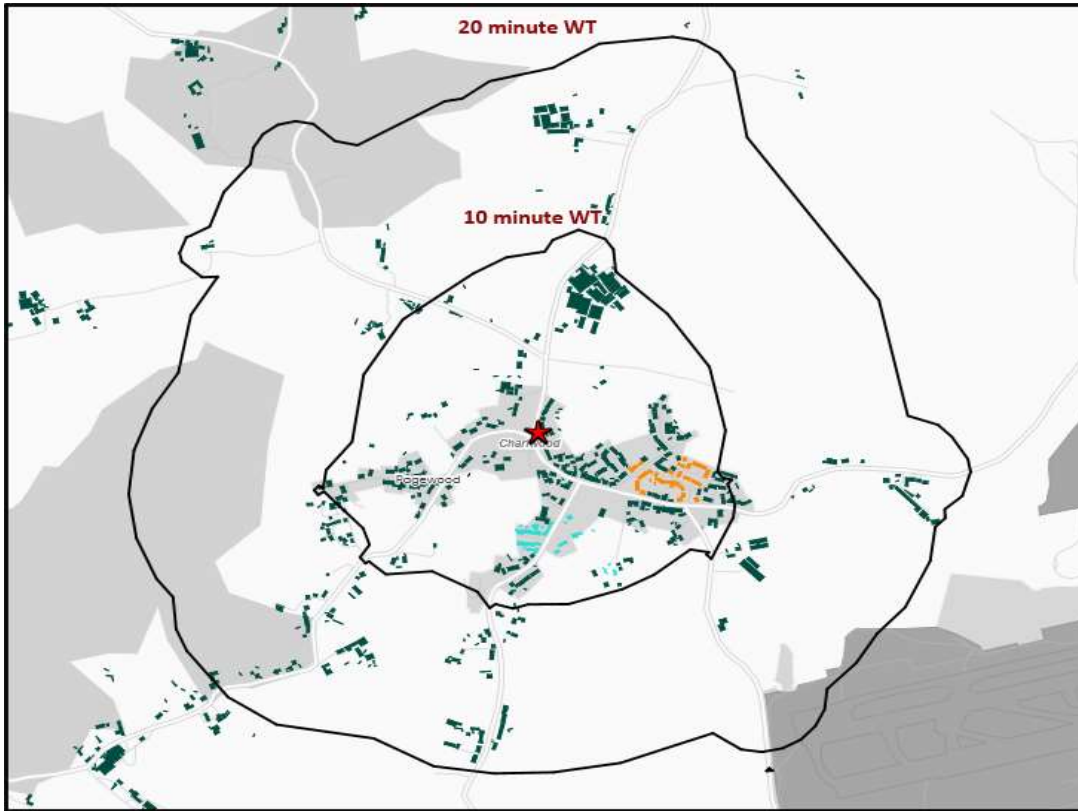


Catchment Summary - Half Moon Charlwood

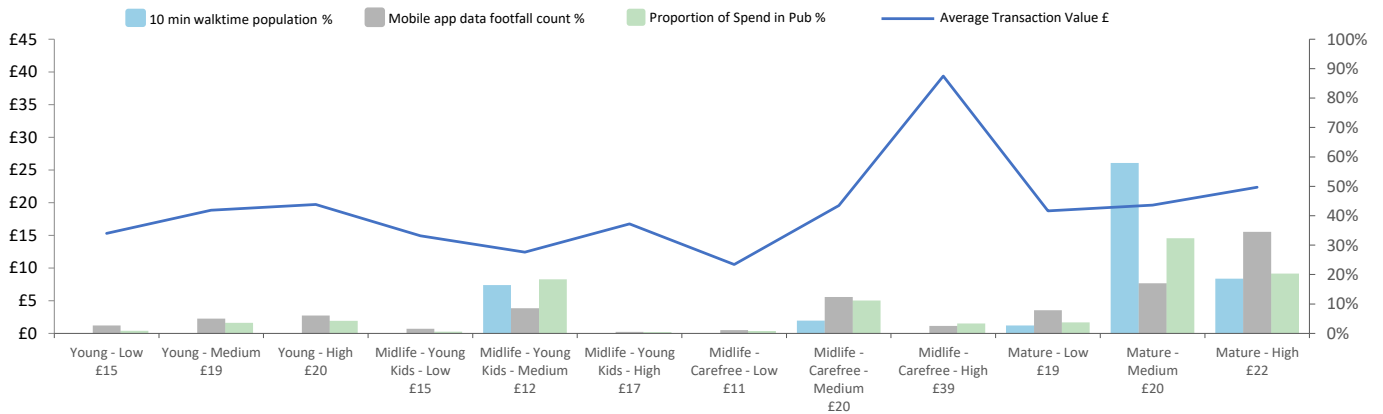
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625630	Half Moon Charlwood	RH 6 0DS	Star Pubs & Bars	GPGF	15



