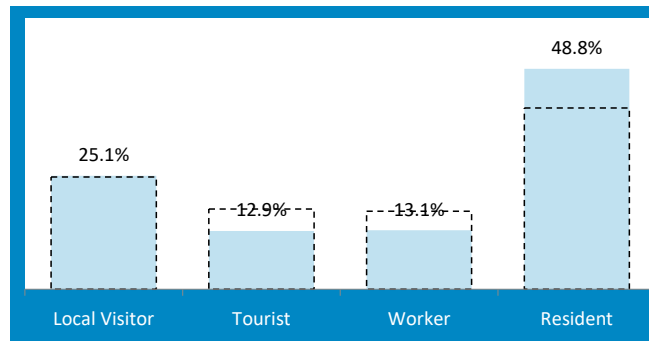
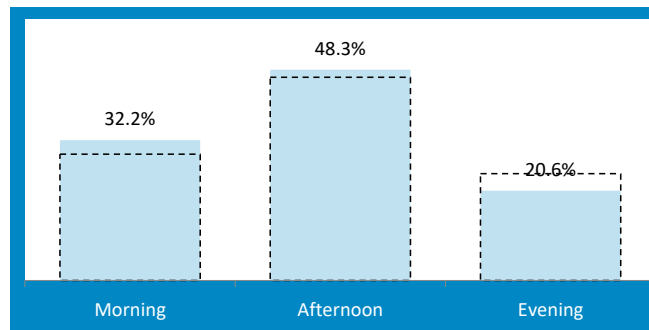
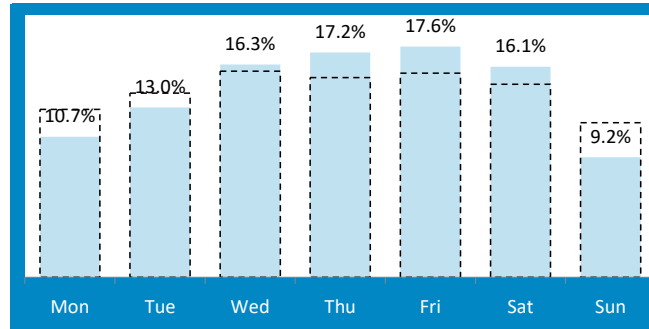


Area Quick Stats

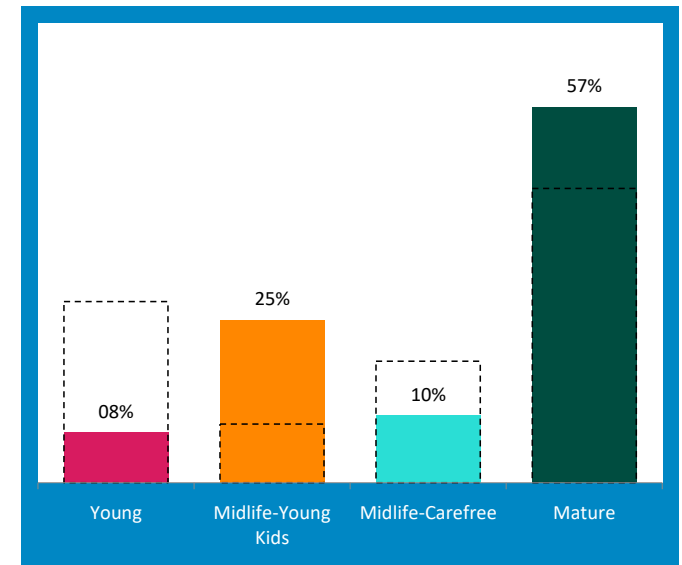
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4.136	5.344
Adult Pop		3.437	4.529
Affluence	Low	44%	33%
	Medium	36%	38%
	High	18%	27%
Young		11%	28%
Midlife Young Kids		3%	11%
Midlife Carefree		7%	16%
Mature		76%	44%
Competition Count		20	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	20	27



Catchment Summary - Black Bull

- 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

4,136	10,786	43,750
-------	--------	--------

77	55	10
----	----	----

Adults 18+

3,437	8,782	35,870
-------	-------	--------

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

76	54	11
----	----	----

Competition Pubs

20	22	73
----	----	----

47	22	9
----	----	---

Adults 18+ per Competition Pub

172	399	491
-----	-----	-----

25	58	72
----	----	----

% Adults Likely to Drink

81,0%	82,0%	83,0%
-------	-------	-------

101	103	104
-----	-----	-----

Affluence	Low	43,6%	22,5%	13,5%
	Medium	35,8%	45,4%	41,5%
	High	18,0%	30,8%	42,0%

131	68	41
94	119	109
65	112	153

95	109	118
----	-----	-----

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

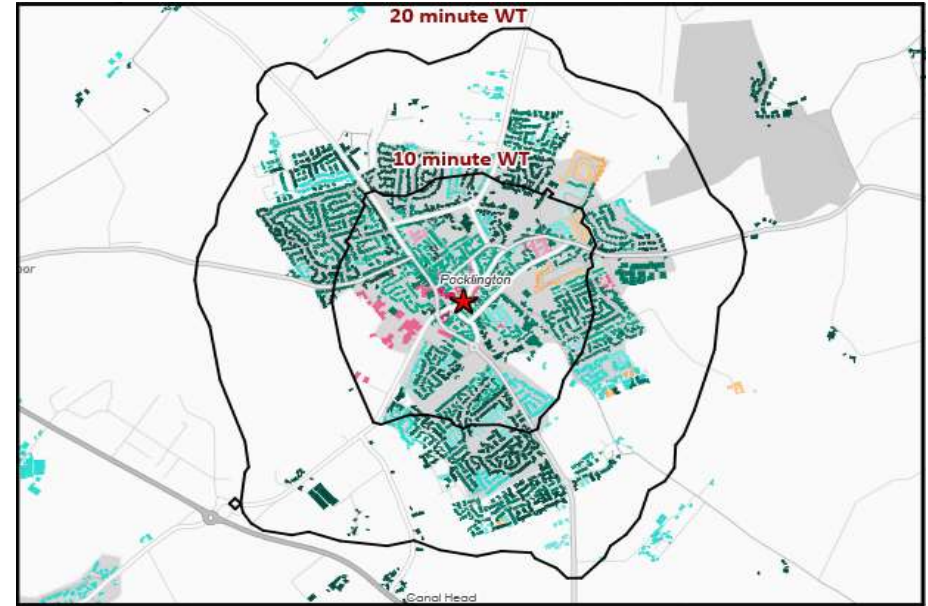
£21.547	£24.685	£26.758
---------	---------	---------

68	65	65
----	----	----

Age Profile	18-24	238	594	2,437
	25-34	536	1,497	4,812
	35-44	487	1,317	5,308
	45-64	1,168	2,776	12,060
	65+	1,008	2,598	11,253

96	103	81
87	90	90
112	102	110
127	125	134

127	125	134
-----	-----	-----



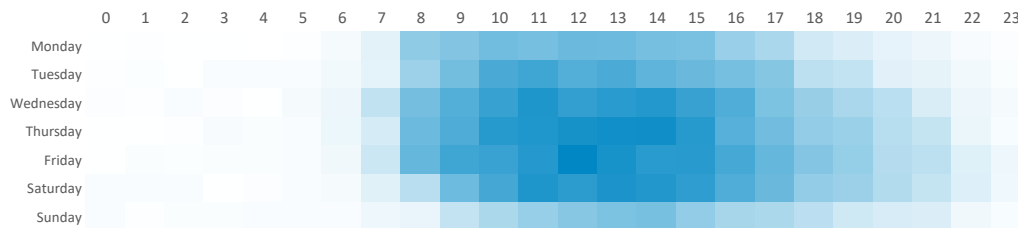
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Polaris Plus Segments

- ★ Pub Sites
- ★ Catchment
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

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	373	378	784	39	15	8
Midlife - Young Kids	106	295	674	28	31	17
Midlife - Carefree	251	1,290	6,541	46	93	116
Mature	2,616	6,704	26,818	172	172	169
<i>Not Private Households</i>	91	115	1,053	21,883	10,823	24,263
Total	3,437	8,782	35,870			



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Per Pub - Black Bull

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

Adults 18+	3.437	8.782	35.870
Number of Competition Pubs	20	22	73
Adults 18+ per Competition Pub	172	399	491

