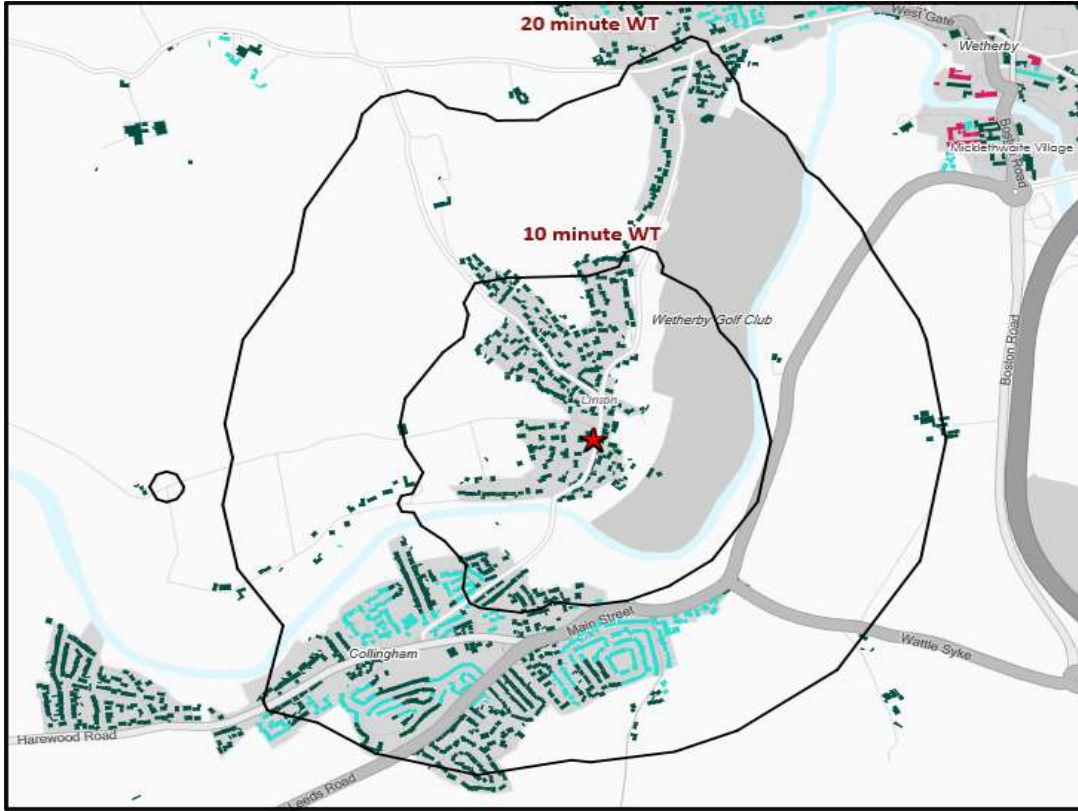


Catchment Summary - Windmill Inn Linton

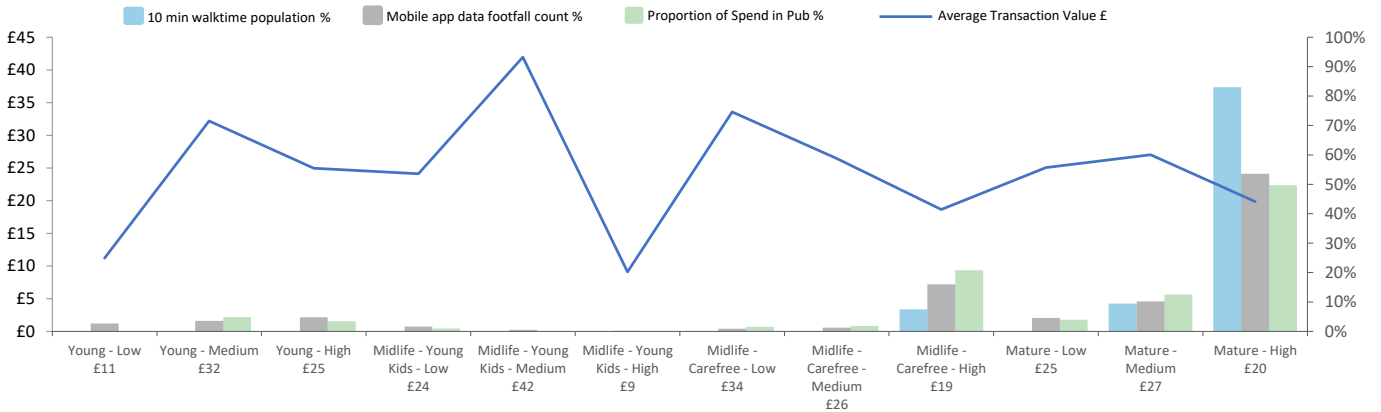
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Ship To	Name	Postcode	Operator	Segment	Sparsity
816342	Windmill Inn Linton	LS22 4HT	Star Pubs & Bars	GPGF	13



