

Catchment Summary - Fountain Head Inn Leeds



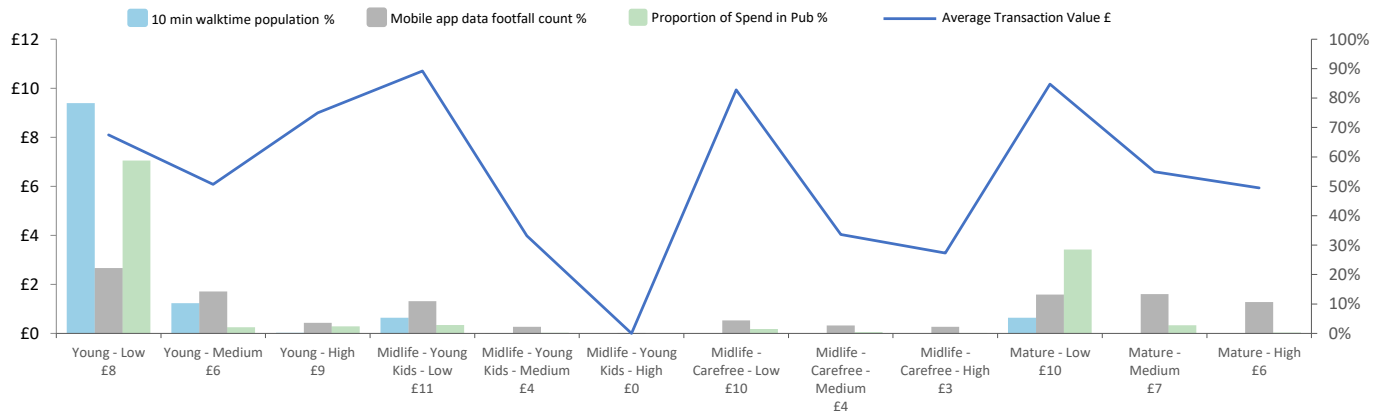
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625828	Fountain Head Inn Leeds	LS 9 7JX	Star Pubs & Bars	Community Pub	5



- ★ 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 - Fountain Head Inn Leeds

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

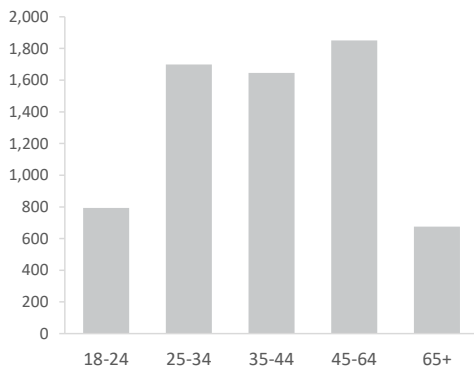
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	9,465	48,473	645,620	176	262	147
Adults 18+	6,665	34,060	508,564	148	223	146
Competition Pubs	3	20	604	17	56	145
Adults 18+ per Competition Pub	2,222	1,703	842	259	198	98
% Adults Likely to Drink	54.5%	53.8%	74.6%	72	71	98

Population & Adults 18+ index is based on all pubs

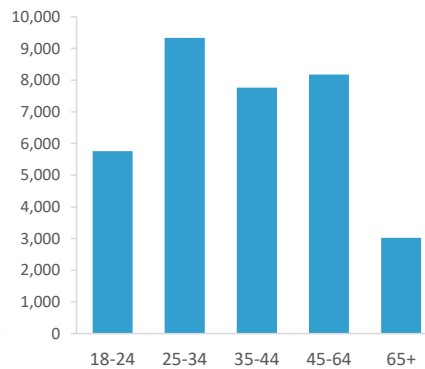
Affluence	Low	88.9%	72.6%	40.2%	267	218	121
	Medium	10.4%	16.9%	38.4%	27	44	101
	High	0.2%	9.4%	20.6%	1	34	75

*Affluence does not include Not Private Households

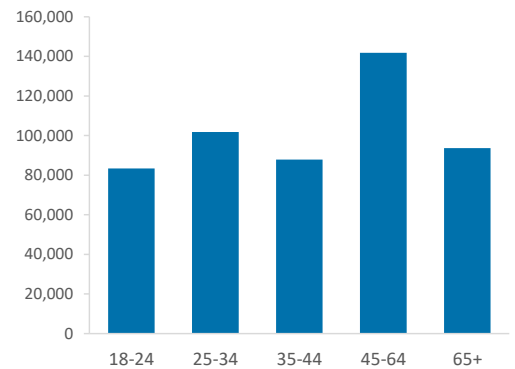
Age Profile	18-24	793	5,756	83,397	103	146	159
	25-34	1,699	9,337	101,860	135	144	118
	35-44	1,646	7,765	87,860	131	121	103
	45-64	1,851	8,181	141,823	76	66	86
	65+	676	3,021	93,624	37	32	75



