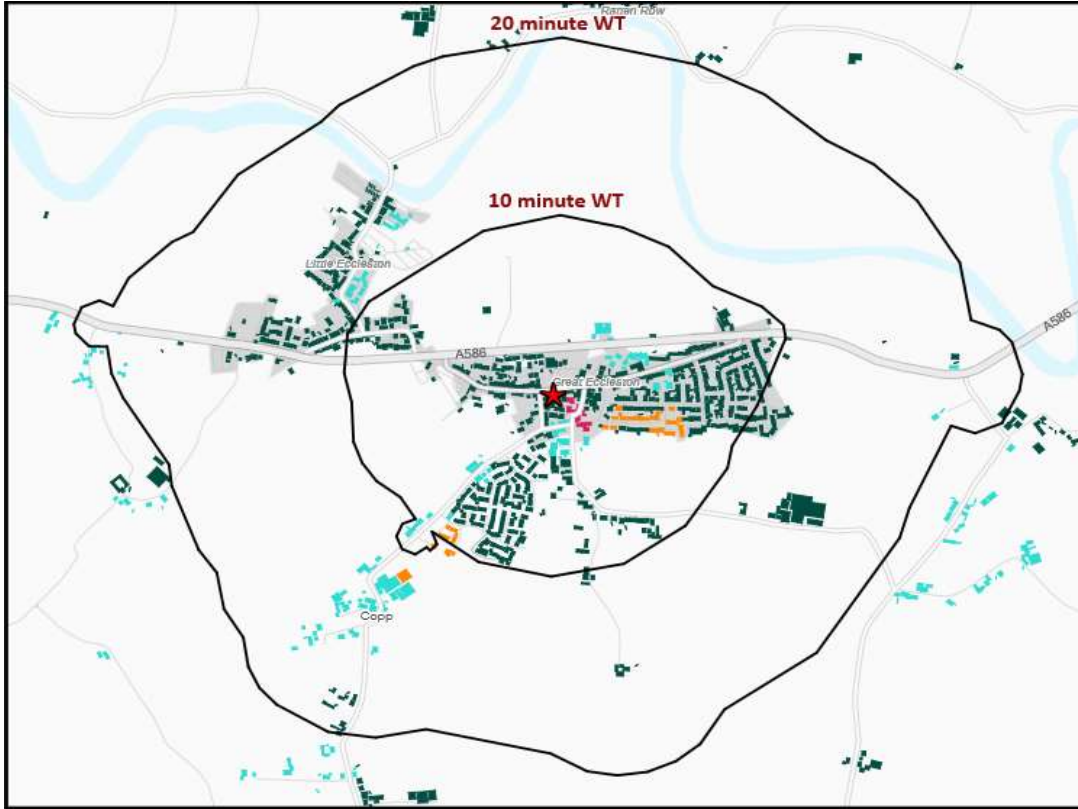


Catchment Summary - White Bull Preston



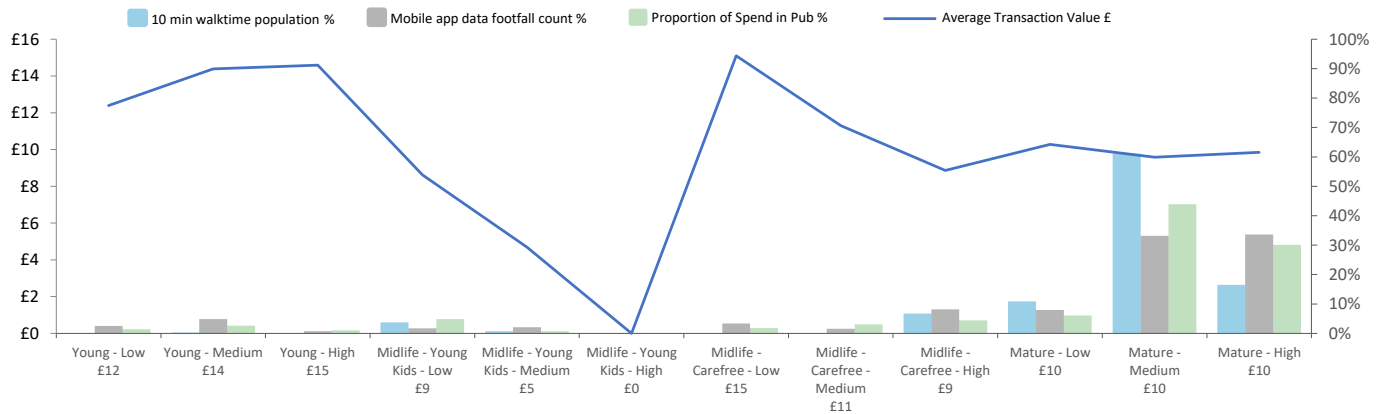
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627128	White Bull Preston	PR 3 0ZB	Star Pubs & Bars	Premium Local	16



- ★ Pub Sites
- ↗ Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - White Bull Preston

	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**

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

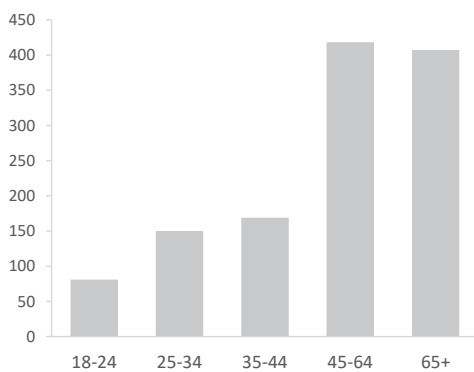
Population	1,503	2,207	246,234	28	12	56
Adults 18+	1,225	1,814	199,452	27	12	57
Competition Pubs	3	5	201	17	14	48
Adults 18+ per Competition Pub	408	363	992	48	42	116
% Adults Likely to Drink	79.6%	81.2%	78.1%	104	107	102

