

Catchment Summary - Cross Keys Old Snyder



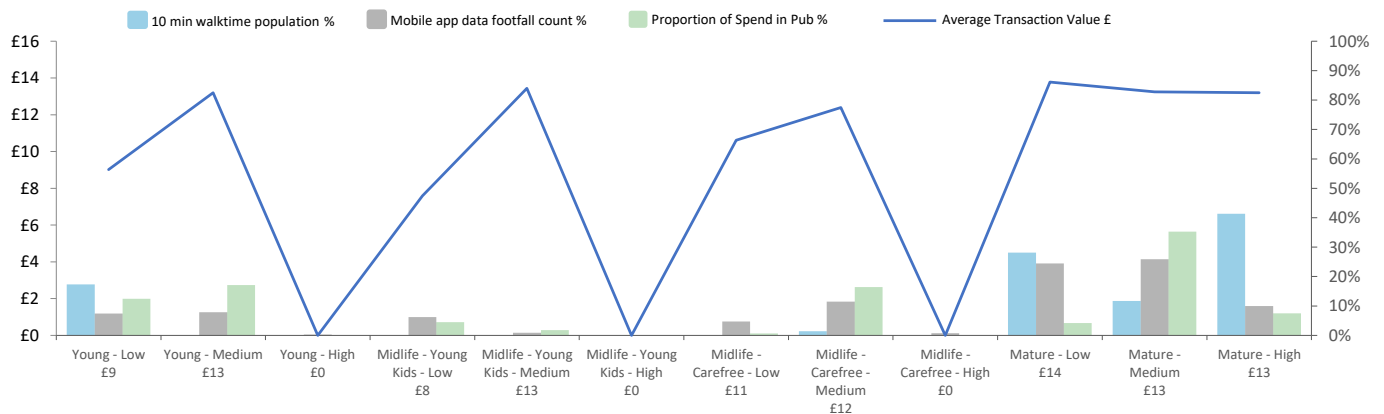
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Ship To	Name	Postcode	Operator	Segment	Sparsity
875030	Cross Keys Old Snyder	WF 7 6HB	Star Pubs & Bars	Community Pub	7



- ★ 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

Catchment Summary - Cross Keys Old Snyderdale

	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**

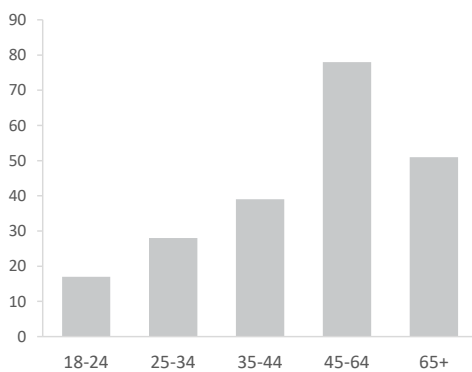
Population	263	3,665	573,195	5	20	131
Adults 18+	213	2,738	450,472	5	18	129
Competition Pubs	1	1	584	6	3	140
Adults 18+ per Competition Pub	213	2,738	771	25	319	90
% Adults Likely to Drink	77.6%	77.8%	75.9%	102	102	100

Population & Adults 18+ index is based on all pubs

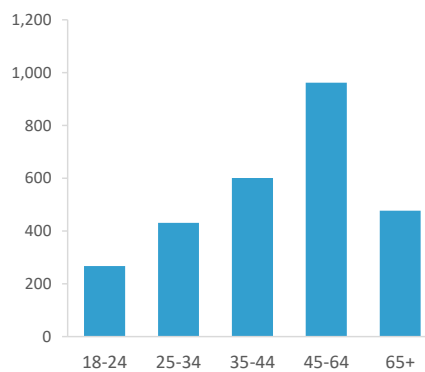
Affluence	Low	45.5%	30.6%	45.9%	137	92	138
	Medium	13.1%	35.8%	38.7%	34	94	101
	High	41.3%	28.6%	14.4%	151	105	53

