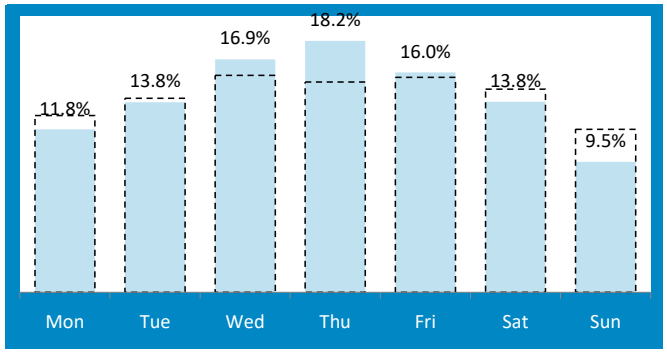
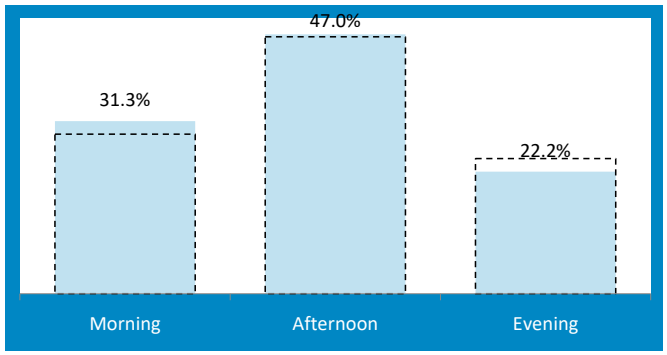
Crown

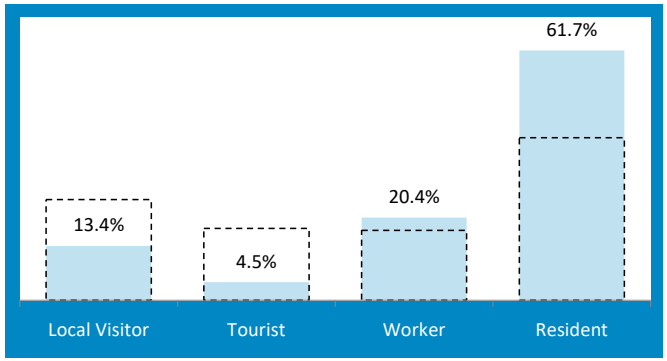
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		7,098	5,344
Adult Pop		5,912	4,529
Affluence	Low	34%	33%
	Medium	58%	38%
	High	7%	27%
Young		11%	28%
Midlife Young Kids		7%	11%
Midlife Carefree		19%	16%
Mature		63%	44%
Competition Count		16	43

Visitors

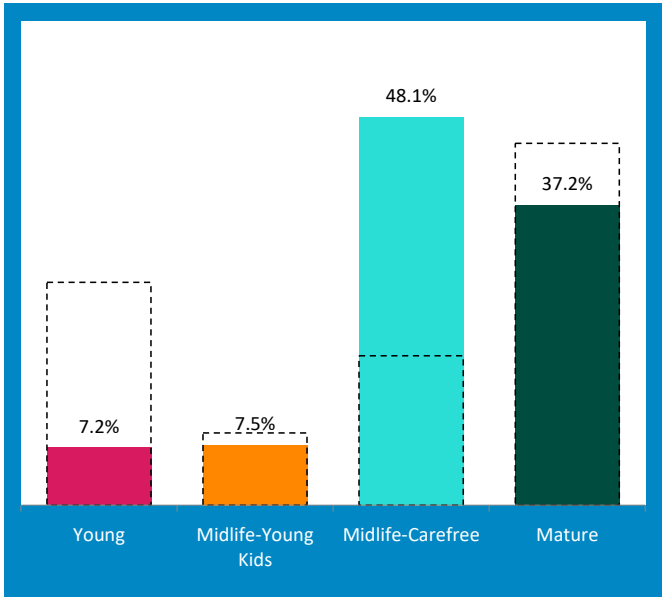






Spend Profile

	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	8	27



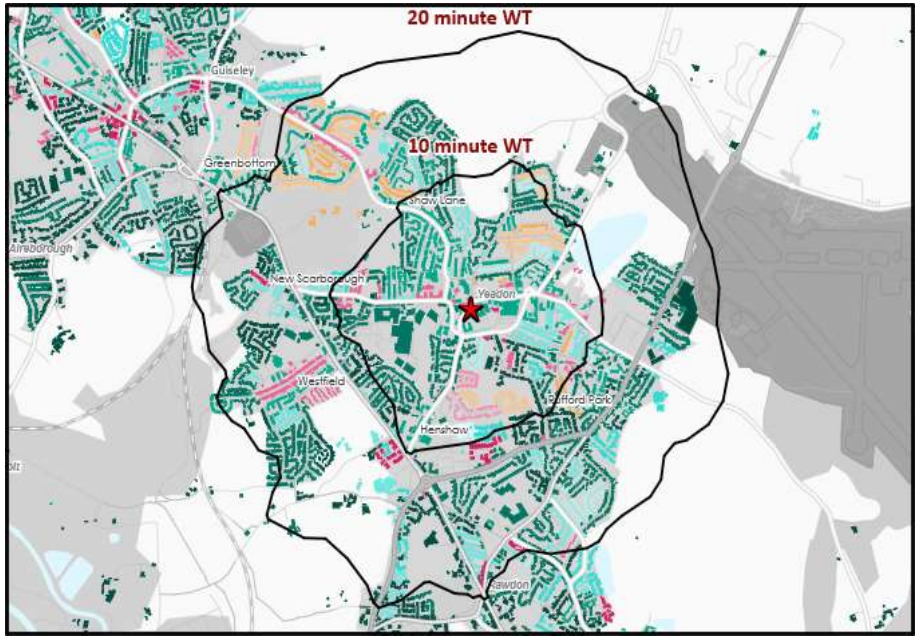
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Catchment Summary - Crown

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		7,098	18,169	430,921	133	93	102
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		5,912	14,660	335,408	131	89	98
Competition Pubs		16	33	519	37	32	66
Adults 18+ per Competition Pub		370	444	646	54	65	94
% Adults Likely to Drink		82.0%	82.0%	77.0%	103	103	96
Affluence	Low	34.1%	24.7%	39.2%	103	74	118
	Medium	57.8%	58.7%	36.4%	151	153	95
	High	7.4%	16.3%	23.7%	27	59	86
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£21,857	£23,905	£22,256	97	106	99
Age Profile	18-24	500	1,215	42,159	83	79	115
	25-34	904	2,395	61,553	94	97	106
	35-44	935	2,389	60,379	98	97	104
	45-64	1,820	4,675	99,481	102	102	92
	65+	1,753	3,986	71,836	128	114	87



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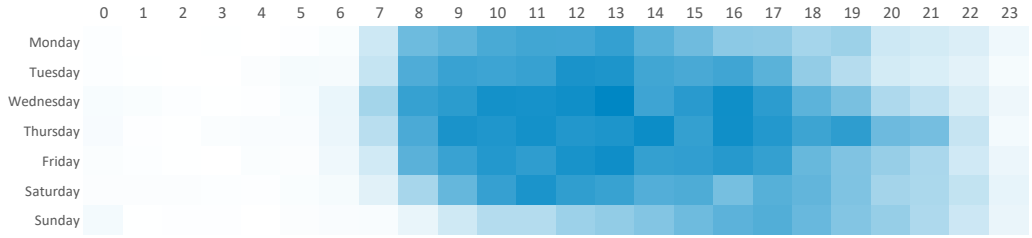
Pub Sites
Catchment

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	625	1,483	87,882	38	36	94
Midlife - Young Kids	406	1,069	60,882	63	67	166
Midlife - Carefree	1,104	2,812	51,744	118	122	98
Mature	3,732	9,251	132,508	143	143	89
Not Private Households	45	45	2,392	6,291	2,537	5,894
Total	**5,912**	**14,660**	**335,408**			

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Per Pub - Crown

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,912	14,660	335,408
Number of Competition Pubs	16	33	519
Adults 18+ per Competition Pub	370	444	646

