

# Catchment Summary - Centurion Birmingham



© 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](http://www.caci.co.uk/copyrightnotices.pdf)

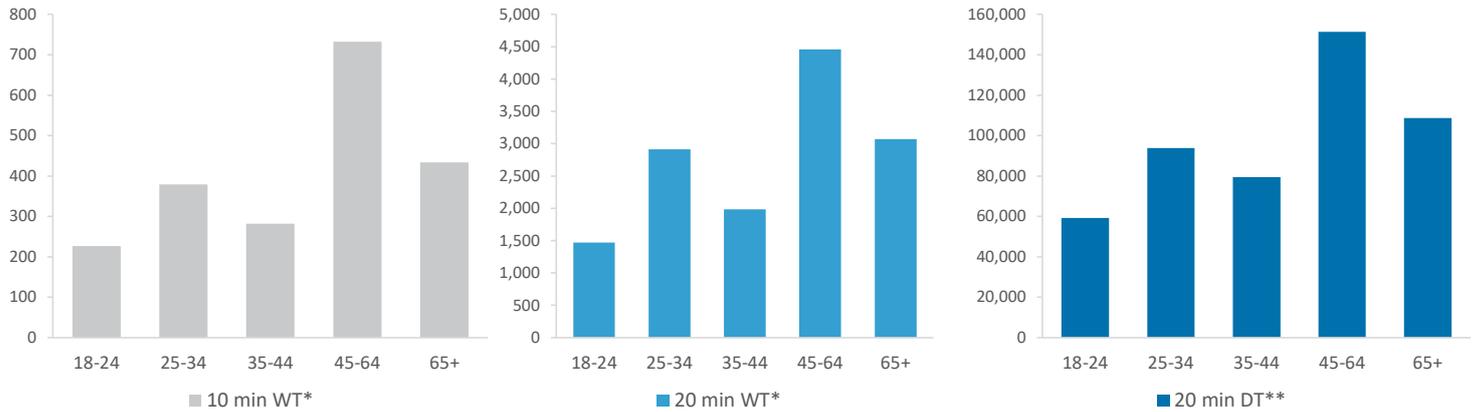
|  |                          |
|--|--------------------------|
|  | <b>Over GB Average</b>   |
|  | <b>Around GB Average</b> |
|  | <b>Under GB Average</b>  |

\*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                     |        | 2,753                   | 18,897     | 649,806     | 52                  | 130        | 171         |
| Adults 18+                     |        | 2,055                   | 13,902     | 492,467     | 47                  | 78         | 165         |
| Competition Pubs               |        | 4                       | 11         | 342         | 27                  | 34         | 94          |
| Adults 18+ per Competition Pub |        | 514                     | 1,264      | 1,440       | 62                  | 153        | 174         |
| % Adults Likely to Drink       |        | 79.9%                   | 79.2%      | 80.3%       | 97                  | 96         | 97          |
| Affluence                      | Low    | 53.8%                   | 66.7%      | 20.2%       | 210                 | 260        | 79          |
|                                | Medium | 39.8%                   | 27.2%      | 43.4%       | 101                 | 69         | 110         |
|                                | High   | 6.4%                    | 5.5%       | 35.6%       | 19                  | 16         | 106         |
| Age Profile                    | 18-24  | 227                     | 1,472      | 59,141      | 102                 | 96         | 112         |
|                                | 25-34  | 379                     | 2,912      | 93,769      | 104                 | 116        | 109         |
|                                | 35-44  | 282                     | 1,985      | 79,468      | 80                  | 82         | 95          |
|                                | 45-64  | 733                     | 4,461      | 151,308     | 104                 | 92         | 91          |
|                                | 65+    | 434                     | 3,072      | 108,781     | 82                  | 85         | 88          |