*Affluence does not include Not Private Households

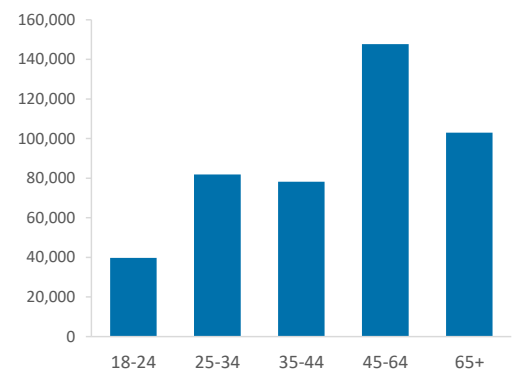
Age Profile	18-24	17	267	39,706	79	89	85
	25-34	28	431	81,848	80	88	107
	35-44	39	601	78,216	112	124	103
	45-64	78	962	147,758	115	102	100
	65+	51	477	102,944	101	68	93



■ 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	128 (49%)	1,811 (49%)	281,994 (49%)	99	101	100
	Female	135 (51%)	1,854 (51%)	291,201 (51%)	101	99	100

Economic Status (16+)	Employed: Full-time	55 (25%)	1,198 (42%)	175,303 (38%)	74	122	110
	Employed: Part-time	25 (12%)	355 (12%)	57,756 (12%)	97	105	105
	Self employed	11 (5%)	233 (8%)	32,940 (7%)	55	88	77
	Unemployed	0 (0%)	60 (2%)	13,048 (3%)	0	76	102
	Full-time student	0 (0%)	49 (2%)	7,923 (2%)	0	72	72
	Retired	73 (34%)	524 (18%)	100,429 (22%)	154	84	99
	Other	53 (24%)	435 (15%)	76,525 (16%)	140	87	95

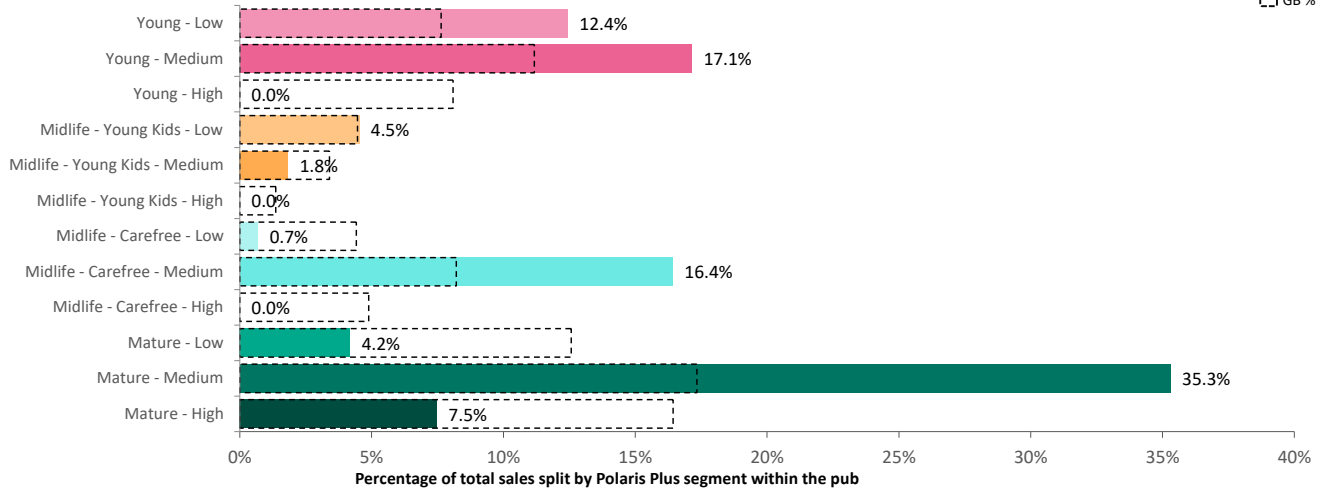
Total Worker Count	48	536	301,638
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See the Glossary page for further information on the above variables

