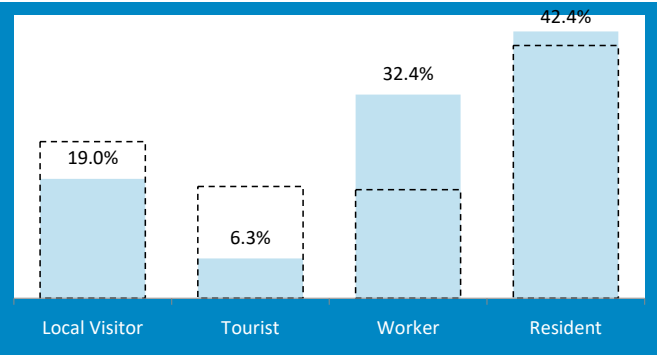
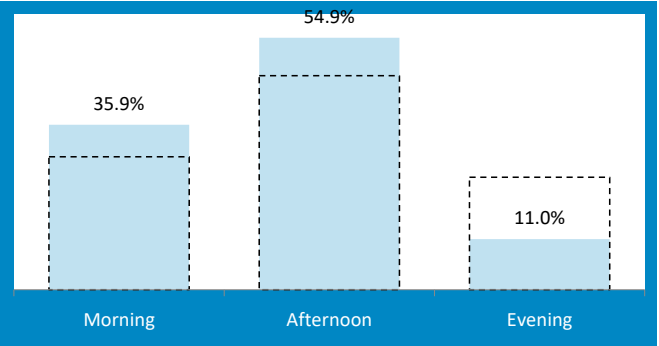
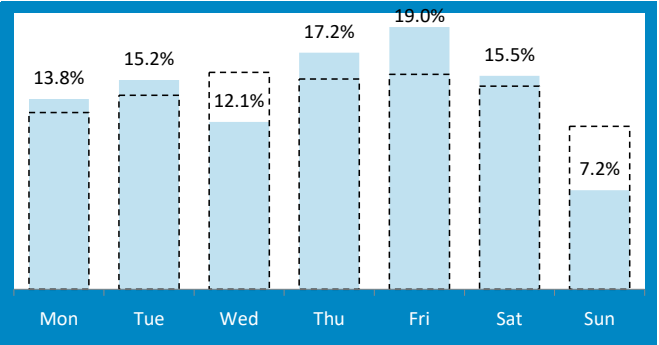


Area Quick Stats

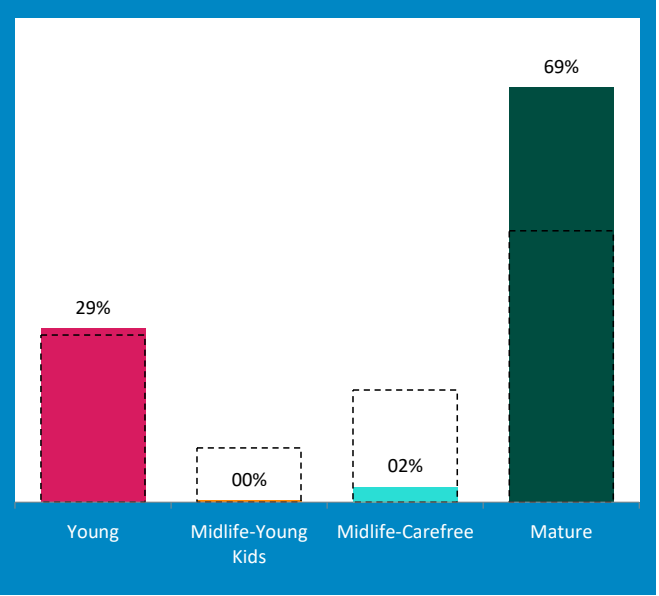
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2.068	5.344
Adult Pop		1.792	4.529
Affluence	Low	71%	33%
	Medium	22%	38%
	High	7%	27%
Young		11%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		0%	16%
Mature		89%	44%
Competition Count		5	43

Visitors



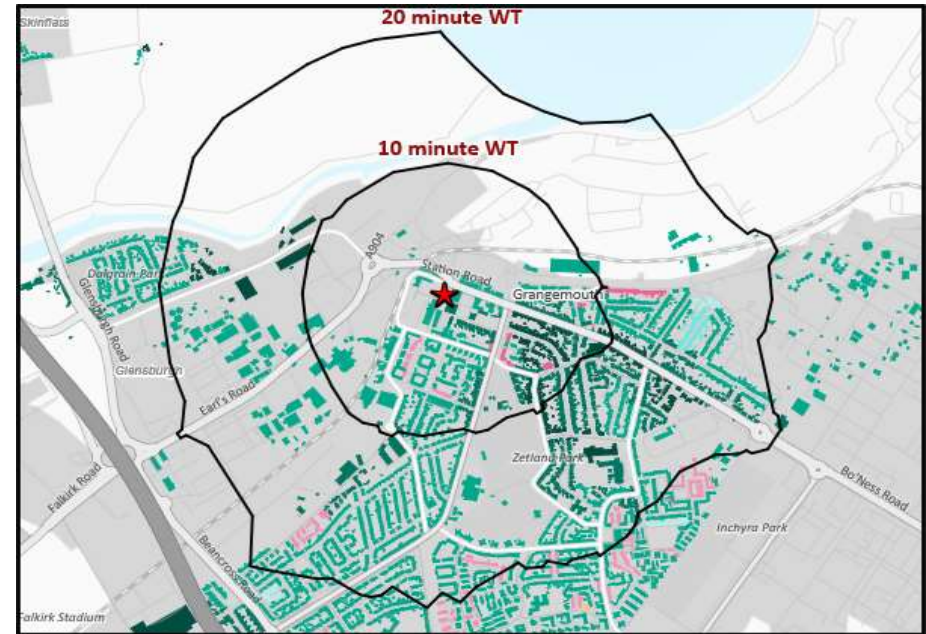
Spend Profile

	This Site	Benchmark
£ATV	£6	£30
Average Distance Travelled in miles	29	27

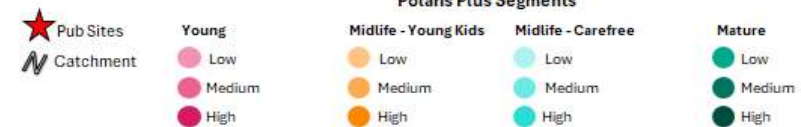


Catchment Summary - Dundas

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		2.068	7.889	255.381	39	40	60
Adults 18+		1.792	6.700	207.312	Pop. & Adtl. 18+ index based on all pubs		
Competition Pubs		5	12	257	40	41	61
Adults 18+ per Competition Pub		358	558	807	12	12	33
% Adults Likely to Drink		80,0%	79,0%	80,0%	52	82	118
					100	99	100
Affluence	Low	71,1%	74,7%	53,2%	214	225	160
	Medium	21,7%	19,4%	27,7%	57	51	72
	High	7,3%	5,9%	18,4%	26	22	67
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£20.511	£20.392	£23.724	91	90	105
Age Profile	18-24	158	542	18.279	90	81	84
	25-34	239	981	31.783	85	92	92
	35-44	221	917	32.501	79	86	94
	45-64	644	2.436	72.025	124	123	112
	65+	530	1.824	52.724	133	120	107



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	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	205	388	23.736	41	21	41
Midlife - Young Kids	0	0	4.848	0	0	21
Midlife - Carefree	0	98	21.047	0	9	64
Mature	1.587	6.214	156.221	200	209	170
Not Private Households	0	0	1.460	0	0	5.821
Total	1.792	6.700	207.312			



Per Pub - Dundas

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

WT= Walktime, DT= Drivetime

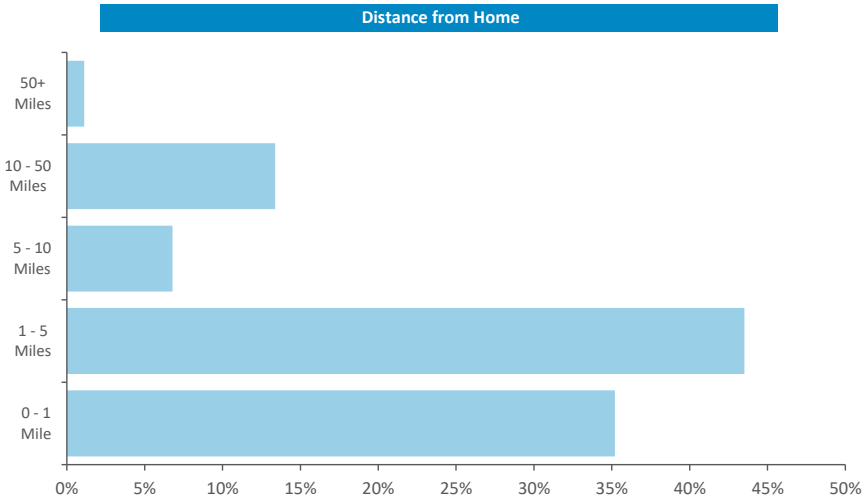
Adults 18+	1.792	6.700	207.312
Number of Competition Pubs	5	12	257
Adults 18+ per Competition Pub	358	558	807

