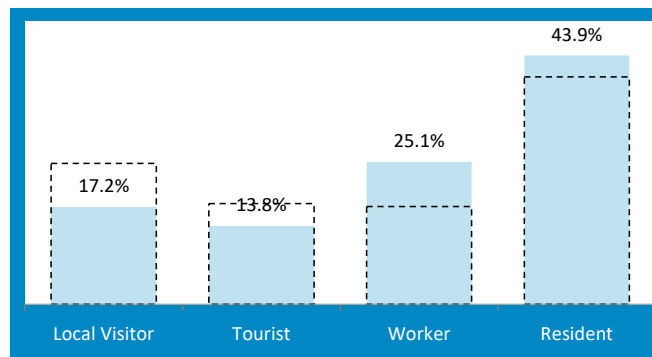
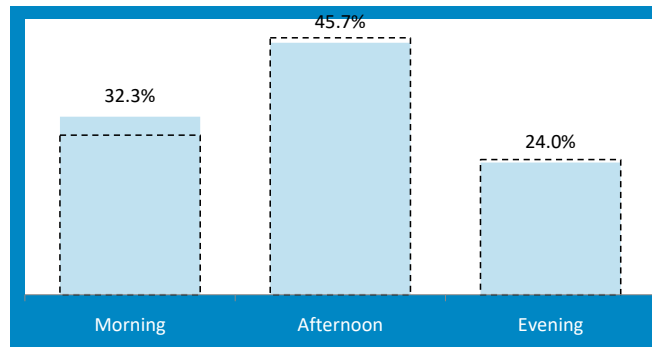
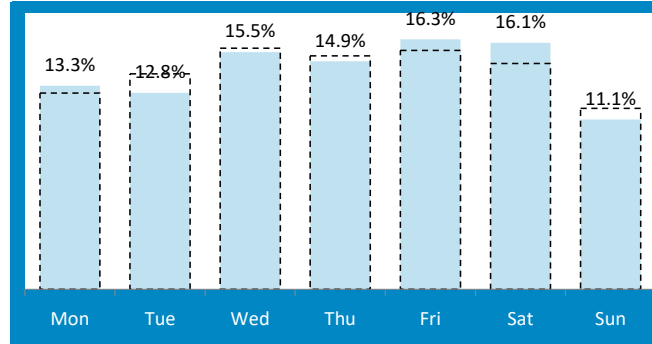


Famous Corner Pin

Area Quick Stats

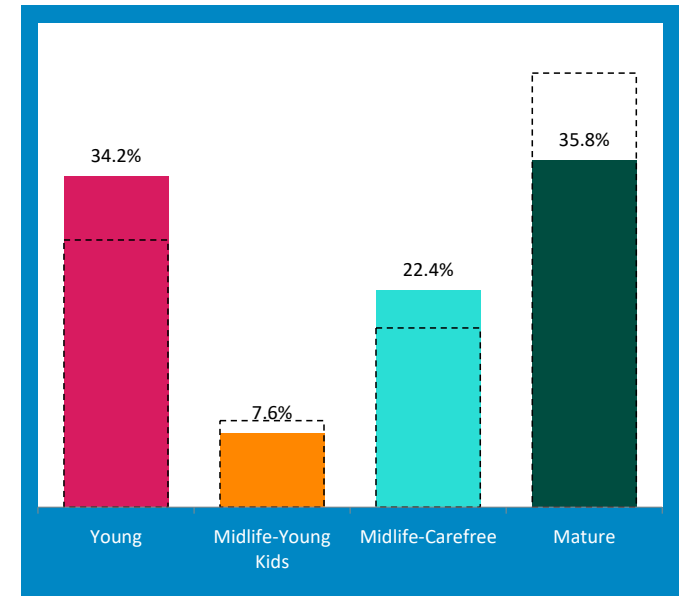
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	6,215	5,344
Adult Pop	5,063	4,529
Affluence	Low	33%
	Medium	38%
	High	27%
Young	37%	28%
Midlife Young Kids	9%	11%
Midlife Carefree	26%	16%
Mature	27%	44%
Competition Count	19	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£7	£30
Average Distance Travelled in miles	5	27



Catchment Summary - Famous Corner Pin

- 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

6,215	19,058	443,570
-------	--------	---------

Adults 18+

5,063	15,408	359,340
-------	--------	---------

Competition Pubs

19	27	459
----	----	-----

Adults 18+ per Competition Pub

266	571	783
-----	-----	-----

% Adults Likely to Drink

79.0%	80.0%	80.0%
-------	-------	-------

Affluence	Low	Medium	High
	59.7%	47.0%	38.9%
	39.9%	42.1%	41.9%
0.1%	10.2%	17.5%	

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)

£17,741	£21,900	£21,604
---------	---------	---------

Age Profile	18-24	25-34	35-44	45-64	65+	
	439	1,358	67,066	83	84	178
	1,284	3,029	56,827	153	118	95
	954	2,705	55,757	114	105	93
	1,530	5,007	101,350	98	105	91
856	3,309	78,340	72	90	92	

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

116	97	105
-----	----	-----

112	94	106
-----	----	-----

44	26	59
----	----	----

39	83	114
----	----	-----

99	100	100
----	-----	-----

180	142	117
-----	-----	-----

104	110	109
-----	-----	-----

1	37	64
---	----	----

79	97	96
----	----	----

83	84	178
----	----	-----

153	118	95
-----	-----	----

114	105	93
-----	-----	----

98	105	91
----	-----	----

72	90	92
----	----	----



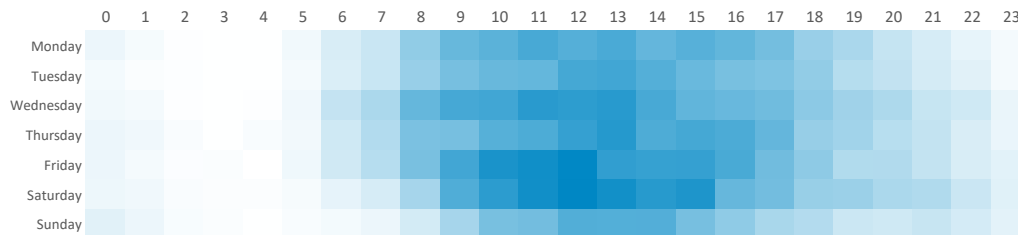
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Polaris Plus Segments

- ★ 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	1,897	3,686	112,454	135	86	112
Midlife - Young Kids	466	1,052	34,274	84	63	87
Midlife - Carefree	1,341	4,327	57,025	168	178	101
Mature	1,346	6,248	149,520	60	92	94
<i>Not Private Households</i>	13	95	6,067	2,122	5,096	13,955
Total	5,063	15,408	359,340			



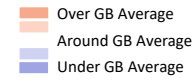
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Per Pub - Famous Corner Pin

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

Adults 18+	5,063	15,408	359,340
Number of Competition Pubs	19	27	459
Adults 18+ per Competition Pub	266	571	783

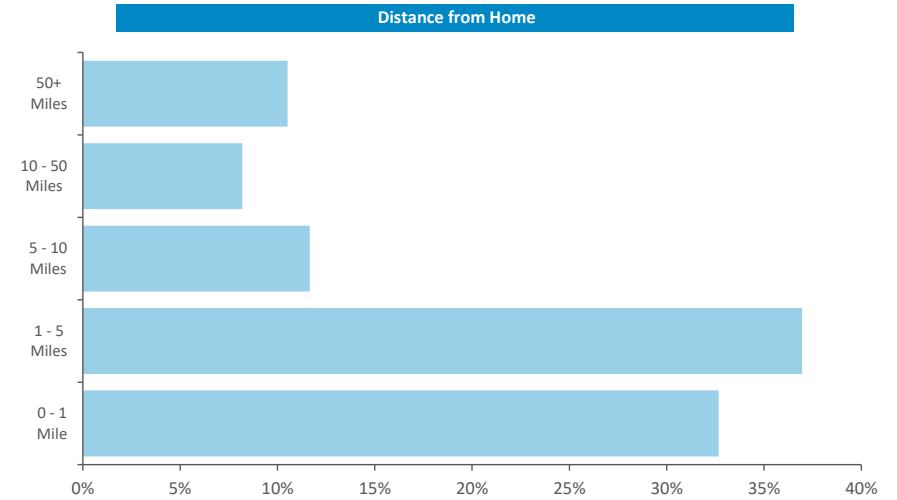
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	7	601	11.9%	152
Family Pub Dining	0	556	11.0%	121
Great Pub Great Food	1	629	12.4%	74
Leisure	1	484	9.6%	95
Mainstream	5	872	17.2%	123
Premium	0	674	13.3%	93
Restaurant	5	1,110	21.9%	95
Super Premium	0	123	2.4%	62

