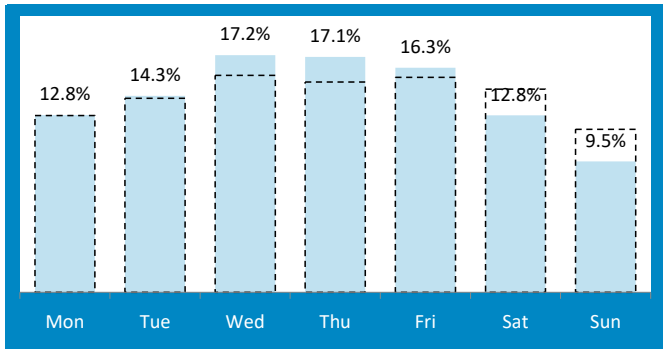
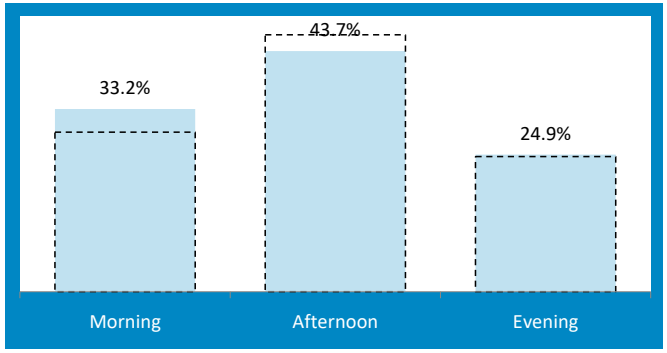
Old Bulls Head

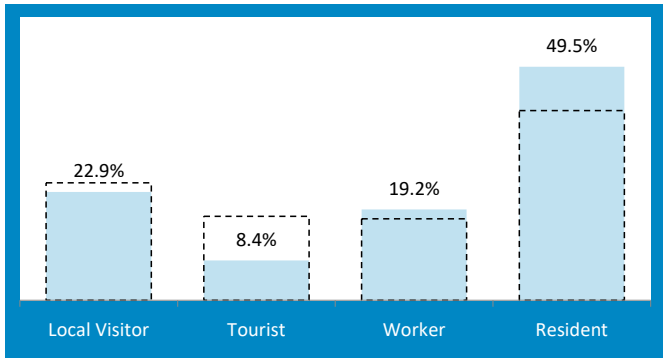
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6.978	5.344
Adult Pop		5.748	4.529
Affluence	Low	10%	33%
	Medium	29%	38%
	High	59%	27%
Young		31%	28%
Midlife Young Kids		5%	11%
Midlife Carefree		30%	16%
Mature		31%	44%
Competition Count		30	43

Visitors

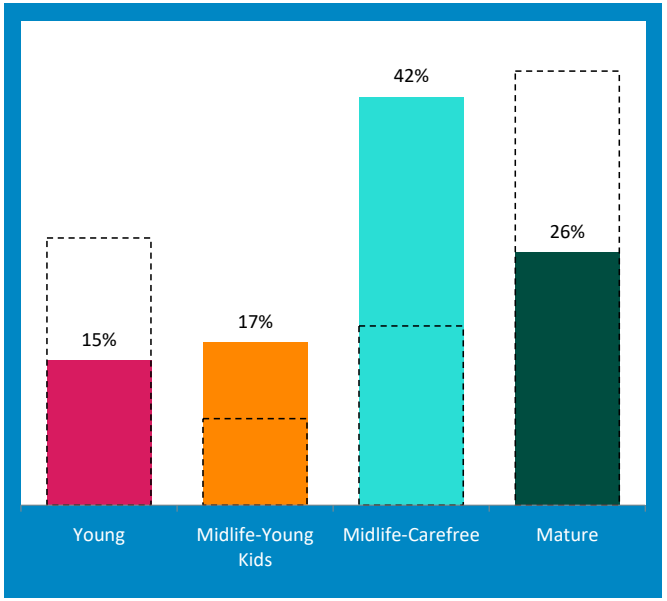






Spend Profile

	This Site	Benchmark
£ATV	£10	£30
Average Distance Travelled in miles	6	27



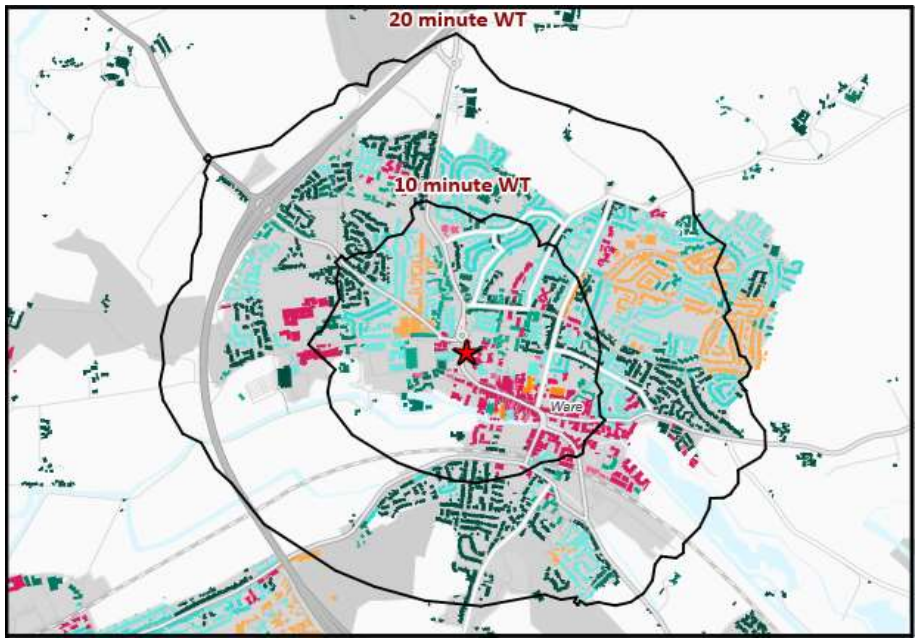
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Catchment Summary - Old Bulls Head

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		6.978	18.956	336.364	131	97	79
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		5.748	15.152	261.098	127	92	77
Competition Pubs		30	38	381	70	37	49
Adults 18+ per Competition Pub		192	399	685	28	58	100
% Adults Likely to Drink		82,0%	81,0%	80,0%	103	101	100
Affluence	Low	9,9%	8,8%	20,2%	30	26	61
	Medium	28,6%	38,3%	47,7%	75	100	125
	High	59,1%	51,7%	31,4%	215	188	114
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23.498	£24.800	£23.362	104	110	103
Age Profile	18-24	360	1.026	22.842	61	64	80
	25-34	1.088	2.666	43.549	115	104	96
	35-44	1.063	2.778	48.975	113	109	108
	45-64	1.838	4.967	85.936	105	104	102
	65+	1.399	3.715	59.796	104	102	92



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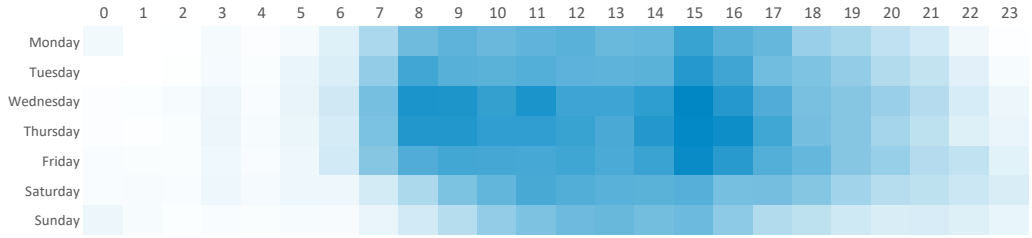
Pub Sites
Catchment

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	1.771	3.137	45.628	111	74	63
Midlife - Young Kids	304	1.307	49.469	48	79	174
Midlife - Carefree	1.725	5.190	68.564	190	217	167
Mature	1.803	5.328	95.705	71	79	83
Not Private Households	145	190	1.732	20.850	10.364	5.483
Total	**5.748**	**15.152**	**261.098**			

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Per Pub - Old Bulls Head

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5.748	15.152	261.098
Number of Competition Pubs	30	38	381
Adults 18+ per Competition Pub	192	399	685