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Half Moon Charwood



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

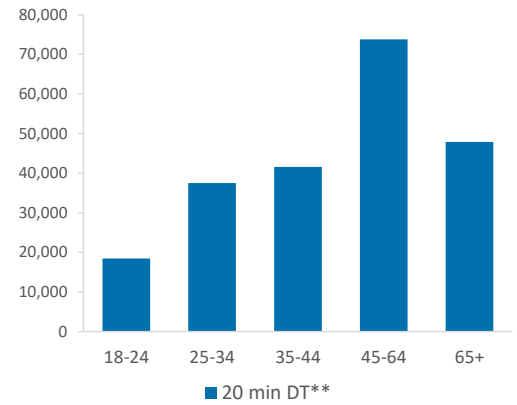
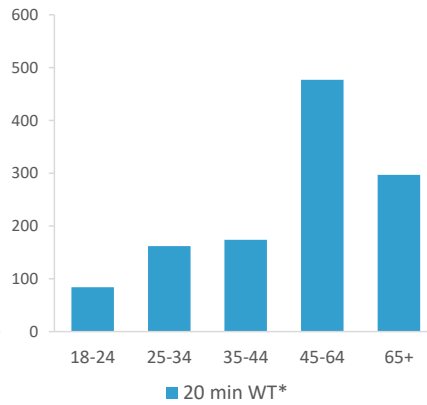
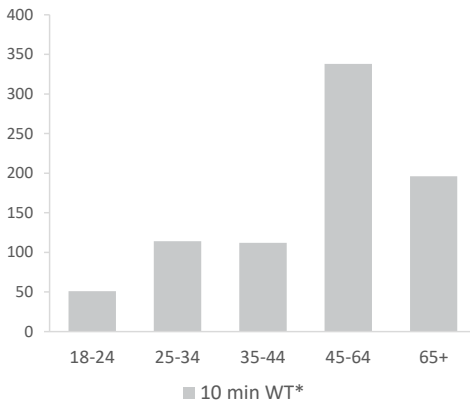
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	981	1,439	281,346	18	8	64
Adults 18+	811	1,194	219,318	18	8	63
Competition Pubs	2	3	180	11	8	43
Adults 18+ per Competition Pub	406	398	1,218	47	46	142
% Adults Likely to Drink	79.0%	80.7%	77.7%	104	106	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	2.7%	1.8%	12.6%	8	6	38
	Medium	78.7%	53.4%	45.0%	206	140	118
	High	18.6%	38.8%	41.1%	68	142	151

*Affluence does not include Not Private Households

Age Profile	18-24	51	84	18,471	64	72	81
	25-34	114	162	37,536	87	84	100
	35-44	112	174	41,611	86	91	112
	45-64	338	477	73,780	134	129	102
	65+	196	297	47,920	104	107	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	482 (49%)	735 (51%)	138,904 (49%)	100	104	101
	Female	499 (51%)	704 (49%)	142,442 (51%)	100	96	99
Economic Status (16+)	Employed: Full-time	269 (32%)	363 (30%)	87,747 (39%)	93	86	113
	Employed: Part-time	110 (13%)	160 (13%)	29,579 (13%)	111	110	110
	Self employed	133 (16%)	216 (18%)	22,942 (10%)	172	190	110
	Unemployed	22 (3%)	30 (2%)	7,223 (3%)	95	88	116
	Full-time student	8 (1%)	13 (1%)	3,907 (2%)	40	44	73
	Retired	192 (23%)	242 (20%)	43,927 (19%)	105	90	89
	Other	103 (12%)	206 (17%)	30,873 (14%)	71	96	78
Total Worker Count		679	914	128,895			

See the Glossary page for further information on the above variables

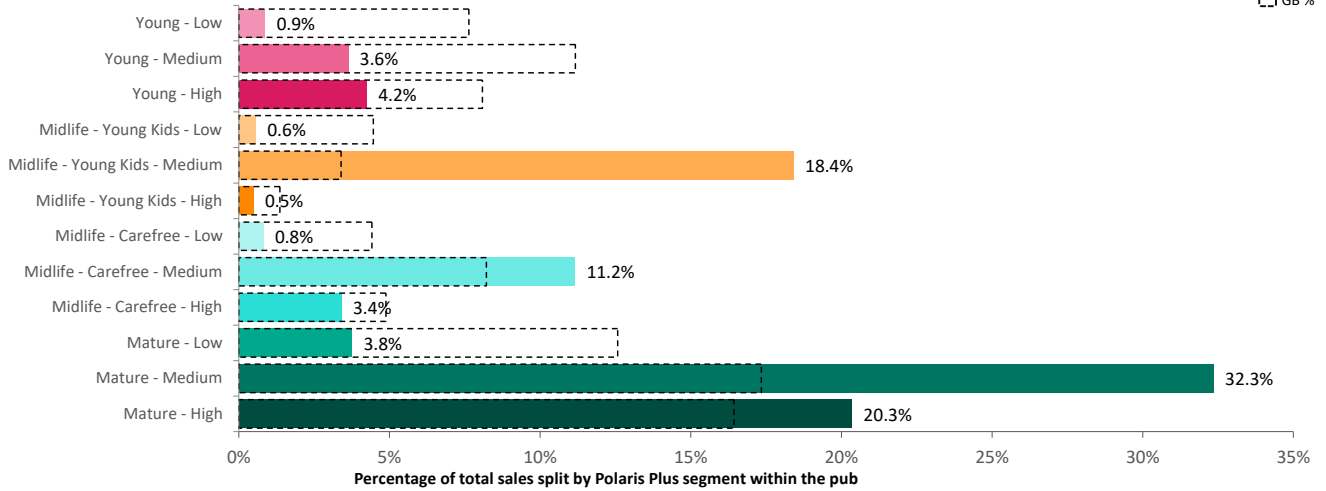
Transactional Data Summary - Half Moon Charwood



