

Catchment Summary - Welcome Inn Perth

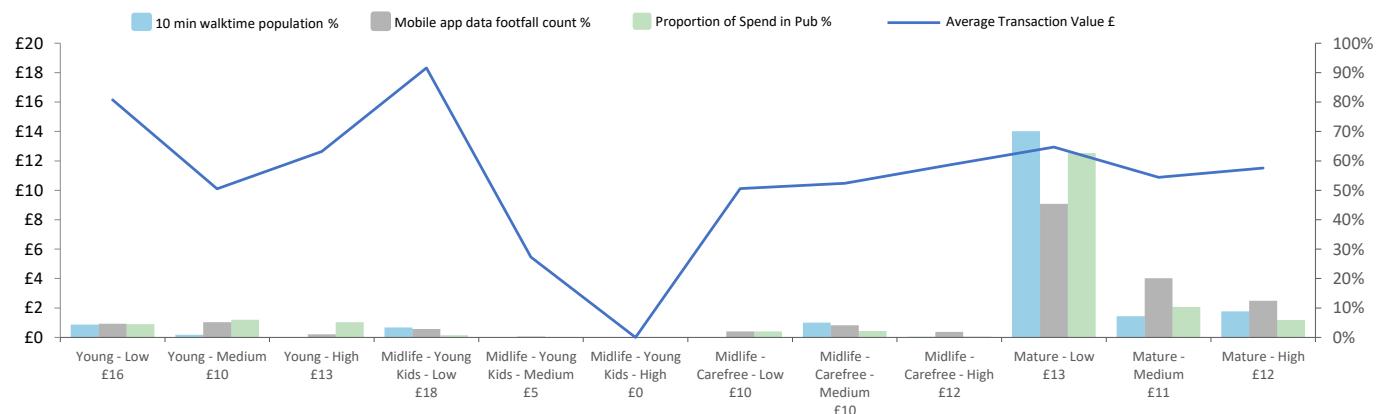


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Ship To	Name	Postcode	Operator	Segment	Sparsity
625999	Welcome Inn Perth	PH 1 2DP	Star Pubs & Bars	Premium Local	16



Polaris Plus Profile



See the Glossary page for further information on the above variables

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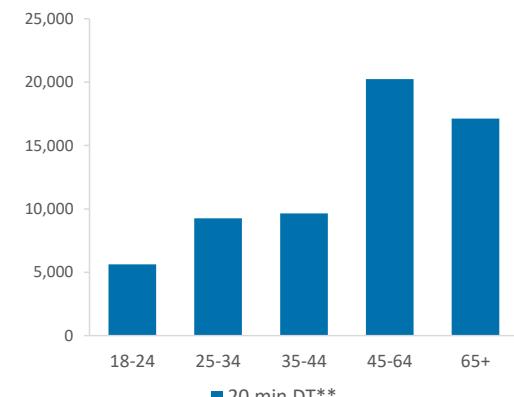
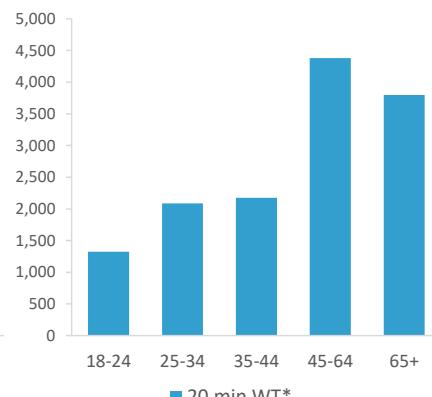
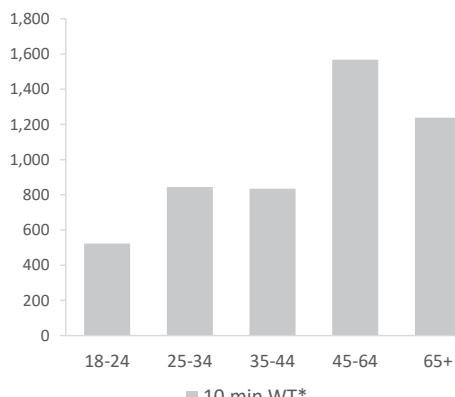
	Over GB Average	Around GB Average	Under GB Average	Catchment Size (Counts)			Index vs GB Average		
				10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

