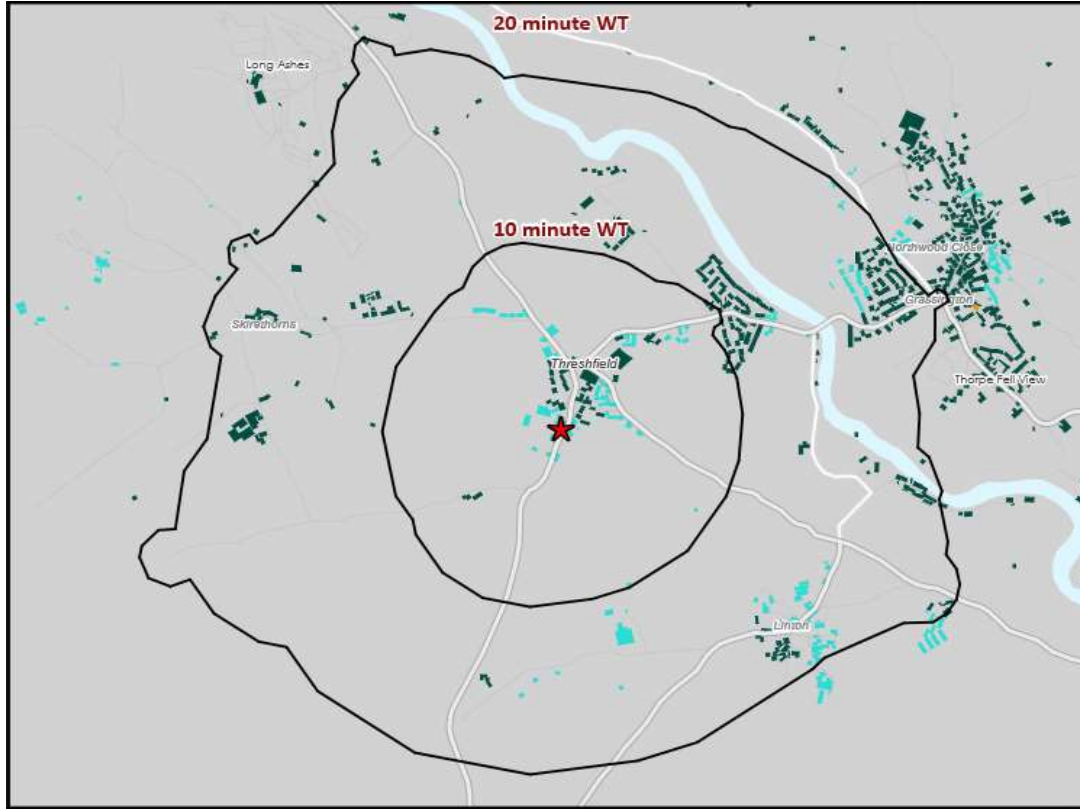


Catchment Summary - Old Hall Threshfield



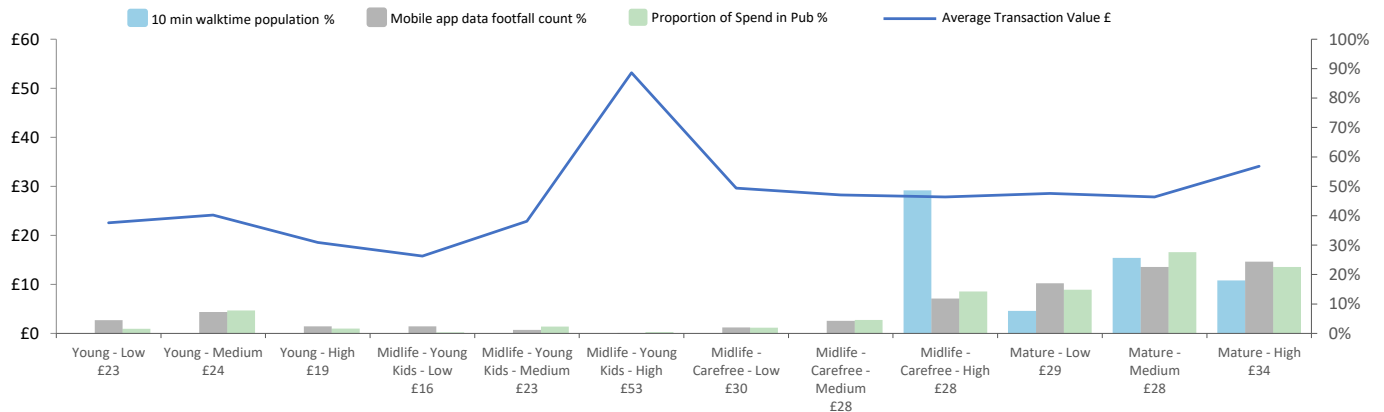
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Ship To	Name	Postcode	Operator	Segment	Sparsity
511754	Old Hall Threshfield	BD23 5HB	Star Pubs & Bars	Premium Local	20



