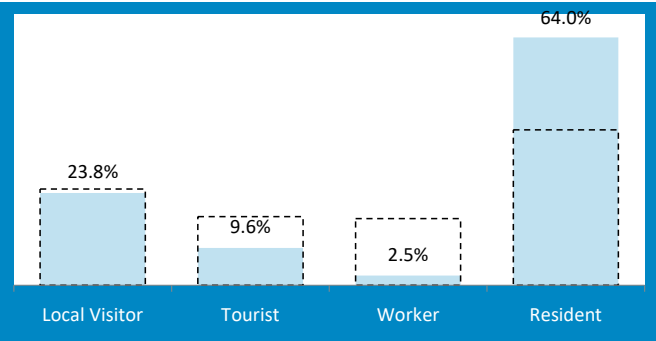
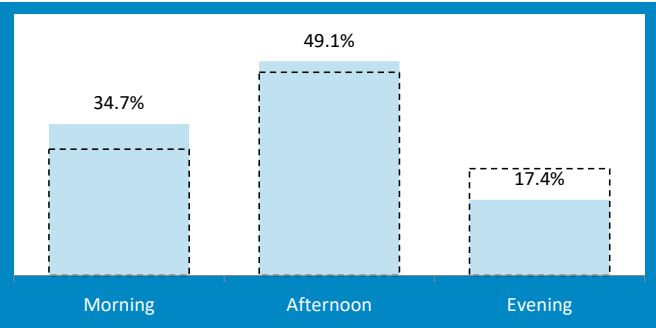
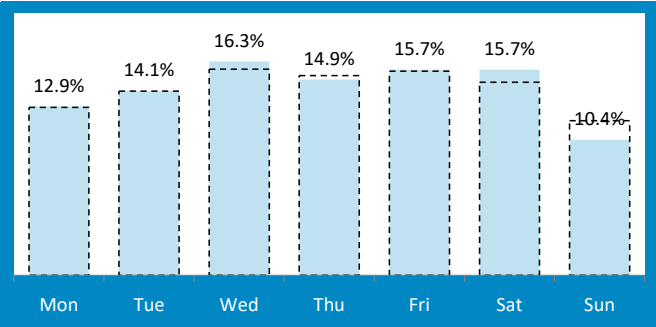


Area Quick Stats

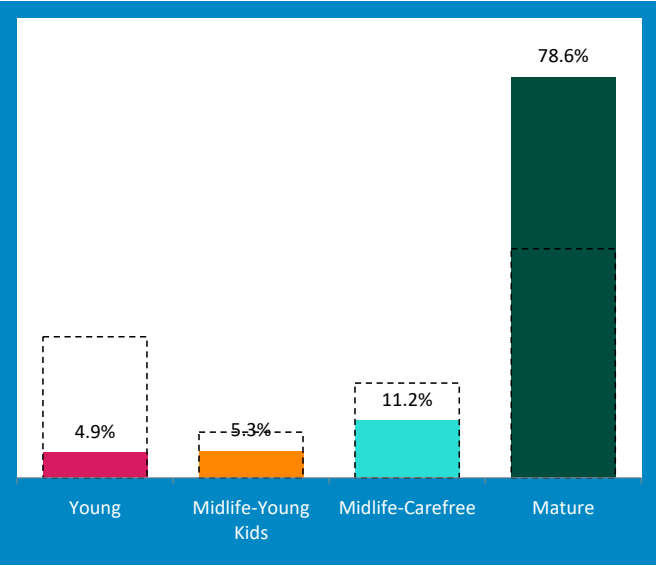
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,419	5,344
Adult Pop		2,006	4,529
Affluence	Low	9%	33%
	Medium	37%	38%
	High	54%	27%
Young		3%	28%
Midlife Young Kids		5%	11%
Midlife Carefree		14%	16%
Mature		78%	44%
Competition Count		4	43

Visitors



Spend Profile

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



Catchment Summary - Greyhound

Over GB Average

Around GB Average

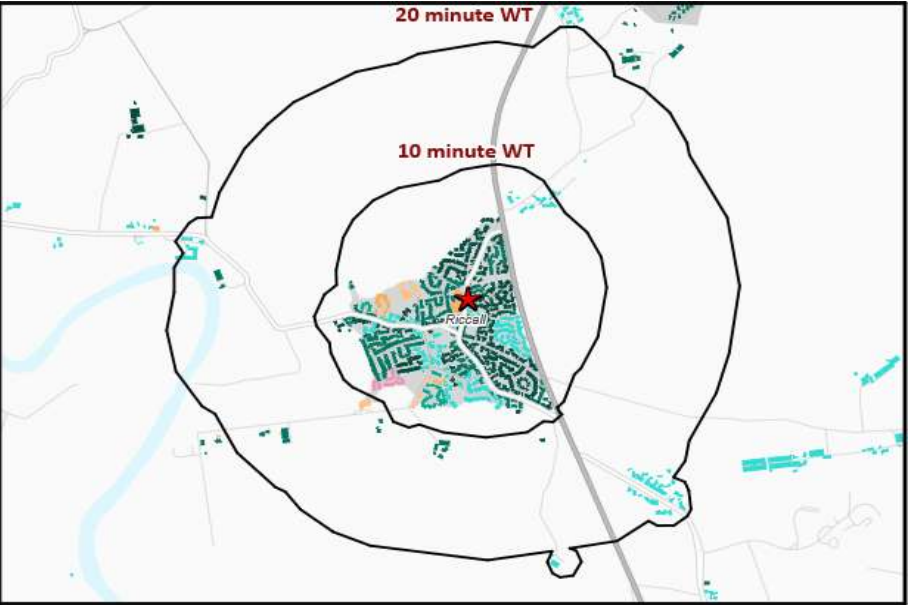
Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)					
10 min WT*		20 min WT*		20 min DT**	
2,419		2,549		141,150	
Population					
Adults 18+					
Competition Pubs					
Adults 18+ per Competition Pub					
% Adults Likely to Drink					
9.0%		8.6%		14.3%	
36.8%		35.2%		48.0%	
54.2%		56.2%		36.5%	
*Affluence does not include Not Private Households					
Mean Net Disposable income (£pa)					
£28,266		£28,620		£24,915	
Age Profile					
18-24		125		134	
25-34		243		250	
35-44		311		330	
45-64		655		699	
65+		672		701	

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
45	13	33
Pop. & Adl. 18+ index based on all pubs		
44	13	35
9	4	49
73	77	45
104	104	101
27		
26		
43		
96	92	125
197	205	133
125		
127		
110		
61		
62		
204		
74	73	93
95	96	89
108	109	91
144	143	97



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Polaris Plus Segments						
Pub Sites	Young		Midlife - Young Kids		Midlife - Carefree	
	Catchment		Low		Low	
	Low		Medium		Medium	
		High			High	
		Low			Low	
		Medium			Medium	
		High			High	
		Low			Low	
		Medium			Medium	
		High			High	

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	70	70	35,323	13	12	108
Midlife - Young Kids	106	106	5,413	48	46	42
Midlife - Carefree	272	373	17,879	86	112	96
Mature	1,558	1,565	57,884	175	167	111
Not Private Households	0	0	1,373	0	0	9,627
Total	2,006	2,114	117,872			