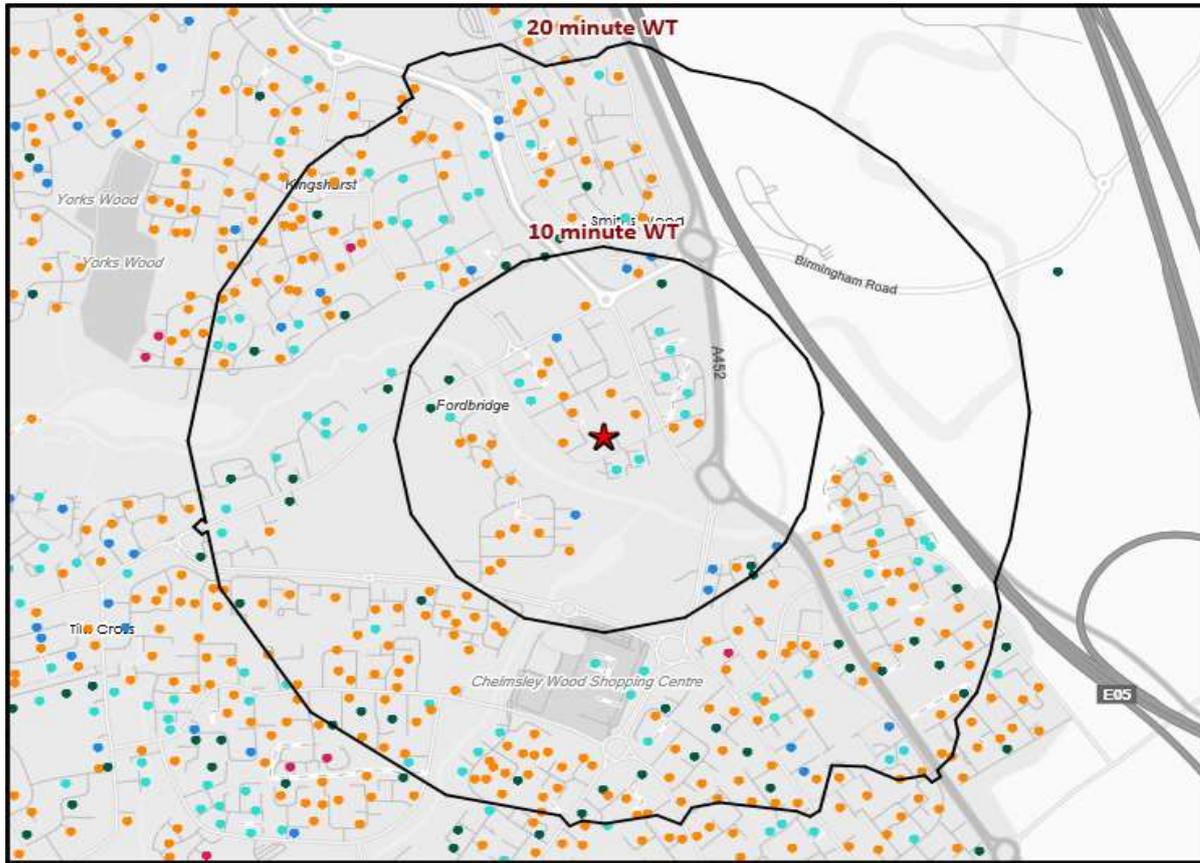
Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



|                         |                     | 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                | 1,358 (49%)             | 9,060 (48%)   | 320,155 (49%) | 100                 | 97         | 100         |
|                         | Female              | 1,395 (51%)             | 9,837 (52%)   | 329,651 (51%) | 100                 | 103        | 100         |
| Economic Status (16-74) | Employed: Full-time | 747 (38%)               | 4,951 (38%)   | 180,057 (40%) | 92                  | 92         | 95          |
|                         | Employed: Part-time | 261 (13%)               | 1,777 (14%)   | 60,363 (13%)  | 103                 | 106        | 102         |
|                         | Self employed       | 95 (5%)                 | 636 (5%)      | 37,285 (8%)   | 51                  | 52         | 86          |
|                         | Unemployed          | 104 (5%)                | 619 (5%)      | 14,688 (3%)   | 225                 | 203        | 136         |
|                         | Retired             | 307 (16%)               | 1,952 (15%)   | 62,128 (14%)  | 114                 | 110        | 99          |
| Other                   | 435 (22%)           | 2,940 (23%)             | 101,038 (22%) | 113           | 116                 | 112        |             |
| Total Worker Count      |                     | 1,025                   | 6,063         | 278,652       |                     |            |             |

