

Catchment Summary - Rose & Crown Heston



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

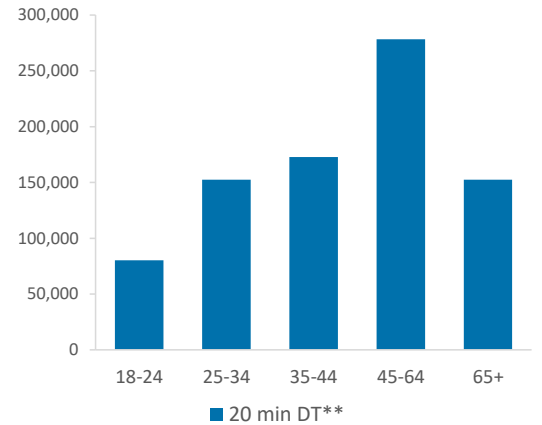
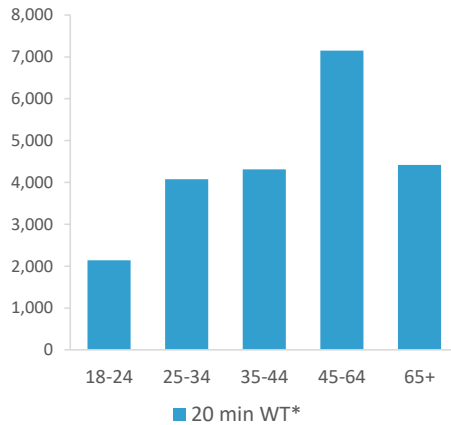
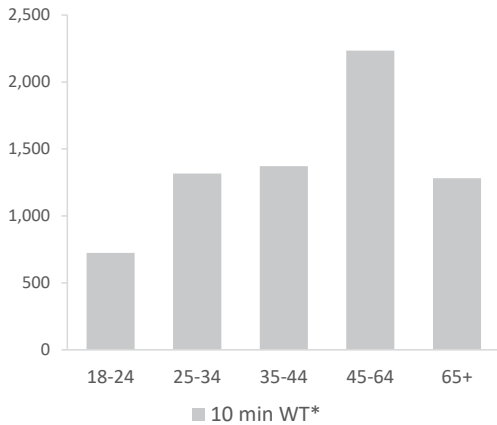
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	9,388	29,000	1,099,655	177	199	290
Adults 18+	6,928	22,099	836,195	159	124	280
Competition Pubs	3	8	580	20	25	160
Adults 18+ per Competition Pub	2,309	2,762	1,442	280	335	175
% Adults Likely to Drink	73.2%	72.3%	80.3%	89	88	97

Population & Adults 18+ index is based on all pubs

Affluence	Low	29.7%	25.5%	29.7%	116	99	116
	Medium	66.0%	67.8%	35.7%	168	172	91
	High	4.2%	5.6%	33.5%	13	17	100