Population & Adults 18+ index is based on all pubs

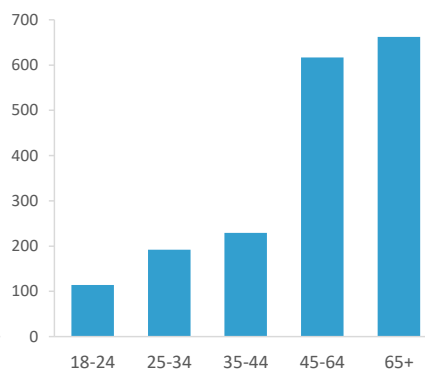
Affluence	Low	14.6%	10.7%	43.8%	44	32	132
	Medium	62.1%	42.3%	40.3%	163	111	106
	High	23.3%	46.9%	14.5%	85	172	53

*Affluence does not include Not Private Households

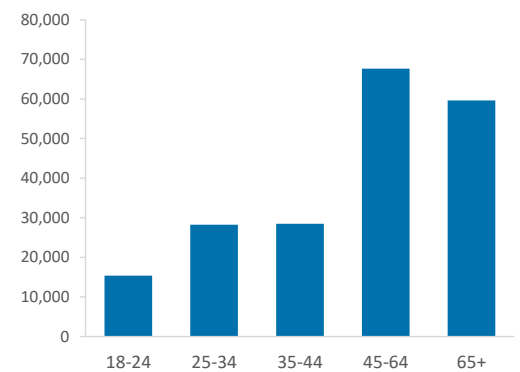
Age Profile	18-24	81	114	15,415	66	63	77
	25-34	150	192	28,232	75	65	86
	35-44	169	229	28,486	85	78	87
	45-64	418	617	67,662	108	109	107
	65+	407	662	59,657	141	156	126



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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

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

Gender	Male	705 (47%)	1,056 (48%)	120,341 (49%)	96	98	100
	Female	798 (53%)	1,151 (52%)	125,893 (51%)	104	102	100

Economic Status (16+)	Employed: Full-time	385 (31%)	558 (30%)	64,398 (31%)	89	87	91
	Employed: Part-time	136 (11%)	194 (10%)	24,826 (12%)	91	88	102
	Self employed	139 (11%)	226 (12%)	17,680 (9%)	120	132	93
	Unemployed	31 (2%)	38 (2%)	5,043 (2%)	89	74	89
	Full-time student	18 (1%)	32 (2%)	3,983 (2%)	60	72	82
	Retired	395 (31%)	602 (32%)	57,383 (28%)	144	148	128
	Other	152 (12%)	209 (11%)	31,715 (15%)	69	65	89

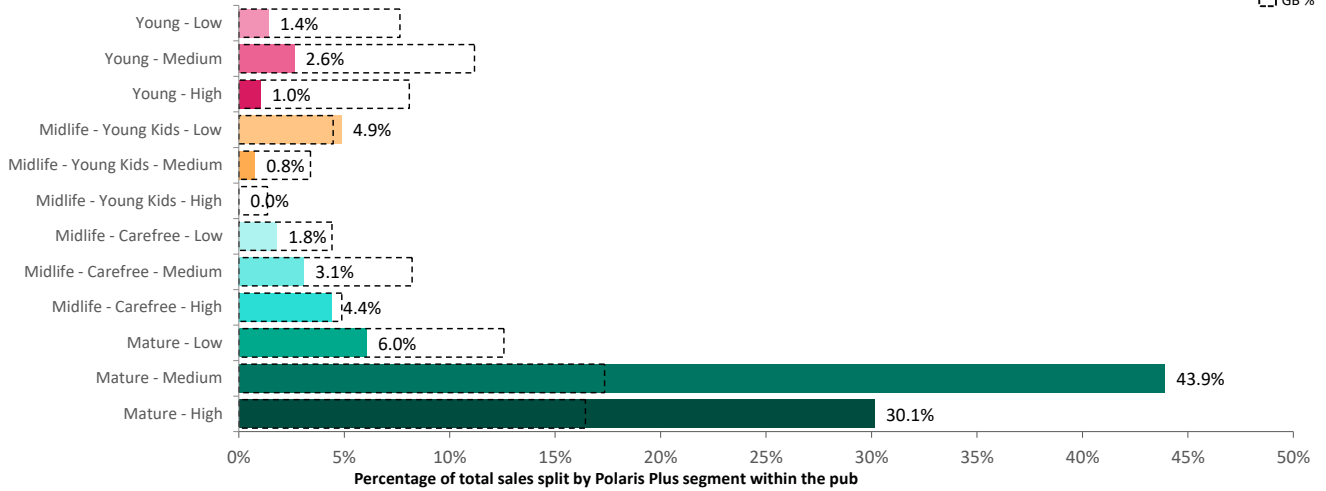
Total Worker Count	283	467	140,608
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See the Glossary page for further information on the above variables

