

Catchment Summary - Woolpack Brigg

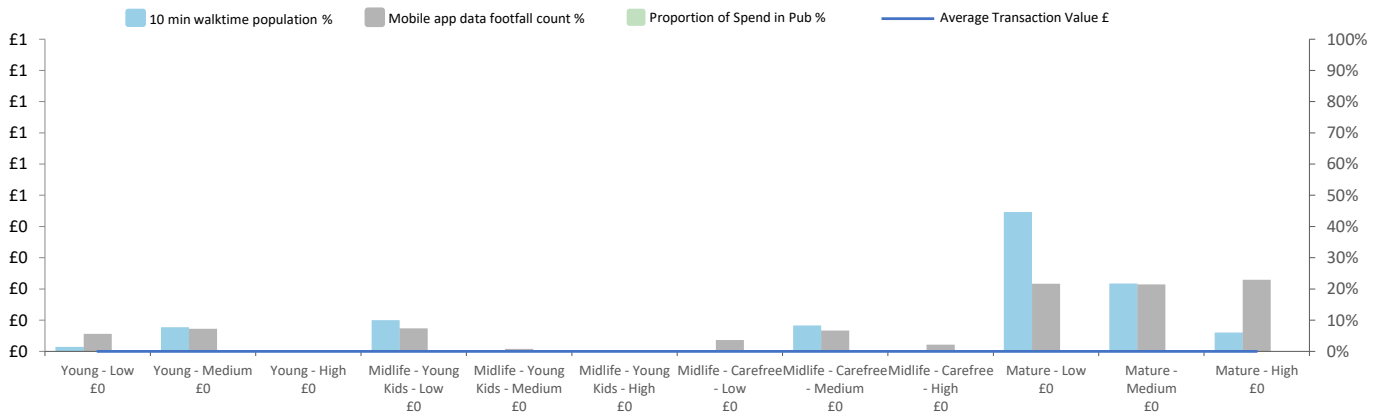
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625988	Woolpack Brigg	DN20 8HA	Star Pubs & Bars	Circuit Bar	18



- ★ 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 - Woolpack Brigg

	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**

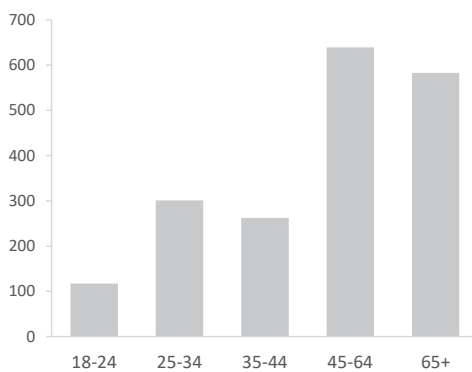
Population	2,310	6,470	135,076	43	35	31
Adults 18+	1,902	5,324	107,931	42	35	31
Competition Pubs	8	12	112	44	33	27
Adults 18+ per Competition Pub	238	444	964	28	52	112
% Adults Likely to Drink	77.6%	78.7%	76.9%	102	103	101

Population & Adults 18+ index is based on all pubs

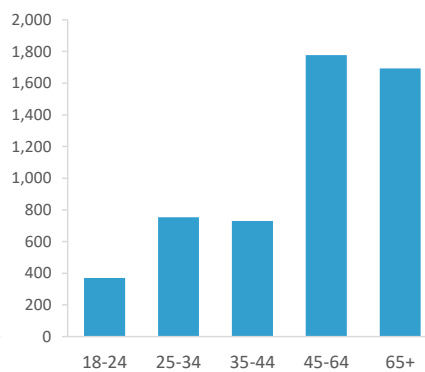
Affluence	Low	56.2%	46.5%	53.4%	169	140	161
	Medium	37.7%	34.5%	32.6%	99	90	86
	High	6.1%	16.9%	12.6%	22	62	46

*Affluence does not include Not Private Households

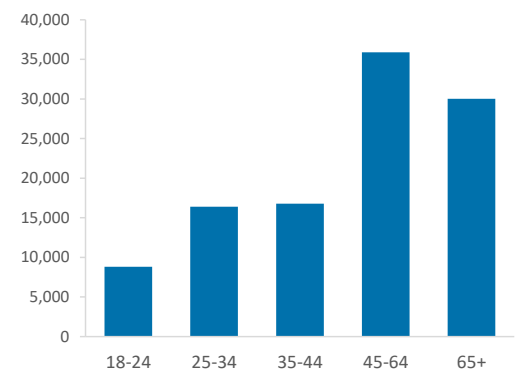
Age Profile	18-24	117	370	8,831	62	70	80
	25-34	301	754	16,385	98	87	91
	35-44	262	730	16,782	86	85	94
	45-64	639	1,777	35,893	108	107	103
	65+	583	1,693	30,040	131	136	116



