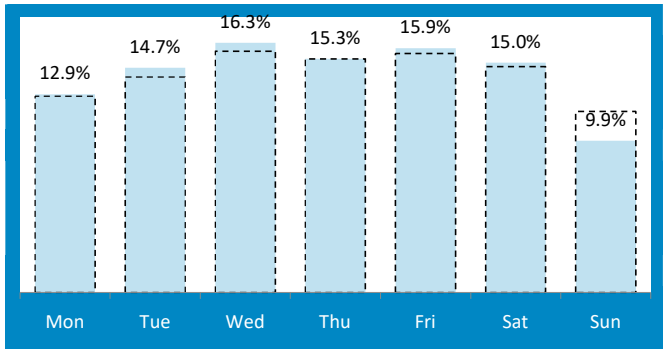
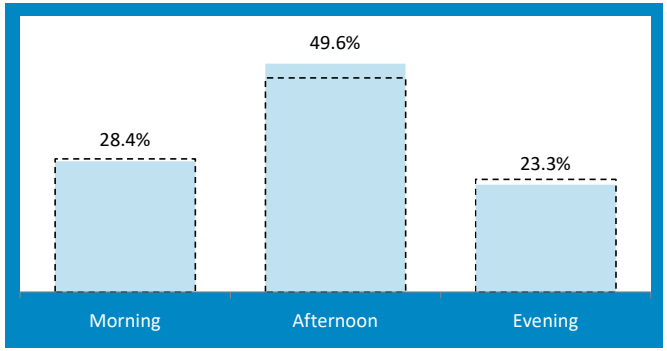
Golden Cross

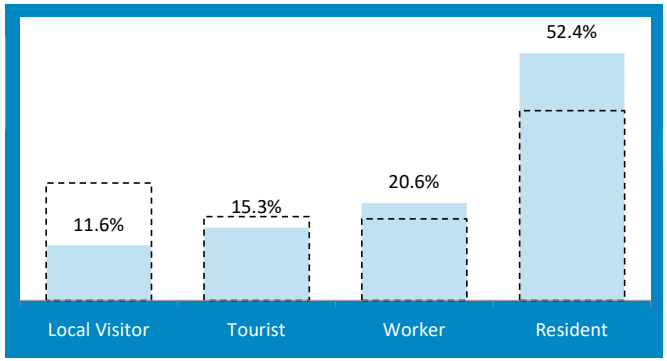
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		9,696	5,344
Adult Pop		9,113	4,529
Affluence	Low	12%	33%
	Medium	73%	38%
	High	2%	27%
Young		86%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		0%	16%
Mature		0%	44%
Competition Count		56	43

Visitors

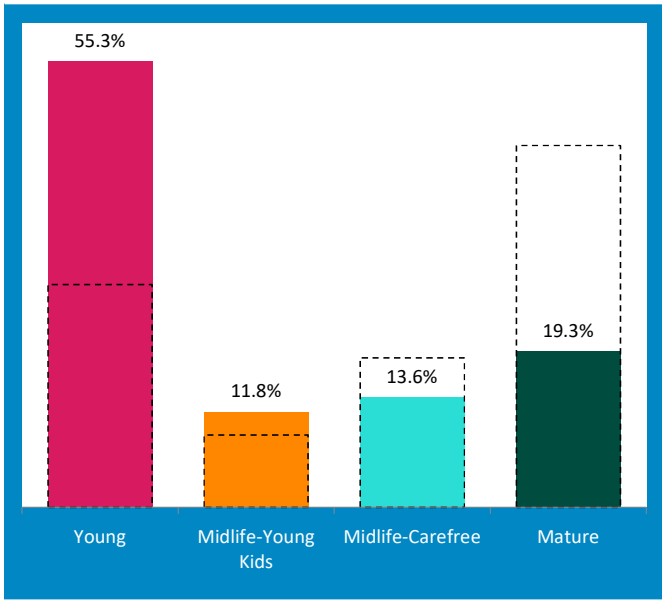






Spend Profile

	This Site	Benchmark
£ATV	£13	£30
Average Distance Travelled in miles	16	27



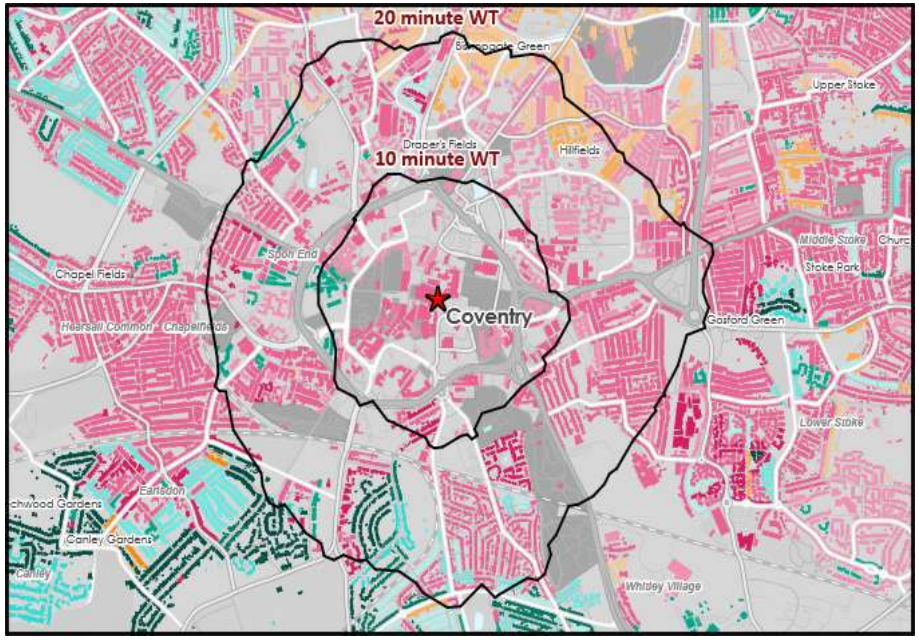
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Catchment Summary - Golden Cross

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		9,696	42,400	498,158	181	216	117
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		9,113	36,235	392,855	201	221	115
Competition Pubs		56	93	501	130	91	64
Adults 18+ per Competition Pub		163	390	784	24	57	114
% Adults Likely to Drink		76.0%	75.0%	79.0%	95	94	99
Affluence	Low	12.0%	30.5%	32.2%	36	92	97
	Medium	72.6%	60.3%	50.2%	190	158	131
	High	1.9%	4.7%	16.7%	7	17	61
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£11,370	£12,542	£21,207	50	56	94
Age Profile	18-24	5,984	14,536	58,942	725	403	139
	25-34	1,932	8,902	73,014	147	155	108
	35-44	470	4,502	69,769	36	79	104
	45-64	462	5,371	110,887	19	50	89
	65+	265	2,924	80,243	14	36	84



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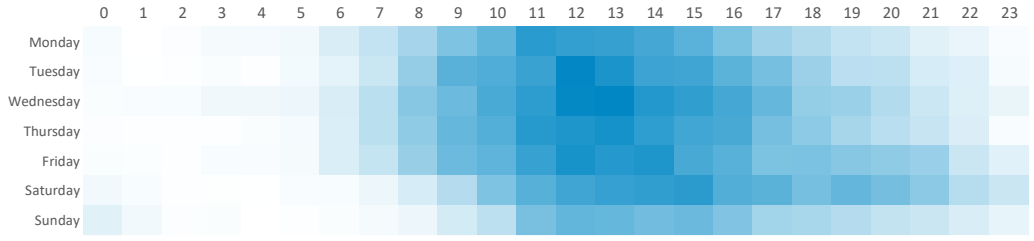
Pub Sites
Catchment

