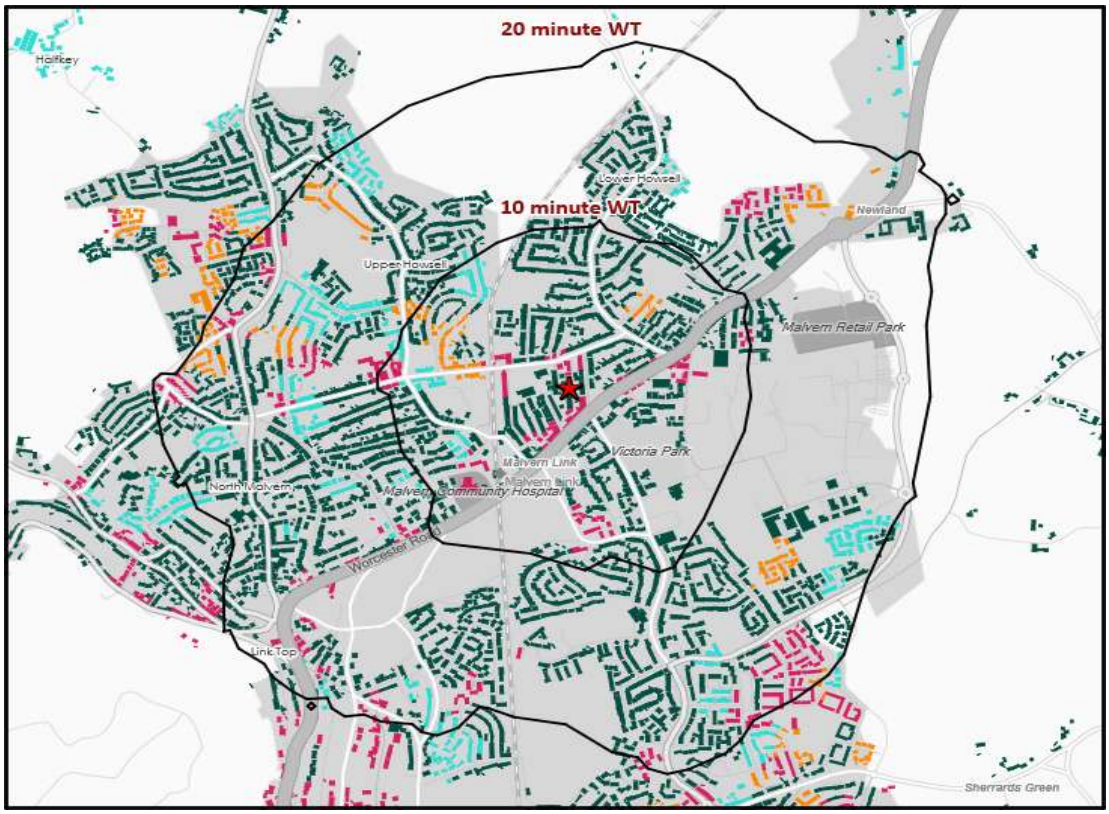
Catchment Summary - Gloster Arms Malvern Link

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Ship To	Name	Postcode	Operator	Segment	Sparsity
626198	Gloster Arms Malvern Link	WR14 1ND	Star Pubs & Bars	Premium Local	16



Pub Sites
Catchments

Polaris Segments

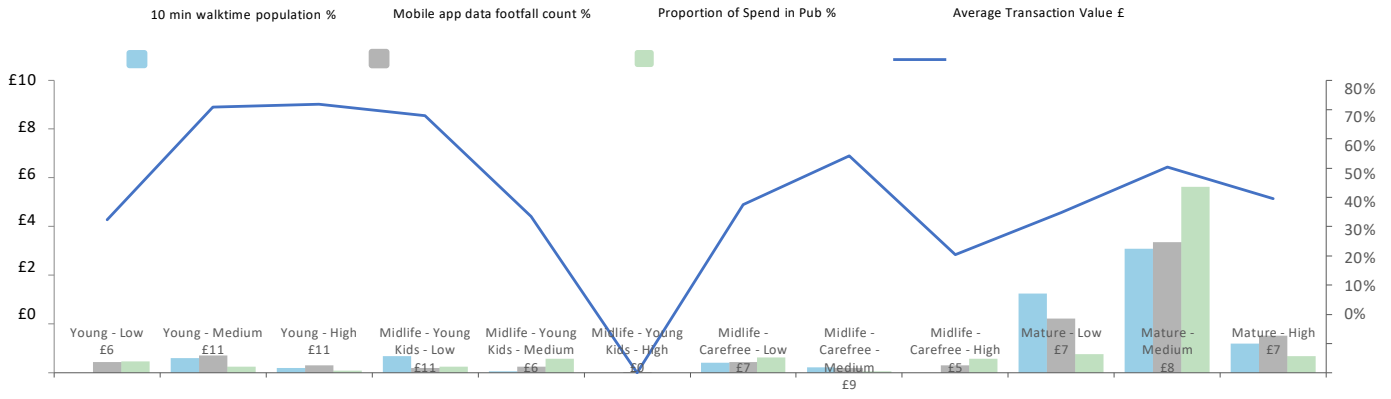
Young

Midlife - Young Kids

Midlife - Carefree

Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

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Catchment Summary - Gloster Arms Malvern Link

