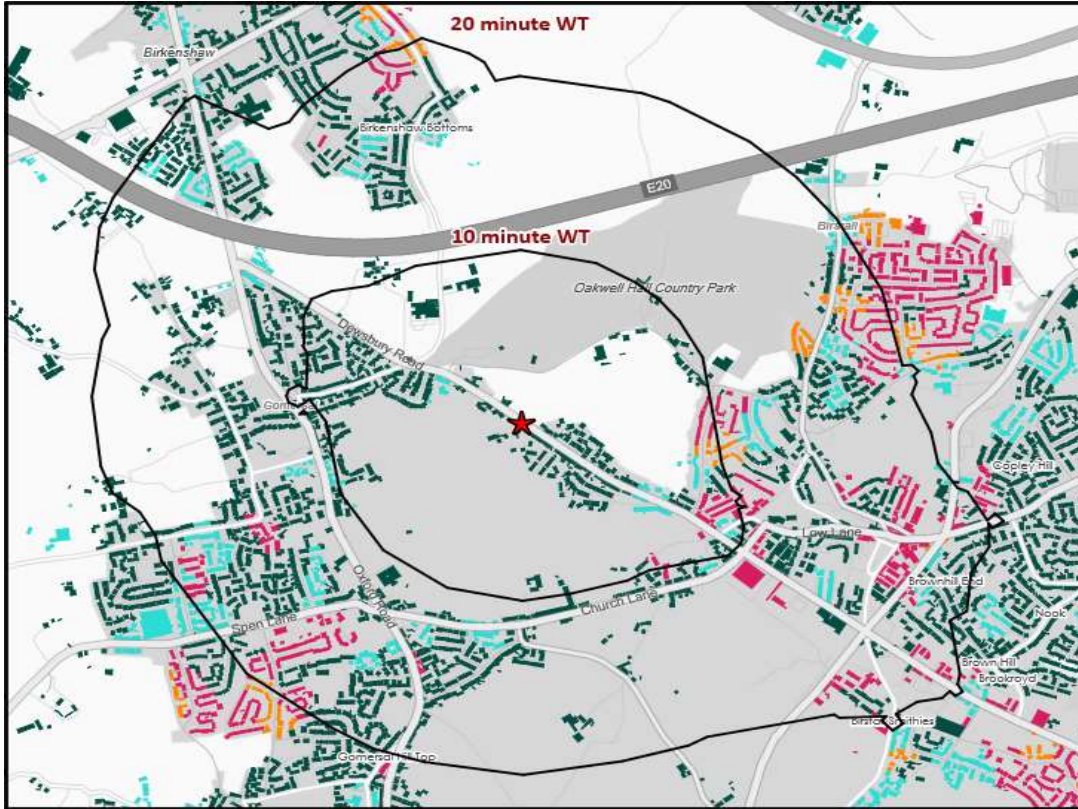


Catchment Summary - Scotland Inn Birstall



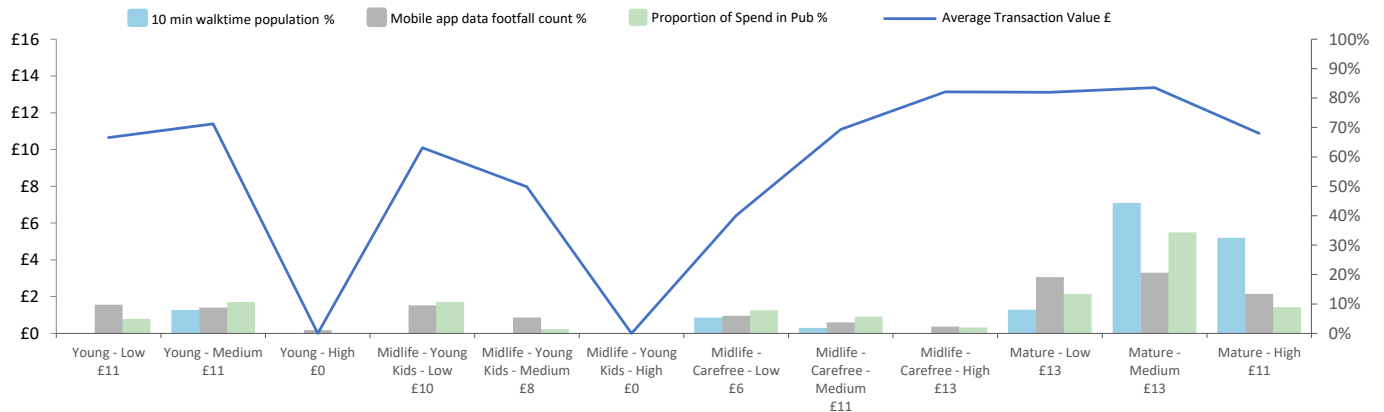
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625849	Scotland Inn Birstall	WF17 9HZ	Star Pubs & Bars	Community Pub	5



- ★ 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 - Scotland Inn Birstall

