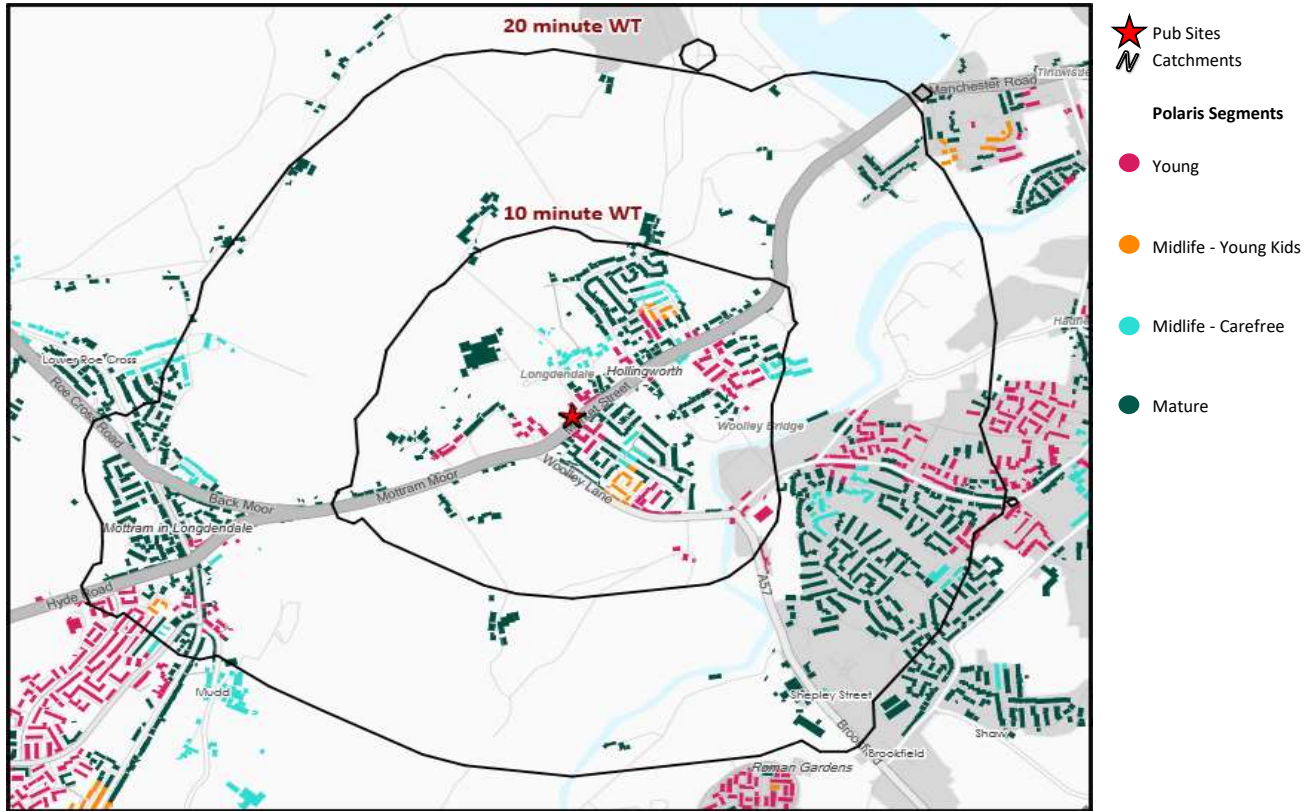


Catchment Summary - Gun Inn Hyde

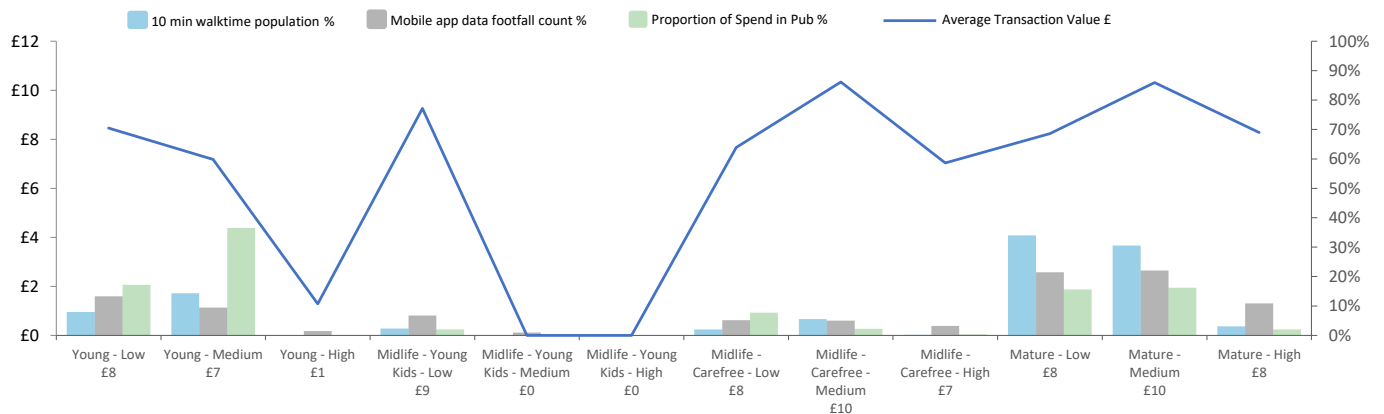


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Ship To	Name	Postcode	Operator	Segment	Sparsity
30821	Gun Inn Hyde	SK14 8LN	Star Pubs & Bars	Family Pub Dining	6



