

# Catchment Summary - Black Bull Shepley

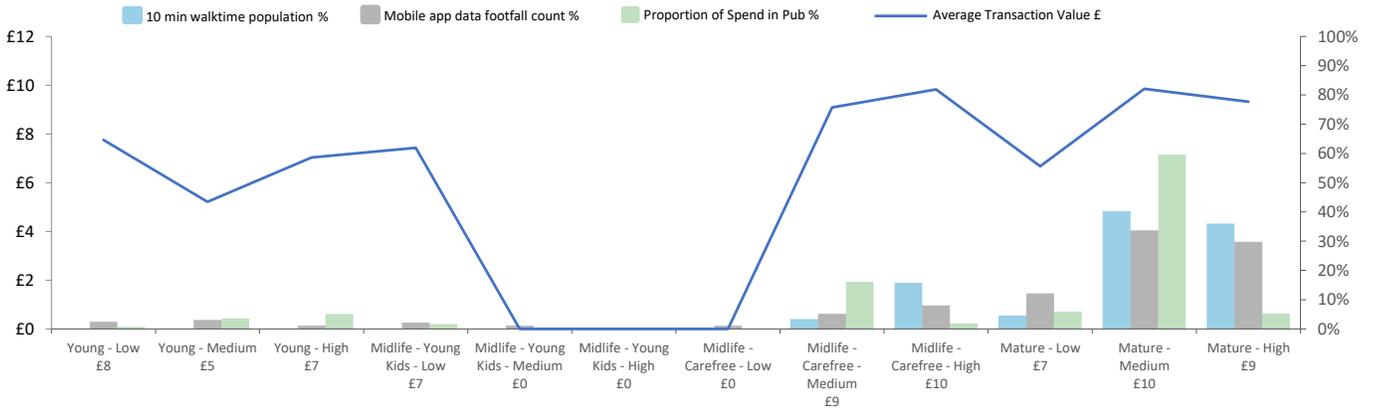
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626462	Black Bull Shepley	HD 8 8AE	Star Pubs & Bars	Premium Local	15



- 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 - Black Bull Shepley



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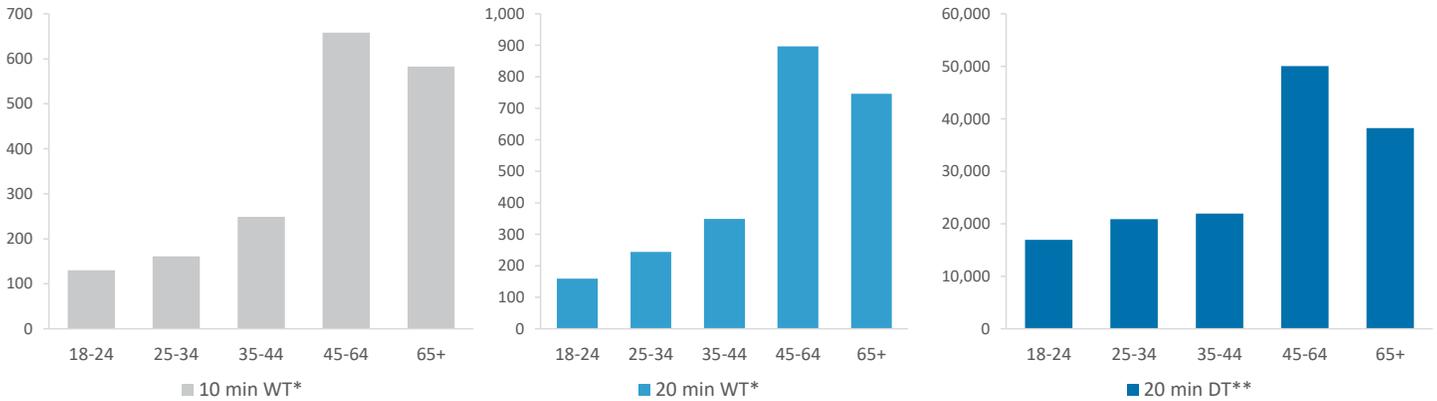
	Over GB Average
	Around GB Average
	Under GB Average