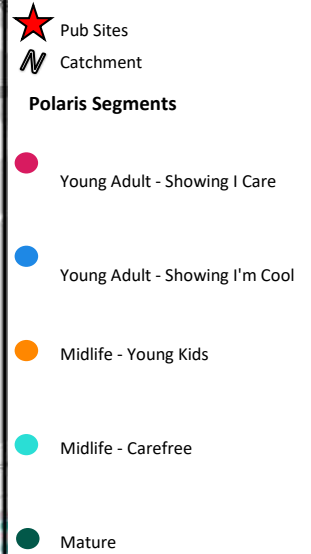
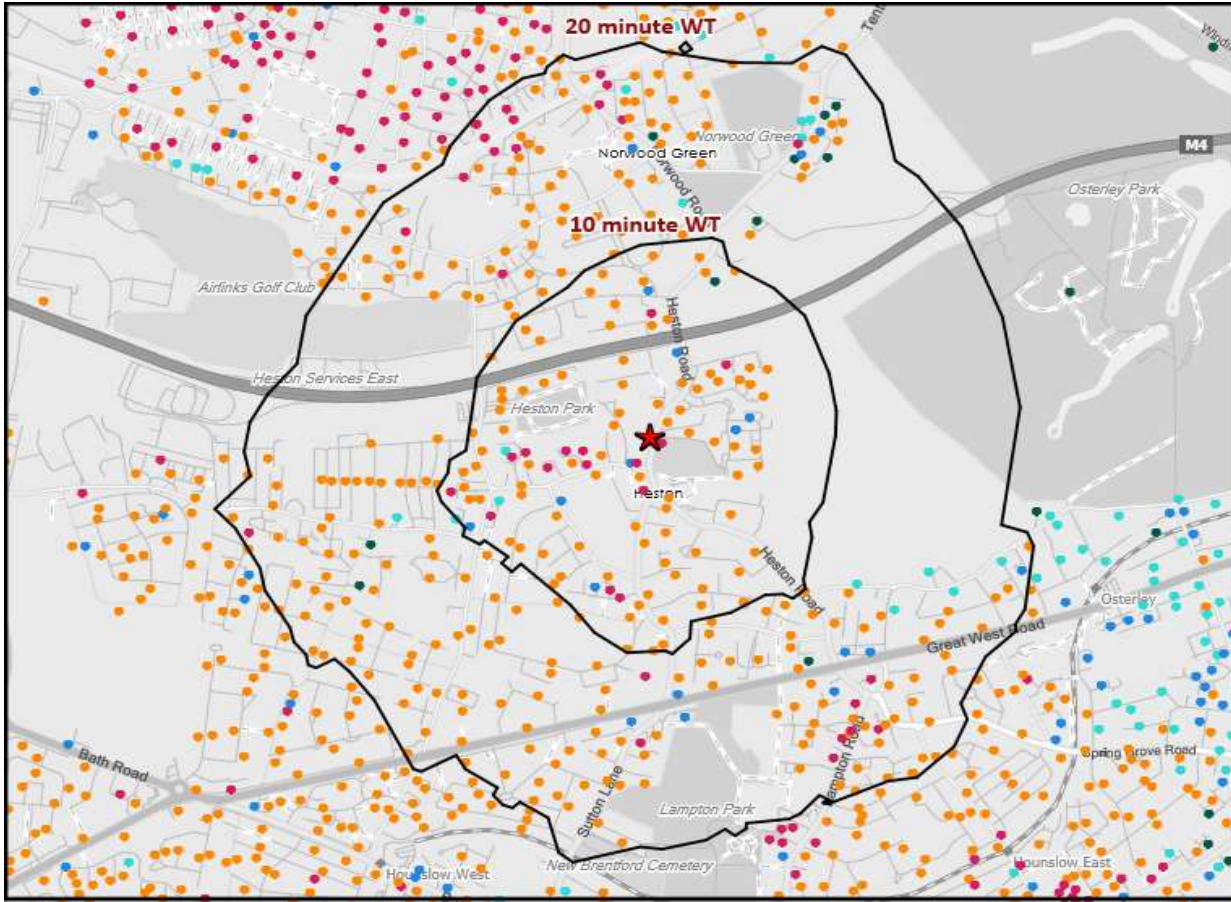
*Affluence does not include Not Private Households

Age Profile	18-24	724	2,138	80,187	95	91	90
	25-34	1,316	4,077	152,456	105	106	104
	35-44	1,372	4,312	172,820	114	116	122
	45-64	2,234	7,153	278,211	93	97	99
	65+	1,282	4,419	152,521	71	80	73



	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender							
	Male	4,794 (51%)	14,981 (52%)	554,835 (50%)	103	104	102
	Female	4,594 (49%)	14,019 (48%)	544,820 (50%)	97	96	98
Economic Status (16-74)							
	Employed: Full-time	2,732 (41%)	8,661 (41%)	366,716 (46%)	99	100	111
	Employed: Part-time	777 (12%)	2,338 (11%)	82,832 (10%)	90	86	80
	Self employed	673 (10%)	2,113 (10%)	88,995 (11%)	106	106	117
	Unemployed	211 (3%)	667 (3%)	20,555 (3%)	133	135	109
	Retired	566 (8%)	1,848 (9%)	65,561 (8%)	62	64	60
	Other	1,703 (26%)	5,258 (25%)	168,578 (21%)	130	128	108
Total Worker Count		1,421	8,177	414,787			

