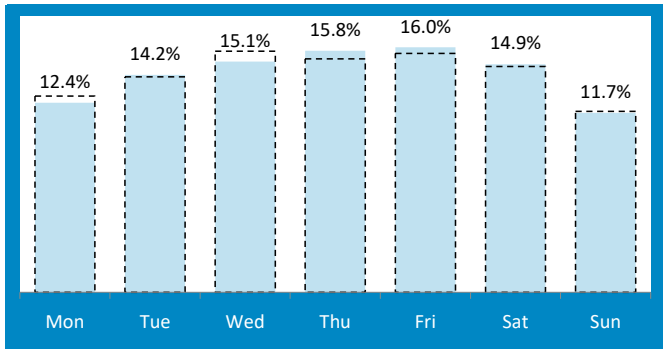
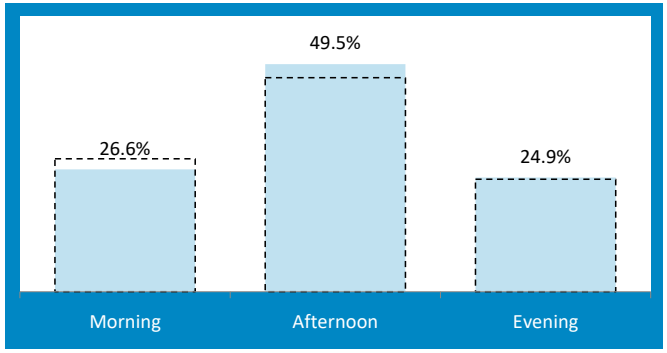
Douglas Arms

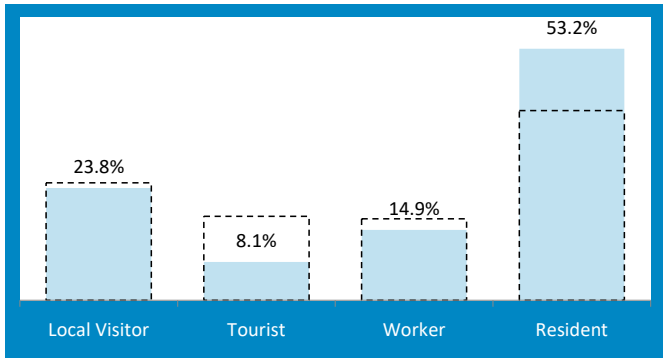
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3.526	5.344
Adult Pop		2.976	4.529
Affluence	Low	23%	33%
	Medium	15%	38%
	High	62%	27%
Young		17%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		15%	16%
Mature		68%	44%
Competition Count		12	43

Visitors

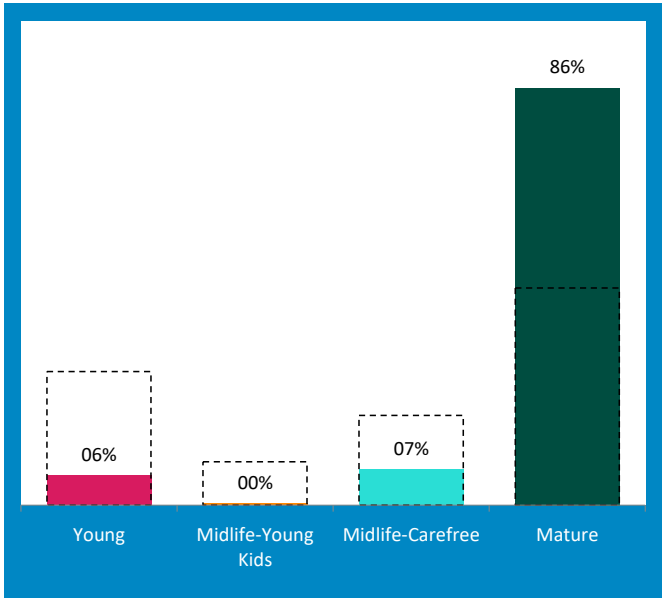






Spend Profile

	This Site	Benchmark
£ATV	£10	£30
Average Distance Travelled in miles	16	27



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Catchment Summary - Douglas Arms

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		3.526	7.734	982.096	66	39	231
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		2.976	6.386	806.056	66	39	237
Competition Pubs		12	13	1.504	28	13	192
Adults 18+ per Competition Pub		248	491	536	36	72	78
% Adults Likely to Drink		82,0%	81,0%	80,0%	103	101	100
Affluence	Low	23,0%	30,6%	52,7%	69	92	159
	Medium	15,3%	20,4%	28,5%	40	53	75
	High	61,8%	47,6%	18,0%	225	173	65
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£29.594	£29.298	£21.098	131	130	93
Age Profile	18-24	172	437	95.954	57	66	115
	25-34	296	792	156.990	62	76	118
	35-44	383	970	134.852	80	93	102
	45-64	989	2.099	249.517	112	108	101
	65+	1.136	2.088	168.743	167	140	89



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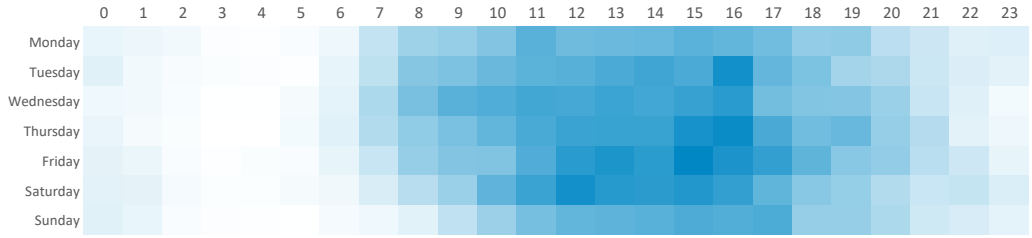
Pub Sites
Catchment

Polaris Plus Segments

Young	Midlife - Young Kids	Midlife - Carefree	Mature
Low	Low	Low	Low
Medium	Medium	Medium	Medium
High	High	High	High

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	20 min WT*	20 min DT**	Index vs GB average 10 min WT*	20 min WT*	20 min DT**
Young	515	635	207.230	62	36	92
Midlife - Young Kids	0	5	21.817	0	1	25
Midlife - Carefree	433	777	71.818	92	77	56
Mature	2.028	4.877	498.763	154	172	140
Not Private Households	0	92	6.428	0	11.907	6.591
Total	**2.976**	**6.386**	**806.056**			

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Per Pub - Douglas Arms

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2.976	6.386	806.056
Number of Competition Pubs	12	13	1.504
Adults 18+ per Competition Pub	248	491	536

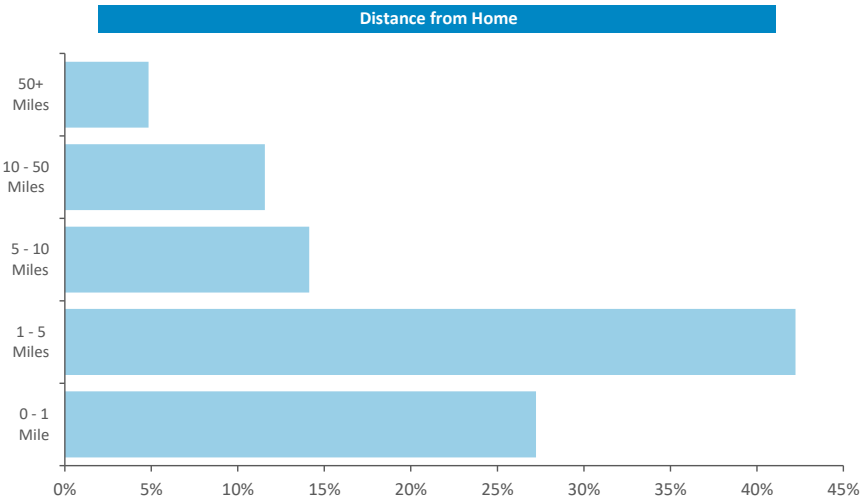
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	160	5,4%	69
Family Pub Dining	0	223	7,5%	82
Great Pub Great Food	2	612	20,6%	123
Leisure	3	313	10,5%	105
Mainstream	1	360	12,1%	87
Premium	1	443	14,9%	104
Restaurant	5	717	24,1%	105
Super Premium	0	147	5,0%	126

