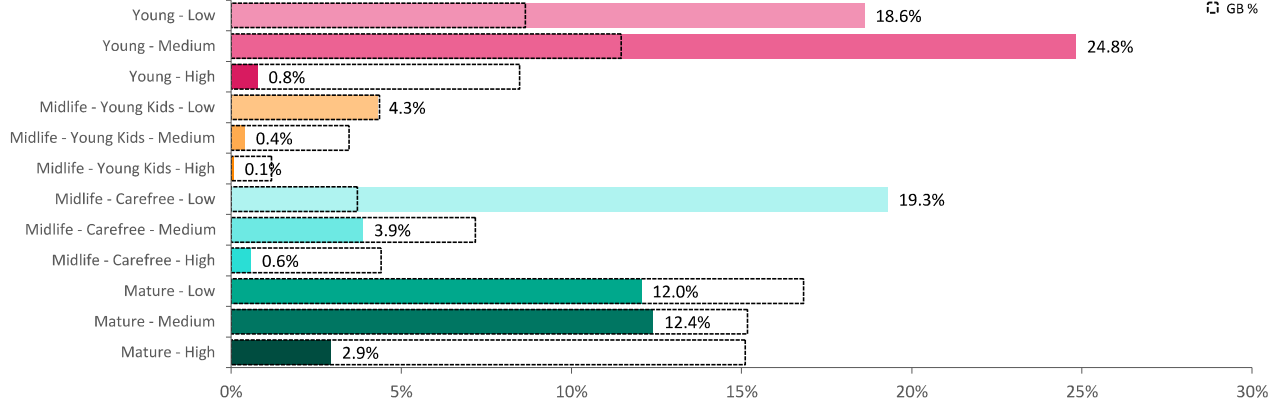
Base: GB



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

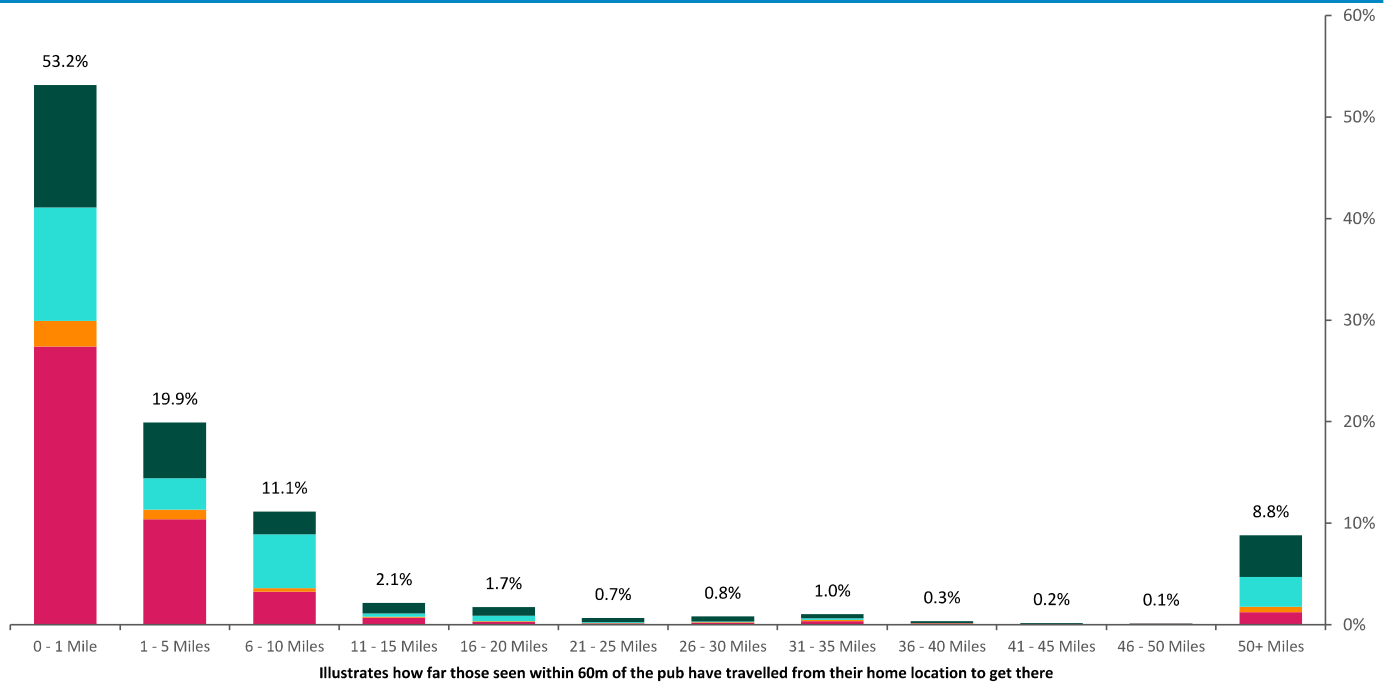
Mobile Data Summary - Jubilee Inn Liverpool 21

