CACI

Catchment Summary - Wills O Nats Huddersfield
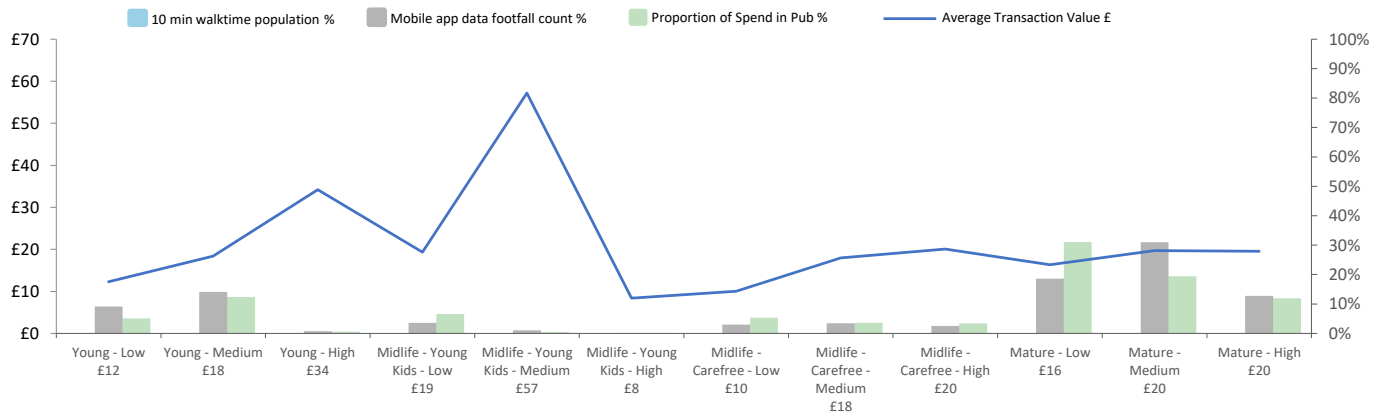
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625832	Wills O Nats Huddersfield	HD 9 5PS	Star Pubs & Bars	Family Pub Dining	14

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

★ Pub Sites
Ν Catchments

20 minute WT
10 minute WT

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories: Young - Low £12 | Young - Medium £18 | Young - High £34 | Midlife - Young Kids - Low £19 | Midlife - Young Kids - Medium £57 | Midlife - Young Kids - High £8 | Midlife - Carefree - Low £10 | Midlife - Carefree - Medium £18 | Midlife - Carefree - High £20 | Mature - Low £16 | Mature - Medium £20 | Mature - High £20

See the Glossary page for further information on the above variables

Catchment Summary - Wills O Nats Huddersfield

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*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**
Over GB Average	Population	0	2,347	188,750	0	13	43
					Population & Adults 18+ index is based on all pubs		
Around GB Average	Adults 18+	0	1,826	149,871	0	12	43
	Competition Pubs	0	1	267	0	3	64
Under GB Average	Adults 18+ per Competition Pub	0	1,826	561	0	213	65
	% Adults Likely to Drink	0.0%	77.1%	74.1%	0	101	97
Affluence	Low	0.0%	41.3%	36.4%	0	124	110
	Medium	0.0%	39.5%	42.7%	0	104	112
	High	0.0%	19.1%	20.1%	0	70	74

*Affluence does not include Not Private Households
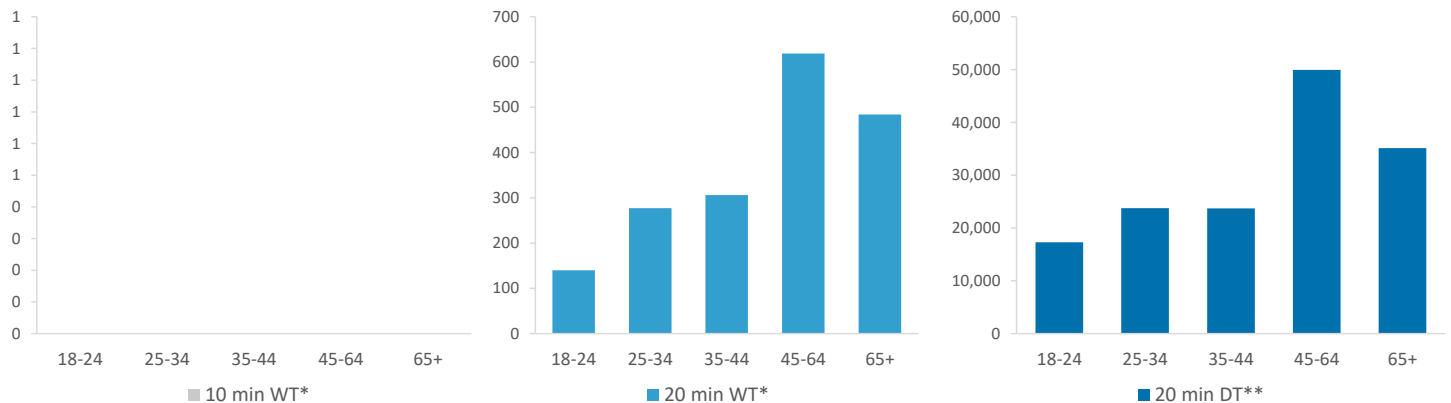
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	0	140	17,319	0	73	113
	25-34	0	277	23,768	0	88	94
	35-44	0	306	23,730	0	98	95
	45-64	0	619	49,939	0	103	103
	65+	0	484	35,115	0	107	97

