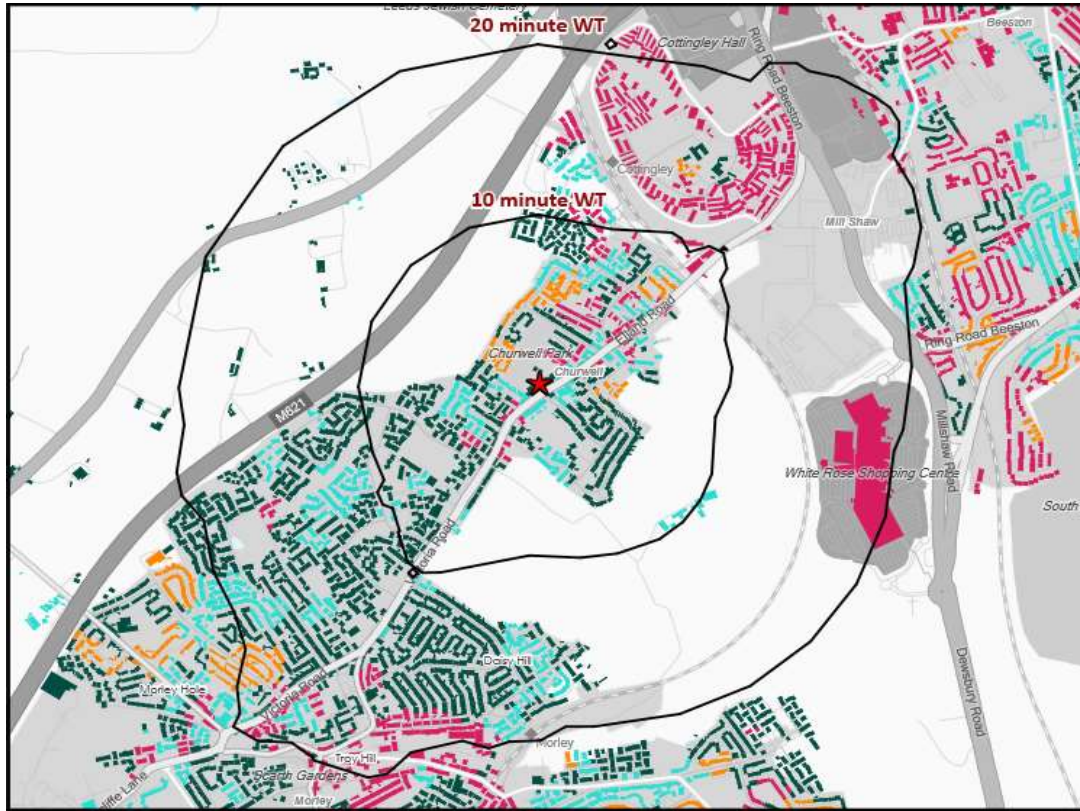


Catchment Summary - Commercial Inn Churwell



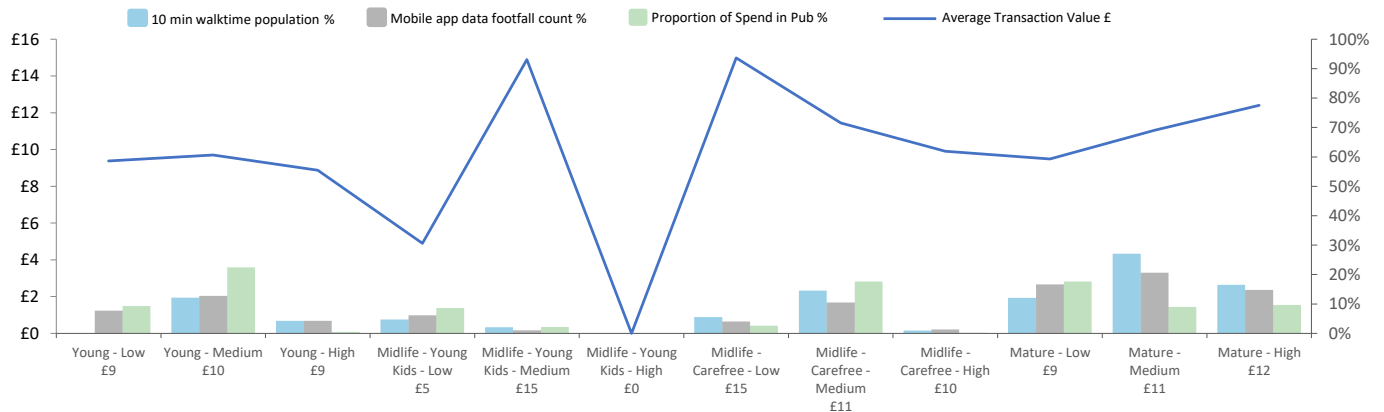
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627132	Commercial Inn Churwell	LS27 7QR	Star Pubs & Bars	Community Pub	4