- ★ 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 - Old Hall Threshold

	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**

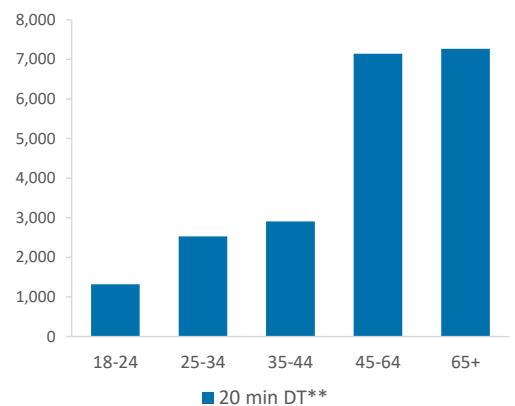
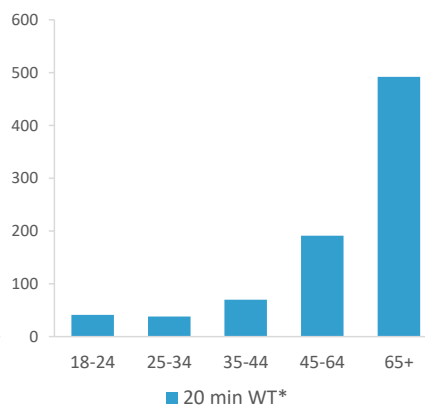
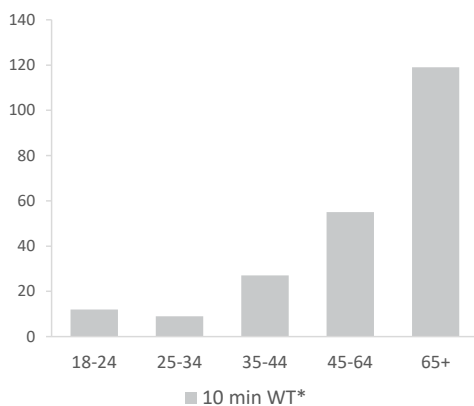
Population	264	948	25,538	5	5	6
Adults 18+	222	832	21,170	5	5	6
Competition Pubs	1	2	56	6	6	13
Adults 18+ per Competition Pub	222	416	378	26	48	44
% Adults Likely to Drink	82.4%	83.7%	80.0%	108	110	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	7.7%	3.2%	23.9%	23	10	72
	Medium	25.7%	24.8%	34.8%	67	65	91
	High	66.7%	61.4%	39.9%	244	225	146

*Affluence does not include Not Private Households

Age Profile	18-24	12	41	1,320	56	53	63
	25-34	9	38	2,529	26	30	74
	35-44	27	70	2,909	77	56	86
	45-64	55	191	7,145	81	78	109
	65+	119	492	7,267	235	270	148



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	116 (44%)	443 (47%)	12,375 (48%)	90	95	99
	Female	148 (56%)	505 (53%)	13,163 (52%)	110	104	101

Economic Status (16+)	Employed: Full-time	53 (23%)	179 (21%)	6,605 (30%)	68	61	88
	Employed: Part-time	28 (12%)	85 (10%)	2,675 (12%)	104	85	104
	Self employed	27 (12%)	105 (12%)	2,551 (12%)	129	134	127
	Unemployed	0 (0%)	3 (0%)	330 (2%)	0	13	55
	Full-time student	7 (3%)	14 (2%)	226 (1%)	130	70	44
	Retired	99 (44%)	410 (48%)	6,996 (32%)	200	221	147
	Other	12 (5%)	50 (6%)	2,315 (11%)	30	34	61

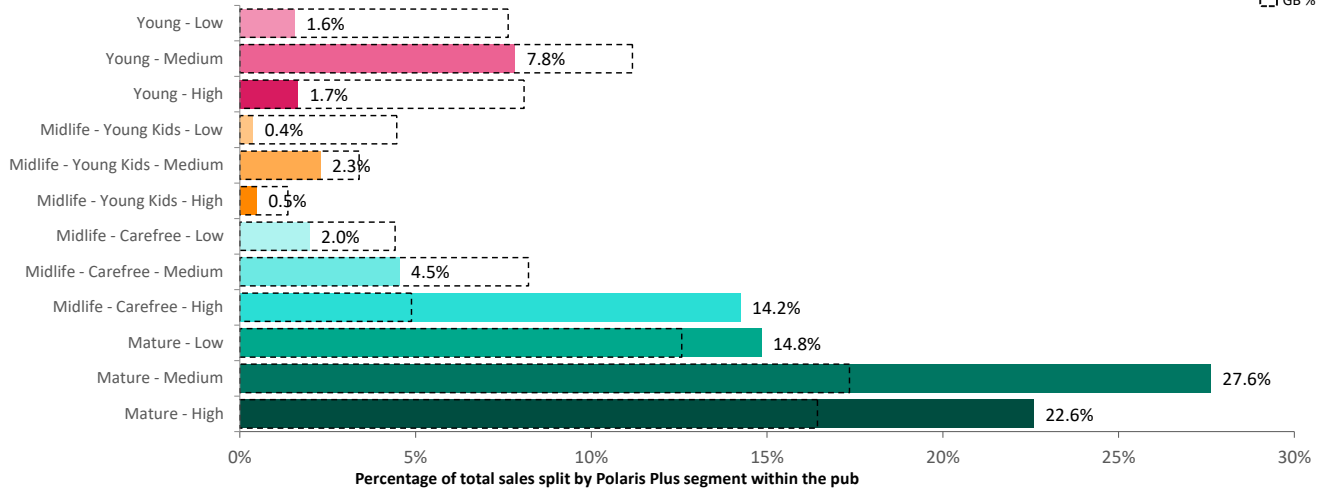
Total Worker Count	183	605	17,540
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See the Glossary page for further information on the above variables

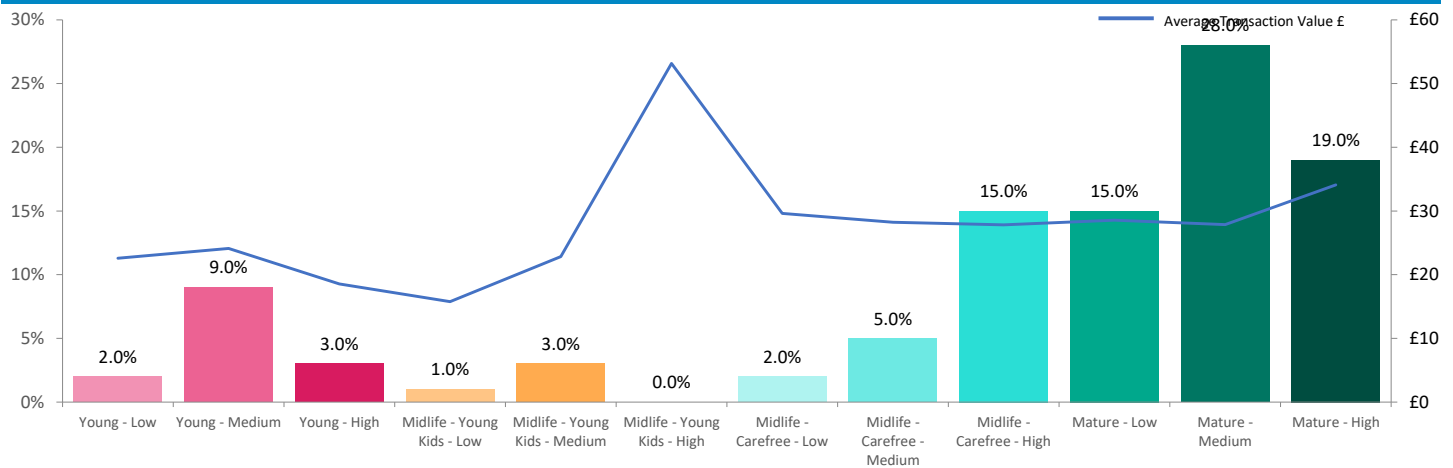
Transactional Data Summary - Old Hall Thresholdfield