\*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**	
<b>Population</b>	2,210	3,016	184,443	41	16	42	
<b>Adults 18+</b>	1,781	2,395	148,082	40	16	42	
<b>Competition Pubs</b>	3	4	268	17	11	64	
<b>Adults 18+ per Competition Pub</b>	594	599	553	69	70	64	
<b>% Adults Likely to Drink</b>	81.5%	81.2%	76.3%	107	107	100	
<b>Affluence</b>	Low	4.6%	4.1%	33.4%	14	12	101
	Medium	43.6%	46.1%	39.0%	114	121	102
	High	51.8%	49.9%	26.7%	190	183	98
<b>Age Profile</b>	18-24	130	159	16,963	72	65	113
	25-34	161	244	20,904	55	61	85
	35-44	249	349	21,947	85	87	90
	45-64	658	897	50,052	116	116	106
	65+	583	746	38,216	137	129	108

\*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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**	
<b>Gender</b>	Male	1,054 (48%)	1,443 (48%)	90,701 (49%)	97	98	100
	Female	1,156 (52%)	1,573 (52%)	93,742 (51%)	103	102	100
<b>Economic Status (16+)</b>	Employed: Full-time	596 (33%)	845 (34%)	47,863 (31%)	94	99	91
	Employed: Part-time	217 (12%)	303 (12%)	17,708 (12%)	100	103	98
	Self employed	206 (11%)	280 (11%)	13,367 (9%)	122	123	95
	Unemployed	29 (2%)	32 (1%)	3,515 (2%)	57	47	83
	Full-time student	42 (2%)	43 (2%)	4,753 (3%)	97	73	131
	Retired	558 (30%)	717 (29%)	37,992 (25%)	139	133	114
	Other	183 (10%)	248 (10%)	27,464 (18%)	57	58	103
<b>Total Worker Count</b>	932	1,427	79,302				

See the Glossary page for further information on the above variables

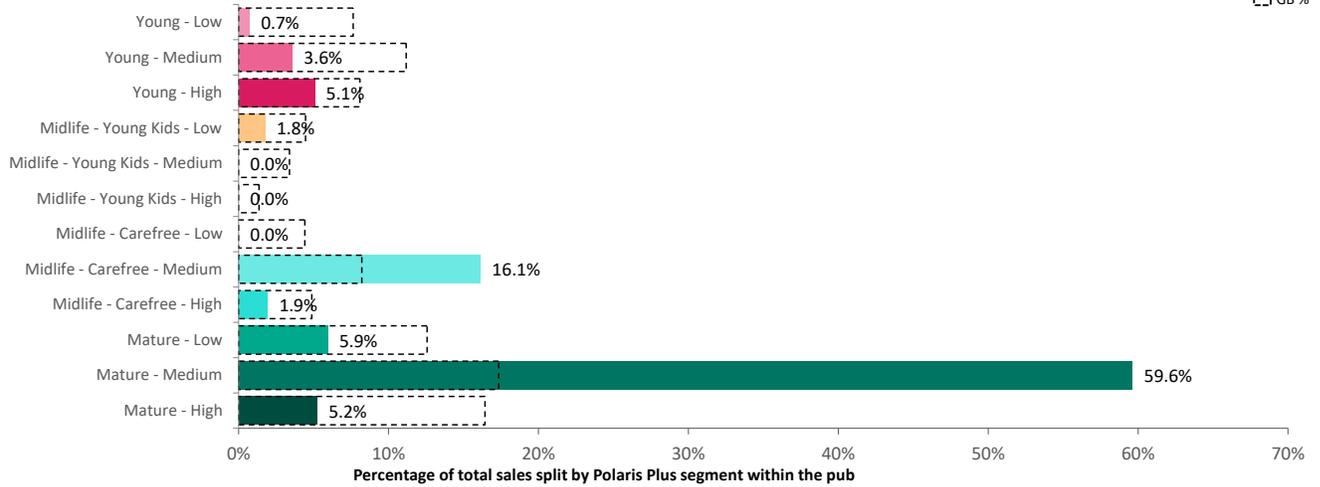
# Transactional Data Summary - Black Bull Shepley