■ 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	1,140 (49%)	3,138 (49%)	66,688 (49%)	101	99	101
	Female	1,170 (51%)	3,332 (51%)	68,388 (51%)	99	101	99

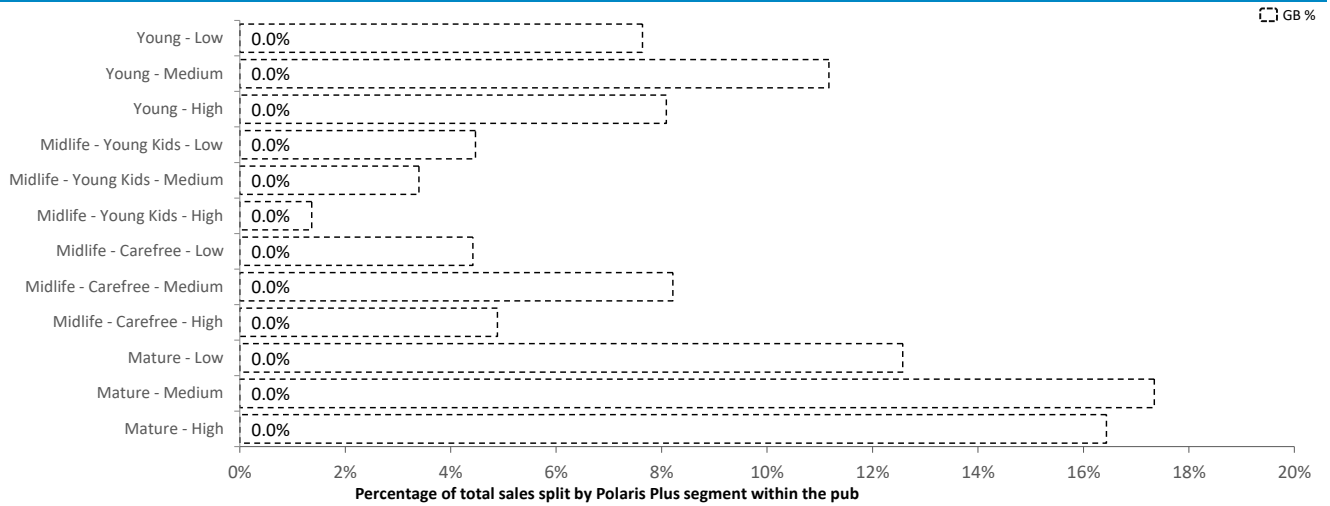
Economic Status (16+)	Employed: Full-time	600 (31%)	1,786 (33%)	38,332 (34%)	89	95	100
	Employed: Part-time	238 (12%)	655 (12%)	13,898 (12%)	103	101	105
	Self employed	140 (7%)	329 (6%)	7,237 (6%)	78	65	70
	Unemployed	52 (3%)	140 (3%)	3,022 (3%)	97	93	98
	Full-time student	16 (1%)	80 (1%)	1,945 (2%)	35	62	73
	Retired	616 (32%)	1,687 (31%)	29,545 (27%)	145	141	121
	Other	286 (15%)	789 (14%)	17,386 (16%)	84	83	90

