

Catchment Summary - Coach & Horses

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

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Population

5,103	13,628	539,068
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97	70	129
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Adults 18+

3,914	10,253	427,586
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Pop. & Adl. 18+ index based on all pubs

Competition Pubs

3	9	499
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88	63	127
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Adults 18+ per Competition Pub

1,305	1,139	857
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16	20	124
----	----	-----

% Adults Likely to Drink

75,4%	73,9%	77,3%
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147	129	97
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Affluence	Low
	Medium
	High

59,2%	68,5%	35,2%
37,9%	29,4%	38,7%
2,9%	2,1%	24,8%

178	206	106
99	77	101
11	8	91

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

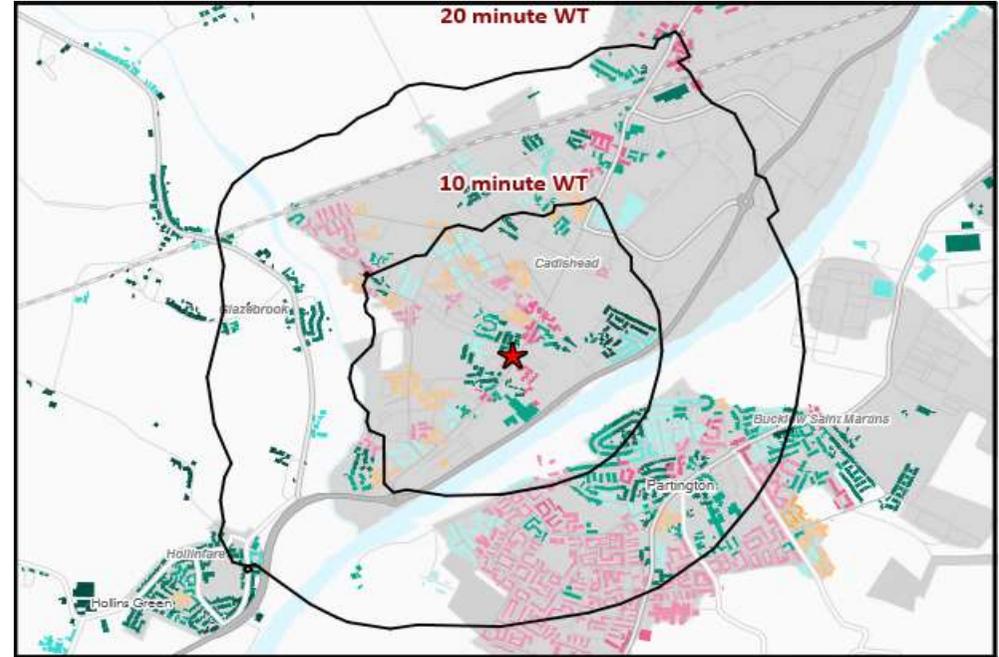
£17,945	£16,785	£21,595
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84	79	101
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Age Profile	18-24
	25-34
	35-44
	45-64
	65+

404	1,068	36,838
759	2,007	70,468
750	1,781	75,344
1,221	3,347	142,064
780	2,050	102,872

94	93	81
110	109	97
109	97	104
95	97	104
80	79	100



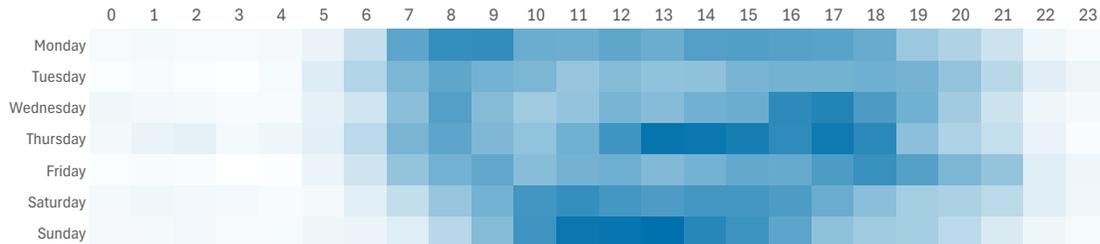
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Polaris Plus Segments

- ★ Pub Sites
- Ⓜ Catchment
- Young**
 - Low (Pink)
 - Medium (Red)
 - High (Magenta)
- Midlife - Young Kids**
 - Low (Light Orange)
 - Medium (Orange)
 - High (Dark Orange)
- Midlife - Carefree**
 - Low (Light Cyan)
 - Medium (Cyan)
 - High (Dark Cyan)
- Mature**
 - Low (Light Green)
 - Medium (Green)
 - High (Dark Green)

Mobile Data Summary

Time of Day/Day of Week



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	773	3,604	112,665	71	126	95
Midlife - Young Kids	876	1,514	25,992	205	135	56
Midlife - Carefree	791	1,615	64,395	128	100	95
Mature	1,474	3,520	218,971	85	78	116
Not Private Households	0	0	5,563	0	0	10,753
Total	3,914	10,253	427,586			



Per Pub - Coach & Horses

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

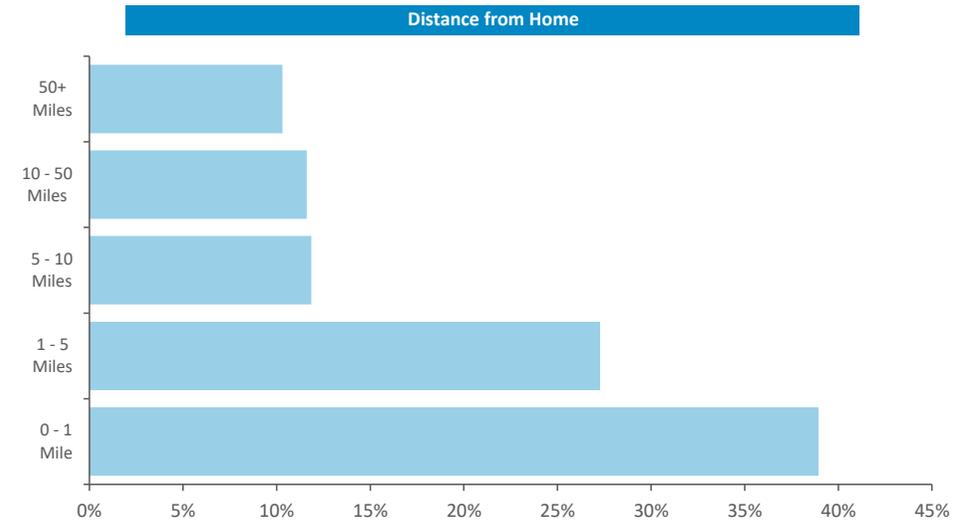
Adults 18+	3.914	10.253	427.586
Number of Competition Pubs	3	9	499
Adults 18+ per Competition Pub	1.305	1.139	857



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	133	3,4%	41
Circuit Bar	0	148	3,8%	91
Community Pub	3	1.077	27,5%	141
Craft Led	0	83	2,1%	59
Great Pub Great Food	0	277	7,1%	39
High Street Pub	0	1.009	25,8%	137
Premium Local	0	396	10,1%	60

