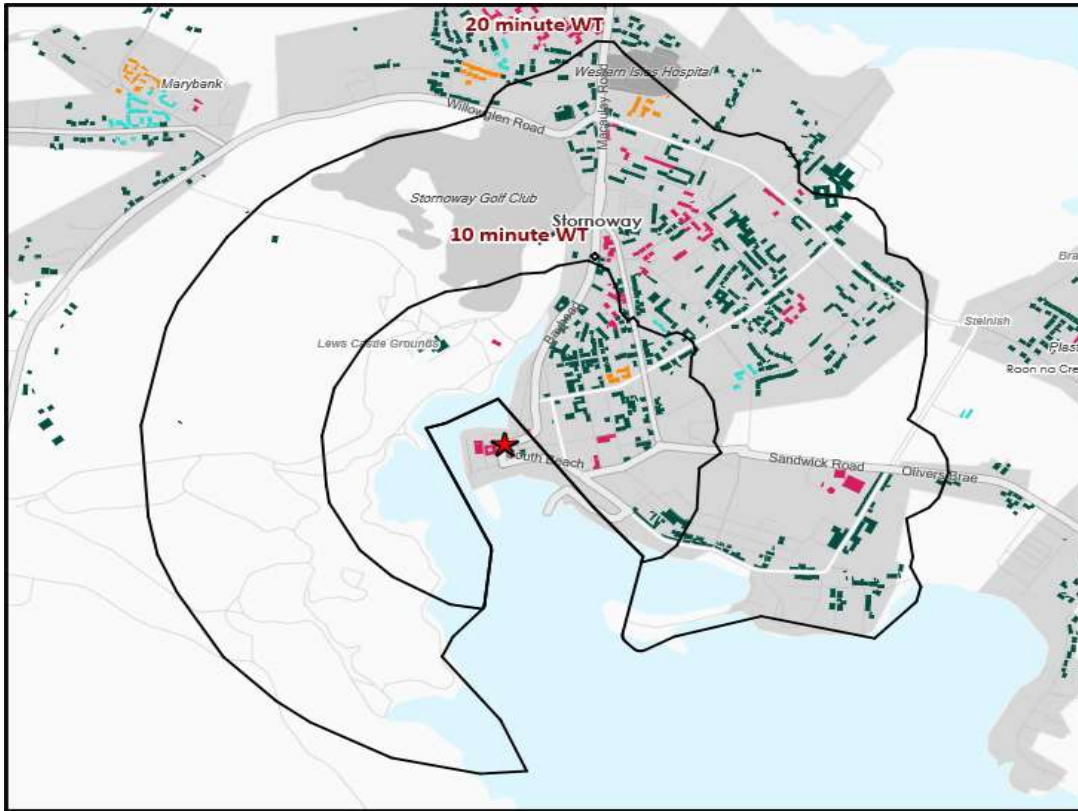


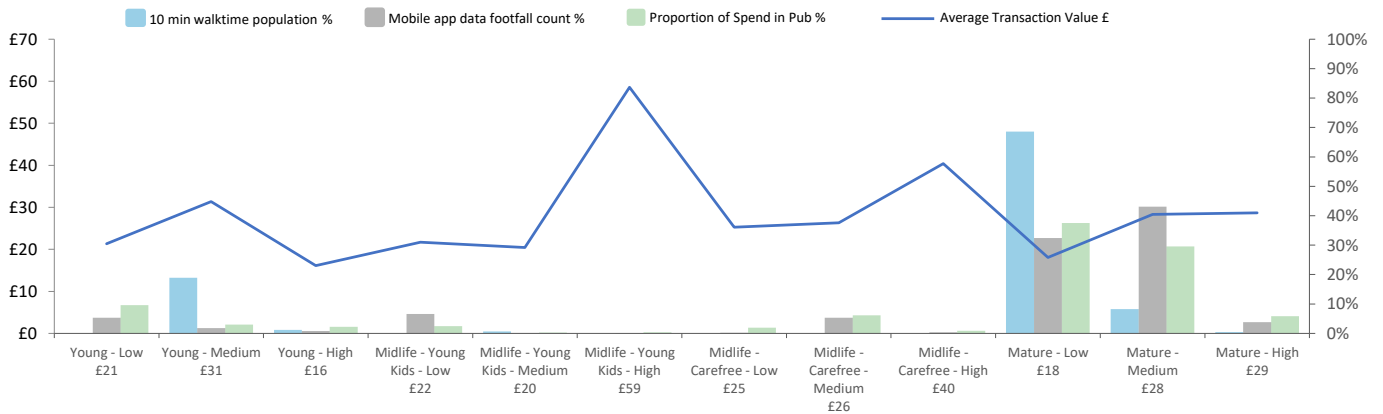
Catchment Summary - Crown Hotel Stornoway

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Ship To	Name	Postcode	Operator	Segment	Sparsity
626737	Crown Hotel Stornoway	HS 1 2BD	Star Pubs & Bars	Hotel	20



