CACI

Catchment Summary - Miners Arms Woodhouse

star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625900	Miners Arms Woodhouse	S 18 8XF	Star Pubs & Bars	Premium Local	9

Pub Sites
Catchments

Polaris Segments

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

Polaris Plus Profile

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

Categories: Young - Low £11 · Young - Medium £7 · Young - High £0 · Midlife - Young Kids - Low £5 · Midlife - Young Kids - Medium £4 · Midlife - Young Kids - High £0 · Midlife - Carefree - Low £11 · Midlife - Carefree - Medium £9 · Midlife - Carefree - High £8 · Mature - Low £12 · Mature - Medium £7 · Mature - High £9

See the Glossary page for further information on the above variables

Catchment Summary - Miners Arms Woodhouse

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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	3,703	7,208	384,944	69	39	88

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	3,022	5,860	312,325	67	38	89
	Competition Pubs	3	7	427	17	19	103
	Adults 18+ per Competition Pub	1,007	837	731	117	97	85
	% Adults Likely to Drink	82.1%	81.8%	77.1%	108	107	101
Affluence	Low	7.3%	12.2%	40.6%	22	37	122
	Medium	28.8%	31.9%	34.1%	75	84	90
	High	60.4%	54.1%	23.9%	221	198	88

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	165	342	42,596	55	58	136
	25-34	209	564	51,345	42	59	100
	35-44	437	851	47,505	89	89	93
	45-64	934	1,801	95,336	98	97	96
	65+	1,277	2,302	75,543	179	166	102
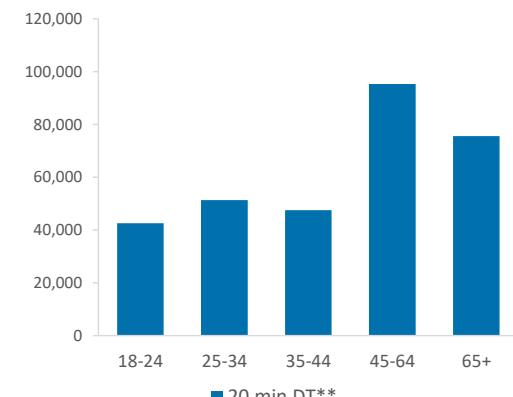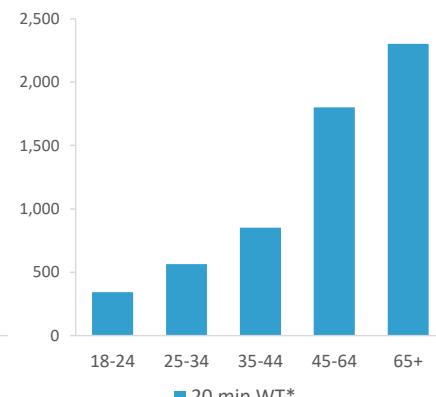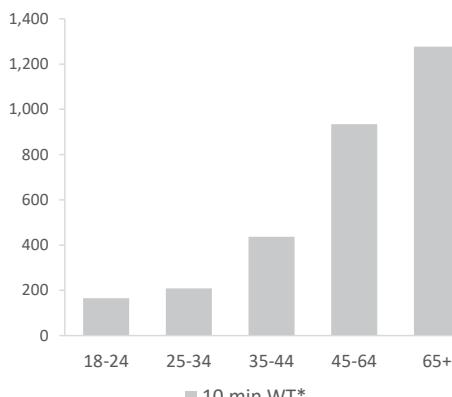
|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,797 (49%)	3,521 (49%)	189,605 (49%)	99	100	101
	Female	1,906 (51%)	3,687 (51%)	195,339 (51%)	101	100	99
Economic Status (16+)	Employed: Full-time	836 (27%)	1,702 (28%)	97,078 (30%)	78	82	88
	Employed: Part-time	397 (13%)	759 (13%)	40,032 (12%)	108	106	105
	Self employed	264 (9%)	519 (9%)	24,517 (8%)	92	94	83
	Unemployed	38 (1%)	71 (1%)	8,166 (3%)	44	43	92
	Full-time student	53 (2%)	97 (2%)	12,103 (4%)	72	68	159
	Retired	1,236 (40%)	2,305 (38%)	70,907 (22%)	182	175	101
	Other	280 (9%)	554 (9%)	68,110 (21%)	52	53	122
	Total Worker Count	745	2,028	172,662			

See the Glossary page for further information on the above variables

Transactional Data Summary - Miners Arms Woodhouse

star PUBS&BARS

### Spend by Polaris Plus

GB %

Polaris Plus Segment	Percentage
Young - Low	26.0%
Young - Medium	3.4%
Young - High	0.0%
Midlife - Young Kids - Low	0.5%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	2.2%
Midlife - Carefree - Medium	0.9%
Midlife - Carefree - High	3.5%
Mature - Low	21.4%
Mature - Medium	30.0%
Mature - High	11.8%

