

## Catchment Summary - Tommy Wass Hotel Leeds



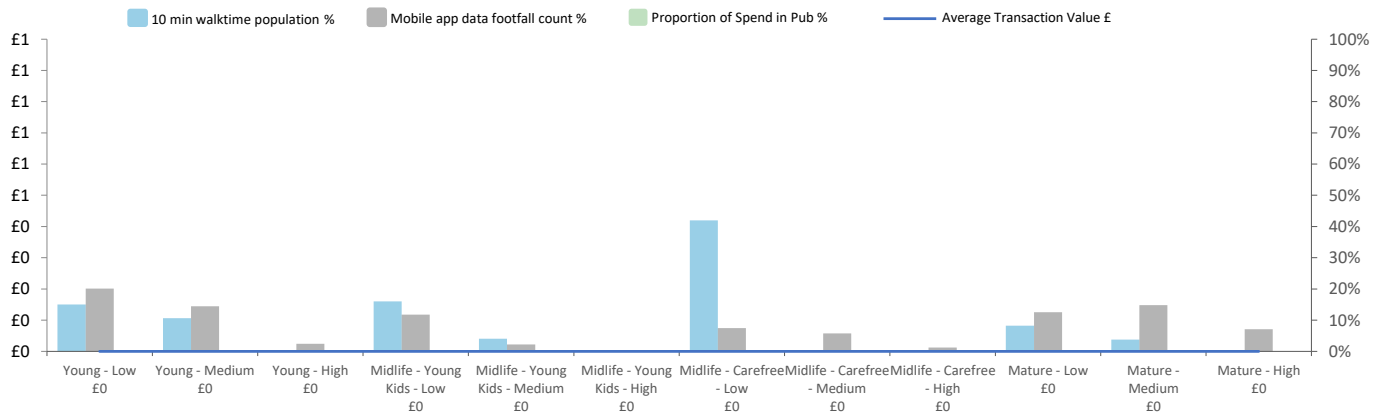
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Ship To	Name	Postcode	Operator	Segment	Sparsity
541852	Tommy Wass Hotel Leeds	LS11 7LJ	Star Pubs & Bars	Community Pub	3



- ★ 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 - Tommy Wass Hotel Leeds

	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**

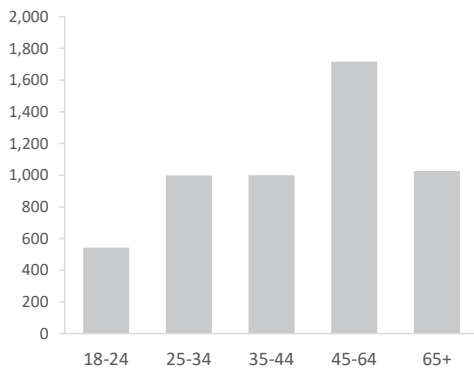
Population	6,976	21,360	1,053,998	130	115	240
Adults 18+	5,284	15,738	824,662	117	103	236
Competition Pubs	2	8	1,071	11	22	257
Adults 18+ per Competition Pub	2,642	1,967	770	308	229	90
% Adults Likely to Drink	73.9%	65.5%	72.6%	97	86	95

Population & Adults 18+ index is based on all pubs

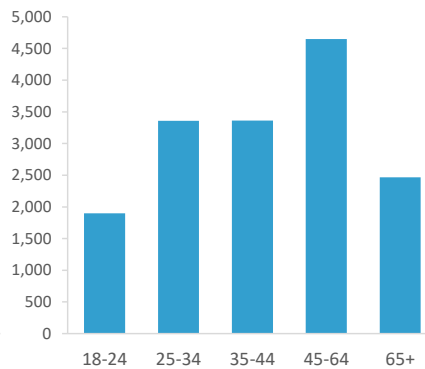
Affluence	Low	81.2%	63.7%	44.9%	244	192	135
	Medium	18.8%	34.8%	41.3%	49	91	108
	High	0.0%	1.0%	12.7%	0	4	47

\*Affluence does not include Not Private Households

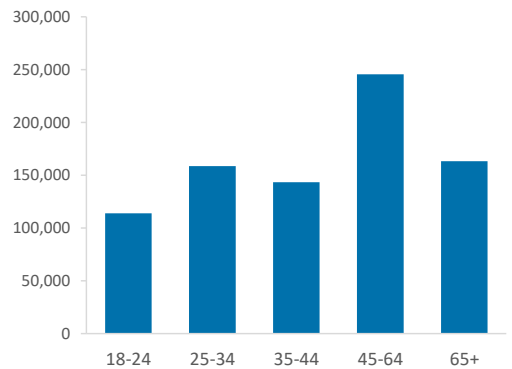
Age Profile	18-24	542	1,900	113,866	95	109	133
	25-34	998	3,360	158,621	107	118	113
	35-44	1,000	3,363	143,414	108	119	103
	45-64	1,717	4,648	245,541	96	85	91
	65+	1,027	2,467	163,220	77	60	81



■ 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	3,501 (50%)	10,861 (51%)	518,427 (49%)	102	104	100
	Female	3,475 (50%)	10,499 (49%)	535,571 (51%)	98	96	100

