

# Catchment Summary - Hazeldene Hotel Gretna

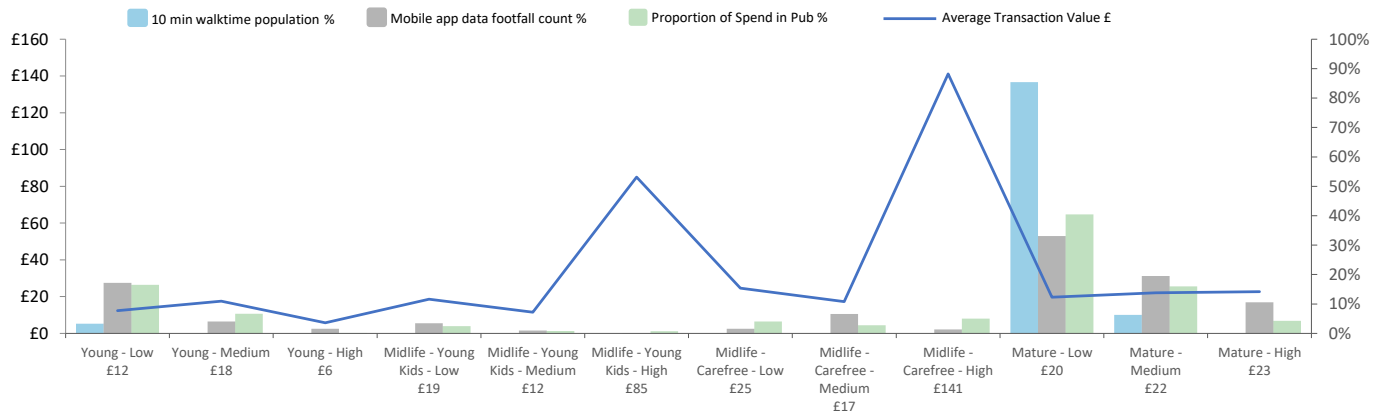
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Ship To	Name	Postcode	Operator	Segment	Sparsity
620164	Hazeldene Hotel Gretna	DG16 5EA	Star Pubs & Bars	Hotel	18



- 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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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

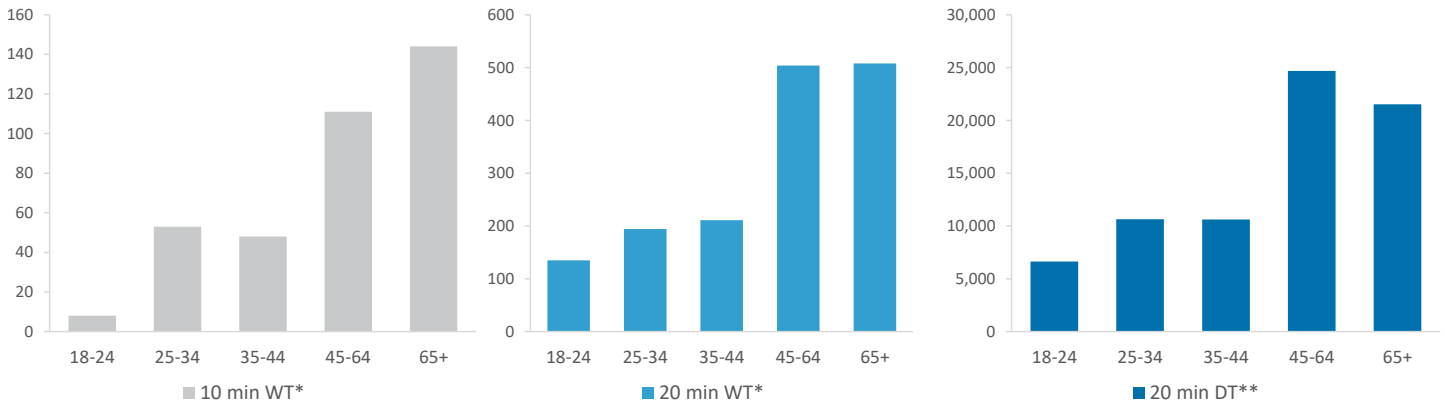
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	419	1,878	90,610	8	10	21
Adults 18+	364	1,552	74,108	8	10	21
Competition Pubs	1	4	140	6	11	34
Adults 18+ per Competition Pub	364	388	529	42	45	62
% Adults Likely to Drink	78.7%	78.8%	77.9%	103	103	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	88.7%	48.9%	48.3%	267	147	145
	Medium	6.3%	45.2%	41.3%	17	119	108
	High	0.0%	4.4%	8.9%	0	16	33

\*Affluence does not include Not Private Households

Age Profile	18-24	8	135	6,635	23	88	90
	25-34	53	194	10,647	95	77	88
	35-44	48	211	10,614	87	85	88
	45-64	111	504	24,682	103	104	106
	65+	144	508	21,530	179	141	124



	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	204 (49%)	900 (48%)	44,372 (49%)	99	98	100
	Female	215 (51%)	978 (52%)	46,238 (51%)	101	102	100
Economic Status (16+)	Employed: Full-time	135 (36%)	585 (37%)	26,334 (35%)	106	107	101
	Employed: Part-time	40 (11%)	207 (13%)	10,613 (14%)	91	110	118
	Self employed	31 (8%)	105 (7%)	5,835 (8%)	91	72	83
	Unemployed	5 (1%)	14 (1%)	1,344 (2%)	49	32	64
	Full-time student	5 (1%)	43 (3%)	1,364 (2%)	57	114	75
	Retired	134 (36%)	517 (33%)	20,559 (27%)	165	149	124
	Other	21 (6%)	117 (7%)	9,985 (13%)	32	42	75
Total Worker Count		326	847	52,709			

