

# Catchment Summary - King On The Lane Leeds



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■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

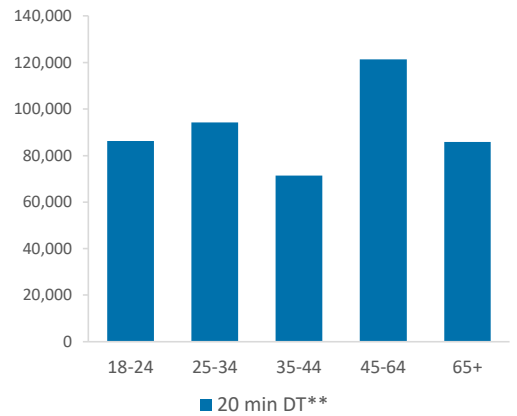
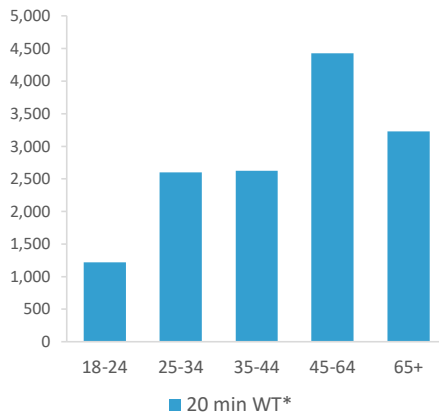
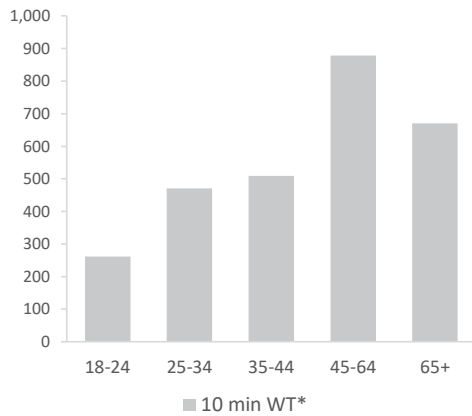
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,719	18,436	582,460	70	127	154
Adults 18+	2,790	14,097	459,240	64	79	154
Competition Pubs	2	8	618	13	25	171
Adults 18+ per Competition Pub	1,395	1,762	743	169	213	90
% Adults Likely to Drink	79.2%	82.4%	82.1%	96	100	100

Population & Adults 18+ index is based on all pubs

Affluence							
	Low	78.2%	26.6%	32.6%	305	104	127
	Medium	16.3%	41.9%	34.8%	42	106	88
High	4.8%	30.9%	31.1%	14	92	93	

\*Affluence does not include Not Private Households

Age Profile							
	18-24	262	1,218	86,287	87	81	183
	25-34	471	2,598	94,302	95	106	122
	35-44	509	2,626	71,444	106	111	95
	45-64	878	4,426	121,328	92	94	82
65+	670	3,229	85,879	94	92	77	



