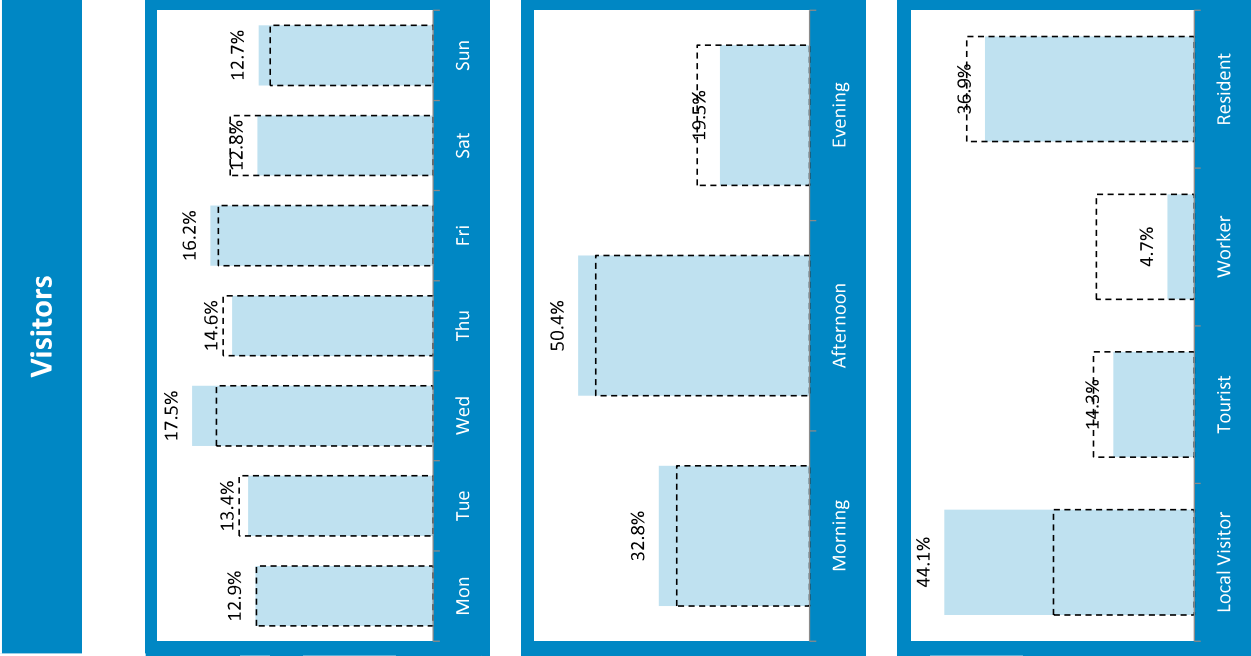


Area Quick Stats			
Total Pop	This Site 10 min WT	244	Benchmark 10 min WT
		5,344	
Adult Pop		201	4,529
	Affluence	Low	33%
		Medium	38%
		High	27%
Young		0%	28%
	Midlife Young Kids	0%	11%
Midlife Carefree		0%	16%
	Mature	100%	44%
Competition Count		1	43



Catchment Summary - Spotgate Inn

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)			
10 min	20 min	WT*	DT**
244	565	299,781	

Index vs GB Average			
10 min	20 min	WT*	DT**
5	3	71	

Population
Adults 18+
Competition Pubs
Adults 18+ per Competition Pub
% Adults Likely to Drink

201	463	239,122
1	2	381
201	232	628
84.7%	84.0%	80.0%

4	3	70
2	2	49
29	34	92
106	105	100

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

Affluence	Low
	Medium
	High
*Affluence does not include Not Private Households	
Mean Net Disposable income (£pa)	

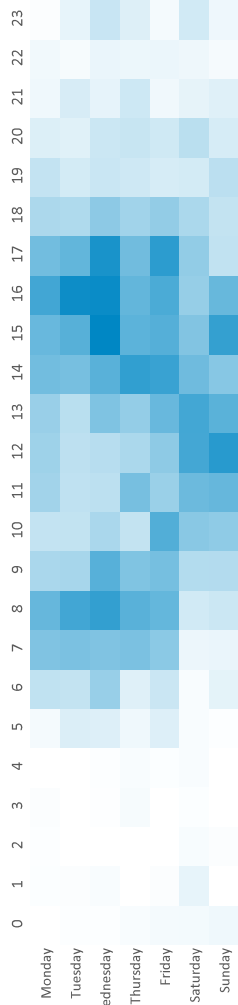
0.0%	0.0%	46.6%
20.4%	24.0%	37.3%
79.6%	76.0%	14.5%
£27,777	£28,825	£20,867

Age Profile	18-24
	25-34
	35-44
	45-64
	65+

16	41	24,376
23	51	39,133
18	45	40,149
89	171	73,636
55	155	61,828

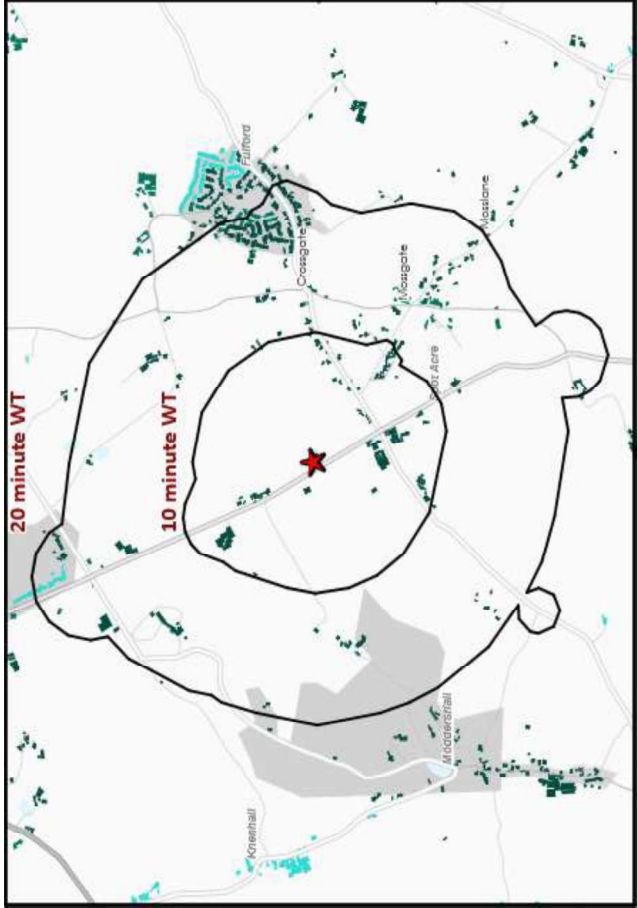
Mobile Data Summary

Time of Day/Day of Week

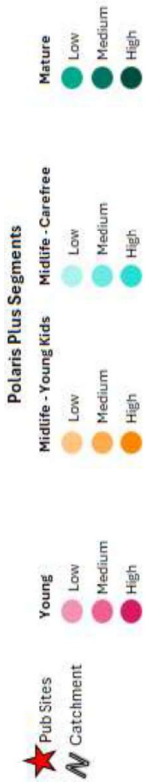


*** The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located

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Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	20 min WT*	10 min WT*	20 min DT**

Young	0	0	66,990	0	0	101
Midlife - Young Kids	0	0	23,327	0	0	89
Midlife - Carefree	0	0	32,127	0	0	85
Mature	201	463	112,571	226	226	106
Not Private Households	0	0	4,107	0	0	14,196
Total	201	463	239,122			



Per Pub - Spotgate Inn

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

Adults 18+	201	463	239,122
Number of Competition Pubs	1	2	381
Adults 18+ per Competition Pub	201	232	628

10 Minute Walktime Catchment ***	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	7	3.3%	42
Family Pub Dining	1	13	6.3%	69
Great Pub Great Food	0	48	23.8%	142
Leisure	0	23	11.3%	113
Mainstream	0	21	10.6%	76
Premium	0	31	15.2%	106
Restaurant	0	49	24.2%	105
Super Premium	0	10	5.2%	132

