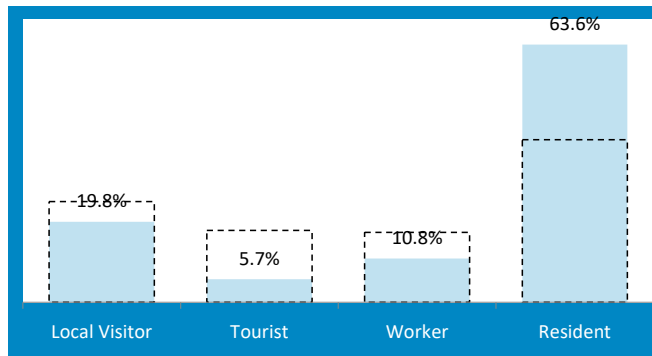
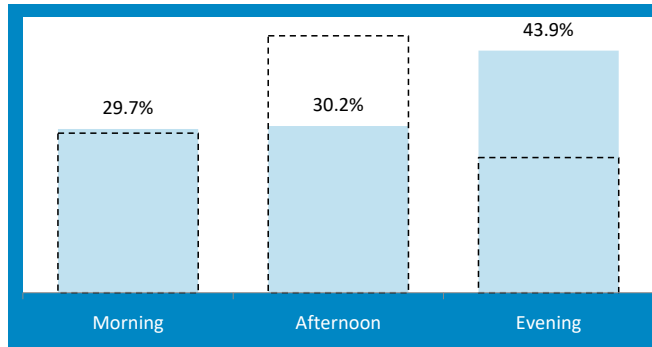
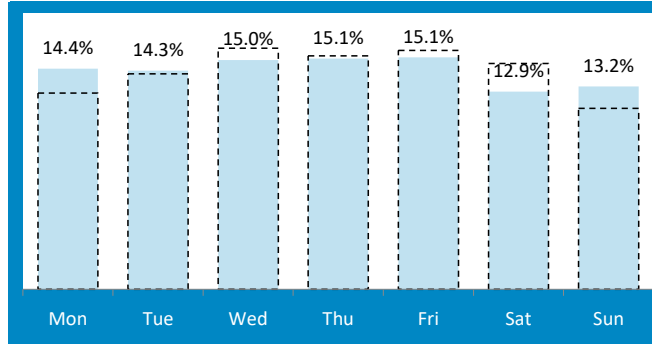


Area Quick Stats

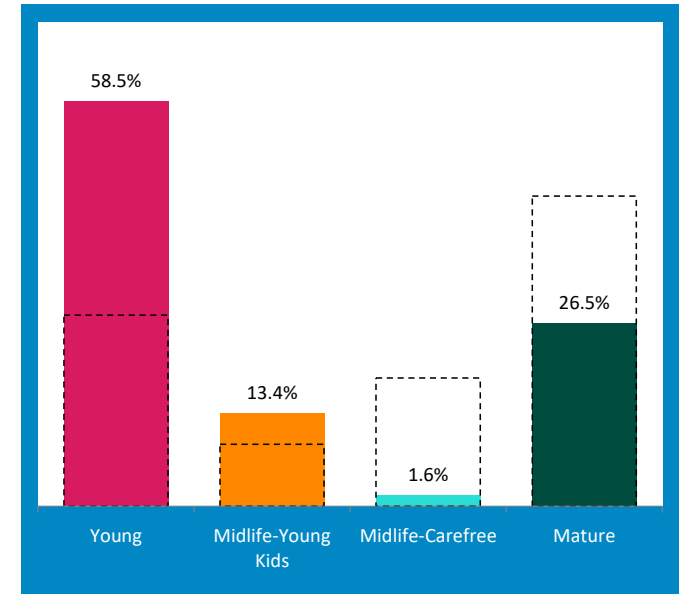
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	4,749	5,344
Adult Pop	3,724	4,529
Affluence	Low	33%
	Medium	38%
	High	27%
Young	31%	28%
Midlife Young Kids	25%	11%
Midlife Carefree	3%	16%
Mature	41%	44%
Competition Count	3	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	4	27



Catchment Summary - Dalesman

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

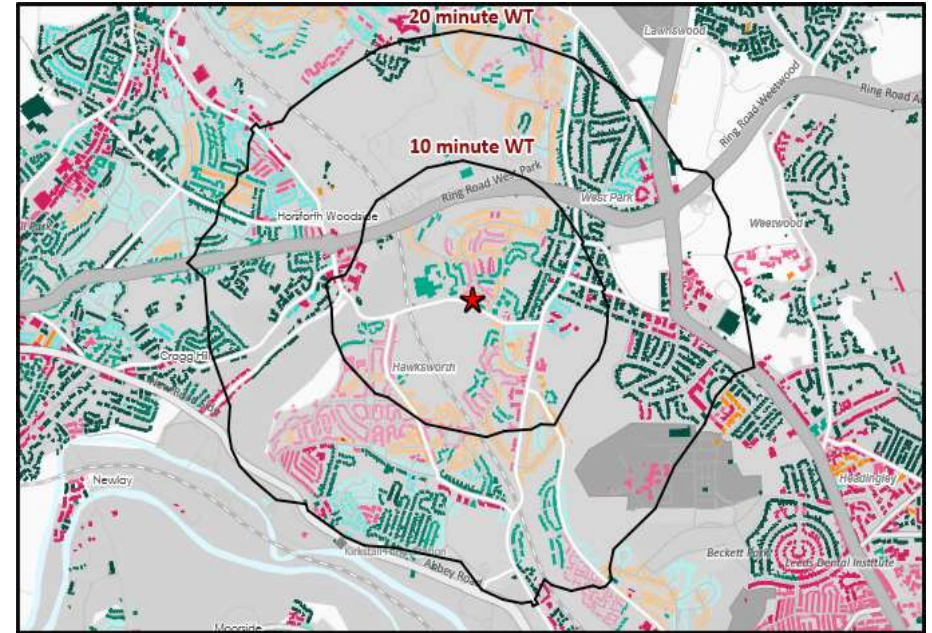
*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**
4,749	16,908	641,375
3,724	13,268	506,102
3	13	964
1,241	1,021	525
81.0%	82.0%	78.0%
66.2%	44.7%	39.5%
11.1%	25.9%	37.0%
22.7%	28.4%	22.8%
£18,051	£21,484	£19,856
348	1,256	93,467
836	3,028	103,058
643	2,455	88,339
1,169	3,854	133,771
728	2,675	87,467

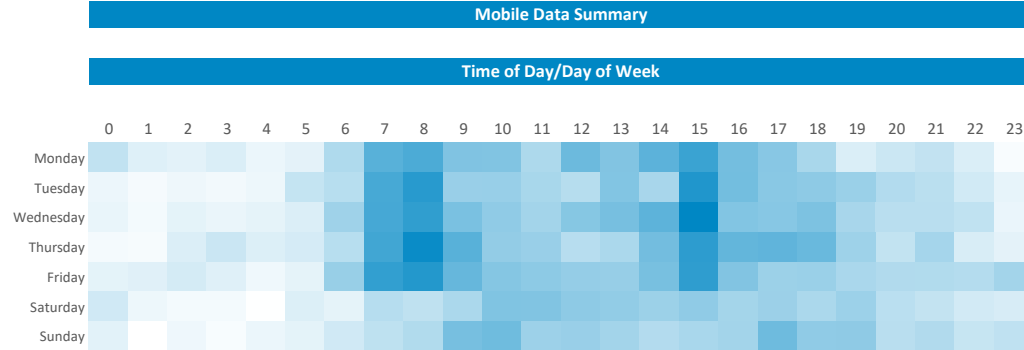
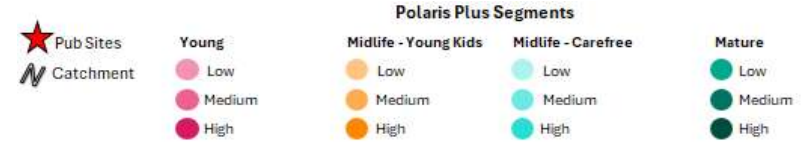
Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
89	86	151
82	81	149
7	13	123
181	149	77
101	103	98
199	135	119
29	68	97
83	103	83
80	95	88
86	87	171
130	132	119
100	108	102
98	91	83
80	82	71

