

# Catchment Summary - Water Tower Sheffield



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	Over GB Average
	Around GB Average
	Under GB Average

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

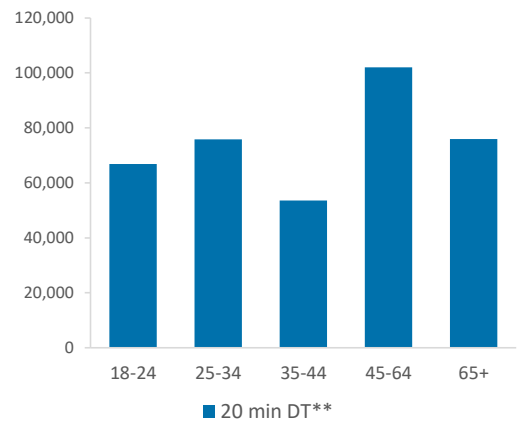
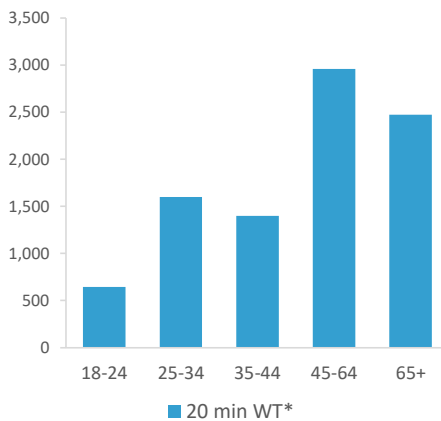
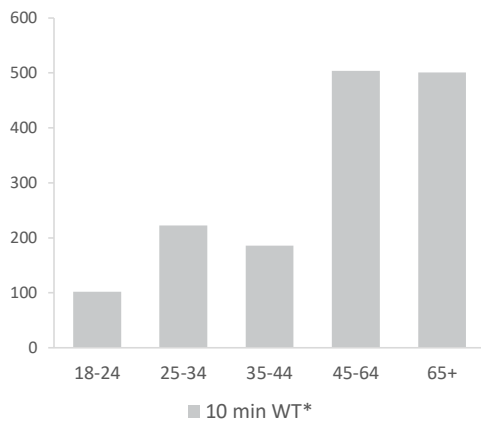
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,845	11,487	462,625	35	79	122
Adults 18+	1,515	9,076	374,119	35	51	125
Competition Pubs	3	12	473	20	38	131
Adults 18+ per Competition Pub	505	756	791	61	92	96
% Adults Likely to Drink	81.9%	82.1%	81.5%	99	100	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	50.6%	45.2%	41.3%	197	176	161
	Medium	33.1%	35.6%	33.2%	84	90	84
	High	16.2%	17.8%	23.7%	48	53	71

