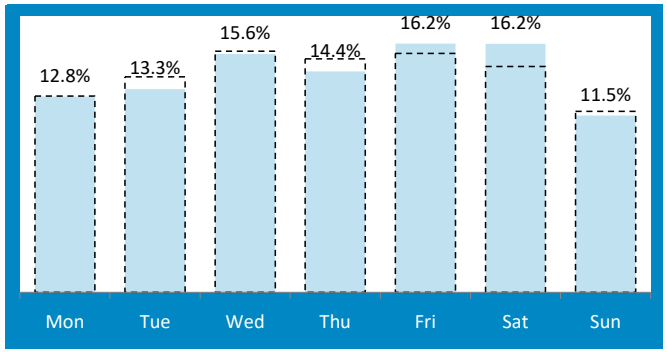
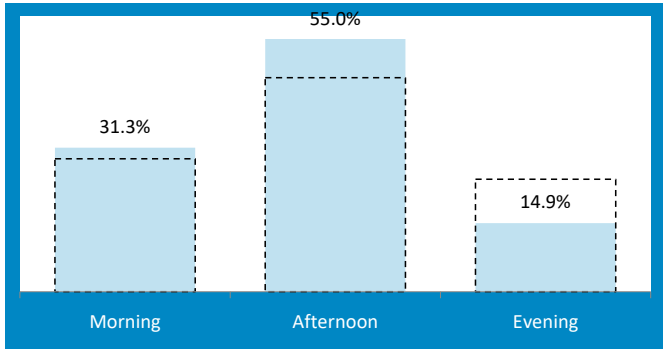
Albion

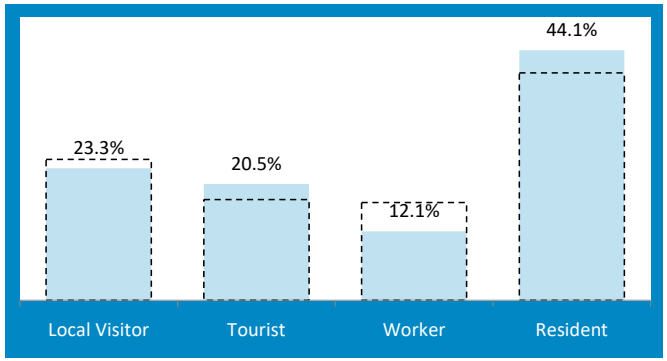
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,265	5,344
Adult Pop		4,565	4,529
Affluence	Low	39%	33%
	Medium	48%	38%
	High	11%	27%
Young		30%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		7%	16%
Mature		61%	44%
Competition Count		35	43

Visitors

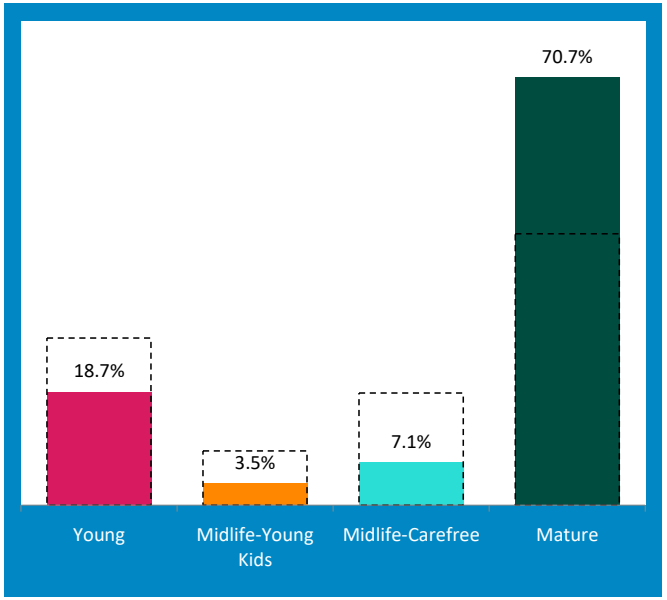






Spend Profile

	This Site	Benchmark
£ATV	£10	£30
Average Distance Travelled in miles	18	27



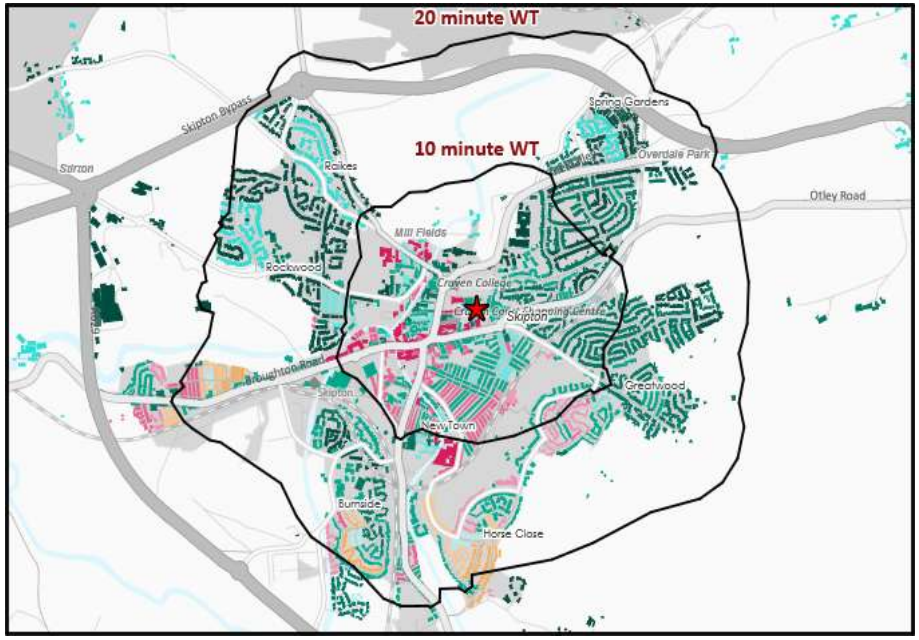
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Catchment Summary - Albion

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		5,265	15,547	123,856	99	79	29
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		4,565	12,816	99,488	101	78	29
Competition Pubs		35	44	249	81	43	32
Adults 18+ per Competition Pub		130	291	400	19	43	58
% Adults Likely to Drink		80.0%	80.0%	78.0%	100	100	98
Affluence	Low	38.6%	34.9%	33.3%	116	105	100
	Medium	48.4%	41.2%	35.6%	126	108	93
	High	11.5%	23.3%	29.7%	42	85	108
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23,471	£24,364	£24,541	104	108	109
Age Profile	18-24	290	957	8,501	65	72	81
	25-34	786	1,902	13,822	110	90	83
	35-44	647	1,945	15,146	91	93	91
	45-64	1,342	4,073	32,232	101	104	104
	65+	1,500	3,939	29,787	148	132	125



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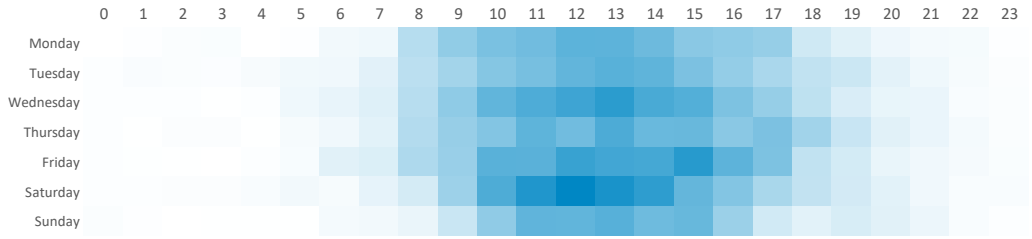
Pub Sites
Catchment

Polaris Plus Segments

Young	Midlife - Young Kids	Midlife - Carefree	Mature
Low	Low	Low	Low
Medium	Medium	Medium	Medium
High	High	High	High

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	20 min WT*	20 min DT**	Index vs GB average 10 min WT*	20 min WT*	20 min DT**
Young	1,381	2,381	14,163	109	67	51
Midlife - Young Kids	0	827	11,172	0	59	103
Midlife - Carefree	306	1,237	12,913	43	61	82
Mature	2,806	8,299	59,825	139	146	136
Not Private Households	72	72	1,415	13,036	4,643	11,755
Total	**4,565**	**12,816**	**99,488**			

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Per Pub - Albion

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,565	12,816	99,488
Number of Competition Pubs	35	44	249
Adults 18+ per Competition Pub	130	291	400