- 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 - Windmill Inn Linton



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

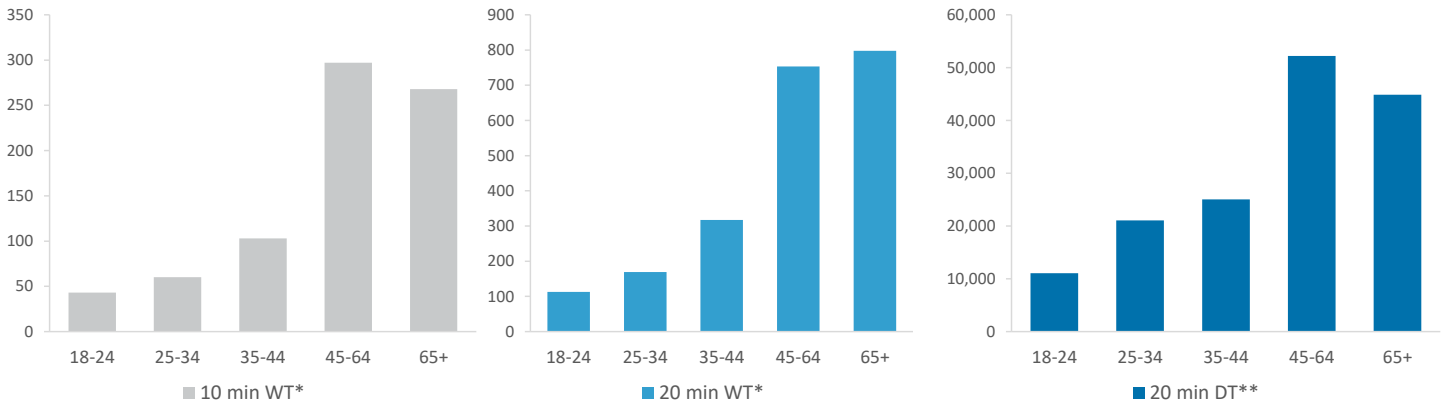
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	941	2,699	193,651	18	15	44
Adults 18+	771	2,150	154,240	17	14	44
Competition Pubs	1	3	167	6	8	40
Adults 18+ per Competition Pub	771	717	924	90	83	108
% Adults Likely to Drink	88.8%	85.7%	80.1%	117	112	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	1.3%	21.9%	0	4	66
	Medium	9.5%	13.9%	31.3%	25	36	82
	High	90.5%	84.7%	45.4%	332	310	166

*Affluence does not include Not Private Households

Age Profile	18-24	43	113	11,075	56	51	70
	25-34	60	169	21,051	48	47	81
	35-44	103	317	25,044	83	89	98
	45-64	297	753	52,195	123	109	105
	65+	268	798	44,875	148	154	121



		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	467 (50%)	1,334 (49%)	93,208 (48%)	101	101	98
	Female	474 (50%)	1,365 (51%)	100,443 (52%)	99	99	102
Economic Status (16+)	Employed: Full-time	211 (27%)	627 (28%)	54,588 (34%)	77	82	100
	Employed: Part-time	80 (10%)	243 (11%)	18,881 (12%)	85	92	100
	Self employed	110 (14%)	289 (13%)	15,357 (10%)	150	141	105
	Unemployed	2 (0%)	14 (1%)	3,088 (2%)	9	23	70
	Full-time student	5 (1%)	25 (1%)	2,305 (1%)	26	47	61
	Retired	278 (35%)	787 (36%)	44,108 (28%)	160	162	127
	Other	109 (14%)	231 (10%)	20,525 (13%)	79	60	74
Total Worker Count		278	711	94,120			

See the Glossary page for further information on the above variables

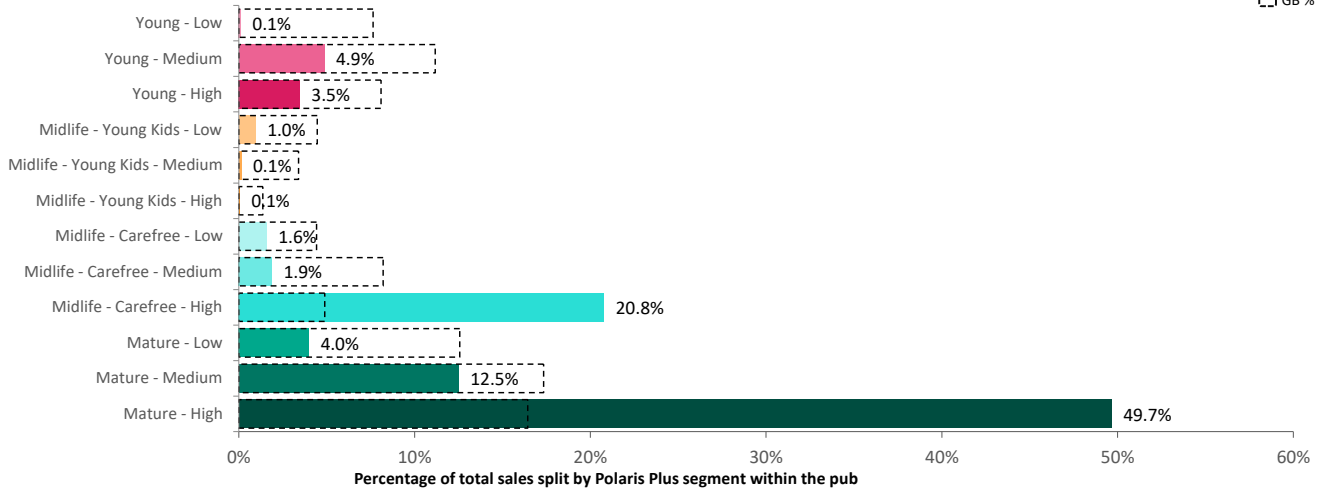
Transactional Data Summary - Windmill Inn Linton



