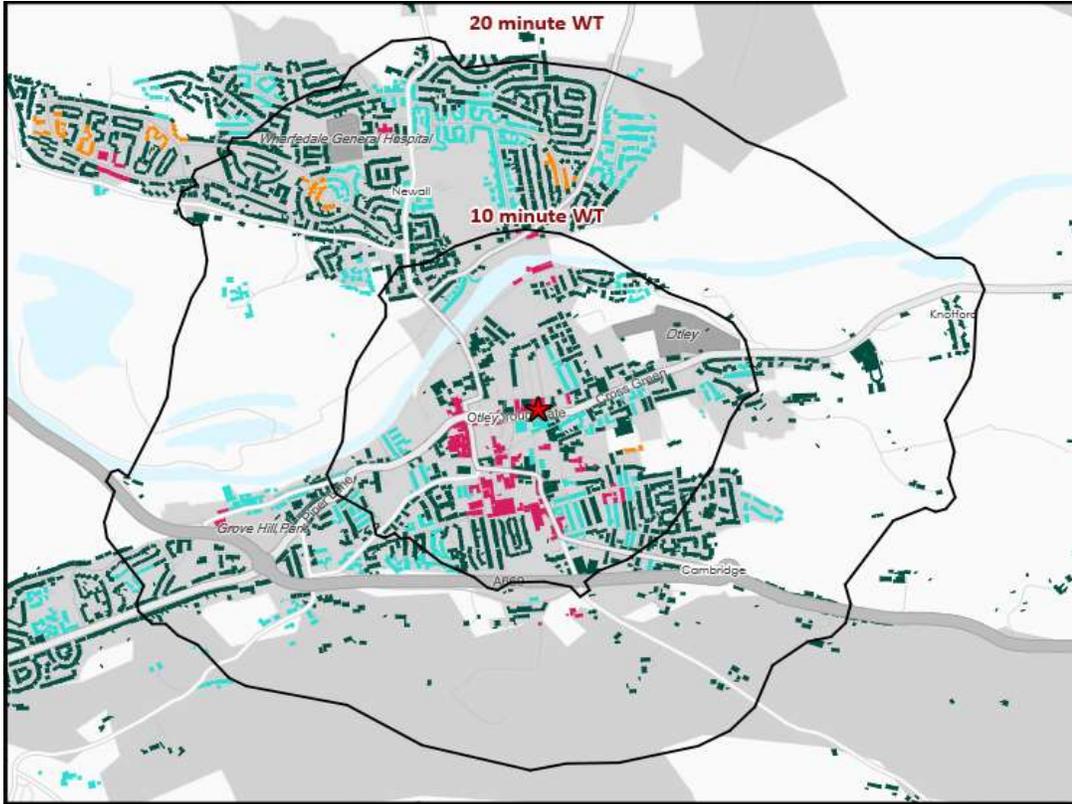


# Catchment Summary - White Swan Otley

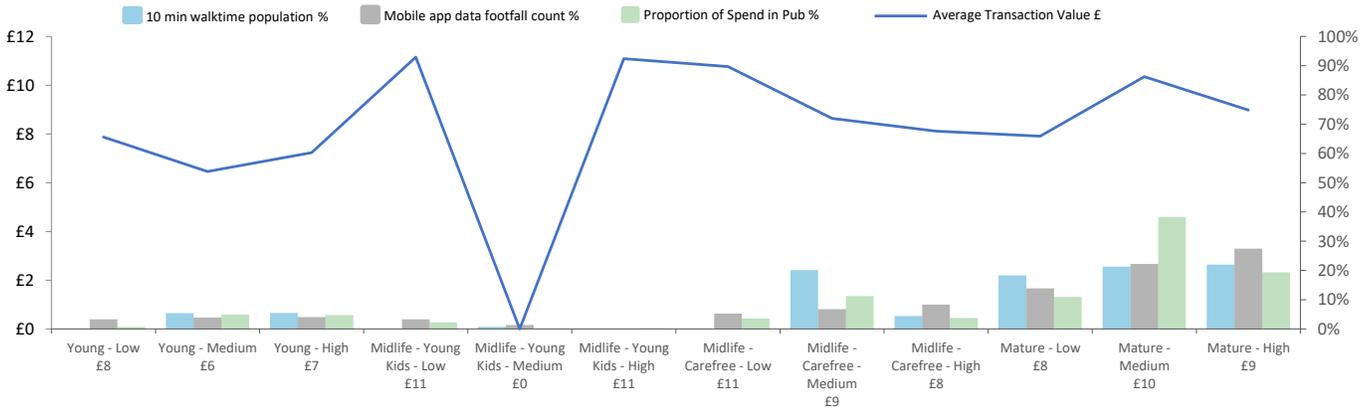
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627180	White Swan Otley	LS21 1AE	Star Pubs & Bars	Circuit Bar	13



- 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 - White Swan Otley



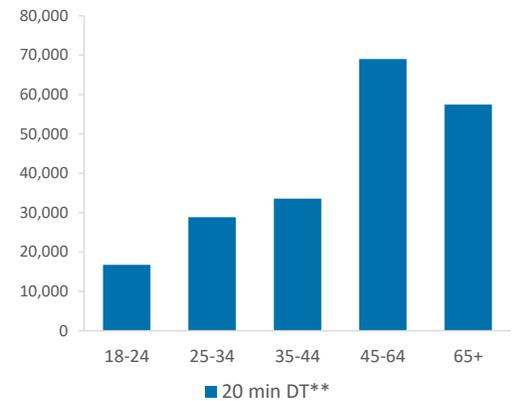
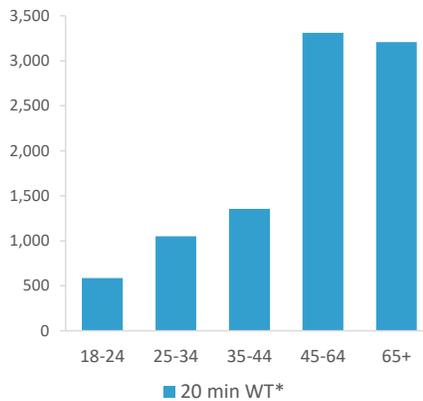
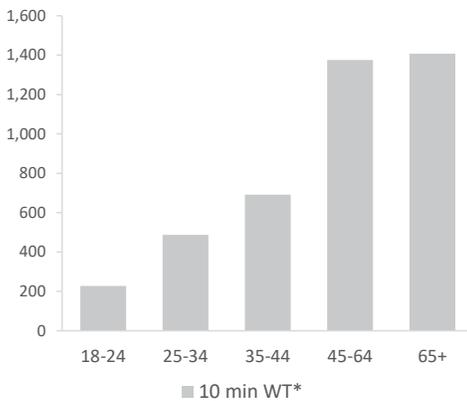
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	Over GB Average
	Around GB Average
	Under GB Average

