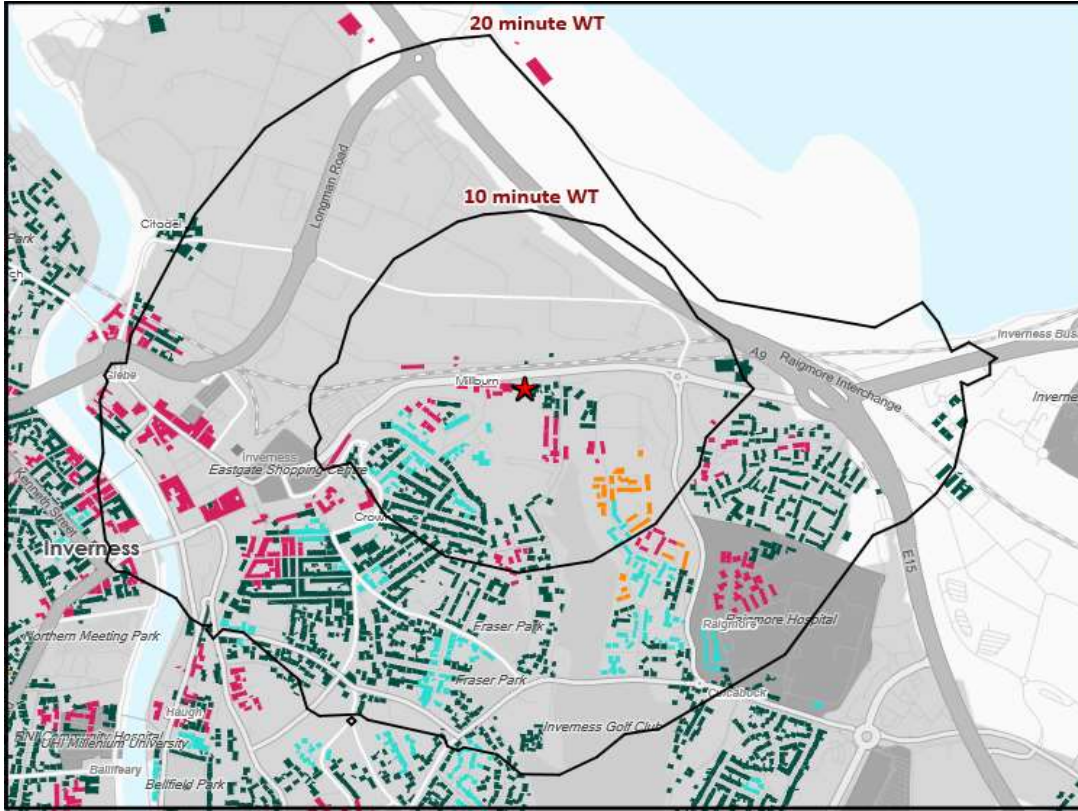


Catchment Summary - Chieftan Inverness

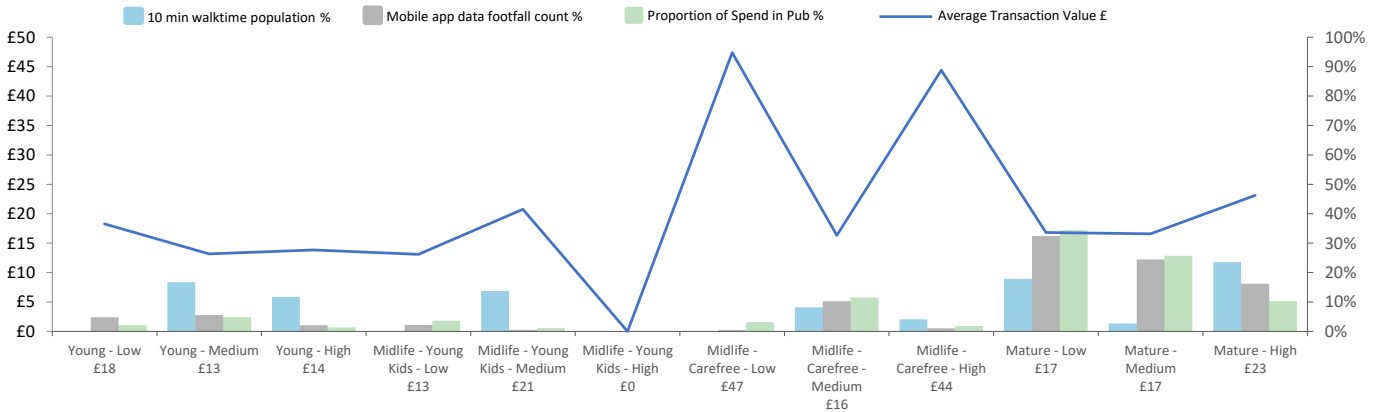
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
627027	Chieftan Inverness	IV 2 3PS	Star Pubs & Bars	Premium Local	16



