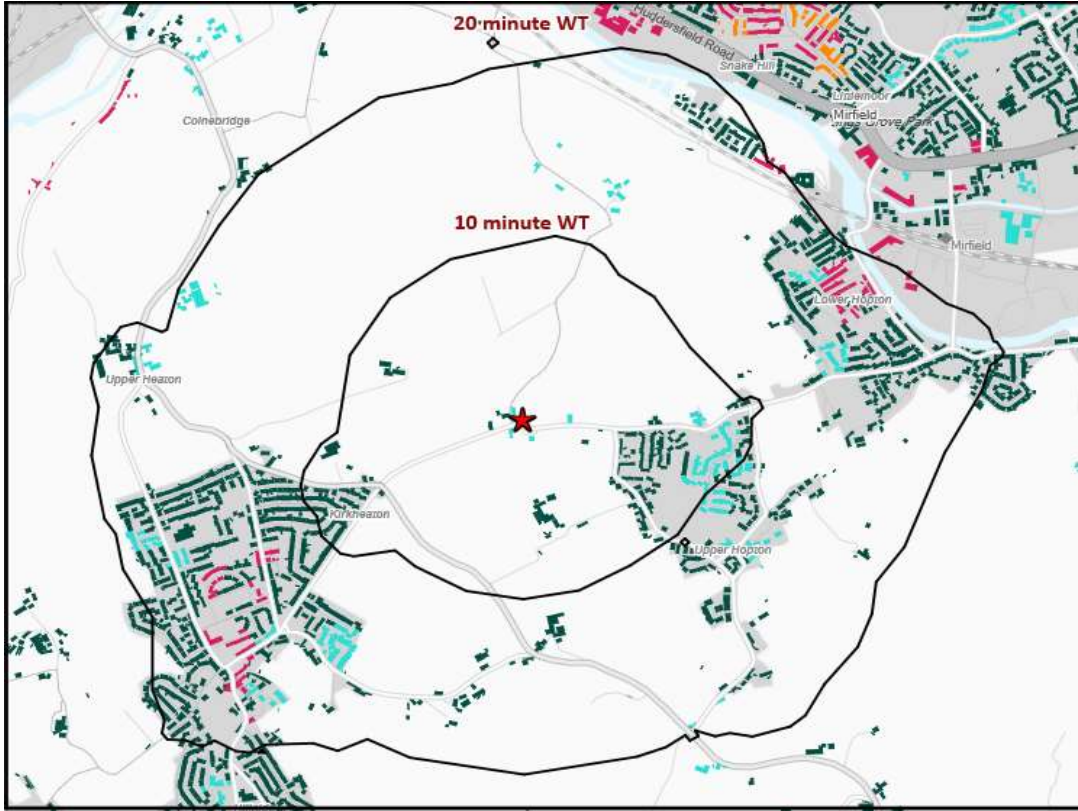


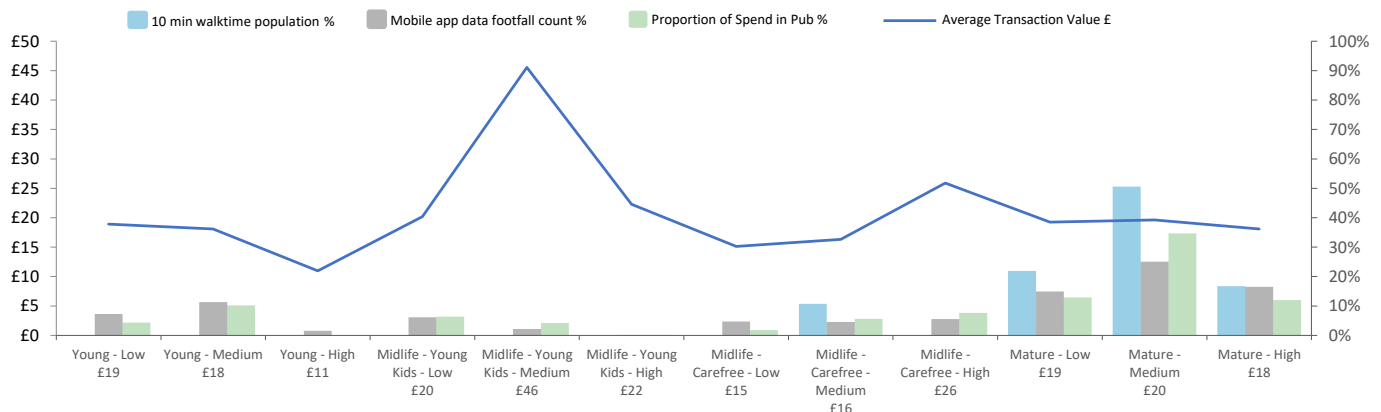
Catchment Summary - Travellers Rest Mirfield

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Ship To	Name	Postcode	Operator	Segment	Sparsity
627242	Travellers Rest Mirfield	WF14 8EJ	Star Pubs & Bars	Premium Local	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Travellers Rest Mirfield