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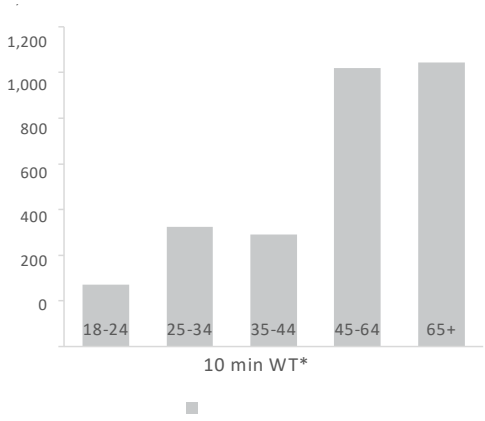
Over GB Average
Around GB Average
Under GB Average

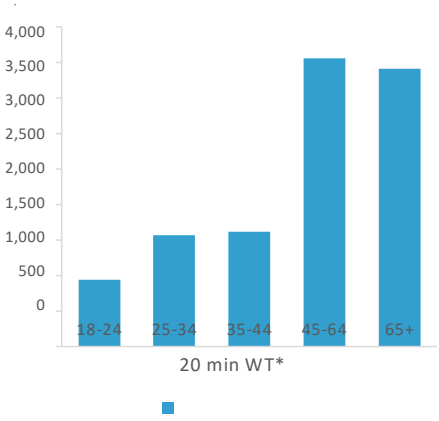
*WT= Walktime, **DT= Drivetime

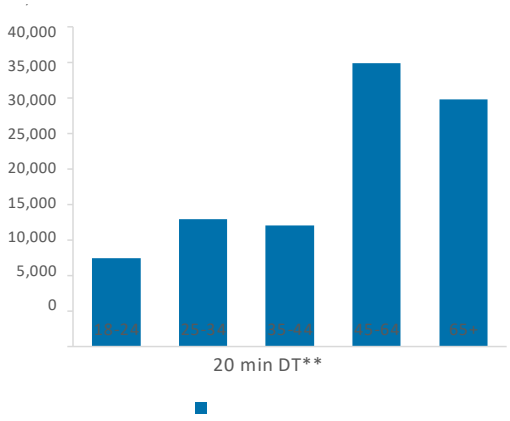
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		4,426	14,701	148,801	83	79	34
Adults 18+		3,749	12,088	122,095	83	79	35
Competition Pubs		7	15	194	39	42	47
Adults 18+ per Competition Pub		536	806	629	62	94	73
% Adults Likely to Drink		79.5%	78.5%	79.4%	104	103	104
Affluence	Low	36.1%	35.4%	22.0%	109	107	66
	Medium	49.7%	48.6%	44.6%	130	127	117
	High	11.7%	13.8%	31.4%	43	51	115
Age Profile	18-24	270	941	12,444	75	79	103
	25-34	525	1,567	17,900	89	80	90
	35-44	490	1,618	17,061	84	83	87
	45-64	1,219	4,052	39,923	107	107	104
	65+	1,245	3,910	34,767	146	138	122

*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs







		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	2,132 (48%)	7,048 (48%)	72,272 (49%)	98	98	99
	Female	2,294 (52%)	7,653 (52%)	76,529 (51%)	102	102	101
Economic Status (16+)	Employed: Full-time	1,120 (29%)	3,619 (29%)	41,388 (33%)	85	85	96
	Employed: Part-time	504 (13%)	1,642 (13%)	15,538 (12%)	111	112	104
	Self employed	340 (9%)	1,143 (9%)	12,011 (10%)	96	100	104
	Unemployed	84 (2%)	327 (3%)	2,879 (2%)	79	96	83
	Full-time student	46 (1%)	123 (1%)	2,918 (2%)	50	42	98
	Retired	1,226 (32%)	3,693 (30%)	32,427 (26%)	146	136	118
	Other	515 (13%)	1,838 (15%)	18,427 (15%)	77	85	84
Total Worker Count		4,093	6,609	74,394			

