Catchment Summary - Tally Ho Hotel Winchburgh

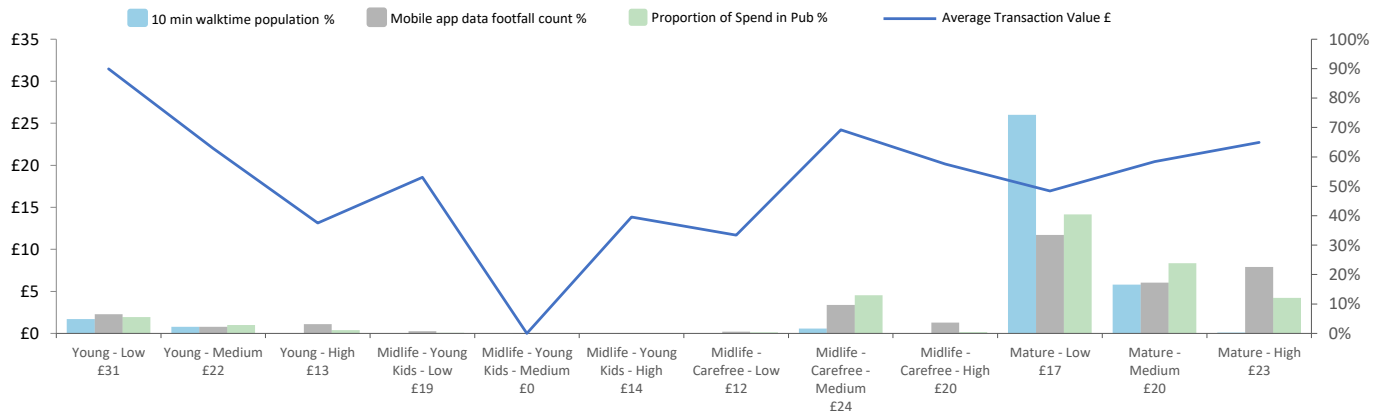| Ship To	Name	Postcode	Operator	Segment	Sparsity
626687	Tally Ho Hotel Winchburgh	EH52 6TP	Star Pubs & Bars	Hotel	12
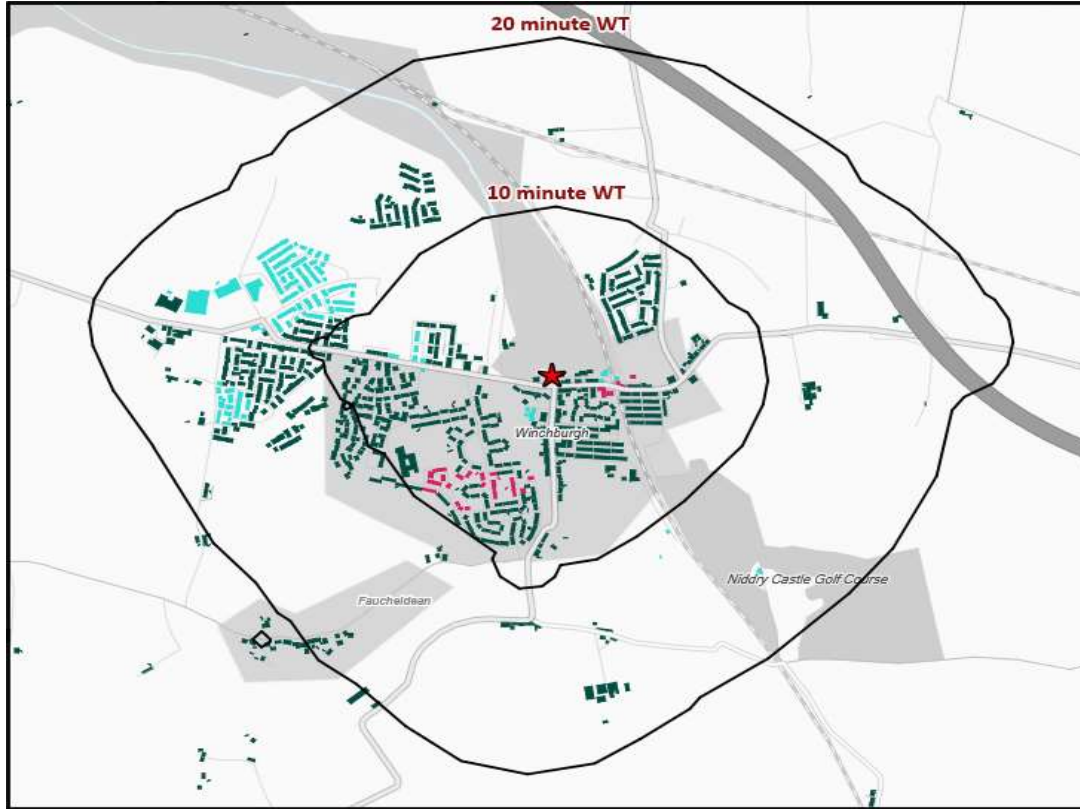
Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

| Segment | Young - Low £31 | Young - Medium £22 | Young - High £13 | Midlife - Young Kids - Low £19 | Midlife - Young Kids - Medium £0 | Midlife - Young Kids - High £14 | Midlife - Carefree - Low £12 | Midlife - Carefree - Medium £24 | Midlife - Carefree - High £20 | Mature - Low £17 | Mature - Medium £20 | Mature - High £23 |