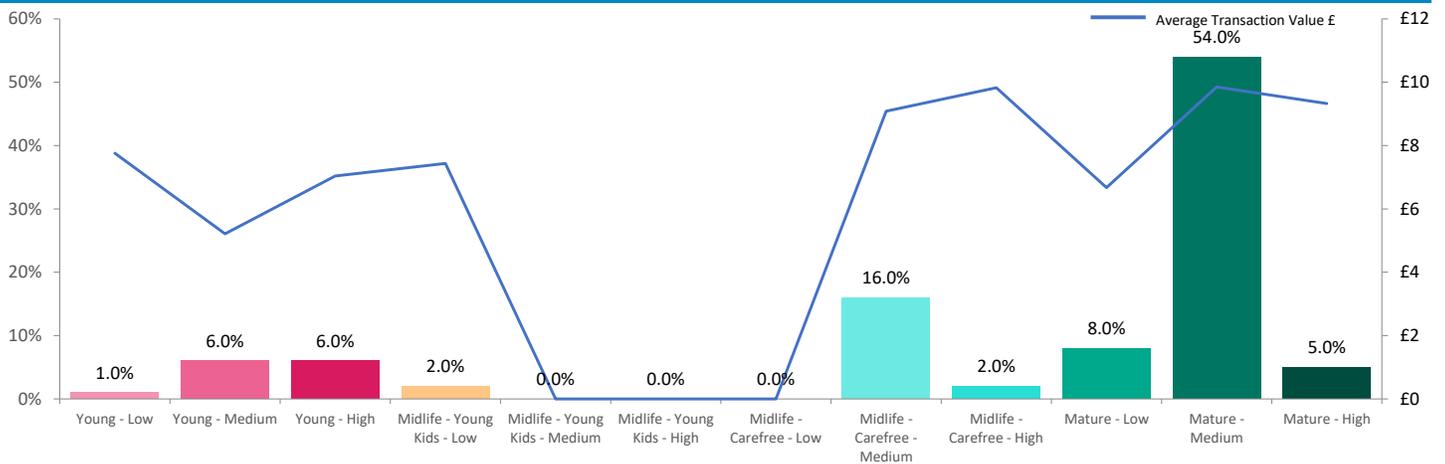
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## Spend by Polaris Plus