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

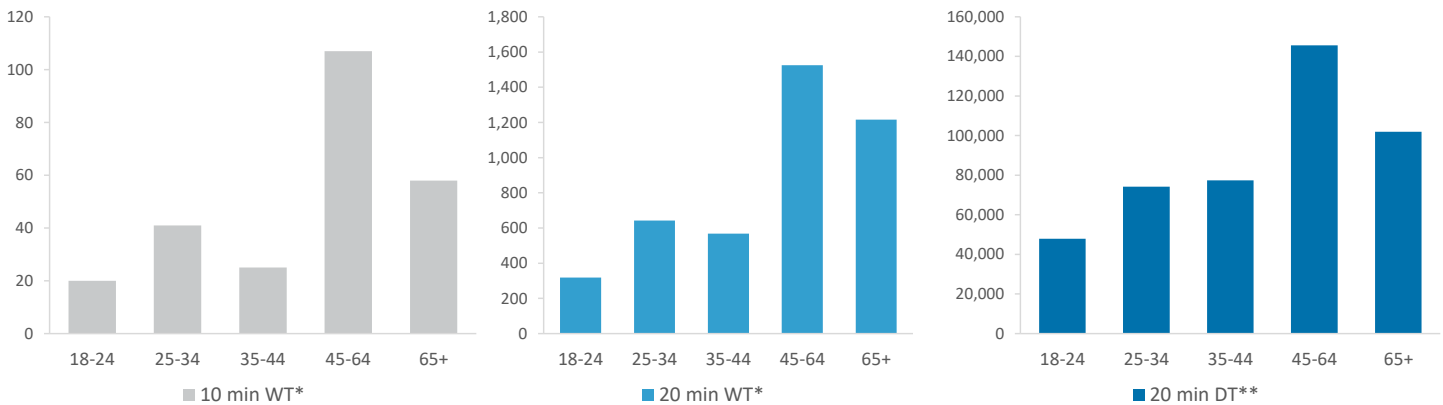
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	309	5,281	580,047	6	29	132
Adults 18+	251	4,269	447,029	6	28	128
Competition Pubs	1	9	605	6	25	145
Adults 18+ per Competition Pub	251	474	739	29	55	86
% Adults Likely to Drink	78.6%	79.5%	70.0%	103	104	92

Population & Adults 18+ index is based on all pubs

Affluence	Low	21.9%	26.3%	46.1%	66	79	139
	Medium	61.4%	47.2%	40.3%	161	124	106
	High	16.7%	24.2%	12.7%	61	89	47

*Affluence does not include Not Private Households

Age Profile	18-24	20	318	47,949	80	74	102
	25-34	41	642	74,155	99	91	96
	35-44	25	568	77,356	61	81	101
	45-64	107	1,525	145,584	135	112	98
	65+	58	1,216	101,985	98	120	92



		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	147 (48%)	2,522 (48%)	284,204 (49%)	97	97	100
	Female	162 (52%)	2,759 (52%)	295,843 (51%)	103	102	100
Economic Status (16+)	Employed: Full-time	81 (31%)	1,600 (36%)	149,419 (32%)	89	106	94
	Employed: Part-time	34 (13%)	523 (12%)	58,718 (13%)	108	100	107
	Self employed	32 (12%)	359 (8%)	36,391 (8%)	131	89	85
	Unemployed	7 (3%)	91 (2%)	14,566 (3%)	96	75	114
	Full-time student	9 (3%)	69 (2%)	10,736 (2%)	143	66	98
	Retired	70 (27%)	1,247 (28%)	96,868 (21%)	121	130	96
	Other	31 (12%)	504 (11%)	96,038 (21%)	67	66	119
Total Worker Count		142	1,409	249,344			

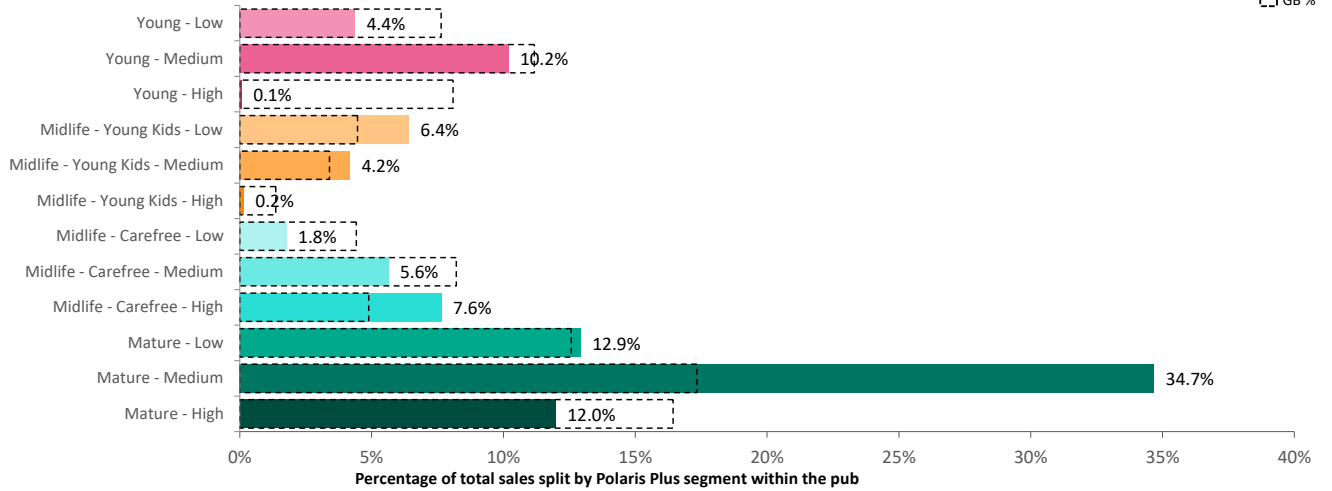
See the Glossary page for further information on the above variables