Total Worker Count	2,893	4,770	80,567
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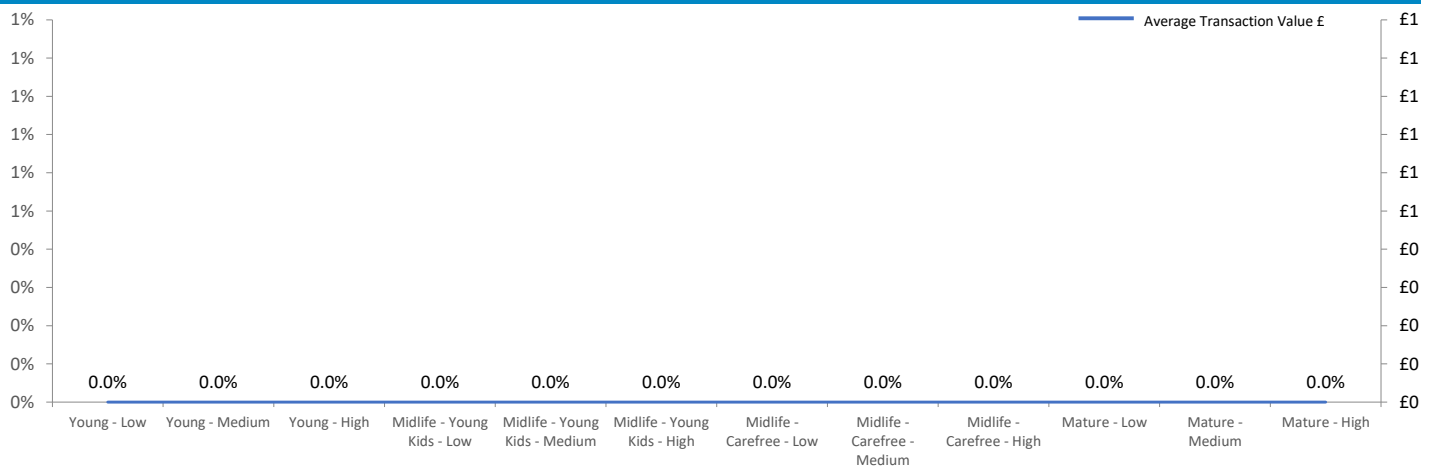
See the Glossary page for further information on the above variables

