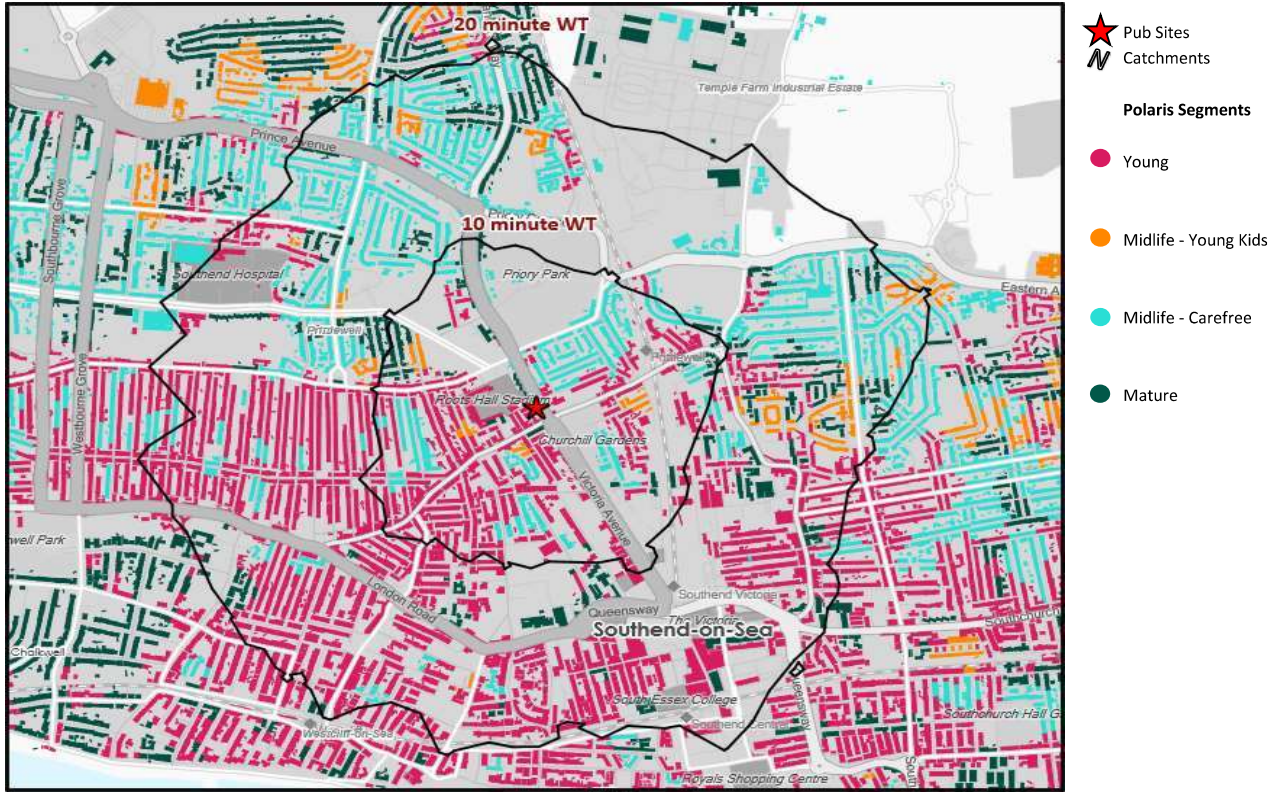


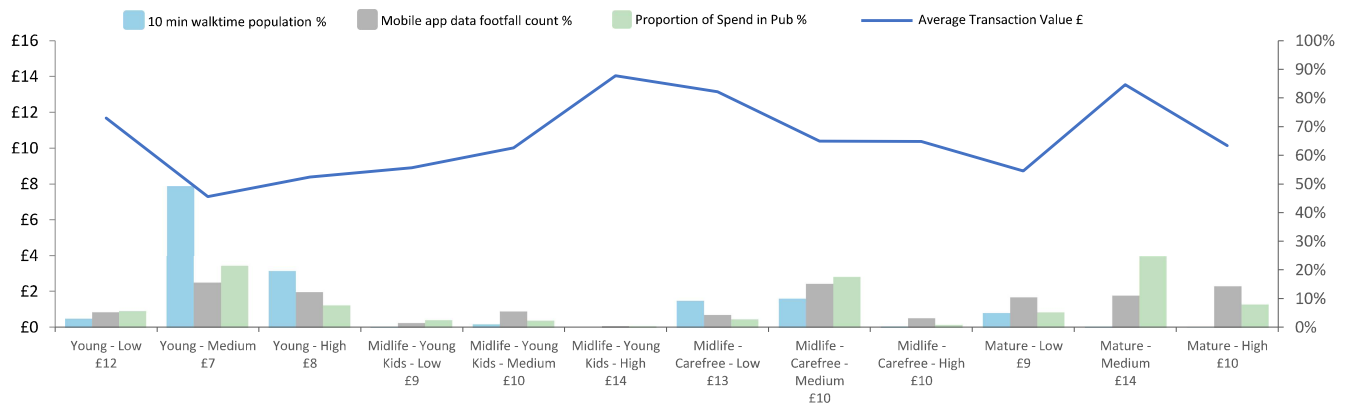
## Catchment Summary - Spread Eagle Southend On Sea

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

Ship To	Name	Postcode	Operator	Segment	Sparsity
626278	Spread Eagle Southend On Sea	SS 2 6NE	Star Pubs & Bars	Premium Local	7



### Polaris Plus Profile



See the Glossary page for further information on the above variables

## Catchment Summary - Spread Eagle Southend On Sea

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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