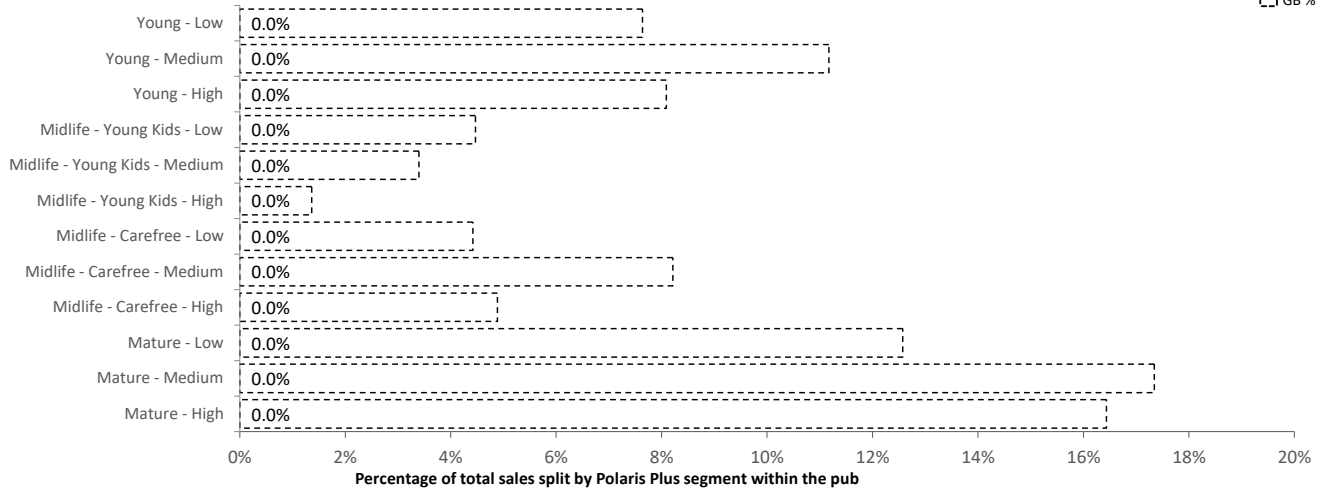
Economic Status (16+)	Employed: Full-time	1,864 (34%)	5,457 (33%)	299,443 (35%)	99	97	102
	Employed: Part-time	735 (13%)	2,290 (14%)	101,901 (12%)	113	118	101
	Self employed	472 (9%)	1,274 (8%)	60,227 (7%)	93	84	77
	Unemployed	195 (4%)	710 (4%)	27,157 (3%)	129	157	116
	Full-time student	142 (3%)	489 (3%)	27,047 (3%)	109	126	134
	Retired	1,005 (18%)	2,232 (14%)	154,793 (18%)	84	62	83
	Other	1,062 (19%)	3,900 (24%)	179,854 (21%)	111	137	121

Total Worker Count	2,285	8,846	513,098
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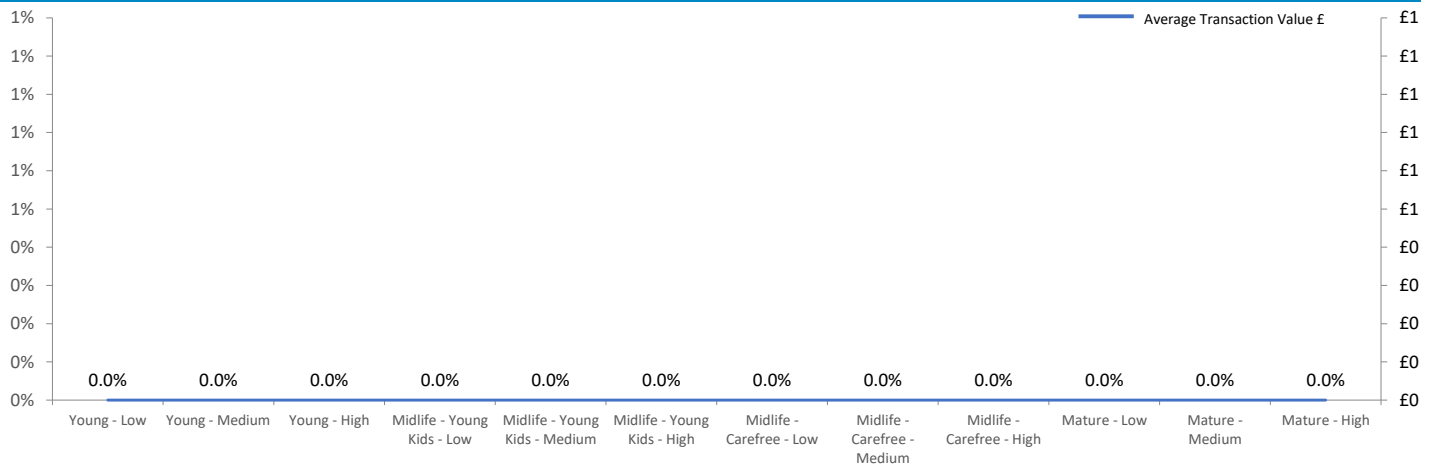
See the Glossary page for further information on the above variables