Transactional Data Summary - Travellers Rest Mirfield

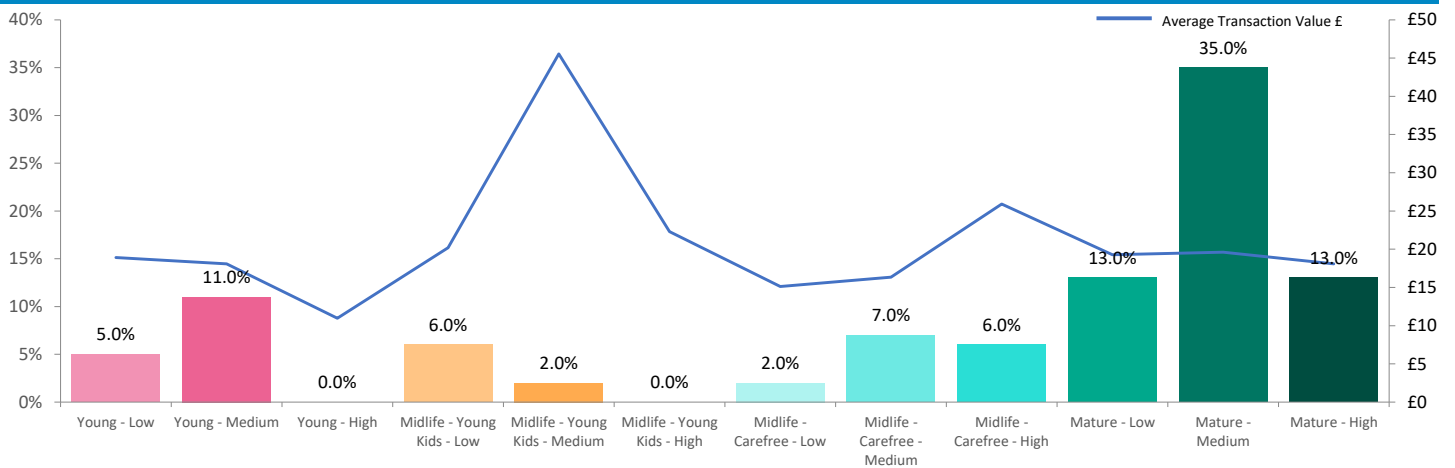


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Spend by Polaris Plus

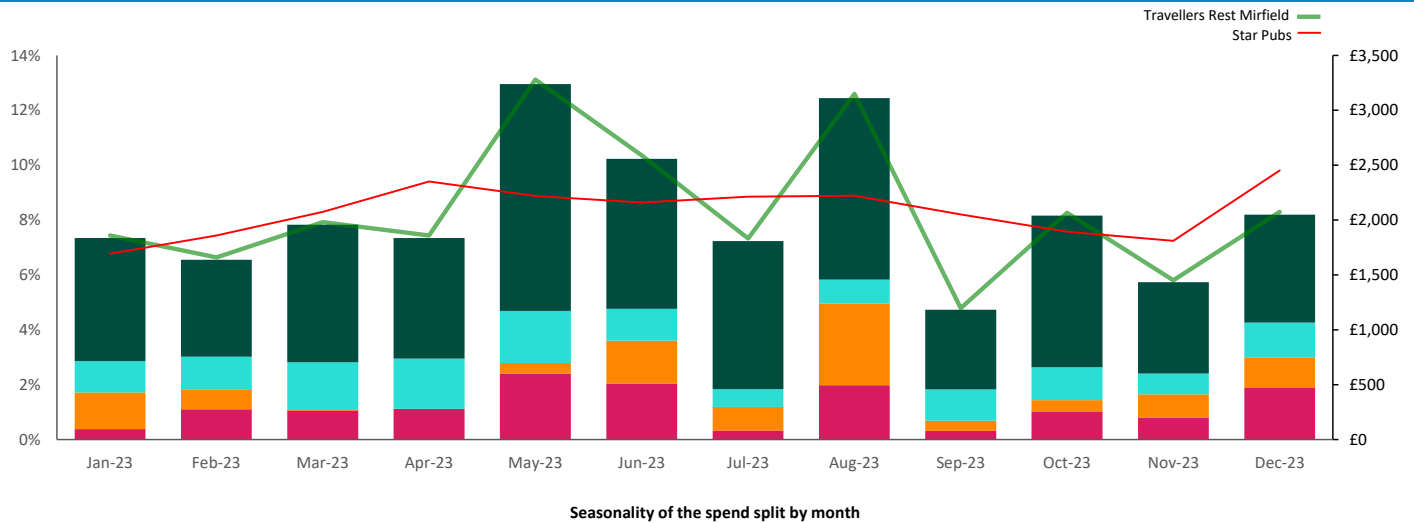


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