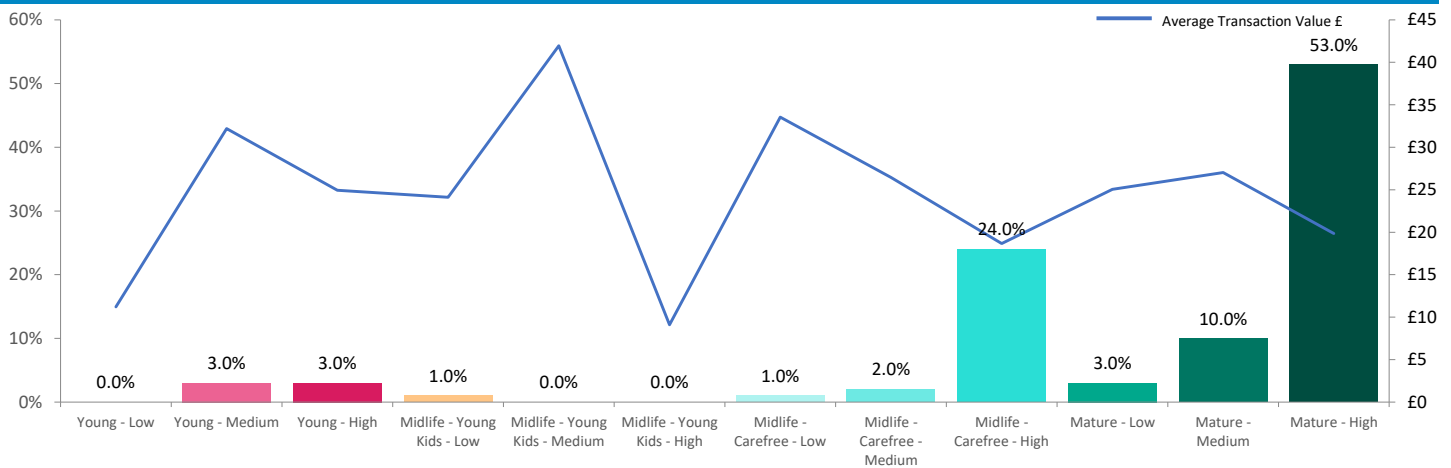
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Spend by Polaris Plus

