

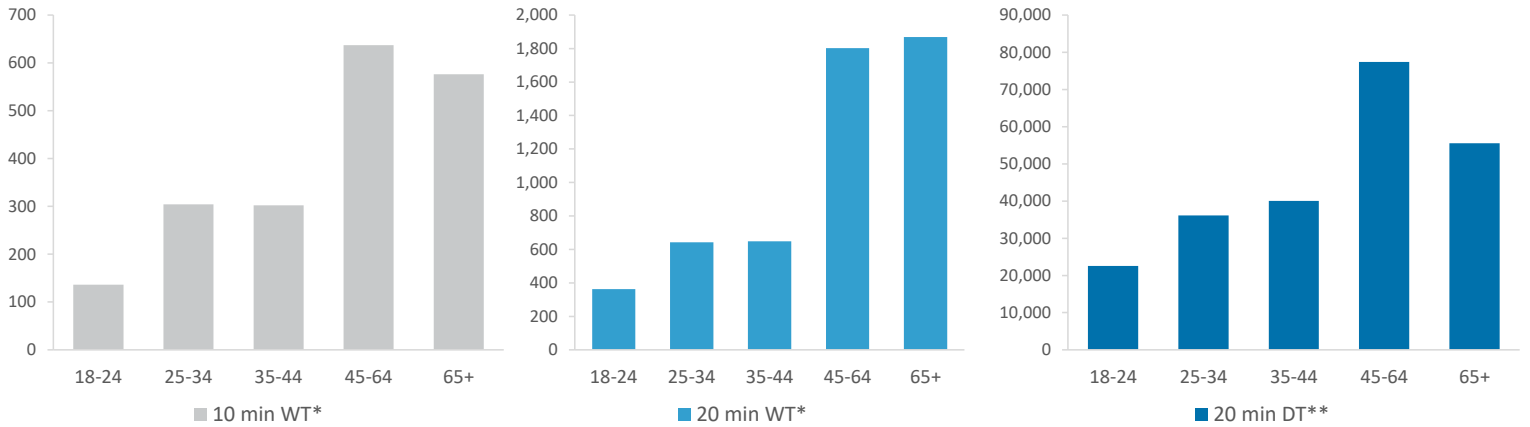
Catchment Summary - Royal Cross Flatts

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

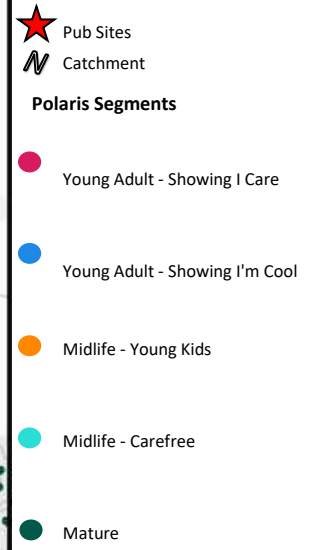
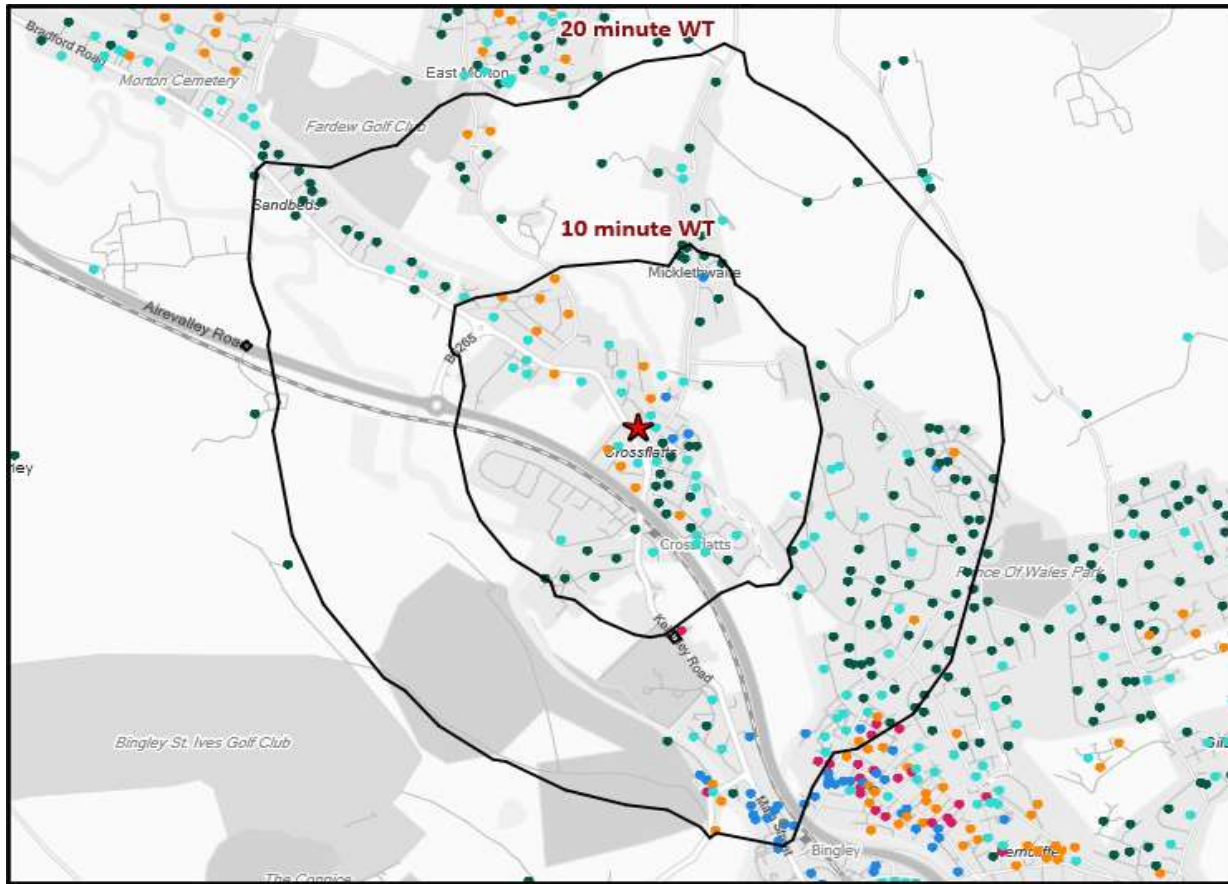
*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		2,418	6,327	305,408	46	43	80
Population & Adults 18+ index is based on all pubs							
Adults 18+		1,955	5,327	231,626	45	30	78
Competition Pubs		4	16	285	27	50	79
Adults 18+ per Competition Pub		489	333	813	59	40	98
% Adults Likely to Drink		83.4%	84.8%	79.3%	101	103	96
Affluence	Low	15.0%	17.7%	14.6%	58	69	57
	Medium	51.7%	33.0%	40.3%	131	84	102
	High	31.9%	45.2%	43.8%	95	135	131
*Affluence does not include Not Private Households							
Age Profile	18-24	136	363	22,529	69	71	91
	25-34	304	643	36,151	95	76	89
	35-44	302	649	40,039	97	80	102
	45-64	637	1,803	77,394	103	111	99
	65+	576	1,869	55,513	125	155	95



		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,148 (47%)	3,094 (49%)	150,231 (49%)	96	99	99
	Female	1,270 (53%)	3,233 (51%)	155,177 (51%)	104	101	101
Economic Status (16-74)	Employed: Full-time	786 (46%)	1,954 (43%)	83,325 (39%)	110	104	93
	Employed: Part-time	246 (14%)	609 (14%)	30,589 (14%)	110	104	110
	Self employed	155 (9%)	491 (11%)	20,977 (10%)	94	114	102
	Unemployed	32 (2%)	70 (2%)	5,481 (3%)	78	65	108
	Retired	280 (16%)	887 (20%)	29,554 (14%)	118	143	100
	Other	222 (13%)	500 (11%)	44,659 (21%)	65	56	106
Total Worker Count		1,046	2,185	99,125			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

