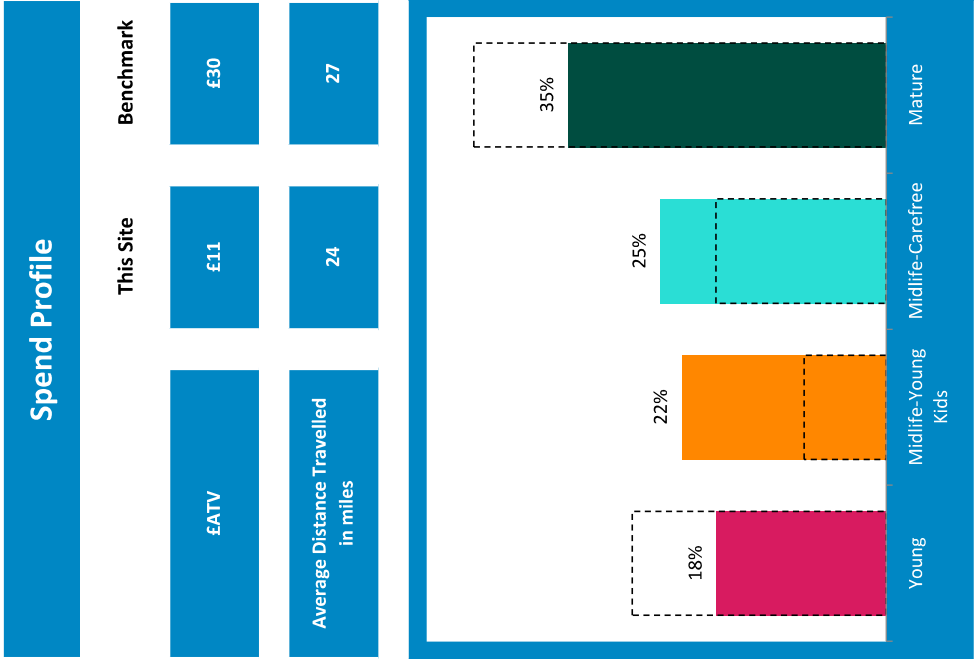
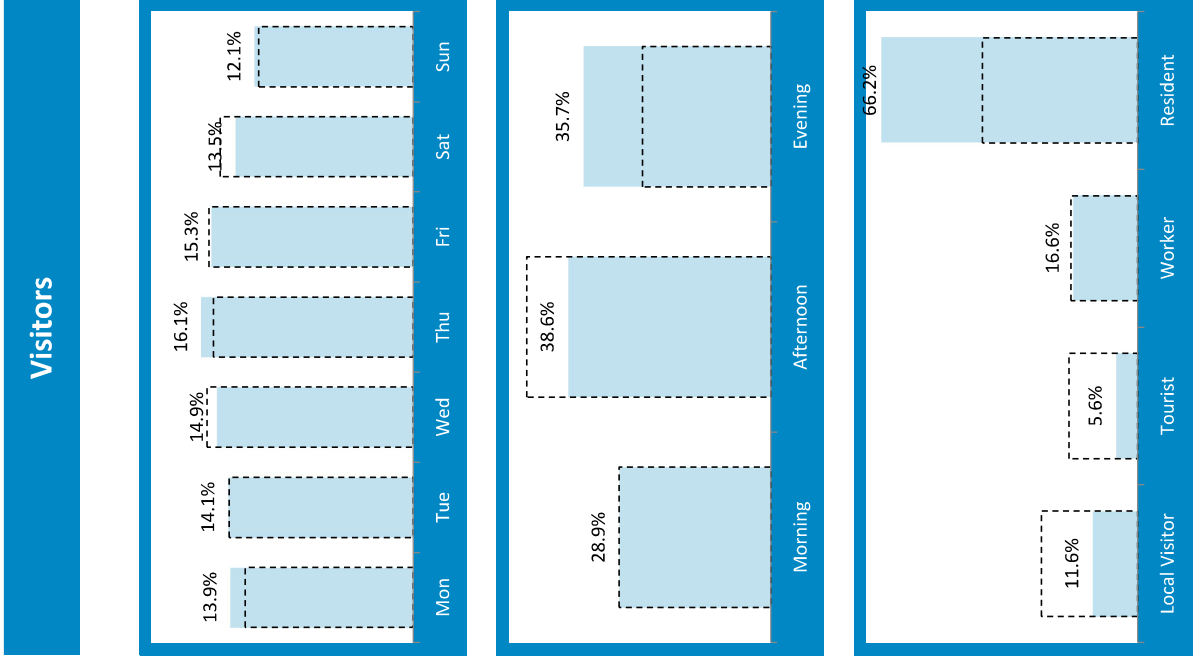


Area Quick Stats			
Total Pop	This Site 10 min WT	Benchmark 10 min WT	
	6.179	5.344	
Adult Pop	4.807	4.529	
Affluence	Low	12%	33%
	Medium	57%	38%
	High	31%	27%
Young	5%	28%	
Midlife Young Kids	10%	11%	
Midlife Carefree	45%	16%	
Mature	41%	44%	
Competition Count	2	43	



Catchment Summary - Bull

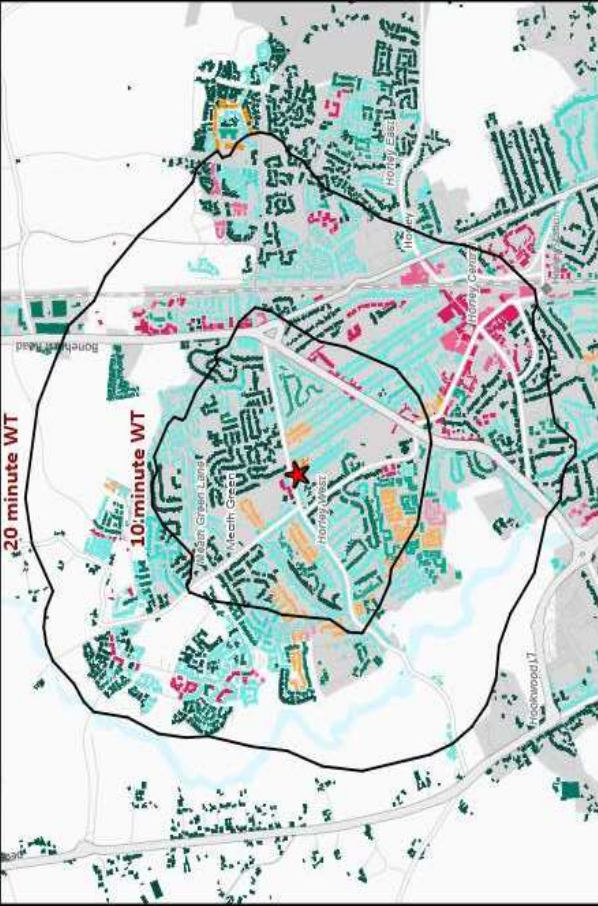
- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime**DT= Drivetime

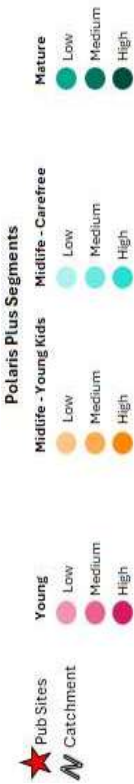
Population	
Adults 18+	
Competition Pubs	
Adults 18+ per Competition Pub	
% Adults Likely to Drink	
Affluence	Low
	Medium
	High
*Affluence does not include Not Private Households	
Mean Net Disposable Income (£pa)	
Age Profile	18-24
	25-34
	35-44
	45-64
	65+

Catchment Size (Counts)			
10 min WT*	20 min WT*	20 min DT**	20 min DT**
6,179	20,003	277,078	
Pop. & Adlt. 18+ Index based on all pubs			
4,807	15,405	214,485	
2	27	330	
2,404	571	650	
80.0%	80.0%	80.0%	
12.0%	7.7%	10.8%	
56.9%	56.0%	48.1%	
31.1%	36.2%	40.4%	
£25,743	£23,718	£24,722	
332	1,137	18,198	
719	3,223	38,375	
883	3,309	42,485	
1,600	4,744	70,694	
1,273	2,992	44,733	

Index vs GB Average			
10 min WT*	20 min WT*	20 min DT**	20 min DT**
116	102	65	
Pop. & Adlt. 18+ Index based on all pubs			
106	94	63	
5	26	42	
351	83	95	
100	100	100	
36	23	33	
149	146	126	
113	132	147	
114	105	109	
63	67	77	
86	119	102	
106	122	114	
103	94	102	
107	78	84	

