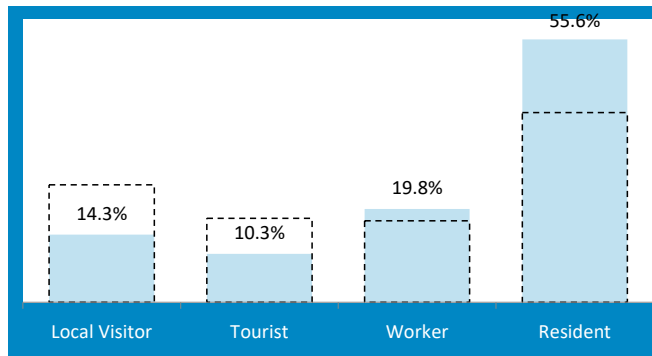
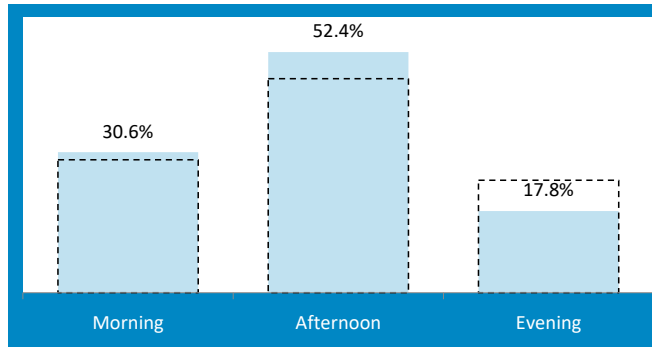
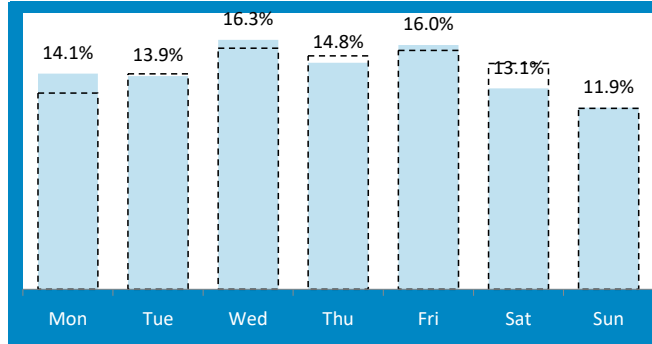


Wishing Well

Area Quick Stats

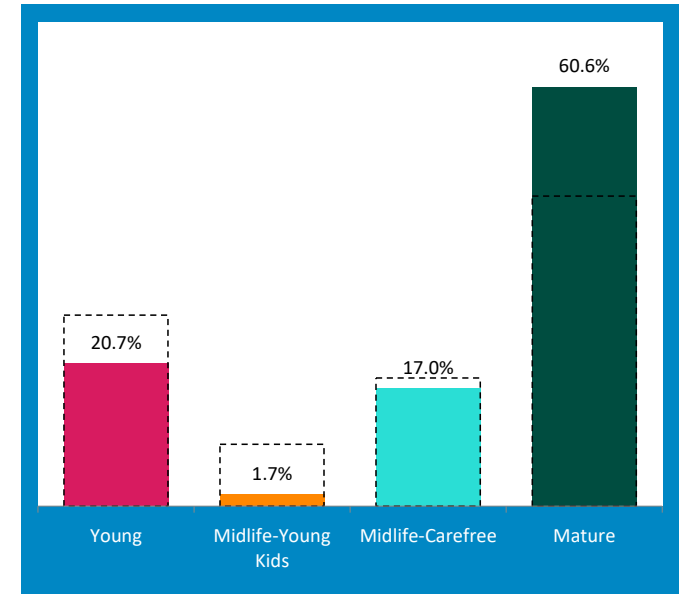
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	2,551	5,344
Adult Pop	2,114	4,529
Affluence	Low	13%
	Medium	65%
	High	18%
Young	0%	28%
Midlife Young Kids	0%	11%
Midlife Carefree	3%	16%
Mature	93%	44%
Competition Count	1	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£13	£30
Average Distance Travelled in miles	9	27



Catchment Summary - Wishing Well

- 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**

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

Population

2,551	4,014	180,153
-------	-------	---------

Adults 18+

2,114	3,326	147,412
-------	-------	---------

Competition Pubs

1	2	238
---	---	-----

Adults 18+ per Competition Pub

2,114	1,663	619
-------	-------	-----

% Adults Likely to Drink

82.0%	81.0%	81.0%
-------	-------	-------

Affluence	Low	13.1%	16.8%	31.6%
	Medium	64.9%	64.5%	51.4%
	High	18.0%	16.2%	15.4%

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)

£24,113	£24,118	£20,814
---------	---------	---------

Age Profile	18-24	141	207	23,265
	25-34	226	354	24,663
	35-44	285	463	23,209
	45-64	620	997	41,301
	65+	842	1,305	34,974

48	20	42
----	----	----

Pop. & Adl. 18+ index based on all pubs

47	20	43
----	----	----

2	2	30
---	---	----

309	243	90
-----	-----	----

103	101	101
-----	-----	-----

39	51	95
----	----	----

170	169	134
-----	-----	-----

66	59	56
----	----	----

107	107	92
-----	-----	----

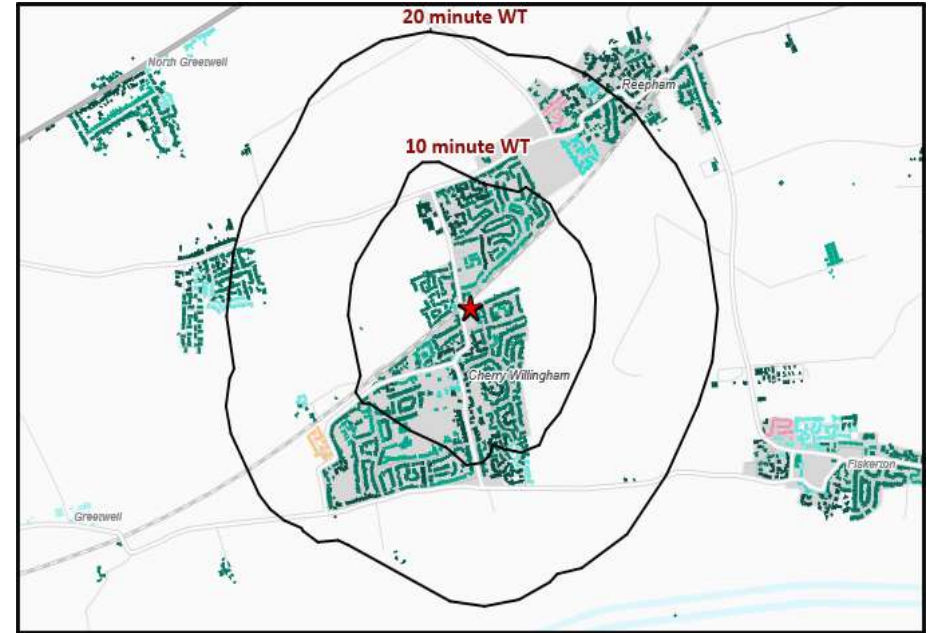
65	61	152
----	----	-----

66	65	101
----	----	-----

83	85	95
----	----	----

97	99	91
----	----	----

172	169	101
-----	-----	-----



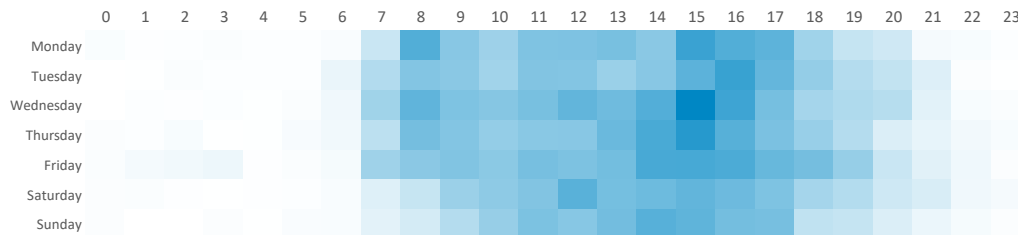
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Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
 - Low (Pink)
 - Medium (Red)
 - High (Magenta)
- Midlife - Young Kids**
 - Low (Light Orange)
 - Medium (Orange)
 - High (Dark Orange)
- Midlife - Carefree**
 - Low (Light Blue)
 - Medium (Blue)
 - High (Dark Blue)
- Mature**
 - Low (Light Green)
 - Medium (Green)
 - High (Dark Green)