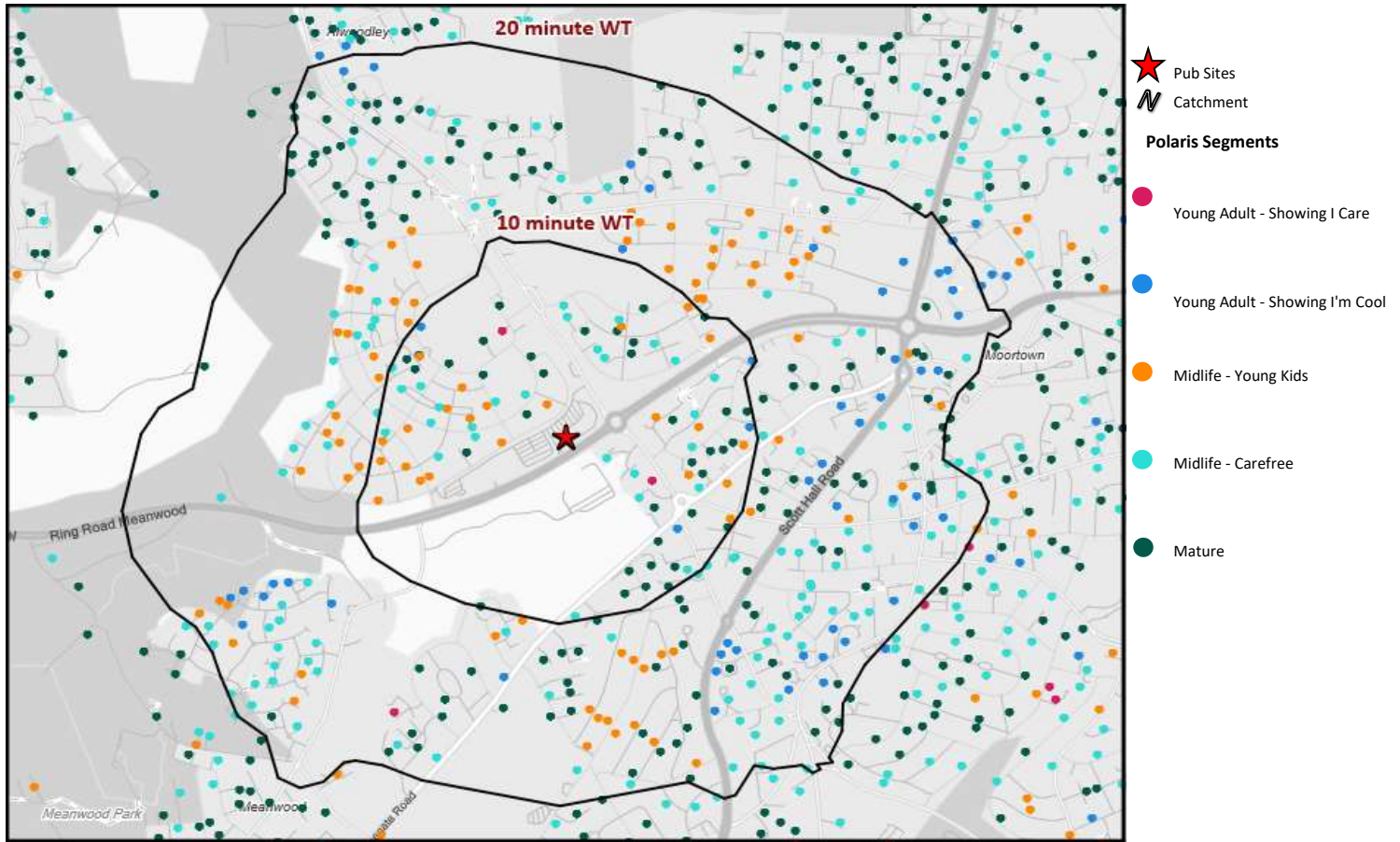
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender							
	Male	1,833 (49%)	8,930 (48%)	286,554 (49%)	100	98	99
	Female	1,886 (51%)	9,506 (52%)	295,906 (51%)	100	102	101
Economic Status (16-74)							
	Employed: Full-time	856 (34%)	5,428 (42%)	172,006 (40%)	82	101	96
	Employed: Part-time	341 (14%)	1,695 (13%)	50,636 (12%)	104	101	91
	Self employed	176 (7%)	1,319 (10%)	34,023 (8%)	73	106	83
	Unemployed	88 (3%)	340 (3%)	11,476 (3%)	147	110	112
	Retired	420 (17%)	1,793 (14%)	48,837 (11%)	121	100	82
	Other	637 (25%)	2,405 (19%)	113,459 (26%)	128	94	134
Total Worker Count		1,271	6,877	257,671			