See the Glossary page for further information on the above variables

Catchment Summary - Tally Ho Hotel Winchburgh

*WT= Walktime, **DT= Drivetime

| | Over GB Average |
| Around GB Average |
| Under GB Average |

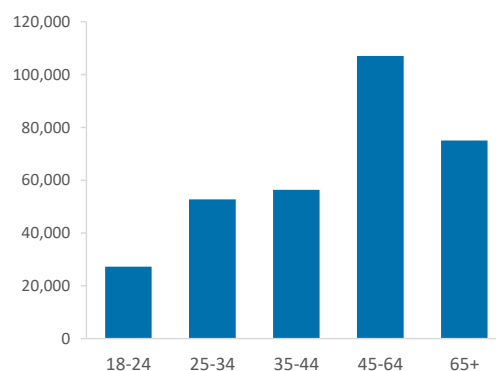|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		2,079	2,486	398,368	39	13	91
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,671	1,981	318,482	37	13	91
Competition Pubs		4	4	233	22	11	56
Adults 18+ per Competition Pub		418	495	1,367	49	58	159
% Adults Likely to Drink		77.4%	77.3%	79.0%	102	101	104
Affluence	Low	79.2%	82.4%	42.8%	238	248	129
	Medium	20.5%	17.3%	28.3%	54	45	74
	High	0.3%	0.3%	27.6%	1	1	101

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	124	144	27,267	73	71	84
	25-34	277	321	52,749	100	97	99
	35-44	345	429	56,362	125	130	107
	45-64	561	672	107,078	105	105	105
	65+	364	415	75,026	91	87	98
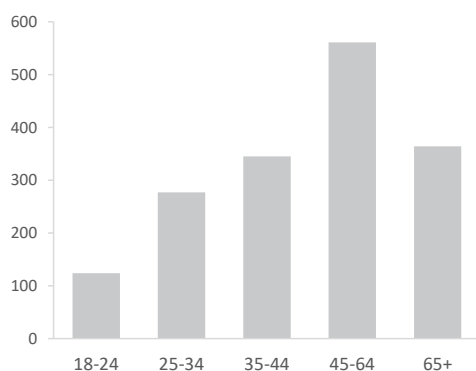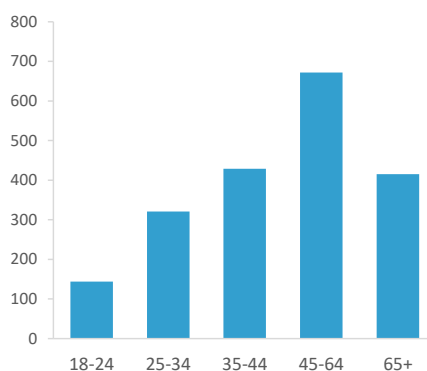
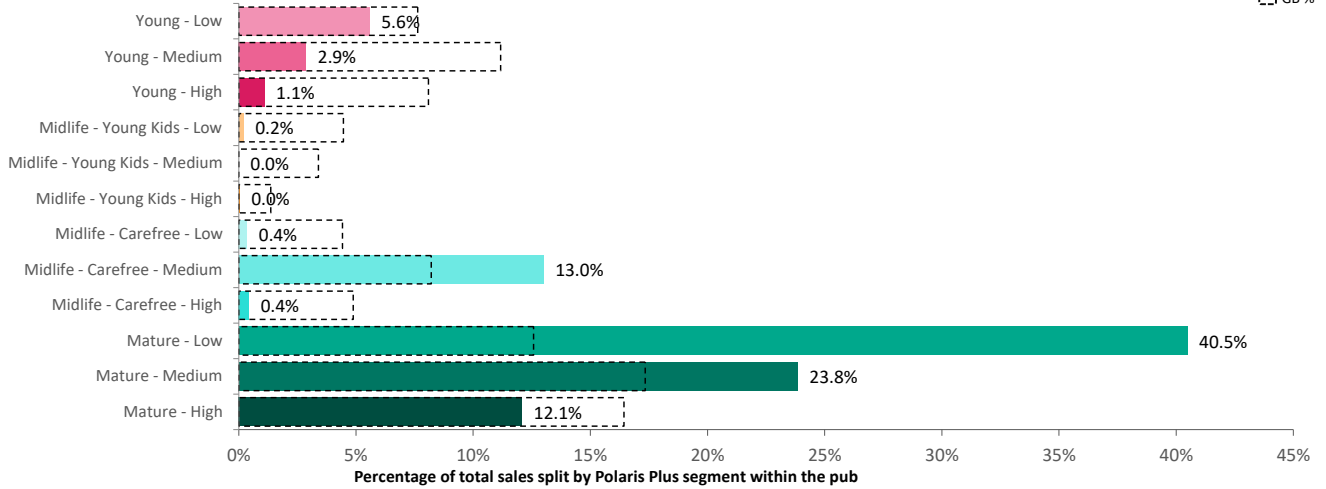|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	995 (48%)	1,204 (48%)	195,164 (49%)	98	99	100
	Female	1,084 (52%)	1,282 (52%)	203,204 (51%)	102	101	100
Economic Status (16+)	Employed: Full-time	725 (42%)	876 (43%)	133,064 (41%)	123	125	118
	Employed: Part-time	184 (11%)	221 (11%)	40,600 (12%)	90	91	104
	Self employed	77 (4%)	95 (5%)	18,988 (6%)	49	51	63
	Unemployed	44 (3%)	51 (3%)	6,872 (2%)	93	91	76
	Full-time student	45 (3%)	57 (3%)	9,101 (3%)	110	118	117
	Retired	426 (25%)	492 (24%)	77,842 (24%)	114	110	109
	Other	213 (12%)	245 (12%)	41,063 (13%)	71	69	72
Total Worker Count		440	457	201,203			