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	51	44,726	0	6	109
Midlife - Young Kids	0	83	5,720	0	23	36
Midlife - Carefree	65	65	16,689	19	12	72
Mature	1,964	3,042	77,858	210	207	119
Not Private Households	85	85	2,419	33,233	21,123	13,563
Total	2,114	3,326	147,412			



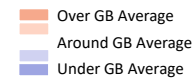
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Per Pub - Wishing Well

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

Adults 18+	2,114	3,326	147,412
Number of Competition Pubs	1	2	238
Adults 18+ per Competition Pub	2,114	1,663	619

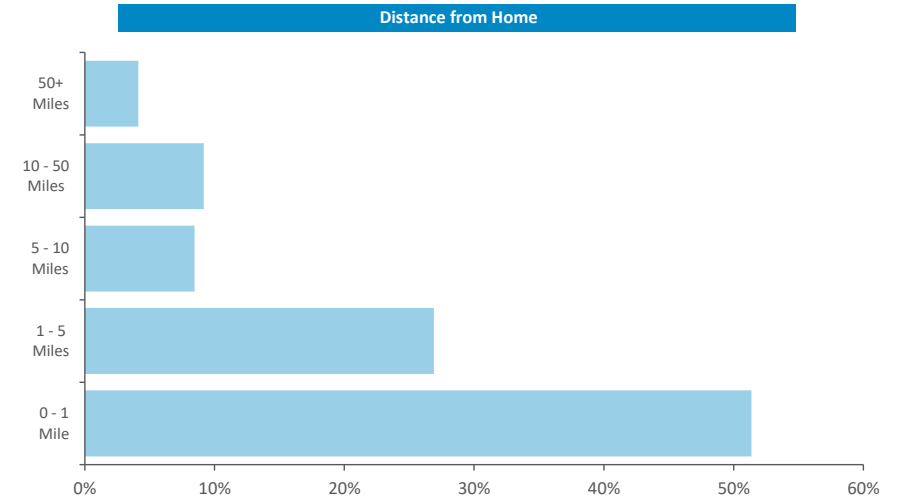
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	128	6.1%	77
Family Pub Dining	0	181	8.6%	94
Great Pub Great Food	0	389	18.4%	110
Leisure	0	218	10.3%	102
Mainstream	1	303	14.3%	103
Premium	0	303	14.3%	100
Restaurant	0	439	20.8%	90
Super Premium	0	67	3.2%	81

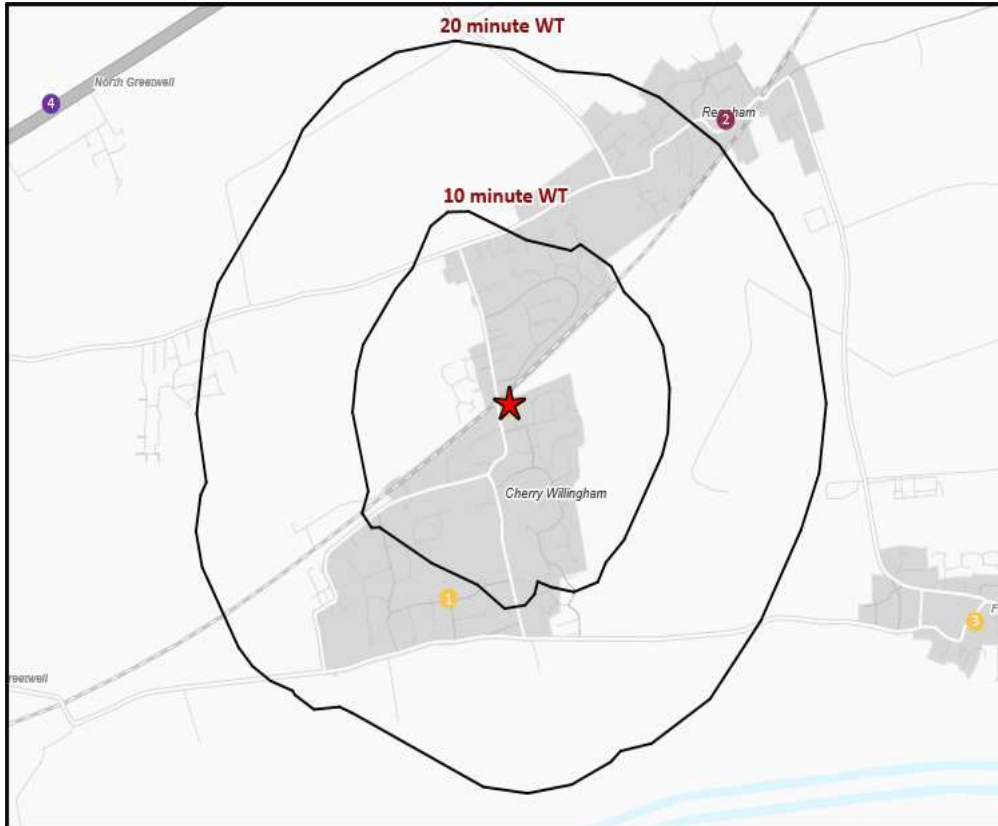
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	220	6.6%	85
Family Pub Dining	0	298	9.0%	98
Great Pub Great Food	0	606	18.2%	109
Leisure	0	346	10.4%	103
Mainstream	2	492	14.8%	106
Premium	0	477	14.4%	100
Restaurant	0	699	21.0%	91
Super Premium	0	103	3.1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	28	12,775	8.7%	111
Family Pub Dining	12	14,158	9.6%	106
Great Pub Great Food	19	23,380	15.9%	95
Leisure	36	14,681	10.0%	99
Mainstream	63	22,397	15.2%	109
Premium	31	20,701	14.0%	98
Restaurant	46	32,158	21.8%	95
Super Premium	3	4,723	3.2%	81