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Crown Hotel Stornoway



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

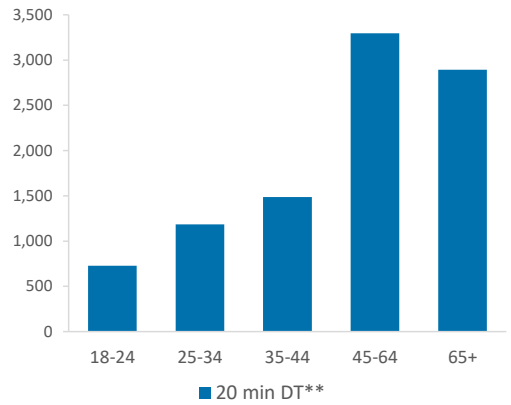
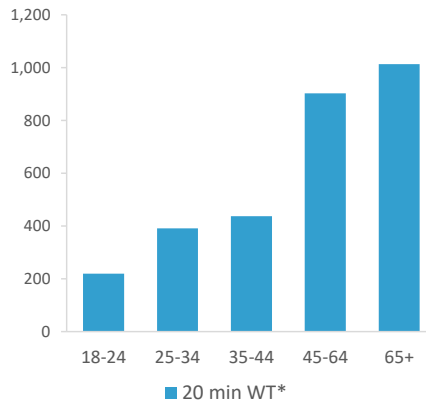
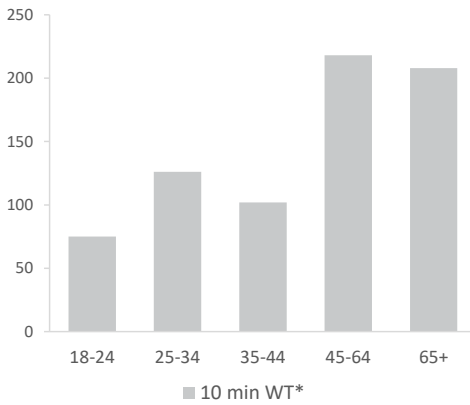
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	834	3,478	11,725	16	19	3
Adults 18+	729	2,963	9,590	16	19	3
Competition Pubs	11	11	12	61	31	3
Adults 18+ per Competition Pub	66	269	799	8	31	93
% Adults Likely to Drink	78.1%	78.6%	76.8%	102	103	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	68.6%	75.2%	47.6%	206	226	143
	Medium	27.8%	22.6%	49.7%	73	59	130
	High	1.6%	1.8%	1.6%	6	6	6

*Affluence does not include Not Private Households

Age Profile	18-24	75	219	729	110	77	76
	25-34	126	391	1,184	113	84	76
	35-44	102	437	1,487	92	95	96
	45-64	218	903	3,297	102	101	109
	65+	208	1,013	2,893	130	152	128



	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	430 (52%)	1,667 (48%)	5,746 (49%)	105	98	100
	Female	404 (48%)	1,811 (52%)	5,979 (51%)	95	102	100
Economic Status (16+)	Employed: Full-time	306 (41%)	1,123 (37%)	3,778 (38%)	120	108	111
	Employed: Part-time	64 (9%)	364 (12%)	1,288 (13%)	73	102	110
	Self employed	66 (9%)	181 (6%)	671 (7%)	97	65	73
	Unemployed	5 (1%)	39 (1%)	152 (2%)	25	47	56
	Full-time student	21 (3%)	68 (2%)	213 (2%)	120	95	91
	Retired	205 (28%)	972 (32%)	2,793 (28%)	127	147	129
	Other	71 (10%)	271 (9%)	995 (10%)	55	52	58
Total Worker Count		3,188	5,098	7,241			

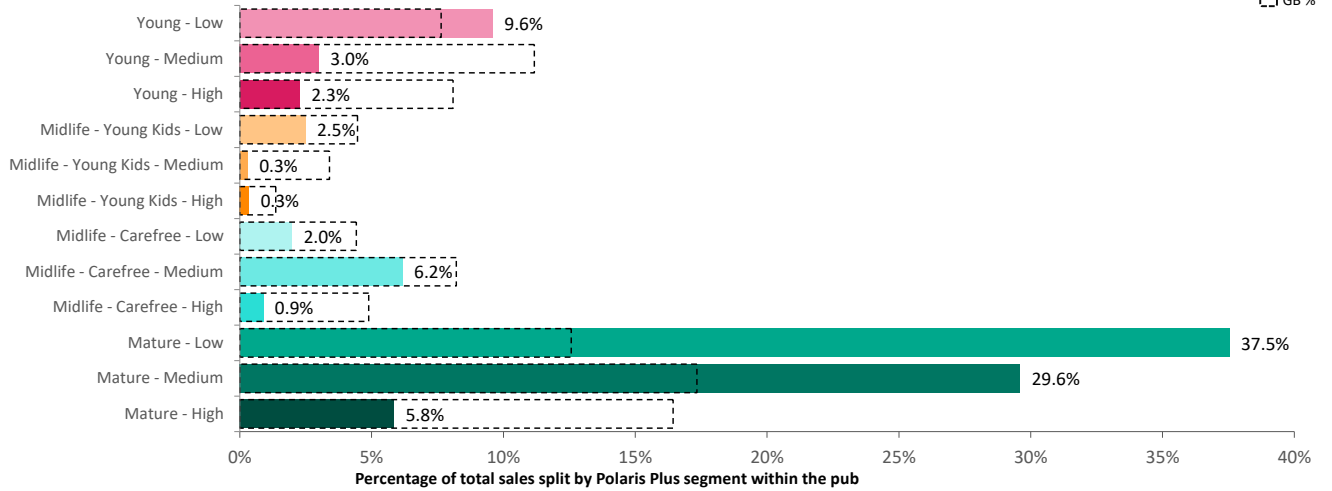
See the Glossary page for further information on the above variables