- 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 - Chieftan Inverness



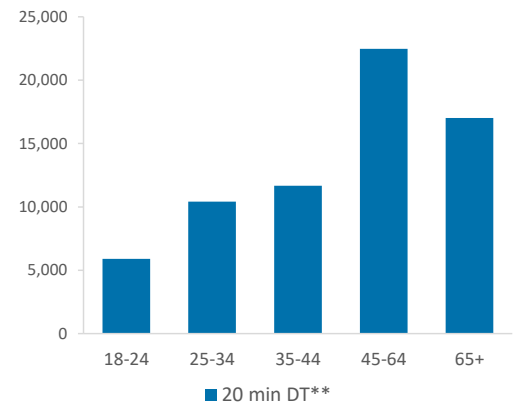
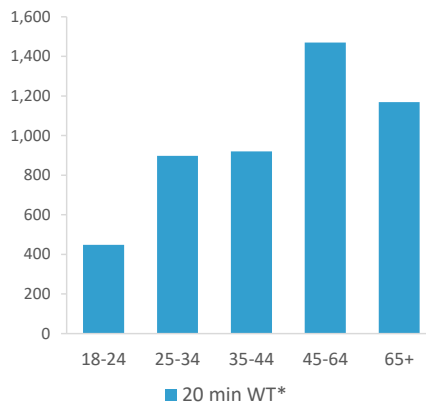
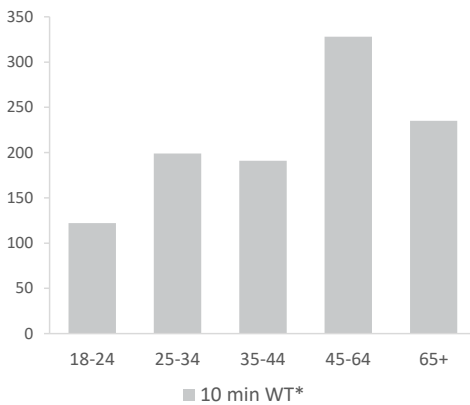
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

- 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	1,343	5,928	83,248	25	32	19	
Adults 18+	1,075	4,905	67,471	24	32	19	
Competition Pubs	2	35	76	11	97	18	
Adults 18+ per Competition Pub	538	140	888	63	16	103	
% Adults Likely to Drink	78.1%	78.6%	79.0%	102	103	104	
Affluence	Low	17.9%	35.1%	34.0%	54	106	102
	Medium	41.4%	34.6%	42.1%	109	91	110
	High	39.3%	25.9%	21.7%	144	95	79
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	122	448	5,897	112	93	87
	25-34	199	898	10,421	111	114	94
	35-44	191	920	11,666	107	117	106
	45-64	328	1,470	22,480	95	97	105
	65+	235	1,169	17,007	91	103	106

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	713 (53%)	3,031 (51%)	40,693 (49%)	108	104	100
	Female	630 (47%)	2,897 (49%)	42,555 (51%)	92	96	100
Economic Status (16+)	Employed: Full-time	466 (42%)	2,087 (42%)	29,059 (42%)	122	121	122
	Employed: Part-time	141 (13%)	645 (13%)	9,314 (13%)	107	108	113
	Self employed	93 (8%)	346 (7%)	4,899 (7%)	91	75	77
	Unemployed	23 (2%)	119 (2%)	1,130 (2%)	75	86	59
	Full-time student	19 (2%)	107 (2%)	1,424 (2%)	72	90	86
	Retired	202 (18%)	1,088 (22%)	15,908 (23%)	83	99	105
	Other	162 (15%)	631 (13%)	7,547 (11%)	84	72	63
Total Worker Count	844	15,830	48,678				

See the Glossary page for further information on the above variables

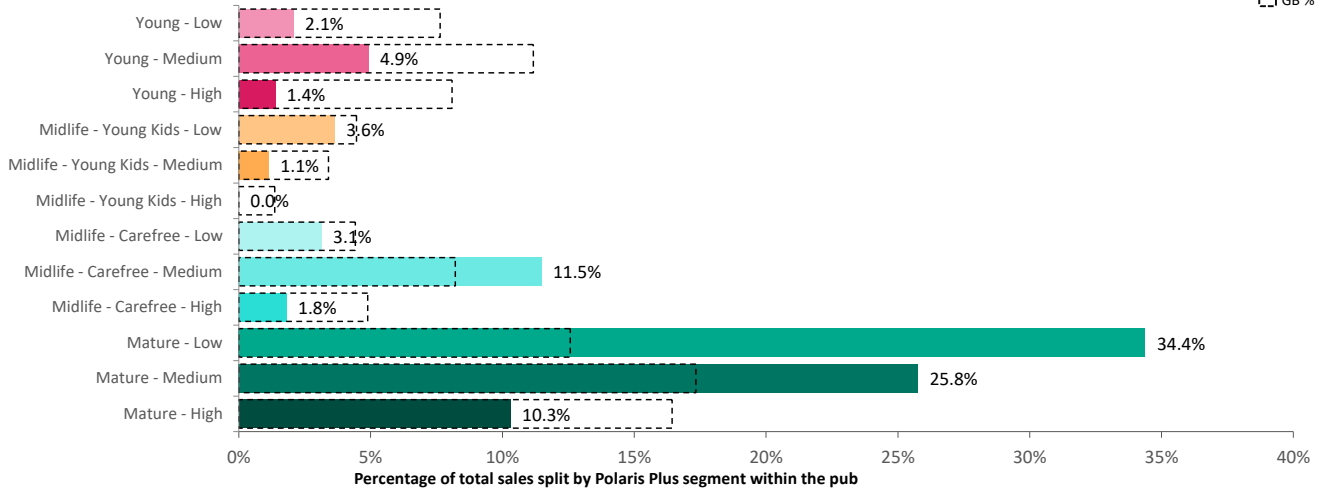
Transactional Data Summary - Chieftan Inverness