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



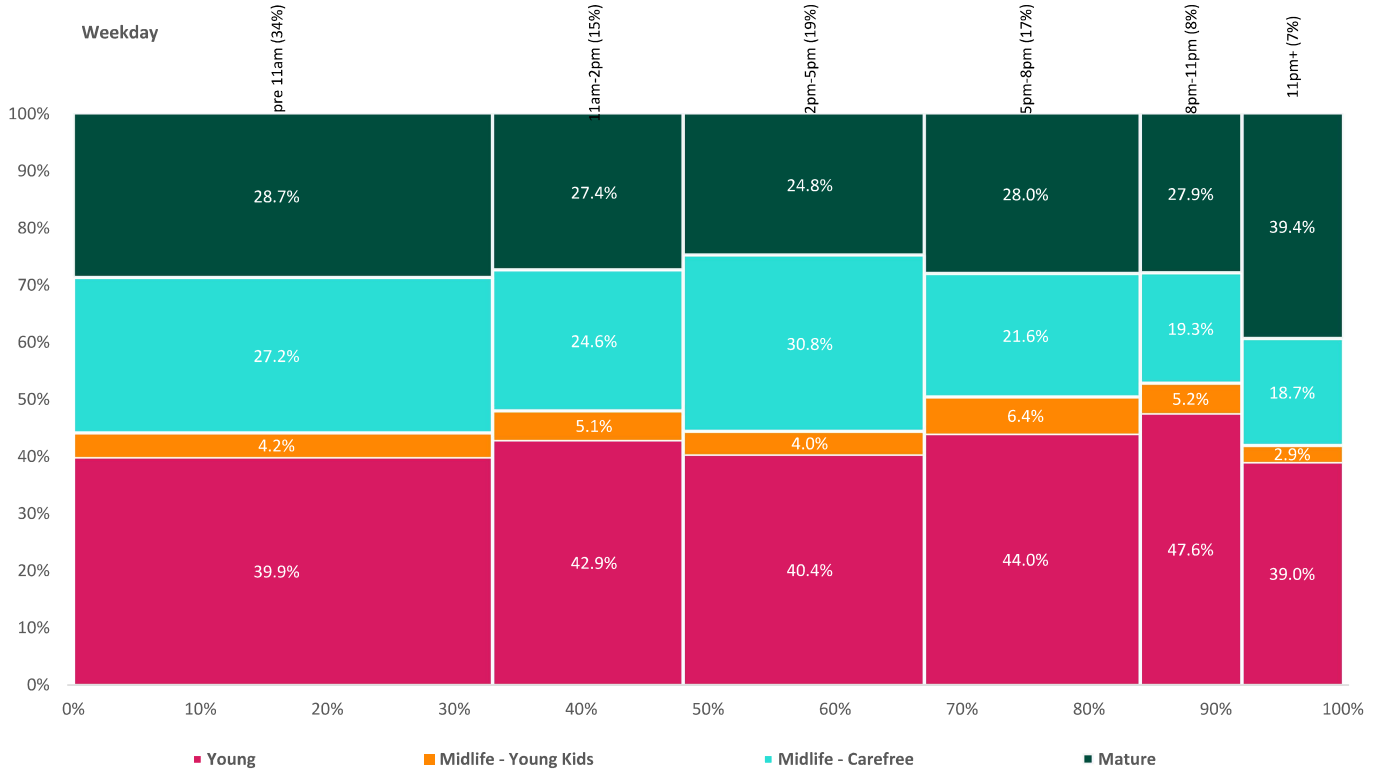
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Mobile Data Summary - Jubilee Inn Liverpool 21