- ★ 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 - Commercial Inn Churwell

	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**

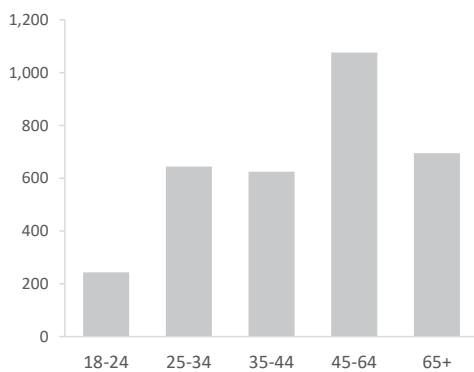
Population	4,102	12,552	983,580	76	68	224
Adults 18+	3,283	9,827	767,688	73	64	220
Competition Pubs	4	9	1,018	22	25	245
Adults 18+ per Competition Pub	821	1,092	754	96	127	88
% Adults Likely to Drink	79.8%	77.3%	72.1%	105	101	95

Population & Adults 18+ index is based on all pubs

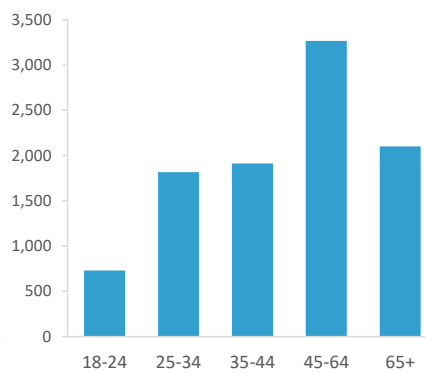
Affluence	Low	22.4%	36.9%	44.3%	67	111	133
	Medium	55.9%	45.2%	41.5%	146	119	109
	High	21.7%	17.2%	13.1%	80	63	48

*Affluence does not include Not Private Households

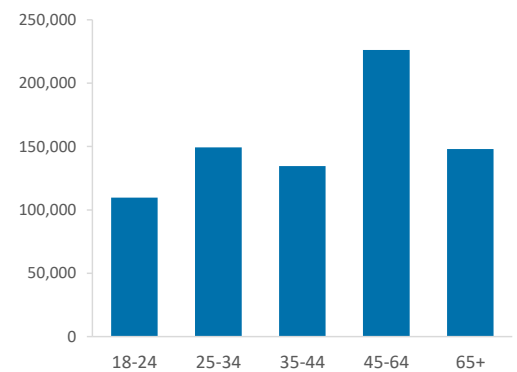
Age Profile	18-24	243	730	109,718	73	71	137
	25-34	644	1,816	149,228	118	108	114
	35-44	625	1,912	134,574	115	115	103
	45-64	1,076	3,268	226,226	102	101	90
	65+	695	2,101	147,942	88	87	78



■ 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	1,984 (48%)	6,091 (49%)	484,337 (49%)	99	99	101
	Female	2,118 (52%)	6,461 (51%)	499,243 (51%)	101	101	99

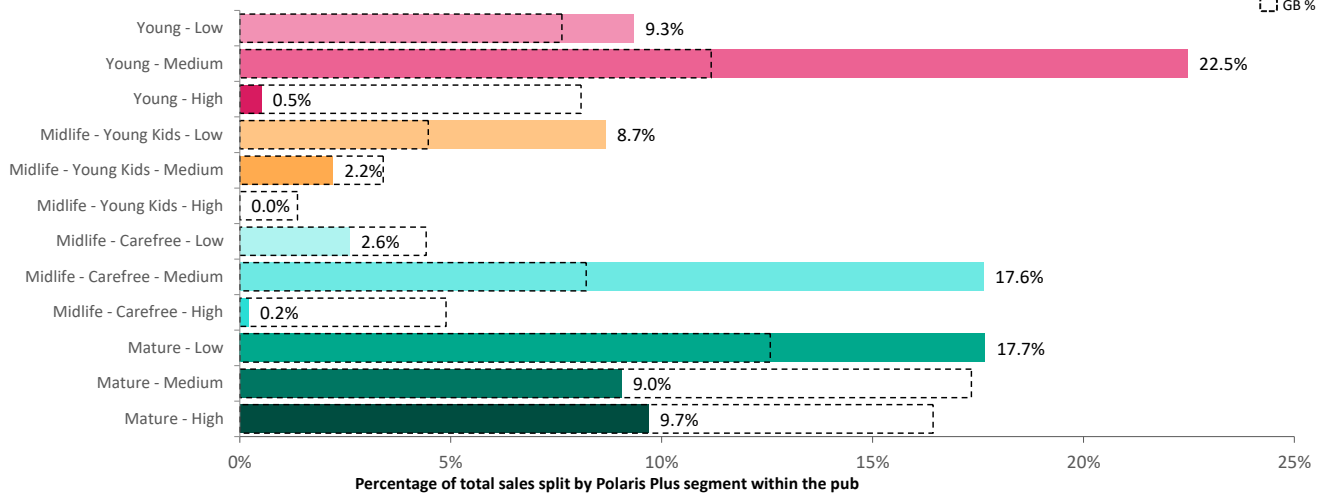
Economic Status (16+)	Employed: Full-time	1,511 (45%)	4,057 (40%)	277,187 (35%)	130	117	102
	Employed: Part-time	402 (12%)	1,254 (12%)	94,476 (12%)	100	104	100
	Self employed	278 (8%)	760 (8%)	56,618 (7%)	89	81	77
	Unemployed	74 (2%)	286 (3%)	25,866 (3%)	79	102	118
	Full-time student	74 (2%)	186 (2%)	26,336 (3%)	92	77	140
	Retired	695 (21%)	2,227 (22%)	139,804 (18%)	94	101	81
	Other	336 (10%)	1,339 (13%)	171,643 (22%)	57	76	124