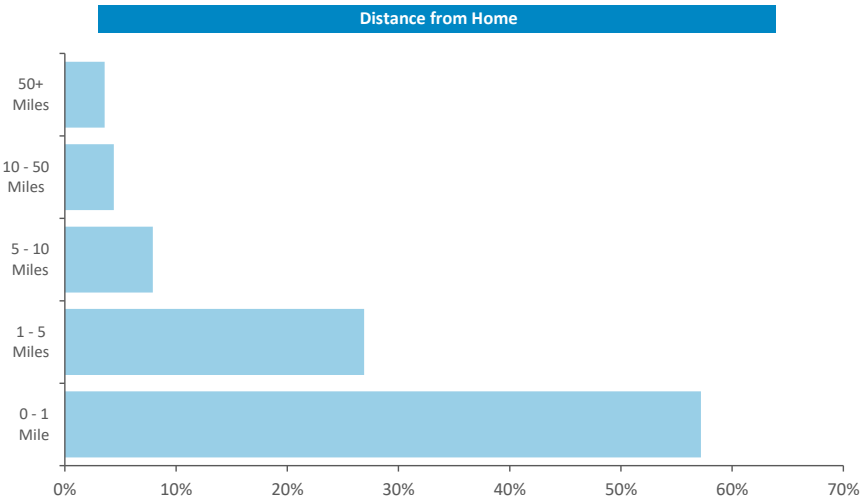
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	489	8.3%	106
Family Pub Dining	0	588	10.0%	110
Great Pub Great Food	0	962	16.3%	97
Leisure	3	609	10.3%	103
Mainstream	7	922	15.6%	112
Premium	0	841	14.2%	99
Restaurant	3	1,273	21.5%	94
Super Premium	0	181	3.1%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	1,058	7.2%	92
Family Pub Dining	2	1,356	9.3%	102
Great Pub Great Food	1	2,567	17.5%	105
Leisure	5	1,531	10.4%	104
Mainstream	14	2,157	14.7%	105
Premium	2	2,158	14.7%	103
Restaurant	6	3,266	22.3%	97
Super Premium	0	520	3.6%	90

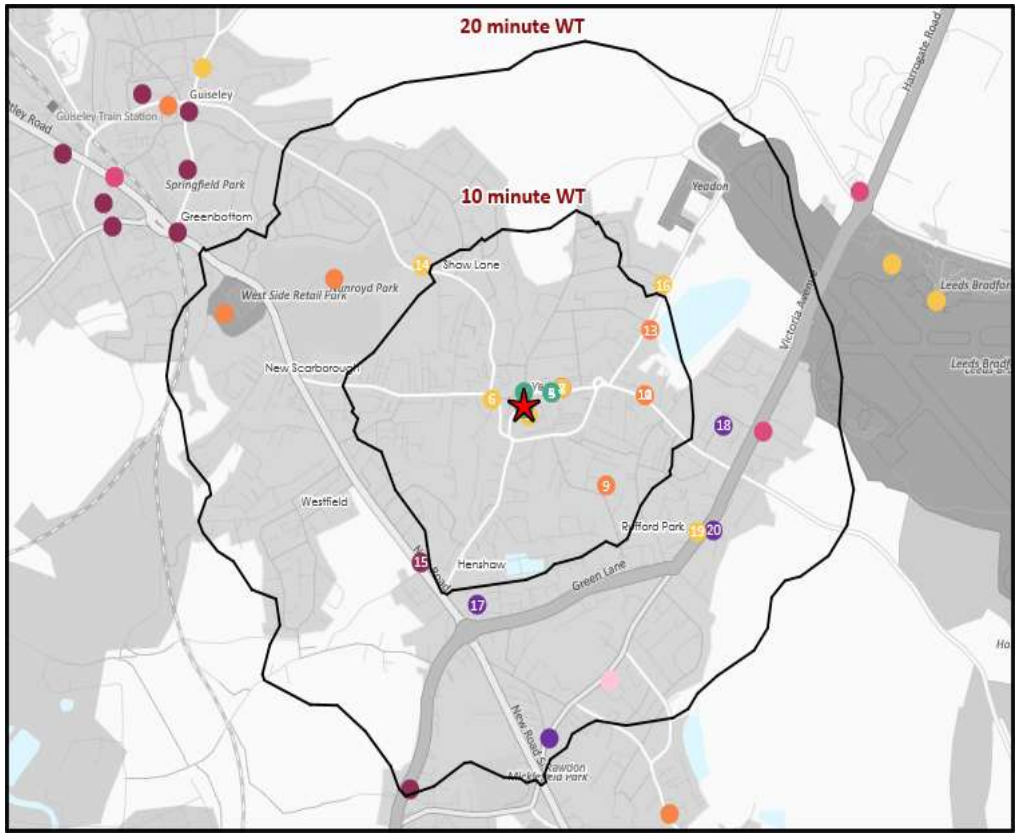
20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	114	29,697	8.9%	113
Family Pub Dining	14	32,172	9.6%	106
Great Pub Great Food	26	53,663	16.0%	96
Leisure	89	33,821	10.1%	100
Mainstream	104	48,483	14.5%	104
Premium	74	46,443	13.9%	97
Restaurant	89	76,802	22.9%	99
Super Premium	9	11,915	3.6%	90



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Competition - Crown



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Murgatroyds Fish Restaurant	LS19 7BN	Independent Free	Restaurant	40.5%	0.51
17	Sweet Basil	LS19 7BY	Independent Free	Restaurant	13.6%	0.47
3	Soul	LS19 7PP	Independent Free	Restaurant	9.8%	0.08
15	Woolpack	LS19 7SE	Punch Pub Company	Premium	8.5%	0.44
12	Yeadon Cricket Club	LS19 7TA	Independent Free	Leisure	7.8%	0.31
0	Crown	LS19 7RE	Star Pubs & Bars	Classic	4.5%	0.00
14	Midway	LS19 7PL	*Other Small Retail Groups	Mainstream	3.3%	0.42
11	White Swan	LS19 7TA	*Other Small Retail Groups	Mainstream	3.1%	0.31
6	Robin Hood	LS19 7EP	Stonegate Pub Company	Mainstream	3.1%	0.08
8	Rice	LS19 7SP	Independent Free	Restaurant	2.6%	0.11
2	Nest	LS19 7ZX	Independent Free	Classic	1.8%	0.04
20	Fikos Mediterranean Kitchen	LS19 6AH	Independent Free	Restaurant	0.9%	0.56
5	Clothiers Arms	LS19 7PP	Wetherspoons GB	Mainstream	0.5%	0.08
9	Rufford Park Bowling Club	LS19 7QX	Independent Free	Leisure	0.0%	0.28
1	Constitutional Club	LS19 7RG	Independent Free	Mainstream	0.0%	0.02
4	Yeadon Liberal Club	LS19 7PP	Independent Free	Classic	0.0%	0.08
7	Brewhouse	LS19 7SP	Independent Free	Mainstream	0.0%	0.11
10	Albert Inn	LS19 7TA	Star Pubs & Bars	Mainstream	0.0%	0.31
13	Yeadon Sailing Club	LS19 7UP	Independent Free	Leisure	0.0%	0.37
16	New Inn	LS19 7UR	Stonegate Pub Company	Mainstream	0.0%	0.46
19	Rawdon Moustache	LS19 7BP	Independent Free	Mainstream	0.0%	0.53