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Competition - Wishing Well



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
11	Lincolnshire Poacher	LN 2 4QT	Marston's	Mainstream	24.6%	1.96
7	Hunters Leap	LN 4 1AZ	Stonegate Pub Company	Mainstream	13.2%	1.52
4	Mach Indian Restaurant	LN 2 4RA	Independent Free	Restaurant	12.7%	1.29
14	Plough Inn	LN 2 2NR	George Bateman & Son	Mainstream	8.7%	2.14
20	Bottle and Glass	LN 2 2UG	Stonegate Pub Company	Premium	8.2%	2.92
8	Ferry Boat	LN 4 1AZ	Stonegate Pub Company	Mainstream	7.0%	1.52
0	Wishing Well	LN 3 4JL	Star Pubs & Bars	Mainstream	5.7%	0.00
13	Butcher And Beast	LN 4 1JS	George Bateman & Son	Premium	5.2%	2.05
3	Carpenters Arms	LN 3 4HF	Independent Free	Mainstream	4.0%	1.21
2	Fox and Hounds	LN 3 4DN	*Other Small Retail Groups	Premium	3.7%	0.82
10	Lincoln Rugby Football Club	LN 2 2RS	Independent Free	Premium	3.6%	1.68
12	Turks Head	LN 4 1RG	Punch Pub Company	Mainstream	3.3%	2.01
1	Cherry Tree	LN 3 4AS	Star Pubs & Bars	Mainstream	0.0%	0.45
5	Washingborough Community Cer	LN 4 1AB	Independent Free	Premium	0.0%	1.37
6	Fiskerton Village Hall	LN 3 4HW	Independent Free	Mainstream	0.0%	1.46
9	Washingborough Hall Hotel	LN 4 1BE	Independent Free	Great Pub Gre:	0.0%	1.61
15	Morgans	LN 2 4FN	Independent Free	Restaurant	0.0%	2.17
16	Mamas Crepe Bar	LN 2 4FN	Independent Free	Restaurant	0.0%	2.17
17	Black Horse	LN 2 2NX	Star Pubs & Bars	Mainstream	0.0%	2.23
18	Lincoln General Hospital S and Sc	LN 2 5QY	Independent Free	Leisure	0.0%	2.74
19	Sudbrooke Village Hall	LN 2 2UZ	Independent Free	Mainstream	0.0%	2.77

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

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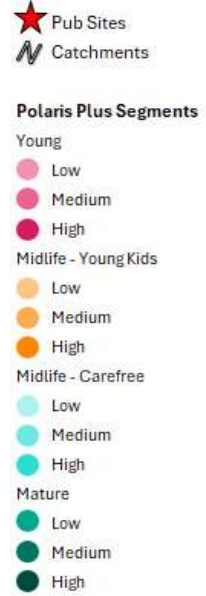


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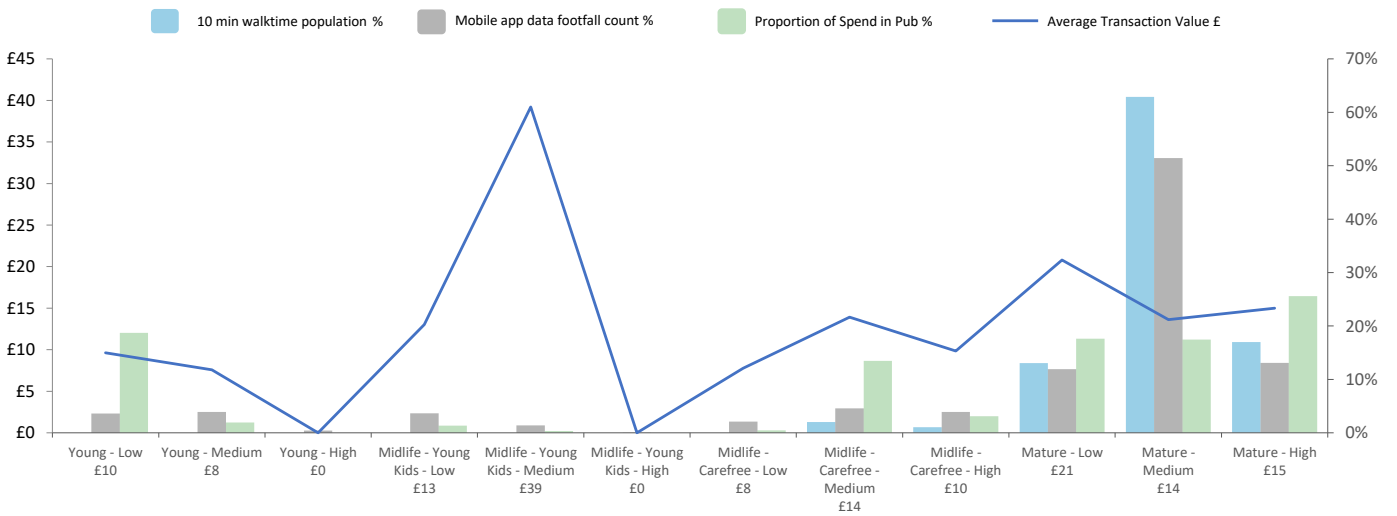
Catchment Summary - Wishing Well

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
72801	Wishing Well	LN 3 4JL	Star Pubs & Bars	Mainstream	17



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Wishing Well

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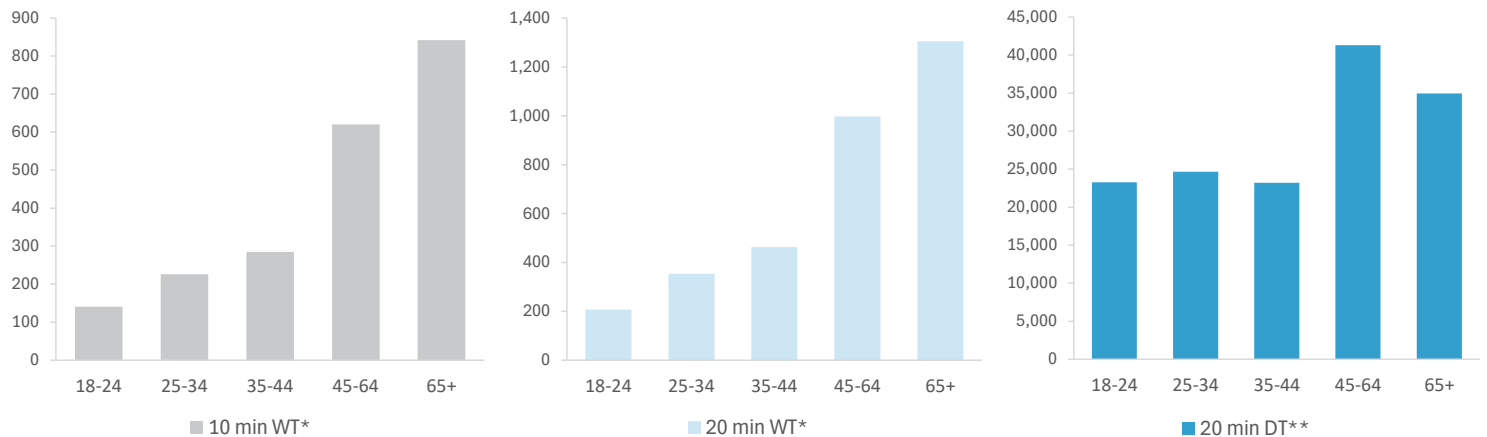
Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		2,551	4,014	180,153	48	20	42
Adults 18+		2,114	3,326	147,412	47	20	43
Competition Pubs		1	2	238	2	2	30
Adults 18+ per Competition Pub		2,114	1,663	619	309	243	90
% Adults Likely to Drink		82.0%	81.0%	81.0%	103	101	101
Affluence	Low	13.1%	16.8%	31.6%	39	51	95
	Medium	64.9%	64.5%	51.4%	170	169	134
	High	18.0%	16.2%	15.4%	66	59	56
Mean Net Disposable income (£pa)		£24,113	£24,118	£20,814	107	107	92
Age Profile	18-24	141	207	23,265	65	61	152
	25-34	226	354	24,663	66	65	101
	35-44	285	463	23,209	83	85	95
	45-64	620	997	41,301	97	99	91
	65+	842	1,305	34,974	172	169	101

