

Catchment Summary - Crown & Anchor Aveley

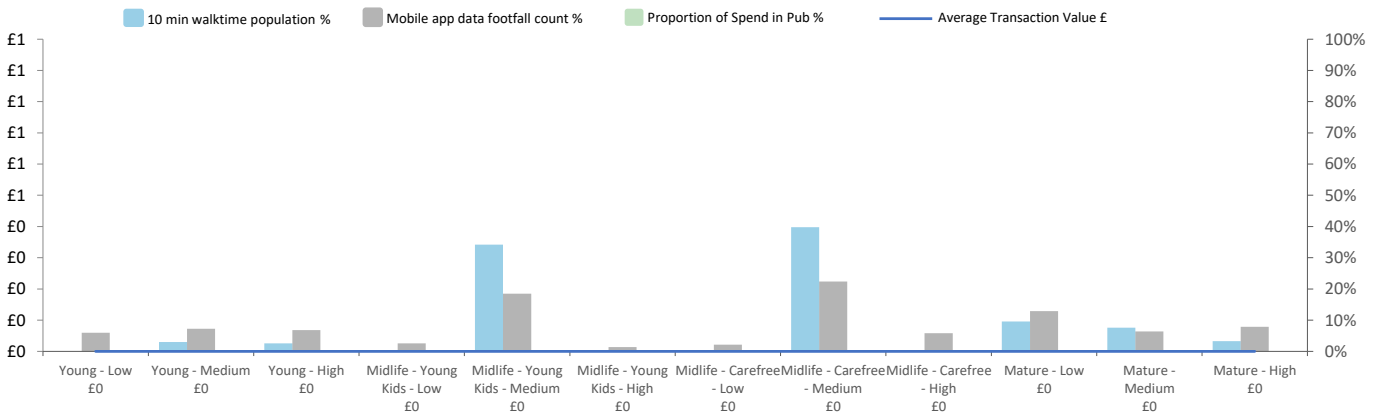
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625739	Crown & Anchor Aveley	RM15 4BB	Star Pubs & Bars	Community Pub	5



- 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

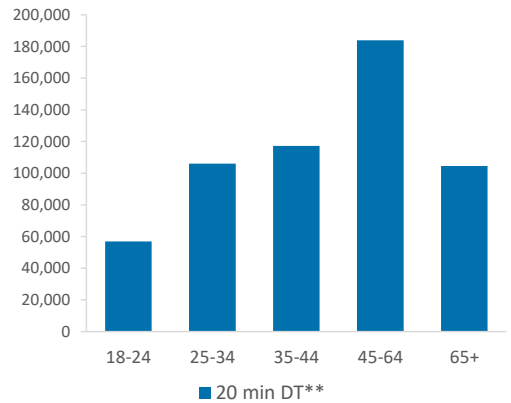
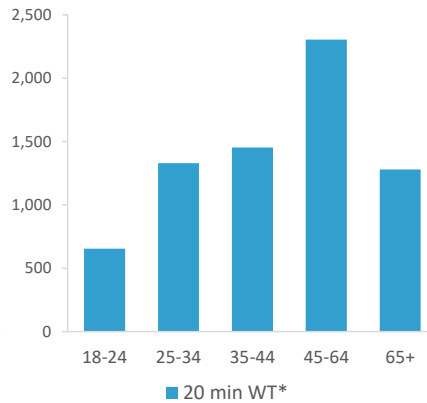
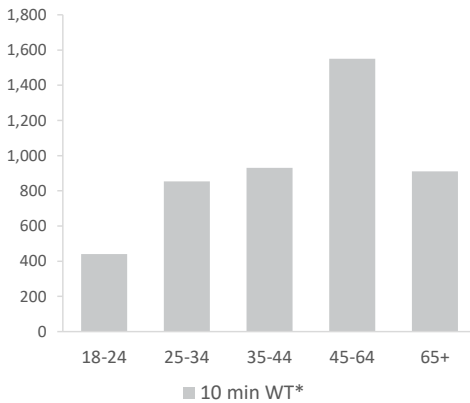
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,353	9,498	759,507	118	51	173
Adults 18+	4,684	7,020	568,635	104	46	163
Competition Pubs	5	5	329	28	14	79
Adults 18+ per Competition Pub	937	1,404	1,728	109	163	201
% Adults Likely to Drink	75.0%	75.0%	72.4%	98	98	95

Population & Adults 18+ index is based on all pubs

Affluence	Low	9.6%	11.6%	35.7%	29	35	107
	Medium	84.5%	84.5%	45.8%	222	221	120
	High	5.9%	4.0%	17.9%	22	15	66

