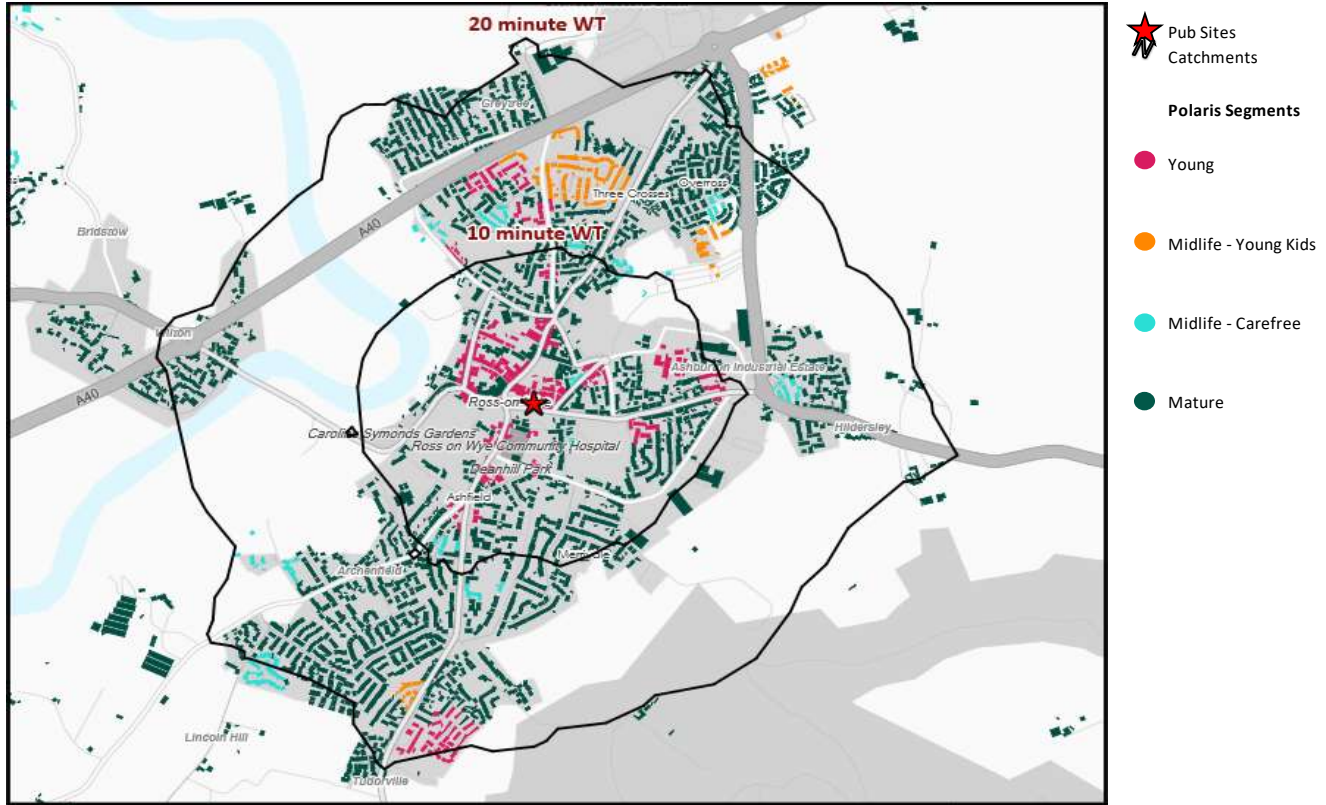


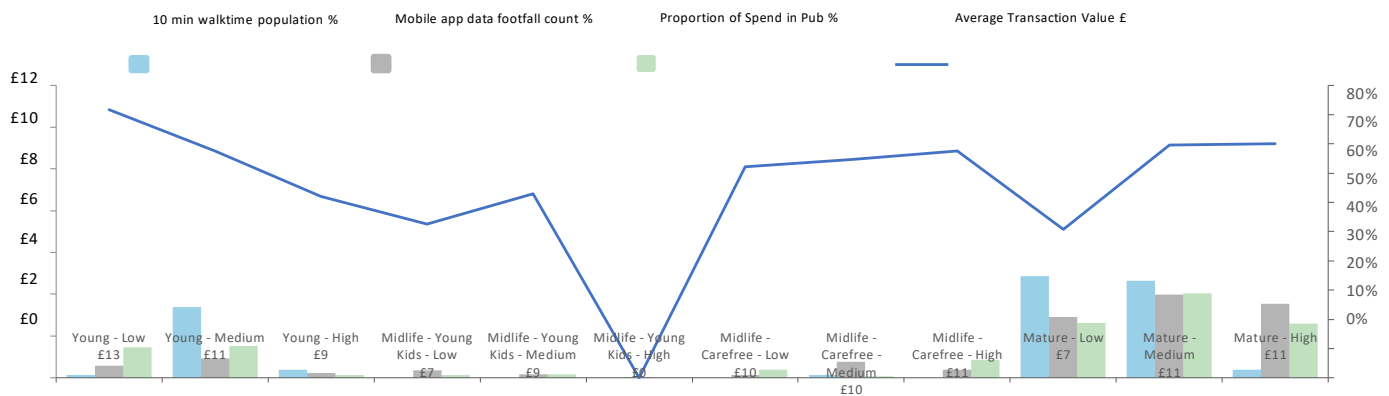
Catchment Summary - Kings Arms Ross On Wye

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Ship To	Name	Postcode	Operator	Segment	Sparsity
627164	Kings Arms Ross On Wye	HR 9 5BU	Star Pubs & Bars	Circuit Bar	18



