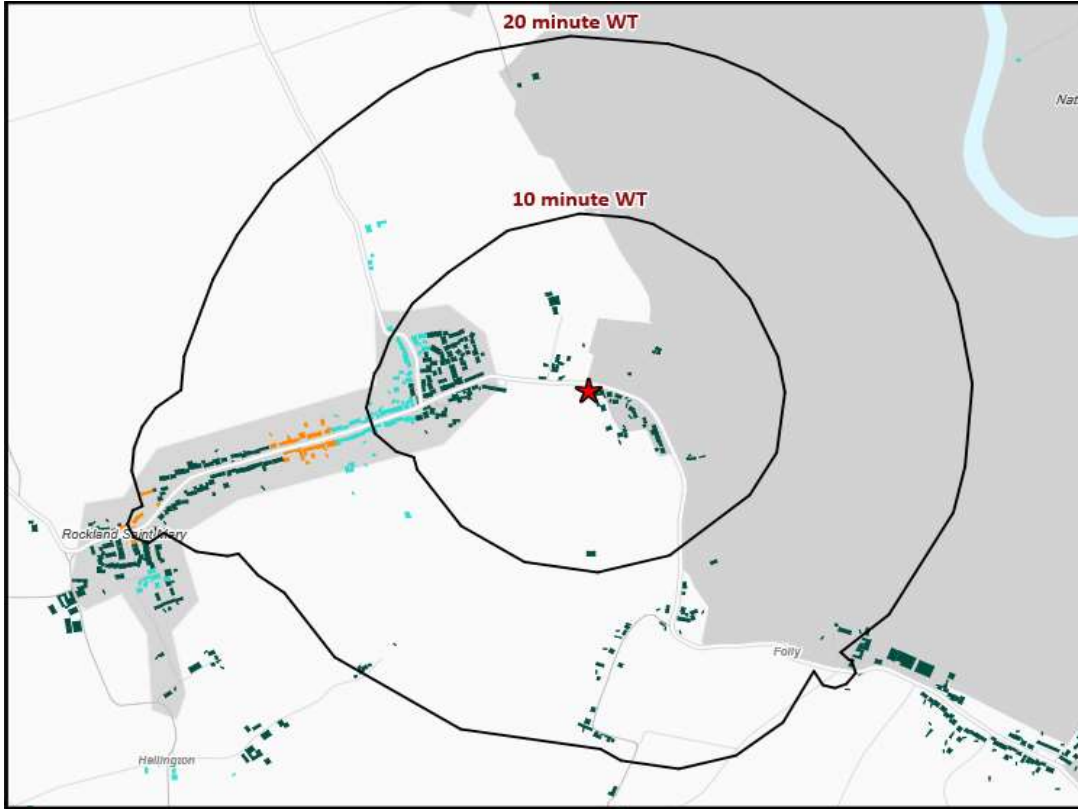


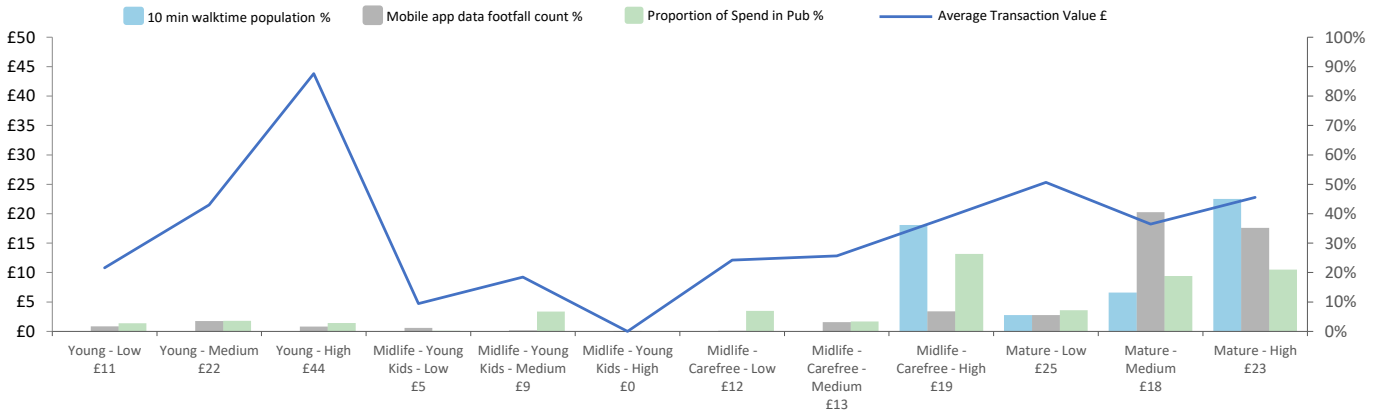
Catchment Summary - New Inn Norwich

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Ship To	Name	Postcode	Operator	Segment	Sparsity
626884	New Inn Norwich	NR14 7HP	Star Pubs & Bars	Premium Local	19



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - New Inn Norwich



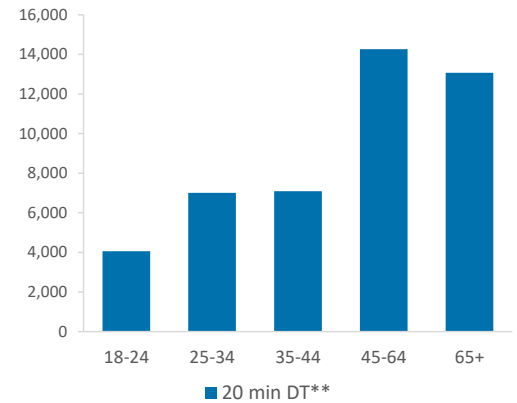
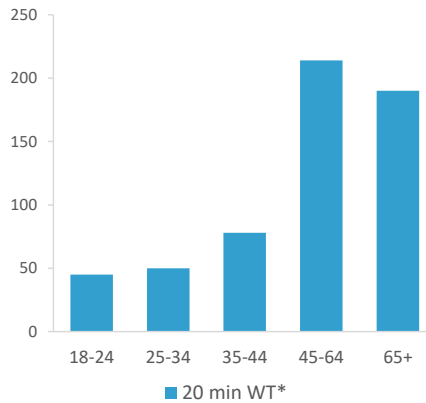
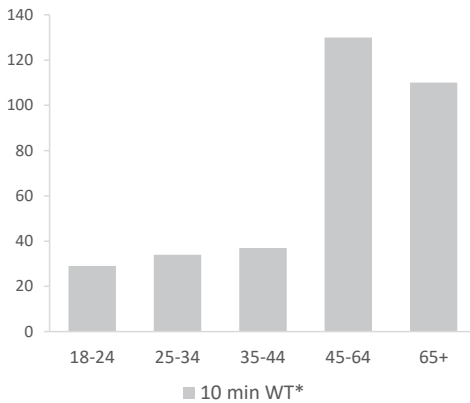
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	Over GB Average
	Around GB Average
	Under GB Average