	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**

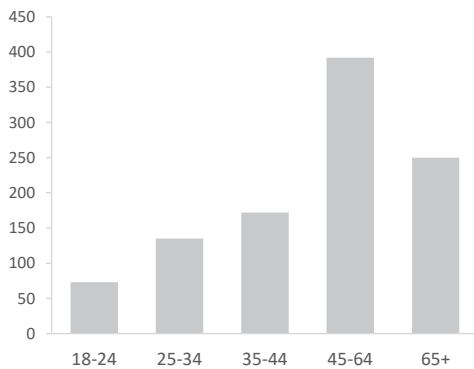
Population	1,303	11,905	872,257	24	64	199
Adults 18+	1,022	9,378	669,419	23	61	192
Competition Pubs	2	12	894	11	33	215
Adults 18+ per Competition Pub	511	782	749	59	91	87
% Adults Likely to Drink	80.4%	78.7%	69.2%	105	103	91

Population & Adults 18+ index is based on all pubs

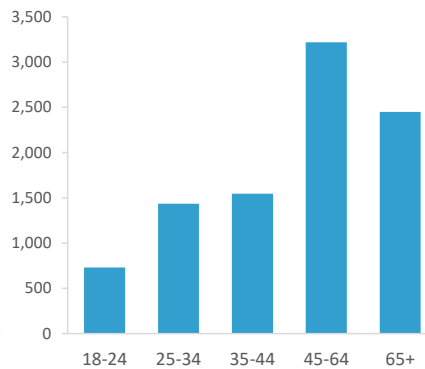
Affluence	Low	13.4%	33.7%	47.5%	40	101	143
	Medium	54.1%	41.2%	40.2%	142	108	105
	High	32.5%	23.0%	11.3%	119	84	41

*Affluence does not include Not Private Households

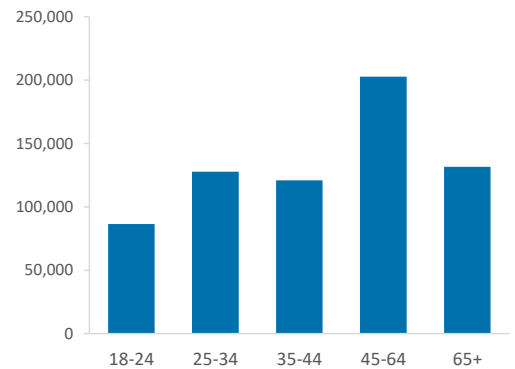
Age Profile	18-24	73	730	86,497	69	75	122
	25-34	135	1,435	127,672	78	90	110
	35-44	172	1,545	120,857	100	98	105
	45-64	392	3,218	202,712	117	105	90
	65+	250	2,450	131,681	100	107	79



■ 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	643 (49%)	5,743 (48%)	428,940 (49%)	101	98	100
	Female	660 (51%)	6,162 (52%)	443,317 (51%)	99	101	100

Economic Status (16+)	Employed: Full-time	390 (37%)	3,823 (40%)	234,025 (34%)	108	115	98
	Employed: Part-time	119 (11%)	1,163 (12%)	85,223 (12%)	96	102	104
	Self employed	88 (8%)	820 (9%)	51,141 (7%)	91	92	80
	Unemployed	24 (2%)	211 (2%)	23,362 (3%)	83	79	122
	Full-time student	10 (1%)	147 (2%)	19,421 (3%)	40	64	118
	Retired	293 (28%)	2,365 (25%)	124,188 (18%)	128	112	82
	Other	122 (12%)	1,096 (11%)	155,423 (22%)	67	65	129

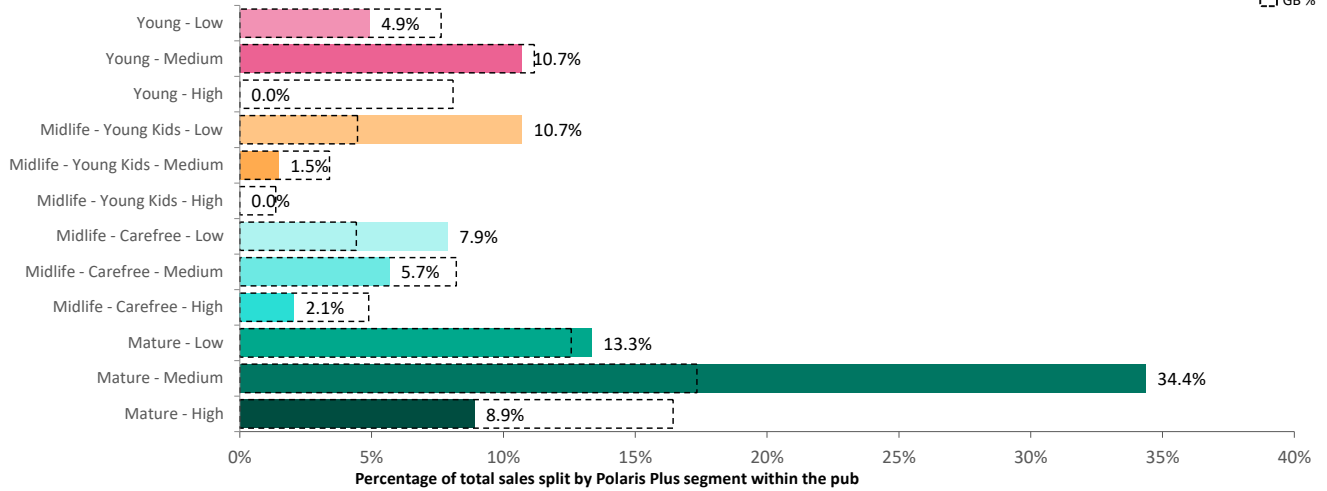
Total Worker Count	514	4,178	434,085
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See the Glossary page for further information on the above variables