See the Glossary page for further information on the above variables

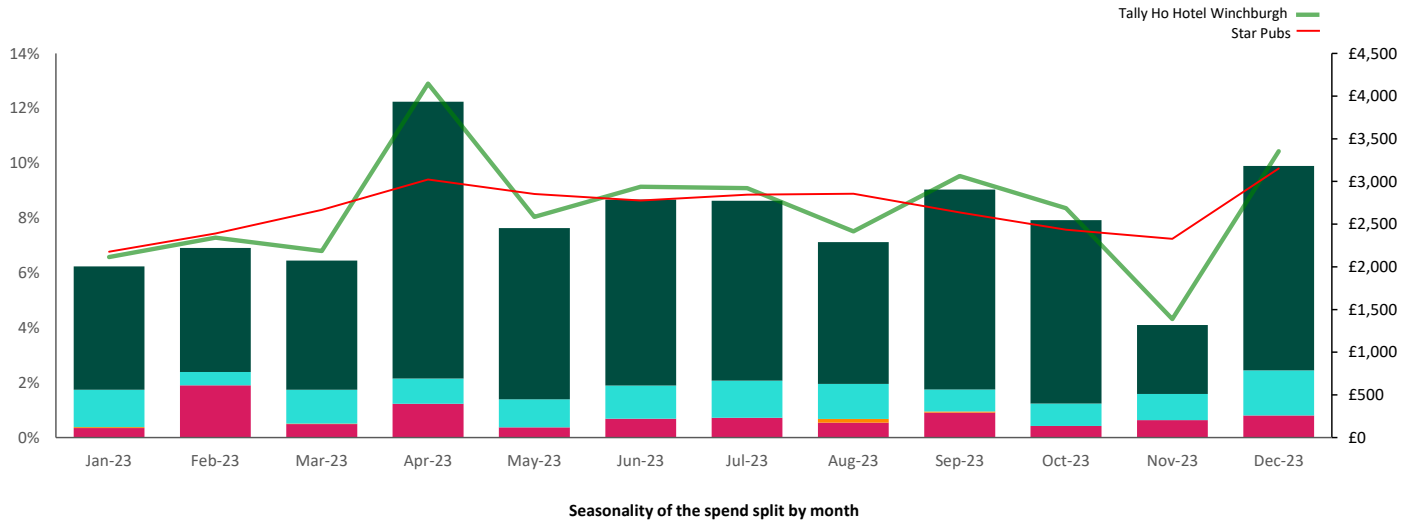# Transactional Data Summary - Tally Ho Hotel Winchburgh

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	5.6%
Young - Medium	2.9%
Young - High	1.1%
Midlife - Young Kids - Low	0.2%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.4%
Midlife - Carefree - Medium	13.0%
Midlife - Carefree - High	0.4%
Mature - Low	40.5%
Mature - Medium	23.8%
Mature - High	12.1%

Percentage of total sales split by Polaris Plus segment within the pub

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

Average Transaction Value £

| Segment	%
Young - Low	3.0%
Young - Medium	3.0%
Young - High	2.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	11.0%
Midlife - Carefree - High	0.0%
Mature - Low	47.0%
Mature - Medium	23.0%
Mature - High	10.0%
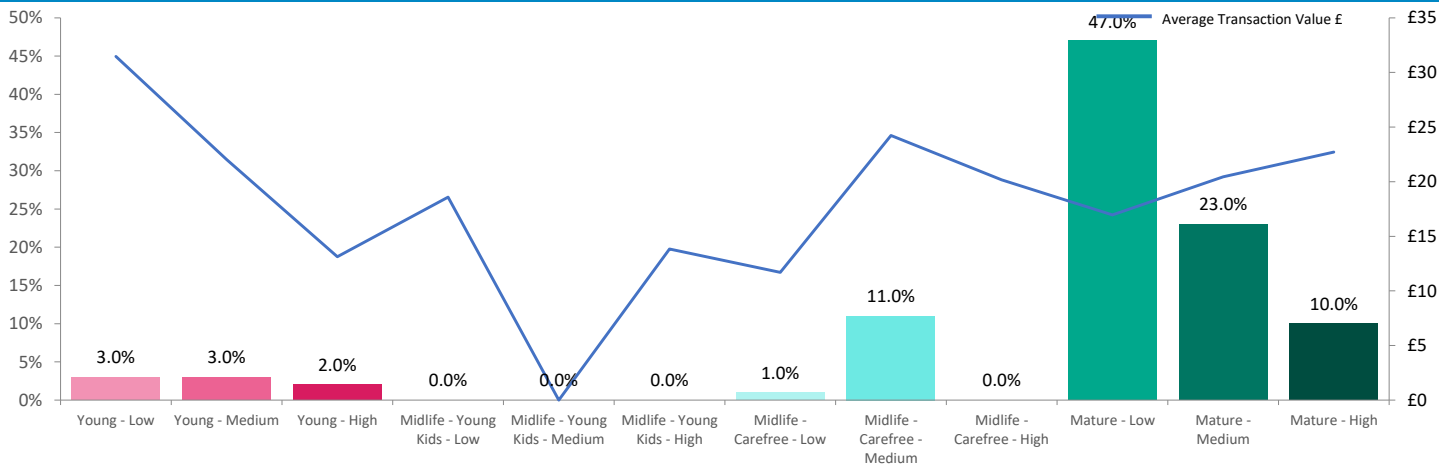
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Tally Ho Hotel Winchburgh
Star Pubs