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	184	10,3%	131
Family Pub Dining	1	208	11,6%	128
Great Pub Great Food	0	261	14,6%	87
Leisure	1	178	9,9%	99
Mainstream	0	318	17,7%	127
Premium	0	238	13,3%	93
Restaurant	0	361	20,2%	88
Super Premium	0	43	2,4%	61

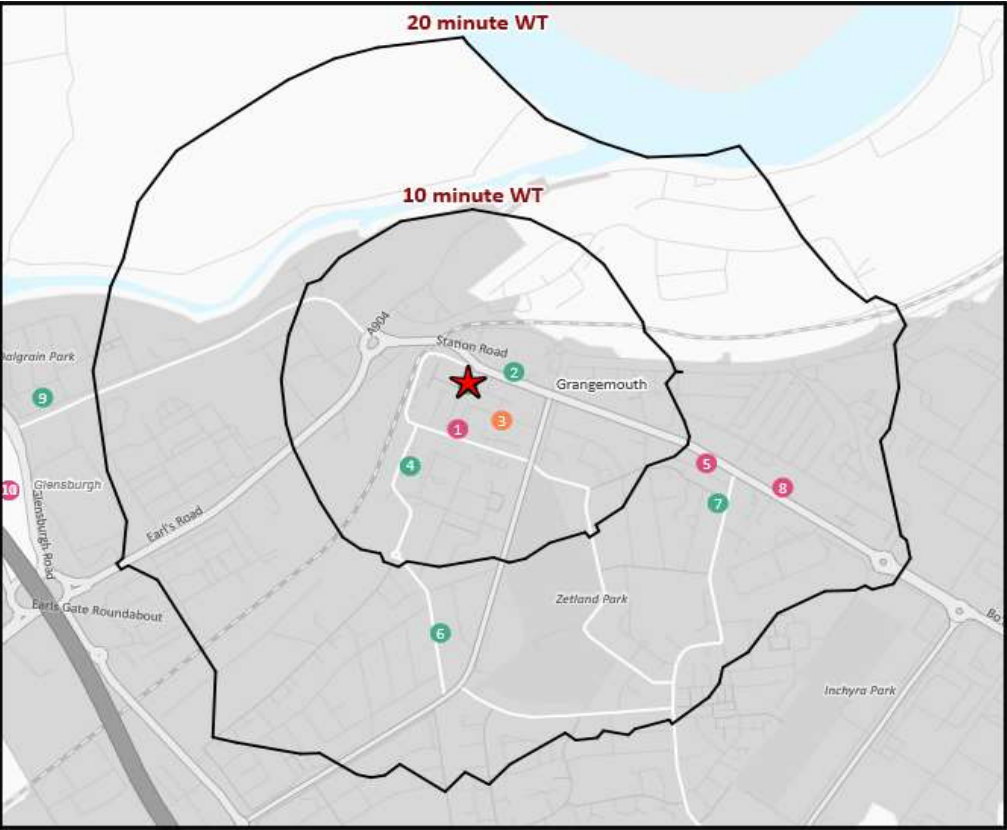
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	685	10,2%	131
Family Pub Dining	4	788	11,8%	129
Great Pub Great Food	0	977	14,6%	87
Leisure	1	667	10,0%	99
Mainstream	0	1.197	17,9%	128
Premium	0	886	13,2%	92
Restaurant	1	1.339	20,0%	87
Super Premium	0	156	2,3%	59

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	60	18.242	8,8%	112
Family Pub Dining	22	21.553	10,4%	114
Great Pub Great Food	13	33.444	16,1%	96
Leisure	68	21.113	10,2%	101
Mainstream	53	32.805	15,8%	113
Premium	7	28.298	13,7%	95
Restaurant	34	43.951	21,2%	92
Super Premium	0	6.357	3,1%	78

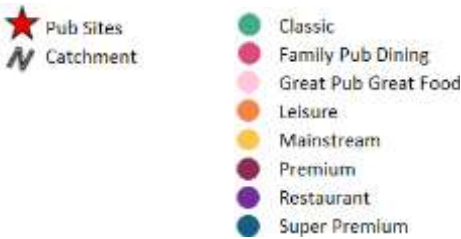


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Competition - Dundas



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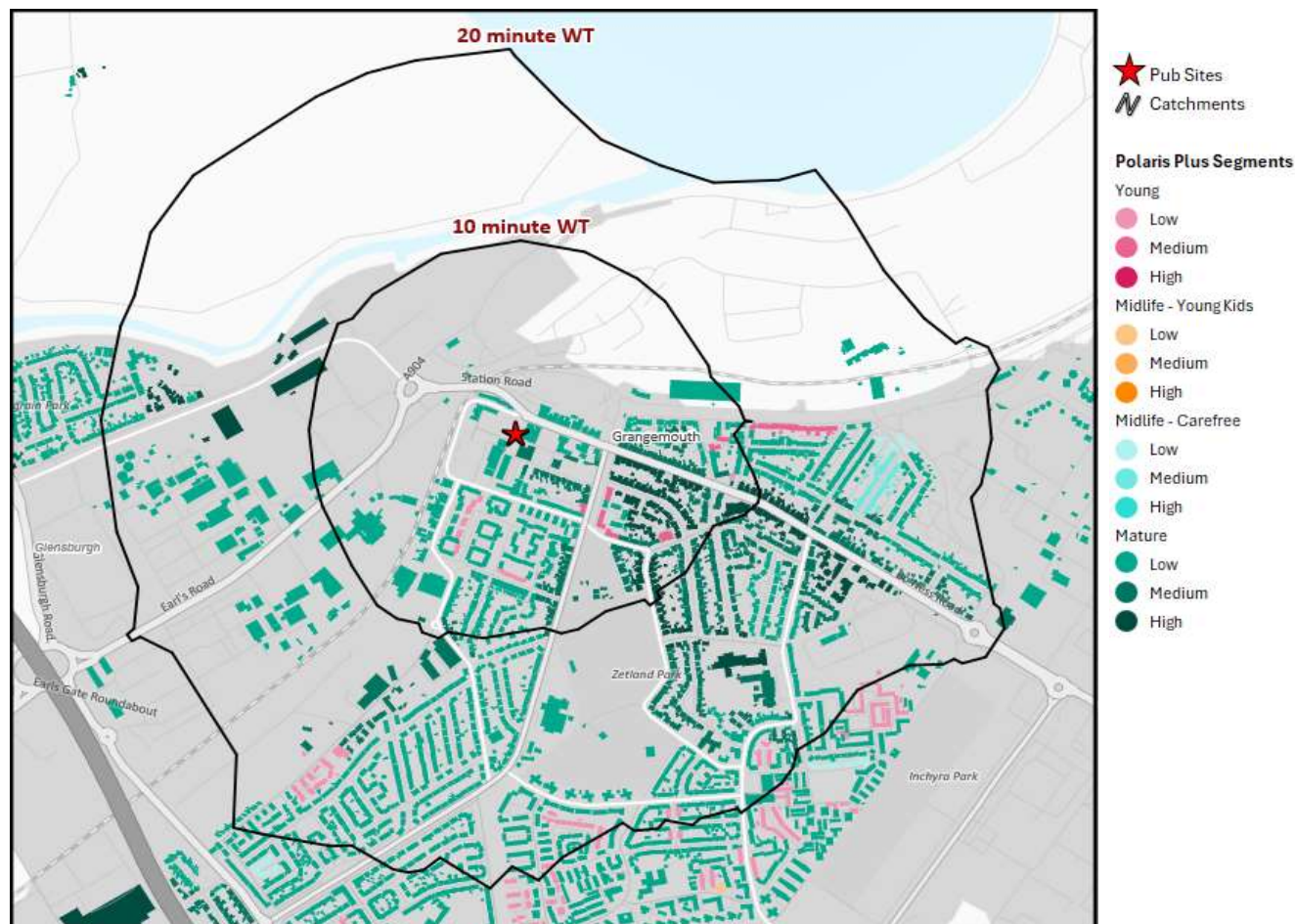
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	Beijing Banquet	FK 2 0XS	Beijing Banquet	Mainstream	28,4%	1,61
17	Falkirk Football Club	FK 2 9EE	Independent Free	Leisure	21,0%	1,53
8	Abbotsinch	FK 3 9BT	Star Pubs & Bars	Family Pub Dir	10,0%	0,67
5	Leapark Hotel	FK 3 9BX	Sher Gill Enterprises Ltd	Family Pub Dir	8,7%	0,51
15	Inchyra Grange Hotel	FK 2 0YB	Macdonald Hotels	Family Pub Dir	7,1%	1,51
14	Dutch Inn	FK 2 8NU	Independent Free	Great Pub Gre	5,9%	1,44
11	Grange Manor Hotel	FK 3 8XJ	Independent Free	Family Pub Dir	4,8%	0,95
3	Grangemouth Bowling Club	FK 3 8HU	Independent Free	Leisure	4,4%	0,10
20	Chianti	FK 2 0XS	Independent Free	Restaurant	2,8%	1,61
9	Cesars Paradise	FK 3 8HL	Independent Free	Classic	2,2%	0,86
0	Dundas	FK 3 8AZ	Star Pubs & Bars	Classic	1,8%	0,00
13	Railway Club	FK 3 8QY	Independent Free	Classic	1,4%	1,03
4	Royal British Legion Club	FK 3 8BX	Independent Free	Classic	1,1%	0,21
18	Premier Inn	FK 2 0XS	Whitbread Hotels	Family Pub Dir	0,2%	1,61
1	Helix Hotel	FK 3 8HY	Independent Free	Family Pub Dir	0,0%	0,10
2	Lodge Zetland No 391	FK 3 8AN	Independent Free	Classic	0,0%	0,10
6	New Ship Inn	FK 3 8NJ	Greene King	Classic	0,0%	0,53
7	Oxgang House Hotel	FK 3 9BY	Independent Free	Classic	0,0%	0,56
10	Cook's Bar and Kitchen	FK 3 8XJ	Independent Free	Restaurant	0,0%	0,95
12	Grangemouth Rugby Club	FK 3 8XL	Independent Free	Classic	0,0%	1,02
16	Falkirk Stadium	FK 2 9EE	Independent Free	Leisure	0,0%	1,53