Spend by Polaris Plus

GB %

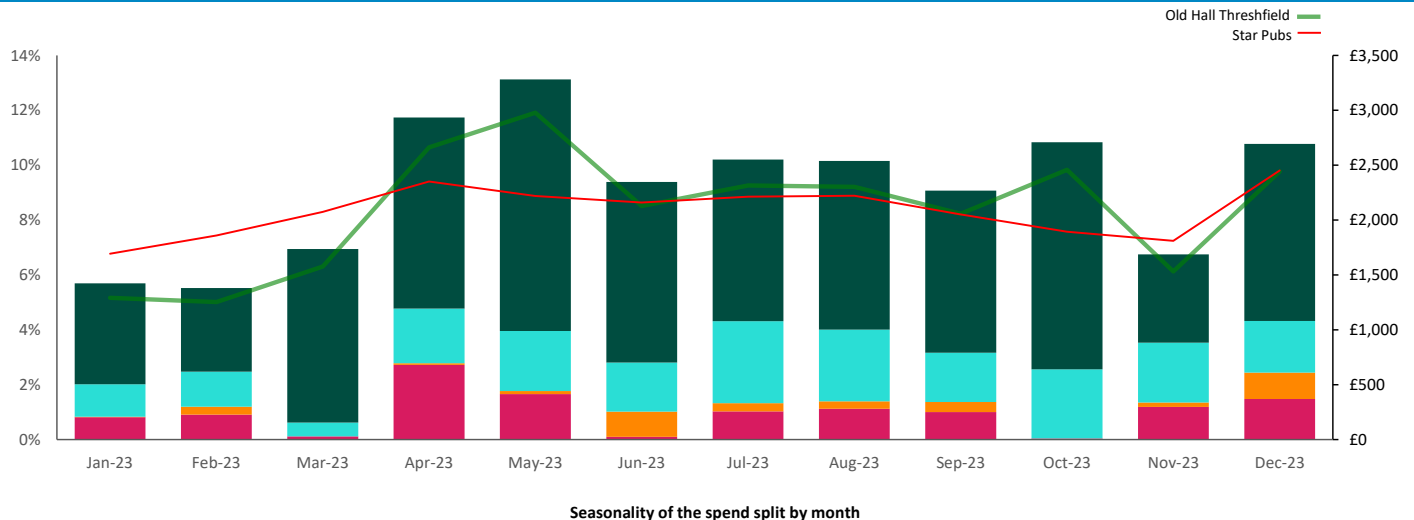


% of Transactions and Average Transaction Values (£) by Polaris Plus



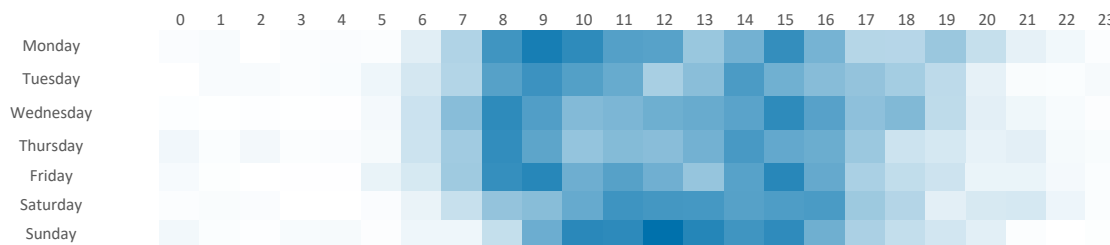
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



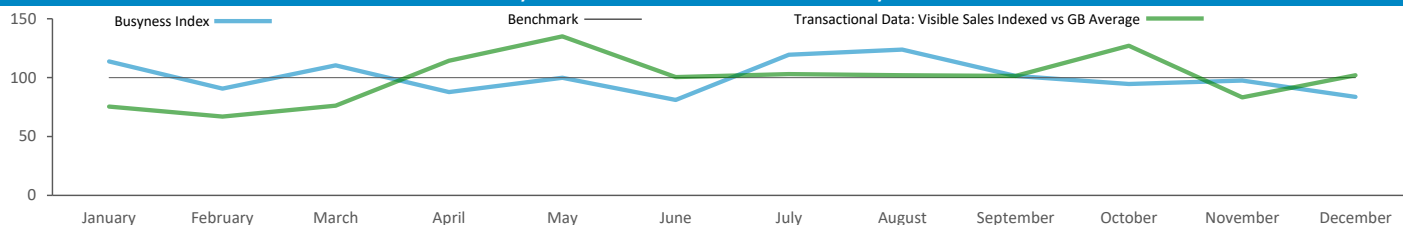
Mobile Data Summary - Old Hall Threshfield

