

Catchment Summary - Kings Arms Haworth

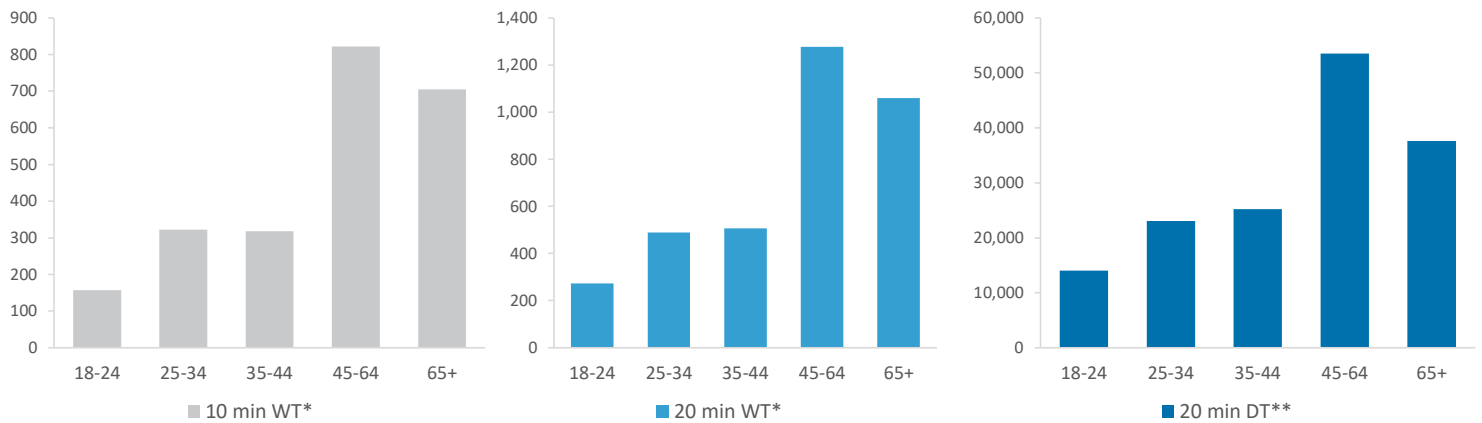


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- Over GB Average
- Around GB Average
- Under GB Average

