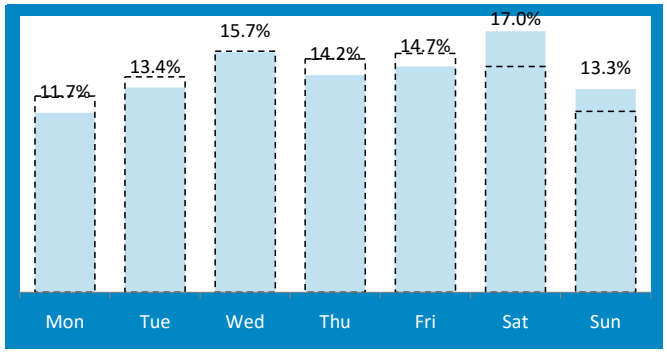
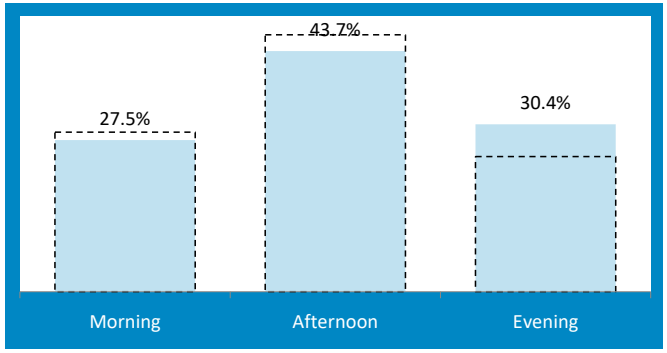
Gibsons

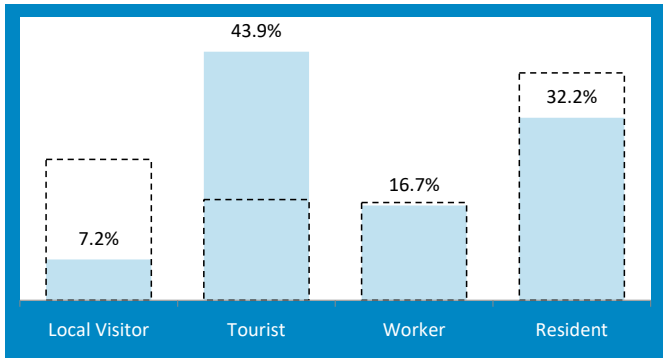
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,371	5,344
Adult Pop		4,816	4,529
Affluence	Low	13%	33%
	Medium	19%	38%
	High	68%	27%
Young		63%	28%
Midlife Young Kids		8%	11%
Midlife Carefree		12%	16%
Mature		17%	44%
Competition Count		124	43

Visitors

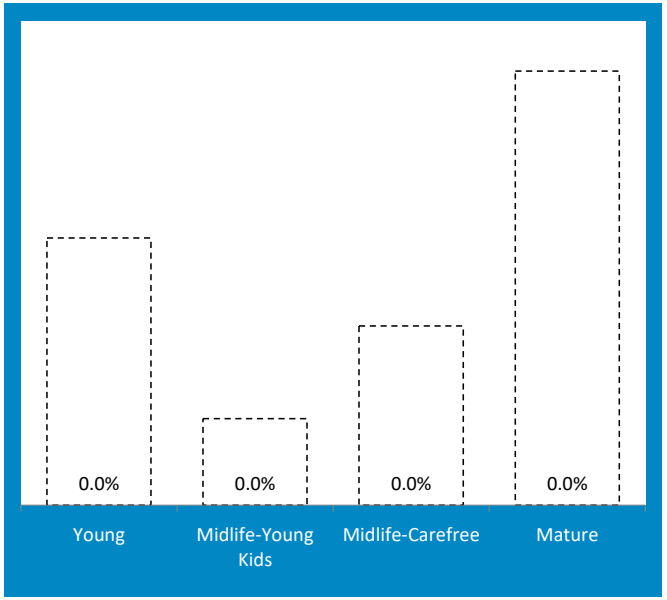






Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



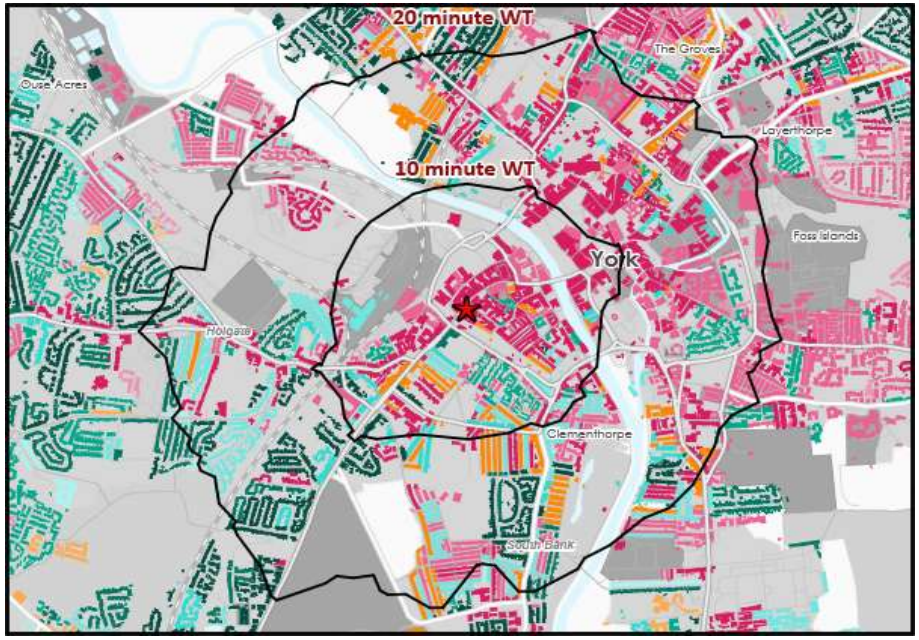
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Catchment Summary - Gibsons

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		5,371	26,676	224,554	101	136	53
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		4,816	23,503	187,814	106	143	55
Competition Pubs		124	288	498	288	282	64
Adults 18+ per Competition Pub		39	82	377	6	12	55
% Adults Likely to Drink		83.0%	82.0%	82.0%	104	103	103
Affluence	Low	13.2%	7.3%	15.1%	40	22	45
	Medium	19.2%	37.9%	45.7%	50	99	119
	High	67.6%	53.9%	37.7%	246	196	137
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£21,817	£22,881	£25,592	97	101	113
Age Profile	18-24	804	5,502	34,557	176	242	181
	25-34	1,284	5,119	28,416	177	142	94
	35-44	746	3,433	27,775	103	95	92
	45-64	1,165	5,686	52,214	86	85	93
	65+	817	3,763	44,852	79	73	104



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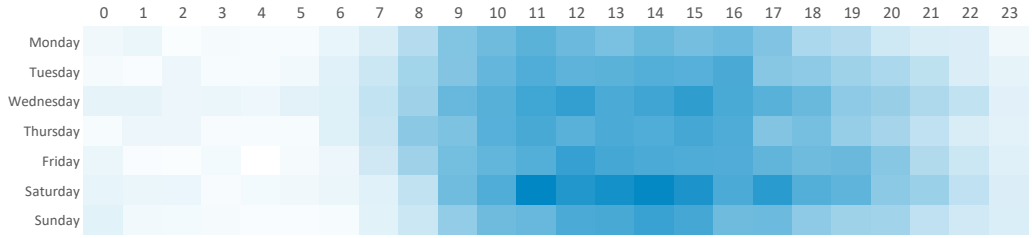
Pub Sites
Catchment

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	3,028	13,612	55,035	226	208	105
Midlife - Young Kids	388	2,140	11,502	74	83	56
Midlife - Carefree	597	3,642	27,982	79	98	94
Mature	803	3,890	90,403	38	37	109
Not Private Households	0	219	2,892	0	7,701	12,727
Total	**4,816**	**23,503**	**187,814**			

STAR PUBS

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Per Pub - Gibsons

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,816	23,503	187,814
Number of Competition Pubs	124	288	498
Adults 18+ per Competition Pub	39	82	377

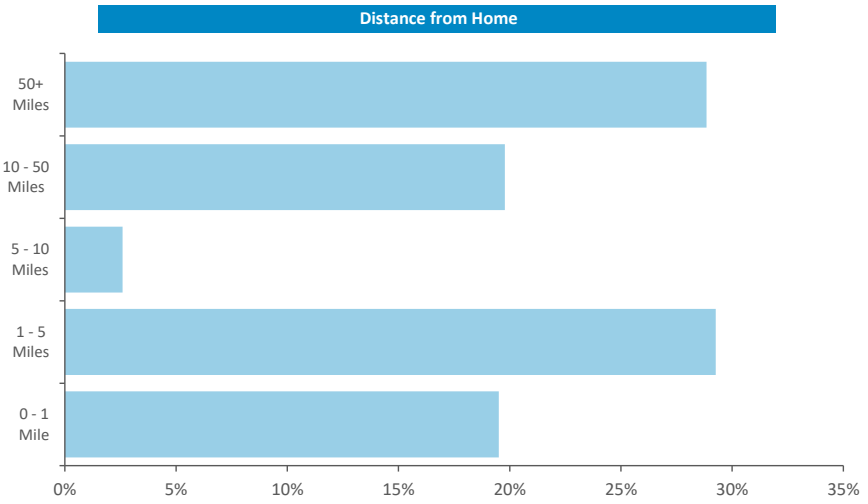
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	191	4.0%	51
Family Pub Dining	7	277	5.8%	63
Great Pub Great Food	13	914	19.0%	113
Leisure	12	438	9.1%	91
Mainstream	16	481	10.0%	72
Premium	26	825	17.1%	120
Restaurant	38	1,339	27.8%	121
Super Premium	12	351	7.3%	185