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 Adult - Showing I Care	0	42	34,676	0	9	168
Young Adult - Showing I'm Cool	160	469	14,618	89	96	69
Midlife - Young Kids	492	520	64,518	80	31	89
Midlife - Carefree	636	1,456	56,646	155	130	116
Mature	638	2,627	58,139	117	176	90
Not Private Households	29	213	3,029	103	278	91
Total	1,955	5,327	231,626			

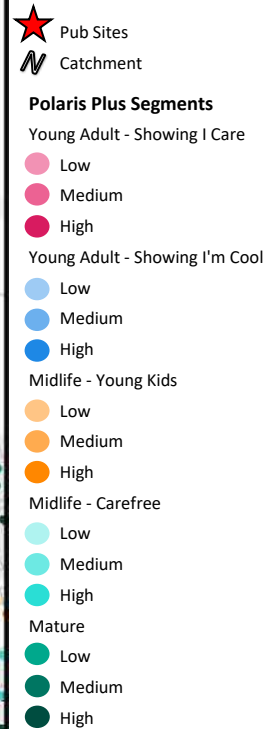
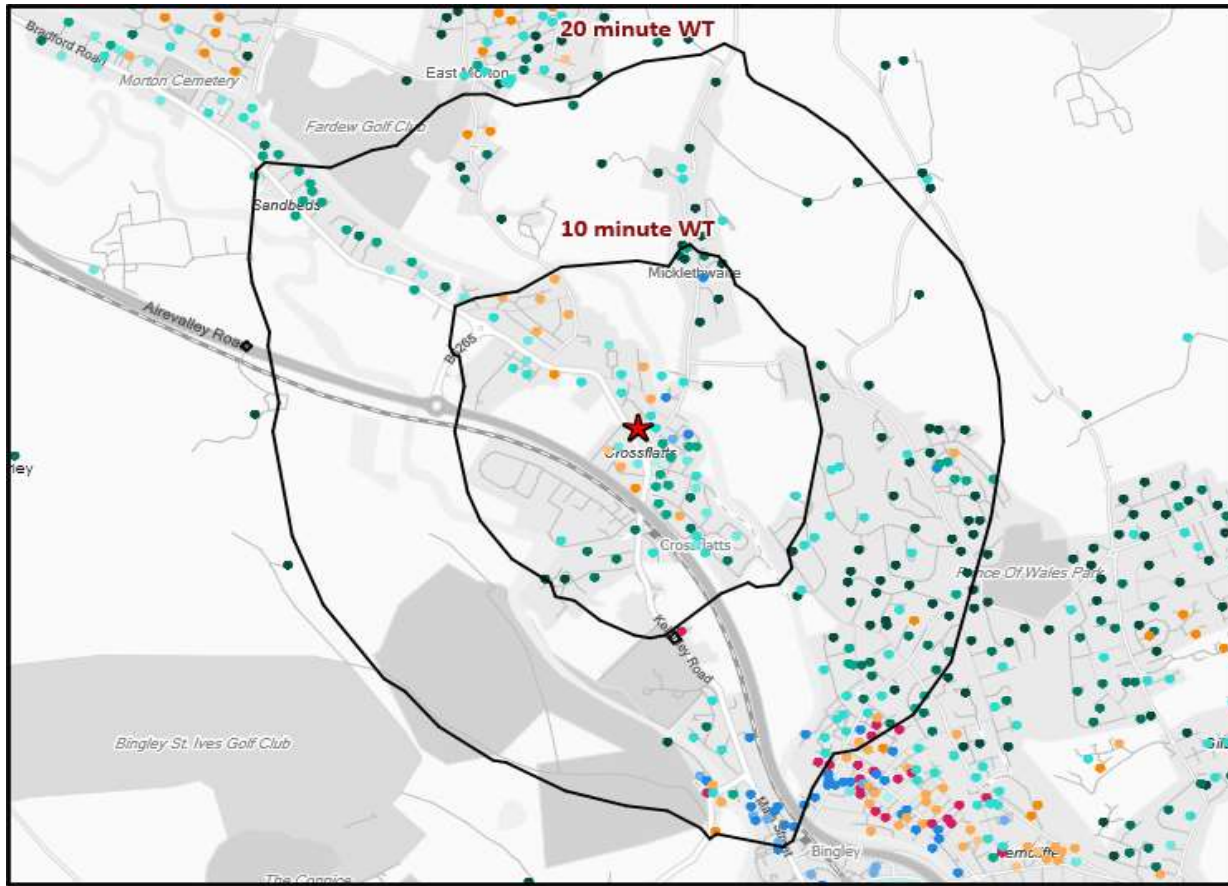
Polaris Summary - Royal Cross Flatts