Transactional Data Summary - Crown Hotel Stornoway

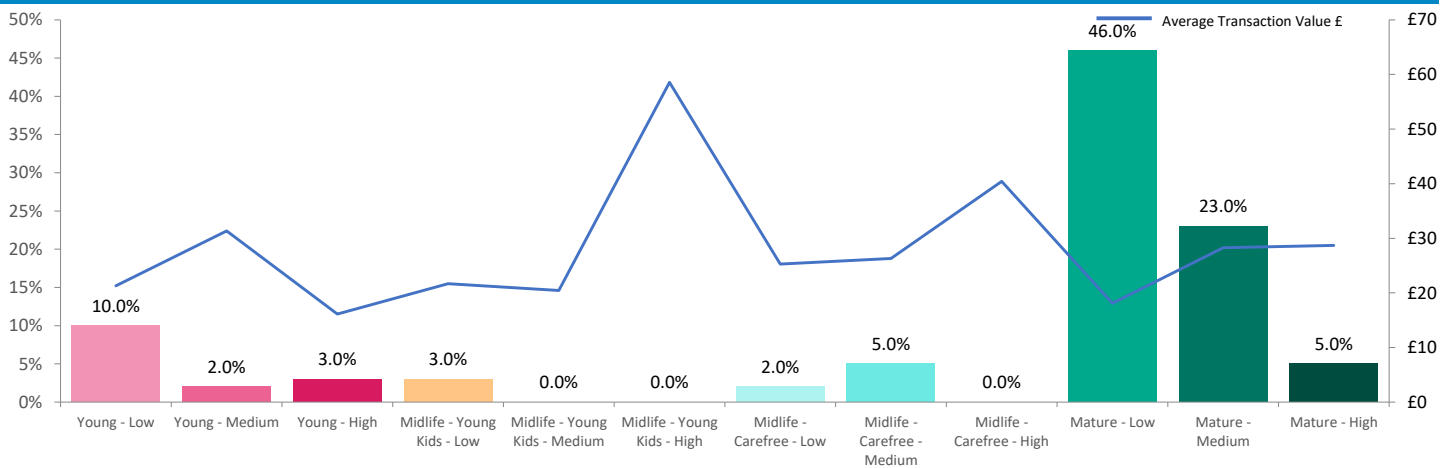


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Spend by Polaris Plus

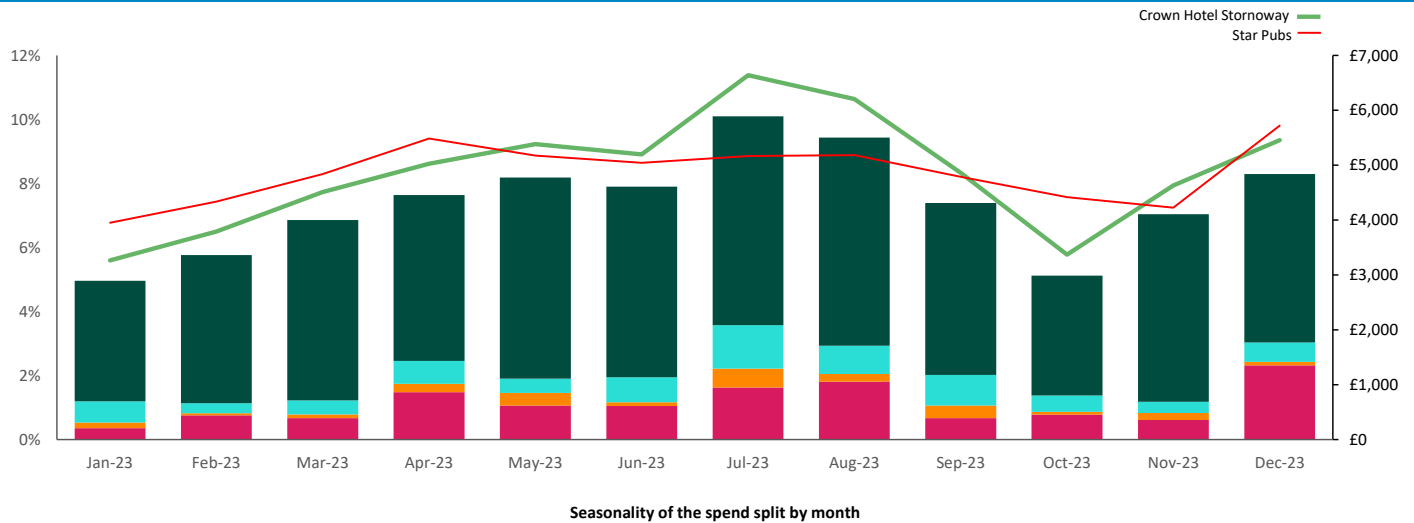


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

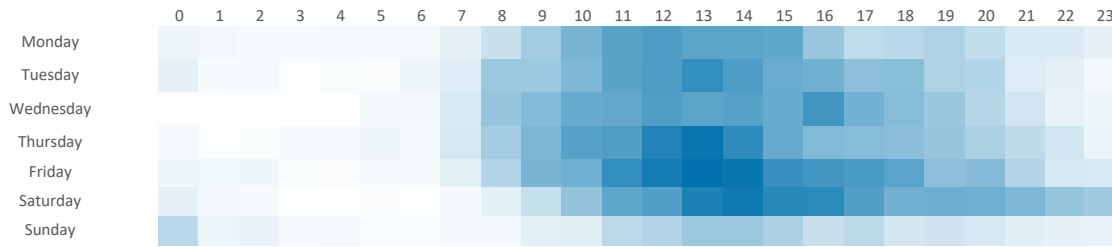


Mobile Data Summary - Crown Hotel Stornoway



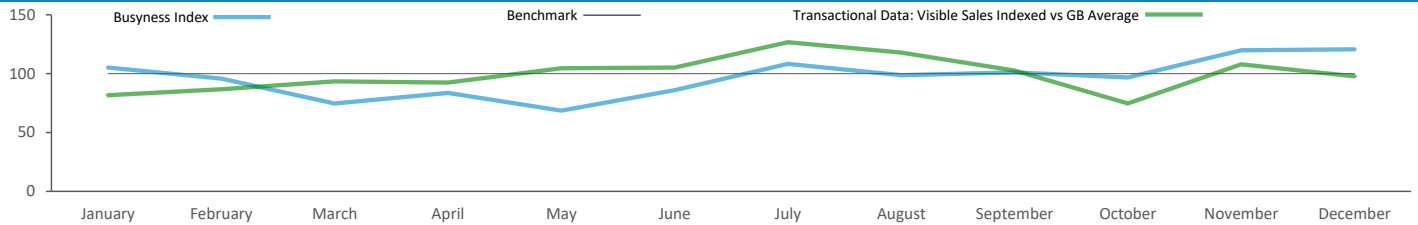
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Time of Day/Day of Week