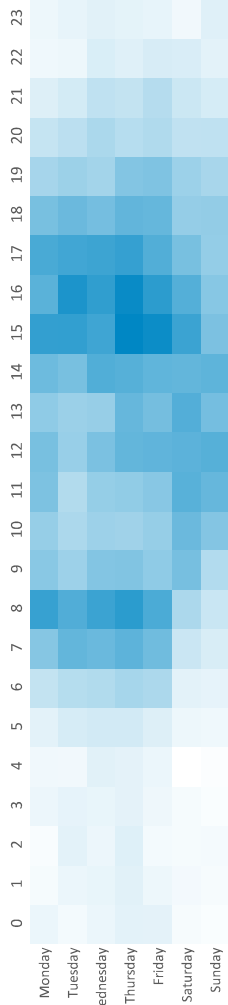


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Mobile Data Summary

Time of Day/Day of Week



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Not Private Households

Total

4,807 15,405 214,485

0 15 1,448

1,947 5,401 79,948

2,143 6,390 55,814

496 958 32,378

221 2,641 44,897

17 95 283

62 57 263

75 138 165

84 805 5,580

Per Pub - Bull

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

Adults 18+4,80715,405214,485

Number of Competition Pubs227330

Adults 18+ per Competition Pub2,404571650

WT= Walktime, DT= Drivetime

Over GB Average

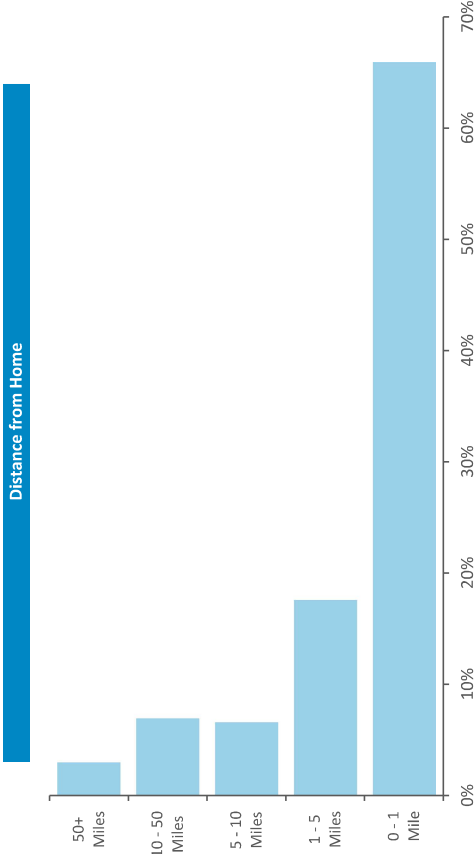
Around GB Average

Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	221	4,6%	59
Family Pub Dining	0	387	8,1%	89
Great Pub Great Food	0	934	19,4%	116
Leisure	1	526	11,0%	109
Mainstream	0	584	12,1%	87
Premium	1	762	15,9%	111
Restaurant	0	1,153	24,0%	104
Super Premium	0	240	5,0%	127

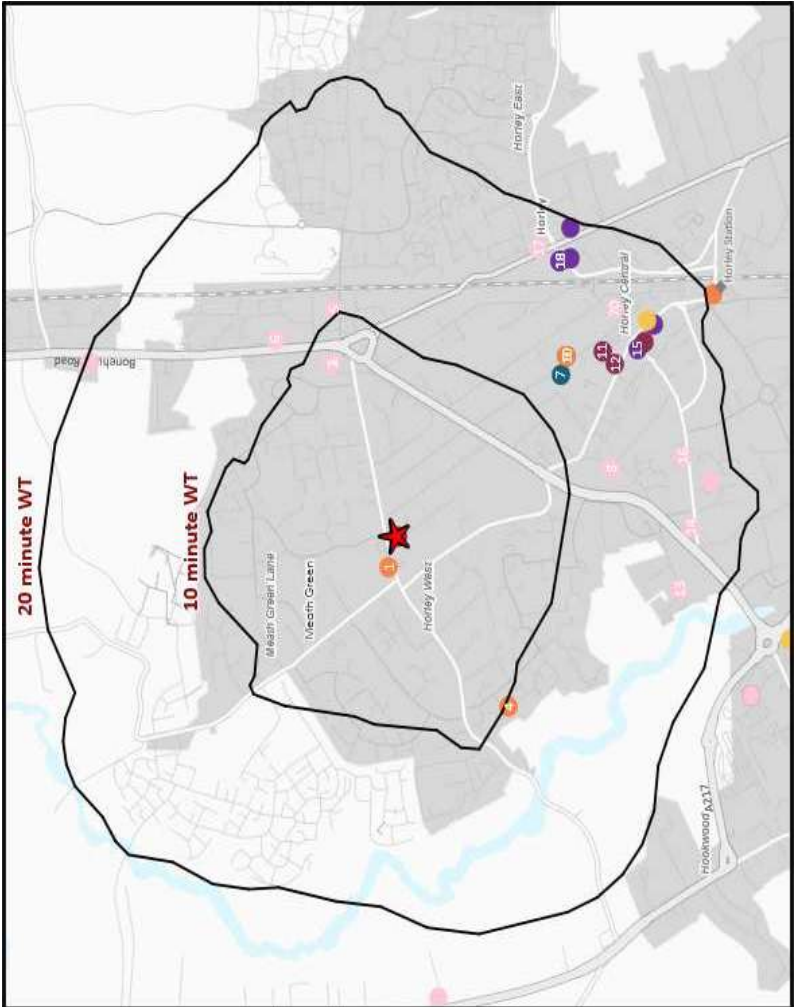
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	687	4,5%	57
Family Pub Dining	0	1,163	7,6%	83
Great Pub Great Food	10	2,997	19,5%	116
Leisure	4	1,646	10,7%	106
Mainstream	1	1,811	11,8%	84
Premium	5	2,482	16,1%	113
Restaurant	6	3,781	24,6%	107
Super Premium	1	819	5,3%	135

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	10,481	4,9%	62
Family Pub Dining	12	16,297	7,6%	84
Great Pub Great Food	82	40,837	19,0%	114
Leisure	55	22,296	10,4%	103
Mainstream	23	25,421	11,9%	85
Premium	57	33,872	15,8%	110
Restaurant	62	52,661	24,6%	107
Super Premium	35	11,125	5,2%	132