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Gun Inn Hyde

	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**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

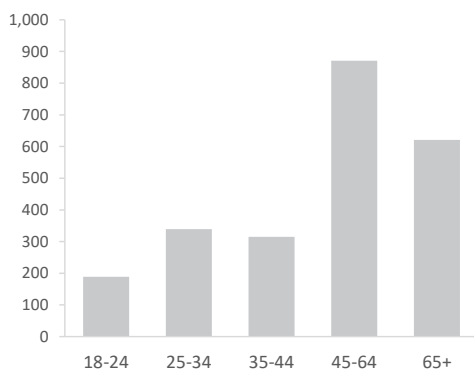
Population	2,846	6,647	566,353	53	36	129
Adults 18+	2,335	5,474	436,214	52	36	125
Competition Pubs	3	7	570	17	19	137
Adults 18+ per Competition Pub	778	782	765	91	91	89
% Adults Likely to Drink	78.2%	79.0%	73.0%	103	104	96

Population & Adults 18+ index is based on all pubs

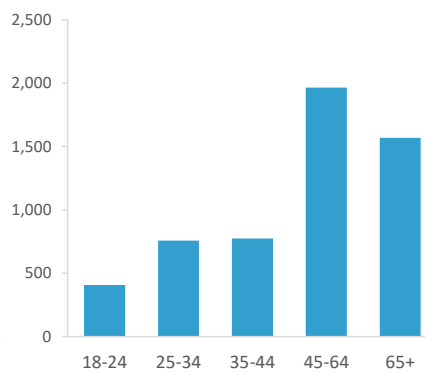
Affluence	Low	46.3%	36.3%	48.1%	139	109	145
	Medium	50.4%	50.7%	39.0%	132	133	102
	High	3.3%	10.7%	12.2%	12	39	45

*Affluence does not include Not Private Households

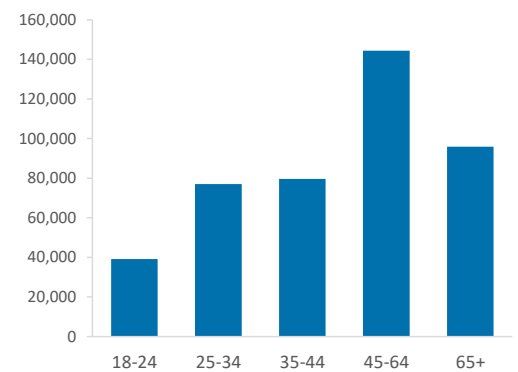
Age Profile	18-24	189	407	39,197	82	75	85
	25-34	339	757	77,061	89	85	102
	35-44	315	775	79,652	84	88	106
	45-64	871	1,966	144,381	119	115	99
	65+	621	1,569	95,923	114	123	88



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,443 (51%)	3,311 (50%)	277,911 (49%)	104	102	100
	Female	1,403 (49%)	3,336 (50%)	288,442 (51%)	97	98	100