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Kings Arms Ross On Wye

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

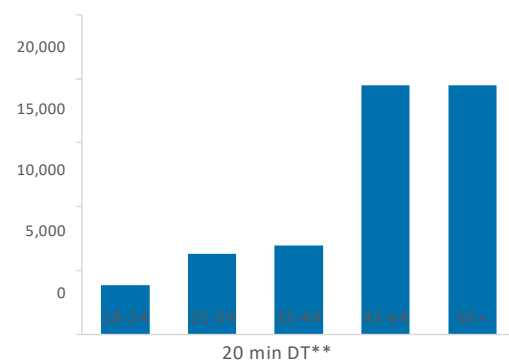
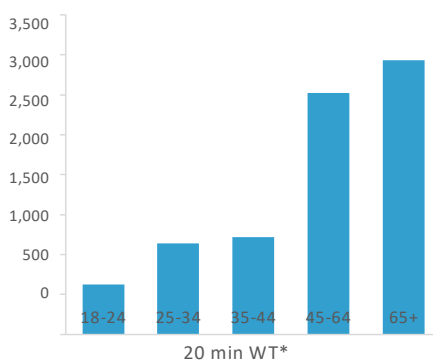
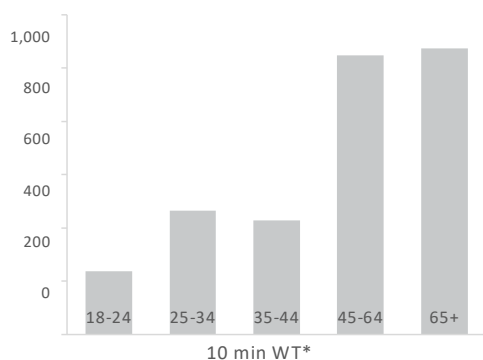
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,849	11,346	67,793	72	61	15
Adults 18+	3,253	9,444	56,100	72	62	16
Competition Pubs	15	19	118	83	53	28
Adults 18+ per Competition Pub	217	497	475	25	58	55
% Adults Likely to Drink	78.2%	78.5%	80.0%	103	103	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	35.6%	34.3%	22.0%	107	103	66
	Medium	58.4%	46.4%	38.1%	153	122	100
	High	5.5%	18.5%	37.8%	20	68	138

*Affluence does not include Not Private Households

Age Profile	18-24	238	627	3,846	76	68	70
	25-34	466	1,143	6,318	91	76	70
	35-44	429	1,217	6,949	84	81	77
	45-64	1,047	3,022	19,504	106	104	112
	65+	1,073	3,435	19,483	145	158	150

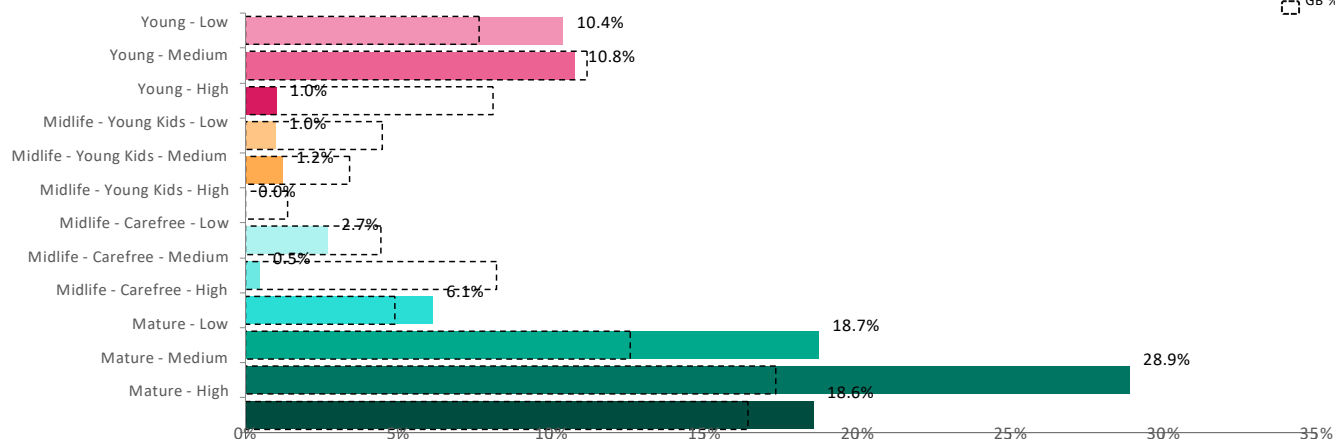


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,865 (48%)	5,461 (48%)	32,966 (49%)	99	98	99
	Female	1,984 (52%)	5,885 (52%)	34,827 (51%)	101	102	101
Economic Status (16+)	Employed: Full-time	1,046 (31%)	2,807 (29%)	16,451 (29%)	91	84	83
	Employed: Part-time	413 (12%)	1,254 (13%)	6,913 (12%)	105	109	101
	Self employed	335 (10%)	967 (10%)	7,434 (13%)	109	108	140
	Unemployed	82 (2%)	235 (2%)	1,017 (2%)	89	88	64
	Full-time student	21 (1%)	87 (1%)	556 (1%)	27	38	41
	Retired	977 (29%)	3,095 (32%)	17,695 (31%)	134	146	140
	Other	450 (14%)	1,254 (13%)	7,614 (13%)	78	74	76
Total Worker Count		3,754	6,495	29,299			

See the Glossary page for further information on the above variables

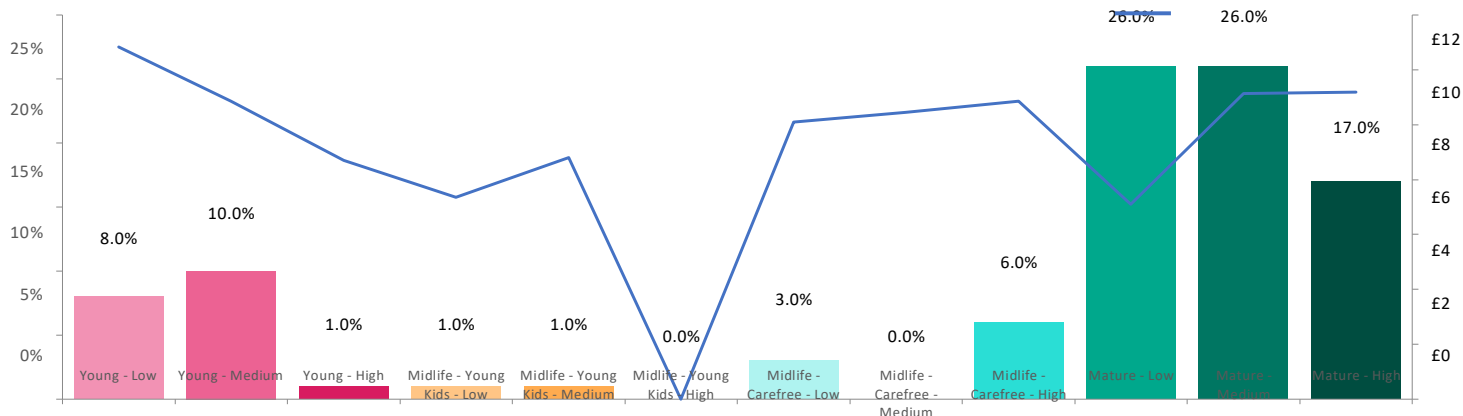
Transactional Data Summary - Kings Arms Ross On Wye