Total Worker Count	3,955	12,017	482,870
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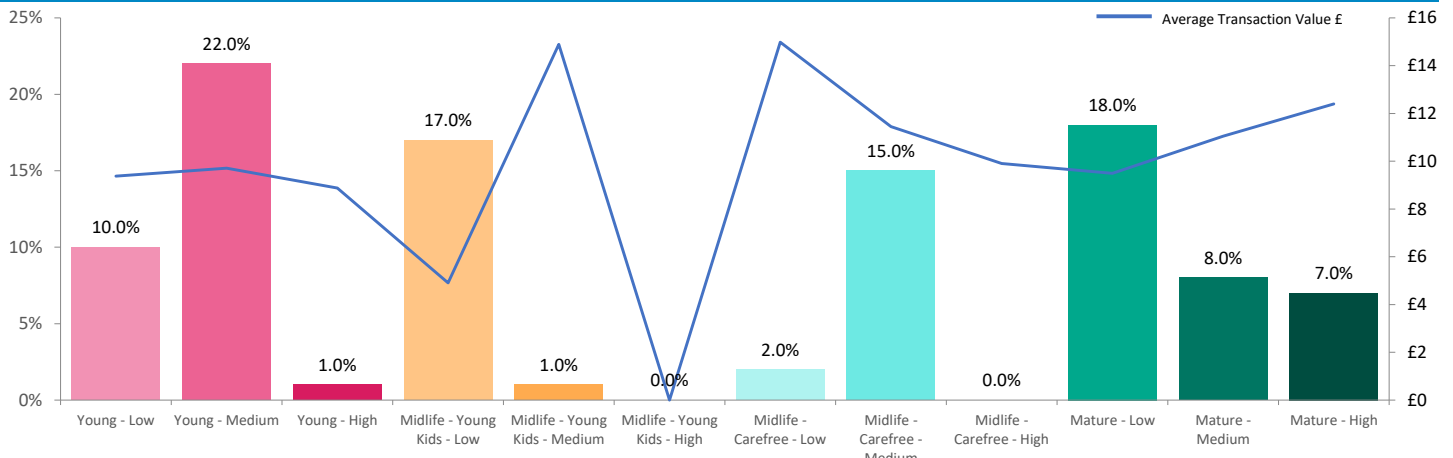
See the Glossary page for further information on the above variables

