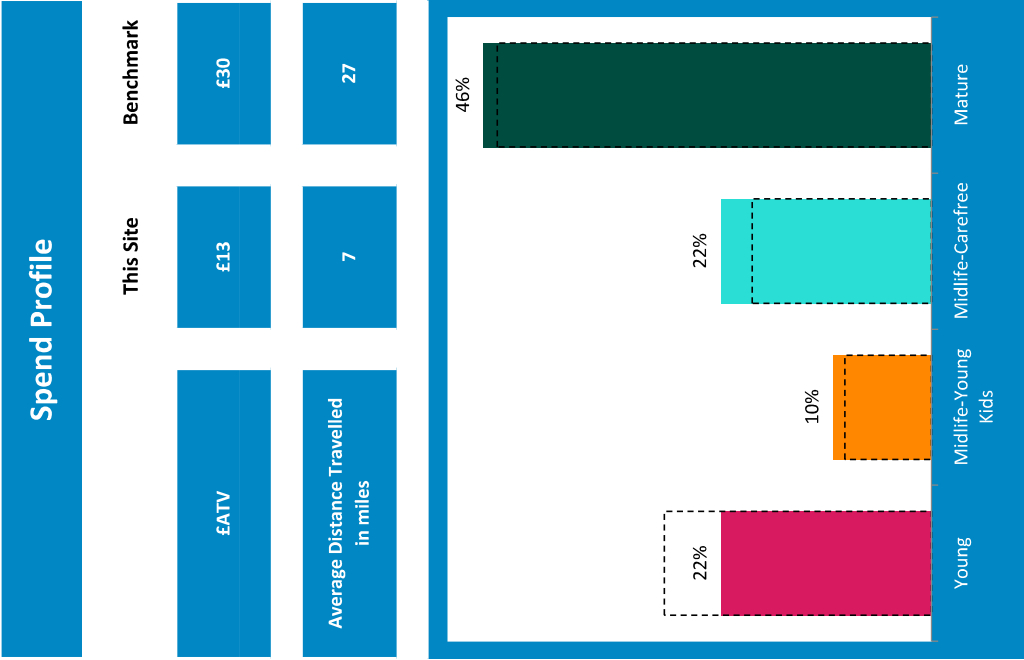
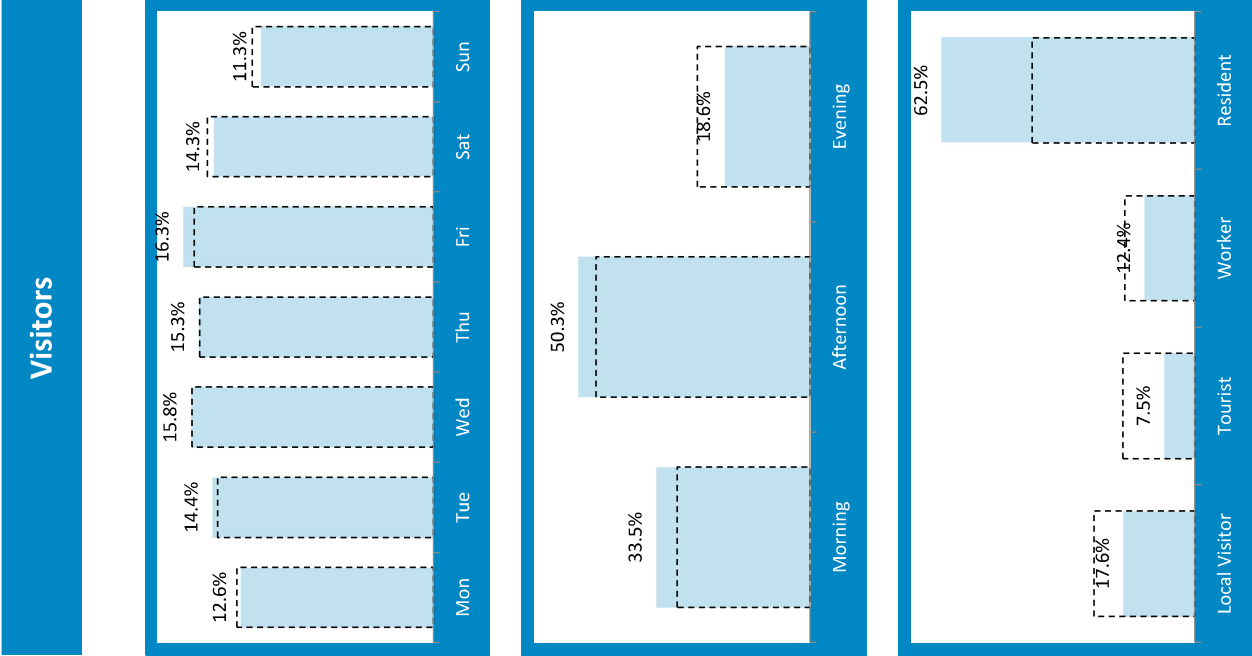


Area Quick Stats			
Total Pop	This Site 10 min WT	4,264	Benchmark 10 min WT
		5,344	
Adult Pop		3,448	4,529
	Affluence	Low	33%
		Medium	38%
		High	27%
Young		19%	28%
	Midlife Young Kids	14%	11%
Midlife Carefree		11%	16%
	Mature	55%	44%
Competition Count		15	43



Catchment Summary - Marlborough Head

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime
**DT= Drivetime

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

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

Population
Adults 18+
Competition Pubs
Adults 18+ per Competition Pub
% Adults Likely to Drink

4,264	11,355	304,525
3,448	8,948	242,987
15	19	352
230	471	690
80.0%	80.0%	81.0%

80	58	72
76	55	71
35	19	45
34	69	101
100	100	101

Pop. & Adl. 18+ index based on all pubs

Affluence	Low
	Medium
	High

29.9%	21.7%	12.6%
54.1%	67.0%	51.0%
14.5%	10.7%	35.9%

90	65	38
141	175	133
53	39	131

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£20,881	£22,413	£24,543
---------	---------	---------

92	99	109
----	----	-----

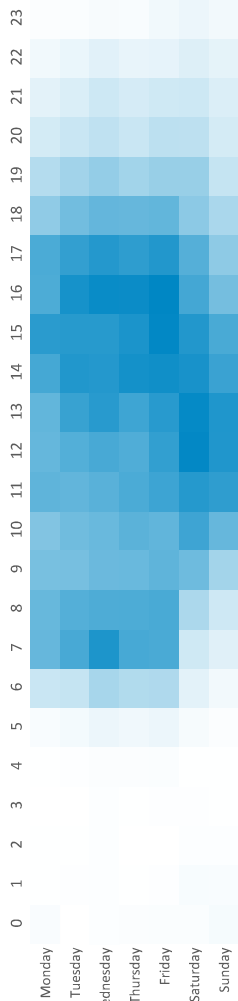
Age Profile	18-24
	25-34
	35-44
	45-64
	65+

324	784	20,378
616	1,713	37,355
575	1,631	40,502
1,060	2,727	79,972
873	2,093	64,780

89	81	79
107	112	91
100	106	98
99	96	105
106	96	111

Mobile Data Summary

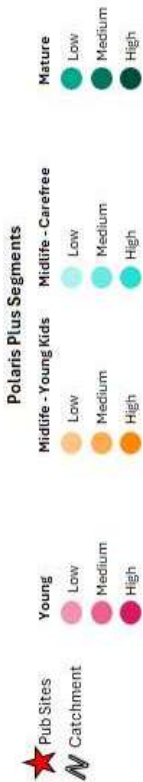
Time of Day/Day of Week



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Polaris Segment	Population Count			Index vs GB average		
	10 min	20 min	WT*	10 min	20 min	WT*

Young	655	918	59,221	68	37	88
Midlife - Young Kids	472	1,416	11,355	125	145	43
Midlife - Carefree	368	1,615	68,503	68	114	179
Mature	1,902	4,948	102,796	125	125	96
Not Private Households	51	51	1,112	12,225	4,711	3,782
Total	3,448	8,948	242,987			



Per Pub - Marlborough Head

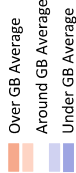
Per Pub Analysis		10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Adults 18+ 3,448 8,948 242,987

