

Catchment Summary - Jubilee Halifax



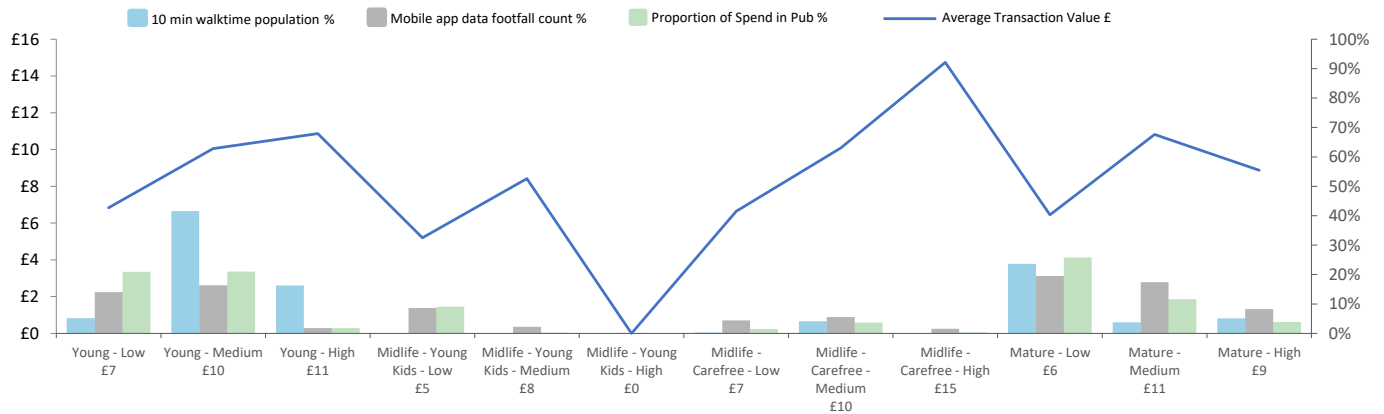
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Ship To	Name	Postcode	Operator	Segment	Sparsity
552424	Jubilee Halifax	HX 1 1PB	Star Pubs & Bars	High Street Pub	7



- ★ 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

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	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**

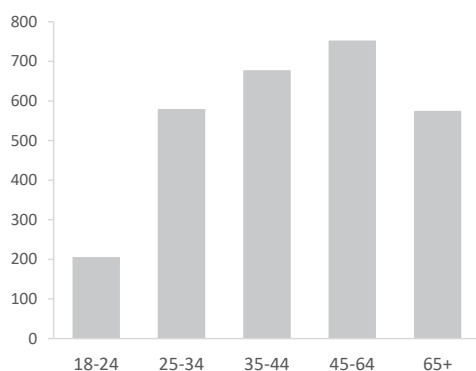
Population	3,242	20,308	330,526	60	110	75
Adults 18+	2,792	15,862	256,845	62	104	73
Competition Pubs	37	55	408	206	153	98
Adults 18+ per Competition Pub	75	288	630	9	34	73
% Adults Likely to Drink	77.0%	64.3%	72.6%	101	84	95

Population & Adults 18+ index is based on all pubs

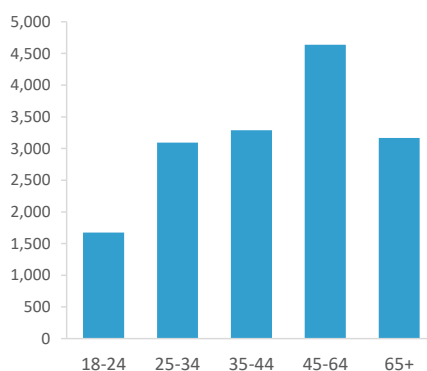
Affluence	Low	29.1%	45.6%	44.0%	88	137	132
	Medium	49.5%	42.0%	41.7%	130	110	109
	High	21.3%	11.6%	13.7%	78	42	50

*Affluence does not include Not Private Households

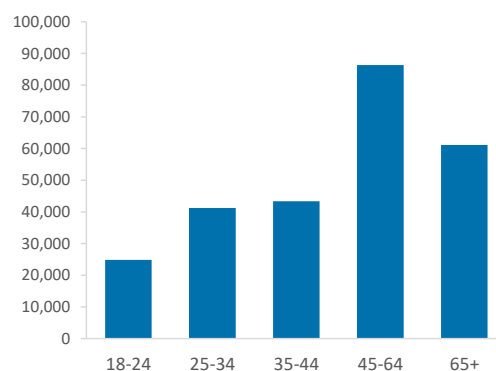
Age Profile	18-24	206	1,674	24,812	78	101	92
	25-34	580	3,093	41,212	134	114	93
	35-44	678	3,290	43,387	158	122	99
	45-64	753	4,637	86,335	90	89	102
	65+	575	3,168	61,099	92	81	96



■ 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	1,819 (56%)	10,397 (51%)	160,995 (49%)	115	105	99
	Female	1,423 (44%)	9,911 (49%)	169,531 (51%)	86	96	101

Economic Status (16+)	Employed: Full-time	1,017 (36%)	4,914 (30%)	88,994 (33%)	104	87	97
	Employed: Part-time	280 (10%)	1,927 (12%)	33,649 (13%)	83	99	107
	Self employed	182 (6%)	1,264 (8%)	22,010 (8%)	70	84	90
	Unemployed	143 (5%)	671 (4%)	7,716 (3%)	183	148	105
	Full-time student	37 (1%)	272 (2%)	4,947 (2%)	55	70	78
	Retired	651 (23%)	3,260 (20%)	59,078 (22%)	105	91	102
	Other	523 (18%)	4,089 (25%)	49,309 (19%)	106	143	107