# Transactional Data Summary - Tommy Wass Hotel Leeds

## Spend by Polaris Plus

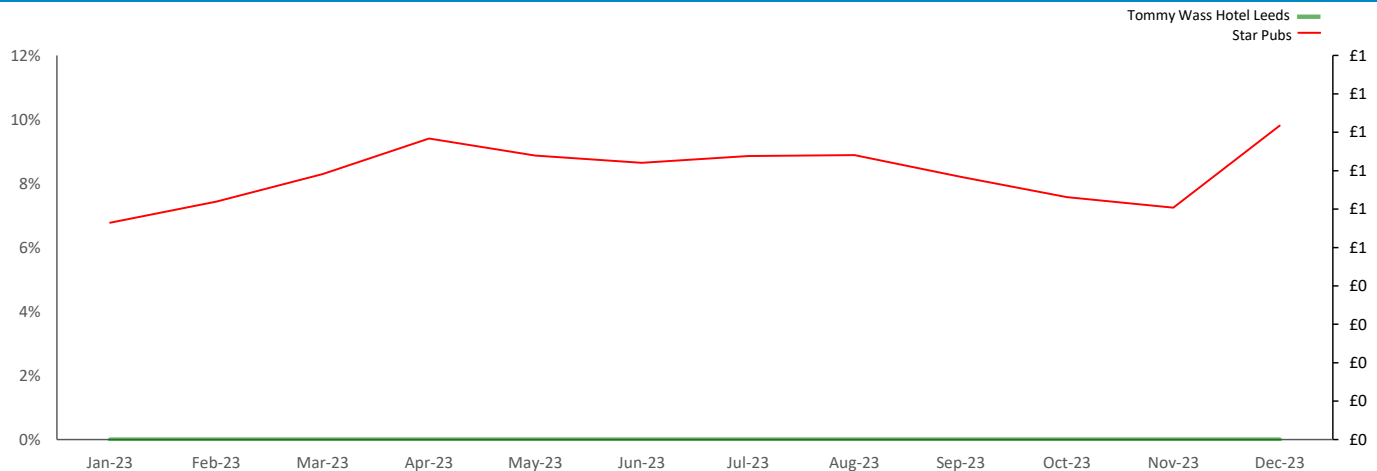


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

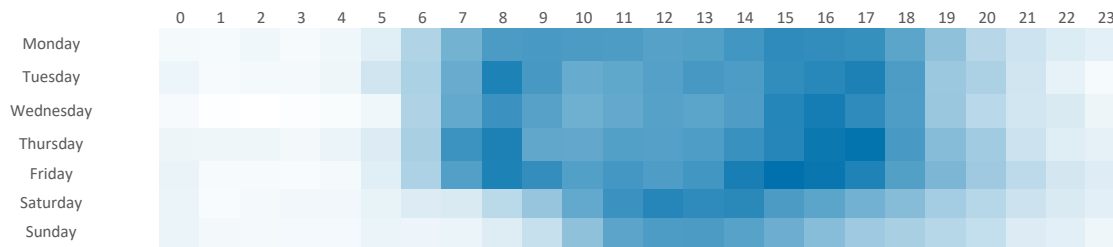
### Spend by Month and Polaris



### Seasonality of the spend split by month

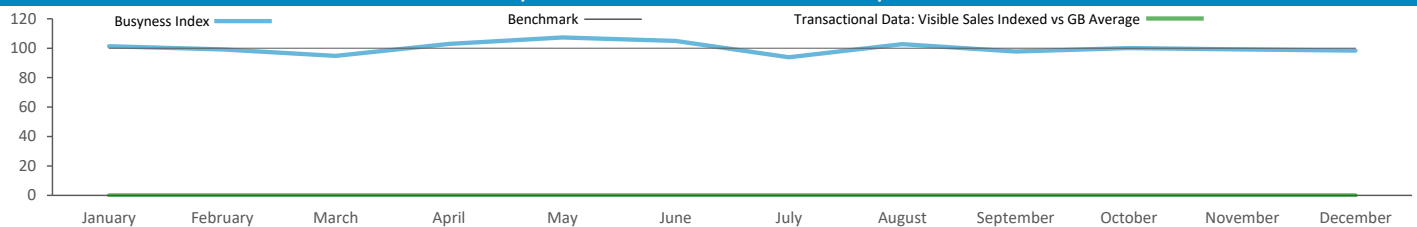
# Mobile Data Summary - Tommy Wass Hotel Leeds

## Time of Day/Day of Week



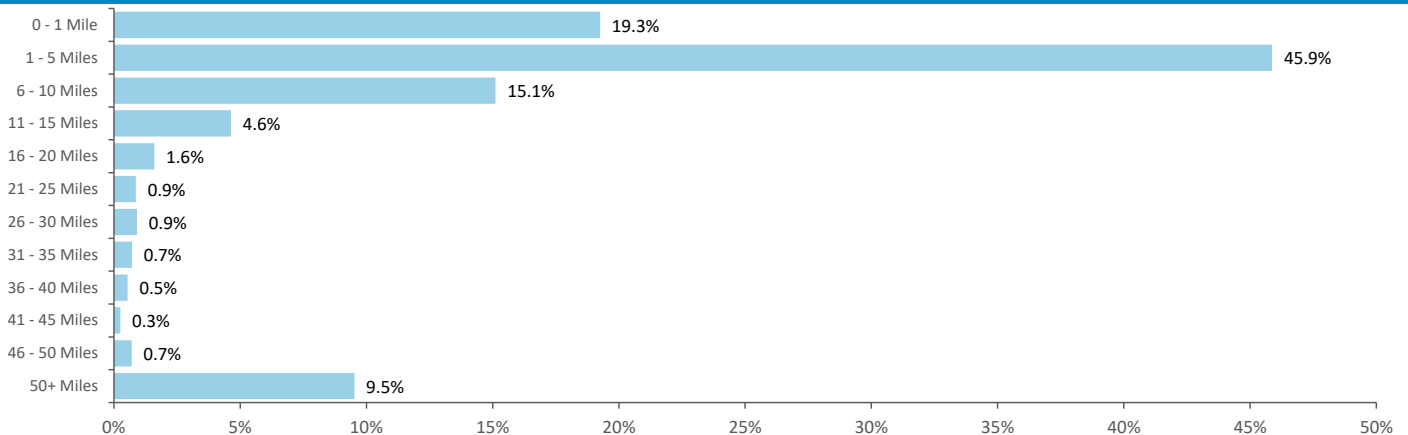
## Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### 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