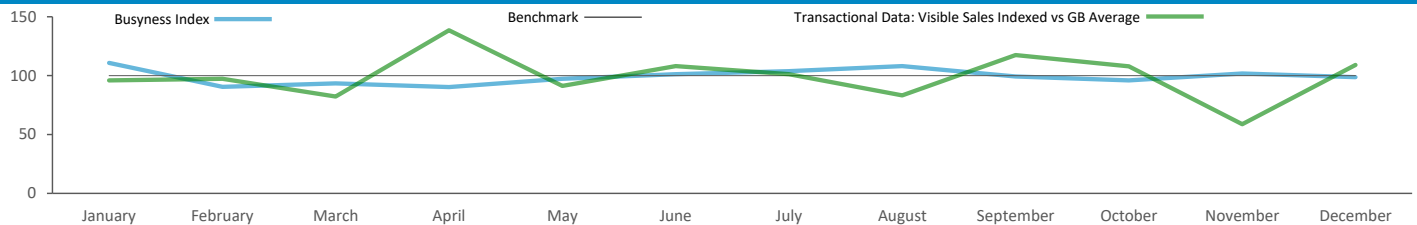**Seasonality of the spend split by month**

Mobile Data Summary - Tally Ho Hotel Winchburgh
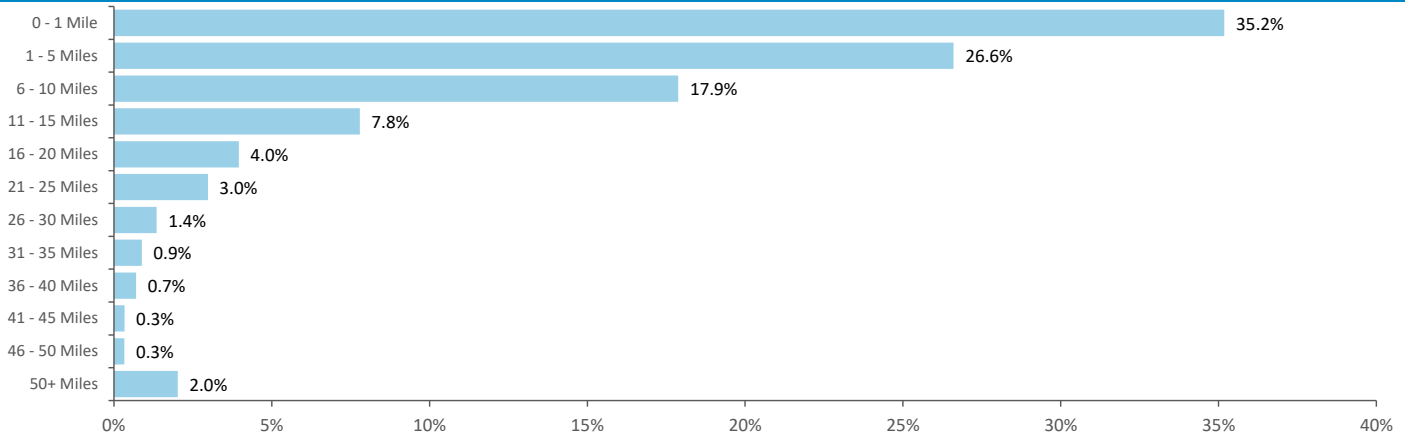
Time of Day/Day of Week
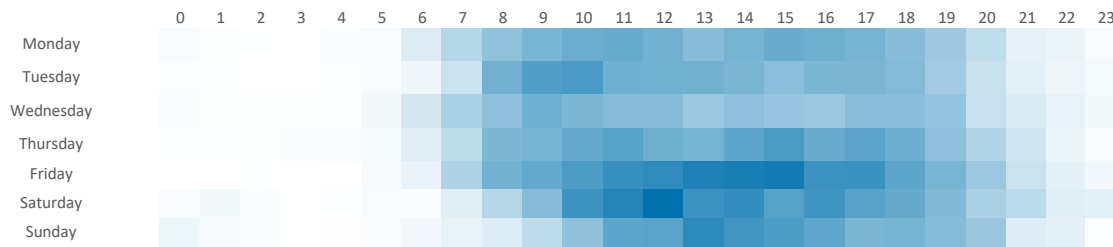
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	35.2%
1 - 5 Miles	26.6%
6 - 10 Miles	17.9%
11 - 15 Miles	7.8%
16 - 20 Miles	4.0%
21 - 25 Miles	3.0%
26 - 30 Miles	1.4%
31 - 35 Miles	0.9%
36 - 40 Miles	0.7%
41 - 45 Miles	0.3%
46 - 50 Miles	0.3%
50+ Miles	2.0%