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

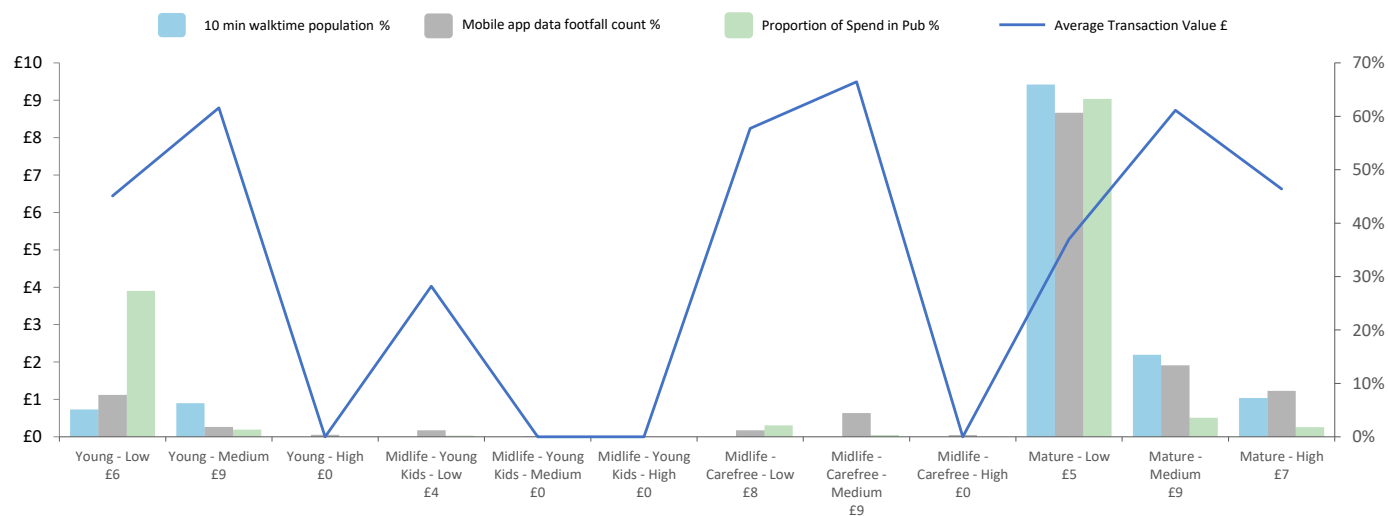
Catchment Summary - Dundas

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
45176	Dundas	FK 3 8AZ	Star Pubs & Bars	Classic	13



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Dundas

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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	2.068	7.889	255.381	39	40	60
Adults 18+	1.792	6.700	207.312	40	41	61
Competition Pubs	5	12	257	12	12	33
Adults 18+ per Competition Pub	358	558	807	52	82	118
% Adults Likely to Drink	80,0%	79,0%	80,0%	100	99	100

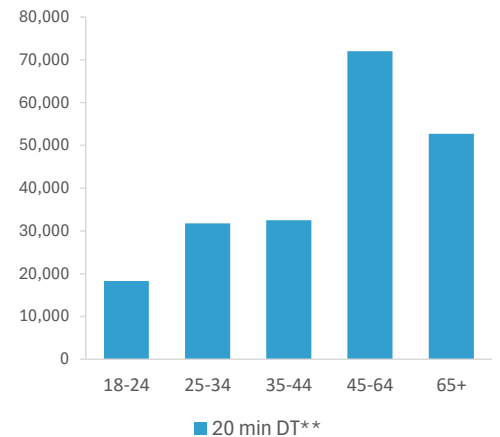
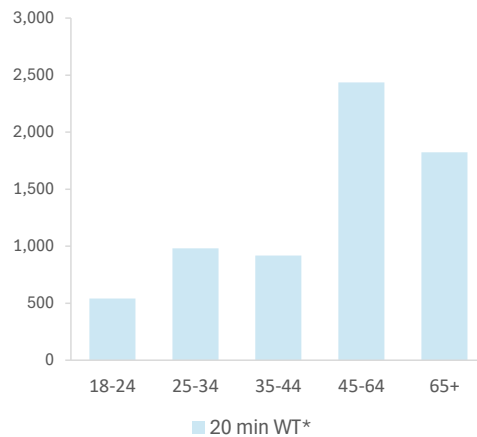
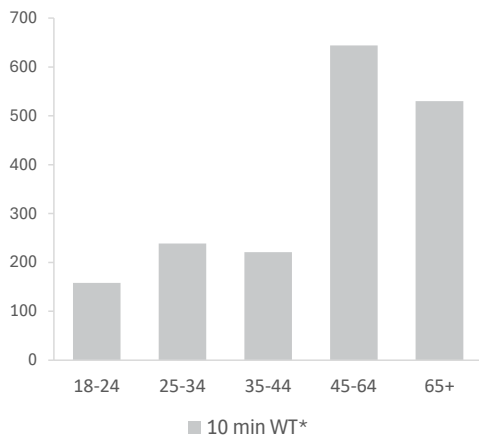
Population & Adults 18+ index is based on all pubs

Affluence	Low	71,1%	74,7%	53,2%	214	225	160
	Medium	21,7%	19,4%	27,7%	57	51	72
	High	7,3%	5,9%	18,4%	26	22	67

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£20.511	£20.392	£23.724	91	90	105
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Age Profile	18-24	158	542	18.279	90	81	84
	25-34	239	981	31.783	85	92	92
	35-44	221	917	32.501	79	86	94
	45-64	644	2.436	72.025	124	123	112
	65+	530	1.824	52.724	133	120	107

