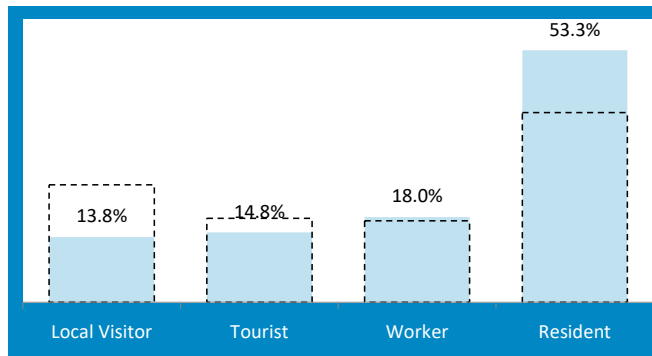
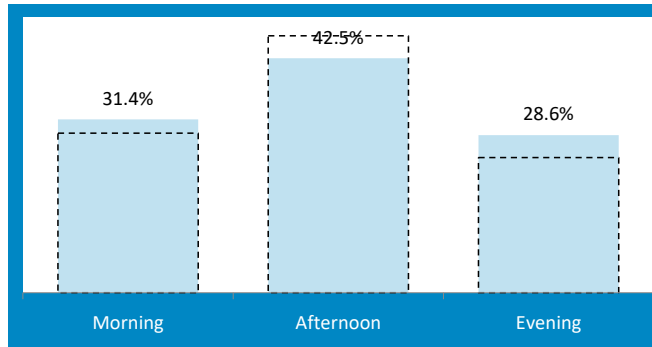
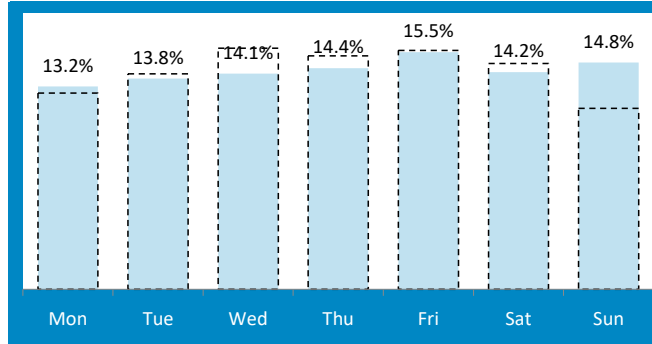


Area Quick Stats

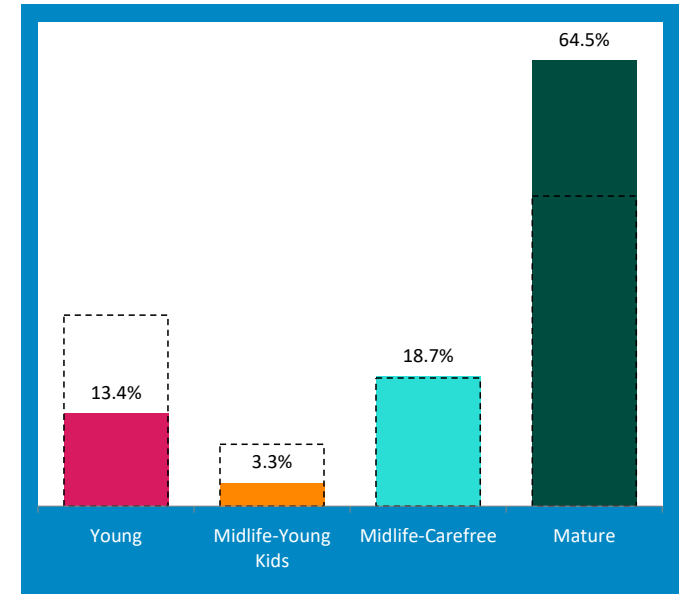
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	1,121	5,344
Adult Pop	927	4,529
Affluence	Low	9%
	Medium	39%
	High	52%
Young	1%	28%
Midlife Young Kids	0%	11%
Midlife Carefree	31%	16%
Mature	68%	44%
Competition Count	3	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£20	£30
Average Distance Travelled in miles	11	27



Catchment Summary - White Lion

- 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**

Population	1,121	3,964	202,138
Adults 18+	927	3,266	161,967
Competition Pubs	3	11	351
Adults 18+ per Competition Pub	309	297	461
% Adults Likely to Drink	83.0%	81.0%	79.0%

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

21	20	48
Pop. & Adl. 18+ index based on all pubs		
20	20	48
7	11	45
45	43	67
104	101	99

28	106	100
101	118	107
190	63	90

138	109	106
-----	-----	-----

71	73	80
72	73	87
85	85	94
118	105	105
134	148	117

Population

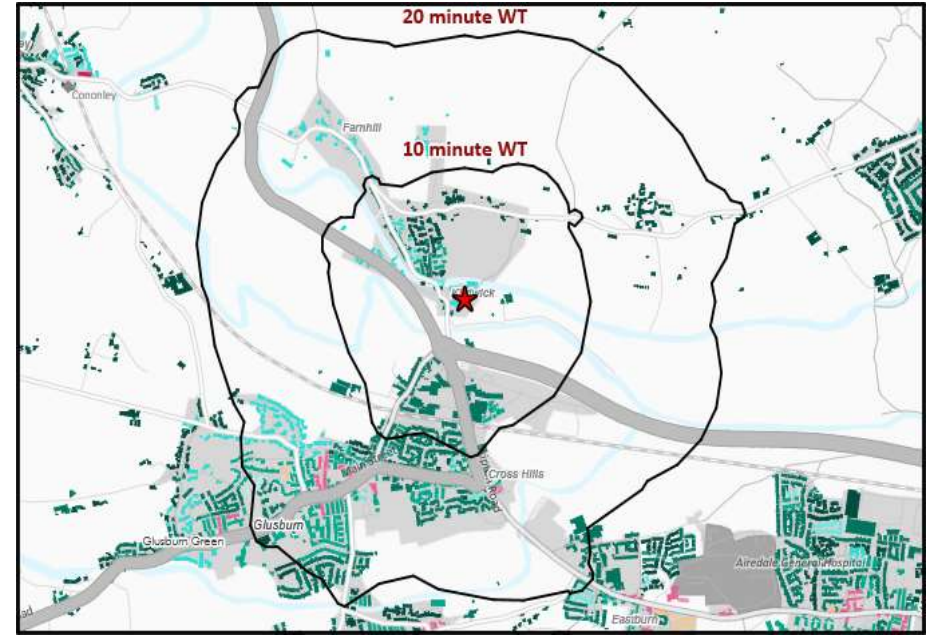
Adults 18+	927
Competition Pubs	3
Adults 18+ per Competition Pub	309
% Adults Likely to Drink	83.0%

Affluence	Low	9.2%	35.1%	33.3%
	Medium	38.5%	45.0%	40.8%
	High	52.3%	17.4%	24.9%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£31,138	£24,683	£23,843
----------------------------------	---------	---------	---------

Age Profile	18-24	68	247	13,682
	25-34	109	393	23,809
	35-44	128	453	25,557
	45-64	332	1,044	53,215
	65+	290	1,129	45,704

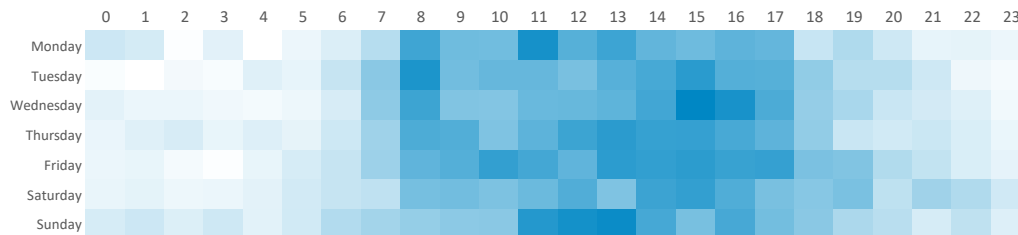


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Mobile Data Summary

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	5	179	31,093	2	20	69
Midlife - Young Kids	0	9	16,649	0	3	94
Midlife - Carefree	291	335	23,657	199	65	93
Mature	631	2,661	88,851	154	184	124
Not Private Households	0	82	1,717	0	20,751	8,762
Total	927	3,266	161,967			



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Per Pub - White Lion

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

Adults 18+	927	3,266	161,967
Number of Competition Pubs	3	11	351
Adults 18+ per Competition Pub	309	297	461