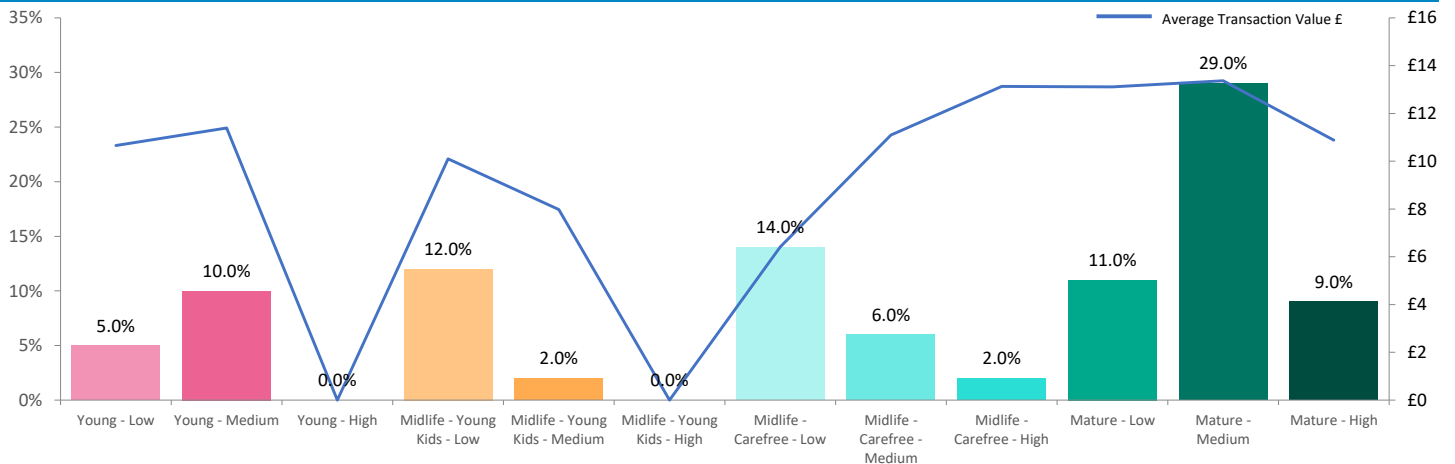
Transactional Data Summary - Scotland Inn Birstall

Spend by Polaris Plus

GB %

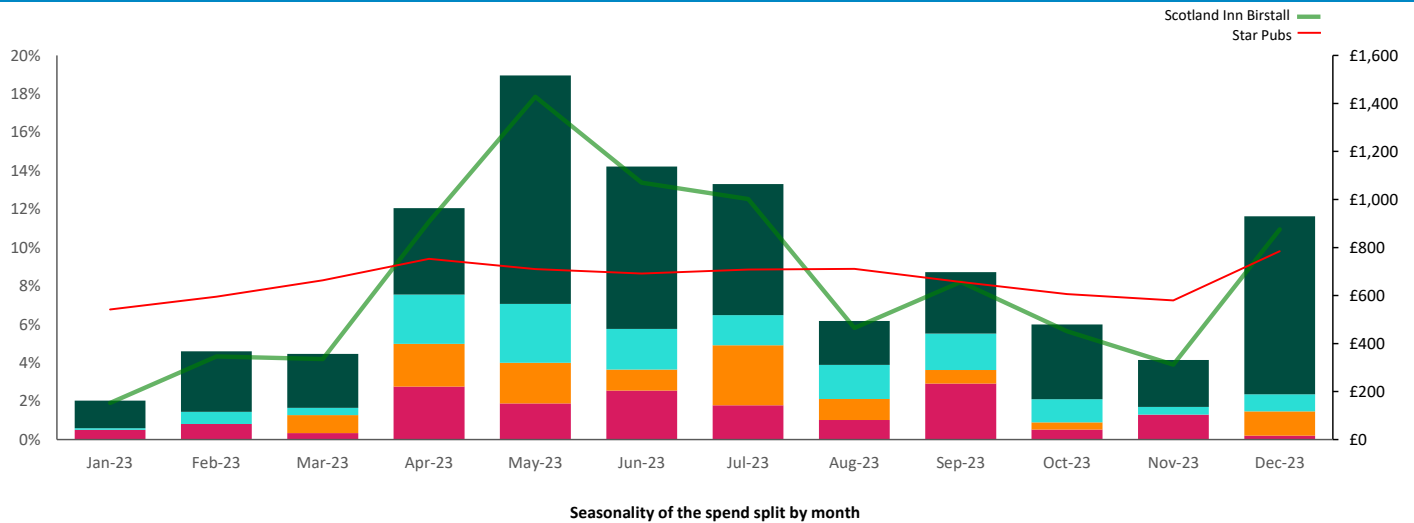


% of Transactions and Average Transaction Values (£) by Polaris Plus



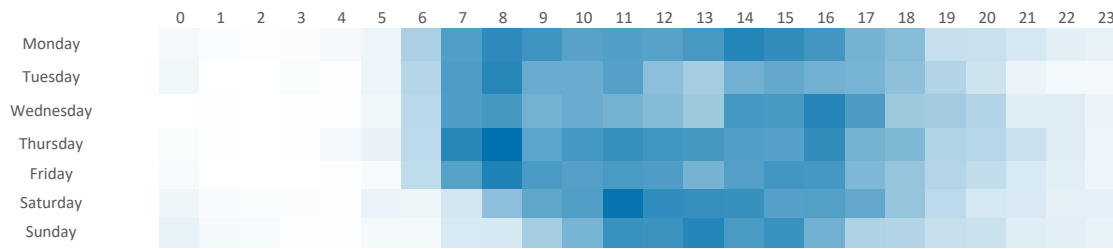
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