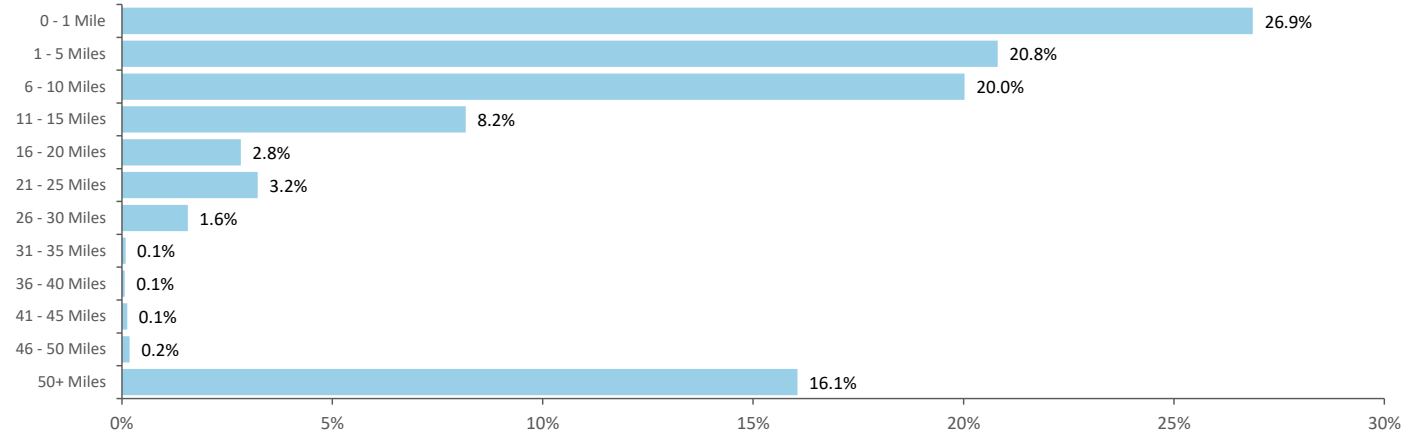
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

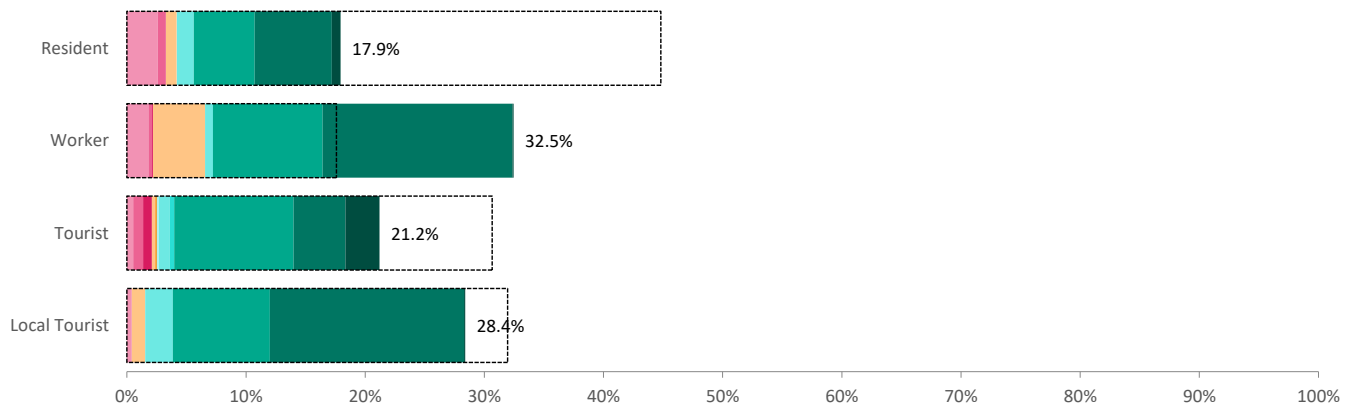
Distance from Home



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



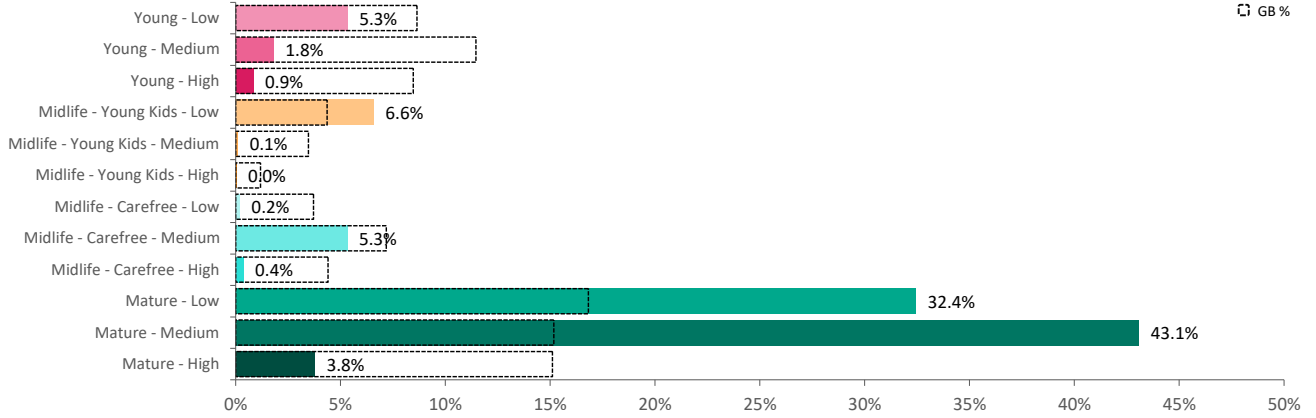
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Crown Hotel Stornoway