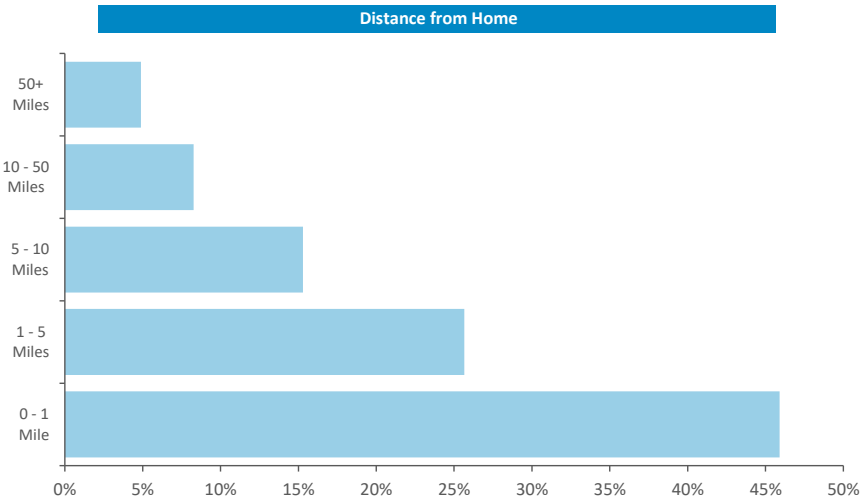
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	208	3,6%	46
Family Pub Dining	0	356	6,2%	68
Great Pub Great Food	3	1.142	19,9%	119
Leisure	4	568	9,9%	98
Mainstream	0	581	10,1%	72
Premium	6	921	16,0%	112
Restaurant	11	1.469	25,6%	111
Super Premium	6	357	6,2%	158

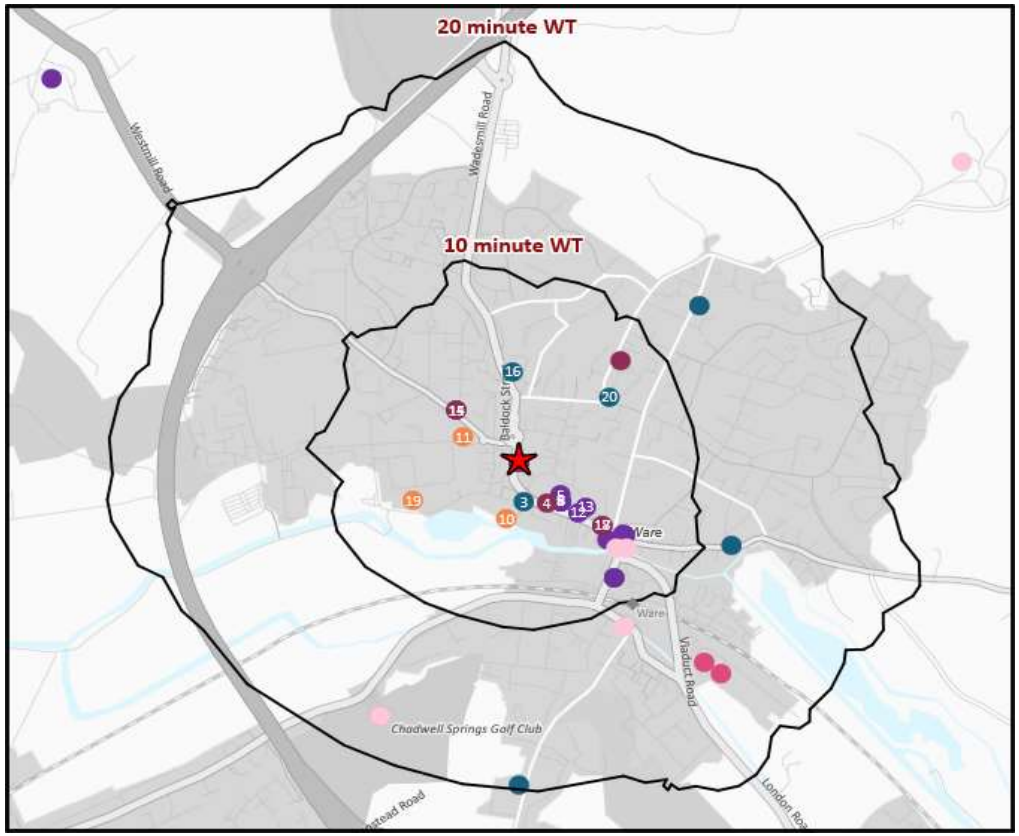
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	572	3,8%	48
Family Pub Dining	2	1.026	6,8%	74
Great Pub Great Food	4	3.042	20,1%	120
Leisure	4	1.567	10,4%	103
Mainstream	0	1.618	10,7%	77
Premium	6	2.431	16,1%	112
Restaurant	12	3.817	25,2%	109
Super Premium	10	885	5,8%	149

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	13	14.969	5,7%	73
Family Pub Dining	8	21.982	8,4%	93
Great Pub Great Food	61	47.365	18,1%	108
Leisure	75	27.219	10,4%	104
Mainstream	38	32.805	12,6%	90
Premium	64	40.052	15,3%	107
Restaurant	75	62.525	24,0%	104
Super Premium	47	12.376	4,7%	121



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Competition - Old Bulls Head



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	Allenbury Sports and Social Club	SG12 0DJ	Independent Free	Leisure	15,3%	0,25
3	Brewery Tap	SG12 9AD	Greene King	Super Premiun	13,6%	0,09
7	Punch House	SG12 9EE	Greene King	Super Premiun	12,5%	0,13
5	Prezzo	SG12 9XF	Prezzo plc	Restaurant	10,4%	0,12
8	Enoteca	SG12 9EE	Independent Free	Restaurant	8,9%	0,13
18	Sala Thai	SG12 9BY	Independent Free	Restaurant	5,4%	0,23
9	Village Taverna	SG12 9EE	Independent Free	Restaurant	5,3%	0,13
0	Old Bulls Head	SG12 9DZ	Star Pubs & Bars	Premium	4,2%	0,00
12	Casa Lua	SG12 9DA	Independent Free	Restaurant	4,1%	0,17
13	Sfizio Restaurant	SG12 9EW	Independent Free	Restaurant	3,9%	0,18
11	Ware Football Club	SG12 0AJ	Independent Free	Leisure	3,7%	0,13
15	Rose and Crown	SG12 0AD	McMullen & Sons Ltd	Premium	3,4%	0,18
1	Mixer	SG12 9DZ	Independent Free	Premium	3,4%	0,00
20	Rifle Volunteer	SG12 7LY	Greene King	Super Premiun	2,1%	0,25
17	Bell	SG12 9BY	Stonegate Pub Company	Premium	2,0%	0,23
14	Maltings	SG12 0AD	Admiral Taverns Ltd	Super Premiun	1,7%	0,18
4	Mexican Ware	SG12 9AP	Unknown	Premium	0,1%	0,11
2	Ware Tandoori Restaurant	SG12 9DZ	Independent Free	Restaurant	0,0%	0,00
6	Jacobys And Mexican	SG12 9EE	Independent Free	Super Premiun	0,0%	0,13
10	Ware Priory	SG12 9AL	Independent Free	Leisure	0,0%	0,13
16	Wodson Park	SG12 0RB	Independent Free	Super Premiun	0,0%	0,21

