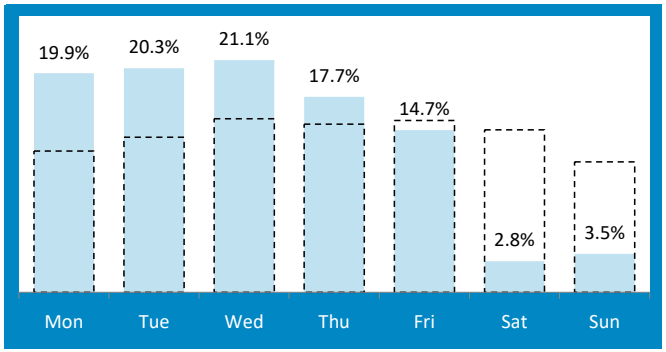
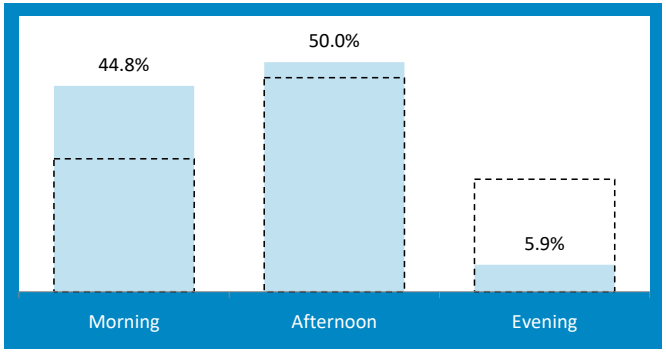
Royal Oak

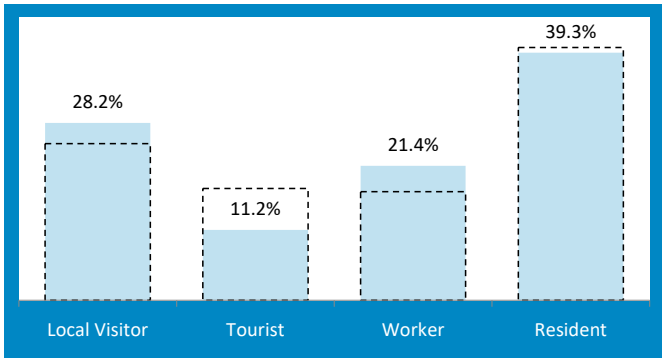
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1,153	5,344
Adult Pop		907	4,529
Affluence	Low	25%	33%
	Medium	62%	38%
	High	13%	27%
Young		7%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		5%	16%
Mature		88%	44%
Competition Count		1	43

Visitors

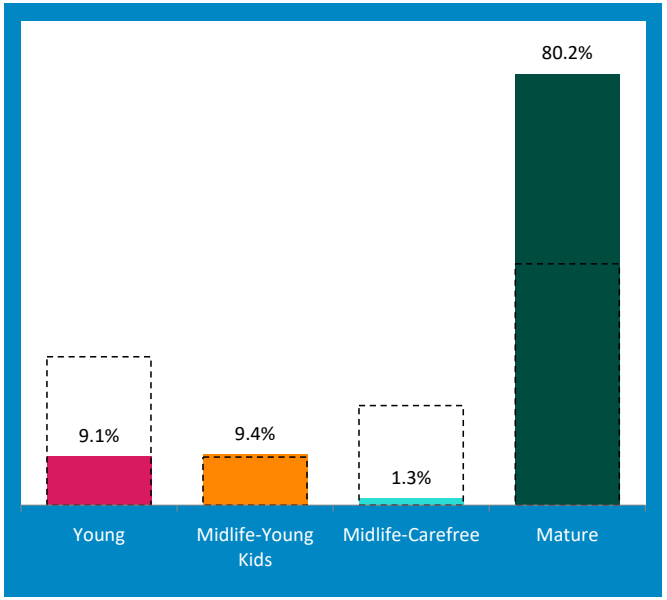






Spend Profile

	This Site	Benchmark
£ATV	£16	£30
Average Distance Travelled in miles	14	27



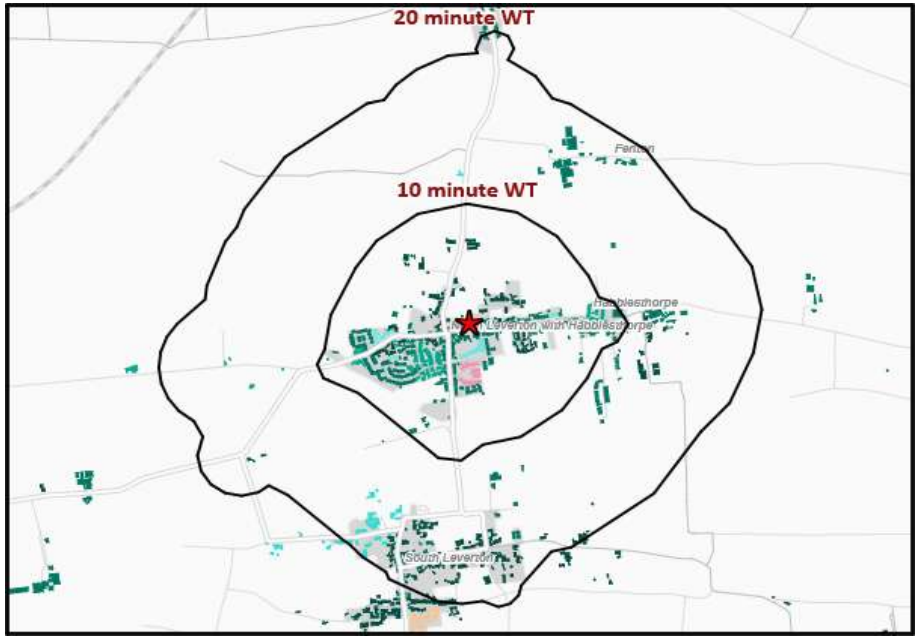
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Catchment Summary - Royal Oak

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		1,153	1,498	65,889	22	8	16
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		907	1,189	52,992	20	7	16
Competition Pubs		1	2	90	2	2	11
Adults 18+ per Competition Pub		907	595	589	132	87	86
% Adults Likely to Drink		82.0%	83.0%	81.0%	103	104	101
Affluence	Low	25.0%	19.3%	45.6%	75	58	137
	Medium	61.6%	50.6%	34.9%	161	132	91
	High	13.3%	30.2%	16.3%	49	110	59
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£22,041	£24,195	£19,982	98	107	88
Age Profile	18-24	53	65	4,237	54	51	76
	25-34	140	151	8,242	90	75	93
	35-44	125	181	8,056	80	89	91
	45-64	330	445	17,480	114	118	106
	65+	259	347	14,977	117	120	118



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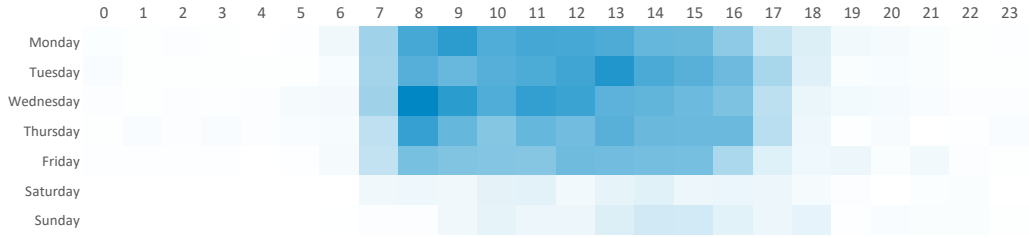
Pub Sites
Catchment

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	63	63	11,192	25	19	76
Midlife - Young Kids	0	0	5,351	0	0	93
Midlife - Carefree	42	131	5,550	29	70	66
Mature	802	995	29,186	200	189	124
Not Private Households	0	0	1,713	0	0	26,718
Total	**907**	**1,189**	**52,992**			

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Per Pub - Royal Oak

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	907	1,189	52,992
Number of Competition Pubs	1	2	90
Adults 18+ per Competition Pub	907	595	589