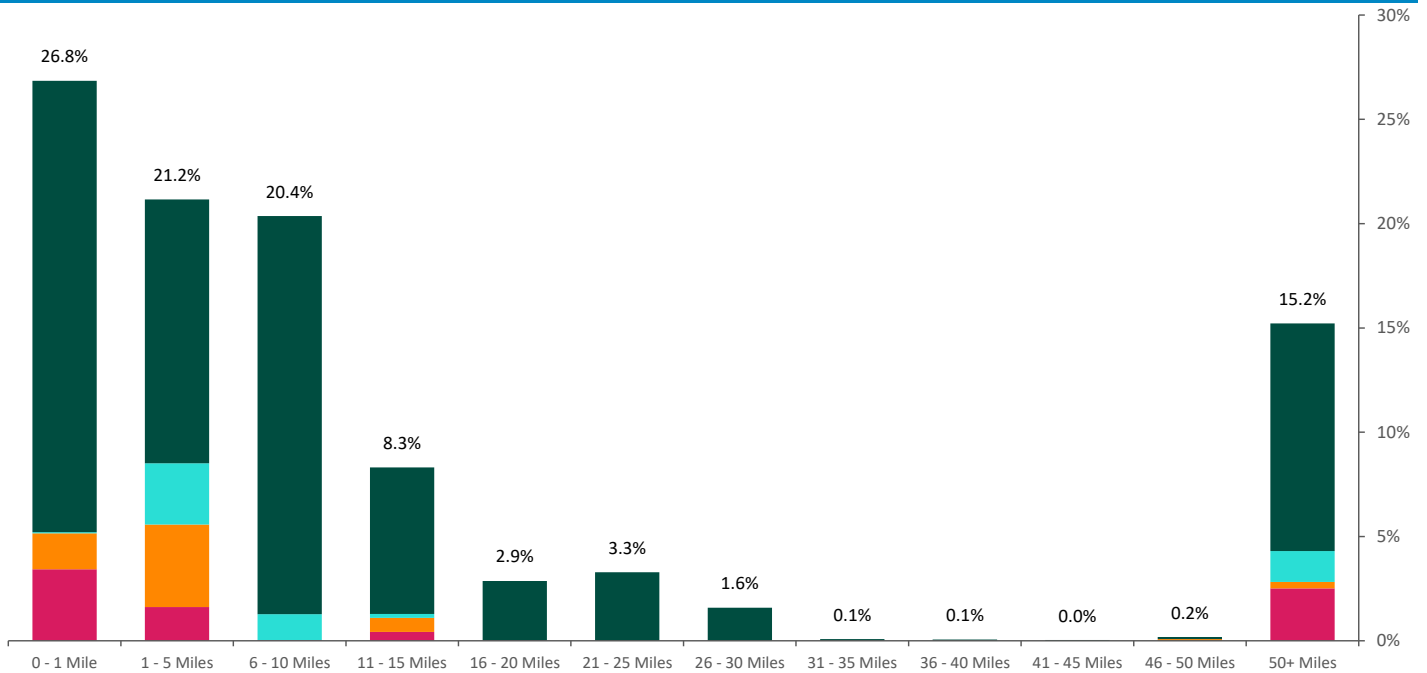
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Polaris Plus Profile



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



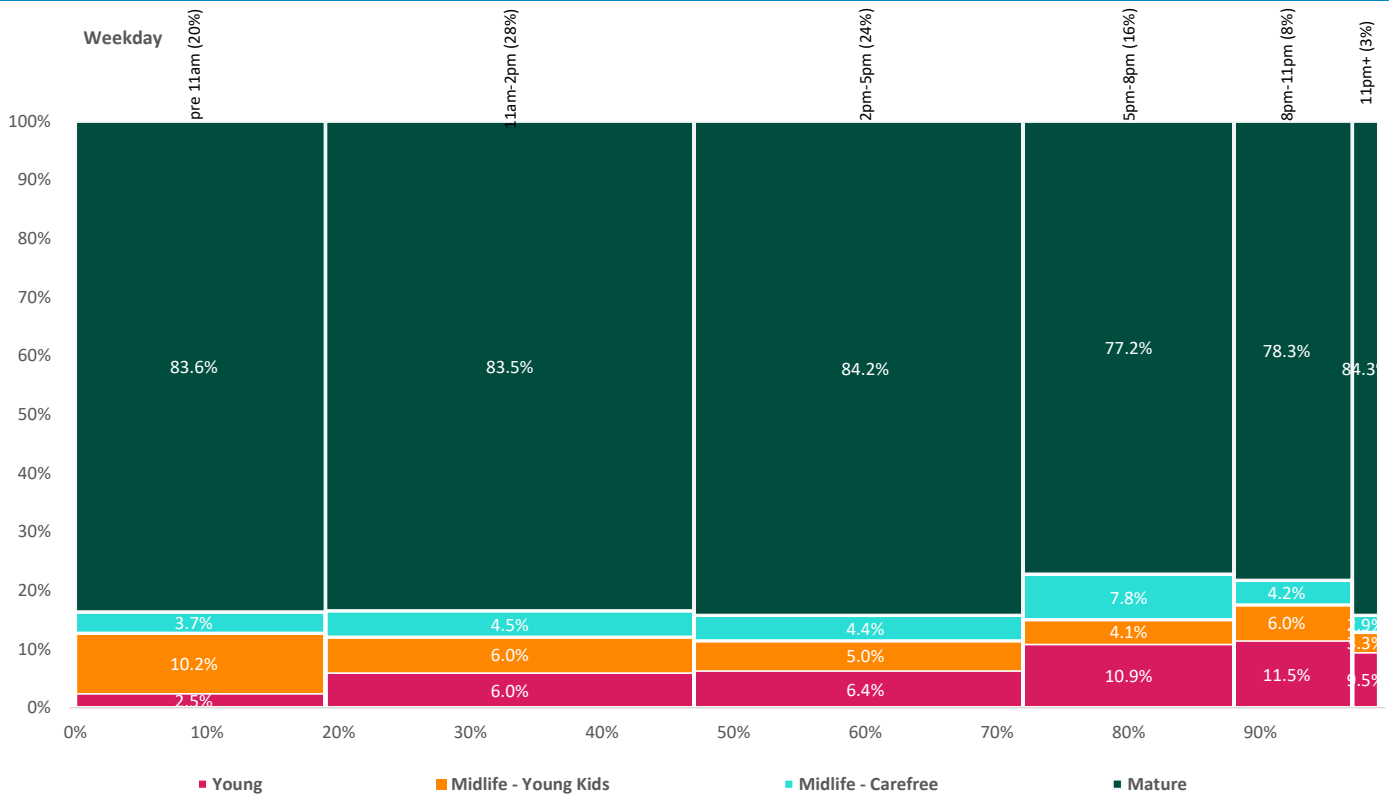
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Crown Hotel Stornoway