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Per Pub - Greyhound

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

WT= Walktime, DT= Drivetime

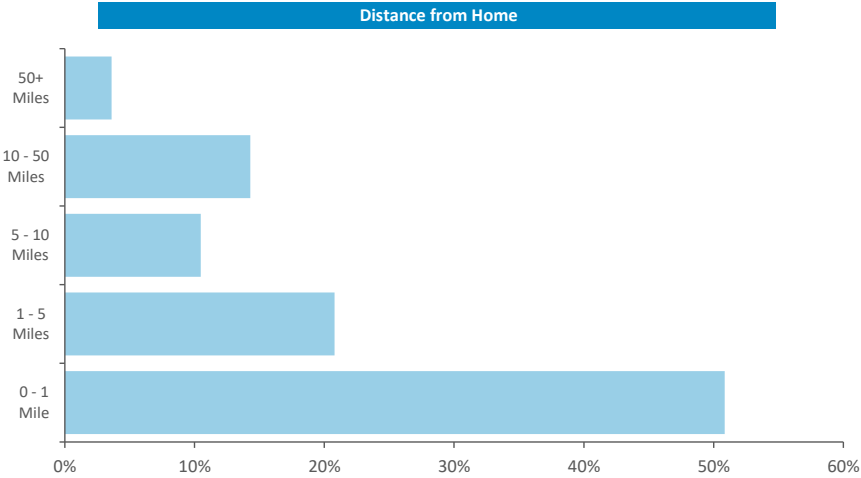
Adults 18+	2,006	2,114	117,872
Number of Competition Pubs	4	4	383
Adults 18+ per Competition Pub	502	529	308

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	95	4.7%	60
Family Pub Dining	0	148	7.4%	81
Great Pub Great Food	1	432	21.6%	129
Leisure	0	220	11.0%	109
Mainstream	0	241	12.0%	86
Premium	3	301	15.0%	105
Restaurant	0	476	23.7%	103
Super Premium	0	93	4.6%	118

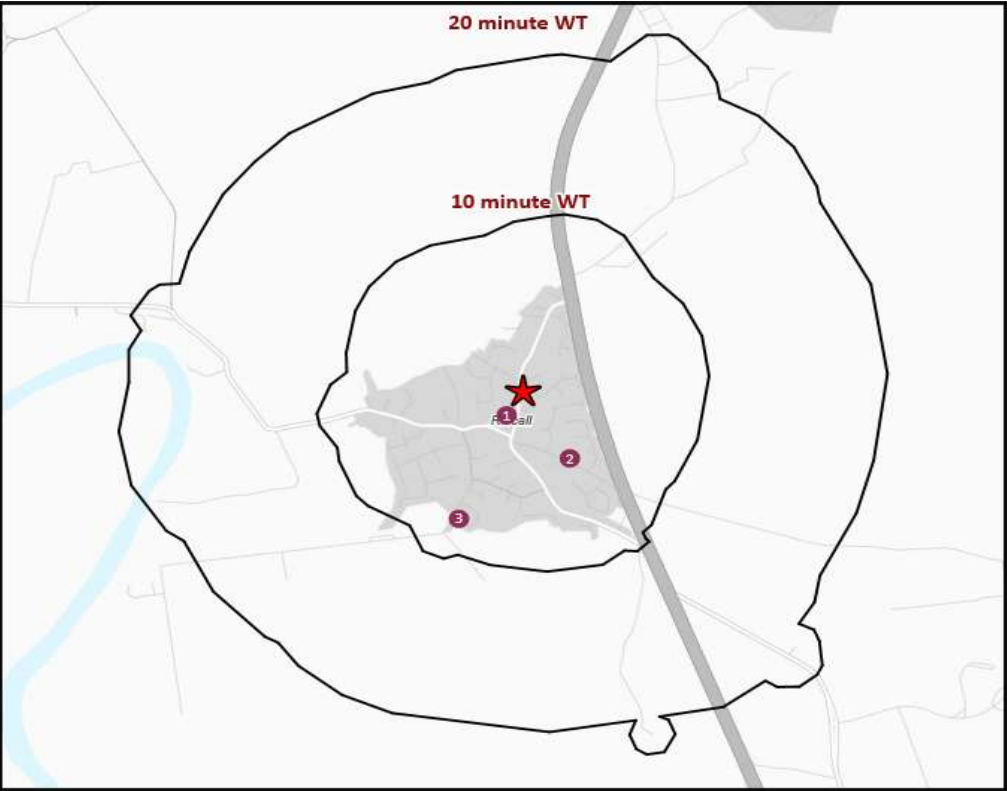
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	97	4.6%	58
Family Pub Dining	0	153	7.3%	80
Great Pub Great Food	1	460	21.8%	130
Leisure	0	232	11.0%	109
Mainstream	0	249	11.8%	84
Premium	3	317	15.0%	105
Restaurant	0	505	23.9%	104
Super Premium	0	100	4.8%	121

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	9	7,535	6.4%	82
Family Pub Dining	14	9,365	7.9%	87
Great Pub Great Food	46	21,493	18.2%	109
Leisure	48	11,892	10.1%	100
Mainstream	55	15,477	13.1%	94
Premium	92	17,756	15.1%	105
Restaurant	93	27,729	23.5%	102
Super Premium	26	5,236	4.4%	113



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Competition - Greyhound



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Drovers Arms	YO 8 5SF	Star Pubs & Bars	Great Pub Gre:	19.1%	2.69
14	Fat Abbot	YO19 6LF	Independent Free	Great Pub Gre:	12.6%	3.13
18	Cawood Holiday Park	YO 8 3TT	Independent Free	Family Pub Dir:	8.6%	3.36
12	Wadkin Arms Inn	YO 8 5HU	Star Pubs & Bars	Premium	7.9%	3.05
5	Black Swan Inn	YO 8 3UU	Punch Pub Company	Premium	7.3%	2.32
0	Greyhound	YO19 6TE	Star Pubs & Bars	Great Pub Gre:	6.3%	0.00
11	Escrick and Deighton Club	YO19 6LQ	Independent Free	Super Premium	6.1%	3.05
16	Sangthai Restaurant	YO19 6EX	Independent Free	Restaurant	6.0%	3.24
10	Jolly Sailor	YO 8 3SR	Unknown	Premium	5.5%	2.96
1	Hare and Hounds	YO19 6PA	Independent Free	Premium	5.4%	0.06
9	Ferry Inn	YO 8 3TL	Wellington	Premium	3.8%	2.93
6	New Inn	YO 8 5JE	Star Pubs & Bars	Mainstream	2.8%	2.62
2	Riccall Village Institute	YO19 6QJ	Independent Free	Premium	2.7%	0.18
8	Castle Inn	YO 8 3SH	Punch Pub Company	Premium	2.3%	2.74
19	Selby and District Trade Hall Wor	YO 8 4ED	Independent Free	Mainstream	2.2%	3.40
13	Unicorn Inn	YO 8 3LX	*Other Small Retail Groups	Premium	1.5%	3.07
3	Regen Centre	YO19 6PW	Independent Free	Premium	0.0%	0.32
4	Grey Horse Inn	YO19 6RG	Independent Free	Premium	0.0%	1.76
15	Parsonage Country House Hotel	YO19 6LF	Independent Free	Great Pub Gre:	0.0%	3.13
17	Olympia Hotel	YO 8 5AB	Independent Free	Classic	0.0%	3.31
20	Selby Town Footballath Club	YO 8 4DB	Independent Free	Leisure	0.0%	3.40