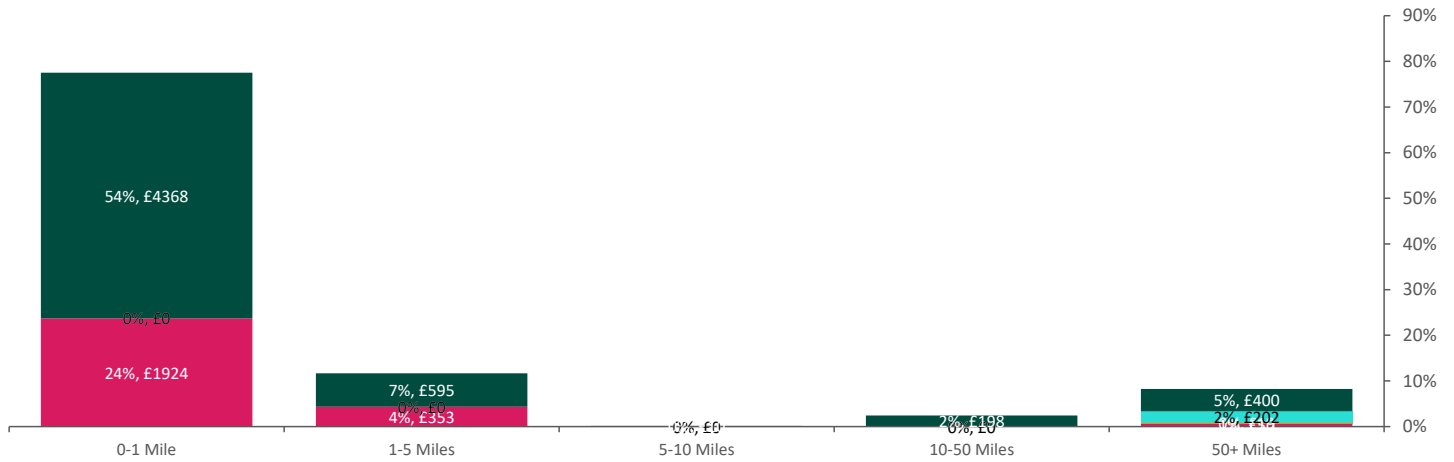


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	998 (48%)	3,824 (48%)	123,918 (49%)	98	99	99
	Female	1,070 (52%)	4,065 (52%)	131,463 (51%)	102	101	101
Economic Status (16+)	Employed: Full-time	671 (37%)	2,599 (38%)	81,338 (38%)	109	112	112
	Employed: Part-time	210 (12%)	775 (11%)	25,819 (12%)	96	95	101
	Self employed	83 (5%)	312 (5%)	12,539 (6%)	49	49	63
	Unemployed	34 (2%)	168 (2%)	4,297 (2%)	68	89	73
	Full-time student	55 (3%)	236 (3%)	7,980 (4%)	121	138	150
	Retired	491 (27%)	1,674 (24%)	49,107 (23%)	124	112	106
	Other	275 (15%)	1,091 (16%)	32,229 (15%)	85	90	85
Total Worker Count		5.274	11.905	125.571			

See the Glossary page for further information on the above variables

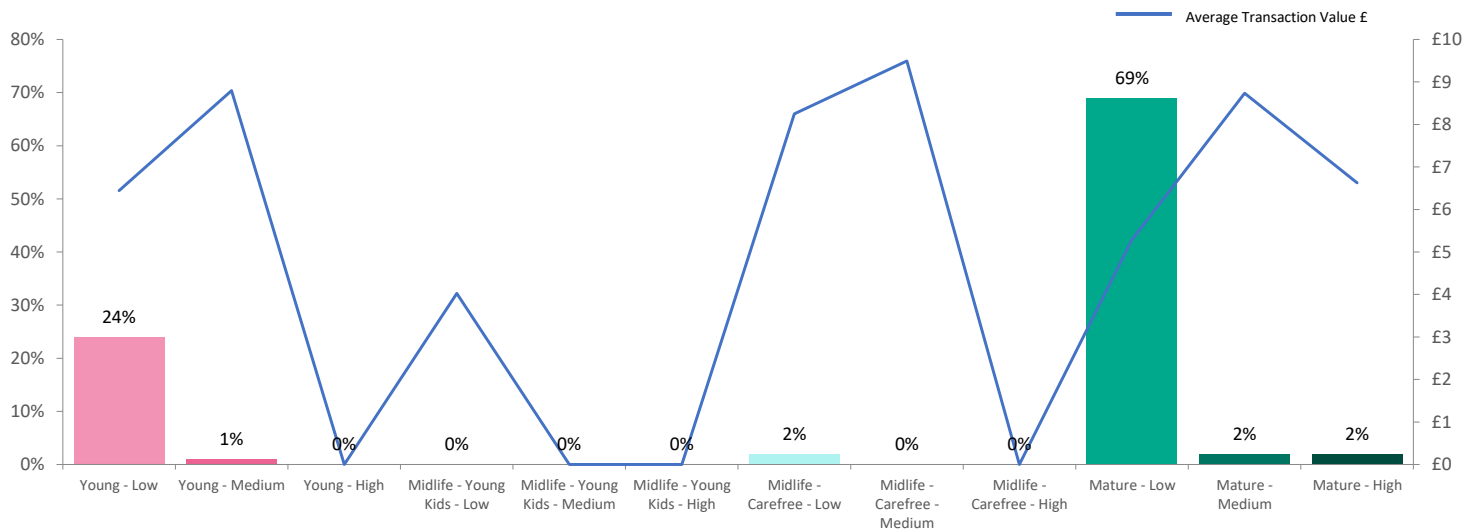
Transactional Data Summary - Dundas

Spend by Polaris and Distance from Home



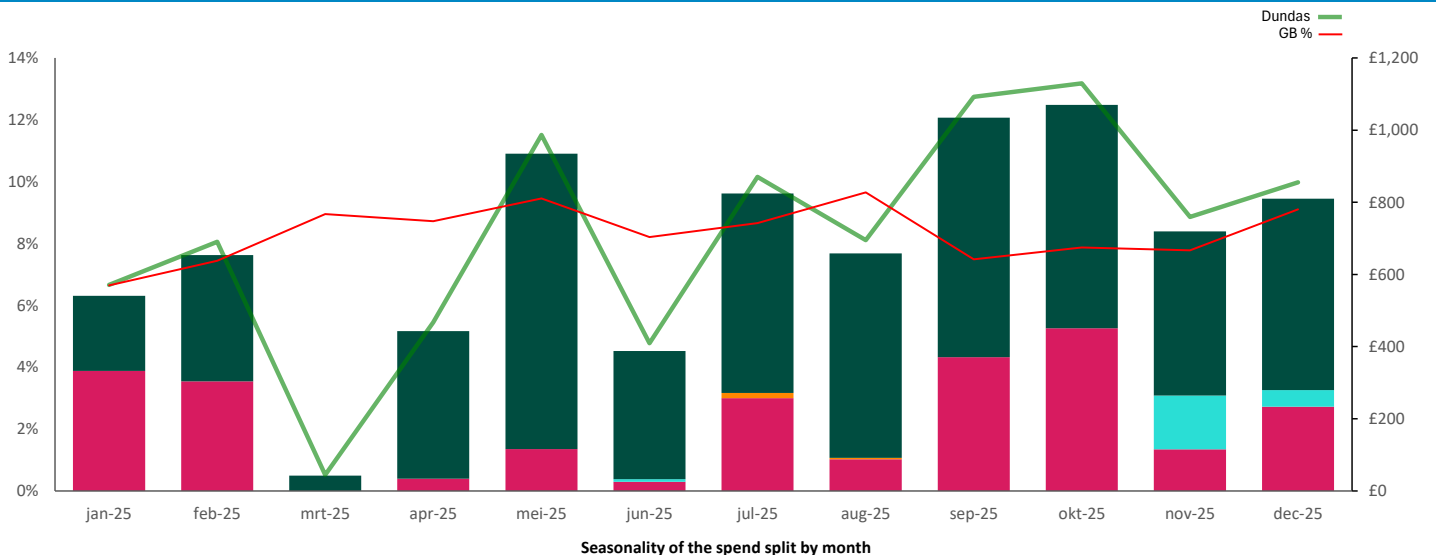
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



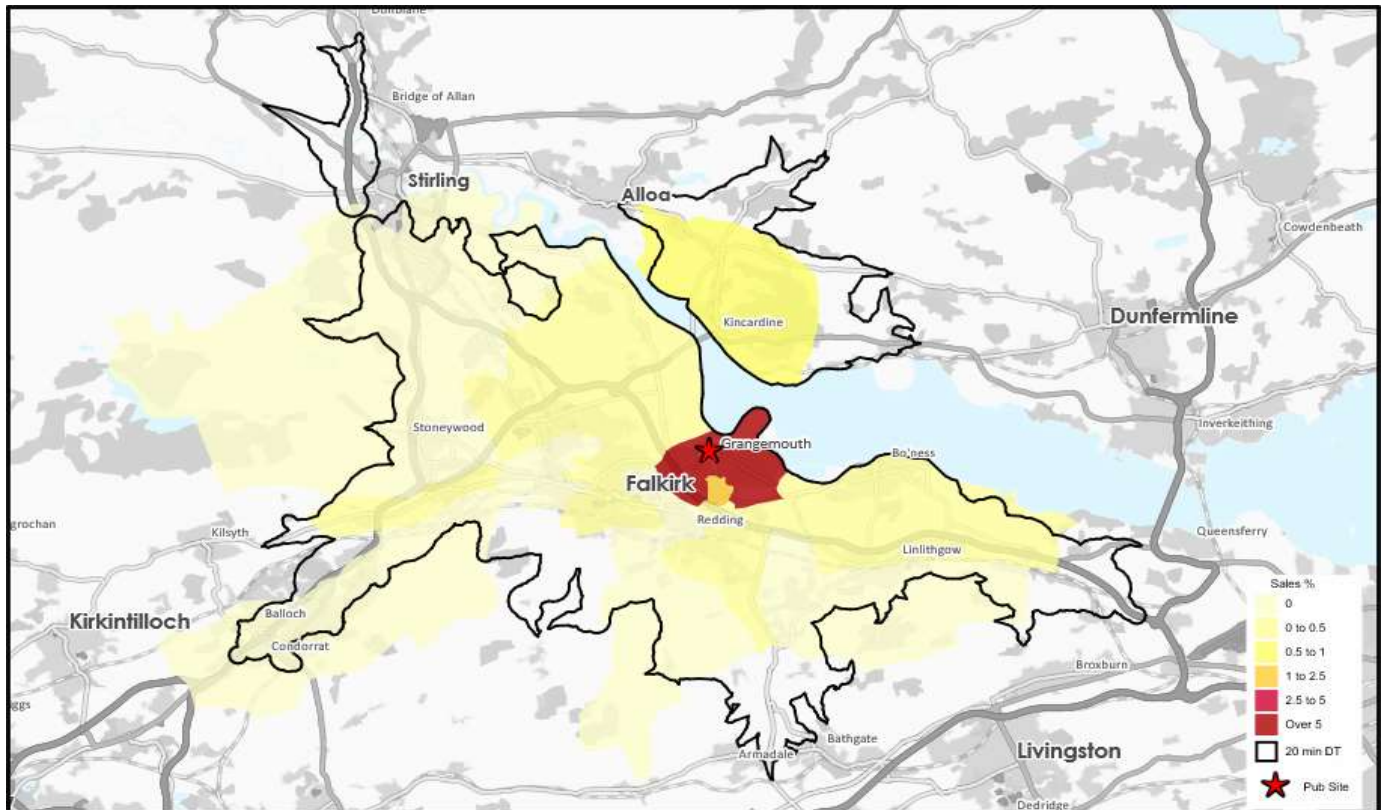
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