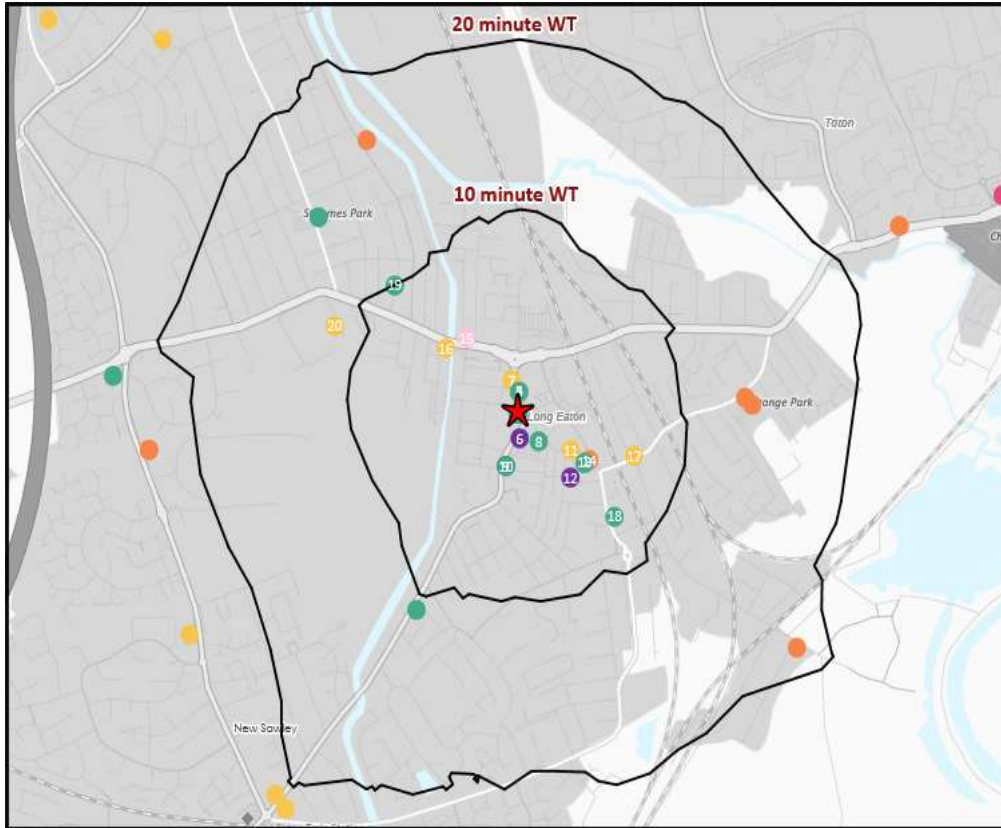
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	1,534	10.0%	127
Family Pub Dining	0	1,555	10.1%	111
Great Pub Great Food	1	2,269	14.7%	88
Leisure	5	1,542	10.0%	100
Mainstream	6	2,438	15.8%	113
Premium	0	2,107	13.7%	96
Restaurant	5	3,423	22.2%	97
Super Premium	0	444	2.9%	73

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	100	33,140	9.2%	118
Family Pub Dining	35	34,985	9.7%	107
Great Pub Great Food	29	55,329	15.4%	92
Leisure	69	35,650	9.9%	99
Mainstream	125	53,690	14.9%	107
Premium	37	49,103	13.7%	96
Restaurant	61	79,748	22.2%	96
Super Premium	3	11,603	3.2%	82



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Competition - Famous Corner Pin



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Copper Cogs	NG10 1JQ	Independent Free	Mainstream	20.3%	0.07
11	Rowells Drinking Emporium	NG10 1LL	Independent Free	Mainstream	12.7%	0.15
19	Sportsman	NG10 4HA	Star Pubs & Bars	Classic	11.8%	0.41
18	Tappers Harker	NG10 1GR	Marston's	Classic	10.4%	0.32
8	Blue Bell	NG10 1JB	Stonegate Pub Company	Classic	9.0%	0.08
10	Mount Gurkha Spice	NG10 1JF	Independent Free	Restaurant	6.5%	0.12
16	Mill And Brook	NG10 4QB	Star Pubs & Bars	Mainstream	6.3%	0.22
4	Oxford	NG10 1LT	Amber Taverns	Classic	4.7%	0.05
1	Solicitors Cocktail Bar	NG10 1JL	Independent Free	Classic	4.6%	0.00
14	Chalkies	NG10 1HY	Independent Free	Leisure	4.6%	0.20
5	York Chambers	NG10 1LT	Independent Free	Mainstream	4.5%	0.05
0	Famous Corner Pin	NG10 1JL	Star Pubs & Bars	Classic	2.9%	0.00
9	Stumble Inn	NG10 1JF	Independent Free	Classic	1.5%	0.12
15	Bennetts Hotel And Restaurant	NG10 1LW	Independent Free	Great Pub Gre	0.1%	0.21
2	Al Naseeb	NG10 1JL	Independent Free	Restaurant	0.0%	0.00
3	No 58 Bistro	NG10 1LT	Independent Free	Restaurant	0.0%	0.05
6	Cods Scallops	NG10 1JE	Living The Bream Ltd	Restaurant	0.0%	0.06
12	Butchers Bar And Steakhouse	NG10 1EF	Independent Free	Restaurant	0.0%	0.19
13	Twitchel Inn	NG10 1ED	New River Retail	Classic	0.0%	0.19
17	Med Cafe Bar	NG10 2DF	Independent Free	Mainstream	0.0%	0.29
20	Long Eaton Masonic Club	NG10 4LR	Independent Free	Mainstream	0.0%	0.48

