Catchment Summary - British Oak Inn Wakefield

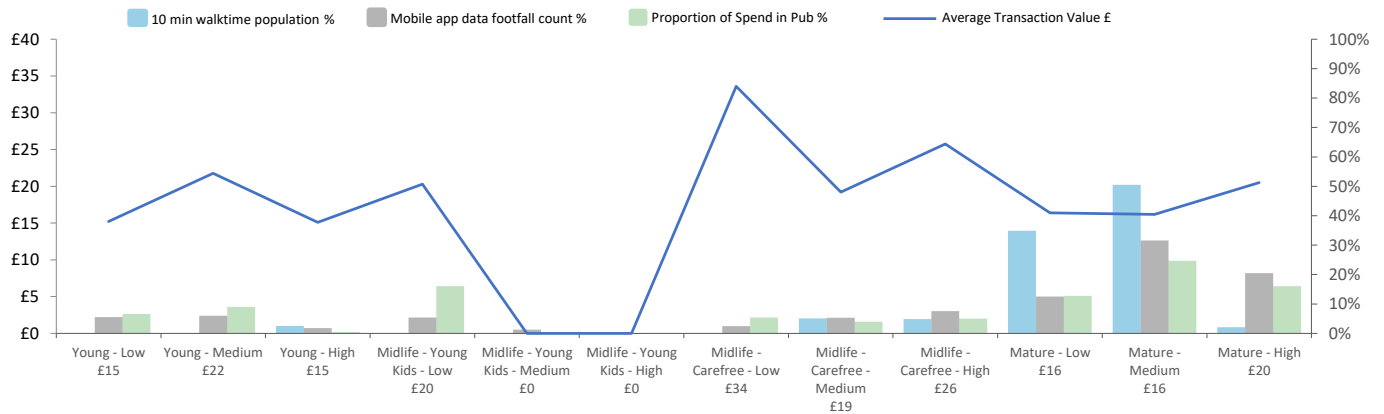| Ship To	Name	Postcode	Operator	Segment	Sparsity
627159	British Oak Inn Wakefield	WF 4 3DL	Star Pubs & Bars	Premium Local	7

Pub Sites ★
Catchments

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories: Young - Low £15 | Young - Medium £22 | Young - High £15 | Midlife - Young Kids - Low £20 | Midlife - Young Kids - Medium £0 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £34 | Midlife - Carefree - Medium £19 | Midlife - Carefree - High £26 | Mature - Low £16 | Mature - Medium £16 | Mature - High £20

See the Glossary page for further information on the above variables

CACI

Catchment Summary - British Oak Inn Wakefield

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PUBS & BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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	549	2,868	801,227	10	15	182

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
	Adults 18+	473	2,348	629,798	11	15	180
	Competition Pubs	1	2	915	6	6	220
	Adults 18+ per Competition Pub	473	1,174	688	55	137	80
	% Adults Likely to Drink	80.8%	79.3%	74.3%	106	104	97
Affluence	Low	34.9%	20.3%	43.3%	105	61	130
	Medium	55.6%	71.1%	40.2%	146	186	105
	High	9.5%	8.6%	15.4%	35	32	56

Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	30	193	59,463	67	83	91
	25-34	69	349	113,047	94	91	106
	35-44	57	339	109,175	78	89	103
	45-64	165	842	203,809	117	114	99
	65+	152	625	144,304	144	113	94
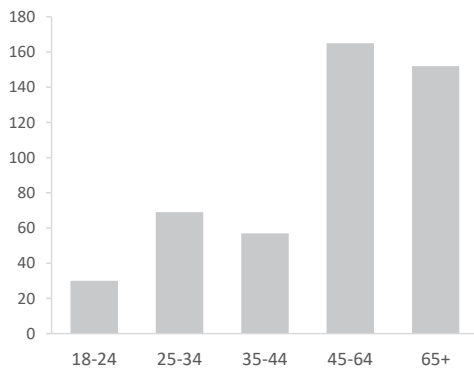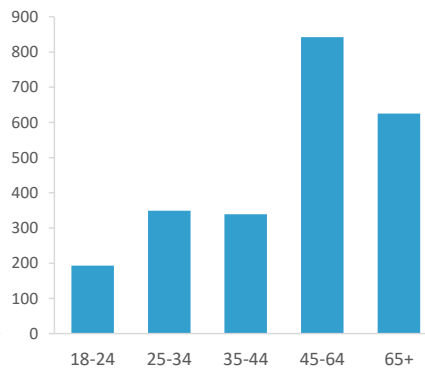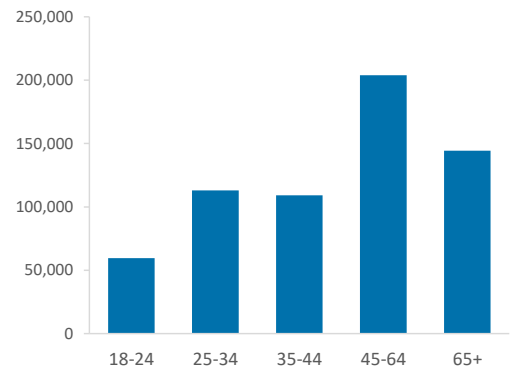
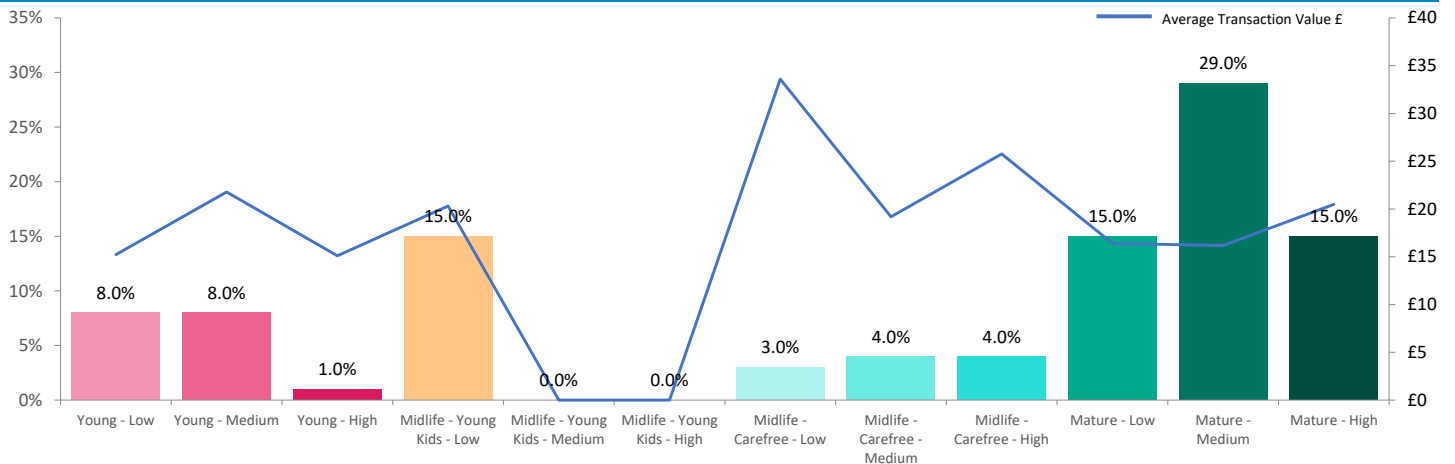|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	266 (48%)	1,347 (47%)	395,213 (49%)	99	96	101
	Female	283 (52%)	1,521 (53%)	406,014 (51%)	101	104	99
Economic Status (16+)	Employed: Full-time	157 (33%)	841 (35%)	235,520 (36%)	95	101	105
	Employed: Part-time	69 (14%)	315 (13%)	81,057 (12%)	121	110	105
	Self employed	41 (9%)	181 (8%)	49,170 (8%)	93	81	82
	Unemployed	4 (1%)	61 (3%)	18,418 (3%)	30	92	103
	Full-time student	2 (0%)	41 (2%)	12,563 (2%)	18	72	81
	Retired	159 (33%)	658 (27%)	138,563 (21%)	152	125	98
	Other	47 (10%)	310 (13%)	114,109 (18%)	56	74	101
	Total Worker Count	306	756	410,051			