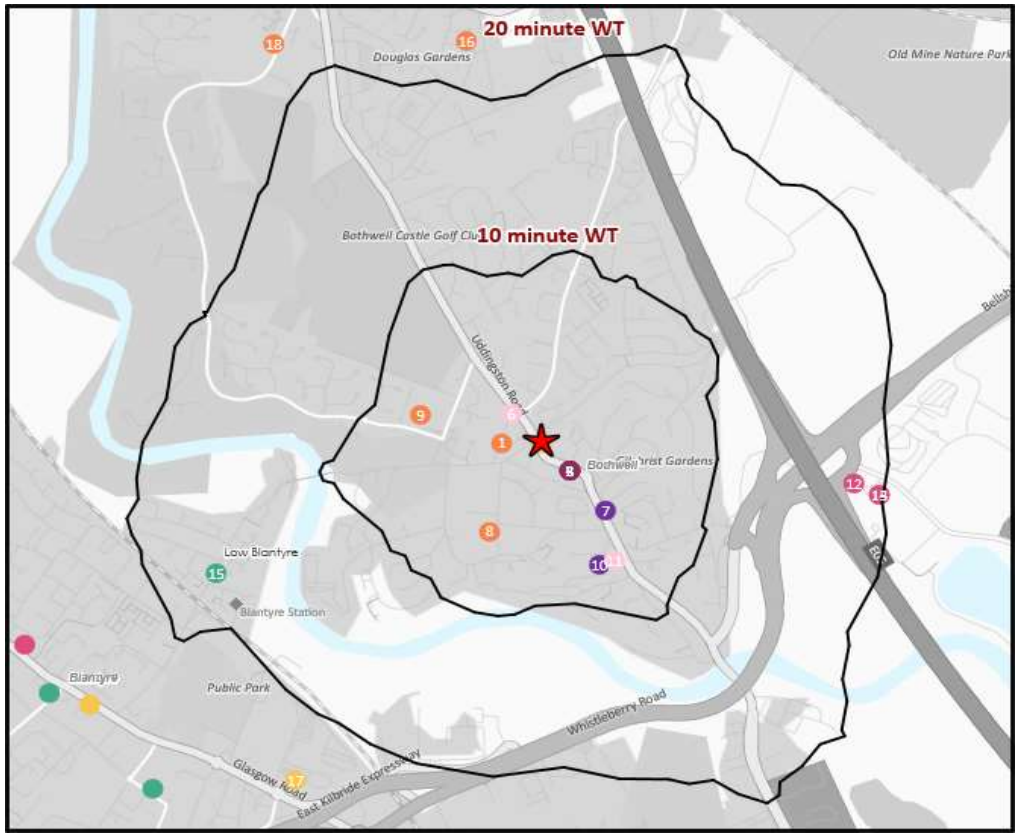
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	393	6,2%	78
Family Pub Dining	0	527	8,3%	91
Great Pub Great Food	2	1.231	19,3%	115
Leisure	3	665	10,4%	104
Mainstream	1	838	13,1%	94
Premium	1	916	14,4%	100
Restaurant	5	1.452	22,7%	99
Super Premium	0	270	4,2%	108

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	299	73.135	9,1%	116
Family Pub Dining	84	82.824	10,3%	113
Great Pub Great Food	85	123.675	15,3%	92
Leisure	268	79.358	9,9%	98
Mainstream	217	126.953	15,8%	113
Premium	117	111.920	13,9%	97
Restaurant	388	174.985	21,7%	94
Super Premium	46	26.451	3,3%	83



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Competition - Douglas Arms



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Shanghai Teahouse	G 71 8NB	Independent Free	Restaurant	17,5%	0,21
12	Toby Carvery	ML 1 3WB	Mitchells & Butlers	Family Pub Dir	16,0%	0,69
3	Riva	G 71 8RD	Independent Free	Restaurant	15,8%	0,09
11	Cricklewood	G 71 8LZ	Scotsman Group	Great Pub Gre	10,3%	0,32
10	Cut	G 71 8AY	Independent Free	Restaurant	10,2%	0,31
4	Rosso	G 71 8RD	Independent Free	Restaurant	9,3%	0,09
19	Hamilton Racecourse	ML 3 0DW	Independent Free	Leisure	6,1%	1,11
9	Bothwell Castle Golf Club	G 71 8PJ	Independent Free	Leisure	6,0%	0,27
15	Village Bar	G 72 9BW	Independent Free	Classic	4,6%	0,77
18	Uddingston Cricket and Sports Cl	G 71 7HJ	Independent Free	Leisure	2,1%	1,10
0	Douglas Arms	G 71 8EX	Star Pubs & Bars	Mainstream	0,8%	0,00
14	Alona Hotel	ML 1 3RB	Independent Free	Family Pub Dir	0,7%	0,75
16	Uddingston Bowl and Tennis Clut	G 71 7NW	Independent Free	Leisure	0,4%	0,95
1	Bothwell Bowling Club	G 71 8EB	Independent Free	Leisure	0,0%	0,09
2	Plato	G 71 8RD	Independent Free	Restaurant	0,0%	0,09
5	Camphill Vaults	G 71 8RD	Independent Free	Premium	0,0%	0,09
6	Bothwell Bridge Hotel	G 71 8EU	Independent Free	Great Pub Gre	0,0%	0,10
8	Bothwell Tennis Club	G 71 8DJ	Independent Free	Leisure	0,0%	0,23
13	Express By Holiday Inn	ML 1 3RB	Atlas Hotels	Great Pub Gre	0,0%	0,75
17	Blantyre Victoria	G 72 0JL	Independent Free	Mainstream	0,0%	0,95
20	Fives	ML 3 0DW	Independent Free	Leisure	0,0%	1,11

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Pub Sites
Catchment

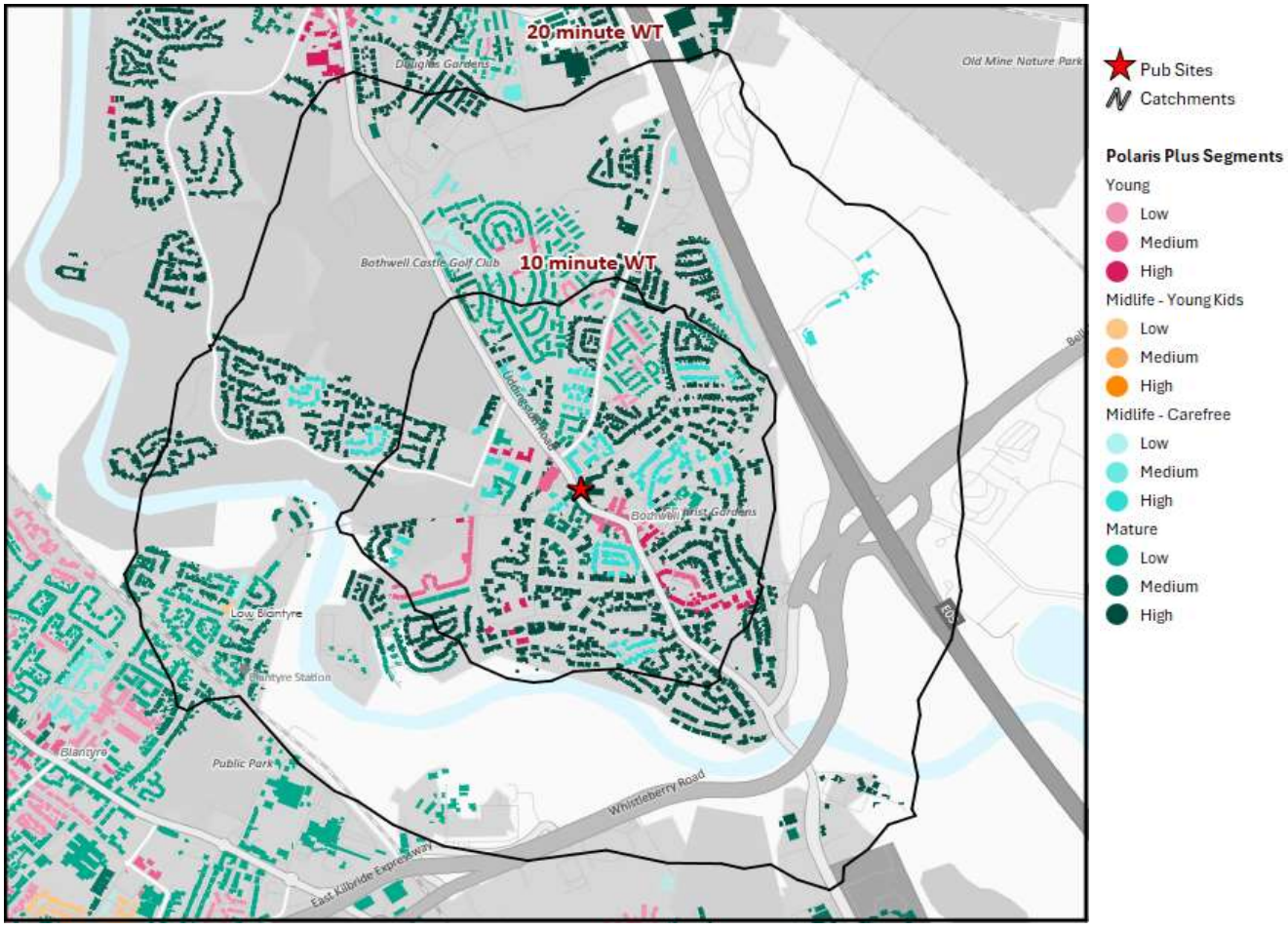
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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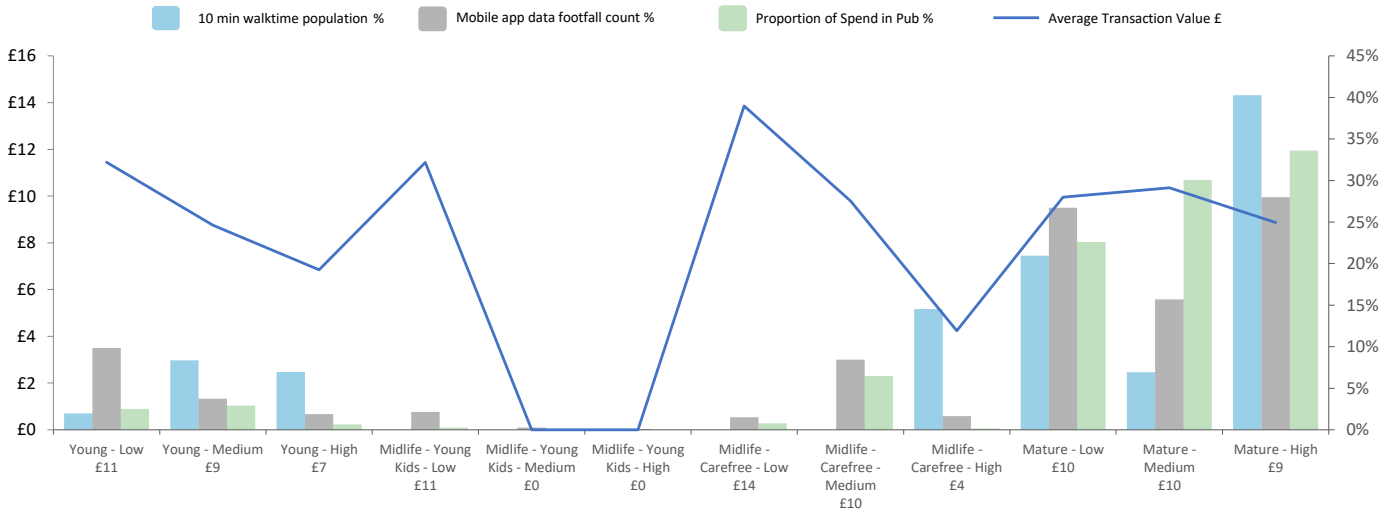
Catchment Summary - Douglas Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
48888	Douglas Arms	G 71 8EX	Star Pubs & Bars	Mainstream	4