See the Glossary page for further information on the above variables

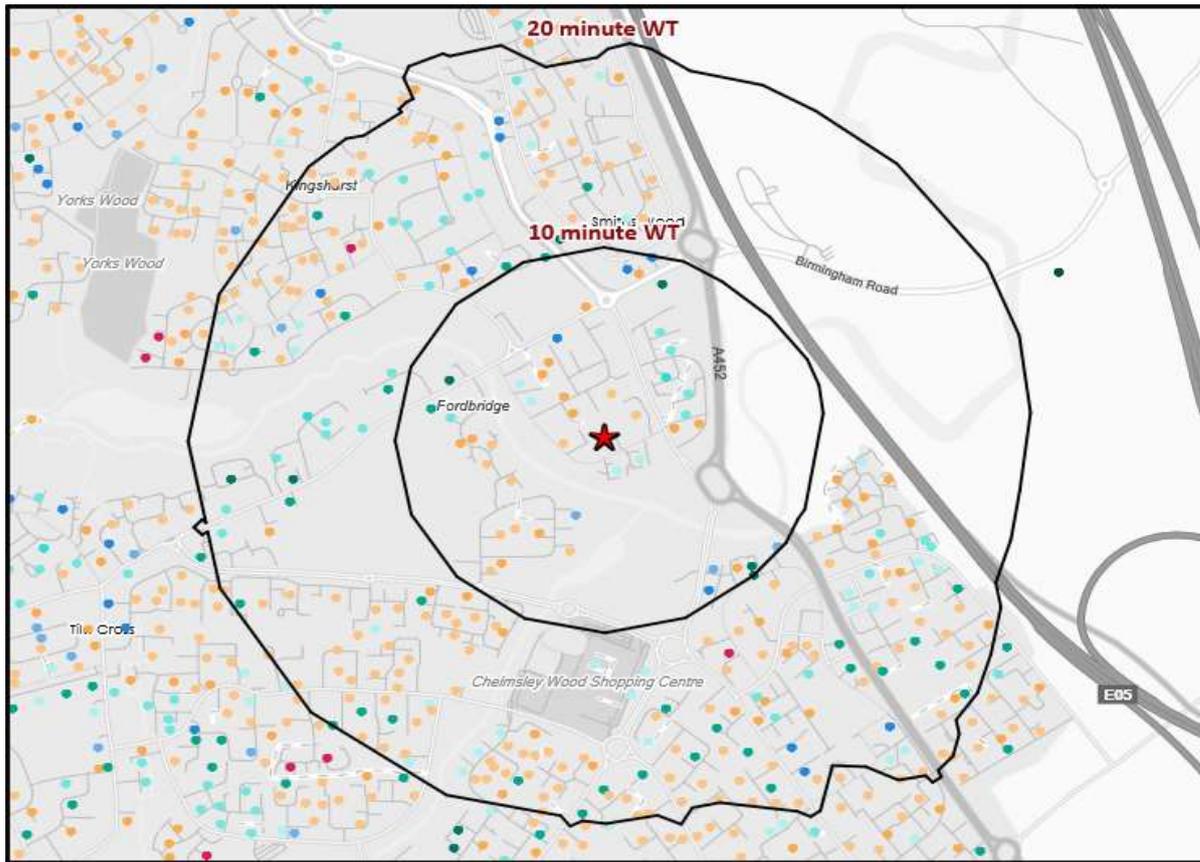


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care   | 0                | 74         | 60,323      | 0                   | 6          | 137         |
| Young Adult - Showing I'm Cool | 123              | 701        | 42,300      | 65                  | 55         | 93          |
| Midlife - Young Kids           | 1,199            | 8,130      | 161,515     | 186                 | 186        | 104         |
| Midlife - Carefree             | 733              | 3,523      | 113,986     | 170                 | 120        | 110         |
| Mature                         | 0                | 1,384      | 110,358     | 0                   | 36         | 80          |
| <b>Not Private Households</b>  | 0                | 90         | 3,985       | 0                   | 45         | 56          |
| <b>Total</b>                   | 2,055            | 13,902     | 492,467     |                     |            |             |



