

# Catchment Summary - Punch Bowl West Hallam



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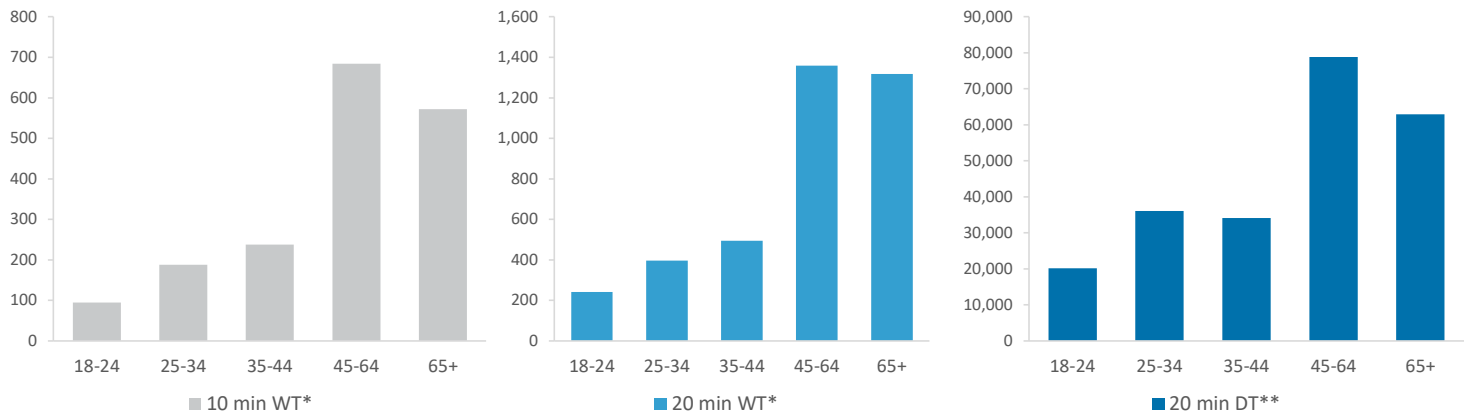
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*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>	2,174	4,604	291,361	41	32	77	
<b>Adults 18+</b>	1,777	3,809	232,079	41	21	78	
<b>Competition Pubs</b>	3	3	264	20	9	73	
<b>Adults 18+ per Competition Pub</b>	592	1,270	879	72	154	106	
<b>% Adults Likely to Drink</b>	84.5%	83.7%	82.9%	102	102	101	
<b>Affluence</b>	<b>Low</b>	0.6%	0.7%	19.6%	2	3	76
	<b>Medium</b>	38.4%	53.5%	57.3%	98	136	145
	<b>High</b>	61.0%	45.0%	22.4%	182	134	67
<b>Age Profile</b>	<b>18-24</b>	95	242	20,182	54	65	85
	<b>25-34</b>	188	397	36,077	65	65	93
	<b>35-44</b>	238	493	34,146	85	83	91
	<b>45-64</b>	684	1,359	78,789	123	115	106
	<b>65+</b>	572	1,318	62,885	138	150	113