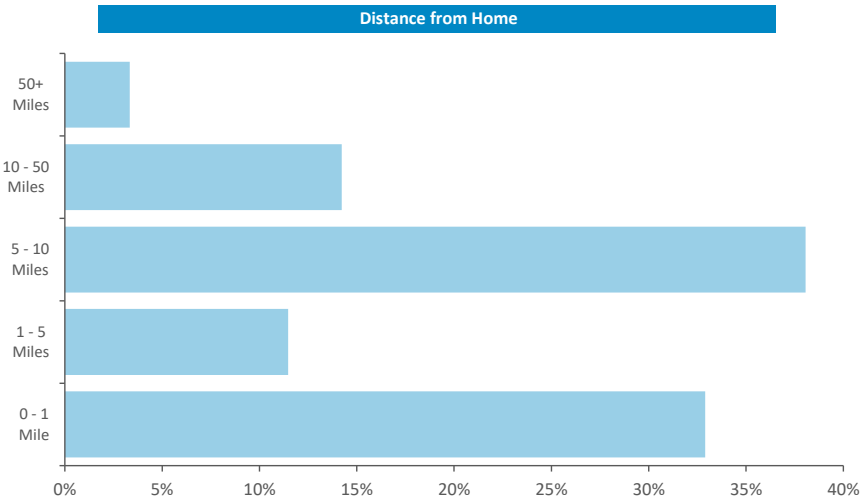
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	67	7.4%	94
Family Pub Dining	0	87	9.6%	106
Great Pub Great Food	0	163	18.0%	107
Leisure	0	96	10.6%	105
Mainstream	0	140	15.5%	111
Premium	1	132	14.5%	101
Restaurant	0	194	21.4%	93
Super Premium	0	28	3.1%	78

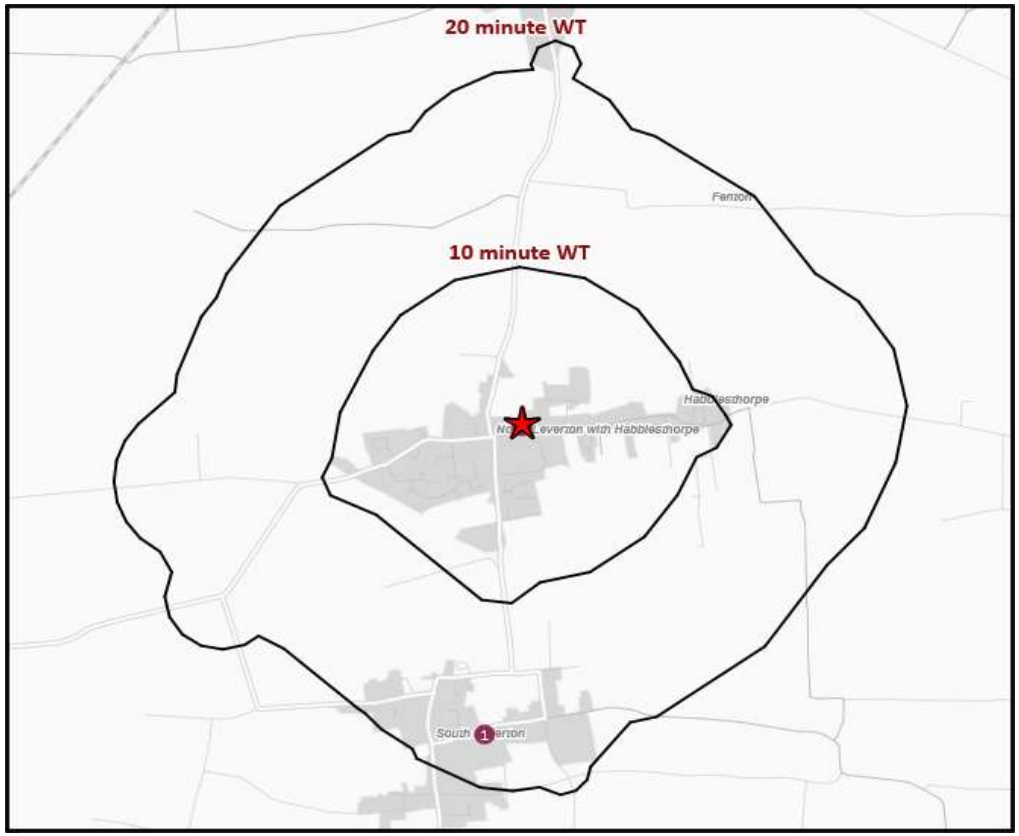
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	75	6.3%	80
Family Pub Dining	0	104	8.7%	96
Great Pub Great Food	0	231	19.5%	116
Leisure	0	128	10.8%	107
Mainstream	0	167	14.1%	101
Premium	2	175	14.7%	103
Restaurant	0	265	22.3%	97
Super Premium	0	44	3.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	18	4,923	9.3%	119
Family Pub Dining	5	5,321	10.0%	110
Great Pub Great Food	5	8,126	15.3%	92
Leisure	13	5,237	9.9%	98
Mainstream	23	8,010	15.1%	108
Premium	13	6,900	13.0%	91
Restaurant	13	11,220	21.2%	92
Super Premium	0	1,533	2.9%	74



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Competition - Royal Oak



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
20	Elms Hotel	DN22 7DX	Independent Free	Mainstream	20.0%	4.85
14	Trent Port	DN21 1NE	Mitchells & Butlers	Family Pub Dir	14.7%	4.64
7	Lincoln Golf Club	LN 1 2EE	Independent Free	Leisure	12.1%	3.78
8	Bees Knees	DN22 0NA	*Other Small Retail Groups	Mainstream	11.2%	3.86
10	Boat Inn	DN22 9LF	Independent Free	Premium	8.4%	3.94
4	Eyre Arms	DN22 0HR	Independent Free	Mainstream	7.0%	2.48
0	Royal Oak	DN22 0AD	Star Pubs & Bars	Premium	6.4%	0.00
11	White Swan	LN 1 2EH	Stonegate Pub Company	Classic	6.1%	4.12
9	Ferryboat Inn	DN22 0NQ	Independent Free	Mainstream	6.1%	3.90
6	Kings Arms	DN22 9LN	*Other Small Retail Groups	Mainstream	3.7%	3.60
2	Reindeer Inn	DN22 9HQ	Independent Free	Premium	2.5%	1.08
12	Blue Bell Inn	DN22 0LN	Independent Free	Premium	1.6%	4.33
1	Plough Inn	DN22 0BT	Independent Free	Premium	0.0%	0.74
3	Sundown Adventureland	DN22 0HX	Independent Free	Premium	0.0%	2.07
5	Ingleby Arms	DN21 5AH	Punch Pub Company	Mainstream	0.0%	3.34
13	Retford United Social Club	DN22 6QF	Independent Free	Mainstream	0.0%	4.53
15	Grove Mill Snooker Club	DN22 6LN	Independent Free	Leisure	0.0%	4.74
16	United Services Club	DN21 1LP	Independent Free	Classic	0.0%	4.76
17	Willow	DN10 4PY	Independent Free	Premium	0.0%	4.81
18	Retford and Worksop Bowls Club	DN22 9AJ	Independent Free	Leisure	0.0%	4.82
19	Trenton Motel	LN 1 2EN	Independent Free	Great Pub Gre	0.0%	4.85