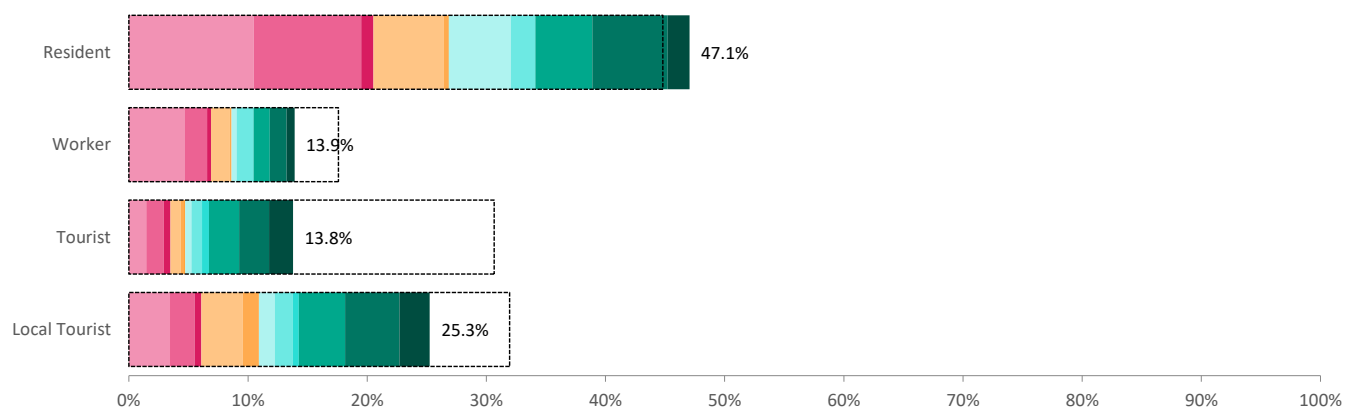
## Distance from Home



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

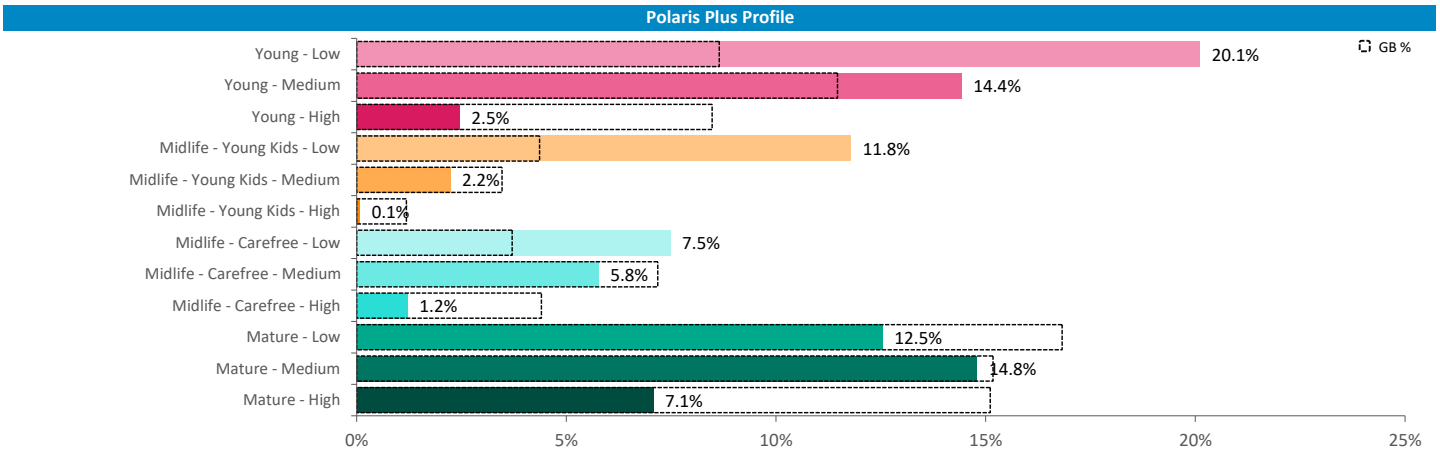


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

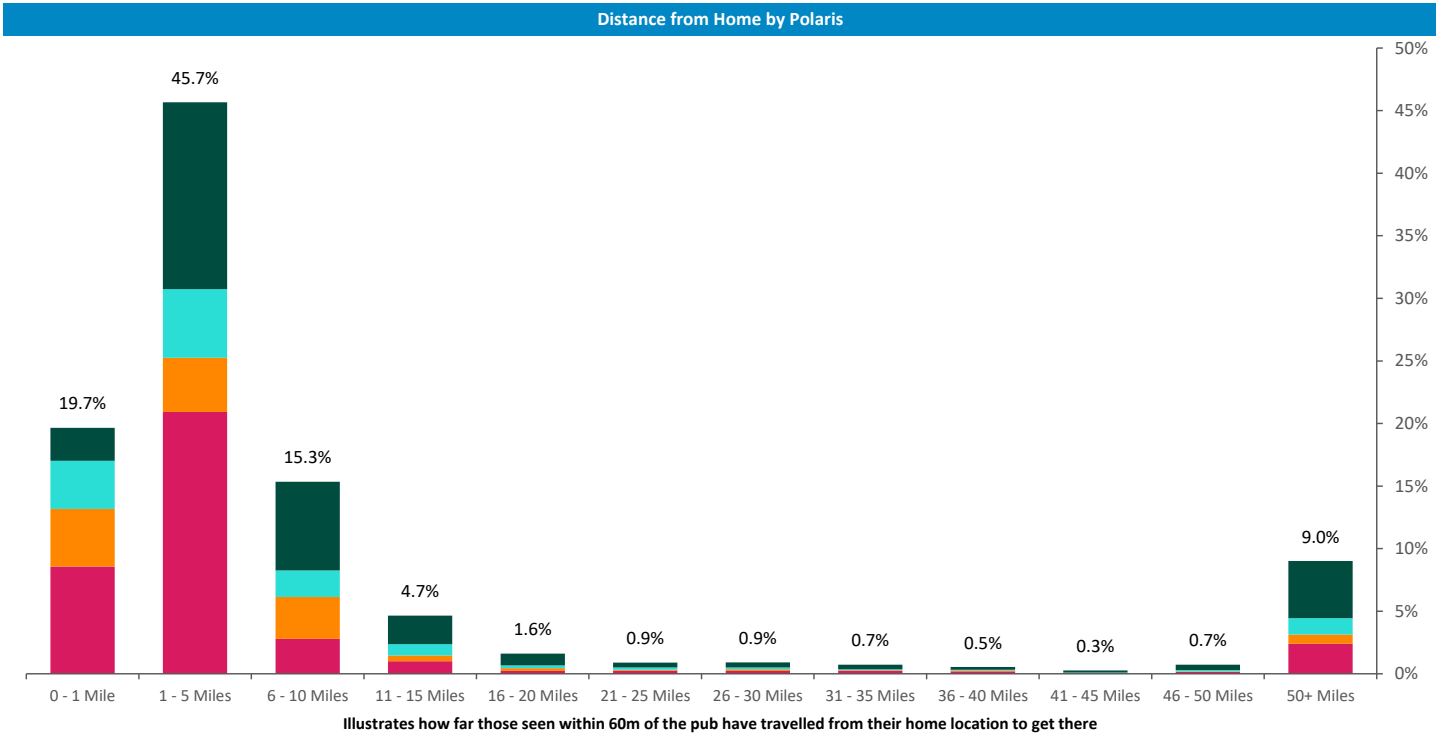