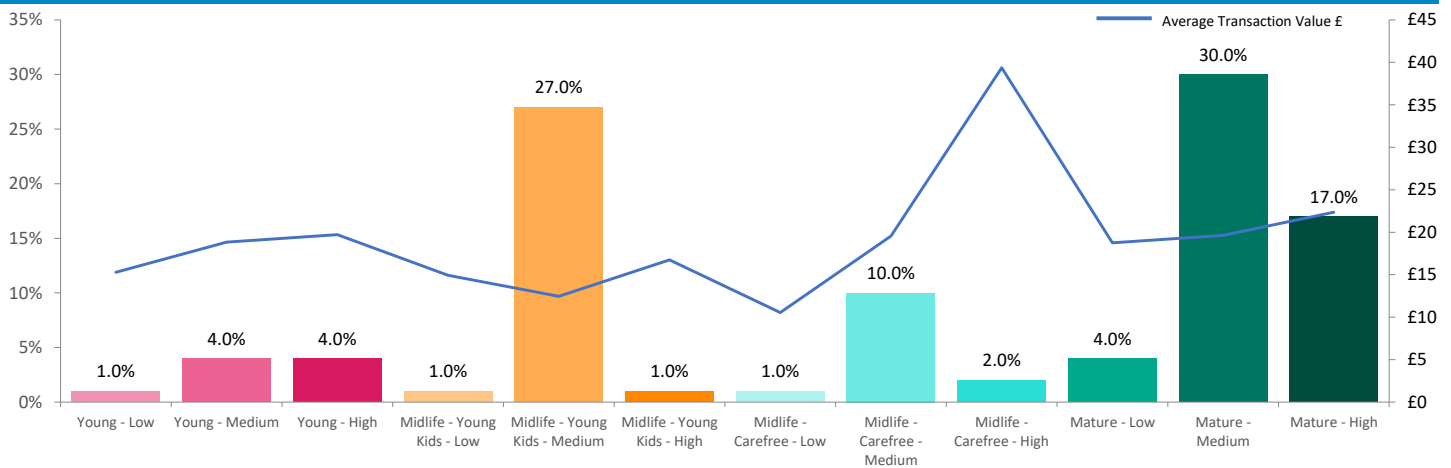
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Spend by Polaris Plus