\*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>	5,032	11,521	259,067	94	62	59	
<b>Adults 18+</b>	4,189	9,511	205,652	93	62	59	
<b>Competition Pubs</b>	18	22	286	100	61	69	
<b>Adults 18+ per Competition Pub</b>	233	432	719	27	50	84	
<b>% Adults Likely to Drink</b>	80.8%	80.7%	80.1%	106	106	105	
<b>Affluence</b>	<b>Low</b>	18.3%	21.2%	21.4%	55	64	64
	<b>Medium</b>	47.6%	46.1%	31.5%	125	121	83
	<b>High</b>	31.8%	31.7%	46.2%	116	116	169
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	<b>18-24</b>	228	586	16,725	56	62	79
	<b>25-34</b>	487	1,050	28,843	73	68	83
	<b>35-44</b>	691	1,355	33,584	104	89	98
	<b>45-64</b>	1,376	3,311	69,049	106	112	104
	<b>65+</b>	1,407	3,209	57,451	146	145	115

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>	<b>Male</b>	2,402 (48%)	5,518 (48%)	125,519 (48%)	97	98	99
	<b>Female</b>	2,630 (52%)	6,003 (52%)	133,548 (52%)	102	102	101
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	1,479 (35%)	3,162 (32%)	74,153 (35%)	100	94	102
	<b>Employed: Part-time</b>	508 (12%)	1,226 (13%)	25,374 (12%)	100	106	101
	<b>Self employed</b>	385 (9%)	969 (10%)	20,401 (10%)	98	108	104
	<b>Unemployed</b>	53 (1%)	150 (2%)	4,232 (2%)	45	56	72
	<b>Full-time student</b>	63 (1%)	138 (1%)	3,848 (2%)	62	60	76
	<b>Retired</b>	1,372 (32%)	3,087 (32%)	55,636 (26%)	147	145	120
	<b>Other</b>	413 (10%)	1,010 (10%)	28,418 (13%)	55	60	77
<b>Total Worker Count</b>	3,119	4,656	103,527				

See the Glossary page for further information on the above variables

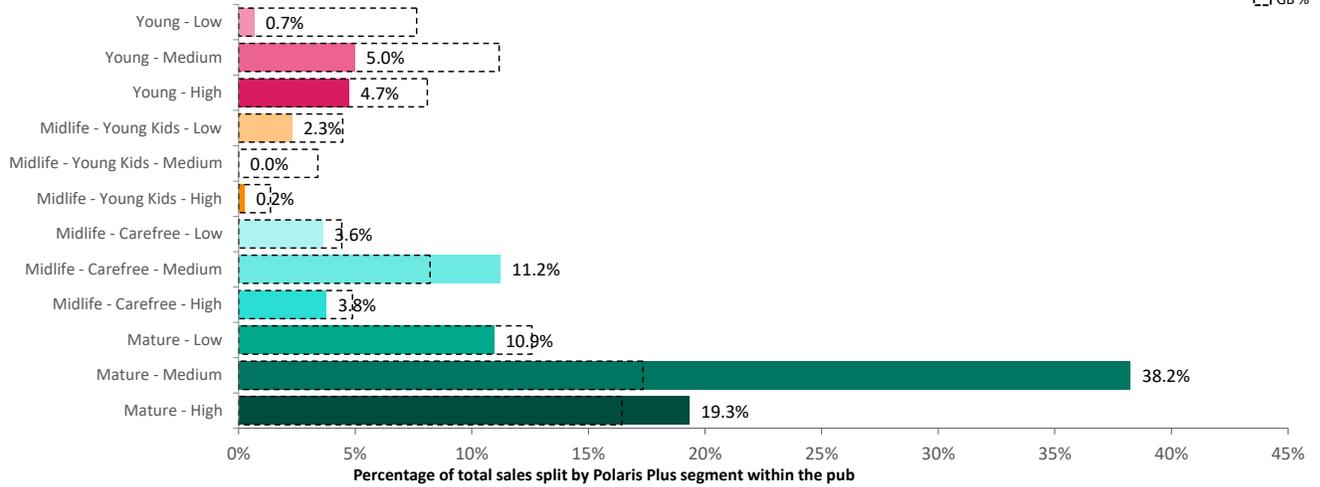
# Transactional Data Summary - White Swan Otley