See the Glossary page for further information on the above variables

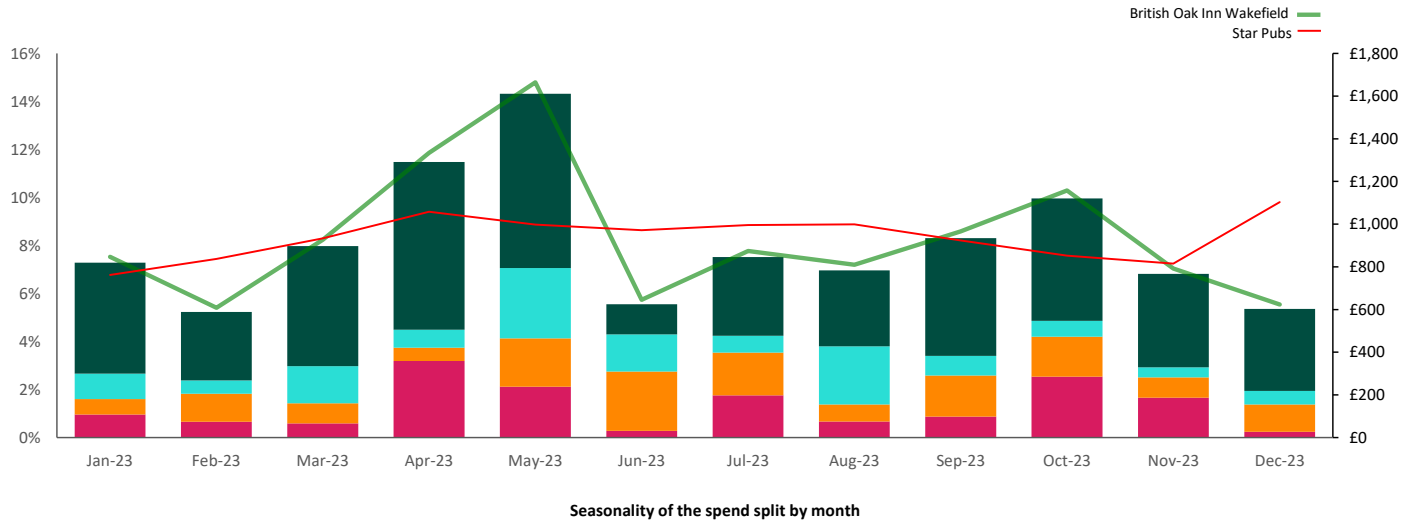# Transactional Data Summary - British Oak Inn Wakefield

star PUBS & BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	6.6%
Young - Medium	9.0%
Young - High	0.4%
Midlife - Young Kids - Low	16.1%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.4%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	5.0%
Mature - Low	12.7%
Mature - Medium	24.7%
Mature - High	16.0%

Percentage of total sales split by Polaris Plus segment within the pub
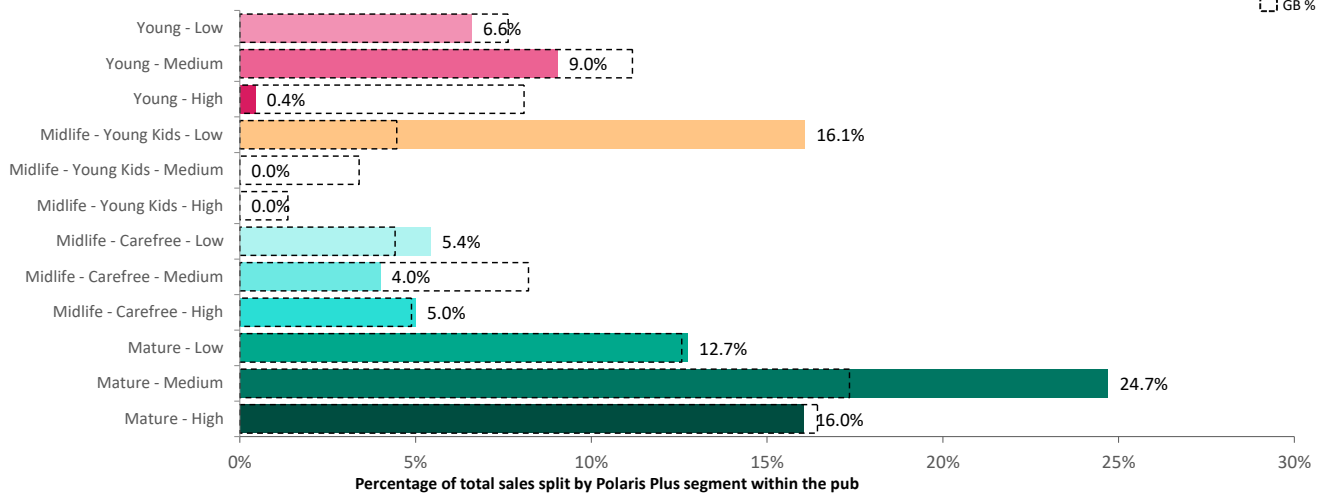
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	8.0%
Young - Medium	8.0%
Young - High	1.0%
Midlife - Young Kids - Low	15.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.0%
Midlife - Carefree - Medium	4.0%
Midlife - Carefree - High	4.0%
Mature - Low	15.0%
Mature - Medium	29.0%
Mature - High	15.0%