Spend by Polaris Plus



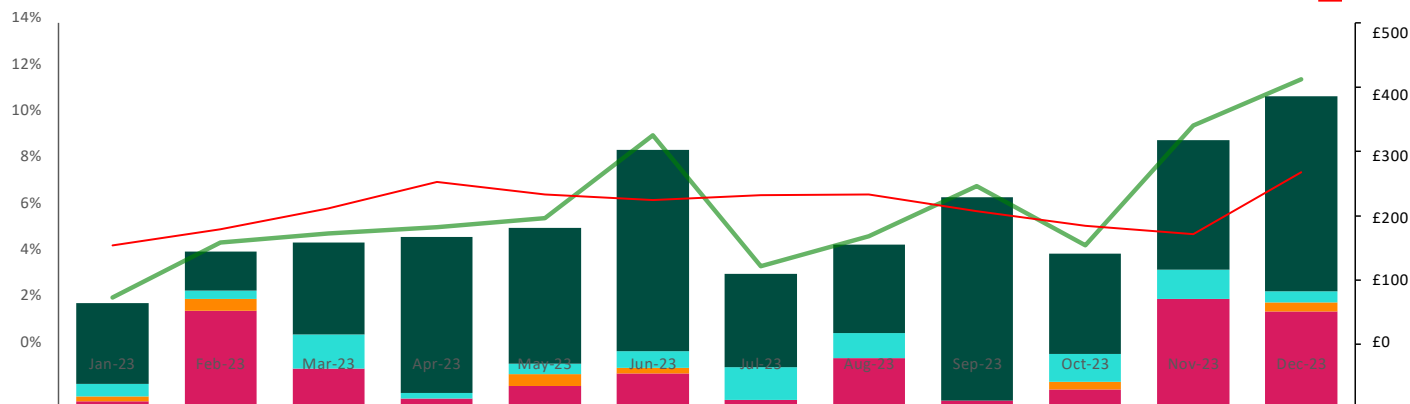
Percentage of total sales split by Polaris Plus segment within the pub

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



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

Spend by Month and Polaris



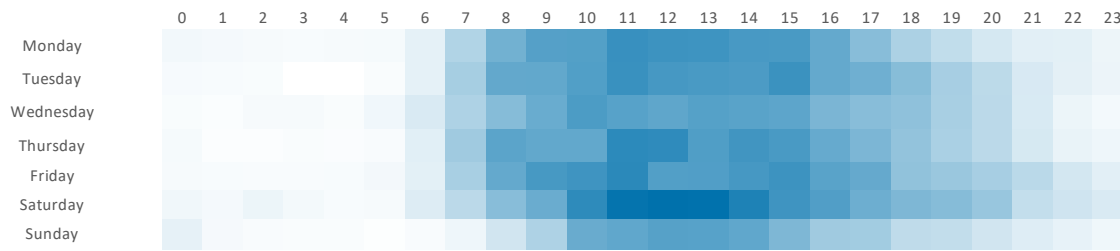
Seasonality of the spend split by month

Mobile Data Summary - Kings Arms Ross On Wye



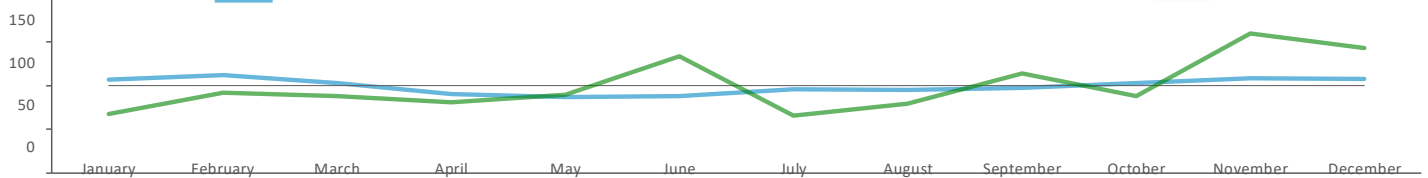
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Time of Day/Day of Week



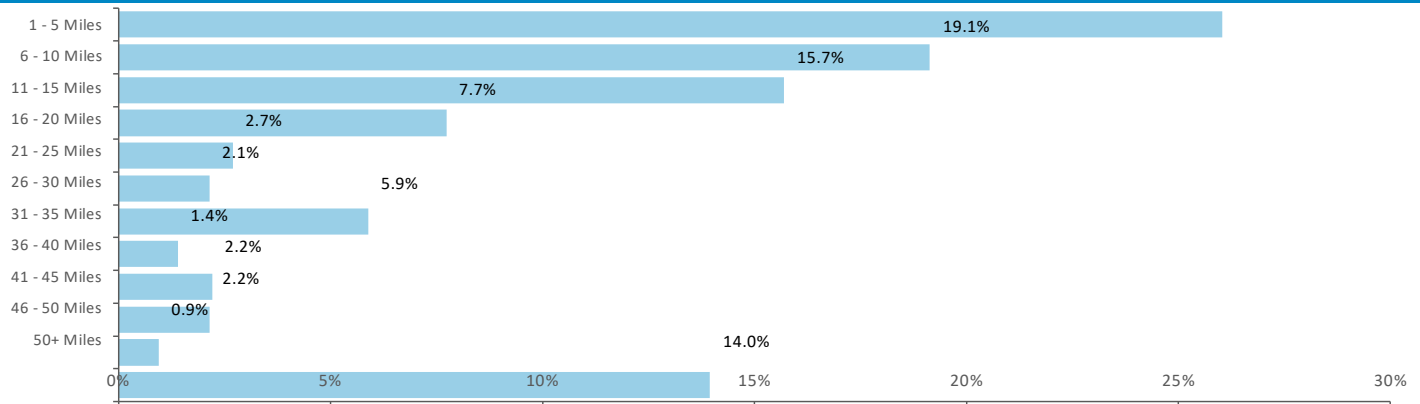
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



