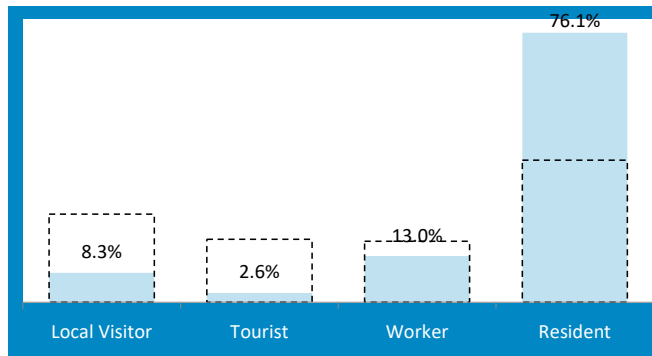
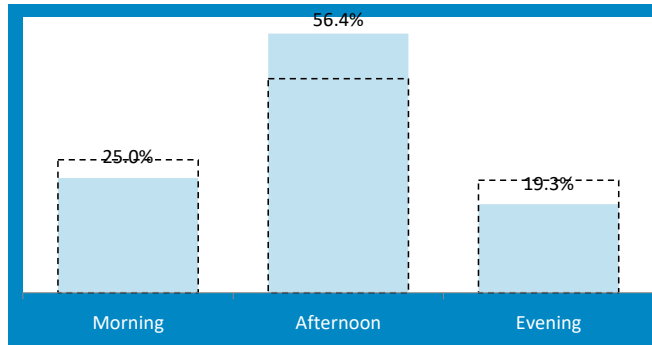
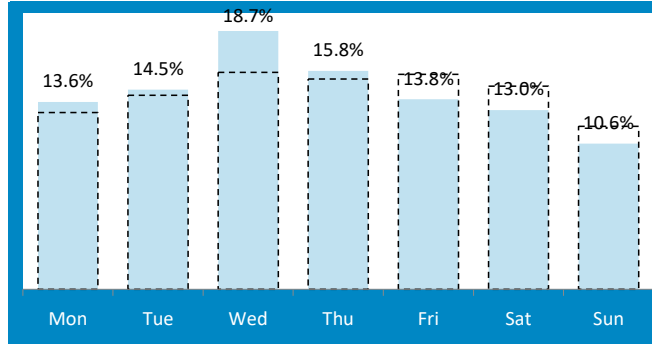


Area Quick Stats

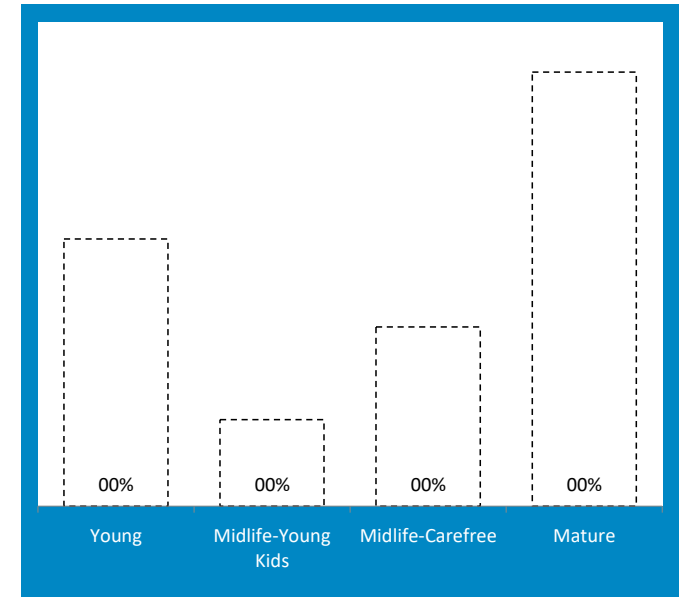
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4.661	5.344
Adult Pop		3.954	4.529
Affluence	Low	4%	33%
	Medium	64%	38%
	High	31%	27%
Young		1%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		11%	16%
Mature		88%	44%
Competition Count		2	43

Visitors



Spend Profile

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



Catchment Summary - Coachman

- 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**
4,661	9,924	468,499

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
87	51	110

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

87	51	110
5	12	103
289	102	68
105	104	99

13	43	152
168	122	94
114	137	45

133	128	86
-----	-----	----

51	53	112
58	60	101
80	81	101
95	101	95
198	186	100

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

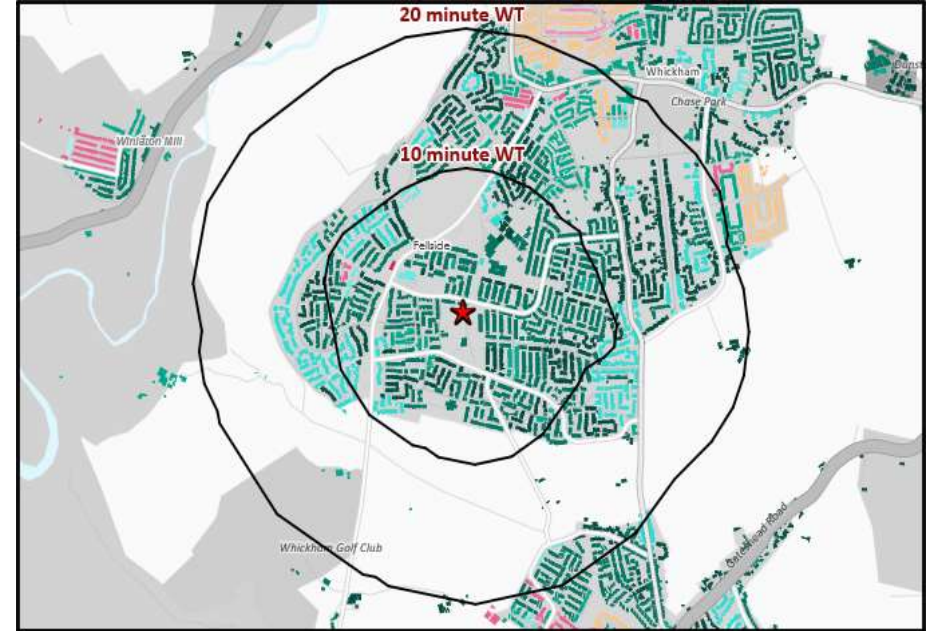
% Adults Likely to Drink

Affluence	Low	4,4%	14,4%	50,6%
	Medium	64,3%	46,5%	35,9%
	High	31,3%	37,6%	12,3%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

Age Profile	18-24	201	446	44,598
	25-34	367	804	64,266
	35-44	502	1,080	63,696
	45-64	1,107	2,529	112,038
	65+	1,777	3,555	89,779



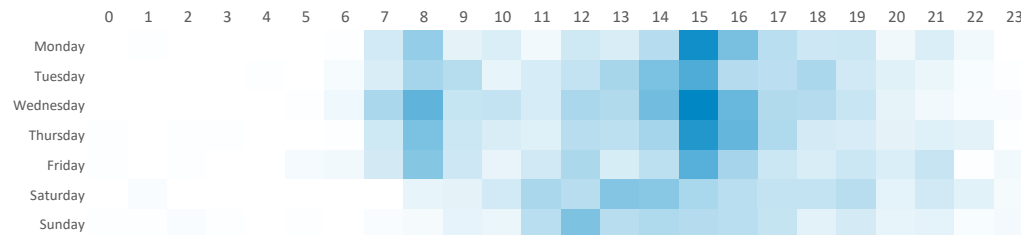
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Polaris Plus Segments

- ★ 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 (Cyan)
 - High (Teal)
- 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	39	165	142,218	4	7	137
Midlife - Young Kids	0	95	37,071	0	10	91
Midlife - Carefree	421	1,090	37,526	68	82	64
Mature	3,494	6,935	152,929	200	186	92
<i>Not Private Households</i>	0	129	4,633	0	12,672	10,228
Total	3,954	8,414	374,377			



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Per Pub - Coachman

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

Adults 18+	3.954	8.414	374.377
Number of Competition Pubs	2	12	805
Adults 18+ per Competition Pub	1.977	701	465