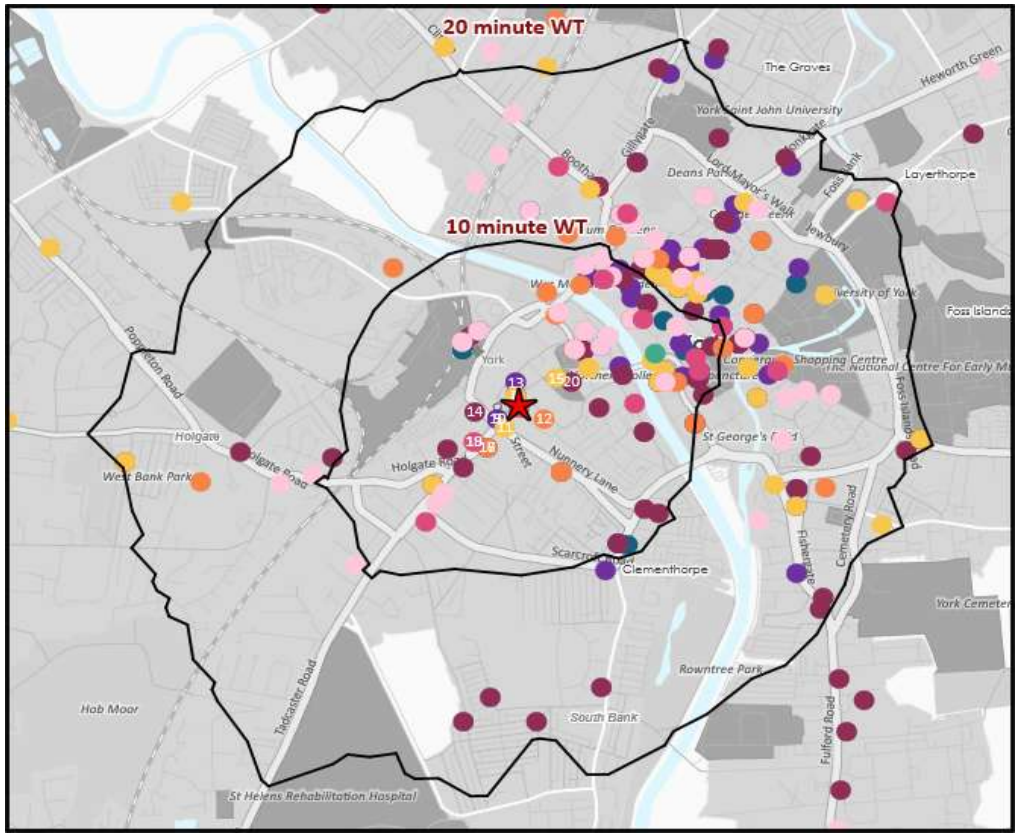
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	1,144	4.9%	62
Family Pub Dining	12	1,482	6.3%	69
Great Pub Great Food	40	4,289	18.3%	109
Leisure	25	2,187	9.3%	93
Mainstream	34	2,561	10.9%	78
Premium	66	3,888	16.5%	116
Restaurant	90	6,221	26.5%	115
Super Premium	20	1,509	6.4%	163

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	11,652	6.2%	79
Family Pub Dining	22	14,800	7.9%	87
Great Pub Great Food	64	34,336	18.3%	109
Leisure	73	18,882	10.1%	100
Mainstream	65	24,196	12.9%	92
Premium	119	28,242	15.0%	105
Restaurant	119	44,288	23.6%	102
Super Premium	30	8,493	4.5%	115



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Competition - Gibsons



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
8	Micklegate Social	YO 1 6JX	Independent Free	Super Premiun	21.7%	0.03
20	Ackhorne	YO 1 6LN	Independent Free	Premium	12.5%	0.13
2	Priory	YO 1 6LB	Punch Pub Company	Family Pub Dir	10.2%	0.00
10	Villaggio	YO24 1AE	Independent Free	Super Premiun	8.0%	0.05
11	Punch Bowl	YO24 1AU	Wetherspoons GB	Mainstream	7.6%	0.05
3	Skosh	YO 1 6JX	Independent Free	Restaurant	7.5%	0.03
19	Premier Inn	YO24 1AJ	Whitbread Hotels	Family Pub Dir	7.3%	0.12
1	Micklegate Tap	YO 1 6LB	Amber Taverns	Mainstream	6.1%	0.00
15	Artful Dodger	YO 1 6LJ	Independent Free	Mainstream	5.2%	0.11
4	Safestay	YO 1 6JX	Safestay Plc	Mainstream	5.0%	0.03
17	Bar Convent Living Heritage Cent	YO24 1AQ	Independent Free	Super Premiun	3.9%	0.11
5	Old Siam	YO 1 6JX	Independent Free	Restaurant	3.7%	0.03
14	York Railway Institute	YO24 1AD	Independent Free	Premium	0.9%	0.09
18	Windmill Inn	YO24 1AJ	Greene King	Mainstream	0.3%	0.12
7	Nags Head	YO 1 6JX	Stonegate Pub Company	Mainstream	0.1%	0.03
0	Gibsons	YO 1 6LB	Star Pubs & Bars	Premium	0.0%	0.00
6	Notes	YO 1 6JX	Independent Free	Restaurant	0.0%	0.03
9	Delrios	YO24 1AE	Independent Free	Restaurant	0.0%	0.05
12	Rock Of York	YO 1 6EX	Independent Free	Leisure	0.0%	0.06
13	Hampton By Hilton	YO 1 6JT	Atlas Hotels	Restaurant	0.0%	0.06
16	Everyman Cinema	YO24 1AQ	Everyman Media Group	Leisure	0.0%	0.11