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

Pub Sites
Catchment

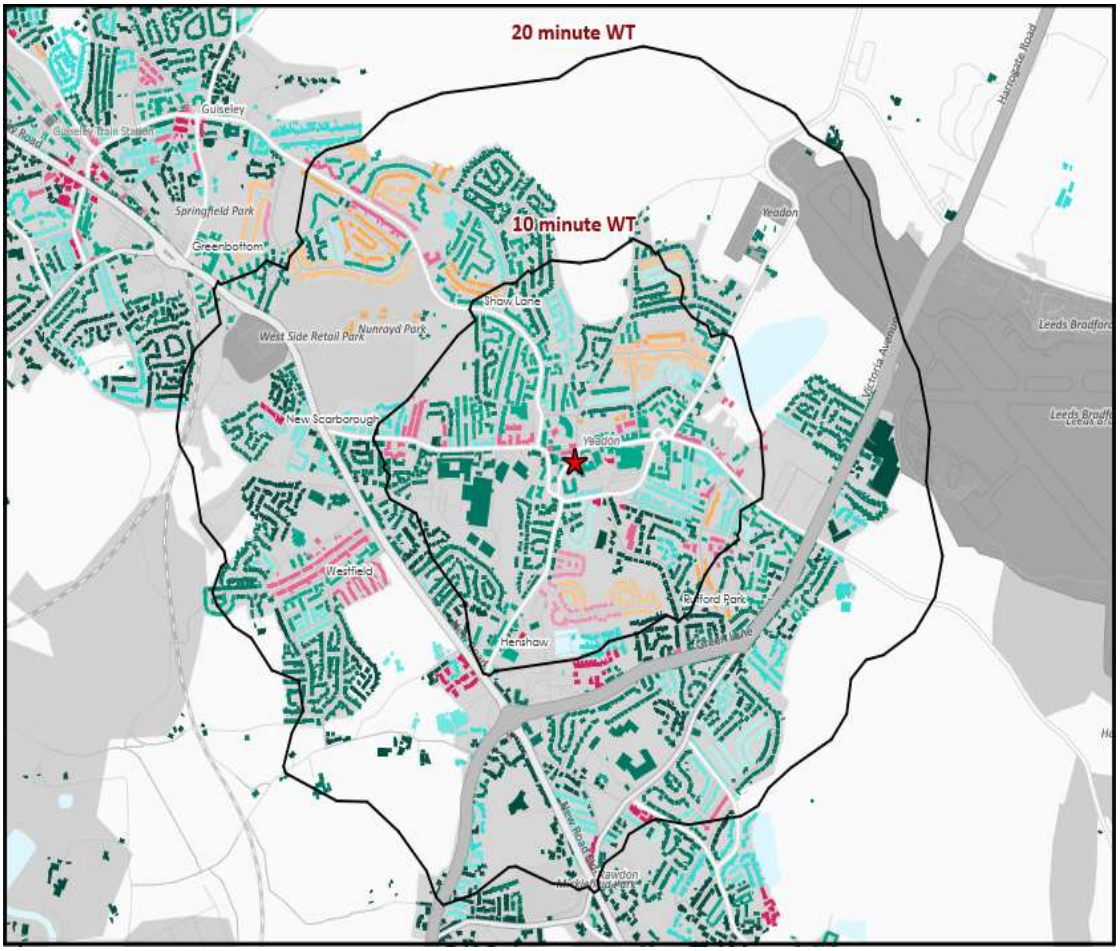
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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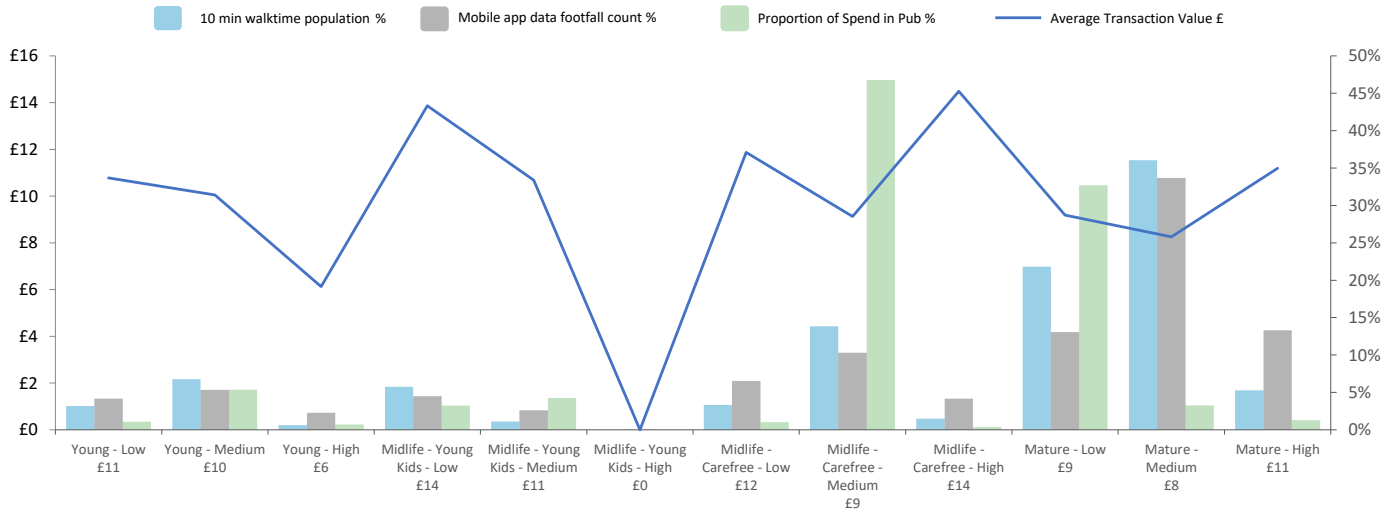
Catchment Summary - Crown

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
73710	Crown	LS19 7RE	Star Pubs & Bars	Classic	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

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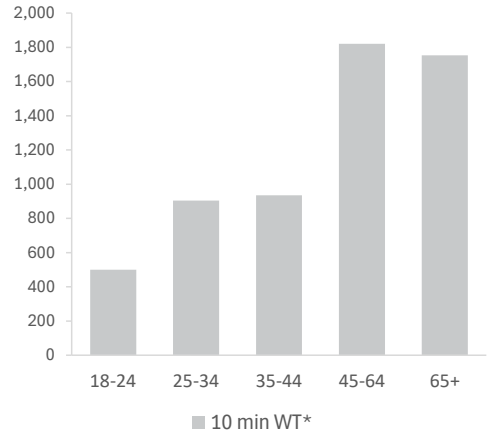
Catchment Summary - Crown

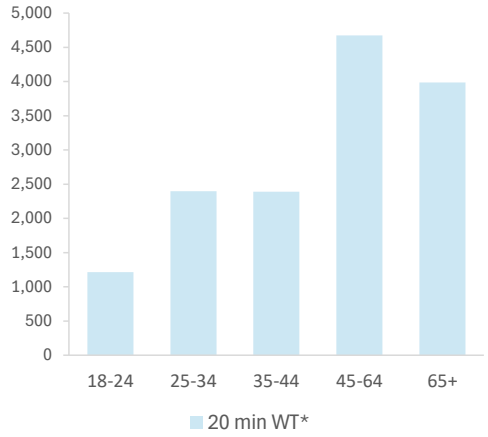
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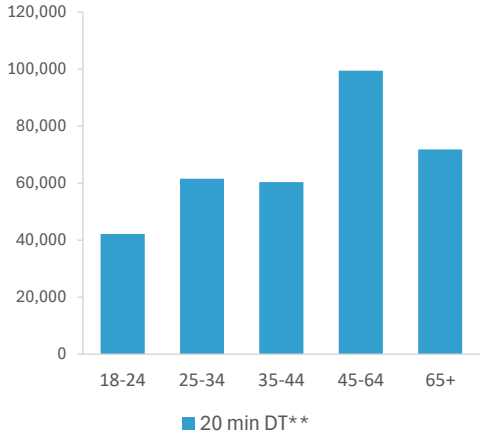
Over GB Average
Around GB Average
Under GB Average

*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		7,098	18,169	430,921	133	93	102
					Population & Adults 18+ index is based on all pubs		
Adults 18+		5,912	14,660	335,408	131	89	98
Competition Pubs		16	33	519	37	32	66
Adults 18+ per Competition Pub		370	444	646	54	65	94
% Adults Likely to Drink		82.0%	82.0%	77.0%	103	103	96
Affluence	Low	34.1%	24.7%	39.2%	103	74	118
	Medium	57.8%	58.7%	36.4%	151	153	95
	High	7.4%	16.3%	23.7%	27	59	86
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£21,857	£23,905	£22,256	97	106	99
Age Profile	18-24	500	1,215	42,159	83	79	115
	25-34	904	2,395	61,553	94	97	106
	35-44	935	2,389	60,379	98	97	104
	45-64	1,820	4,675	99,481	102	102	92
	65+	1,753	3,986	71,836	128	114	87







		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	3,402 (48%)	8,714 (48%)	212,139 (49%)	98	98	100
	Female	3,696 (52%)	9,455 (52%)	218,782 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	2,192 (36%)	5,675 (38%)	116,697 (34%)	107	111	99
	Employed: Part-time	762 (13%)	1,966 (13%)	42,997 (12%)	106	109	104
	Self employed	466 (8%)	1,271 (8%)	29,191 (8%)	83	91	91
	Unemployed	138 (2%)	328 (2%)	10,025 (3%)	83	79	105
	Full-time student	99 (2%)	268 (2%)	9,060 (3%)	66	71	105
	Retired	1,731 (29%)	3,864 (26%)	69,771 (20%)	132	118	93
	Other	647 (11%)	1,687 (11%)	68,719 (20%)	60	63	112
Total Worker Count		3,289	8,123	142,817			

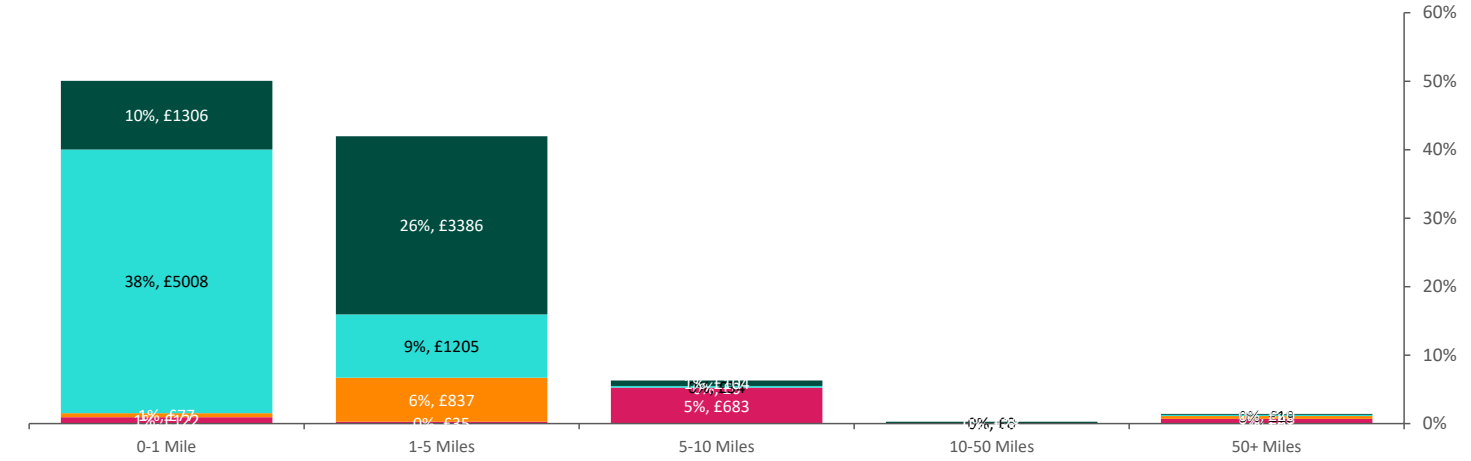
See the Glossary page for further information on the above variables

