

Catchment Summary - Greyhound

- 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**
2,429	2,577	140,857

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
46	13	34

Pop. & Adl. 18+ index based on all pubs

45	13	35
16	7	52
75	80	62
105	106	105

32	31	44
92	87	122
197	207	138

126	128	111
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52	52	186
75	72	99
99	100	92
107	107	92
144	145	97

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

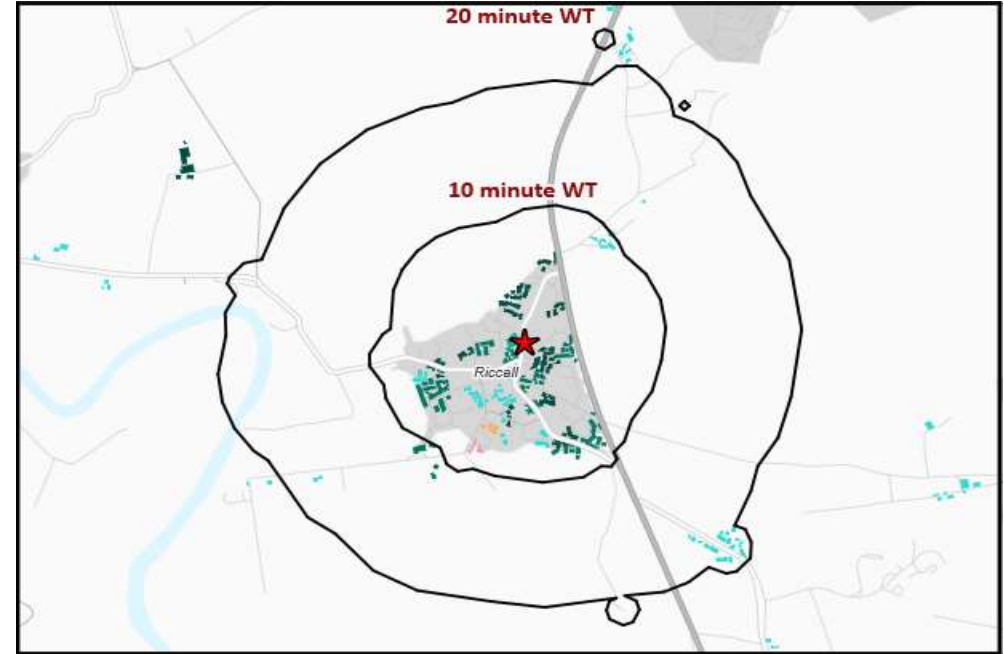
% Adults Likely to Drink

Affluence	Low	10,8%	10,2%	14,6%
	Medium	35,1%	33,1%	46,5%
	High	54,1%	56,8%	37,8%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

Age Profile	18-24	107	113	22,130
	25-34	245	251	18,797
	35-44	324	346	17,404
	45-64	657	701	32,794
	65+	670	715	26,206



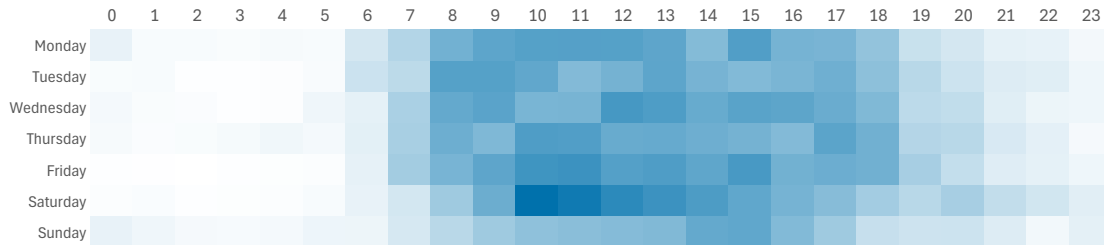
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Polaris Plus Segments

- ★ Pub Sites
- ★ Catchment
- Young**
 - Low (pink)
 - Medium (red)
 - High (magenta)
- Midlife - Young Kids**
 - Low (light orange)
 - Medium (orange)
 - High (dark orange)
- Midlife - Carefree**
 - Low (light blue)
 - Medium (cyan)
 - High (teal)
- Mature**
 - Low (light green)
 - Medium (green)
 - High (dark green)

Mobile Data Summary

Time of Day/Day of Week



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	87	87	34,941	16	15	107
Midlife - Young Kid	59	59	5,445	27	25	43
Midlife - Carefree	283	404	17,946	90	121	97
Mature	1,574	1,576	57,644	177	167	111
Not Private Households	0	0	1,355	0	0	9,545
Total	2,003	2,126	117,331			



Per Pub - Greyhound

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

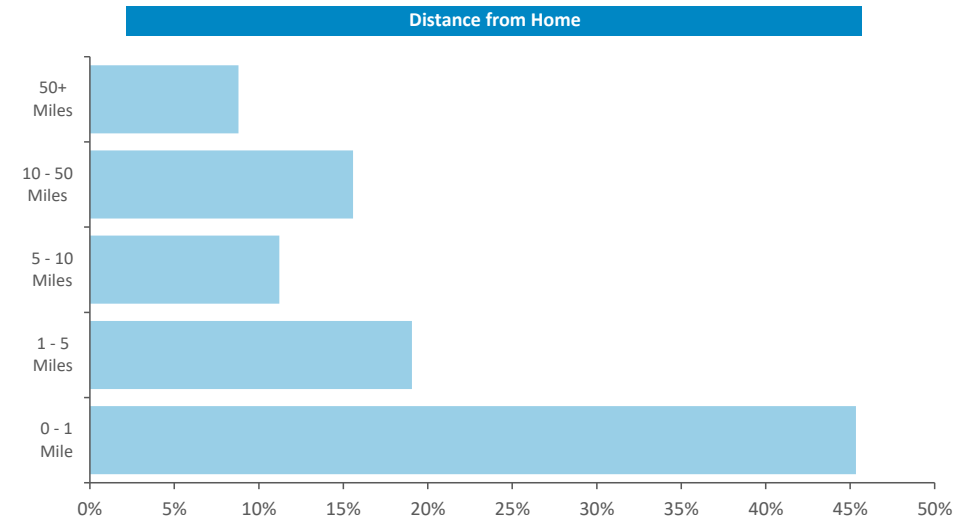
Adults 18+	2.003	2.126	117.331
Number of Competition Pubs	3	3	212
Adults 18+ per Competition Pub	668	709	553

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	94	4,7%	56
Circuit Bar	0	25	1,3%	30
Community Pub	0	315	15,7%	80
Craft Led	0	7	0,3%	10
Great Pub Great Food	1	647	32,3%	178
High Street Pub	0	287	14,3%	76
Premium Local	1	627	31,3%	185

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	102	4,8%	58
Circuit Bar	0	25	1,2%	28
Community Pub	0	331	15,6%	80
Craft Led	0	7	0,3%	9
Great Pub Great Food	1	701	33,0%	181
High Street Pub	0	291	13,7%	73
Premium Local	1	668	31,4%	186

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	32	10.919	9,3%	112
Circuit Bar	34	3.771	3,2%	77
Community Pub	4	16.963	14,5%	74
Craft Led	0	5.093	4,3%	121
Great Pub Great Food	17	27.993	23,9%	131
High Street Pub	21	17.338	14,8%	78
Premium Local	44	24.797	21,1%	125