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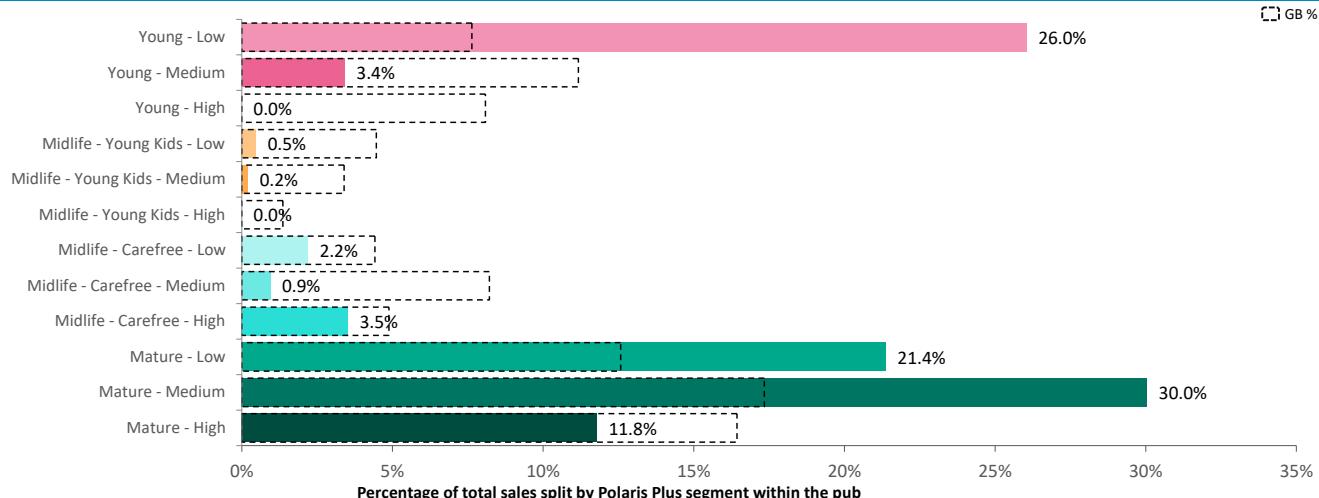
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	22.0%
Young - Medium	5.0%
Young - High	0.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	2.0%
Midlife - Carefree - Medium	1.0%
Midlife - Carefree - High	4.0%
Mature - Low	17.0%
Mature - Medium	37.0%
Mature - High	12.0%
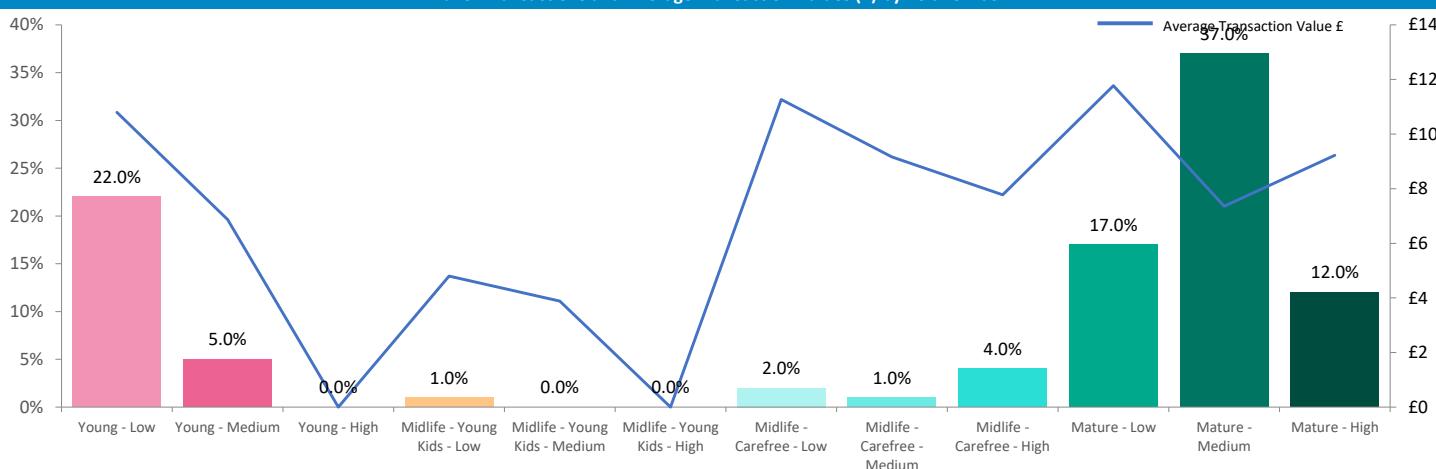
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
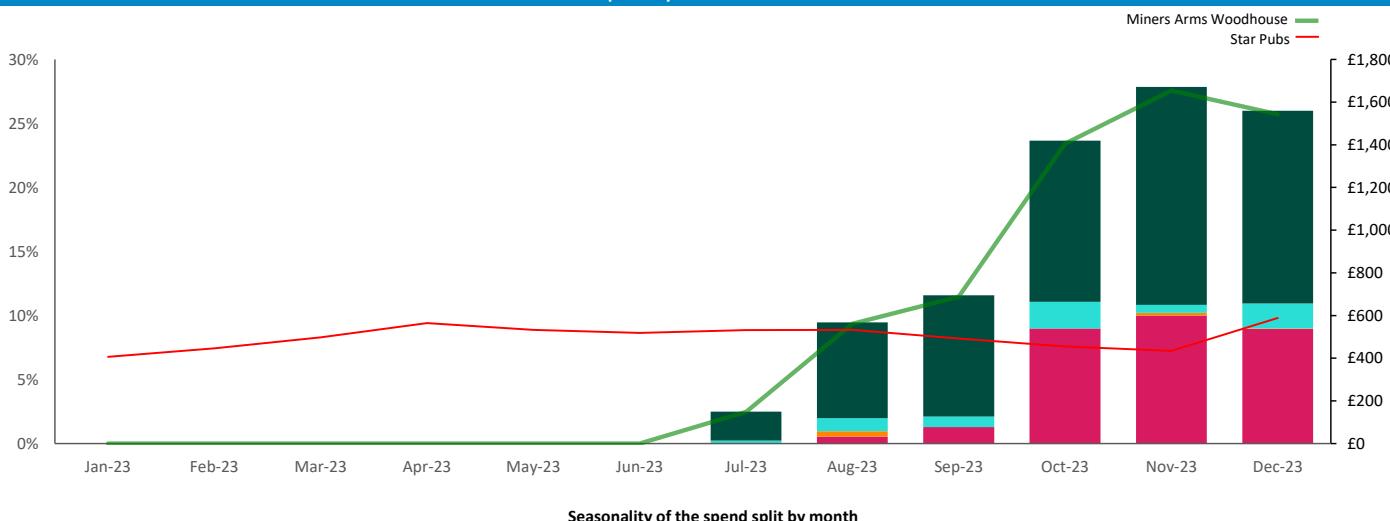
Miners Arms Woodhouse
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Miners Arms Woodhouse

