

Catchment Summary - Empire Liverpool

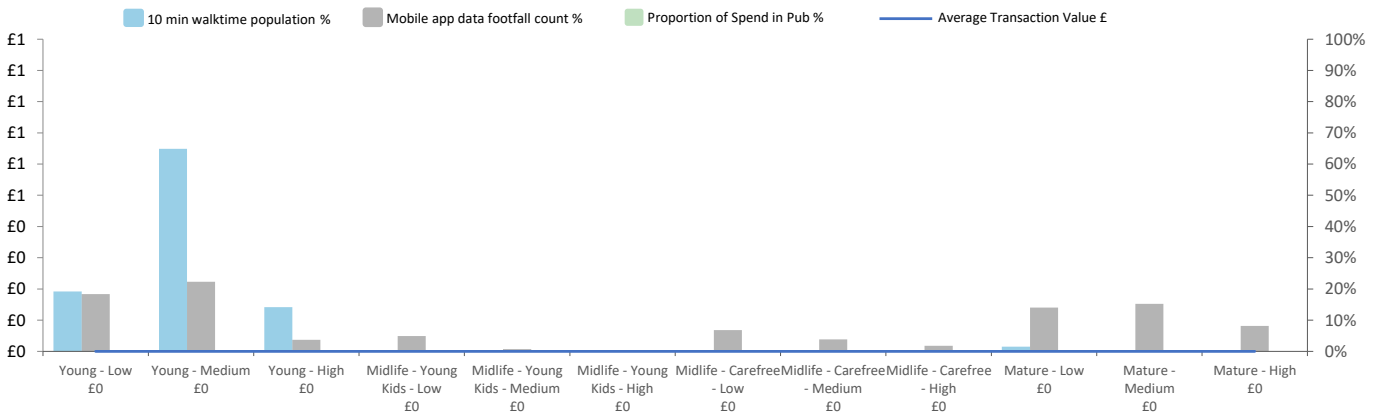
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
658323	Empire Liverpool	L 1 4AG	Star Pubs & Bars	Circuit Bar	4



- 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 - Empire Liverpool



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

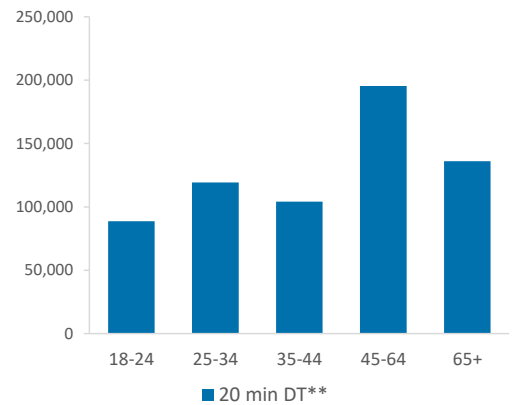
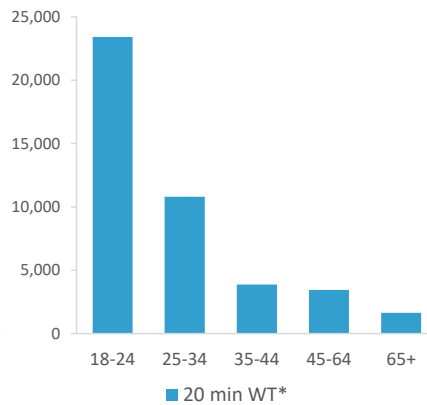
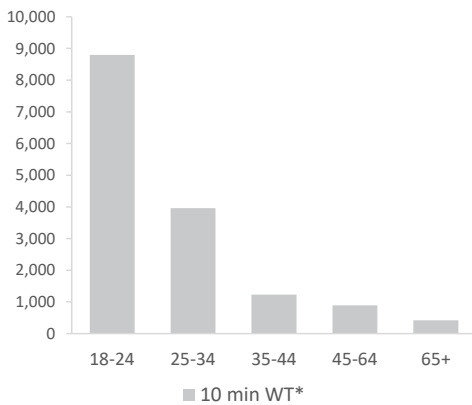
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	15,900	45,311	805,015	296	245	183
Adults 18+	15,302	43,161	643,462	340	283	184
Competition Pubs	220	302	862	1,222	839	207
Adults 18+ per Competition Pub	70	143	746	8	17	87
% Adults Likely to Drink	77.6%	77.3%	75.6%	102	101	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	20.7%	21.5%	53.6%	62	65	161
	Medium	64.9%	63.5%	36.9%	170	166	97
	High	14.2%	14.7%	8.3%	52	54	30

*Affluence does not include Not Private Households

Age Profile	18-24	8,798	23,404	88,663	680	635	135
	25-34	3,961	10,801	119,204	187	179	111
	35-44	1,229	3,873	104,180	58	65	98
	45-64	893	3,448	195,321	22	30	94
	65+	421	1,635	136,094	14	19	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	8,199 (52%)	23,834 (53%)	392,407 (49%)	105	107	100
	Female	7,701 (48%)	21,477 (47%)	412,608 (51%)	95	93	100
Economic Status (16+)	Employed: Full-time	4,348 (28%)	11,491 (26%)	211,232 (32%)	82	77	93
	Employed: Part-time	858 (6%)	2,301 (5%)	77,844 (12%)	47	45	99
	Self employed	629 (4%)	1,643 (4%)	43,394 (7%)	44	41	71
	Unemployed	308 (2%)	1,041 (2%)	22,279 (3%)	72	87	122
	Full-time student	2,537 (16%)	6,400 (15%)	21,865 (3%)	692	619	139
	Retired	485 (3%)	1,606 (4%)	120,545 (18%)	14	17	83
	Other	6,266 (41%)	19,042 (44%)	164,608 (25%)	233	251	143
Total Worker Count		54,075	125,446	440,625			