Time of Day/Day of Week



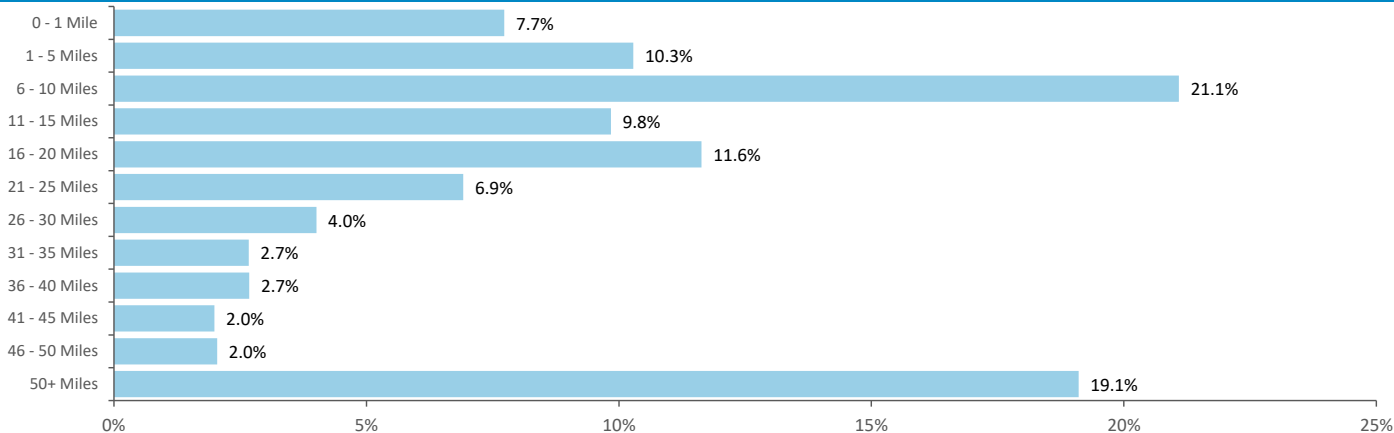
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