star PUBS&BARS

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
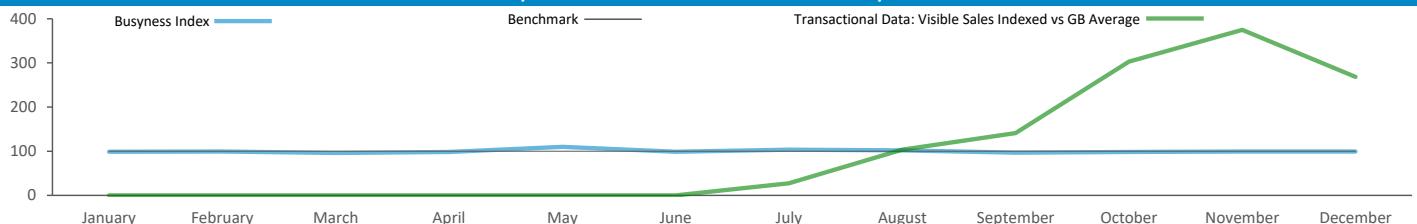
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home
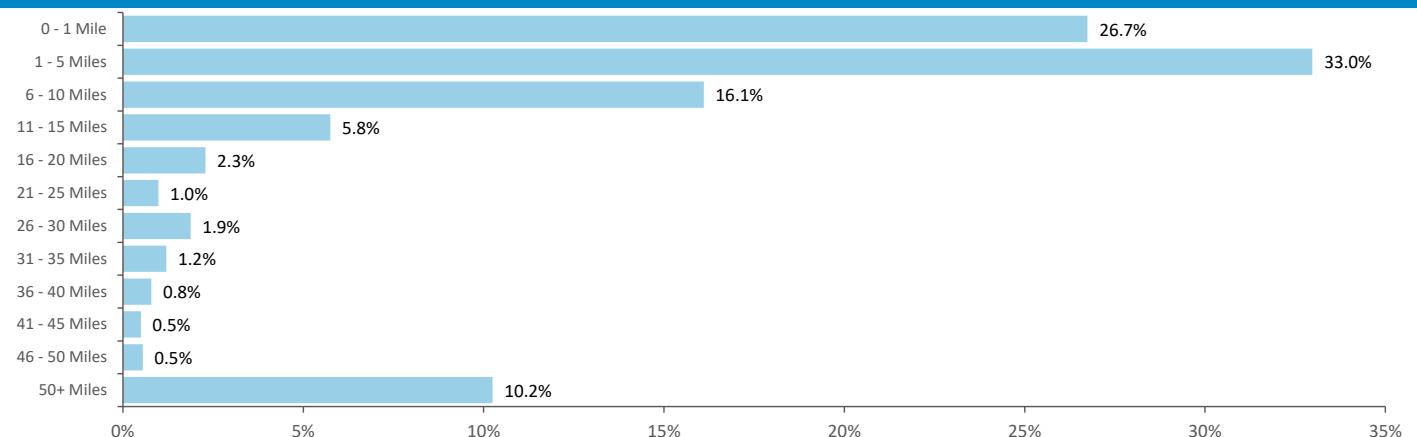
Distance	Percentage
0 - 1 Mile	26.7%
1 - 5 Miles	33.0%
6 - 10 Miles	16.1%
11 - 15 Miles	5.8%
16 - 20 Miles	2.3%
21 - 25 Miles	1.0%
26 - 30 Miles	1.9%
31 - 35 Miles	1.2%
36 - 40 Miles	0.8%
41 - 45 Miles	0.5%
46 - 50 Miles	0.5%
50+ Miles	10.2%