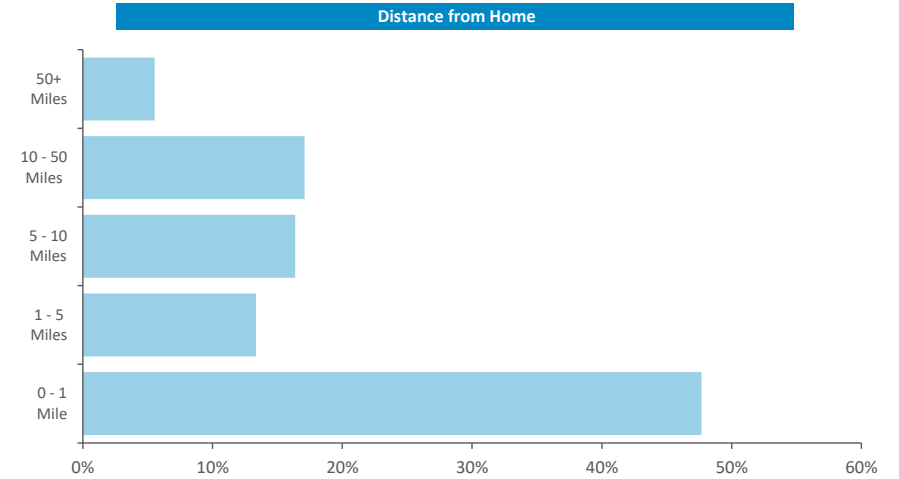
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	282	8,2%	105
Family Pub Dining	0	340	9,9%	109
Great Pub Great Food	1	561	16,3%	98
Leisure	3	345	10,1%	100
Mainstream	6	526	15,3%	110
Premium	5	468	13,6%	95
Restaurant	5	718	20,9%	91
Super Premium	0	104	3,0%	77

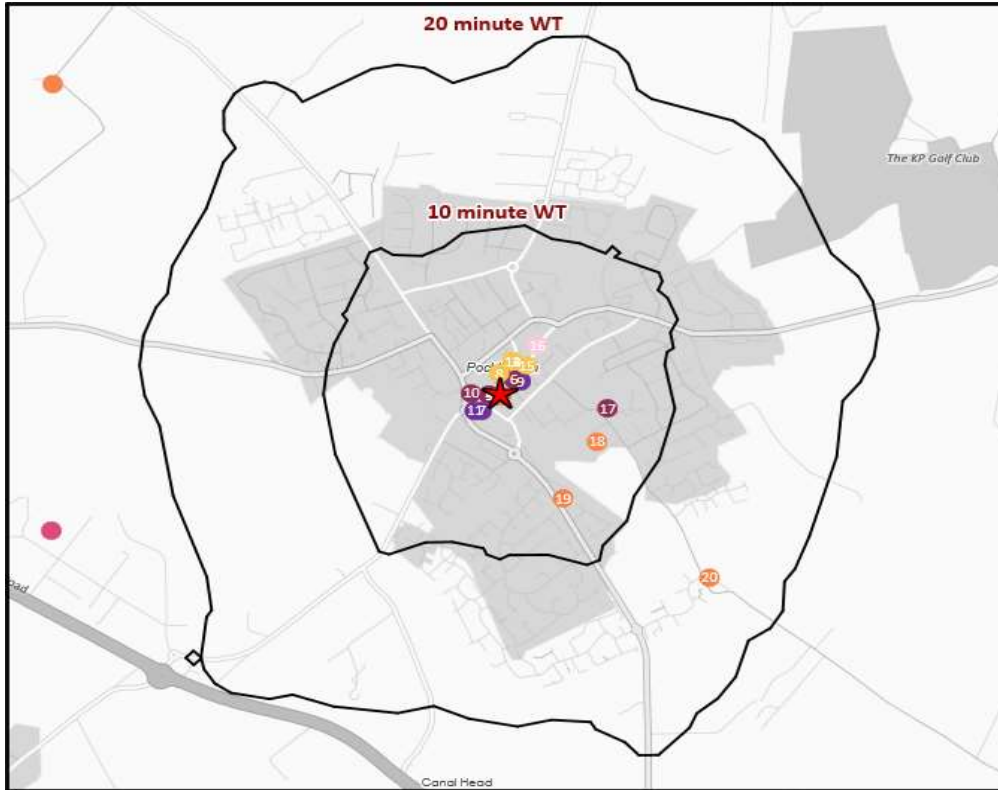
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	555	6,3%	81
Family Pub Dining	0	758	8,6%	95
Great Pub Great Food	2	1.661	18,9%	113
Leisure	4	927	10,6%	105
Mainstream	6	1.212	13,8%	99
Premium	5	1.271	14,5%	101
Restaurant	5	1.949	22,2%	96
Super Premium	0	331	3,8%	96

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.852	5,2%	66
Family Pub Dining	1	2.747	7,7%	84
Great Pub Great Food	10	7.191	20,1%	120
Leisure	15	3.778	10,5%	105
Mainstream	13	4.479	12,5%	90
Premium	17	5.196	14,5%	101
Restaurant	11	8.067	22,5%	98
Super Premium	6	1.500	4,2%	106



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Competition - Black Bull



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Judsons Wine Bar	YO42 2QW	Independent Free	Restaurant	14,5%	0,05
6	Feathers Hotel	YO42 2AH	Independent Free	Premium	14,4%	0,05
0	Black Bull	YO42 2AR	Star Pubs & Bars	Premium	12,0%	0,00
2	Pocklington Arts Centre	YO42 2AR	Independent Free	Leisure	6,9%	0,00
8	Pocklington United Services Soci	YO42 2AG	Independent Free	Mainstream	6,9%	0,06
5	Hide Cafe and Deli	YO42 2AS	Independent Free	Restaurant	6,8%	0,02
3	Black Swan	YO42 2AR	Stonegate Pub Company	Mainstream	6,7%	0,00
1	Pane E Vino	YO42 2AR	Independent Free	Restaurant	6,6%	0,00
11	Bengal Lounge	YO42 2QR	Independent Free	Restaurant	6,3%	0,07
4	Market Tap	YO42 2AS	Brew York Ltd	Premium	5,7%	0,02
10	Station Inn	YO42 2AU	Stonegate Pub Company	Premium	4,8%	0,06
17	Pocklington Rugby Club	YO42 2QB	Independent Free	Premium	2,8%	0,24
14	Beach House	YO42 2AE	Independent Free	Mainstream	2,6%	0,09
12	Simply Jj's	YO42 2AE	Independent Free	Mainstream	1,7%	0,09
19	Pocklington Sports and Social Clu	YO42 2NZ	Independent Free	Leisure	1,3%	0,29
9	Sonali	YO42 2AJ	Independent Free	Restaurant	0,0%	0,06
13	Cross Keys	YO42 2AE	Stonegate Pub Company	Mainstream	0,0%	0,09
15	Oddfellows Arms	YO42 2JL	Independent Free	Mainstream	0,0%	0,10
16	Toddys	YO42 2JJ	Independent Free	Great Pub Gre:	0,0%	0,15
18	Stewart Bowling Club	YO42 2QE	Independent Free	Leisure	0,0%	0,24
20	Pocklington Cricket Club	YO42 1UJ	Independent Free	Leisure	0,0%	0,64

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

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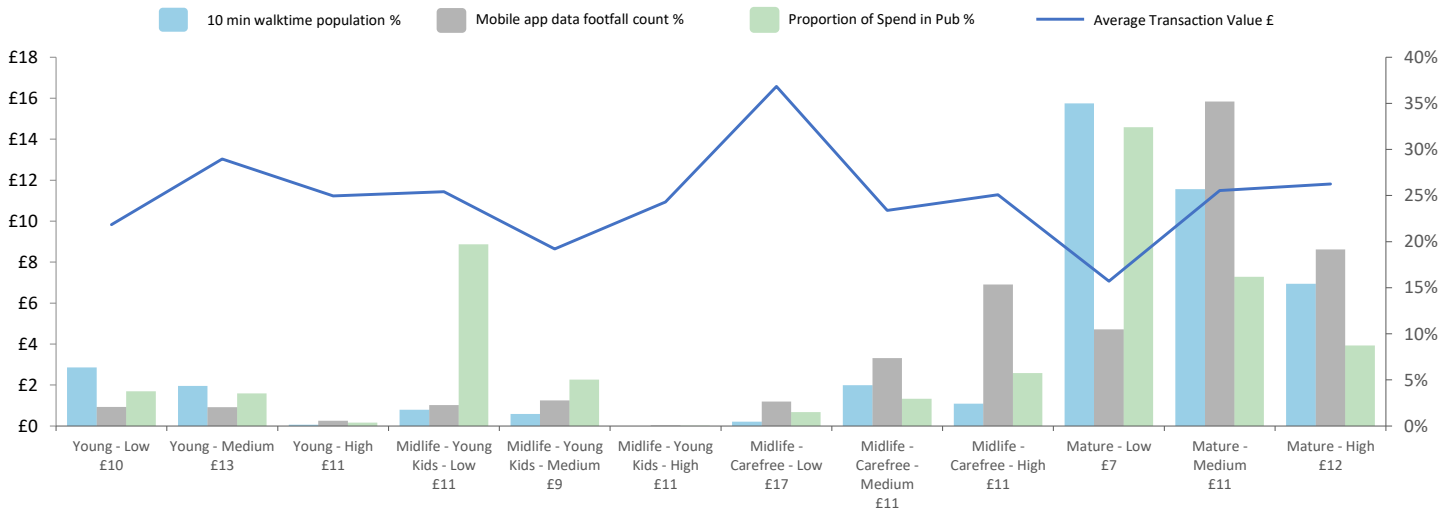
Catchment Summary - Black Bull

