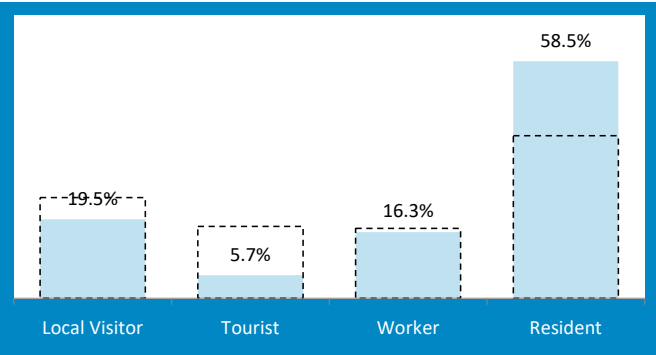
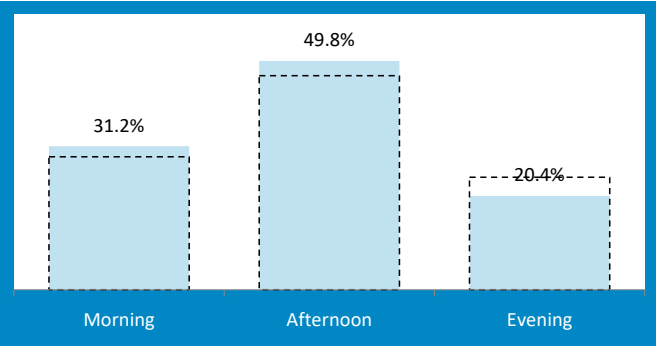
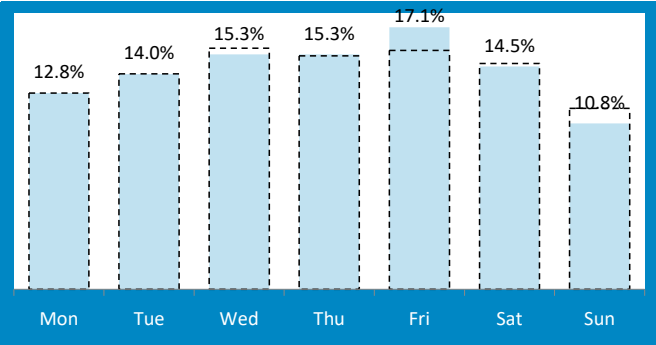


Number Thirty Three

Area Quick Stats

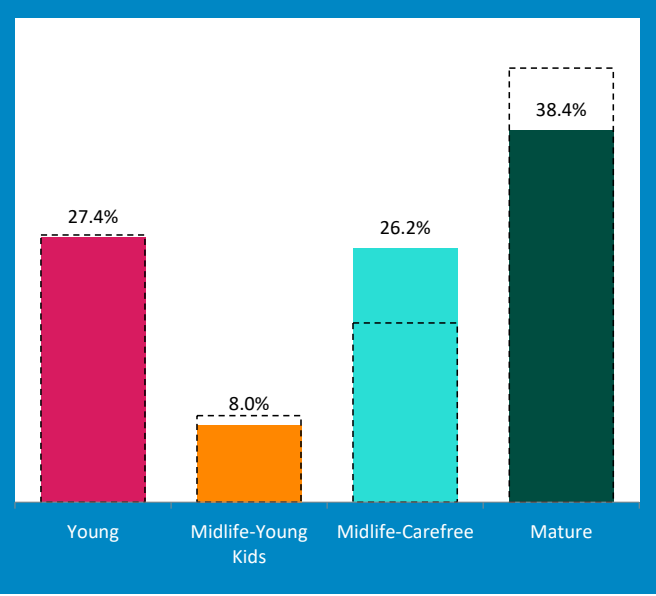
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		7,020	5,344
Adult Pop		5,721	4,529
Affluence	Low	20%	33%
	Medium	57%	38%
	High	22%	27%
Young		18%	28%
Midlife Young Kids		9%	11%
Midlife Carefree		25%	16%
Mature		47%	44%
Competition Count		15	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£12	£30
Average Distance Travelled in miles	5	27



Catchment Summary - Number Thirty Three

Over GB Average

Around GB Average

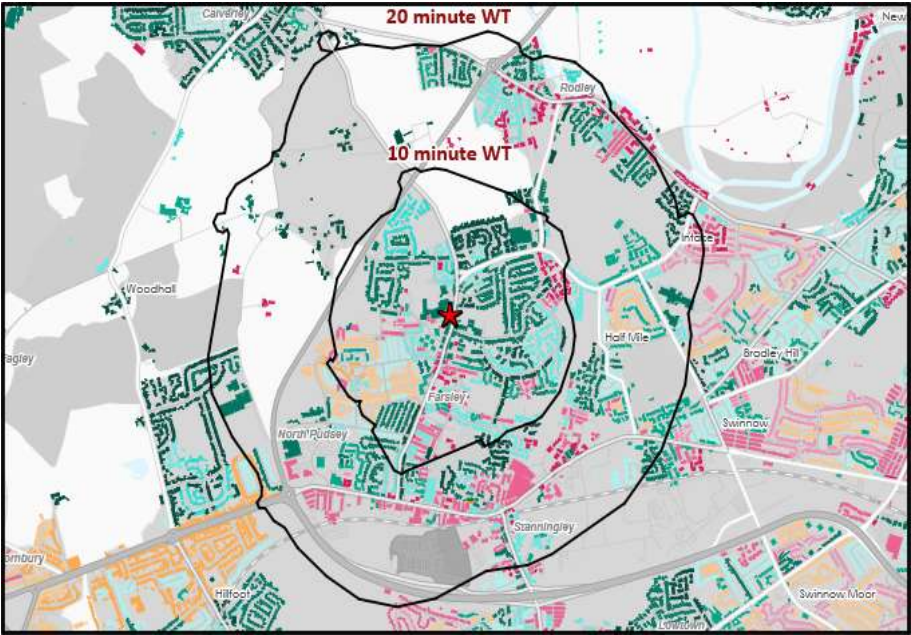
Under GB Average

*WT= Walktime

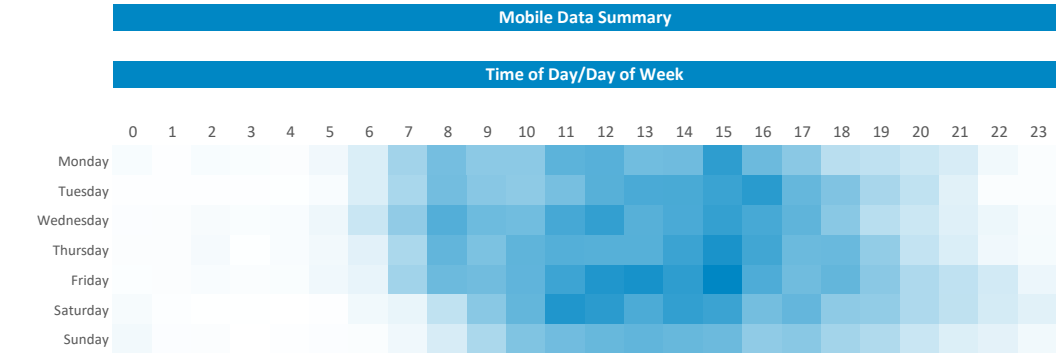
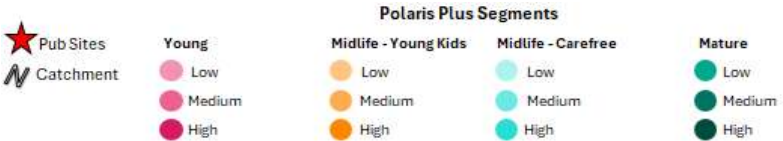
**DT= Drivetime