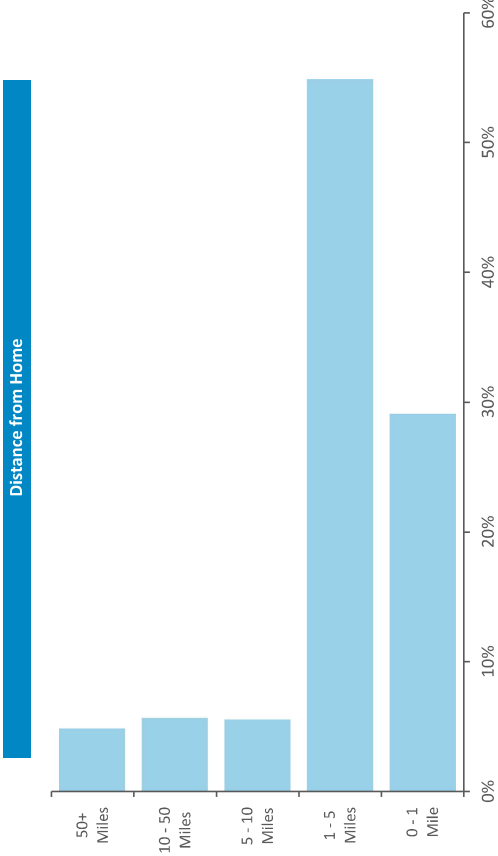
Number of Competition Pubs 15 19 352

Adults 18+ per Competition Pub 230 471 690

WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	253	7,4%	94
Family Pub Dining	0	329	9,6%	105
Great Pub Great Food	2	565	16,4%	98
Leisure	3	347	10,1%	100
Mainstream	4	508	14,7%	106
Premium	3	507	14,7%	103
Restaurant	3	762	22,1%	96
Super Premium	0	125	3,6%	92

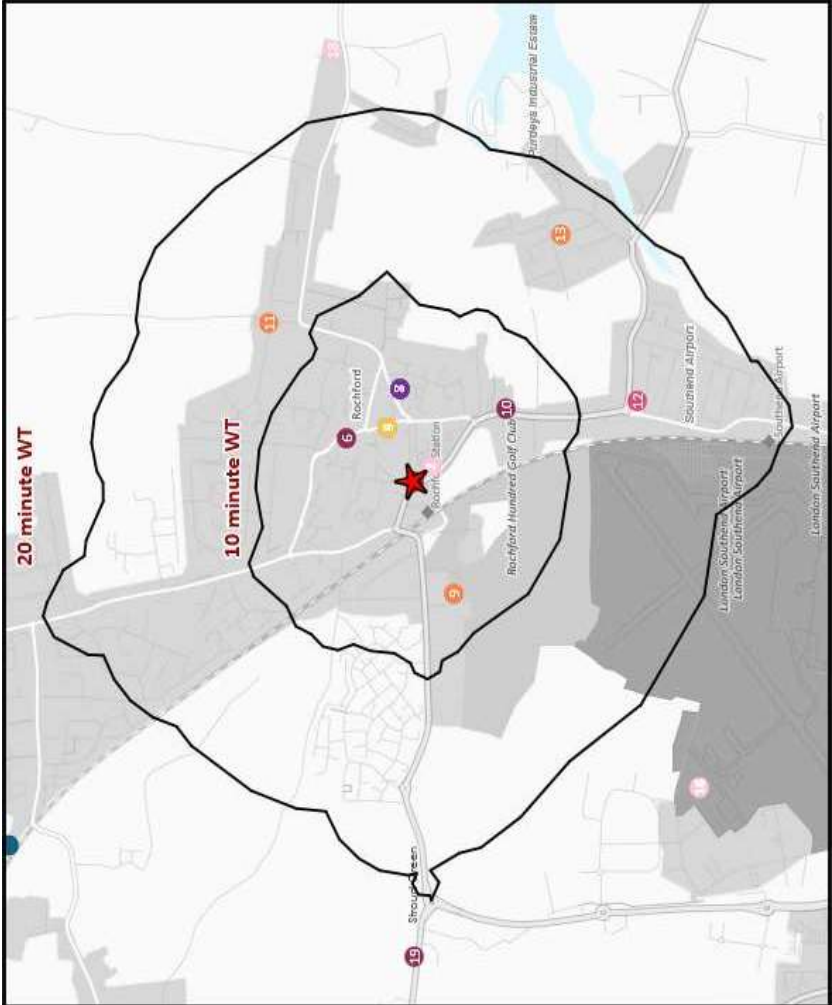


20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	599	6,7%	85
Family Pub Dining	1	842	9,4%	104
Great Pub Great Food	2	1,530	17,1%	102
Leisure	5	931	10,4%	104
Mainstream	4	1,305	14,6%	105
Premium	4	1,356	15,2%	106
Restaurant	3	2,000	22,4%	97
Super Premium	0	332	3,7%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	13,582	5,6%	71
Family Pub Dining	13	19,137	7,9%	87
Great Pub Great Food	27	45,536	18,7%	112
Leisure	67	25,326	10,4%	104
Mainstream	22	30,529	12,6%	90
Premium	84	37,763	15,5%	109
Restaurant	105	58,291	24,0%	104
Super Premium	34	11,675	4,8%	122

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Competition - Marlborough Head



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	Cock Inn	SS 4 1PD	Greene King	Premium	18.8%	1.09
15	Westcliff Rugby Club	SS 2 6UN	Independent Free	Mainstream	17.6%	0.98
12	Anne Boleyn	SS 4 1HU	Greene King	Family Pub Dir	15.6%	0.57
18	Cherry Tree	SS 4 2AF	RedCat Pub Company	Great Pub Gre.	8.5%	1.01
7	A Taste Of Raj	SS 4 1DB	Independent Free	Restaurant	6.5%	0.22
2	Rochford	SS 4 1BU	Independent Free	Great Pub Gre.	5.9%	0.05
6	Rose and Crown	SS 4 1AD	Wellington	Premium	5.6%	0.19
11	Rochford Bowling Club	SS 4 1EE	Independent Free	Leisure	4.9%	0.51
0	Marlborough Head	SS 4 1AX	Star Pubs & Bars	Premium	4.6%	0.00
8	Great Wall Chinese	SS 4 1DB	Independent Free	Restaurant	3.7%	0.22
3	Monsoon	SS 4 1AB	Independent Free	Restaurant	3.0%	0.14
10	Horse and Groom	SS 4 1HA	Wellington	Premium	2.6%	0.28
5	Masons Lounge Bar	SS 4 1AB	Admiral Taverns Ltd	Mainstream	2.0%	0.14
9	Rochford Hundred Golf Club	SS 4 1NW	Independent Free	Leisure	0.5%	0.27
1	Freight House	SS 4 1BU	Independent Free	Leisure	0.0%	0.05
4	Golden Lion	SS 4 1AB	Independent Free	Mainstream	0.0%	0.14
13	Rollcity	SS 4 1ND	Independent Free	Leisure	0.0%	0.67
14	Athenaeum Club	SS 2 6UN	Independent Free	Mainstream	0.0%	0.98
16	Skyark Hotel	SS 2 6UN	Independent Free	Great Pub Gre.	0.0%	0.98
17	Saxon Hall	SS 2 6UN	Independent Free	Leisure	0.0%	0.98
20	Holiday Inn	SS 2 6XG	InterContinental Hotels Group	Great Pub Gre.	0.0%	1.16

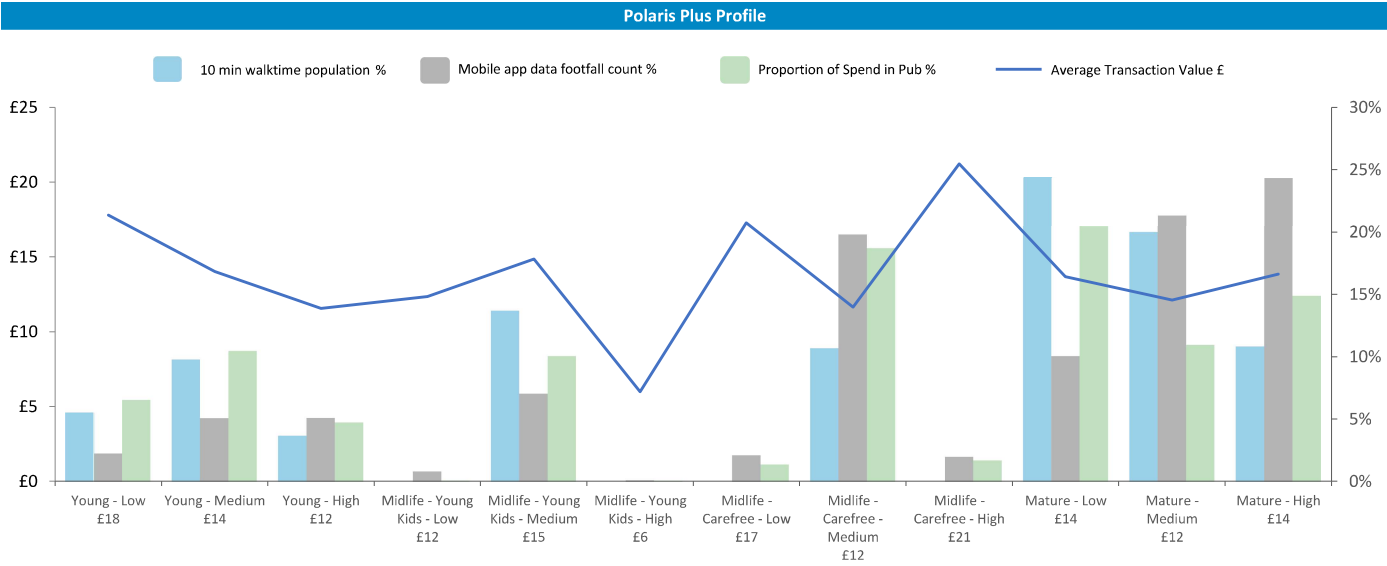
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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Catchment Summary - Marlborough Head