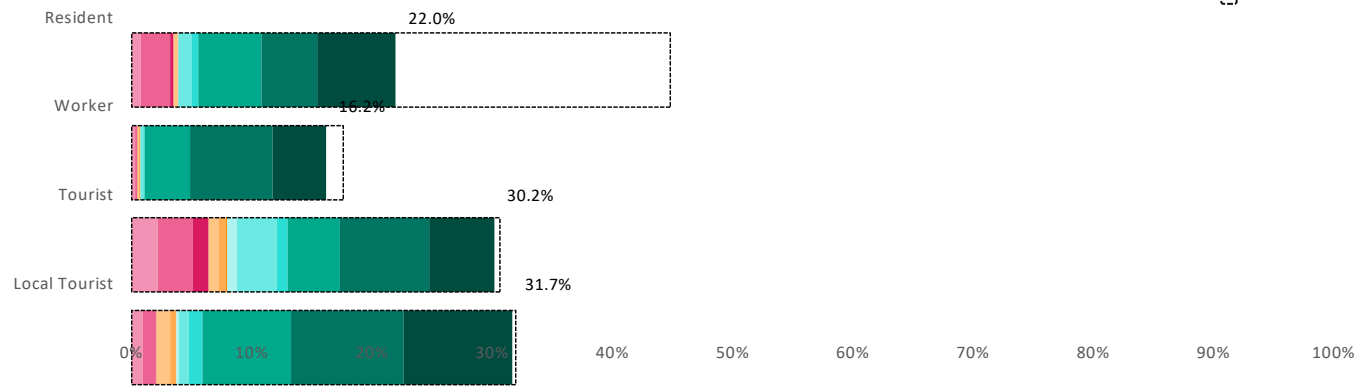
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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 Polarix Plus

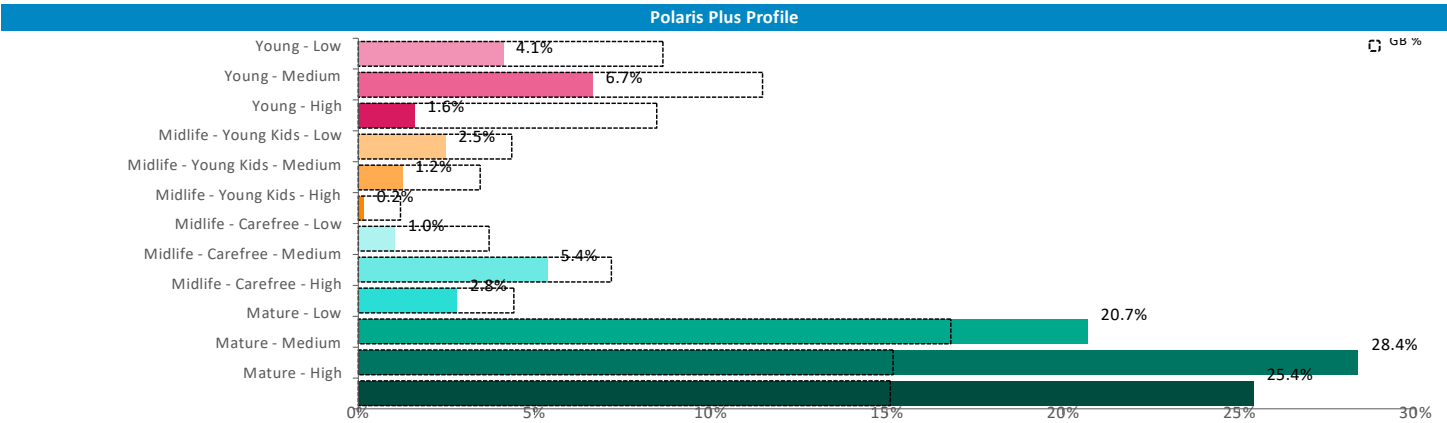


Polarix Plus profile of people passing within 60m of the pub, by Audience Classification

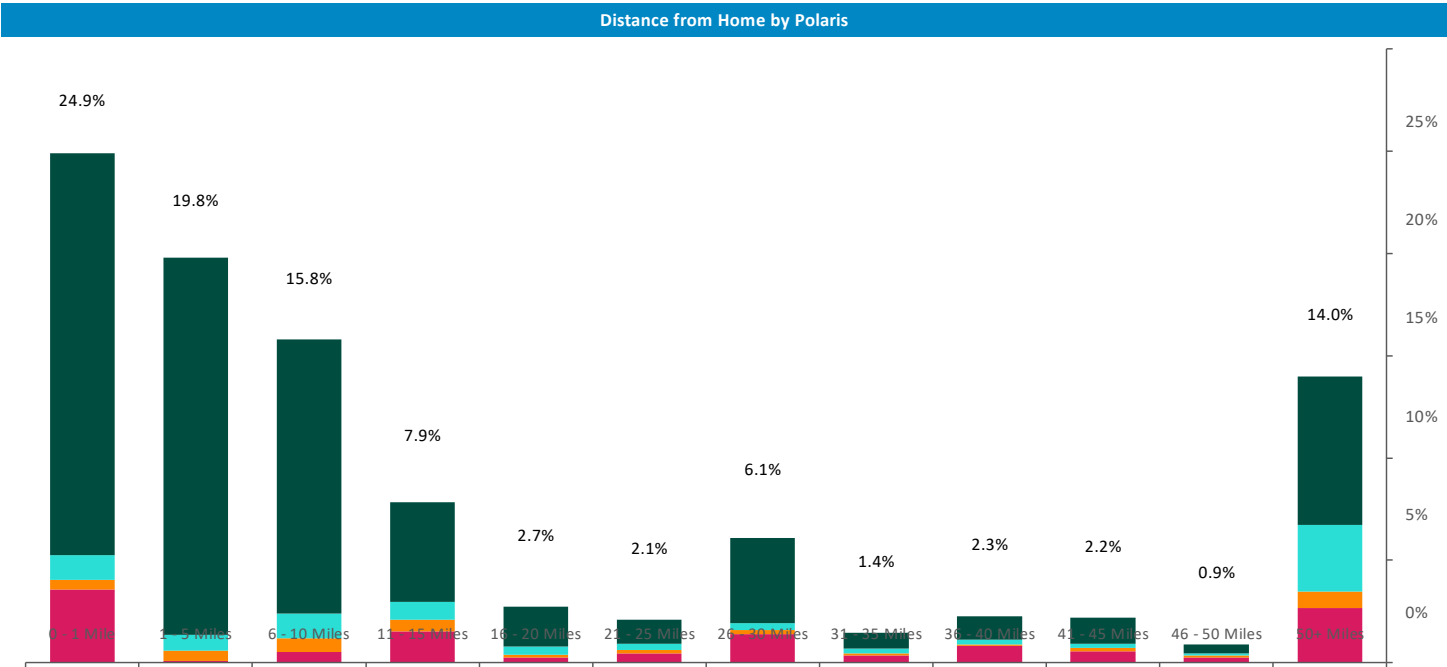
Mobile Data Summary - Kings Arms Ross On Wye