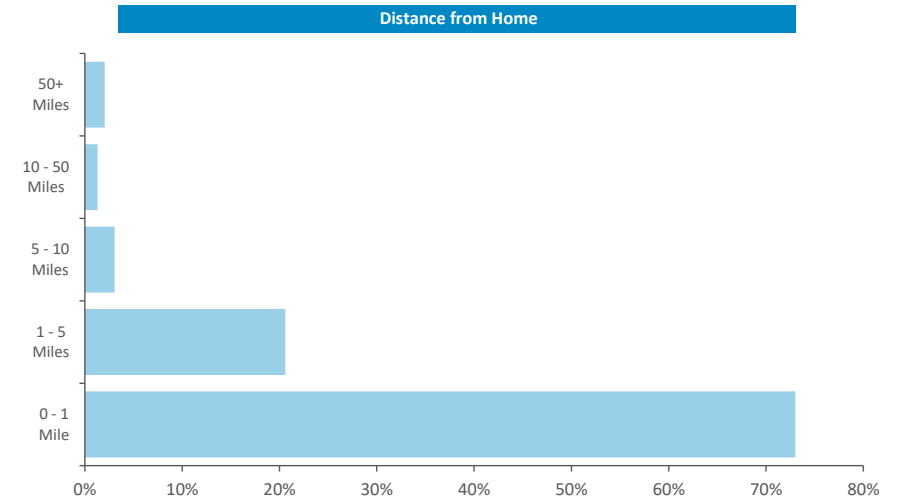
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	208	5,3%	67
Family Pub Dining	0	317	8,0%	88
Great Pub Great Food	0	812	20,5%	123
Leisure	0	429	10,9%	108
Mainstream	1	538	13,6%	98
Premium	1	602	15,2%	106
Restaurant	0	893	22,6%	98
Super Premium	0	154	3,9%	99

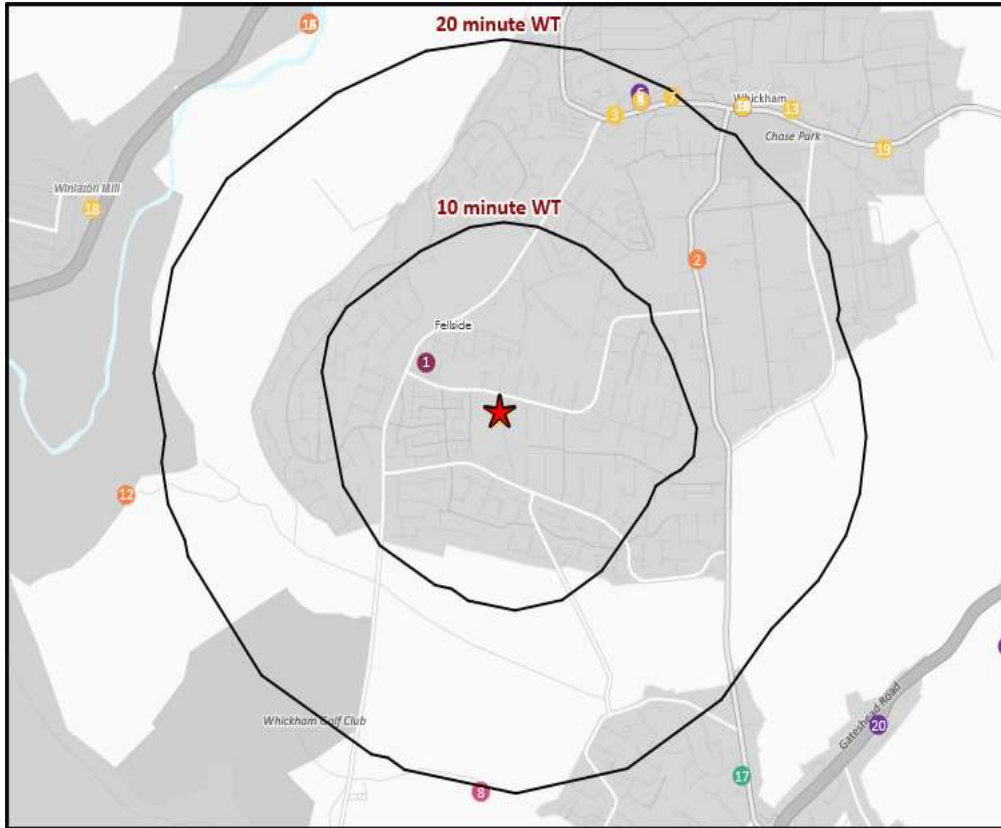
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	465	5,5%	70
Family Pub Dining	0	674	8,0%	88
Great Pub Great Food	0	1.680	20,0%	119
Leisure	1	893	10,6%	106
Mainstream	6	1.114	13,2%	95
Premium	1	1.235	14,7%	103
Restaurant	4	1.887	22,4%	97
Super Premium	0	336	4,0%	101

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	187	38.955	10,4%	133
Family Pub Dining	42	39.700	10,6%	117
Great Pub Great Food	39	53.828	14,4%	86
Leisure	125	36.785	9,8%	98
Mainstream	151	58.826	15,7%	113
Premium	50	49.357	13,2%	92
Restaurant	181	81.472	21,8%	95
Super Premium	28	10.780	2,9%	73



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Competition - Coachman



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
20	Sorella Sorella	NE16 5LE	Independent Free	Restaurant	15,5%	1,05
8	Woodmans Arms	NE16 5BB	Independent Free	Family Pub Dir	13,1%	0,77
19	Harry Clasper	NE16 4HF	Wetherspoons GB	Mainstream	10,9%	1,01
13	Bay Horse	NE16 4EF	Greene King	Mainstream	10,4%	0,90
7	Gibside Hotel	NE16 4JG	Independent Free	Mainstream	8,1%	0,75
1	Fellsider	NE16 5BY	Star Pubs & Bars	Premium	7,8%	0,20
3	Bridle Path	NE16 4JJ	Stonegate Pub Company	Mainstream	6,4%	0,66
5	One Eyed Stag	NE16 4JB	Independent Free	Mainstream	6,3%	0,71
11	Deanos Trattoria	NE16 4DT	Independent Free	Restaurant	4,7%	0,83
4	Jamdani Indian	NE16 4JB	Independent Free	Restaurant	3,6%	0,71
2	Whickham Glebe Sports Club	NE16 4PF	Independent Free	Leisure	3,5%	0,54
10	Crown	NE16 4DT	Punch Pub Company	Mainstream	2,6%	0,83
12	Whickham Golf Club	NE16 5BA	Independent Free	Leisure	2,0%	0,85
17	Sunniside Social Club	NE16 5NA	Independent Free	Classic	1,8%	0,91
14	Blaydon Tennis Club	NE21 6JA	Independent Free	Leisure	1,7%	0,90
15	Swalwell Cricket Club	NE21 6JA	Independent Free	Leisure	1,7%	0,90
16	Swalwell Juniors Football Club	NE21 6JA	Independent Free	Leisure	0,0%	0,90
0	Coachman	NE16 5AW	Star Pubs & Bars	Mainstream	0,0%	0,00
6	Chutneys	NE16 4AB	Independent Free	Restaurant	0,0%	0,73
9	Oli and Joes	NE16 4DT	Oli and Joes	Restaurant	0,0%	0,83
18	Red Kite	NE21 6RT	Star Pubs & Bars	Mainstream	0,0%	1,00

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

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Catchment Summary - Coachman

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
82579	Coachman	NE16 5AW	Star Pubs & Bars	Mainstream	10