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Competition - Greyhound



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Greyhound	YO19 6TE	Star Pubs & Bars	GPGF	55,0%	0,00
1	Hare & Hounds	YO19 6PA	Independent Free	Premium Local	45,0%	0,06
2	Riccall Village Institute	YO19 6QJ	Independent Free	Clubland	0,0%	0,18
3	Regen Centre	YO19 6PW	Independent Free	Sports Clubs	0,0%	0,32

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

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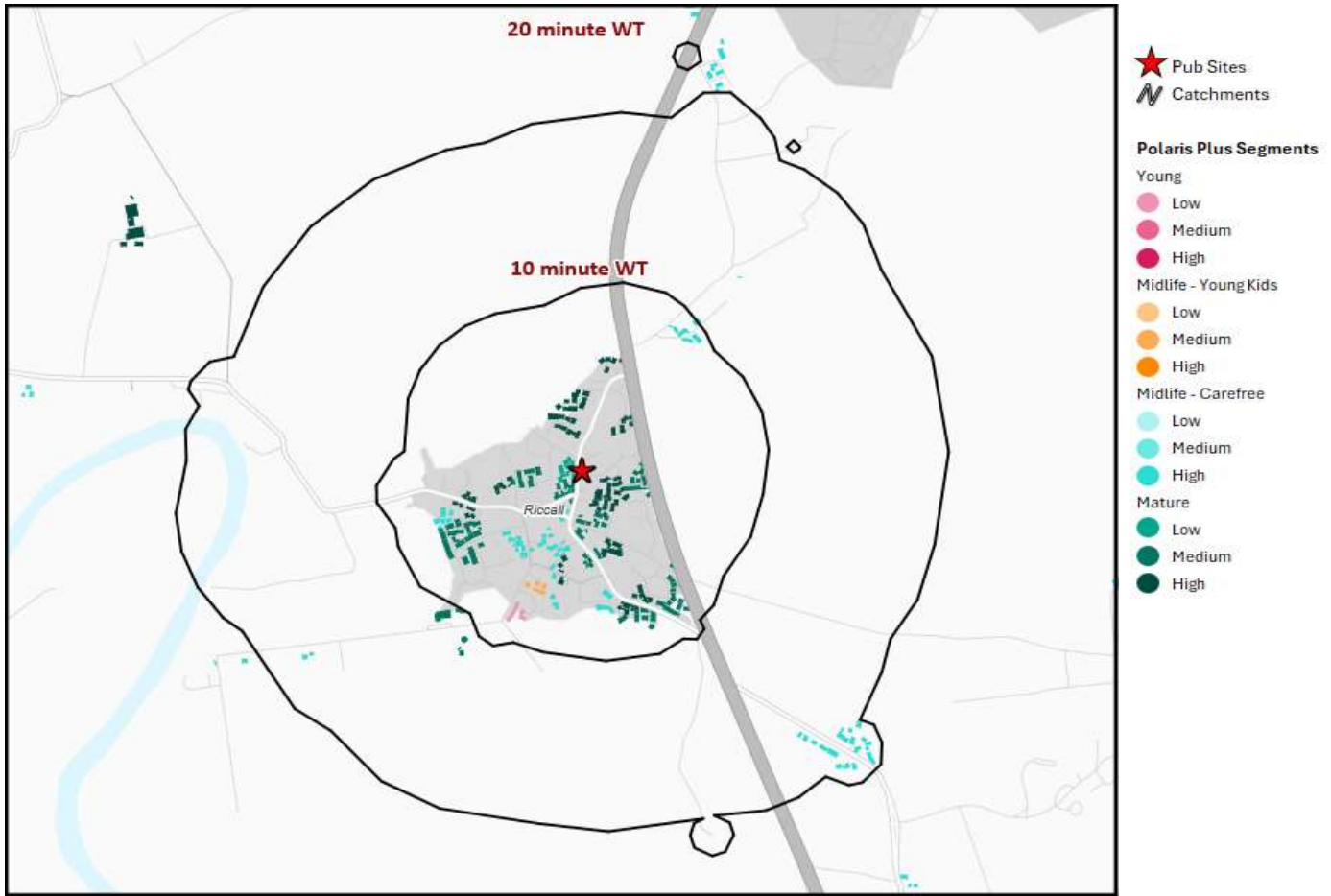


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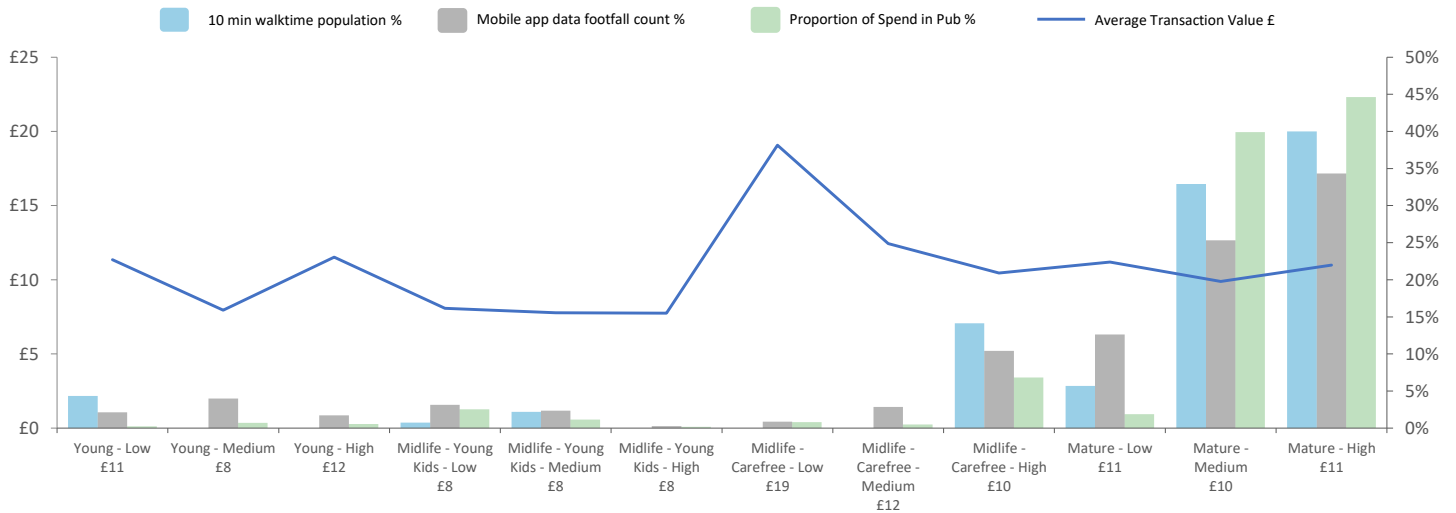
Catchment Summary - Greyhound

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
150780	Greyhound	YO19 6TE	Star Pubs & Bars	GPGF	18