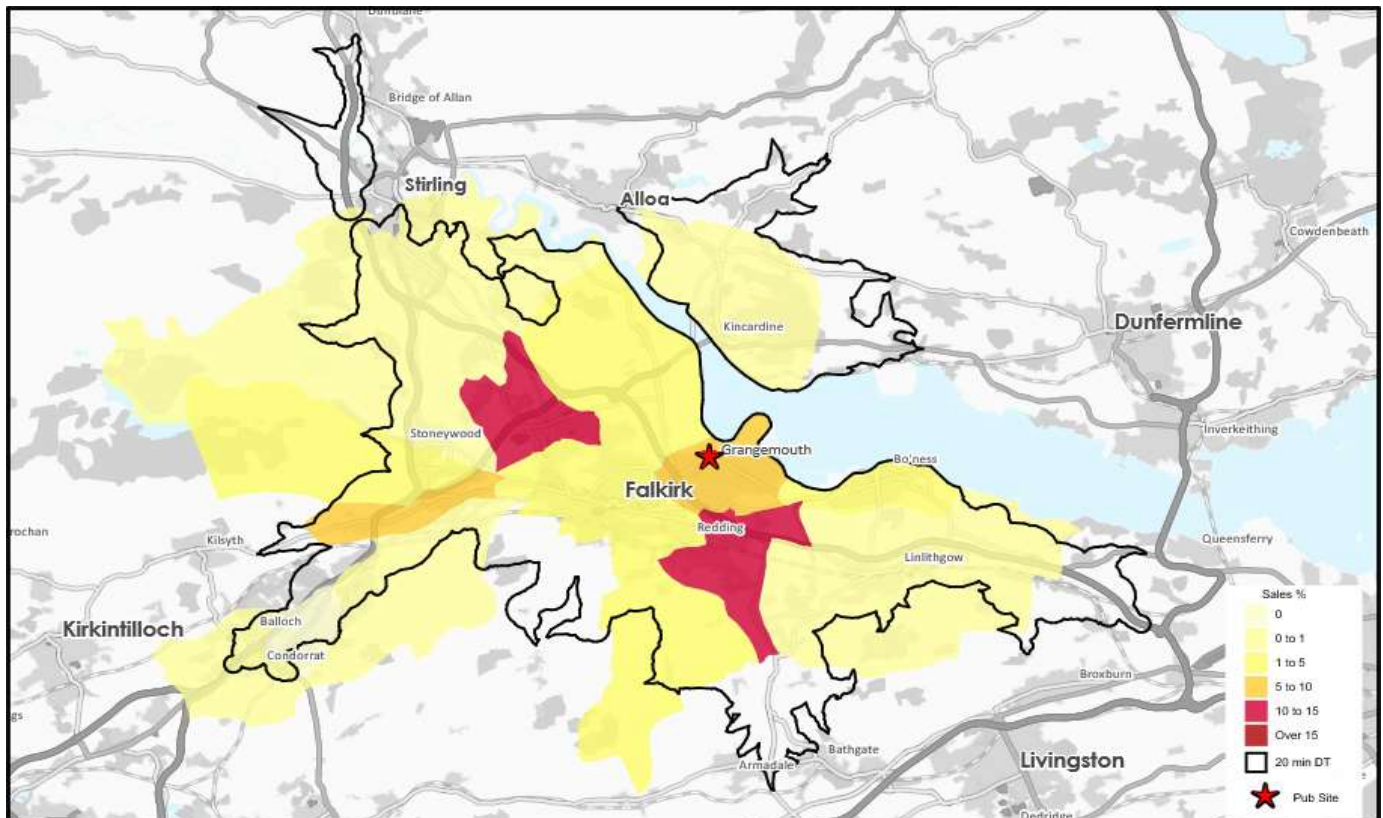
Seasonality of the spend split by month

Dundas 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

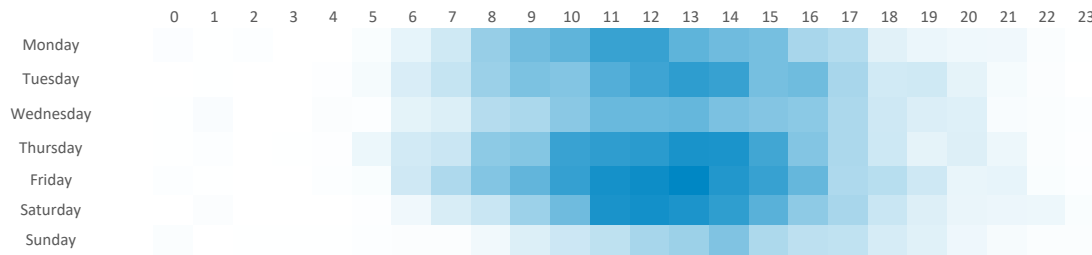
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Dundas



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

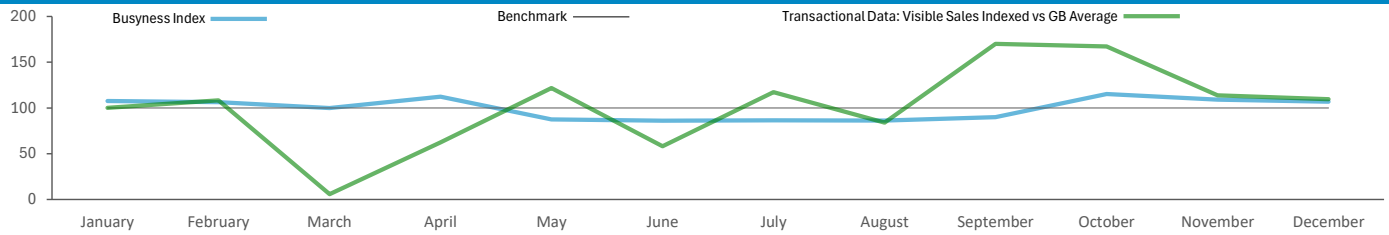
Mobile Data Summary - Dundas

Time of Day/Day of Week



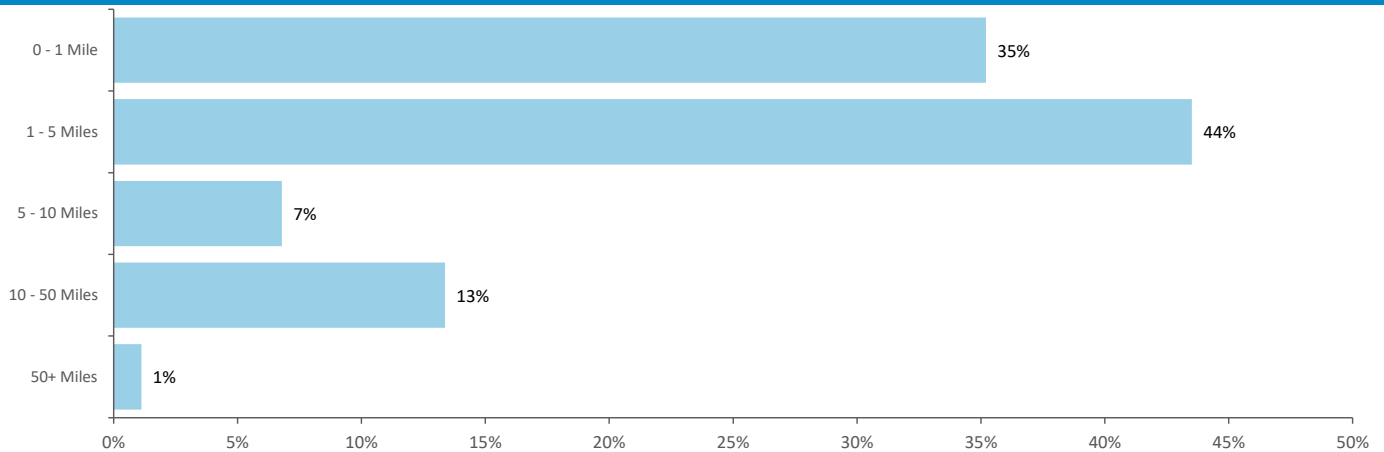
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