GB %

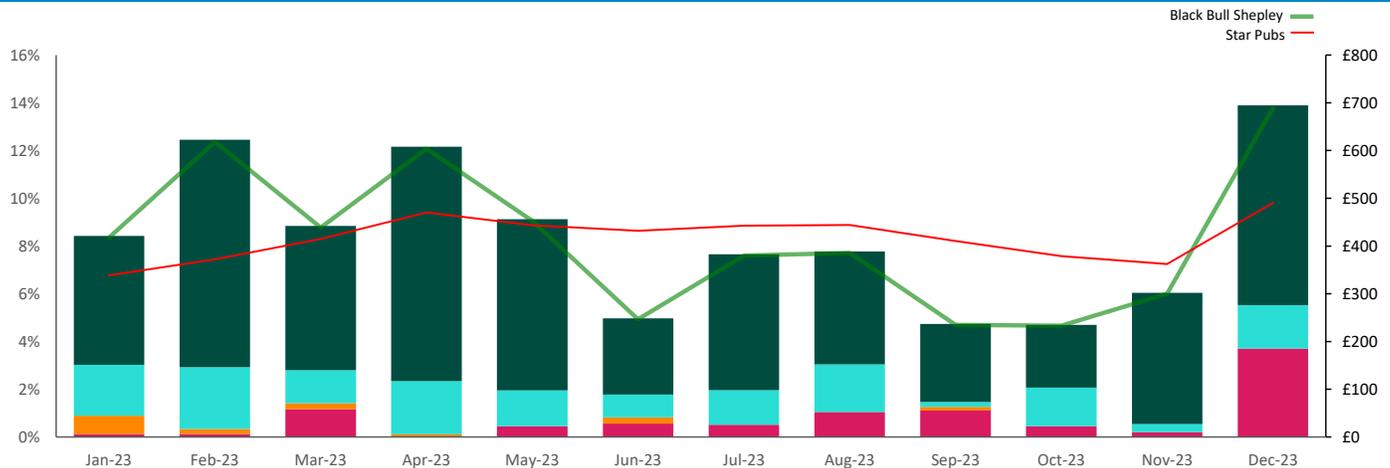


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



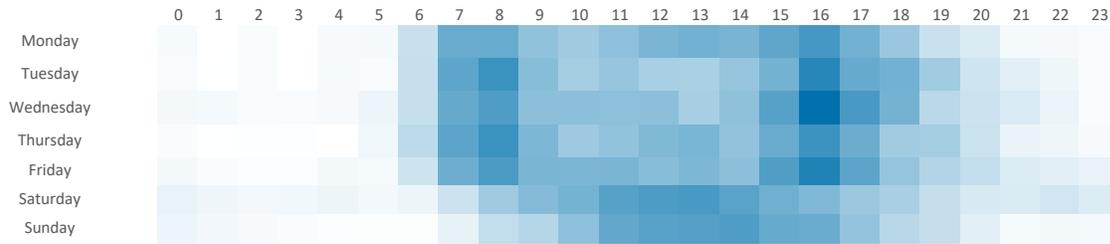
Seasonality of the spend split by month

# Mobile Data Summary - Black Bull Shepley



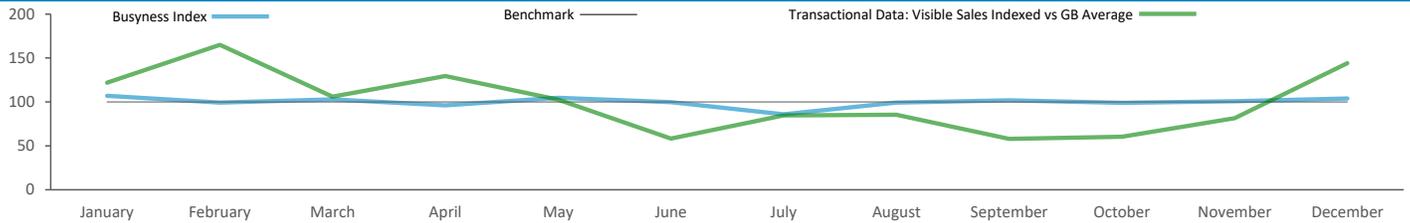
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## Time of Day/Day of Week



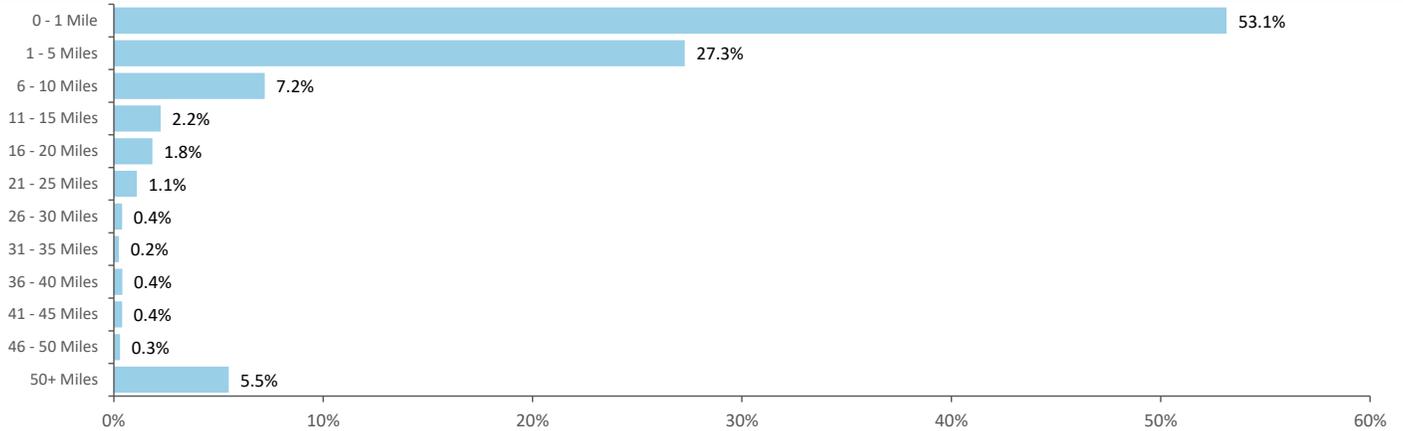
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