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Greyhound

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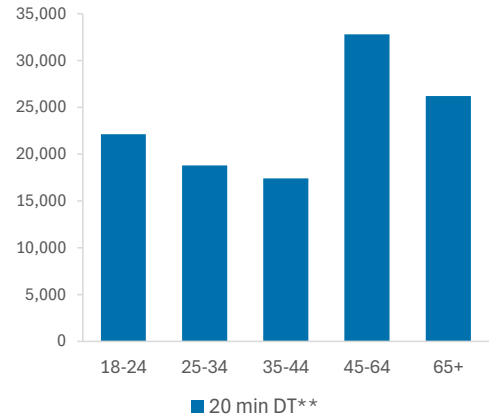
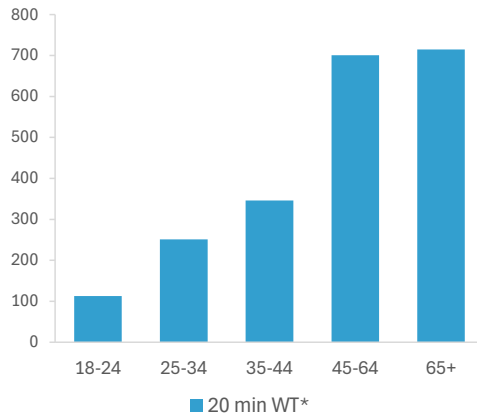
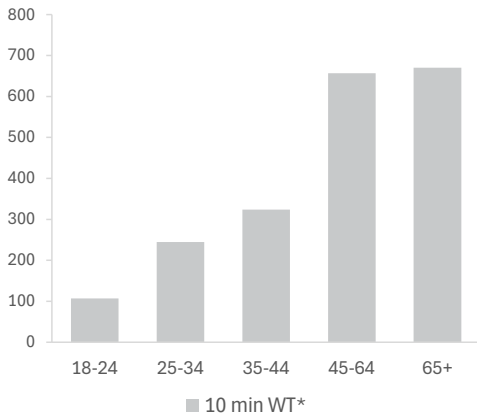
Over GB Average
Around GB Average
Under GB Average

*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		2,429	2,577	140,857	46	13	34
Adults 18+		2,003	2,126	117,331	45	13	35
Competition Pubs		3	3	212	16	7	52
Adults 18+ per Competition Pub		668	709	553	75	80	62
% Adults Likely to Drink		79,4%	79,7%	79,1%	105	106	105
Affluence	Low	10,8%	10,2%	14,6%	32	31	44
	Medium	35,1%	33,1%	46,5%	92	87	122
	High	54,1%	56,8%	37,8%	197	207	138
Mean Net Disposable income (£pa)		£26,894	£27,319	£23,627	126	128	111
Age Profile	18-24	107	113	22,130	52	52	186
	25-34	245	251	18,797	75	72	99
	35-44	324	346	17,404	99	100	92
	45-64	657	701	32,794	107	107	92
	65+	670	715	26,206	144	145	97

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



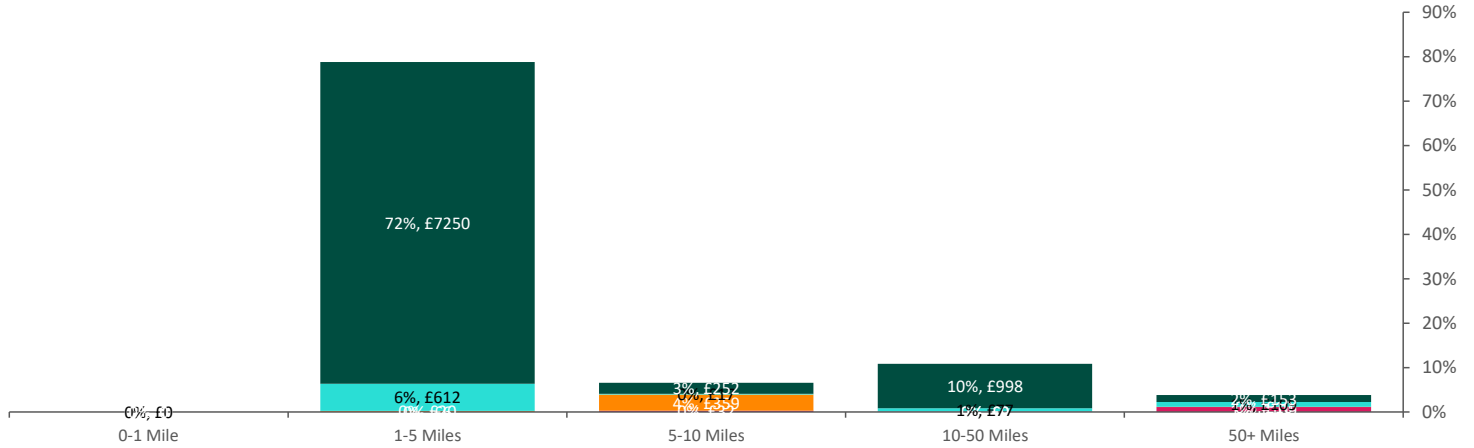
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,174 (48%)	1,258 (49%)	68,323 (49%)	99	100	99
	Female	1,255 (52%)	1,319 (51%)	72,534 (51%)	101	100	101
Economic Status (16+)	Employed: Full-time	686 (33%)	726 (33%)	39,593 (33%)	97	97	96
	Employed: Part-time	284 (14%)	298 (14%)	13,793 (11%)	113	112	95
	Self employed	186 (9%)	211 (10%)	9,445 (8%)	98	105	85
	Unemployed	23 (1%)	25 (1%)	2,013 (2%)	44	45	66
	Full-time student	38 (2%)	40 (2%)	5,401 (4%)	78	77	190
	Retired	615 (30%)	649 (30%)	25,829 (21%)	136	135	98
	Other	233 (11%)	240 (11%)	24,061 (20%)	64	63	114
Total Worker Count		968	1,038	71,444			

See the Glossary page for further information on the above variables

Transactional Data Summary - Greyhound

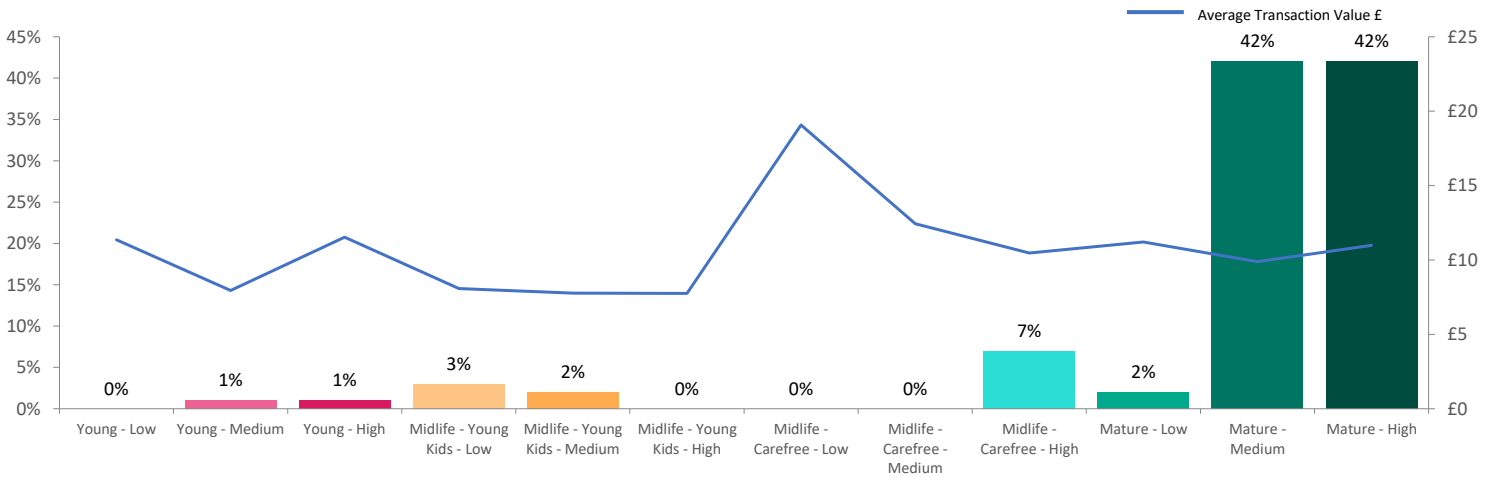
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Spend by Polaris and Distance from Home