*Affluence does not include Not Private Households

Age Profile	18-24	441	654	56,992	85	85	92
	25-34	853	1,330	106,007	101	105	105
	35-44	930	1,453	117,289	111	116	117
	45-64	1,550	2,304	183,841	95	94	94
	65+	910	1,279	104,506	75	70	72



	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	3,092 (49%)	4,624 (49%)	370,869 (49%)	99	99	100
	Female	3,261 (51%)	4,874 (51%)	388,638 (51%)	101	101	100
Economic Status (16+)	Employed: Full-time	1,929 (40%)	2,904 (40%)	217,079 (37%)	115	116	107
	Employed: Part-time	583 (12%)	878 (12%)	72,165 (12%)	101	101	103
	Self employed	528 (11%)	779 (11%)	63,041 (11%)	118	116	116
	Unemployed	147 (3%)	215 (3%)	21,138 (4%)	110	107	130
	Full-time student	114 (2%)	180 (2%)	14,015 (2%)	99	104	100
	Retired	760 (16%)	1,138 (16%)	98,185 (17%)	72	71	76
	Other	791 (16%)	1,195 (16%)	104,307 (18%)	94	94	101
Total Worker Count		733	3,275	301,531			

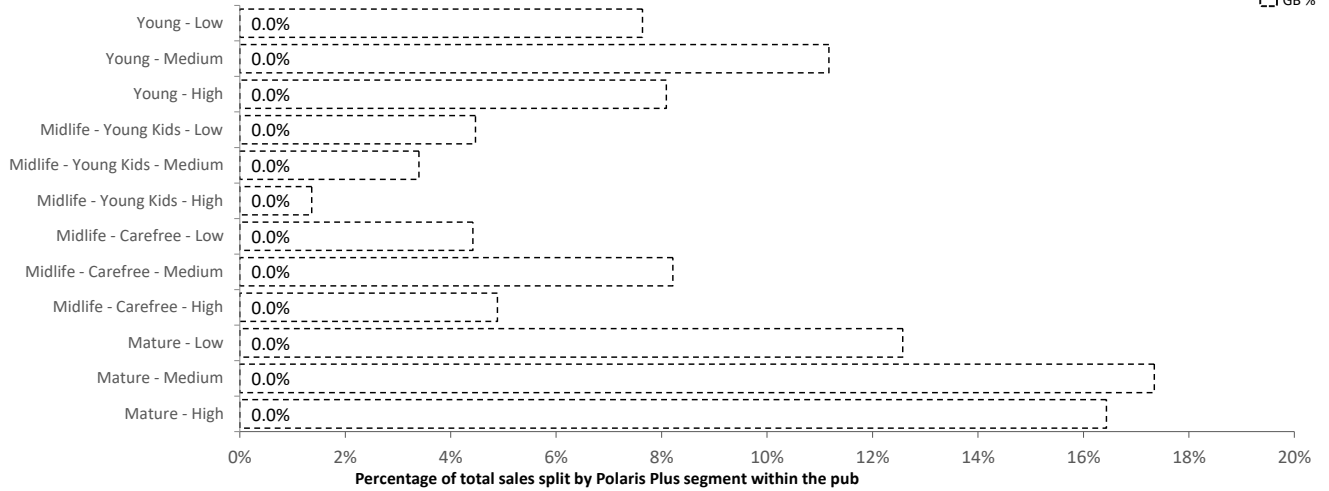
See the Glossary page for further information on the above variables

