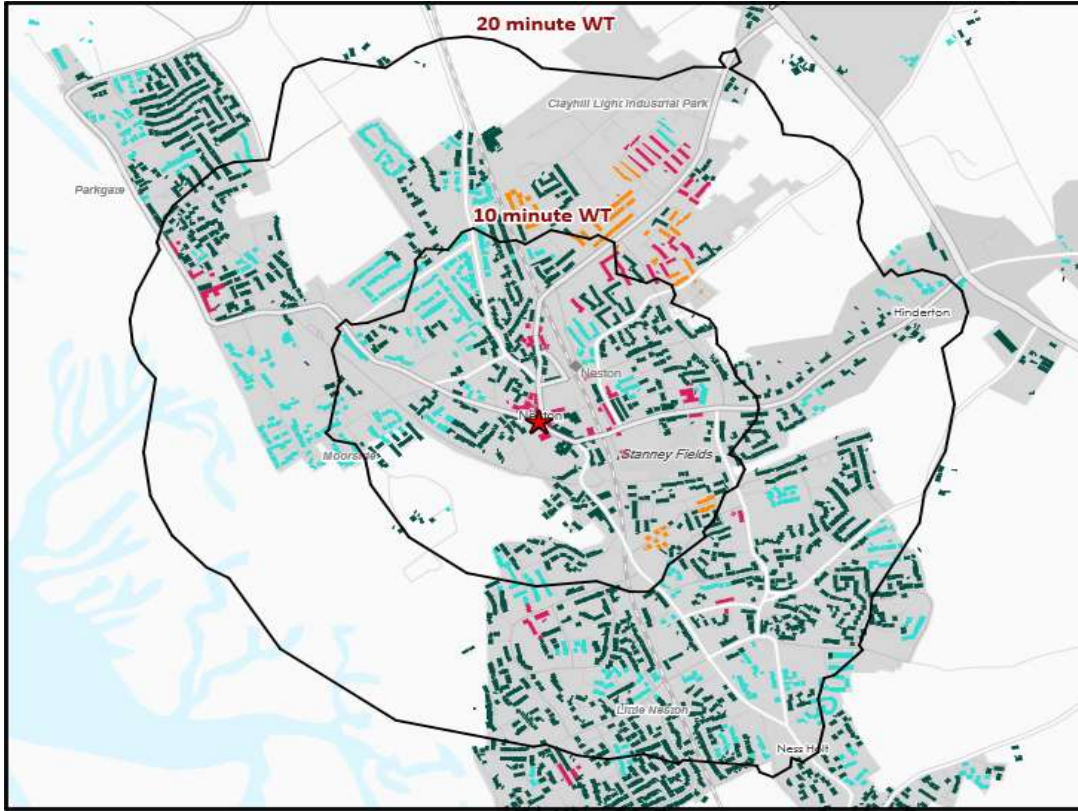


# Catchment Summary - Brown Horse South Wirral

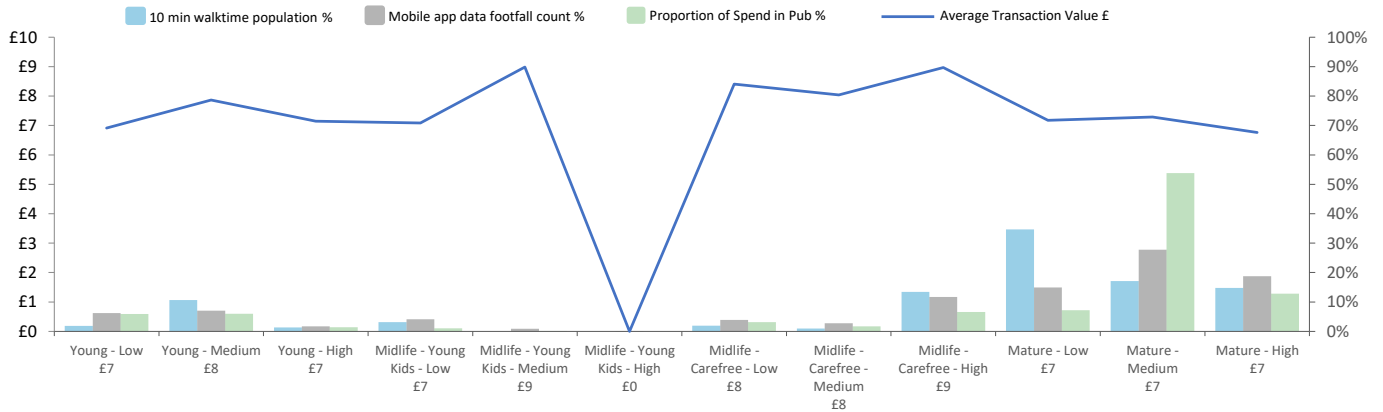
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| Ship To | Name                     | Postcode | Operator         | Segment       | Sparsity |
|---------|--------------------------|----------|------------------|---------------|----------|
| 625920  | Brown Horse South Wirral | CH64 9UB | Star Pubs & Bars | Premium Local | 13       |



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Brown Horse South Wirral



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■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

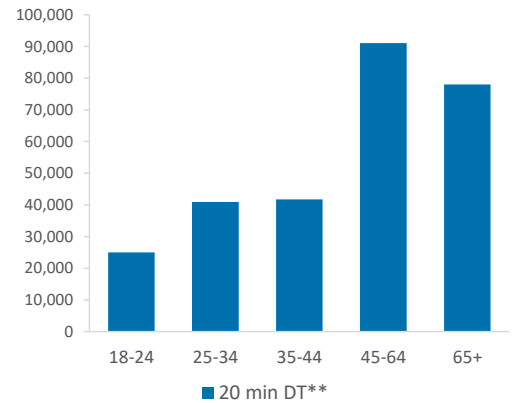
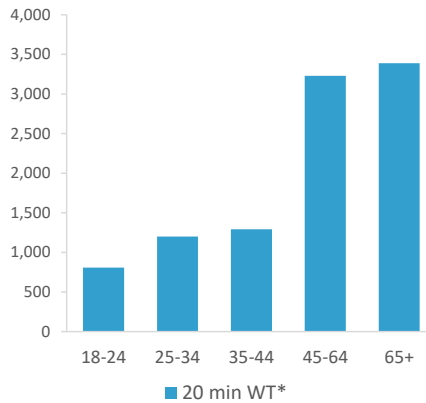
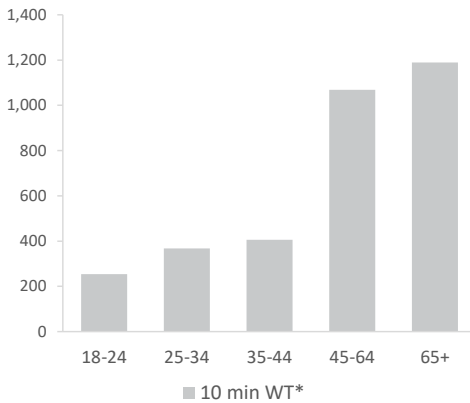
|                                | Catchment Size (Counts) |            |             | Index vs GB Average |            |             |
|--------------------------------|-------------------------|------------|-------------|---------------------|------------|-------------|
|                                | 10 min WT*              | 20 min WT* | 20 min DT** | 10 min WT*          | 20 min WT* | 20 min DT** |
| Population                     | 3,936                   | 12,019     | 344,146     | 73                  | 65         | 78          |
| Adults 18+                     | 3,284                   | 9,916      | 276,703     | 73                  | 65         | 79          |
| Competition Pubs               | 9                       | 17         | 231         | 50                  | 47         | 56          |
| Adults 18+ per Competition Pub | 365                     | 583        | 1,198       | 42                  | 68         | 139         |
| % Adults Likely to Drink       | 78.9%                   | 79.6%      | 78.6%       | 104                 | 104        | 103         |