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

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Pub Sites
Catchment

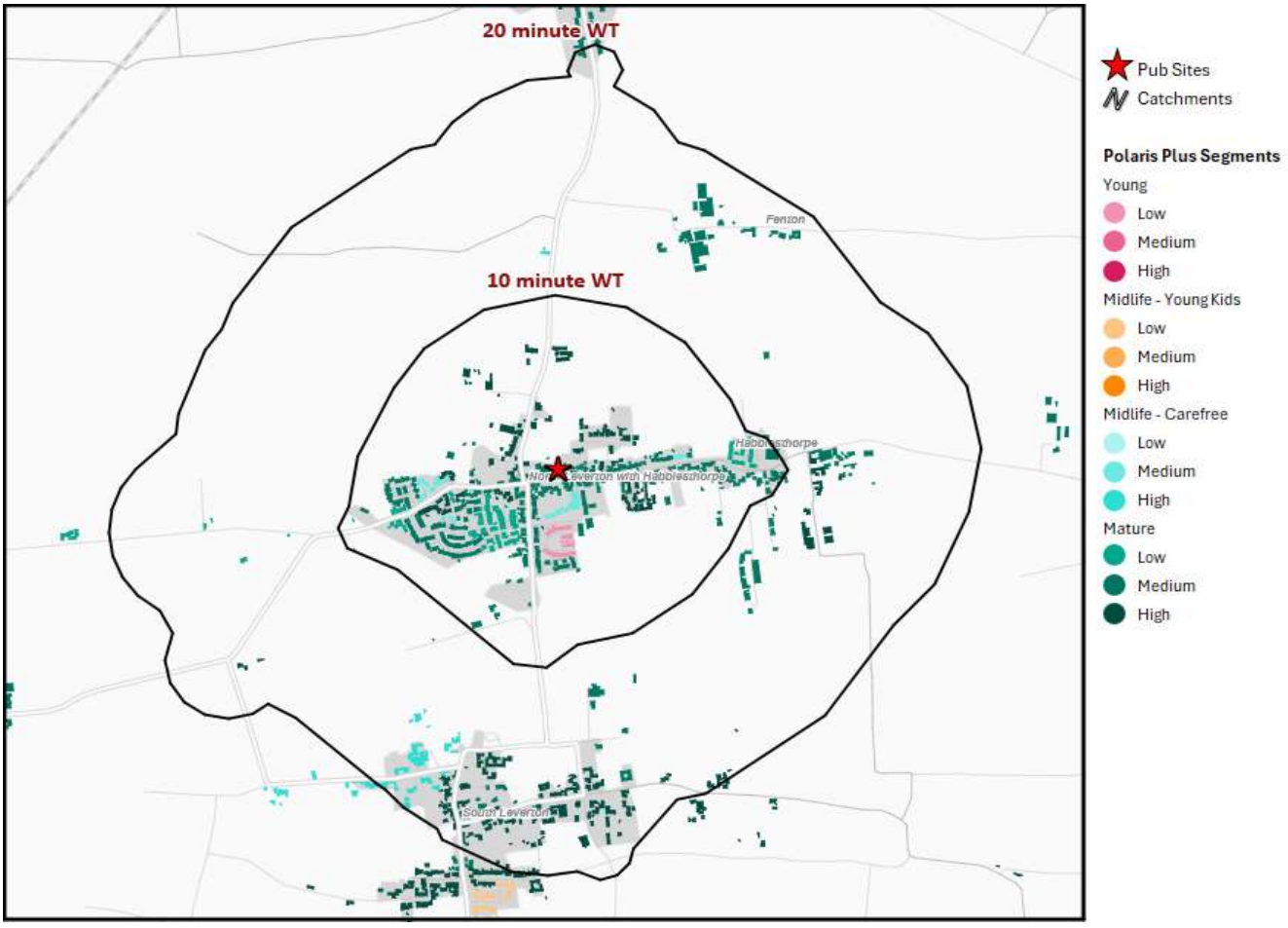
- Classic
- Family Pub Dining
- Great Pub Great Food
- Leisure
- Mainstream
- Premium
- Restaurant
- Super Premium

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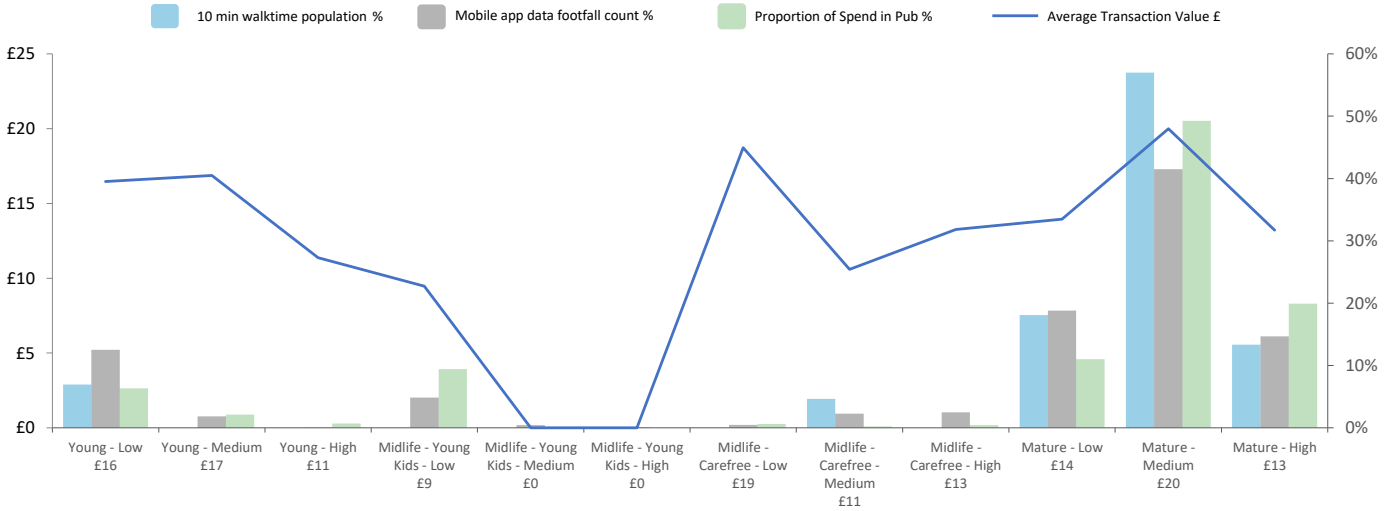
Catchment Summary - Royal Oak

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
34809	Royal Oak	DN22 0AD	Star Pubs & Bars	Premium	20



Polaris Plus Profile



See the Glossary page for further information on the above variables

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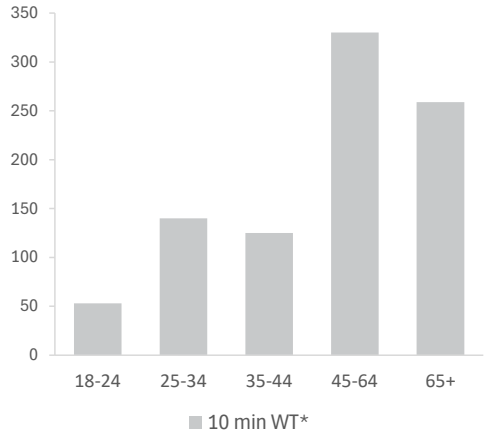
Catchment Summary - Royal Oak

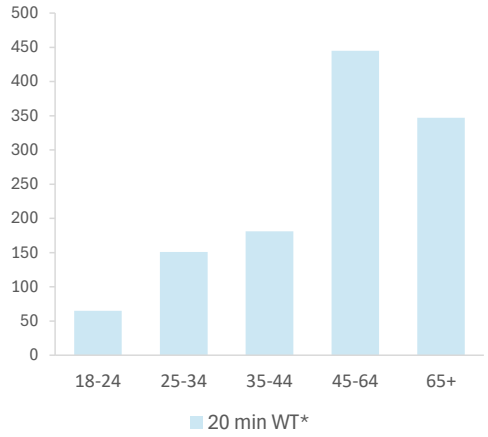
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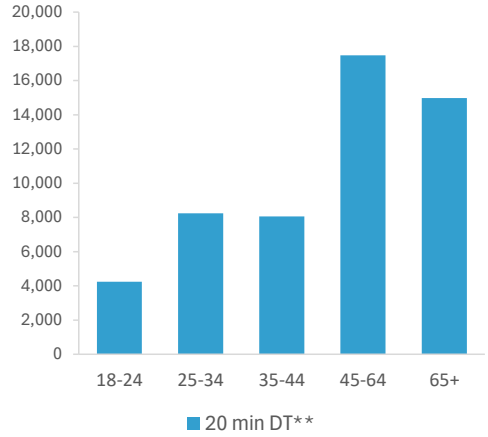
Over GB Average
Around GB Average
Under GB Average

*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		1,153	1,498	65,889	22	8	16
					Population & Adults 18+ index is based on all pubs		
Adults 18+		907	1,189	52,992	20	7	16
Competition Pubs		1	2	90	2	2	11
Adults 18+ per Competition Pub		907	595	589	132	87	86
% Adults Likely to Drink		82.0%	83.0%	81.0%	103	104	101
Affluence	Low	25.0%	19.3%	45.6%	75	58	137
	Medium	61.6%	50.6%	34.9%	161	132	91
	High	13.3%	30.2%	16.3%	49	110	59
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£22,041	£24,195	£19,982	98	107	88
Age Profile	18-24	53	65	4,237	54	51	76
	25-34	140	151	8,242	90	75	93
	35-44	125	181	8,056	80	89	91
	45-64	330	445	17,480	114	118	106
	65+	259	347	14,977	117	120	118







		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	551 (48%)	749 (50%)	32,775 (50%)	97	102	101
	Female	602 (52%)	749 (50%)	33,114 (50%)	102	98	99
Economic Status (16+)	Employed: Full-time	331 (35%)	427 (35%)	17,226 (32%)	104	102	93
	Employed: Part-time	122 (13%)	148 (12%)	6,796 (12%)	109	101	104
	Self employed	87 (9%)	132 (11%)	4,353 (8%)	100	116	86
	Unemployed	19 (2%)	19 (2%)	1,479 (3%)	73	56	99
	Full-time student	8 (1%)	10 (1%)	689 (1%)	34	32	51
	Retired	263 (28%)	339 (28%)	14,333 (26%)	129	127	121
	Other	109 (12%)	155 (13%)	9,575 (18%)	65	71	99
Total Worker Count		74	192	29,131			

