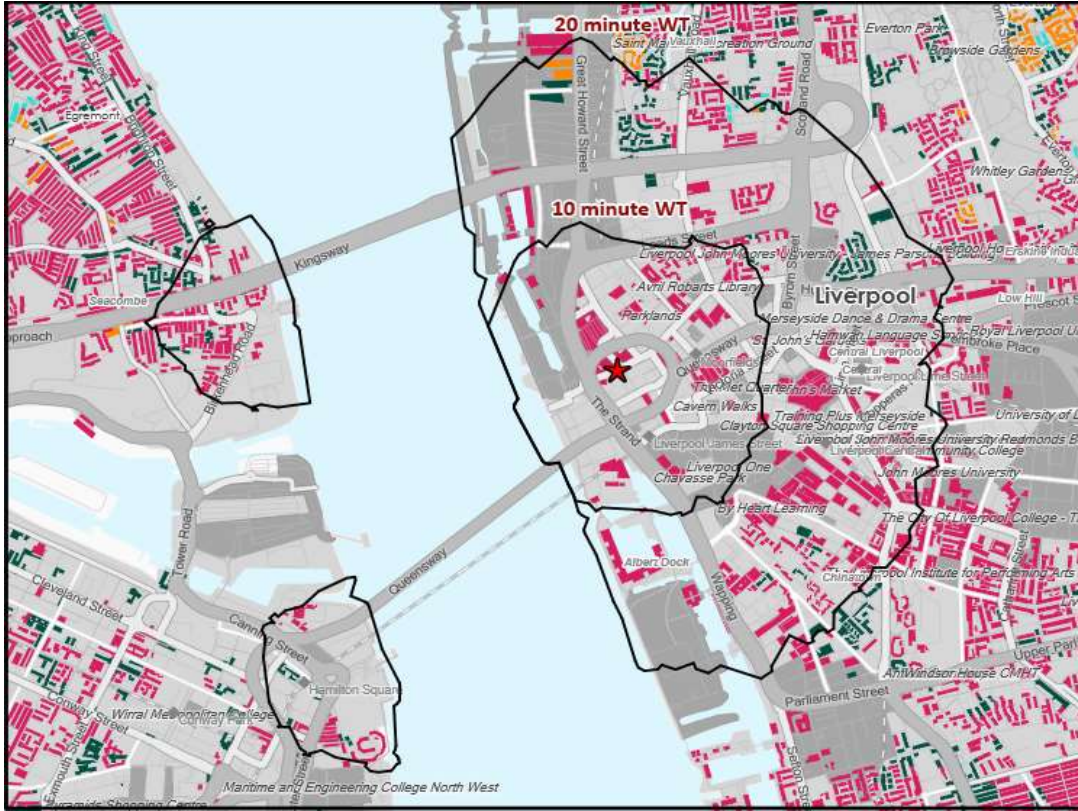


Catchment Summary - Pig & Whistle Liverpool

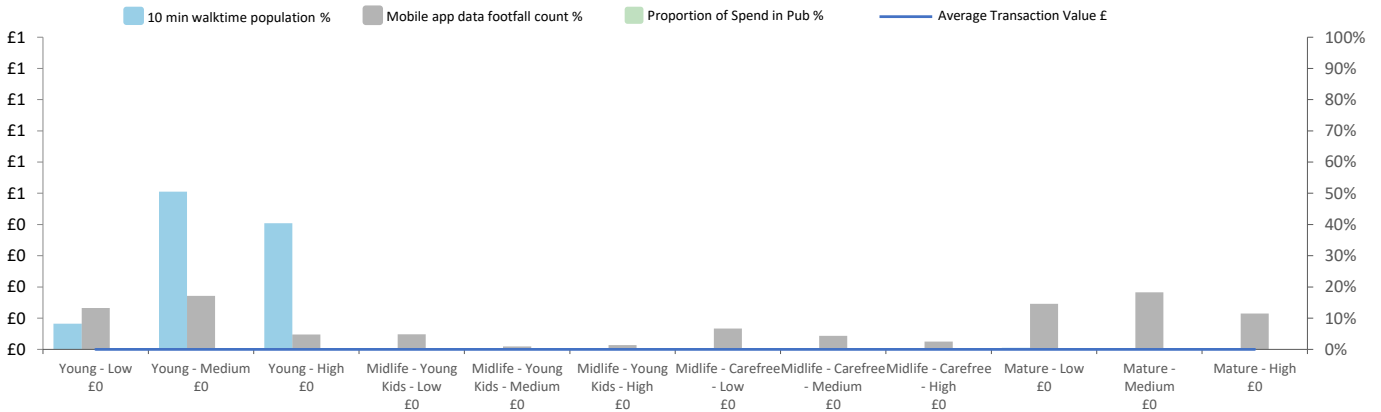
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625976	Pig & Whistle Liverpool	L 2 8UA	Star Pubs & Bars	Circuit Bar	3



- 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 - Pig & Whistle Liverpool