GB %

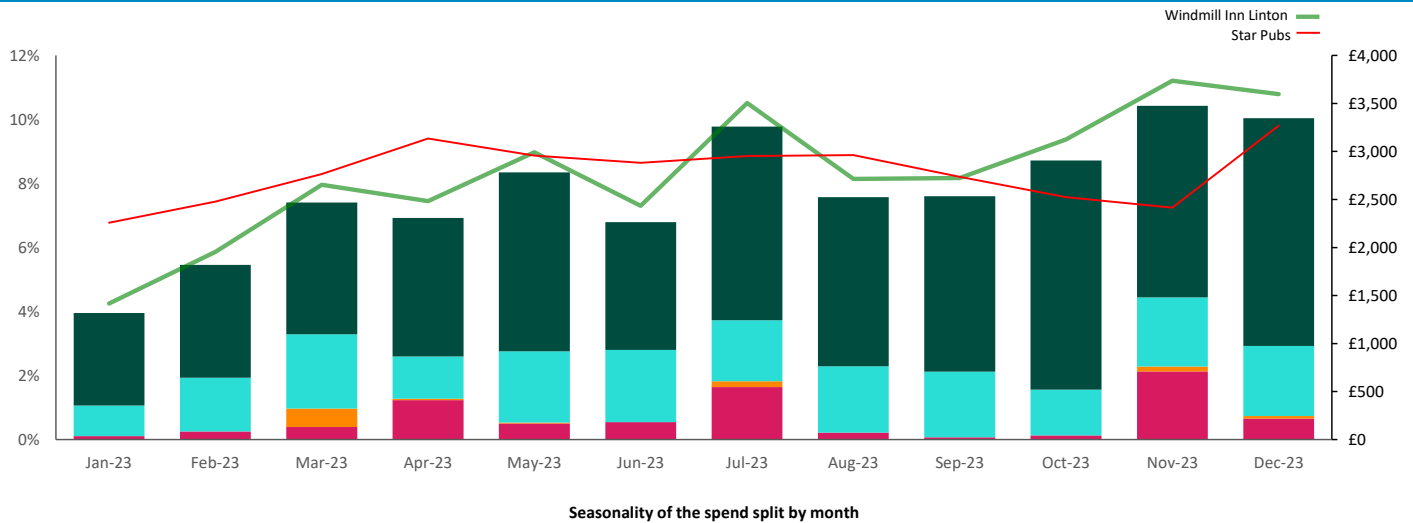


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

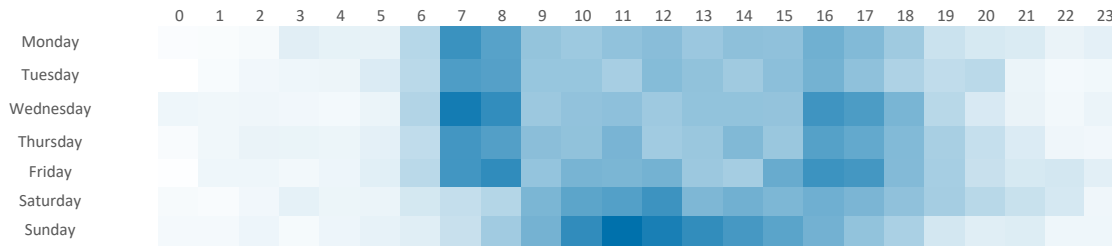


Mobile Data Summary - Windmill Inn Linton



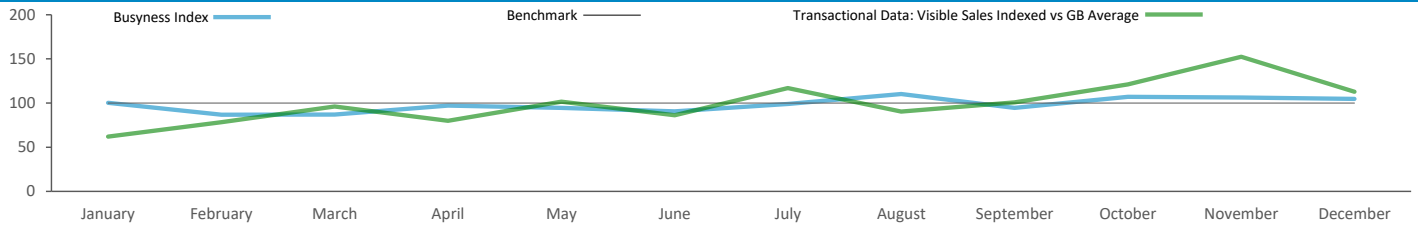
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Time of Day/Day of Week



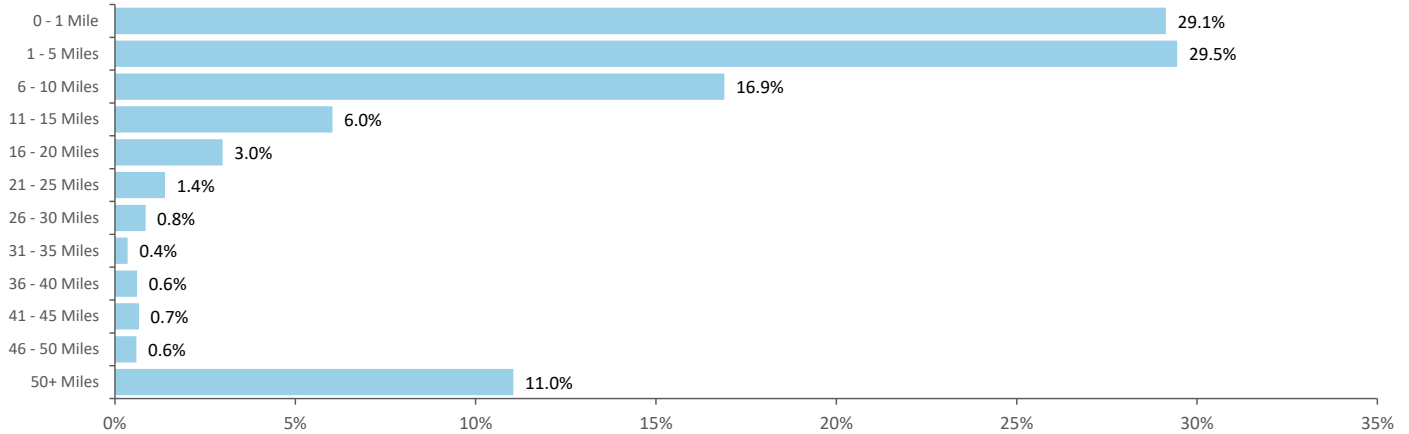
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