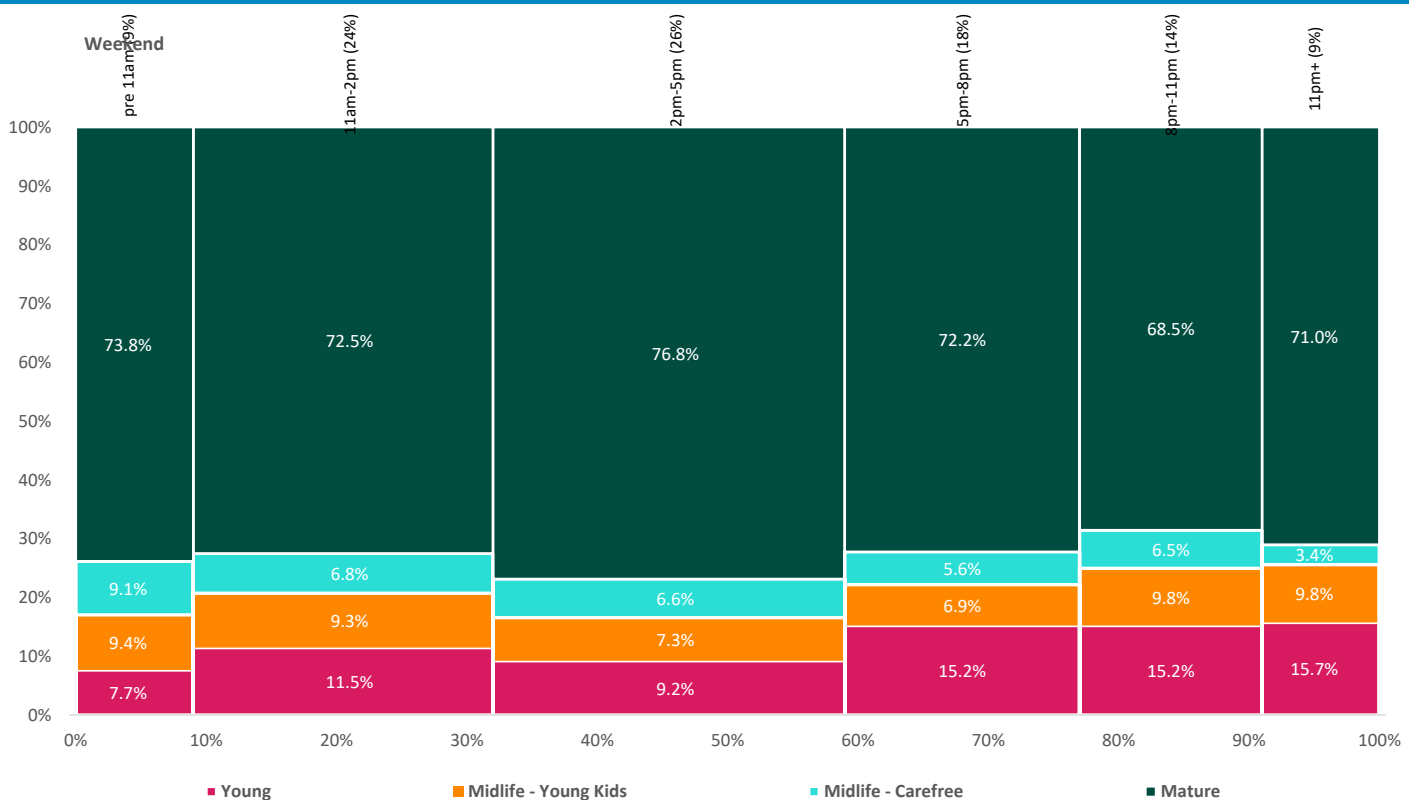


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Time of Day by Polaris: Weekday (Monday to Friday)



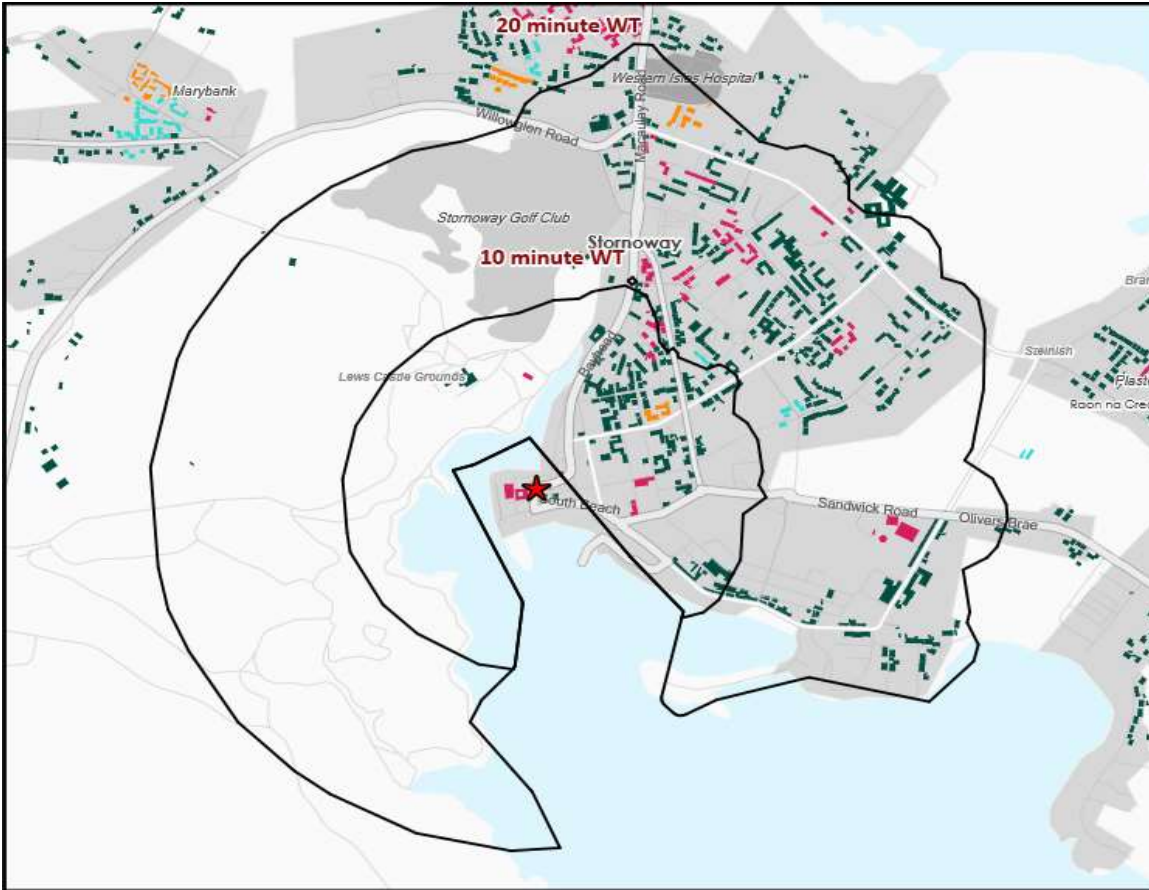
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Crown Hotel Stornoway