		Catchment Size (Counts)		
		10 min WT*	20 min WT*	20 min DT**
Population		7,020	15,183	799,084
Adults 18+		5,721	12,328	623,146
Competition Pubs		15	33	1,156
Adults 18+ per Competition Pub		381	374	539
% Adults Likely to Drink		82.0%	82.0%	75.0%
Affluence	Low	19.7%	24.1%	43.9%
	Medium	56.7%	56.6%	38.0%
	High	21.8%	18.4%	17.3%
*Affluence does not include Not Private Households				
Mean Net Disposable income (Epa)		£25,499	£23,753	£19,571
Age Profile	18-24	389	1,008	110,055
	25-34	1,063	2,733	124,930
	35-44	1,041	2,317	111,698
	45-64	1,804	3,693	167,909
	65+	1,424	2,577	108,554

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
131	77	188
Pop. & Adl. 18+ index based on all pubs		
126	75	183
35	32	148
56	55	79
103	103	94
59	73	132
148	148	99
79	67	63
113	105	87
65	78	162
112	133	116
110	113	104
102	97	84
105	88	71



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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	1,012	3,292	244,878	64	96	141
Midlife - Young Kids	499	815	115,825	80	61	170
Midlife - Carefree	1,442	2,718	70,333	160	140	72
Mature	2,665	5,400	186,972	105	99	68
Not Private Households	103	103	5,138	14,880	6,905	6,815
Total	5,721	12,328	623,146			



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Per Pub - Number Thirty Three

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

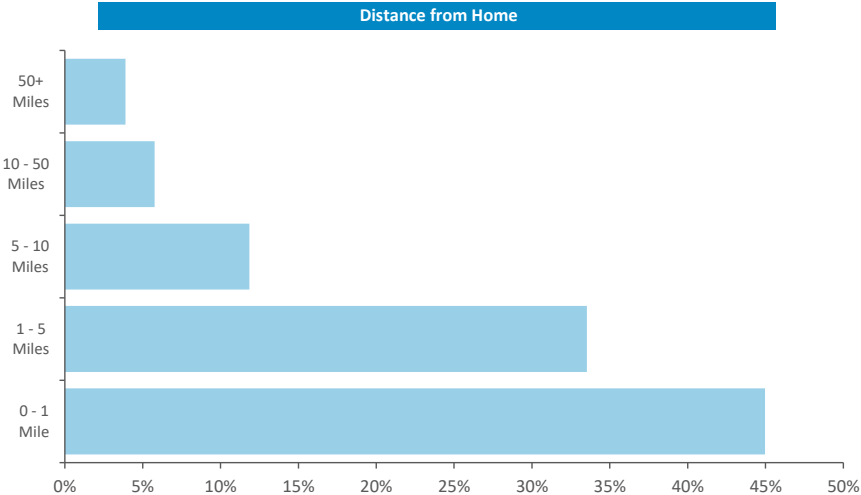
Adults 18+	5,721	12,328	623,146
Number of Competition Pubs	15	33	1,156
Adults 18+ per Competition Pub	381	374	539

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	395	6.9%	88
Family Pub Dining	0	493	8.6%	95
Great Pub Great Food	0	989	17.3%	103
Leisure	2	585	10.2%	102
Mainstream	6	787	13.8%	99
Premium	1	843	14.7%	103
Restaurant	5	1,301	22.8%	99
Super Premium	0	225	3.9%	100

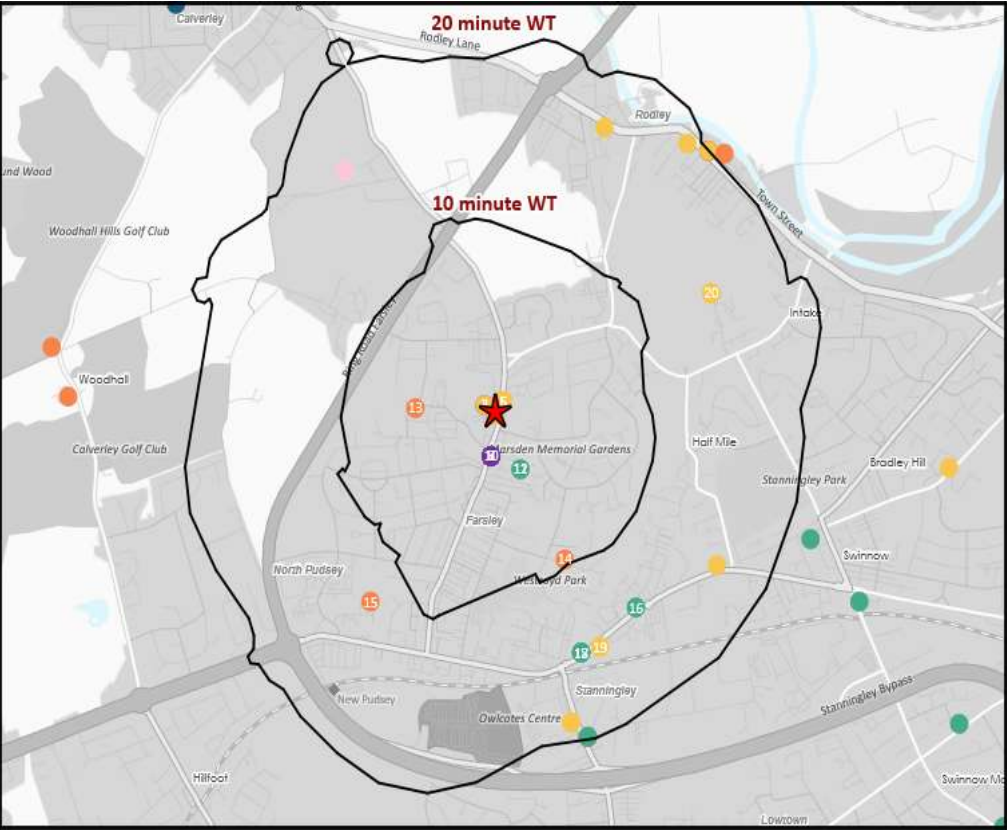
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	938	7.6%	97
Family Pub Dining	0	1,108	9.0%	99
Great Pub Great Food	0	2,043	16.6%	99
Leisure	4	1,243	10.1%	100
Mainstream	16	1,776	14.4%	103
Premium	2	1,827	14.8%	104
Restaurant	6	2,815	22.8%	99
Super Premium	0	474	3.8%	98

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	263	62,033	10.0%	127
Family Pub Dining	41	62,932	10.1%	111
Great Pub Great Food	58	91,344	14.7%	88
Leisure	185	61,085	9.8%	98
Mainstream	209	93,954	15.1%	108
Premium	140	84,706	13.6%	95
Restaurant	239	141,401	22.7%	99
Super Premium	20	20,538	3.3%	84



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Competition - Number Thirty Three



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Grumpys	LS28 5UJ	Independent Free	Restaurant	15.5%	0.03
2	Saint Jude	LS28 5HX	Independent Free	Premium	15.2%	0.00
3	Amity Brew Co	LS28 5UJ	Independent Free	Mainstream	10.2%	0.03
11	Old Hall	LS28 5EU	Marston's	Mainstream	9.9%	0.14
5	Fleece	LS28 5LF	Greene King	Mainstream	9.1%	0.04
6	Bay Horse Inn	LS28 5LF	Stonegate Pub Company	Mainstream	8.7%	0.04
8	Olive And Feta	LS28 5LD	Independent Free	Restaurant	8.5%	0.10
19	Thai Sun	LS28 6ES	Independent Free	Mainstream	6.9%	0.60
0	Number Thirty Three	LS28 5HX	Star Pubs & Bars	Mainstream	4.3%	0.00
16	Jug and Barrel	LS28 6EZ	Greene King	Classic	3.8%	0.57
12	Farsley Working Mens Club	LS28 5EU	Independent Free	Classic	2.9%	0.14
13	Farsley Cricket Blinghockey Club	LS28 5JE	Independent Free	Leisure	2.6%	0.20
17	Old Crown	LS28 6ER	*Other Small Retail Groups	Classic	2.3%	0.59
20	Clubhouse	LS13 1PA	Independent Free	Mainstream	0.0%	0.61
1	Farsley Conservative Club	LS28 5HX	Independent Free	Mainstream	0.0%	0.00
7	Village Bar and Bistro	LS28 5LD	Independent Free	Restaurant	0.0%	0.10
9	Deeva Restaurant	LS28 5LD	Independent Free	Restaurant	0.0%	0.10
10	Esis Grill And Bar	LS28 5LD	Independent Free	Restaurant	0.0%	0.10
14	Farsley Celtic Social and Rec Athl	LS28 5BE	Independent Free	Leisure	0.0%	0.38
15	Civic Hall	LS28 5TA	Independent Free	Leisure	0.0%	0.53
18	Travellers Rest	LS28 6ER	Unknown	Classic	0.0%	0.59