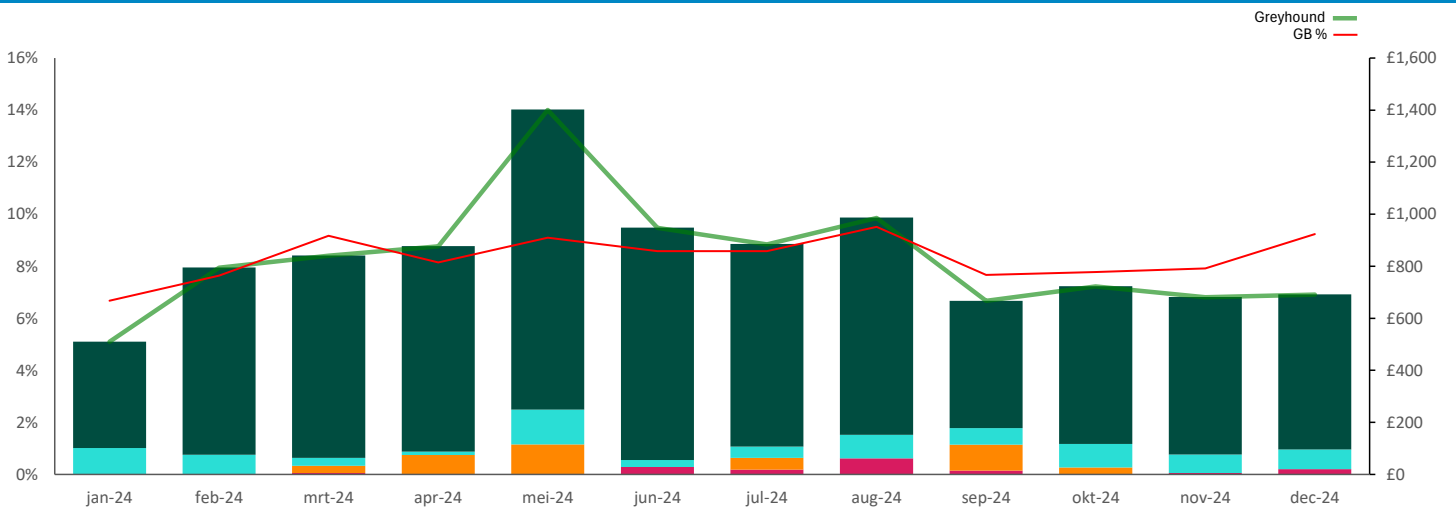
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



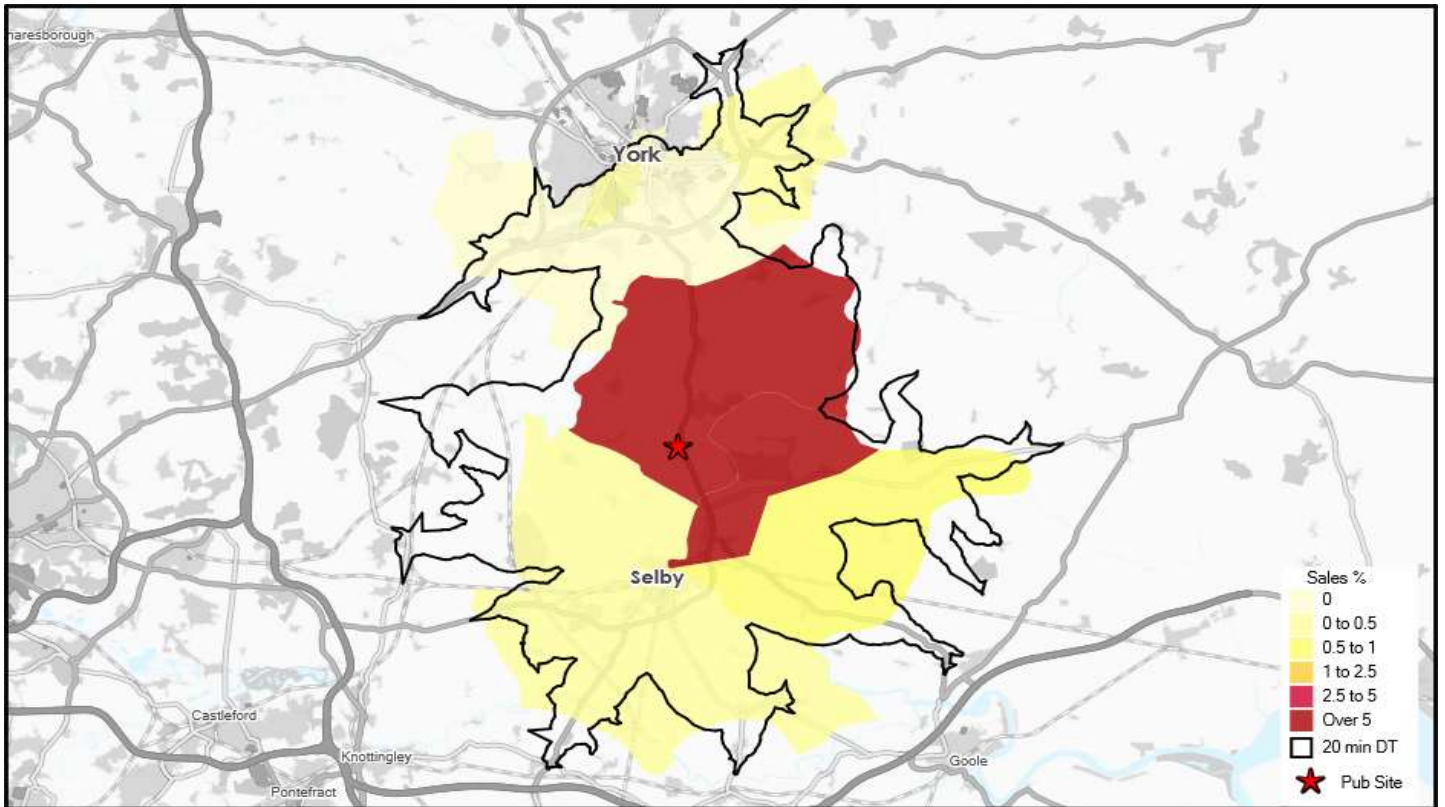
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