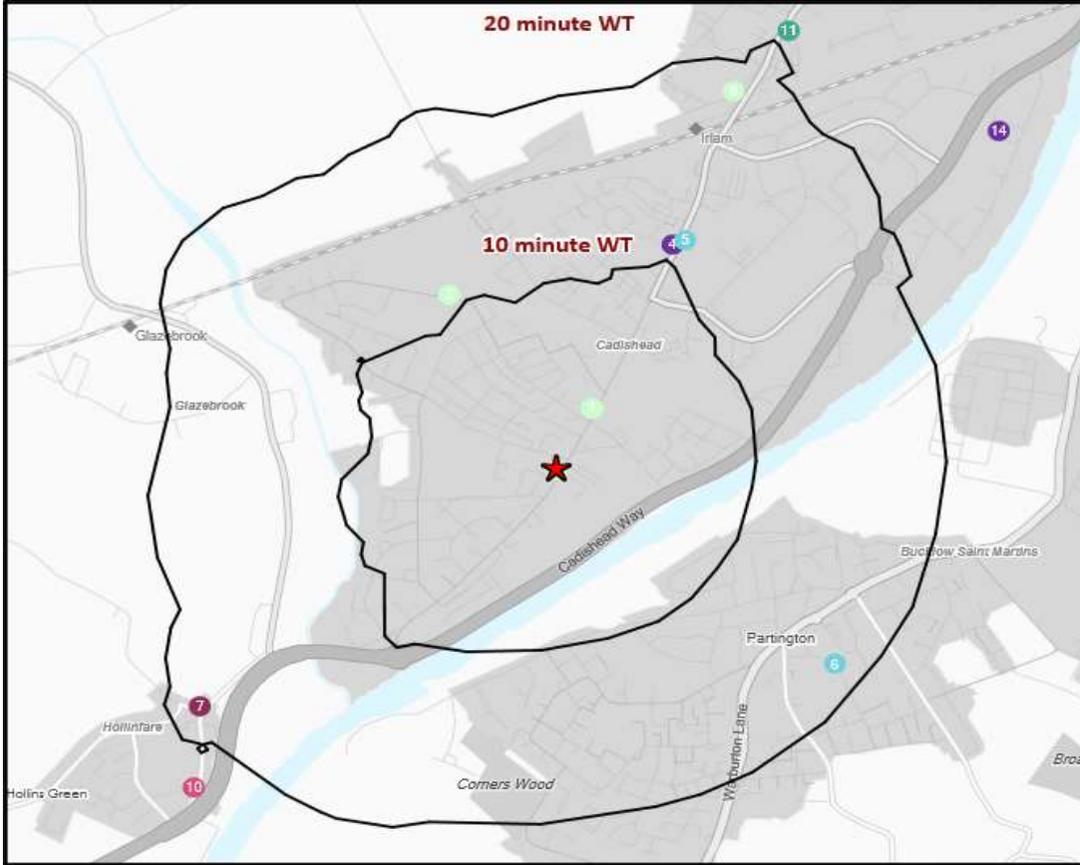
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	461	4,5%	54
Circuit Bar	0	576	5,6%	135
Community Pub	5	2.922	28,5%	146
Craft Led	0	269	2,6%	73
Great Pub Great Food	0	628	6,1%	34
High Street Pub	1	2.802	27,3%	145
Premium Local	1	990	9,7%	57

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	14	25.463	6,0%	72
Circuit Bar	26	16.203	3,8%	91
Community Pub	69	81.575	19,1%	98
Craft Led	0	12.156	2,8%	79
Great Pub Great Food	21	76.060	17,8%	98
High Street Pub	94	80.003	18,7%	99
Premium Local	69	78.230	18,3%	108



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Competition - Coach & Horses



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	Partington Working Mens Club	M 31 4FL	Independent Free	Clubland	26,0%	0,69
8	Old Stationhouse	M 44 5ZR	Independent Free	High Street Pub	23,9%	0,89
11	Irlam Catholic Men Social Club	M 44 5BE	Independent Free	Clubland	15,9%	1,05
3	Firs Pub	M 44 5AG	Independent Free	Community Pu	9,3%	0,43
10	Ye Olde Red Lion	WA 3 6JT	Star Pubs & Bars	Family Pub Din	9,1%	0,98
1	Plough	M 44 5DD	*Other Small Retail Groups	Community Pu	7,7%	0,15
15	Irlam Steel Rec & Social Club	M 44 6AJ	Independent Free	Clubland	5,2%	1,23
5	Royal Arms Club	M 44 5BQ	Independent Free	Clubland	2,5%	0,56
14	Pesto Restaurants	M 44 5PN	Independent Free	Restaurants	0,5%	1,14
0	Coach & Horses	M 44 5DB	Star Pubs & Bars	Community Pu	0,0%	0,00
1	Grocers Micro Pub	M 44 5DD	Independent Free	Community Pu	0,0%	0,15
4	Sundurban	M 44 5AF	Independent Free	Restaurants	0,0%	0,54
7	Black Swan	WA 3 6LA	Independent Free	Premium Local	0,0%	0,86
8	1923 At Irlam Station House	M 44 5ZR	Independent Free	Community Pu	0,0%	0,89
11	White Horse	M 44 5BE	Star Pubs & Bars	Community Pu	0,0%	1,05
11	Las Bombas	M 44 5BE	Independent Free	Casual Dining	0,0%	1,05

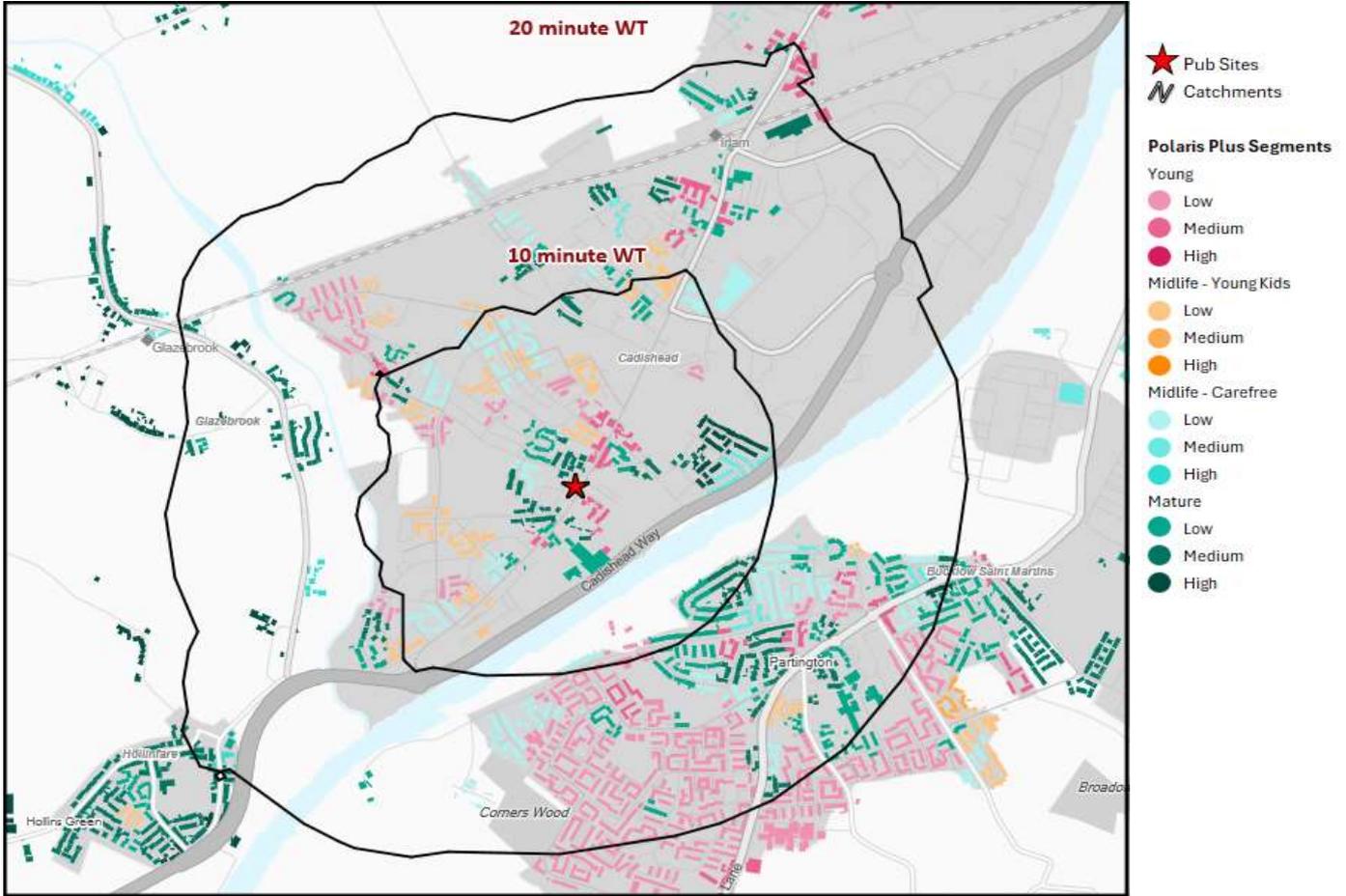
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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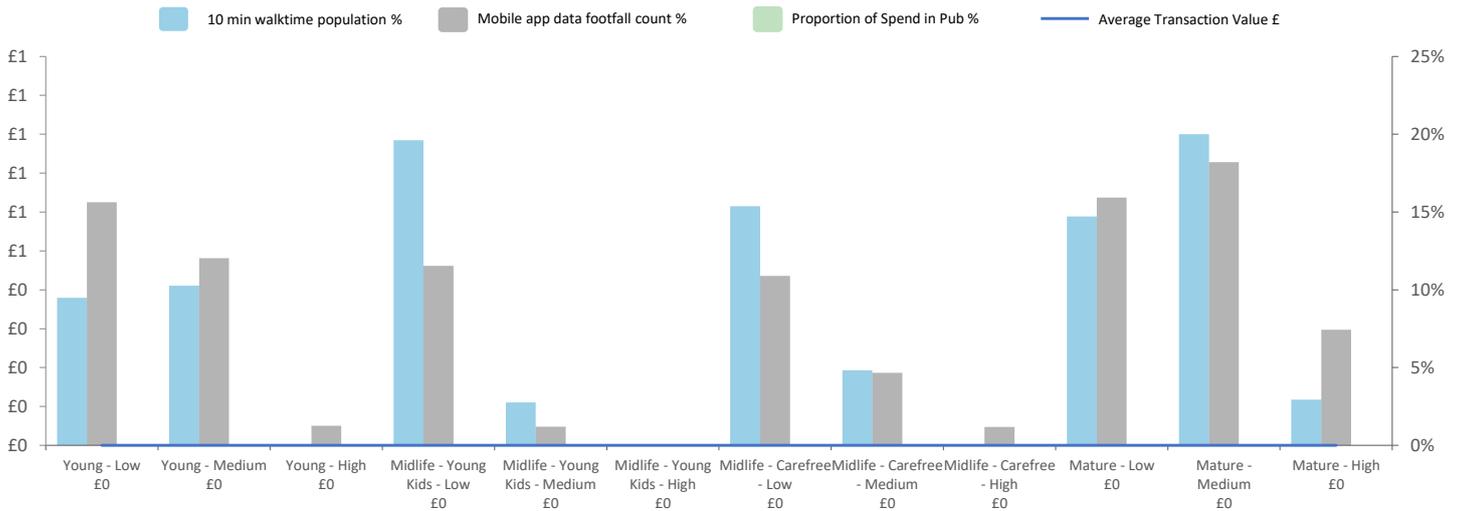
Catchment Summary - Coach & Horses

