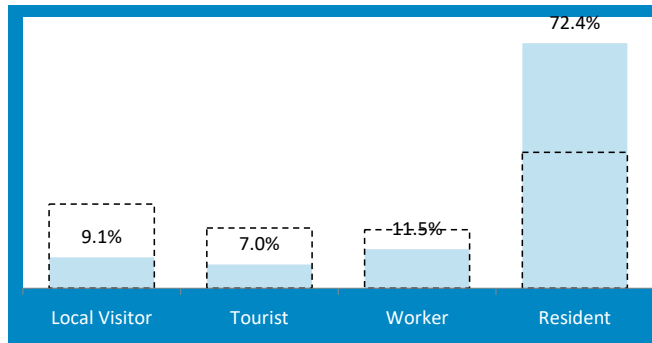
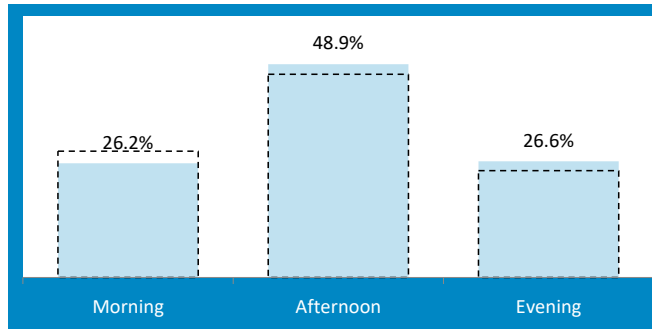
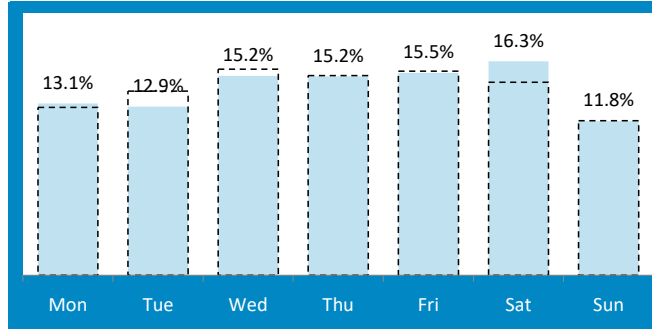


Area Quick Stats

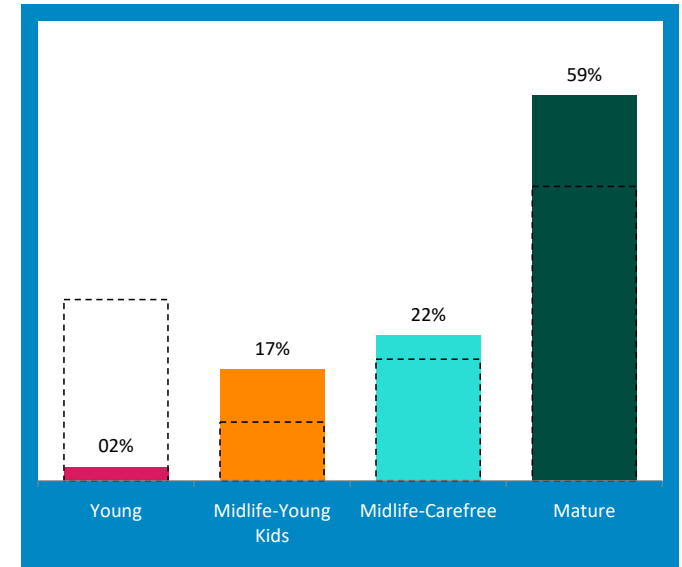
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6.611	5.344
Adult Pop		5.232	4.529
Affluence	Low	7%	33%
	Medium	42%	38%
	High	49%	27%
Young		5%	28%
Midlife Young Kids		4%	11%
Midlife Carefree		32%	16%
Mature		57%	44%
Competition Count		3	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£8	£30
Average Distance Travelled in miles	5	27



Catchment Summary - Marne Inn

- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**
6.611	17.227	134.744

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
124	88	32

Pop. & Adl. 18+ index based on all pubs

116	81	31
7	4	25
255	487	79
103	103	103

22	24	34
110	109	111
179	180	166

127	126	111
-----	-----	-----

72	79	76
73	75	95
97	96	109
126	124	104
96	86	90

Population

Adults 18+	6.611	17.227	134.744
Competition Pubs	3	4	192
Adults 18+ per Competition Pub	1.744	3.335	544
% Adults Likely to Drink	82,0%	82,0%	82,0%

Affluence	Low	7,3%	8,0%	11,3%
	Medium	41,9%	41,6%	42,3%
	High	49,2%	49,4%	45,7%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£28.723	£28.457	£25.010
---------	---------	---------

Age Profile	18-24	403	1.160	8.658
	25-34	657	1.758	17.340
	35-44	862	2.229	19.749
	45-64	2.090	5.348	35.276
	65+	1.220	2.845	23.418



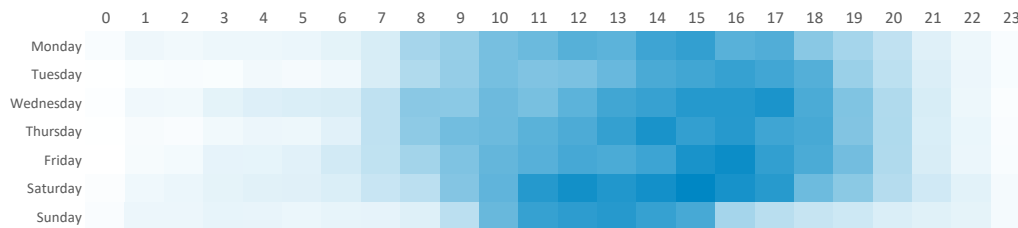
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Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - 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	270	744	14.457	19	20	50
Midlife - Young Kids	219	1.041	11.332	38	72	99
Midlife - Carefree	1.652	4.110	21.351	200	195	130
Mature	3.008	7.305	56.582	130	124	122
<i>Not Private Households</i>	83	140	719	13.112	8.674	5.690
Total	5.232	13.340	104.441			



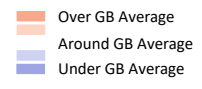
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Per Pub - Marne Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	5.232	13.340	104.441
Number of Competition Pubs	3	4	192
Adults 18+ per Competition Pub	1.744	3.335	544