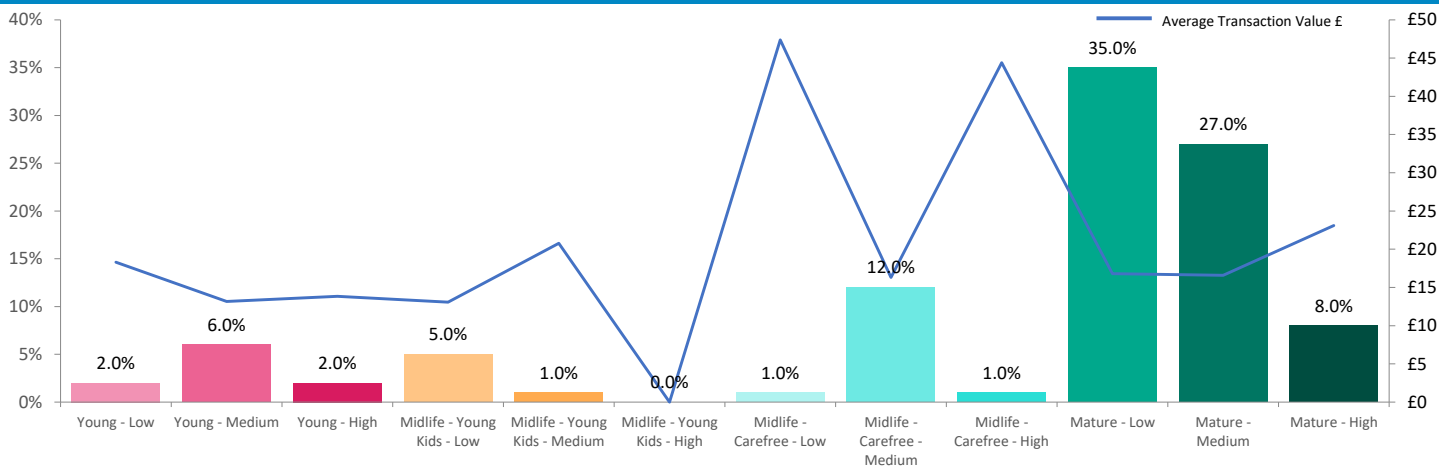
© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris Plus

GB %

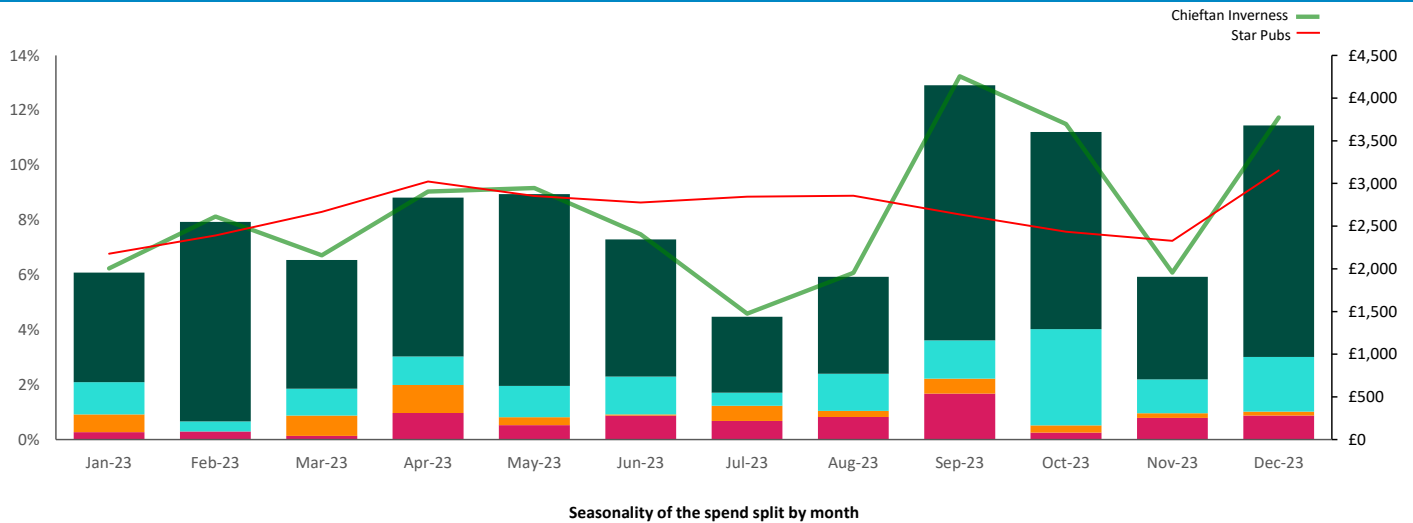


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

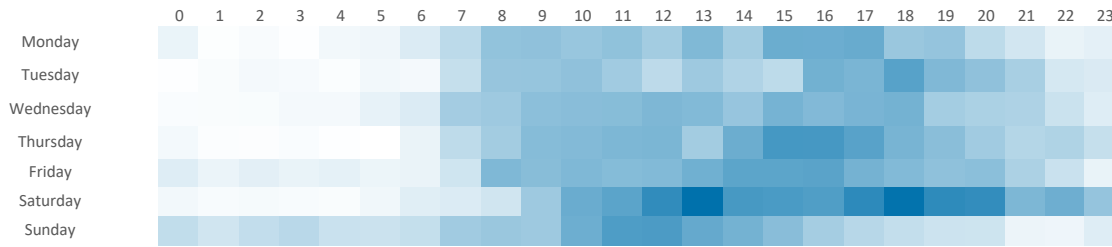


Mobile Data Summary - Chieftan Inverness



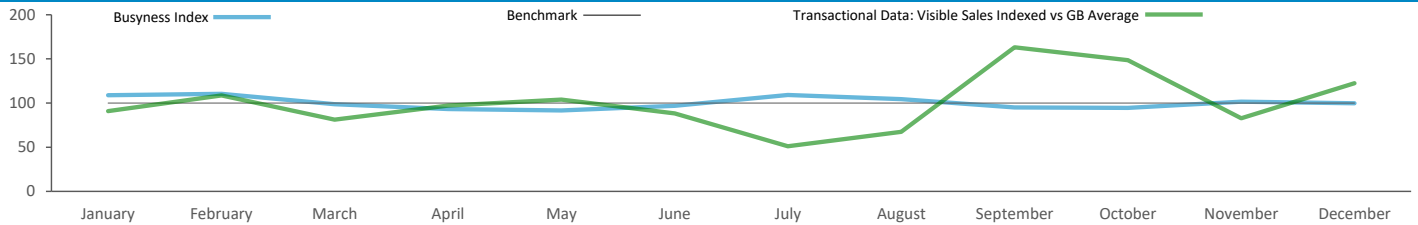
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