See the Glossary page for further information on the above variables

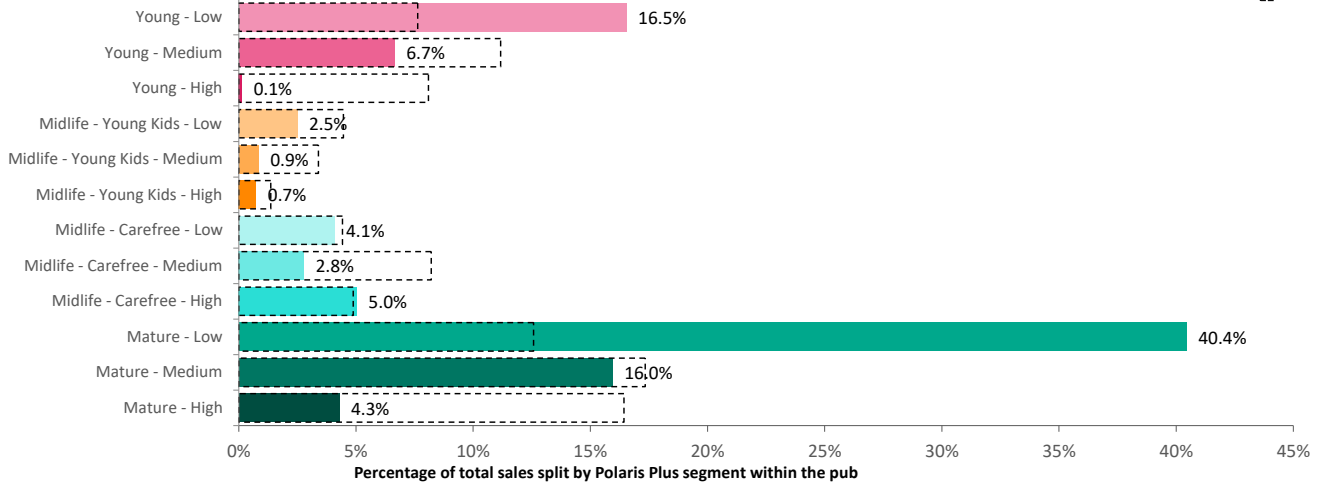
# Transactional Data Summary - Hazeldene Hotel Gretna



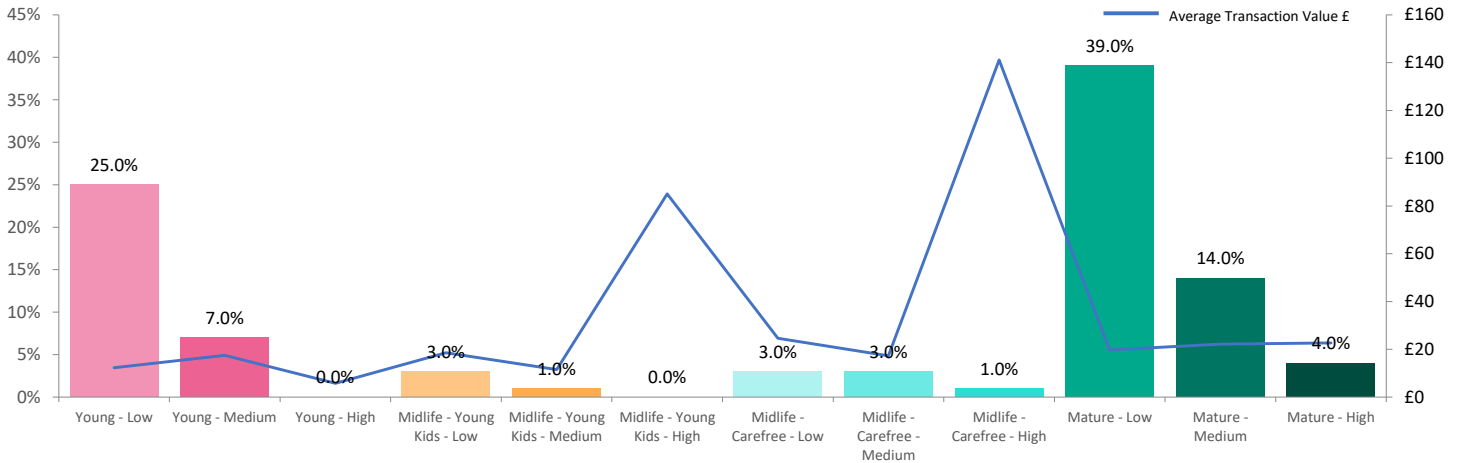
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## Spend by Polaris Plus