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

Spend by Month and Polaris

British Oak Inn Wakefield —
Star Pubs —

Months: Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23

Seasonality of the spend split by month

Mobile Data Summary - British Oak Inn Wakefield

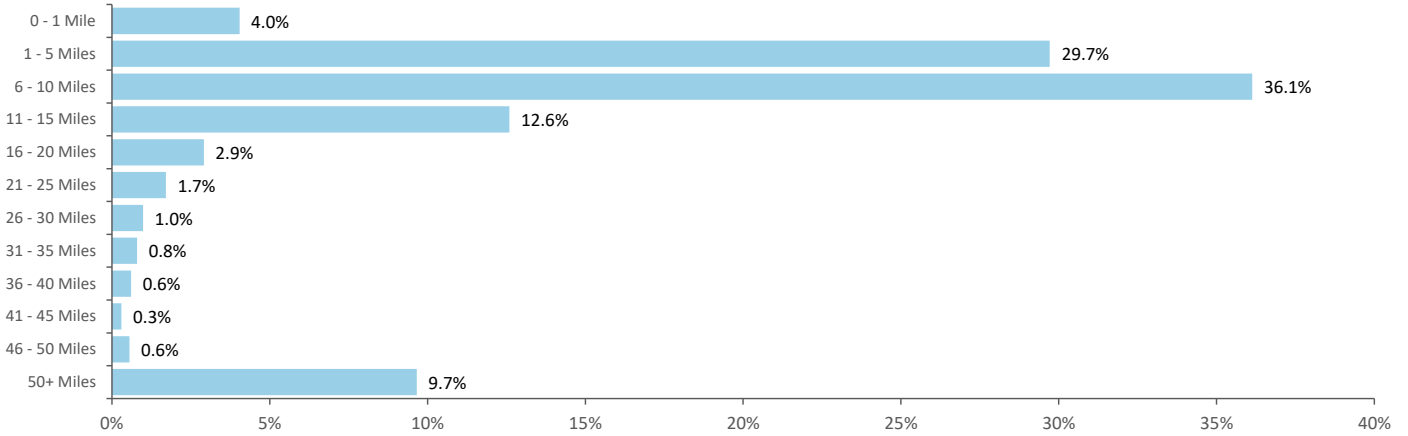star PUBS & BARS

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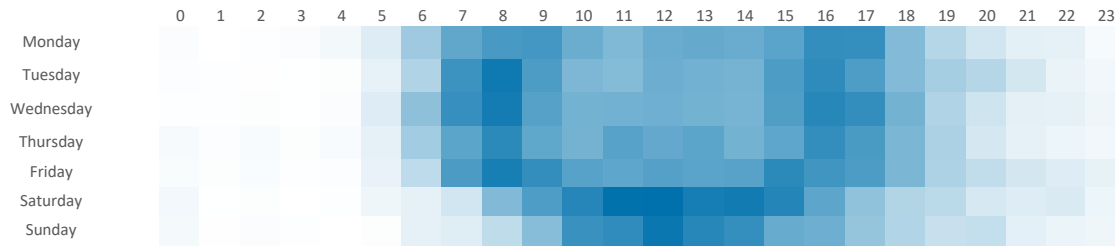
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Legend: Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average
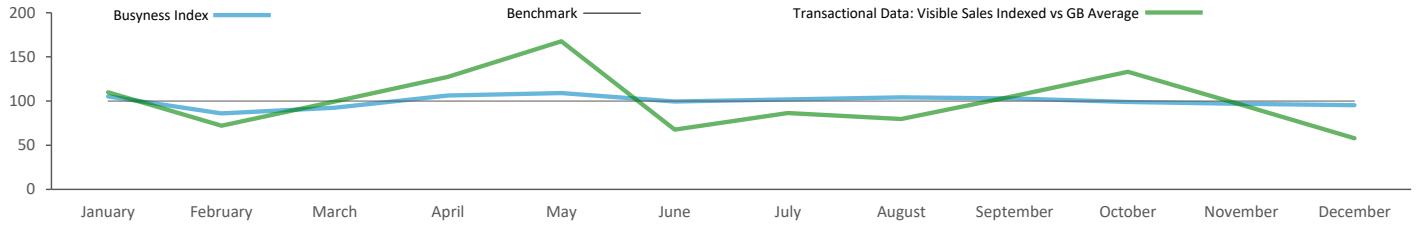
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	4.0%
1 - 5 Miles	29.7%
6 - 10 Miles	36.1%
11 - 15 Miles	12.6%
16 - 20 Miles	2.9%
21 - 25 Miles	1.7%
26 - 30 Miles	1.0%
31 - 35 Miles	0.8%
36 - 40 Miles	0.6%
41 - 45 Miles	0.3%
46 - 50 Miles	0.6%
50+ Miles	9.7%