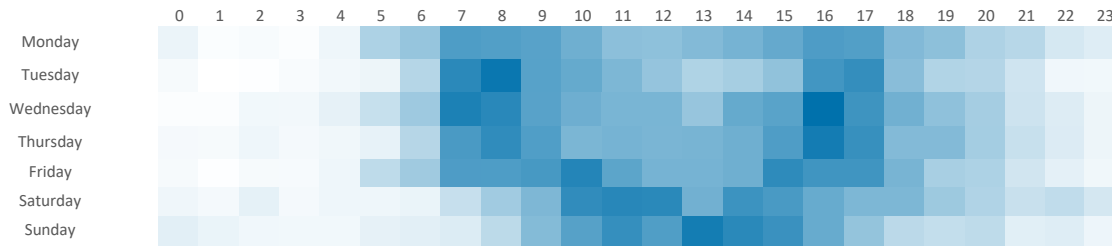


Mobile Data Summary - Travellers Rest Mirfield



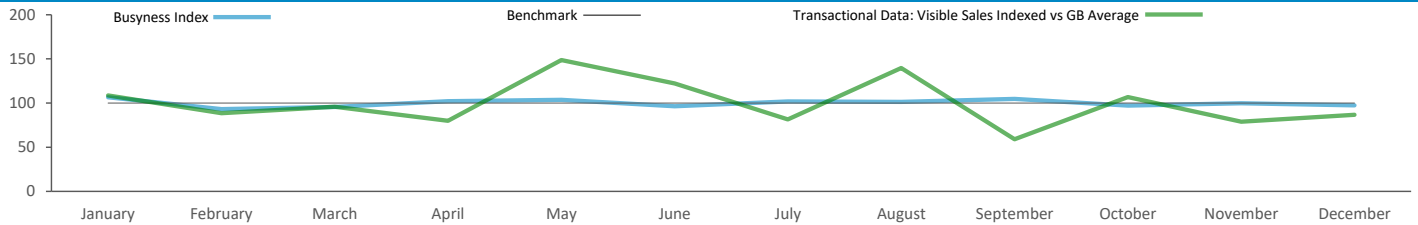
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Time of Day/Day of Week



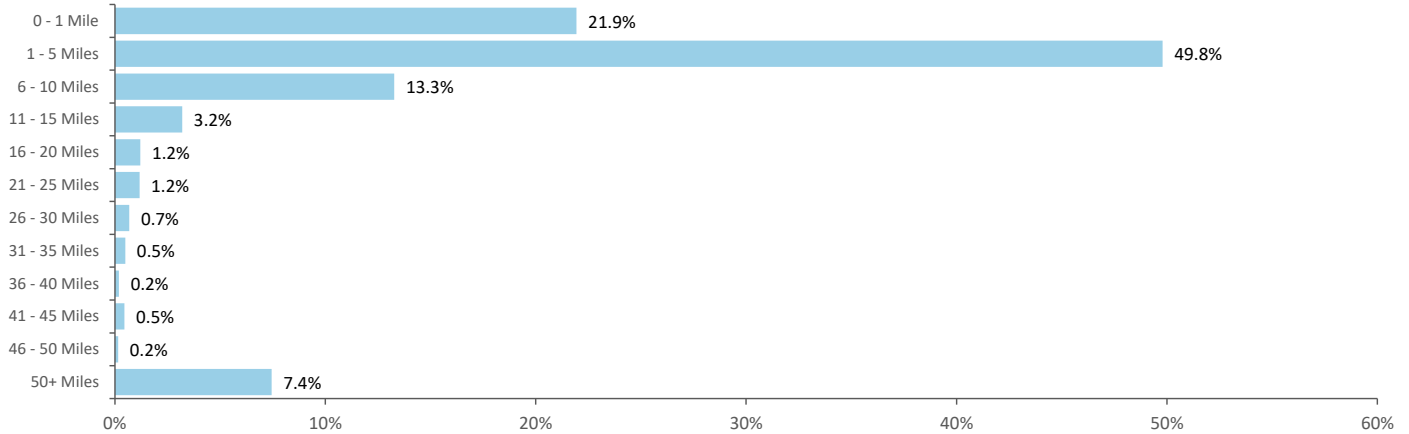
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