■ 10 min WT*



■ 20 min WT*



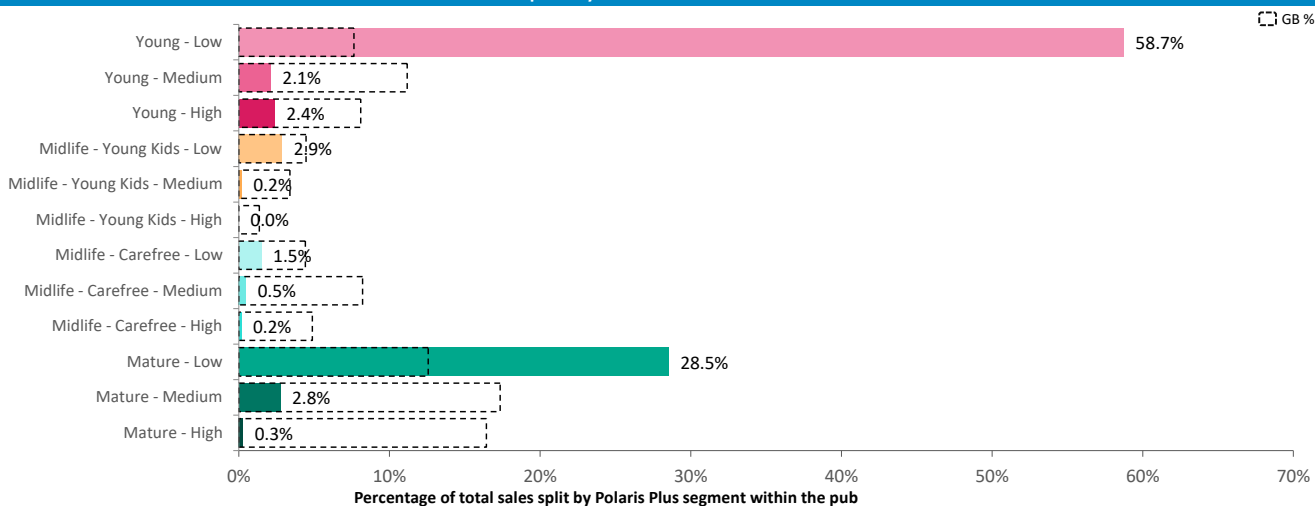
■ 20 min DT**

		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	4,880 (52%)	25,036 (52%)	316,846 (49%)	105	105	100
	Female	4,585 (48%)	23,437 (48%)	328,774 (51%)	95	95	100
Economic Status (16+)	Employed: Full-time	1,861 (27%)	10,660 (30%)	184,194 (35%)	78	87	102
	Employed: Part-time	903 (13%)	4,407 (12%)	59,140 (11%)	110	104	95
	Self employed	591 (9%)	2,587 (7%)	37,983 (7%)	93	79	79
	Unemployed	509 (7%)	2,098 (6%)	16,994 (3%)	267	214	117
	Full-time student	168 (2%)	1,603 (5%)	21,563 (4%)	102	190	173
	Retired	680 (10%)	2,730 (8%)	89,159 (17%)	45	35	78
	Other	2,195 (32%)	11,451 (32%)	114,551 (22%)	182	185	126
Total Worker Count		5,636	16,442	293,866			

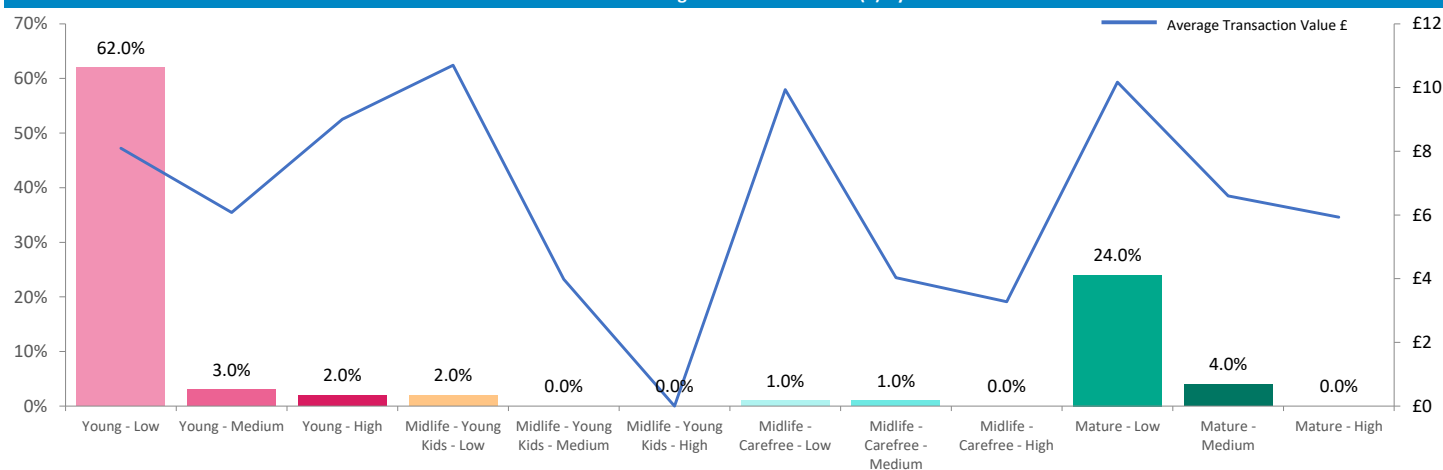
See the Glossary page for further information on the above variables