Population	6,319	17,040	75,823	118	92	17
Population & Adults 18+ index is based on all pubs						
Adults 18+	5,007	13,768	61,898	111	90	18
Competition Pubs	2	5	76	11	14	18
Adults 18+ per Competition Pub	2,504	2,754	814	291	321	95
% Adults Likely to Drink	76.0%	77.8%	79.0%	100	102	104

Affluence	Low	77.9%	54.0%	36.8%	234	162	111
	Medium	13.1%	24.3%	36.2%	34	64	95
	High	9.1%	19.3%	24.5%	33	71	90

*Affluence does not include Not Private Households

Age Profile	18-24	523	1,324	5,627	102	95	91
	25-34	844	2,088	9,252	100	92	91
	35-44	835	2,177	9,648	100	96	96
	45-64	1,567	4,381	20,242	97	100	104
	65+	1,238	3,798	17,129	102	116	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	3,020 (48%)	8,182 (48%)	37,260 (49%)	98	98	100
	Female	3,299 (52%)	8,858 (52%)	38,563 (51%)	102	102	100

Economic Status (16+)	Employed: Full-time	1,907 (37%)	5,473 (39%)	24,603 (39%)	108	113	112
	Employed: Part-time	821 (16%)	2,000 (14%)	8,103 (13%)	134	119	107
	Self employed	263 (5%)	735 (5%)	4,503 (7%)	55	56	77
	Unemployed	123 (2%)	256 (2%)	940 (1%)	87	66	53
	Full-time student	122 (2%)	423 (3%)	1,745 (3%)	100	126	115
	Retired	1,256 (24%)	3,681 (26%)	17,045 (27%)	112	119	122
	Other	648 (13%)	1,549 (11%)	6,808 (11%)	72	63	61

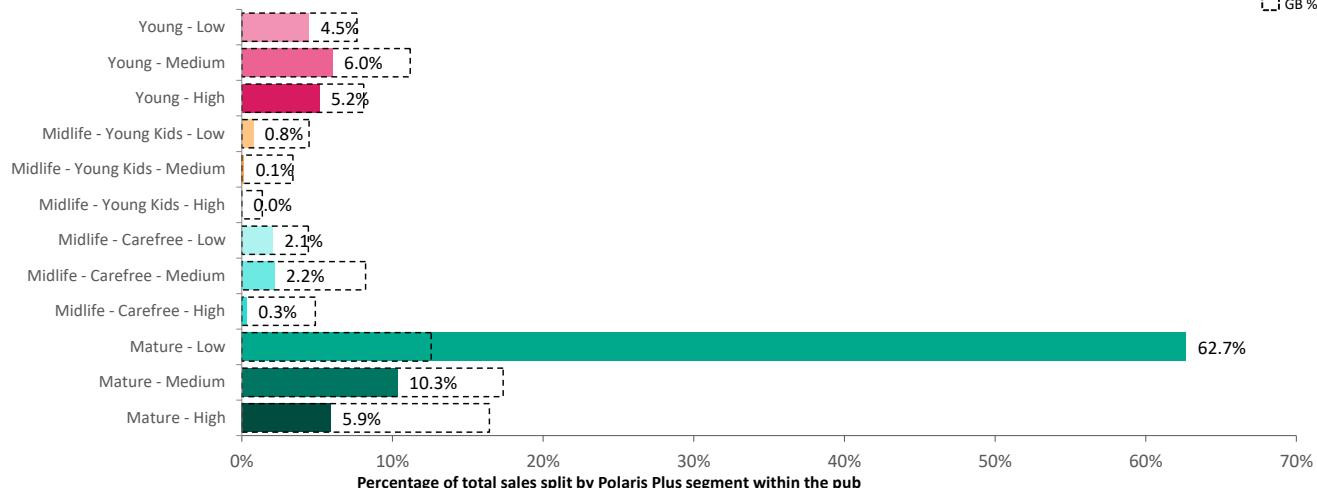
Total Worker Count	671	7,600	38,412
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See the Glossary page for further information on the above variables