Polaris Plus Profile



See the Glossary page for further information on the above variables

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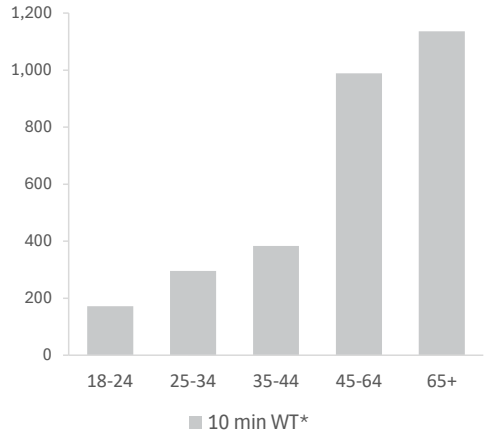
Catchment Summary - Douglas Arms

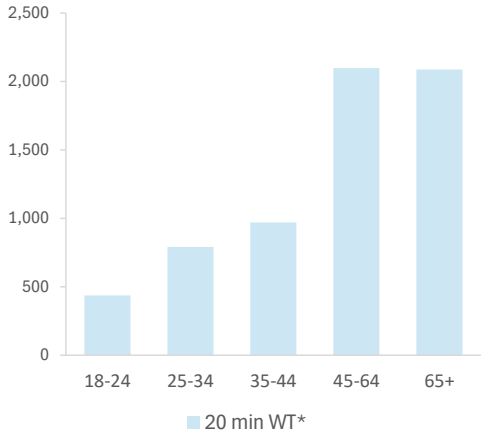
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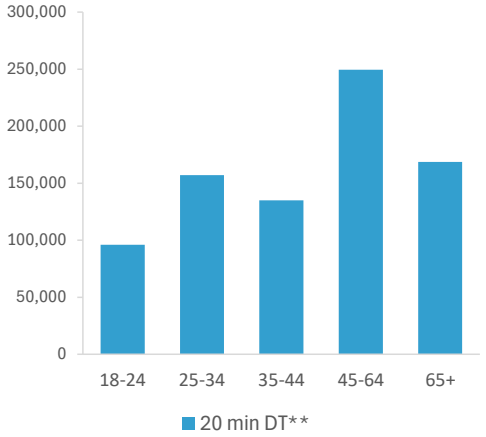
Over GB Average
Around GB Average
Under GB Average

*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		3.526	7.734	982.096	66	39	231
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2.976	6.386	806.056	66	39	237
Competition Pubs		12	13	1.504	28	13	192
Adults 18+ per Competition Pub		248	491	536	36	72	78
% Adults Likely to Drink		82,0%	81,0%	80,0%	103	101	100
Affluence	Low	23,0%	30,6%	52,7%	69	92	159
	Medium	15,3%	20,4%	28,5%	40	53	75
	High	61,8%	47,6%	18,0%	225	173	65
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£29.594	£29.298	£21.098	131	130	93
Age Profile	18-24	172	437	95.954	57	66	115
	25-34	296	792	156.990	62	76	118
	35-44	383	970	134.852	80	93	102
	45-64	989	2.099	249.517	112	108	101
	65+	1.136	2.088	168.743	167	140	89







		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	1,648 (47%)	3,643 (47%)	480,600 (49%)	95	96	100
	Female	1,878 (53%)	4,091 (53%)	501,496 (51%)	105	104	100
Economic Status (16+)	Employed: Full-time	954 (31%)	2,244 (34%)	297,011 (36%)	92	101	106
	Employed: Part-time	248 (8%)	652 (10%)	89,497 (11%)	68	83	90
	Self employed	264 (9%)	518 (8%)	46,620 (6%)	94	86	61
	Unemployed	36 (1%)	87 (1%)	19,181 (2%)	43	48	84
	Full-time student	114 (4%)	264 (4%)	47,177 (6%)	150	162	229
	Retired	998 (33%)	1,844 (28%)	146,394 (18%)	151	130	81
	Other	424 (14%)	925 (14%)	181,001 (22%)	78	80	123
Total Worker Count		654	1.657	464.465			

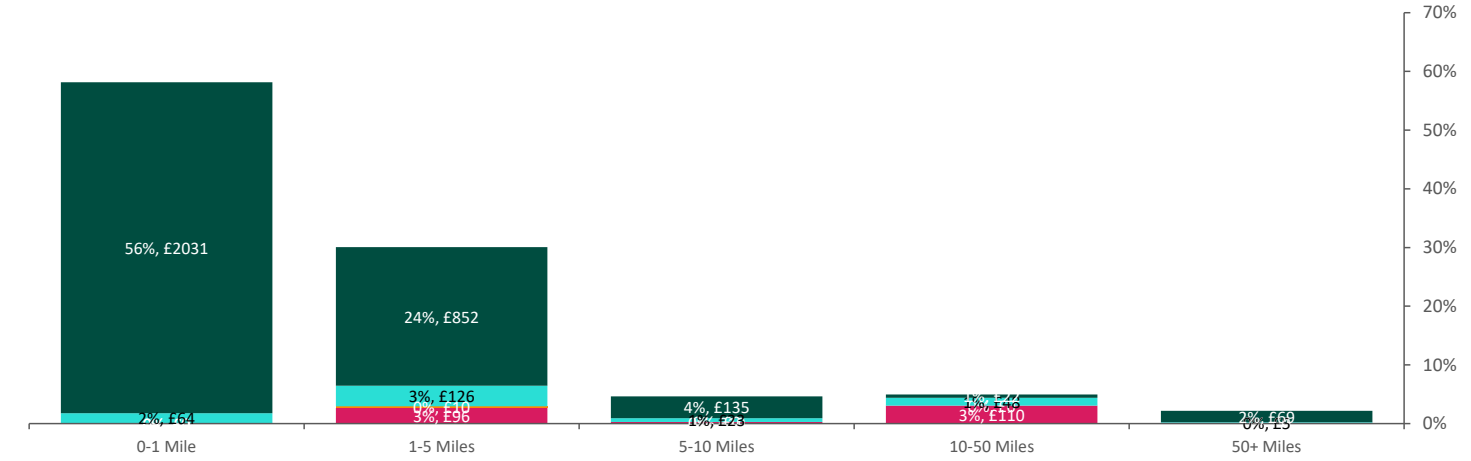
See the Glossary page for further information on the above variables

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Transactional Data Summary - Douglas Arms