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

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Pub Sites
Catchment

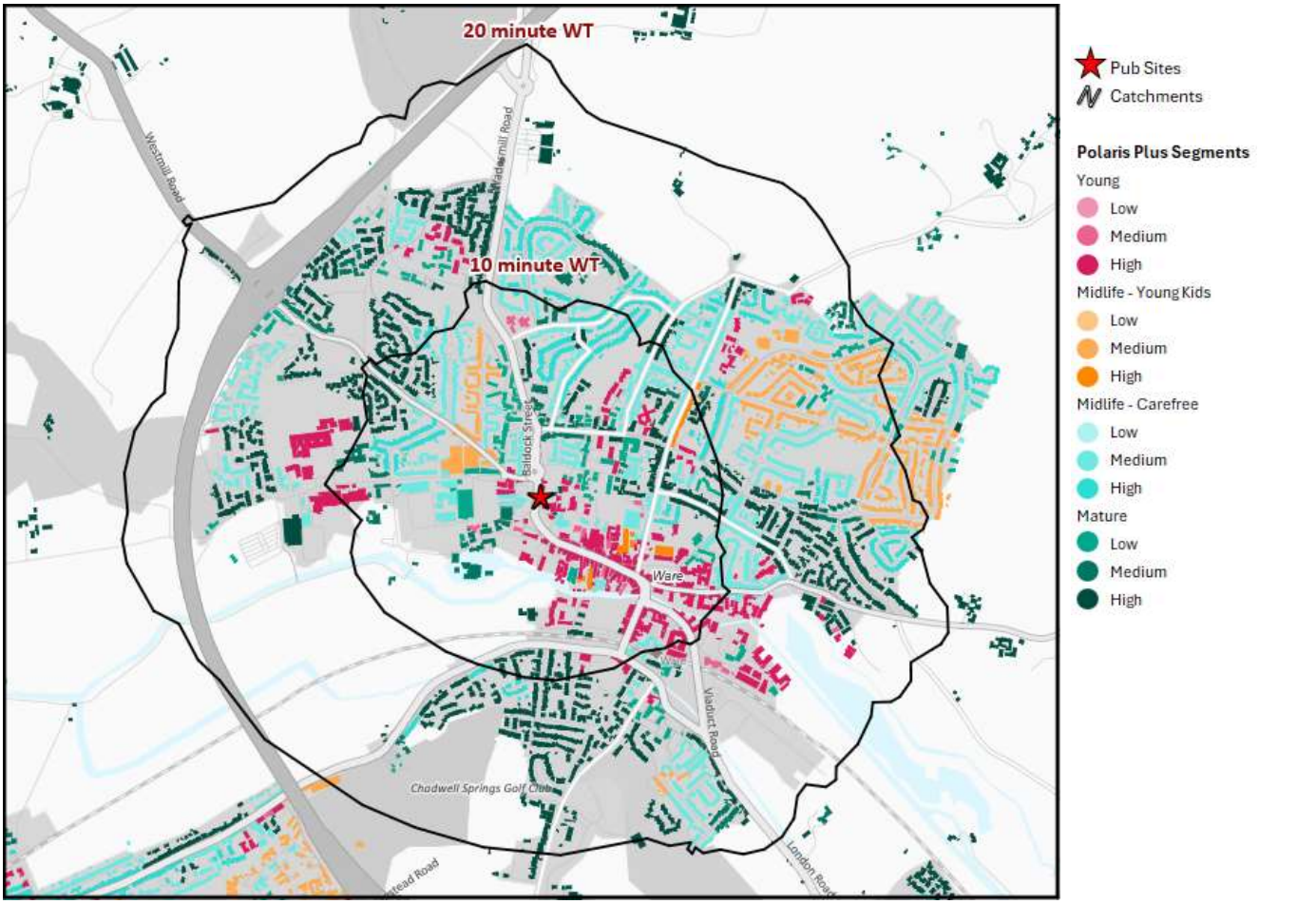
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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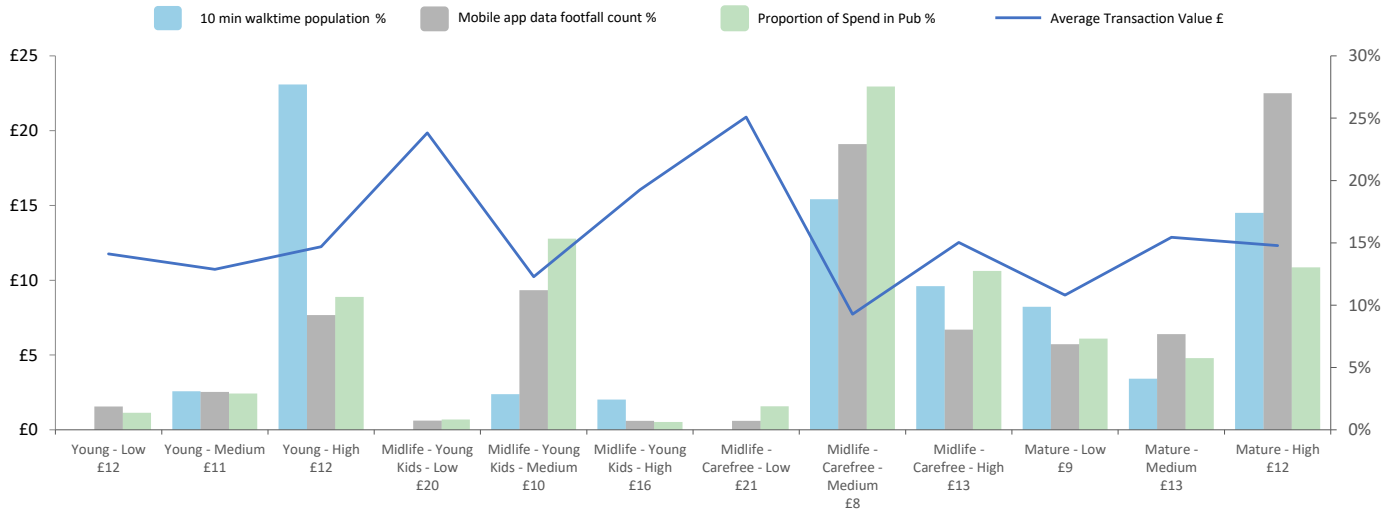
Catchment Summary - Old Bulls Head

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
116879	Old Bulls Head	SG12 9DZ	Star Pubs & Bars	Premium	12



Polaris Plus Profile



See the Glossary page for further information on the above variables

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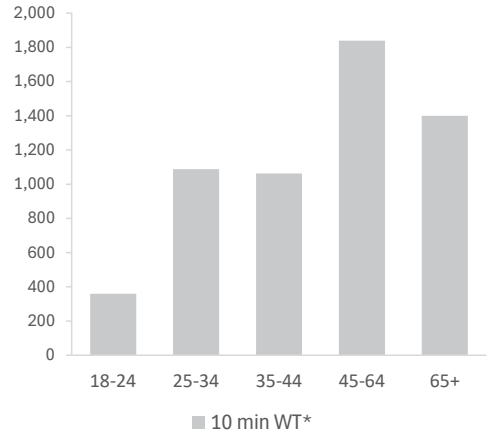
Catchment Summary - Old Bulls Head

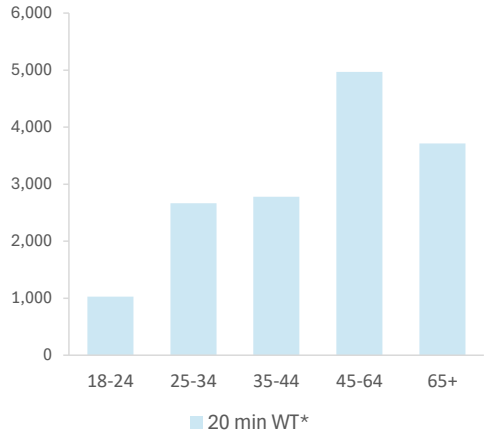
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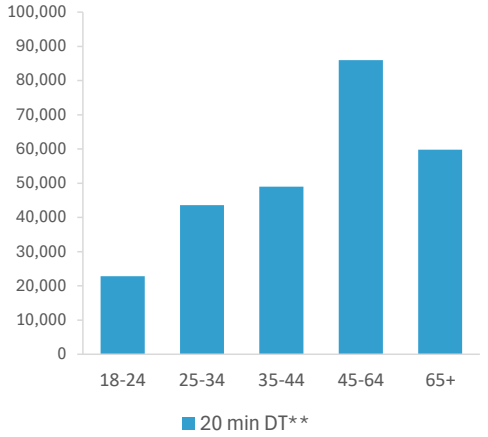
Over GB Average
Around GB Average
Under GB Average

*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		6.978	18.956	336.364	131	97	79
					Population & Adults 18+ index is based on all pubs		
Adults 18+		5.748	15.152	261.098	127	92	77
Competition Pubs		30	38	381	70	37	49
Adults 18+ per Competition Pub		192	399	685	28	58	100
% Adults Likely to Drink		82,0%	81,0%	80,0%	103	101	100
Affluence	Low	9,9%	8,8%	20,2%	30	26	61
	Medium	28,6%	38,3%	47,7%	75	100	125
	High	59,1%	51,7%	31,4%	215	188	114
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23.498	£24.800	£23.362	104	110	103
Age Profile	18-24	360	1.026	22.842	61	64	80
	25-34	1.088	2.666	43.549	115	104	96
	35-44	1.063	2.778	48.975	113	109	108
	45-64	1.838	4.967	85.936	105	104	102
	65+	1.399	3.715	59.796	104	102	92







		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	3,300 (47%)	9,124 (48%)	163,368 (49%)	96	98	99
	Female	3,678 (53%)	9,832 (52%)	172,996 (51%)	103	102	101
Economic Status (16+)	Employed: Full-time	2,458 (42%)	6,334 (41%)	98,654 (37%)	124	120	108
	Employed: Part-time	623 (11%)	1,869 (12%)	34,207 (13%)	89	101	106
	Self employed	645 (11%)	1,626 (10%)	29,032 (11%)	119	113	116
	Unemployed	137 (2%)	375 (2%)	7,539 (3%)	85	88	101
	Full-time student	77 (1%)	254 (2%)	4,979 (2%)	53	65	74
	Retired	1,315 (22%)	3,318 (21%)	54,095 (20%)	103	98	92
	Other	598 (10%)	1,769 (11%)	41,396 (15%)	57	64	86
Total Worker Count		3.848	8.239	141.677			

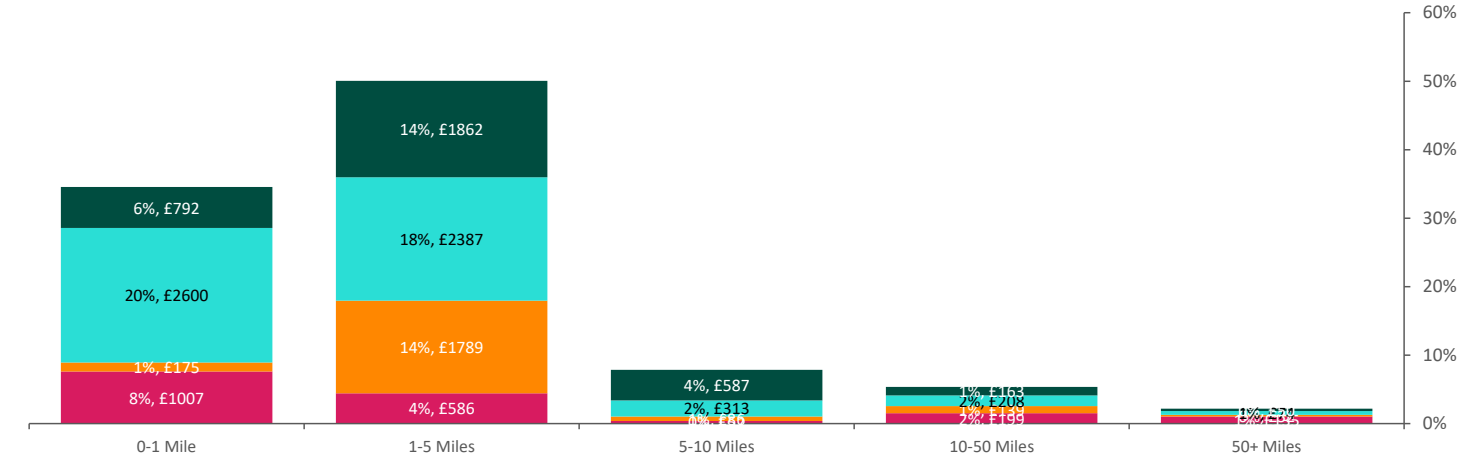
See the Glossary page for further information on the above variables

