CACI

Catchment Summary - Shoulder Of Mutton Holmfirth

★ star PUBS & BARS

	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		2,922	6,978	167,296	55	48	44
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2,341	5,617	133,089	54	31	45
Competition Pubs		15	17	258	100	53	71
Adults 18+ per Competition Pub		156	330	516	19	40	62
% Adults Likely to Drink		86.1%	85.7%	82.0%	104	104	99
Affluence	Low	2.6%	6.7%	19.7%	10	26	77
	Medium	9.0%	11.2%	32.3%	23	29	82
	High	88.5%	79.1%	46.9%	264	236	140
Age Profile	18-24	137	358	15,847	58	63	117
	25-34	263	578	20,405	68	62	92
	35-44	299	713	20,168	80	79	94
	45-64	1,020	2,272	44,038	137	127	103
	65+	622	1,696	32,631	111	127	102
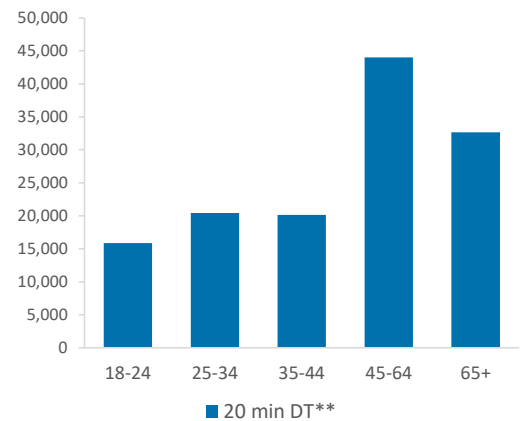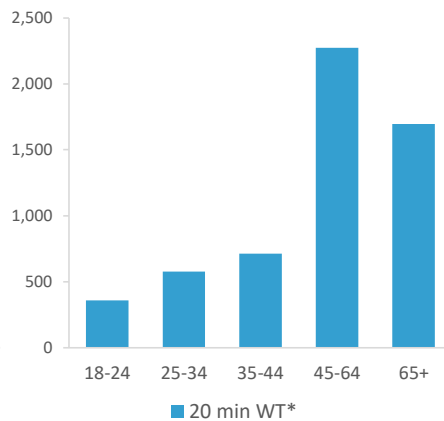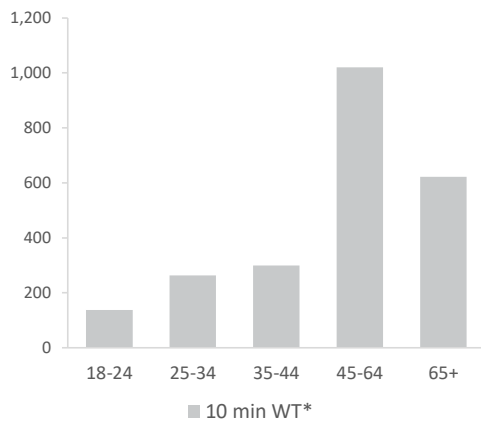
*Affluence does not include Not Private Households

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	1,417 (48%)	3,432 (49%)	83,713 (50%)	98	99	101
	Female	1,505 (52%)	3,546 (51%)	83,583 (50%)	102	101	99
Economic Status (16-74)	Employed: Full-time	938 (43%)	2,083 (42%)	46,476 (38%)	104	100	92
	Employed: Part-time	298 (14%)	681 (14%)	15,923 (13%)	106	104	101
	Self employed	300 (14%)	624 (12%)	11,857 (10%)	144	130	102
	Unemployed	27 (1%)	73 (1%)	2,761 (2%)	52	61	95
	Retired	356 (16%)	934 (19%)	18,514 (15%)	119	135	110
	Other	255 (12%)	622 (12%)	26,358 (22%)	59	63	110
Total Worker Count		1,344	2,462	68,521			