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

Pub Sites
Catchment

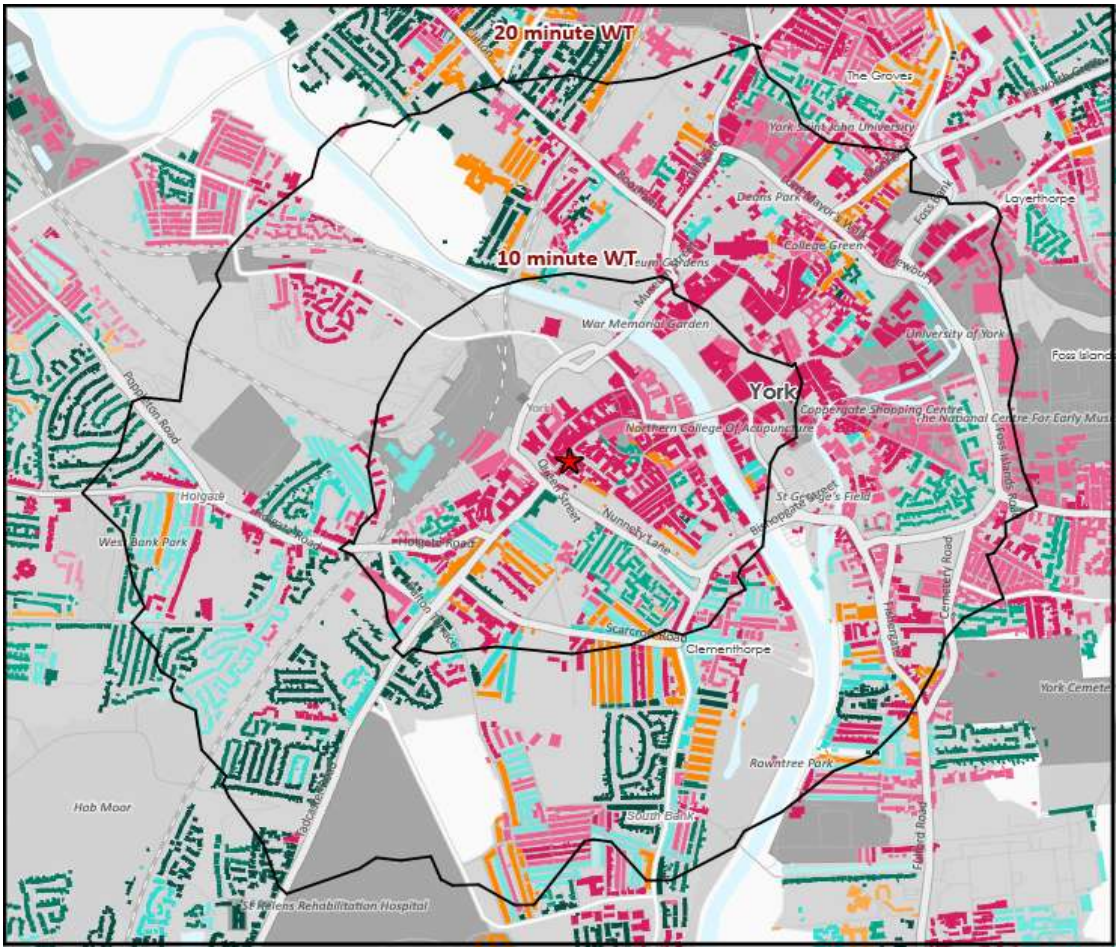
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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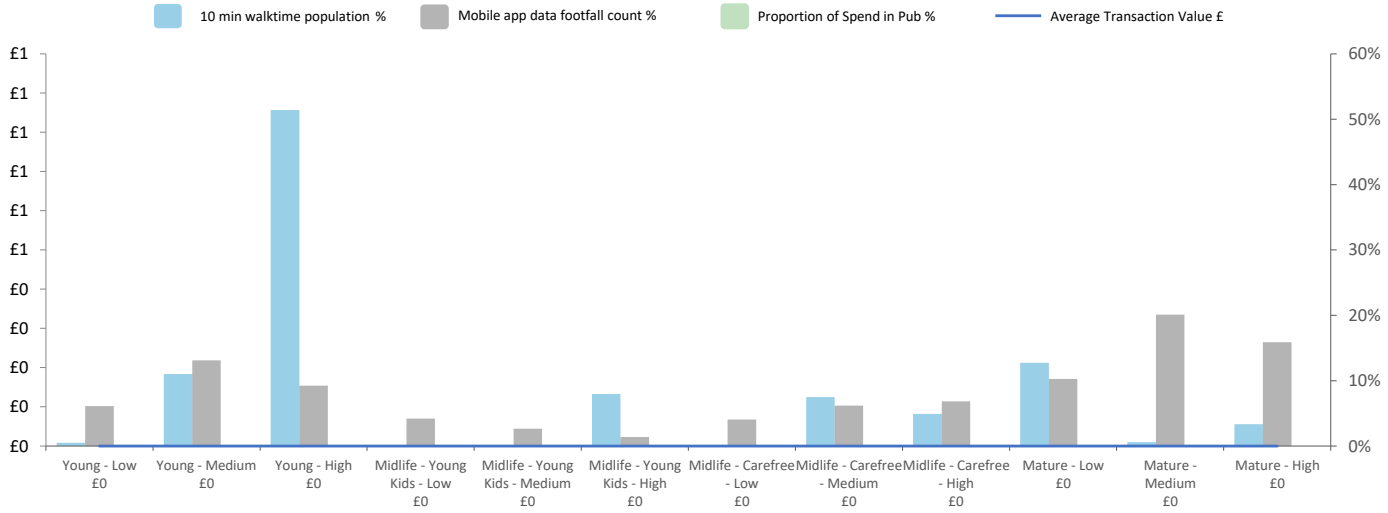
Catchment Summary - Gibsons

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
148580	Gibsons	YO 1 6LB	Star Pubs & Bars	Premium	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

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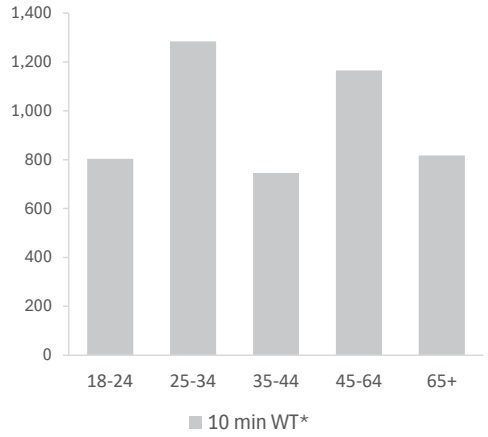
Catchment Summary - Gibsons

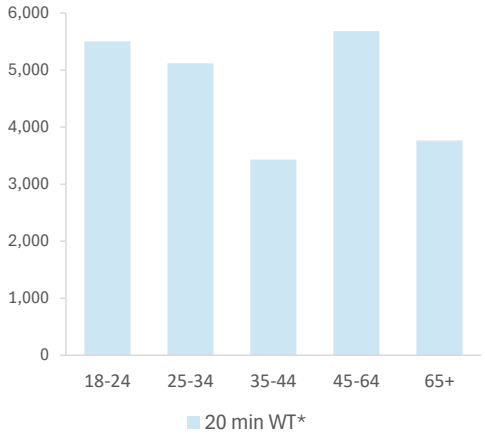
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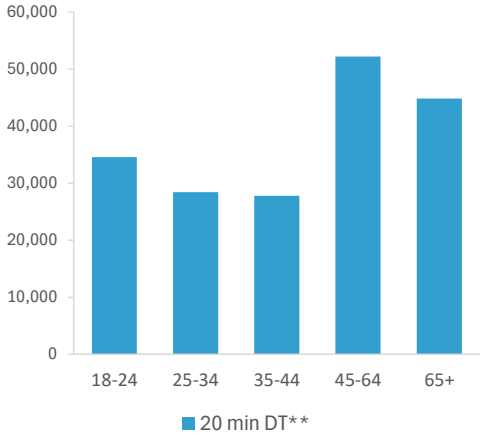
Over GB Average
Around GB Average
Under GB Average

*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		5,371	26,676	224,554	101	136	53
					Population & Adults 18+ index is based on all pubs		
Adults 18+		4,816	23,503	187,814	106	143	55
Competition Pubs		124	288	498	288	282	64
Adults 18+ per Competition Pub		39	82	377	6	12	55
% Adults Likely to Drink		83.0%	82.0%	82.0%	104	103	103
Affluence	Low	13.2%	7.3%	15.1%	40	22	45
	Medium	19.2%	37.9%	45.7%	50	99	119
	High	67.6%	53.9%	37.7%	246	196	137
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£21,817	£22,881	£25,592	97	101	113
Age Profile	18-24	804	5,502	34,557	176	242	181
	25-34	1,284	5,119	28,416	177	142	94
	35-44	746	3,433	27,775	103	95	92
	45-64	1,165	5,686	52,214	86	85	93
	65+	817	3,763	44,852	79	73	104







		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	2,641 (49%)	12,912 (48%)	107,675 (48%)	100	99	98
	Female	2,730 (51%)	13,764 (52%)	116,879 (52%)	100	101	102
Economic Status (16+)	Employed: Full-time	1,895 (39%)	8,366 (35%)	60,969 (32%)	114	103	93
	Employed: Part-time	552 (11%)	2,640 (11%)	24,004 (12%)	94	92	104
	Self employed	425 (9%)	1,989 (8%)	15,706 (8%)	94	90	88
	Unemployed	142 (3%)	556 (2%)	3,347 (2%)	106	85	63
	Full-time student	193 (4%)	1,454 (6%)	8,390 (4%)	158	244	175
	Retired	773 (16%)	3,603 (15%)	43,503 (23%)	73	69	104
	Other	907 (19%)	5,288 (22%)	36,479 (19%)	104	124	107
Total Worker Count		7,676	21,744	114,526			

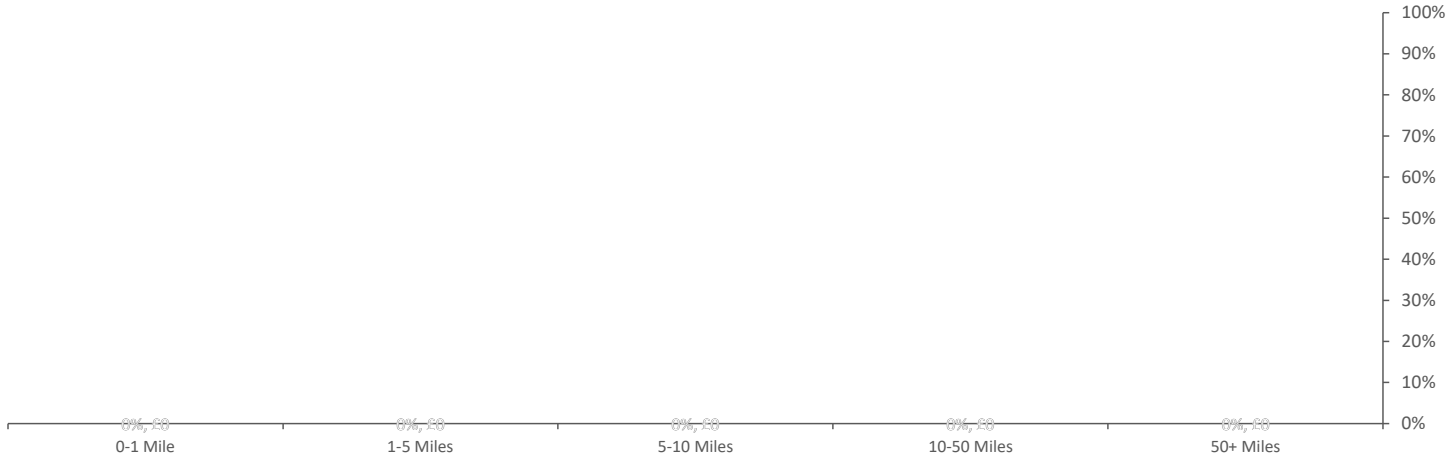
See the Glossary page for further information on the above variables

