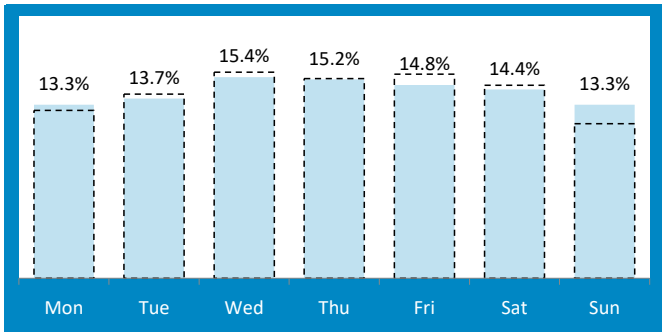
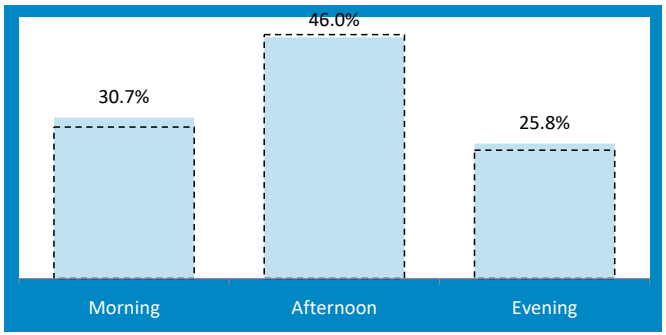
Archer

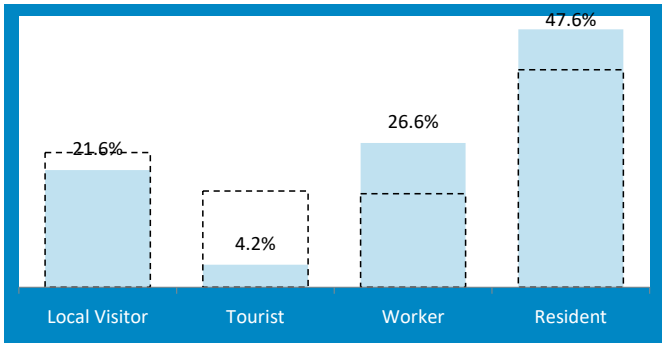
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1.465	5.344
Adult Pop		1.198	4.529
Affluence	Low	38%	33%
	Medium	56%	38%
	High	6%	27%
Young		14%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		9%	16%
Mature		77%	44%
Competition Count		3	43

Visitors

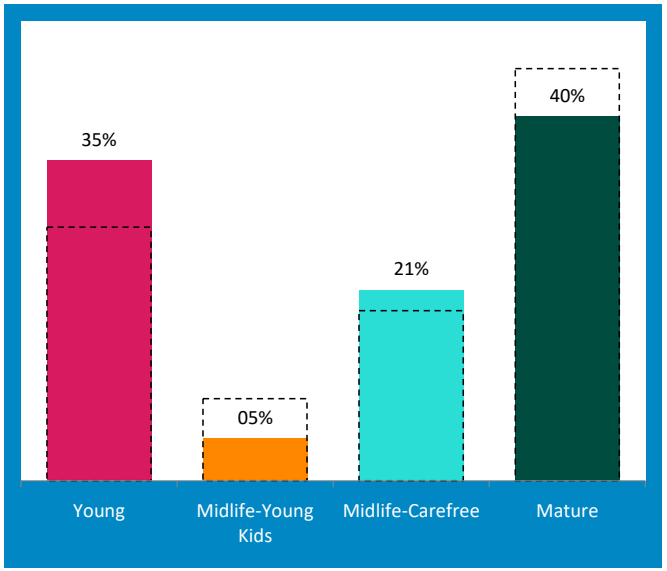






Spend Profile

	This Site	Benchmark
£ATV	£36	£30
Average Distance Travelled in miles	5	27



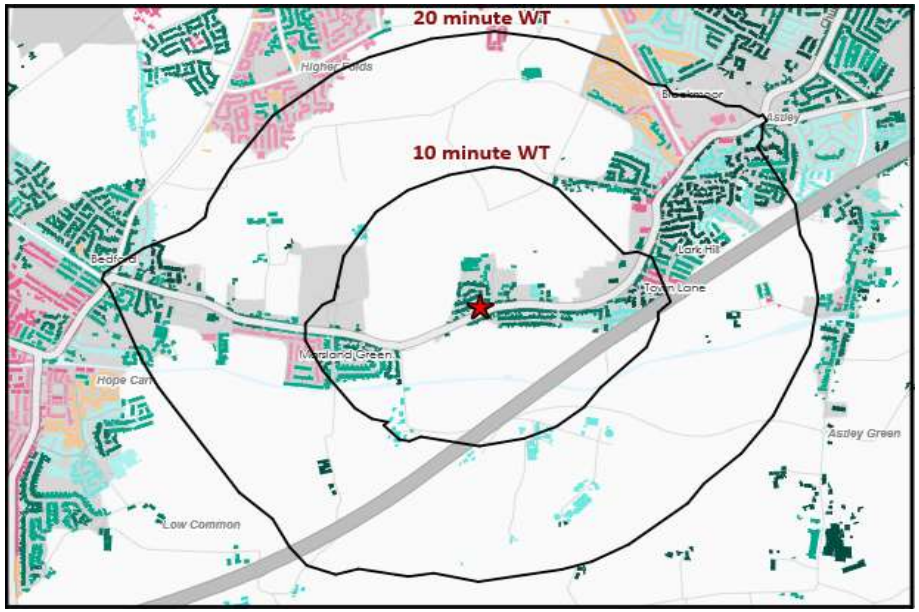
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Catchment Summary - Archer

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		1.465	4.960	721.778	27	25	170
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		1.198	3.893	565.395	26	24	166
Competition Pubs		3	7	772	7	7	99
Adults 18+ per Competition Pub		399	556	732	58	81	107
% Adults Likely to Drink		81,0%	81,0%	79,0%	101	101	99
Affluence	Low	38,5%	48,6%	48,7%	116	146	147
	Medium	55,9%	37,7%	39,5%	146	98	103
	High	5,6%	13,8%	10,7%	20	50	39
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£24.247	£21.629	£20.457	107	96	91
Age Profile	18-24	87	325	56.648	70	77	92
	25-34	183	696	103.966	92	104	107
	35-44	168	673	102.930	85	100	106
	45-64	390	1.267	175.948	106	102	97
	65+	370	932	125.903	131	98	91



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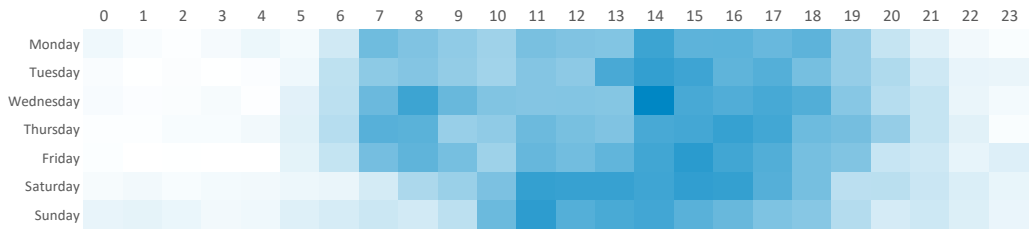
Pub Sites
Catchment

Polaris Plus Segments

Young	Midlife - Young Kids	Midlife - Carefree	Mature
Low	Low	Low	Low
Medium	Medium	Medium	Medium
High	High	High	High

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	165	786	193.096	49	73	123
Midlife - Young Kid	4	320	67.021	3	75	109
Midlife - Carefree	110	576	85.221	58	94	96
Mature	919	2.211	213.673	173	128	85
Not Private Households	0	0	6.384	0	0	9.332
Total	**1.198**	**3.893**	**565.395**			