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Transactional Data Summary - Old Bulls Head

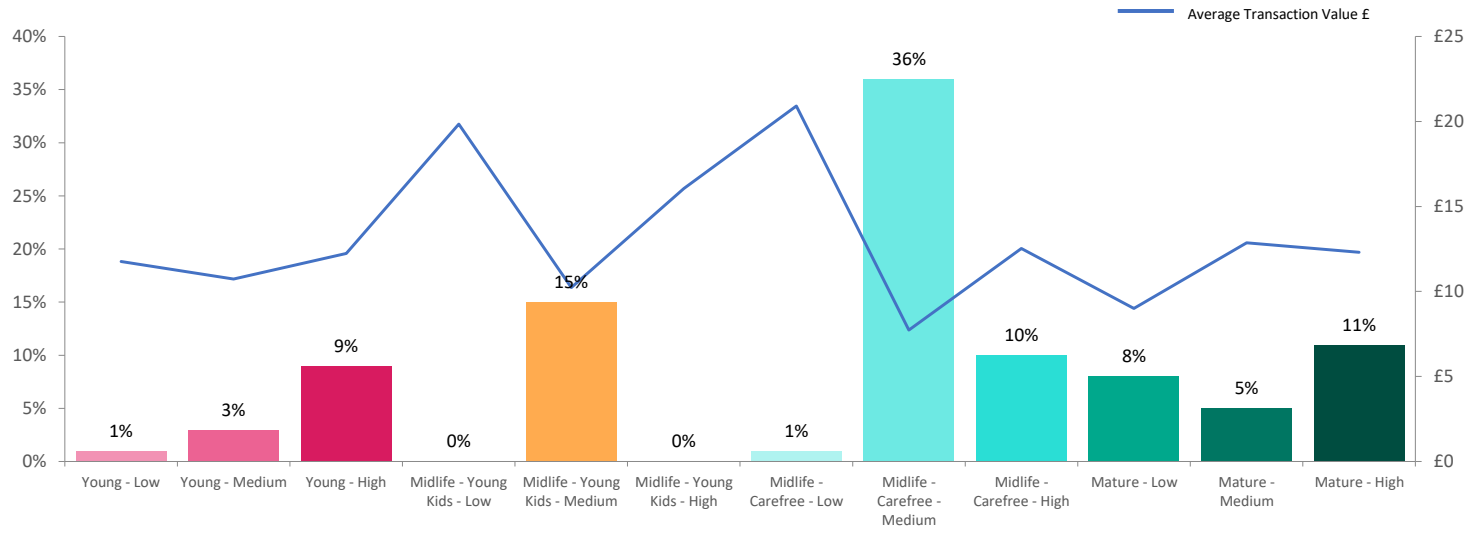
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Spend by Polaris and Distance from Home



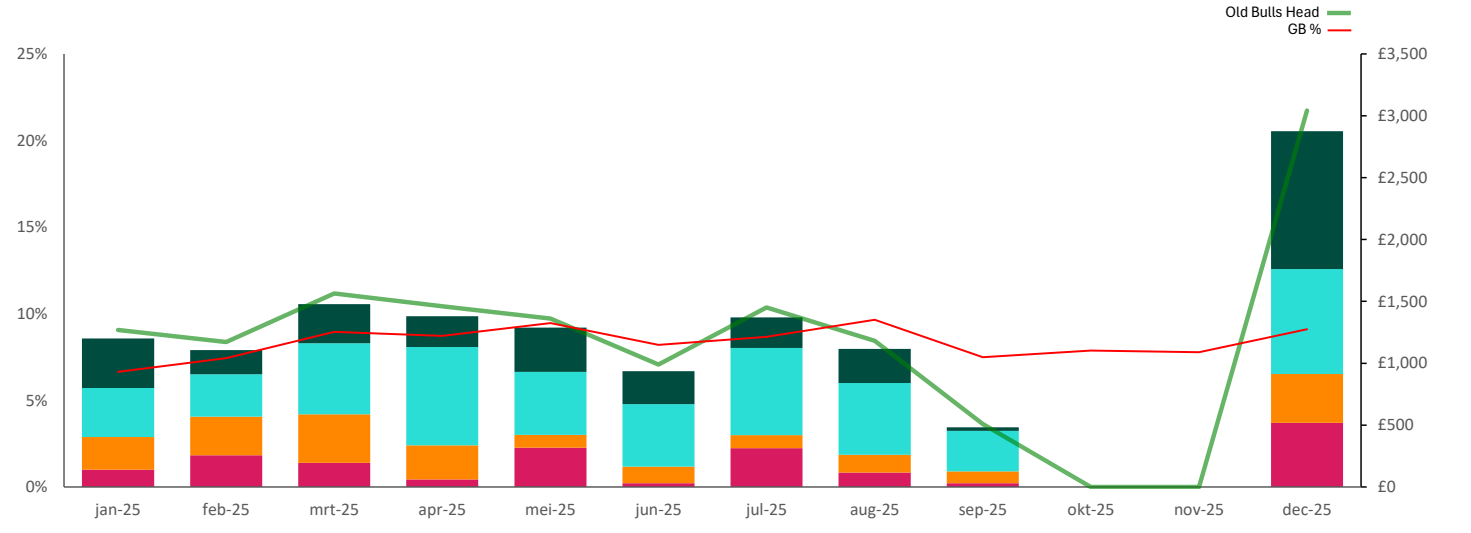
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



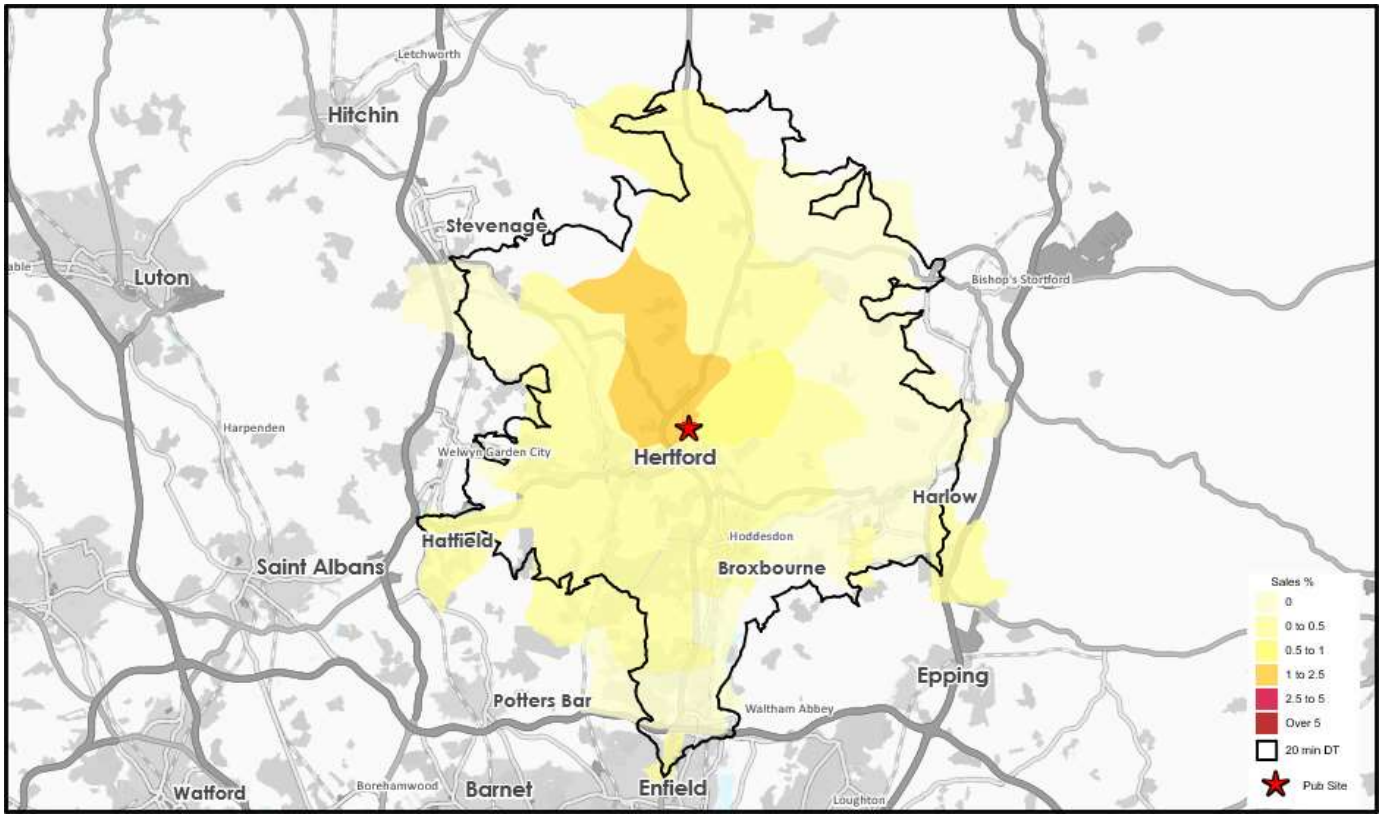
Seasonality of the spend split by month

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Transactional Data Maps - Old Bulls Head