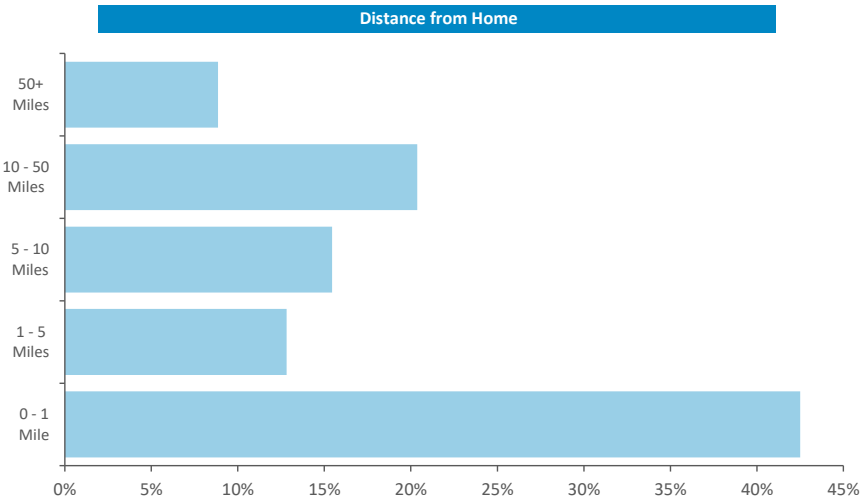
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	392	8.6%	109
Family Pub Dining	3	450	9.9%	108
Great Pub Great Food	3	693	15.2%	91
Leisure	1	439	9.6%	96
Mainstream	11	728	16.0%	114
Premium	7	659	14.4%	101
Restaurant	9	981	21.5%	93
Super Premium	0	149	3.3%	83

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	1,001	7.8%	100
Family Pub Dining	3	1,213	9.5%	104
Great Pub Great Food	4	2,177	17.0%	101
Leisure	5	1,302	10.2%	101
Mainstream	12	1,906	14.9%	107
Premium	9	1,839	14.4%	100
Restaurant	10	2,845	22.2%	96
Super Premium	0	456	3.6%	91

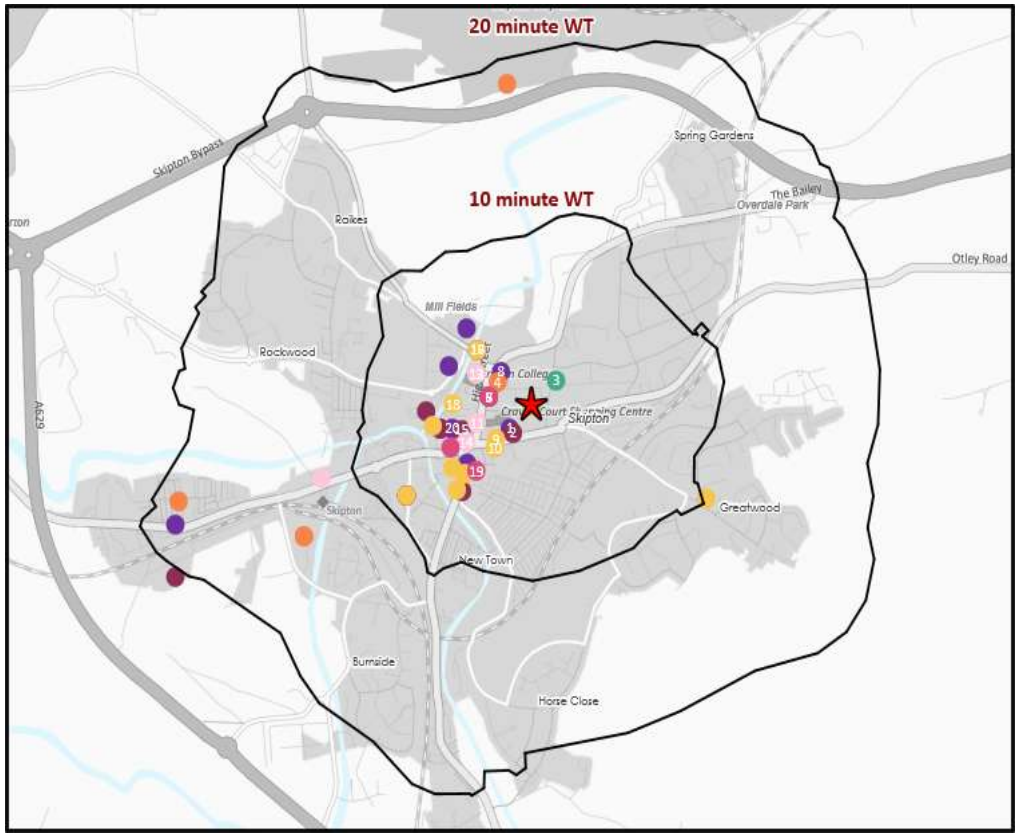
20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	33	7,577	7.6%	97
Family Pub Dining	7	9,060	9.1%	100
Great Pub Great Food	27	17,292	17.4%	104
Leisure	46	10,175	10.2%	102
Mainstream	45	14,080	14.2%	101
Premium	45	13,953	14.0%	98
Restaurant	43	22,269	22.4%	97
Super Premium	3	3,645	3.7%	93



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Competition - Albion



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
14	Woolly Sheep Inn	BD23 1HY	Timothy Taylor	Great Pub Gre	19.1%	0.17
10	Devonshire	BD23 2HR	Wetherspoons GB	Mainstream	13.9%	0.12
17	Two Sisters Bar and Kitchen	BD23 1NJ	Independent Free	Premium	12.2%	0.18
6	Ovino Lounge	BD23 1DT	Loungers	Premium	11.1%	0.10
20	Narrow Boat	BD23 1JE	Market Town Taverns	Restaurant	7.0%	0.19
0	Albion	BD23 1EL	Star Pubs & Bars	Mainstream	5.8%	0.00
5	Red Lion	BD23 1DT	Greene King	Family Pub Dir	5.2%	0.10
8	Pizza Express	BD23 1AJ	Pizza Express Restaurants Ltd	Restaurant	4.7%	0.11
13	Black Horse	BD23 1JZ	Stonegate Pub Company	Mainstream	4.1%	0.15
12	Alexanders Bar And Kitchen	BD23 1JZ	Independent Free	Great Pub Gre	3.7%	0.15
7	Le Bistro Des Amis	BD23 1DT	Independent Free	Restaurant	3.2%	0.10
15	V.Sq	BD23 1JF	Independent Free	Premium	2.7%	0.17
11	Le Caveau	BD23 1JJ	Independent Free	Great Pub Gre	2.4%	0.13
18	Royal Shepherd	BD23 1LB	Stonegate Pub Company	Mainstream	1.9%	0.19
1	Skipton Balti	BD23 1DD	Independent Free	Restaurant	1.0%	0.07
2	Boutique 25	BD23 2JE	Independent Free	Premium	0.8%	0.07
3	Three Links Club	BD23 1ER	Independent Free	Classic	0.7%	0.08
9	Early Doors	BD23 2HX	Independent Free	Mainstream	0.4%	0.11
4	Town Hall	BD23 1AH	Independent Free	Leisure	0.0%	0.10
16	Castle Inn	BD23 1NJ	Star Pubs & Bars	Mainstream	0.0%	0.18
19	Town House	BD23 2LR	Independent Free	Family Pub Dir	0.0%	0.19

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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Pub Sites
Catchment