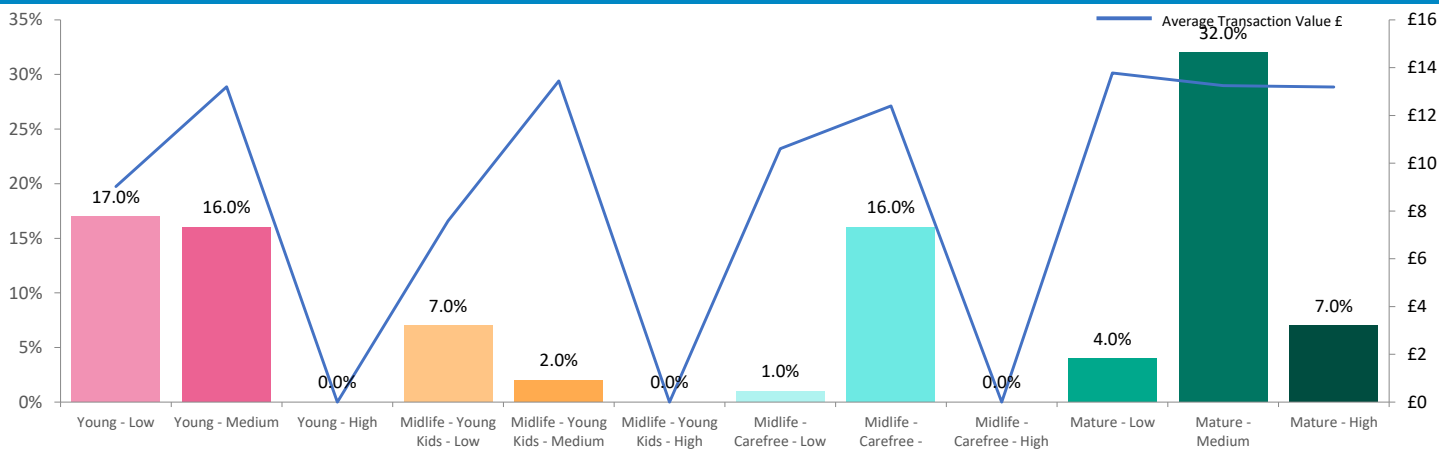
Transactional Data Summary - Cross Keys Old Snyderdale