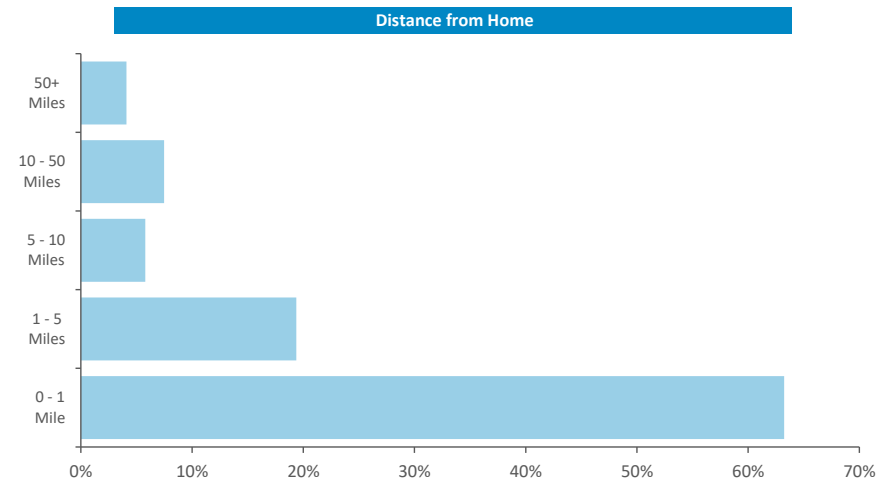
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	213	4,1%	52
Family Pub Dining	0	379	7,2%	80
Great Pub Great Food	0	1.080	20,7%	123
Leisure	0	573	11,0%	109
Mainstream	0	590	11,3%	81
Premium	1	805	15,4%	108
Restaurant	1	1.243	23,8%	103
Super Premium	1	265	5,1%	129

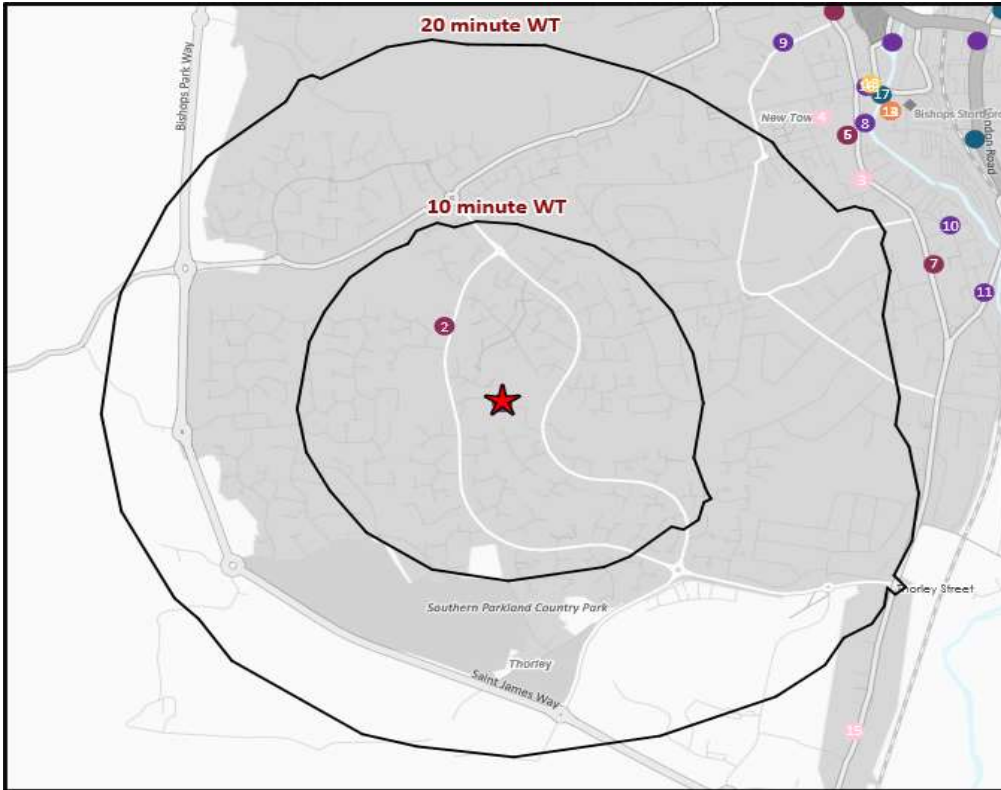
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	554	4,2%	53
Family Pub Dining	0	971	7,3%	80
Great Pub Great Food	1	2.762	20,7%	124
Leisure	0	1.456	10,9%	109
Mainstream	0	1.510	11,3%	81
Premium	1	2.060	15,4%	108
Restaurant	1	3.207	24,0%	104
Super Premium	1	679	5,1%	129

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	4.880	4,7%	60
Family Pub Dining	7	7.924	7,6%	83
Great Pub Great Food	38	20.813	19,9%	119
Leisure	31	11.115	10,6%	106
Mainstream	7	12.347	11,8%	85
Premium	41	16.208	15,5%	109
Restaurant	35	25.180	24,1%	105
Super Premium	27	5.234	5,0%	127



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Competition - Marne Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Port Jackson	CM23 3AJ	Wetherspoons GB	Mainstream	15,9%	0,97
2	Harvest Moon	CM23 4RF	Greene King	Premium	15,8%	0,20
15	Coach and Horses	CM23 4AS	McMullen & Sons Ltd	Great Pub Gre:	15,5%	0,96
19	Host	CM23 3UU	Independent Free	Restaurant	13,4%	1,04
5	Bridge House	CM23 3BG	Independent Free	Premium	12,5%	0,87
11	Baan Taihtayi	CM23 3DS	Independent Free	Restaurant	5,6%	0,95
10	Rivermill	CM23 3DH	Independent Free	Restaurant	5,1%	0,93
1	Jades	CM23 4EG	Independent Free	Restaurant	4,8%	0,00
20	Dogs Head	CM23 3UU	McMullen & Sons Ltd	Great Pub Gre:	3,5%	1,04
8	Shadhona	CM23 3AL	Independent Free	Restaurant	2,6%	0,91
0	Marne Inn	CM23 4EG	Star Pubs & Bars	Super Premium	2,4%	0,00
14	Bacchus	CM23 3BP	Independent Free	Premium	2,0%	0,96
17	Rose and Crown	CM23 3BL	Greene King	Super Premium	0,7%	0,97
3	Jolly Brewers	CM23 3BQ	Star Pubs & Bars	Great Pub Gre:	0,0%	0,83
4	Castle	CM23 3TG	Independent Free	Great Pub Gre:	0,0%	0,86
6	Bishops Stortford Working Mens	CM23 3BG	Independent Free	Premium	0,0%	0,87
7	South Mill Arts	CM23 3JG	Independent Free	Premium	0,0%	0,87
9	Venue 97	CM23 3SN	Independent Free	Restaurant	0,0%	0,93
12	Nuffield Health Fitness and Wellk	CM23 3BP	Cannons Group Ltd	Leisure	0,0%	0,96
13	Ace Of Lanes	CM23 3BP	Independent Free	Leisure	0,0%	0,96
16	Butcher And Grill	CM23 3BJ	*Other Small Retail Groups	Restaurant	0,0%	0,97

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

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Catchment Summary - Marne Inn