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

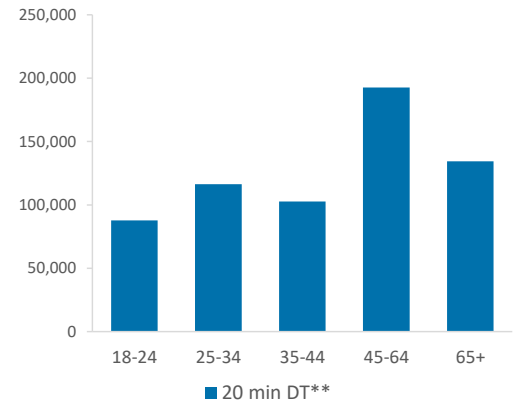
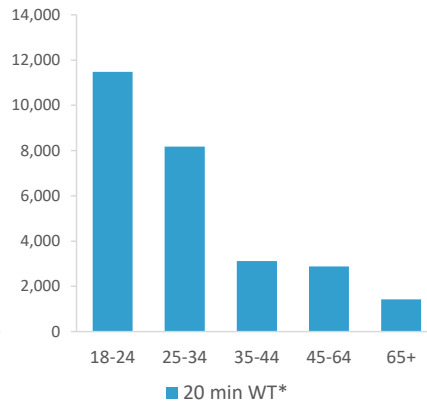
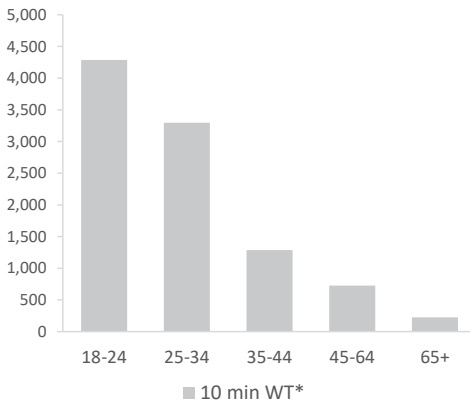
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	10,239	28,875	791,271	191	156	180
Adults 18+	9,824	27,065	633,668	218	177	181
Competition Pubs	144	265	866	800	736	208
Adults 18+ per Competition Pub	68	102	732	8	12	85
% Adults Likely to Drink	79.0%	78.0%	75.8%	104	102	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	8.7%	20.7%	52.4%	26	62	158
	Medium	50.6%	50.2%	38.0%	133	132	100
	High	40.4%	28.8%	8.5%	148	105	31

*Affluence does not include Not Private Households

Age Profile	18-24	4,288	11,476	87,712	514	488	136
	25-34	3,297	8,173	116,245	241	212	110
	35-44	1,286	3,119	102,763	95	82	98
	45-64	727	2,877	192,573	28	39	95
	65+	226	1,420	134,375	11	26	88



	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	5,952 (58%)	15,793 (55%)	386,586 (49%)	119	112	100
	Female	4,287 (42%)	13,082 (45%)	404,685 (51%)	82	89	100
Economic Status (16+)	Employed: Full-time	3,970 (40%)	9,365 (34%)	208,311 (32%)	117	100	93
	Employed: Part-time	545 (6%)	1,778 (7%)	76,665 (12%)	46	55	99
	Self employed	521 (5%)	1,291 (5%)	43,310 (7%)	57	51	72
	Unemployed	265 (3%)	735 (3%)	21,458 (3%)	97	97	119
	Full-time student	1,100 (11%)	3,410 (12%)	21,759 (3%)	468	526	140
	Retired	429 (4%)	1,456 (5%)	120,286 (18%)	20	24	84
	Other	3,054 (31%)	9,262 (34%)	159,983 (25%)	177	195	141
Total Worker Count		73,658	125,456	424,825			

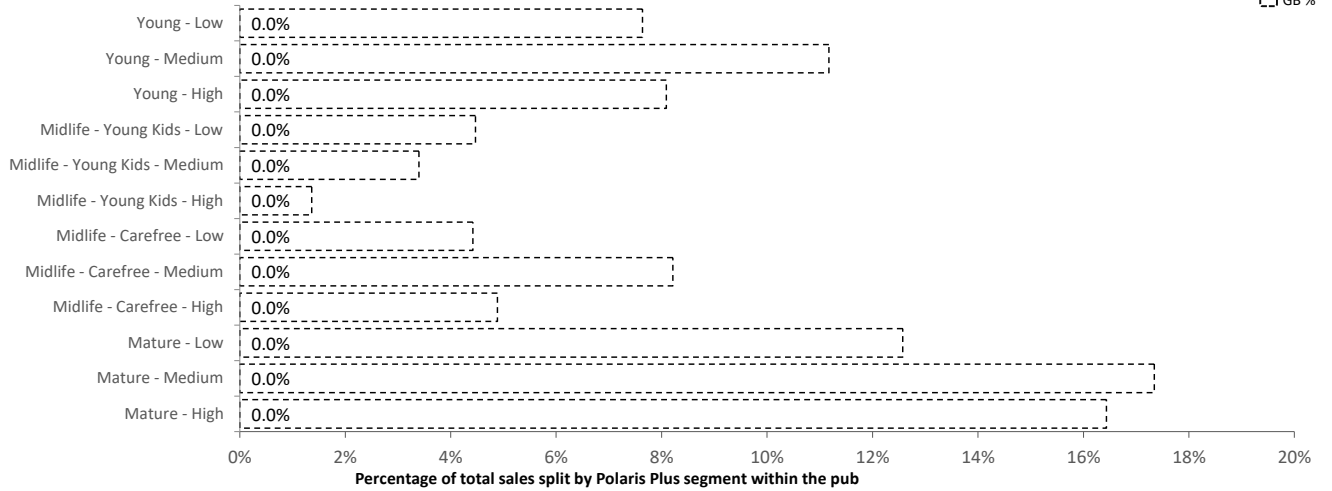
See the Glossary page for further information on the above variables