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
77052	Coach & Horses	M 44 5DB	Star Pubs & Bars	Community Pub	8



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Coach & Horses

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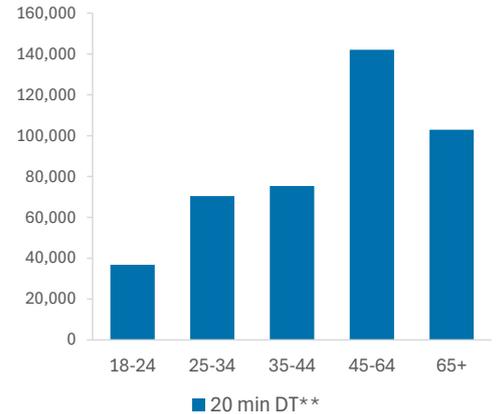
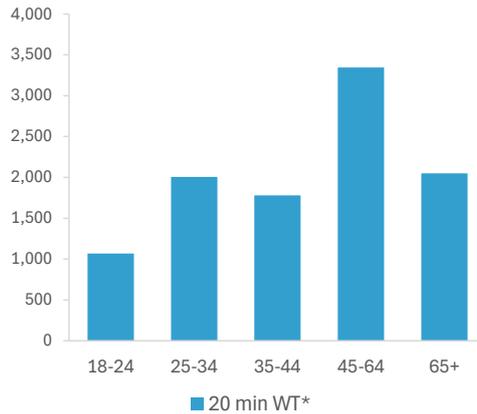
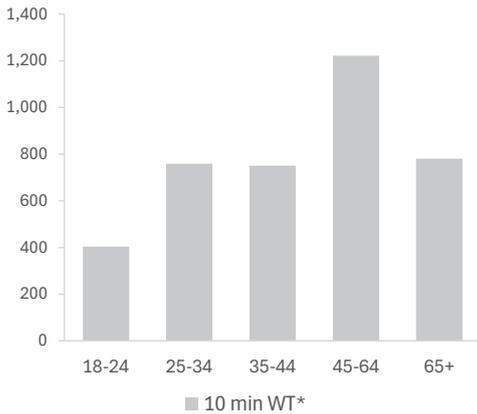
Over GB Average
Around GB Average
Under GB Average

*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		5,103	13,628	539,068	97	70	129
Adults 18+		3,914	10,253	427,586	88	63	127
Competition Pubs		3	9	499	16	20	124
Adults 18+ per Competition Pub		1,305	1,139	857	147	129	97
% Adults Likely to Drink		75,4%	73,9%	77,3%	100	98	102
Affluence	Low	59,2%	68,5%	35,2%	178	206	106
	Medium	37,9%	29,4%	38,7%	99	77	101
	High	2,9%	2,1%	24,8%	11	8	91
Mean Net Disposable income (£pa)		£17,945	£16,785	£21,595	84	79	101
Age Profile	18-24	404	1,068	36,838	94	93	81
	25-34	759	2,007	70,468	110	109	97
	35-44	750	1,781	75,344	109	97	104
	45-64	1,221	3,347	142,064	95	97	104
	65+	780	2,050	102,872	80	79	100

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



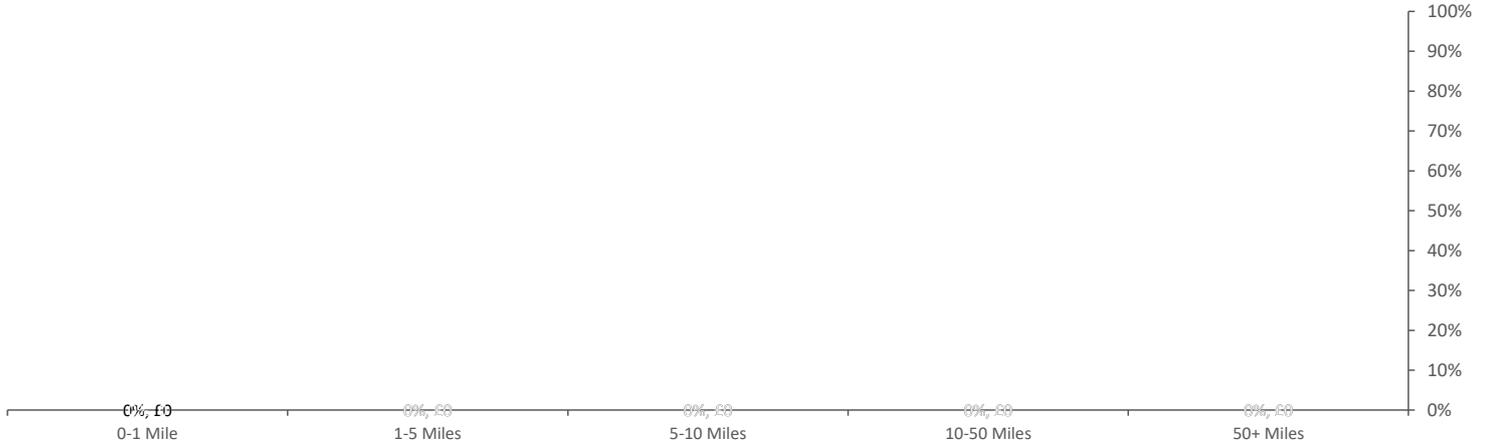
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,436 (48%)	6,468 (47%)	265,171 (49%)	97	97	100
	Female	2,667 (52%)	7,160 (53%)	273,897 (51%)	103	103	100
Economic Status (16+)	Employed: Full-time	1,664 (41%)	3,869 (36%)	166,802 (38%)	120	106	110
	Employed: Part-time	486 (12%)	1,403 (13%)	52,772 (12%)	99	109	99
	Self employed	231 (6%)	627 (6%)	34,096 (8%)	62	64	84
	Unemployed	126 (3%)	362 (3%)	10,593 (2%)	122	133	94
	Full-time student	70 (2%)	168 (2%)	7,713 (2%)	73	67	74
	Retired	809 (20%)	1,953 (18%)	99,703 (23%)	91	84	103
	Other	656 (16%)	2,231 (21%)	68,660 (16%)	93	120	89
Total Worker Count		2,290	4,592	309,696			

