

Catchment Summary - Greedy Duck Morley



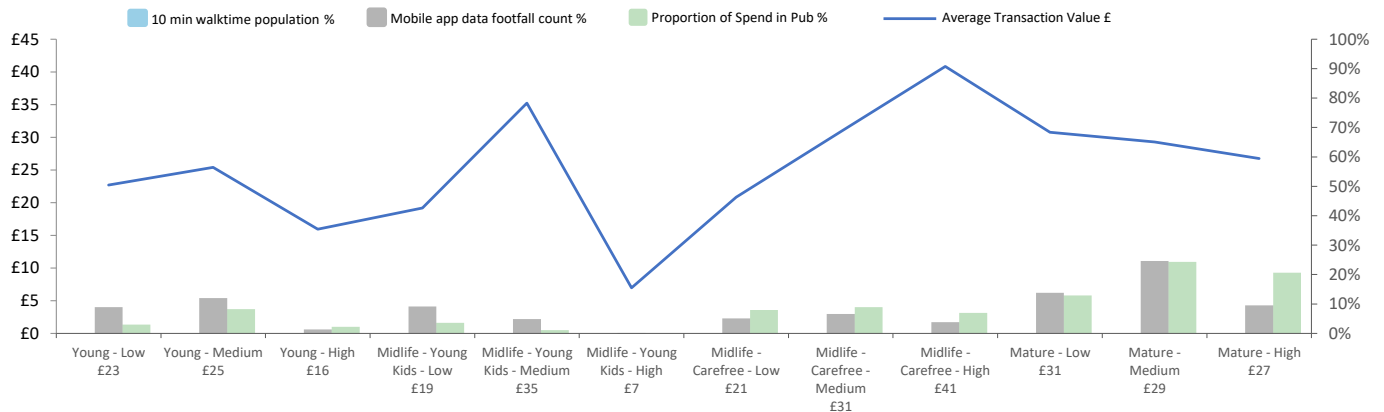
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625846	Greedy Duck Morley	LS27 0NZ	Star Pubs & Bars	Premium Local	3



- ★ 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 - Greedy Duck Morley

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

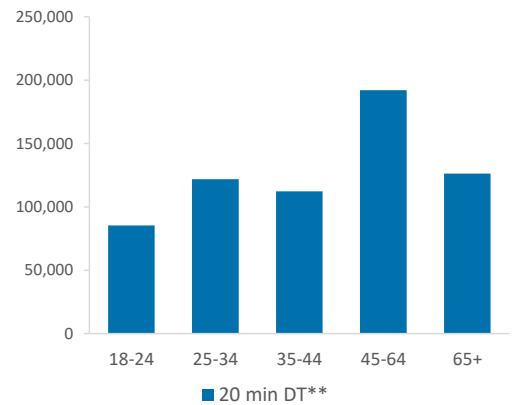
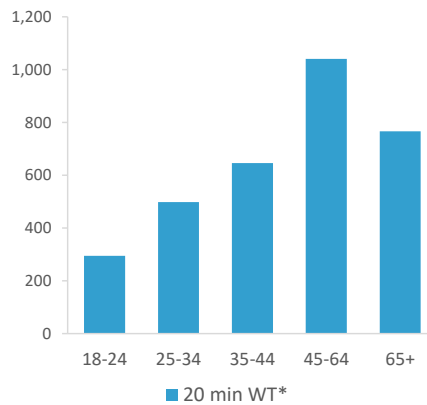
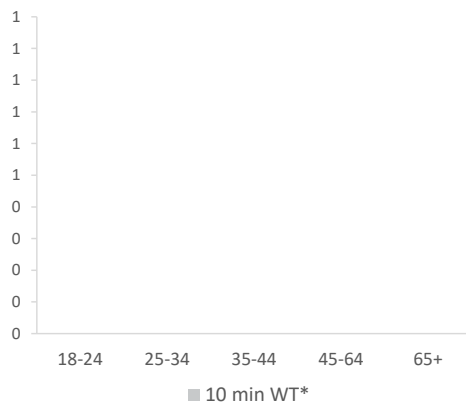
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	0	4,376	819,010	0	24	186
Adults 18+	0	3,246	637,715	0	21	182
Competition Pubs	0	3	891	0	8	214
Adults 18+ per Competition Pub	0	1,082	716	0	126	83
% Adults Likely to Drink	0.0%	65.1%	72.0%	0	85	94