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Per Pub - Archer

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1.198	3.893	565.395
Number of Competition Pubs	3	7	772
Adults 18+ per Competition Pub	399	556	732

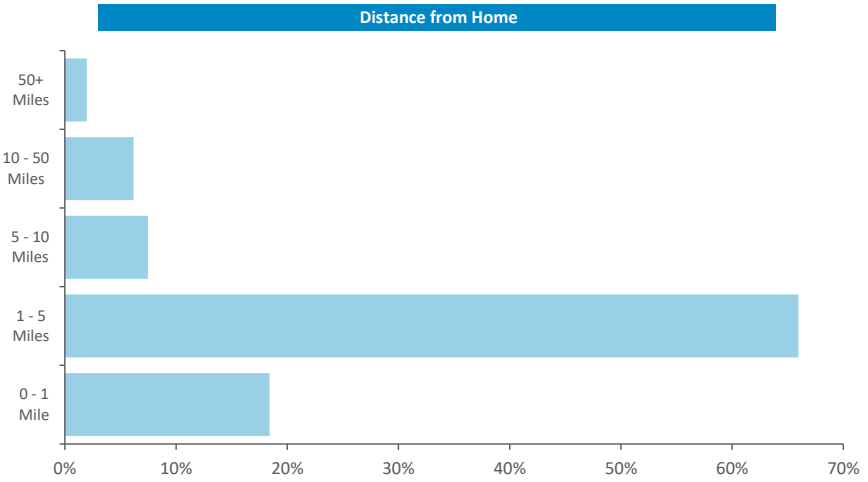
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	105	8,8%	112
Family Pub Dining	0	124	10,4%	114
Great Pub Great Food	0	195	16,3%	97
Leisure	0	123	10,3%	102
Mainstream	0	196	16,4%	117
Premium	0	169	14,1%	99
Restaurant	1	253	21,1%	92
Super Premium	0	33	2,7%	70

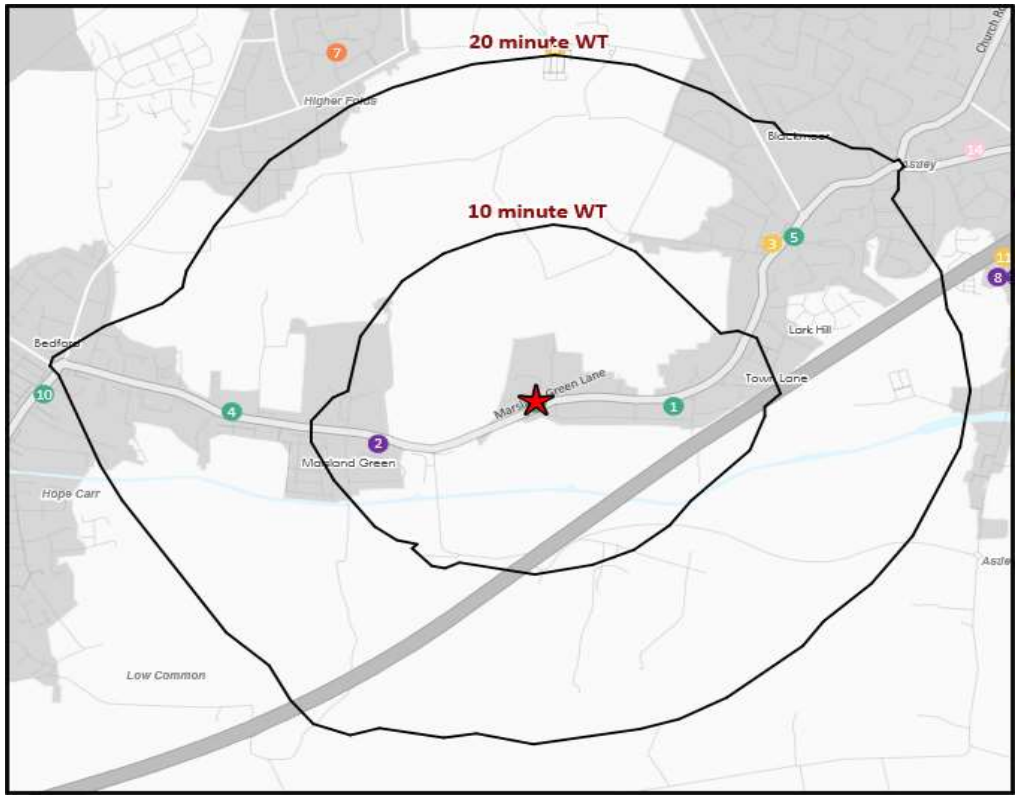
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	375	9,6%	123
Family Pub Dining	0	408	10,5%	115
Great Pub Great Food	0	612	15,7%	94
Leisure	0	401	10,3%	102
Mainstream	2	610	15,7%	112
Premium	0	524	13,5%	94
Restaurant	1	850	21,8%	95
Super Premium	0	113	2,9%	74

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	309	58.848	10,4%	133
Family Pub Dining	42	59.399	10,5%	116
Great Pub Great Food	17	81.229	14,4%	86
Leisure	115	55.919	9,9%	98
Mainstream	106	88.855	15,7%	113
Premium	25	74.856	13,2%	93
Restaurant	150	123.802	21,9%	95
Super Premium	1	16.077	2,8%	72



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Competition - Archer



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Pub Sites
Catchment

- Classic
- Family Pub Dining
- Great Pub Great Food
- Leisure
- Mainstream
- Premium
- Restaurant
- Super Premium

Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
12	La Casa	M 29 7QG	Independent Free	Restaurant	20,8%	0,99
14	Bulls Head	M 29 7BP	Mitchells & Butlers	Great Pub Gre	15,2%	1,03
10	Bowling Green	WN 7 2LD	Independent Free	Classic	13,7%	0,97
9	Old Boat House	M 29 7JB	Punch Pub Company	Mainstream	8,9%	0,96
0	Archer	M 29 7EJ	Star Pubs & Bars	Classic	8,5%	0,00
8	Lizhi	M 29 7SG	Independent Free	Restaurant	6,6%	0,96
11	Point	M 29 7QQ	Independent Free	Mainstream	5,5%	0,98
16	Zest	M 29 7HX	Independent Free	Restaurant	5,2%	1,13
6	Miners Welfare	M 29 7DW	Independent Free	Mainstream	4,3%	0,78
17	Canal Turn	WN 7 2AP	Admiral Taverns Ltd	Classic	3,3%	1,16
2	Manchester Road Cafe and Sand	WN 7 2NP	Independent Free	Restaurant	2,4%	0,32
20	Canal Duke	M 29 7PX	Stonegate Pub Company	Mainstream	1,9%	1,26
1	Cart and Horses	M 29 7SD	Holt	Classic	1,6%	0,27
18	Montys	WN 7 2EF	Independent Free	Classic	1,6%	1,18
5	Miners Arms	M 29 7DX	Daniel Thwaites plc	Classic	0,6%	0,63
3	Astley Community Club	M 29 7DY	Independent Free	Mainstream	0,0%	0,58
4	Leigh Miners Function Room	WN 7 2LZ	Independent Free	Classic	0,0%	0,60
7	Higher Fold Sports and Social Clu	WN 7 2XZ	Independent Free	Leisure	0,0%	0,87
13	Astley Conservative Club	M 29 7HZ	Independent Free	Mainstream	0,0%	1,01
15	Sigdi Indian Restaurant and Bar	M 29 7HQ	Independent Free	Restaurant	0,0%	1,07
19	East Leigh Labour Club	WN 7 3AE	Independent Free	Mainstream	0,0%	1,23