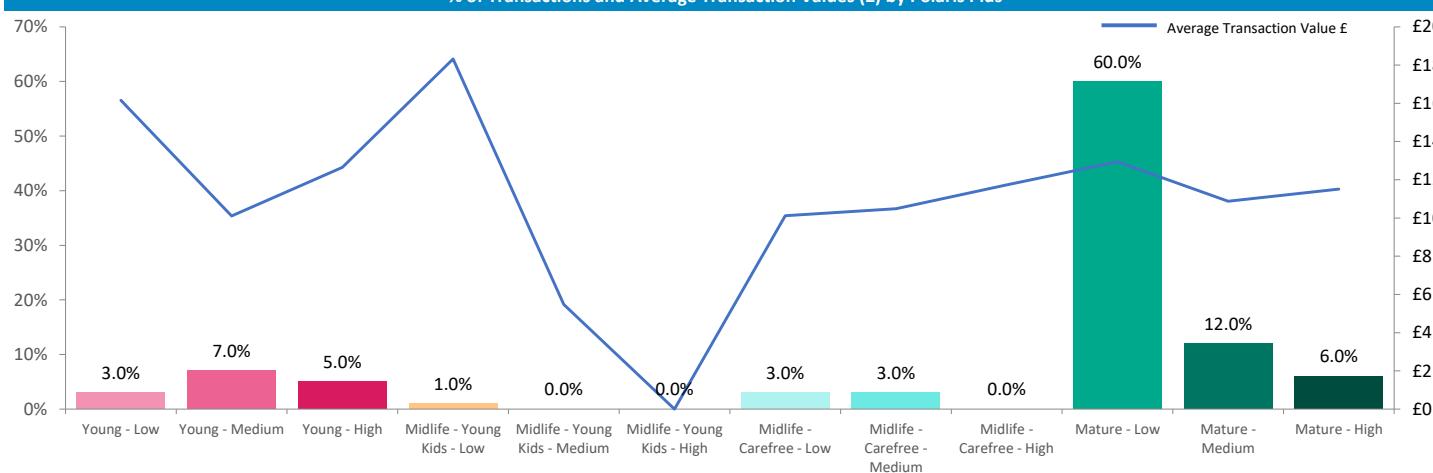
Transactional Data Summary - Welcome Inn Perth