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

Population	
Adults 18+	
Competition Pubs	
Adults 18+ per Competition Pub	
% Adults Likely to Drink	
Affluence	Low
	Medium
	High
*Affluence does not include Not Private Households	
Mean Net Disposable income (Epa)	
Age Profile	18-24
	25-34
	35-44
	45-64
	65+



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Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,162	4,284	223,606	112	116	159
Midlife - Young Kids	925	2,026	60,716	228	140	110
Midlife - Carefree	115	1,506	56,128	20	72	70
Mature	1,522	5,327	161,826	92	91	72
Not Private Households	0	125	3,826	0	7,787	6,248
Total	3,724	13,268	506,102			



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Per Pub - Dalesman

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

Adults 18+	3,724	13,268	506,102
Number of Competition Pubs	3	13	964
Adults 18+ per Competition Pub	1,241	1,021	525

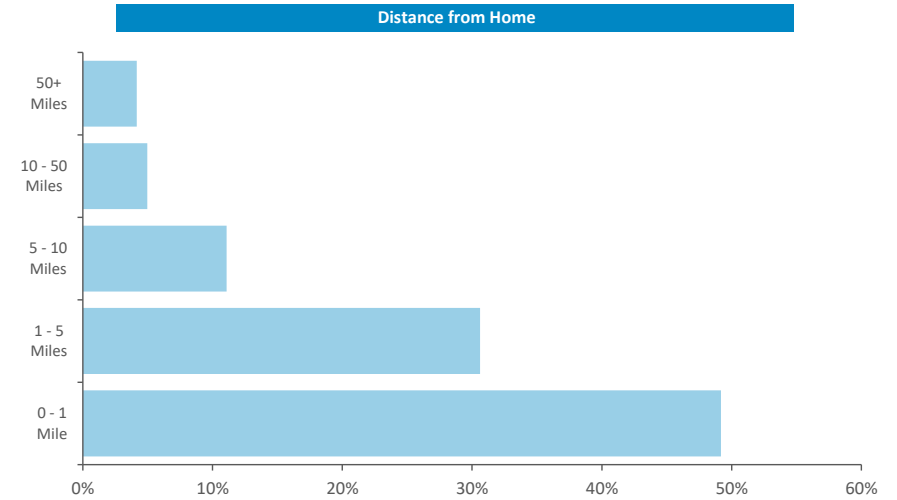
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	407	10.9%	140
Family Pub Dining	0	406	10.9%	120
Great Pub Great Food	0	535	14.4%	86
Leisure	0	367	9.9%	98
Mainstream	2	577	15.5%	111
Premium	1	477	12.8%	89
Restaurant	0	839	22.5%	98
Super Premium	0	117	3.1%	80

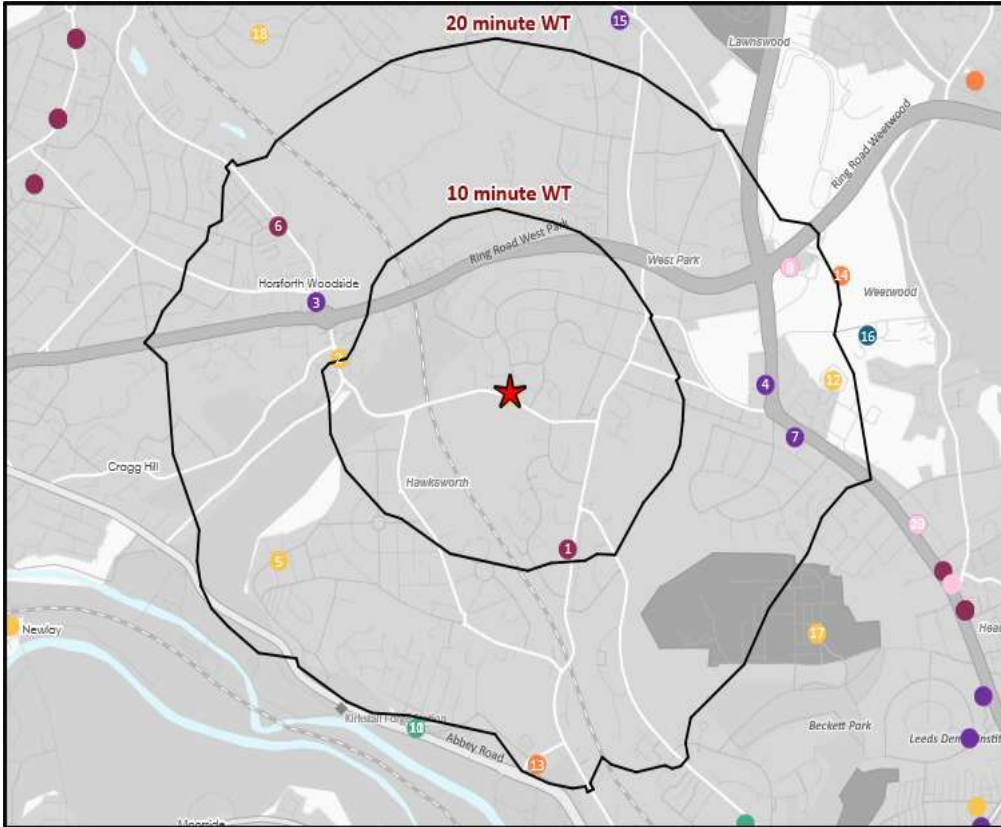
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	1,195	9.0%	115
Family Pub Dining	0	1,265	9.5%	105
Great Pub Great Food	1	2,102	15.8%	95
Leisure	0	1,314	9.9%	99
Mainstream	5	1,888	14.2%	102
Premium	2	1,820	13.7%	96
Restaurant	4	3,064	23.1%	100
Super Premium	0	495	3.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	140	47,907	9.5%	121
Family Pub Dining	26	49,039	9.7%	107
Great Pub Great Food	58	77,124	15.2%	91
Leisure	156	49,602	9.8%	98
Mainstream	173	74,384	14.7%	105
Premium	160	70,106	13.9%	97
Restaurant	230	116,129	23.0%	100
Super Premium	20	17,965	3.6%	90



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Competition - Dalesman



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Miller and Carter	LS18 4DD	Mitchells & Butlers	Restaurant	26.9%	0.50
0	Dalesman	LS16 5EA	Star Pubs & Bars	Mainstream	18.6%	0.00
9	Convive Restaurant	LS16 5PS	Independent Free	Restaurant	15.4%	0.72
14	Weetwood Sports Pavilion	LS16 5AU	Independent Free	Leisure	15.2%	0.83
11	Vesper Gate	LS 5 3NG	Punch Pub Company	Mainstream	11.5%	0.76
12	Village	LS16 5PR	KSL Capital Partners	Mainstream	6.1%	0.77
10	Burley Rugby Club	LS 5 3NG	Independent Free	Classic	2.9%	0.76
5	Hawksworth Wood Conservative	LS 5 3LX	Independent Free	Mainstream	2.0%	0.66
18	Tinshill and Cookridge	LS16 6PT	Independent Free	Mainstream	0.7%	0.99
20	Ascot Grange Hotel	LS16 5JX	Independent Free	Great Pub Gre:	0.7%	1.01
1	Our Lady Asumption Church Soci	LS16 5EL	Independent Free	Premium	0.0%	0.37
2	Bridge Inn	LS18 4DF	Star Pubs & Bars	Mainstream	0.0%	0.42
4	Lime Tree	LS16 5LN	Independent Free	Restaurant	0.0%	0.61
6	Woodside Micro Pub	LS18 5DN	Independent Free	Premium	0.0%	0.66
7	West Park Lounge	LS16 5LQ	Independent Free	Restaurant	0.0%	0.69
8	Weetwood Hall Of Residence	LS16 5PS	Independent Free	Great Pub Gre:	0.0%	0.72
13	Gatehouse	LS 5 3EH	Independent Free	Leisure	0.0%	0.81
15	Gusto	LS16 6HN	Gusto Restaurants Group Ltd	Restaurant	0.0%	0.86
16	Oxley Hall Of Residence	LS16 8HL	Independent Free	Super Premium	0.0%	0.86
17	Leeds Beckett Students Union	LS 6 3QS	Independent Free	Mainstream	0.0%	0.90
19	Voujon Indian	LS16 5JX	Independent Free	Restaurant	0.0%	1.01