		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	0 (0%)	1,146 (49%)	92,971 (49%)	0	100	101
	Female	0 (0%)	1,201 (51%)	95,779 (51%)	0	100	99
Economic Status (16+)	Employed: Full-time	0 (0%)	593 (31%)	49,268 (32%)	0	91	93
	Employed: Part-time	0 (0%)	243 (13%)	18,238 (12%)	0	108	99
	Self employed	0 (0%)	160 (8%)	13,526 (9%)	0	92	95
	Unemployed	0 (0%)	55 (3%)	4,223 (3%)	0	105	99
	Full-time student	0 (0%)	32 (2%)	4,794 (3%)	0	71	130
	Retired	0 (0%)	514 (27%)	34,594 (22%)	0	124	102
	Other	0 (0%)	294 (16%)	29,945 (19%)	0	89	111
	Total Worker Count	0	197	69,986			

See the Glossary page for further information on the above variables

Transactional Data Summary - Wills O Nats Huddersfield

star PUBS&BARS

## Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	5.1%
Young - Medium	12.4%
Young - High	0.6%
Midlife - Young Kids - Low	6.6%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	5.4%
Midlife - Carefree - Medium	3.6%
Midlife - Carefree - High	3.4%
Mature - Low	31.1%
Mature - Medium	19.4%
Mature - High	11.9%