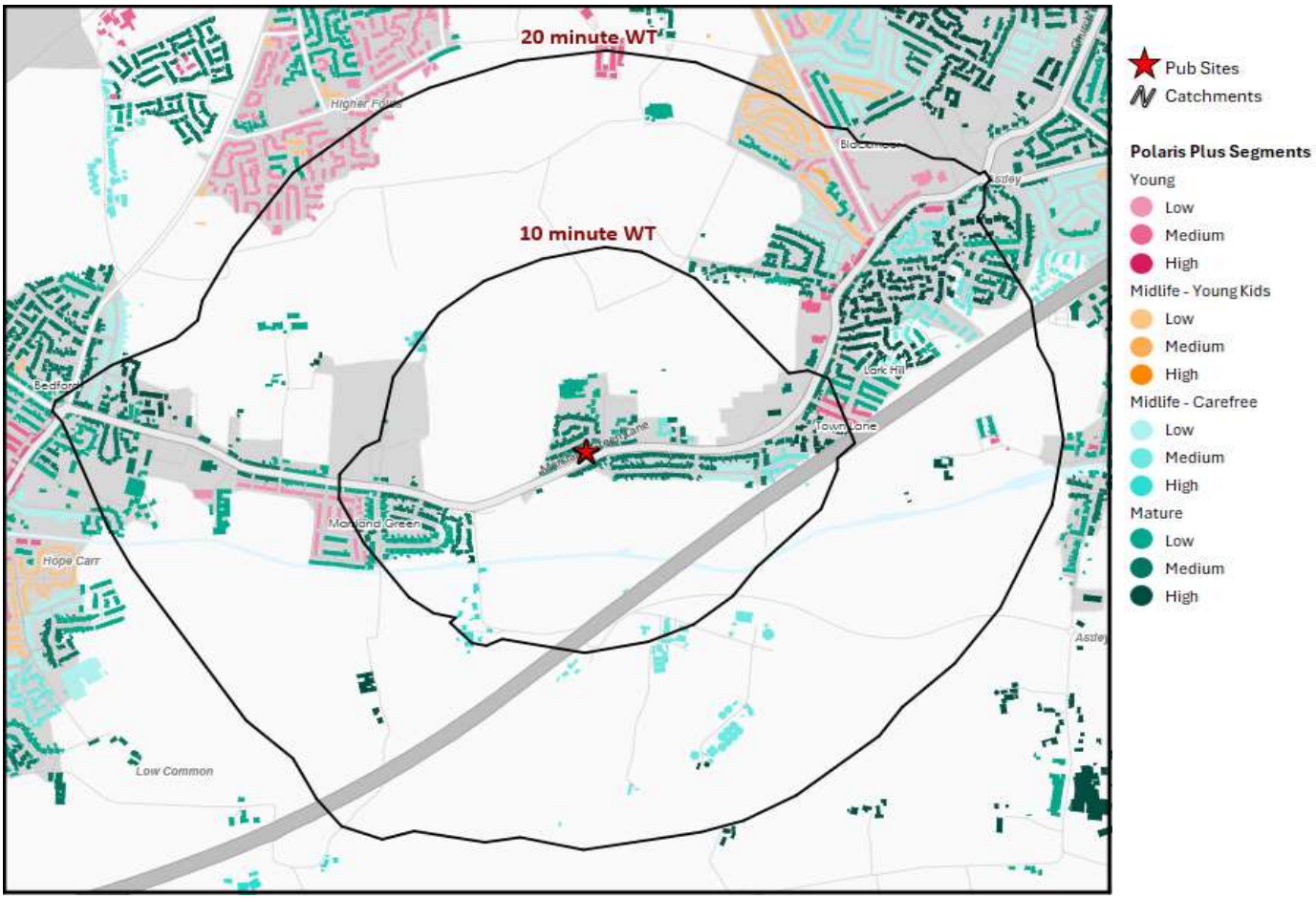
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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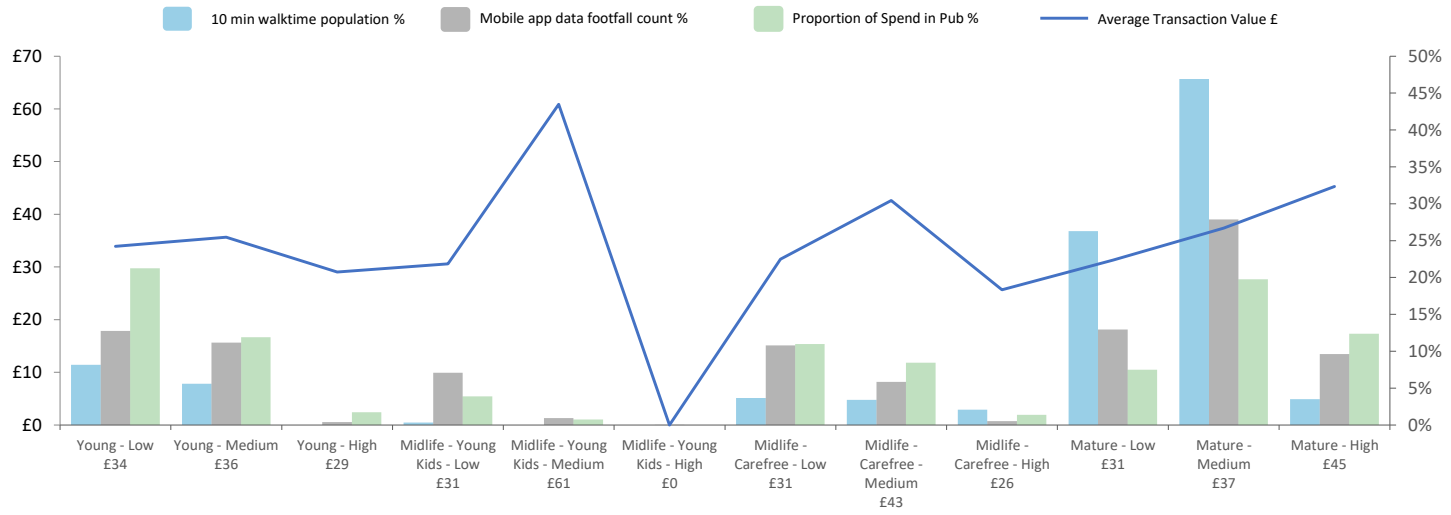
Catchment Summary - Archer

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
255156	Archer	M 29 7EJ	Star Pubs & Bars	Classic	5



Polaris Plus Profile



See the Glossary page for further information on the above variables

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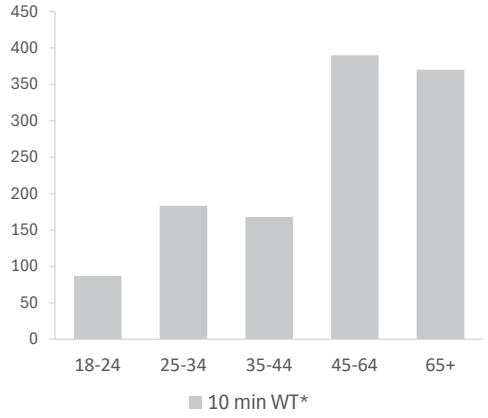
Catchment Summary - Archer

