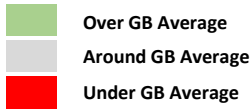


Catchment Summary - Gloster Arms Malvern Link

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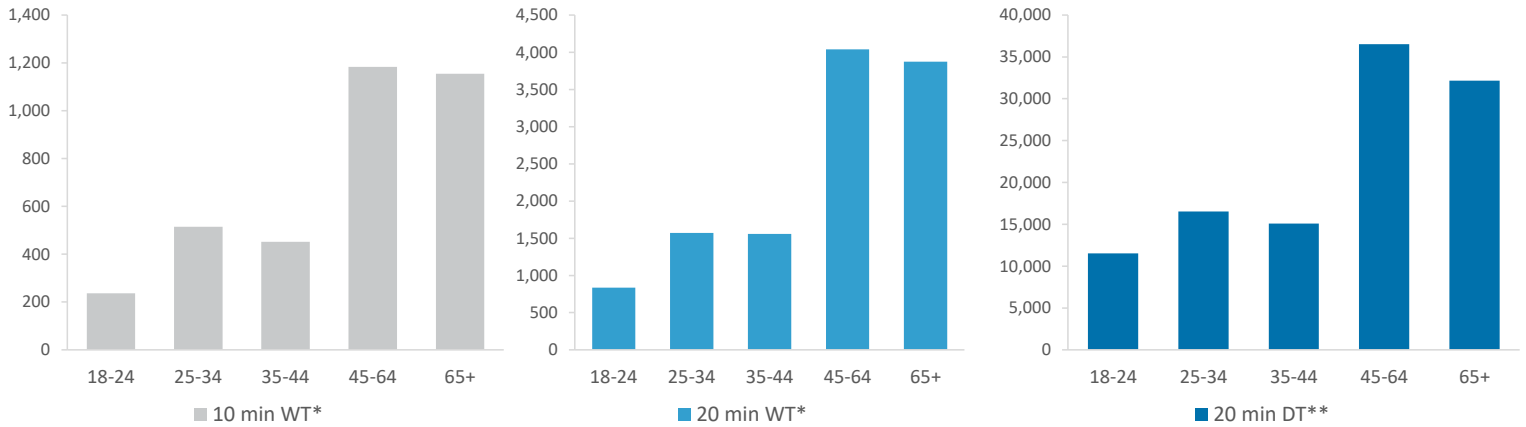


*WT= Walktime, **DT= Drivetime

		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		4,208	14,543	137,247	80	100	36
Adults 18+		3,541	11,879	111,814	81	66	37
Competition Pubs		8	16	190	53	50	52
Adults 18+ per Competition Pub		443	742	588	54	90	71
% Adults Likely to Drink		82.9%	82.7%	83.8%	101	100	102
Affluence	Low	22.3%	26.5%	17.8%	87	103	69
	Medium	64.0%	52.6%	35.8%	163	134	91
	High	11.0%	18.8%	44.3%	33	56	132
Age Profile	18-24	236	835	11,518	69	71	103
	25-34	515	1,573	16,525	92	81	91
	35-44	452	1,557	15,076	83	83	85
	45-64	1,183	4,040	36,533	110	109	104
	65+	1,155	3,874	32,162	144	139	123