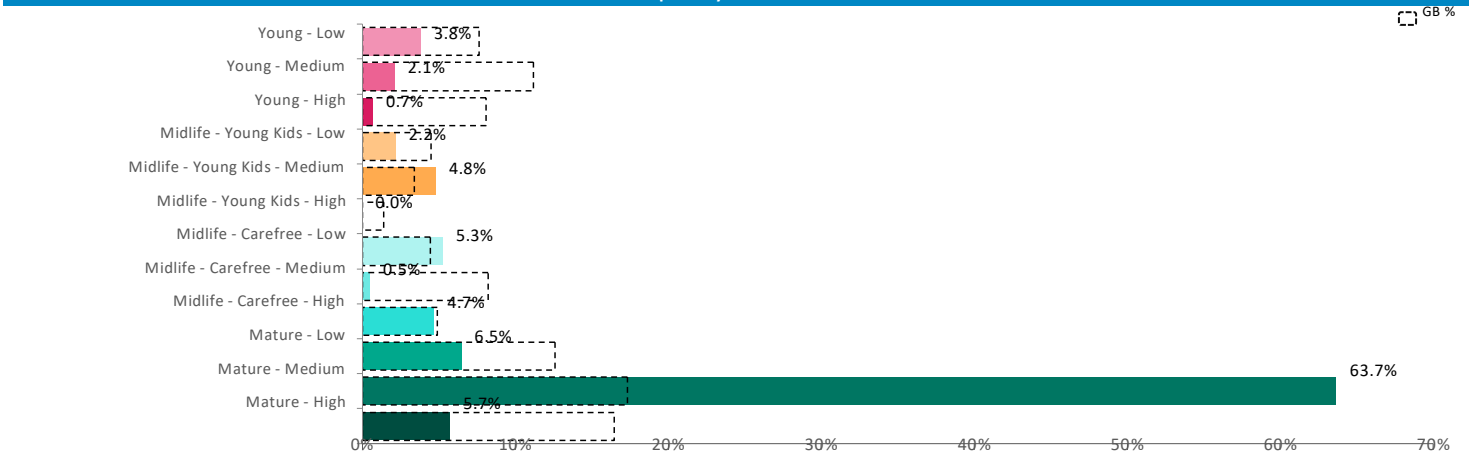
See the Glossary page for further information on the above variables

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Transactional Data Summary - Gloster Arms Malvern Link

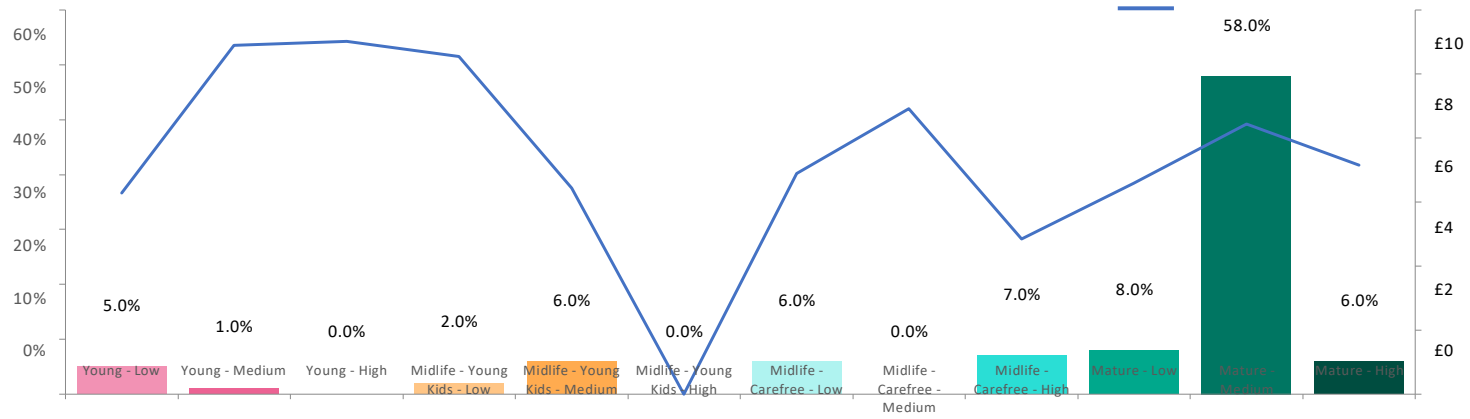
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Spend by Polaris Plus



Percentage of total sales split by Polaris Plus segment within the pub

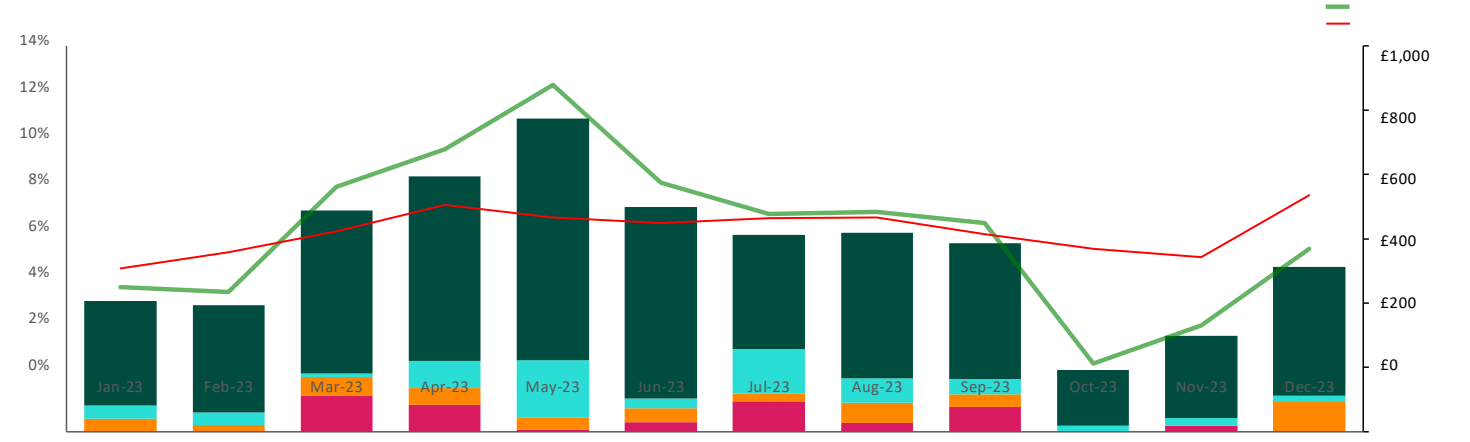
% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Gloster Arms Malvern Link
Star Pubs