Transactional Data Summary - Crown & Anchor Aveley

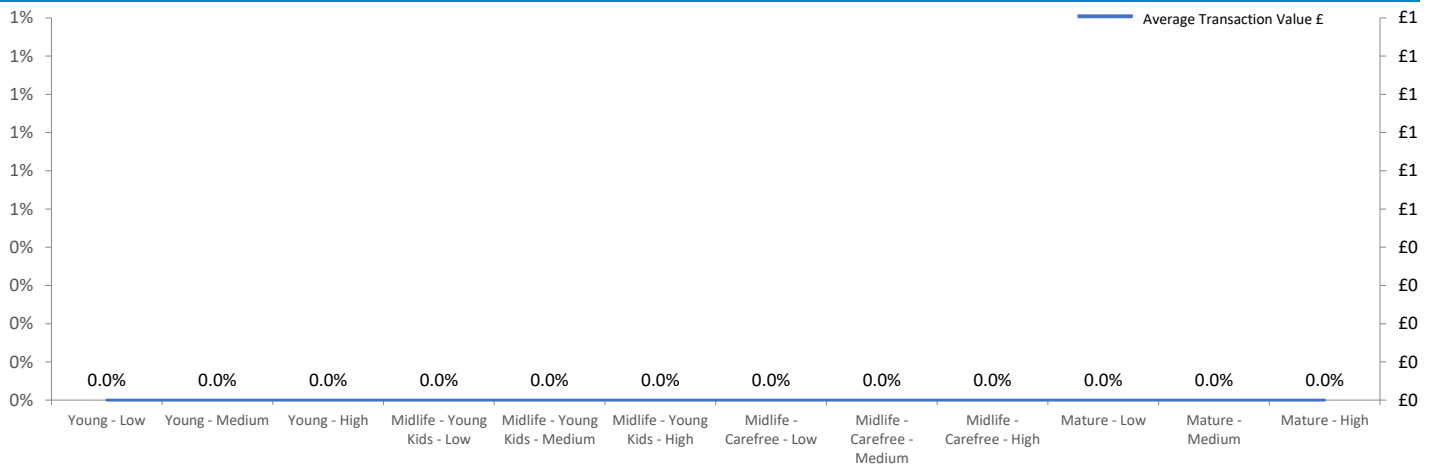


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Spend by Polaris Plus

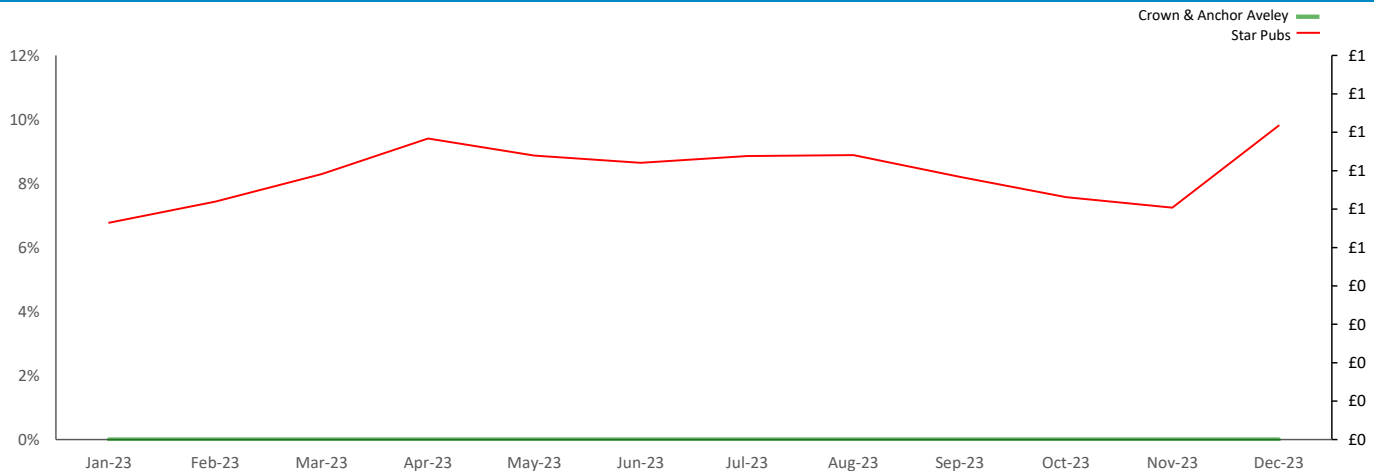


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



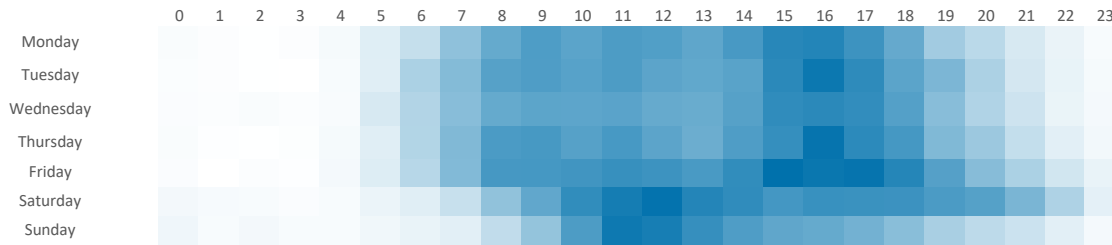