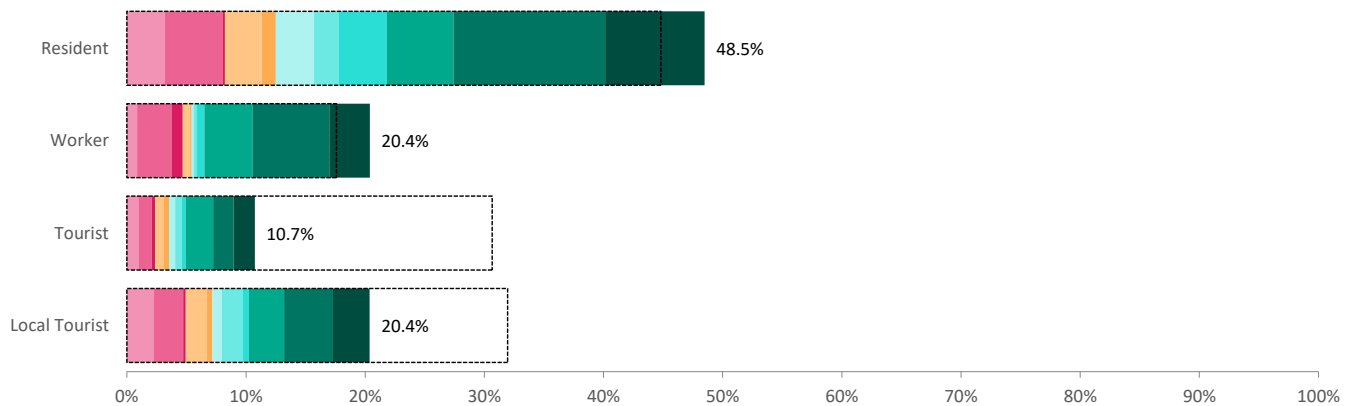
Distance from Home



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



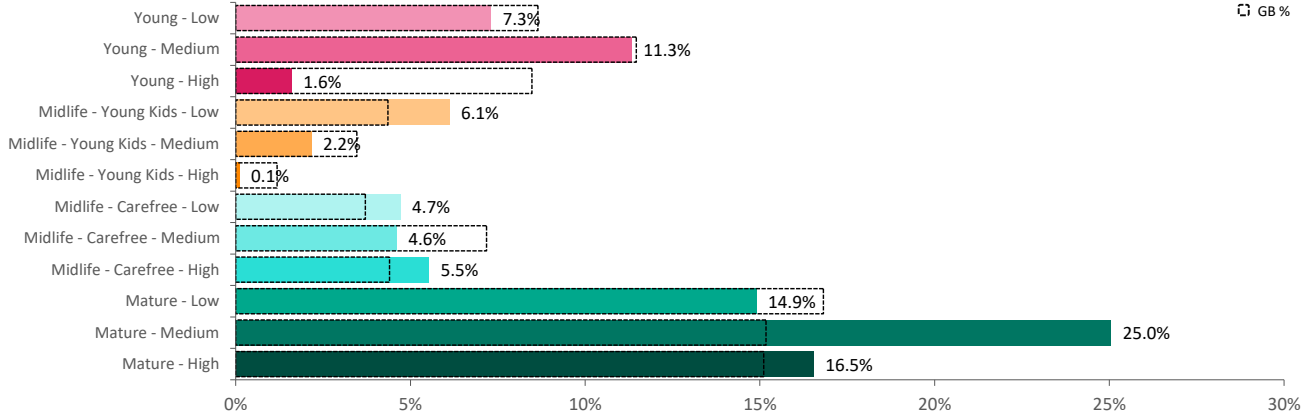
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Travellers Rest Mirfield



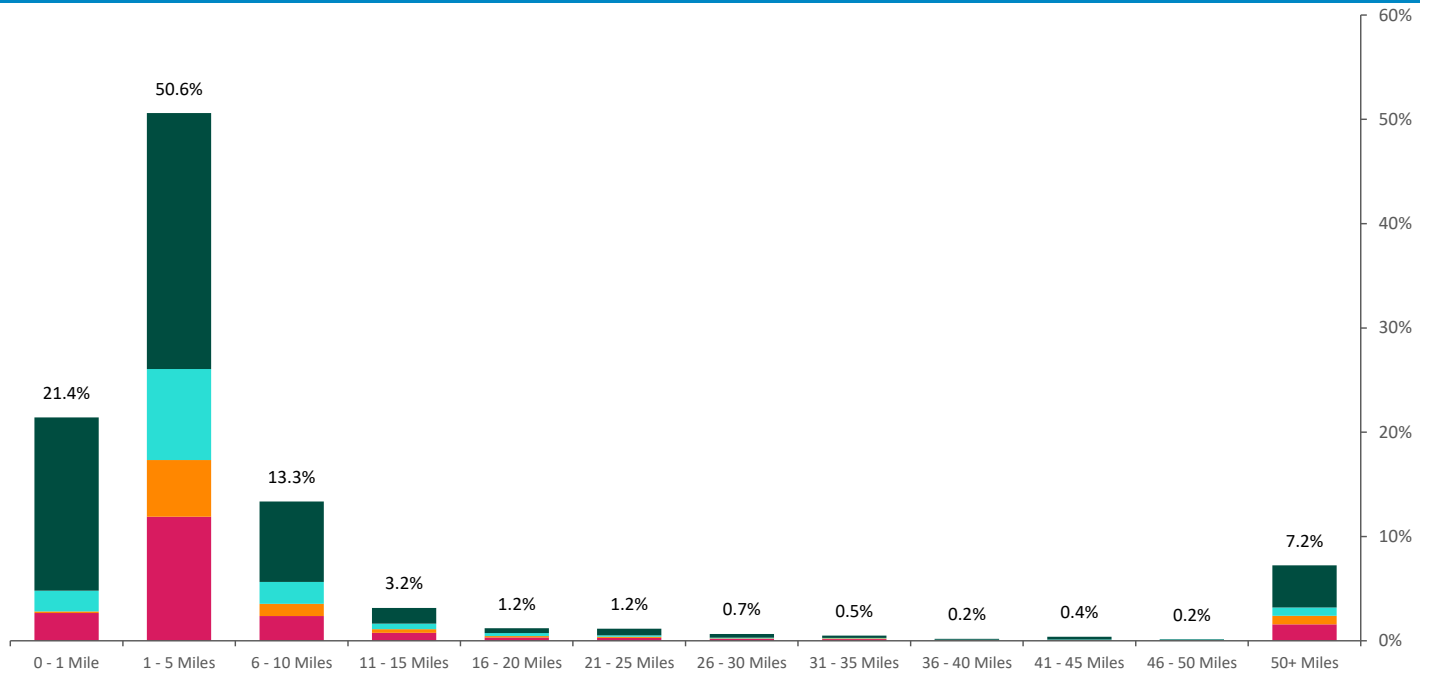
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Polaris Plus Profile



