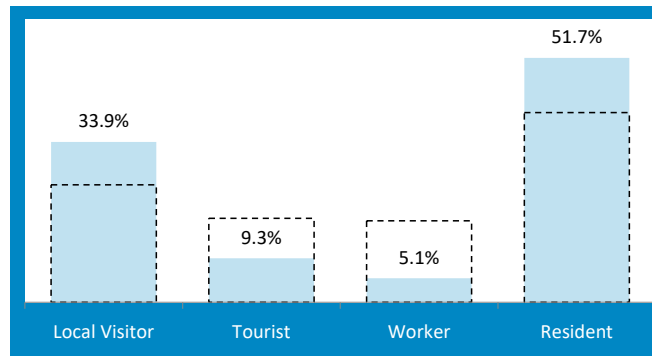
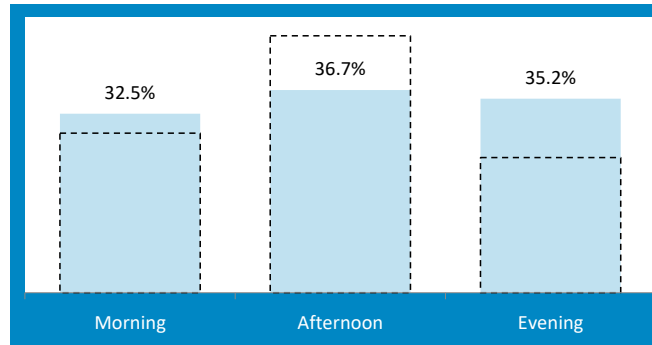
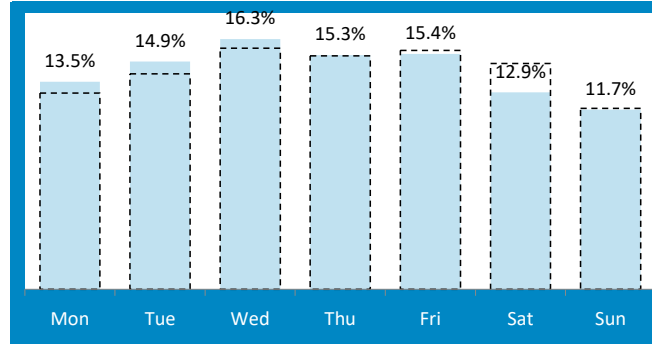


Area Quick Stats

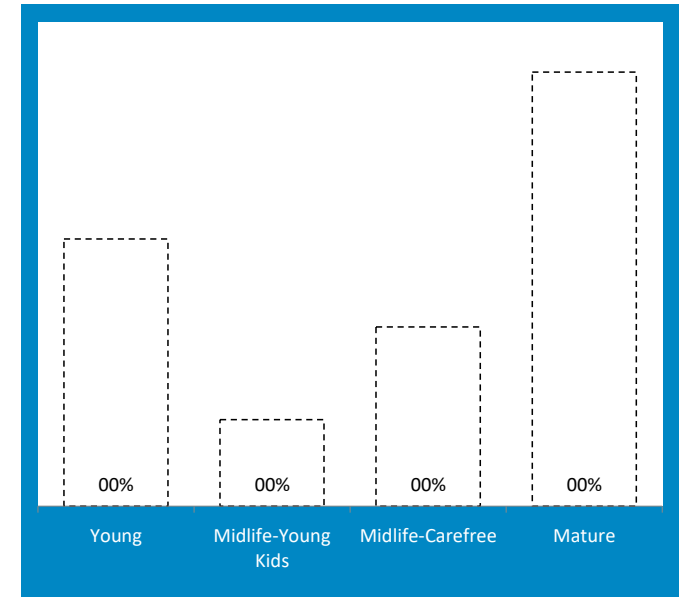
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	1.152	5.344
Adult Pop	980	4.529
Affluence	Low	25%
	Medium	53%
	High	22%
Young	0%	28%
Midlife Young Kids	5%	11%
Midlife Carefree	5%	16%
Mature	90%	44%
Competition Count	3	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



Catchment Summary - Dog And Quayle

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

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Population	1.152	2.461	643.538
Adults 18+	980	2.079	511.534
Competition Pubs	3	6	644
Adults 18+ per Competition Pub	327	347	794
% Adults Likely to Drink	82,0%	82,0%	80,0%

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

22	13	152
Pop. & Adl. 18+ index based on all pubs		
22	13	150
7	6	82
48	51	116
103	103	100

Affluence	Low	25,2%	21,2%	48,7%
	Medium	52,7%	54,4%	38,1%
	High	22,1%	24,4%	12,0%

*Affluence does not include Not Private Households

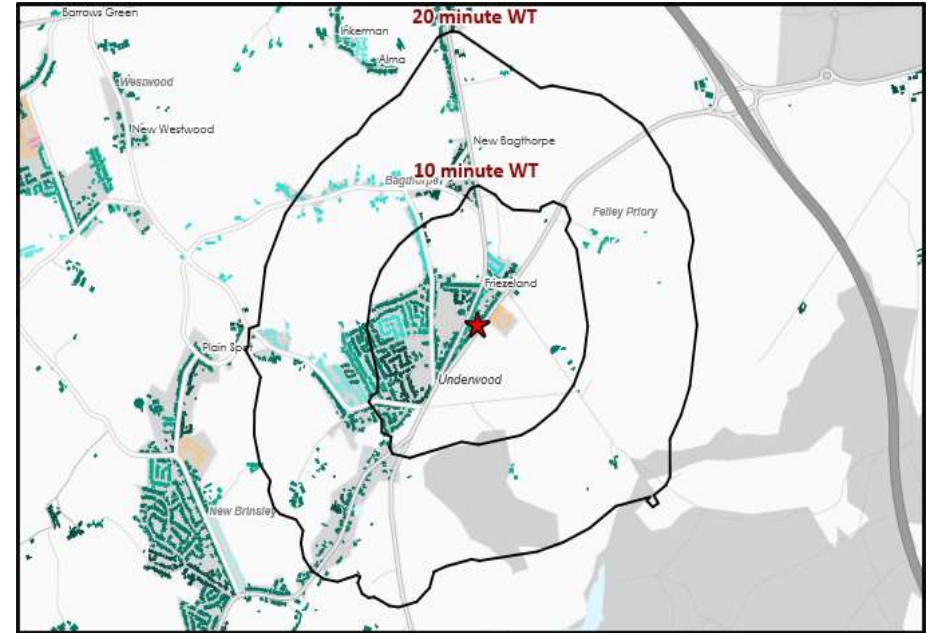
Mean Net Disposable income (£pa)

£24.060	£25.249	£20.784
---------	---------	---------

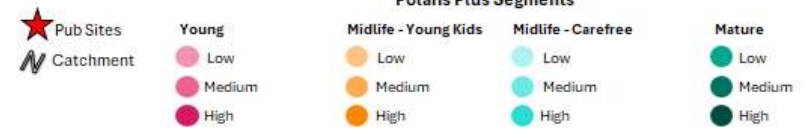
107	112	92
-----	-----	----

Age Profile	18-24	69	143	56.217
	25-34	106	234	86.330
	35-44	108	232	85.698
	45-64	333	756	161.680
	65+	364	714	121.609

70	68	103
68	70	99
69	70	99
115	122	100
164	151	98

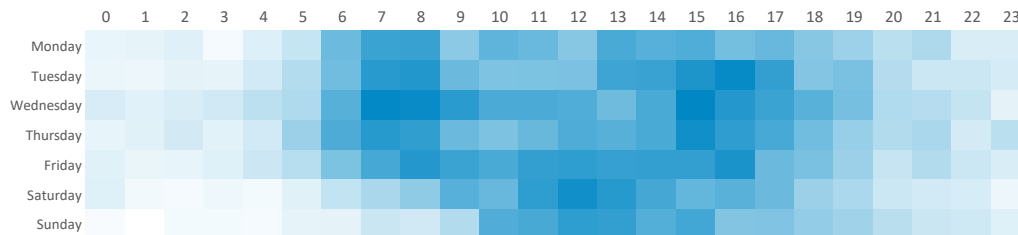


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Mobile Data Summary

Time of Day/Day of Week



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	0	0	128.564	0	0	90
Midlife - Young Kids	52	52	68.503	49	23	123
Midlife - Carefree	46	345	72.100	30	105	89
Mature	882	1.682	236.219	203	183	104
Not Private Households	0	0	6.148	0	0	9.934
Total	980	2.079	511.534			



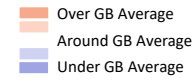
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Per Pub - Dog And Quayle