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
124427	Marlborough Head	SS 4 1AX	Star Pubs & Bars	Premium	13



See the Glossary page for further information on the above variables

Catchment Summary - Marlborough Head

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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	4,264	11,355	304,525	80	58	72
Adults 18+	3,448	8,948	242,987	76	55	71
Competition Pubs	15	19	352	35	19	45
Adults 18+ per Competition Pub	230	471	690	34	69	101
% Adults Likely to Drink	80,0%	80,0%	81,0%	100	100	101

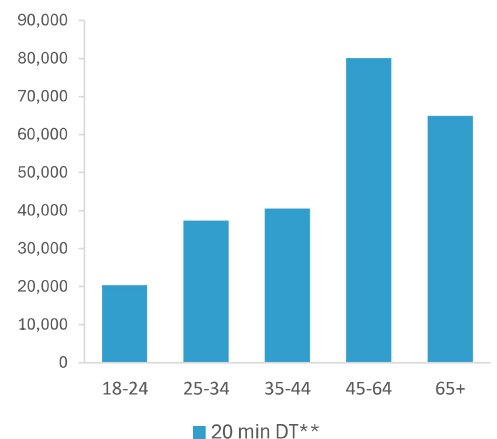
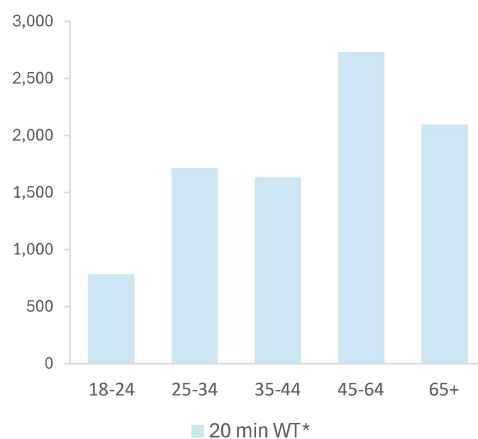
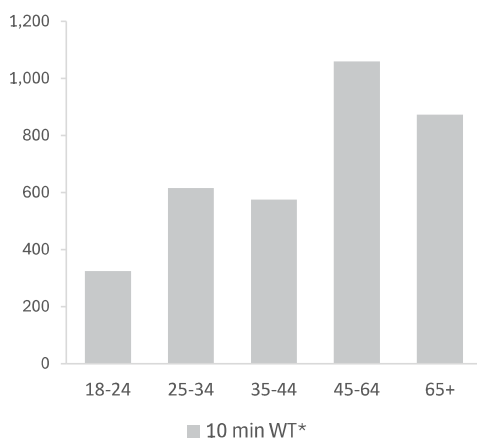
Population & Adults 18+ index is based on all pubs

Affluence	Low	29,9%	21,7%	12,6%	90	65	38
	Medium	54,1%	67,0%	51,0%	141	175	133
	High	14,5%	10,7%	35,9%	53	39	131

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£20,881	£22,413	£24,543	92	99	109
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Age Profile	18-24	324	784	20,378	89	81	79
	25-34	616	1,713	37,355	107	112	91
	35-44	575	1,631	40,502	100	106	98
	45-64	1,060	2,727	79,972	99	96	105
	65+	873	2,093	64,780	106	96	111

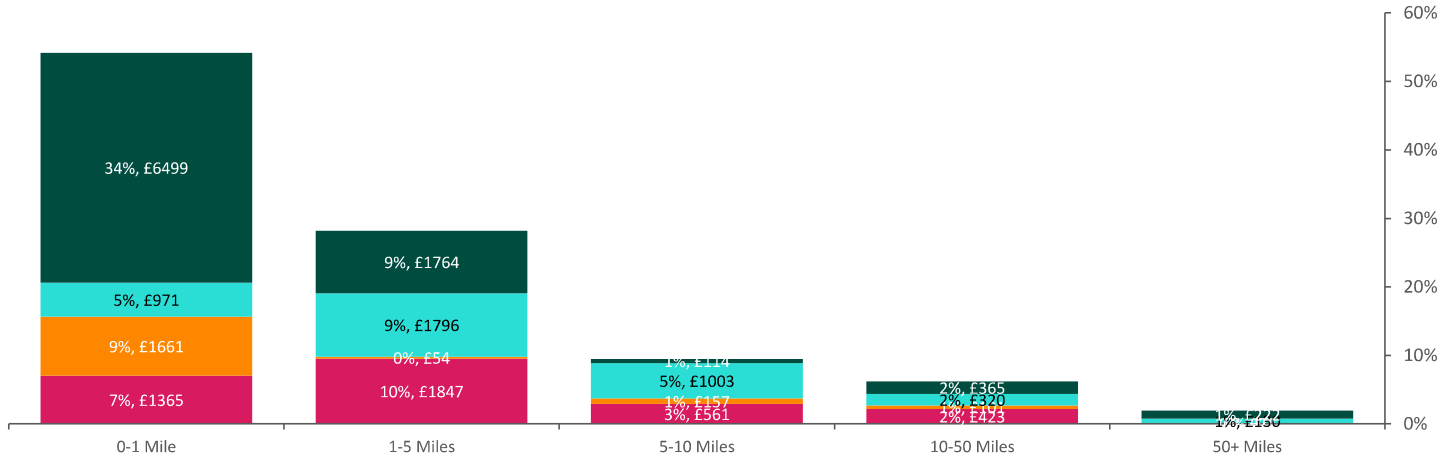


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,041 (48%)	5,518 (49%)	148,205 (49%)	98	99	99
	Female	2,223 (52%)	5,837 (51%)	156,320 (51%)	102	101	101
Economic Status (16+)	Employed: Full-time	1,208 (34%)	3,353 (36%)	82,432 (33%)	100	107	97
	Employed: Part-time	431 (12%)	1,151 (12%)	31,426 (13%)	102	104	105
	Self employed	333 (9%)	948 (10%)	25,387 (10%)	102	111	109
	Unemployed	131 (4%)	294 (3%)	7,134 (3%)	135	116	104
	Full-time student	37 (1%)	126 (1%)	3,977 (2%)	42	55	64
	Retired	855 (24%)	2,021 (22%)	62,919 (25%)	111	101	116
	Other	547 (15%)	1,319 (14%)	36,984 (15%)	87	81	83
Total Worker Count		3,059	6,734	122,924			