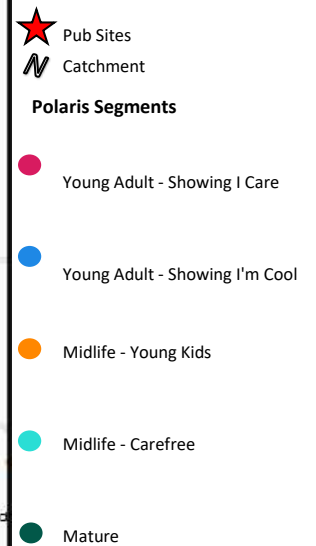
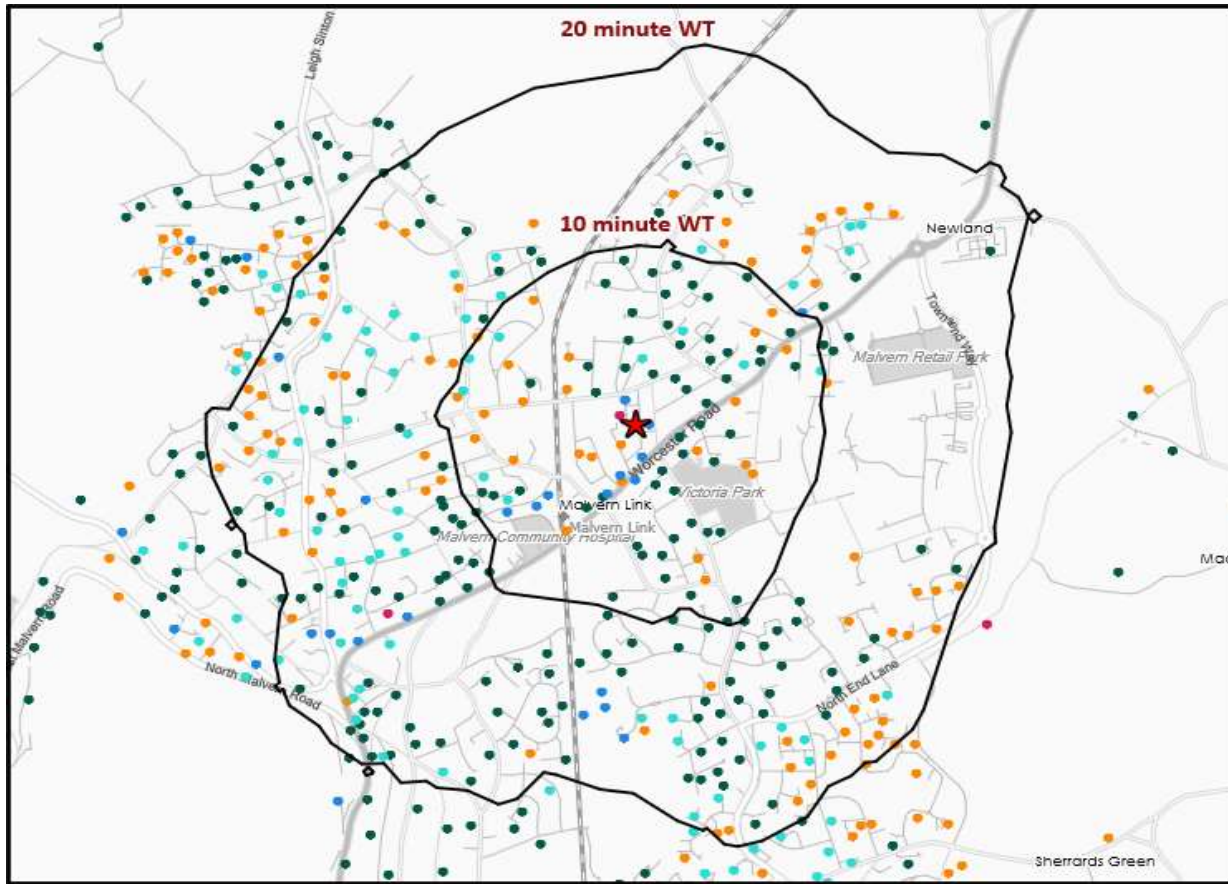
Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



		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	2,054 (49%)	7,008 (48%)	67,082 (49%)	99	97	99
	Female	2,154 (51%)	7,535 (52%)	70,165 (51%)	101	102	101
Economic Status (16-74)	Employed: Full-time	1,209 (41%)	3,959 (39%)	41,444 (42%)	98	95	101
	Employed: Part-time	424 (14%)	1,492 (15%)	13,475 (14%)	110	114	105
	Self employed	325 (11%)	1,017 (10%)	10,288 (10%)	115	106	109
	Unemployed	56 (2%)	212 (2%)	1,898 (2%)	80	89	81
	Retired	491 (17%)	1,739 (17%)	14,823 (15%)	121	126	109
	Other	451 (15%)	1,624 (16%)	16,981 (17%)	77	82	87
Total Worker Count		4,093	6,646	71,391			