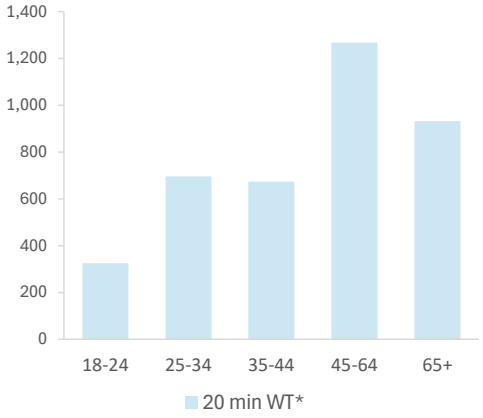
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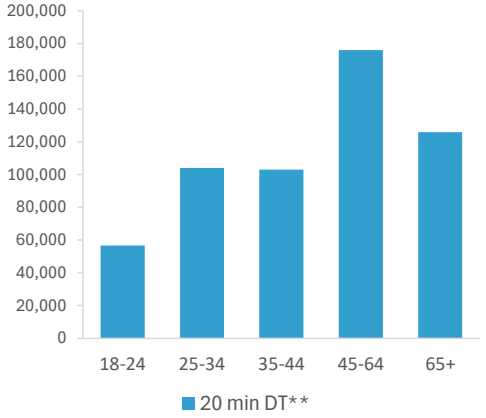
Over GB Average
Around GB Average
Under GB Average

*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		1.465	4.960	721.778	27	25	170
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1.198	3.893	565.395	26	24	166
Competition Pubs		3	7	772	7	7	99
Adults 18+ per Competition Pub		399	556	732	58	81	107
% Adults Likely to Drink		81,0%	81,0%	79,0%	101	101	99
Affluence	Low	38,5%	48,6%	48,7%	116	146	147
	Medium	55,9%	37,7%	39,5%	146	98	103
	High	5,6%	13,8%	10,7%	20	50	39
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£24.247	£21.629	£20.457	107	96	91
Age Profile	18-24	87	325	56.648	70	77	92
	25-34	183	696	103.966	92	104	107
	35-44	168	673	102.930	85	100	106
	45-64	390	1.267	175.948	106	102	97
	65+	370	932	125.903	131	98	91







		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	741 (51%)	2,474 (50%)	357,817 (50%)	103	102	101
	Female	724 (49%)	2,486 (50%)	363,961 (50%)	97	98	99
Economic Status (16+)	Employed: Full-time	439 (35%)	1,453 (36%)	207,913 (36%)	104	106	105
	Employed: Part-time	127 (10%)	456 (11%)	68,960 (12%)	85	94	99
	Self employed	108 (9%)	357 (9%)	43,598 (7%)	94	95	81
	Unemployed	19 (2%)	113 (3%)	18,015 (3%)	55	102	112
	Full-time student	18 (1%)	60 (1%)	13,273 (2%)	58	60	91
	Retired	373 (30%)	915 (23%)	120,086 (21%)	138	104	95
	Other	162 (13%)	685 (17%)	111,540 (19%)	73	95	108
Total Worker Count		566	1.365	306.007			

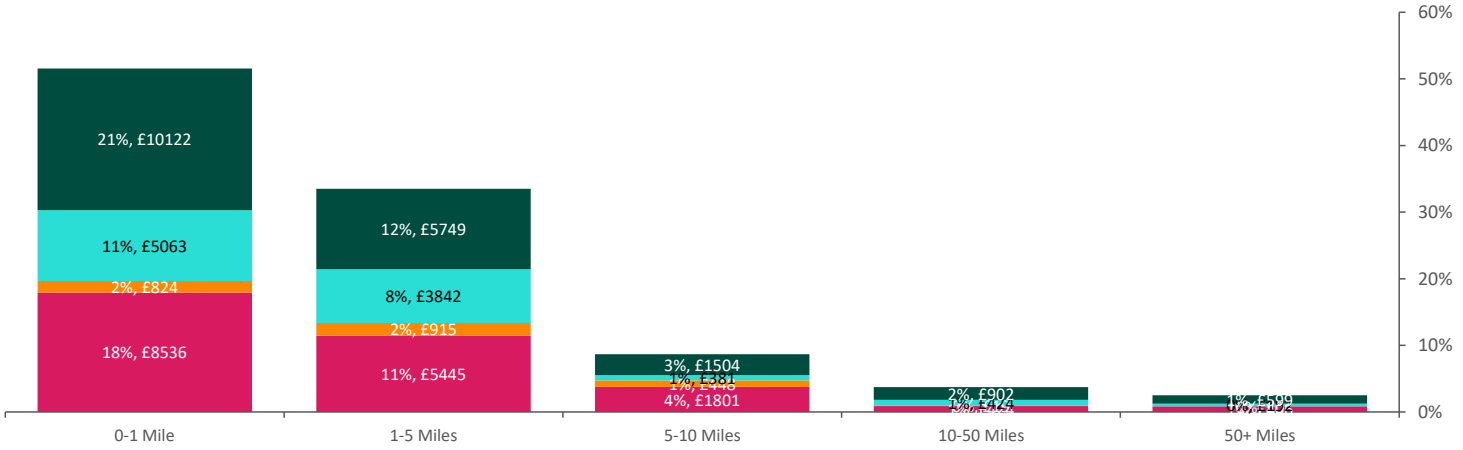
See the Glossary page for further information on the above variables

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Transactional Data Summary - Archer

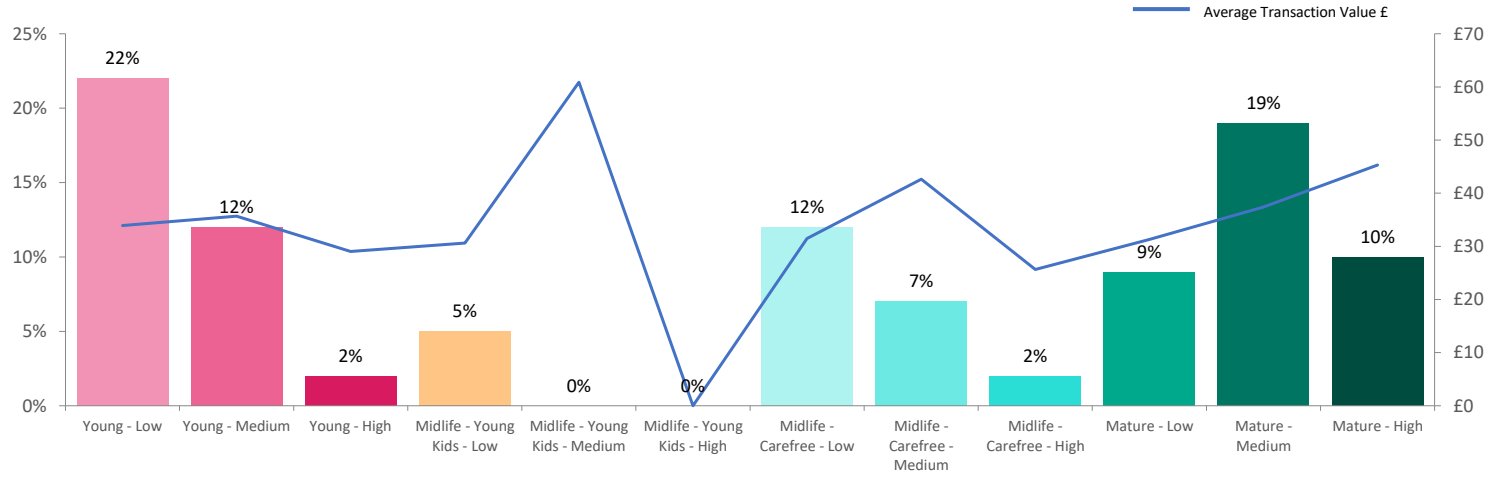
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Spend by Polaris and Distance from Home