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	41.1%	45.5%	0	124	137
	Medium	0.0%	36.6%	41.7%	0	96	109
	High	0.0%	18.6%	11.6%	0	68	43

*Affluence does not include Not Private Households

Age Profile	18-24	0	295	85,298	0	83	128
	25-34	0	498	121,885	0	85	112
	35-44	0	646	112,181	0	111	103
	45-64	0	1,041	192,131	0	93	91
	65+	0	766	126,220	0	91	80

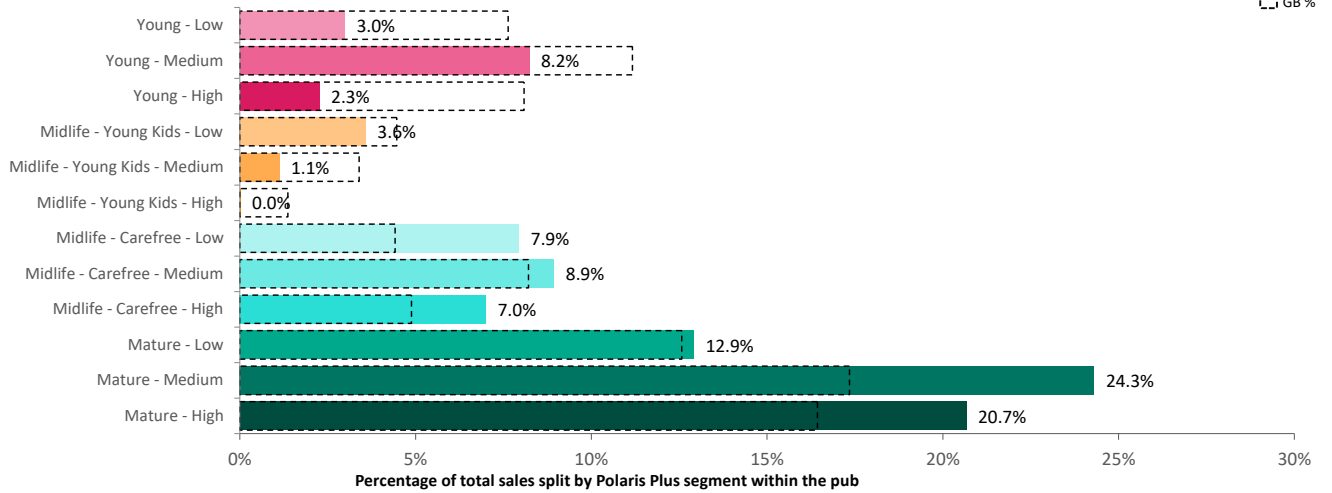


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	0 (0%)	2,117 (48%)	403,453 (49%)	0	99	101
	Female	0 (0%)	2,259 (52%)	415,557 (51%)	0	101	99
Economic Status (16+)	Employed: Full-time	0 (0%)	1,124 (33%)	228,947 (35%)	0	97	101
	Employed: Part-time	0 (0%)	484 (14%)	79,501 (12%)	0	121	102
	Self employed	0 (0%)	286 (8%)	46,730 (7%)	0	92	77
	Unemployed	0 (0%)	107 (3%)	21,419 (3%)	0	115	118
	Full-time student	0 (0%)	49 (1%)	19,748 (3%)	0	61	126
	Retired	0 (0%)	557 (16%)	119,506 (18%)	0	75	83
	Other	0 (0%)	769 (23%)	142,176 (22%)	0	131	124
Total Worker Count		0	2,077	430,538			