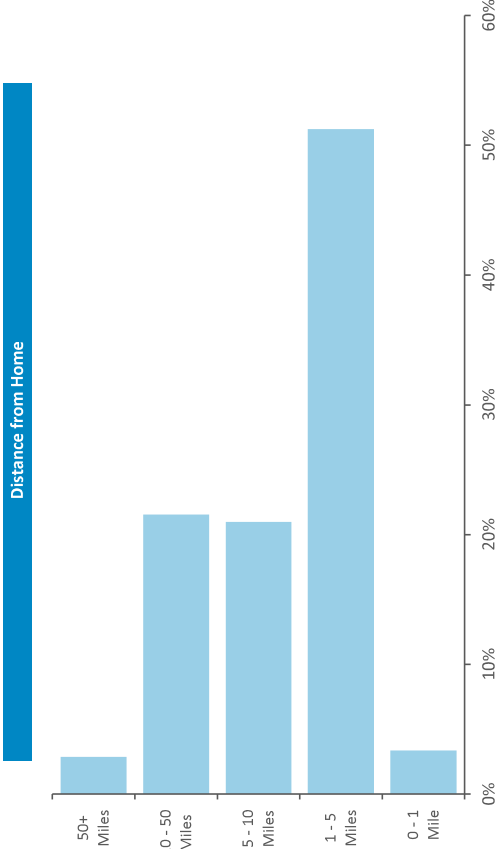
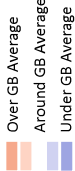
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	16	3.4%	44
Family Pub Dining	1	30	6.4%	71
Great Pub Great Food	0	109	23.6%	141
Leisure	0	52	11.3%	113
Mainstream	0	50	10.9%	78
Premium	1	70	15.2%	106
Restaurant	0	111	24.1%	105
Super Premium	0	24	5.1%	129

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	117	23,364	9.8%	125
Family Pub Dining	27	24,532	10.3%	113
Great Pub Great Food	17	36,102	15.1%	90
Leisure	73	23,848	10.0%	99
Mainstream	67	36,719	15.4%	110
Premium	27	31,600	13.2%	92
Restaurant	53	51,841	21.7%	94
Super Premium	0	6,989	2.9%	74

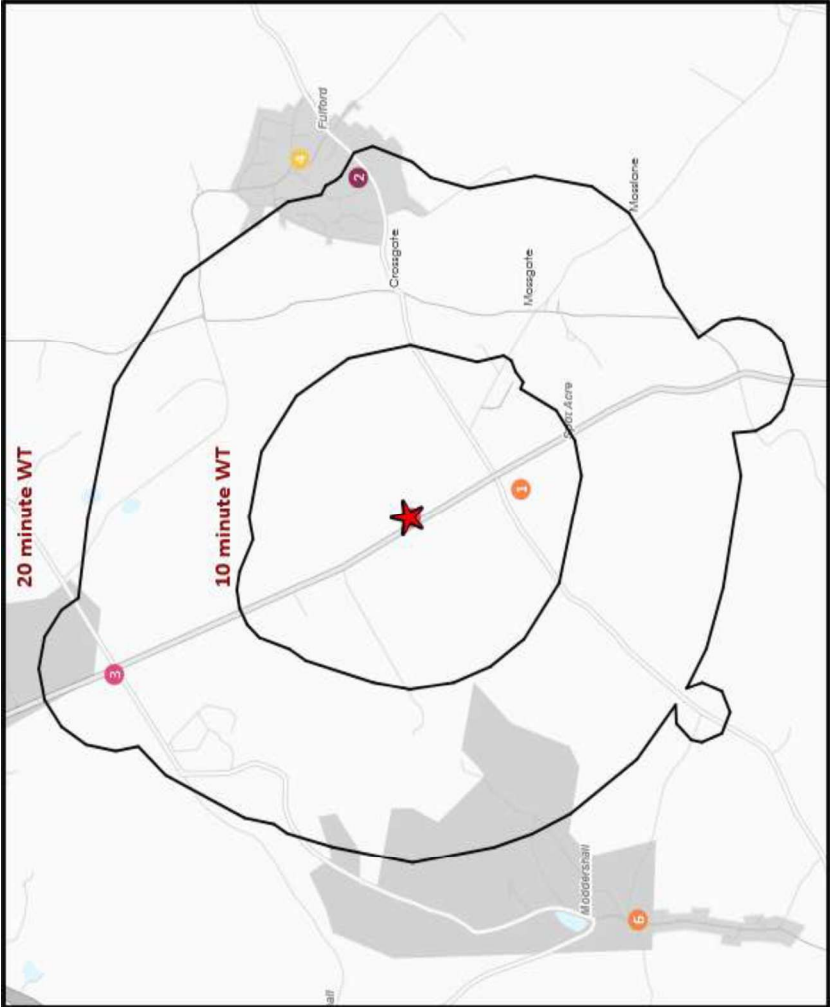
*** The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located

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WT= Walktime, DT= Drivetime



Competition - Spotgate Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
5	Boar Inn	ST15 8TG	Independent Free	Mainstream	21.8%	1.03
17	Weathervane	ST 3 7WA	Greene King	Family Pub Dir	17.2%	2.47
3	Black Lake Inn	ST 3 7NT	Star Pubs & Bars	Family Pub Dir	12.9%	0.77
12	Potters Bar	ST 3 7TW	Marston's	Classic	10.2%	2.15
9	Swynnerton Arms	ST 3 7PP	Star Pubs & Bars	Classic	8.2%	1.61
4	Shoulder Of Mutton	ST11 9QS	Unknown	Mainstream	7.8%	0.83
6	Moddershall Oaks Health Spa	ST15 8TG	Independent Free	Leisure	4.1%	1.03
14	Saracens Head	ST 3 7BL	*Other Small Retail Groups	Classic	3.8%	2.30
8	Windmill	ST 3 7PB	Stonegate Pub Company	Classic	3.0%	1.60
10	Gandhi	ST11 9QX	Independent Free	Restaurant	2.3%	1.73
0	Spotgate Inn	ST15 8RP	Star Pubs & Bars	Family Pub Dir	2.1%	0.00
19	Black Cock	ST11 9NT	Star Pubs & Bars	Mainstream	2.1%	2.55
13	Brushmakers Arms	ST15 8UW	Independent Free	Premium	1.4%	2.29
20	Lightwood Golf	ST 3 4AD	Independent Free	Leisure	1.3%	2.62
1	Moddershall Cricket Club	ST15 8RN	Independent Free	Leisure	0.9%	0.27
11	Stoke On Trent Rugby Club	ST15 8TL	Independent Free	Premium	0.6%	1.99
16	Blythe Cricket Club	ST11 9RE	Independent Free	Leisure	0.3%	2.46
2	Fulford Village Hall	ST11 9QT	Independent Free	Premium	0.0%	0.76
7	Meir Heath Cricket Club	ST 3 7NA	Independent Free	Leisure	0.0%	1.19
15	Blythe Bridge Golf Club	ST11 9JS	Independent Free	Leisure	0.0%	2.36
18	Crossways Micropub	ST11 9LY	Independent Free	Premium	0.0%	2.49