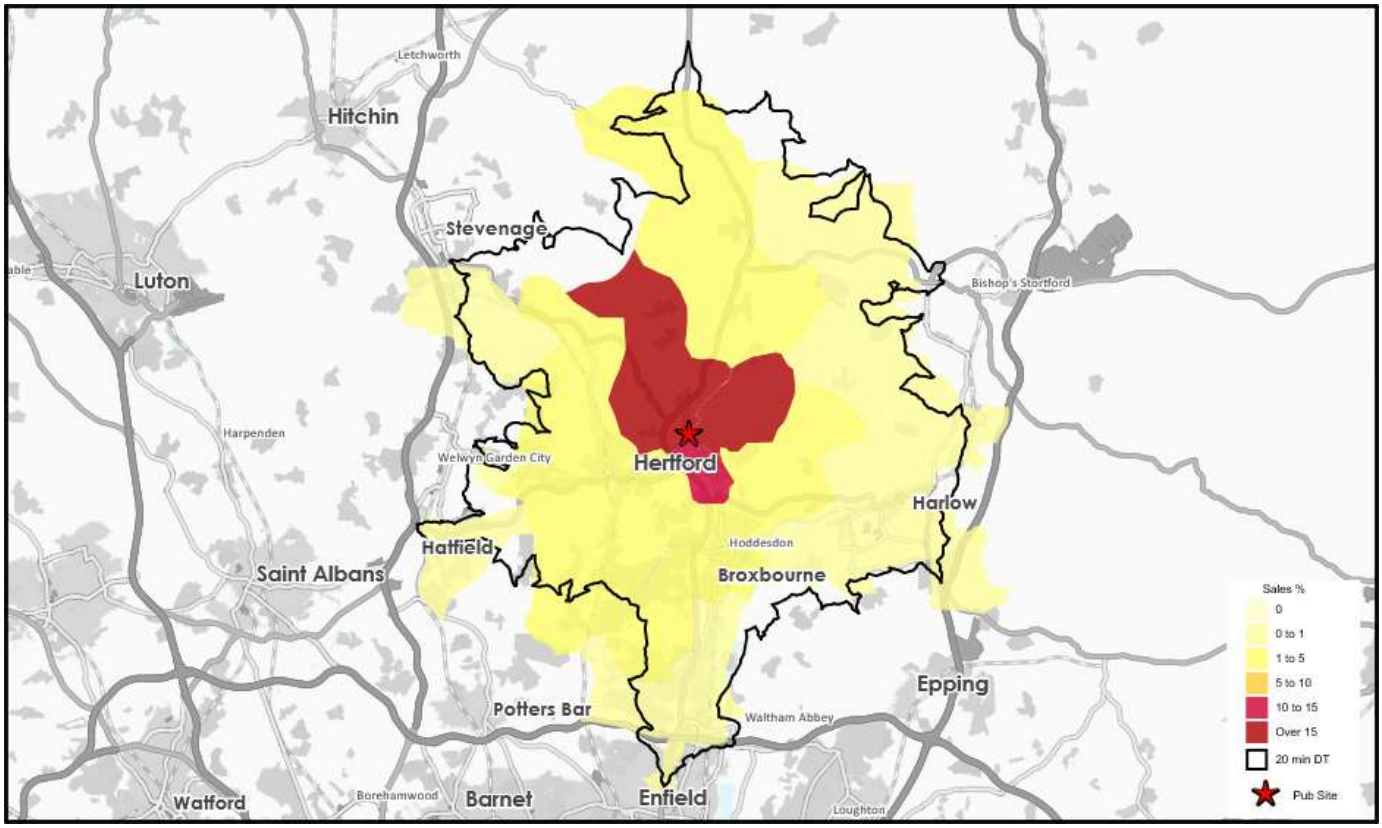
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Old Bulls Head Share of Spend from Postcode Sectors within 20 minute Drive



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 Old Bulls Head



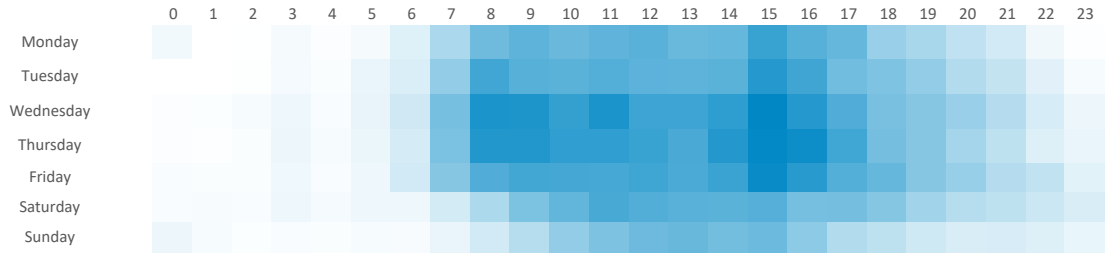
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Old Bulls Head

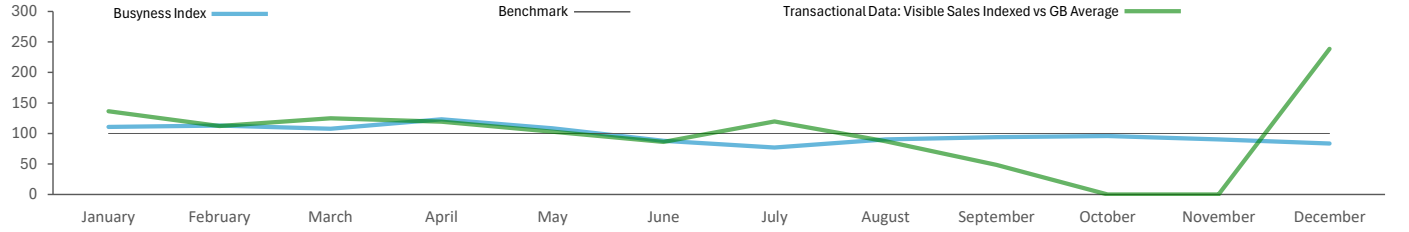
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Time of Day/Day of Week



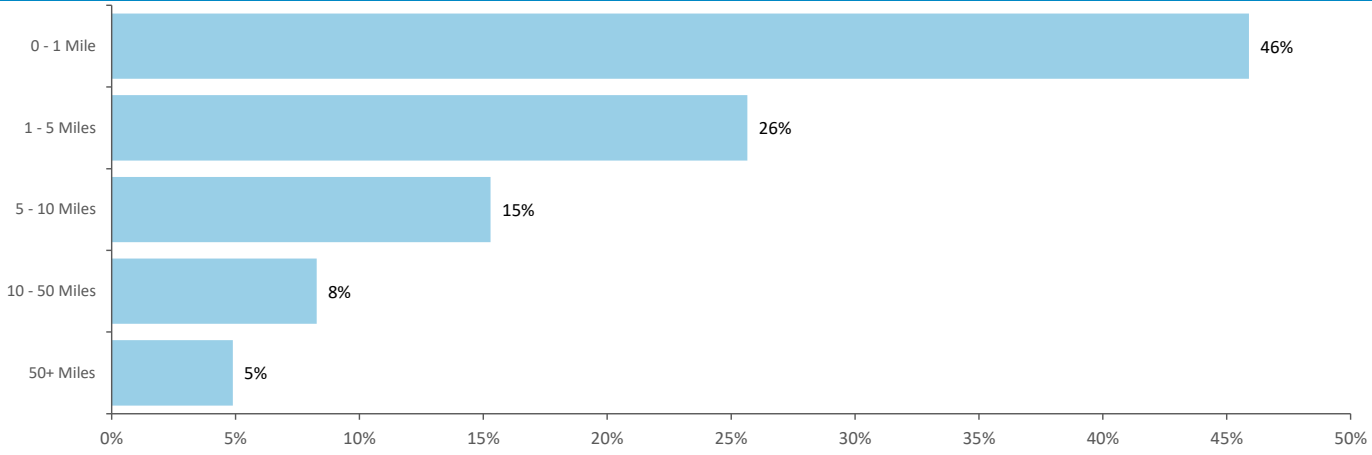
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