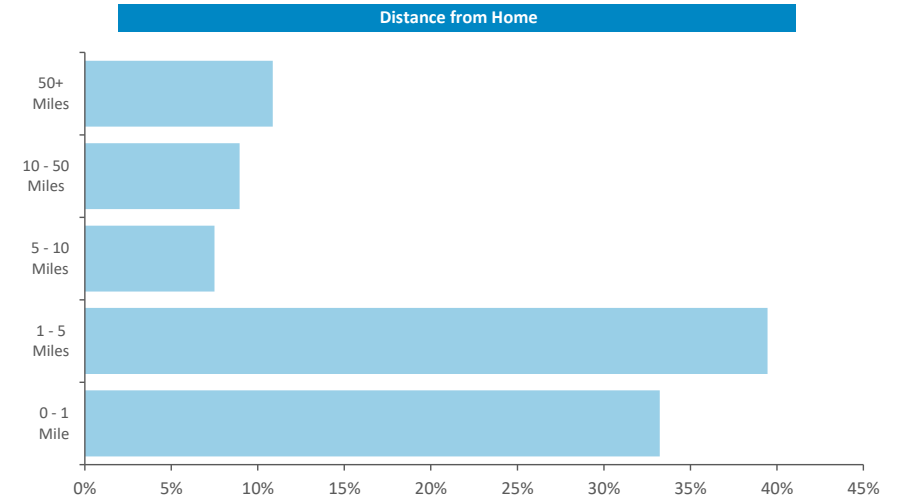
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	41	4.5%	57
Family Pub Dining	0	66	7.2%	79
Great Pub Great Food	0	202	21.8%	130
Leisure	0	101	10.9%	108
Mainstream	2	110	11.9%	85
Premium	1	140	15.1%	106
Restaurant	0	222	23.9%	104
Super Premium	0	45	4.8%	122

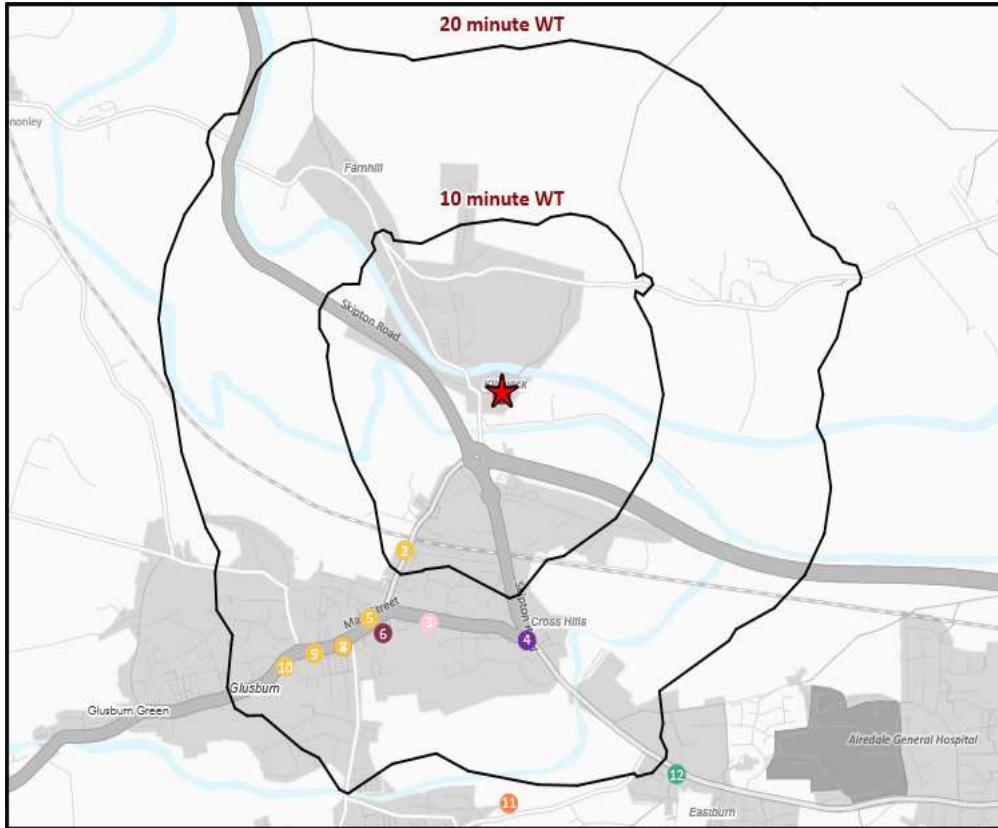
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	244	7.5%	95
Family Pub Dining	0	309	9.5%	104
Great Pub Great Food	1	558	17.1%	102
Leisure	0	330	10.1%	101
Mainstream	6	498	15.2%	109
Premium	2	457	14.0%	98
Restaurant	2	684	21.0%	91
Super Premium	0	102	3.1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	60	12,883	8.0%	101
Family Pub Dining	18	15,045	9.3%	102
Great Pub Great Food	30	27,382	16.9%	101
Leisure	59	16,495	10.2%	101
Mainstream	78	23,398	14.5%	104
Premium	49	22,877	14.1%	99
Restaurant	53	36,342	22.4%	97
Super Premium	4	5,798	3.6%	91



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Competition - White Lion



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Dog and Gun	BD20 8DS	Timothy Taylor	Family Pub Dir	18.1%	1.47
0	White Lion	BD20 9BH	Star Pubs & Bars	Premium	15.5%	0.00
3	Old White Bear Inn	BD20 7RN	Stonegate Pub Company	Great Pub Gre.	15.3%	0.52
8	22 The Square	BD20 8TT	Independent Free	Restaurant	11.6%	0.66
2	Beer Belly Kitchen	BD20 7DT	Independent Free	Mainstream	7.4%	0.41
20	Goats Head Hotel	BD20 6NR	Red Oak Taverns	Classic	6.7%	1.67
15	Kings Arms	BD20 7LP	Stonegate Pub Company	Premium	6.1%	1.18
18	Slaters Arms	BD20 9DE	Stonegate Pub Company	Premium	4.9%	1.53
4	Zolsha Restaurant	BD20 7SA	Independent Free	Restaurant	4.1%	0.53
14	Black Bull Inn	BD20 7LP	Star Pubs & Bars	Classic	2.4%	1.18
16	Railway Inn	BD20 8LS	Punch Pub Company	Mainstream	2.4%	1.38
5	Callons Cafe	BD20 8TB	Independent Free	Mainstream	2.2%	0.57
7	Funky Monkey	BD20 8TT	Independent Free	Mainstream	1.9%	0.66
6	Crosshills Conservative Club	BD20 7LF	Independent Free	Premium	1.3%	0.59
12	Eastburn Inn	BD20 7SN	Independent Free	Classic	0.0%	0.91
1	Craven Brew Tap Room	BD20 7DT	Independent Free	Mainstream	0.0%	0.41
9	Working Mens Club	BD20 8PH	Independent Free	Mainstream	0.0%	0.71
10	Glusburn Institute	BD20 8PJ	Independent Free	Mainstream	0.0%	0.78
11	Sutton-In-Craven Cricket Club	BD20 7AJ	Independent Free	Leisure	0.0%	0.88
13	Sutton Village Hall	BD20 7JQ	Independent Free	Mainstream	0.0%	1.06
19	New Inn	BD20 8NR	Timothy Taylor	Mainstream	0.0%	1.59

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

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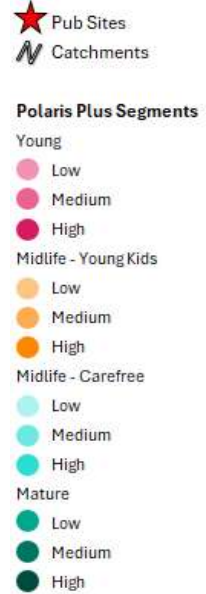
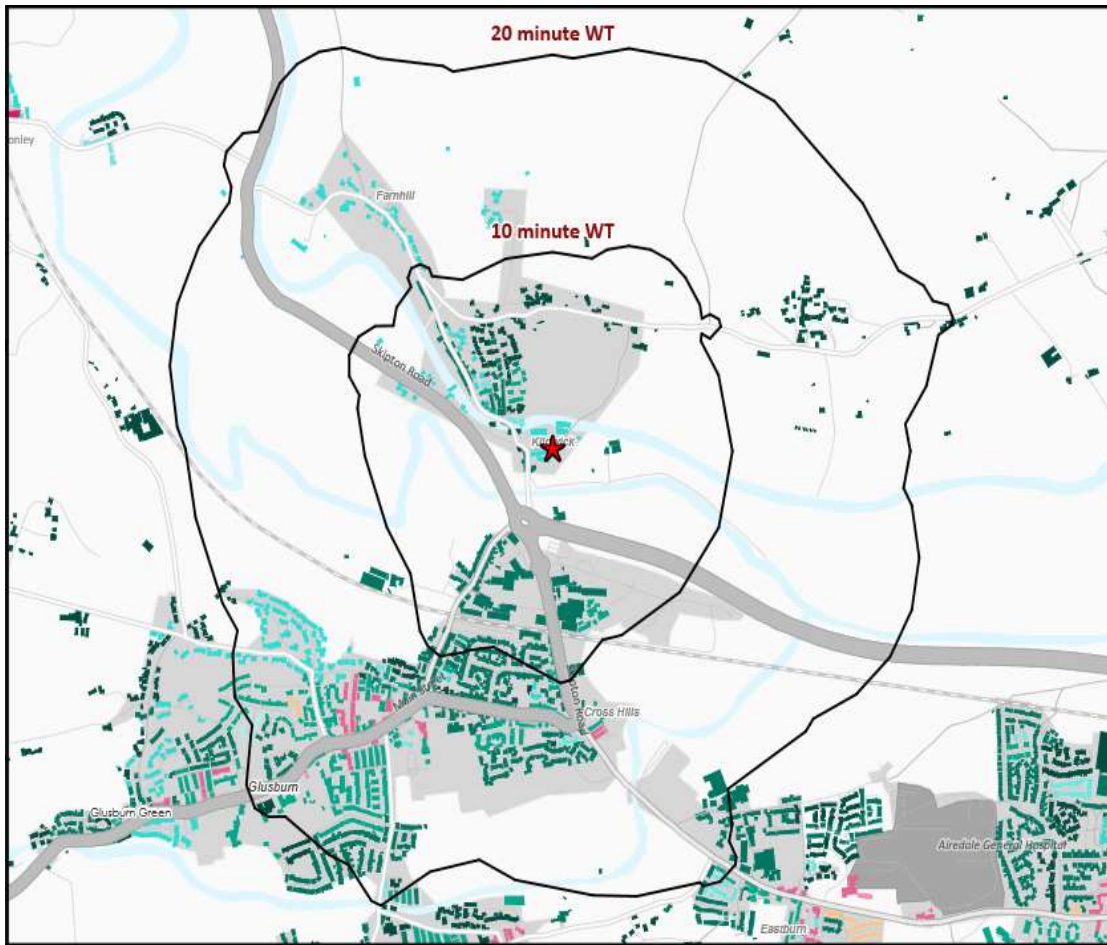