See the Glossary page for further information on the above variables



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	600	1,800	128,895	97	91	173
Young Adult - Showing I'm Cool	290	630	84,888	45	31	110
Midlife - Young Kids	5,943	18,599	435,371	273	268	166
Midlife - Carefree	85	595	136,488	6	13	78
Mature	10	229	41,483	1	4	18
Not Private Households	0	246	9,070	0	77	75
Total	6,928	22,099	836,195			

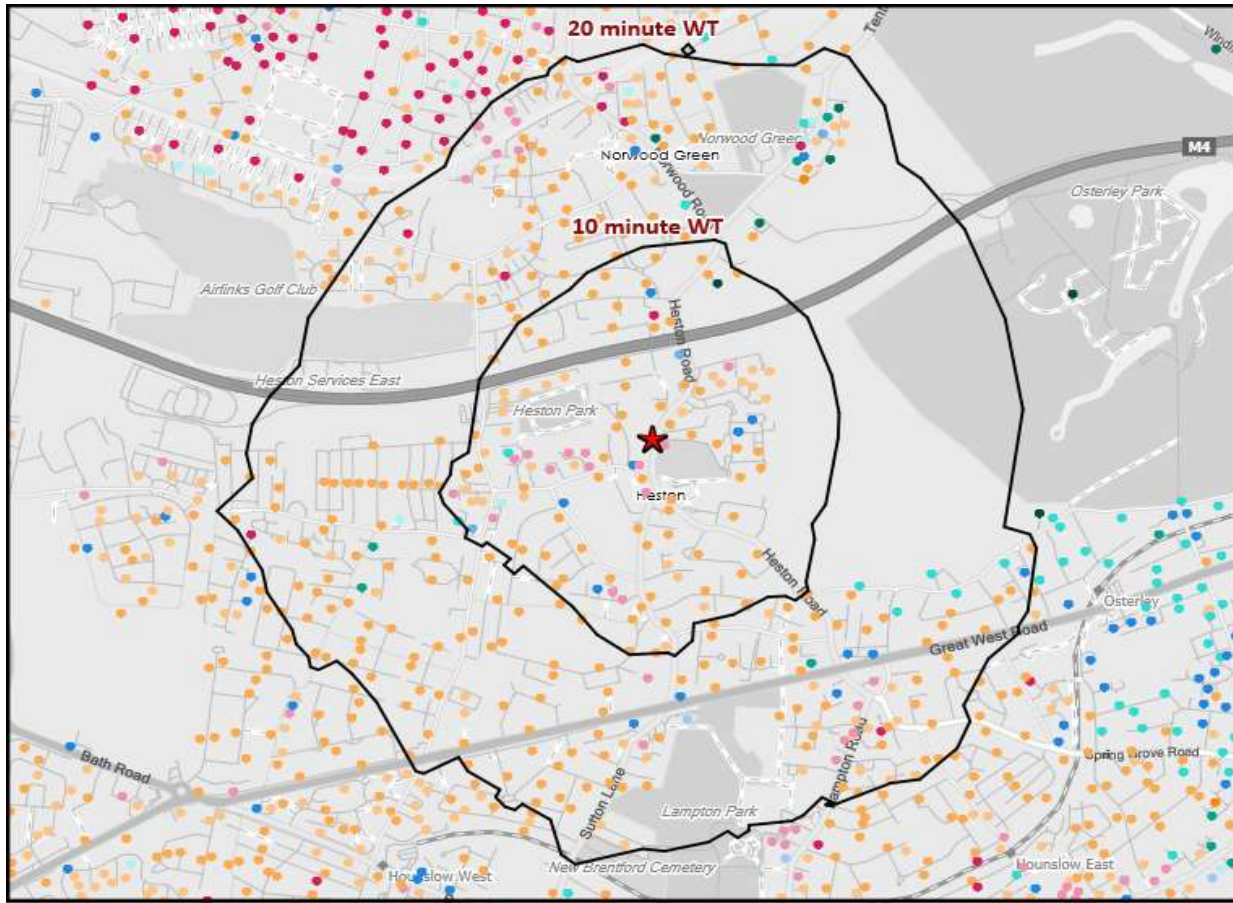
Polaris Summary - Rose & Crown Heston



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★ Pub Sites



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 Adult - Showing I Care						