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

Adults 18+	980	2.079	511.534
Number of Competition Pubs	3	6	644
Adults 18+ per Competition Pub	327	347	794

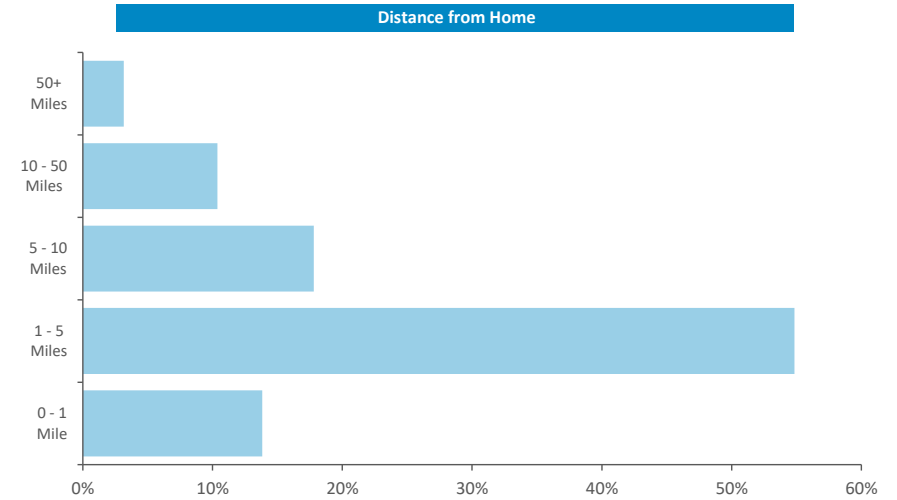
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	69	7,1%	90
Family Pub Dining	0	91	9,2%	102
Great Pub Great Food	0	182	18,6%	111
Leisure	0	104	10,6%	106
Mainstream	1	147	15,0%	108
Premium	0	142	14,5%	101
Restaurant	0	213	21,8%	95
Super Premium	0	32	3,3%	84

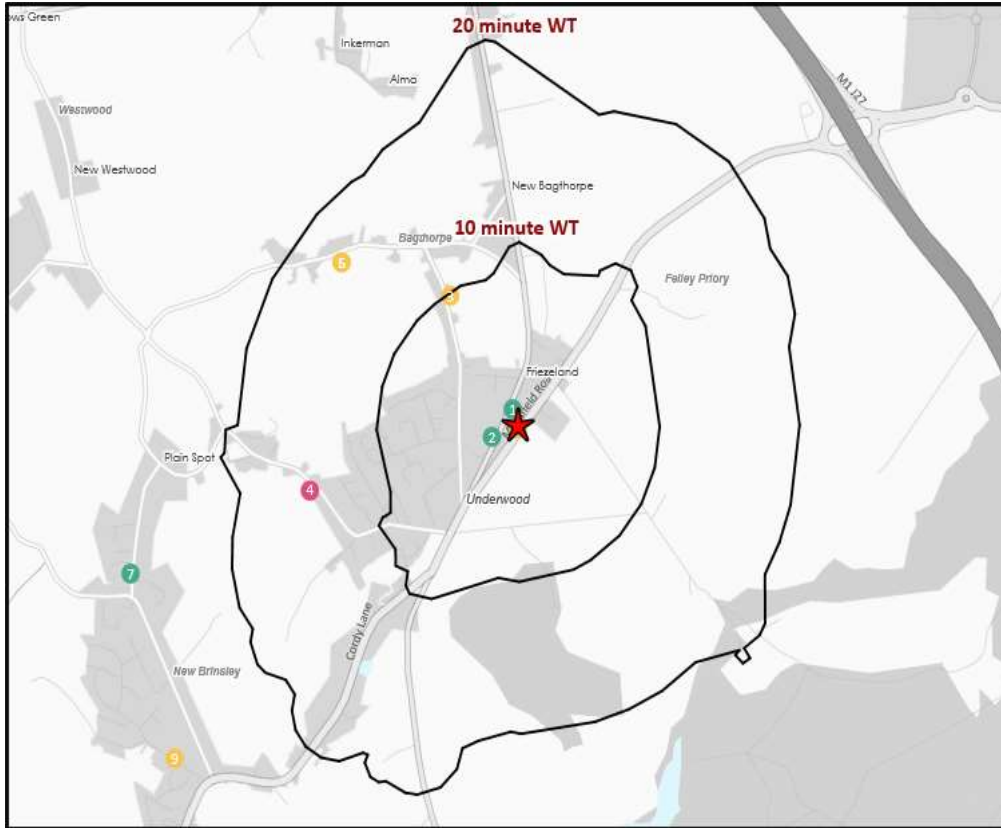
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	133	6,4%	82
Family Pub Dining	0	184	8,9%	98
Great Pub Great Food	0	396	19,1%	114
Leisure	0	222	10,7%	106
Mainstream	4	299	14,4%	103
Premium	0	306	14,7%	103
Restaurant	0	461	22,2%	96
Super Premium	0	76	3,6%	92

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	274	51.226	10,0%	128
Family Pub Dining	41	53.441	10,5%	115
Great Pub Great Food	16	75.914	14,8%	89
Leisure	88	51.117	10,0%	99
Mainstream	128	80.072	15,7%	112
Premium	17	67.765	13,3%	93
Restaurant	77	111.167	21,7%	94
Super Premium	3	14.645	2,9%	73



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Competition - Dog And Quayle



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
16	Horse and Groom	NG16 2FE	Greene King	Family Pub Dir	19,7%	1,92
13	Brinsley Lodge	NG16 5AE	Independent Free	Classic	14,9%	1,64
4	Hole In The Wall	NG16 5GQ	Mitchells & Butlers	Family Pub Dir	9,1%	0,58
11	Royal Oak	NG16 5HY	Independent Free	Mainstream	6,8%	1,49
3	Red Lion	NG16 5HD	Stonegate Pub Company	Mainstream	6,7%	0,37
20	Eastwood Hall	NG16 3SS	Compass Catering	Mainstream	6,2%	2,14
12	Lion By Olivers	NG16 5AH	Independent Free	Mainstream	6,0%	1,63
2	Underwood Miners Welfare Soci	NG16 5GA	Independent Free	Classic	3,7%	0,07
14	Bull and Butcher	NG16 6DJ	Marston's	Classic	3,7%	1,65
1	Ginger Giraffe	NG16 5GB	Independent Free	Classic	3,4%	0,05
5	Dixies Arms	NG16 5HF	Trust Inns Limited	Mainstream	2,9%	0,62
19	Horse and Jockey	NG16 6FB	Independent Free	Mainstream	2,6%	1,96
6	Shepherds Rest	NG16 5HF	Fine and Country Inns	Mainstream	2,6%	0,62
9	Go Between	NG16 5AZ	Independent Free	Mainstream	2,3%	1,22
8	Selston Working Mens Club	NG16 6AG	Independent Free	Classic	2,2%	1,13
17	Poachers	NG16 5JU	Independent Free	Mainstream	2,1%	1,94
10	Wise Eater	NG16 6EA	Independent Free	Restaurant	1,9%	1,26
18	Jacksdale Social Club	NG16 5JW	Independent Free	Classic	1,4%	1,96
15	Jacksdale Miners Welfare Social	NG16 5HR	Independent Free	Classic	1,2%	1,77
7	Durham Ox	NG16 5BN	Admiral Taverns Ltd	Classic	0,5%	1,09
0	Dog And Quayle	NG16 5FF	Star Pubs & Bars	Mainstream	0,0%	0,00