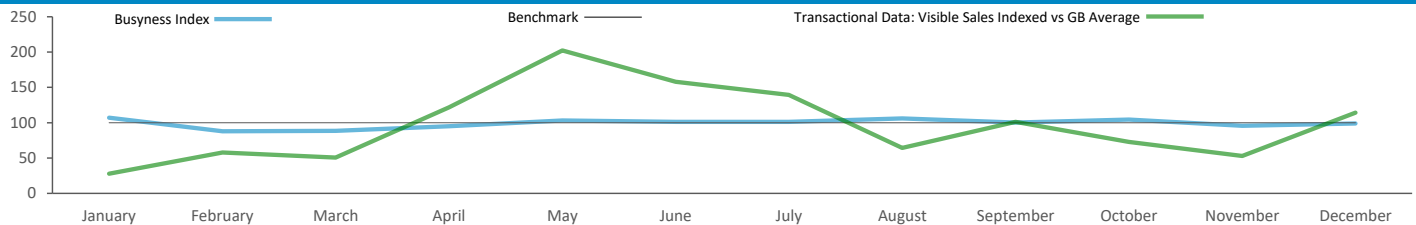
Mobile Data Summary - Scotland Inn Birstall

Time of Day/Day of Week



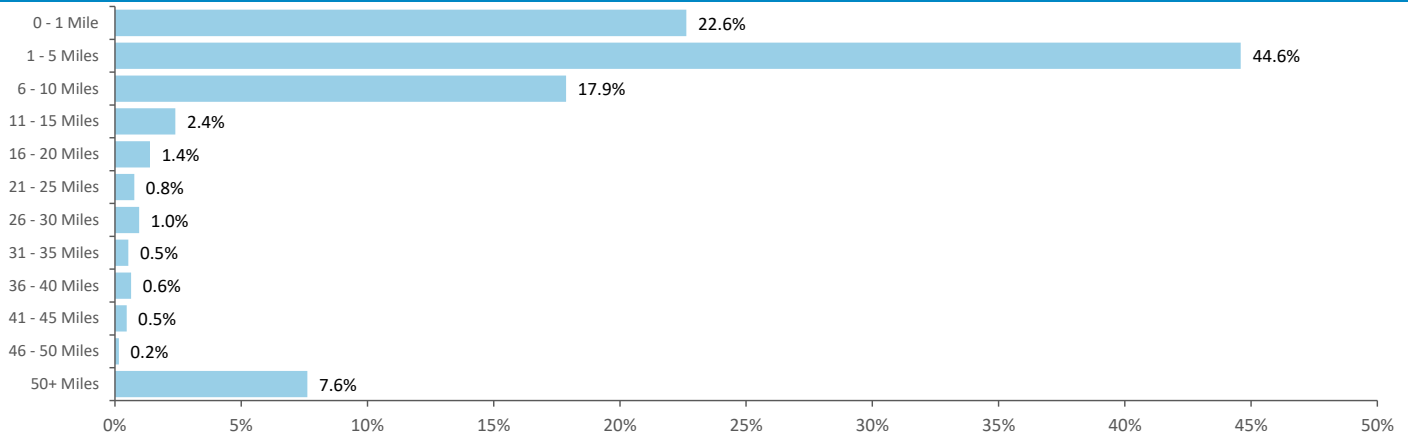
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