Low	591	1,479	66,794	203	160	191
Medium	0	0	24,274	0	0	213
High	9	321	37,827	4	43	134
Young Adult - Showing I'm Cool						
Low	0	114	12,950	0	50	151
Medium	78	93	7,086	30	11	23
High	212	423	64,852	68	43	173
Midlife - Young Kids						
Low	1,446	3,750	145,669	188	153	157
Medium	4,497	14,808	224,613	435	449	180
High	0	41	65,089	0	3	144
Midlife - Carefree						
Low	23	156	9,797	10	21	34
Medium	0	0	24,360	0	0	43
High	62	439	102,331	8	18	112
Mature						
Low	0	143	13,353	0	11	27
Medium	0	76	18,079	0	3	17
High	10	10	10,051	2	0	13

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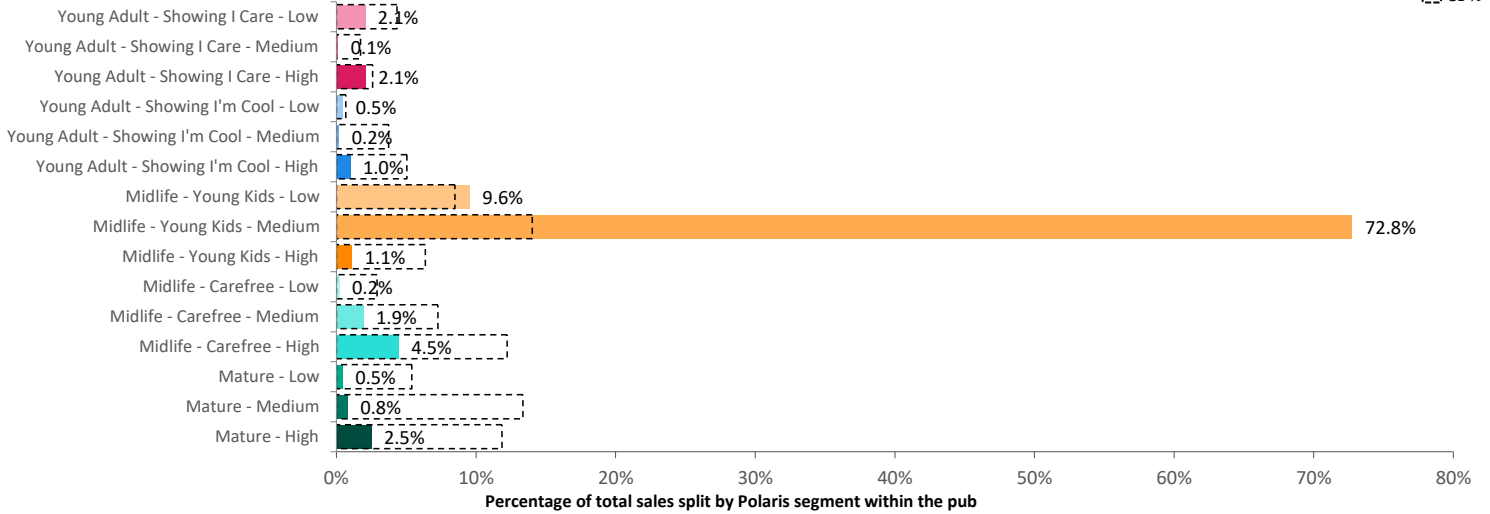