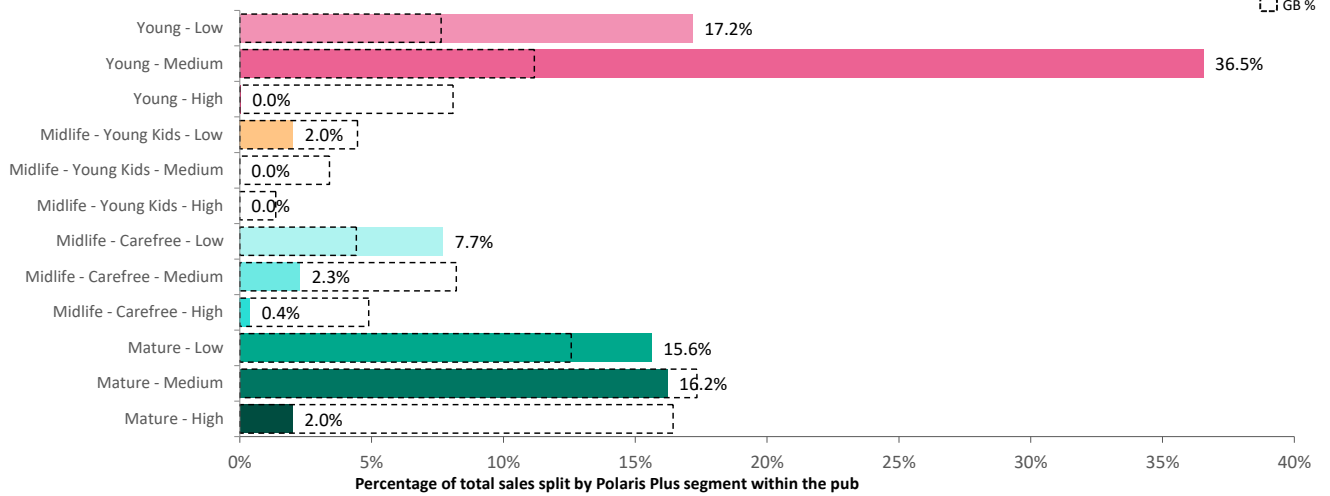
Economic Status (16+)	Employed: Full-time	887 (37%)	2,024 (36%)	158,461 (35%)	108	105	102
	Employed: Part-time	276 (12%)	654 (12%)	55,896 (12%)	98	99	104
	Self employed	208 (9%)	506 (9%)	36,143 (8%)	95	98	87
	Unemployed	53 (2%)	135 (2%)	14,650 (3%)	81	88	118
	Full-time student	38 (2%)	76 (1%)	8,148 (2%)	67	57	76
	Retired	586 (25%)	1,499 (27%)	91,754 (20%)	112	123	93
	Other	333 (14%)	690 (12%)	85,555 (19%)	80	71	109

Total Worker Count	569	2,582	219,260
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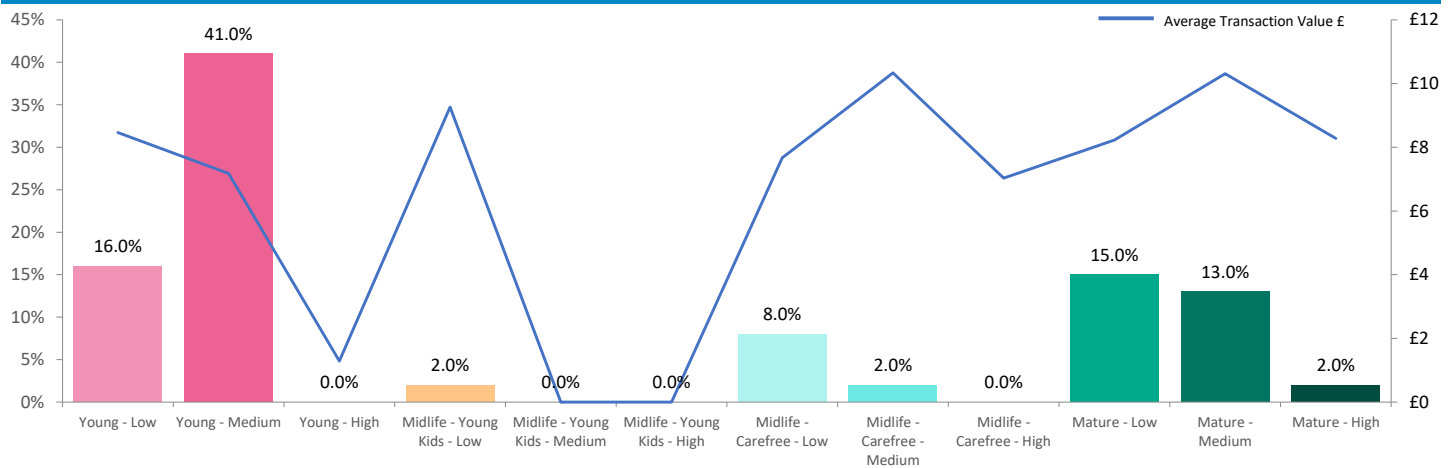
See the Glossary page for further information on the above variables