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Competition - Bull



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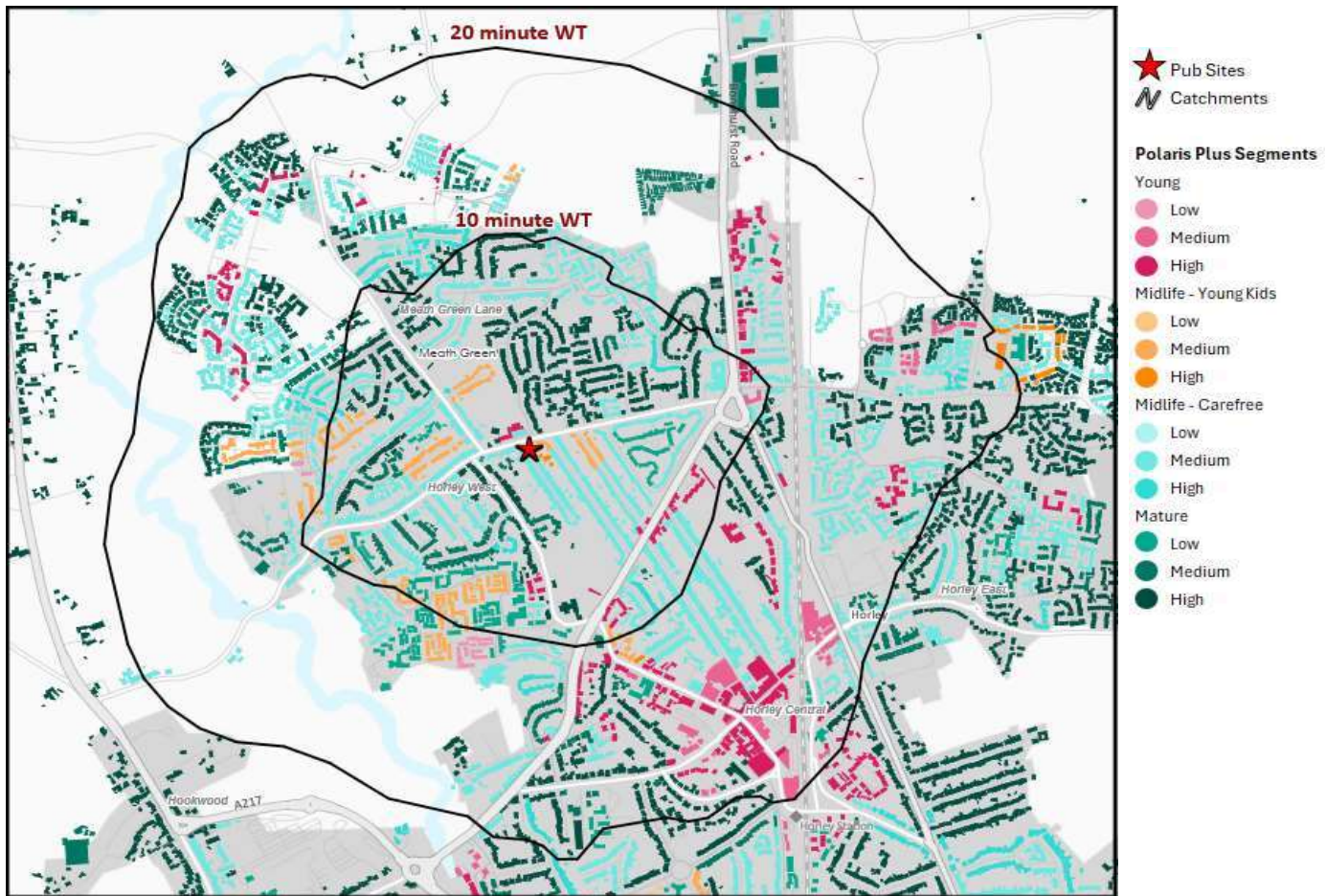
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
5	Farmhouse	RH 6 8PB	Stonegate Pub Company	Great Pub Gre.	24.2%	0.49
13	Ye Olde Six Bells	RH 6 8AD	Mitchells & Butlers	Great Pub Gre.	18.2%	0.65
17	Kings Head	RH 6 9HY	Stonegate Pub Company	Great Pub Gre.	16.8%	0.67
12	Foresters	RH 6 7AB	Stonegate Pub Company	Premium	12.6%	0.61
19	Blue Lake	RH 6 9HW	Independent Free	Restaurant	9.6%	0.68
18	New Curry Bengal	RH 6 9HW	Independent Free	Restaurant	7.0%	0.68
20	Airfield Tavern	RH 6 7BB	Red Oak Taverns	Great Pub Gre.	6.8%	0.68
1	Horley Cricket and Hockey Club	RH 6 8BG	Independent Free	Leisure	4.1%	0.07
0	Bull	RH 6 8DE	Star Pubs & Bars	Premium	0.7%	0.00
14	Corner House	RH 6 7ED	Independent Free	Great Pub Gre.	0.0%	0.67
8	Gatwick White House Hotel	RH 6 7EX	Independent Free	Great Pub Gre.	0.0%	0.51
2	Four Points By Sheridan	RH 6 8PH	Marriott International	Great Pub Gre.	0.0%	0.39
3	Halt and Pull	RH 6 8PH	Independent Free	Great Pub Gre.	0.0%	0.39
4	Horley Town Football Club	RH 6 8SP	Independent Free	Leisure	0.0%	0.43
6	Gatwick Skyline Hotel	RH 6 8QG	*Other Small Retail Groups	Great Pub Gre.	0.0%	0.49
7	Horley and District Constitutional	RH 6 7HB	Independent Free	Super Premium	0.0%	0.50
9	Horley Day Centre	RH 6 7JA	Independent Free	Leisure	0.0%	0.53
10	Albert Road Sports and Social Clu	RH 6 7JA	Independent Free	Premium	0.0%	0.53
11	Basement	RH 6 7AF	Independent Free	Premium	0.0%	0.60
15	Borito Pan Asian	RH 6 7PP	Independent Free	Restaurant	0.0%	0.67
16	Belmont House Hotel	RH 6 7DS	Independent Free	Great Pub Gre.	0.0%	0.67

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

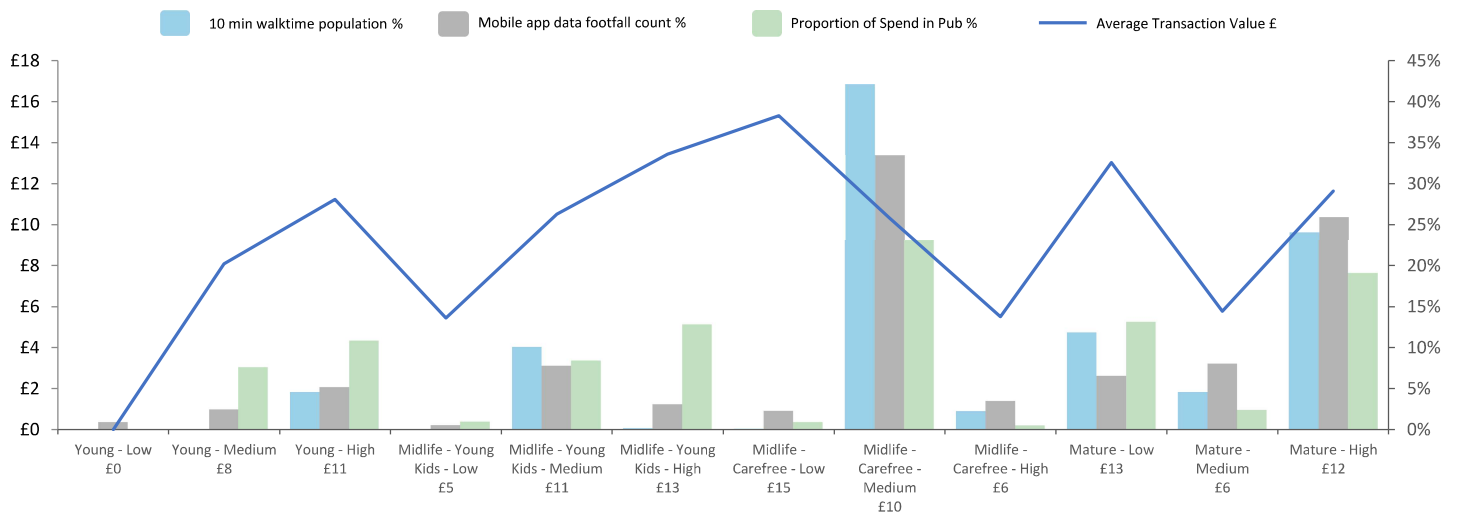
Catchment Summary - Bull

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
108684	Bull	RH 6 8DE	Star Pubs & Bars	Premium	14



Polaris Plus Profile



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	6.179	20.003	277.078	116	102	65
Adults 18+	4.807	15.405	214.485	106	94	63
Competition Pubs	2	27	330	5	26	42
Adults 18+ per Competition Pub	2.404	571	650	351	83	95
% Adults Likely to Drink	80,0%	80,0%	80,0%	100	100	100

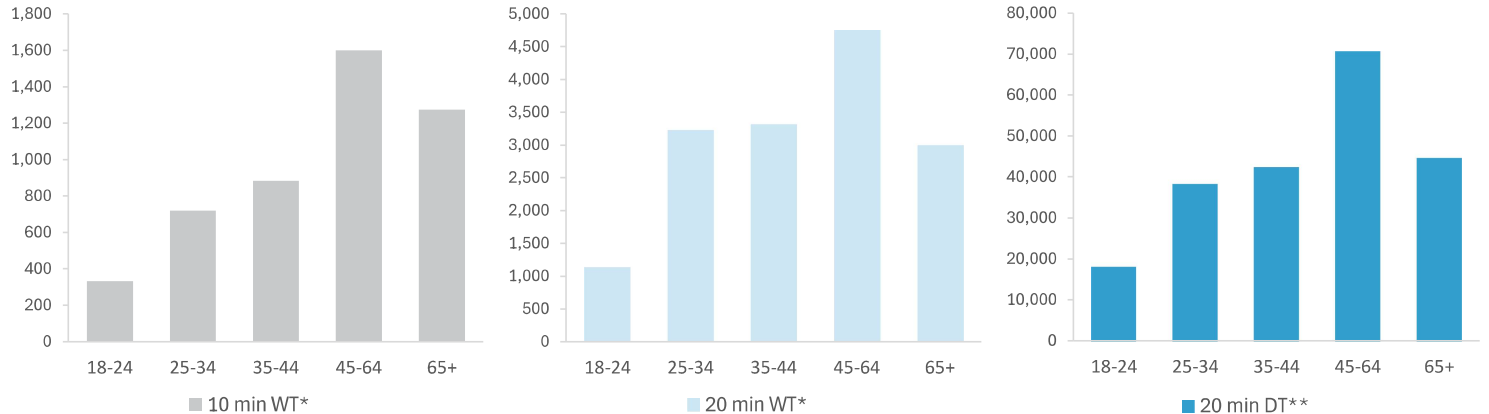
Population & Adults 18+ index is based on all pubs

Affluence	Low	12,0%	7,7%	10,8%	36	23	33
	Medium	56,9%	56,0%	48,1%	149	146	126
	High	31,1%	36,2%	40,4%	113	132	147