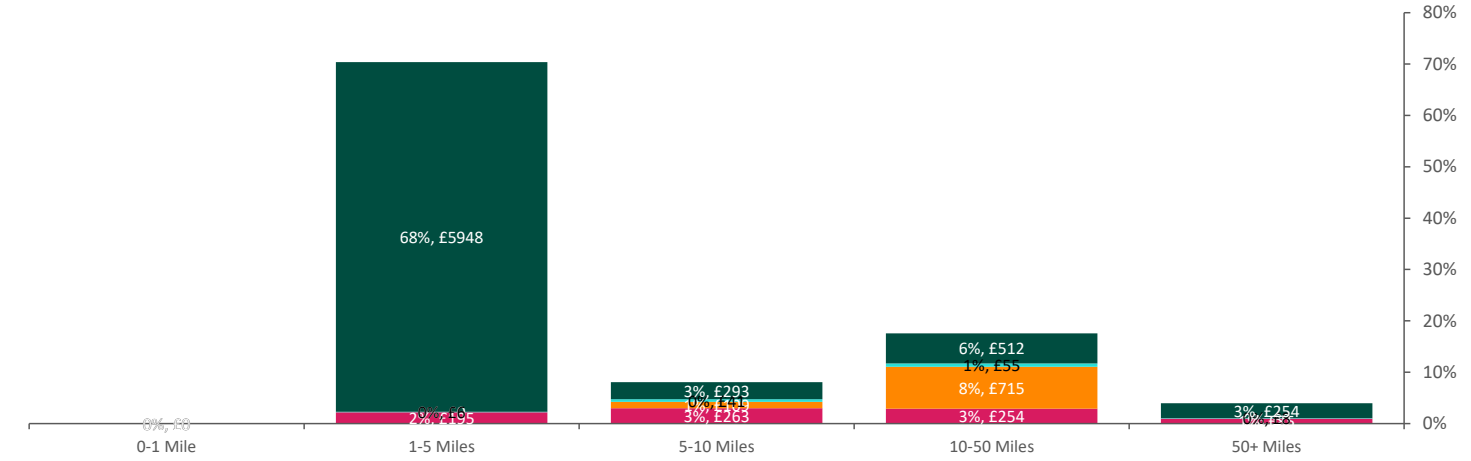
See the Glossary page for further information on the above variables

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Transactional Data Summary - Royal Oak

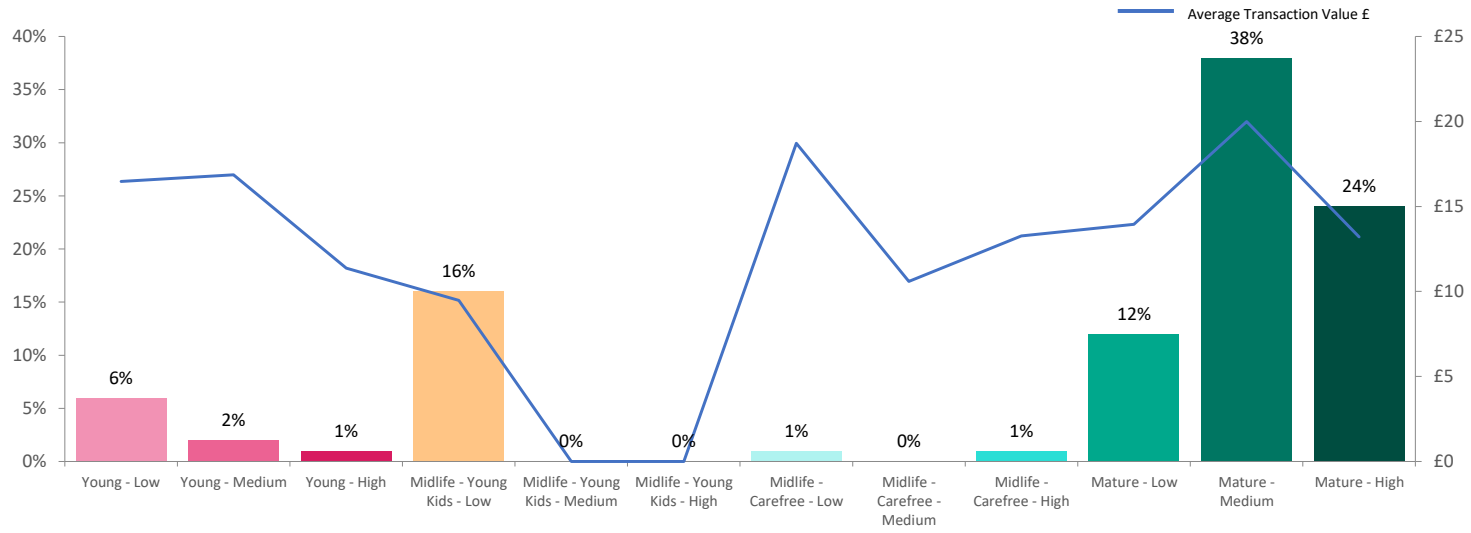
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Spend by Polaris and Distance from Home



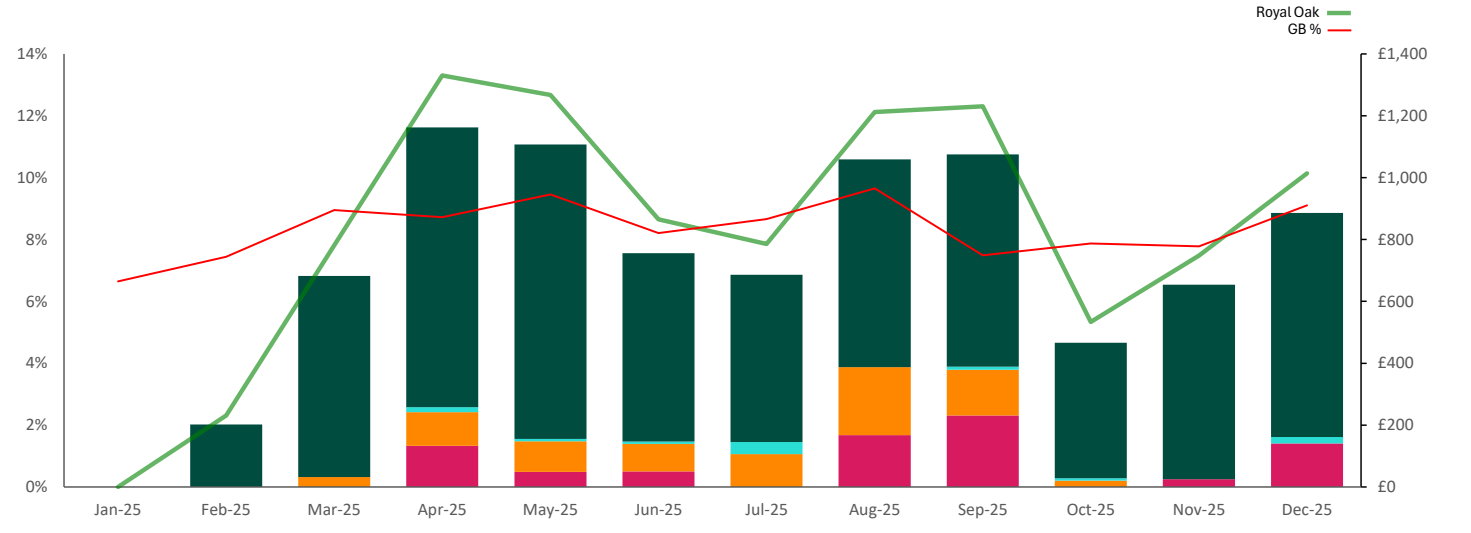
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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 - Royal Oak