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	7,881	30,450	180,463	311	302	165
Midlife - Young Kids	0	2,231	32,648	0	56	76
Midlife - Carefree	0	584	55,415	0	10	89
Mature	0	1,321	120,501	0	8	69
Not Private Households	1,232	1,649	3,828	111,738	37,613	8,054
Total	**9,113**	**36,235**	**392,855**			

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Per Pub - Golden Cross

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	9,113	36,235	392,855
Number of Competition Pubs	56	93	501
Adults 18+ per Competition Pub	163	390	784

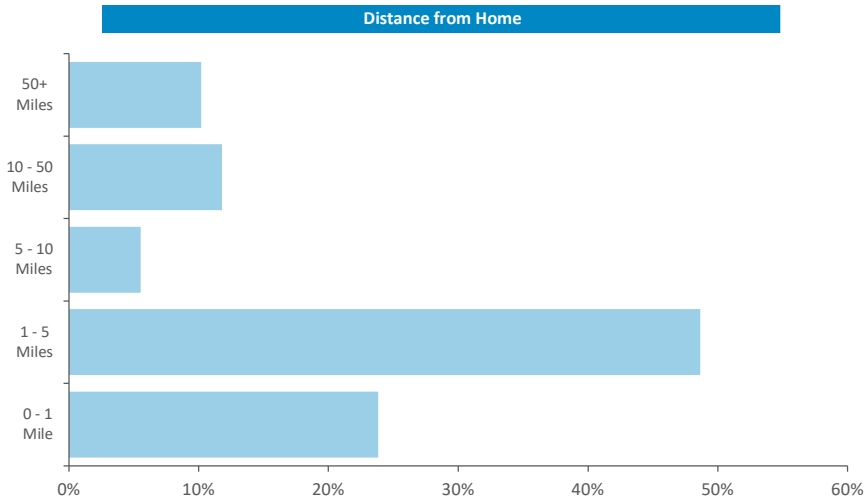
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	14	907	10.0%	127
Family Pub Dining	1	780	8.6%	94
Great Pub Great Food	2	965	10.6%	63
Leisure	9	707	7.8%	77
Mainstream	12	1,331	14.6%	105
Premium	2	1,165	12.8%	89
Restaurant	16	1,785	19.6%	85
Super Premium	0	240	2.6%	67

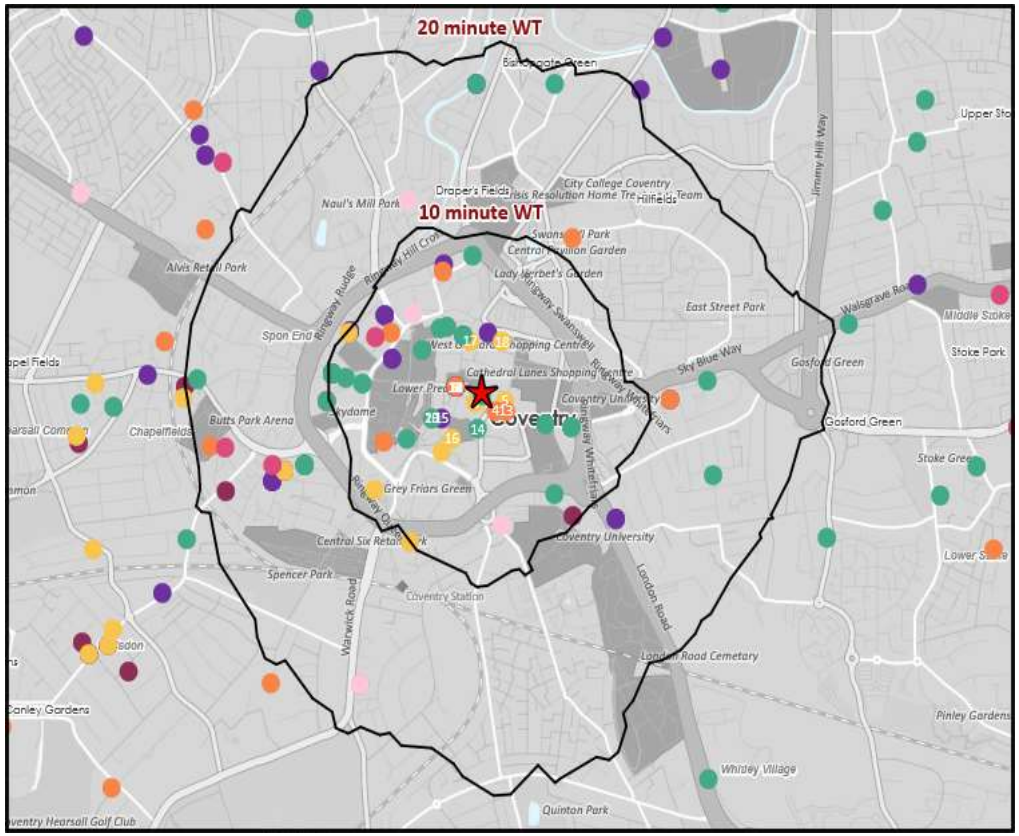
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	27	4,121	11.4%	145
Family Pub Dining	3	3,630	10.0%	110
Great Pub Great Food	4	4,245	11.7%	70
Leisure	15	3,166	8.7%	87
Mainstream	14	5,748	15.9%	114
Premium	3	4,844	13.4%	93
Restaurant	27	7,809	21.6%	94
Super Premium	0	1,023	2.8%	72

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	100	36,975	9.4%	120
Family Pub Dining	41	37,862	9.6%	106
Great Pub Great Food	41	58,975	15.0%	90
Leisure	82	38,373	9.8%	97
Mainstream	71	59,340	15.1%	108
Premium	68	55,381	14.1%	99
Restaurant	86	88,748	22.6%	98
Super Premium	12	13,339	3.4%	86



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Competition - Golden Cross



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
11	Zizzi	CV 1 1LL	Azzurri Group Ltd	Restaurant	15.9%	0.07
9	Boom Battle Bar	CV 1 1LL	Boom Battle Bar	Leisure	12.8%	0.07
8	Cosy Club	CV 1 1LL	Loungers	Premium	10.0%	0.07
17	Flying Standard	CV 1 1FL	Wetherspoons GB	Mainstream	9.5%	0.13
5	Slug And Lettuce	CV 1 5RN	Stonegate Pub Company	Mainstream	9.2%	0.06
3	Earl Of Mercia	CV 1 5RE	Wetherspoons GB	Mainstream	7.6%	0.02
7	Turtle Bay	CV 1 1LL	Turtle Bay Restaurants	Restaurant	7.0%	0.07
0	Golden Cross	CV 1 5RF	Star Pubs & Bars	Mainstream	7.0%	0.00
12	Las Iguanas	CV 1 1LL	Big Table Group Ltd	Restaurant	6.8%	0.07
14	Castle Grounds	CV 1 2UR	Stonegate Pub Company	Classic	5.4%	0.08
10	Five Guys	CV 1 1LL	Five Guys	Restaurant	3.6%	0.07
16	Squirrel	CV 1 2GY	Punch Pub Company	Mainstream	2.5%	0.13
6	Wagamama	CV 1 1LL	Restaurant Group	Restaurant	1.8%	0.07
15	China Red	CV 1 1LB	Independent Free	Restaurant	0.6%	0.12
1	7Bone	CV 1 5RF	7Bone	Restaurant	0.5%	0.00
2	Playwrights Cafe Bar and Bistro	CV 1 5RF	Independent Free	Classic	0.0%	0.00
4	Council House	CV 1 5RR	Independent Free	Leisure	0.0%	0.05
13	Yard	CV 1 5RU	Independent Free	Leisure	0.0%	0.07
18	Britannia Hotel	CV 1 5RP	Britannia Hotels	Mainstream	0.0%	0.14
19	Catch Twenty Two	CV 1 1LF	Independent Free	Classic	0.0%	0.14
20	Hmv Empire Coventry	CV 1 1LF	Independent Free	Leisure	0.0%	0.14