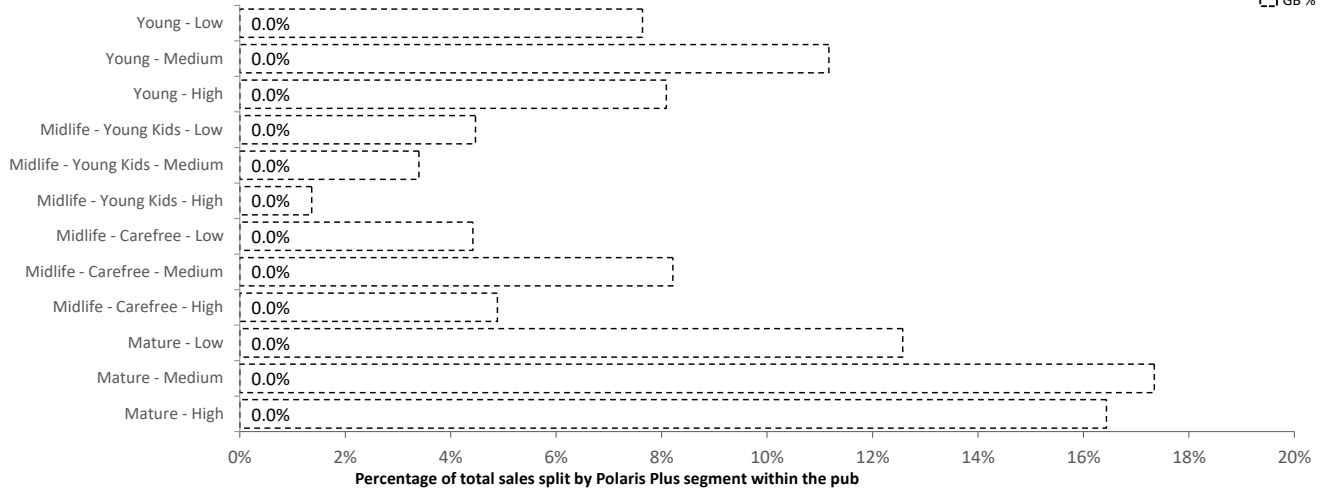
See the Glossary page for further information on the above variables