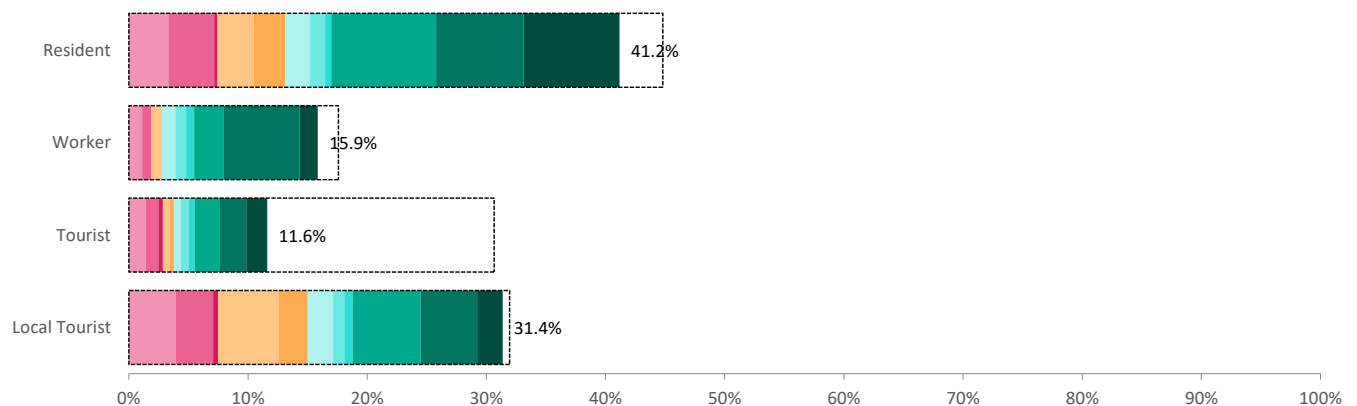
Distance from Home



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



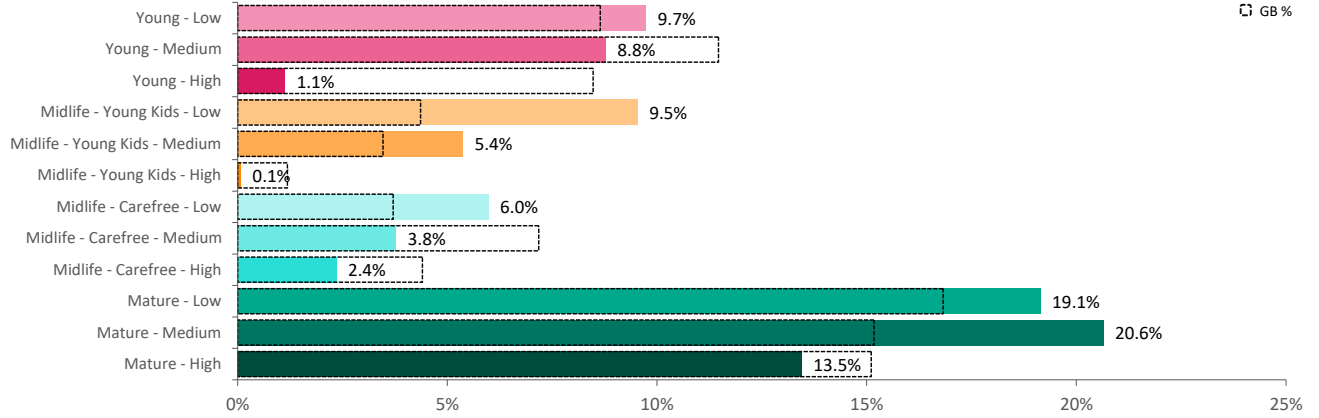
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Scotland Inn Birstall



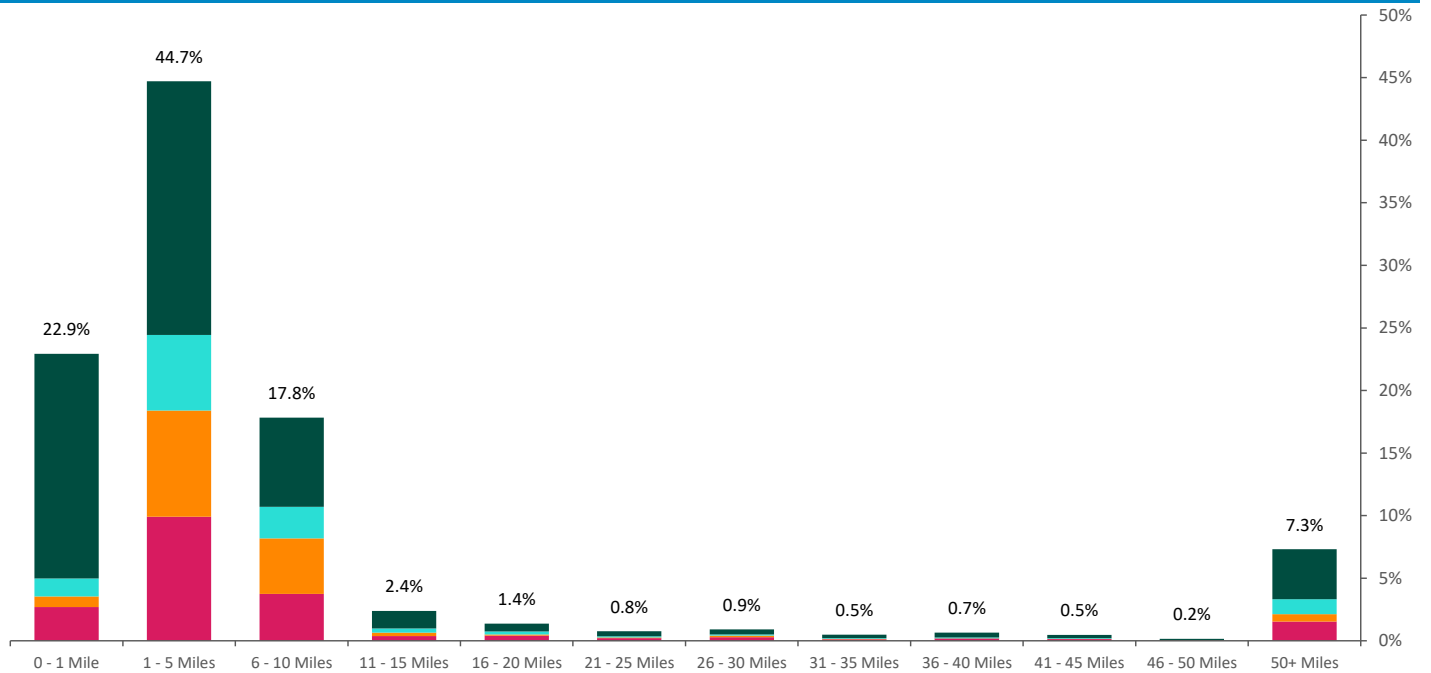
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Polaris Plus Profile