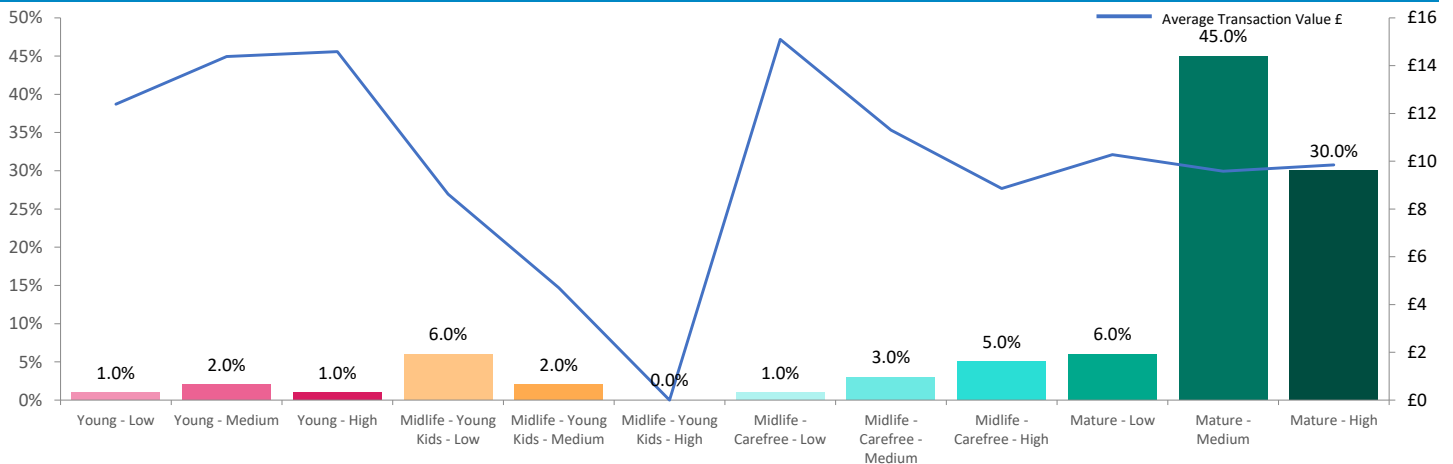
Transactional Data Summary - White Bull Preston

Spend by Polaris Plus

GB %

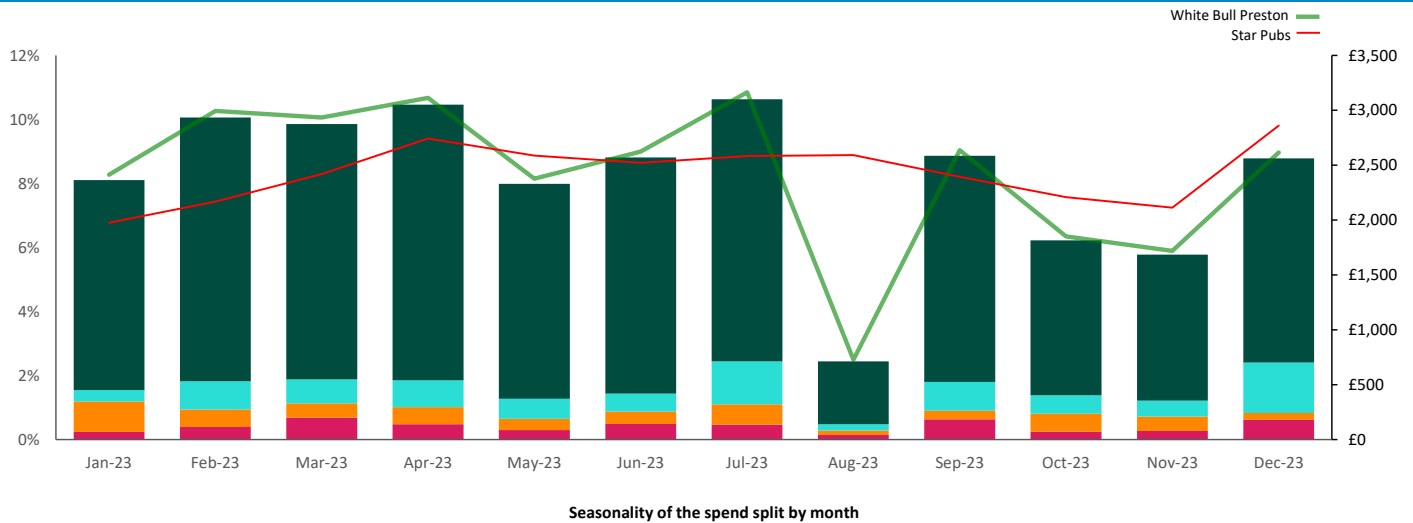


% of Transactions and Average Transaction Values (£) by Polaris Plus



Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

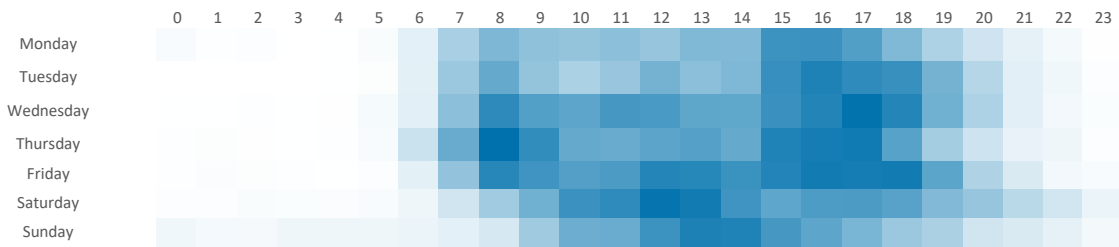


Mobile Data Summary - White Bull Preston



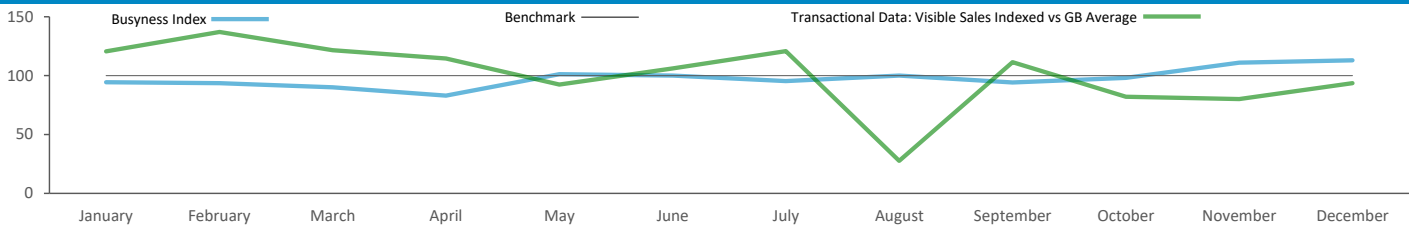
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Time of Day/Day of Week