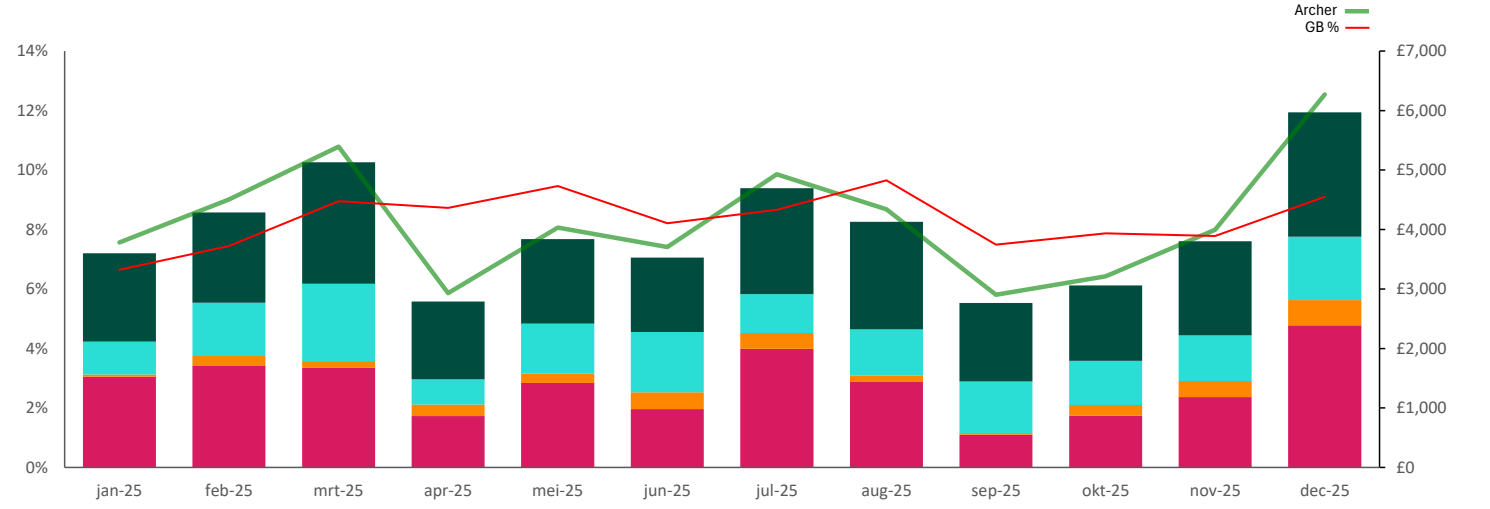
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



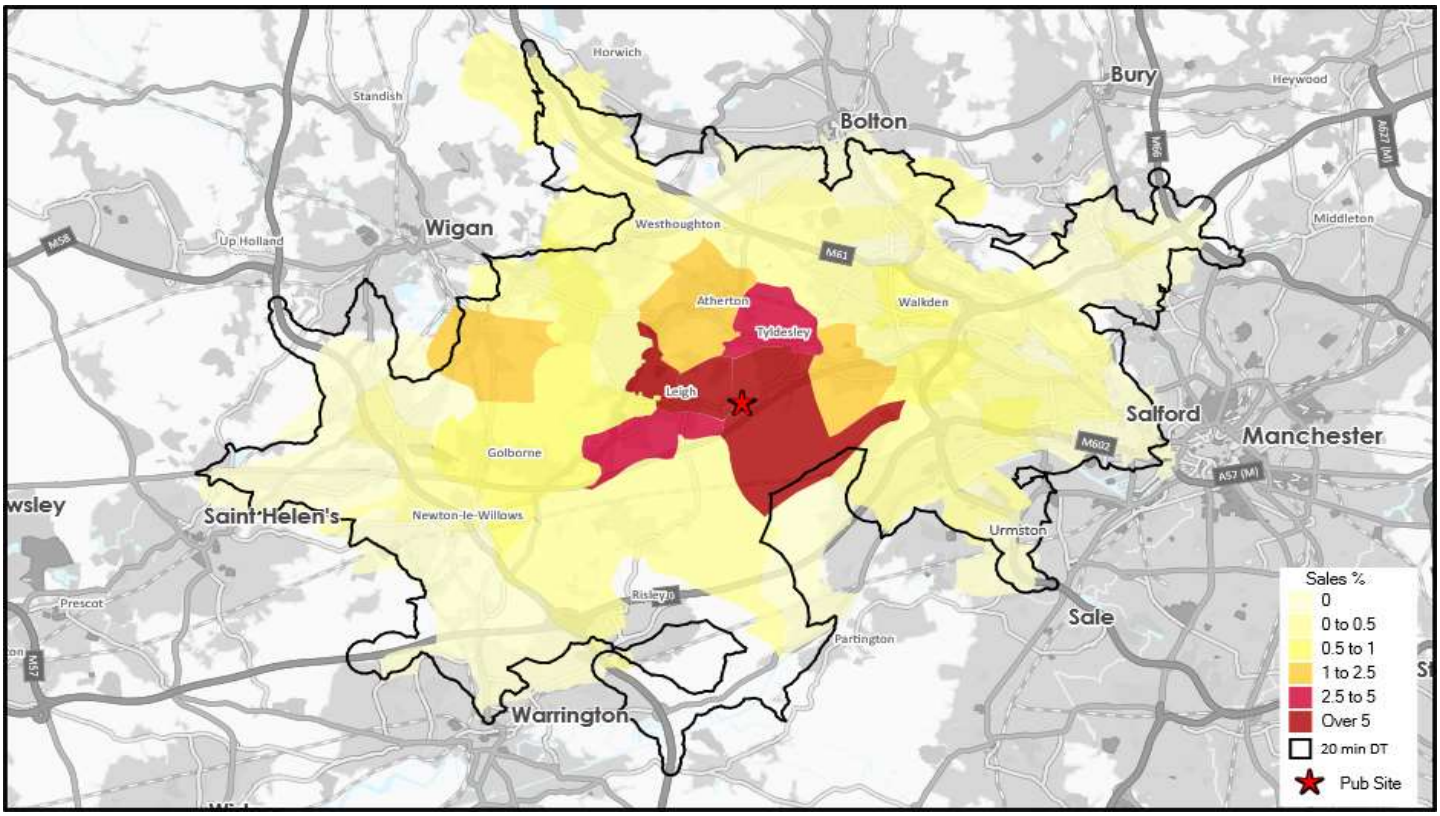
Seasonality of the spend split by month

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Transactional Data Maps - Archer