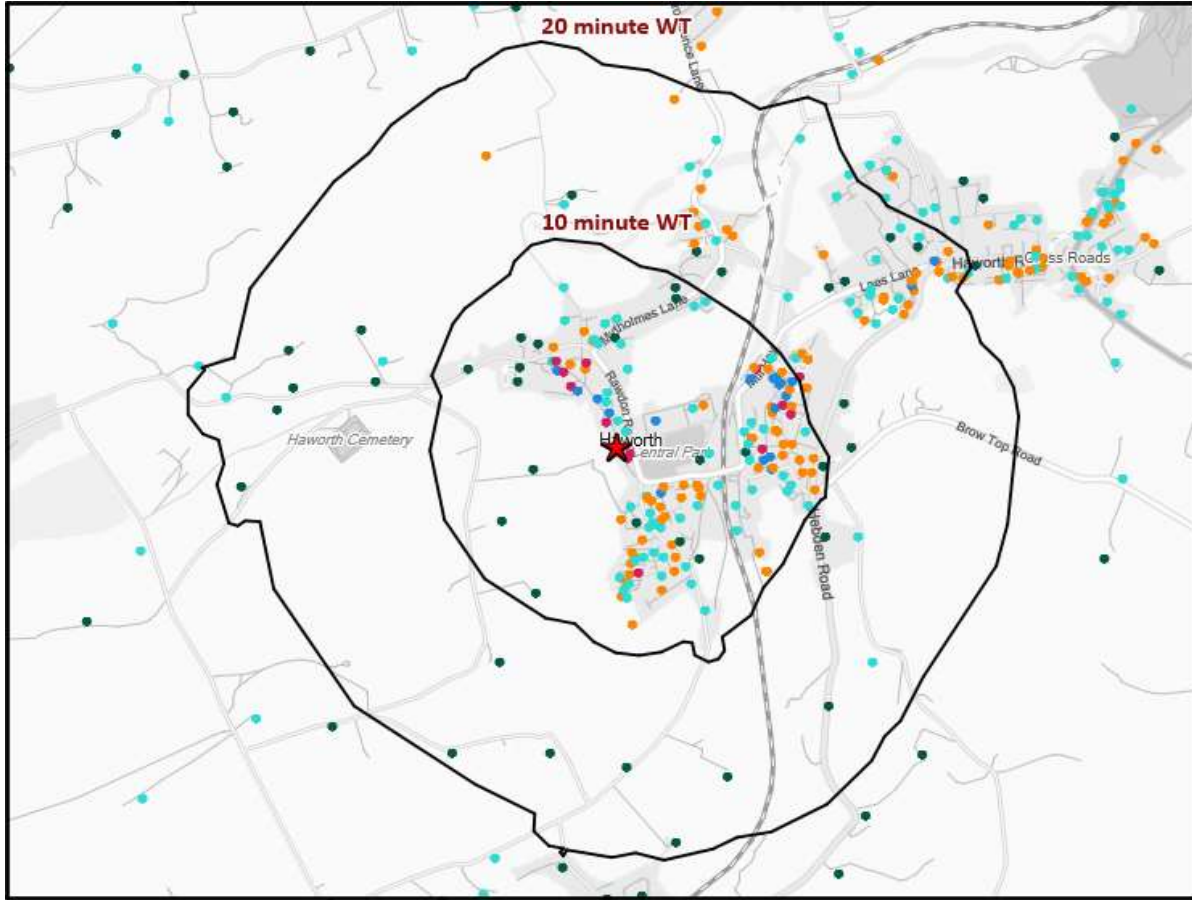
*WT= Walktime, **DT= Drivetime

	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	2,818	4,424	200,473	53	30	53	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	2,324	3,607	153,389	53	20	51	
Competition Pubs	15	15	210	100	47	58	
Adults 18+ per Competition Pub	155	240	730	19	29	88	
% Adults Likely to Drink	83.2%	83.1%	81.2%	101	101	99	
Affluence	Low	7.1%	4.5%	16.5%	27	18	64
	Medium	48.0%	58.2%	45.5%	122	148	116
	High	42.0%	35.3%	36.8%	125	105	110
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	157	273	14,001	69	76	86
	25-34	322	489	23,061	86	83	87
	35-44	318	507	25,211	88	89	98
	45-64	822	1,278	53,533	114	113	104
	65+	705	1,060	37,583	131	125	98



	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	1,373 (49%)	2,150 (49%)	97,849 (49%)	99	98	99
	Female	1,445 (51%)	2,274 (51%)	102,624 (51%)	101	102	101
Economic Status (16-74)	Employed: Full-time	885 (43%)	1,395 (43%)	57,380 (40%)	104	104	97
	Employed: Part-time	249 (12%)	425 (13%)	20,351 (14%)	94	101	110
	Self employed	266 (13%)	402 (12%)	14,040 (10%)	136	130	104
	Unemployed	52 (3%)	66 (2%)	3,517 (2%)	107	86	104
	Retired	324 (16%)	510 (16%)	20,586 (14%)	115	114	105
	Other	266 (13%)	436 (13%)	26,106 (18%)	66	68	93
Total Worker Count	1,615	1,746	62,530				