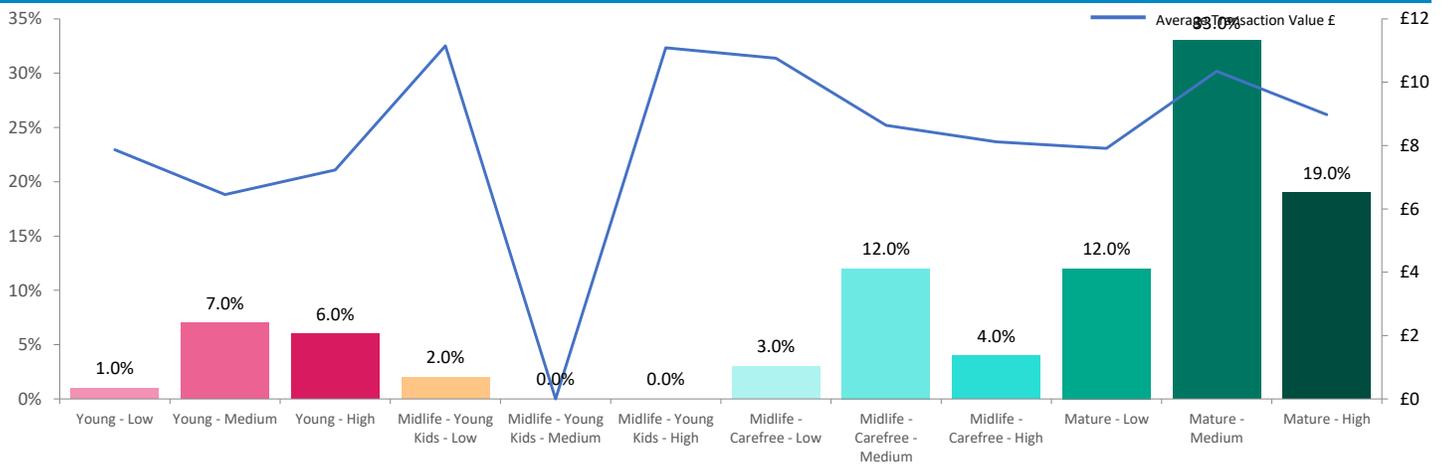
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## Spend by Polaris Plus

GB %

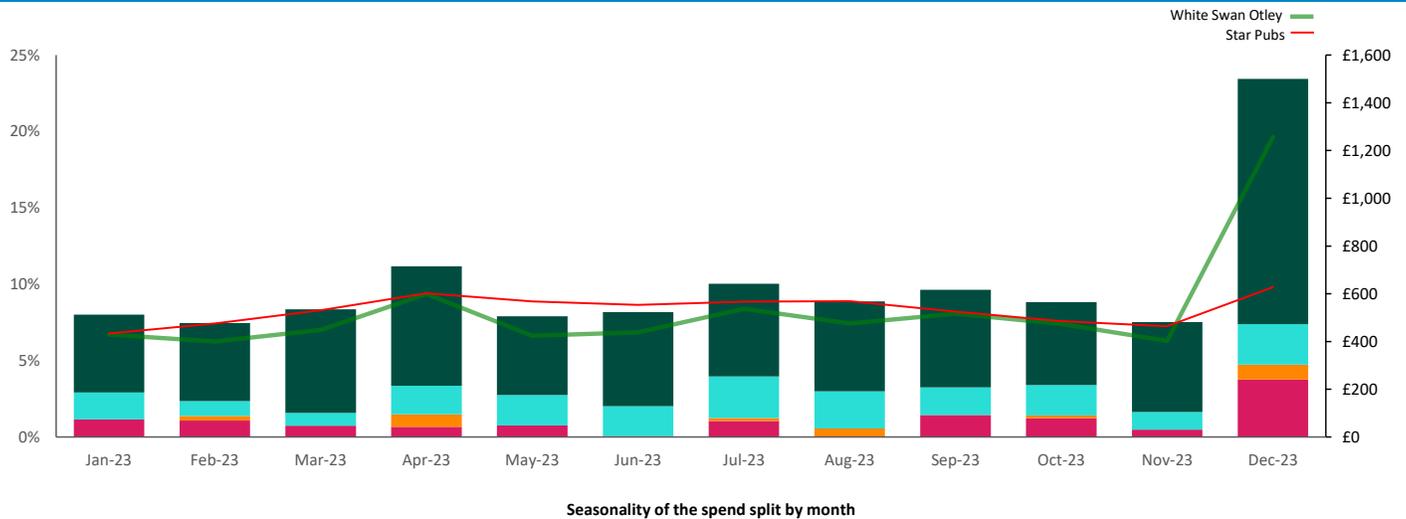


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

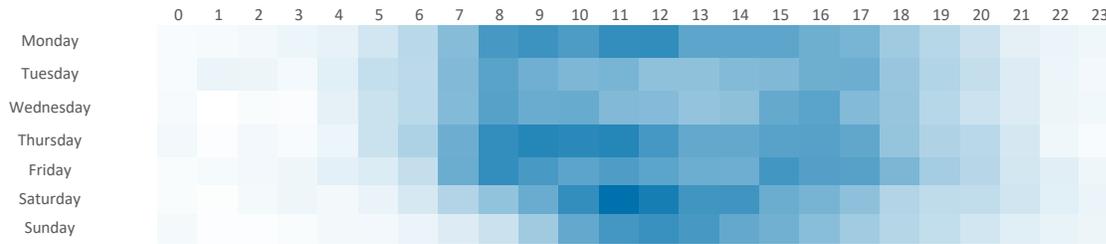


# Mobile Data Summary - White Swan Otley



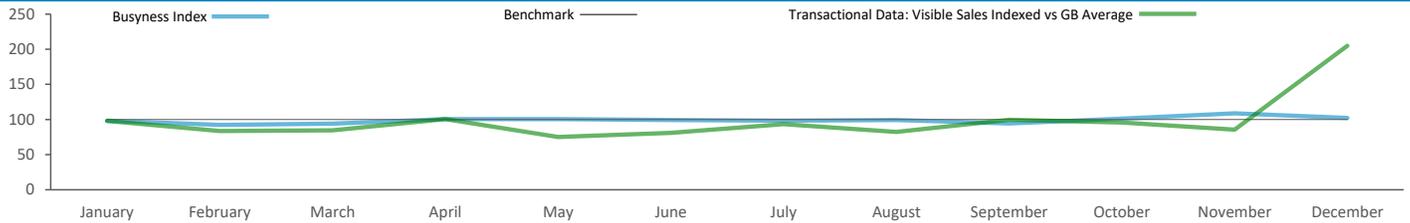
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## Time of Day/Day of Week