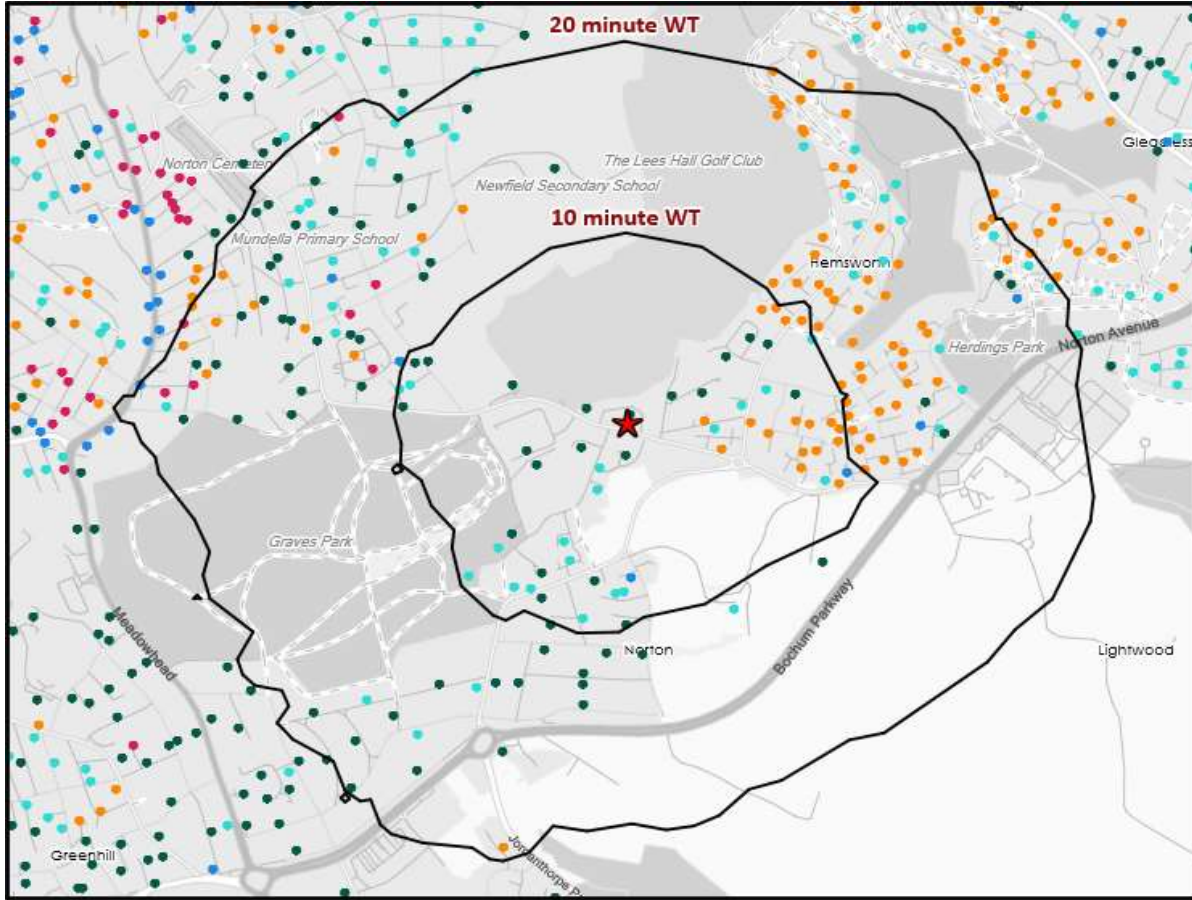
\*Affluence does not include Not Private Households

Age Profile	18-24	102	647	66,887	68	69	178
	25-34	222	1,600	75,758	91	105	123
	35-44	186	1,399	53,585	78	95	90
	45-64	504	2,958	102,005	107	101	86
	65+	501	2,472	75,884	142	113	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	874 (47%)	5,546 (48%)	232,266 (50%)	96	98	102
	Female	971 (53%)	5,941 (52%)	230,359 (50%)	104	102	99
Economic Status (16-74)	Employed: Full-time	504 (39%)	3,193 (40%)	124,421 (36%)	94	95	86
	Employed: Part-time	189 (15%)	1,229 (15%)	43,799 (13%)	113	117	97
	Self employed	131 (10%)	665 (8%)	25,527 (7%)	106	86	77
	Unemployed	25 (2%)	273 (3%)	8,925 (3%)	82	142	109
	Retired	240 (19%)	1,317 (16%)	43,613 (13%)	135	118	91
	Other	202 (16%)	1,403 (17%)	99,842 (29%)	79	88	146
Total Worker Count		266	2,101	219,039			