See the Glossary page for further information on the above variables

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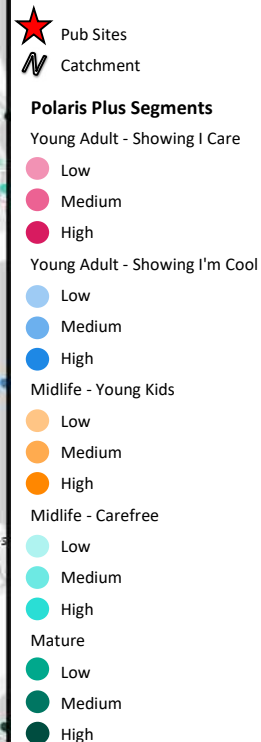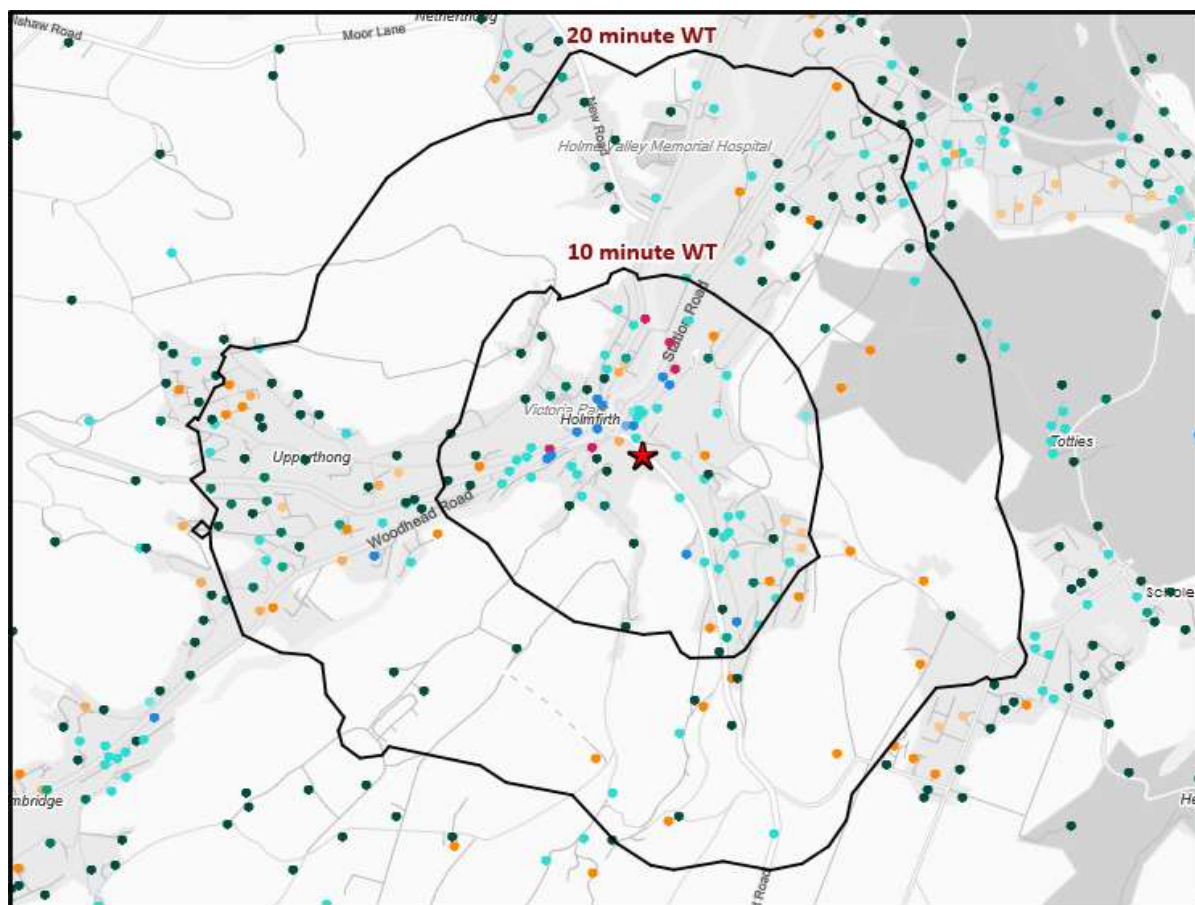
Polaris Summary - Shoulder Of Mutton Holmfirth
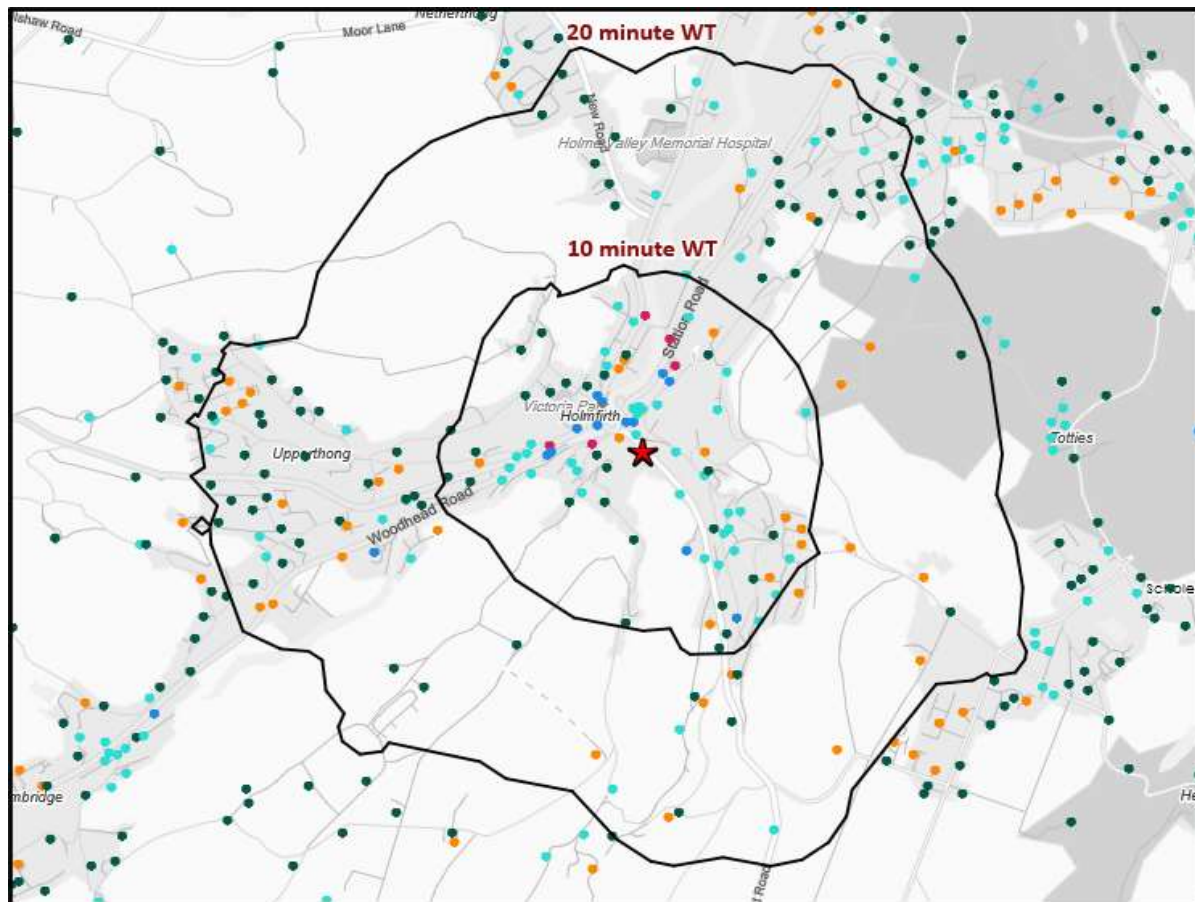
★ Pub Sites