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

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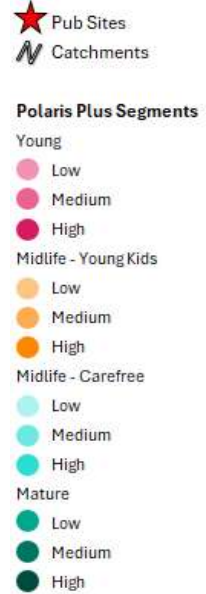
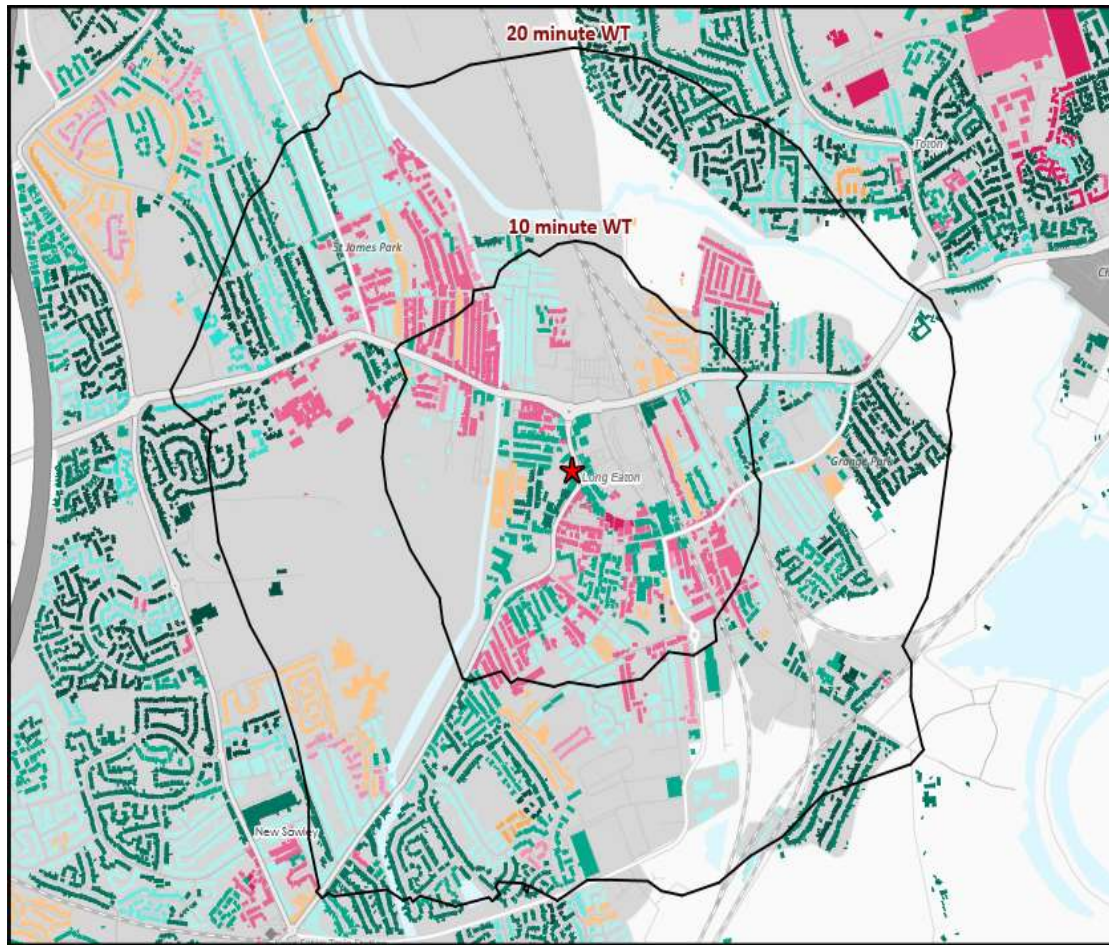


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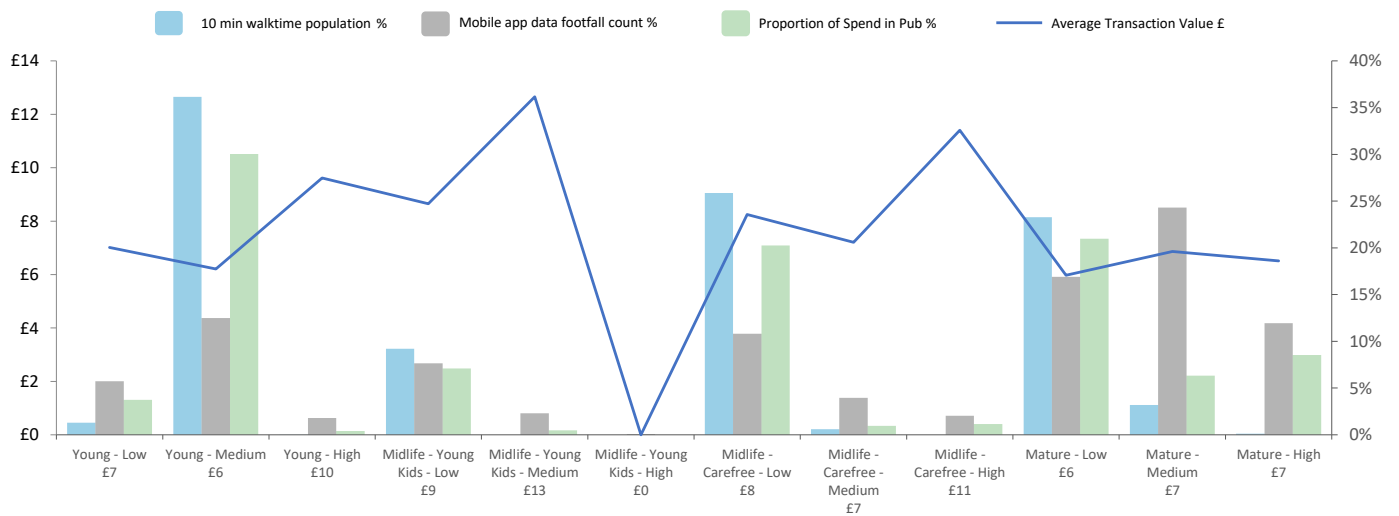
Catchment Summary - Famous Corner Pin

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
84877	Famous Corner Pin	NG10 1JL	Star Pubs & Bars	Classic	8



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Famous Corner Pin

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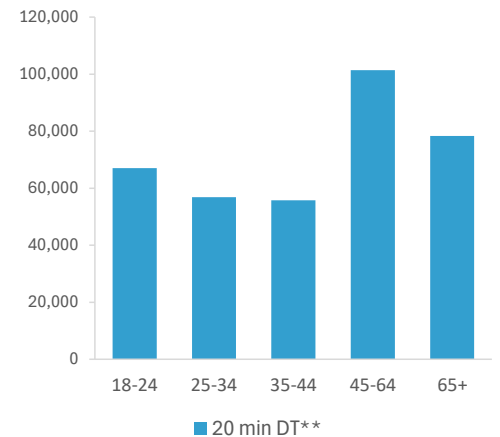
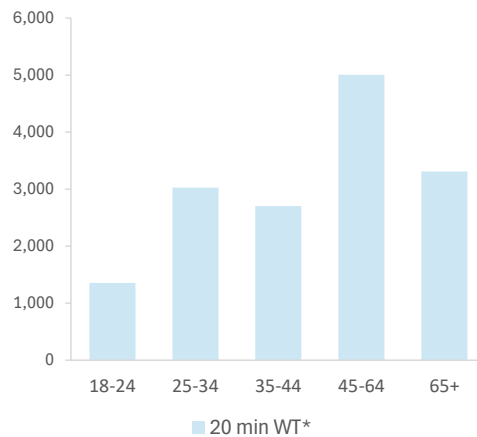
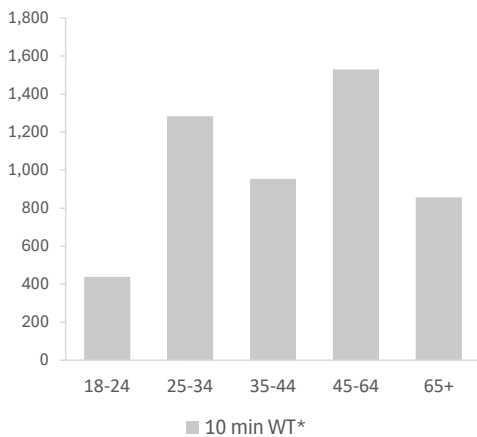
Over GB Average
Around GB Average
Under GB Average

*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		6,215	19,058	443,570	116	97	105
Adults 18+		5,063	15,408	359,340	112	94	106
Competition Pubs		19	27	459	44	26	59
Adults 18+ per Competition Pub		266	571	783	39	83	114
% Adults Likely to Drink		79.0%	80.0%	80.0%	99	100	100
Affluence	Low	59.7%	47.0%	38.9%	180	142	117
	Medium	39.9%	42.1%	41.9%	104	110	109
	High	0.1%	10.2%	17.5%	1	37	64
Mean Net Disposable income (£pa)		£17,741	£21,900	£21,604	79	97	96
Age Profile	18-24	439	1,358	67,066	83	84	178
	25-34	1,284	3,029	56,827	153	118	95
	35-44	954	2,705	55,757	114	105	93
	45-64	1,530	5,007	101,350	98	105	91
	65+	856	3,309	78,340	72	90	92