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£25.743	£23.718	£24.722	114	105	109
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	332	1.137	18.198	63	67	77
	25-34	719	3.223	38.375	86	119	102
	35-44	883	3.309	42.485	106	122	114
	45-64	1.600	4.744	70.694	103	94	102
	65+	1.273	2.992	44.733	107	78	84

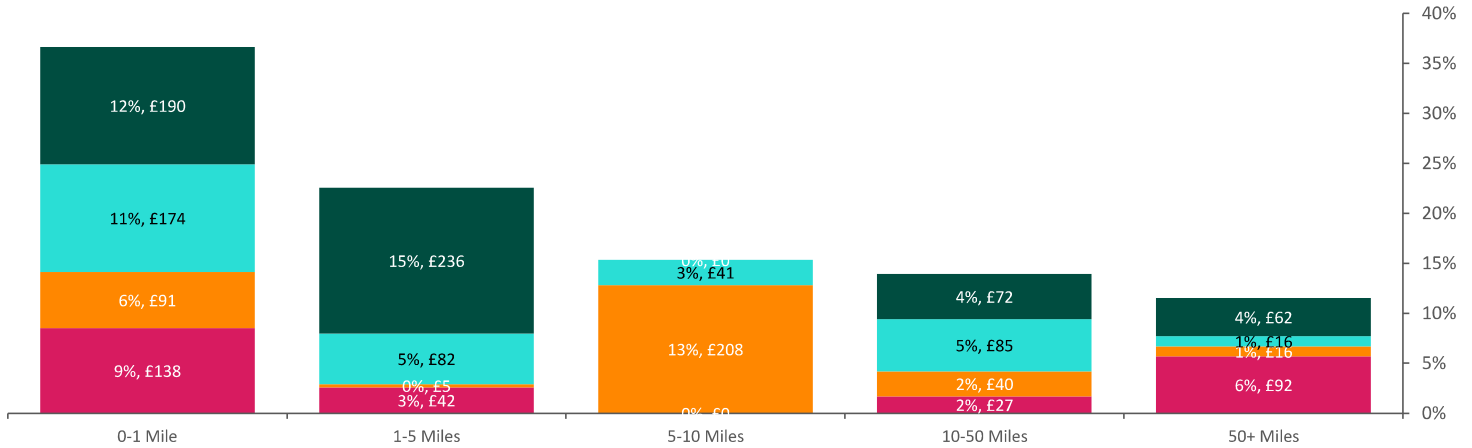


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	3,009 (49%)	9,934 (50%)	137,402 (50%)	99	101	101
Female	3,170 (51%)	10,069 (50%)	139,676 (50%)	101	99	99
Economic Status (16+)						
Employed: Full-time	1,771 (36%)	6,775 (43%)	86,124 (39%)	105	126	114
Employed: Part-time	656 (13%)	2,134 (13%)	29,254 (13%)	110	113	110
Self employed	512 (10%)	1,520 (10%)	22,939 (10%)	111	103	112
Unemployed	149 (3%)	492 (3%)	7,283 (3%)	109	113	120
Full-time student	69 (1%)	220 (1%)	3,823 (2%)	56	56	69
Retired	1,198 (24%)	2,835 (18%)	40,956 (18%)	111	82	85
Other	622 (12%)	1,883 (12%)	31,293 (14%)	70	67	79
Total Worker Count	495	5.259	127.967			

See the Glossary page for further information on the above variables

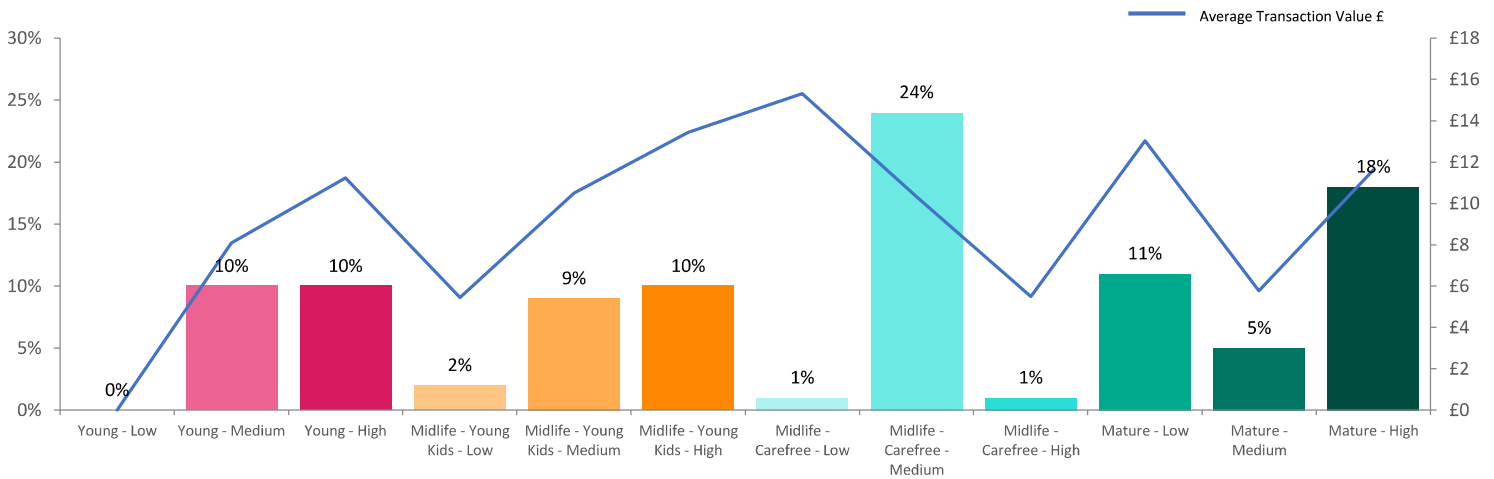
Transactional Data Summary - Bull

Spend by Polaris and Distance from Home



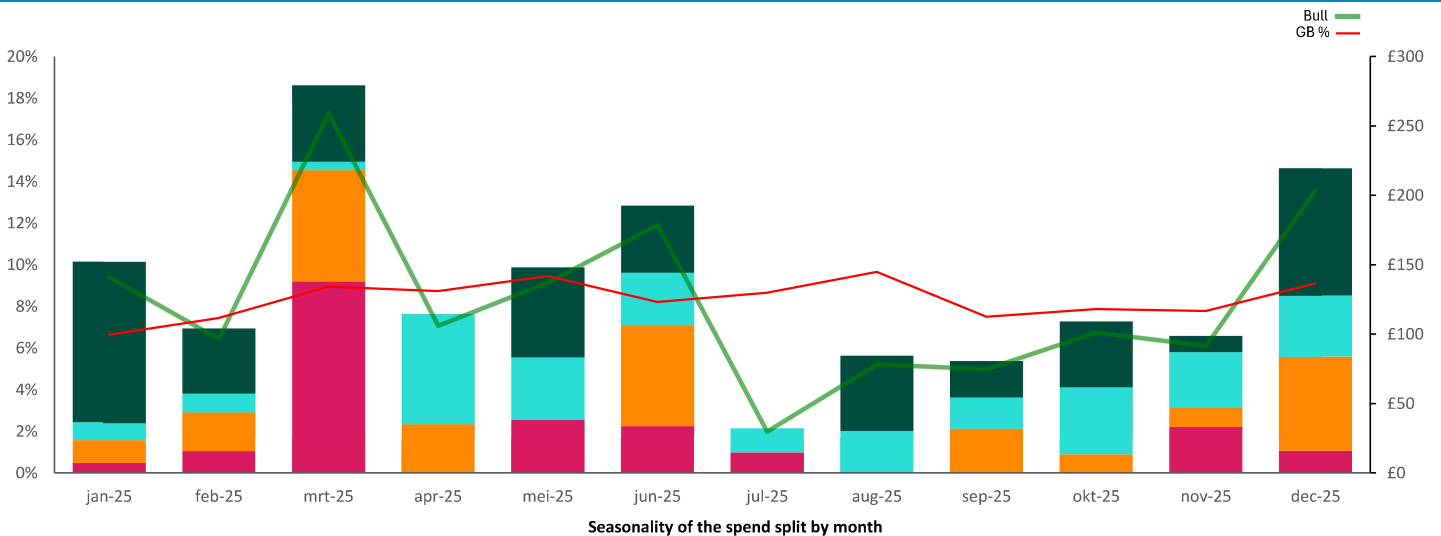
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