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

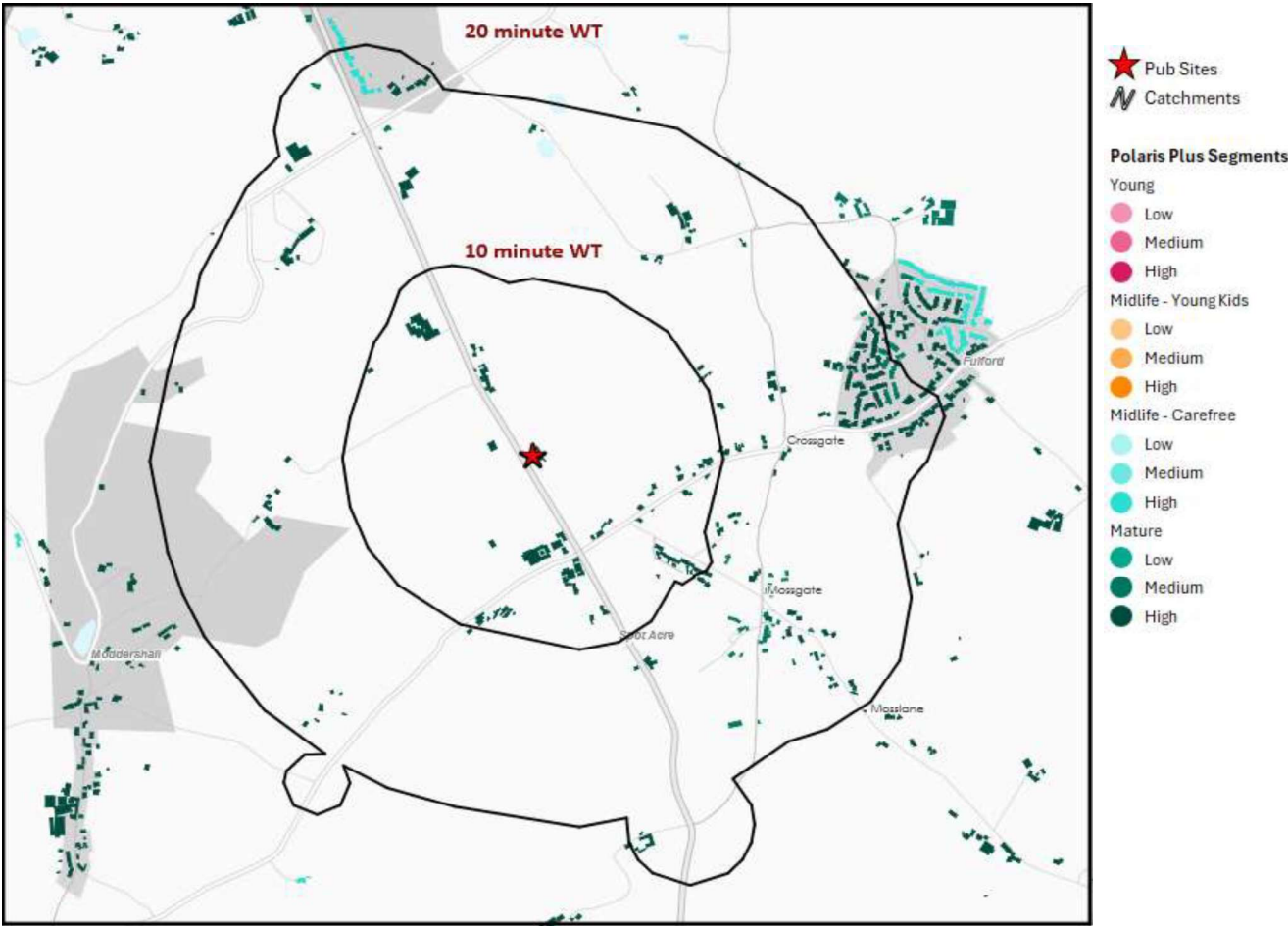
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Catchment Summary - Spotgate Inn

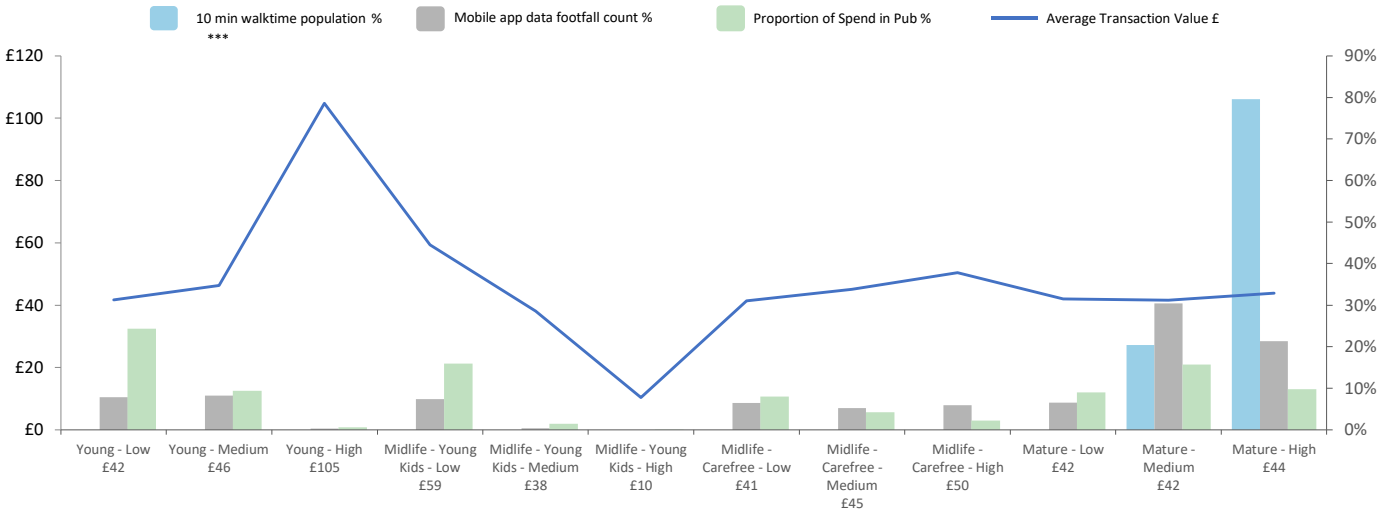


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
125199	Spotgate Inn	ST15 8RP	Star Pubs & Bars	Family Pub Dining	16



Polaris Plus Profile



*** The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located
See the Glossary page for further information on the above variables

Catchment Summary - Spotgate Inn

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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	244	565	299,781	5	3	71
Adults 18+	201	463	239,122	4	3	70
Competition Pubs	1	2	381	2	2	49
Adults 18+ per Competition Pub	201	232	628	29	34	92
% Adults Likely to Drink	84.7%	84.0%	80.0%	106	105	100

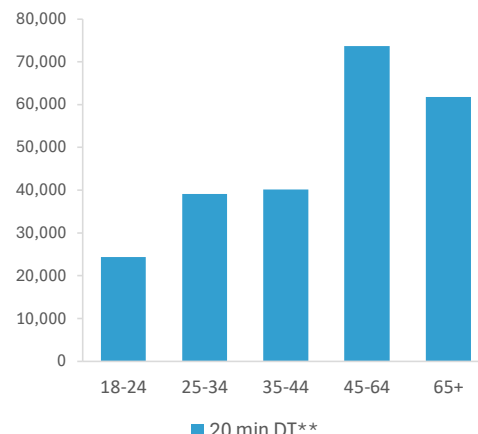
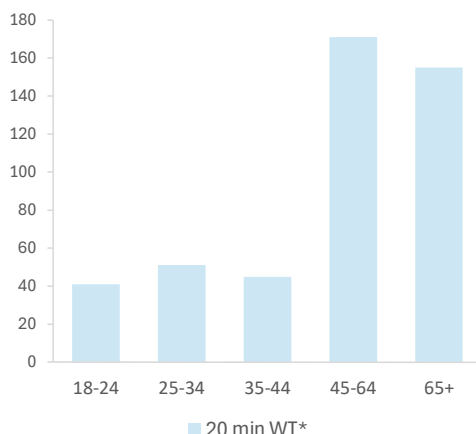
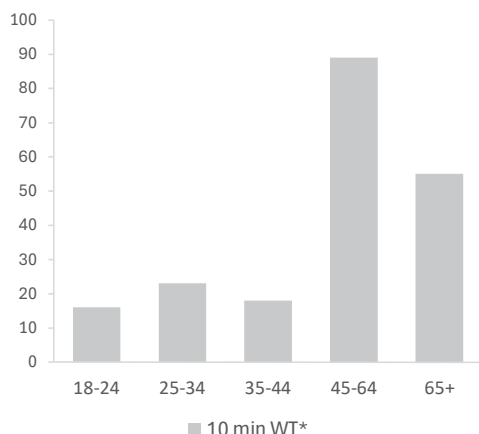
Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	0.0%	46.6%	0	0	140
	Medium	20.4%	24.0%	37.3%	53	63	97
	High	79.6%	76.0%	14.5%	290	277	53

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£27,777	£28,825	£20,867	123	128	92
----------------------------------	---------	---------	---------	-----	-----	----

Age Profile	18-24	16	41	24,376	77	85	96
	25-34	23	51	39,133	70	67	97
	35-44	18	45	40,149	55	59	99
	45-64	89	171	73,636	145	120	98
	65+	55	155	61,828	117	143	107