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



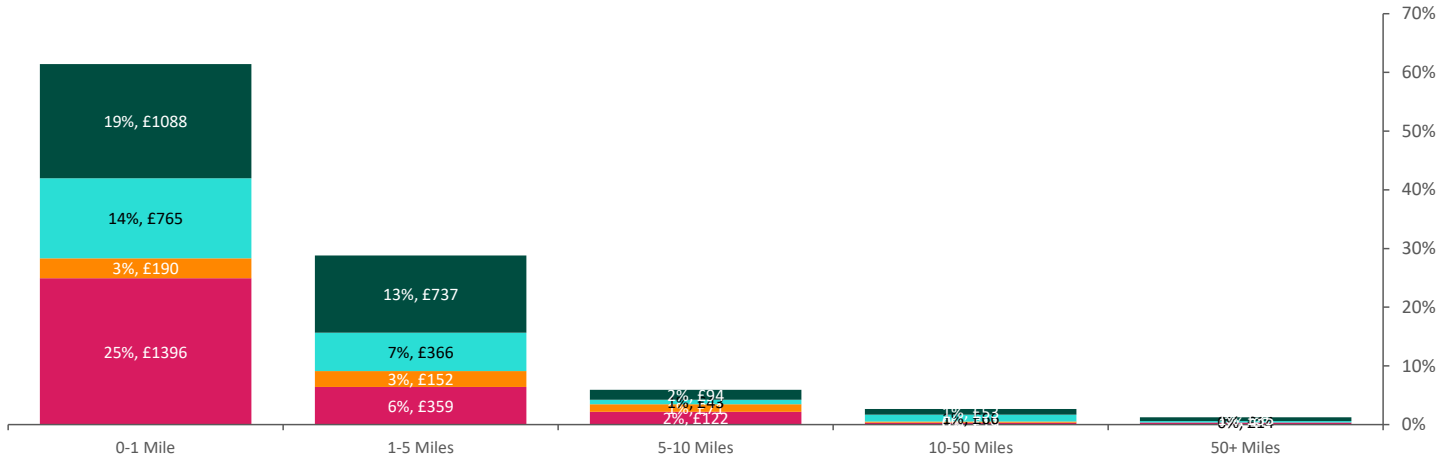
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,116 (50%)	9,513 (50%)	218,881 (49%)	102	102	101
	Female	3,099 (50%)	9,545 (50%)	224,689 (51%)	98	98	99
Economic Status (16+)	Employed: Full-time	2,225 (43%)	6,425 (41%)	118,588 (32%)	126	119	94
	Employed: Part-time	696 (13%)	2,104 (13%)	41,980 (11%)	112	111	95
	Self employed	297 (6%)	1,074 (7%)	24,372 (7%)	62	73	71
	Unemployed	166 (3%)	423 (3%)	9,248 (3%)	116	97	91
	Full-time student	56 (1%)	227 (1%)	13,642 (4%)	43	57	148
	Retired	857 (17%)	3,233 (20%)	76,064 (21%)	76	94	95
	Other	888 (17%)	2,375 (15%)	85,521 (23%)	96	84	130
Total Worker Count		5,025	10,611	190,303			

See the Glossary page for further information on the above variables

Transactional Data Summary - Famous Corner Pin

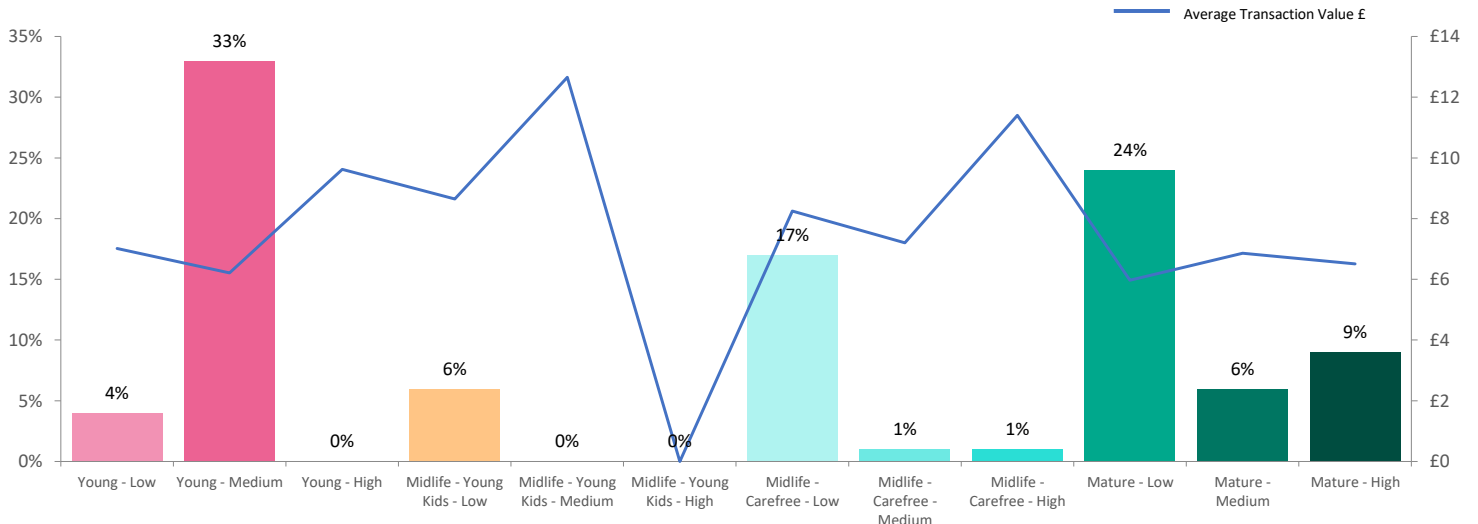
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Spend by Polaris and Distance from Home



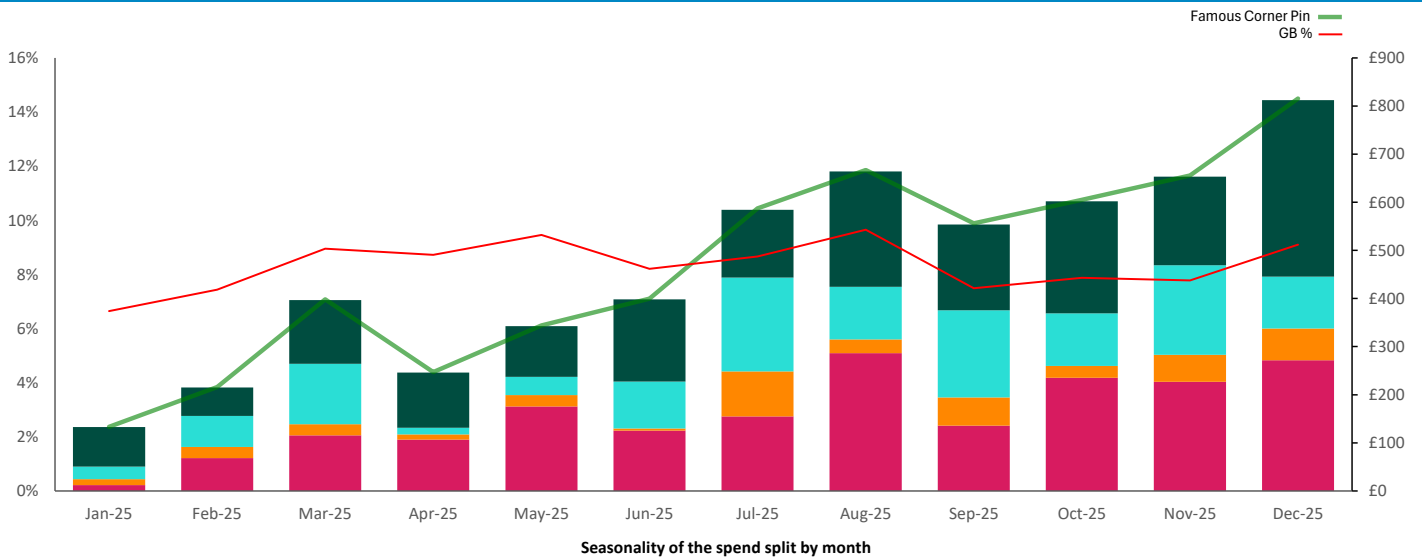
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



