

Catchment Summary - Royal Hotel Woodhouse

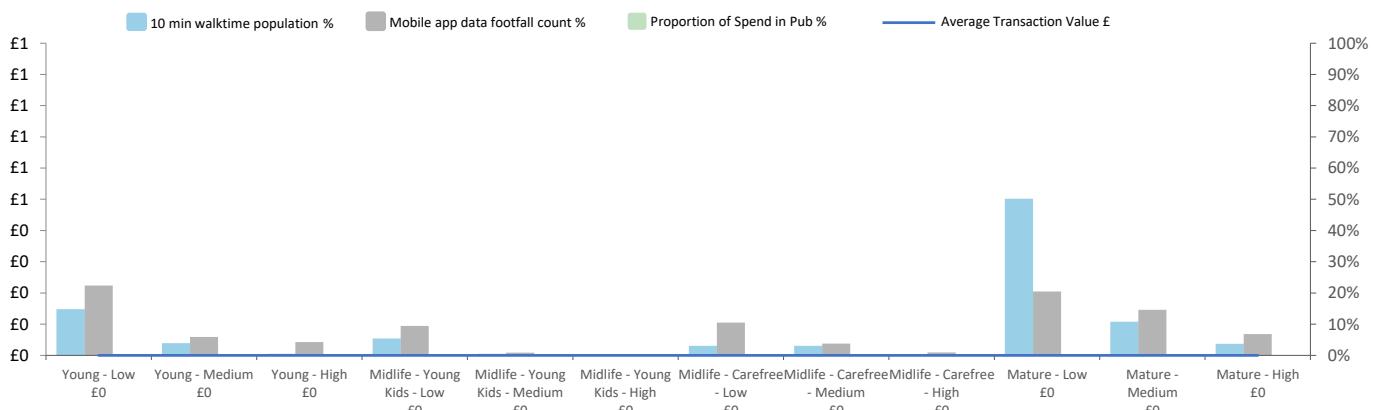


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Ship To	Name	Postcode	Operator	Segment	Sparsity
625896	Royal Hotel Woodhouse	S 13 7JX	Star Pubs & Bars	Community Pub	7



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Royal Hotel Woodhouse

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	Over GB Average
	Around GB Average
	Under GB Average

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**

*WT= Walktime, **DT= Drivetime

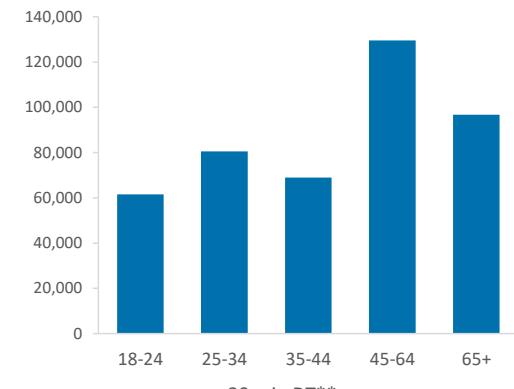
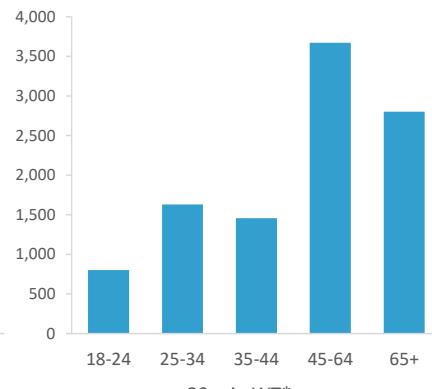
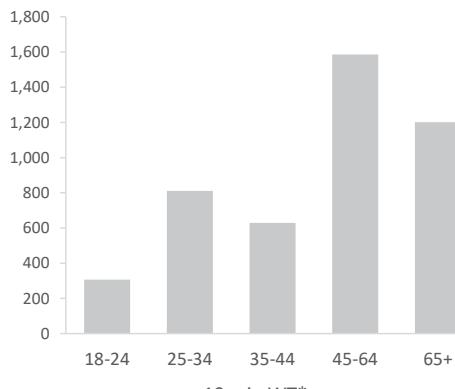
Population	5,547	12,850	550,101	103	69	125
Adults 18+	4,533	10,362	437,386	101	68	125
Competition Pubs	4	6	511	22	17	123
Adults 18+ per Competition Pub	1,133	1,727	856	132	201	100
% Adults Likely to Drink	74.0%	75.7%	73.3%	97	99	96