★ Pub Sites

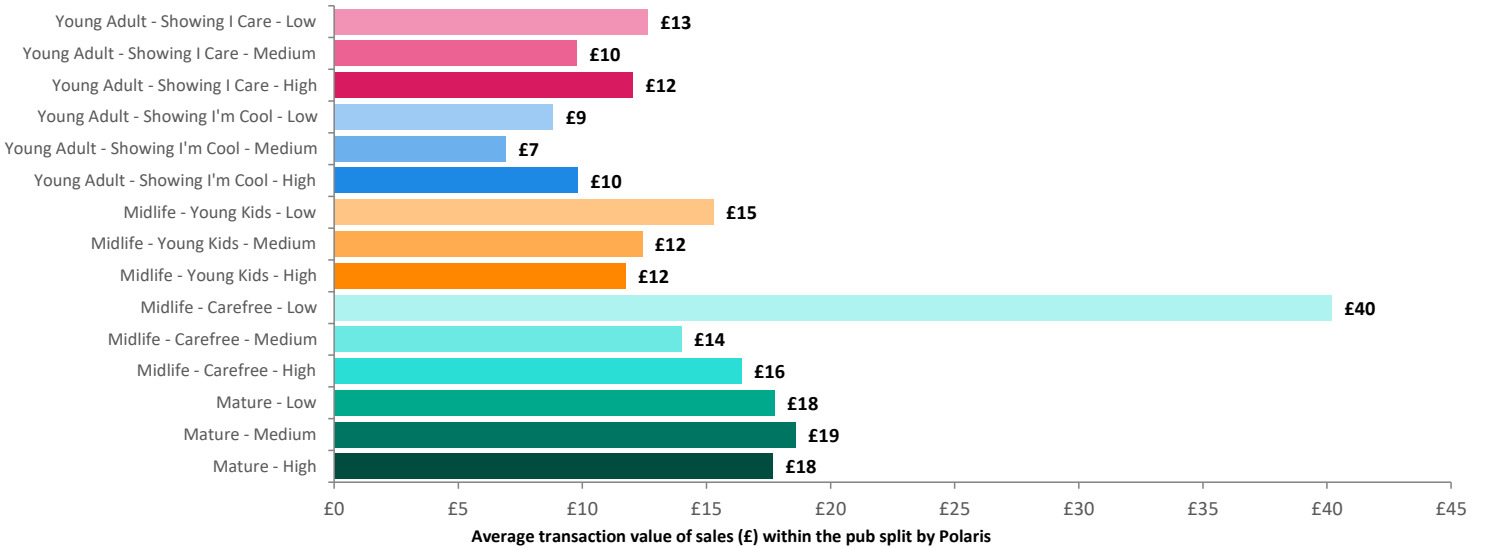
<i>Not Private Households</i>	0	246	9,070	0	77	75
Total	6,928	22,099	836,195			

