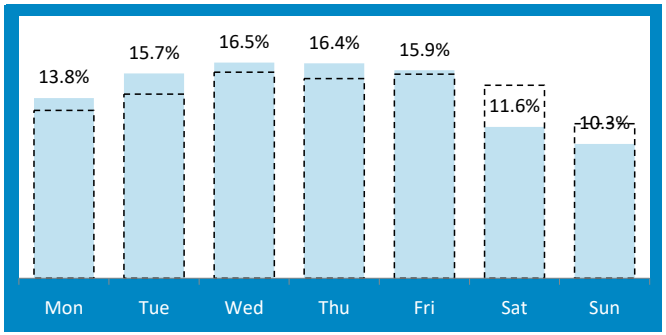
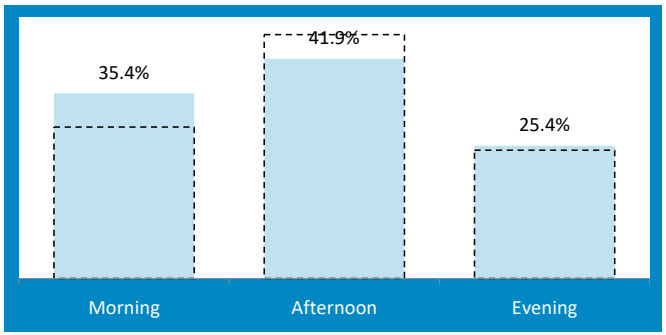
Black Horse

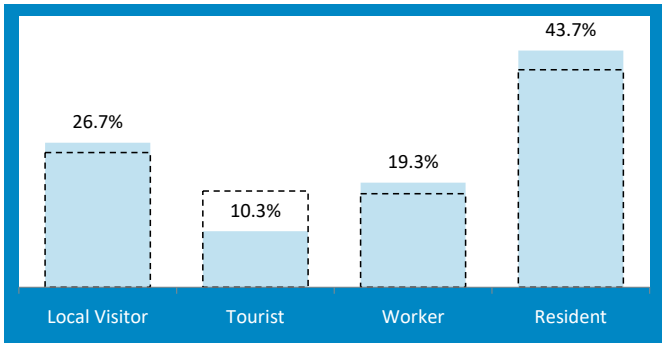
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		8.730	5.344
Adult Pop		7.087	4.529
Affluence	Low	7%	33%
	Medium	5%	38%
	High	83%	27%
Young		40%	28%
Midlife Young Kids		17%	11%
Midlife Carefree		26%	16%
Mature		13%	44%
Competition Count		17	43

Visitors

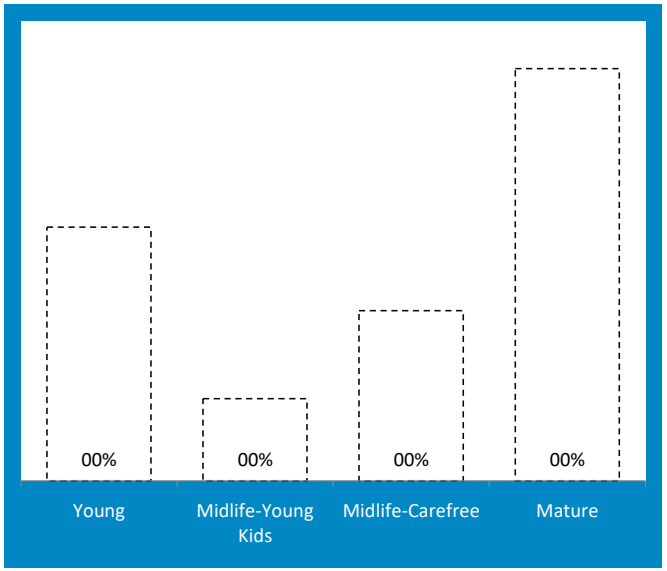






Spend Profile

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



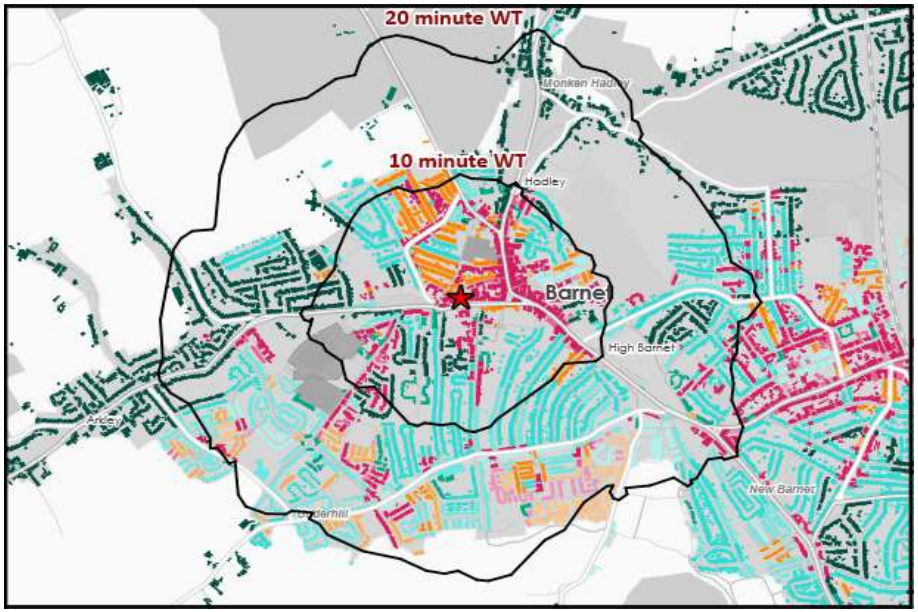
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Catchment Summary - Black Horse

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		8.730	24.607	891.495	163	125	210
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		7.087	19.462	695.842	156	119	204
Competition Pubs		17	24	733	40	24	94
Adults 18+ per Competition Pub		417	811	949	61	118	139
% Adults Likely to Drink		82,0%	80,0%	80,0%	103	100	100
Affluence	Low	7,0%	16,4%	18,4%	21	49	55
	Medium	5,3%	18,9%	23,0%	14	49	60
	High	82,9%	62,8%	57,8%	302	228	211
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£25.616	£26.942	£24.718	113	119	109
Age Profile	18-24	530	1.646	70.488	71	79	93
	25-34	1.031	2.776	121.285	87	83	101
	35-44	1.257	3.409	131.871	107	103	110
	45-64	2.394	6.715	225.885	109	109	101
	65+	1.875	4.916	146.313	112	104	85



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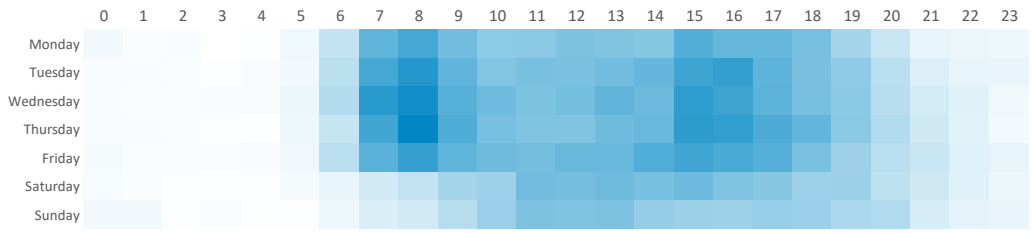
Pub Sites
Catchment

Polaris Plus Segments

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

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	2.819	5.139	225.287	143	95	116
Midlife - Young Kid	1.182	3.177	121.744	153	150	160
Midlife - Carefree	1.846	7.706	240.551	165	251	219
Mature	897	3.063	103.302	29	36	34
Not Private Households	343	377	4.958	40.002	16.010	5.889
Total	**7.087**	**19.462**	**695.842**			

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Per Pub - Black Horse

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7.087	19.462	695.842
Number of Competition Pubs	17	24	733
Adults 18+ per Competition Pub	417	811	949