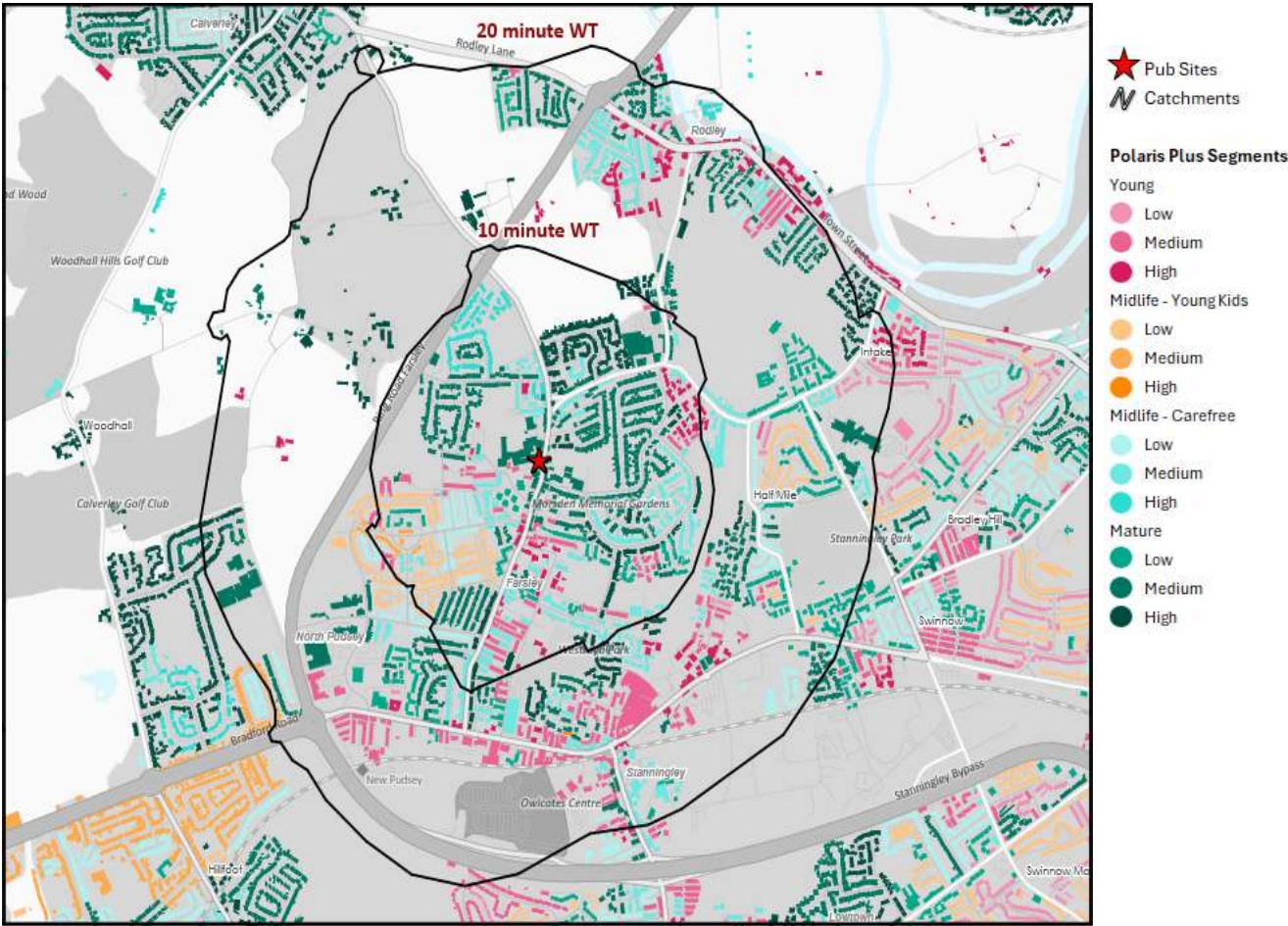
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Number Thirty Three

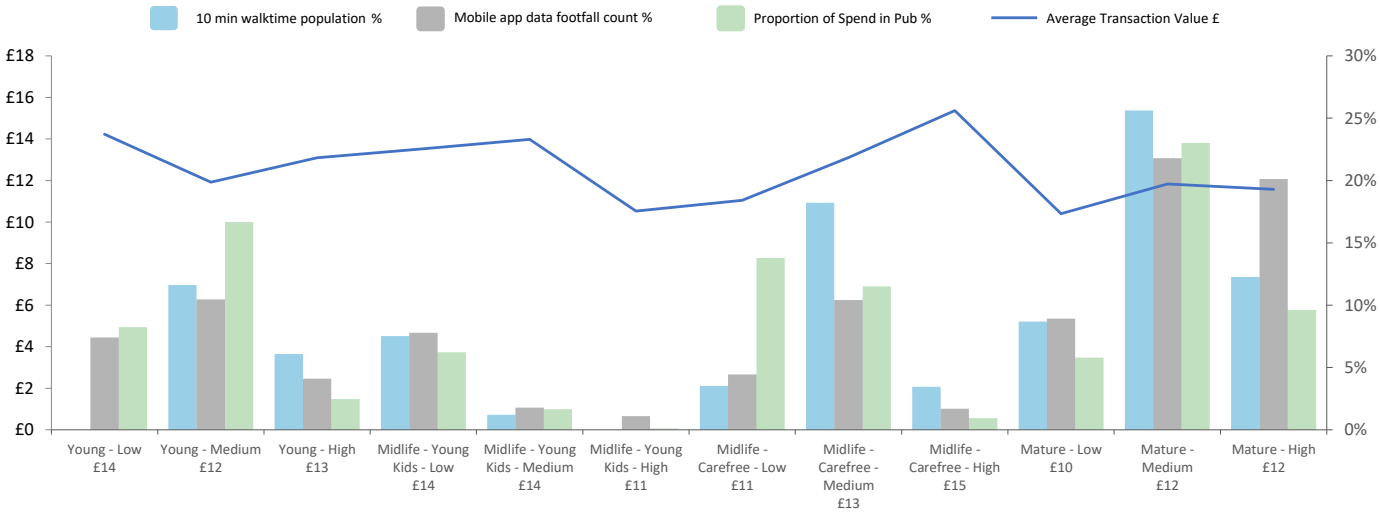


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
74216	Number Thirty Three	LS28 5HX	Star Pubs & Bars	Mainstream	5



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Number Thirty Three

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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	7,020	15,183	799,084	131	77	188
Adults 18+	5,721	12,328	623,146	126	75	183
Competition Pubs	15	33	1,156	35	32	148
Adults 18+ per Competition Pub	381	374	539	56	55	79
% Adults Likely to Drink	82.0%	82.0%	75.0%	103	103	94