# Mobile Data Summary - Tommy Wass Hotel Leeds



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



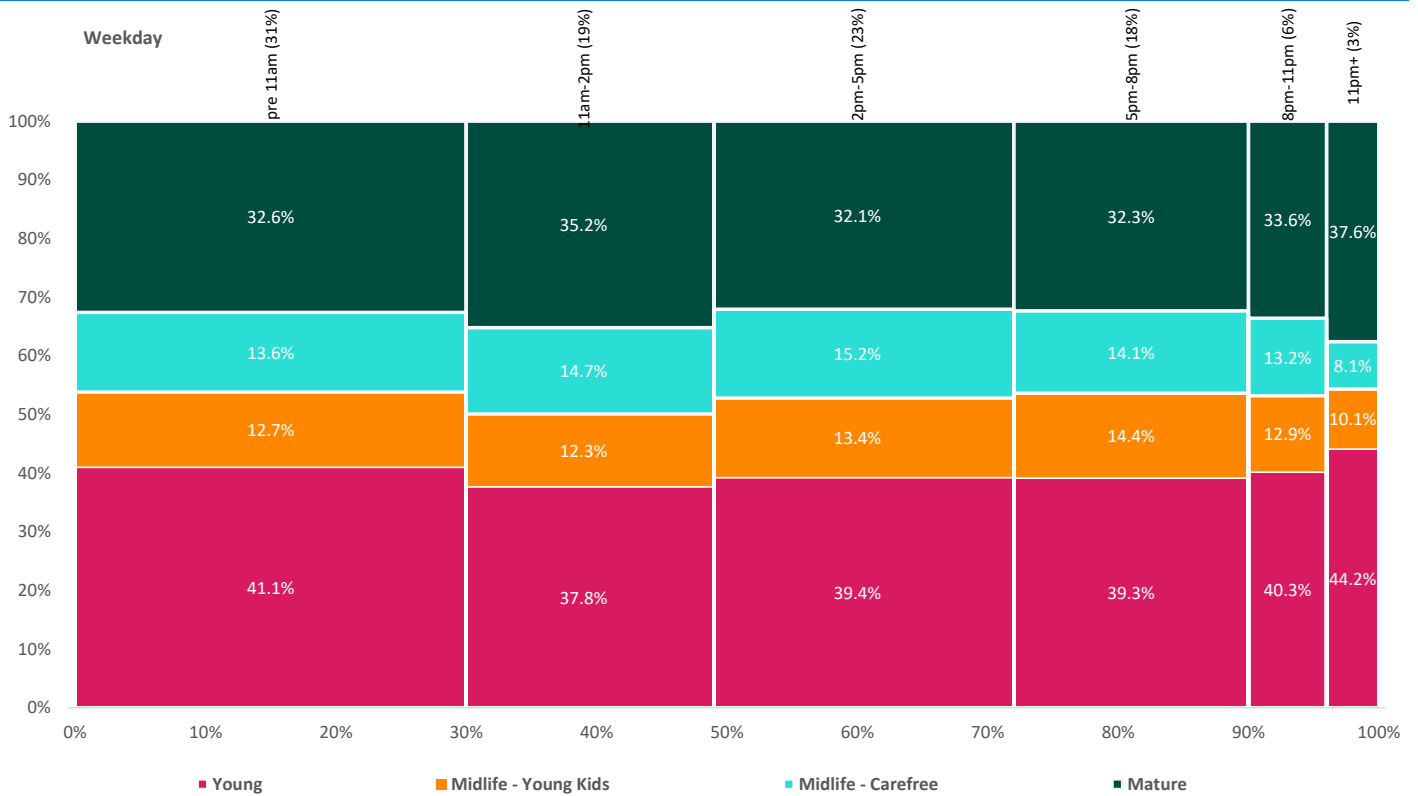
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# Mobile Data Summary - Tommy Wass Hotel Leeds