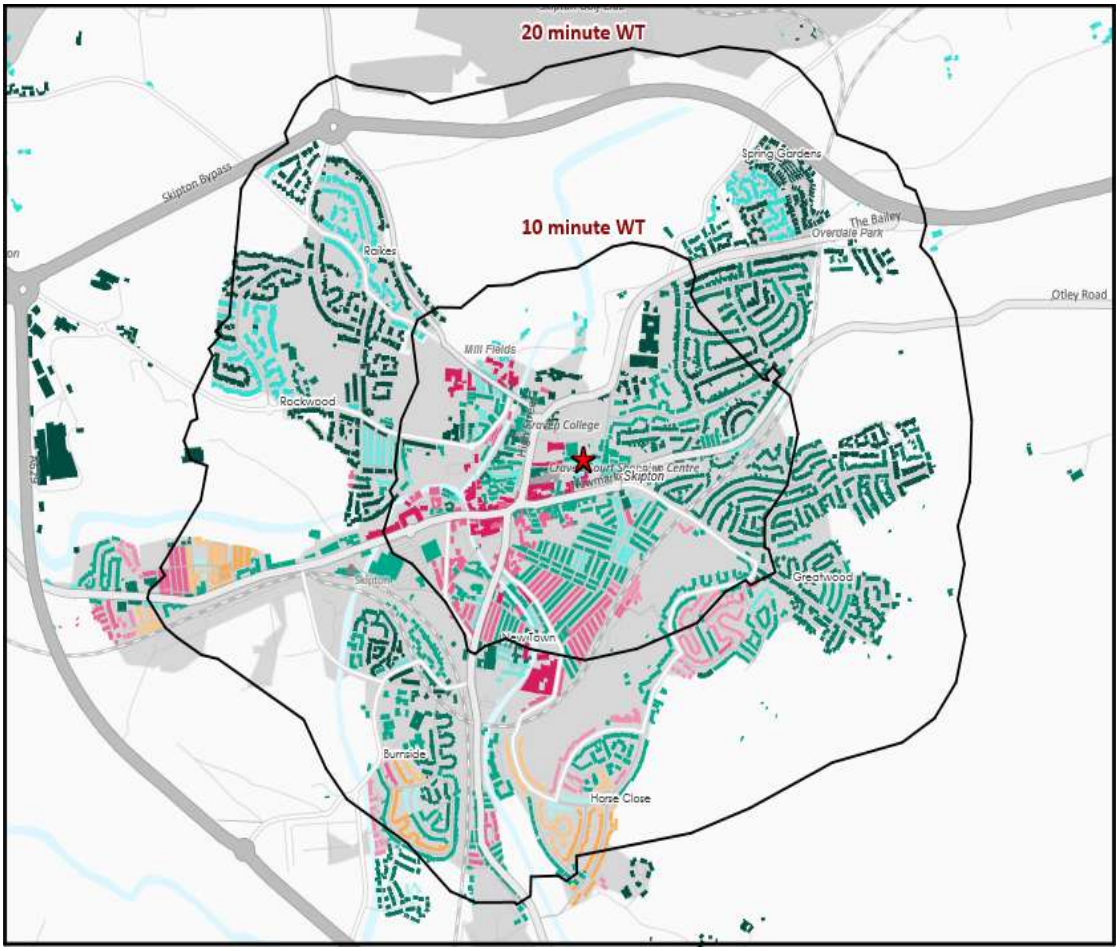
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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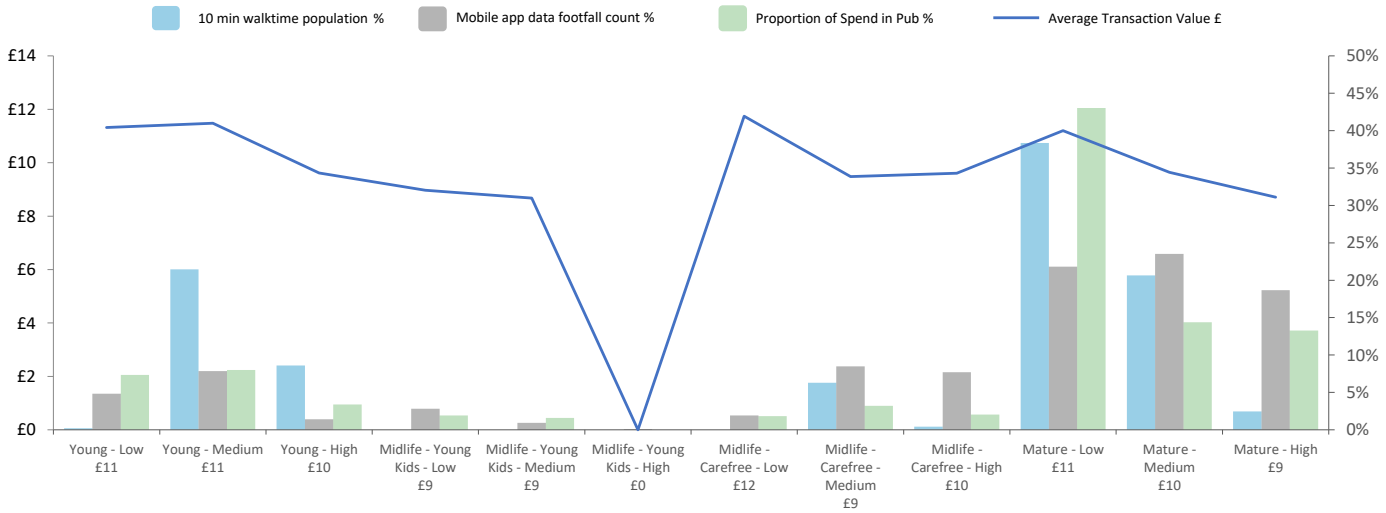
Catchment Summary - Albion

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
7985	Albion	BD23 1EL	Star Pubs & Bars	Mainstream	17



Polaris Plus Profile



See the Glossary page for further information on the above variables

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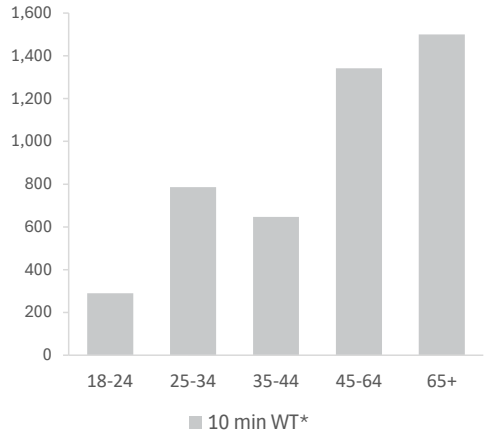
Catchment Summary - Albion

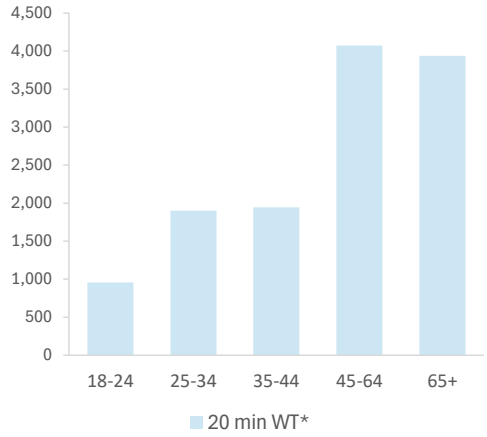
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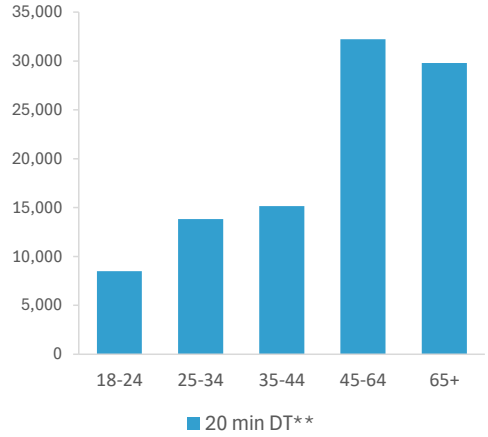
Over GB Average
Around GB Average
Under GB Average

*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		5,265	15,547	123,856	99	79	29
					Population & Adults 18+ index is based on all pubs		
Adults 18+		4,565	12,816	99,488	101	78	29
Competition Pubs		35	44	249	81	43	32
Adults 18+ per Competition Pub		130	291	400	19	43	58
% Adults Likely to Drink		80.0%	80.0%	78.0%	100	100	98
Affluence	Low	38.6%	34.9%	33.3%	116	105	100
	Medium	48.4%	41.2%	35.6%	126	108	93
	High	11.5%	23.3%	29.7%	42	85	108
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23,471	£24,364	£24,541	104	108	109
Age Profile	18-24	290	957	8,501	65	72	81
	25-34	786	1,902	13,822	110	90	83
	35-44	647	1,945	15,146	91	93	91
	45-64	1,342	4,073	32,232	101	104	104
	65+	1,500	3,939	29,787	148	132	125







		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	2,530 (48%)	7,566 (49%)	60,621 (49%)	98	99	100
	Female	2,735 (52%)	7,981 (51%)	63,235 (51%)	102	101	100
Economic Status (16+)	Employed: Full-time	1,667 (36%)	4,370 (33%)	31,461 (31%)	106	98	90
	Employed: Part-time	566 (12%)	1,719 (13%)	12,651 (12%)	102	110	103
	Self employed	418 (9%)	1,231 (9%)	10,878 (11%)	98	101	115
	Unemployed	81 (2%)	228 (2%)	1,997 (2%)	64	63	71
	Full-time student	31 (1%)	150 (1%)	1,602 (2%)	27	46	63
	Retired	1,401 (30%)	3,857 (29%)	28,890 (28%)	139	135	130
	Other	460 (10%)	1,569 (12%)	14,997 (15%)	56	67	82
Total Worker Count		5,069	11,776	62,096			

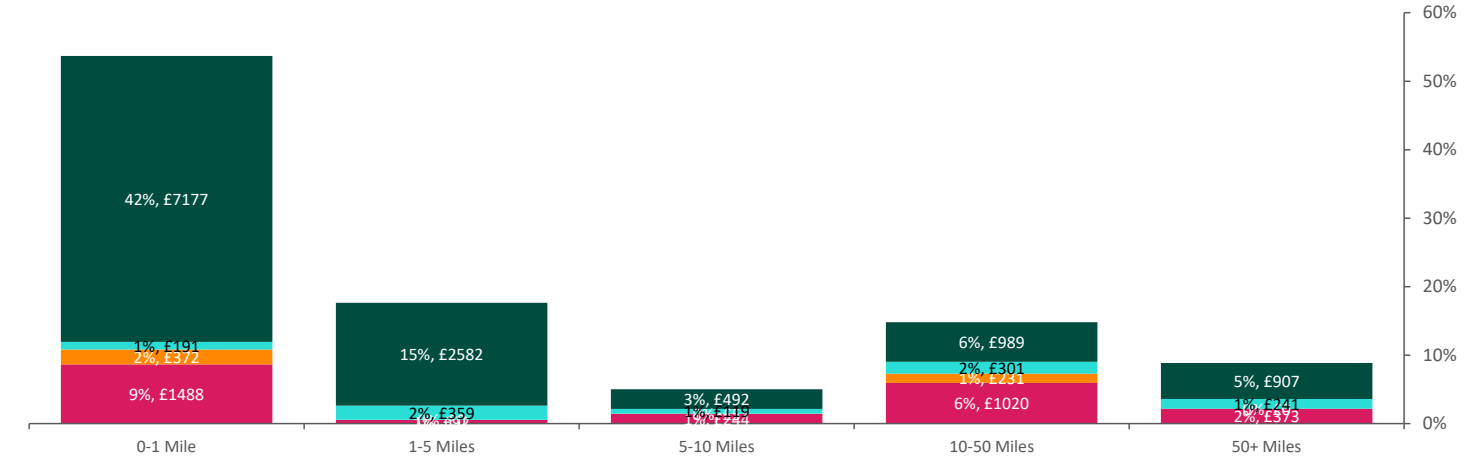
See the Glossary page for further information on the above variables