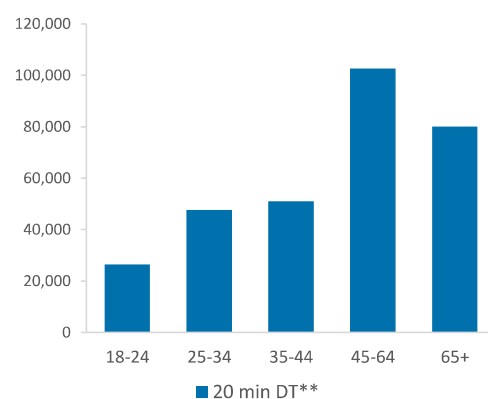
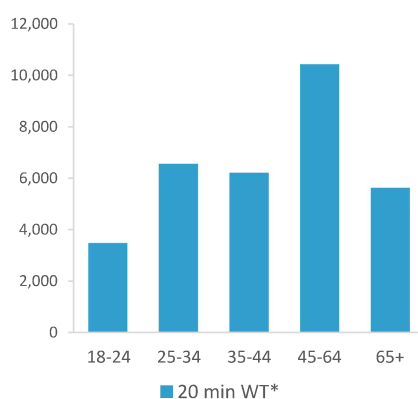
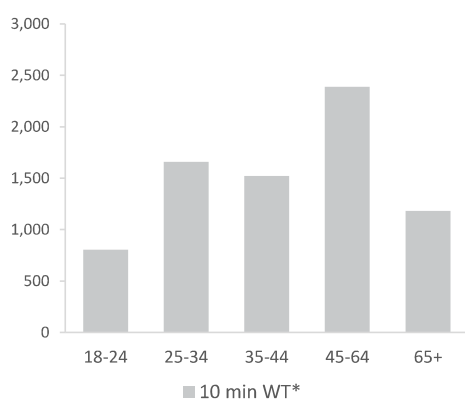
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	9,913	41,609	389,243	185	225	89
Adults 18+	7,560	32,257	307,893	168	211	88
Competition Pubs	7	35	249	39	97	60
Adults 18+ per Competition Pub	1,080	922	1,237	126	107	144
% Adults Likely to Drink	76.3%	76.5%	78.5%	100	100	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	17.8%	15.5%	14.9%	54	47	45
	Medium	60.6%	59.1%	50.1%	159	155	131
	High	20.0%	24.9%	34.3%	73	91	126

\*Affluence does not include Not Private Households

Age Profile	18-24	805	3,473	26,489	100	103	84
	25-34	1,659	6,550	47,699	125	118	92
	35-44	1,523	6,206	50,971	116	113	99
	45-64	2,389	10,406	102,679	94	97	103
	65+	1,184	5,622	80,055	62	70	107

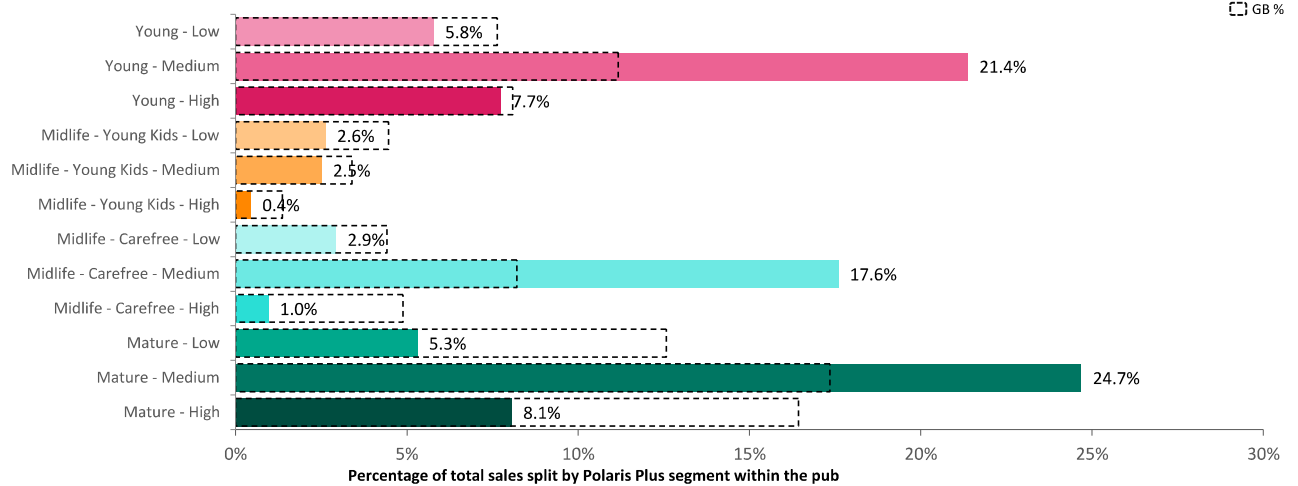


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	4,862 (49%)	20,570 (49%)	189,101 (49%)	100	101	99
	Female	5,051 (51%)	21,039 (51%)	200,142 (51%)	100	99	101
Economic Status (16+)	Employed: Full-time	3,014 (39%)	12,054 (36%)	107,406 (34%)	112	105	98
	Employed: Part-time	1,079 (14%)	4,393 (13%)	39,815 (13%)	116	111	106
	Self employed	683 (9%)	3,117 (9%)	31,943 (10%)	95	102	109
	Unemployed	330 (4%)	1,303 (4%)	8,979 (3%)	153	142	102
	Full-time student	142 (2%)	663 (2%)	5,105 (2%)	77	84	68
	Retired	1,035 (13%)	5,260 (16%)	77,098 (24%)	61	72	111
	Other	1,516 (19%)	6,433 (19%)	47,013 (15%)	112	111	85
Total Worker Count		2,799	25,108	162,105			

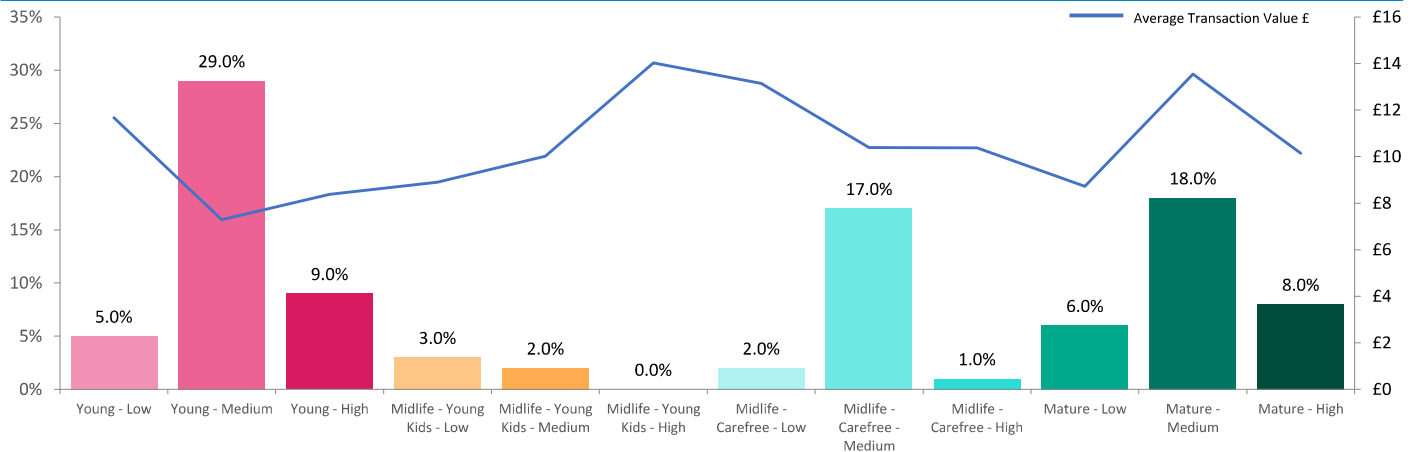
See the Glossary page for further information on the above variables