See the Glossary page for further information on the above variables

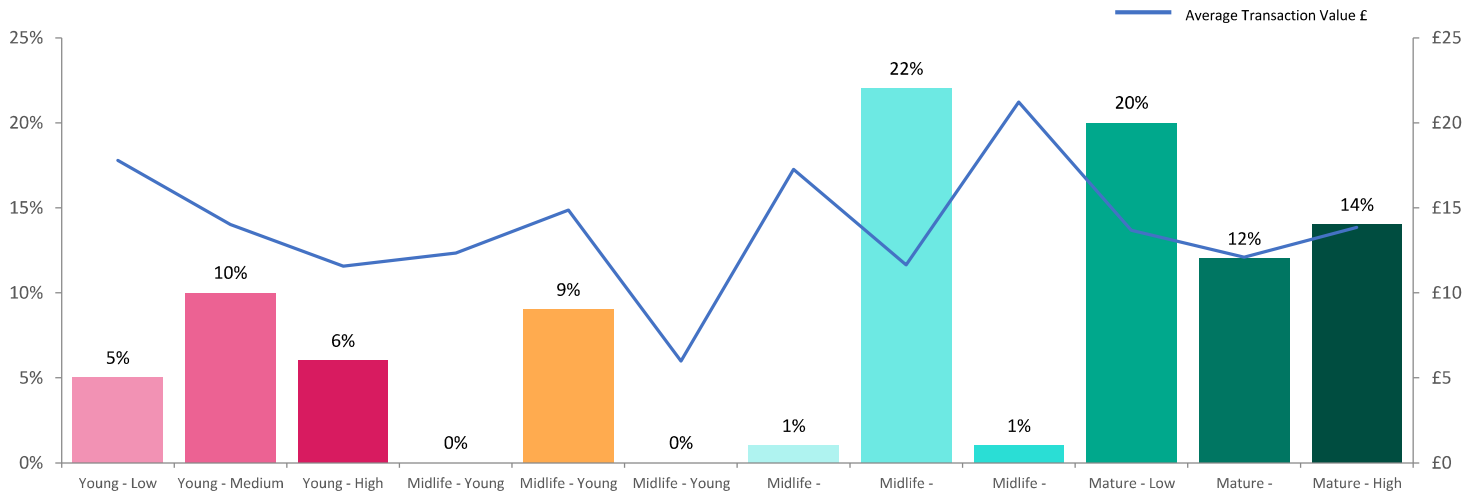
Transactional Data Summary - Marlborough Head

Spend by Polaris and Distance from Home



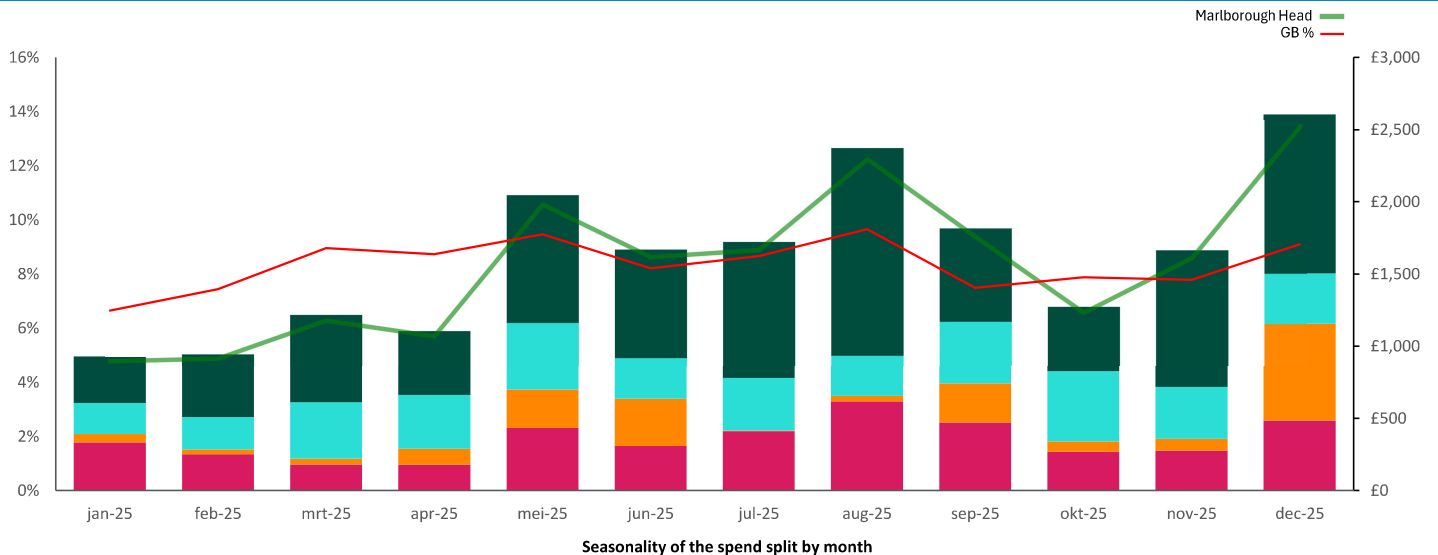
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



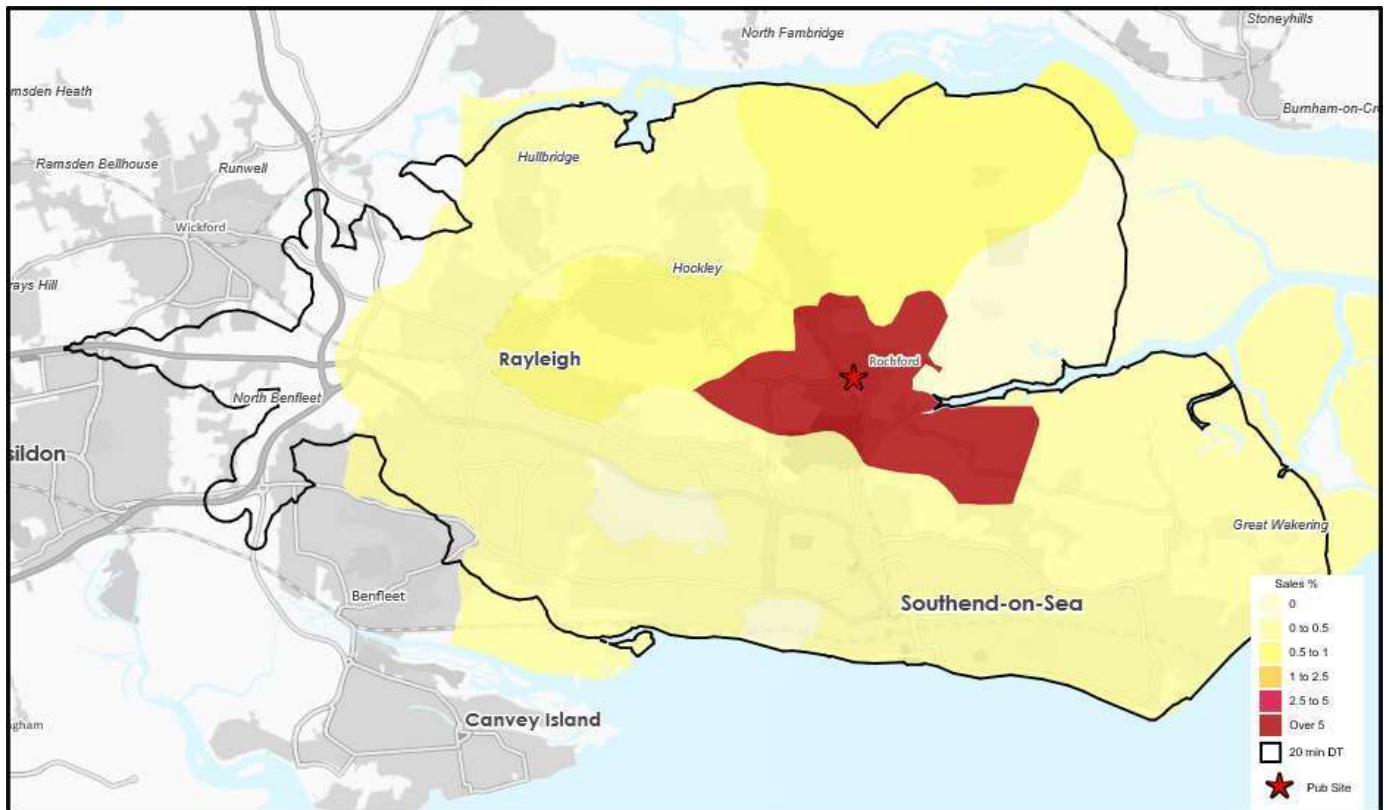
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