See the Glossary page for further information on the above variables



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 Adult - Showing I Care	19	52	8,255	6	5	83
Young Adult - Showing I'm Cool	224	609	9,981	69	56	97
Midlife - Young Kids	1,153	3,904	26,604	104	105	76
Midlife - Carefree	322	1,854	17,104	43	74	73
Mature	1,727	5,210	47,559	174	157	152
Not Private Households	96	250	2,311	189	146	144
Total	3,541	11,879	111,814			

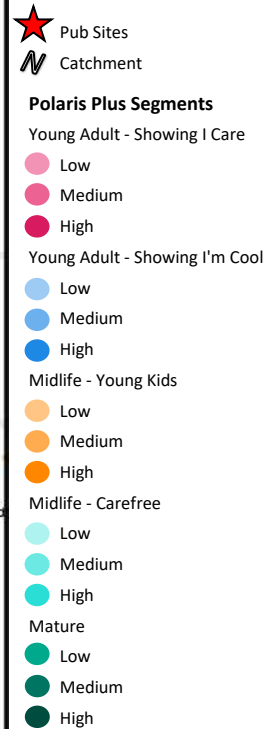
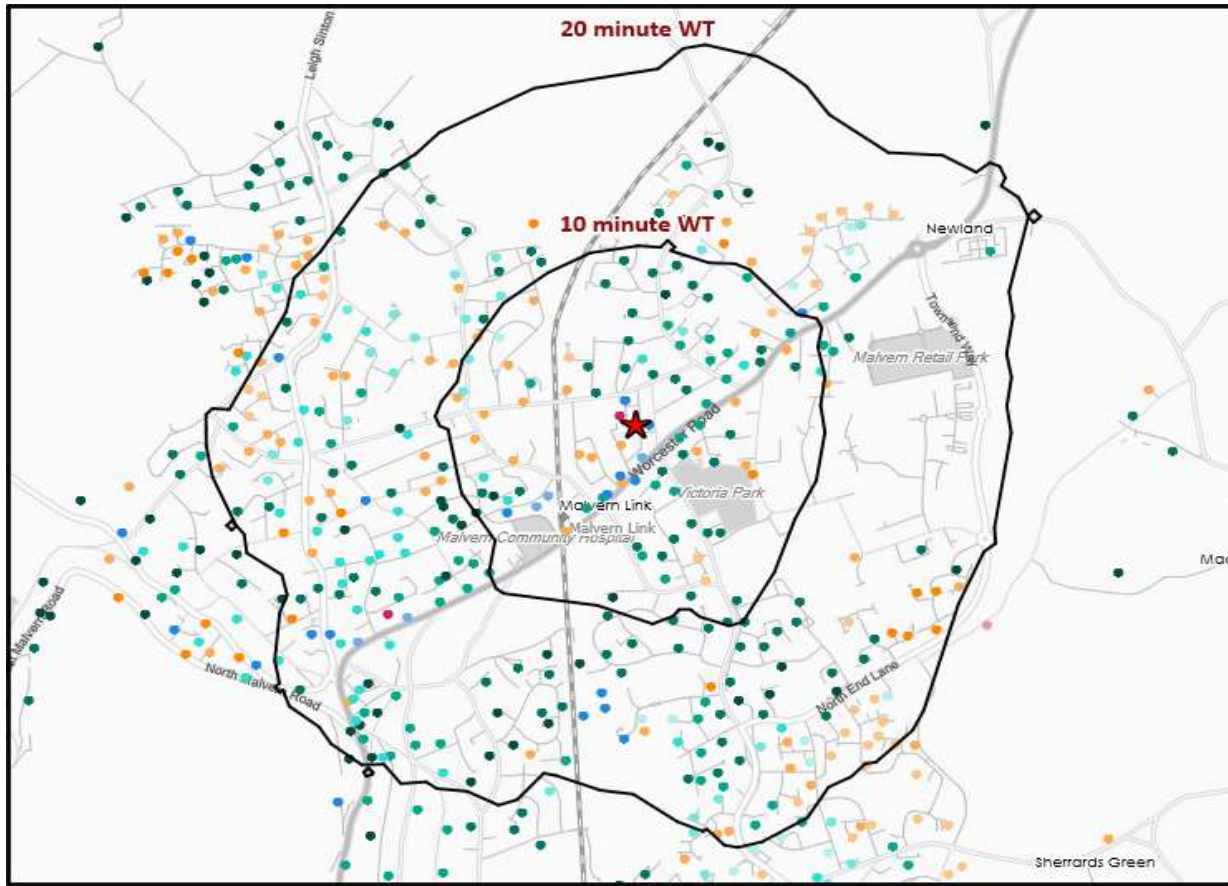
Polaris Summary - Gloster Arms Malvern Link