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

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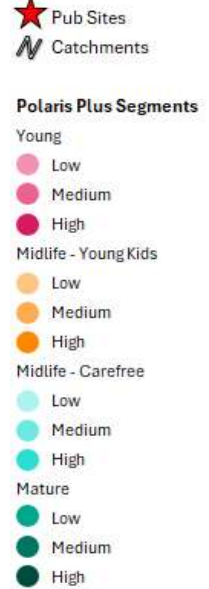


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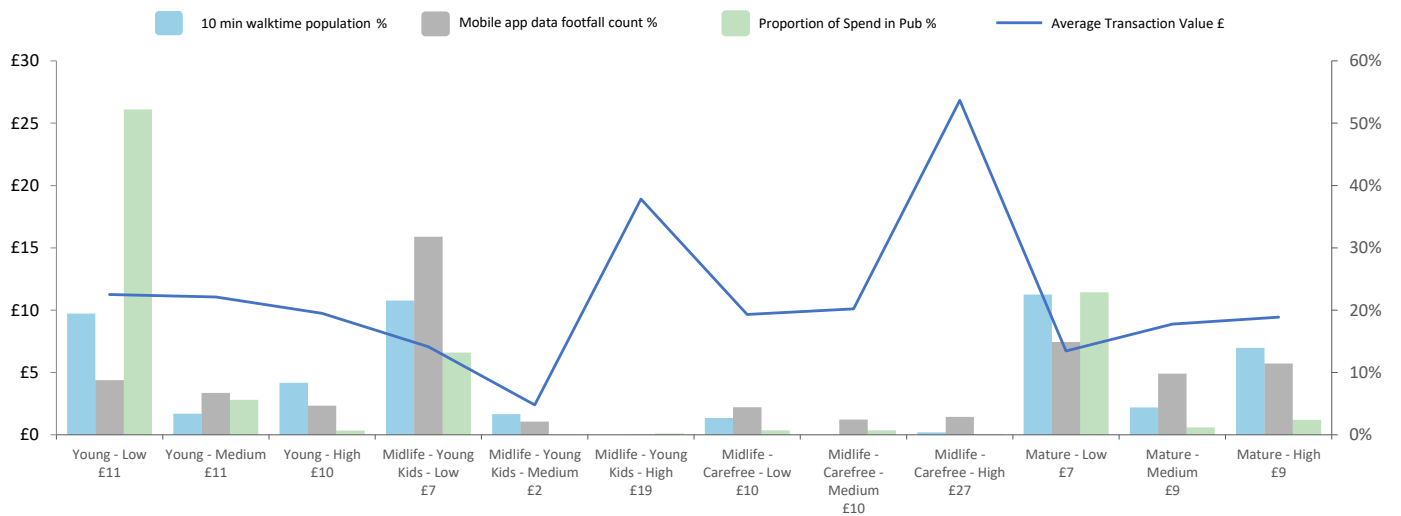
Catchment Summary - Dalesman

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
73568	Dalesman	LS16 5EA	Star Pubs & Bars	Mainstream	7



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Dalesman

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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	4,749	16,908	641,375	89	86	151
Adults 18+	3,724	13,268	506,102	82	81	149
Competition Pubs	3	13	964	7	13	123
Adults 18+ per Competition Pub	1,241	1,021	525	181	149	77
% Adults Likely to Drink	81.0%	82.0%	78.0%	101	103	98

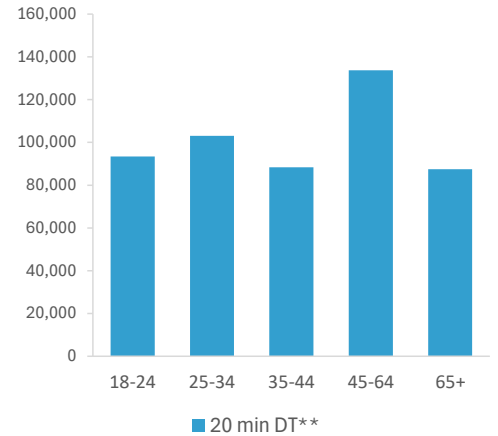
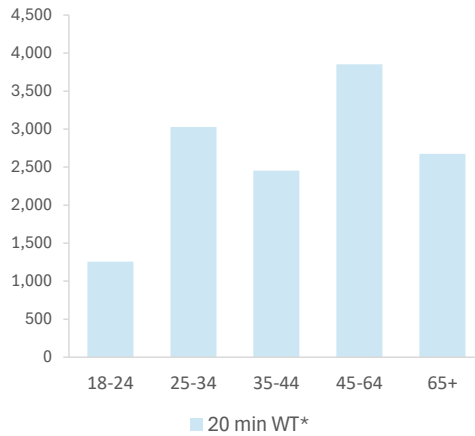
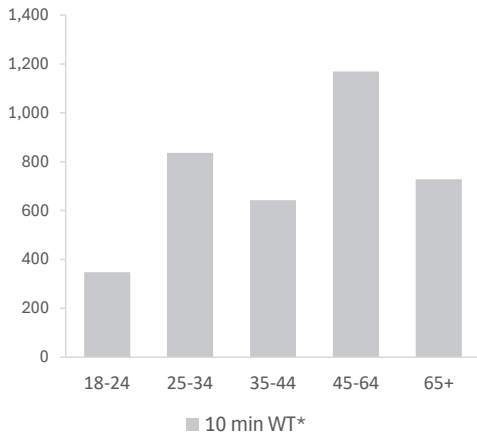
Population & Adults 18+ index is based on all pubs

Affluence	Low	66.2%	44.7%	39.5%	199	135	119
	Medium	11.1%	25.9%	37.0%	29	68	97
	High	22.7%	28.4%	22.8%	83	103	83

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£18,051	£21,484	£19,856	80	95	88
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Age Profile	18-24	348	1,256	93,467	86	87	171
	25-34	836	3,028	103,058	130	132	119
	35-44	643	2,455	88,339	100	108	102
	45-64	1,169	3,854	133,771	98	91	83
	65+	728	2,675	87,467	80	82	71