Transactional Data Summary - Pig & Whistle Liverpool

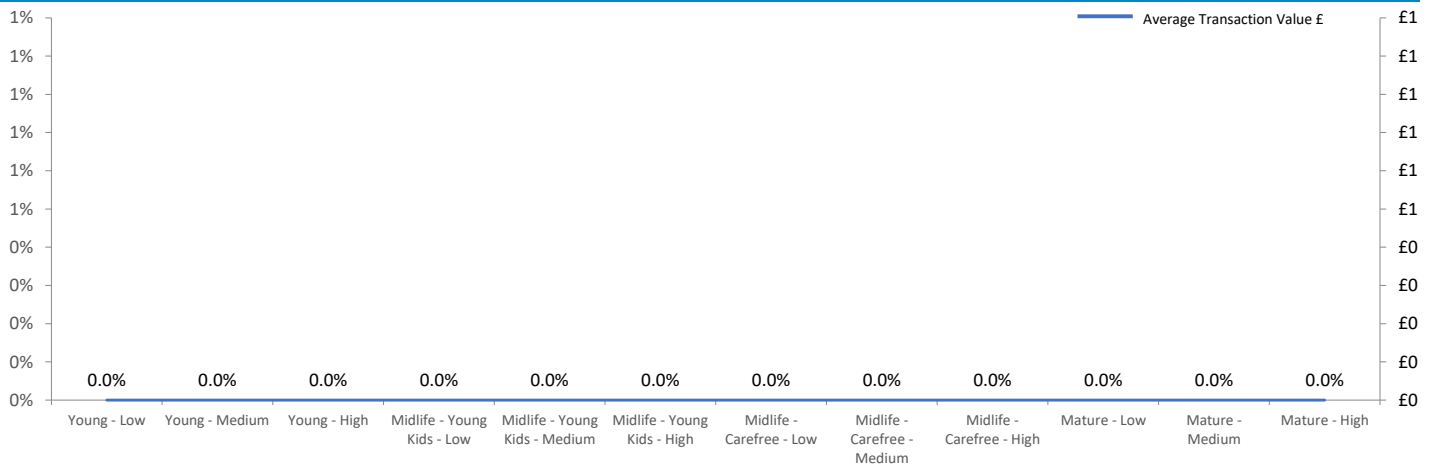


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Spend by Polaris Plus

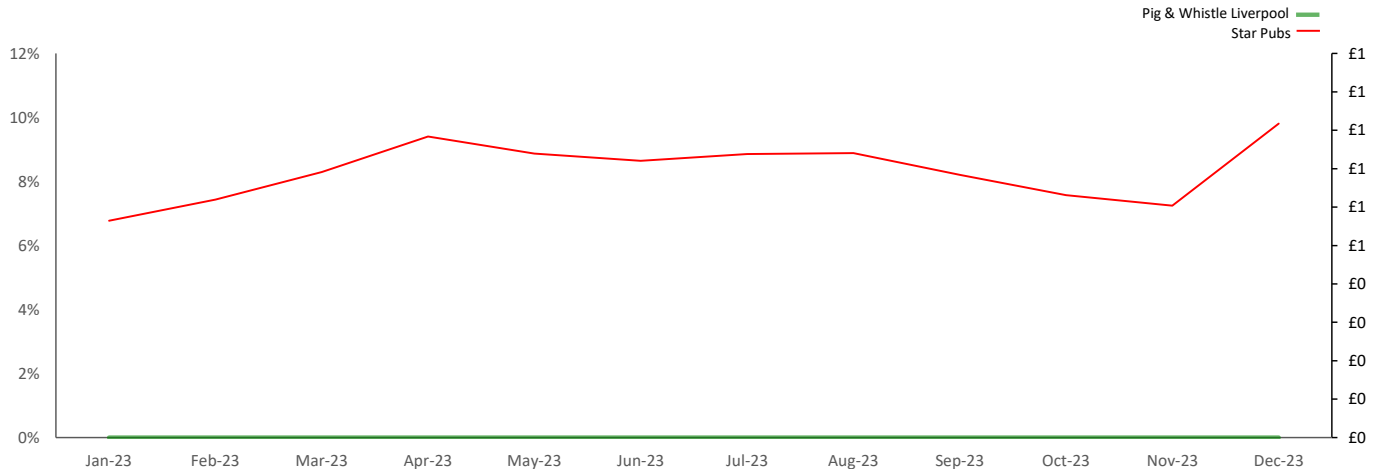


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



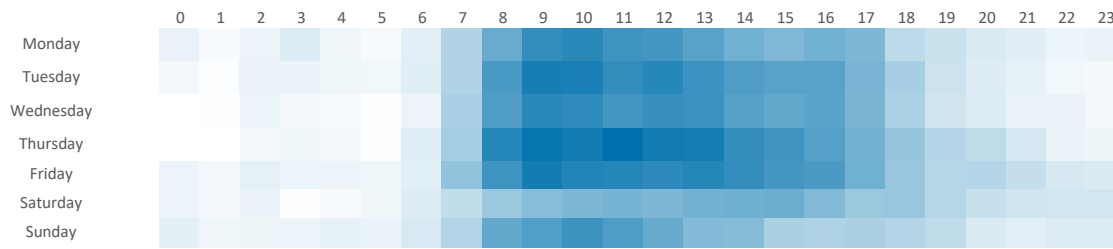
Seasonality of the spend split by month

Mobile Data Summary - Pig & Whistle Liverpool



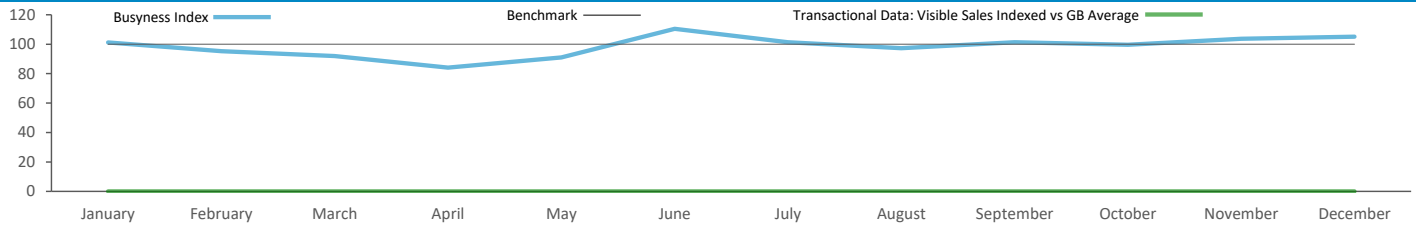
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Time of Day/Day of Week