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★ Pub Sites



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 Adult - Showing I Care						
Low	0	14	2,829	0	3	60
Medium	0	0	118	0	0	8
High	19	38	5,308	16	9	141
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	58	204	2,640	44	46	64
High	166	405	7,341	105	76	147
Midlife - Young Kids						
Low	133	1,232	6,153	34	93	50
Medium	966	2,154	13,065	183	122	78
High	54	518	7,386	28	81	123
Midlife - Carefree						
Low	83	280	2,173	69	69	57
Medium	161	981	5,575	68	123	74
High	78	593	9,356	20	46	77
Mature						
Low	572	1,621	8,720	272	230	131
Medium	1,082	2,912	18,672	241	194	132
High	73	677	20,167	22	61	192
Not Private Households	96	250	2,311	189	146	144

Polaris Summary - Gloster Arms Malvern Link

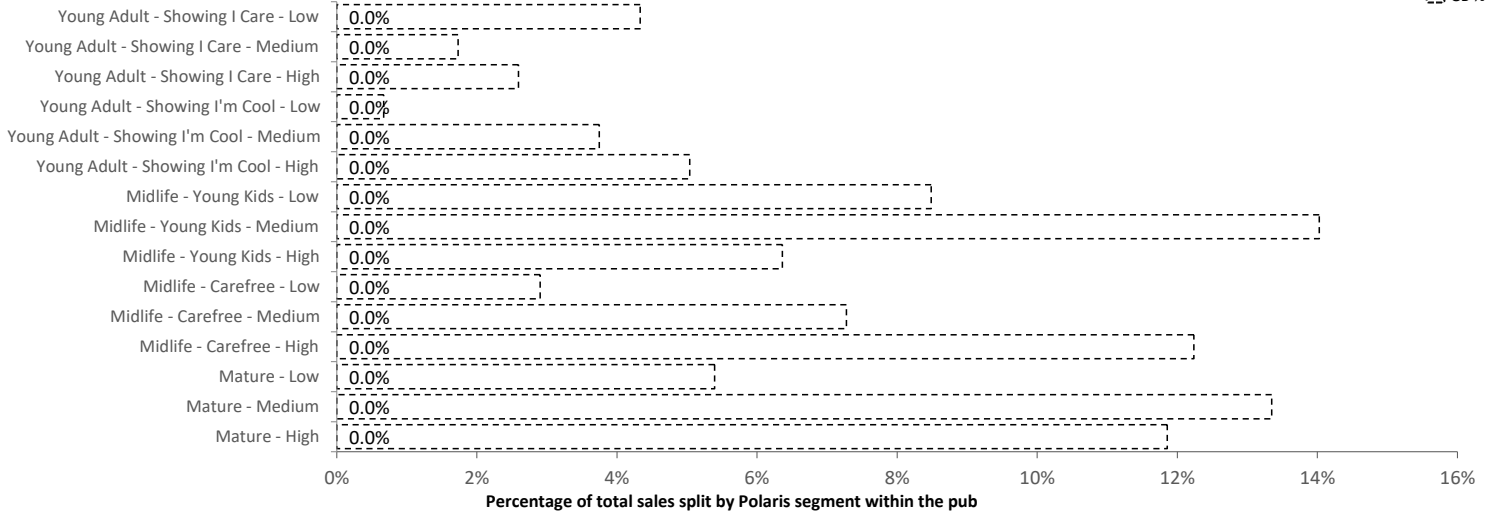


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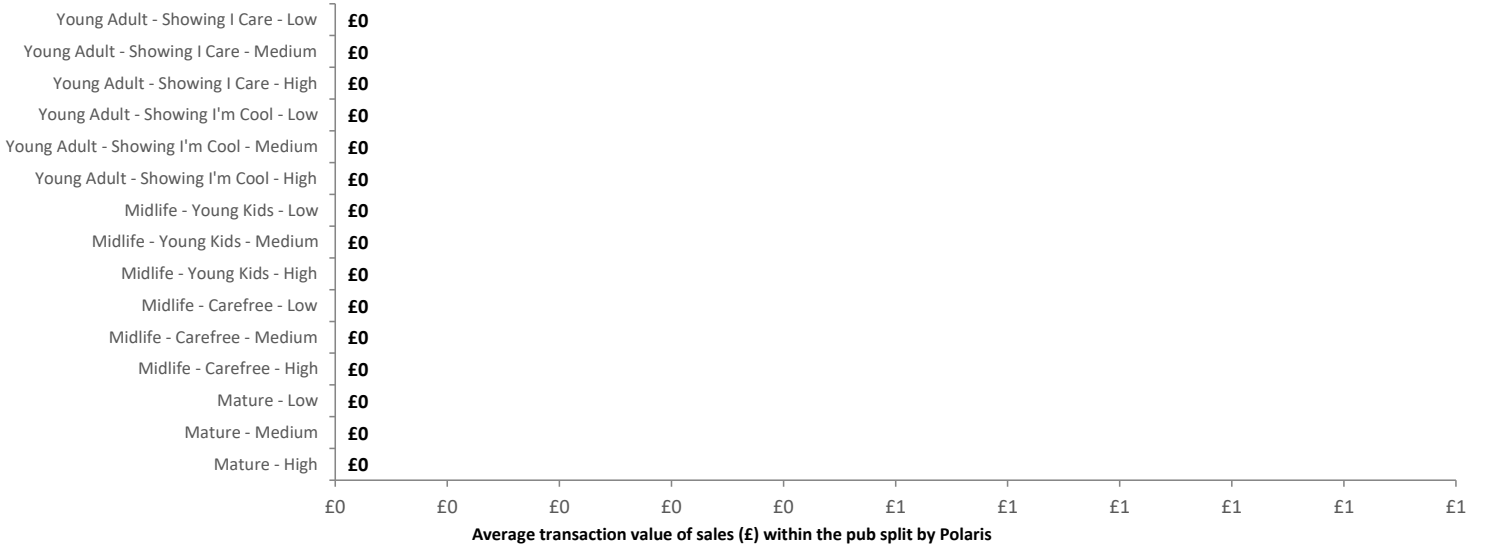