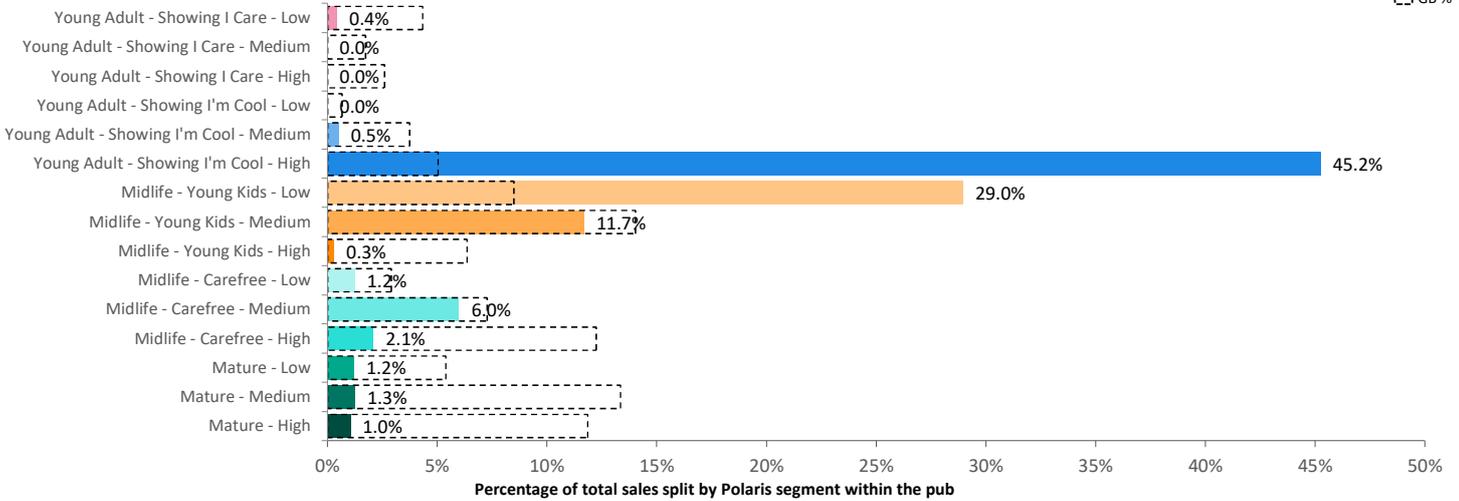
Polaris Plus Profile by Catchment

\*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 Adult - Showing I Care</b>   |                  |            |             |                     |            |             |
| Low                                   | 0                | 0          | 7,346       | 0                   | 0          | 36          |
| Medium                                | 0                | 0          | 1,413       | 0                   | 0          | 21          |
| High                                  | 0                | 74         | 51,564      | 0                   | 16         | 311         |
| <b>Young Adult - Showing I'm Cool</b> |                  |            |             |                     |            |             |
| Low                                   | 0                | 0          | 0           | 0                   | 0          | 0           |
| Medium                                | 78               | 221        | 20,990      | 103                 | 43         | 115         |
| High                                  | 45               | 480        | 21,310      | 49                  | 77         | 97          |
| <b>Midlife - Young Kids</b>           |                  |            |             |                     |            |             |
| Low                                   | 684              | 6,189      | 54,142      | 300                 | 401        | 99          |
| Medium                                | 515              | 1,941      | 94,619      | 168                 | 94         | 129         |
| High                                  | 0                | 0          | 12,754      | 0                   | 0          | 48          |
| <b>Midlife - Carefree</b>             |                  |            |             |                     |            |             |
| Low                                   | 422              | 1,899      | 12,673      | 604                 | 402        | 76          |
| Medium                                | 225              | 1,414      | 53,409      | 163                 | 151        | 161         |
| High                                  | 86               | 210        | 47,904      | 38                  | 14         | 89          |
| <b>Mature</b>                         |                  |            |             |                     |            |             |
| Low                                   | 0                | 1,182      | 25,512      | 0                   | 143        | 87          |
| Medium                                | 0                | 202        | 43,179      | 0                   | 11         | 69          |
| High                                  | 0                | 0          | 41,667      | 0                   | 0          | 90          |
| <b>Not Private Households</b>         | 0                | 90         | 3,985       | 0                   | 45         | 56          |
| <b>Total</b>                          | 2,055            | 13,902     | 492,467     |                     |            |             |