Transactional Data Summary - Commercial Inn Churwell

Spend by Polaris Plus

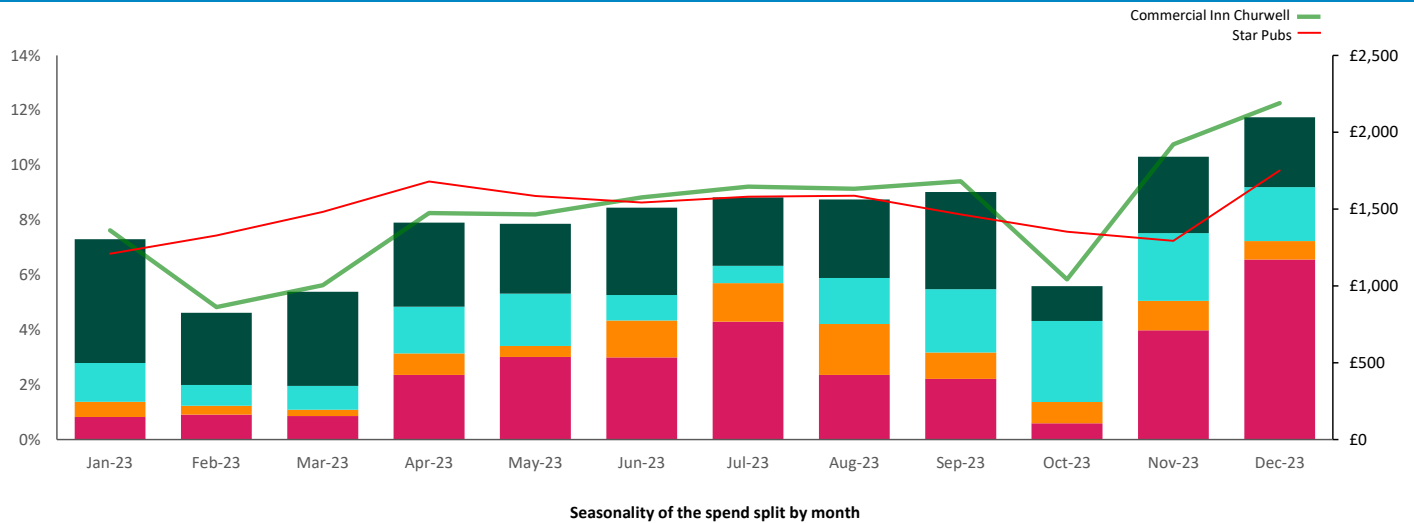


% of Transactions and Average Transaction Values (£) by Polaris Plus



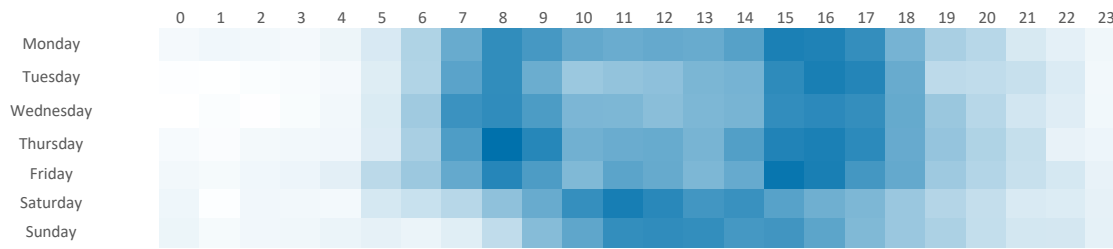
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



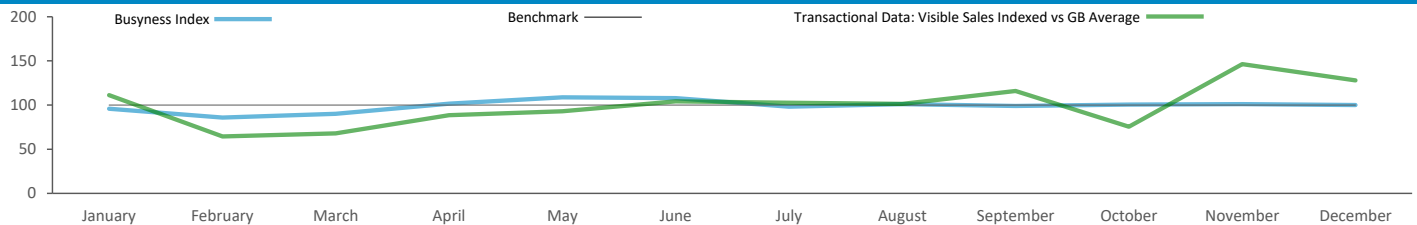
Mobile Data Summary - Commercial Inn Churwell

Time of Day/Day of Week



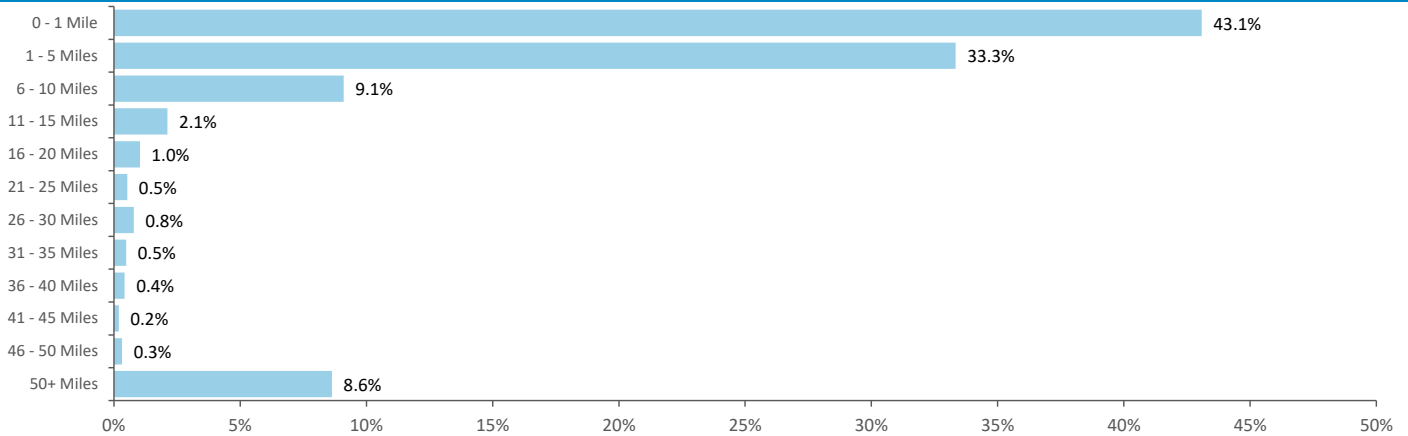
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