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★ Pub Sites



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 Adult - Showing I Care						
Low	0	0	1,458	0	0	15
Medium	0	0	0	0	0	0
High	0	42	33,218	0	23	426
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	57	85	8,315	79	43	97
High	103	384	6,303	118	161	61
Midlife - Young Kids						
Low	65	65	14,750	30	11	57
Medium	403	424	40,141	138	53	116
High	24	31	9,627	23	11	77
Midlife - Carefree						
Low	16	16	6,125	24	9	78
Medium	323	432	20,653	246	121	133
High	297	1,008	29,868	139	173	118
Mature						
Low	212	864	11,380	183	273	83
Medium	227	819	24,280	92	121	83
High	199	944	22,479	109	189	103
Not Private Households	29	213	3,029	103	278	91

Polaris Summary - Royal Cross Flatts



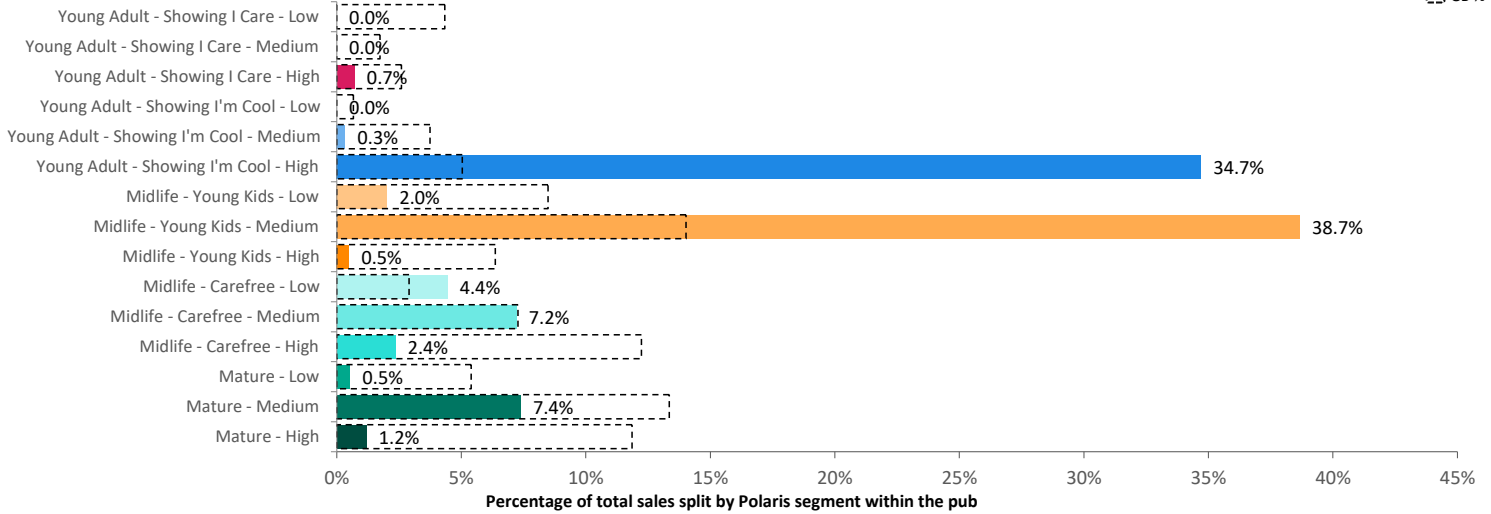
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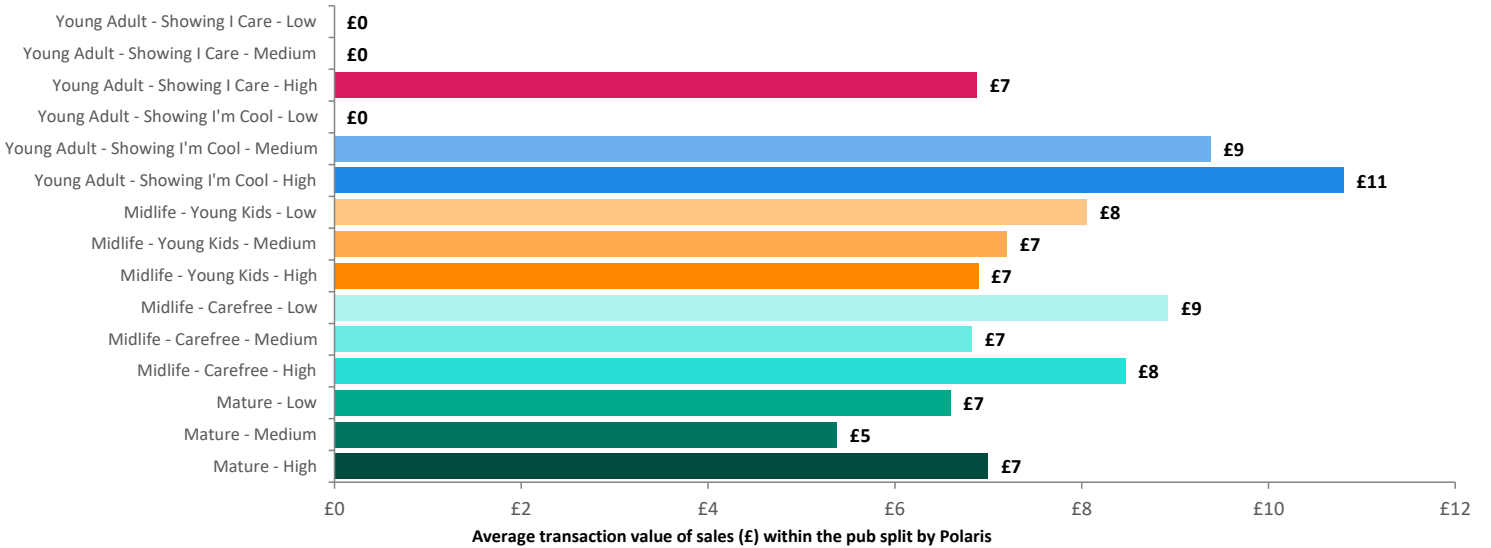
Total 1,955 5,327 231,626