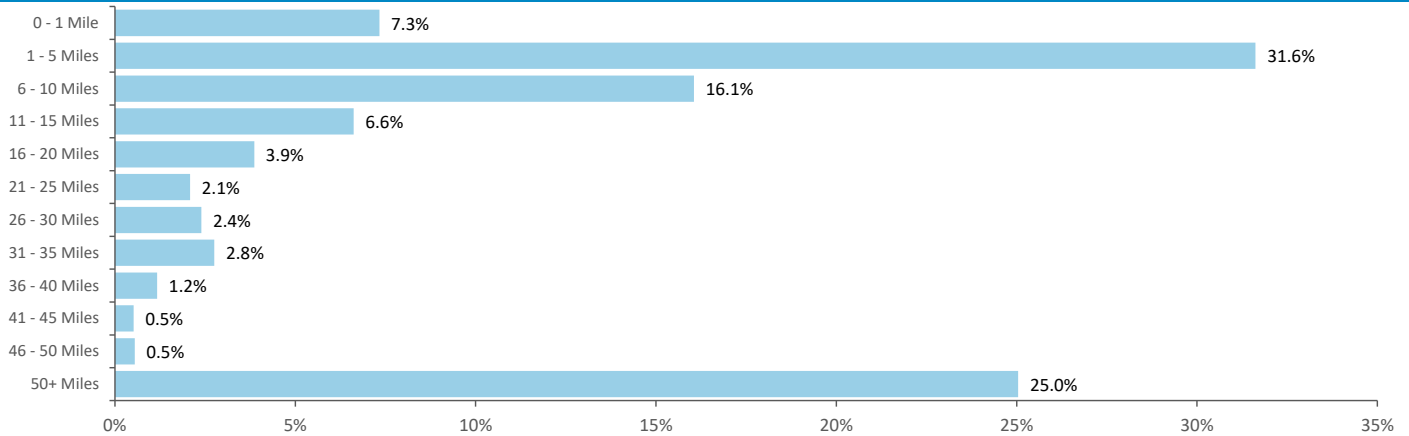
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

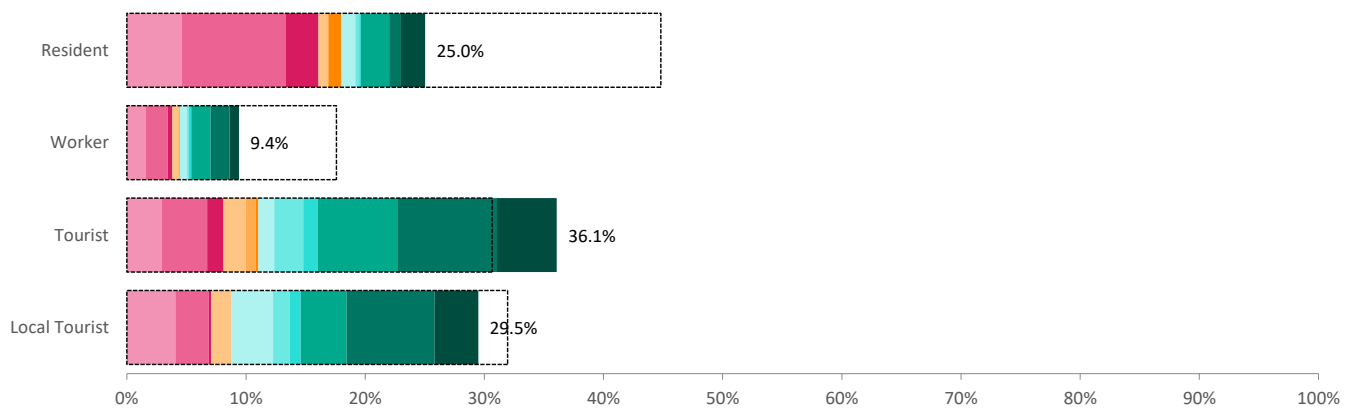
Distance from Home



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



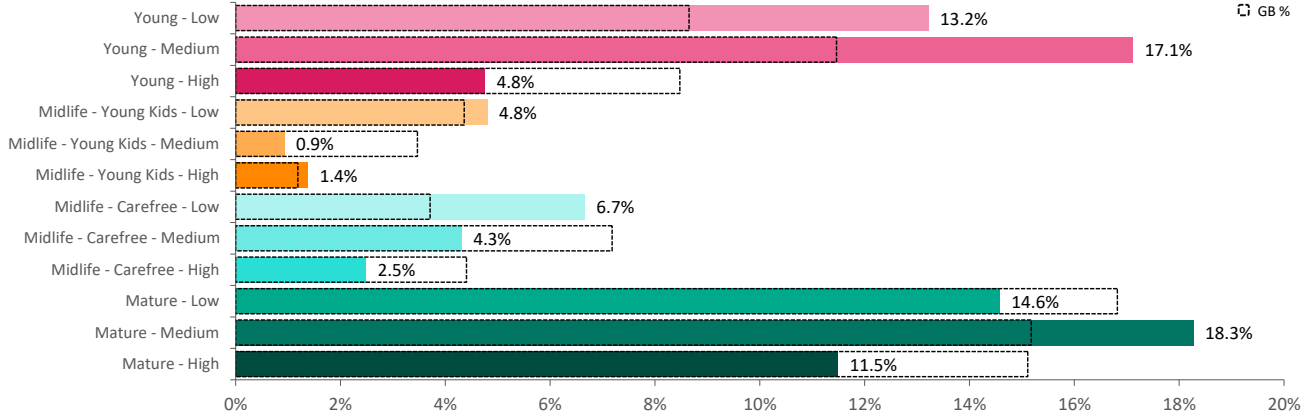
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Pig & Whistle Liverpool