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

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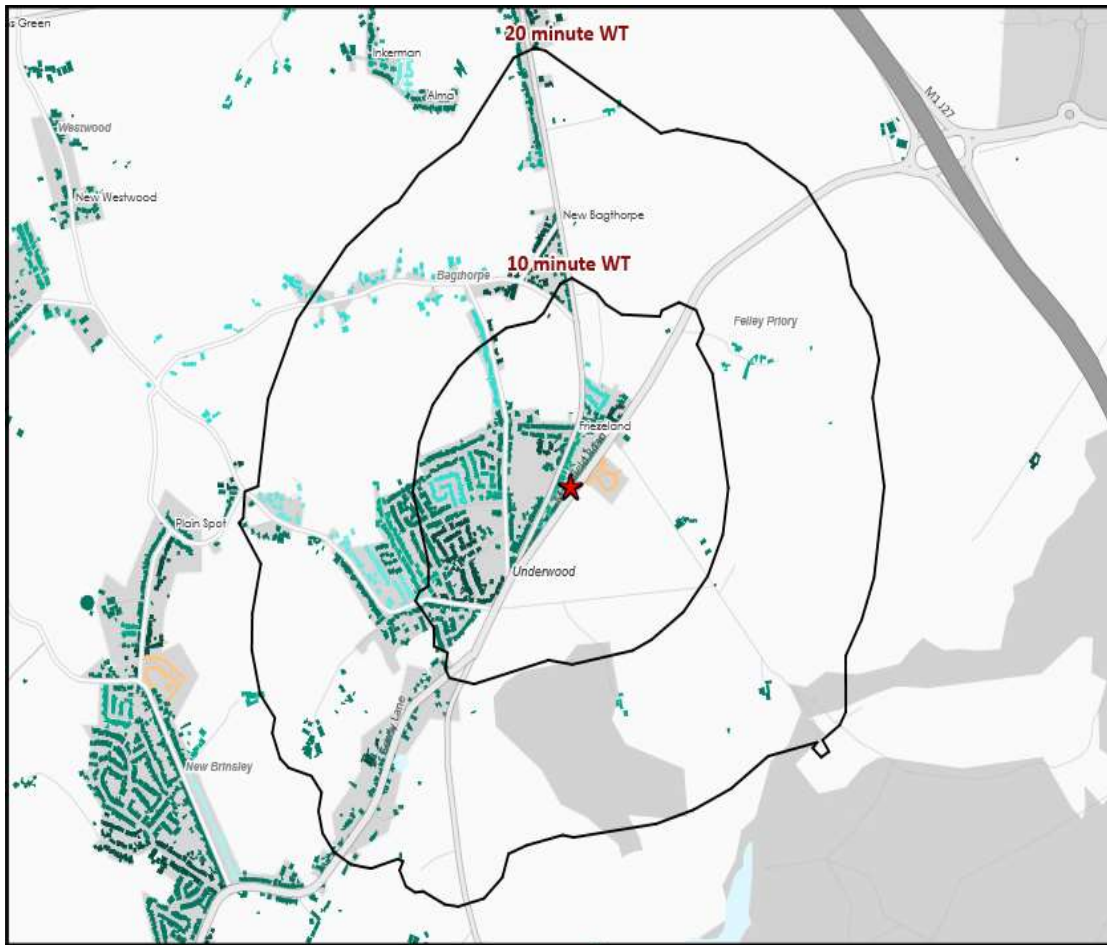


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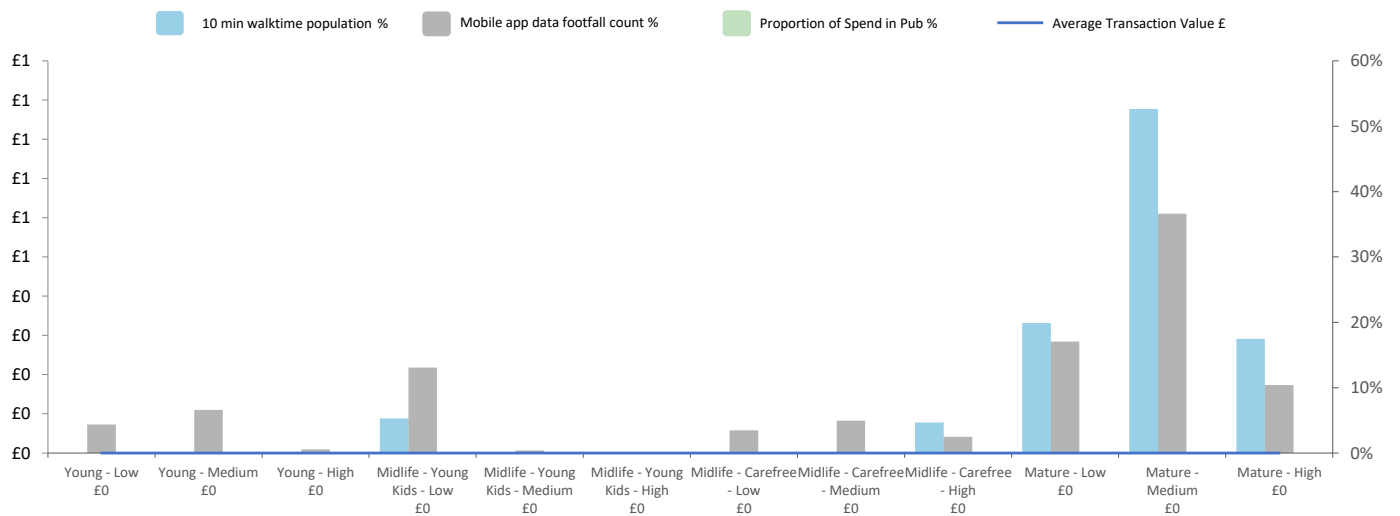
Catchment Summary - Dog And Quayle

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
85258	Dog And Quayle	NG16 5FF	Star Pubs & Bars	Mainstream	10



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Dog And Quayle

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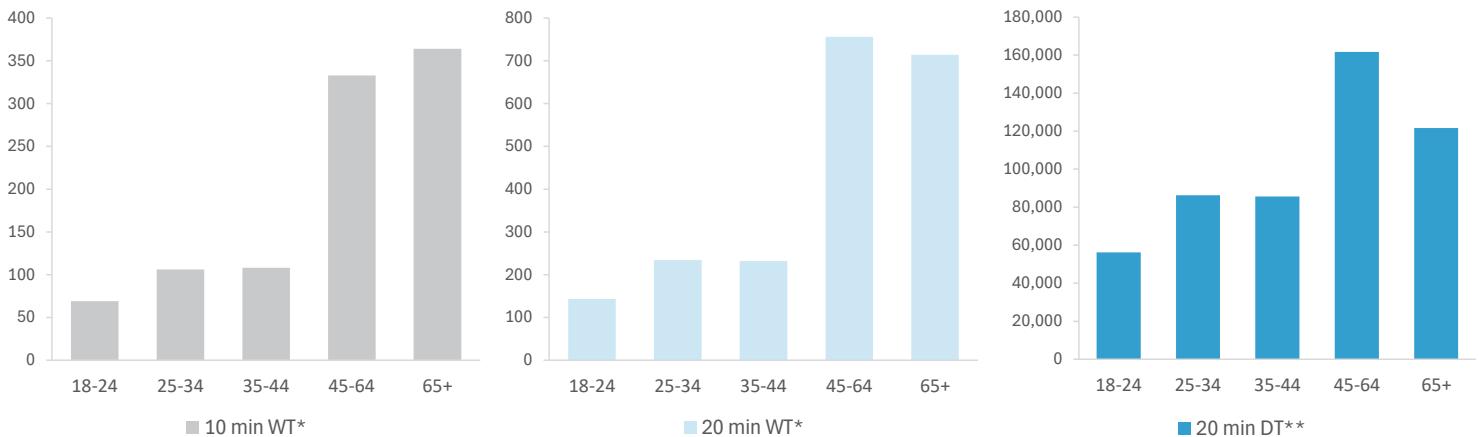
Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		1.152	2.461	643.538	22	13	152
Adults 18+		980	2.079	511.534	22	13	150
Competition Pubs		3	6	644	7	6	82
Adults 18+ per Competition Pub		327	347	794	48	51	116
% Adults Likely to Drink		82,0%	82,0%	80,0%	103	103	100
Affluence	Low	25,2%	21,2%	48,7%	76	64	147
	Medium	52,7%	54,4%	38,1%	138	142	99
	High	22,1%	24,4%	12,0%	81	89	44
Mean Net Disposable income (£pa)		£24.060	£25.249	£20.784	107	112	92
Age Profile	18-24	69	143	56.217	70	68	103
	25-34	106	234	86.330	68	70	99
	35-44	108	232	85.698	69	70	99
	45-64	333	756	161.680	115	122	100
	65+	364	714	121.609	164	151	98