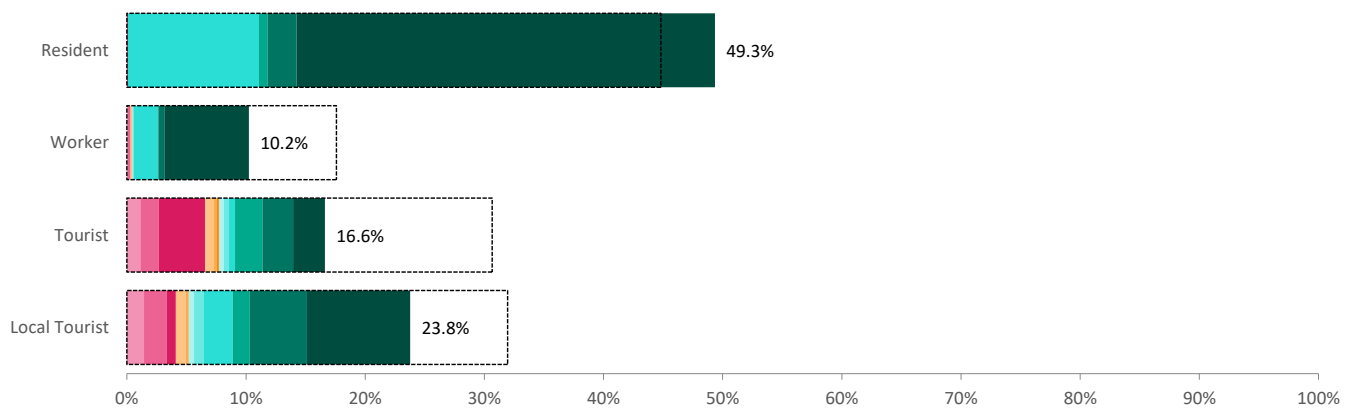
Distance from Home



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

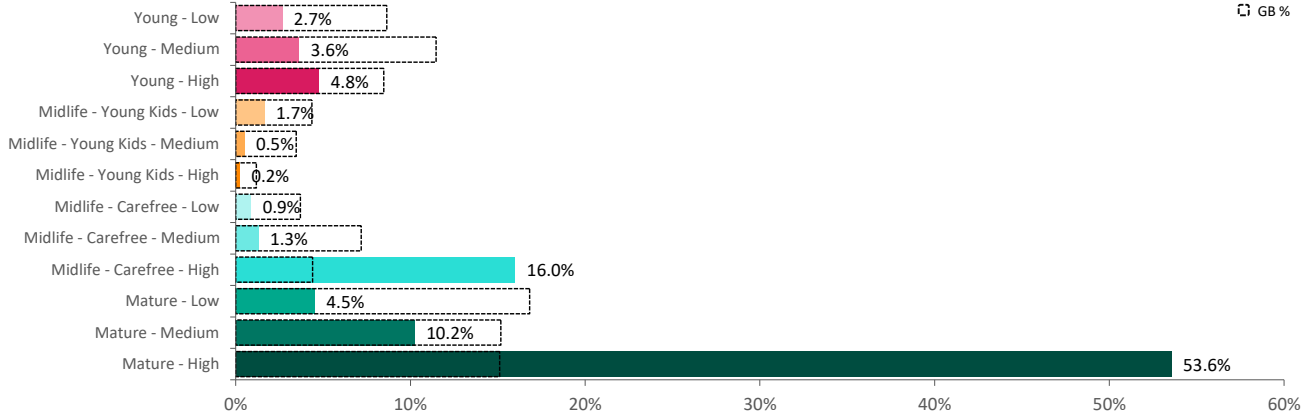
Audience Classification by Polaris Plus

Base: GB



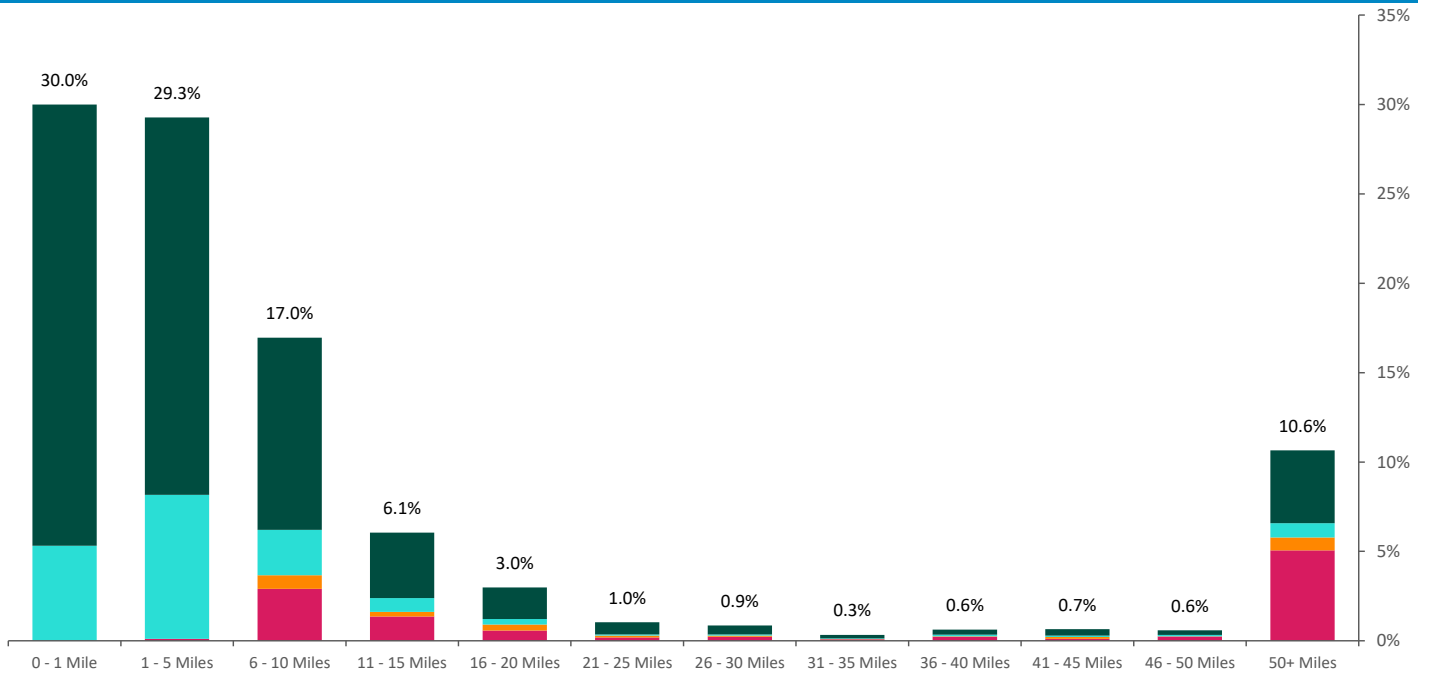
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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