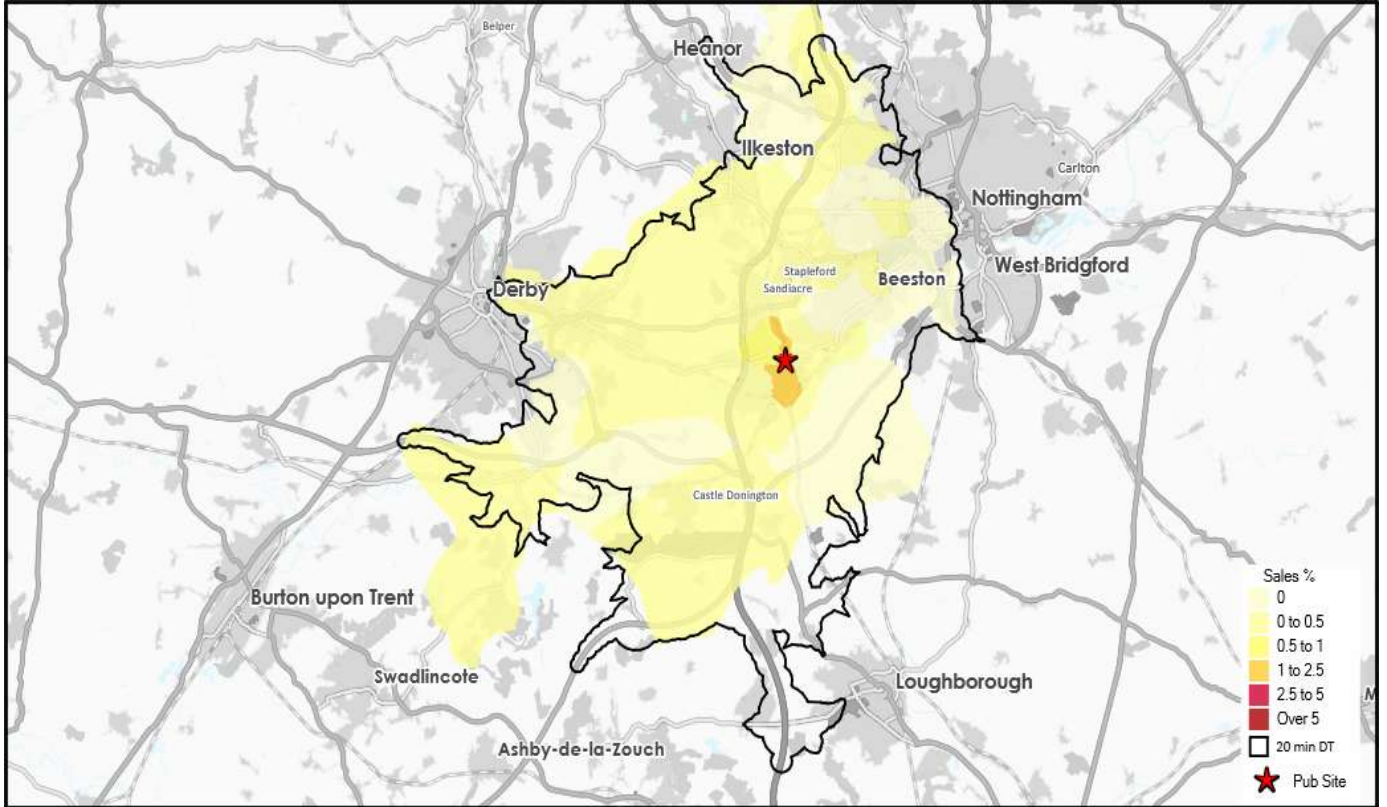
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



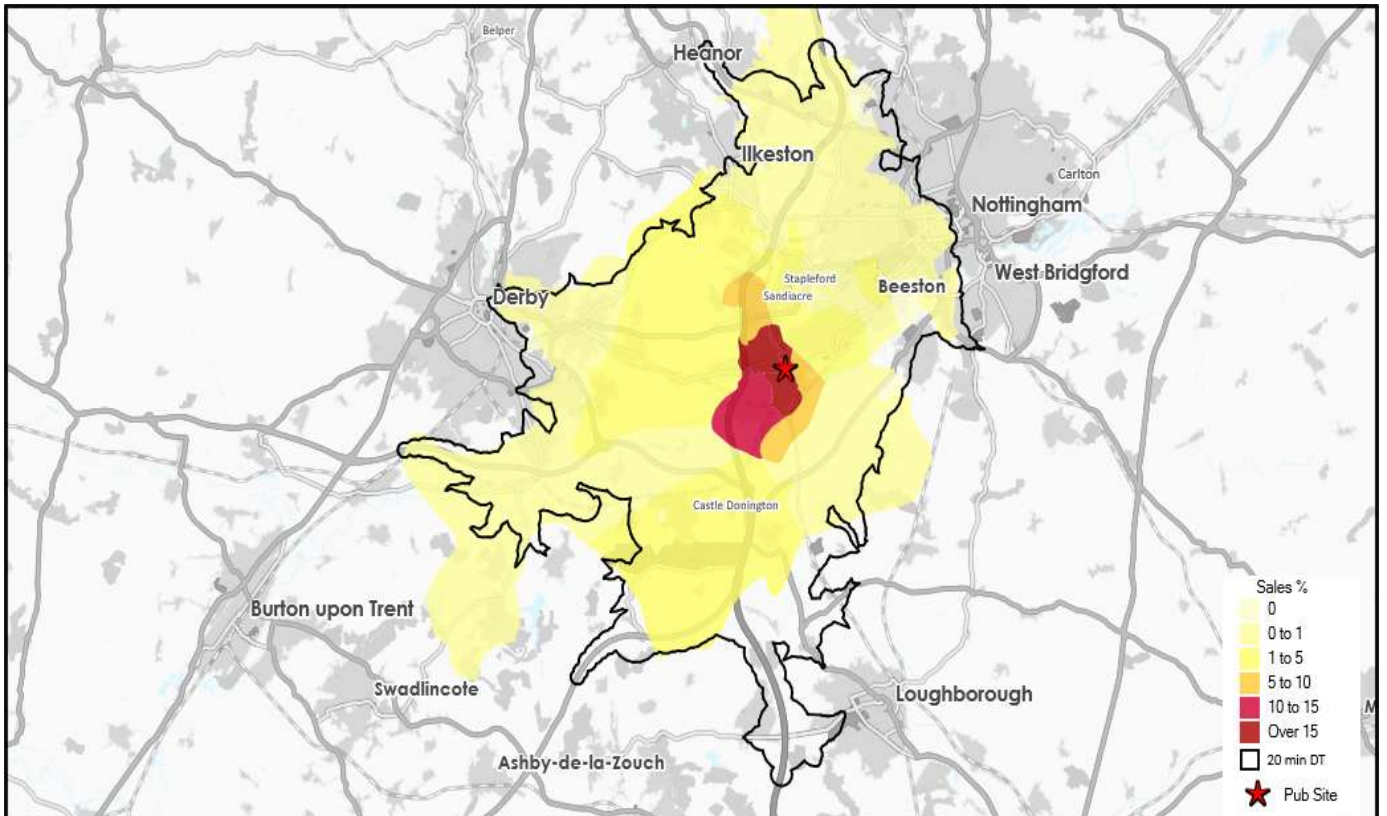
Seasonality of the spend split by month

Famous Corner Pin Share of Spend from Postcode Sectors within 20 minute Drive



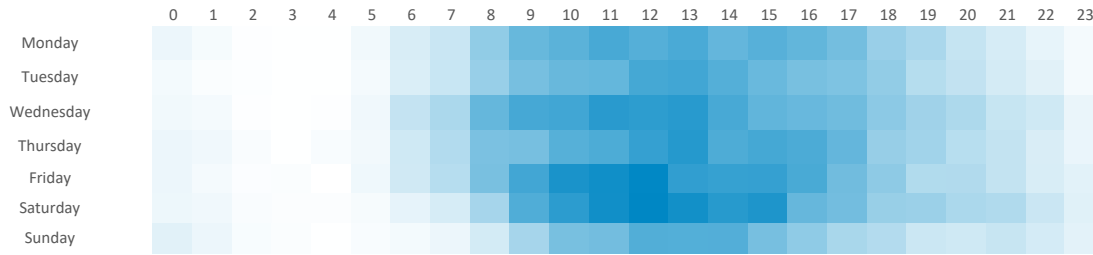
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Famous Corner Pin