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

Audience	Percentage
Resident	17.5%
Worker	3.2%
Tourist	16.3%
Local Tourist	63.1%
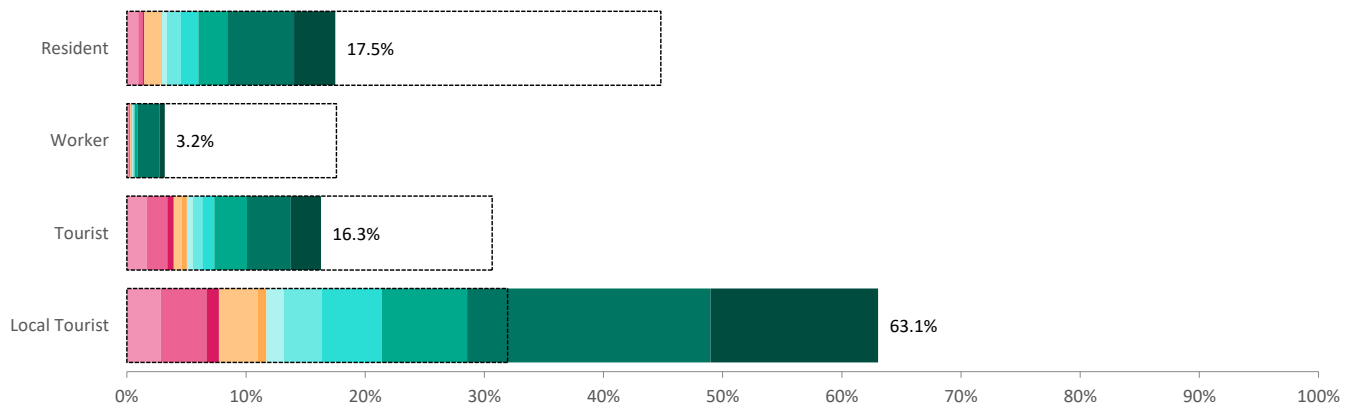
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - British Oak Inn Wakefield