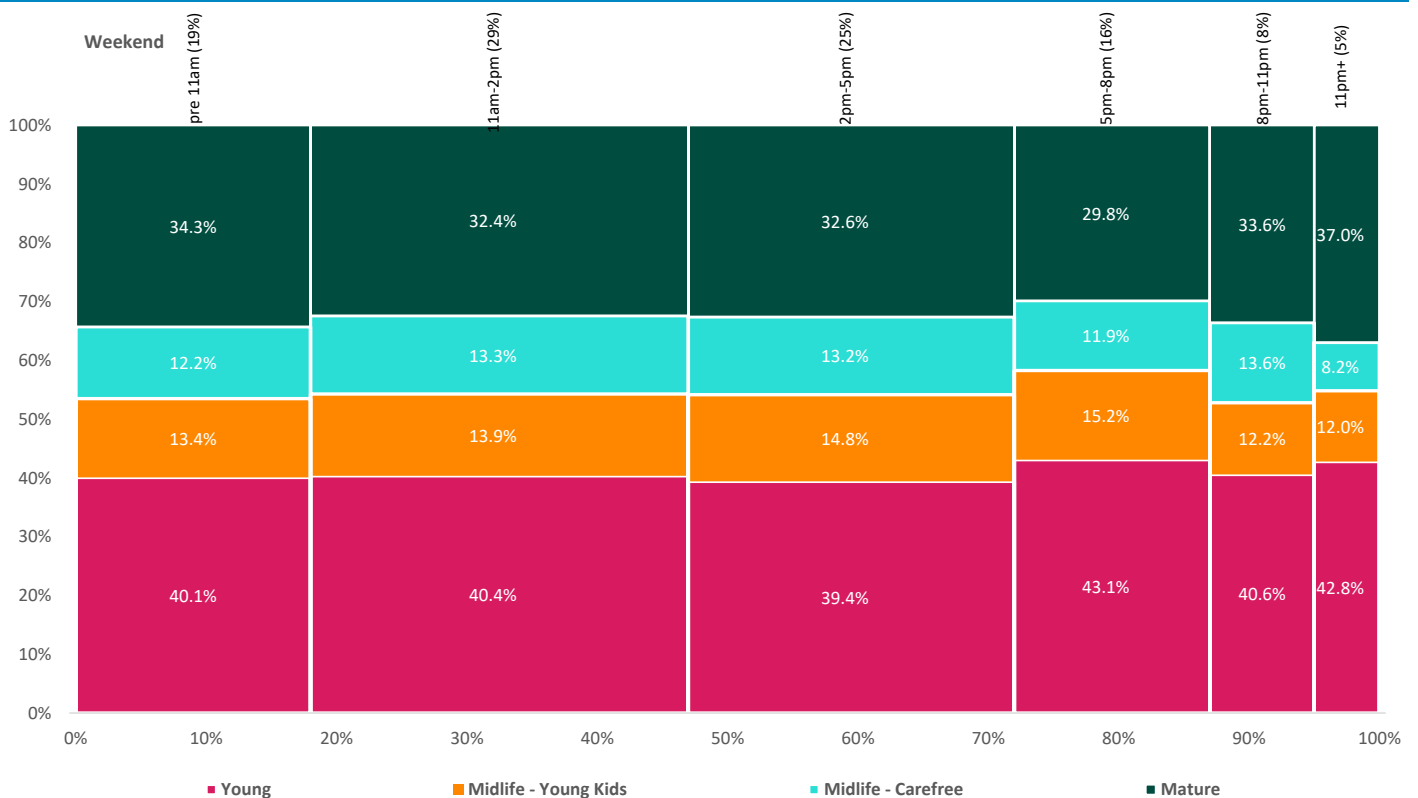


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## Time of Day by Polaris: Weekday (Monday to Friday)