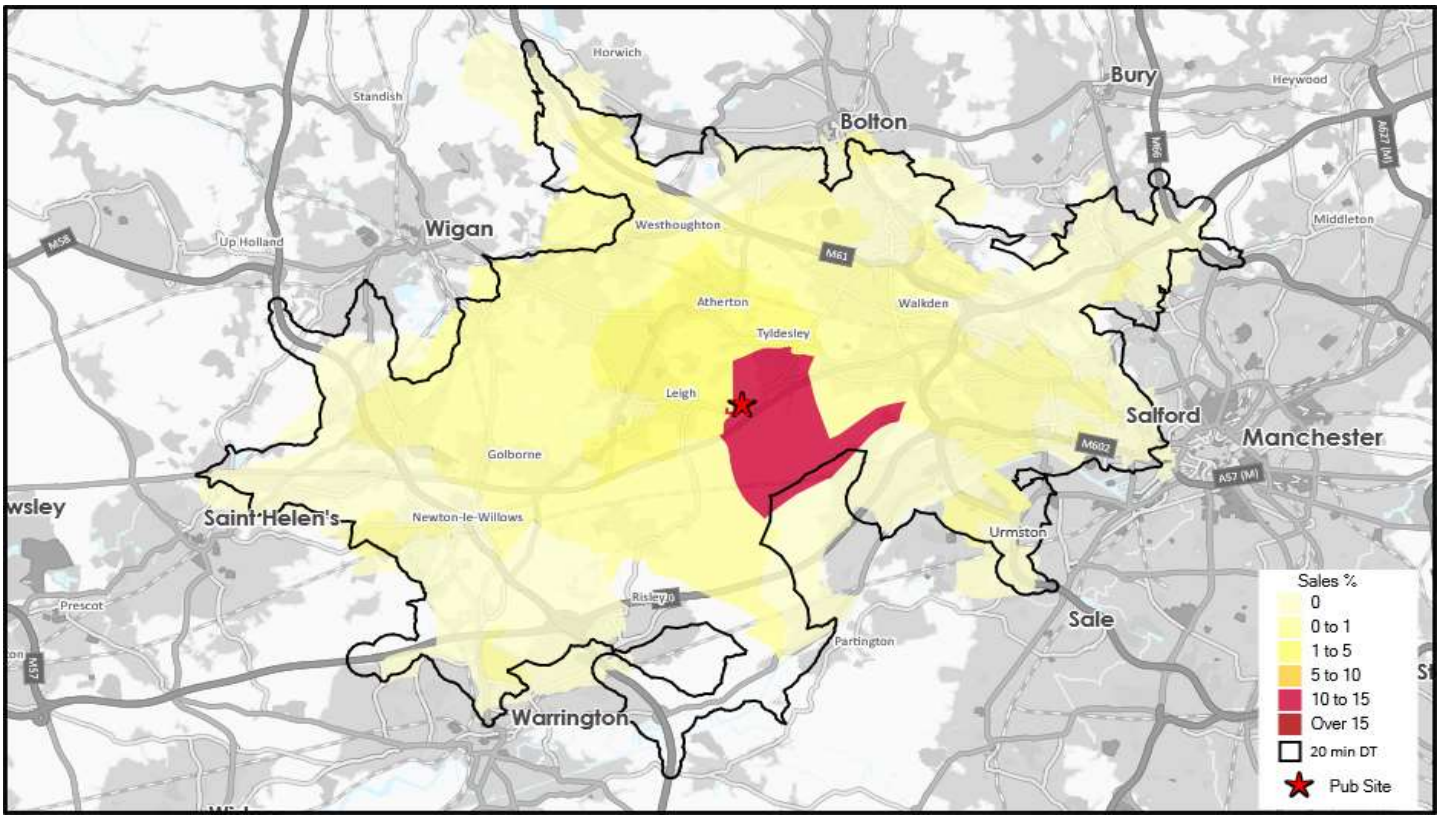
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Archer Share of Spend from Postcode Sectors within 20 minute Drive



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 Archer



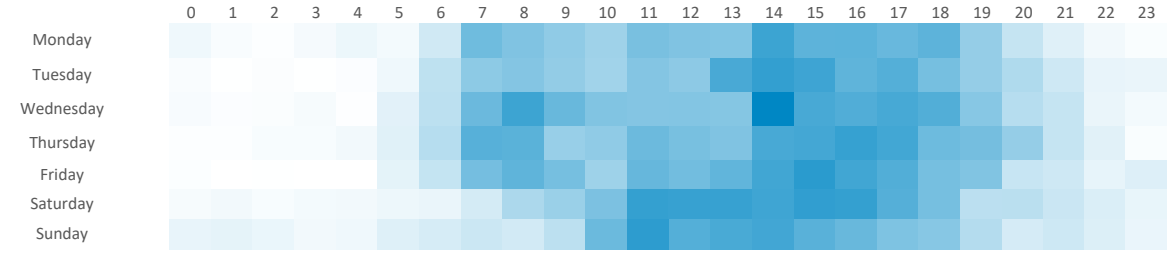
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Archer

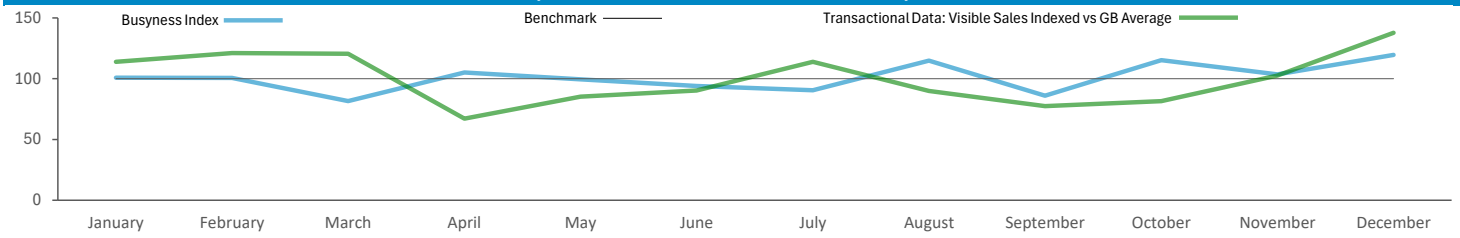
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Time of Day/Day of Week



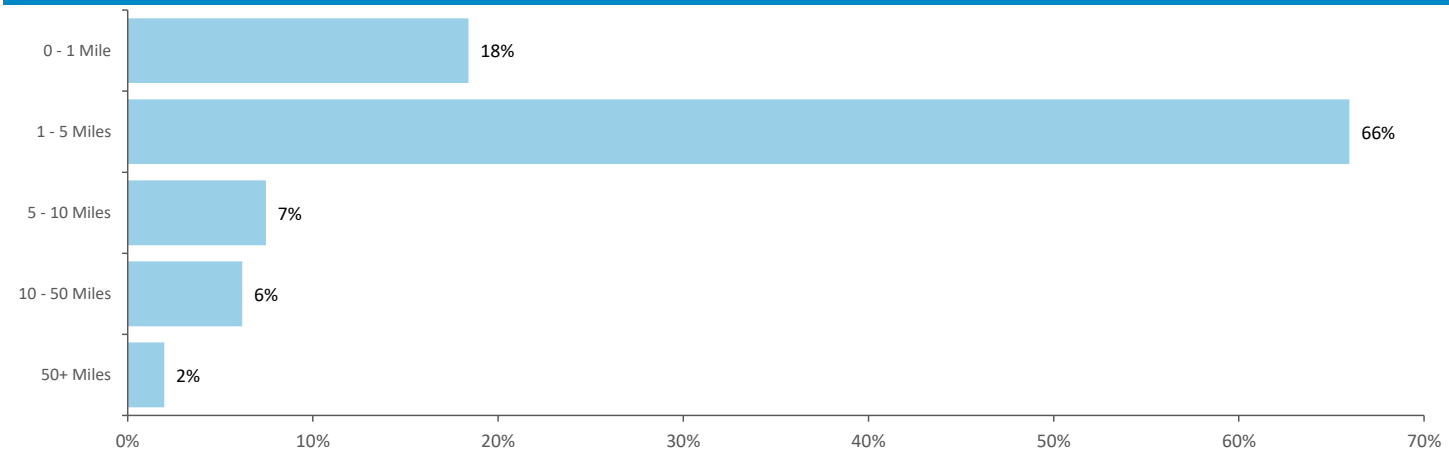
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



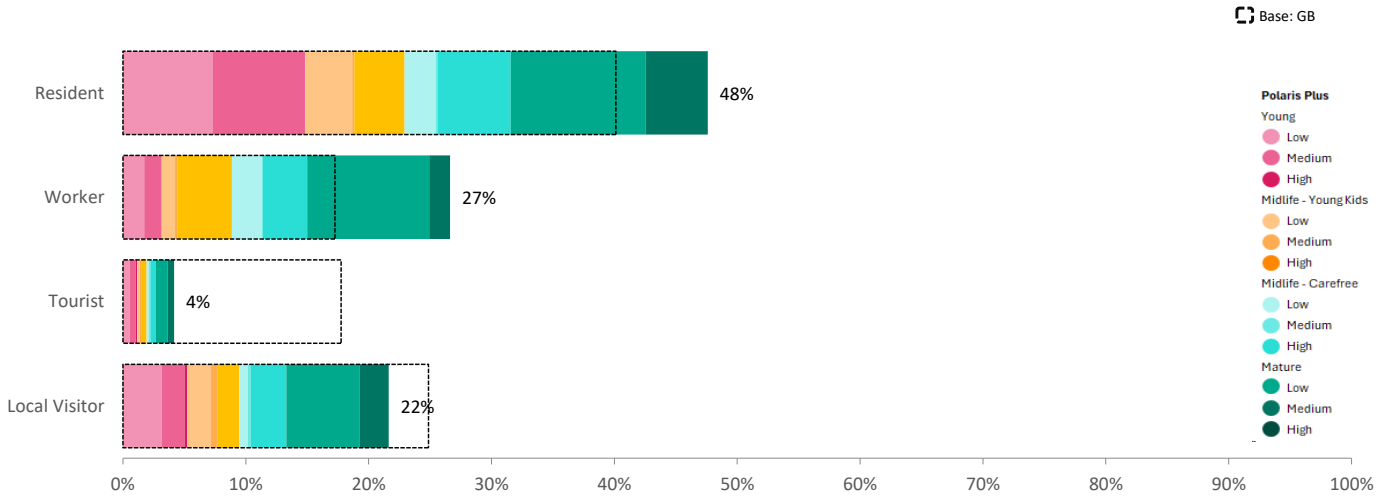
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