See the Glossary page for further information on the above variables

Transactional Data Summary - Coach & Horses

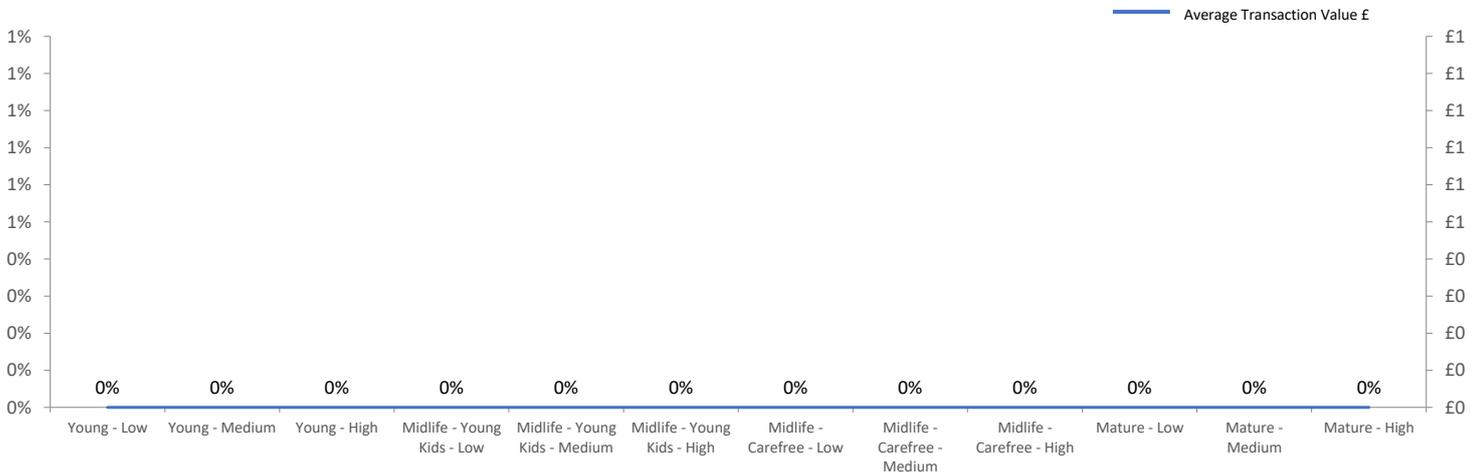
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Spend by Polaris and Distance from Home



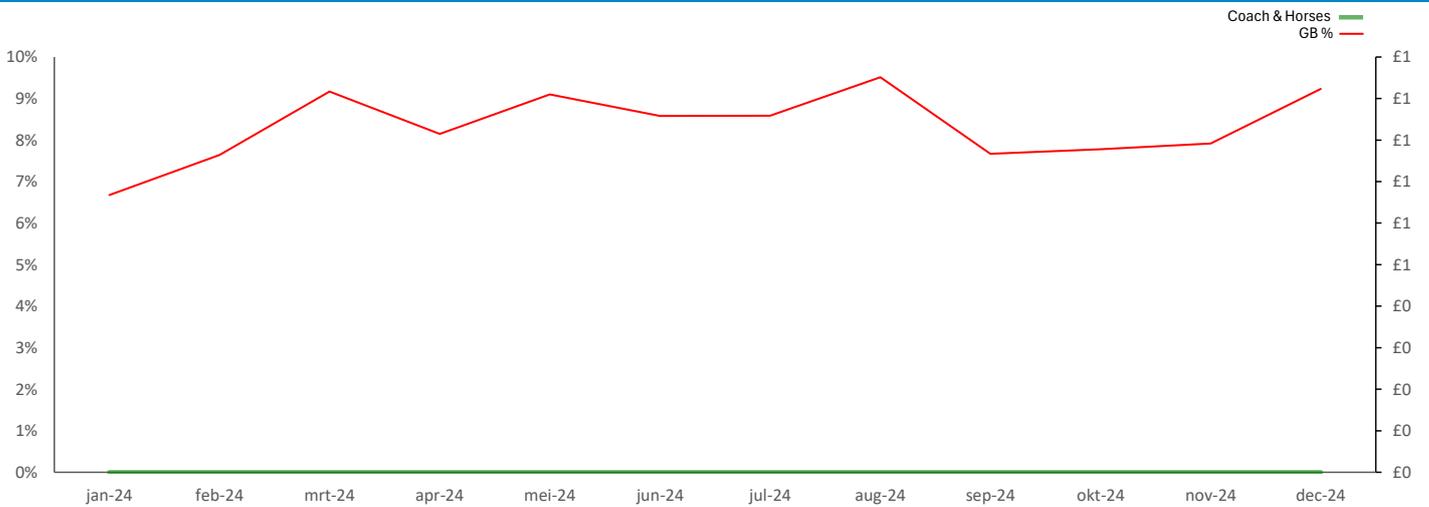
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



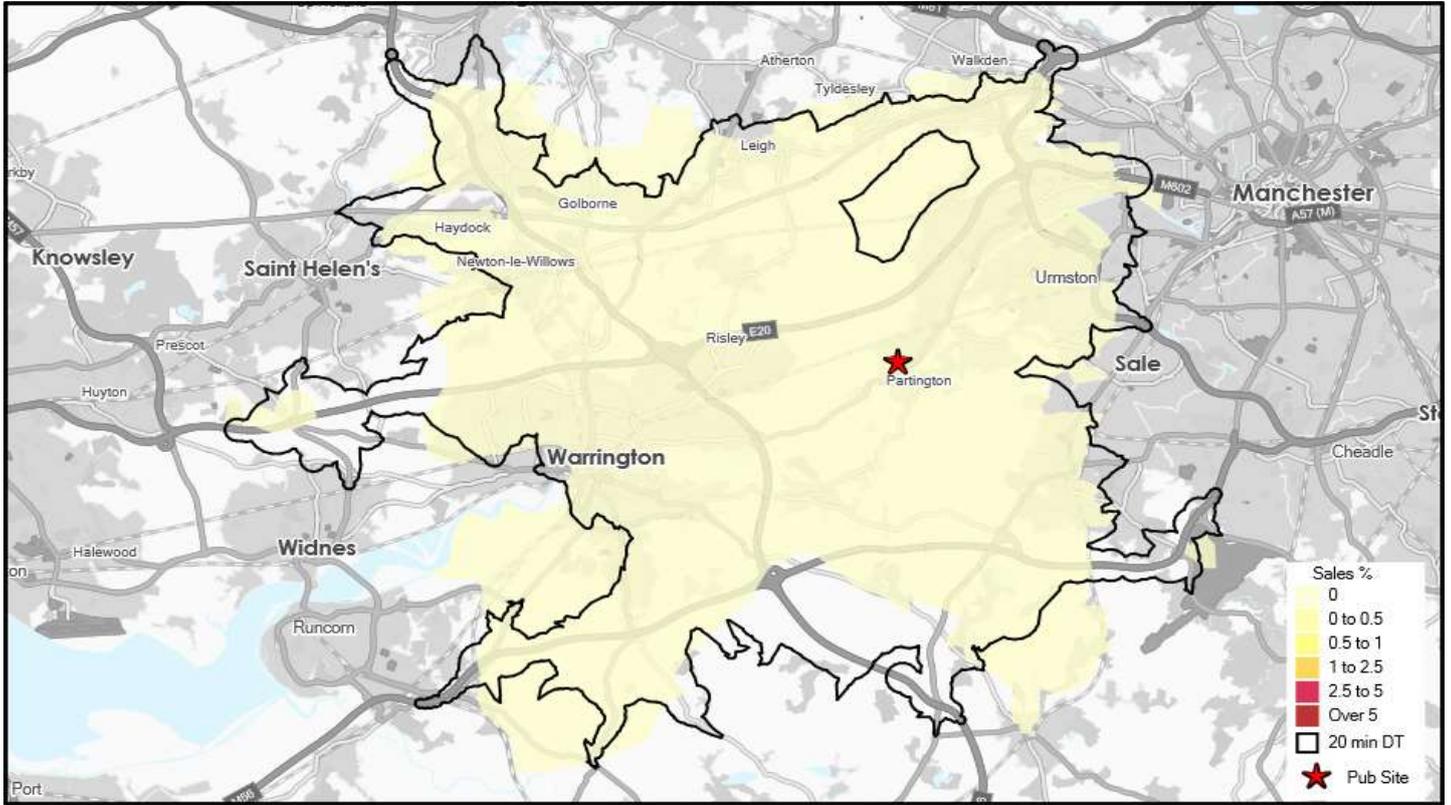
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