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
150713	Black Bull	YO42 2AR	Star Pubs & Bars	Premium	19



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Black Bull

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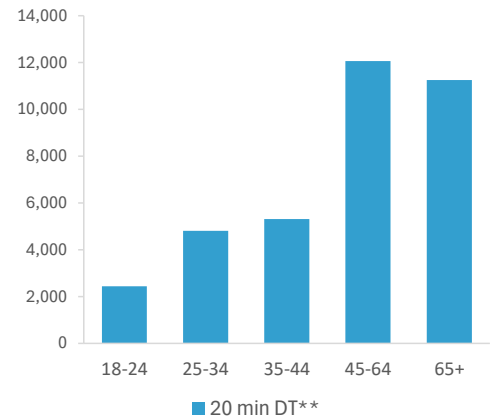
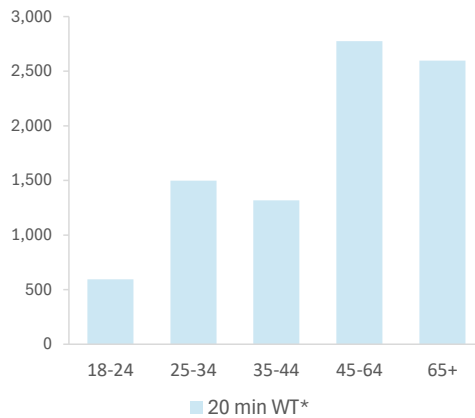
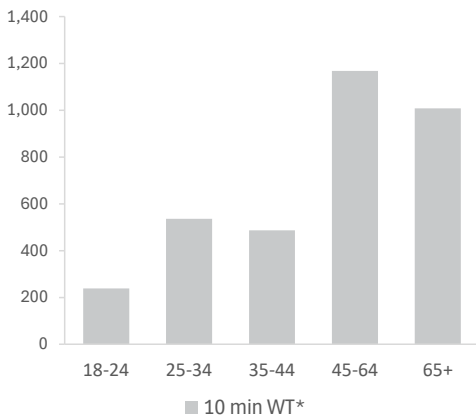
Over GB Average
Around GB Average
Under GB Average

*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		4,136	10,786	43,750	77	55	10
Adults 18+		3,437	8,782	35,870	76	54	11
Competition Pubs		20	22	73	47	22	9
Adults 18+ per Competition Pub		172	399	491	25	58	72
% Adults Likely to Drink		81,0%	82,0%	83,0%	101	103	104
Affluence	Low	43,6%	22,5%	13,5%	131	68	41
	Medium	35,8%	45,4%	41,5%	94	119	109
	High	18,0%	30,8%	42,0%	65	112	153
Mean Net Disposable income (£pa)		£21.547	£24.685	£26.758	95	109	118
Age Profile	18-24	238	594	2,437	68	65	65
	25-34	536	1,497	4,812	96	103	81
	35-44	487	1,317	5,308	87	90	90
	45-64	1,168	2,776	12,060	112	102	110
	65+	1,008	2,598	11,253	127	125	134

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



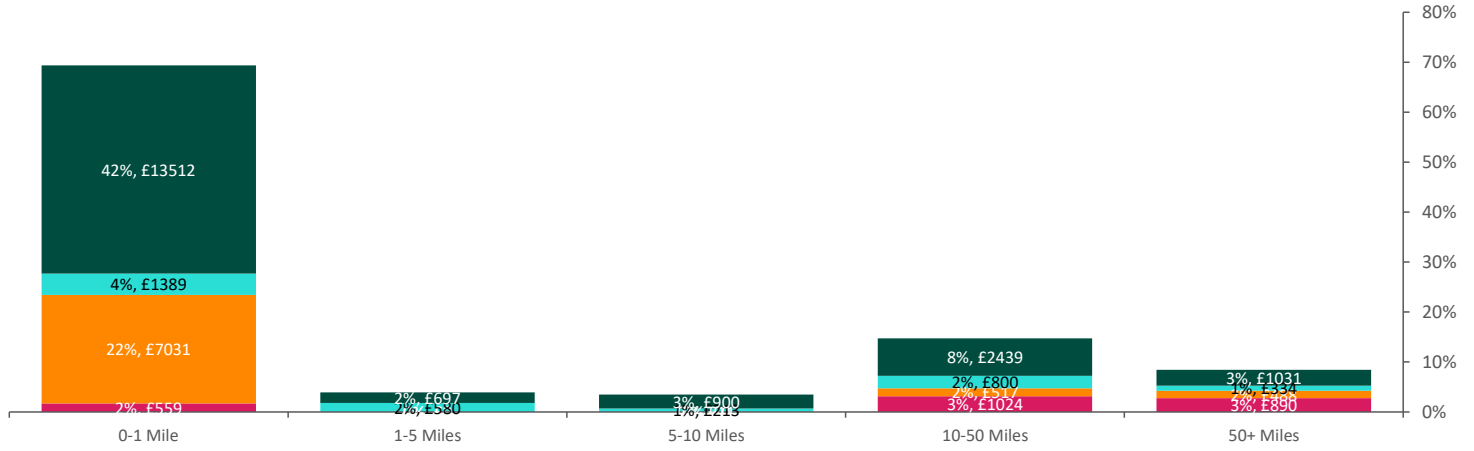
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,044 (49%)	5,221 (48%)	21,456 (49%)	101	99	100
	Female	2,092 (51%)	5,565 (52%)	22,294 (51%)	99	101	100
Economic Status (16+)	Employed: Full-time	1,312 (37%)	3,318 (37%)	12,477 (34%)	109	108	100
	Employed: Part-time	436 (12%)	1,137 (13%)	4,552 (12%)	103	105	103
	Self employed	261 (7%)	692 (8%)	3,813 (10%)	79	83	112
	Unemployed	59 (2%)	116 (1%)	510 (1%)	60	47	50
	Full-time student	60 (2%)	139 (2%)	530 (1%)	68	62	58
	Retired	1,013 (29%)	2,655 (29%)	10,955 (30%)	131	135	137
	Other	405 (11%)	964 (11%)	4,001 (11%)	64	60	61
Total Worker Count		2,886	3,903	17,596			

See the Glossary page for further information on the above variables

Transactional Data Summary - Black Bull

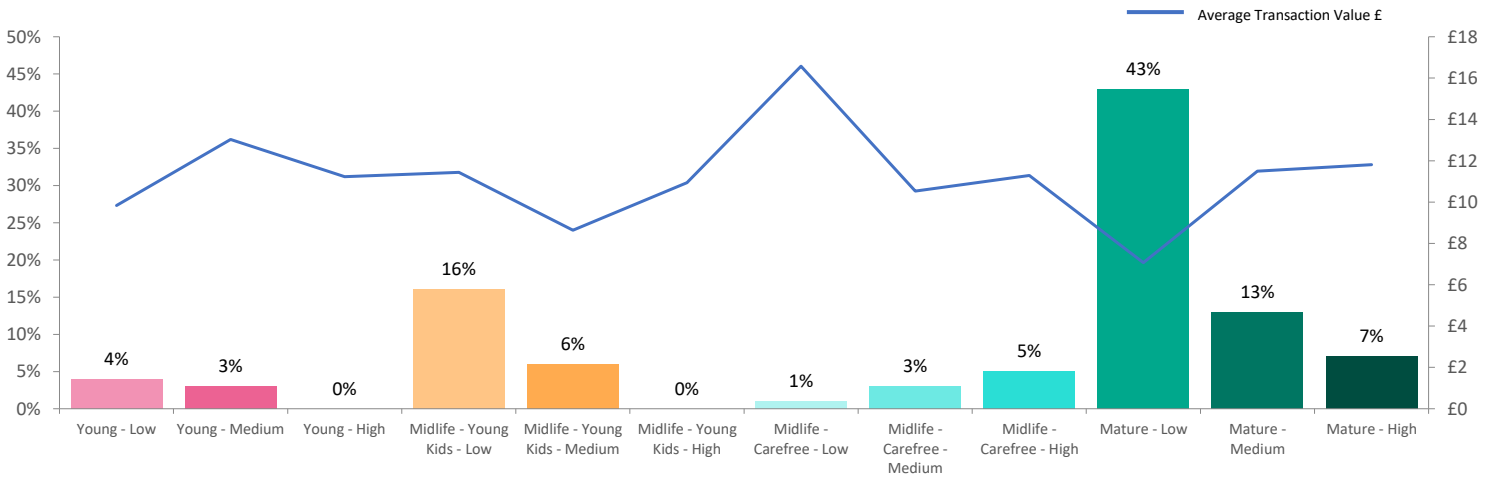
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Spend by Polaris and Distance from Home