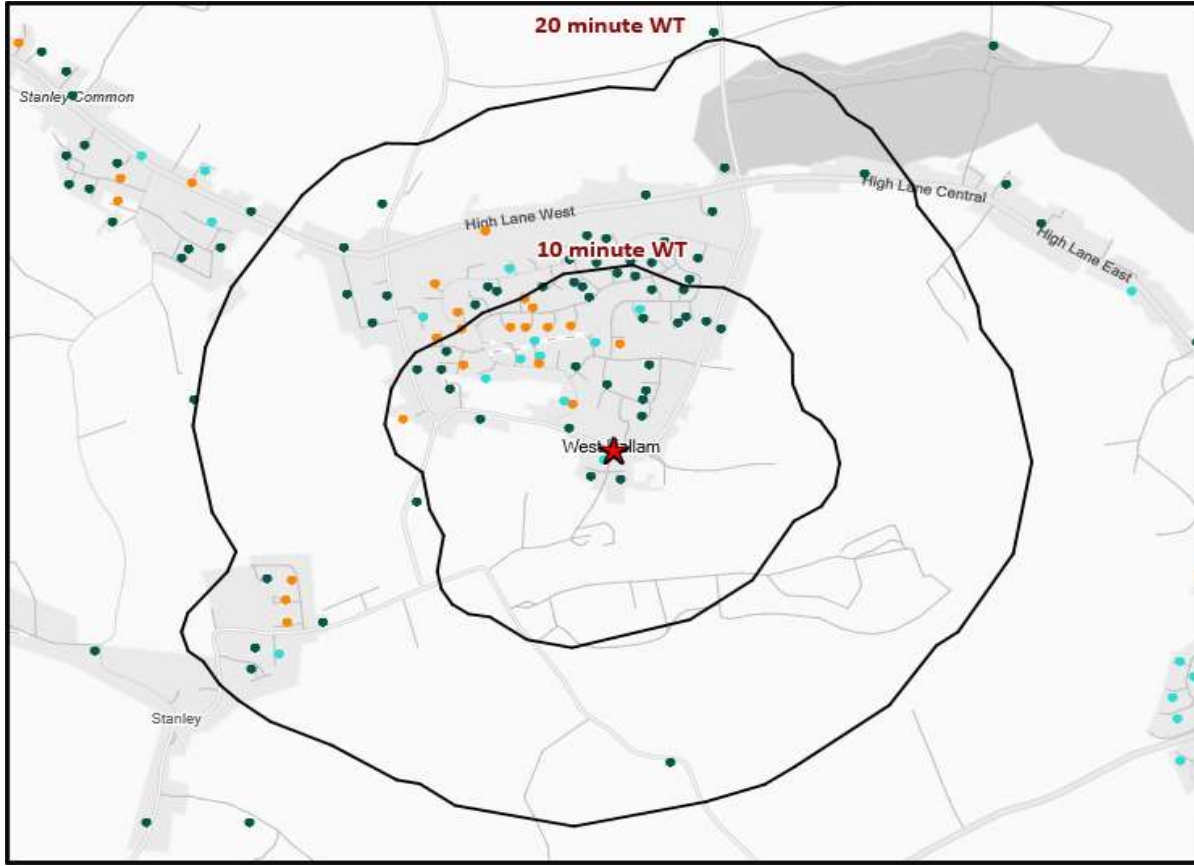
Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



	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>	1,064 (49%)	2,222 (48%)	142,813 (49%)	99	98	99
	<b>Female</b>	1,110 (51%)	2,382 (52%)	148,548 (51%)	101	102	101
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	652 (43%)	1,345 (42%)	86,493 (42%)	102	101	100
	<b>Employed: Part-time</b>	257 (17%)	517 (16%)	30,176 (15%)	129	124	112
	<b>Self employed</b>	125 (8%)	269 (8%)	16,205 (8%)	85	88	82
	<b>Unemployed</b>	23 (2%)	51 (2%)	5,054 (2%)	63	67	102
	<b>Retired</b>	306 (20%)	651 (20%)	35,576 (17%)	145	147	124
<b>Other</b>	170 (11%)	382 (12%)	34,363 (17%)	56	60	84	
<b>Total Worker Count</b>	542	898	125,723				