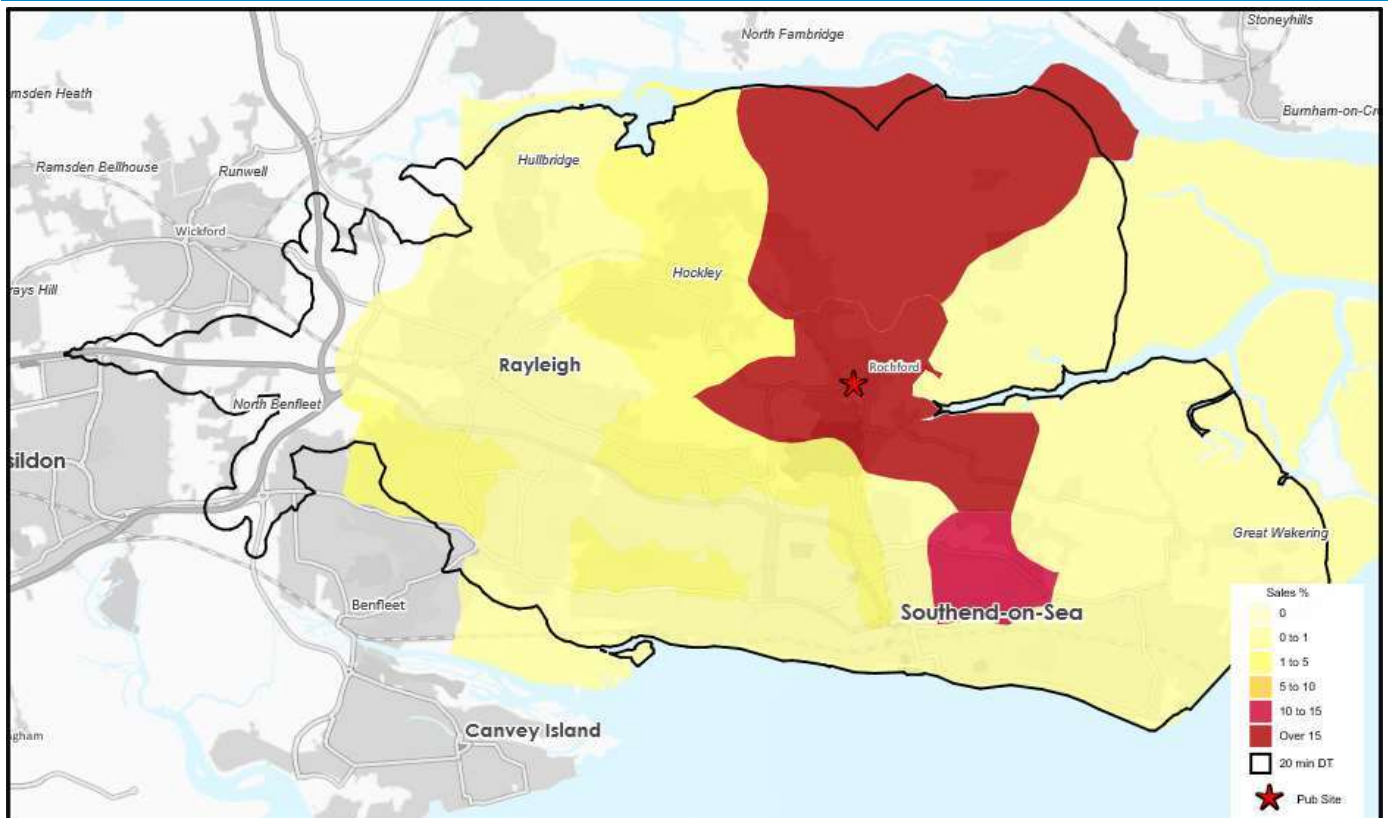
Transactional Data Maps - Marlborough Head

Marlborough Head 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

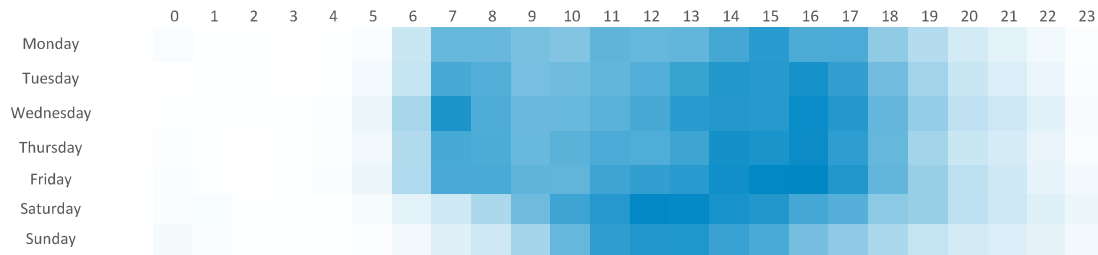
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Marlborough Head



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

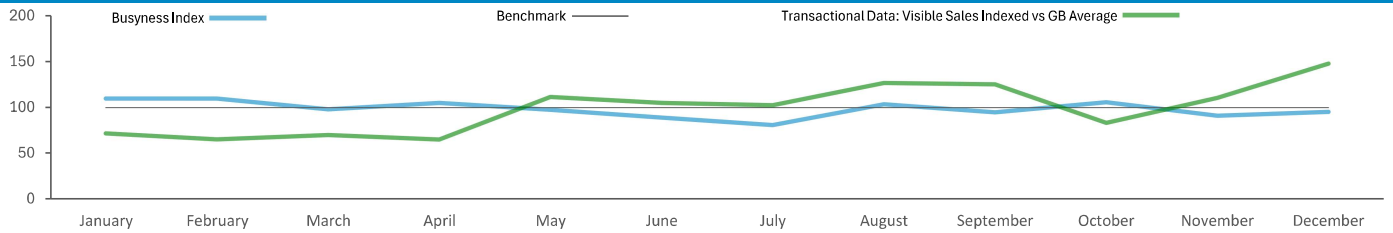
Mobile Data Summary - Marlborough Head

Time of Day/Day of Week



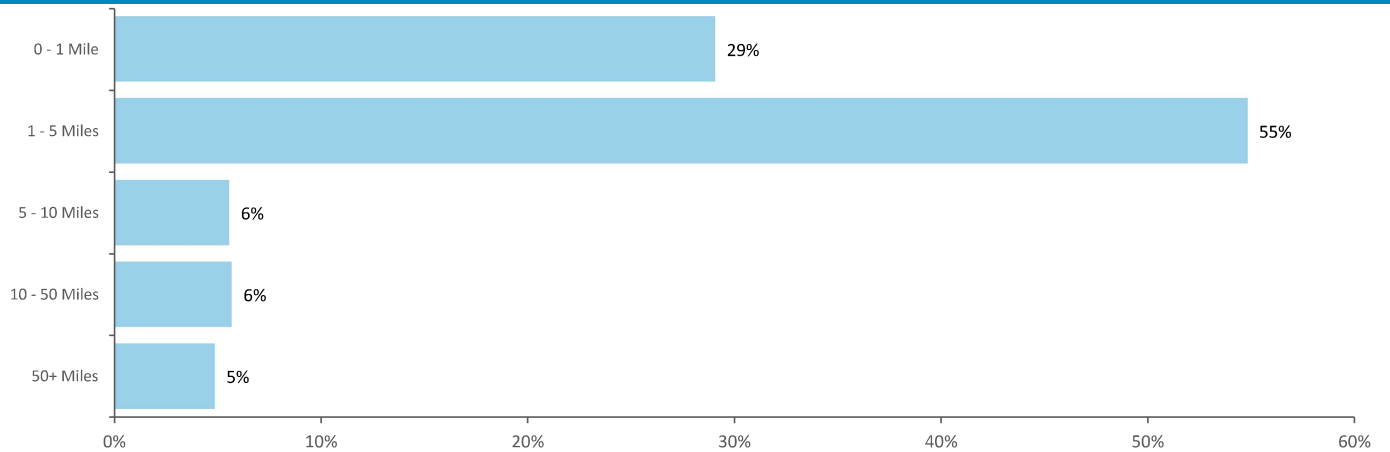
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

