

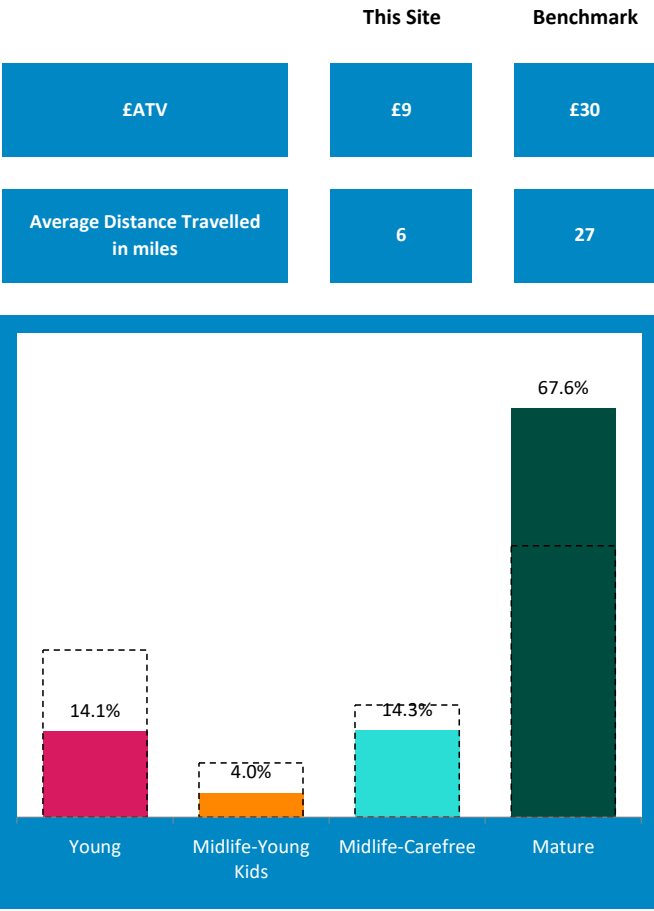
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,650	5,344
Adult Pop		4,704	4,529
Affluence	Low	44%	33%
	Medium	40%	38%
	High	14%	27%
Young		12%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		12%	16%
Mature		74%	44%
Competition Count		10	43

Visitors



Spend Profile



Catchment Summary - Kings Arms

Over GB Average

Around GB Average

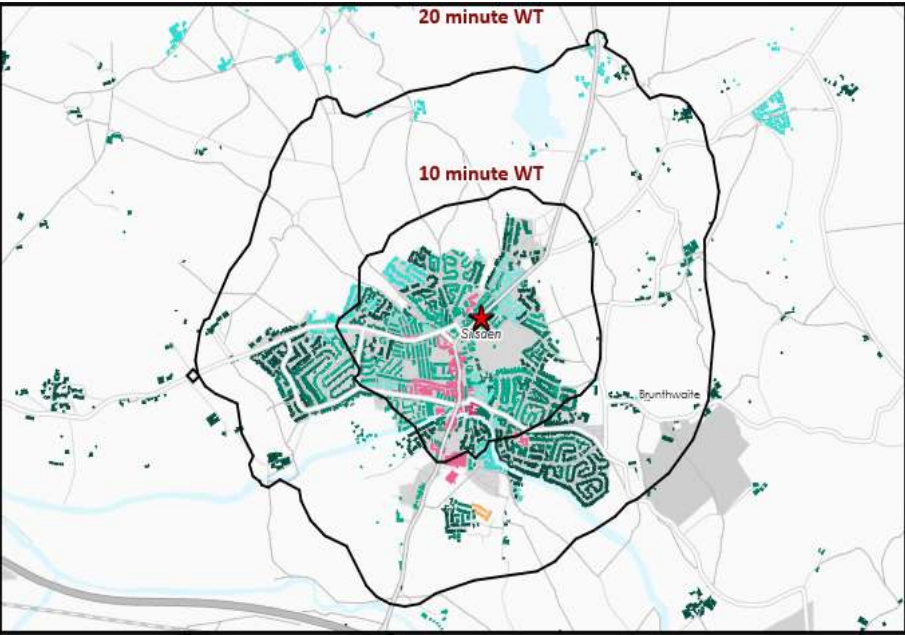
Under GB Average

*WT= Walktime

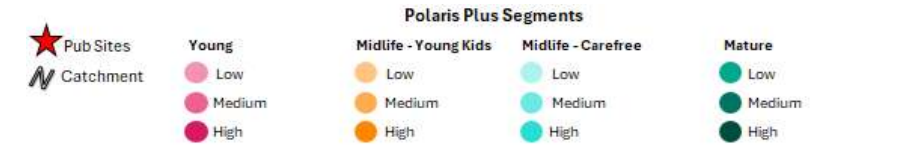
**DT= Drivetime

Catchment Size (Counts)			
10 min WT*	20 min WT*	20 min DT**	
5,650	8,824	200,906	
Population			
Adults 18+			
4,704	7,365	160,480	
10	11	336	
470	670	478	
81.0%	82.0%	79.0%	
Competition Pubs			
Adults 18+ per Competition Pub			
% Adults Likely to Drink			
Affluence			
Low	44.4%	31.0%	31.3%
Medium	39.8%	38.6%	40.8%
High	14.0%	29.2%	26.8%
*Affluence does not include Not Private Households			
Mean Net Disposable income (£pa)			
£23,509	£24,796	£24,460	
Age Profile			
18-24	260	425	13,645
25-34	798	1,144	23,234
35-44	632	1,045	25,482
45-64	1,556	2,340	52,872
65+	1,458	2,411	45,247

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
106	45	47
Pop. & Adl. 18+ index based on all pubs		
104	45	47
23	11	43
69	98	70
101	103	99
134	94	94
104	101	107
51	106	98
104	110	108
54	57	80
104	96	86
83	88	94
110	106	105
134	142	117



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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	559	567	26,972	43	28	60
Midlife - Young Kids	0	61	18,329	0	8	105
Midlife - Carefree	553	755	24,679	75	65	98
Mature	3,502	5,892	88,700	168	181	125
Not Private Households	90	90	1,800	15,813	10,100	9,270
Total	4,704	7,365	160,480			



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Per Pub - Kings Arms

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

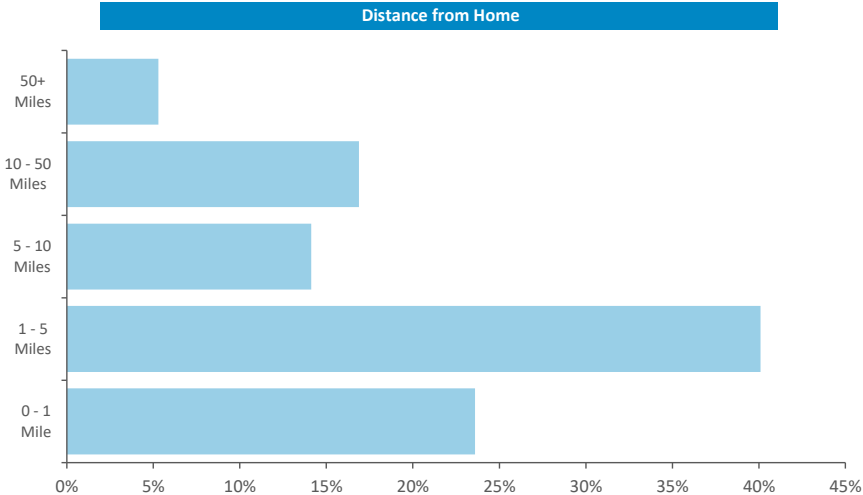
Adults 18+	4,704	7,365	160,480
Number of Competition Pubs	10	11	336
Adults 18+ per Competition Pub	470	670	478

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	390	8.3%	106
Family Pub Dining	0	472	10.0%	110
Great Pub Great Food	0	752	16.0%	96
Leisure	0	470	10.0%	100
Mainstream	4	745	15.8%	114
Premium	3	656	13.9%	97
Restaurant	2	983	20.9%	91
Super Premium	0	144	3.1%	78