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

Pub Sites
Catchment

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

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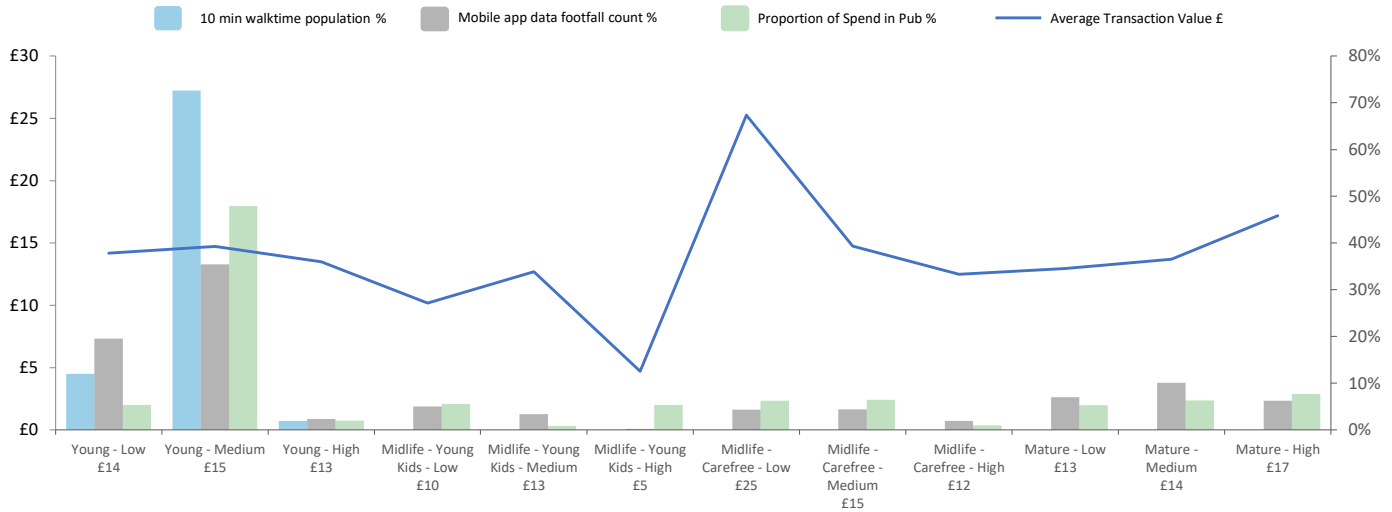
Catchment Summary - Golden Cross

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
26216	Golden Cross	CV 1 5RF	Star Pubs & Bars	Mainstream	5



Polaris Plus Profile



See the Glossary page for further information on the above variables

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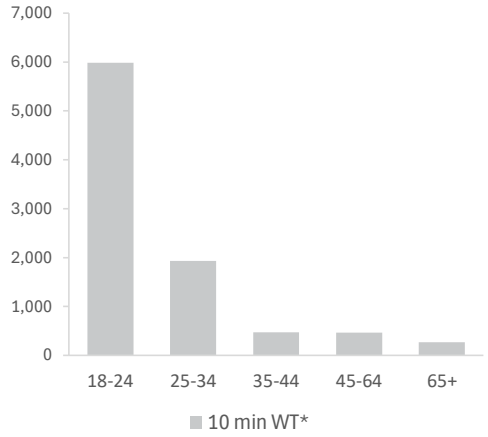
Catchment Summary - Golden Cross

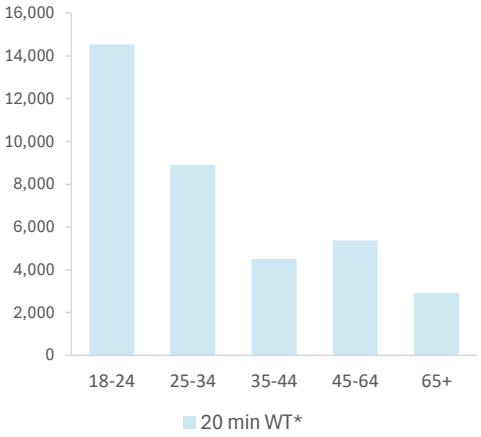
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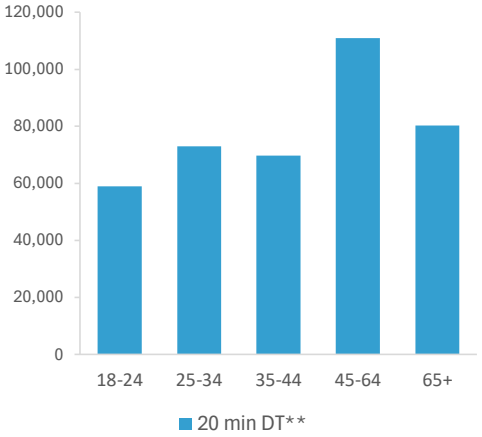
Over GB Average
Around GB Average
Under GB Average

*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		9,696	42,400	498,158	181	216	117
					Population & Adults 18+ index is based on all pubs		
Adults 18+		9,113	36,235	392,855	201	221	115
Competition Pubs		56	93	501	130	91	64
Adults 18+ per Competition Pub		163	390	784	24	57	114
% Adults Likely to Drink		76.0%	75.0%	79.0%	95	94	99
Affluence	Low	12.0%	30.5%	32.2%	36	92	97
	Medium	72.6%	60.3%	50.2%	190	158	131
	High	1.9%	4.7%	16.7%	7	17	61
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£11,370	£12,542	£21,207	50	56	94
Age Profile	18-24	5,984	14,536	58,942	725	403	139
	25-34	1,932	8,902	73,014	147	155	108
	35-44	470	4,502	69,769	36	79	104
	45-64	462	5,371	110,887	19	50	89
	65+	265	2,924	80,243	14	36	84







		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	5,203 (54%)	23,125 (55%)	250,075 (50%)	109	111	102
	Female	4,493 (46%)	19,275 (45%)	248,083 (50%)	91	89	98
Economic Status (16+)	Employed: Full-time	907 (10%)	7,664 (21%)	137,479 (34%)	29	61	100
	Employed: Part-time	177 (2%)	2,350 (6%)	43,610 (11%)	16	53	90
	Self employed	132 (1%)	1,443 (4%)	28,586 (7%)	15	42	76
	Unemployed	128 (1%)	1,360 (4%)	12,782 (3%)	50	133	115
	Full-time student	2,094 (23%)	5,286 (14%)	16,718 (4%)	905	570	166
	Retired	472 (5%)	3,428 (9%)	79,263 (20%)	23	42	90
	Other	5,361 (58%)	15,629 (42%)	86,696 (21%)	325	237	120
Total Worker Count		11,777	26,359	209,747			