Seasonality of the spend split by month

Mobile Data Summary - Crown & Anchor Aveley



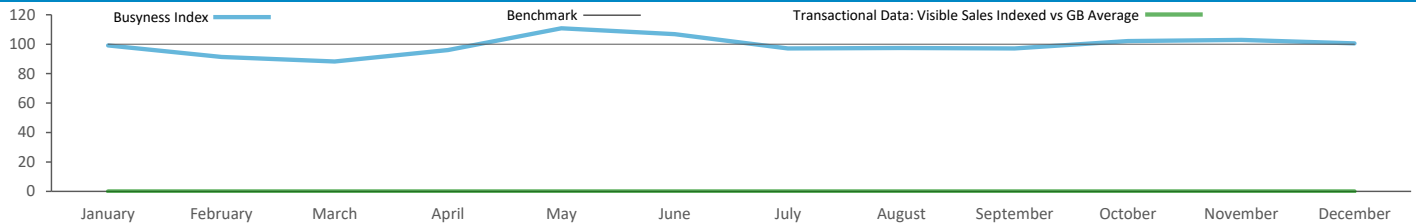
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Time of Day/Day of Week



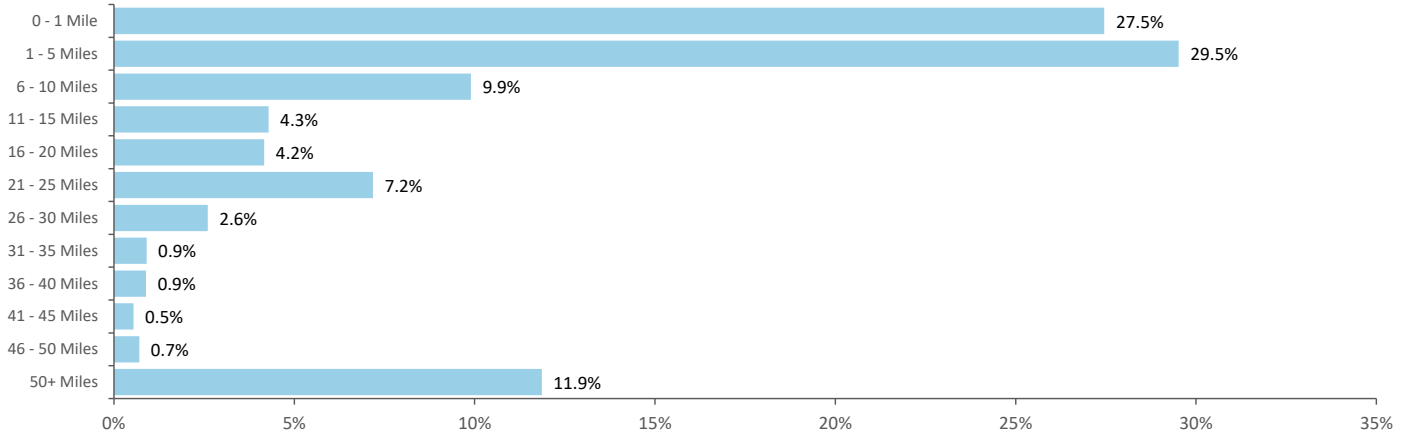
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