Population & Adults 18+ index is based on all pubs

| Affluence | Low    | 41.7% | 26.7% | 41.1% | 125 | 80  | 124 |
|-----------|--------|-------|-------|-------|-----|-----|-----|
|           | Medium | 28.7% | 40.9% | 39.2% | 75  | 107 | 103 |
|           | High   | 29.6% | 31.7% | 18.6% | 109 | 116 | 68  |

\*Affluence does not include Not Private Households

| Age Profile | 18-24 | 254   | 807   | 24,998 | 79  | 82  | 89  |
|-------------|-------|-------|-------|--------|-----|-----|-----|
|             | 25-34 | 367   | 1,199 | 40,909 | 70  | 75  | 89  |
|             | 35-44 | 406   | 1,291 | 41,726 | 78  | 81  | 92  |
|             | 45-64 | 1,068 | 3,230 | 91,086 | 106 | 105 | 103 |
|             | 65+   | 1,189 | 3,389 | 77,984 | 157 | 147 | 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                    | 1,894 (48%) | 5,794 (48%) | 166,733 (48%)       | 98         | 98          | 99  |
|                       | Female                  | 2,042 (52%) | 6,225 (52%) | 177,413 (52%)       | 102        | 102         | 101 |
| Economic Status (16+) | Employed: Full-time     | 947 (28%)   | 2,970 (29%) | 96,620 (34%)        | 81         | 85          | 98  |
|                       | Employed: Part-time     | 357 (11%)   | 1,215 (12%) | 35,691 (13%)        | 89         | 100         | 105 |
|                       | Self employed           | 231 (7%)    | 769 (8%)    | 20,190 (7%)         | 74         | 82          | 77  |
|                       | Unemployed              | 100 (3%)    | 234 (2%)    | 6,414 (2%)          | 107        | 83          | 81  |
|                       | Full-time student       | 46 (1%)     | 178 (2%)    | 5,522 (2%)          | 57         | 73          | 82  |
|                       | Retired                 | 1,154 (34%) | 3,316 (33%) | 74,881 (26%)        | 156        | 149         | 120 |
|                       | Other                   | 545 (16%)   | 1,521 (15%) | 45,545 (16%)        | 93         | 86          | 92  |
| Total Worker Count    |                         | 2,192       | 4,904       | 150,989             |            |             |     |

See the Glossary page for further information on the above variables

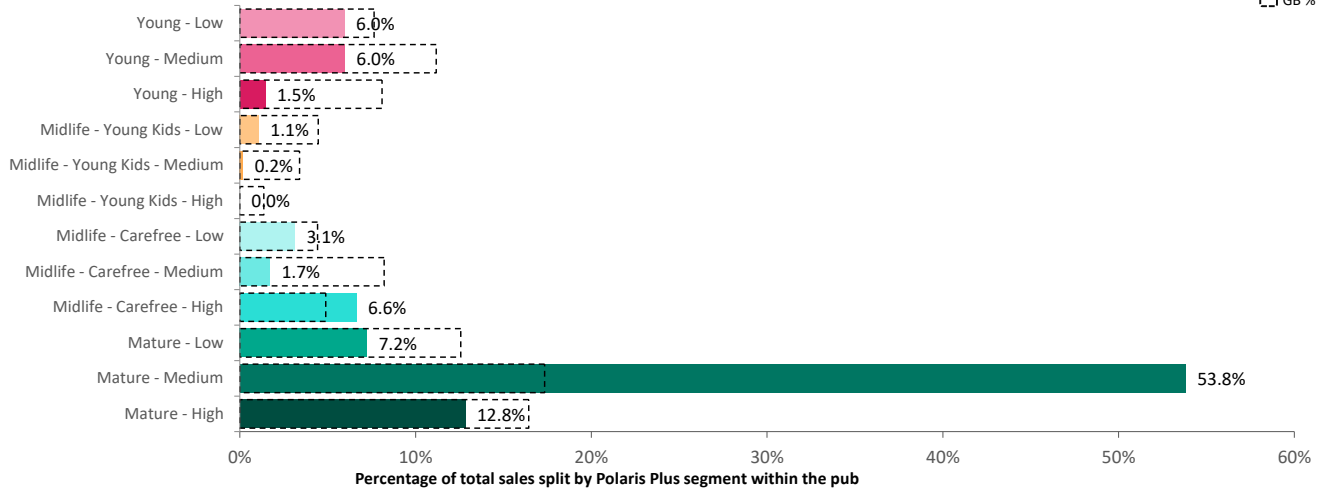
# Transactional Data Summary - Brown Horse South Wirral



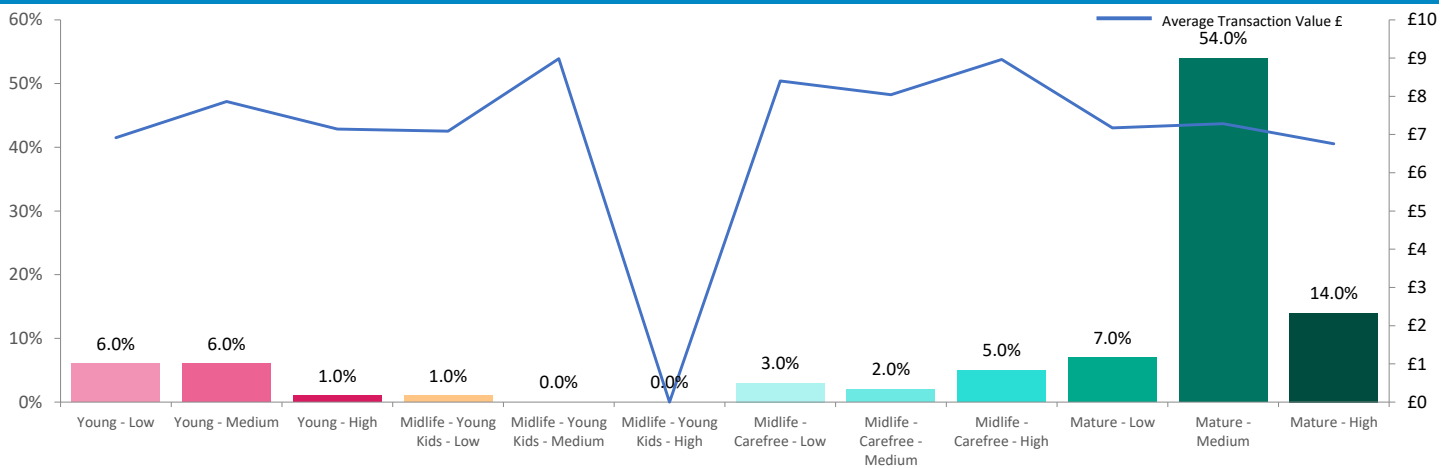
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## Spend by Polaris Plus