Spend by Polaris

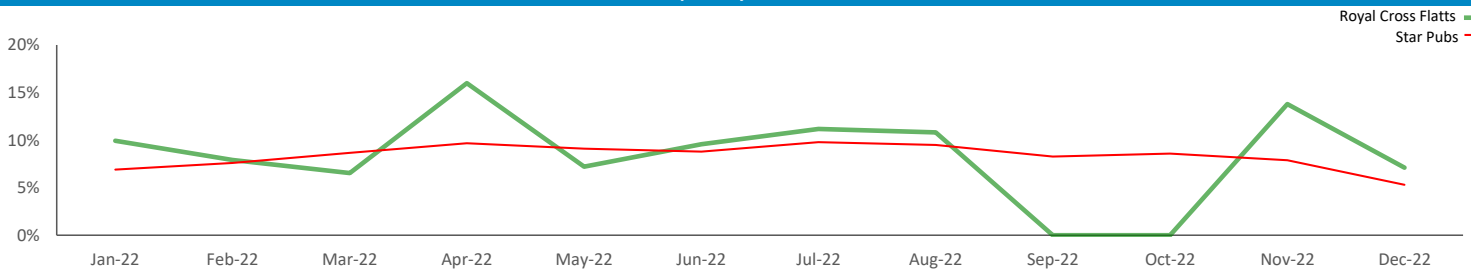
GB %



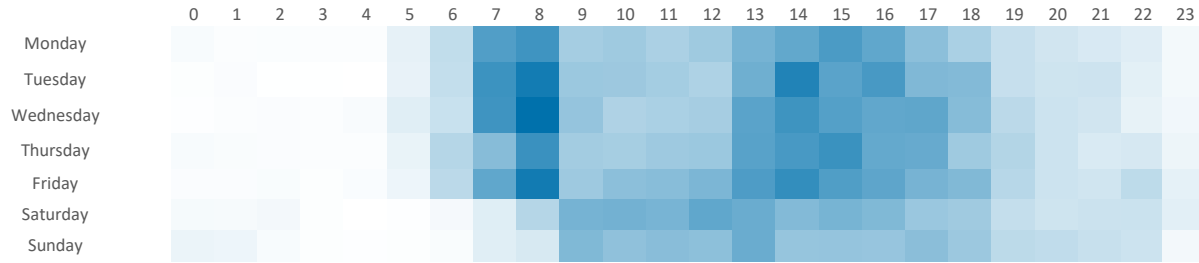
Average Transaction Values (£) by Polaris



Spend by Month

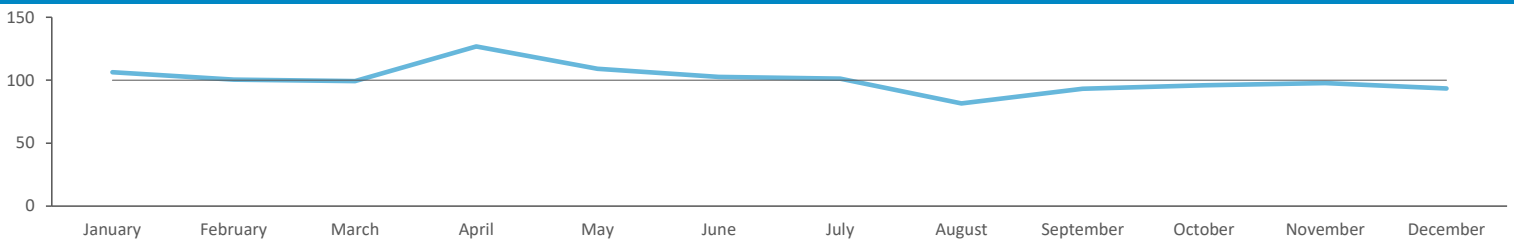


Time of Day/Day of Week



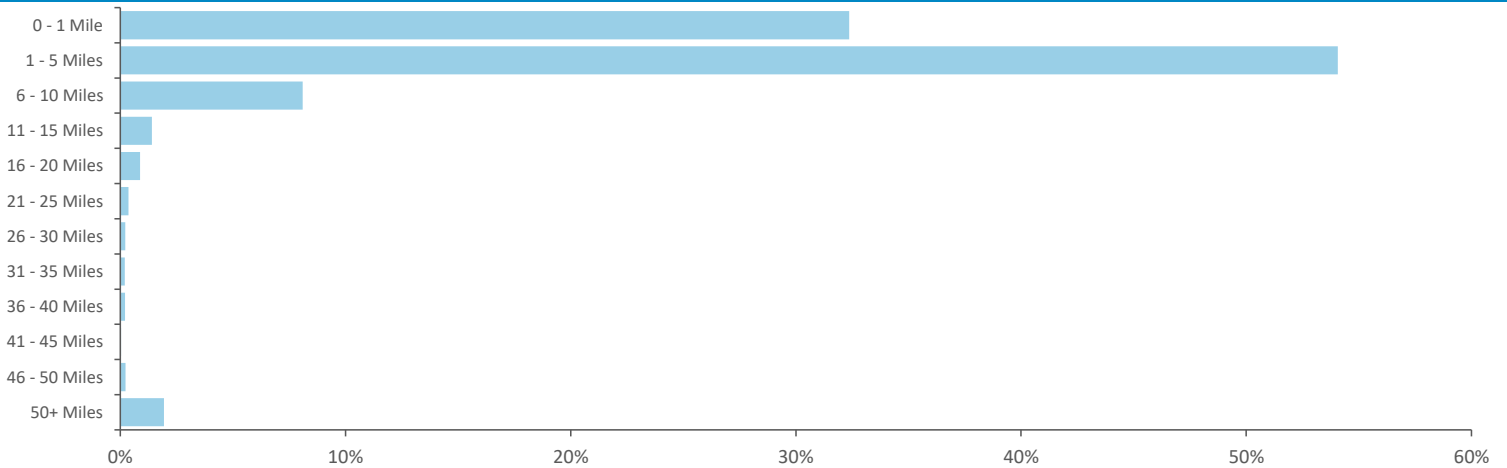
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