Transactional Data Summary - Gun Inn Hyde

Spend by Polaris Plus

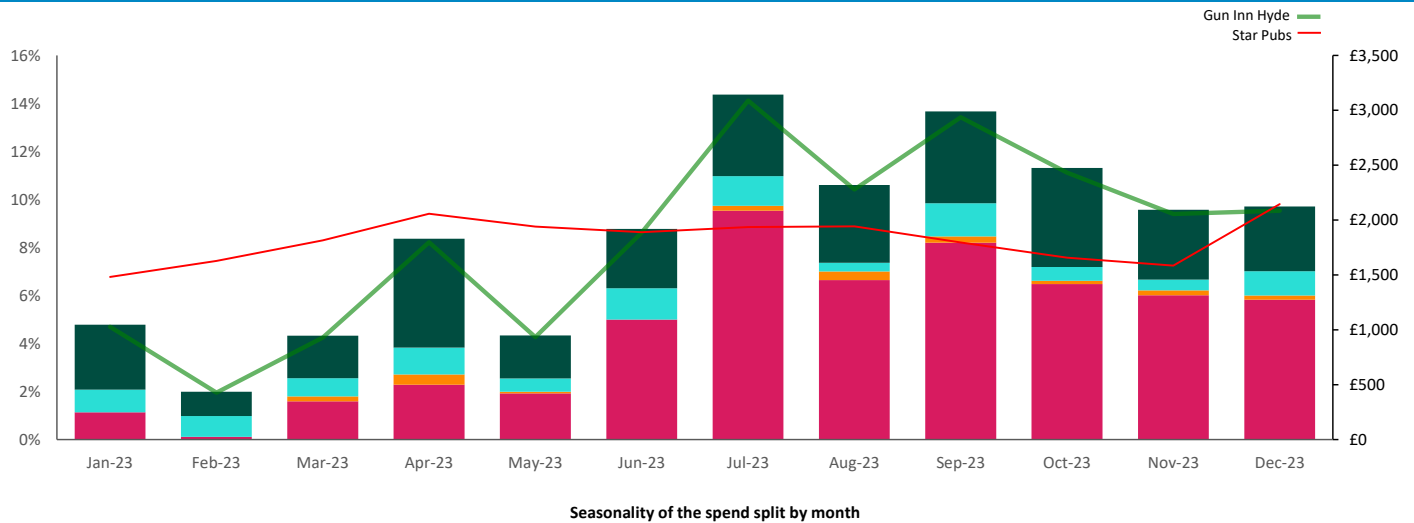


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

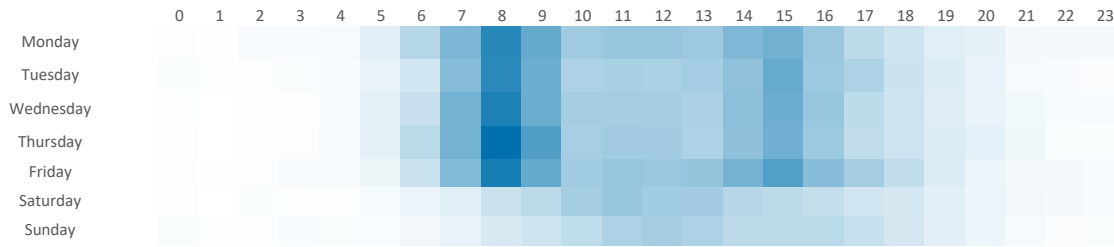


Mobile Data Summary - Gun Inn Hyde



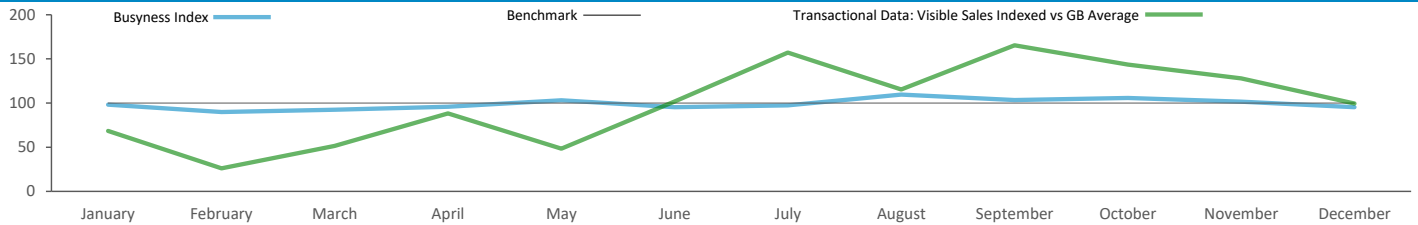
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Time of Day/Day of Week



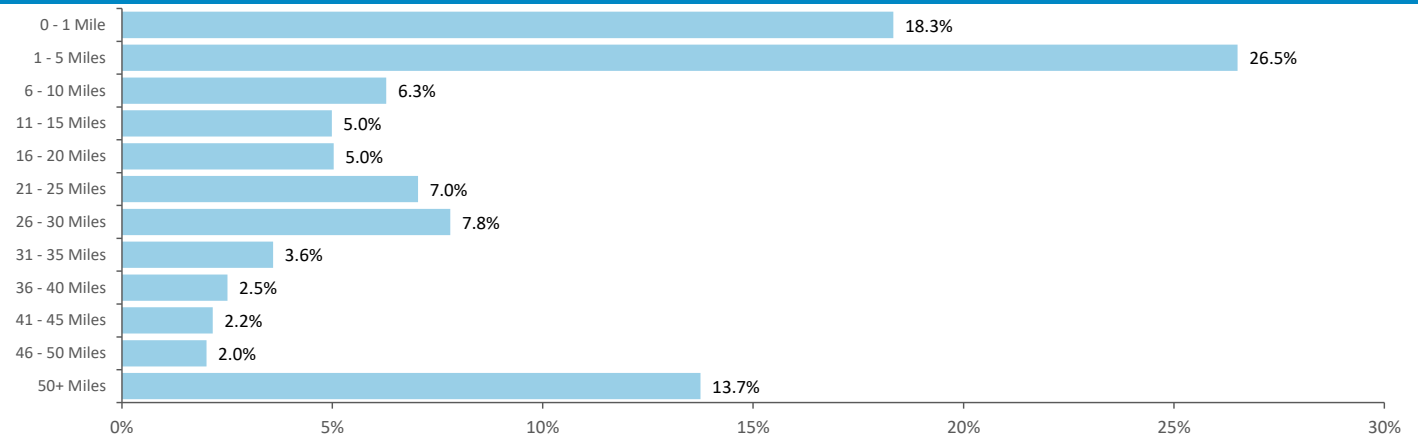
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