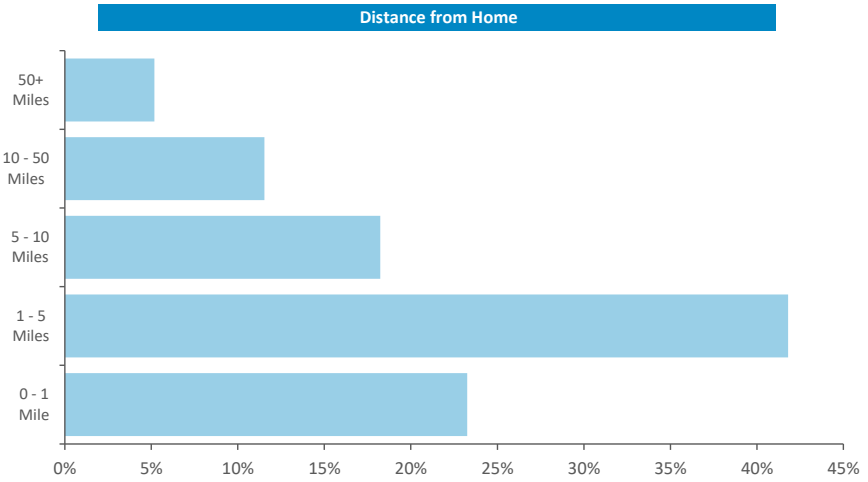
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	158	2,2%	28
Family Pub Dining	1	304	4,3%	47
Great Pub Great Food	0	1.455	20,5%	123
Leisure	1	641	9,1%	90
Mainstream	0	526	7,4%	53
Premium	5	1.147	16,2%	113
Restaurant	5	1.960	27,7%	120
Super Premium	5	551	7,8%	198

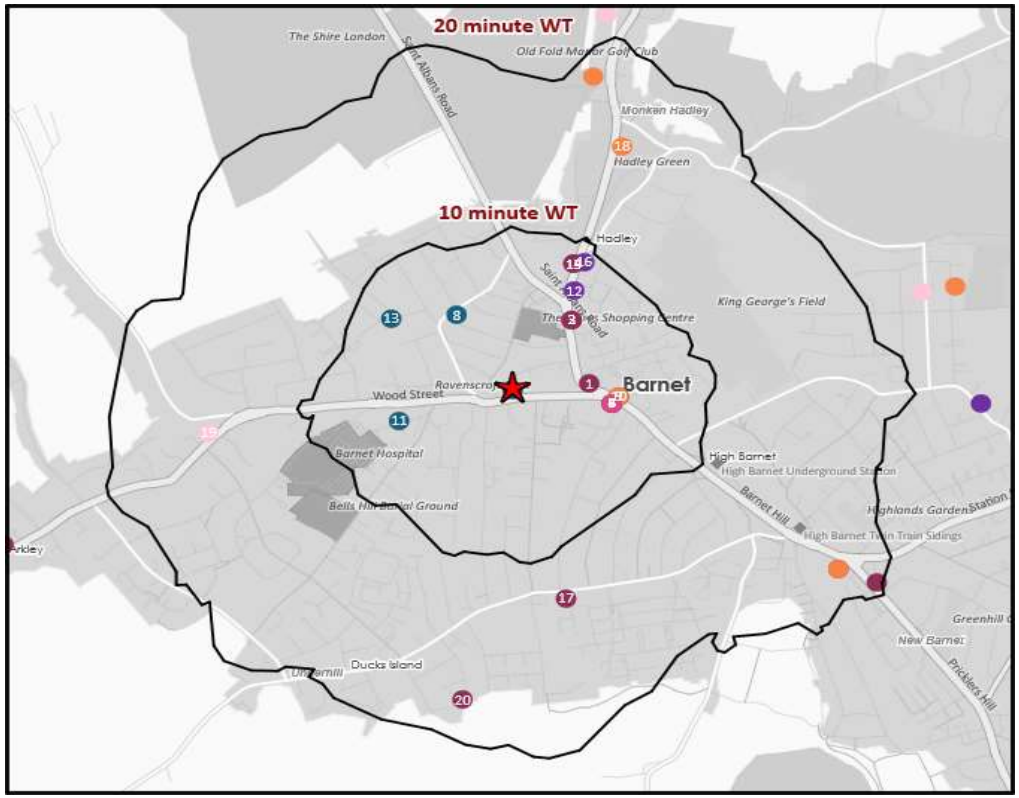
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	800	4,1%	52
Family Pub Dining	1	1.199	6,2%	68
Great Pub Great Food	1	3.864	19,9%	119
Leisure	3	1.926	9,9%	99
Mainstream	0	1.867	9,6%	69
Premium	9	3.035	15,6%	109
Restaurant	5	5.134	26,4%	115
Super Premium	5	1.254	6,4%	164

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	34.377	4,9%	63
Family Pub Dining	22	46.171	6,6%	73
Great Pub Great Food	74	133.964	19,3%	115
Leisure	139	68.870	9,9%	99
Mainstream	60	72.433	10,4%	75
Premium	120	108.721	15,6%	109
Restaurant	251	183.550	26,4%	115
Super Premium	62	42.627	6,1%	156



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Competition - Black Horse



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Pub Sites
Catchment

- Classic
- Family Pub Dining
- Great Pub Great Food
- Leisure
- Mainstream
- Premium
- Restaurant
- Super Premium

Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
9	Mitre	EN 5 5SJ	Greene King	Super Premiun	18,0%	0,24
19	Arkley	EN 5 3EP	Mitchells & Butlers	Great Pub Gre	17,6%	0,69
14	Hadley House	EN 5 5SU	Stonegate Pub Company	Restaurant	16,4%	0,34
18	Old Fold Manor Golf Club	EN 5 4PS	Independent Free	Leisure	12,9%	0,65
16	Pizza Express	EN 5 5TD	Pizza Express Restaurants Ltd	Restaurant	7,8%	0,36
6	Shapla Tandoori Restaurant	EN 5 5UW	Independent Free	Restaurant	7,1%	0,22
3	Five Guys	EN 5 5XP	Five Guys	Premium	5,4%	0,22
2	Butchers Arms	EN 5 5XP	Independent Free	Premium	4,4%	0,22
8	Sebright Arms	EN 5 4ET	McMullen & Sons Ltd	Super Premiun	3,8%	0,23
15	Ye Olde Monken Holt	EN 5 5SU	Greene King	Premium	2,9%	0,34
11	Lord Nelson	EN 5 2SA	Punch Pub Company	Super Premiun	2,7%	0,26
1	Kings Head	EN 5 5SN	McMullen & Sons Ltd	Premium	0,5%	0,17
20	East Barnet Old Grammarians	EN 5 2PU	Independent Free	Premium	0,3%	0,78
0	Black Horse	EN 5 4BW	Star Pubs & Bars	Super Premiun	0,0%	0,00
4	Barnet Conservative Club	EN 5 5UW	Independent Free	Premium	0,0%	0,22
5	Red Lion	EN 5 5UW	Mitchells & Butlers	Family Pub Dir	0,0%	0,22
7	Mayhek	EN 5 5UW	Independent Free	Restaurant	0,0%	0,22
10	Bull Theatre	EN 5 5SJ	Independent Free	Leisure	0,0%	0,24
12	Savoro	EN 5 5SZ	Independent Free	Restaurant	0,0%	0,28
13	Barnet Rugby Club	EN 5 4NW	Independent Free	Super Premiun	0,0%	0,32
17	Hope Corner	EN 5 2DY	Independent Free	Premium	0,0%	0,53

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

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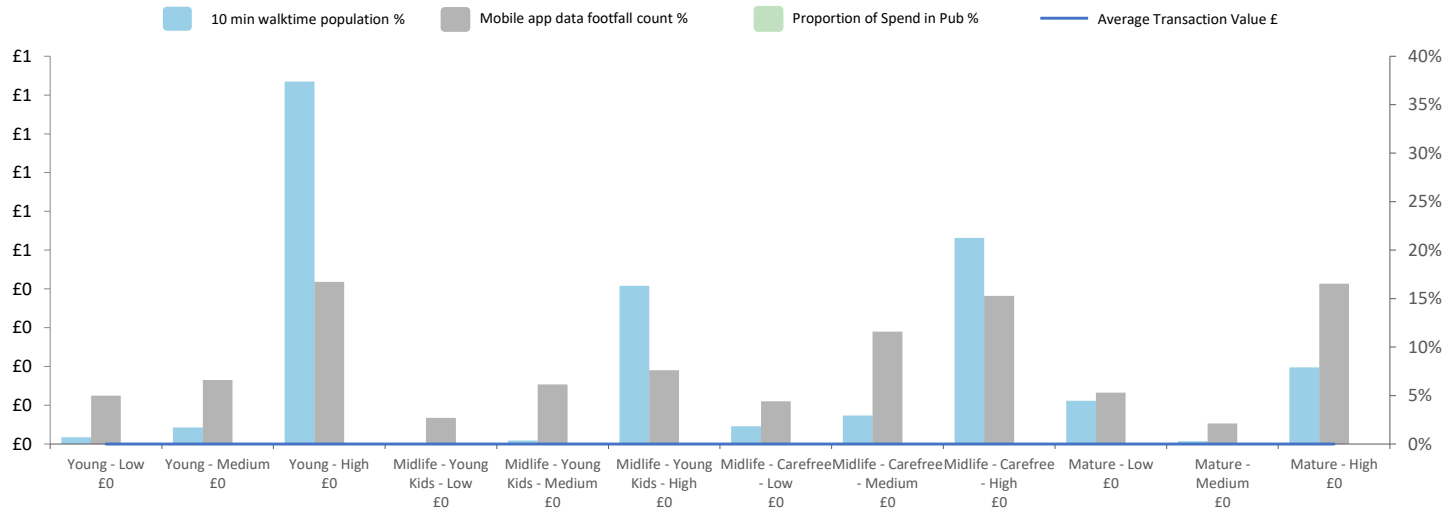
Catchment Summary - Black Horse