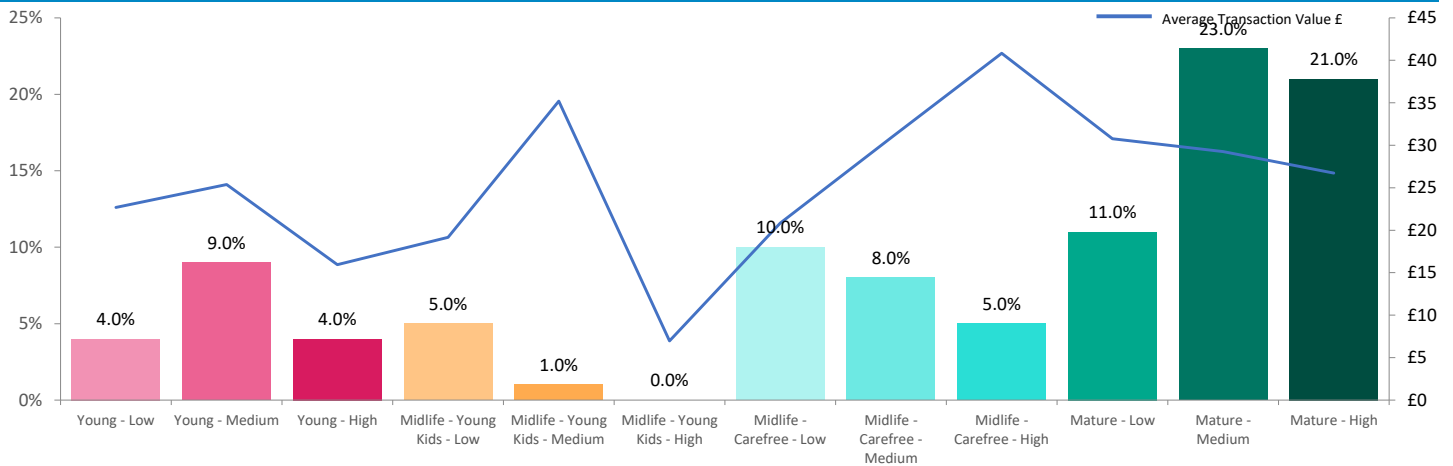
See the Glossary page for further information on the above variables