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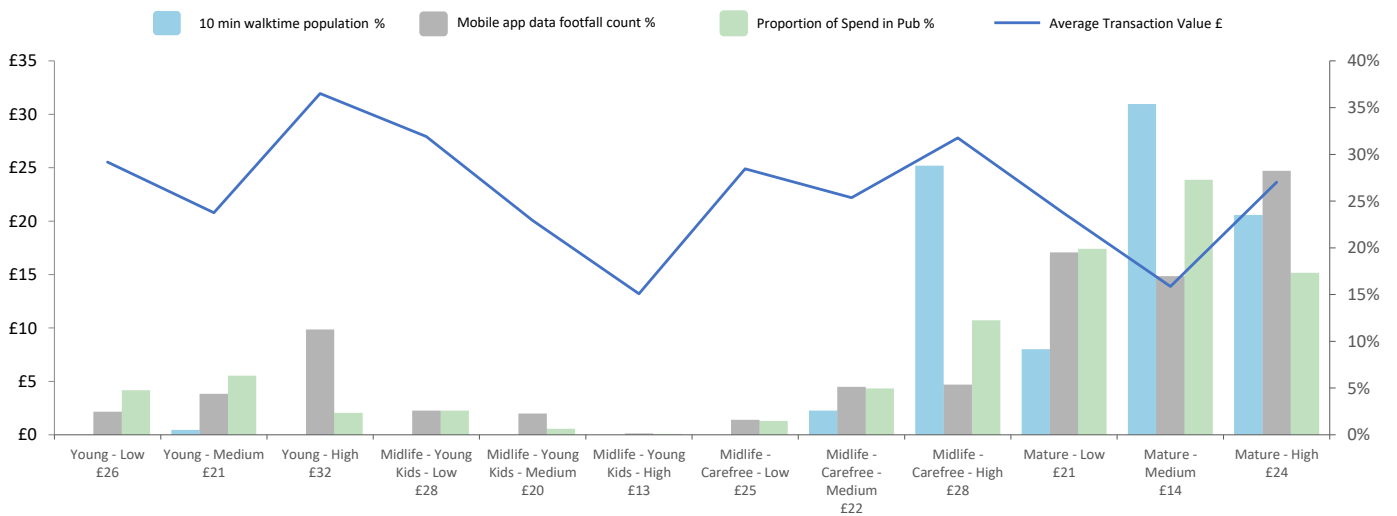
Catchment Summary - White Lion

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
7812	White Lion	BD20 9BH	Star Pubs & Bars	Premium	18



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - White Lion

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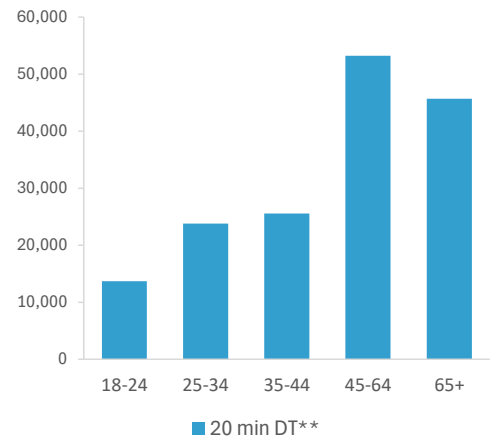
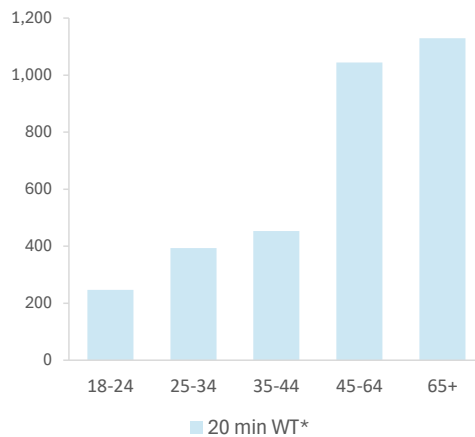
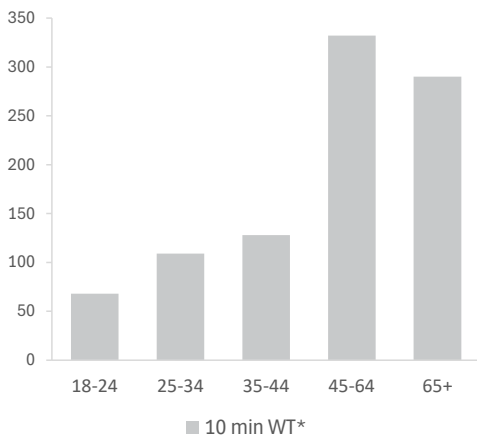
- Over GB Average
- Around GB Average
- Under GB Average

*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		1,121	3,964	202,138	21	20	48
Adults 18+		927	3,266	161,967	20	20	48
Competition Pubs		3	11	351	7	11	45
Adults 18+ per Competition Pub		309	297	461	45	43	67
% Adults Likely to Drink		83.0%	81.0%	79.0%	104	101	99
Affluence	Low	9.2%	35.1%	33.3%	28	106	100
	Medium	38.5%	45.0%	40.8%	101	118	107
	High	52.3%	17.4%	24.9%	190	63	90
Mean Net Disposable income (£pa)		£31,138	£24,683	£23,843	138	109	106
Age Profile	18-24	68	247	13,682	71	73	80
	25-34	109	393	23,809	72	73	87
	35-44	128	453	25,557	85	85	94
	45-64	332	1,044	53,215	118	105	105
	65+	290	1,129	45,704	134	148	117

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



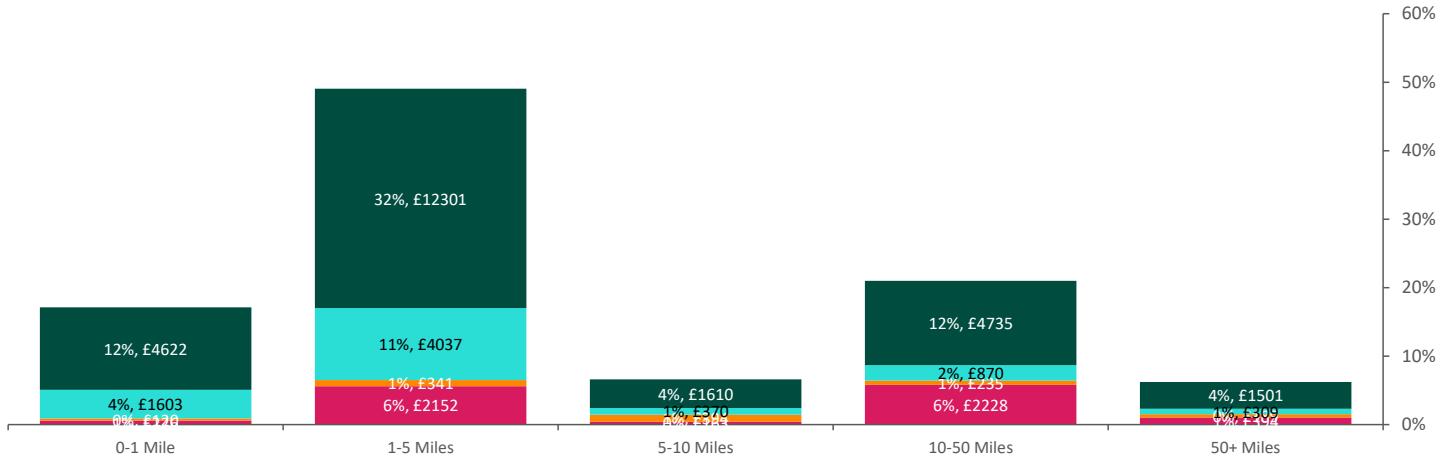
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	539 (48%)	1,883 (48%)	98,814 (49%)	98	97	100
	Female	582 (52%)	2,081 (52%)	103,324 (51%)	102	103	100
Economic Status (16+)	Employed: Full-time	300 (31%)	1,047 (31%)	53,574 (32%)	92	92	95
	Employed: Part-time	123 (13%)	445 (13%)	20,941 (13%)	108	111	105
	Self employed	134 (14%)	328 (10%)	16,270 (10%)	151	105	105
	Unemployed	8 (1%)	36 (1%)	3,464 (2%)	31	39	76
	Full-time student	12 (1%)	54 (2%)	2,685 (2%)	50	64	65
	Retired	285 (30%)	1,136 (34%)	44,419 (27%)	137	155	123
	Other	94 (10%)	320 (10%)	25,344 (15%)	55	53	85
Total Worker Count		547	2,349	80,982			