See the Glossary page for further information on the above variables

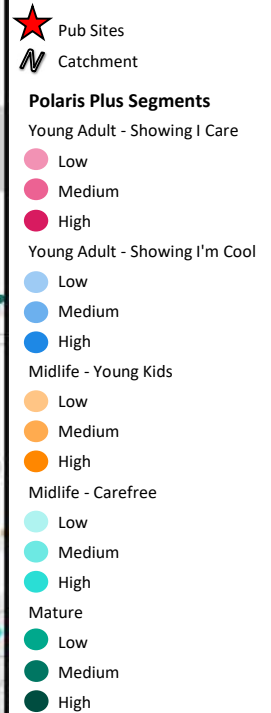
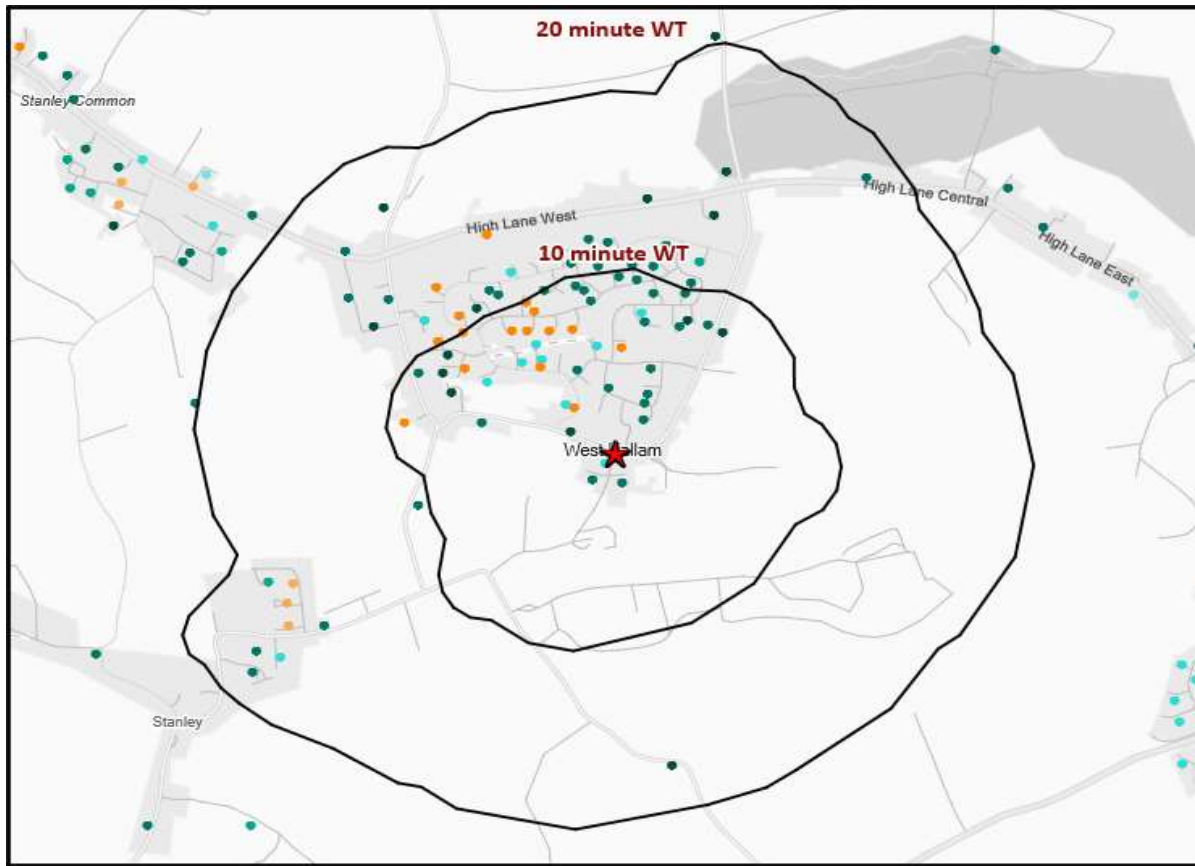


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	0	0	3,176	0	0	15
Young Adult - Showing I'm Cool	0	0	10,784	0	0	50
Midlife - Young Kids	470	1,008	69,883	84	84	96
Midlife - Carefree	246	317	60,882	66	40	125
Mature	1,061	2,454	85,658	213	230	132
<b>Not Private Households</b>	0	30	1,696	0	55	51
<b>Total</b>	1,777	3,809	232,079			