*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	425	720	54,873	8	4	12	
Adults 18+	340	577	45,486	8	4	13	
Competition Pubs	1	1	62	6	3	15	
Adults 18+ per Competition Pub	340	577	734	40	67	85	
% Adults Likely to Drink	82.1%	80.8%	78.9%	108	106	103	
Affluence	Low	5.6%	6.1%	23.8%	17	18	72
	Medium	13.2%	36.4%	37.9%	35	95	99
	High	81.2%	57.5%	37.1%	297	211	136
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	29	45	4,064	84	77	91
	25-34	34	50	7,005	60	52	96
	35-44	37	78	7,088	66	82	98
	45-64	130	214	14,260	119	116	101
	65+	110	190	13,069	135	137	124

Population & Adults 18+ index is based on all pubs



	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	229 (54%)	373 (52%)	27,102 (49%)	110	106	101
	Female	196 (46%)	347 (48%)	27,771 (51%)	90	94	99
Economic Status (16+)	Employed: Full-time	110 (31%)	177 (29%)	14,959 (32%)	89	85	93
	Employed: Part-time	48 (13%)	74 (12%)	5,903 (13%)	113	103	107
	Self employed	48 (13%)	85 (14%)	4,607 (10%)	145	152	107
	Unemployed	1 (0%)	11 (2%)	1,050 (2%)	10	66	82
	Full-time student	5 (1%)	10 (2%)	885 (2%)	59	70	80
	Retired	109 (30%)	168 (28%)	12,143 (26%)	139	127	119
	Other	37 (10%)	79 (13%)	7,082 (15%)	59	75	87
Total Worker Count	80	153	32,253				

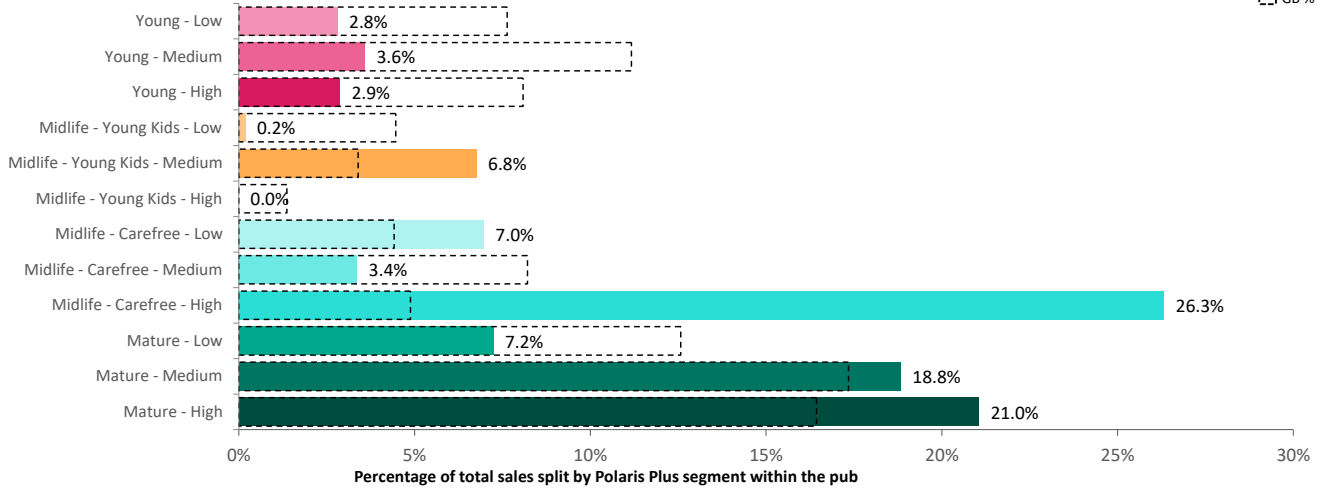
See the Glossary page for further information on the above variables