Spend by Month and Polaris



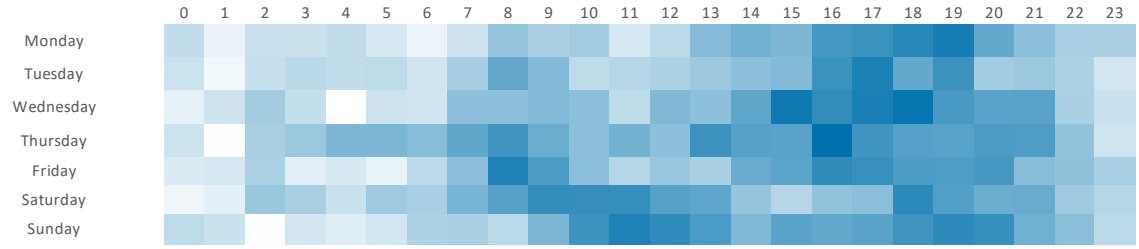
Seasonality of the spend split by month

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Mobile Data Summary - Gloster Arms Malvern Link

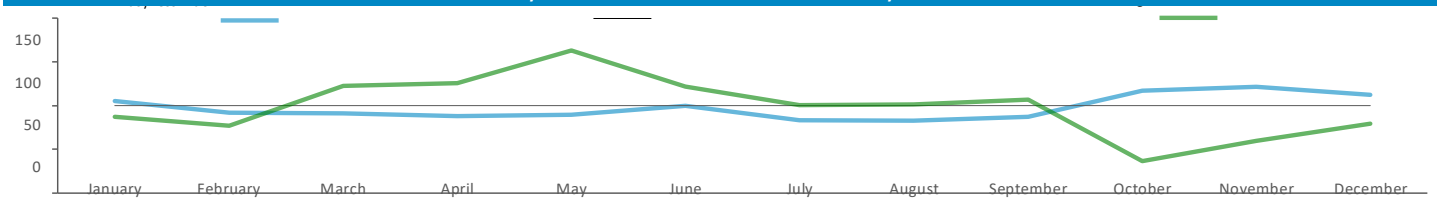
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Time of Day/Day of Week



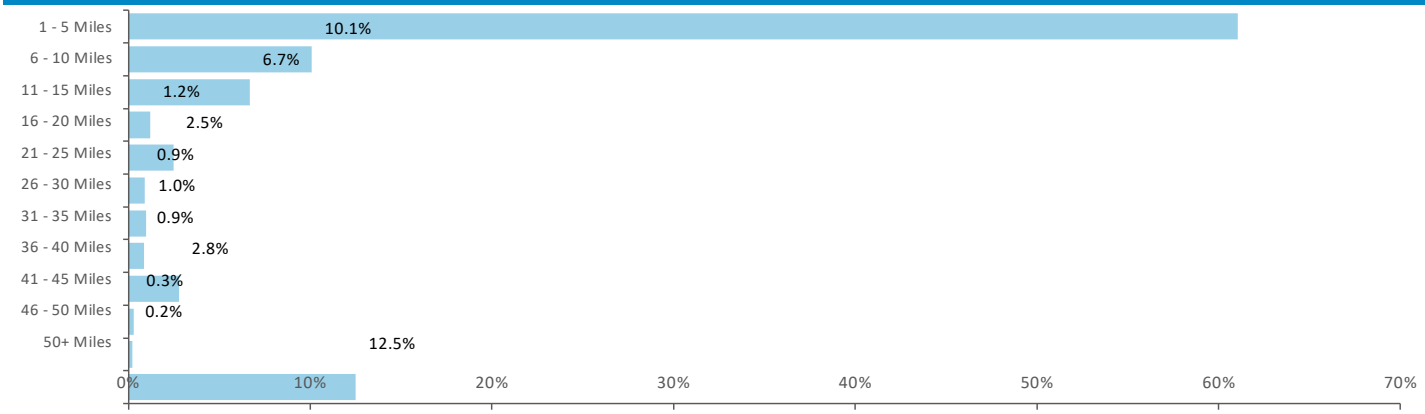
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