Total Worker Count	9,879	21,376	135,966
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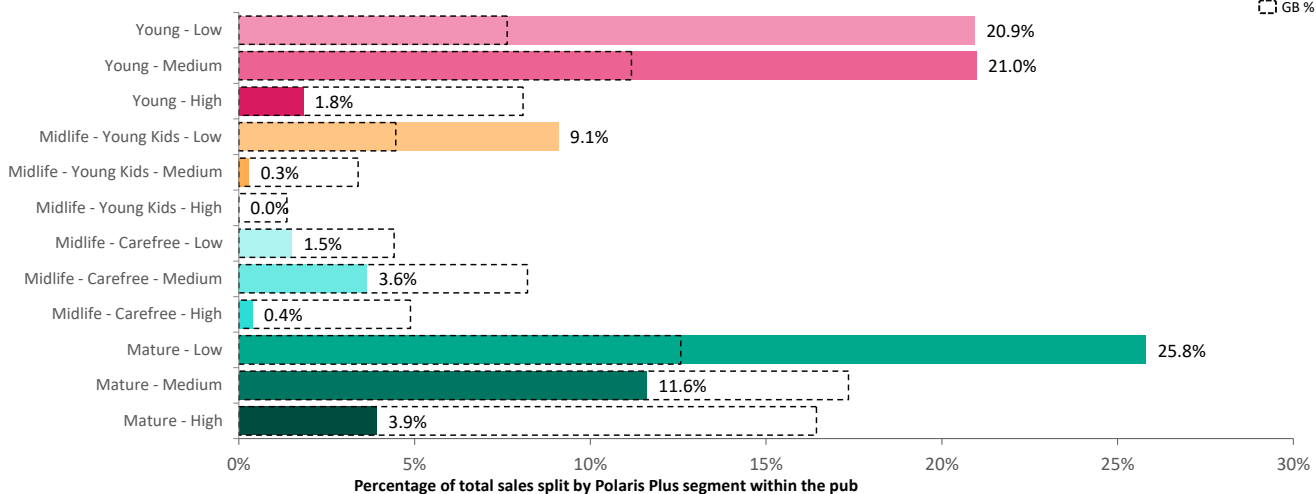
See the Glossary page for further information on the above variables