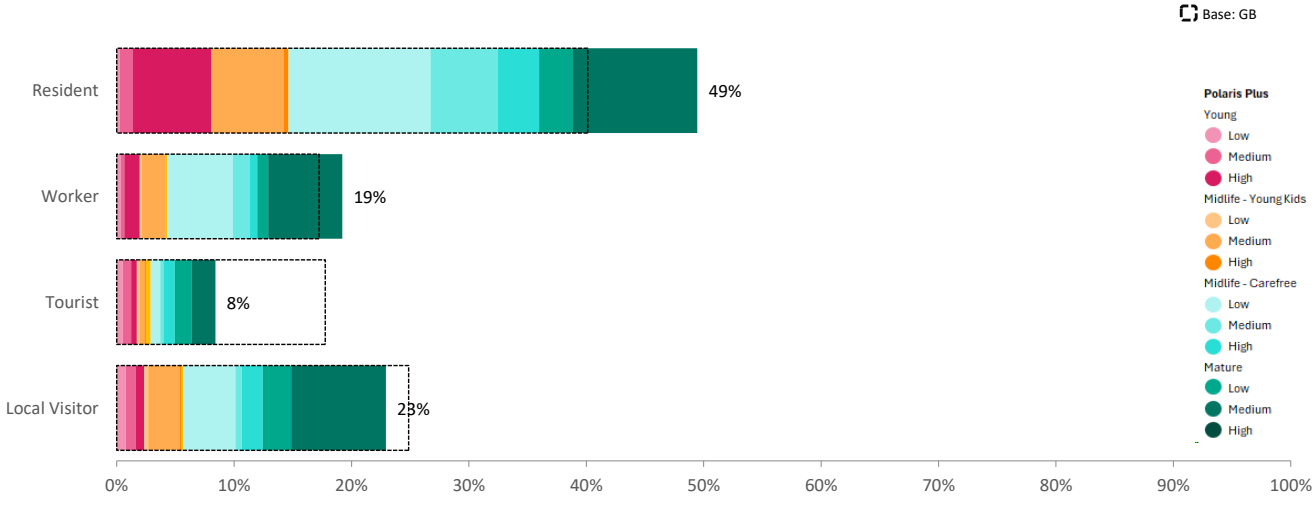
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



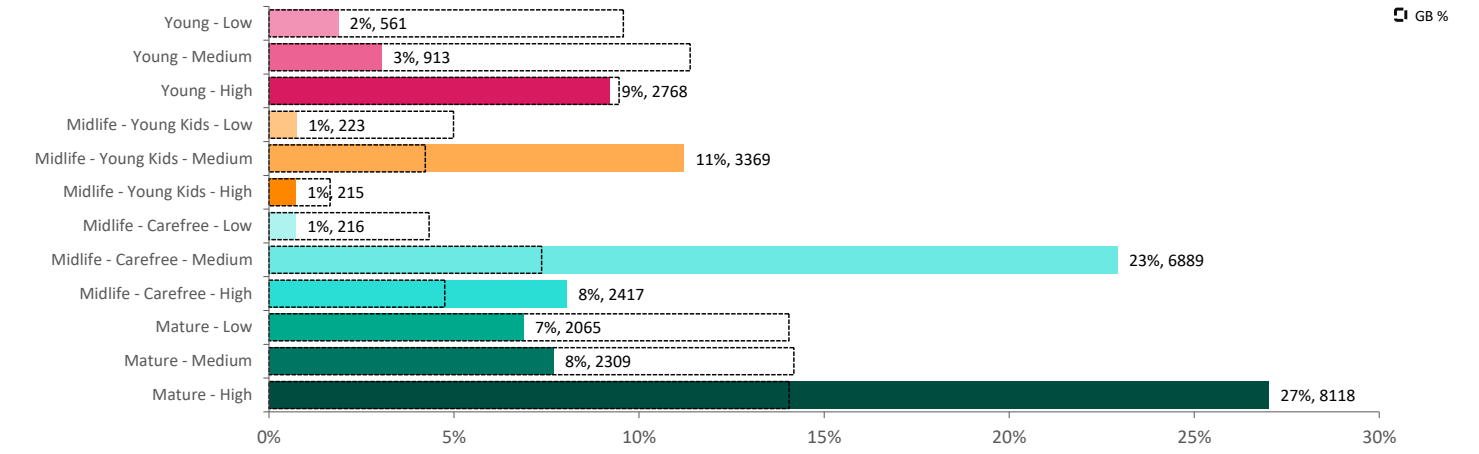
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Old Bulls Head

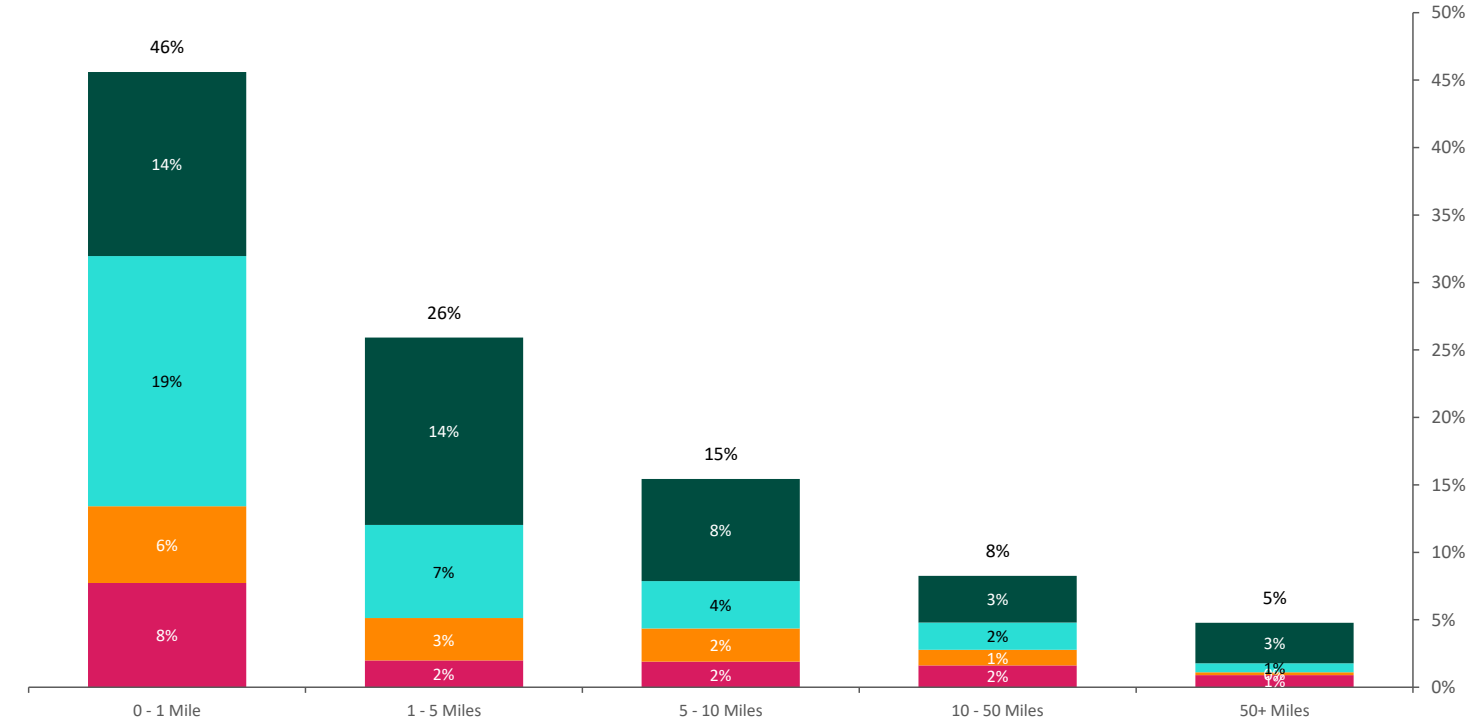
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Polaris Plus Profile