Ｎ Catchment

Polaris Segments

● Young Adult - Showing I Care

● Young Adult - Showing I'm Cool

● 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 Adult - Showing I Care	48	48	14,340	23	10	121
Young Adult - Showing I'm Cool	184	248	13,134	85	48	107
Midlife - Young Kids	309	1,026	28,834	42	58	69
Midlife - Carefree	1,155	1,691	34,107	235	143	122
Mature	645	2,436	41,307	98	155	111
Not Private Households	0	168	1,367	0	208	71
Total	2,341	5,617	133,089			

Polaris Summary - Shoulder Of Mutton Holmfirth

★ star
PUBS&BARS

★ Pub Sites
N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
● Low
● Medium
● High

Young Adult - Showing I'm Cool
● 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 Adult - Showing I Care						
Low	0	0	5,622	0	0	101
Medium	0	0	90	0	0	5
High	48	48	8,628	61	25	192
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	5	5	7,997	6	2	162
High	179	243	5,137	171	97	86
Midlife - Young Kids						
Low	44	239	9,070	17	38	61
Medium	27	217	12,201	8	26	61
High	238	570	7,563	189	188	105
Midlife - Carefree						
Low	0	64	4,763	0	34	105
Medium	2	3	9,118	1	1	102
High	1,153	1,624	20,226	451	265	139
Mature						
Low	16	73	6,780	12	22	86
Medium	176	406	13,611	59	57	81
High	453	1,957	20,916	206	371	168
Not Private Households	0	168	1,367	0	208	71
Total	2,341	5,617	133,089			

Transactional Data Summary - Shoulder Of Mutton Holmfirth

star PUBS & BARS

Spend by Polaris

Legend: GB %

Segment	%
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	1.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	2.2%
Young Adult - Showing I'm Cool - High	2.1%
Midlife - Young Kids - Low	8.8%
Midlife - Young Kids - Medium	11.8%
Midlife - Young Kids - High	1.5%
Midlife - Carefree - Low	4.3%
Midlife - Carefree - Medium	6.1%
Midlife - Carefree - High	28.8%
Mature - Low	1.0%
Mature - Medium	5.9%
Mature - High	26.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£7
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£8
Young Adult - Showing I'm Cool - High	£11
Midlife - Young Kids - Low	£13
Midlife - Young Kids - Medium	£14
Midlife - Young Kids - High	£13
Midlife - Carefree - Low	£13
Midlife - Carefree - Medium	£15
Midlife - Carefree - High	£11
Mature - Low	£12
Mature - Medium	£17
Mature - High	£42

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

Spend by Month

Legend: Shoulder Of Mutton Holmfirth, Star Pubs

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Mobile Data Summary - Shoulder Of Mutton Holmfirth