GB %

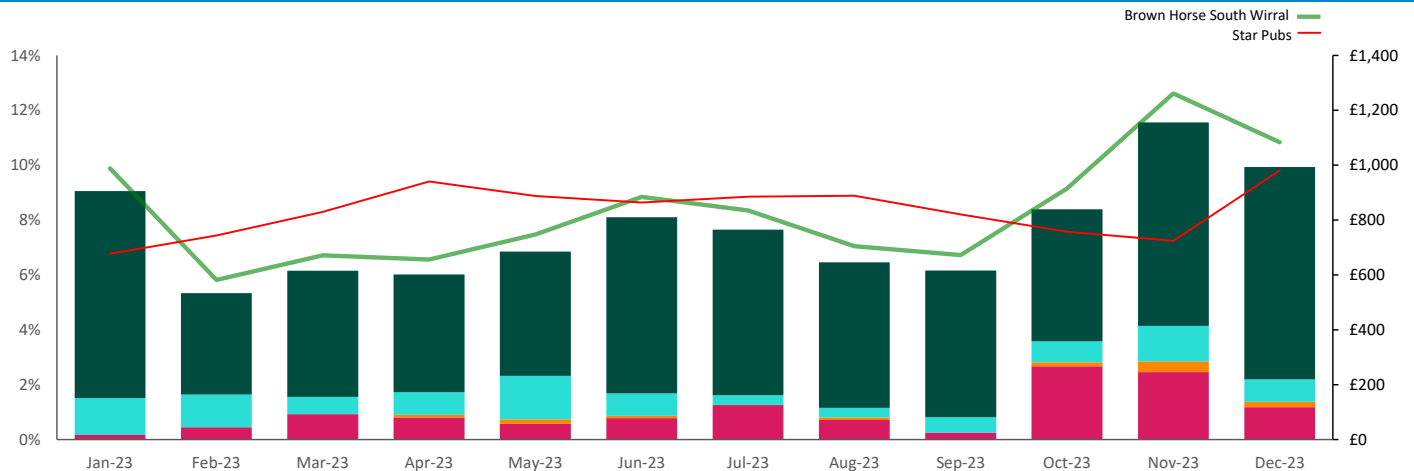


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



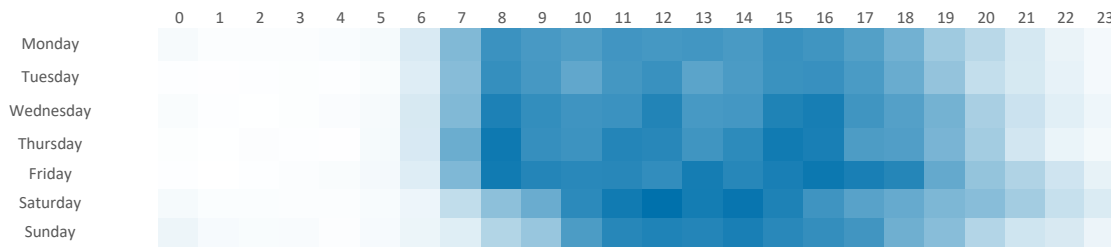
### Seasonality of the spend split by month

# Mobile Data Summary - Brown Horse South Wirral



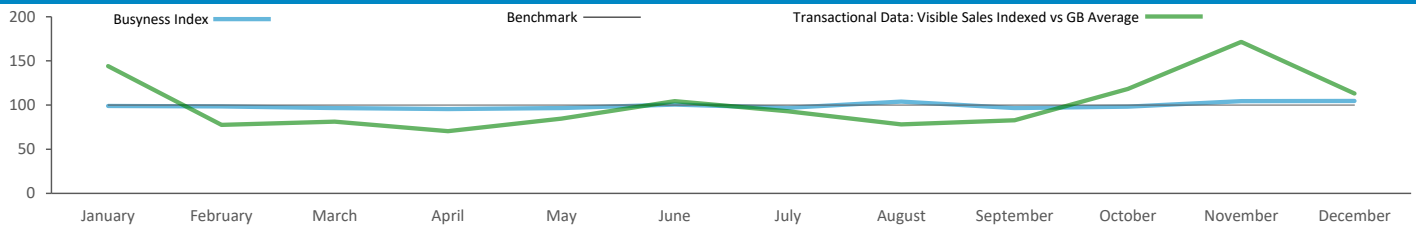
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## Time of Day/Day of Week



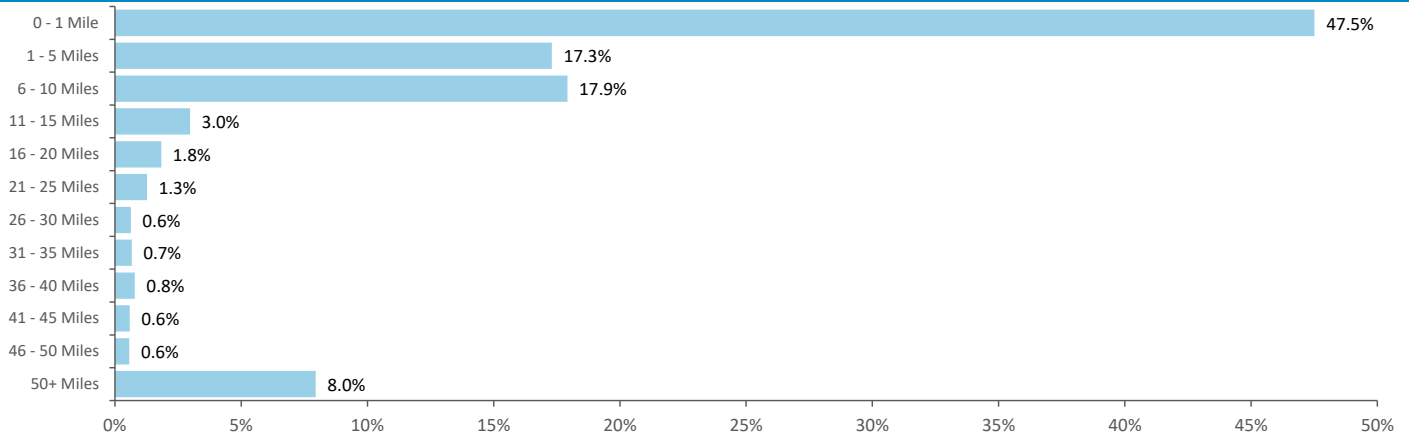
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