See the Glossary page for further information on the above variables

Transactional Data Summary - White Lion

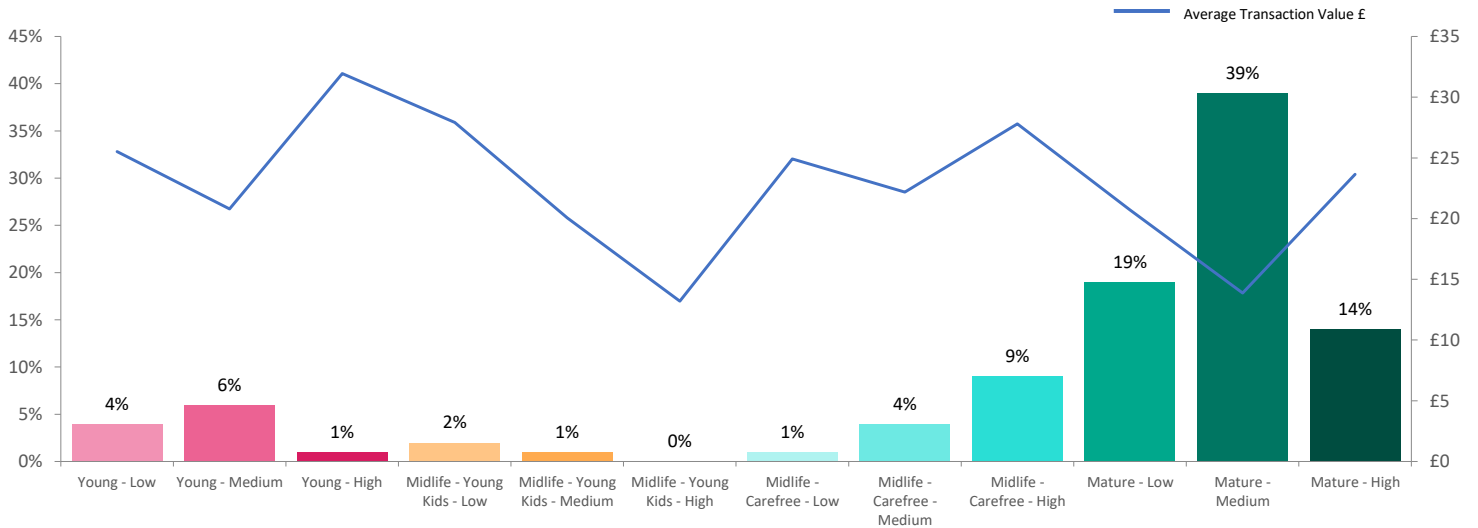
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Spend by Polaris and Distance from Home



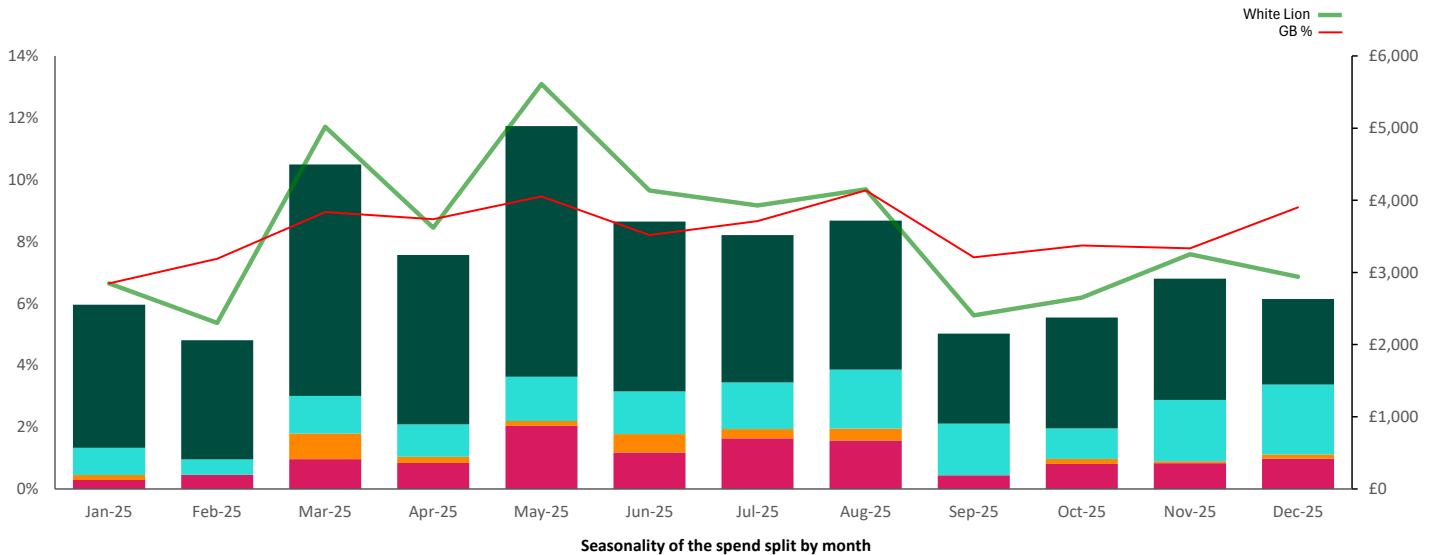
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



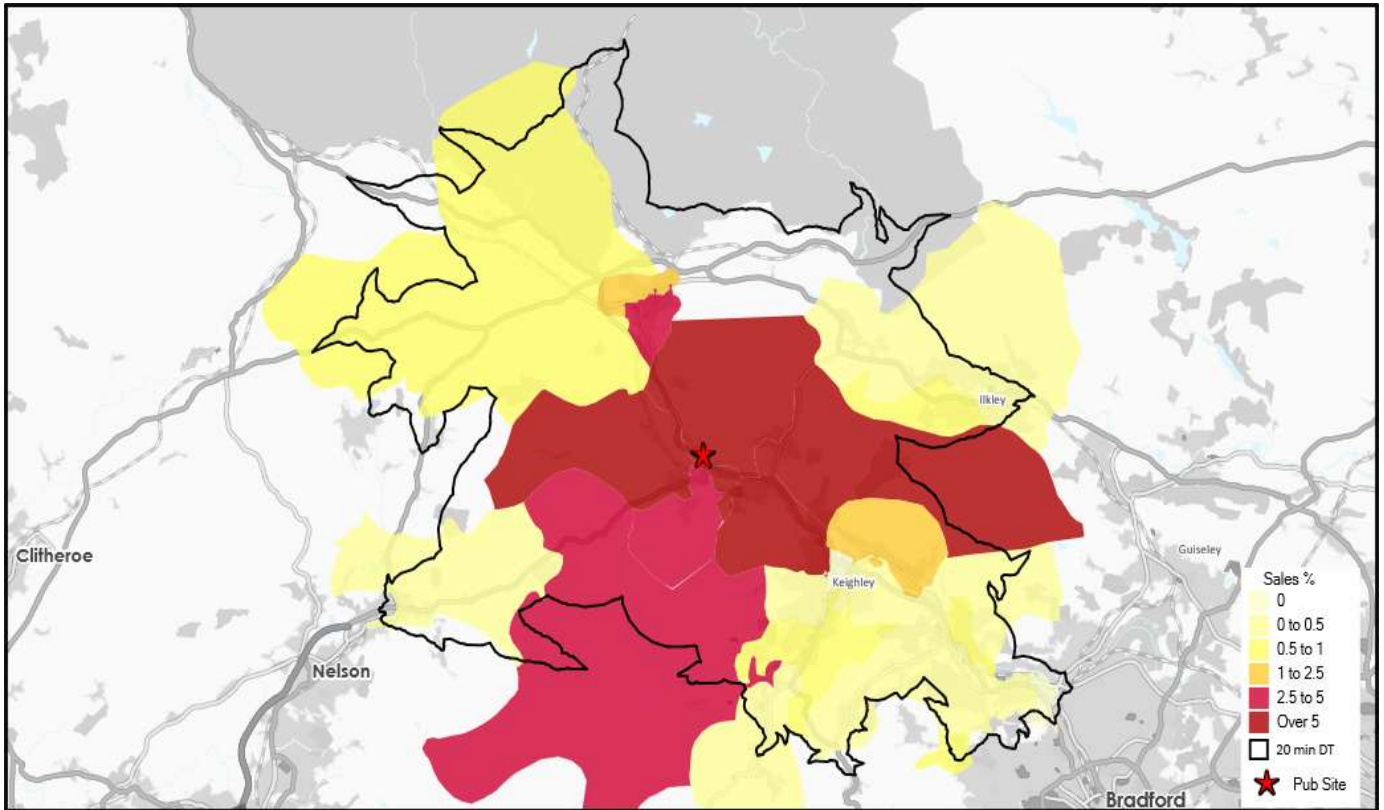
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