Transactional Data Summary - Fountain Head Inn Leeds

Spend by Polaris Plus

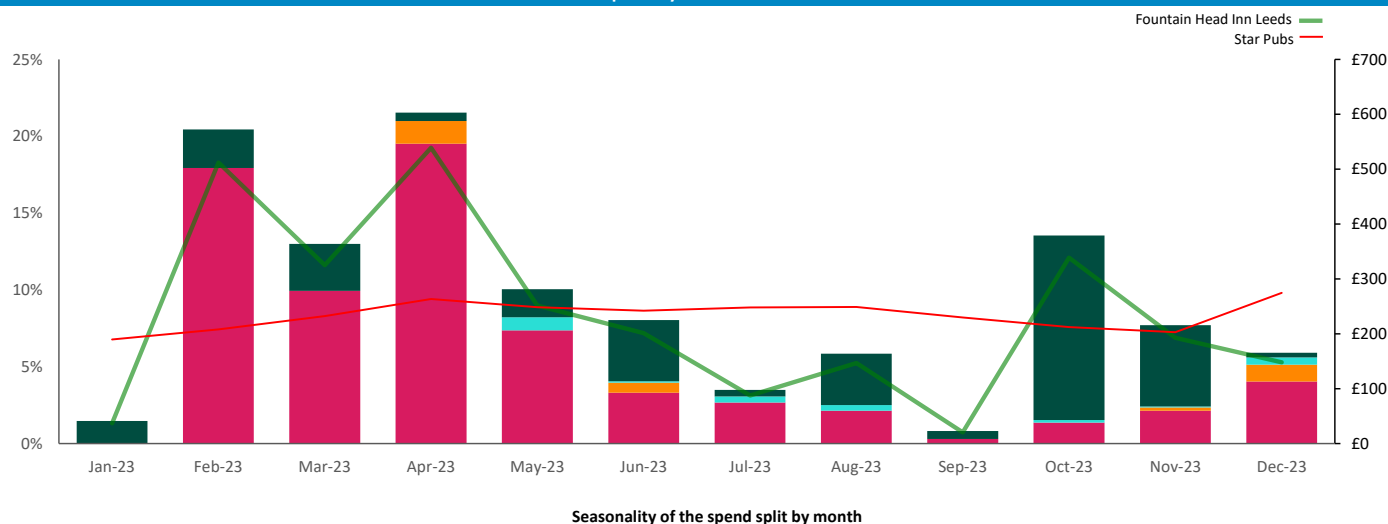


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

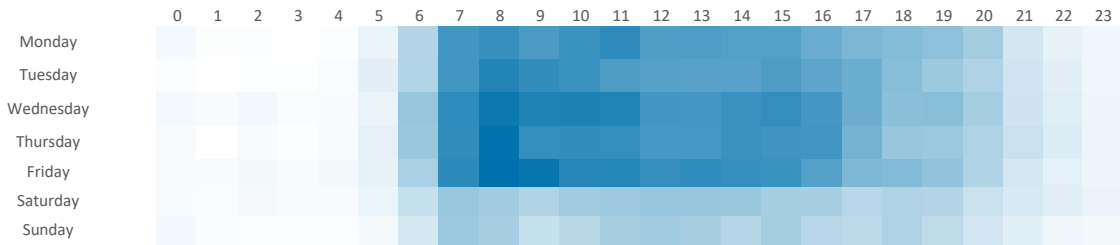


Mobile Data Summary - Fountain Head Inn Leeds



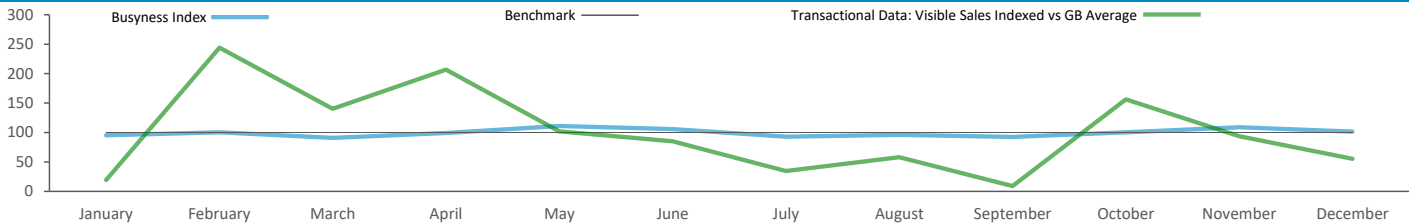
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Time of Day/Day of Week



