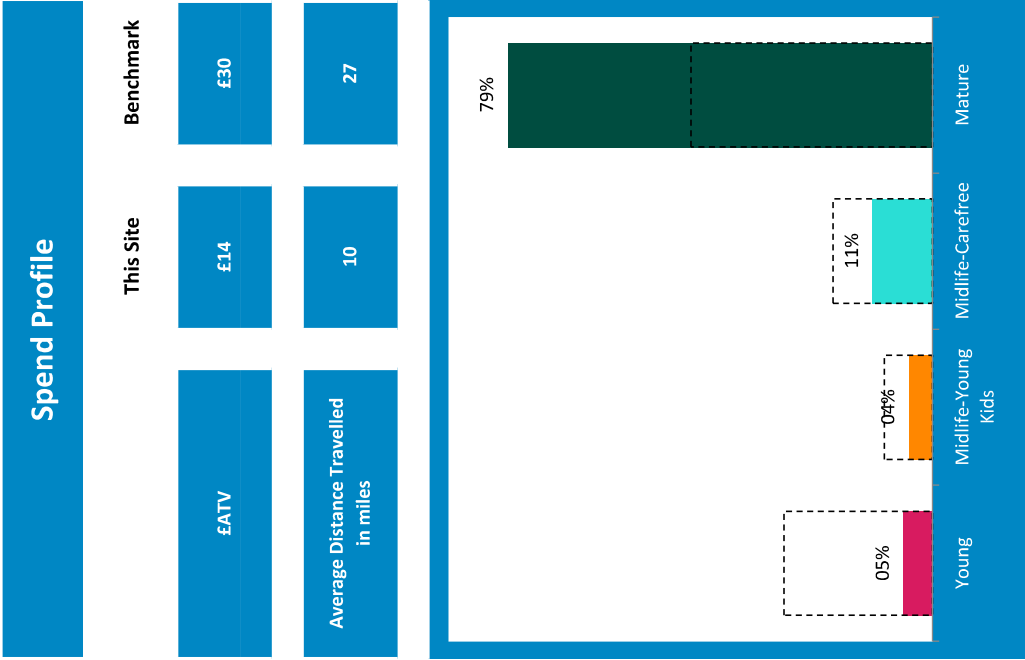
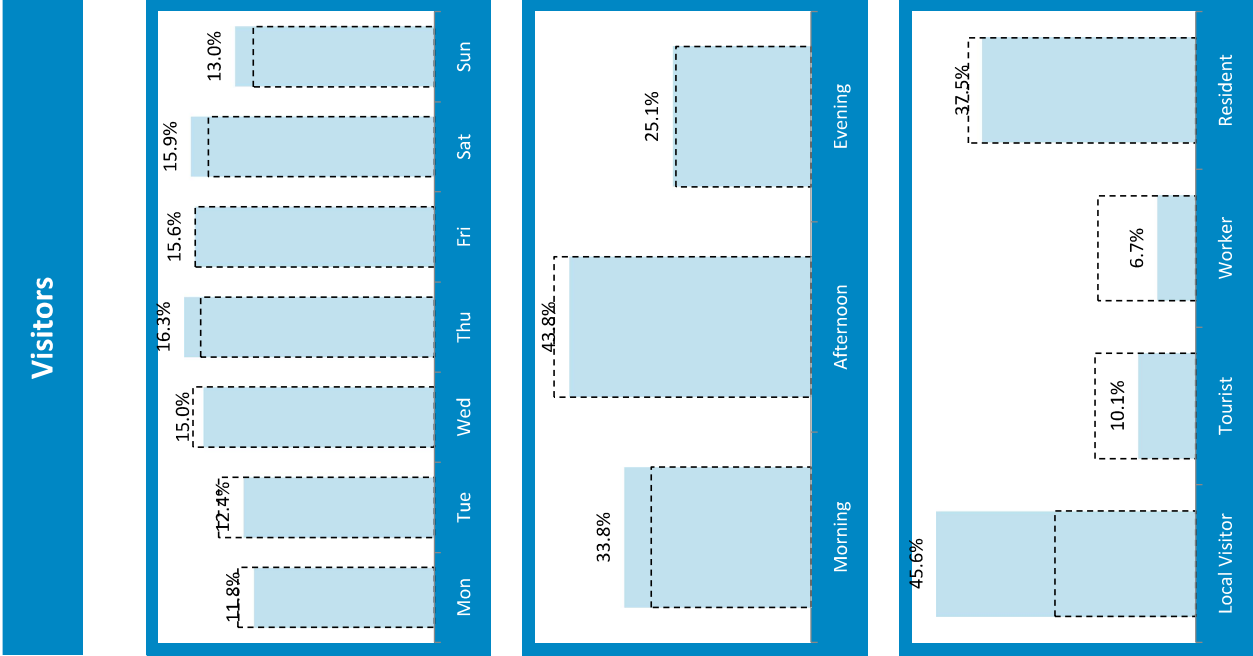


Area Quick Stats			
Total Pop	This Site 10 min WT	1,034	Benchmark 10 min WT
		5,344	
Adult Pop		836	4,529
Affluence	Low	1%	33%
	Medium	69%	38%
	High	30%	27%
Young		0%	28%
Midlife Young Kids		14%	11%
Midlife Carefree		7%	16%
Mature		79%	44%
Competition Count		1	43



Catchment Summary - Bull

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

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)			
10 min	20 min	20 min	DT**
WT*	WT*		

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

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

1,034	1,410	286,112
836	1,135	222,358
1	2	382
836	568	582
82.0%	83.0%	80.0%

19	7	67
18	7	65
2	2	49
122	83	85
103	104	100

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

Affluence	Low
	Medium
	High

1.3%	1.0%	16.6%
68.5%	53.7%	42.9%
30.1%	45.3%	39.3%

4	3	50
179	140	112
110	165	143

Mean Net Disposable income (£pa)

£27,031	£26,155	£24,980
---------	---------	---------

120	116	111
-----	-----	-----

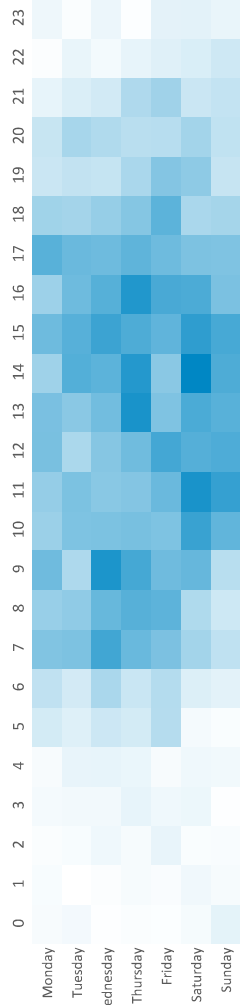
Age Profile	18-24
	25-34
	35-44
	45-64
	65+

72	86	19,796
108	127	37,106
109	142	41,002
275	421	73,901
272	359	50,553

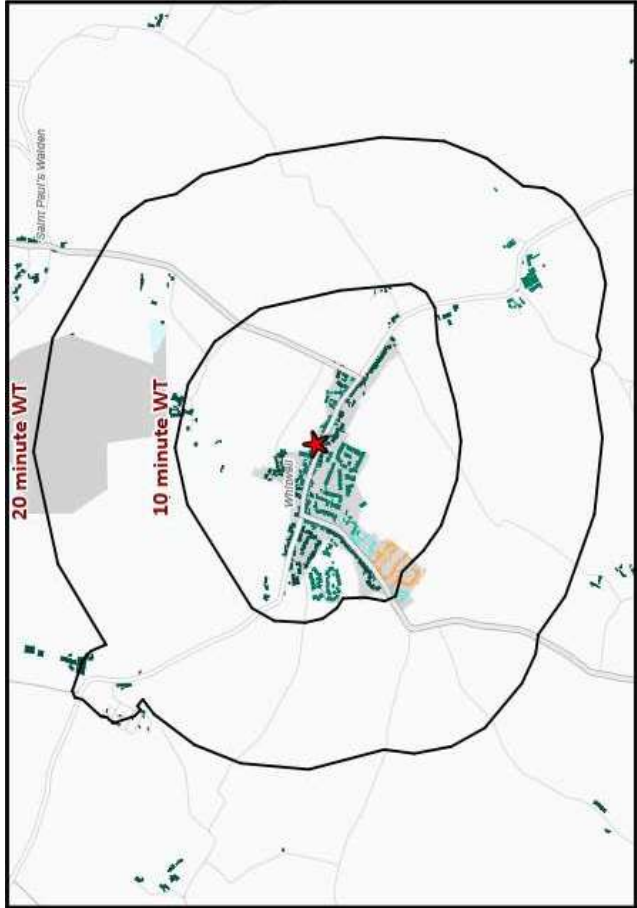
82	72	81
77	67	96
78	75	106
106	119	103
137	132	92