Spend by Polaris Plus

GB %

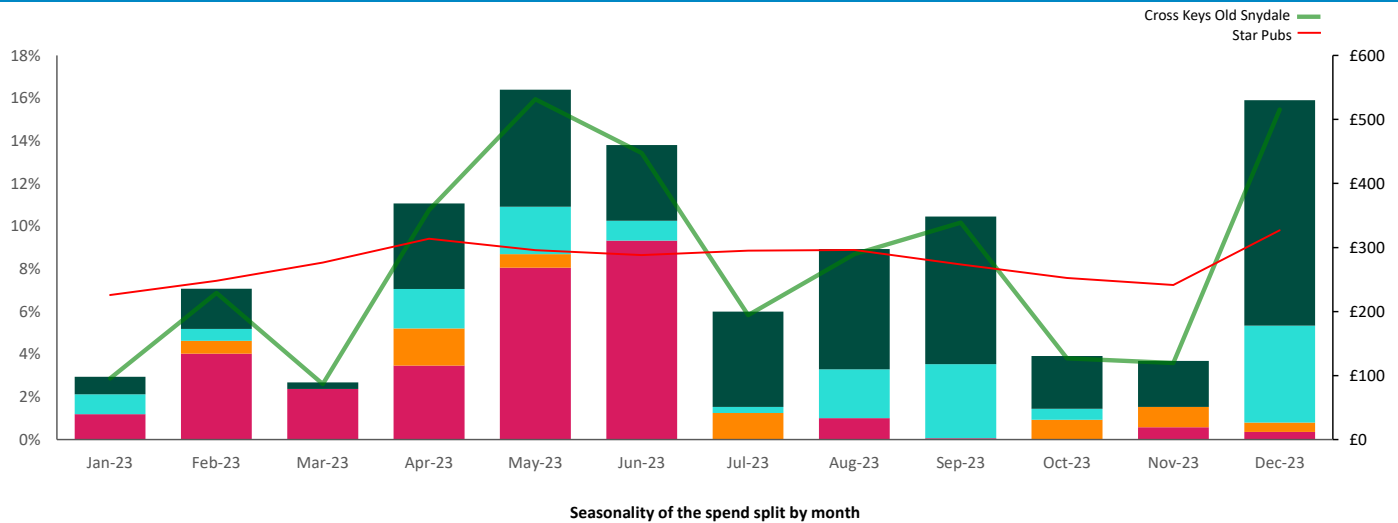


% of Transactions and Average Transaction Values (£) by Polaris Plus



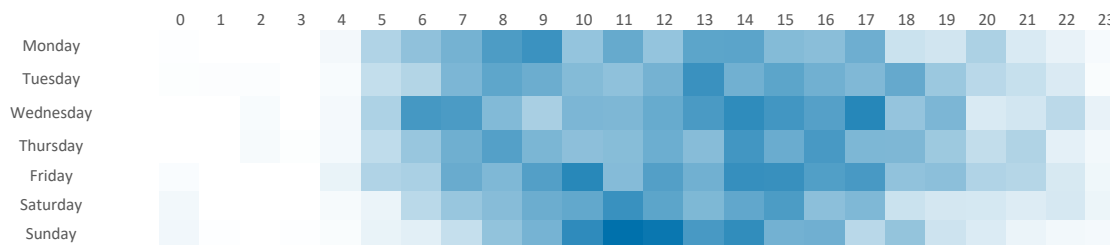
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



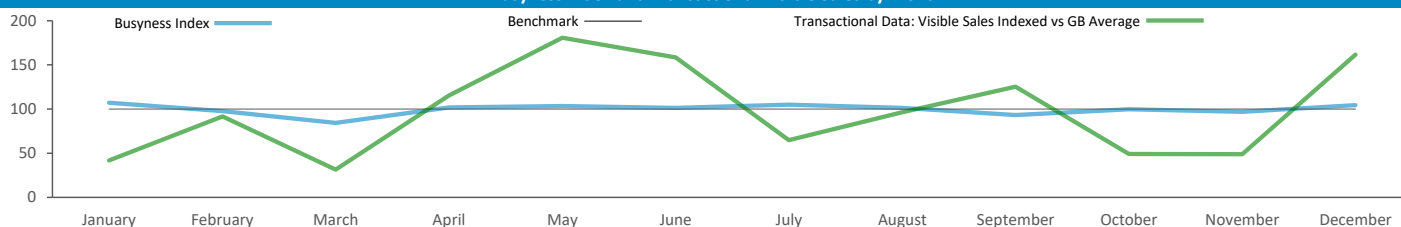
Mobile Data Summary - Cross Keys Old Snyder

Time of Day/Day of Week



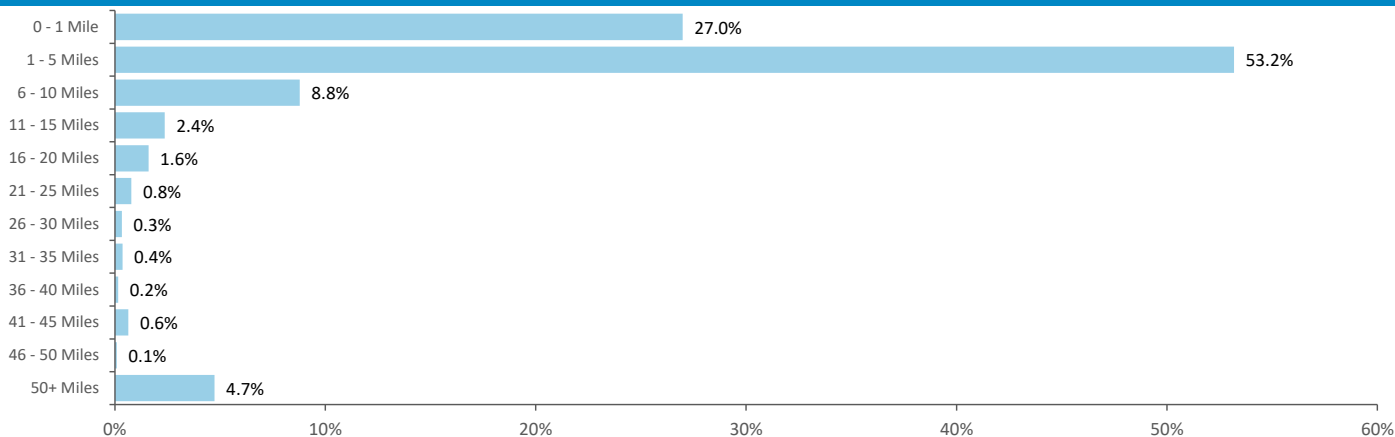
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