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



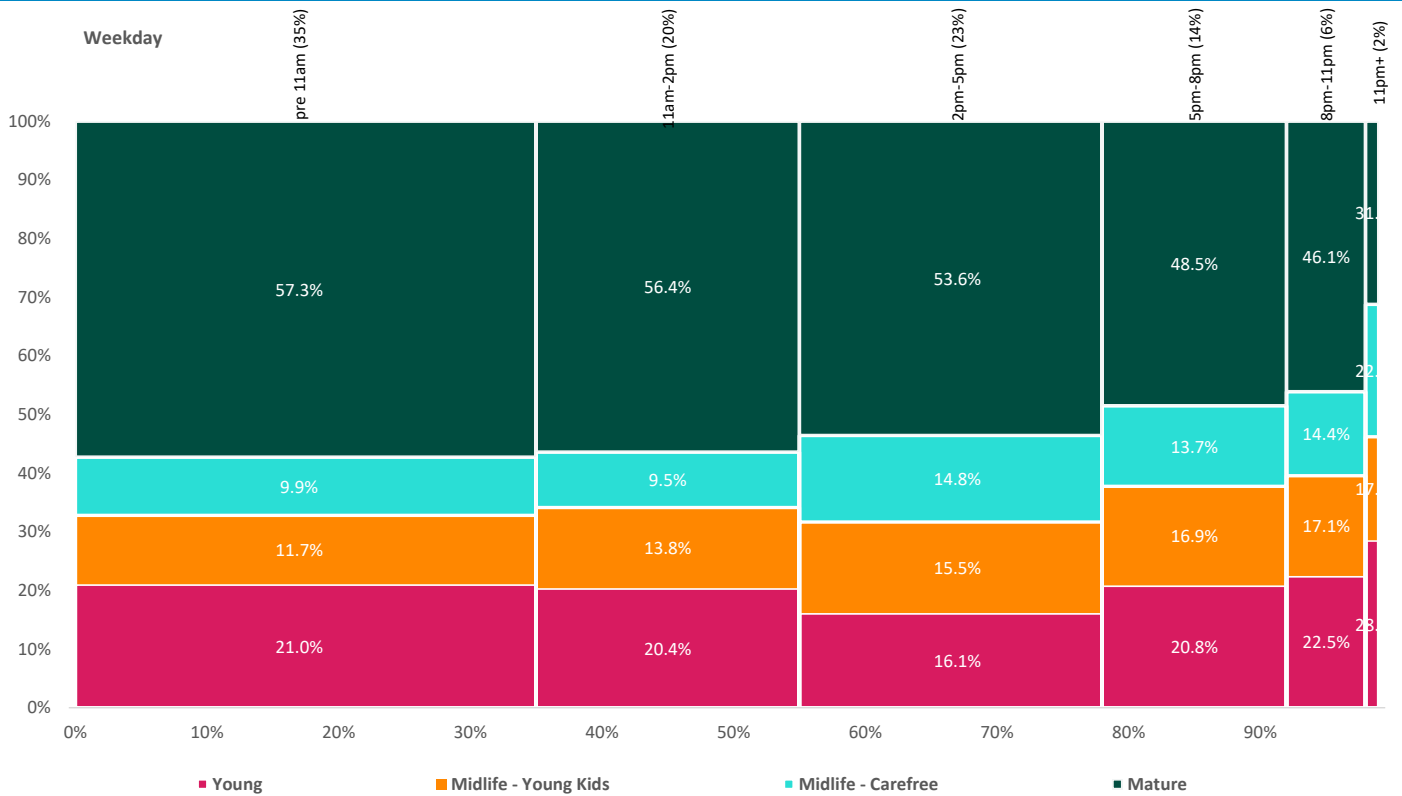
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Scotland Inn Birstall