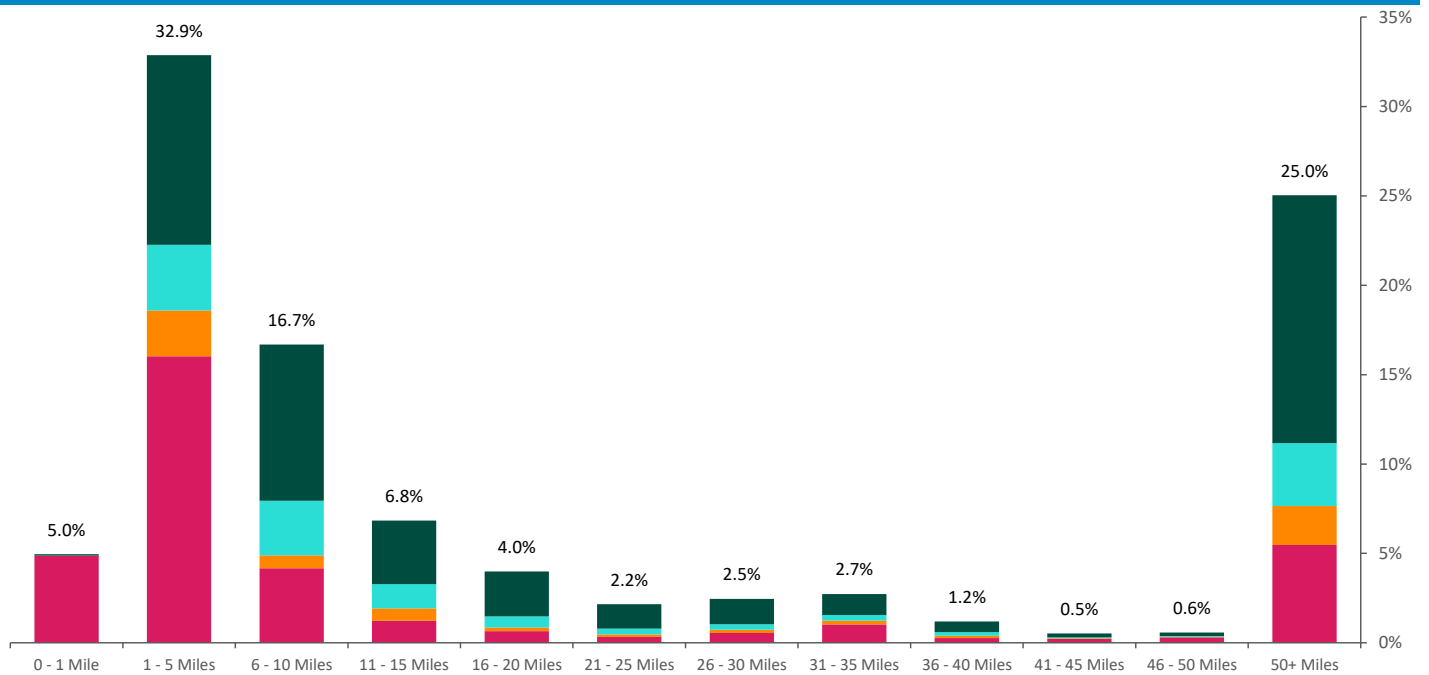
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Polaris Plus Profile