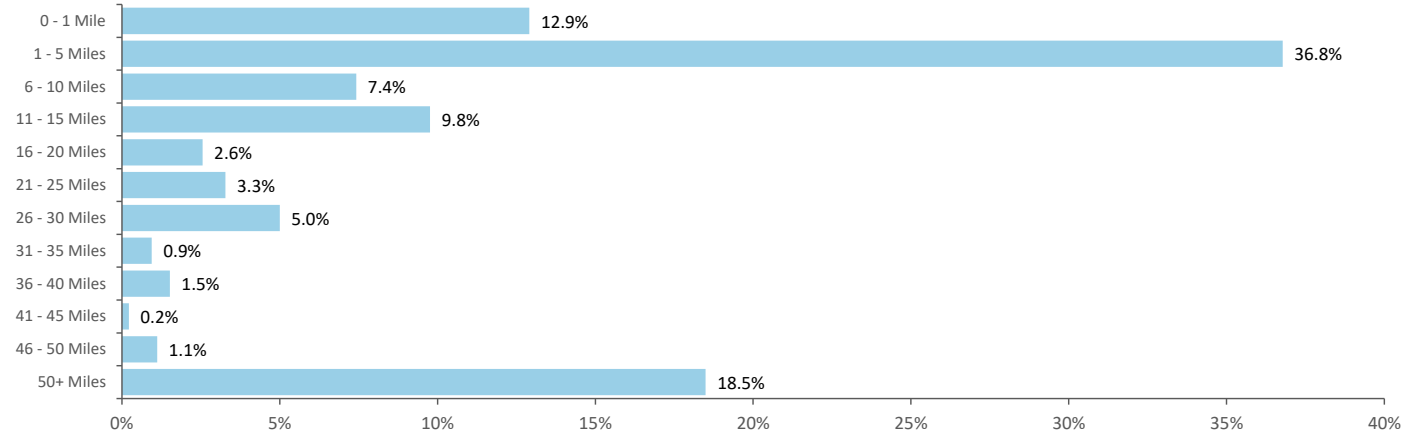
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

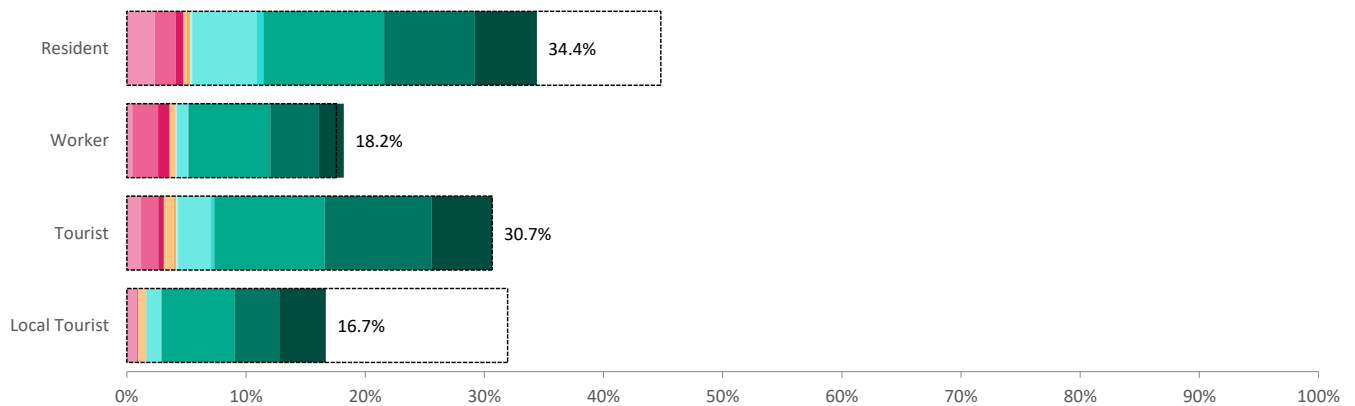
Distance from Home



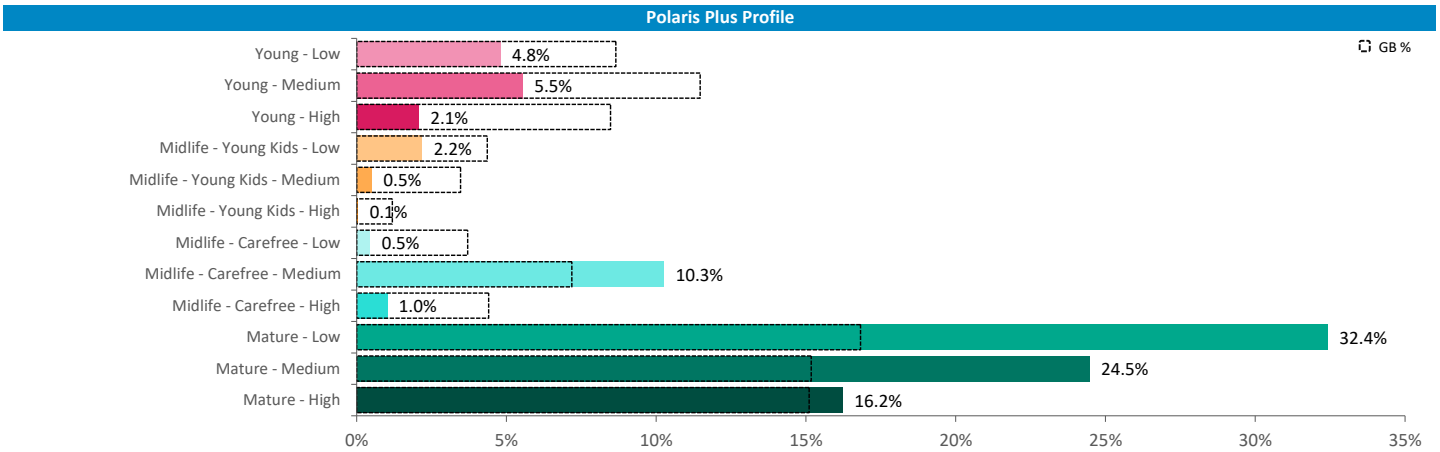
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