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
207223	Black Horse	EN 5 4BW	Star Pubs & Bars	Super Premium	4



Polaris Plus Profile



See the Glossary page for further information on the above variables

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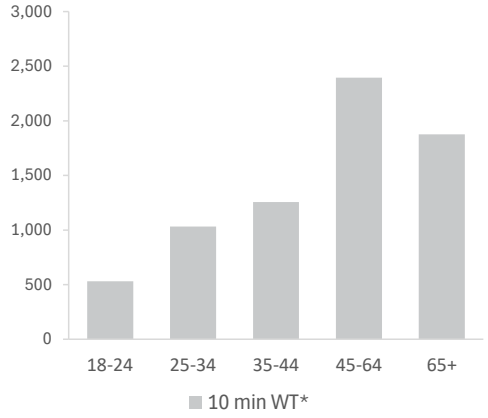
Catchment Summary - Black Horse

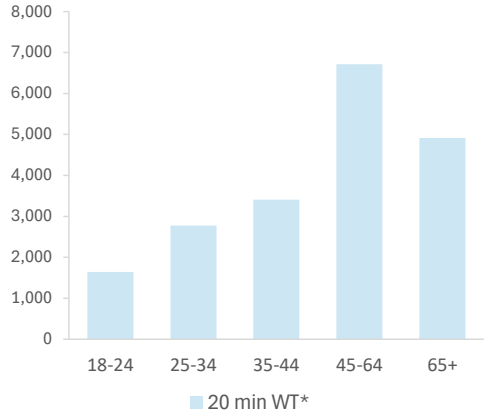
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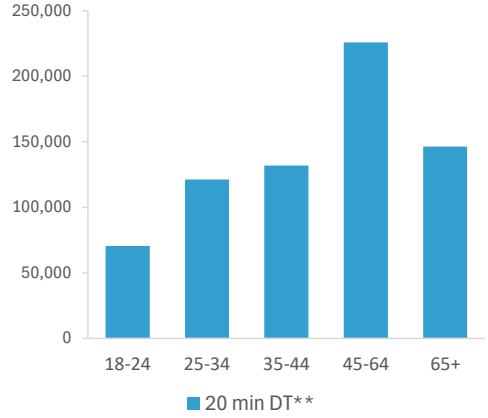
Over GB Average
Around GB Average
Under GB Average

*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		8.730	24.607	891.495	163	125	210
					Population & Adults 18+ index is based on all pubs		
Adults 18+		7.087	19.462	695.842	156	119	204
Competition Pubs		17	24	733	40	24	94
Adults 18+ per Competition Pub		417	811	949	61	118	139
% Adults Likely to Drink		82,0%	80,0%	80,0%	103	100	100
Affluence	Low	7,0%	16,4%	18,4%	21	49	55
	Medium	5,3%	18,9%	23,0%	14	49	60
	High	82,9%	62,8%	57,8%	302	228	211
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£25.616	£26.942	£24.718	113	119	109
Age Profile	18-24	530	1.646	70.488	71	79	93
	25-34	1.031	2.776	121.285	87	83	101
	35-44	1.257	3.409	131.871	107	103	110
	45-64	2.394	6.715	225.885	109	109	101
	65+	1.875	4.916	146.313	112	104	85







		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	4,233 (48%)	11,973 (49%)	434,456 (49%)	99	99	99
	Female	4,497 (52%)	12,634 (51%)	457,039 (51%)	101	101	101
Economic Status (16+)	Employed: Full-time	2,451 (34%)	6,571 (33%)	230,761 (32%)	99	96	94
	Employed: Part-time	726 (10%)	2,191 (11%)	81,786 (11%)	83	91	95
	Self employed	968 (13%)	2,614 (13%)	104,608 (15%)	144	140	157
	Unemployed	251 (3%)	726 (4%)	24,972 (3%)	125	131	126
	Full-time student	108 (1%)	311 (2%)	19,129 (3%)	59	62	107
	Retired	1,619 (22%)	4,110 (20%)	117,755 (16%)	102	94	75
	Other	1,153 (16%)	3,608 (18%)	140,412 (20%)	89	101	110
Total Worker Count		7.388	9.809	297.780			

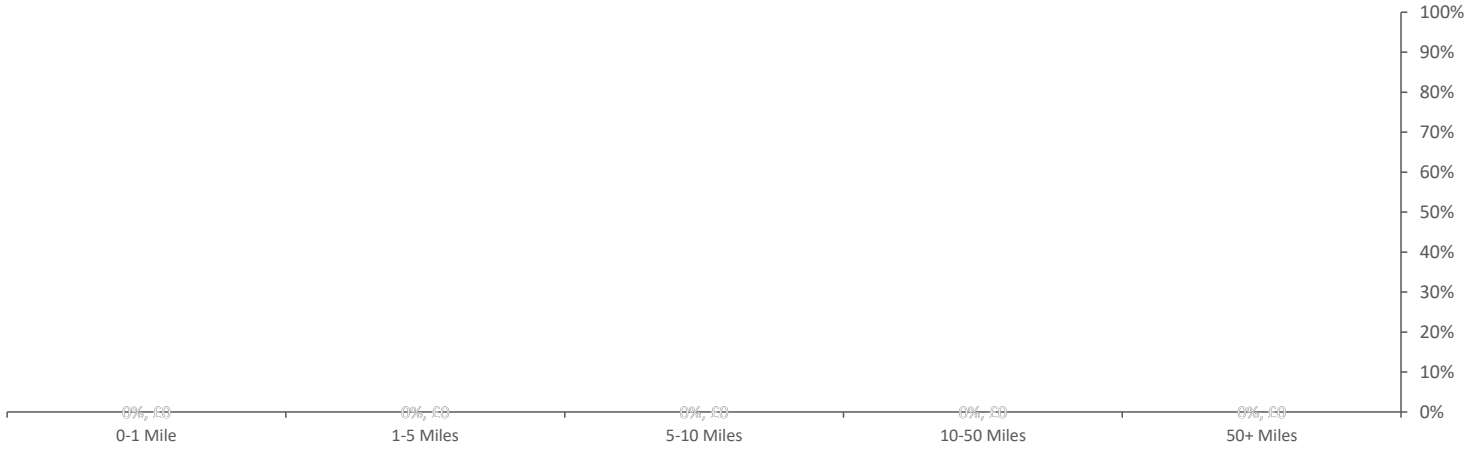
See the Glossary page for further information on the above variables

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Transactional Data Summary - Black Horse

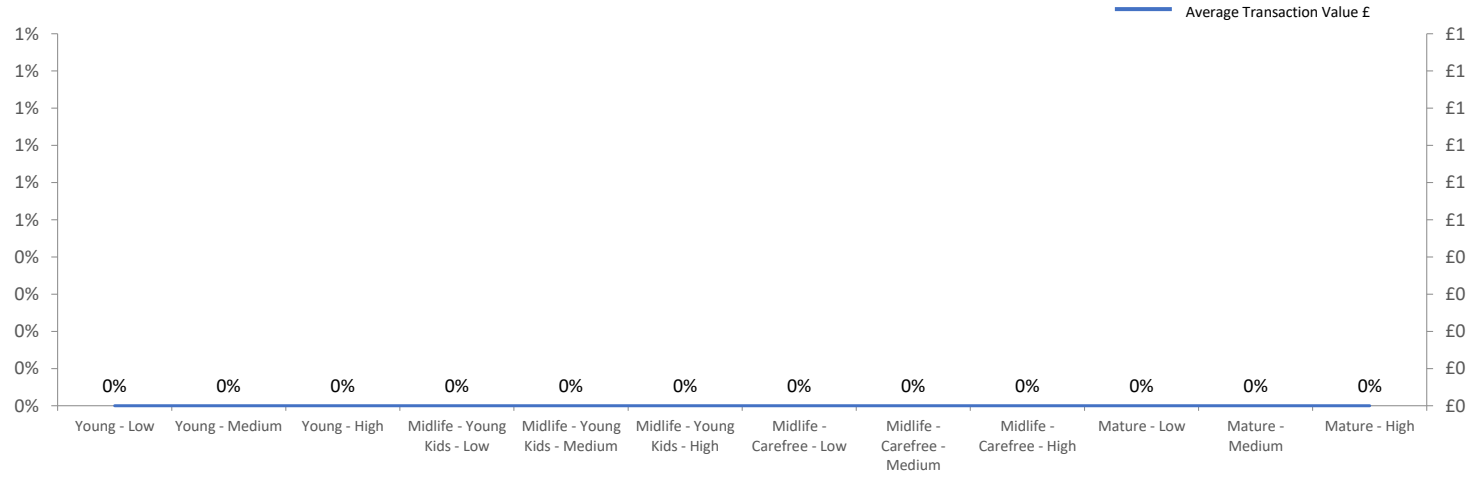
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Spend by Polaris and Distance from Home