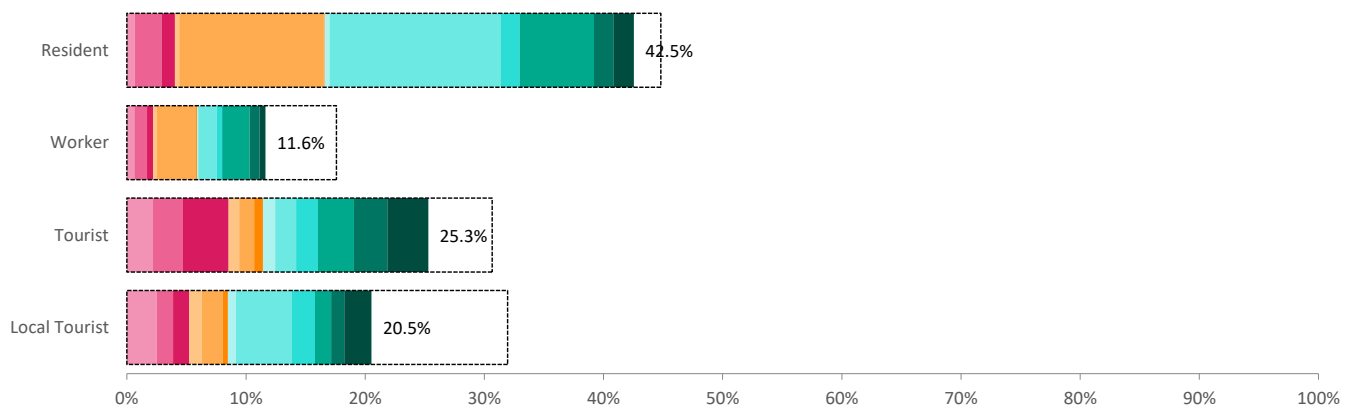
Distance from Home



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

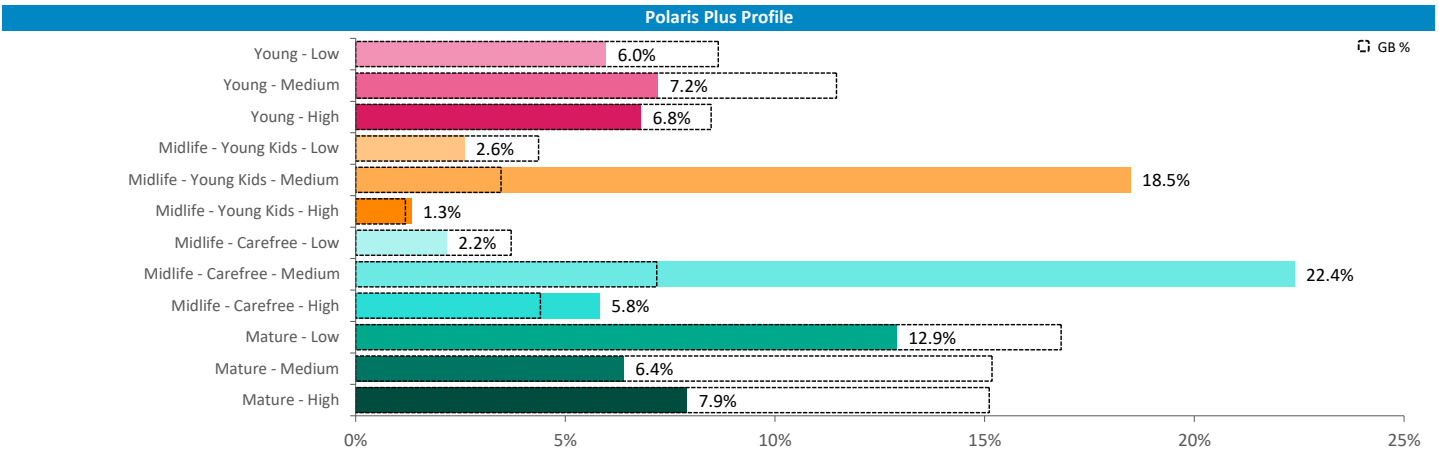