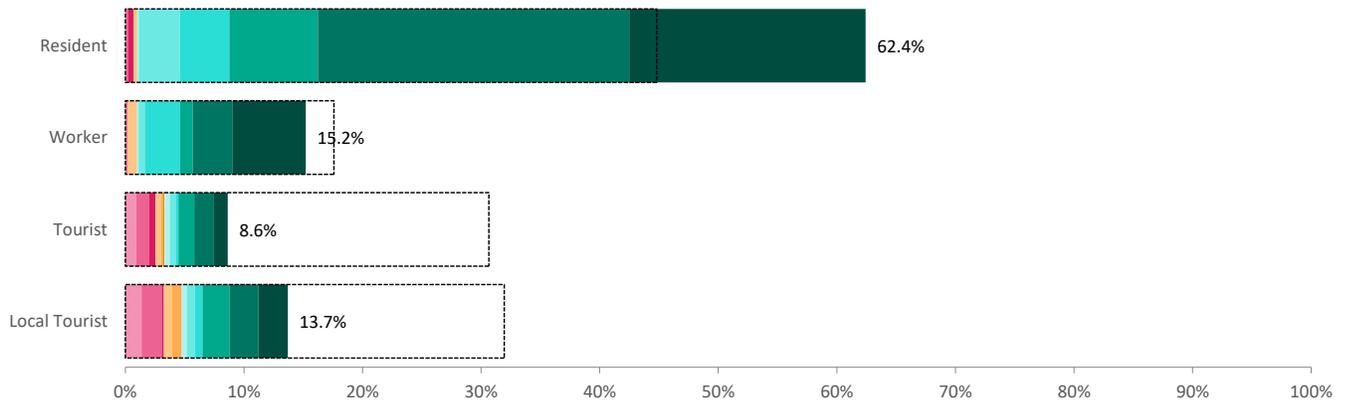
## Distance from Home



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



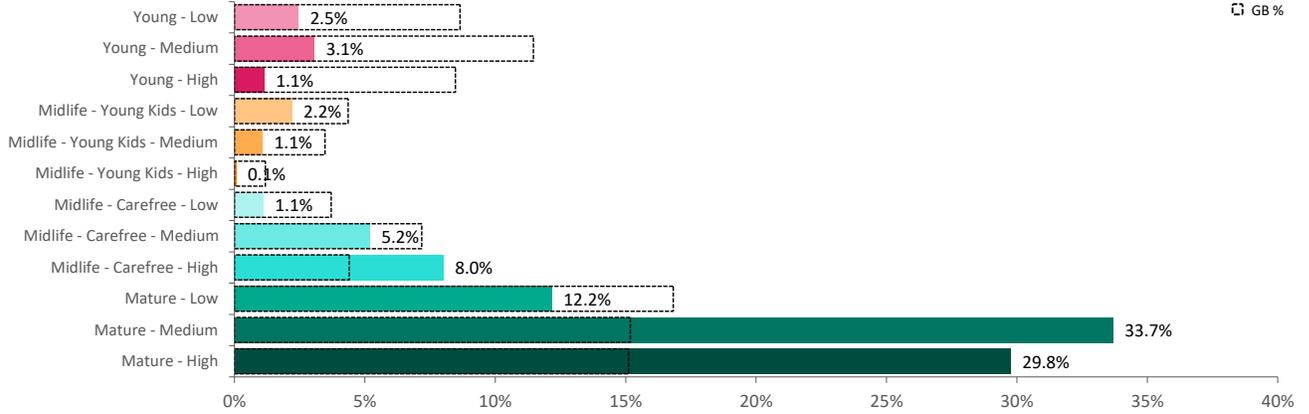
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Black Bull Shepley