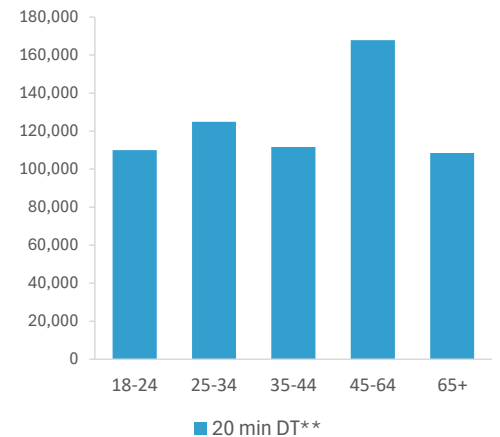
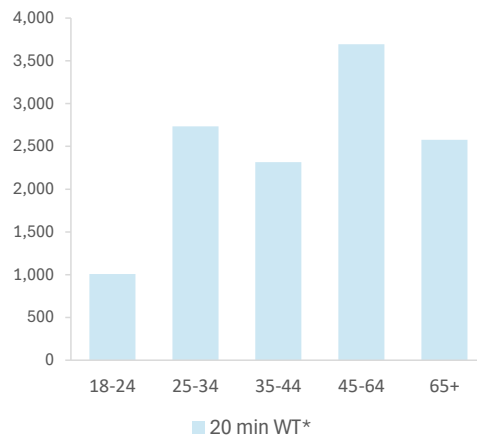
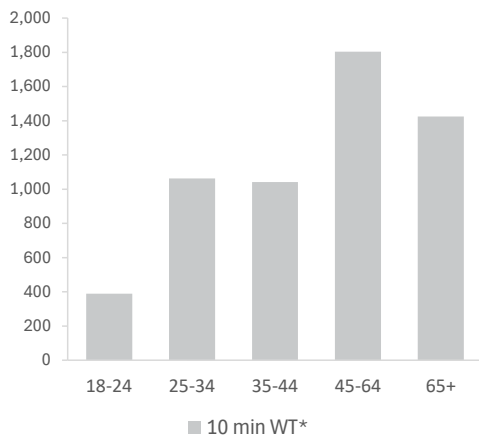
Population & Adults 18+ index is based on all pubs

Affluence	Low	19.7%	24.1%	43.9%	59	73	132
	Medium	56.7%	56.6%	38.0%	148	148	99
	High	21.8%	18.4%	17.3%	79	67	63

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£25,499	£23,753	£19,571	113	105	87
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Age Profile	18-24	389	1,008	110,055	65	78	162
	25-34	1,063	2,733	124,930	112	133	116
	35-44	1,041	2,317	111,698	110	113	104
	45-64	1,804	3,693	167,909	102	97	84
	65+	1,424	2,577	108,554	105	88	71

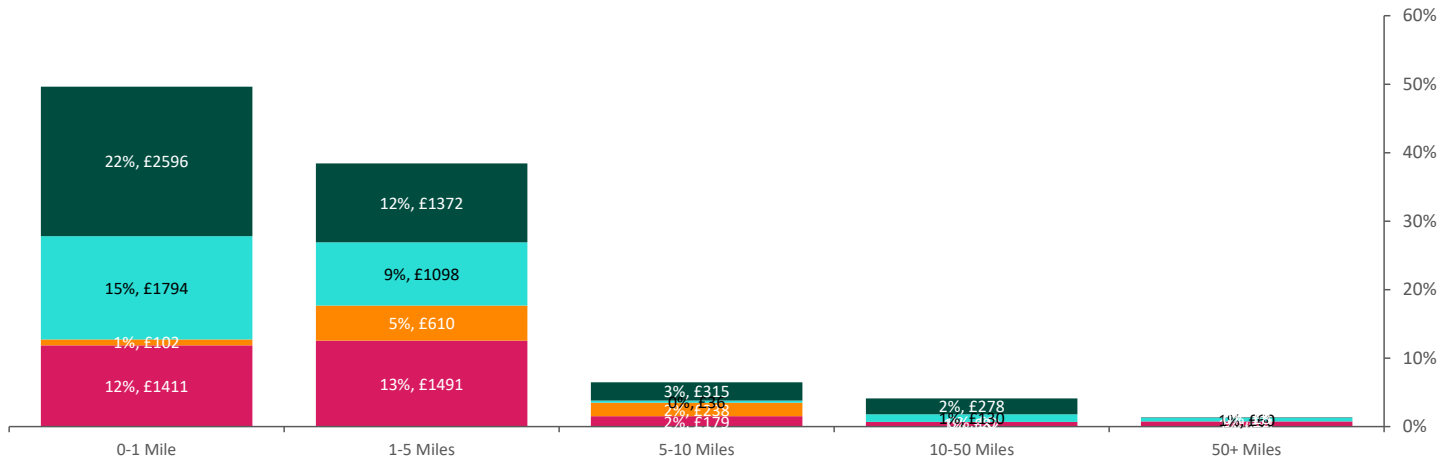


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,333 (47%)	7,319 (48%)	394,934 (49%)	97	98	101
	Female	3,687 (53%)	7,864 (52%)	404,150 (51%)	103	102	99
Economic Status (16+)	Employed: Full-time	2,477 (42%)	5,685 (45%)	207,676 (32%)	125	133	95
	Employed: Part-time	709 (12%)	1,474 (12%)	75,185 (12%)	102	98	98
	Self employed	509 (9%)	1,053 (8%)	48,435 (8%)	94	90	81
	Unemployed	105 (2%)	260 (2%)	21,211 (3%)	65	75	120
	Full-time student	68 (1%)	161 (1%)	25,463 (4%)	46	51	159
	Retired	1,410 (24%)	2,580 (21%)	106,019 (16%)	111	94	76
	Other	564 (10%)	1,359 (11%)	159,706 (25%)	54	61	140
Total Worker Count		861	8,764	340,433			

See the Glossary page for further information on the above variables

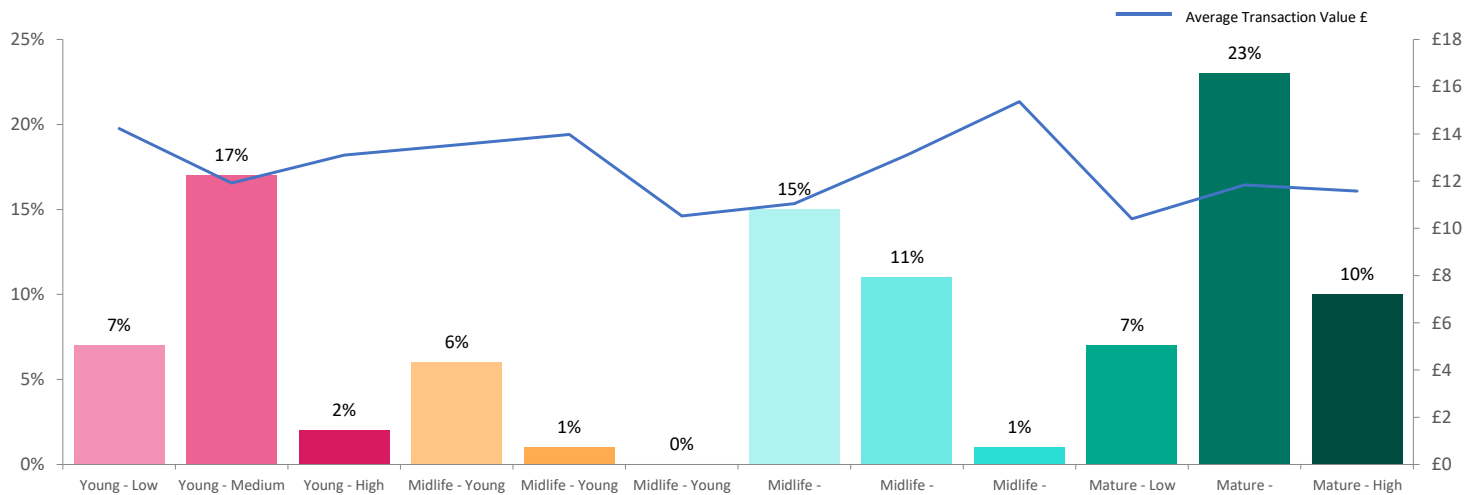
Transactional Data Summary - Number Thirty Three