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Spend by Polaris Plus

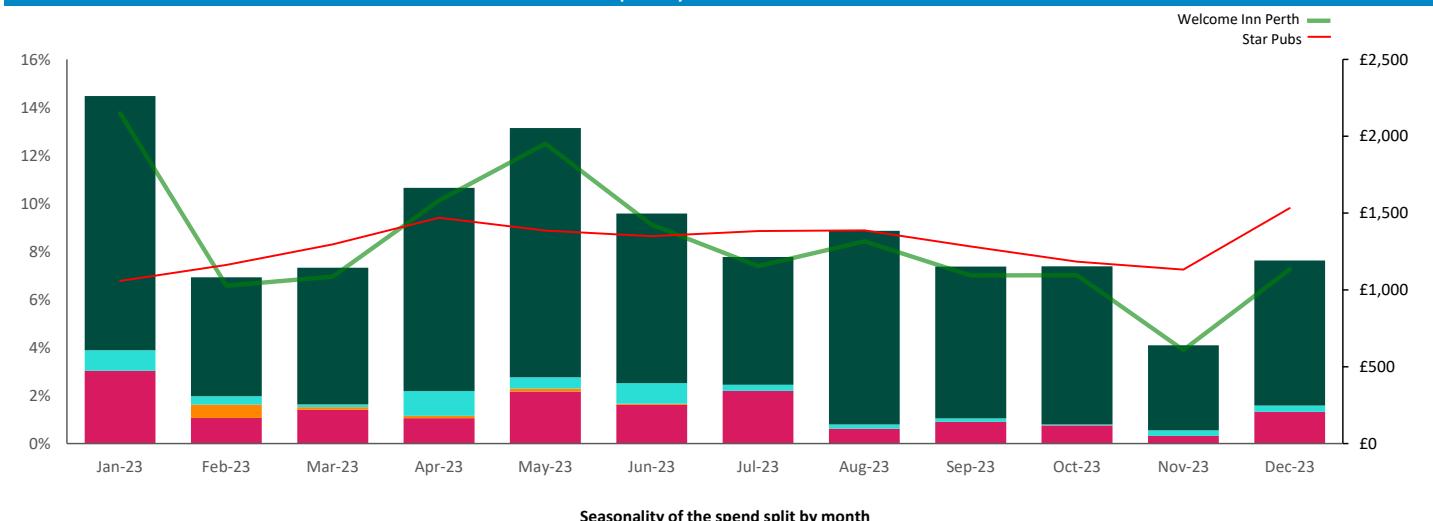


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



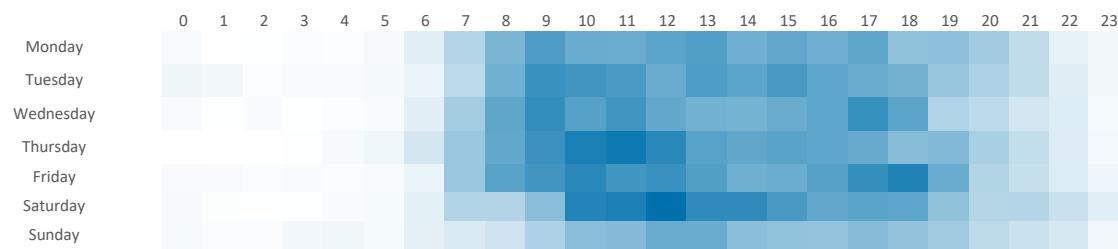
Seasonality of the spend split by month

Mobile Data Summary - Welcome Inn Perth



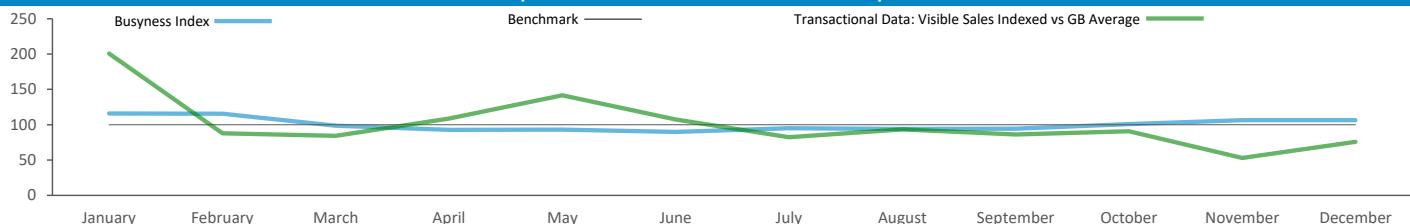
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Time of Day/Day of Week



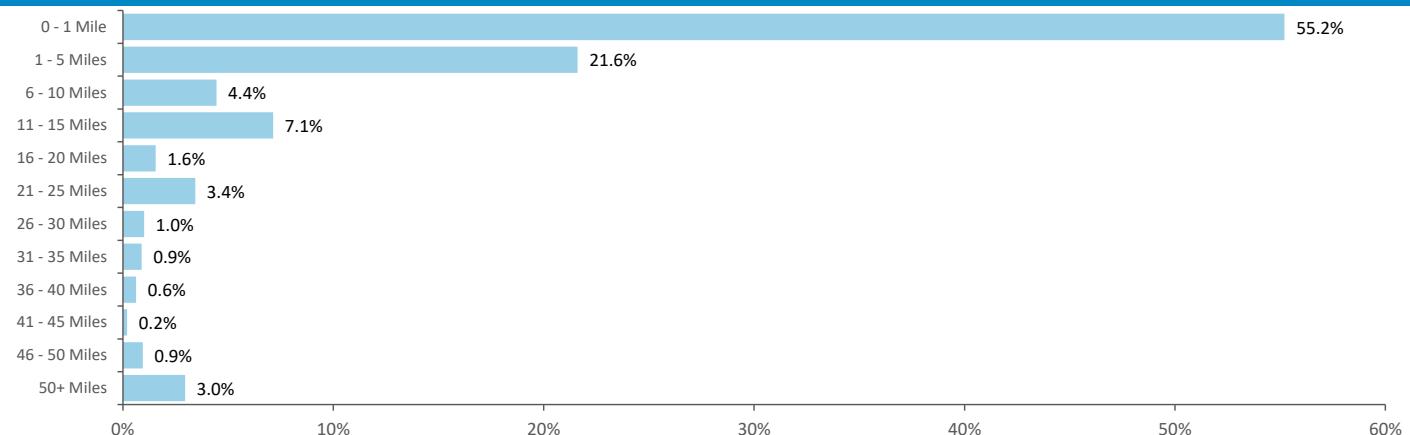
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