GB %

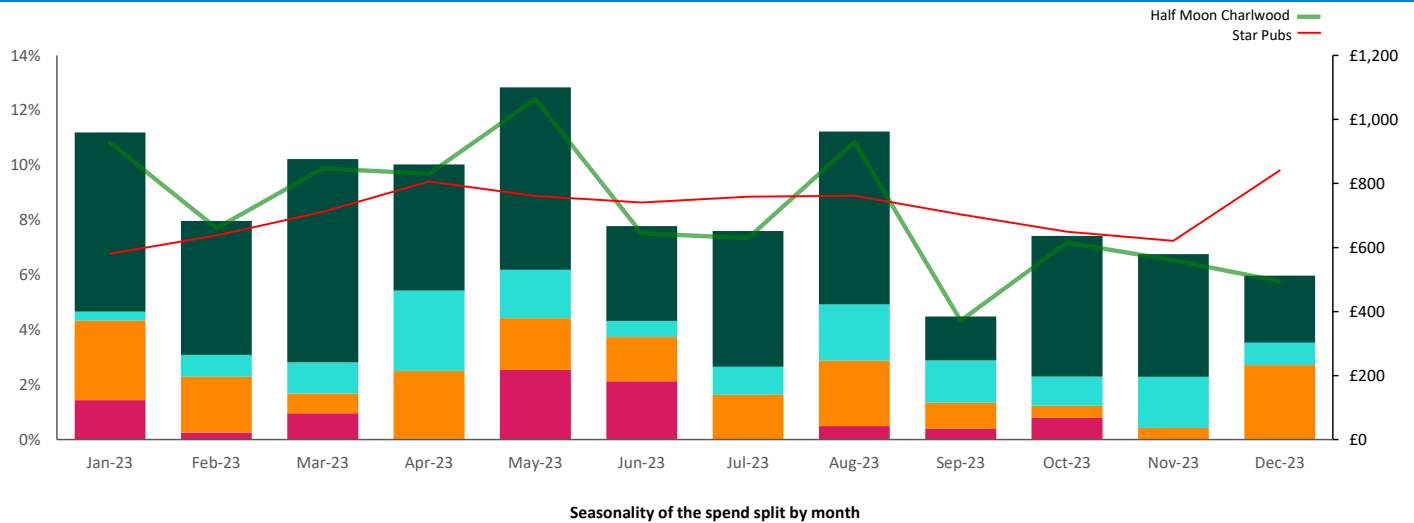


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

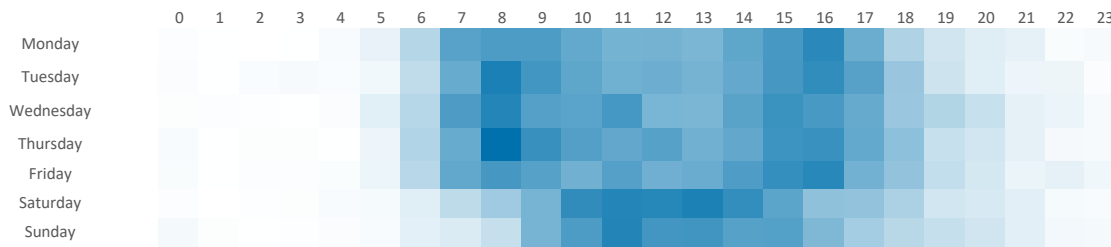


Mobile Data Summary - Half Moon Charlwood



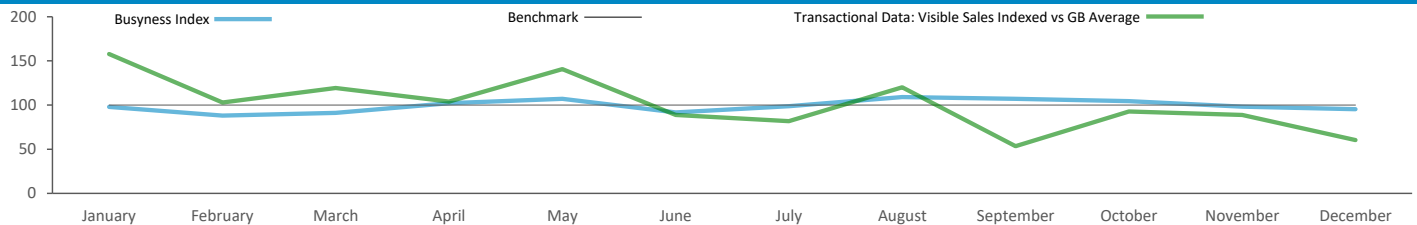
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Time of Day/Day of Week



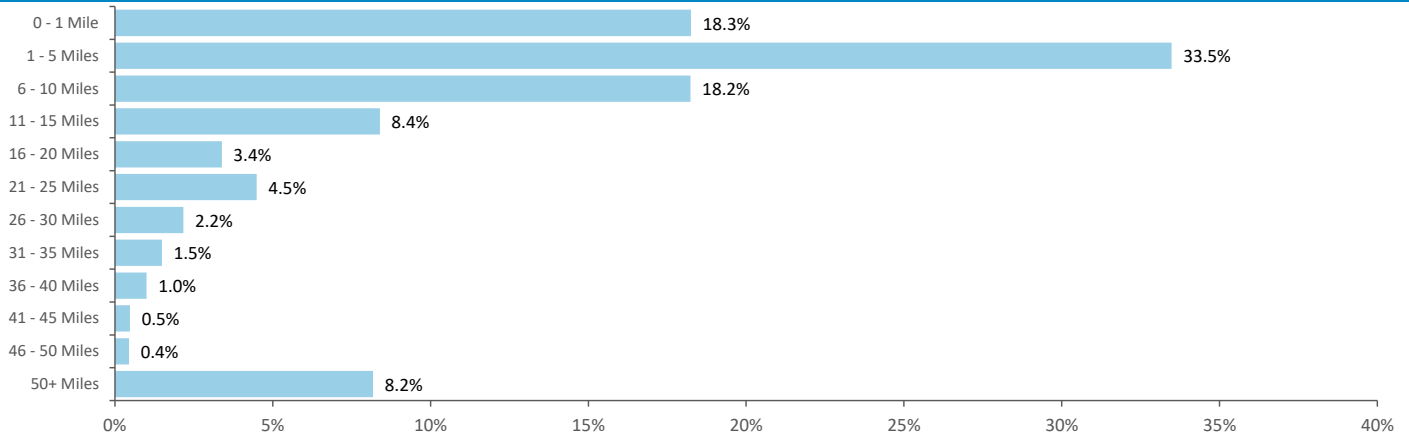
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