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

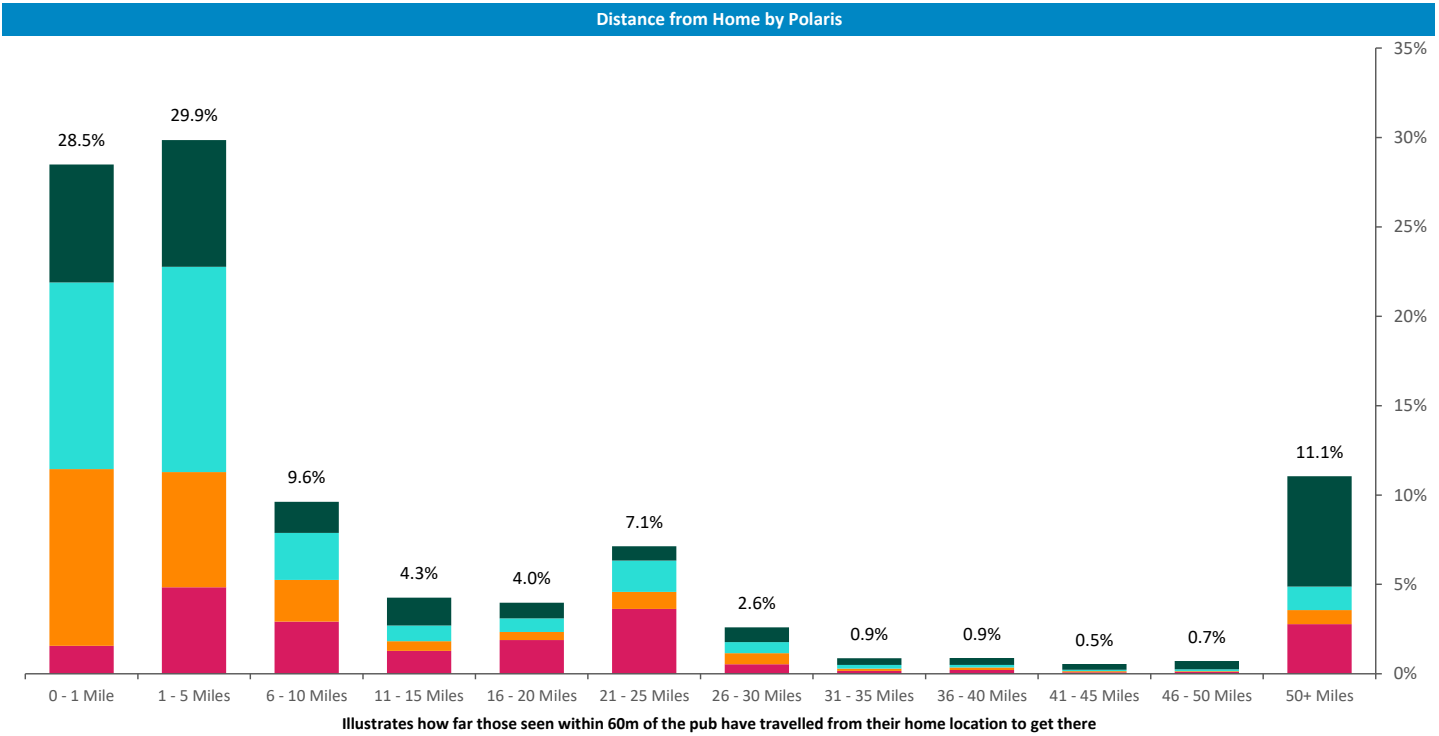
Mobile Data Summary - Crown & Anchor Aveley