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Transactional Data Summary - Gibsons

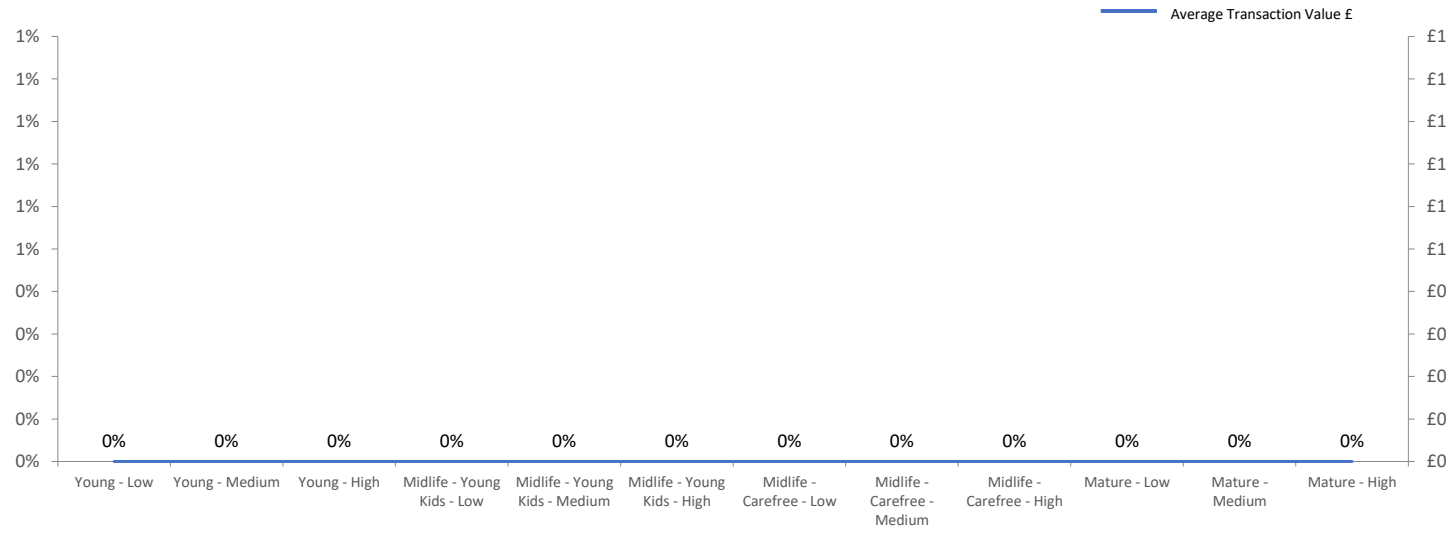
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Spend by Polaris and Distance from Home



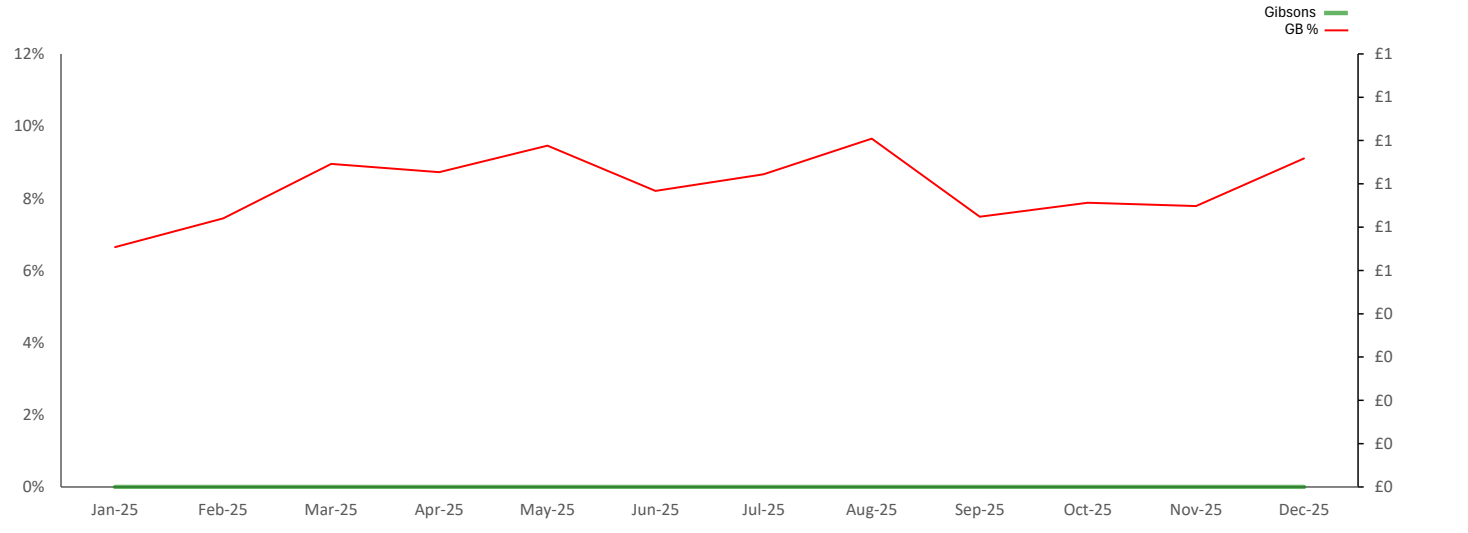
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



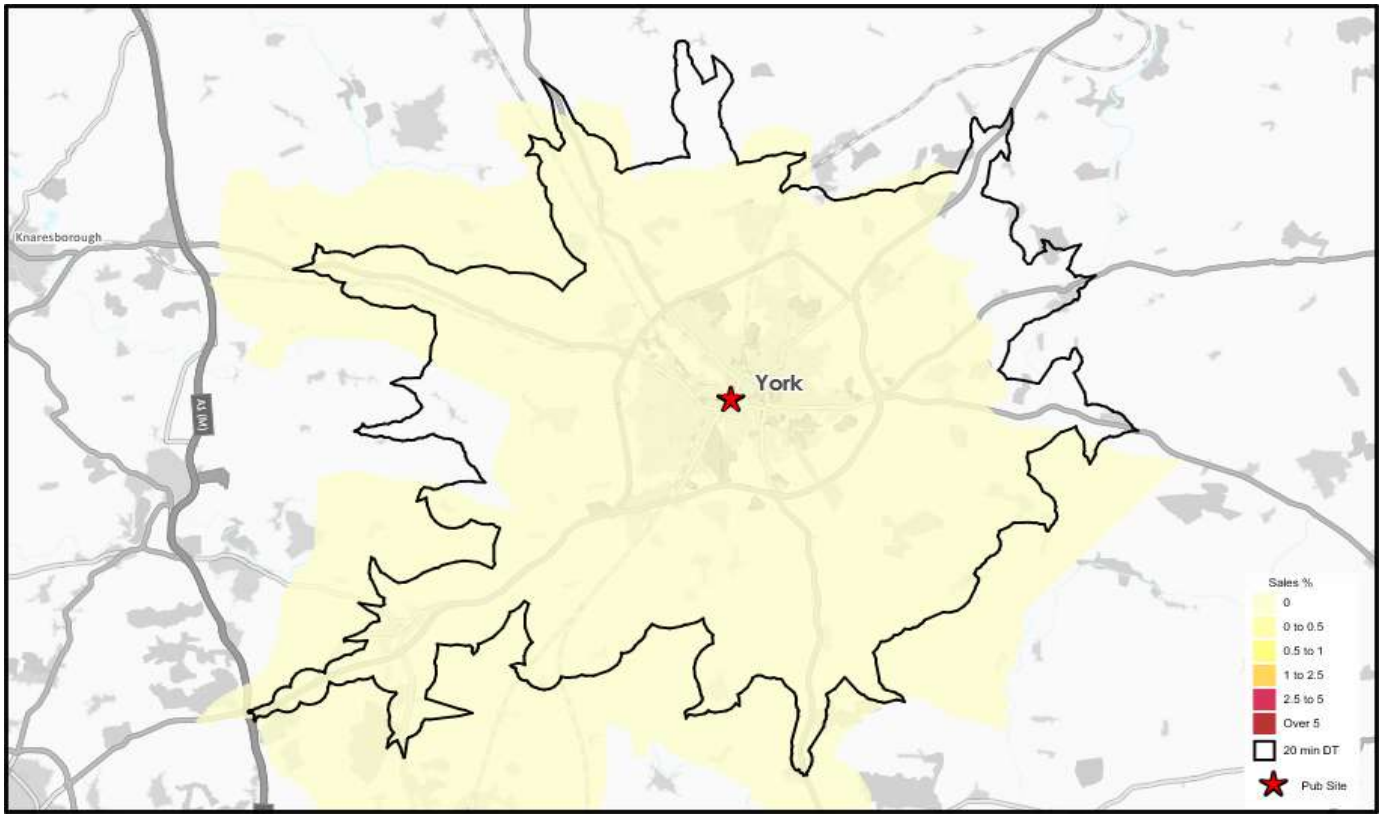
Seasonality of the spend split by month

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Transactional Data Maps - Gibsons