Population & Adults 18+ index is based on all pubs

Affluence	Low	73.4%	69.3%	50.3%	221	208	151
	Medium	18.2%	21.6%	36.9%	48	57	97
	High	4.2%	7.3%	11.3%	16	27	42

*Affluence does not include Not Private Households

Age Profile	18-24	306	801	61,566	68	77	137
	25-34	811	1,631	80,502	110	95	110
	35-44	629	1,457	69,000	86	86	95
	45-64	1,586	3,671	129,566	111	111	92
	65+	1,201	2,802	96,752	113	113	92



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**

Gender	Male	2,768 (50%)	6,209 (48%)	272,209 (49%)	102	99	101
	Female	2,779 (50%)	6,641 (52%)	277,892 (51%)	98	101	99

Economic Status (16+)	Employed: Full-time	1,359 (29%)	3,276 (31%)	137,497 (31%)	85	89	89
	Employed: Part-time	538 (12%)	1,392 (13%)	54,601 (12%)	98	110	102
	Self employed	280 (6%)	688 (6%)	32,473 (7%)	66	70	78
	Unemployed	193 (4%)	376 (4%)	13,605 (3%)	151	128	109
	Full-time student	73 (2%)	226 (2%)	16,400 (4%)	66	89	153
	Retired	1,160 (25%)	2,628 (25%)	90,465 (20%)	115	113	92
	Other	1,022 (22%)	2,073 (19%)	105,612 (23%)	127	112	135

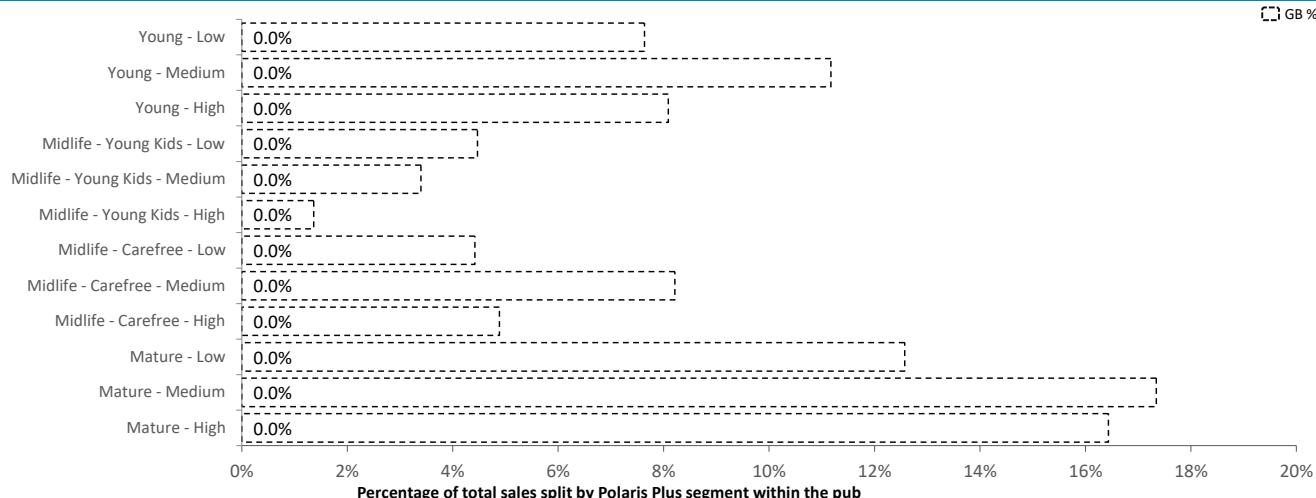
Total Worker Count	1,433	3,948	259,782
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See the Glossary page for further information on the above variables