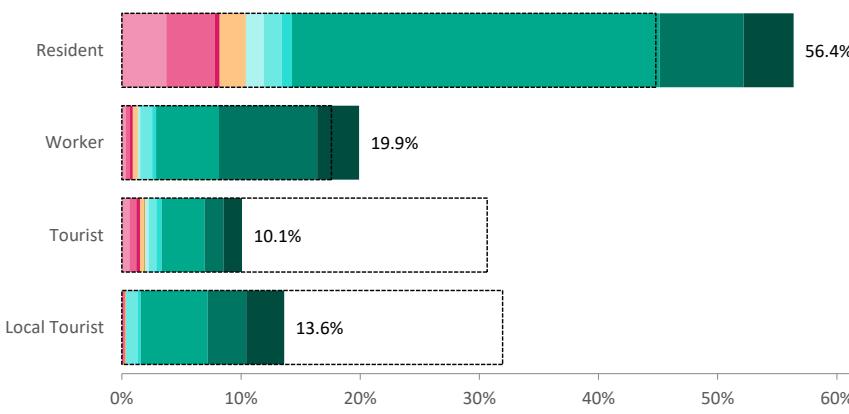
Distance from Home



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



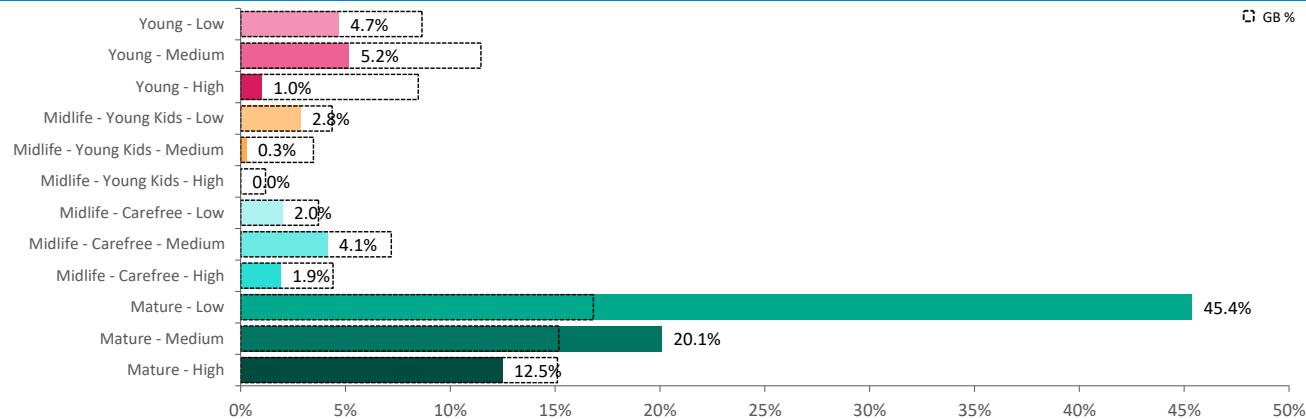
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Welcome Inn Perth



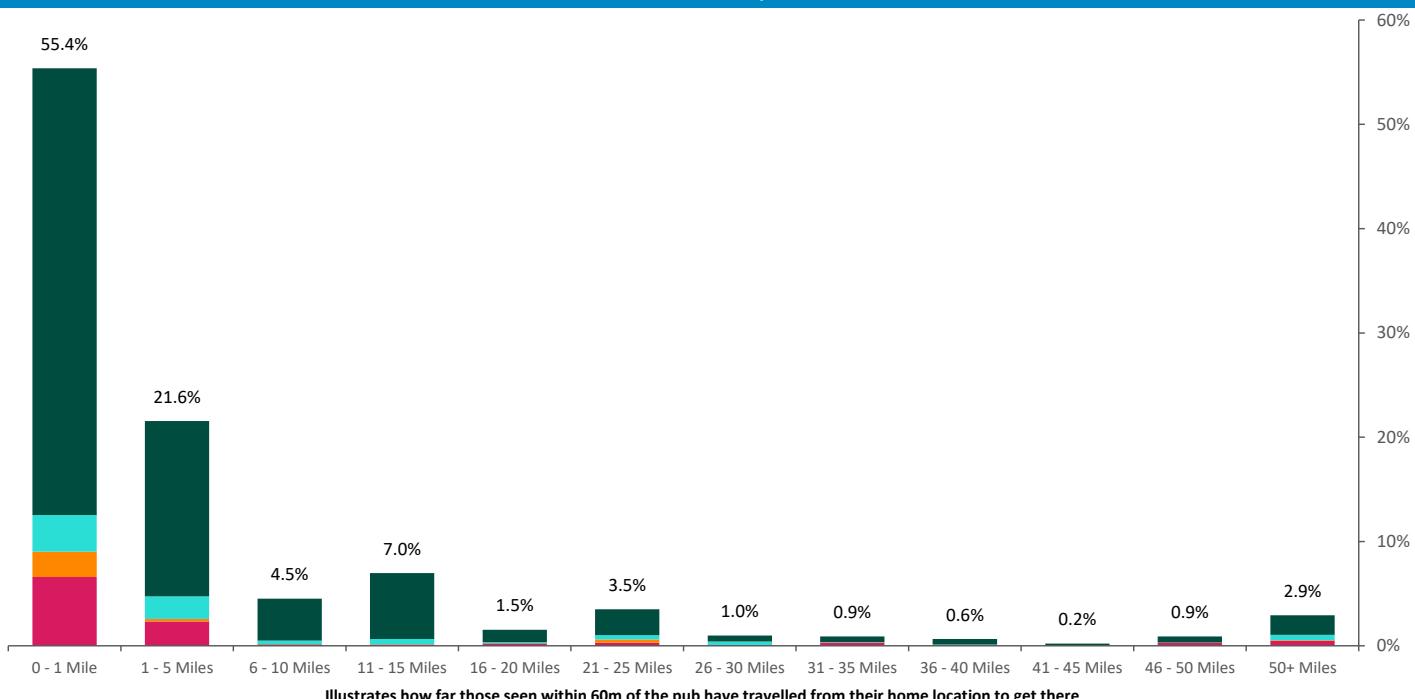
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Polaris Plus Profile