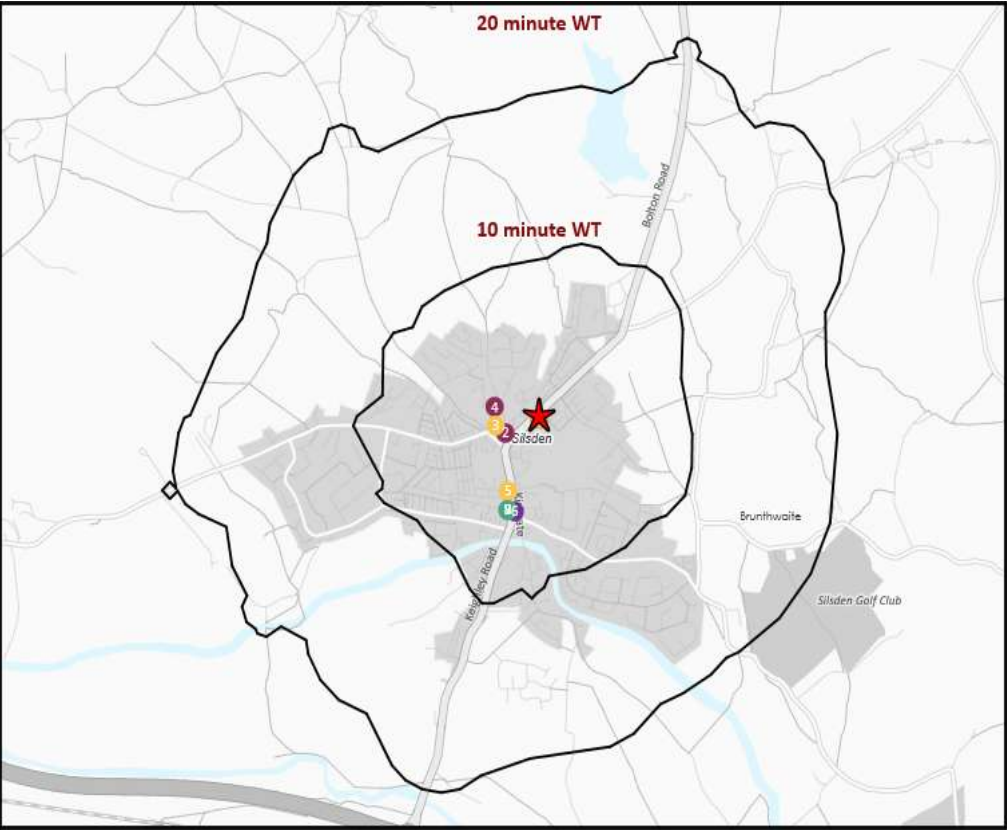
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	509	6.9%	88
Family Pub Dining	0	667	9.1%	100
Great Pub Great Food	0	1,334	18.1%	108
Leisure	1	764	10.4%	103
Mainstream	4	1,068	14.5%	104
Premium	3	1,058	14.4%	100
Restaurant	2	1,607	21.8%	95
Super Premium	0	266	3.6%	92

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	50	12,222	7.6%	97
Family Pub Dining	17	14,629	9.1%	100
Great Pub Great Food	28	27,640	17.2%	103
Leisure	59	16,426	10.2%	102
Mainstream	75	22,754	14.2%	102
Premium	51	22,822	14.2%	99
Restaurant	50	36,229	22.6%	98
Super Premium	6	5,928	3.7%	94



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Competition - Kings Arms



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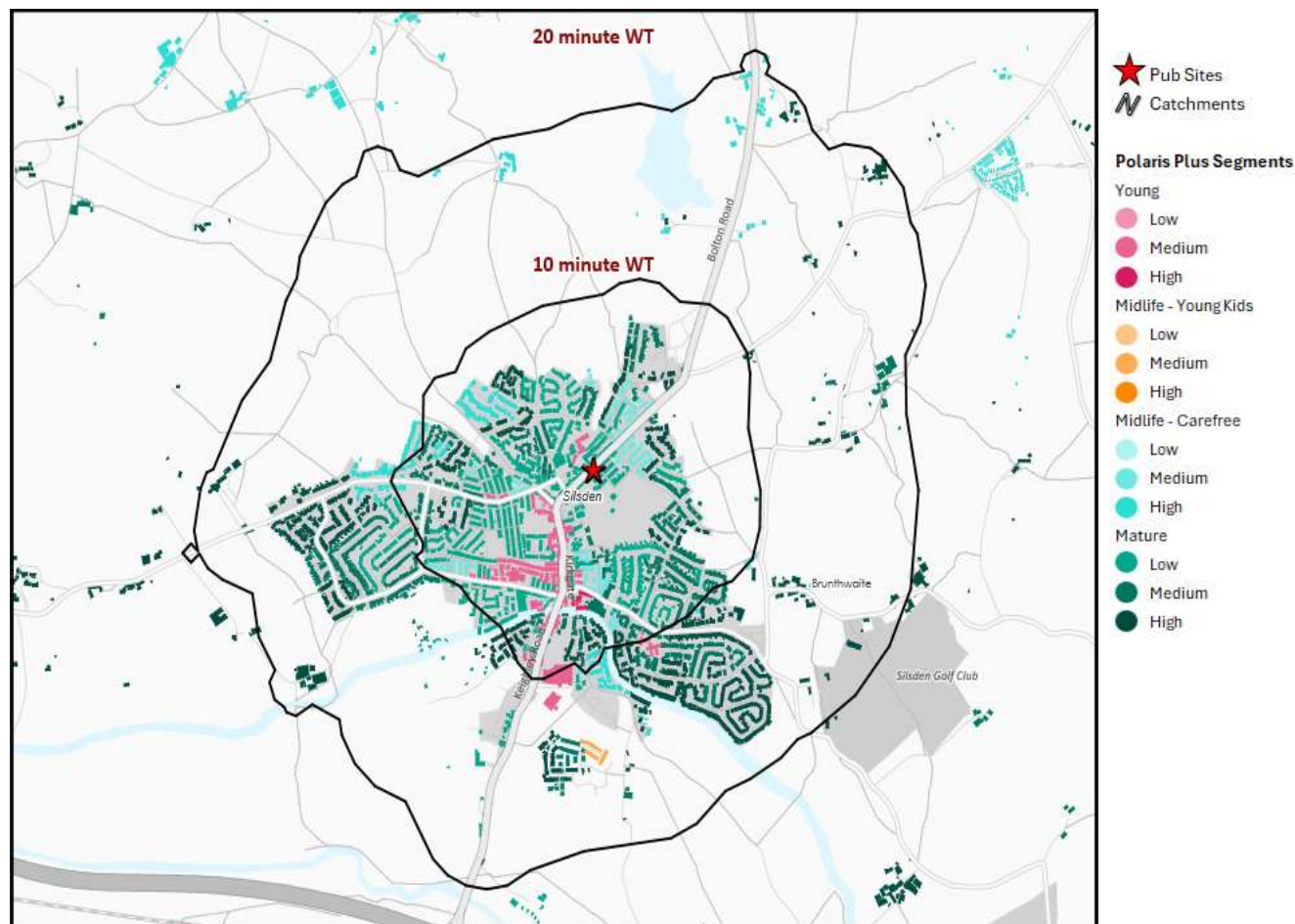
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
15	White Lion	BD20 9BH	Star Pubs & Bars	Premium	15.5%	1.99
10	Steeton Hall	BD20 6RY	*Other Small Retail Groups	Mainstream	14.1%	1.21
7	Bloom	BD20 0AJ	Independent Free	Mainstream	13.5%	0.23
17	Keighley Golf Club	BD20 6DH	Independent Free	Leisure	9.3%	2.09
2	Punch Bowl Hotel	BD20 9ND	Stonegate Pub Company	Premium	8.6%	0.09
8	Counting House	BD20 0AJ	Independent Free	Premium	7.5%	0.23
20	Craven Brew Tap Room	BD20 7DT	Independent Free	Mainstream	7.4%	2.31
13	Goats Head Hotel	BD20 6NR	Red Oak Taverns	Classic	6.7%	1.48
18	Zolsha Restaurant	BD20 7SA	Independent Free	Restaurant	4.1%	2.13
0	Kings Arms	BD20 0JY	Star Pubs & Bars	Mainstream	4.0%	0.00
14	Steeton Sailors and Soldiers Club	BD20 6NT	Independent Free	Classic	4.0%	1.56
9	Robin Hood	BD20 0AJ	Star Pubs & Bars	Classic	2.7%	0.23
3	Sunny Bank Social Club	BD20 9NB	Independent Free	Mainstream	1.4%	0.11
11	Steeton Cricket Club	BD20 6RX	Independent Free	Leisure	1.3%	1.28
12	Steeton Working Mens Club	BD20 6RL	Independent Free	Classic	0.0%	1.43
16	Eastburn Inn	BD20 7SN	Independent Free	Classic	0.0%	2.01
1	Bai Tong	BD20 0JY	Independent Free	Restaurant	0.0%	0.00
4	Lt Sports Bar and Gin Lounge	BD20 9NE	Independent Free	Premium	0.0%	0.12
5	Red Lion Hotel	BD20 0AQ	*Other Small Retail Groups	Mainstream	0.0%	0.19
6	Curry Corner	BD20 0AL	Independent Free	Restaurant	0.0%	0.23
19	Beer Belly Kitchen	BD20 7DT	Independent Free	Mainstream	0.0%	2.31