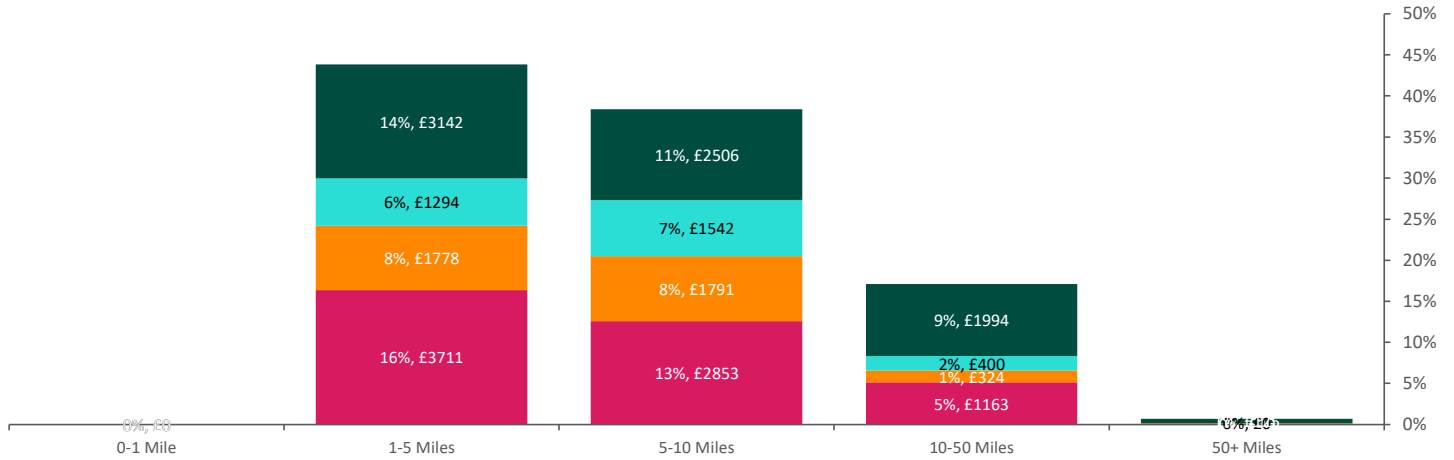
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

Gender	Male	126 (52%)	280 (50%)	149,269 (50%)	105	101	102
	Female	118 (48%)	285 (50%)	150,512 (50%)	95	99	99
Economic Status (16+)	Employed: Full-time	54 (26%)	137 (28%)	85,818 (35%)	76	83	102
	Employed: Part-time	22 (11%)	61 (13%)	28,525 (12%)	88	105	97
	Self employed	44 (21%)	82 (17%)	18,325 (7%)	227	183	80
	Unemployed	0 (0%)	0 (0%)	5,596 (2%)	0	0	83
	Full-time student	1 (0%)	2 (0%)	5,967 (2%)	19	16	97
	Retired	52 (25%)	144 (30%)	59,913 (24%)	114	136	112
	Other	36 (17%)	59 (12%)	42,280 (17%)	97	68	96
Total Worker Count		66	112	151,328			

*** The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located
See the Glossary page for further information on the above variables

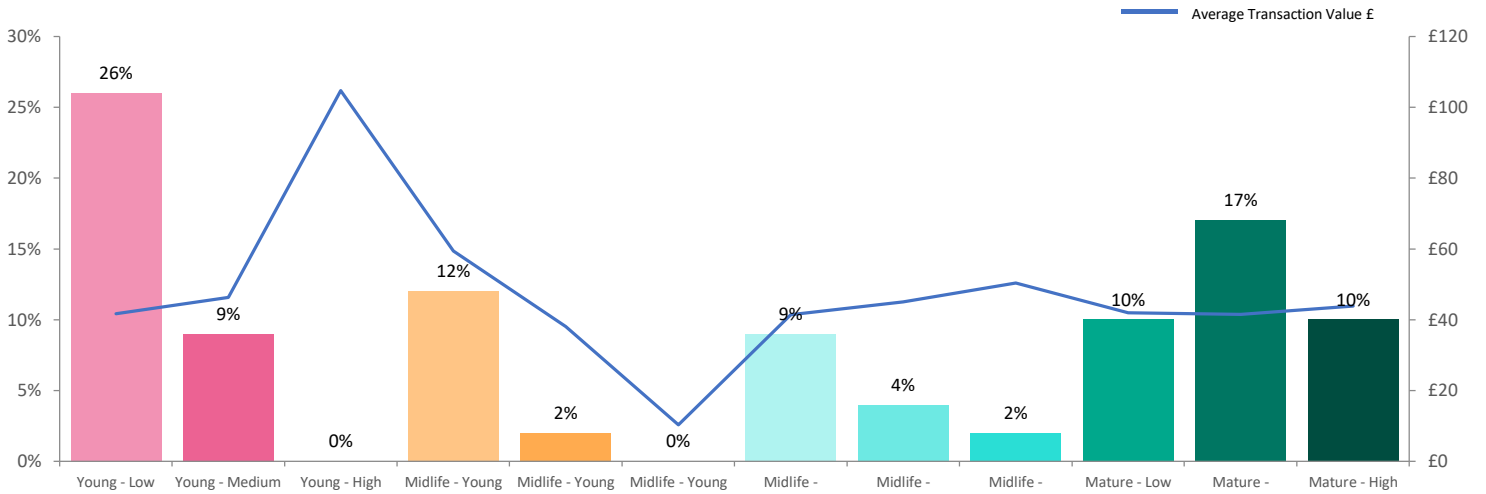
Transactional Data Summary - Spotgate Inn

Spend by Polaris and Distance from Home



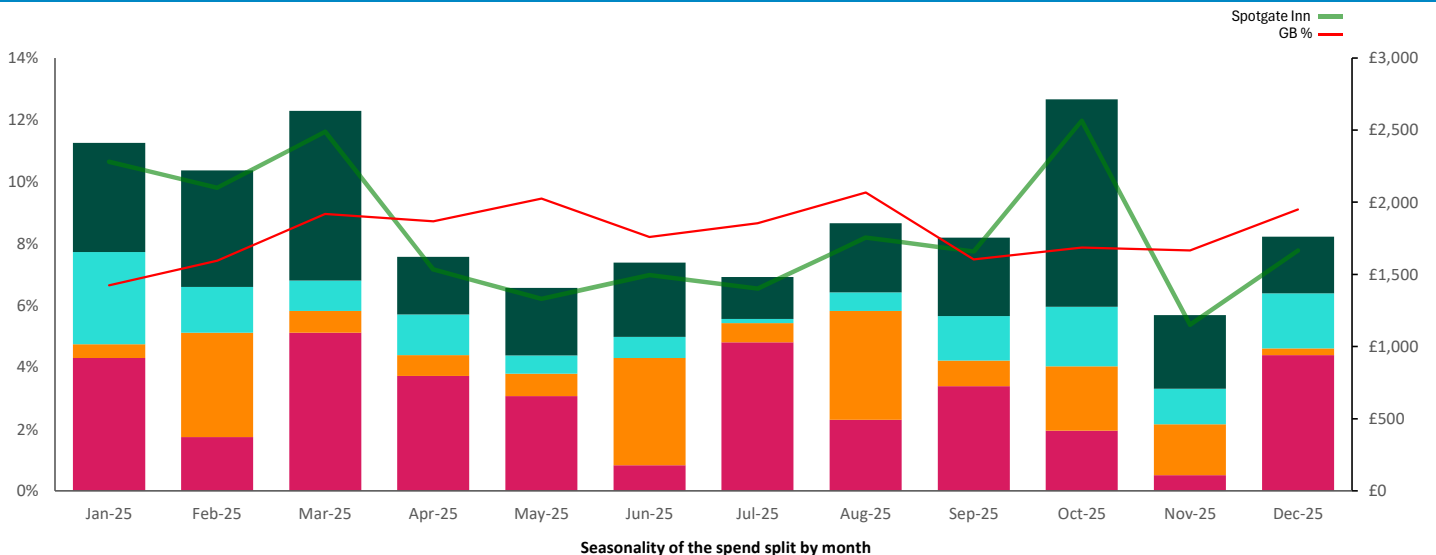
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