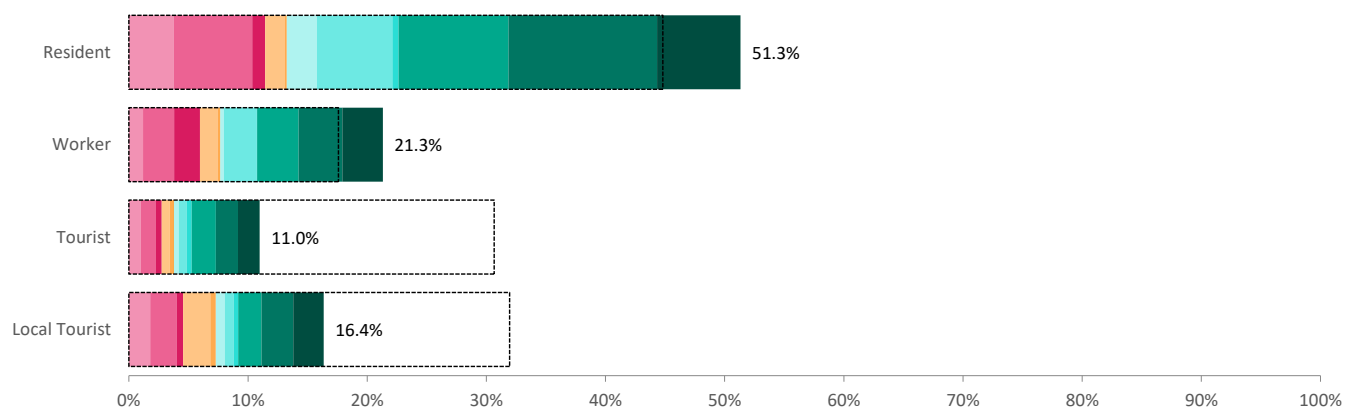
Distance from Home



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



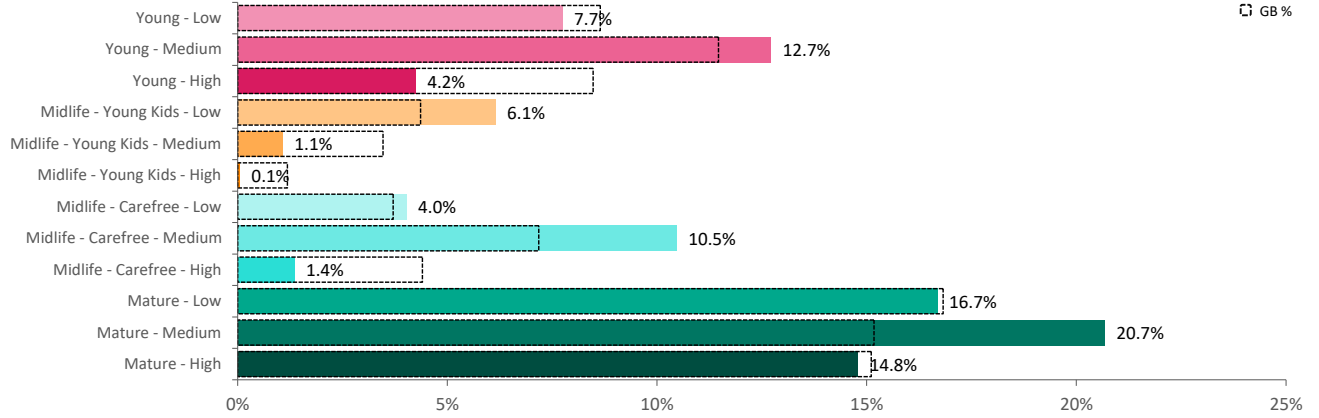
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Commercial Inn Churwell