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
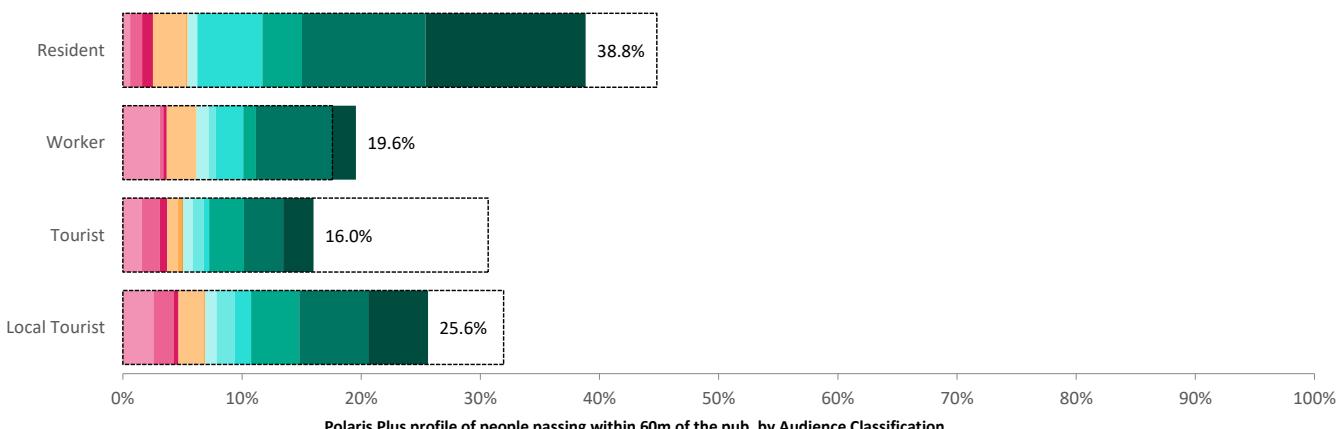
Classification	Percentage
Resident	38.8%
Worker	19.6%
Tourist	16.0%
Local Tourist	25.6%

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

Mobile Data Summary - Miners Arms Woodhouse

Polaris Plus Profile

GB %

Young - Low	7.9%
Young - Medium	4.5%
Young - High	2.3%
Midlife - Young Kids - Low	8.2%
Midlife - Young Kids - Medium	0.7%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	3.6%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	9.6%
Mature - Low	11.3%
Mature - Medium	25.8%
Mature - High	23.0%
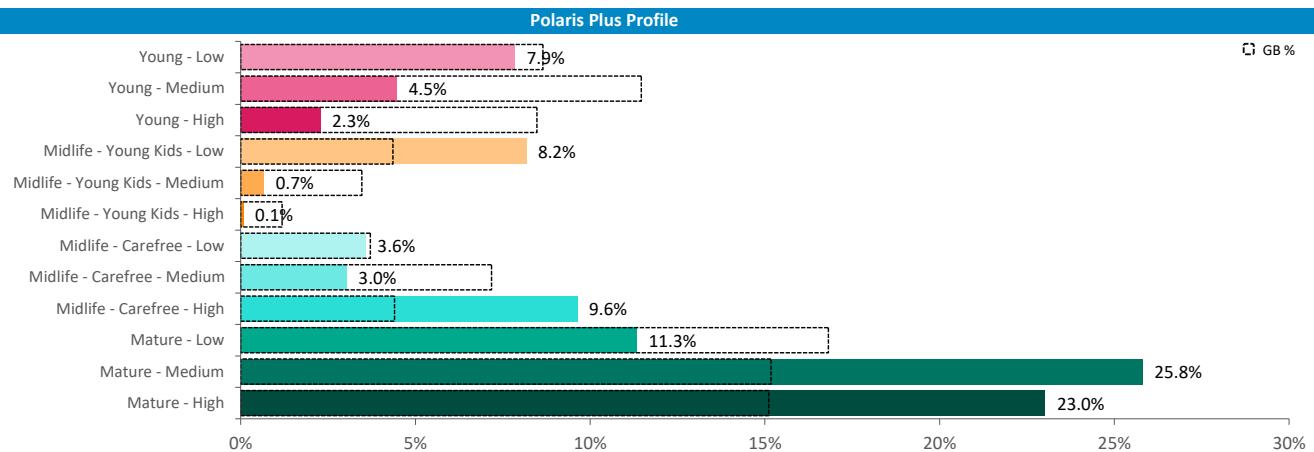
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	%
0 - 1 Mile	24.9%
1 - 5 Miles	34.8%
6 - 10 Miles	16.8%
11 - 15 Miles	4.7%
16 - 20 Miles	2.3%
21 - 25 Miles	1.0%
26 - 30 Miles	2.0%
31 - 35 Miles	1.1%
36 - 40 Miles	0.8%
41 - 45 Miles	0.5%
46 - 50 Miles	0.6%
50+ Miles	10.5%

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

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

Weekday

pre 11am (33%) | 11am-2pm (20%) | 2pm-5pm (22%) | 5pm-8pm (17%) | 8pm-11pm (6%) | 11pm+ (2%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	63.3%	54.8%	58.2%	55.1%	55.7%	29.
Midlife - Carefree	15.4%	14.7%	17.2%	16.7%	16.3%	13.
Midlife - Young Kids	8.0%	9.9%	9.4%	8.7%	4.3%	5. / 1.
Young	13.3%	20.5%	15.2%	19.6%	23.7%	51.