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

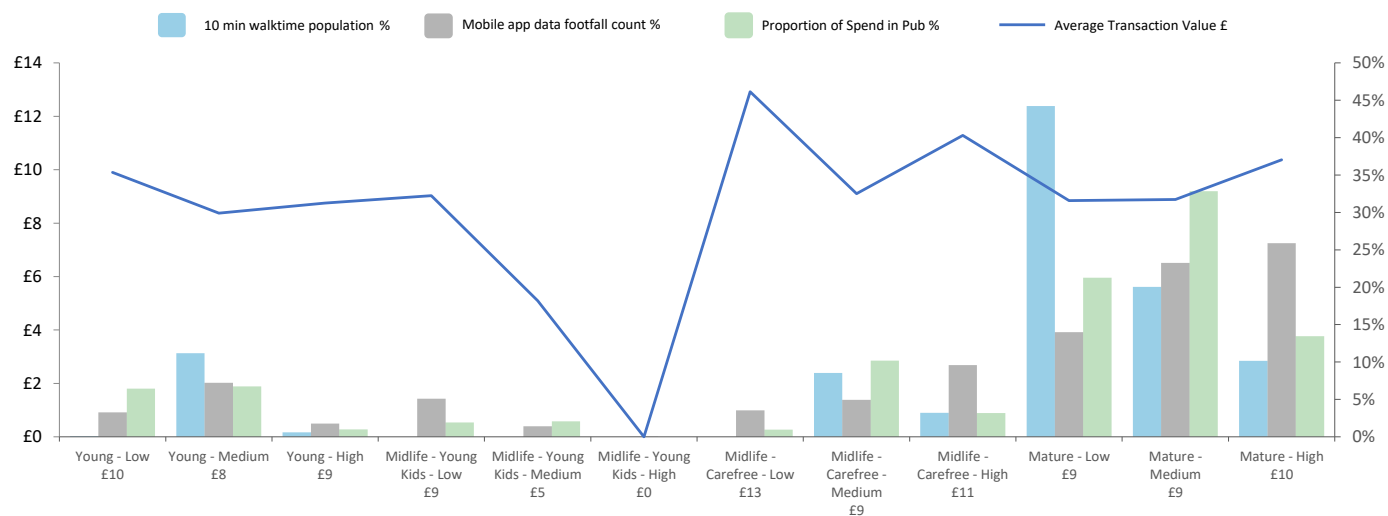
Catchment Summary - Kings Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
7772	Kings Arms	BD20 0JY	Star Pubs & Bars	Mainstream	16



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Kings Arms

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Over GB Average

Around GB Average

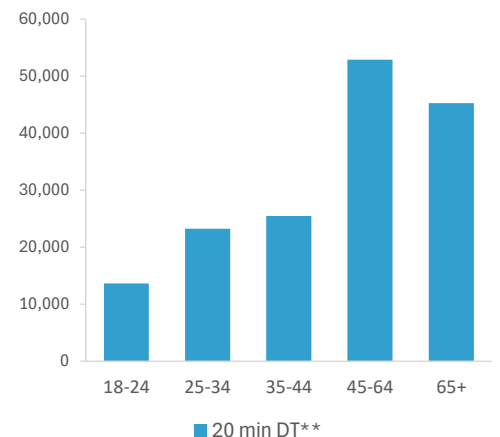
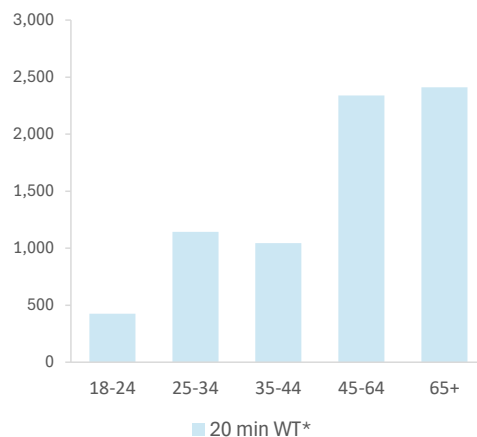
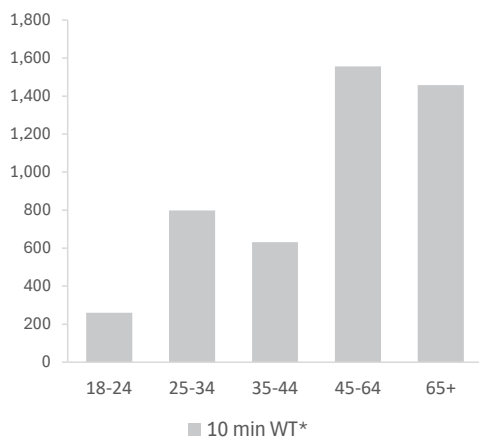
Under GB Average

*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		5,650	8,824	200,906	106	45	47
Adults 18+		4,704	7,365	160,480	104	45	47
Competition Pubs		10	11	336	23	11	43
Adults 18+ per Competition Pub		470	670	478	69	98	70
% Adults Likely to Drink		81.0%	82.0%	79.0%	101	103	99
Affluence	Low	44.4%	31.0%	31.3%	134	94	94
	Medium	39.8%	38.6%	40.8%	104	101	107
	High	14.0%	29.2%	26.8%	51	106	98

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£23,509	£24,796	£24,460	104	110	108
Age Profile	18-24	260	425	13,645	54	57	80
	25-34	798	1,144	23,234	104	96	86
	35-44	632	1,045	25,482	83	88	94
	45-64	1,556	2,340	52,872	110	106	105
	65+	1,458	2,411	45,247	134	142	117

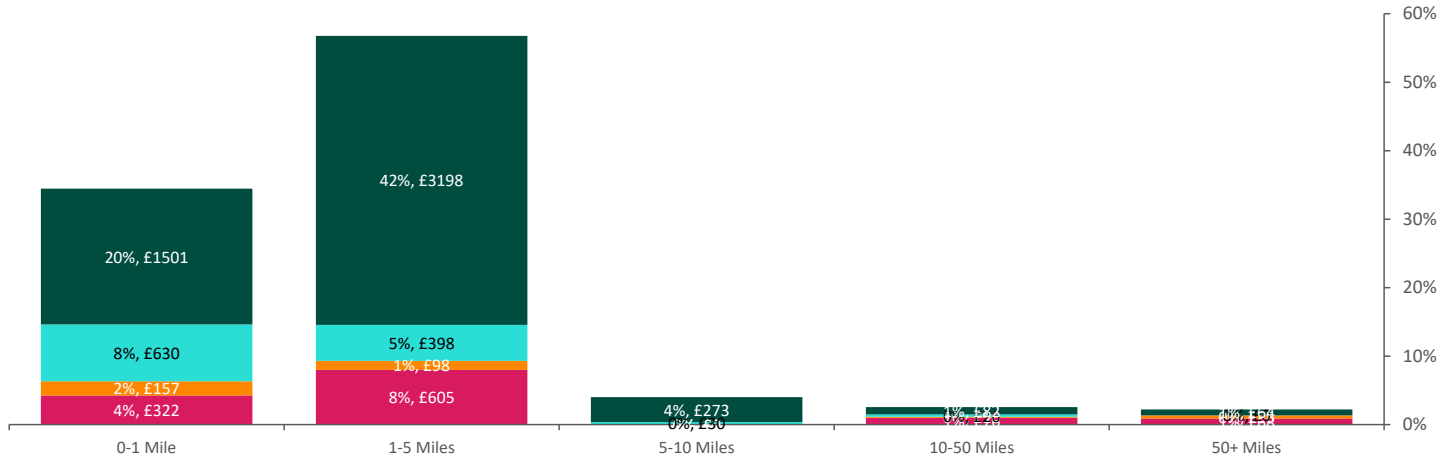


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,739 (48%)	4,300 (49%)	98,251 (49%)	99	99	100
	Female	2,911 (52%)	4,524 (51%)	102,655 (51%)	101	101	100
Economic Status (16+)	Employed: Full-time	1,765 (37%)	2,640 (35%)	52,757 (32%)	108	103	94
	Employed: Part-time	608 (13%)	920 (12%)	20,847 (13%)	106	102	106
	Self employed	430 (9%)	713 (9%)	16,394 (10%)	97	102	107
	Unemployed	53 (1%)	80 (1%)	3,467 (2%)	40	39	76
	Full-time student	36 (1%)	69 (1%)	2,635 (2%)	30	37	64
	Retired	1,430 (30%)	2,378 (32%)	43,975 (27%)	137	145	122
	Other	473 (10%)	715 (10%)	25,158 (15%)	55	53	86
Total Worker Count		1,104	1,784	78,912			