See the Glossary page for further information on the above variables

# Polaris Summary - King On The Lane Leeds



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Data Source © 2020 TomTom



Polaris Profile by Catchment

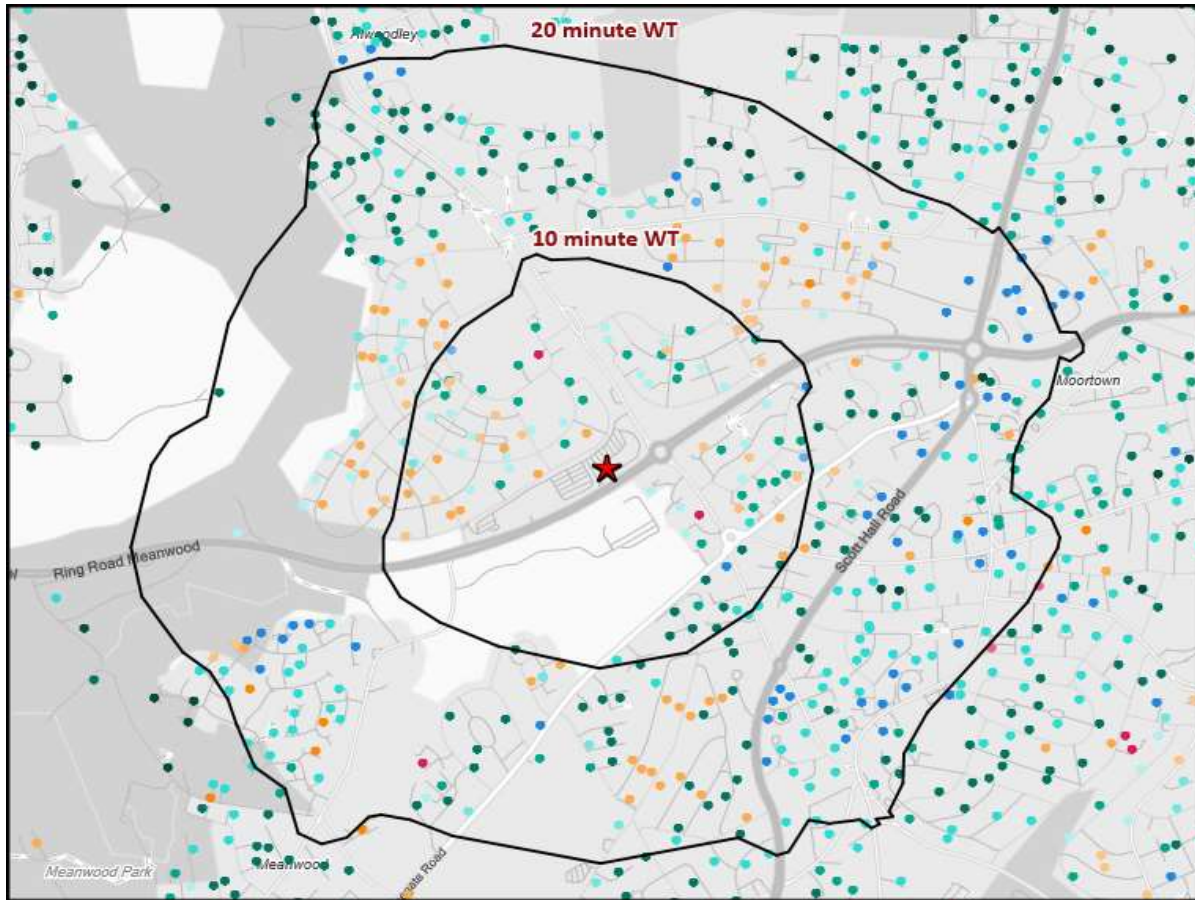
\*WT= Walktime, \*\*DT= Drivetime

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	39	135	91,488	16	11	223
Young Adult - Showing I'm Cool	105	1,500	58,924	41	116	139
Midlife - Young Kids	711	3,040	109,253	81	69	76
Midlife - Carefree	773	4,121	88,907	132	139	92
Mature	1,144	5,218	103,769	147	132	81
<b>Not Private Households</b>	18	83	6,899	45	41	104
<b>Total</b>	2,790	14,097	459,240			