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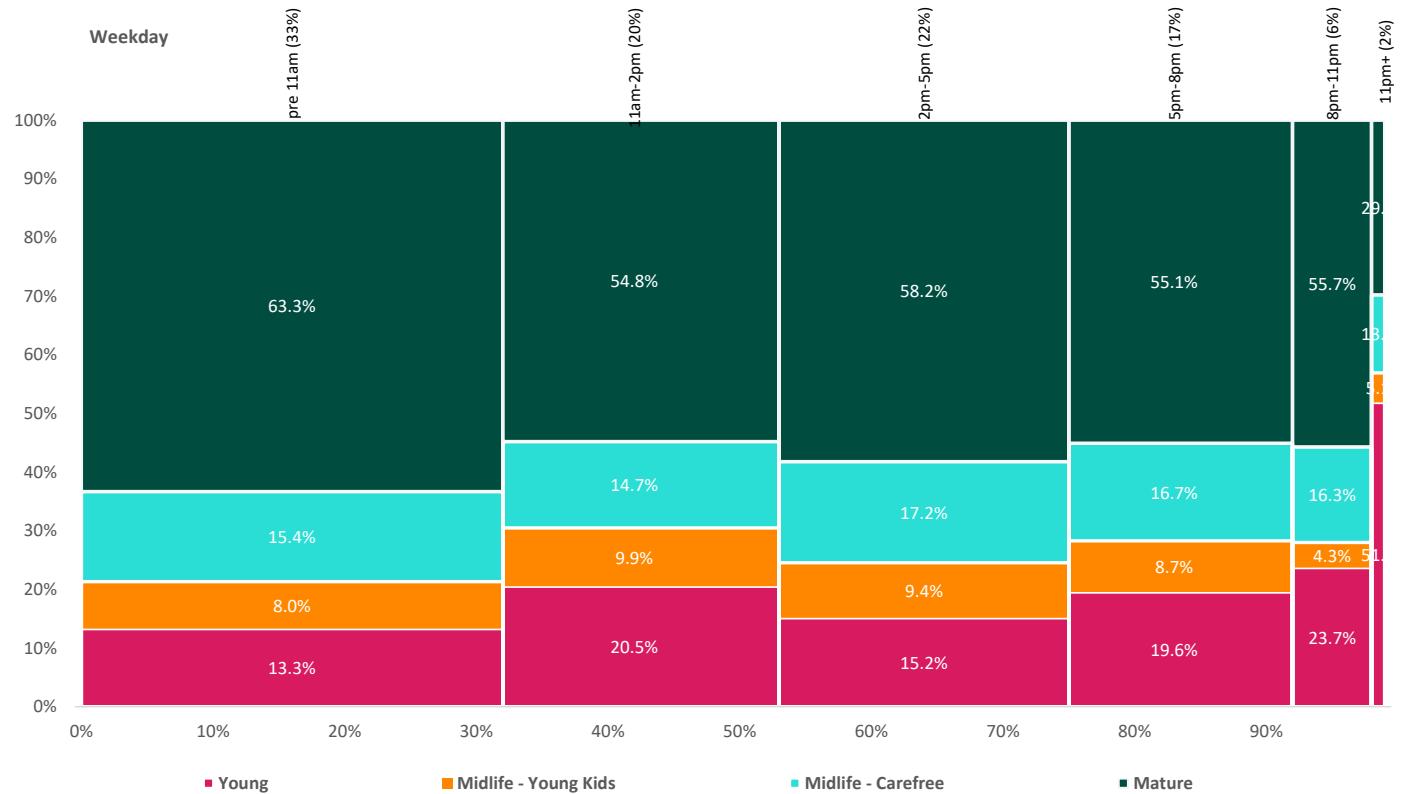
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (23%) | 11am-2pm (30%) | 2pm-5pm (26%) | 5pm-8pm (14%) | 8pm-11pm (6%) | 11pm+ (2%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	59.0%	63.7%	58.7%	54.1%	51.2%	27.6
Midlife - Carefree	21.0%	13.6%	14.4%	18.6%	16.7%	27.3
Midlife - Young Kids	9.2%	8.0%	8.8%	8.4%	4.3%	9.5
Young	10.8%	14.7%	18.0%	18.9%	27.8%	35.6

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
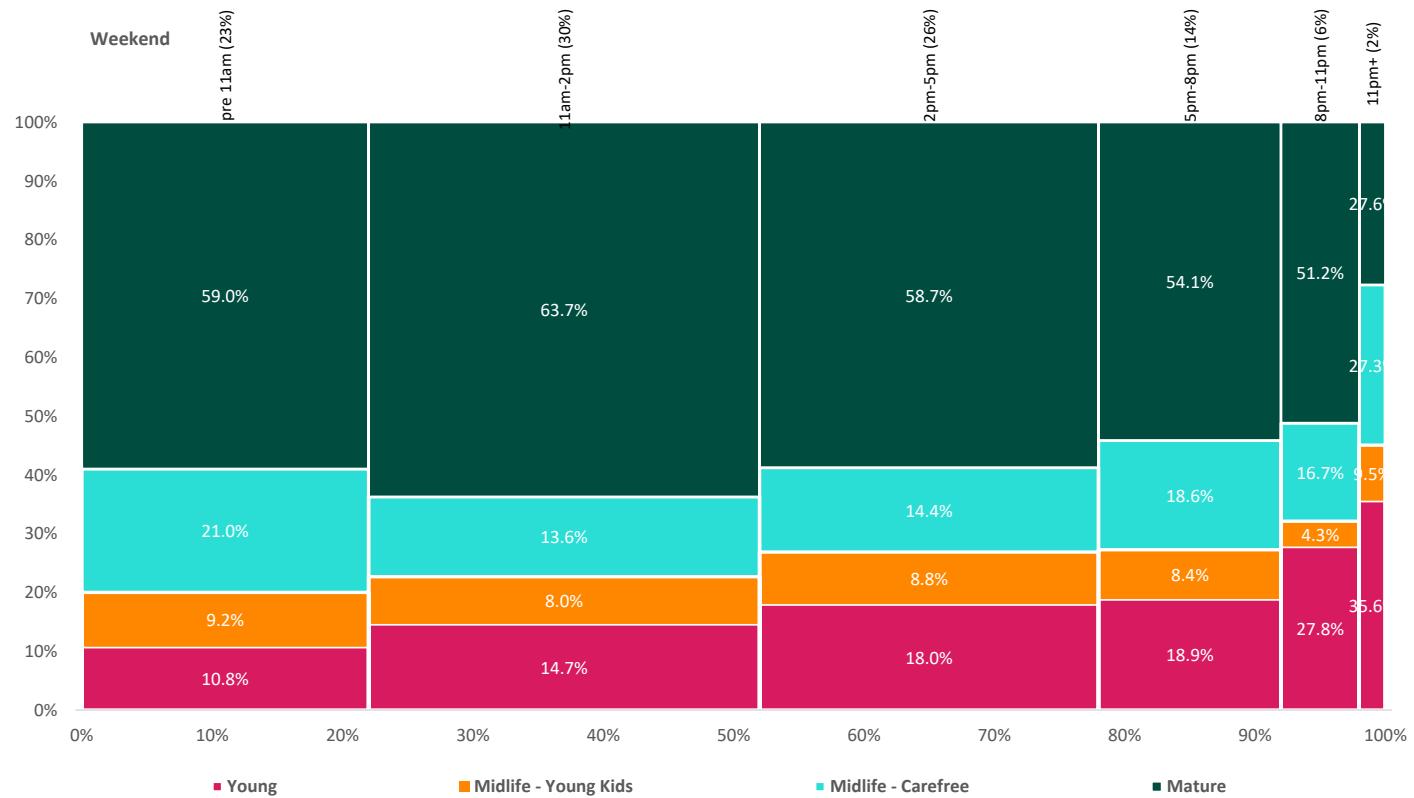
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