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Transactional Data Summary - Crown

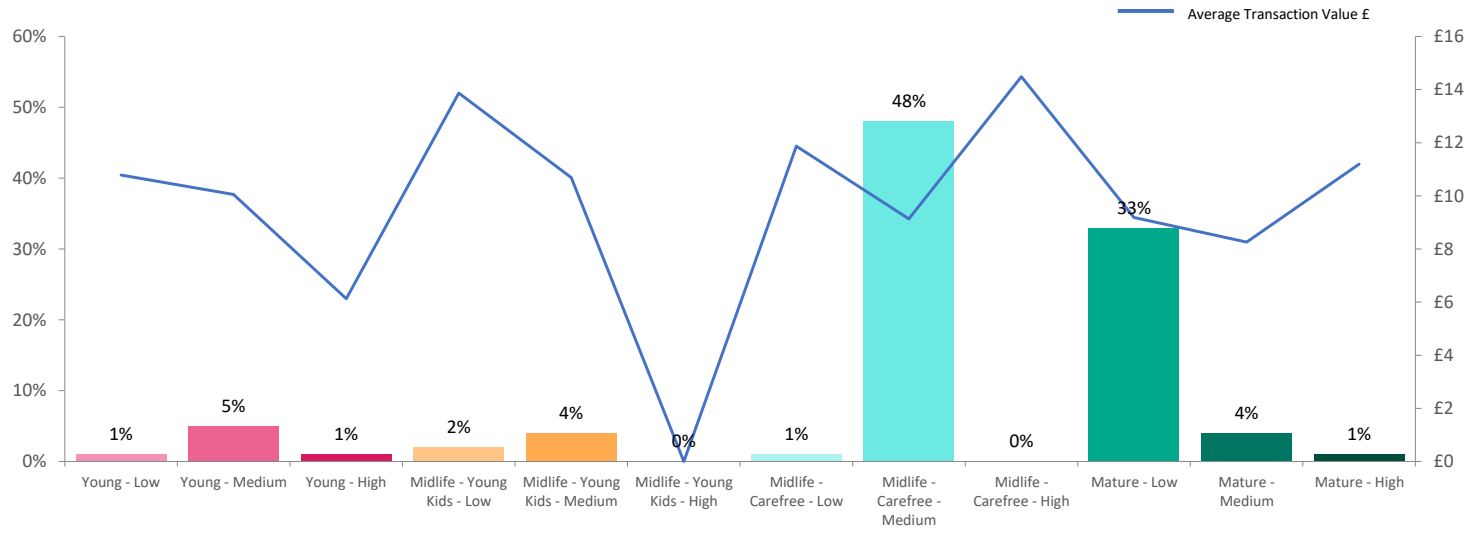
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Spend by Polaris and Distance from Home



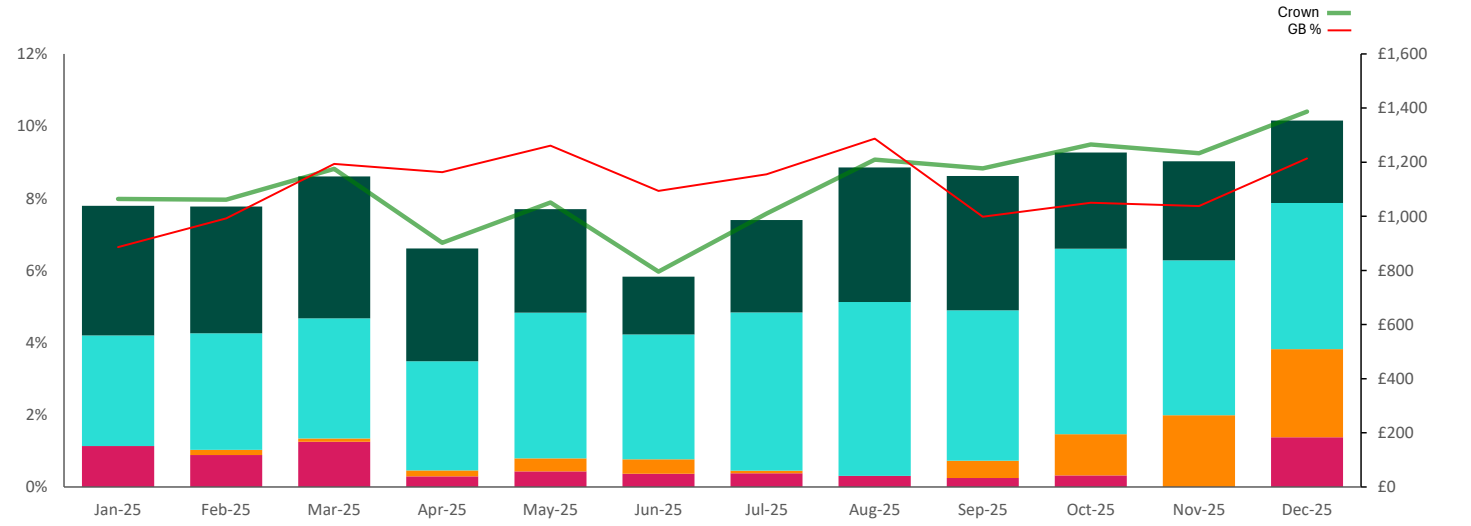
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



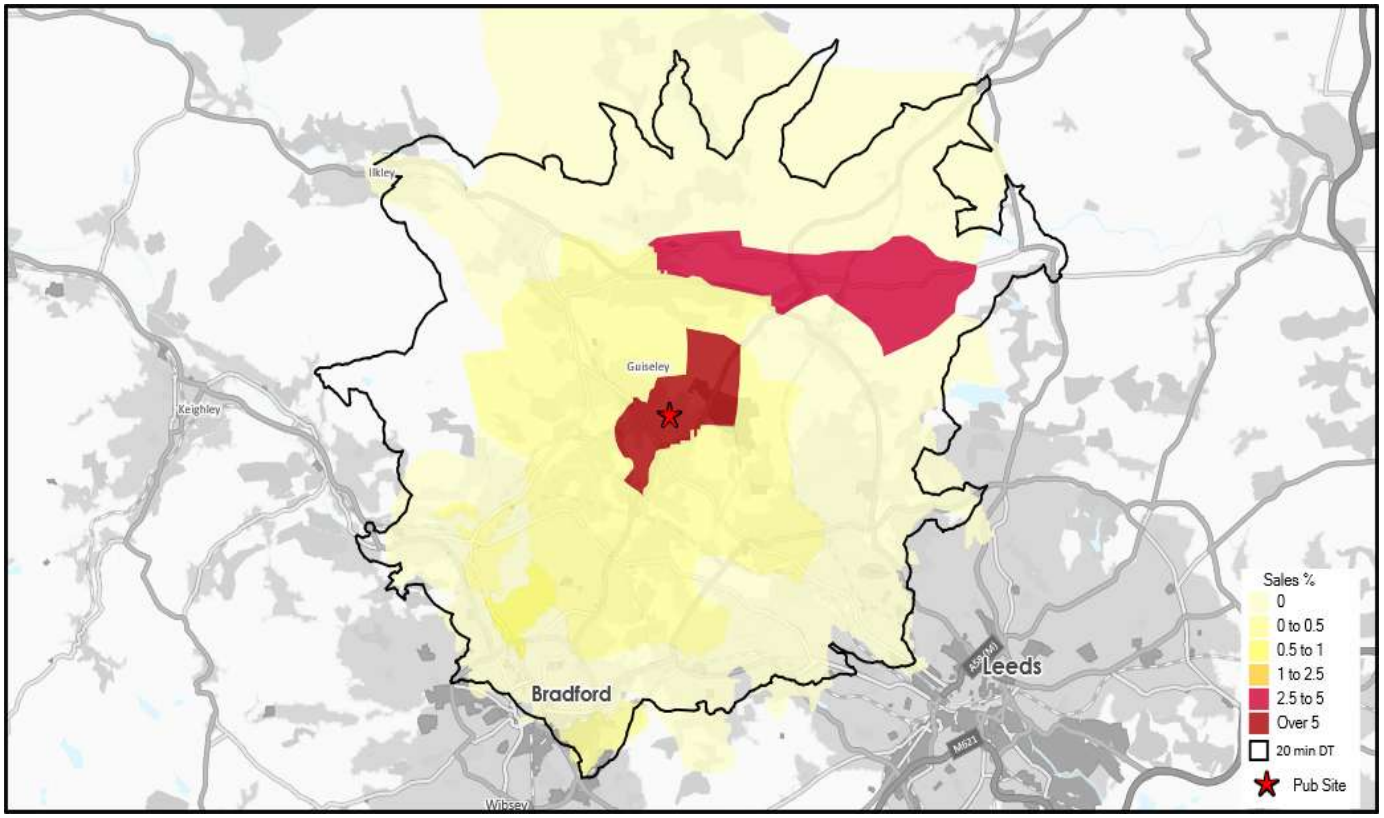
Seasonality of the spend split by month

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Transactional Data Maps - Crown