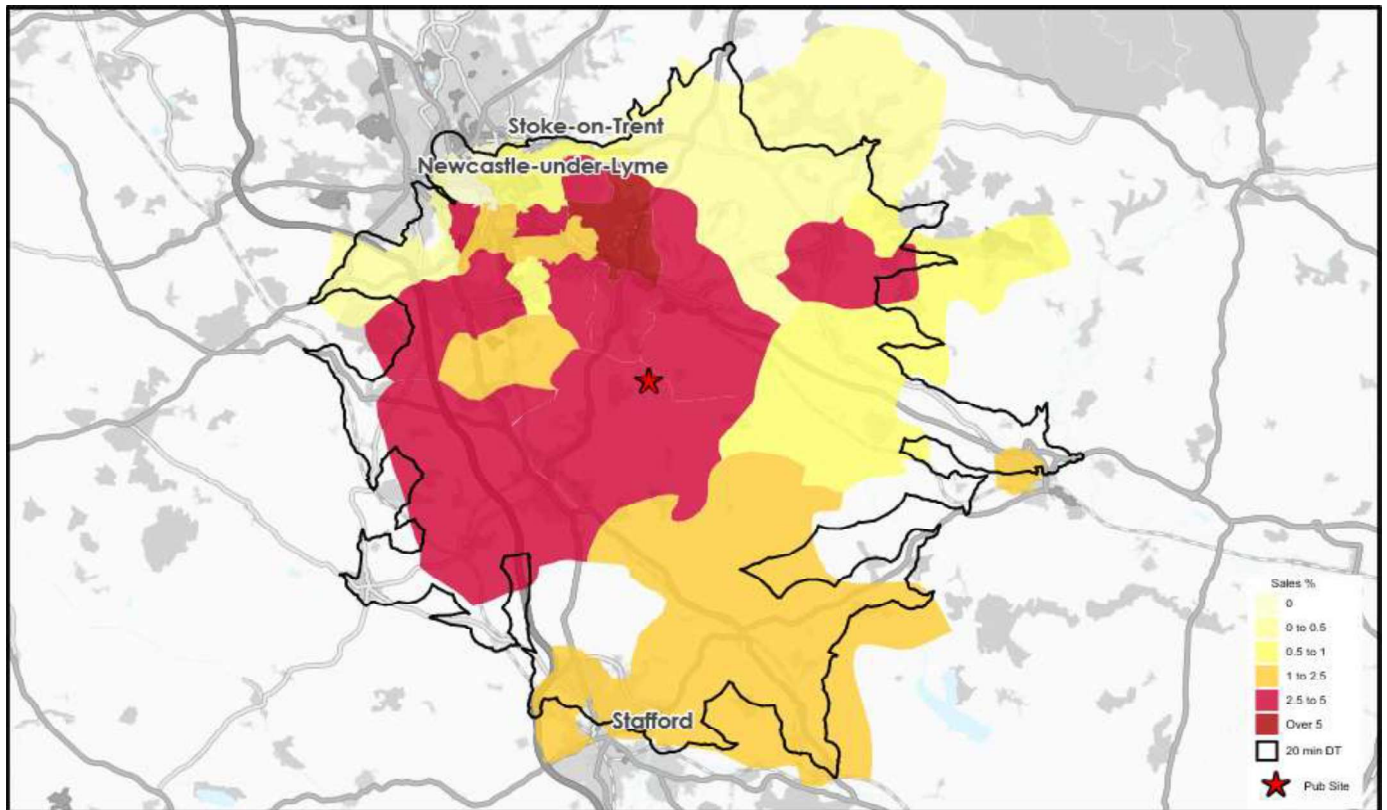
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



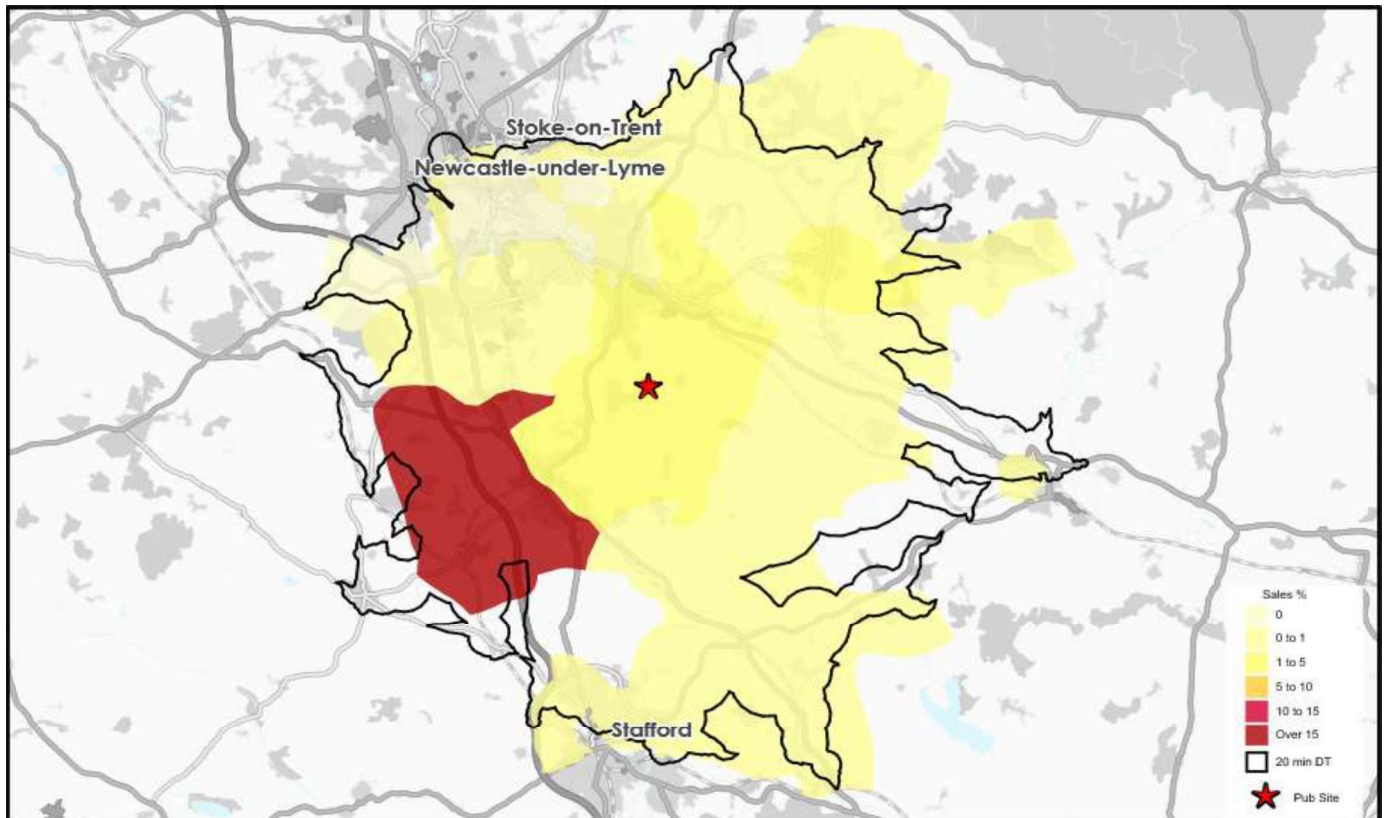
Seasonality of the spend split by month

Spotgate Inn 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

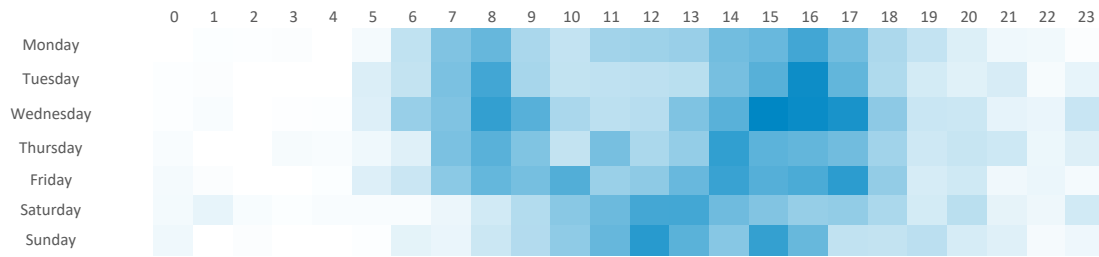
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Spotgate Inn