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



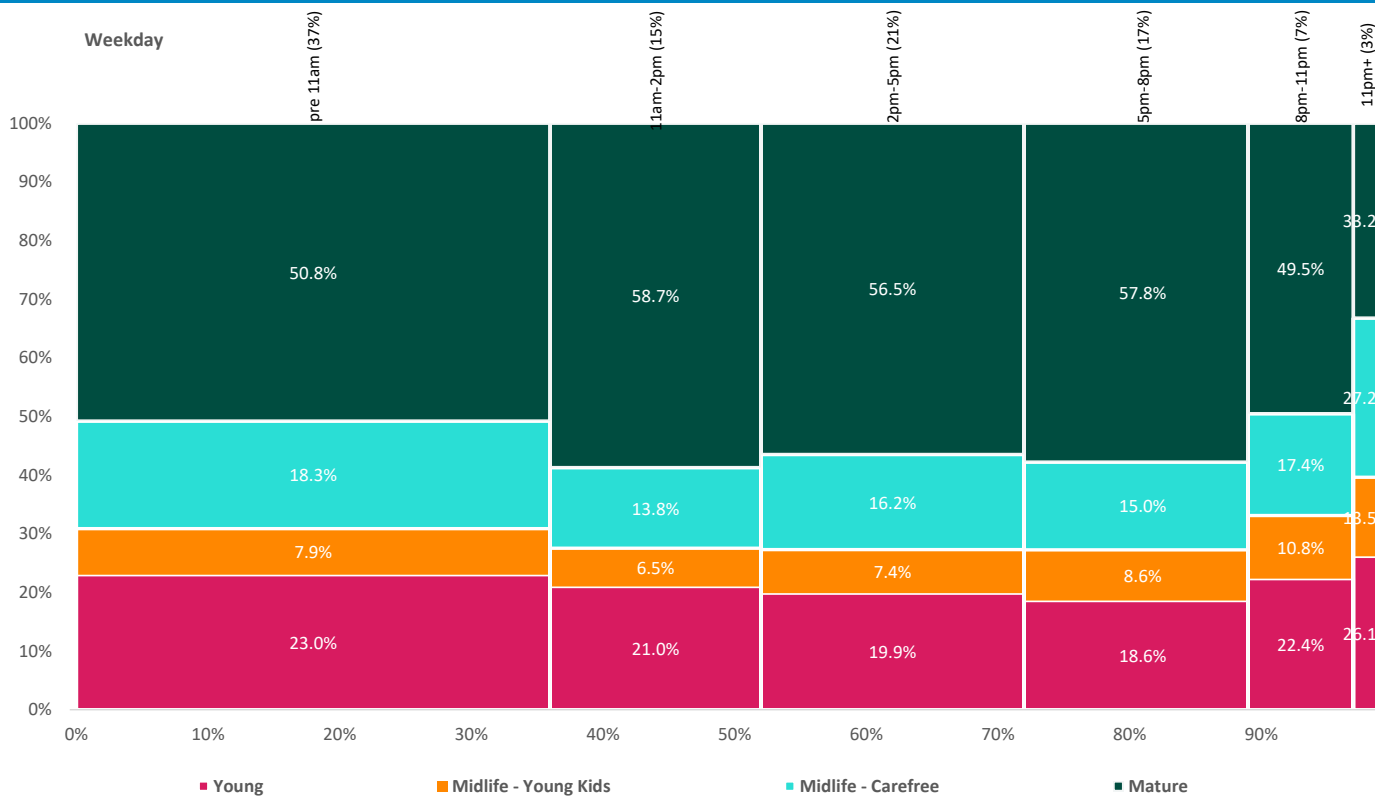
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Travellers Rest Mirfield