GB %

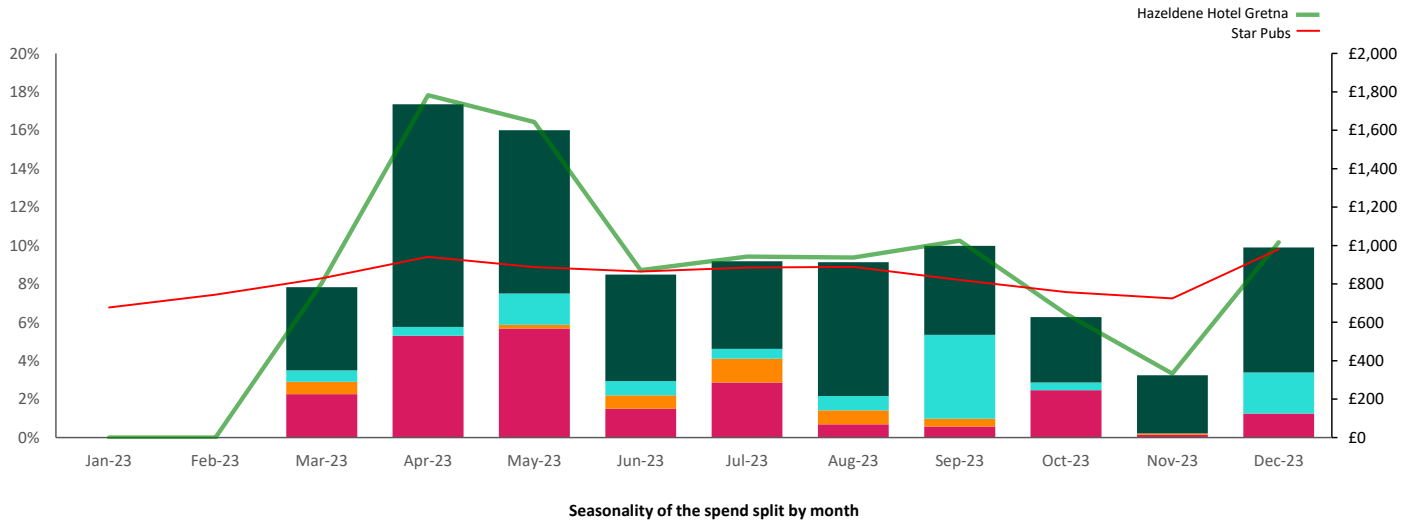


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

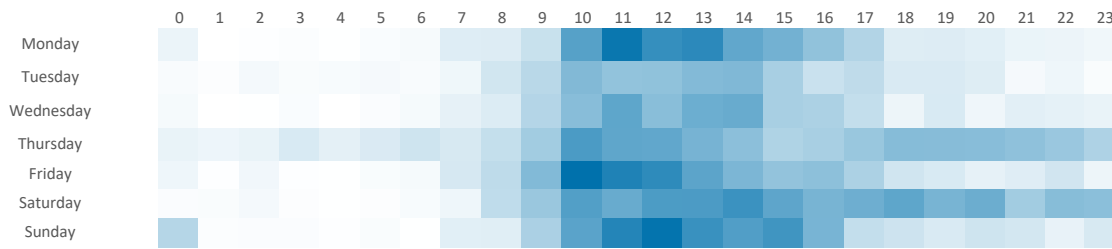


# Mobile Data Summary - Hazeldene Hotel Gretna



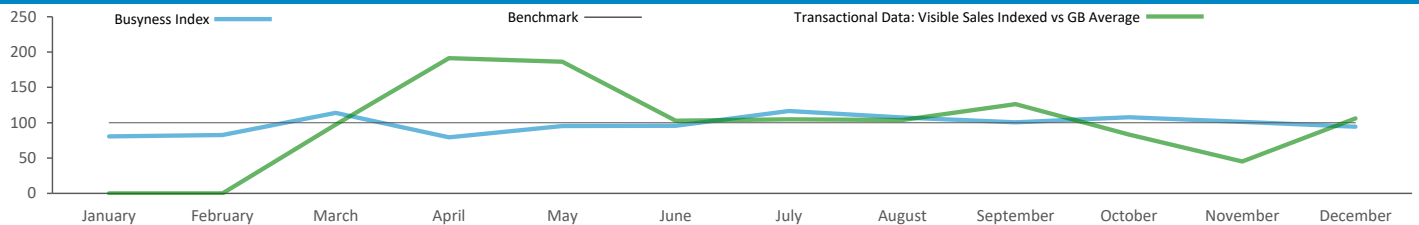
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## Time of Day/Day of Week



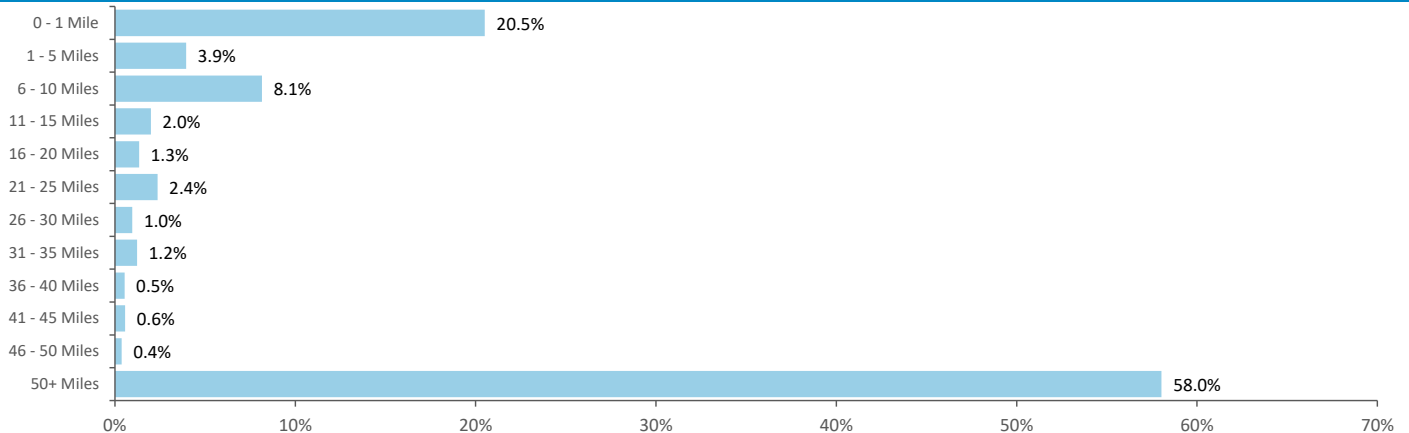
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