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

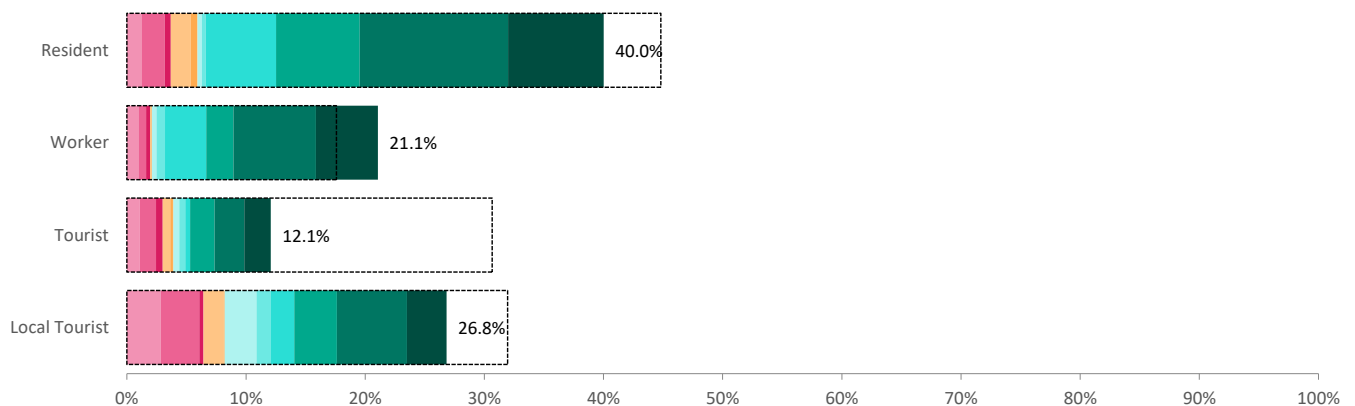
## Distance from Home



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



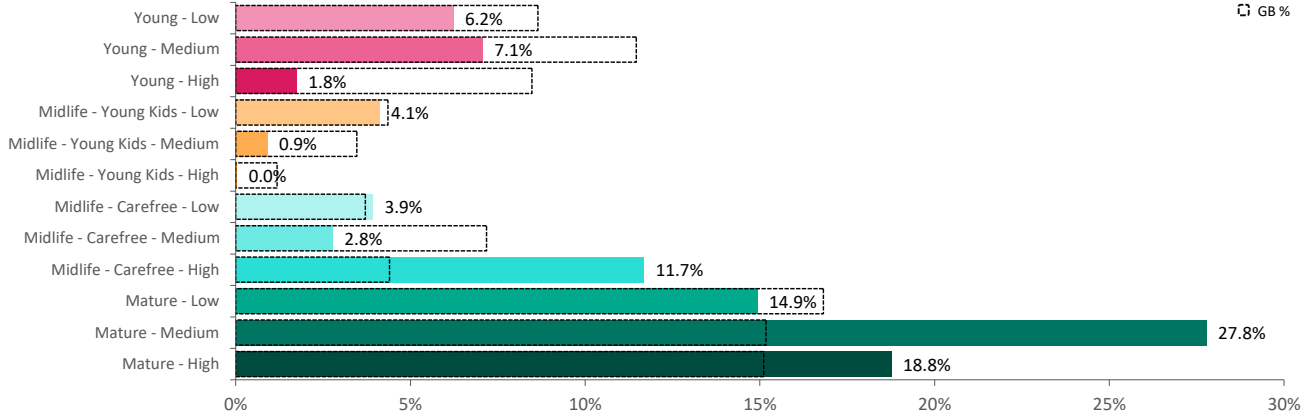
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Brown Horse South Wirral



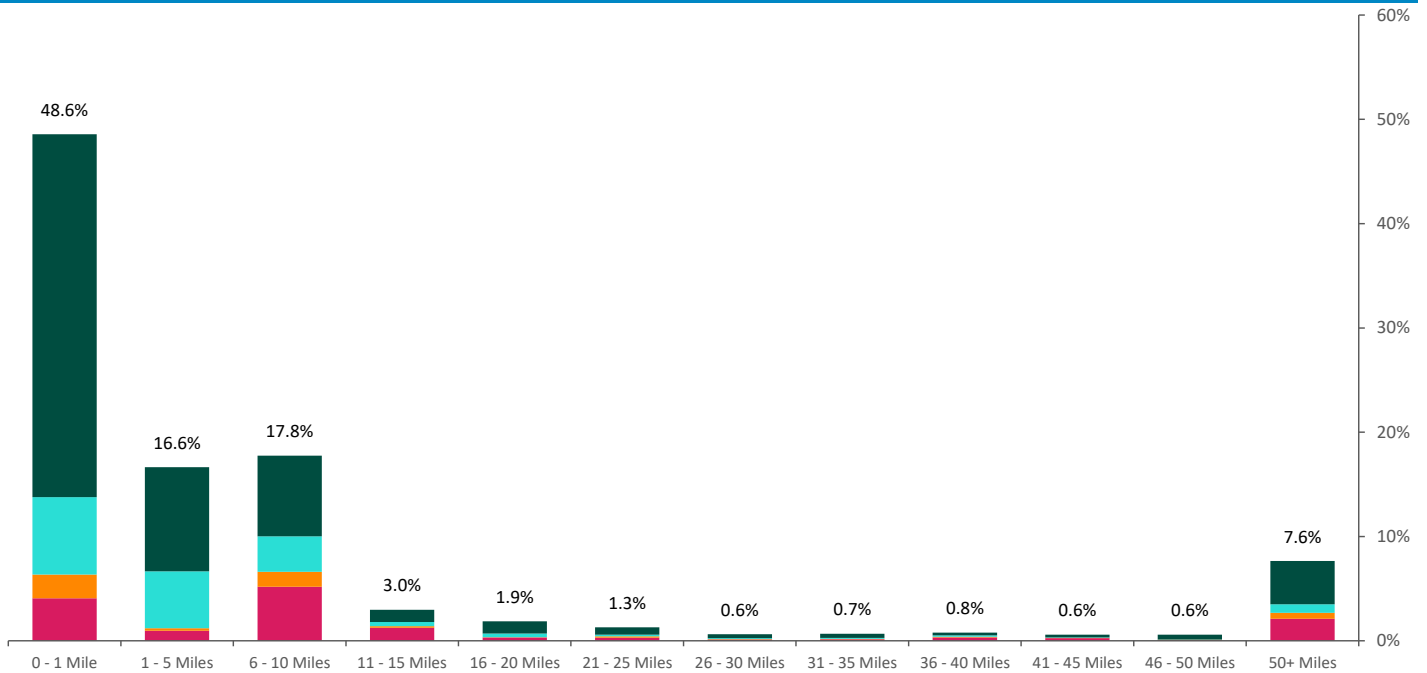
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## Polaris Plus Profile