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



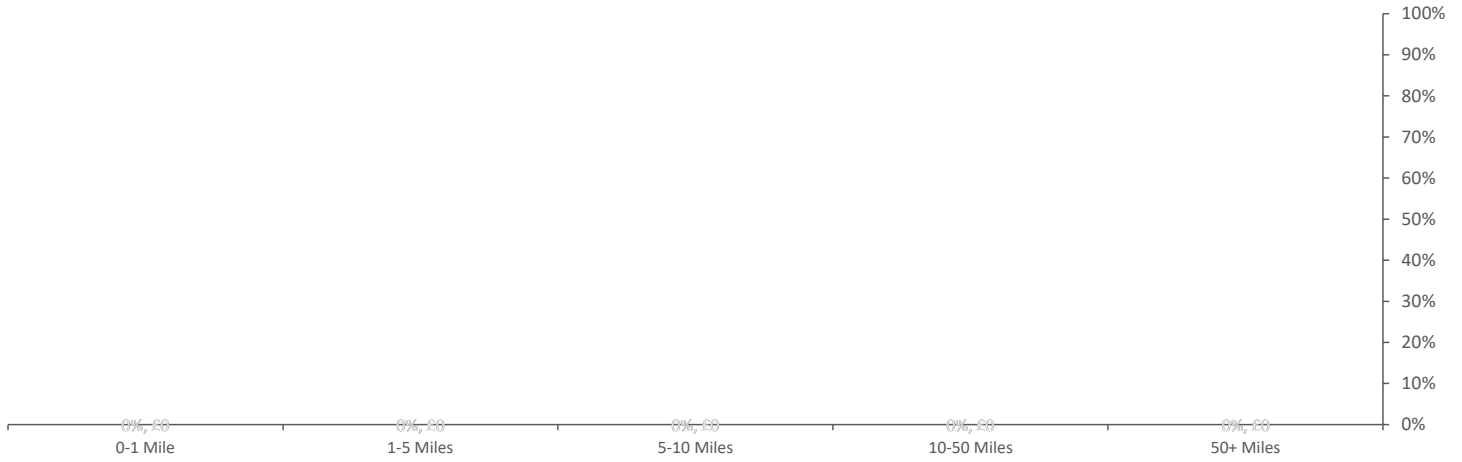
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	559 (49%)	1,188 (48%)	315,916 (49%)	99	98	100
	Female	593 (51%)	1,273 (52%)	327,622 (51%)	101	102	100
Economic Status (16+)	Employed: Full-time	280 (28%)	644 (30%)	180,100 (34%)	83	89	101
	Employed: Part-time	119 (12%)	267 (13%)	66,531 (13%)	100	105	106
	Self employed	83 (8%)	199 (9%)	38,050 (7%)	90	101	78
	Unemployed	14 (1%)	31 (1%)	14,689 (3%)	51	53	101
	Full-time student	8 (1%)	22 (1%)	11,608 (2%)	32	42	88
	Retired	368 (37%)	722 (34%)	116,424 (22%)	170	156	102
	Other	122 (12%)	239 (11%)	99,050 (19%)	69	63	106
Total Worker Count		134	733	285.554			

See the Glossary page for further information on the above variables

Transactional Data Summary - Dog And Quayle

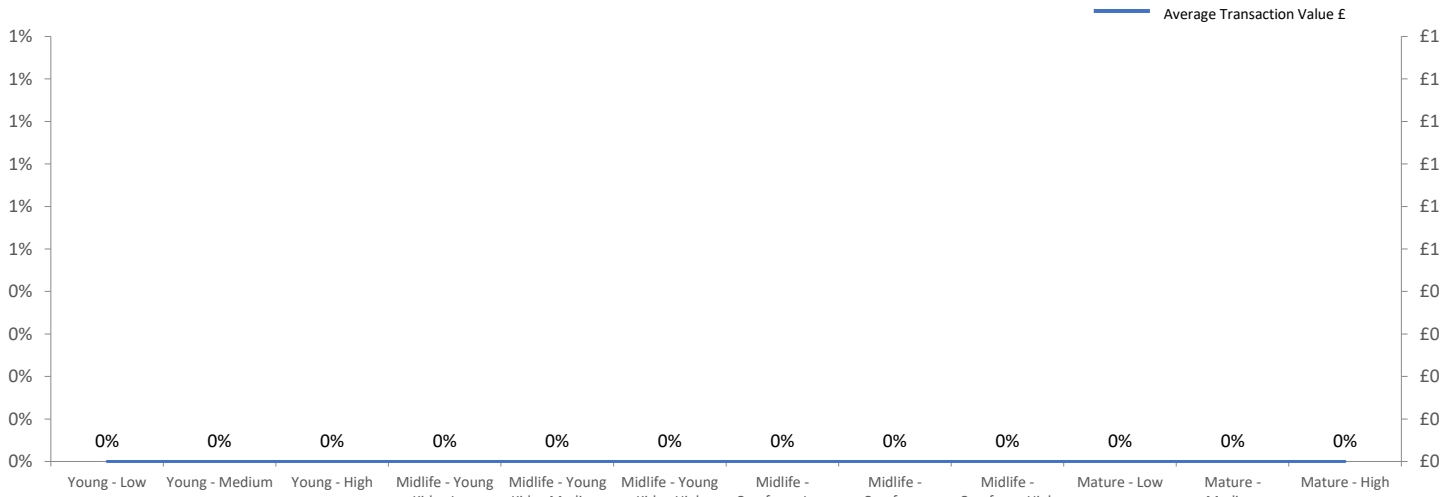
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Spend by Polaris and Distance from Home



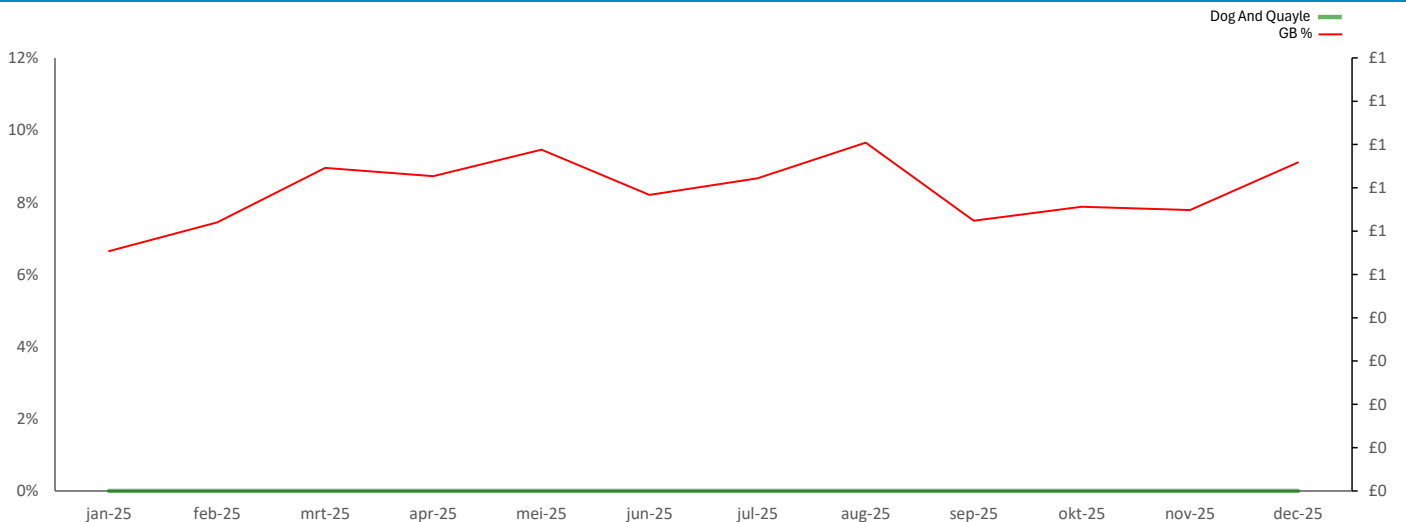
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