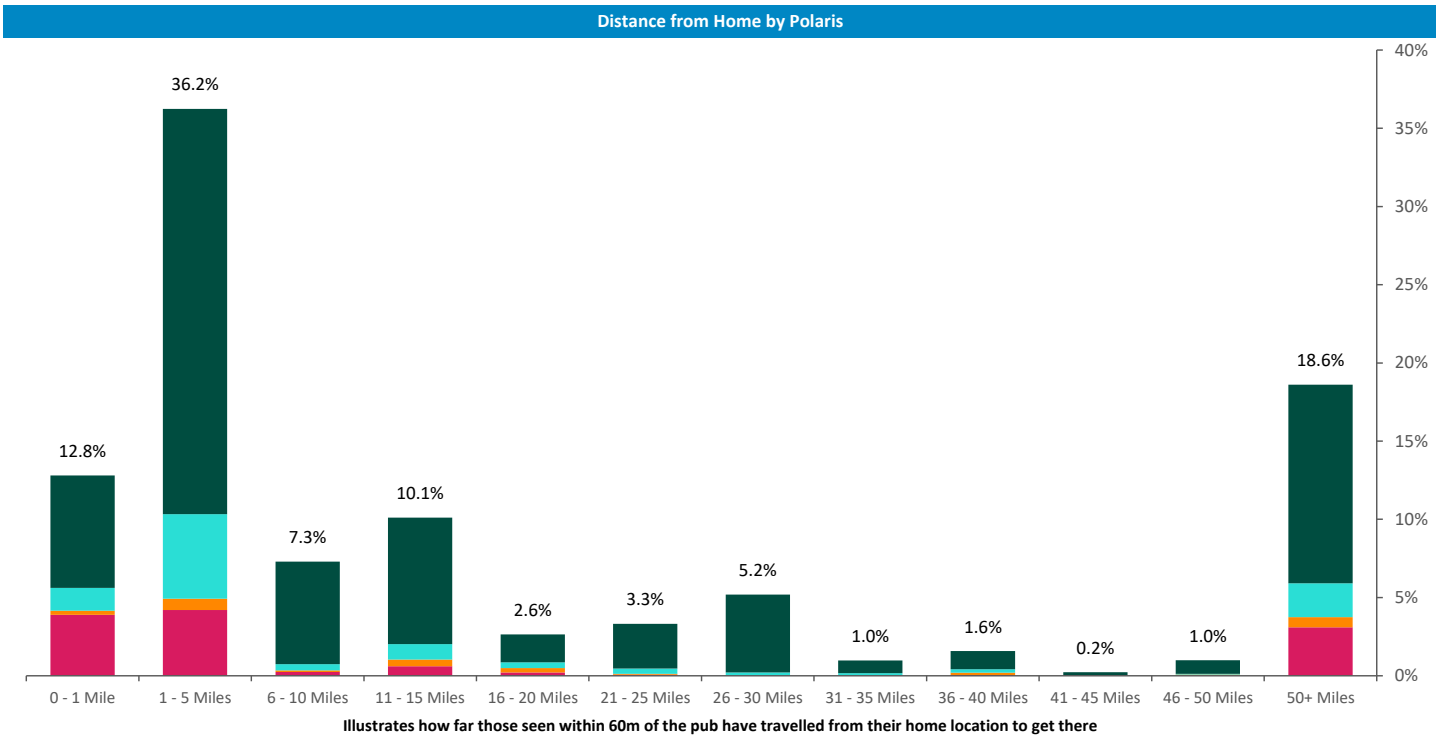
Base: GB



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



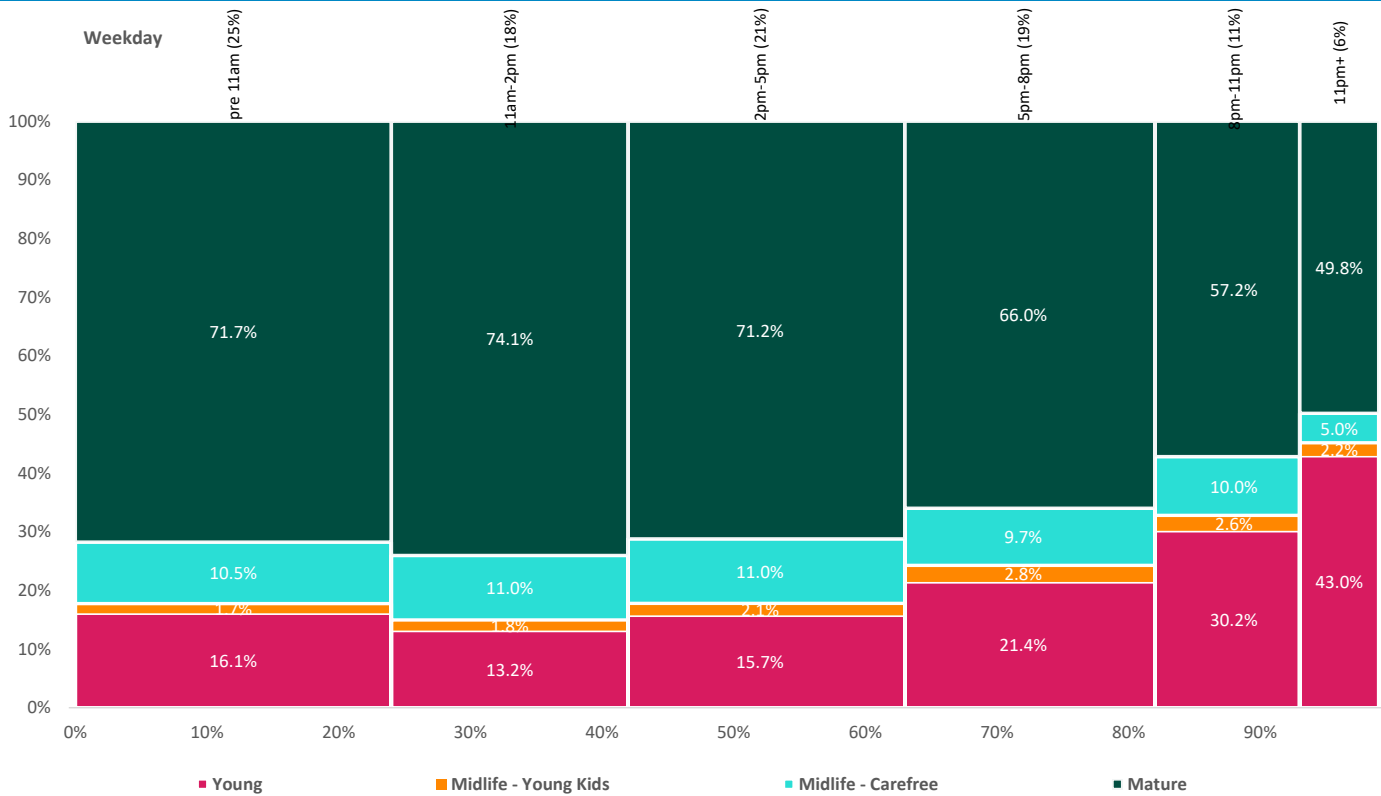