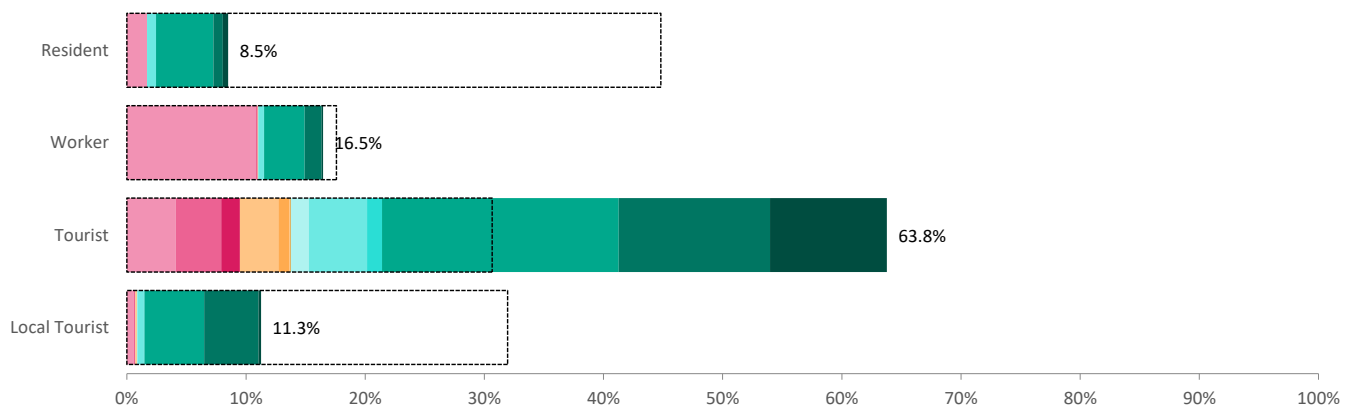
## Distance from Home



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

## Audience Classification by Polaris Plus

Base: GB

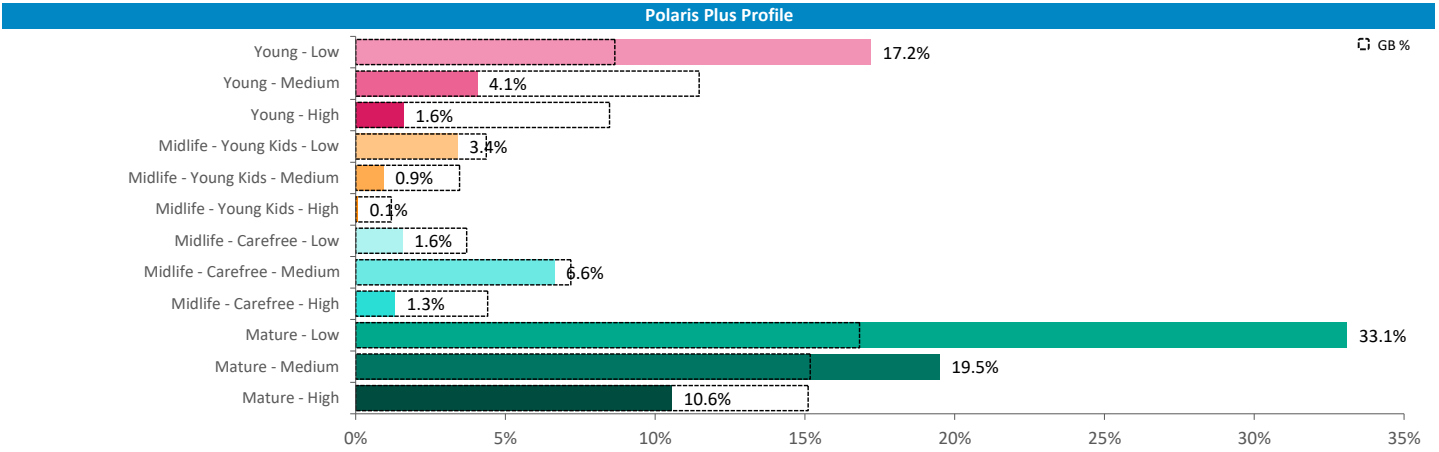


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