Transactional Data Summary - Jubilee Halifax

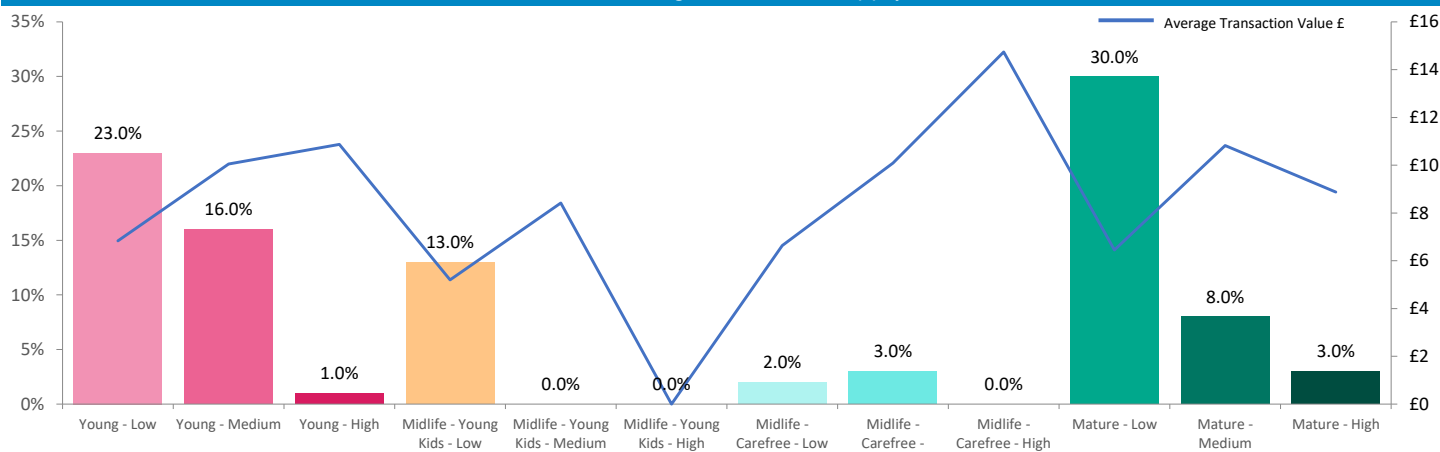


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Spend by Polaris Plus

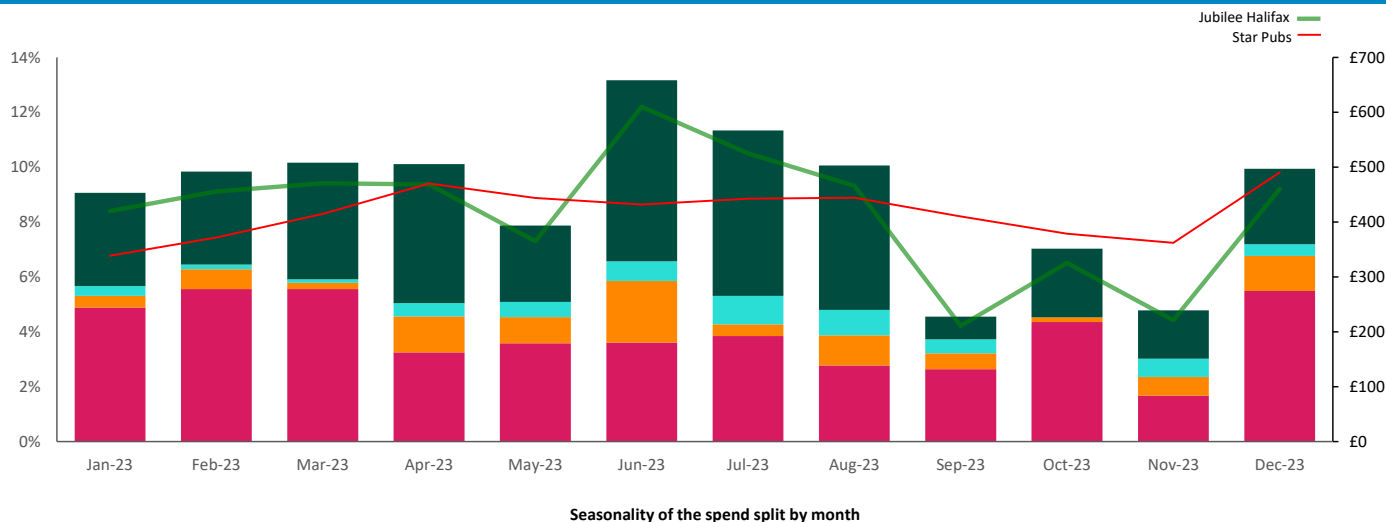


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

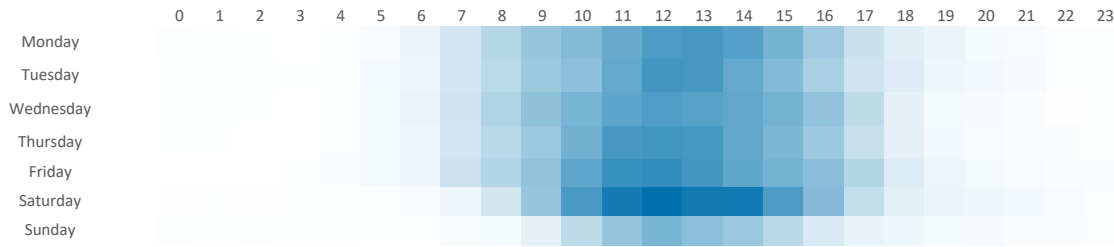


Mobile Data Summary - Jubilee Halifax



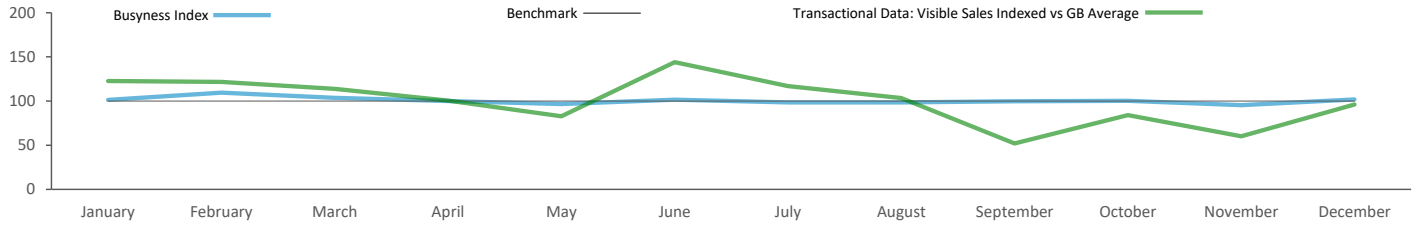
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Time of Day/Day of Week



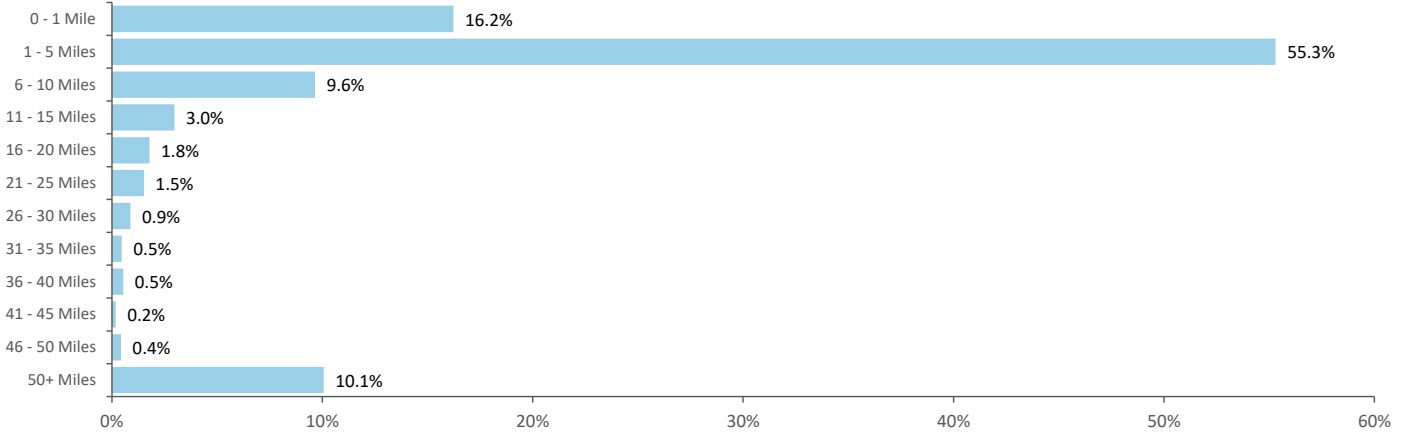
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