Mobile Data Summary

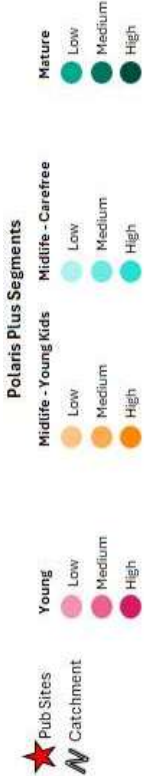
Time of Day/Day of Week



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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	0	0	46,514	0	0	75
Midlife - Young Kids	115	115	36,300	126	93	150
Midlife - Carefree	62	71	55,732	47	40	159
Mature	659	949	81,207	178	189	82
Not Private Households	0	0	2,605	0	0	9,683
Total	836	1,135	222,358			



Per Pub - Bull

Per Pub Analysis	10 Minute WT Catchment		20 Minute WT Catchment		20 Minute DT Catchment	
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Adults 18+8361.135222,358

Number of Competition Pubs12382

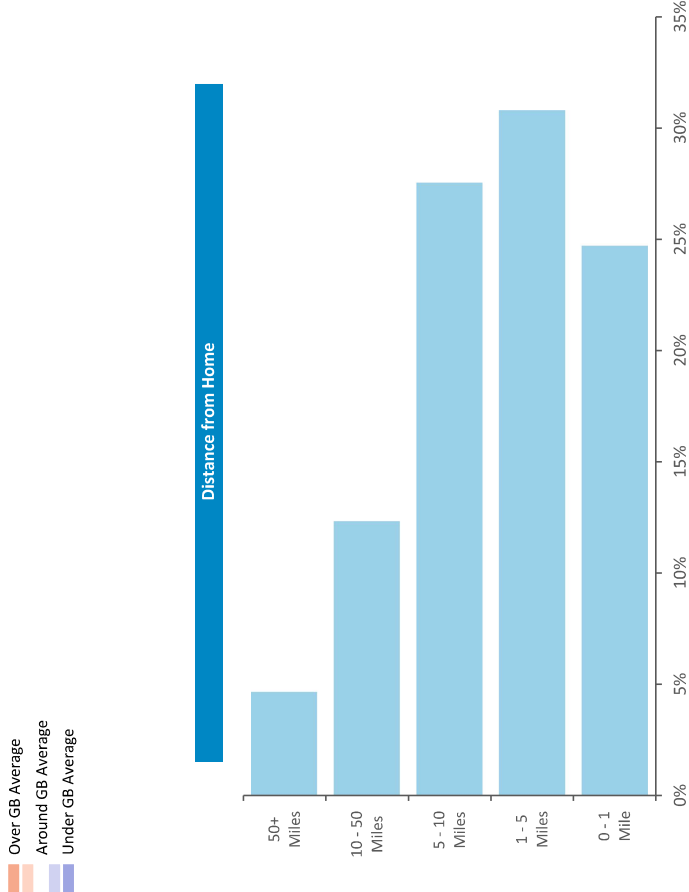
Adults 18+ per Competition Pub836568582

WT= Walktime, DT= Drivetime

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	40	4,8%	61
Family Pub Dining	0	67	8,1%	89
Great Pub Great Food	0	169	20,3%	121
Leisure	0	91	10,9%	109
Mainstream	0	110	13,2%	94
Premium	0	131	15,6%	109
Restaurant	0	193	23,0%	100
Super Premium	1	35	4,2%	106

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	49	4,3%	55
Family Pub Dining	0	85	7,5%	83
Great Pub Great Food	0	242	21,3%	127
Leisure	0	125	11,1%	110
Mainstream	0	140	12,3%	88
Premium	0	176	15,5%	108
Restaurant	0	266	23,4%	102
Super Premium	2	51	4,5%	115

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	14	12,202	5,5%	70
Family Pub Dining	14	17,539	7,9%	87
Great Pub Great Food	53	41,288	18,6%	111
Leisure	74	22,924	10,3%	103
Mainstream	33	26,957	12,1%	87
Premium	64	34,055	15,3%	107
Restaurant	87	53,788	24,2%	105
Super Premium	43	10,939	4,9%	125



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Competition - Bull



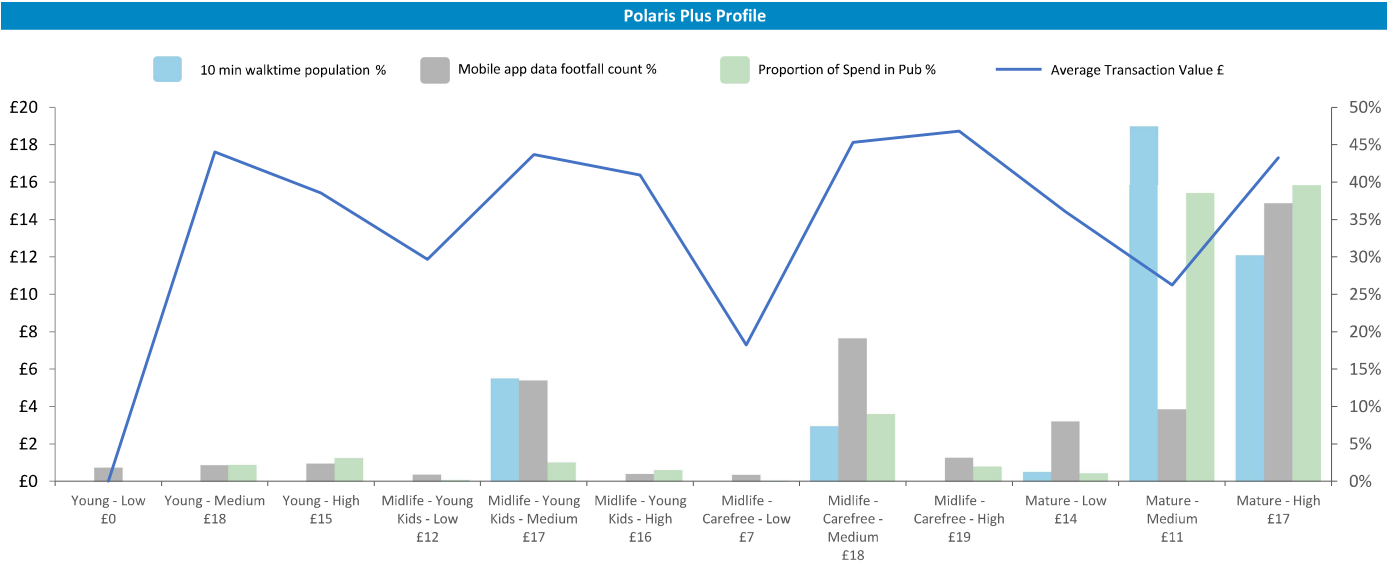
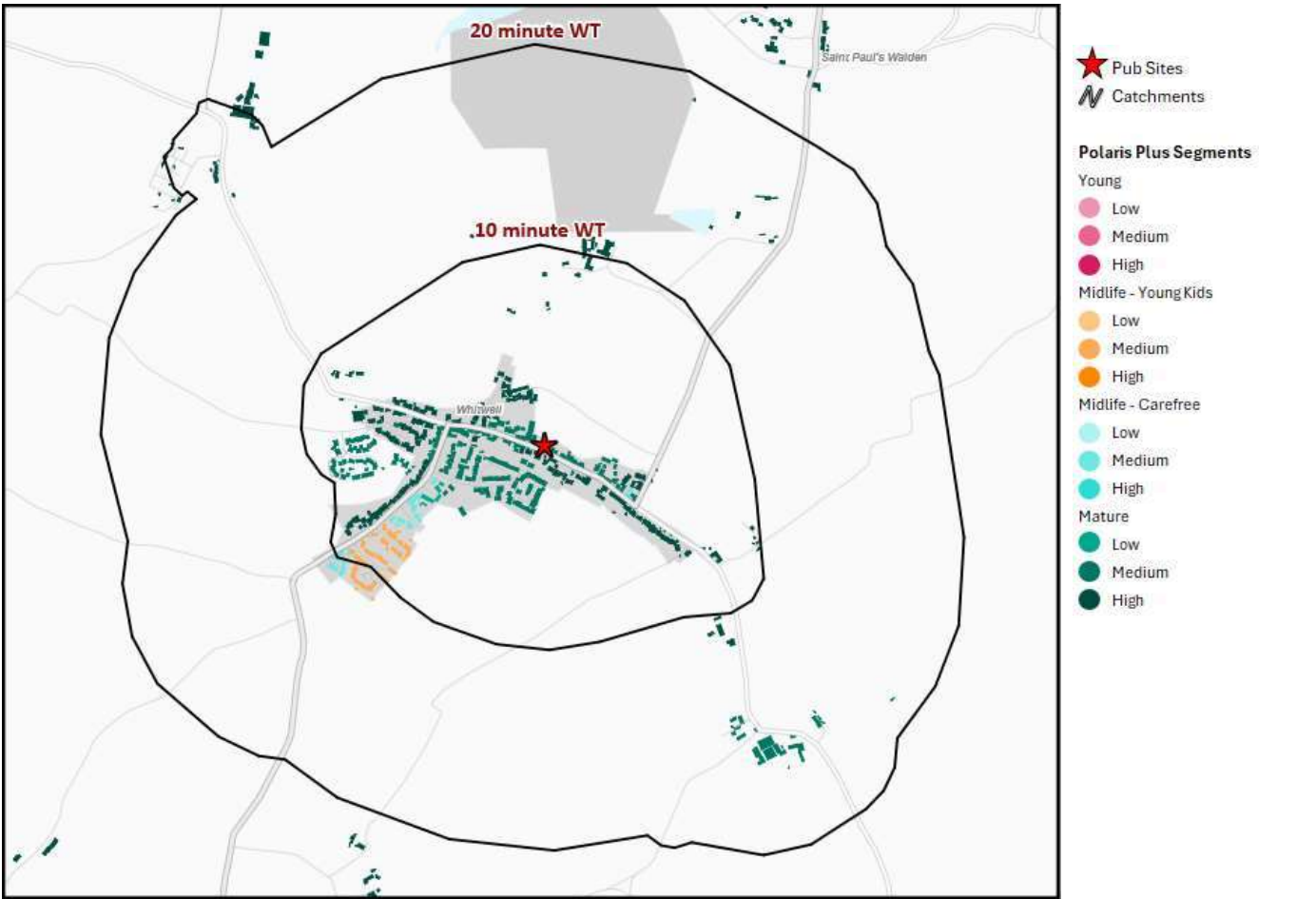
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
15	Lytton Arms	SG 3 6QB	Anglian Country Inns Ltd	Super Premium	18.4%	2.79
3	Red Lion	SG 4 7UD	Independent Free	Super Premium	11.4%	2.27
9	Goat	SG 4 8XE	Star Pubs & Bars	Premium	10.7%	2.60
12	Rusty Gun	SG 4 7PG	Innventure	Great Pub Gre.	10.6%	2.75
4	Red Lion	SG 4 8NU	Admiral Taverns Ltd	Super Premium	8.4%	2.27
0	Bull	SG 4 8AG	Farr Brew	Super Premium	8.1%	0.00
6	Plough	SG 4 8LA	Admiral Taverns Ltd	Super Premium	6.6%	2.53
11	Brocket Arms	AL 6 9BT	Independent Free	Great Pub Gre.	6.3%	2.72
17	Cross Keys	AL 4 8LA	Independent Free	Great Pub Gre.	5.4%	2.98
2	Boot	SG 4 8PT	Admiral Taverns Ltd	Super Premium	4.1%	1.86
19	Premier Inn	SG 1 2DA	Whitbread Hotels	Family Pub Dir	3.7%	3.27
7	Codicote Sports and Social Club	SG 4 8XX	Independent Free	Leisure	2.1%	2.57
5	John Clements Sports and Comm	SG 4 8XY	Independent Free	Leisure	2.0%	2.50
1	Sraithmore Arms	SG 4 88P	Unknown	Super Premium	1.9%	0.39
16	Bright Star	LU 2 9PR	Independent Free	Super Premium	0.4%	2.89
8	Curry Spice	SG 4 8XE	Independent Free	Restaurant	0.0%	2.60
10	Globe	SG 4 8UA	McMullen & Sons Ltd	Premium	0.0%	2.69
13	Knebworth Barns Restaurant	SG 3 6PY	Independent Free	Restaurant	0.0%	2.76
14	Knebworth Park Cricket Club	SG 3 6PY	Independent Free	Leisure	0.0%	2.76
18	Tranquill Turtle	SG 1 2HP	Greene King	Great Pub Gre.	0.0%	3.27
20	Barn Tea Green	LU 2 8PS	Admiral Taverns Ltd	Leisure	0.0%	3.31