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



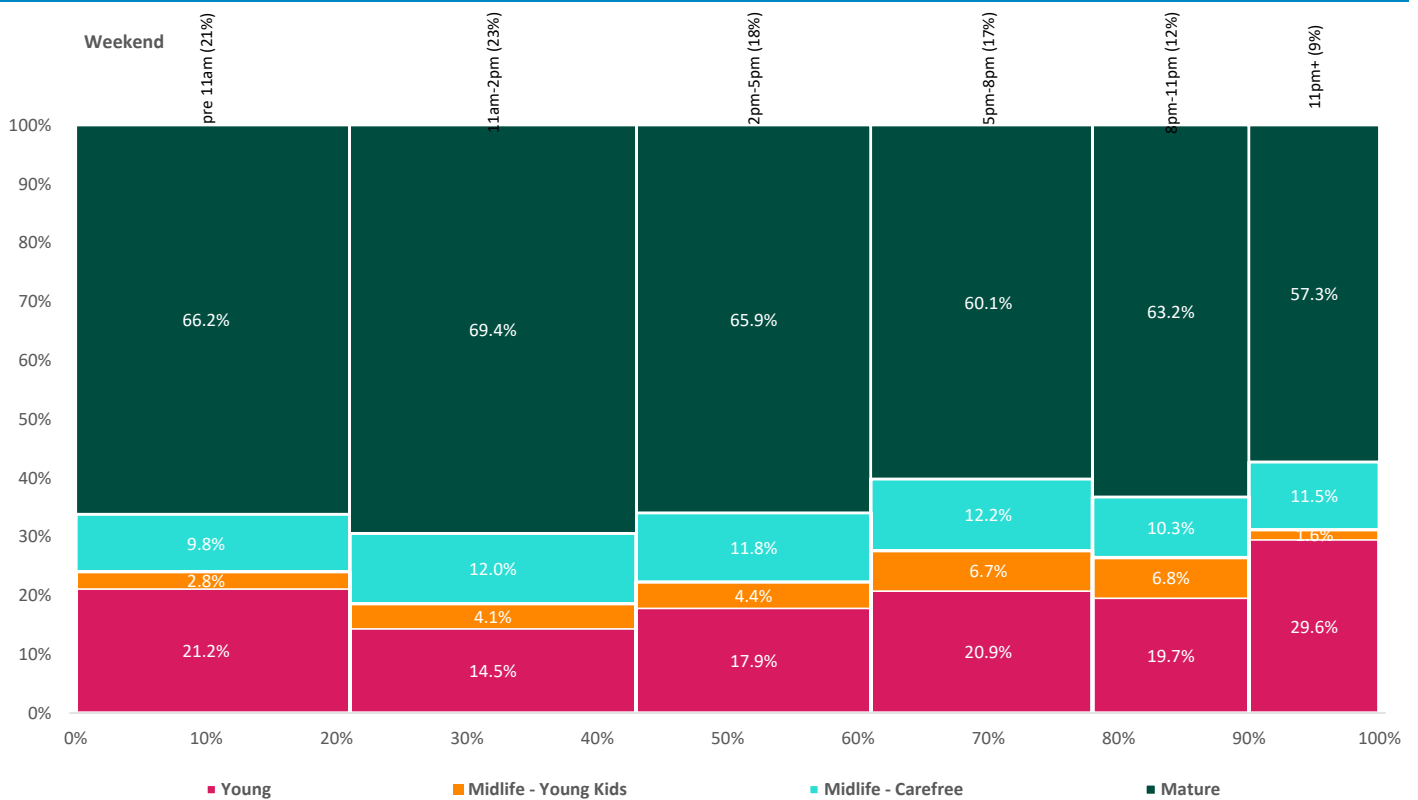
Mobile Data Summary - Chieftan Inverness