Transactional Data Summary - New Inn Norwich

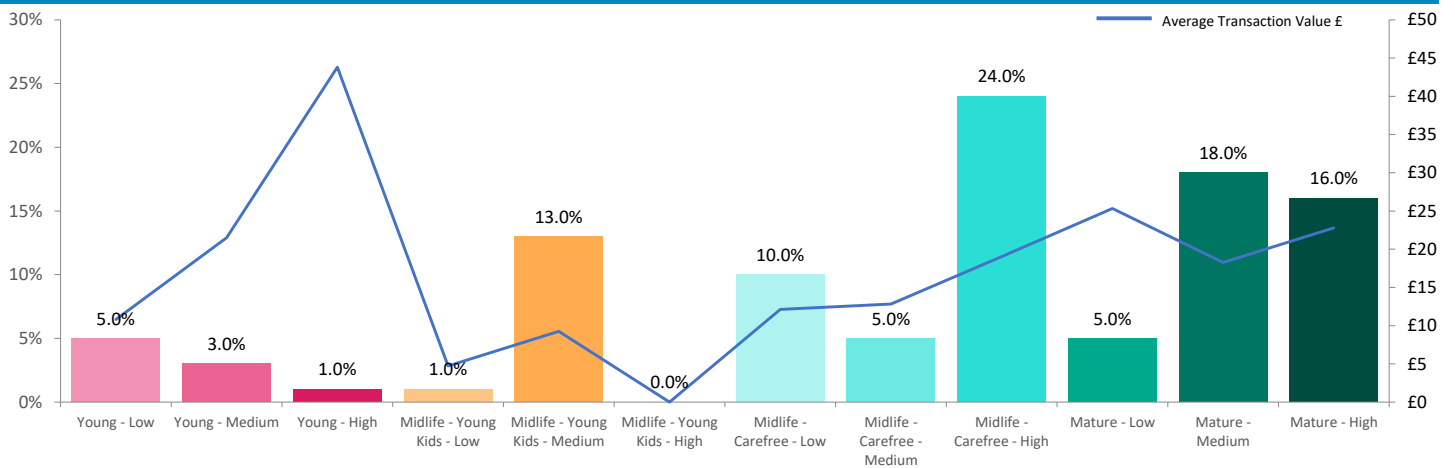


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Spend by Polaris Plus

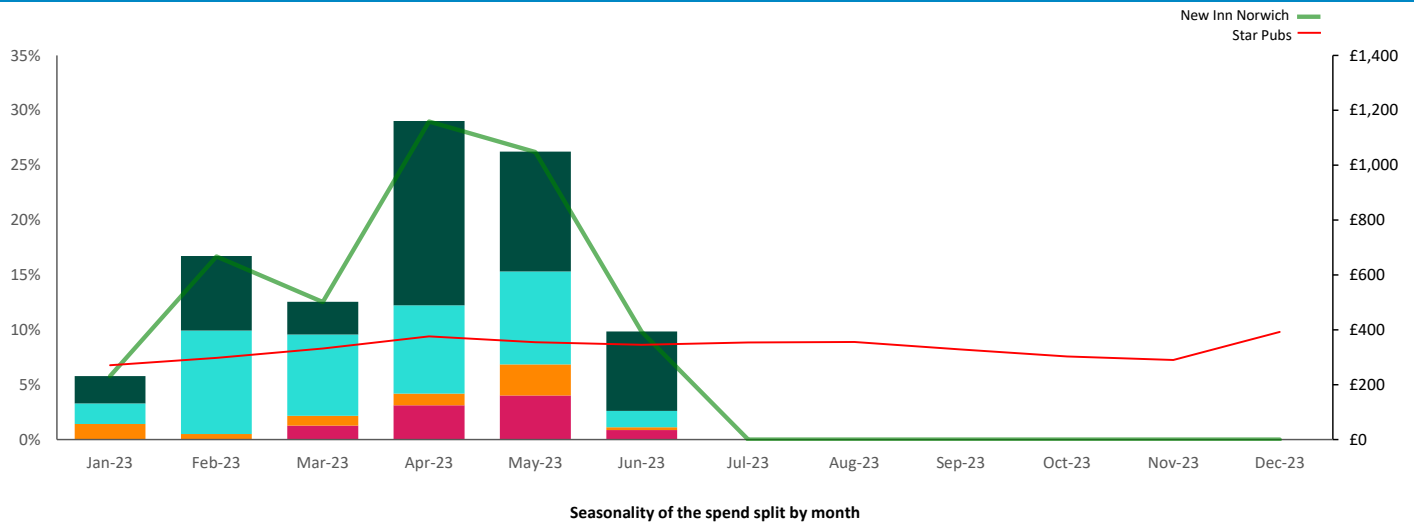


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

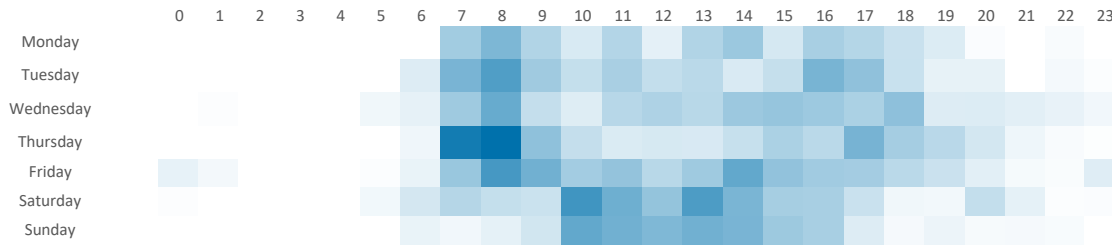


Mobile Data Summary - New Inn Norwich



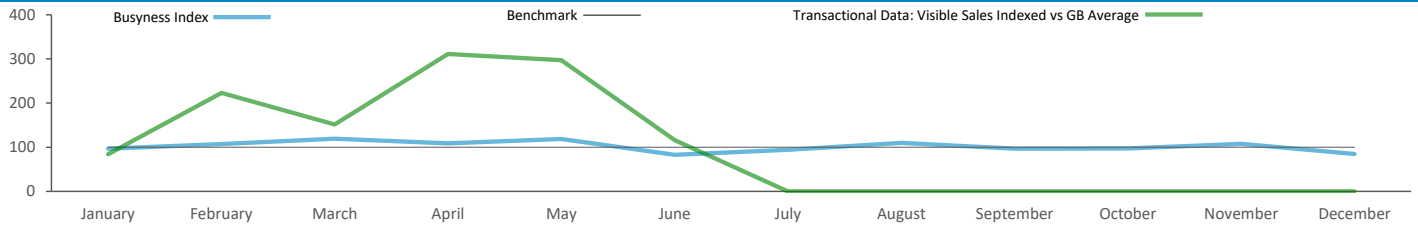
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Time of Day/Day of Week