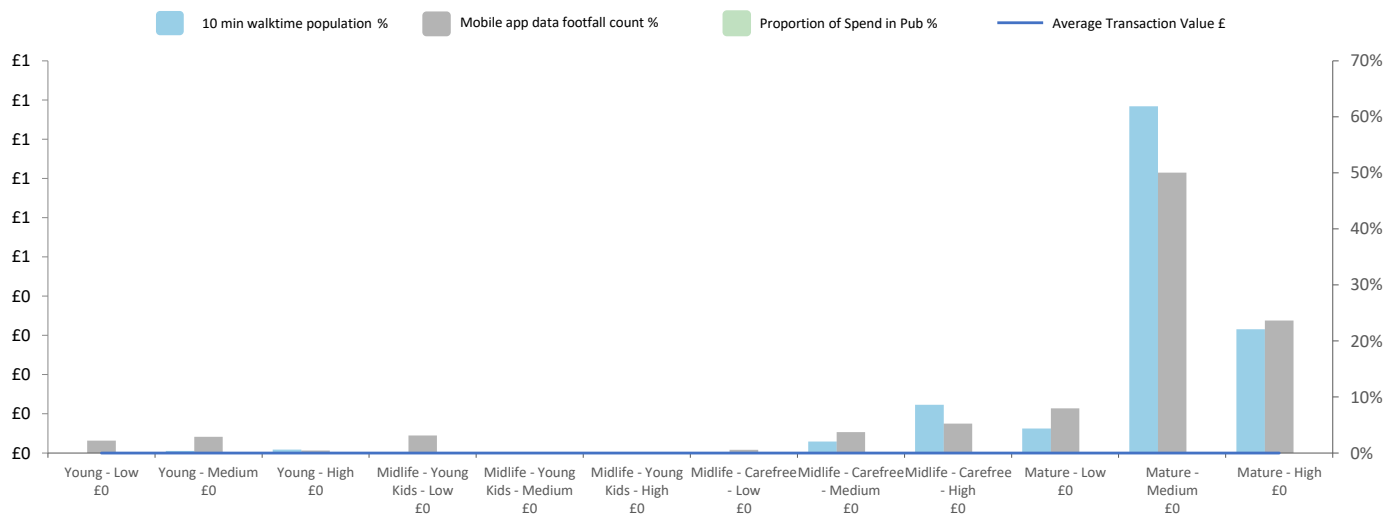


- ★ Pub Sites
- ⌘ Catchments

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



See the Glossary page for further information on the above variables

Catchment Summary - Coachman

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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	4,661	9,924	468,499	87	51	110
Adults 18+	3,954	8,414	374,377	87	51	110
Competition Pubs	2	12	805	5	12	103
Adults 18+ per Competition Pub	1,977	701	465	289	102	68
% Adults Likely to Drink	84,0%	83,0%	79,0%	105	104	99

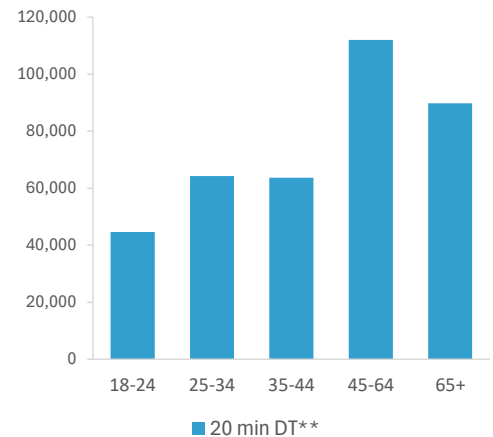
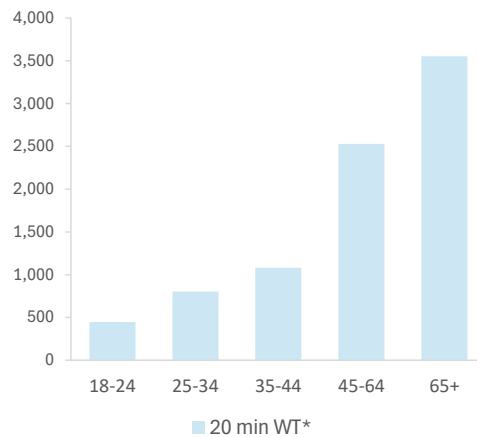
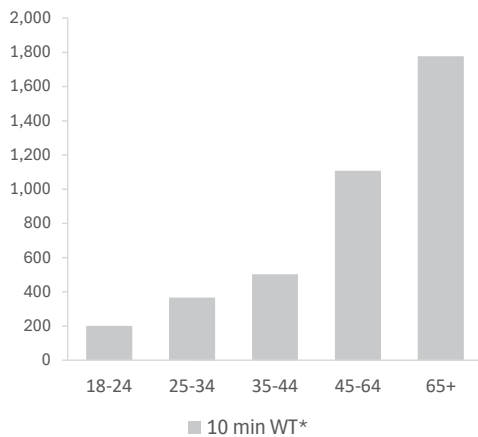
Population & Adults 18+ index is based on all pubs

Affluence	Low	4,4%	14,4%	50,6%	13	43	152
	Medium	64,3%	46,5%	35,9%	168	122	94
	High	31,3%	37,6%	12,3%	114	137	45

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£29,936	£28,909	£19,320	133	128	86
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Age Profile	18-24	201	446	44,598	51	53	112
	25-34	367	804	64,266	58	60	101
	35-44	502	1,080	63,696	80	81	101
	45-64	1,107	2,529	112,038	95	101	95
	65+	1,777	3,555	89,779	198	186	100



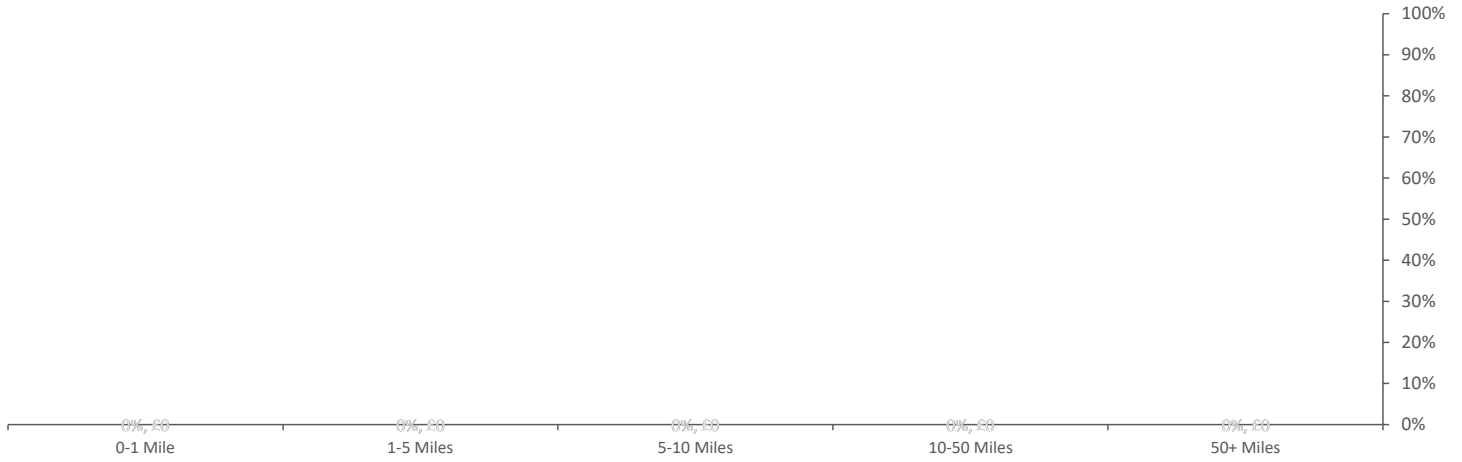
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	2,231 (48%)	4,814 (49%)	231,971 (50%)	98	99	101
	Female	2,430 (52%)	5,110 (51%)	236,528 (50%)	102	101	99
Economic Status (16+)	Employed: Full-time	1,167 (29%)	2,606 (30%)	123,987 (32%)	85	89	95
	Employed: Part-time	455 (11%)	895 (10%)	47,309 (12%)	94	87	103
	Self employed	257 (6%)	541 (6%)	23,025 (6%)	69	68	64
	Unemployed	54 (1%)	108 (1%)	12,020 (3%)	49	45	113
	Full-time student	66 (2%)	124 (1%)	10,172 (3%)	65	58	106
	Retired	1,769 (44%)	3,594 (42%)	87,365 (23%)	201	191	104
	Other	272 (7%)	763 (9%)	81,551 (21%)	38	50	119
Total Worker Count	1,262	3,019	235,543				