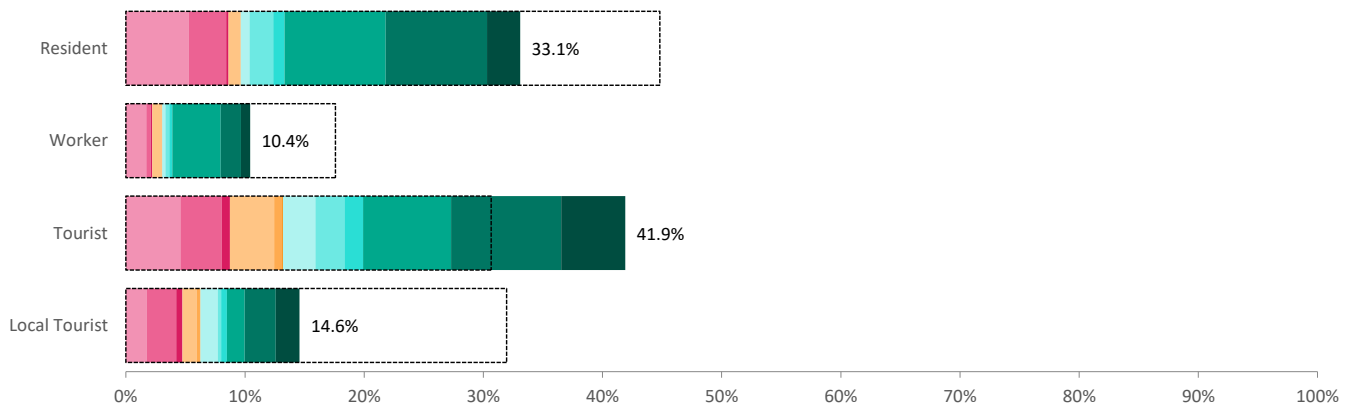
Distance from Home



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



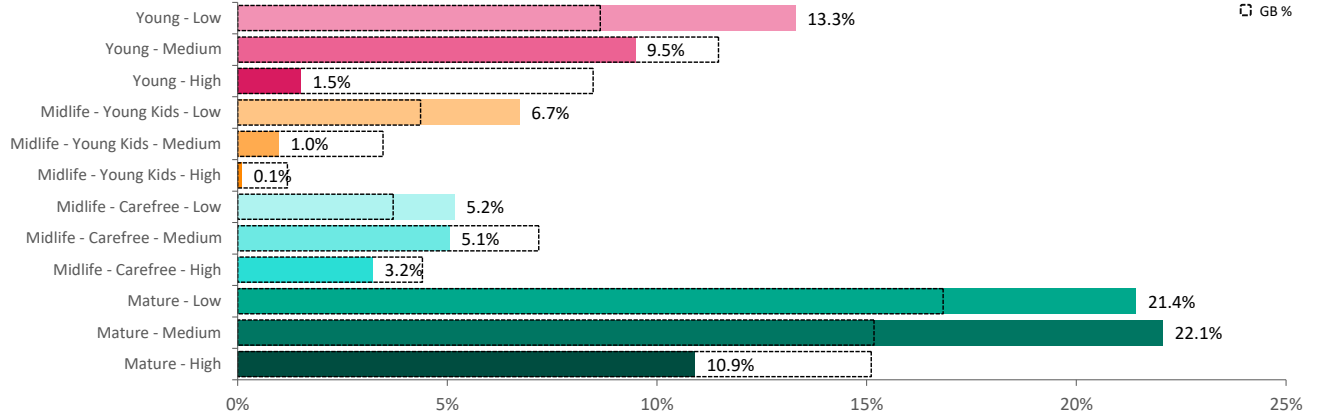
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Gun Inn Hyde