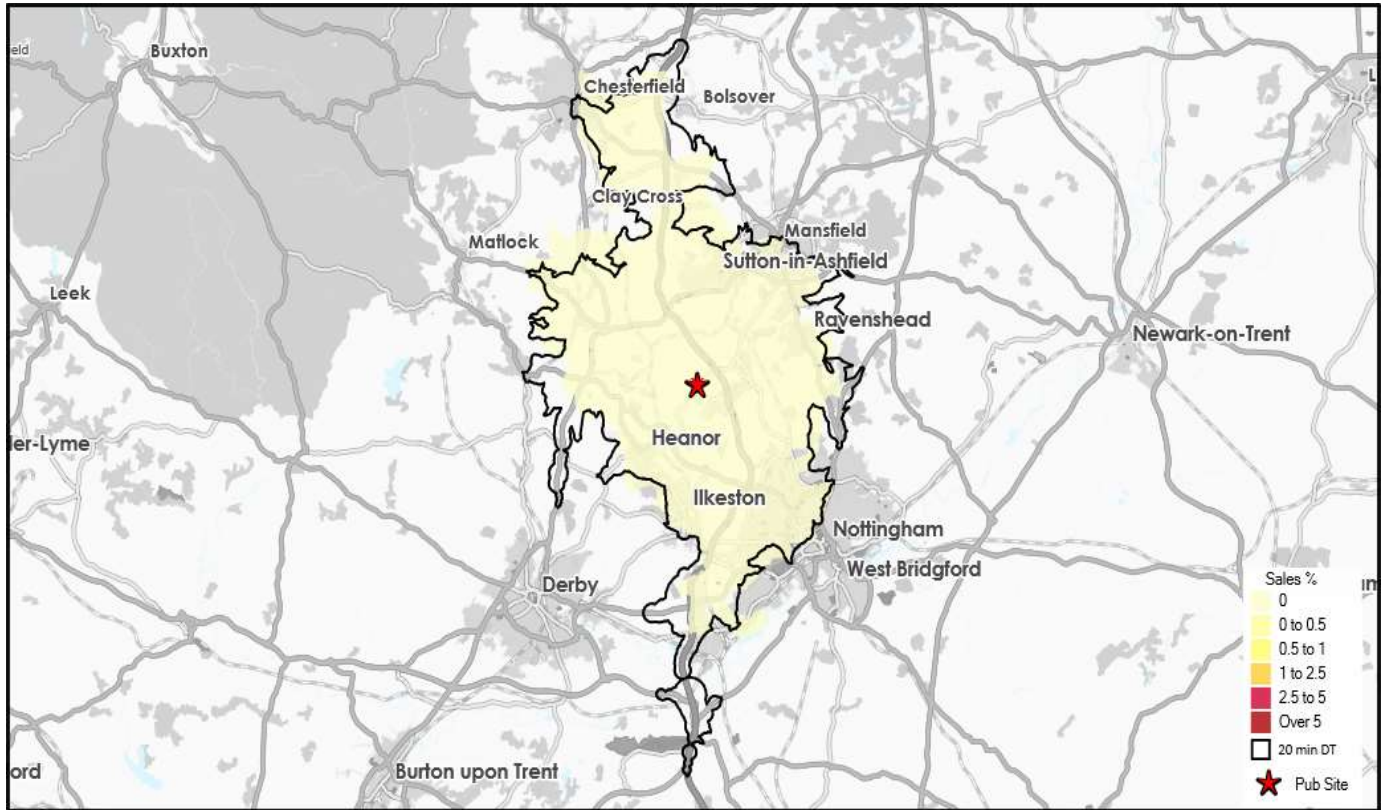
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



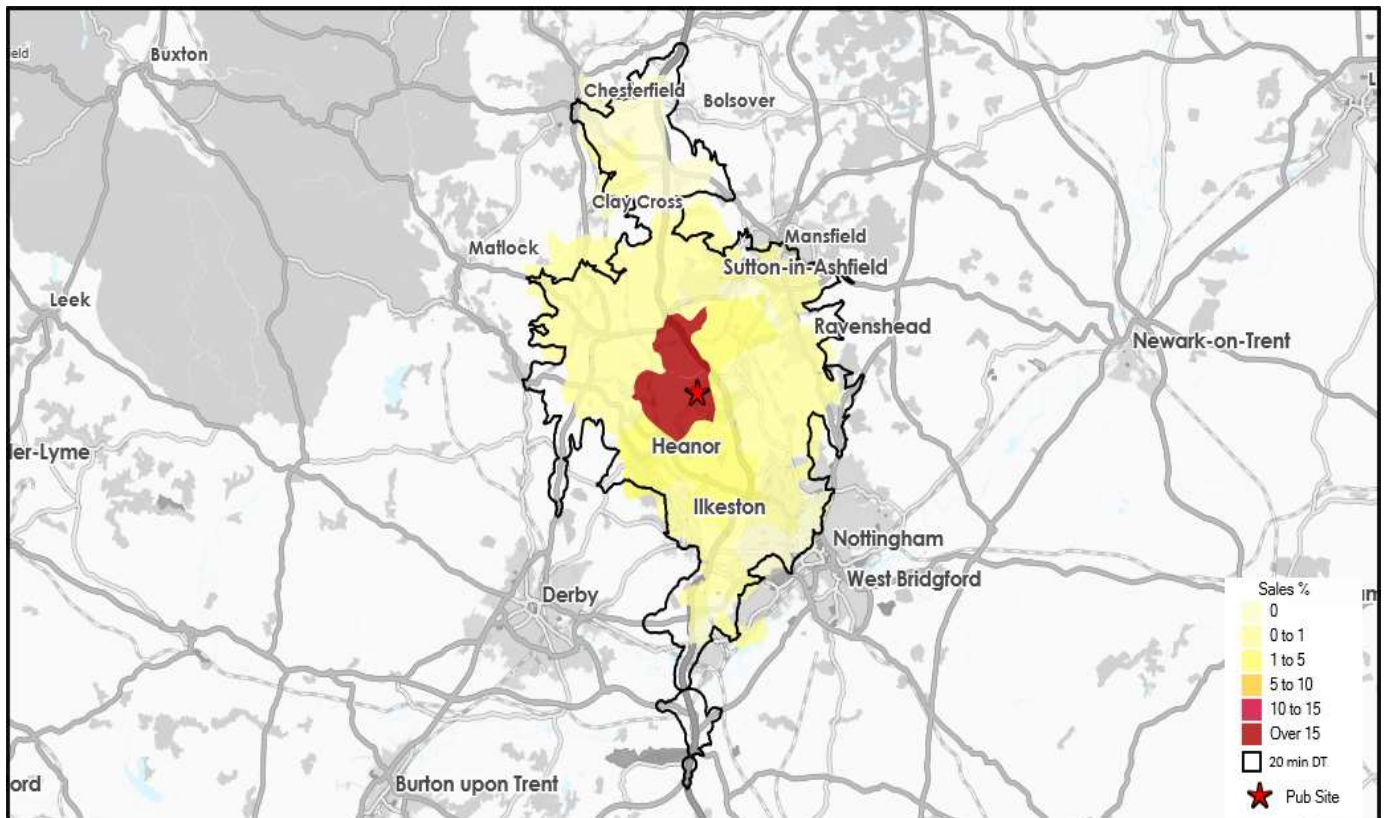
Seasonality of the spend split by month

Dog And Quayle Share of Spend from Postcode Sectors within 20 minute Drive



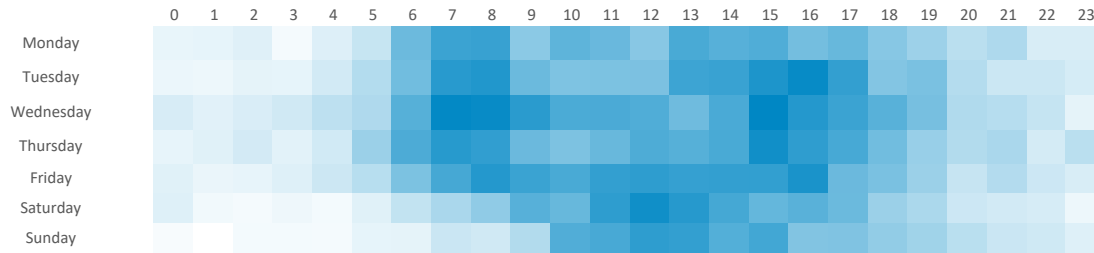
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Dog And Quayle



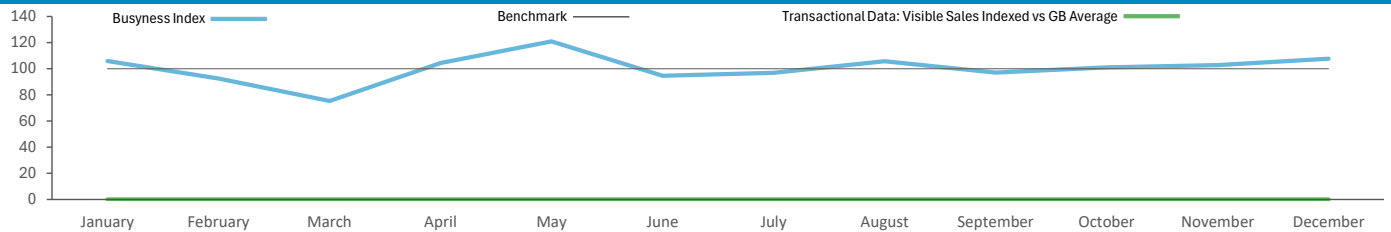
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