Spend by Polaris

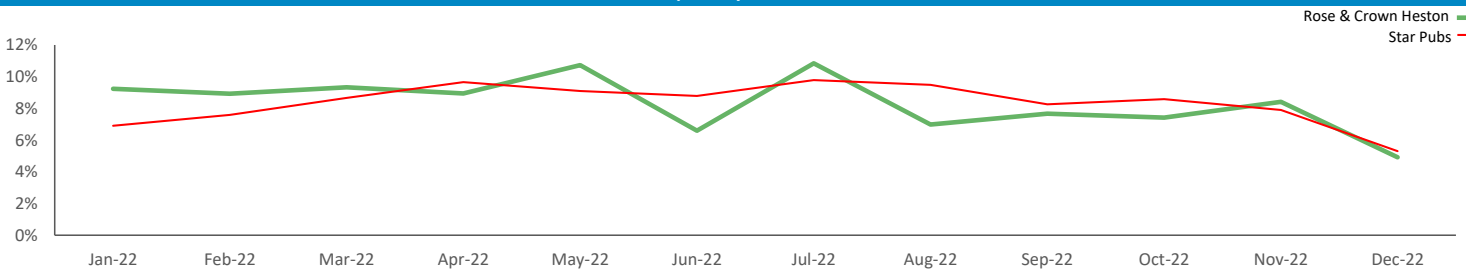
GB %



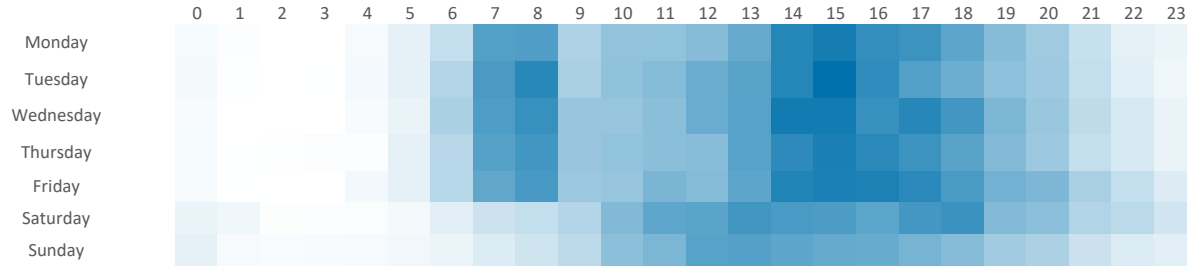
Average Transaction Values (£) by Polaris



Spend by Month

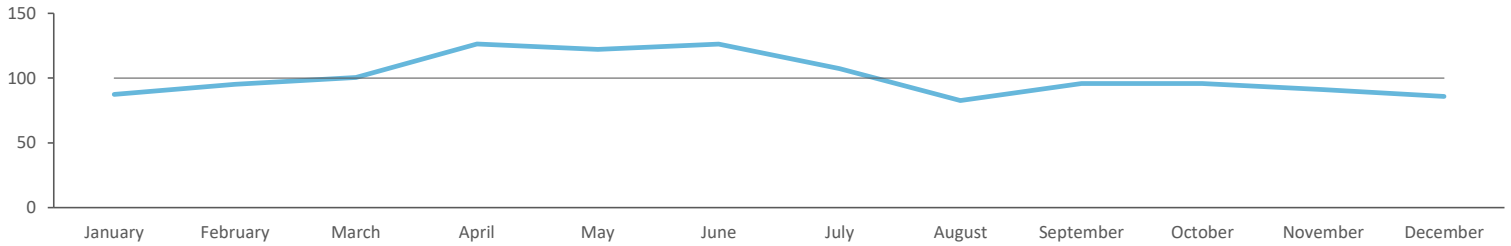


Time of Day/Day of Week



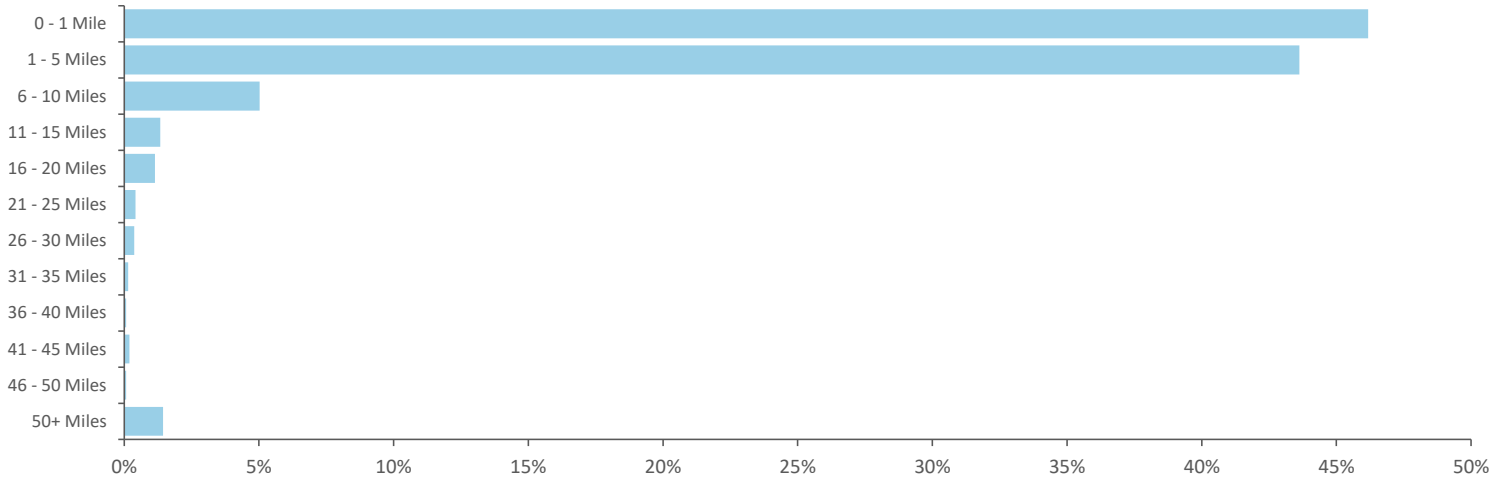
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