See the Glossary page for further information on the above variables

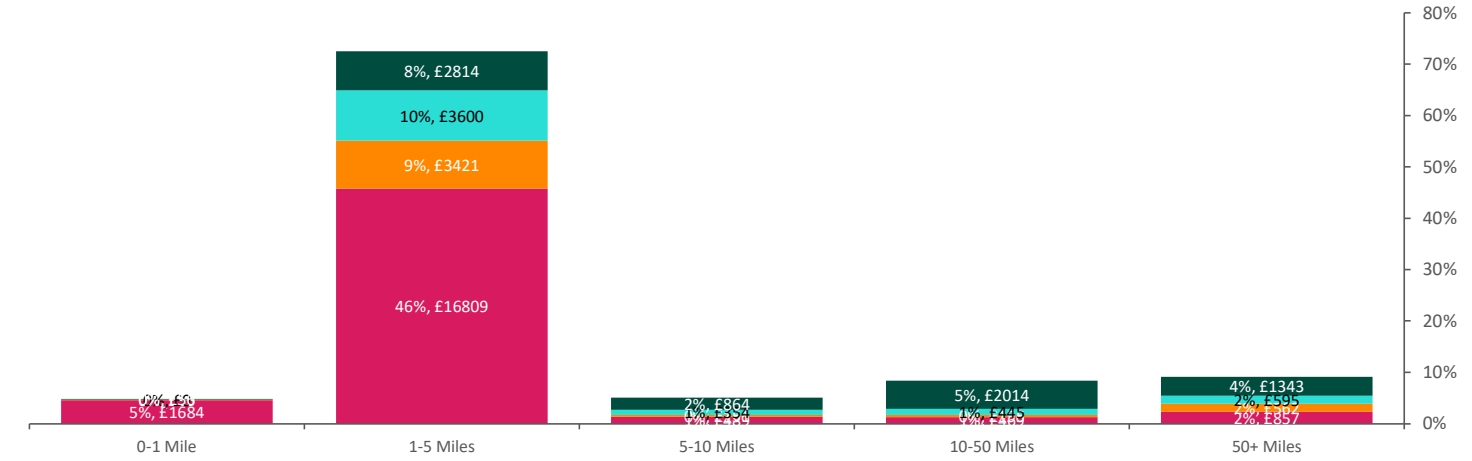
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Transactional Data Summary - Golden Cross

STAR PUBS

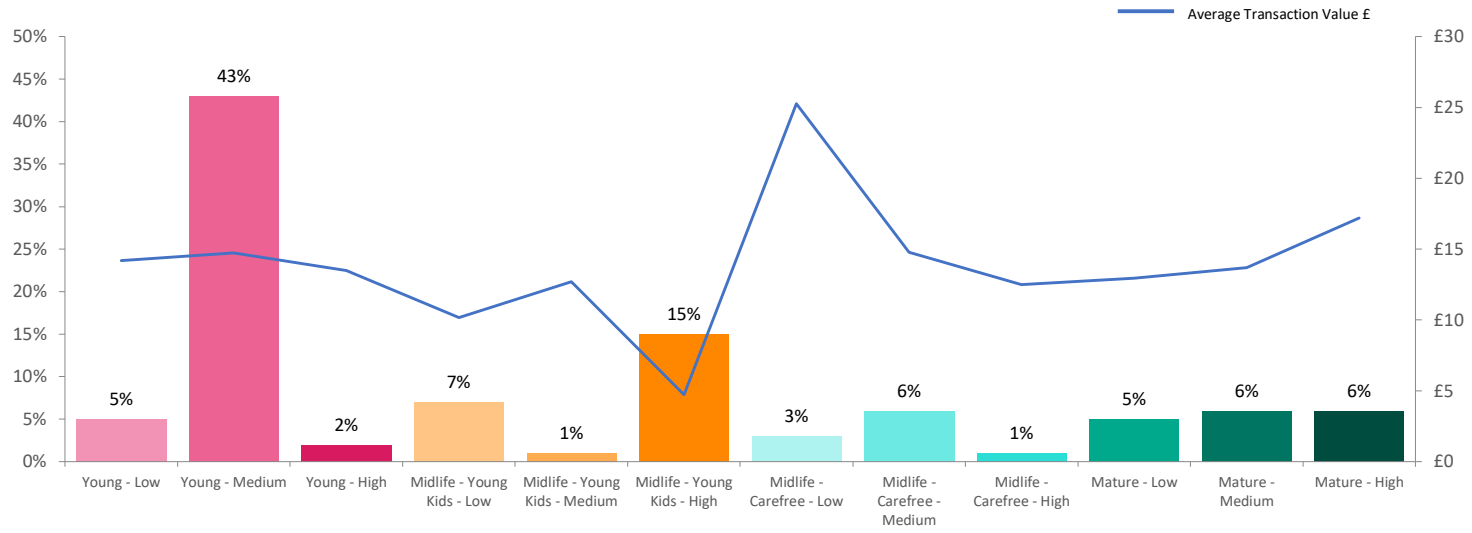
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Spend by Polaris and Distance from Home



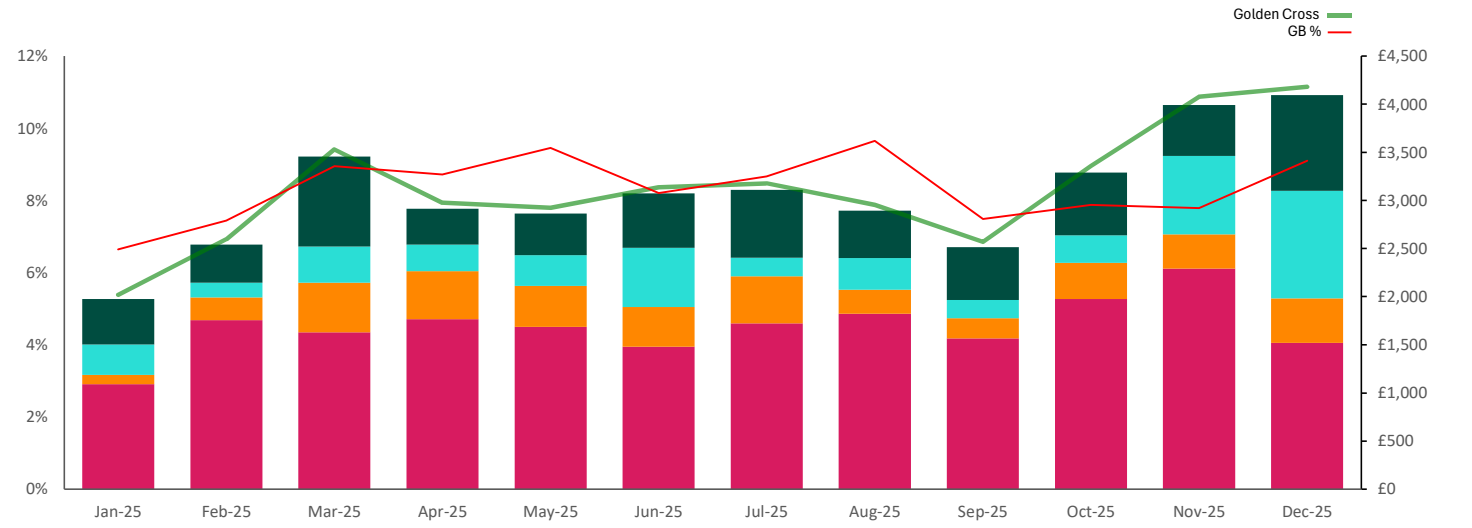
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