Population & Adults 18+ index is based on all pubs

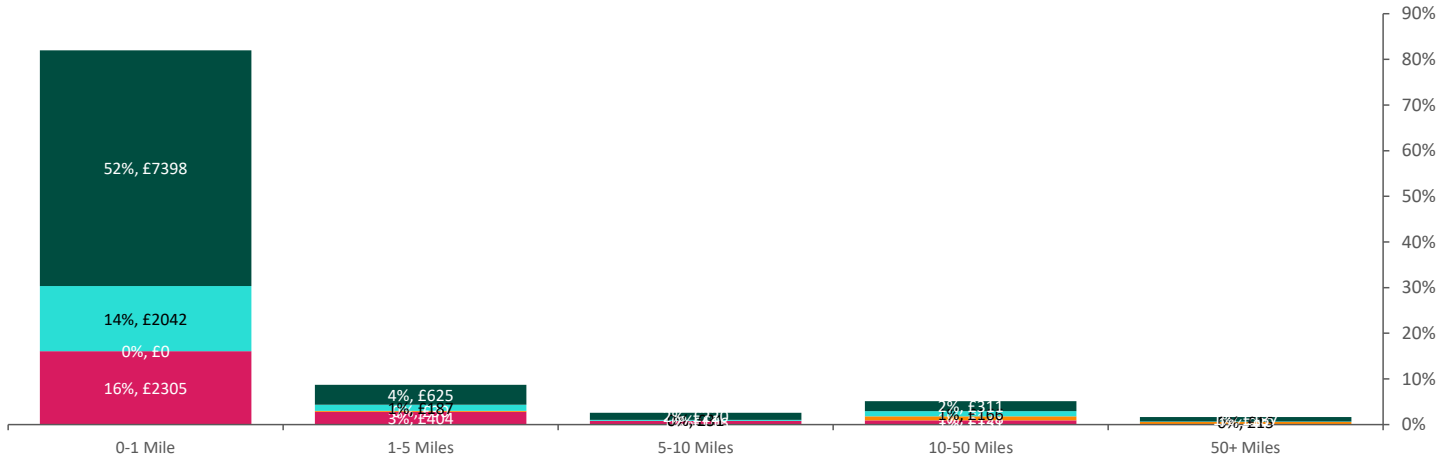
Affluence does not include Not Private Households



		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	1,213 (48%)	1,911 (48%)	89,340 (50%)	97	97	101
	Female	1,338 (52%)	2,103 (52%)	90,813 (50%)	103	103	99
Economic Status (16+)	Employed: Full-time	585 (27%)	966 (28%)	50,180 (33%)	79	83	98
	Employed: Part-time	255 (12%)	412 (12%)	18,134 (12%)	98	101	100
	Self employed	174 (8%)	276 (8%)	10,969 (7%)	87	87	78
	Unemployed	29 (1%)	44 (1%)	3,279 (2%)	49	47	79
	Full-time student	36 (2%)	49 (1%)	5,776 (4%)	67	58	153
	Retired	876 (40%)	1,326 (39%)	33,555 (22%)	186	179	102
Other	212 (10%)	335 (10%)	29,381 (19%)	55	55	109	
Total Worker Count		480	767	84,566			

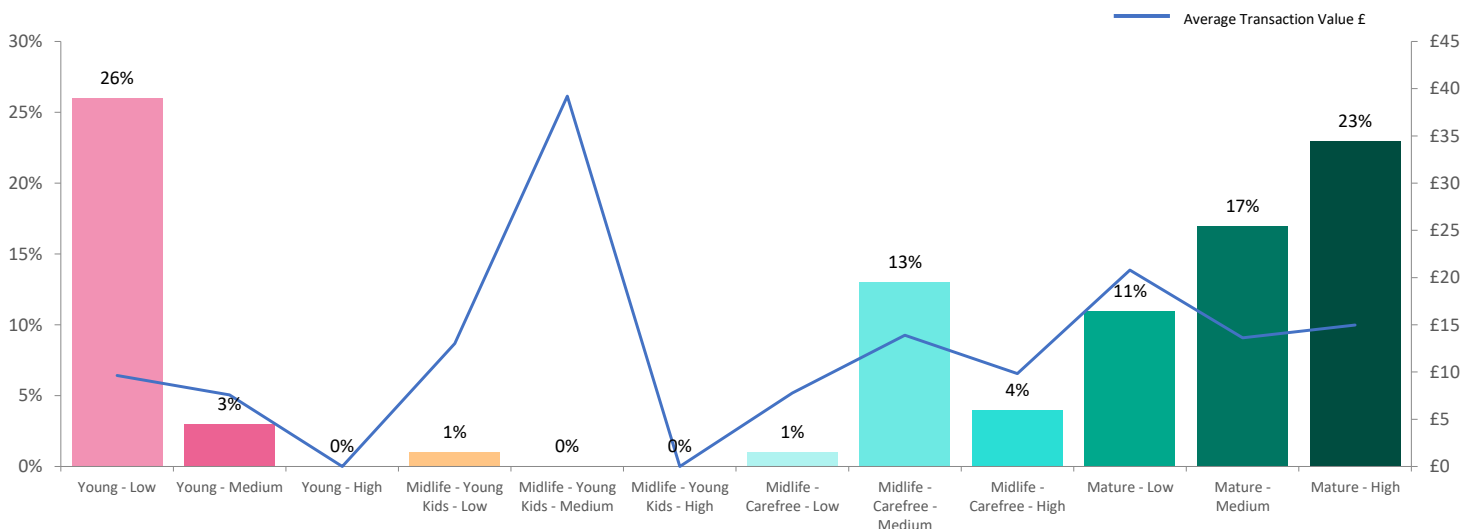
See the Glossary page for further information on the above variables

Spend by Polaris and Distance from Home



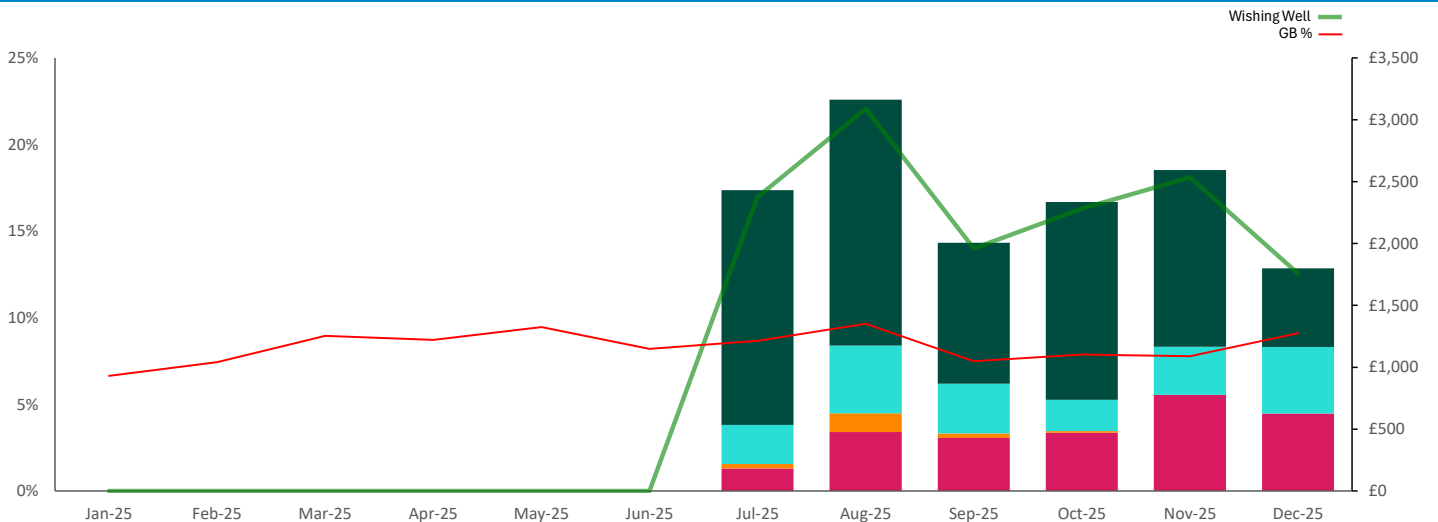
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