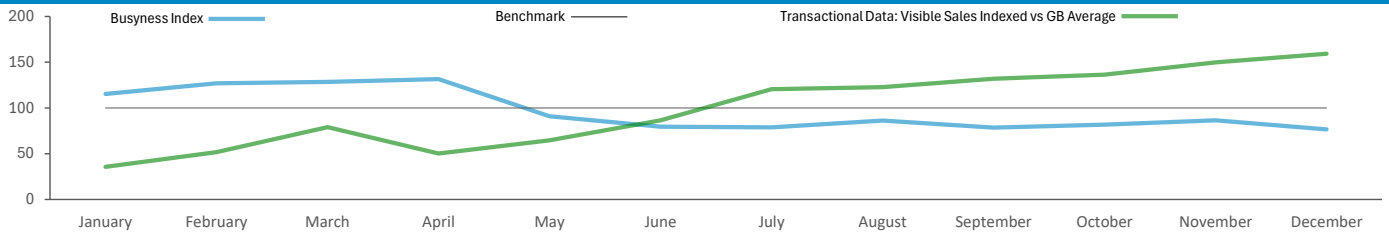
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



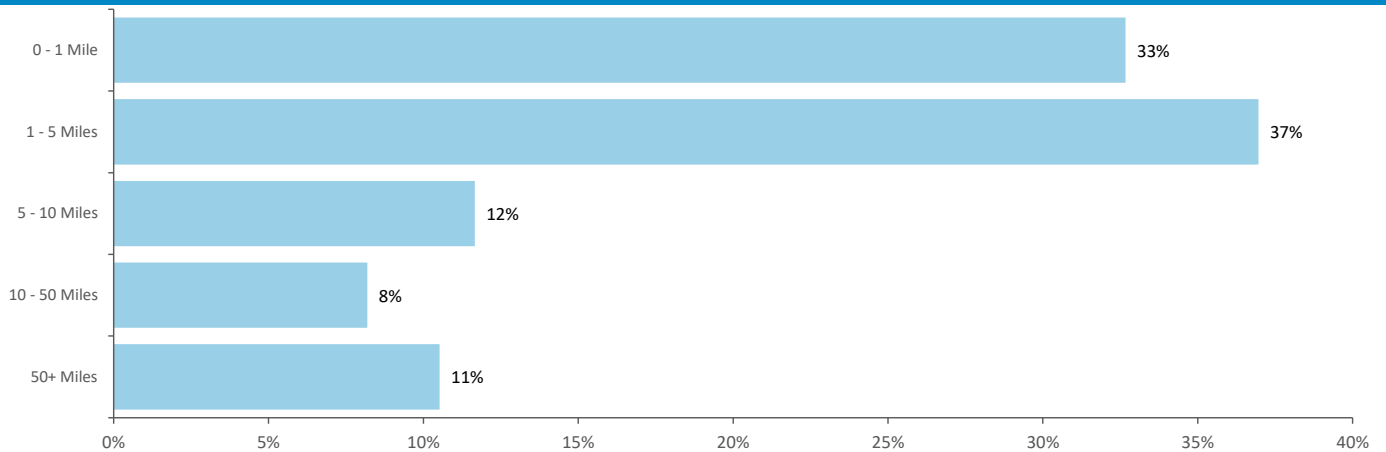
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

