

# Catchment Summary - Airedale Heifer Battyeford

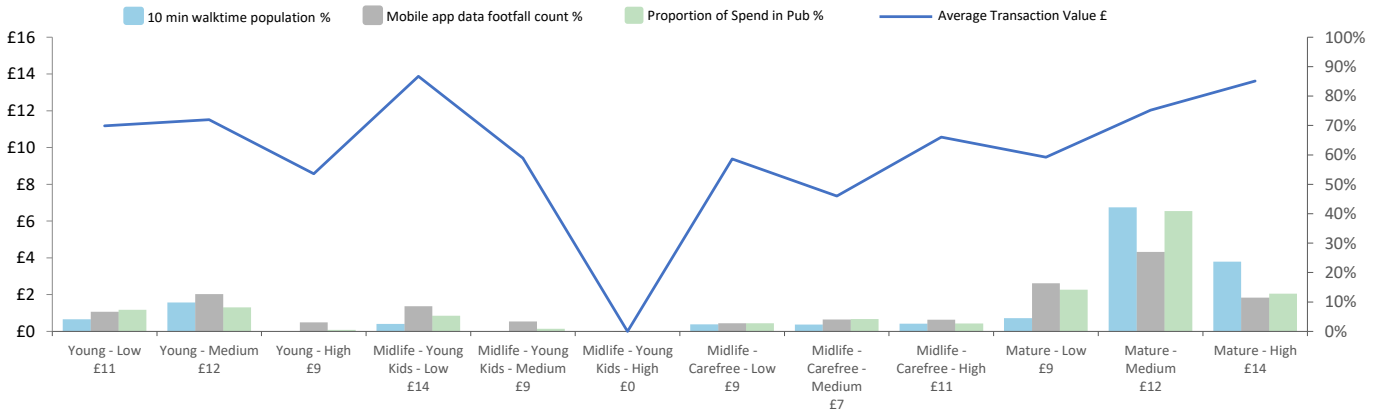
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626780	Airedale Heifer Battyeford	WF14 9QB	Star Pubs & Bars	Premium Local	8



- 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

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	Over GB Average
	Around GB Average
	Under GB Average

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

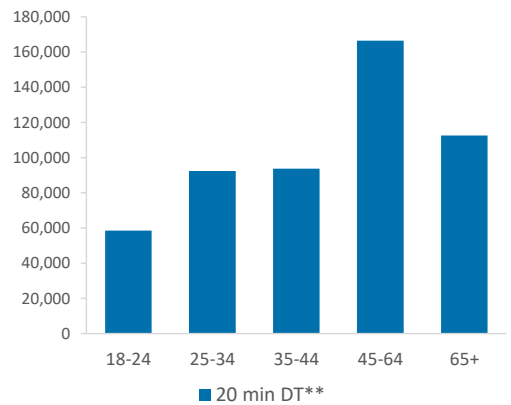
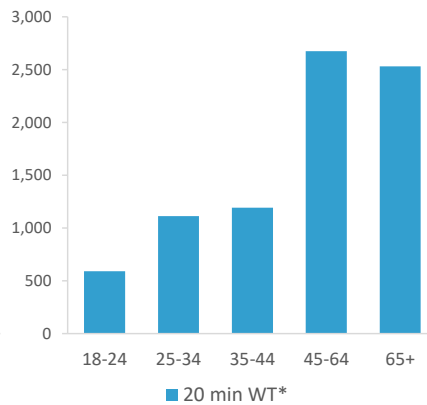
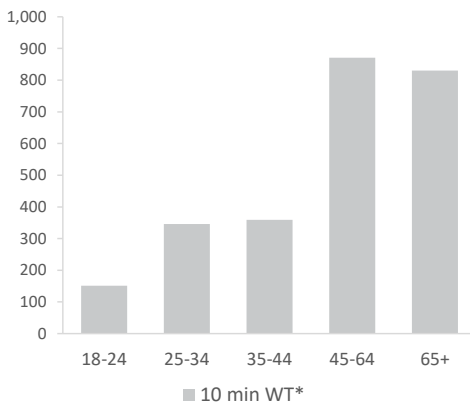
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,160	10,130	683,624	59	55	156
Adults 18+	2,557	8,099	523,665	57	53	150
Competition Pubs	5	12	671	28	33	161
Adults 18+ per Competition Pub	511	675	780	60	79	91
% Adults Likely to Drink	79.9%	78.3%	68.8%	105	103	90