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

Catchment Summary - Bull

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
117269	Bull	SG 4 8AG	Farr Brew	Super Premium	15



See the Glossary page for further information on the above variables

Catchment Summary - Bull

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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	1,034	1,410	286,112	19	7	67
Adults 18+	836	1,135	222,358	18	7	65
Competition Pubs	1	2	382	2	2	49
Adults 18+ per Competition Pub	836	568	582	122	83	85
% Adults Likely to Drink	82,0%	83,0%	80,0%	103	104	100

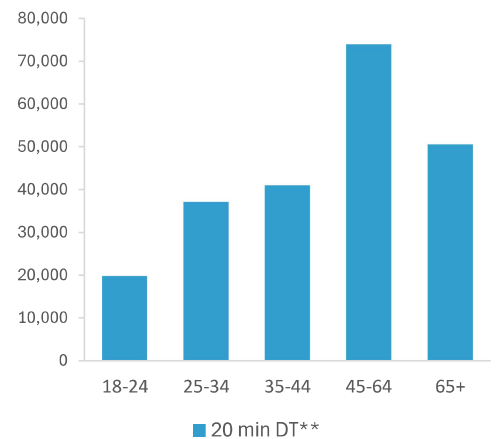
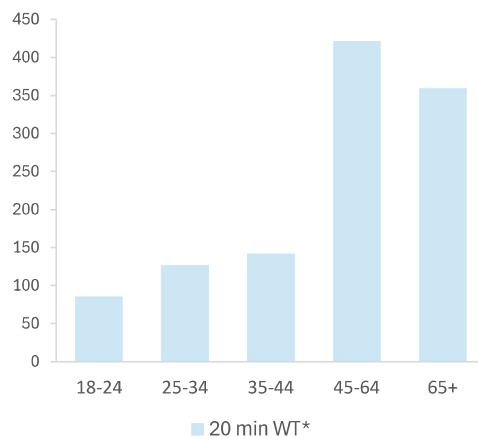
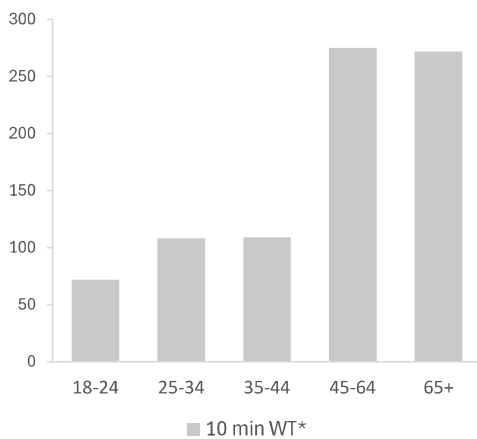
Population & Adults 18+ index is based on all pubs

Affluence	Low	1,3%	1,0%	16,6%	4	3	50
	Medium	68,5%	53,7%	42,9%	179	140	112
	High	30,1%	45,3%	39,3%	110	165	143

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£27,031	£26,155	£24,980	120	116	111
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Age Profile	18-24	72	86	19,796	82	72	81
	25-34	108	127	37,106	77	67	96
	35-44	109	142	41,002	78	75	106
	45-64	275	421	73,901	106	119	103
	65+	272	359	50,553	137	132	92

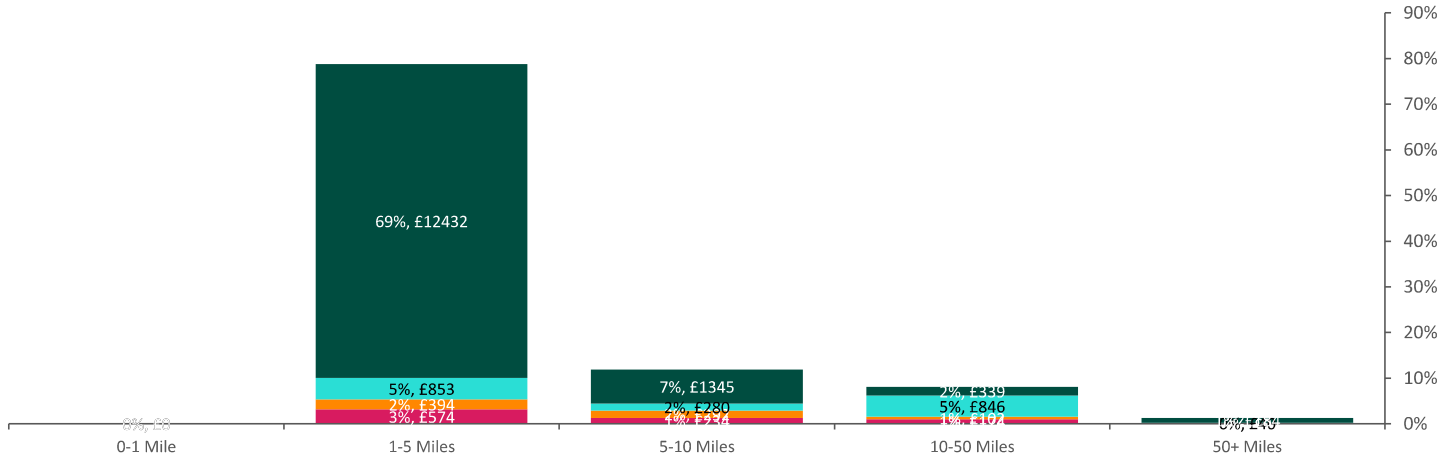


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	519 (50%)	705 (50%)	141,551 (49%)	102	102	101
	Female	515 (50%)	705 (50%)	144,561 (51%)	98	98	99
Economic Status (16+)	Employed: Full-time	281 (33%)	378 (32%)	85,588 (37%)	96	95	110
	Employed: Part-time	106 (12%)	130 (11%)	27,278 (12%)	103	93	99
	Self employed	113 (13%)	162 (14%)	23,792 (10%)	141	150	112
	Unemployed	12 (1%)	13 (1%)	6,243 (3%)	51	40	99
	Full-time student	18 (2%)	19 (2%)	5,500 (2%)	84	65	96
	Retired	245 (28%)	293 (25%)	47,052 (20%)	131	115	94
	Other	88 (10%)	172 (15%)	34,273 (15%)	57	83	84
Total Worker Count		194	365	144,908			