Percentage of total sales split by Polaris Plus segment within the pub
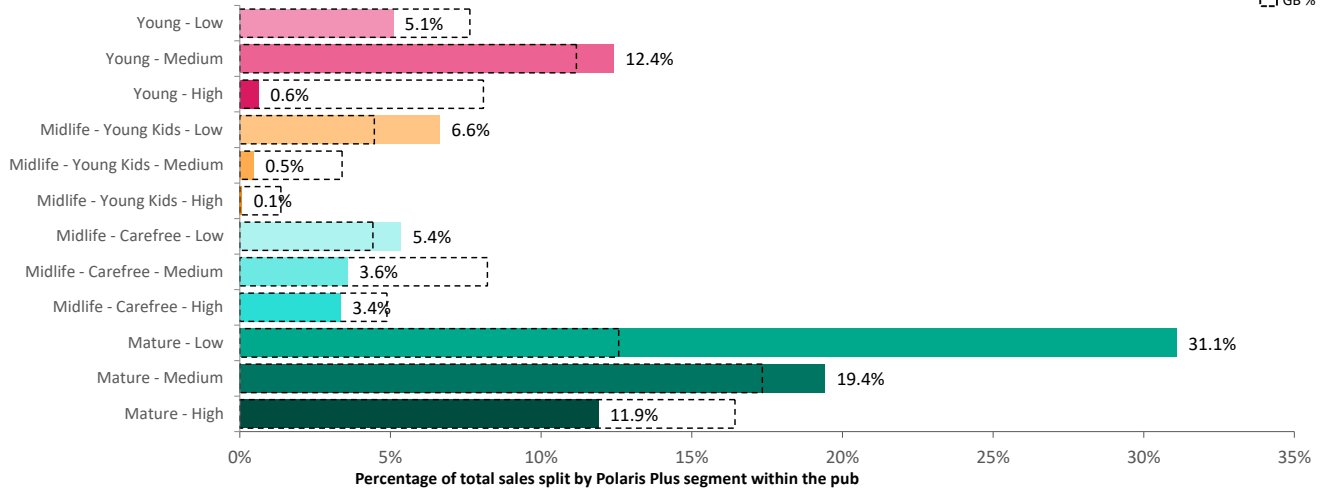
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	7.0%
Young - Medium	12.0%
Young - High	0.0%
Midlife - Young Kids - Low	6.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	9.0%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	3.0%
Mature - Low	32.0%
Mature - Medium	17.0%
Mature - High	10.0%
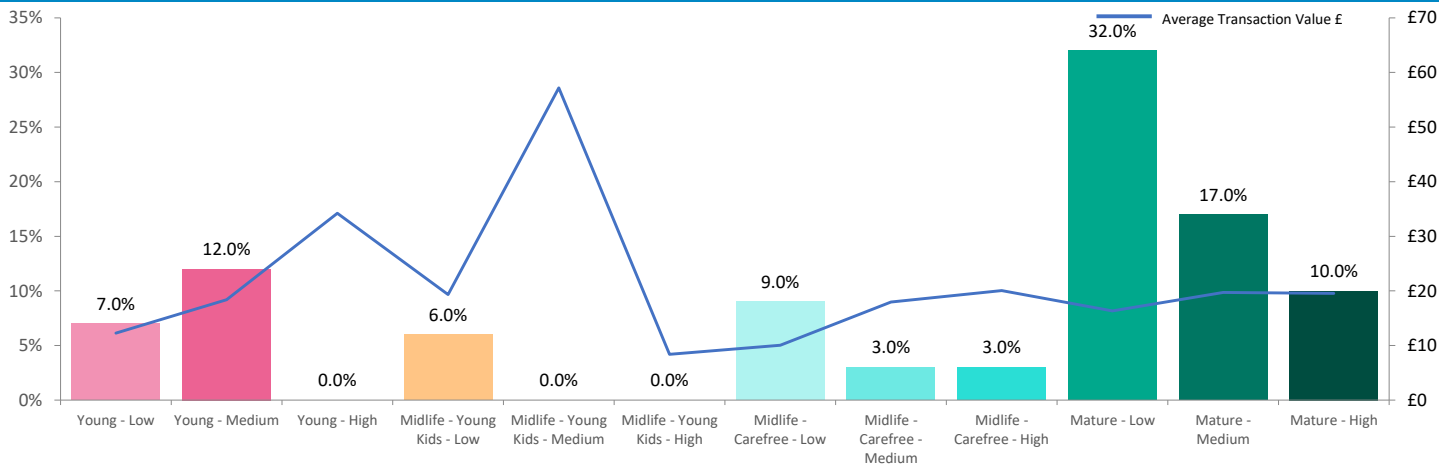
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
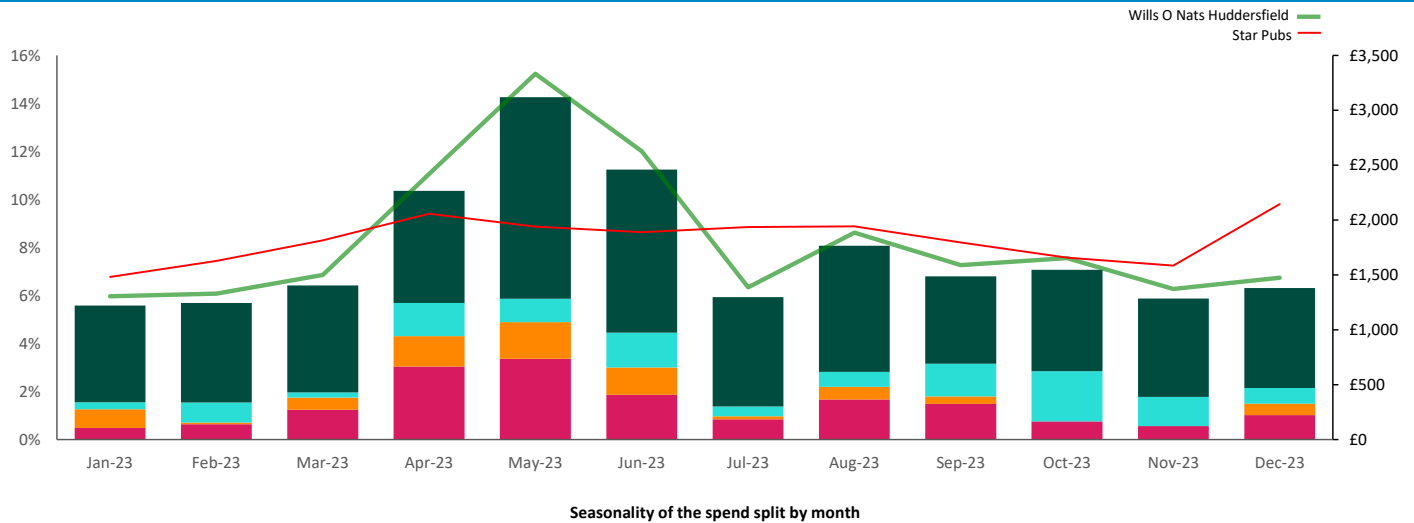
Wills O Nats Huddersfield
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Wills O Nats Huddersfield
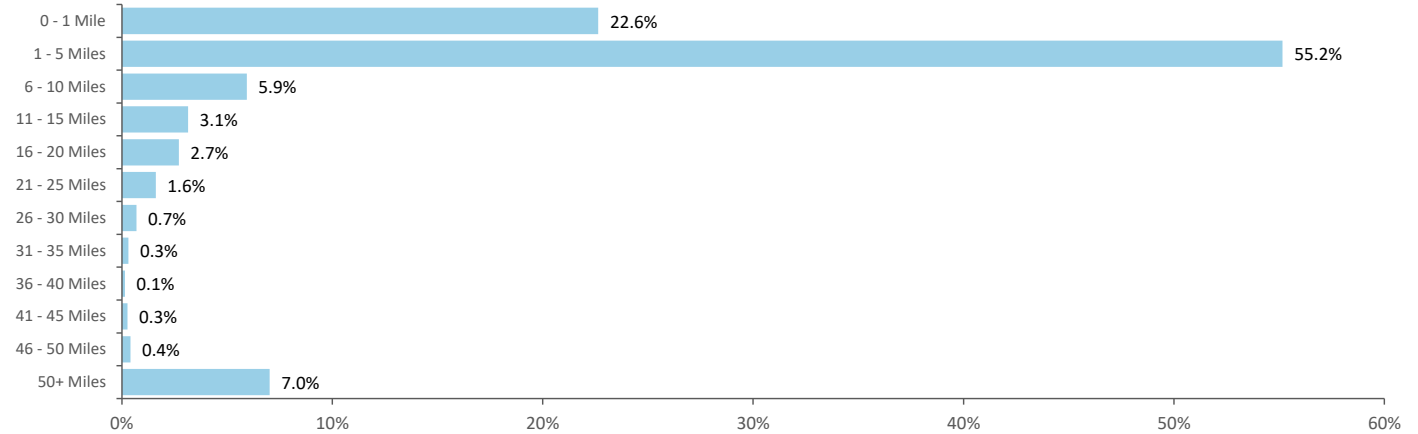
Time of Day/Day of Week
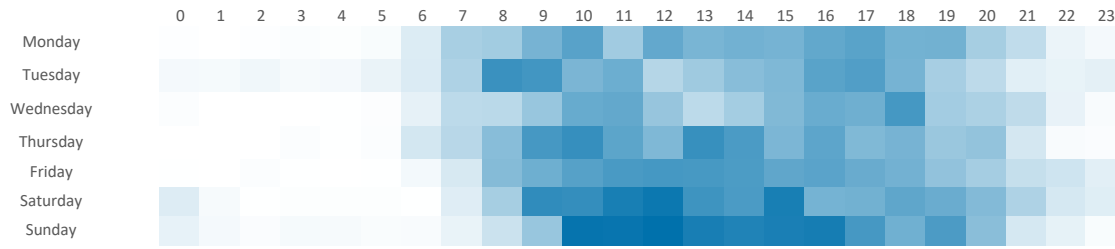
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Legend: Busyness Index | Benchmark | Transactional Data: Visible Sales Indexed vs GB Average
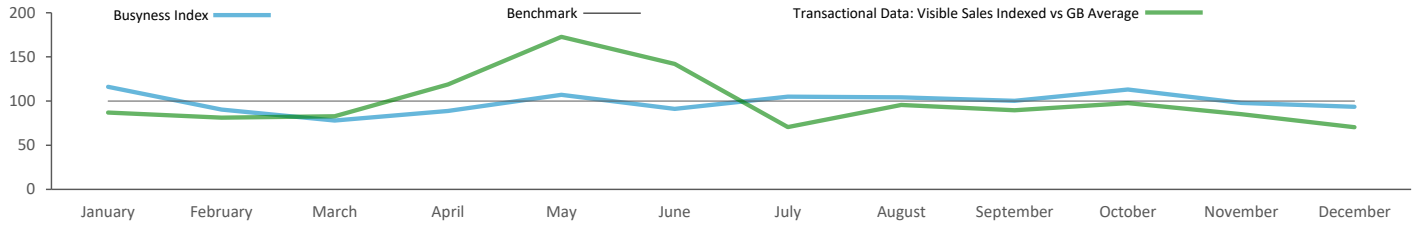
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	22.6%
1 - 5 Miles	55.2%
6 - 10 Miles	5.9%
11 - 15 Miles	3.1%
16 - 20 Miles	2.7%
21 - 25 Miles	1.6%
26 - 30 Miles	0.7%
31 - 35 Miles	0.3%
36 - 40 Miles	0.1%
41 - 45 Miles	0.3%
46 - 50 Miles	0.4%
50+ Miles	7.0%