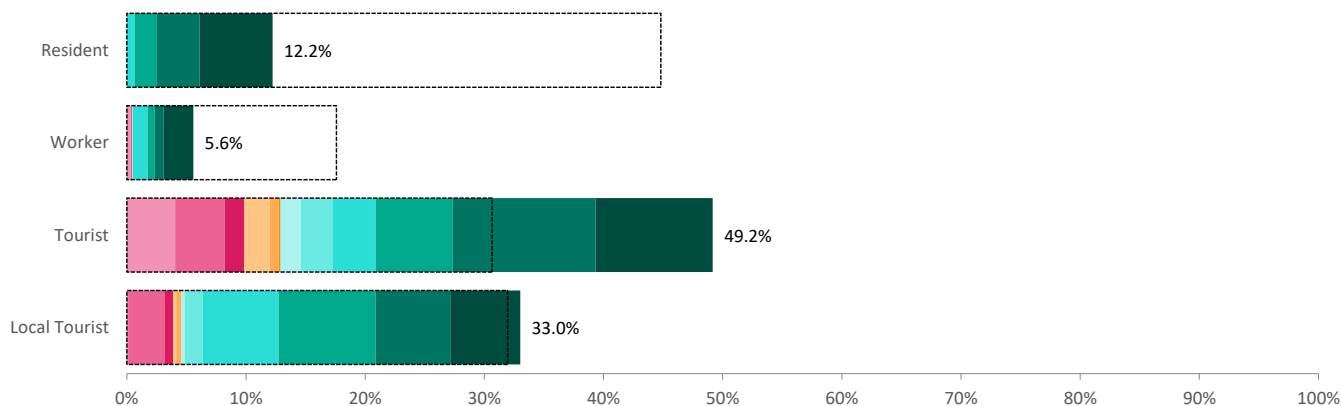
Distance from Home



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

Audience Classification by Polaris Plus

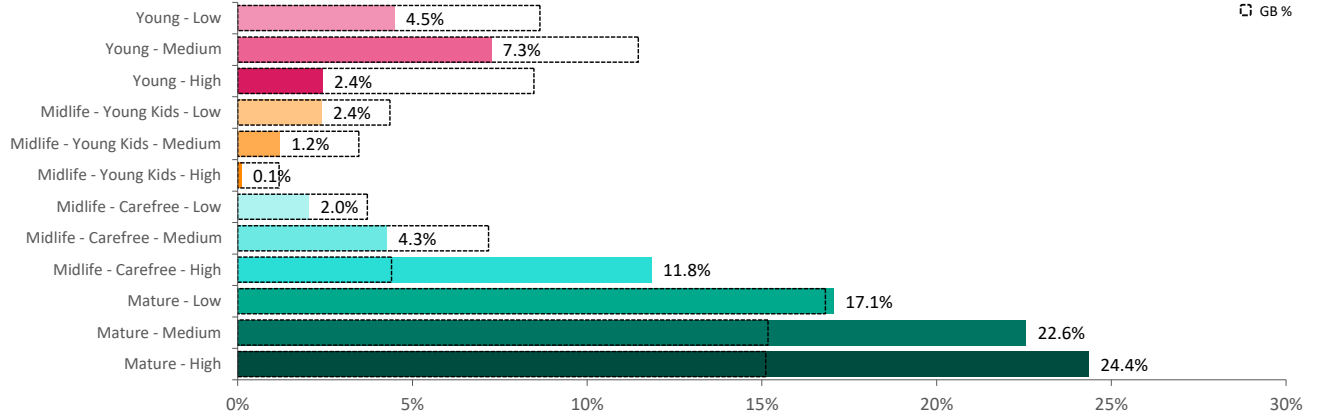
Base: GB



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

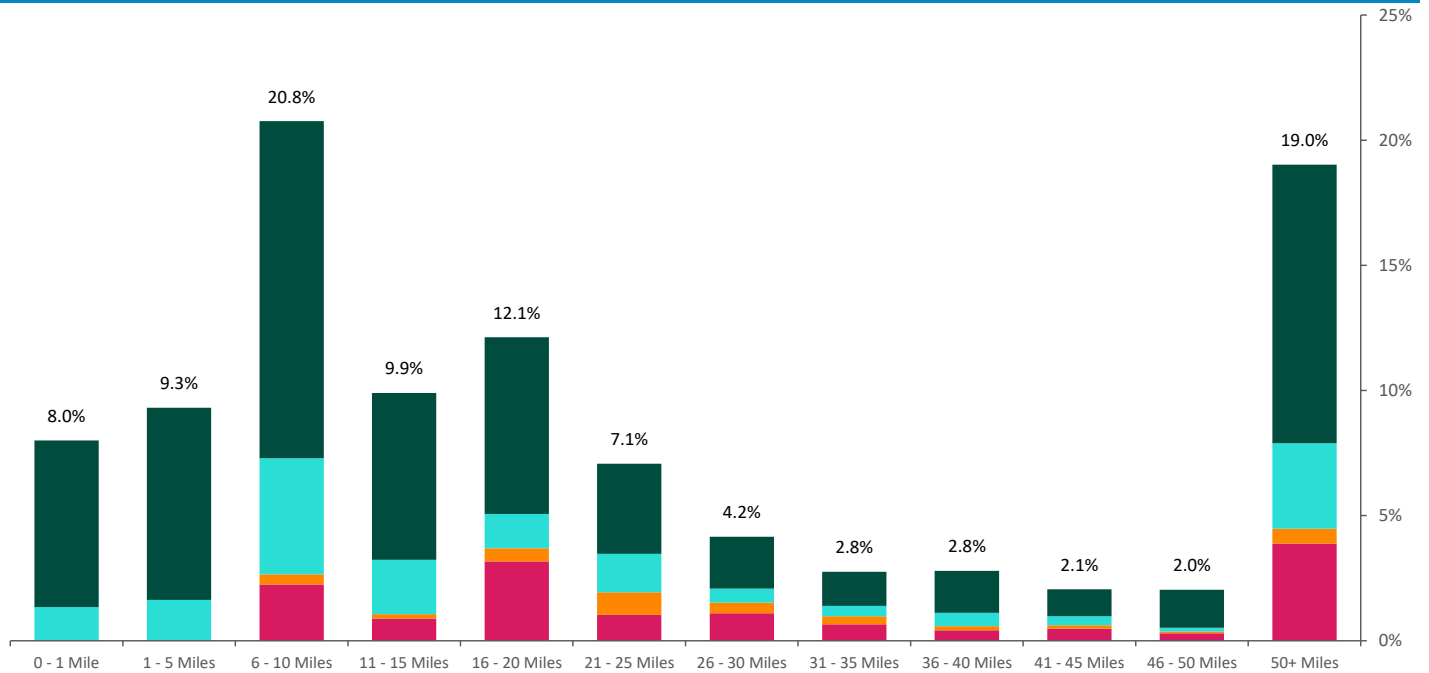
Mobile Data Summary - Old Hall Threshold

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



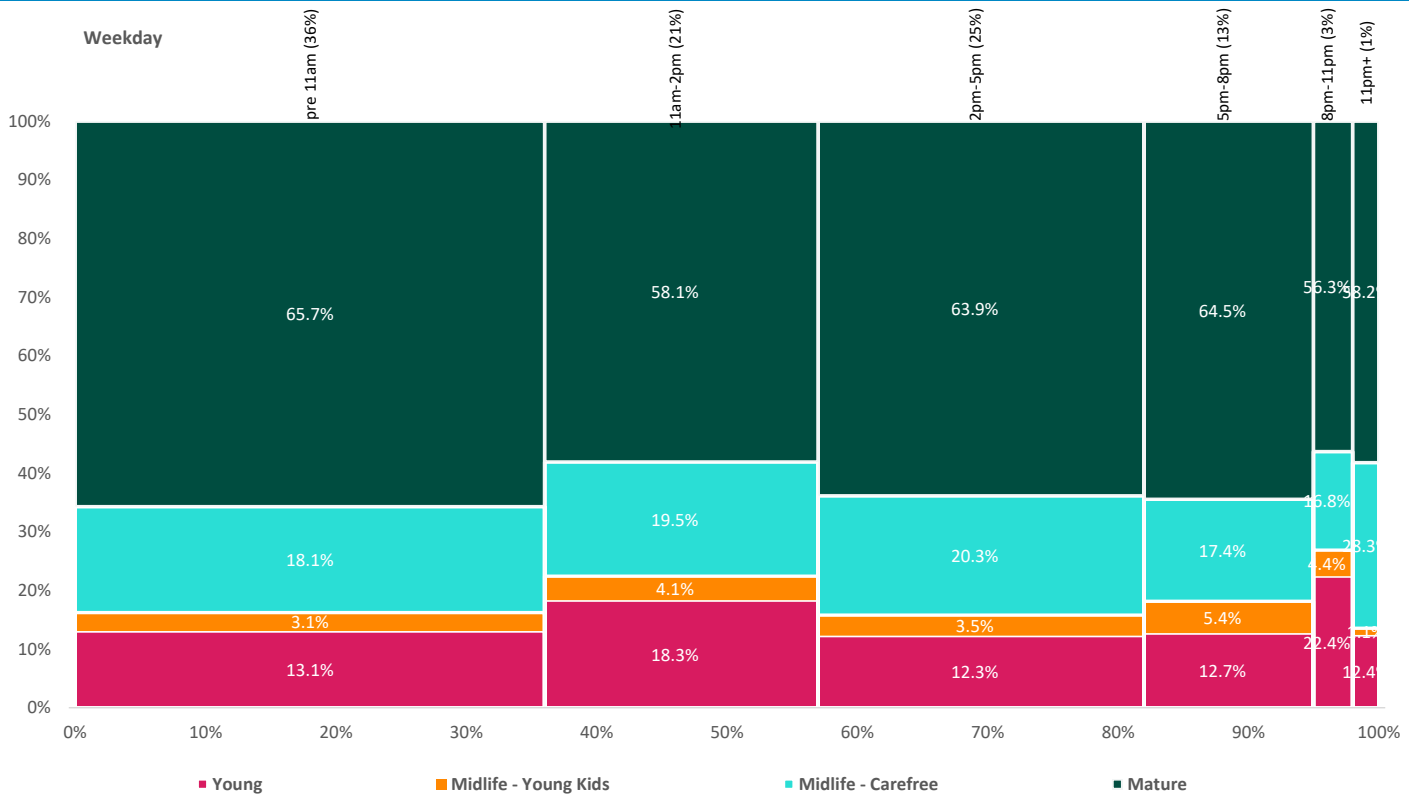
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Old Hall Threshfield