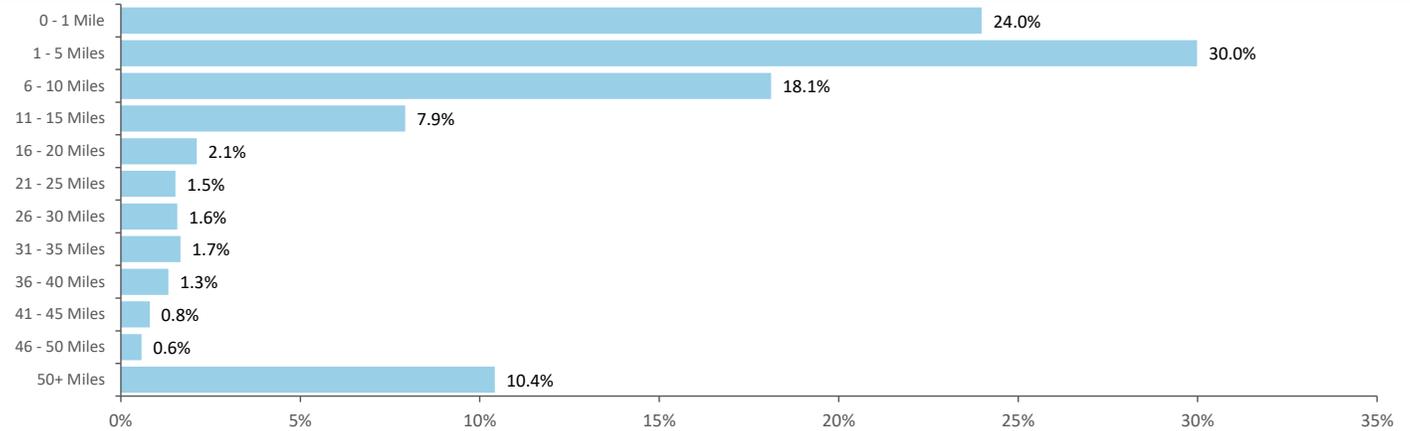
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

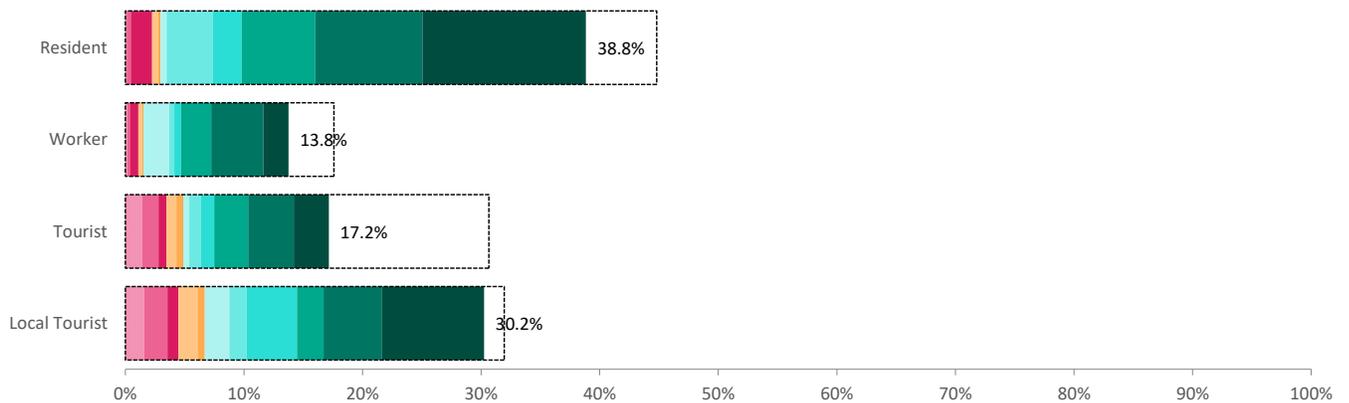
## Distance from Home



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



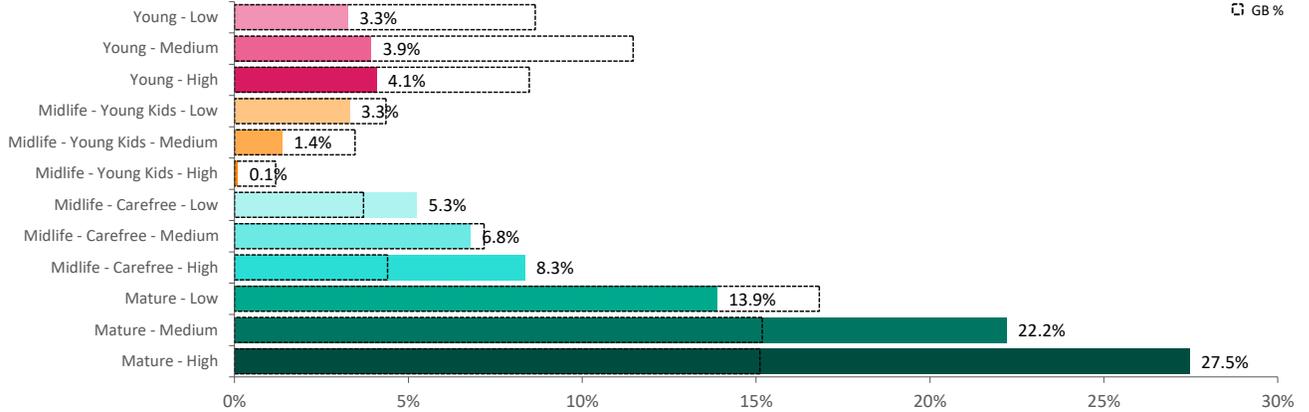
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - White Swan Otley