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

Catchment Summary - Greyhound

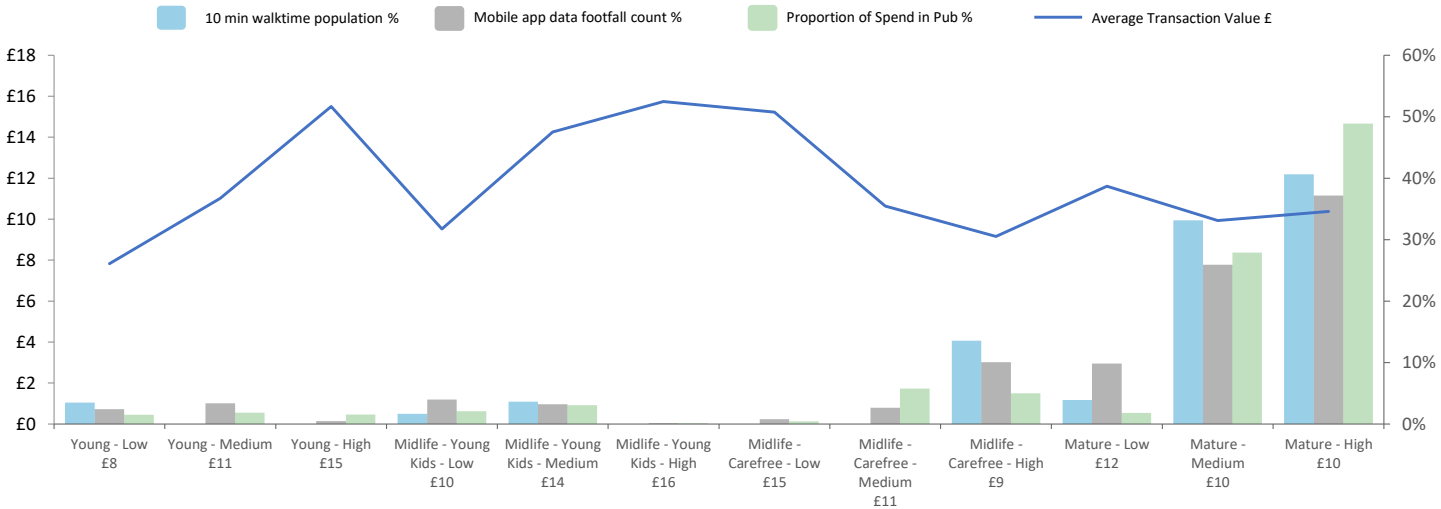


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
150780	Greyhound	YO19 6TE	Star Pubs & Bars	Great Pub Great Food	18



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	2,419	2,549	141,150	45	13	33
Adults 18+	2,006	2,114	117,872	44	13	35
Competition Pubs	4	4	383	9	4	49
Adults 18+ per Competition Pub	502	529	308	73	77	45
% Adults Likely to Drink	83.0%	83.0%	81.0%	104	104	101

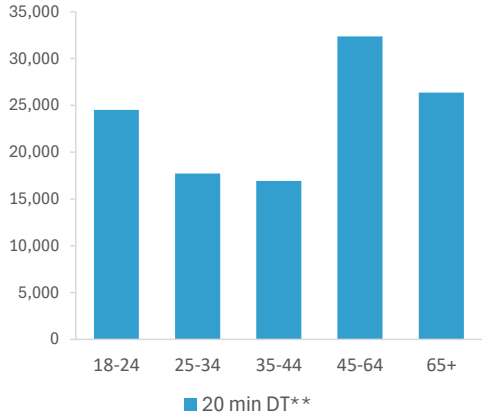
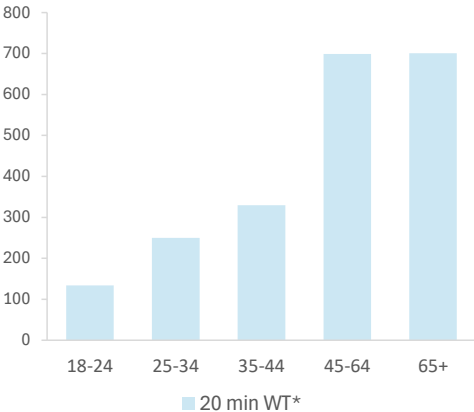
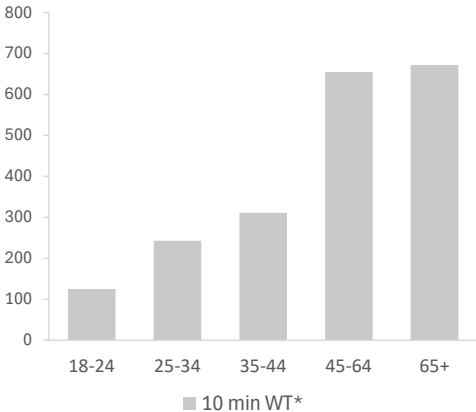
Population & Adults 18+ index is based on all pubs

Affluence	Low	9.0%	8.6%	14.3%	27	26	43
	Medium	36.8%	35.2%	48.0%	96	92	125
	High	54.2%	56.2%	36.5%	197	205	133

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£28,266	£28,620	£24,915	125	127	110
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	125	134	24,514	61	62	204
	25-34	243	250	17,730	74	73	93
	35-44	311	330	16,917	95	96	89
	45-64	655	699	32,359	108	109	91
	65+	672	701	26,352	144	143	97



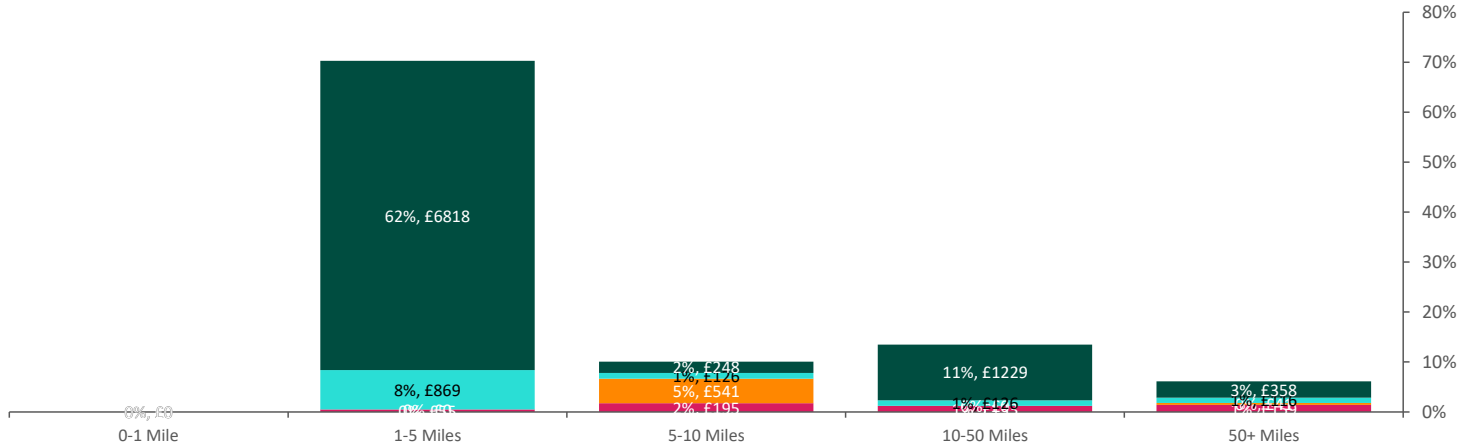
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,233 (51%)	1,306 (51%)	68,112 (48%)	104	104	98
	Female	1,186 (49%)	1,243 (49%)	73,038 (52%)	96	96	102
Economic Status (16+)	Employed: Full-time	677 (33%)	714 (33%)	39,121 (32%)	97	97	95
	Employed: Part-time	279 (14%)	290 (13%)	13,475 (11%)	113	112	93
	Self employed	190 (9%)	212 (10%)	9,576 (8%)	100	106	86
	Unemployed	20 (1%)	22 (1%)	2,135 (2%)	35	37	64
	Full-time student	40 (2%)	41 (2%)	5,647 (5%)	78	76	188
	Retired	616 (30%)	643 (30%)	25,687 (21%)	138	137	98
	Other	235 (11%)	243 (11%)	25,111 (21%)	64	63	117
Total Worker Count		968	1,038	71,444			