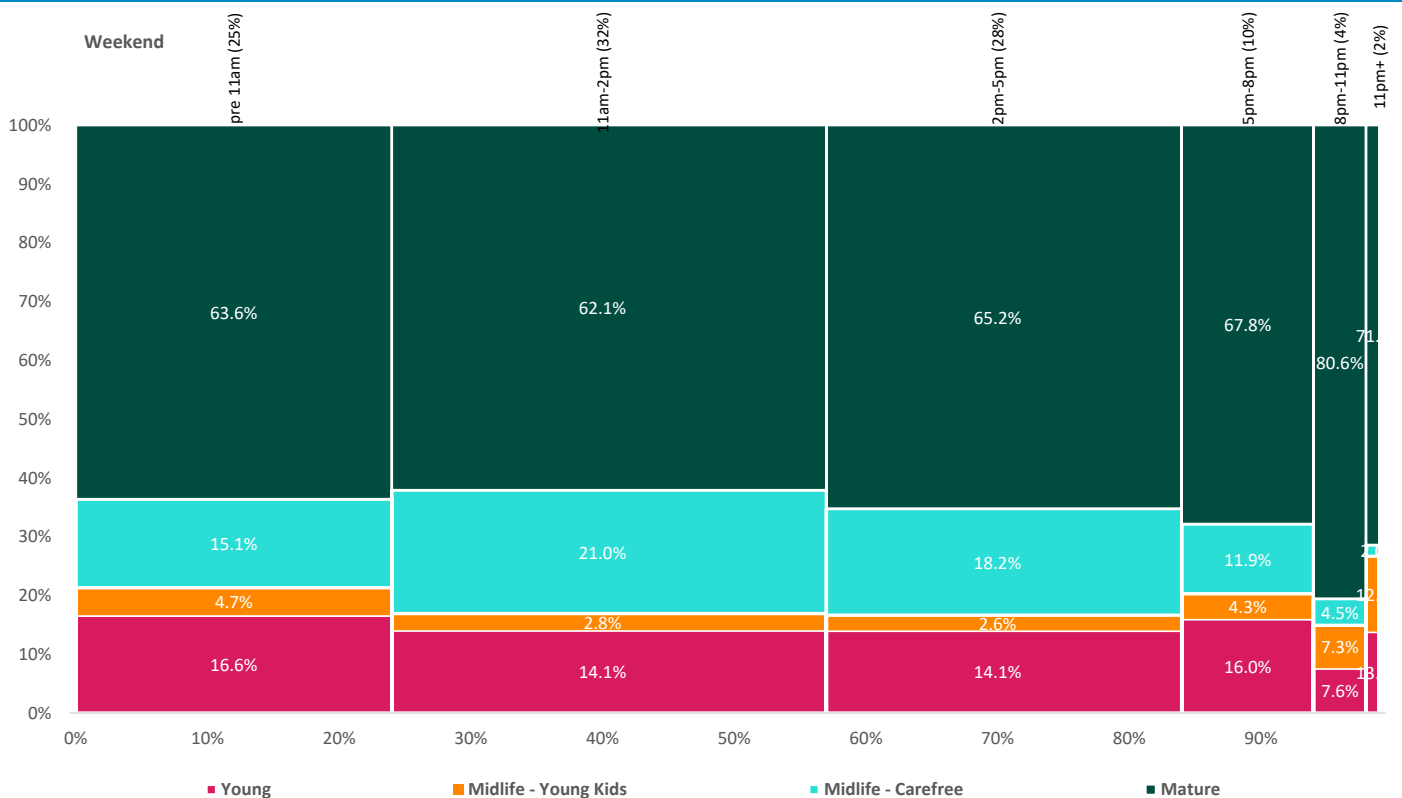


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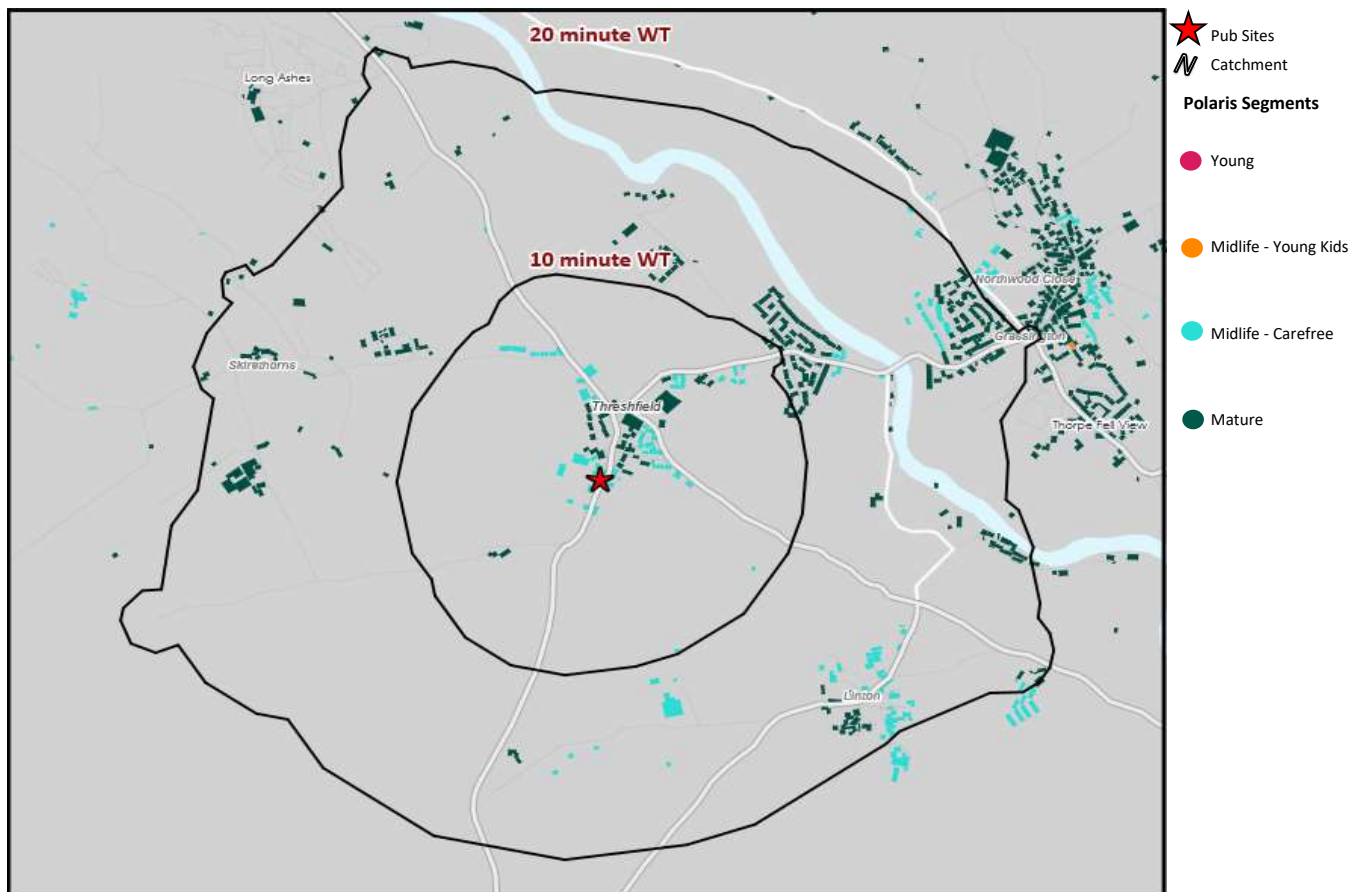
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Old Hall Threshfield