Transactional Data Summary - Woolpack Brigg

Spend by Polaris Plus

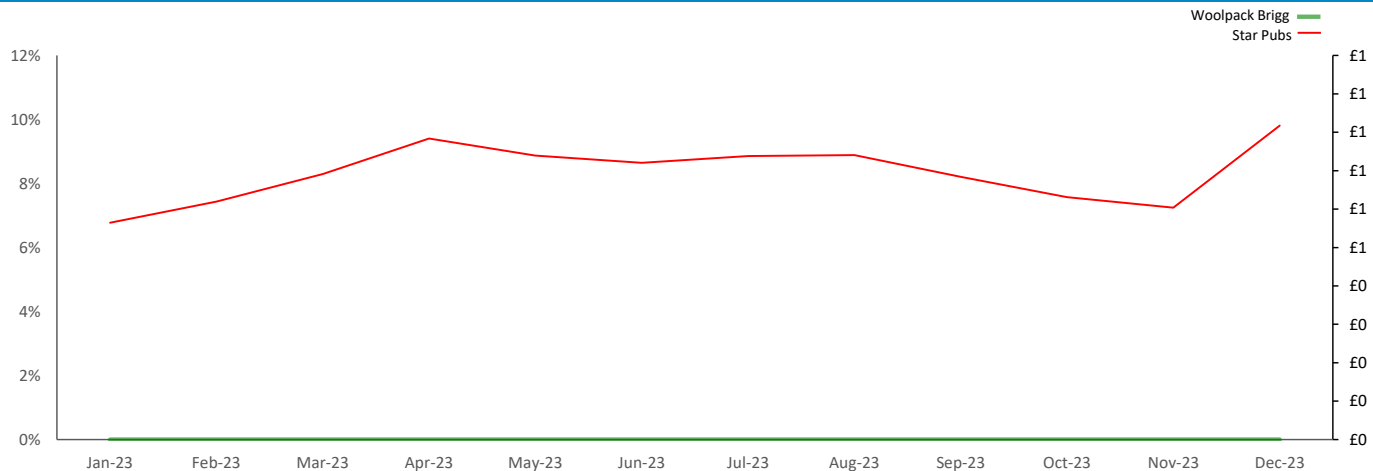


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



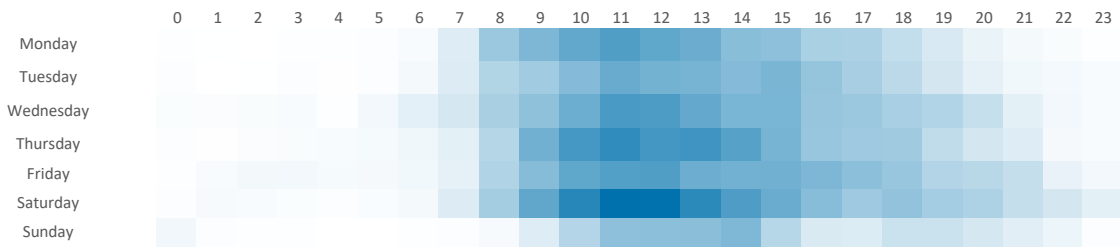
Seasonality of the spend split by month

Mobile Data Summary - Woolpack Brigg



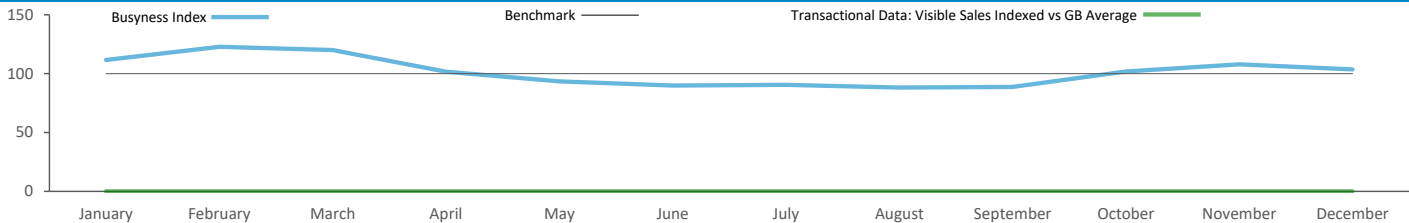
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Time of Day/Day of Week



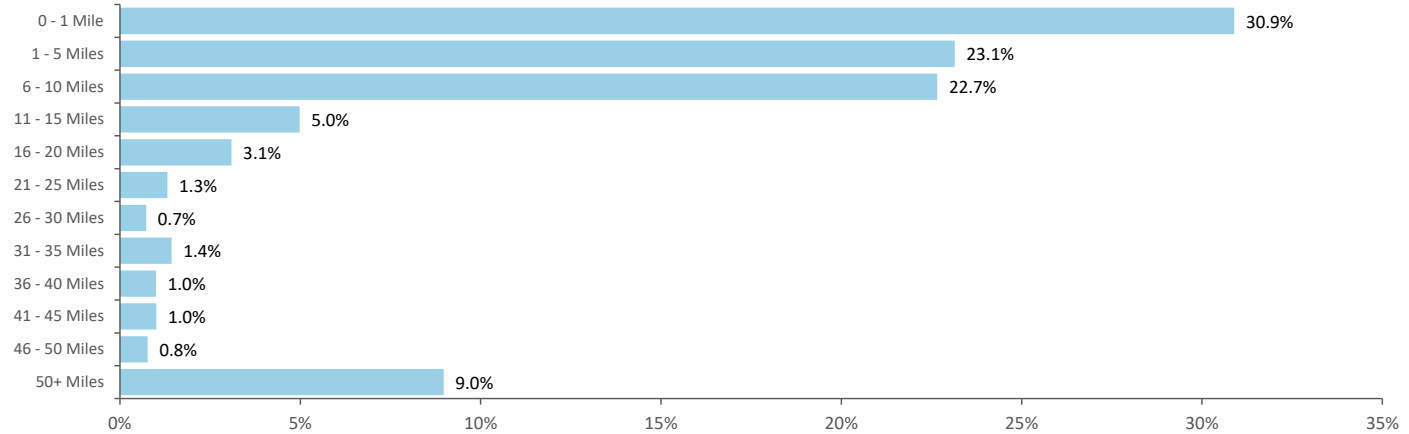
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