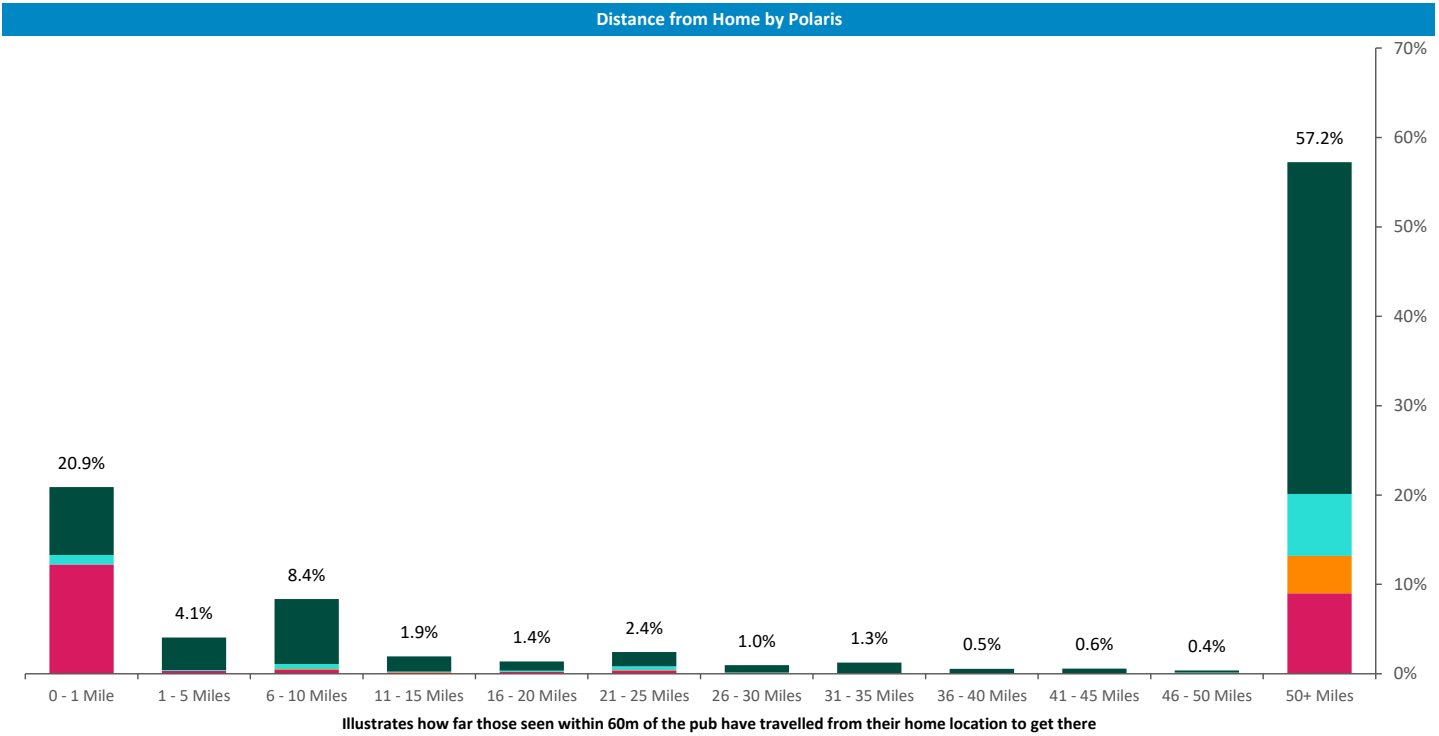
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Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



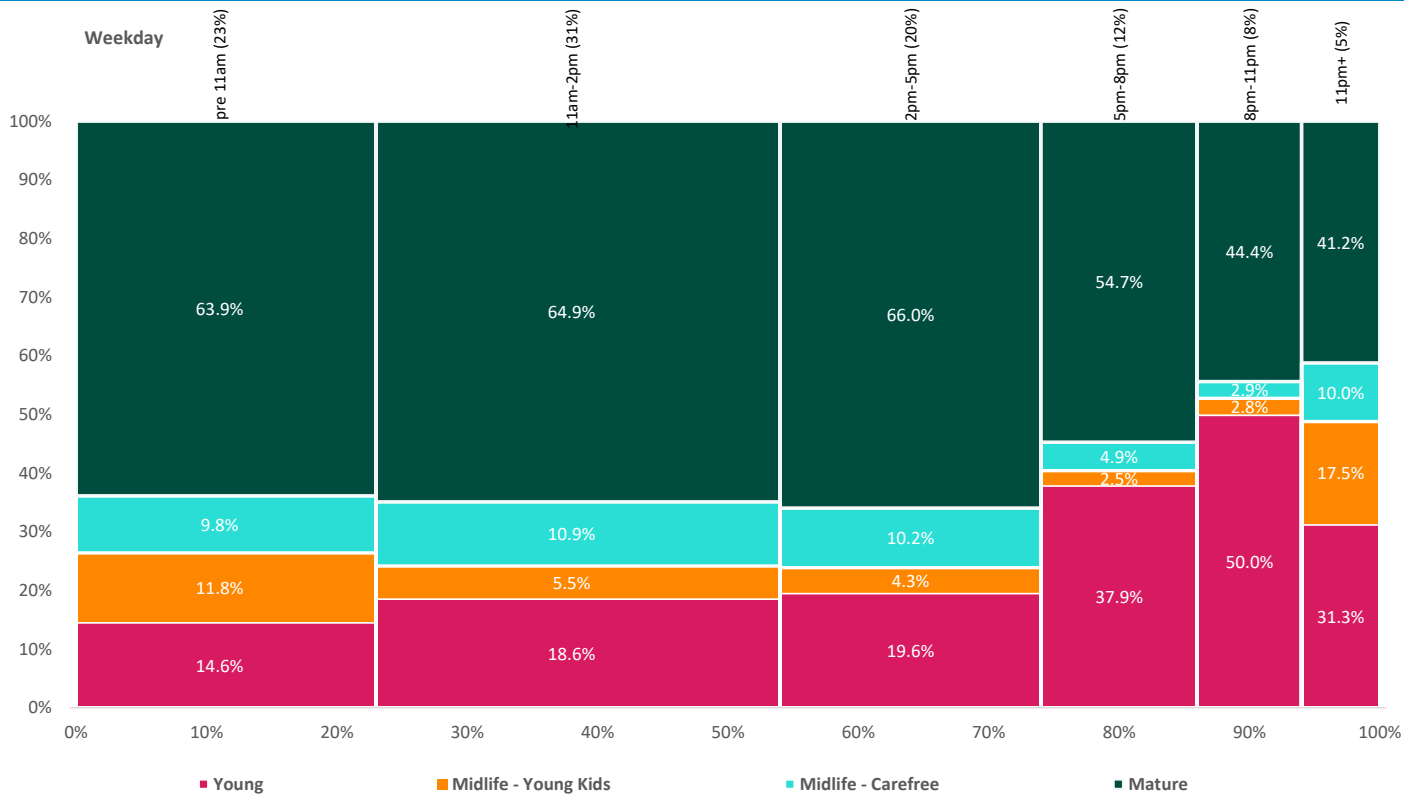
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Hazeldene Hotel Gretna