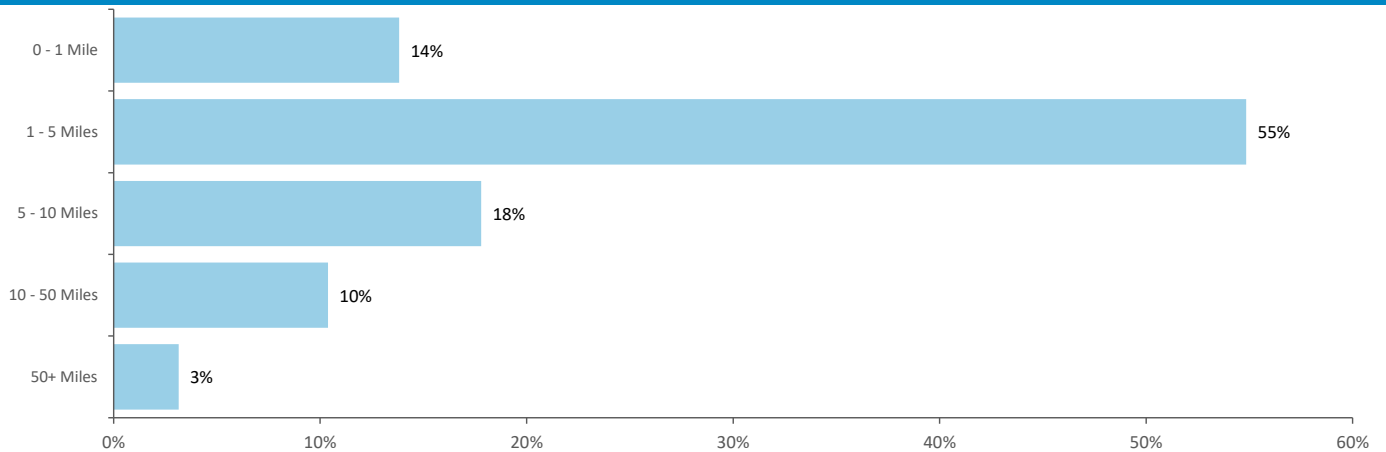
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

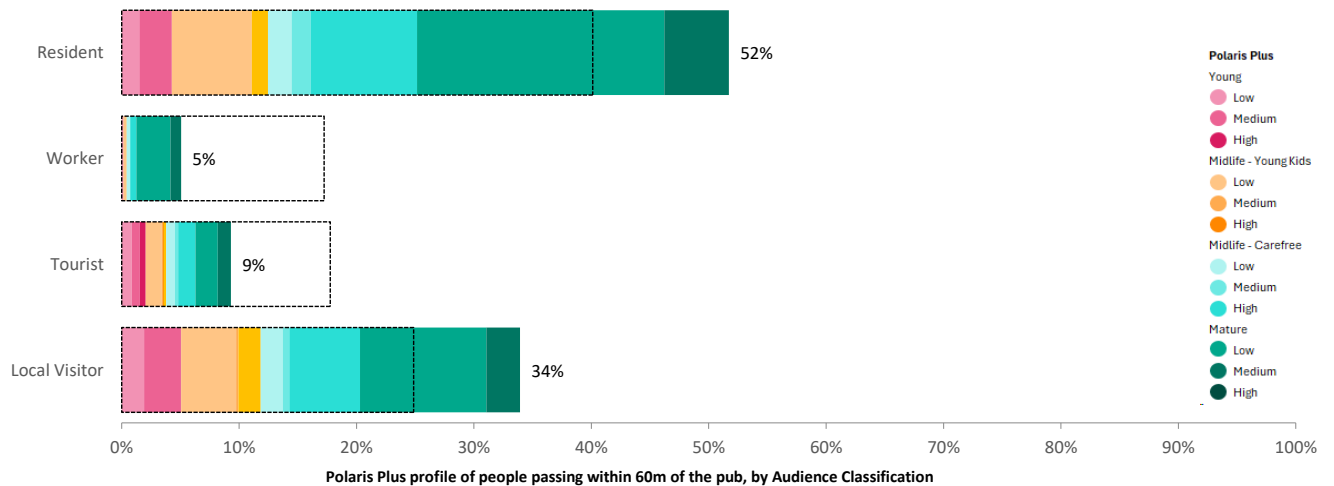
Distance from Home



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

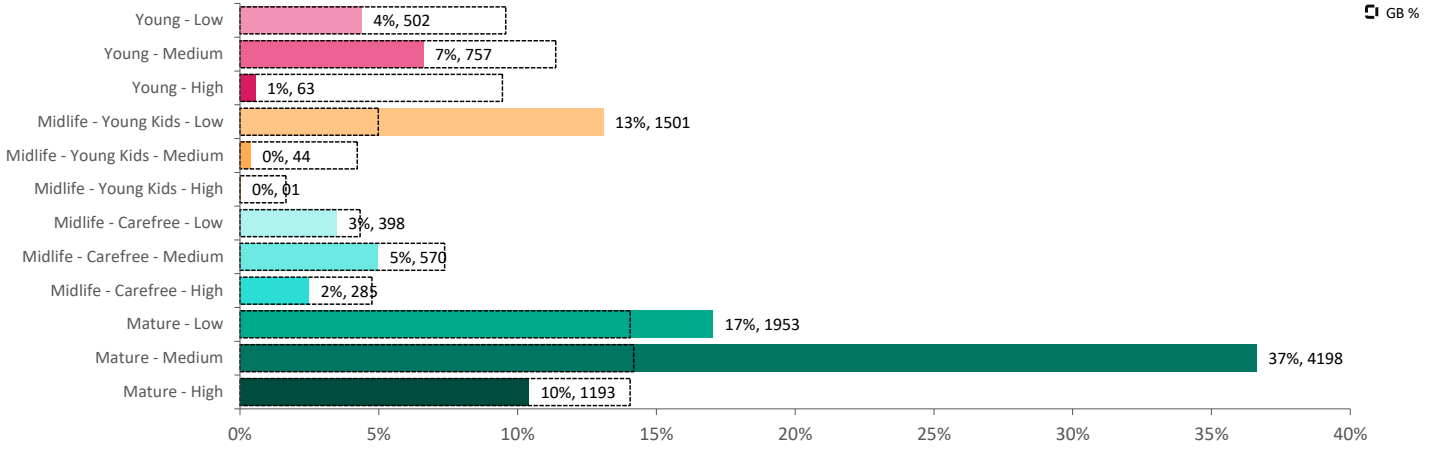


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dog And Quayle

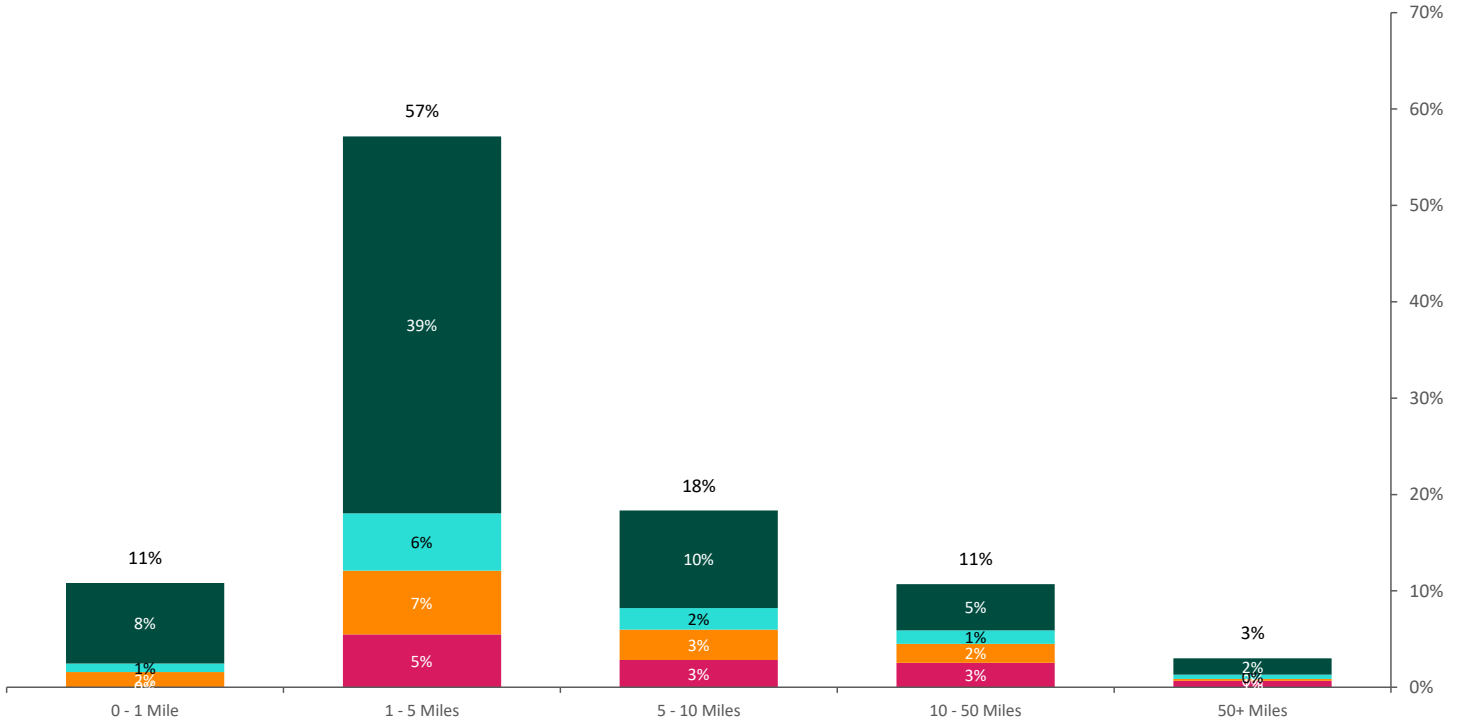
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Polaris Plus Profile