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



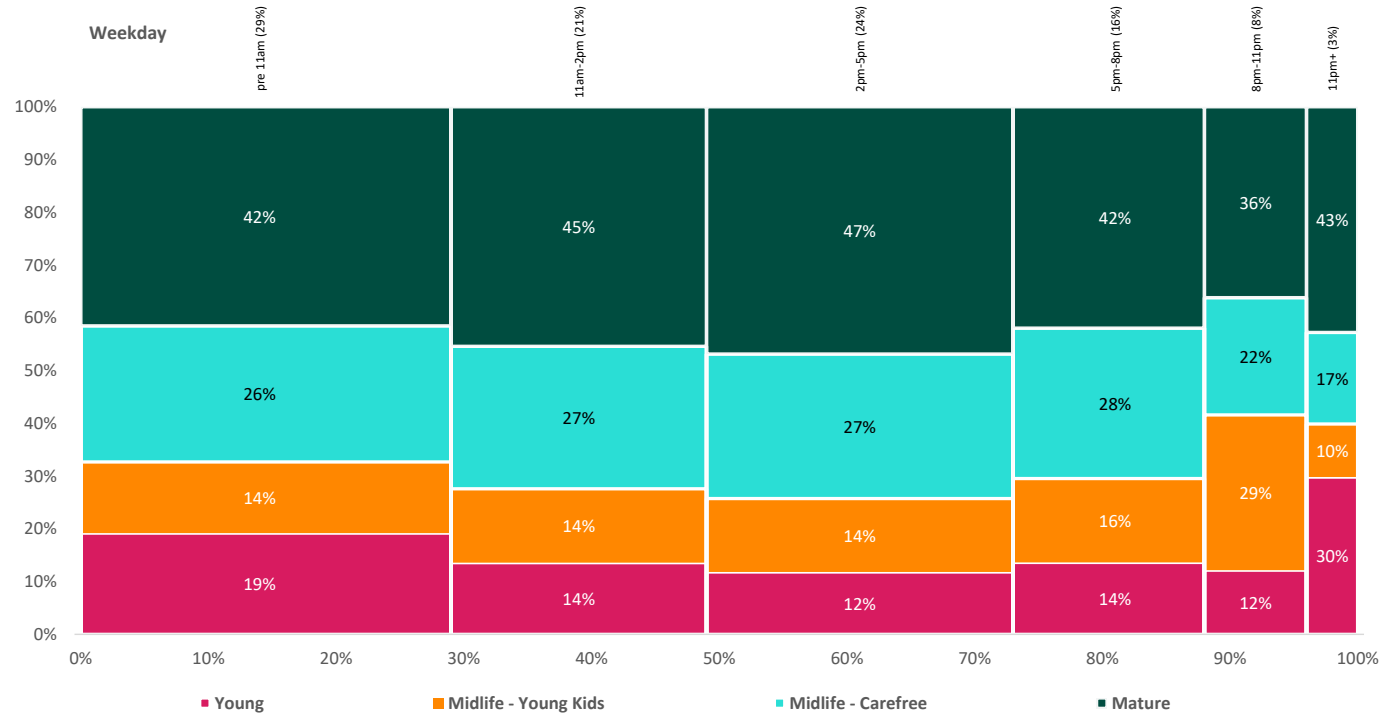
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Old Bulls Head

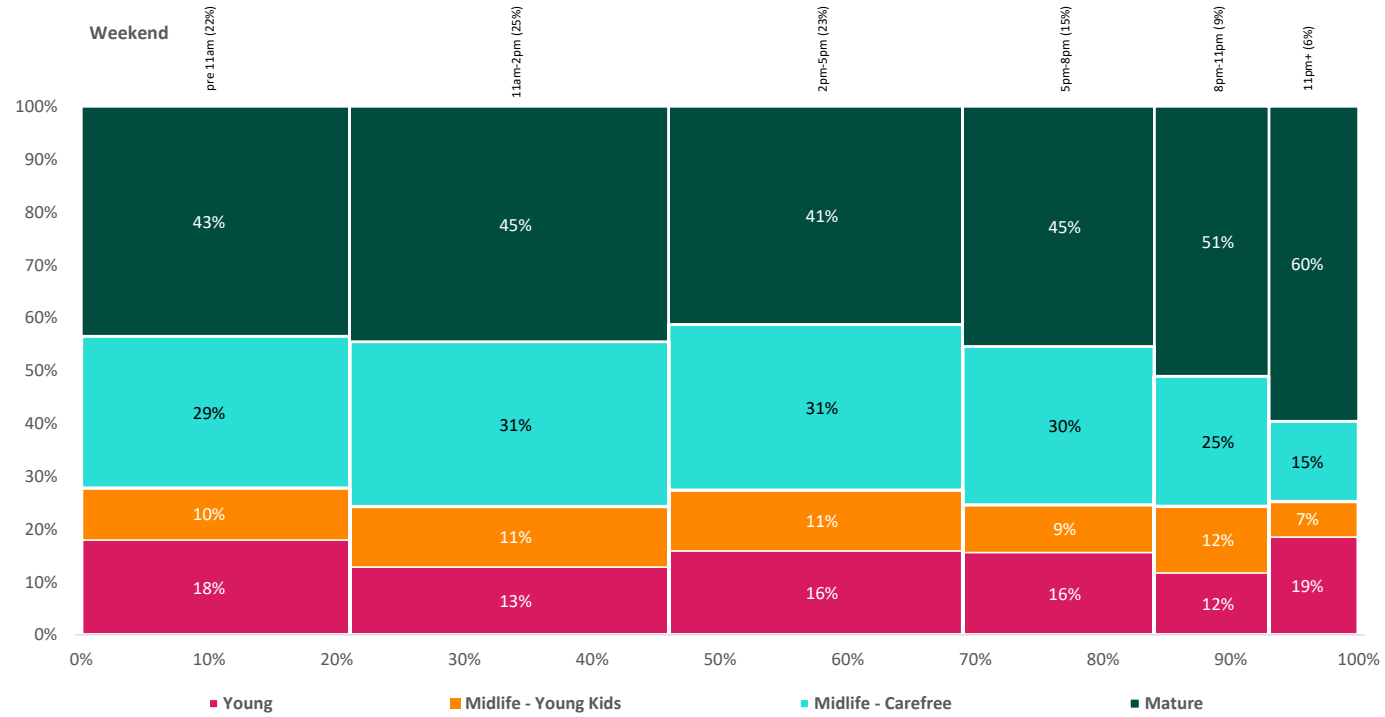
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	4.242	3.287	3.870	2.291	991	507	15.188
Midlife - Carefree	2.636	1.957	2.260	1.556	609	206	9.223
Midlife - Young Kids	1.380	1.011	1.150	869	805	119	5.335
Young	1.959	985	977	744	334	353	5.352
All	10.218	7.240	8.256	5.459	2.739	1.185	35.097

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



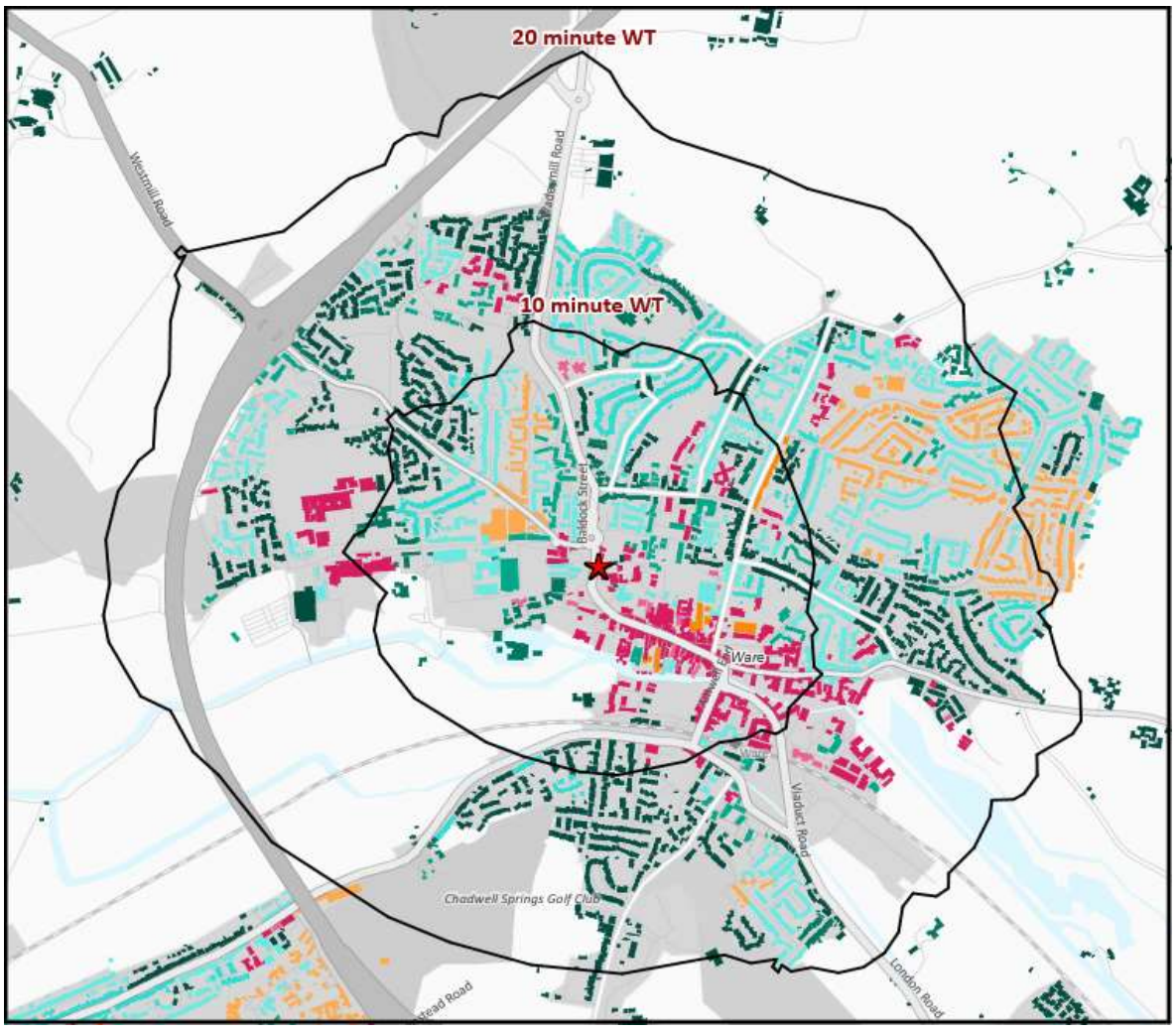
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	954	1.119	957	683	465	367	4.544
Midlife - Young Kids	632	785	728	452	225	94	2.915
Midlife - Carefree	213	284	264	134	114	41	1.049
Mature	397	326	371	236	108	115	1.552
All	2.195	2.514	2.321	1.504	911	616	10.061