Population & Adults 18+ index is based on all pubs

Affluence	Low	13.6%	31.1%	48.8%	41	94	147
	Medium	54.3%	48.9%	39.3%	142	128	103
	High	26.4%	16.4%	11.1%	97	60	41

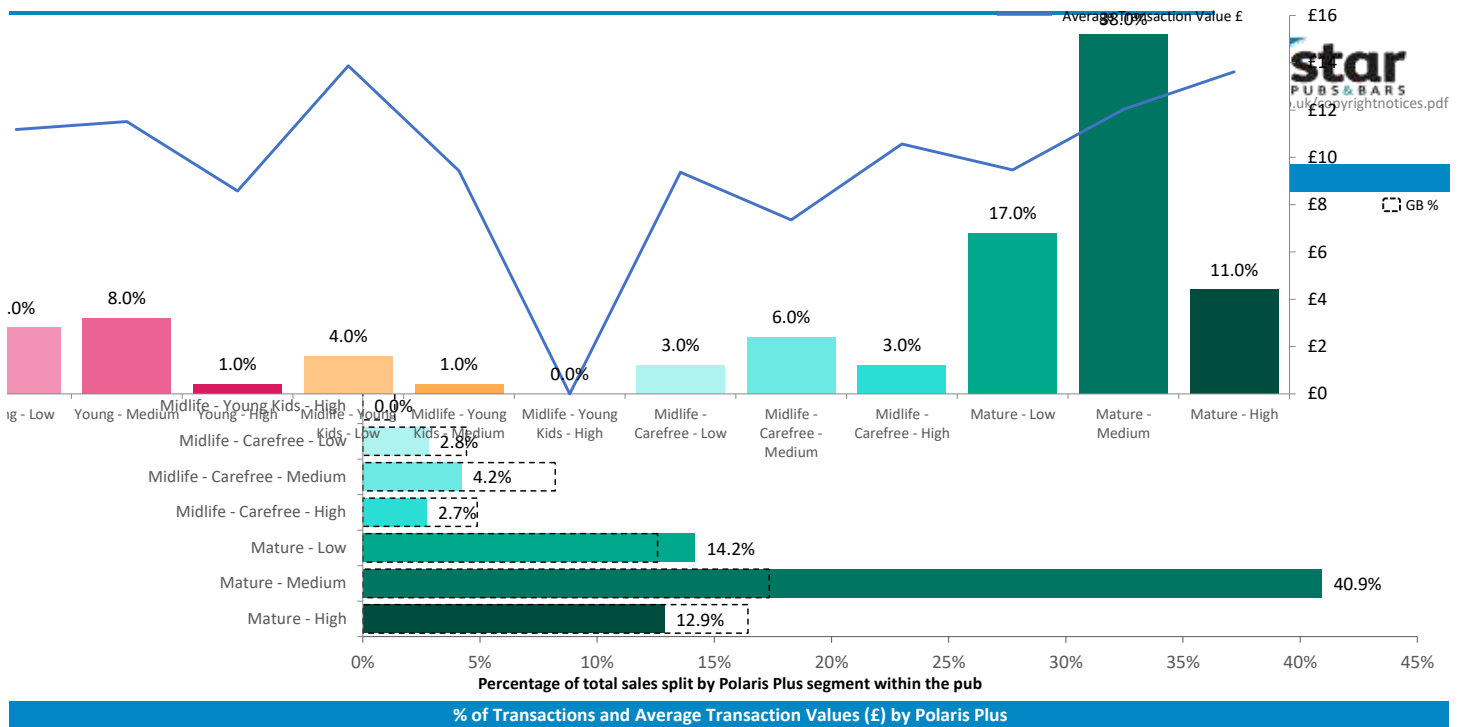
\*Affluence does not include Not Private Households

Age Profile	18-24	151	590	58,590	59	72	105
	25-34	346	1,112	92,399	82	82	101
	35-44	359	1,192	93,691	86	89	103
	45-64	871	2,675	166,421	107	103	95
	65+	830	2,530	112,564	137	130	86