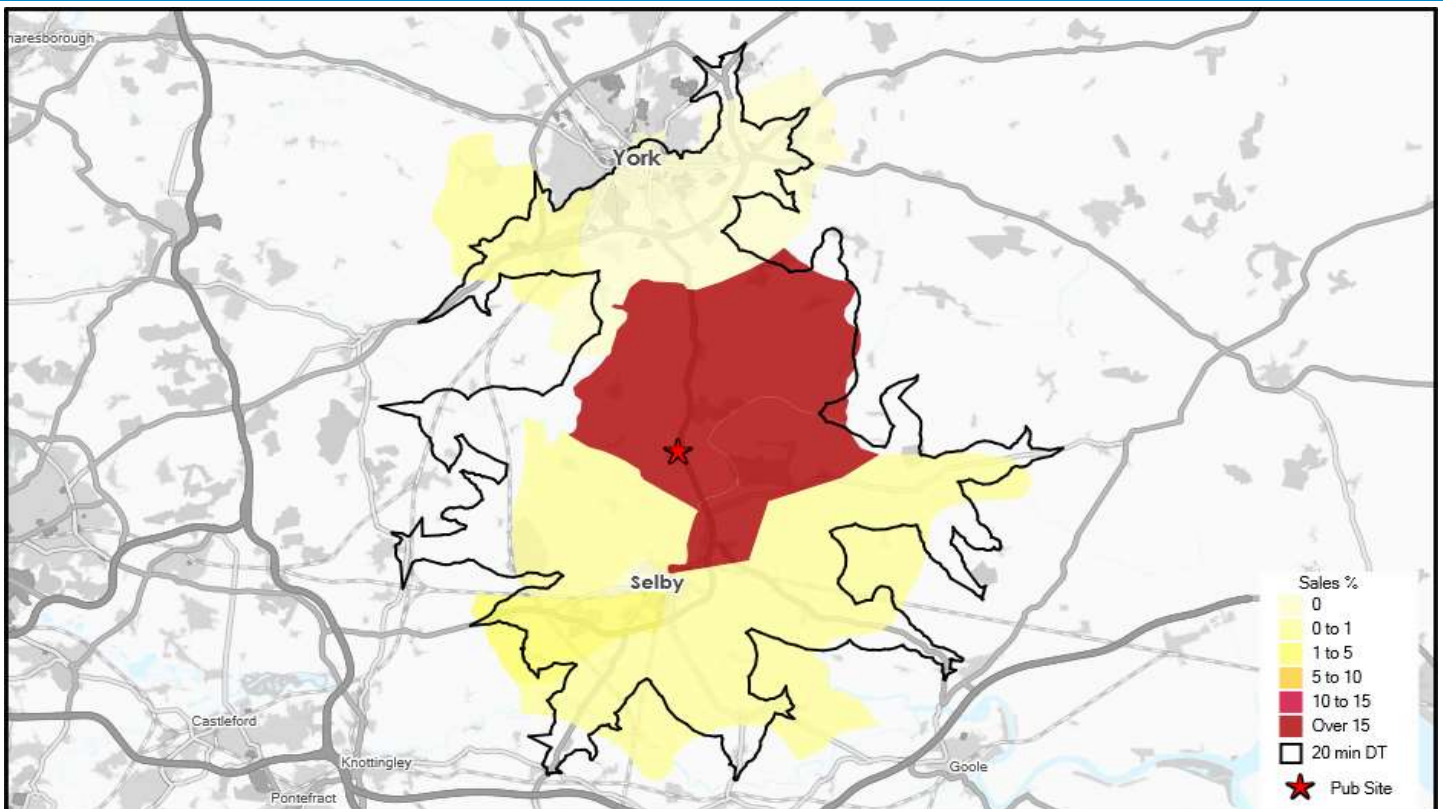
Seasonality of the spend split by month

Greyhound Share of Spend from Postcode Sectors within 20 minute Drive



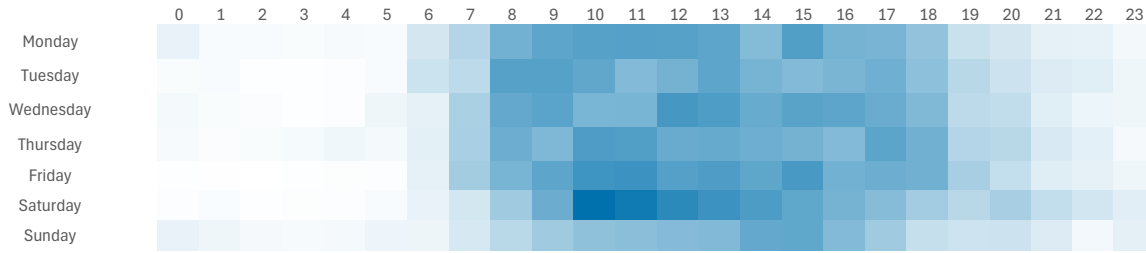
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



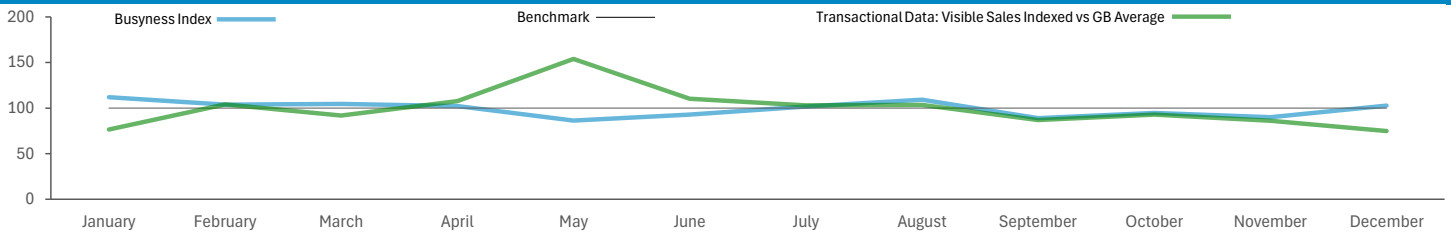
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