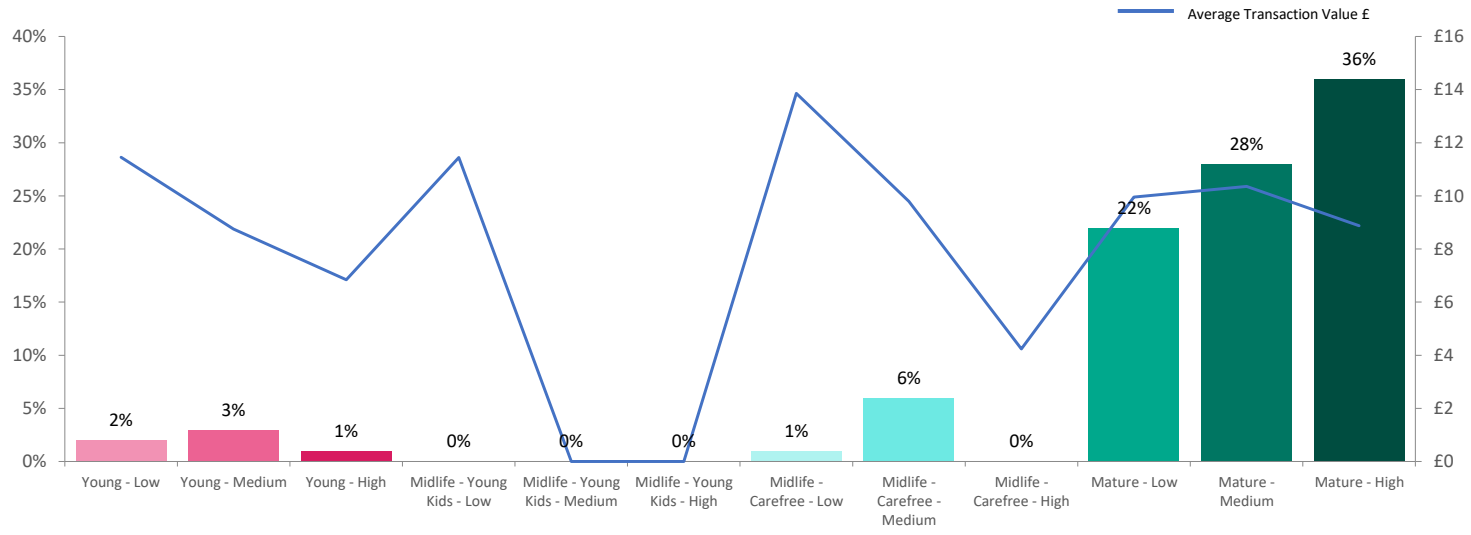
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Spend by Polaris and Distance from Home



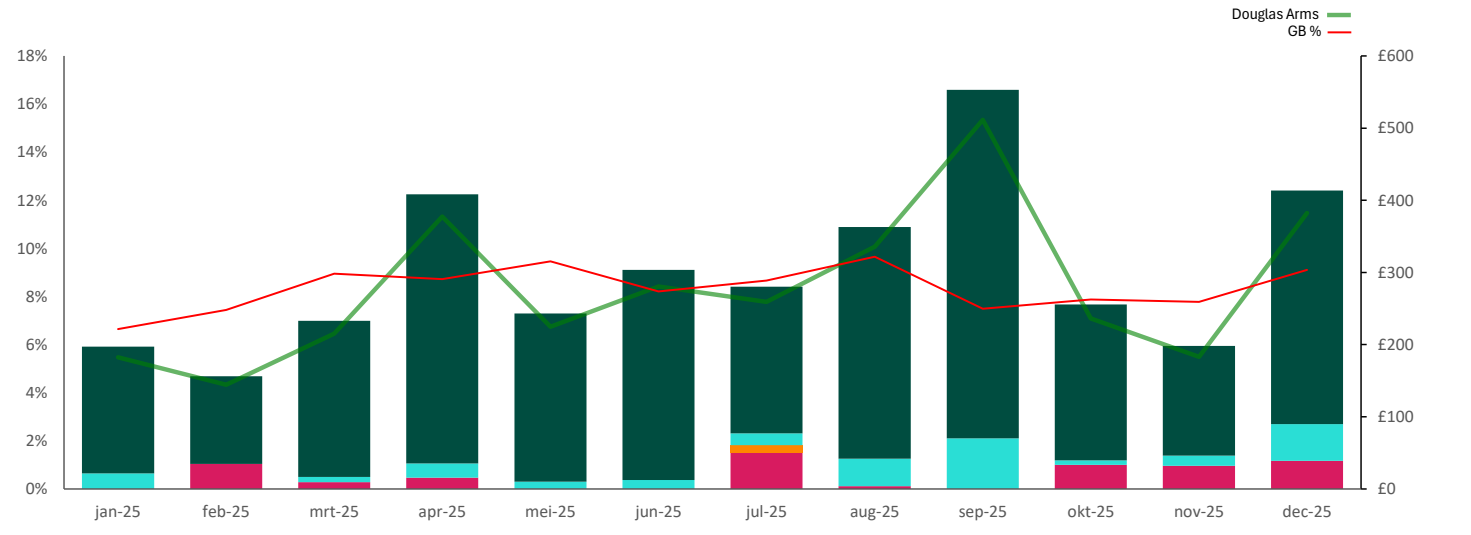
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



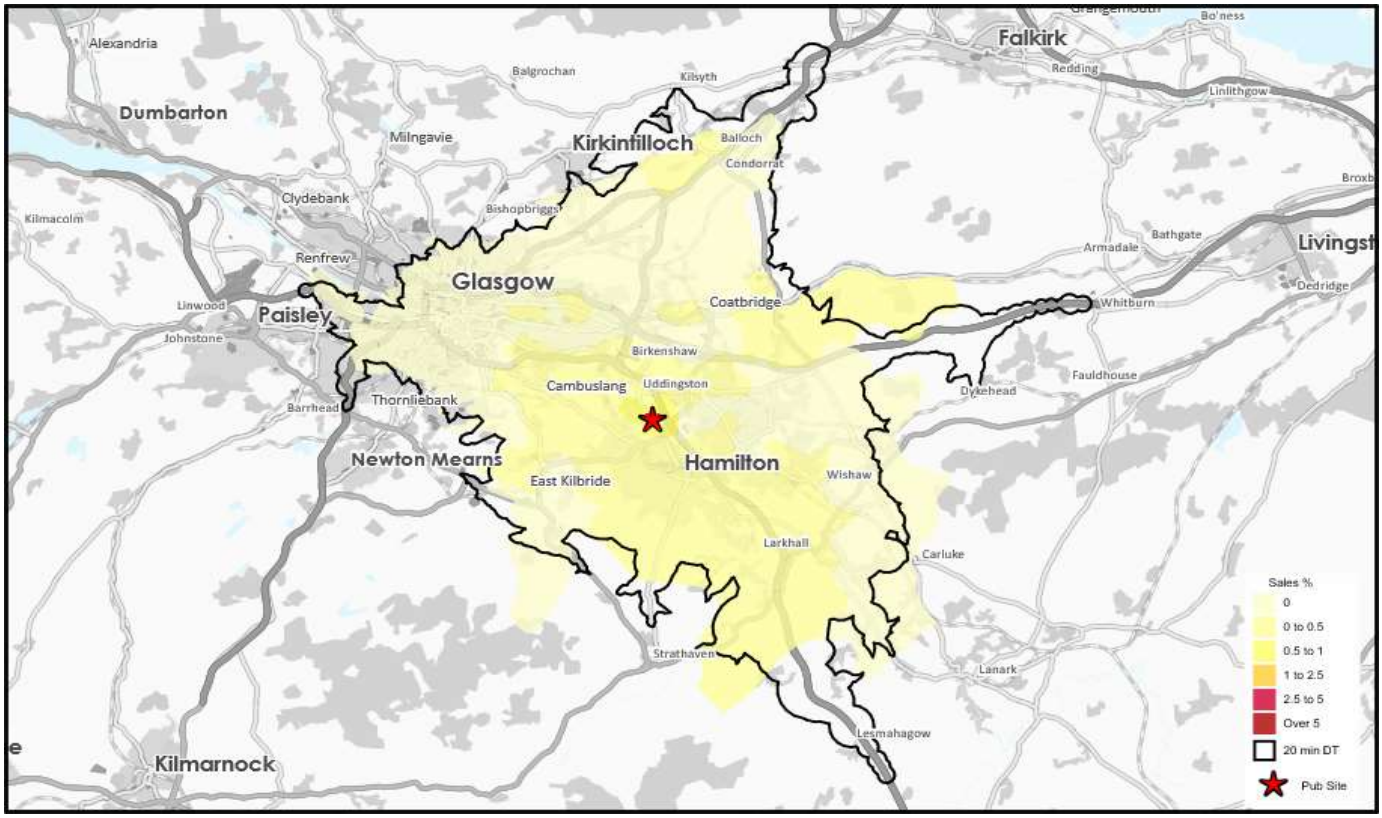
Seasonality of the spend split by month

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Transactional Data Maps - Douglas Arms