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

Classification	Percentage
Resident	47.6%
Worker	25.0%
Tourist	12.3%
Local Tourist	15.1%
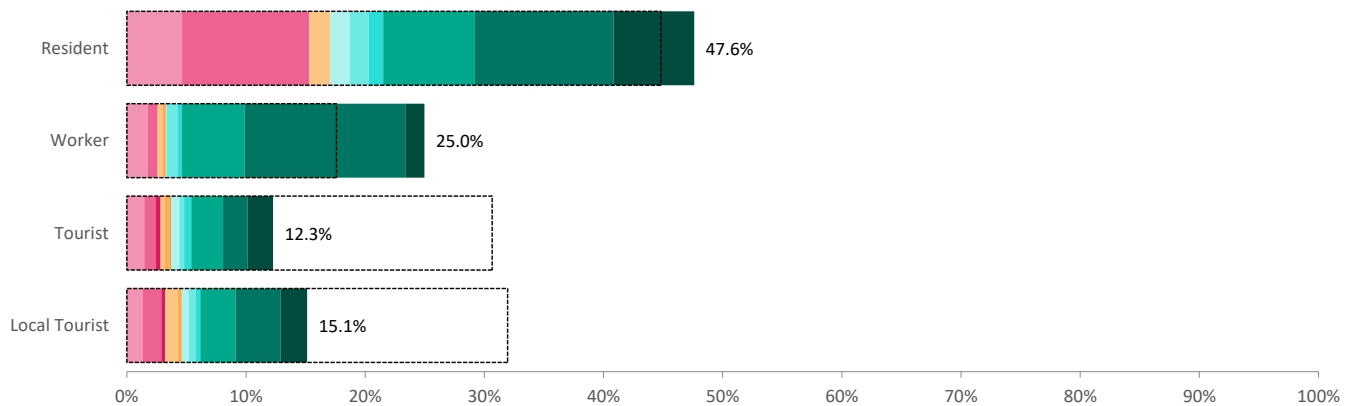
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
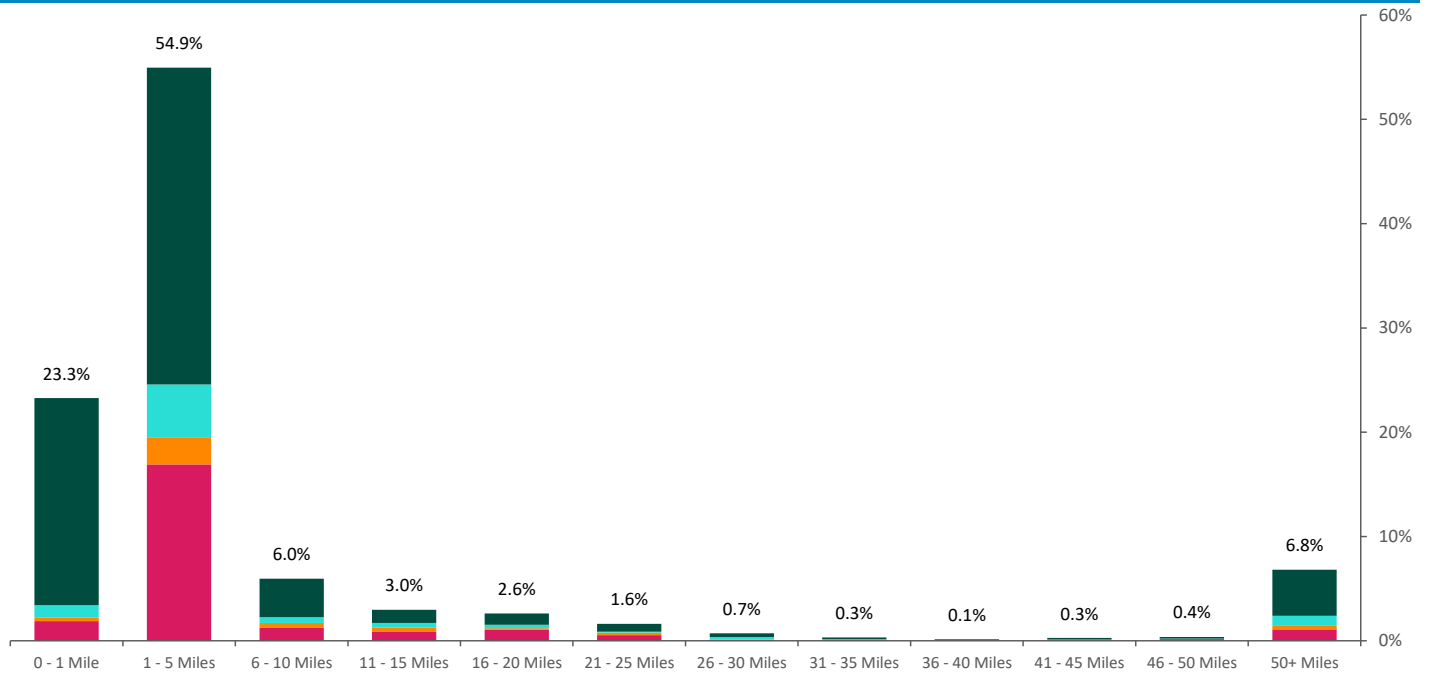
Mobile Data Summary - Wills O Nats Huddersfield