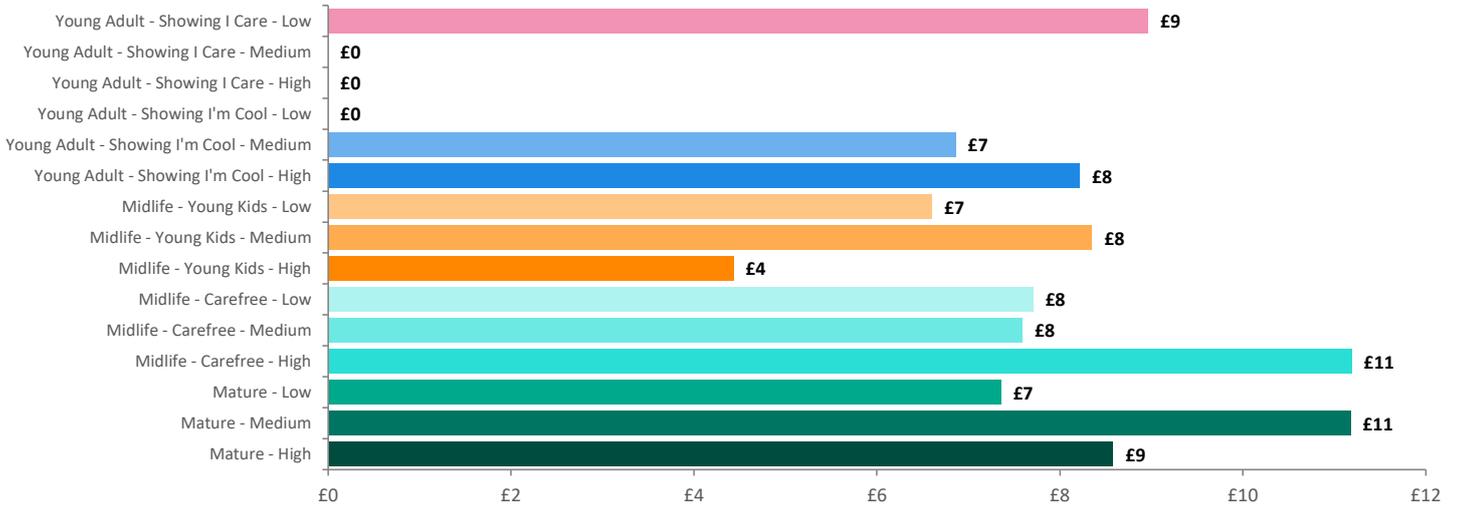
Spend by Polaris

GB %



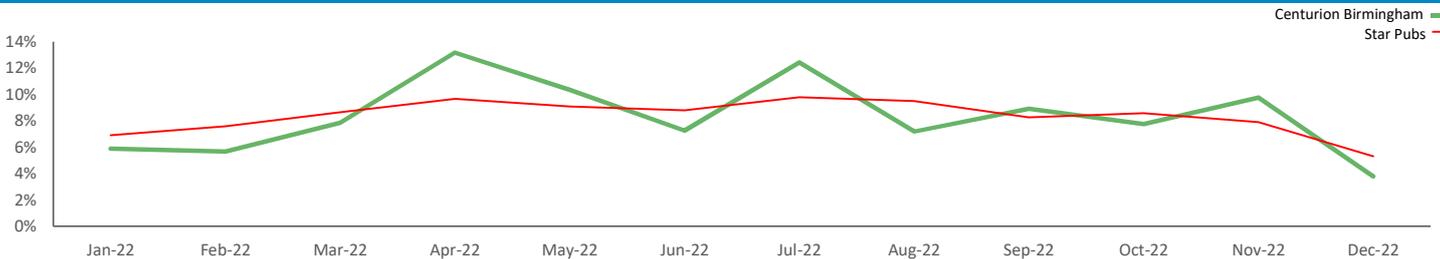
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