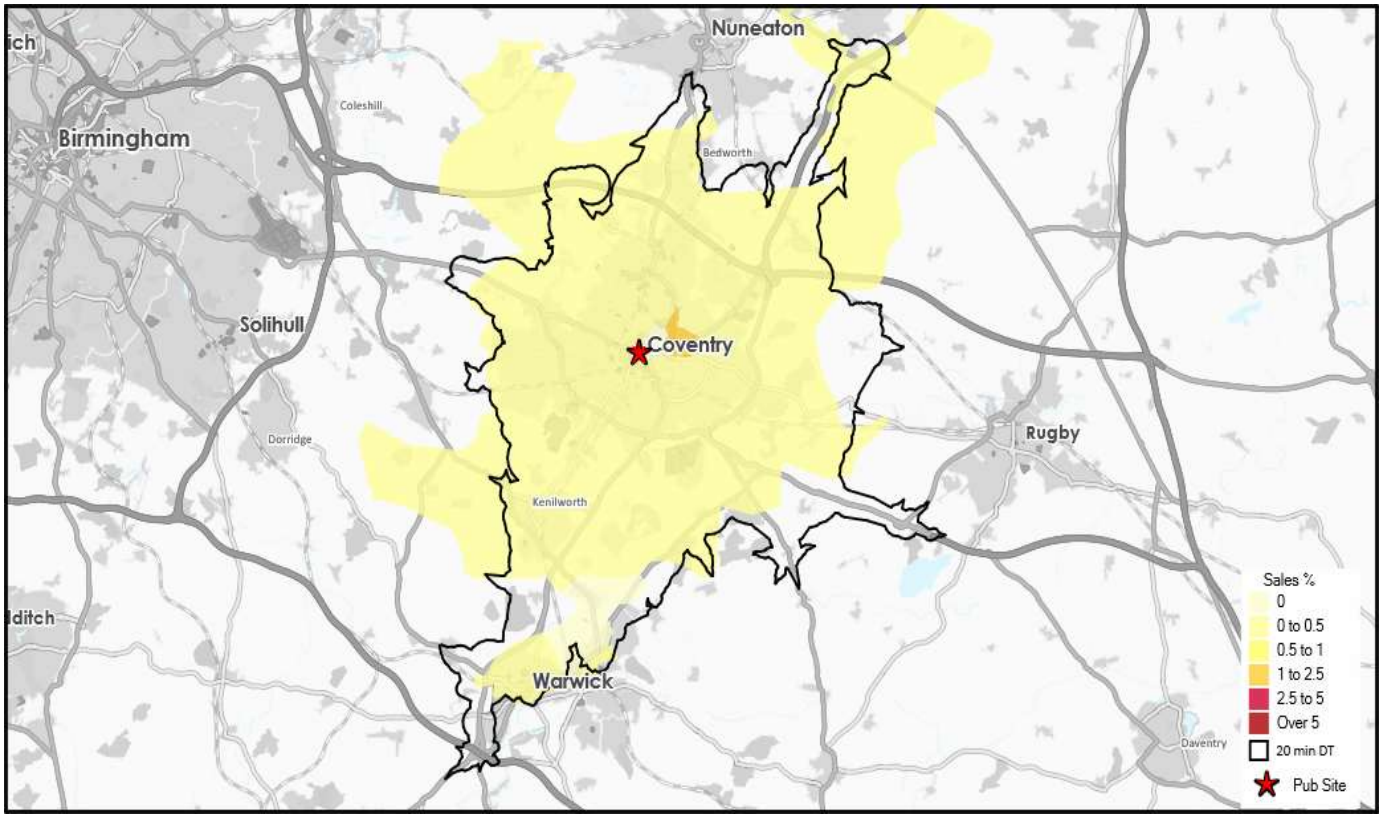
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Transactional Data Maps - Golden Cross

STAR PUBS

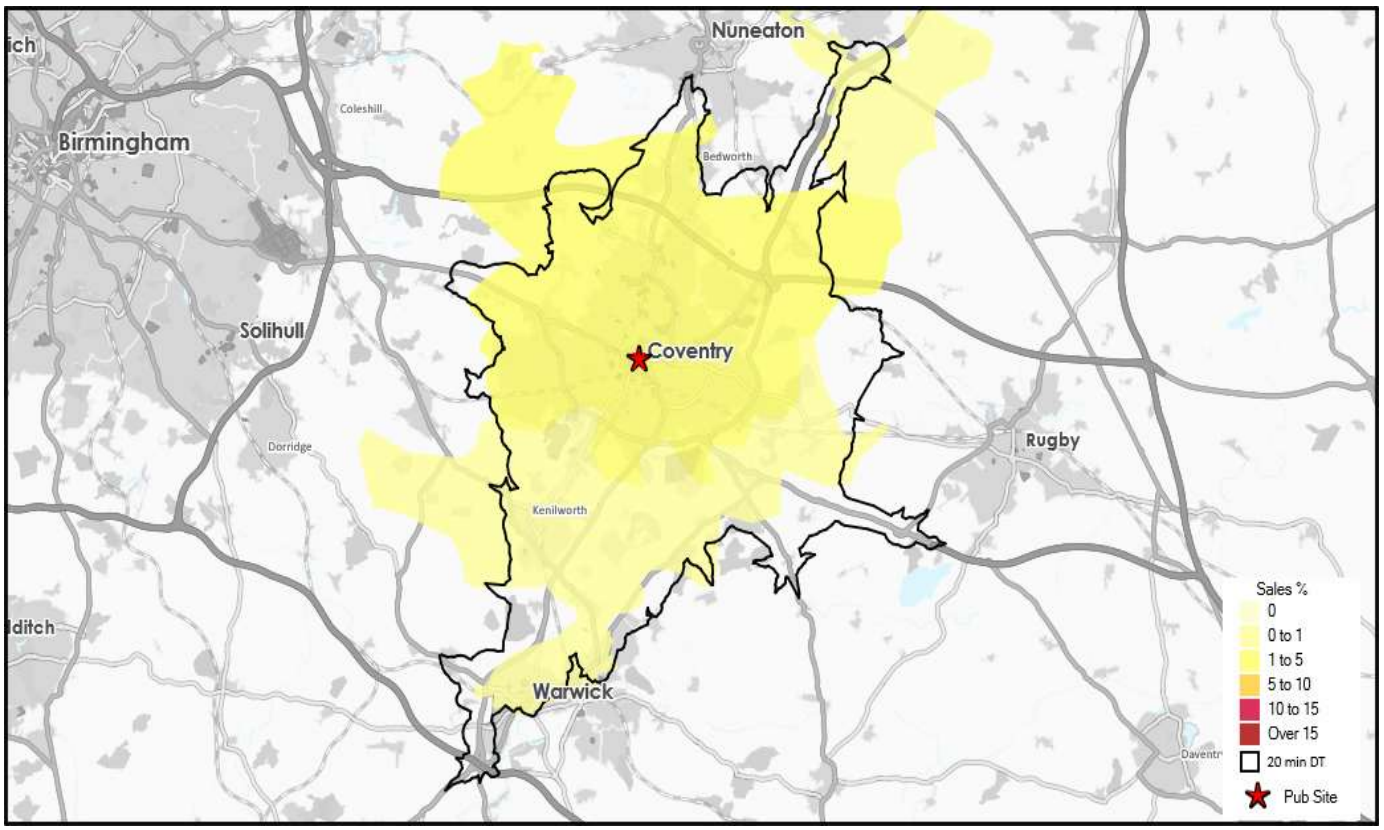
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Golden Cross Share of Spend from Postcode Sectors within 20 minute Drive



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 Golden Cross



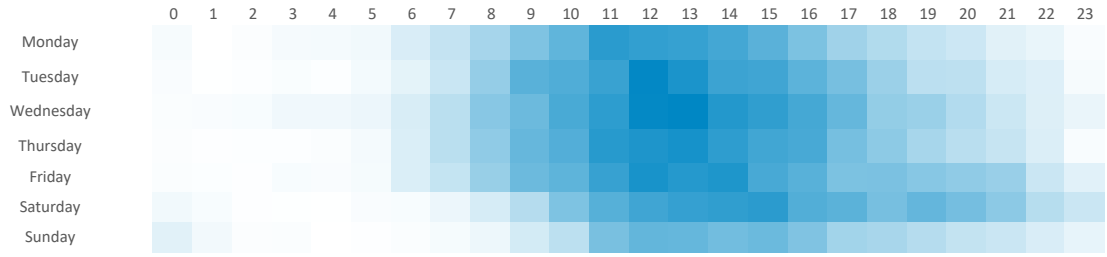
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Golden Cross