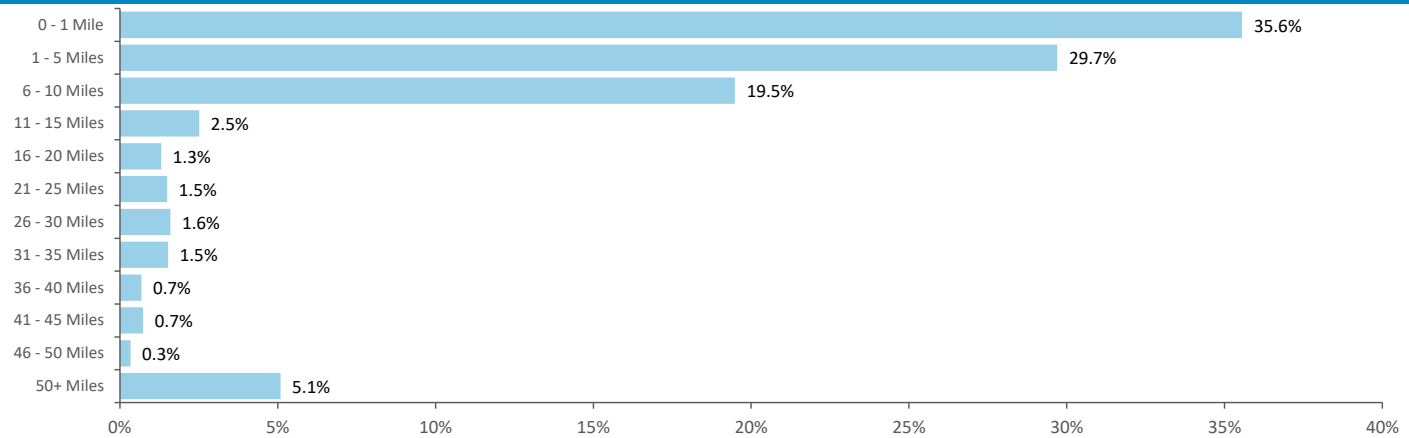
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

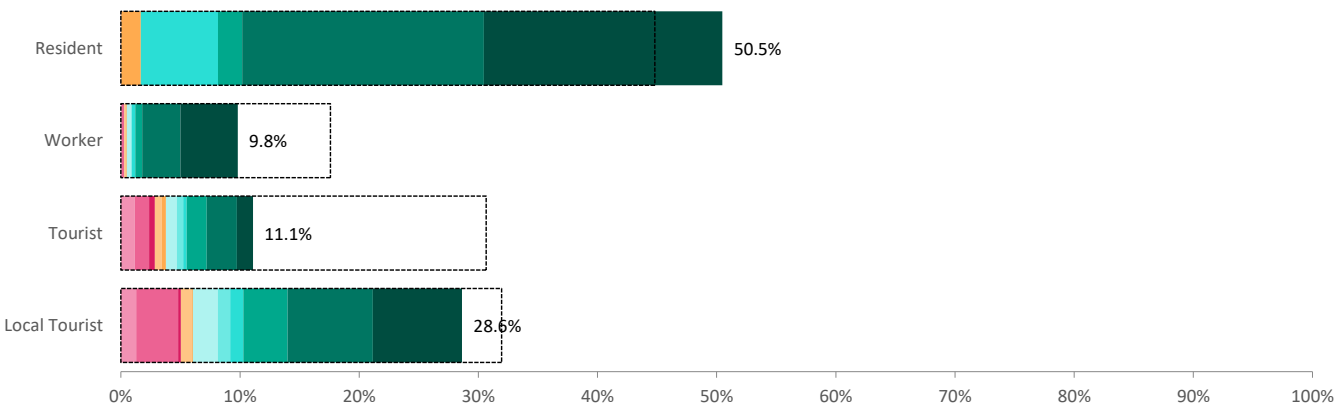
Distance from Home



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



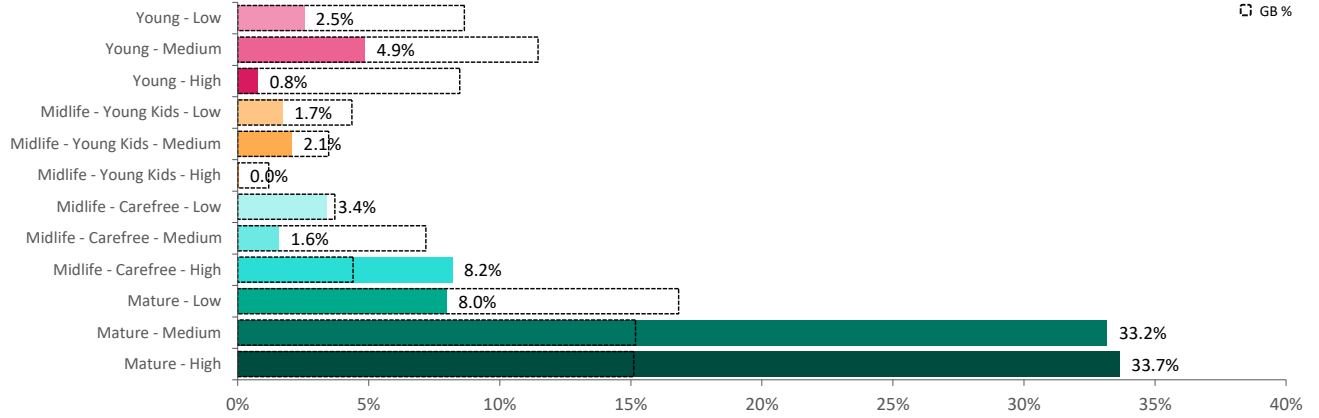
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - White Bull Preston