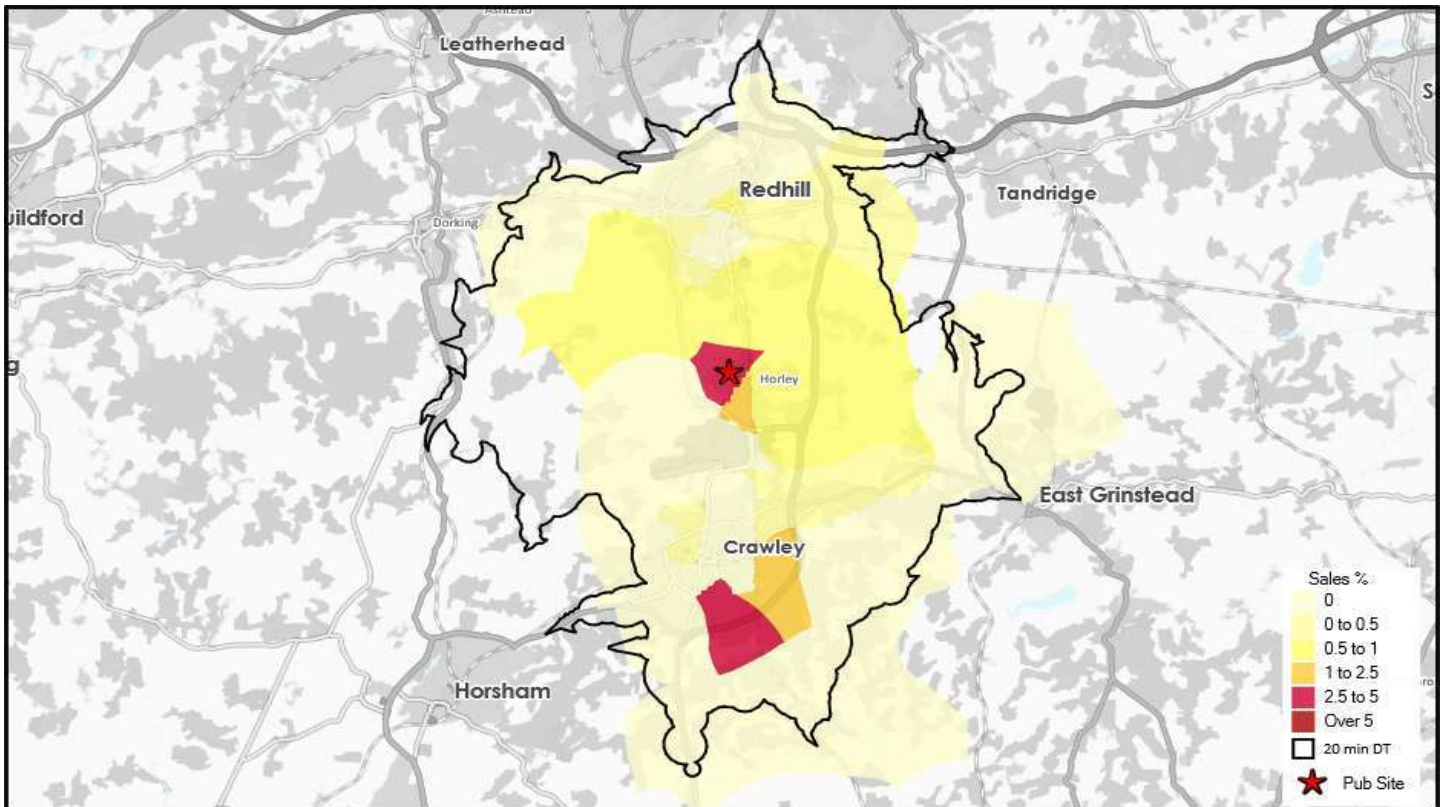
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



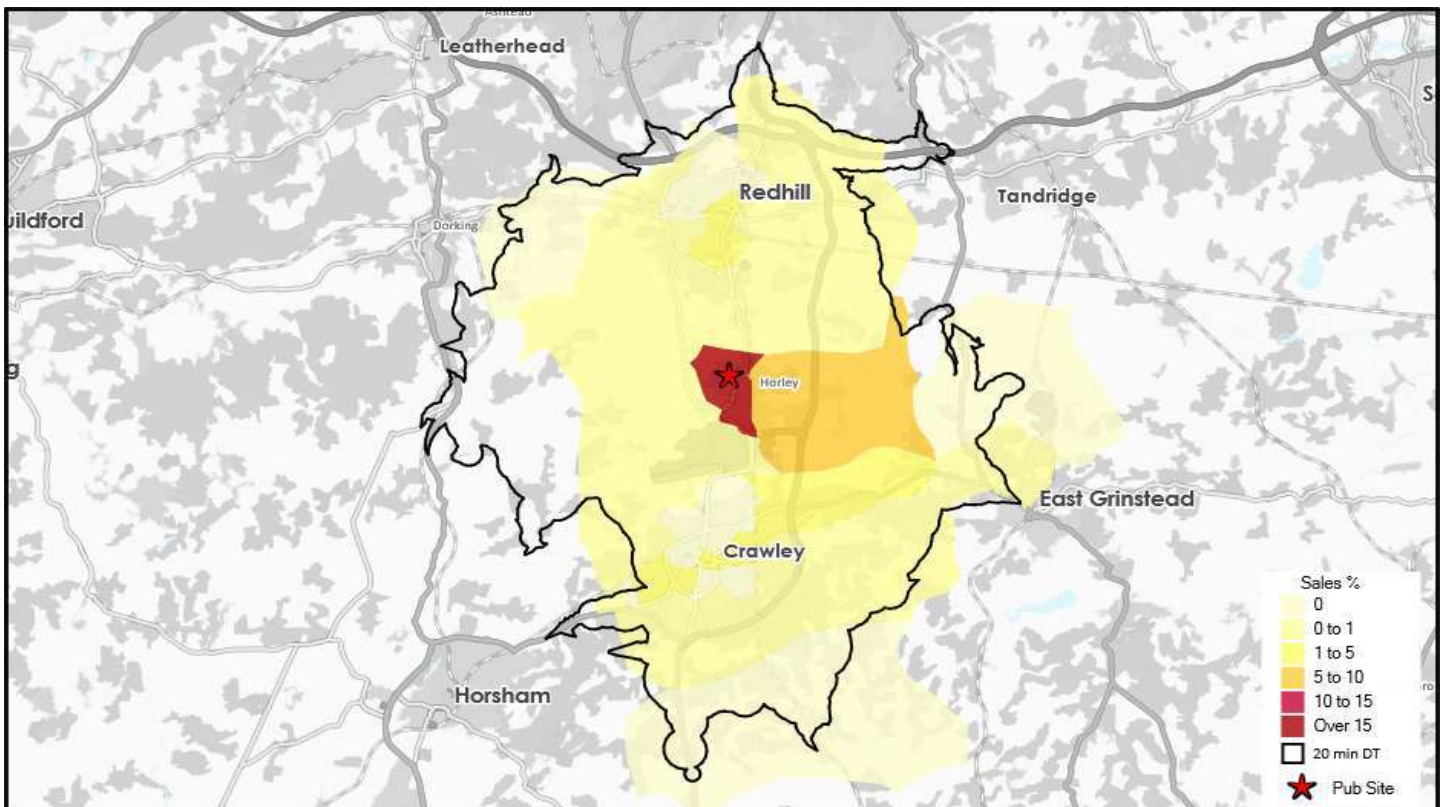
Seasonality of the spend split by month

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

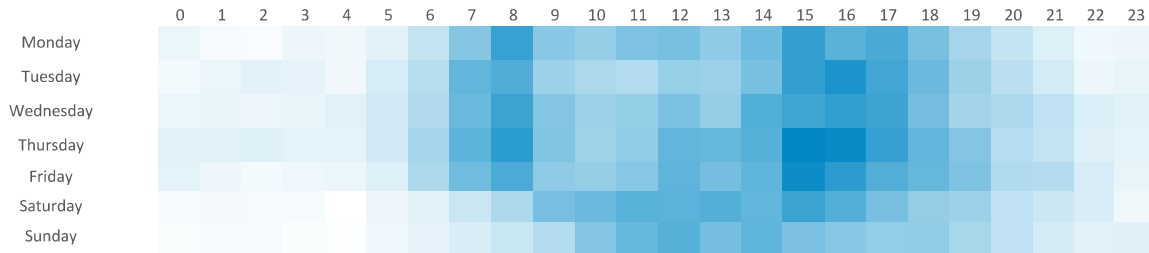
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Bull