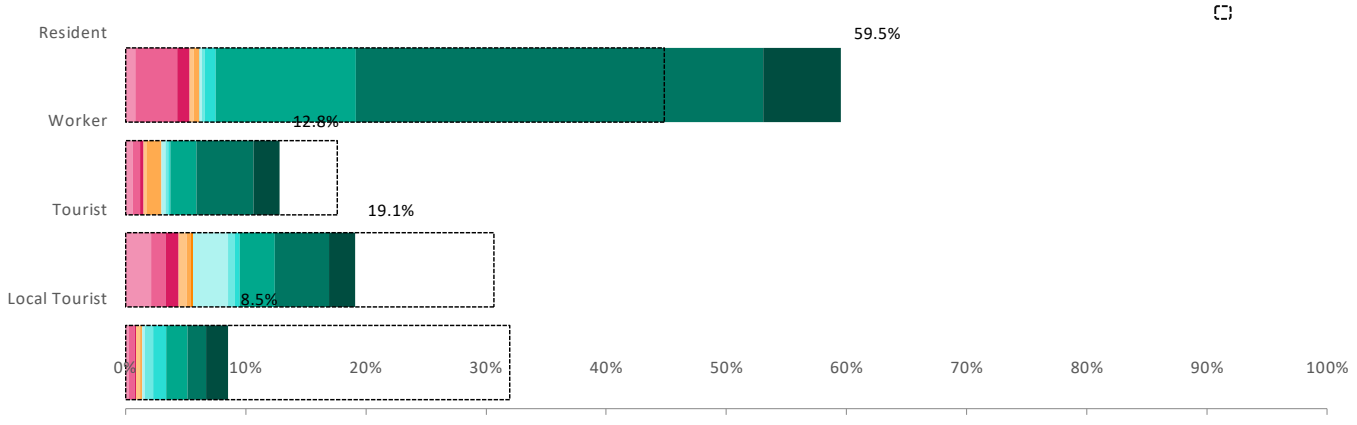
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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



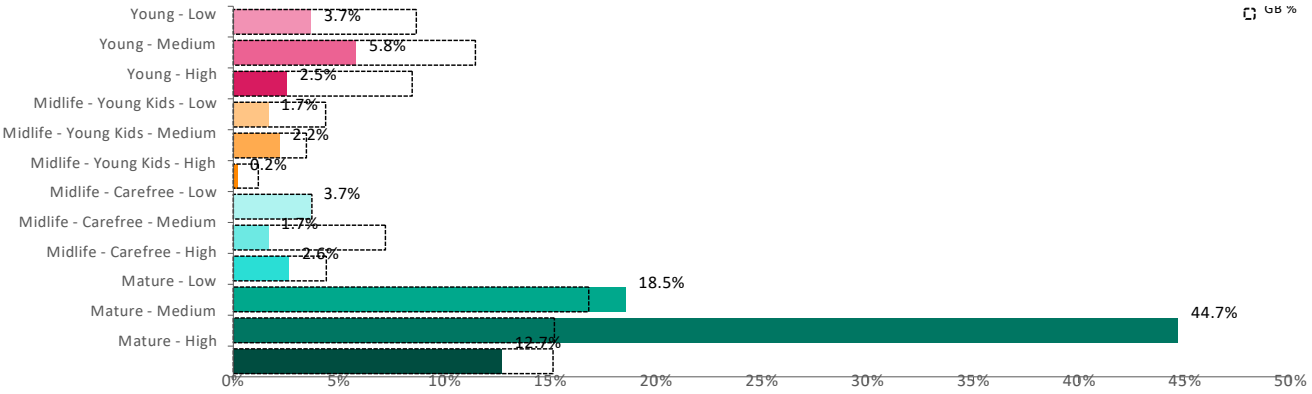
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Gloster Arms Malvern Link

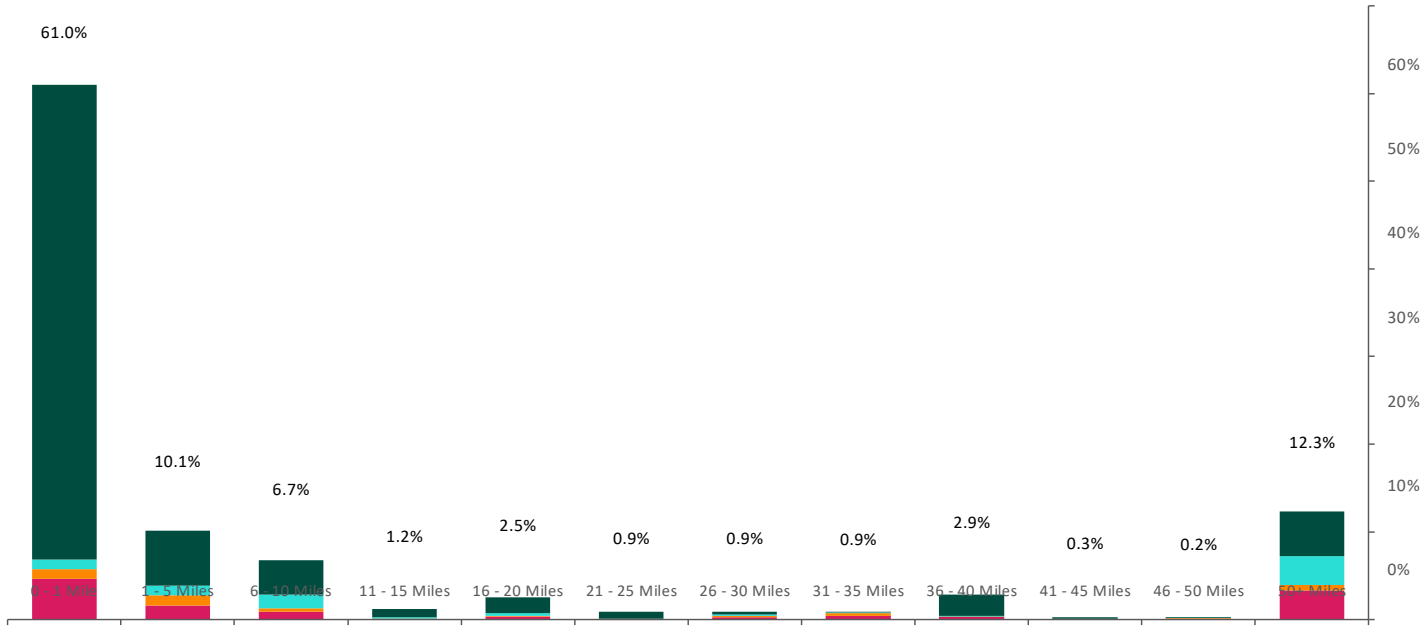
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Polaris Plus Profile