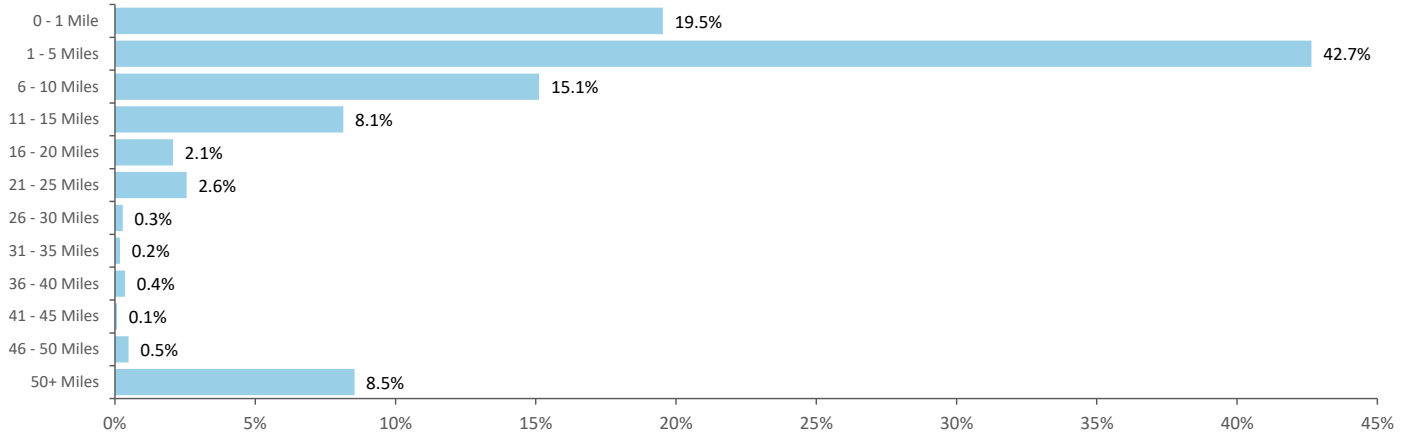
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

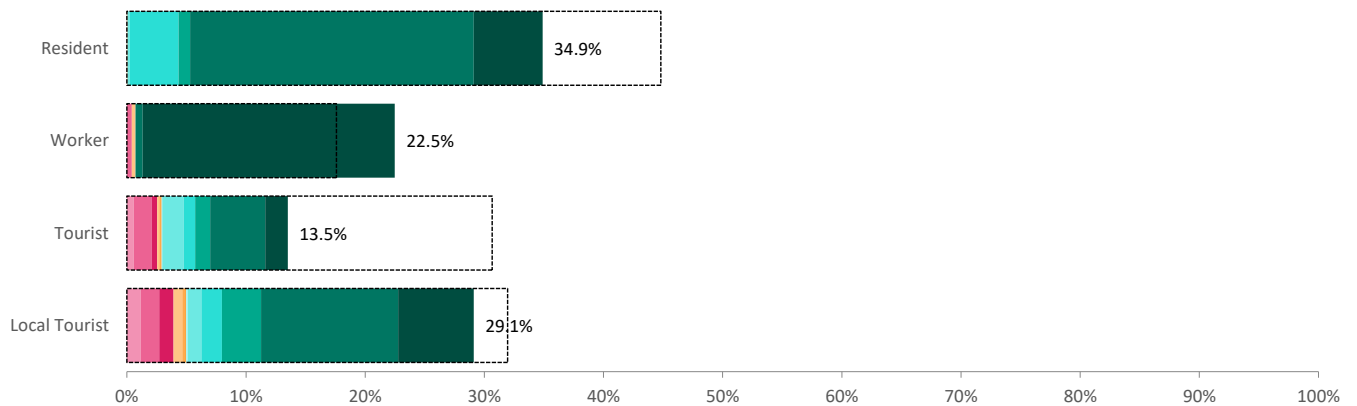
Distance from Home



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



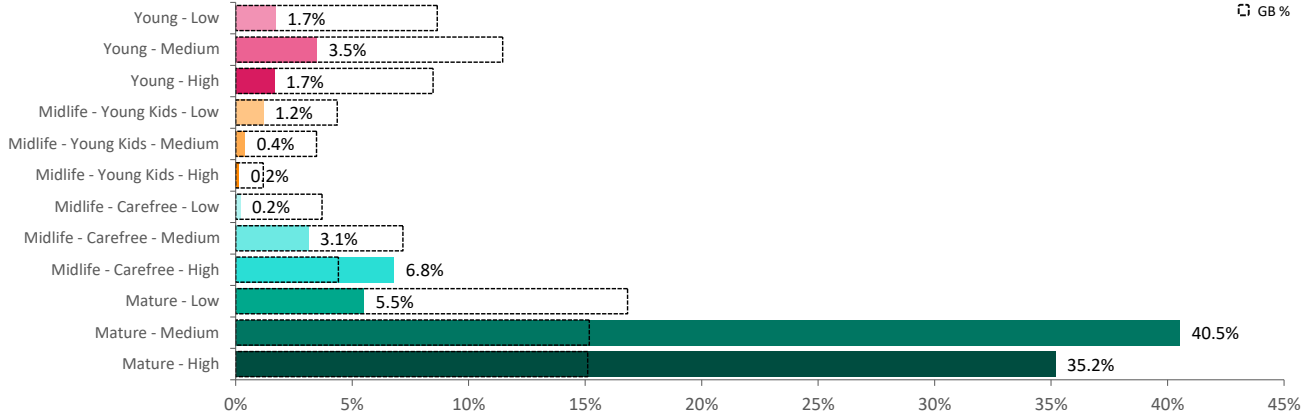
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - New Inn Norwich