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



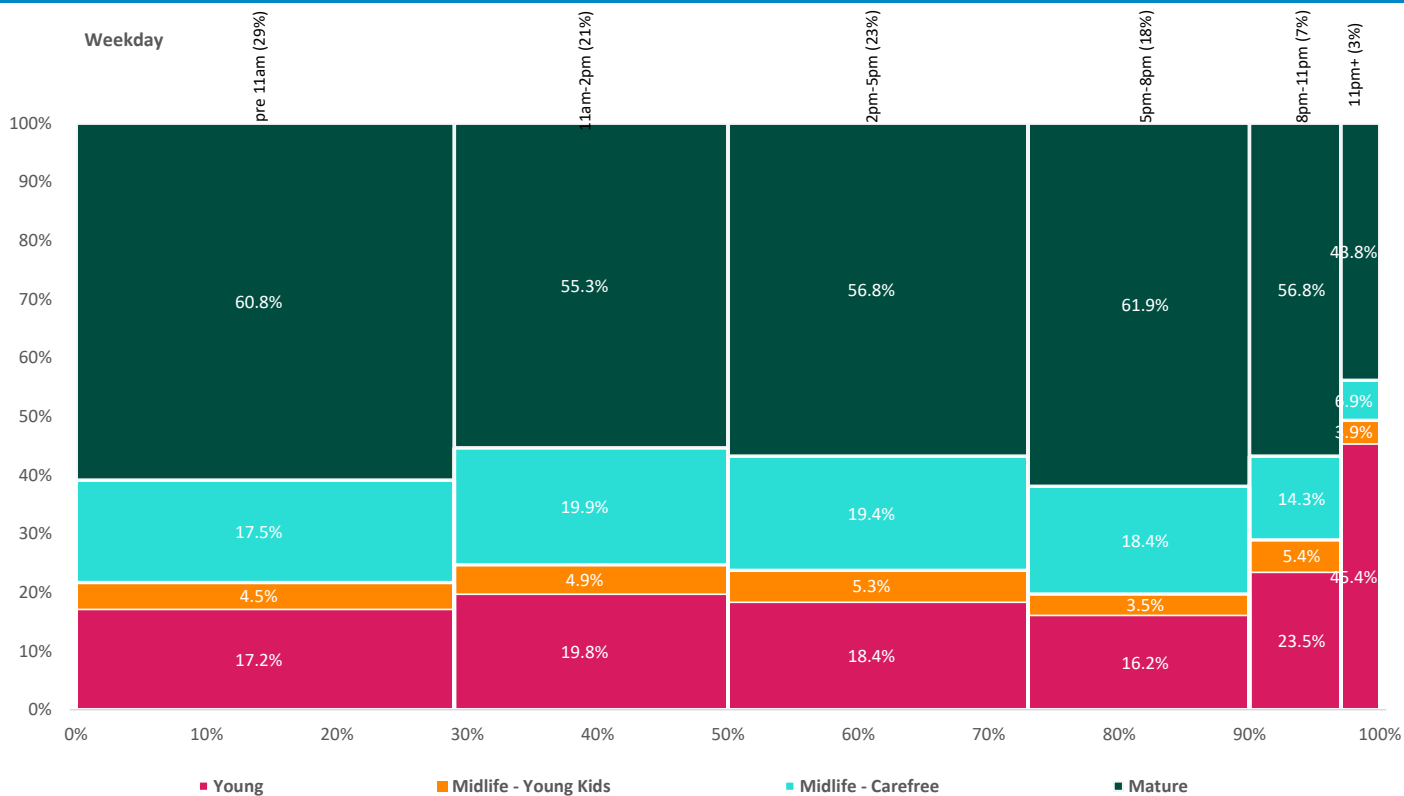
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Brown Horse South Wirral

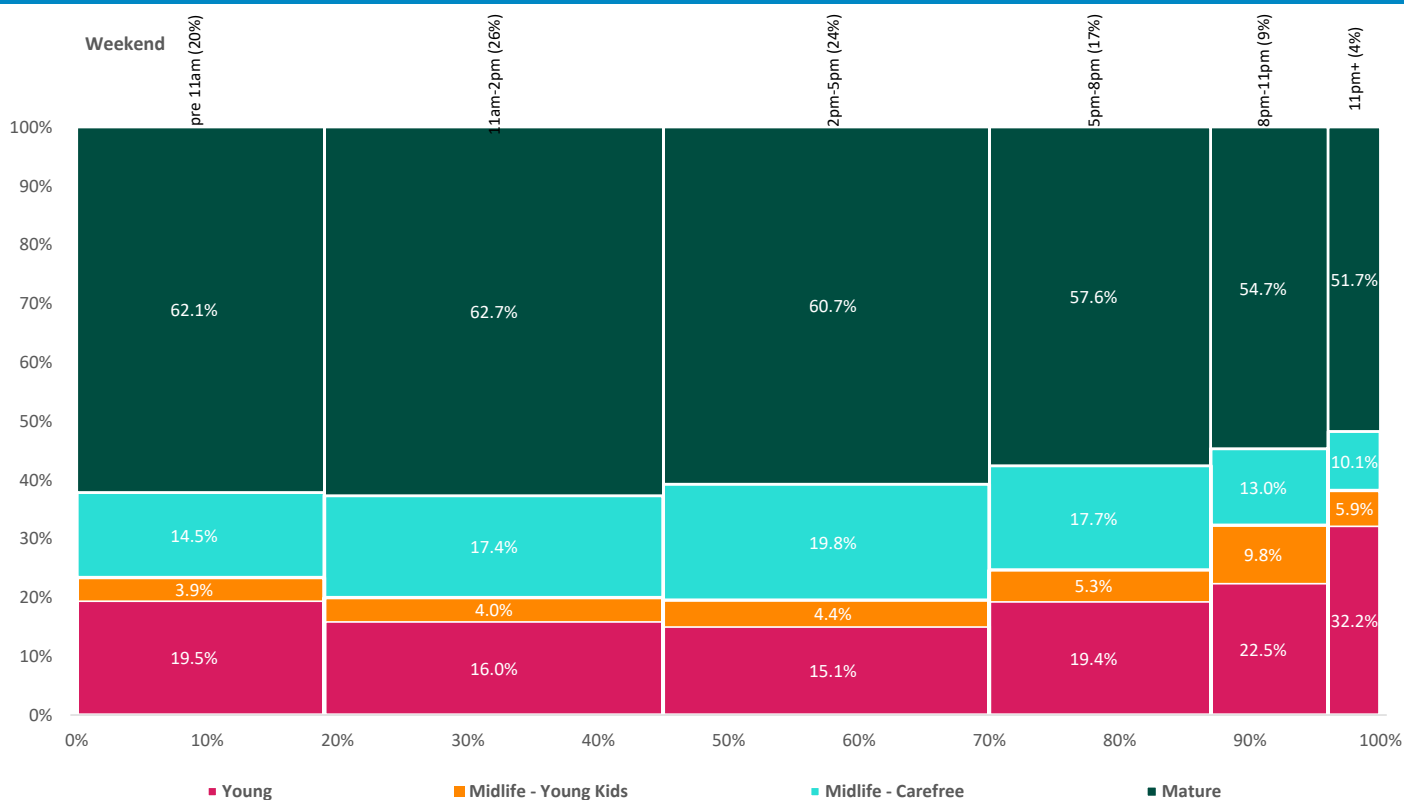


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Time of Day by Polaris: Weekday (Monday to Friday)