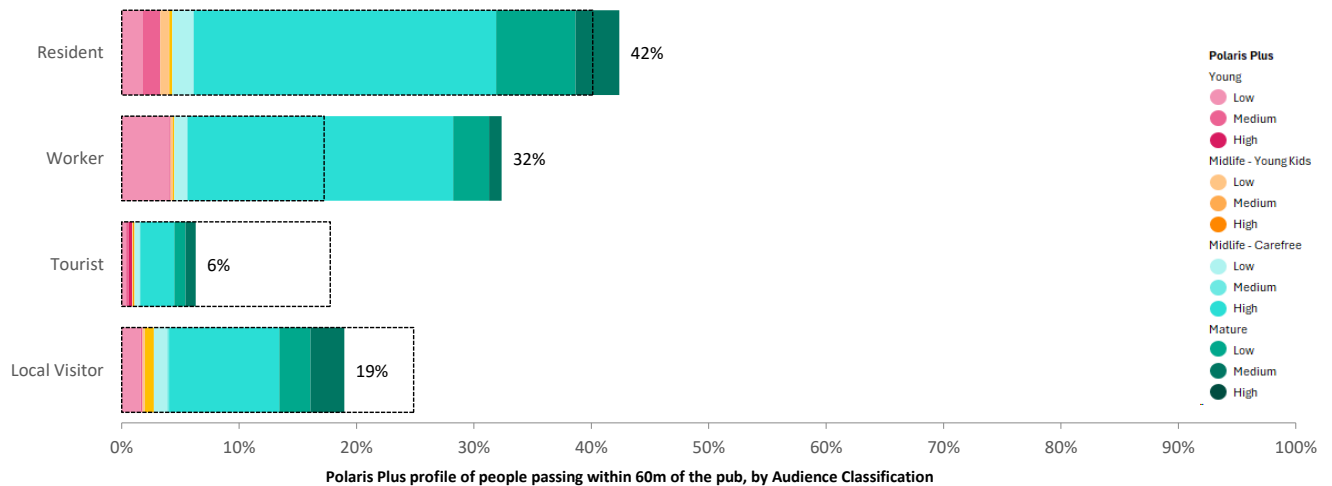
Distance from Home



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

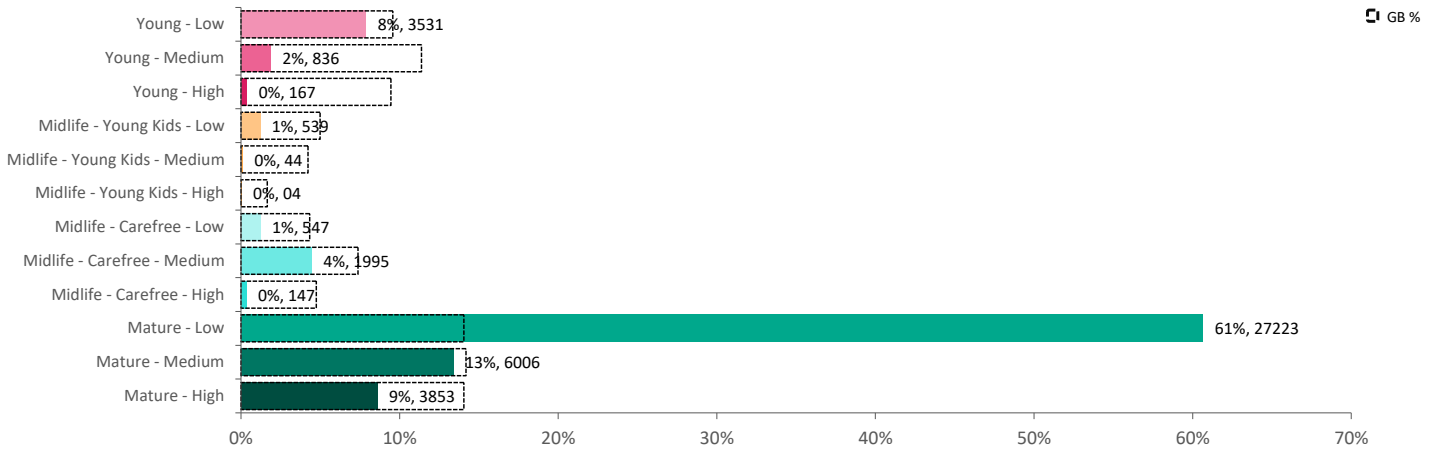
Audience Classification by Polaris Plus

Base: GB



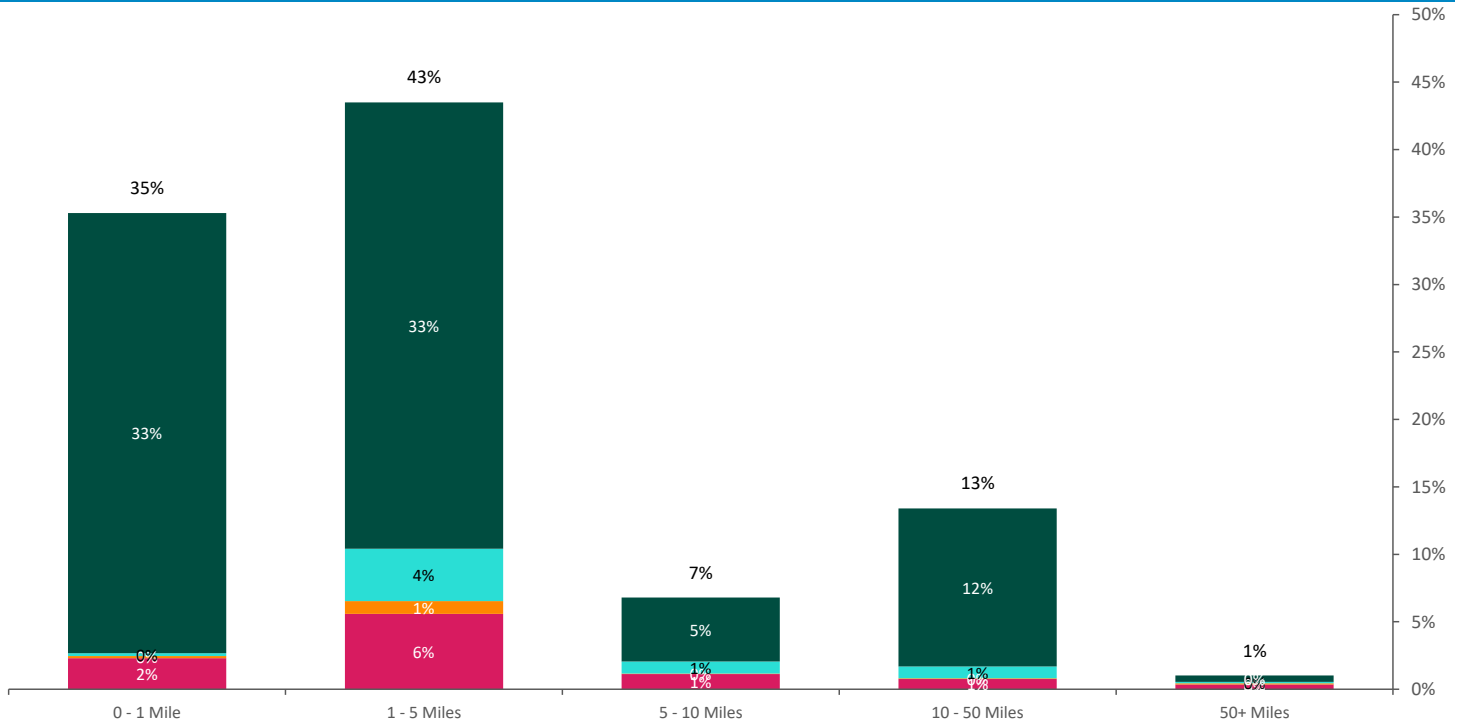
Mobile Data Summary - Dundas

Polaris Plus Profile



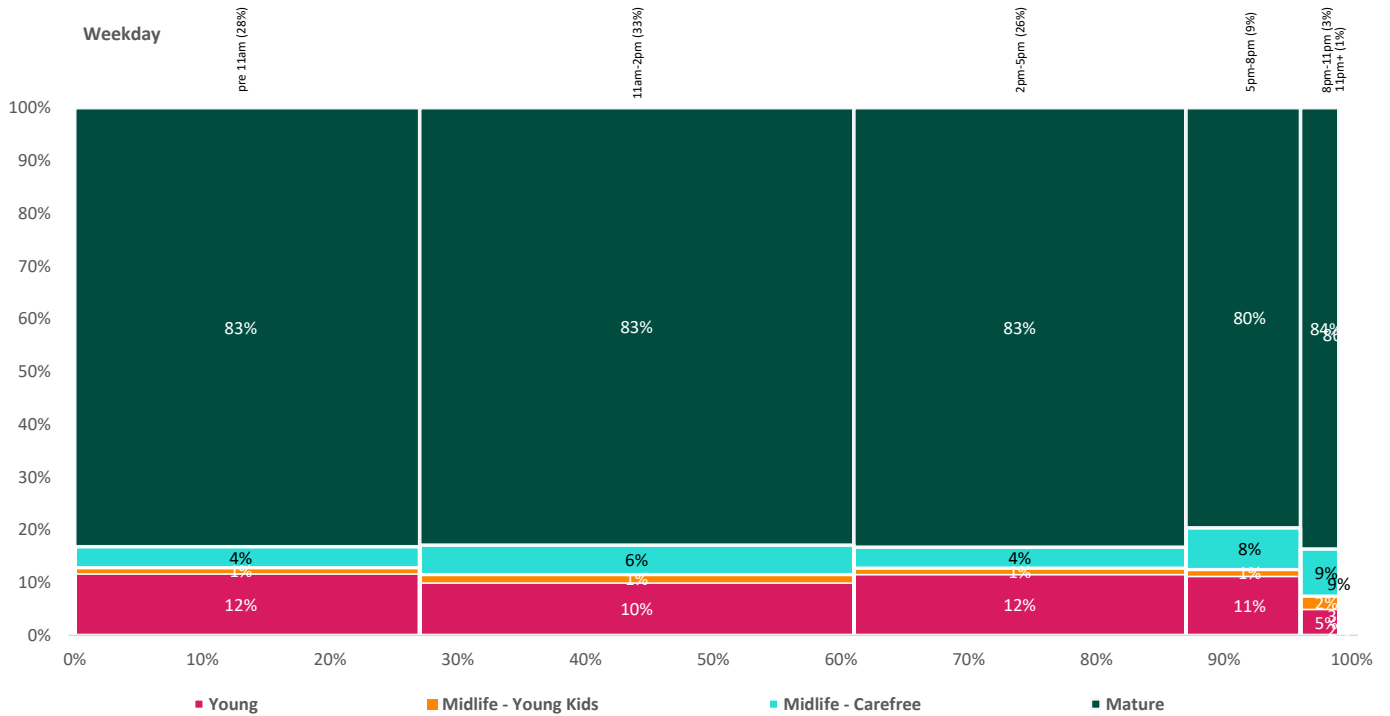
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