star
PUBS & BARS

Polaris Plus Profile

⬚ GB %

Category	Value
Young - Low	5.6%
Young - Medium	6.0%
Young - High	1.8%
Midlife - Young Kids - Low	5.4%
Midlife - Young Kids - Medium	1.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	2.5%
Midlife - Carefree - Medium	5.3%
Midlife - Carefree - High	7.6%
Mature - Low	12.5%
Mature - Medium	31.6%
Mature - High	20.5%
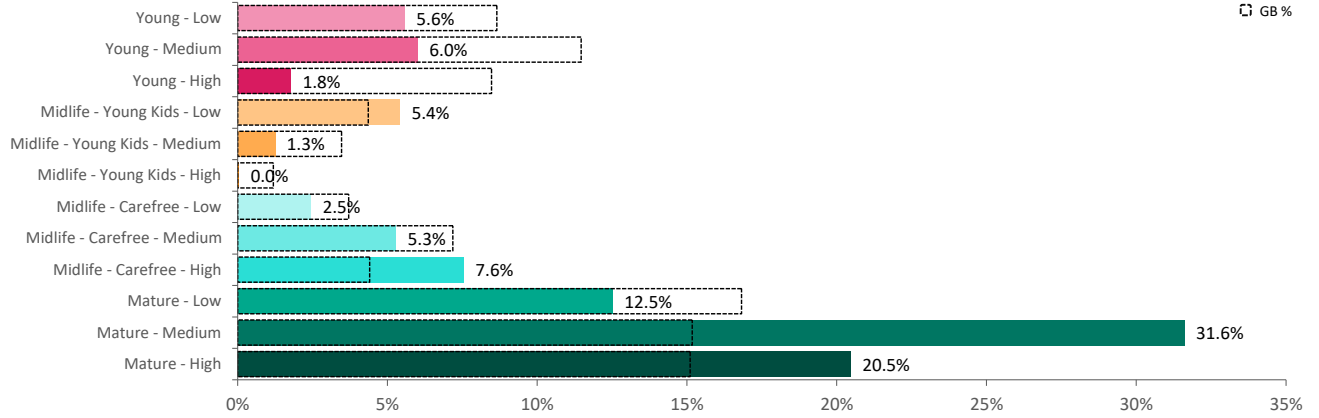
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
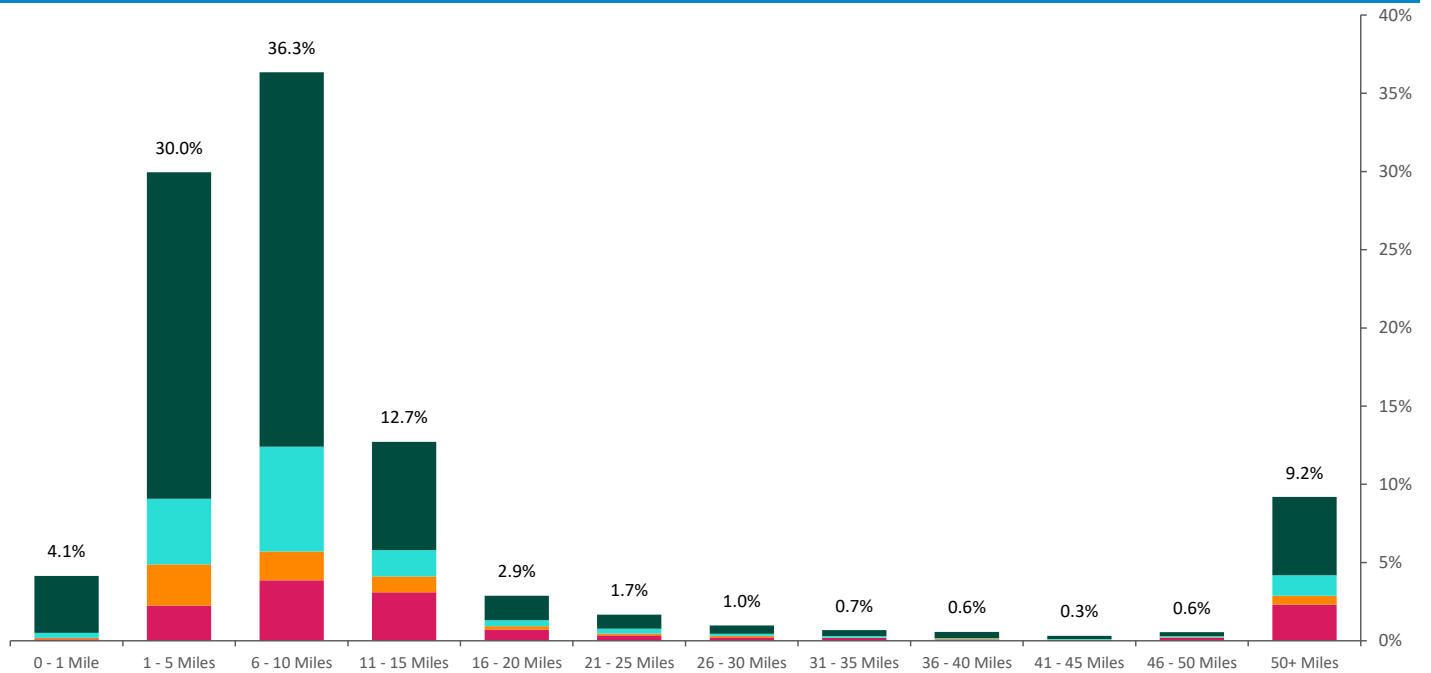
Distance	Value
0 - 1 Mile	4.1%
1 - 5 Miles	30.0%
6 - 10 Miles	36.3%
11 - 15 Miles	12.7%
16 - 20 Miles	2.9%
21 - 25 Miles	1.7%
26 - 30 Miles	1.0%
31 - 35 Miles	0.7%
36 - 40 Miles	0.6%
41 - 45 Miles	0.3%
46 - 50 Miles	0.6%
50+ Miles	9.2%