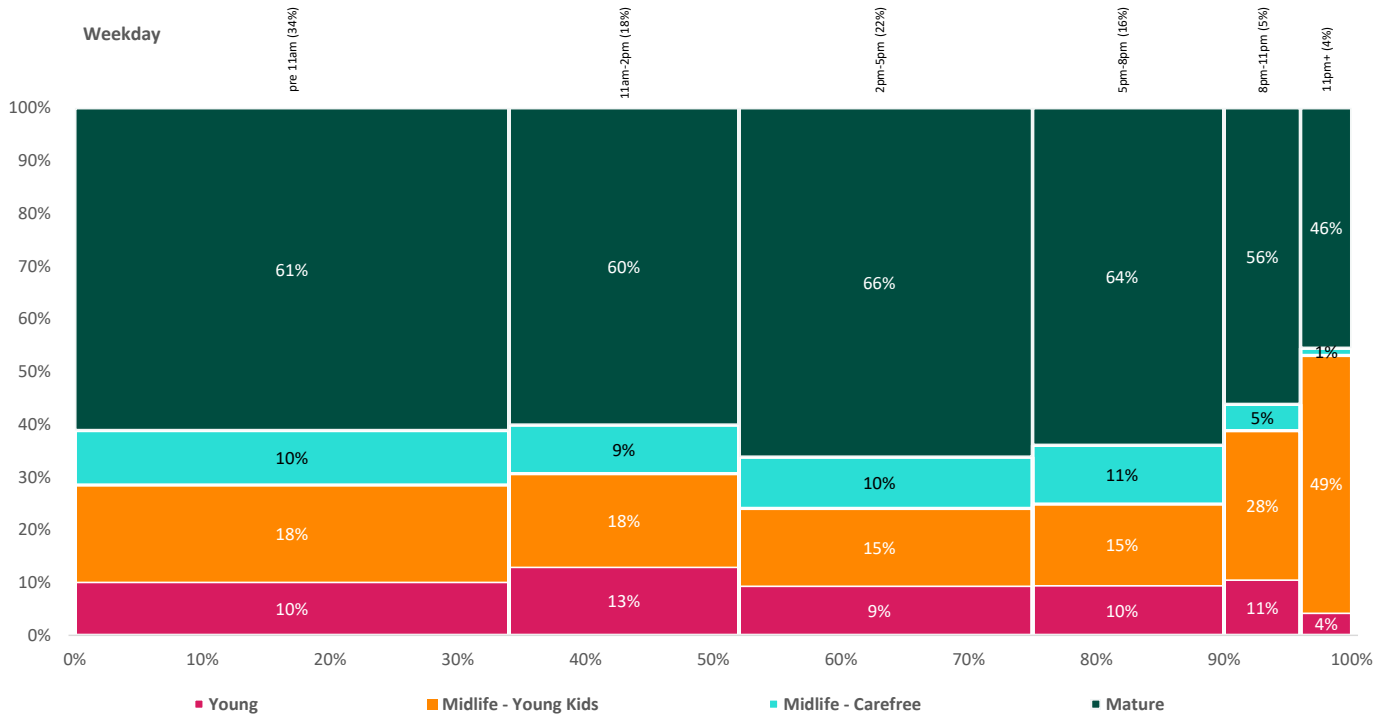
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



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

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



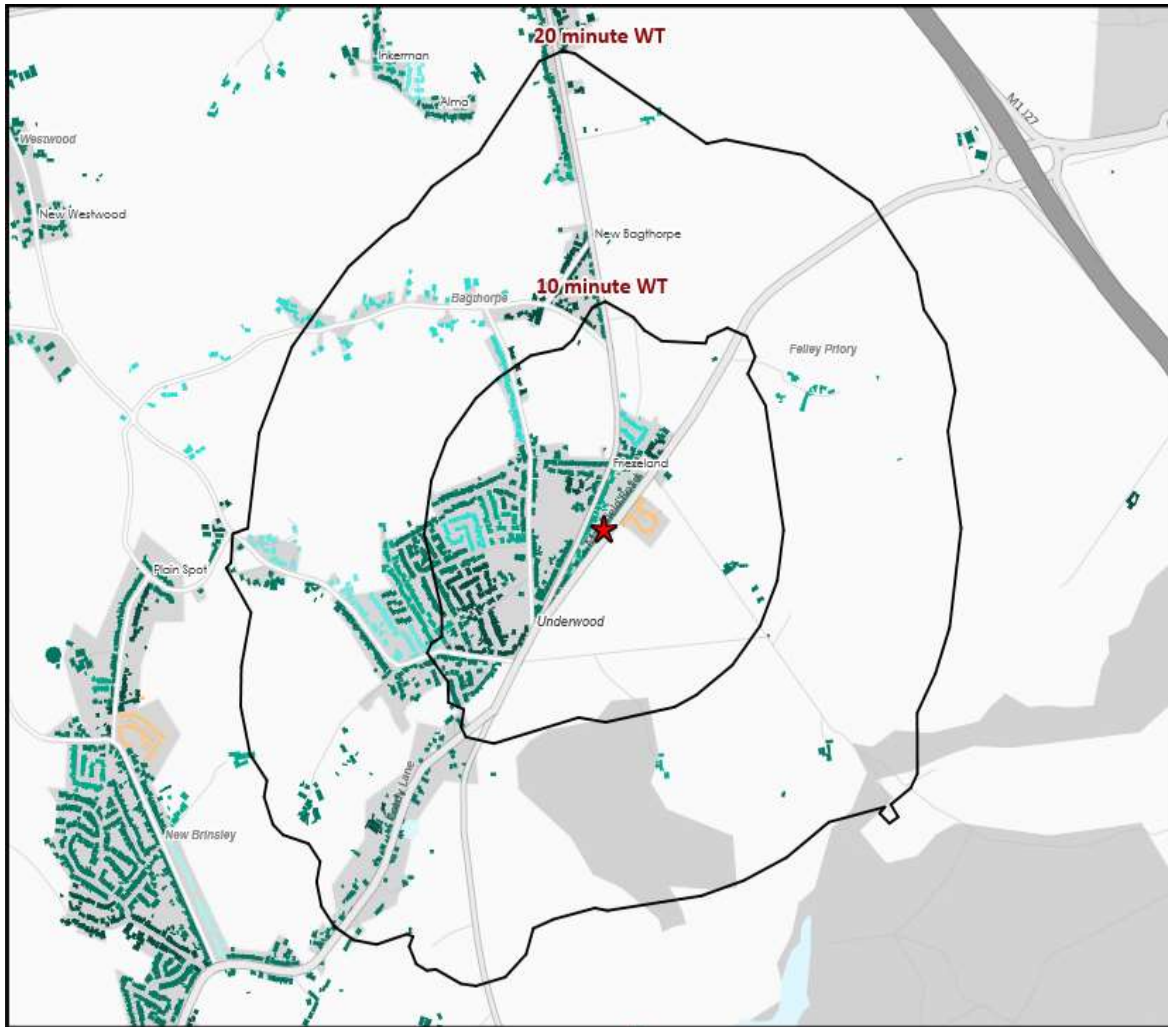
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2,229	1,178	1,580	1,062	314	192	6,555
Midlife - Carefree		378	181	233	185	28	6	1,010
Midlife - Young Kids		667	345	348	255	157	205	1,977
Young		372	256	225	159	59	18	1,089
All		3,645	1,959	2,386	1,661	558	421	10,630