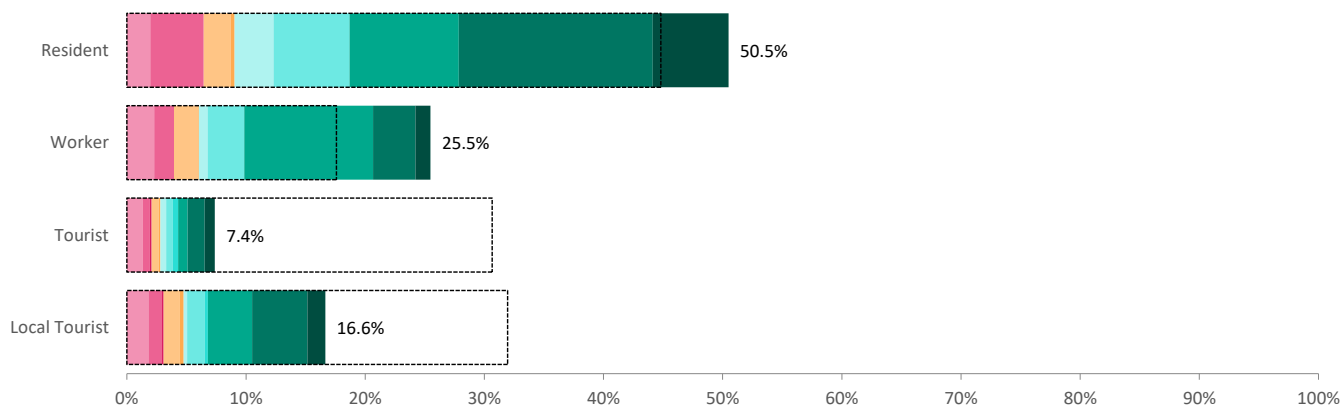
Distance from Home



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



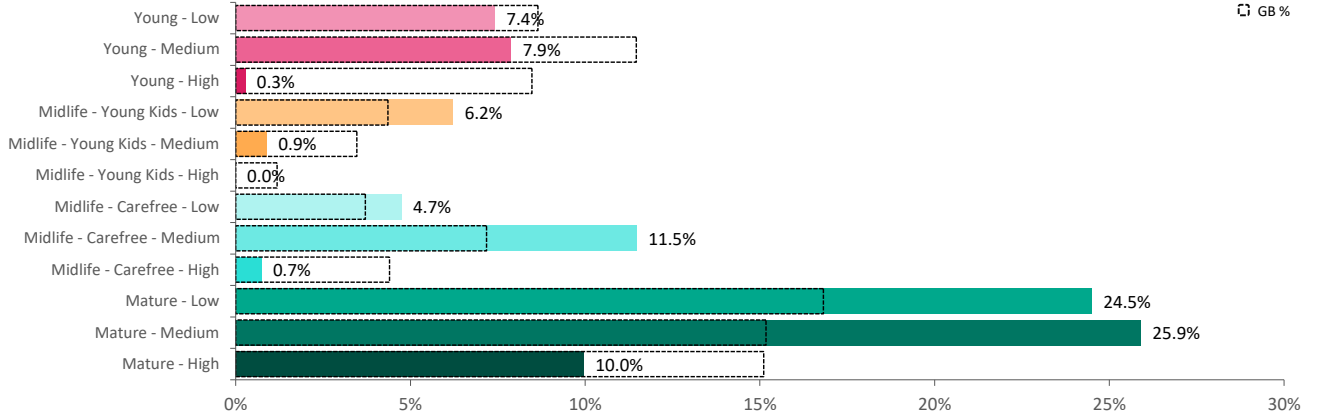
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Cross Keys Old Snydale