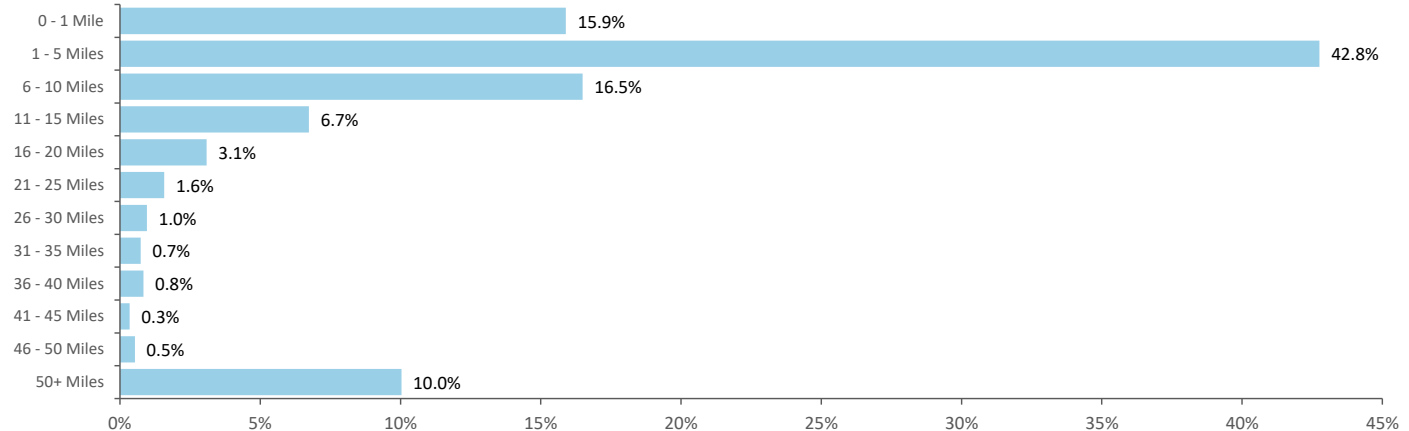
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