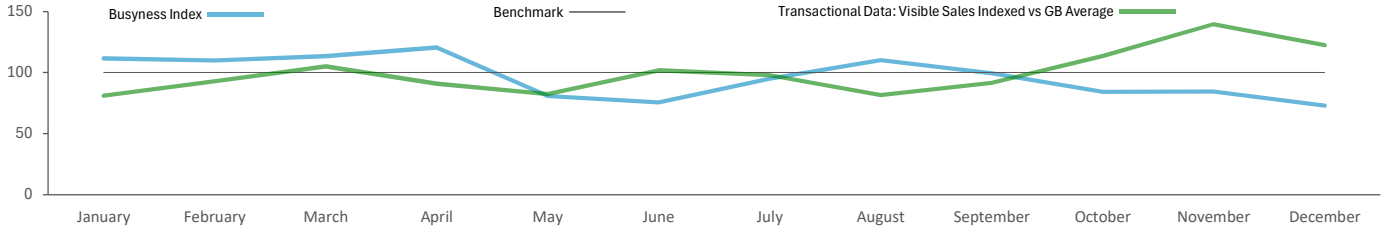
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Time of Day/Day of Week



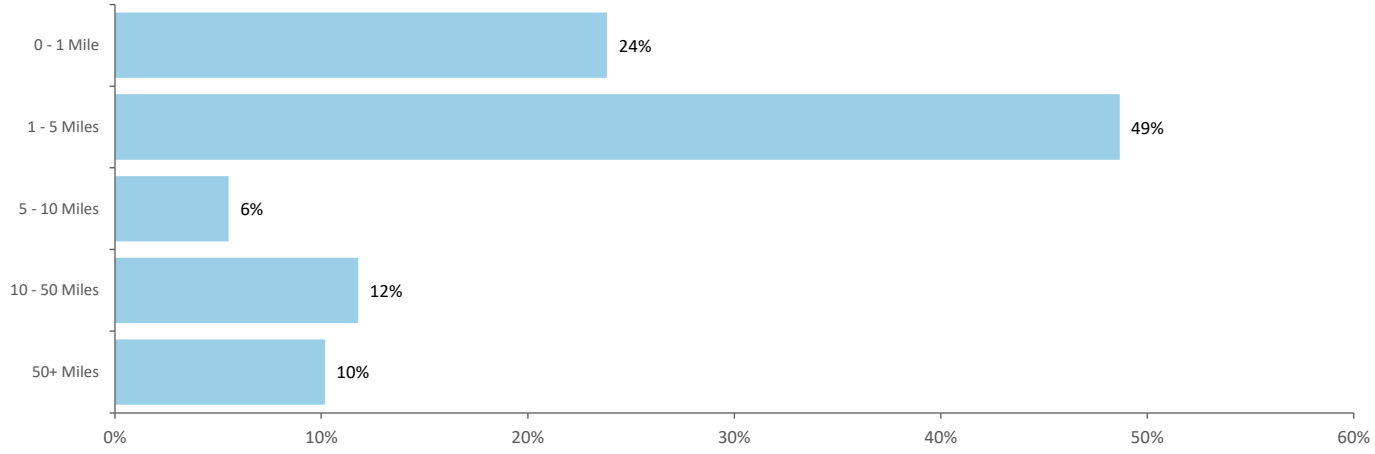
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



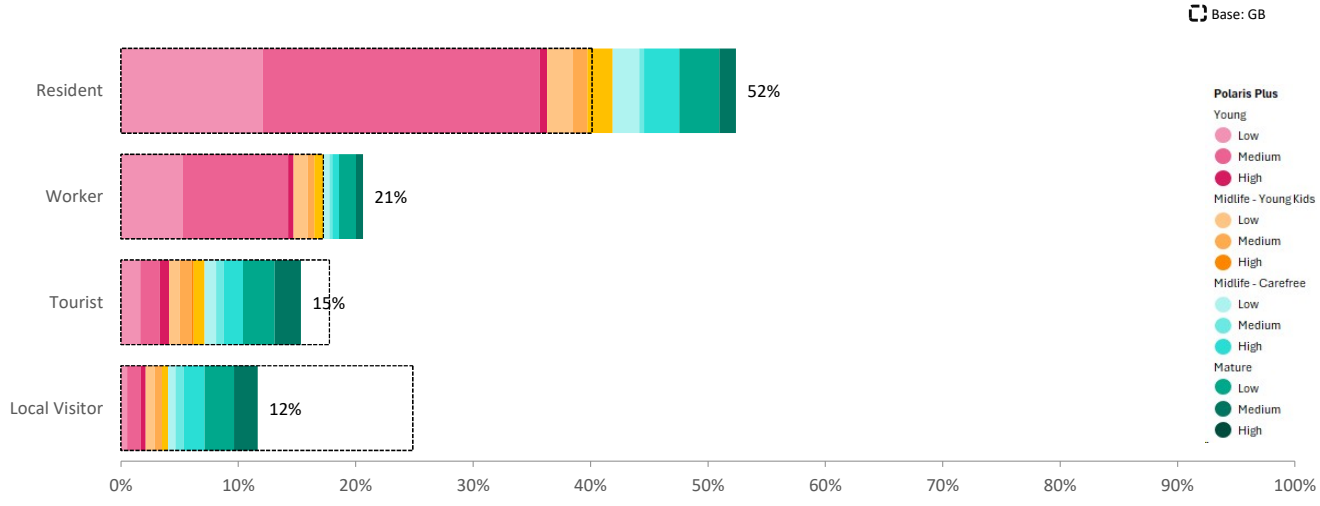
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



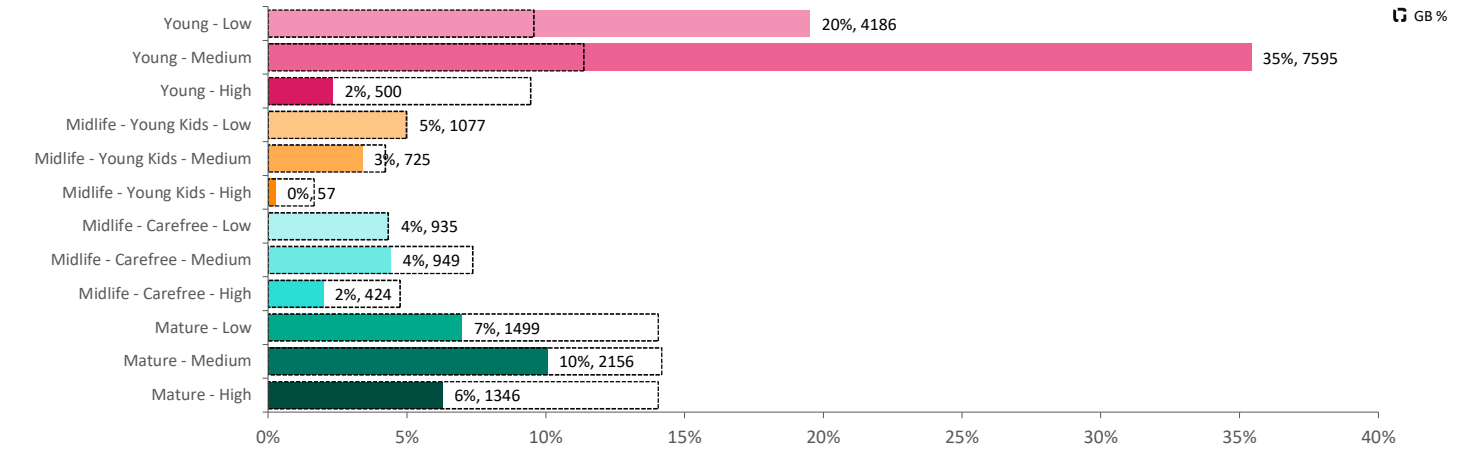
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Golden Cross