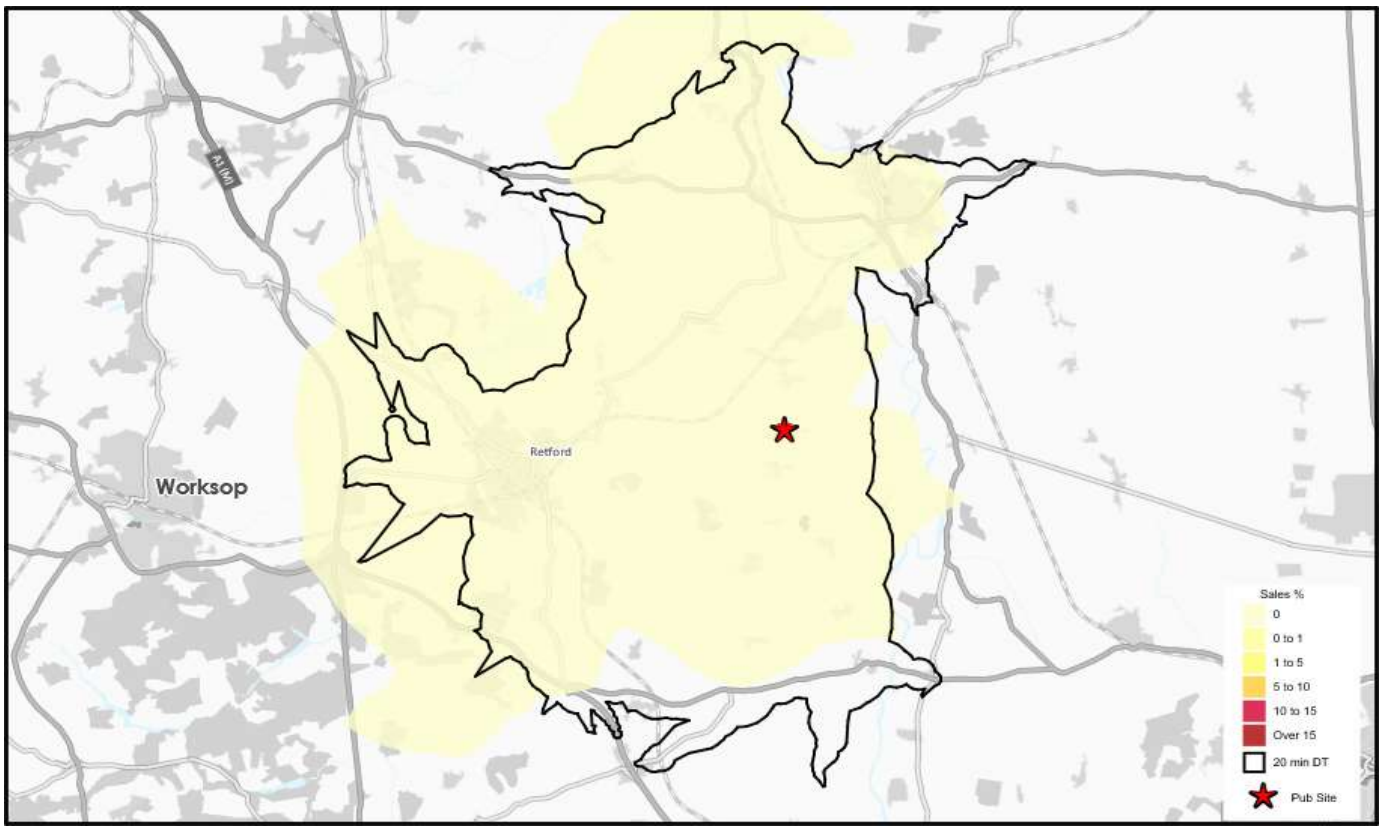
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Royal Oak Share of Spend from Postcode Sectors within 20 minute Drive



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 Royal Oak



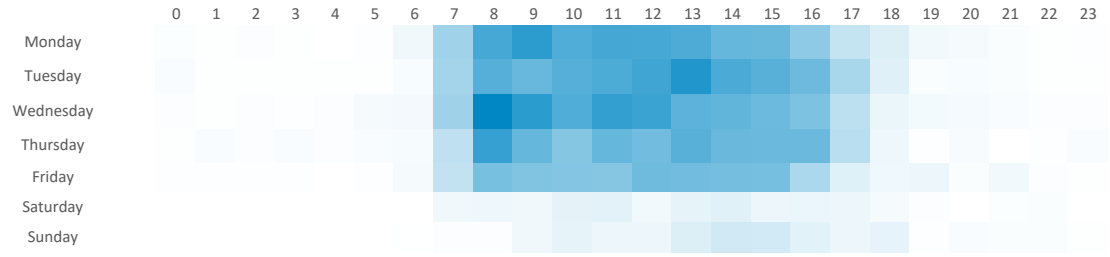
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Royal Oak

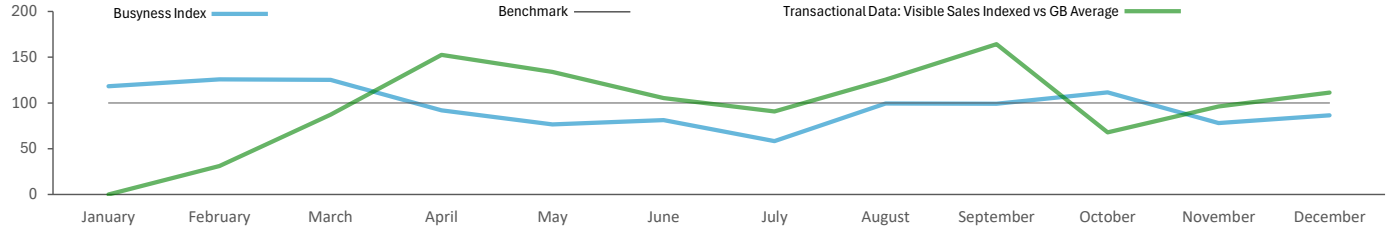
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Time of Day/Day of Week



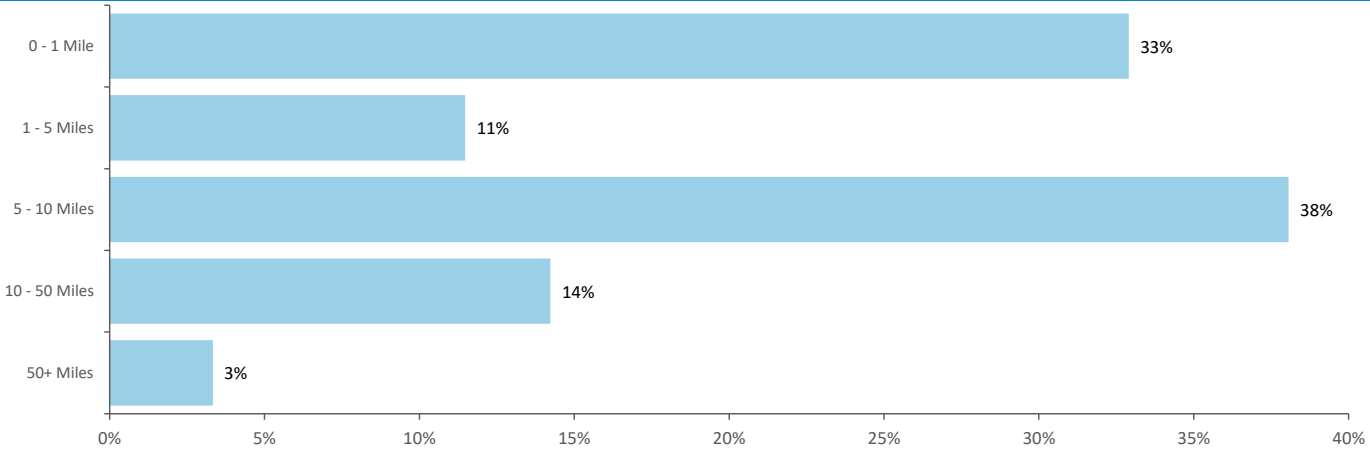
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