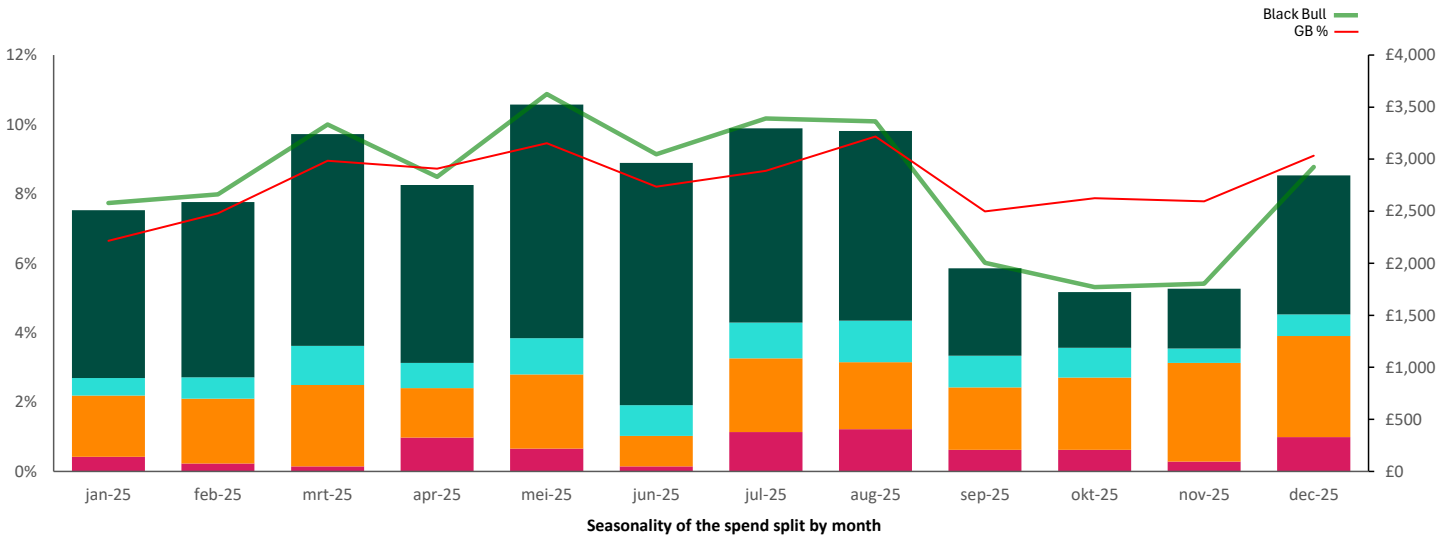
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



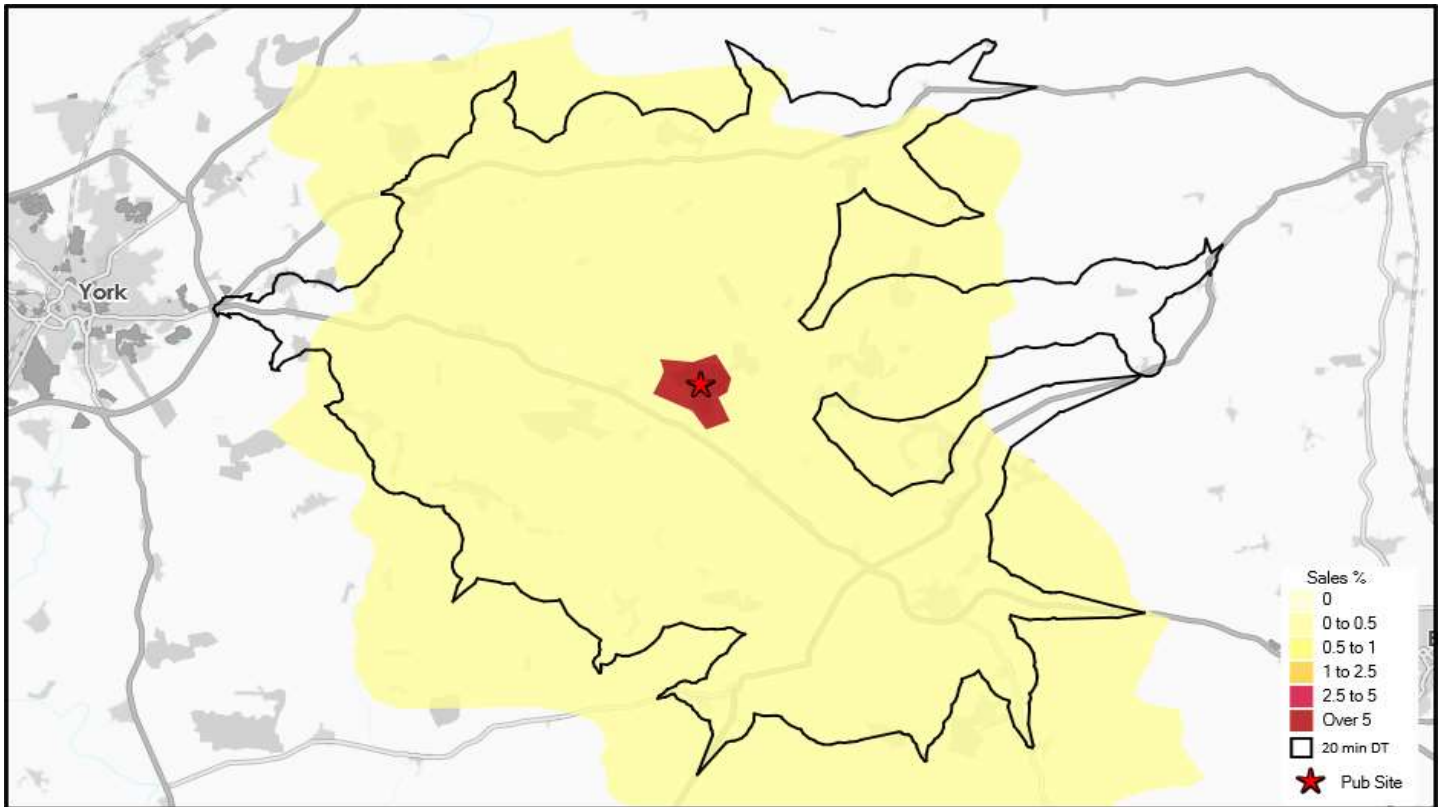
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