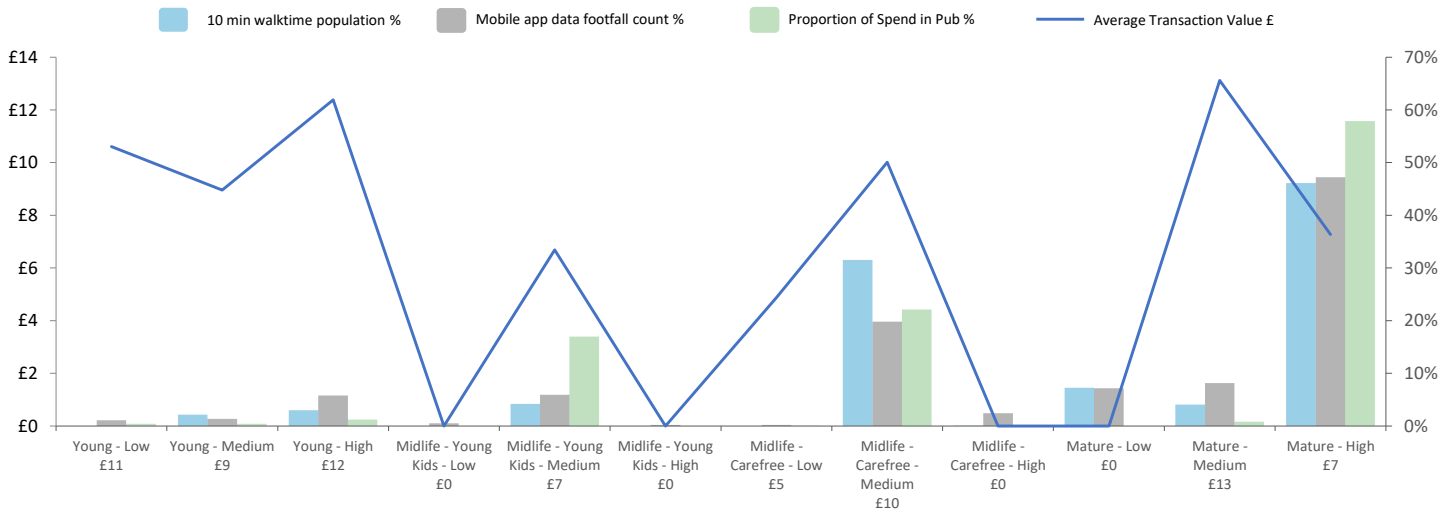
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CGA ID	Name	Postcode	Operator	Segment	Sparsity
233257	Marne Inn	CM23 4EG	Star Pubs & Bars	Super Premium	16



- ★ Pub Sites
- N Catchments
- 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



See the Glossary page for further information on the above variables

Catchment Summary - Marne Inn

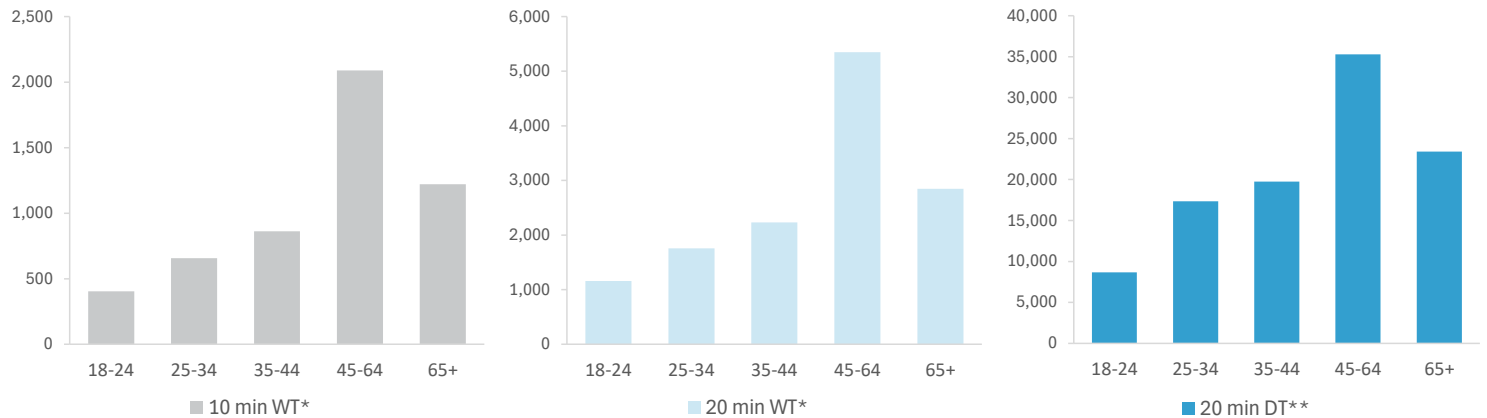
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Over GB Average
Around GB Average
Under GB Average

*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		6,611	17,227	134,744	124	88	32
Adults 18+		5,232	13,340	104,441	116	81	31
Competition Pubs		3	4	192	7	4	25
Adults 18+ per Competition Pub		1,744	3,335	544	255	487	79
% Adults Likely to Drink		82,0%	82,0%	82,0%	103	103	103
Affluence	Low	7,3%	8,0%	11,3%	22	24	34
	Medium	41,9%	41,6%	42,3%	110	109	111
	High	49,2%	49,4%	45,7%	179	180	166
Mean Net Disposable income (£pa)		£28,723	£28,457	£25,010	127	126	111
Age Profile	18-24	403	1,160	8,658	72	79	76
	25-34	657	1,758	17,340	73	75	95
	35-44	862	2,229	19,749	97	96	109
	45-64	2,090	5,348	35,276	126	124	104
	65+	1,220	2,845	23,418	96	86	90