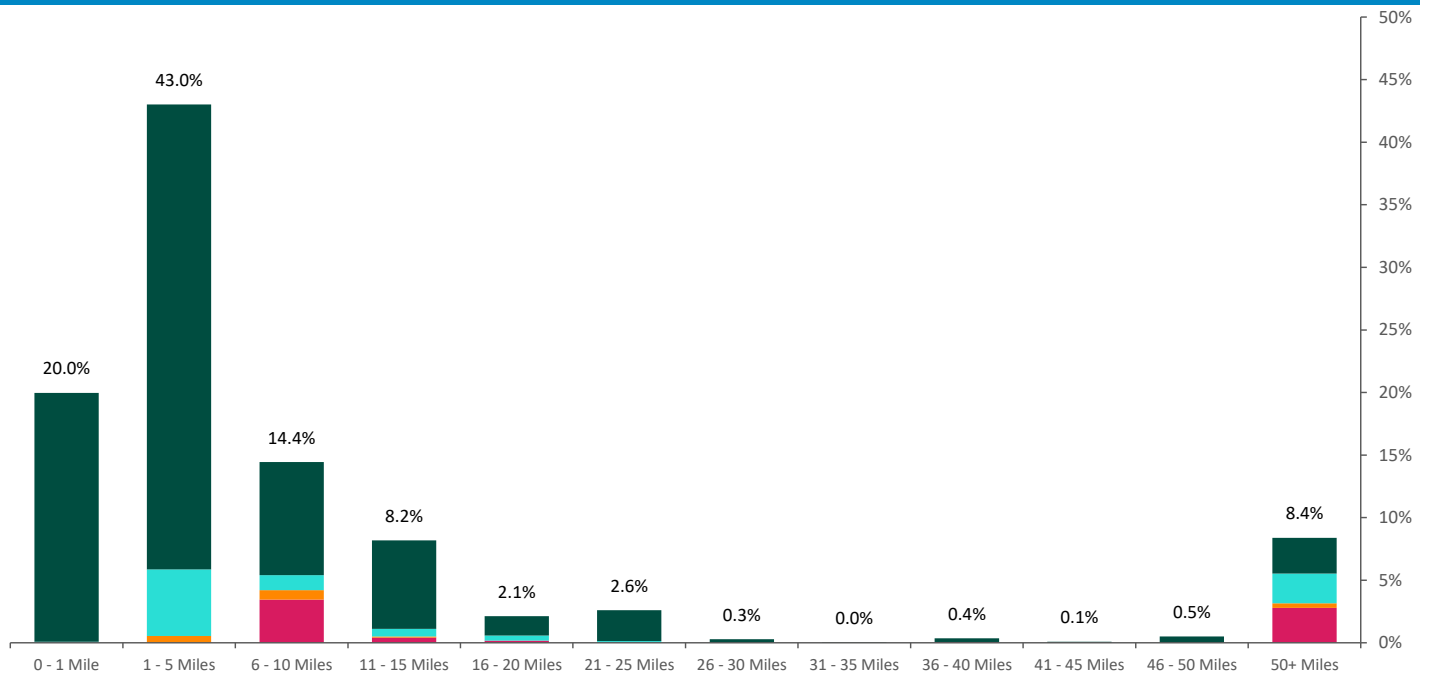
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Polaris Plus Profile



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



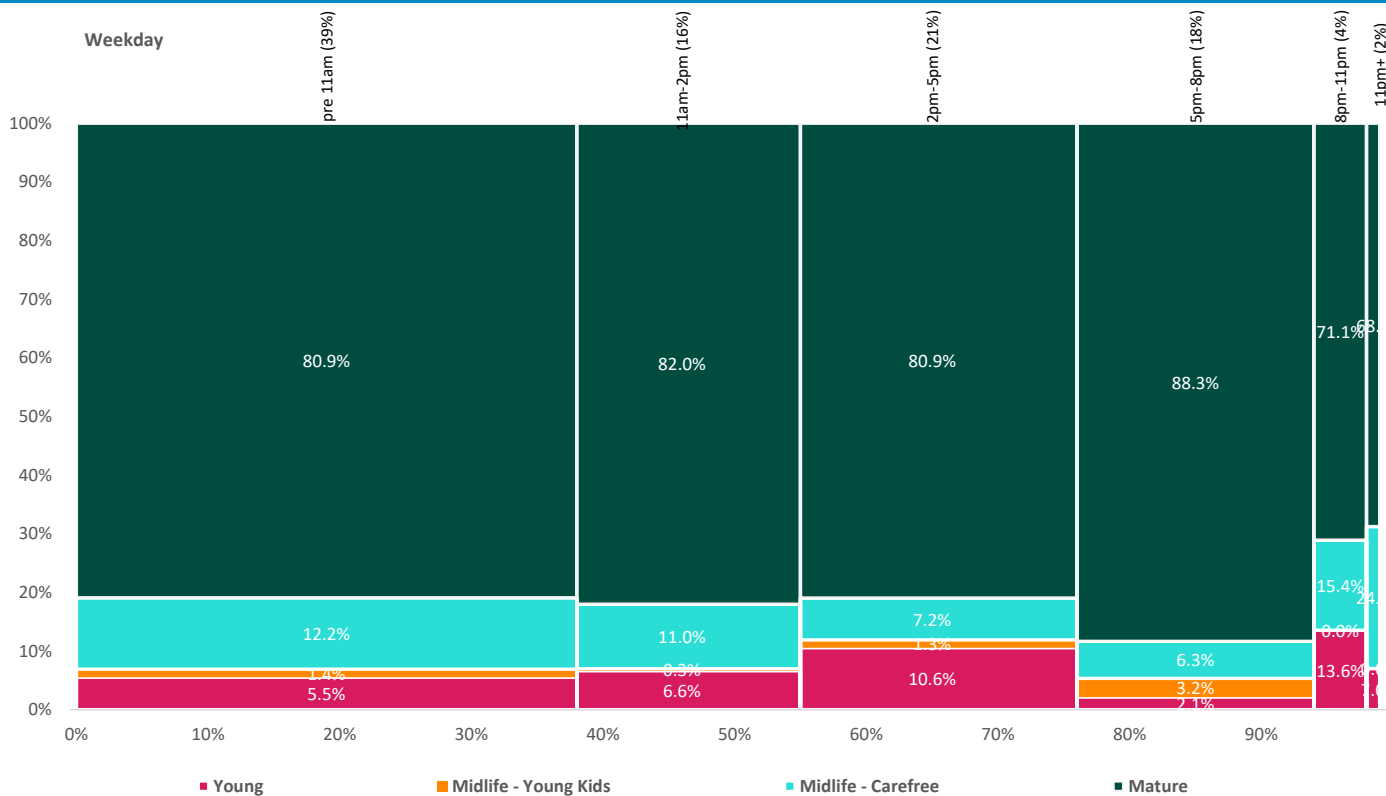
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - New Inn Norwich