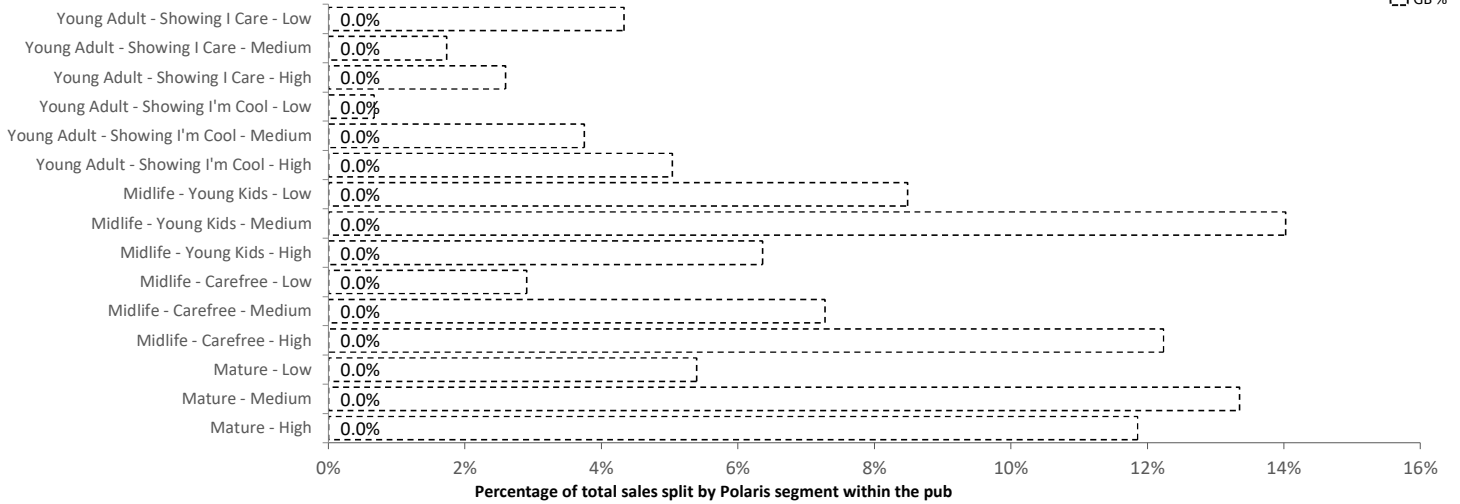


Polaris Plus Profile by Catchment

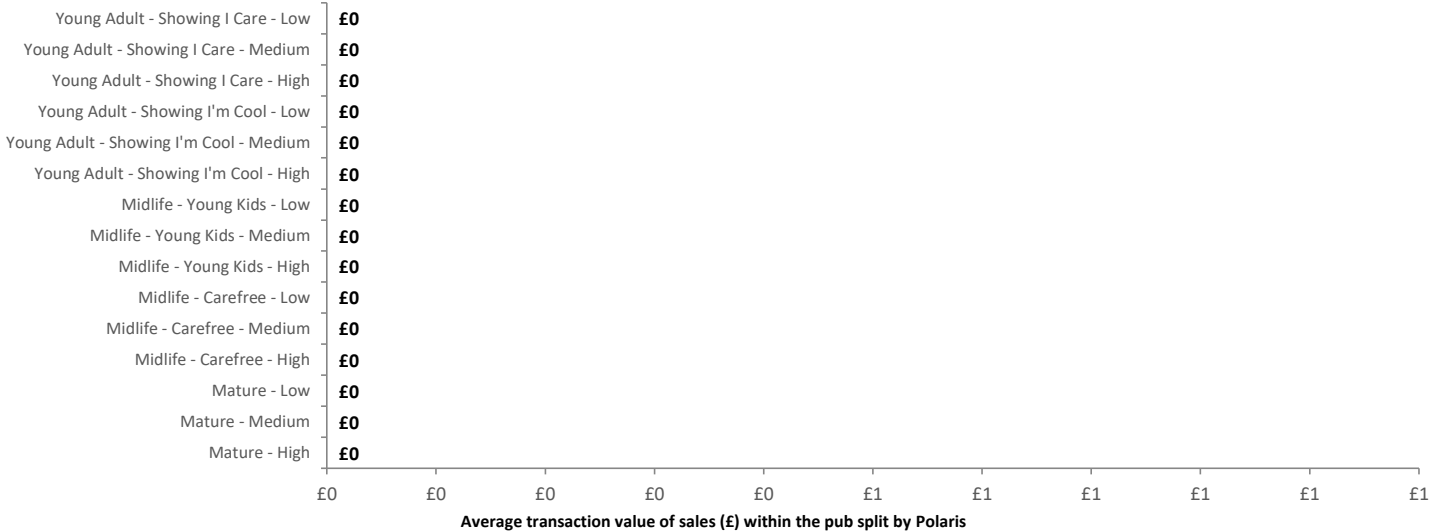
\*WT= Walktime, \*\*DT= Drivetime

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 Adult - Showing I Care</b>						
Low	0	0	677	0	0	7
Medium	0	0	101	0	0	3
High	0	0	2,398	0	0	31
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	5,940	0	0	69
High	0	0	4,844	0	0	47
<b>Midlife - Young Kids</b>						
Low	0	0	17,394	0	0	67
Medium	0	167	38,243	0	29	110