Transactional Data Summary - Empire Liverpool

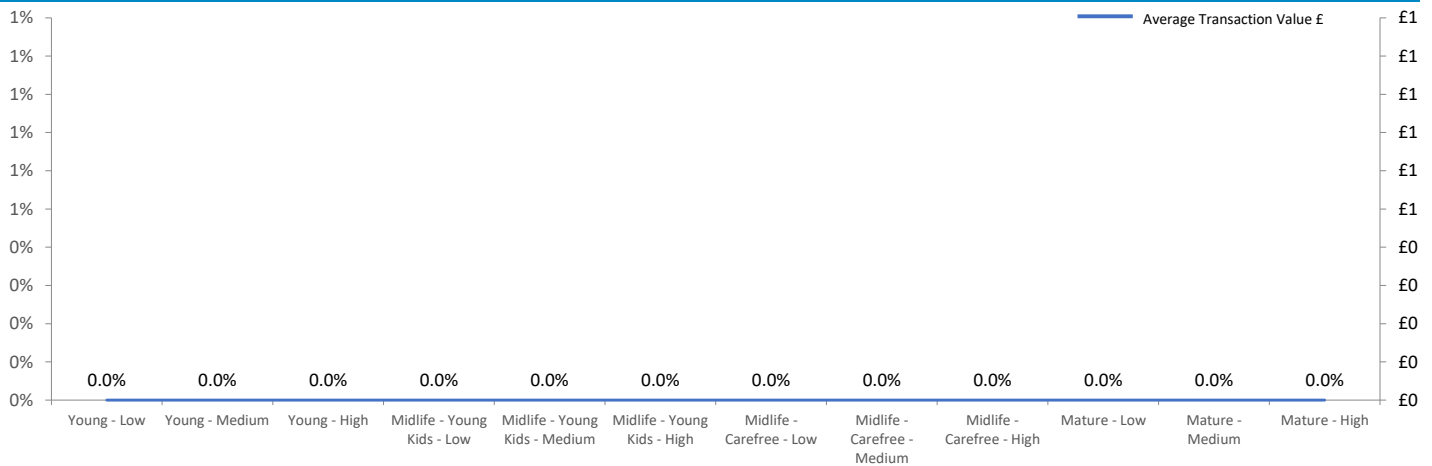


© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris Plus

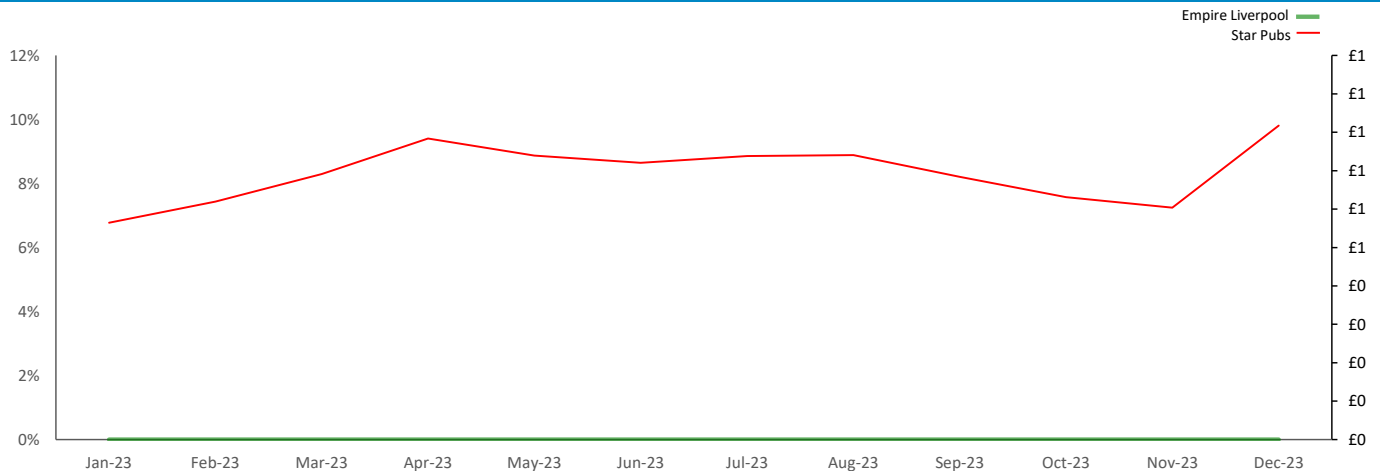


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

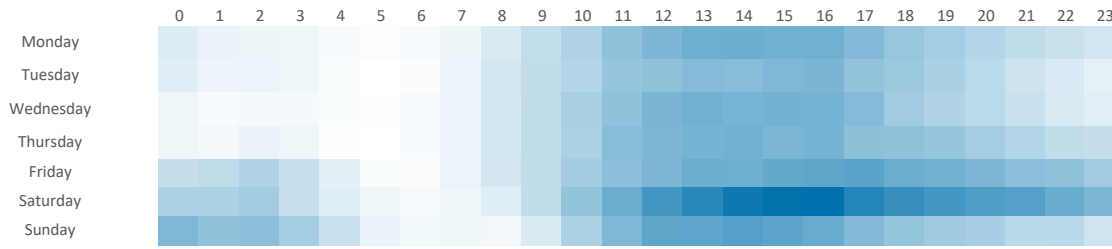


Seasonality of the spend split by month

Mobile Data Summary - Empire Liverpool

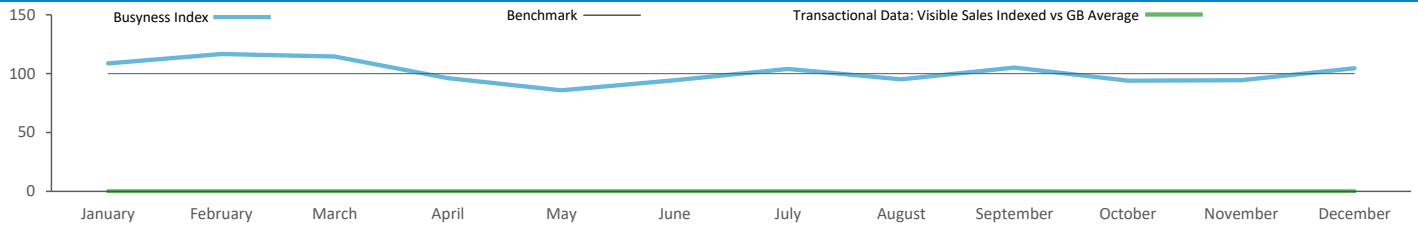
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



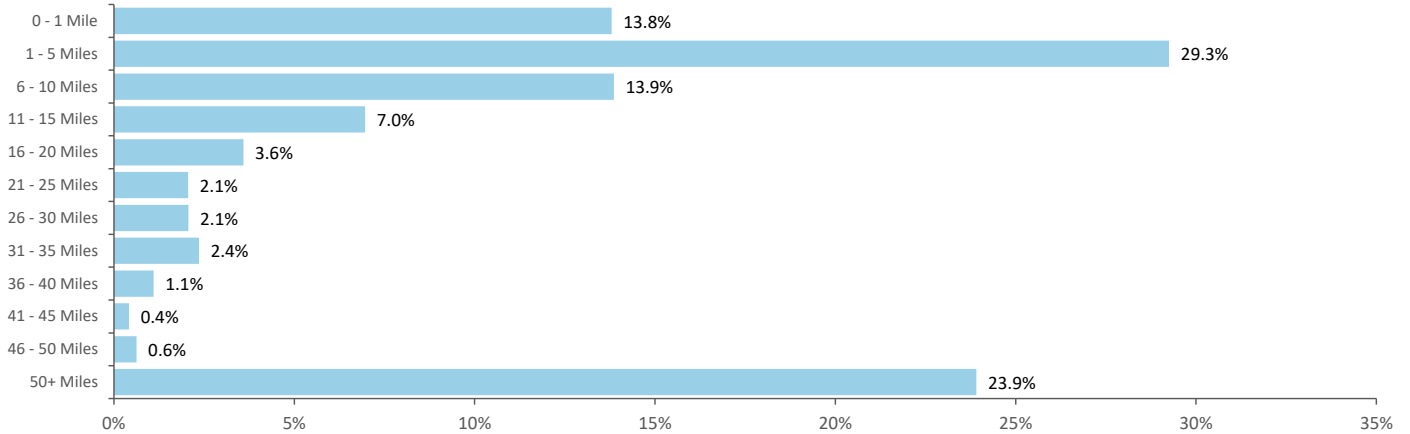
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