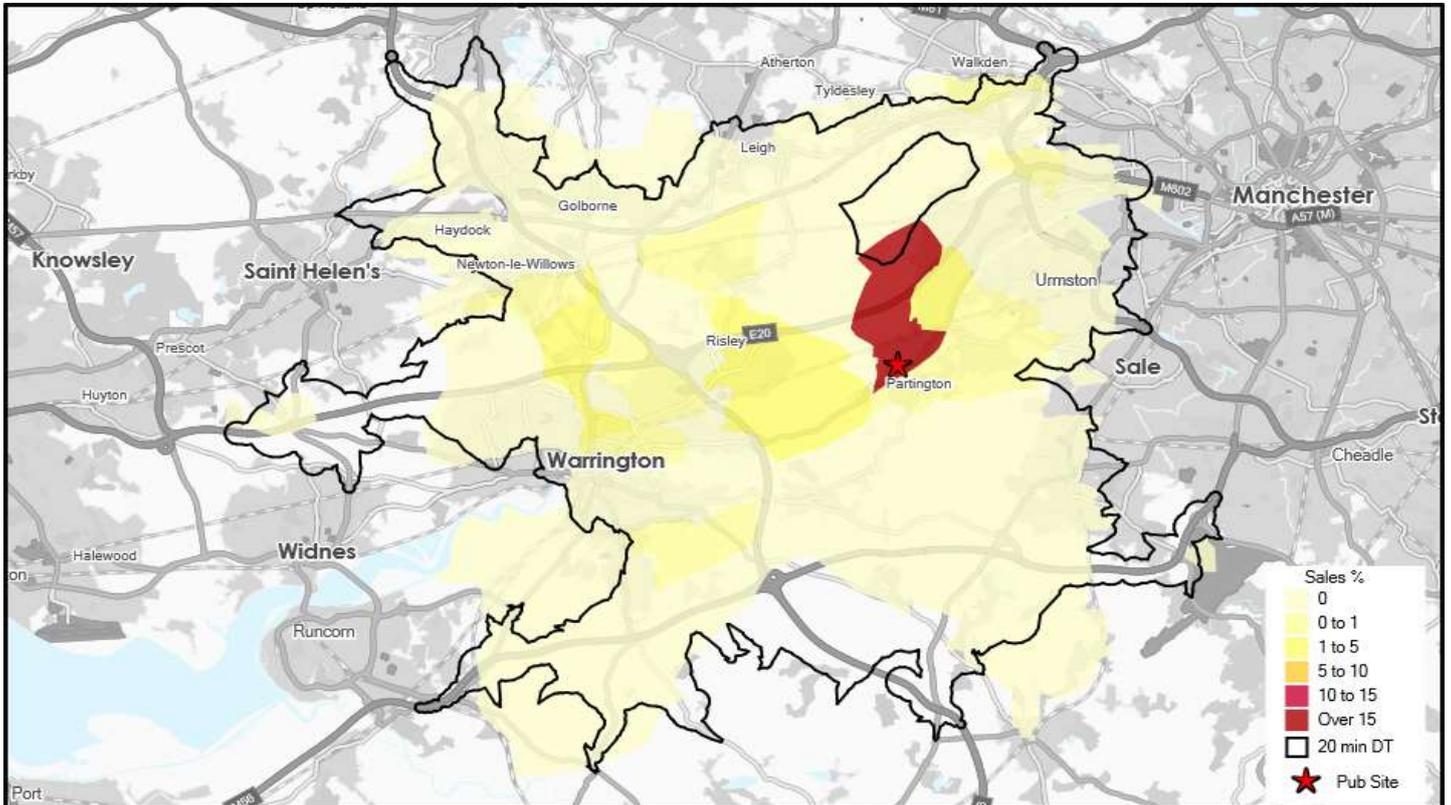
Seasonality of the spend split by month

Coach & Horses Share of Spend from Postcode Sectors within 20 minute Drive



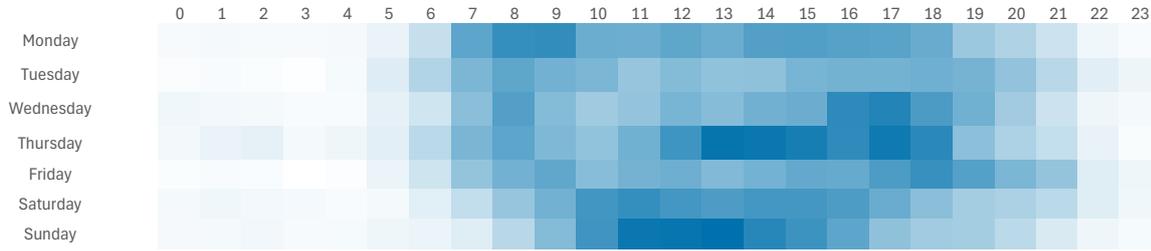
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Coach & Horses



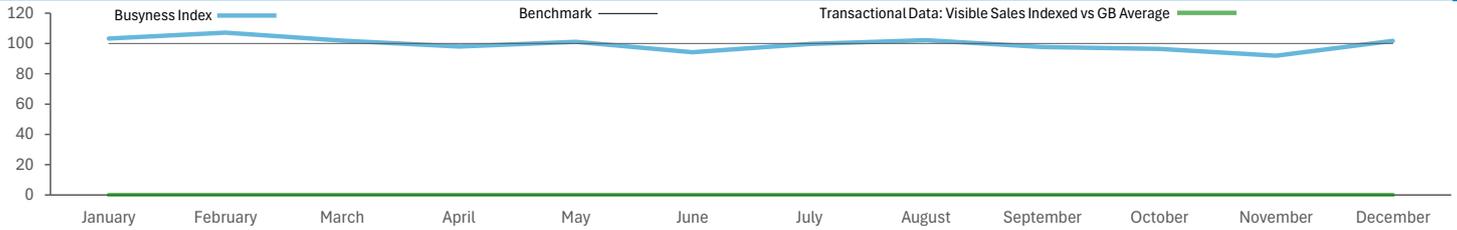
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