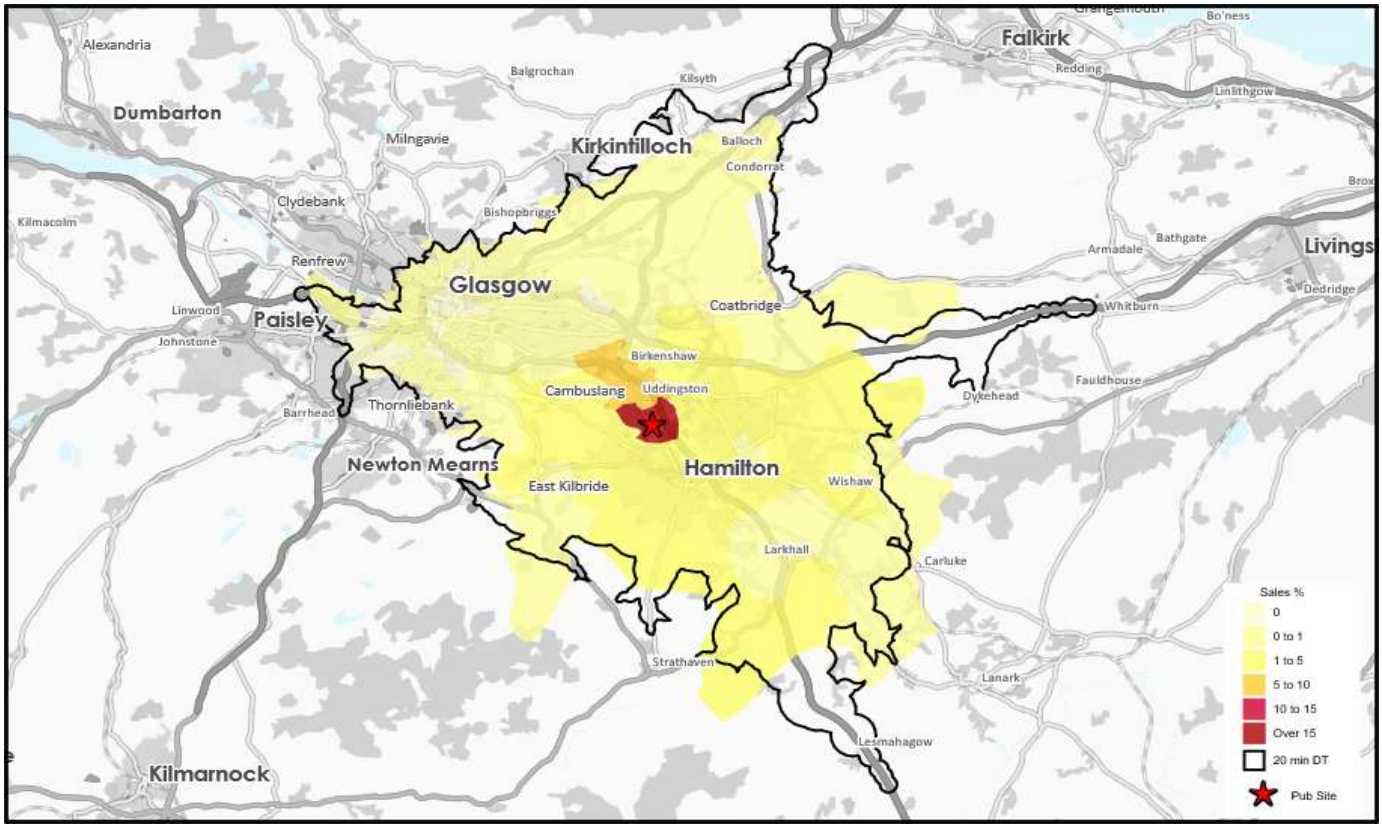
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Douglas Arms Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Douglas Arms



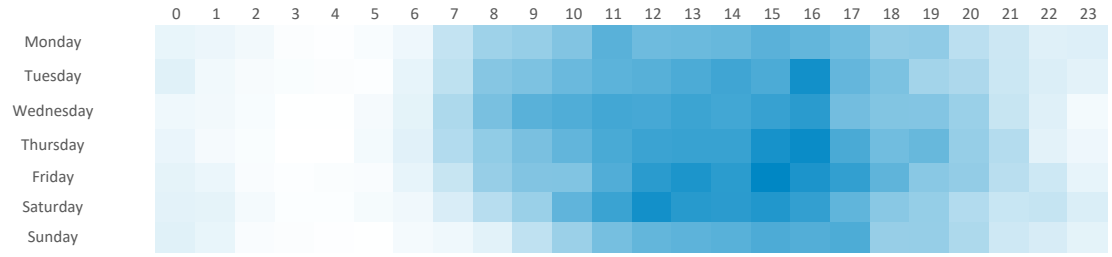
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Douglas Arms

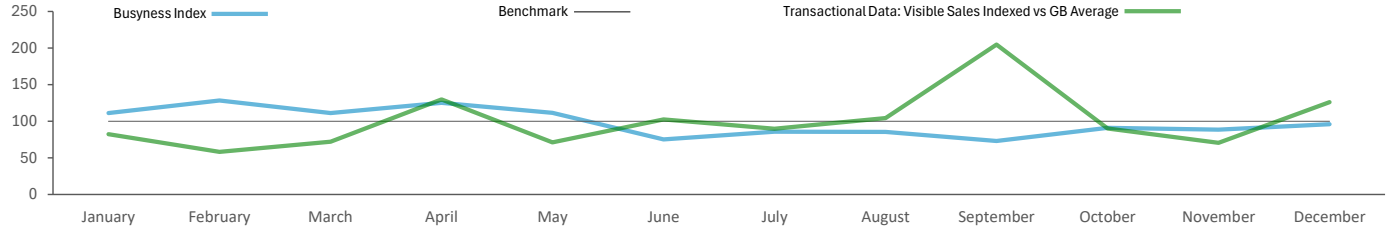
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Time of Day/Day of Week



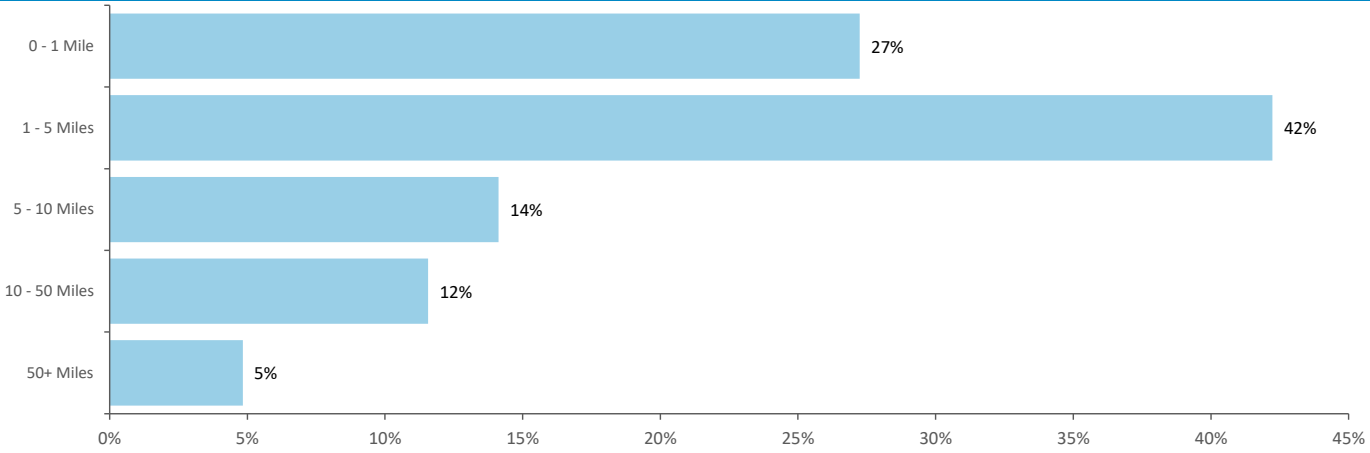
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