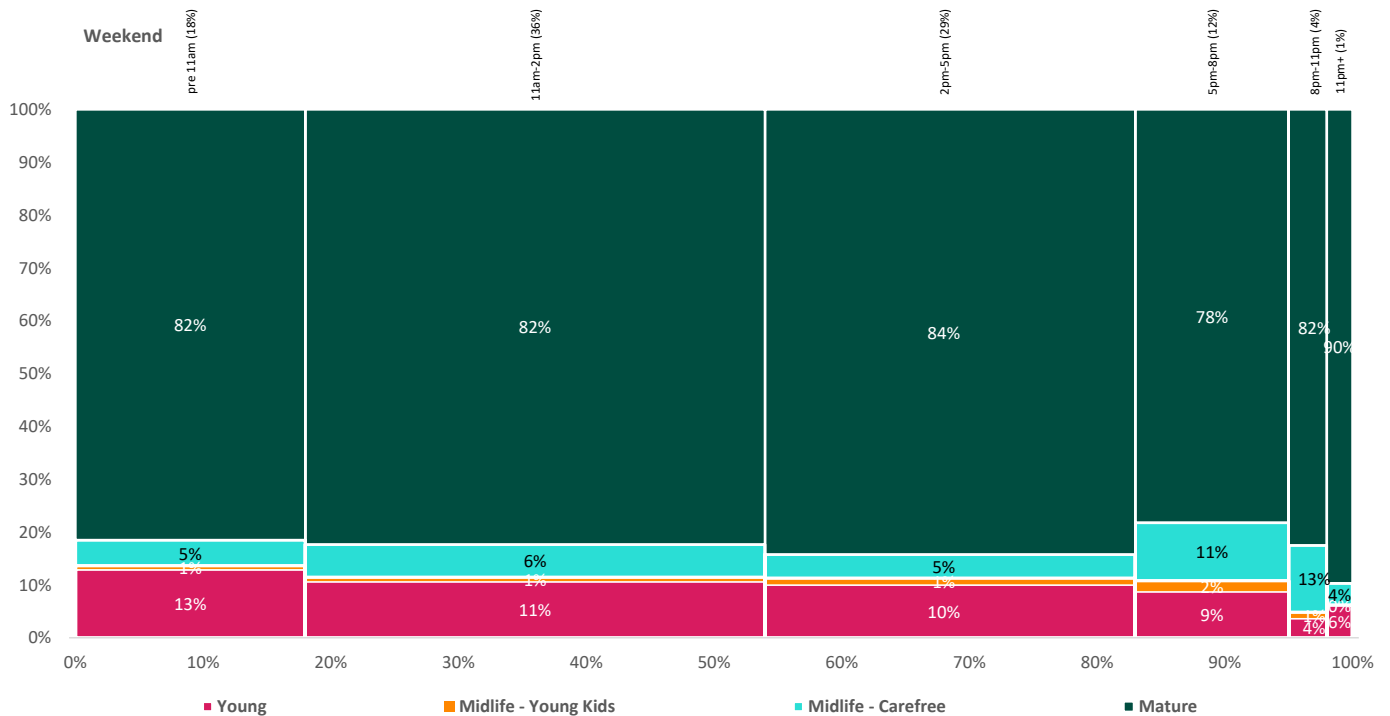


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

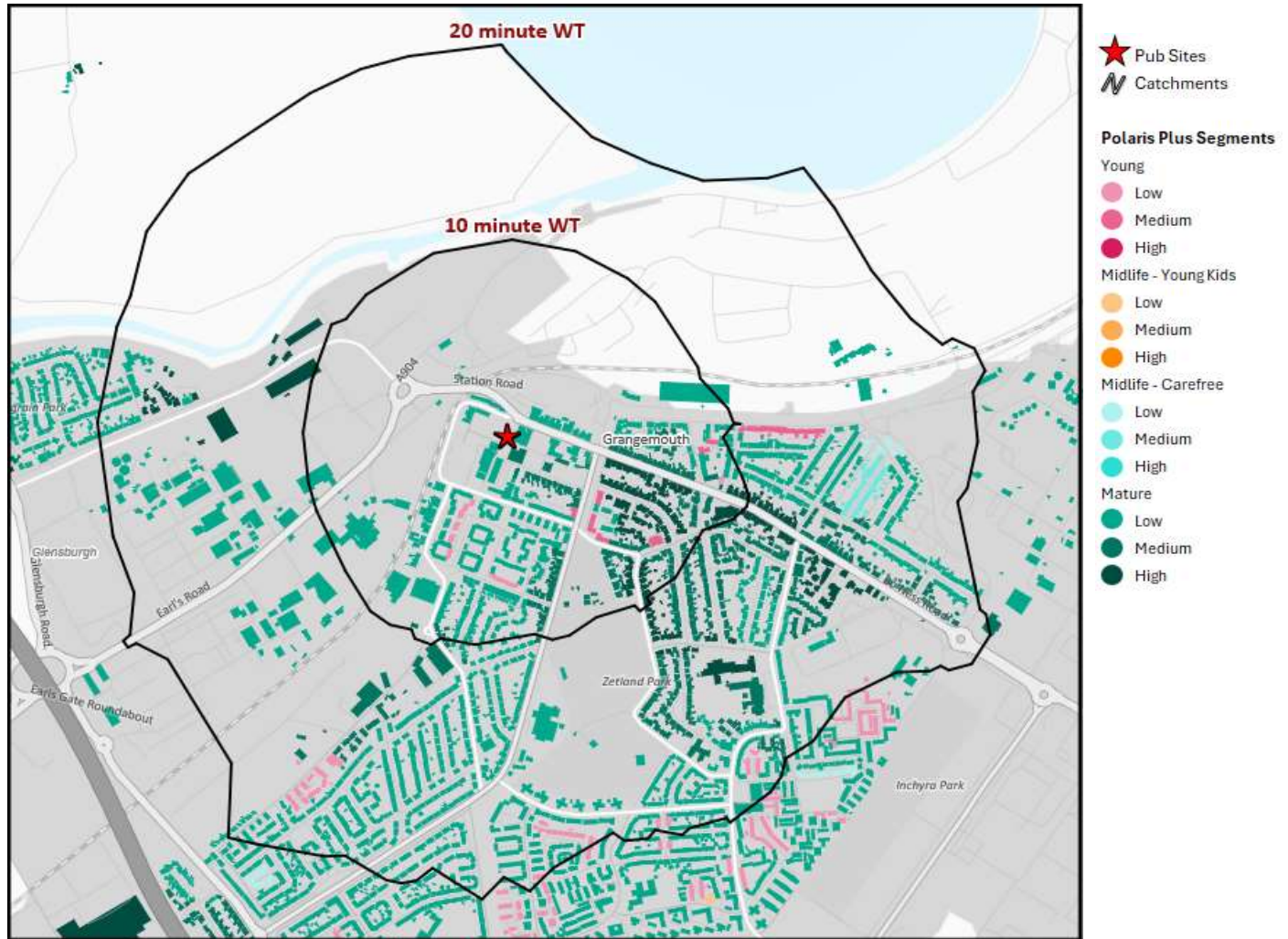


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Dundas



Polaris Plus Profile by Catchment

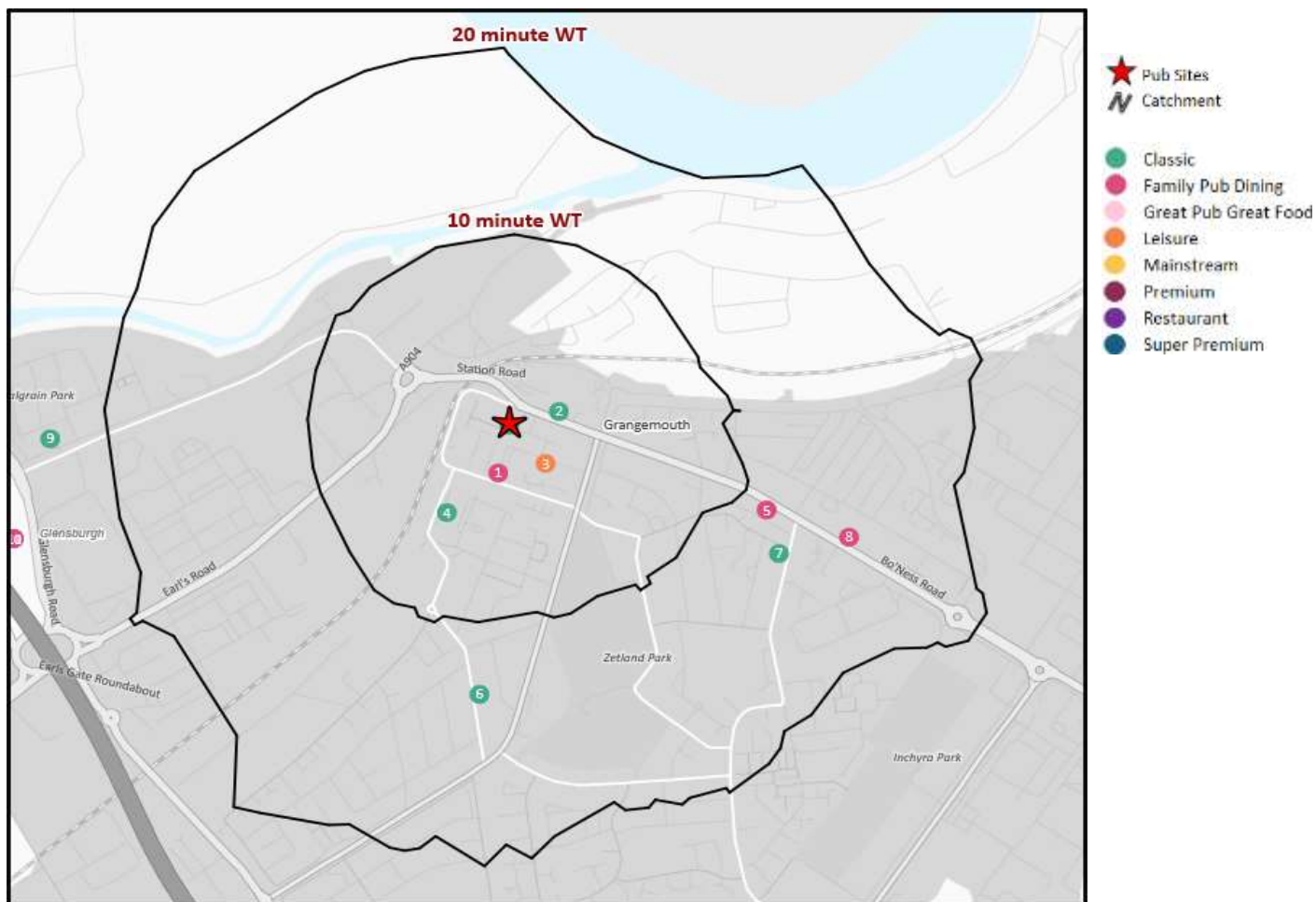
*WT= Walktime, **DT= Drivetime

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	92	222	13.555	52	34	67
Medium	113	166	8.623	57	22	38
High	0	0	1.558	0	0	11
Midlife - Young Kids						
Low	0	0	4.803	0	0	41
Medium	0	0	45	0	0	0
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	24	1.845	0	8	21
Medium	0	74	15.659	0	15	106
High	0	0	3.543	0	0	37
Mature						
Low	1.182	4.757	90.109	488	525	322
Medium	275	1.060	33.022	98	101	102
High	130	397	33.090	48	39	106
Not Private Households	0	0	1.460	0	0	66
Total	1.792	6.700	207.312			

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	Dundas	FK 3 8AZ	Star Pubs & Bars	Classic	1,8%	89,3%	0,00
1	Helix Hotel	FK 3 8HY	Independent Free	Family Pub Dining	0,0%	0,0%	0,10
2	Lodge Zetland No 391	FK 3 8AN	Independent Free	Classic	0,0%	0,0%	0,10
3	Grangemouth Bowling Club	FK 3 8HU	Independent Free	Leisure	4,4%	39,8%	0,10
4	Royal British Legion Club	FK 3 8BX	Independent Free	Classic	1,1%	85,7%	0,21
5	Leapark Hotel	FK 3 9BX	Sher Gill Enterprises Ltd	Family Pub Dining	8,7%	76,4%	0,51
6	New Ship Inn	FK 3 8NJ	Greene King	Classic	0,0%	0,0%	0,53
7	Oxgang House Hotel	FK 3 9BY	Independent Free	Classic	0,0%	0,0%	0,56
8	Abbotsinch	FK 3 9BT	Star Pubs & Bars	Family Pub Dining	10,0%	81,9%	0,67
9	Cesars Paradise	FK 3 8HL	Independent Free	Classic	2,2%	90,6%	0,86
10	Cook's Bar and Kitchen	FK 3 8XJ	Independent Free	Restaurant	0,0%	0,0%	0,95
11	Grange Manor Hotel	FK 3 8XJ	Independent Free	Family Pub Dining	4,8%	43,7%	0,95
12	Grangemouth Rugby Club	FK 3 8QL	Independent Free	Classic	0,0%	0,0%	1,02
13	Railway Club	FK 3 8QY	Independent Free	Classic	1,4%	93,6%	1,03