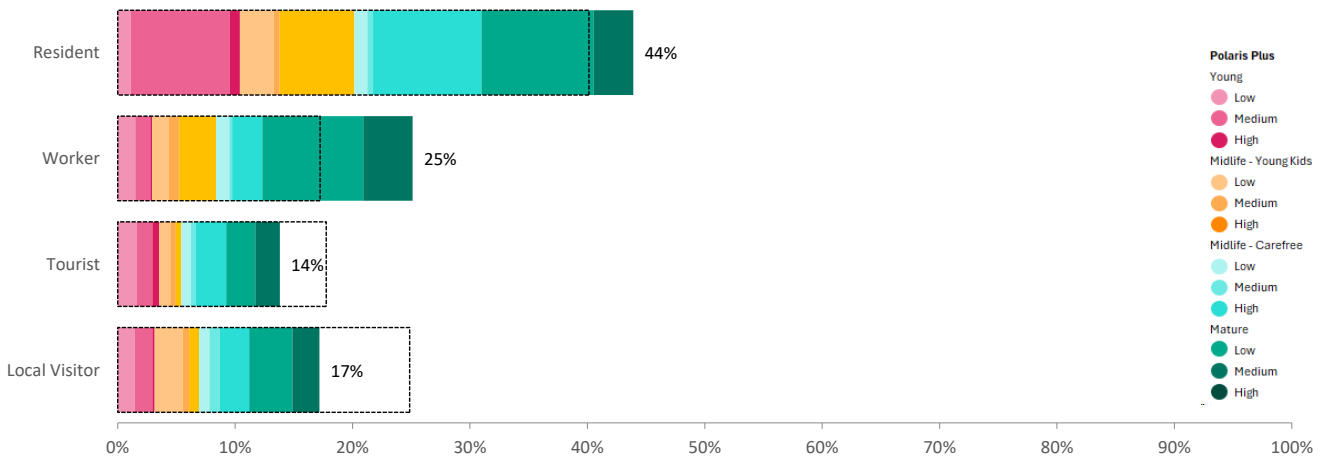
Distance from Home



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

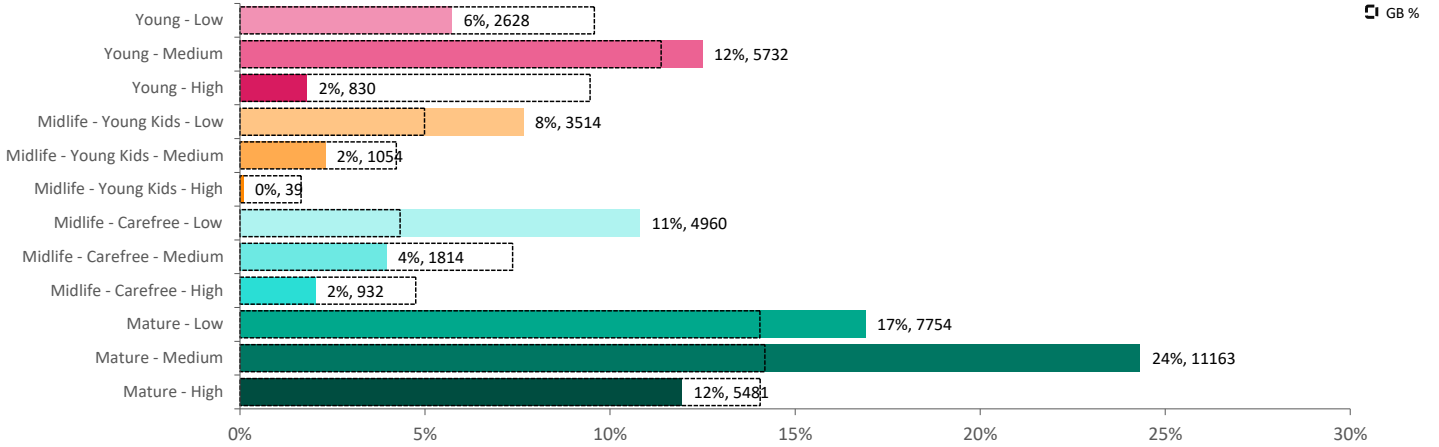


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Famous Corner Pin

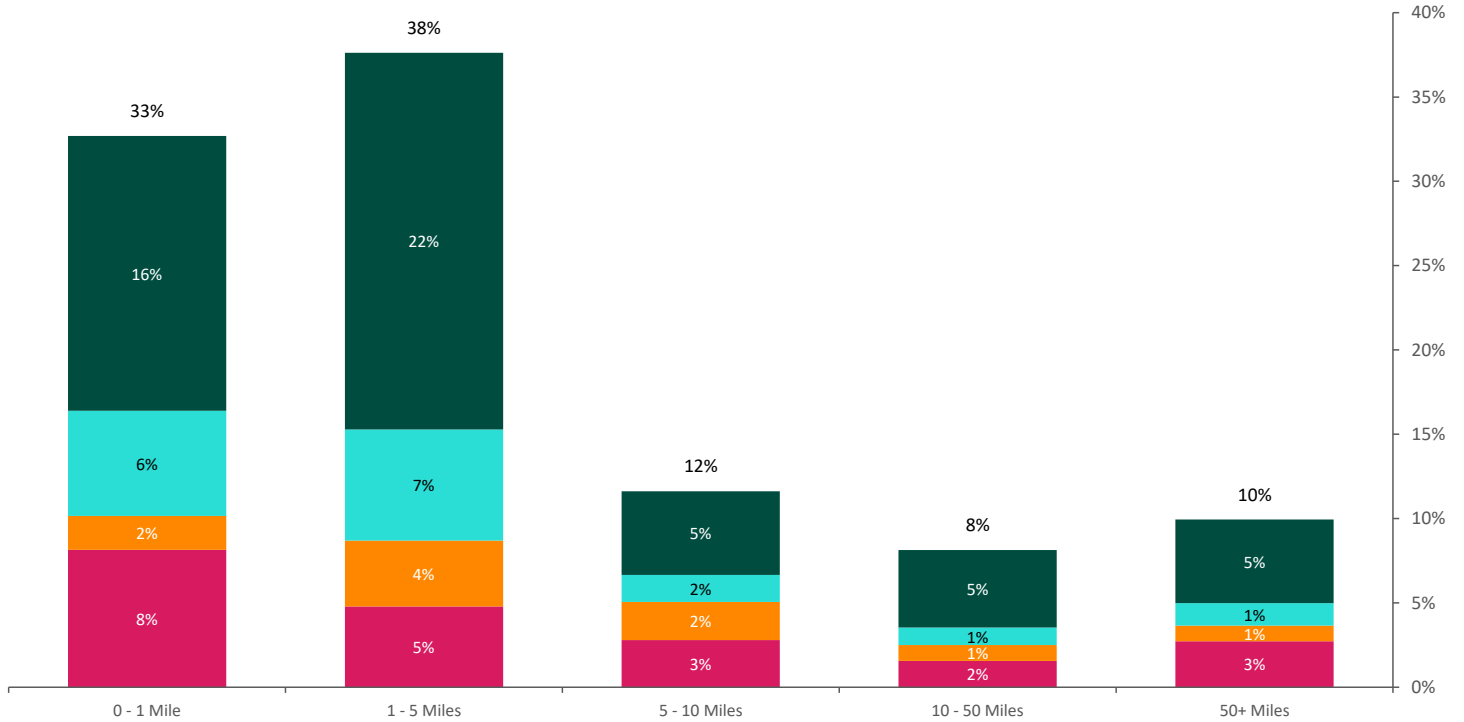
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Polaris Plus Profile



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



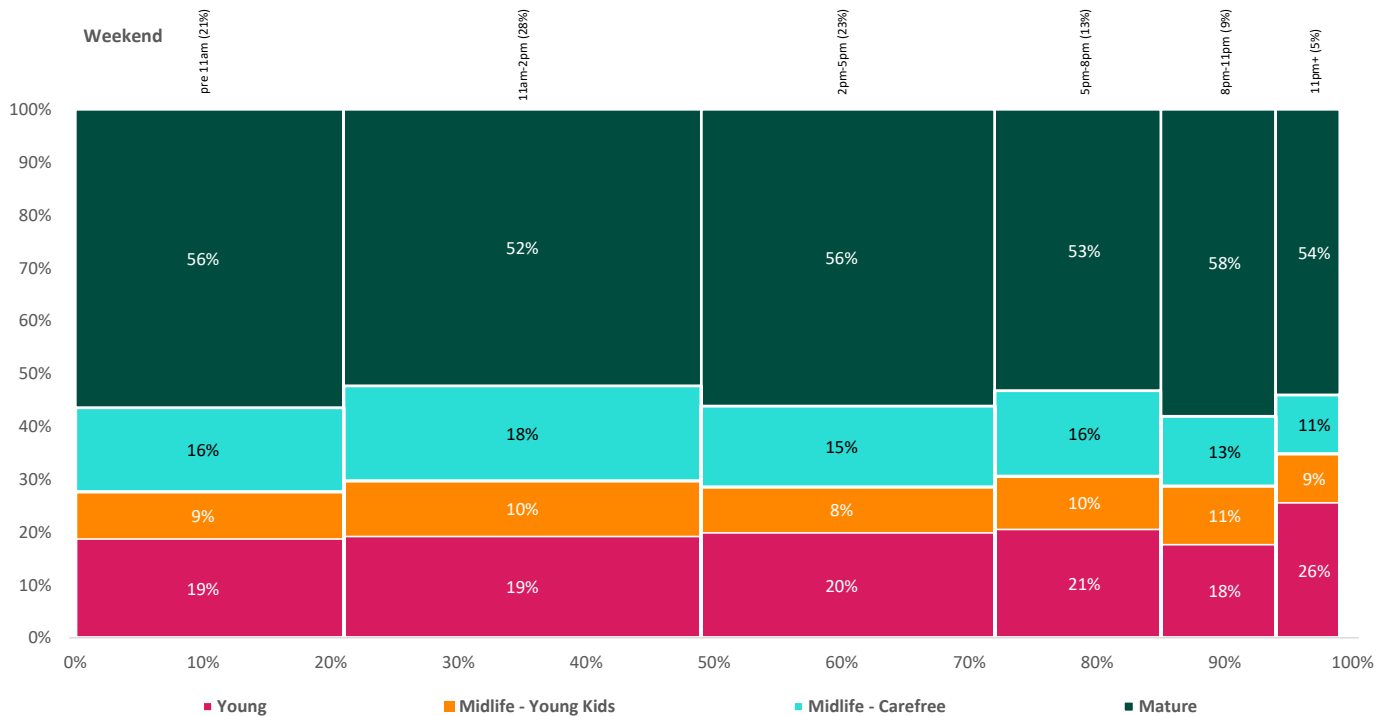
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		6,712	6,097	5,313	3,555	1,788	921	24,387
Midlife - Carefree		1,890	1,970	1,574	974	453	189	7,050
Midlife - Young Kids		1,239	1,184	852	668	359	132	4,435
Young		2,184	2,123	1,971	1,331	692	425	8,726
All		12,025	11,373	9,710	6,529	3,293	1,668	44,597

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		2,014	2,406	2,179	1,165	859	484	9,106
Midlife - Young Kids		569	829	597	356	196	100	2,649
Midlife - Carefree		314	477	330	216	161	82	1,581
Mature		673	890	778	453	263	230	3,287
All		3,570	4,602	3,884	2,190	1,480	897	16,623