See the Glossary page for further information on the above variables

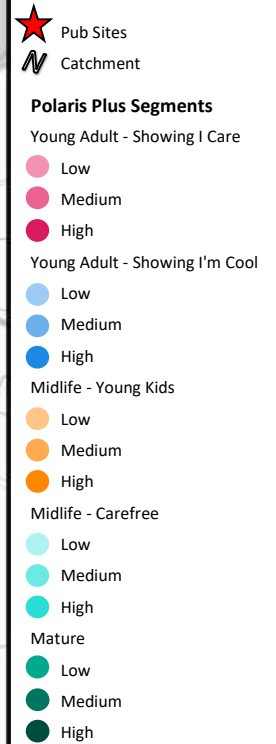
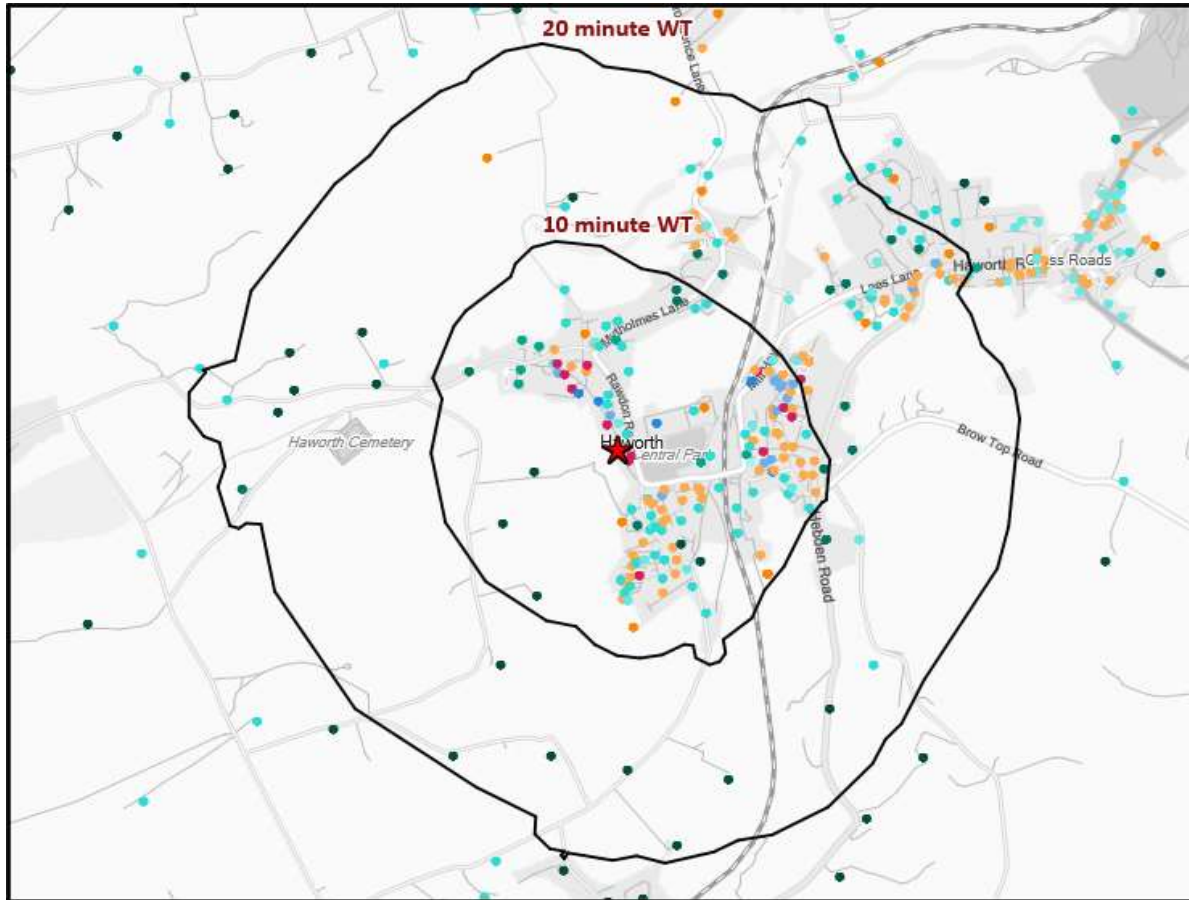


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	183	183	10,241	88	57	75
Young Adult - Showing I'm Cool	226	234	10,707	106	71	76
Midlife - Young Kids	867	1,329	50,943	119	117	106
Midlife - Carefree	688	1,105	44,061	141	146	137
Mature	290	686	35,515	45	68	83
<i>Not Private Households</i>	70	70	1,922	209	135	87
Total	2,324	3,607	153,389			