See the Glossary page for further information on the above variables

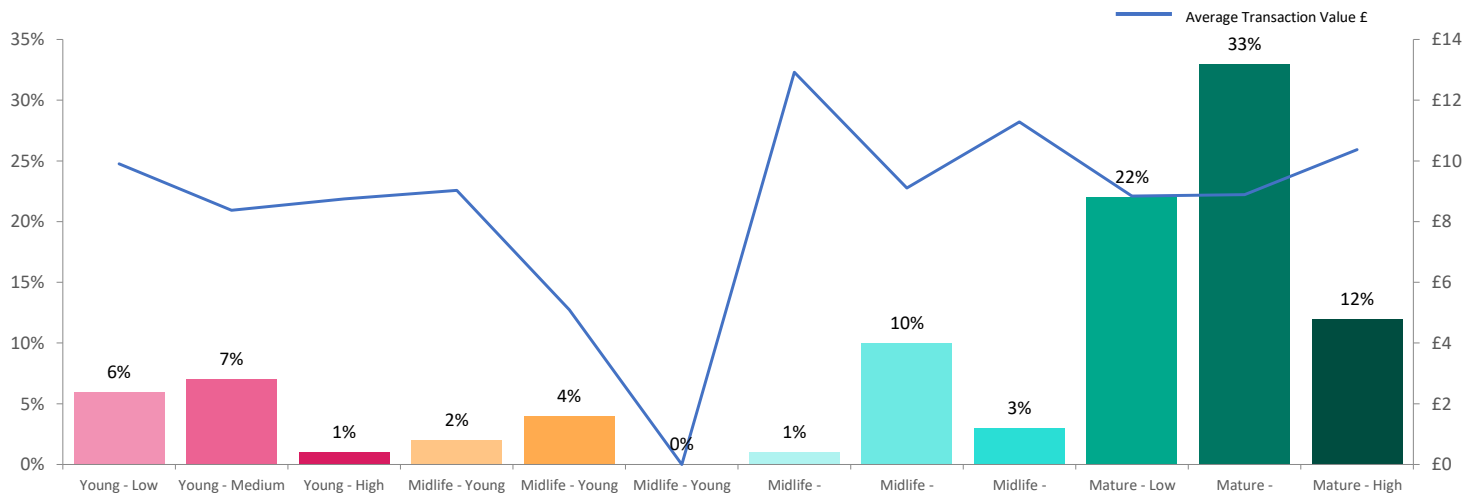
Transactional Data Summary - Kings Arms

Spend by Polaris and Distance from Home



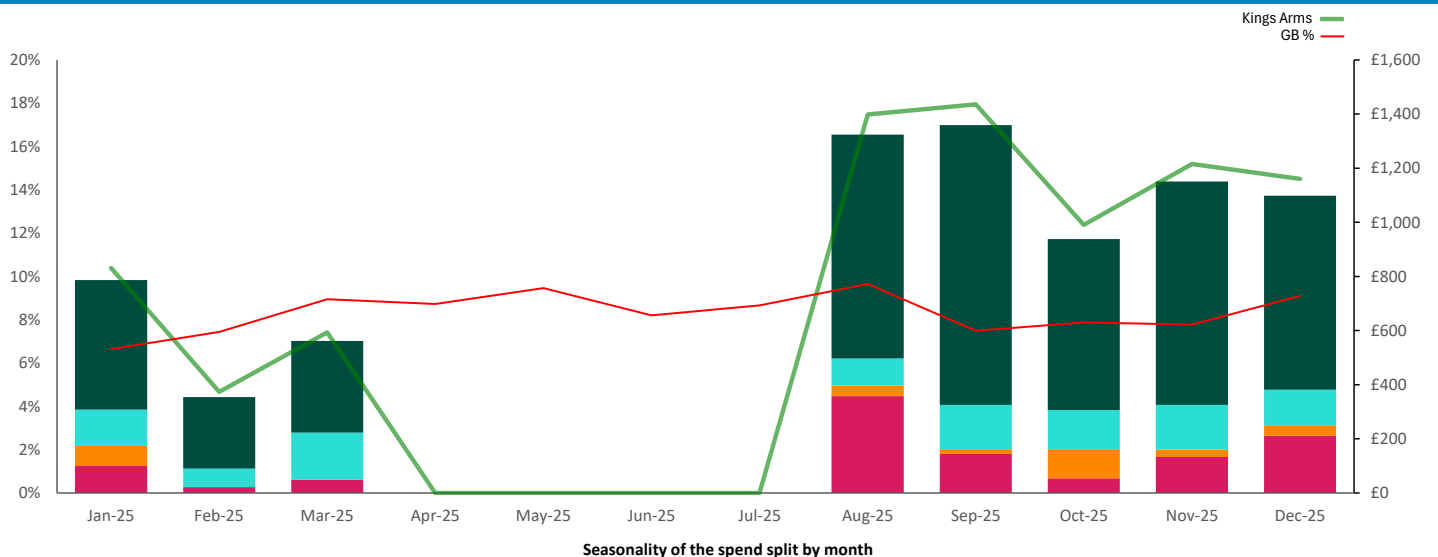
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



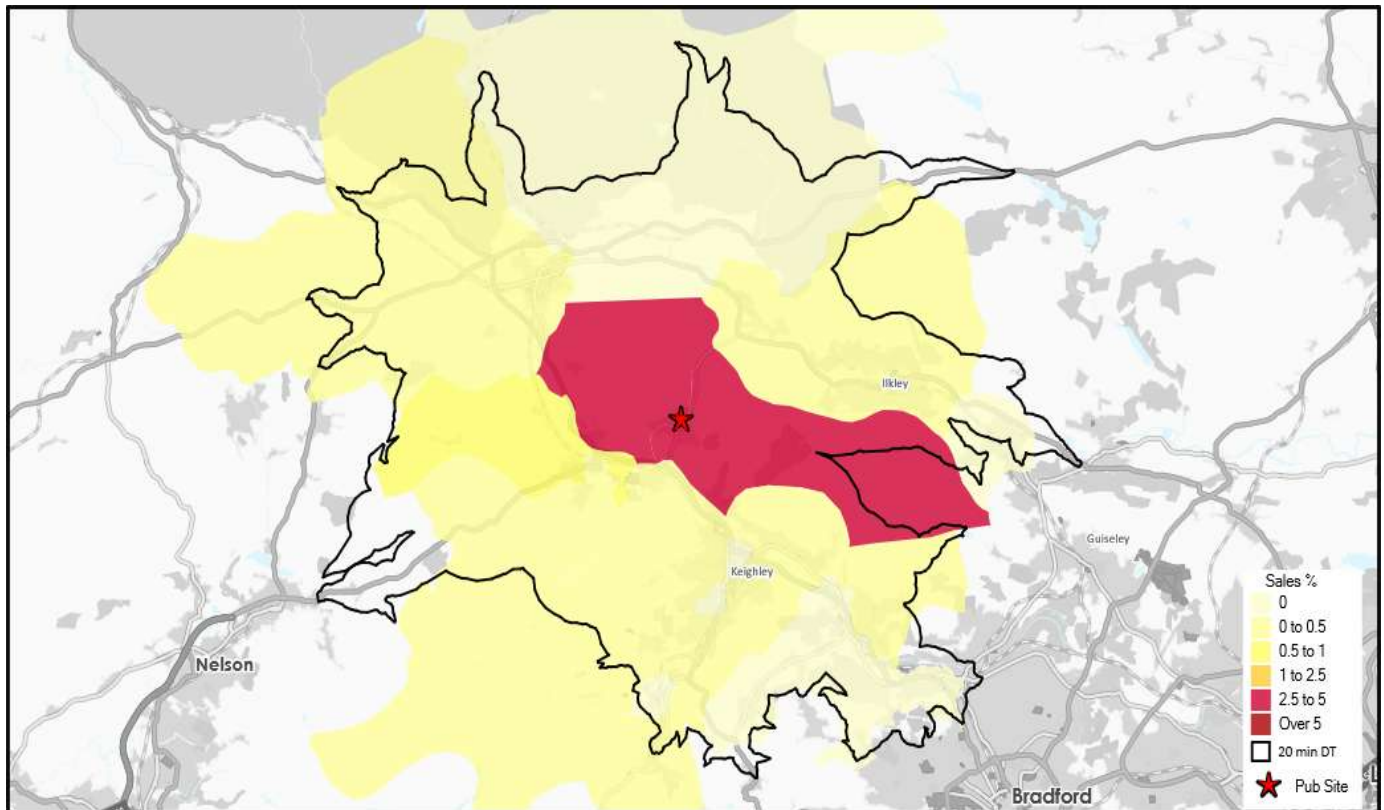
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