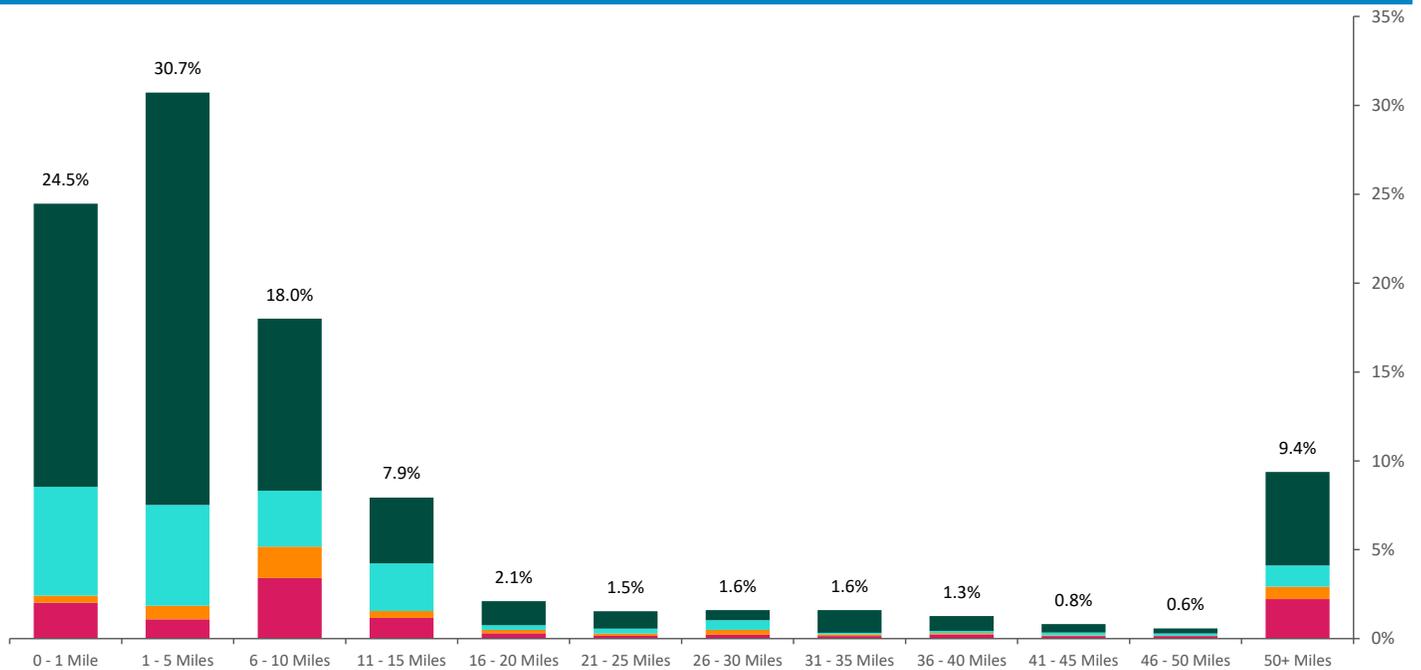
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## Polaris Plus Profile



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



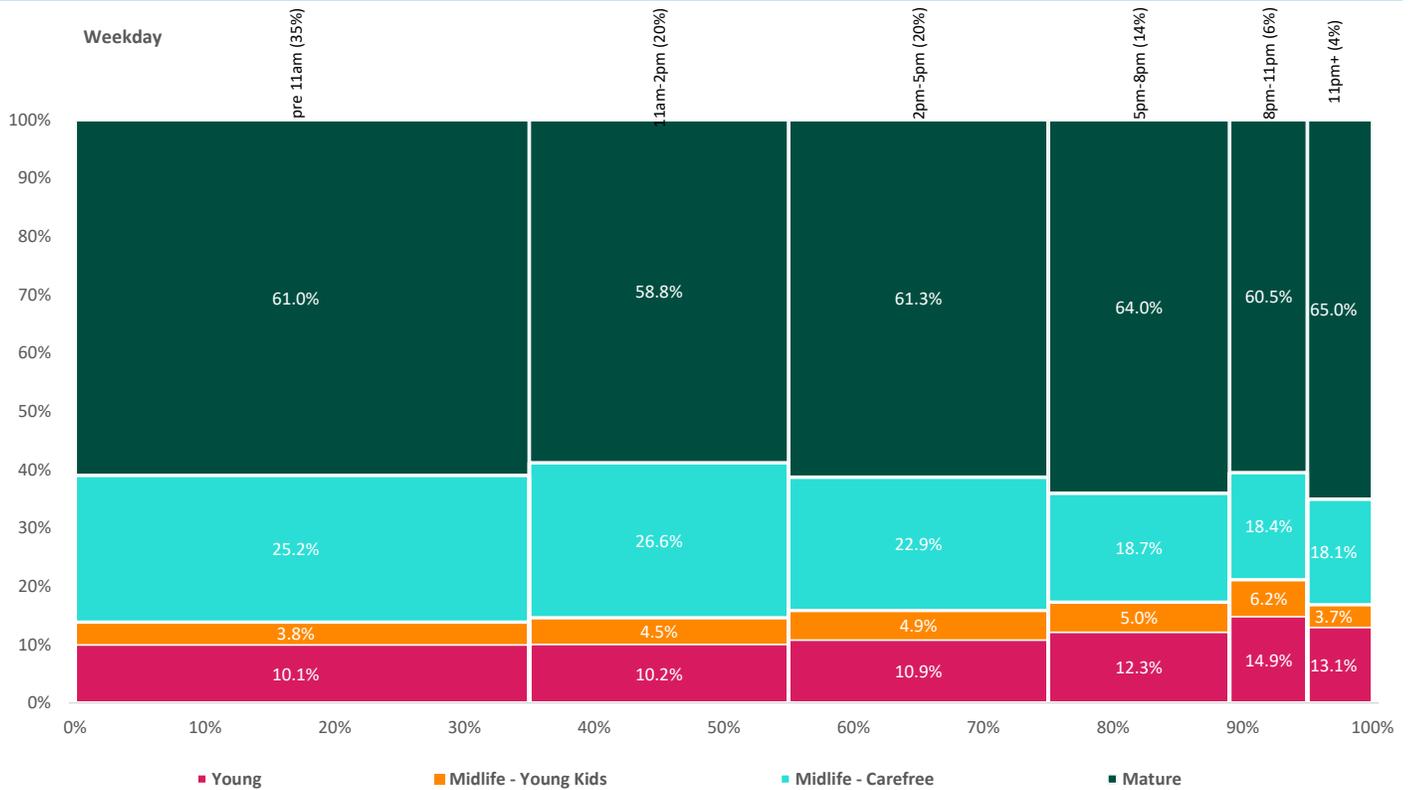
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - White Swan Otley