See the Glossary page for further information on the above variables

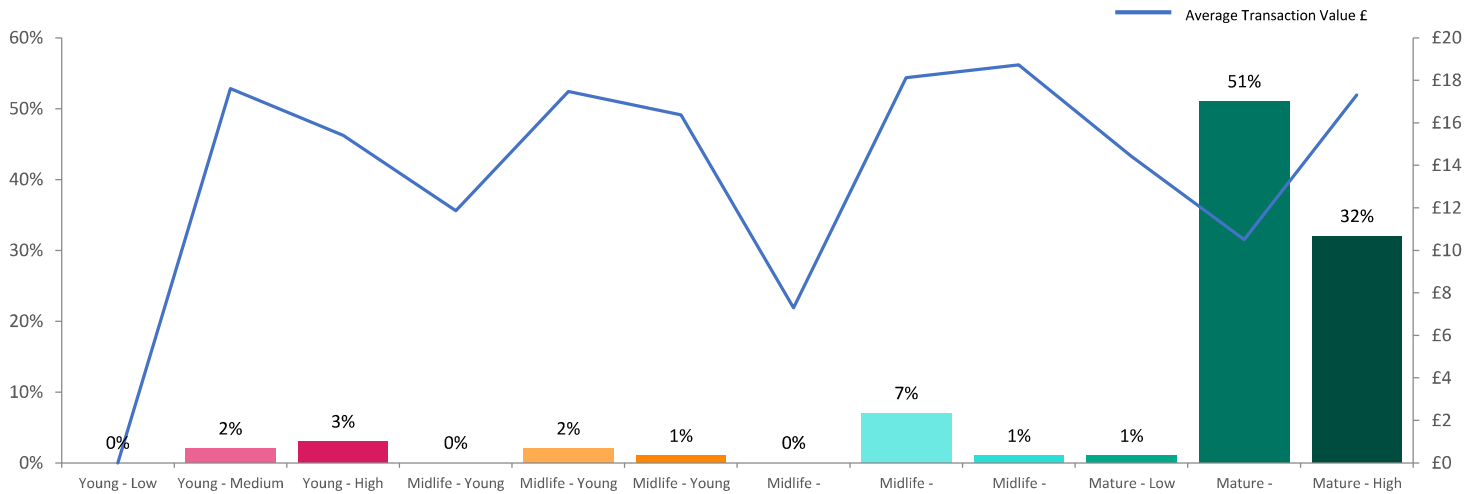
Transactional Data Summary - Bull

Spend by Polaris and Distance from Home



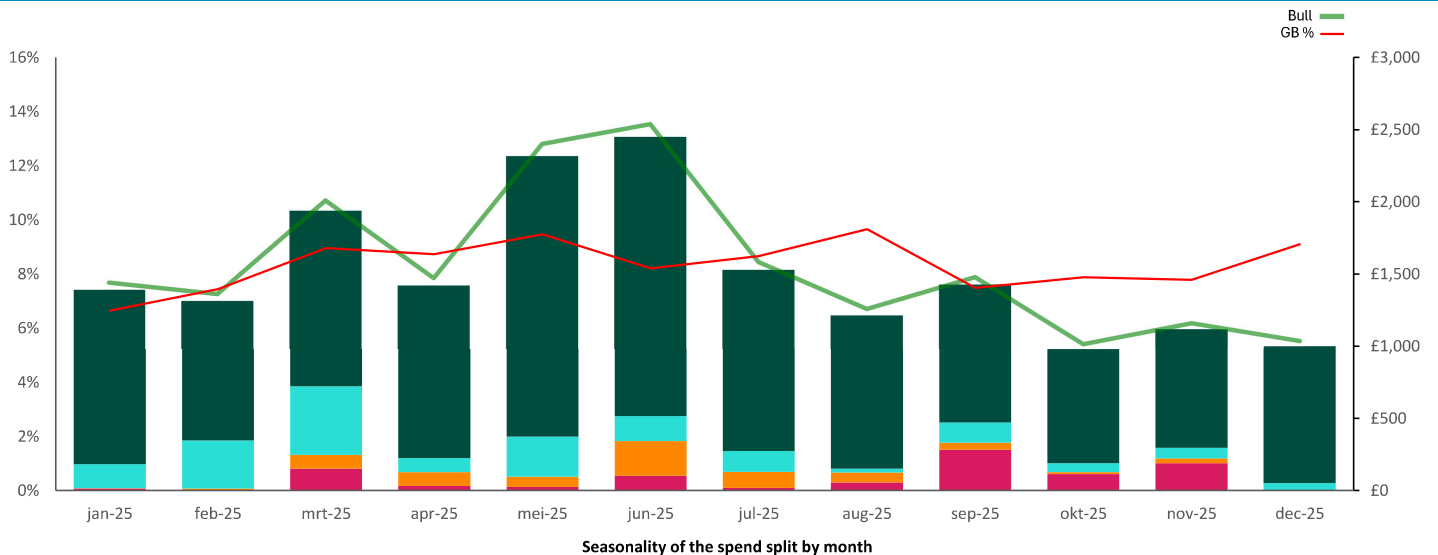
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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