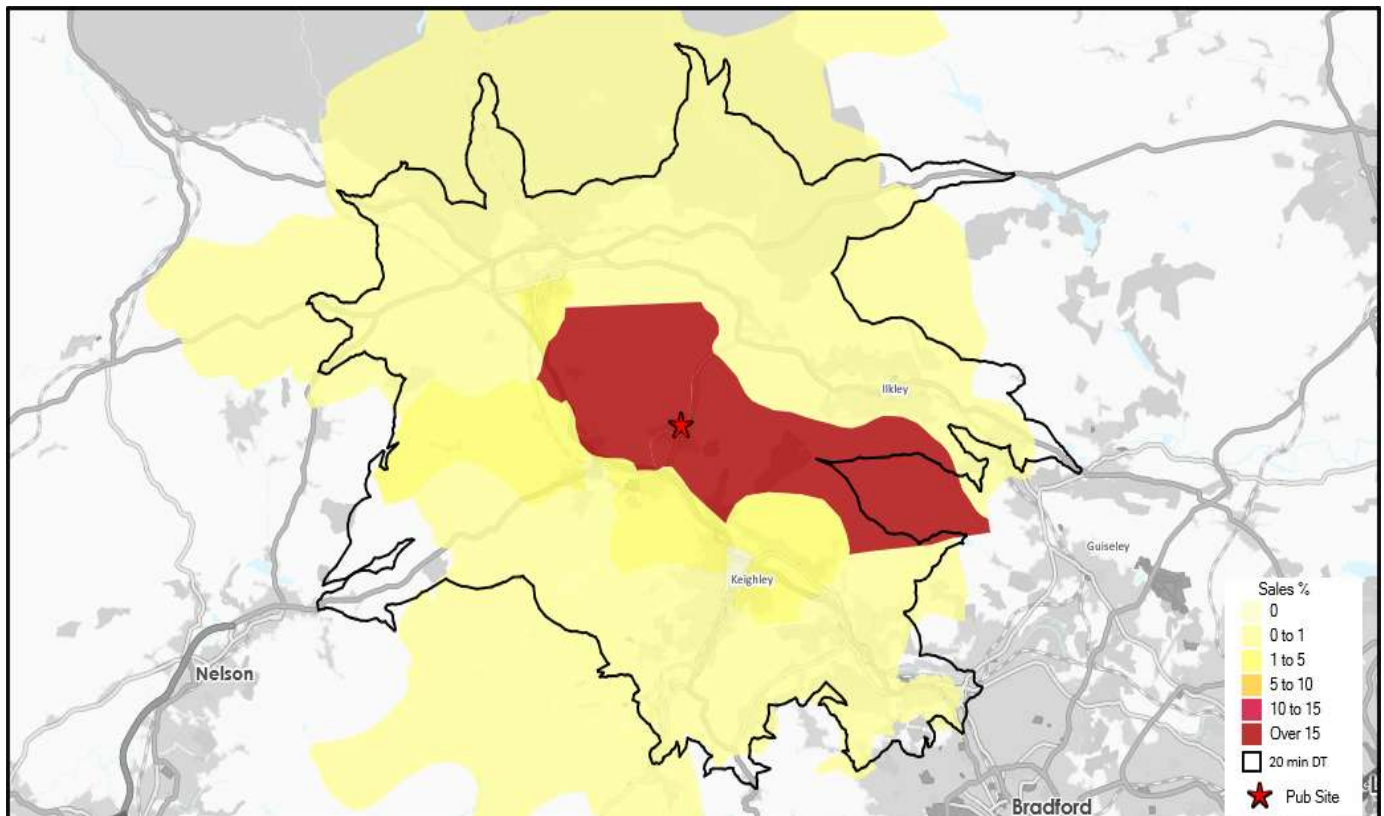
Seasonality of the spend split by month

Kings Arms Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

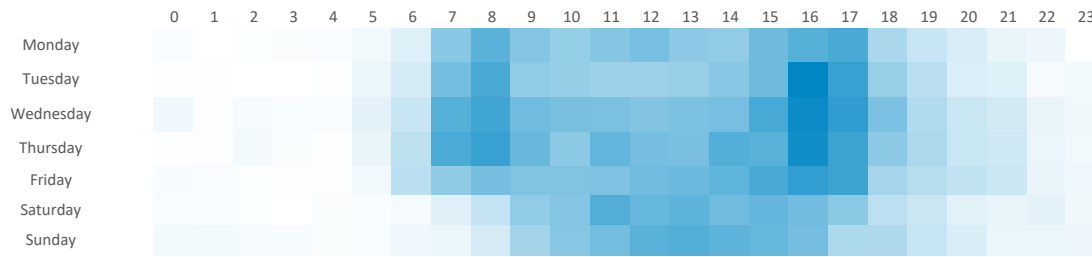
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Kings Arms



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

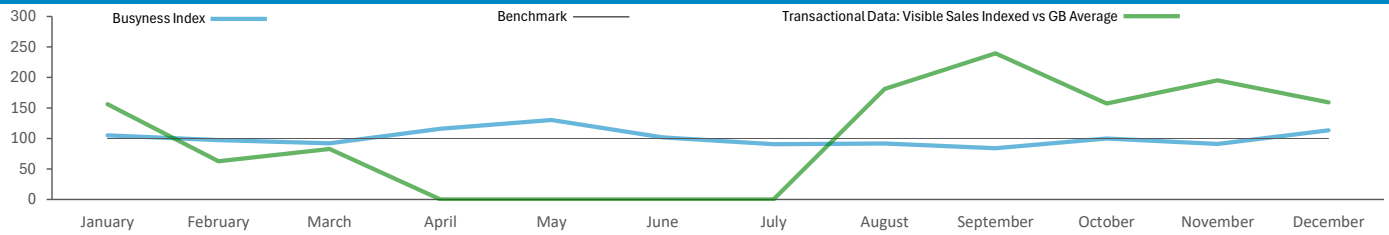
Mobile Data Summary - Kings Arms

Time of Day/Day of Week



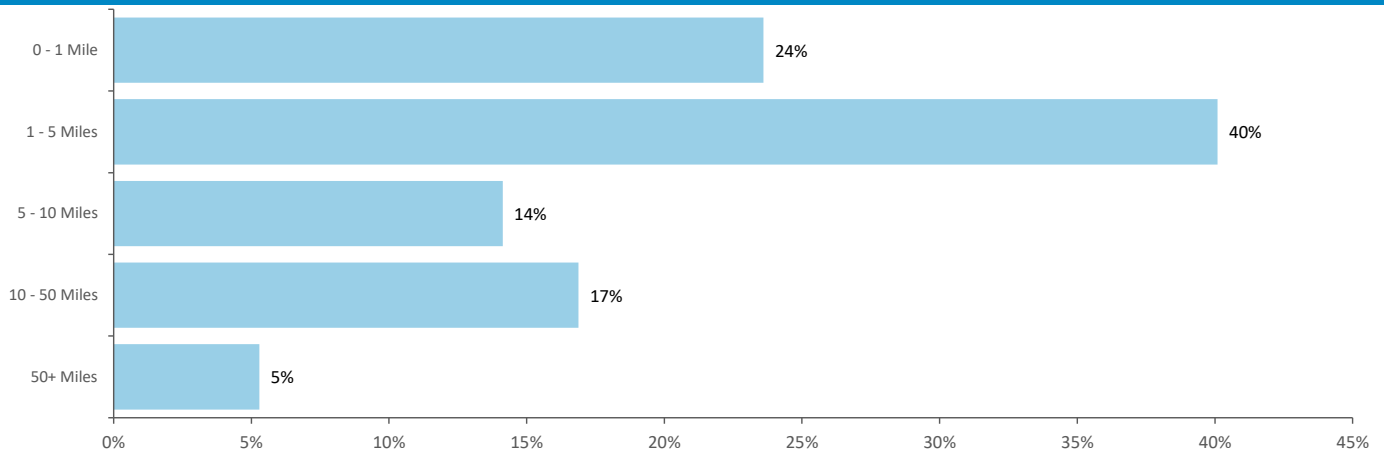
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