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

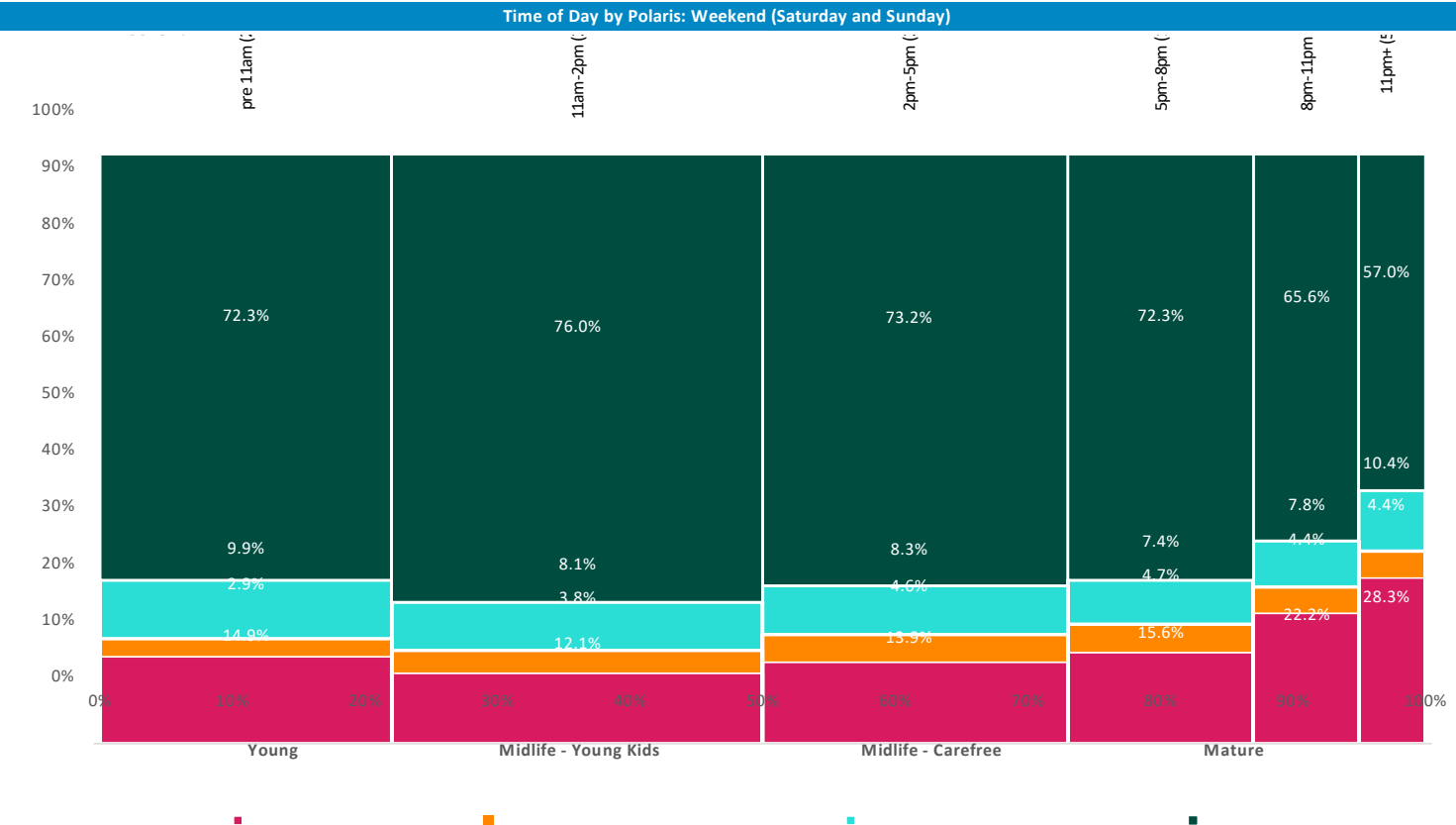
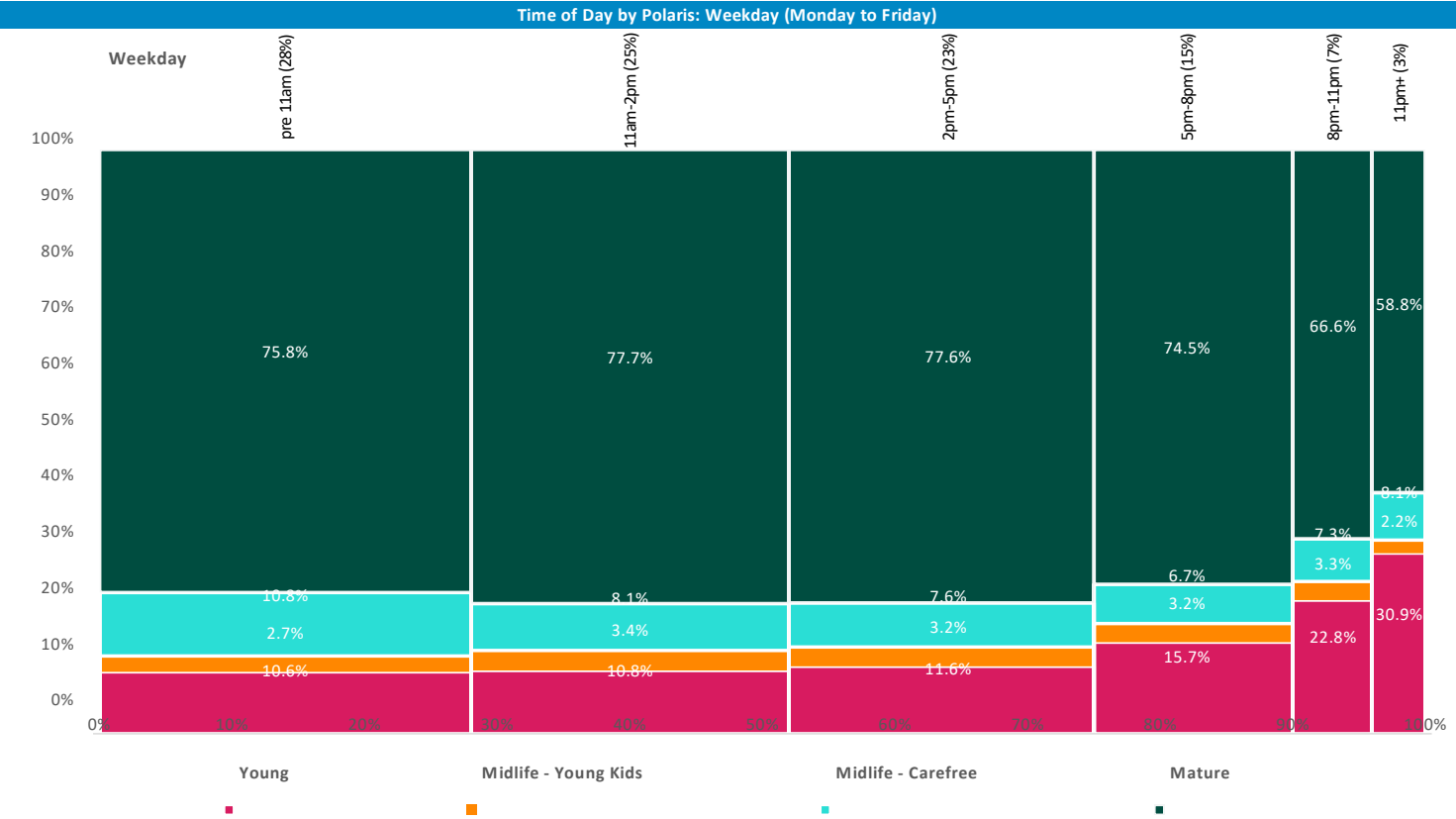