## Transactional Data Summary - Spread Eagle Southend On Sea

### Spend by Polaris Plus

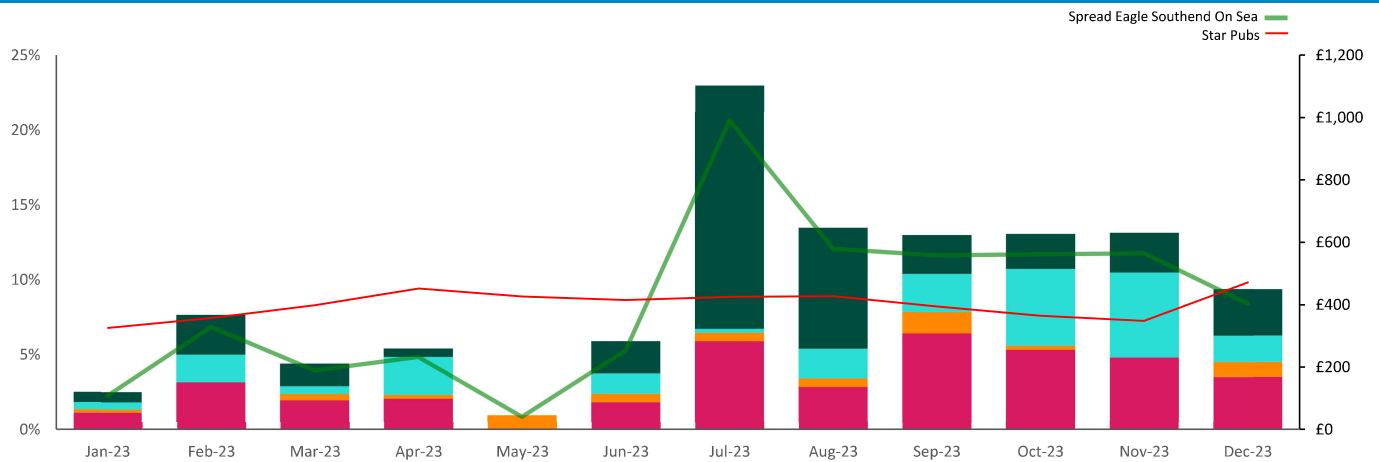


### % of Transactions and Average Transaction Values (£) by Polaris Plus



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

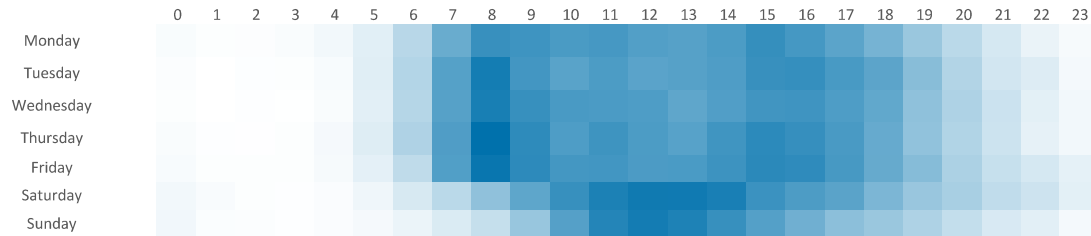
#### Spend by Month and Polaris



#### Seasonality of the spend split by month

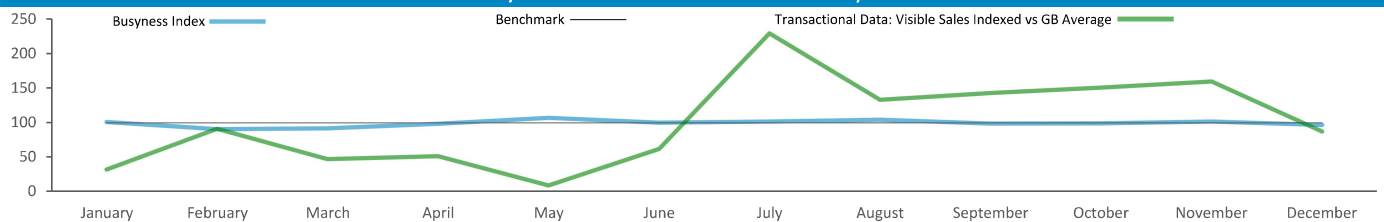
## Mobile Data Summary - Spread Eagle Southend On Sea