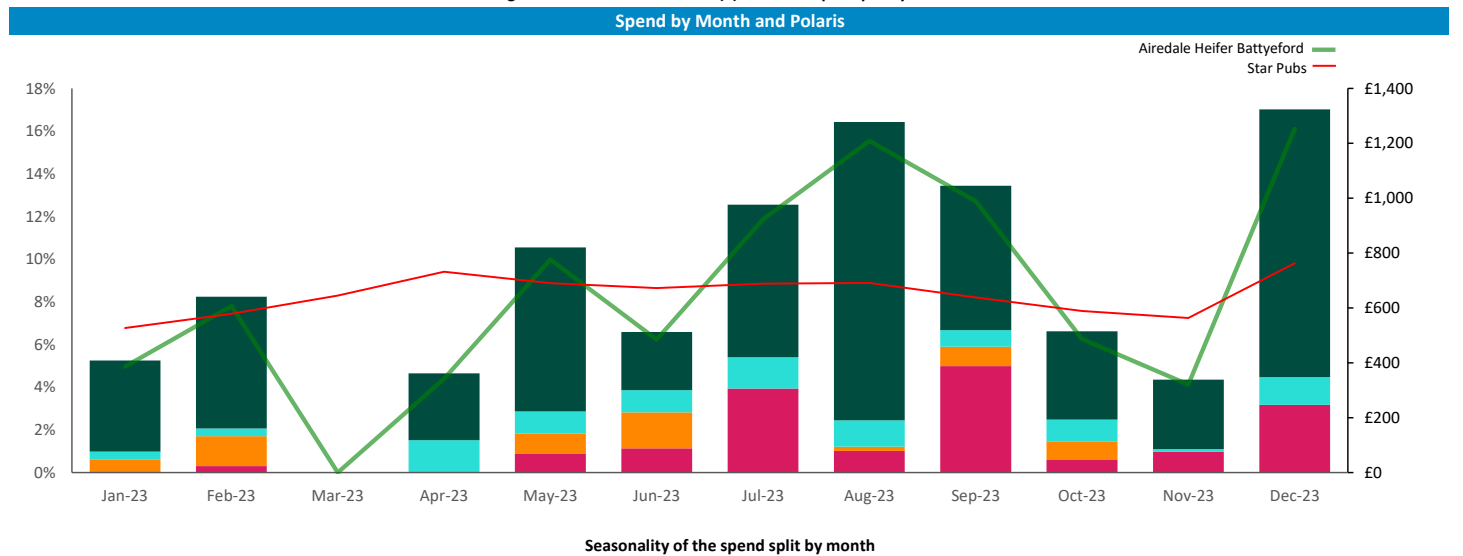


	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	1,568 (50%)	4,881 (48%)	336,231 (49%)	101	98	100
	Female	1,592 (50%)	5,249 (52%)	347,393 (51%)	99	102	100
Economic Status (16+)	Employed: Full-time	960 (37%)	2,959 (36%)	176,279 (32%)	106	103	94
	Employed: Part-time	312 (12%)	985 (12%)	68,641 (13%)	100	100	107
	Self employed	225 (9%)	600 (7%)	41,987 (8%)	93	78	84
	Unemployed	33 (1%)	168 (2%)	18,078 (3%)	46	73	121
	Full-time student	39 (1%)	141 (2%)	13,409 (2%)	63	71	104
	Retired	735 (28%)	2,347 (28%)	106,306 (20%)	128	129	90
	Other	317 (12%)	1,129 (14%)	117,757 (22%)	69	78	125
Total Worker Count		1,280	3,793	298,269			