See the Glossary page for further information on the above variables

Transactional Data Summary - Greyhound

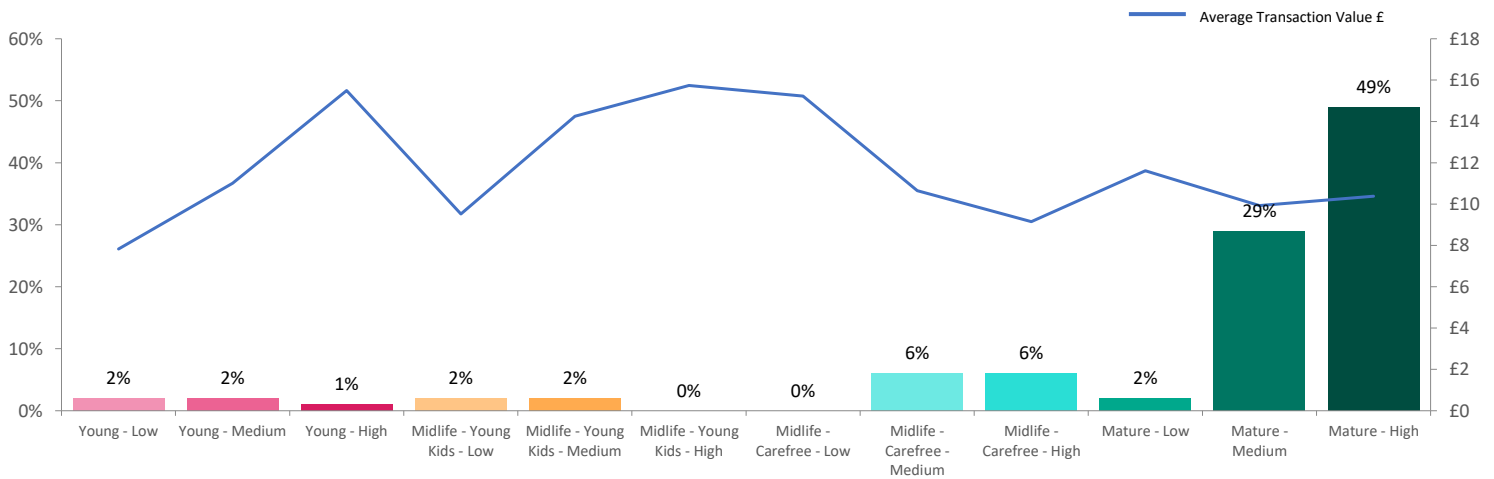
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Spend by Polaris and Distance from Home



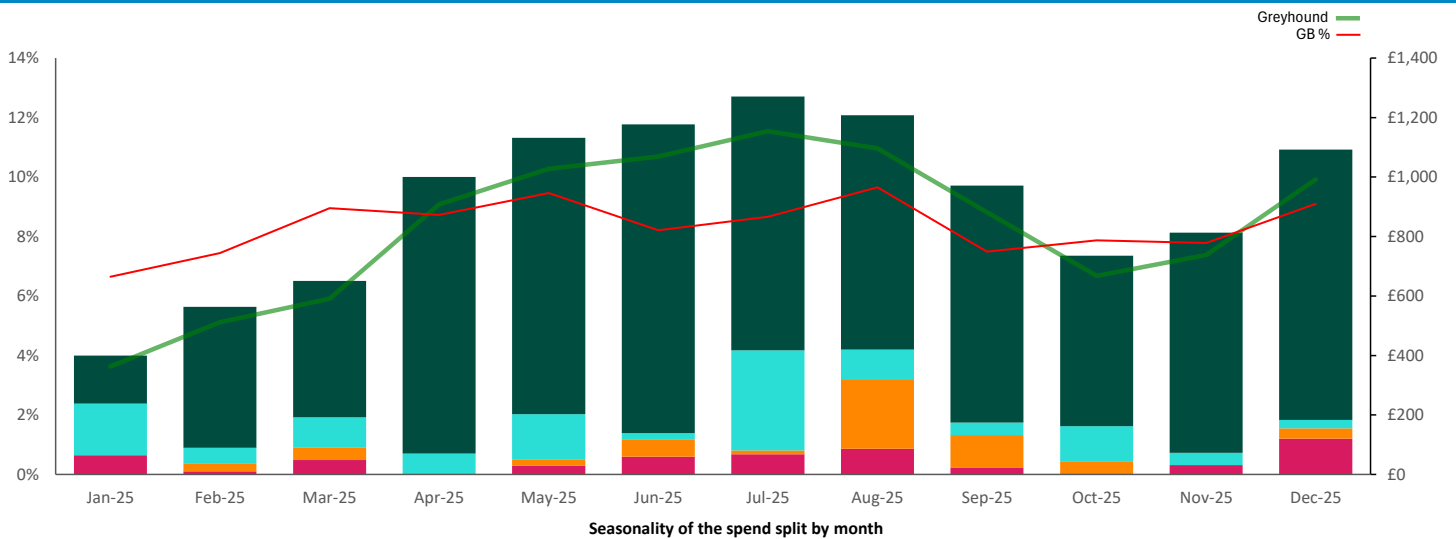
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