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

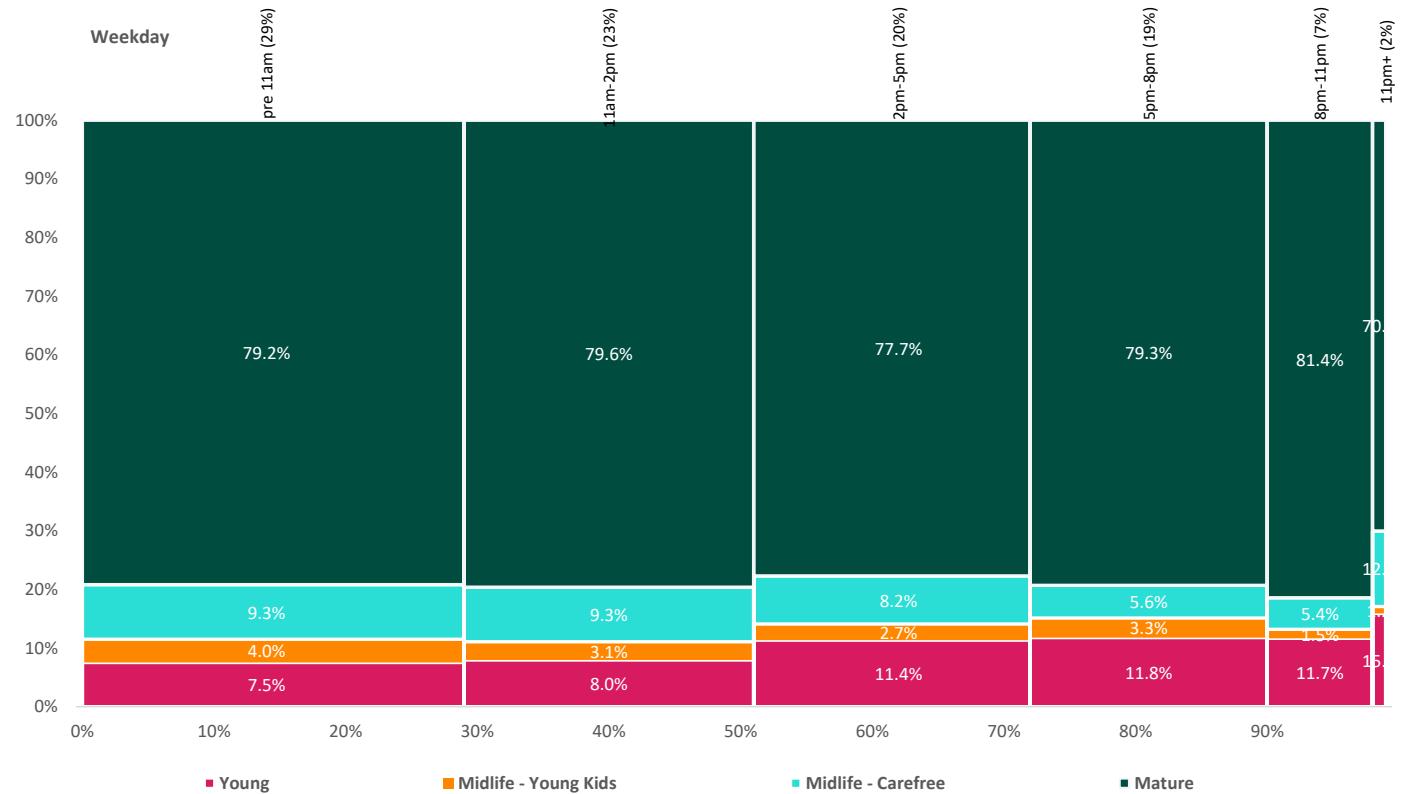