### Time of Day/Day of Week



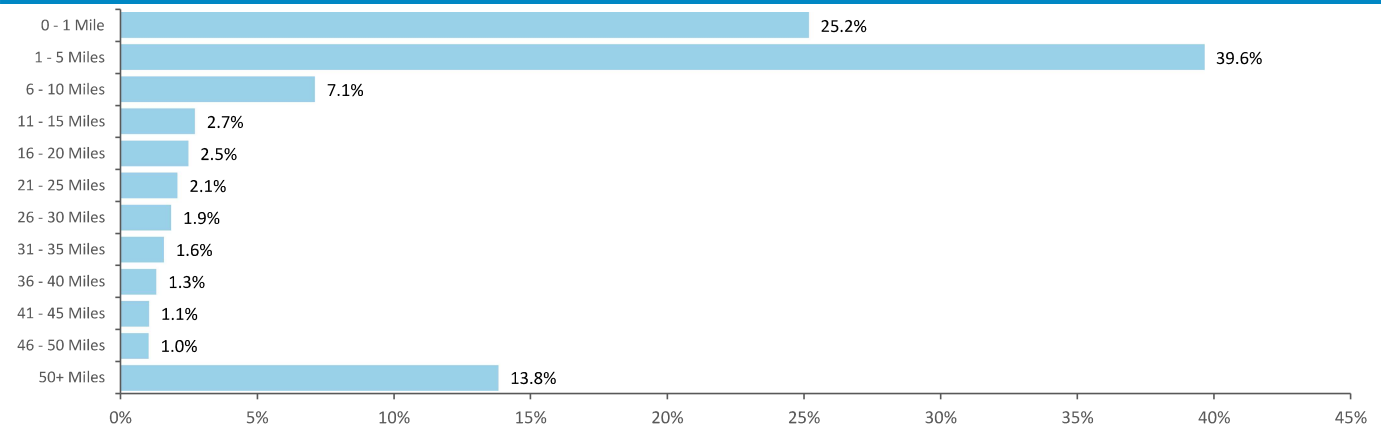
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### 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