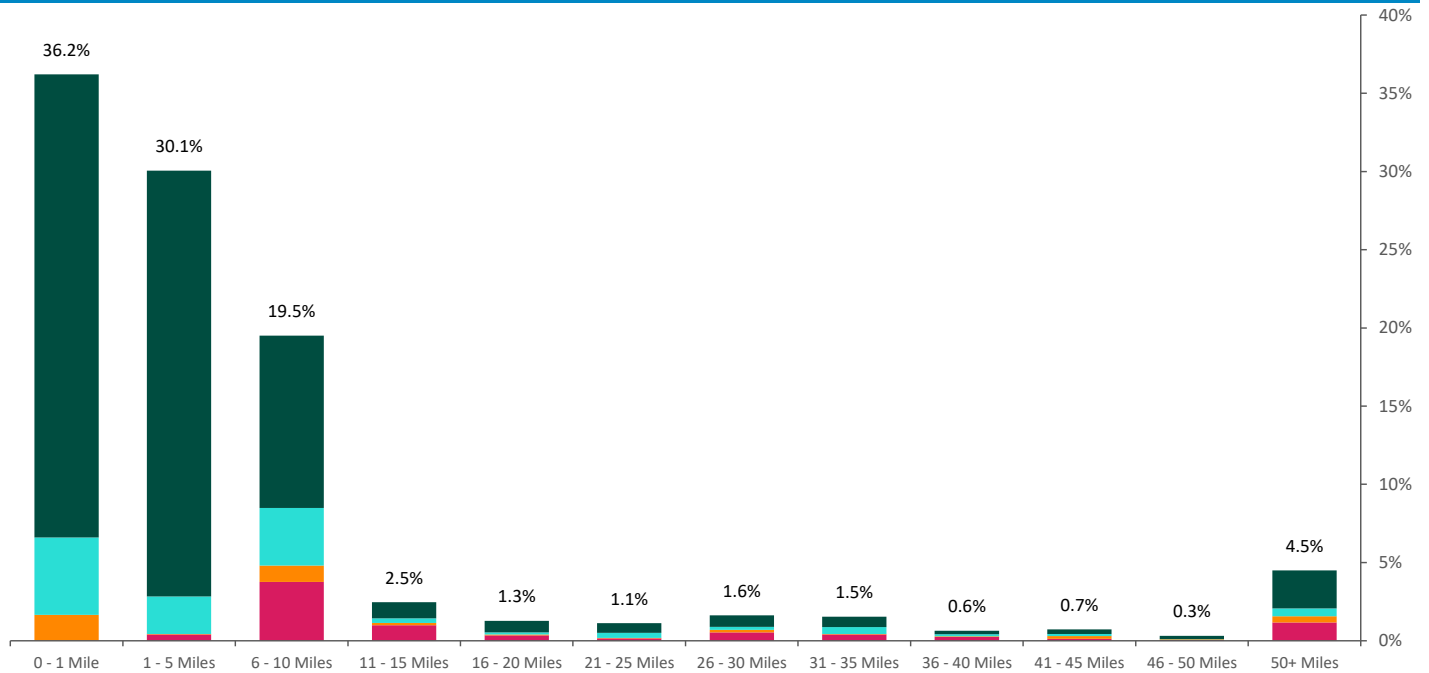
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Polaris Plus Profile