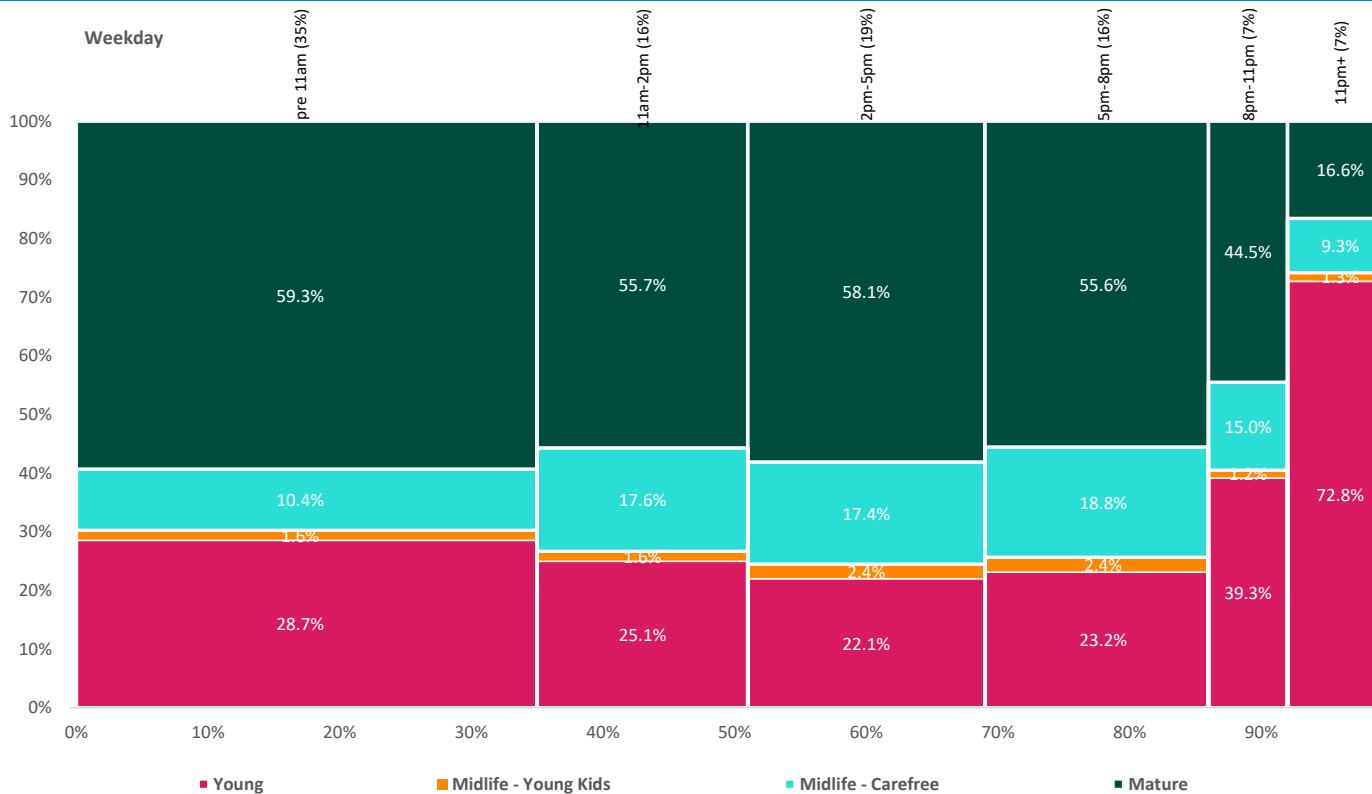
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Windmill Inn Linton