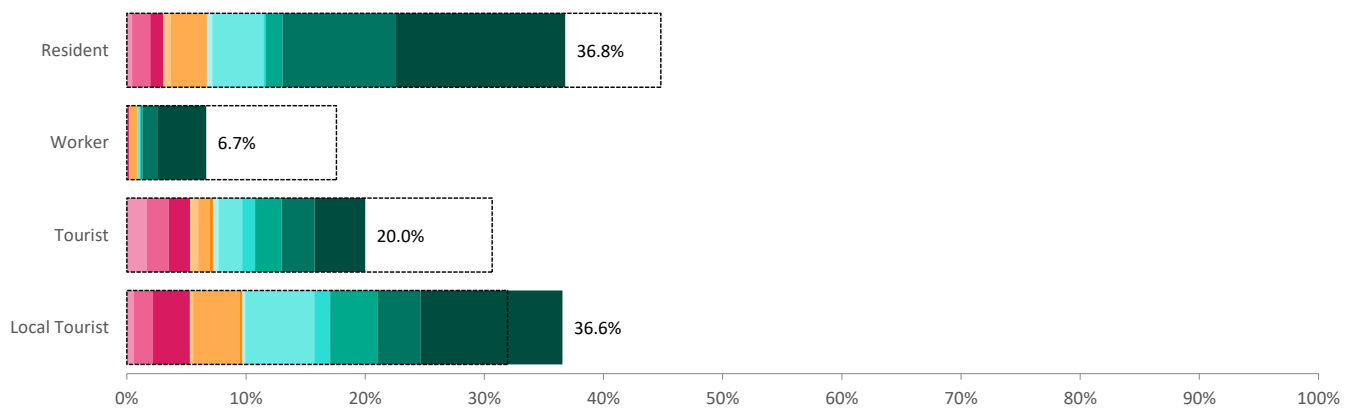
Distance from Home



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



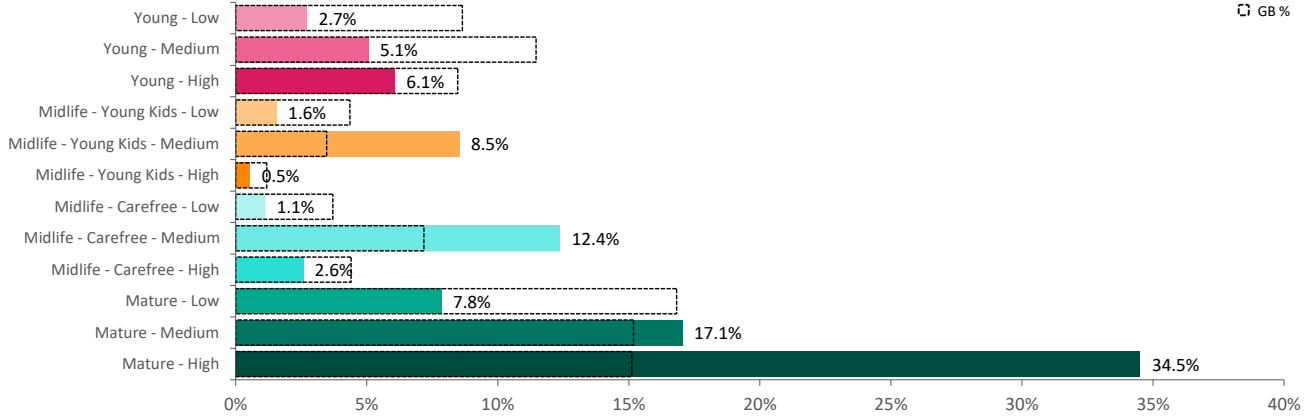
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Half Moon Charlwood



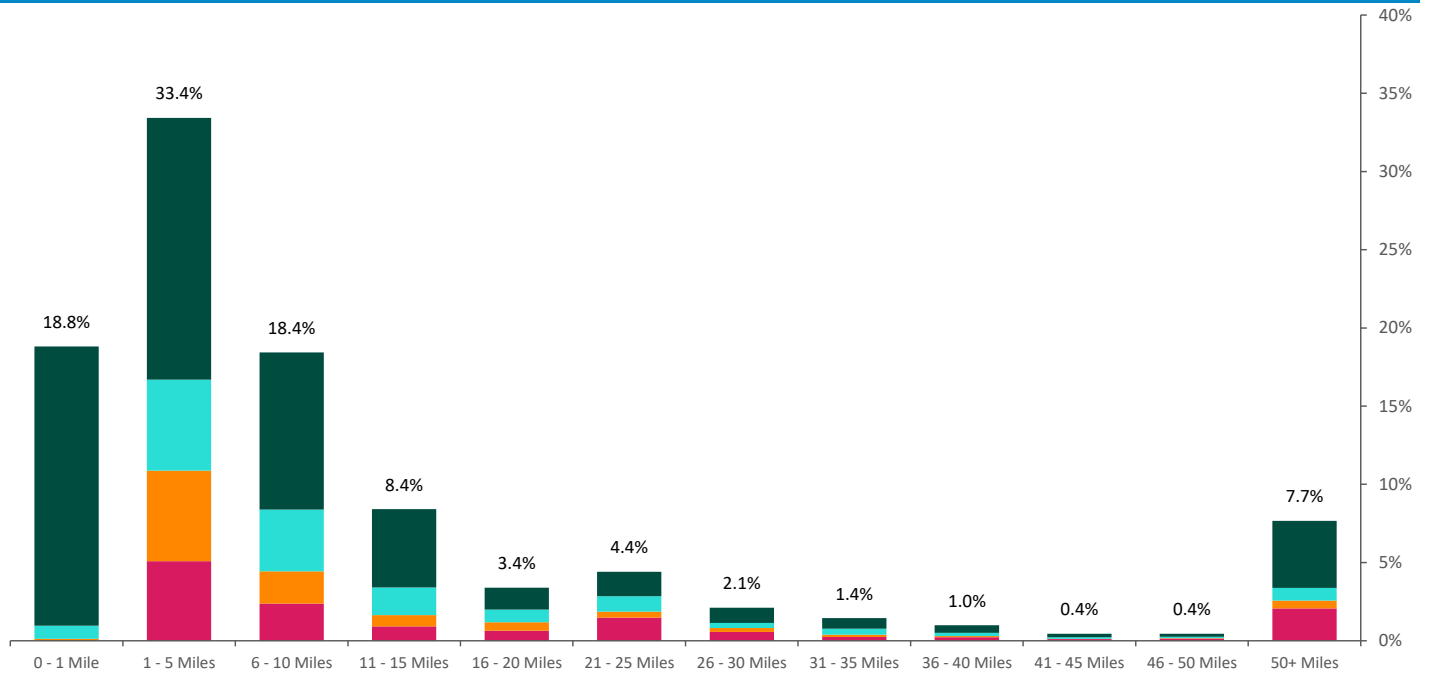
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Polaris Plus Profile