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



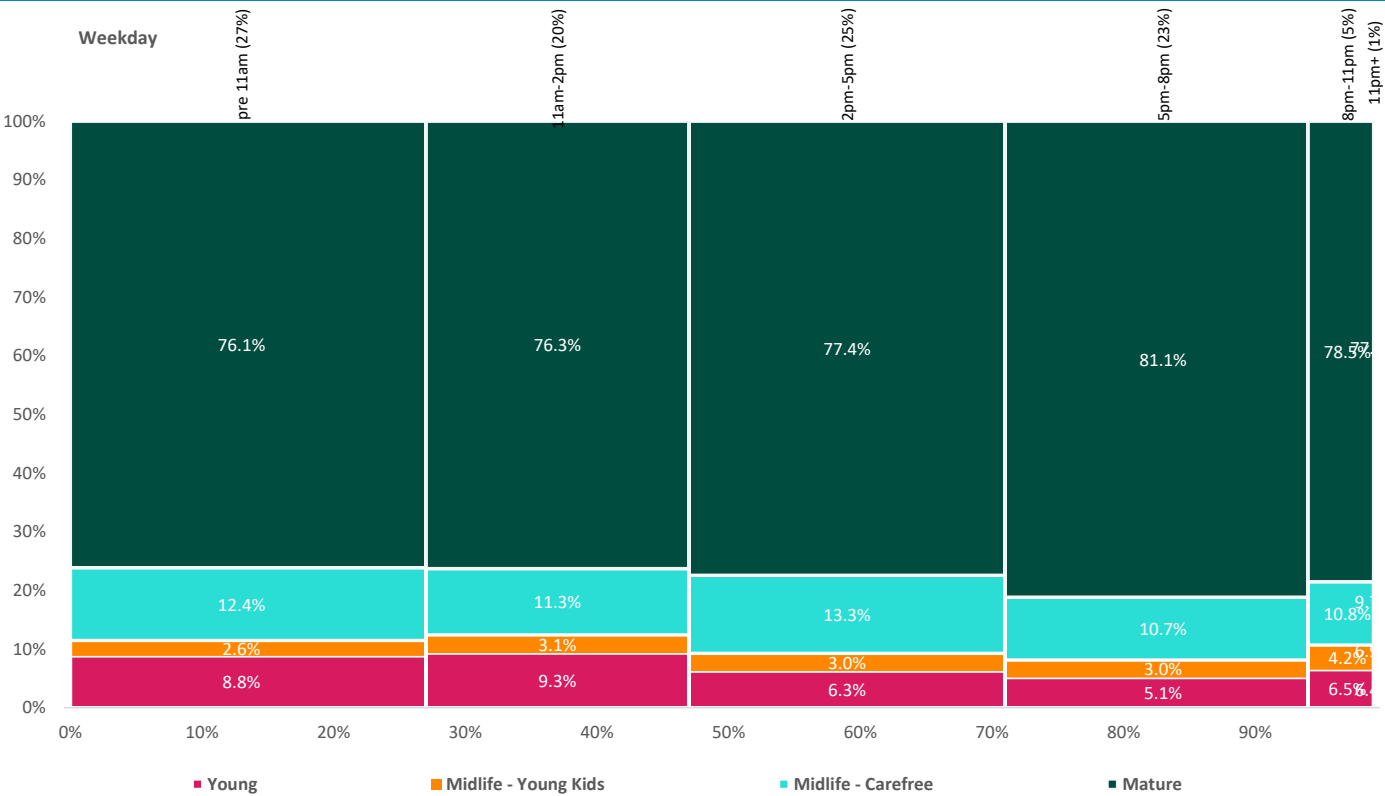
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - White Bull Preston