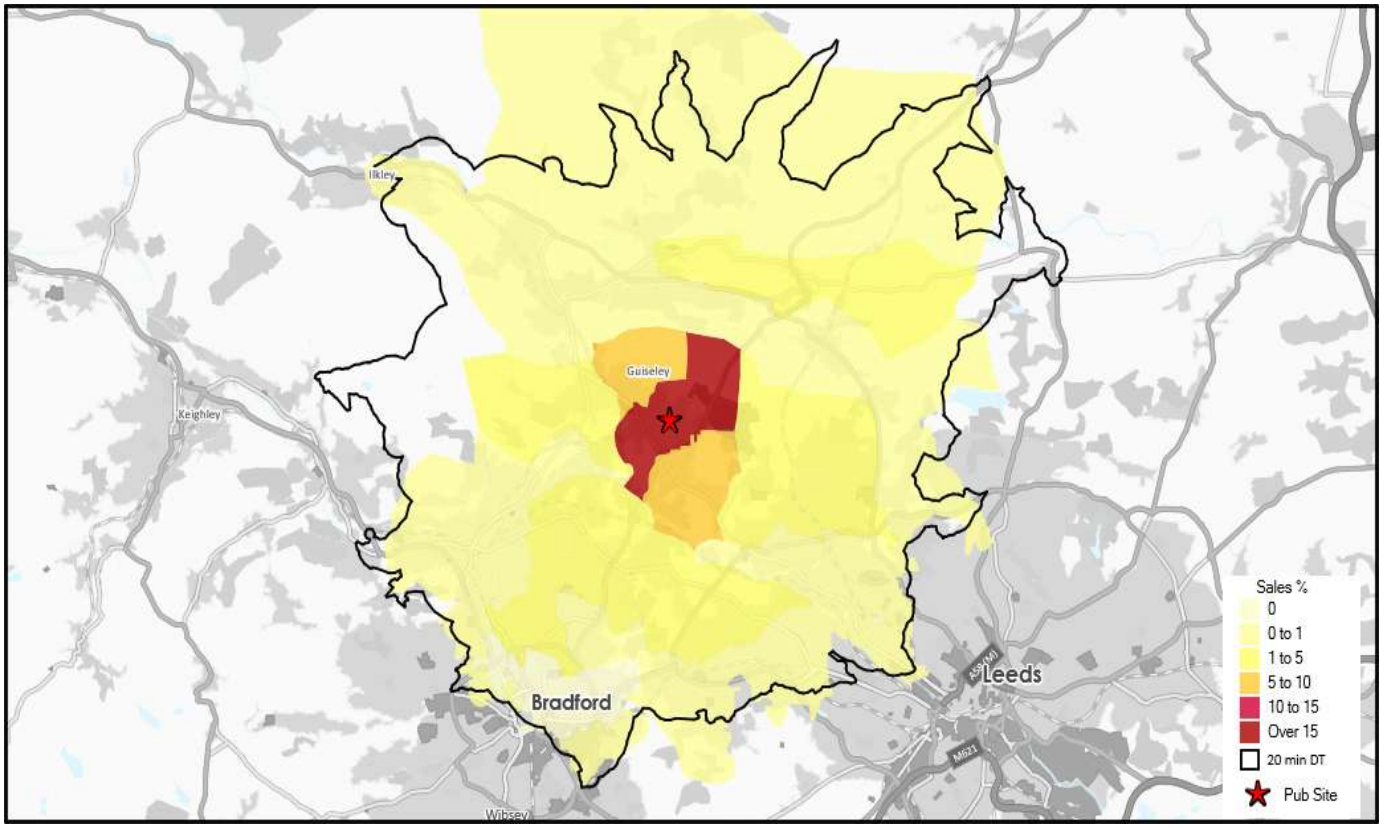
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Crown Share of Spend from Postcode Sectors within 20 minute Drive



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 Crown



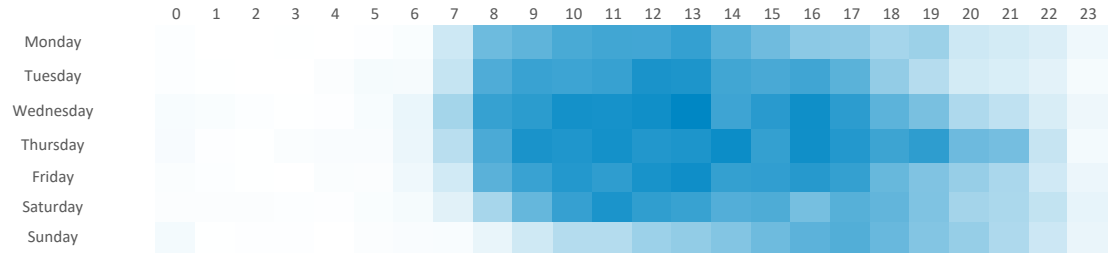
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Crown

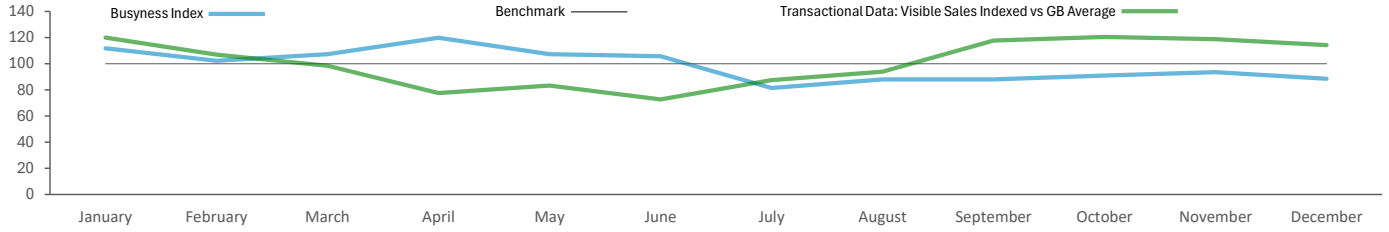
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Time of Day/Day of Week



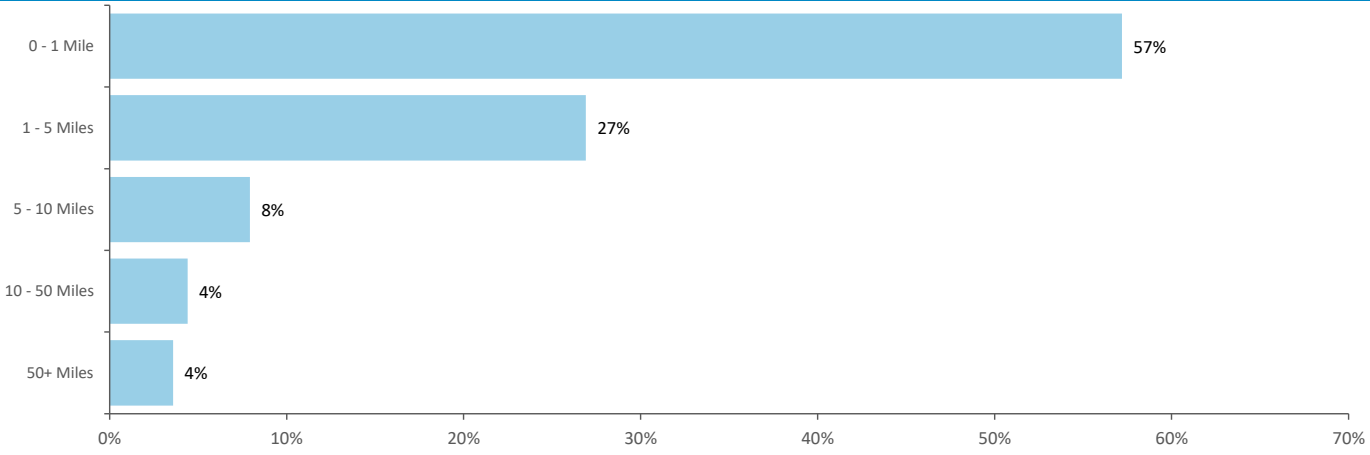
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