See the Glossary page for further information on the above variables

Transactional Data Summary - Coachman

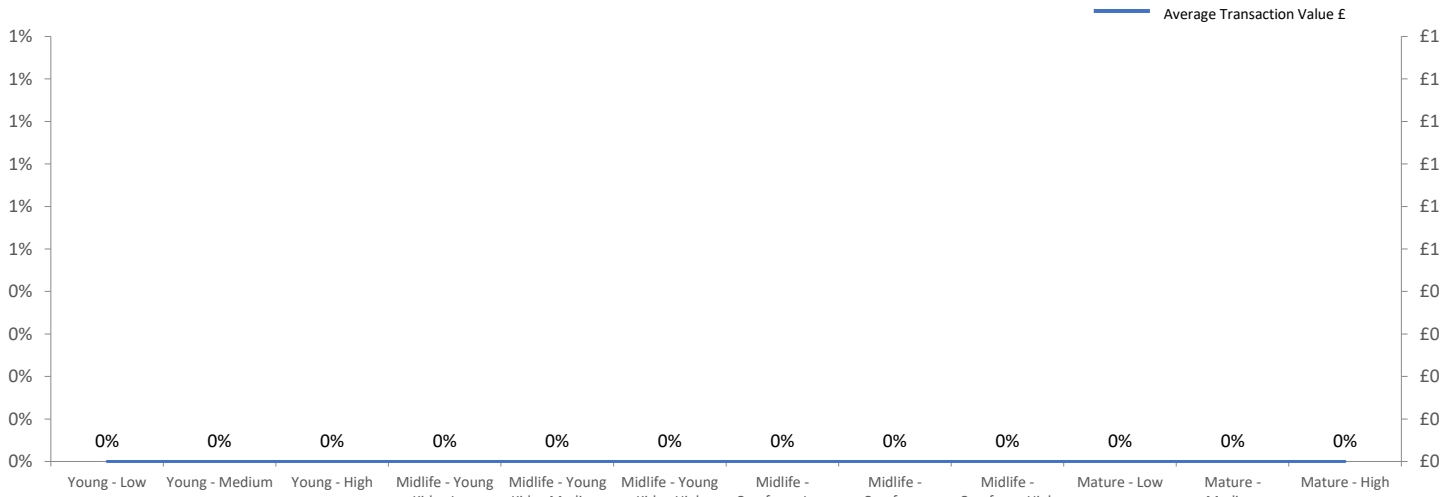
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Spend by Polaris and Distance from Home



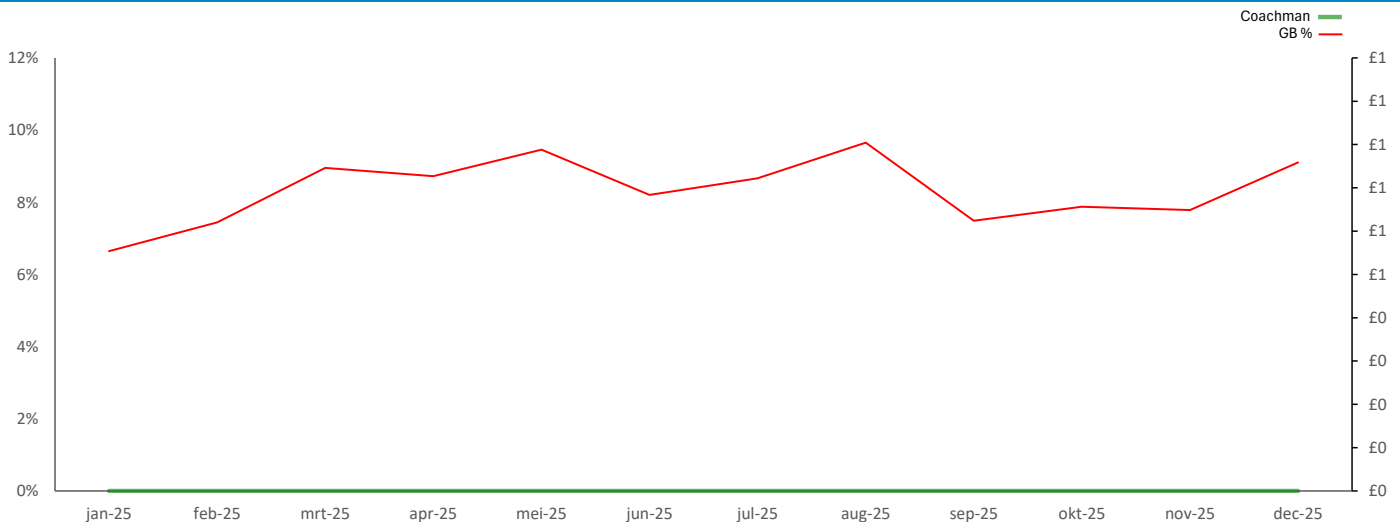
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



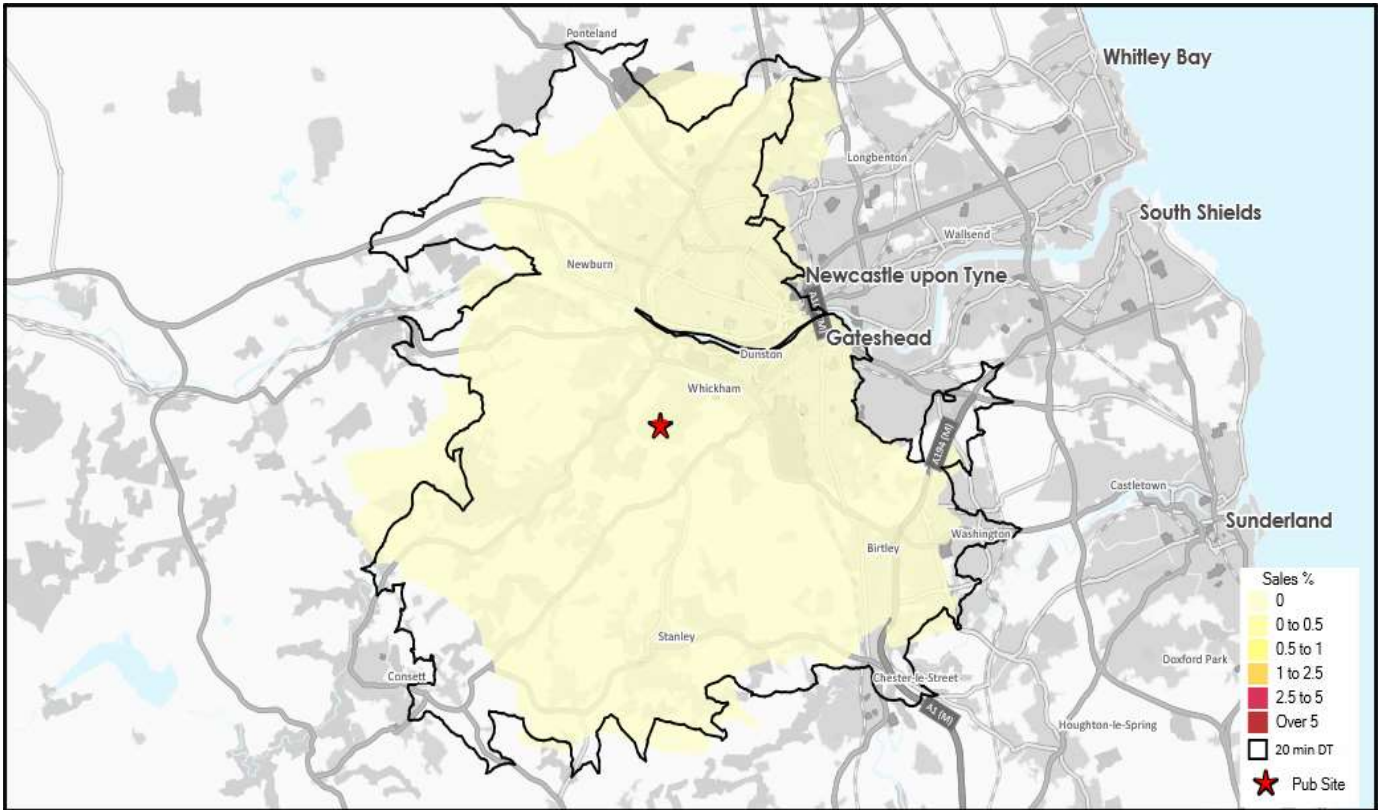
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