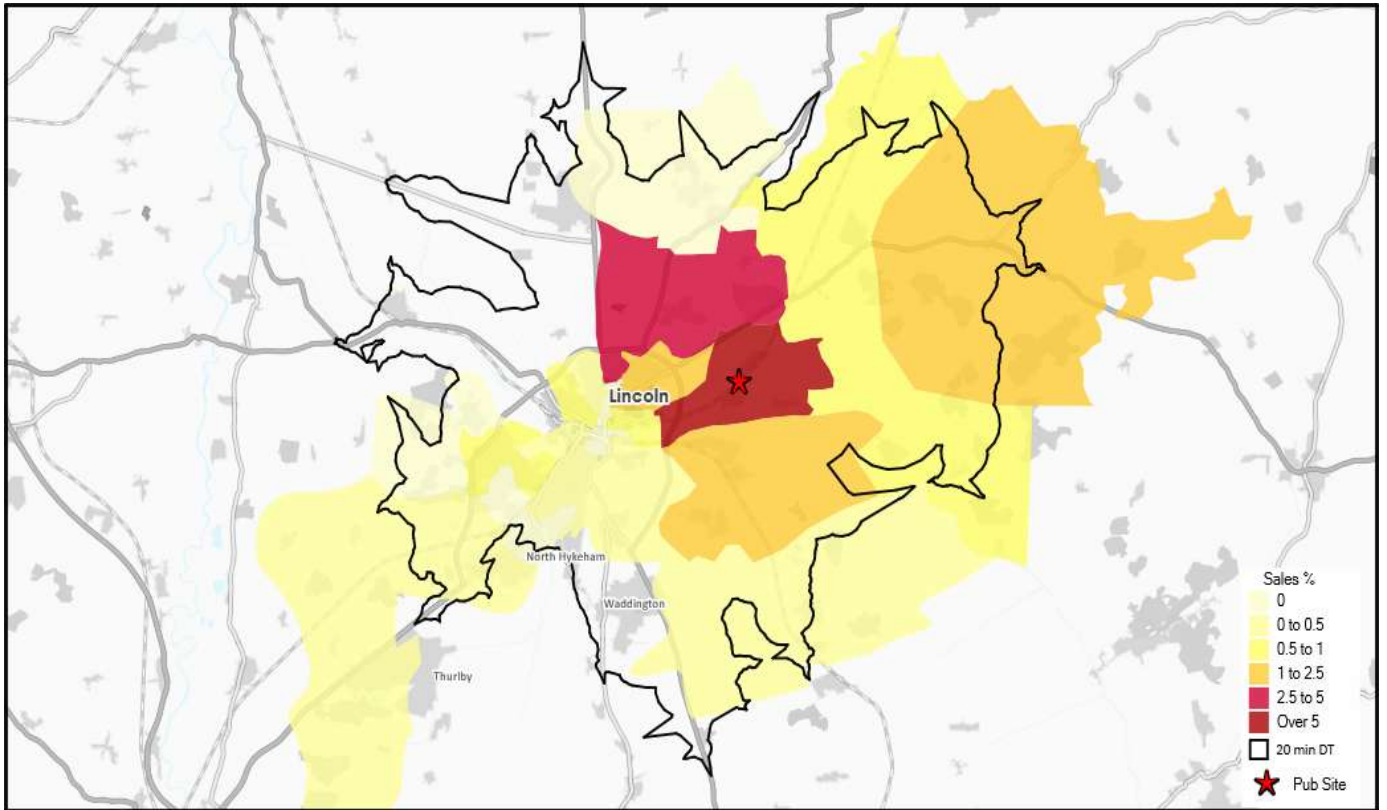
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



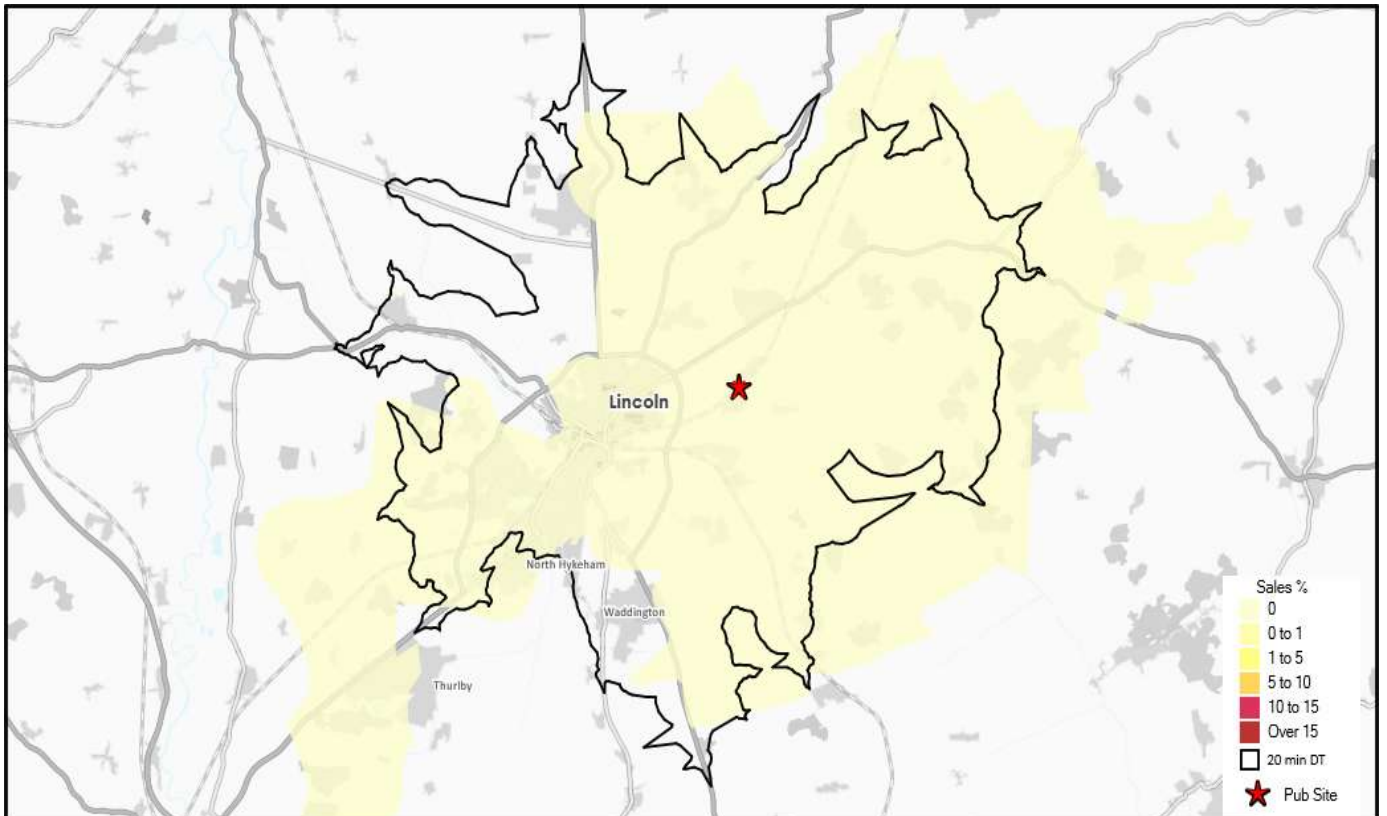
Seasonality of the spend split by month

Wishing Well Share of Spend from Postcode Sectors within 20 minute Drive



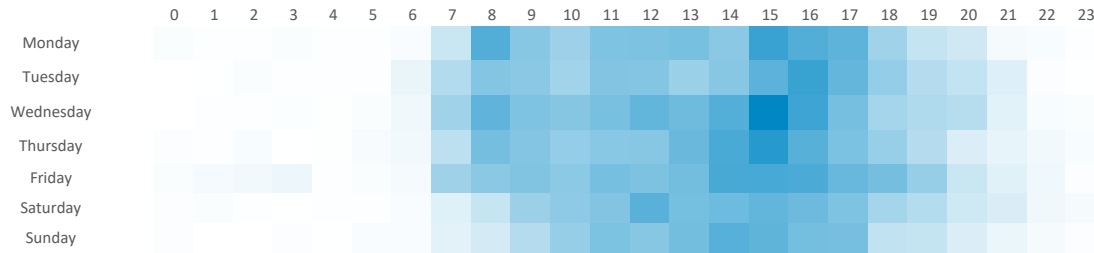
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