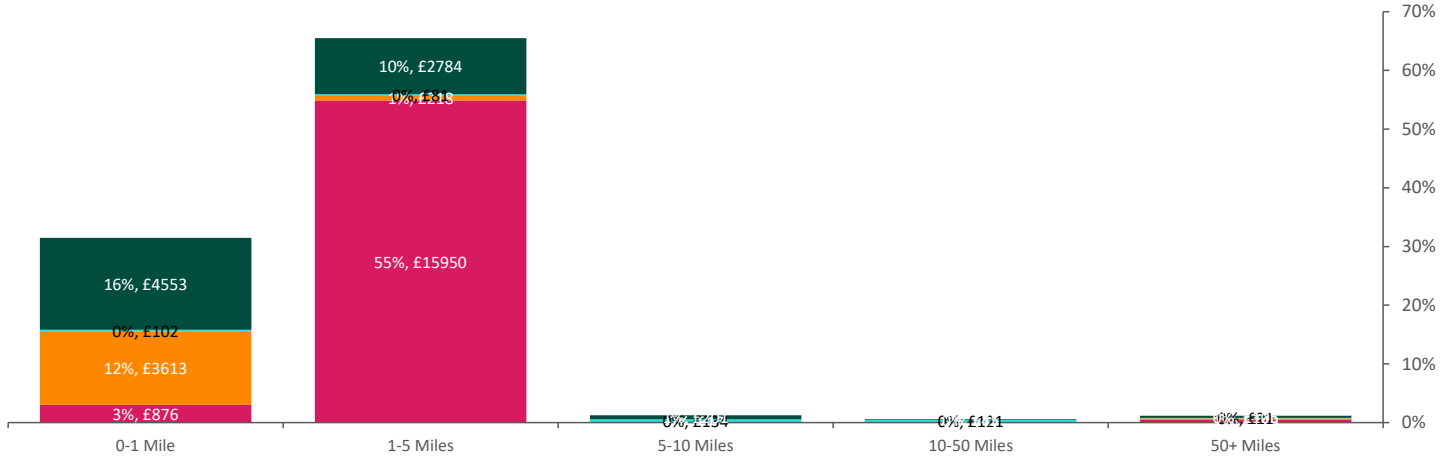
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	2,379 (50%)	8,294 (49%)	315,553 (49%)	102	100	100
Female	2,370 (50%)	8,614 (51%)	325,822 (51%)	98	100	100
Economic Status (16+)						
Employed: Full-time	1,285 (34%)	5,150 (38%)	175,493 (34%)	99	111	99
Employed: Part-time	435 (11%)	1,674 (12%)	59,293 (11%)	95	102	95
Self employed	290 (8%)	1,110 (8%)	39,251 (8%)	82	88	81
Unemployed	163 (4%)	435 (3%)	16,206 (3%)	155	116	113
Full-time student	63 (2%)	271 (2%)	22,077 (4%)	66	79	170
Retired	685 (18%)	2,534 (19%)	86,314 (17%)	82	85	76
Other	914 (24%)	2,489 (18%)	122,726 (24%)	134	102	132
Total Worker Count	3,013	6,987	247,417			

See the Glossary page for further information on the above variables

Transactional Data Summary - Dalesman

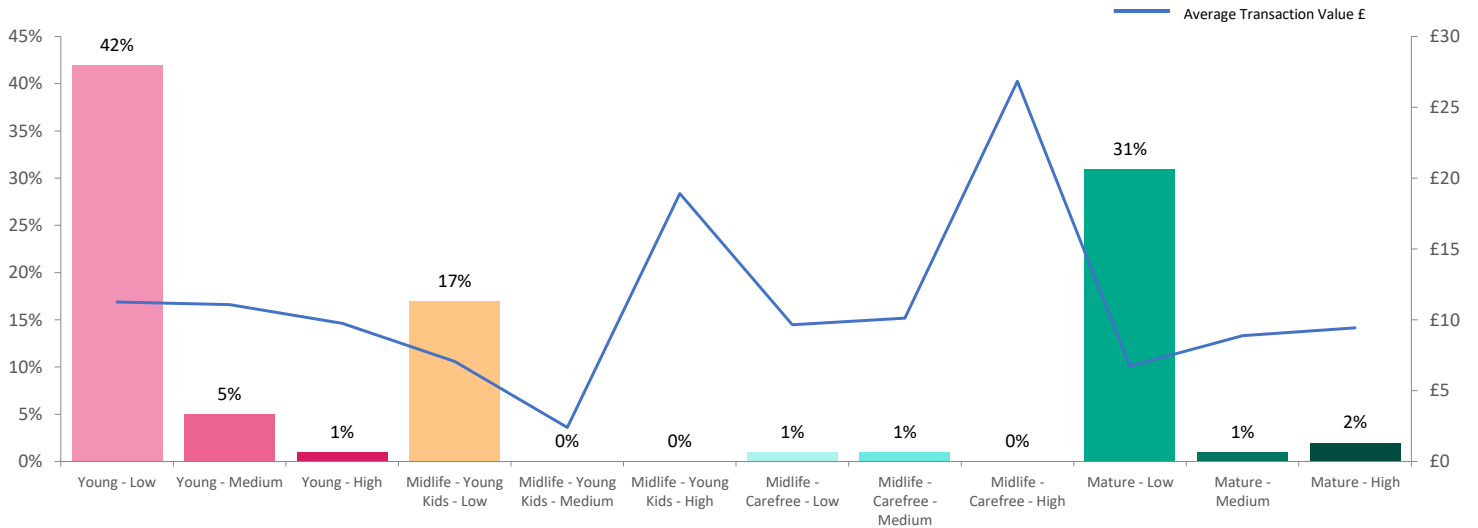
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Spend by Polaris and Distance from Home



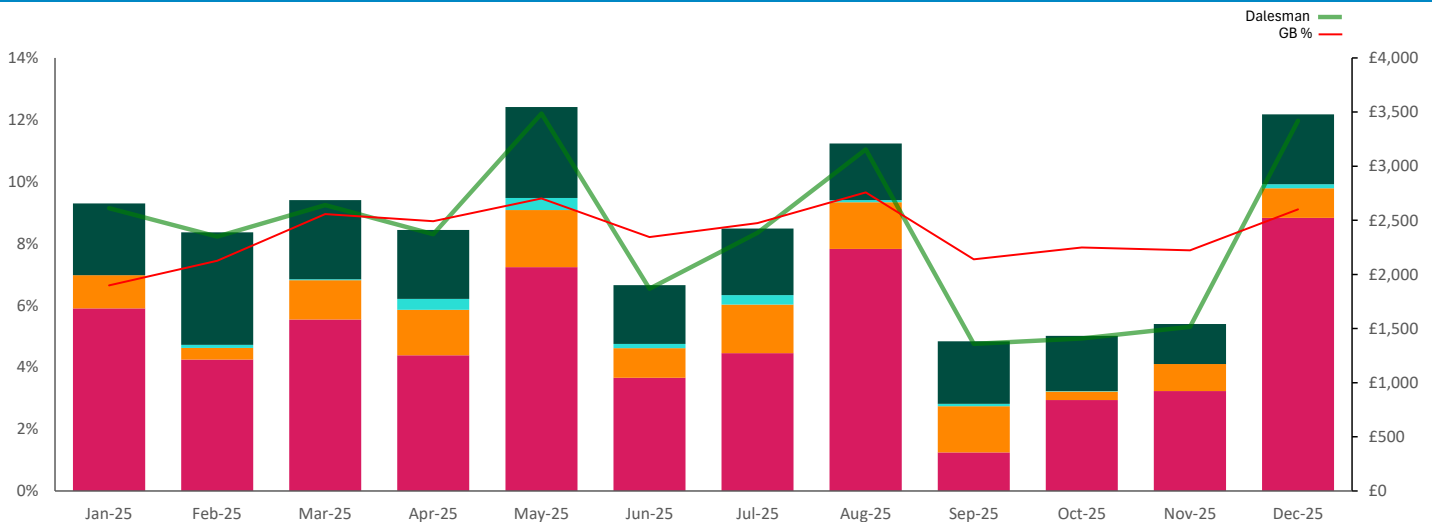
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