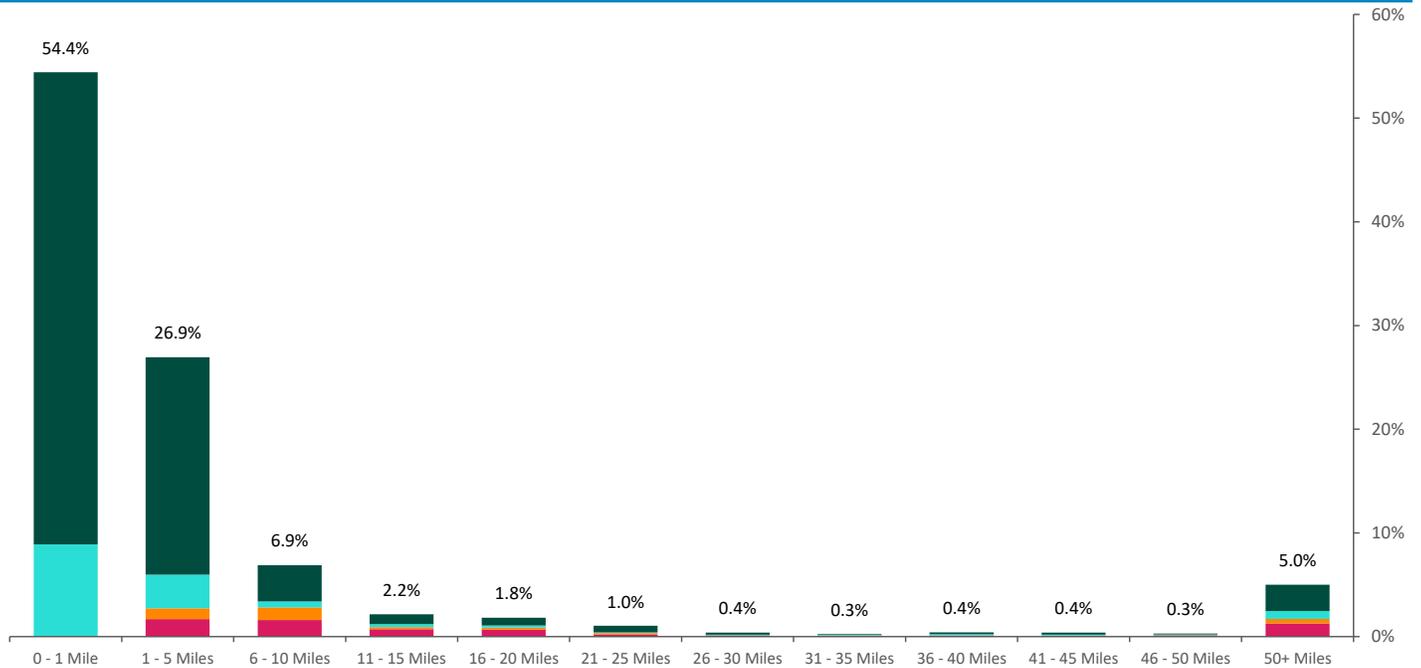
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## Polaris Plus Profile