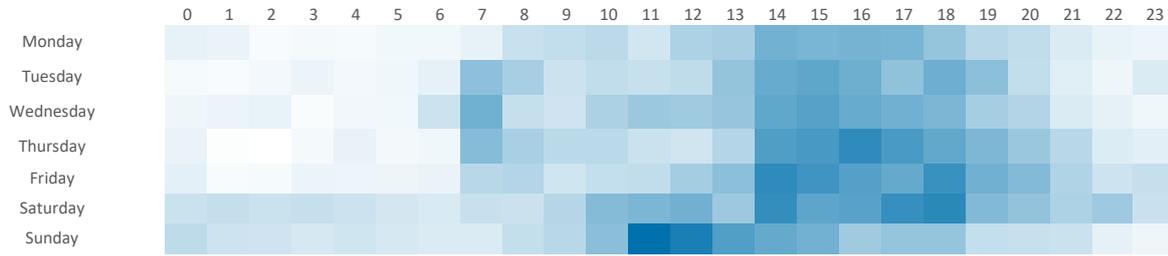


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

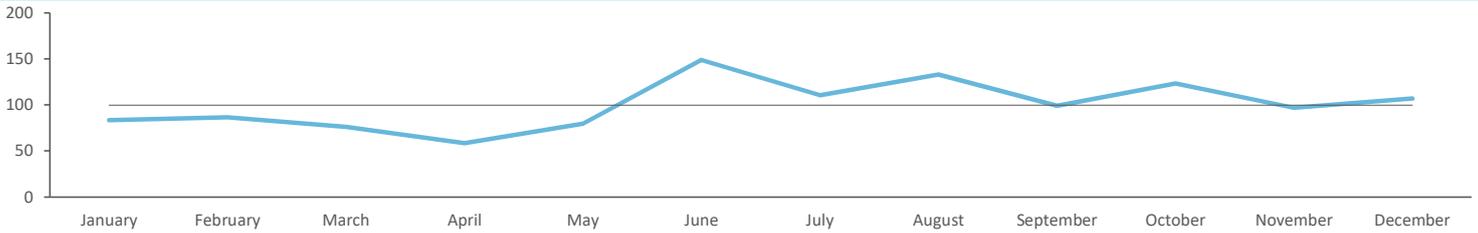


Time of Day/Day of Week



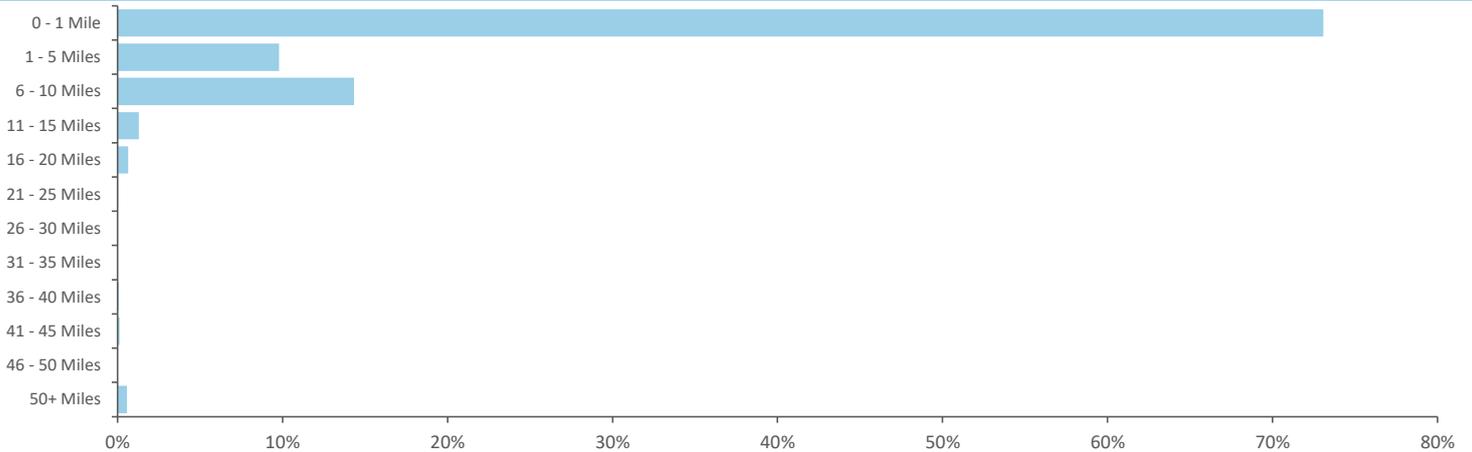
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



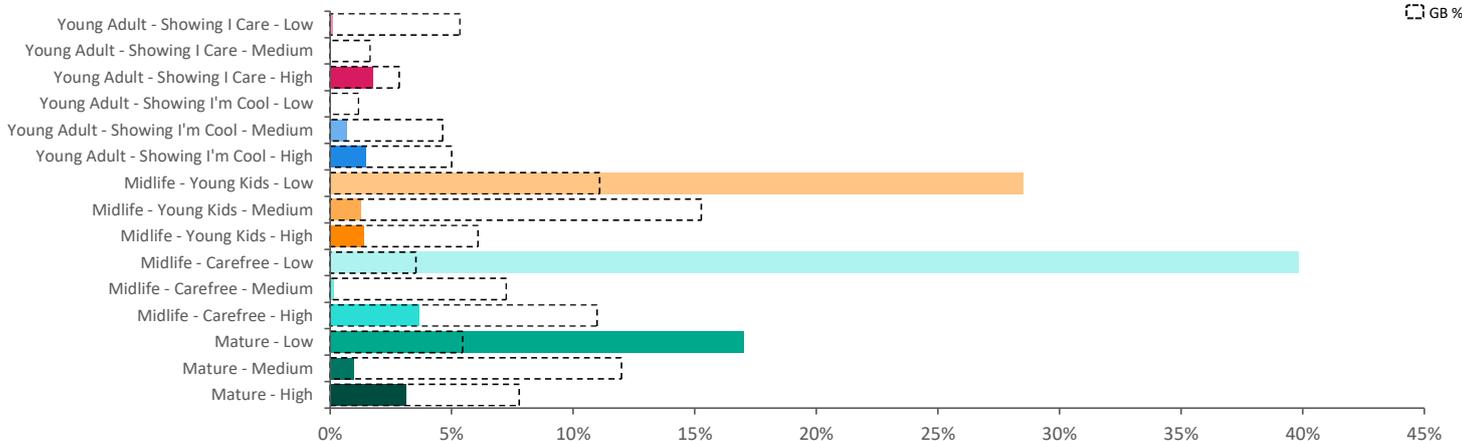
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