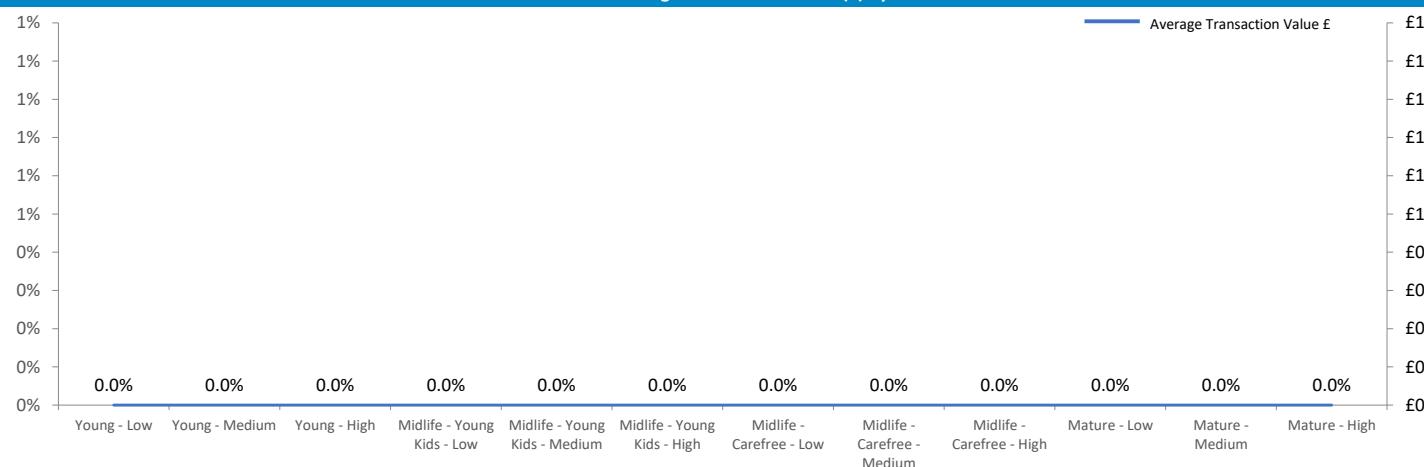
Transactional Data Summary - Royal Hotel Woodhouse