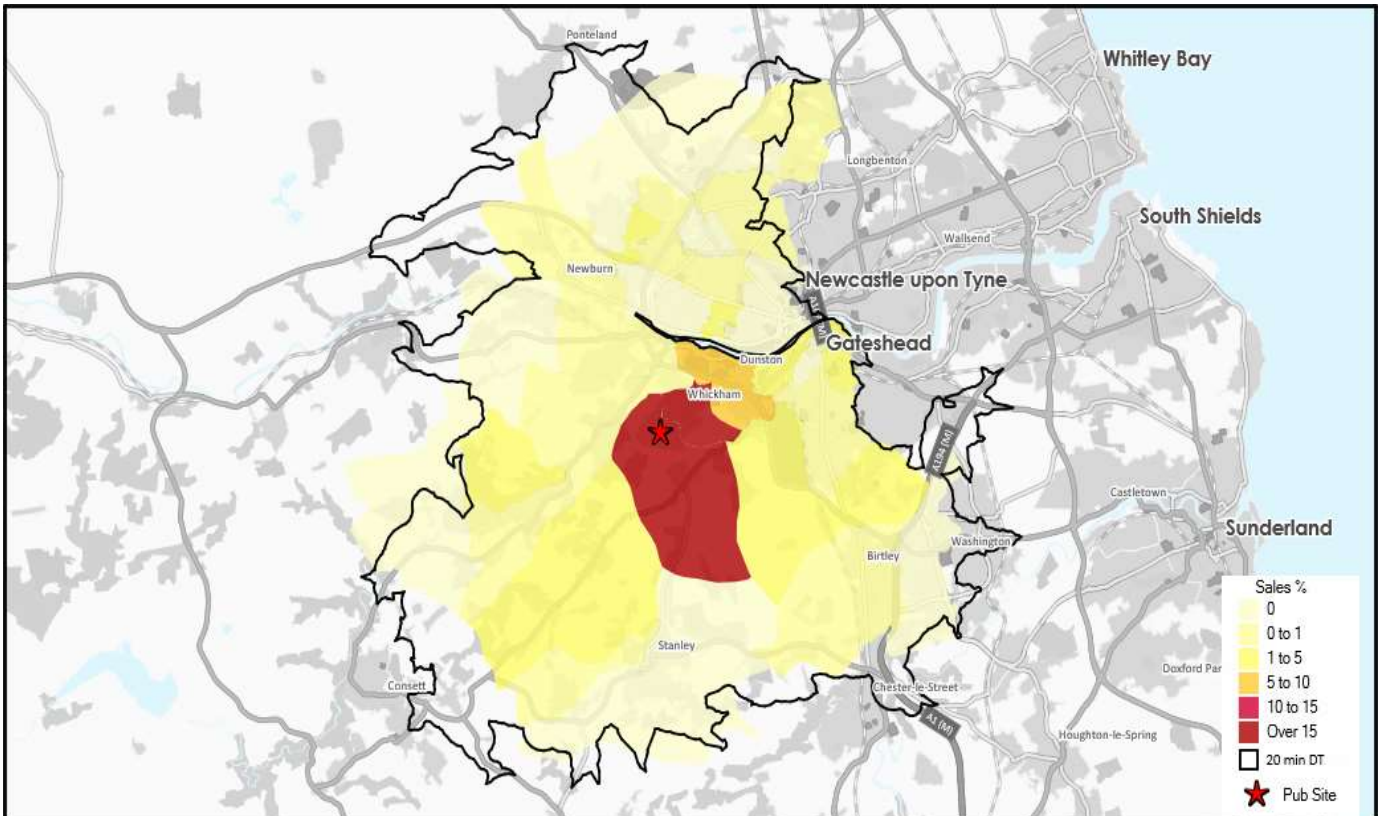
Seasonality of the spend split by month

Coachman Share of Spend from Postcode Sectors within 20 minute Drive



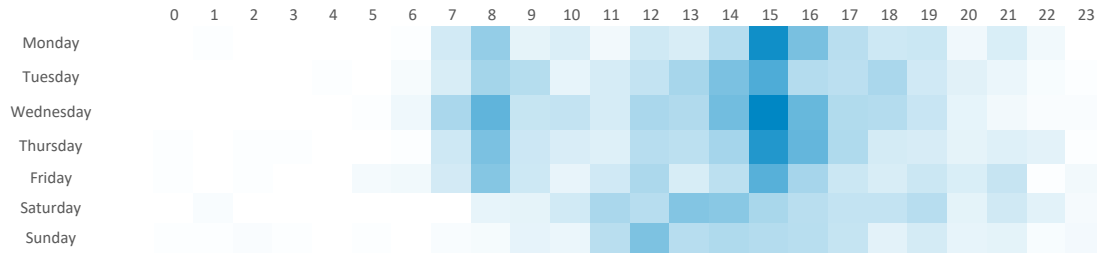
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



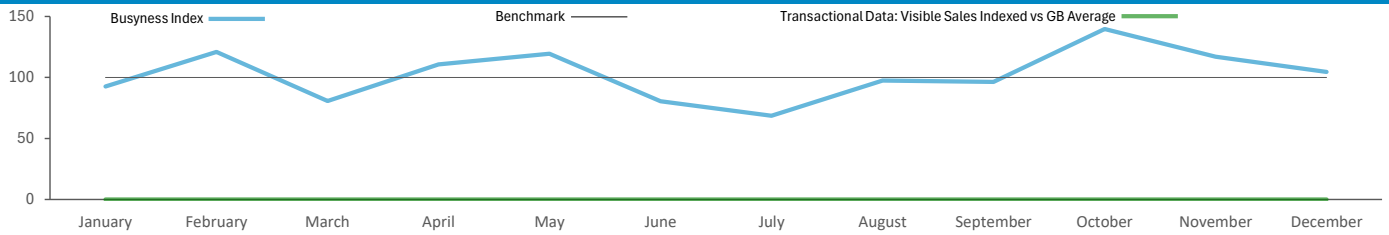
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



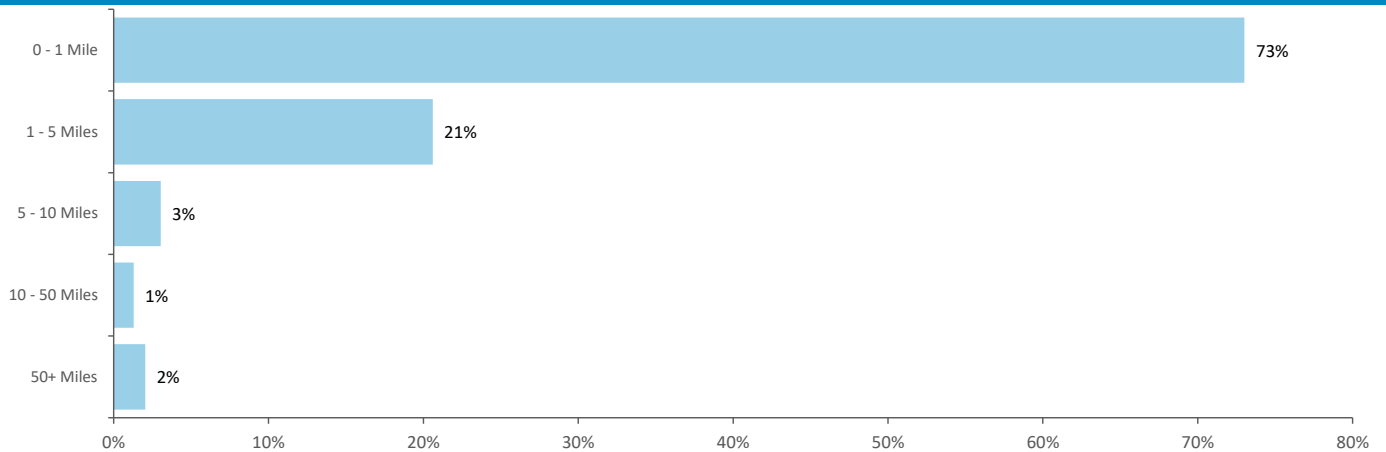
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



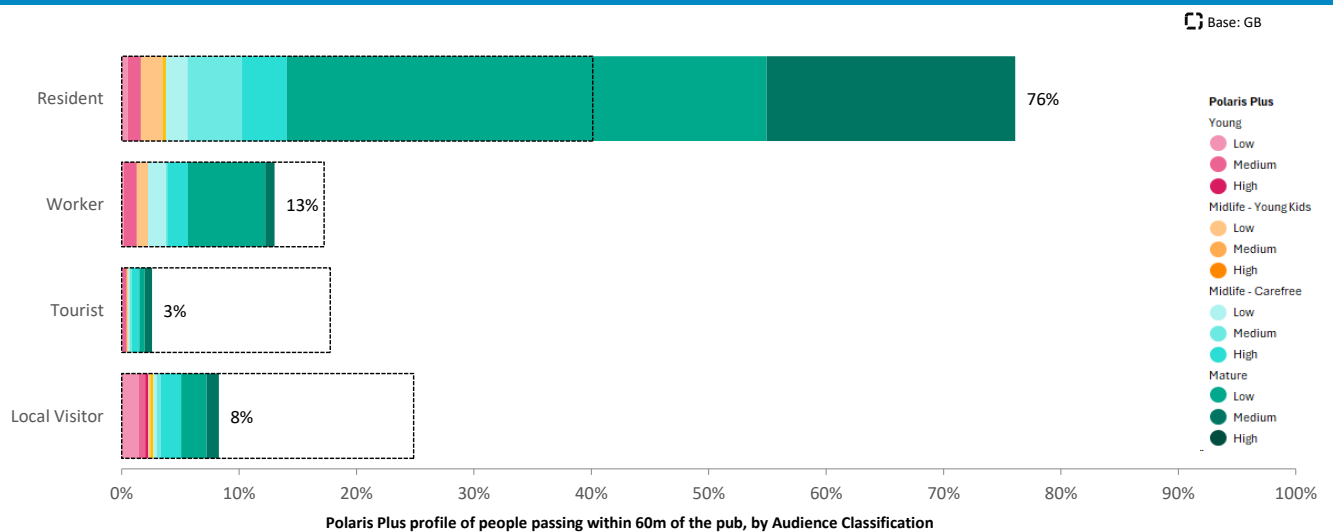
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