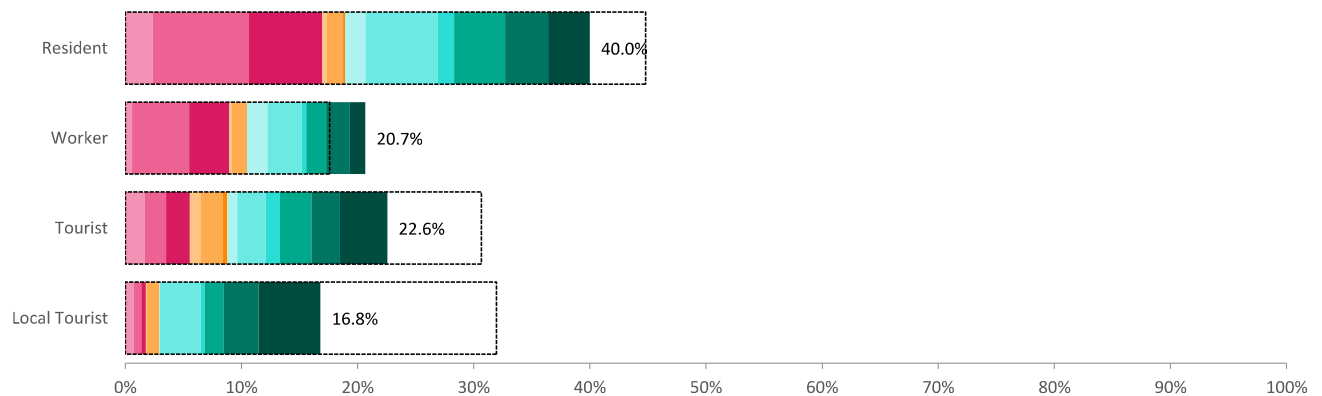
### Distance from Home



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

### Audience Classification by Polaris Plus

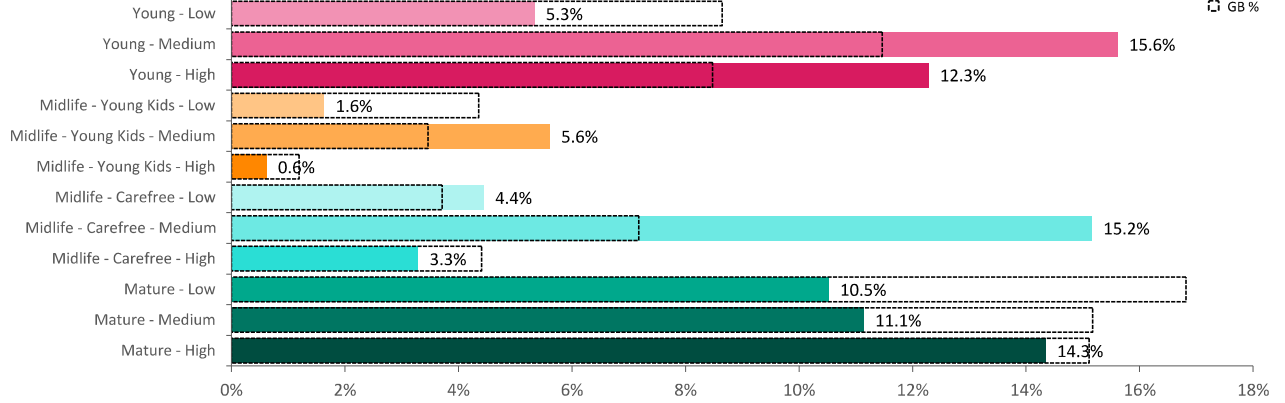
Base: GB



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

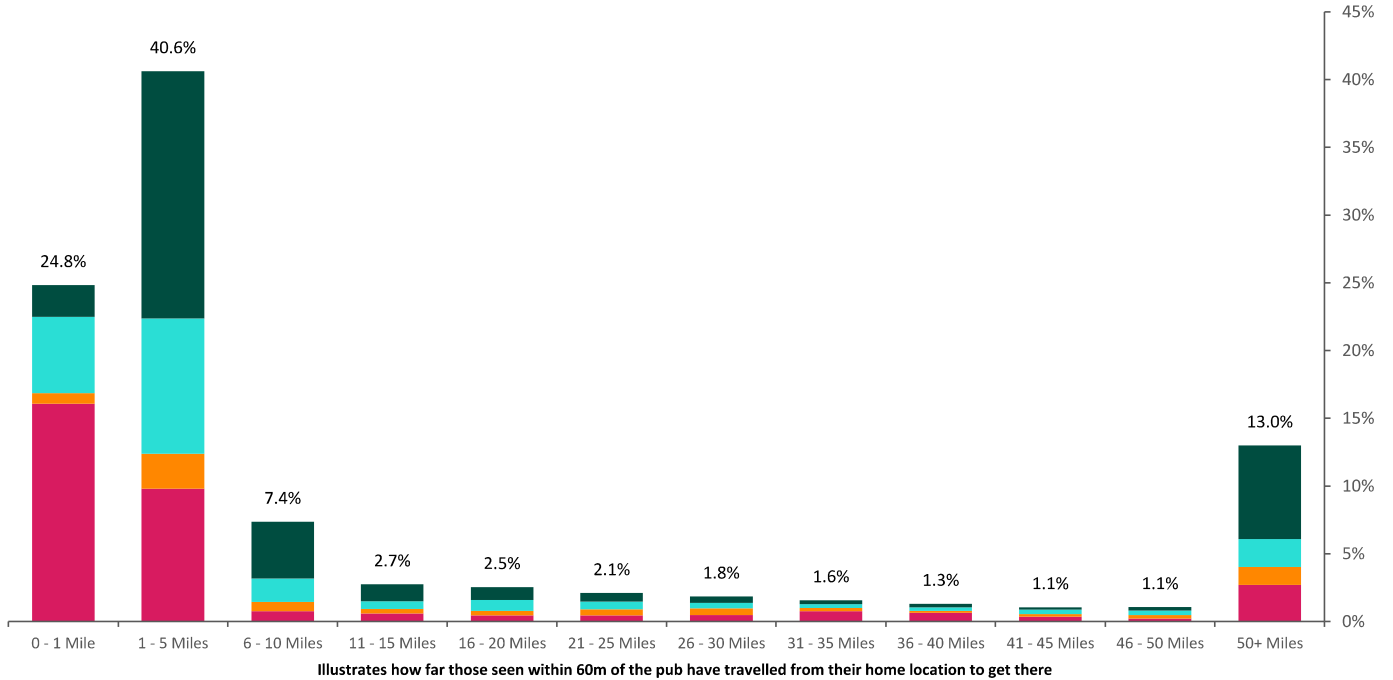
## Mobile Data Summary - Spread Eagle Southend On Sea

### 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



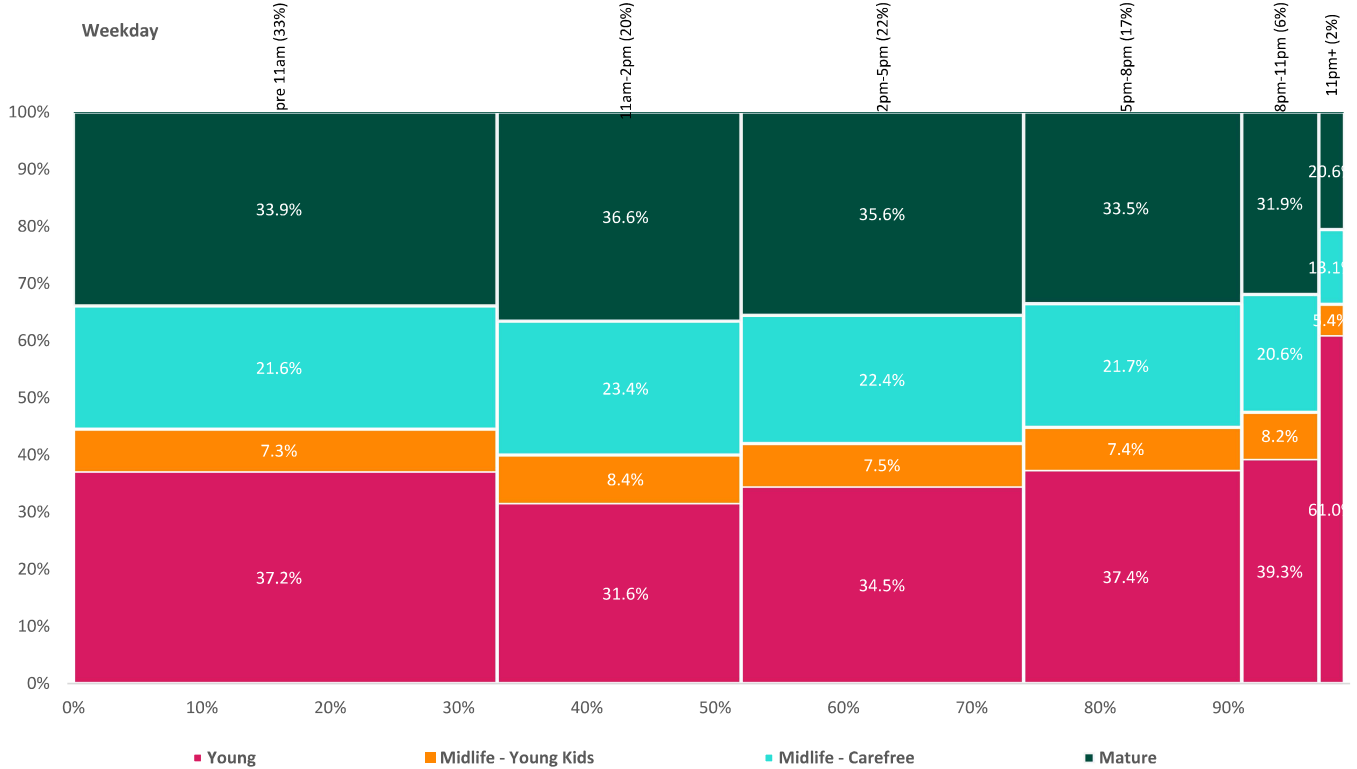
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Mobile Data Summary - Spread Eagle Southend On Sea