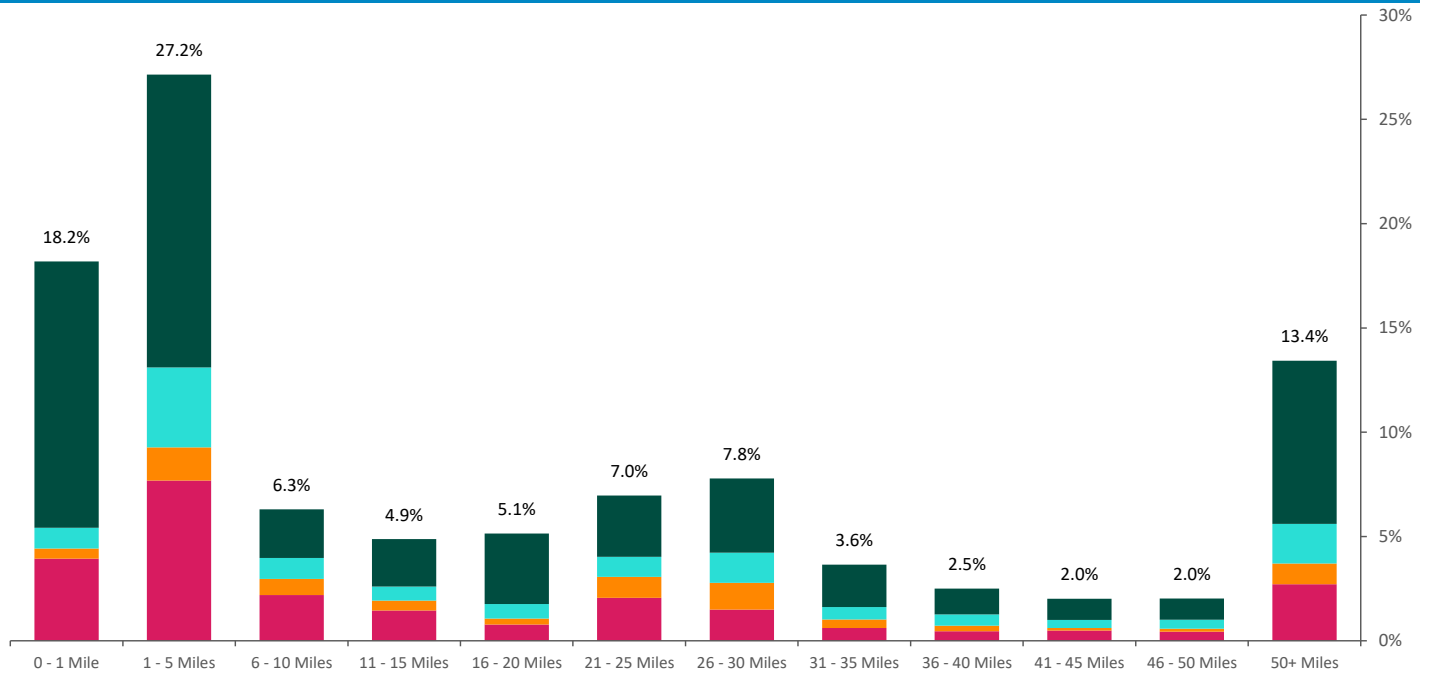
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Polaris Plus Profile