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Spend by Polaris Plus

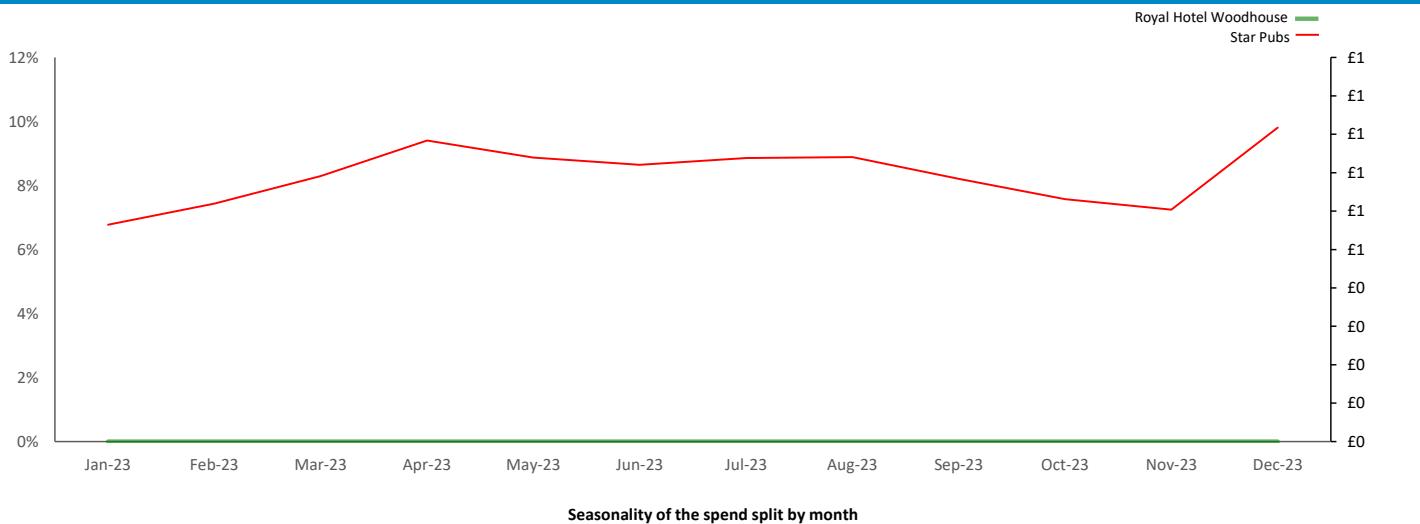


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



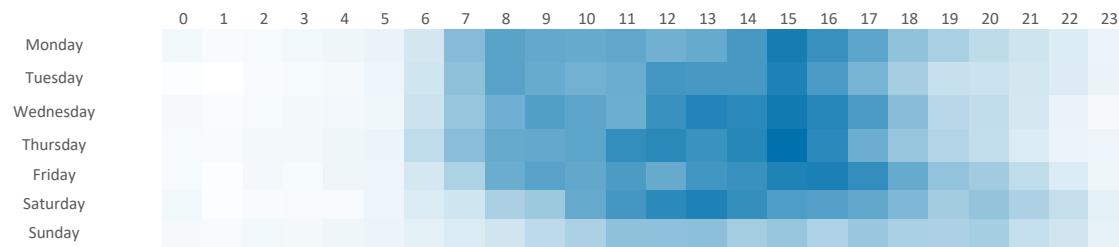
Seasonality of the spend split by month

Mobile Data Summary - Royal Hotel Woodhouse



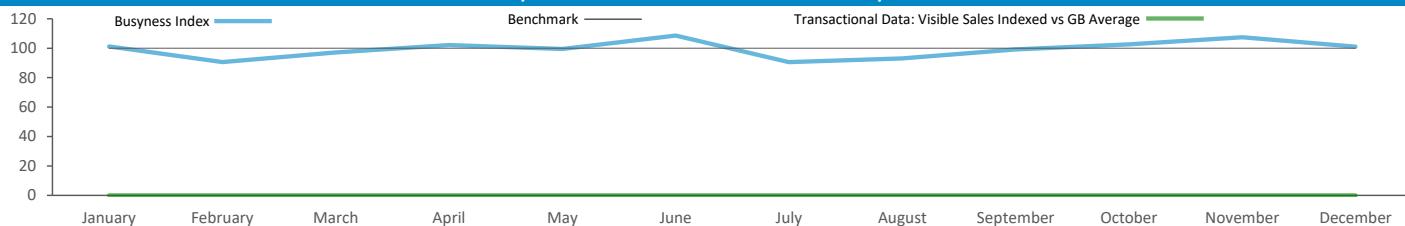
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Time of Day/Day of Week



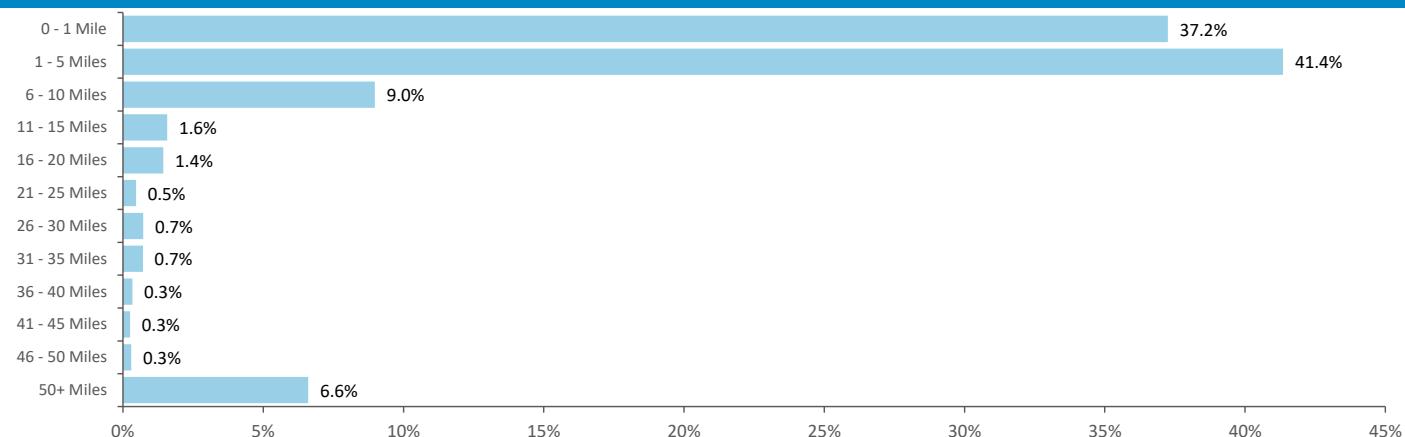
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