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

Classification	Percentage
Resident	57.3%
Worker	2.9%
Tourist	11.1%
Local Tourist	28.6%
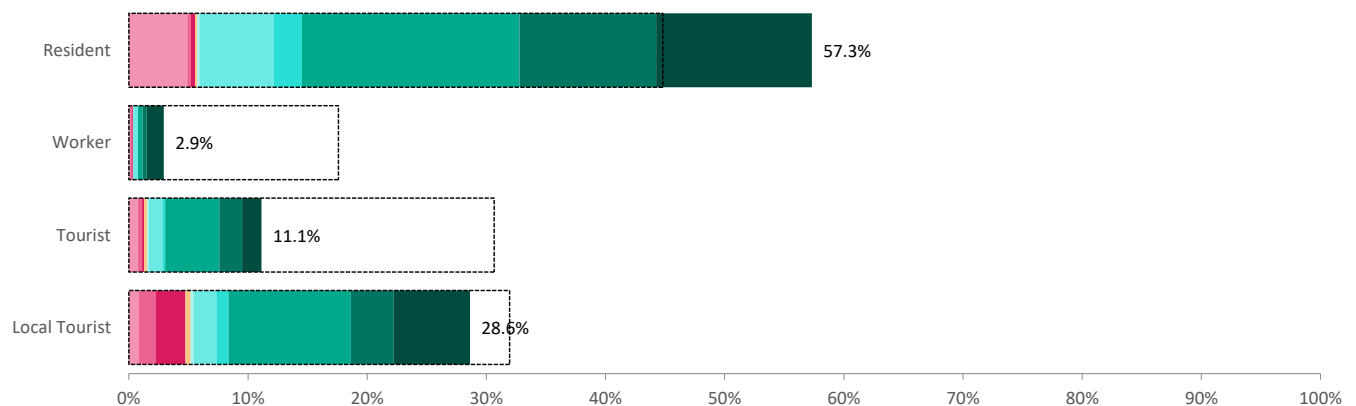
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Tally Ho Hotel Winchburgh