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Polaris Summary - Miners Arms Woodhouse

star
PUBS & BARS

★ Pub Sites
N Catchment

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature
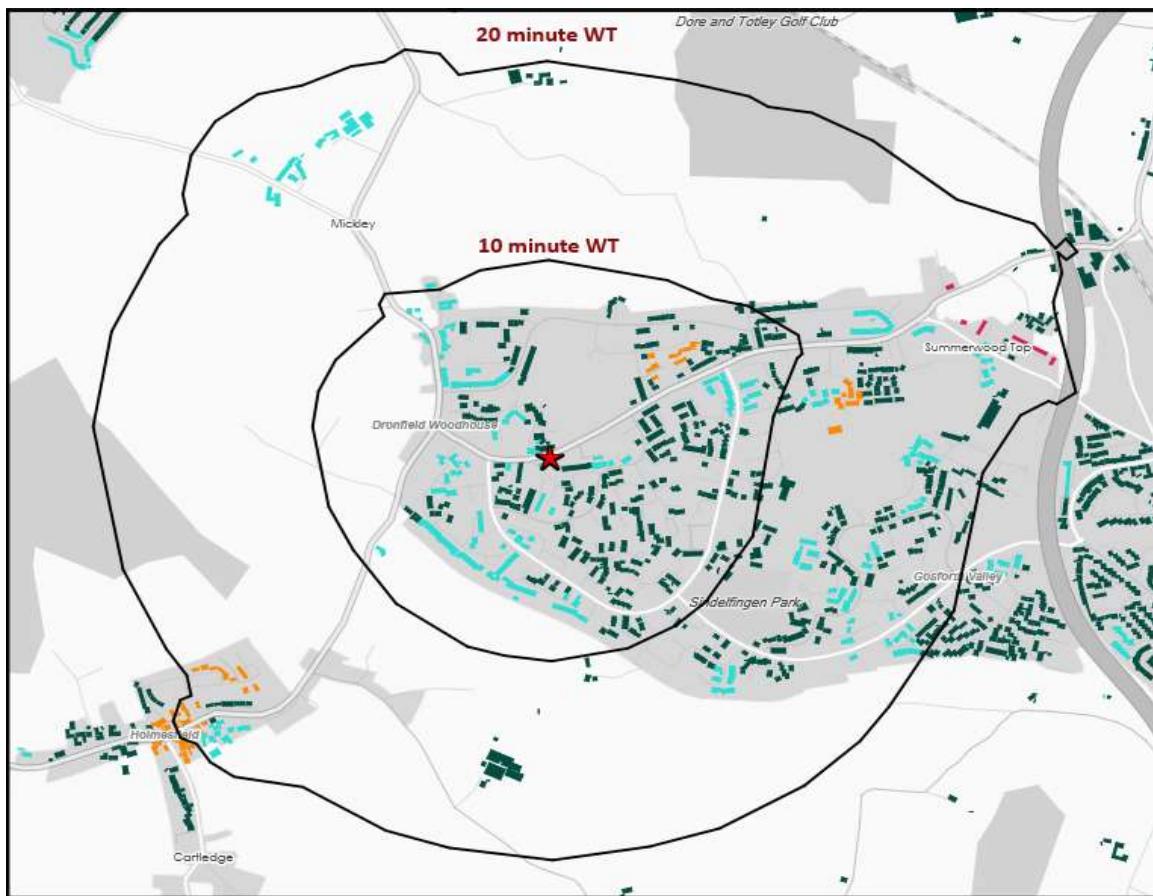
Polaris Profile by Catchment

*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	33	102	103,595	4	6	120
Midlife - Young Kids	45	218	31,466	14	34	92
Midlife - Carefree	674	1,274	39,974	141	137	81
Mature	2,165	4,161	133,115	161	160	96
Not Private Households	105	105	4,175	265	137	102
Total	3,022	5,860	312,325			