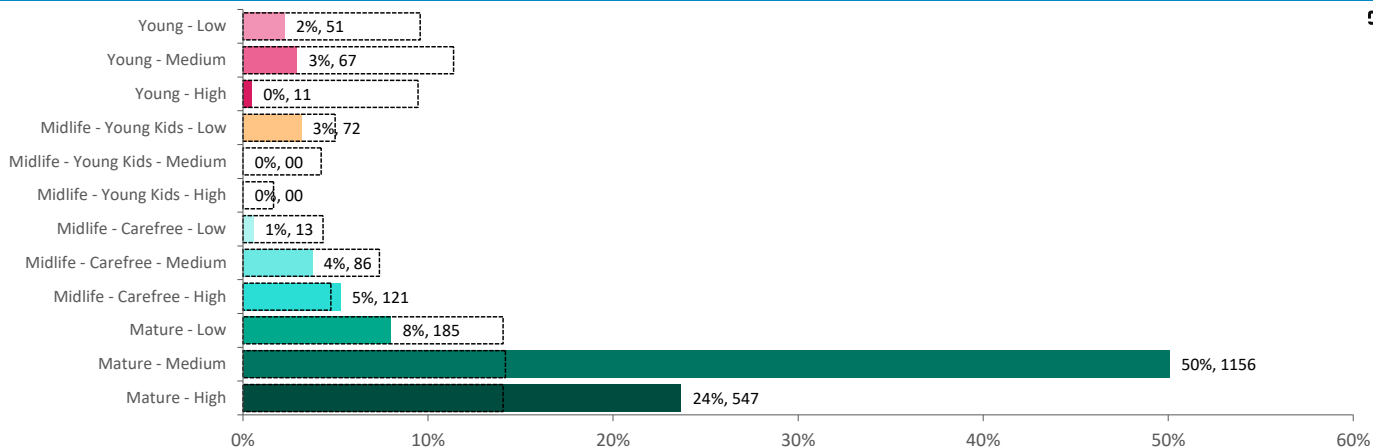
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Coachman

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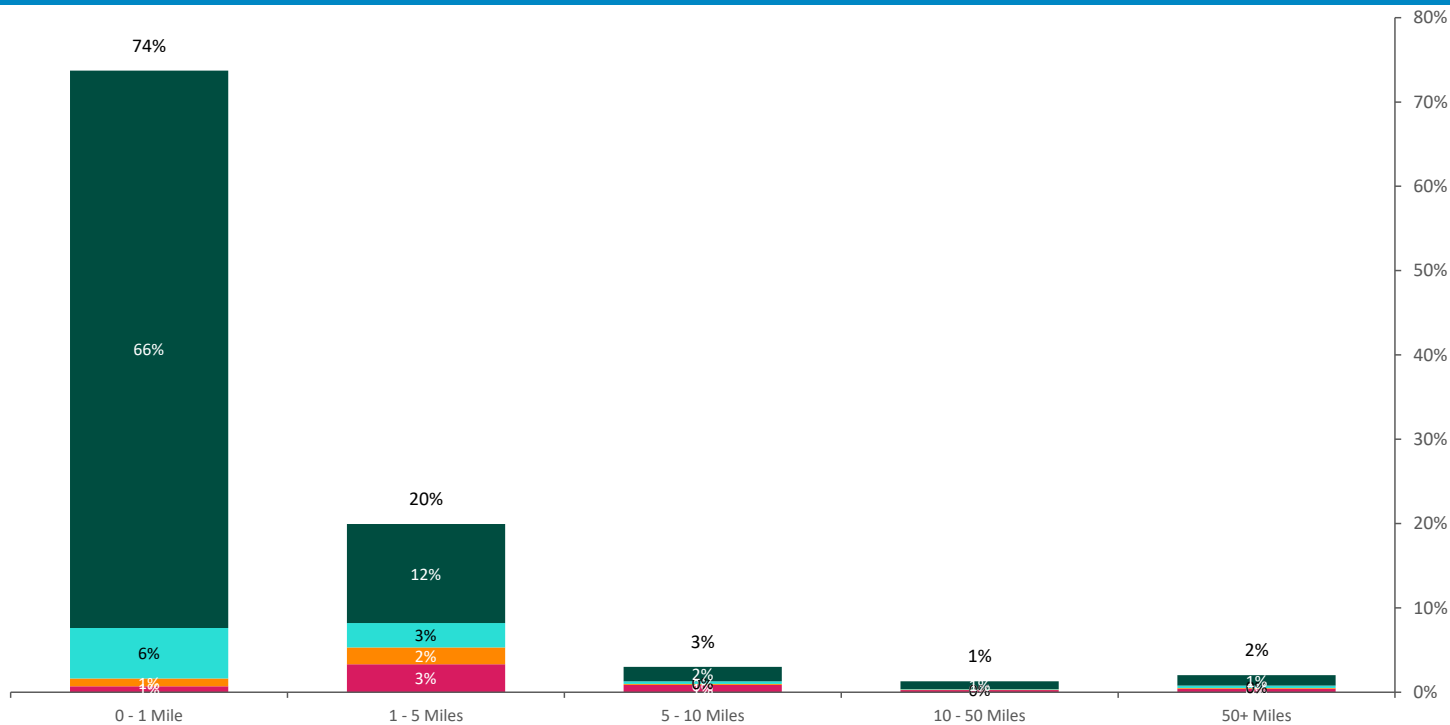
Polaris Plus Profile

GB %



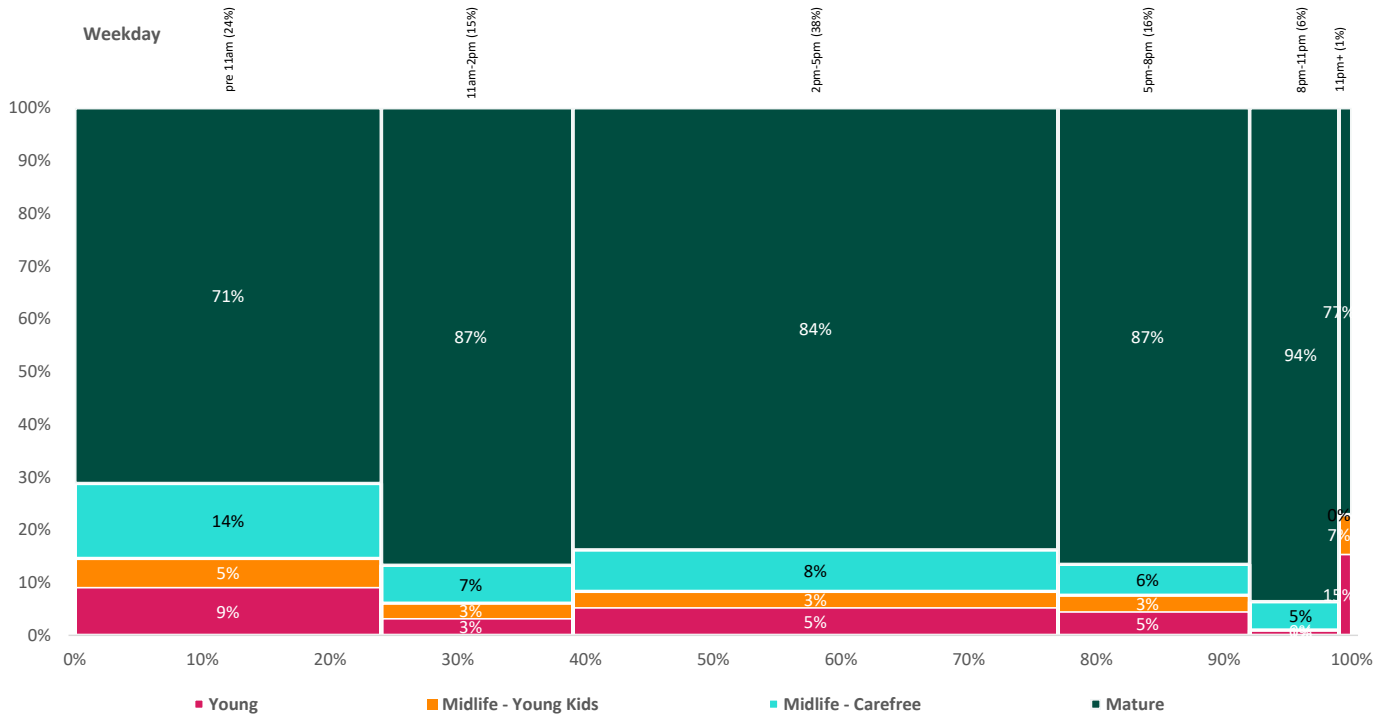
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