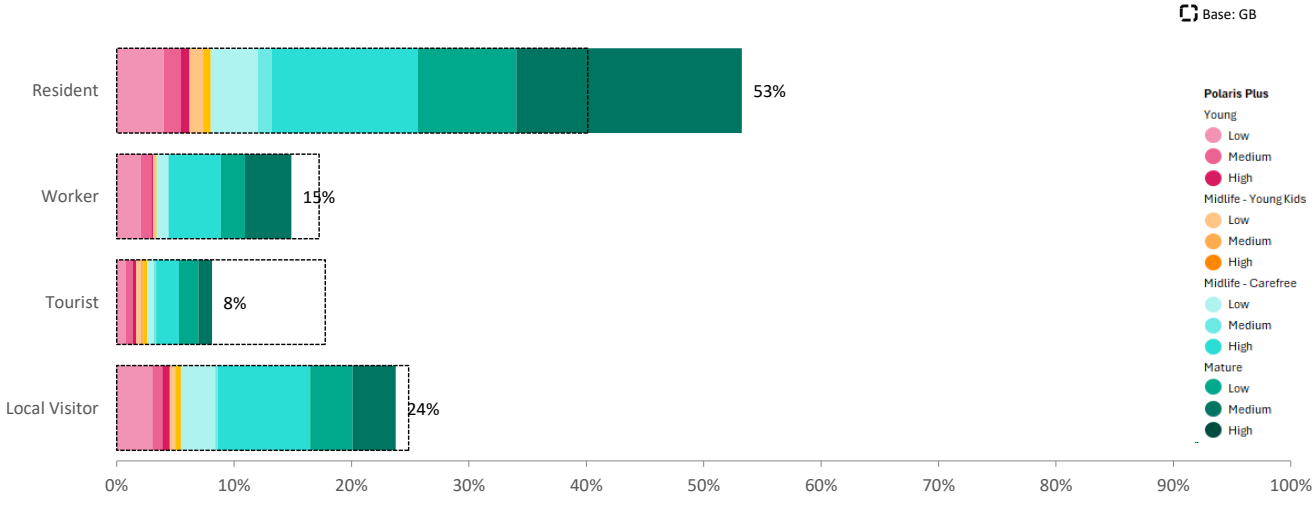
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



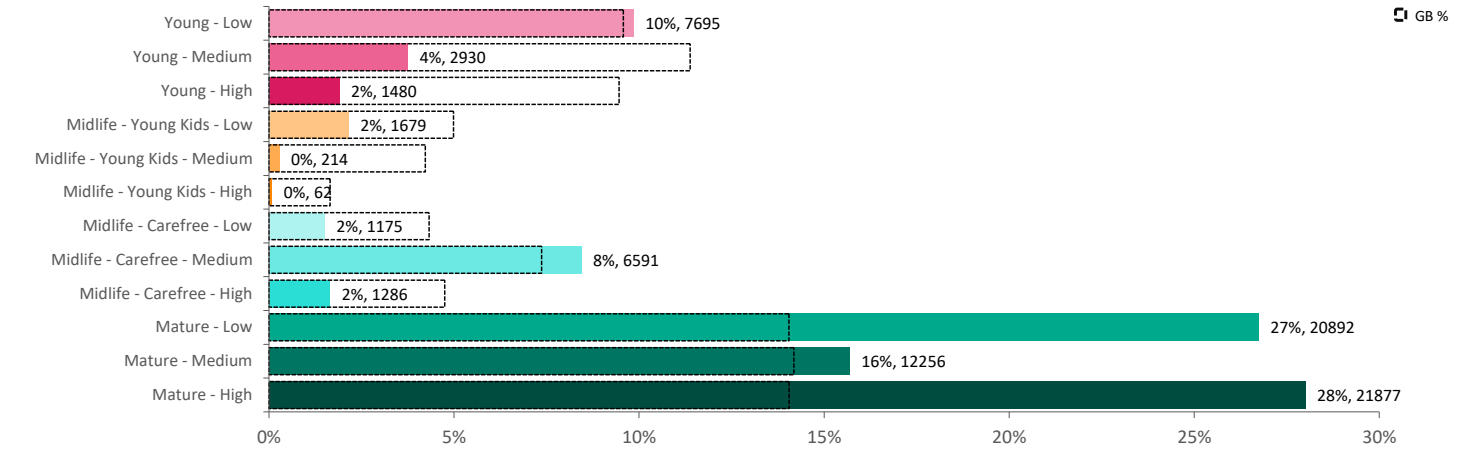
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Douglas Arms

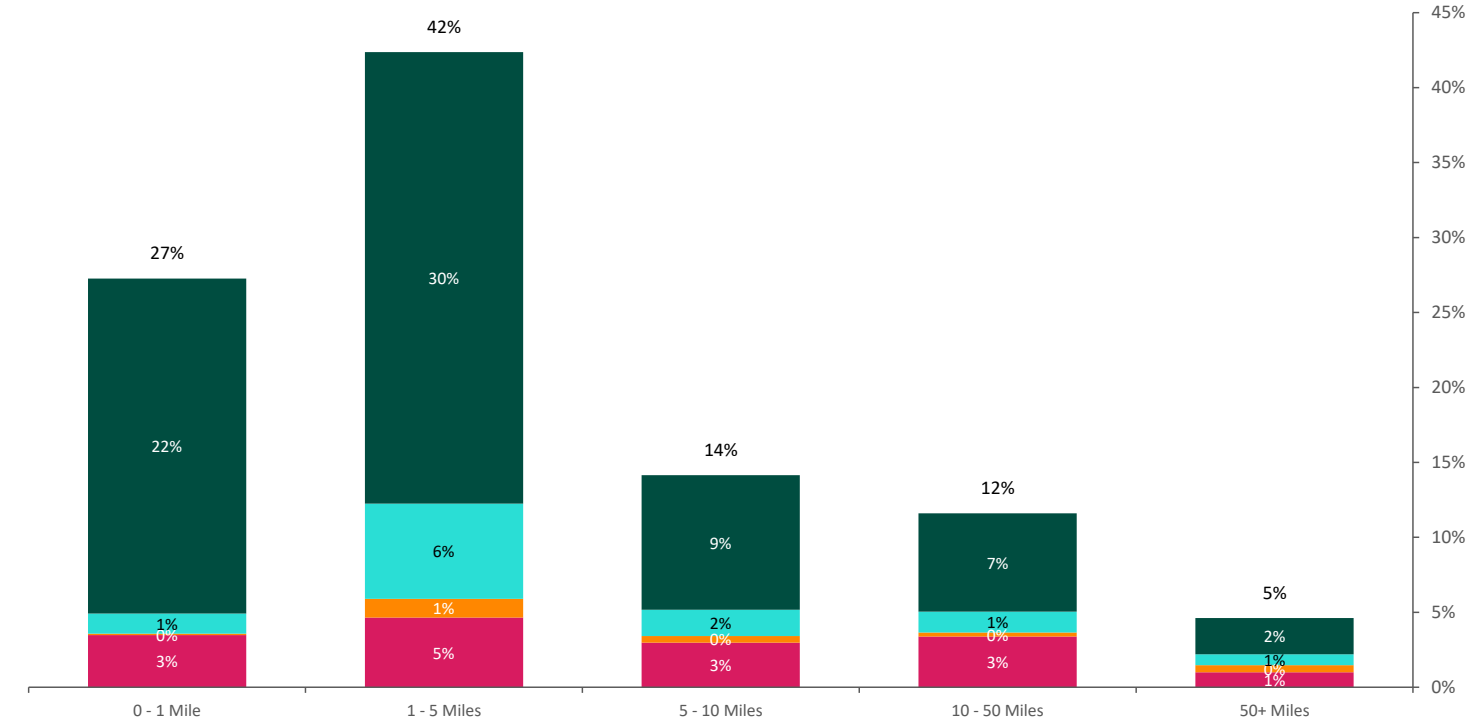
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Polaris Plus Profile



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



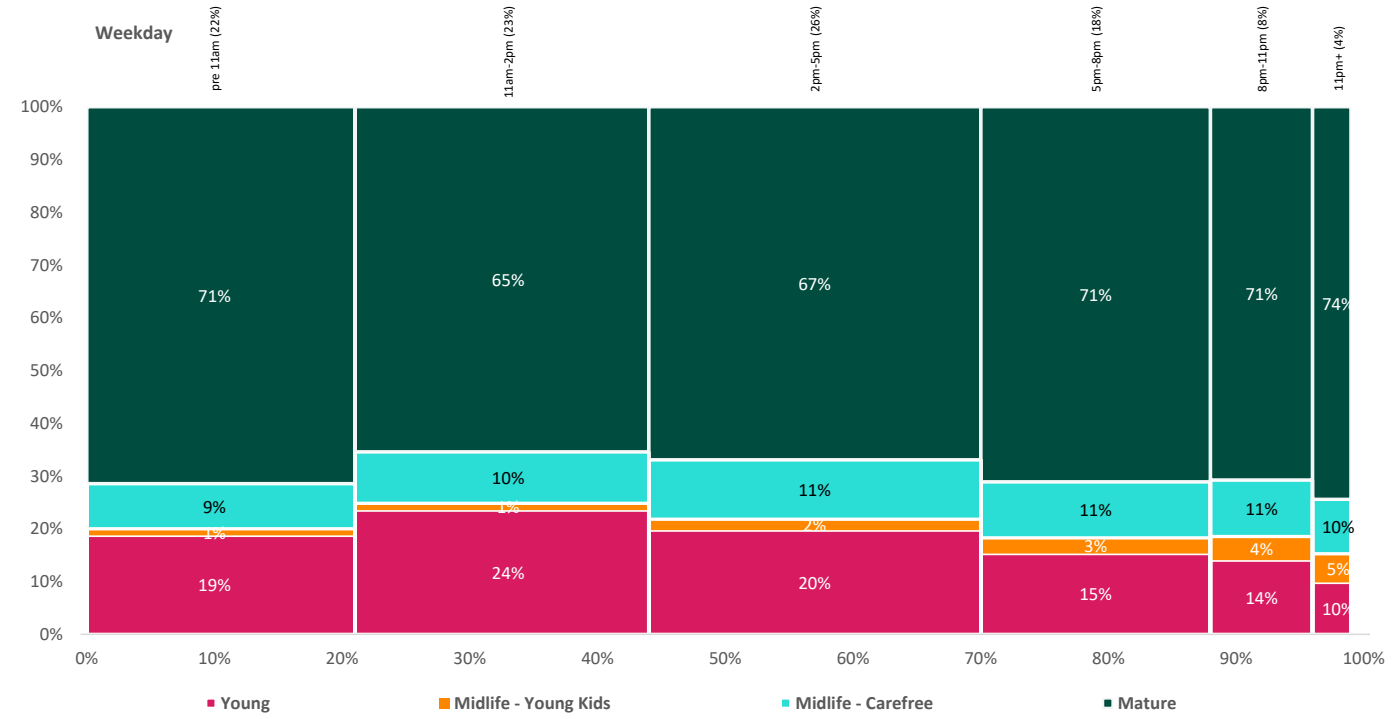
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Douglas Arms