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

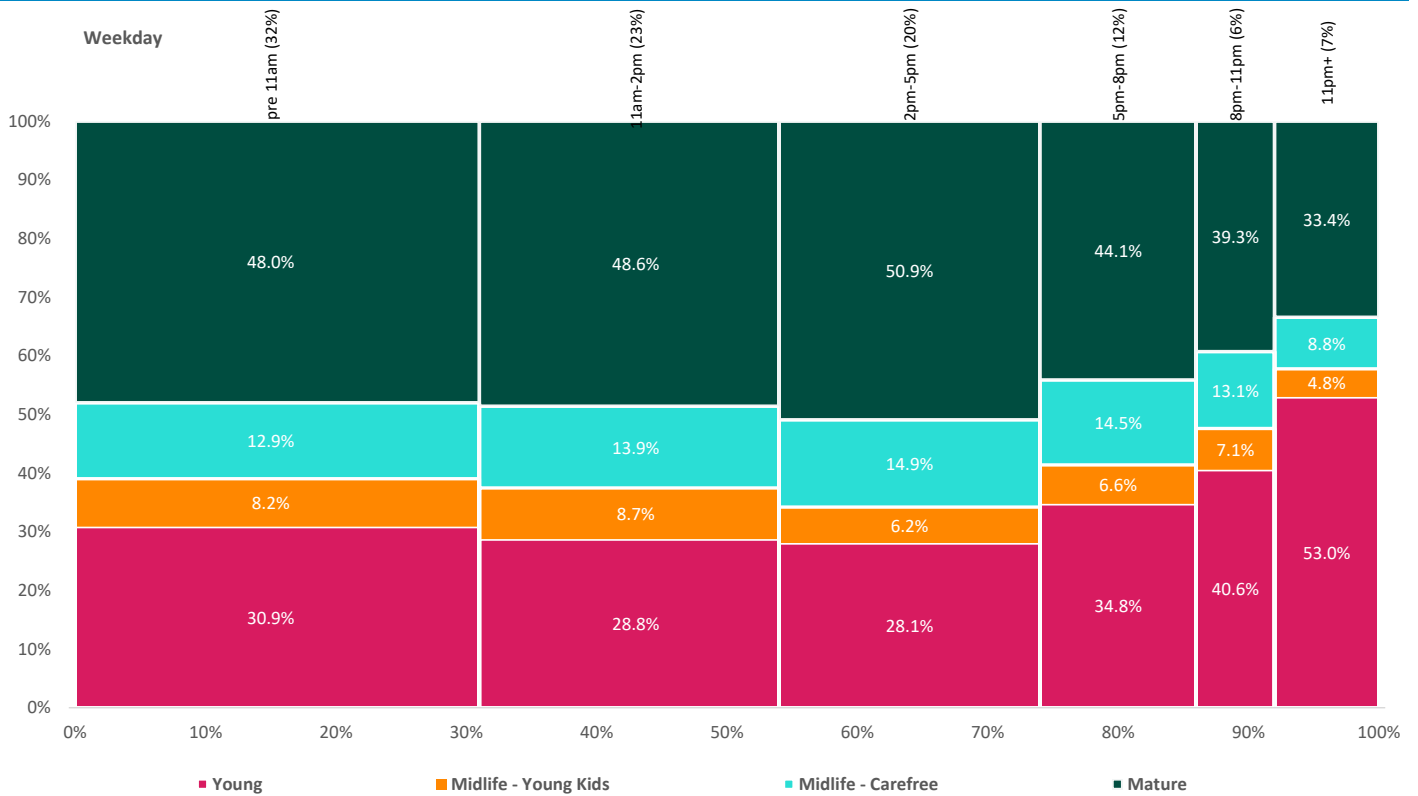


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

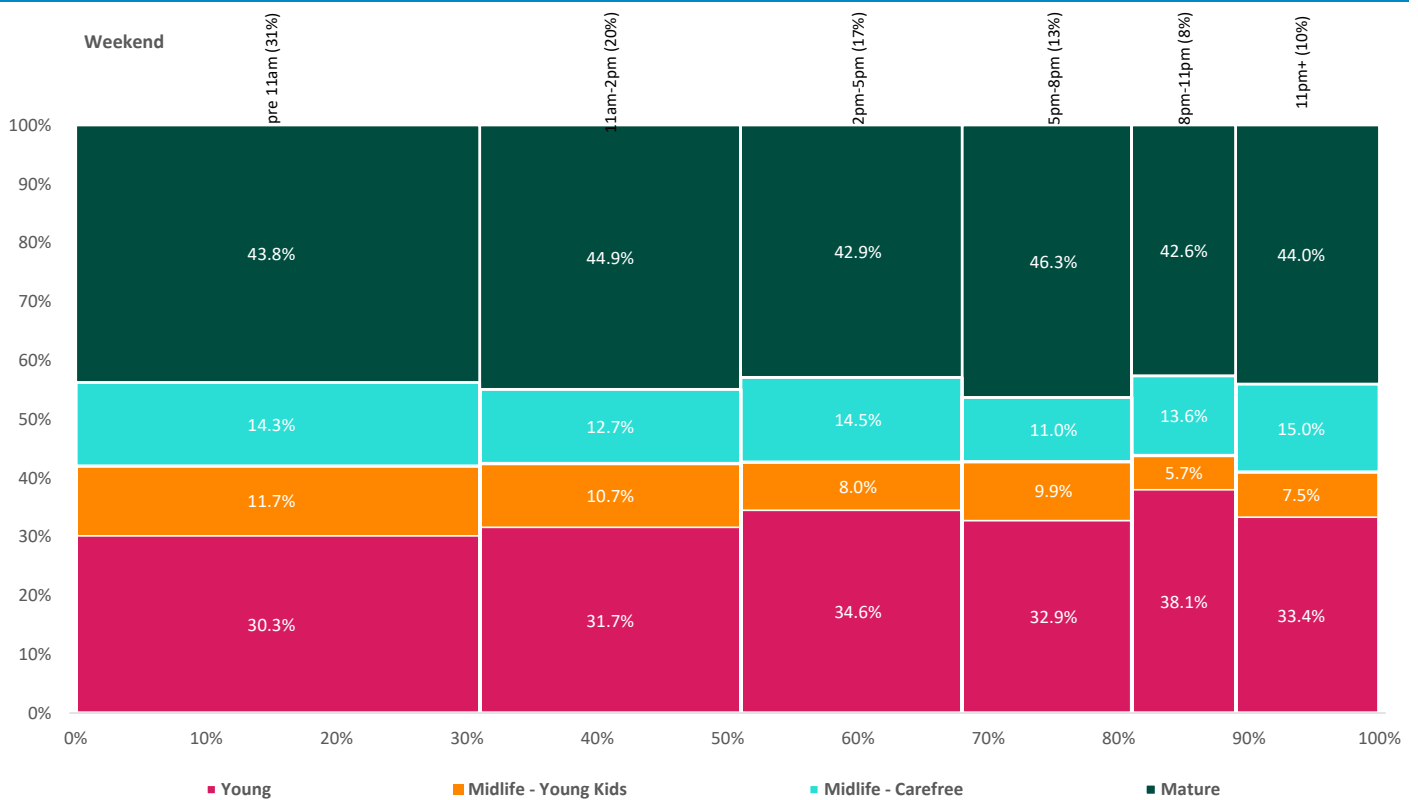
Mobile Data Summary - Pig & Whistle Liverpool