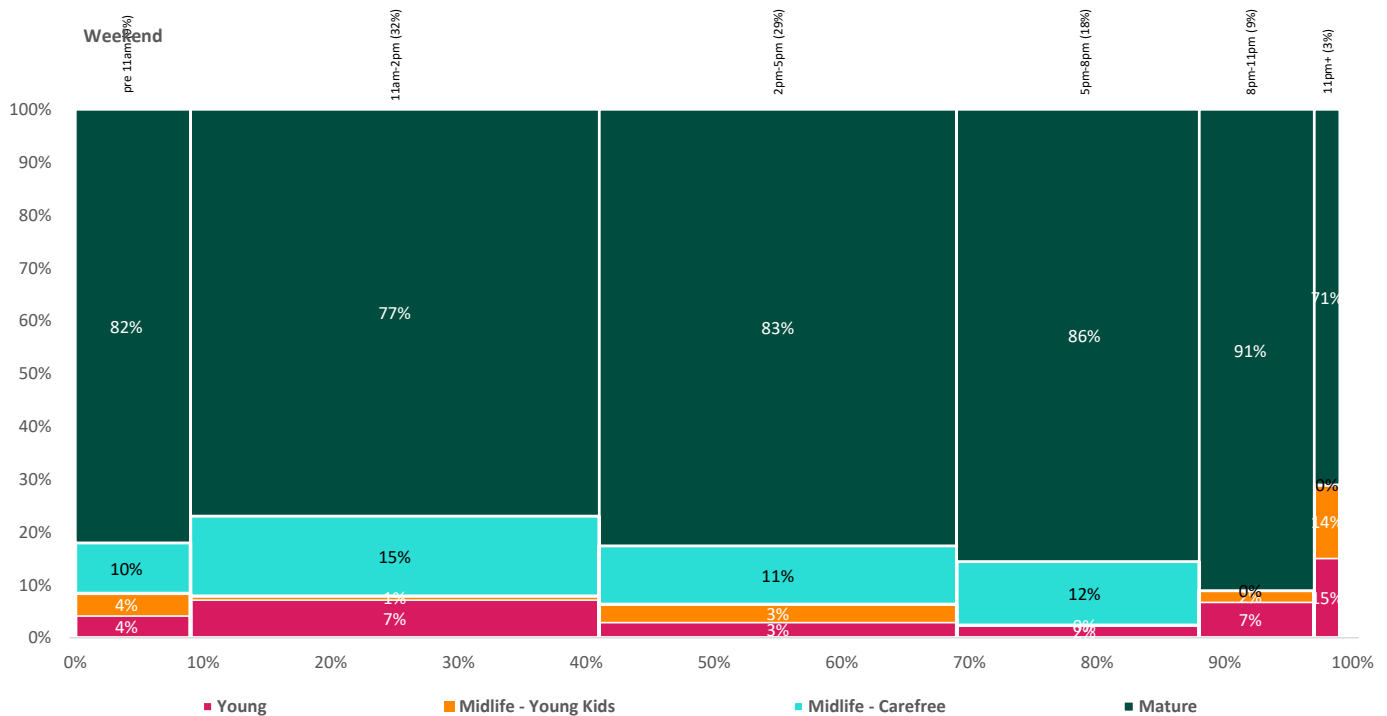
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



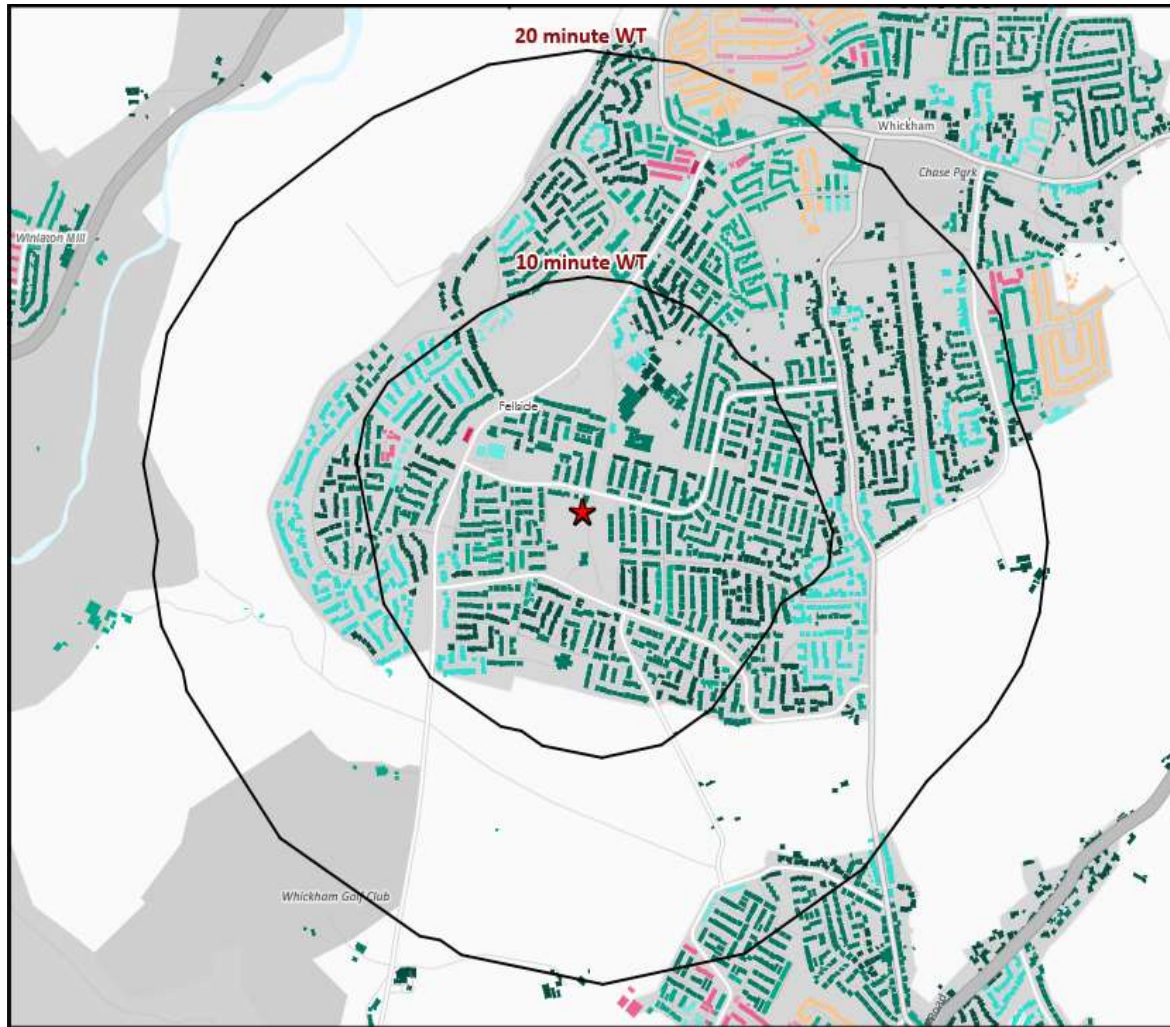
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		322	238	590	252	111	11	1,524
Midlife - Carefree		64	20	56	17	6	0	163
Midlife - Young Kids		24	8	21	9	0	1	63
Young		42	9	38	13	1	2	105
All		452	275	704	291	118	15	1,855