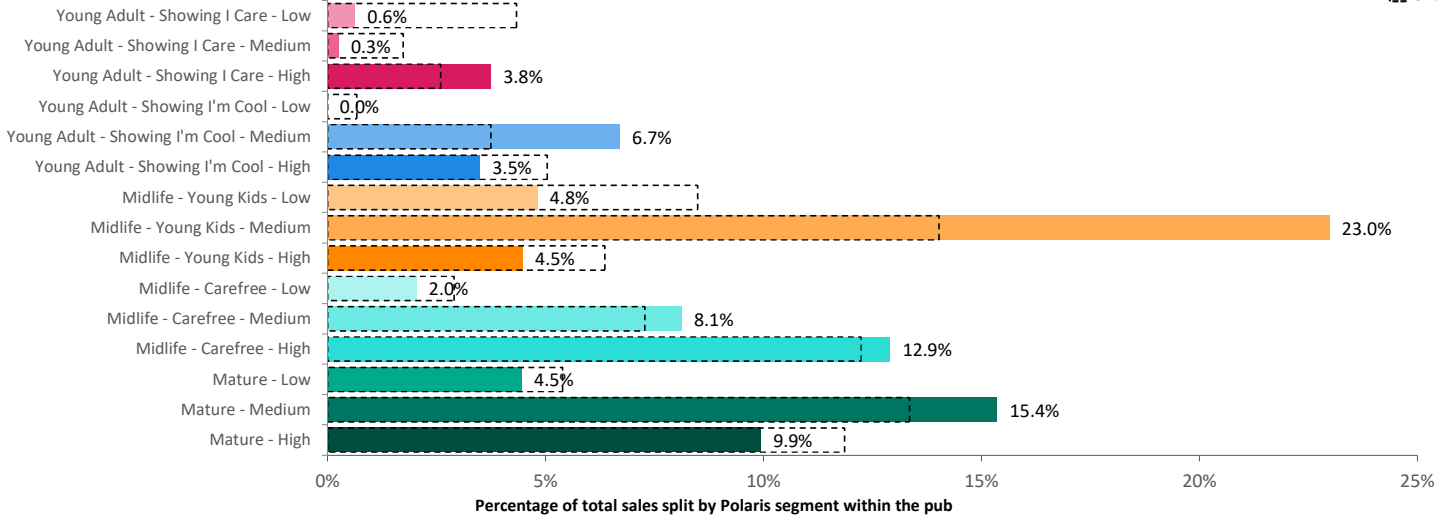
Polaris Plus Profile by Catchment

*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 Adult - Showing I Care						
Low	0	0	265	0	0	4
Medium	0	0	0	0	0	0
High	183	183	9,976	234	151	193
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	121	129	7,606	141	97	134
High	105	105	3,101	101	65	45
Midlife - Young Kids						
Low	0	0	12,341	0	0	72
Medium	745	1,178	30,243	215	219	132
High	122	151	8,359	97	78	101
Midlife - Carefree						
Low	25	25	4,154	32	20	80
Medium	107	253	16,438	69	104	160
High	556	827	23,469	219	210	140
Mature						
Low	139	139	8,499	101	65	93
Medium	142	538	15,482	48	118	80
High	9	9	11,534	4	3	80
Not Private Households	70	70	1,922	209	135	87
Total	2,324	3,607	153,389			