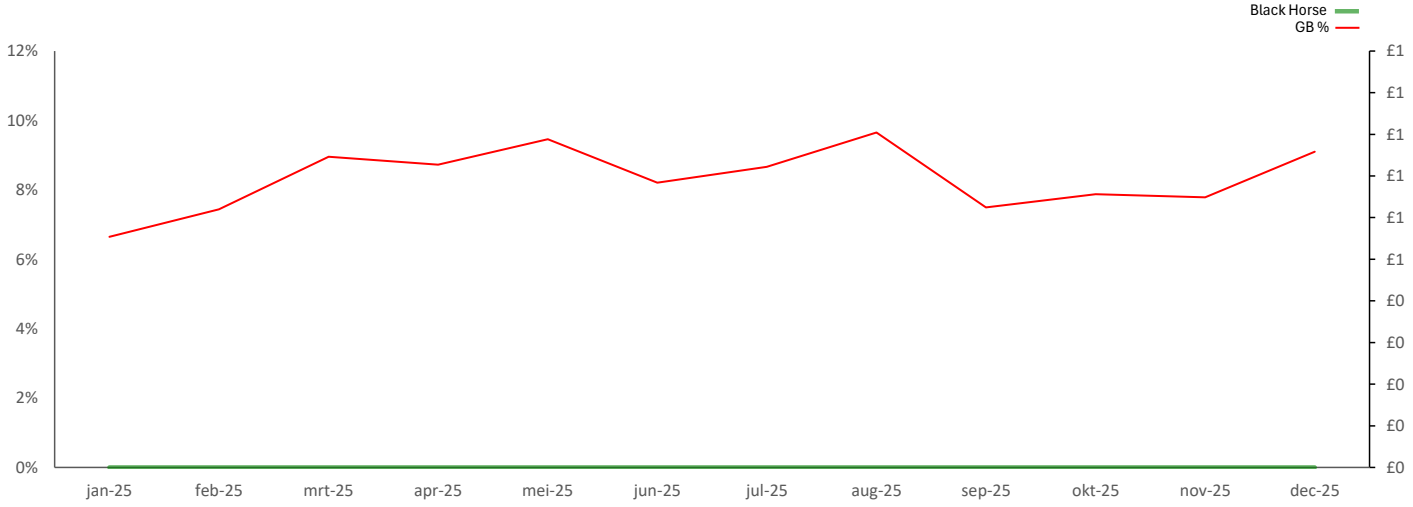
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



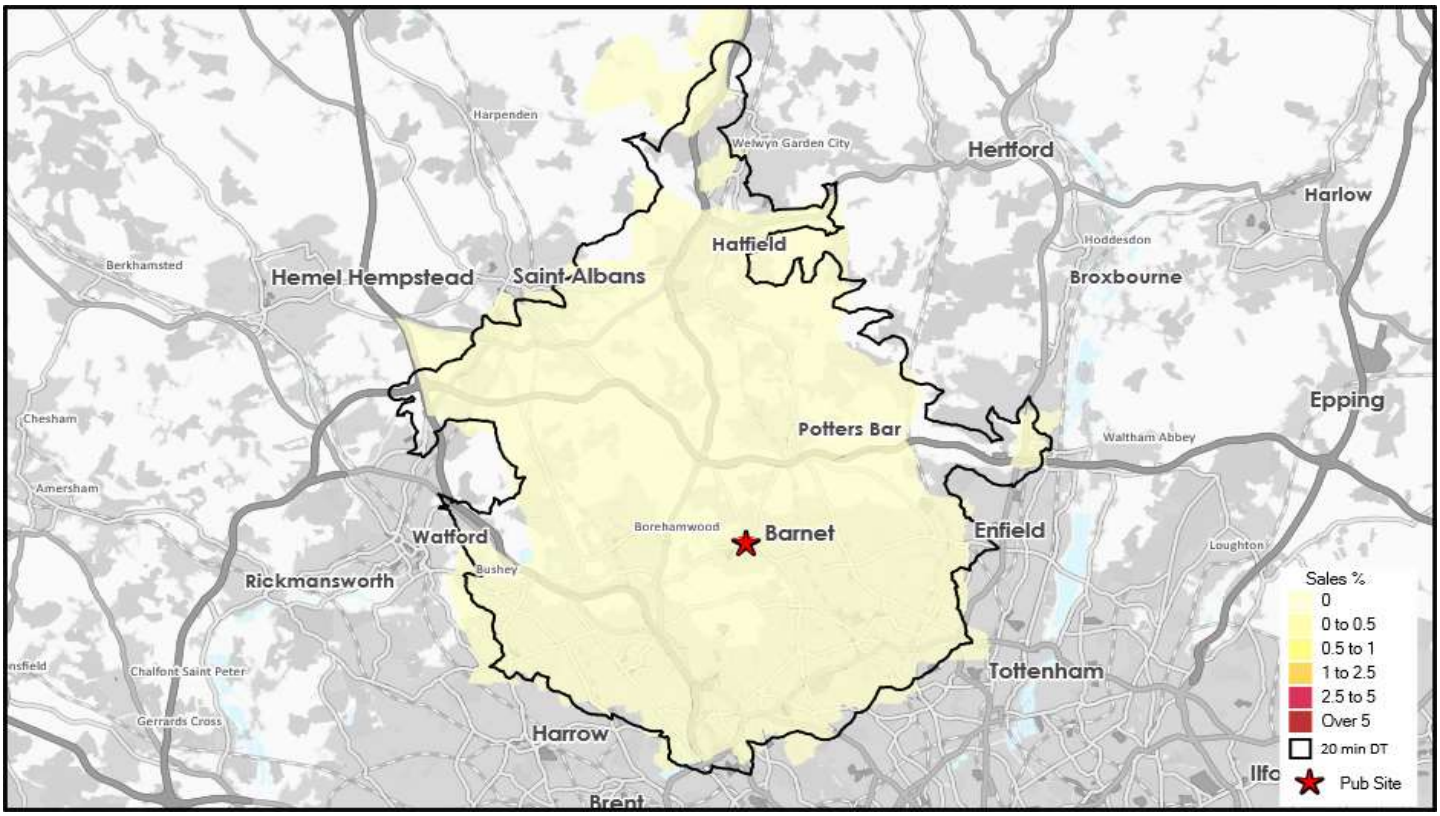
Seasonality of the spend split by month

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Transactional Data Maps - Black Horse