Population & Adults 18+ index is based on all pubs



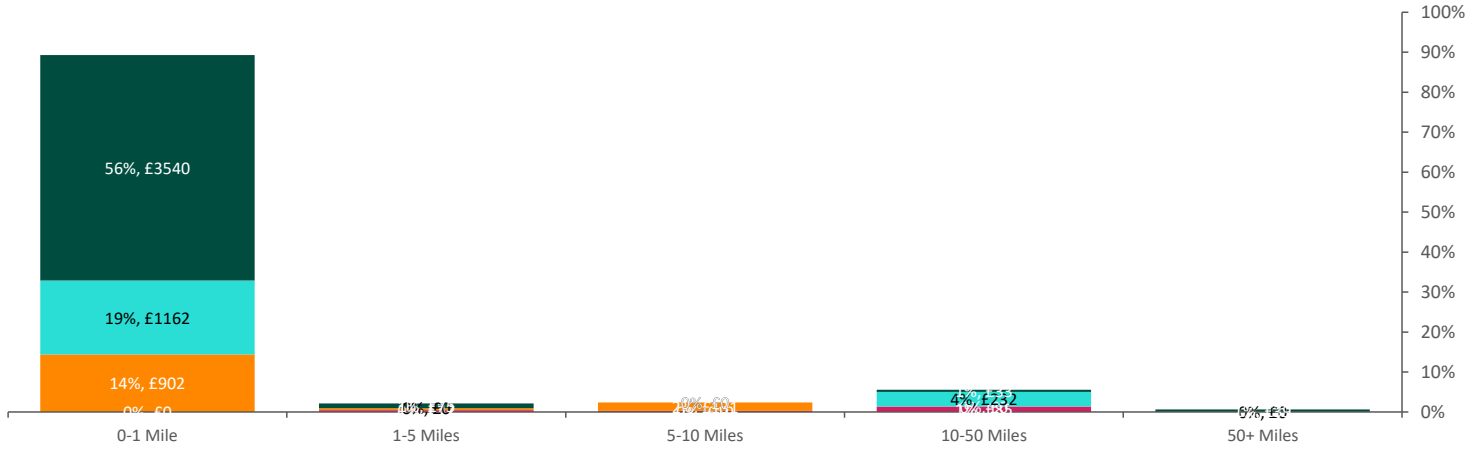
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,226 (49%)	8,358 (49%)	65,760 (49%)	99	99	100
	Female	3,385 (51%)	8,869 (51%)	68,984 (51%)	100	101	100
Economic Status (16+)	Employed: Full-time	2,101 (39%)	5,298 (38%)	41,329 (38%)	114	112	113
	Employed: Part-time	718 (13%)	1,982 (14%)	14,231 (13%)	111	119	110
	Self employed	556 (10%)	1,487 (11%)	12,581 (12%)	111	116	126
	Unemployed	126 (2%)	362 (3%)	2,669 (2%)	84	95	90
	Full-time student	99 (2%)	232 (2%)	1,697 (2%)	73	67	63
	Retired	1,163 (21%)	2,645 (19%)	20,939 (19%)	99	88	89
	Other	665 (12%)	1,864 (13%)	14,579 (13%)	69	76	76
Total Worker Count		1,198	3,299	60,278			

See the Glossary page for further information on the above variables

Transactional Data Summary - Marne Inn

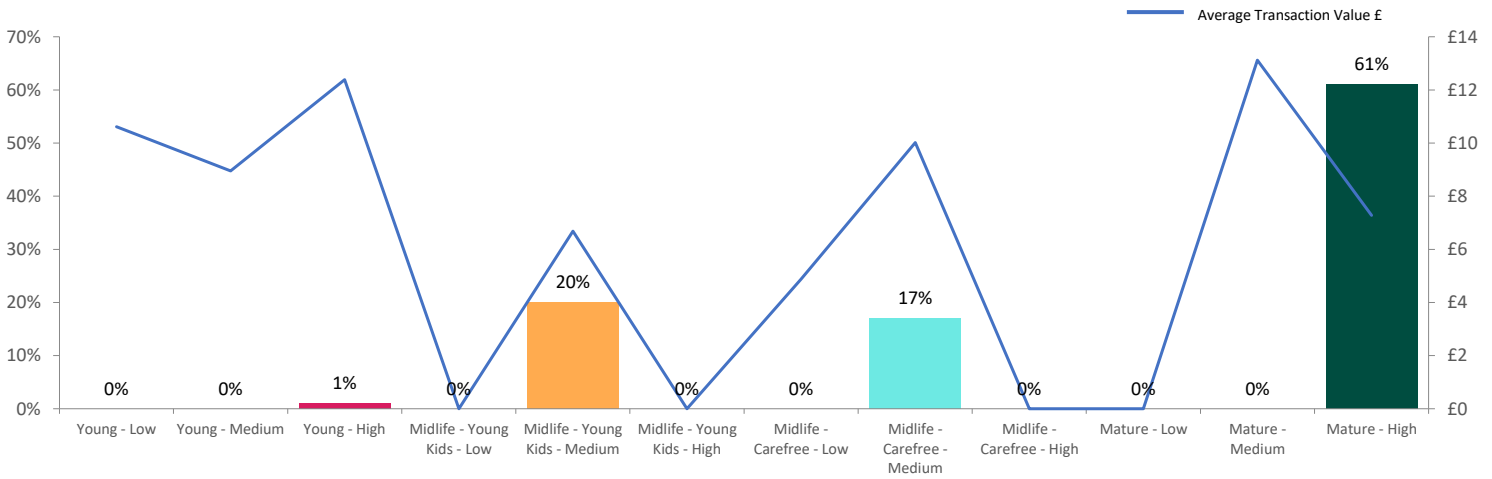
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Spend by Polaris and Distance from Home



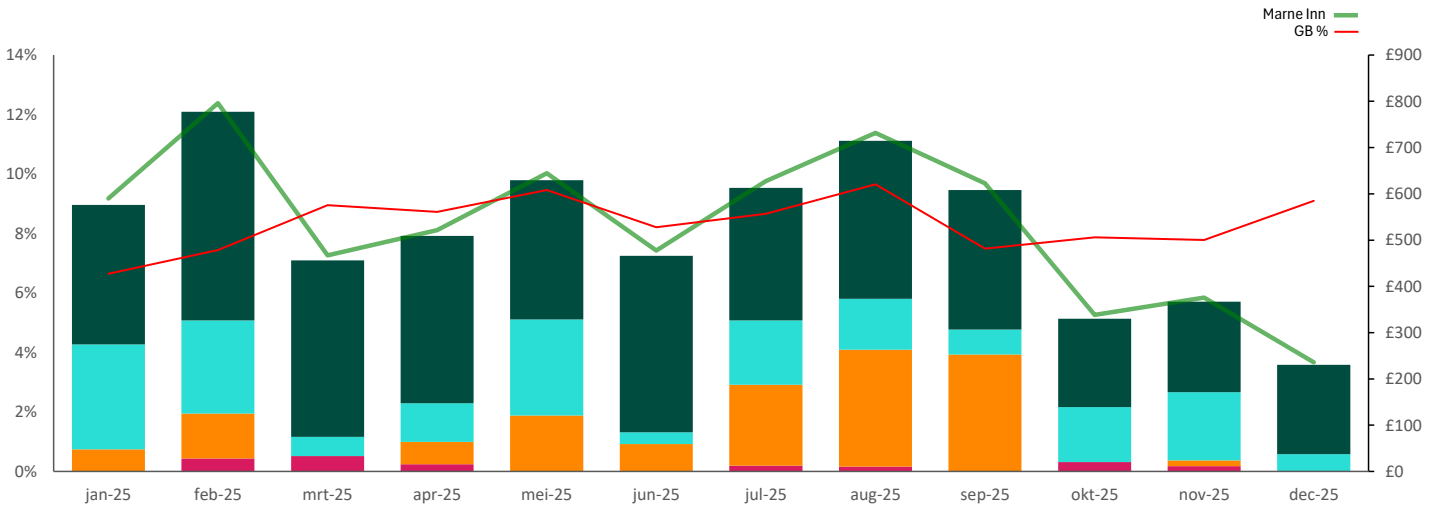
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