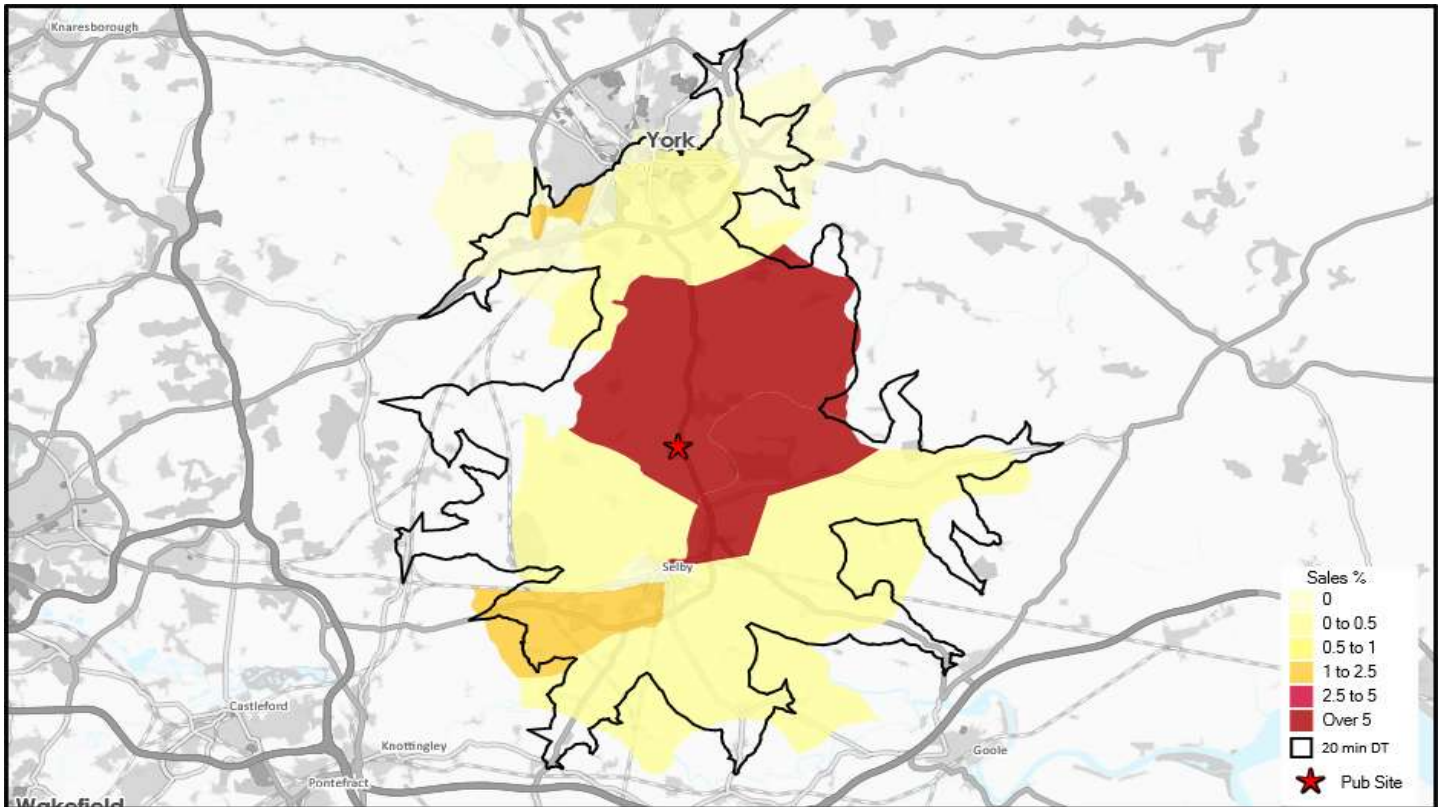
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



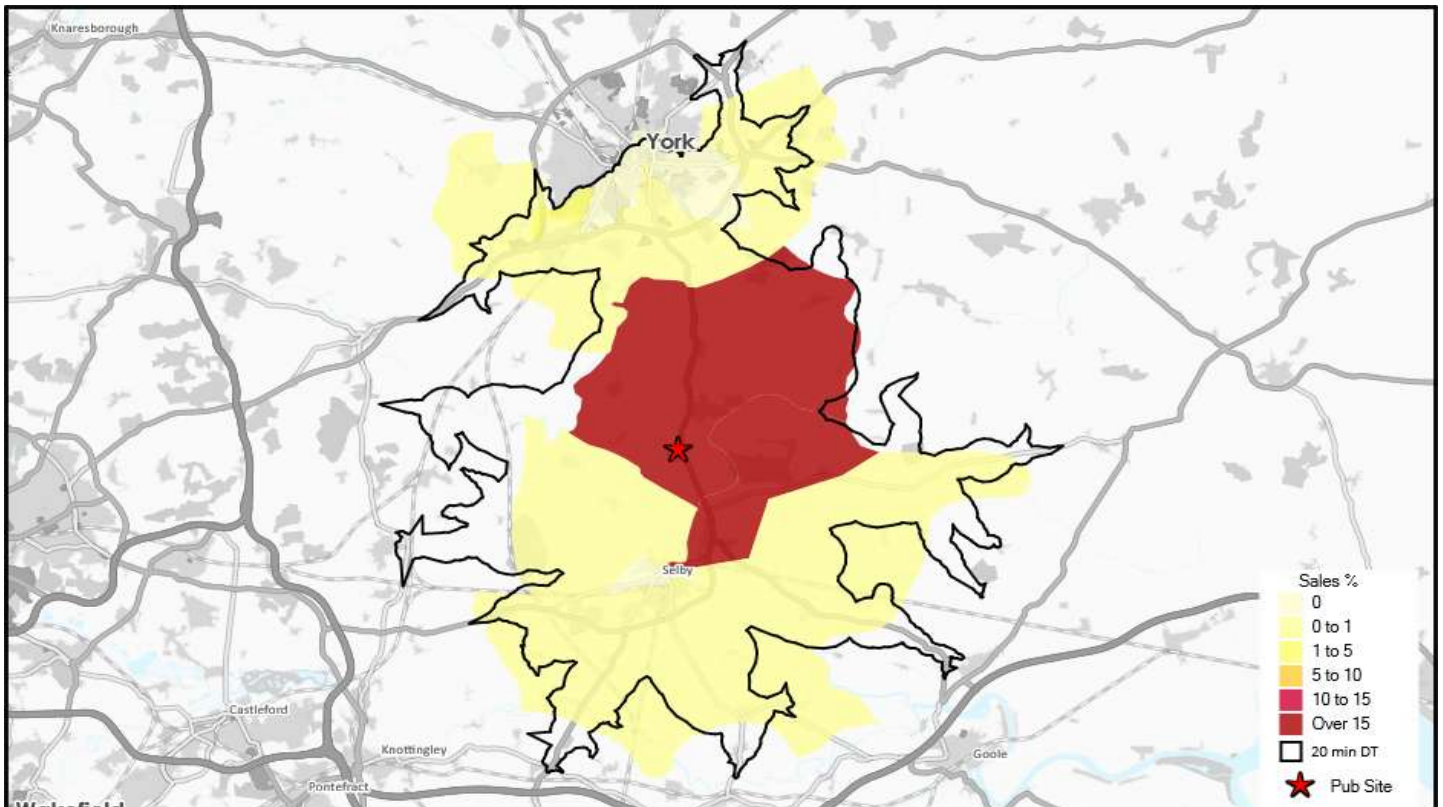
Seasonality of the spend split by month

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

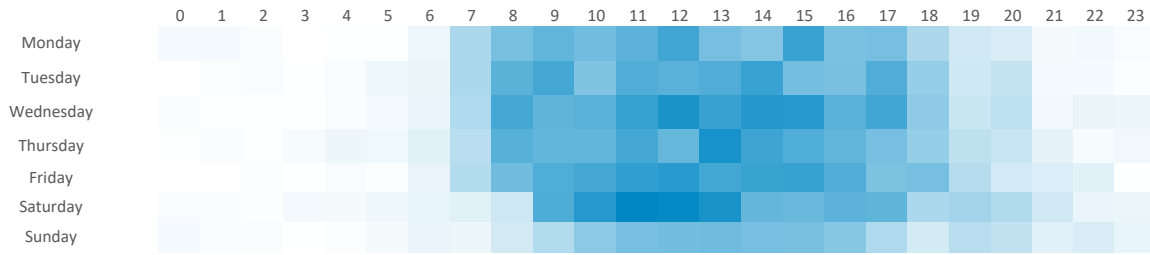
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Greyhound