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



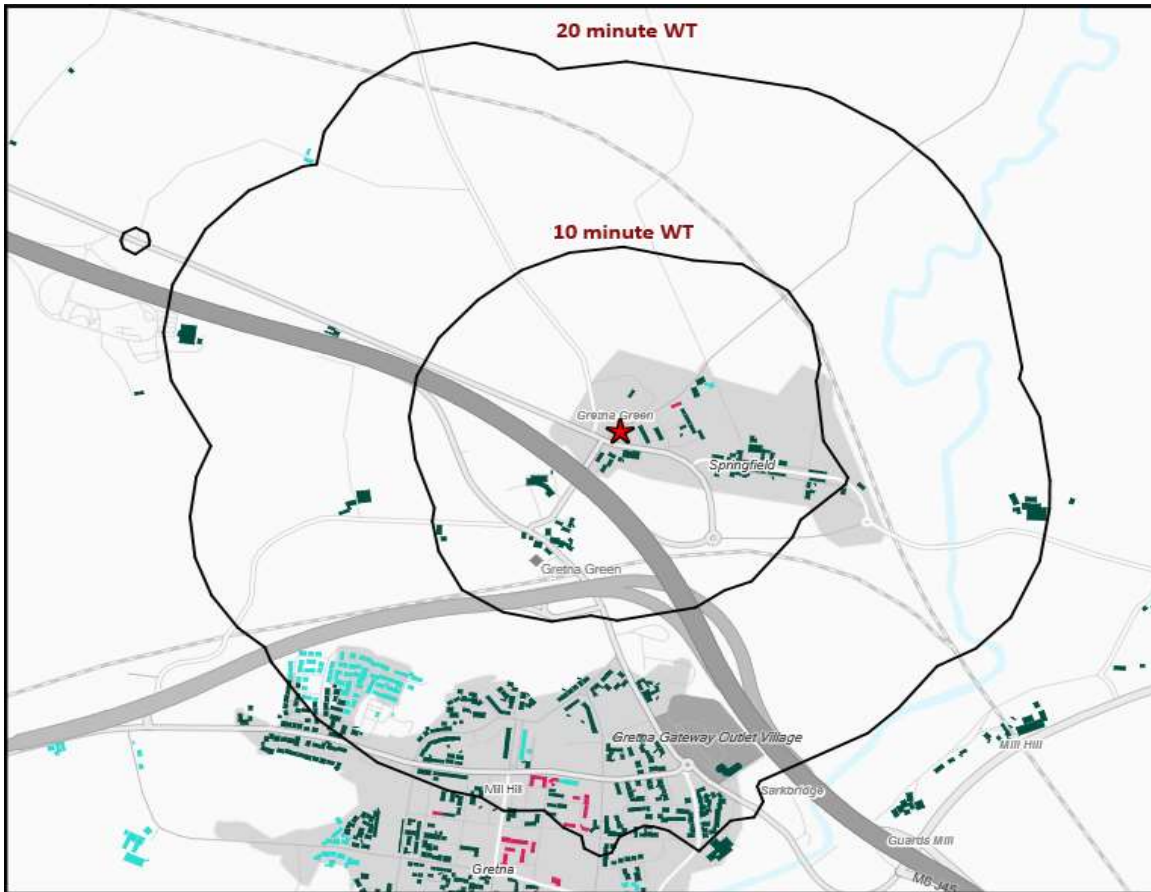
## Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Hazeldene Hotel Gretna