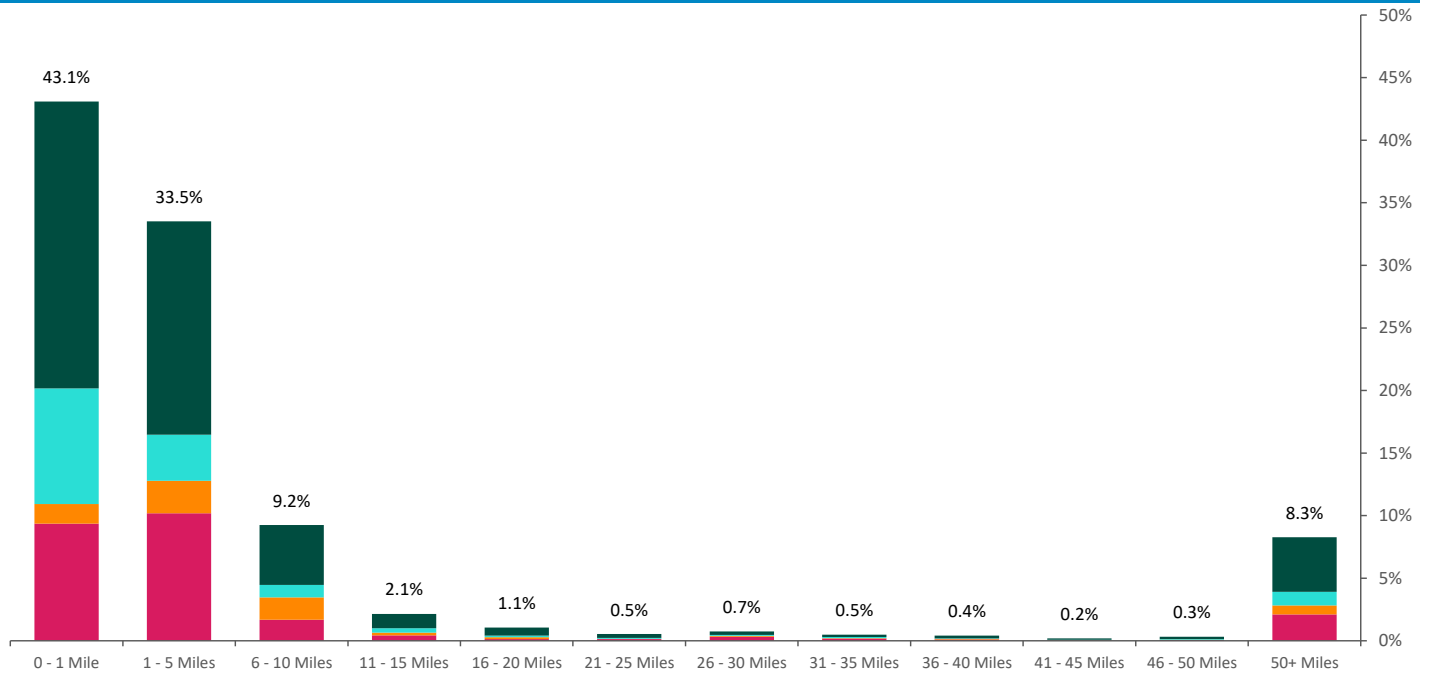
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Polaris Plus Profile



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



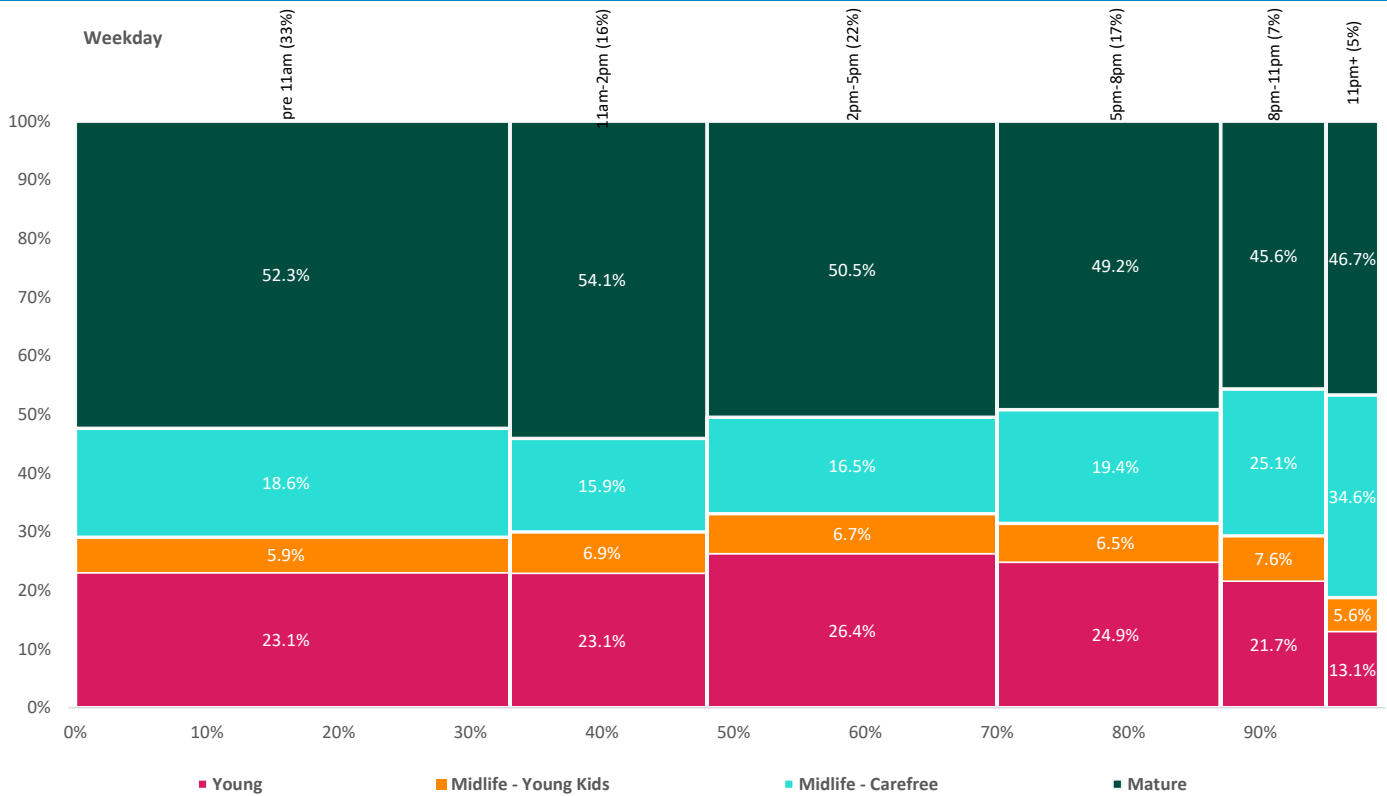
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Commercial Inn Churwell