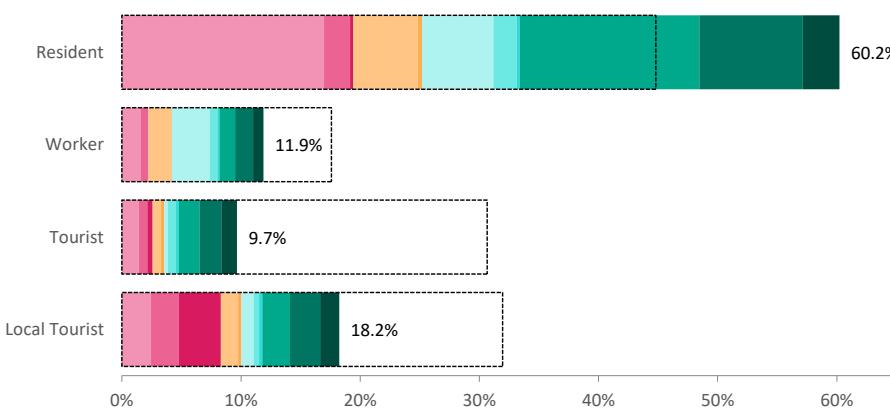
Distance from Home



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



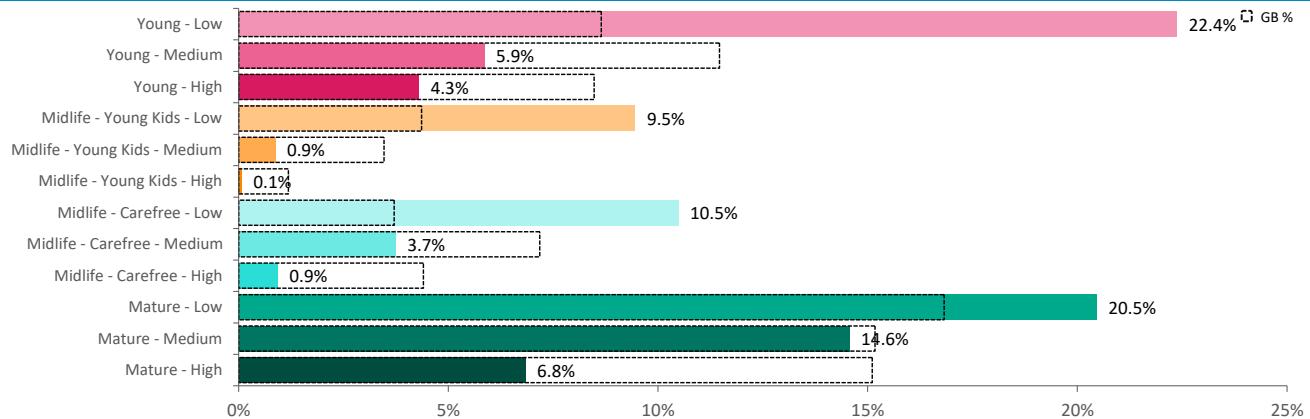
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Royal Hotel Woodhouse



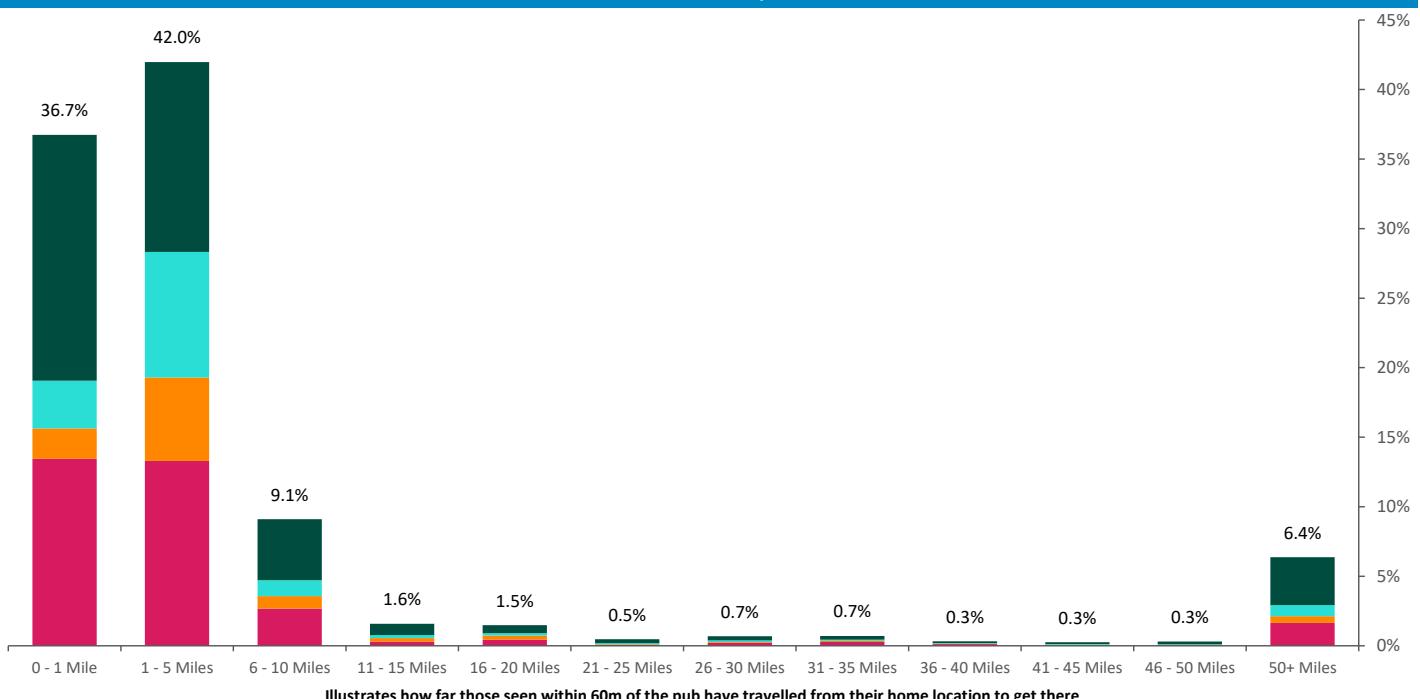
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Polaris Plus Profile