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

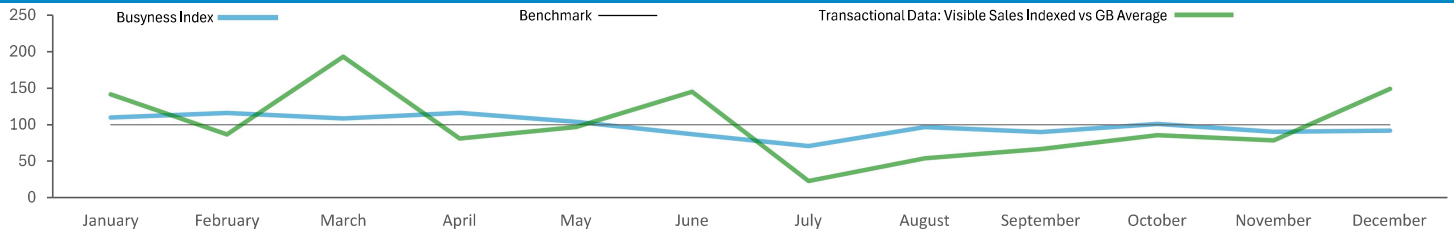
Mobile Data Summary - Bull

Time of Day/Day of Week



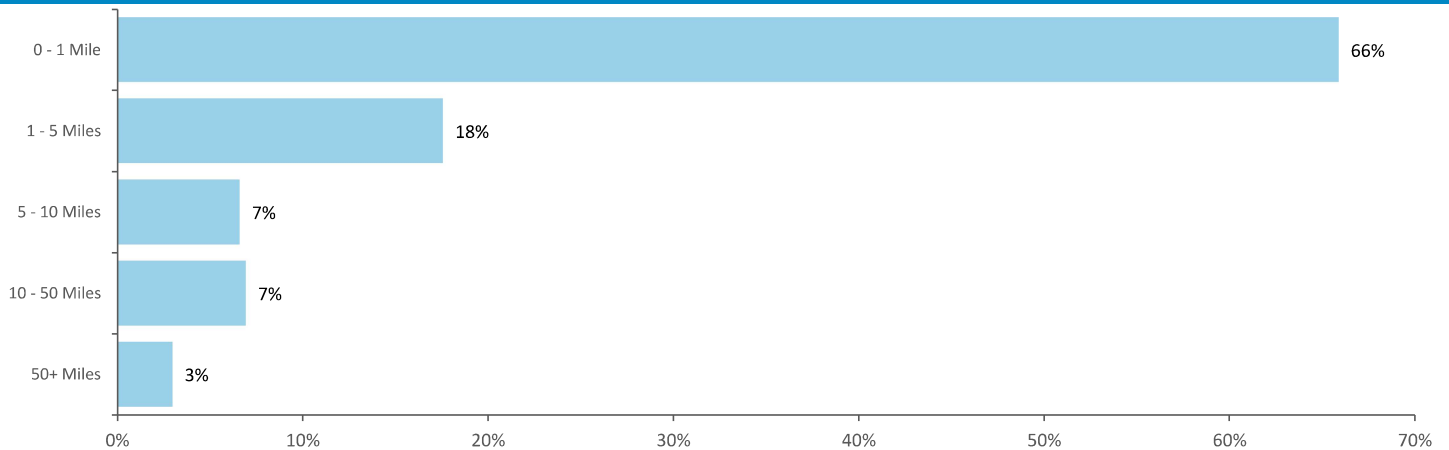
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