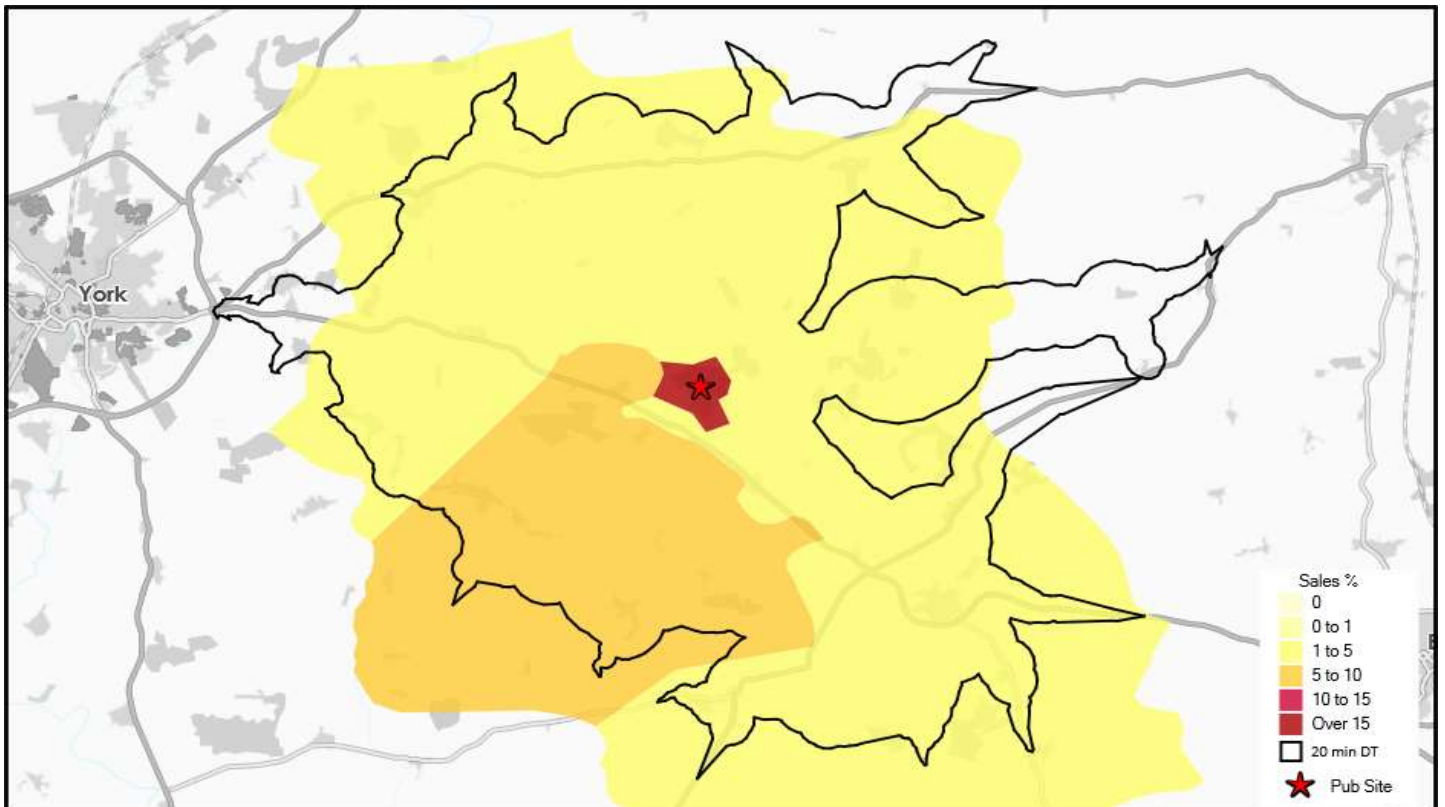
Seasonality of the spend split by month

Black 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 Black Bull

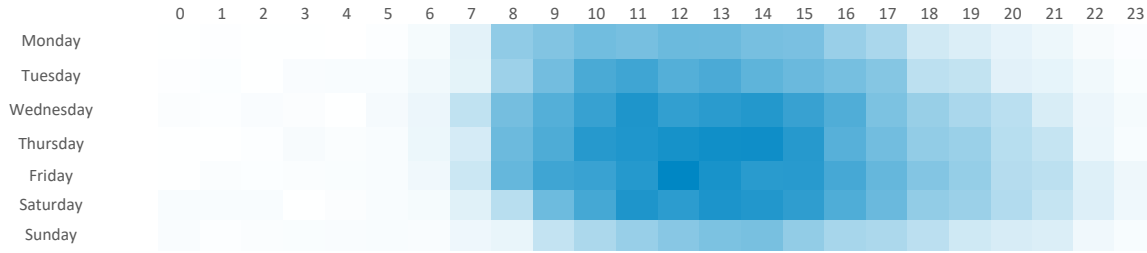


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Black Bull

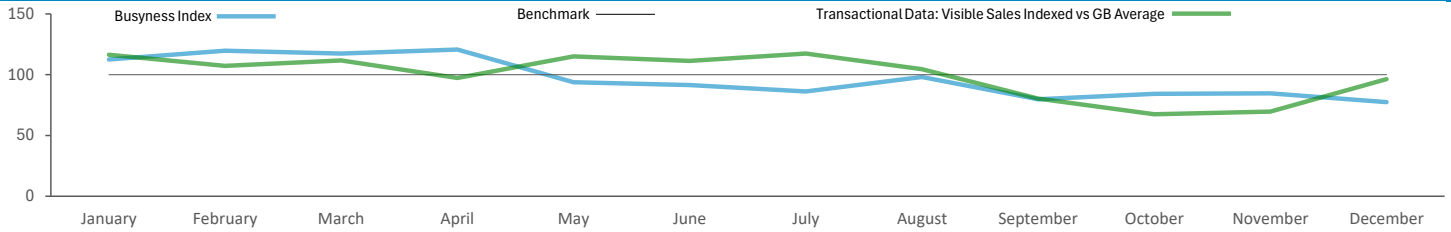
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Time of Day/Day of Week



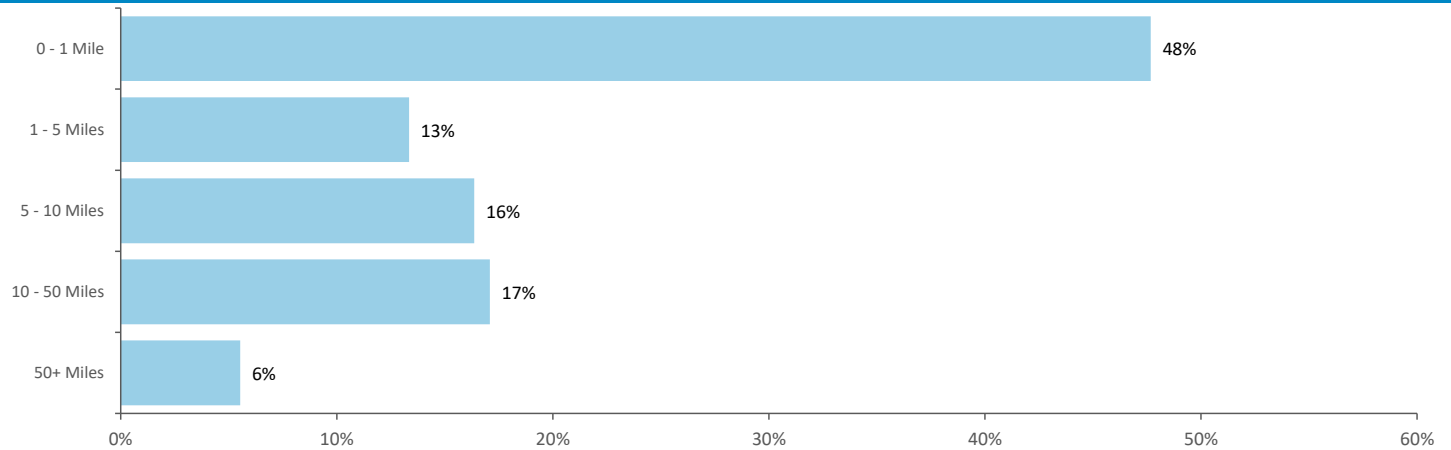
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