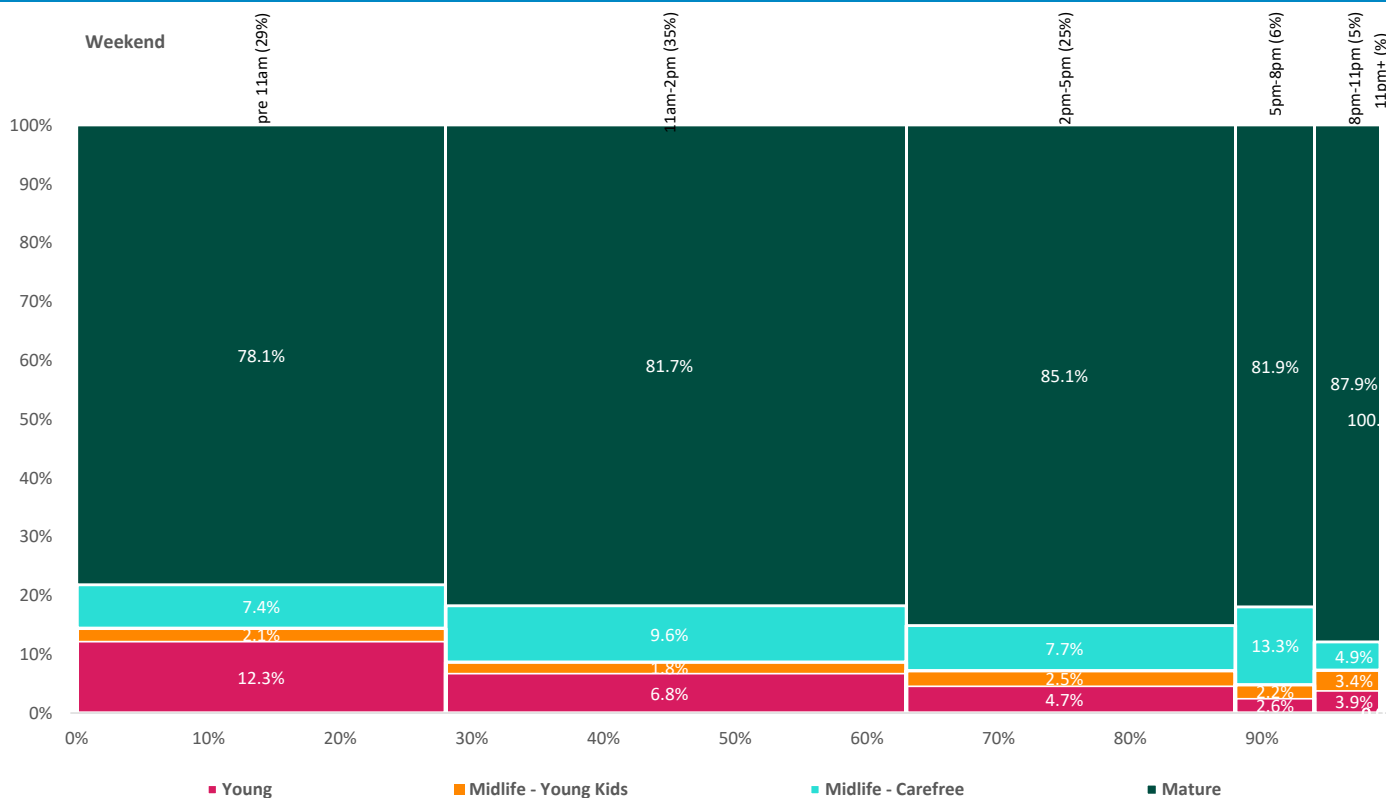


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Time of Day by Polaris: Weekday (Monday to Friday)