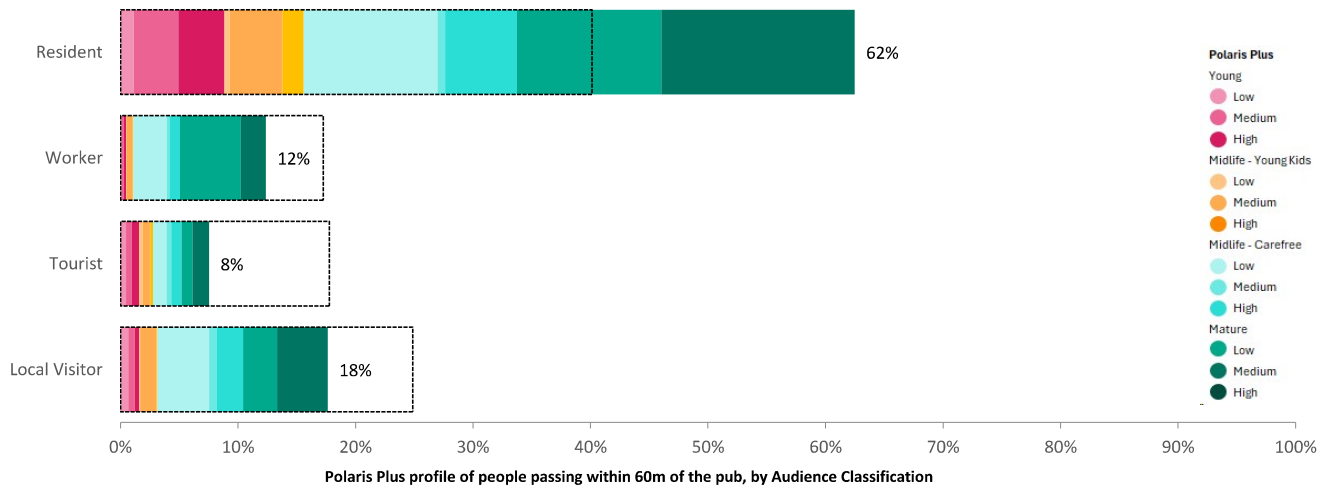
Distance from Home



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

Audience Classification by Polaris Plus

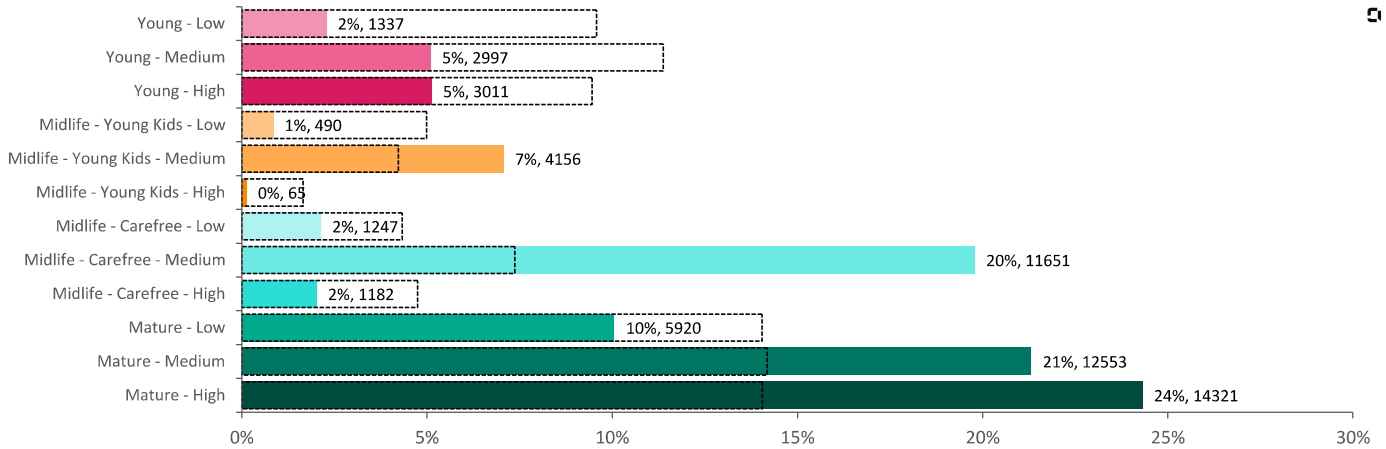
Base: GB



Mobile Data Summary - Marlborough Head

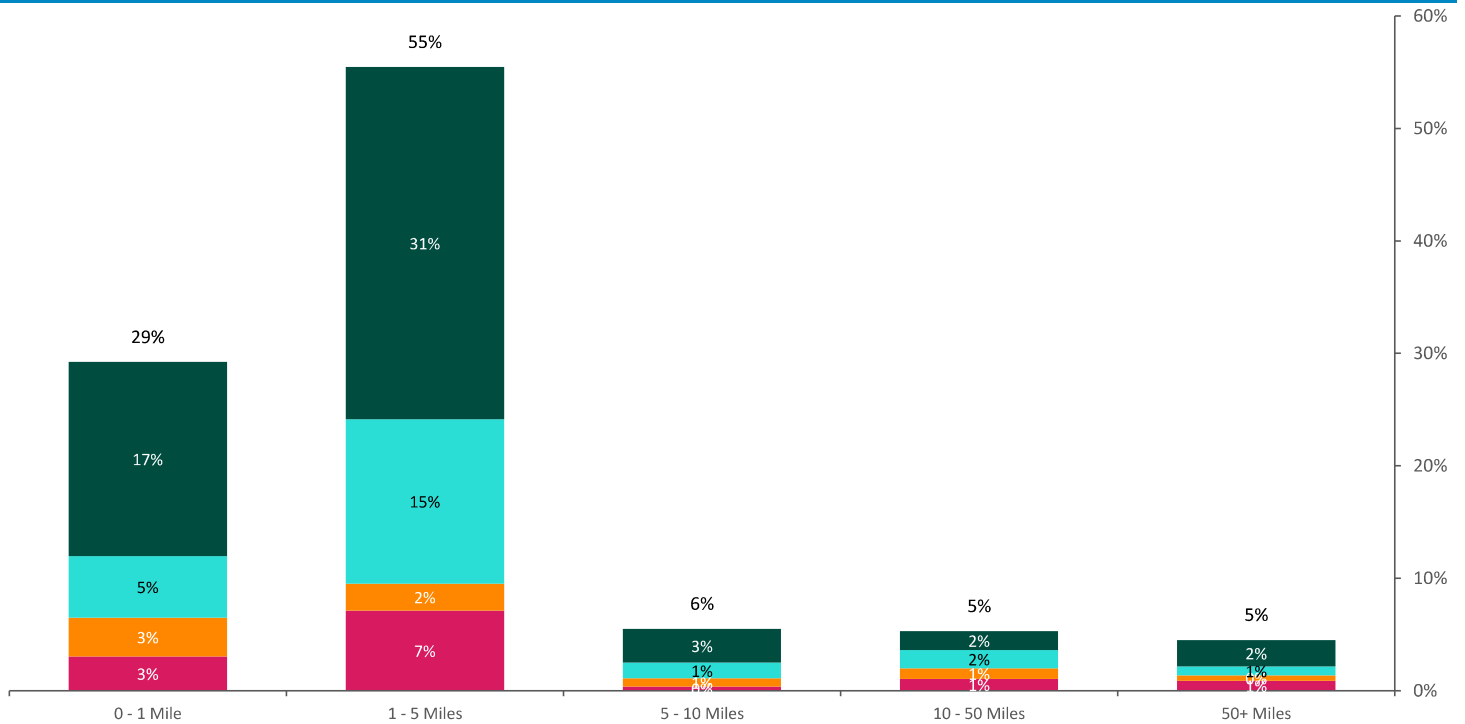
Polaris Plus Profile

GB %



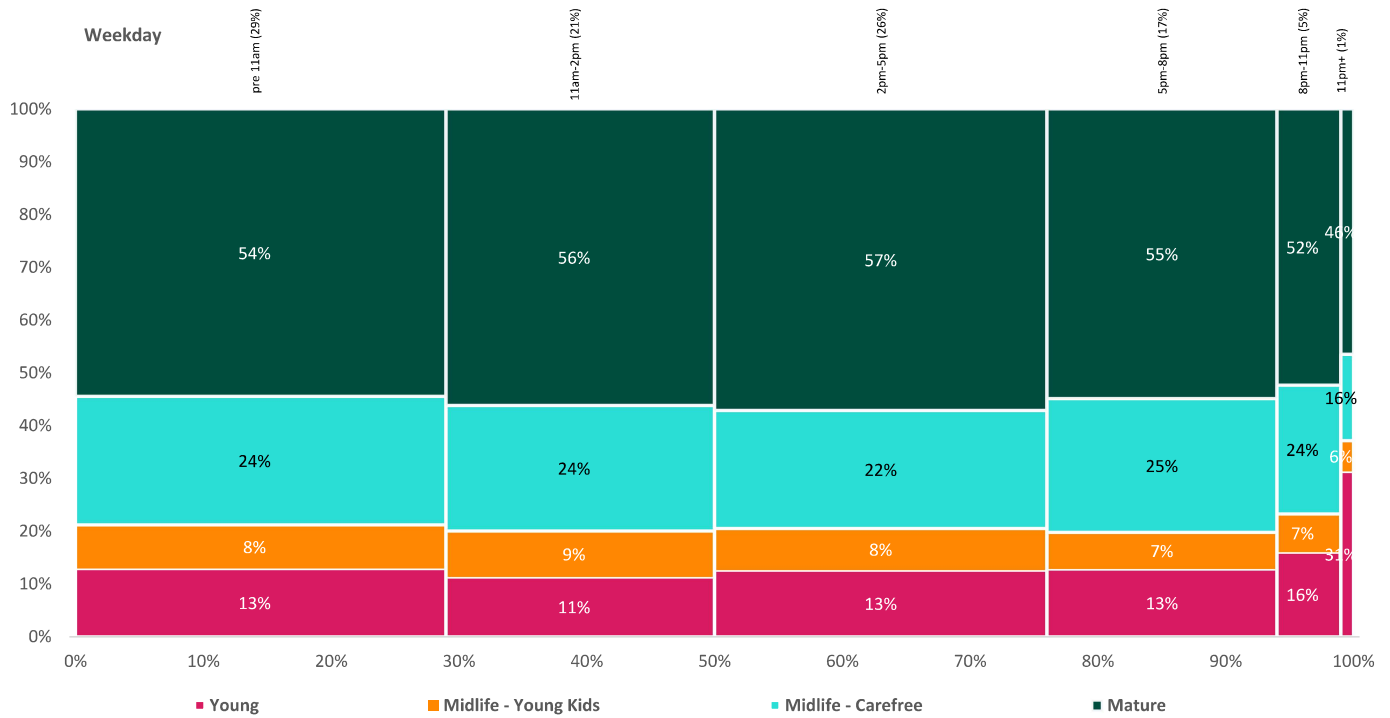
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