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★ Pub Sites  
 M Catchment

**Polaris Plus Segments**

Young Adult - Showing I Care

- Low
- Medium
- High

Young Adult - Showing I'm Cool

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

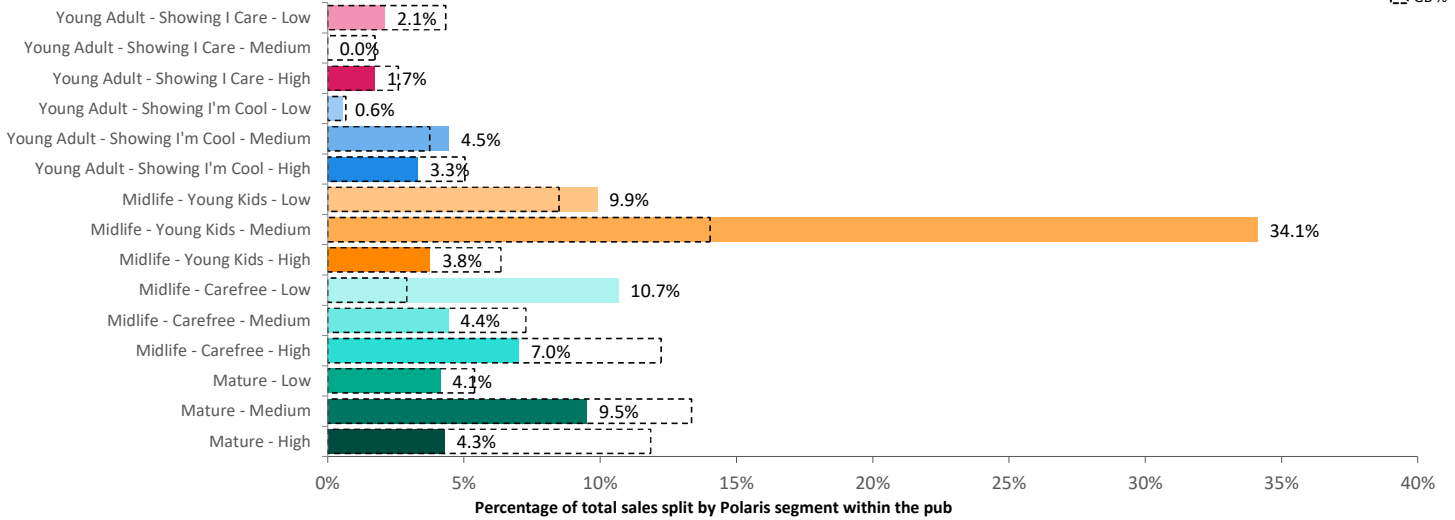
## Polaris Plus Profile by Catchment

\*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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	41,578	0	0	216
Medium	0	37	20,282	0	19	324
High	39	98	29,628	42	21	192
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	125	0	0	3
Medium	21	101	28,360	20	19	167
High	84	1,399	30,439	67	222	148
<b>Midlife - Young Kids</b>						
Low	474	861	61,365	153	55	120
Medium	237	1,984	39,968	57	94	58
High	0	195	7,920	0	26	32
<b>Midlife - Carefree</b>						
Low	761	1,265	21,861	802	264	140
Medium	0	374	26,441	0	39	86
High	12	2,482	40,605	4	161	81
<b>Mature</b>						
Low	946	1,627	24,815	571	194	91
Medium	198	3,412	44,694	56	191	77
High	0	179	34,260	0	14	80
<b>Not Private Households</b>	18	83	6,899	45	41	104
<b>Total</b>	2,790	14,097	459,240			