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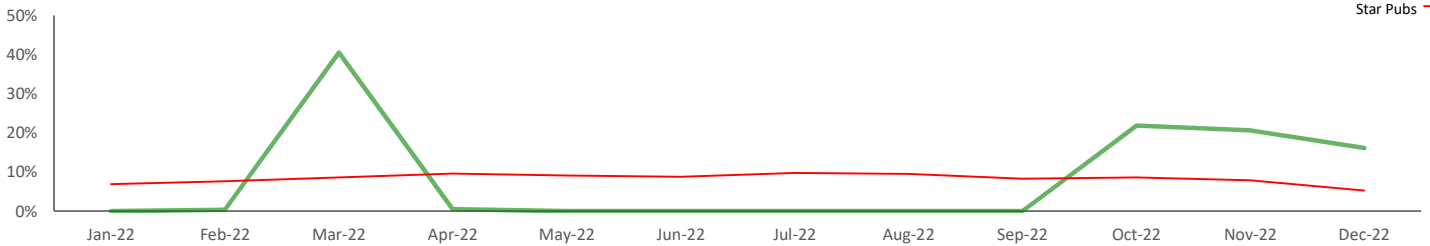
Time of Day/Day of Week
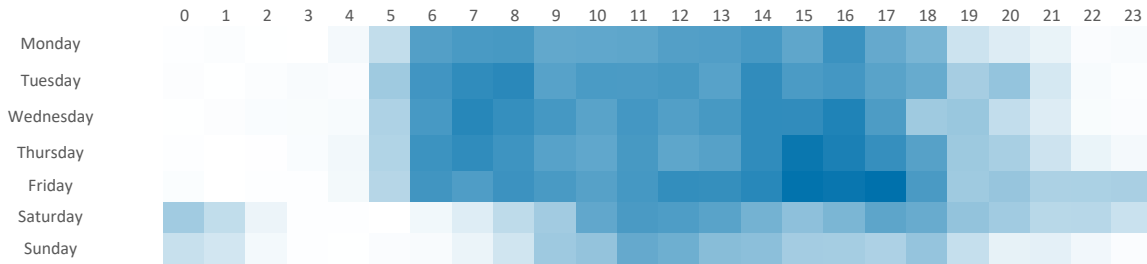
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
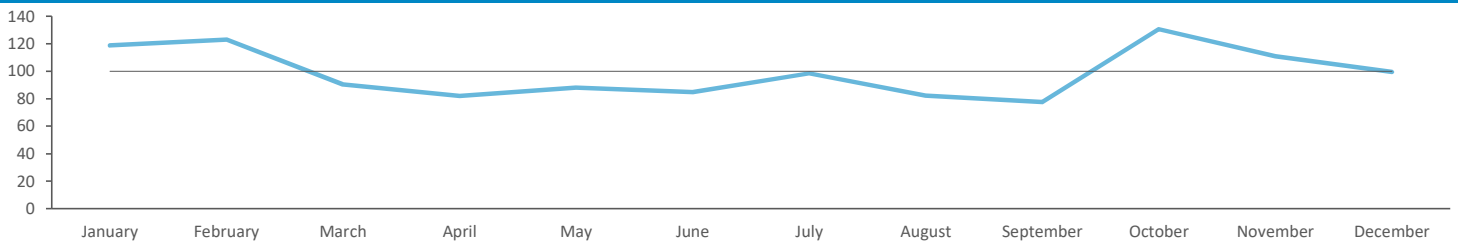
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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