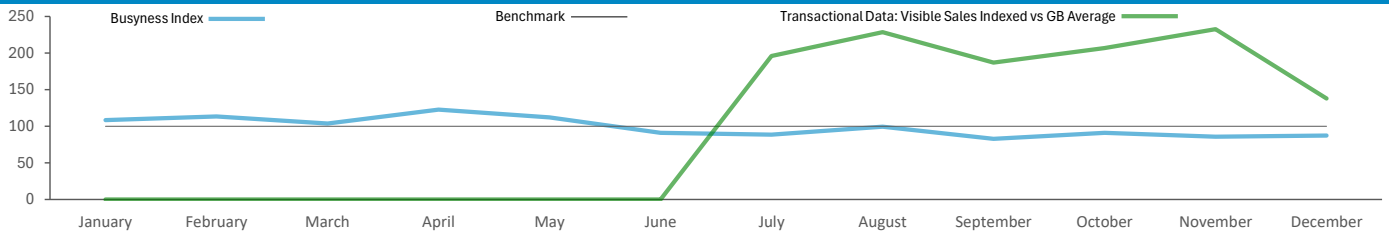
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



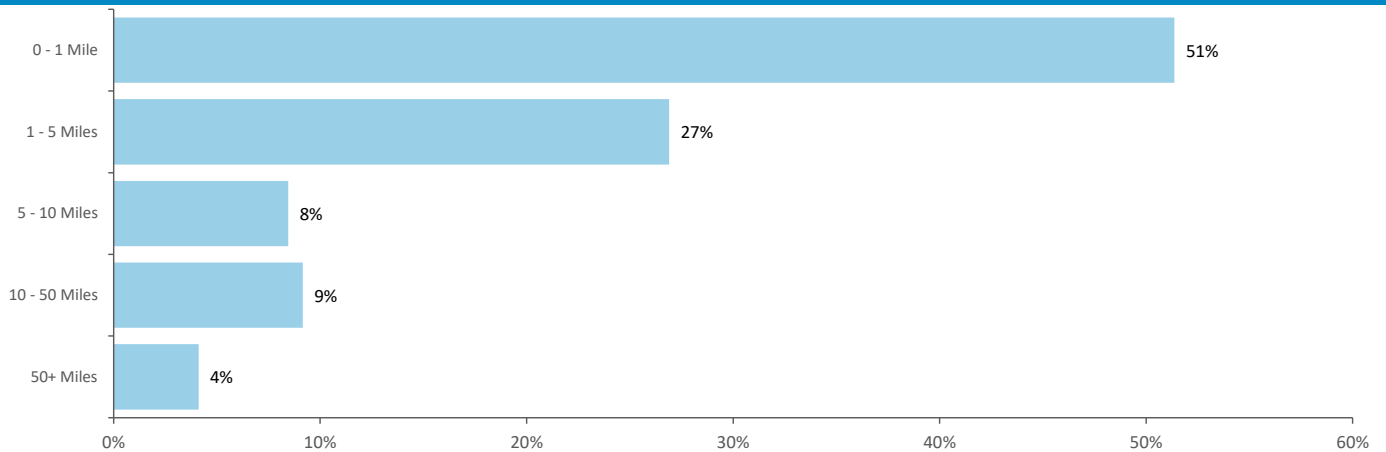
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



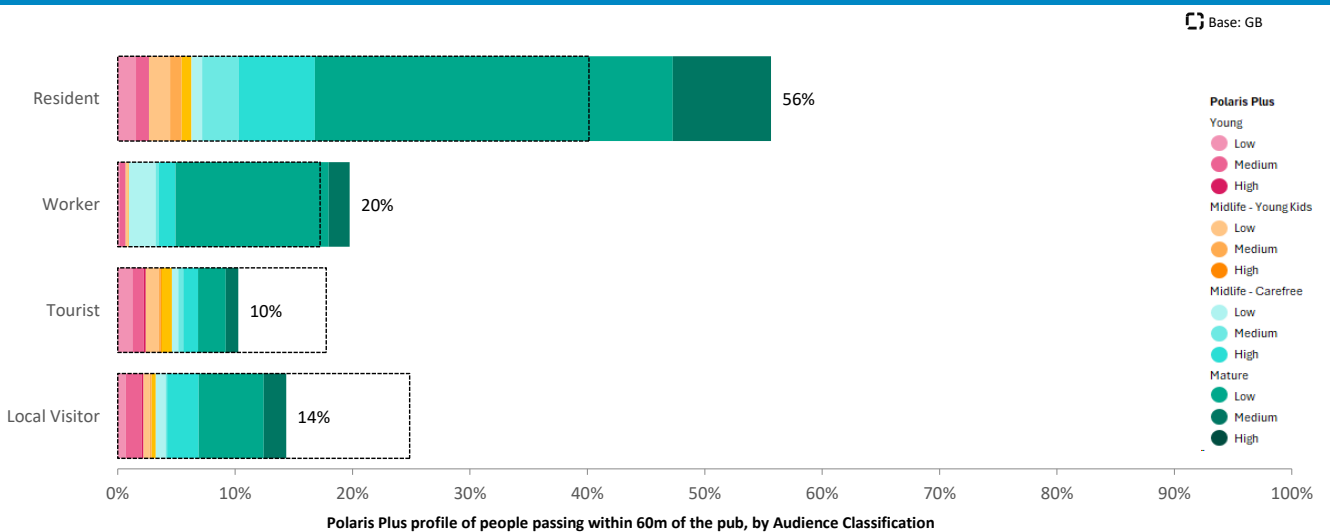
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