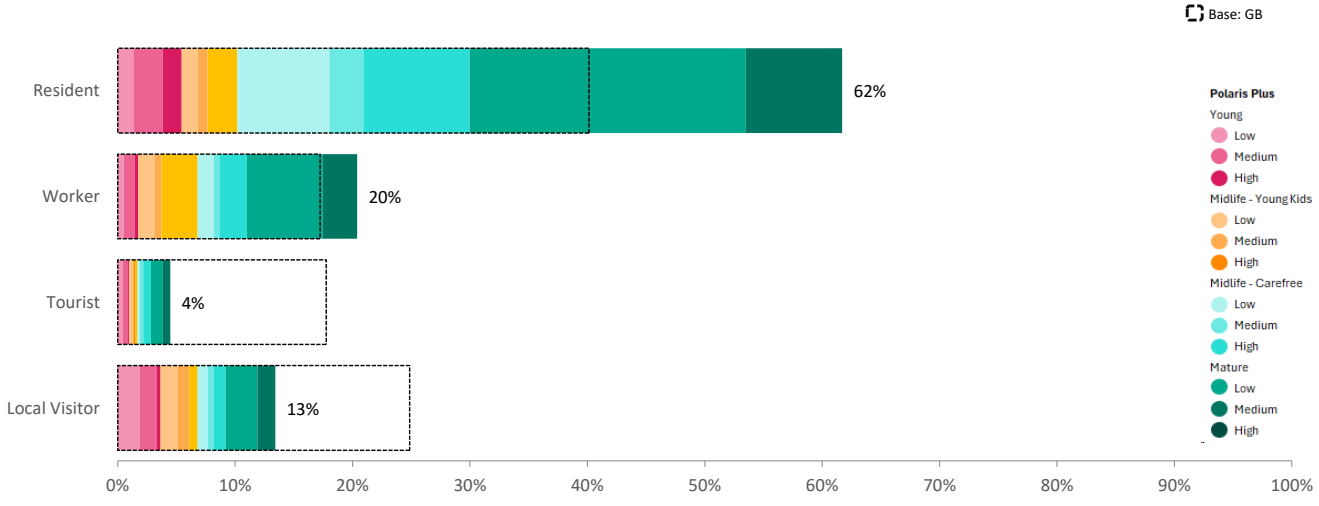
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



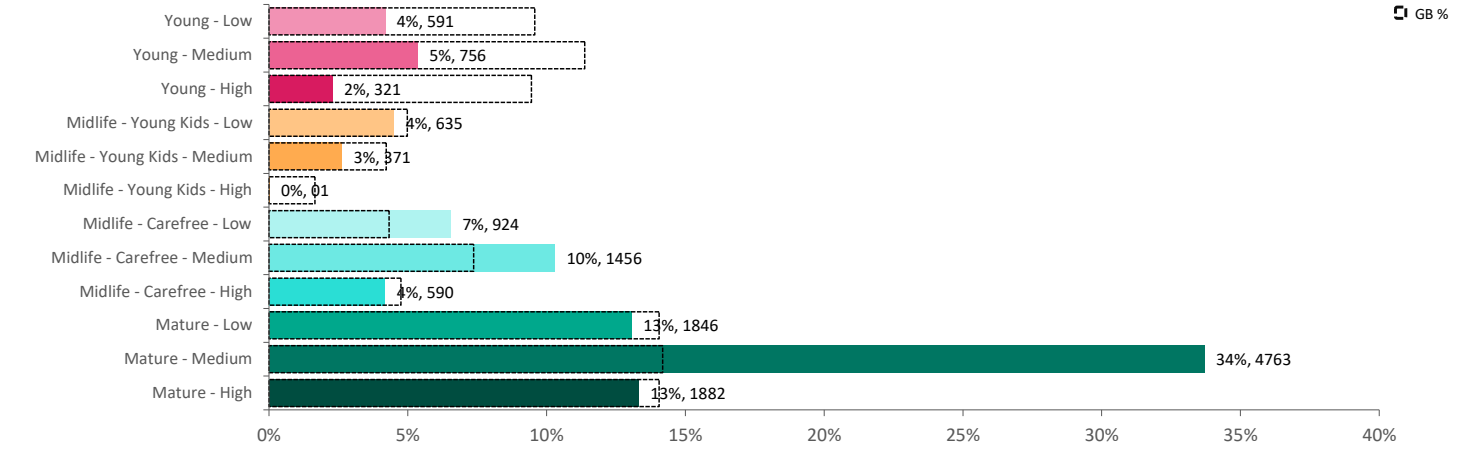
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Crown

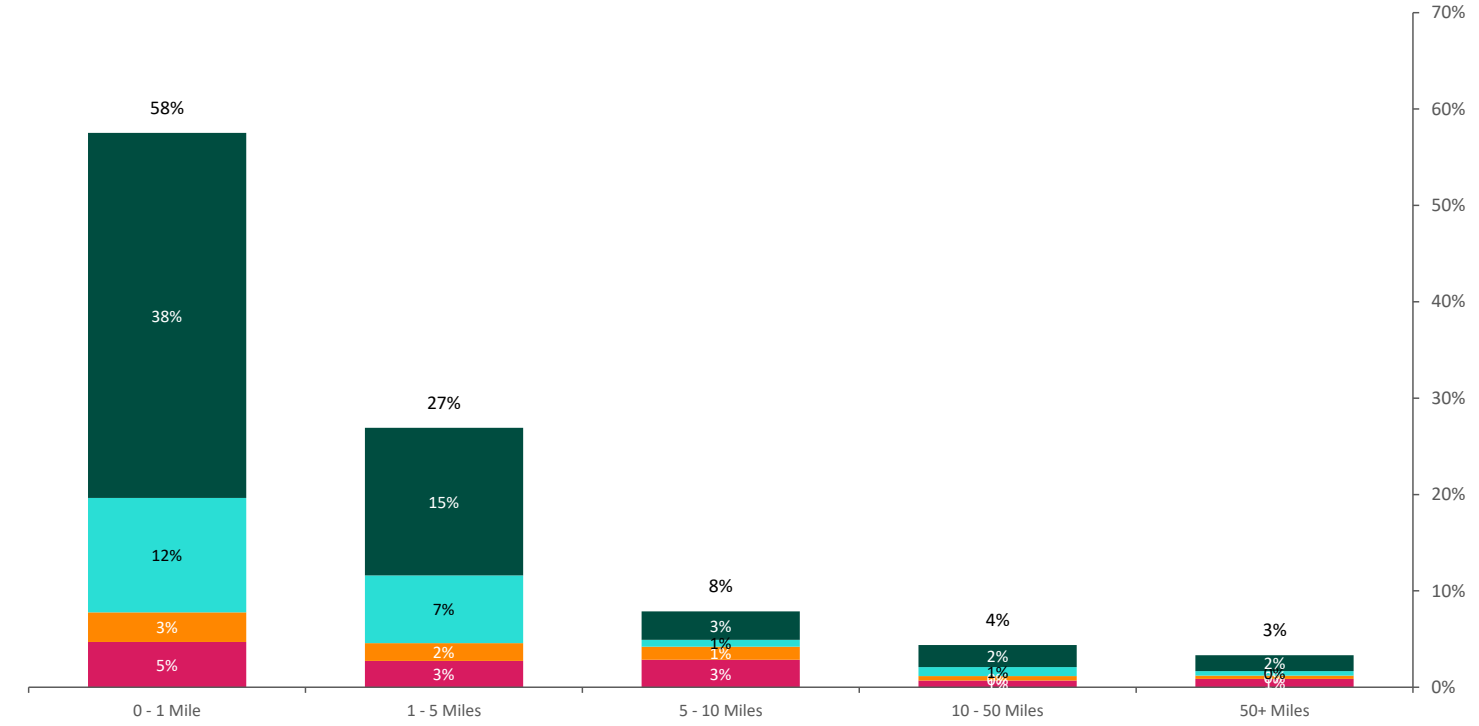
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Polaris Plus Profile