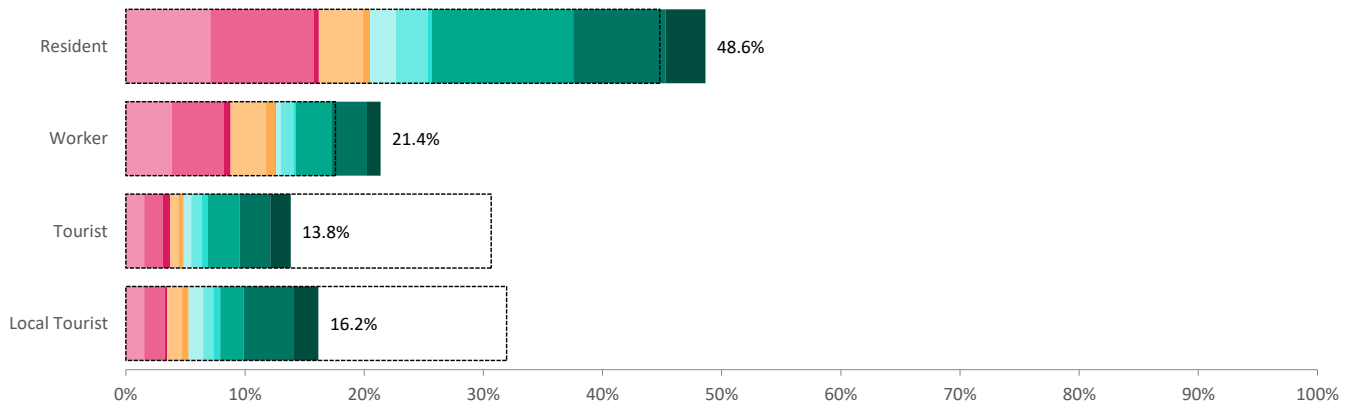
Distance from Home



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

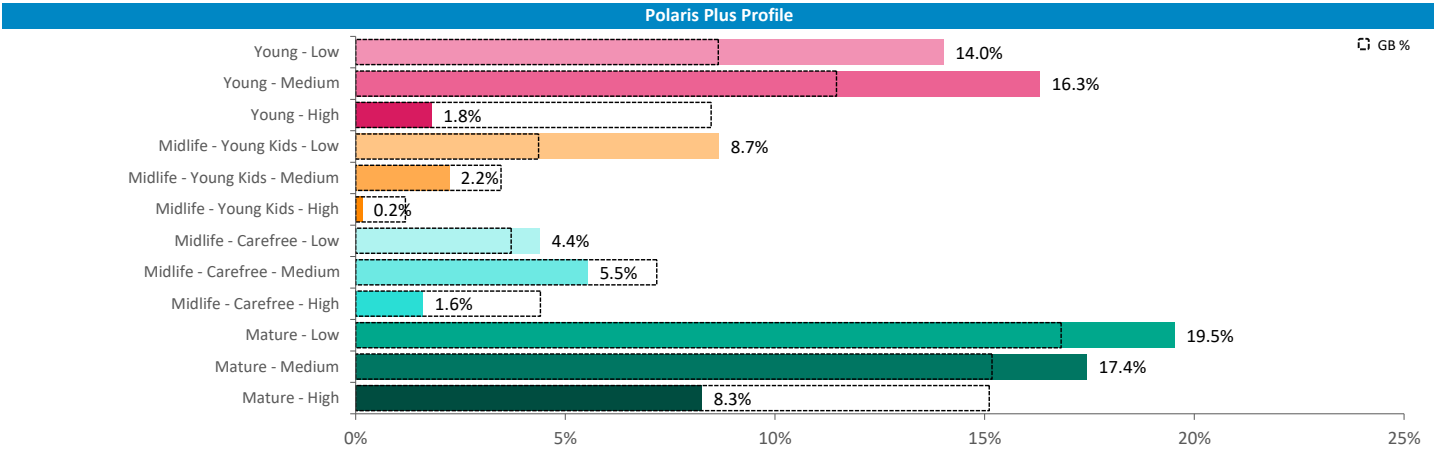


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