See the Glossary page for further information on the above variables



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

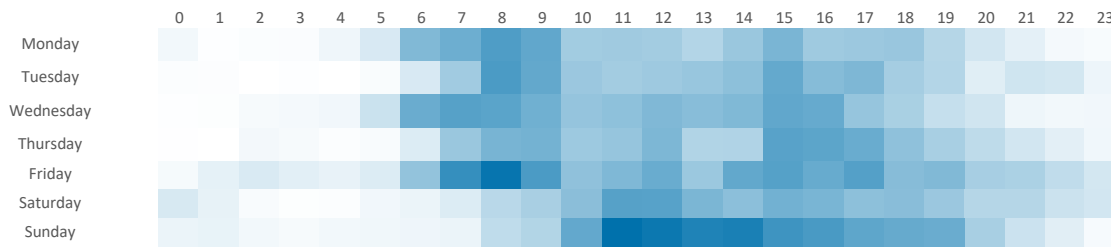


# Mobile Data Summary - Airedale Heifer Battyeford



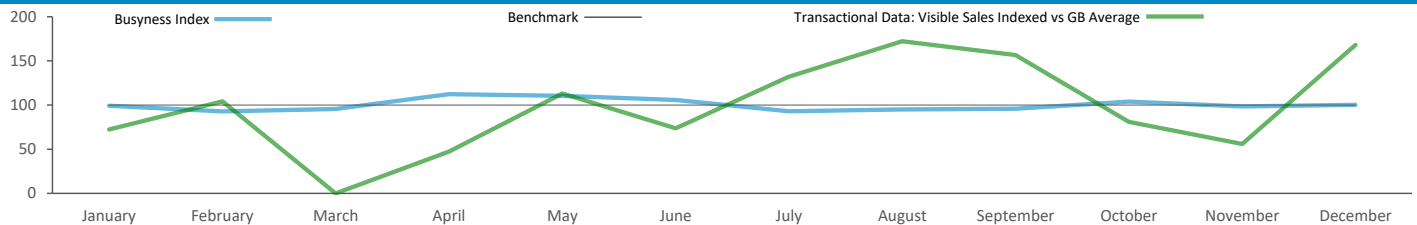
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## Time of Day/Day of Week



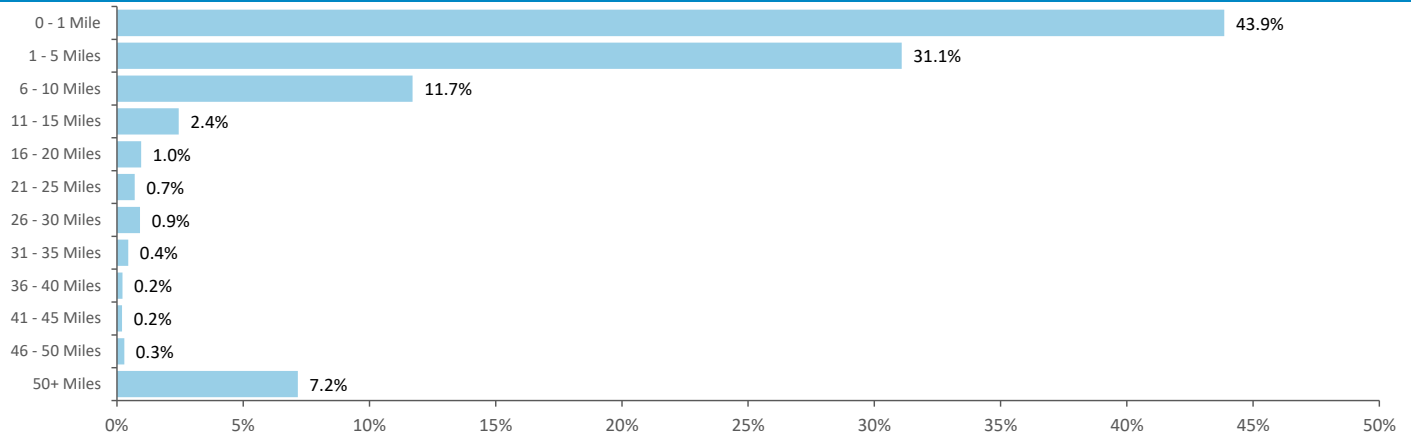
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