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

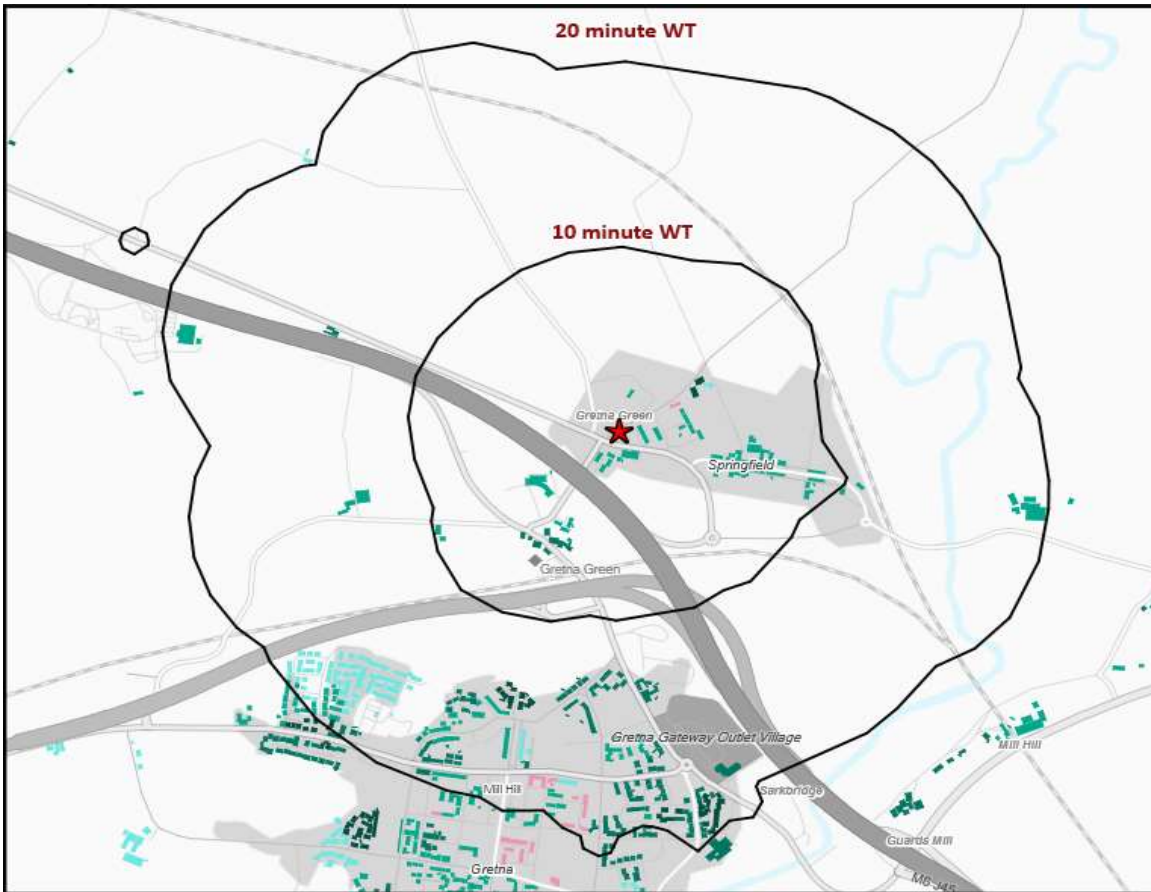
\*WT= Walktime, \*\*DT= Drivetime

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	12	136	18,434	12	32	90
Midlife - Young Kids	0	0	3,252	0	0	40
Midlife - Carefree	0	165	7,541	0	67	64
Mature	334	1,228	43,801	207	178	133
<i>Not Private Households</i>	18	23	1,080	377	113	111
<b>Total</b>	<b>364</b>	<b>1,552</b>	<b>74,108</b>			

# Polaris Plus Summary - Hazeldene Hotel Gretna



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- ★ Pub Sites
- N Catchment
- 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 by Catchment

\*WT= Walktime, \*\*DT= Drivetime

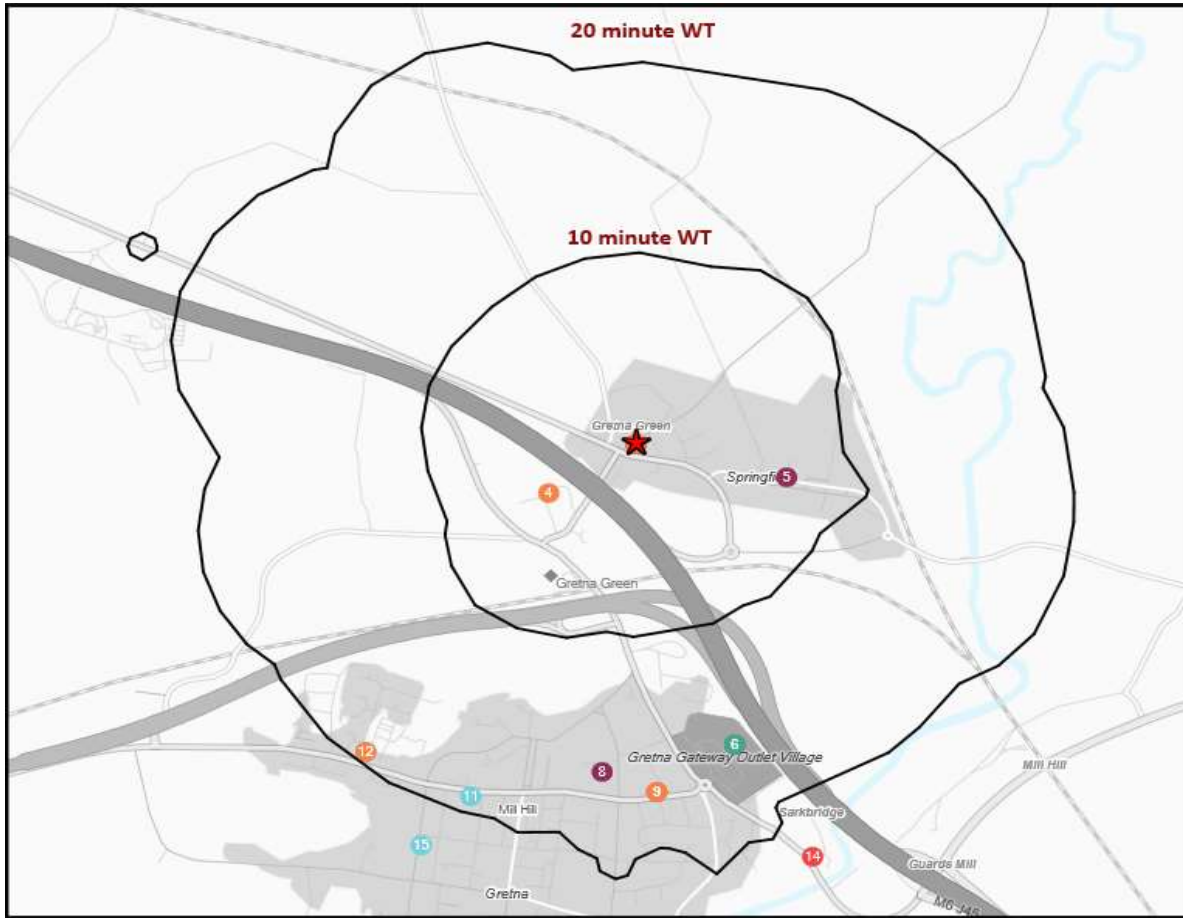
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young</b>						
Low	12	136	10,200	34	89	140
Medium	0	0	7,946	0	0	98
High	0	0	288	0	0	6
<b>Midlife - Young Kids</b>						
Low	0	0	3,231	0	0	79
Medium	0	0	21	0	0	1
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	3,082	0	0	99
Medium	0	165	3,662	0	148	69
High	0	0	797	0	0	24
<b>Mature</b>						
Low	311	623	19,314	622	292	190
Medium	23	537	18,966	40	221	163
High	0	68	5,521	0	29	50
<b>Not Private Households</b>	18	23	1,080	377	113	111
<b>Total</b>	364	1,552	74,108			