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Transactional Data Summary - Albion

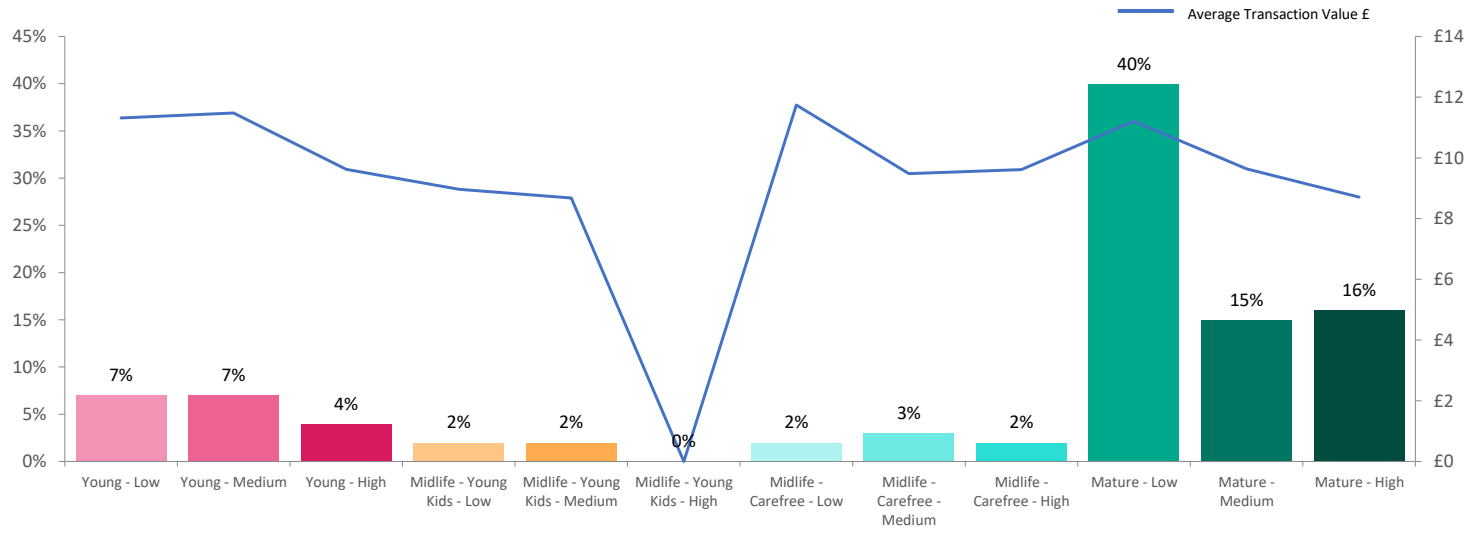
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Spend by Polaris and Distance from Home



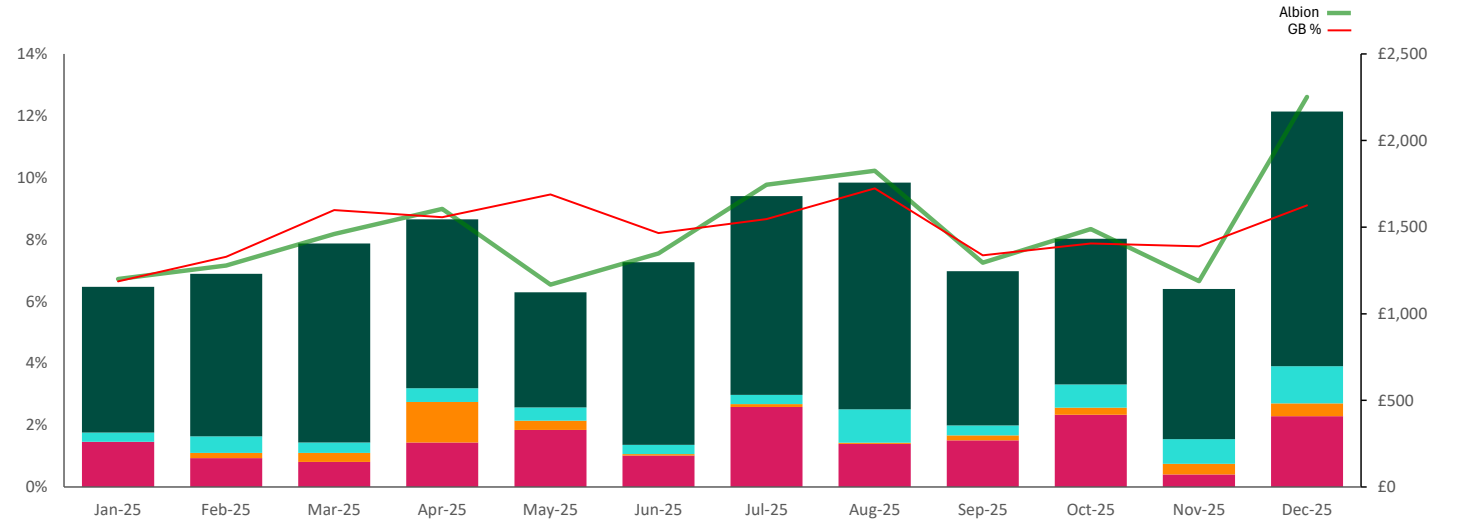
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



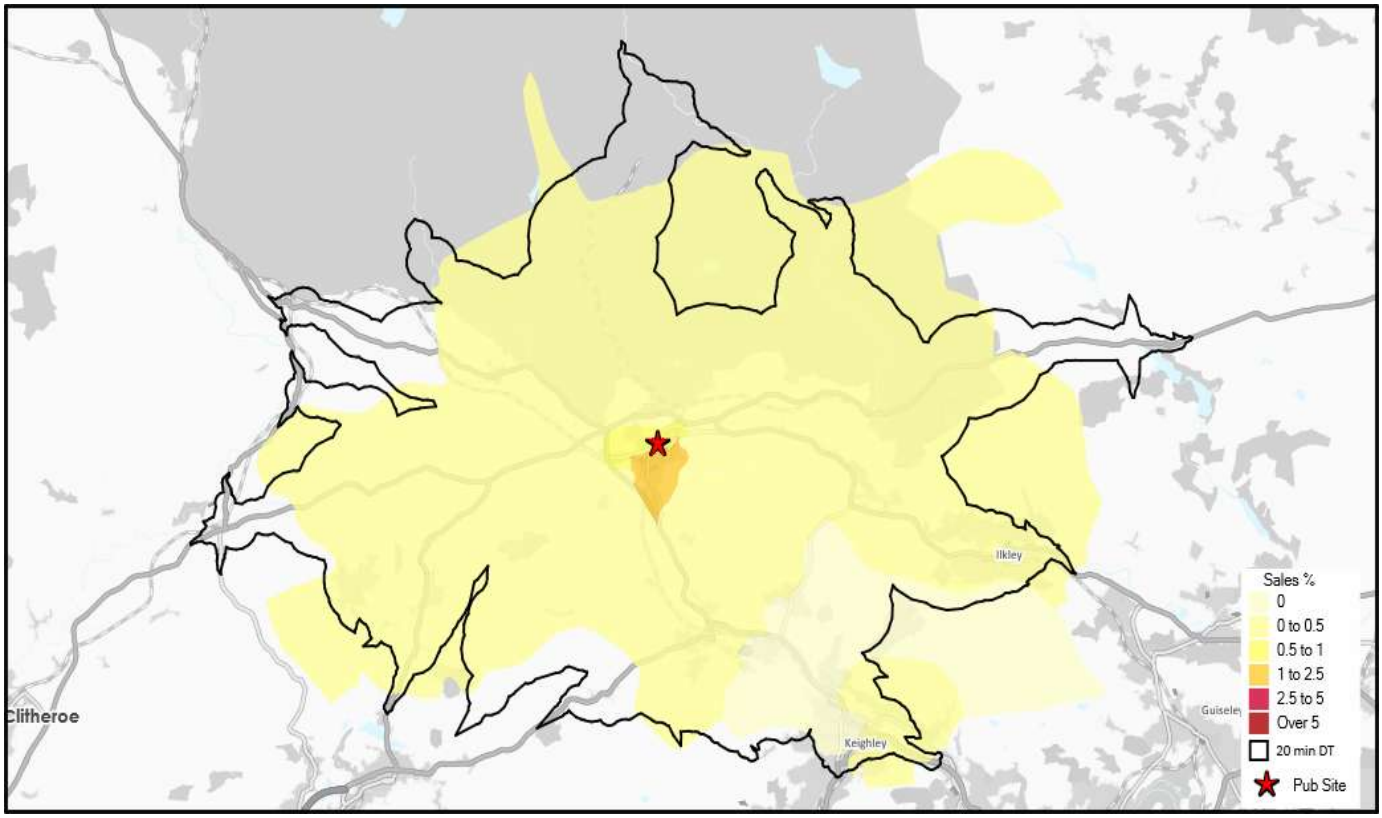
Seasonality of the spend split by month

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Transactional Data Maps - Albion