High	470	841	14,246	491	410	114
<b>Midlife - Carefree</b>						
Low	0	0	13,068	0	0	166
Medium	0	0	35,255	0	0	226
High	246	317	12,559	127	76	50
<b>Mature</b>						
Low	10	27	14,284	9	12	104
Medium	683	1,871	53,338	304	388	182
High	368	556	18,036	221	156	83
<b>Not Private Households</b>	0	30	1,696	0	55	51
<b>Total</b>	1,777	3,809	232,079			

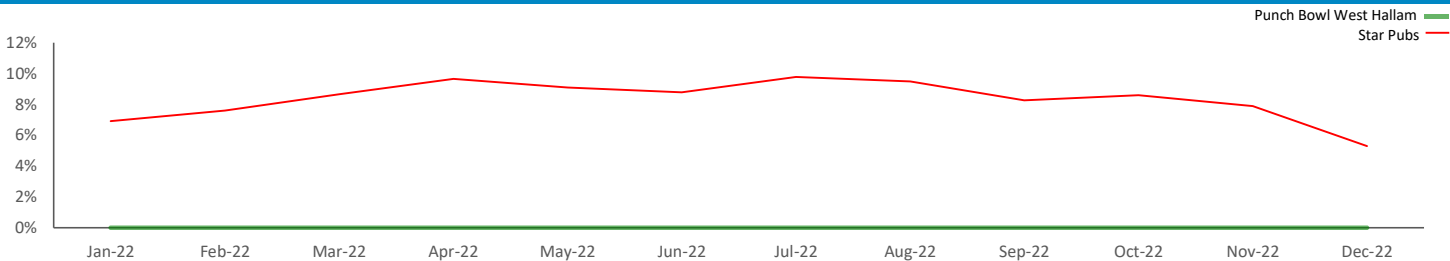
Spend by Polaris



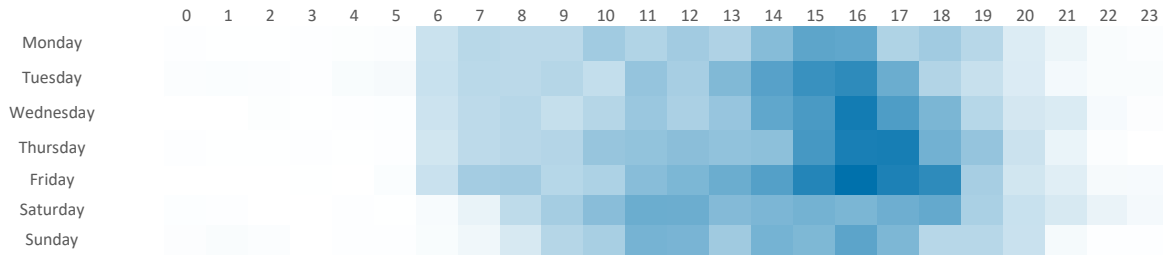
Average Transaction Values (£) by Polaris