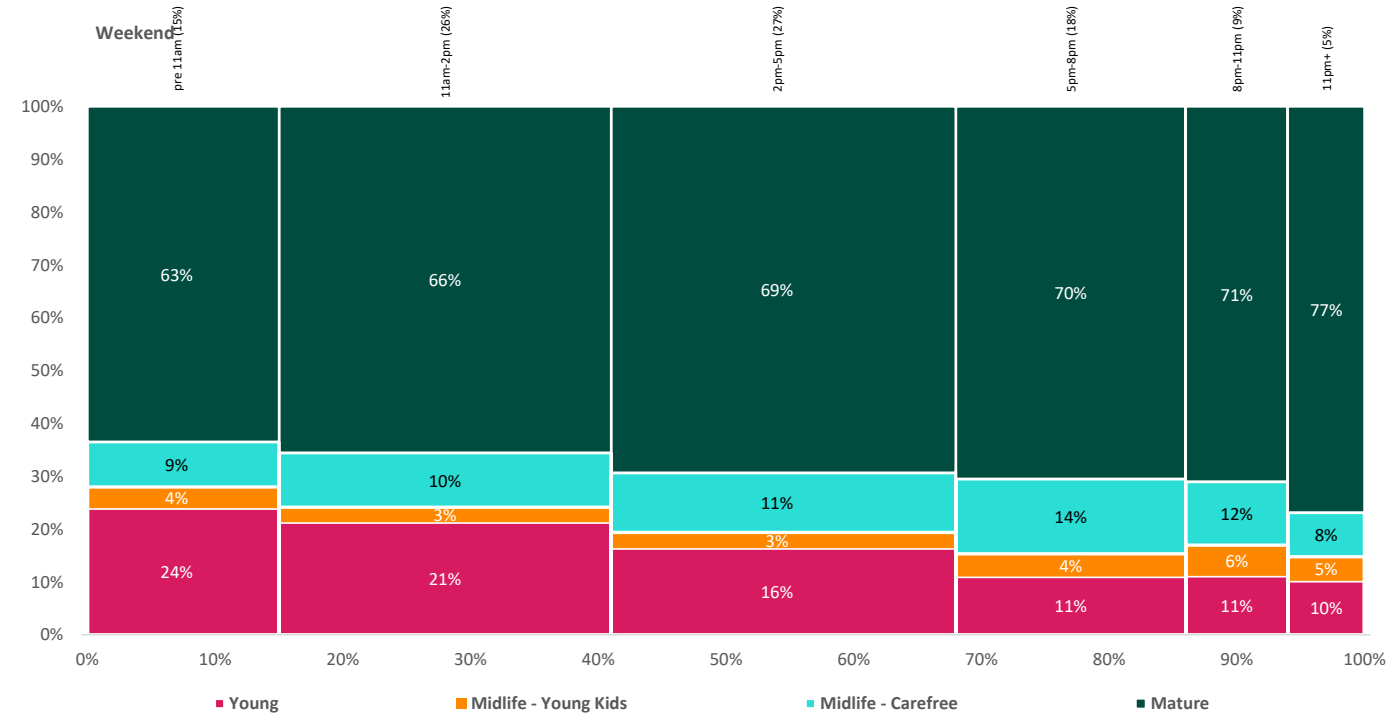
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	11.726	11.549	13.217	9.507	4.363	2.062	52.423
Midlife - Carefree	1.408	1.728	2.225	1.423	663	287	7.734
Midlife - Young Kids	207	228	406	395	276	150	1.662
Young	3.077	4.158	3.904	2.050	866	273	14.327
All	16.418	17.662	19.752	13.375	6.168	2.771	76.146

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



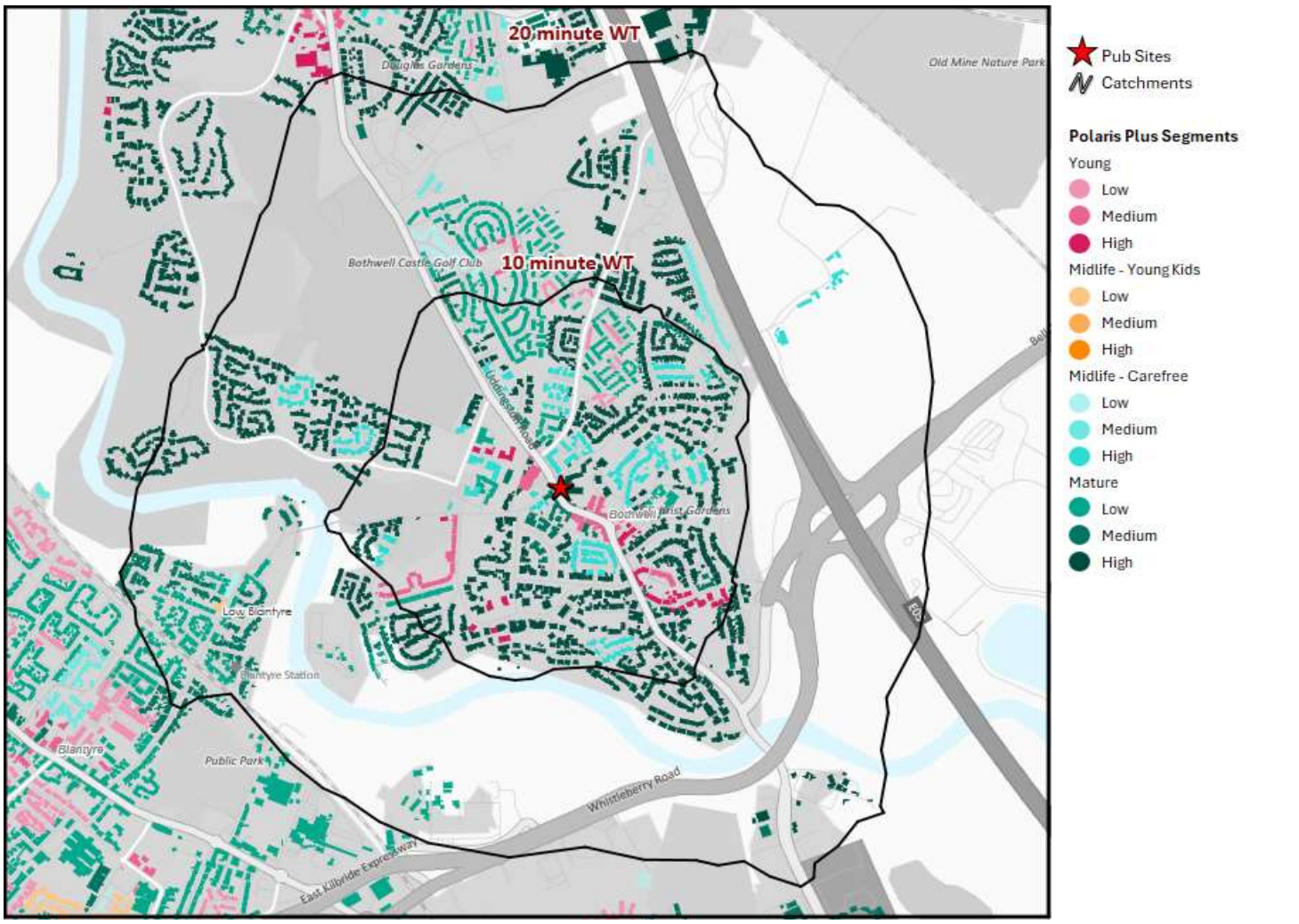
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	2.696	4.666	5.166	3.497	1.682	1.094	18.800
Midlife - Young Kids	364	735	843	704	285	119	3.051
Midlife - Carefree	171	201	220	213	138	65	1.008
Mature	1.018	1.518	1.223	546	264	145	4.713
All	4.248	7.120	7.452	4.960	2.369	1.423	27.572