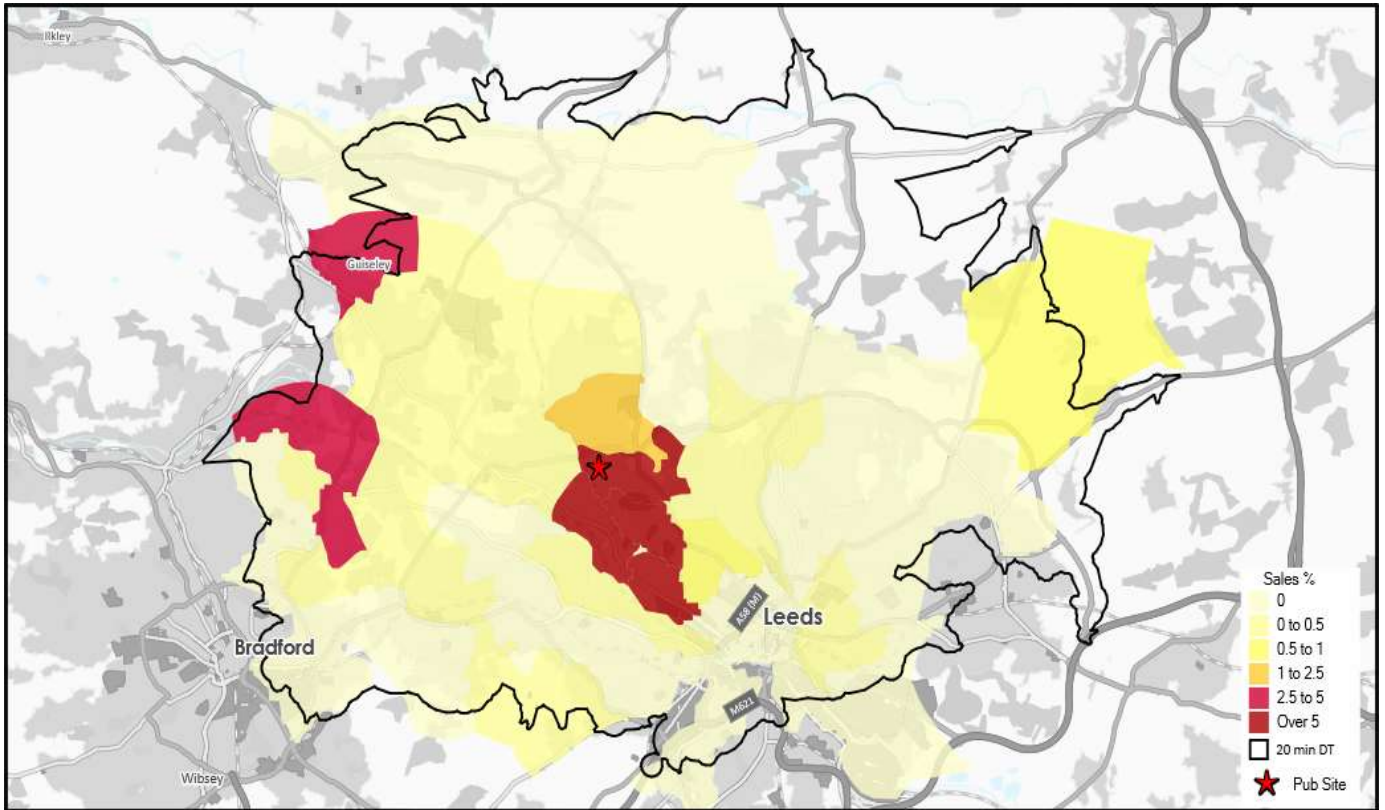
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



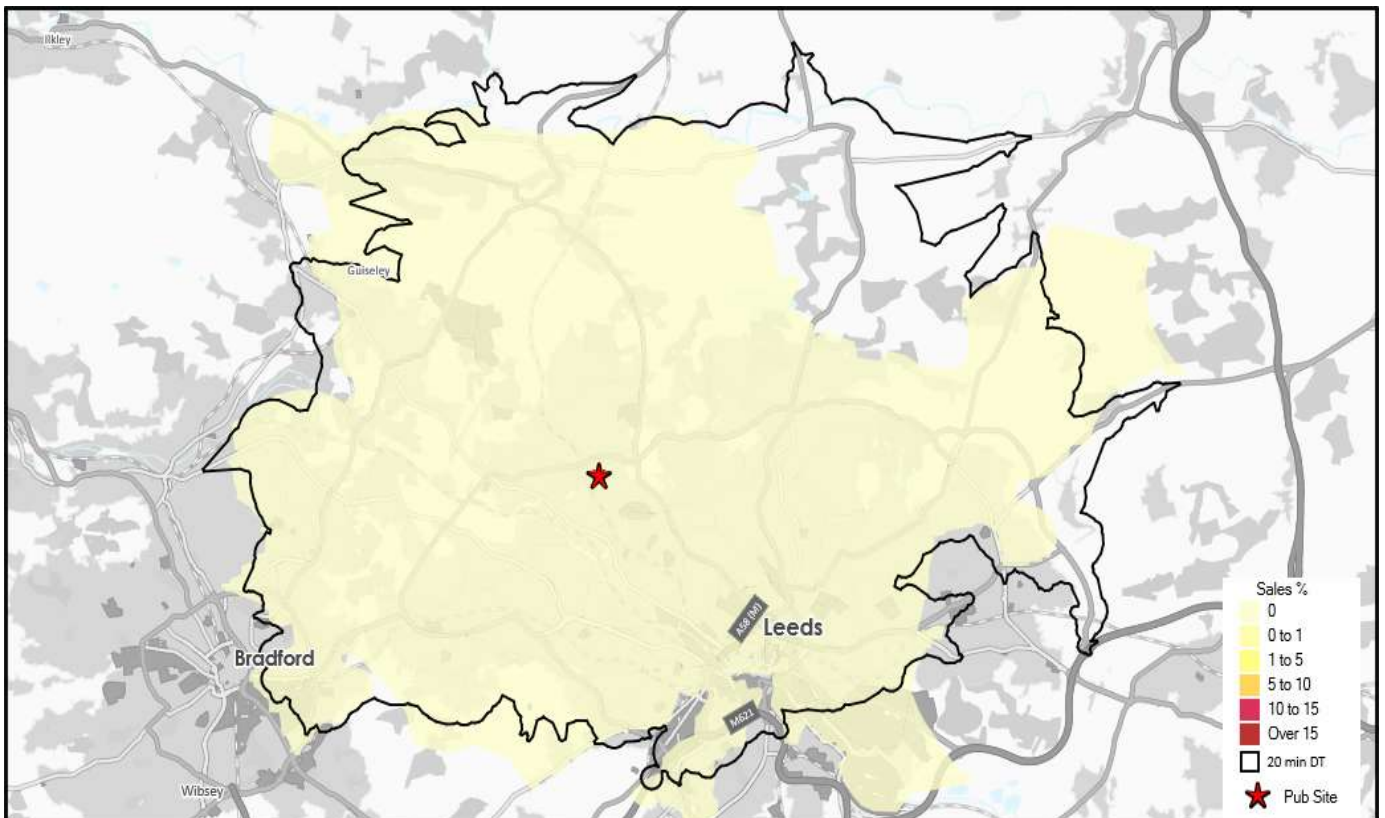
Seasonality of the spend split by month

Dalesman Share of Spend from Postcode Sectors within 20 minute Drive



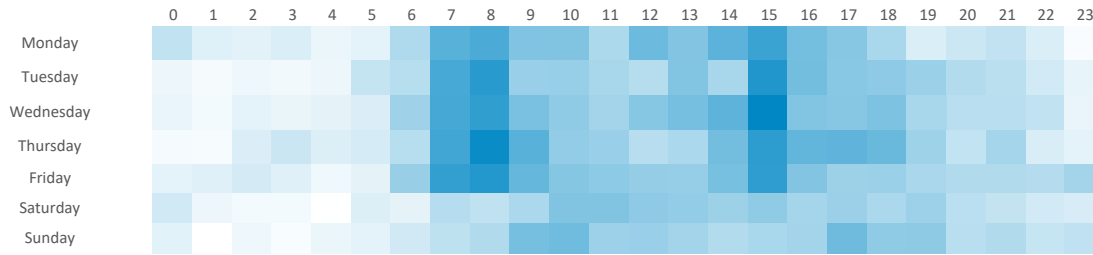
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