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 - Gun Inn Hyde

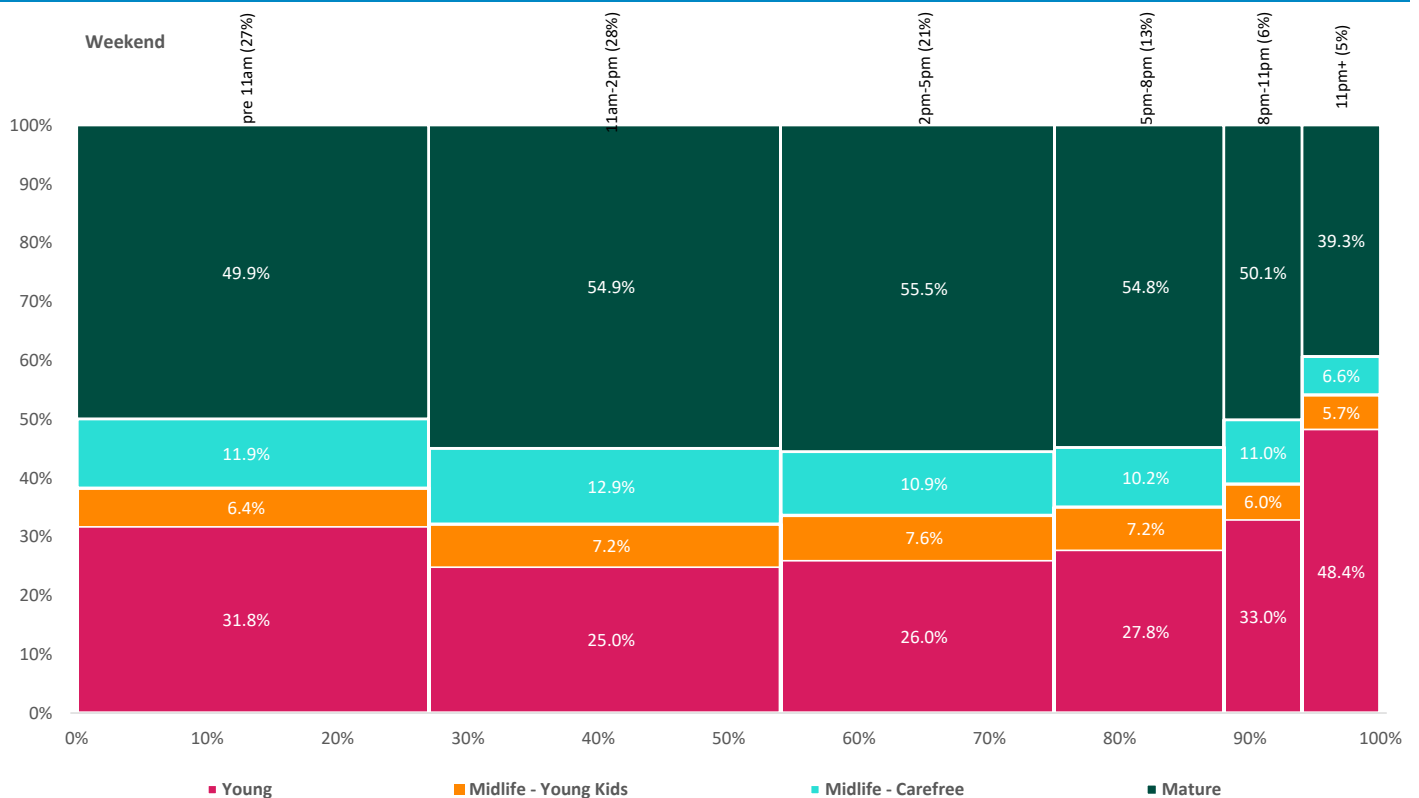


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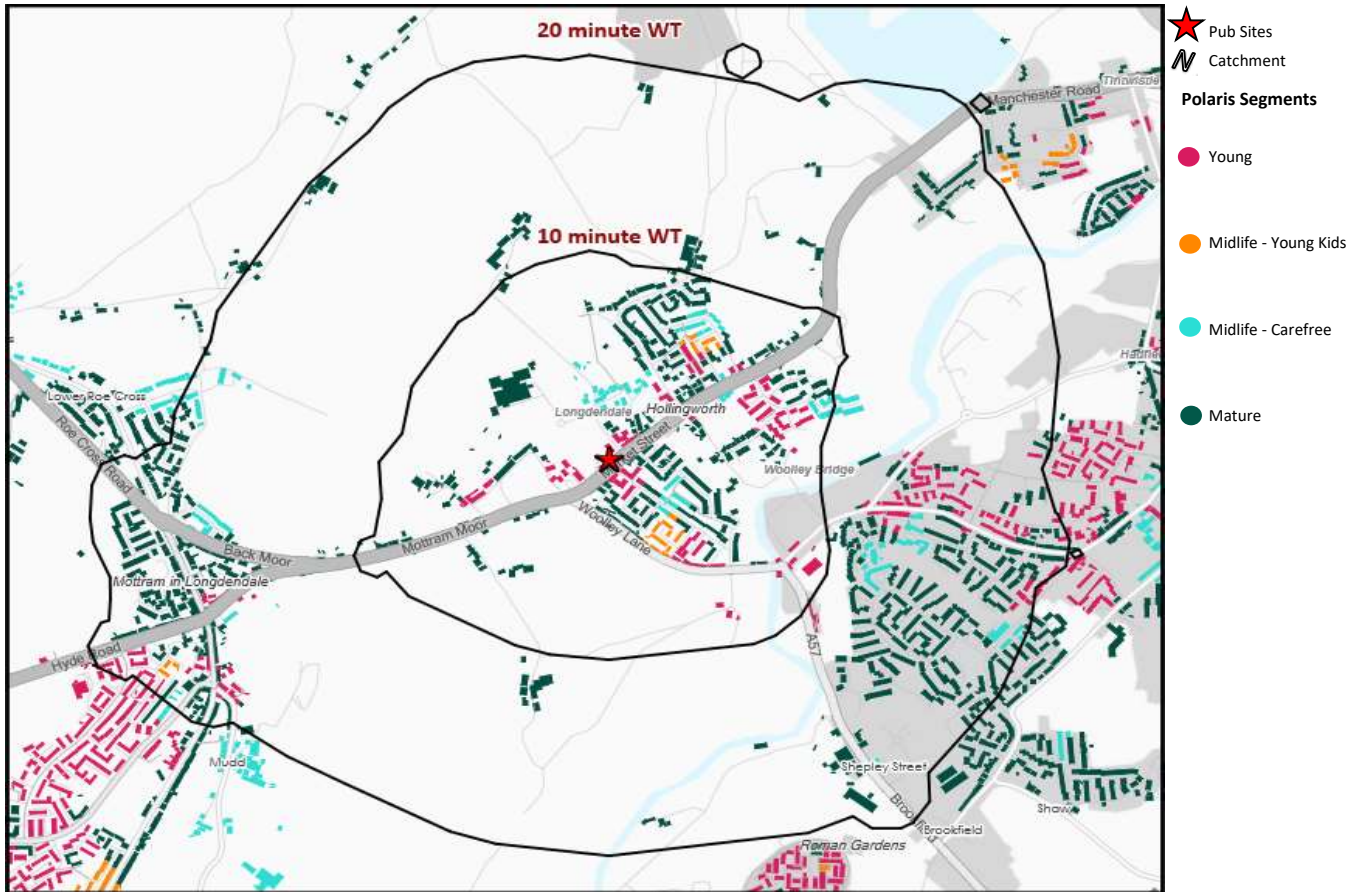
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Gun Inn Hyde