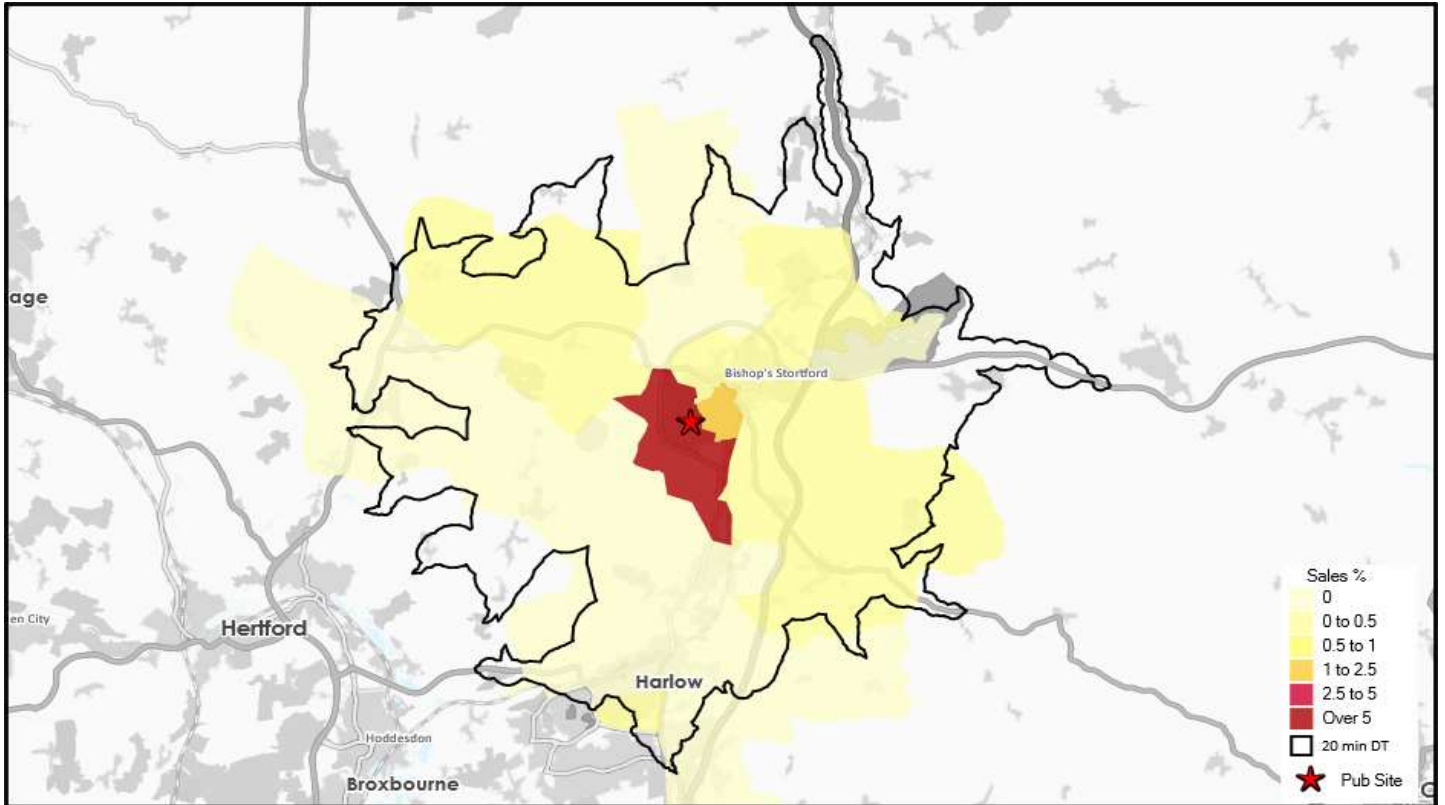
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