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



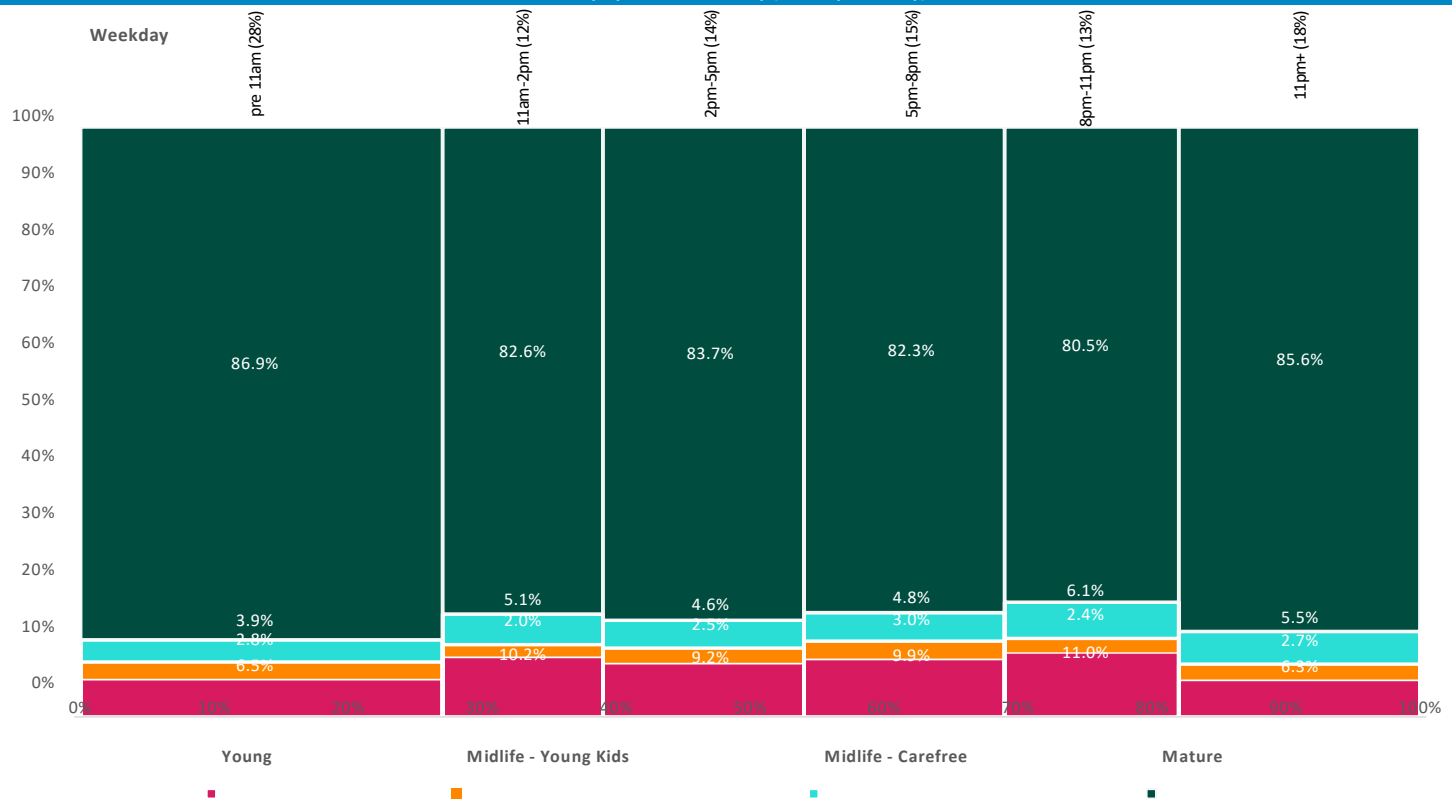
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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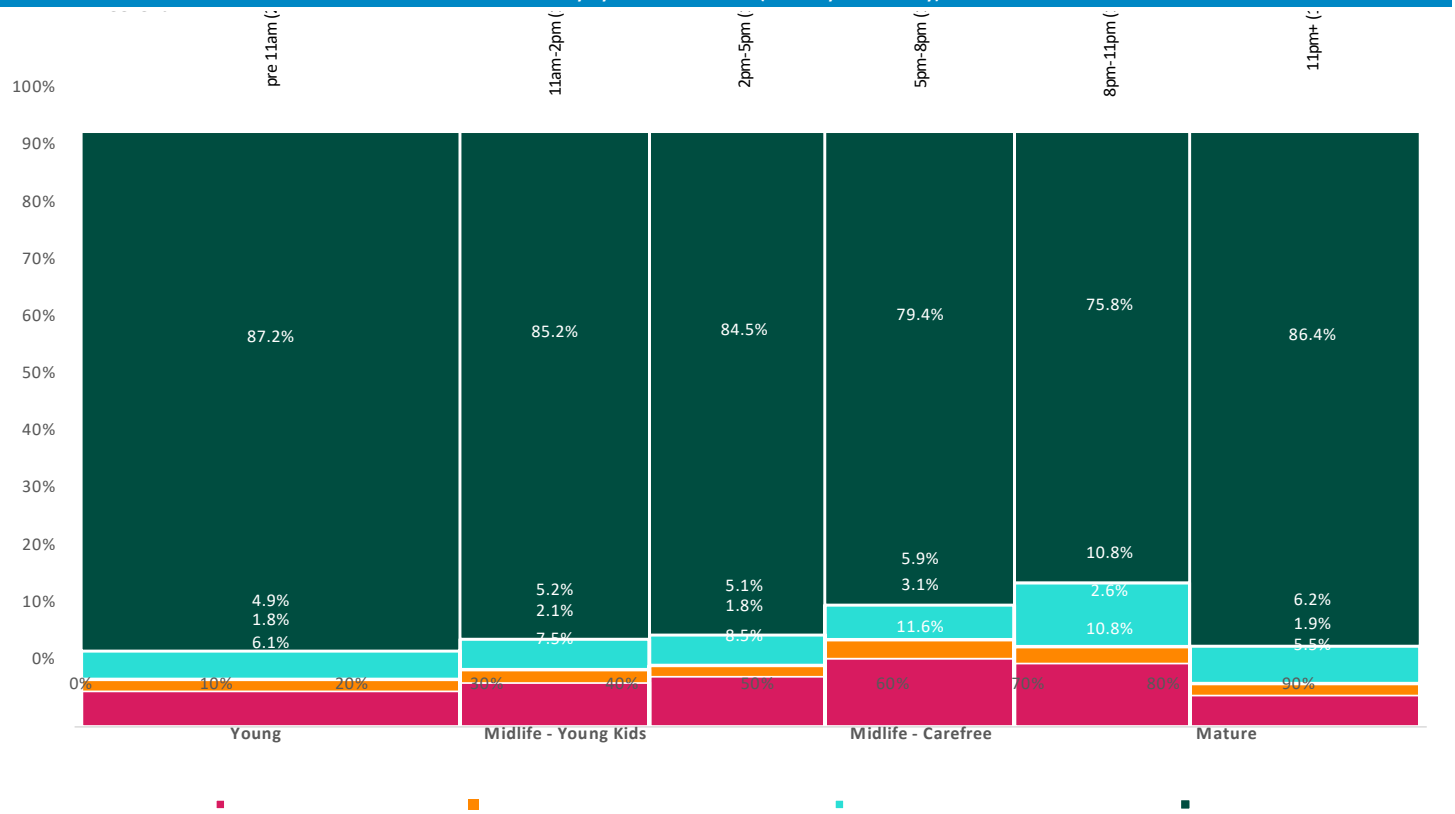
Mobile Data Summary - Gloster Arms Malvern Link

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



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



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Polaris Summary - Gloster Arms Malvern Link

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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	250	1,178	25,396	24	35	76
Midlife - Young Kids	227	822	6,918	55	62	52
Midlife - Carefree	196	1,087	21,081	33	57	109
Mature	2,981	8,739	66,198	179	163	122
Not Private Households	95	262	2,502	193	165	156
Total	3,749	12,088	122,095			

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Polaris Plus Summary - Gloster Arms Malvern Link

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Polaris Plus Profile by Catchment