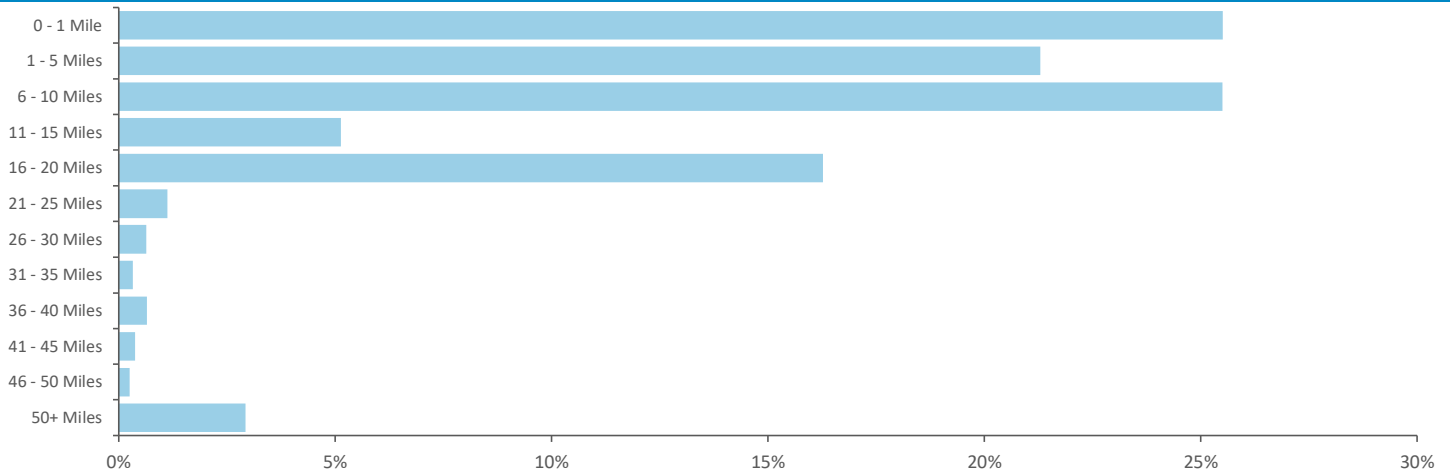
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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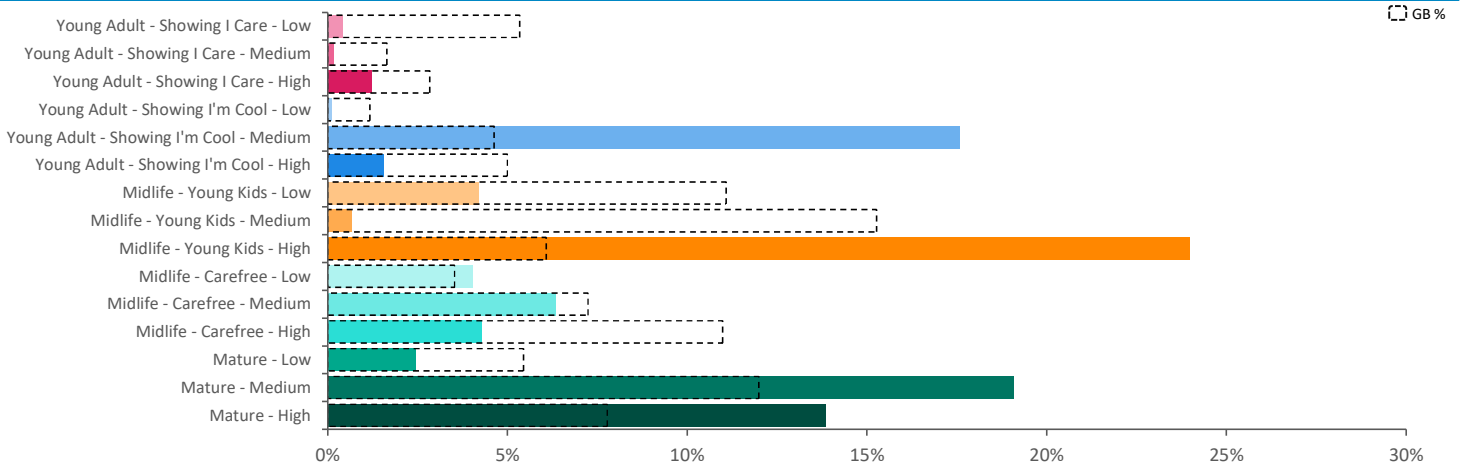
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Shoulder Of Mutton Holmfirth
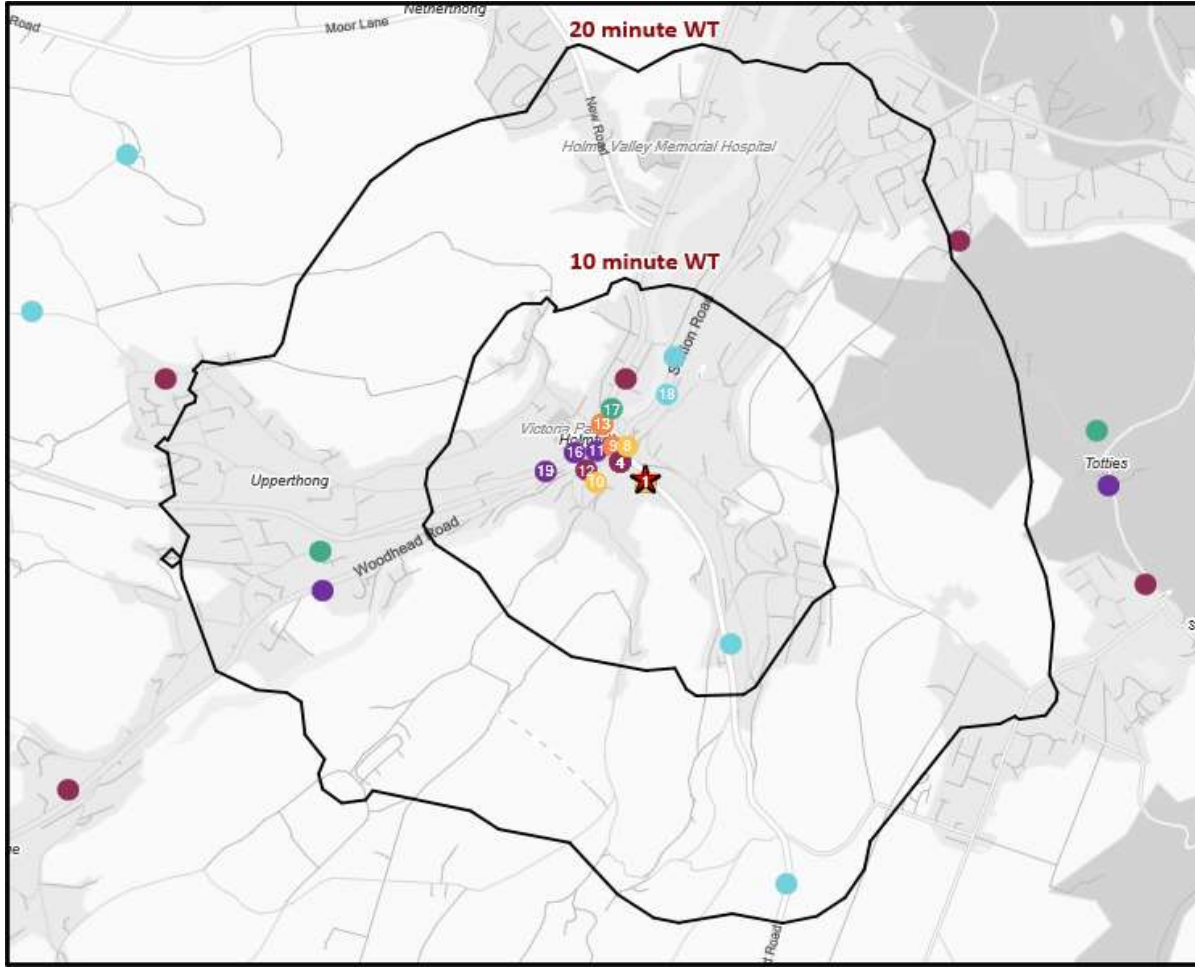
★ Pub Sites