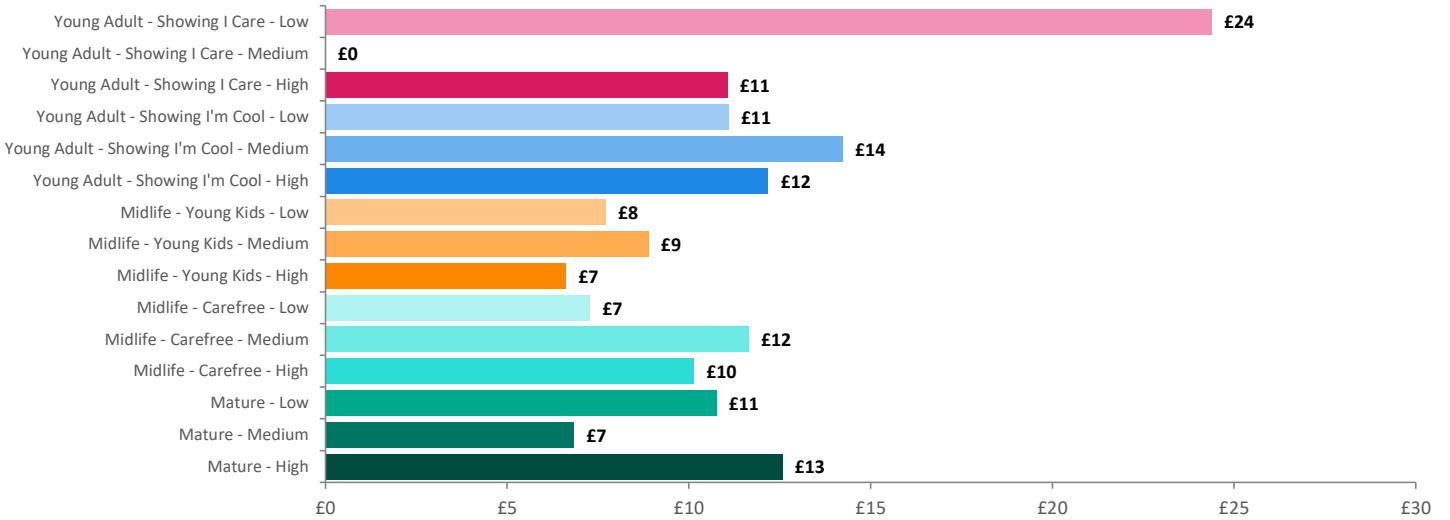
Spend by Polaris

GB %



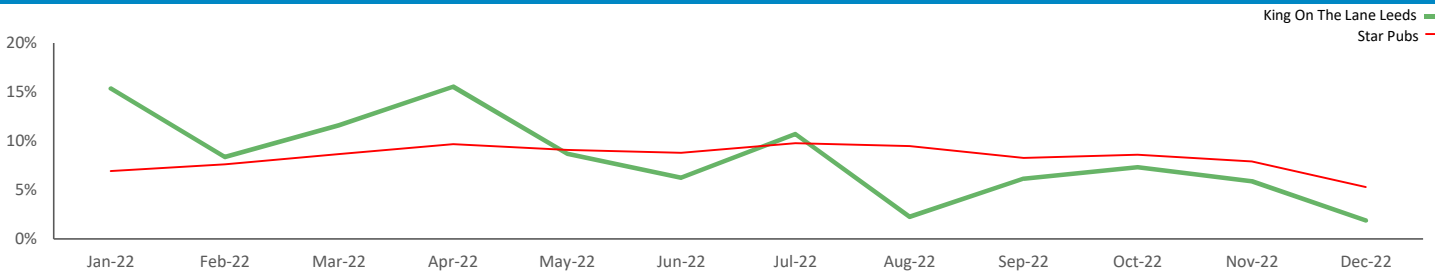
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