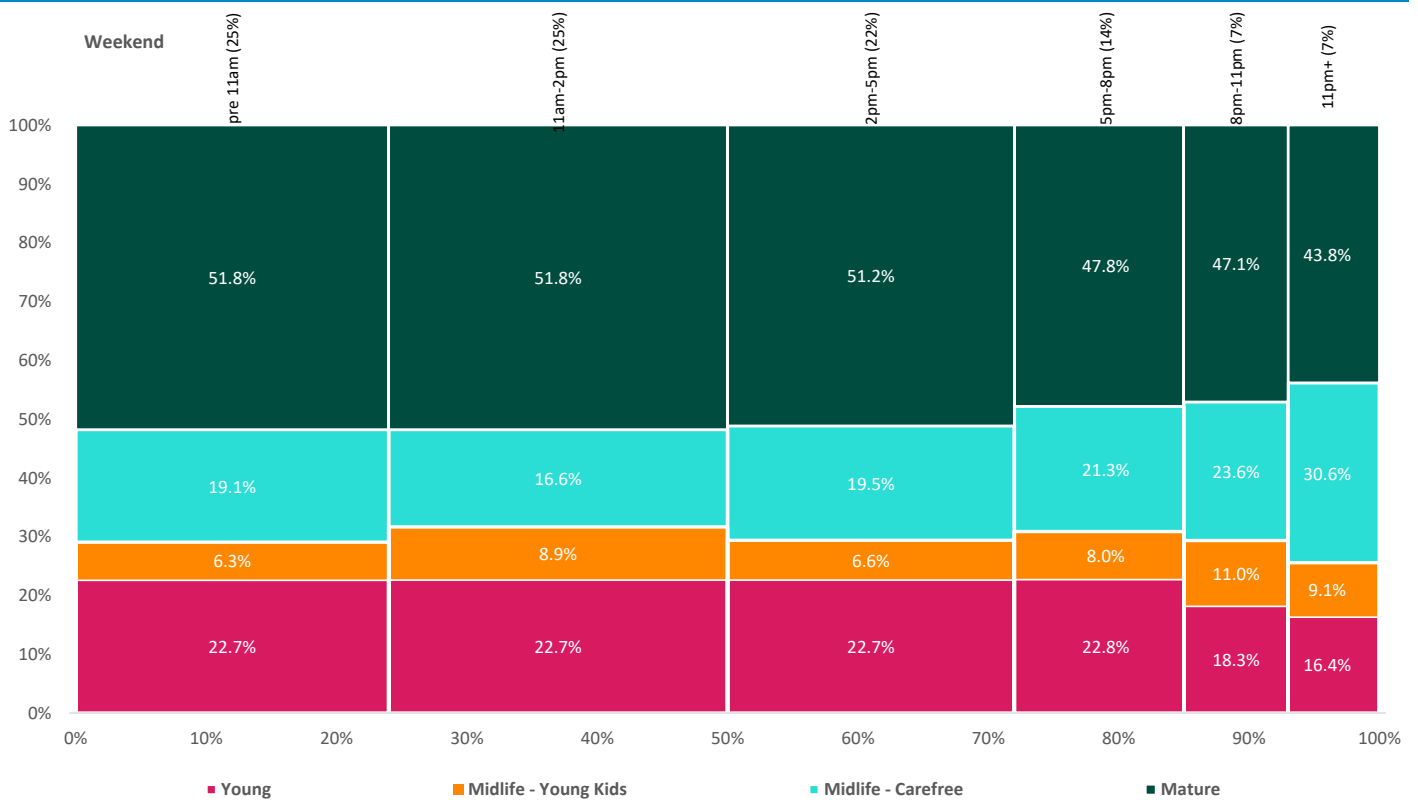


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Commercial Inn Churwell



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	538	2,658	287,601	60	98	136
Midlife - Young Kids	225	540	113,949	63	50	136
Midlife - Carefree	693	1,937	85,301	133	125	70
Mature	1,827	4,624	272,654	125	106	80
Not Private Households	0	68	8,183	0	53	81
Total	3,283	9,827	767,688			

Polaris Plus Summary - Commercial Inn Churwell



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	1,409	120,954	0	146	161
Medium	398	985	130,631	110	91	155
High	140	264	36,016	63	40	70
Midlife - Young Kids						
Low	156	398	82,351	87	74	196
Medium	69	142	30,861	49	33	93
High	0	0	737	0	0	9
Midlife - Carefree						
Low	183	295	44,741	132	71	138
Medium	477	1,609	34,397	203	229	63
High	33	33	6,163	23	8	18
Mature						
Low	396	1,526	92,134	88	113	87
Medium	890	1,706	123,036	173	111	102
High	541	1,392	57,484	110	94	50
Not Private Households	0	68	8,183	0	53	81
Total	3,283	9,827	767,688			

CGA Summary - Commercial Inn Churwell



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Commercial Inn	LS27 7QR	Star Pubs & Bars	Community Pub	0.0
1	Bar 27	LS27 7SW	Independent Free	ABOS	0.2
2	New Inn	LS27 7SS	Stonegate Pub Company	Community Pub	0.2
3	Churwell Working Mens Club	LS27 7RR	Independent Free	Clubland	0.2
4	Nelson Arms	LS27 8LS	Stonegate Pub Company	Community Pub	0.6
5	Five Guys	LS11 8LU	Five Guys	Casual Dining	0.7
5	Escapologist	LS11 8LU	Independent Free	High Street Pub	0.7
5	Mozza	LS11 8LU	Mozza Group Ltd	Casual Dining	0.7
5	Frankie & Bennys	LS11 8LU	Big Table Group Ltd	Casual Dining	0.7
5	Pizza Hut	LS11 8LU	Pizza Hut UK Ltd	Casual Dining	0.7
5	Nandos	LS11 8LU	Nandos Restaurants	Casual Dining	0.7
5	Tgi Fridays	LS11 8LU	TGI Fridays UK Limited	High Street Pub	0.7
5	Wagamama	LS11 8LU	Restaurant Group	Casual Dining	0.7
5	Prezzo	LS11 8LU	Prezzo plc	Casual Dining	0.7