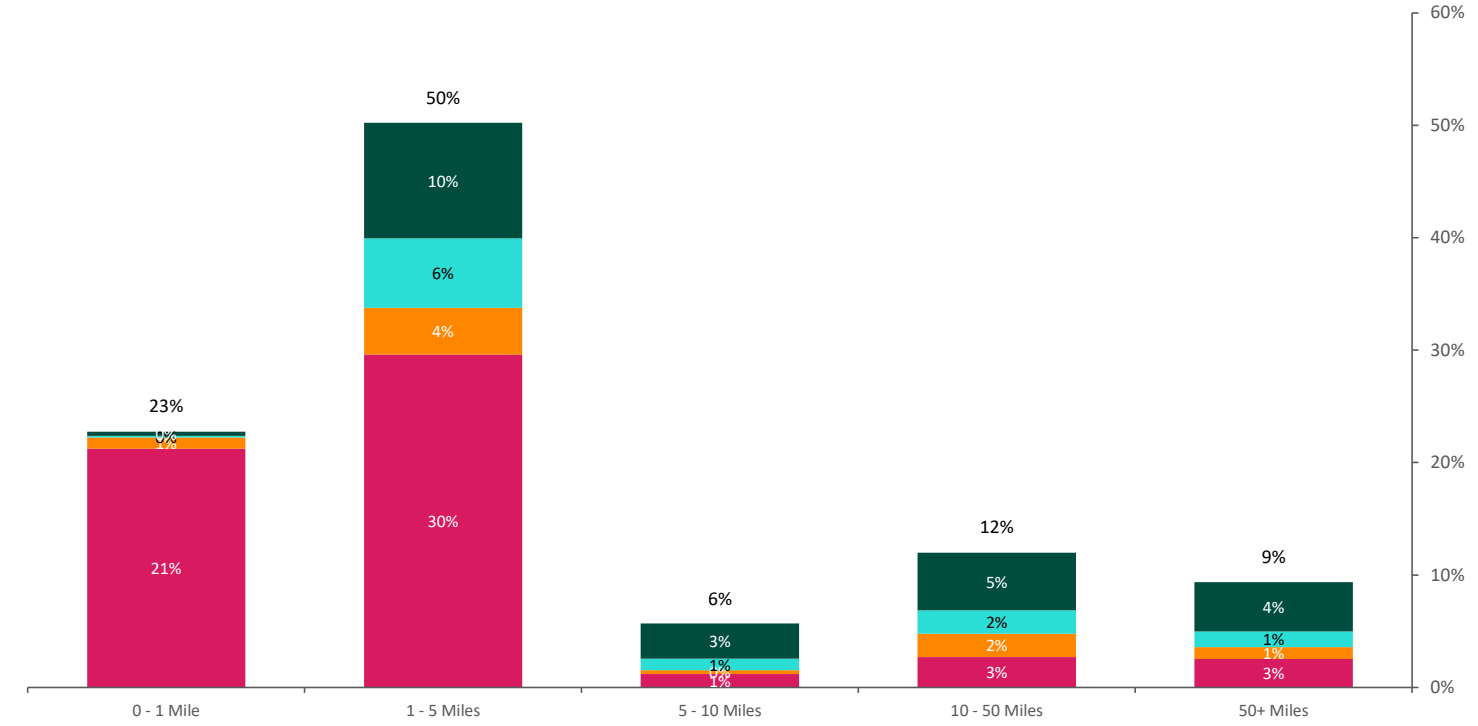
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Polaris Plus Profile



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

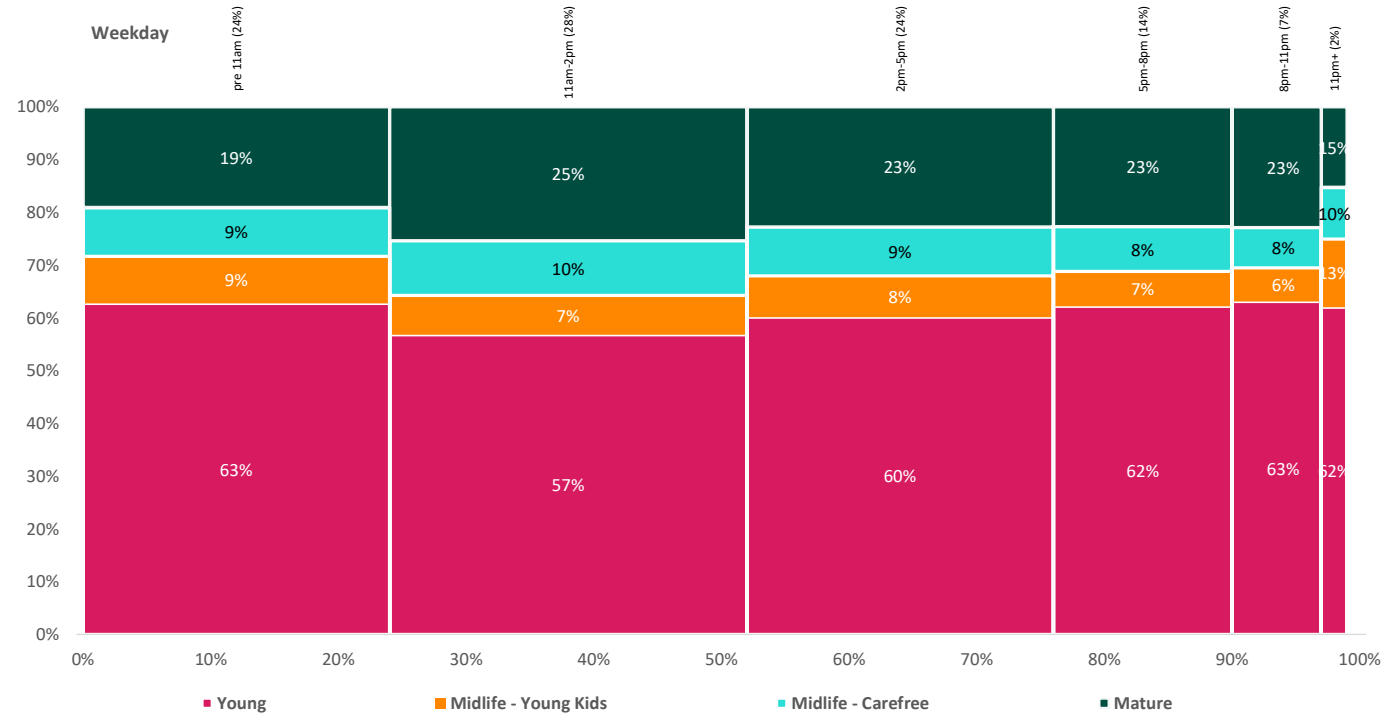
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Mobile Data Summary - Golden Cross