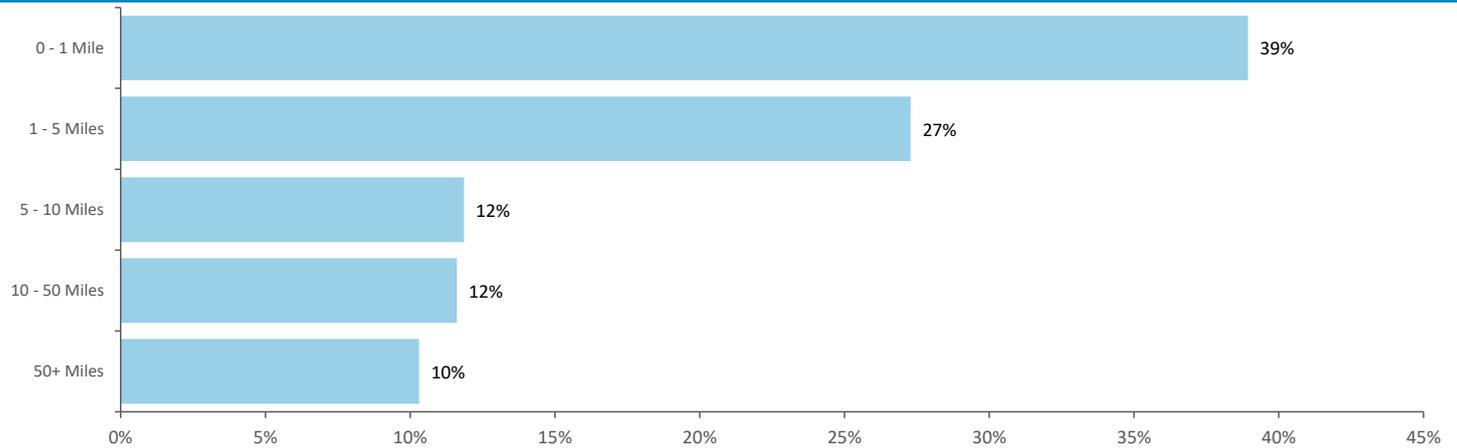
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

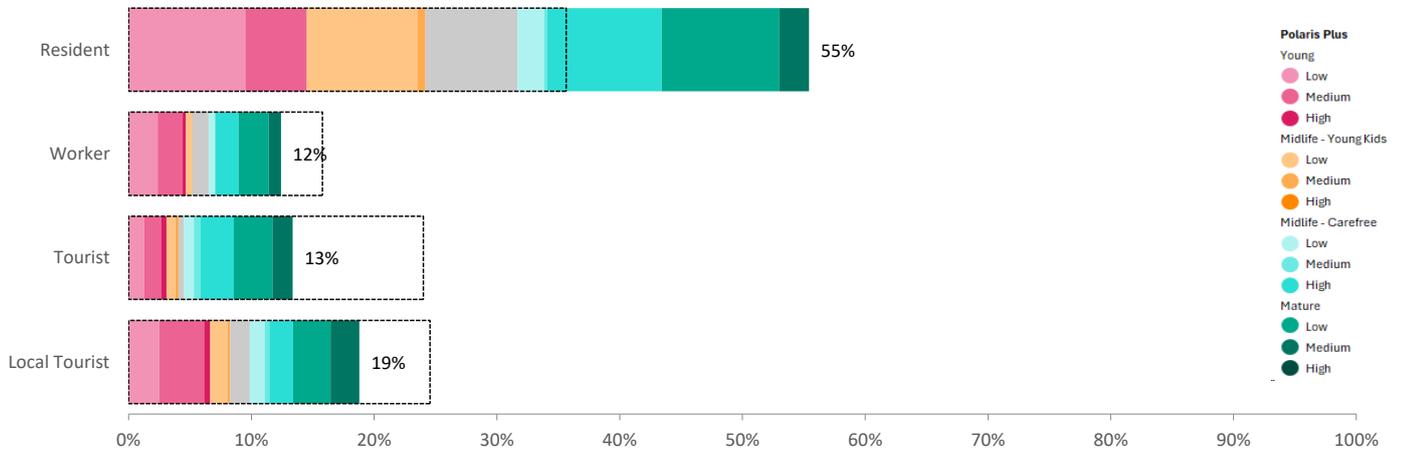
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB

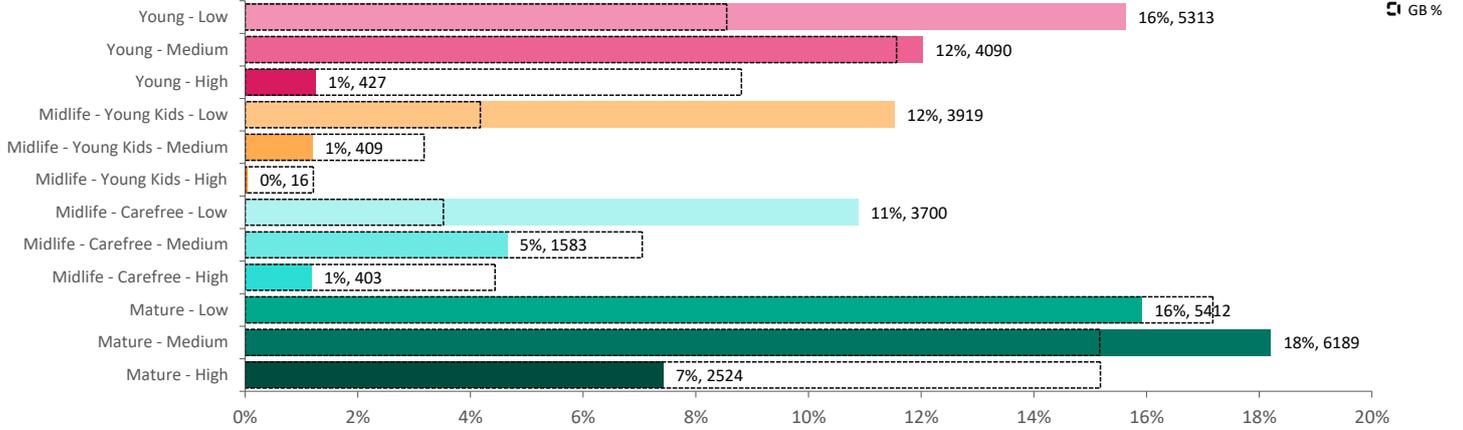


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Coach & Horses

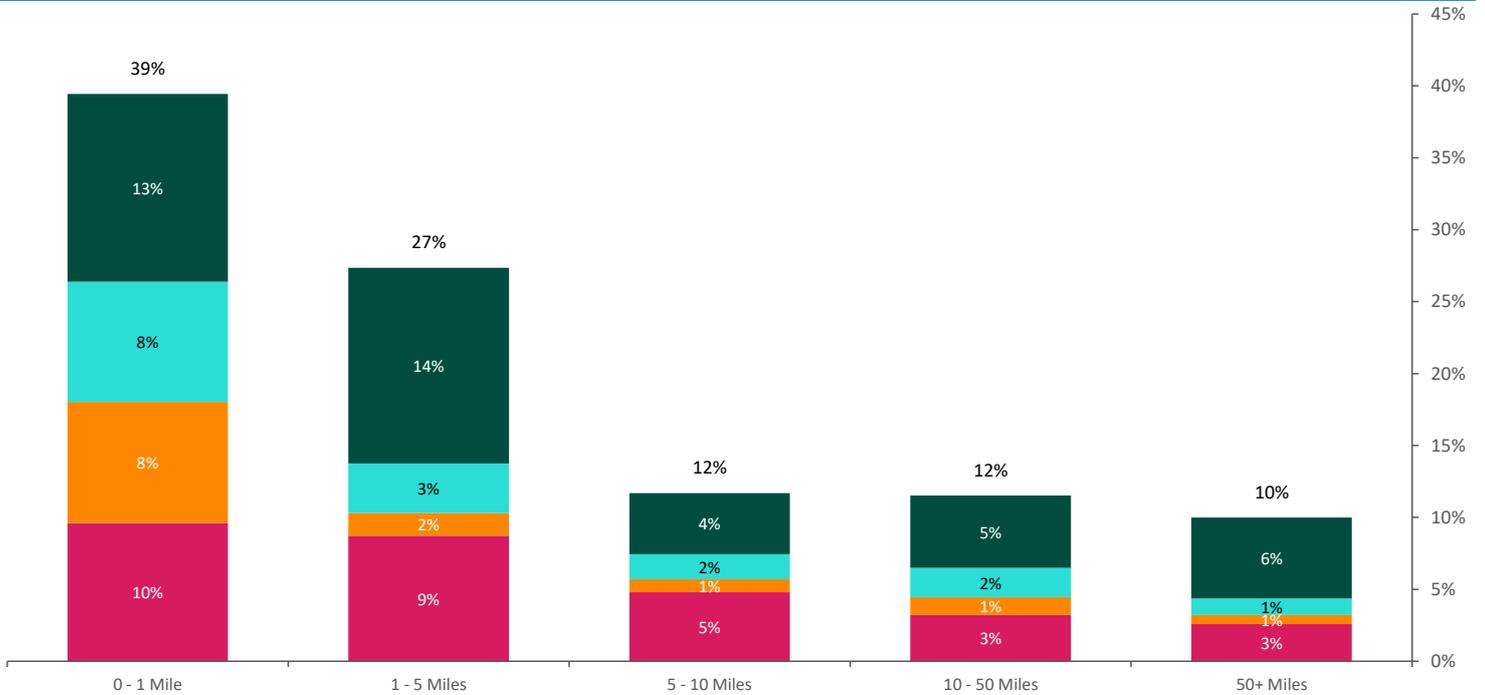
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Polaris Plus Profile