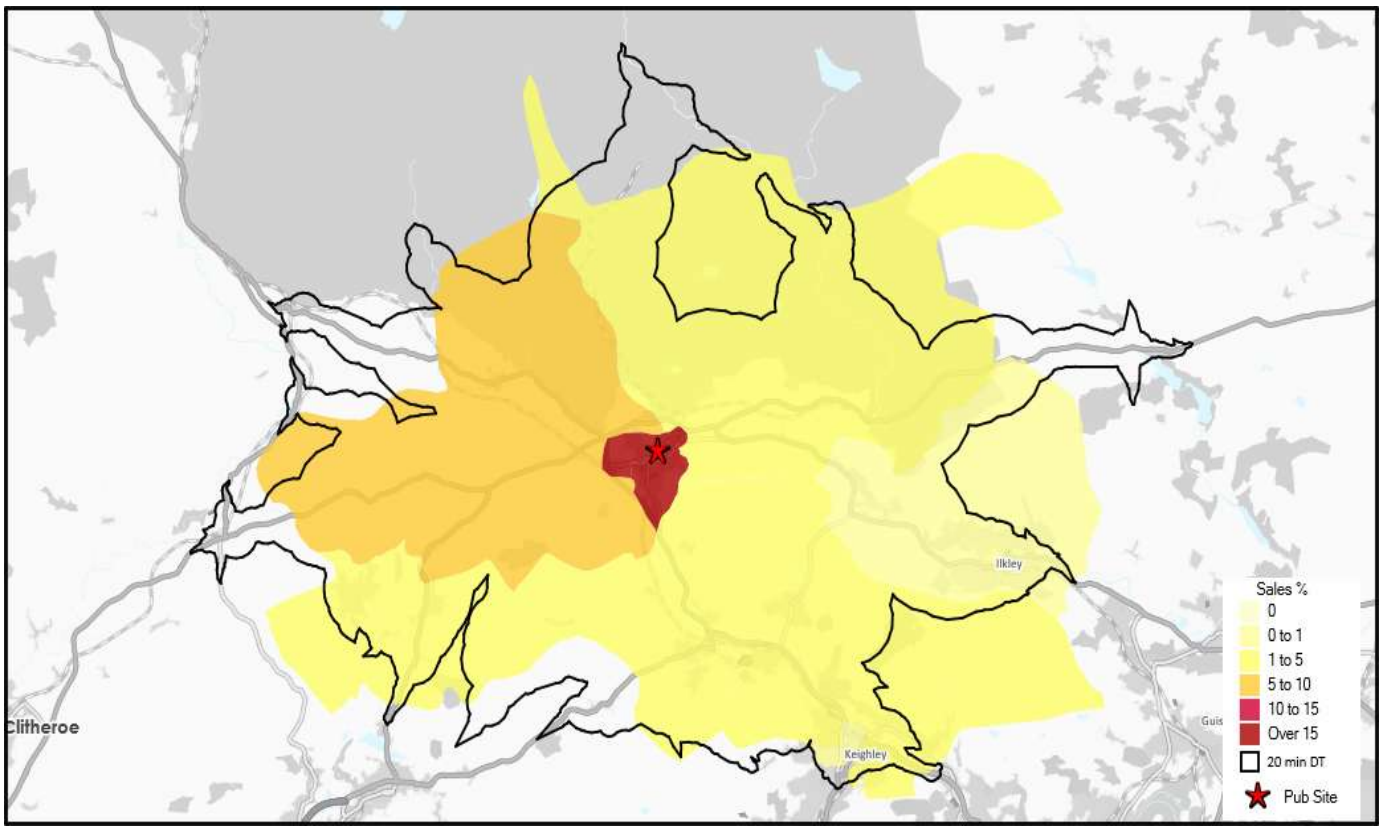
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Albion Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Albion



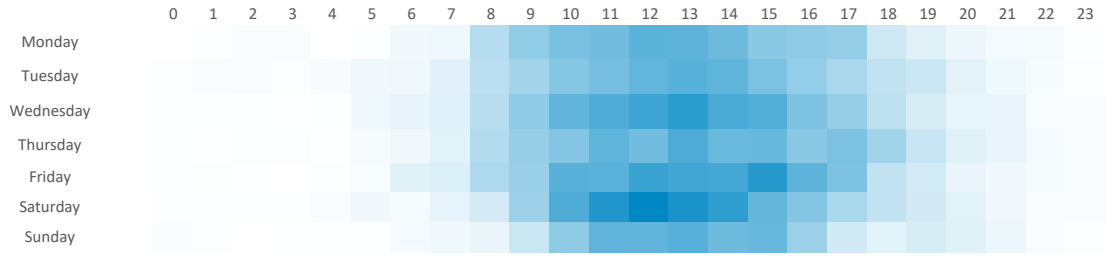
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Albion

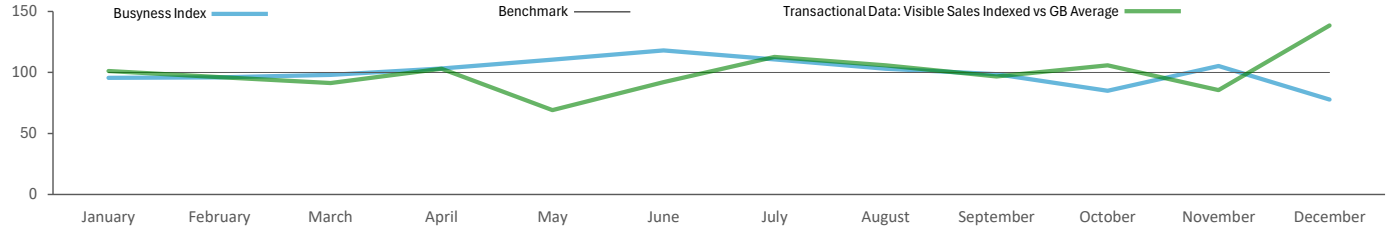
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Time of Day/Day of Week



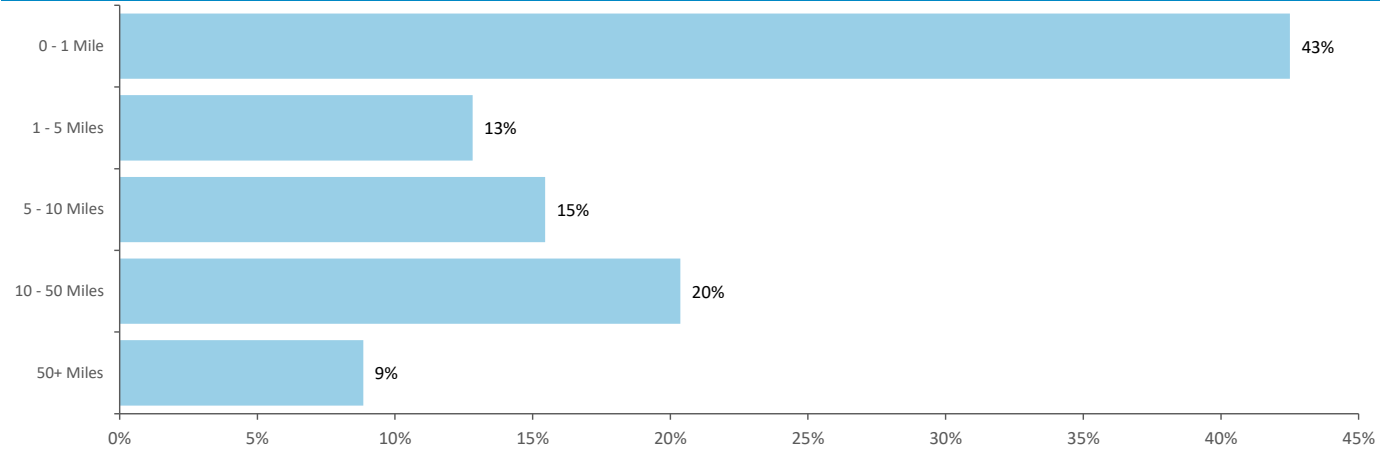
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