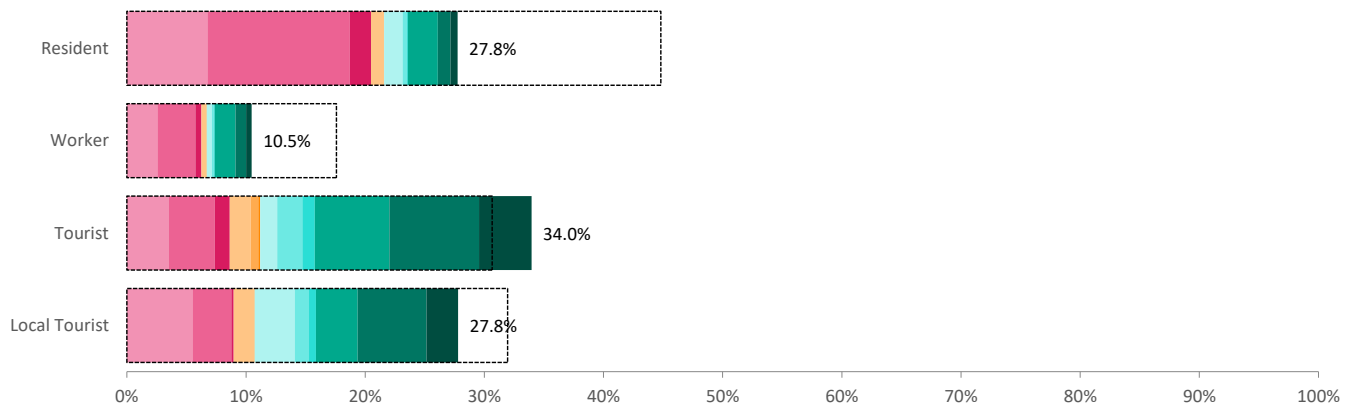
Distance from Home



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

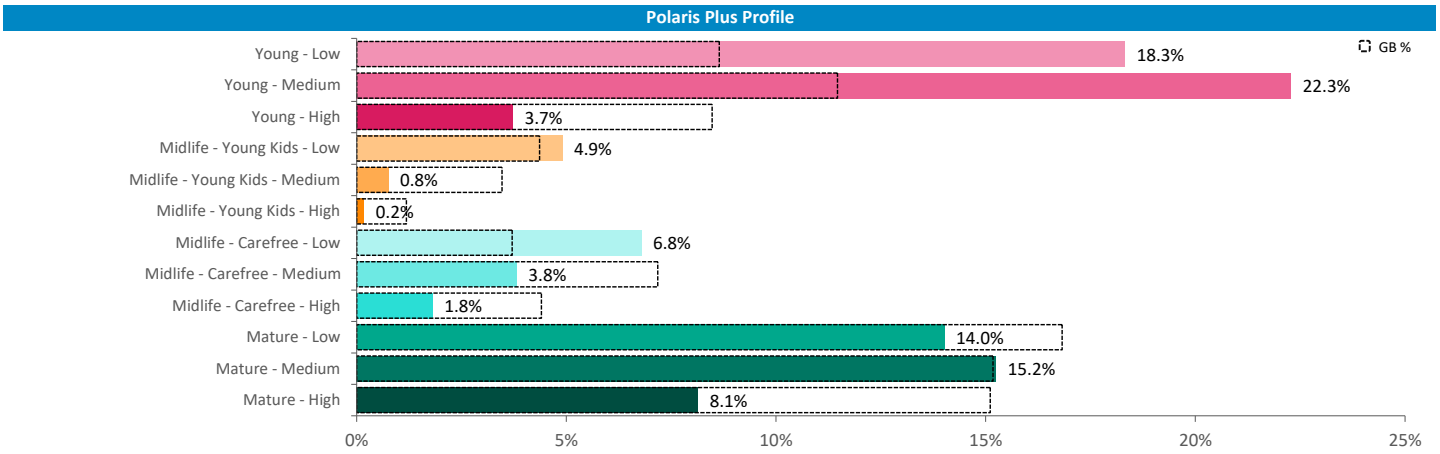


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

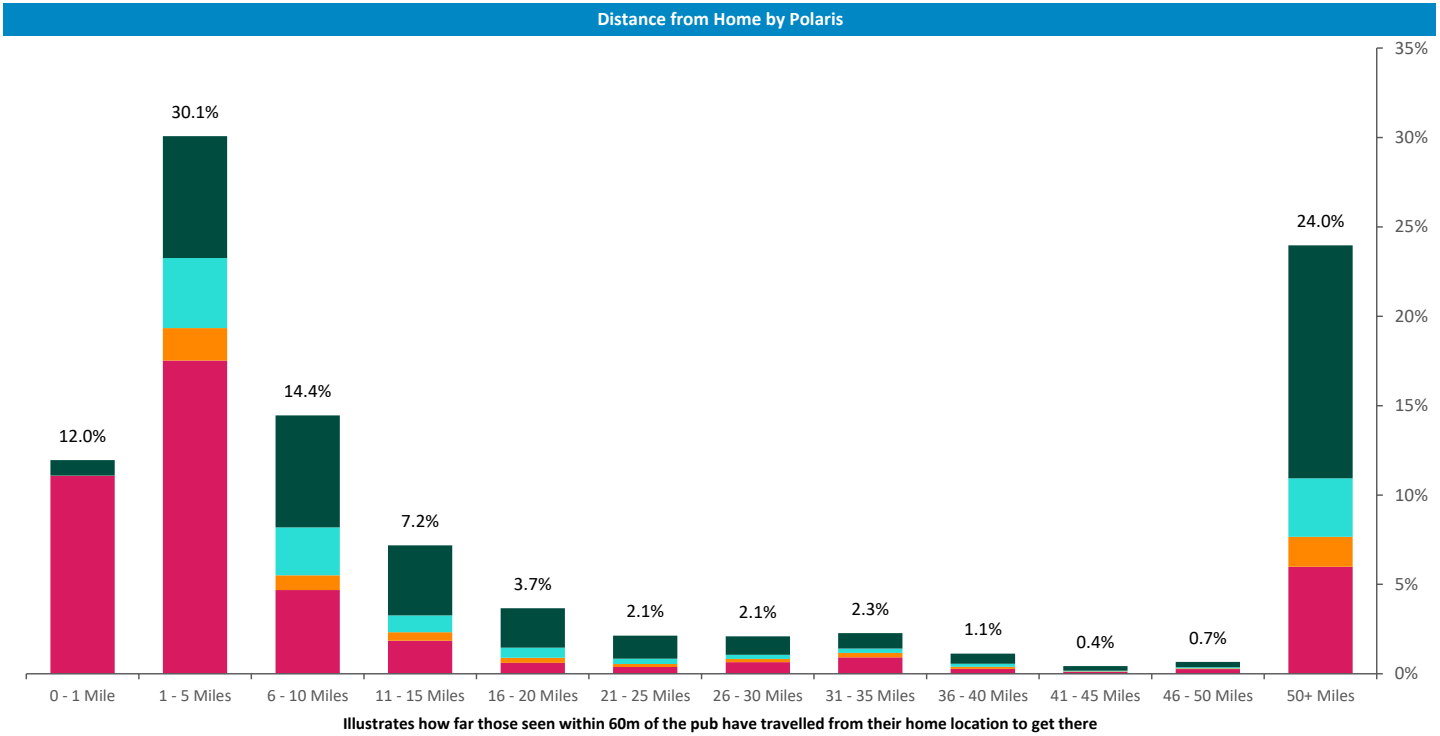
Mobile Data Summary - Empire Liverpool



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy, All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf



Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

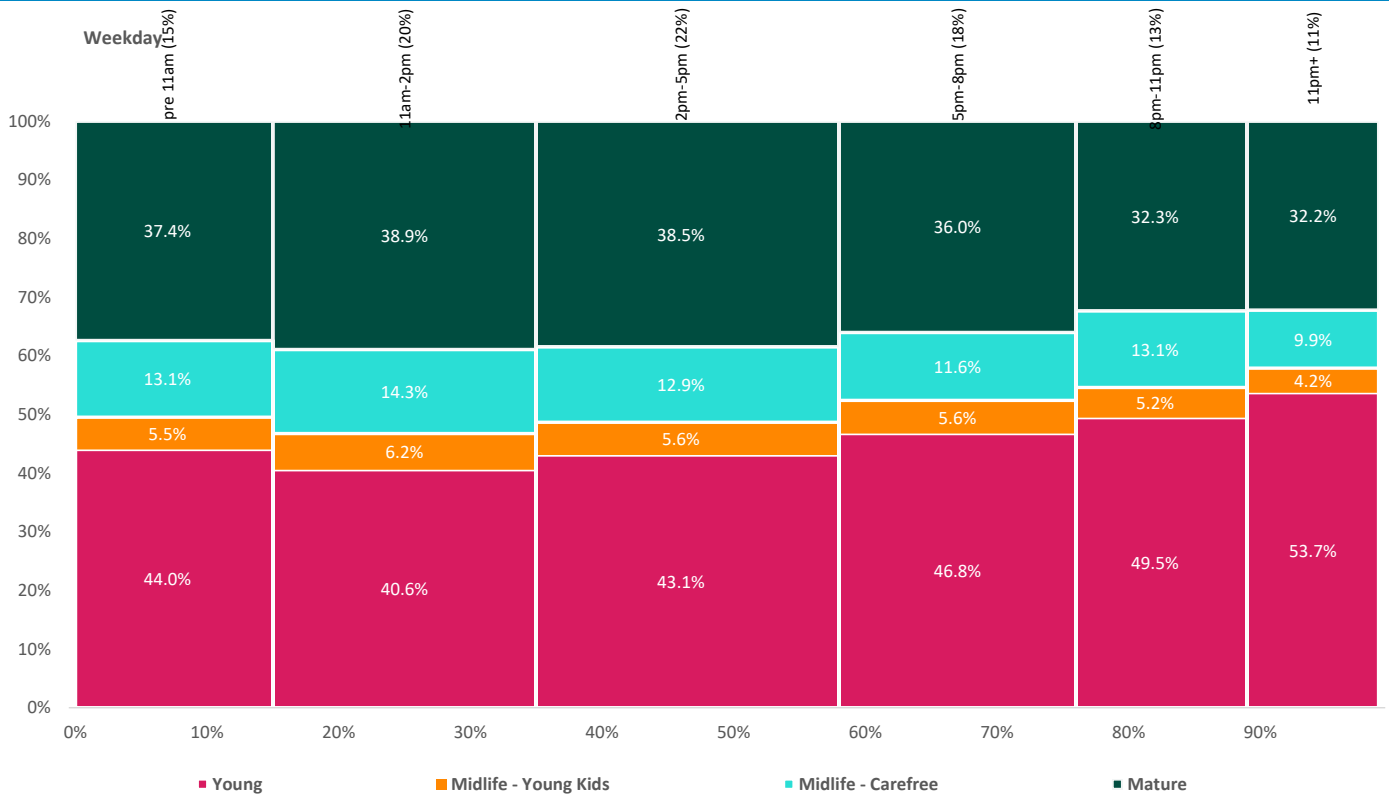


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

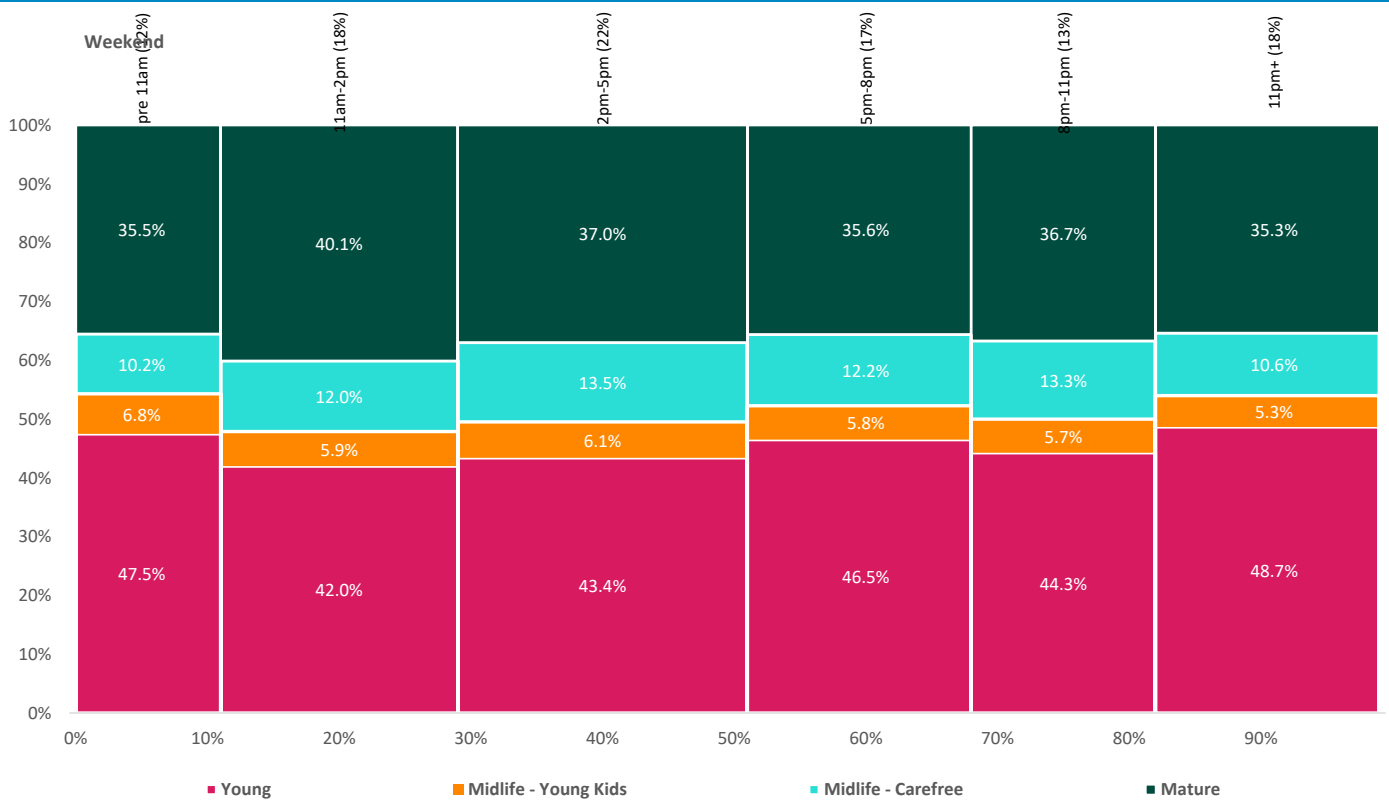