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

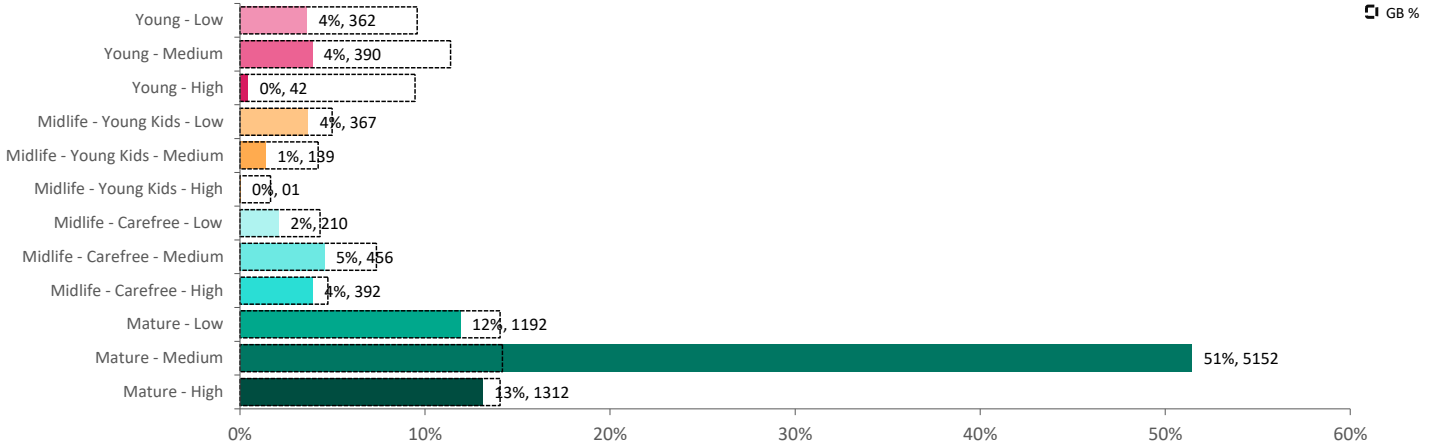
Audience Classification by Polaris Plus



Mobile Data Summary - Wishing Well

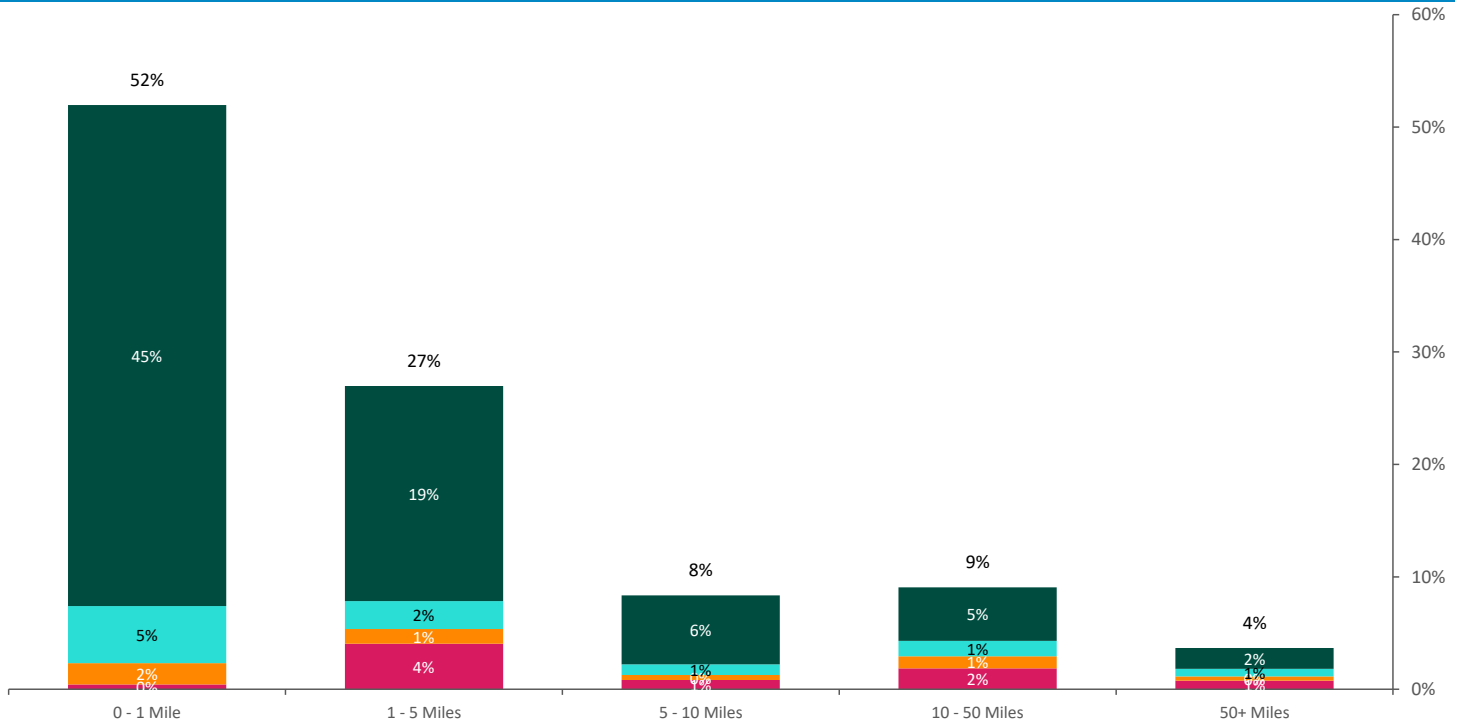
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Polaris Plus Profile



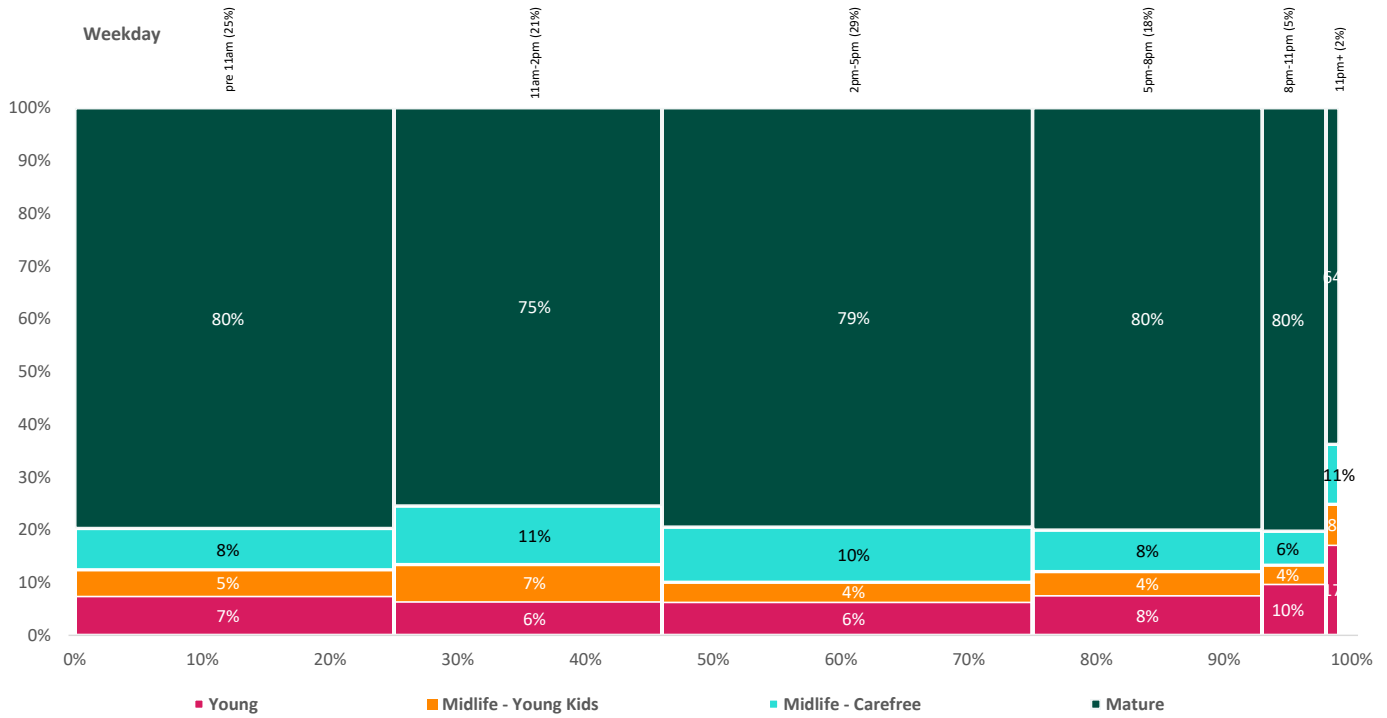
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