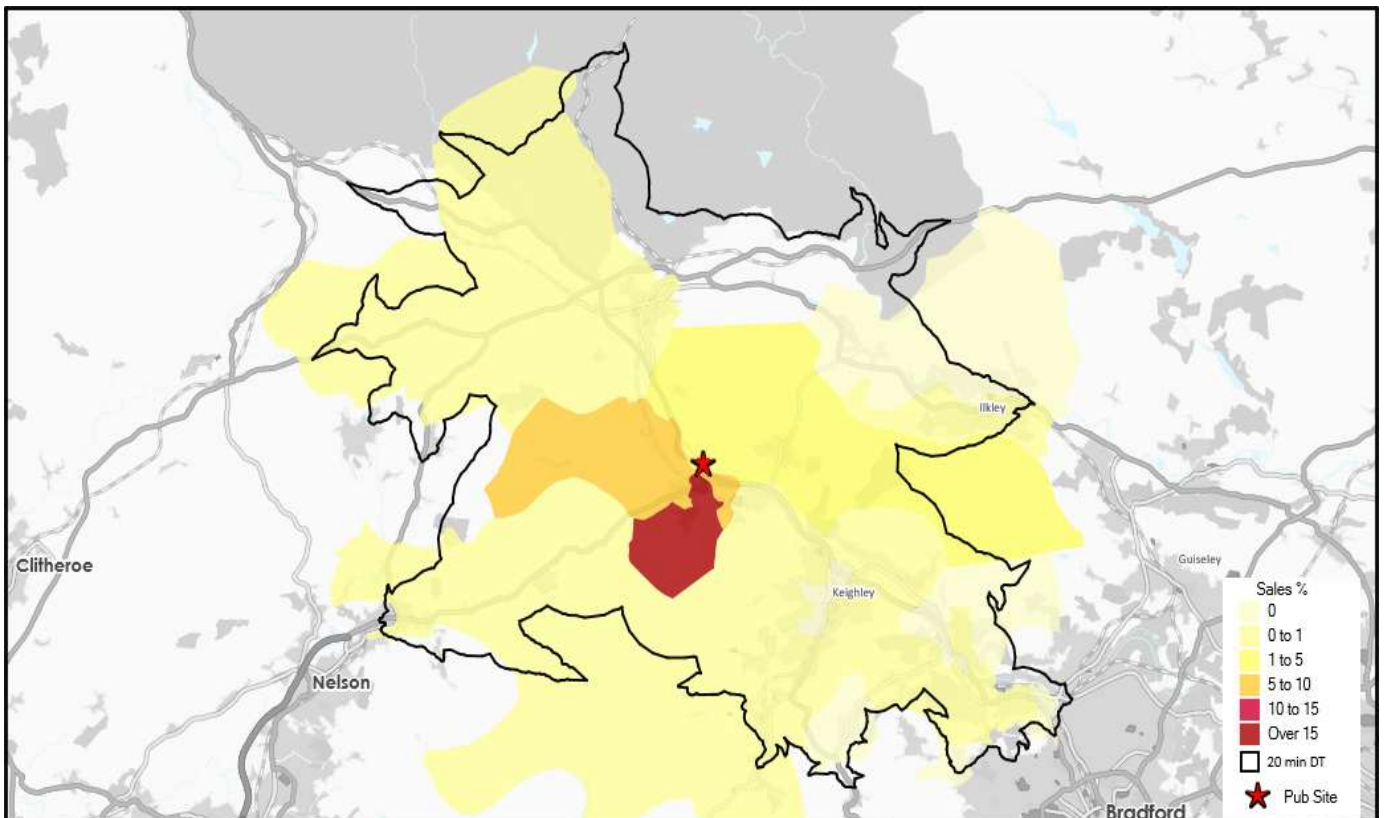
Seasonality of the spend split by month

White Lion Share of Spend from Postcode Sectors within 20 minute Drive



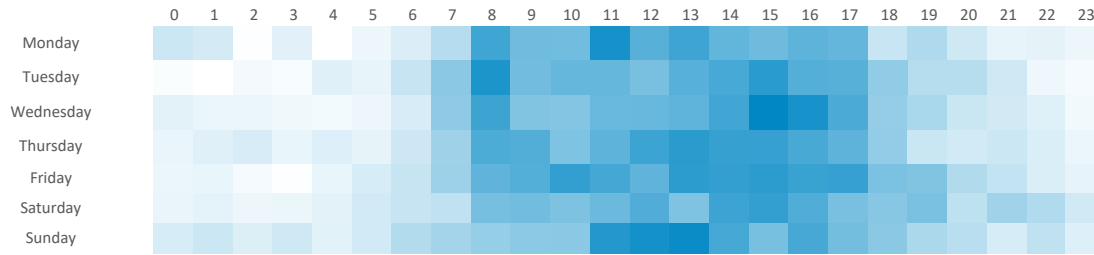
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



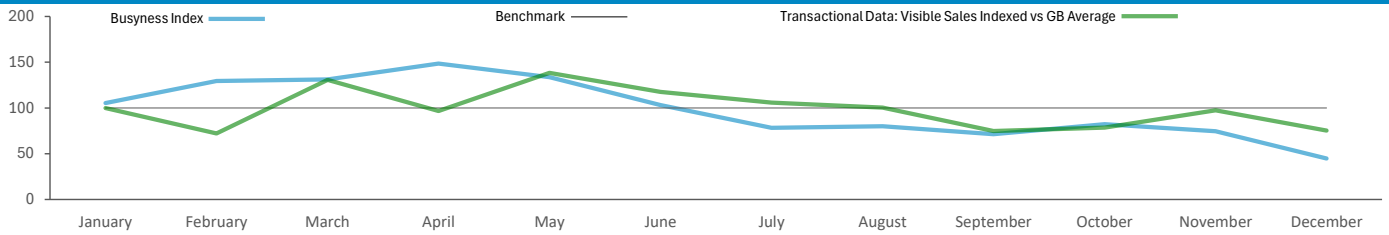
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



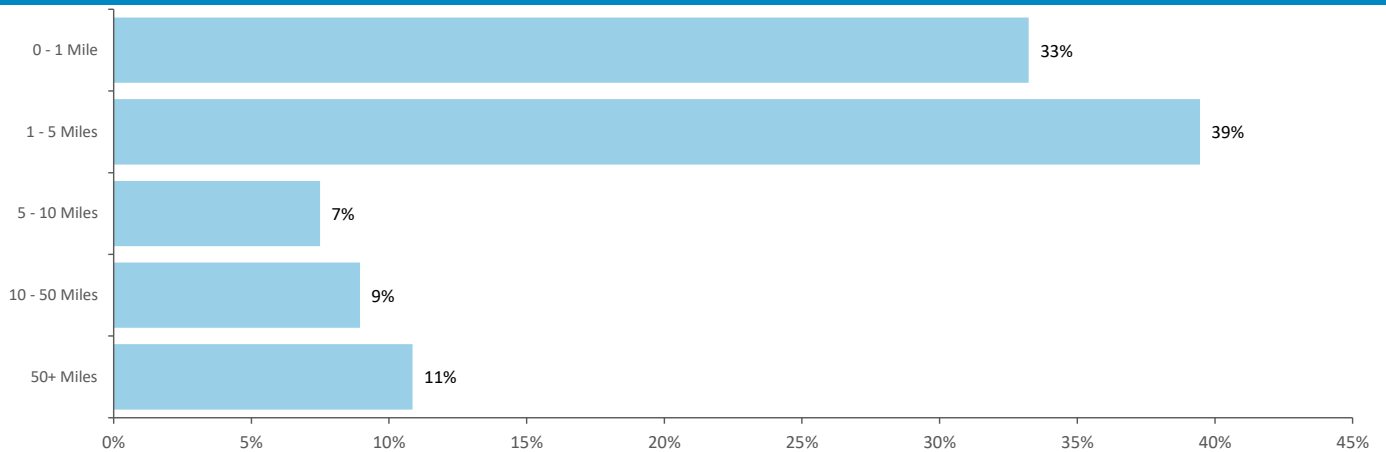
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