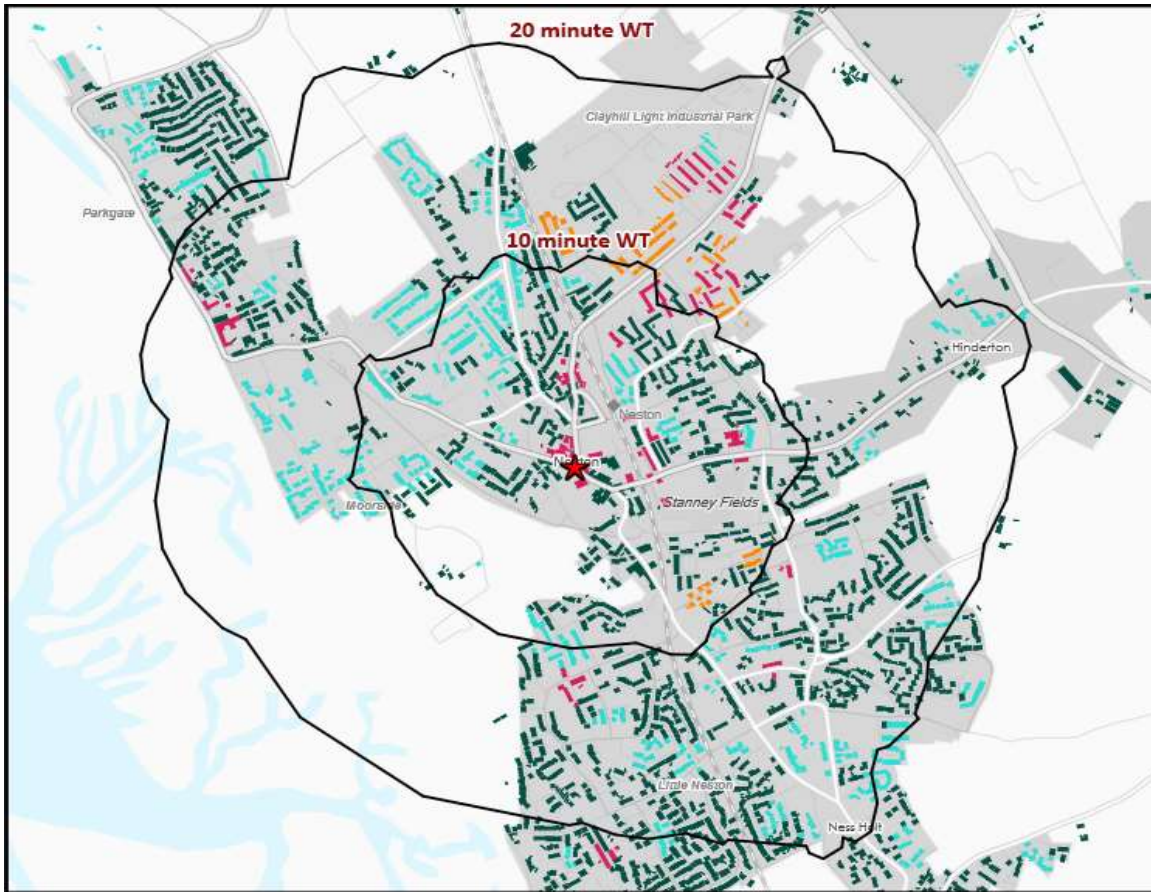
Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Brown Horse South Wirral



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

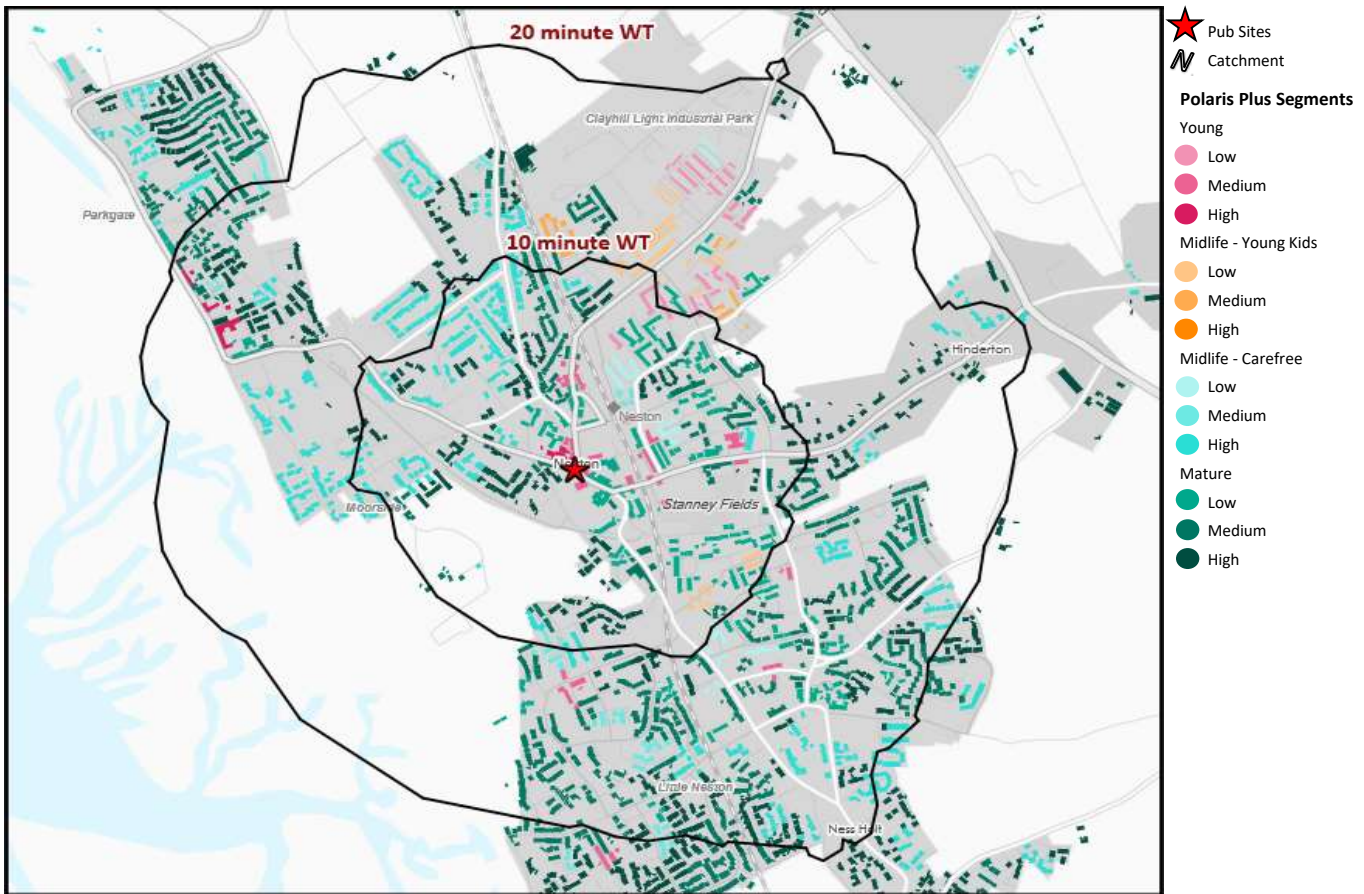
| Polaris Segment               | Population Count |            |             | Index vs GB average |            |             |
|-------------------------------|------------------|------------|-------------|---------------------|------------|-------------|
|                               | 10 min WT*       | 20 min WT* | 20 min DT** | 10 min WT*          | 20 min WT* | 20 min DT** |
| Young                         | 456              | 1,180      | 63,270      | 50                  | 43         | 83          |
| Midlife - Young Kids          | 103              | 576        | 17,836      | 29                  | 53         | 59          |
| Midlife - Carefree            | 539              | 1,736      | 53,601      | 104                 | 111        | 122         |
| Mature                        | 2,186            | 6,363      | 138,897     | 150                 | 145        | 113         |
| <i>Not Private Households</i> | 0                | 61         | 3,099       | 0                   | 47         | 85          |
| <b>Total</b>                  | 3,284            | 9,916      | 276,703     |                     |            |             |