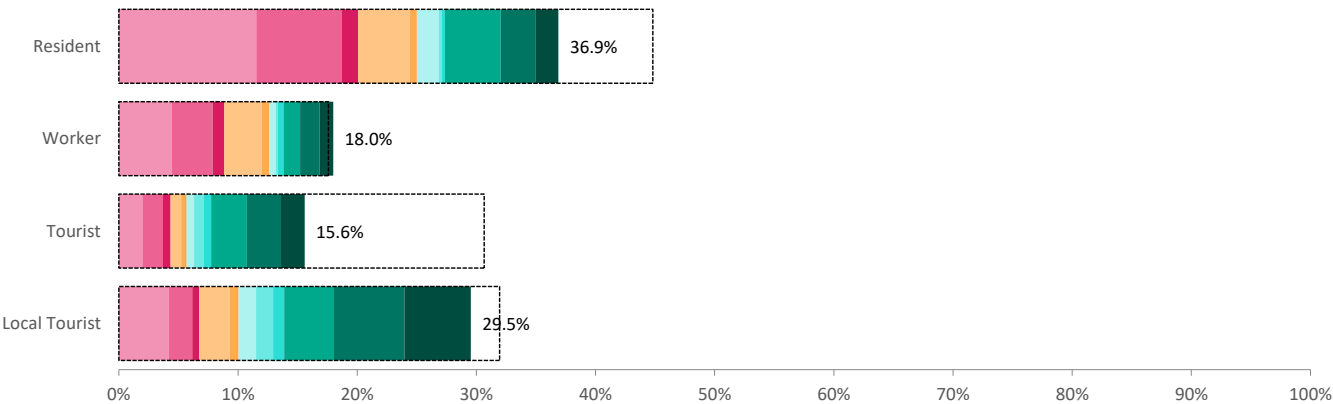
Distance from Home



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

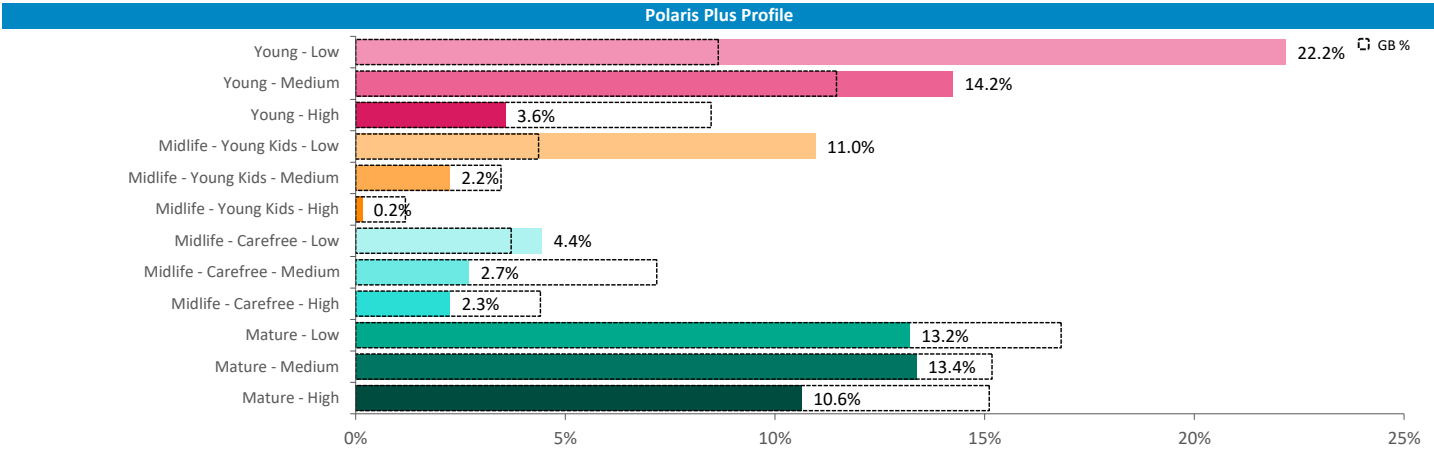


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

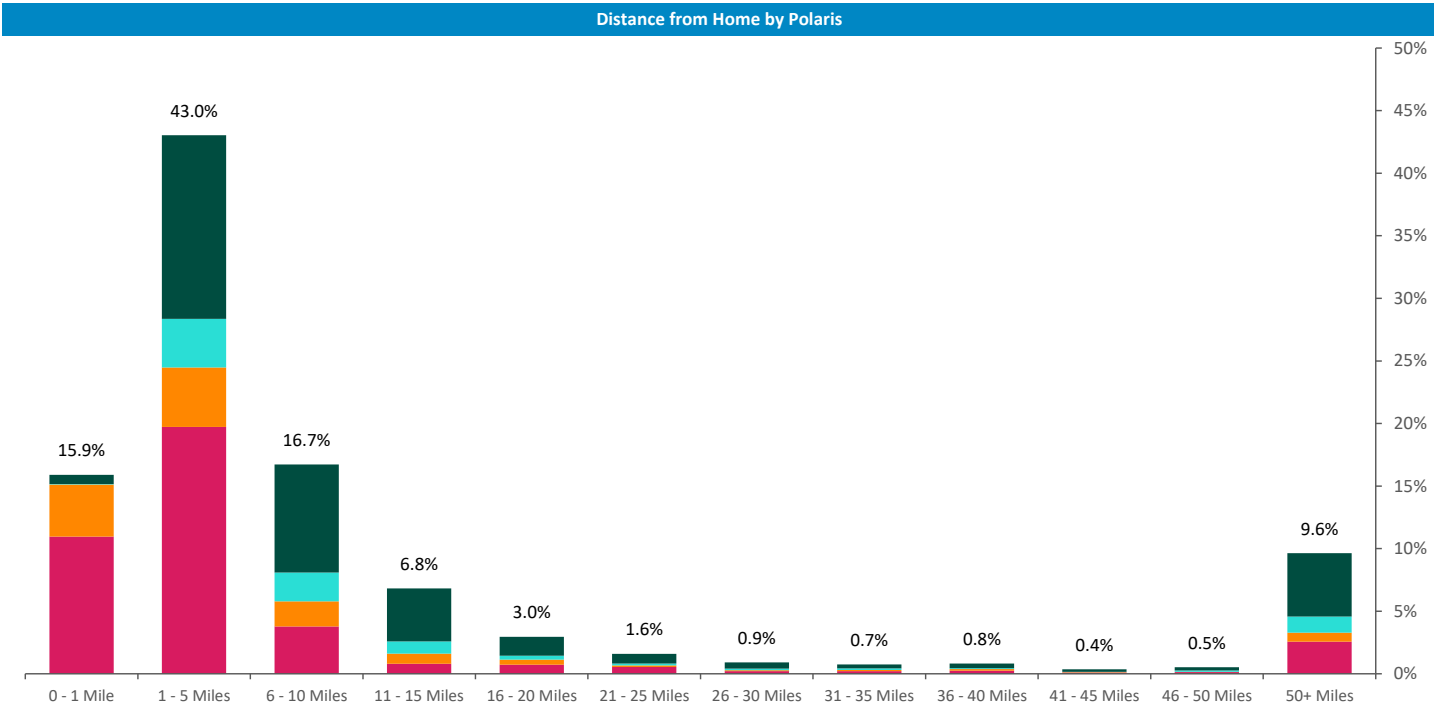
Mobile Data Summary - Fountain Head Inn Leeds



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Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