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

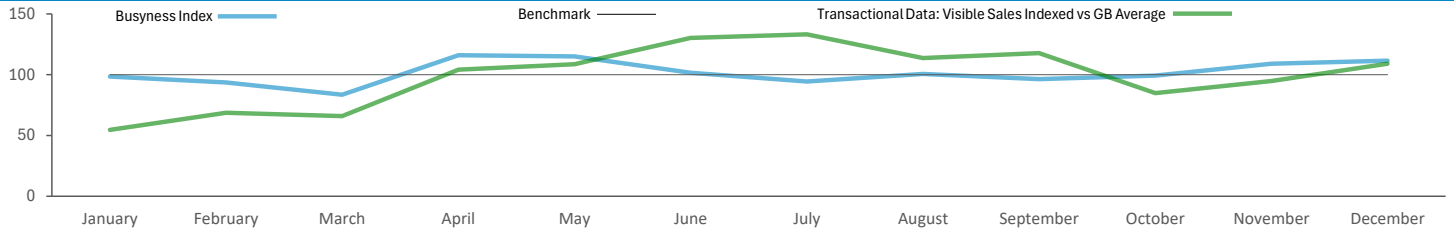
Mobile Data Summary - Greyhound

Time of Day/Day of Week



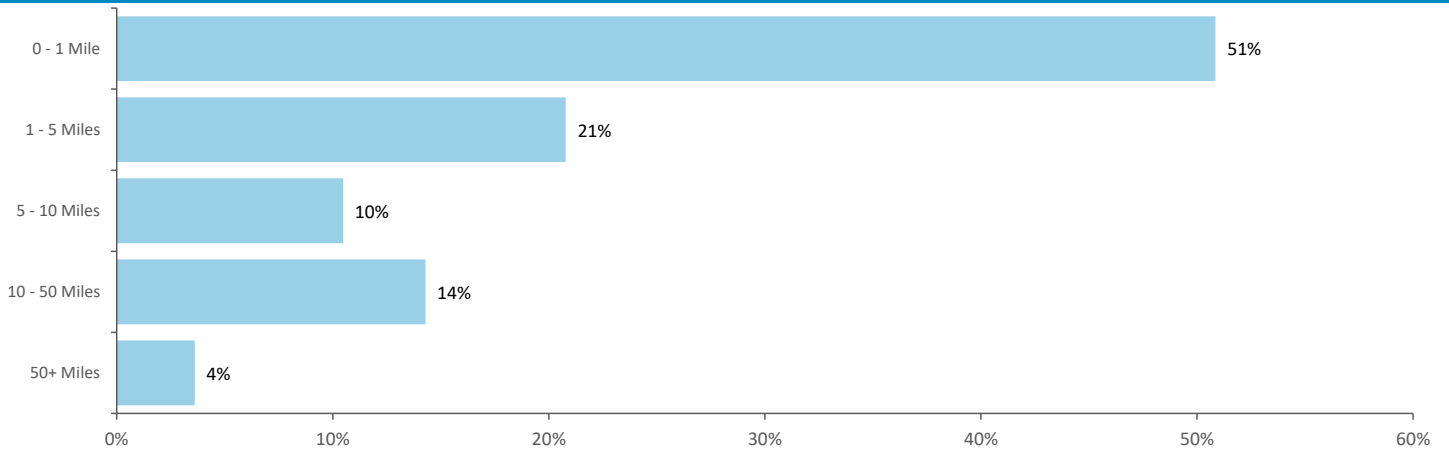
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