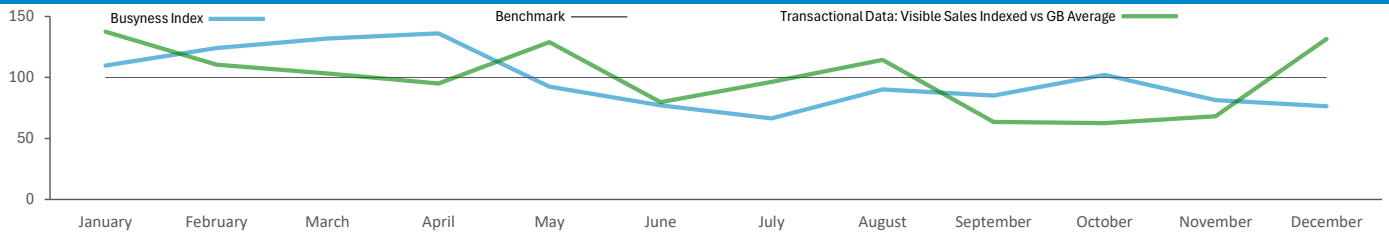
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



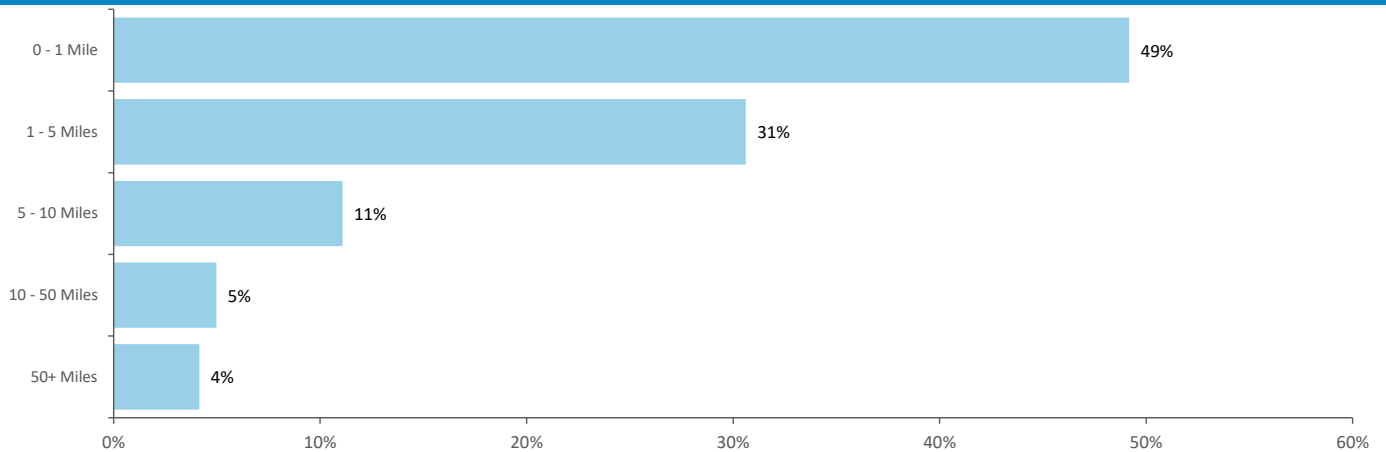
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