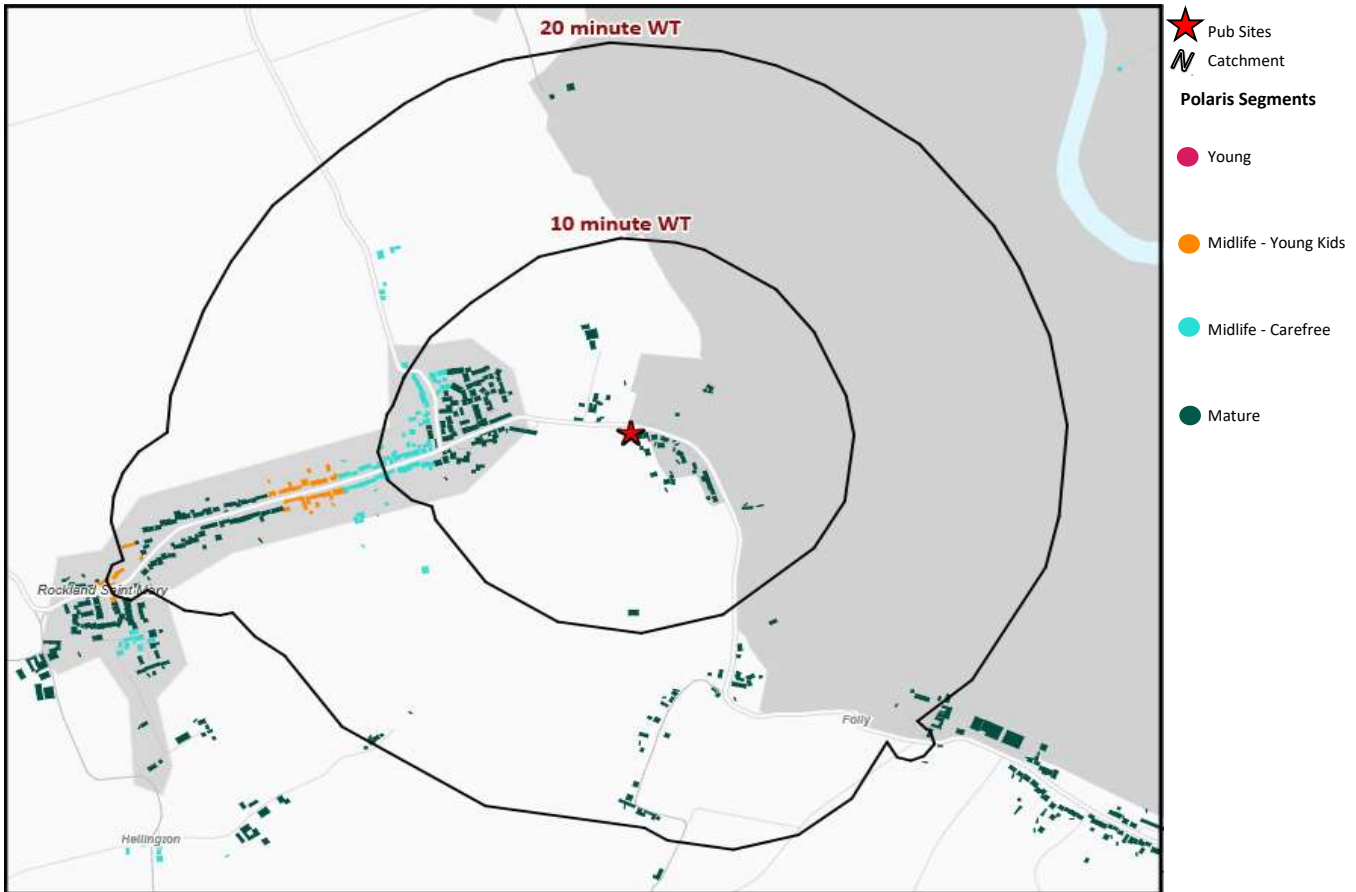
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - New Inn Norwich



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Polaris Profile by Catchment

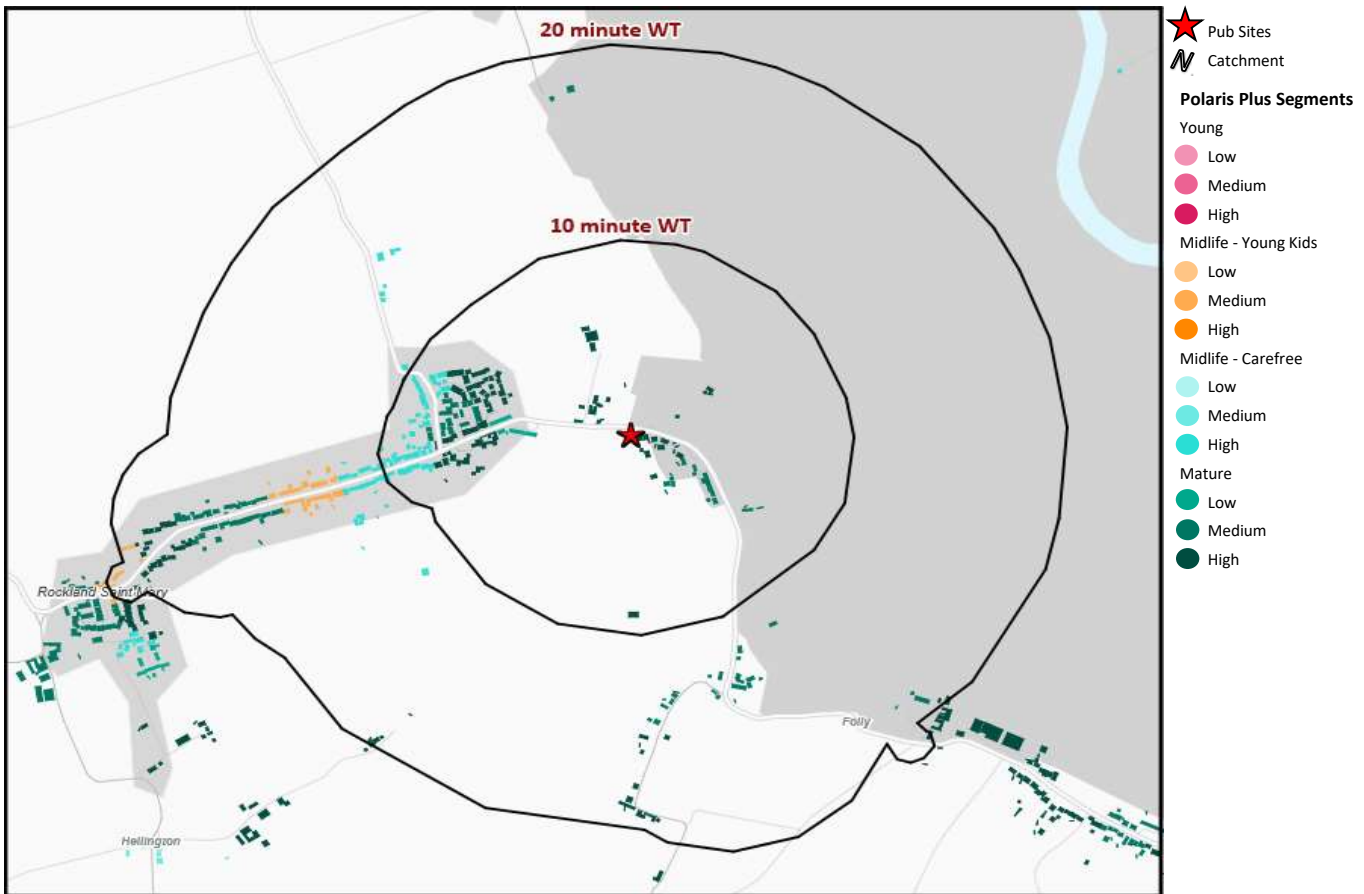
*WT= Walktime, **DT= Drivetime

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	0	0	10,533	0	0	84
Midlife - Young Kids	0	47	1,696	0	74	34
Midlife - Carefree	123	123	3,719	229	135	52
Mature	217	407	28,962	144	159	143
Not Private Households	0	0	576	0	0	96
Total	340	577	45,486			