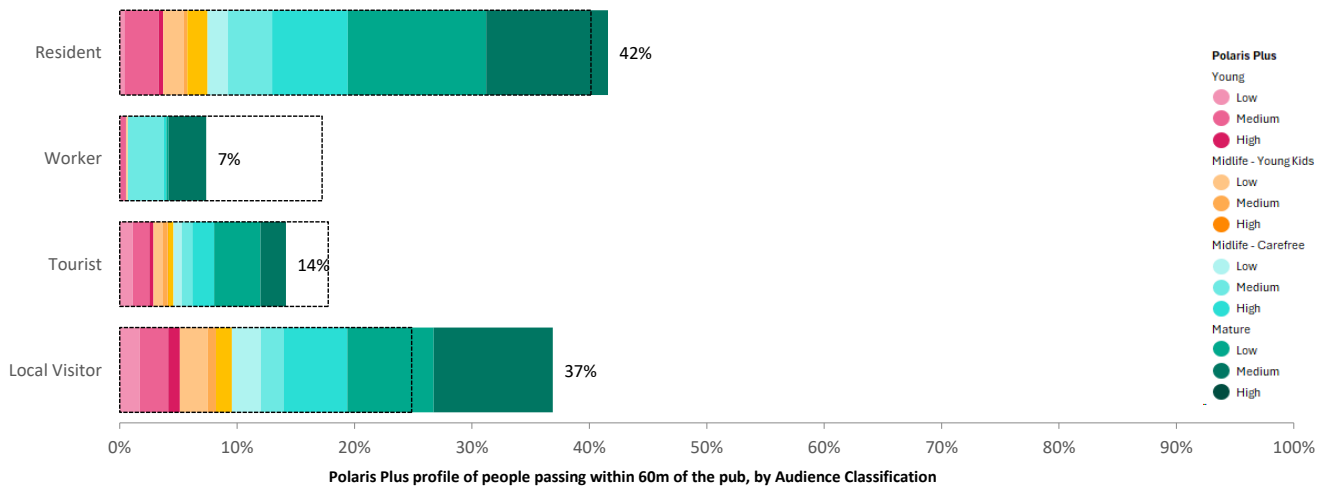
Distance from Home



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

Audience Classification by Polaris Plus

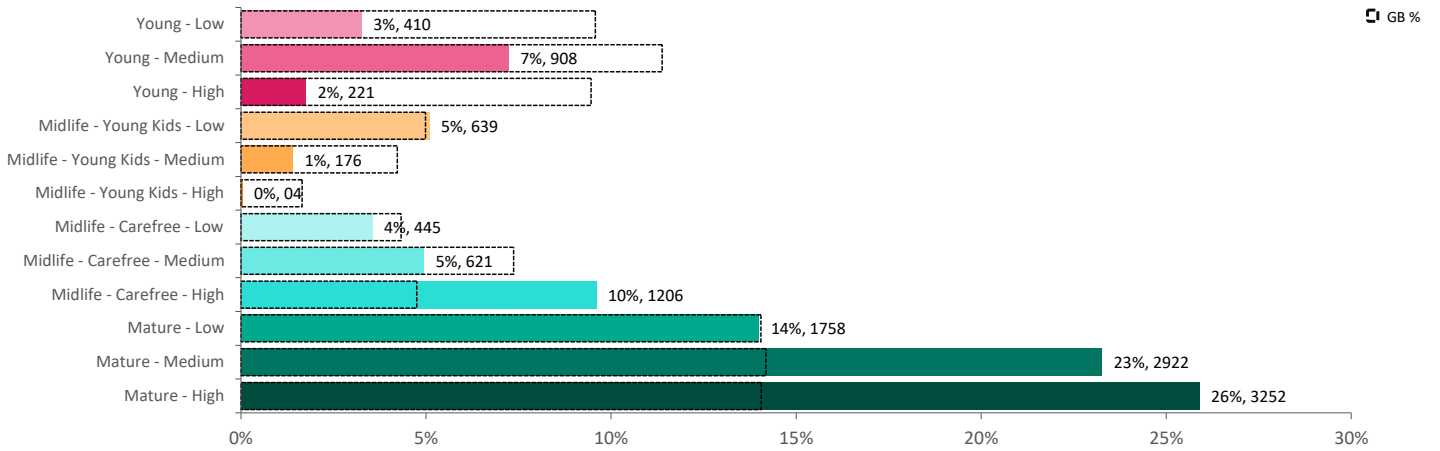
Base: GB



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

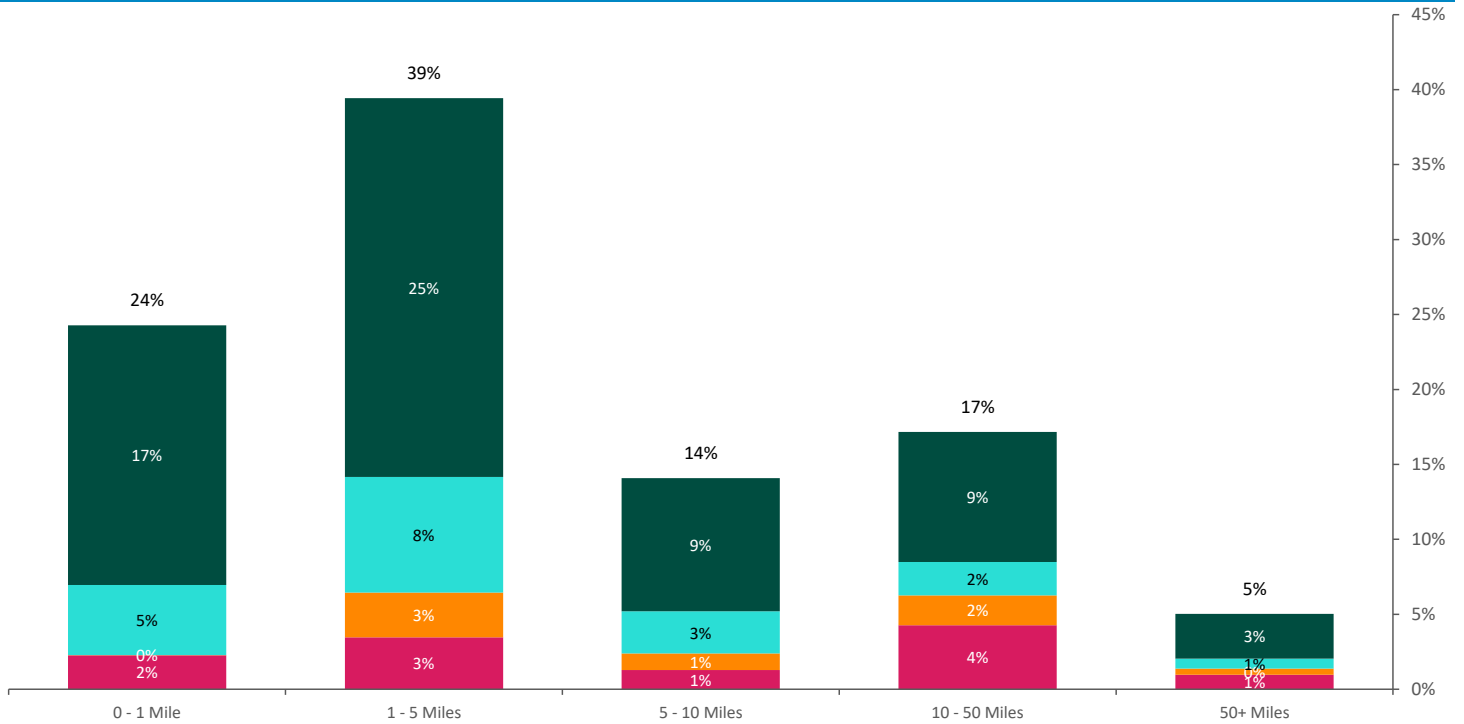
Mobile Data Summary - Kings Arms

Polaris Plus Profile



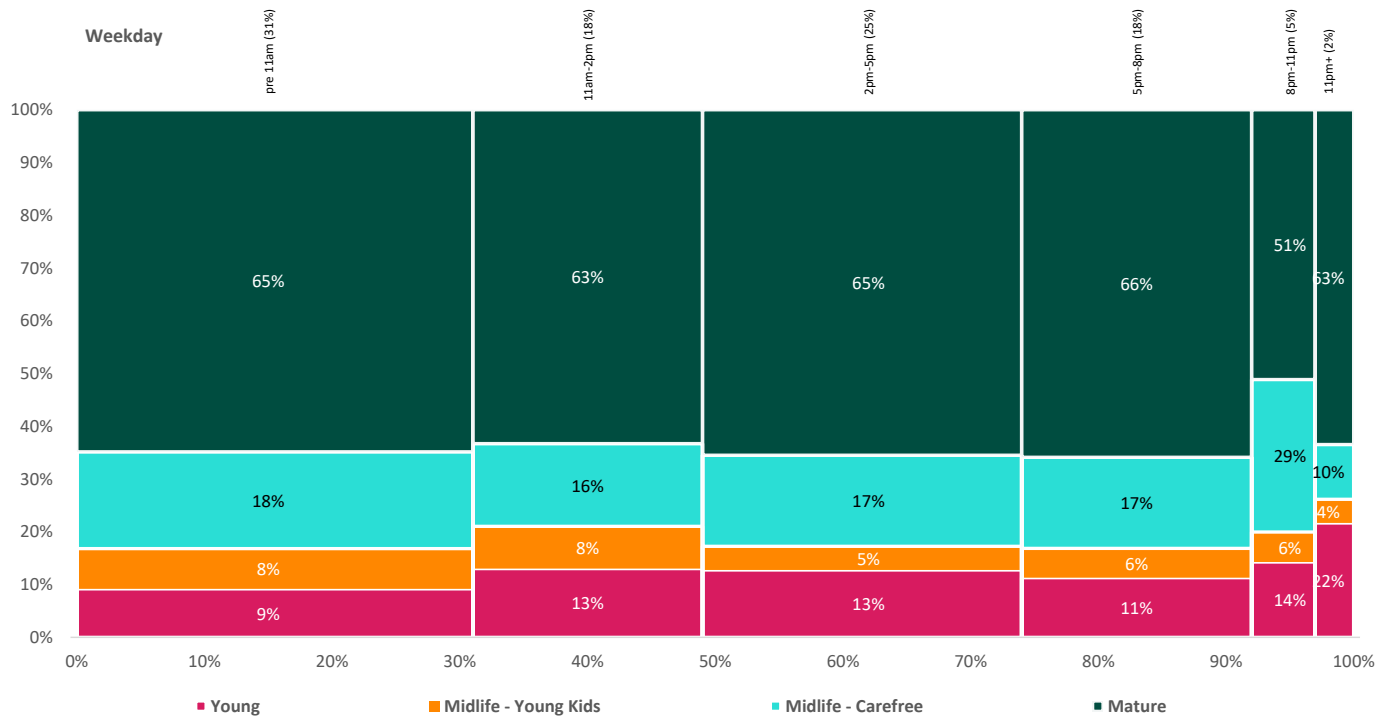
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



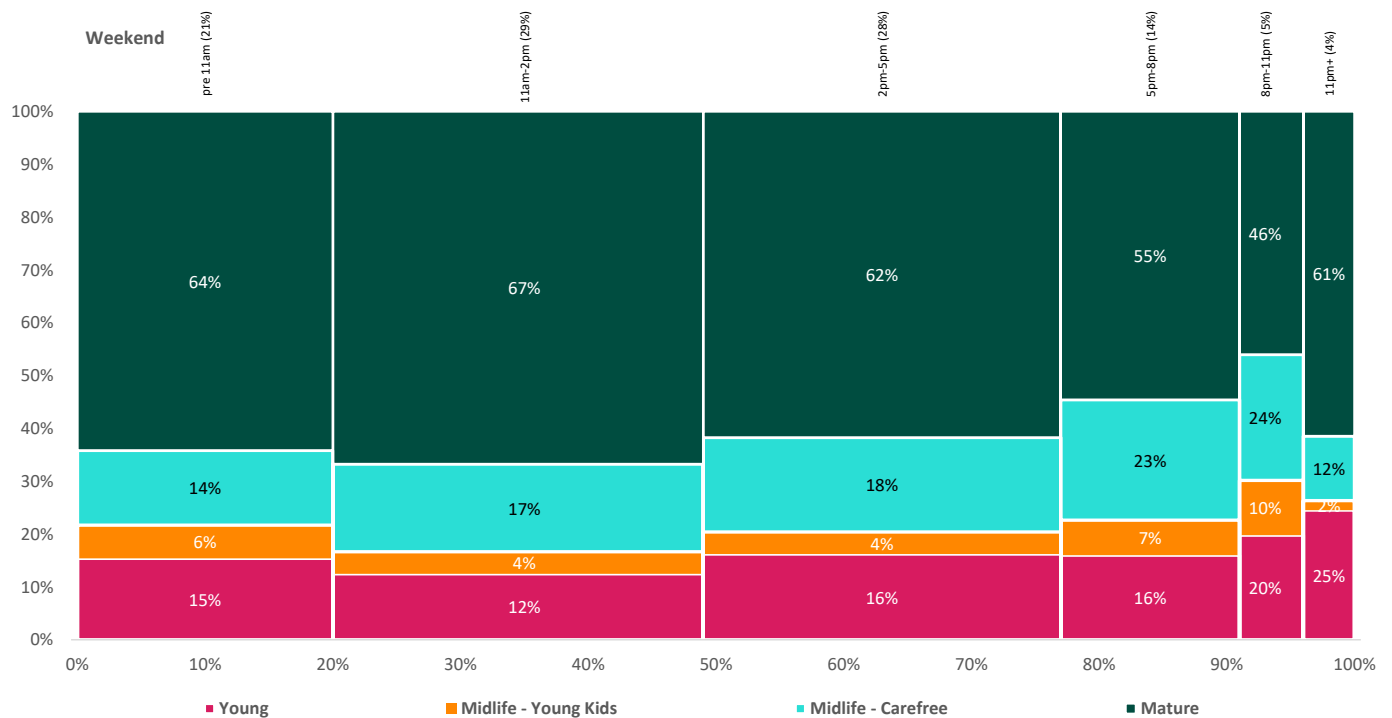