14	Dutch Inn	FK 2 8NU	Independent Free	Great Pub Great Food	5,9%	69,1%	1,44
15	Inchyra Grange Hotel	FK 2 0YB	Macdonald Hotels	Family Pub Dining	7,1%	29,6%	1,51
16	Falkirk Stadium	FK 2 9EE	Independent Free	Leisure	0,0%	0,0%	1,53
17	Falkirk Football Club	FK 2 9EE	Independent Free	Leisure	21,0%	75,0%	1,53
18	Premier Inn	FK 2 0XS	Whitbread Hotels	Family Pub Dining	0,2%	2,1%	1,61
19	Beijing Banquet	FK 2 0XS	Beijing Banquet	Mainstream	28,4%	69,4%	1,61
20	Chianti	FK 2 0XS	Independent Free	Restaurant	2,8%	67,9%	1,61

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 - Dundas

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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+	1.792	6.700	207.312
Number of Competition Pubs	5	12	257
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10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	184	10,3%	131
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Leisure	1	178	9,9%	99
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Restaurant	0	361	20,2%	88
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20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	1	667	10,0%	99
Mainstream	0	1.197	17,9%	128
Premium	0	886	13,2%	92
Restaurant	1	1.339	20,0%	87
Super Premium	0	156	2,3%	59

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	60	18.242	8,8%	112
Family Pub Dining	22	21.553	10,4%	114
Great Pub Great Food	13	33.444	16,1%	96
Leisure	68	21.113	10,2%	101
Mainstream	53	32.805	15,8%	113
Premium	7	28.298	13,7%	95
Restaurant	34	43.951	21,2%	92
Super Premium	0	6.357	3,1%	78

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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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"
	- 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
Product needs	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.	
	