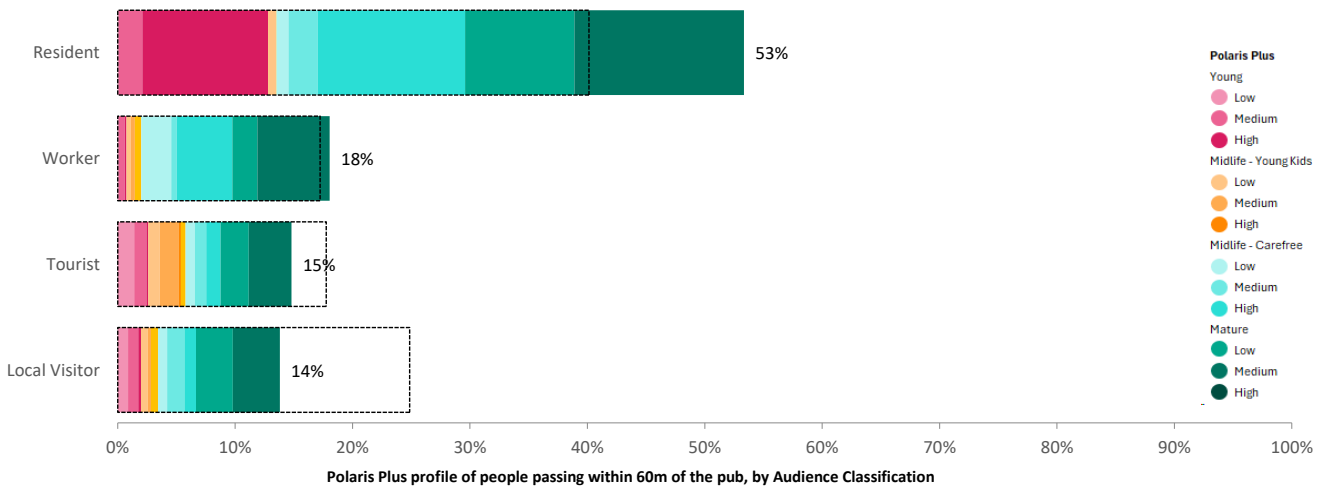
Distance from Home



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

Audience Classification by Polaris Plus

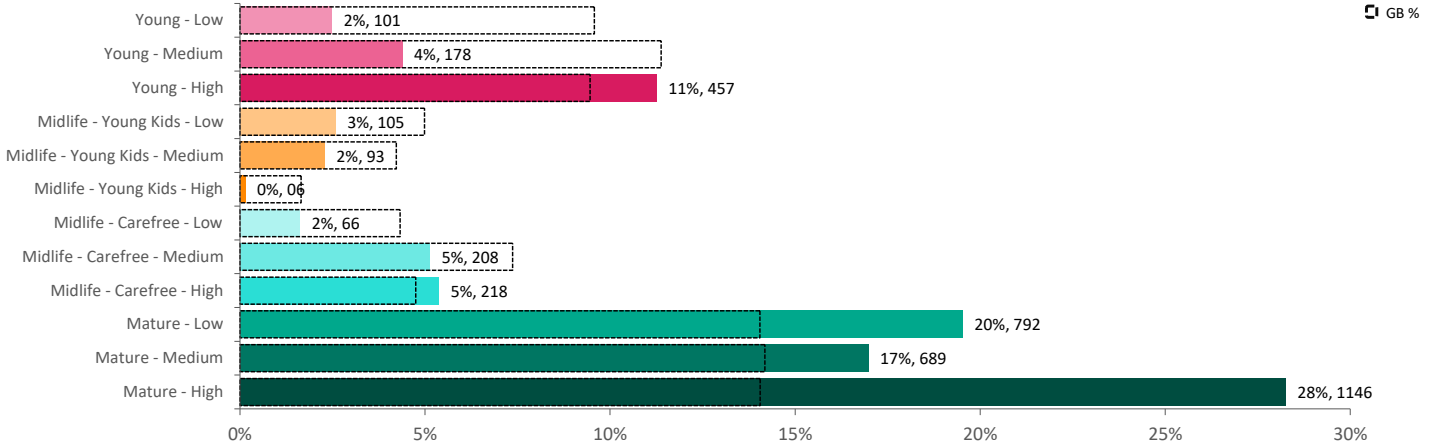
Base: GB



Mobile Data Summary - White Lion

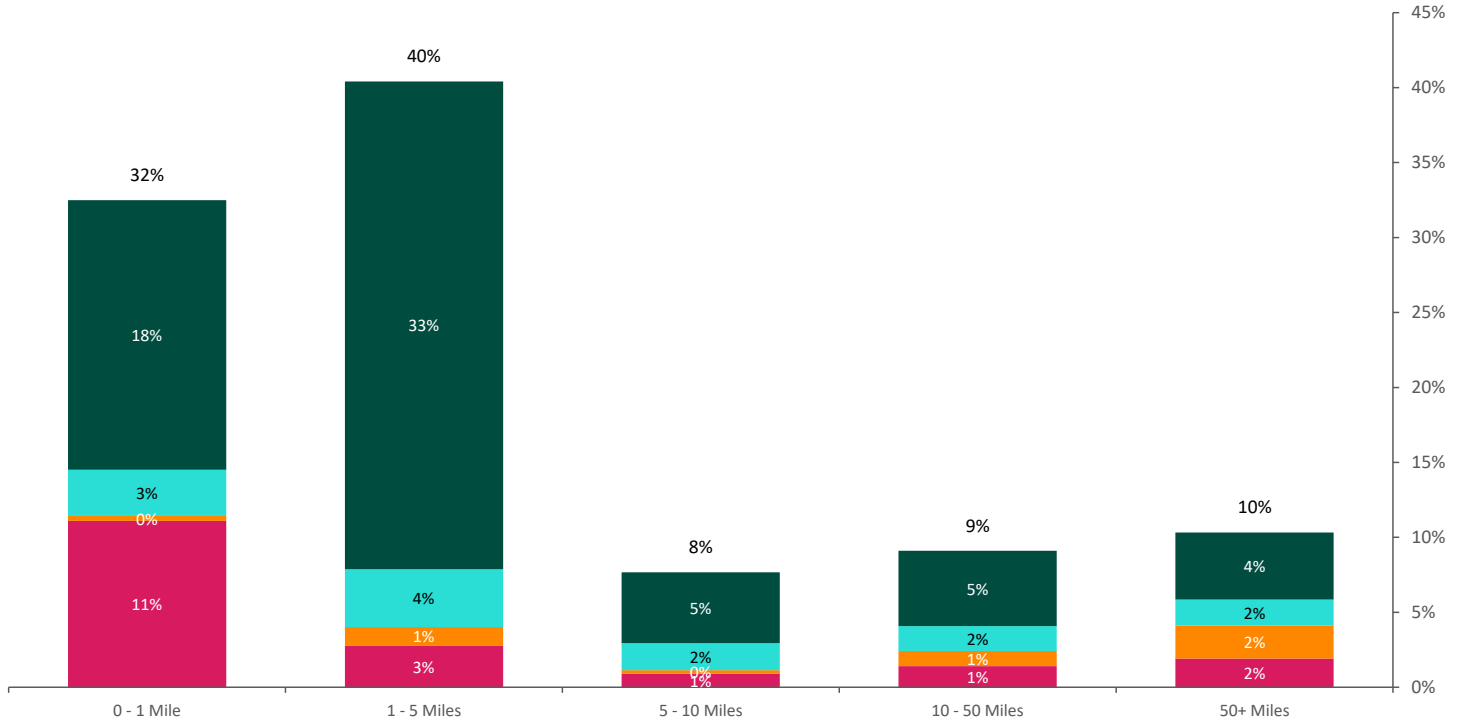
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Polaris Plus Profile