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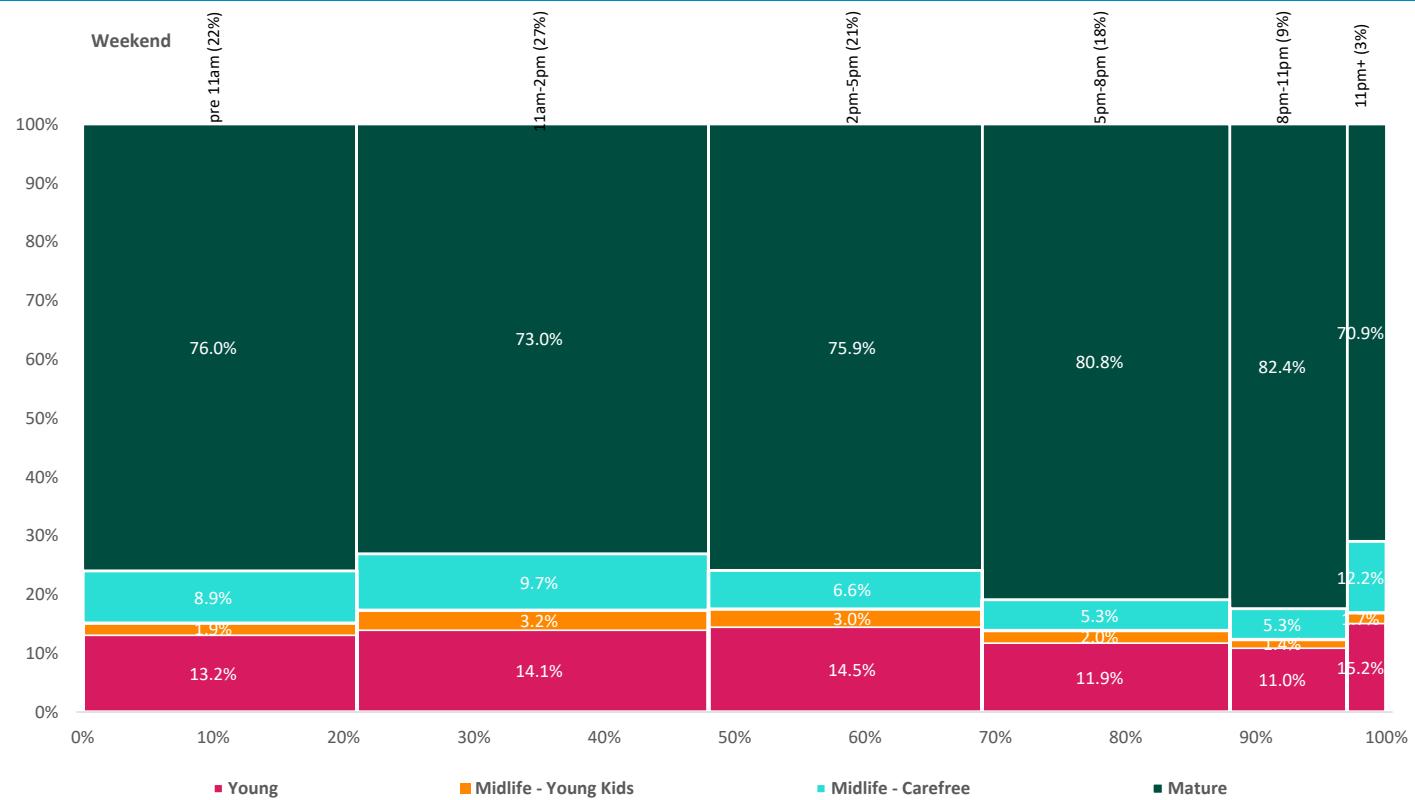
Mobile Data Summary - Welcome Inn Perth