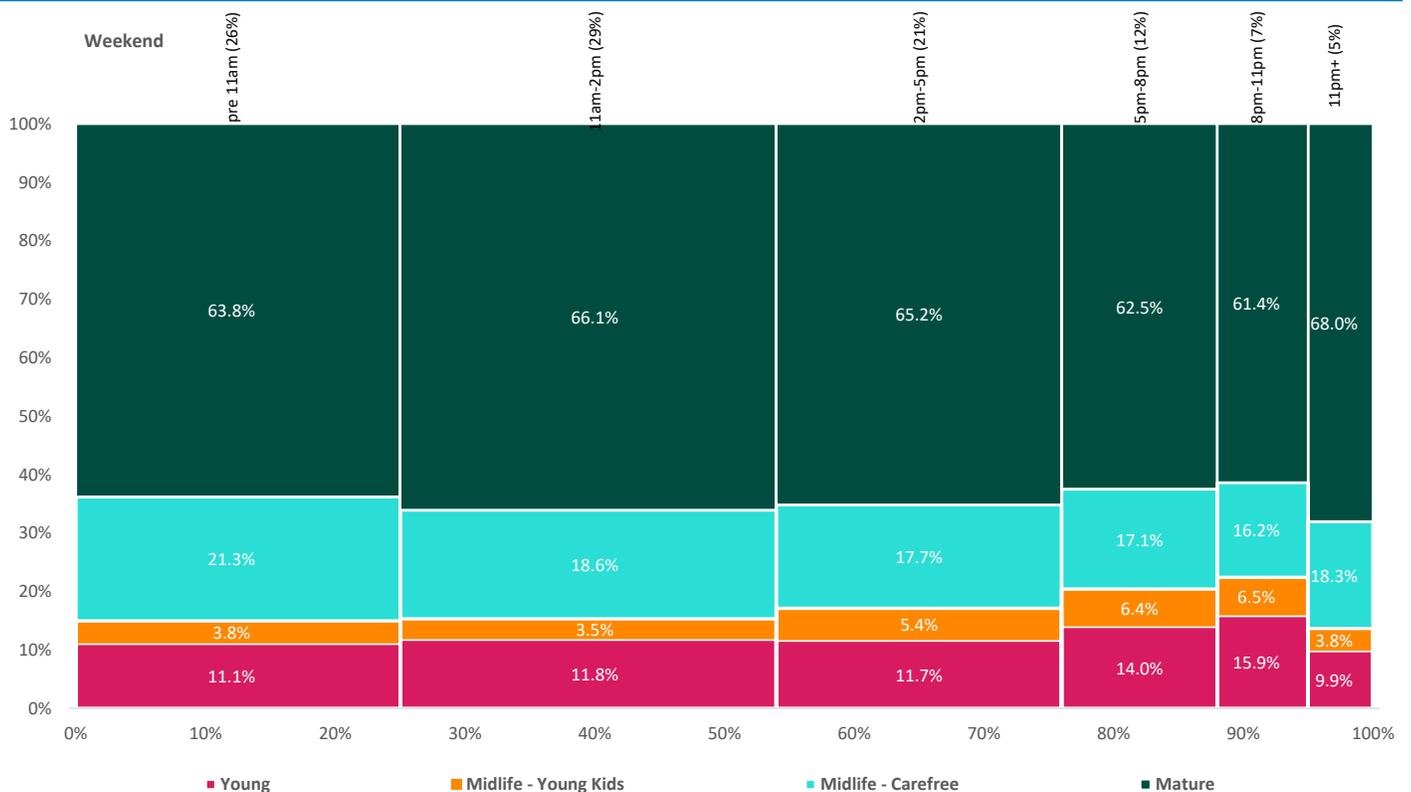


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## Time of Day by Polaris: Weekday (Monday to Friday)



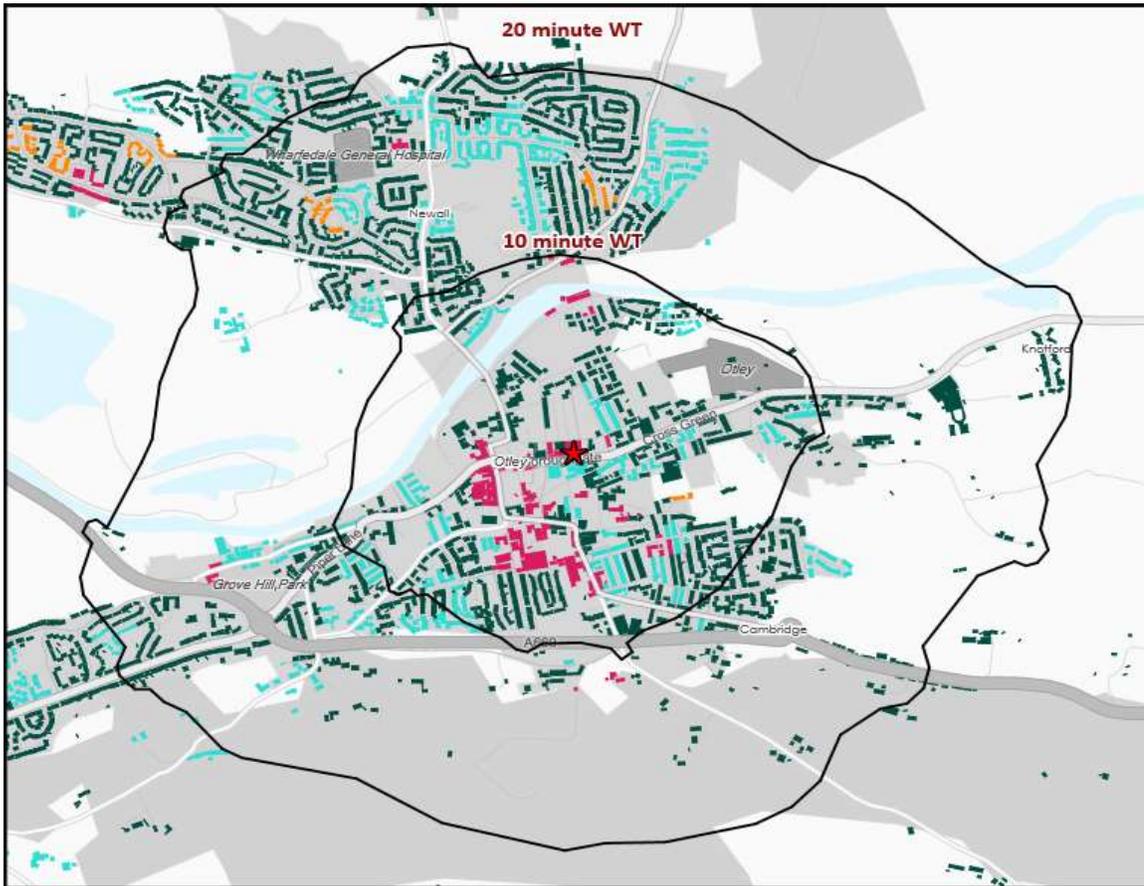
## Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - White Swan Otley