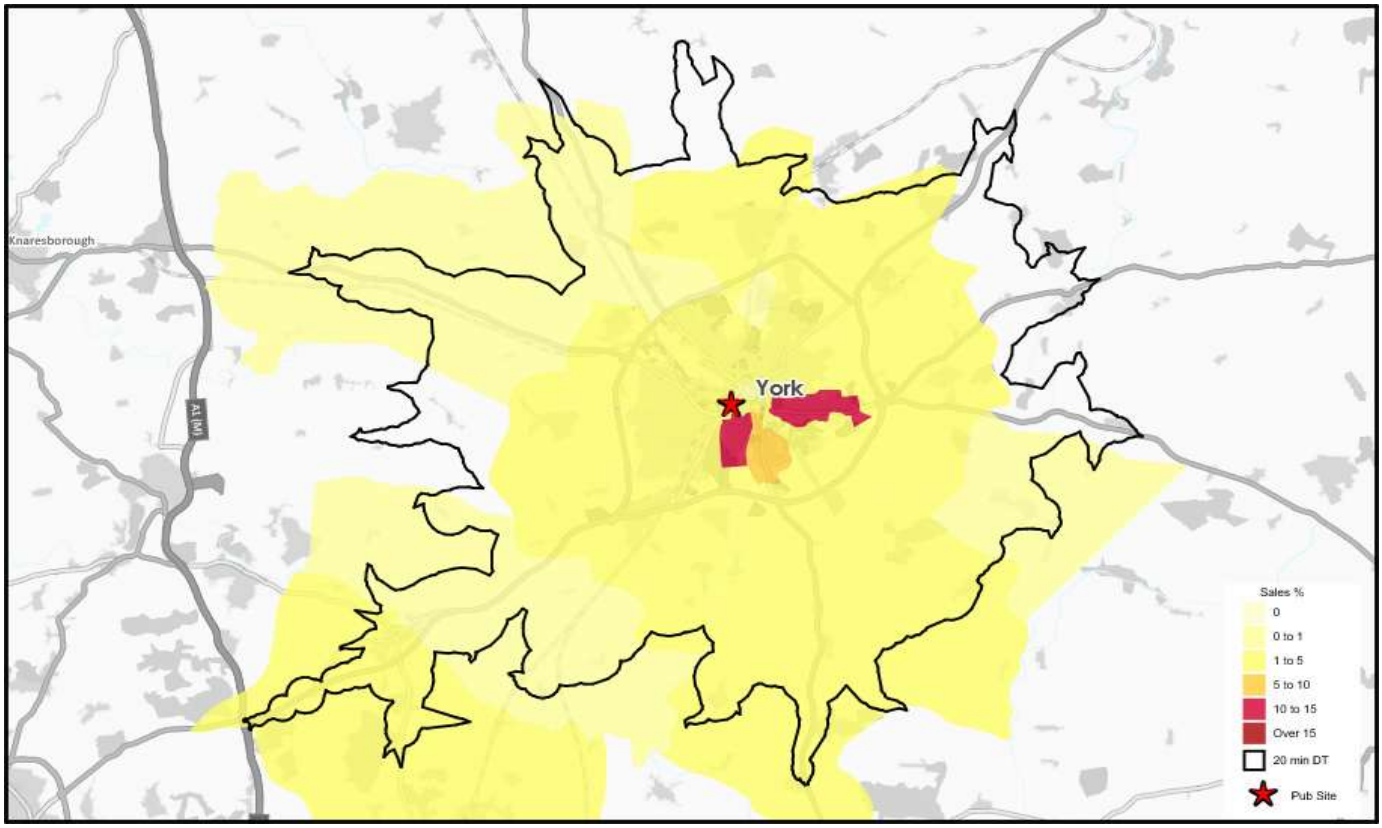
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Gibsons Share of Spend from Postcode Sectors within 20 minute Drive



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 Gibsons



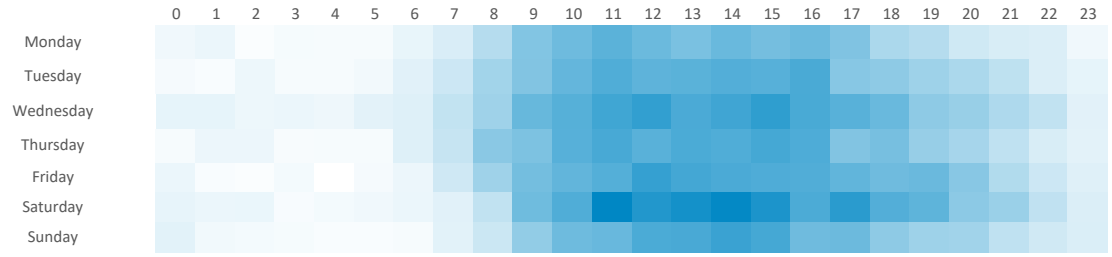
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Gibsons

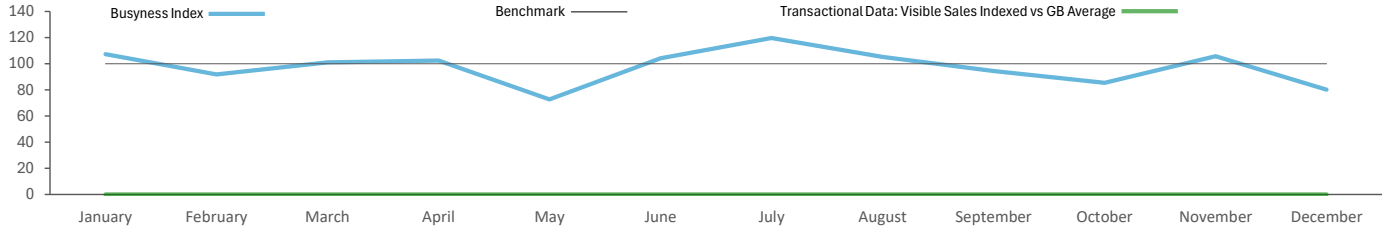
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Time of Day/Day of Week



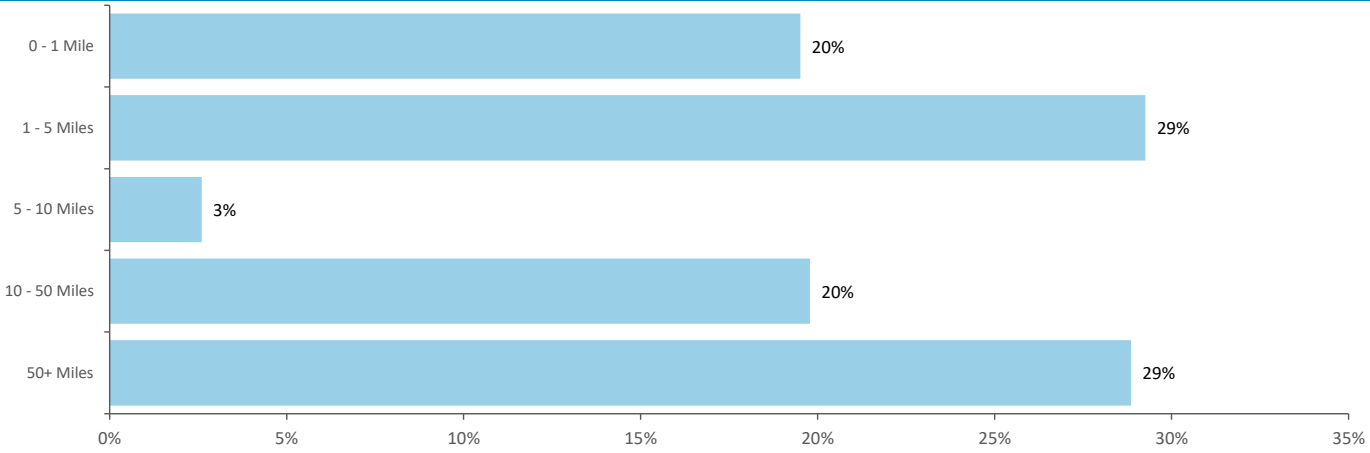
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