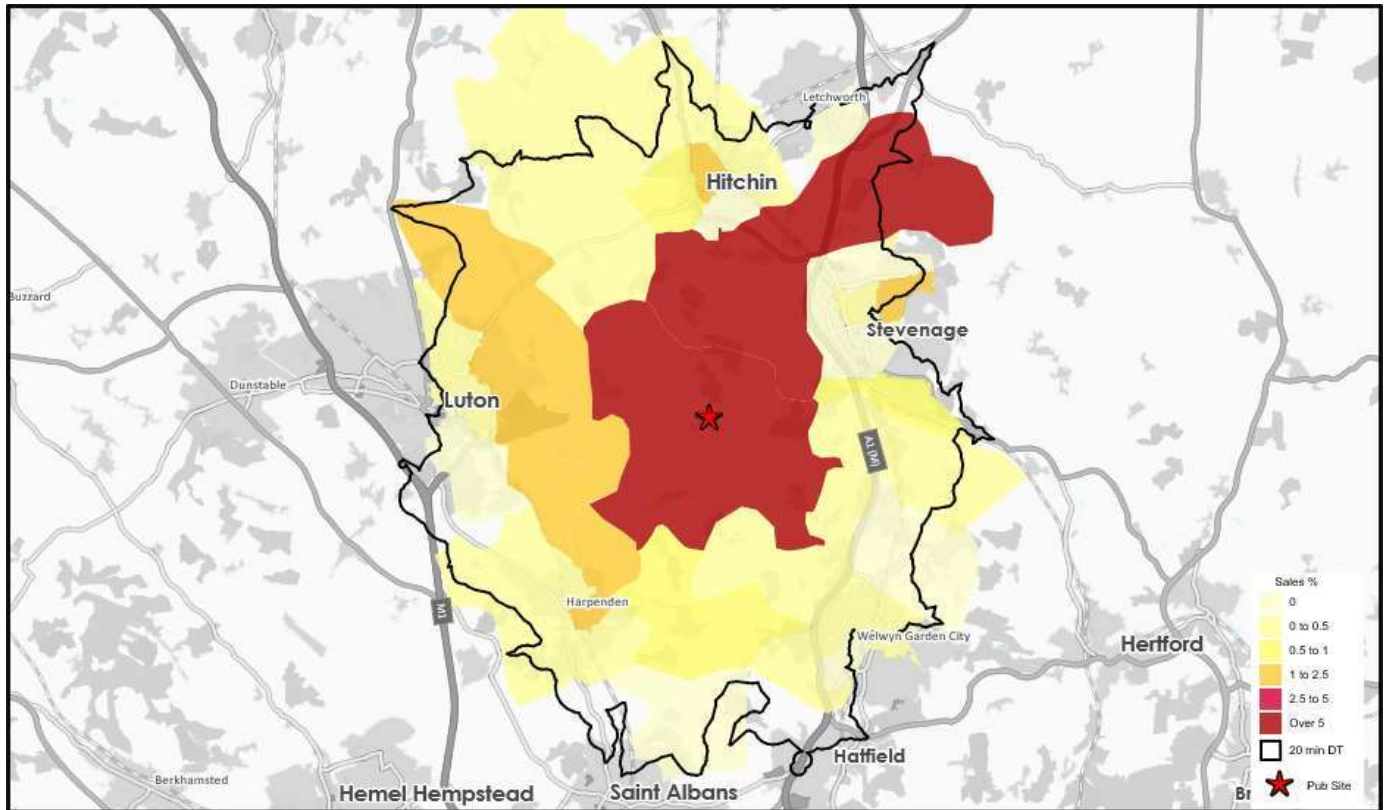


Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

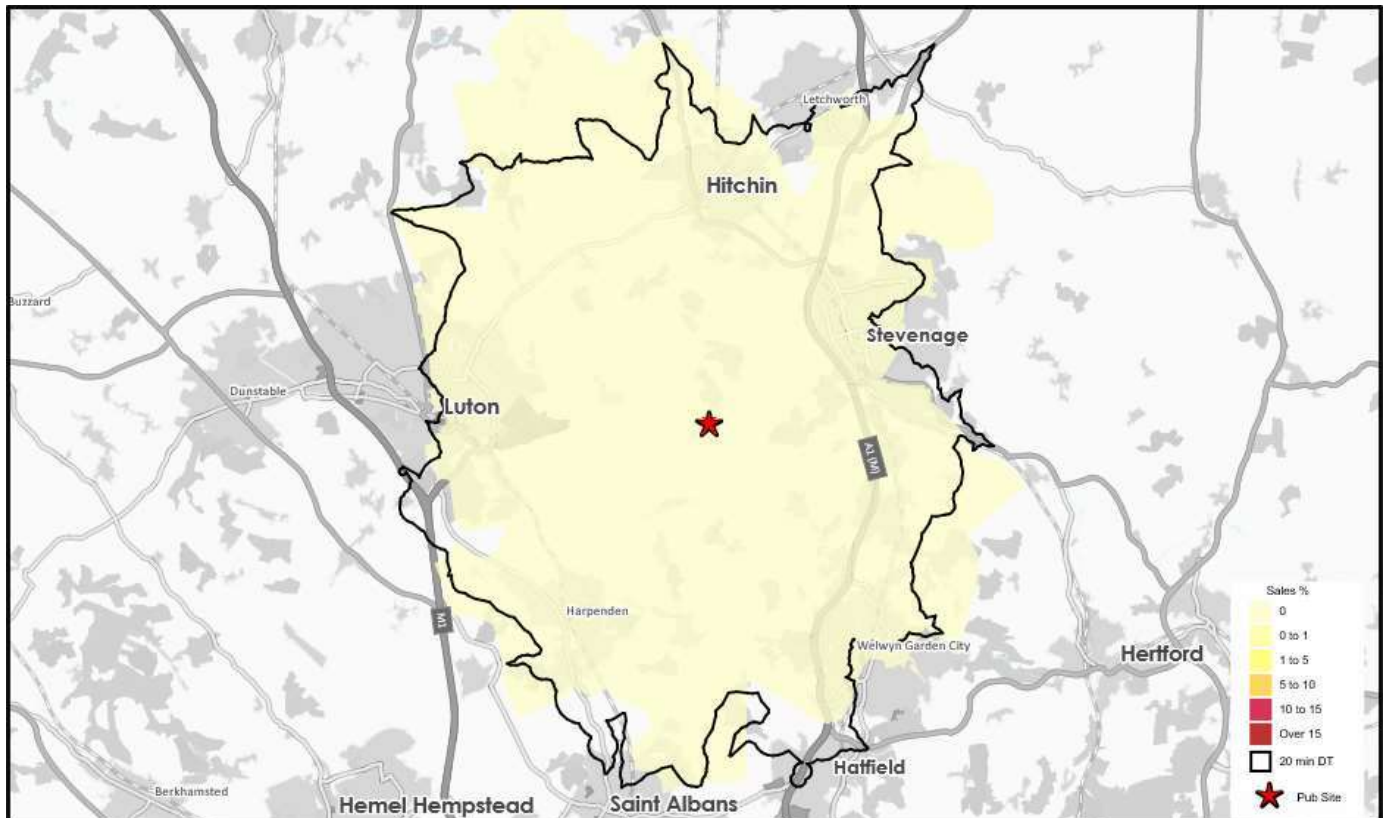


Bull Share of Spend from Postcode Sectors within 20 minute Drive



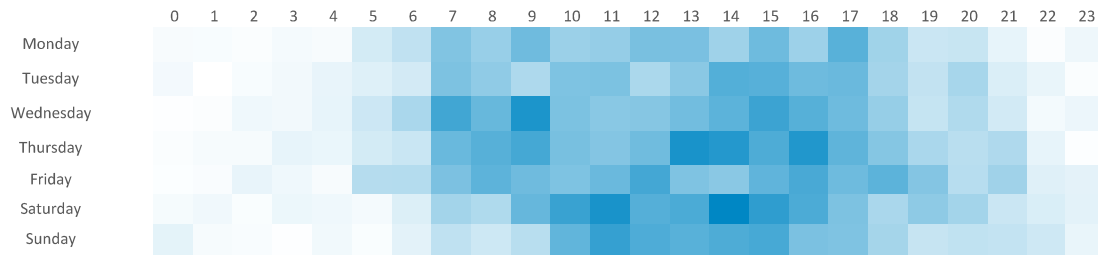
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



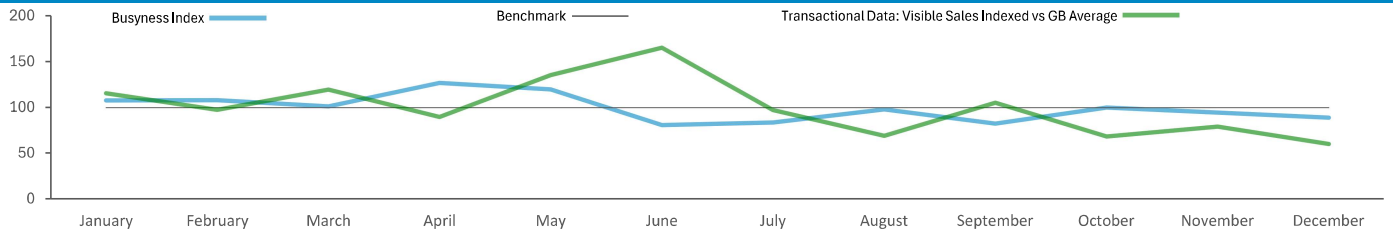
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



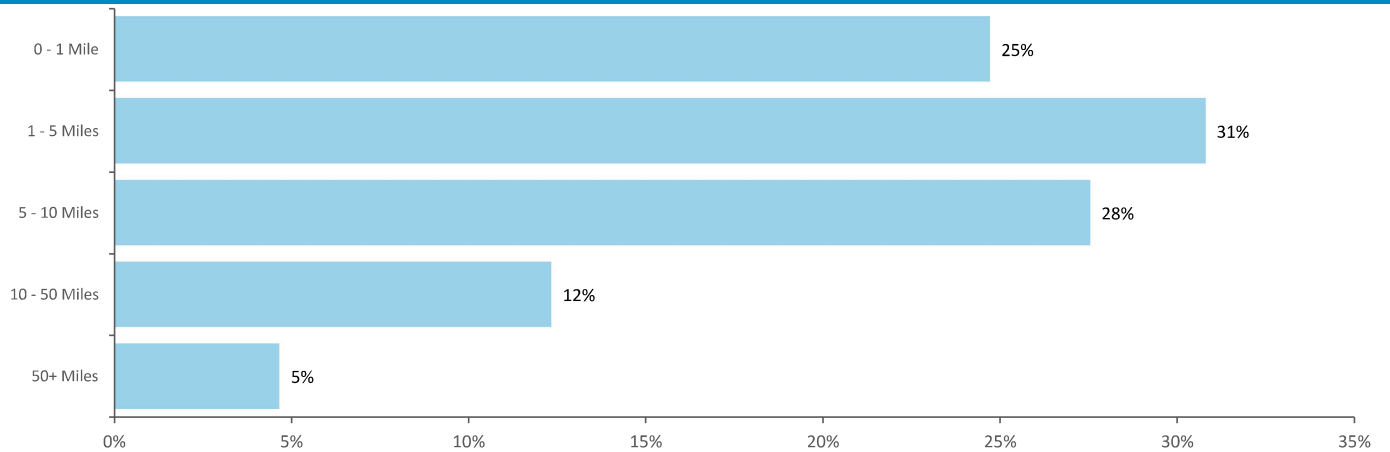
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