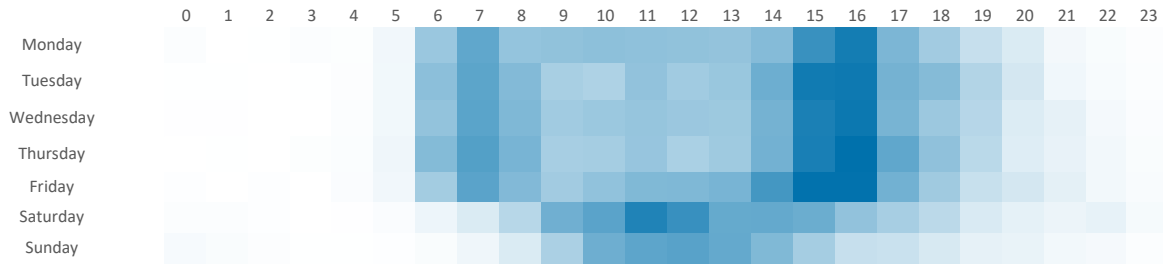


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

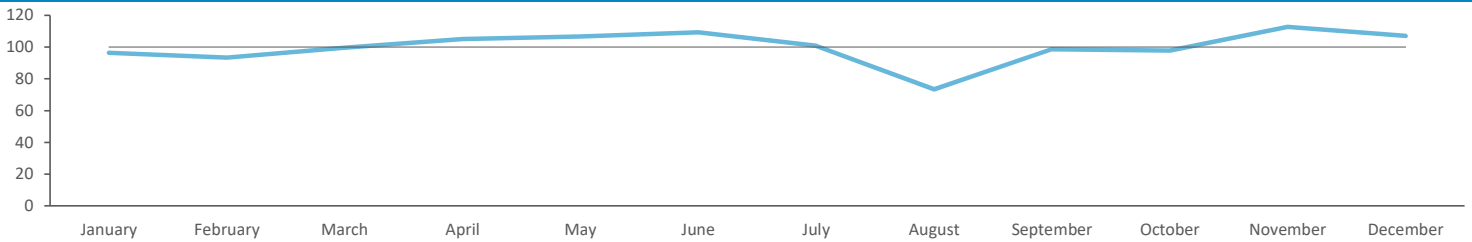


Time of Day/Day of Week



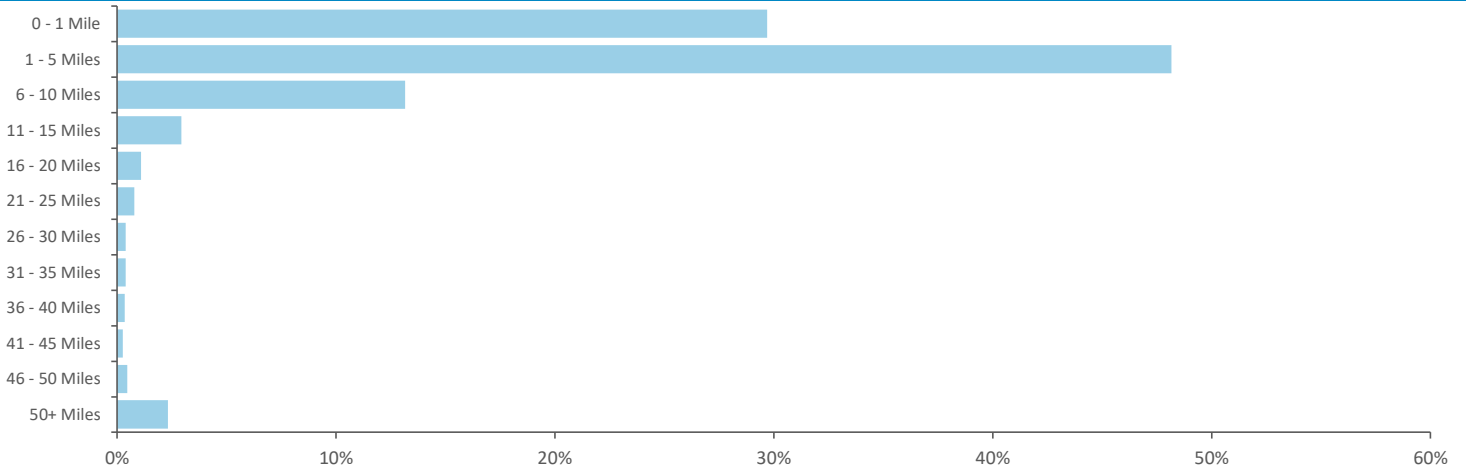
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