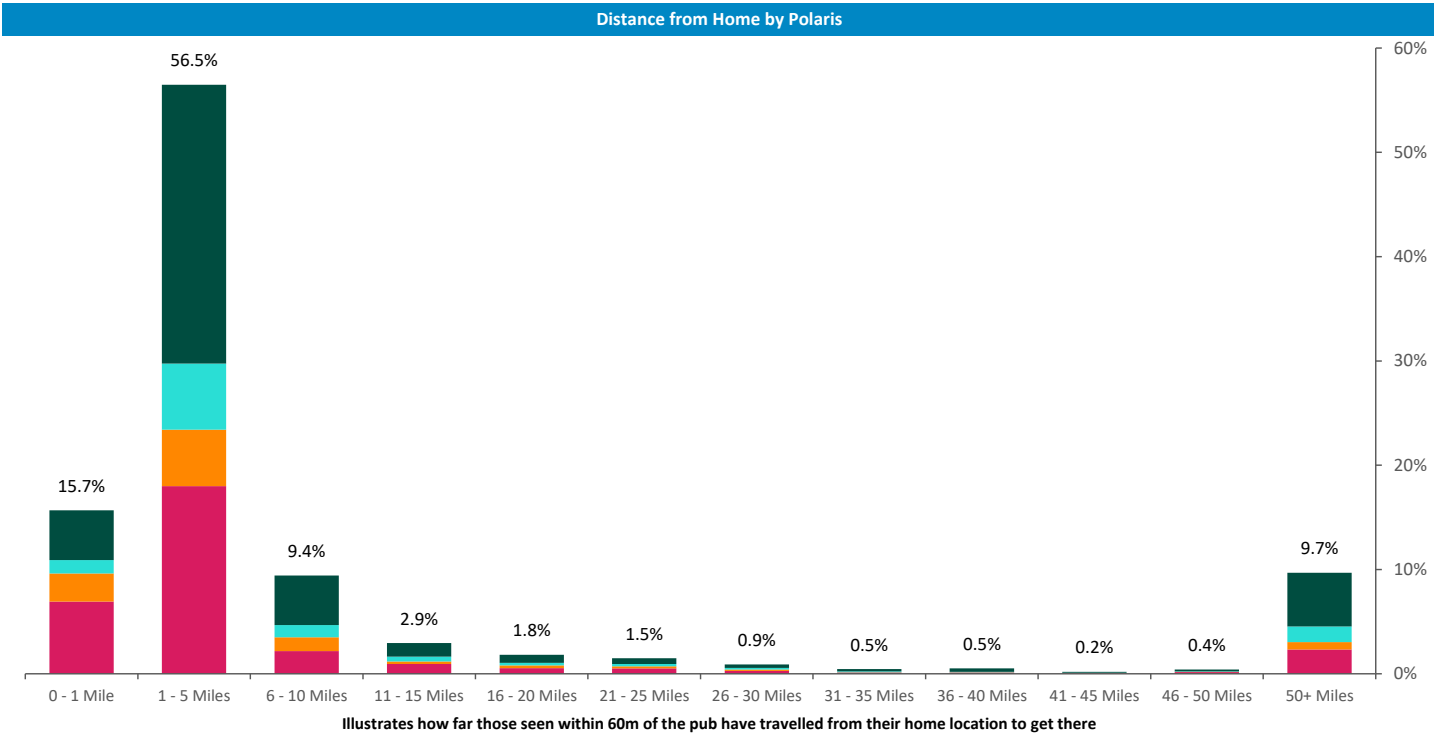
Mobile Data Summary - Jubilee Halifax



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



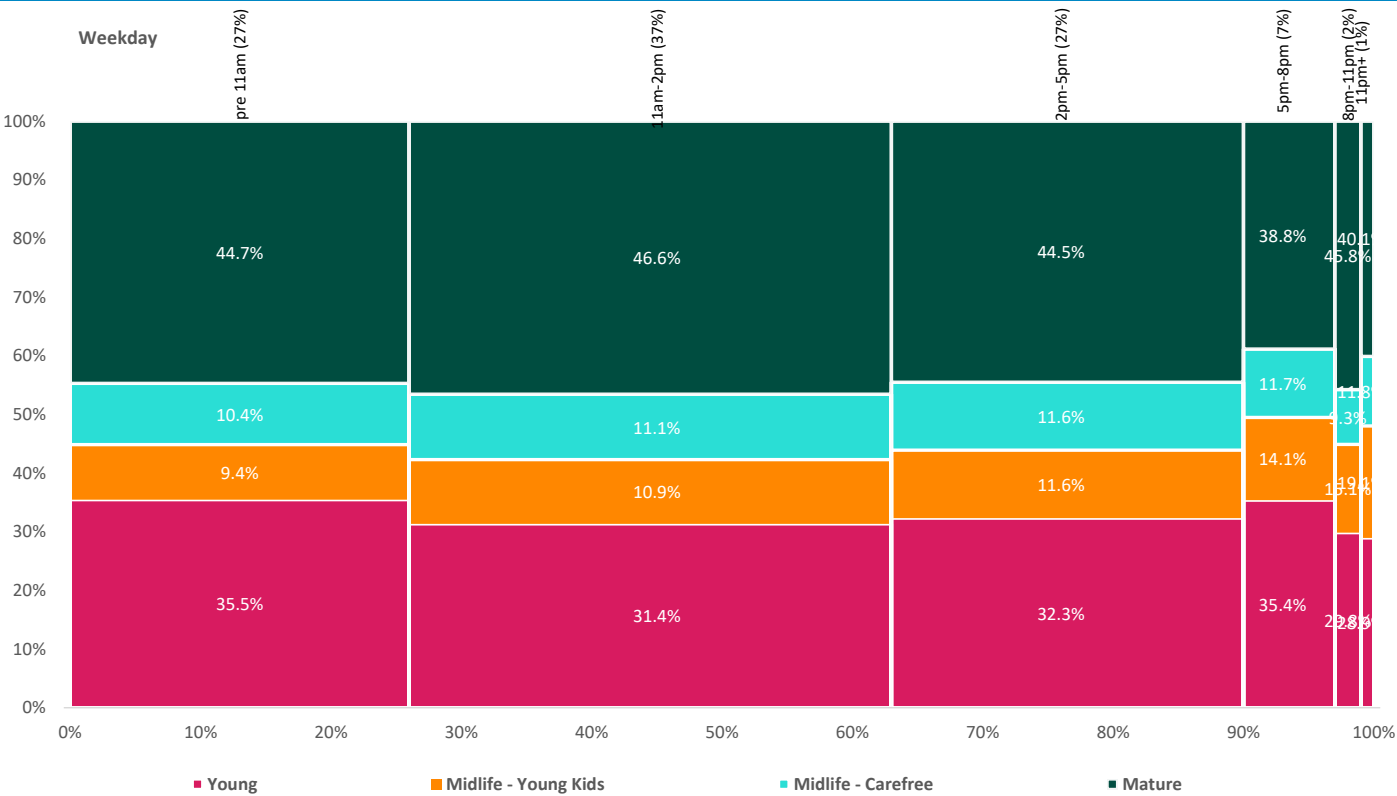
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Jubilee Halifax