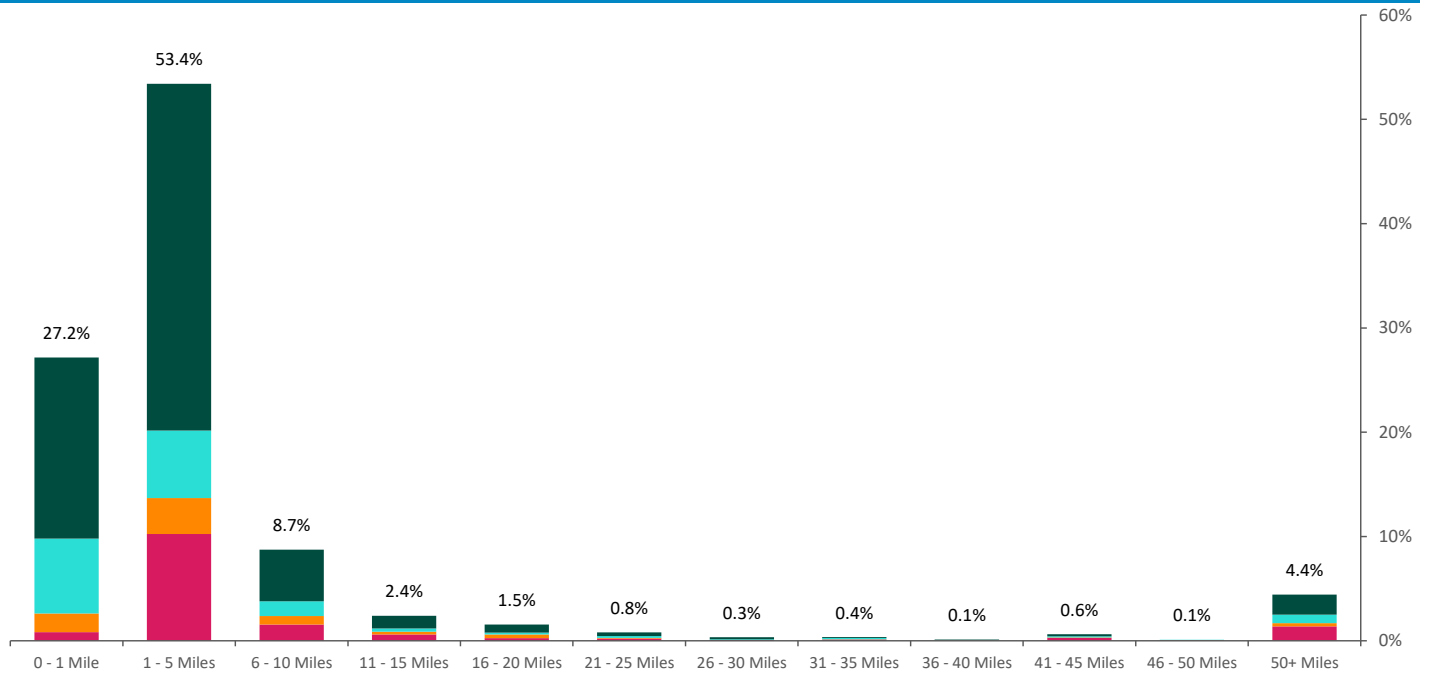
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Polaris Plus Profile



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