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Polaris Plus Profile

⊡ GB %

Category	Value
Young - Low	9.1%
Young - Medium	14.1%
Young - High	0.7%
Midlife - Young Kids - Low	3.6%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	3.0%
Midlife - Carefree - Medium	3.4%
Midlife - Carefree - High	2.5%
Mature - Low	18.6%
Mature - Medium	31.0%
Mature - High	12.7%
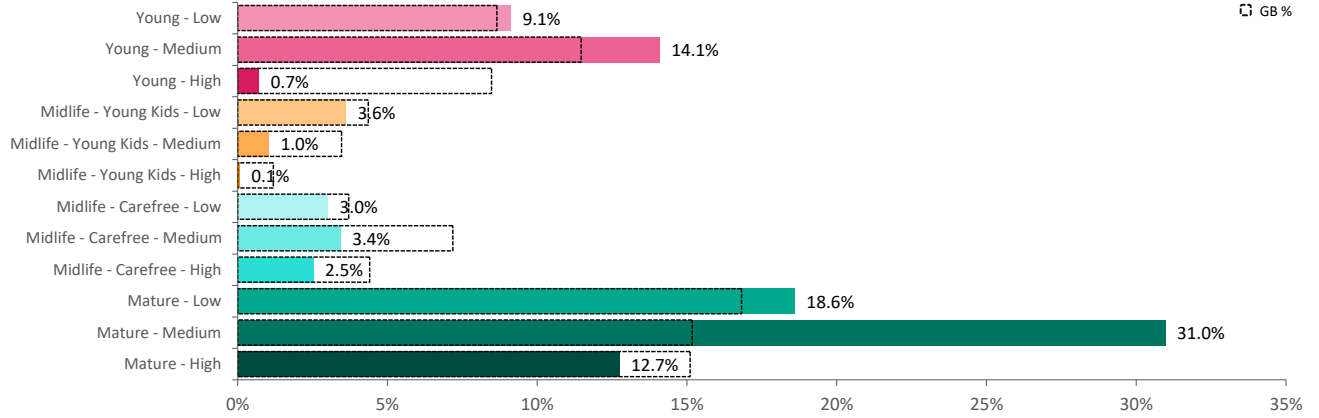
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	Value
0 - 1 Mile	23.3%
1 - 5 Miles	54.9%
6 - 10 Miles	6.0%
11 - 15 Miles	3.0%
16 - 20 Miles	2.6%
21 - 25 Miles	1.6%
26 - 30 Miles	0.7%
31 - 35 Miles	0.3%
36 - 40 Miles	0.1%
41 - 45 Miles	0.3%
46 - 50 Miles	0.4%
50+ Miles	6.8%

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

CACI

Mobile Data Summary - Wills O Nats Huddersfield

star PUBS&BARS

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

Weekday

pre 11am (27%) | 11am-2pm (21%) | 2pm-5pm (22%) | 5pm-8pm (20%) | 8pm-11pm (8%) | 11pm+ (1%)