Transactional Data Summary - Greedy Duck Morley

Spend by Polaris Plus

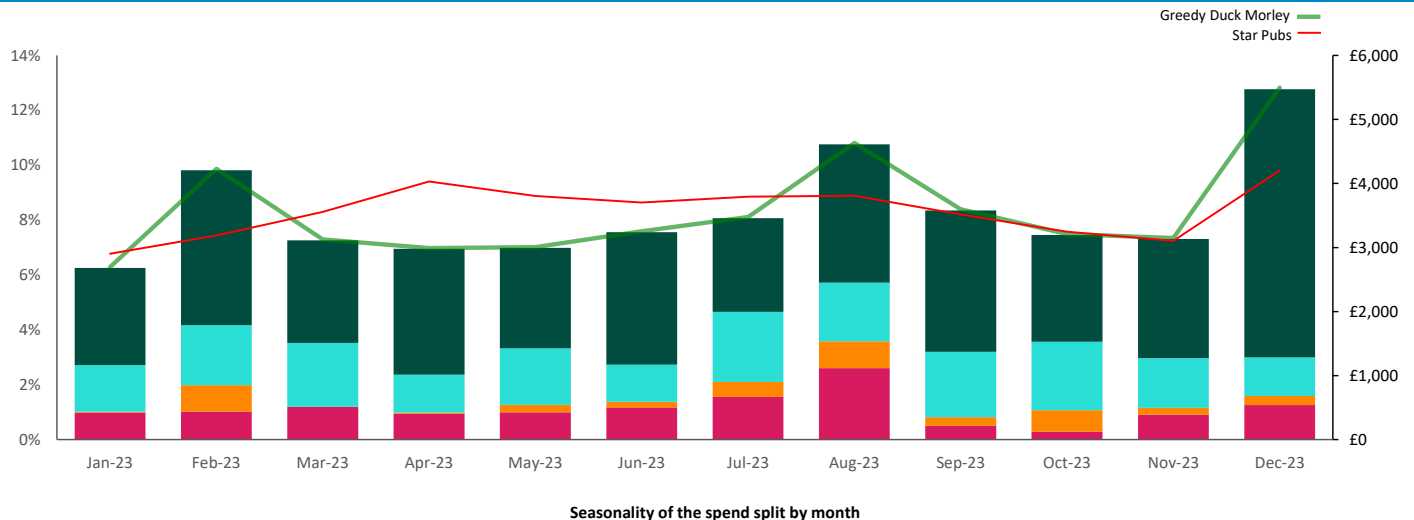


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

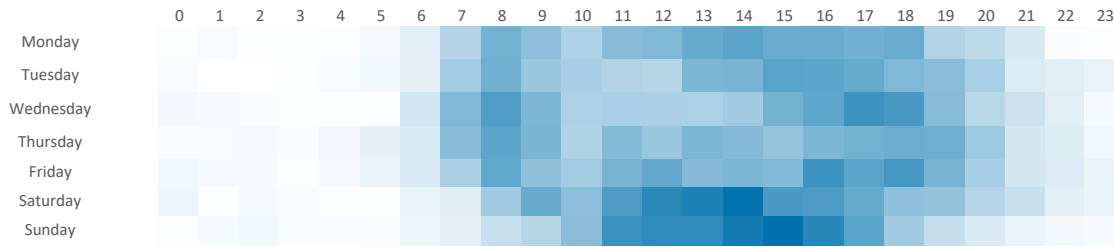


Mobile Data Summary - Greedy Duck Morley



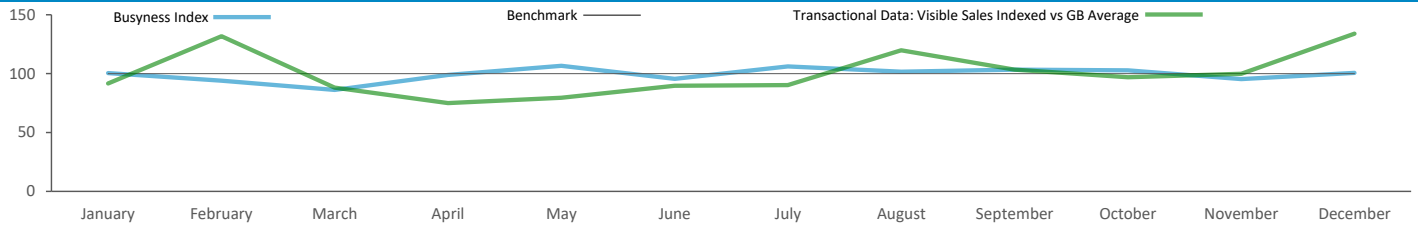
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Time of Day/Day of Week



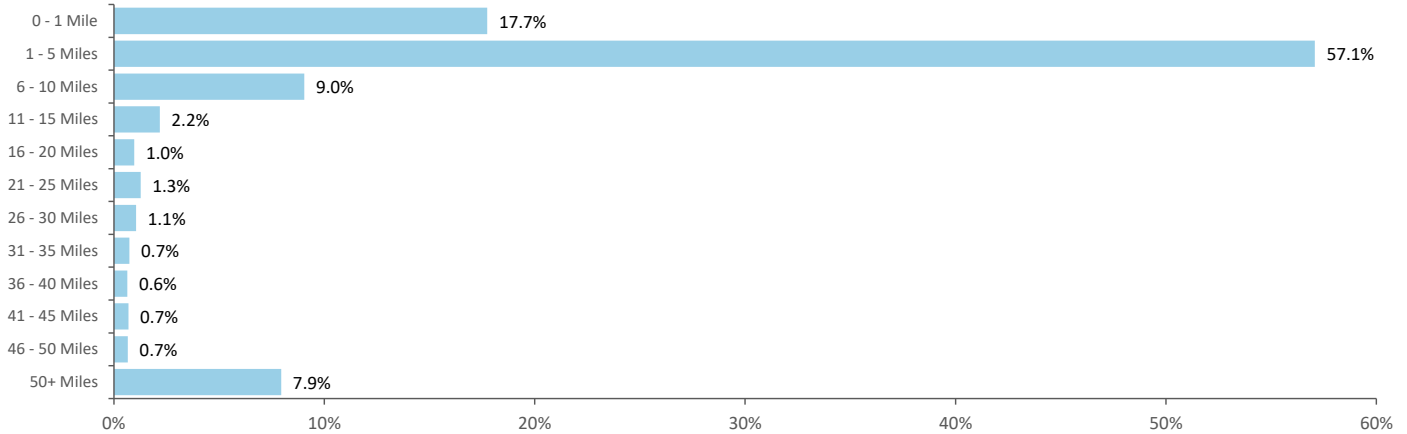
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