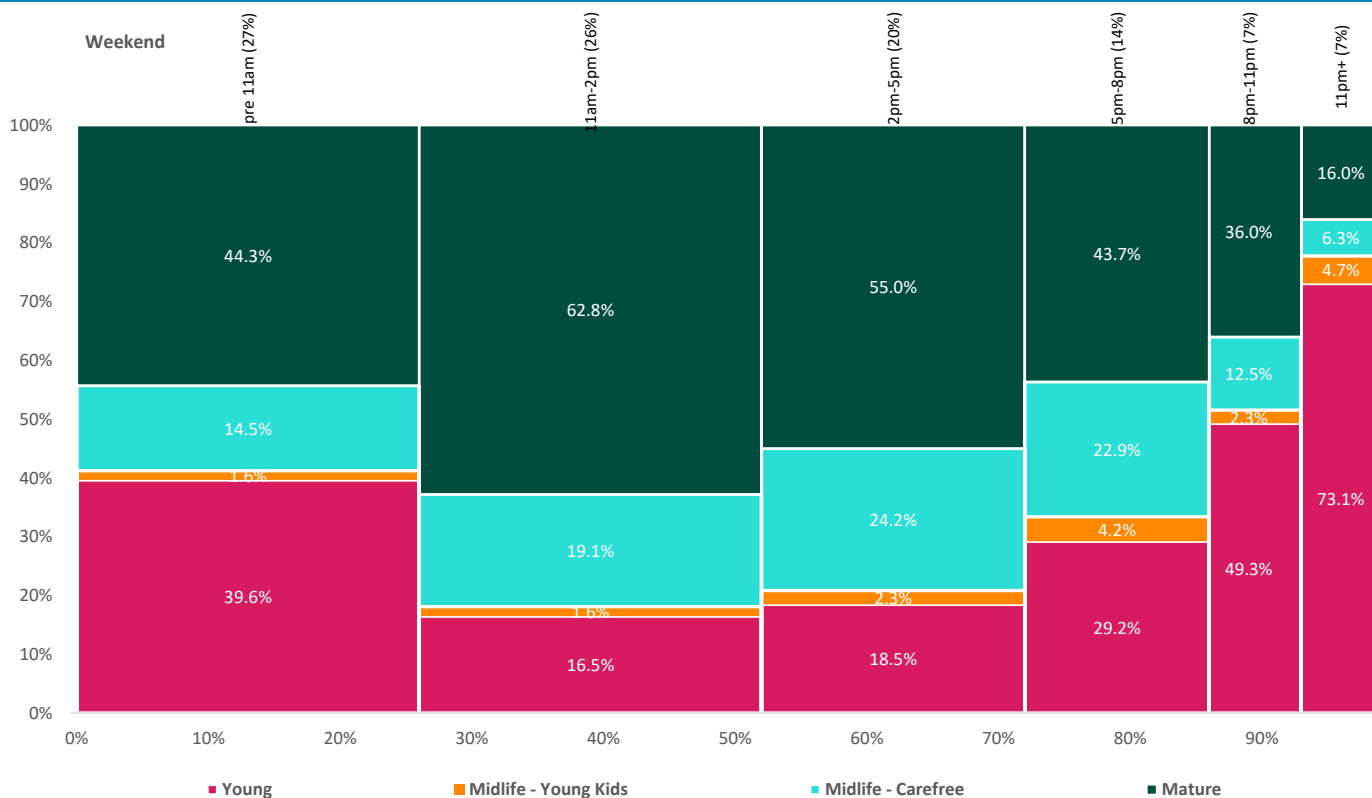


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Windmill Inn Linton



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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	16,760	0	0	39
Midlife - Young Kids	0	0	8,633	0	0	51
Midlife - Carefree	58	656	23,959	48	193	98
Mature	713	1,494	102,694	208	157	150
Not Private Households	0	0	2,194	0	0	108
Total	771	2,150	154,240			