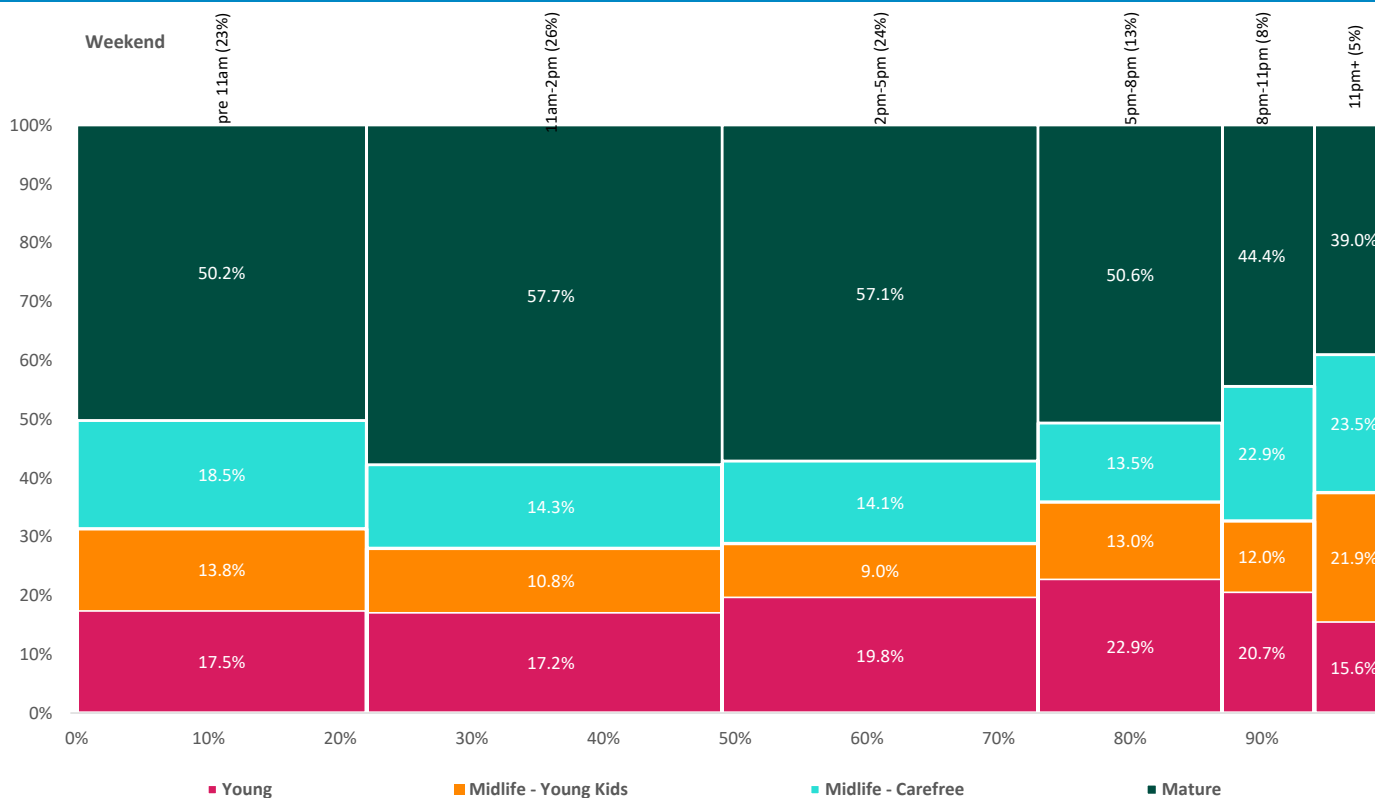


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Travellers Rest Mirfield



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

Polaris Profile by Catchment

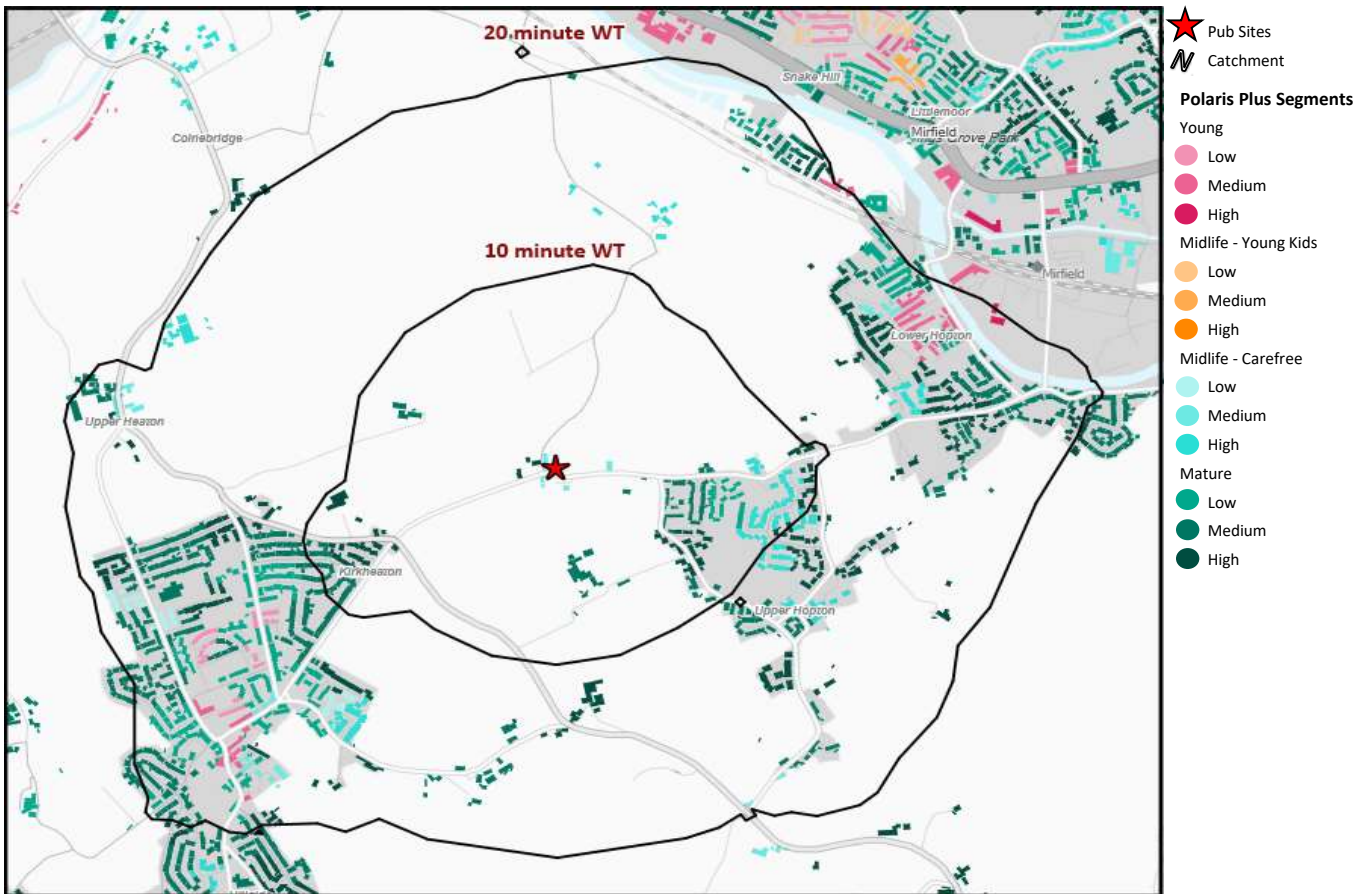
*WT= Walktime, **DT= Drivetime

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	535	118,681	0	46	96
Midlife - Young Kids	0	0	83,899	0	0	172
Midlife - Carefree	27	453	51,672	68	67	73
Mature	224	3,185	188,833	201	168	95
<i>Not Private Households</i>	0	96	3,944	0	171	67
Total	251	4,269	447,029			

Polaris Plus Summary - Travellers Rest Mirfield



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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**
Young						
Low	0	127	61,870	0	30	141
Medium	0	408	52,393	0	87	107
High	0	0	4,418	0	0	15
Midlife - Young Kids						
Low	0	0	57,654	0	0	235
Medium	0	0	26,245	0	0	136
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	93	25,283	0	52	134
Medium	27	102	16,774	150	33	52
High	0	258	9,615	0	136	48
Mature						
Low	55	904	61,246	160	154	100
Medium	127	1,505	84,850	323	225	121
High	42	776	42,737	112	121	64
Not Private Households	0	96	3,944	0	171	67
Total	251	4,269	447,029			

CGA Summary - Travellers Rest Mirfield



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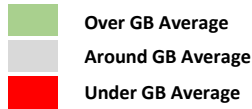


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Travellers Rest	WF14 8EJ	Star Pubs & Bars	Premium Local	0.0
1	Blacksmiths Arms	HD 5 0PH	Unknown	Community Pub	0.3
2	Upper Hopton Working Mens Club	WF14 8HU	Independent Free	Clubland	0.4
3	Lower Hopton Working Mens Club & Institute	WF14 8PN	Independent Free	Clubland	0.7
4	Kirkheaton Conservative Club	HD 5 0HW	Independent Free	Clubland	0.7
4	Yeaton Cask	HD 5 0HW	Unknown	Community Pub	0.7
6	Flower Pot	WF14 8NN	Star Pubs & Bars	Premium Local	0.8
7	Spangled Bull	HD 5 0JG	Admiral Taverns Ltd	Community Pub	0.9