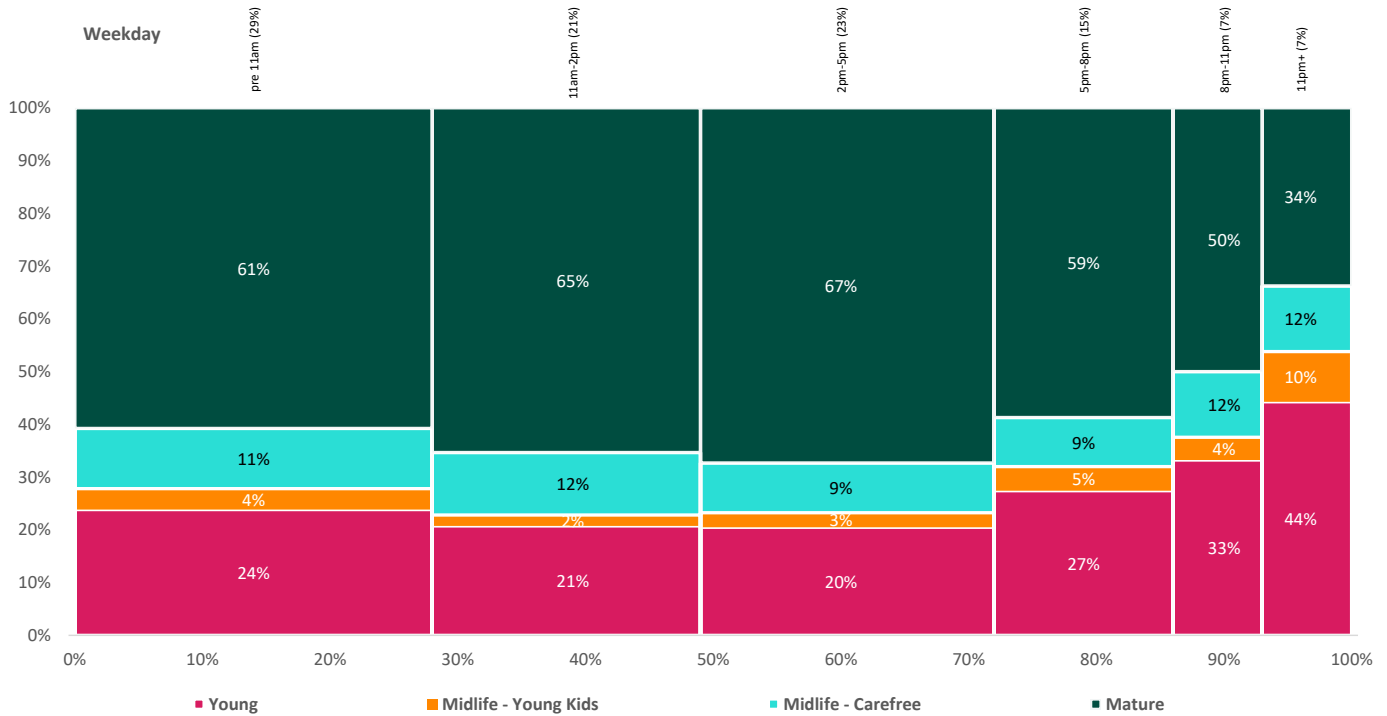
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



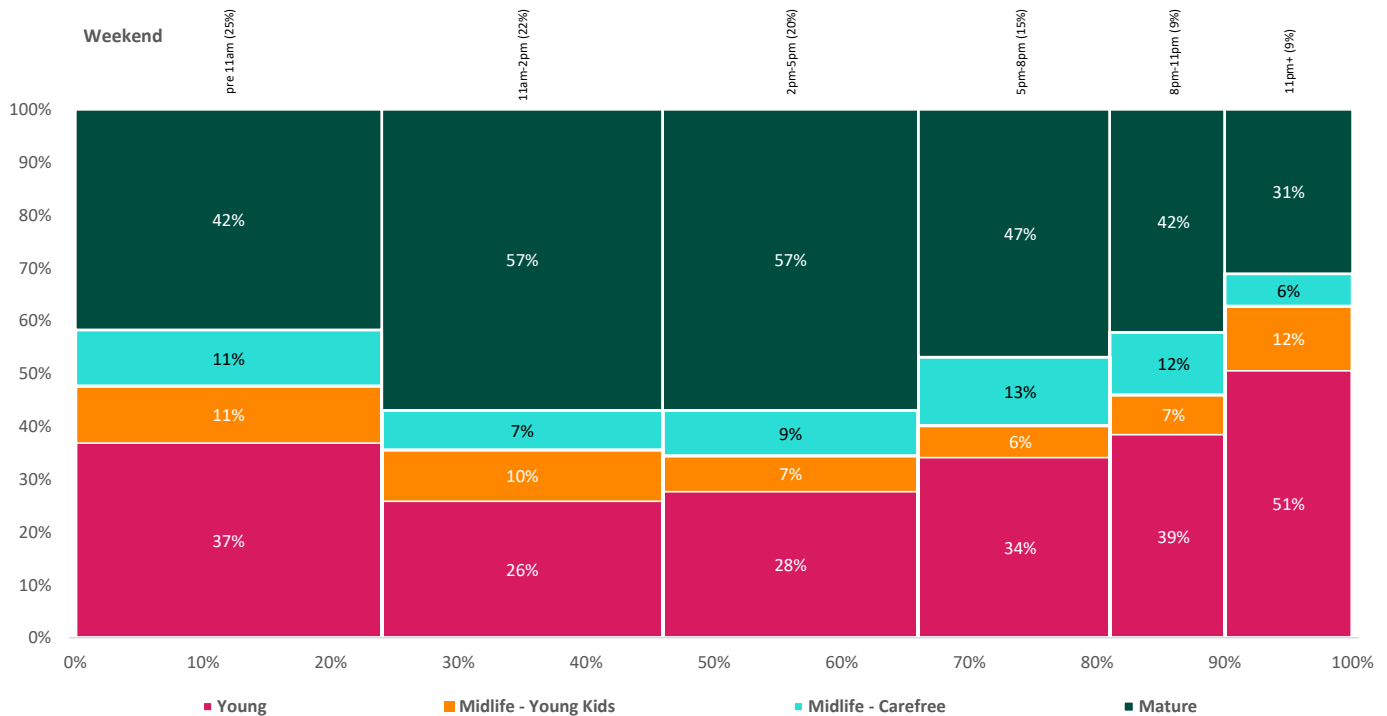
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



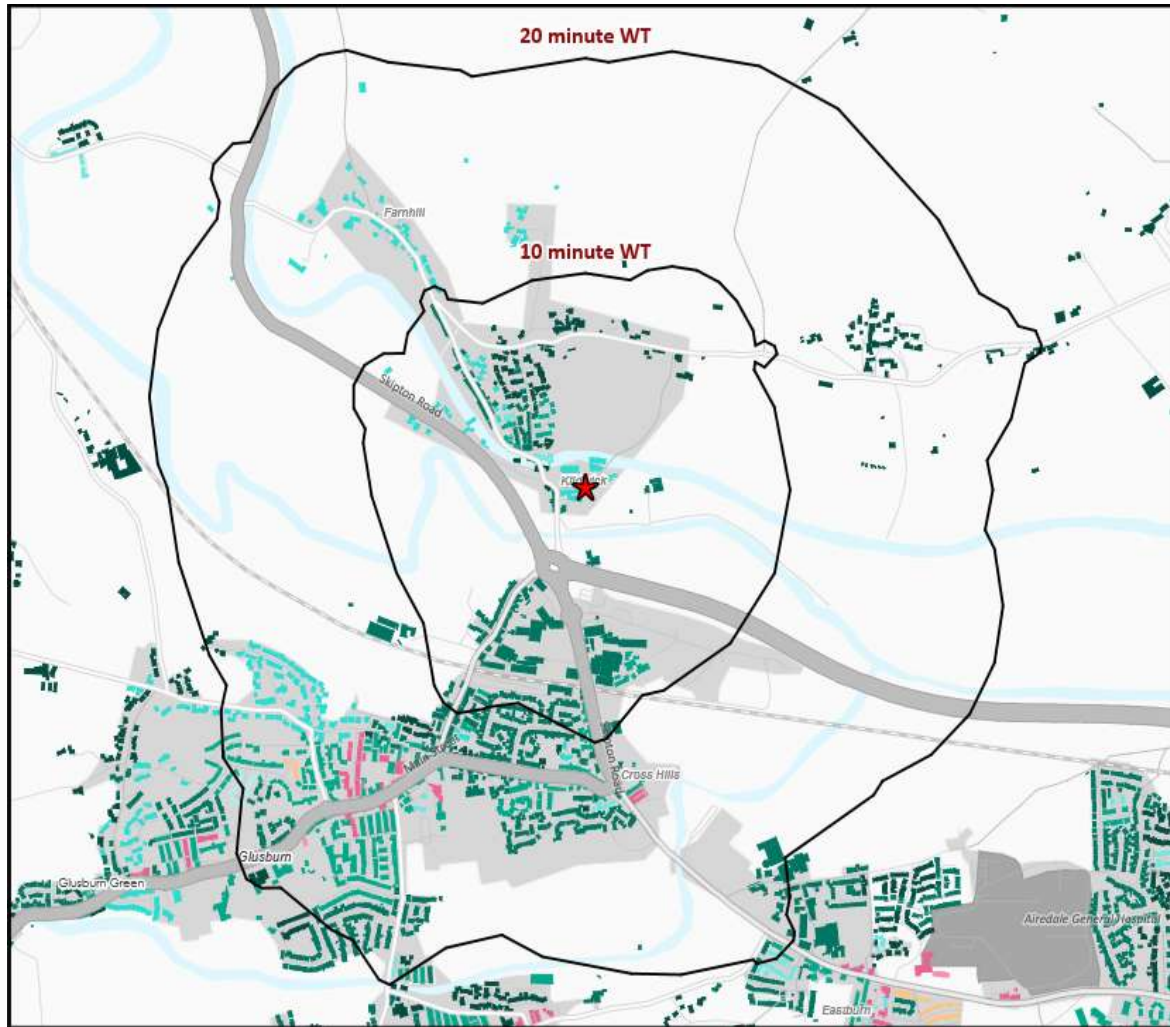
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		925	706	803	452	176	118	3,181
Midlife - Carefree		174	128	112	72	44	43	574
Midlife - Young Kids		60	22	33	35	15	33	199
Young		363	224	244	211	117	154	1,314
All		1,522	1,081	1,192	770	353	348	5,267