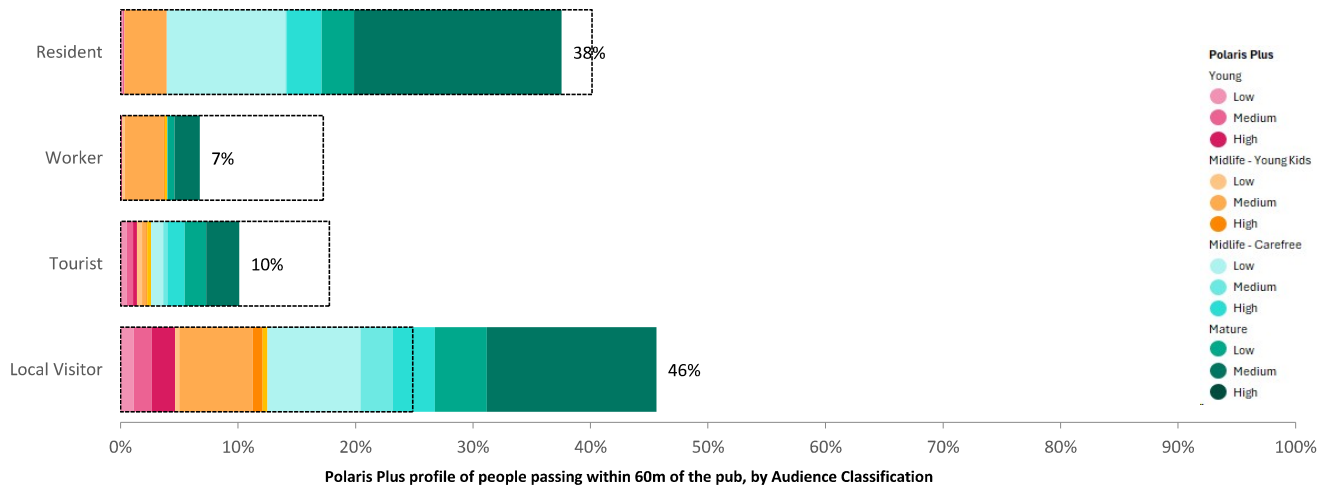
Distance from Home



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

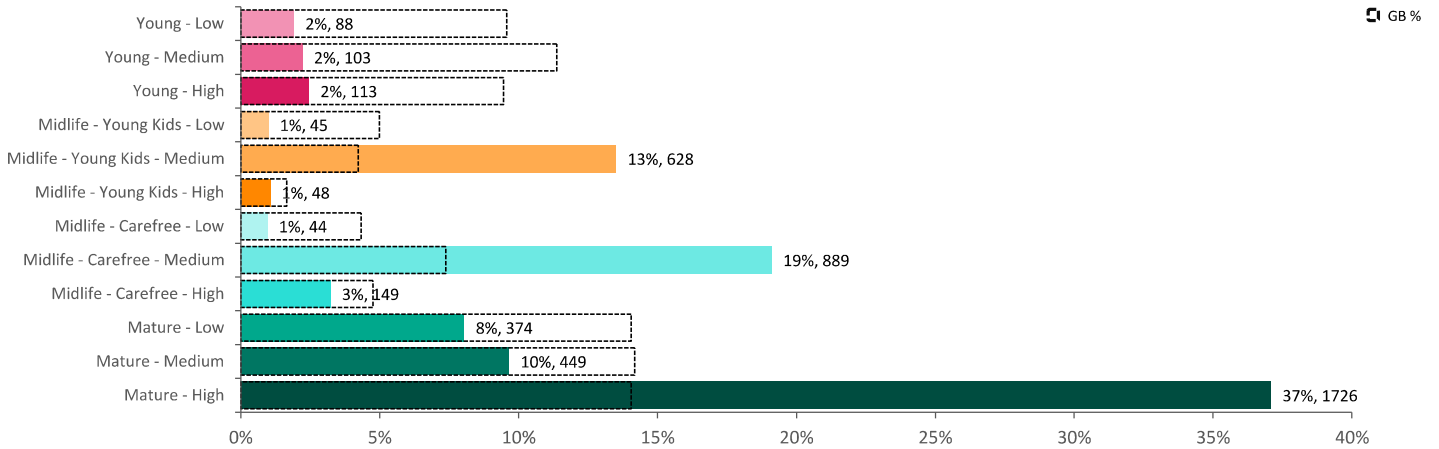
Audience Classification by Polaris Plus

Base: GB



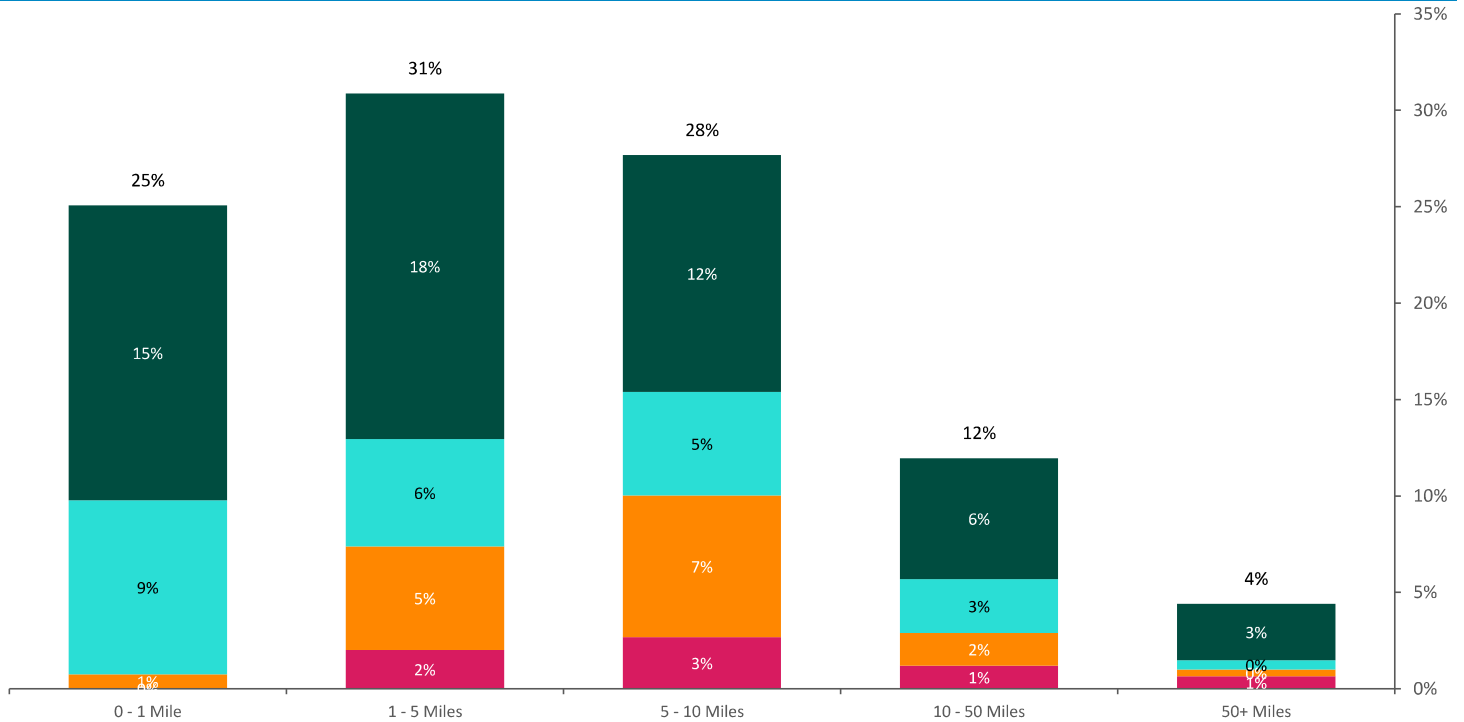
Mobile Data Summary - Bull

Polaris Plus Profile



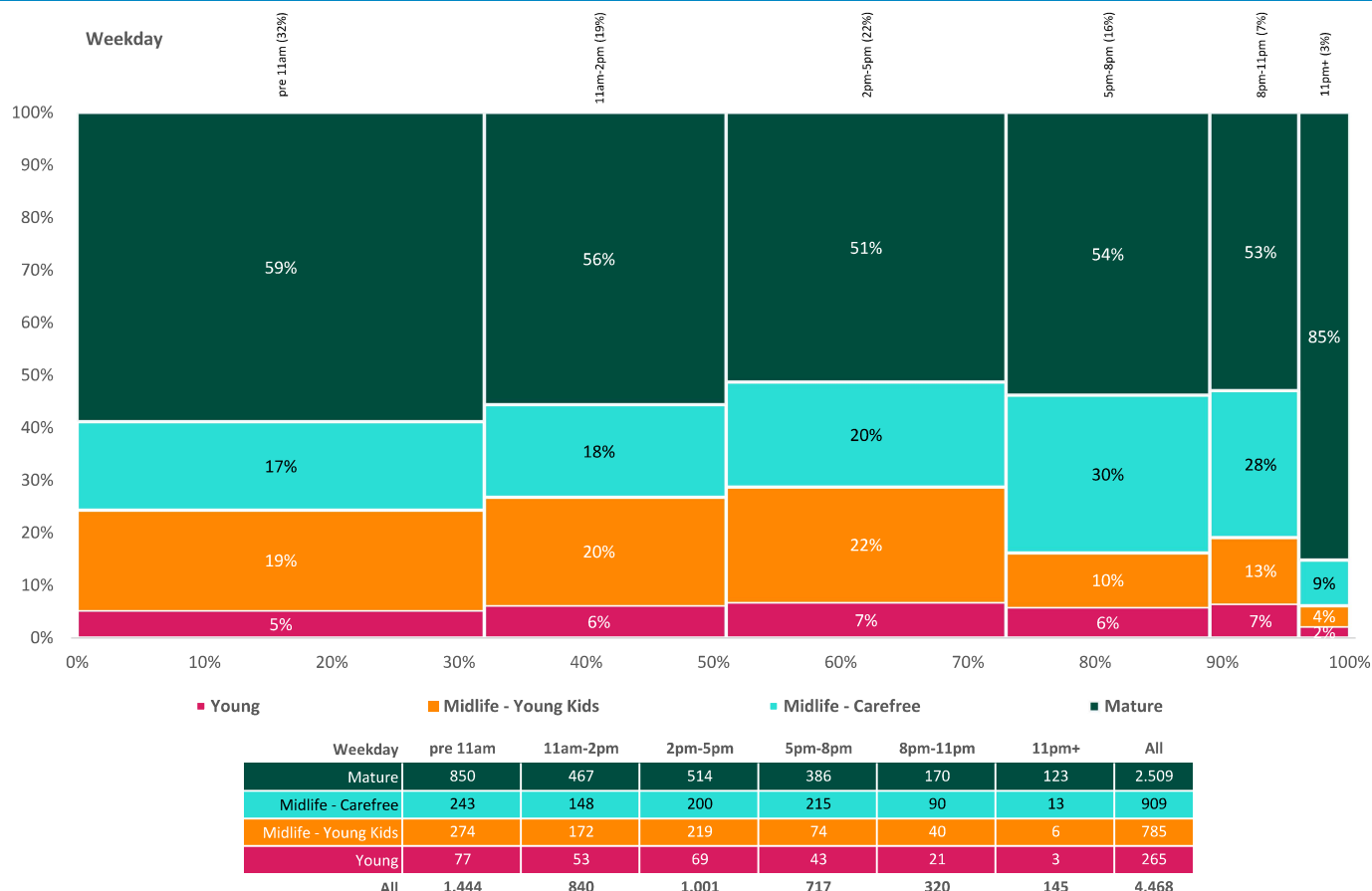
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