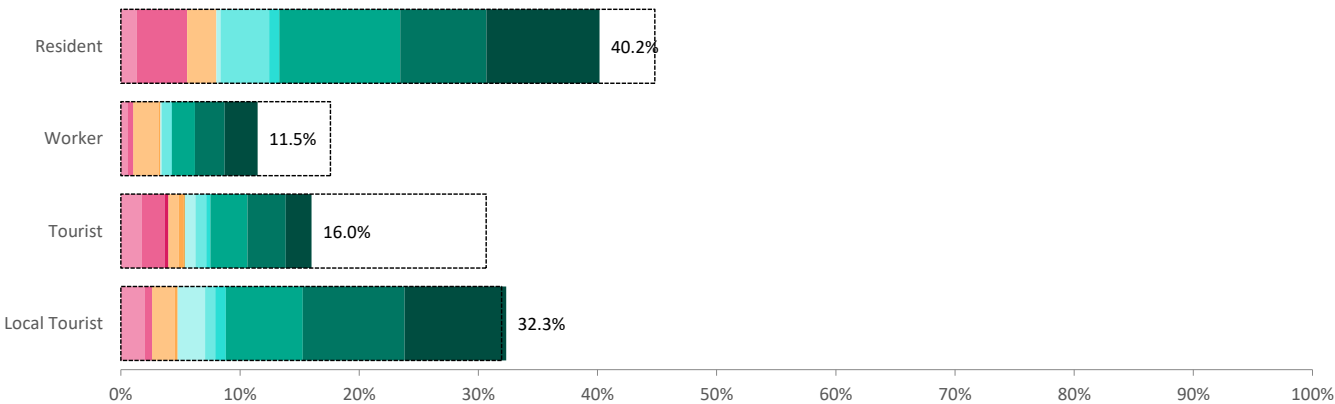
Distance from Home



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



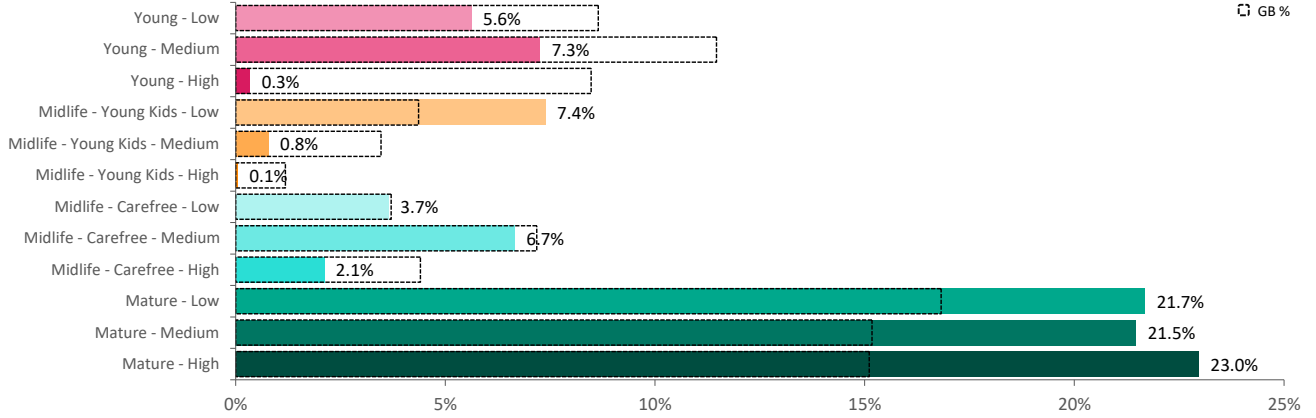
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Woolpack Brigg