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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

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Polaris Summary - Welcome Inn Perth

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- ★ Pub Sites
- ℳ 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	262	1,068	6,929	19	28	41
Midlife - Young Kids	170	444	1,043	31	29	15
Midlife - Carefree	262	987	7,860	33	45	80
Mature	4,313	10,942	44,499	194	179	162
<i>Not Private Households</i>	0	327	1,567	0	181	193
Total	5,007	13,768	61,898			

Polaris Plus Summary - Welcome Inn Perth



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	218	462	742	44	34	12
Medium	44	373	4,603	8	25	68
High	0	233	1,584	0	25	38
Midlife - Young Kids						
Low	170	372	558	62	49	16
Medium	0	72	485	0	12	18
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	91	745	0	16	29
Medium	251	723	4,003	70	73	90
High	11	173	3,112	5	28	113
Mature						
Low	3,511	6,508	20,714	511	344	244
Medium	359	2,181	13,318	46	101	137
High	443	2,253	10,467	59	109	113
Not Private Households	0	327	1,567	0	181	193
Total	5,007	13,768	61,898			

CGA Summary - Welcome Inn Perth



★ 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	Welcome Inn	PH 1 2DP	Star Pubs & Bars	Premium Local	0.0
1	Letham Community Club	PH 1 2HL	Independent Free	Clubland	0.0
2	Tulloch Institute	PH 1 2PF	Independent Free	Clubland	0.5
3	Olivios	PH 1 1QZ	Independent Free	High Street Pub	0.5
4	St Johnstone Football Club	PH 1 2SJ	Independent Free	Large Venue	0.6
5	Glover Arms	PH 1 3JJ	Mitchells & Butlers	Family Pub Dining	0.8
5	Dobbies Garden World	PH 1 3JJ	Dobbies Garden Centres Ltd	Restaurants	0.8
7	Langs Foods	PH 1 3FX	Independent Free	High Street Pub	0.9
8	Railway Staff Association	PH 1 2AS	Independent Free	Clubland	0.9
9	Lovat House Hotel	PH 2 0LT	Independent Free	Hotel	0.9
10	Broxden Farm	PH 1 1TJ	Greene King	GPGF	1.0
11	Broxden Manor	PH 2 0PX	Mitchells & Butlers	GPGF	1.0
12	Express By Holiday Inn	PH 1 3GD	Atlas Hotels	Hotel	1.1
12	Maltings	PH 1 3GD	Greene King	Family Pub Dining	1.1
14	Perth Leisure Pool	PH 2 0TH	Independent Free	Clubland	1.1
14	Perth Ice Rink	PH 2 0TH	Independent Free	Clubland	1.1
16	Cherrybank Inn	PH 2 0NA	Independent Free	GPGF	1.1
17	Mallard Bar	PH 1 3BZ	Admiral Taverns Ltd	Premium Local	1.1
18	Craigie Hill Golf Club	PH 2 0NE	Independent Free	Clubland	1.2
19	Heidl Guest House	PH 2 8EH	Independent Free	Hotel	1.2

Per Pub Analysis - Welcome Inn Perth

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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+	5,007	13,768	61,898
Number of Competition Pubs	2	5	76
Adults 18+ per Competition Pub	2,504	2,754	814

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	61	1.2%	15
Circuit Bar	0	289	5.8%	142
Community Pub	0	2,059	41.1%	215
Craft Led	0	17	0.3%	10
Great Pub Great Food	0	302	6.0%	34
High Street Pub	0	1,631	32.6%	177
Premium Local	1	397	7.9%	48

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	391	2.8%	35
Circuit Bar	0	586	4.3%	105
Community Pub	0	4,330	31.5%	164
Craft Led	0	120	0.9%	25
Great Pub Great Food	0	1,760	12.8%	72
High Street Pub	1	3,572	25.9%	141
Premium Local	1	1,868	13.6%	82

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	2,534	4.1%	51
Circuit Bar	14	2,193	3.5%	87
Community Pub	0	15,617	25.2%	132
Craft Led	0	997	1.6%	47
Great Pub Great Food	4	10,348	16.7%	94
High Street Pub	10	13,369	21.6%	117
Premium Local	16	10,524	17.0%	103

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																																																																																
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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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