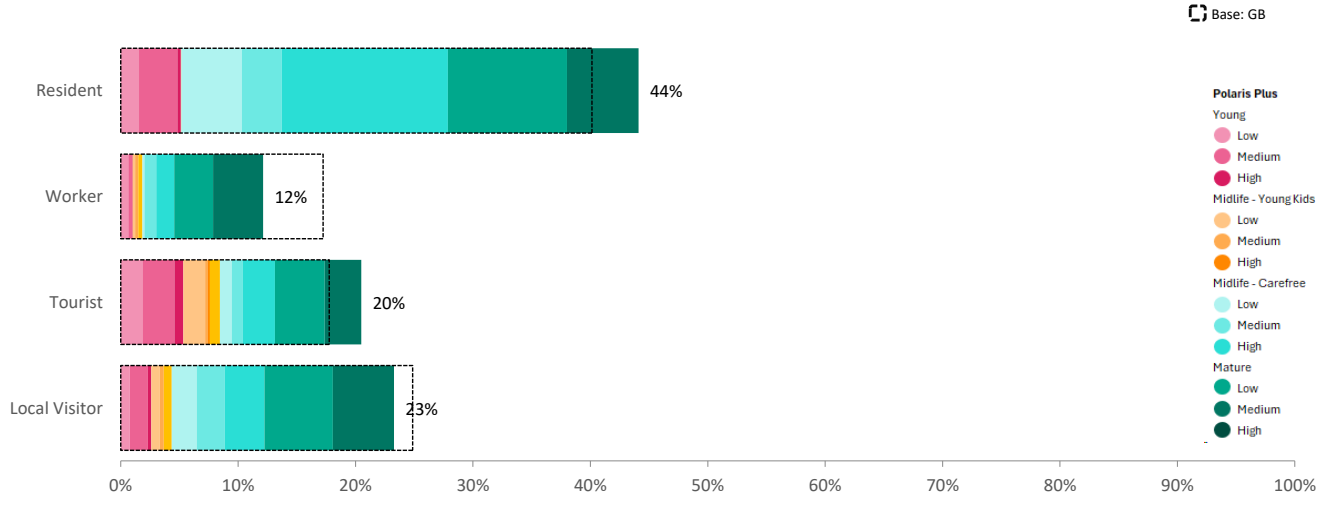
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



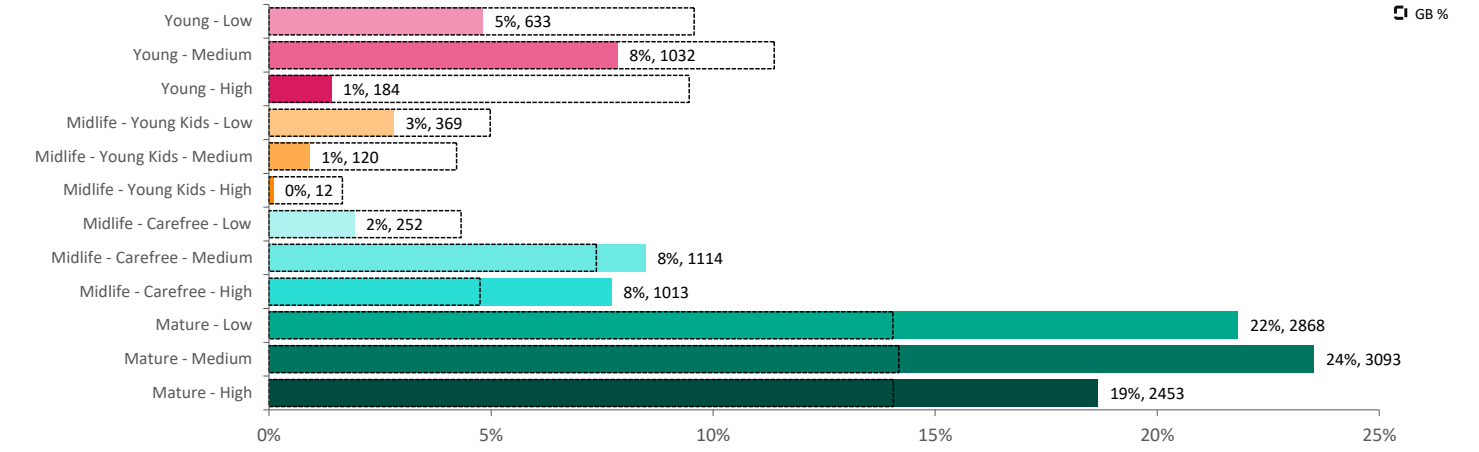
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Albion

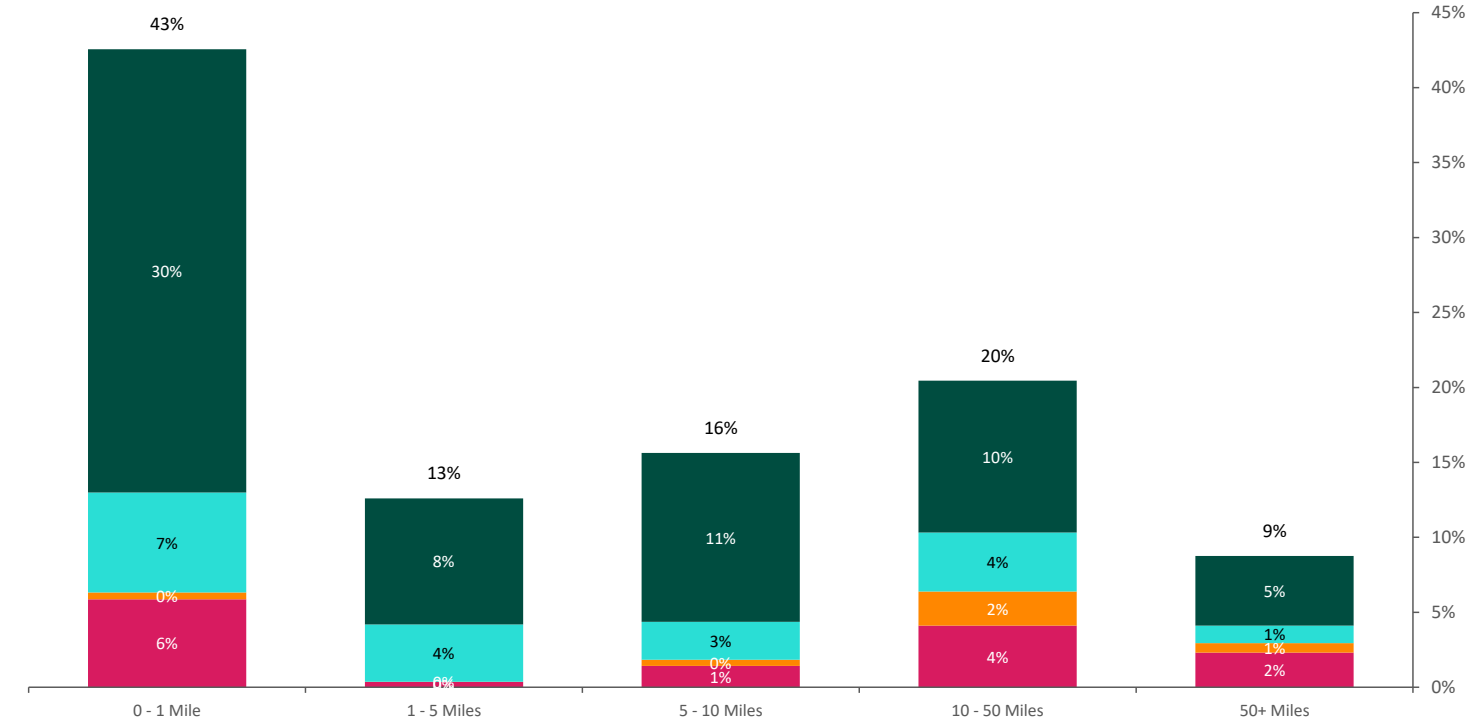
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Polaris Plus Profile