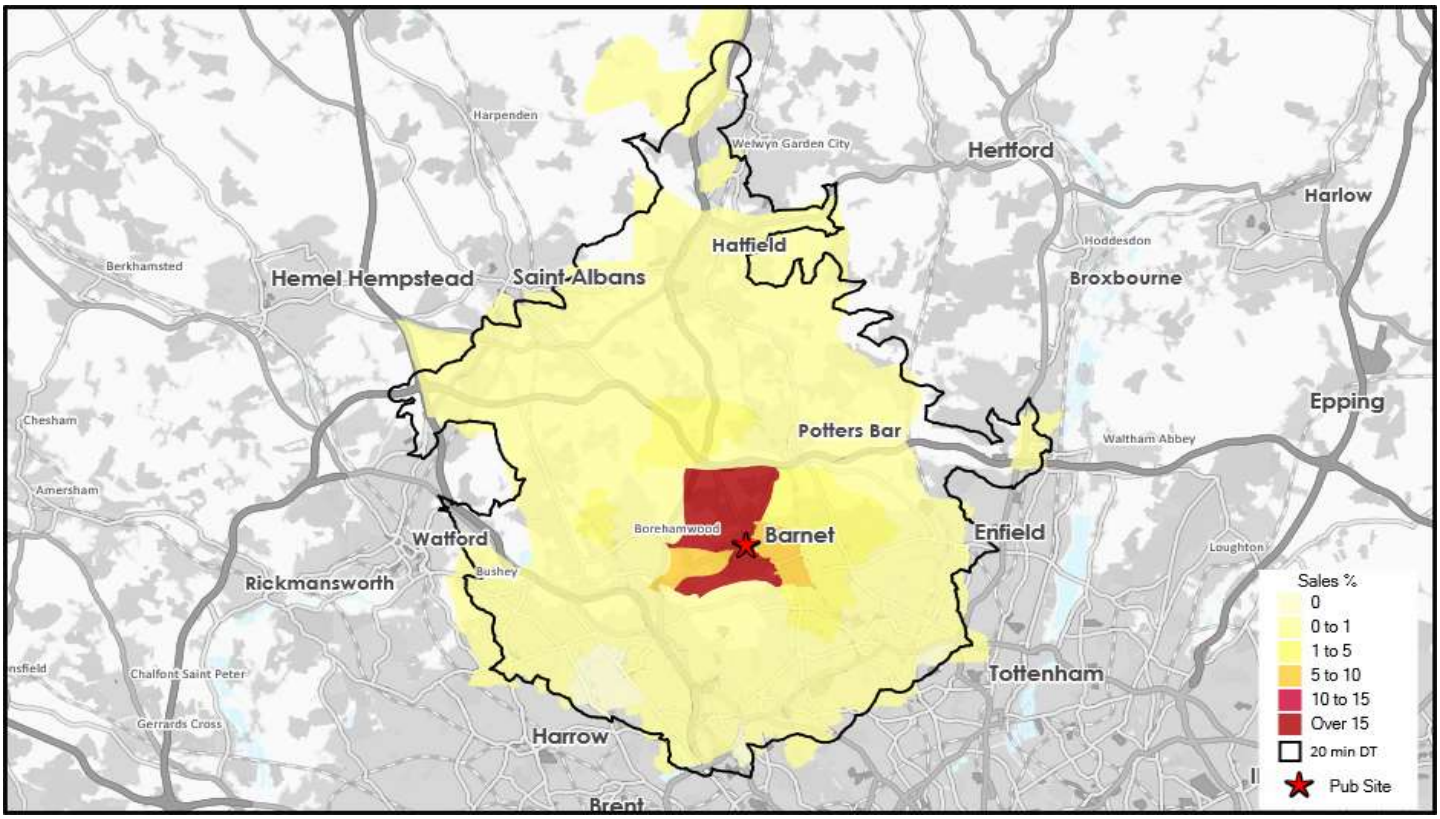
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Black Horse Share of Spend from Postcode Sectors within 20 minute Drive



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 Black Horse



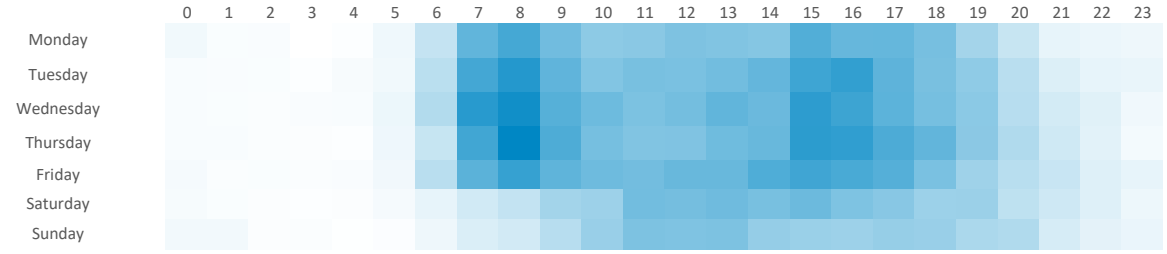
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Black Horse

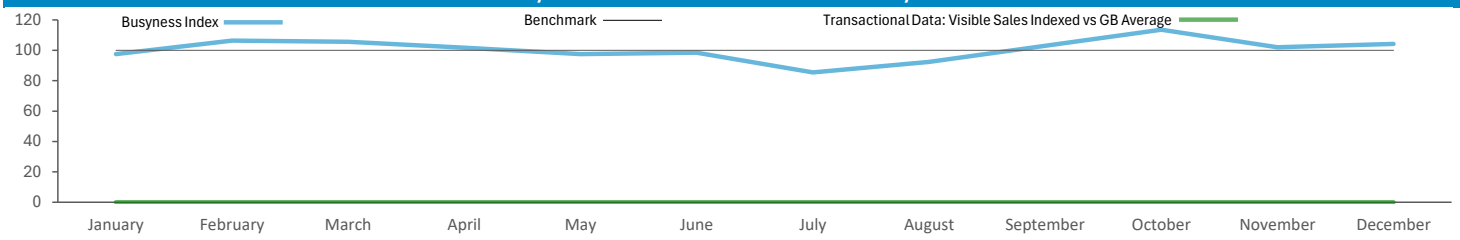
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Time of Day/Day of Week



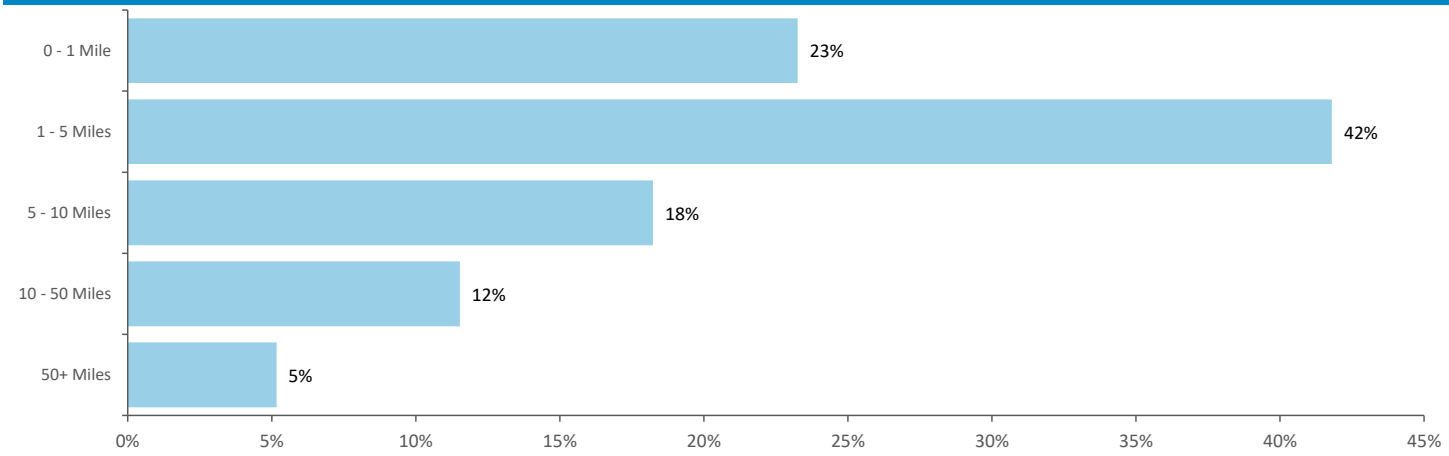
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



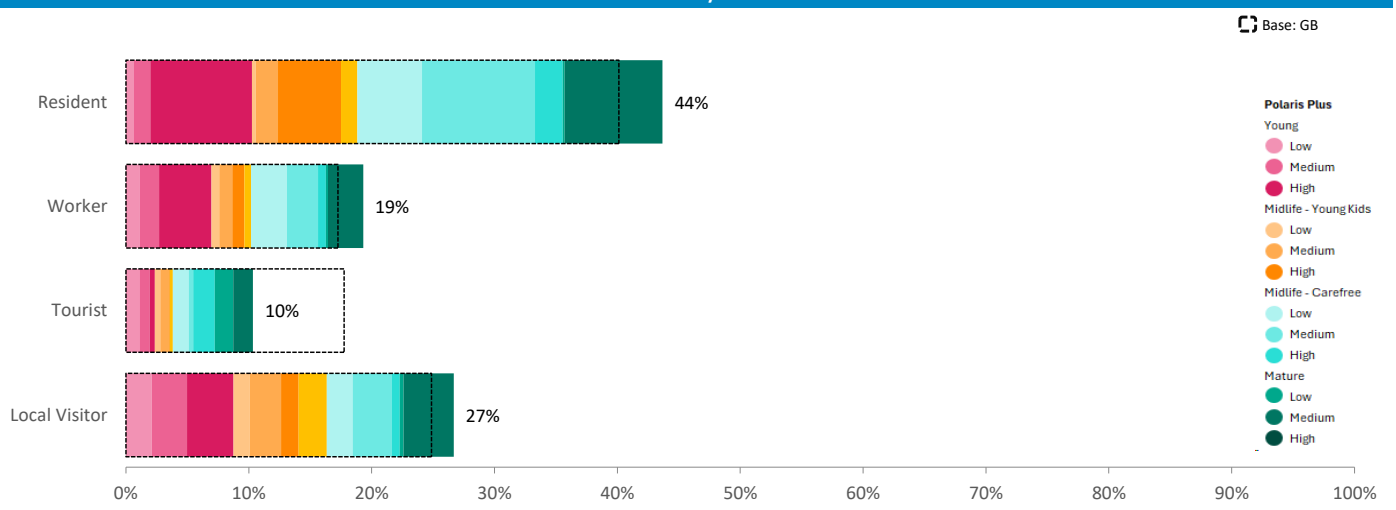
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