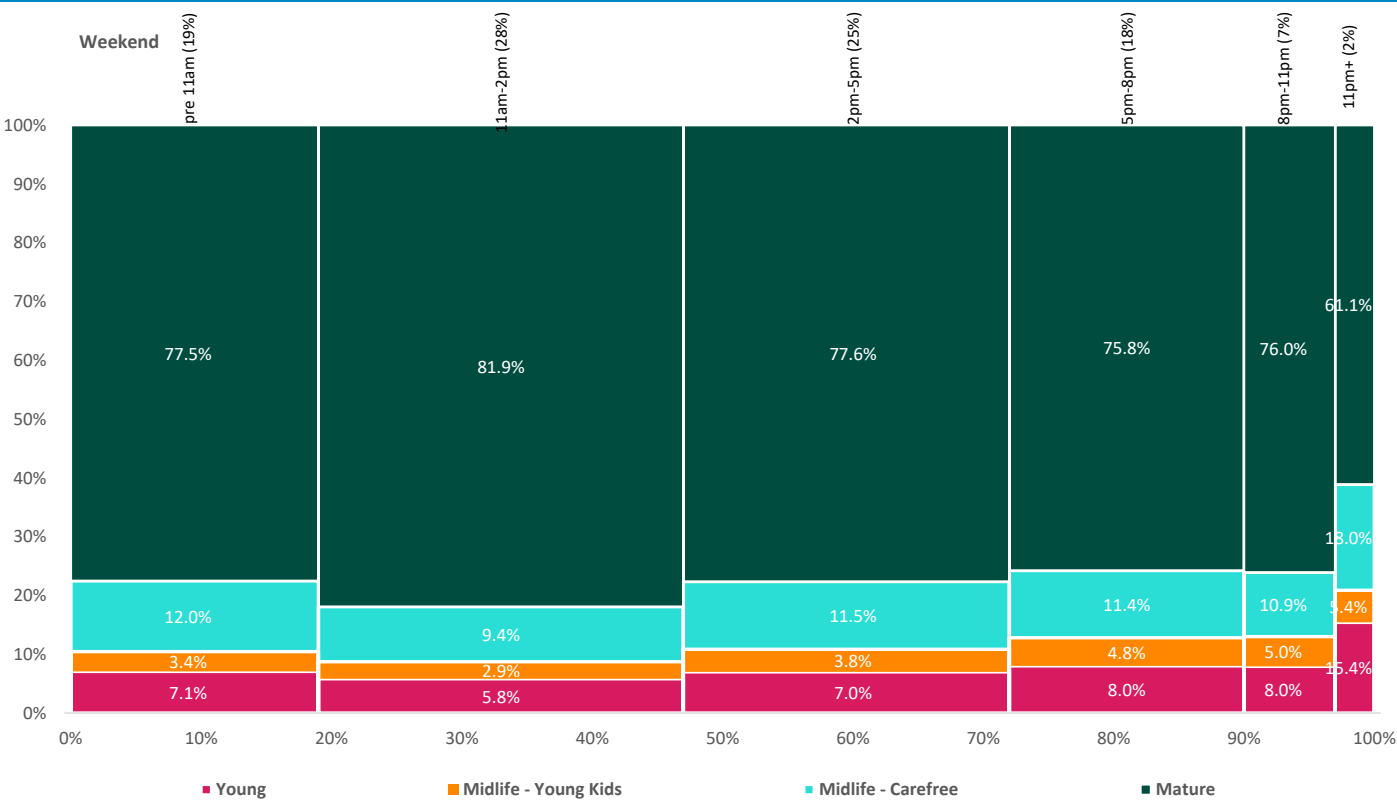


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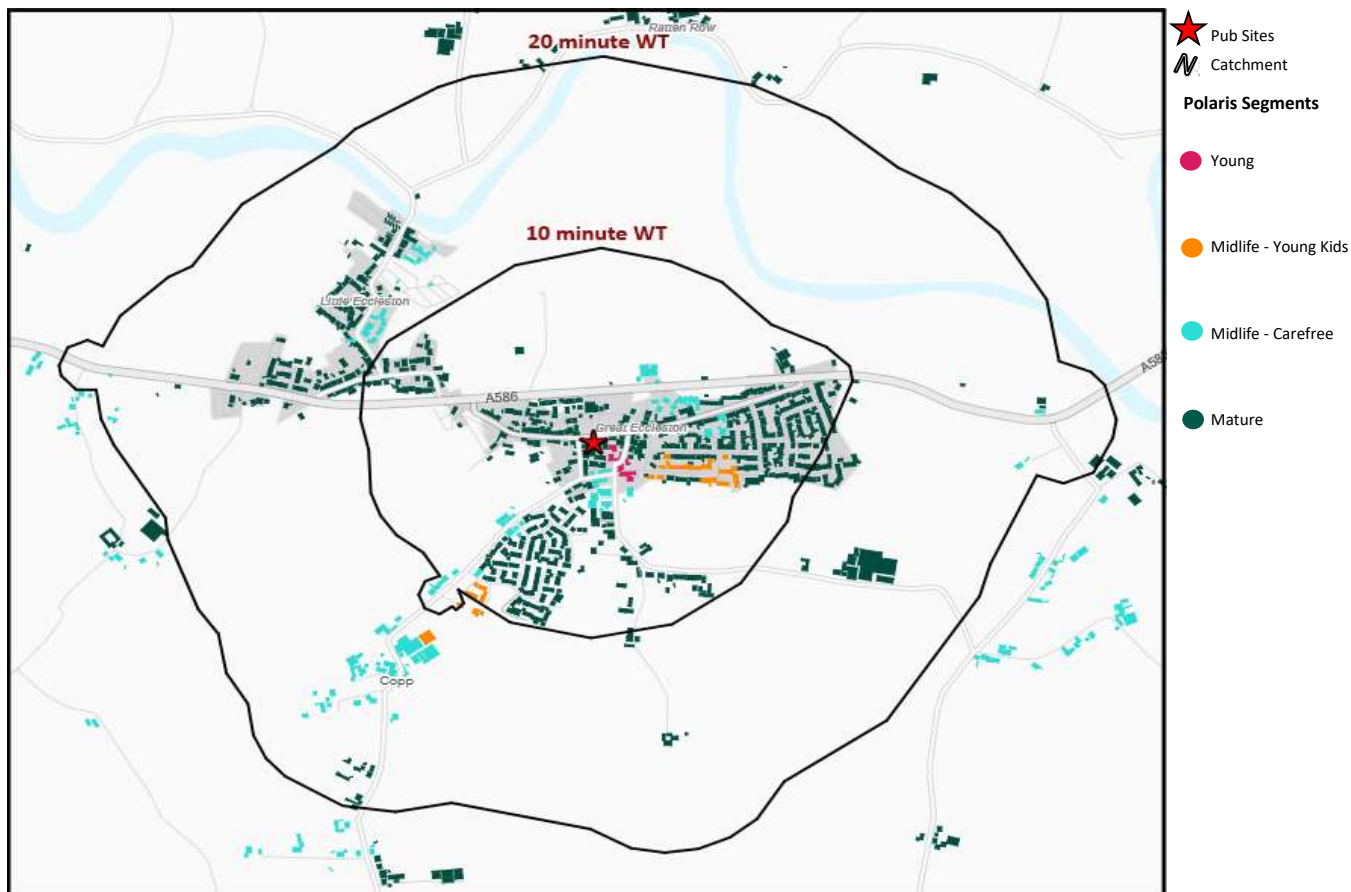
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - White Bull Preston