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

Mobile Data Summary - British Oak Inn Wakefield

star
PUBS&BARS

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

Weekday

pre 11am (36%) | 11am-2pm (19%) | 2pm-5pm (22%) | 5pm-8pm (17%) | 8pm-11pm (5%) | 11pm+ (2%)

	pre 11am (36%)	11am-2pm (19%)	2pm-5pm (22%)	5pm-8pm (17%)	8pm-11pm (5%)	11pm+ (2%)
Mature	66.2%	63.4%	63.8%	64.5%	63.7%	63.1%
Midlife - Carefree	14.6%	15.0%	15.7%	16.4%	15.9%	21.3%
Midlife - Young Kids	6.1%	6.7%	7.3%	6.1%	6.1%	5.0%
Young	13.0%	14.9%	13.1%	13.0%	14.3%	10.5%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
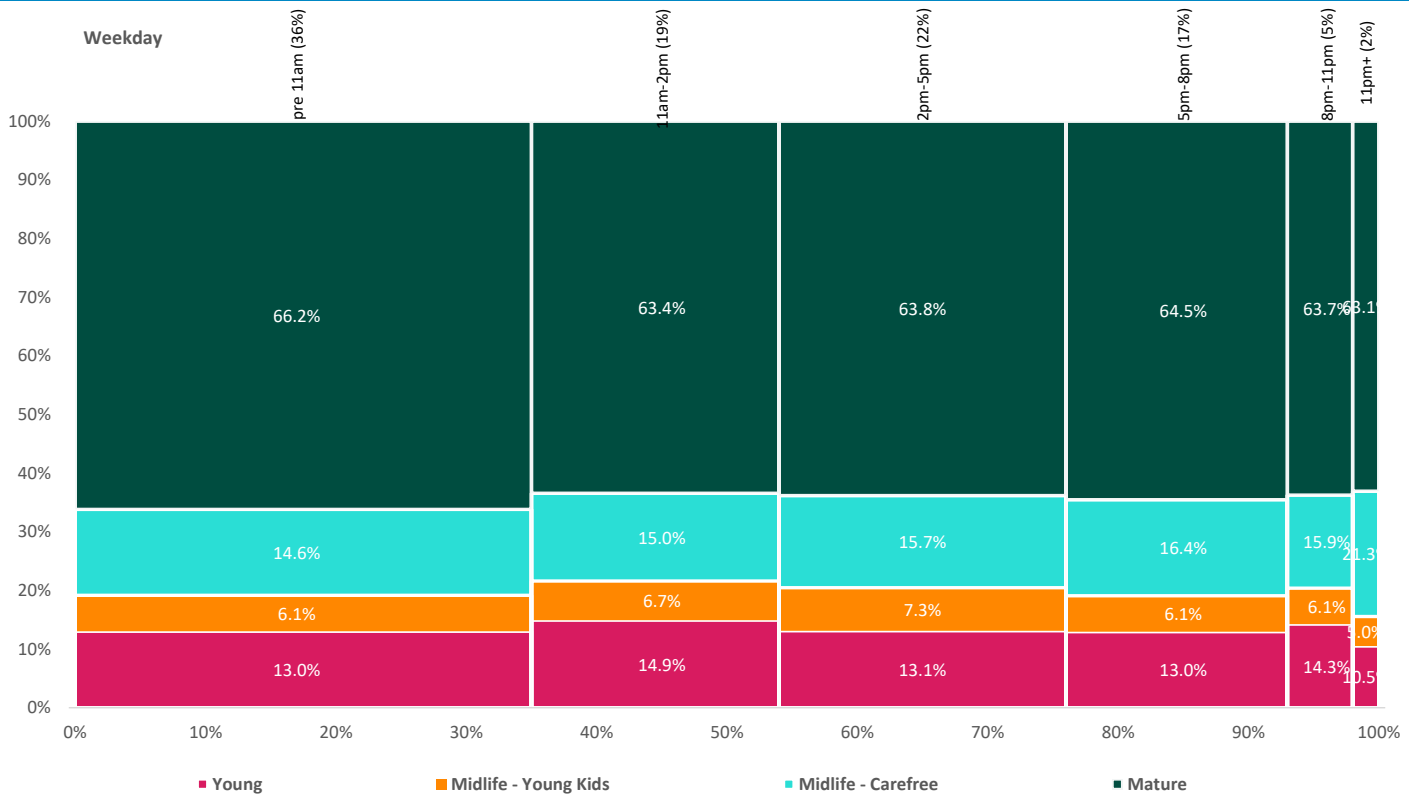
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (24%) | 11am-2pm (32%) | 2pm-5pm (25%) | 5pm-8pm (11%) | 8pm-11pm (5%) | 11pm+ (2%)

	pre 11am (24%)	11am-2pm (32%)	2pm-5pm (25%)	5pm-8pm (11%)	8pm-11pm (5%)	11pm+ (2%)
Mature	63.2%	65.3%	64.2%	68.6%	62.2%	61.
Midlife - Carefree	15.7%	15.4%	14.9%	13.8%	13.9%	14.
Midlife - Young Kids	6.8%	6.3%	8.9%	6.2%	8.7%	10.
Young	14.4%	13.0%	12.1%	11.4%	15.2%	14.