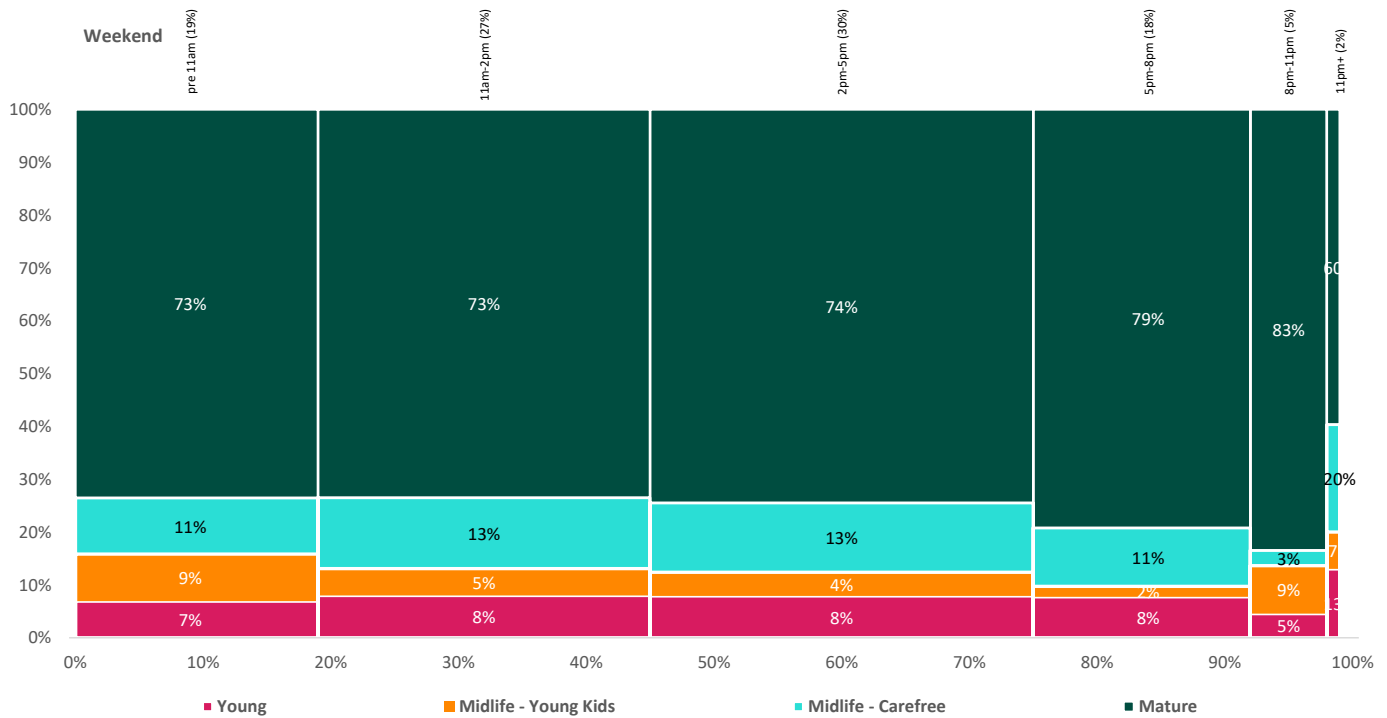
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,899	1,497	2,152	1,339	374	94	7,354
Midlife - Carefree		187	220	284	132	30	17	870
Midlife - Young Kids		117	138	99	74	16	11	455
Young		179	128	173	128	46	25	679
All		2,382	1,983	2,708	1,673	466	147	9,359

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		435	607	687	440	143	29	2,340
Midlife - Young Kids		63	111	122	62	5	10	372
Midlife - Carefree		53	42	41	11	16	3	166
Mature		41	66	73	43	8	6	238
All		592	826	923	556	171	48	3,116

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	51	13,483	0	16	93
Medium	0	0	28,582	0	0	176
High	0	0	2,661	0	0	27
Midlife - Young Kids						
Low	0	79	4,894	0	42	59
Medium	0	4	808	0	3	12
High	0	0	18	0	0	1
Midlife - Carefree						
Low	0	0	5,528	0	0	88
Medium	43	43	8,416	28	18	80
High	22	22	2,745	23	14	41
Mature						
Low	276	428	22,634	97	95	114
Medium	1,329	2,099	37,925	401	402	164
High	359	515	17,299	113	103	78
Not Private Households	85	85	2,419	376	239	153
Total	2,114	3,326	147,412			

Over GB Average
 Around GB Average
 Under GB Average

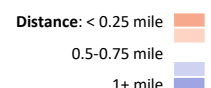


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Wishing Well	LN 3 4JL	Star Pubs & Bars	Mainstream	5.7%	92.9%	0.00
1	Cherry Tree	LN 3 4AS	Star Pubs & Bars	Mainstream	0.0%	0.0%	0.45
2	Fox and Hounds	LN 3 4DN	*Other Small Retail Groups	Premium	3.7%	96.1%	0.82
3	Carpenters Arms	LN 3 4HF	Independent Free	Mainstream	4.0%	80.4%	1.21
4	Mach Indian Restaurant	LN 2 4RA	Independent Free	Restaurant	12.7%	75.9%	1.29
5	Washingborough Community Centre	LN 4 1AB	Independent Free	Premium	0.0%	0.0%	1.37
6	Fiskerton Village Hall	LN 3 4HW	Independent Free	Mainstream	0.0%	0.0%	1.46
7	Hunters Leap	LN 4 1AZ	Stonegate Pub Company	Mainstream	13.2%	70.2%	1.52
8	Ferry Boat	LN 4 1AZ	Stonegate Pub Company	Mainstream	7.0%	96.9%	1.52
9	Washingborough Hall Hotel	LN 4 1BE	Independent Free	Great Pub Great Food	0.0%	0.0%	1.61
10	Lincoln Rugby Football Club	LN 2 2RS	Independent Free	Premium	3.6%	73.0%	1.68
11	Lincolnshire Poacher	LN 2 4QT	Marston's	Mainstream	24.6%	72.8%	1.96
12	Turks Head	LN 4 1RG	Punch Pub Company	Mainstream	3.3%	95.6%	2.01
13	Butcher And Beast	LN 4 1JS	George Bateman & Son	Premium	5.2%	70.1%	2.05
14	Plough Inn	LN 2 2NR	George Bateman & Son	Mainstream	8.7%	65.2%	2.14
15	Morgans	LN 2 4FN	Independent Free	Restaurant	0.0%	0.0%	2.17
16	Mamas Crepe Bar	LN 2 4FN	Independent Free	Restaurant	0.0%	0.0%	2.17
17	Black Horse	LN 2 2NX	Star Pubs & Bars	Mainstream	0.0%	0.0%	2.23
18	Lincoln General Hospital S and Sc	LN 2 5QY	Independent Free	Leisure	0.0%	0.0%	2.74
19	Sudbrooke Village Hall	LN 2 2UZ	Independent Free	Mainstream	0.0%	0.0%	2.77
20	Bottle and Glass	LN 2 2UG	Stonegate Pub Company	Premium	8.2%	82.2%	2.92

* 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 - Wishing Well

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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
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Great Pub Great Food	0	389	18.4%	110
Leisure	0	218	10.3%	102
Mainstream	1	303	14.3%	103
Premium	0	303	14.3%	100
Restaurant	0	439	20.8%	90
Super Premium	0	67	3.2%	81

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	220	6.6%	85
Family Pub Dining	0	298	9.0%	98
Great Pub Great Food	0	606	18.2%	109
Leisure	0	346	10.4%	103
Mainstream	2	492	14.8%	106
Premium	0	477	14.4%	100
Restaurant	0	699	21.0%	91
Super Premium	0	103	3.1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	28	12,775	8.7%	111
Family Pub Dining	12	14,158	9.6%	106
Great Pub Great Food	19	23,380	15.9%	95
Leisure	36	14,681	10.0%	99
Mainstream	63	22,397	15.2%	109
Premium	31	20,701	14.0%	98
Restaurant	46	32,158	21.8%	95
Super Premium	3	4,723	3.2%	81

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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