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



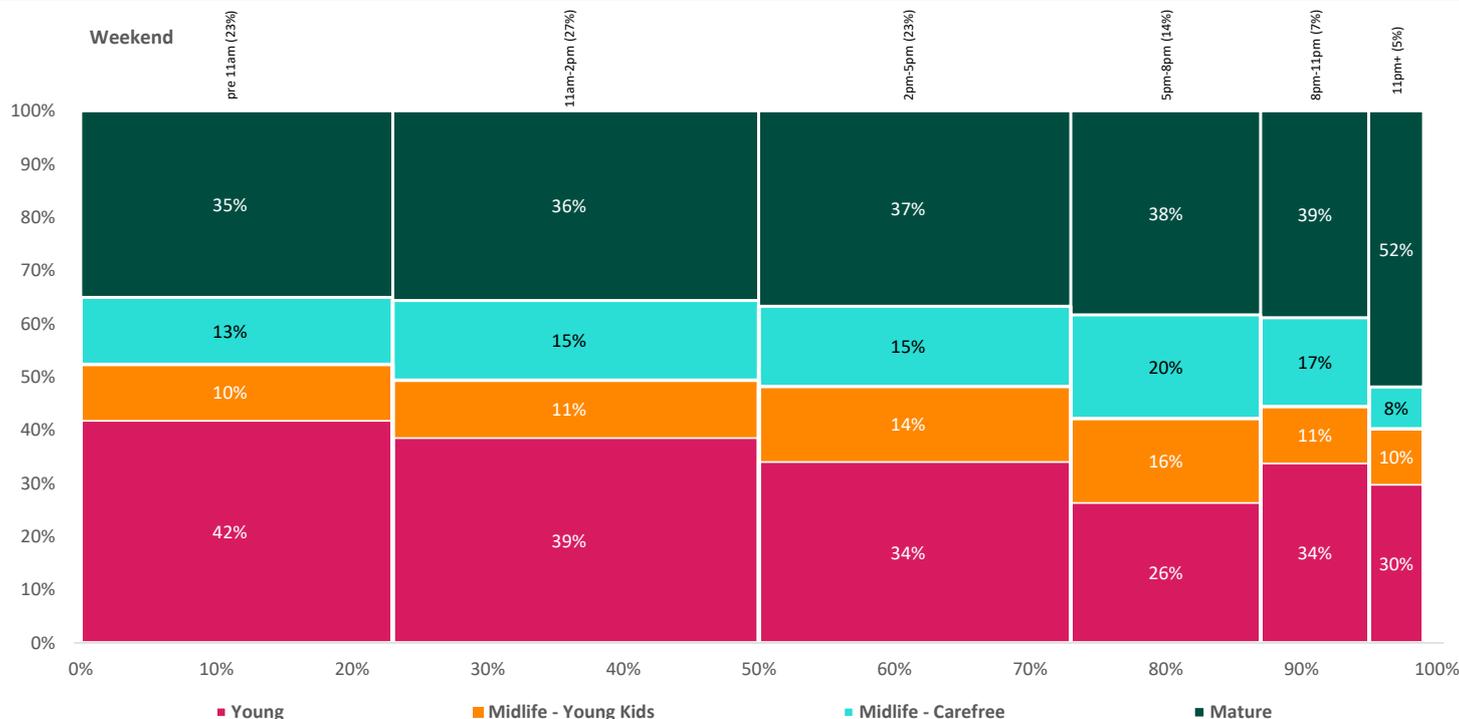
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



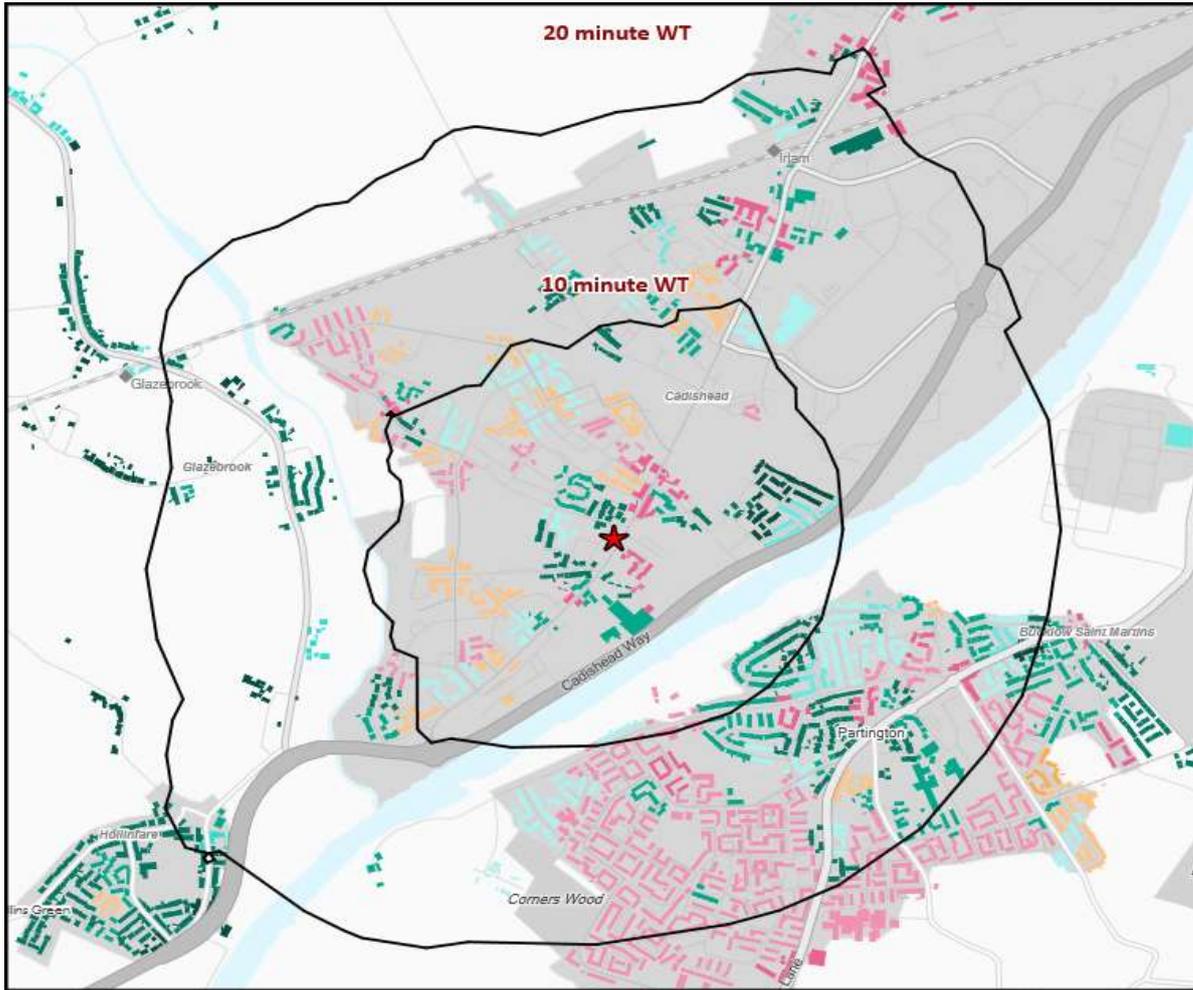
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		3.798	2.223	2.590	2.851	899	740	13.101
Midlife - Carefree		1.263	720	922	1.122	623	104	4.754
Midlife - Young Kids		1.104	731	785	840	339	184	3.983
Young		3.100	2.086	2.405	1.814	970	397	10.772
All		9.264	5.760	6.702	6.627	2.831	1.426	32.610