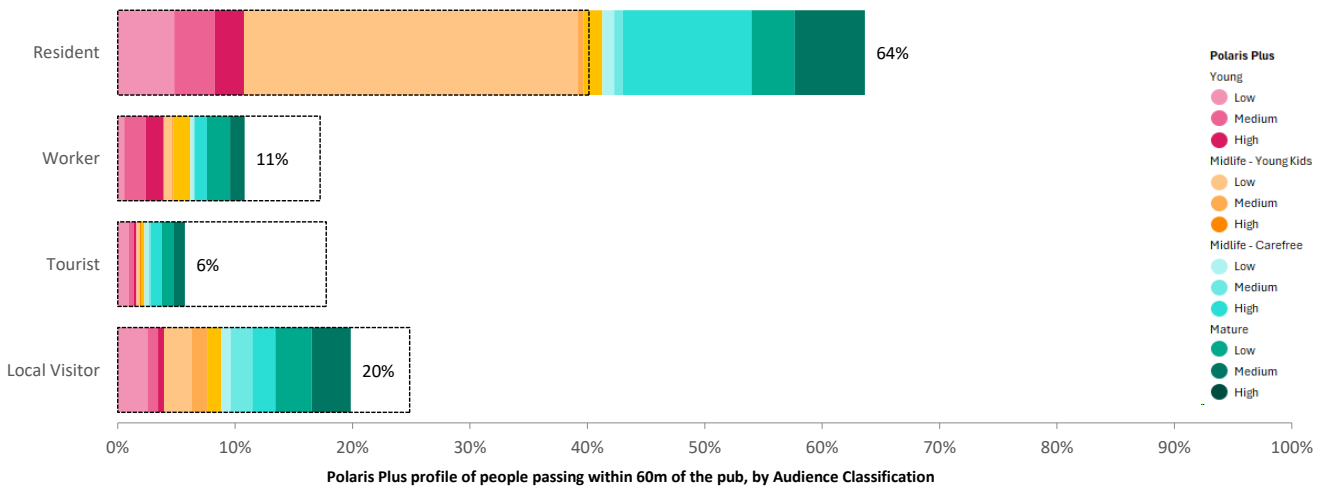
Distance from Home



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

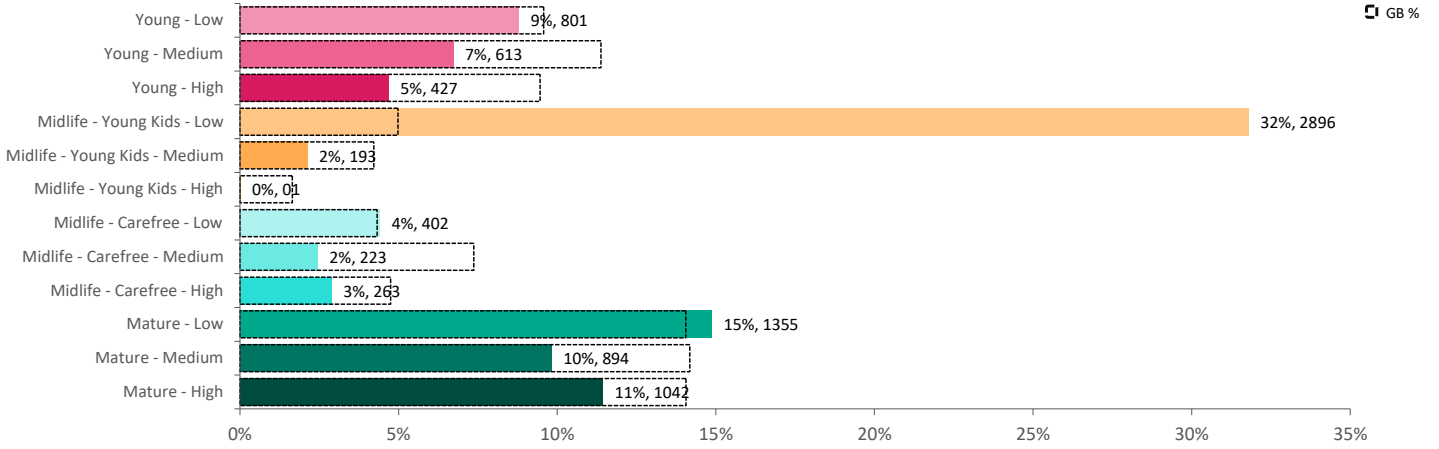


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dalesman

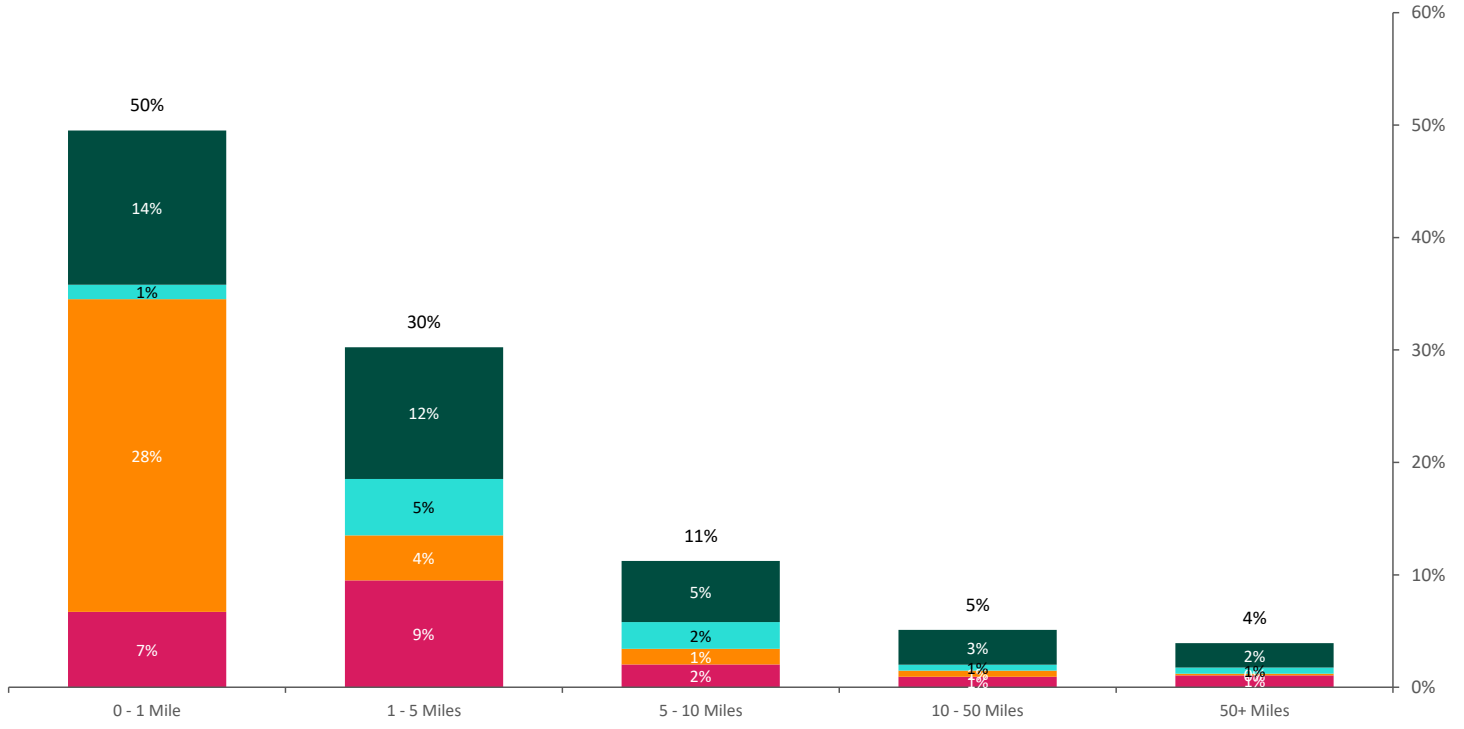
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Polaris Plus Profile



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



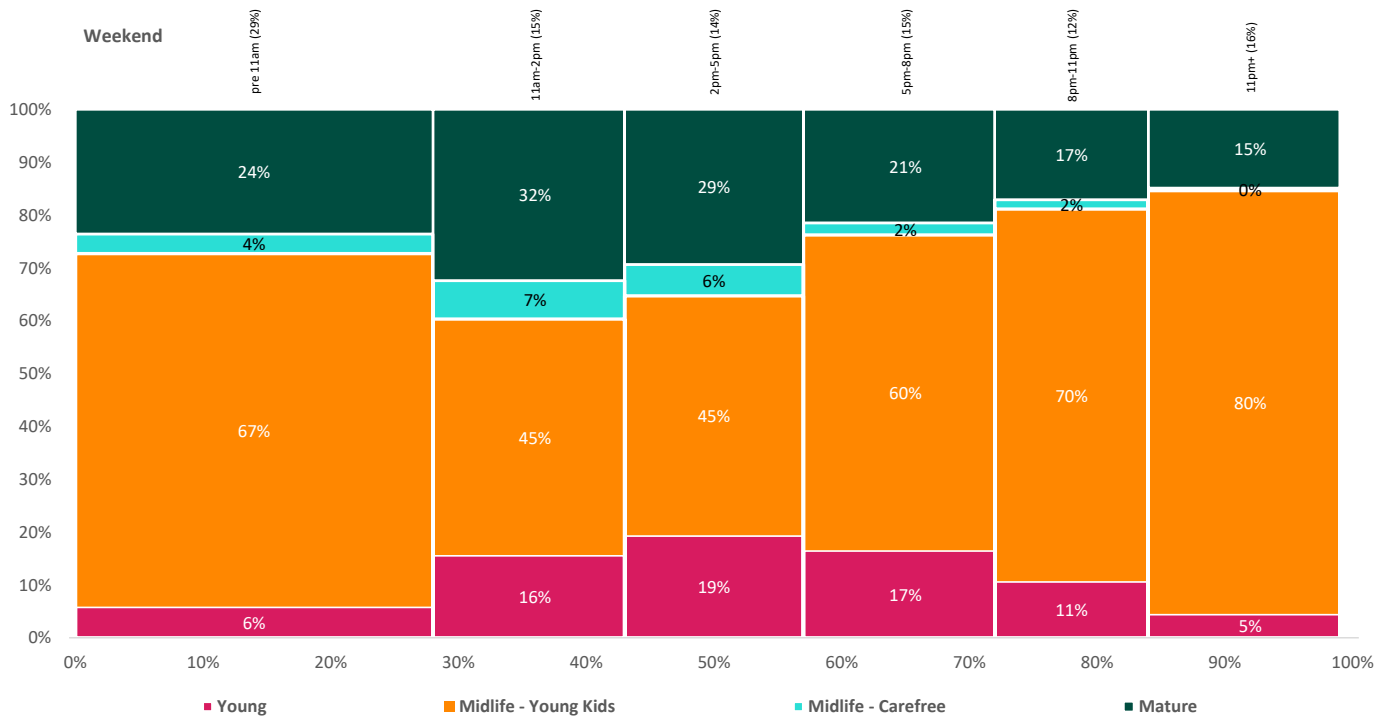
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,227	643	869	516	299	402	3,957
Midlife - Carefree		283	178	261	78	43	31	873
Midlife - Young Kids		3,300	1,142	1,220	1,387	1,338	1,855	10,242
Young		546	234	436	247	98	90	1,651
All		5,355	2,197	2,786	2,229	1,778	2,378	16,723

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		399	290	243	191	119	137	1,380
Midlife - Young Kids		64	65	50	21	13	5	217
Midlife - Carefree		1,132	400	376	533	494	740	3,675
Mature		100	140	161	148	75	42	667
All		1,695	895	830	893	701	924	5,938