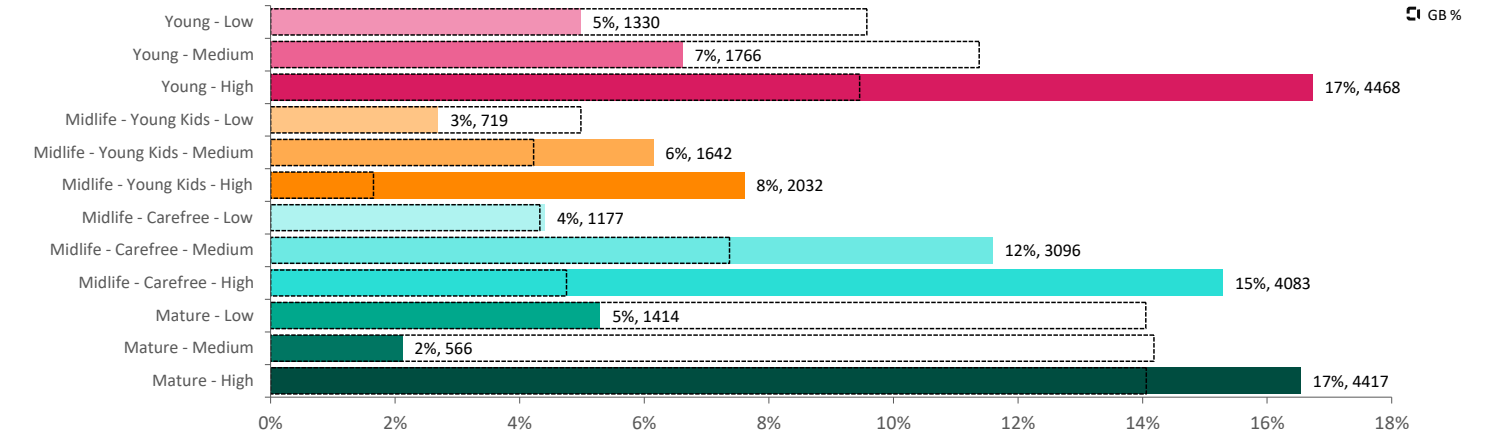
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Black Horse

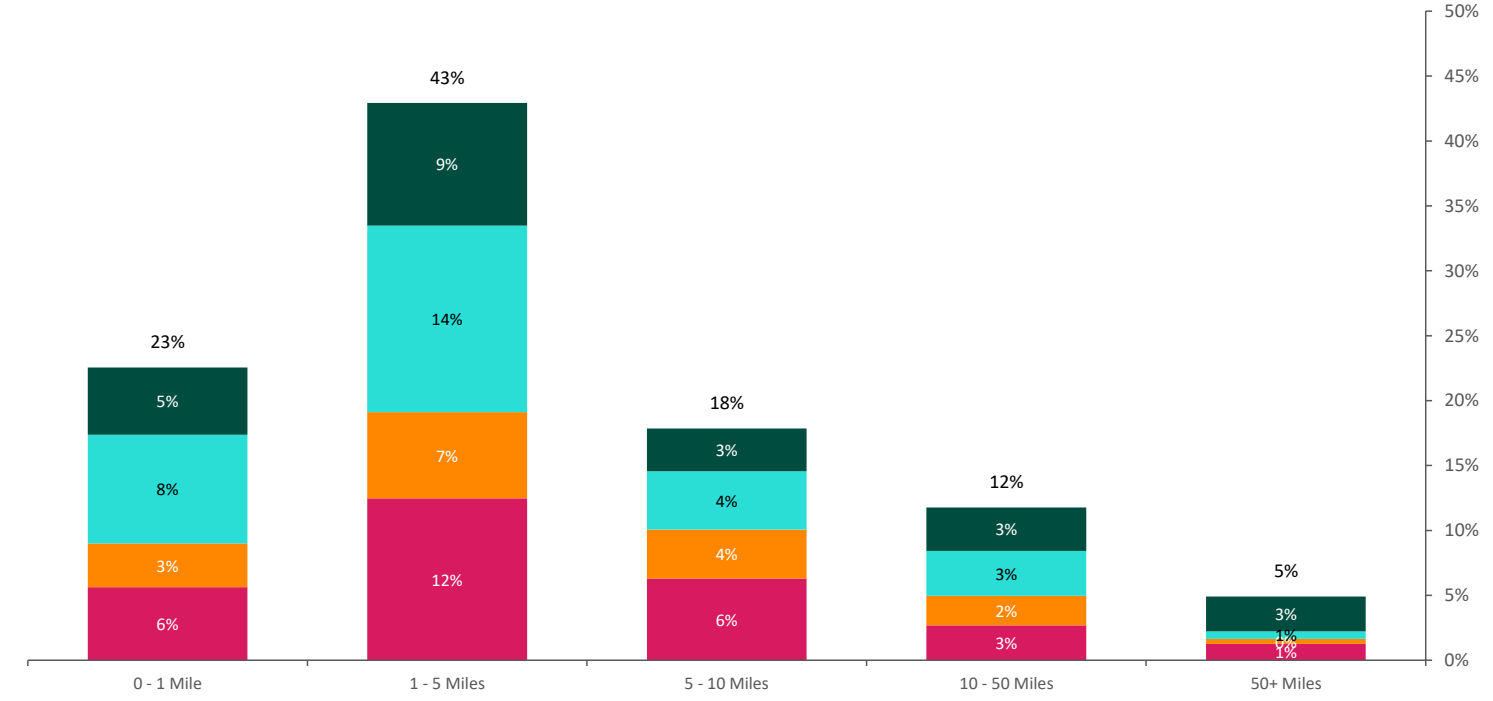
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Polaris Plus Profile



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



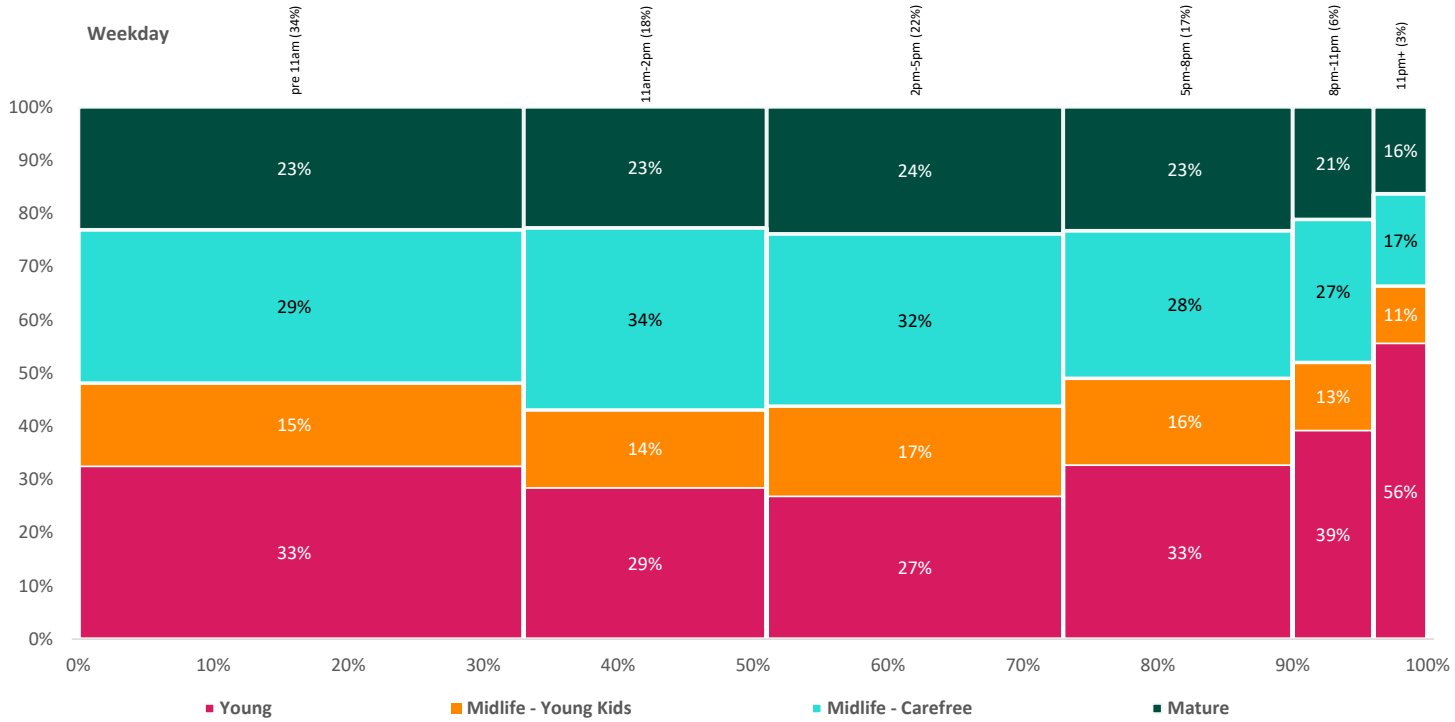
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Black Horse