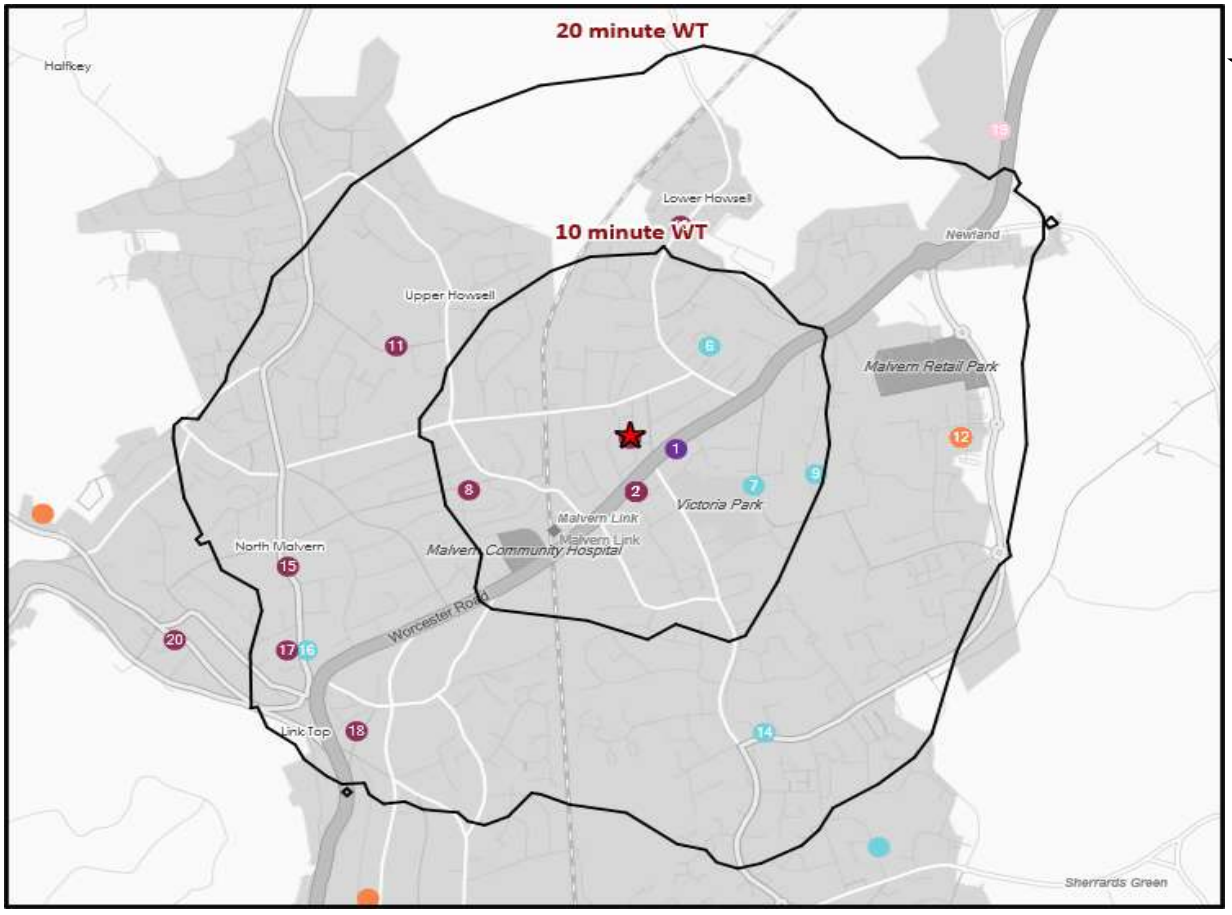
*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	0	585	3,360	0	49	28
Medium	189	384	14,767	46	29	110
High	61	209	7,269	24	26	88
Midlife - Young Kids						
Low	211	510	4,246	103	77	63
Medium	16	312	2,293	10	60	43
High	0	0	379	0	0	28
Midlife - Carefree						
Low	127	464	5,332	80	91	104
Medium	69	380	8,138	26	44	93
High	0	243	7,611	0	45	140
Mature						
Low	1,015	2,726	13,919	197	164	83
Medium	1,590	4,798	29,235	271	253	153
High	376	1,215	23,044	67	67	126
Not Private Households	95	262	2,502	193	165	156
Total	3,749	12,088	122,095			

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CGA Summary - Gloster Arms Malvern Link

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

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Per Pub Analysis - Gloster Arms Malvern Link

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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+	3,749	12,088	122,095
Number of Competition Pubs	7	15	194
Adults 18+ per Competition Pub	536	806	629

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	86	2.3%	29
Circuit Bar	0	98	2.6%	64
Community Pub	0	1,086	29.0%	152
Craft Led	0	39	1.0%	30
Great Pub Great Food	0	525	14.0%	79
High Street Pub	0	988	26.4%	143
Premium Local	4	636	17.0%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	377	3.1%	39
Circuit Bar	0	358	3.0%	73
Community Pub	0	3,255	26.9%	141
Craft Led	0	138	1.1%	33
Great Pub Great Food	1	1,758	14.5%	82
High Street Pub	0	3,000	24.8%	135
Premium Local	9	2,097	17.3%	105

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	8,458	6.9%	86
Circuit Bar	22	3,414	2.8%	69
Community Pub	5	20,866	17.1%	89
Craft Led	0	3,655	3.0%	87
Great Pub Great Food	16	25,644	21.0%	119
High Street Pub	22	20,032	16.4%	89
Premium Local	61	24,053	19.7%	119

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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
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
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.

	Young Parents	Careree	
	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: 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.

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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