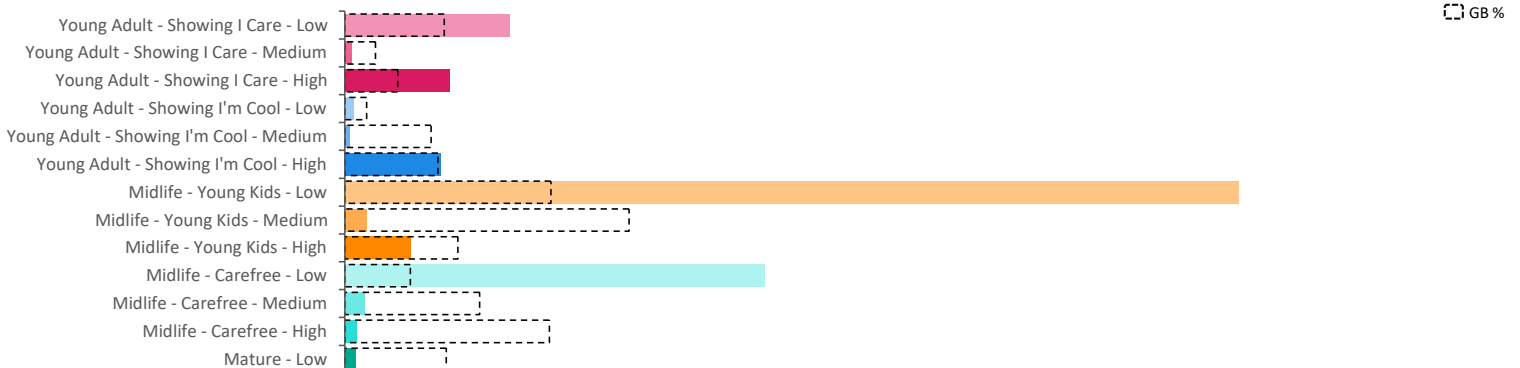
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



Time of Day/Day of Week



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	Rose & Crown	TW 5 0RH	Star Pubs & Bars	Premium Local	0.0
2	Pope John Centre	TW 5 0HB	Independent Free	Clubland	0.1
3	Royal British Legion Club	TW 5 0LG	Independent Free	Clubland	0.3
4	Heston Hotel	TW 5 0EN	Independent Free	Hotel	0.3
5	Ibis Styles	TW 5 0BD	Accor Hotels	Hotel	0.6
6	Park Grand	TW 5 0BY	Independent Free	Hotel	0.6
6	Mr Singhs Pizzeria	TW 5 0BY	Independent Free	Restaurants	0.6
8	Plough Inn	UB 2 4LG	Fuller Smith & Turner	Premium Local	0.7
9	Wolf	UB 2 4JS	Independent Free	Community Pub	0.7
10	Lamb	UB 2 4JB	Independent Free	Premium Local	0.7
11	Black Horse	TW 3 4EZ	Stonegate Pub Company	Premium Local	0.8
12	Old Oak Tree	UB 2 5PJ	Stonegate Pub Company	Premium Local	0.9
13	White Bear	TW 3 4AR	Independent Free	Premium Local	0.9
14	Osterley Park and House	TW 7 4RB	National Trust	Large Venue	0.9
15	Hounslow Indoor Bowls Club	TW 3 3DB	Independent Free	Clubland	1.1
16	Takaa Tak	TW 4 7DF	*Other Small Retail Groups	Restaurants	1.1
17	Keg And Cask	TW 4 7DN	Independent Free	Premium Local	1.1
18	Memories Of India	TW 7 4QE	Independent Free	Restaurants	1.1
19	Punjabi Spice	TW 4 7HW	Independent Free	Restaurants	1.1
20	Delhi Wala	UB 2 4DG	Independent Free	Casual Dining	1.1