# Polaris Plus Summary - Brown Horse South Wirral



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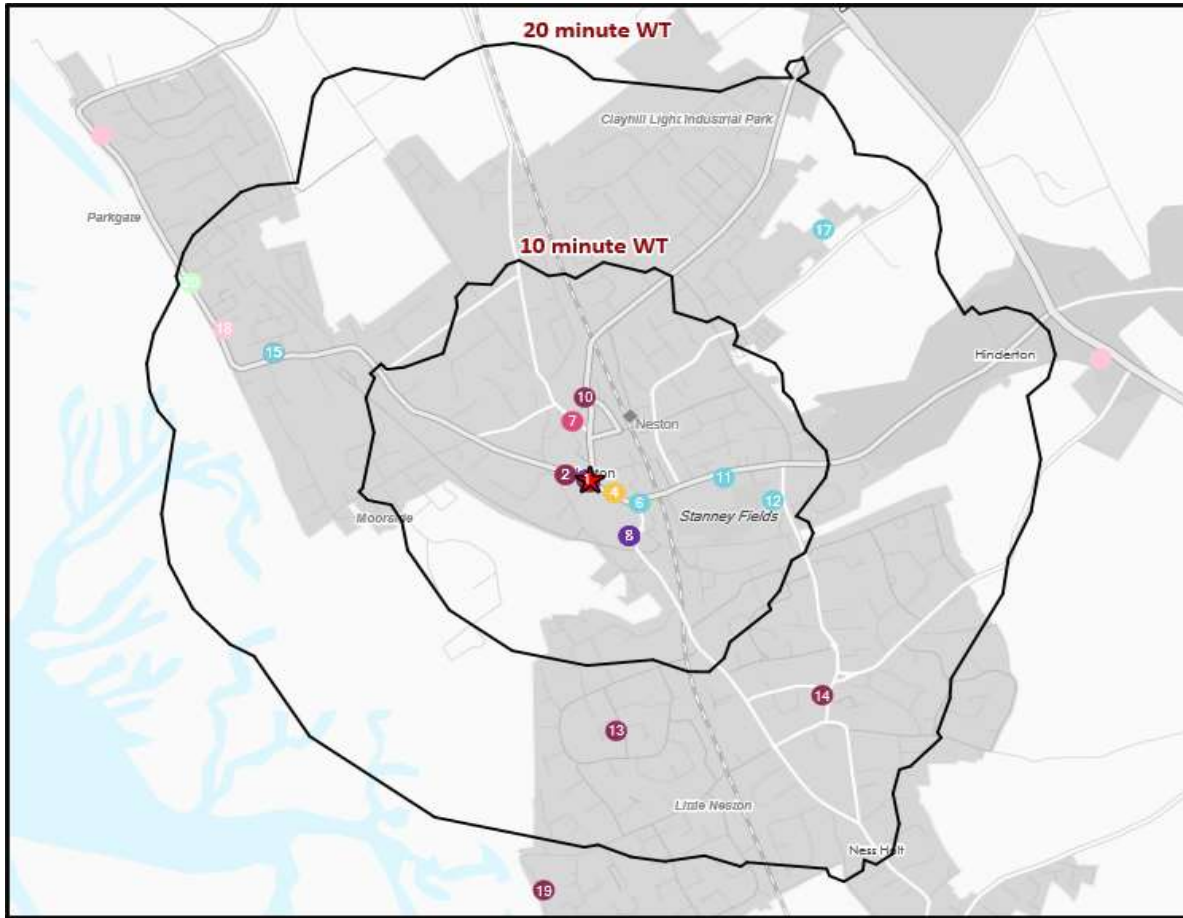
## Polaris Plus Profile by Catchment

\*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** |
| <b>Young</b>                  |                  |            |             |                     |            |             |
| Low                           | 62               | 540        | 30,904      | 19                  | 55         | 114         |
| Medium                        | 349              | 477        | 29,285      | 97                  | 44         | 96          |
| High                          | 45               | 163        | 3,081       | 20                  | 24         | 17          |
| <b>Midlife - Young Kids</b>   |                  |            |             |                     |            |             |
| Low                           | 103              | 370        | 16,206      | 57                  | 68         | 107         |
| Medium                        | 0                | 206        | 1,626       | 0                   | 48         | 14          |
| High                          | 0                | 0          | 4           | 0                   | 0          | 0           |
| <b>Midlife - Carefree</b>     |                  |            |             |                     |            |             |
| Low                           | 65               | 178        | 32,035      | 47                  | 43         | 275         |
| Medium                        | 32               | 319        | 7,987       | 14                  | 45         | 40          |
| High                          | 442              | 1,239      | 13,579      | 302                 | 281        | 110         |
| <b>Mature</b>                 |                  |            |             |                     |            |             |
| Low                           | 1,138            | 1,561      | 34,585      | 252                 | 115        | 91          |
| Medium                        | 562              | 3,057      | 69,540      | 109                 | 197        | 160         |
| High                          | 486              | 1,745      | 34,772      | 99                  | 117        | 84          |
| <b>Not Private Households</b> | 0                | 61         | 3,099       | 0                   | 47         | 85          |
| <b>Total</b>                  | 3,284            | 9,916      | 276,703     |                     |            |             |