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



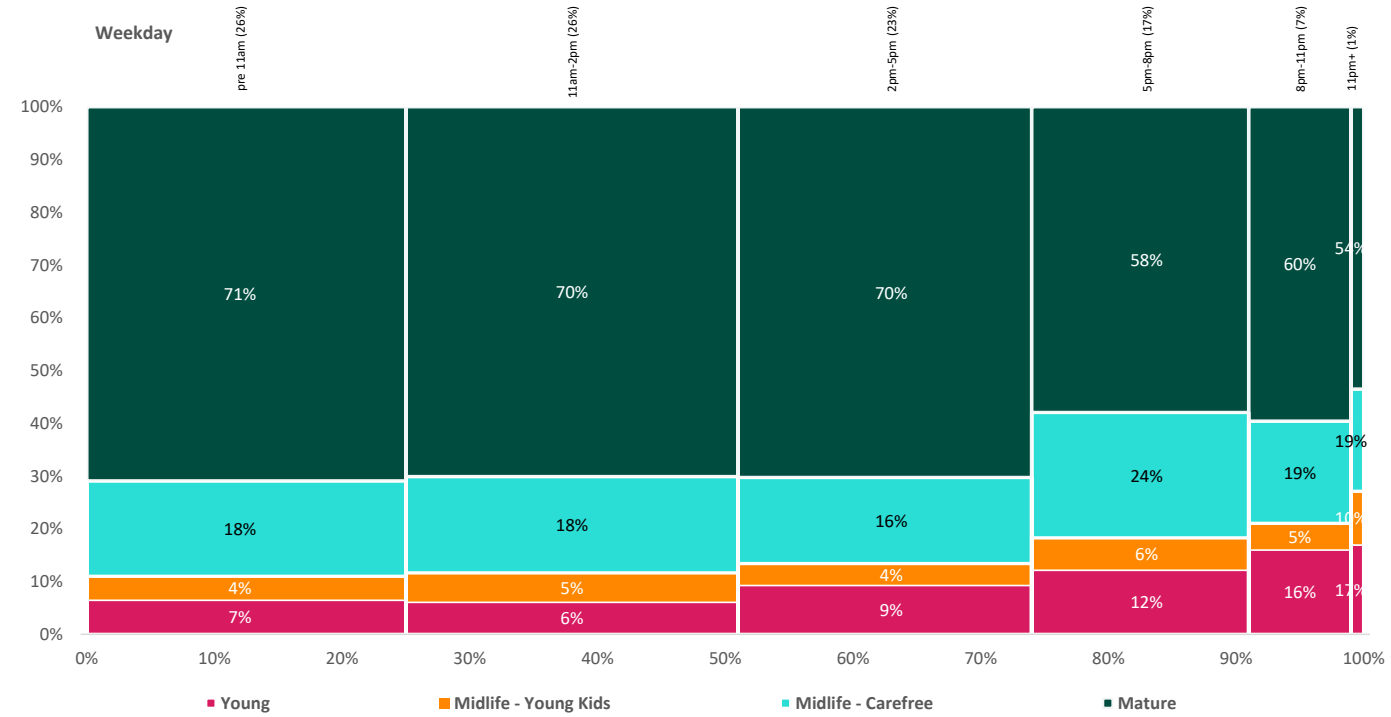
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Crown

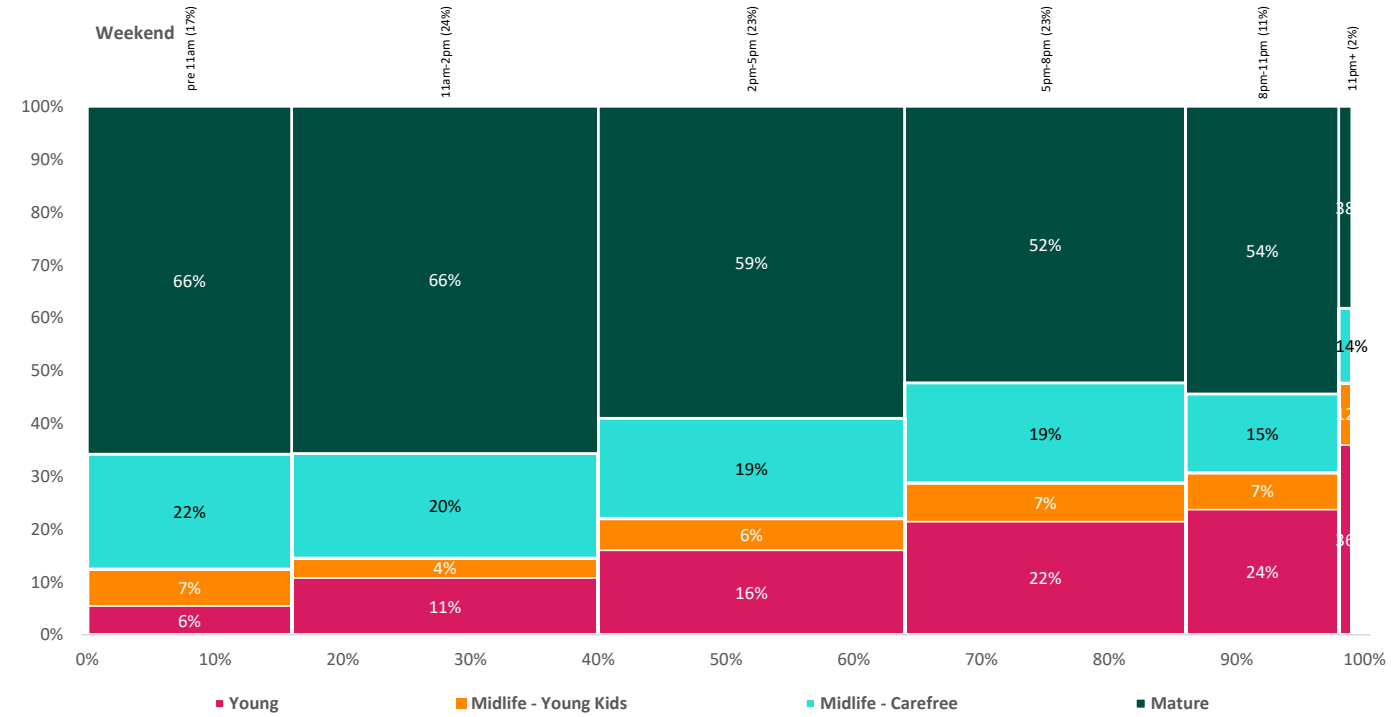
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	3,268	3,216	2,860	1,761	781	84	11,971
Midlife - Carefree	835	839	665	724	255	30	3,348
Midlife - Young Kids	202	249	162	182	64	16	875
Young	305	286	384	374	211	27	1,588
All	4,611	4,590	4,071	3,041	1,311	157	17,781

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



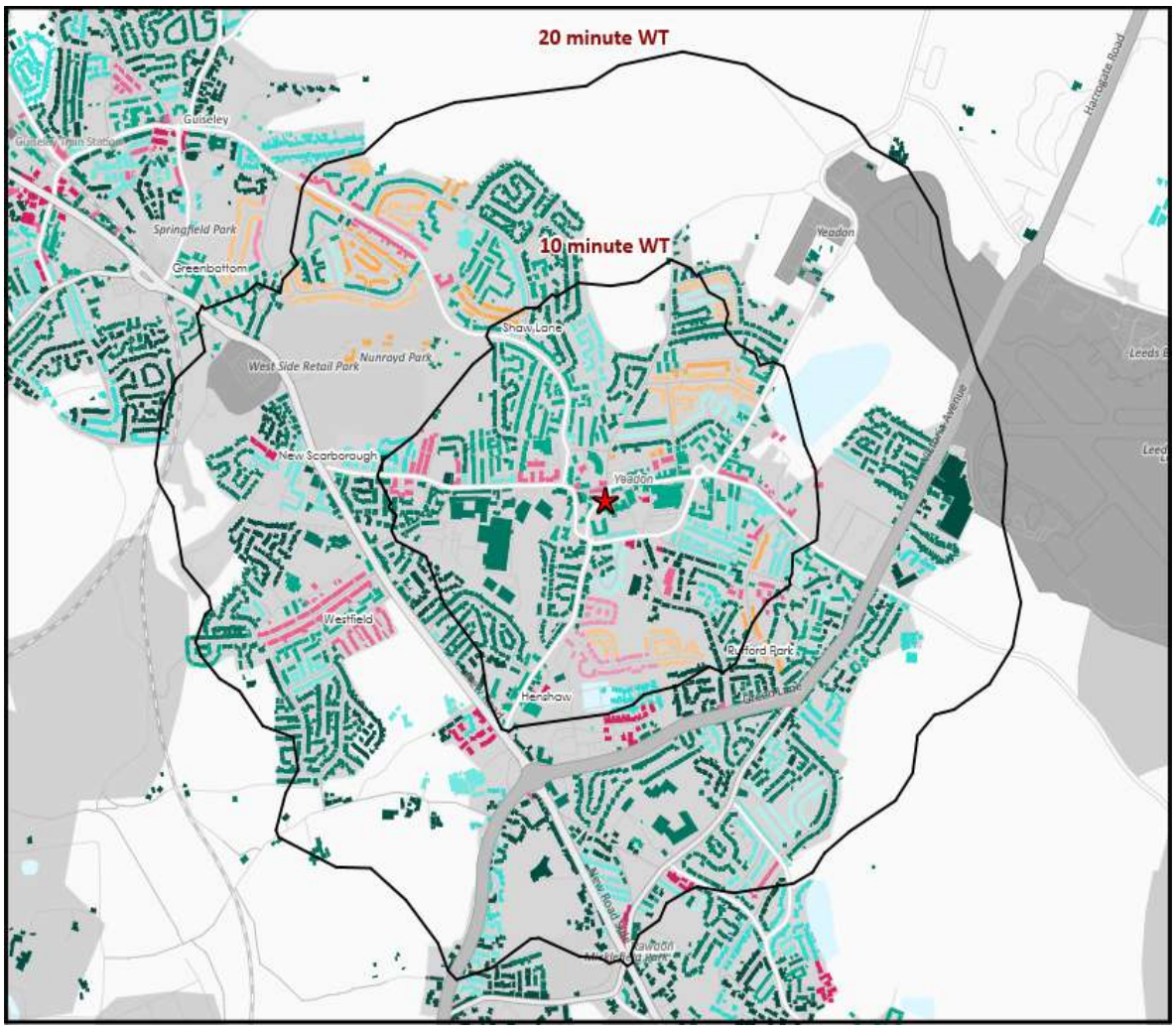
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	588	830	729	628	329	36	3,139
Midlife - Young Kids	195	251	235	228	91	13	1,014
Midlife - Carefree	61	45	72	86	41	11	316
Mature	50	138	200	259	144	34	824
All	893	1,264	1,236	1,201	604	94	5,292