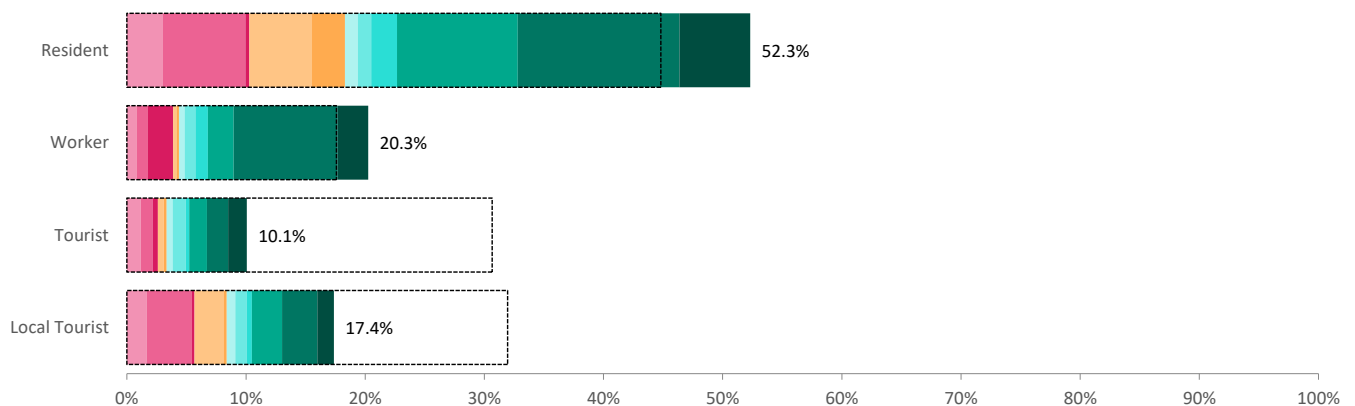
## Distance from Home



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



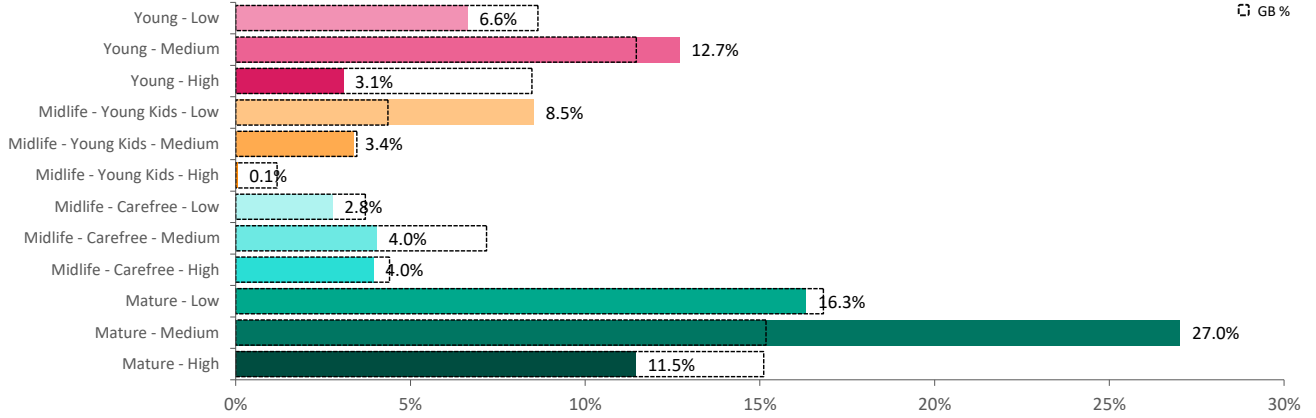
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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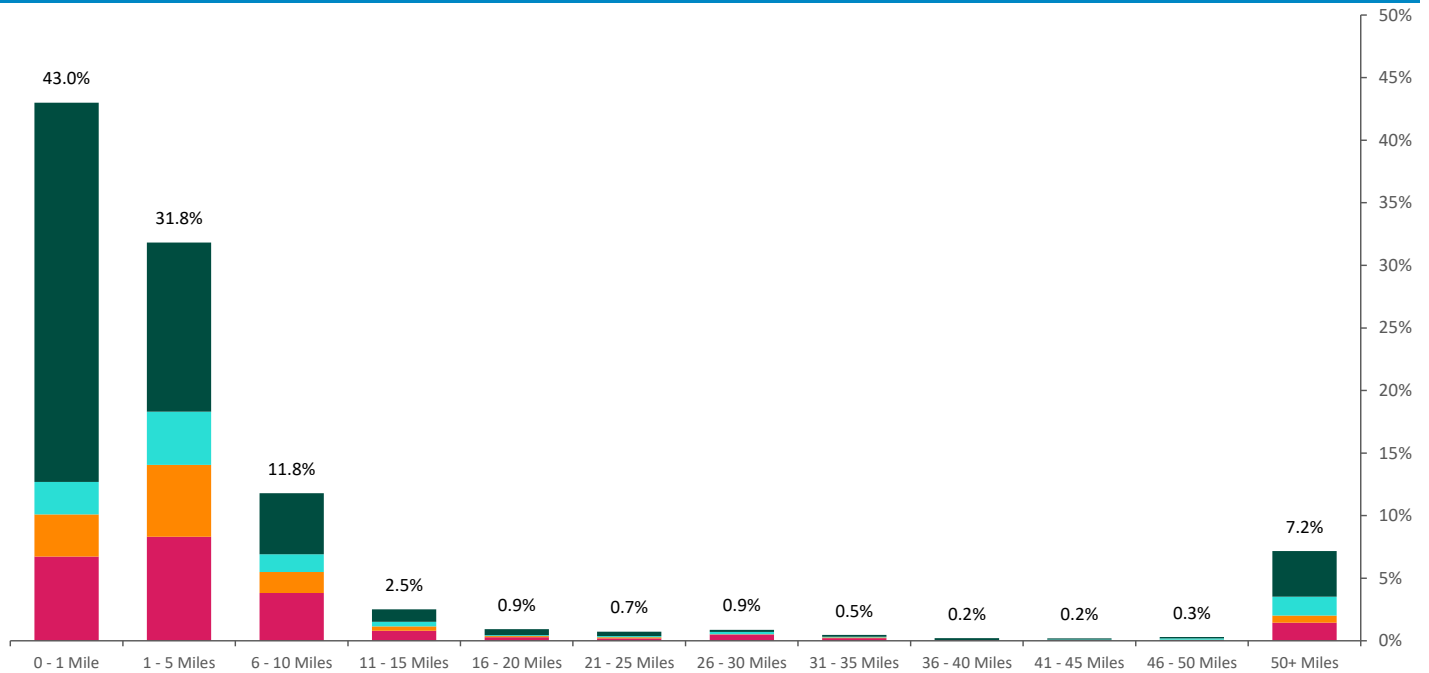
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## Polaris Plus Profile