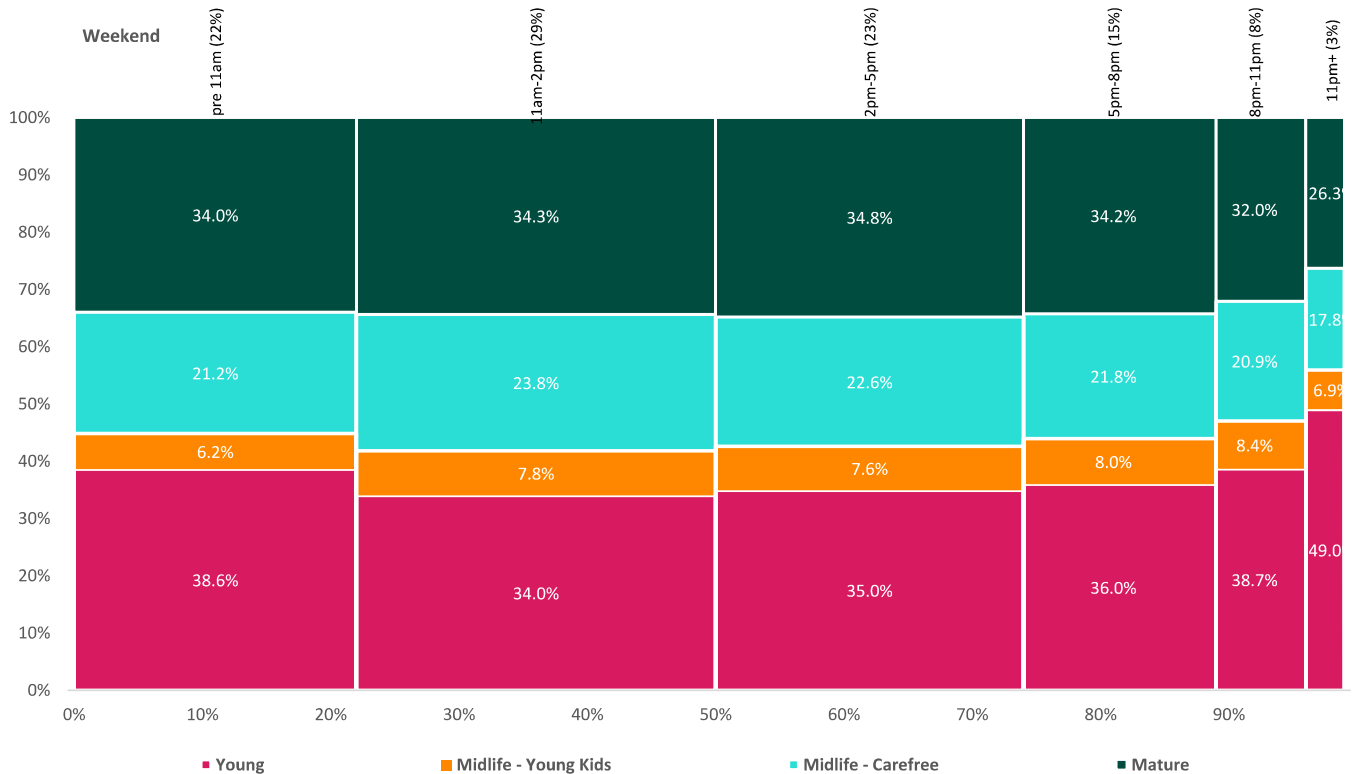


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Time of Day by Polaris: Weekday (Monday to Friday)

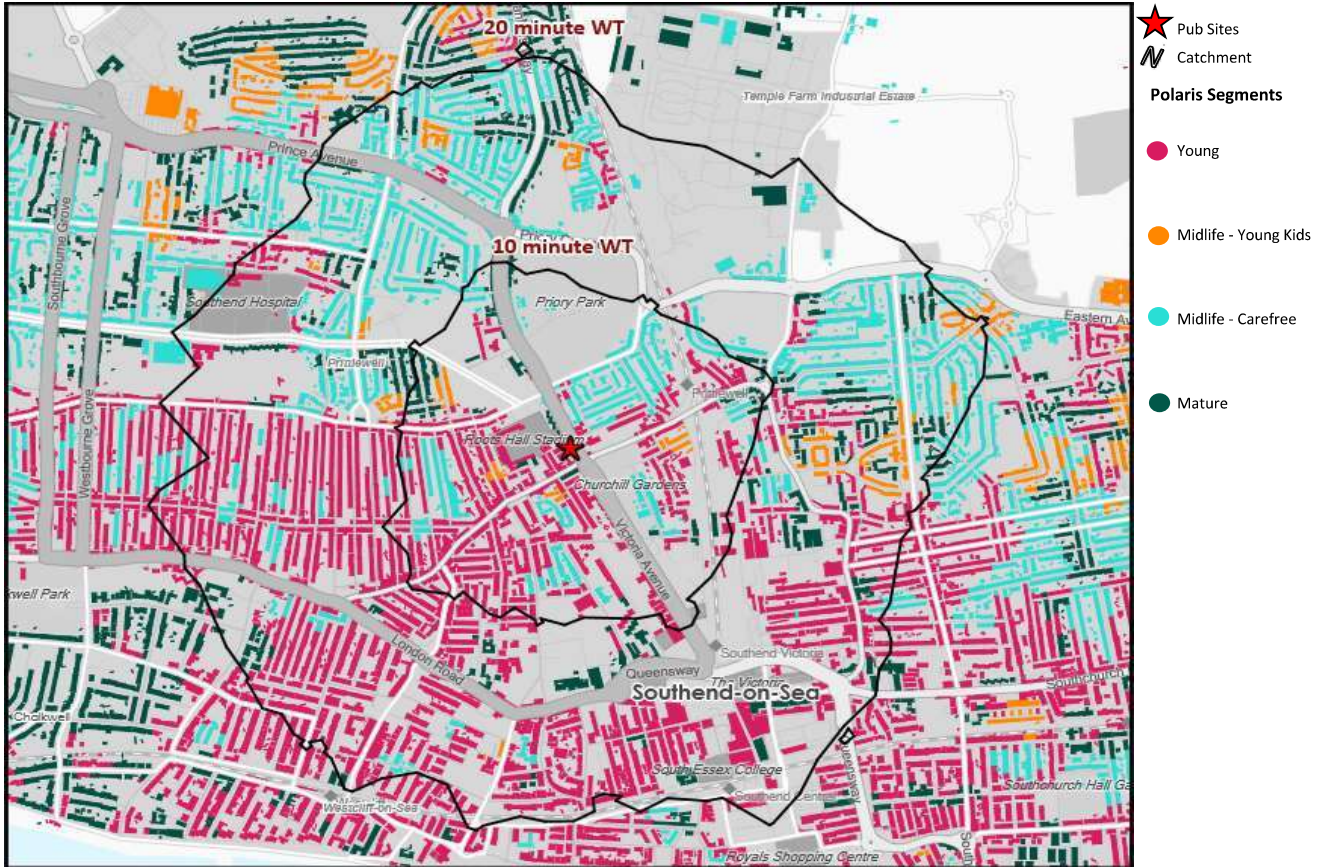


Time of Day by Polaris: Weekend (Saturday and Sunday)