Spend by Polaris and Distance from Home



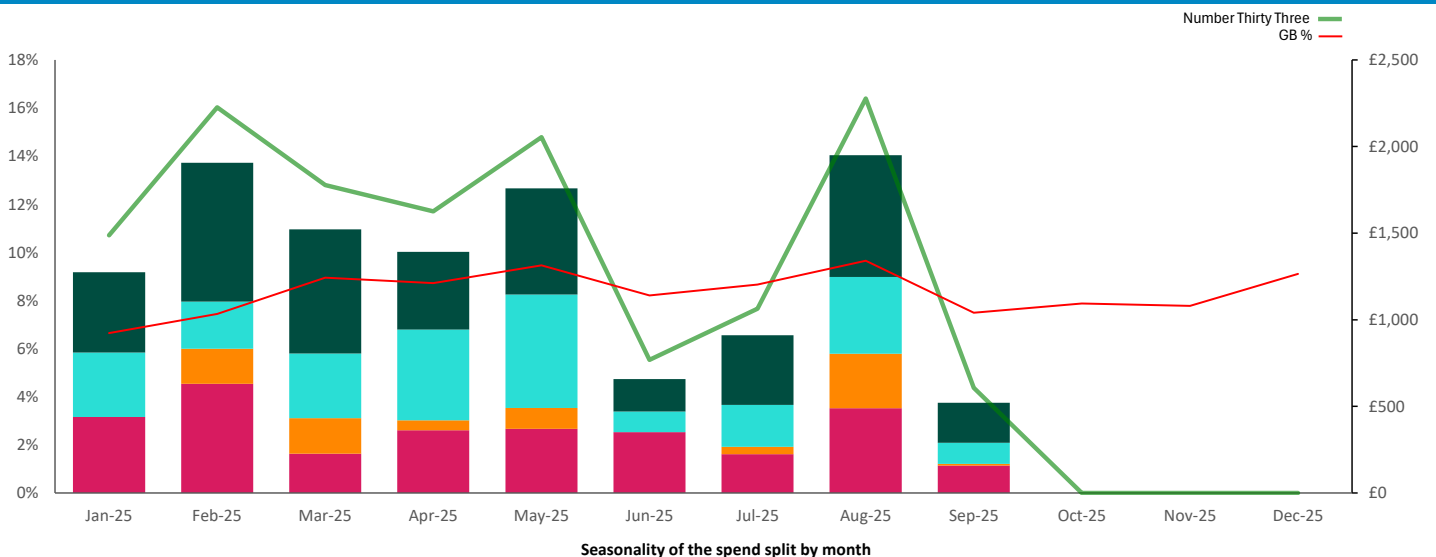
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

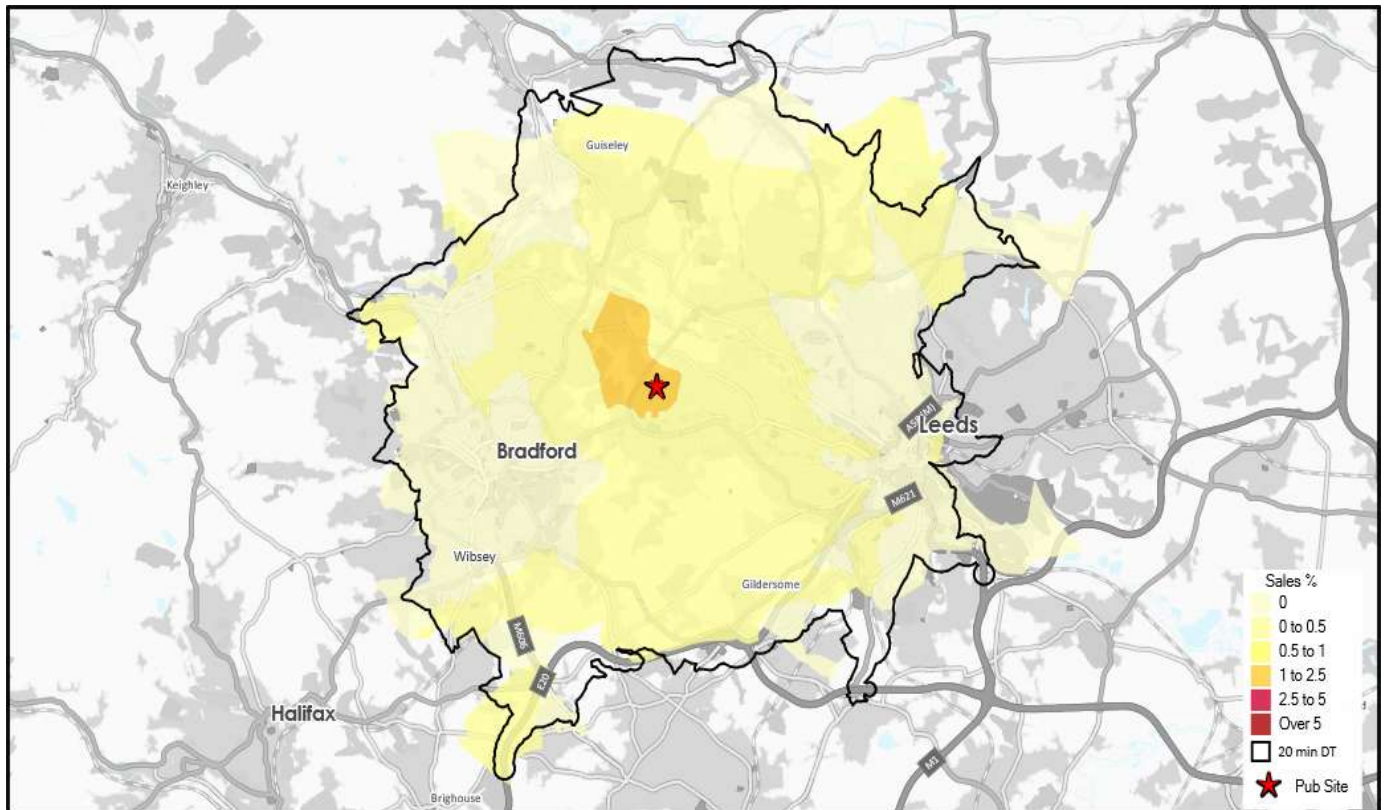


Seasonality of the spend split by month

Transactional Data Maps - Number Thirty Three

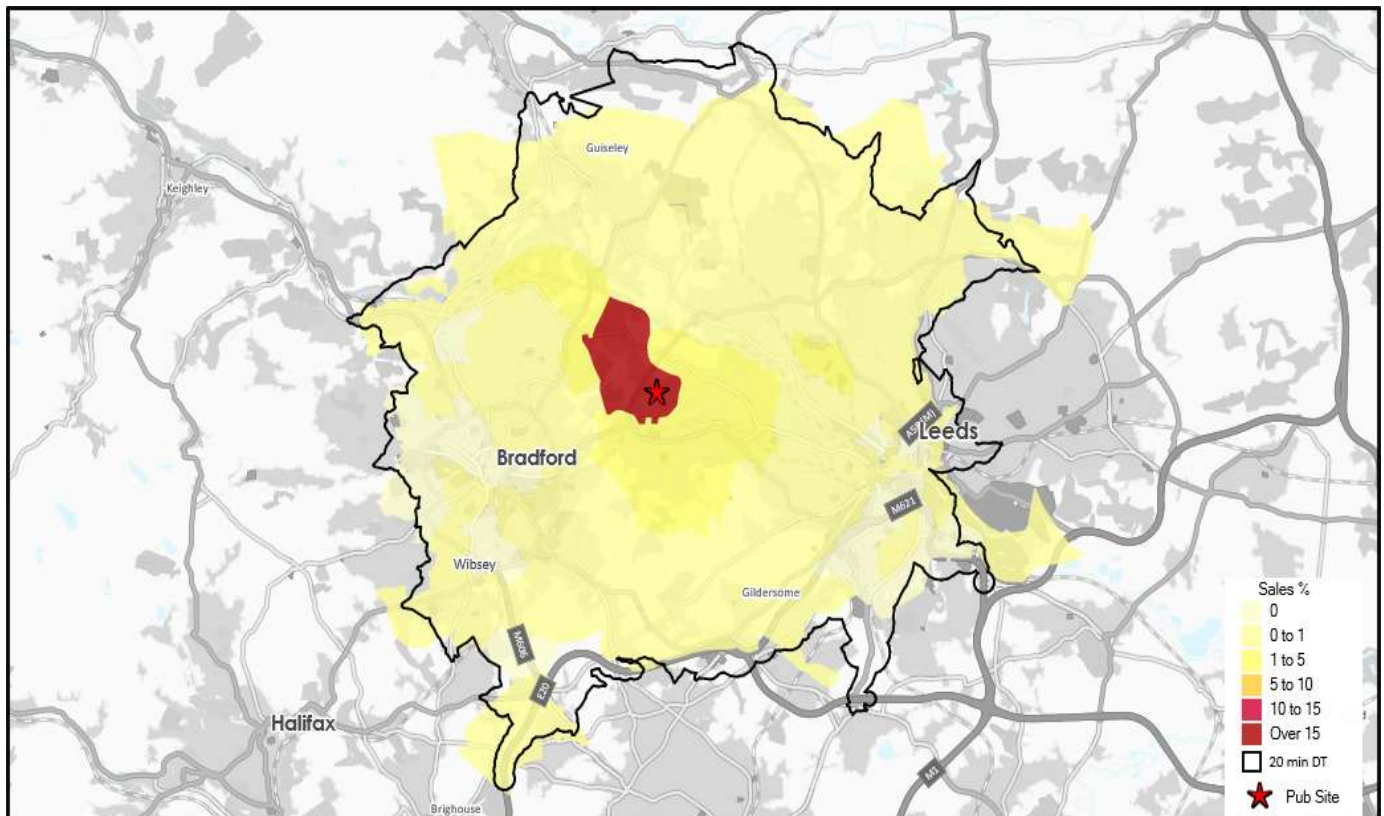
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Number Thirty Three Share of Spend from Postcode Sectors within 20 minute Drive