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	520	1,032	158,814	81	68	132
Midlife - Young Kids	54	54	54,109	21	9	113
Midlife - Carefree	181	440	65,088	49	51	94
Mature	1,580	3,823	154,833	152	157	80
Not Private Households	0	125	3,370	0	174	59
Total	2,335	5,474	436,214			

Polaris Plus Summary - Gun Inn Hyde



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	186	394	67,842	81	73	158
Medium	334	628	83,722	130	104	175
High	0	10	7,250	0	3	25
Midlife - Young Kids						
Low	54	54	44,173	42	18	185
Medium	0	0	9,756	0	0	52
High	0	0	180	0	0	4
Midlife - Carefree						
Low	47	104	42,378	48	45	231
Medium	129	231	14,029	77	59	45
High	5	105	8,681	5	43	45
Mature						
Low	794	1,436	55,399	248	191	92
Medium	714	1,919	62,509	195	224	91
High	72	468	36,925	21	57	56
Not Private Households	0	125	3,370	0	174	59
Total	2,335	5,474	436,214			

CGA Summary - Gun Inn Hyde

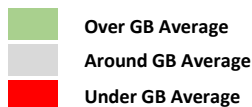


-  Pub Sites
 Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	New Inn	SK14 8LN	Stonegate Pub Company	Community Pub	0.0
0	Spice Bistro	SK14 8LN	Independent Free	Restaurants	0.0
0	Gun Inn	SK14 8LN	Star Pubs & Bars	Family Pub Dining	0.0
3	Hollingworth Conservative Club	SK14 8HY	Independent Free	Clubland	0.3
4	Woolley Bridge Working Mens Club	SK13 2NR	Independent Free	Clubland	0.4
5	Pear Tree Inn	SK13 1PY	Daniel Thwaites plc	Premium Local	0.5
6	Chieftain	SK13 2DT	Hydes Anvil	Premium Local	0.8
7	Hadfield Conservative Club	SK13 1BW	Independent Free	Clubland	0.9
8	Hadfield St Andrews Cricket Club	SK13 2AT	Independent Free	Clubland	1.0
9	New Lamp	SK13 1BY	Star Pubs & Bars	Premium Local	1.0
10	Anchor Inn	SK13 1NR	Punch Pub Company	Premium Local	1.0
11	Mottram Cricket Club	SK14 6JA	Independent Free	Clubland	1.0
12	Tintwistle Liberal Club	SK13 2AD	Independent Free	Clubland	1.1
13	New Mills Golf Club	SK22 4QE	Independent Free	Clubland	1.1
14	Tintwistle Conservative Club	SK13 1JN	Independent Free	Clubland	1.1
15	Palatine	SK13 1AA	Robinsons	Premium Local	1.2
15	Edwards Wine Bar	SK13 1AA	Unknown	High Street Pub	1.2

Per Pub Analysis - Gun Inn Hyde



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,335	5,474	436,214
Number of Competition Pubs	3	7	570
Adults 18+ per Competition Pub	778	782	765

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	78	3.3%	41
Circuit Bar	0	119	5.1%	126
Community Pub	1	715	30.6%	160
Craft Led	0	58	2.5%	72
Great Pub Great Food	0	218	9.3%	53
High Street Pub	0	657	28.1%	153
Premium Local	0	315	13.5%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	185	3.4%	42
Circuit Bar	0	225	4.1%	101
Community Pub	1	1,474	26.9%	141
Craft Led	0	113	2.1%	59
Great Pub Great Food	0	725	13.2%	75
High Street Pub	0	1,375	25.1%	136
Premium Local	2	917	16.8%	102

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	28,623	6.6%	81
Circuit Bar	19	23,300	5.3%	132
Community Pub	154	98,500	22.6%	118
Craft Led	0	17,316	4.0%	115
Great Pub Great Food	12	51,366	11.8%	67
High Street Pub	88	97,532	22.4%	121
Premium Local	75	59,800	13.7%	83

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 Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"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."	"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"	"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."	"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 by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer	Tastes great Good quality - Helps me feel good Enjoyable for longer																						
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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><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="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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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