Time	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	66.8%	66.0%	59.7%	54.1%	51.8%	50.9%
Midlife - Carefree	9.4%	7.8%	10.2%	10.8%	10.2%	21.3%
Midlife - Young Kids	4.1%	4.6%	4.4%	3.5%	5.1%	5.6%
Young	19.7%	21.6%	25.7%	31.5%	33.0%	22.2%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
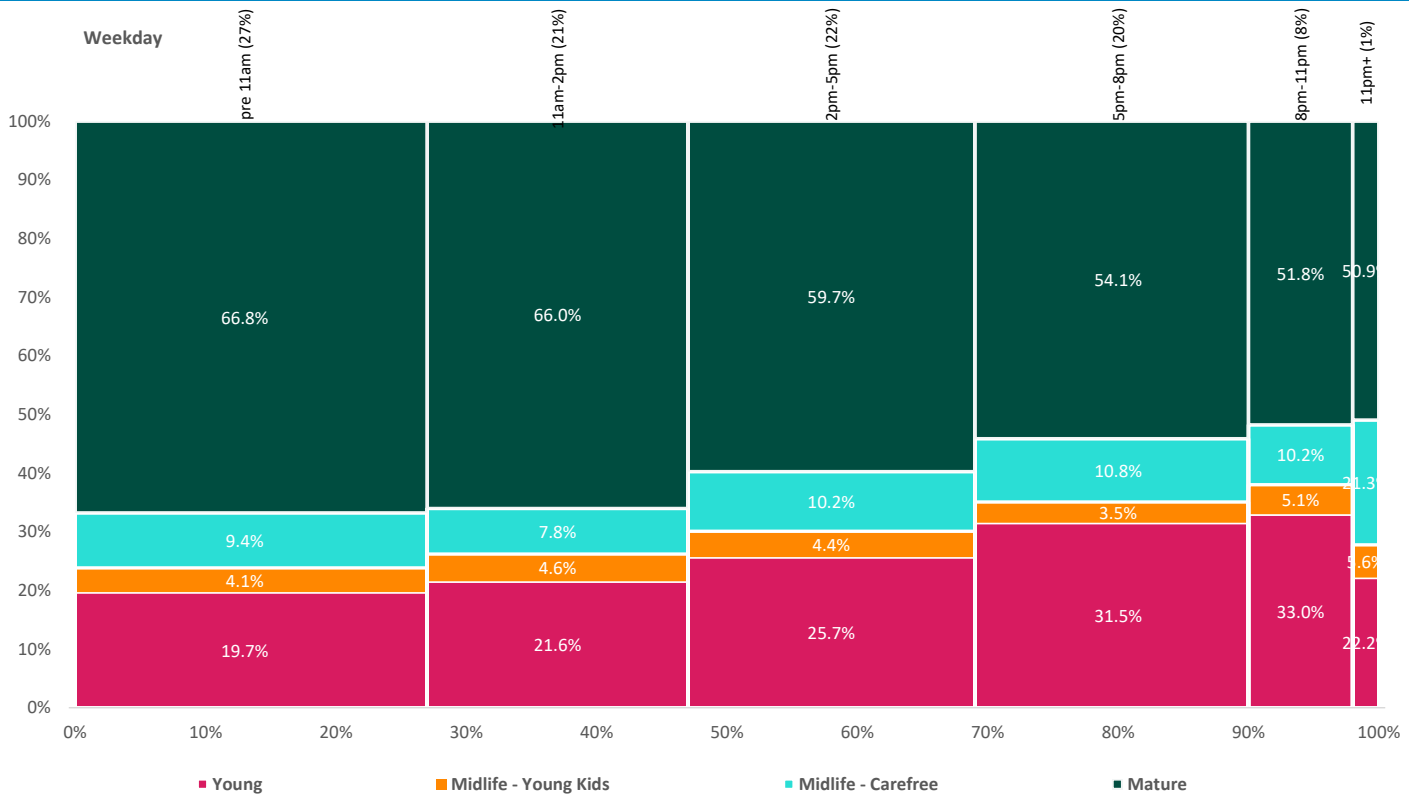
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (19%) | 11am-2pm (27%) | 2pm-5pm (24%) | 5pm-8pm (18%) | 8pm-11pm (9%) | 11pm+ (3%)

Time	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	70.2%	61.6%	55.5%	53.3%	54.4%	43.5%
Midlife - Carefree	6.9%	5.5%	8.6%	10.7%	9.1%	14.7%
Midlife - Young Kids	4.3%	3.8%	5.9%	4.6%	4.2%	19.4%
Young	18.6%	29.1%	30.1%	31.3%	32.3%	22.3%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

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

Polaris Summary - Wills O Nats Huddersfield

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Polaris Segments

- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

★ Pub Sites
Ⓝ Catchment
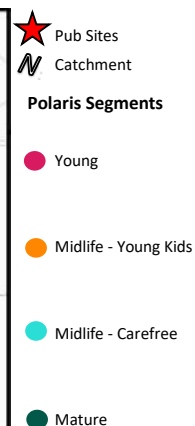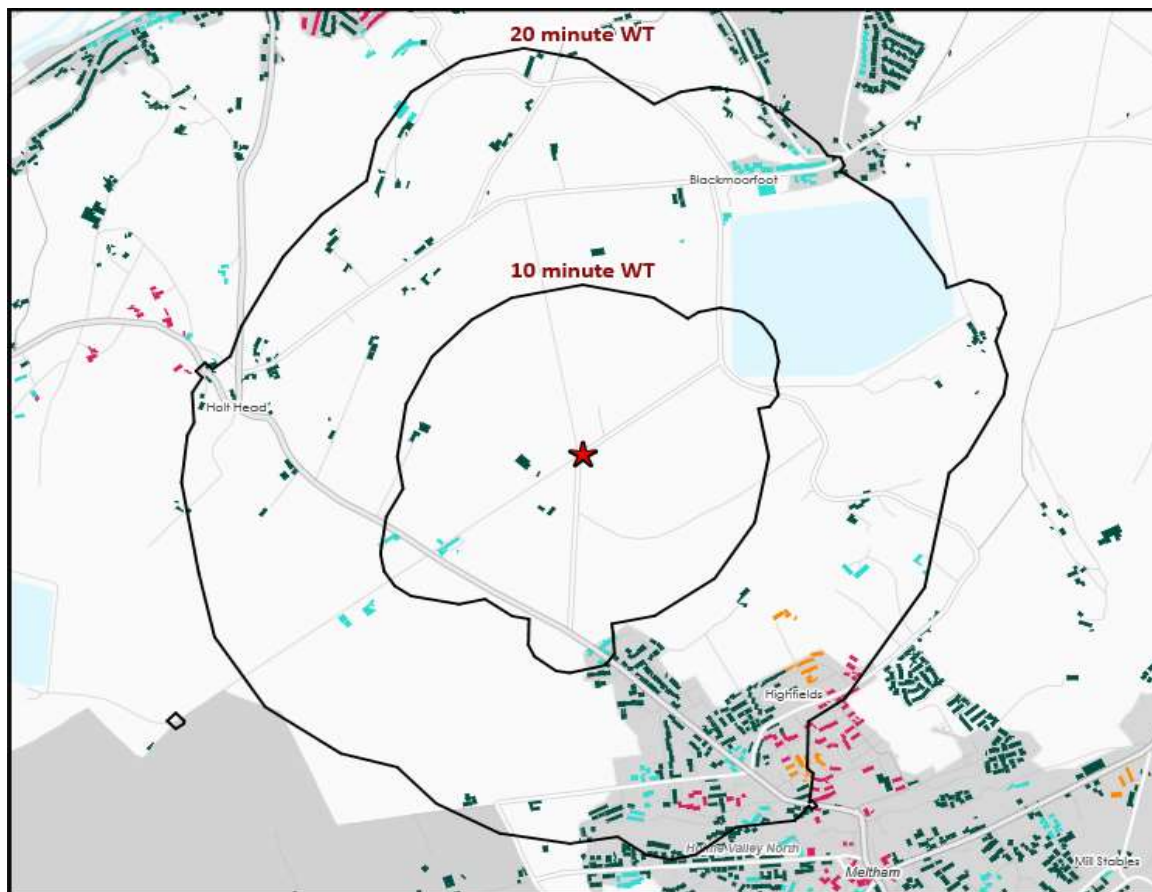
Polaris Profile by Catchment