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		510	626	532	303	131	69	2,172
Midlife - Young Kids		71	105	87	47	11	1	323
Midlife - Carefree		157	140	112	93	53	69	625
Mature		92	110	75	52	24	13	367
All		830	982	807	496	220	152	3,487

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



- ★ Pub Sites
- Ⓐ Catchments

Polaris Plus Segments

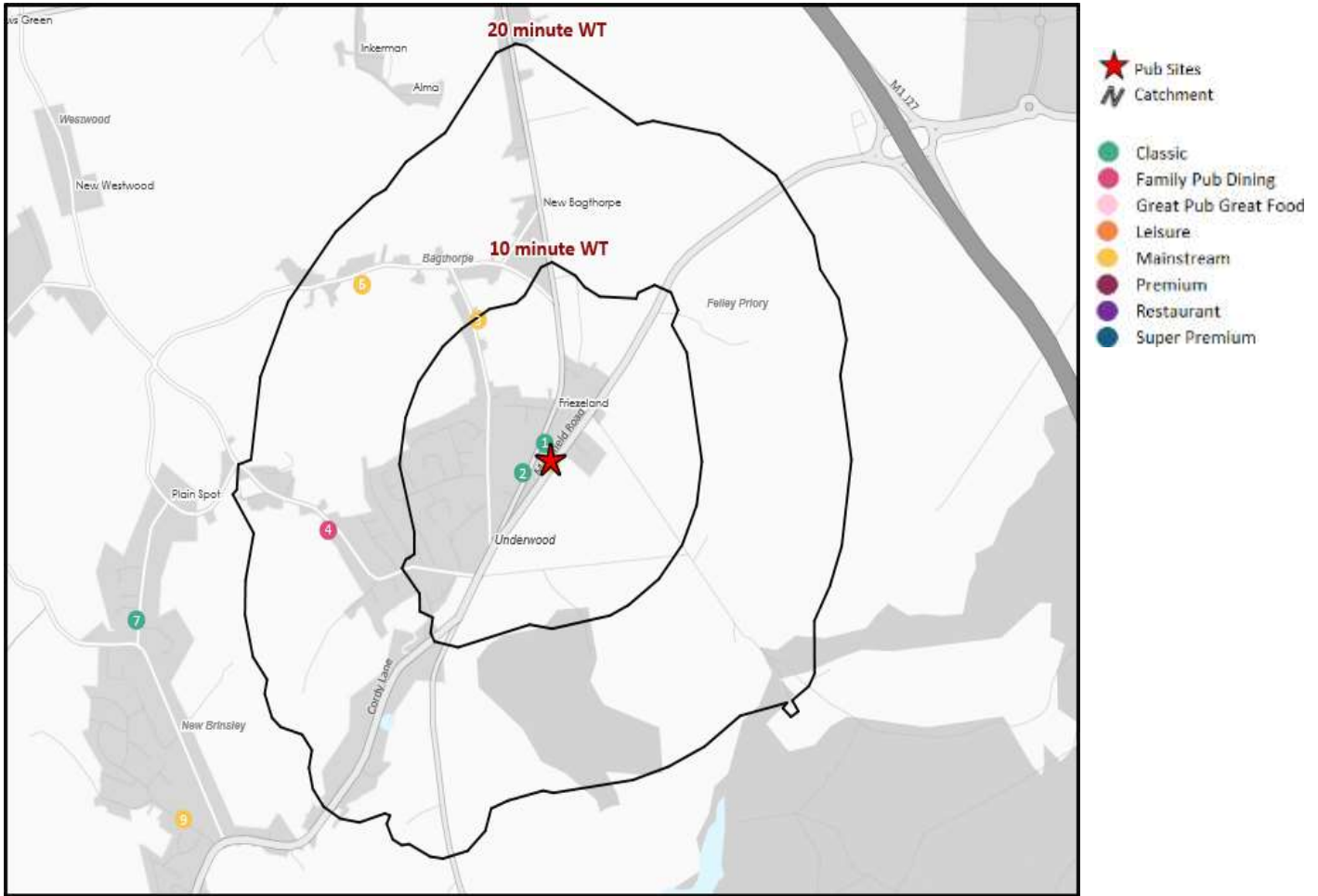
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

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	0	0	67.658	0	0	135
Medium	0	0	57.835	0	0	103
High	0	0	3.071	0	0	9
Midlife - Young Kids						
Low	52	52	61.862	95	45	216
Medium	0	0	6.641	0	0	29
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	34.670	0	0	159
Medium	0	137	27.723	0	92	76
High	46	208	9.707	103	219	42
Mature						
Low	195	389	84.895	147	138	123
Medium	516	994	102.556	336	305	128
High	171	299	48.768	116	96	63
Not Private Households	0	0	6.148	0	0	112
Total	980	2.079	511.534			

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

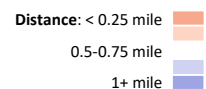


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Dog And Quayle	NG16 5FF	Star Pubs & Bars	Mainstream	0,0%	0,0%	0,00
1	Ginger Giraffe	NG16 5GB	Independent Free	Classic	3,4%	91,1%	0,05
2	Underwood Miners Welfare Social and Institu	NG16 5GA	Independent Free	Classic	3,7%	91,9%	0,07
3	Red Lion	NG16 5HD	Stonegate Pub Company	Mainstream	6,7%	88,2%	0,37
4	Hole In The Wall	NG16 5GQ	Mitchells & Butlers	Family Pub Dining	9,1%	79,7%	0,58
5	Dixies Arms	NG16 5HF	Trust Inns Limited	Mainstream	2,9%	82,1%	0,62
6	Shepherds Rest	NG16 5HF	Fine and Country Inns	Mainstream	2,6%	86,0%	0,62
7	Durham Ox	NG16 5BN	Admiral Taverns Ltd	Classic	0,5%	81,1%	1,09
8	Selston Working Mens Club	NG16 6AG	Independent Free	Classic	2,2%	97,6%	1,13
9	Go Between	NG16 5AZ	Independent Free	Mainstream	2,3%	96,2%	1,22
10	Wise Eater	NG16 6EA	Independent Free	Restaurant	1,9%	94,7%	1,26
11	Royal Oak	NG16 5HY	Independent Free	Mainstream	6,8%	75,6%	1,49
12	Lion By Olivers	NG16 5AH	Independent Free	Mainstream	6,0%	88,3%	1,63
13	Brinsley Lodge	NG16 5AE	Independent Free	Classic	14,9%	84,4%	1,64
14	Bull and Butcher	NG16 6DJ	Marston's	Classic	3,7%	95,4%	1,65
15	Jacksdale Miners Welfare Social and Institute	NG16 5HR	Independent Free	Classic	1,2%	83,2%	1,77
16	Horse and Groom	NG16 2FE	Greene King	Family Pub Dining	19,7%	82,9%	1,92
17	Poachers	NG16 5JU	Independent Free	Mainstream	2,1%	92,3%	1,94
18	Jacksdale Social Club	NG16 5JW	Independent Free	Classic	1,4%	93,6%	1,96
19	Horse and Jockey	NG16 6FB	Independent Free	Mainstream	2,6%	92,2%	1,96
20	Eastwood Hall	NG16 3SS	Compass Catering	Mainstream	6,2%	32,2%	2,14

* 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



■ 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+	980	2,079	511,534
Number of Competition Pubs	3	6	644
Adults 18+ per Competition Pub	327	347	794

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	69	7,1%	90
Family Pub Dining	0	91	9,2%	102
Great Pub Great Food	0	182	18,6%	111
Leisure	0	104	10,6%	106
Mainstream	1	147	15,0%	108
Premium	0	142	14,5%	101
Restaurant	0	213	21,8%	95
Super Premium	0	32	3,3%	84

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	133	6,4%	82
Family Pub Dining	0	184	8,9%	98
Great Pub Great Food	0	396	19,1%	114
Leisure	0	222	10,7%	106
Mainstream	4	299	14,4%	103
Premium	0	306	14,7%	103
Restaurant	0	461	22,2%	96
Super Premium	0	76	3,6%	92

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	274	51.226	10,0%	128
Family Pub Dining	41	53.441	10,5%	115
Great Pub Great Food	16	75.914	14,8%	89
Leisure	88	51.117	10,0%	99
Mainstream	128	80.072	15,7%	112
Premium	17	67.765	13,3%	93
Restaurant	77	111.167	21,7%	94
Super Premium	3	14.645	2,9%	73

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																				
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+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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																																				
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	Index value is >= 95 and < 105																																				
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