Spend by Month

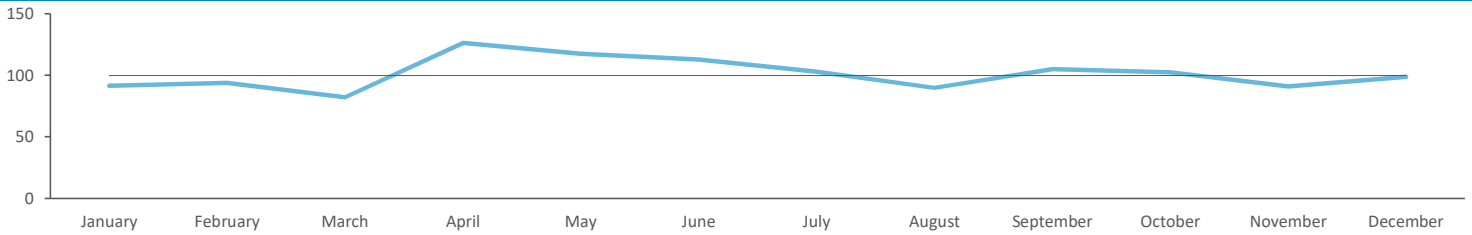


Time of Day/Day of Week



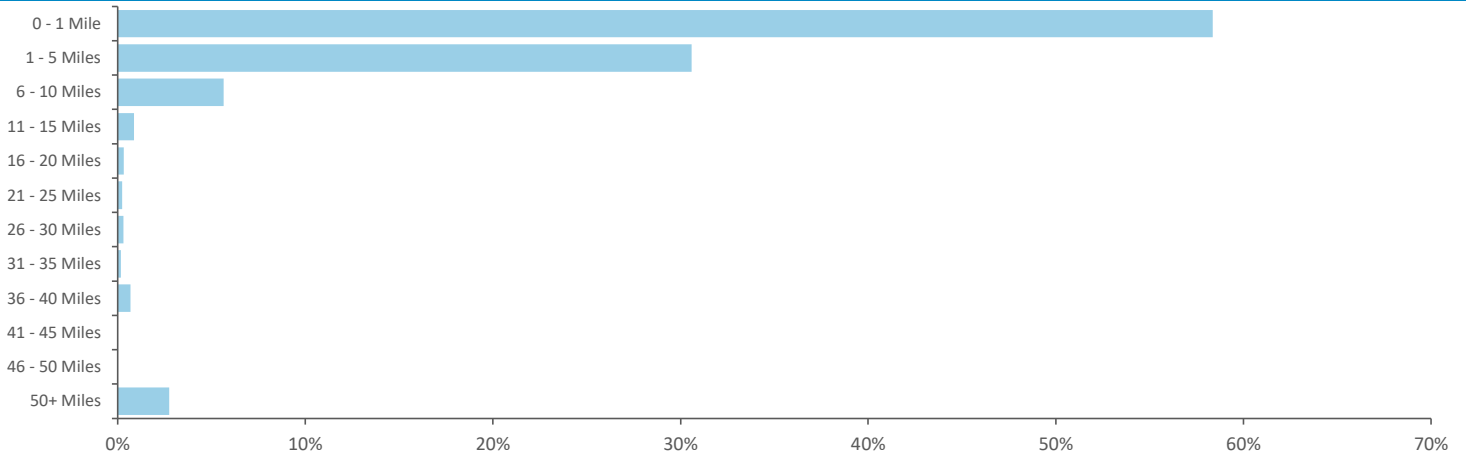
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