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		220	263	248	147	83	60	1,020
Midlife - Young Kids		56	35	38	41	23	12	205
Midlife - Carefree		56	44	29	18	14	23	185
Mature		195	120	121	108	76	97	717
All		528	461	435	314	196	192	2,126

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



- ★ Pub Sites
- Ⓐ Catchments

Polaris Plus Segments

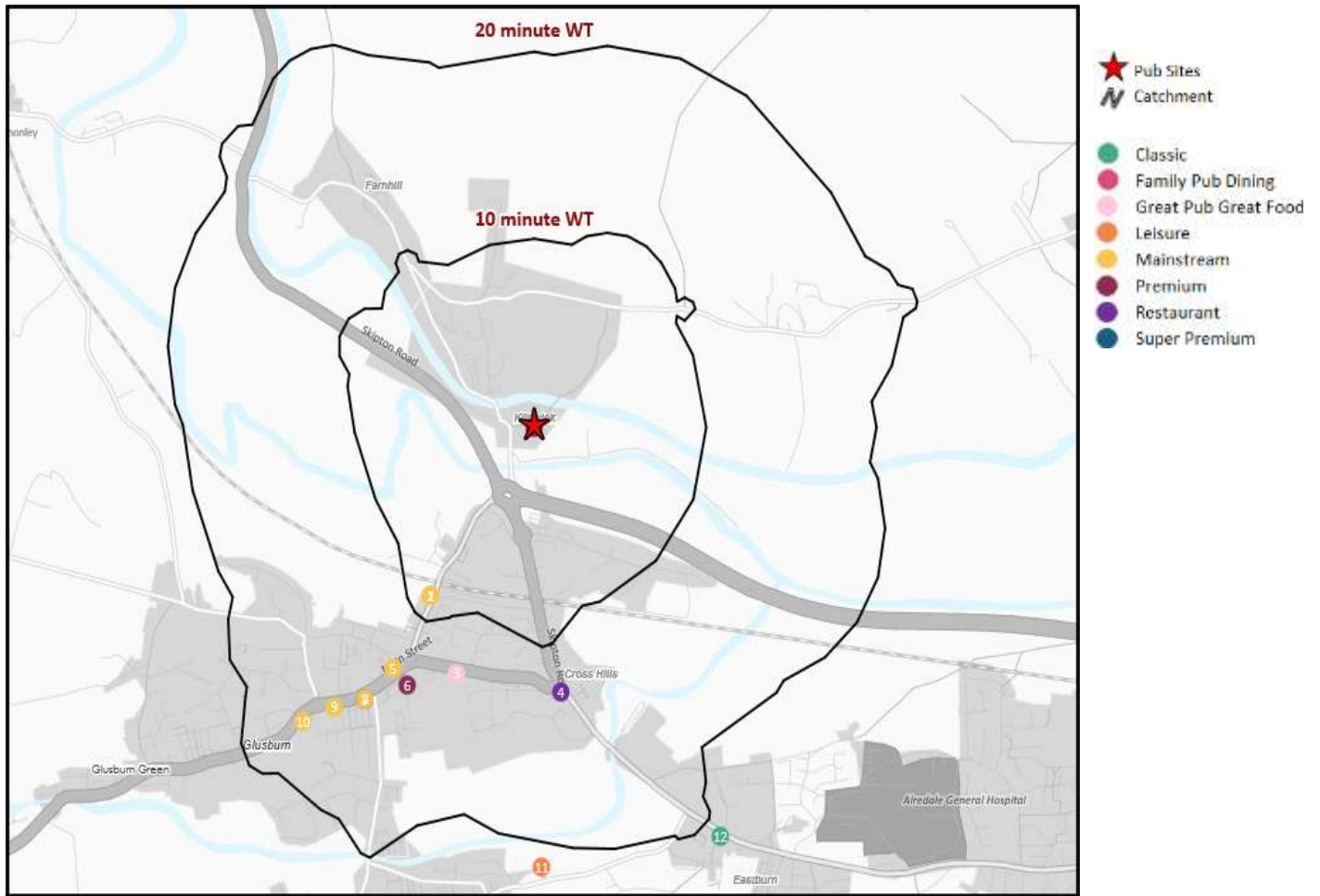
- Young
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

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	8	9,224	0	2	58
Medium	5	171	18,398	5	48	103
High	0	0	3,471	0	0	32
Midlife - Young Kids						
Low	0	9	10,745	0	5	119
Medium	0	0	5,822	0	0	81
High	0	0	82	0	0	4
Midlife - Carefree						
Low	0	0	6,724	0	0	97
Medium	24	55	8,368	36	24	72
High	267	280	8,565	630	188	116
Mature						
Low	85	1,129	27,251	68	256	125
Medium	328	1,243	33,449	226	243	132
High	218	289	28,151	156	59	115
Not Private Households	0	82	1,717	0	235	99
Total	927	3,266	161,967			

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

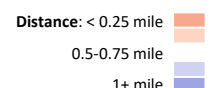


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	White Lion	BD20 9BH	Star Pubs & Bars	Premium	15.5%	70.9%	0.00
1	Craven Brew Tap Room	BD20 7DT	Independent Free	Mainstream	0.0%	0.0%	0.41
2	Beer Belly Kitchen	BD20 7DT	Independent Free	Mainstream	7.4%	91.2%	0.41
3	Old White Bear Inn	BD20 7RN	Stonegate Pub Company	Great Pub Great Food	15.3%	85.9%	0.52
4	Zolsha Restaurant	BD20 7SA	Independent Free	Restaurant	4.1%	84.8%	0.53
5	Callons Cafe	BD20 8TB	Independent Free	Mainstream	2.2%	87.0%	0.57
6	Crosshills Conservative Club	BD20 7LF	Independent Free	Premium	1.3%	94.5%	0.59
7	Funky Monkey	BD20 8TT	Independent Free	Mainstream	1.9%	82.4%	0.66
8	22 The Square	BD20 8TT	Independent Free	Restaurant	11.6%	81.8%	0.66
9	Working Mens Club	BD20 8PH	Independent Free	Mainstream	0.0%	0.0%	0.71
10	Glusburn Institute	BD20 8PJ	Independent Free	Mainstream	0.0%	0.0%	0.78
11	Sutton-In-Craven Cricket Club	BD20 7AJ	Independent Free	Leisure	0.0%	0.0%	0.88
12	Eastburn Inn	BD20 7SN	Independent Free	Classic	0.0%	100.0%	0.91
13	Sutton Village Hall	BD20 7JQ	Independent Free	Mainstream	0.0%	0.0%	1.06
14	Black Bull Inn	BD20 7LP	Star Pubs & Bars	Classic	2.4%	94.0%	1.18
15	Kings Arms	BD20 7LP	Stonegate Pub Company	Premium	6.1%	89.4%	1.18
16	Railway Inn	BD20 8LS	Punch Pub Company	Mainstream	2.4%	47.0%	1.38
17	Dog and Gun	BD20 8DS	Timothy Taylor	Family Pub Dining	18.1%	72.6%	1.47
18	Slaters Arms	BD20 9DE	Stonegate Pub Company	Premium	4.9%	72.7%	1.53
19	New Inn	BD20 8NR	Timothy Taylor	Mainstream	0.0%	0.0%	1.59
20	Goats Head Hotel	BD20 6NR	Red Oak Taverns	Classic	6.7%	92.2%	1.67

* 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



■ 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+	927	3,266	161,967
Number of Competition Pubs	3	11	351
Adults 18+ per Competition Pub	309	297	461

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	41	4.5%	57
Family Pub Dining	0	66	7.2%	79
Great Pub Great Food	0	202	21.8%	130
Leisure	0	101	10.9%	108
Mainstream	2	110	11.9%	85
Premium	1	140	15.1%	106
Restaurant	0	222	23.9%	104
Super Premium	0	45	4.8%	122

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	244	7.5%	95
Family Pub Dining	0	309	9.5%	104
Great Pub Great Food	1	558	17.1%	102
Leisure	0	330	10.1%	101
Mainstream	6	498	15.2%	109
Premium	2	457	14.0%	98
Restaurant	2	684	21.0%	91
Super Premium	0	102	3.1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	60	12,883	8.0%	101
Family Pub Dining	18	15,045	9.3%	102
Great Pub Great Food	30	27,382	16.9%	101
Leisure	59	16,495	10.2%	101
Mainstream	78	23,398	14.5%	104
Premium	49	22,877	14.1%	99
Restaurant	53	36,342	22.4%	97
Super Premium	4	5,798	3.6%	91

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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