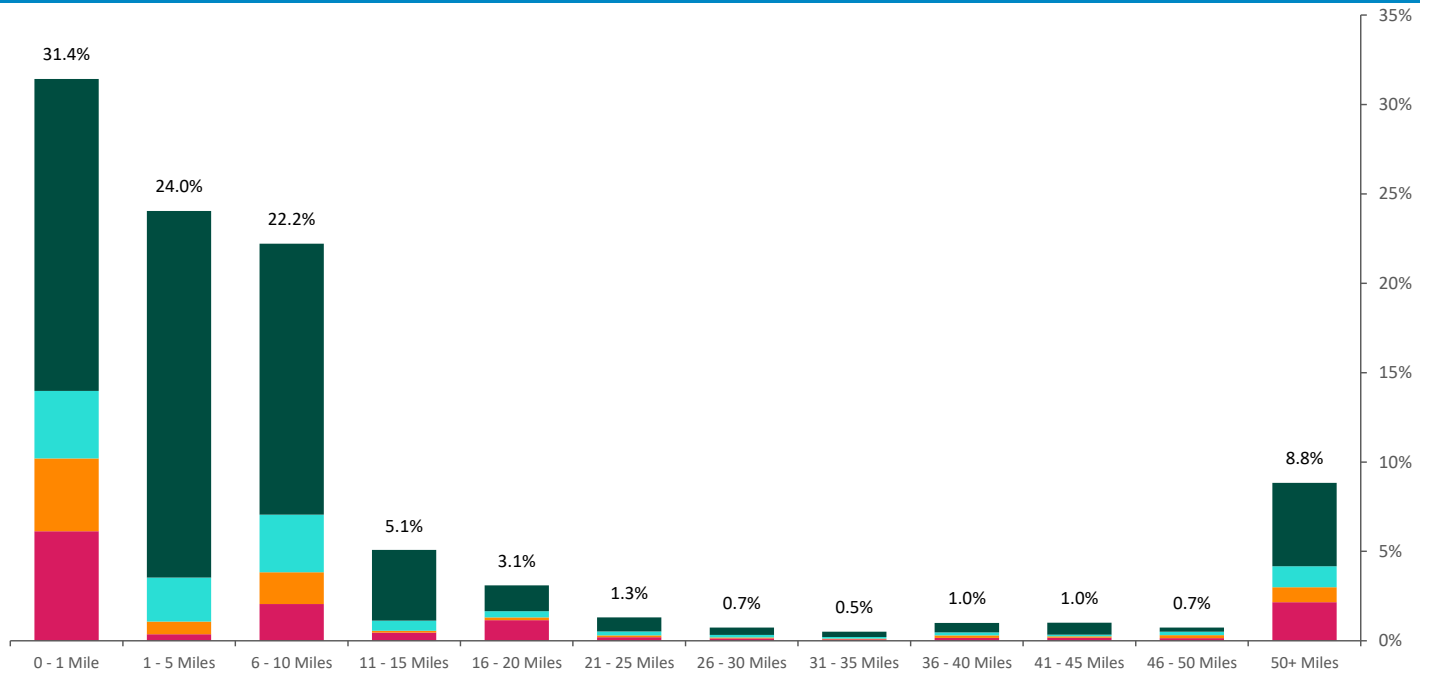
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Polaris Plus Profile