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

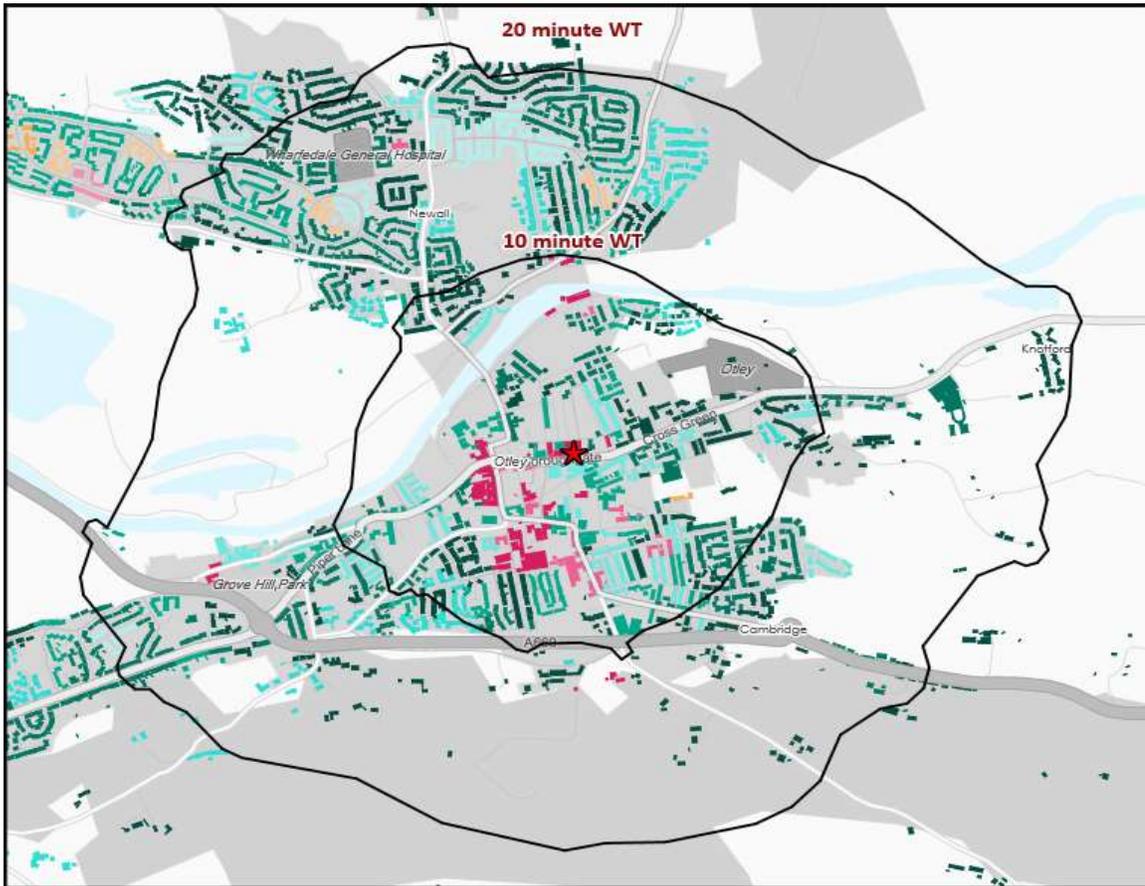
\*WT= Walktime, \*\*DT= Drivetime

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	455	507	28,735	39	19	51
Midlife - Young Kids	31	112	12,786	7	11	57
Midlife - Carefree	1,027	2,255	35,572	155	150	109
Mature	2,580	6,541	126,754	139	155	139
<i>Not Private Households</i>	96	96	1,805	175	77	67
<b>Total</b>	<b>4,189</b>	<b>9,511</b>	<b>205,652</b>			