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.025	1.221	1.083	676	365	324	4.694
Midlife - Young Kids		370	515	448	344	158	50	1.885
Midlife - Carefree		306	368	415	278	99	65	1.530
Mature		1.227	1.327	1.011	467	319	187	4.538
All		2.928	3.431	2.957	1.765	940	626	12.647

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

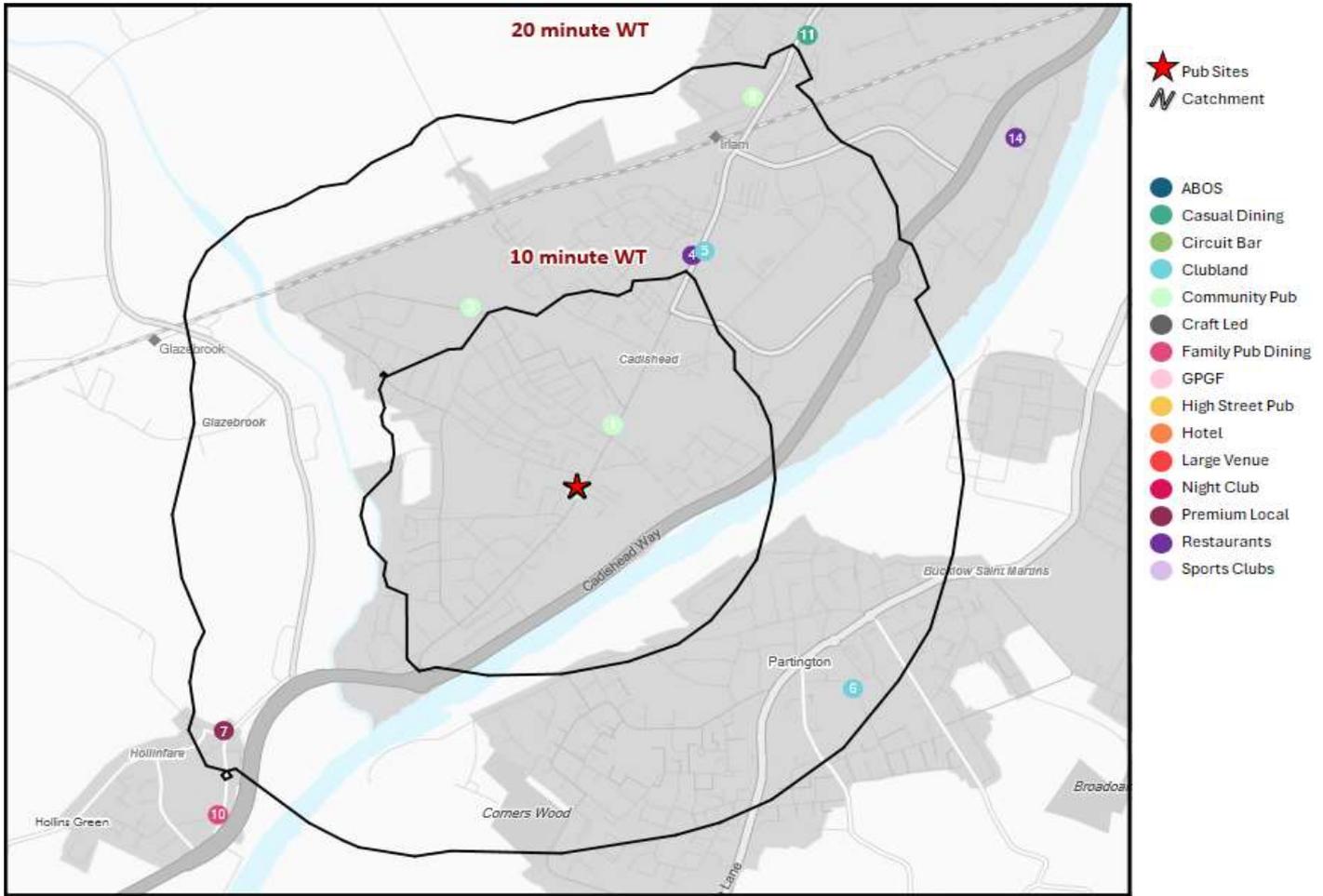


Polaris Plus Profile by Catchment

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	371	2.766	48.513	96	274	115
Medium	402	838	53.777	92	73	112
High	0	0	10.375	0	0	36
Midlife - Young Kids						
Low	768	1.353	21.684	358	241	92
Medium	108	161	3.375	64	37	18
High	0	0	933	0	0	19
Midlife - Carefree						
Low	602	1.353	30.850	368	316	173
Medium	189	251	21.483	68	34	71
High	0	11	12.062	0	2	63
Mature						
Low	576	1.555	49.376	108	111	84
Medium	783	1.762	86.748	129	111	130
High	115	203	82.847	20	13	129
Not Private Households	0	0	5.563	0	0	108
Total	3.914	10.253	427.586			

*WT= Walktime, **DT= Drivetime



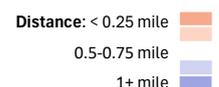


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Coach & Horses	M 44 5DB	Star Pubs & Bars	Community Pub	0,0%	0,0%	0,00
1	Plough	M 44 5DD	*Other Small Retail Groups	Community Pub	7,7%	75,0%	0,15
1	Grocers Micro Pub	M 44 5DD	Independent Free	Community Pub	0,0%	0,0%	0,15
3	Firs Pub	M 44 5AG	Independent Free	Community Pub	9,3%	92,1%	0,43
4	Sundurban	M 44 5AF	Independent Free	Restaurants	0,0%	0,0%	0,54
5	Royal Arms Club	M 44 5BQ	Independent Free	Clubland	2,5%	85,2%	0,56
6	Partington Working Mens Club	M 31 4FL	Independent Free	Clubland	26,0%	97,9%	0,69
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8	Old Stationhouse	M 44 5ZR	Independent Free	High Street Pub	23,9%	68,9%	0,89
8	1923 At Irlam Station House	M 44 5ZR	Independent Free	Community Pub	0,0%	0,0%	0,89
10	Ye Olde Red Lion	WA 3 6JT	Star Pubs & Bars	Family Pub Dining	9,1%	87,2%	0,98
11	White Horse	M 44 5BE	Star Pubs & Bars	Community Pub	0,0%	0,0%	1,05
11	Irlam Catholic Men Social Club	M 44 5BE	Independent Free	Clubland	15,9%	87,0%	1,05
11	Las Bombas	M 44 5BE	Independent Free	Casual Dining	0,0%	0,0%	1,05
14	Pesto Restaurants	M 44 5PN	Independent Free	Restaurants	0,5%	1,3%	1,14
15	Irlam Steel Rec & Social Club	M 44 6AJ	Independent Free	Clubland	5,2%	88,7%	1,23

* 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



■ Over GB Average
■ Around GB Average
■ Under GB Average

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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	<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.

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 a 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.

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							