5	Bianco Lounge	LS11 8LU	Loungers	High Street Pub	0.7
15	Cross Church Working Mens Club	LS27 9DX	Independent Free	Clubland	0.8
16	Miners Arms	LS27 8LG	Star Pubs & Bars	Premium Local	0.9
17	Station Hop	LS27 8JW	Independent Free	Circuit Bar	0.9
17	Royal	LS27 8JW	Amber Taverns	High Street Pub	0.9
19	Prospect	LS27 9DQ	Independent Free	High Street Pub	0.9
19	Bottle & Tap	LS27 9DQ	Independent Free	Premium Local	0.9

Per Pub Analysis - Commercial Inn Churwell



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,283	9,827	767,688
Number of Competition Pubs	4	9	1,018
Adults 18+ per Competition Pub	821	1,092	754

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	178	5.4%	67
Circuit Bar	0	83	2.5%	63
Community Pub	2	574	17.5%	91
Craft Led	0	85	2.6%	75
Great Pub Great Food	0	567	17.3%	98
High Street Pub	0	561	17.1%	93
Premium Local	0	575	17.5%	106

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	541	5.5%	68
Circuit Bar	0	418	4.3%	105
Community Pub	3	1,984	20.2%	106
Craft Led	0	266	2.7%	78
Great Pub Great Food	0	1,318	13.4%	76
High Street Pub	3	1,914	19.5%	106
Premium Local	0	1,414	14.4%	87

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	111	59,358	7.7%	96
Circuit Bar	44	40,764	5.3%	131
Community Pub	178	175,879	22.9%	120
Craft Led	0	32,793	4.3%	124
Great Pub Great Food	20	94,022	12.2%	69
High Street Pub	179	175,158	22.8%	124
Premium Local	92	102,392	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 & 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>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></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	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<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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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			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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