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



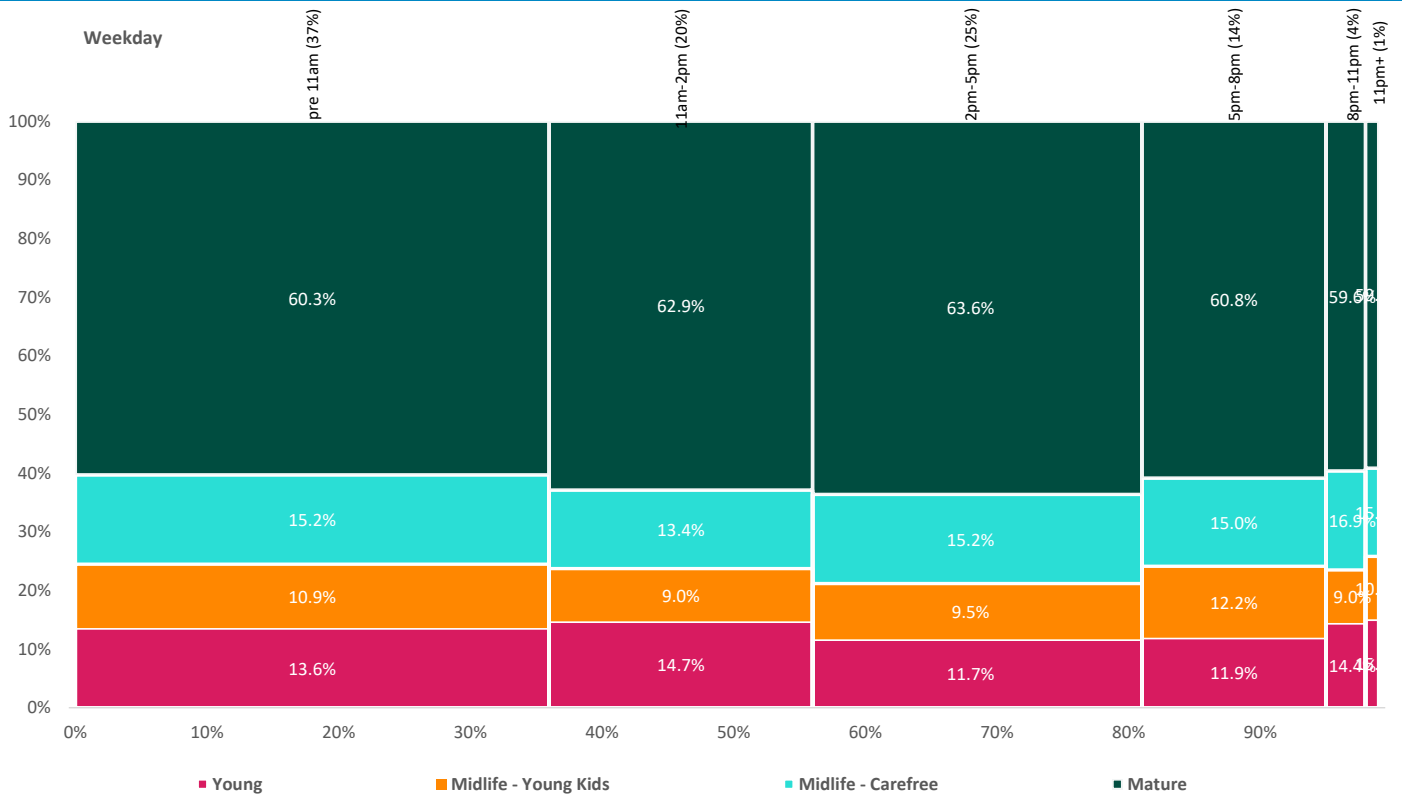
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Half Moon Charlwood