## Polaris Summary - Spread Eagle Southend On Sea

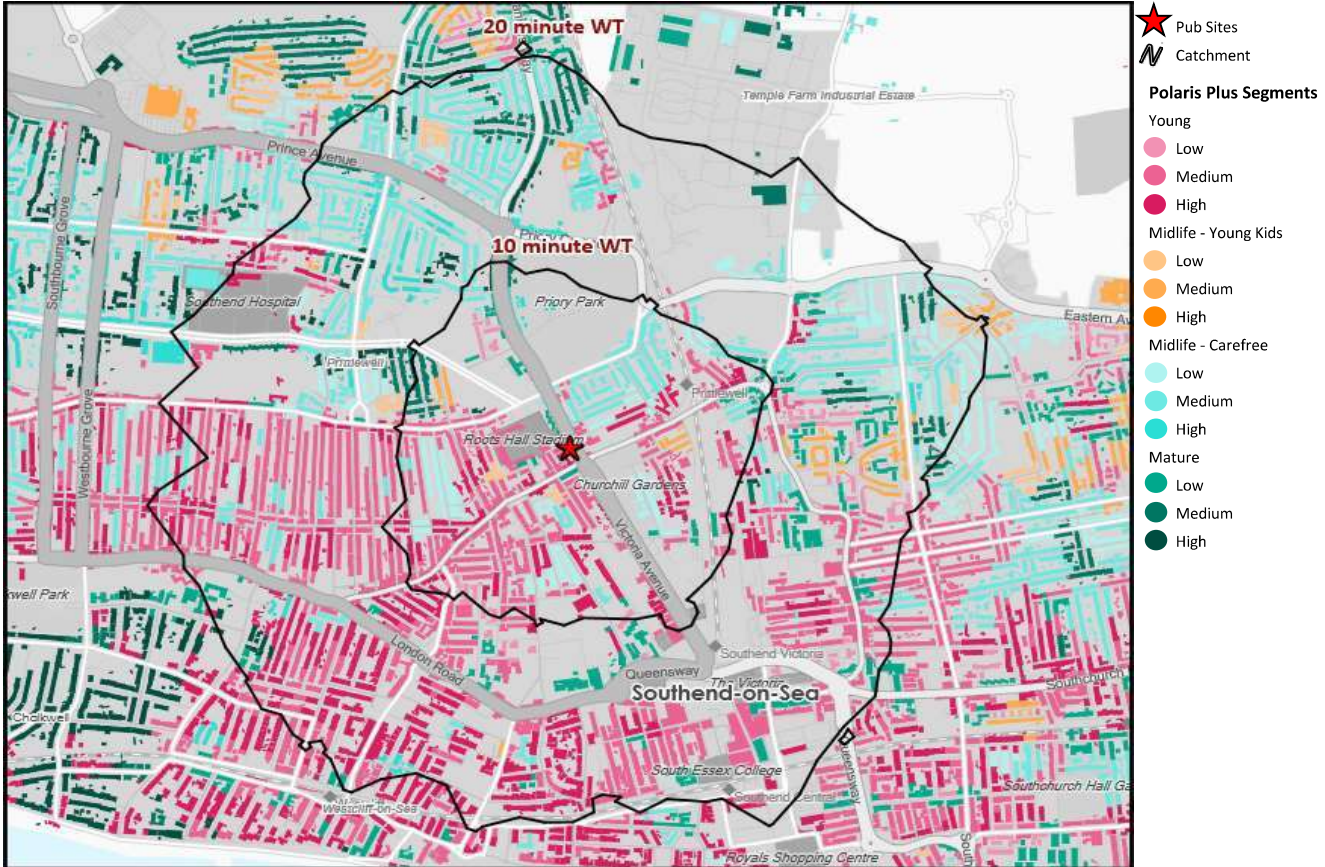


Polaris Profile by Catchment

\*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	5,423	21,802	72,484	261	246	86
Midlife - Young Kids	111	743	20,172	13	21	60
Midlife - Carefree	1,493	6,536	86,107	125	128	177
Mature	411	3,003	127,129	12	21	93
<b>Not Private Households</b>	122	173	2,001	123	41	50
<b>Total</b>	7,560	32,257	307,893			