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

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Polaris Plus Summary - Old Bulls Head

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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	0	0	16.216	0	0	63
Medium	178	287	10.513	28	17	37
High	1.593	2.850	18.899	415	282	108
Midlife - Young Kids						
Low	0	0	4.945	0	0	34
Medium	164	1.167	41.989	65	174	364
High	140	140	2.535	209	79	83
Midlife - Carefree						
Low	0	0	2.877	0	0	26
Medium	1.063	3.761	58.134	258	347	311
High	662	1.429	7.553	252	206	63
Mature						
Low	567	1.327	28.800	73	65	82
Medium	236	581	13.977	26	24	34
High	1.000	3.420	52.928	116	150	135
Not Private Households	145	190	1.732	236	117	62
Total	5.748	15.152	261.098			

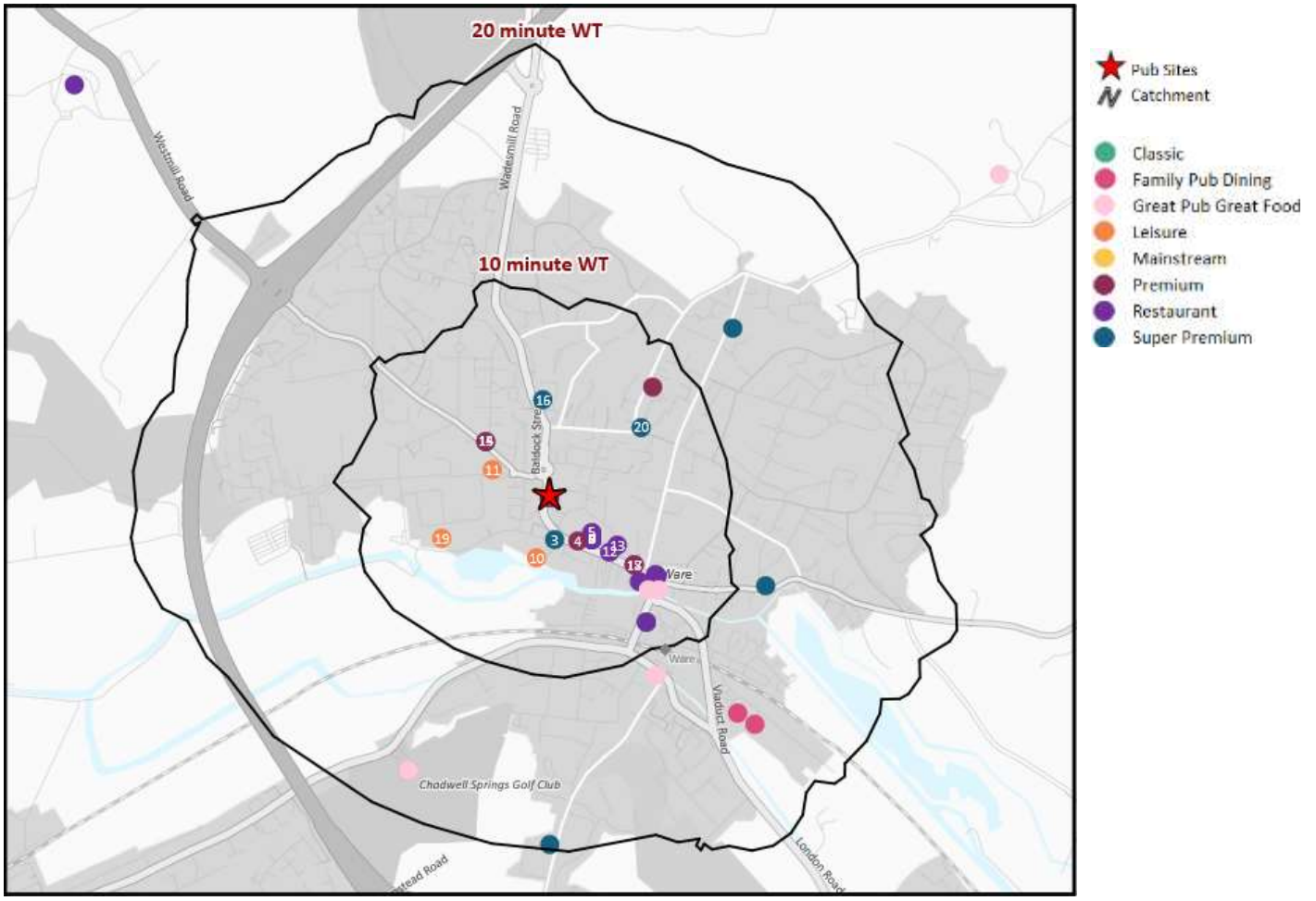
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CGA Summary - Old Bulls Head

STAR PUBS

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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	Old Bulls Head	SG12 9DZ	Star Pubs & Bars	Premium	4,2%	91,0%	0,00
1	Mixer	SG12 9DZ	Independent Free	Premium	3,4%	80,2%	0,00
2	Ware Tandoori Restaurant	SG12 9DZ	Independent Free	Restaurant	0,0%	0,0%	0,00
3	Brewery Tap	SG12 9AD	Greene King	Super Premium	13,6%	85,5%	0,09
4	Mexican Ware	SG12 9AP	Unknown	Premium	0,1%	69,7%	0,11
5	Prezzo	SG12 9XF	Prezzo plc	Restaurant	10,4%	76,9%	0,12
6	Jacobys And Mexican	SG12 9EE	Independent Free	Super Premium	0,0%	0,0%	0,13
7	Punch House	SG12 9EE	Greene King	Super Premium	12,5%	76,6%	0,13
8	Enoteca	SG12 9EE	Independent Free	Restaurant	8,9%	84,7%	0,13
9	Village Taverna	SG12 9EE	Independent Free	Restaurant	5,3%	71,4%	0,13
10	Ware Priory	SG12 9AL	Independent Free	Leisure	0,0%	0,0%	0,13
11	Ware Football Club	SG12 0AJ	Independent Free	Leisure	3,7%	59,4%	0,13
12	Casa Lua	SG12 9DA	Independent Free	Restaurant	4,1%	82,4%	0,17
13	Sfizio Restaurant	SG12 9EW	Independent Free	Restaurant	3,9%	60,2%	0,18
14	Maltings	SG12 0AD	Admiral Taverns Ltd	Super Premium	1,7%	95,2%	0,18
15	Rose and Crown	SG12 0AD	McMullen & Sons Ltd	Premium	3,4%	87,2%	0,18
16	Wodson Park	SG12 0RB	Independent Free	Super Premium	0,0%	0,0%	0,21
17	Bell	SG12 9BY	Stonegate Pub Company	Premium	2,0%	80,8%	0,23
18	Sala Thai	SG12 9BY	Independent Free	Restaurant	5,4%	86,0%	0,23
19	Allenbury Sports and Social Club	SG12 0DJ	Independent Free	Leisure	15,3%	92,2%	0,25
20	Rifle Volunteer	SG12 7LY	Greene King	Super Premium	2,1%	70,8%	0,25

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 - Old Bulls Head

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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+	5.748	15.152	261.098
Number of Competition Pubs	30	38	381
Adults 18+ per Competition Pub	192	399	685

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	208	3,6%	46
Family Pub Dining	0	356	6,2%	68
Great Pub Great Food	3	1.142	19,9%	119
Leisure	4	568	9,9%	98
Mainstream	0	581	10,1%	72
Premium	6	921	16,0%	112
Restaurant	11	1.469	25,6%	111
Super Premium	6	357	6,2%	158

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	572	3,8%	48
Family Pub Dining	2	1.026	6,8%	74
Great Pub Great Food	4	3.042	20,1%	120
Leisure	4	1.567	10,4%	103
Mainstream	0	1.618	10,7%	77
Premium	6	2.431	16,1%	112
Restaurant	12	3.817	25,2%	109
Super Premium	10	885	5,8%	149

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	13	14.969	5,7%	73
Family Pub Dining	8	21.982	8,4%	93
Great Pub Great Food	61	47.365	18,1%	108
Leisure	75	27.219	10,4%	104
Mainstream	38	32.805	12,6%	90
Premium	64	40.052	15,3%	107
Restaurant	75	62.525	24,0%	104
Super Premium	47	12.376	4,7%	121

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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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