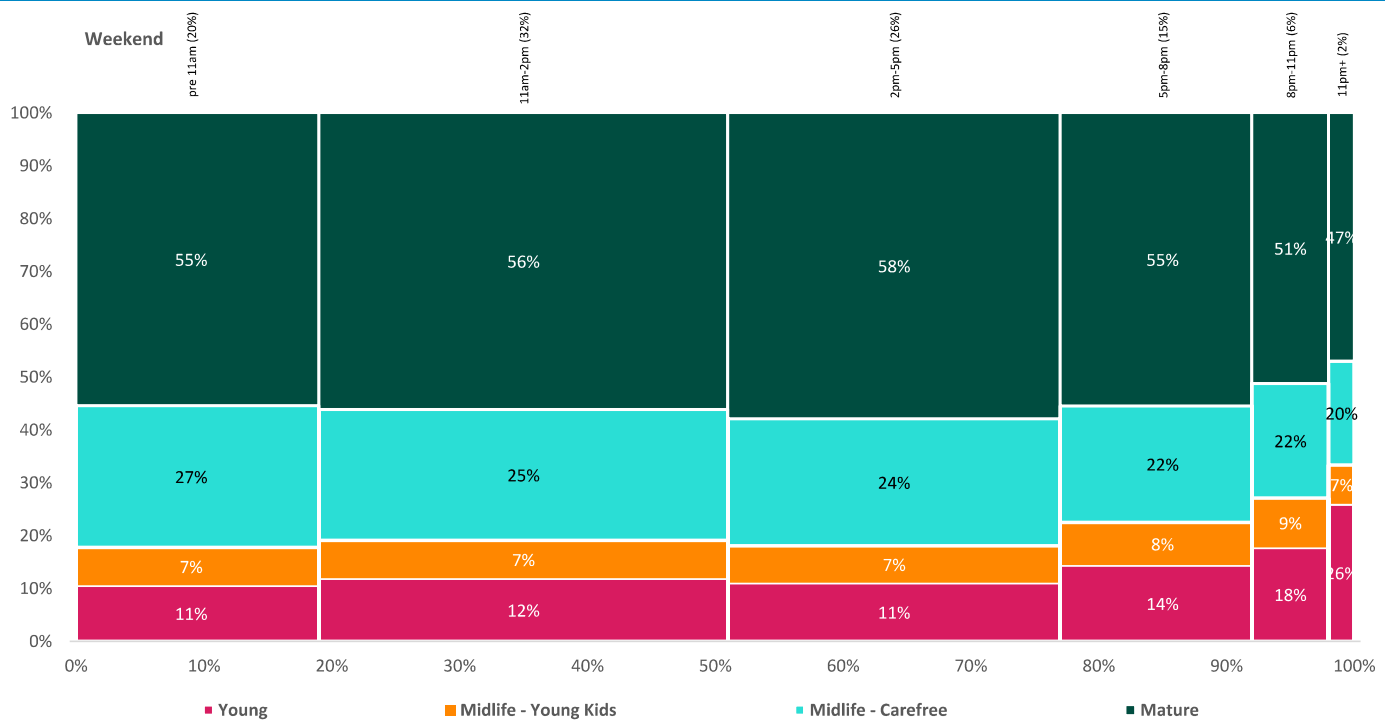


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

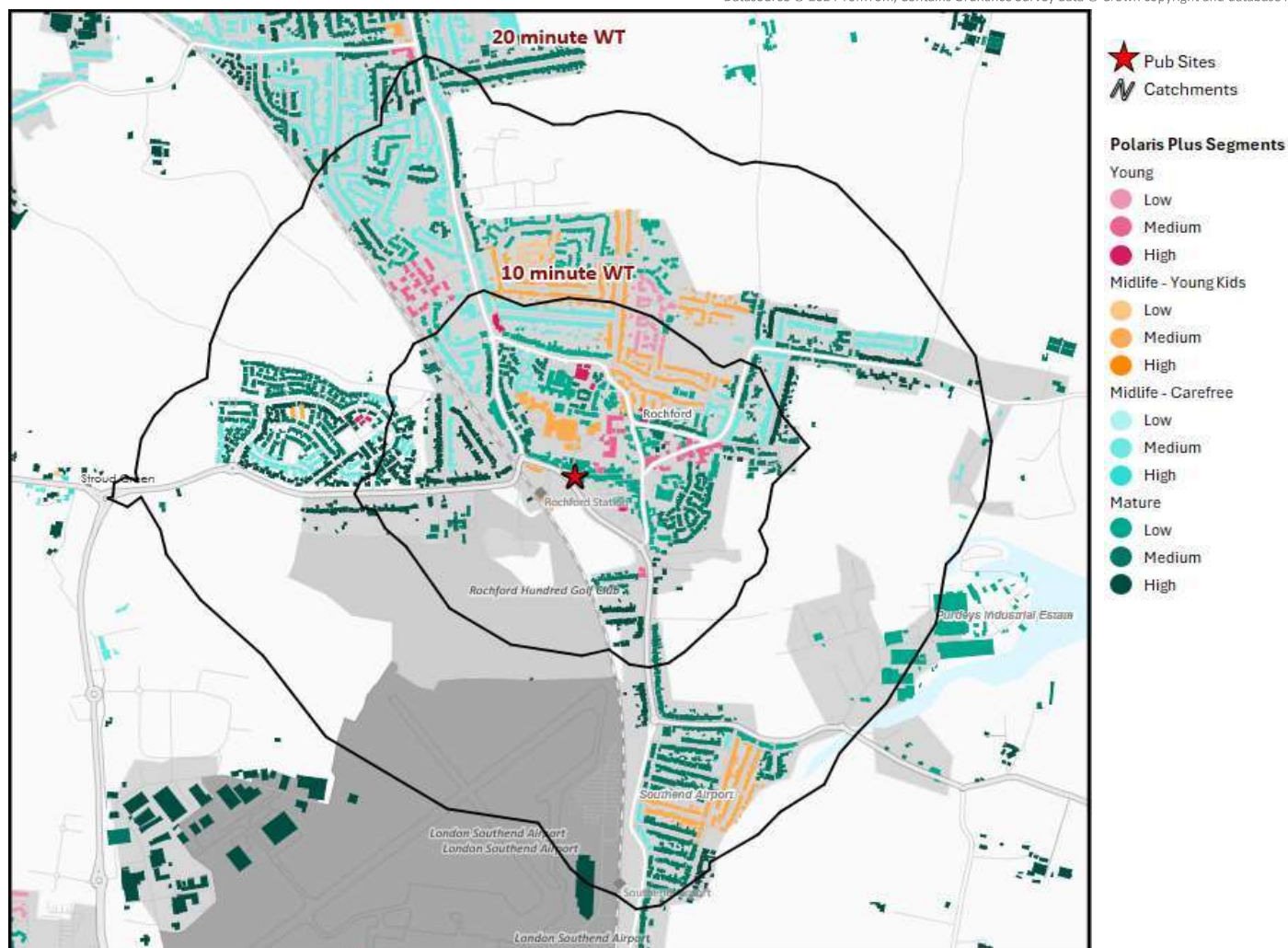


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Marlborough Head



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

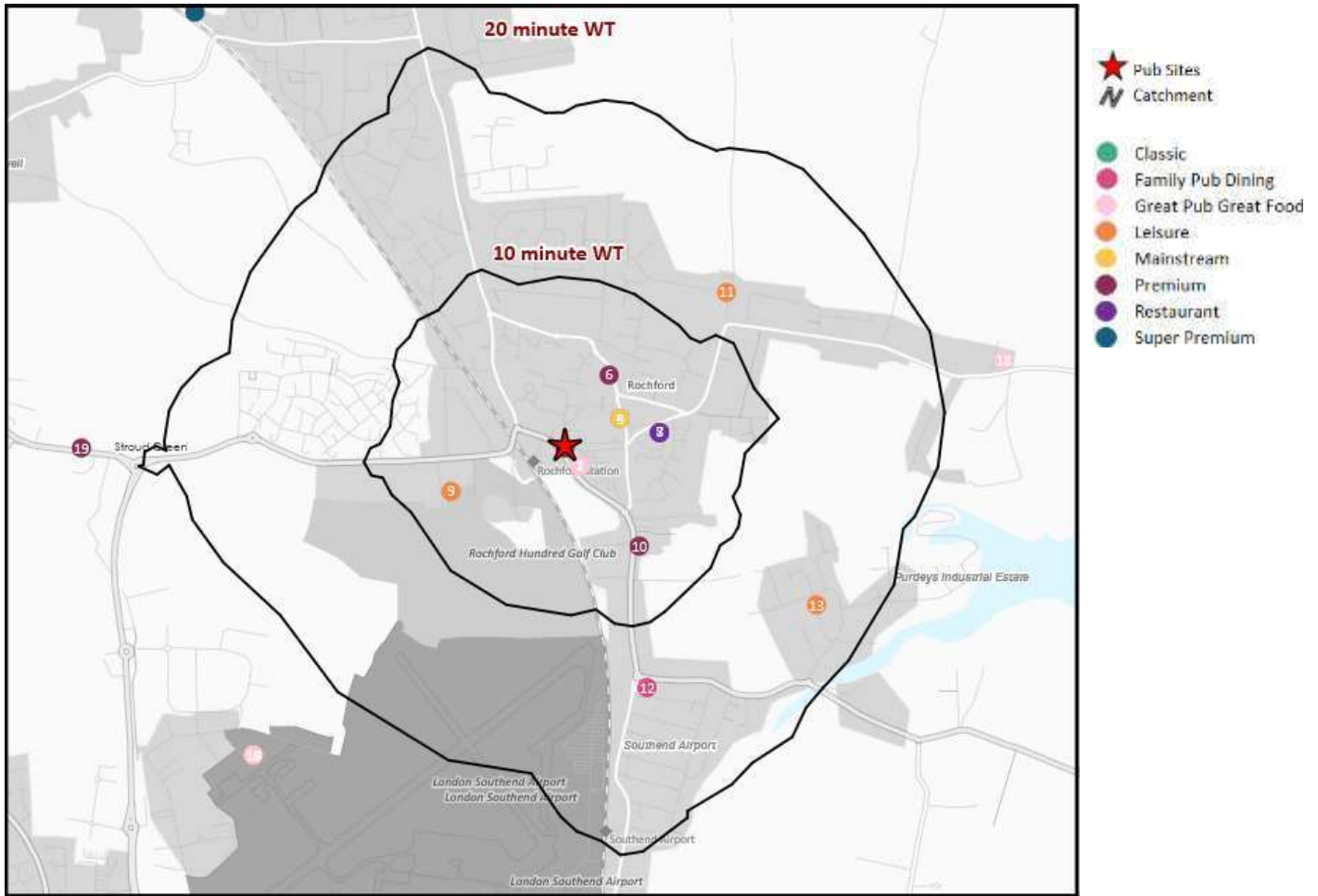
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	191	191	6.538	56	22	27
Medium	337	582	28.641	89	59	107
High	127	145	24.042	55	24	148
Midlife - Young Kids						
Low	0	55	756	0	11	6
Medium	472	1.361	9.831	310	344	92
High	0	0	768	0	0	27
Midlife - Carefree						
Low	0	0	4.876	0	0	47
Medium	368	1.604	54.970	149	250	316
High	0	11	8.657	0	3	78
Mature						
Low	840	1.696	18.511	180	140	56
Medium	689	2.449	30.502	127	175	80
High	373	803	53.783	72	60	147
Not Private Households	51	51	1.112	138	53	43
Total	3.448	8.948	242.987			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Marlborough Head



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	Marlborough Head	SS 4 1AX	Star Pubs & Bars	Premium	4,6%	82,6%	0,00
1	Freight House	SS 4 1BU	Independent Free	Leisure	0,0%	0,0%	0,05
2	Rochford	SS 4 1BU	Independent Free	Great Pub Great Food	5,9%	64,5%	0,05
3	Monsoon	SS 4 1AB	Independent Free	Restaurant	3,0%	85,2%	0,14
4	Golden Lion	SS 4 1AB	Independent Free	Mainstream	0,0%	0,0%	0,14
5	Masons Lounge Bar	SS 4 1AB	Admiral Taverns Ltd	Mainstream	2,0%	89,4%	0,14
6	Rose and Crown	SS 4 1AD	Wellington	Premium	5,6%	95,5%	0,19
7	A Taste Of Raj	SS 4 1DB	Independent Free	Restaurant	6,5%	89,4%	0,22
8	Great Wall Chinese	SS 4 1DB	Independent Free	Restaurant	3,7%	90,1%	0,22
9	Rochford Hundred Golf Club	SS 4 1NW	Independent Free	Leisure	0,5%	56,4%	0,27
10	Horse and Groom	SS 4 1HA	Wellington	Premium	2,6%	89,2%	0,28
11	Rochford Bowling Club	SS 4 1EE	Independent Free	Leisure	4,9%	52,9%	0,51
12	Anne Boleyn	SS 4 1HU	Greene King	Family Pub Dining	15,6%	84,1%	0,57
13	Rollacity	SS 4 1ND	Independent Free	Leisure	0,0%	0,0%	0,67
14	Athenaeum Club	SS 2 6UN	Independent Free	Mainstream	0,0%	0,0%	0,98
15	Westcliff Rugby Club	SS 2 6UN	Independent Free	Mainstream	17,6%	86,4%	0,98
16	Skylark Hotel	SS 2 6UN	Independent Free	Great Pub Great Food	0,0%	0,0%	0,98