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

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Polaris Plus Summary - Douglas Arms

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

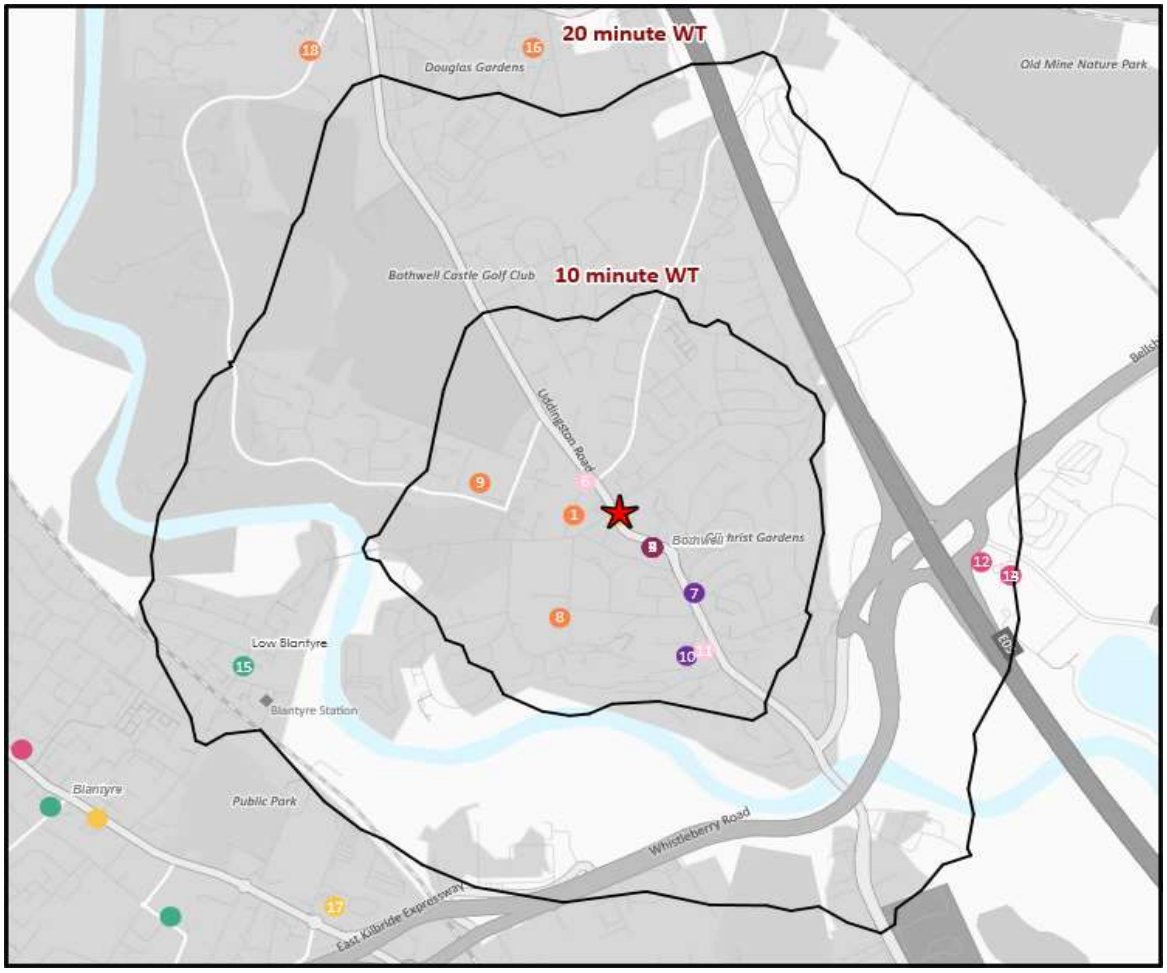
Over GB Average
Around GB Average
Under GB Average

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	59	113	62.803	20	18	79
Medium	249	315	86.558	76	45	98
High	207	207	57.869	104	49	108
Midlife - Young Kids						
Low	0	5	13.912	0	1	31
Medium	0	0	7.665	0	0	22
High	0	0	240	0	0	3
Midlife - Carefree						
Low	0	100	19.057	0	37	56
Medium	0	177	49.071	0	39	85
High	433	500	3.690	318	171	10
Mature						
Low	624	1.733	329.203	155	201	302
Medium	206	812	86.636	44	81	69
High	1.198	2.332	82.924	267	243	68
Not Private Households	0	92	6.428	0	135	75
Total	2.976	6.386	806.056			

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CGA Summary - Douglas Arms

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Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Douglas Arms	G 71 8EX	Star Pubs & Bars	Mainstream	0,8%	92,4%	0,00
1	Bothwell Bowling Club	G 71 8EB	Independent Free	Leisure	0,0%	0,0%	0,09
2	Plato	G 71 8RD	Independent Free	Restaurant	0,0%	0,0%	0,09
3	Riva	G 71 8RD	Independent Free	Restaurant	15,8%	83,3%	0,09
4	Rosso	G 71 8RD	Independent Free	Restaurant	9,3%	85,0%	0,09
5	Camphill Vaults	G 71 8RD	Independent Free	Premium	0,0%	0,0%	0,09
6	Bothwell Bridge Hotel	G 71 8EU	Independent Free	Great Pub Great Food	0,0%	0,0%	0,10
7	Shanghai Teahouse	G 71 8NB	Independent Free	Restaurant	17,5%	86,6%	0,21
8	Bothwell Tennis Club	G 71 8DJ	Independent Free	Leisure	0,0%	0,0%	0,23
9	Bothwell Castle Golf Club	G 71 8PJ	Independent Free	Leisure	6,0%	91,1%	0,27
10	Cut	G 71 8AY	Independent Free	Restaurant	10,2%	79,5%	0,31
11	Cricklewood	G 71 8LZ	Scotsman Group	Great Pub Great Food	10,3%	86,1%	0,32
12	Toby Carvery	ML 1 3WB	Mitchells & Butlers	Family Pub Dining	16,0%	65,3%	0,69
13	Express By Holiday Inn	ML 1 3RB	Atlas Hotels	Great Pub Great Food	0,0%	0,0%	0,75
14	Alona Hotel	ML 1 3RB	Independent Free	Family Pub Dining	0,7%	10,9%	0,75
15	Village Bar	G 72 9BW	Independent Free	Classic	4,6%	96,2%	0,77
16	Uddingston Bowl and Tennis Club	G 71 7NW	Independent Free	Leisure	0,4%	81,5%	0,95
17	Blantyre Victoria	G 72 0JL	Independent Free	Mainstream	0,0%	0,0%	0,95
18	Uddingston Cricket and Sports Club	G 71 7HJ	Independent Free	Leisure	2,1%	74,3%	1,10
19	Hamilton Racecourse	ML 3 0DW	Independent Free	Leisure	6,1%	62,0%	1,11
20	Fives	ML 3 0DW	Independent Free	Leisure	0,0%	0,0%	1,11

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Douglas Arms

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2.976	6.386	806.056
Number of Competition Pubs	12	13	1.504
Adults 18+ per Competition Pub	248	491	536

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	160	5,4%	69
Family Pub Dining	0	223	7,5%	82
Great Pub Great Food	2	612	20,6%	123
Leisure	3	313	10,5%	105
Mainstream	1	360	12,1%	87
Premium	1	443	14,9%	104
Restaurant	5	717	24,1%	105
Super Premium	0	147	5,0%	126

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	393	6,2%	78
Family Pub Dining	0	527	8,3%	91
Great Pub Great Food	2	1.231	19,3%	115
Leisure	3	665	10,4%	104
Mainstream	1	838	13,1%	94
Premium	1	916	14,4%	100
Restaurant	5	1.452	22,7%	99
Super Premium	0	270	4,2%	108

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	299	73.135	9,1%	116
Family Pub Dining	84	82.824	10,3%	113
Great Pub Great Food	85	123.675	15,3%	92
Leisure	268	79.358	9,9%	98
Mainstream	217	126.953	15,8%	113
Premium	117	111.920	13,9%	97
Restaurant	388	174.985	21,7%	94
Super Premium	46	26.451	3,3%	83

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CACI

Glossary

STAR PUBS

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Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds *Wanting to look good in the group*	*35-54 year olds* *Children under 12 at home*	*35-54 year olds* *No children under 12 at home*	*55+ year olds*
Consumer Insight	*"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."*	*"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"*	*"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'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"*
Product needs	• 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**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.



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