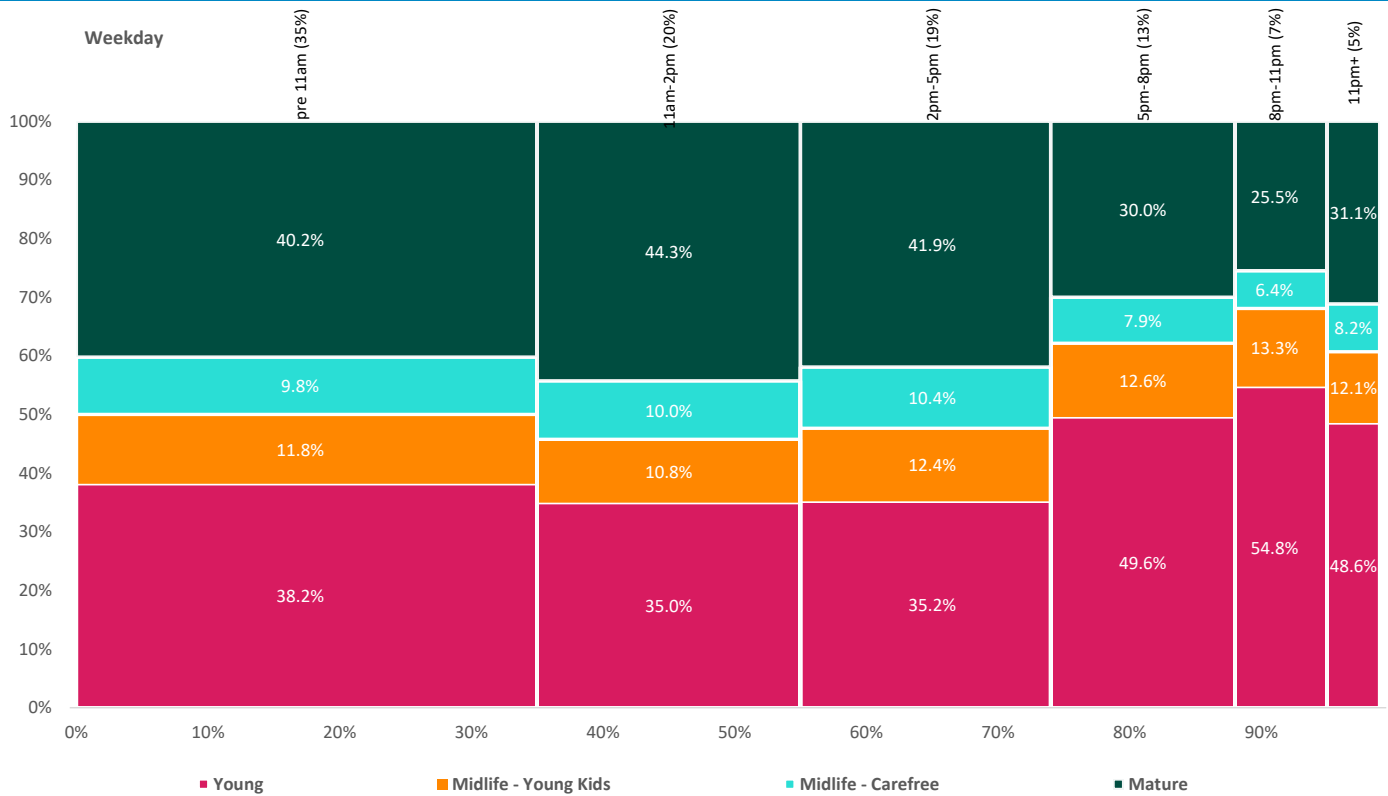
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Fountain Head Inn Leeds