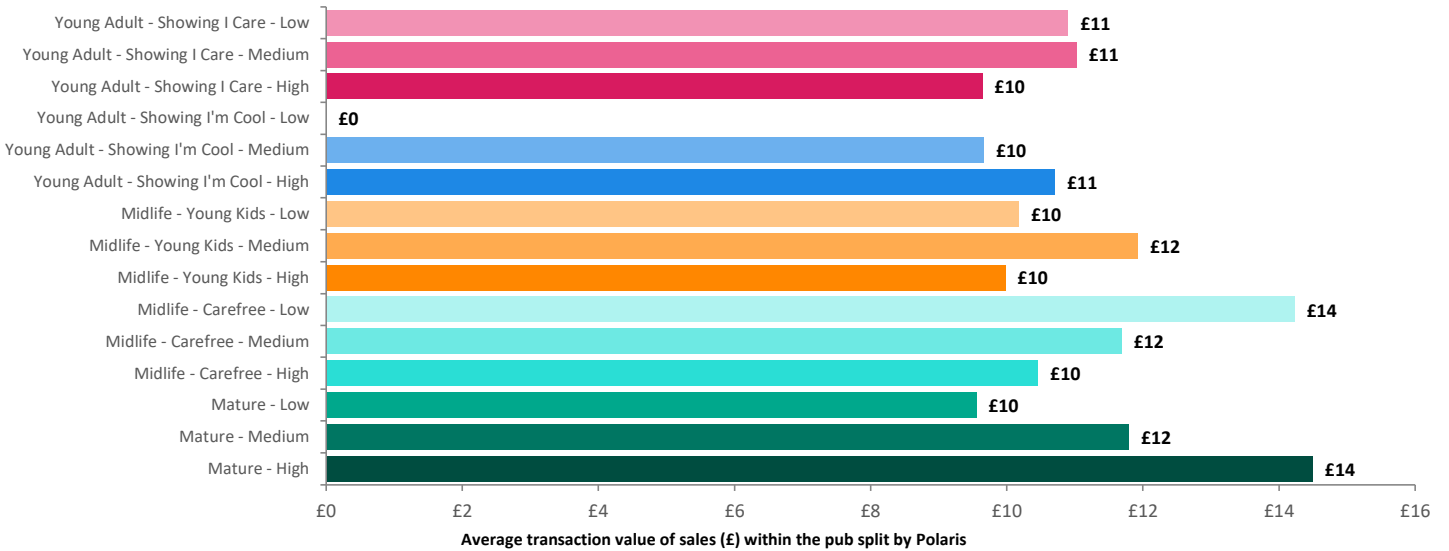
Spend by Polaris

GB %



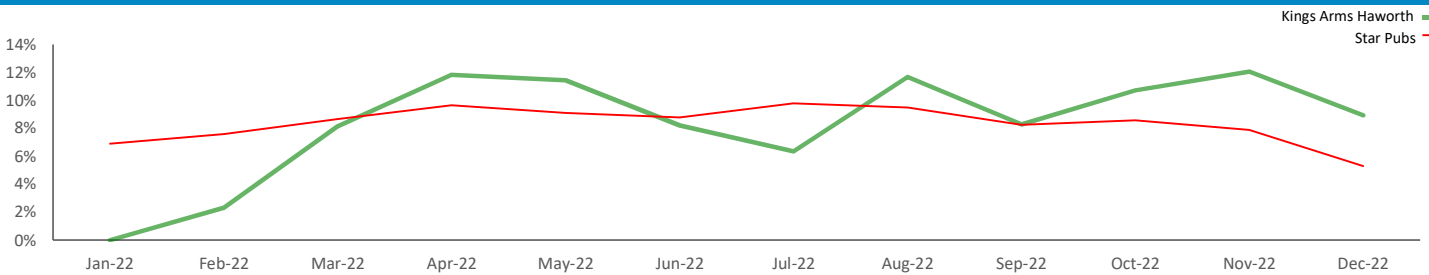
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