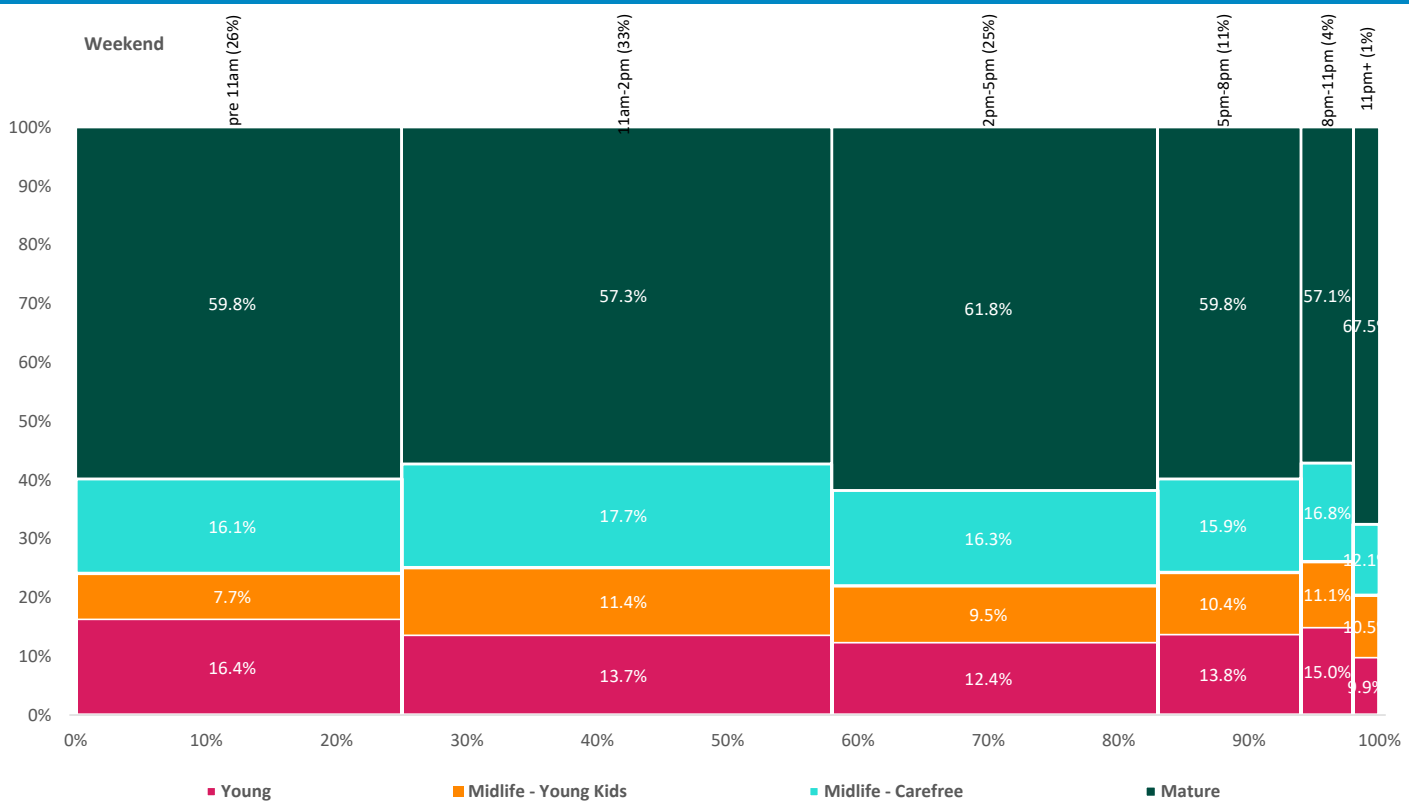


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Time of Day by Polaris: Weekday (Monday to Friday)



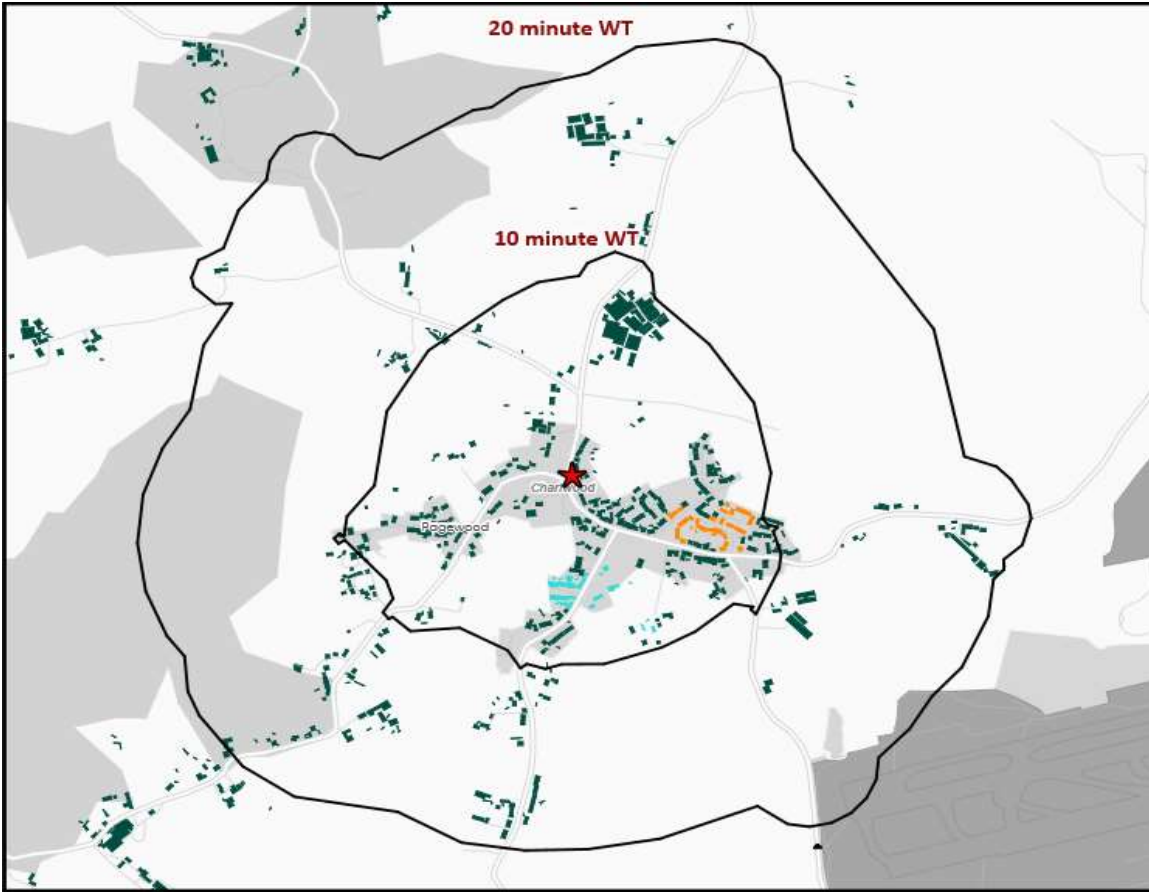
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Half Moon Charwood