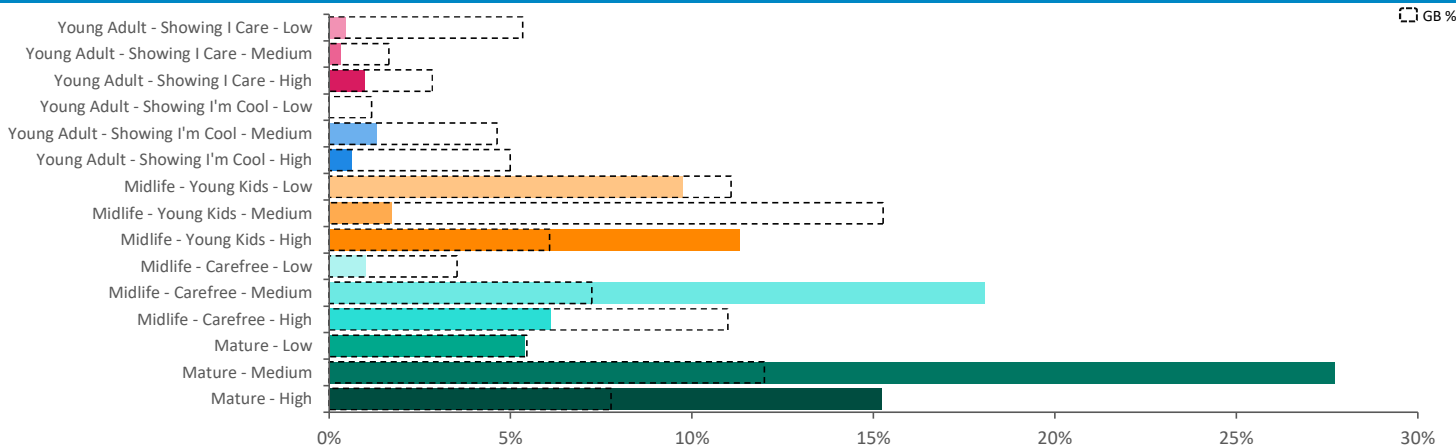
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- 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

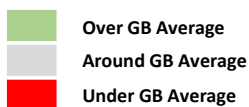
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Punch Bowl	DE 7 6GR	Star Pubs & Bars	Community Pub	0.0
1	West Hallam White Rose Cricket Club	DE 7 6GR	Independent Free	Clubland	0.0
3	Stainsby Cricket Club	DE 7 6NG	Independent Free	Clubland	0.3
4	Bateman Arms	DE 7 6FP	Unknown	Community Pub	0.9
5	Newdigate Arms	DE 7 6HW	Star Pubs & Bars	Family Pub Dining	1.0
6	Old Black Horse Inn	DE 7 6BY	Greene King	Premium Local	1.1
7	Nutbrook Cricket Club	DE 7 6HZ	Independent Free	Clubland	1.2
8	White Hart	DE 7 6EX	Star Pubs & Bars	Community Pub	1.2

# Per Pub Analysis - Punch Bowl West Hallam



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,777	3,809	232,079
Number of Competition Pubs	3	3	264
Adults 18+ per Competition Pub	592	1,270	879

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	133	7.5%	73
Circuit Bar	1	0.0%	1
Community Pub	225	12.7%	73
Craft Led	0	0.0%	0
Great Pub Great Food	556	31.3%	163
High Street Pub	301	16.9%	98
Premium Local	561	31.6%	180

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	258	6.8%	66
Circuit Bar	24	0.6%	18
Community Pub	585	15.4%	88
Craft Led	10	0.3%	8
Great Pub Great Food	1,025	26.9%	140
High Street Pub	752	19.7%	114
Premium Local	1,125	29.5%	168

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,015	7.3%	72
Circuit Bar	6,960	3.0%	82
Community Pub	37,349	16.1%	93
Craft Led	4,324	1.9%	59
Great Pub Great Food	36,631	15.8%	82
High Street Pub	39,324	16.9%	98
Premium Local	40,458	17.4%	99

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; 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="border: 1px dashed black; padding: 5px;">                     18-34 year olds  <i>Conscious choices on sustainability and health</i>   <i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds  <i>Looking good and discovering what's new</i>   <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds <i>Children under 12 at home</i>  <i>"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"</i>	35-54 year olds <i>No children under 12 at home</i>  <i>"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>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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<b>Licensed Premises</b>																			
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 6 categories, 18 groups and 62 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.																			