Spend by Polaris

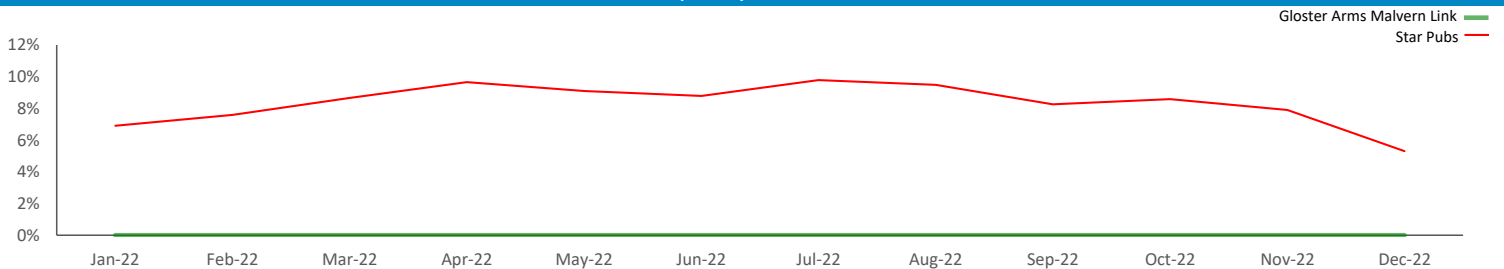
GB %



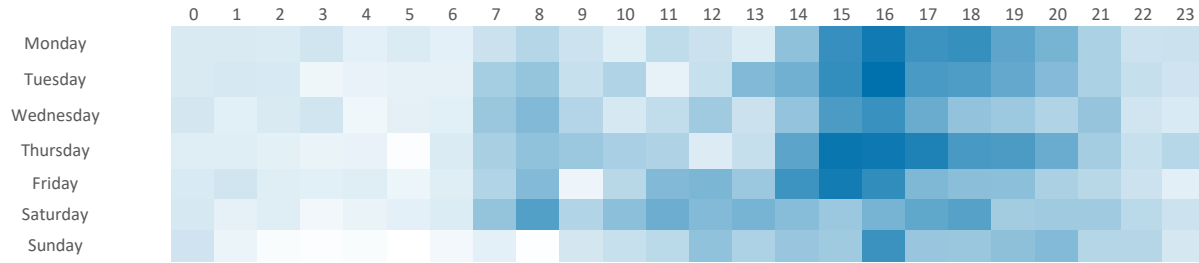
Average Transaction Values (£) by Polaris



Spend by Month