Mobile Data Summary - Empire Liverpool

© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



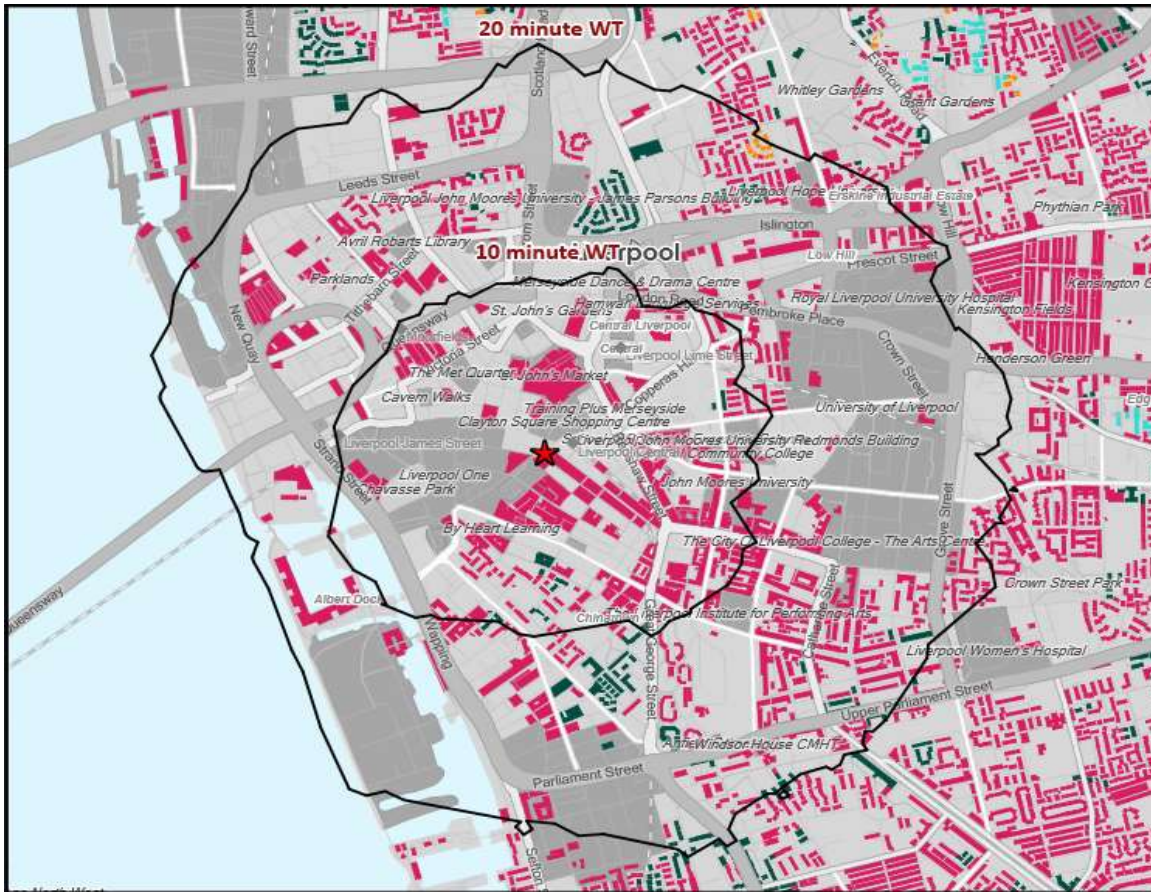
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Empire Liverpool