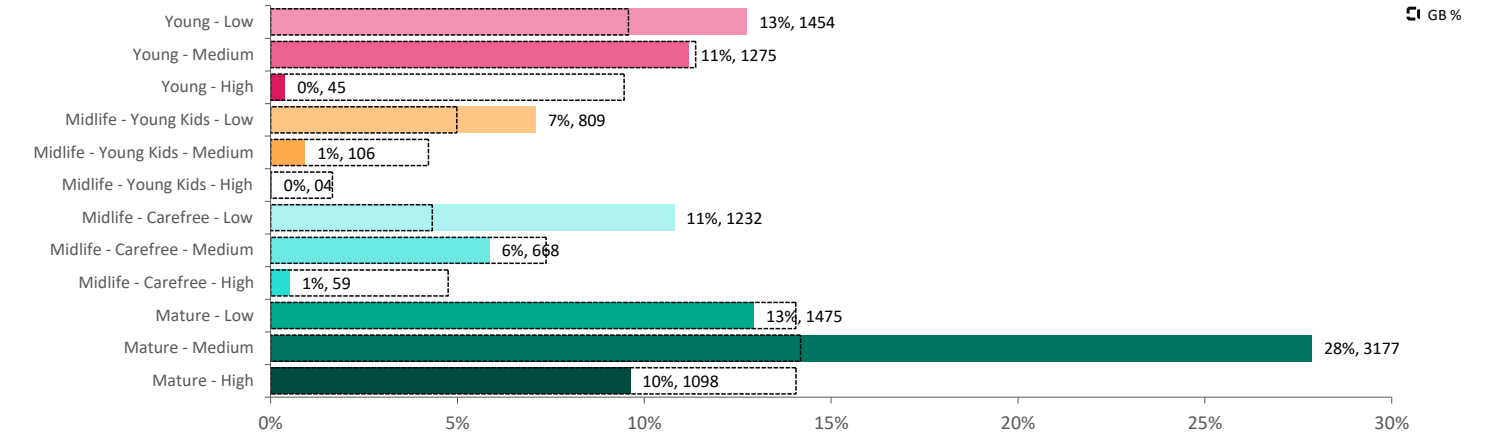
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Archer

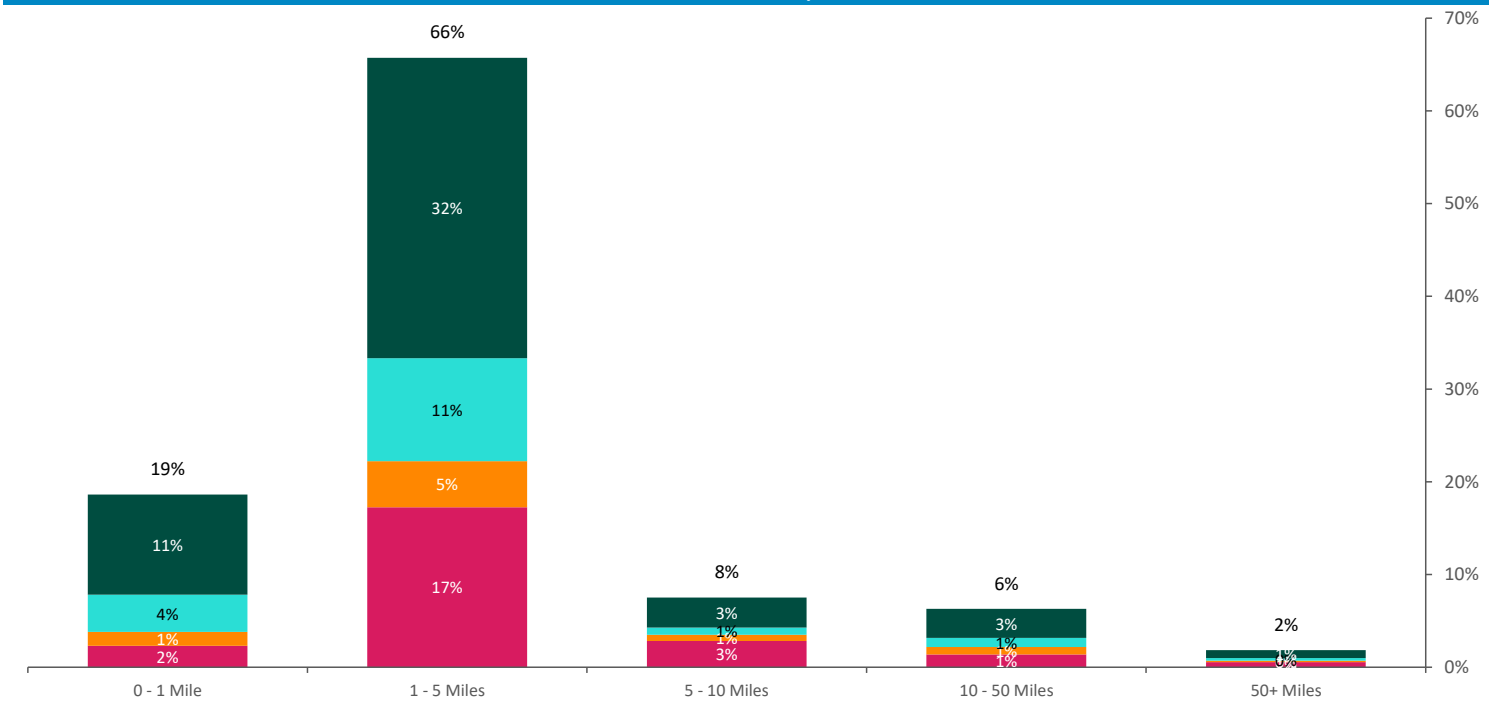
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Polaris Plus Profile



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

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Mobile Data Summary - Archer

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1.406	882	1.230	1.092	358	174	5.143
Midlife - Carefree	481	361	482	258	69	15	1.665
Midlife - Young Kids	135	104	161	155	68	19	642
Young	607	424	572	386	180	48	2.217
All	2.629	1.771	2.445	1.890	675	257	9.667

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	390	510	506	338	126	101	1.972
Midlife - Young Kids	102	177	149	78	26	10	542
Midlife - Carefree	86	125	109	79	41	46	486
Mature	161	203	182	122	74	25	767
All	738	1.016	946	617	267	182	3.766