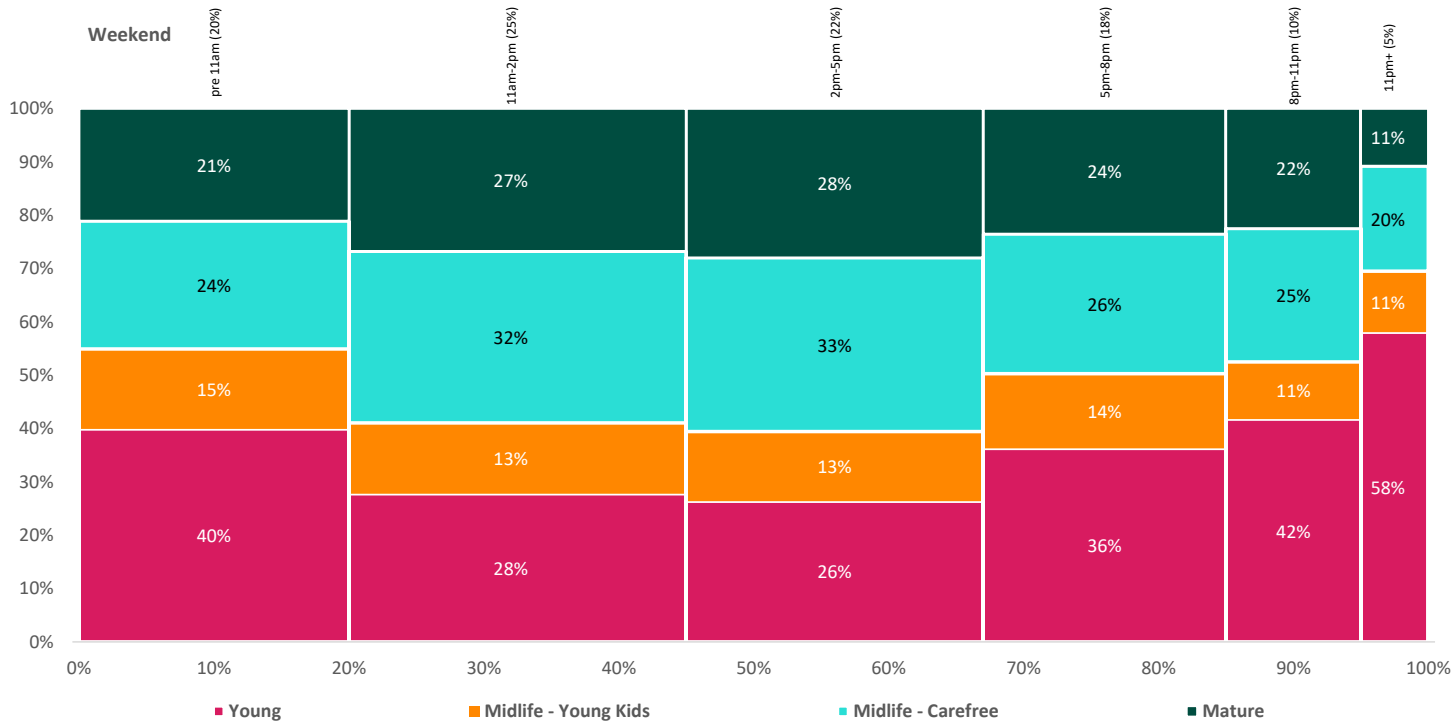
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2.013	1.032	1.390	1.023	348	129	5.937
Midlife - Carefree	2.518	1.558	1.889	1.222	444	137	7.769
Midlife - Young Kids	1.348	659	979	713	209	84	3.991
Young	2.849	1.298	1.572	1.446	649	441	8.256
All	8.728	4.548	5.830	4.405	1.649	792	25.953

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



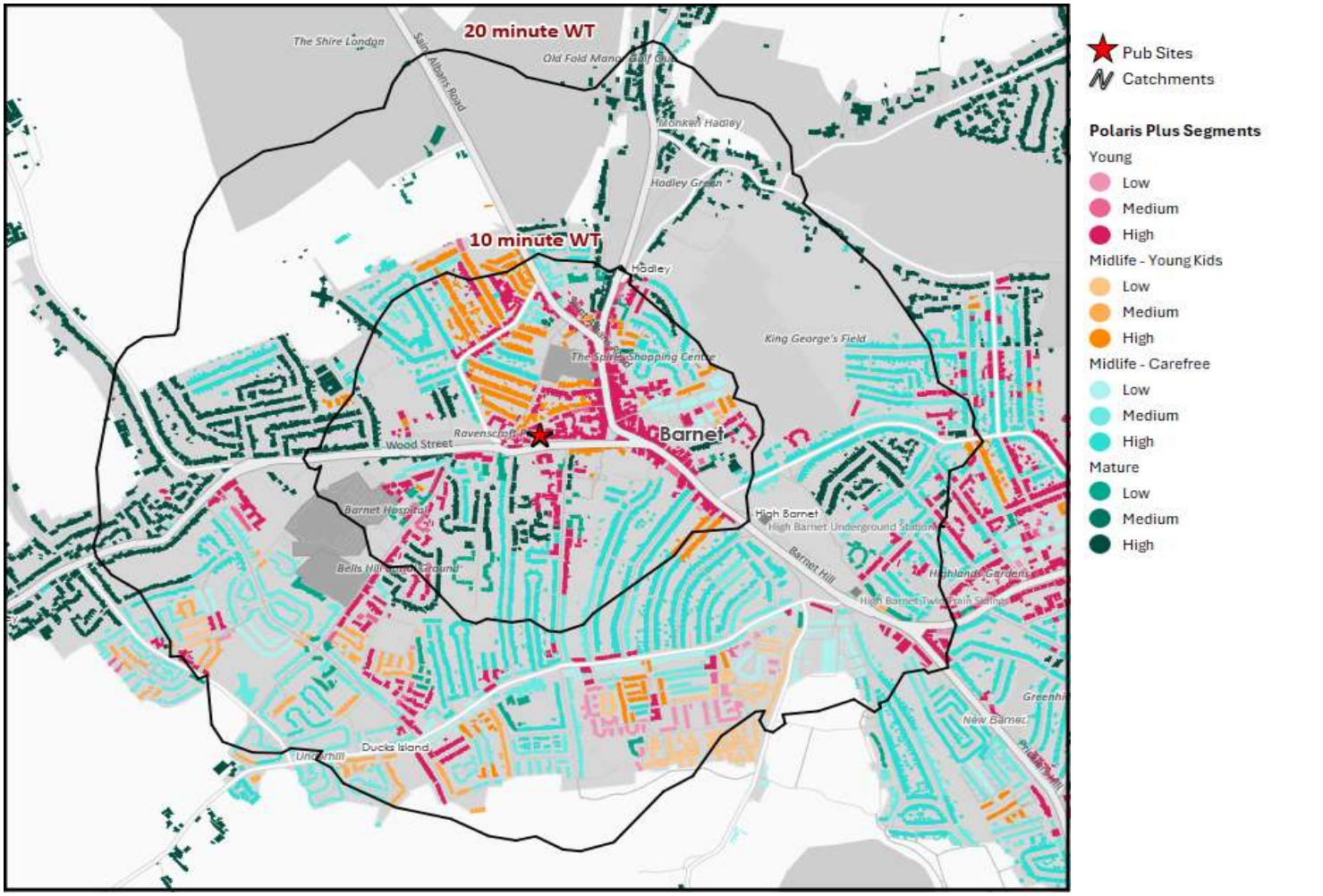
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	313	483	445	313	157	36	1.747
Midlife - Young Kids	356	582	518	348	175	66	2.045
Midlife - Carefree	222	240	207	186	75	38	968
Mature	592	502	420	482	292	194	2.482
All	1.483	1.806	1.589	1.329	699	334	7.241

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

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Polaris Plus Summary - Black Horse