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



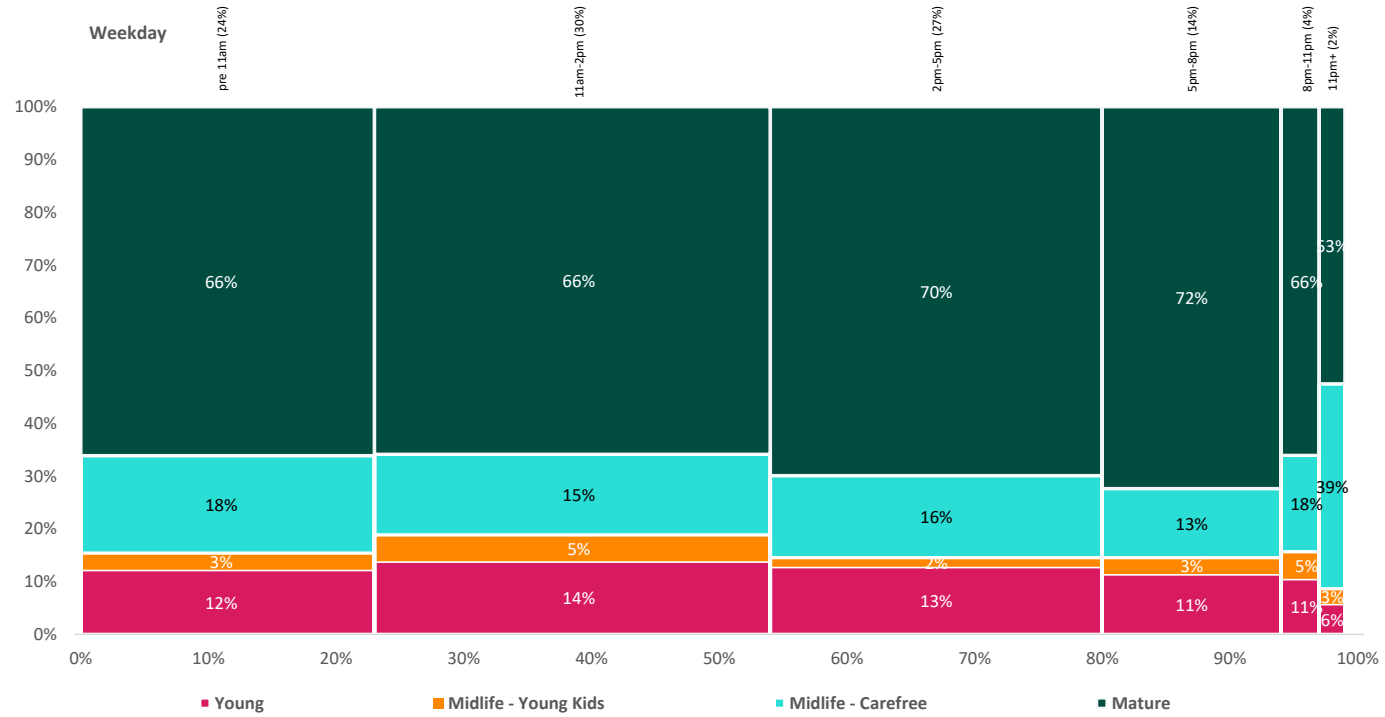
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Albion

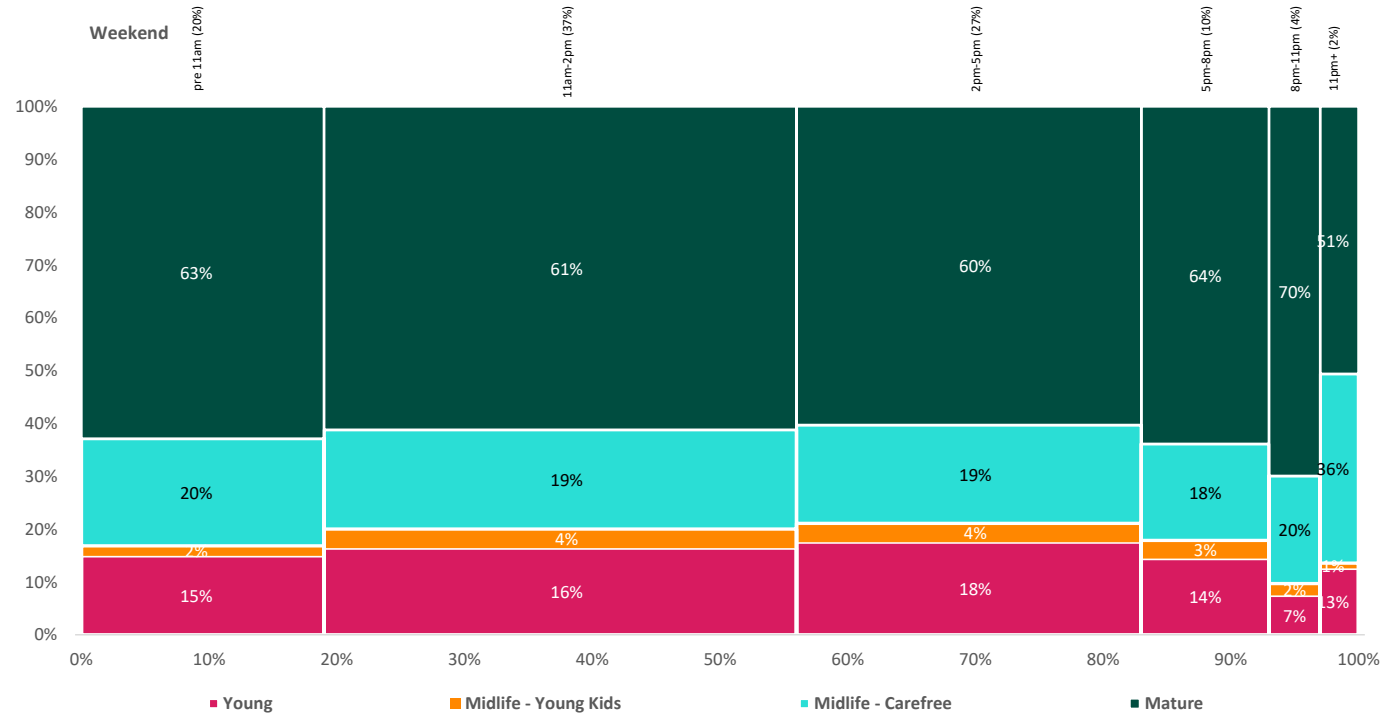
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,204	2,805	2,594	1,367	334	151	9,455
Midlife - Carefree	616	653	576	247	92	112	2,297
Midlife - Young Kids	105	212	63	58	26	8	473
Young	408	590	476	216	53	17	1,760
All	3,334	4,259	3,710	1,889	505	288	13,985

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



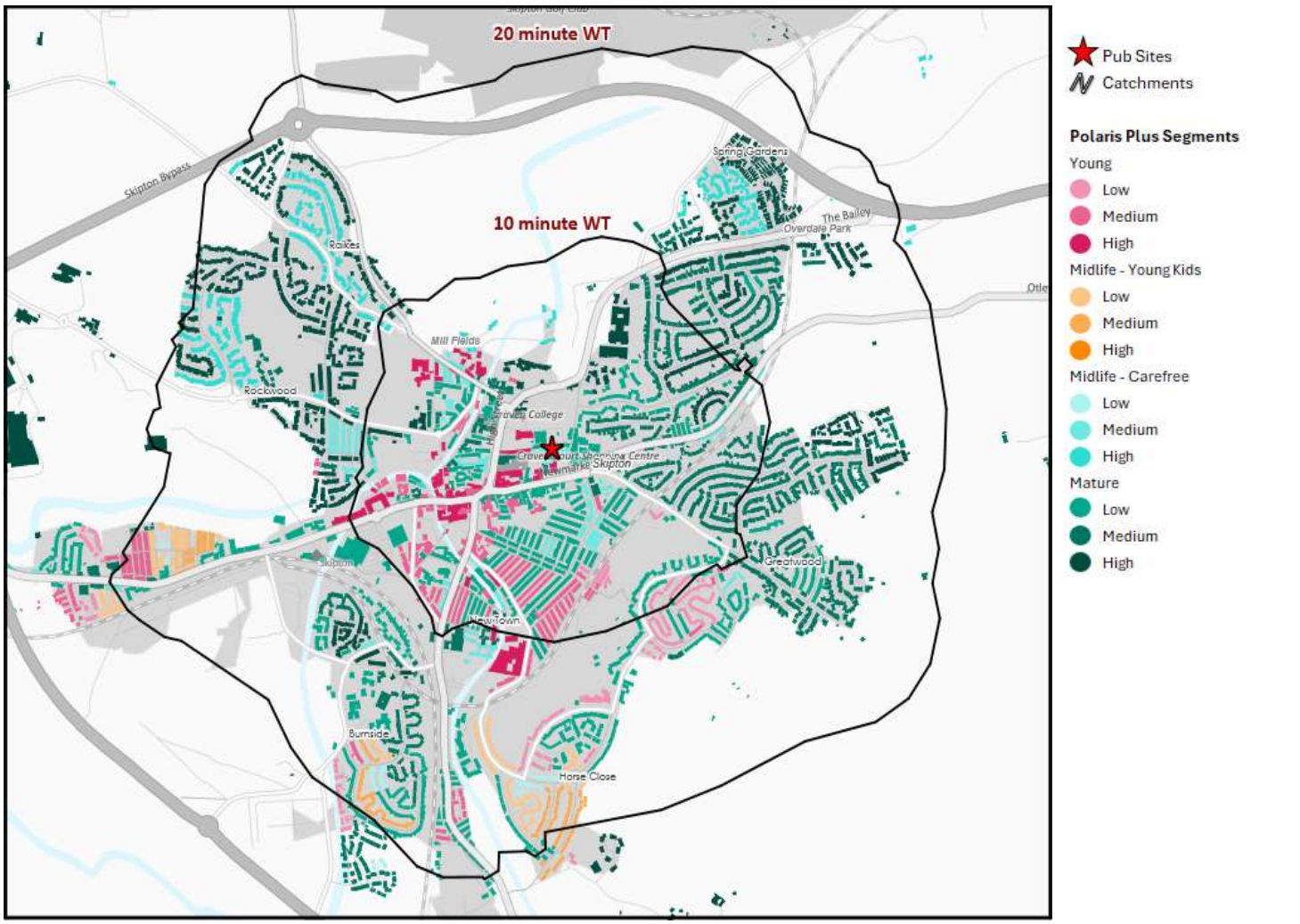
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	658	1,208	886	340	149	57	3,298
Midlife - Young Kids	212	371	274	97	43	40	1,039
Midlife - Carefree	20	72	52	18	5	1	168
Mature	157	324	258	77	16	14	845
All	1,047	1,975	1,471	532	213	112	5,349