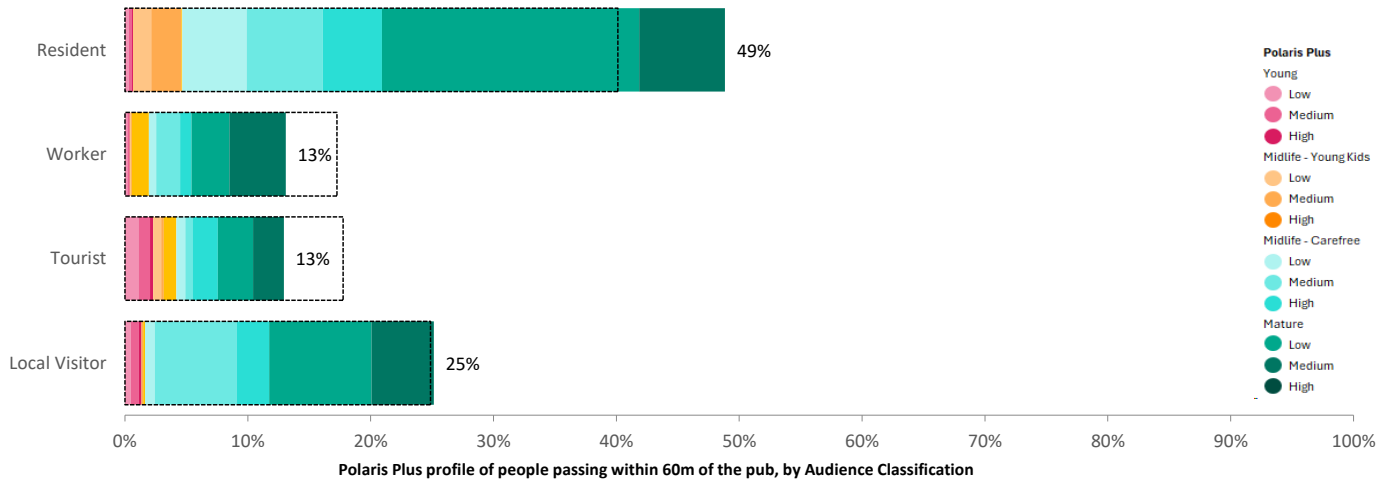
Distance from Home



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



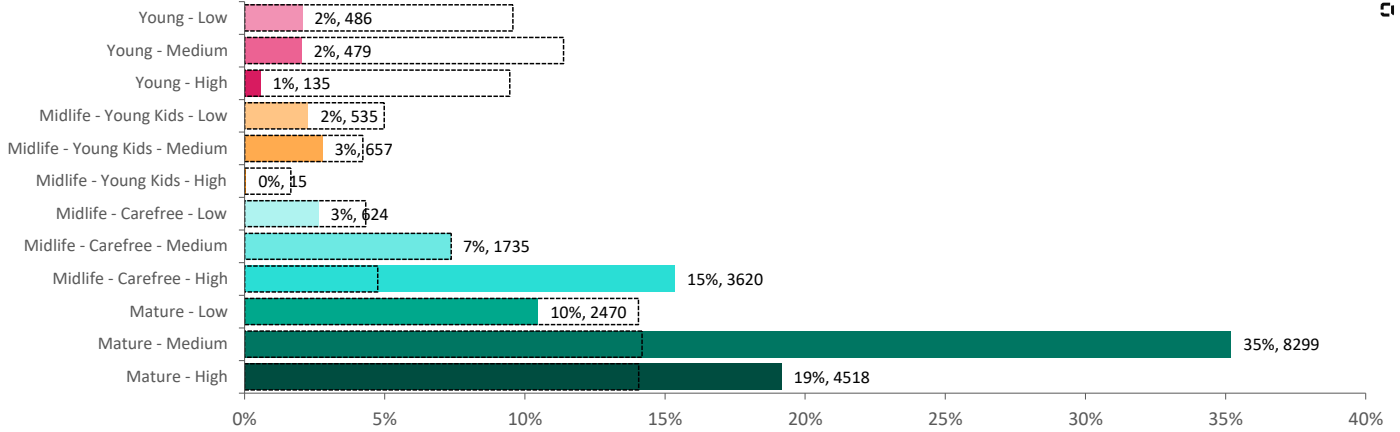
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Black Bull

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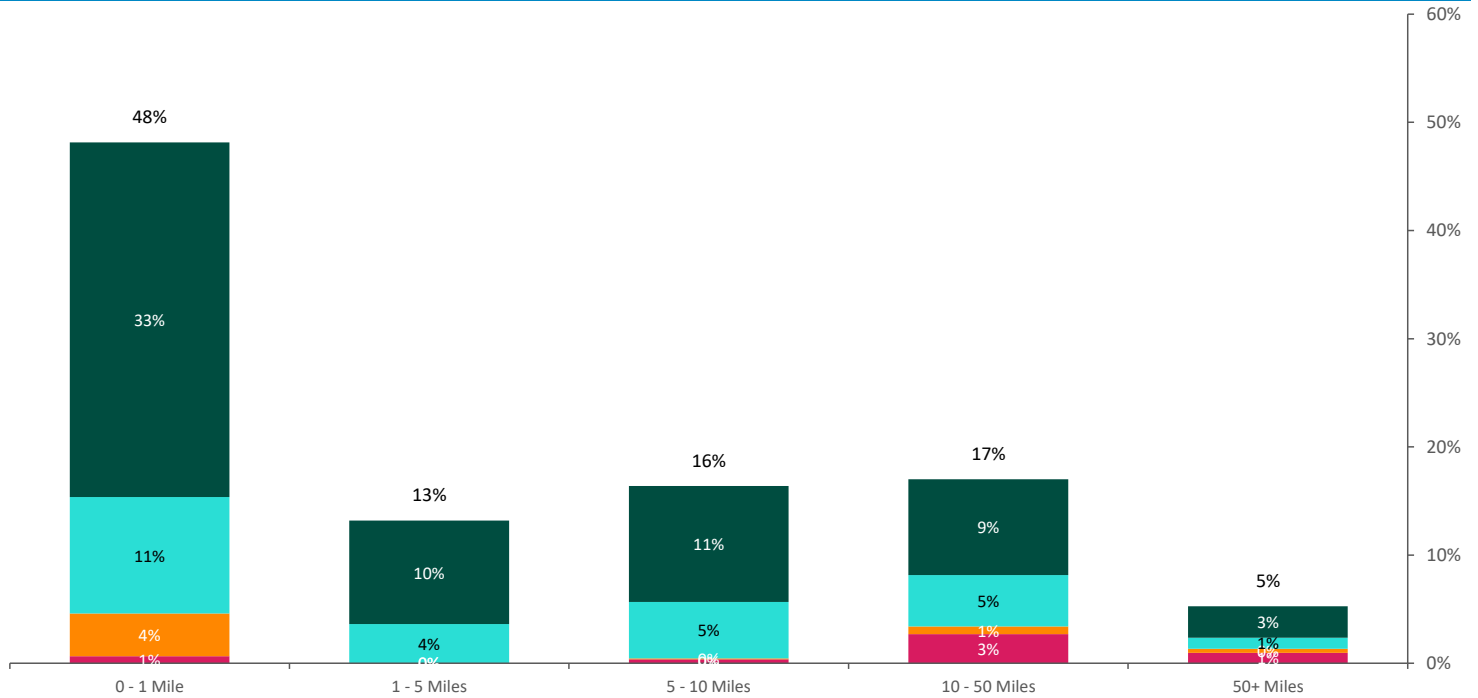
Polaris Plus Profile

GB %



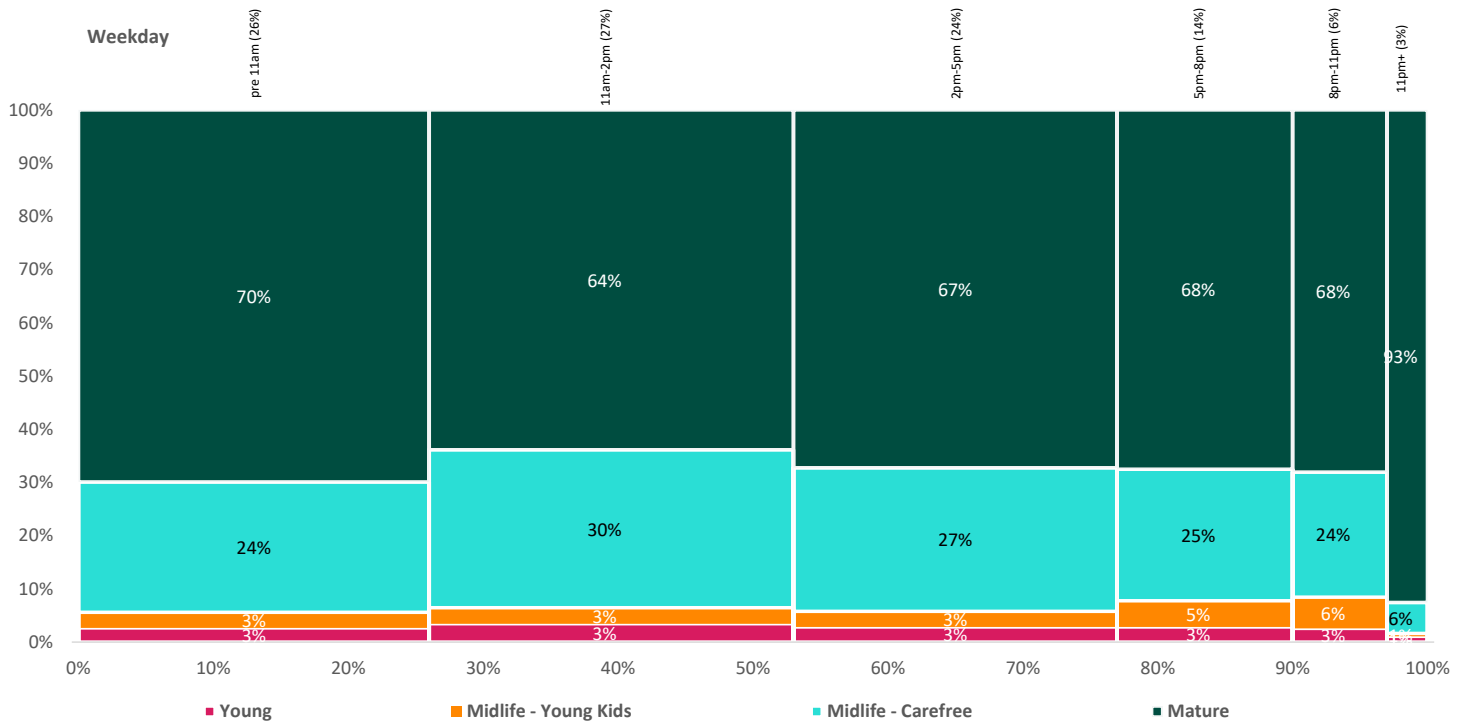
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