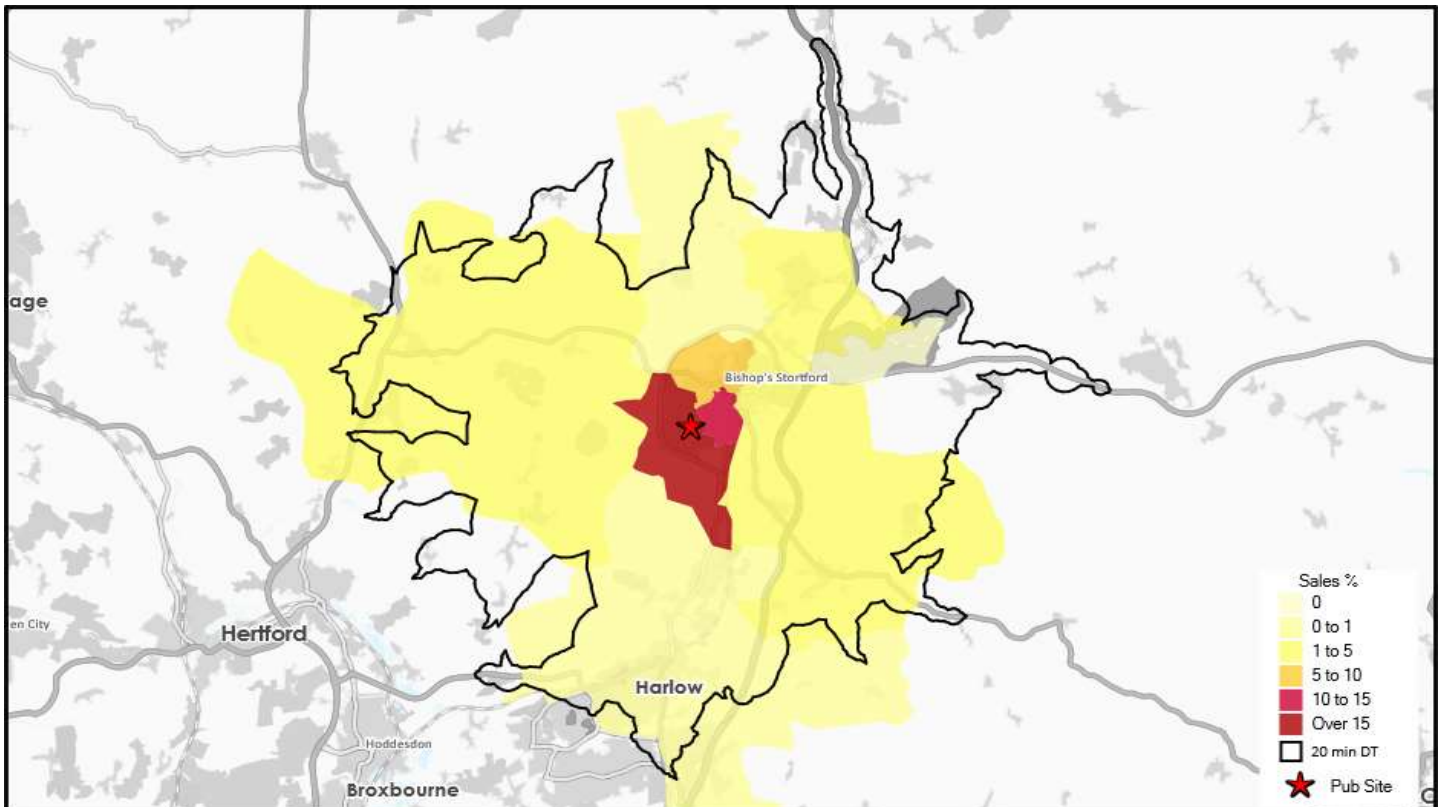
Seasonality of the spend split by month

Marne Inn Share of Spend from Postcode Sectors within 20 minute Drive



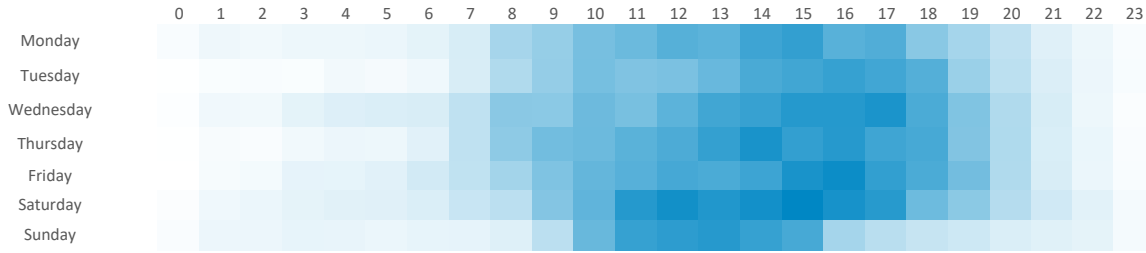
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Marne Inn



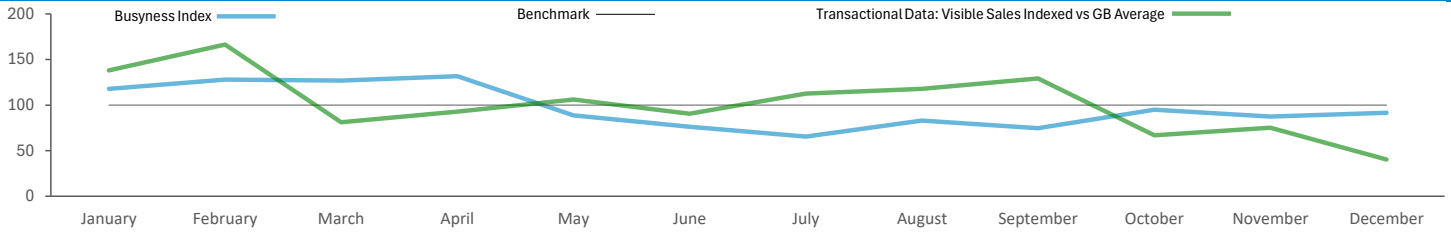
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



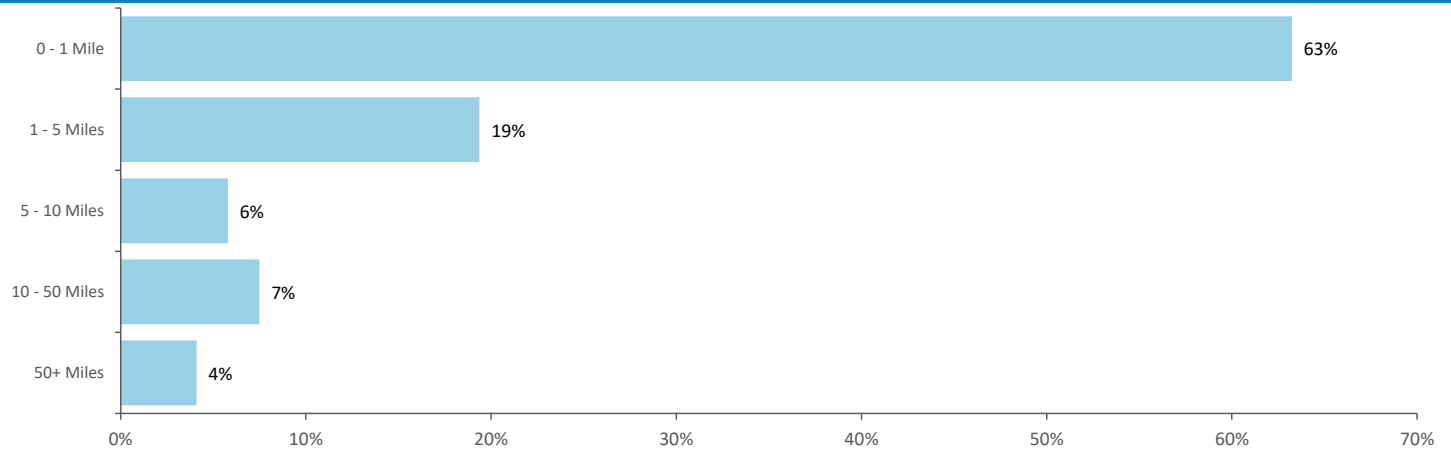
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

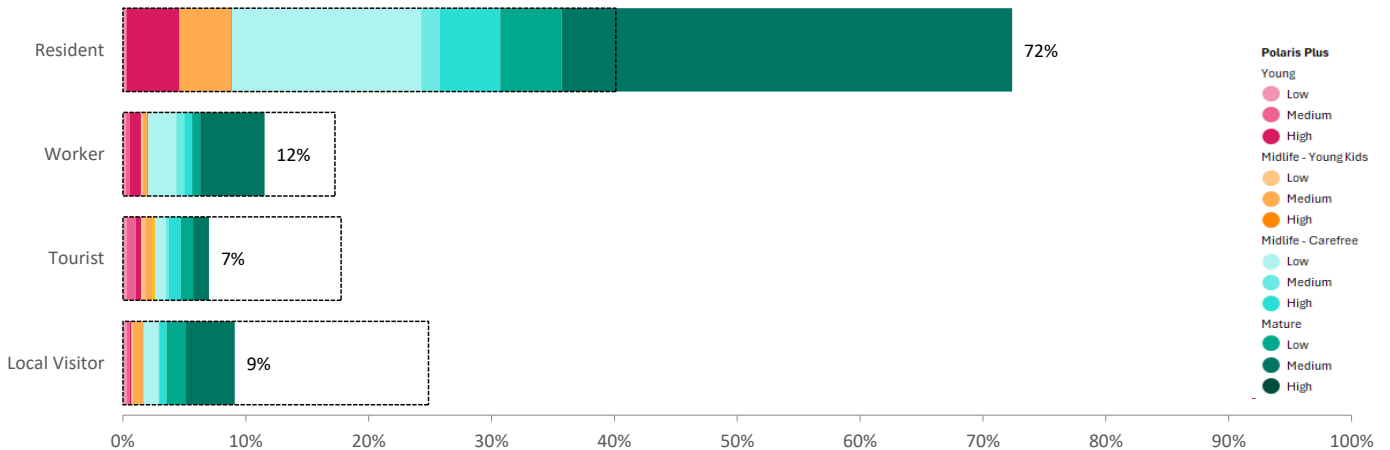
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB