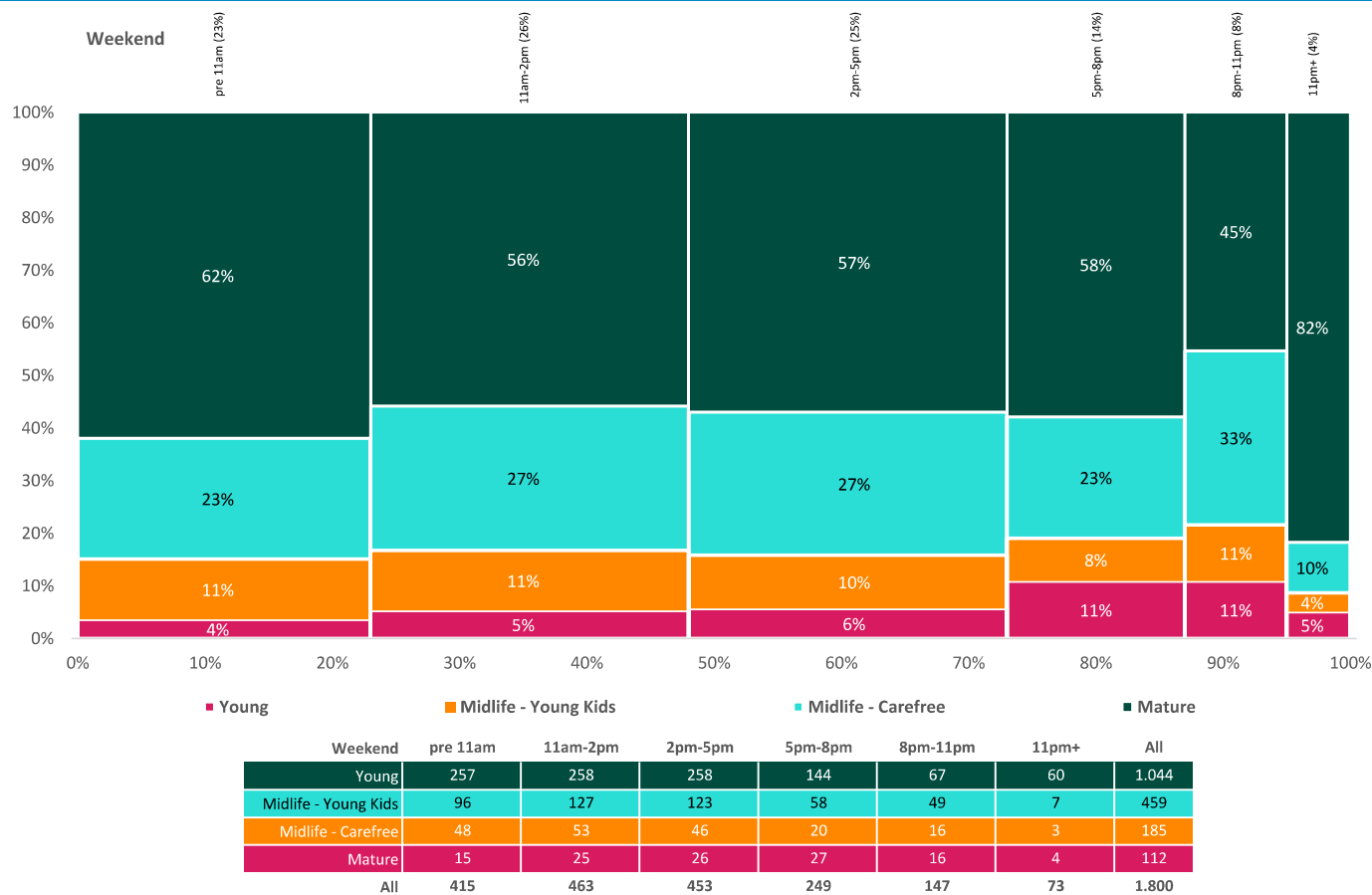


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

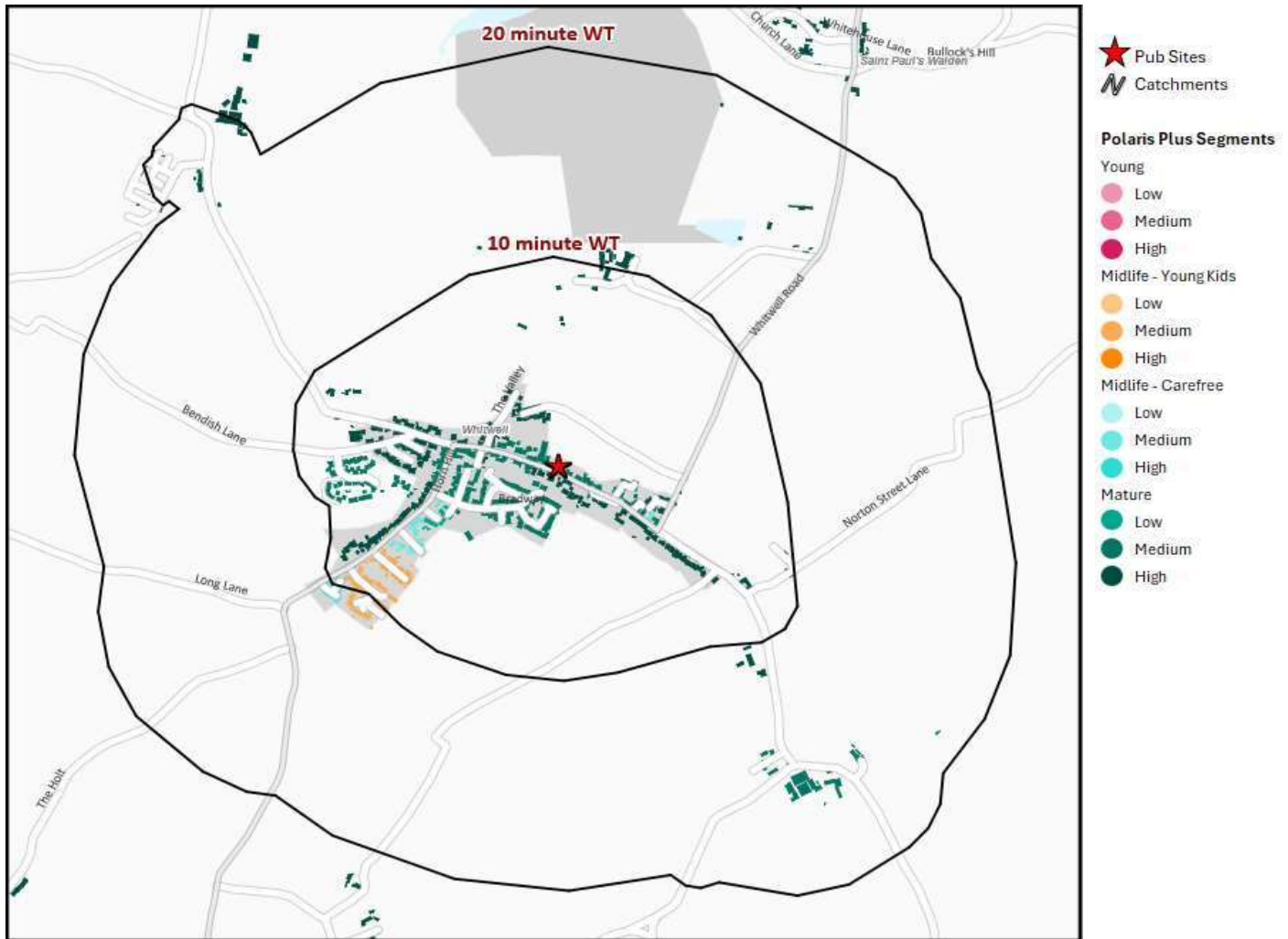


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Bull

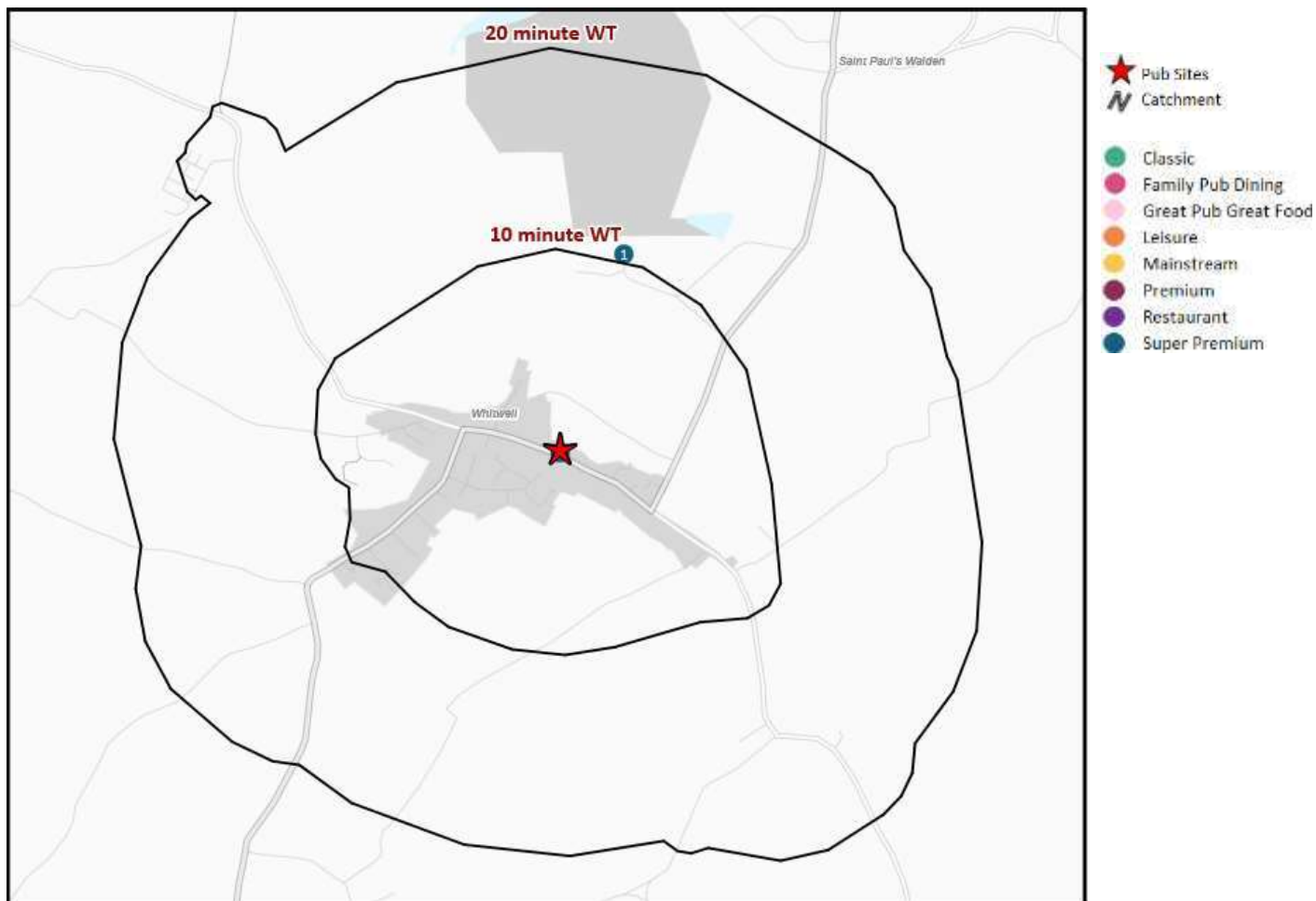


Polaris Plus Profile by Catchment

*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	0	8.532	0	0	39
Medium	0	0	21.838	0	0	89
High	0	0	16.144	0	0	109
Midlife - Young Kids						
Low	0	0	3.162	0	0	25
Medium	115	115	29.947	311	229	305
High	0	0	3.191	0	0	123
Midlife - Carefree						
Low	0	0	5.199	0	0	55
Medium	62	71	35.936	104	87	226
High	0	0	14.597	0	0	144
Mature						
Low	11	11	20.055	10	7	67
Medium	396	424	7.676	302	238	22
High	252	514	53.476	200	301	160
Not Private Households	0	0	2.605	0	0	109
Total	836	1.135	222.358			

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	Bull	SG 4 8AG	Farr Brew	Super Premium	8,1%	82,9%	0,00
1	Strathmore Arms	SG 4 8BP	Unknown	Super Premium	1,9%	83,8%	0,39
2	Boot	SG 4 8PT	Admiral Taverns Ltd	Super Premium	4,1%	75,2%	1,86
3	Red Lion	SG 4 7UD	Independent Free	Super Premium	11,4%	83,1%	2,27
4	Red Lion	SG 4 8NU	Admiral Taverns Ltd	Super Premium	8,4%	92,2%	2,27
5	John Clements Sports and Community Centre	SG 4 8XY	Independent Free	Leisure	2,0%	80,0%	2,50
6	Plough	SG 4 8LA	Admiral Taverns Ltd	Super Premium	6,6%	81,7%	2,53
7	Codicote Sports and Social Club	SG 4 8XX	Independent Free	Leisure	2,1%	81,9%	2,57
8	Curry Spice	SG 4 8XE	Independent Free	Restaurant	0,0%	0,0%	2,60
9	Goat	SG 4 8XE	Star Pubs & Bars	Premium	10,7%	88,0%	2,60
10	Globe	SG 4 8UA	McMullen & Sons Ltd	Premium	0,0%	0,0%	2,69
11	Brocket Arms	AL 6 9BT	Independent Free	Great Pub Great Food	6,3%	55,8%	2,72
12	Rusty Gun	SG 4 7PG	Innventure	Great Pub Great Food	10,6%	55,8%	2,75
13	Knebworth Barns Restaurant	SG 3 6PY	Independent Free	Restaurant	0,0%	0,0%	2,76
14	Knebworth Park Cricket Club	SG 3 6PY	Independent Free	Leisure	0,0%	0,0%	2,76
15	Lytton Arms	SG 3 6QB	Anglian Country Inns Ltd	Super Premium	18,4%	69,1%	2,79