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

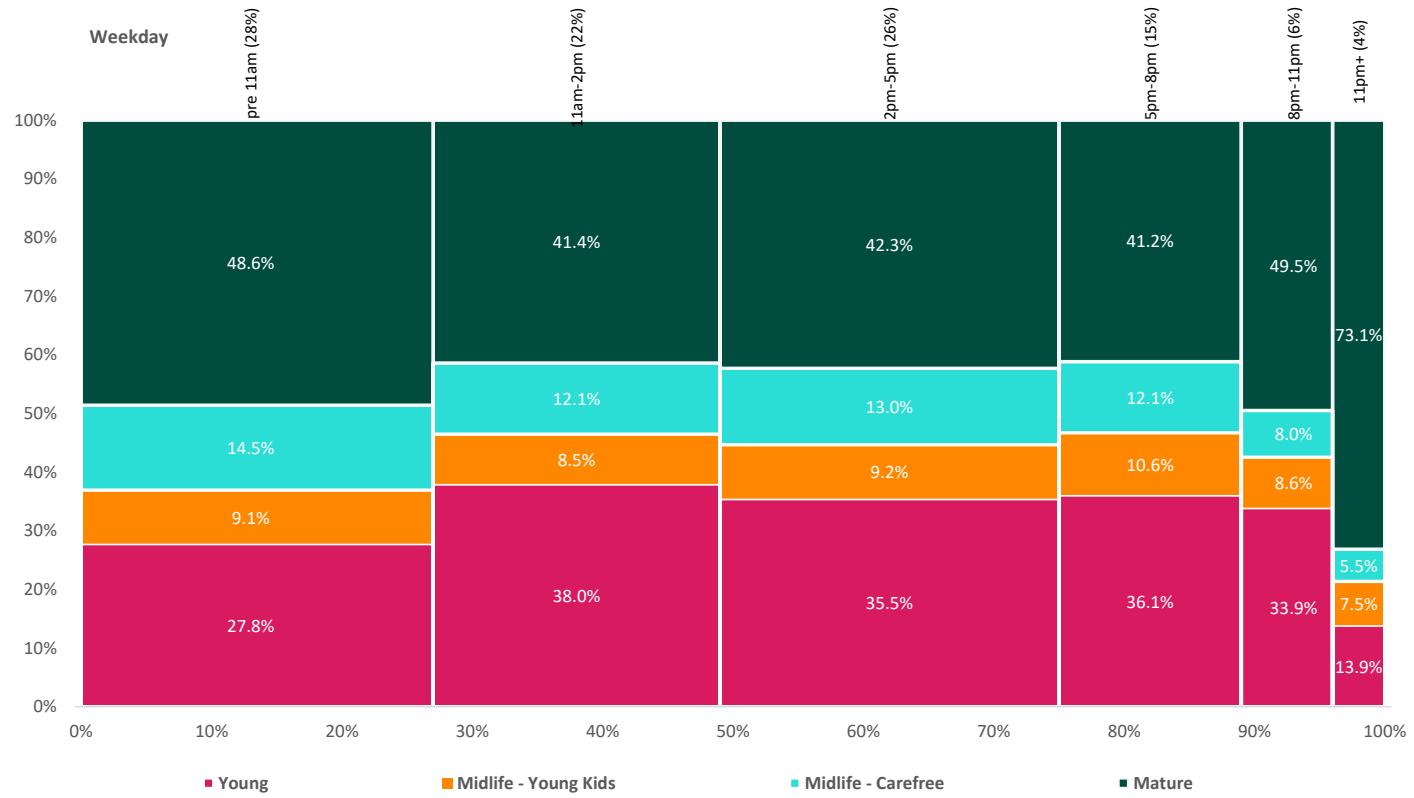


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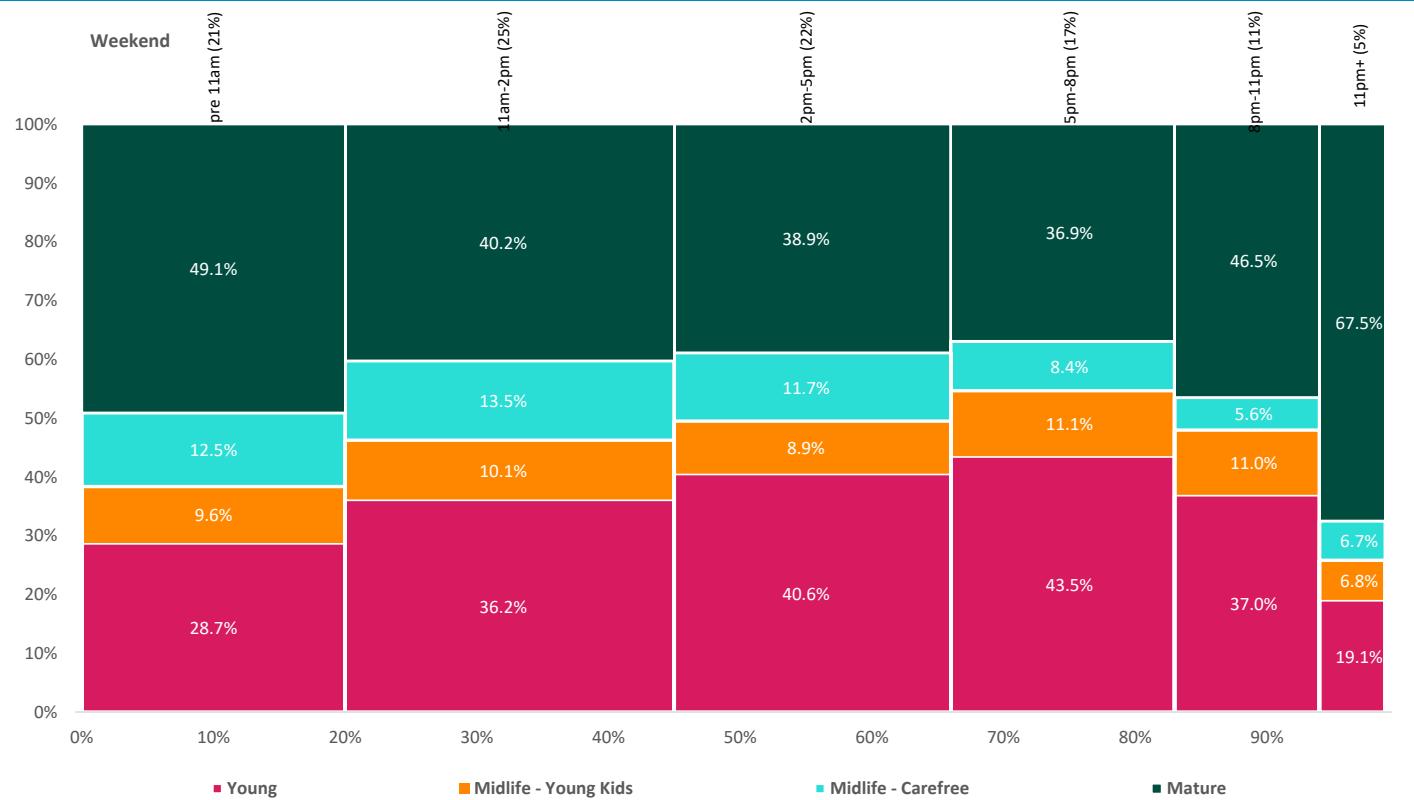
Mobile Data Summary - Royal Hotel Woodhouse

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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

Page 6 of 11

Polaris Summary - Royal Hotel Woodhouse



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	870	2,003	149,247	70	70	124
Midlife - Young Kids	266	1,451	60,692	54	128	127
Midlife - Carefree	277	1,552	52,189	39	95	75
Mature	2,929	5,165	168,754	146	112	87
<i>Not Private Households</i>	191	191	6,504	321	140	113
Total	4,533	10,362	437,386			