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



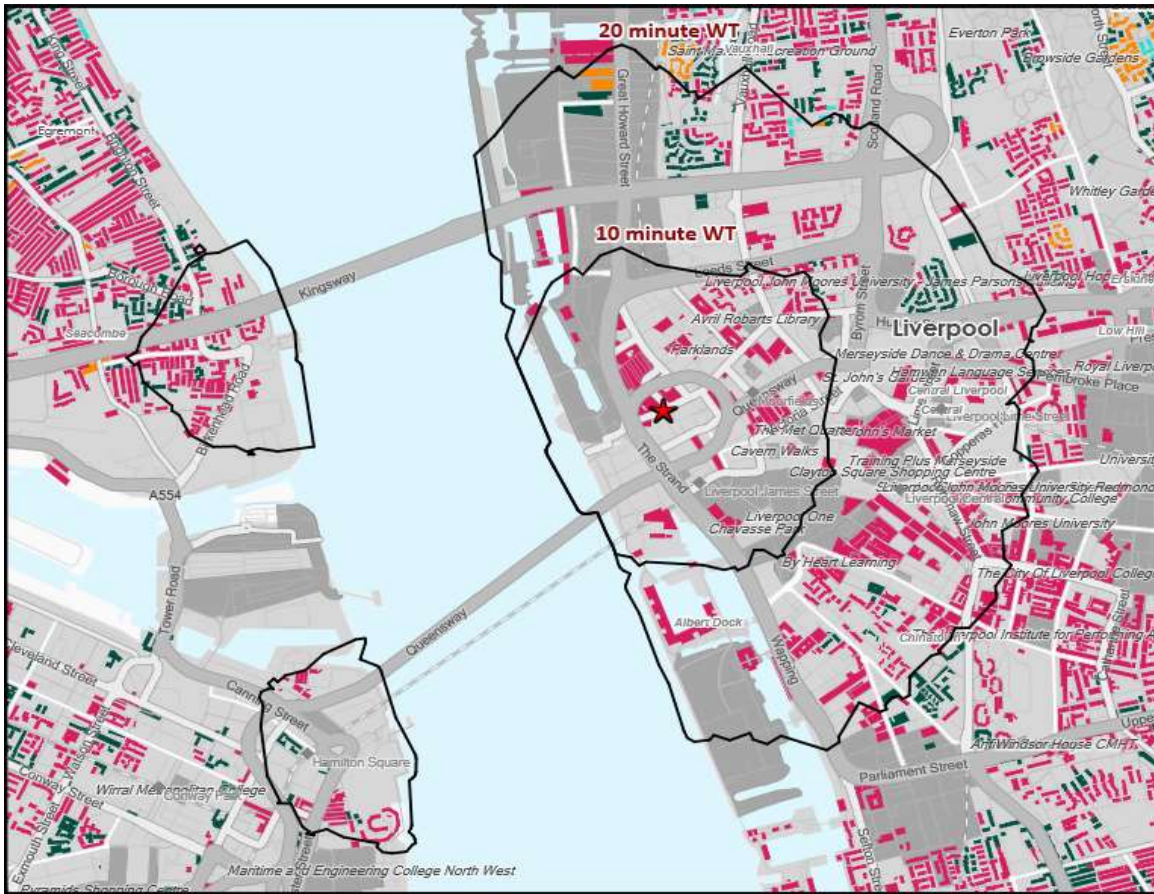
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Pig & Whistle Liverpool



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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	9,744	25,332	351,511	360	340	202
Midlife - Young Kids	0	14	36,368	0	0	52
Midlife - Carefree	0	17	84,606	0	0	84
Mature	48	1,612	154,079	1	13	55
Not Private Households	32	90	7,104	25	25	85
Total	9,824	27,065	633,668			

Polaris Plus Summary - Pig & Whistle Liverpool



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Polaris Plus Profile by Catchment