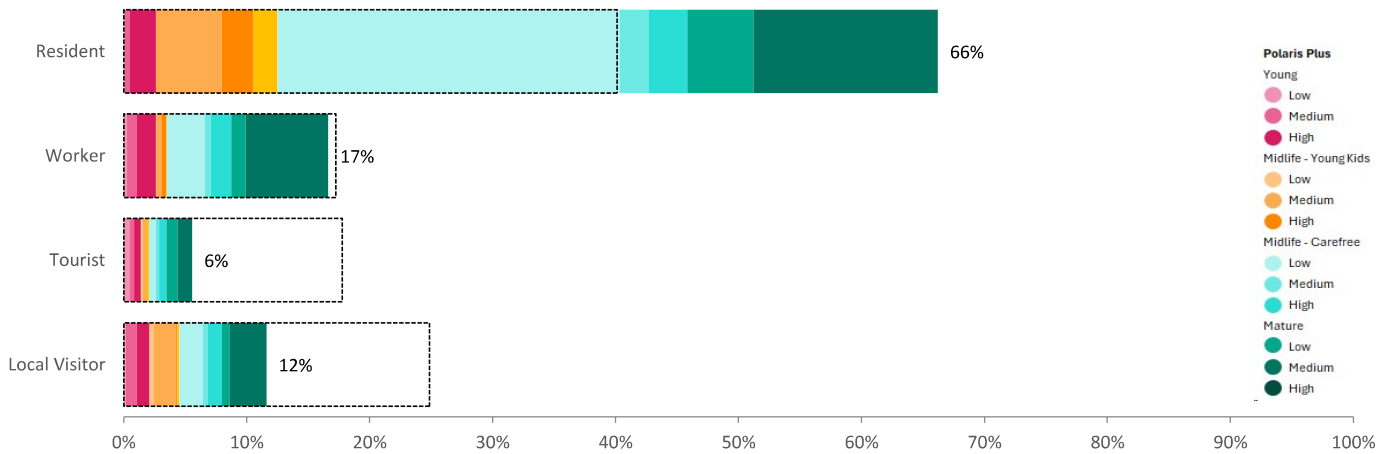
Distance from Home



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

Audience Classification by Polaris Plus

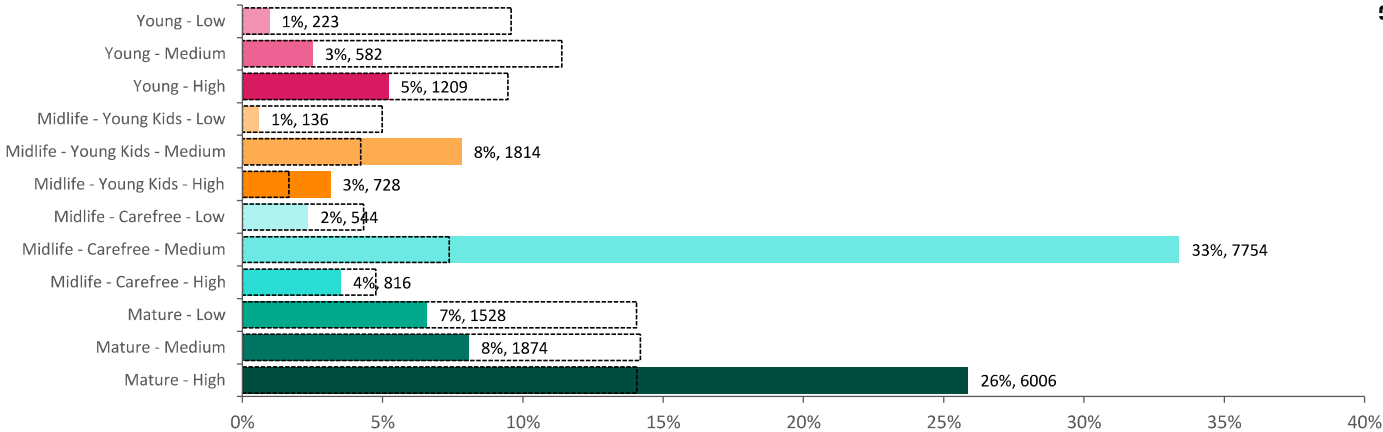
Base: GB



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

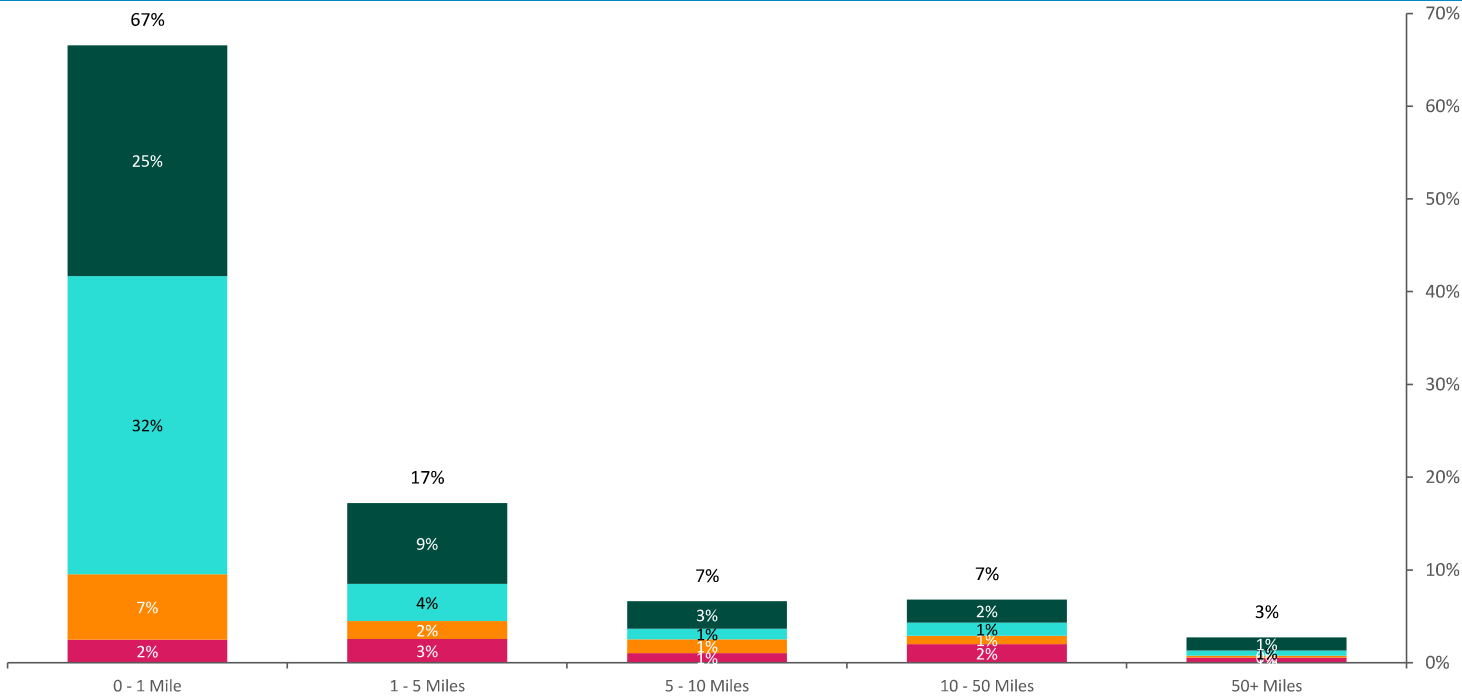
Polaris Plus Profile

GB %



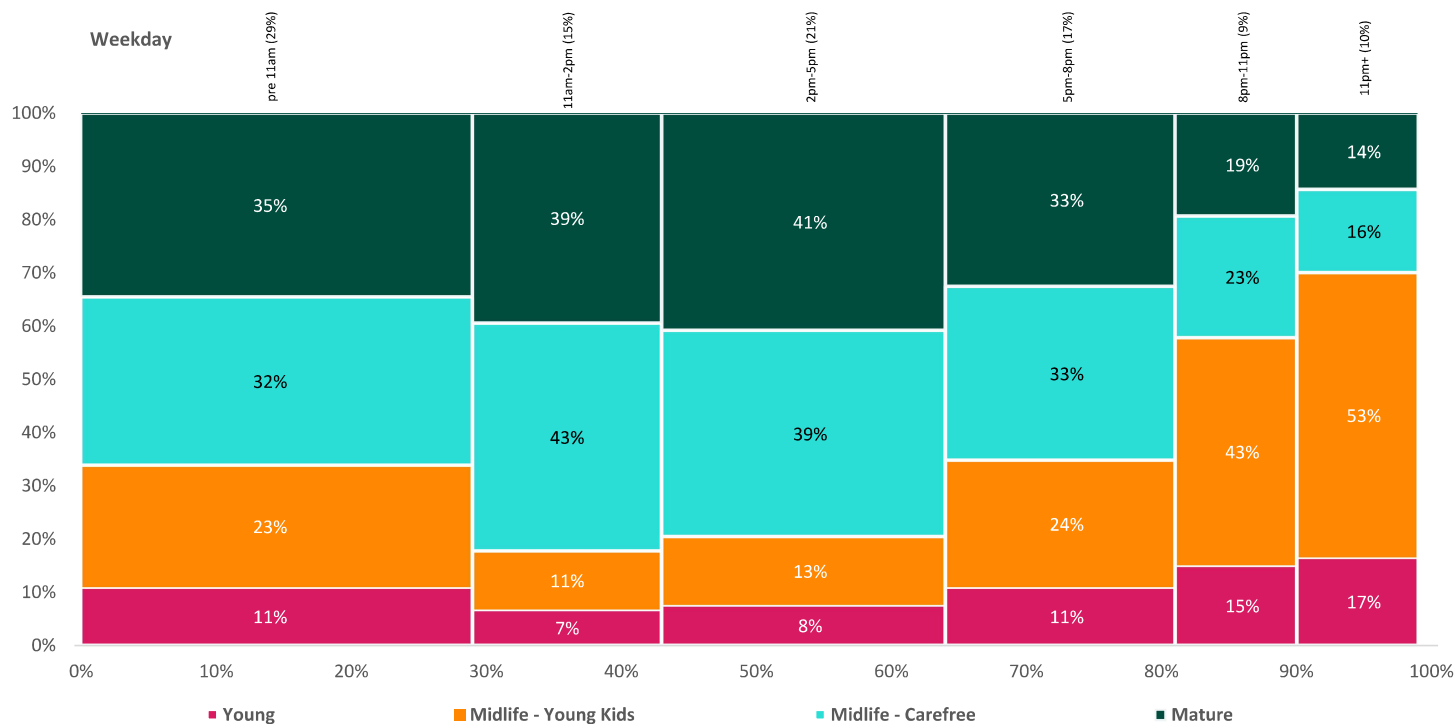
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



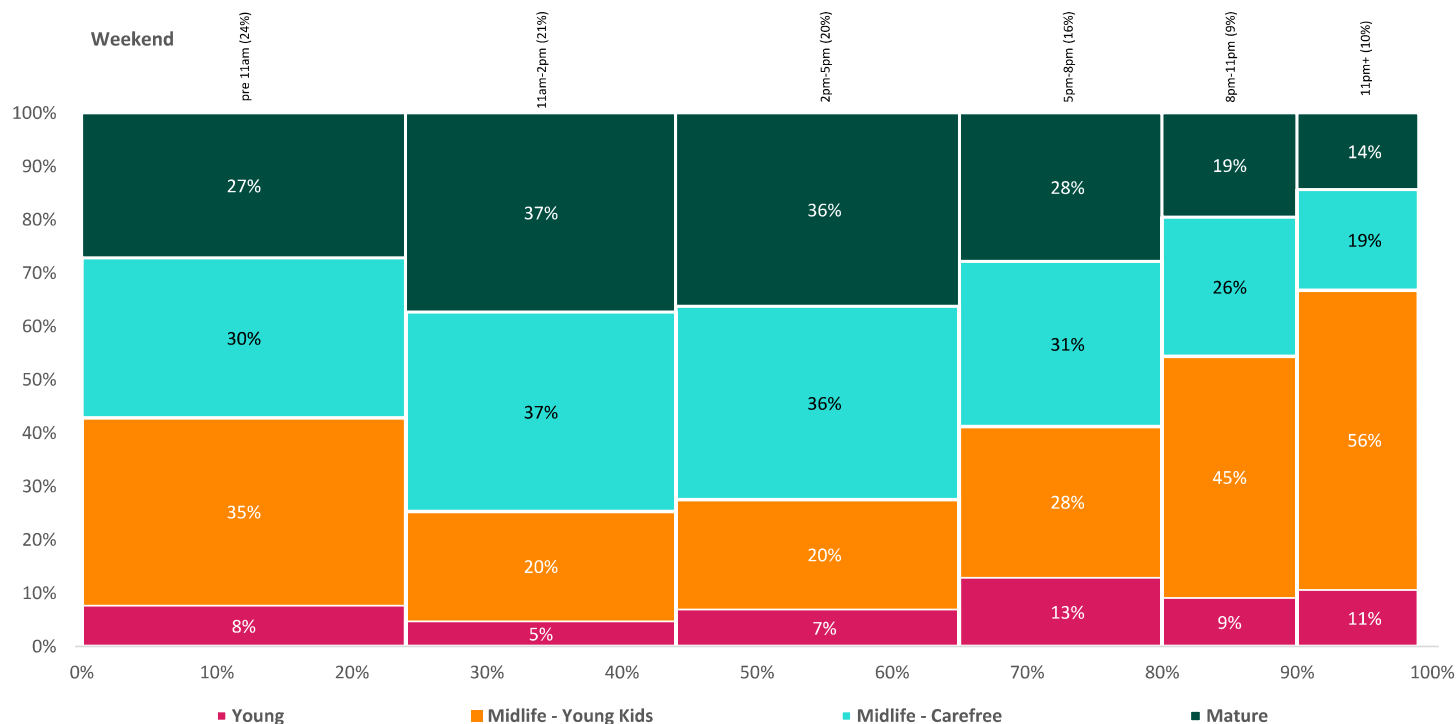
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2.970	1.689	2.530	1.600	484	409	9.683
Midlife - Carefree	2.717	1.834	2.402	1.604	573	447	9.576
Midlife - Young Kids	1.973	472	798	1.173	1.071	1.527	7.014
Young	938	289	469	536	377	472	3.080
All	8.597	4.283	6.199	4.914	2.505	2.854	29.353