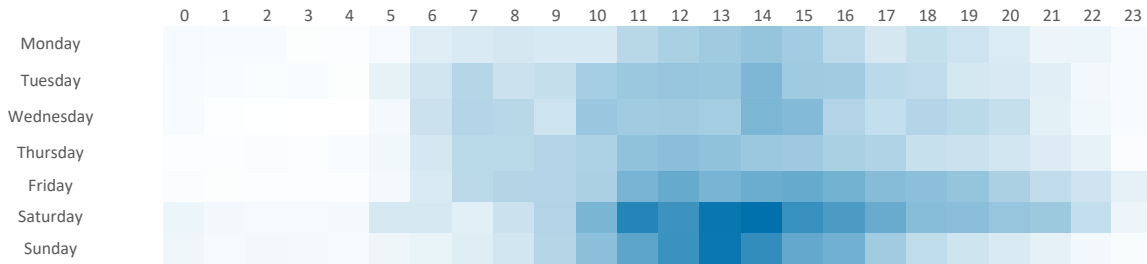


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

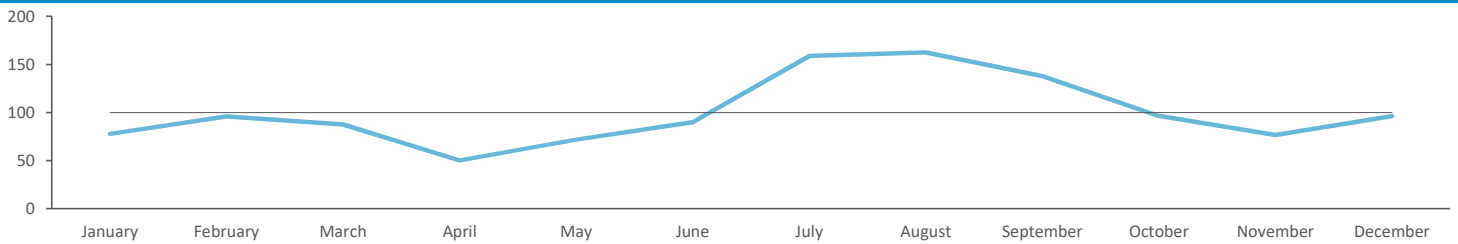


Time of Day/Day of Week



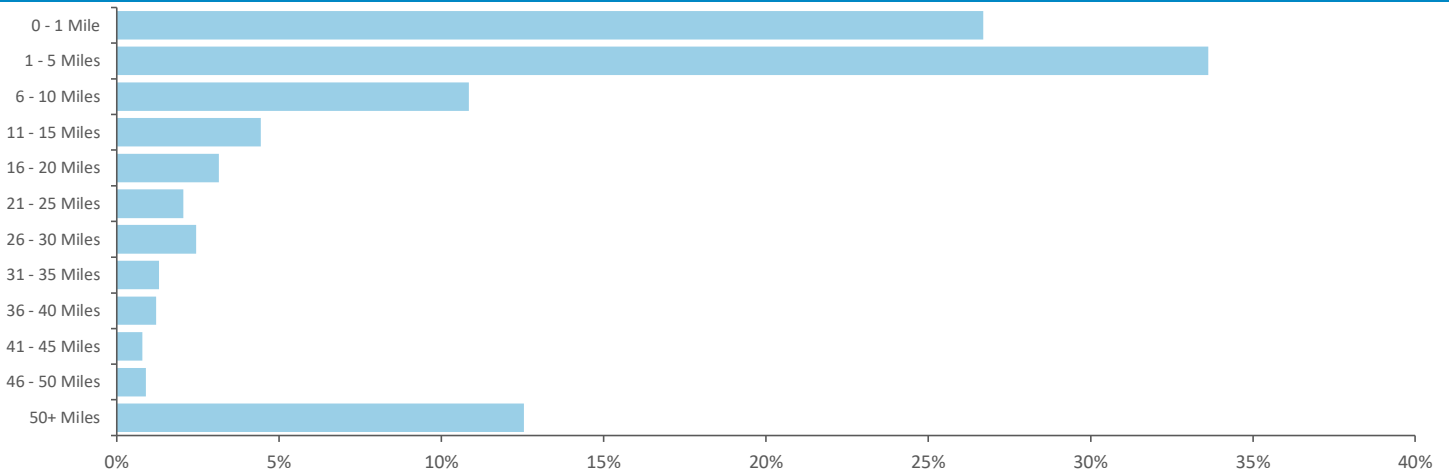
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



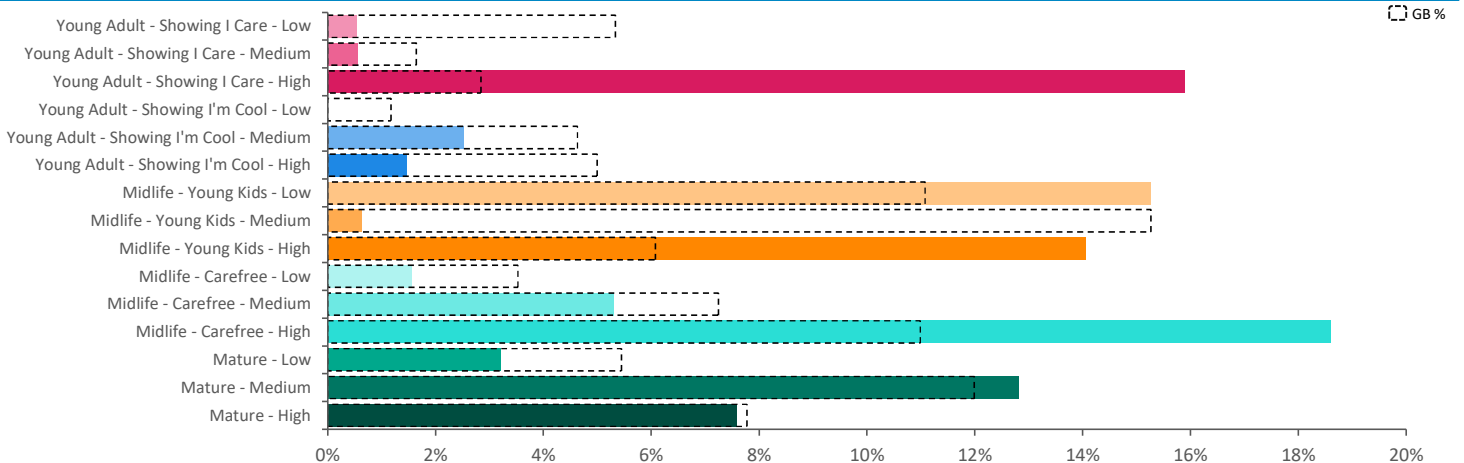
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile



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



- 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

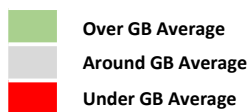
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Fleece Inn	BD22 8DA	Timothy Taylor	Premium Local	0.0
1	Kings Arms	BD22 8DA	Star Pubs & Bars	Premium Local	0.0
1	Old Registry	BD22 8DA	Independent Free	Hotel	0.0
4	Tap And Tonic	BD22 8DN	Independent Free	High Street Pub	0.0
5	Black Bull Hotel	BD22 8DP	Stonegate Pub Company	Family Pub Dining	0.1
5	Hawthorn	BD22 8DP	Independent Free	Family Pub Dining	0.1
5	Haworth Steam Brewery	BD22 8DP	Independent Free	Premium Local	0.1
8	Bronte Bars & Events	BD22 8DR	Independent Free	Large Venue	0.1
9	Haworth Community Club	BD22 8QJ	Independent Free	Clubland	0.2
9	Parkside Social Club	BD22 8QJ	Independent Free	Clubland	0.2
11	Haworth Old Hall	BD22 8BP	Marston's	Community Pub	0.2
12	Old White Lion Hotel	BD22 8DU	Independent Free	Hotel	0.2
13	Old Sun	BD22 8EL	Independent Free	Premium Local	0.3
14	Treehouse Bar And Kitchen	BD22 8NW	Independent Free	High Street Pub	0.3
15	Industry Barista	BD22 8NQ	Independent Free	Community Pub	0.3
15	Mill Hey Brew House	BD22 8NQ	Independent Free	Family Pub Dining	0.3
15	Haworth Tandoori Restaurant	BD22 8NQ	Independent Free	Restaurants	0.3
18	Ashmount Country House	BD22 8EZ	Independent Free	Hotel	0.3
19	Haworth Cricket Club	BD22 8EN	Independent Free	Clubland	0.3
20	Haworth Conservative Club	BD22 8NA	Independent Free	Clubland	0.4

Per Pub Analysis - Kings Arms Haworth



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,324	3,607	153,389
Number of Competition Pubs	15	15	210
Adults 18+ per Competition Pub	155	240	730

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	358	15.4%	151
Circuit Bar	124	5.3%	146
Community Pub	266	11.4%	66
Craft Led	109	4.7%	148
Great Pub Great Food	532	22.9%	119
High Street Pub	272	11.7%	67
Premium Local	462	19.9%	113

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	475	13.2%	129
Circuit Bar	183	5.1%	139
Community Pub	453	12.5%	72
Craft Led	135	3.7%	118
Great Pub Great Food	779	21.6%	113
High Street Pub	469	13.0%	75
Premium Local	765	21.2%	121

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,096	11.1%	109
Circuit Bar	5,585	3.6%	99
Community Pub	21,973	14.3%	83
Craft Led	5,042	3.3%	104
Great Pub Great Food	31,305	20.4%	106
High Street Pub	21,863	14.3%	82
Premium Local	28,012	18.3%	104

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>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</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																		
Around GB Average	Index value is between 80 - 120																		
Under GB Average	Index value is < 80																		
Polaris Segmentation																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</p> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</p> </td> </tr> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Product needs</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> <ul style="list-style-type: none"> • Fits sustainability values • Helps them stand out and be seen to be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energising • Avoids bloating </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <ul style="list-style-type: none"> • Helps me look good, and be on trend • Aids being part of the group • Discovering new things • Affordable • Energising • Avoids bloating </td> <td style="border: 1px dashed #ff9800; padding: 5px;"> <ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energising • Being romantic </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer </td> <td style="border: 1px dashed #2e7d32; padding: 5px;"> <ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Conscious choices on sustainability and health</p> <p>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</p>	<p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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 6 categories, 18 groups and 62 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.																			