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

Polaris Profile by Catchment

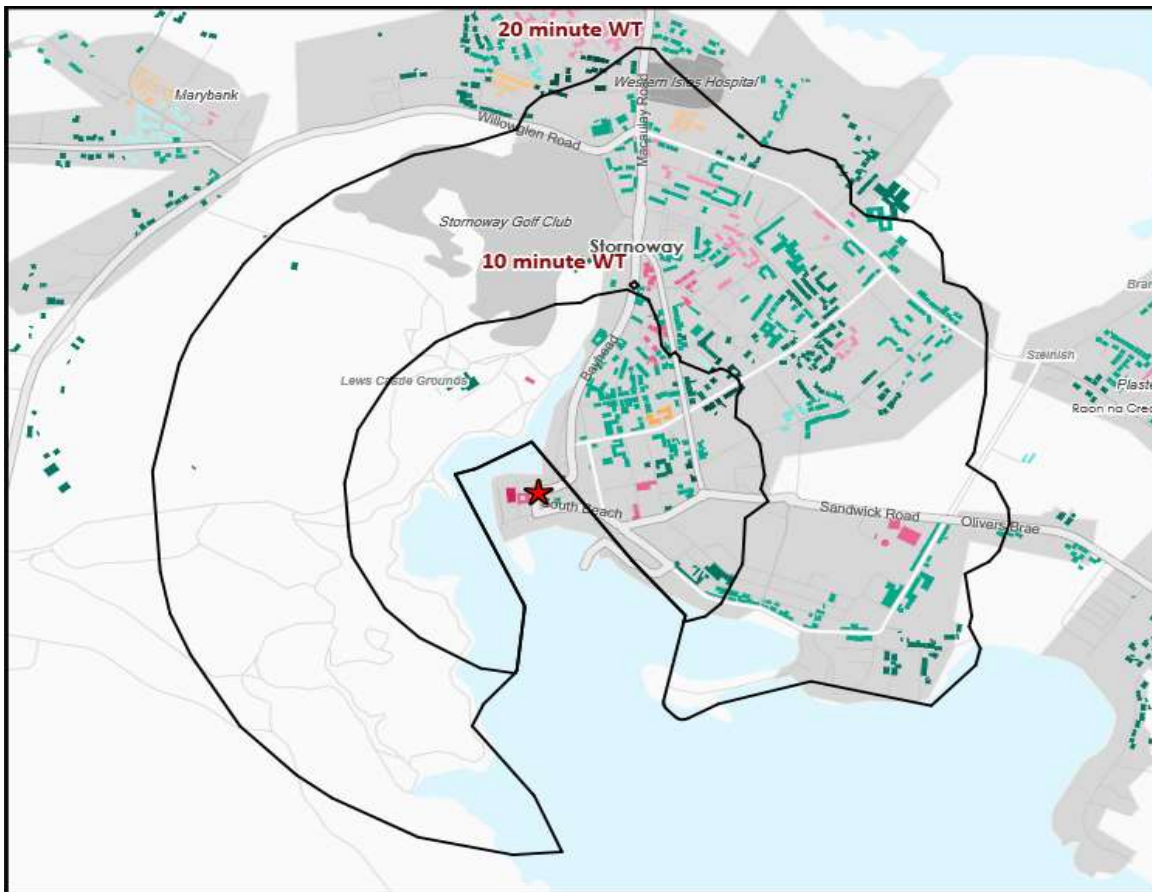
*WT= Walktime, **DT= Drivetime

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	147	386	899	73	47	34
Midlife - Young Kids	5	17	344	6	5	33
Midlife - Carefree	0	28	803	0	6	53
Mature	563	2,518	7,441	174	191	175
Not Private Households	14	14	103	146	36	82
Total	729	2,963	9,590			

Polaris Plus Summary - Crown Hotel Stornoway



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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