Polaris Plus Summary - Miners Arms Woodhouse

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
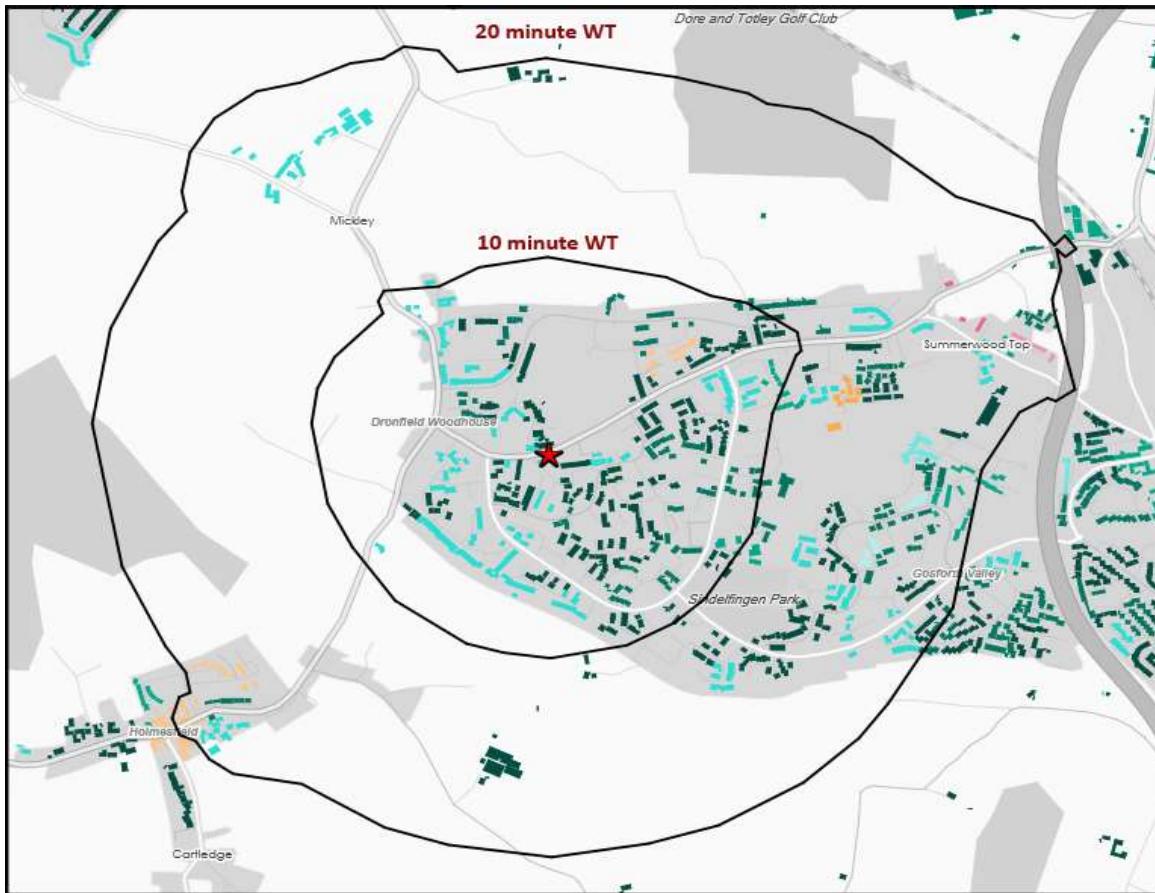
Polaris Plus Profile by Catchment

*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	45	40,935	0	8	134
Medium	33	57	48,910	10	9	143
High	0	0	13,750	0	0	65
Midlife - Young Kids						
Low	45	175	25,976	27	54	152
Medium	0	43	4,543	0	17	34
High	0	0	947	0	0	27
Midlife - Carefree						
Low	0	202	20,517	0	82	156
Medium	0	28	7,827	0	7	35
High	674	1,044	11,630	501	400	84
Mature						
Low	177	295	39,489	43	37	92
Medium	836	1,741	45,344	177	190	93
High	1,152	2,125	48,282	254	242	103
Not Private Households	105	105	4,175	265	137	102
Total	3,022	5,860	312,325			