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



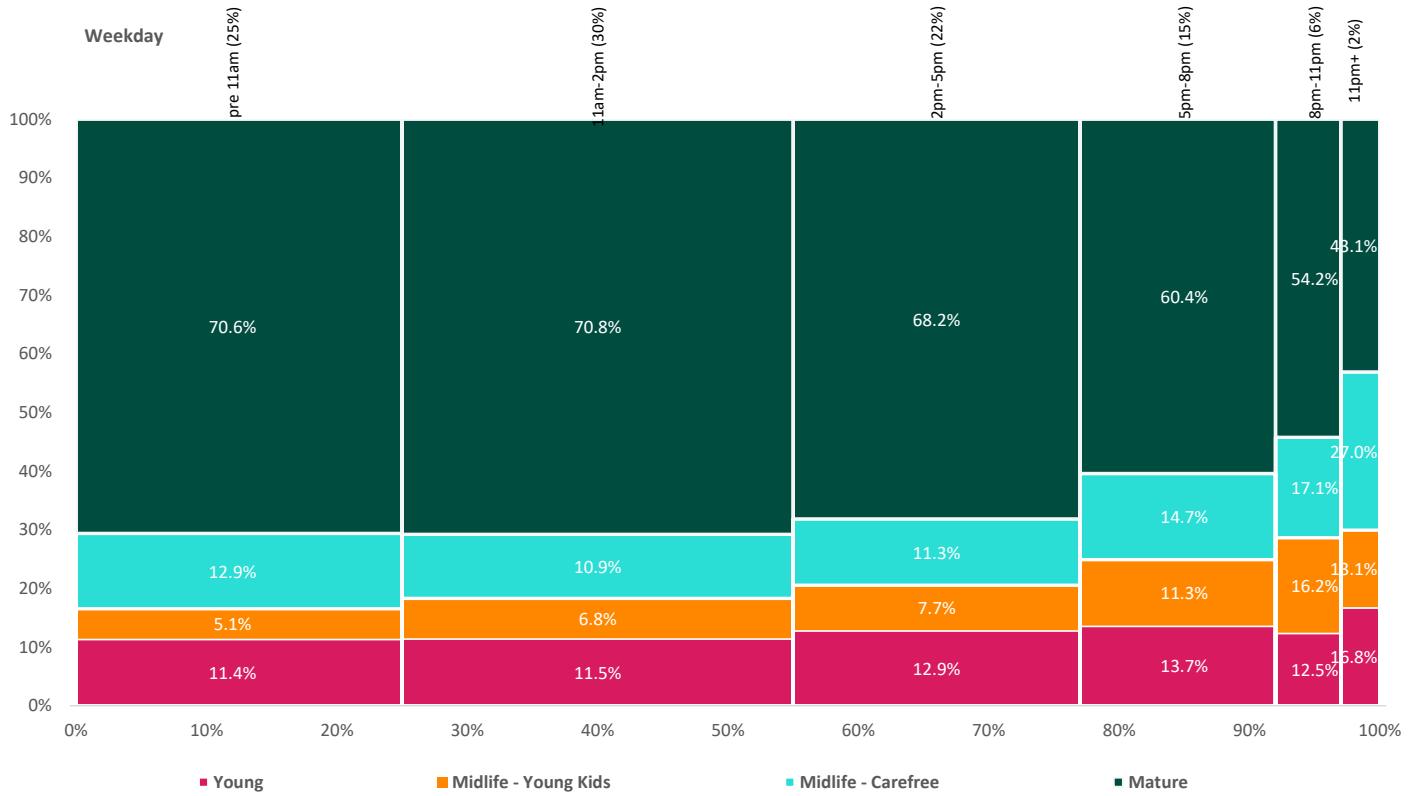
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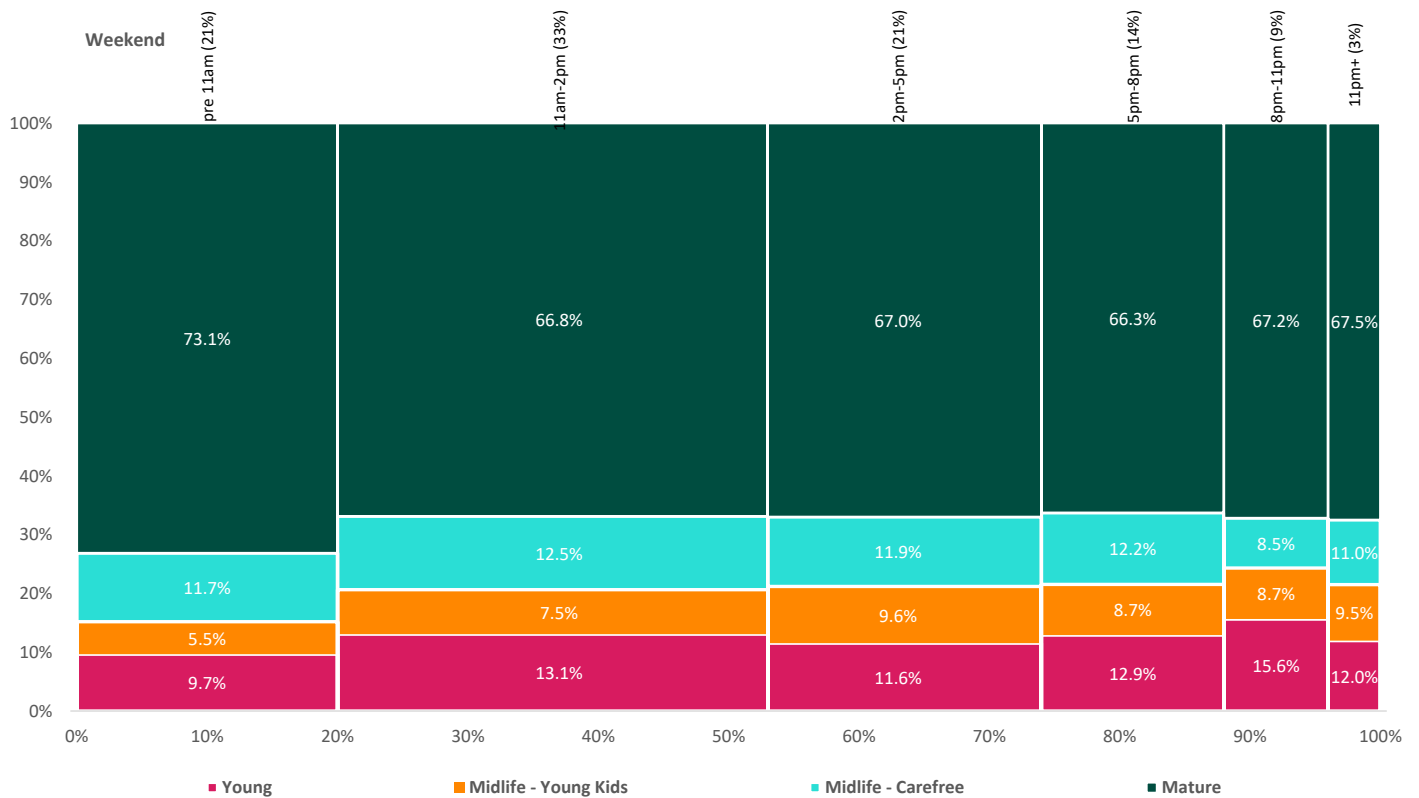