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



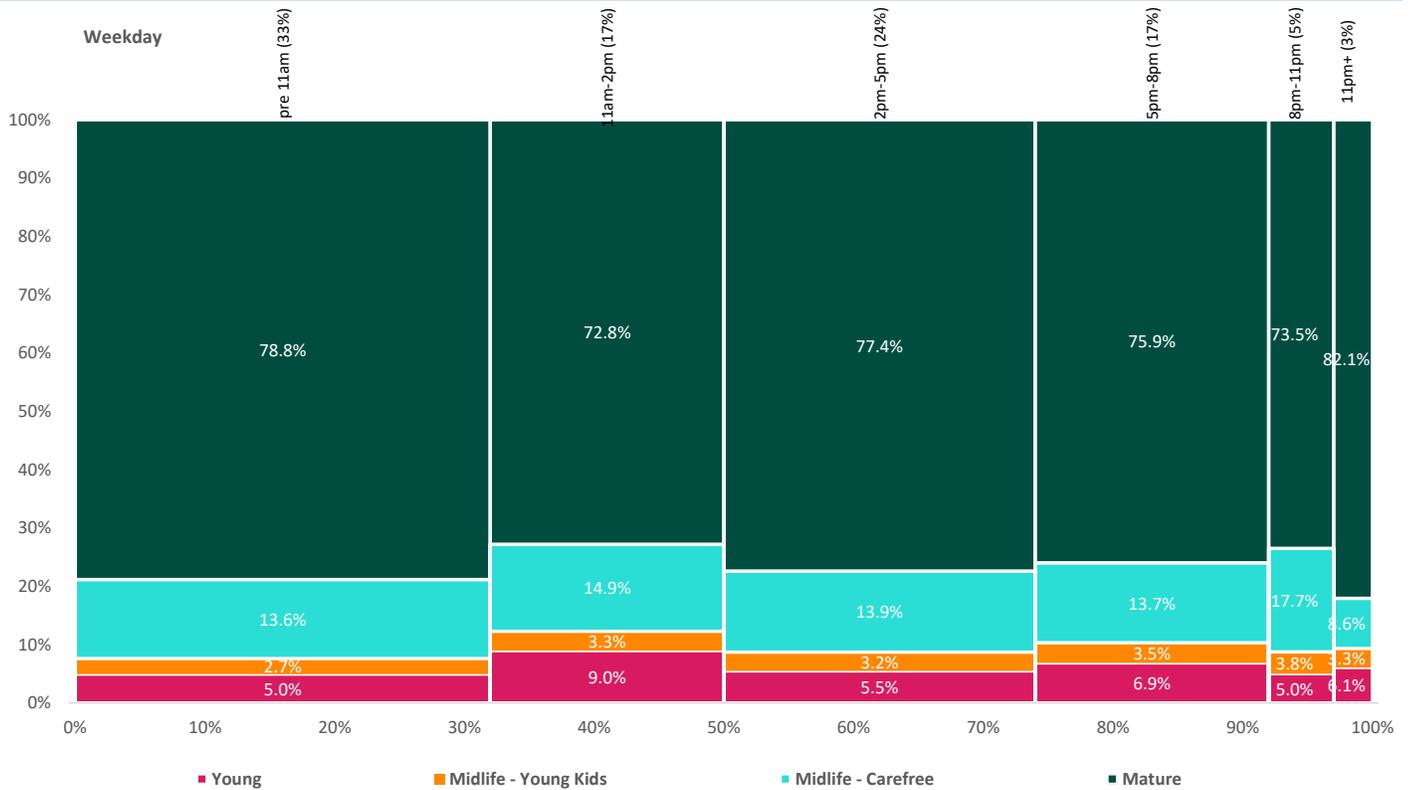
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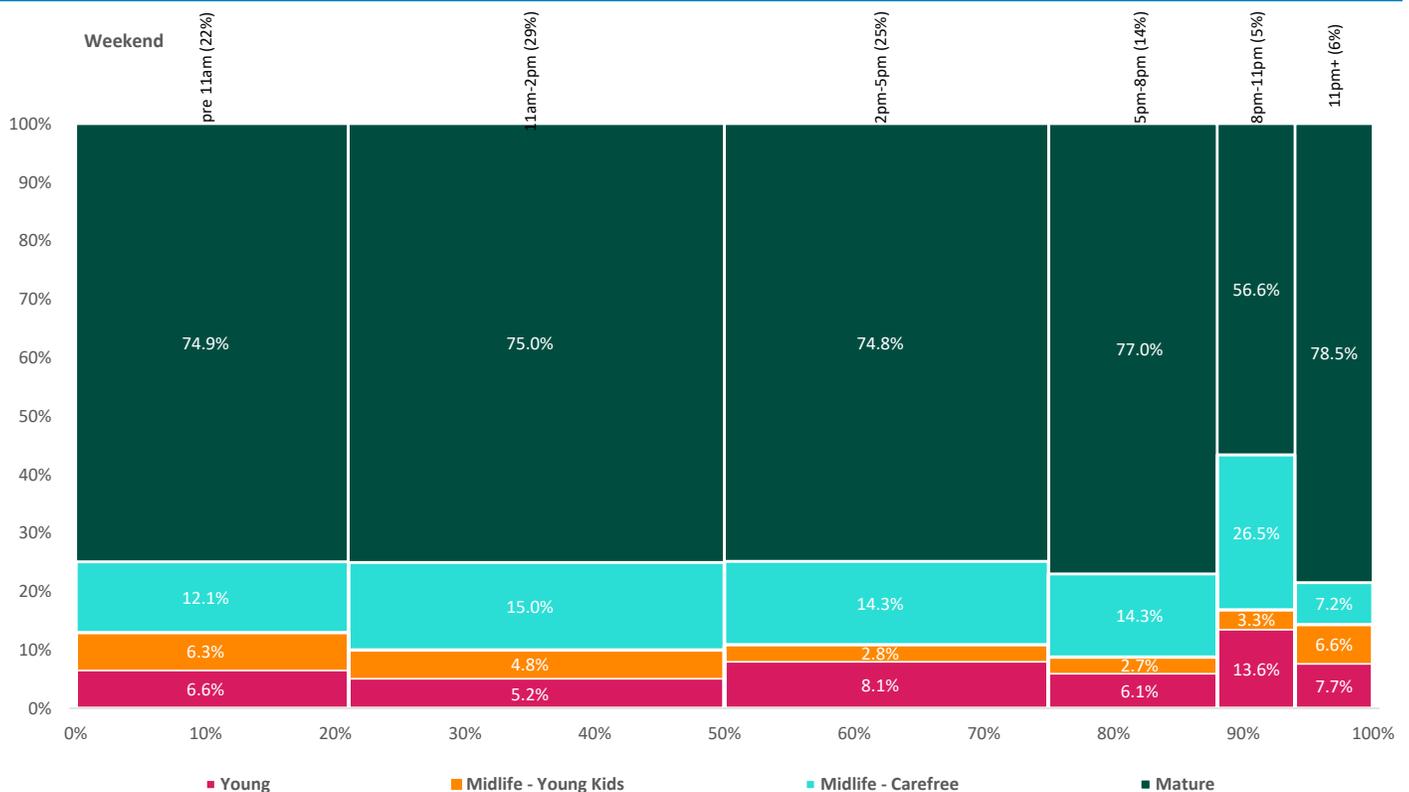