See the Glossary page for further information on the above variables

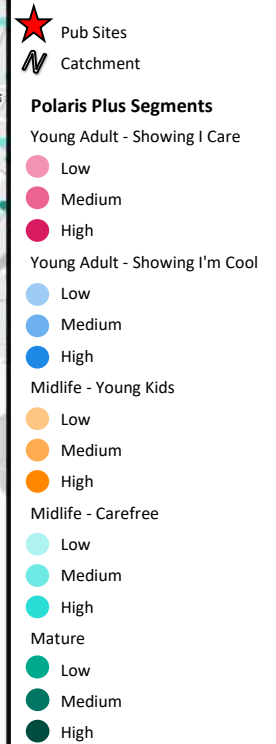
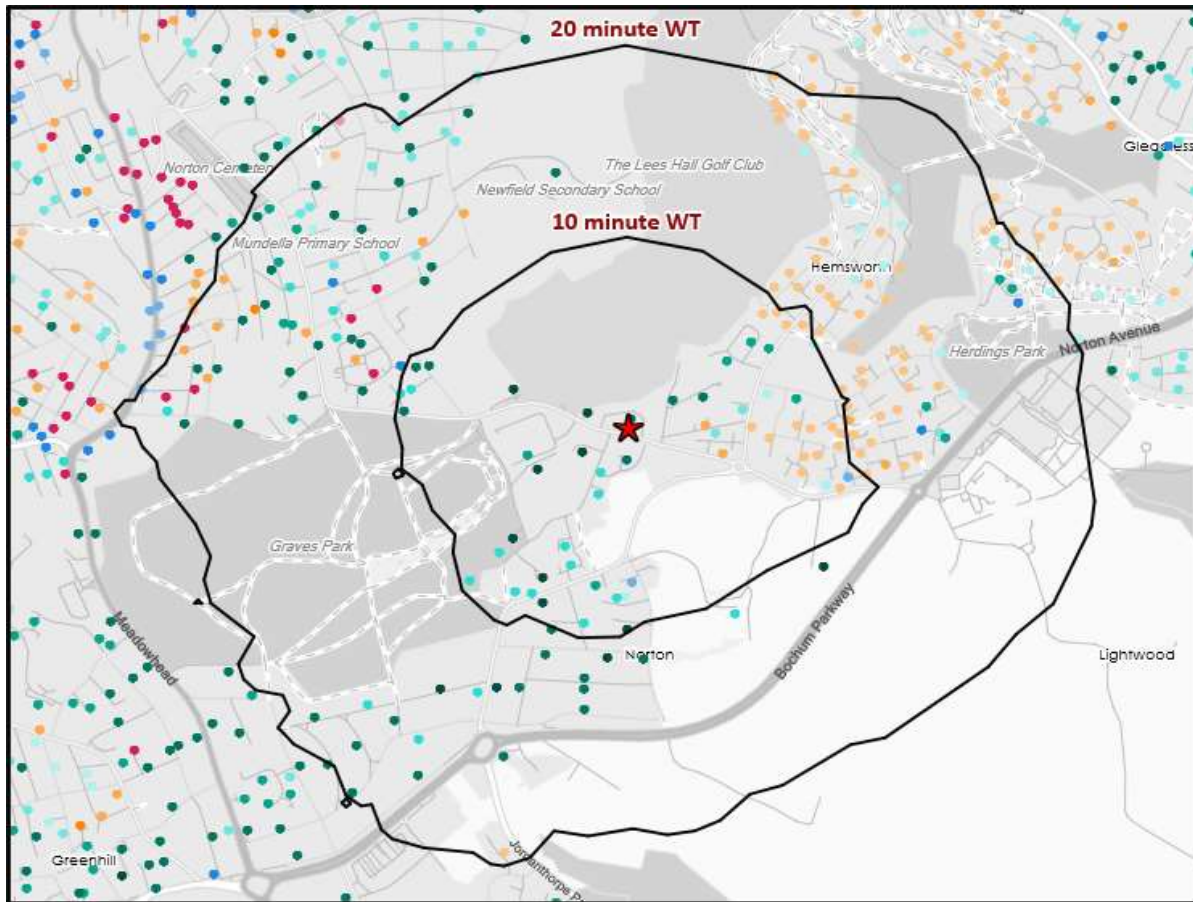


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	411	80,640	0	51	242
Young Adult - Showing I'm Cool	31	204	22,149	22	24	64
Midlife - Young Kids	590	3,348	94,670	124	117	81
Midlife - Carefree	322	1,767	90,859	101	93	115
Mature	572	3,217	79,244	135	127	76
<b>Not Private Households</b>	0	129	6,557	0	99	122
<b>Total</b>	1,515	9,076	374,119			