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

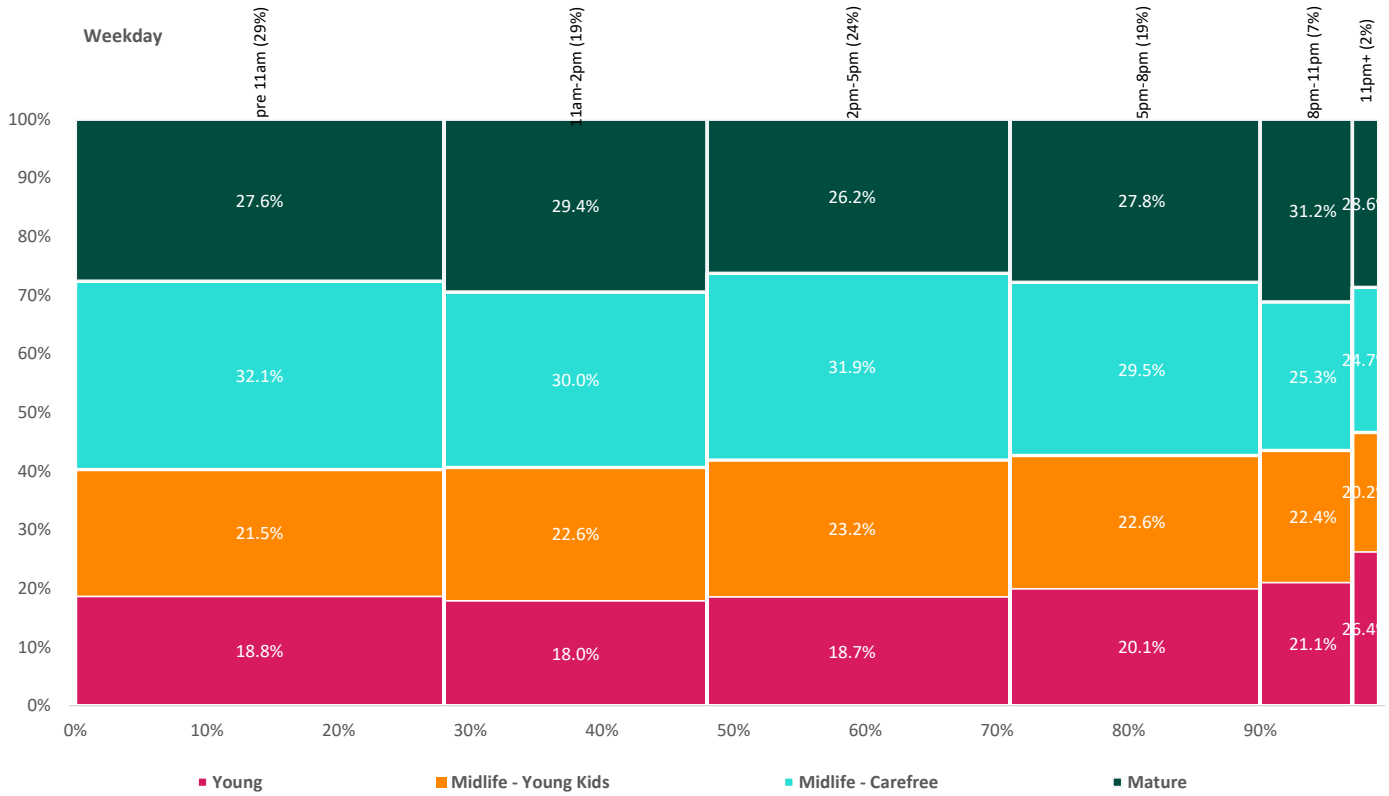


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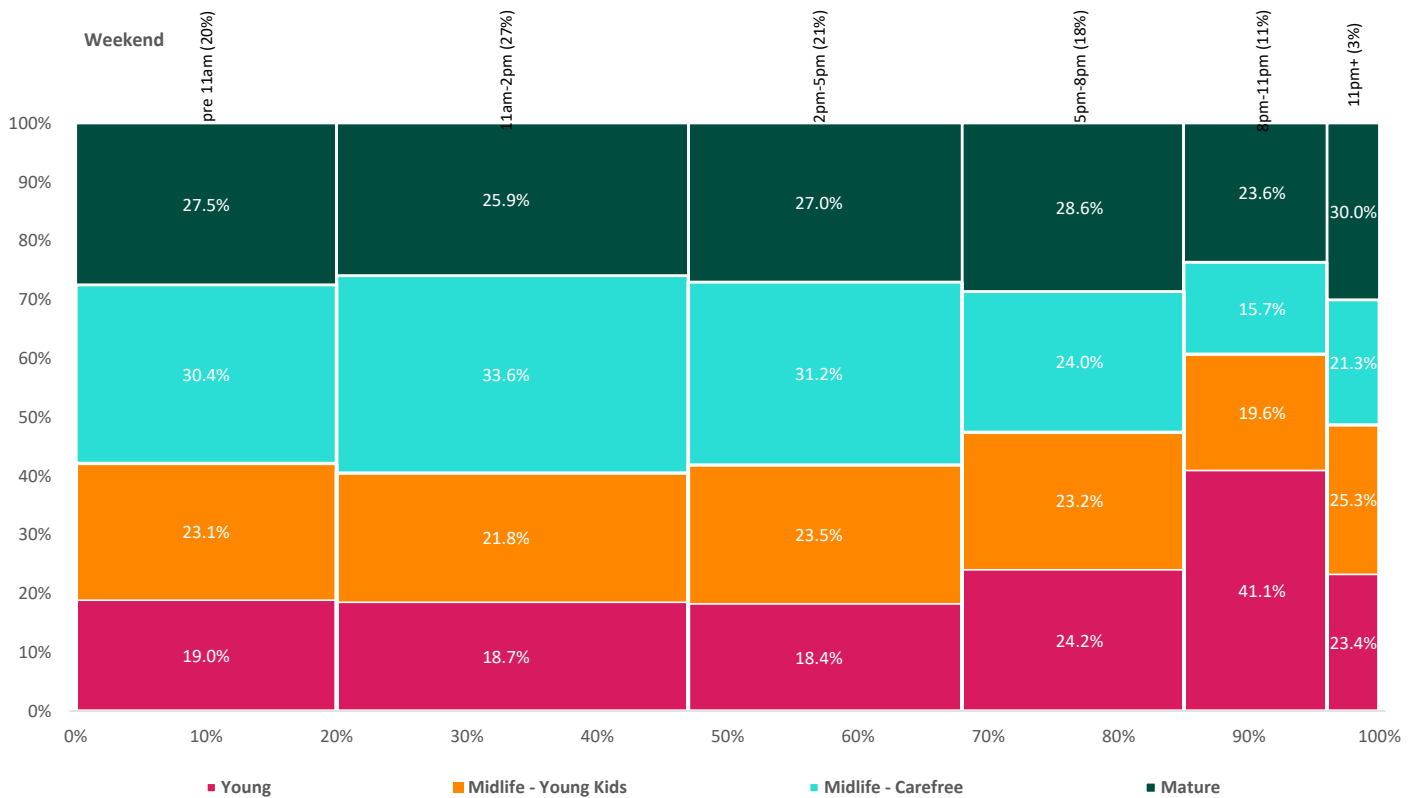