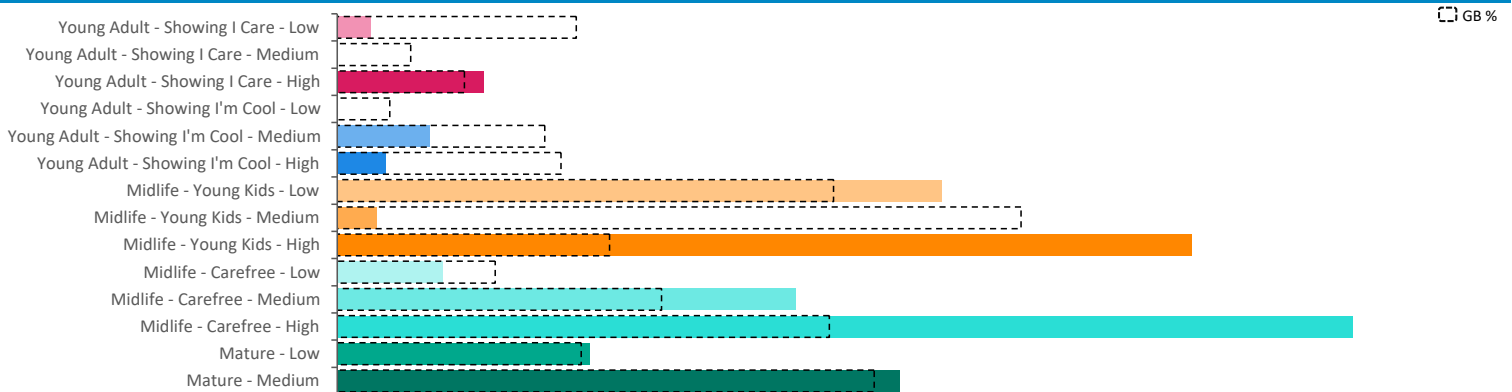
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile