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

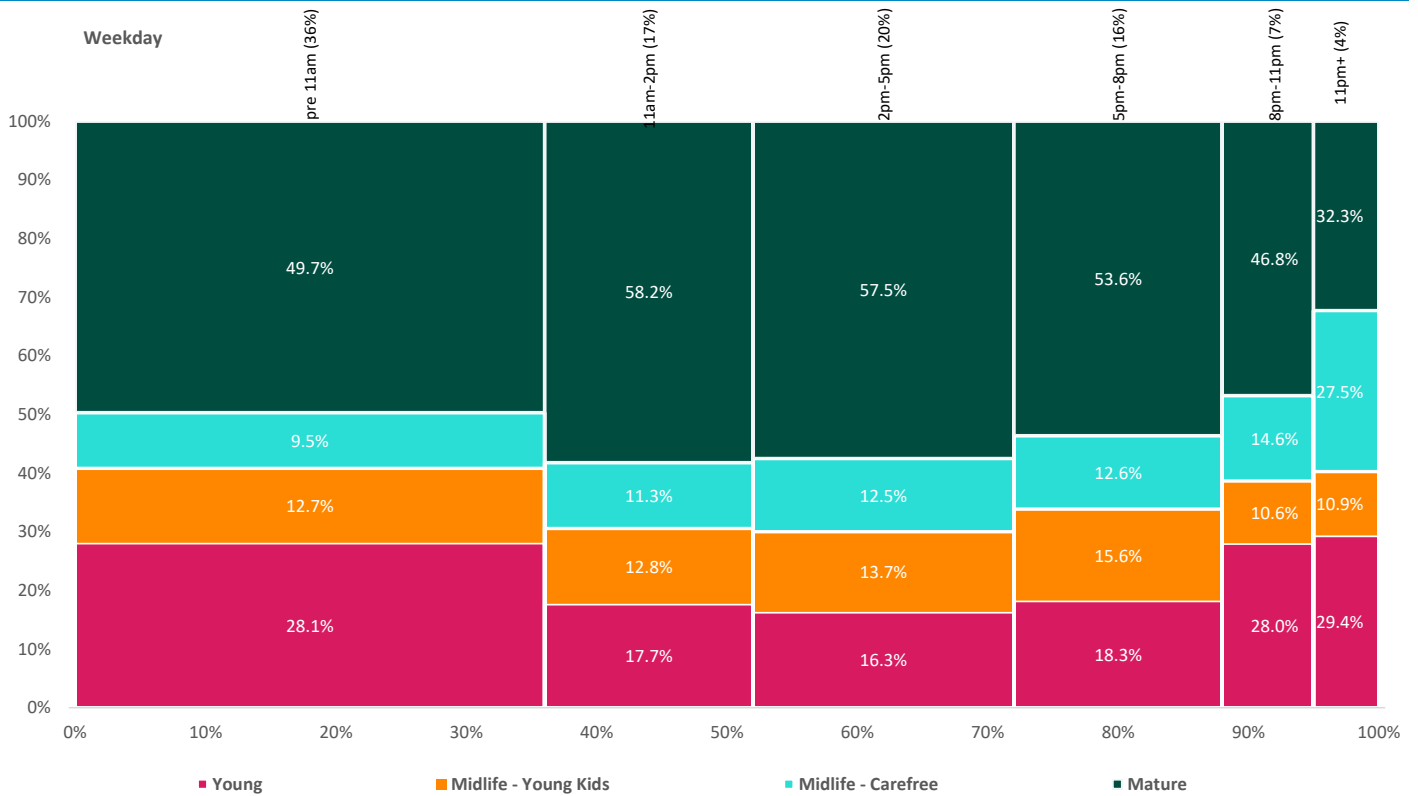


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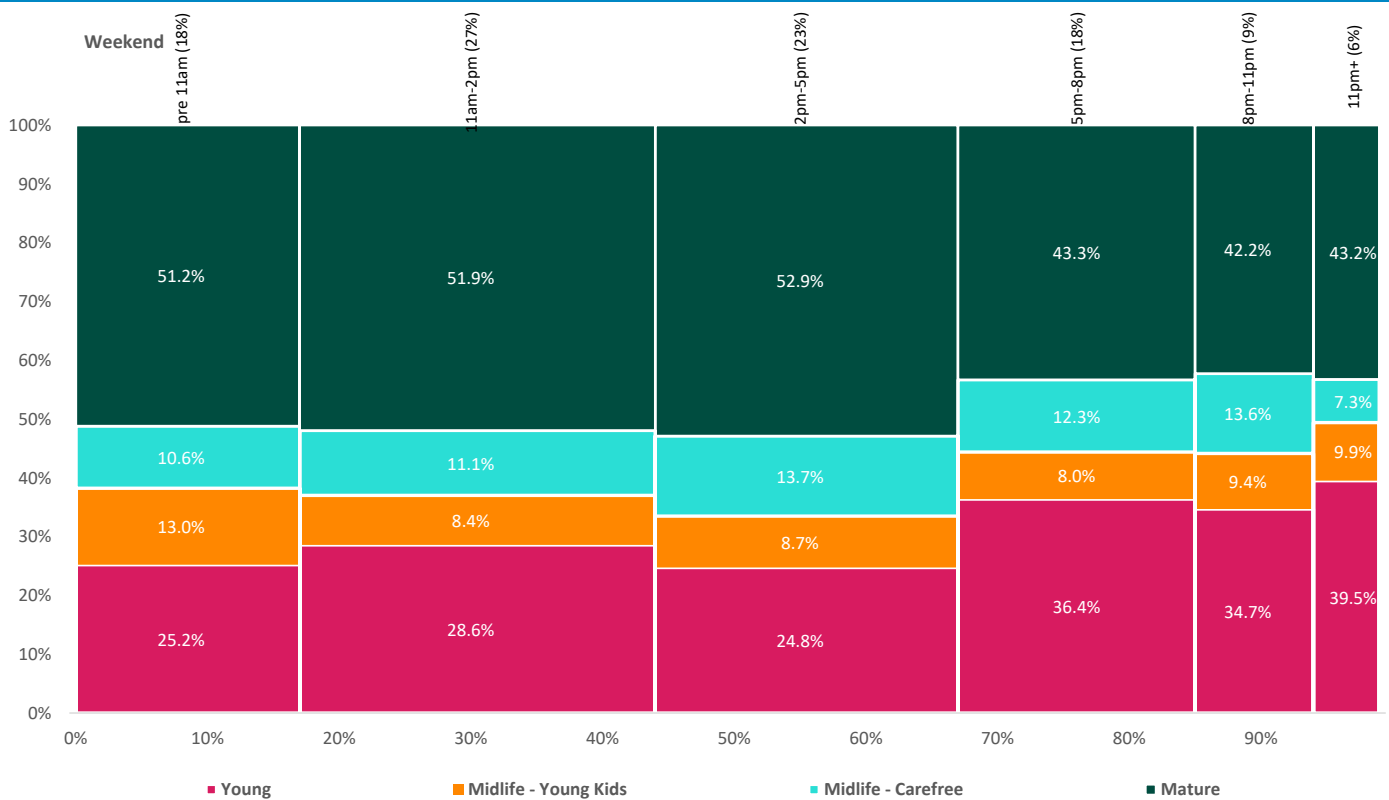
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## Time of Day by Polaris: Weekday (Monday to Friday)



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



# Polaris Summary - Airedale Heifer Battyeford



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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	357	1,183	157,724	51	53	109
Midlife - Young Kids	66	397	104,990	24	45	183
Midlife - Carefree	189	481	61,007	47	38	74
Mature	1,799	5,749	195,605	158	160	84
<b>Not Private Households</b>	146	289	4,339	435	272	63
<b>Total</b>	2,557	8,099	523,665			