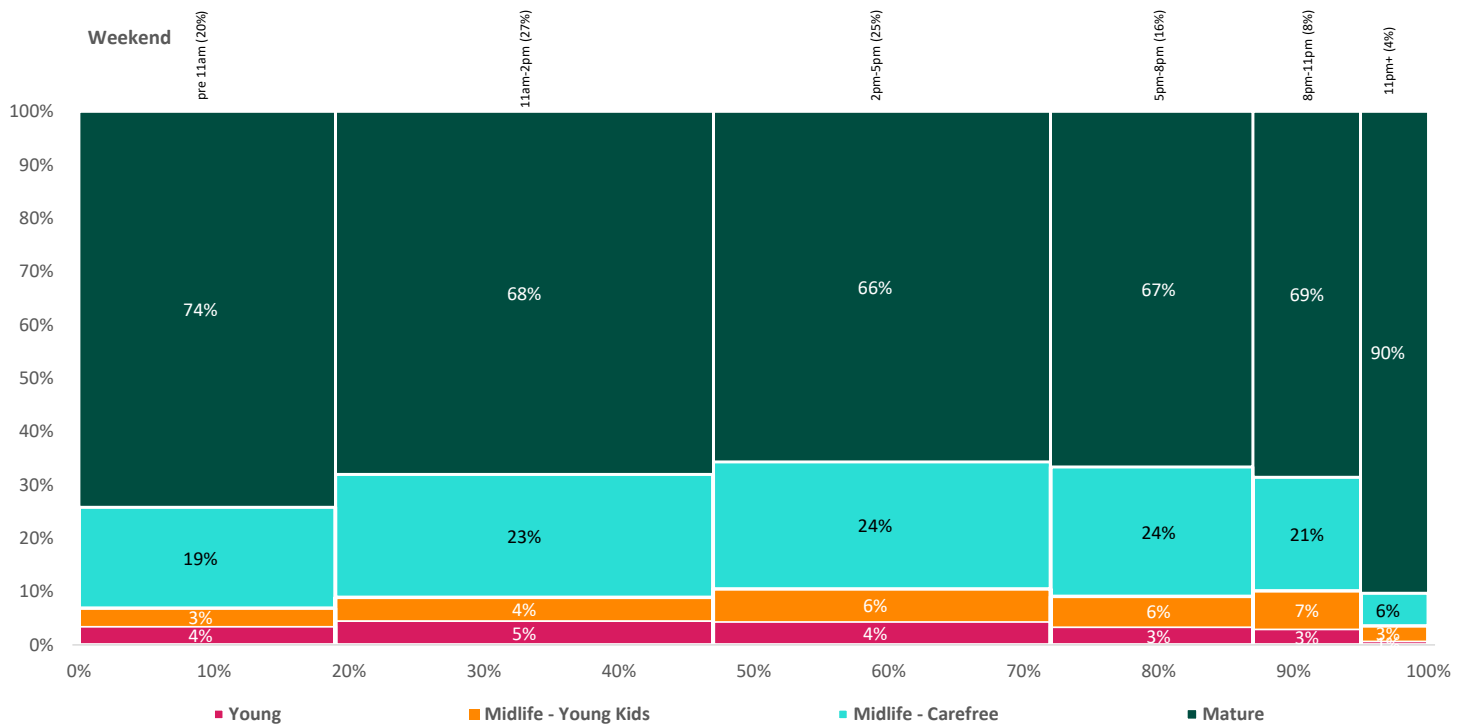
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



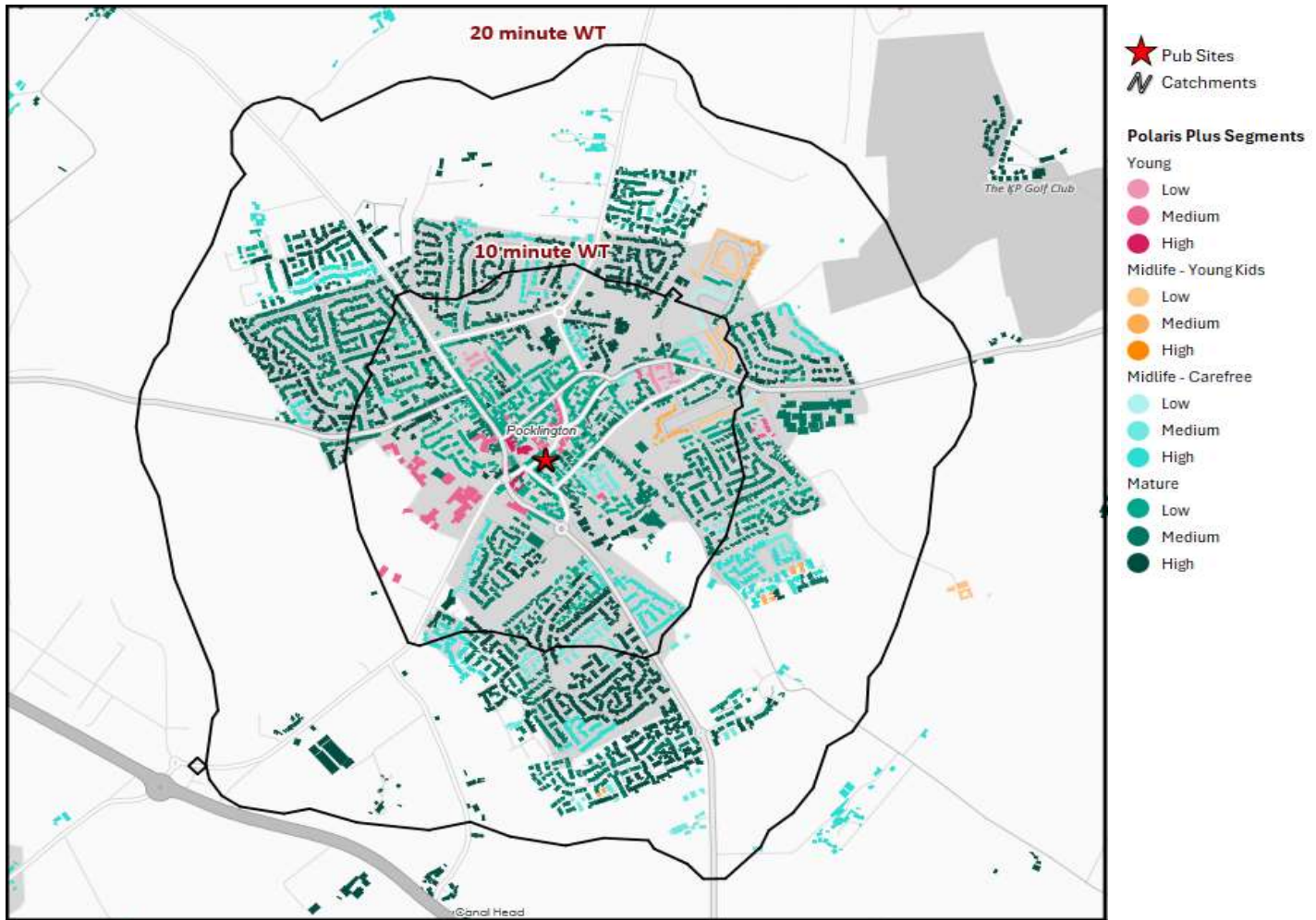
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		6.269	5.894	5.505	3.187	1.426	944	23.224
Midlife - Carefree		2.196	2.742	2.206	1.167	493	59	8.864
Midlife - Young Kids		262	278	238	231	123	5	1.138
Young		238	319	235	135	54	11	993
All		8.966	9.232	8.184	4.720	2.096	1.019	34.218