17	Saxon Hall	SS 2 6UN	Independent Free	Leisure	0,0%	0,0%	0,98
18	Cherry Tree	SS 4 2AF	RedCat Pub Company	Great Pub Great Food	8,5%	74,4%	1,01
19	Cock Inn	SS 4 1PD	Greene King	Premium	18,8%	88,8%	1,09
20	Holiday Inn	SS 2 6GX	InterContinental Hotels Group	Great Pub Great Food	0,0%	0,0%	1,16

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 - Marlborough Head

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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+	3,448	8,948	242,987
Number of Competition Pubs	15	19	352
Adults 18+ per Competition Pub	230	471	690

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	253	7,4%	94
Family Pub Dining	0	329	9,6%	105
Great Pub Great Food	2	565	16,4%	98
Leisure	3	347	10,1%	100
Mainstream	4	508	14,7%	106
Premium	3	507	14,7%	103
Restaurant	3	762	22,1%	96
Super Premium	0	125	3,6%	92

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	599	6,7%	85
Family Pub Dining	1	842	9,4%	104
Great Pub Great Food	2	1.530	17,1%	102
Leisure	5	931	10,4%	104
Mainstream	4	1.305	14,6%	105
Premium	4	1.356	15,2%	106
Restaurant	3	2.000	22,4%	97
Super Premium	0	332	3,7%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	13.582	5,6%	71
Family Pub Dining	13	19.137	7,9%	87
Great Pub Great Food	27	45.536	18,7%	112
Leisure	67	25.326	10,4%	104
Mainstream	22	30.529	12,6%	90
Premium	84	37.763	15,5%	109
Restaurant	105	58.291	24,0%	104
Super Premium	34	11.675	4,8%	122

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																																								
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Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
Consumer Insight	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr></table>	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	"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"																												
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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.																																									
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Resident: Lives in the area. Worker: Works in the area but doesn't live there.																																									
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