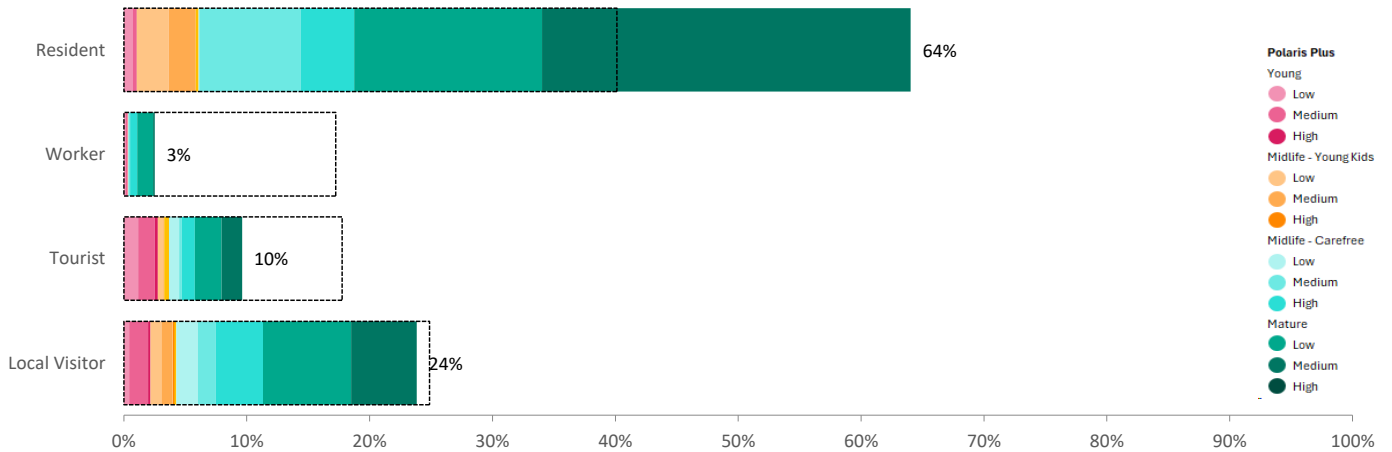
Distance from Home



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

Audience Classification by Polaris Plus

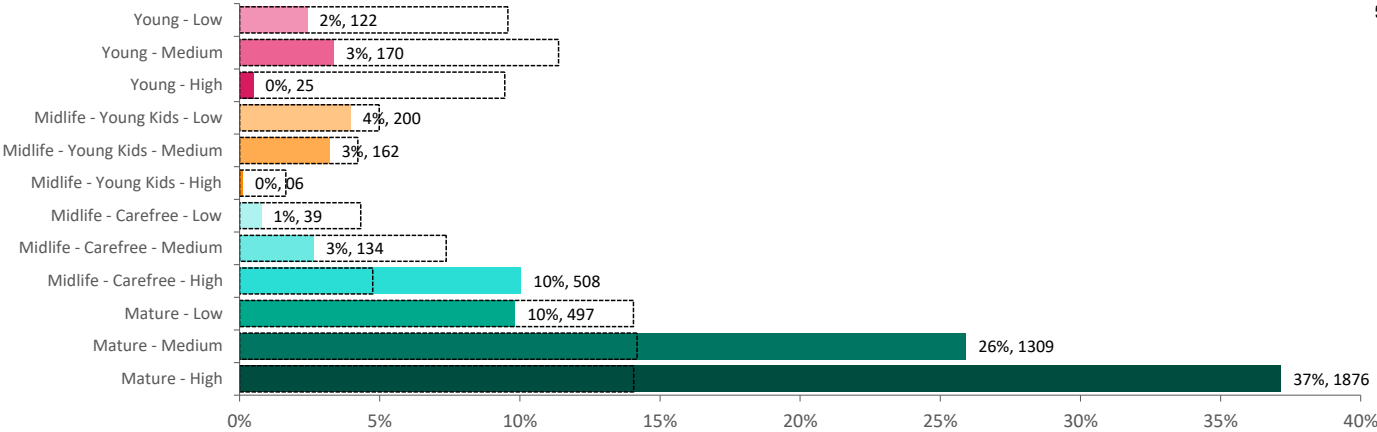
Base: GB



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

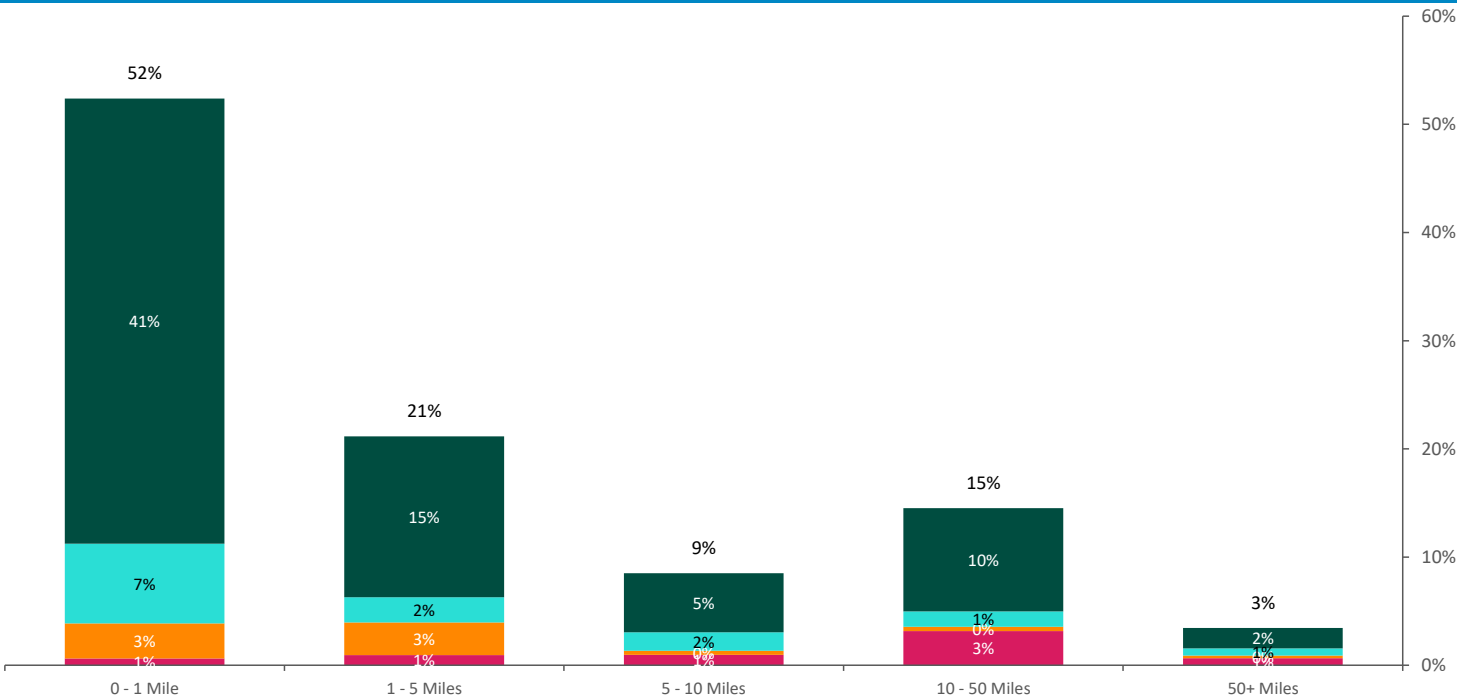
Polaris Plus Profile

GB %



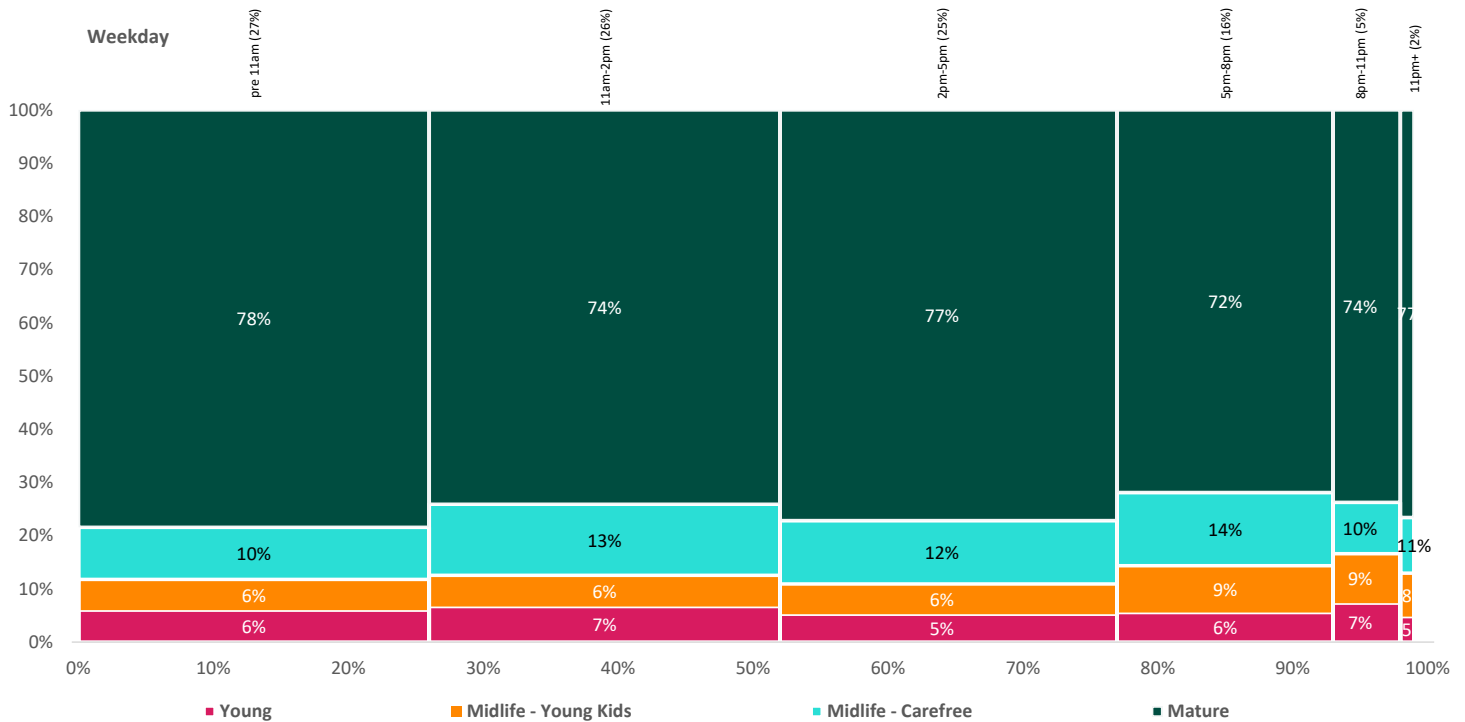
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