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

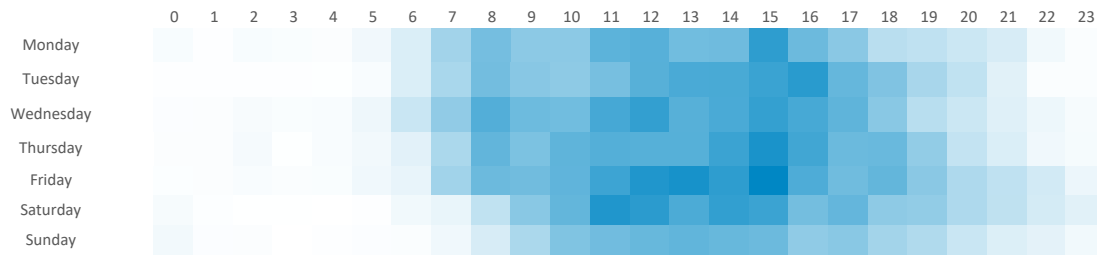
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Number Thirty Three



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

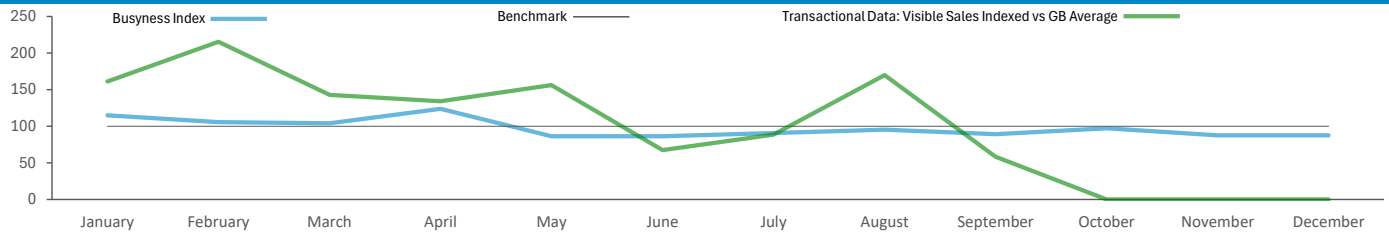
Mobile Data Summary - Number Thirty Three

Time of Day/Day of Week



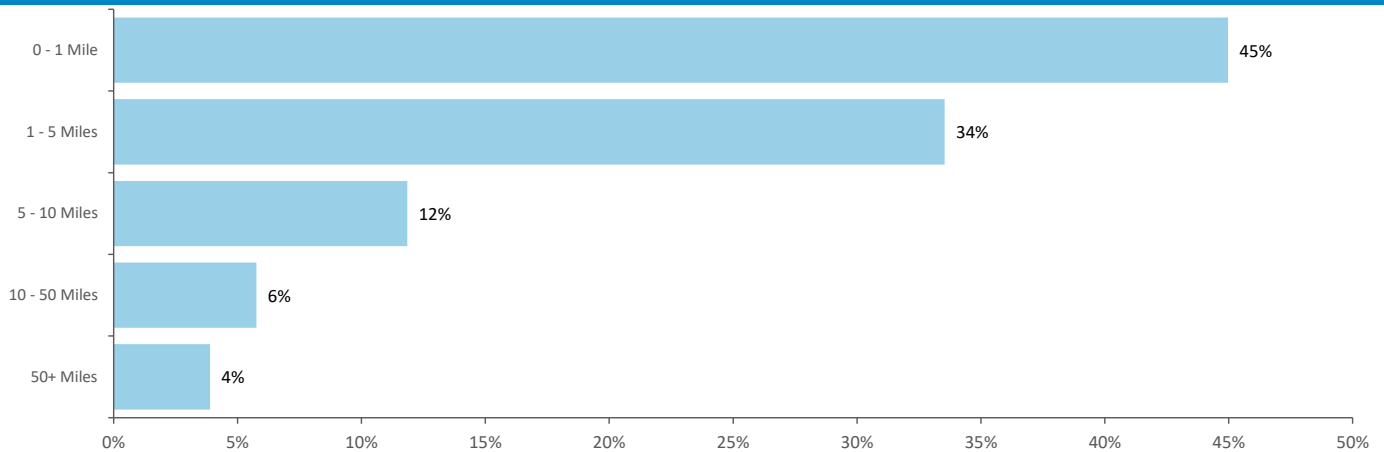
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