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

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Polaris Plus Summary - Crown

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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	187	240	33,603	32	17	102
Medium	401	912	41,105	62	56	111
High	37	331	13,174	9	34	59
Midlife - Young Kids						
Low	341	610	41,419	103	74	221
Medium	65	459	19,094	25	71	129
High	0	0	369	0	0	9
Midlife - Carefree						
Low	197	464	25,130	78	74	176
Medium	819	1,814	15,903	194	173	66
High	88	534	10,711	33	80	70
Mature						
Low	1,289	2,302	31,172	161	116	69
Medium	2,132	5,422	46,044	230	236	88
High	311	1,527	55,292	35	69	109
Not Private Households	45	45	2,392	71	29	67
Total	5,912	14,660	335,408			

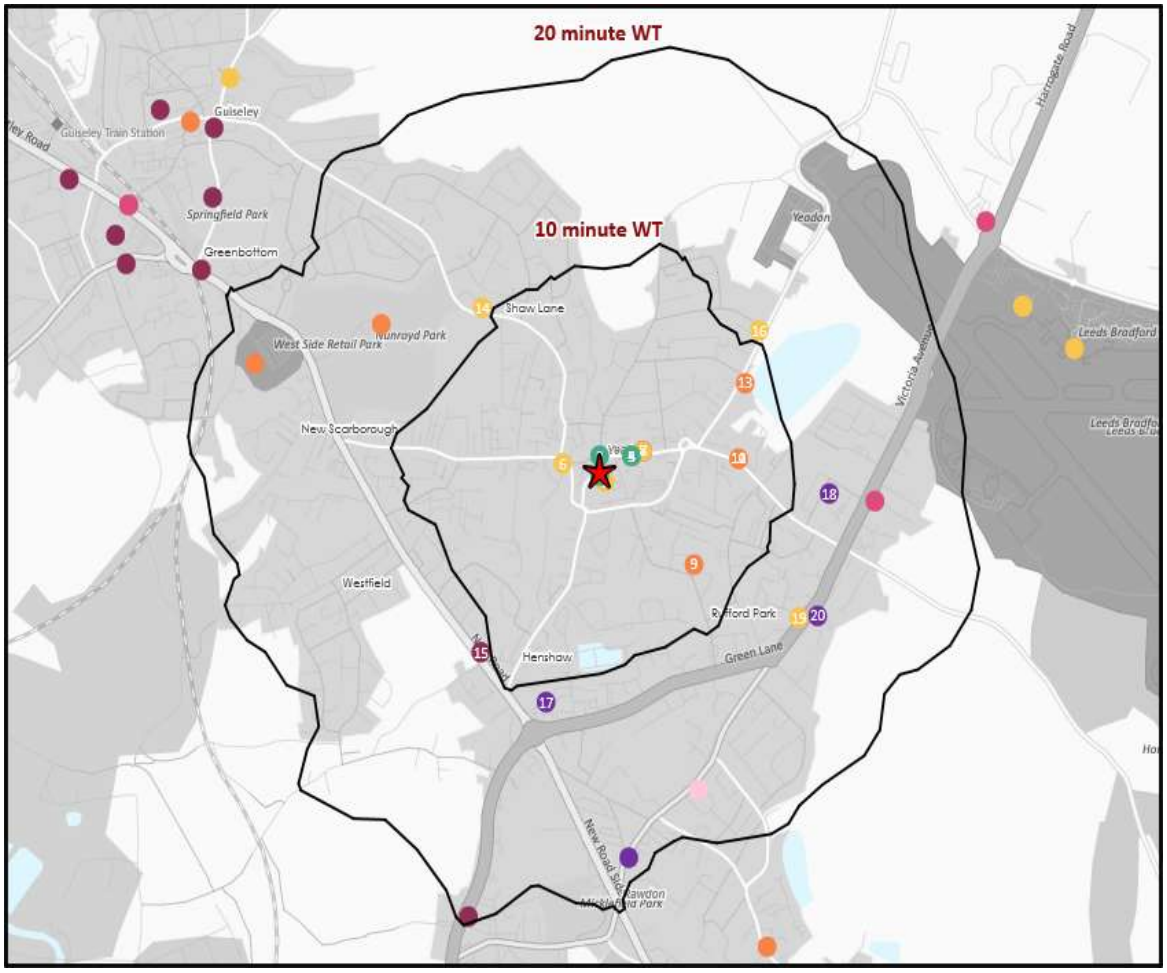
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CGA Summary - Crown

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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	Crown	LS19 7RE	Star Pubs & Bars	Classic	4.5%	92.6%	0.00
1	Constitutional Club	LS19 7RG	Independent Free	Mainstream	0.0%	0.0%	0.02
2	Nest	LS19 7ZX	Independent Free	Classic	1.8%	86.3%	0.04
3	Soul	LS19 7PP	Independent Free	Restaurant	9.8%	83.9%	0.08
4	Yeadon Liberal Club	LS19 7PP	Independent Free	Classic	0.0%	0.0%	0.08
5	Clothiers Arms	LS19 7PP	Wetherspoons GB	Mainstream	0.5%	77.1%	0.08
6	Robin Hood	LS19 7EP	Stonegate Pub Company	Mainstream	3.1%	93.3%	0.08
7	Brewhouse	LS19 7SP	Independent Free	Mainstream	0.0%	0.0%	0.11
8	Rice	LS19 7SP	Independent Free	Restaurant	2.6%	86.1%	0.11
9	Rufford Park Bowling Club	LS19 7QX	Independent Free	Leisure	0.0%	74.8%	0.28
10	Albert Inn	LS19 7TA	Star Pubs & Bars	Mainstream	0.0%	0.0%	0.31
11	White Swan	LS19 7TA	*Other Small Retail Groups	Mainstream	3.1%	79.3%	0.31
12	Yeadon Cricket Club	LS19 7TA	Independent Free	Leisure	7.8%	59.7%	0.31
13	Yeadon Sailing Club	LS19 7UP	Independent Free	Leisure	0.0%	0.0%	0.37
14	Midway	LS19 7PL	*Other Small Retail Groups	Mainstream	3.3%	98.2%	0.42
15	Woolpack	LS19 7SE	Punch Pub Company	Premium	8.5%	82.0%	0.44
16	New Inn	LS19 7UR	Stonegate Pub Company	Mainstream	0.0%	0.0%	0.46
17	Sweet Basil	LS19 7BY	Independent Free	Restaurant	13.6%	76.1%	0.47
18	Murgatroyds Fish Restaurant	LS19 7BN	Independent Free	Restaurant	40.5%	45.4%	0.51
19	Rawdon Moustache	LS19 7BP	Independent Free	Mainstream	0.0%	0.0%	0.53
20	Fikos Mediterranean Kitchen	LS19 6AH	Independent Free	Restaurant	0.9%	38.1%	0.56

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 - Crown

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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+	5,912	14,660	335,408
Number of Competition Pubs	16	33	519
Adults 18+ per Competition Pub	370	444	646

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	489	8.3%	106
Family Pub Dining	0	588	10.0%	110
Great Pub Great Food	0	962	16.3%	97
Leisure	3	609	10.3%	103
Mainstream	7	922	15.6%	112
Premium	0	841	14.2%	99
Restaurant	3	1,273	21.5%	94
Super Premium	0	181	3.1%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	1,058	7.2%	92
Family Pub Dining	2	1,356	9.3%	102
Great Pub Great Food	1	2,567	17.5%	105
Leisure	5	1,531	10.4%	104
Mainstream	14	2,157	14.7%	105
Premium	2	2,158	14.7%	103
Restaurant	6	3,266	22.3%	97
Super Premium	0	520	3.6%	90

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	114	29,697	8.9%	113
Family Pub Dining	14	32,172	9.6%	106
Great Pub Great Food	26	53,663	16.0%	96
Leisure	89	33,821	10.1%	100
Mainstream	104	48,483	14.5%	104
Premium	74	46,443	13.9%	97
Restaurant	89	76,802	22.9%	99
Super Premium	9	11,915	3.6%	90

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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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