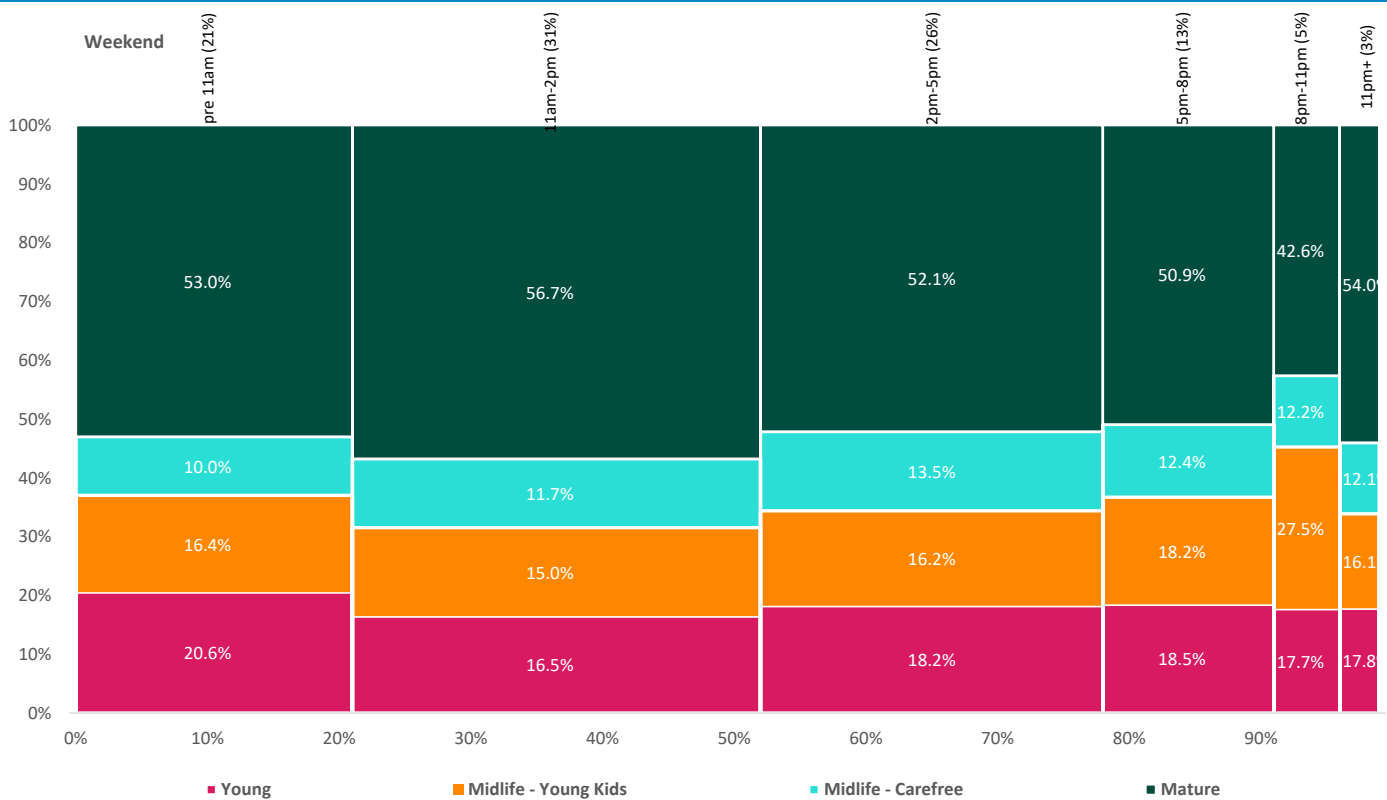


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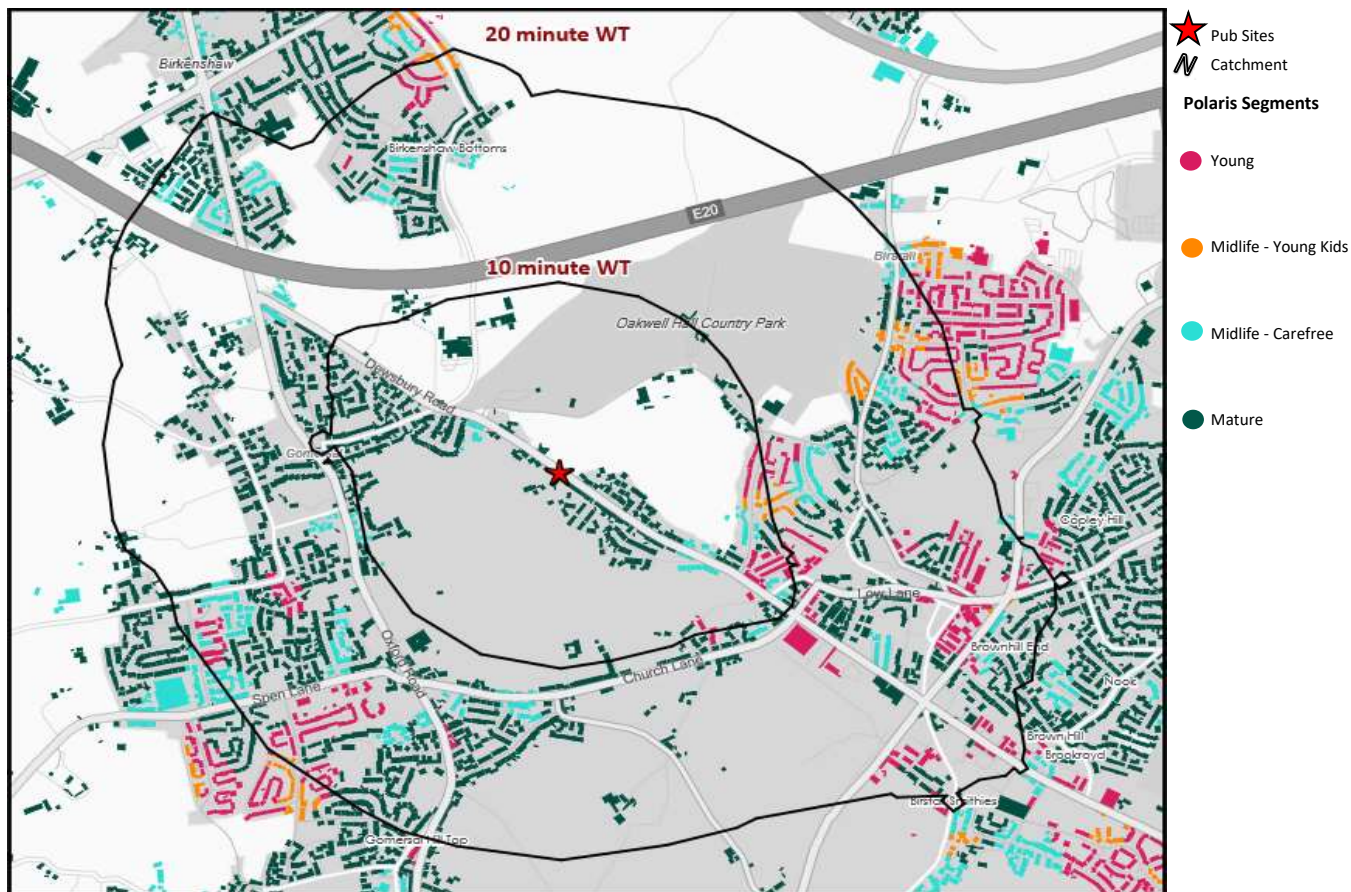
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Scotland Inn Birstall