★star
PUBS & BARS

Polaris Plus Profile

⬚ GB %

Category	Value
Young - Low	6.6%
Young - Medium	2.2%
Young - High	3.1%
Midlife - Young Kids - Low	0.8%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.6%
Midlife - Carefree - Medium	9.7%
Midlife - Carefree - High	3.6%
Mature - Low	33.5%
Mature - Medium	17.3%
Mature - High	22.6%
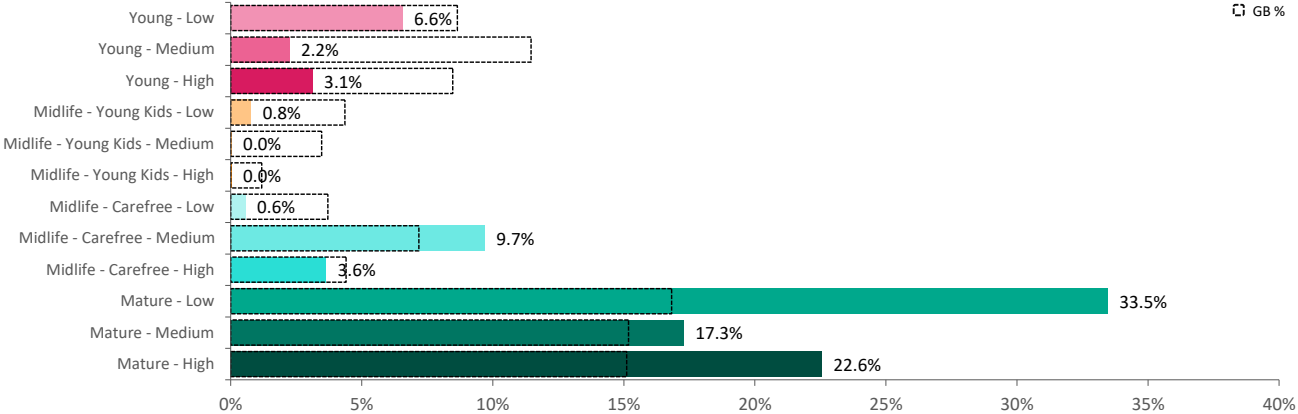
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
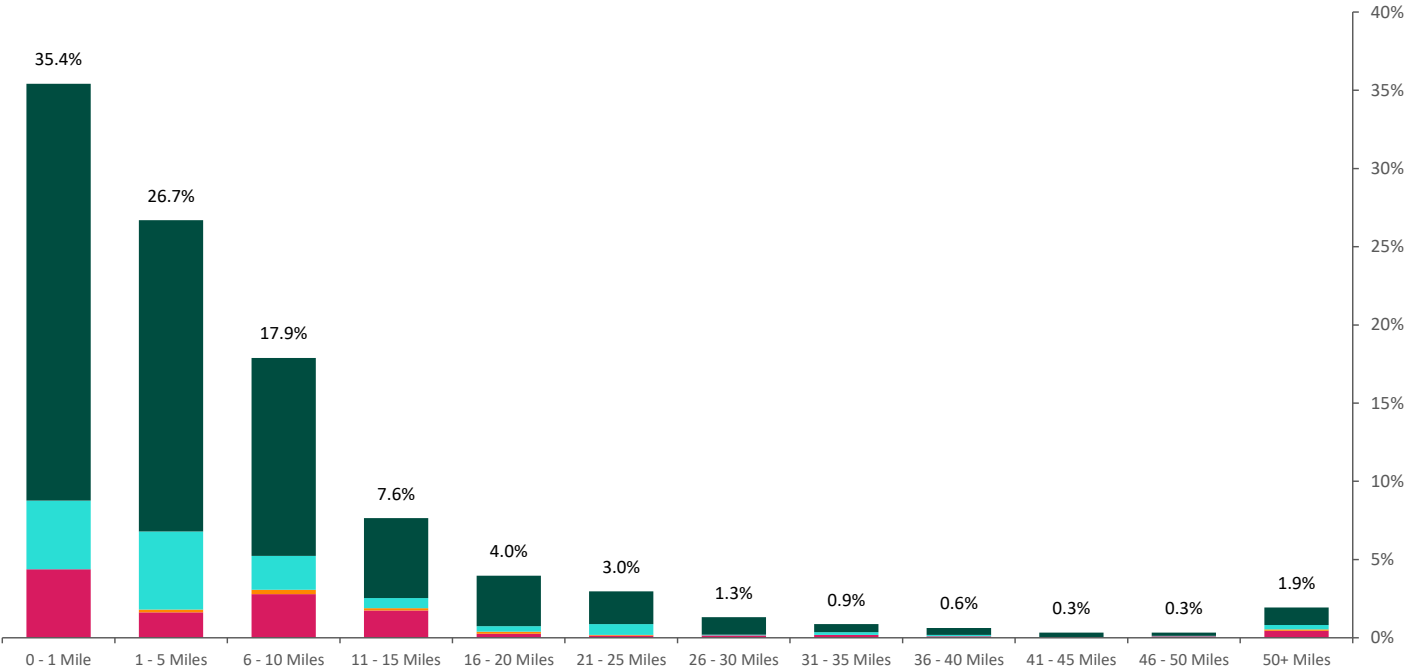
Distance	Value
0 - 1 Mile	35.4%
1 - 5 Miles	26.7%
6 - 10 Miles	17.9%
11 - 15 Miles	7.6%
16 - 20 Miles	4.0%
21 - 25 Miles	3.0%
26 - 30 Miles	1.3%
31 - 35 Miles	0.9%
36 - 40 Miles	0.6%
41 - 45 Miles	0.3%
46 - 50 Miles	0.3%
50+ Miles	1.9%

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

Mobile Data Summary - Tally Ho Hotel Winchburgh

star
PUBS&BARS

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

Weekday

Columns: pre 11am (27%), 11am-2pm (23%), 2pm-5pm (23%), 5pm-8pm (20%), 8pm-11pm (7%), 11pm+ (1%)

	pre 11am (27%)	11am-2pm (23%)	2pm-5pm (23%)	5pm-8pm (20%)	8pm-11pm (7%)	11pm+ (1%)
Mature	75.4%	73.8%	75.2%	71.6%	73.3%	67
Midlife - Carefree	11.7%	13.3%	12.3%	16.6%	13.2%	
Midlife - Young Kids	0.6%	0.7%	0.6%	1.4%	1.1%	2.5%
Young	12.3%	12.1%	11.9%	10.4%	12.4%	