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

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Polaris Plus Summary - Albion

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	9	561	3,864	2	45	40
Medium	979	1,307	8,751	195	93	80
High	393	513	1,548	129	60	23
Midlife - Young Kids						
Low	0	416	7,986	0	58	143
Medium	0	411	3,151	0	73	72
High	0	0	35	0	0	3
Midlife - Carefree						
Low	0	112	2,029	0	21	48
Medium	287	602	4,033	88	66	57
High	19	523	6,851	9	89	151
Mature						
Low	1,751	3,385	19,292	284	195	143
Medium	943	2,964	19,437	132	147	125
High	112	1,950	21,096	16	101	141
Not Private Households	72	72	1,415	147	52	133
Total	4,565	12,816	99,488			

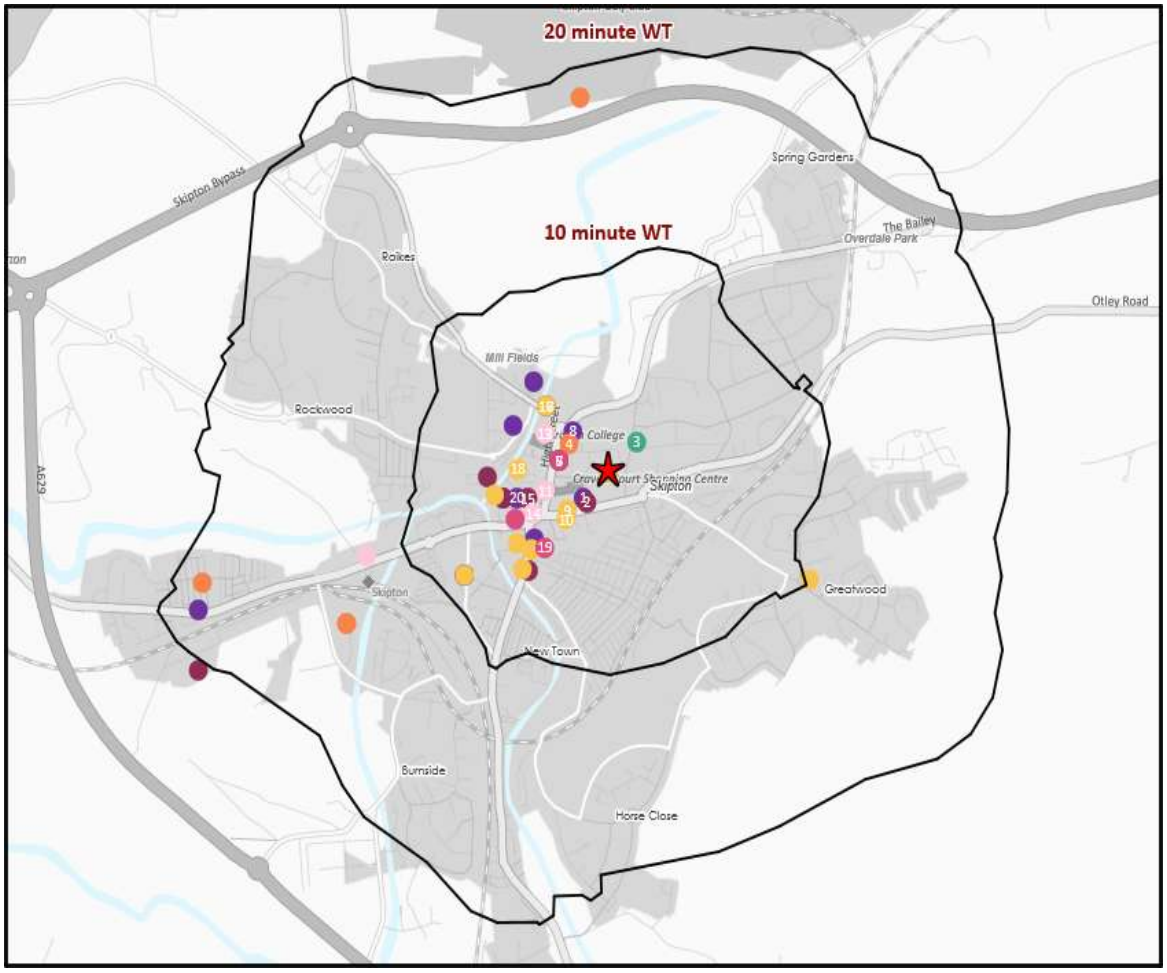
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CGA Summary - Albion

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Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Albion	BD23 1EL	Star Pubs & Bars	Mainstream	5.8%	74.6%	0.00
1	Skipton Balti	BD23 1DD	Independent Free	Restaurant	1.0%	67.0%	0.07
2	Boutique 25	BD23 2JE	Independent Free	Premium	0.8%	63.1%	0.07
3	Three Links Club	BD23 1ER	Independent Free	Classic	0.7%	89.8%	0.08
4	Town Hall	BD23 1AH	Independent Free	Leisure	0.0%	0.0%	0.10
5	Red Lion	BD23 1DT	Greene King	Family Pub Dining	5.2%	44.3%	0.10
6	Ovino Lounge	BD23 1DT	Loungers	Premium	11.1%	58.1%	0.10
7	Le Bistro Des Amis	BD23 1DT	Independent Free	Restaurant	3.2%	29.3%	0.10
8	Pizza Express	BD23 1AJ	Pizza Express Restaurants Ltd	Restaurant	4.7%	38.6%	0.11
9	Early Doors	BD23 2HX	Independent Free	Mainstream	0.4%	59.9%	0.11
10	Devonshire	BD23 2HR	Wetherspoons GB	Mainstream	13.9%	48.3%	0.12
11	Le Caveau	BD23 1JJ	Independent Free	Great Pub Great Food	2.4%	54.1%	0.13
12	Alexanders Bar And Kitchen	BD23 1JZ	Independent Free	Great Pub Great Food	3.7%	23.3%	0.15
13	Black Horse	BD23 1JZ	Stonegate Pub Company	Mainstream	4.1%	31.4%	0.15
14	Woolly Sheep Inn	BD23 1HY	Timothy Taylor	Great Pub Great Food	19.1%	34.6%	0.17
15	V.Sq	BD23 1JF	Independent Free	Premium	2.7%	41.6%	0.17
16	Castle Inn	BD23 1NJ	Star Pubs & Bars	Mainstream	0.0%	0.0%	0.18
17	Two Sisters Bar and Kitchen	BD23 1NJ	Independent Free	Premium	12.2%	45.9%	0.18
18	Royal Shepherd	BD23 1LB	Stonegate Pub Company	Mainstream	1.9%	24.5%	0.19
19	Town House	BD23 2LR	Independent Free	Family Pub Dining	0.0%	0.0%	0.19
20	Narrow Boat	BD23 1JE	Market Town Taverns	Restaurant	7.0%	56.3%	0.19

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Albion

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,565	12,816	99,488
Number of Competition Pubs	35	44	249
Adults 18+ per Competition Pub	130	291	400

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	392	8.6%	109
Family Pub Dining	3	450	9.9%	108
Great Pub Great Food	3	693	15.2%	91
Leisure	1	439	9.6%	96
Mainstream	11	728	16.0%	114
Premium	7	659	14.4%	101
Restaurant	9	981	21.5%	93
Super Premium	0	149	3.3%	83

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	1,001	7.8%	100
Family Pub Dining	3	1,213	9.5%	104
Great Pub Great Food	4	2,177	17.0%	101
Leisure	5	1,302	10.2%	101
Mainstream	12	1,906	14.9%	107
Premium	9	1,839	14.4%	100
Restaurant	10	2,845	22.2%	96
Super Premium	0	456	3.6%	91

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	33	7,577	7.6%	97
Family Pub Dining	7	9,060	9.1%	100
Great Pub Great Food	27	17,292	17.4%	104
Leisure	46	10,175	10.2%	102
Mainstream	45	14,080	14.2%	101
Premium	45	13,953	14.0%	98
Restaurant	43	22,269	22.4%	97
Super Premium	3	3,645	3.7%	93

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Glossary

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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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
Product needs	• 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**

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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.



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