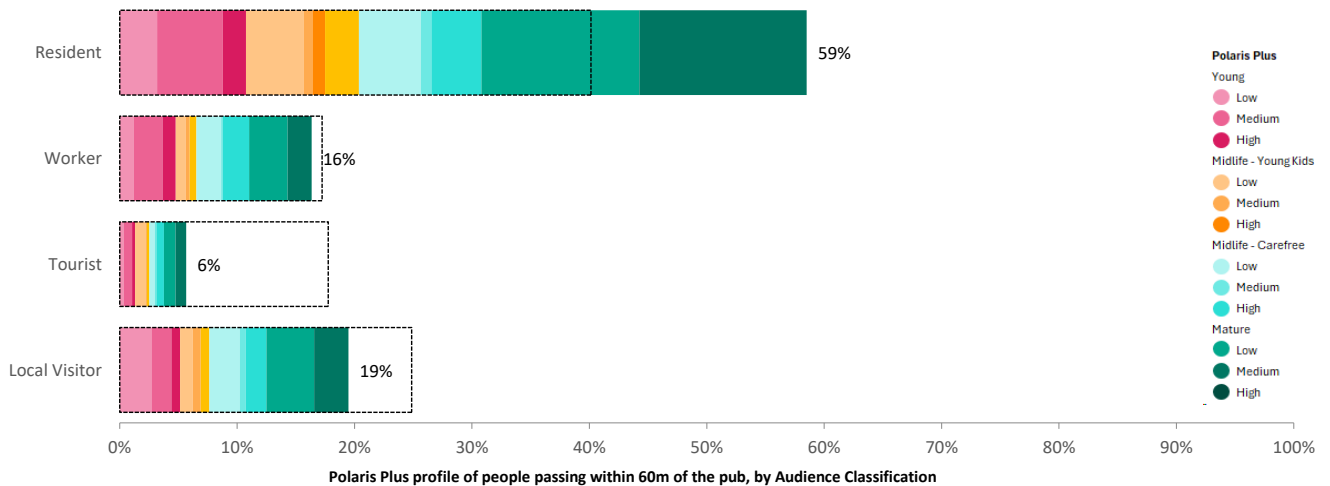
Distance from Home



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

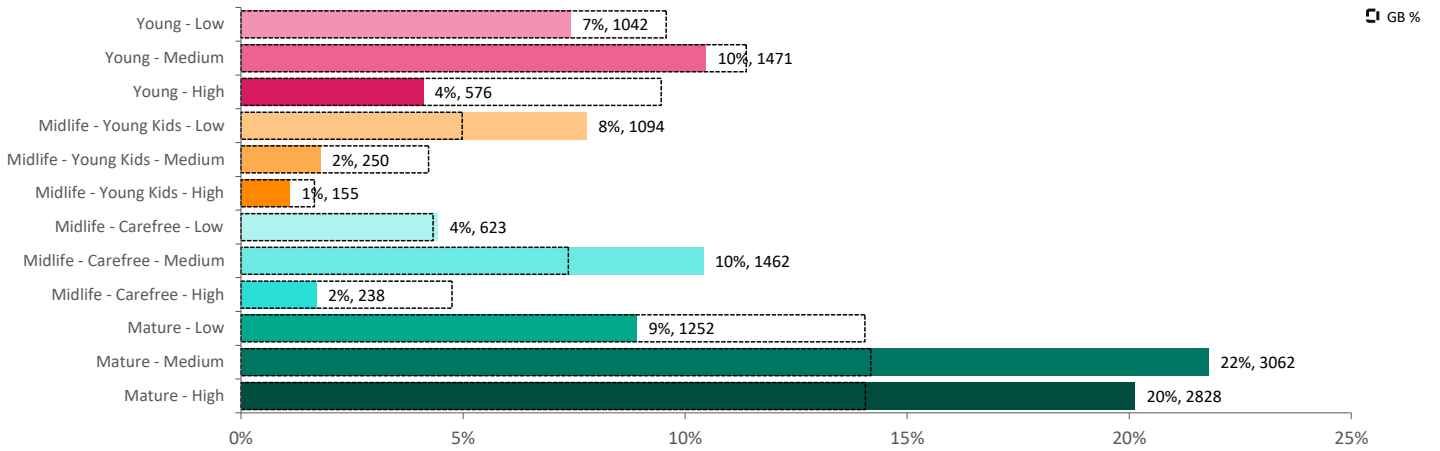
Audience Classification by Polaris Plus

Base: GB



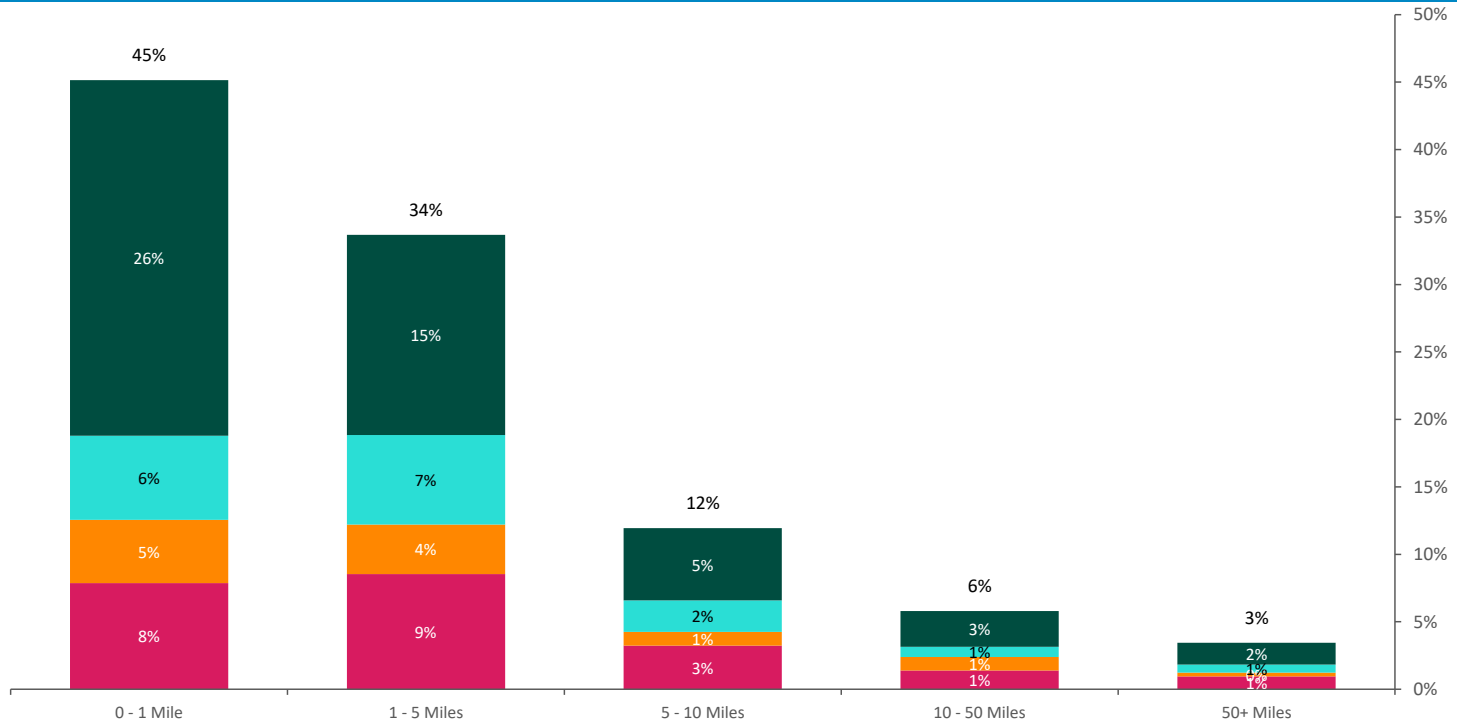
Mobile Data Summary - Number Thirty Three

Polaris Plus Profile



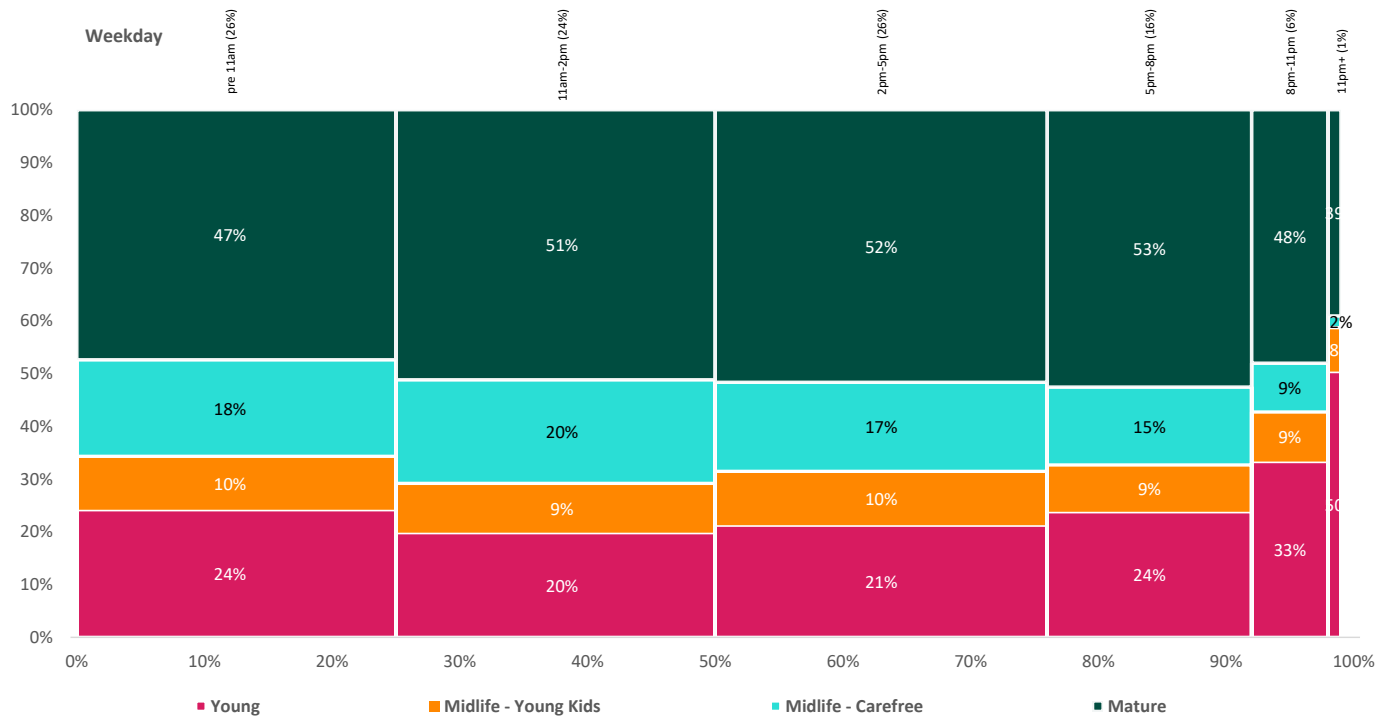
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