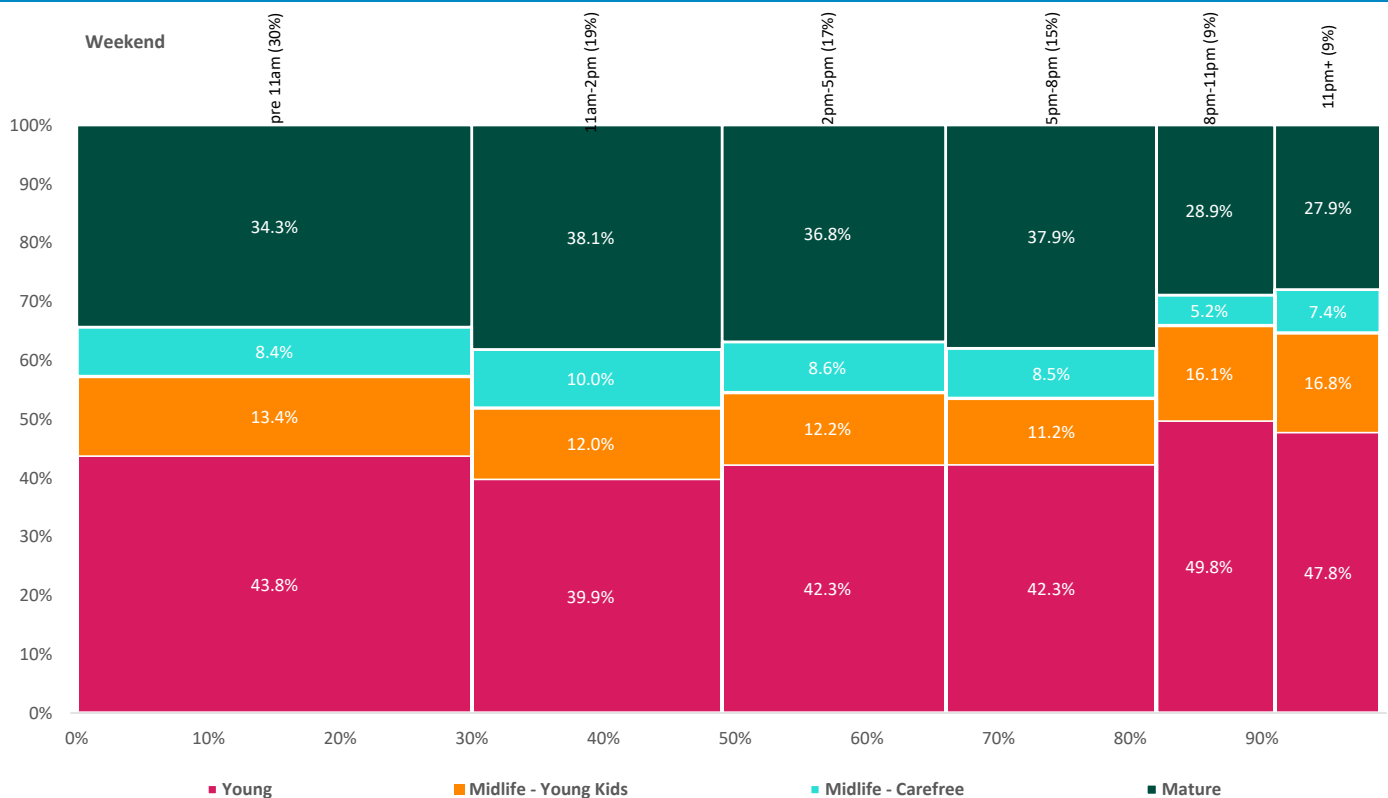


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Fountain Head Inn Leeds



- 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	5,916	25,264	223,603	322	269	160
Midlife - Young Kids	360	7,425	49,290	49	199	89
Midlife - Carefree	0	187	52,694	0	3	65
Mature	356	806	178,372	12	5	79
Not Private Households	33	378	4,605	38	85	69
Total	6,665	34,060	508,564			

Polaris Plus Summary - Fountain Head Inn Leeds

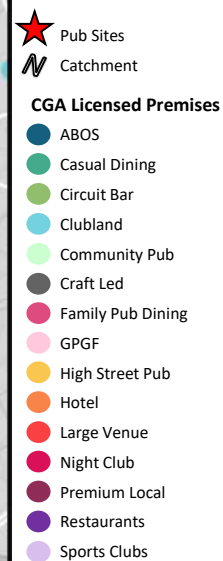
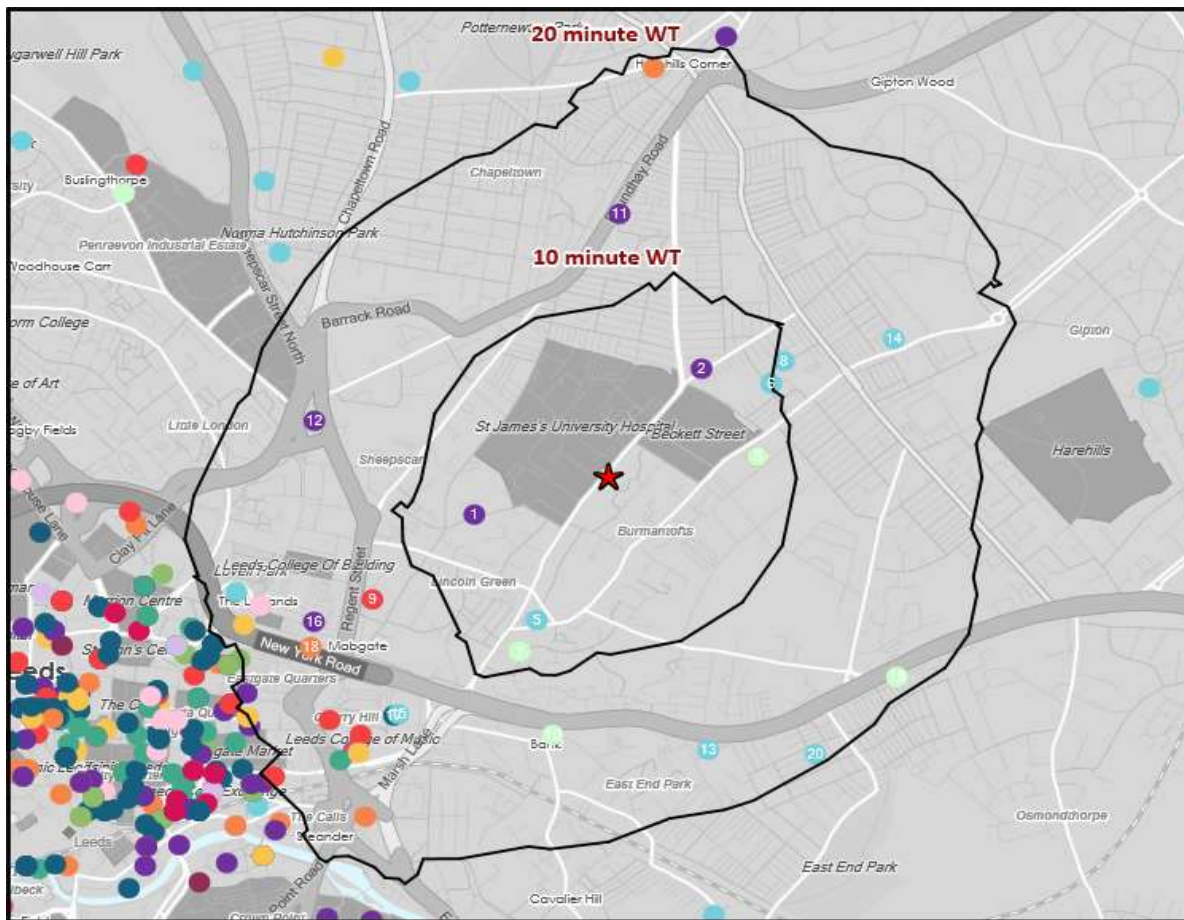