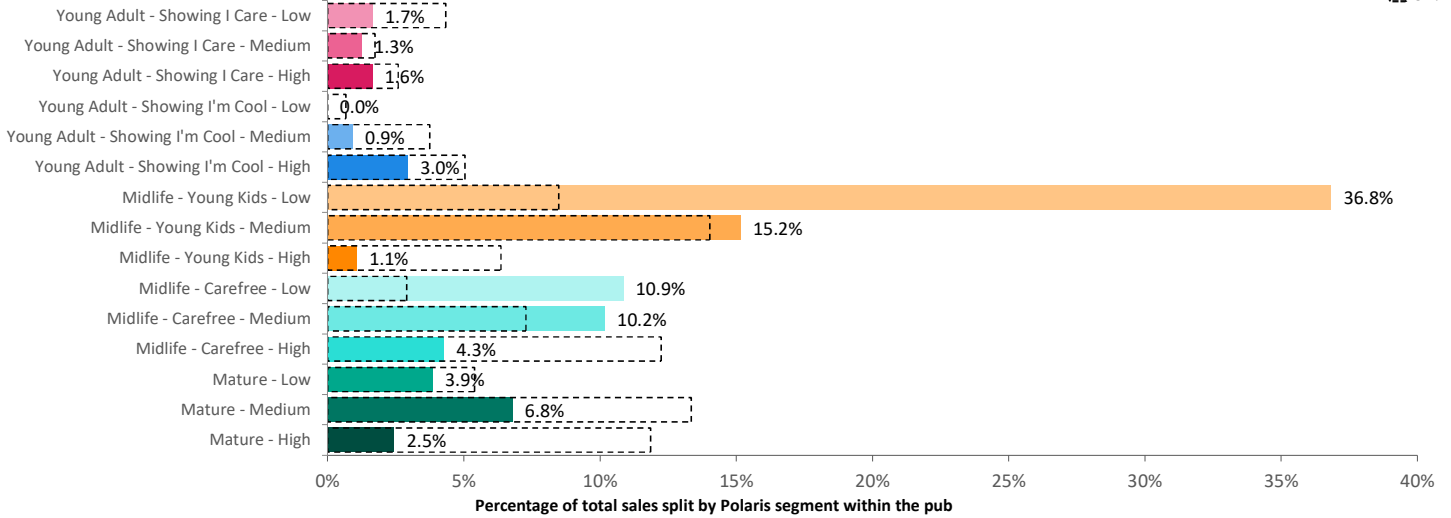
Polaris Plus Profile by Catchment

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

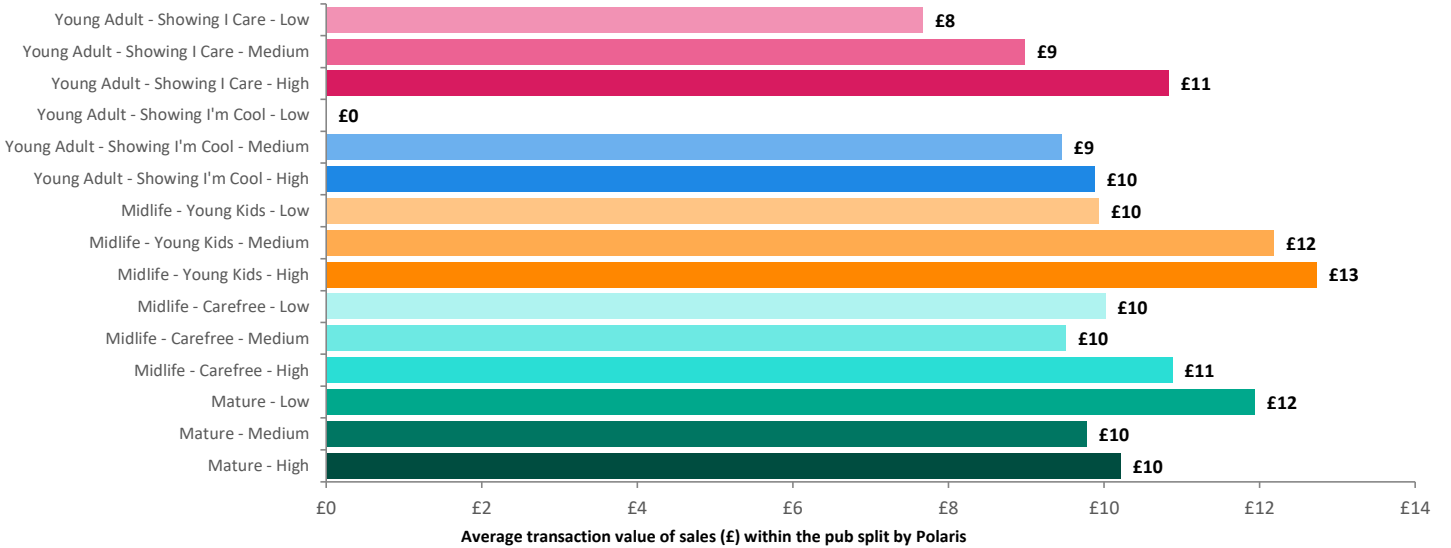
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	26	47,189	0	7	301
Medium	0	0	11,944	0	0	234
High	0	385	21,507	0	126	171
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	481	0	0	13
Medium	31	64	8,619	55	19	62
High	0	140	13,049	0	34	78
<b>Midlife - Young Kids</b>						
Low	465	2,656	53,634	276	263	129
Medium	125	654	31,333	55	48	56
High	0	38	9,703	0	8	48
<b>Midlife - Carefree</b>						
Low	87	706	32,044	169	229	252
Medium	71	365	34,428	70	60	137
High	164	696	24,387	99	70	60
<b>Mature</b>						
Low	215	714	21,142	239	133	95
Medium	275	2,146	37,997	143	187	80
High	82	357	20,105	58	42	57
<b>Not Private Households</b>	0	129	6,557	0	99	122
<b>Total</b>	1,515	9,076	374,119			