# Polaris Plus Summary - White Swan Otley



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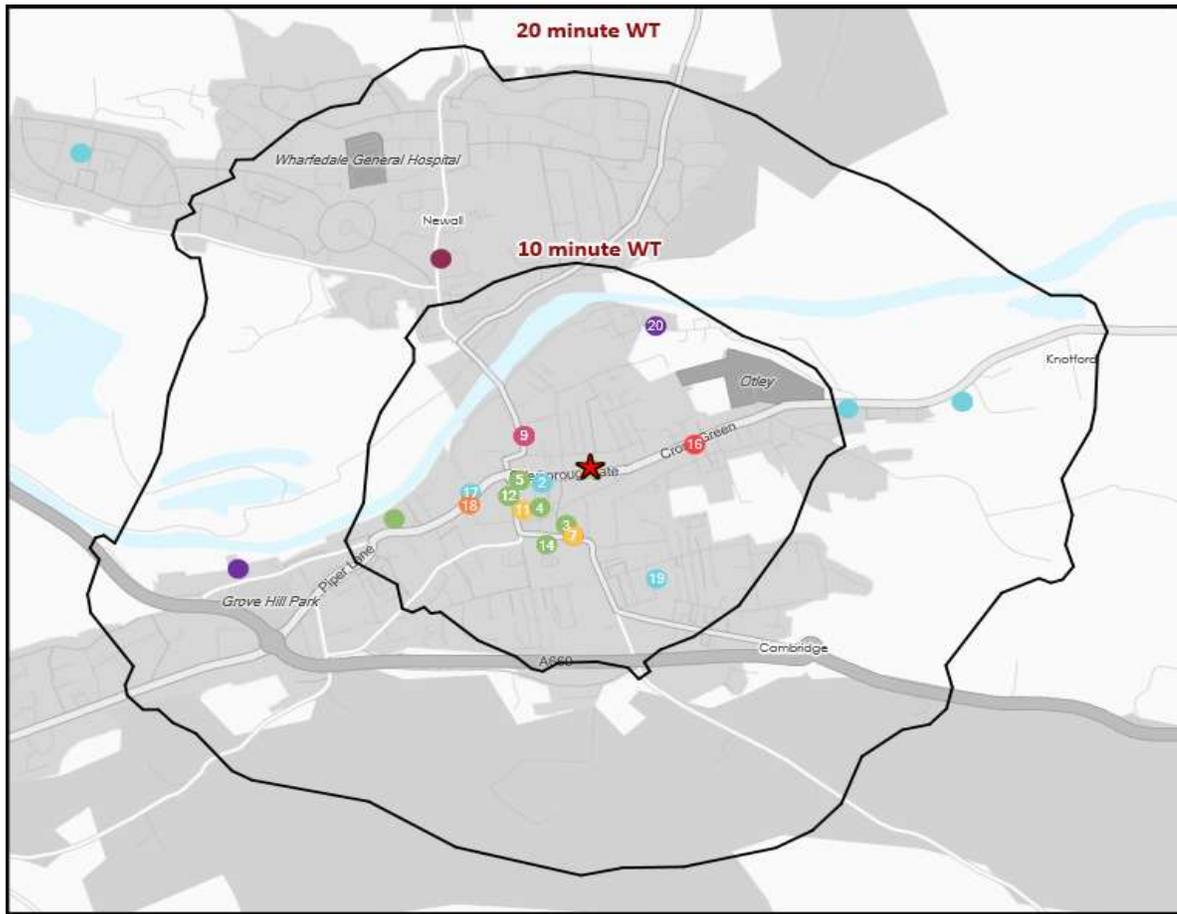


- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

## 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**
<b>Young</b>						
Low	0	0	5,842	0	0	29
Medium	227	237	11,850	49	23	52
High	228	270	11,043	81	42	80
<b>Midlife - Young Kids</b>						
Low	0	81	9,049	0	16	80
Medium	31	31	3,219	17	8	36
High	0	0	518	0	0	23
<b>Midlife - Carefree</b>						
Low	0	457	8,261	0	114	95
Medium	843	1,272	12,129	281	187	82
High	184	526	15,182	99	124	166
<b>Mature</b>						
Low	767	1,481	20,814	133	113	74
Medium	893	2,841	37,665	136	191	117
High	920	2,219	68,275	146	156	221
<b>Not Private Households</b>	96	96	1,805	175	77	67
<b>Total</b>	4,189	9,511	205,652			



- 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	White Swan	LS21 1AE	Star Pubs & Bars	Circuit Bar	0.0
0	Otley Tap House	LS21 1AE	Independent Free	High Street Pub	0.0
2	Conservative Club	LS21 3AF	Independent Free	Clubland	0.1
3	Old Cock	LS21 1AA	Independent Free	Circuit Bar	0.1
4	Otley Tavern	LS21 3AE	Independent Free	Circuit Bar	0.1
5	Bay Horse	LS21 3AQ	Admiral Taverns Ltd	Circuit Bar	0.1
5	Black Bull	LS21 3AQ	Star Pubs & Bars	Circuit Bar	0.1
7	Rose & Crown	LS21 1AD	Stonegate Pub Company	Family Pub Dining	0.1
7	Junction Inn	LS21 1AD	Star Pubs & Bars	High Street Pub	0.1
9	Jewel Of India	LS21 1BQ	Independent Free	Restaurants	0.1
9	Horse & Farrier	LS21 1BQ	Heron & Brearley	Family Pub Dining	0.1
11	Rookery Bar And Venue	LS21 3HJ	Independent Free	High Street Pub	0.1
12	Red Lion	LS21 3HN	Stonegate Pub Company	Circuit Bar	0.2
12	Whittakers Arms	LS21 3HN	Star Pubs & Bars	Circuit Bar	0.2
14	North Bar Social	LS21 3AB	North Brewing Co	High Street Pub	0.2
14	Bowling Green	LS21 3AB	Wetherspoons GB	Circuit Bar	0.2
16	Otley Rugby Union Football Club	LS21 1HE	Independent Free	Large Venue	0.2
17	Falcon Sports & Social Club	LS21 3AT	Independent Free	Clubland	0.2
18	Black Horse	LS21 3AS	Ei Group	Hotel	0.2
19	Grove Hill Social Club	LS21 1JN	Independent Free	Clubland	0.2
20	Buon Apps	LS21 1FE	Independent Free	Restaurants	0.3

# Per Pub Analysis - White Swan Otley



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,189	9,511	205,652
Number of Competition Pubs	18	22	286
Adults 18+ per Competition Pub	233	432	719

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	216	5.2%	64
Circuit Bar	9	86	2.1%	51
Community Pub	0	684	16.3%	85
Craft Led	0	73	1.7%	50
Great Pub Great Food	0	830	19.8%	112
High Street Pub	4	606	14.5%	79
Premium Local	0	756	18.0%	109

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	351	3.7%	46
Circuit Bar	9	139	1.5%	36
Community Pub	0	1,673	17.6%	92
Craft Led	0	81	0.9%	25
Great Pub Great Food	0	1,992	20.9%	118
High Street Pub	4	1,501	15.8%	86
Premium Local	1	1,949	20.5%	124

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	18	13,766	6.7%	83
Circuit Bar	24	4,024	2.0%	48
Community Pub	37	30,903	15.0%	79
Craft Led	0	4,038	2.0%	57
Great Pub Great Food	23	54,397	26.5%	149
High Street Pub	36	28,145	13.7%	74
Premium Local	45	48,183	23.4%	142

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.																																									
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