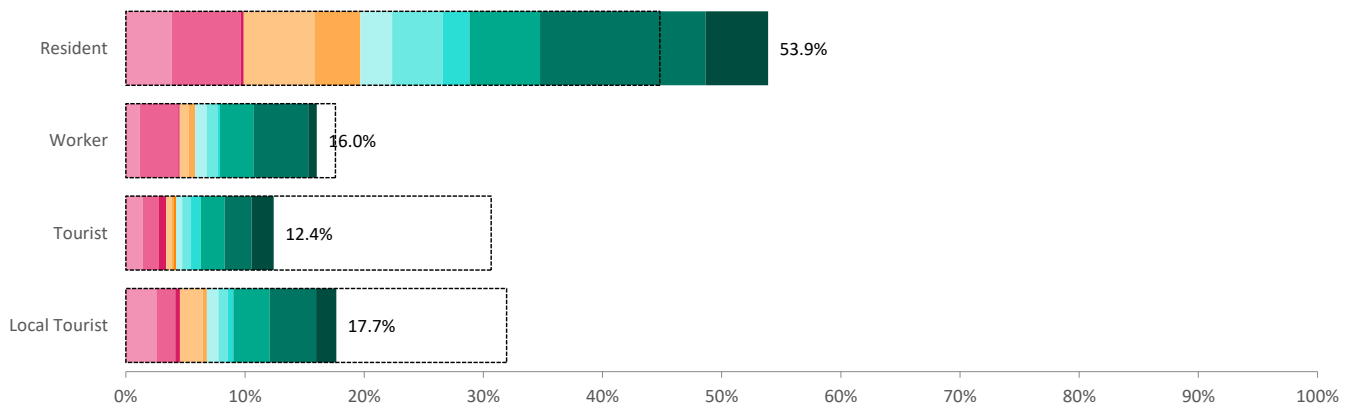
Distance from Home



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

Audience Classification by Polaris Plus

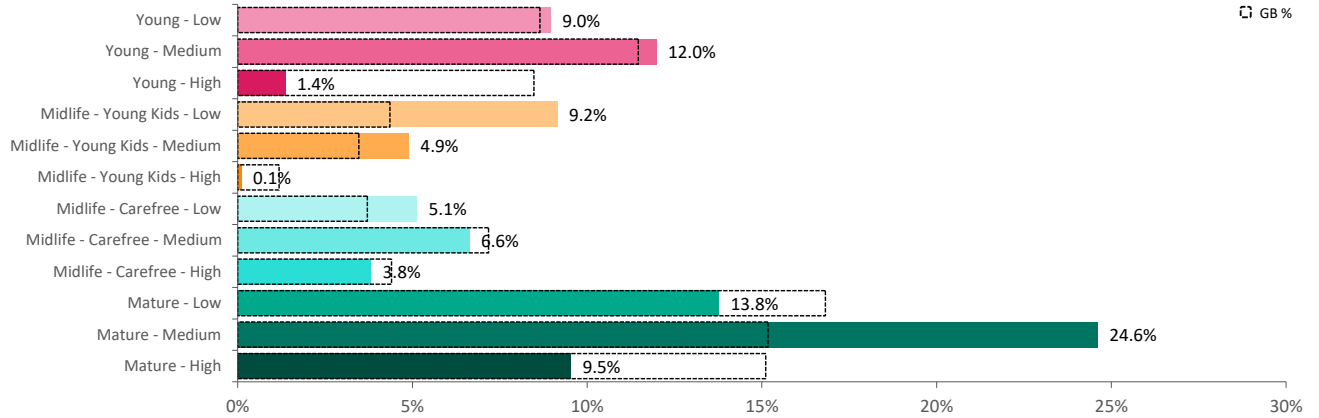
Base: GB



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

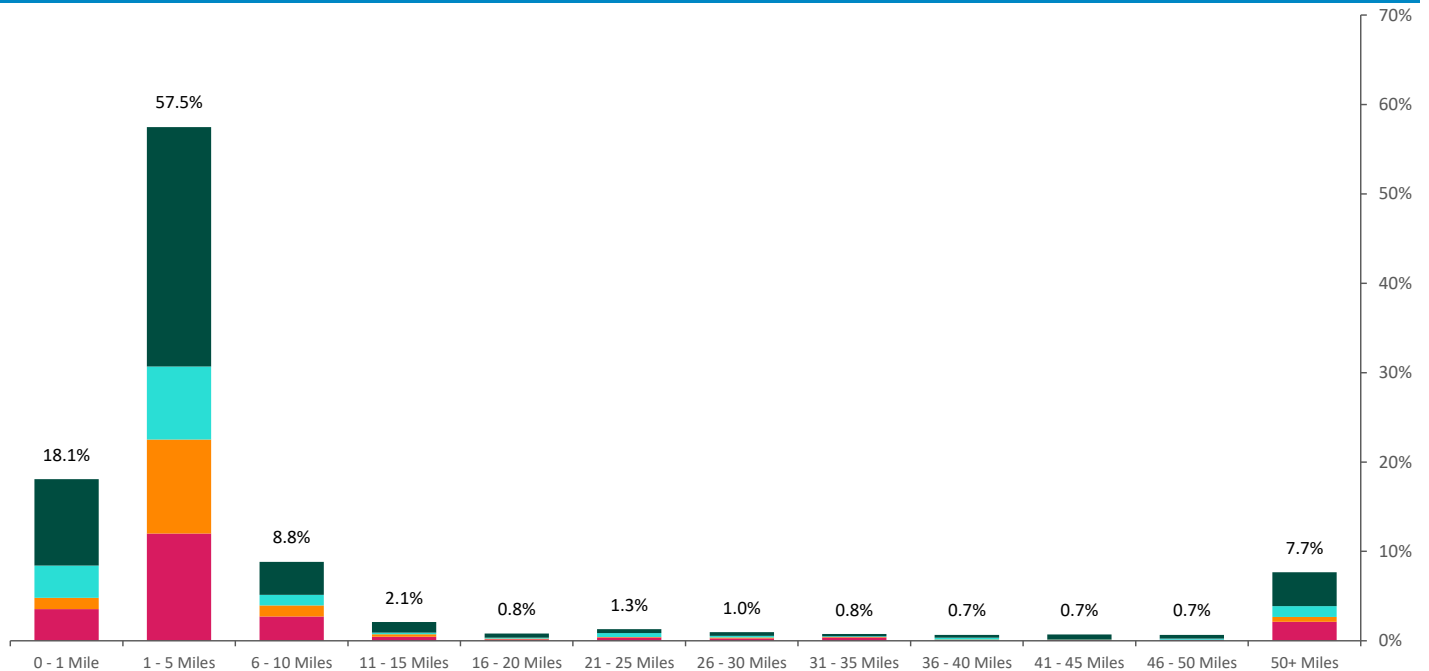
Mobile Data Summary - Greedy Duck Morley