Spend by Polaris

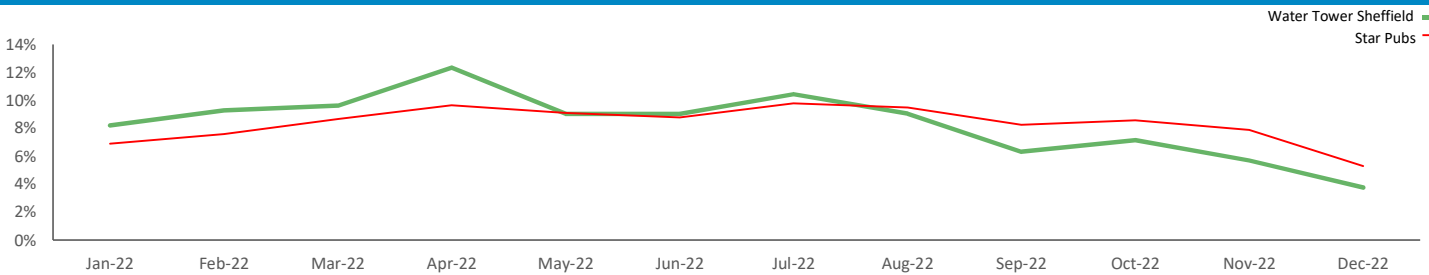
GB %



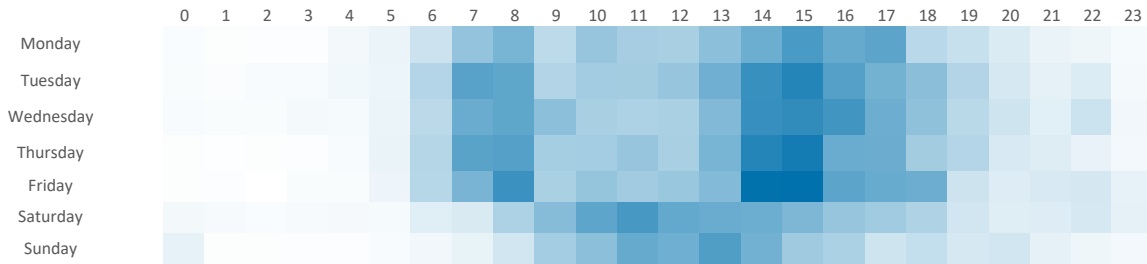
Average Transaction Values (£) by Polaris