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

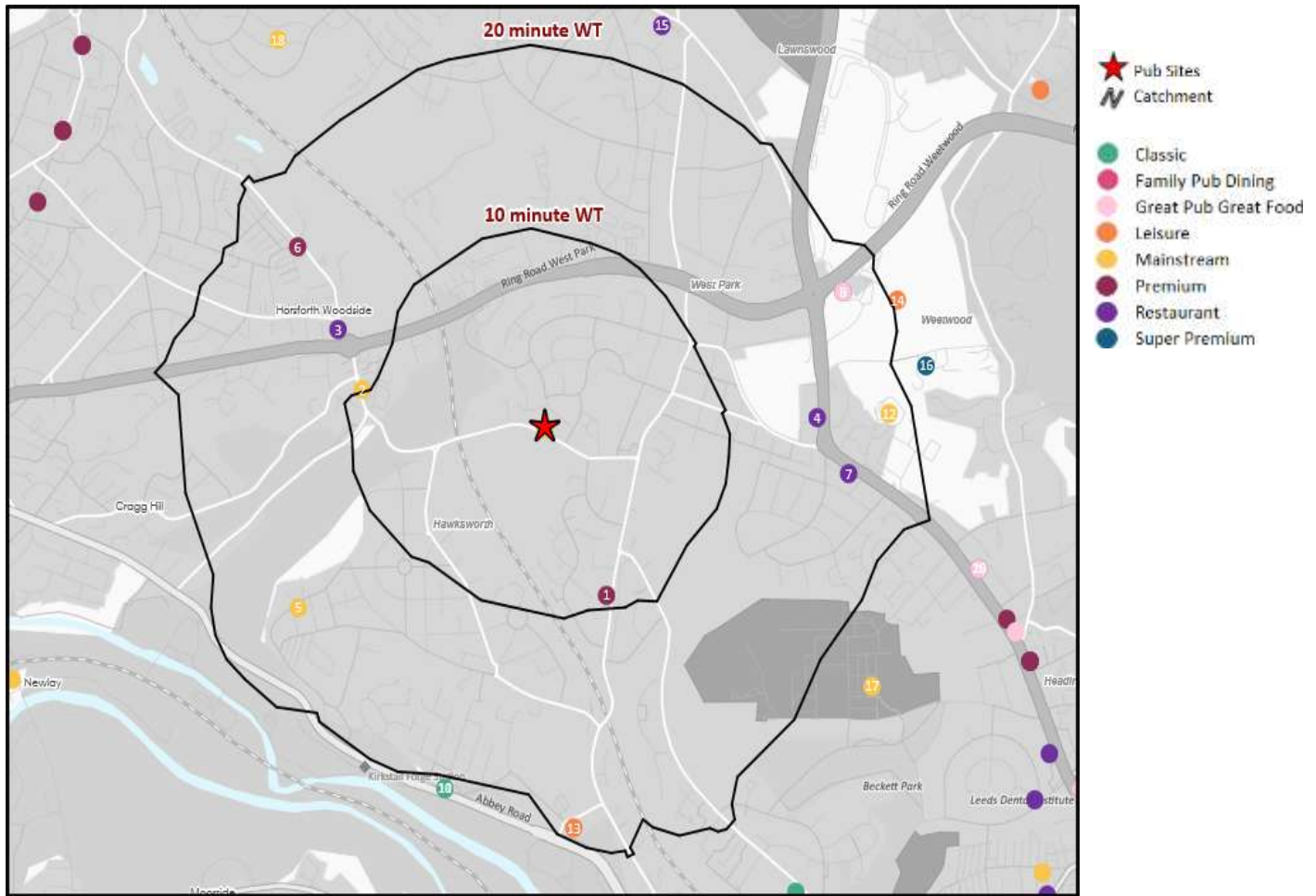


Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

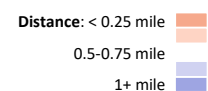
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	725	1,820	84,287	198	140	170
Medium	126	926	102,084	31	63	183
High	311	1,538	37,235	125	174	110
Midlife - Young Kids						
Low	802	1,842	44,893	385	248	159
Medium	123	166	14,993	75	28	67
High	0	18	830	0	12	14
Midlife - Carefree						
Low	100	824	31,165	63	146	145
Medium	0	571	15,362	0	60	42
High	15	111	9,601	9	18	41
Mature						
Low	838	1,449	39,552	167	81	58
Medium	164	1,778	54,798	28	85	69
High	520	2,100	67,476	93	105	89
Not Private Households	0	125	3,826	0	88	71
Total	3,724	13,268	506,102			

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	Dalesman	LS16 5EA	Star Pubs & Bars	Mainstream	18.6%	97.5%	0.00
1	Our Lady Assumption Church Social Club	LS16 5EL	Independent Free	Premium	0.0%	0.0%	0.37
2	Bridge Inn	LS18 4DF	Star Pubs & Bars	Mainstream	0.0%	0.0%	0.42
3	Miller and Carter	LS18 4DD	Mitchells & Butlers	Restaurant	26.9%	62.3%	0.50
4	Lime Tree	LS16 5LN	Independent Free	Restaurant	0.0%	0.0%	0.61
5	Hawthorn Wood Conservative Club	LS 5 3LX	Independent Free	Mainstream	2.0%	82.4%	0.66
6	Woodside Micro Pub	LS18 5DN	Independent Free	Premium	0.0%	0.0%	0.66
7	West Park Lounge	LS16 5LQ	Independent Free	Restaurant	0.0%	0.0%	0.69
8	Weetwood Hall Of Residence	LS16 5PS	Independent Free	Great Pub Great Food	0.0%	0.0%	0.72
9	Convive Restaurant	LS16 5PS	Independent Free	Restaurant	15.4%	38.7%	0.72
10	Burley Rugby Club	LS 5 3NG	Independent Free	Classic	2.9%	97.7%	0.76
11	Vesper Gate	LS 5 3NG	Punch Pub Company	Mainstream	11.5%	89.3%	0.76
12	Village	LS16 5PR	KSL Capital Partners	Mainstream	6.1%	66.2%	0.77
13	Gatehouse	LS 5 3EH	Independent Free	Leisure	0.0%	0.0%	0.81
14	Weetwood Sports Pavilion	LS16 5AU	Independent Free	Leisure	15.2%	38.1%	0.83
15	Gusto	LS16 6HN	Gusto Restaurants Group Ltd	Restaurant	0.0%	0.0%	0.86
16	Oxley Hall Of Residence	LS16 8HL	Independent Free	Super Premium	0.0%	0.0%	0.86
17	Leeds Beckett Students Union	LS 6 3QS	Independent Free	Mainstream	0.0%	0.0%	0.90
18	Tinshill and Cookridge	LS16 6PT	Independent Free	Mainstream	0.7%	88.7%	0.99
19	Voujon Indian	LS16 5JX	Independent Free	Restaurant	0.0%	0.0%	1.01
20	Ascot Grange Hotel	LS16 5JX	Independent Free	Great Pub Great Food	0.7%	15.5%	1.01



* 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 - Dalesman

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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+	3,724	13,268	506,102
Number of Competition Pubs	3	13	964
Adults 18+ per Competition Pub	1,241	1,021	525

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Family Pub Dining	0	406	10.9%	120
Great Pub Great Food	0	535	14.4%	86
Leisure	0	367	9.9%	98
Mainstream	2	577	15.5%	111
Premium	1	477	12.8%	89
Restaurant	0	839	22.5%	98
Super Premium	0	117	3.1%	80

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	1,195	9.0%	115
Family Pub Dining	0	1,265	9.5%	105
Great Pub Great Food	1	2,102	15.8%	95
Leisure	0	1,314	9.9%	99
Mainstream	5	1,888	14.2%	102
Premium	2	1,820	13.7%	96
Restaurant	4	3,064	23.1%	100
Super Premium	0	495	3.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	140	47,907	9.5%	121
Family Pub Dining	26	49,039	9.7%	107
Great Pub Great Food	58	77,124	15.2%	91
Leisure	156	49,602	9.8%	98
Mainstream	173	74,384	14.7%	105
Premium	160	70,106	13.9%	97
Restaurant	230	116,129	23.0%	100
Super Premium	20	17,965	3.6%	90

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																																				
Around GB Average	Index value is >= 105 and < 120																																				
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