Polaris Plus Summary - Royal Hotel Woodhouse

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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	670	1,675	81,327	151	165	189
Medium	177	305	58,192	36	27	121
High	23	23	9,728	8	3	33
Midlife - Young Kids						
Low	244	1,400	49,709	98	246	207
Medium	22	51	10,816	11	11	57
High	0	0	167	0	0	3
Midlife - Carefree						
Low	138	1,125	32,339	72	258	175
Medium	139	427	14,183	43	58	45
High	0	0	5,667	0	0	29
Mature						
Low	2,273	2,977	56,583	365	209	94
Medium	487	1,454	78,096	69	90	114
High	169	734	34,075	25	47	52
Not Private Households	191	191	6,504	321	140	113
Total	4,533	10,362	437,386			

CGA Summary - Royal Hotel Woodhouse



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Woodhouse Spice	S 13 7JX	Independent Free	Restaurants	0.0
0	Royal Hotel	S 13 7JX	Star Pubs & Bars	Community Pub	0.0
0	Stag Inn	S 13 7JX	Trust Inns Limited	Community Pub	0.0
3	China Town	S 13 7JQ	Independent Free	Restaurants	0.1
4	George	S 13 7PD	Stonegate Pub Company	Community Pub	0.1
5	Angel	S 13 7EQ	Trust Inns Limited	Family Pub Dining	0.2
6	Extra Care Charitable Trust	S 13 7RB	Independent Free	Clubland	0.4
7	Woodhouse Westend WM Club & Institute	S 13 7ES	Independent Free	Clubland	0.6
8	Everest Inn	S 13 9HS	Star Pubs & Bars	Community Pub	0.8
9	Hogshead	S 12 4AJ	Stonegate Pub Company	Community Pub	0.9
10	Sportsman Inn	S 12 4LA	Star Pubs & Bars	Community Pub	0.9
11	Princess Royal	S 13 9WG	Punch Pub Company	Community Pub	1.0
12	Strad	S 13 8SE	Independent Free	Community Pub	1.0
13	Old Crown	S 13 9BZ	Independent Free	Community Pub	1.1
13	Cross Keys Hotel	S 13 9BZ	Ei Group	Community Pub	1.1
13	Old Rectory	S 13 9BZ	Independent Free	Large Venue	1.1
16	Pizza Hut	S 20 7JJ	Pizza Hut UK Ltd	Casual Dining	1.1
16	Drakehouse Mill	S 20 7JJ	Greene King	Family Pub Dining	1.1
18	Frechville Community Association Sports & Social Club	S 12 4RP	Independent Free	Clubland	1.1
18	Jack In A Box	S 12 4RP	Admiral Taverns Ltd	Community Pub	1.1
20	Golden Plover	S 12 4HE	Stonegate Pub Company	Community Pub	1.2

Per Pub Analysis - Royal Hotel Woodhouse

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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+	4,533	10,362	437,386
Number of Competition Pubs	4	6	511
Adults 18+ per Competition Pub	1,133	1,727	856

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	122	2.7%	33
Circuit Bar	0	273	6.0%	149
Community Pub	3	1,647	36.3%	190
Craft Led	0	64	1.4%	41
Great Pub Great Food	0	225	5.0%	28
High Street Pub	0	1,391	30.7%	166
Premium Local	0	343	7.6%	46

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	289	2.8%	35
Circuit Bar	0	469	4.5%	112
Community Pub	3	3,209	31.0%	162
Craft Led	0	135	1.3%	38
Great Pub Great Food	0	727	7.0%	40
High Street Pub	0	2,831	27.3%	148
Premium Local	0	959	9.3%	56

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	47	26,704	6.1%	76
Circuit Bar	30	22,332	5.1%	126
Community Pub	115	108,048	24.7%	129
Craft Led	0	14,759	3.4%	98
Great Pub Great Food	19	49,182	11.2%	64
High Street Pub	53	105,399	24.1%	131
Premium Local	47	57,936	13.2%	80

Glossary



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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																																																																																
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 is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																																																																	
Consumer Insight	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Young</th> <th>Midlife 'Parents'</th> <th>Midlife 'Carefree'</th> <th>Mature</th> </tr> </thead> <tbody> <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> <tr> <td> <ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit </td><td> <ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic </td><td> <ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer </td><td> <ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer </td></tr> </tbody> </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"	<ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • 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 • Energy • 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 																																																																
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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.																																																																																	
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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.																																																																																	
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