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



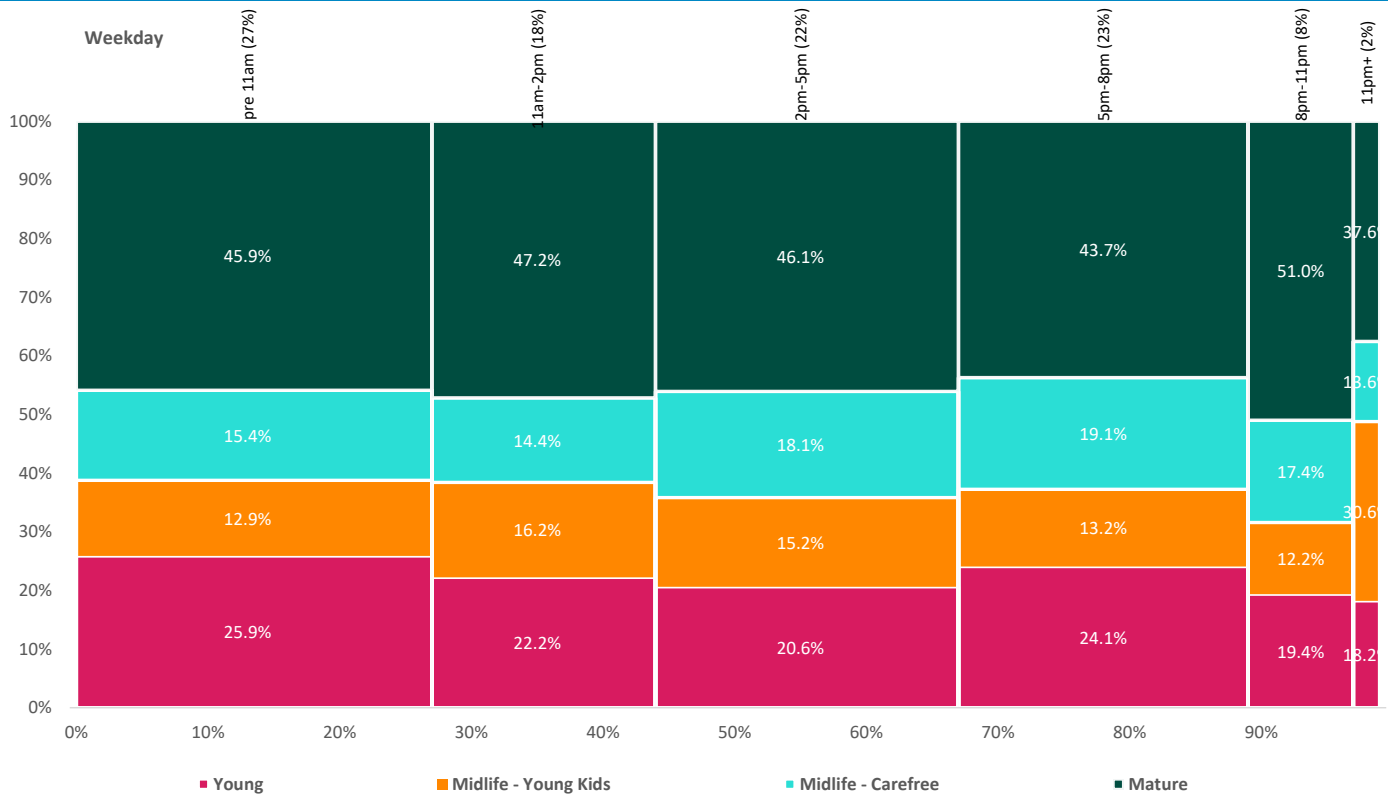