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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
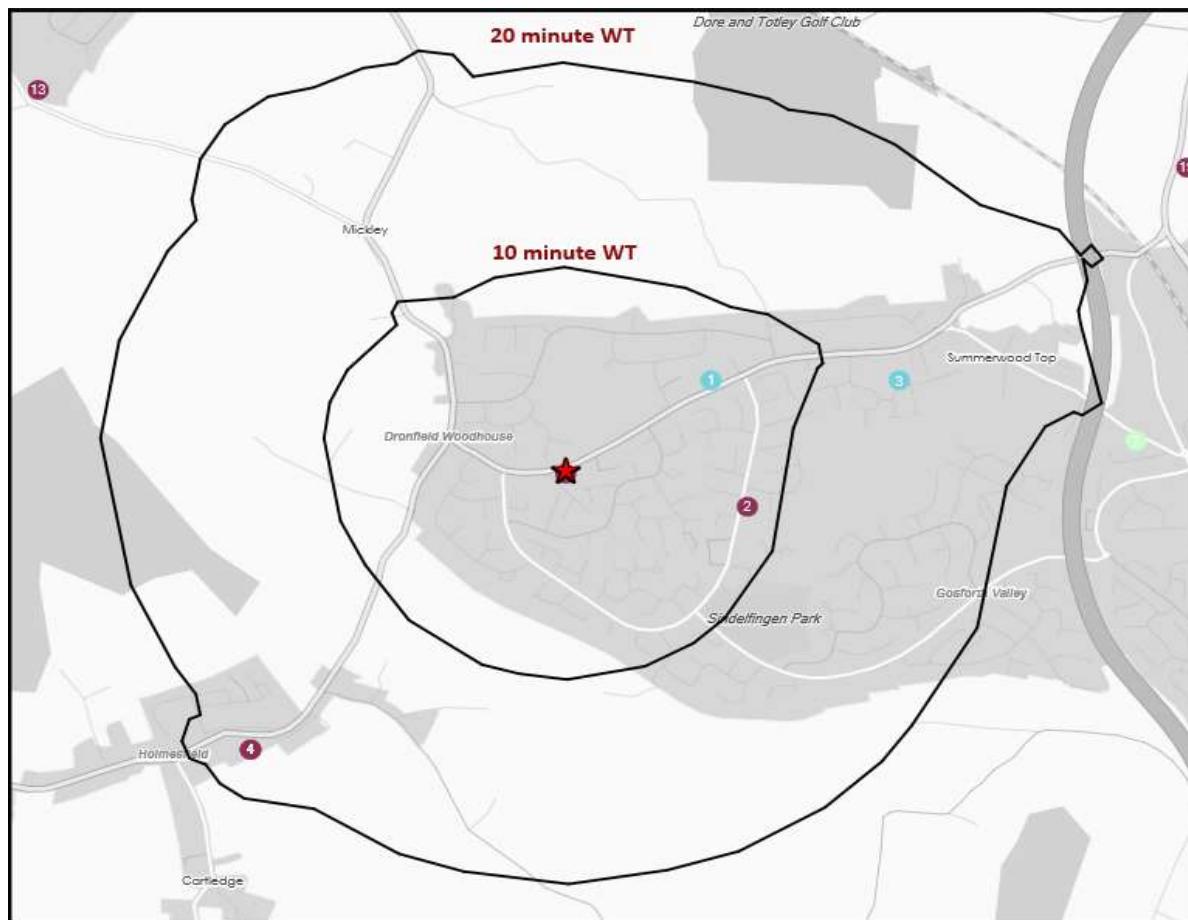
	Nearest 20 Pubs				
Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Miners Arms	S 18 8XF	Star Pubs & Bars	Premium Local	0.0
1	Dronfield Woodhouse Sports & Social Club	S 18 8XG	Independent Free	Clubland	0.3
2	Jolly Farmer	S 18 8ZQ	Stonegate Pub Company	Premium Local	0.3
3	Dronfield Football Club	S 18 8QY	Independent Free	Clubland	0.6
4	George & Dragon	S 18 7WT	Independent Free	Premium Local	0.7
4	Angel Inn	S 18 7WT	Stonegate Pub Company	Family Pub Dining	0.7
4	Rutland Arms	S 18 7WT	Punch Pub Company	Premium Local	0.7
7	Victoria Inn	S 18 1PE	Unknown	Community Pub	1.0
8	Manor Hotel & Restaurant	S 18 1PY	Independent Free	Hotel	1.1
9	Blue Stoops	S 18 1PX	Chilled Pubs	Premium Local	1.1
9	Dronfield Hall Barn	S 18 1PX	Independent Free	Large Venue	1.1
9	Sammad Cottage Restaurant	S 18 1PX	Independent Free	Restaurants	1.1
12	Dronfield Sports Centre	S 18 1PD	Independent Free	Clubland	1.1
13	Shepley Spitfire	S 17 4HE	Greene King	Premium Local	1.1
14	Little Italy	S 18 2GF	Independent Free	Restaurants	1.2
14	Café Guru	S 18 2GF	Independent Free	Restaurants	1.2
16	Dore & Totley Golf Club	S 17 4QR	Independent Free	Sports Clubs	1.2
17	Bradway Bowling Club	S 17 4QW	Independent Free	Clubland	1.2
17	Moorview Golf Centre	S 17 4QW	Independent Free	Sports Clubs	1.2
19	Coach & Horses Inn	S 18 2GD	Stonegate Pub Company	Premium Local	1.2
20	Green Dragon	S 18 1QB	Stonegate Pub Company	Premium Local	1.2

Per Pub Analysis - Miners Arms Woodhouse

*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+	3,022	5,860	312,325
Number of Competition Pubs	3	7	427
Adults 18+ per Competition Pub	1,007	837	731

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	133	4.4%	54
Circuit Bar	0	17	0.6%	14
Community Pub	0	437	14.4%	76
Craft Led	0	5	0.2%	5
Great Pub Great Food	0	1,021	33.8%	191
High Street Pub	0	360	11.9%	65
Premium Local	2	945	31.3%	190

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	244	4.2%	52
Circuit Bar	0	39	0.7%	17
Community Pub	0	884	15.1%	79
Craft Led	0	13	0.2%	6
Great Pub Great Food	0	1,838	31.4%	177
High Street Pub	0	767	13.1%	71
Premium Local	4	1,740	29.7%	180

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	51	23,079	7.4%	92
Circuit Bar	24	14,140	4.5%	112
Community Pub	91	64,859	20.8%	109
Craft Led	0	11,700	3.7%	108
Great Pub Great Food	34	51,894	16.6%	94
High Street Pub	44	63,025	20.2%	109
Premium Local	54	51,110	16.4%	99

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