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



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

Polaris Profile by Catchment

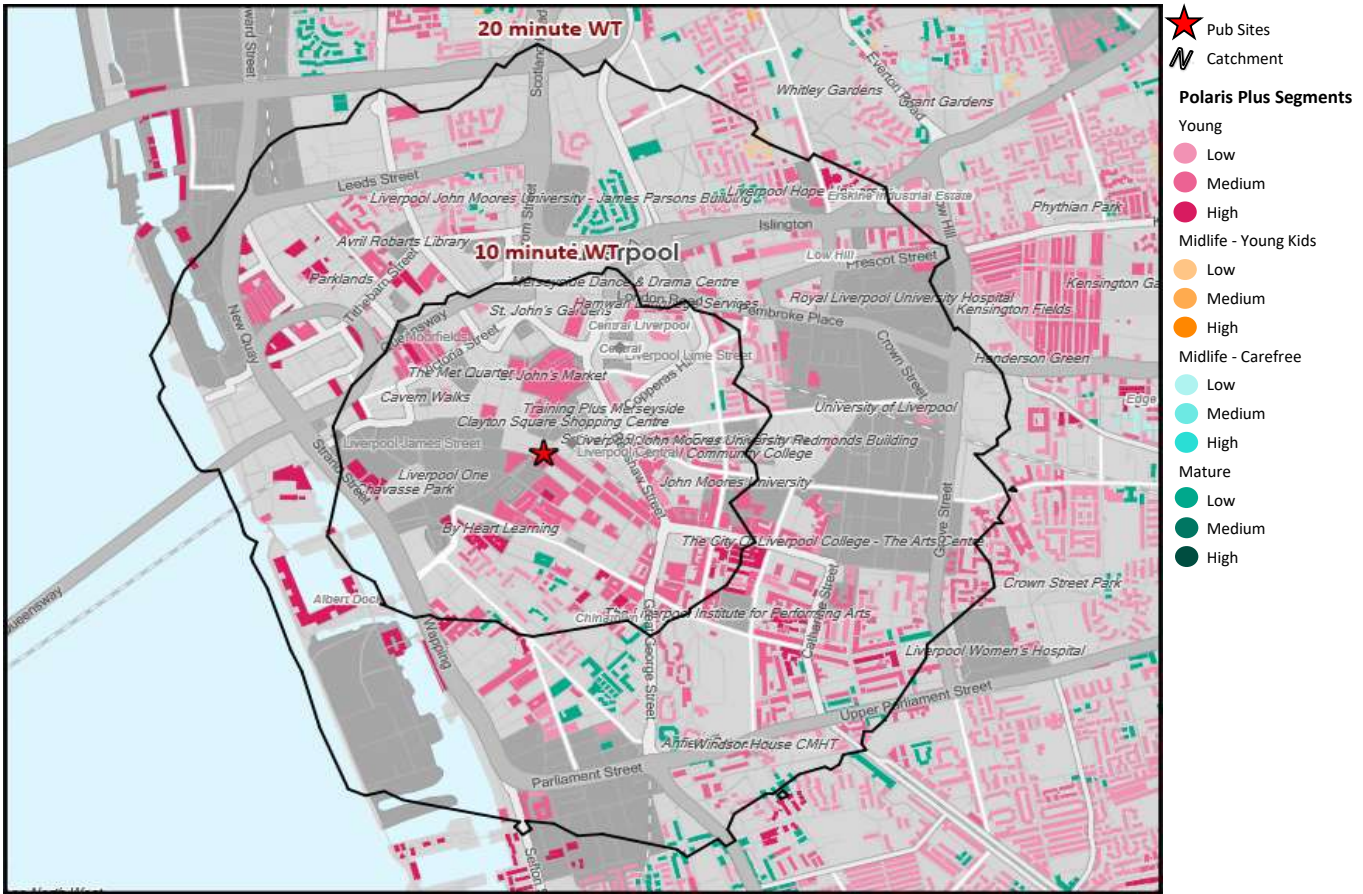
*WT= Walktime, **DT= Drivetime

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	15,045	41,430	363,455	357	349	205
Midlife - Young Kids	0	0	37,743	0	0	54
Midlife - Carefree	0	0	85,902	0	0	84
Mature	228	1,621	148,956	3	8	52
Not Private Households	29	110	7,406	14	19	88
Total	15,302	43,161	643,462			

Polaris Plus Summary - Empire Liverpool



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Polaris Plus Profile by Catchment