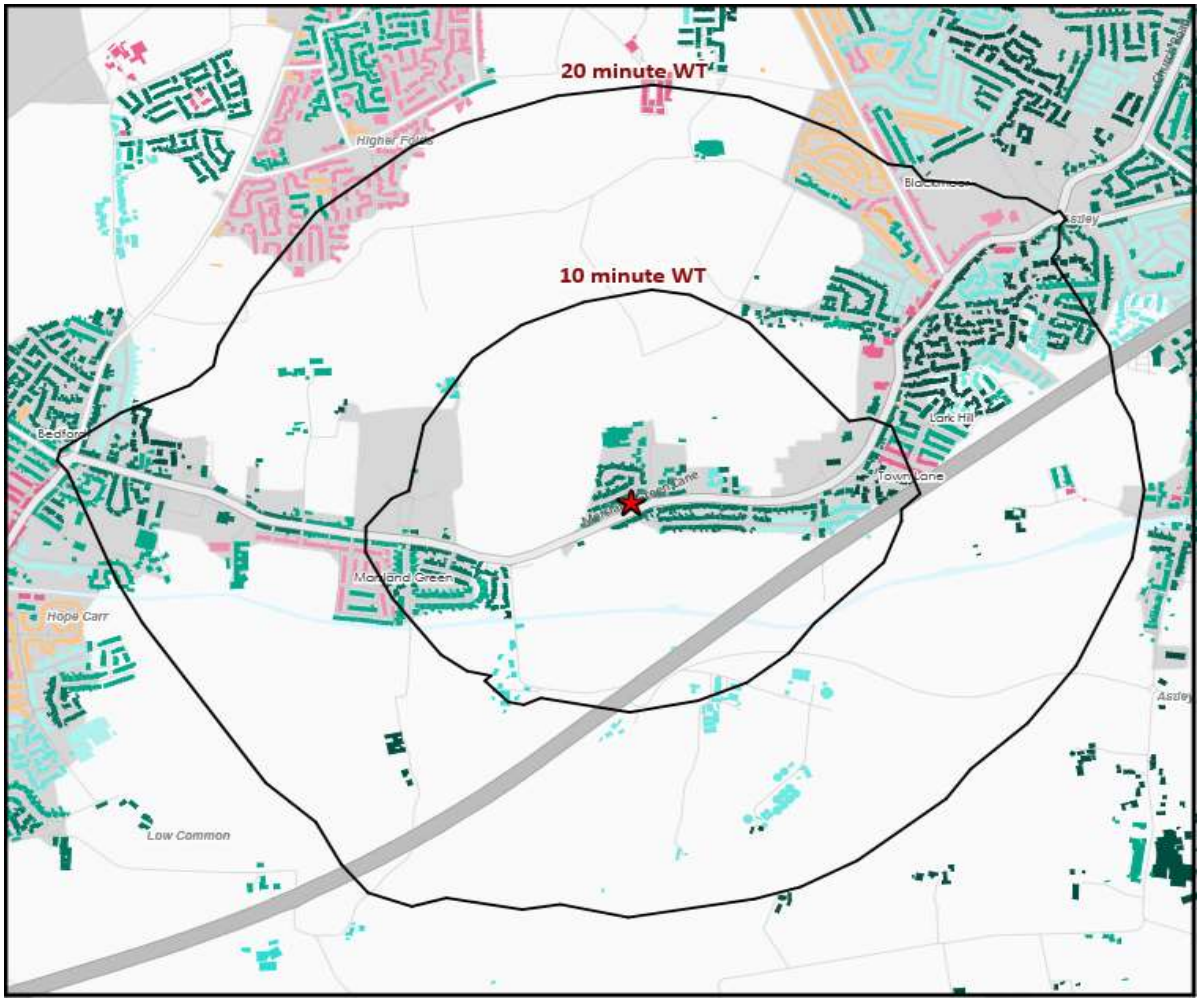
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

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Polaris Plus Summary - Archer

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

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	98	604	96.407	83	158	174
Medium	67	182	90.842	51	42	146
High	0	0	5.847	0	0	15
Midlife - Young Kids						
Low	4	299	58.066	6	137	184
Medium	0	21	8.952	0	12	36
High	0	0	3	0	0	0
Midlife - Carefree						
Low	44	310	52.075	86	187	216
Medium	41	241	26.137	48	86	65
High	25	25	7.009	46	14	27
Mature						
Low	315	677	68.614	195	129	90
Medium	562	1.022	97.621	299	167	110
High	42	512	47.438	23	87	56
Not Private Households	0	0	6.384	0	0	106
Total	1.198	3.893	565.395			

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CGA Summary - Archer

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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	Archer	M 29 7EJ	Star Pubs & Bars	Classic	8,5%	90,1%	0,00
1	Cart and Horses	M 29 7SD	Holt	Classic	1,6%	97,4%	0,27
2	Manchester Road Cafe and Sandwich Bar	WN 7 2NP	Independent Free	Restaurant	2,4%	91,3%	0,32
3	Astley Community Club	M 29 7DY	Independent Free	Mainstream	0,0%	0,0%	0,58
4	Leigh Miners Function Room	WN 7 2LZ	Independent Free	Classic	0,0%	0,0%	0,60
5	Miners Arms	M 29 7DX	Daniel Thwaites plc	Classic	0,6%	78,2%	0,63
6	Miners Welfare	M 29 7DW	Independent Free	Mainstream	4,3%	85,8%	0,78
7	Higher Fold Sports and Social Club	WN 7 2XZ	Independent Free	Leisure	0,0%	0,0%	0,87
8	Lizhi	M 29 7SG	Independent Free	Restaurant	6,6%	84,2%	0,96
9	Old Boat House	M 29 7JB	Punch Pub Company	Mainstream	8,9%	85,2%	0,96
10	Bowling Green	WN 7 2LD	Independent Free	Classic	13,7%	91,0%	0,97
11	Point	M 29 7QQ	Independent Free	Mainstream	5,5%	88,2%	0,98
12	La Casa	M 29 7QG	Independent Free	Restaurant	20,8%	84,5%	0,99
13	Astley Conservative Club	M 29 7HZ	Independent Free	Mainstream	0,0%	0,0%	1,01
14	Bulls Head	M 29 7BP	Mitchells & Butlers	Great Pub Great Food	15,2%	90,0%	1,03
15	Sigdi Indian Restaurant and Bar	M 29 7HQ	Independent Free	Restaurant	0,0%	0,0%	1,07
16	Zest	M 29 7HX	Independent Free	Restaurant	5,2%	94,8%	1,13
17	Canal Turn	WN 7 2AP	Admiral Taverns Ltd	Classic	3,3%	97,5%	1,16
18	Montys	WN 7 2EF	Independent Free	Classic	1,6%	98,1%	1,18
19	East Leigh Labour Club	WN 7 3AE	Independent Free	Mainstream	0,0%	0,0%	1,23
20	Canal Duke	M 29 7PX	Stonegate Pub Company	Mainstream	1,9%	87,3%	1,26

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 - Archer

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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+	1.198	3.893	565.395
Number of Competition Pubs	3	7	772
Adults 18+ per Competition Pub	399	556	732

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	105	8,8%	112
Family Pub Dining	0	124	10,4%	114
Great Pub Great Food	0	195	16,3%	97
Leisure	0	123	10,3%	102
Mainstream	0	196	16,4%	117
Premium	0	169	14,1%	99
Restaurant	1	253	21,1%	92
Super Premium	0	33	2,7%	70

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	375	9,6%	123
Family Pub Dining	0	408	10,5%	115
Great Pub Great Food	0	612	15,7%	94
Leisure	0	401	10,3%	102
Mainstream	2	610	15,7%	112
Premium	0	524	13,5%	94
Restaurant	1	850	21,8%	95
Super Premium	0	113	2,9%	74

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	309	58.848	10,4%	133
Family Pub Dining	42	59.399	10,5%	116
Great Pub Great Food	17	81.229	14,4%	86
Leisure	115	55.919	9,9%	98
Mainstream	106	88.855	15,7%	113
Premium	25	74.856	13,2%	93
Restaurant	150	123.802	21,9%	95
Super Premium	1	16.077	2,8%	72

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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
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	• 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: 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.

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 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 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

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