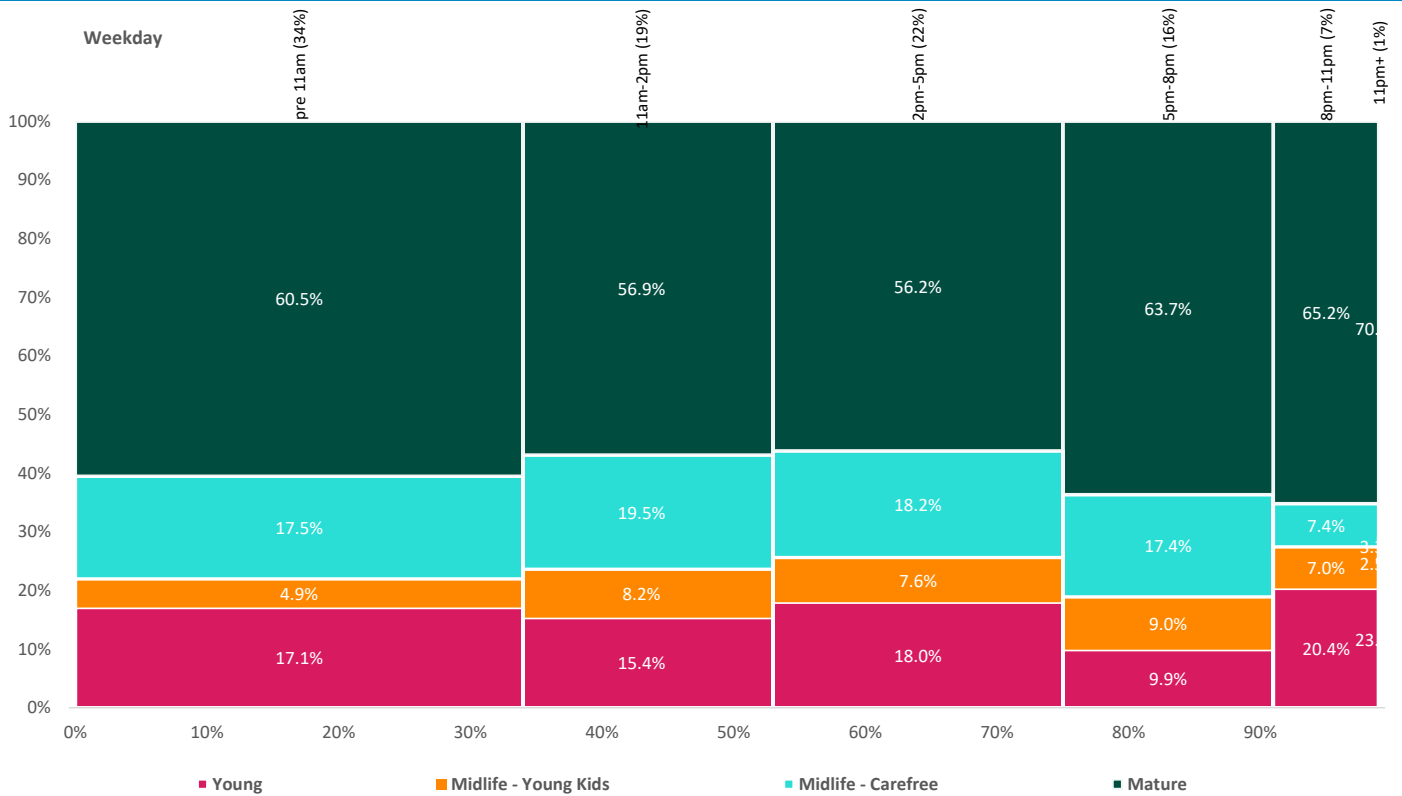
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Mobile Data Summary - Cross Keys Old Snydale