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

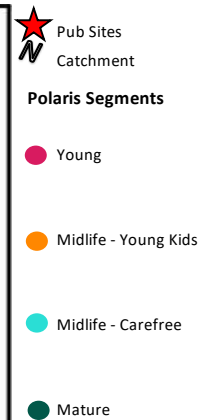
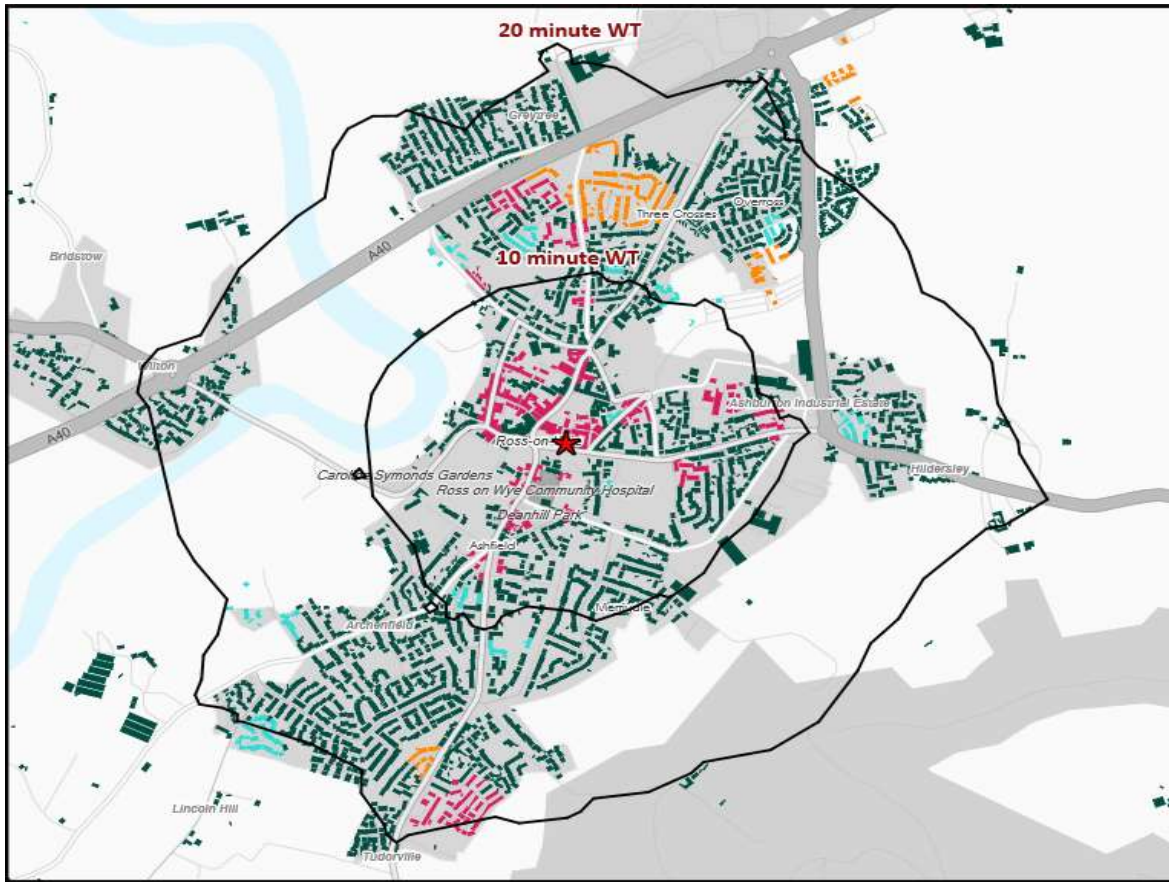
Mobile Data Summary - Kings Arms Ross On Wye