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	81	1,289	226,519	29	50	123
Midlife - Young Kids	0	170	129,665	0	17	177
Midlife - Carefree	74	898	74,225	46	60	70
Mature	867	6,825	232,243	191	164	78
Not Private Households	0	196	6,767	0	159	77
Total	1,022	9,378	669,419			

Polaris Plus Summary - Scotland Inn Birstall



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	590	108,509	0	64	165
Medium	81	688	96,275	72	67	131
High	0	11	21,735	0	2	48
Midlife - Young Kids						
Low	0	165	90,402	0	32	246
Medium	0	5	39,220	0	1	135
High	0	0	43	0	0	1
Midlife - Carefree						
Low	55	382	38,215	128	97	135
Medium	19	498	28,427	26	74	59
High	0	18	7,583	0	4	25
Mature						
Low	82	2,024	81,161	58	157	88
Medium	453	2,674	104,952	283	182	100
High	332	2,127	46,130	217	151	46
Not Private Households	0	196	6,767	0	159	77
Total	1,022	9,378	669,419			

CGA Summary - Scotland Inn Birstall

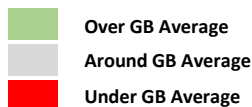


- ★ Pub Sites
 Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Scotland Inn	WF17 9HZ	Star Pubs & Bars	Community Pub	0.0
1	Gomersal Park Hotel	BD19 4LJ	Independent Free	Hotel	0.3
2	Black Bull	WF17 9HE	Stonegate Pub Company	Family Pub Dining	0.5
3	West End	BD19 4JU	Stonegate Pub Company	Premium Local	0.5
4	Gomersal Cricket Club	BD19 4RQ	Independent Free	Clubland	0.6
5	Bankfield Inn	BD19 4RD	*Other Small Retail Groups	Premium Local	0.6
6	Luigis	WF17 9NS	Independent Free	Restaurants	0.6
7	Horse & Jockey Inn	WF17 9HB	Stonegate Pub Company	Community Pub	0.6
8	Jardys	WF17 9EY	Independent Free	Community Pub	0.7
9	Birstall Irish Democratic Leagu	WF17 9ES	Independent Free	Clubland	0.7
10	Birstall Conservative	WF17 9EW	Independent Free	Clubland	0.8
11	Greyhound Inn	WF17 9BA	*Other Small Retail Groups	Community Pub	0.8
12	Old Wine & Spirit Vaults	WF17 9AB	Unknown	Community Pub	0.8
13	Everlast Gyms	WF17 9QD	DW Sports Fitness	Clubland	0.9
14	Bulls Head	BD19 4HX	Star Pubs & Bars	Premium Local	0.9
15	Gomersal Lodge Hotel	BD19 4PJ	Independent Free	Hotel	1.0
15	Spen Victoria Cricket & Bowling Club	BD19 4PJ	Independent Free	Clubland	1.0
17	Halfway House Inn	BD11 2EQ	Star Pubs & Bars	Premium Local	1.0
17	Golden Fleece	BD11 2EQ	*Other Small Retail Groups	Premium Local	1.0
19	California Inn	BD19 4HQ	Trust Inns Limited	Community Pub	1.0
20	Heathfield Farm	BD11 2HW	Greene King	GPGF	1.0

Per Pub Analysis - Scotland Inn Birstall



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,022	9,378	669,419
Number of Competition Pubs	2	12	894
Adults 18+ per Competition Pub	511	782	749

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	37	3.6%	45
Circuit Bar	0	15	1.5%	37
Community Pub	1	173	16.9%	88
Craft Led	0	12	1.2%	33
Great Pub Great Food	0	258	25.3%	143
High Street Pub	0	177	17.3%	94
Premium Local	0	277	27.1%	164

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	329	3.5%	44
Circuit Bar	0	300	3.2%	79
Community Pub	5	2,094	22.3%	117
Craft Led	0	131	1.4%	41
Great Pub Great Food	1	1,666	17.8%	100
High Street Pub	0	1,946	20.8%	113
Premium Local	2	1,836	19.6%	119

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	107	47,541	7.1%	88
Circuit Bar	45	35,652	5.3%	131
Community Pub	167	164,124	24.5%	128
Craft Led	0	25,286	3.8%	109
Great Pub Great Food	19	75,254	11.2%	64
High Street Pub	112	160,955	24.0%	130
Premium Local	89	87,198	13.0%	79

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	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. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
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 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> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable 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"	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer	Tastes great Good quality - Helps me feel good Enjoyable 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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