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)
1	Bengal Spice	HD 9 2DP	Independent Free	Restaurants	0.0
1	Shoulder Of Mutton	HD 9 2DP	Star Pubs & Bars	Premium Local	0.0
1	Ten Fourteen	HD 9 2DP	Independent Free	High Street Pub	0.0
4	Lou And Joes Burger Co	HD 9 2DN	Independent Free	Restaurants	0.1
4	Underbank Rangers Rugby Club	HD 9 2DN	Independent Free	Clubland	0.1
4	Tap House	HD 9 2DN	Independent Free	Restaurants	0.1
4	Nook	HD 9 2DN	Independent Free	Premium Local	0.1
8	Harveys	HD 9 1HA	Independent Free	High Street Pub	0.1
9	Picturedrome	HD 9 7DA	Independent Free	Hotel	0.1
10	Oscars Cafe & Wine Bar	HD 9 2DL	Independent Free	High Street Pub	0.1
11	Poppa Piccolinos	HD 9 7DF	Independent Free	Restaurants	0.1
12	Elephant & Castle Inn	HD 9 2DG	Stonegate Pub Company	Premium Local	0.1
13	Holmfirth Tavern	HD 9 7BB	Independent Free	Premium Local	0.1
13	Y's Bar & Snap	HD 9 7BB	Independent Free	High Street Pub	0.1
13	Old Bridge Inn	HD 9 7BB	RedCat Pub Company	Hotel	0.1
16	Shimla	HD 9 3JH	Independent Free	Restaurants	0.1
17	Mexicali	HD 9 3AY	Independent Free	Casual Dining	0.2
18	Holme Valley Masonic Lodge	HD 9 1AB	Independent Free	Clubland	0.2
19	Winking Stag	HD 9 2JR	Independent Free	High Street Pub	0.2
19	Mezze	HD 9 2JR	Independent Free	High Street Pub	0.2

*WT= Walktime, **DT= Drivetime
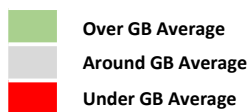
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,341	5,617	133,089
Number of Competition Pubs	15	17	258
Adults 18+ per Competition Pub	156	330	516

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	256	10.9%	107
Circuit Bar	5	0.2%	6
Community Pub	237	10.1%	58
Craft Led	40	1.7%	54
Great Pub Great Food	929	39.7%	207
High Street Pub	167	7.1%	41
Premium Local	705	30.1%	172

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	526	9.4%	92
Circuit Bar	35	0.6%	17
Community Pub	515	9.2%	53
Craft Led	62	1.1%	35
Great Pub Great Food	2,077	37.0%	193
High Street Pub	455	8.1%	47
Premium Local	1,713	30.5%	174

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	14,480	10.9%	107
Circuit Bar	3,754	2.8%	77
Community Pub	18,297	13.7%	79
Craft Led	4,453	3.3%	106
Great Pub Great Food	32,422	24.4%	127
High Street Pub	17,921	13.5%	78
Premium Local	26,513	19.9%	114

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 6 categories, 18 groups and 62 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.