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

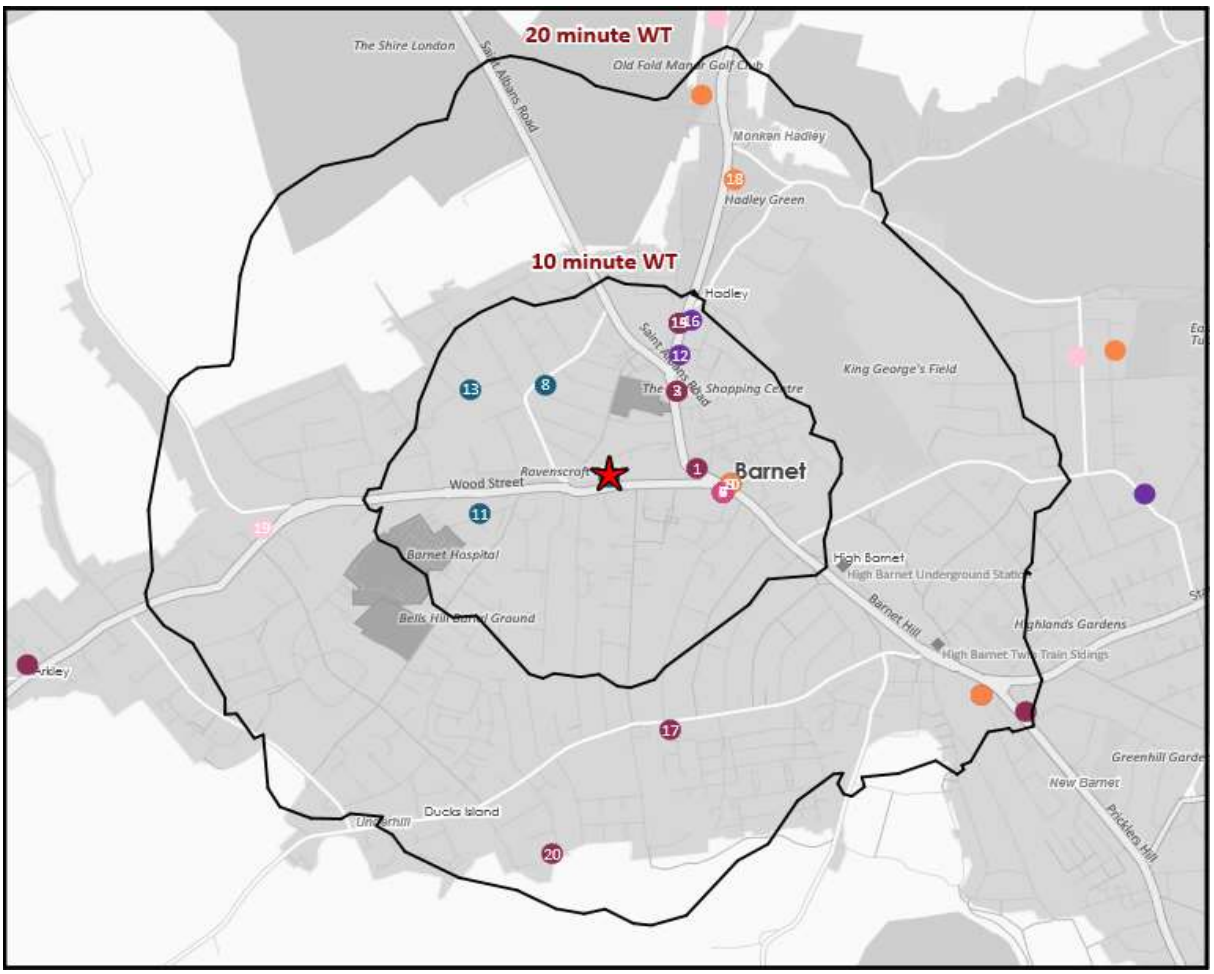
Over GB Average
Around GB Average
Under GB Average

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	49	676	32.464	7	35	48
Medium	121	298	56.349	16	14	74
High	2.649	4.165	136.474	560	320	294
Midlife - Young Kids						
Low	0	869	24.921	0	80	64
Medium	25	668	44.293	8	78	144
High	1.157	1.640	52.530	1.398	722	646
Midlife - Carefree						
Low	130	775	52.421	43	93	177
Medium	209	2.687	55.221	41	193	111
High	1.507	4.244	132.909	465	477	418
Mature						
Low	317	875	18.249	33	33	19
Medium	20	20	4.466	2	1	4
High	560	2.168	80.587	52	74	77
Not Private Households	343	377	4.958	452	181	67
Total	7.087	19.462	695.842			

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CGA Summary - Black Horse

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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	Black Horse	EN 5 4BW	Star Pubs & Bars	Super Premium	0,0%	0,0%	0,00
1	Kings Head	EN 5 5SN	McMullen & Sons Ltd	Premium	0,5%	87,7%	0,17
2	Butchers Arms	EN 5 5XP	Independent Free	Premium	4,4%	80,3%	0,22
3	Five Guys	EN 5 5XP	Five Guys	Premium	5,4%	83,1%	0,22
4	Barnet Conservative Club	EN 5 5UW	Independent Free	Premium	0,0%	0,0%	0,22
5	Red Lion	EN 5 5UW	Mitchells & Butlers	Family Pub Dining	0,0%	0,0%	0,22
6	Shapla Tandoori Restaurant	EN 5 5UW	Independent Free	Restaurant	7,1%	78,7%	0,22
7	Mayhek	EN 5 5UW	Independent Free	Restaurant	0,0%	0,0%	0,22
8	Sebright Arms	EN 5 4ET	McMullen & Sons Ltd	Super Premium	3,8%	93,0%	0,23
9	Mitre	EN 5 5SJ	Greene King	Super Premium	18,0%	82,7%	0,24
10	Bull Theatre	EN 5 5SJ	Independent Free	Leisure	0,0%	0,0%	0,24
11	Lord Nelson	EN 5 2SA	Punch Pub Company	Super Premium	2,7%	94,3%	0,26
12	Savoro	EN 5 5SZ	Independent Free	Restaurant	0,0%	0,0%	0,28
13	Barnet Rugby Club	EN 5 4NW	Independent Free	Super Premium	0,0%	0,0%	0,32
14	Hadley House	EN 5 5SU	Stonegate Pub Company	Restaurant	16,4%	87,0%	0,34
15	Ye Olde Monken Holt	EN 5 5SU	Greene King	Premium	2,9%	69,5%	0,34
16	Pizza Express	EN 5 5TD	Pizza Express Restaurants Ltd	Restaurant	7,8%	79,7%	0,36
17	Hope Corner	EN 5 2DY	Independent Free	Premium	0,0%	0,0%	0,53
18	Old Fold Manor Golf Club	EN 5 4PS	Independent Free	Leisure	12,9%	75,4%	0,65
19	Arkley	EN 5 3EP	Mitchells & Butlers	Great Pub Great Food	17,6%	66,9%	0,69
20	East Barnet Old Grammarians	EN 5 2PU	Independent Free	Premium	0,3%	47,7%	0,78

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 - Black Horse

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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+	7.087	19.462	695.842
Number of Competition Pubs	17	24	733
Adults 18+ per Competition Pub	417	811	949

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	158	2,2%	28
Family Pub Dining	1	304	4,3%	47
Great Pub Great Food	0	1.455	20,5%	123
Leisure	1	641	9,1%	90
Mainstream	0	526	7,4%	53
Premium	5	1.147	16,2%	113
Restaurant	5	1.960	27,7%	120
Super Premium	5	551	7,8%	198

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	800	4,1%	52
Family Pub Dining	1	1.199	6,2%	68
Great Pub Great Food	1	3.864	19,9%	119
Leisure	3	1.926	9,9%	99
Mainstream	0	1.867	9,6%	69
Premium	9	3.035	15,6%	109
Restaurant	5	5.134	26,4%	115
Super Premium	5	1.254	6,4%	164

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	34.377	4,9%	63
Family Pub Dining	22	46.171	6,6%	73
Great Pub Great Food	74	133.964	19,3%	115
Leisure	139	68.870	9,9%	99
Mainstream	60	72.433	10,4%	75
Premium	120	108.721	15,6%	109
Restaurant	251	183.550	26,4%	115
Super Premium	62	42.627	6,1%	156

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Glossary

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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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds *Wanting to look good in the group*	*35-54 year olds* *Children under 12 at home*	*35-54 year olds* *No children under 12 at home*	*55+ year olds*
Consumer Insight	*"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."*	*"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"*	*"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."*	*"I'm comfortable with my own choices and mostly stick to what I know and like.* *Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"*
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

Licensed Premises

The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.

Competition Pubs

Competition Pubs are the following HUK Segments: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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.

Mobile Data - Audience Classification

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.

Sparsity

Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

1 2 3	4 5 6 7 8 9 10 11 12	13 14 15 16	17 18 19 20
Metropolitan	Large Urban	Small Urban	Rural

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