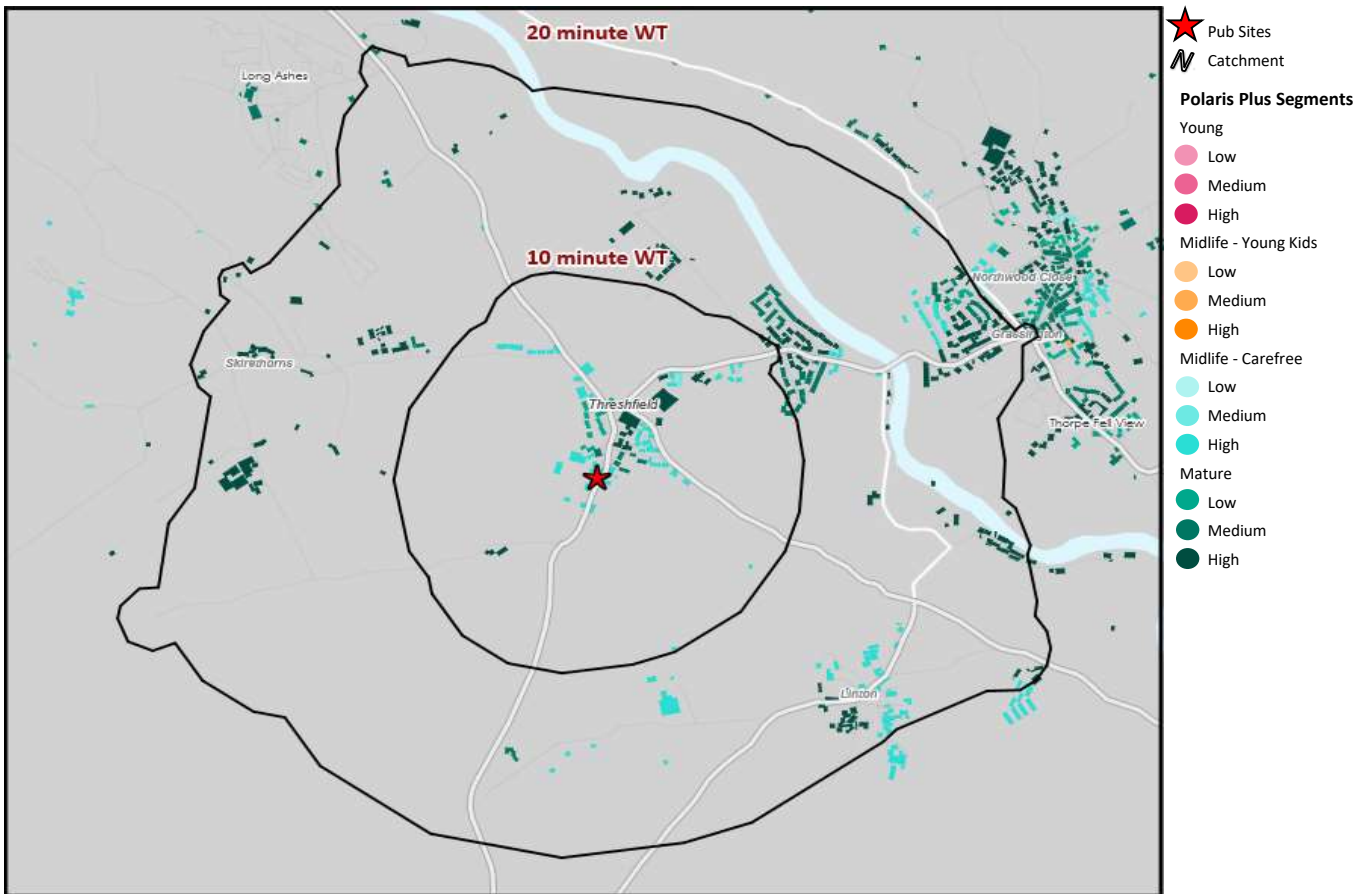


Polaris Profile by Catchment

*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	0	0	2,623	0	0	45
Midlife - Young Kids	0	0	699	0	0	30
Midlife - Carefree	108	209	3,858	307	159	115
Mature	114	535	13,710	116	145	146
Not Private Households	0	88	280	0	806	101
Total	222	832	21,170			