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

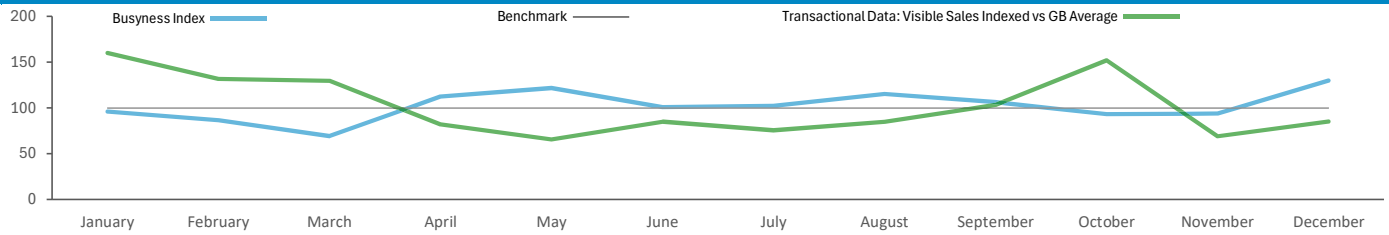
Mobile Data Summary - Spotgate Inn

Time of Day/Day of Week



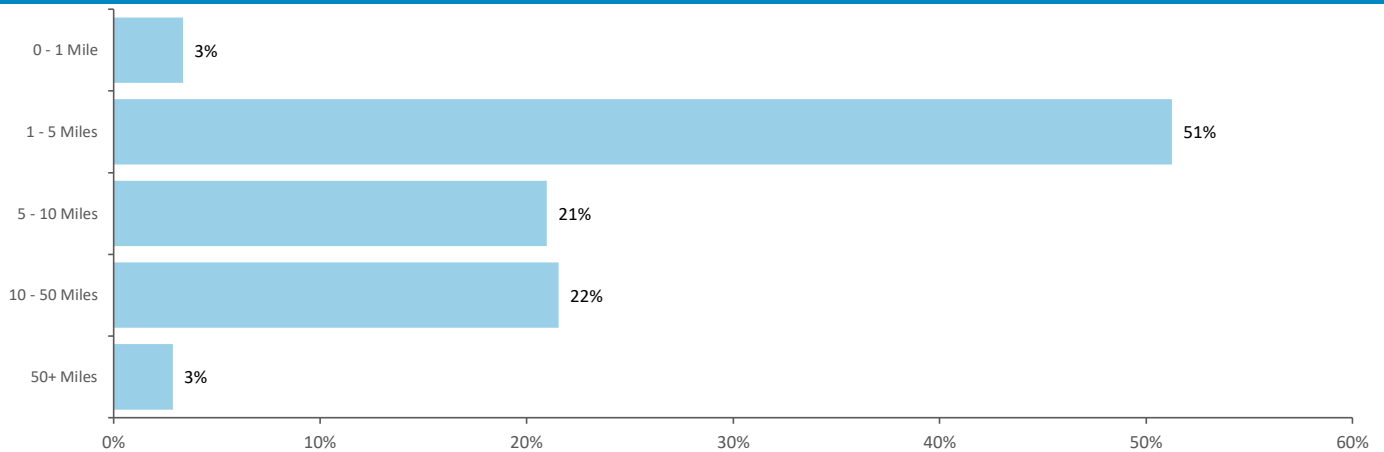
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

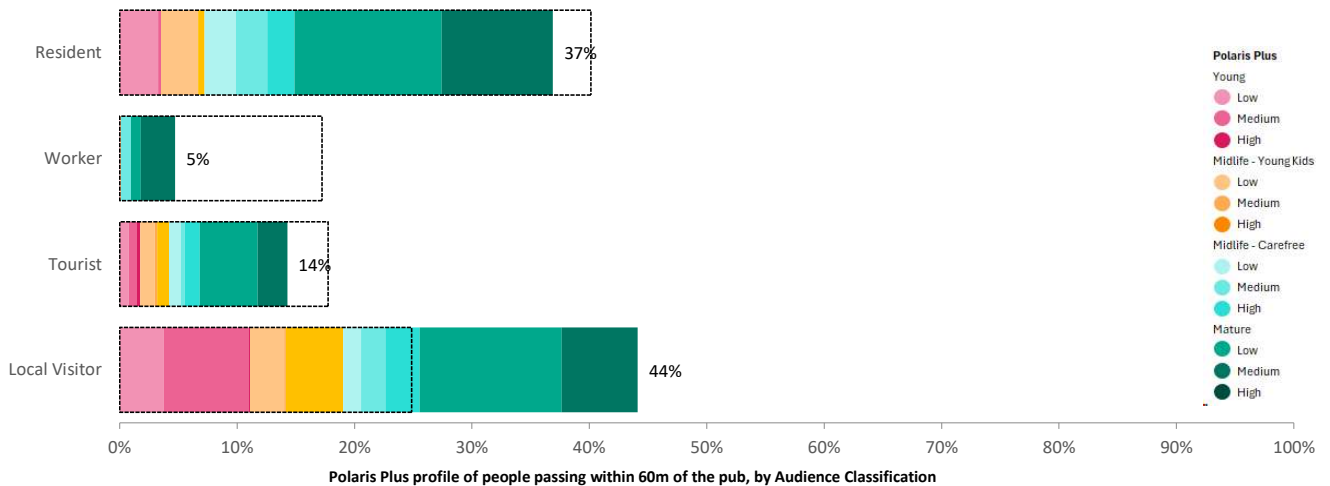
Distance from Home



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

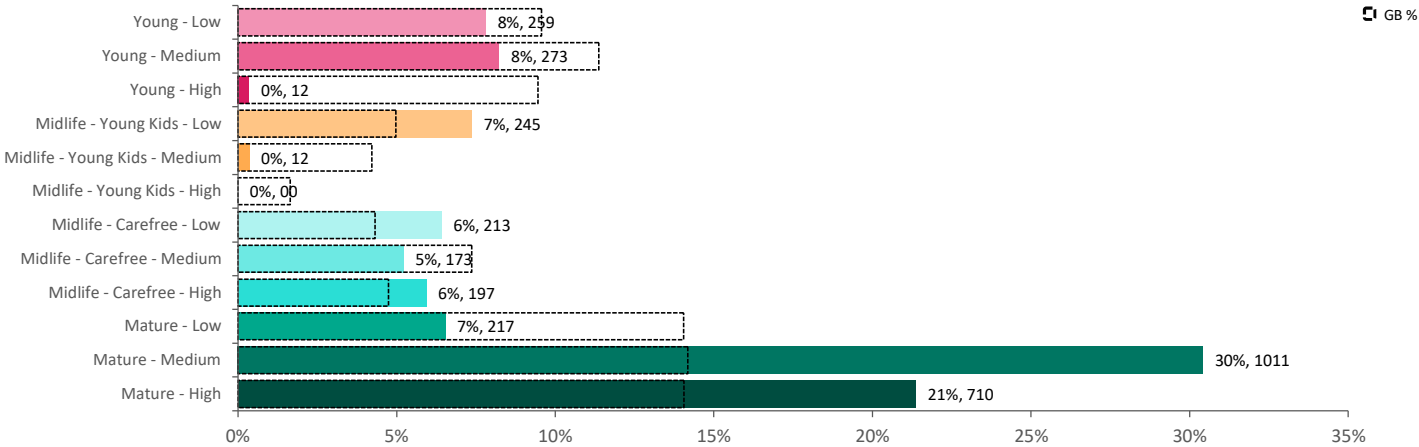


Mobile Data Summary - Spotgate Inn



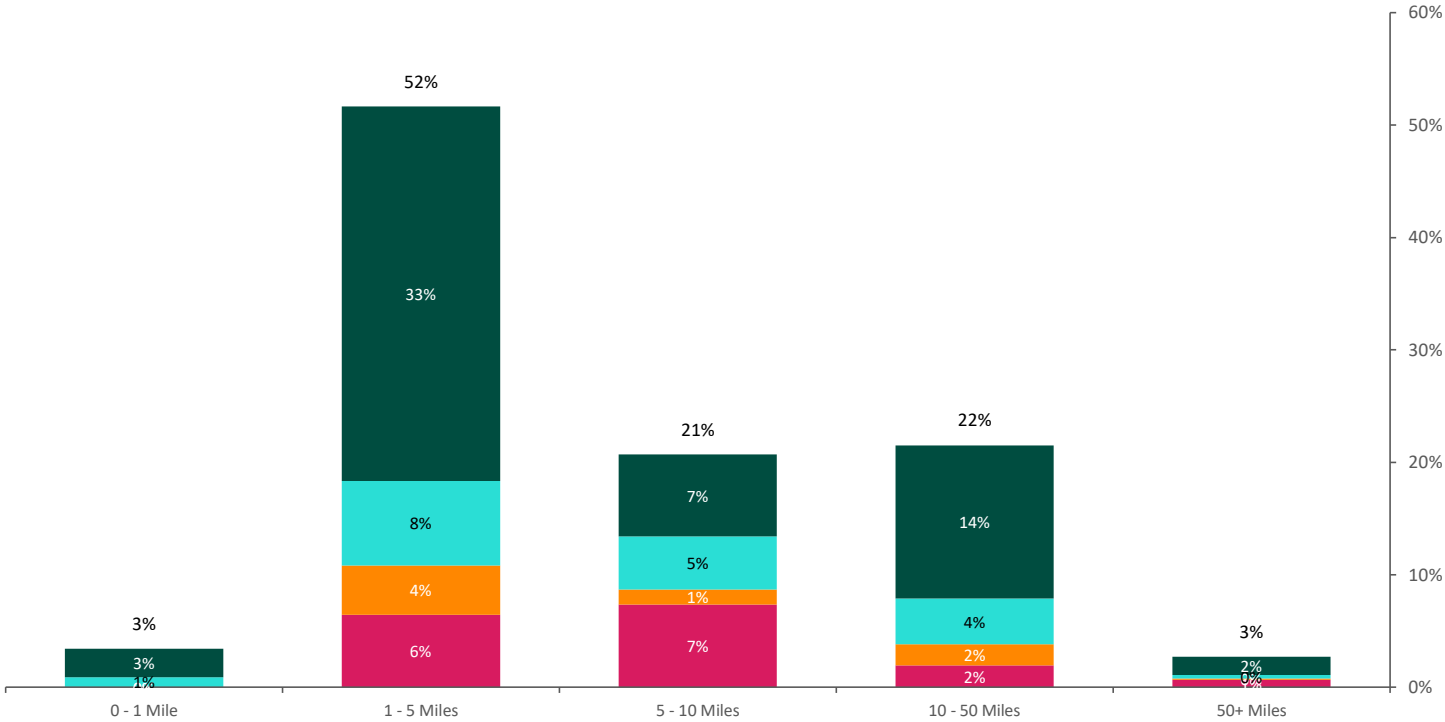
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Polaris Plus Profile