© 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)



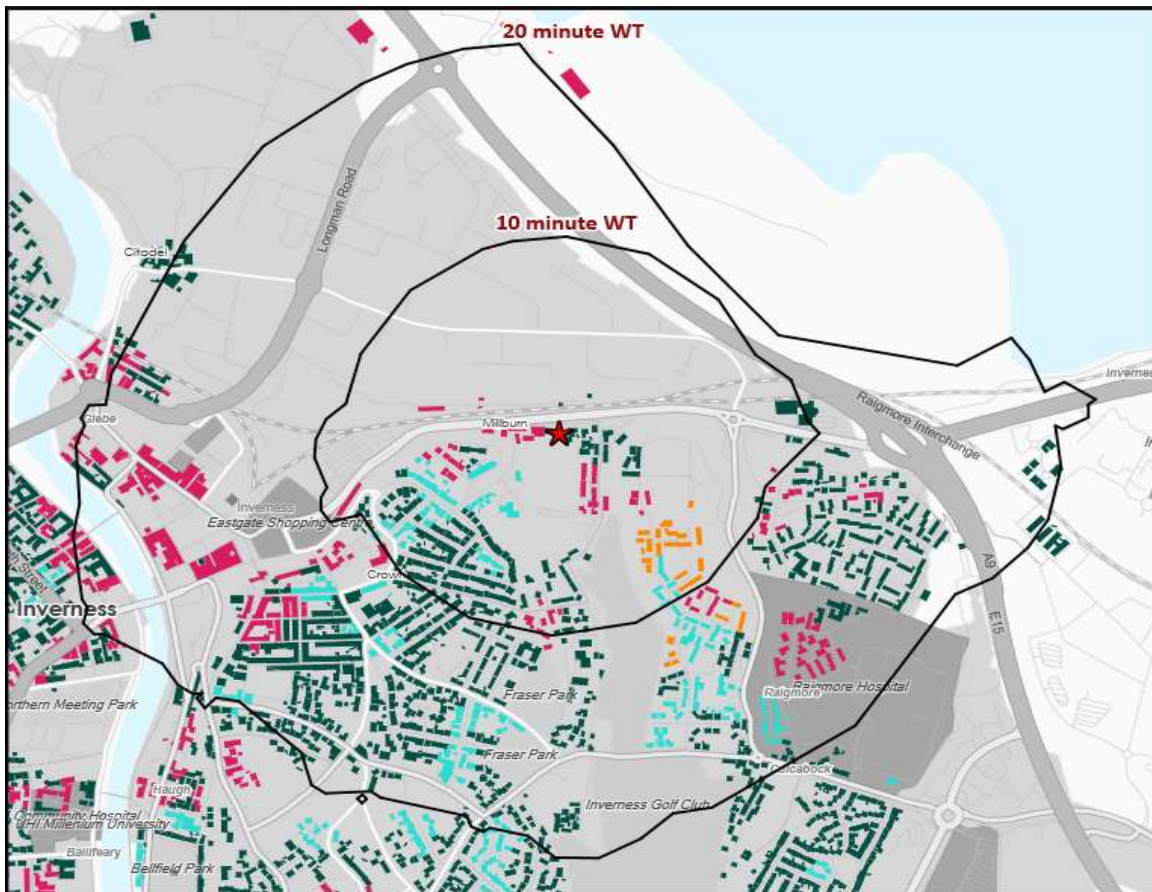
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Chieftan Inverness