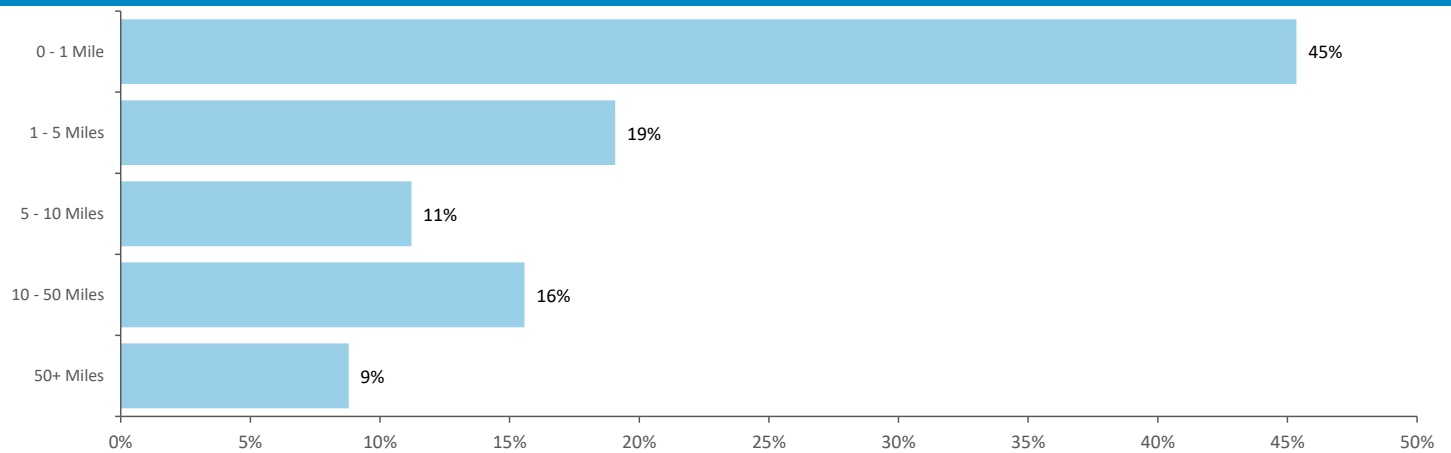
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

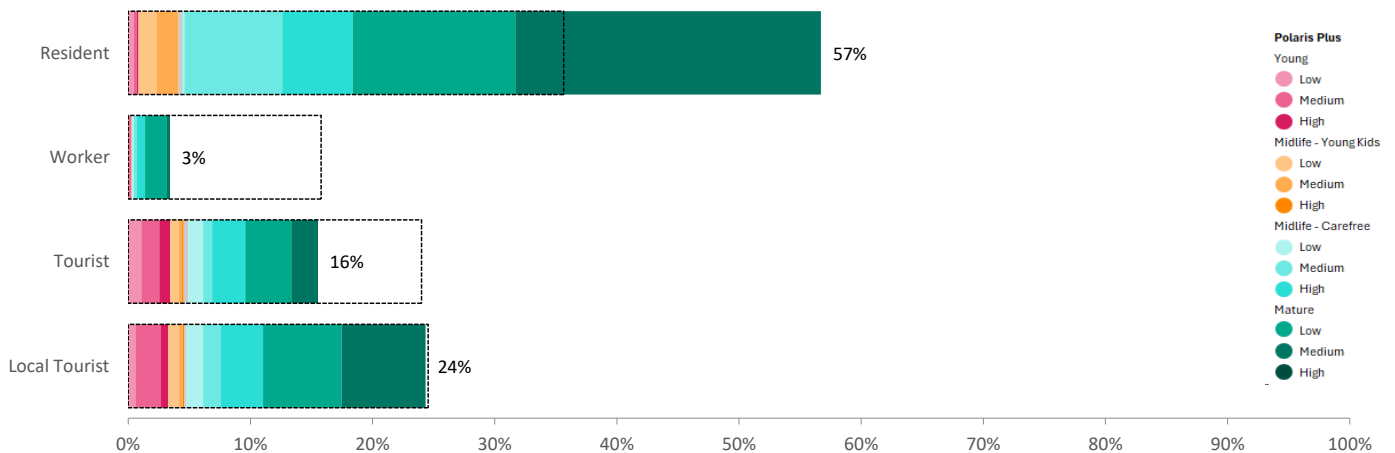
Distance from Home



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



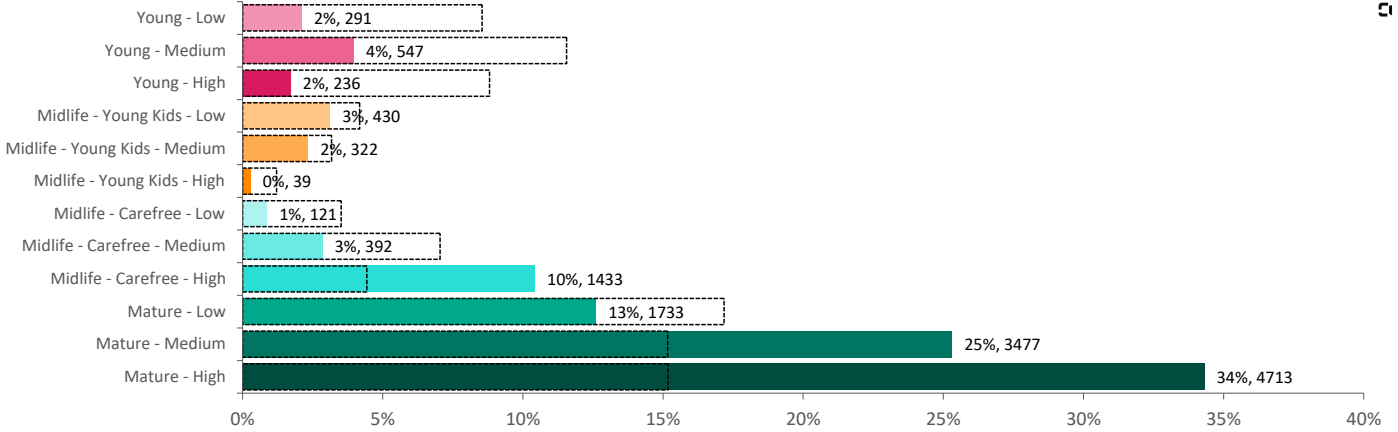
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Greyhound

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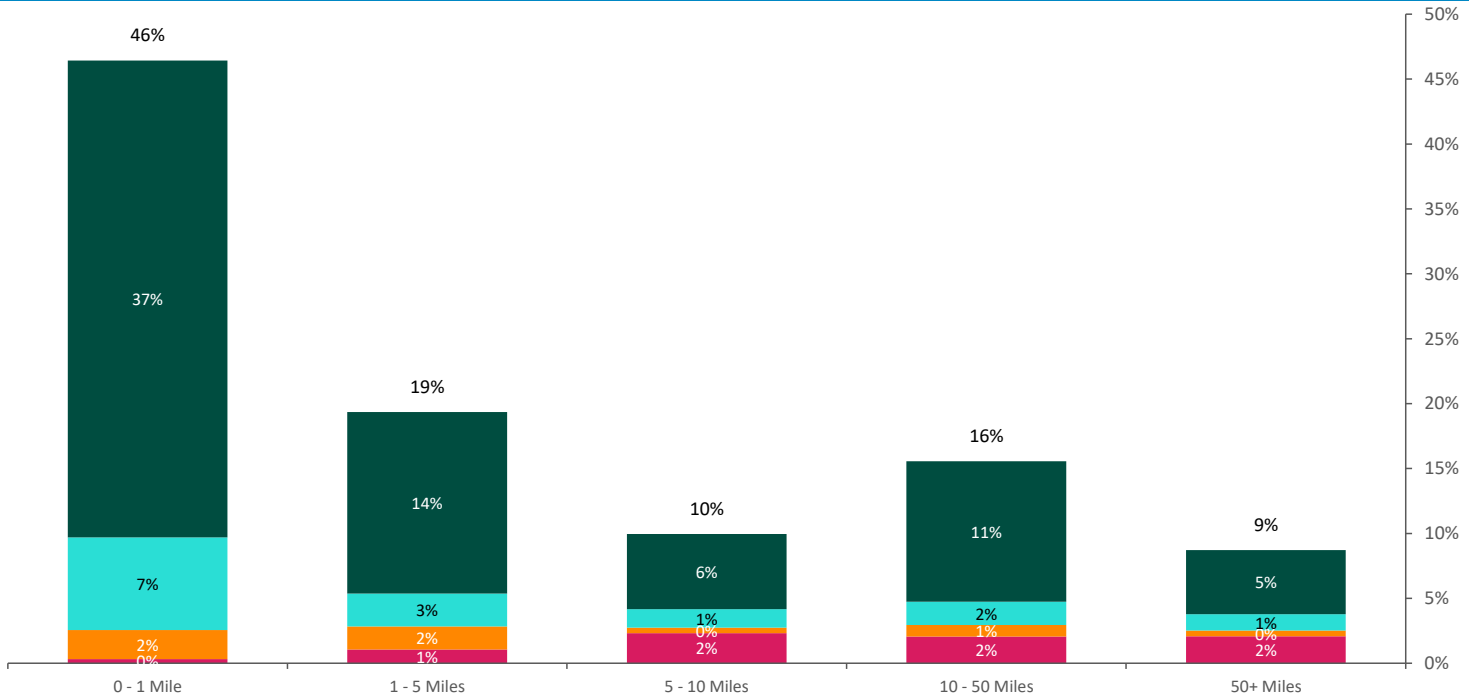
Polaris Plus Profile