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

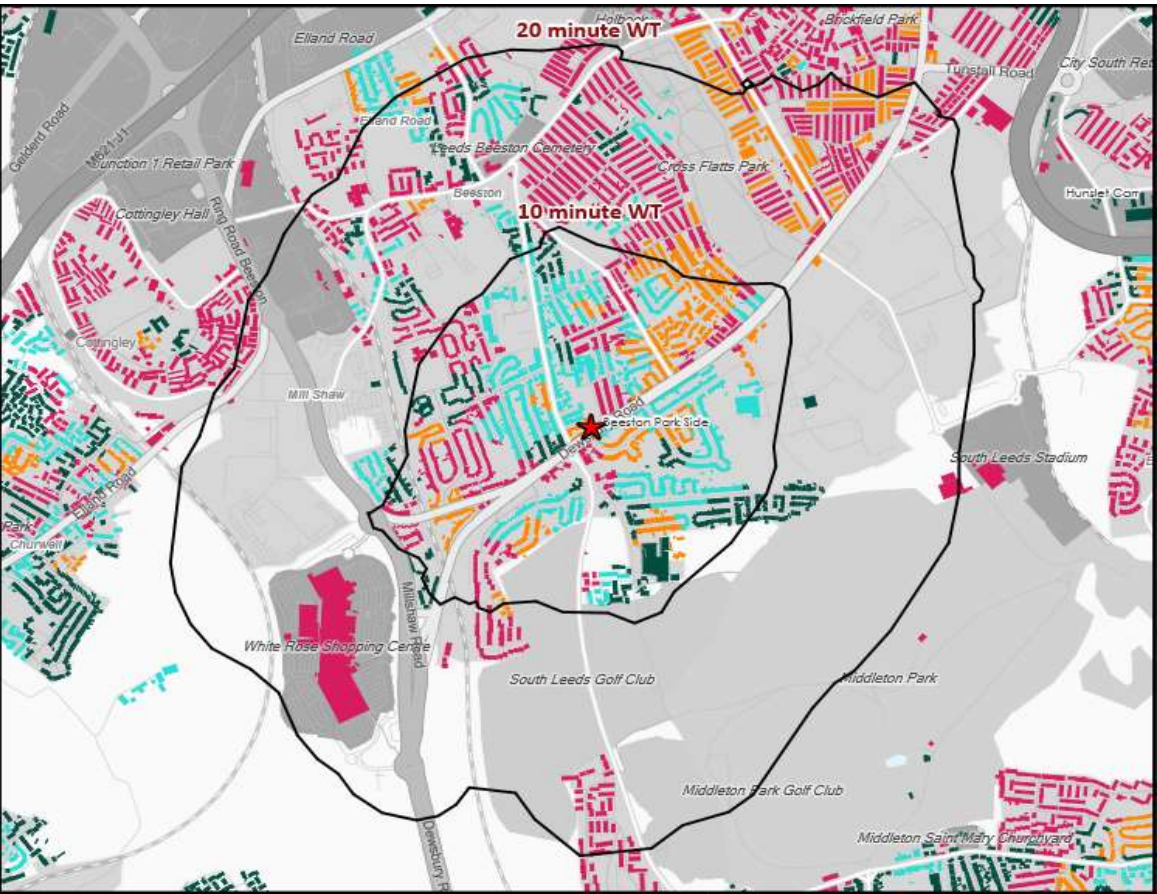




# Polaris Summary - Tommy Wass Hotel Leeds



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- ★ Pub Sites
- ⌘ Catchment
- Polaris Segments**
- Young
- 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	1,353	7,741	298,099	93	179	131
Midlife - Young Kids	1,061	3,388	122,355	184	197	136
Midlife - Carefree	2,236	2,961	91,954	267	119	70
Mature	634	1,563	303,786	27	22	83
Not Private Households	0	85	8,468	0	41	78
Total	5,284	15,738	824,662			