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.707	2.130	1.908	1.198	632	422	7.998
Midlife - Young Kids		436	725	694	437	197	29	2.517
Midlife - Carefree		76	135	176	101	65	13	566
Mature		82	145	129	63	28	4	451
All		2.301	3.134	2.907	1.799	923	467	11.531

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

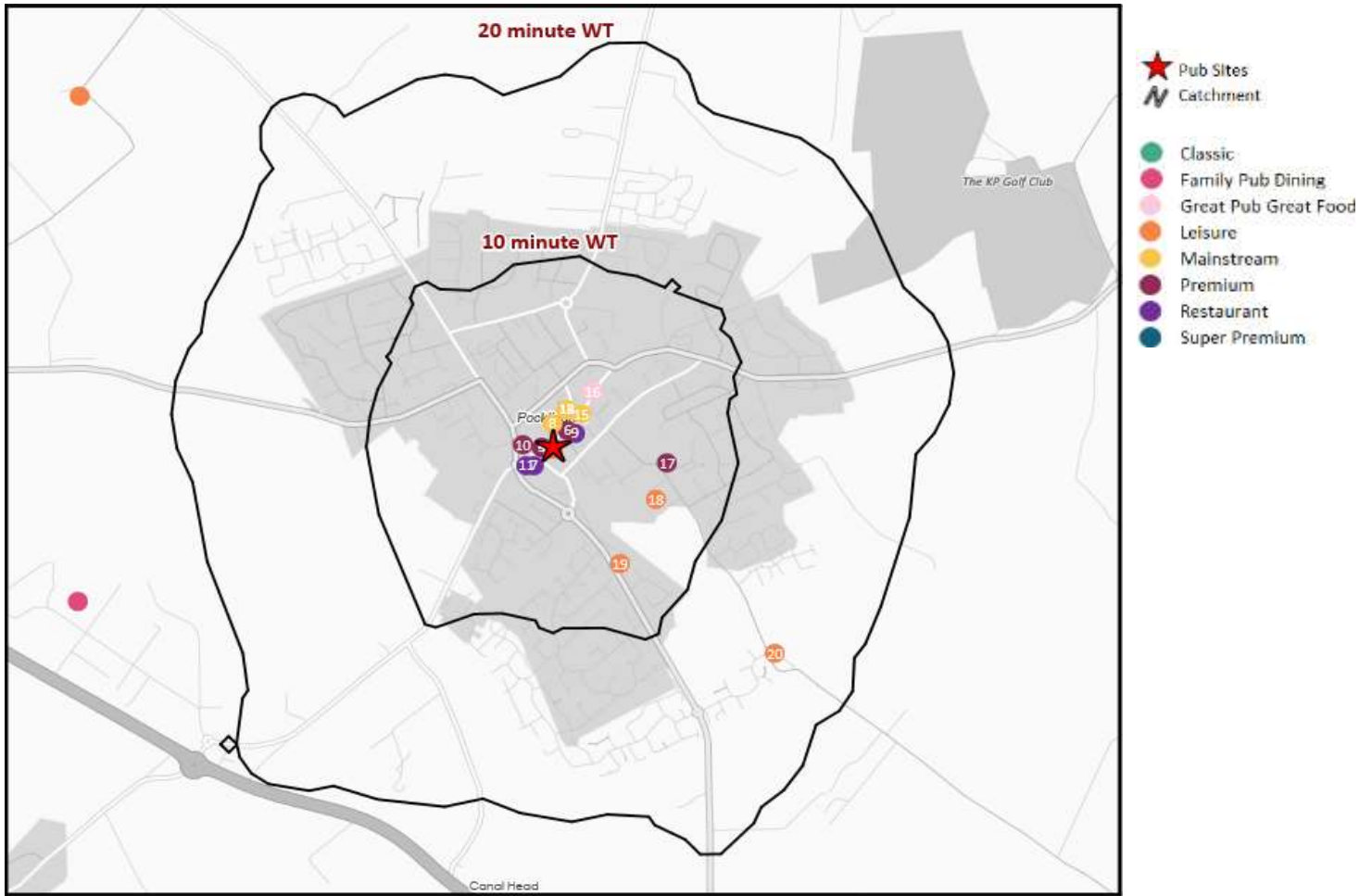


Polaris Plus Profile by Catchment

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	218	223	468	65	26	13
Medium	150	150	311	40	16	8
High	5	5	5	2	1	0
Midlife - Young Kids						
Low	61	184	444	32	37	22
Medium	45	111	230	30	29	15
High	0	0	0	0	0	0
Midlife - Carefree						
Low	16	53	85	11	14	6
Medium	152	604	1.525	62	96	59
High	83	633	4.931	53	158	301
Mature						
Low	1.203	1.519	3.841	259	128	79
Medium	883	3.119	12.833	164	227	228
High	530	2.066	10.144	102	156	188
Not Private Households	91	115	1.053	247	122	274
Total	3.437	8.782	35.870			

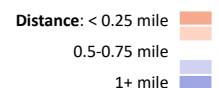
*WT= Walktime, **DT= Drivetime

- 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	Black Bull	YO42 2AR	Star Pubs & Bars	Premium	12,0%	76,8%	0,00
1	Pane E Vino	YO42 2AR	Independent Free	Restaurant	6,6%	80,8%	0,00
2	Pocklington Arts Centre	YO42 2AR	Independent Free	Leisure	6,9%	92,2%	0,00
3	Black Swan	YO42 2AR	Stonegate Pub Company	Mainstream	6,7%	73,0%	0,00
4	Market Tap	YO42 2AS	Brew York Ltd	Premium	5,7%	67,2%	0,02
5	Hide Cafe and Deli	YO42 2AS	Independent Free	Restaurant	6,8%	51,3%	0,02
6	Feathers Hotel	YO42 2AH	Independent Free	Premium	14,4%	59,0%	0,05
7	Judsons Wine Bar	YO42 2QW	Independent Free	Restaurant	14,5%	77,4%	0,05
8	Pocklington United Services Social Club	YO42 2AG	Independent Free	Mainstream	6,9%	92,2%	0,06
9	Sonali	YO42 2AJ	Independent Free	Restaurant	0,0%	0,0%	0,06
10	Station Inn	YO42 2AU	Stonegate Pub Company	Premium	4,8%	64,8%	0,06
11	Bengal Lounge	YO42 2QR	Independent Free	Restaurant	6,3%	71,1%	0,07
12	Simply Jj's	YO42 2AE	Independent Free	Mainstream	1,7%	77,0%	0,09
13	Cross Keys	YO42 2AE	Stonegate Pub Company	Mainstream	0,0%	0,0%	0,09
14	Beach House	YO42 2AE	Independent Free	Mainstream	2,6%	73,0%	0,09
15	Oddfellows Arms	YO42 2JL	Independent Free	Mainstream	0,0%	0,0%	0,10
16	Toddys	YO42 2JJ	Independent Free	Great Pub Great Food	0,0%	0,0%	0,15
17	Pocklington Rugby Club	YO42 2QB	Independent Free	Premium	2,8%	61,5%	0,24
18	Stewart Bowling Club	YO42 2QE	Independent Free	Leisure	0,0%	0,0%	0,24
19	Pocklington Sports and Social Club	YO42 2NZ	Independent Free	Leisure	1,3%	81,3%	0,29
20	Pocklington Cricket Club	YO42 1UJ	Independent Free	Leisure	0,0%	0,0%	0,64



* 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+	3.437	8.782	35.870
Number of Competition Pubs	20	22	73
Adults 18+ per Competition Pub	172	399	491

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	282	8,2%	105
Family Pub Dining	0	340	9,9%	109
Great Pub Great Food	1	561	16,3%	98
Leisure	3	345	10,1%	100
Mainstream	6	526	15,3%	110
Premium	5	468	13,6%	95
Restaurant	5	718	20,9%	91
Super Premium	0	104	3,0%	77

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	555	6,3%	81
Family Pub Dining	0	758	8,6%	95
Great Pub Great Food	2	1.661	18,9%	113
Leisure	4	927	10,6%	105
Mainstream	6	1.212	13,8%	99
Premium	5	1.271	14,5%	101
Restaurant	5	1.949	22,2%	96
Super Premium	0	331	3,8%	96

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.852	5,2%	66
Family Pub Dining	1	2.747	7,7%	84
Great Pub Great Food	10	7.191	20,1%	120
Leisure	15	3.778	10,5%	105
Mainstream	13	4.479	12,5%	90
Premium	17	5.196	14,5%	101
Restaurant	11	8.067	22,5%	98
Super Premium	6	1.500	4,2%	106

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																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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