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Crown & Anchor Aveley



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- ★ Pub Sites
- Ⓜ 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	260	423	154,194	20	22	99
Midlife - Young Kids	1,600	2,423	145,501	312	316	234
Midlife - Carefree	1,864	2,764	173,366	251	249	193
Mature	960	1,410	92,294	46	45	37
Not Private Households	0	0	3,280	0	0	44
Total	4,684	7,020	568,635			

Polaris Plus Summary - Crown & Anchor Aveley



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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	0	0	72,048	0	0	129
Medium	139	302	49,784	27	39	80
High	121	121	32,362	38	26	85
Midlife - Young Kids						
Low	0	0	71,458	0	0	229
Medium	1,600	2,423	69,655	789	797	283
High	0	0	4,388	0	0	69
Midlife - Carefree						
Low	0	0	21,540	0	0	90
Medium	1,864	2,760	124,215	556	549	305
High	0	4	27,611	0	1	109
Mature						
Low	449	811	37,875	70	84	48
Medium	356	444	16,852	49	40	19
High	155	155	37,567	22	15	44
Not Private Households	0	0	3,280	0	0	44
Total	4,684	7,020	568,635			

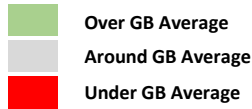


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Ming Long	RM15 4BB	Independent Free	Restaurants	0.0
0	Crown & Anchor	RM15 4BB	Star Pubs & Bars	Community Pub	0.0
2	Old Clock Hotel	RM15 4BE	Independent Free	Hotel	0.1
3	Ship	RM15 4AD	Independent Free	Community Pub	0.1
4	Aveley Working Mens Club	RM15 4SJ	Independent Free	Clubland	0.2
5	Top House	RM15 4DL	Stonegate Pub Company	Community Pub	0.3
6	Aveley Football Social Club	RM15 4SR	Independent Free	Clubland	0.3
7	Belhus Park Golf Club	RM15 4QR	Independent Free	Clubland	0.6
8	Thurrock Hotel	RM19 1YN	Independent Free	Hotel	0.8
8	Thurrock Football Club	RM19 1YN	Independent Free	Clubland	0.8
10	Park Tavern	RM15 4PH	Star Pubs & Bars	Community Pub	0.8
11	Archer	RM15 5JU	Independent Free	Community Pub	0.9
12	Thames Sport Rugby Club	RM15 5JQ	Independent Free	Clubland	0.9
13	Sir Henrys	RM15 4XB	*Other Small Retail Groups	Family Pub Dining	1.0
14	Circus Tavern	RM19 1TS	Independent Free	Night Club	1.0
15	Moor Hall Venue	RM15 4UU	Independent Free	Large Venue	1.0
16	Fondu Sports Club	RM19 1TU	Independent Free	Clubland	1.0
17	Premier Inn	RM19 1NS	Whitbread	Hotel	1.1
18	Royal British Legion Club	RM15 5NW	Independent Free	Clubland	1.2
19	Nandos	RM20 1WN	Nandos Restaurants	Casual Dining	1.2

Per Pub Analysis - Crown & Anchor Aveley



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,684	7,020	568,635
Number of Competition Pubs	5	5	329
Adults 18+ per Competition Pub	937	1,404	1,728

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	422	9.0%	112
Circuit Bar	0	264	5.6%	139
Community Pub	3	493	10.5%	55
Craft Led	0	133	2.8%	82
Great Pub Great Food	0	396	8.5%	48
High Street Pub	0	547	11.7%	63
Premium Local	0	565	12.1%	73

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	623	8.9%	110
Circuit Bar	0	420	6.0%	147
Community Pub	3	795	11.3%	59
Craft Led	0	204	2.9%	84
Great Pub Great Food	0	532	7.6%	43
High Street Pub	0	867	12.4%	67
Premium Local	0	820	11.7%	71

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	48,821	8.6%	107
Circuit Bar	20	26,775	4.7%	116
Community Pub	29	98,506	17.3%	91
Craft Led	0	20,241	3.6%	103
Great Pub Great Food	23	65,637	11.5%	65
High Street Pub	26	96,579	17.0%	92
Premium Local	69	63,040	11.1%	67

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																																								
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																																								
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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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.																																									
<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="4">Small Urban</td> <td colspan="7">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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