STAR PUBS

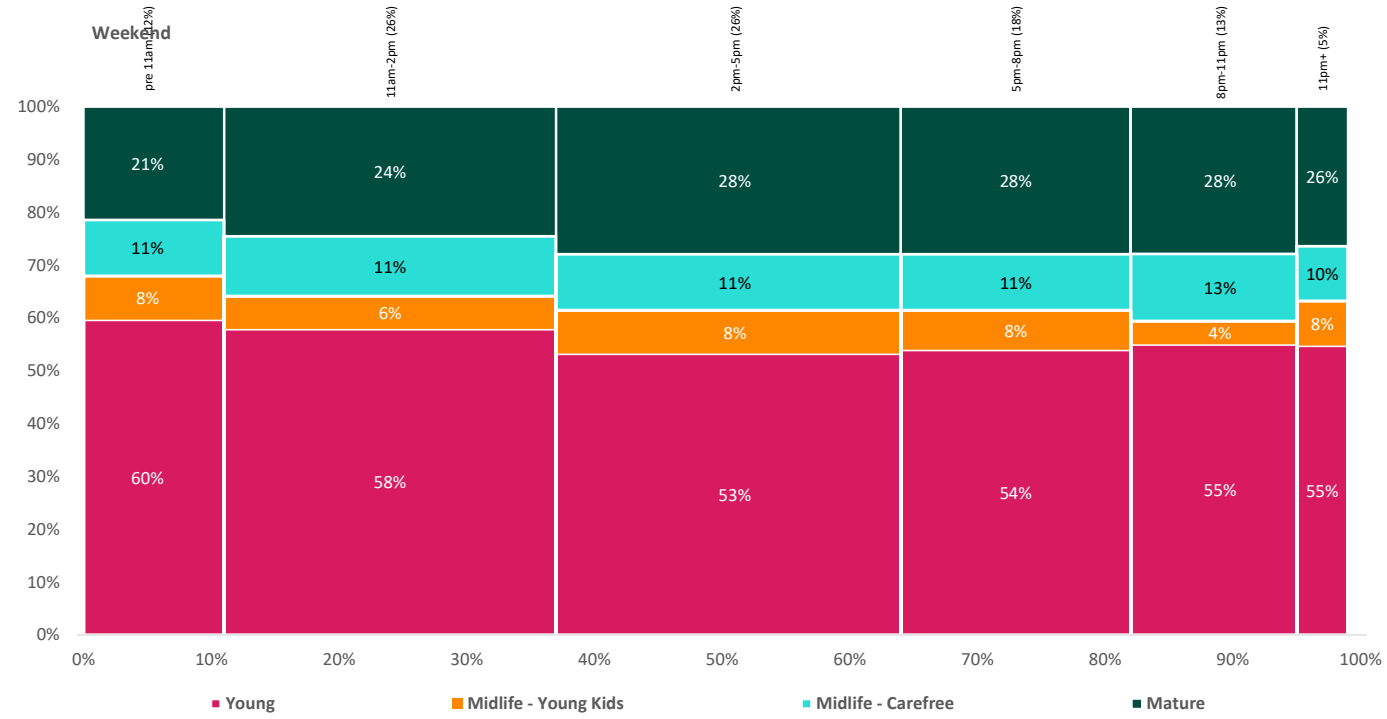
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,136	1,794	1,356	783	418	83	5,570
Midlife - Carefree	551	731	555	291	140	53	2,322
Midlife - Young Kids	533	528	468	228	116	71	1,943
Young	3,736	4,015	3,588	2,145	1,155	339	14,978
All	5,956	7,068	5,966	3,447	1,830	546	24,813

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



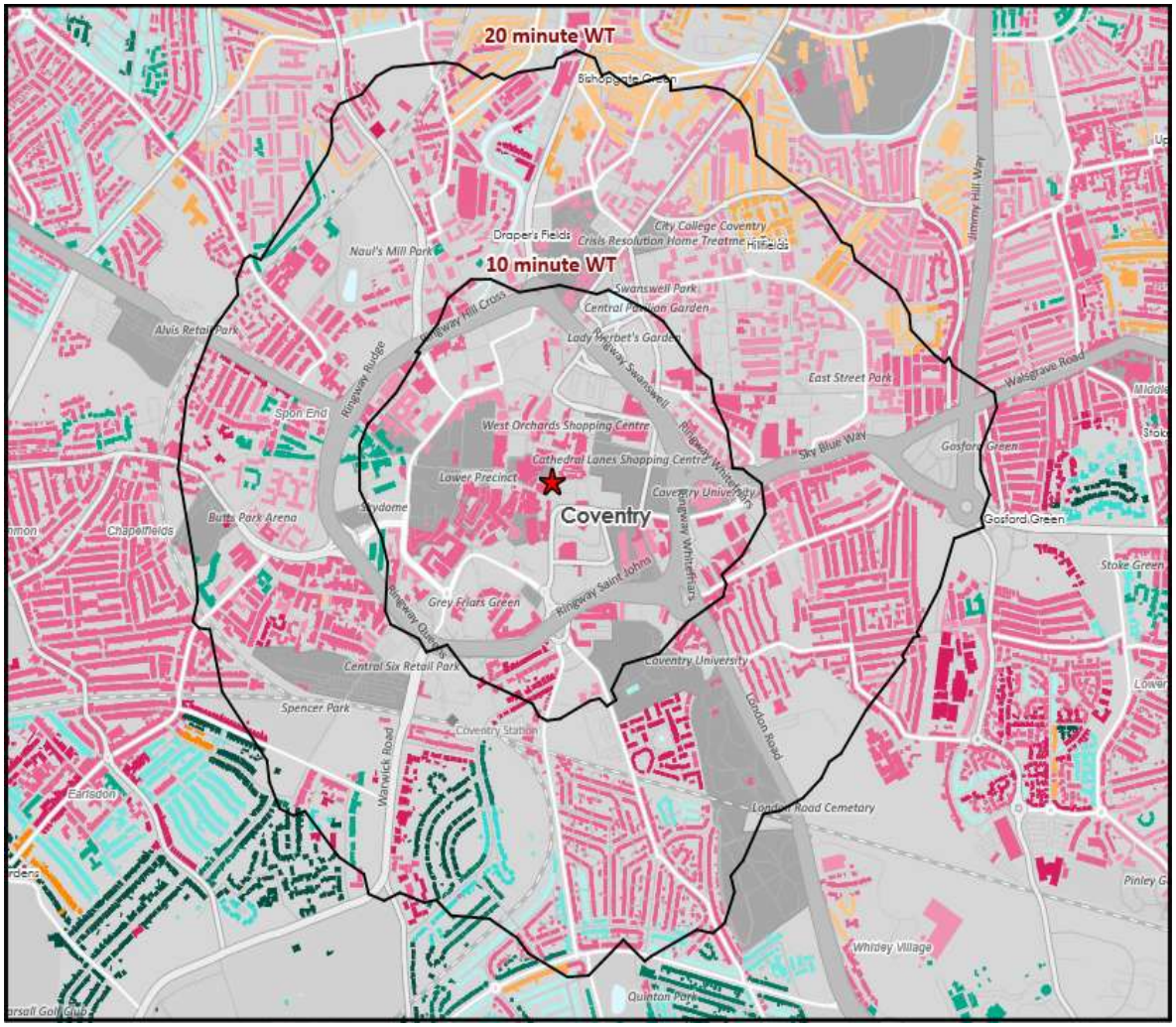
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	206	517	597	415	286	98	2,118
Midlife - Young Kids	102	241	227	159	131	39	899
Midlife - Carefree	80	130	175	112	45	31	573
Mature	574	1,222	1,140	803	565	203	4,507
All	962	2,109	2,139	1,488	1,027	371	8,097

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

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Polaris Plus Summary - Golden Cross

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

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	1,092	8,088	47,243	122	227	122
Medium	6,613	21,018	121,246	659	527	280
High	176	1,344	11,974	29	56	46
Midlife - Young Kids						
Low	0	1,775	21,842	0	88	99
Medium	0	456	9,596	0	28	55
High	0	0	1,210	0	0	26
Midlife - Carefree						
Low	0	286	22,112	0	19	132
Medium	0	149	21,888	0	6	78
High	0	149	11,415	0	9	64
Mature						
Low	0	886	35,380	0	18	67
Medium	0	228	44,295	0	4	72
High	0	207	40,826	0	4	69
Not Private Households	1,232	1,649	3,828	1,263	425	91
Total	9,113	36,235	392,855			

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