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2,344	1,352	1,886	1,372	316	149	7,419
Midlife - Carefree		663	335	497	360	179	24	2,058
Midlife - Young Kids		276	171	130	116	35	11	738
Young		332	279	367	236	88	51	1,353
All		3,616	2,136	2,880	2,083	618	234	11,567

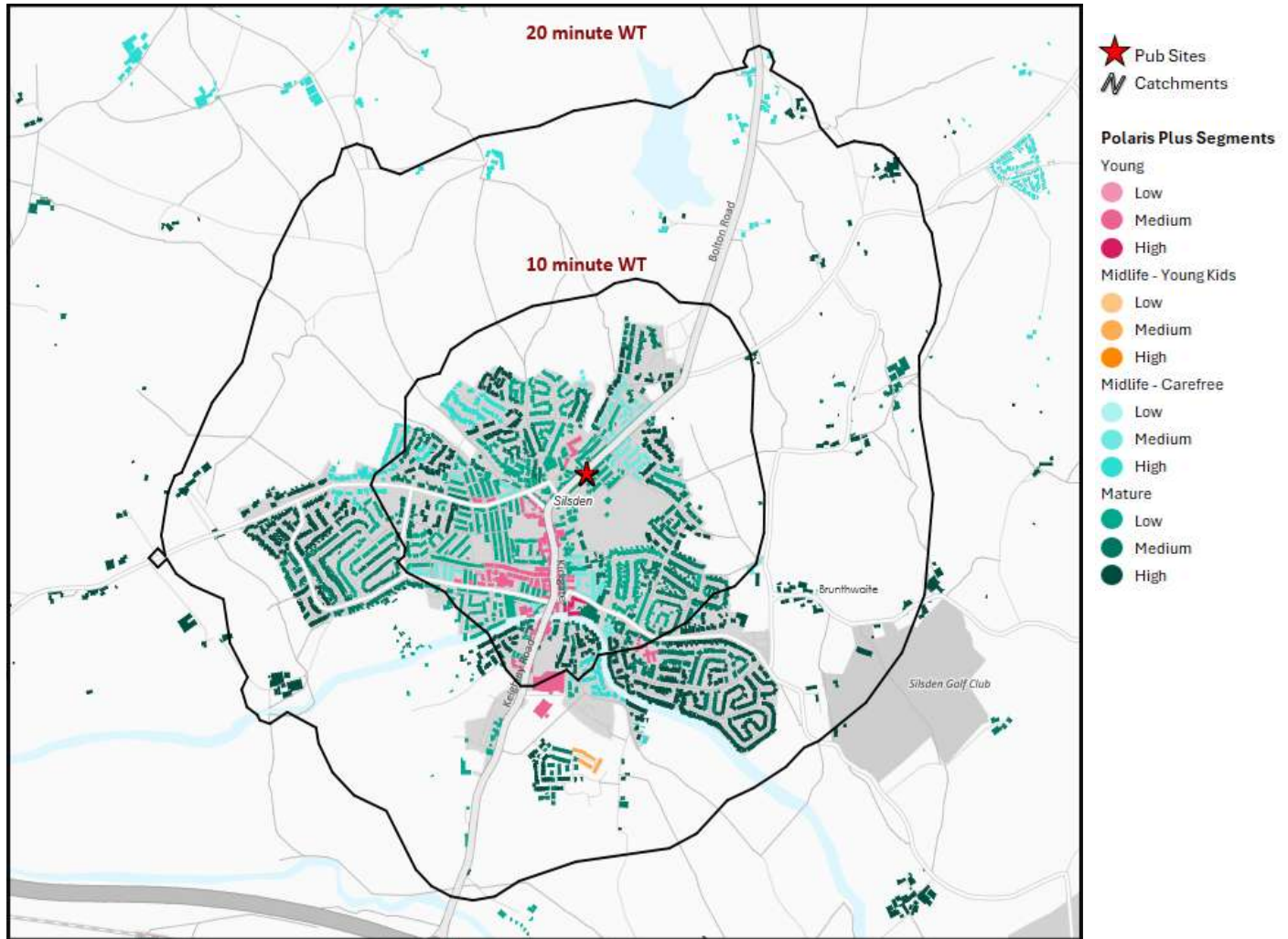
Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		481	707	618	281	86	79	2,253
Midlife - Young Kids		106	176	179	117	45	16	639
Midlife - Carefree		47	44	42	34	19	2	189
Mature		116	132	162	83	37	32	562
All		750	1,059	1,002	515	188	128	3,643