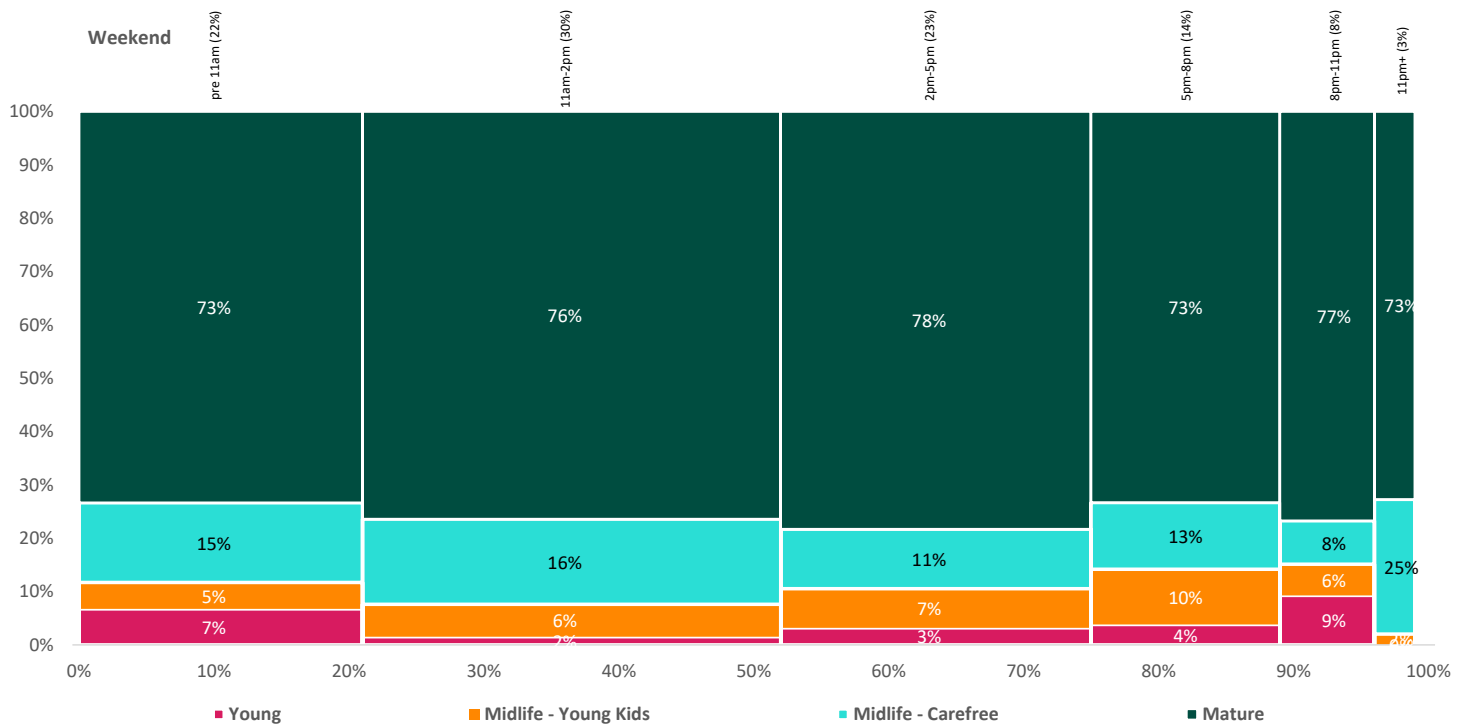
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	985	892	891	544	167	63	3,541
Midlife - Carefree	123	161	138	104	22	9	556
Midlife - Young Kids	72	70	65	67	21	7	302
Young	76	81	61	42	17	4	279
All	1,256	1,203	1,155	756	227	82	4,679

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	284	410	319	187	103	40	1,343
Midlife - Young Kids	58	86	46	32	11	14	246
Midlife - Carefree	19	32	30	26	8	1	117
Mature	26	8	13	10	12	0	70
All	387	537	408	255	134	55	1,775

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	70	70	2,896	36	34	25
Medium	0	0	23,077	0	0	178
High	0	0	9,350	0	0	119
Midlife - Young Kids						
Low	33	33	2,274	29	28	34
Medium	73	73	1,191	82	78	23
High	0	0	1,948	0	0	142
Midlife - Carefree						
Low	0	0	1,753	0	0	35
Medium	0	0	7,676	0	0	91
High	272	373	8,450	297	386	157
Mature						
Low	78	78	9,970	29	27	63
Medium	665	672	24,632	211	203	133
High	815	815	23,282	270	256	131
Not Private Households	0	0	1,373	0	0	109
Total	2,006	2,114	117,872			

*WT= Walktime, **DT= Drivetime

Over GB Average

Around GB Average

Under GB Average



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	Great Pub Great Food	6.3%	76.6%	0.00
1	Hare and Hounds	YO19 6PA	Independent Free	Premium	5.4%	83.3%	0.06
2	Riccall Village Institute	YO19 6QJ	Independent Free	Premium	2.7%	85.0%	0.18
3	Regen Centre	YO19 6PW	Independent Free	Premium	0.0%	0.0%	0.32
4	Grey Horse Inn	YO19 6RG	Independent Free	Premium	0.0%	0.0%	1.76
5	Black Swan Inn	YO 8 3UU	Punch Pub Company	Premium	7.3%	79.0%	2.32
6	New Inn	YO 8 5JE	Star Pubs & Bars	Mainstream	2.8%	59.1%	2.62
7	Drovers Arms	YO 8 5SF	Star Pubs & Bars	Great Pub Great Food	19.1%	43.3%	2.69
8	Castle Inn	YO 8 3SH	Punch Pub Company	Premium	2.3%	71.6%	2.74
9	Ferry Inn	YO 8 3TL	Wellington	Premium	3.8%	76.7%	2.93
10	Jolly Sailor	YO 8 3SR	Unknown	Premium	5.5%	87.1%	2.96
11	Escrick and Deighton Club	YO19 6LQ	Independent Free	Super Premium	6.1%	95.1%	3.05
12	Wadkin Arms Inn	YO 8 5HU	Star Pubs & Bars	Premium	7.9%	73.6%	3.05
13	Unicorn Inn	YO 8 3LX	*Other Small Retail Groups	Premium	1.5%	77.2%	3.07
14	Fat Abbot	YO19 6LF	Independent Free	Great Pub Great Food	12.6%	26.3%	3.13
15	Parsonage Country House Hotel	YO19 6LF	Independent Free	Great Pub Great Food	0.0%	0.0%	3.13
16	Sangthai Restaurant	YO19 6EX	Independent Free	Restaurant	6.0%	63.5%	3.24
17	Olympia Hotel	YO 8 5AB	Independent Free	Classic	0.0%	0.0%	3.31
18	Cawood Holiday Park	YO 8 3TT	Independent Free	Family Pub Dining	8.6%	41.7%	3.36
19	Selby and District Trade Hall Working Mens Cl	YO 8 4ED	Independent Free	Mainstream	2.2%	80.4%	3.40
20	Selby Town Footballath Club	YO 8 4DB	Independent Free	Leisure	0.0%	0.0%	3.40

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 - Greyhound

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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+	2,006	2,114	117,872
Number of Competition Pubs	4	4	383
Adults 18+ per Competition Pub	502	529	308

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20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	97	4.6%	58
Family Pub Dining	0	153	7.3%	80
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Leisure	0	232	11.0%	109
Mainstream	0	249	11.8%	84
Premium	3	317	15.0%	105
Restaurant	0	505	23.9%	104
Super Premium	0	100	4.8%	121

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	9	7,535	6.4%	82
Family Pub Dining	14	9,365	7.9%	87
Great Pub Great Food	46	21,493	18.2%	109
Leisure	48	11,892	10.1%	100
Mainstream	55	15,477	13.1%	94
Premium	92	17,756	15.1%	105
Restaurant	93	27,729	23.5%	102
Super Premium	26	5,236	4.4%	113

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																																								
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Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, 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.																																									
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.																																									
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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.																																									
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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.																																									
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