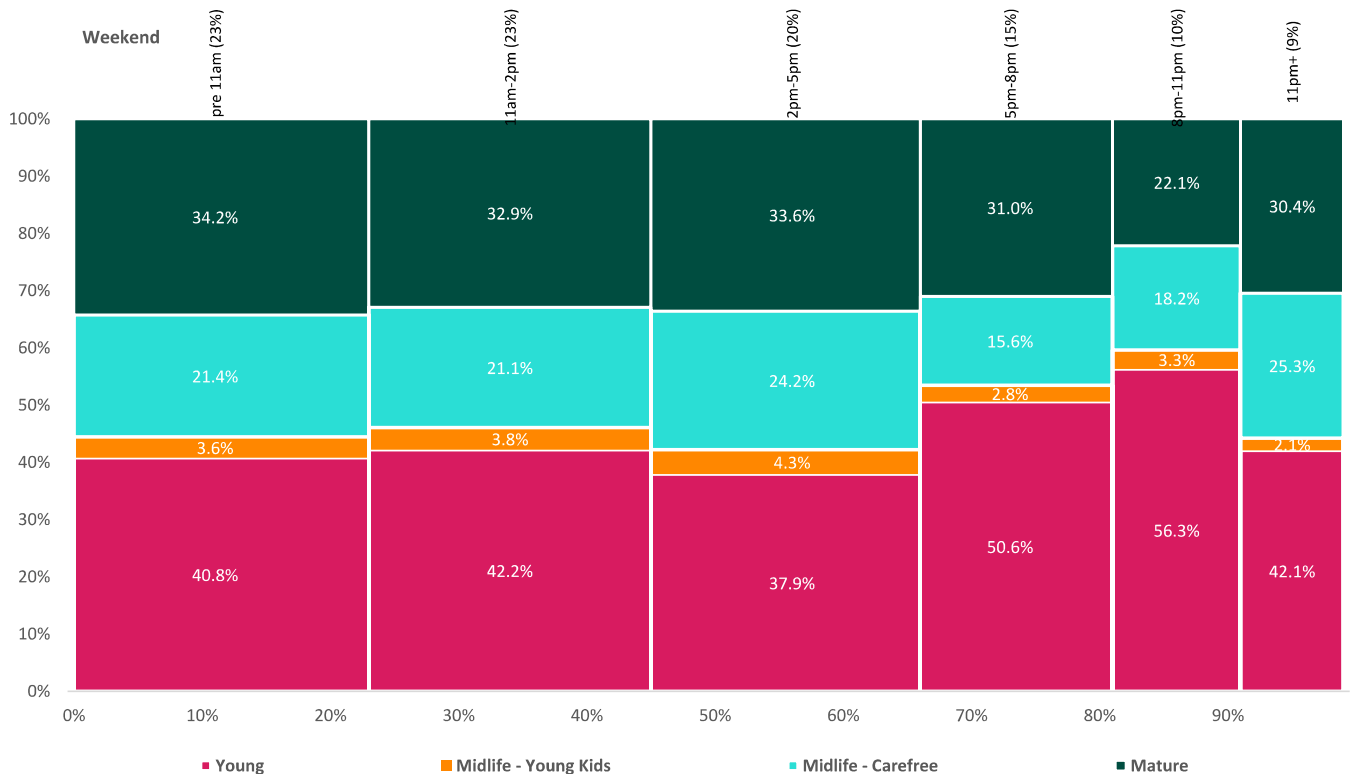


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Jubilee Inn Liverpool 21

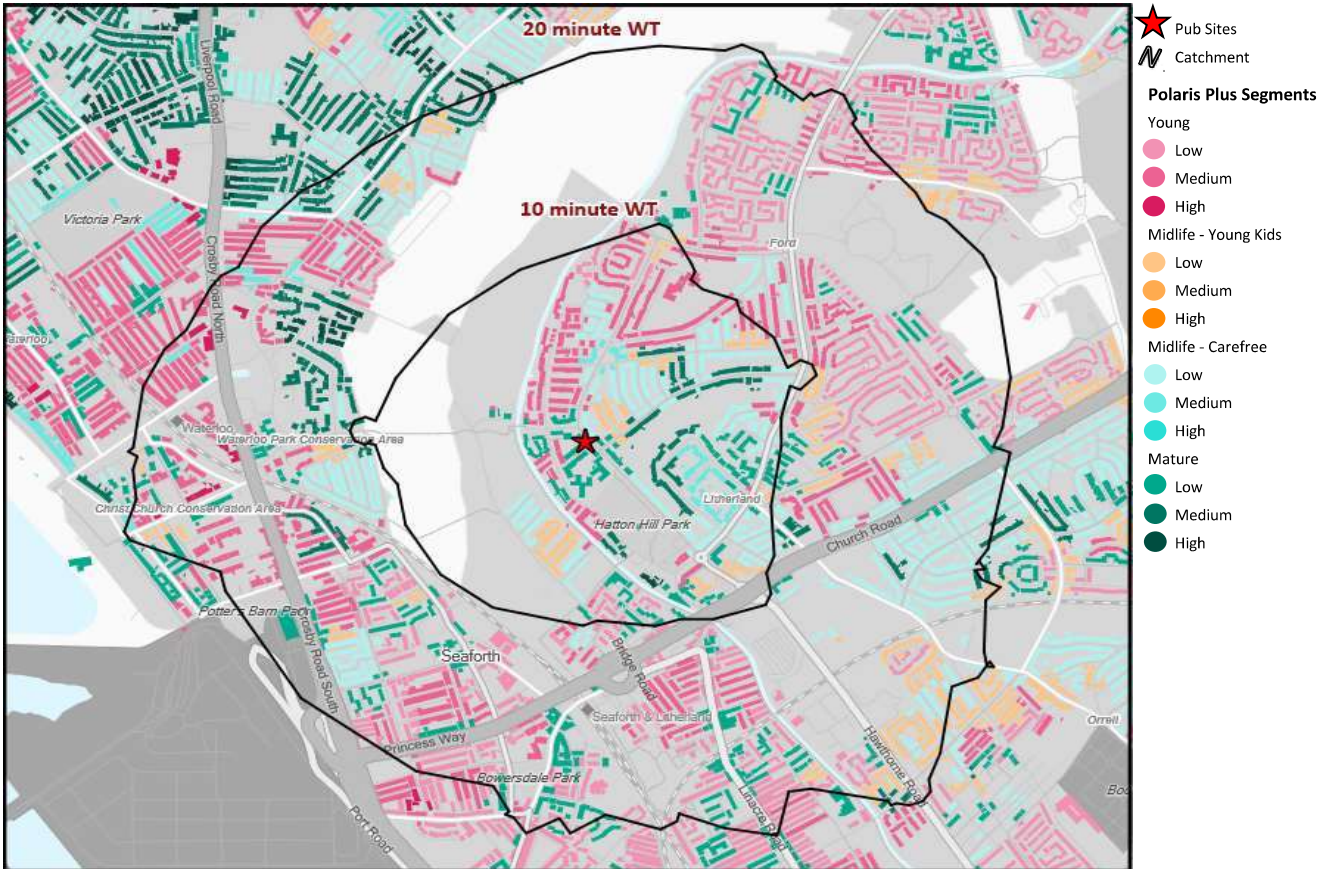


Polaris Profile by Catchment

*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	1,389	10,692	305,669	114	192	181
Midlife - Young Kids	420	1,408	38,928	87	64	58
Midlife - Carefree	1,406	3,741	85,396	201	117	88
Mature	1,203	4,172	175,645	61	46	65
Not Private Households	0	210	7,039	0	79	88
Total	4,418	20,223	612,677			