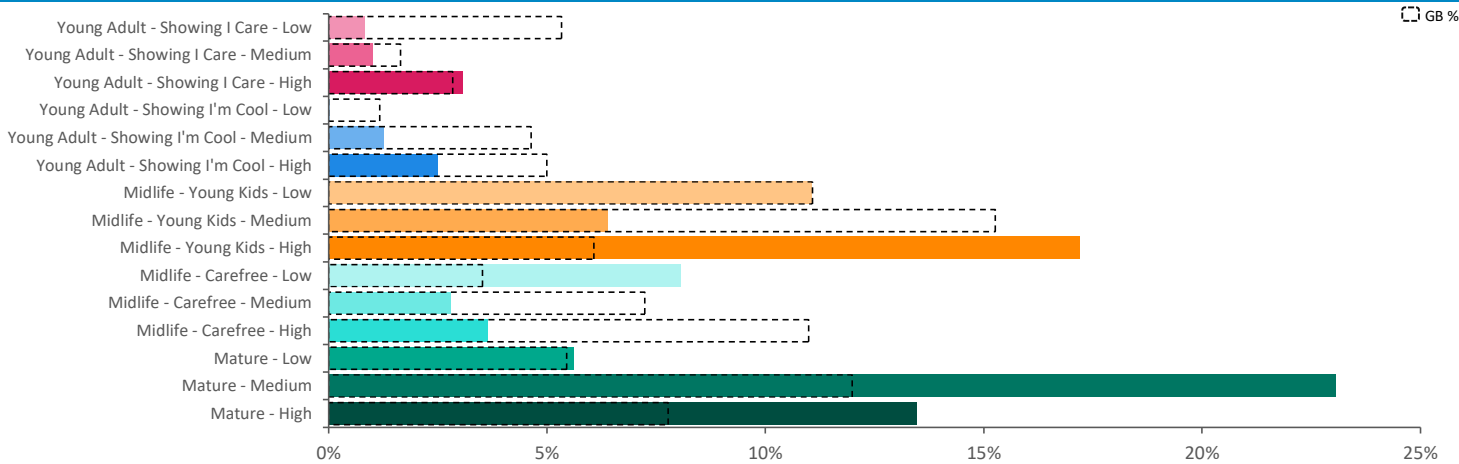
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