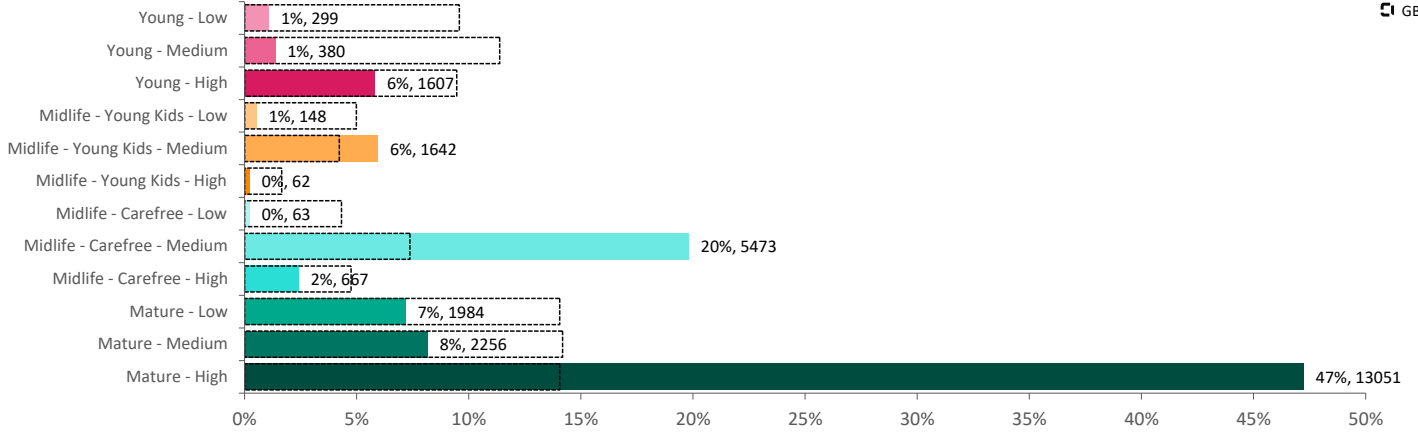
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Marne Inn

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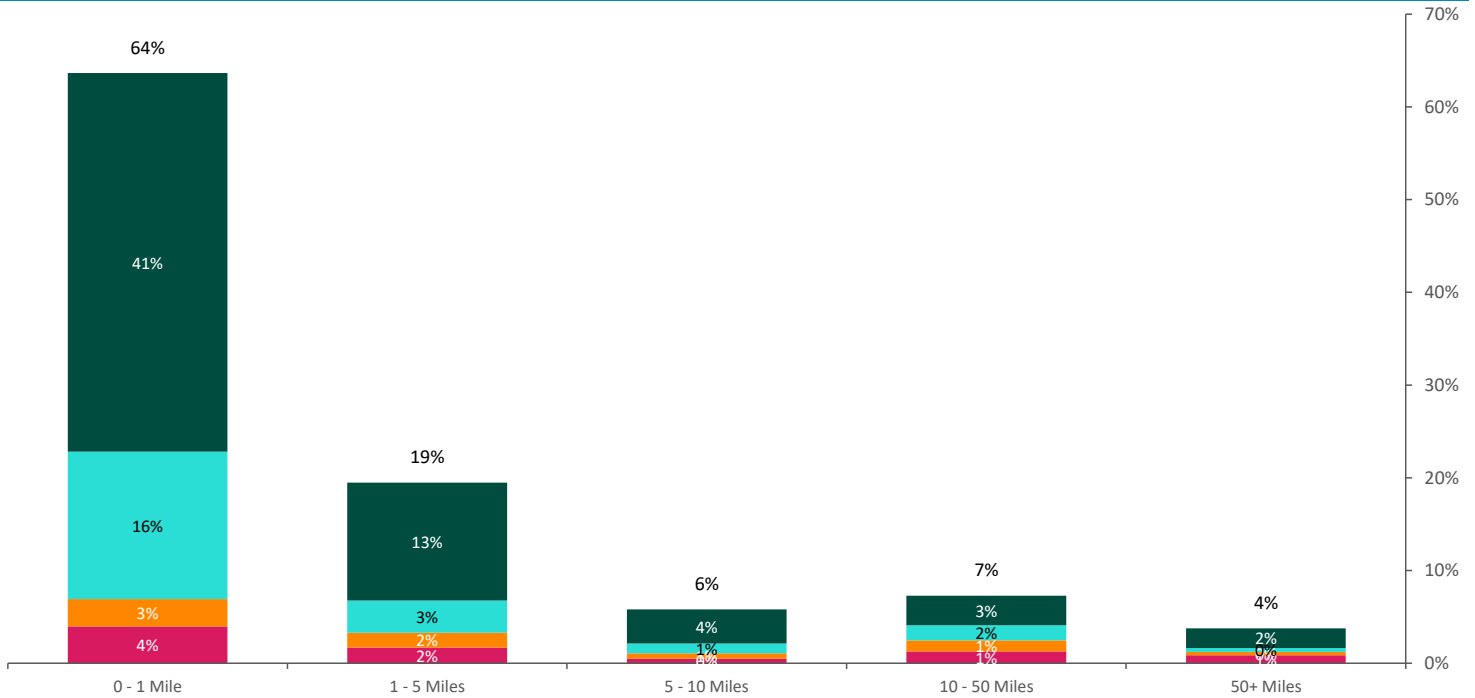
Polaris Plus Profile

GB %



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

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		4.864	3.829	4.794	3.941	1.231	973	19.633
Midlife - Carefree		1.346	1.656	2.053	1.569	612	315	7.552
Midlife - Young Kids		381	486	486	327	64	34	1.779
Young		566	560	739	574	139	40	2.619
All		7.158	6.532	8.072	6.411	2.047	1.362	31.583

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.601	2.155	1.909	1.131	447	378	7.621
Midlife - Young Kids		659	765	784	469	241	260	3.178
Midlife - Carefree		112	222	161	77	36	31	639
Mature		152	259	265	124	66	23	890
All		2.525	3.401	3.119	1.801	790	692	12.328

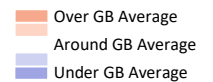
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