Polaris Plus Profile by Catchment

*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	5,216	16,949	88,097	797	507	176
Medium	685	5,116	98,613	94	137	177
High	15	3,199	36,893	3	140	108
Midlife - Young Kids						
Low	353	6,796	40,302	97	364	144
Medium	7	629	8,182	2	43	37
High	0	0	806	0	0	14
Midlife - Carefree						
Low	0	187	29,188	0	13	136
Medium	0	0	15,701	0	0	43
High	0	0	7,805	0	0	34
Mature						
Low	356	806	46,691	39	17	67
Medium	0	0	72,615	0	0	91
High	0	0	59,066	0	0	77
Not Private Households	33	378	4,605	38	85	69
Total	6,665	34,060	508,564			

CGA Summary - Fountain Head Inn Leeds



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Fountain Head Inn	LS 9 7JX	Star Pubs & Bars	Community Pub	0.0
1	Gzing Restaurant	LS 9 7NP	Independent Free	Restaurants	0.3
2	Abyssinia Cafe And Restaurant	LS 9 7AB	Independent Free	Restaurants	0.3
3	Premier Banqueting	LS 9 7BL	Independent Free	Large Venue	0.3
3	Dahlak	LS 9 7BL	Independent Free	Community Pub	0.3
5	SocOf Anglers Club	LS 9 7TB	Independent Free	Clubland	0.3
6	Harehills Labour Club	LS 9 7BX	Independent Free	Clubland	0.4
7	Rose & Crown	LS 9 7PY	Tadcaster Pub Co	Community Pub	0.4
8	Harehills Working Mens Club & Institute	LS 9 7AP	Independent Free	Clubland	0.4
9	Temple Of Boom	LS 2 7QG	Independent Free	Large Venue	0.5
10	Hope Inn	LS 9 8ES	*Other Small Retail Groups	Community Pub	0.6
11	Rajas Tandoori	LS 8 5PL	Independent Free	Restaurants	0.6
12	Walla Dolla	LS 7 2AA	Independent Free	Restaurants	0.6
13	Irish Centre	LS 9 9NT	Independent Free	Clubland	0.6
14	Harehills Liberal Club	LS 9 6BJ	Independent Free	Clubland	0.6
15	Forum Leisure Club	LS 2 7UA	Independent Free	Clubland	0.7
16	Crown Buffet	LS 2 7PX	Independent Free	Restaurants	0.7
17	Leeds Conservatoire	LS 2 7PD	Independent Free	ABOS	0.7
18	Hampton By Hilton	LS 2 7BP	Atlas Hotels	Hotel	0.7
19	White Horse	LS 9 9DN	*Other Small Retail Groups	Community Pub	0.7
20	East End Park Working Mens Club & Institute	LS 9 9LX	Independent Free	Clubland	0.7

Per Pub Analysis - Fountain Head Inn Leeds



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,665	34,060	508,564
Number of Competition Pubs	3	20	604
Adults 18+ per Competition Pub	2,222	1,703	842

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	640	9.6%	119
Circuit Bar	0	756	11.3%	280
Community Pub	2	1,993	29.9%	156
Craft Led	0	363	5.4%	158
Great Pub Great Food	0	237	3.6%	20
High Street Pub	0	2,109	31.6%	172
Premium Local	0	534	8.0%	49

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	3,986	11.7%	145
Circuit Bar	1	2,840	8.3%	206
Community Pub	4	9,630	28.3%	148
Craft Led	0	2,160	6.3%	183
Great Pub Great Food	2	2,572	7.6%	43
High Street Pub	2	9,882	29.0%	157
Premium Local	0	2,426	7.1%	43

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	111	46,712	9.2%	114
Circuit Bar	33	26,664	5.2%	129
Community Pub	69	101,736	20.0%	105
Craft Led	0	25,341	5.0%	144
Great Pub Great Food	23	78,880	15.5%	88
High Street Pub	97	104,114	20.5%	111
Premium Local	53	75,624	14.9%	90

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="6">Metropolitan</td><td colspan="6">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			
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