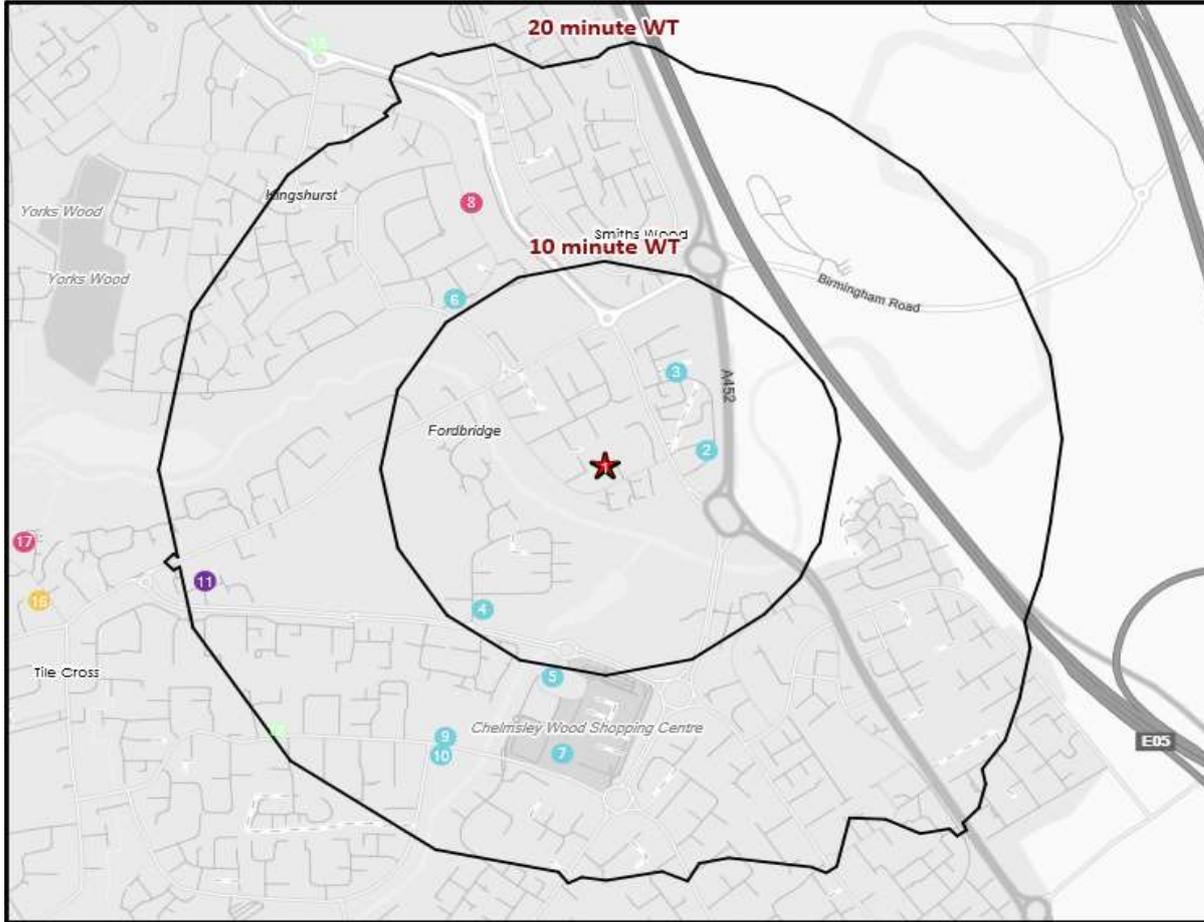


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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) |
|------|-------------------------------------|----------|-----------------------|-------------------|------------------|
| 1    | Centurion                           | B 37 6PR | Star Pubs & Bars      | Community Pub     | 0.0              |
| 2    | Kingshurst & District Labour Club   | B 37 6QU | Independent Free      | Clubland          | 0.2              |
| 3    | Family Tree                         | B 37 6QT | Independent Free      | Clubland          | 0.2              |
| 4    | North Solihull Sports Centre        | B 37 5LA | Independent Free      | Clubland          | 0.3              |
| 5    | West Midlands Police Club           | B 37 5UB | Independent Free      | Clubland          | 0.4              |
| 6    | Pavilions                           | B 37 6BX | Independent Free      | Clubland          | 0.4              |
| 7    | Banbury Club                        | B 37 5EX | Independent Free      | Clubland          | 0.5              |
| 8    | Punch Bowl                          | B 37 6BT | Independent Free      | Family Pub Dining | 0.5              |
| 9    | Catholic Community Centre           | B 37 5DP | Independent Free      | Clubland          | 0.6              |
| 10   | Chelmsley & District Community Club | B 37 5DZ | Independent Free      | Clubland          | 0.6              |
| 11   | Rumours                             | B 37 5AY | Independent Free      | Restaurants       | 0.7              |
| 12   | Prince Hall                         | B 37 5BT | Unknown               | Community Pub     | 0.7              |
| 13   | Toby Jug                            | B 36 0JU | Stonegate Pub Company | Community Pub     | 0.9              |
| 14   | Sjb Community Centre                | B 36 0QE | Independent Free      | Clubland          | 1.0              |
| 14   | Smithswood Snooker & Social Club    | B 36 0QE | Independent Free      | Clubland          | 1.0              |
| 16   | White Hart                          | B 33 9UU | Stonegate Pub Company | High Street Pub   | 1.0              |
| 17   | Sheldon Hall                        | B 33 9US | Mitchells & Butlers   | Family Pub Dining | 1.0              |
| 18   | Chelmsley Town Football Club        | B 37 7HL | Independent Free      | Clubland          | 1.1              |
| 19   | Greenwood                           | B 37 7NP | Unknown               | Community Pub     | 1.1              |
| 20   | Onward Club                         | B 37 7NS | Independent Free      | Clubland          | 1.1              |

# Per Pub Analysis - Centurion Birmingham



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)