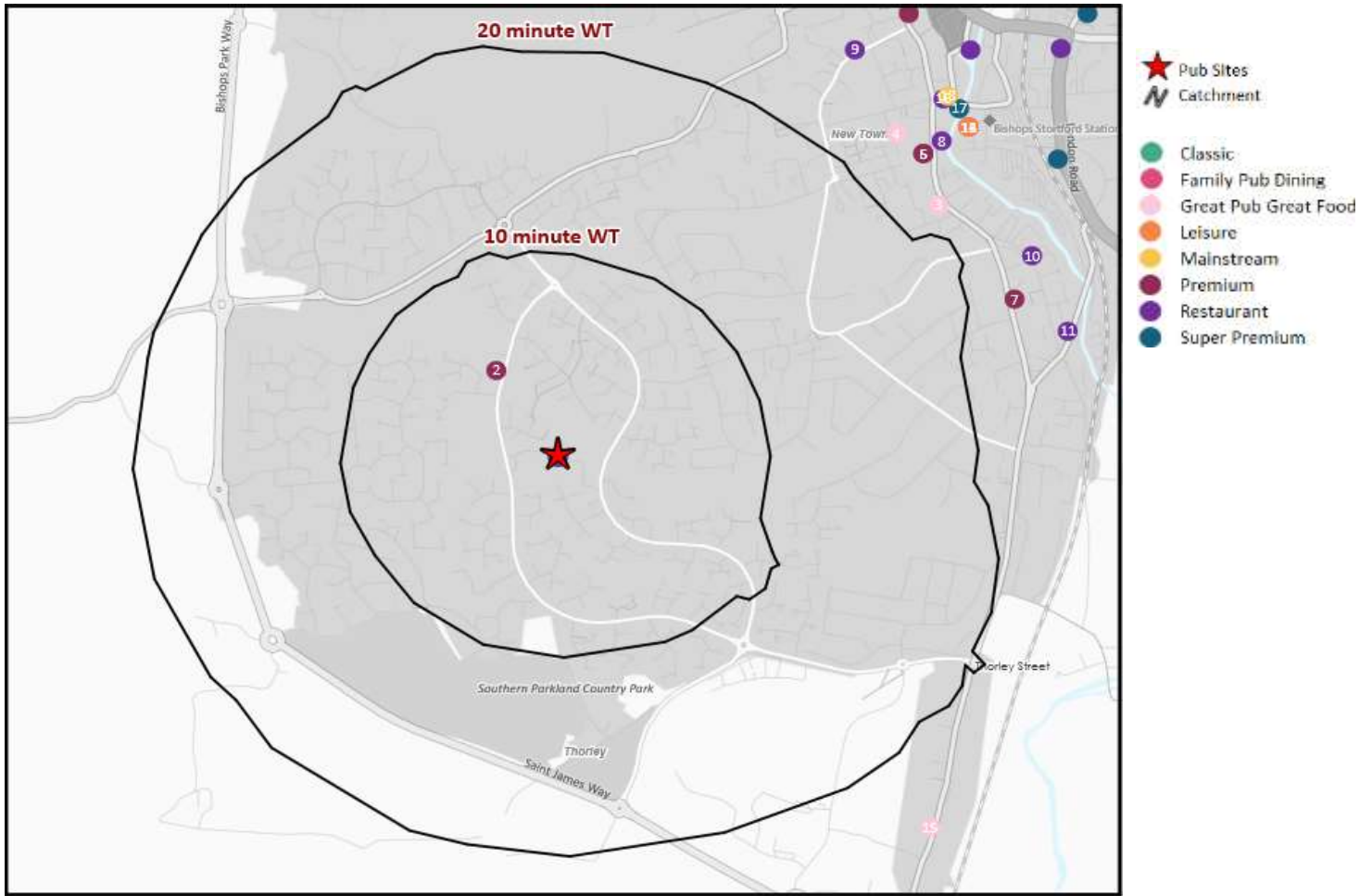


Polaris Plus Profile by Catchment

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	96	3.162	0	7	31
Medium	113	256	3.267	20	17	28
High	157	392	8.028	45	44	115
Midlife - Young Kids						
Low	0	26	97	0	3	2
Medium	219	1,015	10,913	95	172	236
High	0	0	322	0	0	26
Midlife - Carefree						
Low	0	92	101	0	16	2
Medium	1,649	3,313	18,725	440	347	251
High	3	705	2,525	1	116	53
Mature						
Low	381	848	8,441	54	47	60
Medium	213	963	11,262	26	46	69
High	2,414	5,494	36,879	306	274	235
Not Private Households	83	140	719	148	98	64
Total	5,232	13,340	104,441			

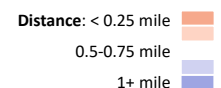
*WT= Walktime, **DT= Drivetime





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	Marne Inn	CM23 4EG	Star Pubs & Bars	Super Premium	2,4%	92,0%	0,00
1	Jades	CM23 4EG	Independent Free	Restaurant	4,8%	90,5%	0,00
2	Harvest Moon	CM23 4RF	Greene King	Premium	15,8%	73,7%	0,20
3	Jolly Brewers	CM23 3BQ	Star Pubs & Bars	Great Pub Great Food	0,0%	0,0%	0,83
4	Castle	CM23 3TG	Independent Free	Great Pub Great Food	0,0%	0,0%	0,86
5	Bridge House	CM23 3BG	Independent Free	Premium	12,5%	75,7%	0,87
6	Bishops Stortford Working Mens Club	CM23 3BG	Independent Free	Premium	0,0%	0,0%	0,87
7	South Mill Arts	CM23 3JG	Independent Free	Premium	0,0%	0,0%	0,87
8	Shadhona	CM23 3AL	Independent Free	Restaurant	2,6%	68,9%	0,91
9	Venue 97	CM23 3SN	Independent Free	Restaurant	0,0%	0,0%	0,93
10	Rivermill	CM23 3DH	Independent Free	Restaurant	5,1%	73,7%	0,93
11	Baan Taihtayi	CM23 3DS	Independent Free	Restaurant	5,6%	66,8%	0,95
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13	Ace Of Lanes	CM23 3BP	Independent Free	Leisure	0,0%	0,0%	0,96
14	Bacchus	CM23 3BP	Independent Free	Premium	2,0%	77,9%	0,96
15	Coach and Horses	CM23 4AS	McMullen & Sons Ltd	Great Pub Great Food	15,5%	71,2%	0,96
16	Butcher And Grill	CM23 3BJ	*Other Small Retail Groups	Restaurant	0,0%	0,0%	0,97
17	Rose and Crown	CM23 3BL	Greene King	Super Premium	0,7%	76,8%	0,97
18	Port Jackson	CM23 3AJ	Wetherspoons GB	Mainstream	15,9%	66,0%	0,97
19	Host	CM23 3UU	Independent Free	Restaurant	13,4%	59,2%	1,04
20	Dogs Head	CM23 3UU	McMullen & Sons Ltd	Great Pub Great Food	3,5%	73,7%	1,04



* 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 - Marne Inn

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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+	5.232	13.340	104.441
Number of Competition Pubs	3	4	192
Adults 18+ per Competition Pub	1.744	3.335	544

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	213	4,1%	52
Family Pub Dining	0	379	7,2%	80
Great Pub Great Food	0	1.080	20,7%	123
Leisure	0	573	11,0%	109
Mainstream	0	590	11,3%	81
Premium	1	805	15,4%	108
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Leisure	0	1.456	10,9%	109
Mainstream	0	1.510	11,3%	81
Premium	1	2.060	15,4%	108
Restaurant	1	3.207	24,0%	104
Super Premium	1	679	5,1%	129

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	4.880	4,7%	60
Family Pub Dining	7	7.924	7,6%	83
Great Pub Great Food	38	20.813	19,9%	119
Leisure	31	11.115	10,6%	106
Mainstream	7	12.347	11,8%	85
Premium	41	16.208	15,5%	109
Restaurant	35	25.180	24,1%	105
Super Premium	27	5.234	5,0%	127

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																																								
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+)	<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																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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