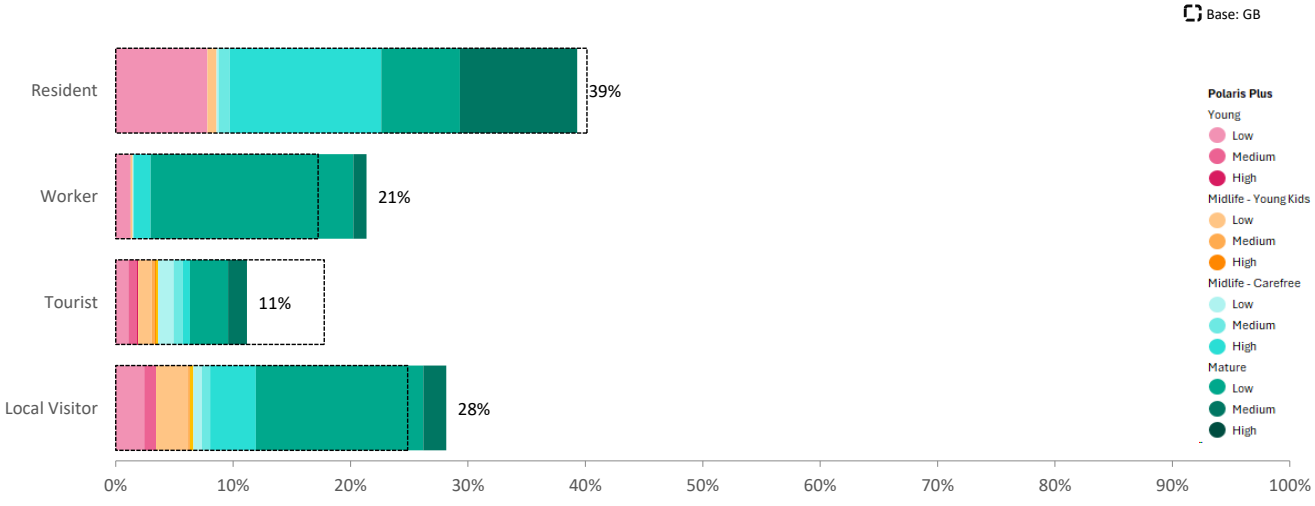
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



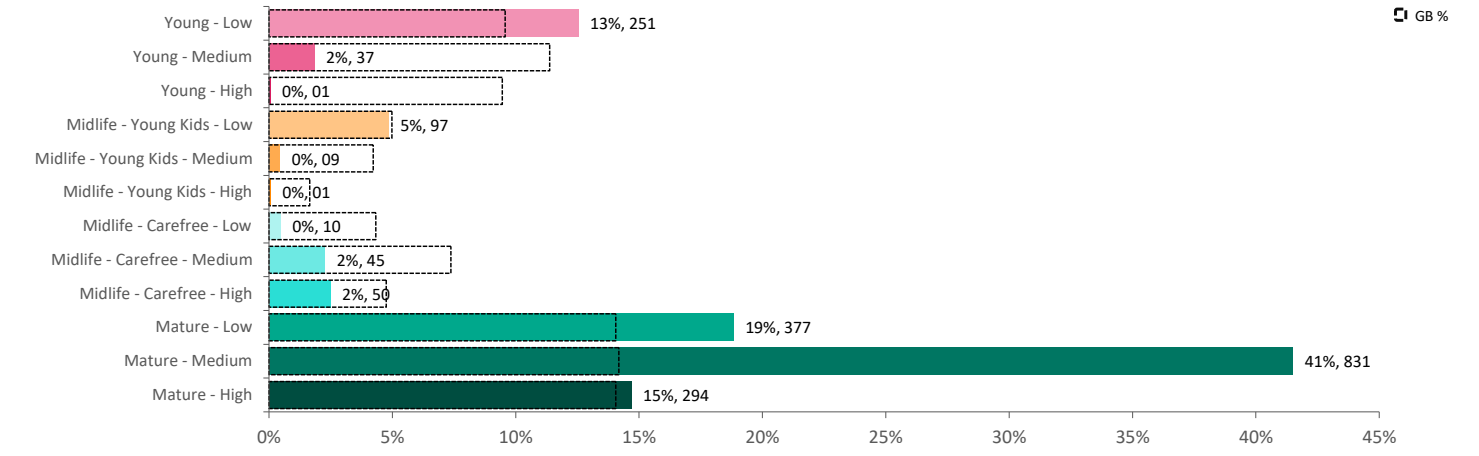
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Royal Oak

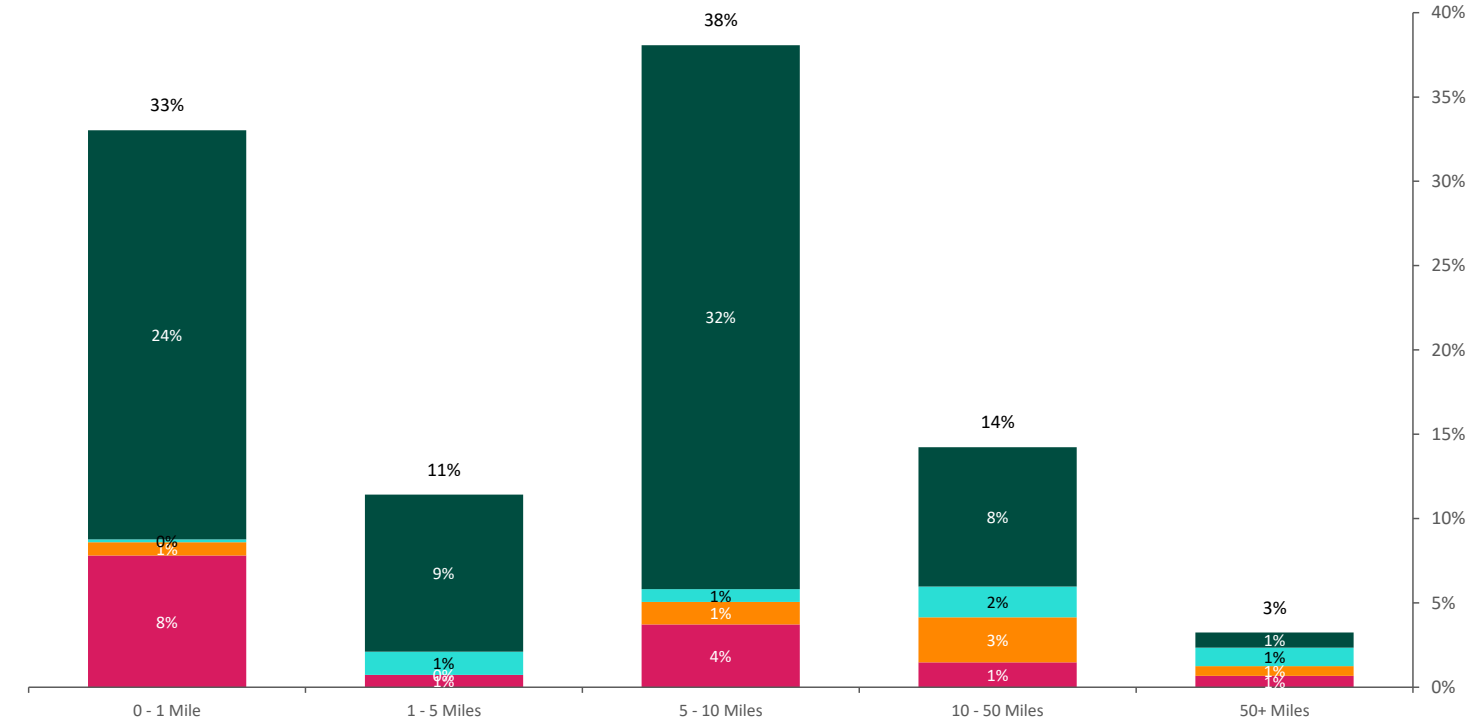
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Polaris Plus Profile



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



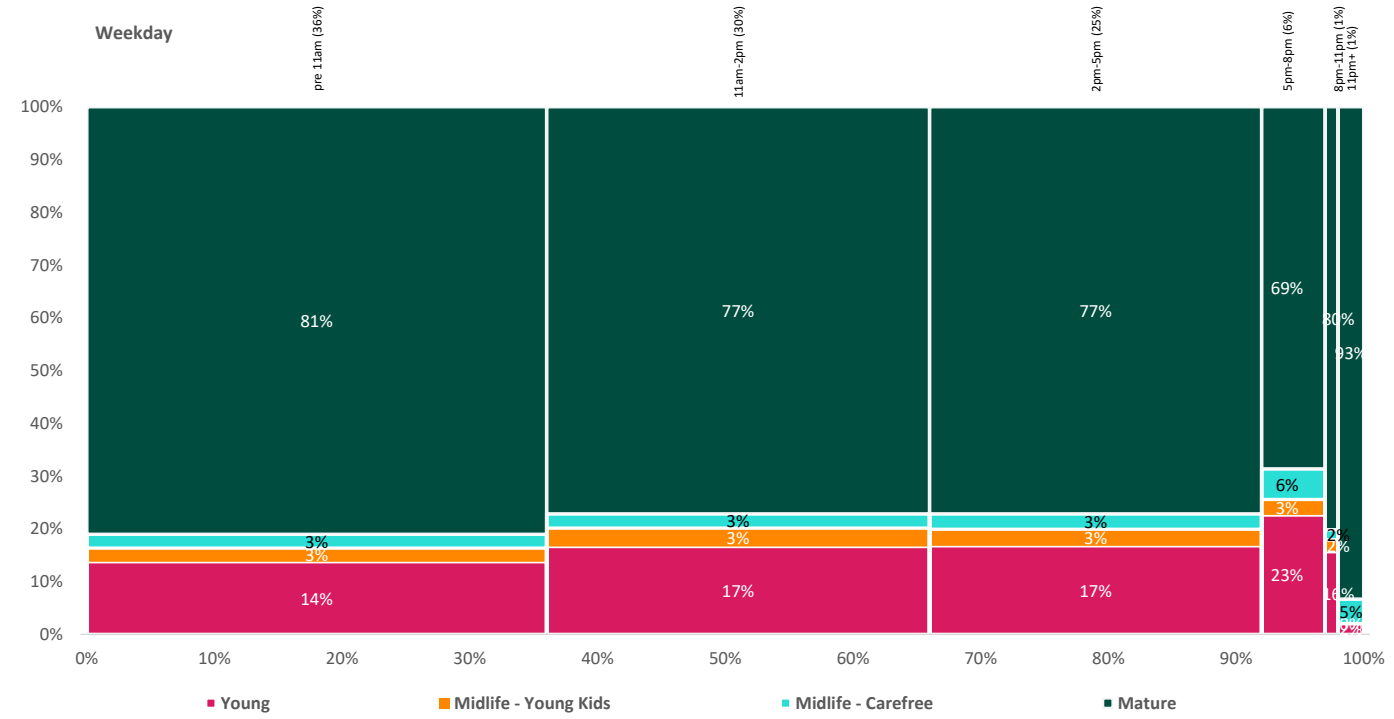
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Royal Oak