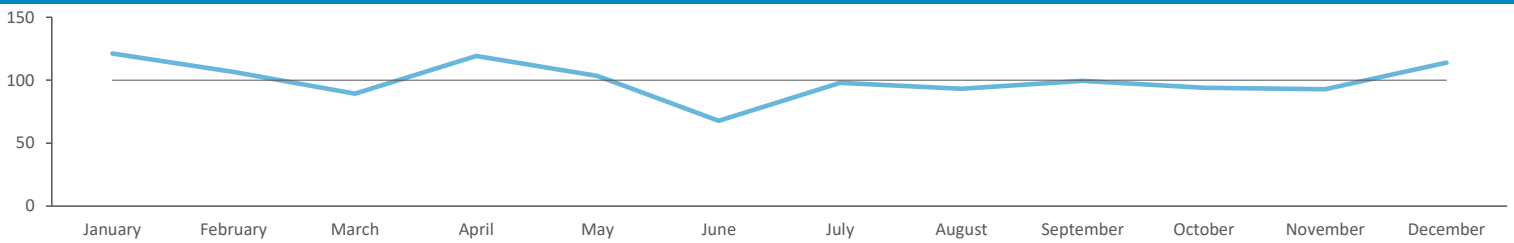


Time of Day/Day of Week



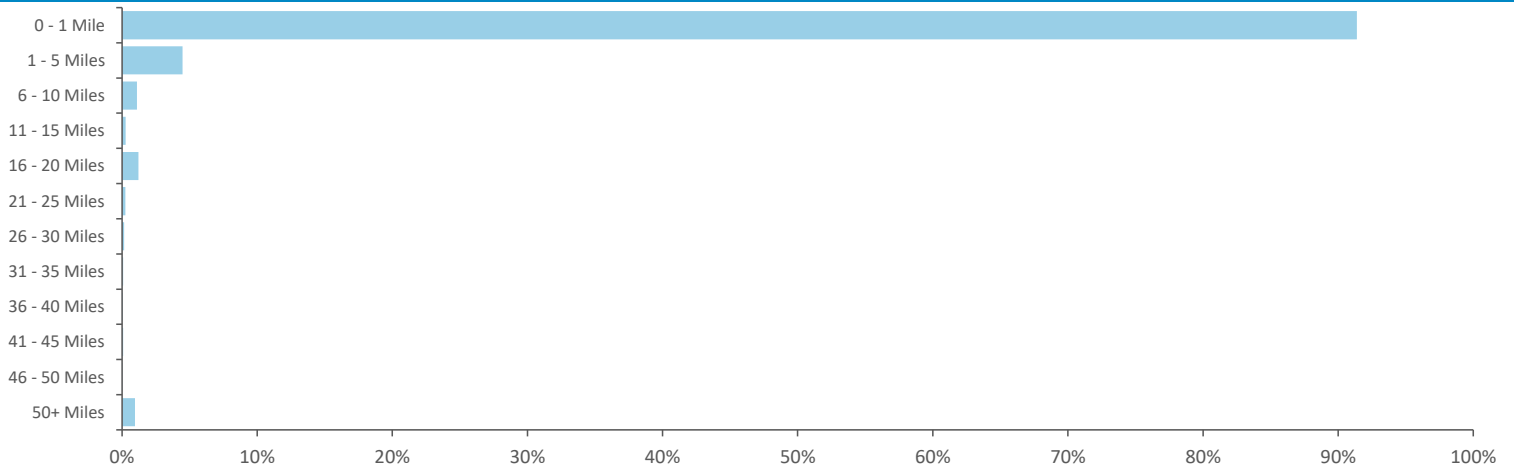
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