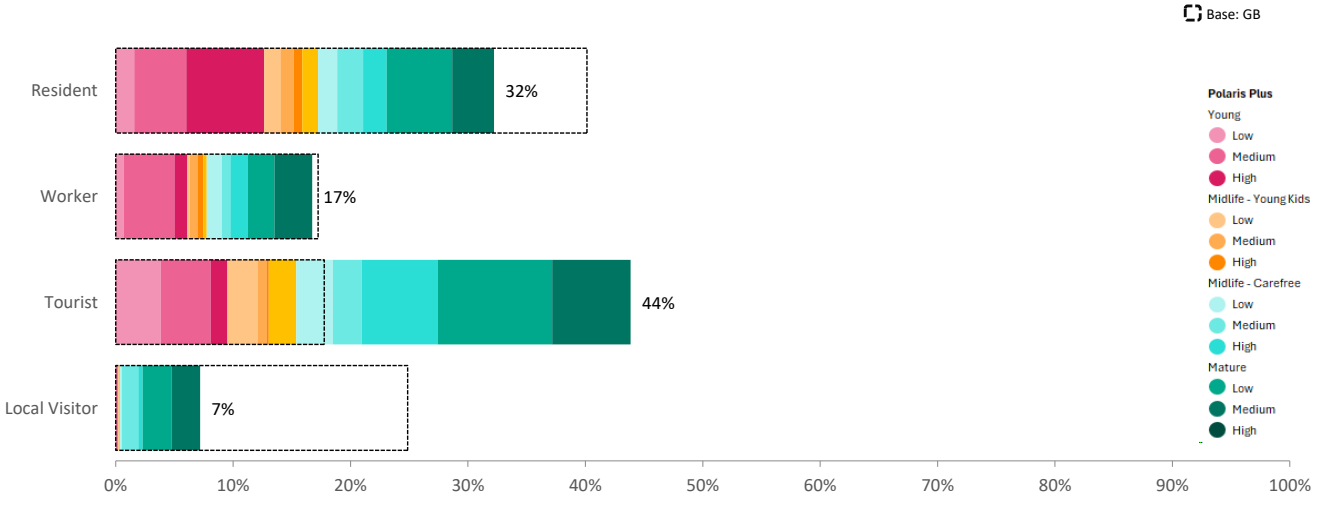
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



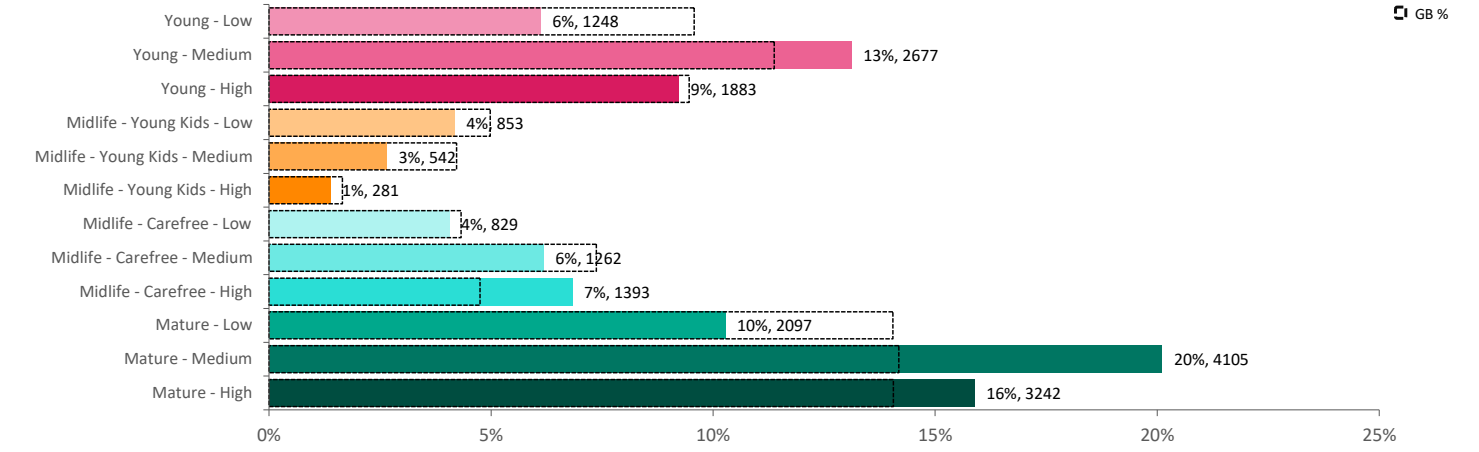
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Gibsons

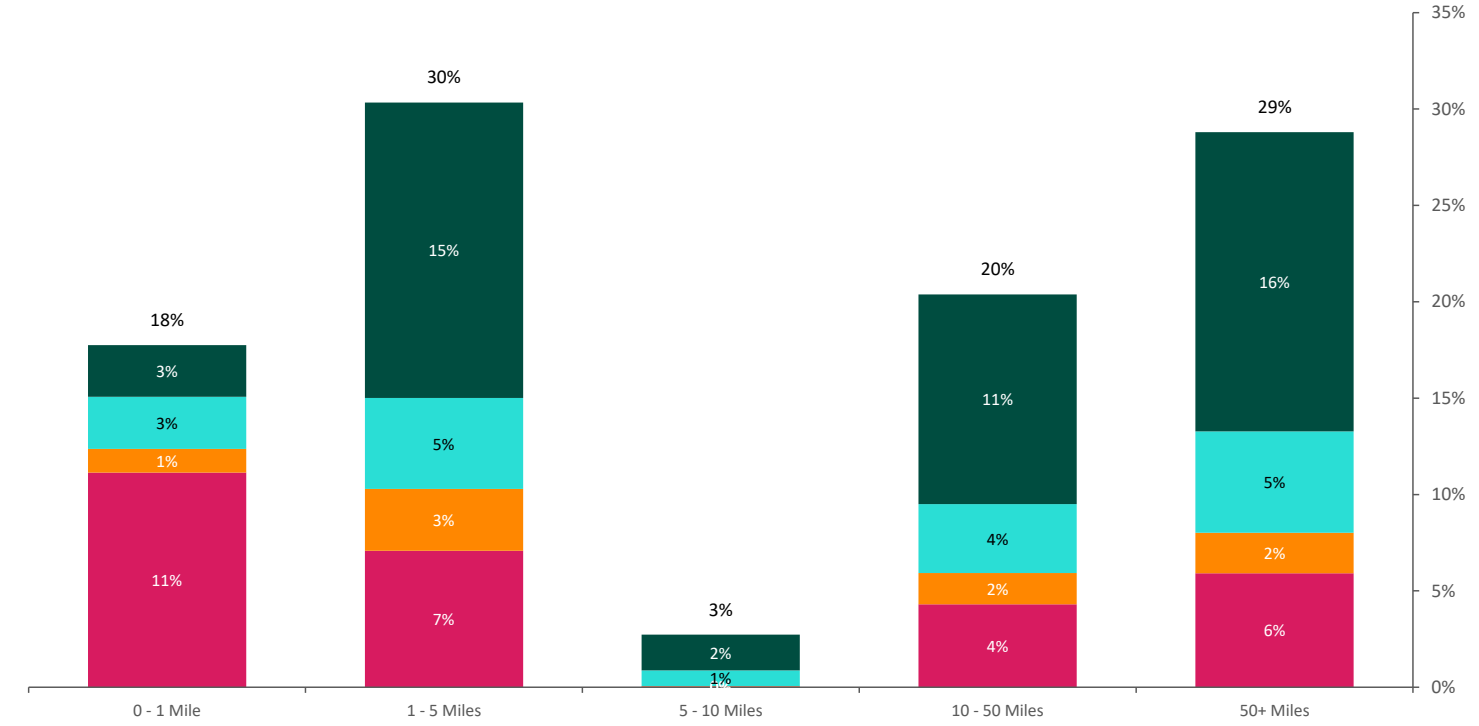
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Polaris Plus Profile