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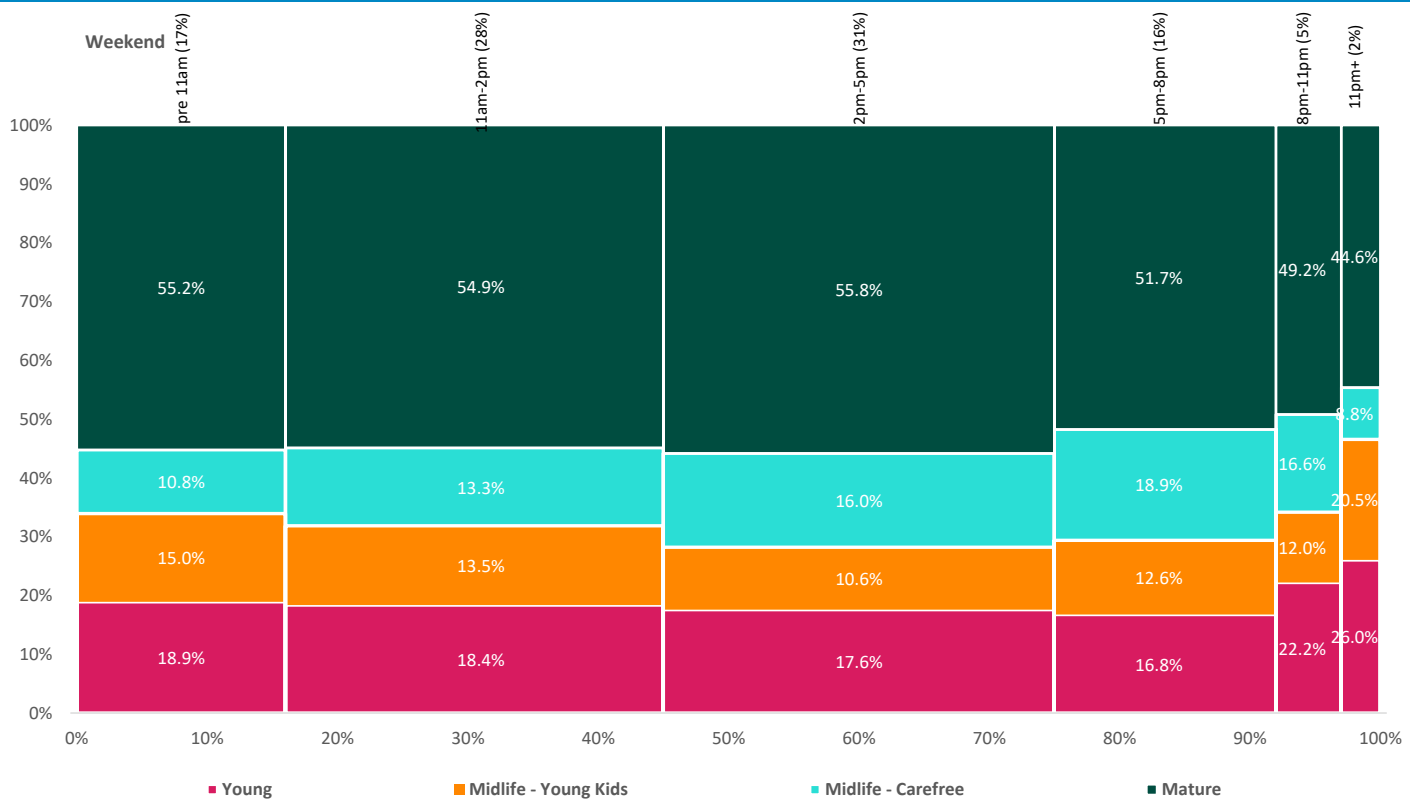