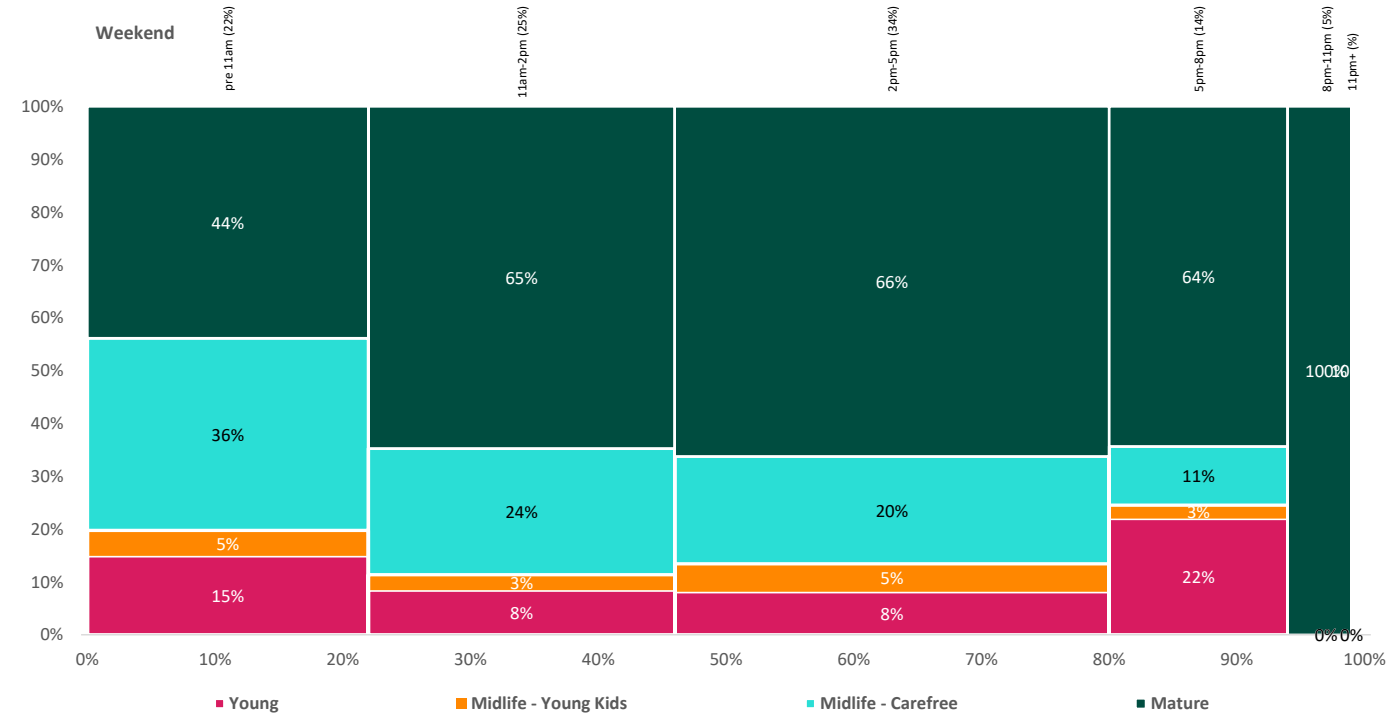
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,354	1,078	901	184	40	46	3,603
Midlife - Carefree	44	38	34	16	1	2	136
Midlife - Young Kids	43	49	36	8	1	0	138
Young	230	233	196	61	8	1	728
All	1,672	1,398	1,168	268	49	49	4,604

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



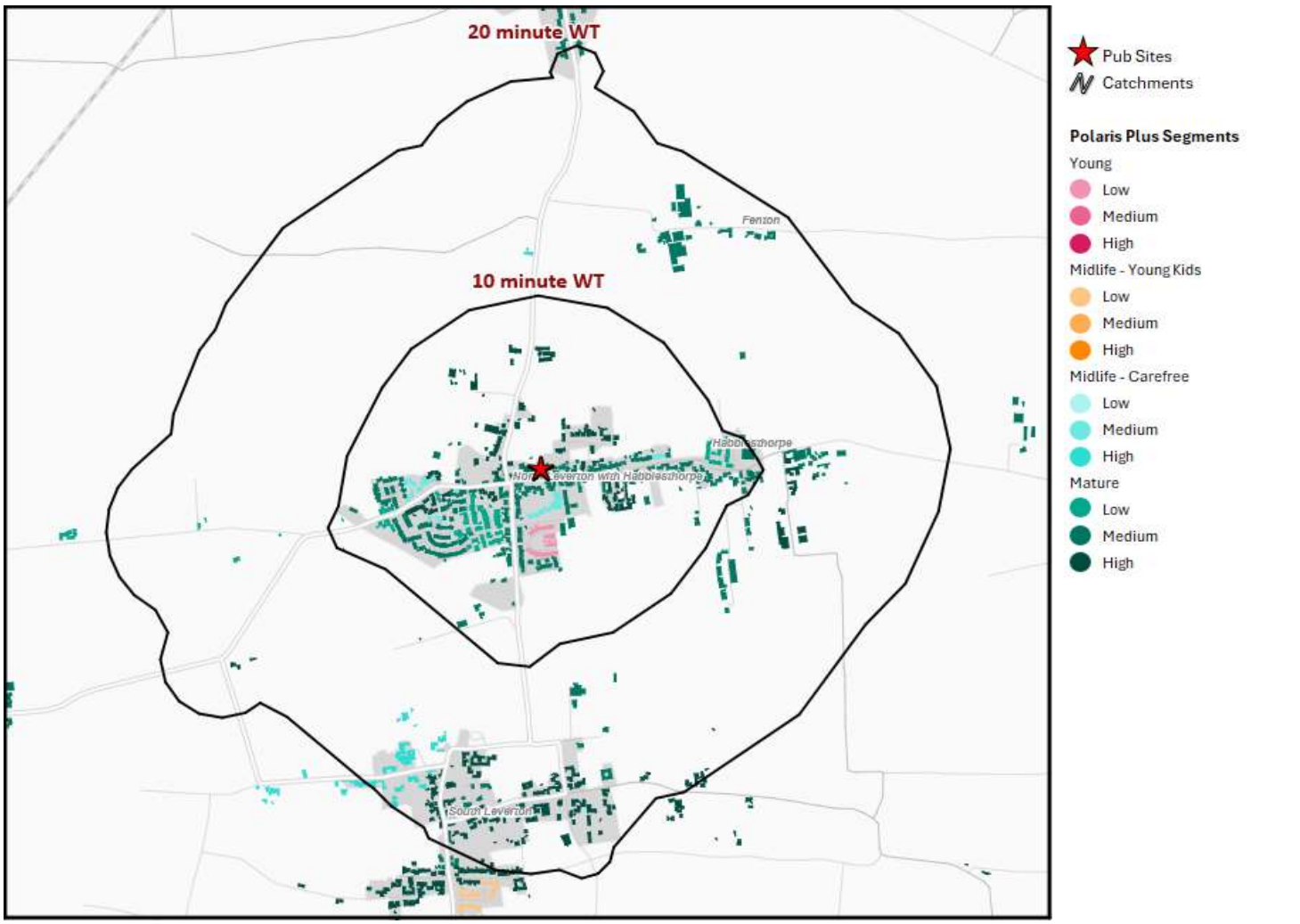
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	30	49	69	28	14	1	192
Midlife - Young Kids	25	18	21	5	0	0	69
Midlife - Carefree	3	2	6	1	0	0	12
Mature	10	6	9	10	0	0	35
All	69	75	105	43	14	1	308