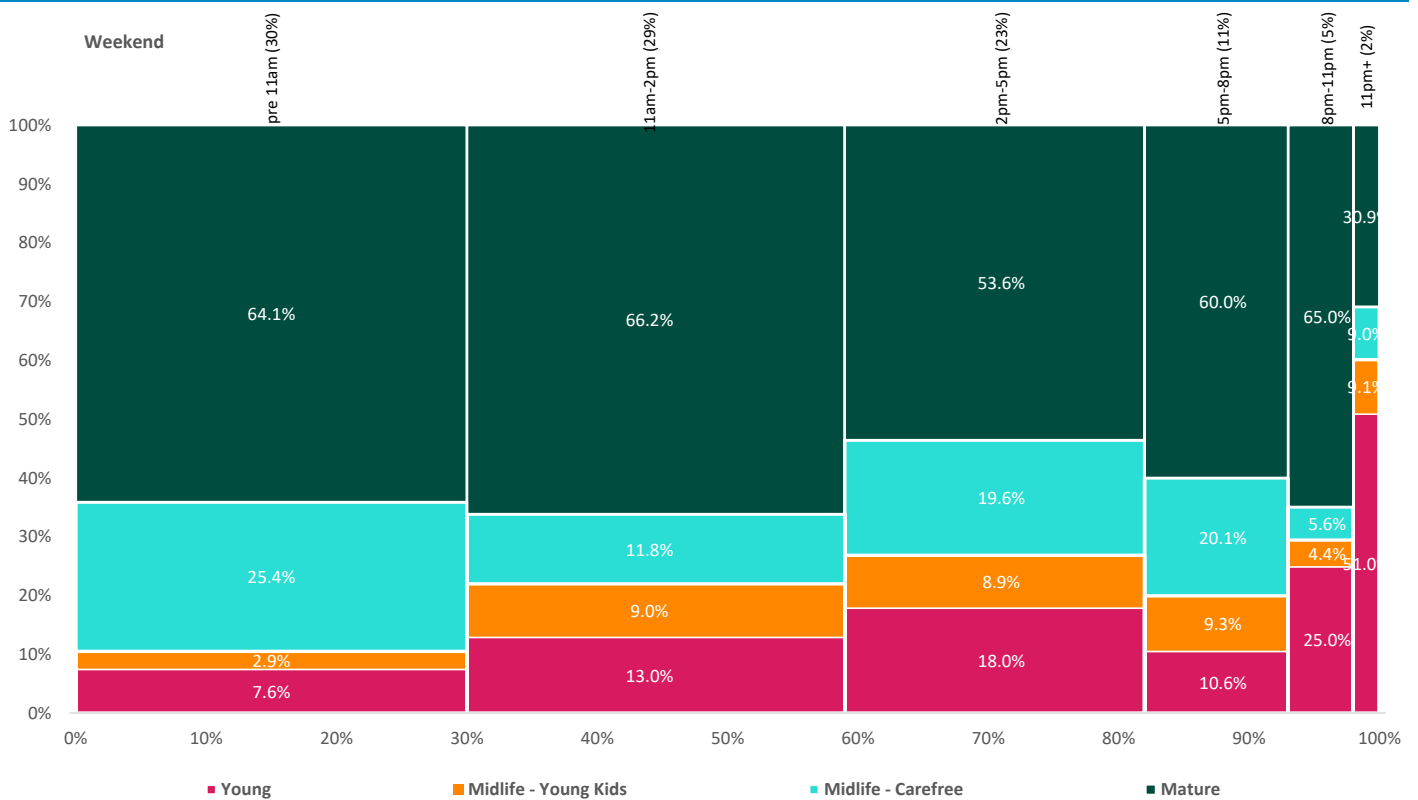


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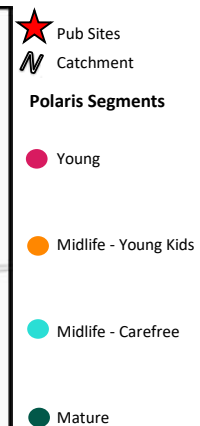
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Cross Keys Old Snyderdale



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	37	220	111,130	63	29	90
Midlife - Young Kids	0	447	56,650	0	149	115
Midlife - Carefree	3	816	55,640	9	188	78
Mature	173	1,115	222,263	183	92	111
<i>Not Private Households</i>	0	140	4,789	0	390	81
Total	213	2,738	450,472			

Polaris Plus Summary - Cross Keys Old Snyder




















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	37	213	57,515	177	79	130
Medium	0	7	41,741	0	2	84
High	0	0	11,874	0	0	39
Midlife - Young Kids						
Low	0	434	52,359	0	289	212
Medium	0	13	4,262	0	11	22
High	0	0	29	0	0	1
Midlife - Carefree						
Low	0	92	20,170	0	80	106
Medium	3	724	26,828	20	369	83
High	0	0	8,642	0	0	43
Mature						
Low	60	98	76,619	205	26	124
Medium	25	235	101,530	75	55	144
High	88	782	44,114	276	190	65
Not Private Households	0	140	4,789	0	390	81
Total	213	2,738	450,472			

CGA Summary - Cross Keys Old Snyderale



-  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	Cross Keys	WF 7 6HB	Star Pubs & Bars	Community Pub	0.0
1	Streethouse Cricket Club	WF 7 6BY	Independent Free	Clubland	0.9
2	New Carlton Social Club	WF 6 2EH	Independent Free	Clubland	1.1
3	Hopetown Wmc	WF 6 2ET	Independent Free	Clubland	1.2
4	Featherstone Lions	WF 7 5HL	Independent Free	Clubland	1.2
5	Black Swan	WF 6 2DP	Trust Inns Limited	Hotel	1.2

Per Pub Analysis - Cross Keys Old Snydale



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	213	2,738	450,472
Number of Competition Pubs	1	1	584
Adults 18+ per Competition Pub	213	2,738	771

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	10	4.7%	58
Circuit Bar	0	9	4.2%	104
Community Pub	1	49	22.9%	120
Craft Led	0	2	0.9%	25
Great Pub Great Food	0	49	23.2%	131
High Street Pub	0	43	20.0%	109
Premium Local	0	48	22.7%	138

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	81	3.0%	37
Circuit Bar	0	36	1.3%	33
Community Pub	1	414	15.1%	79
Craft Led	0	12	0.5%	13
Great Pub Great Food	0	441	16.1%	91
High Street Pub	0	379	13.8%	75
Premium Local	0	419	15.3%	93

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	16	22,066	4.9%	61
Circuit Bar	13	18,082	4.0%	99
Community Pub	113	117,459	26.1%	136
Craft Led	0	11,160	2.5%	72
Great Pub Great Food	2	56,760	12.6%	71
High Street Pub	96	109,916	24.4%	132
Premium Local	48	63,242	14.0%	85

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 & 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	<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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td><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</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"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."	"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"	"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."	"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"	<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																						
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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="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				
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