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

Polaris Plus Summary - Famous Corner Pin

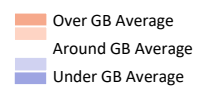
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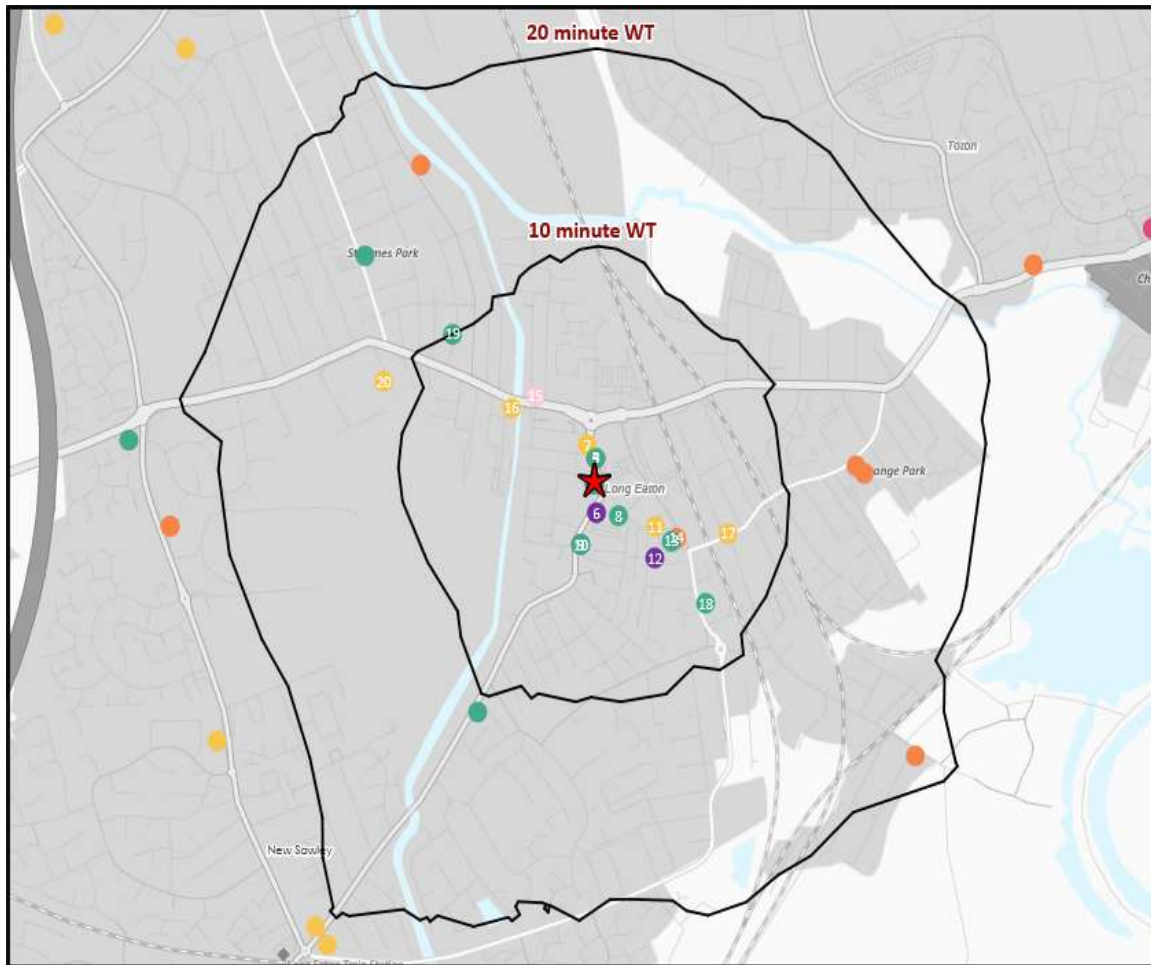


Polaris Plus Profile by Catchment

*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	66	445	42,883	13	29	122
Medium	1,830	3,240	60,206	328	191	152
High	1	1	9,365	0	0	39
Midlife - Young Kids						
Low	466	991	28,532	165	115	142
Medium	0	61	5,653	0	9	36
High	0	0	89	0	0	2
Midlife - Carefree						
Low	1,310	3,696	29,863	607	563	195
Medium	31	570	17,589	9	52	68
High	0	61	9,573	0	9	58
Mature						
Low	1,179	2,116	38,434	172	102	79
Medium	161	2,617	67,109	20	108	119
High	6	1,515	43,977	1	65	81
Not Private Households	13	95	6,067	24	58	158
Total	5,063	15,408	359,340			



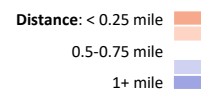


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Famous Corner Pin	NG10 1JL	Star Pubs & Bars	Classic	2.9%	91.7%	0.00
1	Solicitors Cocktail Bar	NG10 1JL	Independent Free	Classic	4.6%	85.8%	0.00
2	Al Naseeb	NG10 1JL	Independent Free	Restaurant	0.0%	0.0%	0.00
3	No 58 Bistro	NG10 1LT	Independent Free	Restaurant	0.0%	0.0%	0.05
4	Oxford	NG10 1LT	Amber Taverns	Classic	4.7%	90.1%	0.05
5	York Chambers	NG10 1LT	Independent Free	Mainstream	4.5%	93.4%	0.05
6	Cods Scallops	NG10 1JE	Living The Bream Ltd	Restaurant	0.0%	0.0%	0.06
7	Copper Cogs	NG10 1JQ	Independent Free	Mainstream	20.3%	77.8%	0.07
8	Blue Bell	NG10 1JB	Stonegate Pub Company	Classic	9.0%	95.6%	0.08
9	Stumble Inn	NG10 1JF	Independent Free	Classic	1.5%	84.8%	0.12
10	Mount Gurkha Spice	NG10 1JF	Independent Free	Restaurant	6.5%	88.2%	0.12
11	Rowells Drinking Emporium	NG10 1LL	Independent Free	Mainstream	12.7%	93.0%	0.15
12	Butchers Bar And Steakhouse	NG10 1EF	Independent Free	Restaurant	0.0%	0.0%	0.19
13	Twitchel Inn	NG10 1ED	New River Retail	Classic	0.0%	0.0%	0.19
14	Chalkies	NG10 1HY	Independent Free	Leisure	4.6%	92.9%	0.20
15	Bennetts Hotel And Restaurant	NG10 1LW	Independent Free	Great Pub Great Food	0.1%	5.6%	0.21
16	Mill And Brook	NG10 4QB	Star Pubs & Bars	Mainstream	6.3%	92.9%	0.22
17	Med Cafe Bar	NG10 2DF	Independent Free	Mainstream	0.0%	0.0%	0.29
18	Tappers Harker	NG10 1GR	Marston's	Classic	10.4%	83.0%	0.32
19	Sportsman	NG10 4HA	Star Pubs & Bars	Classic	11.8%	83.4%	0.41
20	Long Eaton Masonic Club	NG10 4LR	Independent Free	Mainstream	0.0%	0.0%	0.48

* 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 - Famous Corner Pin

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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+	5,063	15,408	359,340
Number of Competition Pubs	19	27	459
Adults 18+ per Competition Pub	266	571	783

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	7	601	11.9%	152
Family Pub Dining	0	556	11.0%	121
Great Pub Great Food	1	629	12.4%	74
Leisure	1	484	9.6%	95
Mainstream	5	872	17.2%	123
Premium	0	674	13.3%	93
Restaurant	5	1,110	21.9%	95
Super Premium	0	123	2.4%	62

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	1,534	10.0%	127
Family Pub Dining	0	1,555	10.1%	111
Great Pub Great Food	1	2,269	14.7%	88
Leisure	5	1,542	10.0%	100
Mainstream	6	2,438	15.8%	113
Premium	0	2,107	13.7%	96
Restaurant	5	3,423	22.2%	97
Super Premium	0	444	2.9%	73

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	100	33,140	9.2%	118
Family Pub Dining	35	34,985	9.7%	107
Great Pub Great Food	29	55,329	15.4%	92
Leisure	69	35,650	9.9%	99
Mainstream	125	53,690	14.9%	107
Premium	37	49,103	13.7%	96
Restaurant	61	79,748	22.2%	96
Super Premium	3	11,603	3.2%	82

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																																				
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