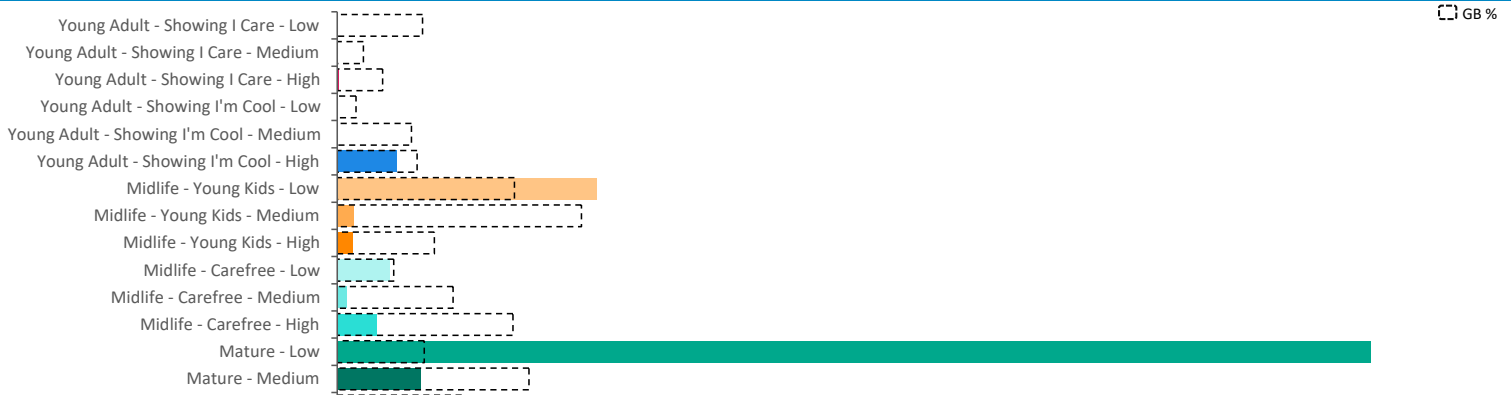
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile



Mobile Data Summary - Gloster Arms Malvern Link

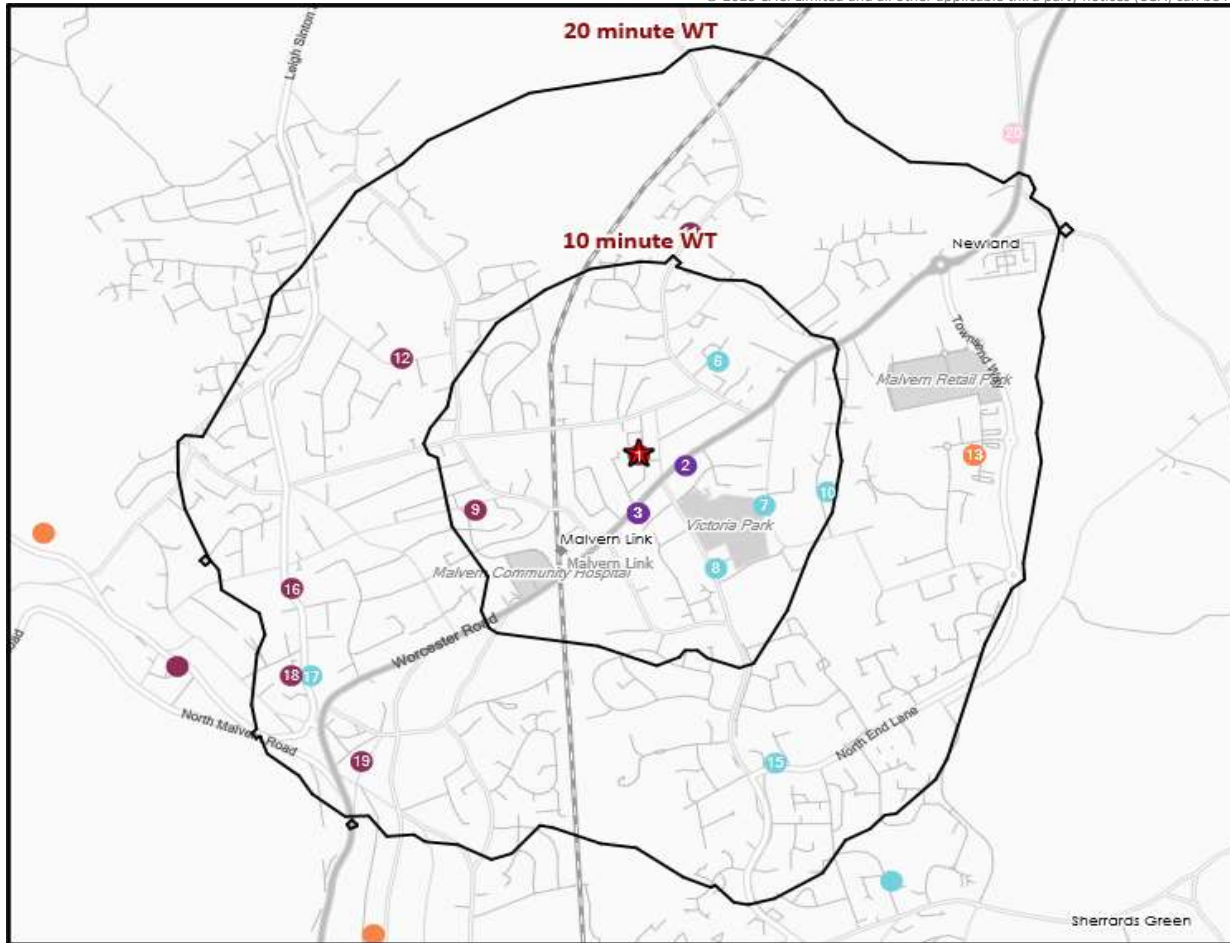


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Time of Day/Day of Week



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



- 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)
1	Gloster Arms	WR14 1ND	Star Pubs & Bars	Premium Local	0.0
2	Vasai	WR14 1AA	Independent Free	Restaurants	0.1
3	Bakery Inn	WR14 1SS	Marston's	Premium Local	0.1
3	Beauchamp Arms	WR14 1SS	Independent Free	Premium Local	0.1
3	May Link	WR14 1SS	Independent Free	Restaurants	0.1
6	Malvern Ramblers Cricket Club	WR14 1EB	Independent Free	Clubland	0.2
7	Malvern Rugby Club	WR14 1AJ	Independent Free	Clubland	0.3
8	Civil Service Sports Club	WR14 2LP	Independent Free	Clubland	0.3
9	Express Inn	WR14 1RN	*Other Small Retail Groups	Premium Local	0.3
10	Ice Quest	WR14 1BU	Independent Free	Clubland	0.4
11	New Inn	WR14 1DN	Marston's	Premium Local	0.5
12	Anchor Inn	WR14 1LH	Star Pubs & Bars	Premium Local	0.5
13	Malvern Spa	WR14 1GD	Independent Free	Hotel	0.6
13	Premier Inn	WR14 1GD	Whitbread	Hotel	0.6
15	Barnards Green Cricket Club	WR14 2ET	Independent Free	Clubland	0.7
16	Prince of Wales	WR14 1PF	Admiral Taverns Ltd	Premium Local	0.7
17	Newtown Club	WR14 1NZ	Independent Free	Clubland	0.8
18	Retired Soldier	WR14 1PD	Admiral Taverns Ltd	Premium Local	0.8
19	Nags Head	WR14 2JG	Independent Free	Premium Local	0.8
20	Swan Inn	WR13 5AY	Independent Free	GPGF	1.0