8	Rubys Lounge	WF14 9DQ	Independent Free	Restaurants	0.9
9	Navigation Tavern	WF14 8NL	Independent Free	Premium Local	0.9
10	Railway Hotel	WF14 9PX	Stonegate Pub Company	Premium Local	0.9
11	Kirkheaton Cricket & Bowling Club	HD 5 0JW	Independent Free	Clubland	1.0
12	Mirfield Cricket Club	WF14 9DL	Independent Free	Clubland	1.0
12	Pear Tree Inn	WF14 9DL	Punch Pub Company	Premium Local	1.0
14	Mirfield Masonic Hall	WF14 8AW	Independent Free	Clubland	1.0
14	Mirfield Constitutional Club	WF14 8AW	Independent Free	Clubland	1.0
14	Workshop And Loft	WF14 8AW	Independent Free	Large Venue	1.0
17	Airedale Heifer	WF14 9QB	Star Pubs & Bars	Premium Local	1.0
17	Mirfield Working Mens Club	WF14 9QB	Independent Free	Clubland	1.0
19	Royal & Ancient	HD 5 0RE	Admiral Taverns Ltd	Community Pub	1.1
20	Knowl Club	WF14 8DQ	Independent Free	Premium Local	1.1

Per Pub Analysis - Travellers Rest Mirfield



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	251	4,269	447,029
Number of Competition Pubs	1	9	605
Adults 18+ per Competition Pub	251	474	739

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	3	1.2%	15
Circuit Bar	0	4	1.6%	40
Community Pub	0	63	25.1%	131
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	44	17.3%	98
High Street Pub	0	58	23.2%	126
Premium Local	1	52	20.8%	126

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	151	3.5%	44
Circuit Bar	0	128	3.0%	74
Community Pub	3	981	23.0%	120
Craft Led	0	66	1.5%	44
Great Pub Great Food	0	829	19.4%	110
High Street Pub	0	905	21.2%	115
Premium Local	3	918	21.5%	130

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	25,724	5.8%	71
Circuit Bar	11	21,663	4.8%	120
Community Pub	134	112,271	25.1%	131
Craft Led	0	12,949	2.9%	84
Great Pub Great Food	4	54,610	12.2%	69
High Street Pub	51	108,061	24.2%	131
Premium Local	93	65,749	14.7%	89

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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