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

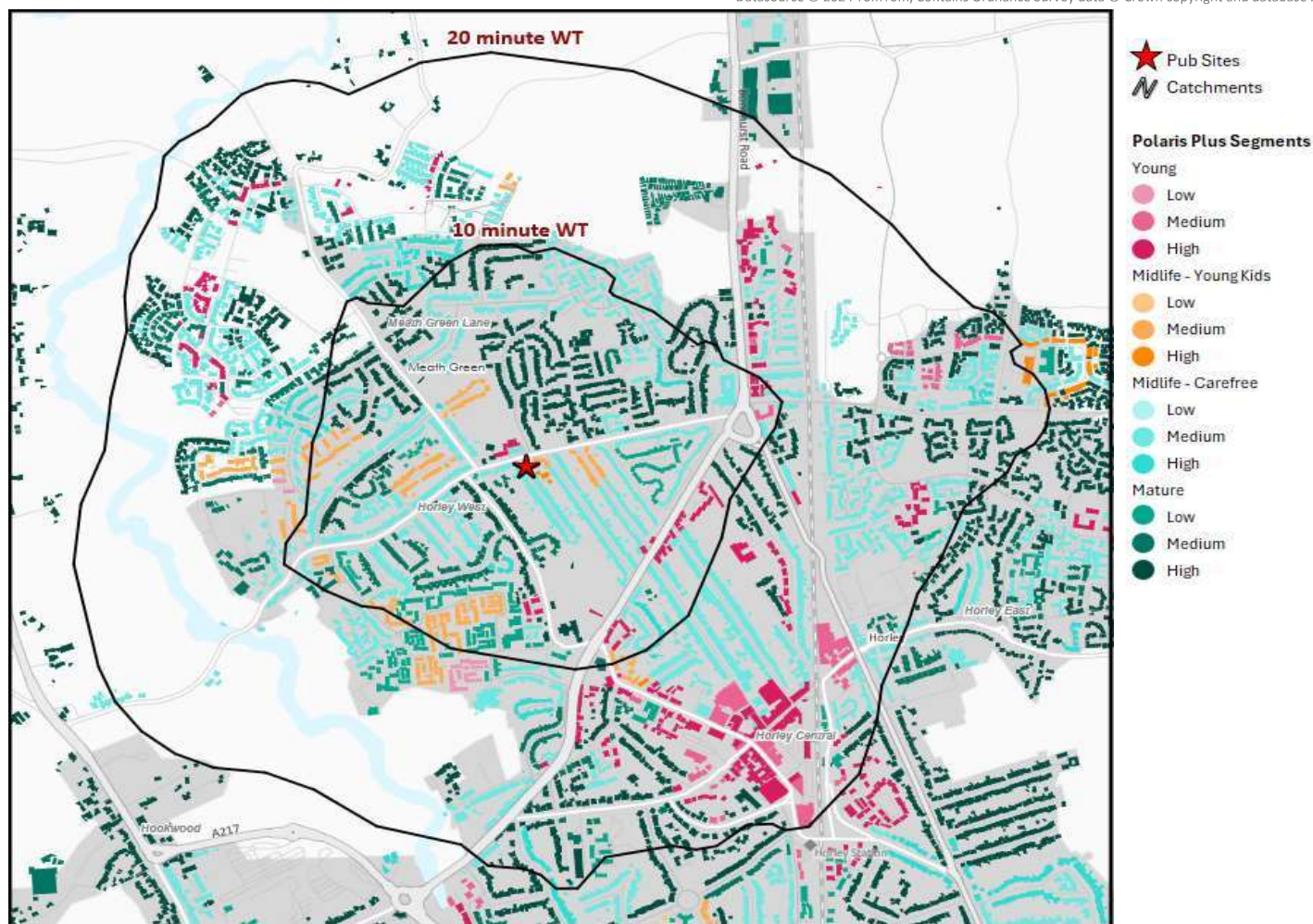


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	665	788	750	440	186	139	2.969
Midlife - Young Kids	736	791	755	491	250	184	3.207
Midlife - Carefree	858	433	425	448	431	546	3.140
Mature	191	103	146	206	88	105	840
All	2.449	2.115	2.076	1.586	955	975	10.156

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

Page 11 of 15

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	116	2.859	0	8	14
Medium	0	583	17.944	0	34	76
High	221	1.942	24.094	69	189	168
Midlife - Young Kids						
Low	0	0	2.453	0	0	20
Medium	485	930	27.587	228	137	291
High	11	28	2.338	20	16	93
Midlife - Carefree						
Low	7	7	2.816	3	1	31
Medium	2.026	5.931	45.446	589	538	296
High	110	452	7.552	50	64	77
Mature						
Low	570	1.064	15.125	88	51	52
Medium	222	1.182	12.268	29	49	36
High	1.155	3.155	52.555	160	136	163
Not Private Households	0	15	1.448	0	9	63
Total	4.807	15.405	214.485			

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	RH 6 8DE	Star Pubs & Bars	Premium	0,7%	72,0%	0,00
1	Horley Cricket and Hockey Club	RH 6 8BG	Independent Free	Leisure	4,1%	92,8%	0,07
2	Four Points By Sheridan	RH 6 8PH	Marriott International	Great Pub Great Food	0,0%	0,0%	0,39
3	Halt and Pull	RH 6 8PH	Independent Free	Great Pub Great Food	0,0%	0,0%	0,39
4	Horley Town Football Club	RH 6 8SP	Independent Free	Leisure	0,0%	0,0%	0,43
5	Farmhouse	RH 6 8PB	Stonegate Pub Company	Great Pub Great Food	24,2%	78,5%	0,49
6	Gatwick Skylane Hotel	RH 6 8QG	*Other Small Retail Groups	Great Pub Great Food	0,0%	0,0%	0,49
7	Horley and District Constitutional Club	RH 6 7HB	Independent Free	Super Premium	0,0%	0,0%	0,50
8	Gatwick White House Hotel	RH 6 7EX	Independent Free	Great Pub Great Food	0,0%	0,4%	0,51
9	Horley Day Centre	RH 6 7JA	Independent Free	Leisure	0,0%	0,0%	0,53
10	Albert Road Sports and Social Club	RH 6 7JA	Independent Free	Premium	0,0%	0,0%	0,53
11	Basement	RH 6 7AF	Independent Free	Premium	0,0%	0,0%	0,60
12	Foresters	RH 6 7AB	Stonegate Pub Company	Premium	12,6%	73,9%	0,61
13	Ye Olde Six Bells	RH 6 8AD	Mitchells & Butlers	Great Pub Great Food	18,2%	46,6%	0,65
14	Corner House	RH 6 7ED	Independent Free	Great Pub Great Food	0,0%	1,0%	0,67
15	Bonito Pan Asian	RH 6 7PP	Independent Free	Restaurant	0,0%	0,0%	0,67
16	Belmont House Hotel	RH 6 7DS	Independent Free	Great Pub Great Food	0,0%	0,0%	0,67
17	Kings Head	RH 6 9HY	Stonegate Pub Company	Great Pub Great Food	16,8%	79,9%	0,67
18	New Curry Bengal	RH 6 9HW	Independent Free	Restaurant	7,0%	78,1%	0,68
19	Blue Lake	RH 6 9HW	Independent Free	Restaurant	9,6%	89,5%	0,68
20	Airfield Tavern	RH 6 7BB	Red Oak Taverns	Great Pub Great Food	6,8%	74,8%	0,68

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

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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+	4.807	15.405	214.485
Number of Competition Pubs	2	27	330
Adults 18+ per Competition Pub	2.404	571	650

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Classic	0	221	4,6%	59
Family Pub Dining	0	387	8,1%	89
Great Pub Great Food	0	934	19,4%	116
Leisure	1	526	11,0%	109
Mainstream	0	584	12,1%	87
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Restaurant	0	1.153	24,0%	104
Super Premium	0	240	5,0%	127

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	687	4,5%	57
Family Pub Dining	0	1.163	7,6%	83
Great Pub Great Food	10	2.997	19,5%	116
Leisure	4	1.646	10,7%	106
Mainstream	1	1.811	11,8%	84
Premium	5	2.482	16,1%	113
Restaurant	6	3.781	24,6%	107
Super Premium	1	819	5,3%	135

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	10.481	4,9%	62
Family Pub Dining	12	16.297	7,6%	84
Great Pub Great Food	82	40.837	19,0%	114
Leisure	55	22.296	10,4%	103
Mainstream	23	25.421	11,9%	85
Premium	57	33.872	15,8%	110
Restaurant	62	52.661	24,6%	107
Super Premium	35	11.125	5,2%	132

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																																								
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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.																																									
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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.																																									
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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.																																									
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