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## Time of Day by Polaris: Weekday (Monday to Friday)



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



# Polaris Summary - Black Bull Shepley



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- ★ 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	0	0	30,061	0	0	74
Midlife - Young Kids	0	0	12,837	0	0	79
Midlife - Carefree	341	443	20,936	121	117	89
Mature	1,440	1,952	82,853	182	184	126
<i>Not Private Households</i>	0	0	1,395	0	0	72
<b>Total</b>	1,781	2,395	148,082			

# Polaris Plus Summary - Black Bull Shepley



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## 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**
<b>Young</b>						
Low	0	0	13,703	0	0	94
Medium	0	0	15,261	0	0	94
High	0	0	1,097	0	0	11
<b>Midlife - Young Kids</b>						
Low	0	0	11,547	0	0	142
Medium	0	0	1,290	0	0	20
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	4,816	0	0	77
Medium	60	115	5,086	47	67	48
High	281	328	11,034	354	307	167
<b>Mature</b>						
Low	82	97	19,462	34	29	96
Medium	716	988	36,042	257	263	155
High	642	867	27,349	240	241	123
<b>Not Private Households</b>	0	0	1,395	0	0	72
<b>Total</b>	1,781	2,395	148,082			

# CGA Summary - Black Bull Shepley



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- Pub Sites
- 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	Black Bull	HD 8 8AE	Star Pubs & Bars	Premium Local	0.0
0	Shepley Cricket Club	HD 8 8AE	Independent Free	Clubland	0.0
2	Farmers Boy	HD 8 8AP	Star Pubs & Bars	Premium Local	0.2
3	Sovereign	HD 8 8BE	Mitchells & Butlers	GPGF	0.7
4	Rising Sun	HD 8 8JB	Marston's	Premium Local	0.8
5	Clothiers Arms	HD 4 6XN	Trust Inns Limited	Premium Local	0.9
6	Storthes Hall Hospital Staff Social Club	HD 8 0PS	Independent Free	Clubland	1.0
7	Shelley Cricket Club	HD 8 8HW	Independent Free	Clubland	1.1
8	Woodman Inn	HD 8 0PX	Robinsons	Hotel	1.1
9	Star Inn	HD 8 8NS	Stonegate Pub Company	Premium Local	1.1
10	Shelley Sports & Social Club	HD 8 8LA	Independent Free	Clubland	1.1
11	Flying Ferret	HD 8 8HF	Unknown	Premium Local	1.2

# Per Pub Analysis - Black Bull Shepley



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,781	2,395	148,082
Number of Competition Pubs	3	4	268
Adults 18+ per Competition Pub	594	599	553

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	65	3.6%	45
Circuit Bar	0	6	0.3%	8
Community Pub	0	276	15.5%	81
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	570	32.0%	181
High Street Pub	0	249	14.0%	76
Premium Local	2	556	31.2%	189

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	84	3.5%	43
Circuit Bar	0	7	0.3%	7
Community Pub	0	364	15.2%	80
Craft Led	0	0	0.0%	0
Great Pub Great Food	1	751	31.4%	177
High Street Pub	0	336	14.0%	76
Premium Local	2	738	30.8%	187

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	7,251	4.9%	61
Circuit Bar	2	5,034	3.4%	84
Community Pub	34	33,005	22.3%	117
Craft Led	0	3,158	2.1%	62
Great Pub Great Food	4	28,014	18.9%	107
High Street Pub	33	30,869	20.8%	113
Premium Local	61	29,454	19.9%	121

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
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																																								
<b>Polaris Segmentation</b>																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</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> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</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> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</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> </td> <td style="text-align: center;"> <p>55+ year olds</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> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</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>35-54 year olds Children under 12 at home</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>35-54 year olds No children under 12 at home</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>55+ year olds</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>	Product needs	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																									
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<b>Licensed Premises</b>																																									
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.																																									
<b>Competition Pubs</b>																																									
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.																																									
<b>Mobile data</b>																																									
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.																																									
<b>Acorn</b>																																									
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.																																									
<b>Transactional data</b>																																									
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.																																									
<b>Sparsity</b>																																									
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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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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