## Polaris Plus Summary - Spread Eagle Southend On Sea



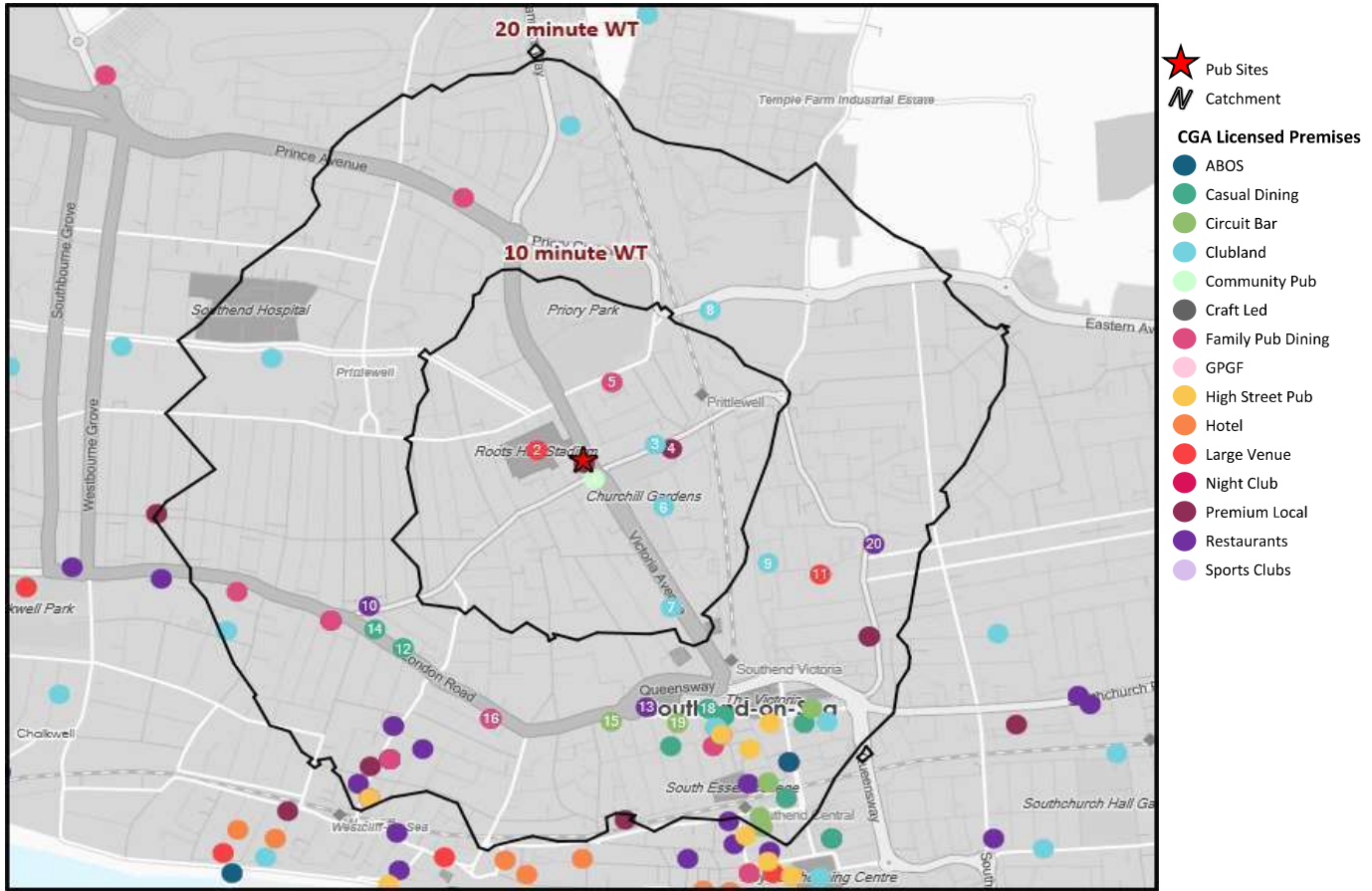
Polaris Plus Profile by Catchment

\*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**
<b>Young</b>						
Low	240	1,598	14,574	32	50	48
Medium	3,705	12,886	30,694	446	364	91
High	1,478	7,318	27,216	290	337	131
<b>Midlife - Young Kids</b>						
Low	19	86	1,081	5	5	6
Medium	92	657	18,127	28	47	136
High	0	0	964	0	0	28
<b>Midlife - Carefree</b>						
Low	702	1,645	4,499	220	121	35
Medium	762	4,449	71,609	141	193	325
High	29	442	9,999	9	31	73
<b>Mature</b>						
Low	385	1,674	25,771	37	38	61
Medium	22	1,068	33,784	2	21	70
High	4	261	67,574	0	5	146
<b>Not Private Households</b>	122	173	2,001	123	41	50
<b>Total</b>	7,560	32,257	307,893			



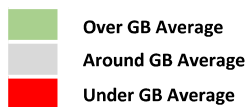
## CGA Summary - Spread Eagle Southend On Sea



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Spread Eagle	SS 2 6NE	Star Pubs & Bars	Premium Local	0.0
1	Blue Boar	SS 2 6EQ	*Other Small Retail Groups	Community Pub	0.0
2	Southend United Football Club	SS 2 6NQ	Independent Free	Large Venue	0.1
3	Southend Royal Naval Association Club	SS 2 6LQ	Independent Free	Clubland	0.2
4	Railway Tavern	SS 2 6LH	Stonegate Pub Company	Premium Local	0.2
5	Saxon King	SS 2 6JX	Marston's	Family Pub Dining	0.2
6	Southend On Sea Bowling Club	SS 2 6LT	Independent Free	Clubland	0.2
7	Southend Police Club	SS 2 6BA	Independent Free	Clubland	0.4
8	Trinity Football Club	SS 2 5QU	Independent Free	Clubland	0.4
9	Grainge Celtic Supporters Club	SS 2 5DD	Independent Free	Clubland	0.5
10	Il Palazzo Ristorante Italiano	SS 0 9AU	Independent Free	Restaurants	0.6
11	Mecca Bingo	SS 2 5PY	Rank	Large Venue	0.6
12	Imperial Chinese Restaurant	SS 0 7HT	Independent Free	Casual Dining	0.6
13	Alibabas Grill	SS 1 1PF	Independent Free	Restaurants	0.6
14	Sambuca Ristorante	SS 0 7HU	Independent Free	Casual Dining	0.6
15	Park Tavern	SS 1 1PQ	Trust Inns Limited	Circuit Bar	0.6
16	Champagne Chinese	SS 0 7JG	Independent Free	Restaurants	0.6
16	Cricketers Inn	SS 0 7JG	Gray & Sons	Family Pub Dining	0.6
18	Pizza Express	SS 1 1PE	Hony Capital	Casual Dining	0.6
19	Old Trout Tavern	SS 1 1NX	Independent Free	Circuit Bar	0.6
20	Gulshan Tandoori	SS 2 5ET	Independent Free	Restaurants	0.6

## Per Pub Analysis - Spread Eagle Southend On Sea



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7,560	32,257	307,893
Number of Competition Pubs	7	35	249
Adults 18+ per Competition Pub	1,080	922	1,237

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,259	16.7%	207
Circuit Bar	0	489	6.5%	159
Community Pub	1	597	7.9%	41
Craft Led	0	801	10.6%	307
Great Pub Great Food	0	1,189	15.7%	89
High Street Pub	0	856	11.3%	61
Premium Local	2	783	10.4%	63

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	5,474	17.0%	211
Circuit Bar	4	1,866	5.8%	143
Community Pub	1	2,837	8.8%	46
Craft Led	0	3,208	9.9%	288
Great Pub Great Food	0	5,547	17.2%	97
High Street Pub	5	3,717	11.5%	63
Premium Local	5	3,341	10.4%	63

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	27,261	8.9%	110
Circuit Bar	18	9,613	3.1%	77
Community Pub	12	32,969	10.7%	56
Craft Led	0	10,766	3.5%	101
Great Pub Great Food	17	62,662	20.4%	115
High Street Pub	30	33,359	10.8%	59
Premium Local	35	53,154	17.3%	105

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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><b>Young</b></td><td><b>Midlife 'Parents'</b></td><td><b>Midlife 'Carefree'</b></td><td><b>Mature</b></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>	<b>Young</b>	<b>Midlife 'Parents'</b>	<b>Midlife 'Carefree'</b>	<b>Mature</b>	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"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																																				
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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="3">Metropolitan</td><td colspan="9">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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