© 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

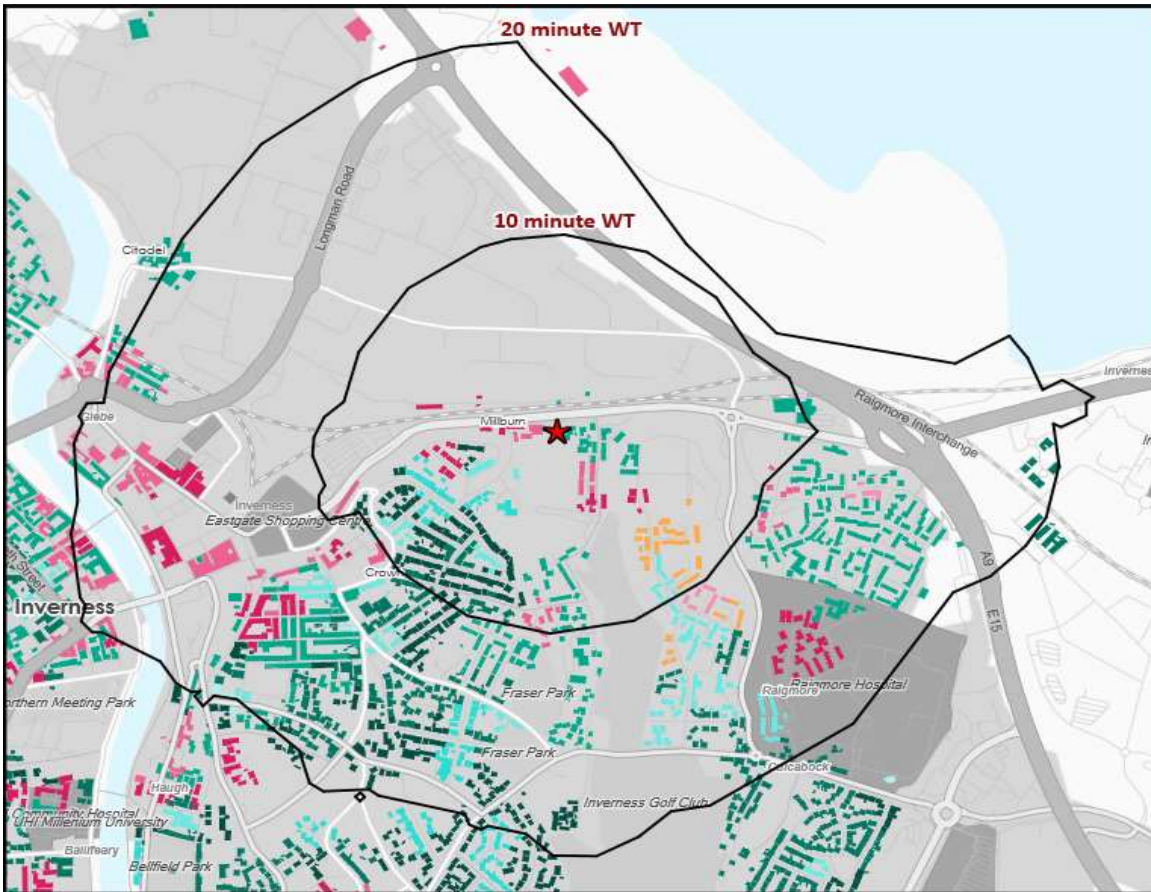
*WT= Walktime, **DT= Drivetime

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	306	1,458	6,597	103	108	36
Midlife - Young Kids	148	196	1,559	126	37	21
Midlife - Carefree	132	341	9,629	78	44	90
Mature	474	2,695	48,195	99	124	161
Not Private Households	15	215	1,491	106	334	168
Total	1,075	4,905	67,471			

Polaris Plus Summary - Chieftan Inverness



© 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
- Ⓐ Catchment
- Polaris Plus Segments**
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

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	31	1,636	0	6	25
Medium	180	760	2,850	153	141	38
High	126	667	2,111	174	202	46
Midlife - Young Kids						
Low	0	0	1,170	0	0	32
Medium	148	196	389	318	92	13
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	9	728	0	4	26
Medium	88	263	8,439	114	75	175
High	44	69	462	92	32	15
Mature						
Low	192	1,683	19,410	130	250	209
Medium	29	478	16,717	17	62	158
High	253	534	12,068	157	73	119
Not Private Households	15	215	1,491	106	334	168
Total	1,075	4,905	67,471			

CGA Summary - Chieftain Inverness



© 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

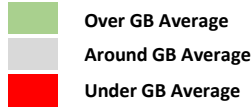


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Chieftain Hotel	IV 2 3PS	Star Pubs & Bars	Premium Local	0.0
1	Premier Inn	IV 2 3QX	Whitbread	Hotel	0.2
2	Inverness Youth Hostel	IV 2 3QB	Scottish Youth Hostels Association	Hotel	0.2
3	Inverness Highland Bowling Club	IV 2 3PZ	Independent Free	Clubland	0.2
4	Cinnamon Restaurant	IV 2 3PX	Independent Free	Restaurants	0.4
5	Jurys Inn	IV 2 3TR	Jurys Inn Group	Hotel	0.4
6	Pizza Express	IV 2 3PP	Hony Capital	Casual Dining	0.5
7	Heathmount Hotel	IV 2 3JT	Independent Free	Hotel	0.5
8	Fig & Thistle Bistro	IV 2 3JN	Independent Free	Casual Dining	0.5
8	Girvans Restaurant	IV 2 3JN	Independent Free	Restaurants	0.5
10	Corriegarth Hotel & Corrie Bar	IV 2 3JU	Star Pubs & Bars	Hotel	0.5
11	Lorimers	IV 1 1RY	Independent Free	Casual Dining	0.5
12	Royal Highland Hotel	IV 1 1LG	Independent Free	Hotel	0.6
13	Platform 8	IV 1 1JT	Greene King	Circuit Bar	0.6
14	Crown Court Hotel	IV 2 3BG	Independent Free	Hotel	0.6
15	Berties Bar	IV 1 1LS	Compass Catering	Circuit Bar	0.6
16	Bar One	IV 1 1JN	Rosemount Taverns	High Street Pub	0.6
17	Keg	IV 1 1QG	Star Pubs & Bars	Circuit Bar	0.6
17	Tooth & Claw	IV 1 1QG	Independent Free	Circuit Bar	0.6
19	Ness Mahal	IV 1 1LP	Independent Free	Casual Dining	0.6
20	Botanic House	IV 2 3DX	Independent Free	Night Club	0.7

Per Pub Analysis - Chieftan Inverness



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,075	4,905	67,471
Number of Competition Pubs	2	35	76
Adults 18+ per Competition Pub	538	140	888

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	134	12.5%	155
Circuit Bar	0	54	5.1%	125
Community Pub	0	141	13.1%	69
Craft Led	0	56	5.2%	150
Great Pub Great Food	0	246	22.9%	130
High Street Pub	0	137	12.7%	69
Premium Local	1	204	19.0%	115

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	488	9.9%	123
Circuit Bar	13	239	4.9%	120
Community Pub	2	1,092	22.3%	116
Craft Led	0	234	4.8%	138
Great Pub Great Food	2	793	16.2%	91
High Street Pub	8	961	19.6%	106
Premium Local	1	611	12.5%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	2,478	3.7%	46
Circuit Bar	14	1,999	3.0%	73
Community Pub	4	15,975	23.7%	124
Craft Led	0	870	1.3%	37
Great Pub Great Food	9	10,579	15.7%	89
High Street Pub	10	14,035	20.8%	113
Premium Local	15	10,878	16.1%	98

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="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="text-align: center; vertical-align: middle;">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 																									
	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																												