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



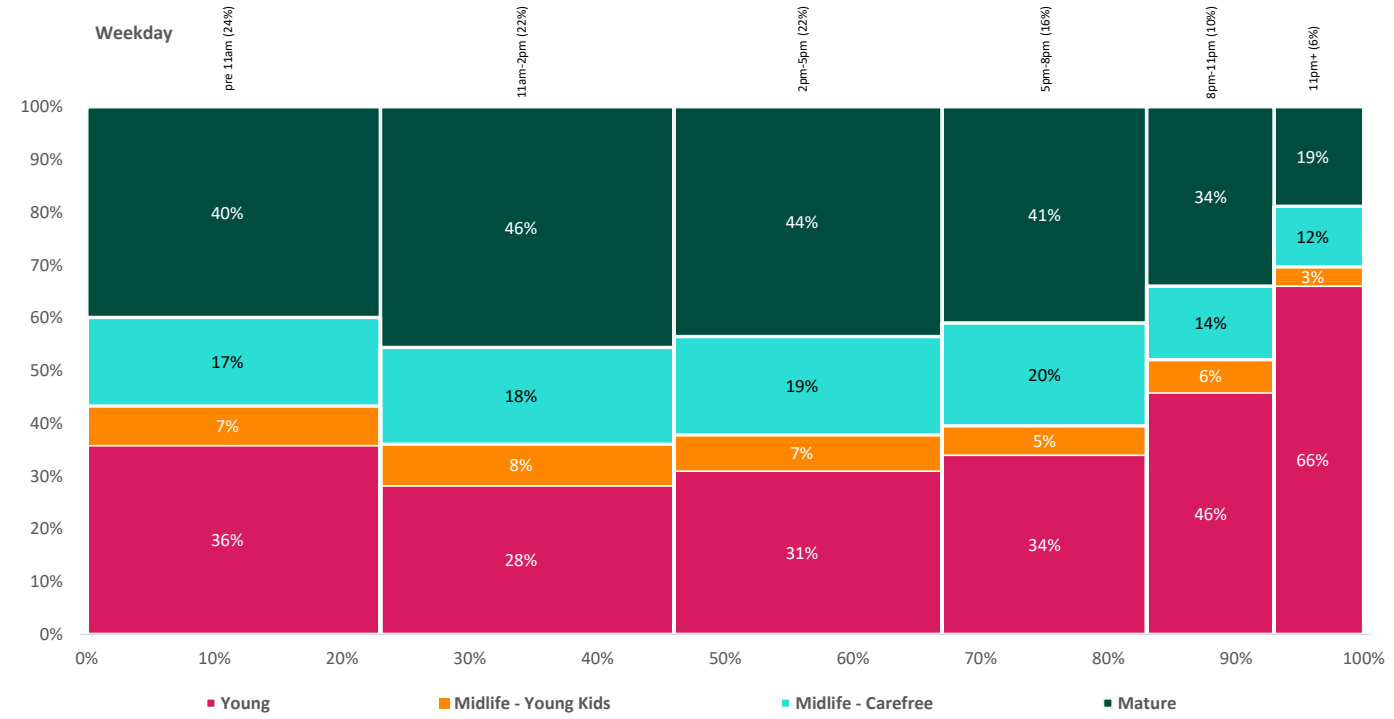
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Gibsons

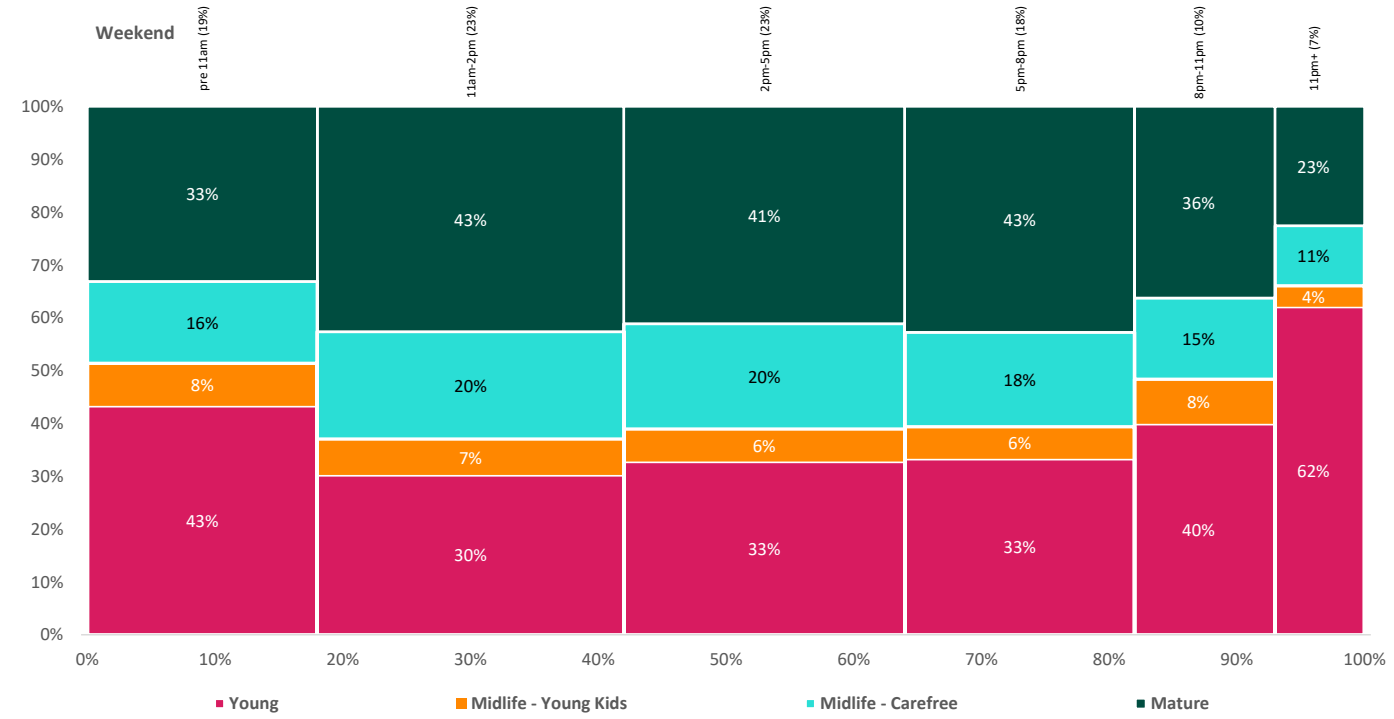
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,182	2,340	2,180	1,503	759	282	9,244
Midlife - Carefree	916	942	933	717	312	172	3,990
Midlife - Young Kids	404	399	338	198	138	52	1,528
Young	1,961	1,450	1,555	1,252	1,026	988	8,231
All	5,462	5,130	5,005	3,670	2,234	1,493	22,994

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



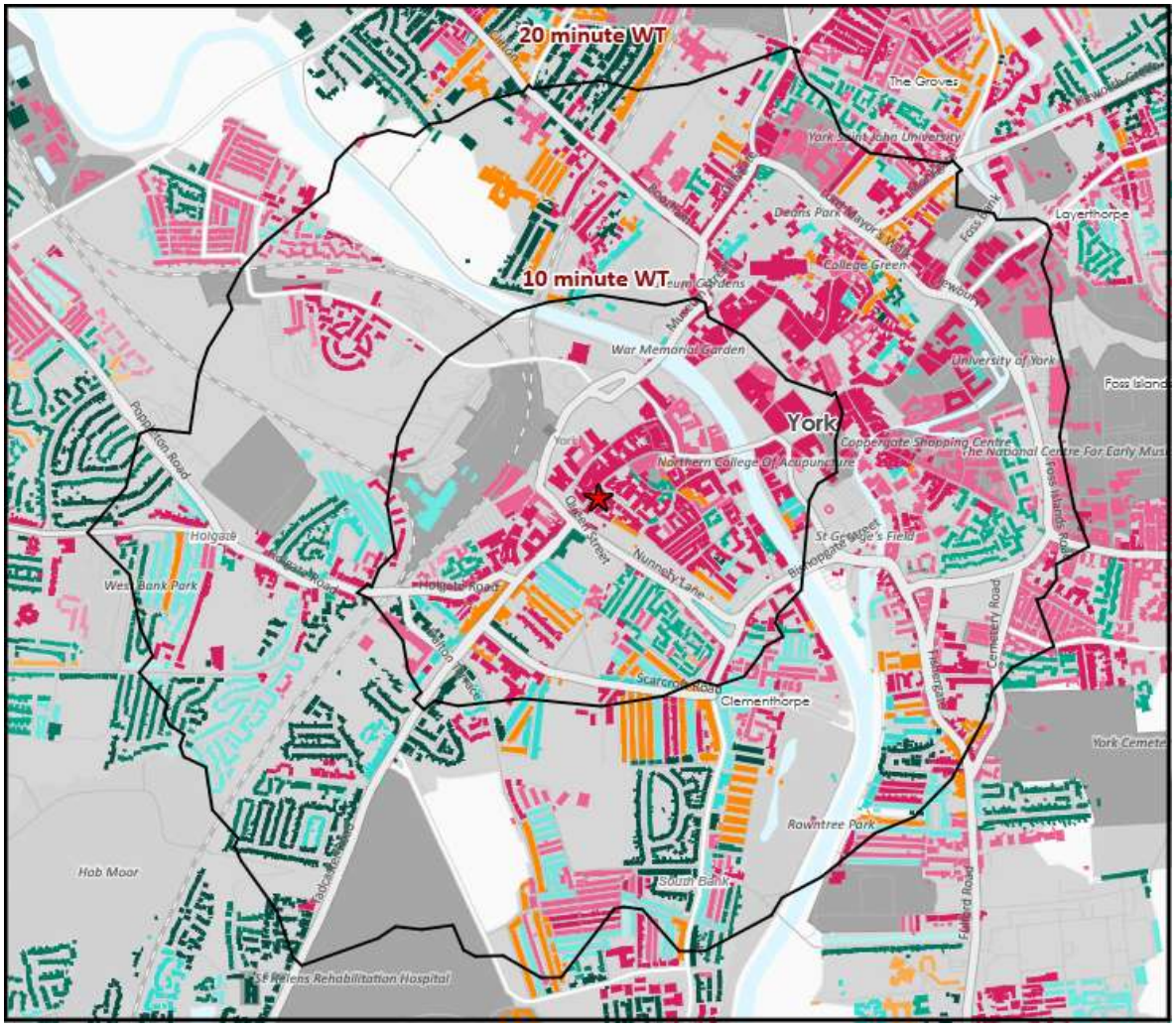
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	611	980	914	750	374	152	3,781
Midlife - Young Kids	287	468	443	313	159	77	1,748
Midlife - Carefree	149	156	137	106	87	26	662
Mature	800	697	729	585	411	418	3,641
All	1,847	2,302	2,223	1,754	1,031	673	9,831