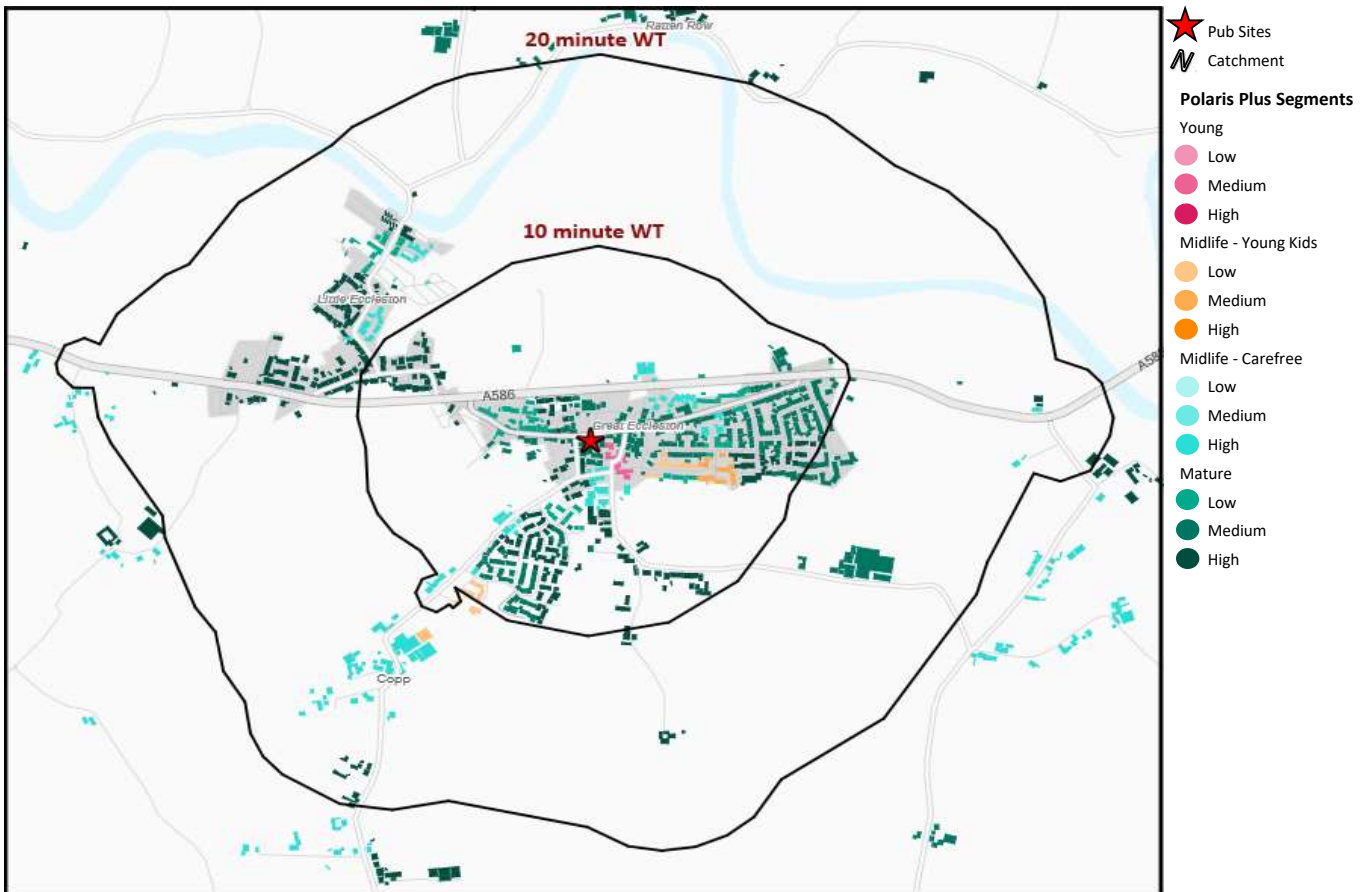


Polaris Profile by Catchment

*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	4	4	43,386	1	1	79
Midlife - Young Kids	55	55	17,306	41	28	79
Midlife - Carefree	83	210	34,147	43	73	108
Mature	1,083	1,545	101,648	199	192	115
Not Private Households	0	0	2,965	0	0	113
Total	1,225	1,814	199,452			

Polaris Plus Summary - White Bull Preston




















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	15,358	0	0	78
Medium	4	4	27,543	3	2	126
High	0	0	485	0	0	4
Midlife - Young Kids						
Low	46	46	16,115	68	46	147
Medium	9	9	1,191	17	11	14
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	19,602	0	0	233
Medium	0	0	8,646	0	0	61
High	83	210	5,899	152	260	66
Mature						
Low	133	149	36,204	79	60	132
Medium	748	755	42,925	390	266	137
High	202	641	22,519	110	236	75
Not Private Households	0	0	2,965	0	0	113
Total	1,225	1,814	199,452			

CGA Summary - White Bull Preston



-  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)
0	White Bull	PR 3 0ZB	Star Pubs & Bars	Premium Local	0.0
0	Black Bull	PR 3 0ZB	Star Pubs & Bars	Premium Local	0.0
2	Farmers Arms Hotel	PR 3 0YE	Oakman Inns & Restaurants	GPGF	0.0
3	Great Eccleston Cricket & Tennis Club	PR 3 0XN	Independent Free	Clubland	0.3
4	Marsh Farm Hall	PR 3 0XA	Independent Free	Large Venue	0.4
5	Cartford Hotel	PR 3 0YP	Independent Free	Premium Local	0.5
6	Boot & Shoe Hotel	PR 4 3YB	Daniel Thwaites plc	Premium Local	1.1
7	Ship	PR 4 3ZB	Punch Pub Company	Premium Local	1.2
8	Rawcliffe Hall Country Club	PR 3 6TP	Independent Free	Sports Clubs	1.2

Per Pub Analysis - White Bull Preston



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,225	1,814	199,452
Number of Competition Pubs	3	5	201
Adults 18+ per Competition Pub	408	363	992

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	23	1.8%	23
Circuit Bar	0	11	0.9%	23
Community Pub	0	310	25.3%	132
Craft Led	0	1	0.1%	3
Great Pub Great Food	1	271	22.1%	125
High Street Pub	0	295	24.1%	131
Premium Local	2	313	25.6%	155

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	62	3.4%	43
Circuit Bar	0	13	0.7%	17
Community Pub	0	337	18.6%	97
Craft Led	0	1	0.1%	2
Great Pub Great Food	1	547	30.2%	170
High Street Pub	0	308	17.0%	92
Premium Local	3	546	30.1%	183

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	8,434	4.2%	52
Circuit Bar	9	7,839	3.9%	97
Community Pub	18	46,720	23.4%	122
Craft Led	0	4,916	2.5%	71
Great Pub Great Food	19	26,153	13.1%	74
High Street Pub	24	43,842	22.0%	119
Premium Local	28	30,335	15.2%	92

Glossary

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																																								
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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																						
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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.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
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.																																									
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 the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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																									