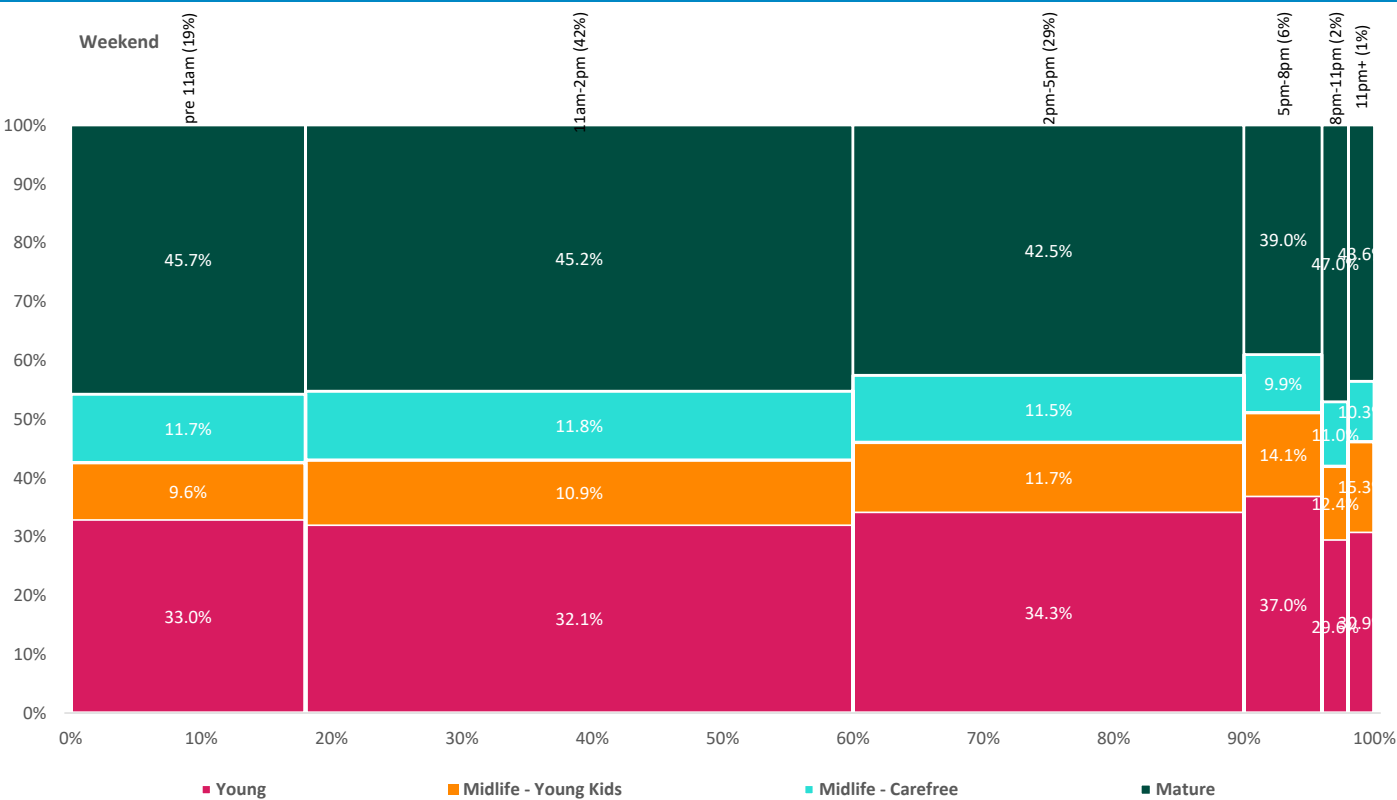


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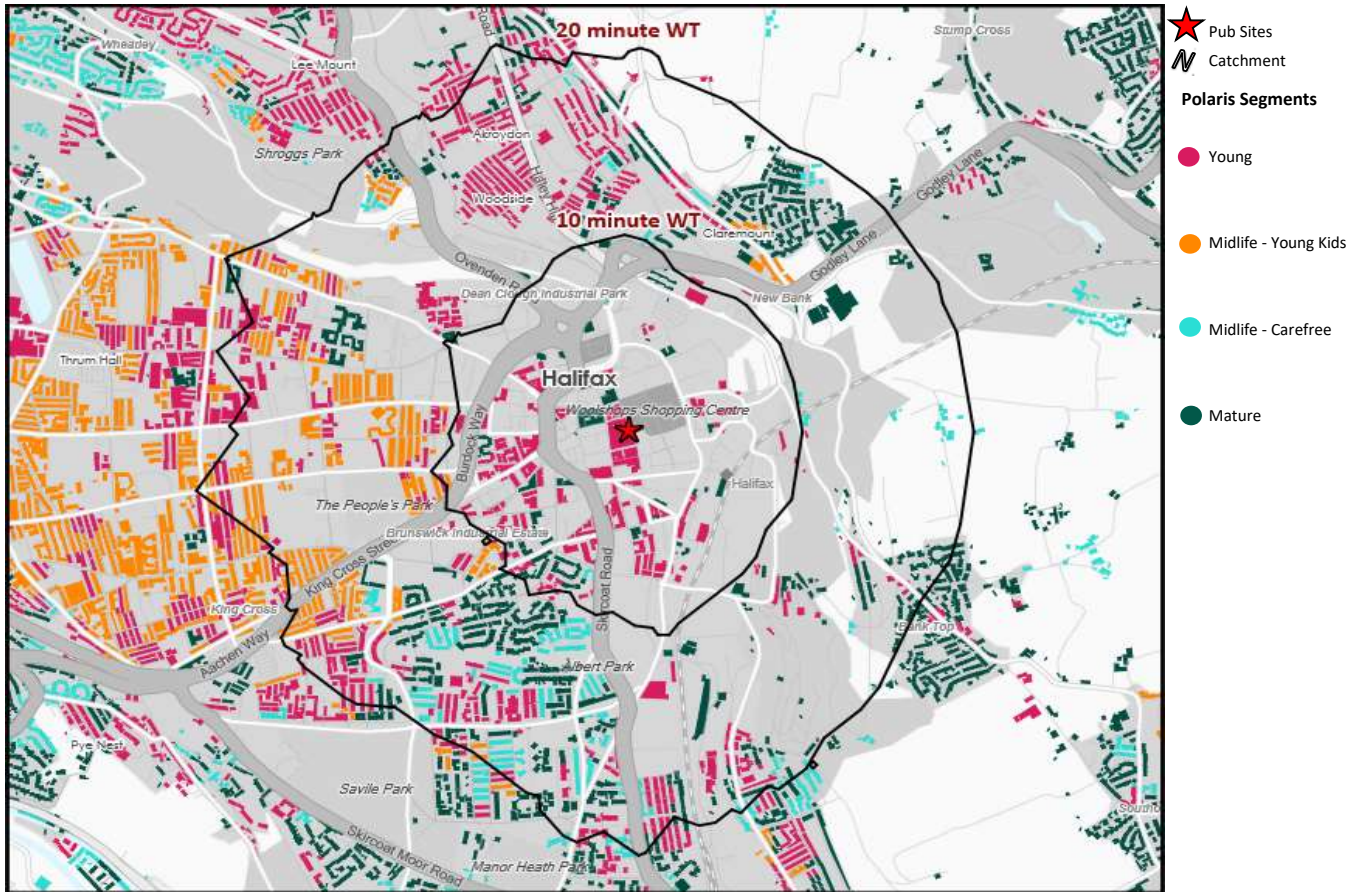
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Jubilee Halifax