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

CACI

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PUBS & BARS

Pub Sites

Catchment

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature

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	12	284	160,703	9	44	93
Midlife - Young Kids	0	43	94,155	0	17	137
Midlife - Carefree	47	424	76,994	63	114	77
Mature	414	1,597	290,386	197	153	104
Not Private Households	0	0	7,560	0	0	91
Total	473	2,348	629,798			

Polaris Plus Summary - British Oak Inn Wakefield

Pub Sites

Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

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	206	74,618	0	89	121
Medium	0	66	66,660	0	26	96
High	12	12	19,425	38	8	46
Midlife - Young Kids						
Low	0	0	72,645	0	0	210
Medium	0	43	21,481	0	42	79
High	0	0	29	0	0	0
Midlife - Carefree						
Low	0	13	31,129	0	13	117
Medium	24	375	32,309	71	223	72
High	23	36	13,556	109	34	48
Mature						
Low	165	257	94,028	254	80	109
Medium	239	1,186	132,537	323	322	134
High	10	154	63,821	14	44	68
Not Private Households	0	0	7,560	0	0	91
Total	473	2,348	629,798			

CGA Summary - British Oak Inn Wakefield

star PUBS & BARS

★ Pub Sites
N 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	British Oak Inn	WF 4 3DL	Star Pubs & Bars	Premium Local	0.0
1	Seafarer Restaurant	WF 4 3DA	Independent Free	Restaurants	0.4
2	Navigation	WF 4 3DS	Unknown	Premium Local	0.5
3	Station	WF 4 3EQ	Independent Free	Premium Local	0.6
4	Blacker Hall	WF 4 3DN	Independent Free	High Street Pub	0.6
5	Clarion Hotel	WF 4 3QZ	Choice Hotels International	Hotel	0.7
6	Calder Vale Hotel	WF 4 5EB	Independent Free	Hotel	0.7
7	Crigglestone Working Mens Club & Institute	WF 4 3EB	Independent Free	Clubland	0.9
8	Slazengers Sports Club	WF 4 5BH	Independent Free	Clubland	0.9
9	Ego	WF 4 5AS	Star Pubs & Bars	Restaurants	0.9
10	New Inn	WF 4 3AX	Punch Pub Company	Premium Local	1.0
11	Horbury Working Mens Club	WF 4 5DB	Independent Free	Clubland	1.1
12	Shepherds Arms	WF 4 5DA	Admiral Taverns Ltd	Community Pub	1.1
13	Cricketers Arms	WF 4 5AG	*Other Small Retail Groups	Premium Local	1.1
14	Crigglestone Sports Club	WF 4 3LA	Independent Free	Clubland	1.2
15	Horbury Conservative Club	WF 4 6NA	Independent Free	Clubland	1.2
16	Fleece	WF 4 5LG	Punch Pub Company	Premium Local	1.2
17	42	WF 4 5LE	Independent Free	High Street Pub	1.2
18	Boons	WF 4 6LP	Independent Free	Premium Local	1.2
18	Bar 59	WF 4 6LP	Independent Free	Community Pub	1.2
20	Sitlington Sports & Social Club	WF 4 4HG	Independent Free	Clubland	1.2

Per Pub Analysis - British Oak Inn Wakefield

*WT= Walktime, **DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	473	2,348	629,798
Number of Competition Pubs	1	2	915
Adults 18+ per Competition Pub	473	1,174	688

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	7	1.5%	19
Circuit Bar	0	12	2.6%	63
Community Pub	0	153	32.4%	169
Craft Led	0	2	0.4%	12
Great Pub Great Food	0	62	13.2%	75
High Street Pub	0	135	28.4%	154
Premium Local	1	78	16.4%	100

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	59	2.5%	31
Circuit Bar	0	58	2.5%	61
Community Pub	0	533	22.7%	119
Craft Led	0	24	1.0%	30
Great Pub Great Food	0	328	14.0%	79
High Street Pub	0	530	22.6%	122
Premium Local	2	428	18.2%	111

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	63	36,319	5.8%	72
Circuit Bar	24	26,625	4.2%	104
Community Pub	155	155,252	24.7%	129
Craft Led	0	17,884	2.8%	82
Great Pub Great Food	17	83,423	13.2%	75
High Street Pub	146	147,465	23.4%	127
Premium Local	95	91,831	14.6%	88

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.

	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	• 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**

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.

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