Spend by Month

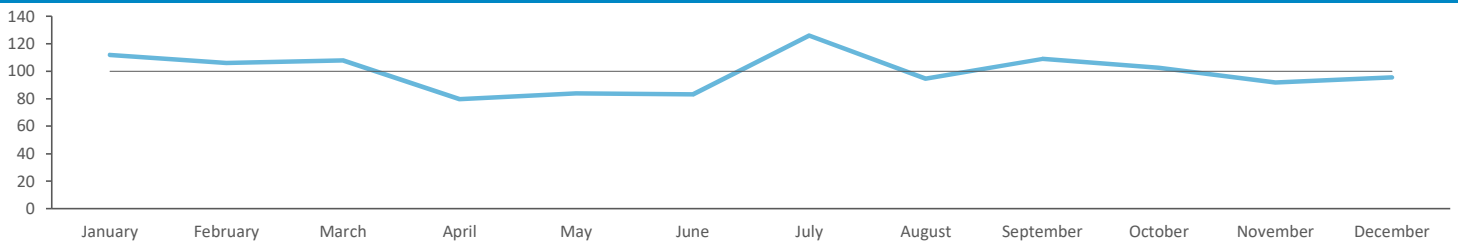


Time of Day/Day of Week



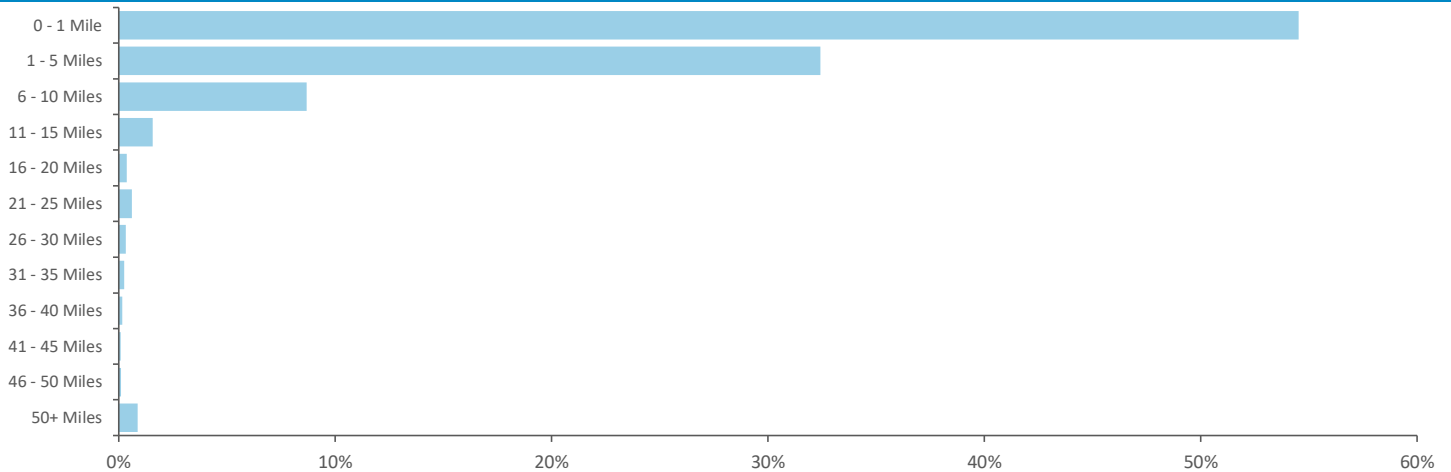
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



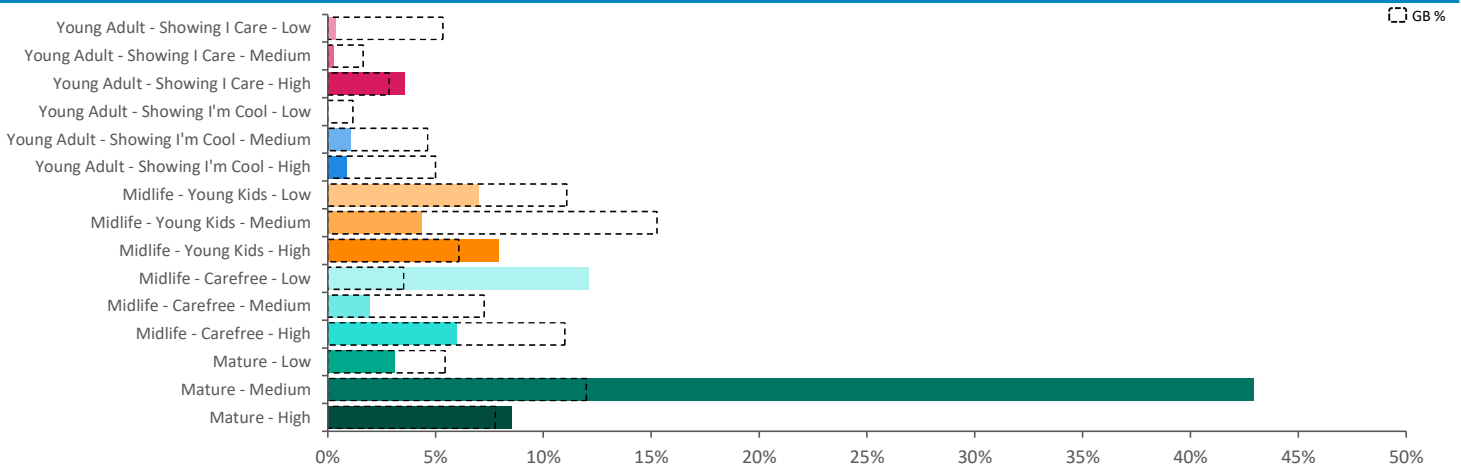
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