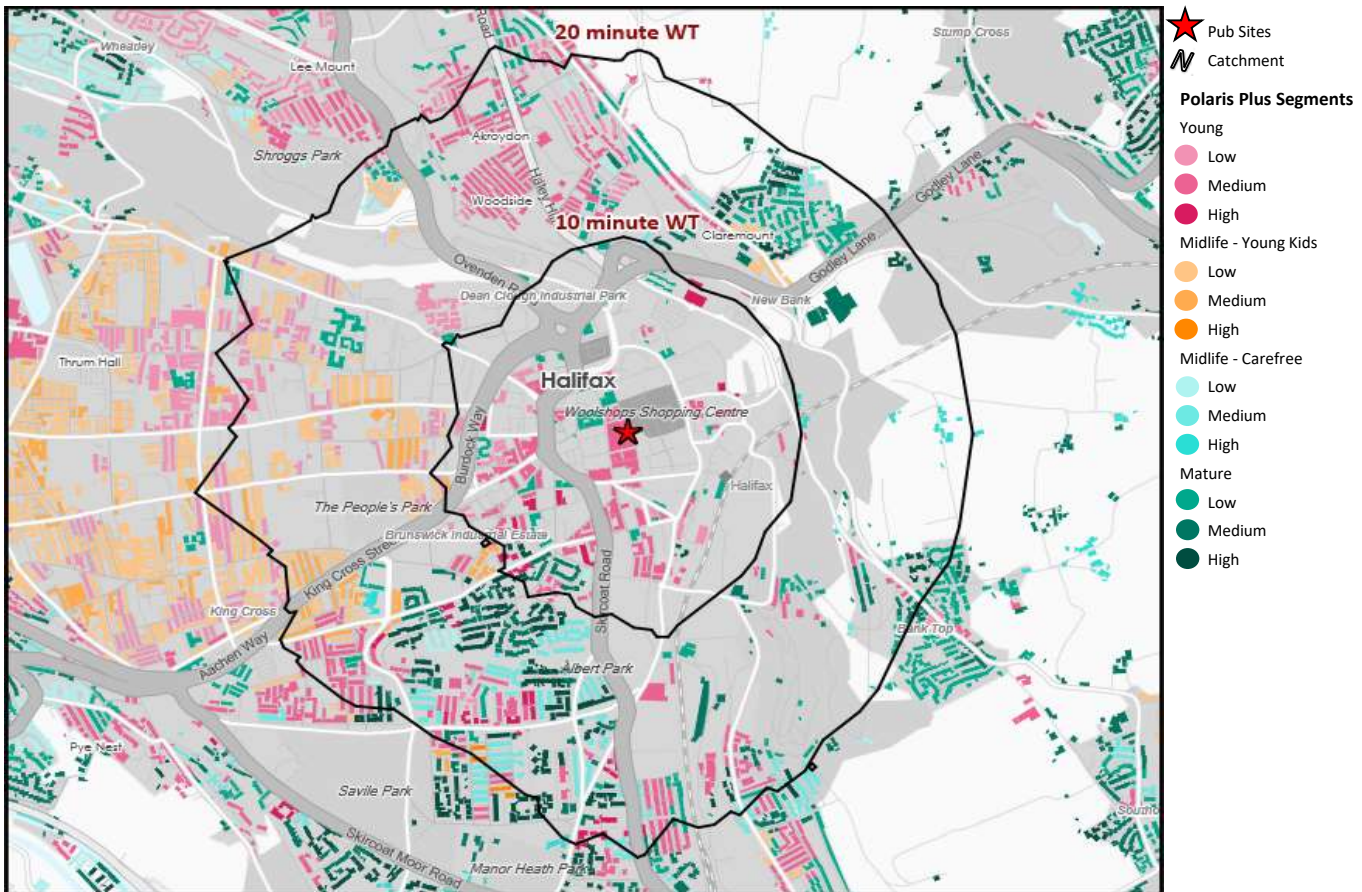


Polaris Profile by Catchment

*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	1,759	6,924	70,657	229	159	100
Midlife - Young Kids	0	3,952	39,216	0	228	140
Midlife - Carefree	124	796	33,594	28	32	83
Mature	907	4,062	111,743	73	58	98
Not Private Households	2	128	1,635	5	61	48
Total	2,792	15,862	256,845			