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

| Per Pub Analysis               | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|--------------------------------|------------------------|------------------------|------------------------|
| Adults 18+                     | 2,055                  | 13,902                 | 492,467                |
| Number of Competition Pubs     | 4                      | 11                     | 342                    |
| Adults 18+ per Competition Pub | 514                    | 1,264                  | 1,440                  |

| 10 Minute Walktime Catchment | Target Customers | % Population | Index |
|------------------------------|------------------|--------------|-------|
| Bit of Style                 | 146              | 7.1%         | 70    |
| Circuit Bar                  | 78               | 3.8%         | 104   |
| Community Pub                | 436              | 21.2%        | 122   |
| Craft Led                    | 49               | 2.4%         | 75    |
| Great Pub Great Food         | 127              | 6.2%         | 32    |
| High Street Pub              | 410              | 20.0%        | 115   |
| Premium Local                | 163              | 7.9%         | 45    |

| 20 Minute Walktime Catchment | Target Customers | % Population | Index |
|------------------------------|------------------|--------------|-------|
| Bit of Style                 | 691              | 5.0%         | 49    |
| Circuit Bar                  | 373              | 2.7%         | 73    |
| Community Pub                | 4,226            | 30.4%        | 175   |
| Craft Led                    | 236              | 1.7%         | 54    |
| Great Pub Great Food         | 614              | 4.4%         | 23    |
| High Street Pub              | 3,718            | 26.7%        | 154   |
| Premium Local                | 642              | 4.6%         | 26    |

| 20 Minute Drivetime Catchment | Target Customers | % Population | Index |
|-------------------------------|------------------|--------------|-------|
| Bit of Style                  | 63,350           | 12.9%        | 126   |
| Circuit Bar                   | 18,052           | 3.7%         | 100   |
| Community Pub                 | 73,556           | 14.9%        | 86    |
| Craft Led                     | 21,224           | 4.3%         | 136   |
| Great Pub Great Food          | 97,894           | 19.9%        | 104   |
| High Street Pub               | 72,087           | 14.6%        | 84    |
| Premium Local                 | 76,237           | 15.5%        | 88    |

| 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<br/> <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium<br/> <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High<br/> <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3, 5.3</p>   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| Age Profile  | Counts of residents by Age band   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| Economic Status (16-74)  | <p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| <b>Polaris Segmentation</b>  |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| 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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #f4a460; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; 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="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds<br/>                     Conscious choices on sustainability and health<br/><br/> <i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds<br/>                     Looking good and discovering what's new<br/><br/> <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     35-54 year olds<br/>                     Children under 12 at home<br/><br/> <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> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     35-54 year olds<br/>                     No children under 12 at home<br/><br/> <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> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     55+ year olds<br/><br/> <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> </td> </tr> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Product needs</td> <td style="border: 1px dashed #ccc; padding: 5px;"> <ul style="list-style-type: none"> <li>fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to 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>Avoids bloating</b></li> </ul> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Aids being <b>part of the group</b></li> <li><b>Discovering</b> new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> <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 style="border: 1px dashed #ccc; padding: 5px;"> <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 style="border: 1px dashed #ccc; padding: 5px;"> <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> </tbody> </table> |   | 'Showing I Care' Young Adults   | 'Showing I'm Cool' Young Adults   | Midlife 'Parents'   | Midlife 'Carefree' | Mature | Consumer insight | 18-34 year olds<br>Conscious choices on sustainability and health<br><br><i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i> | 18-34 year olds<br>Looking good and discovering what's new<br><br><i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i> | 35-54 year olds<br>Children under 12 at home<br><br><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> | 35-54 year olds<br>No children under 12 at home<br><br><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> | 55+ year olds<br><br><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> | Product needs | <ul style="list-style-type: none"> <li>fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to 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>Avoids bloating</b></li> </ul> | <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Aids being <b>part of the group</b></li> <li><b>Discovering</b> new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</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> |
|  | 'Showing I Care' Young Adults   | 'Showing I'm Cool' Young Adults   | Midlife 'Parents'   | Midlife 'Carefree'  | Mature  |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| Consumer insight   | 18-34 year olds<br>Conscious choices on sustainability and health<br><br><i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i>   | 18-34 year olds<br>Looking good and discovering what's new<br><br><i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i>                     | 35-54 year olds<br>Children under 12 at home<br><br><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> | 35-54 year olds<br>No children under 12 at home<br><br><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> | 55+ year olds<br><br><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> |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| Product needs  | <ul style="list-style-type: none"> <li>fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to 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>Avoids bloating</b></li> </ul>  | <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Aids being <b>part of the group</b></li> <li><b>Discovering</b> new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</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>  |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| <b>Licensed Premises</b>   |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| 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.  |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| <b>Competition Pubs</b>  |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| 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.   |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| <b>Mobile data</b>   |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| 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.   |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| <b>Acorn</b>   |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people. |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| <b>Transactional data</b>  |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |
| 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.   |   |   |   |   |   |                    |        |                  |   |   |   |   |   |               |  |   |   |  |  |