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Woolpack Brigg



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	176	526	18,644	34	36	63
Midlife - Young Kids	190	525	13,329	91	90	113
Midlife - Carefree	158	384	17,083	52	46	100
Mature	1,378	3,778	57,500	163	160	120
Not Private Households	0	111	1,375	0	159	97
Total	1,902	5,324	107,931			

Polaris Plus Summary - Woolpack Brigg



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	28	259	15,479	15	50	146
Medium	147	266	3,148	70	46	27
High	1	1	17	1	0	0
Midlife - Young Kids						
Low	190	525	12,990	182	180	219
Medium	0	0	339	0	0	7
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	67	9,837	0	30	216
Medium	158	317	5,028	116	83	65
High	0	0	2,218	0	0	46
Mature						
Low	850	1,626	19,381	325	222	131
Medium	413	1,252	26,709	139	150	158
High	115	900	11,410	40	113	71
Not Private Households	0	111	1,375	0	159	97
Total	1,902	5,324	107,931			

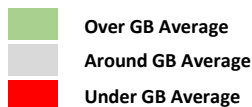
CGA Summary - Woolpack Brigg



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Woolpack	DN20 8HA	Star Pubs & Bars	Circuit Bar	0.0
1	Pantry 8020	DN20 8EQ	Independent Free	Restaurants	0.0
2	La Finca	DN20 8LD	Independent Free	Restaurants	0.0
2	Yellowbelly Pizza	DN20 8LD	Independent Free	Casual Dining	0.0
2	Vault	DN20 8LD	Independent Free	High Street Pub	0.0
2	Lord Nelson	DN20 8LD	Old Mill Brewery	Circuit Bar	0.0
6	Brigg Servicemens Club	DN20 8EX	Independent Free	Clubland	0.0
7	Yarborough Hunt	DN20 8NS	Independent Free	Circuit Bar	0.1
8	China Royal Restaurant	DN20 8LN	Independent Free	Restaurants	0.1
9	Black Bull	DN20 8JH	Stonegate Pub Company	Family Pub Dining	0.1
10	Mumbai Lounge	DN20 8JD	Independent Free	Restaurants	0.1
11	Dying Gladiator	DN20 8EF	*Other Small Retail Groups	Circuit Bar	0.1
12	Exchange Coach House Inn	DN20 8EJ	Independent Free	Hotel	0.1
13	White Horse	DN20 8JR	Wetherspoons GB	Circuit Bar	0.2
14	Britannia Inn	DN20 8BS	Admiral Taverns Ltd	Family Pub Dining	0.2
15	Glanford Boat Club	DN20 8NQ	Independent Free	Clubland	0.3
16	Brigg Town Football Club	DN20 8PG	Independent Free	Clubland	0.5
17	Ancholme Leisure Centre	DN20 9JU	Independent Free	Clubland	0.6
18	Vineyard	DN20 9HE	Independent Free	Restaurants	1.2

Per Pub Analysis - Woolpack Brigg



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,902	5,324	107,931
Number of Competition Pubs	8	12	112
Adults 18+ per Competition Pub	238	444	964

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	35	1.8%	23
Circuit Bar	4	82	4.3%	107
Community Pub	0	671	35.3%	185
Craft Led	0	23	1.2%	35
Great Pub Great Food	0	153	8.1%	46
High Street Pub	1	572	30.1%	163
Premium Local	0	207	10.9%	66

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	134	2.5%	31
Circuit Bar	5	181	3.4%	84
Community Pub	0	1,558	29.3%	153
Craft Led	0	52	1.0%	28
Great Pub Great Food	0	718	13.5%	76
High Street Pub	1	1,367	25.7%	139
Premium Local	0	819	15.4%	93

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	3,097	2.9%	36
Circuit Bar	6	3,754	3.5%	86
Community Pub	18	29,471	27.3%	143
Craft Led	0	1,253	1.2%	34
Great Pub Great Food	0	12,295	11.4%	64
High Street Pub	15	26,977	25.0%	136
Premium Local	19	14,843	13.8%	83

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				
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