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

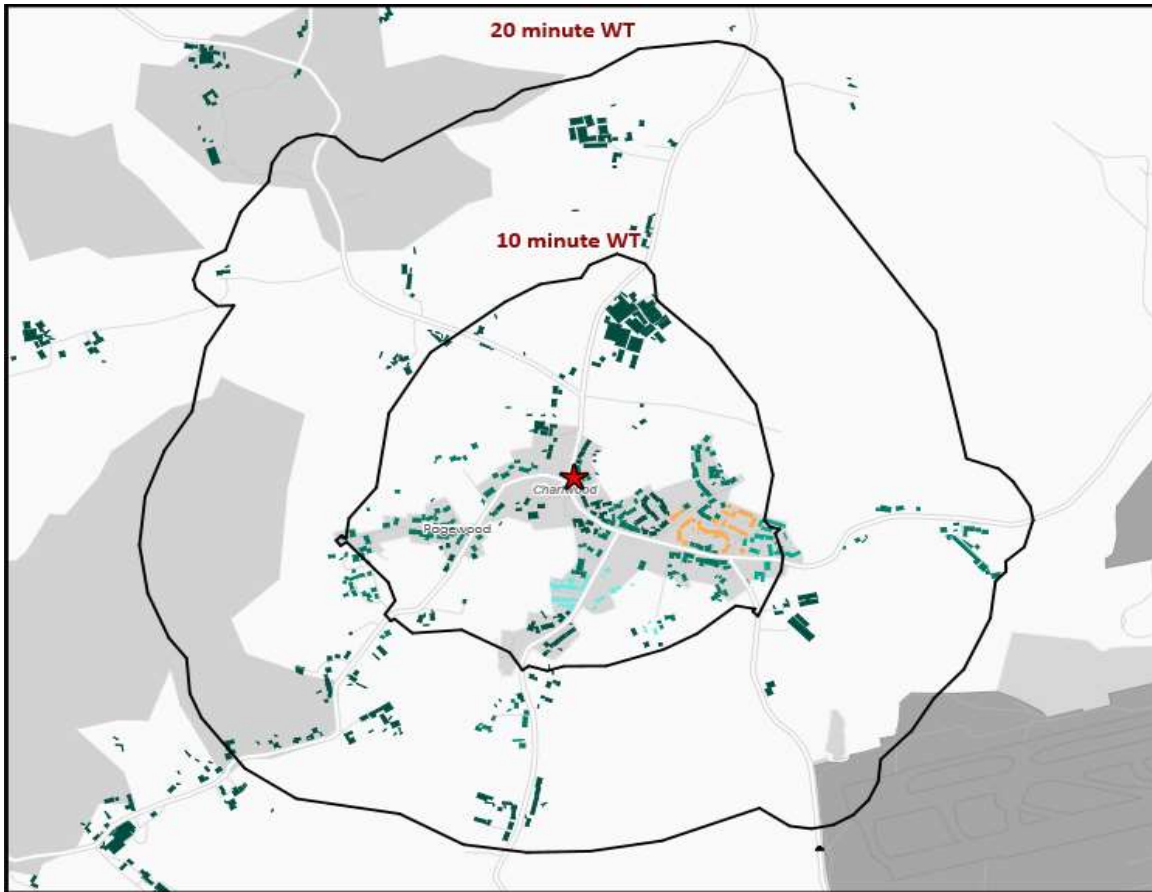
*WT= Walktime, **DT= Drivetime

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	0	0	48,353	0	0	80
Midlife - Young Kids	133	133	30,477	150	102	127
Midlife - Carefree	35	35	54,859	27	19	158
Mature	643	955	82,891	179	180	85
<i>Not Private Households</i>	0	71	2,738	0	453	95
Total	811	1,194	219,318			

Polaris Plus Summary - Half Moon Charlwood



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- ★ 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	0	0	4,737	0	0	22
Medium	0	0	18,961	0	0	79
High	0	0	24,655	0	0	167
Midlife - Young Kids						
Low	0	0	3,065	0	0	25
Medium	133	133	25,552	379	257	269
High	0	0	1,860	0	0	76
Midlife - Carefree						
Low	0	0	2,810	0	0	30
Medium	35	35	43,612	60	41	278
High	0	0	8,437	0	0	86
Mature						
Low	22	22	16,991	20	13	56
Medium	470	470	10,625	370	251	31
High	151	463	55,275	124	259	168
Not Private Households	0	71	2,738	0	453	95
Total	811	1,194	219,318			

CGA Summary - Half Moon Charlwood



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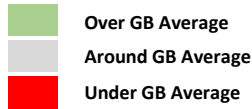


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Half Moon	RH 6 ODS	Star Pubs & Bars	GPGF	0.0
1	Charlwood	RH 6 OBY	Greene King	Family Pub Dining	0.3
2	Stanhill Court Hotel	RH 6 OEP	Independent Free	Hotel	0.5

Per Pub Analysis - Half Moon Charlwood



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	811	1,194	219,318
Number of Competition Pubs	2	3	180
Adults 18+ per Competition Pub	406	398	1,218

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	39	4.8%	60
Circuit Bar	0	20	2.4%	59
Community Pub	0	153	18.9%	99
Craft Led	0	8	0.9%	27
Great Pub Great Food	1	174	21.5%	121
High Street Pub	0	165	20.4%	111
Premium Local	0	217	26.8%	162

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	61	5.1%	64
Circuit Bar	0	20	1.6%	40
Community Pub	0	153	12.8%	67
Craft Led	0	8	0.6%	19
Great Pub Great Food	2	330	27.7%	156
High Street Pub	0	165	13.9%	75
Premium Local	0	351	29.4%	178

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	24,078	11.0%	136
Circuit Bar	16	7,416	3.4%	83
Community Pub	6	19,798	9.0%	47
Craft Led	0	8,573	3.9%	113
Great Pub Great Food	50	49,843	22.7%	128
High Street Pub	13	20,298	9.3%	50
Premium Local	34	40,152	18.3%	111

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
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.																																									
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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.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">Rural</td> </tr> </table>		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						
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Metropolitan			Large Urban						Small Urban				Rural																												