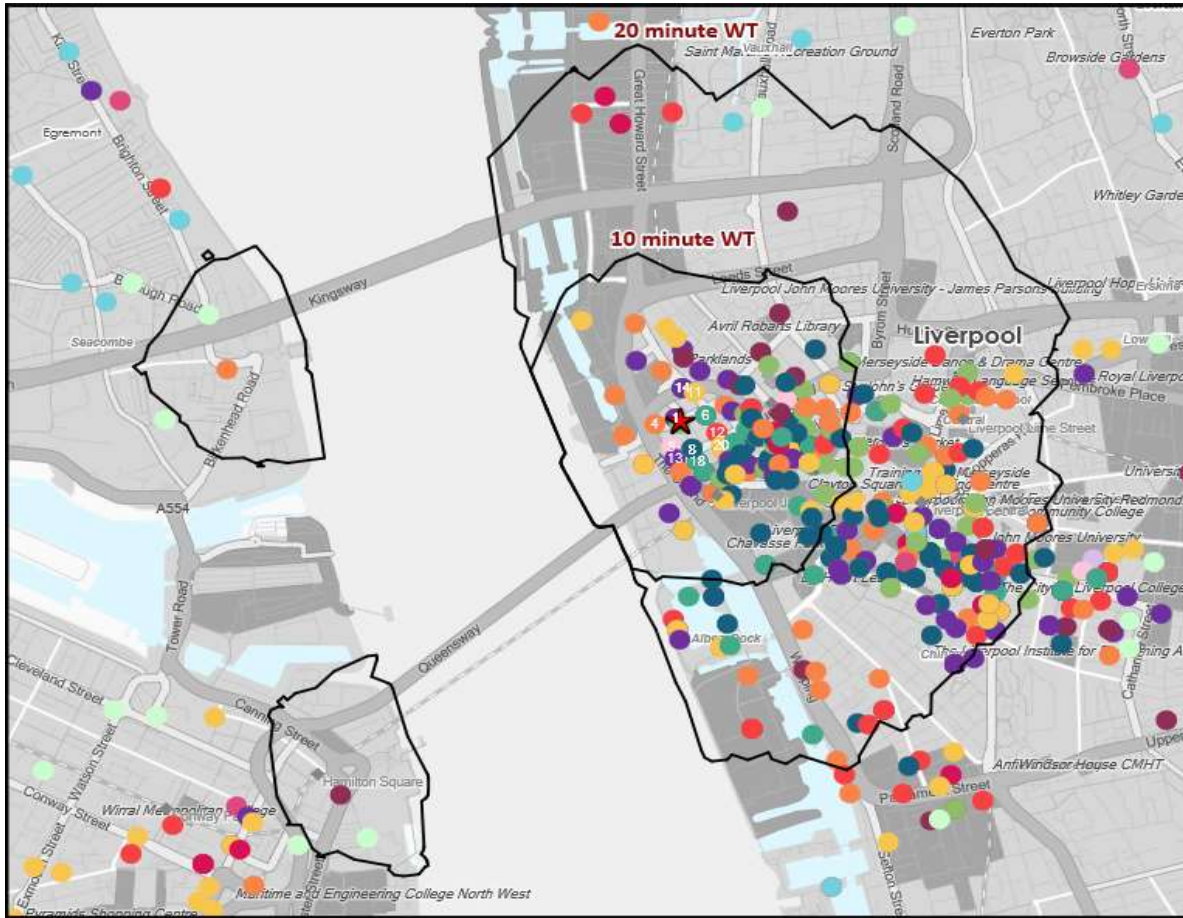
*WT= Walktime, **DT= Drivetime

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	809	3,987	164,721	84	150	265
Medium	4,967	13,585	165,525	460	457	238
High	3,968	7,760	21,265	600	426	50
Midlife - Young Kids						
Low	0	11	35,347	0	1	102
Medium	0	3	838	0	0	3
High	0	0	183	0	0	3
Midlife - Carefree						
Low	0	17	65,537	0	1	245
Medium	0	0	15,807	0	0	35
High	0	0	3,262	0	0	12
Mature						
Low	48	1,590	66,532	4	43	76
Medium	0	0	58,311	0	0	59
High	0	22	29,236	0	1	31
Not Private Households	32	90	7,104	25	25	85
Total	9,824	27,065	633,668			

CGA Summary - Pig & Whistle Liverpool



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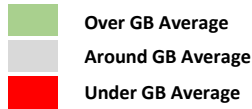


- ★ Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Pig & Whistle	L 2 8UA	Star Pubs & Bars	Circuit Bar	0.0
1	Racquet Club Hotel and Ziba Restaurant	L 3 9AG	Bispham Green Brewery	Hotel	0.0
1	Hotel Indigo	L 3 9AG	InterContinental Hotels Group	Hotel	0.0
1	Marco Pierre White Steakhouse Bar & Grill	L 3 9AG	Marco Pierre White Group	Restaurants	0.0
4	Mercure Hotel	L 3 9RE	Accor Hotels	Hotel	0.1
5	Ma Boyles	L 3 1LG	Independent Free	GPGF	0.1
6	El Gato	L 2 3YL	*Other Small Retail Groups	Restaurants	0.1
6	Fazenda	L 2 3YL	Southern Wind Group	Casual Dining	0.1
8	Oriel	L 2 8TD	Independent Free	ABOS	0.1
8	Hooters	L 2 8TD	Independent Free	High Street Pub	0.1
8	Pier Eight	L 2 8TD	Independent Free	ABOS	0.1
11	Puffin Room	L 3 9PA	Independent Free	High Street Pub	0.1
12	Liverpool Town Hall	L 2 3SW	Independent Free	Large Venue	0.1
13	Lucaya	L 3 1BA	Independent Free	Restaurants	0.1
14	Angles Vip	L 3 9BS	Independent Free	ABOS	0.1
14	City Wine Bar	L 3 9BS	Independent Free	High Street Pub	0.1
14	One Fine Day	L 3 9BS	Independent Free	ABOS	0.1
14	Trattoria 51	L 3 9BS	*Other Small Retail Groups	Restaurants	0.1
18	Gaucho Grill	L 2 0RD	Rare Restaurants	Restaurants	0.1
18	Mowgli	L 2 0RD	Mowgli	Casual Dining	0.1
20	Black Barrell	L 2 0NB	Independent Free	High Street Pub	0.1

Per Pub Analysis - Pig & Whistle Liverpool



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	9,824	27,065	633,668
Number of Competition Pubs	144	265	866
Adults 18+ per Competition Pub	68	102	732

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	62	2,535	25.8%	320
Circuit Bar	37	665	6.8%	167
Community Pub	0	668	6.8%	36
Craft Led	0	1,423	14.5%	419
Great Pub Great Food	5	2,395	24.4%	138
High Street Pub	30	1,083	11.0%	60
Premium Local	6	1,023	10.4%	63

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	118	5,825	21.5%	267
Circuit Bar	58	2,149	7.9%	196
Community Pub	5	3,112	11.5%	60
Craft Led	0	3,465	12.8%	370
Great Pub Great Food	6	5,316	19.6%	111
High Street Pub	57	4,113	15.2%	82
Premium Local	11	2,977	11.0%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	136	54,548	8.6%	107
Circuit Bar	86	44,259	7.0%	172
Community Pub	163	132,379	20.9%	109
Craft Led	0	35,856	5.7%	164
Great Pub Great Food	11	63,536	10.0%	57
High Street Pub	170	139,711	22.0%	120
Premium Local	68	74,929	11.8%	72

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="vertical-align: top; text-align: center;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p><i>"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."</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p><i>"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></p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p><i>"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"</i></p> </td> </tr> <tr> <td style="vertical-align: top; text-align: center;">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><i>"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."</i></p>	<p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p>	<p>35-54 year olds No children under 12 at home</p> <p><i>"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></p>	<p>55+ year olds</p> <p><i>"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"</i></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						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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