Polaris Plus Summary - Jubilee Halifax

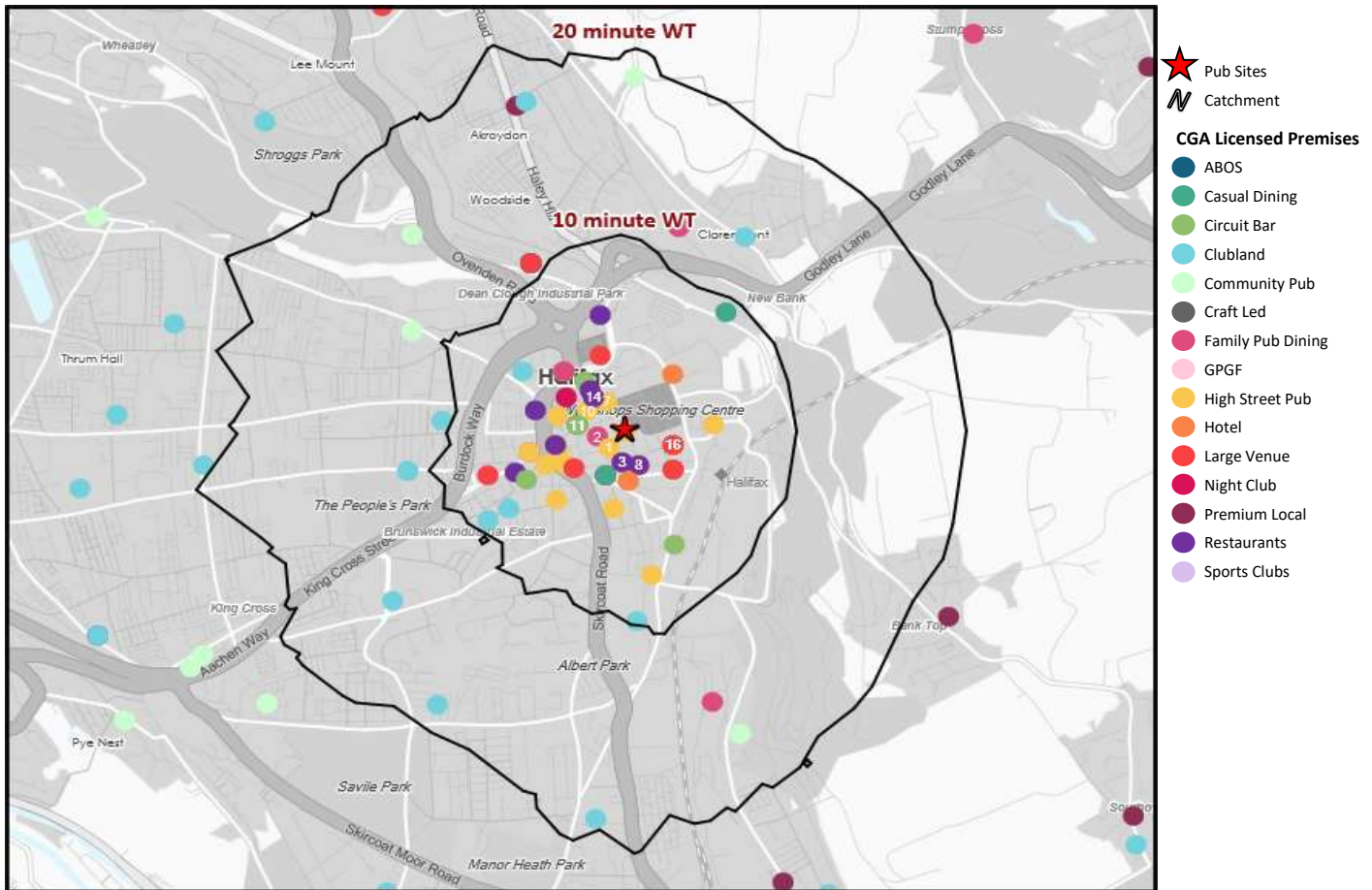


Polaris Plus Profile by Catchment

*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	144	1,950	28,067	53	125	111
Medium	1,161	4,129	37,992	379	237	135
High	454	845	4,598	242	79	27
Midlife - Young Kids						
Low	0	2,905	28,000	0	334	199
Medium	0	1,019	11,129	0	148	100
High	0	28	87	0	16	3
Midlife - Carefree						
Low	8	127	15,972	7	19	148
Medium	116	665	12,121	58	59	66
High	0	4	5,501	0	1	48
Mature						
Low	661	2,258	40,891	172	104	116
Medium	104	847	45,844	24	34	114
High	142	957	25,008	34	40	65
Not Private Households	2	128	1,635	5	61	48
Total	2,792	15,862	256,845			

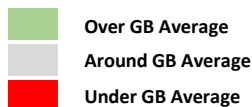
CGA Summary - Jubilee Halifax



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Jubilee	HX 1 1PB	Star Pubs & Bars	High Street Pub	0.0
1	White Horse	HX 1 1DL	Stonegate Pub Company	High Street Pub	0.1
2	Old Cock	HX 1 1DS	Independent Free	Family Pub Dining	0.1
3	Totem	HX 1 1DJ	Independent Free	High Street Pub	0.1
3	Sultan Mahal	HX 1 1DJ	Independent Free	Restaurants	0.1
3	Kobenhavn	HX 1 1DJ	Independent Free	High Street Pub	0.1
3	La Luna	HX 1 1DJ	Independent Free	Restaurants	0.1
7	Union Cross Hotel	HX 1 1TN	Stonegate Pub Company	High Street Pub	0.1
8	Meandering Bear	HX 1 1PR	Independent Free	High Street Pub	0.1
8	Kamran Restaurant	HX 1 1PR	Independent Free	Restaurants	0.1
10	Upper George Hotel	HX 1 1TT	Greene King	High Street Pub	0.1
11	Circle Lounge	HX 1 1TA	Independent Free	High Street Pub	0.1
11	Maggies	HX 1 1TA	Independent Free	Restaurants	0.1
11	Duke Of Wellington	HX 1 1TA	Mitchells & Butlers	Circuit Bar	0.1
14	White Swan	HX 1 1TS	*Other Small Retail Groups	Hotel	0.1
14	Julios Italian Restaurant	HX 1 1TS	Independent Free	Restaurants	0.1
16	Wine Barrel	HX 1 1RE	Independent Free	Restaurants	0.1
16	Trading Rooms	HX 1 1RE	Independent Free	High Street Pub	0.1
16	Bakery	HX 1 1RE	Independent Free	High Street Pub	0.1
16	Gin Lane	HX 1 1RE	Independent Free	ABOS	0.1
16	Loafers Vinyl & Coffee	HX 1 1RE	Independent Free	High Street Pub	0.1

Per Pub Analysis - Jubilee Halifax



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,792	15,862	256,845
Number of Competition Pubs	37	55	408
Adults 18+ per Competition Pub	75	288	630

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	401	14.4%	178
Circuit Bar	4	197	7.1%	174
Community Pub	0	504	18.0%	94
Craft Led	0	251	9.0%	261
Great Pub Great Food	0	451	16.1%	91
High Street Pub	24	522	18.7%	101
Premium Local	0	339	12.2%	74

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	1,503	9.5%	118
Circuit Bar	5	1,012	6.4%	157
Community Pub	3	3,970	25.0%	131
Craft Led	0	896	5.7%	164
Great Pub Great Food	0	1,757	11.1%	63
High Street Pub	24	3,930	24.8%	134
Premium Local	1	1,874	11.8%	72

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	15,374	6.0%	74
Circuit Bar	16	12,288	4.8%	118
Community Pub	73	61,879	24.1%	126
Craft Led	0	8,327	3.2%	94
Great Pub Great Food	2	32,465	12.6%	71
High Street Pub	58	59,352	23.1%	125
Premium Local	61	37,433	14.6%	88

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.</p> <p>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	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.																																												
Consumer Insight	<p>Young</p> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>Midlife 'Parents'</p> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>Midlife 'Carefree'</p> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>Mature</p> <p>55+ year olds</p> <p>"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"</p>																																								
	Product needs	<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																																							
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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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																													