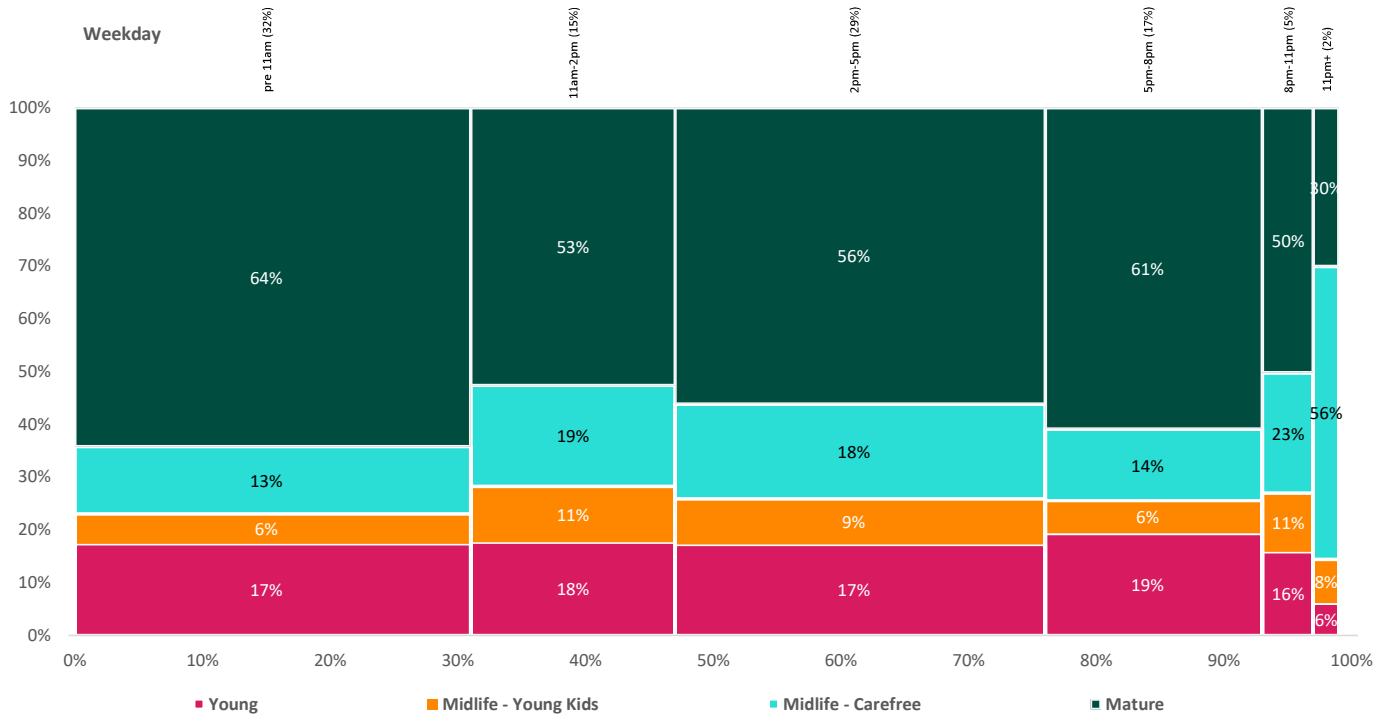
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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	537	211	426	273	63	16	1,526
Midlife - Carefree	106	77	136	61	29	30	439
Midlife - Young Kids	48	42	66	28	14	5	202
Young	145	71	130	86	20	3	456
All	836	400	759	447	125	54	2,622

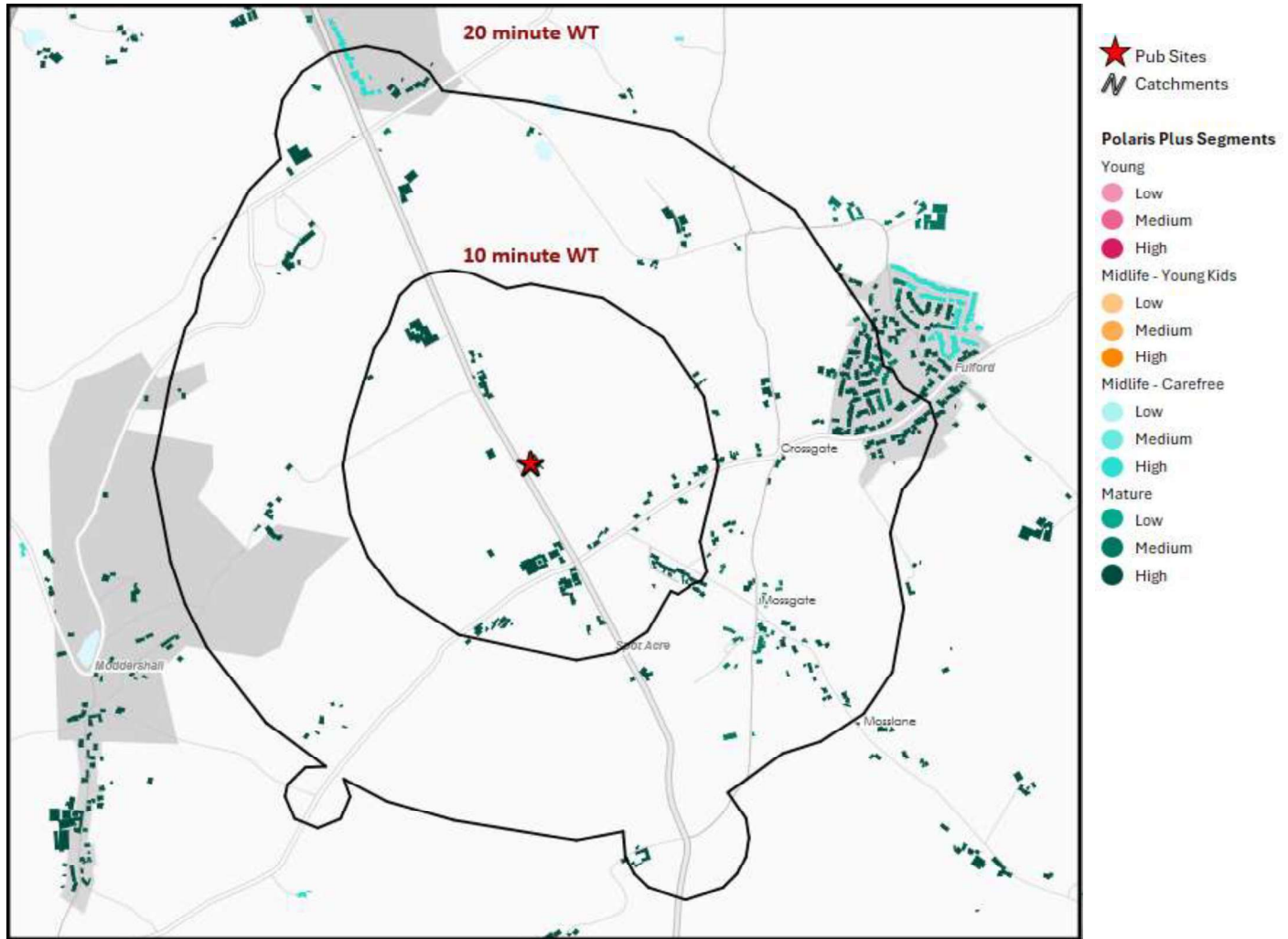
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	109	178	146	63	26	13	536
Midlife - Young Kids	15	51	42	27	8	20	163
Midlife - Carefree	10	26	13	8	12	0	68
Mature	25	37	33	21	9	4	128
All	159	292	234	118	54	37	895