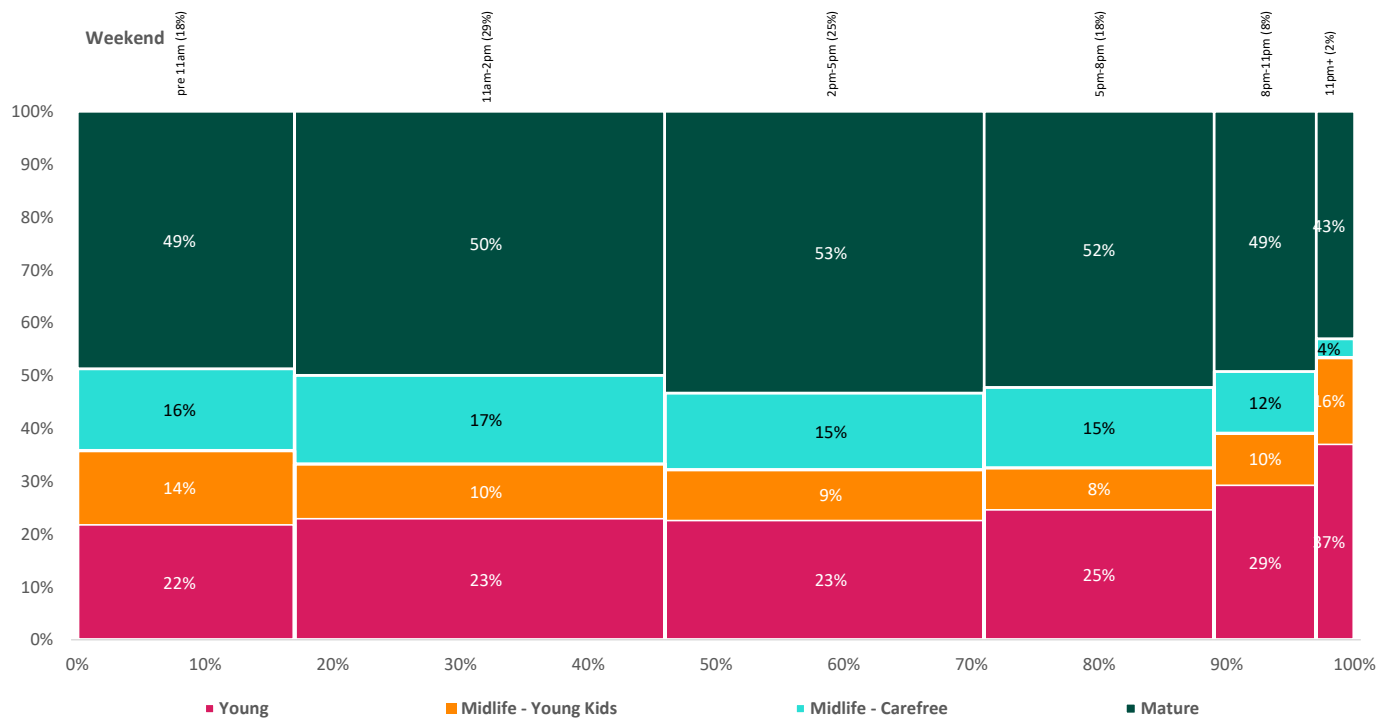
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,649	1,659	1,833	1,150	359	76	6,726
Midlife - Carefree		639	637	599	323	69	4	2,270
Midlife - Young Kids		352	303	363	195	70	16	1,298
Young		842	642	754	520	249	99	3,106
All		3,482	3,241	3,548	2,187	747	196	13,401

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		396	652	607	423	183	48	2,311
Midlife - Young Kids		127	220	166	124	44	4	684
Midlife - Carefree		113	133	108	63	36	18	472
Mature		178	301	259	201	110	42	1,091
All		815	1,306	1,141	811	373	112	4,557

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

Polaris Plus Summary - Number Thirty Three



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	202	98,078	0	17	160
Medium	664	2,064	113,595	105	152	166
High	348	1,026	33,205	91	125	80
Midlife - Young Kids						
Low	430	739	81,518	134	107	234
Medium	69	69	33,748	27	13	122
High	0	7	559	0	5	8
Midlife - Carefree						
Low	202	514	40,397	83	98	152
Medium	1,042	1,993	20,742	254	226	47
High	198	211	9,194	76	37	32
Mature						
Low	497	1,518	53,773	64	91	64
Medium	1,466	2,857	68,619	163	148	70
High	702	1,025	64,580	81	55	69
Not Private Households	103	103	5,138	168	78	77
Total	5,721	12,328	623,146			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Number Thirty Three



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	Number Thirty Three	LS28 5HX	Star Pubs & Bars	Mainstream	4.3%	89.6%	0.00
1	Farsley Conservative Club	LS28 5HX	Independent Free	Mainstream	0.0%	0.0%	0.00
2	Saint Jude	LS28 5HX	Independent Free	Premium	15.2%	82.8%	0.00
3	Amity Brew Co	LS28 5UJ	Independent Free	Mainstream	10.2%	74.0%	0.03
4	Grumpys	LS28 5UJ	Independent Free	Restaurant	15.5%	70.8%	0.03
5	Fleece	LS28 5LF	Greene King	Mainstream	9.1%	91.5%	0.04
6	Bay Horse Inn	LS28 5LF	Stonegate Pub Company	Mainstream	8.7%	93.1%	0.04
7	Village Bar and Bistro	LS28 5LD	Independent Free	Restaurant	0.0%	0.0%	0.10
8	Olive And Feta	LS28 5LD	Independent Free	Restaurant	8.5%	92.9%	0.10
9	Deeva Restaurant	LS28 5LD	Independent Free	Restaurant	0.0%	0.0%	0.10
10	Esis Grill And Bar	LS28 5LD	Independent Free	Restaurant	0.0%	0.0%	0.10
11	Old Hall	LS28 5EU	Marston's	Mainstream	9.9%	87.4%	0.14
12	Farsley Working Mens Club	LS28 5JE	Independent Free	Classic	2.9%	94.2%	0.14
13	Farsley Cricket Blinghockey Club	LS28 5JE	Independent Free	Leisure	2.6%	95.7%	0.20
14	Farsley Celtic Social and Rec Athletic Club	LS28 5BE	Independent Free	Leisure	0.0%	0.0%	0.38
15	Civic Hall	LS28 5TA	Independent Free	Leisure	0.0%	0.0%	0.53
16	Jug and Barrel	LS28 6EZ	Greene King	Classic	3.8%	90.4%	0.57
17	Old Crown	LS28 6ER	*Other Small Retail Groups	Classic	2.3%	81.6%	0.59
18	Travellers Rest	LS28 6ER	Unknown	Classic	0.0%	0.0%	0.59
19	Thai Sun	LS28 6ES	Independent Free	Mainstream	6.9%	90.9%	0.60
20	Clubhouse	LS13 1PA	Independent Free	Mainstream	0.0%	6.4%	0.61

* 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

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Number Thirty Three

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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+	5,721	12,328	623,146
Number of Competition Pubs	15	33	1,156
Adults 18+ per Competition Pub	381	374	539

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Premium	2	1,827	14.8%	104
Restaurant	6	2,815	22.8%	99
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	263	62,033	10.0%	127
Family Pub Dining	41	62,932	10.1%	111
Great Pub Great Food	58	91,344	14.7%	88
Leisure	185	61,085	9.8%	98
Mainstream	209	93,954	15.1%	108
Premium	140	84,706	13.6%	95
Restaurant	239	141,401	22.7%	99
Super Premium	20	20,538	3.3%	84

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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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
Product needs	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.	
	