Polaris Plus Summary - Jubilee Inn Liverpool 21



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	184	4,741	169,686	42	239	282
Medium	1,205	5,755	124,033	248	259	184
High	0	196	11,950	0	14	29
Midlife - Young Kids						
Low	420	1,408	38,105	173	127	113
Medium	0	0	801	0	0	3
High	0	0	22	0	0	0
Midlife - Carefree						
Low	1,291	3,442	59,572	693	404	231
Medium	115	299	17,369	36	21	40
High	0	0	8,455	0	0	31
Mature						
Low	740	2,709	68,463	122	98	81
Medium	434	1,274	78,898	63	40	82
High	29	189	28,284	4	6	31
Not Private Households	0	210	7,039	0	79	88
Total	4,418	20,223	612,677			

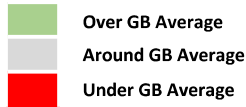
CGA Summary - Jubilee Inn Liverpool 21



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Jubilee Inn	L 21 9JH	Star Pubs & Bars	Community Pub	0.0
1	Piccola Italian	L 21 7PG	Independent Free	Restaurants	0.3
2	Morrells	L 21 7PD	Independent Free	High Street Pub	0.4
3	Red Lion	L 21 2PB	Independent Free	Community Pub	0.5
4	Our Lady Queen Of Peace	L 21 0EQ	Independent Free	Clubland	0.5
5	Luellas	L 21 6PH	Independent Free	Restaurants	0.5
6	Railway Hotel	L 21 6PG	Admiral Taverns Ltd	Community Pub	0.5
7	Royal British Legion Club	L 21 8NU	Independent Free	Clubland	0.5
8	Seaforth Arms Hotel	L 21 3TA	Unknown	Community Pub	0.6
9	Waterloo Lawn Tennis Club	L 22 3XR	Independent Free	Clubland	0.6
10	Marlborough Guest House	L 22 1RG	Independent Free	Hotel	0.6
11	Star Of The Sea	L 21 1BH	Unknown	Community Pub	0.7
12	Brownmoor Park Sports & Social	L 23 0TL	Independent Free	Clubland	0.7
13	Ghurka Fine Dining	L 22 0ND	Independent Free	Restaurants	0.7
13	Spit Roast	L 22 0ND	Independent Free	Restaurants	0.7
15	Salt Box	L 21 8NR	Stonegate Pub Company	Community Pub	0.8
16	Plaza Cinema	L 22 0LD	Independent Free	Large Venue	0.8
16	Four Ashes	L 22 0LD	Independent Free	Community Pub	0.8
18	Our Lady Star Of The	L 21 4LJ	Independent Free	Clubland	0.8
19	Crosby Lakeside Adventure Centre	L 22 1RR	Independent Free	Clubland	0.8
19	Lake House	L 22 1RR	Independent Free	Hotel	0.8

Per Pub Analysis - Jubilee Inn Liverpool 21



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,418	20,223	612,677
Number of Competition Pubs	2	18	841
Adults 18+ per Competition Pub	2,209	1,124	729

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	215	4.9%	60
Circuit Bar	0	213	4.8%	119
Community Pub	1	877	19.8%	104
Craft Led	0	184	4.2%	121
Great Pub Great Food	0	271	6.1%	35
High Street Pub	1	863	19.5%	106
Premium Local	0	390	8.8%	53

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,497	7.4%	92
Circuit Bar	0	1,441	7.1%	176
Community Pub	7	4,381	21.7%	113
Craft Led	0	1,105	5.5%	158
Great Pub Great Food	0	1,356	6.7%	38
High Street Pub	4	4,546	22.5%	122
Premium Local	0	1,945	9.6%	58

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	140	44,711	7.3%	91
Circuit Bar	96	40,332	6.6%	162
Community Pub	138	139,331	22.7%	119
Craft Led	0	28,527	4.7%	135
Great Pub Great Food	25	59,129	9.7%	55
High Street Pub	152	142,773	23.3%	126
Premium Local	52	73,895	12.1%	73

Glossary

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 Lifestyle, Energy Levels and Demand.																																									
Consumer Insight	<table><tr><td>Young</td><td>Midlife ‘Parents’</td><td>Midlife ‘Carefree’</td><td>Mature</td></tr><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></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”																												
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Product needs	<table><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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="6">Metropolitan</td><td colspan="6">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			
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