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Greedy Duck Morley



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	557	228,880	0	0	0
Midlife - Young Kids	0	861	95,181	0	0	0
Midlife - Carefree	0	411	71,855	0	0	0
Mature	0	1,298	234,221	0	0	0
Not Private Households	0	119	7,578	0	0	0
Total	0	3,246	637,715			

Polaris Plus Summary - Greedy Duck Morley



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	288	102,576	0	90	164
Medium	0	250	103,880	0	70	148
High	0	19	22,424	0	9	52
Midlife - Young Kids						
Low	0	560	70,840	0	314	202
Medium	0	301	24,205	0	214	88
High	0	0	136	0	0	2
Midlife - Carefree						
Low	0	228	34,993	0	167	130
Medium	0	93	30,399	0	40	67
High	0	90	6,463	0	62	23
Mature						
Low	0	257	81,894	0	58	93
Medium	0	545	107,351	0	107	107
High	0	496	44,976	0	102	47
Not Private Households	0	119	7,578	0	279	91
Total	0	3,246	637,715			

CGA Summary - Greedy Duck Morley



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	Greedy Duck	LS27 0NZ	Star Pubs & Bars	Premium Local	0.0
1	Howley Hall Golf Club	LS27 0NX	Independent Free	Clubland	0.3
2	Blenheim House	WF17 0BG	Independent Free	Large Venue	0.5
3	Rose Of York	WF17 5LW	*Other Small Retail Groups	High Street Pub	0.8
4	Victoria	WF17 8LL	Unknown	Community Pub	0.8
5	Irish Democratic League Club	WF17 5DL	Independent Free	Clubland	0.9
6	Batley Sports Centre	WF17 0QD	Independent Free	Clubland	0.9
7	St Marys Social Club	WF17 8PT	Independent Free	Clubland	0.9
8	Central Club	WF17 5LS	Independent Free	Clubland	0.9
9	Batley Town Hall	WF17 5DA	Independent Free	Large Venue	0.9
9	Robertos	WF17 5DA	Independent Free	High Street Pub	0.9
11	Soothill Cricket Club	WF17 6ND	Independent Free	Clubland	0.9
12	Morley Masonic Club	LS27 0QG	Independent Free	Clubland	0.9
12	Thornfield House	LS27 0QG	Independent Free	Large Venue	0.9
14	Halfway House Inn	LS27 0BL	*Other Small Retail Groups	Family Pub Dining	0.9
15	Taproom	WF17 5HH	*Other Small Retail Groups	High Street Pub	0.9
16	Mermaid Fish Restaurant	LS27 0BA	Independent Free	Restaurants	0.9
17	Union Rooms	WF17 5HW	Wetherspoons GB	High Street Pub	1.0
18	Soothill Working Mens Club	WF17 6HW	Independent Free	Clubland	1.0
19	Raf Batley	WF17 5JH	Independent Free	Clubland	1.0
20	Zoya Morley	LS27 0LF	Independent Free	Restaurants	1.1

Per Pub Analysis - Greedy Duck Morley



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	0	3,246	637,715
Number of Competition Pubs	0	3	891
Adults 18+ per Competition Pub	0	1,082	716

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	0	0.0%	0
Circuit Bar	0	0	0.0%	0
Community Pub	0	0	0.0%	0
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	0	0.0%	0
High Street Pub	0	0	0.0%	0
Premium Local	0	0	0.0%	0

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	182	5.6%	70
Circuit Bar	0	124	3.8%	94
Community Pub	0	730	22.5%	118
Craft Led	0	71	2.2%	63
Great Pub Great Food	0	470	14.5%	82
High Street Pub	1	700	21.6%	117
Premium Local	1	529	16.3%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	105	45,146	7.1%	88
Circuit Bar	39	33,801	5.3%	131
Community Pub	155	151,865	23.8%	125
Craft Led	0	25,342	4.0%	115
Great Pub Great Food	18	74,157	11.6%	66
High Street Pub	136	149,878	23.5%	128
Premium Local	81	84,557	13.3%	80

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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