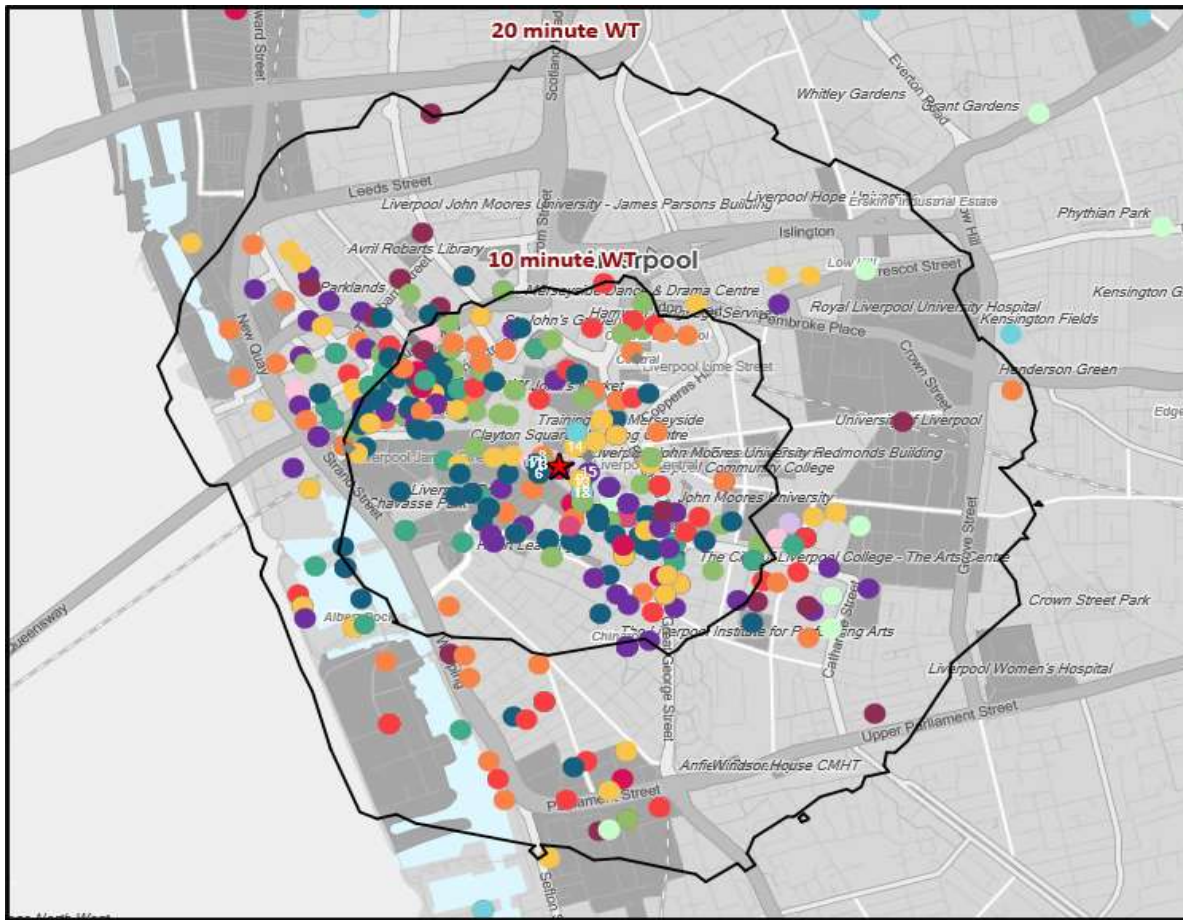
*WT= Walktime, **DT= Drivetime

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	2,942	7,697	177,150	196	182	280
Medium	9,933	27,391	165,450	591	578	234
High	2,170	6,342	20,855	211	218	48
Midlife - Young Kids						
Low	0	0	36,728	0	0	104
Medium	0	0	832	0	0	3
High	0	0	183	0	0	3
Midlife - Carefree						
Low	0	0	65,234	0	0	241
Medium	0	0	17,441	0	0	38
High	0	0	3,227	0	0	11
Mature						
Low	228	1,599	66,062	11	27	75
Medium	0	0	53,933	0	0	54
High	0	22	28,961	0	0	30
Not Private Households	29	110	7,406	14	19	88
Total	15,302	43,161	643,462			

CGA Summary - Empire Liverpool



© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2023 TomTom

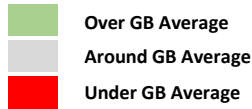


- ★ Pub Sites
- N Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	ONeills	L 1 4AG	Mitchells & Butlers	Circuit Bar	0.0
0	Empire	L 1 4AG	Star Pubs & Bars	Circuit Bar	0.0
0	Pop World	L 1 4AG	Stonegate Pub Company	Night Club	0.0
3	Tonight Josephine	L 1 3DZ	Independent Free	ABOS	0.0
3	Epstein	L 1 3DZ	Independent Free	Large Venue	0.0
3	Head Of Steam	L 1 3DZ	Camerons	Circuit Bar	0.0
6	Lounge 69	L 1 3DY	Independent Free	High Street Pub	0.0
6	Turtle Bay	L 1 3DY	Turtle Bay Restaurants	ABOS	0.0
8	Quest	L 1 3AY	Independent Free	Hotel	0.0
9	Cheers	L 1 4DS	*Other Small Retail Groups	ABOS	0.0
9	Albert Schloss Liverpool	L 1 4DS	Mission Mars	High Street Pub	0.0
11	Present Company	L 1 3DA	Independent Free	High Street Pub	0.0
11	Brass Monkey	L 1 3DA	Independent Free	ABOS	0.0
13	Pizza Punks	L 1 4LF	Punk Pizza Ltd	Casual Dining	0.1
14	Ranelaghs Tavern	L 1 1JW	Independent Free	High Street Pub	0.1
15	Naked Noodle	L 1 4DJ	Independent Free	Casual Dining	0.1
15	China Dina	L 1 4DJ	Independent Free	Restaurants	0.1
17	Old Post Office	L 1 3DH	Stonegate Pub Company	GPGF	0.1
18	Villa Romana	L 1 4AQ	Independent Free	Restaurants	0.1
18	Mulligan	L 1 4AQ	Independent Free	ABOS	0.1
18	Bar Ca Va	L 1 4AQ	Independent Free	ABOS	0.1

Per Pub Analysis - Empire Liverpool



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	15,302	43,161	643,462
Number of Competition Pubs	220	302	862
Adults 18+ per Competition Pub	70	143	746

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	102	2,800	18.3%	227
Circuit Bar	58	1,506	9.8%	243
Community Pub	1	1,800	11.8%	62
Craft Led	0	1,951	12.7%	369
Great Pub Great Food	6	2,420	15.8%	89
High Street Pub	40	2,647	17.3%	94
Premium Local	5	2,149	14.0%	85

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	128	7,832	18.1%	225
Circuit Bar	66	4,172	9.7%	238
Community Pub	8	5,337	12.4%	65
Craft Led	0	5,418	12.6%	363
Great Pub Great Food	7	6,822	15.8%	89
High Street Pub	67	7,543	17.5%	95
Premium Local	17	5,927	13.7%	83

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	135	55,585	8.6%	107
Circuit Bar	84	45,769	7.1%	175
Community Pub	163	135,399	21.0%	110
Craft Led	0	36,398	5.7%	164
Great Pub Great Food	11	62,735	9.7%	55
High Street Pub	165	142,920	22.2%	121
Premium Local	64	74,574	11.6%	70

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="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds 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> </td> <td style="text-align: center;"> <p>35-54 year olds 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> </td> <td style="text-align: center;"> <p>35-54 year olds 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> </td> <td style="text-align: center;"> <p>55+ year olds</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> </td> </tr> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Product needs</td> <td style="vertical-align: top;"> <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 style="vertical-align: top;"> <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 style="vertical-align: top;"> <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 style="vertical-align: top;"> <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>"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>35-54 year olds 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>35-54 year olds 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>55+ year olds</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	<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 																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds 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>35-54 year olds 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>35-54 year olds 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>55+ year olds</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	<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 																																					
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																						
Metropolitan			Large Urban						Small Urban				Rural																												