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		44	140	137	90	47	11	469
Midlife - Young Kids		5	28	18	13	0	0	64
Midlife - Carefree		2	1	5	0	1	2	12
Mature		2	13	5	3	4	2	29
All		53	183	165	105	52	16	574

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



- ★ Pub Sites
- Ⓐ Catchments

Polaris Plus Segments

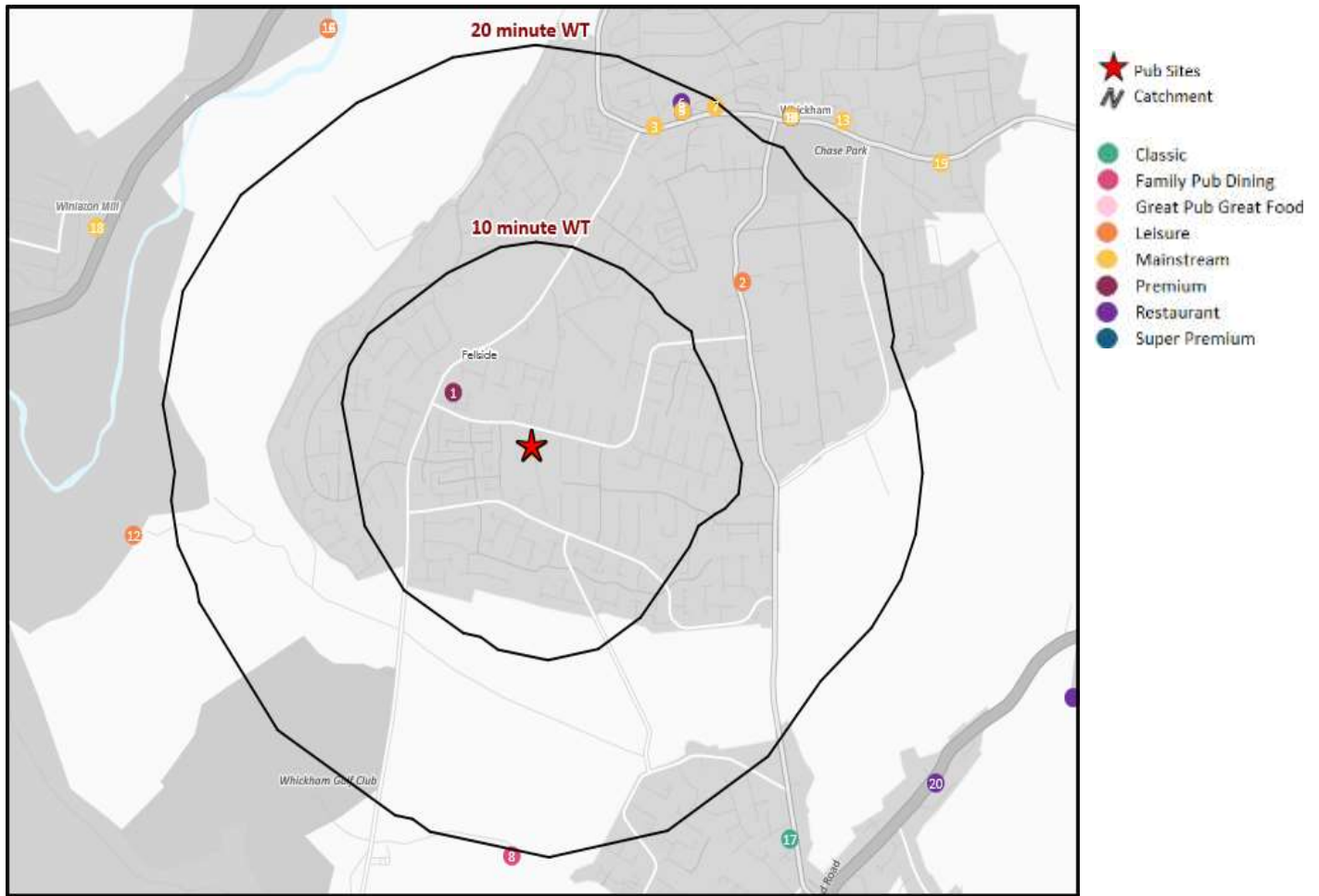
- Young
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

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	80.289	0	0	218
Medium	15	125	53.797	3	13	130
High	24	40	8.132	9	7	33
Midlife - Young Kids						
Low	0	95	30.349	0	20	145
Medium	0	0	6.642	0	0	40
High	0	0	80	0	0	2
Midlife - Carefree						
Low	0	11	18.828	0	3	118
Medium	81	164	13.032	29	27	49
High	340	915	5.666	188	238	33
Mature						
Low	173	1.102	59.859	32	97	118
Medium	2.448	3.626	60.755	395	275	103
High	873	2.207	32.315	147	174	57
Not Private Households	0	129	4.633	0	143	116
Total	3.954	8.414	374.377			

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

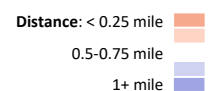


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Coachman	NE16 5AW	Star Pubs & Bars	Mainstream	0,0%	0,0%	0,00
1	Fellsider	NE16 5BY	Star Pubs & Bars	Premium	7,8%	87,0%	0,20
2	Whickham Glebe Sports Club	NE16 4PF	Independent Free	Leisure	3,5%	90,7%	0,54
3	Bridle Path	NE16 4JJ	Stonegate Pub Company	Mainstream	6,4%	89,1%	0,66
4	Jamdani Indian	NE16 4JB	Independent Free	Restaurant	3,6%	86,1%	0,71
5	One Eyed Stag	NE16 4JB	Independent Free	Mainstream	6,3%	83,5%	0,71
6	Chutneys	NE16 4AB	Independent Free	Restaurant	0,0%	0,0%	0,73
7	Gibside Hotel	NE16 4JG	Independent Free	Mainstream	8,1%	78,1%	0,75
8	Woodmans Arms	NE16 5BB	Independent Free	Family Pub Dining	13,1%	51,6%	0,77
9	Oli and Joes	NE16 4DT	Oli and Joes	Restaurant	0,0%	0,0%	0,83
10	Crown	NE16 4DT	Punch Pub Company	Mainstream	2,6%	88,1%	0,83
11	Deanos Trattoria	NE16 4DT	Independent Free	Restaurant	4,7%	78,8%	0,83
12	Whickham Golf Club	NE16 5BA	Independent Free	Leisure	2,0%	64,8%	0,85
13	Bay Horse	NE16 4EF	Greene King	Mainstream	10,4%	88,3%	0,90
14	Blaydon Tennis Club	NE21 6JA	Independent Free	Leisure	1,7%	79,1%	0,90
15	Swalwell Cricket Club	NE21 6JA	Independent Free	Leisure	1,7%	79,1%	0,90
16	Swalwell Juniors Football Club	NE21 6JA	Independent Free	Leisure	0,0%	56,4%	0,90
17	Sunnside Social Club	NE16 5NA	Independent Free	Classic	1,8%	94,3%	0,91
18	Red Kite	NE21 6RT	Star Pubs & Bars	Mainstream	0,0%	0,0%	1,00
19	Harry Clasper	NE16 4HF	Wetherspoons GB	Mainstream	10,9%	85,7%	1,01
20	Sorella Sorella	NE16 5LE	Independent Free	Restaurant	15,5%	77,2%	1,05

* 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 - Coachman

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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+	3.954	8.414	374.377
Number of Competition Pubs	2	12	805
Adults 18+ per Competition Pub	1.977	701	465

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	208	5,3%	67
Family Pub Dining	0	317	8,0%	88
Great Pub Great Food	0	812	20,5%	123
Leisure	0	429	10,9%	108
Mainstream	1	538	13,6%	98
Premium	1	602	15,2%	106
Restaurant	0	893	22,6%	98
Super Premium	0	154	3,9%	99

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	465	5,5%	70
Family Pub Dining	0	674	8,0%	88
Great Pub Great Food	0	1.680	20,0%	119
Leisure	1	893	10,6%	106
Mainstream	6	1.114	13,2%	95
Premium	1	1.235	14,7%	103
Restaurant	4	1.887	22,4%	97
Super Premium	0	336	4,0%	101

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	187	38.955	10,4%	133
Family Pub Dining	42	39.700	10,6%	117
Great Pub Great Food	39	53.828	14,4%	86
Leisure	125	36.785	9,8%	98
Mainstream	151	58.826	15,7%	113
Premium	50	49.357	13,2%	92
Restaurant	181	81.472	21,8%	95
Super Premium	28	10.780	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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