# CGA Summary - Hazeldene Hotel Gretna



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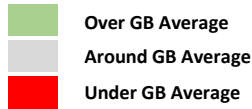


- ★ Pub Sites
- N Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Smiths at Gretna Green	DG16 5EA	Independent Free	Hotel	0.0
0	Old Smithy Restaurant	DG16 5EA	Independent Free	Casual Dining	0.0
0	Old Blacksmith's Shop	DG16 5EA	Independent Free	Large Venue	0.0
0	Hazeldene Hotel	DG16 5EA	Star Pubs & Bars	Hotel	0.0
4	Gretna Hall Hotel	DG16 5DY	British Trust Hotels	Hotel	0.2
5	Queens Head	DG16 5EH	Independent Free	Premium Local	0.3
6	Village Restaurant	DG16 5GG	Independent Free	Restaurants	0.6
6	Pizza Express	DG16 5GG	Hony Capital	Casual Dining	0.6
8	Hunters Lodge Hotel	DG16 5DL	Independent Free	Premium Local	0.6
9	Gretna Inn	DG16 5DN	Independent Free	Family Pub Dining	0.7
9	Solway Lodge Hotel	DG16 5DN	Independent Free	Hotel	0.7
11	Gretna Bowling Club	DG16 5DG	Independent Free	Clubland	0.8
12	Gretna Masonic Lodge No 1158	DG16 5DQ	Independent Free	Clubland	0.8
12	Hotel Gables	DG16 5DQ	Independent Free	Hotel	0.8
14	Old Toll	DG16 5JD	Independent Free	Large Venue	0.9
15	Gretna Football Club	DG16 5AP	Independent Free	Clubland	0.9
15	Gretna Social Club	DG16 5AP	Independent Free	Clubland	0.9
17	Gretna Chase Hotel	DG16 5JB	Independent Free	Premium Local	1.2

# Per Pub Analysis - Hazeldene Hotel Gretna



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	364	1,552	74,108
Number of Competition Pubs	1	4	140
Adults 18+ per Competition Pub	364	388	529

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1	0.3%	4
Circuit Bar	0	24	6.7%	164
Community Pub	0	169	46.5%	243
Craft Led	0	1	0.2%	5
Great Pub Great Food	0	4	1.2%	7
High Street Pub	0	132	36.2%	197
Premium Local	1	14	4.0%	24

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	18	1.2%	15
Circuit Bar	0	63	4.0%	99
Community Pub	0	507	32.7%	171
Craft Led	0	7	0.4%	13
Great Pub Great Food	0	133	8.5%	48
High Street Pub	0	443	28.6%	155
Premium Local	2	193	12.4%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	2,874	3.9%	48
Circuit Bar	10	3,588	4.8%	119
Community Pub	12	20,642	27.9%	146
Craft Led	0	1,713	2.3%	67
Great Pub Great Food	4	8,002	10.8%	61
High Street Pub	37	19,161	25.9%	140
Premium Local	26	10,305	13.9%	84

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																																								
Over GB Average	Index value is > 120																																								
Around GB Average	Index value is between 80 - 120																																								
Under GB Average	Index value is < 80																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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Product needs	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																																					
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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.																																									
<b>Competition Pubs</b>																																									
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.																																									
<b>Mobile data</b>																																									
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.																																									
<b>Acorn</b>																																									
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.																																									
<b>Transactional data</b>																																									
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.																																									
<b>Sparsity</b>																																									
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.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="3">Small Urban</td> <td colspan="8">Rural</td> </tr> </table>		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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