16	Bright Star	LU 2 9PR	Independent Free	Super Premium	0,4%	54,2%	2,89
17	Cross Keys	AL 4 8LA	Independent Free	Great Pub Great Food	5,4%	77,0%	2,98
18	Tranquil Turtle	SG 1 2HP	Greene King	Great Pub Great Food	0,0%	0,0%	3,27
19	Premier Inn	SG 1 2DA	Whitbread Hotels	Family Pub Dining	3,7%	11,9%	3,27
20	Barn Tea Green	LU 2 8PS	Admiral Taverns Ltd	Leisure	0,0%	0,0%	3,31

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 - Bull

■ 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+	836	1,135	222,358
Number of Competition Pubs	1	2	382
Adults 18+ per Competition Pub	836	568	582

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	40	4,8%	61
Family Pub Dining	0	67	8,1%	89
Great Pub Great Food	0	169	20,3%	121
Leisure	0	91	10,9%	109
Mainstream	0	110	13,2%	94
Premium	0	131	15,6%	109
Restaurant	0	193	23,0%	100
Super Premium	1	35	4,2%	106

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	49	4,3%	55
Family Pub Dining	0	85	7,5%	83
Great Pub Great Food	0	242	21,3%	127
Leisure	0	125	11,1%	110
Mainstream	0	140	12,3%	88
Premium	0	176	15,5%	108
Restaurant	0	266	23,4%	102
Super Premium	2	51	4,5%	115

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	14	12.202	5,5%	70
Family Pub Dining	14	17.539	7,9%	87
Great Pub Great Food	53	41.288	18,6%	111
Leisure	74	22.924	10,3%	103
Mainstream	33	26.957	12,1%	87
Premium	64	34.055	15,3%	107
Restaurant	87	53.788	24,2%	105
Super Premium	43	10.939	4,9%	125

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																																								
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Around GB Average	Index value is >= 95 and < 105																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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.																																									
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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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