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

Polaris Plus Summary - Spotgate Inn



Polaris Plus Profile by Catchment

*** The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located

*WT= Walktime, **DT= Drivetime

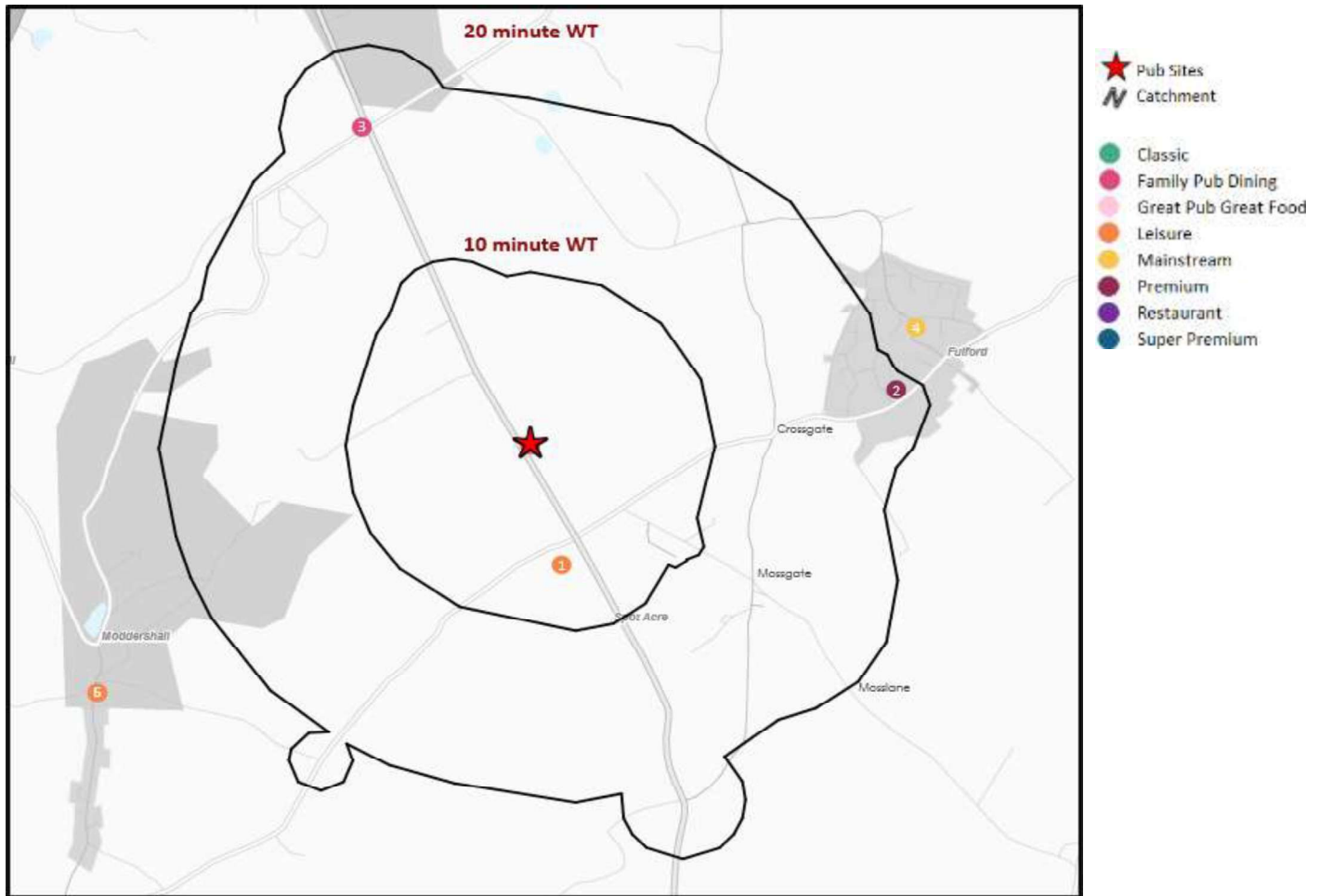
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	***					
Low	0	0	40,431	0	0	172
Medium	0	0	25,109	0	0	95
High	0	0	1,450	0	0	9
Midlife - Young Kids						
Low	0	0	21,510	0	0	161
Medium	0	0	1,817	0	0	17
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	15,169	0	0	149
Medium	0	0	10,396	0	0	61
High	0	0	6,562	0	0	60
Mature						
Low	0	0	34,205	0	0	106
Medium	41	111	51,819	130	153	138
High	160	352	26,547	529	505	74
Not Private Households	0	0	4,107	0	0	160
Total	201	463	239,122			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Spotgate Inn



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	Spotgate Inn	ST15 8RP	Star Pubs & Bars	Family Pub Dining	2.1%	64.8%	0.00
1	Moddershall Cricket Club	ST15 8RN	Independent Free	Leisure	0.9%	75.9%	0.27
2	Fulford Village Hall	ST11 9QT	Independent Free	Premium	0.0%	0.0%	0.76
3	Black Lake Inn	ST 3 7NT	Star Pubs & Bars	Family Pub Dining	12.9%	82.7%	0.77
4	Shoulder Of Mutton	ST11 9QS	Unknown	Mainstream	7.8%	88.2%	0.83
5	Boar Inn	ST15 8TG	Independent Free	Mainstream	21.8%	35.9%	1.03
6	Moddershall Oaks Health Spa	ST15 8TG	Independent Free	Leisure	4.1%	91.3%	1.03
7	Meir Heath Cricket Club	ST 3 7NA	Independent Free	Leisure	0.0%	0.0%	1.19
8	Windmill	ST 3 7PB	Stonegate Pub Company	Classic	3.0%	73.7%	1.60
9	Swynnerton Arms	ST 3 7PP	Star Pubs & Bars	Classic	8.2%	82.6%	1.61
10	Gandhi	ST11 9QX	Independent Free	Restaurant	2.3%	75.8%	1.73
11	Stoke On Trent Rugby Club	ST15 8TL	Independent Free	Premium	0.6%	49.6%	1.99
12	Potters Bar	ST 3 7TW	Marston's	Classic	10.2%	93.6%	2.15
13	Brushmakers Arms	ST15 8UW	Independent Free	Premium	1.4%	91.1%	2.29
14	Saracens Head	ST 3 7BL	*Other Small Retail Groups	Classic	3.8%	97.1%	2.30
15	Blythe Bridge Golf Club	ST11 9JS	Independent Free	Leisure	0.0%	0.0%	2.36
16	Blythe Cricket Club	ST11 9RE	Independent Free	Leisure	0.3%	71.6%	2.46
17	Weathervane	ST 3 7WA	Greene King	Family Pub Dining	17.2%	84.0%	2.47
18	Crossways Micropub	ST11 9LY	Independent Free	Premium	0.0%	0.0%	2.49
19	Black Cock	ST11 9NT	Star Pubs & Bars	Mainstream	2.1%	94.3%	2.55
20	Lightwood Golf	ST 3 4AD	Independent Free	Leisure	1.3%	81.0%	2.62

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

* 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 - Spotgate Inn

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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+	201	463	239,122
Number of Competition Pubs	1	2	381
Adults 18+ per Competition Pub	201	232	628

10 Minute Walktime Catchment ***	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	7	3.3%	42
Family Pub Dining	1	13	6.3%	69
Great Pub Great Food	0	48	23.8%	142
Leisure	0	23	11.3%	113
Mainstream	0	21	10.6%	76
Premium	0	31	15.2%	106
Restaurant	0	49	24.2%	105
Super Premium	0	10	5.2%	132

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	16	3.4%	44
Family Pub Dining	1	30	6.4%	71
Great Pub Great Food	0	109	23.6%	141
Leisure	0	52	11.3%	113
Mainstream	0	50	10.9%	78
Premium	1	70	15.2%	106
Restaurant	0	111	24.1%	105
Super Premium	0	24	5.1%	129

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	117	23,364	9.8%	125
Family Pub Dining	27	24,532	10.3%	113
Great Pub Great Food	17	36,102	15.1%	90
Leisure	73	23,848	10.0%	99
Mainstream	67	36,719	15.4%	110
Premium	27	31,600	13.2%	92
Restaurant	53	51,841	21.7%	94
Super Premium	0	6,989	2.9%	74

*** The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	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. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
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+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
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 Index value is >= 105 and < 120 Around GB Average Index value is >= 95 and < 105 Index value is >= 80 and < 95 Under GB Average Index value is < 80																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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Competition Pubs																																									
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Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
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Resident: Lives in the area. Worker: Works in the area but doesn't live there.																																									
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																									
Acorn																																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
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