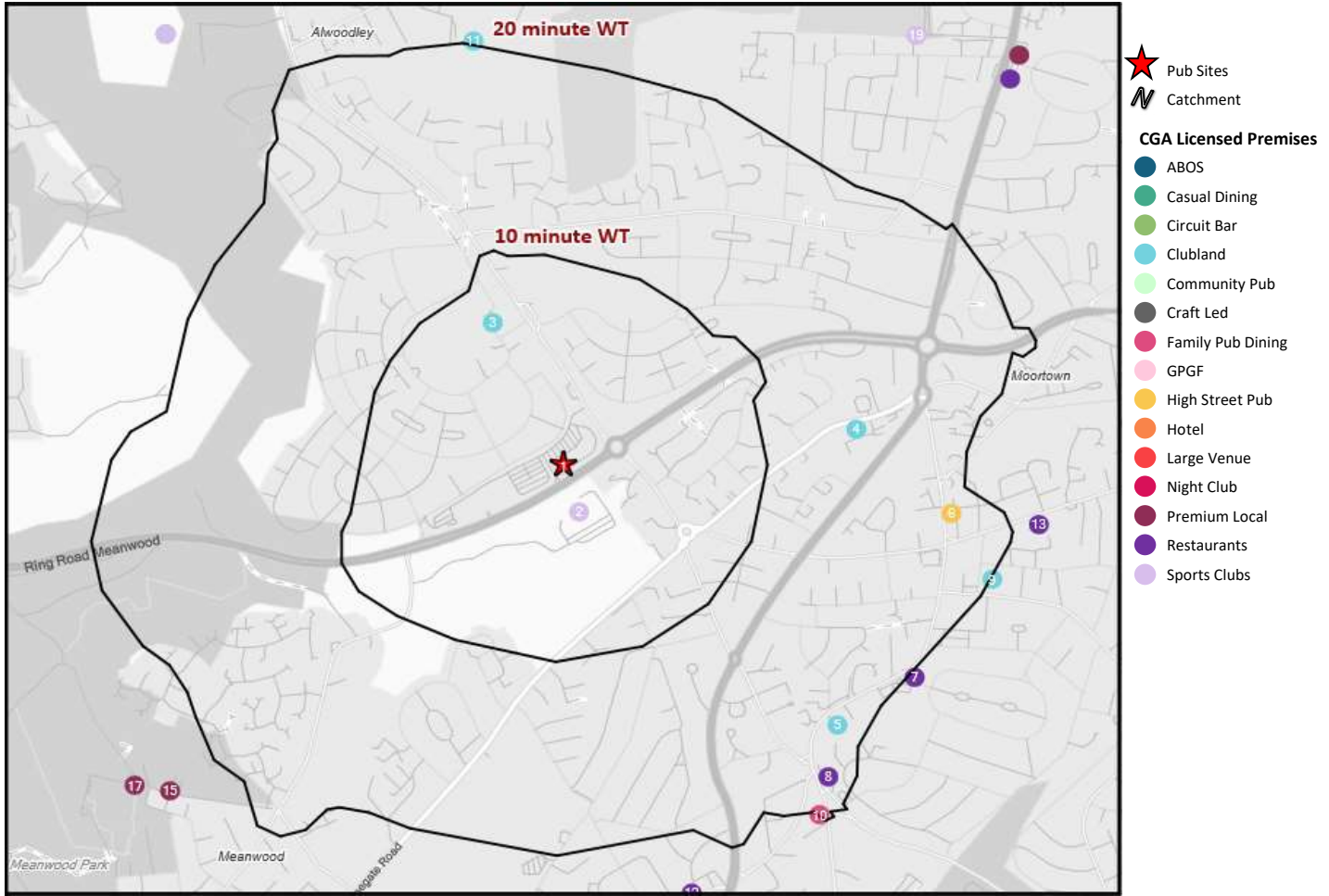


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



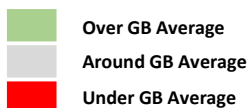
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	King On The Lane	LS17 5NY	Star Pubs & Bars	GPGF	0.0
2	David Lloyd Leisure	LS 6 4QW	David Lloyd Leisure Ltd	Sports Clubs	0.1
3	Moortown Social Club	LS17 5LA	Independent Free	Clubland	0.3
4	Moor Allerton Memorial Institute	LS17 6EL	Independent Free	Clubland	0.5
5	Immaculate Heart Social Club	LS17 6LE	Independent Free	Clubland	0.7
6	Corner House Coffee Bar & Kitchen	LS17 6PY	Independent Free	High Street Pub	0.7
7	Shake It Milkshake	LS17 6LY	Independent Free	Restaurants	0.8
8	El Bareto	LS17 6LX	Independent Free	Restaurants	0.8
9	Corner House Club	LS17 6QE	Independent Free	Clubland	0.8
10	Toby Carvery	LS 7 3PT	Mitchells & Butlers	Family Pub Dining	0.8
11	Moortown Rugby Club	LS17 7NT	Independent Free	Clubland	0.8
12	Ruchee Restaurant	LS 7 2LR	Independent Free	Restaurants	0.9
13	Catch Seafood	LS17 6HQ	Independent Free	Restaurants	0.9
14	Beck And Call	LS 7 2NP	Independent Free	Family Pub Dining	0.9
15	Bay Horse Inn	LS 6 4NB	Stonegate Pub Company	Premium Local	1.0
16	Culto	LS 7 2PR	Independent Free	Restaurants	1.0
17	Myrtle Tavern	LS 6 4NE	Stonegate Pub Company	Premium Local	1.0
18	Alwoodley Community Association Social Club	LS17 7NZ	Independent Free	Clubland	1.0
19	Moortown Golf Club	LS17 7DB	Independent Free	Sports Clubs	1.1
20	Olive Tree	LS 7 4NZ	Independent Free	Restaurants	1.1

# Per Pub Analysis - King On The Lane Leeds



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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+	2,790	14,097	459,240
Number of Competition Pubs	2	8	618
Adults 18+ per Competition Pub	1,395	1,762	743

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	106	3.8%	37
Circuit Bar	103	3.7%	101
Community Pub	820	29.4%	169
Craft Led	37	1.3%	42
Great Pub Great Food	122	4.4%	23
High Street Pub	686	24.6%	142
Premium Local	137	4.9%	28

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,281	9.1%	89
Circuit Bar	402	2.8%	78
Community Pub	2,765	19.6%	113
Craft Led	384	2.7%	86
Great Pub Great Food	2,703	19.2%	100
High Street Pub	2,471	17.5%	101
Premium Local	2,369	16.8%	96

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	52,176	11.4%	111
Circuit Bar	17,901	3.9%	106
Community Pub	83,698	18.2%	105
Craft Led	21,463	4.7%	148
Great Pub Great Food	82,835	18.0%	94
High Street Pub	81,406	17.7%	102
Premium Local	64,560	14.1%	80

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
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="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <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="text-align: center;"> <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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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			