*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	277	44,833	0	0	0
Midlife - Young Kids	0	186	16,343	0	0	0
Midlife - Carefree	0	56	20,874	0	0	0
Mature	0	1,307	66,746	0	0	0
Not Private Households	0	0	1,075	0	0	0
Total	0	1,826	149,871			

Polaris Plus Summary - Wills O Nats Huddersfield

star
PUBS & BARS

★ 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
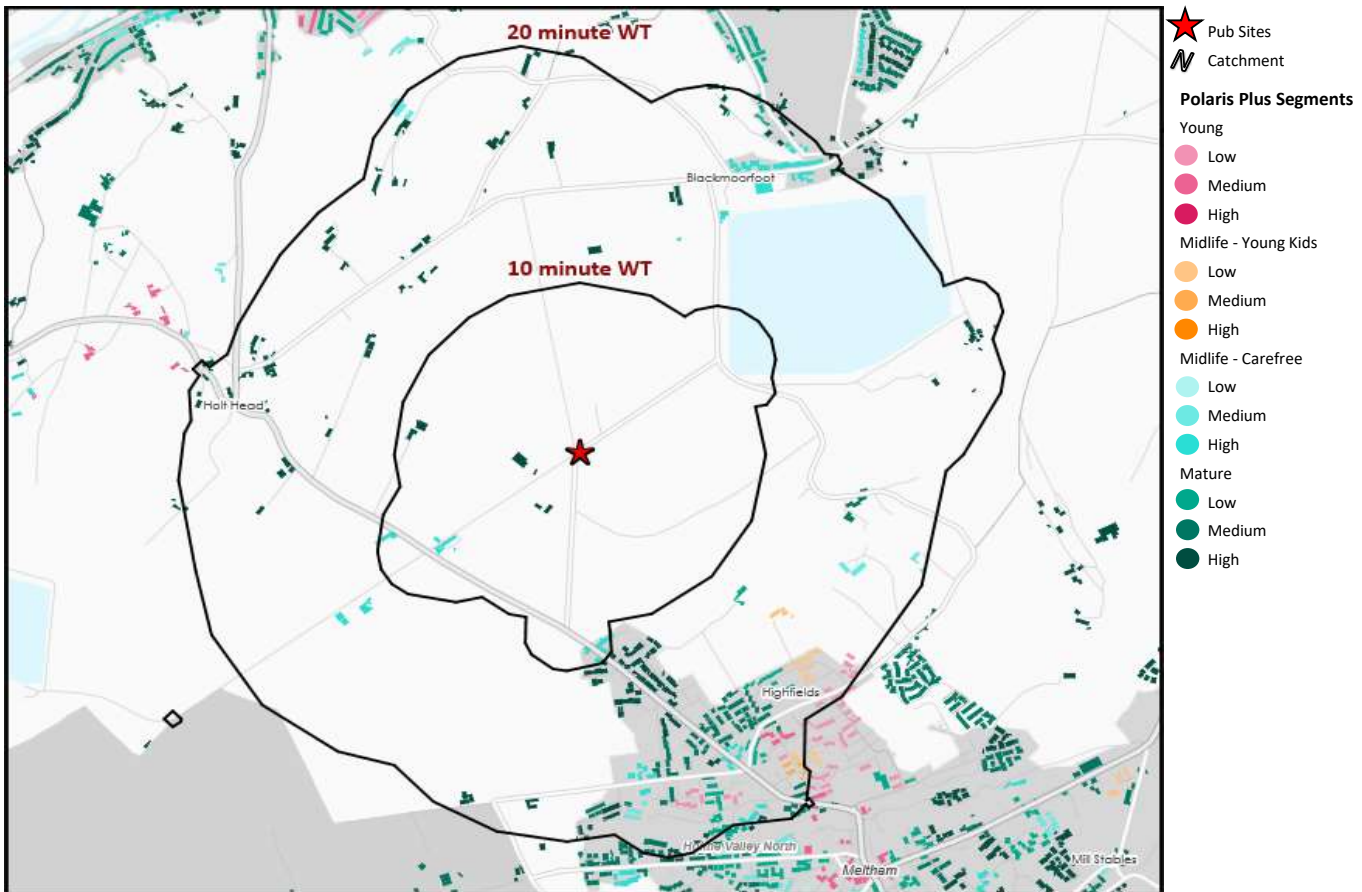
Polaris Plus Profile by Catchment

*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**
Young						
Low	0	231	16,545	0	129	112
Medium	0	46	25,786	0	23	157
High	0	0	2,502	0	0	25
Midlife - Young Kids						
Low	0	149	12,554	0	149	153
Medium	0	37	3,789	0	47	58
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	6,776	0	0	107
Medium	0	19	6,399	0	15	60
High	0	37	7,699	0	45	115
Mature						
Low	0	375	18,700	0	150	91
Medium	0	620	28,083	0	217	120
High	0	312	19,963	0	114	89
Not Private Households	0	0	1,075	0	0	55
Total	0	1,826	149,871			