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
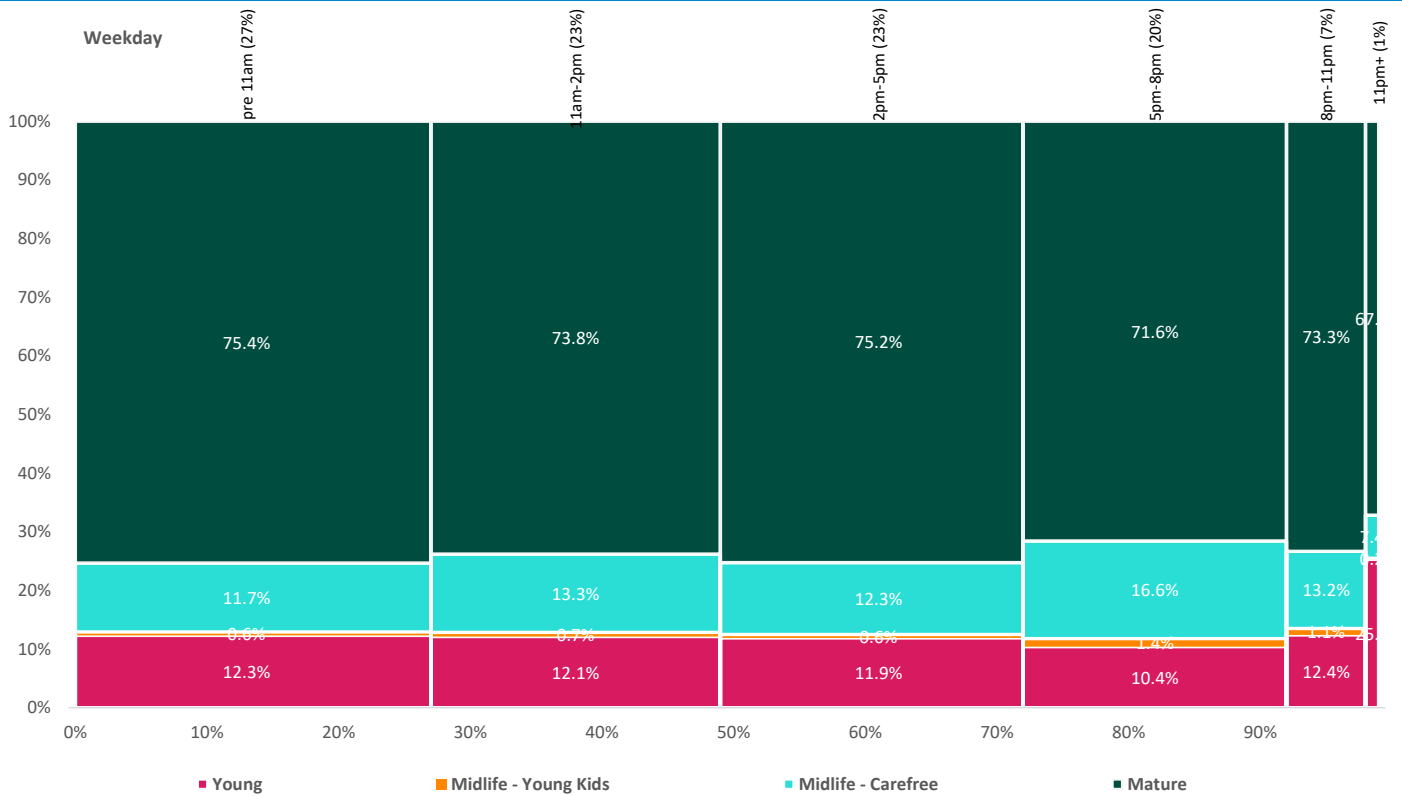
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Columns: pre 11am (16%), 11am-2pm (28%), 2pm-5pm (26%), 5pm-8pm (20%), 8pm-11pm (8%), 11pm+ (2%)

	pre 11am (16%)	11am-2pm (28%)	2pm-5pm (26%)	5pm-8pm (20%)	8pm-11pm (8%)	11pm+ (2%)
Mature	75.1%	70.4%	67.4%	68.7%	72.9%	83.7%
Midlife - Carefree	13.0%	15.3%	15.4%	16.2%	11.3%	2.5%
Midlife - Young Kids	1.0%	0.6%	0.7%	1.4%	3.1%	0.8%
Young	10.9%	13.8%	16.5%	13.6%	12.7%	10.8%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Polaris Summary - Tally Ho Hotel Winchburgh