Polaris Plus Summary - Windmill Inn Linton



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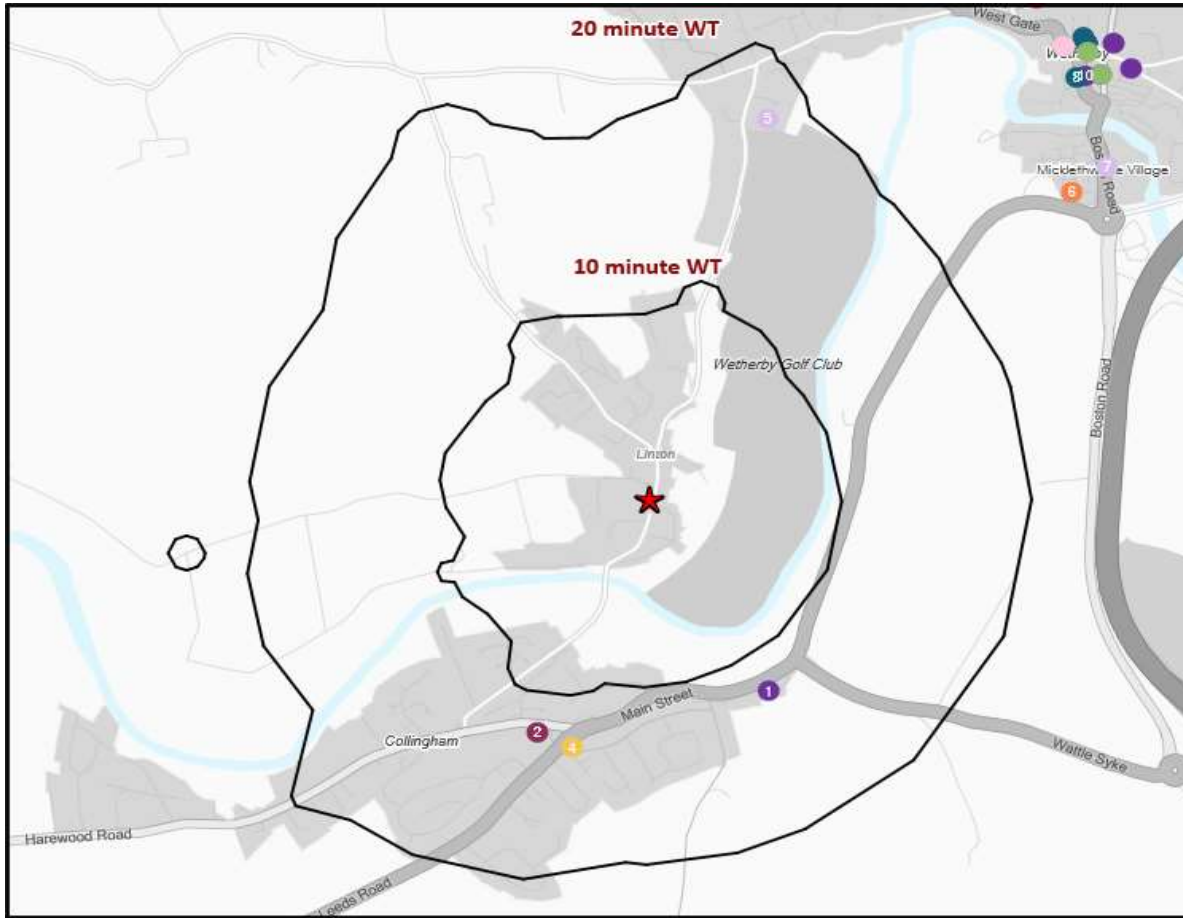
- ★ Pub Sites
- ⌘ Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High
- Mature**
- Low
- Medium
- High

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**
Young						
Low	0	0	6,997	0	0	46
Medium	0	0	4,463	0	0	26
High	0	0	5,300	0	0	51
Midlife - Young Kids						
Low	0	0	5,839	0	0	69
Medium	0	0	2,787	0	0	42
High	0	0	7	0	0	0
Midlife - Carefree						
Low	0	0	4,708	0	0	72
Medium	0	0	3,247	0	0	29
High	58	656	16,004	169	685	233
Mature						
Low	0	29	16,201	0	10	76
Medium	73	299	37,832	60	89	157
High	640	1,166	48,661	554	362	210
Not Private Households	0	0	2,194	0	0	108
Total	771	2,150	154,240			

CGA Summary - Windmill Inn Linton

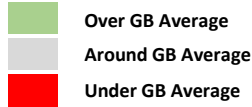


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Windmill Inn	LS22 4HT	Star Pubs & Bars	GPGF	0.0
1	Piccolino	LS22 5AY	Individual Restaurant Company	Restaurants	0.5
2	Collingham & Linton Sports Association	LS22 5BL	Independent Free	Sports Clubs	0.5
2	Cromwell	LS22 5BL	Stonegate Pub Company	Premium Local	0.5
4	1066 Cafe & Bistro	LS22 5AW	Independent Free	High Street Pub	0.5
5	Wetherby Golf Club	LS22 4JF	Independent Free	Sports Clubs	0.8
6	Mercure Hotel	LS22 5HE	Accor Hotels	Hotel	1.1
7	Wetherby Sports Association	LS22 5HA	Independent Free	Sports Clubs	1.1
8	Ask Italian	LS22 6LQ	Azzurri Group Ltd	Casual Dining	1.2
8	Bar Three	LS22 6LQ	Stonegate Pub Company	ABOS	1.2
10	Wetherby Whaler	LS22 6NE	Wetherby Whaler	Restaurants	1.2

Per Pub Analysis - Windmill Inn Linton



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	771	2,150	154,240
Number of Competition Pubs	1	3	167
Adults 18+ per Competition Pub	771	717	924

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	50	6.4%	80
Circuit Bar	0	0	0.0%	0
Community Pub	0	28	3.6%	19
Craft Led	0	0	0.0%	0
Great Pub Great Food	1	358	46.4%	262
High Street Pub	0	23	3.0%	16
Premium Local	0	312	40.5%	246

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	127	5.9%	73
Circuit Bar	0	2	0.1%	2
Community Pub	0	184	8.6%	45
Craft Led	0	0	0.0%	0
Great Pub Great Food	1	920	42.8%	242
High Street Pub	1	120	5.6%	30
Premium Local	1	796	37.0%	225

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	8,761	5.7%	71
Circuit Bar	12	2,939	1.9%	47
Community Pub	6	26,676	17.3%	90
Craft Led	0	2,042	1.3%	38
Great Pub Great Food	20	41,333	26.8%	151
High Street Pub	12	23,958	15.5%	84
Premium Local	36	38,382	24.9%	151

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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.																																									
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