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Polaris Summary - Kings Arms Ross On Wye

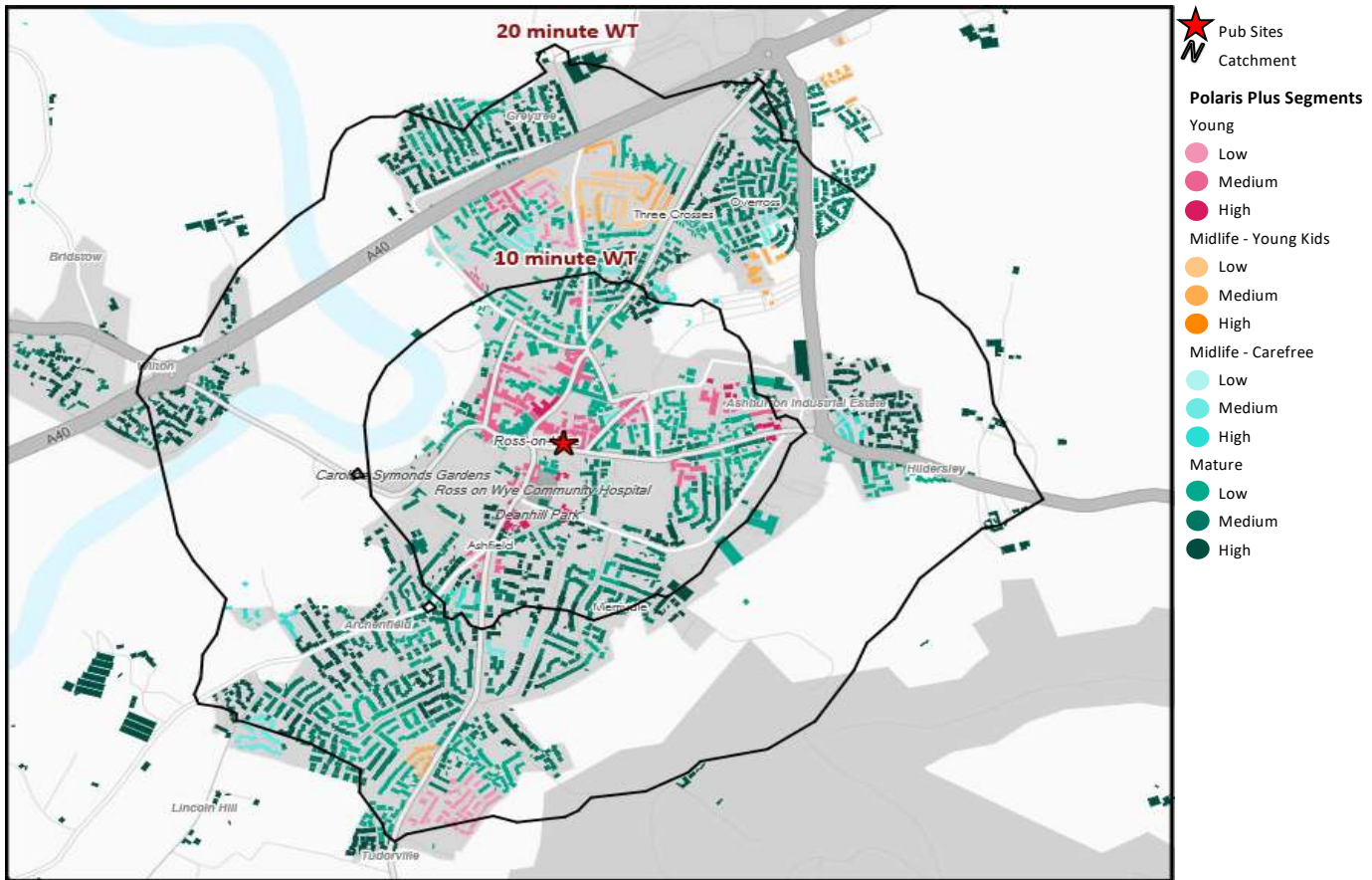


Polaris Profile by Catchment

*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	907	1,482	3,130	101	57	20
Midlife - Young Kids	0	575	2,138	0	56	35
Midlife - Carefree	33	379	5,035	6	25	57
Mature	2,296	6,932	44,581	159	165	179
Not Private Households	17	76	1,216	40	61	165
Total	3,253	9,444	56,100			