# CGA Summary - Brown Horse South Wirral

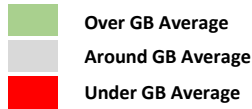


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

### Nearest 20 Pubs

| Ref. | Name                         | Postcode | Operator              | Segment           | Distance (miles) |
|------|------------------------------|----------|-----------------------|-------------------|------------------|
| 0    | Brown Horse                  | CH64 9UB | Star Pubs & Bars      | Premium Local     | 0.0              |
| 1    | Elephant Bank                | CH64 9UE | Independent Free      | Restaurants       | 0.0              |
| 2    | Real Food Kitchen            | CH64 9XF | Independent Free      | Family Pub Dining | 0.0              |
| 2    | Greenland Fishery            | CH64 9XF | Punch Pub Company     | Premium Local     | 0.0              |
| 4    | Elephant Coffee              | CH64 9TZ | Independent Free      | High Street Pub   | 0.1              |
| 4    | Paisley Grey                 | CH64 9TZ | Independent Free      | High Street Pub   | 0.1              |
| 6    | Royal British Legion Club    | CH64 9PB | Independent Free      | Clubland          | 0.1              |
| 7    | Brewers Arms                 | CH64 3RP | Ei Group              | Family Pub Dining | 0.1              |
| 8    | Sonargaon                    | CH64 9UJ | Independent Free      | Restaurants       | 0.1              |
| 8    | Kri Kri Restaurant           | CH64 9UJ | Independent Free      | Restaurants       | 0.1              |
| 10   | Malt Shovel                  | CH64 3RB | Stonegate Pub Company | Premium Local     | 0.2              |
| 11   | Neston Civic Hall            | CH64 9PQ | Independent Free      | Clubland          | 0.3              |
| 12   | Neston Masonic Club          | CH64 9QB | Independent Free      | Clubland          | 0.4              |
| 13   | Lady Hamilton                | CH64 0SG | Punch Pub Company     | Premium Local     | 0.5              |
| 14   | Royal Oak                    | CH64 4DE | Ei Group              | Premium Local     | 0.6              |
| 15   | Old Quay                     | CH64 6QJ | Mitchells & Butlers   | Family Pub Dining | 0.7              |
| 15   | Neston District Cricket Club | CH64 6QJ | Independent Free      | Clubland          | 0.7              |
| 17   | Neston Recreation Centre     | CH64 9NQ | Independent Free      | Clubland          | 0.7              |
| 18   | Ship                         | CH64 6SA | Stange & Co. Ltd      | GPGF              | 0.8              |
| 19   | Harp Inn                     | CH64 0TB | Admiral Taverns Ltd   | Premium Local     | 0.8              |
| 20   | Red Lion                     | CH64 6SB | Greene King           | Community Pub     | 0.9              |

# Per Pub Analysis - Brown Horse South Wirral



\*WT= Walktime, \*\*DT= Drivetime

| Per Pub Analysis               | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|--------------------------------|------------------------|------------------------|------------------------|
| Adults 18+                     | 3,284                  | 9,916                  | 276,703                |
| Number of Competition Pubs     | 9                      | 17                     | 231                    |
| Adults 18+ per Competition Pub | 365                    | 583                    | 1,198                  |

| 10 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index |
|------------------------------|------|------------------|--------------|-------|
| Bit of Style                 | 0    | 145              | 4.4%         | 55    |
| Circuit Bar                  | 0    | 130              | 4.0%         | 98    |
| Community Pub                | 0    | 898              | 27.3%        | 143   |
| Craft Led                    | 0    | 61               | 1.9%         | 54    |
| Great Pub Great Food         | 0    | 605              | 18.4%        | 104   |
| High Street Pub              | 2    | 746              | 22.7%        | 123   |
| Premium Local                | 3    | 601              | 18.3%        | 111   |

| 20 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index |
|------------------------------|------|------------------|--------------|-------|
| Bit of Style                 | 0    | 450              | 4.5%         | 56    |
| Circuit Bar                  | 0    | 263              | 2.7%         | 65    |
| Community Pub                | 1    | 2,222            | 22.4%        | 117   |
| Craft Led                    | 0    | 135              | 1.4%         | 39    |
| Great Pub Great Food         | 1    | 2,126            | 21.4%        | 121   |
| High Street Pub              | 2    | 1,993            | 20.1%        | 109   |
| Premium Local                | 5    | 2,168            | 21.9%        | 133   |

| 20 Minute Drivetime Catchment | Pubs | Target Customers | % Population | Index |
|-------------------------------|------|------------------|--------------|-------|
| Bit of Style                  | 7    | 12,831           | 4.6%         | 58    |
| Circuit Bar                   | 11   | 9,919            | 3.6%         | 88    |
| Community Pub                 | 22   | 59,108           | 21.4%        | 112   |
| Craft Led                     | 0    | 6,404            | 2.3%         | 67    |
| Great Pub Great Food          | 16   | 42,104           | 15.2%        | 86    |
| High Street Pub               | 25   | 56,636           | 20.5%        | 111   |
| Premium Local                 | 46   | 46,580           | 16.8%        | 102   |

| Category   | Explanation   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
|--|---|--|--|---|--------------------|--------|------------------|---|--|--|---|---------------|---|---|--|--|----|----|----|----|----|--------------|--|--|-------------|--|--|--|--|--|-------------|--|--|-------|--|--|--|--|--|--|--|
| Population   | The population count within the specified catchment   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Gender   | Counts of Males and Females within the specified catchment  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Affluence  | <p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low<br/> <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium<br/> <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High<br/> <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Age Profile  | Counts of residents by Age band   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Economic Status (16+)  | <p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Index vs GB Average  | The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Over GB Average  | Index value is > 120  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Around GB Average  | Index value is between 80 - 120   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Under GB Average   | Index value is < 80   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| <b>Polaris Segmentation</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
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| <b>Licensed Premises</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| 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.  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| <b>Competition Pubs</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| <b>Mobile data</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| 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.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| <b>Acorn</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| 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.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| <b>Transactional data</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| 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.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| <b>Sparsity</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
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| 1  | 2   | 3  | 4  | 5   | 6                  | 7      | 8                | 9   | 10   | 11   | 12  | 13            | 14  | 15  | 16   | 17   | 18 | 19 | 20 |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |
| Metropolitan   |   |  | Large Urban  |   |                    |        |                  |   | Small Urban  |  |   | Rural         |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |  |             |  |  |       |  |  |  |  |  |  |  |