CGA Summary - Wills O Nats Huddersfield

Legend:
- ★ 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
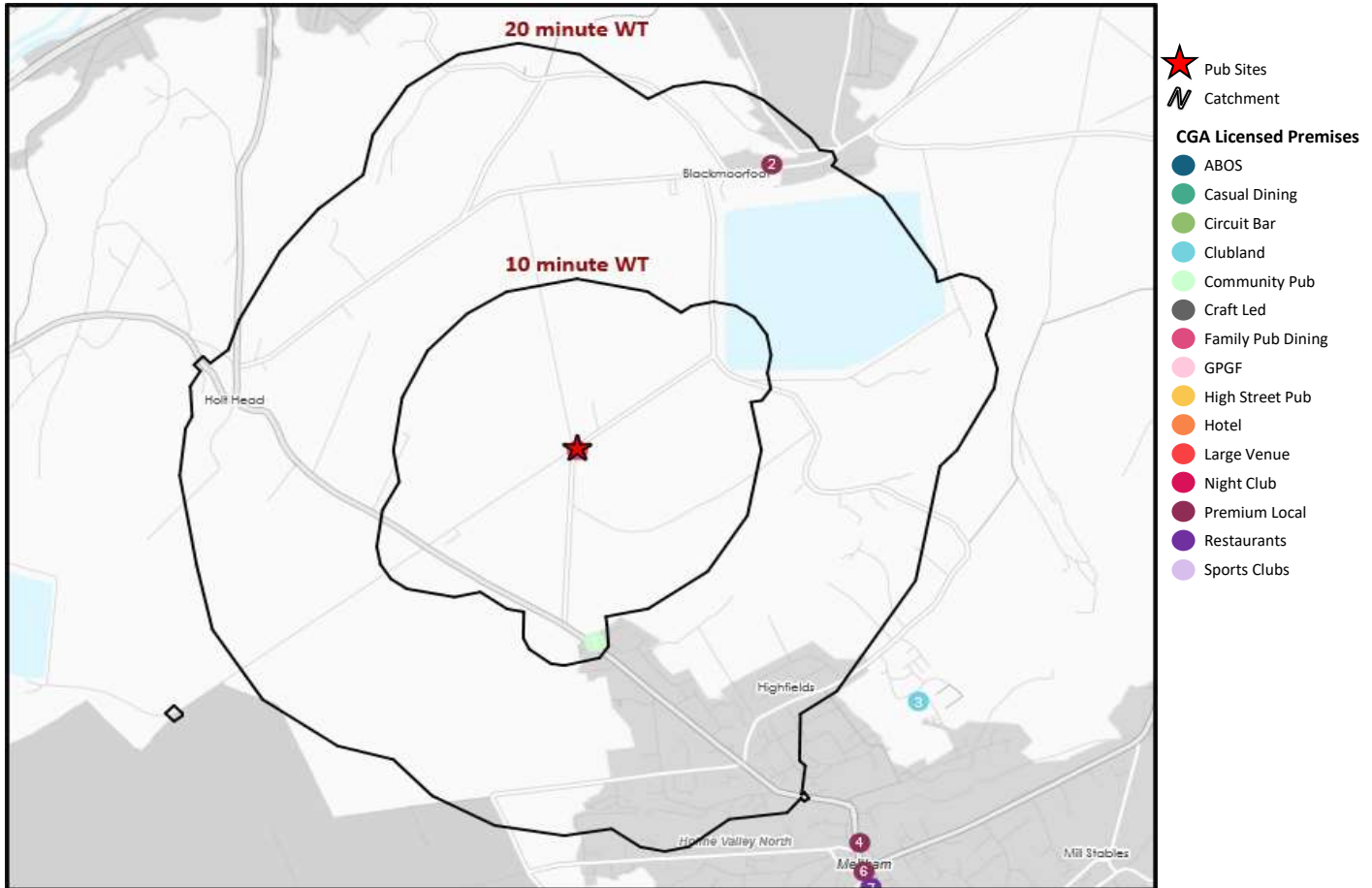
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Wills O Nats	HD 9 5PS	Star Pubs & Bars	Family Pub Dining	0.0
1	Travellers Rest	HD 9 5NH	*Other Small Retail Groups	Community Pub	0.4
2	Bulls Head	HD 7 5TR	Star Pubs & Bars	Premium Local	0.7
3	Meltham Cricket & Athletic Club	HD 9 5QT	Independent Free	Clubland	0.9
4	Victoria Park	HD 9 5QL	Independent Free	Premium Local	1.0
5	Linthwaite Hall Sports & Social Club	HD 7 5LQ	Independent Free	Sports Clubs	1.1
6	Swan	HD 9 4NH	*Other Small Retail Groups	Premium Local	1.1
7	Pink Elephant	HD 9 4ES	Independent Free	Restaurants	1.1
8	Lodge Of Peace	HD 9 4EU	Independent Free	Clubland	1.1
9	Meltham Liberal Club	HD 9 4HR	Independent Free	Clubland	1.2

Per Pub Analysis - Wills O Nats Huddersfield

*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+	0	1,826	149,871
Number of Competition Pubs	0	1	267
Adults 18+ per Competition Pub	0	1,826	561

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	0	0.0%	0
Circuit Bar	0	0	0.0%	0
Community Pub	0	0	0.0%	0
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	0	0.0%	0
High Street Pub	0	0	0.0%	0
Premium Local	0	0	0.0%	0

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	63	3.5%	43
Circuit Bar	0	66	3.6%	90
Community Pub	1	524	28.7%	150
Craft Led	0	20	1.1%	32
Great Pub Great Food	0	299	16.4%	92
High Street Pub	0	485	26.5%	144
Premium Local	0	350	19.2%	116

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	9,597	6.4%	79
Circuit Bar	1	6,858	4.6%	113
Community Pub	39	32,472	21.7%	113
Craft Led	0	5,206	3.5%	100
Great Pub Great Food	2	23,937	16.0%	90
High Street Pub	38	31,621	21.1%	114
Premium Local	53	25,931	17.3%	105

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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
Product needs	• 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**

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.

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