GB %



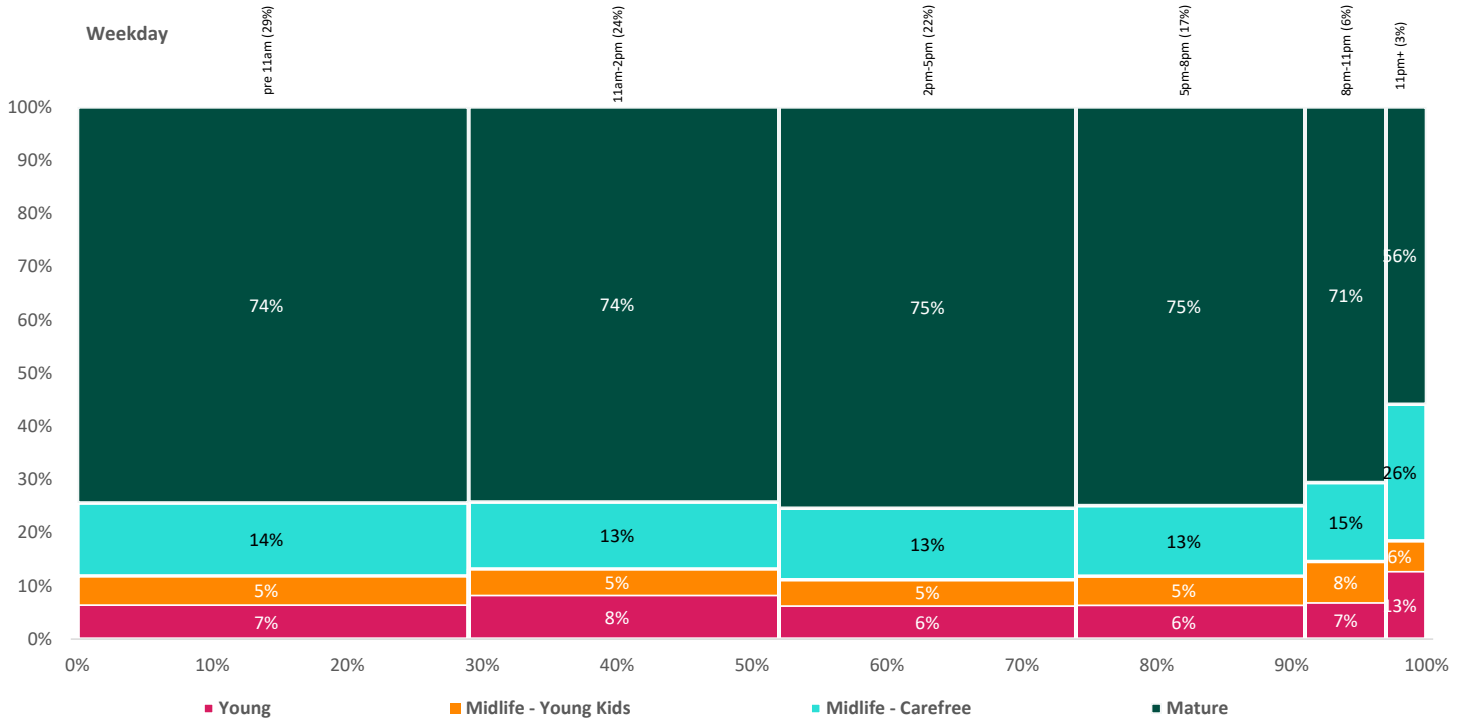
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



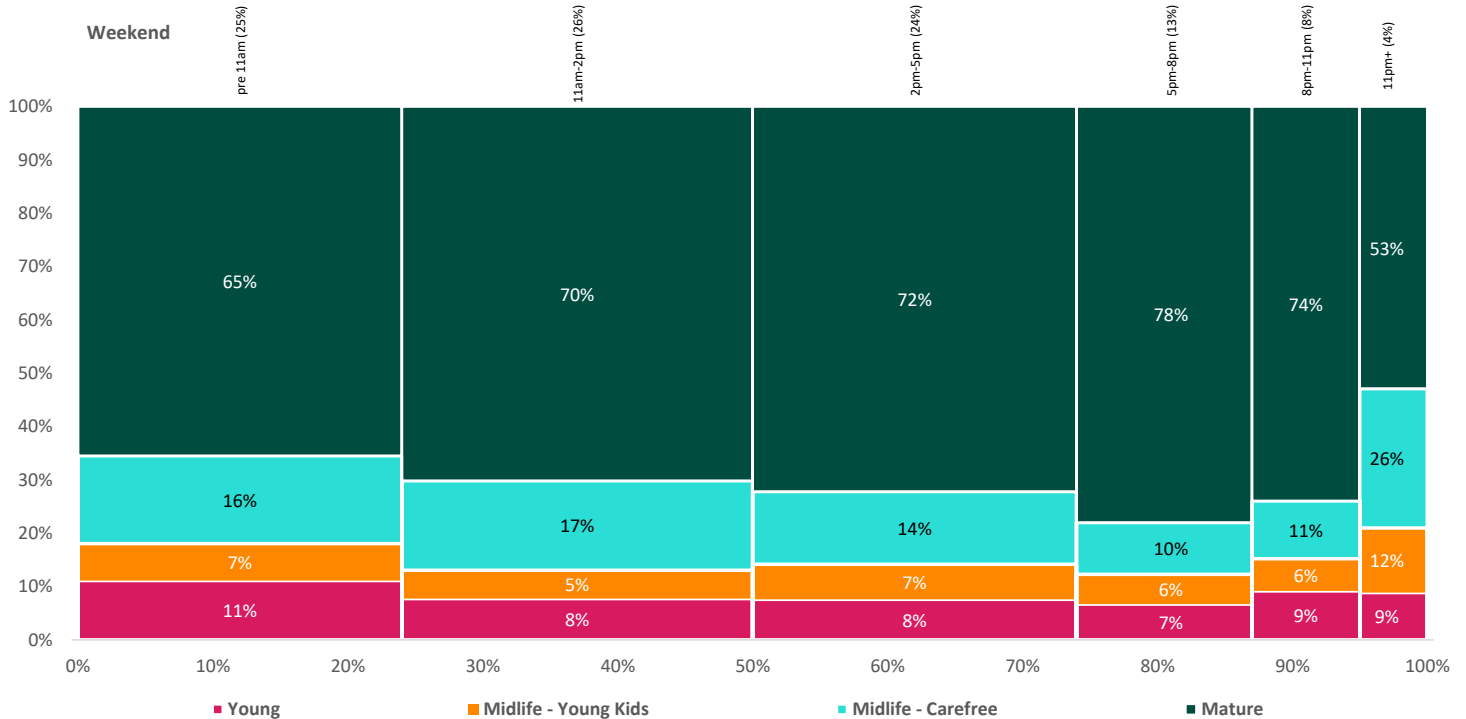
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