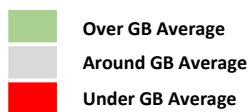
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Water Tower	S 8 8LN	Star Pubs & Bars	Family Pub Dining	0.0
2	Nailmakers Arms	S 8 8LB	Trust Inns Limited	Community Pub	0.1
3	Lees Hall Golf Club	S 8 8LL	Independent Free	Clubland	0.2
4	Norton House Country Club	S 8 8HD	Independent Free	Clubland	0.4
5	Norton Oaks Cricket Club	S 8 8BA	Independent Free	Clubland	0.4
6	Bagshawe Arms	S 14 1BP	Stonegate Pub Company	Community Pub	0.4
7	John O Gaunt	S 14 1FX	Independent Free	Community Pub	0.6
8	Mount Pleasant	S 8 8SG	Punch Pub Company	Community Pub	0.6
9	Sportsman Inn	S 8 8PE	Star Pubs & Bars	Family Pub Dining	0.6
10	Graves Tennis & Leisure	S 8 8JR	Independent Free	Clubland	0.7
11	Horse & Groom	S 14 1JE	Independent Free	Community Pub	0.8
12	Prince Of Wales	S 8 8SE	Stonegate Pub Company	Community Pub	0.8
13	Chantry Arms	S 8 0SL	Star Pubs & Bars	Community Pub	0.9
13	Kashmiri Aroma	S 8 0SL	Kashmiri Aroma	Casual Dining	0.9
15	Big Tree	S 8 0SF	Greene King	Premium Local	0.9
16	Guzzle	S 8 0SQ	Independent Free	High Street Pub	0.9
17	Kitos	S 8 0SE	Independent Free	Restaurants	0.9
18	Woodseats Palace	S 8 0SD	Wetherspoons GB	Circuit Bar	1.0
18	Sport Shack	S 8 0SD	Independent Free	High Street Pub	1.0
20	Abbey	S 8 0SH	Punch Pub Company	Community Pub	1.0

# Per Pub Analysis - Water Tower Sheffield



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,515	9,076	374,119
Number of Competition Pubs	3	12	473
Adults 18+ per Competition Pub	505	756	791

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	48	3.2%	31
Circuit Bar	36	2.4%	65
Community Pub	472	31.2%	180
Craft Led	12	0.8%	24
Great Pub Great Food	180	11.9%	62
High Street Pub	408	26.9%	155
Premium Local	201	13.3%	76

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	449	4.9%	49
Circuit Bar	151	1.7%	45
Community Pub	2,553	28.1%	162
Craft Led	136	1.5%	47
Great Pub Great Food	1,177	13.0%	68
High Street Pub	2,277	25.1%	145
Premium Local	1,133	12.5%	71

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	34,038	9.1%	89
Circuit Bar	14,045	3.8%	102
Community Pub	72,351	19.3%	111
Craft Led	12,935	3.5%	109
Great Pub Great Food	52,538	14.0%	73
High Street Pub	70,345	18.8%	109
Premium Local	44,838	12.0%	68

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  <b>Part-time:</b> In part-time employment  <b>Self employed:</b> In full-time or part-time employment, with or without employees  <b>Unemployed:</b> Unemployed, not currently working but are actively seeking  <b>Retired:</b> a person who has retired from a working or professional career  <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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; 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 #e91e63; padding: 5px;">                     18-34 year olds                      Conscious choices on sustainability and health                       "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."                 </td> <td style="border: 1px dashed #00bcd4; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new                       "Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."                 </td> <td style="border: 1px dashed #ff9800; padding: 5px;">                     35-54 year olds                      Children under 12 at home                       "With work, chores and getting the kids to where they should be, life is all go. 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Nothing too flashy as I still have the rent to pay."	35-54 year olds Children under 12 at home  "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"	35-54 year olds No children under 12 at home  "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."	55+ year olds  "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.																			