star PUBS & BARS

Pub Sites

Catchment

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
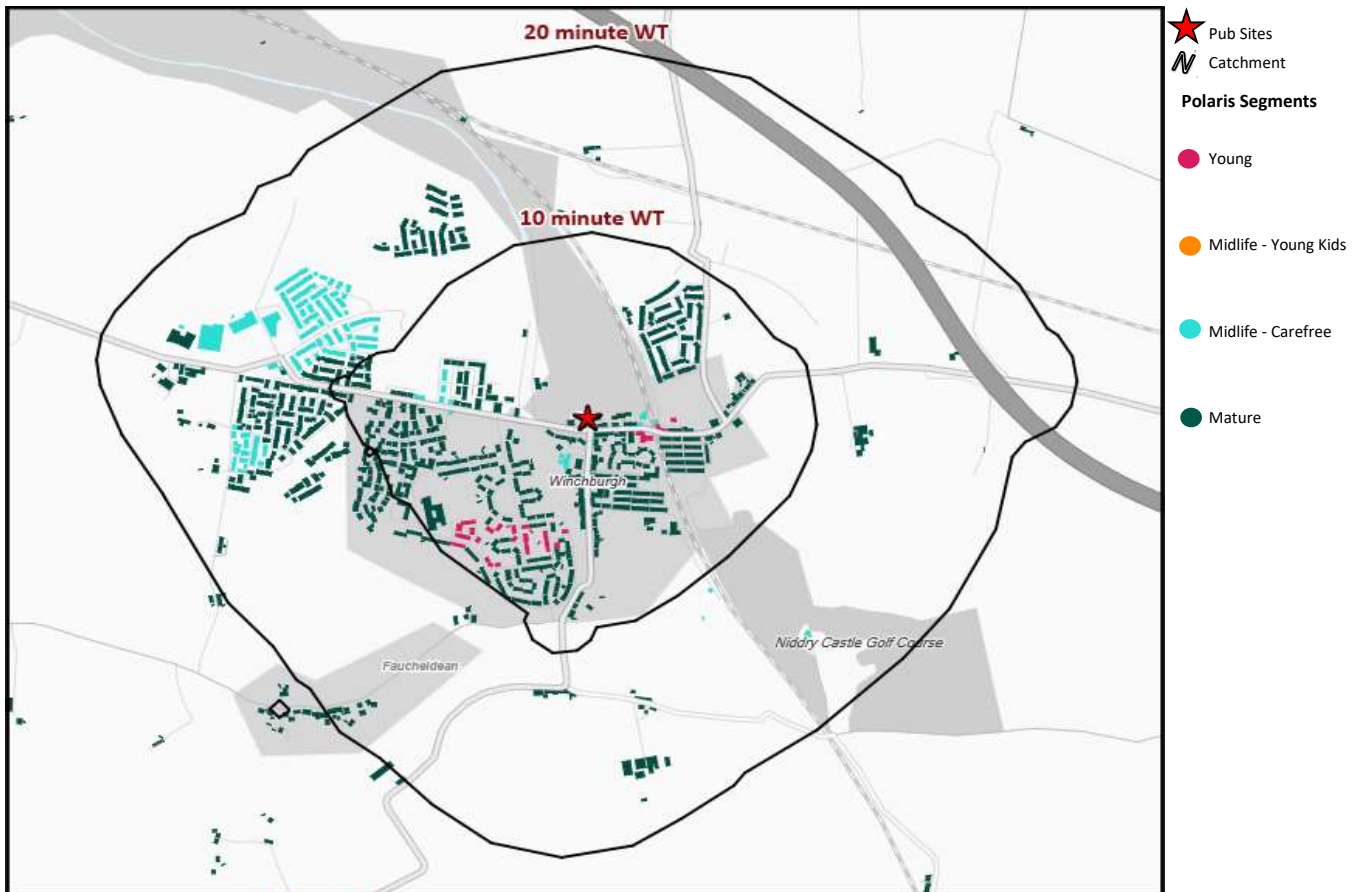
Polaris Profile by Catchment

*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	119	119	42,523	26	22	49
Midlife - Young Kids	0	0	5,013	0	0	14
Midlife - Carefree	28	28	38,849	11	9	77
Mature	1,524	1,834	227,999	205	209	161
Not Private Households	0	0	4,098	0	0	98
Total	1,671	1,981	318,482			

Polaris Plus Summary - Tally Ho Hotel Winchburgh

Legend:
- ★ 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	81	81	13,212	49	42	42
Medium	38	38	16,528	21	17	47
High	0	0	12,783	0	0	60
Midlife - Young Kids						
Low	0	0	3,280	0	0	19
Medium	0	0	1,340	0	0	10
High	0	0	393	0	0	11
Midlife - Carefree						
Low	0	0	3,053	0	0	23
Medium	28	28	27,590	23	20	121
High	0	0	8,206	0	0	58
Mature						
Low	1,242	1,552	116,898	541	570	267
Medium	277	277	44,552	106	89	89
High	5	5	66,549	2	2	139
Not Private Households	0	0	4,098	0	0	98
Total	1,671	1,981	318,482			

CGA Summary - Tally Ho Hotel Winchburgh

Legend:
- ★ 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	Tally Ho Hotel	EH52 6TP	Star Pubs & Bars	Hotel	0.0
1	Buchan Arms Hotel	EH52 6RA	Independent Free	Premium Local	0.1
2	St Philomenas Social Club	EH52 6RY	Independent Free	Clubland	0.1
3	Winchburgh Bowling Club	EH52 6RW	Independent Free	Clubland	0.2
4	Niddry Castle Golf Club	EH52 6RQ	Independent Free	Clubland	0.2

Per Pub Analysis - Tally Ho Hotel Winchburgh

*WT= Walktime, **DT= Drivetime
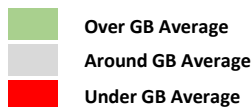
	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,671	1,981	318,482
Number of Competition Pubs	4	4	233
Adults 18+ per Competition Pub	418	495	1,367

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	15	0.9%	11
Circuit Bar	0	105	6.3%	155
Community Pub	0	739	44.3%	231
Craft Led	0	10	0.6%	17
Great Pub Great Food	0	59	3.5%	20
High Street Pub	0	598	35.8%	194
Premium Local	1	117	7.0%	43

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	15	0.7%	9
Circuit Bar	0	128	6.5%	159
Community Pub	0	898	45.3%	237
Craft Led	0	10	0.5%	14
Great Pub Great Food	0	59	3.0%	17
High Street Pub	0	719	36.3%	197
Premium Local	1	125	6.3%	38

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	14,973	4.7%	58
Circuit Bar	21	12,251	3.8%	95
Community Pub	22	80,376	25.2%	132
Craft Led	0	5,268	1.7%	48
Great Pub Great Food	11	53,066	16.7%	94
High Street Pub	19	67,582	21.2%	115
Premium Local	38	50,225	15.8%	96

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
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
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.

	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: 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.

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			