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

Polaris Plus Summary - Kings Arms



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

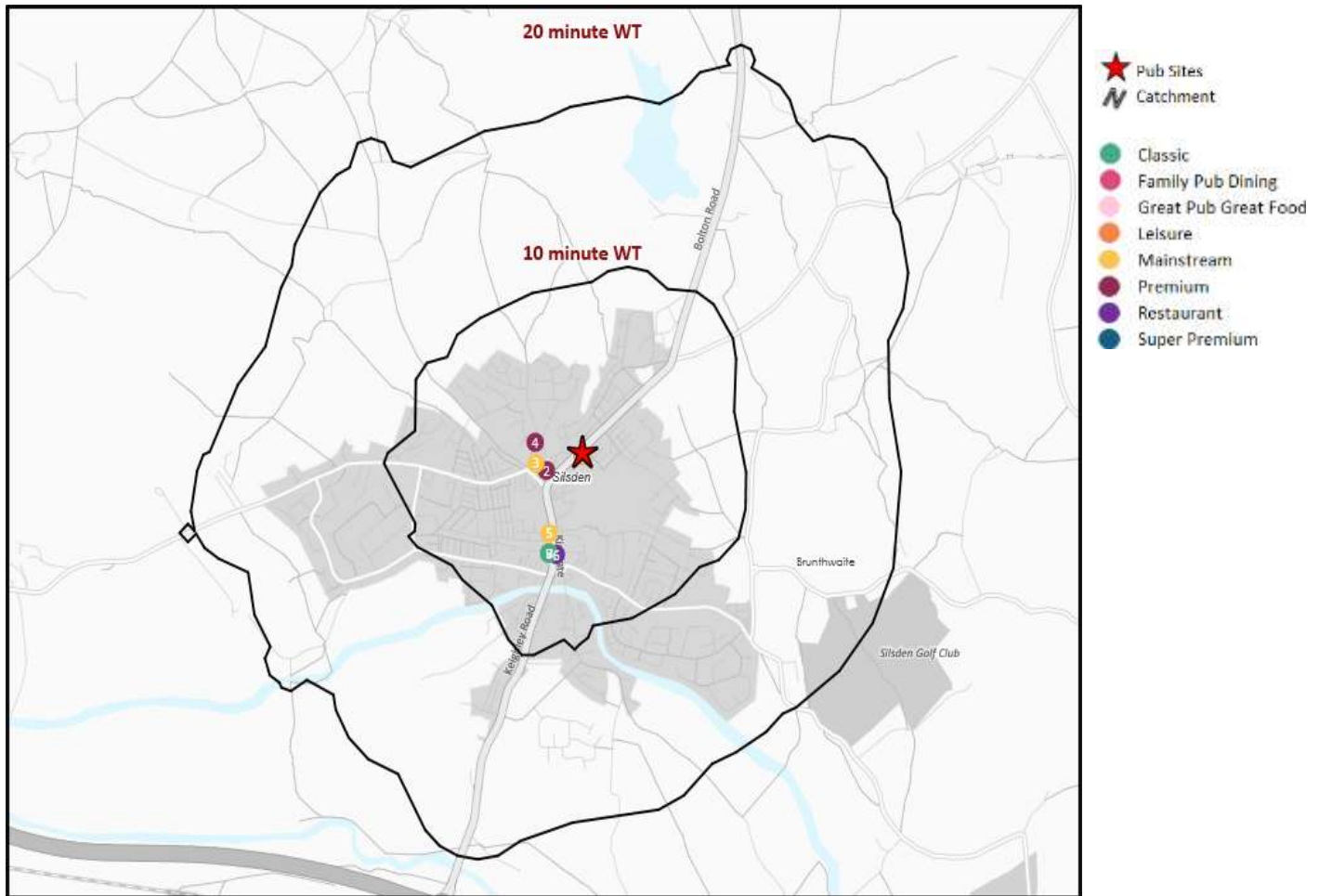
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	5	5	7,480	1	1	47
Medium	526	533	15,903	102	66	90
High	28	29	3,589	9	6	33
Midlife - Young Kids						
Low	0	0	10,646	0	0	119
Medium	0	61	7,601	0	19	107
High	0	0	82	0	0	4
Midlife - Carefree						
Low	0	0	6,841	0	0	100
Medium	402	426	8,985	119	81	78
High	151	329	8,853	70	98	121
Mature						
Low	2,081	2,280	25,302	327	229	117
Medium	943	1,823	32,917	128	158	131
High	478	1,789	30,481	67	161	126
Not Private Households	90	90	1,800	179	114	105
Total	4,704	7,365	160,480			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Kings Arms



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Kings Arms	BD20 0JY	Star Pubs & Bars	Mainstream	4.0%	94.0%	0.00
1	Bai Tong	BD20 0JY	Independent Free	Restaurant	0.0%	0.0%	0.00
2	Punch Bowl Hotel	BD20 9ND	Stonegate Pub Company	Premium	8.6%	92.7%	0.09
3	Sunny Bank Social Club	BD20 9NB	Independent Free	Mainstream	1.4%	89.1%	0.11
4	Lt Sports Bar and Gin Lounge	BD20 9NE	Independent Free	Premium	0.0%	0.0%	0.12
5	Red Lion Hotel	BD20 0AQ	*Other Small Retail Groups	Mainstream	0.0%	0.0%	0.19
6	Curry Corner	BD20 0AL	Independent Free	Restaurant	0.0%	0.0%	0.23
7	Bloom	BD20 0AJ	Independent Free	Mainstream	13.5%	95.1%	0.23
8	Counting House	BD20 0AJ	Independent Free	Premium	7.5%	87.5%	0.23
9	Robin Hood	BD20 0AJ	Star Pubs & Bars	Classic	2.7%	88.7%	0.23
10	Steeton Hall	BD20 6RY	*Other Small Retail Groups	Mainstream	14.1%	79.7%	1.21
11	Steeton Cricket Club	BD20 6RX	Independent Free	Leisure	1.3%	86.7%	1.28
12	Steeton Working Mens Club	BD20 6RL	Independent Free	Classic	0.0%	100.0%	1.43
13	Goats Head Hotel	BD20 6NR	Red Oak Taverns	Classic	6.7%	92.2%	1.48
14	Steeton Sailors and Soldiers Club	BD20 6NT	Independent Free	Classic	4.0%	94.8%	1.56
15	White Lion	BD20 9BH	Star Pubs & Bars	Premium	15.5%	70.9%	1.99
16	Eastburn Inn	BD20 7SN	Independent Free	Classic	0.0%	100.0%	2.01
17	Keighley Golf Club	BD20 6DH	Independent Free	Leisure	9.3%	87.7%	2.09
18	Zolsha Restaurant	BD20 7SA	Independent Free	Restaurant	4.1%	84.8%	2.13
19	Beer Belly Kitchen	BD20 7DT	Independent Free	Mainstream	0.0%	0.0%	2.31
20	Craven Brew Tap Room	BD20 7DT	Independent Free	Mainstream	7.4%	91.2%	2.31

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Kings Arms

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Over GB Average
Around GB Average
Under GB Average

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Leisure	59	16,426	10.2%	102
Mainstream	75	22,754	14.2%	102
Premium	51	22,822	14.2%	99
Restaurant	50	36,229	22.6%	98
Super Premium	6	5,928	3.7%	94

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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
Product needs	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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	
	