Mobile Data Summary - Royal Cross Flatts

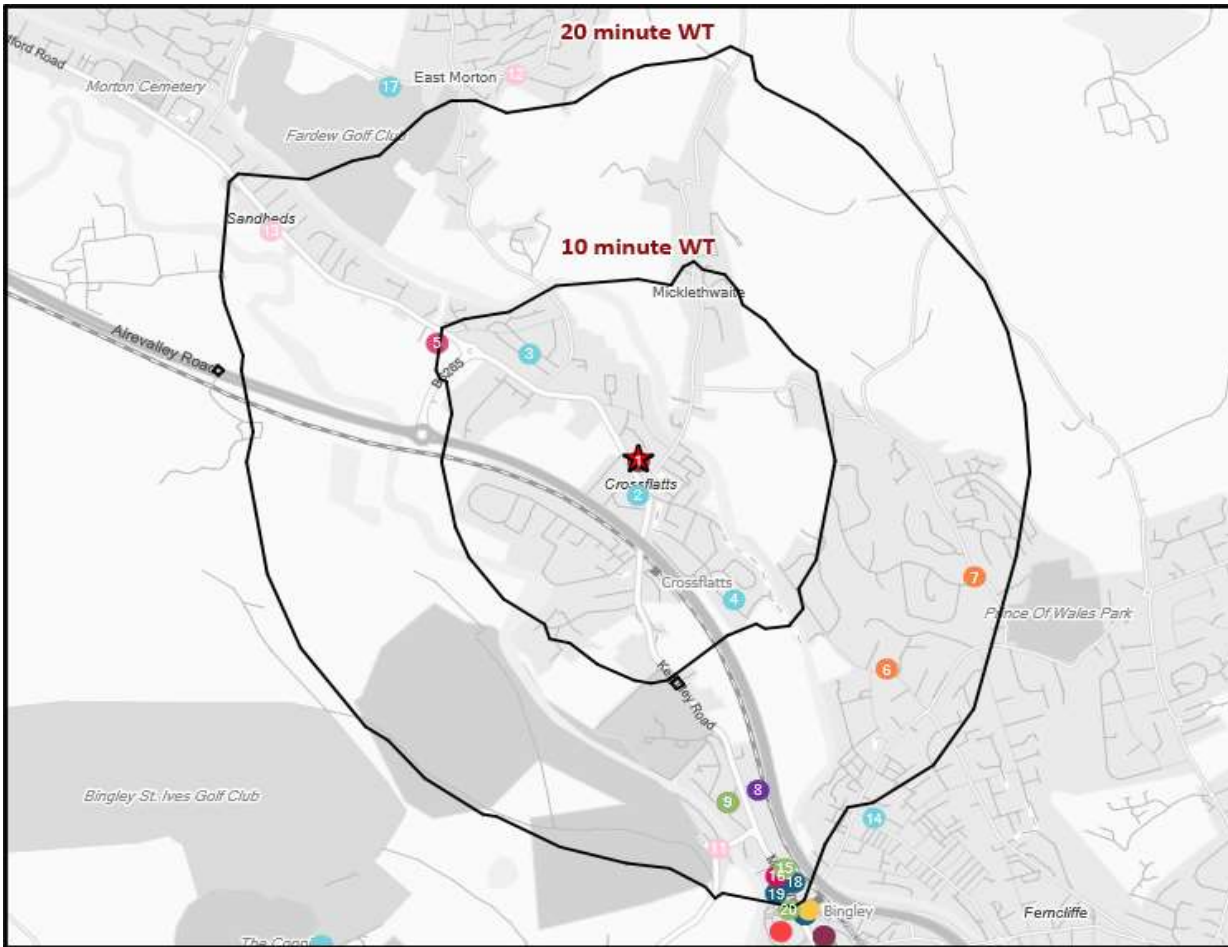


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Time of Day/Day of Week



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



- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Royal	BD16 2EZ	Star Pubs & Bars	Premium Local	0.0
2	Ryshworth Club	BD16 2HB	Independent Free	Clubland	0.1
3	Crossflatts Cricket Club	BD16 2EH	Independent Free	Clubland	0.3
4	Bingley Bowling Club	BD16 2SF	Independent Free	Clubland	0.3
5	Dales Way	BD20 5NG	Whitbread	Family Pub Dining	0.5
6	Five Rise Locks Hotel	BD16 4DD	Independent Free	Hotel	0.6
7	Oakwood Hall Hotel	BD16 4AW	Independent Free	Hotel	0.7
8	Shama Tandoori Restaurant	BD16 2RD	Independent Free	Restaurants	0.7
9	Old White Horse Inn	BD16 2RH	Stonegate Pub Company	Family Pub Dining	0.7
9	Fisherman Inn	BD16 2RH	Independent Free	Circuit Bar	0.7
11	Brown Cow Inn	BD16 2QX	Timothy Taylor	GPGF	0.8
12	Busfield Arms	BD20 5SP	Independent Free	GPGF	0.8
13	Airedale Heifer	BD20 5LY	Punch Pub Company	GPGF	0.8
14	Masonic Hall	BD16 4LG	Independent Free	Clubland	0.9
15	Bingley Brewhouse	BD16 2HZ	Independent Free	Circuit Bar	0.9
16	Mavericks 80S Lounge	BD16 2HL	Greene King	Night Club	0.9
17	East Morton Golf Club	BD20 5RY	Independent Free	Clubland	0.9
18	Chip N Ern	BD16 2JA	Independent Free	ABOS	0.9
19	Firepit Smokehouse & Sports Bar	BD16 2HP	Independent Free	ABOS	0.9
20	Market Square Tavern	BD16 2JS	Concept Taverns	Circuit Bar	1.0