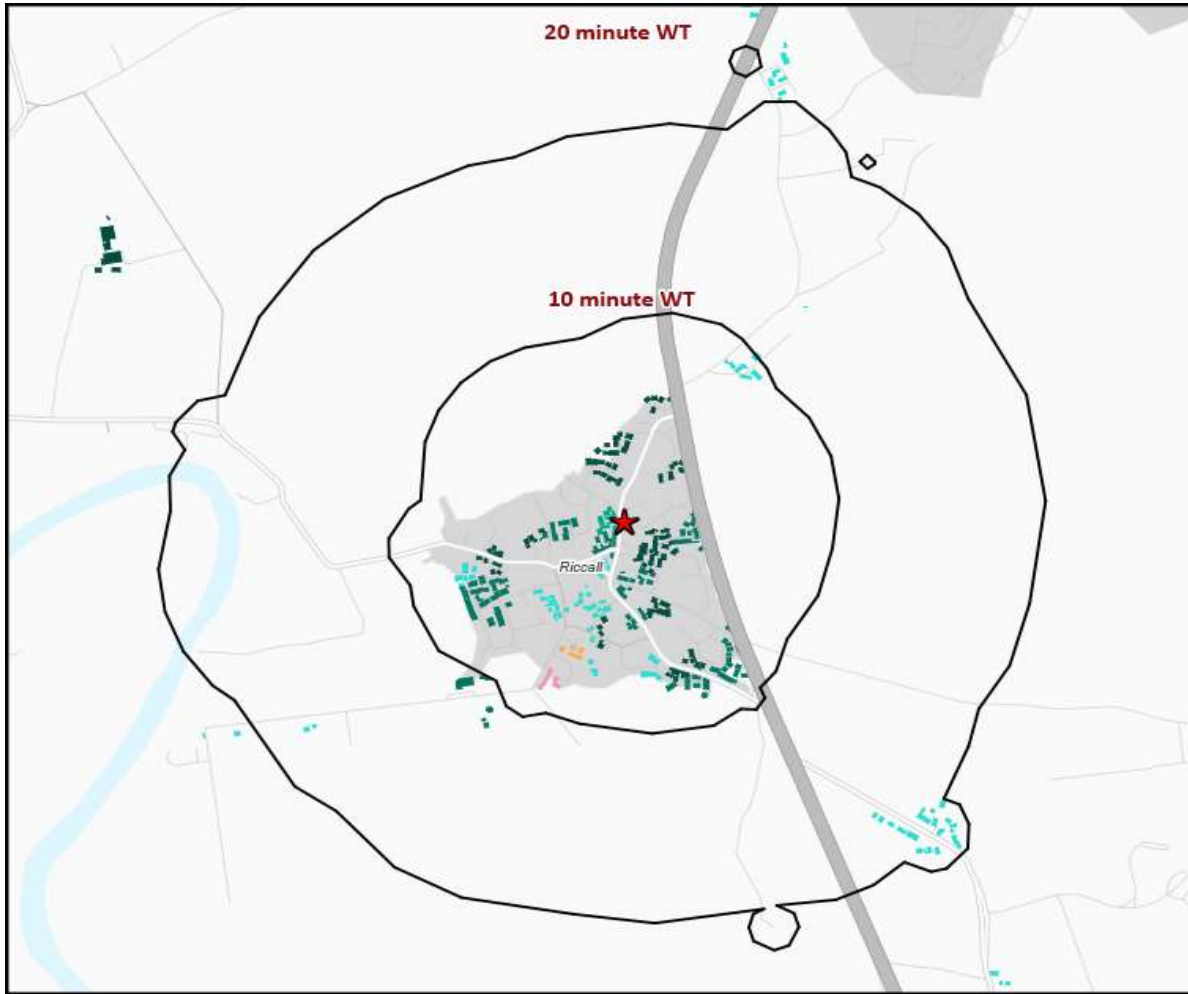
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2,581	2,091	1,941	1,544	511	172	8,841
Midlife - Carefree		476	355	346	274	108	79	1,637
Midlife - Young Kids		184	136	123	110	55	17	626
Young		228	235	164	134	50	40	850
All		3,469	2,817	2,574	2,062	724	309	11,954

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		736	828	780	458	268	100	3,171
Midlife - Young Kids		185	198	147	57	39	50	676
Midlife - Carefree		78	63	71	33	22	23	289
Mature		125	91	82	40	33	17	388
All		1,124	1,180	1,081	587	362	190	4,525

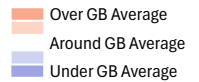
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



Polaris Plus Profile by Catchment

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	87	87	2.757	44	42	24
Medium	0	0	22.204	0	0	169
High	0	0	9.980	0	0	125
Midlife - Young Kids						
Low	15	15	2.245	14	13	35
Medium	44	44	1.190	51	48	24
High	0	0	2.010	0	0	151
Midlife - Carefree						
Low	0	0	1.744	0	0	36
Medium	0	0	7.358	0	0	88
High	283	404	8.844	316	425	169
Mature						
Low	114	114	10.379	42	39	65
Medium	659	659	23.802	212	199	130
High	801	803	23.463	266	251	133
Not Private Households	0	0	1.355	0	0	95
Total	2.003	2.126	117.331			

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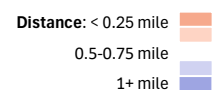


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Greyhound	YO19 6TE	Star Pubs & Bars	GPGF	55,0%	80,6%	0,00
1	Hare & Hounds	YO19 6PA	Independent Free	Premium Local	45,0%	82,2%	0,06
2	Riccall Village Institute	YO19 6QJ	Independent Free	Clubland	0,0%	0,0%	0,18
3	Regen Centre	YO19 6PW	Independent Free	Sports Clubs	0,0%	0,0%	0,32

* 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



■ Over GB Average
■ Around GB Average
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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	<p>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.</p> <p>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</p>																																								
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+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>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</p>																																								
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.																																									
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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.																																									
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Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
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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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
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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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