Polaris Plus Summary - Kings Arms Ross On Wye

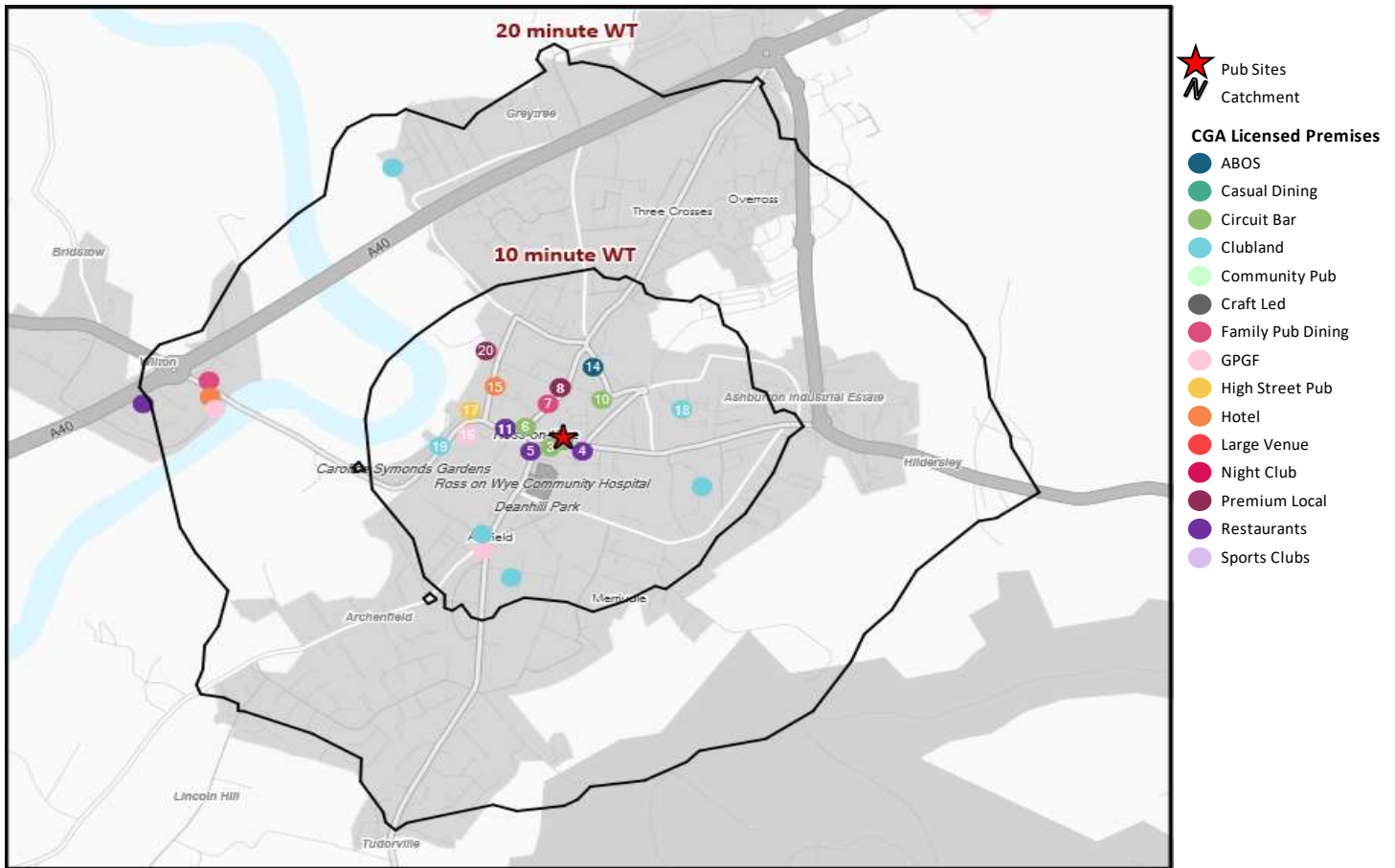


Polaris Plus Profile by Catchment

*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	28	511	1,375	9	55	25
Medium	787	879	1,445	220	85	23
High	92	92	310	42	14	8
Midlife - Young Kids						
Low	0	286	1,184	0	55	38
Medium	0	289	954	0	71	39
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	11	0	0	0
Medium	33	197	871	14	29	22
High	0	182	4,153	0	43	166
Mature						
Low	1,129	2,439	9,755	253	188	127
Medium	1,080	3,021	18,098	212	204	206
High	87	1,472	16,728	18	104	199
Not Private Households	17	76	1,216	40	61	165
Total	3,253	9,444	56,100			

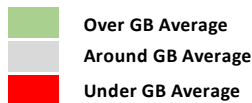
CGA Summary - Kings Arms Ross On Wye



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Riceberry Thai Cuisine	HR 9 5BU	Independent Free	Restaurants	0.0
0	No 3	HR 9 5BU	Independent Free	Restaurants	0.0
0	Kings Arms	HR 9 5BU	Star Pubs & Bars	Circuit Bar	0.0
3	Mail Rooms	HR 9 5BS	Wetherspoons GB	Circuit Bar	0.0
4	China Boy Jo	HR 9 5LE	Independent Free	Restaurants	0.0
5	Zam Zam	HR 9 5BZ	Independent Free	Restaurants	0.1
6	Crown & Sceptre	HR 9 5NX	Independent Free	Circuit Bar	0.1
7	King Charles li	HR 9 7EA	Marston's	Family Pub Dining	0.1
8	Jacqueline's Night Club	HR 9 7ED	Independent Free	Night Club	0.1
8	Eagle Inn	HR 9 7ED	Stonegate Pub Company	Premium Local	0.1
10	Drop Inn	HR 9 7AG	Independent Free	Circuit Bar	0.1
11	Kings Head Hotel	HR 9 5HL	Independent Free	Hotel	0.1
11	Indyyum	HR 9 5HL	Independent Free	Casual Dining	0.1
11	Bistro Mondo	HR 9 5HL	Independent Free	Restaurants	0.1
14	Tap House	HR 9 7AP	Independent Free	ABOS	0.2
15	Merton House Hotel	HR 9 7BZ	Independent Free	Hotel	0.2
16	Royal Hotel	HR 9 5HZ	Greene King	GPGF	0.2
17	Man Of Ross	HR 9 7BS	Star Pubs & Bars	High Street Pub	0.2
18	Larruperz Community Centre	HR 9 7QD	Independent Free	Clubland	0.3
19	Ross-On-Wye Sports Centre	HR 9 5JA	Independent Free	Clubland	0.3
20	Hope & Anchor	HR 9 7BU	Admiral Taverns Ltd	Premium Local	0.3

Per Pub Analysis - Kings Arms Ross On Wye



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,253	9,444	56,100
Number of Competition Pubs	15	19	118
Adults 18+ per Competition Pub	217	497	475

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	174	5.4%	66
Circuit Bar	4	175	5.4%	133
Community Pub	0	946	29.1%	152
Craft Led	0	131	4.0%	116
Great Pub Great Food	2	388	11.9%	67
High Street Pub	1	890	27.4%	148
Premium Local	2	498	15.3%	93

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	410	4.3%	54
Circuit Bar	4	380	4.0%	99
Community Pub	0	2,508	26.6%	139
Craft Led	0	185	2.0%	57
Great Pub Great Food	3	1,563	16.5%	94
High Street Pub	1	2,319	24.6%	133
Premium Local	2	1,806	19.1%	116

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	2,173	3.9%	48
Circuit Bar	7	1,177	2.1%	52
Community Pub	5	11,771	21.0%	110
Craft Led	0	385	0.7%	20
Great Pub Great Food	22	13,858	24.7%	140
High Street Pub	3	10,573	18.8%	102
Premium Local	34	14,065	25.1%	152

Glossary

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 Lifestyle, Energy Levels and Demand.	
Consumer Insight	18-34 year olds Wanting to look good in the group "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."
	35-54 year olds Children under 12 at home "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"
Product needs	35-54 year olds No children under 12 at home "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."
	55+ year olds "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"
Aids being part of the group	
Helps me look good, and be on trend	
Helps me look good by standing out and making the right impression	
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