Polaris Plus Summary - New Inn Norwich



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Polaris Plus Profile by Catchment

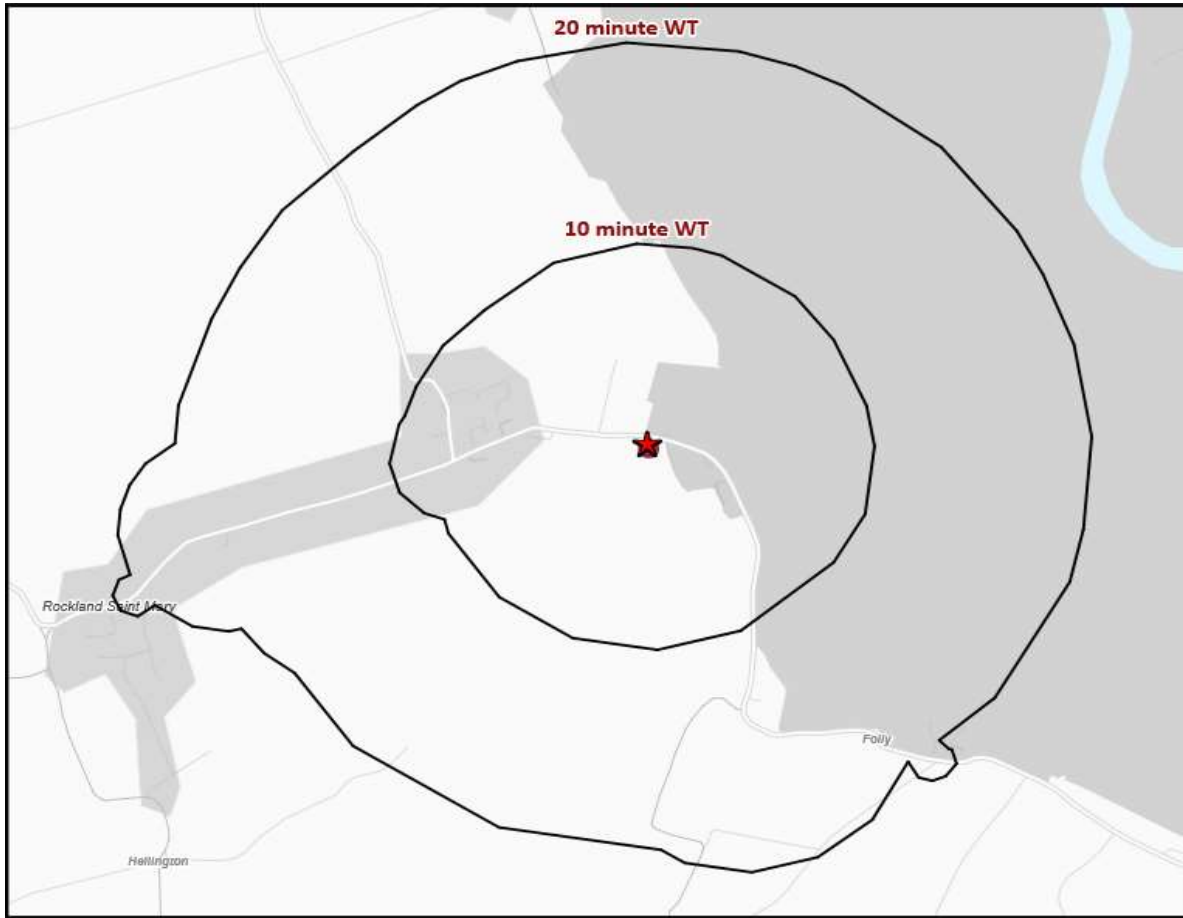
*WT= Walktime, **DT= Drivetime

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	0	0	2,074	0	0	46
Medium	0	0	4,288	0	0	86
High	0	0	4,171	0	0	136
Midlife - Young Kids						
Low	0	0	912	0	0	37
Medium	0	47	693	0	188	35
High	0	0	91	0	0	18
Midlife - Carefree						
Low	0	0	37	0	0	2
Medium	0	0	1,069	0	0	33
High	123	123	2,613	812	479	129
Mature						
Low	19	35	7,792	41	44	125
Medium	45	163	11,170	84	180	157
High	153	209	10,000	300	242	147
Not Private Households	0	0	576	0	0	96
Total	340	577	45,486			

CGA Summary - New Inn Norwich



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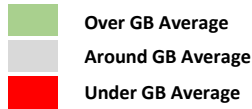


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	New Inn	NR14 7HP	Star Pubs & Bars	Premium Local	0.0

Per Pub Analysis - New Inn Norwich



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	340	577	45,486
Number of Competition Pubs	1	1	62
Adults 18+ per Competition Pub	340	577	734

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	19	5.6%	70
Circuit Bar	0	1	0.4%	10
Community Pub	0	38	11.3%	59
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	138	40.5%	229
High Street Pub	0	25	7.2%	39
Premium Local	1	119	34.9%	212

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	33	5.7%	71
Circuit Bar	0	9	1.5%	38
Community Pub	0	84	14.5%	76
Craft Led	0	3	0.5%	14
Great Pub Great Food	0	192	33.3%	188
High Street Pub	0	72	12.5%	68
Premium Local	1	184	31.9%	194

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	3,690	8.1%	101
Circuit Bar	2	1,407	3.1%	76
Community Pub	4	8,928	19.6%	103
Craft Led	0	1,461	3.2%	93
Great Pub Great Food	3	10,634	23.4%	132
High Street Pub	8	8,281	18.2%	99
Premium Local	16	9,403	20.7%	125

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;">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="vertical-align: top;">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>"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 																									
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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.																																									
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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						
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