Polaris Plus Summary - Old Hall Threshfield

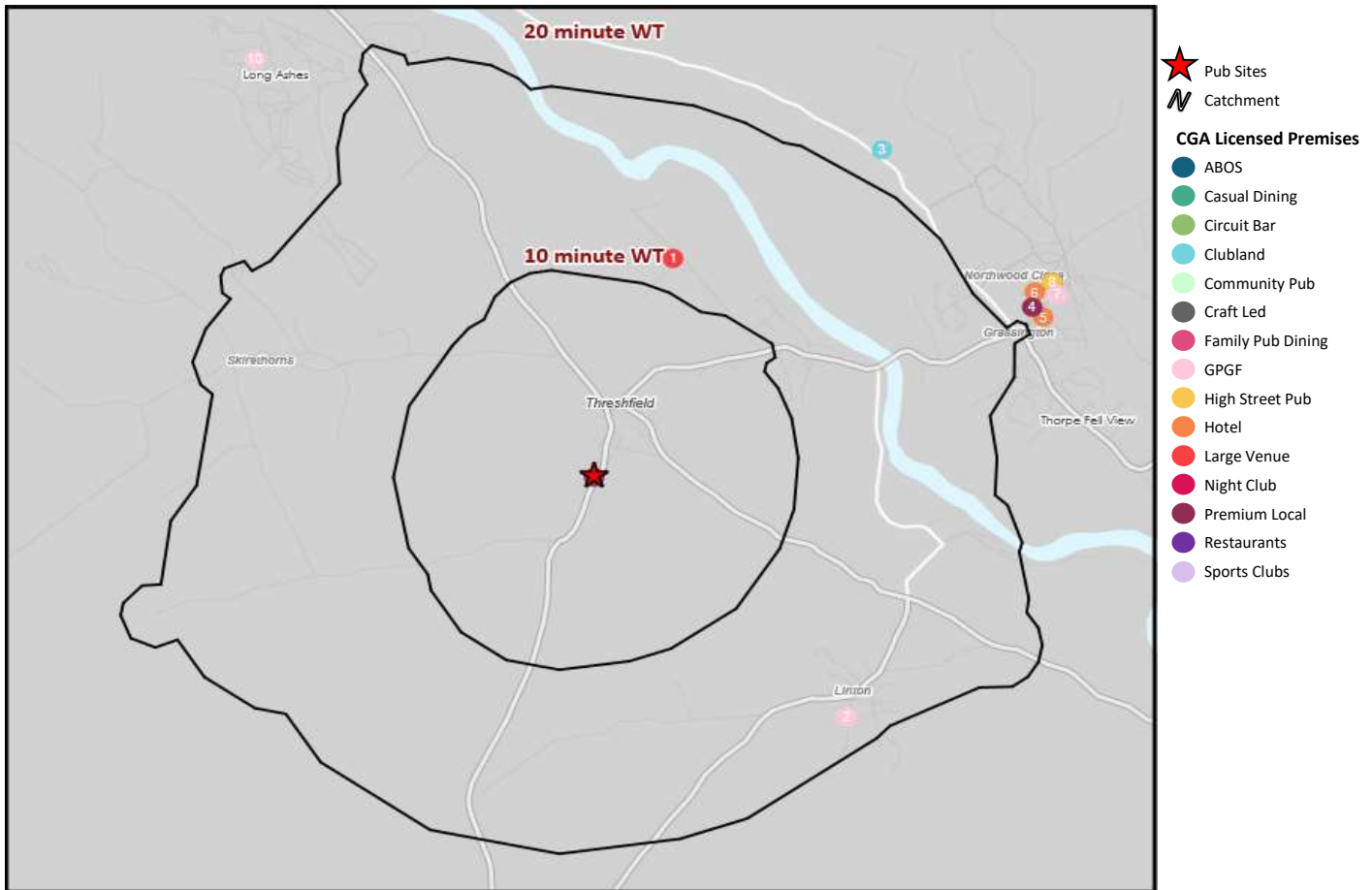


Polaris Plus Profile by Catchment

*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	0	0	565	0	0	27
Medium	0	0	1,348	0	0	58
High	0	0	710	0	0	50
Midlife - Young Kids						
Low	0	0	178	0	0	15
Medium	0	0	521	0	0	57
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	90	0	0	10
Medium	0	10	1,080	0	17	71
High	108	199	2,688	1,092	537	285
Mature						
Low	17	27	4,232	56	24	146
Medium	57	196	4,422	164	150	133
High	40	312	5,056	120	250	159
Not Private Households	0	88	280	0	806	101
Total	222	832	21,170			

CGA Summary - Old Hall Threshfield



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Old Hall	BD23 5HB	Star Pubs & Bars	Premium Local	0.0
1	Wharfedale Rugby Union Football Club	BD23 5BS	Independent Free	Large Venue	0.5
2	Fountaine Inn	BD23 5HJ	Robinsons	GPGF	0.7
3	Upper Wharfedale Cricket Club	BD23 5NE	Independent Free	Clubland	0.9
4	Devonshire Hotel	BD23 5AD	Independent Free	Premium Local	0.9
5	Grassington House Hotel	BD23 5AQ	Independent Free	Hotel	0.9
6	Ashfield House Hotel	BD23 5AE	Independent Free	Hotel	0.9
7	Black Horse Inn	BD23 5AT	Admiral Taverns Ltd	GPGF	0.9
8	Forester Arms	BD23 5AA	Independent Free	Premium Local	0.9
8	Retreat	BD23 5AA	Independent Free	High Street Pub	0.9
10	Gamekeepers Inn	BD23 5PN	Independent Free	GPGF	1.1

Per Pub Analysis - Old Hall Threshold



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	222	832	21,170
Number of Competition Pubs	1	2	56
Adults 18+ per Competition Pub	222	416	378

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	10	4.5%	56
Circuit Bar	0	1	0.6%	14
Community Pub	0	39	17.4%	91
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	77	34.6%	196
High Street Pub	0	27	12.1%	65
Premium Local	1	68	30.8%	186

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	36	4.3%	53
Circuit Bar	0	2	0.2%	6
Community Pub	0	94	11.3%	59
Craft Led	0	0	0.0%	0
Great Pub Great Food	1	277	33.3%	188
High Street Pub	0	74	8.9%	48
Premium Local	1	251	30.2%	183

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	1,220	5.8%	72
Circuit Bar	4	603	2.8%	70
Community Pub	1	4,163	19.7%	103
Craft Led	0	372	1.8%	51
Great Pub Great Food	12	5,043	23.8%	135
High Street Pub	5	3,588	16.9%	92
Premium Local	13	4,731	22.3%	135

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	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><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td></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>Consumer Insight</td><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>Product needs</td><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		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	Consumer Insight	"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"	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																				
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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 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																						
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