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

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Polaris Plus Summary - Royal Oak

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

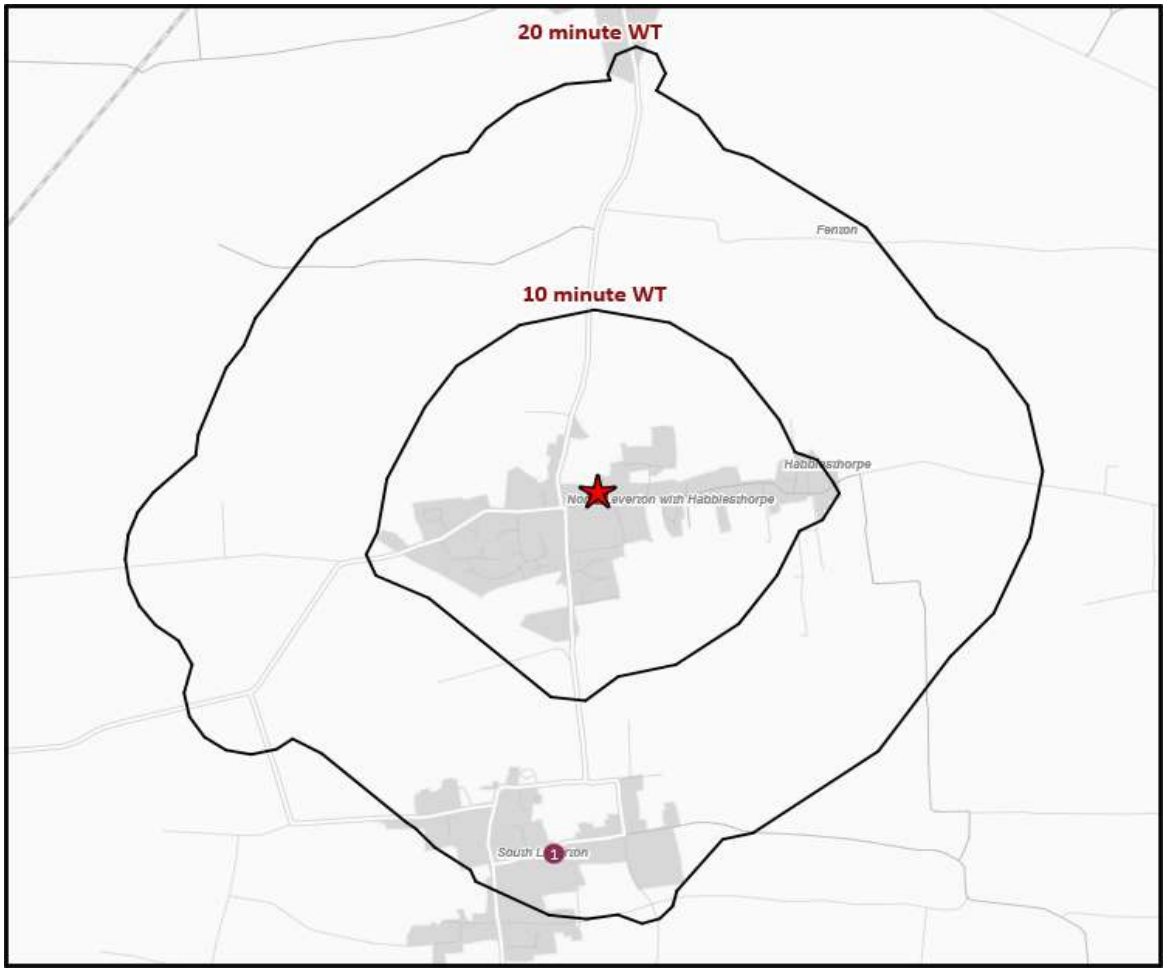
Over GB Average
Around GB Average
Under GB Average

	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	63	63	7,219	71	54	139
Medium	0	0	3,955	0	0	68
High	0	0	18	0	0	1
Midlife - Young Kids						
Low	0	0	5,211	0	0	176
Medium	0	0	140	0	0	6
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1,527	0	0	68
Medium	42	59	1,687	65	69	44
High	0	72	2,336	0	132	96
Mature						
Low	164	166	10,182	134	103	142
Medium	517	542	12,726	364	291	153
High	121	287	6,278	89	160	79
Not Private Households	0	0	1,713	0	0	302
Total	907	1,189	52,992			

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CGA Summary - Royal Oak

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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	Royal Oak	DN22 0AD	Star Pubs & Bars	Premium	6.4%	76.6%	0.00
1	Plough Inn	DN22 0BT	Independent Free	Premium	0.0%	0.0%	0.74
2	Reindeer Inn	DN22 9HQ	Independent Free	Premium	2.5%	53.0%	1.08
3	Sundown Adventureland	DN22 0HX	Independent Free	Premium	0.0%	0.0%	2.07
4	Eyre Arms	DN22 0HR	Independent Free	Mainstream	7.0%	50.8%	2.48
5	Ingleby Arms	DN21 5AH	Punch Pub Company	Mainstream	0.0%	0.0%	3.34
6	Kings Arms	DN22 9LN	*Other Small Retail Groups	Mainstream	3.7%	63.7%	3.60
7	Lincoln Golf Club	LN 1 2EE	Independent Free	Leisure	12.1%	52.4%	3.78
8	Bees Knees	DN22 0NA	*Other Small Retail Groups	Mainstream	11.2%	62.5%	3.86
9	Ferryboat Inn	DN22 0NQ	Independent Free	Mainstream	6.1%	40.1%	3.90
10	Boat Inn	DN22 9LF	Independent Free	Premium	8.4%	58.1%	3.94
11	White Swan	LN 1 2EH	Stonegate Pub Company	Classic	6.1%	77.1%	4.12
12	Blue Bell Inn	DN22 0LN	Independent Free	Premium	1.6%	63.4%	4.33
13	Retford United Social Club	DN22 6QF	Independent Free	Mainstream	0.0%	0.0%	4.53
14	Trent Port	DN21 1NE	Mitchells & Butlers	Family Pub Dining	14.7%	45.4%	4.64
15	Grove Mill Snooker Club	DN22 6LN	Independent Free	Leisure	0.0%	0.0%	4.74
16	United Services Club	DN21 1LP	Independent Free	Classic	0.0%	0.0%	4.76
17	Willow	DN10 4PY	Independent Free	Premium	0.0%	0.0%	4.81
18	Retford and Worksop Bowls Club	DN22 9AJ	Independent Free	Leisure	0.0%	0.0%	4.82
19	Trenton Motel	LN 1 2EN	Independent Free	Great Pub Great Food	0.0%	0.0%	4.85
20	Elms Hotel	DN22 7DX	Independent Free	Mainstream	20.0%	69.3%	4.85

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 - Royal Oak

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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+	907	1,189	52,992
Number of Competition Pubs	1	2	90
Adults 18+ per Competition Pub	907	595	589

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	67	7.4%	94
Family Pub Dining	0	87	9.6%	106
Great Pub Great Food	0	163	18.0%	107
Leisure	0	96	10.6%	105
Mainstream	0	140	15.5%	111
Premium	1	132	14.5%	101
Restaurant	0	194	21.4%	93
Super Premium	0	28	3.1%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	75	6.3%	80
Family Pub Dining	0	104	8.7%	96
Great Pub Great Food	0	231	19.5%	116
Leisure	0	128	10.8%	107
Mainstream	0	167	14.1%	101
Premium	2	175	14.7%	103
Restaurant	0	265	22.3%	97
Super Premium	0	44	3.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	18	4,923	9.3%	119
Family Pub Dining	5	5,321	10.0%	110
Great Pub Great Food	5	8,126	15.3%	92
Leisure	13	5,237	9.9%	98
Mainstream	23	8,010	15.1%	108
Premium	13	6,900	13.0%	91
Restaurant	13	11,220	21.2%	92
Super Premium	0	1,533	2.9%	74

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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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