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

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Polaris Plus Summary - Gibsons

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

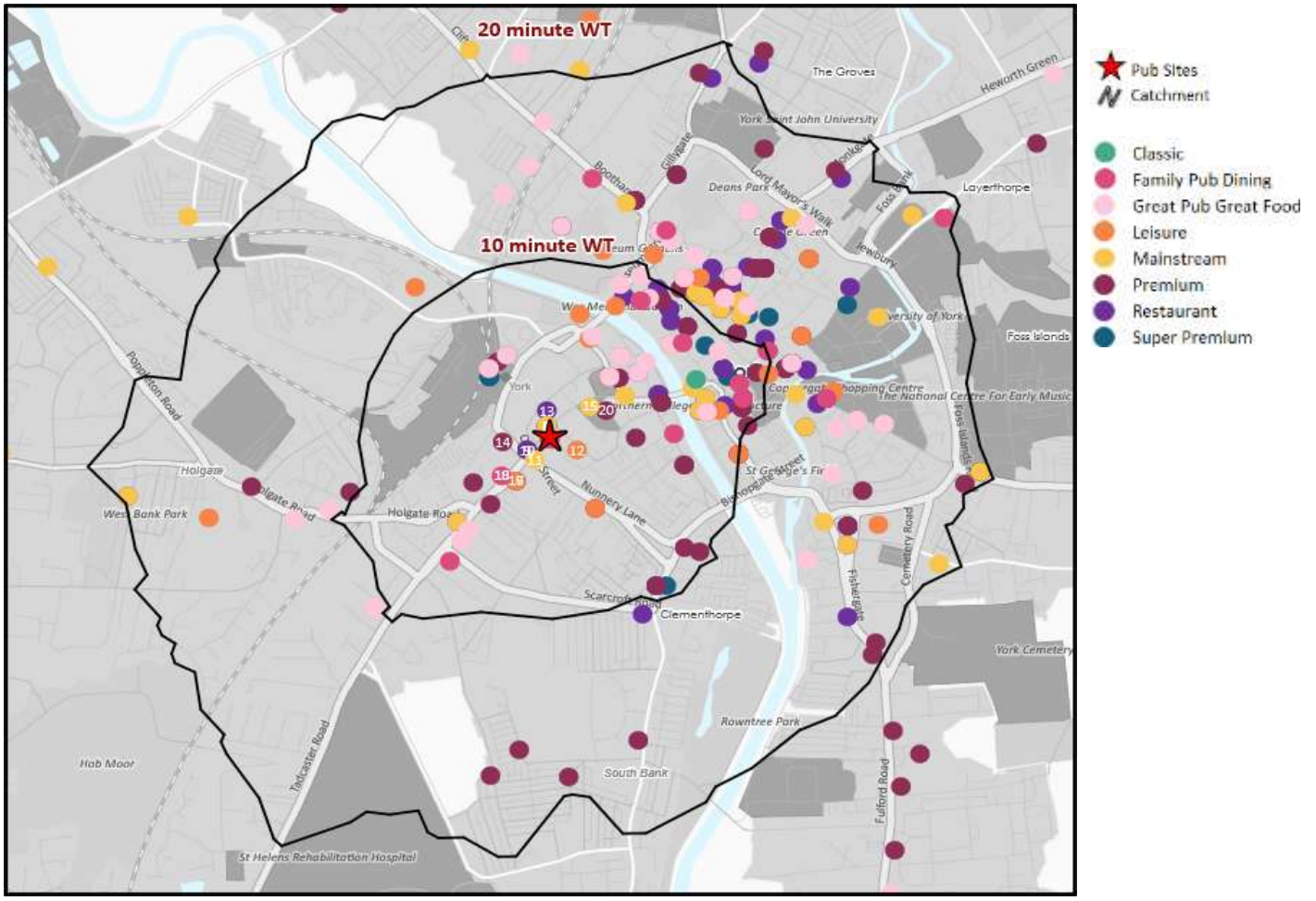
Over GB Average
Around GB Average
Under GB Average

	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	23	278	7,147	5	12	39
Medium	530	5,473	31,377	100	211	152
High	2,475	7,861	16,511	770	501	132
Midlife - Young Kids						
Low	0	0	2,645	0	0	25
Medium	5	5	5,677	2	0	68
High	383	2,135	3,180	681	778	145
Midlife - Carefree						
Low	0	27	2,801	0	3	35
Medium	361	2,746	10,846	105	163	81
High	236	869	14,335	107	81	167
Mature						
Low	613	1,407	15,666	94	44	62
Medium	29	689	37,879	4	19	129
High	161	1,794	36,858	22	51	130
Not Private Households	0	219	2,892	0	87	144
Total	4,816	23,503	187,814			

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CGA Summary - Gibsons

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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	Gibsons	YO 1 6LB	Star Pubs & Bars	Premium	0.0%	0.0%	0.00
1	Micklegate Tap	YO 1 6LB	Amber Taverns	Mainstream	6.1%	53.2%	0.00
2	Priory	YO 1 6LB	Punch Pub Company	Family Pub Dining	10.2%	73.8%	0.00
3	Skosh	YO 1 6JX	Independent Free	Restaurant	7.5%	54.2%	0.03
4	Safestay	YO 1 6JX	Safestay Plc	Mainstream	5.0%	49.6%	0.03
5	Old Siam	YO 1 6JX	Independent Free	Restaurant	3.7%	33.3%	0.03
6	Notes	YO 1 6JX	Independent Free	Restaurant	0.0%	0.0%	0.03
7	Nags Head	YO 1 6JX	Stonegate Pub Company	Mainstream	0.1%	3.2%	0.03
8	Micklegate Social	YO 1 6JX	Independent Free	Super Premium	21.7%	45.2%	0.03
9	Delrios	YO24 1AE	Independent Free	Restaurant	0.0%	0.0%	0.05
10	Villaggio	YO24 1AE	Independent Free	Super Premium	8.0%	31.2%	0.05
11	Punch Bowl	YO24 1AU	Wetherspoons GB	Mainstream	7.6%	25.8%	0.05
12	Rock Of York	YO 1 6EX	Independent Free	Leisure	0.0%	0.0%	0.06
13	Hampton By Hilton	YO 1 6JT	Atlas Hotels	Restaurant	0.0%	0.0%	0.06
14	York Railway Institute	YO24 1AD	Independent Free	Premium	0.9%	72.4%	0.09
15	Artful Dodger	YO 1 6LJ	Independent Free	Mainstream	5.2%	50.8%	0.11
16	Everyman Cinema	YO24 1AQ	Everyman Media Group	Leisure	0.0%	0.0%	0.11
17	Bar Convent Living Heritage Centre	YO24 1AQ	Independent Free	Super Premium	3.9%	33.4%	0.11
18	Windmill Inn	YO24 1AJ	Greene King	Mainstream	0.3%	0.7%	0.12
19	Premier Inn	YO24 1AJ	Whitbread Hotels	Family Pub Dining	7.3%	25.2%	0.12
20	Ackhorne	YO 1 6LN	Independent Free	Premium	12.5%	72.9%	0.13

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 - Gibsons

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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+	4,816	23,503	187,814
Number of Competition Pubs	124	288	498
Adults 18+ per Competition Pub	39	82	377

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	191	4.0%	51
Family Pub Dining	7	277	5.8%	63
Great Pub Great Food	13	914	19.0%	113
Leisure	12	438	9.1%	91
Mainstream	16	481	10.0%	72
Premium	26	825	17.1%	120
Restaurant	38	1,339	27.8%	121
Super Premium	12	351	7.3%	185

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	1,144	4.9%	62
Family Pub Dining	12	1,482	6.3%	69
Great Pub Great Food	40	4,289	18.3%	109
Leisure	25	2,187	9.3%	93
Mainstream	34	2,561	10.9%	78
Premium	66	3,888	16.5%	116
Restaurant	90	6,221	26.5%	115
Super Premium	20	1,509	6.4%	163

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	11,652	6.2%	79
Family Pub Dining	22	14,800	7.9%	87
Great Pub Great Food	64	34,336	18.3%	109
Leisure	73	18,882	10.1%	100
Mainstream	65	24,196	12.9%	92
Premium	119	28,242	15.0%	105
Restaurant	119	44,288	23.6%	102
Super Premium	30	8,493	4.5%	115

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CACI

Glossary

STAR PUBS

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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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