## Polaris Plus Summary - Tommy Wass Hotel Leeds



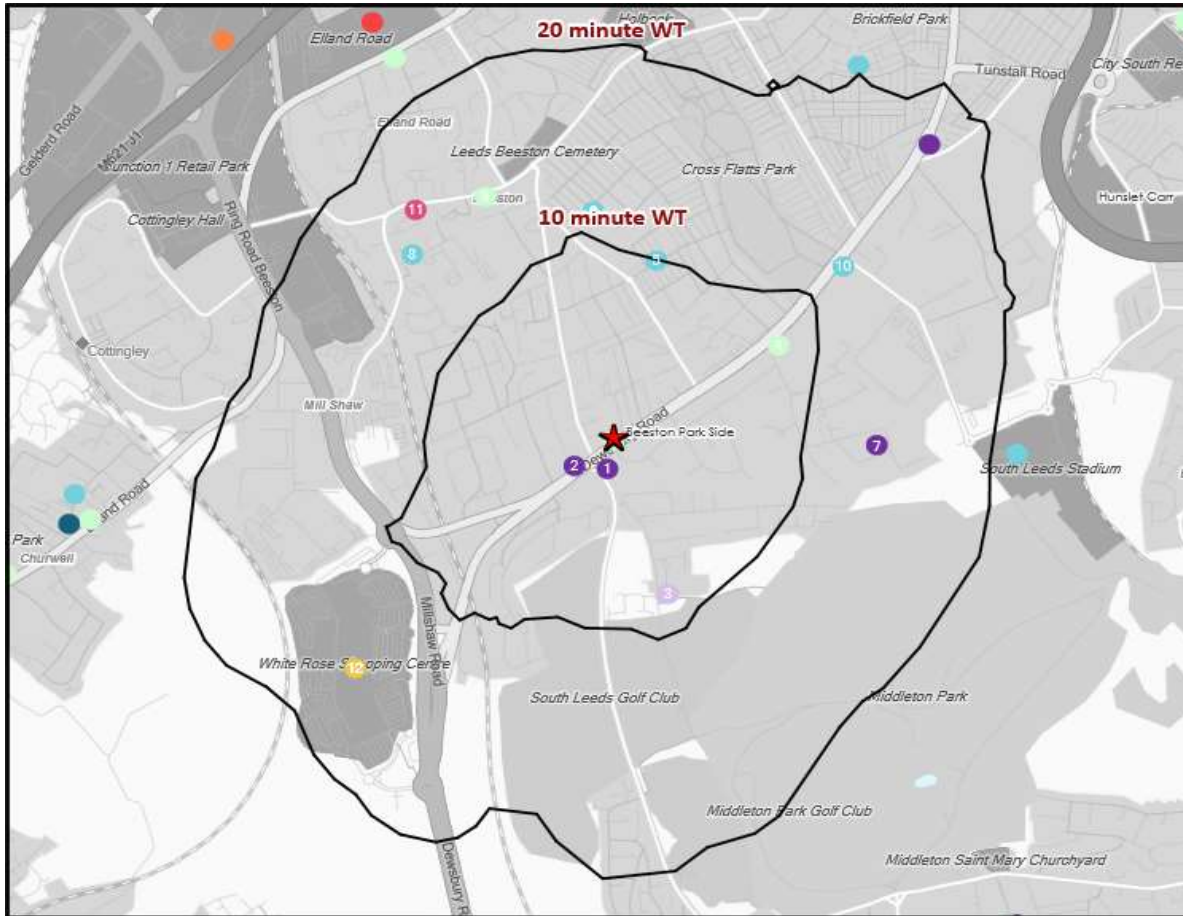
## Polaris Plus Profile by Catchment

\*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</b>						
Low	792	3,287	127,336	153	213	157
Medium	561	4,300	135,481	97	249	150
High	0	154	35,282	0	15	64
<b>Midlife - Young Kids</b>						
Low	846	2,886	90,346	292	334	200
Medium	215	502	31,272	94	74	88
High	0	0	737	0	0	8
<b>Midlife - Carefree</b>						
Low	2,219	2,799	47,956	997	422	138
Medium	17	162	36,663	4	14	62
High	0	0	7,335	0	0	20
<b>Mature</b>						
Low	435	1,054	104,884	60	49	93
Medium	199	508	137,469	24	21	106
High	0	1	61,433	0	0	50
<b>Not Private Households</b>	0	85	8,468	0	41	78
<b>Total</b>	5,284	15,738	824,662			



## CGA Summary - Tommy Wass Hotel Leeds



- 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	Tommy Wass Hotel	LS11 7LJ	Star Pubs & Bars	Community Pub	0.0
1	Kanto	LS11 5LG	Independent Free	Restaurants	0.1
2	Gustosa Italia	LS11 8AJ	Independent Free	Restaurants	0.1
3	Hunslet Nelson Cricket Club	LS11 5TT	Independent Free	Sports Clubs	0.3
4	Broadway	LS11 5LD	Admiral Taverns Ltd	Community Pub	0.4
5	Cross Flats Recinstitute Working Mens Club	LS11 7HE	Independent Free	Clubland	0.4
6	South Leeds Conservative Club	LS11 7JH	Independent Free	Clubland	0.5
7	Mans Market	LS11 5SS	*Other Small Retail Groups	Restaurants	0.5
8	Holbeck Bowling Club	LS11 8DP	Independent Free	Clubland	0.6
9	Old White Hart	LS11 8BZ	Punch Pub Company	Community Pub	0.6
10	Dewsbury Road Social Club	LS11 5LR	Independent Free	Clubland	0.6
11	Whistle Stop	LS11 8DG	Blackrose Ltd	Family Pub Dining	0.6
12	Five Guys	LS11 8LU	Five Guys	Casual Dining	0.7
12	Escapologist	LS11 8LU	Independent Free	High Street Pub	0.7
12	Mozza	LS11 8LU	Mozza Group Ltd	Casual Dining	0.7
12	Frankie & Bennys	LS11 8LU	Big Table Group Ltd	Casual Dining	0.7
12	Pizza Hut	LS11 8LU	Pizza Hut UK Ltd	Casual Dining	0.7
12	Nandos	LS11 8LU	Nandos Restaurants	Casual Dining	0.7
12	Tgi Fridays	LS11 8LU	TGI Fridays UK Limited	High Street Pub	0.7
12	Wagamama	LS11 8LU	Restaurant Group	Casual Dining	0.7
12	Prezzo	LS11 8LU	Prezzo plc	Casual Dining	0.7

## Per Pub Analysis - Tommy Wass Hotel Leeds



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,284	15,738	824,662
Number of Competition Pubs	2	8	1,071
Adults 18+ per Competition Pub	2,642	1,967	770

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	215	4.1%	51
Circuit Bar	0	223	4.2%	104
Community Pub	2	1,036	19.6%	103
Craft Led	0	133	2.5%	73
Great Pub Great Food	0	161	3.1%	17
High Street Pub	0	999	18.9%	103
Premium Local	0	280	5.3%	32

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,193	7.6%	94
Circuit Bar	0	1,041	6.6%	163
Community Pub	3	3,614	23.0%	120
Craft Led	0	843	5.4%	155
Great Pub Great Food	0	919	5.8%	33
High Street Pub	0	3,730	23.7%	129
Premium Local	0	1,352	8.6%	52

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	110	60,920	7.4%	92
Circuit Bar	44	43,097	5.2%	129
Community Pub	192	193,174	23.4%	122
Craft Led	0	33,718	4.1%	118
Great Pub Great Food	21	99,671	12.1%	68
High Street Pub	179	190,972	23.2%	126
Premium Local	98	110,023	13.3%	81

## 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 &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</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</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</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><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	<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><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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Consumer Insight																																									
Product needs																																									
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			
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