# Polaris Plus Summary - Airedale Heifer Battyeford



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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**
<b>Young</b>						
Low	106	641	81,235	42	81	158
Medium	251	487	69,109	89	55	120
High	0	55	7,380	0	10	21
<b>Midlife - Young Kids</b>						
Low	66	378	72,389	47	85	252
Medium	0	19	32,531	0	5	143
High	0	0	70	0	0	1
<b>Midlife - Carefree</b>						
Low	61	204	31,951	57	60	145
Medium	60	122	20,044	33	21	53
High	68	155	9,012	60	43	39
<b>Mature</b>						
Low	115	1,297	69,858	33	117	97
Medium	1,078	3,334	84,169	269	263	103
High	606	1,118	41,578	158	92	53
<b>Not Private Households</b>	146	289	4,339	435	272	63
<b>Total</b>	2,557	8,099	523,665			



# CGA Summary - Airedale Heifer Battyeford



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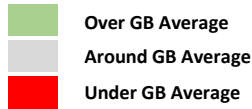


- ★ Pub Sites
- N Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Airedale Heifer	WF14 9QB	Star Pubs & Bars	Premium Local	0.0
0	Mirfield Working Mens Club	WF14 9QB	Independent Free	Clubland	0.0
2	Mirfield Cricket Club	WF14 9DL	Independent Free	Clubland	0.1
2	Pear Tree Inn	WF14 9DL	Punch Pub Company	Premium Local	0.1
4	Rubys Lounge	WF14 9DQ	Independent Free	Restaurants	0.2
5	Railway Hotel	WF14 9PX	Stonegate Pub Company	Premium Local	0.6
6	Savile Arms Inn	WF14 0AA	Independent Free	Premium Local	0.7
7	Miller & Carter	WF14 0BY	Mitchells & Butlers	Restaurants	0.7
8	White Gate	WF14 0DB	Old Mill Brewery	Family Pub Dining	0.7
9	Lower Hopton Working Mens Club & Institute	WF14 8PN	Independent Free	Clubland	0.8
10	Mirfield Masonic Hall	WF14 8AW	Independent Free	Clubland	0.8
10	Mirfield Constitutional Club	WF14 8AW	Independent Free	Clubland	0.8
10	Workshop And Loft	WF14 8AW	Independent Free	Large Venue	0.8
13	Old Bank Working Mens Club	WF14 0HX	Independent Free	Clubland	0.8
14	Shoulder Of Mutton	WF14 0AE	Star Pubs & Bars	Premium Local	0.9
15	Knowl Club	WF14 8DQ	Independent Free	Premium Local	0.9
16	Capri	WF14 0HY	Capri Group	Restaurants	0.9
17	Navigation Tavern	WF14 8NL	Independent Free	Premium Local	0.9
18	Dewsbury Moorlands Cricket Club	WF14 8AE	Independent Free	Clubland	1.0
19	Bradley & Colne Bridge Working Mens Club	HD 5 0RH	Independent Free	Clubland	1.0
20	Travellers Rest	WF14 8EJ	Star Pubs & Bars	Premium Local	1.0

# Per Pub Analysis - Airedale Heifer Battieford



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,557	8,099	523,665
Number of Competition Pubs	5	12	671
Adults 18+ per Competition Pub	511	675	780

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	99	3.9%	48
Circuit Bar	0	50	2.0%	48
Community Pub	0	451	17.6%	92
Craft Led	0	42	1.6%	47
Great Pub Great Food	0	563	22.0%	124
High Street Pub	0	466	18.2%	99
Premium Local	2	620	24.2%	147

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	260	3.2%	40
Circuit Bar	0	233	2.9%	71
Community Pub	0	2,036	25.1%	131
Craft Led	0	113	1.4%	40
Great Pub Great Food	0	1,330	16.4%	93
High Street Pub	0	1,944	24.0%	130
Premium Local	6	1,570	19.4%	118

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	32,811	6.3%	78
Circuit Bar	24	27,448	5.2%	129
Community Pub	150	132,112	25.2%	132
Craft Led	0	17,200	3.3%	95
Great Pub Great Food	3	58,540	11.2%	63
High Street Pub	83	127,975	24.4%	133
Premium Local	83	71,245	13.6%	82

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="background-color: #e91e63; color: white; 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="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Product needs</td> <td style="vertical-align: top;"> <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 style="vertical-align: top;"> <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 style="vertical-align: top;"> <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 style="vertical-align: top;"> <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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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="3">Small Urban</td> <td colspan="8">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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