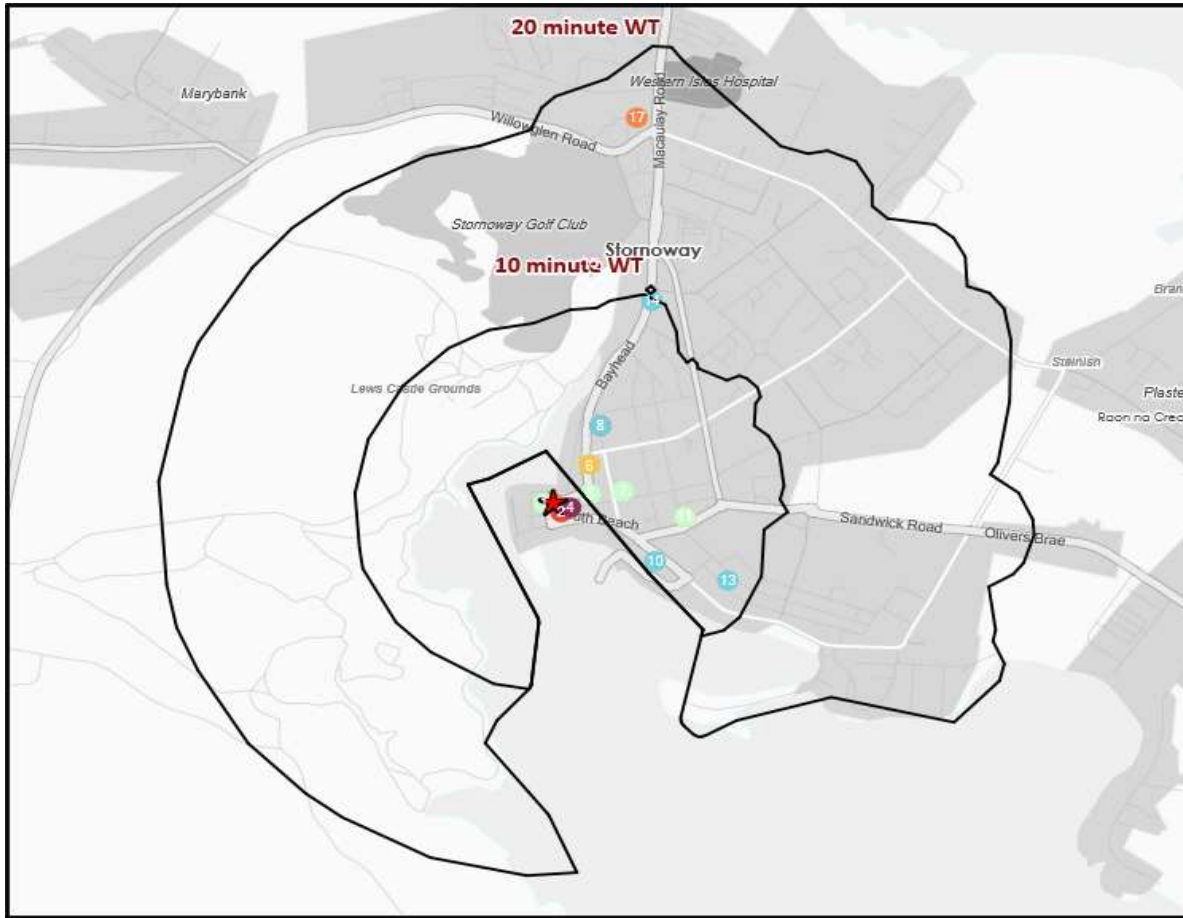
*WT= Walktime, **DT= Drivetime

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**
Young						
Low	0	230	743	0	79	79
Medium	138	147	147	172	45	14
High	9	9	9	18	5	1
Midlife - Young Kids						
Low	0	12	339	0	7	64
Medium	5	5	5	16	4	1
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	9	67	0	7	17
Medium	0	19	736	0	9	107
High	0	0	0	0	0	0
Mature						
Low	500	1,976	3,414	499	486	259
Medium	60	499	3,879	53	108	258
High	3	43	148	3	10	10
Not Private Households	14	14	103	146	36	82
Total	729	2,963	9,590			

CGA Summary - Crown Hotel Stornoway



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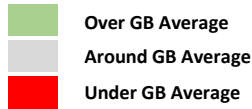


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Crown Hotel	HS 1 2BD	Star Pubs & Bars	Hotel	0.0
1	Lewis Bar	HS 1 2XP	Independent Free	Community Pub	0.0
2	Heb & Star	HS 1 2BE	Star Pubs & Bars	Community Pub	0.0
2	An Lanntaaire Gallery	HS 1 2BE	Independent Free	Large Venue	0.0
4	Criterion	HS 1 2XF	Star Pubs & Bars	Premium Local	0.0
5	Mcneills	HS 1 2DA	Star Pubs & Bars	Community Pub	0.1
6	Good Food Boutique	HS 1 2DD	Independent Free	High Street Pub	0.1
7	County Hotel	HS 1 2XB	Independent Free	Community Pub	0.1
8	An Lantair Cinema	HS 1 2DS	Independent Free	Large Venue	0.2
8	Lodge Fortrose Of Freemasons 108	HS 1 2DS	Independent Free	Clubland	0.2
10	Stornoway Sea Angling Club	HS 1 2BT	Independent Free	Clubland	0.2
11	Park Guest House	HS 1 2QN	Independent Free	Hotel	0.3
11	Caladh Hotel	HS 1 2QN	Independent Free	Community Pub	0.3
13	Lewis & Harris Rangers Supp Club	HS 1 2RB	Independent Free	Clubland	0.4
14	Stornoway Bowling Club	HS 1 2DZ	Independent Free	Clubland	0.5
15	Woodlands Centre	HS 2 0XP	Independent Free	High Street Pub	0.5
15	Stornoway Golf Club	HS 2 0XP	Independent Free	Sports Clubs	0.5
17	Caberfeidh Hotel	HS 1 2EU	Independent Free	Hotel	0.8

Per Pub Analysis - Crown Hotel Stornoway



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	729	2,963	9,590
Number of Competition Pubs	11	11	12
Adults 18+ per Competition Pub	66	269	799

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	27	3.7%	46
Circuit Bar	0	53	7.2%	179
Community Pub	5	284	39.0%	204
Craft Led	0	22	3.0%	87
Great Pub Great Food	0	37	5.0%	28
High Street Pub	1	236	32.3%	175
Premium Local	1	57	7.8%	47

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	55	1.8%	23
Circuit Bar	0	191	6.4%	159
Community Pub	5	1,237	41.7%	218
Craft Led	0	35	1.2%	34
Great Pub Great Food	0	141	4.8%	27
High Street Pub	1	1,021	34.5%	187
Premium Local	1	242	8.2%	50

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	113	1.2%	15
Circuit Bar	0	360	3.8%	93
Community Pub	5	3,230	33.7%	176
Craft Led	0	60	0.6%	18
Great Pub Great Food	0	806	8.4%	48
High Street Pub	2	2,881	30.0%	163
Premium Local	1	1,233	12.9%	78

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																																								
Polaris Segmentation																																									
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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