

Catchment Summary - Closed Shop Walkley



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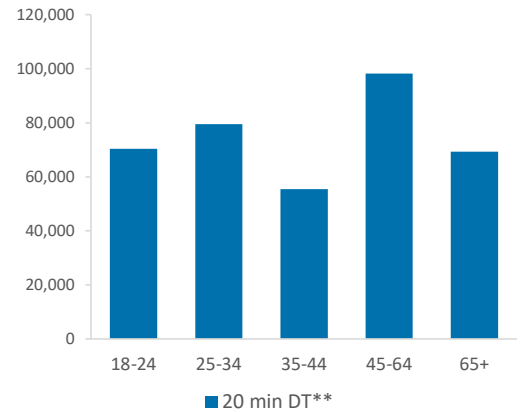
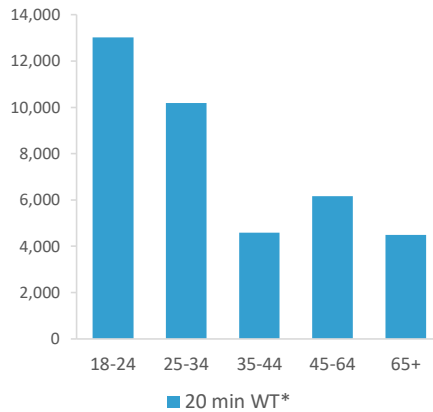
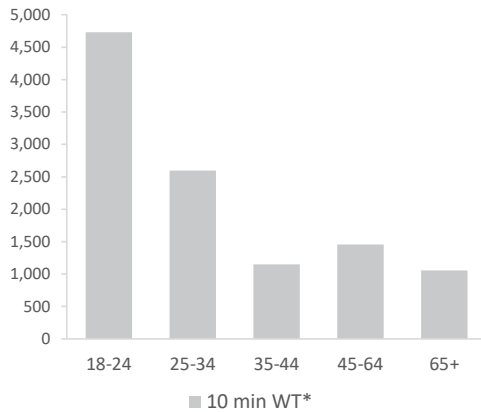
	Over GB Average
	Around GB Average
	Under GB Average

*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	12,247	44,428	466,497	231	305	123	
Adults 18+	10,985	38,446	373,044	252	215	125	
Competition Pubs	12	38	406	80	119	112	
Adults 18+ per Competition Pub	915	1,012	919	111	123	111	
% Adults Likely to Drink	87.7%	83.3%	81.3%	106	101	99	
Affluence	Low	14.7%	36.2%	41.5%	57	141	162
	Medium	52.4%	27.7%	29.1%	133	70	74
	High	32.0%	31.3%	27.6%	95	93	82
Age Profile	18-24	4,729	13,022	70,485	476	361	186
	25-34	2,600	10,185	79,581	160	173	128
	35-44	1,146	4,581	55,398	73	80	92
	45-64	1,453	6,164	98,283	46	54	82
	65+	1,057	4,494	69,297	45	53	78

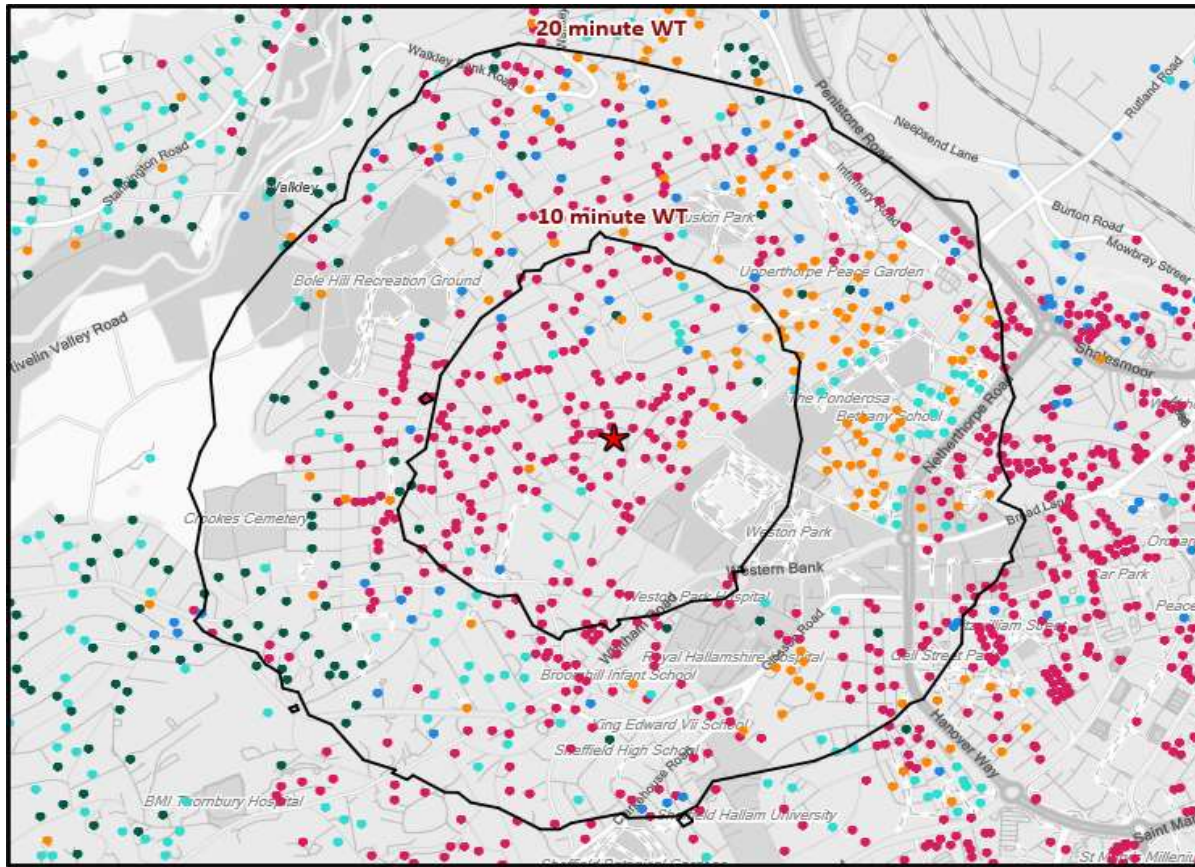
*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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	6,310 (52%)	23,208 (52%)	234,672 (50%)	104	106	102
	Female	5,937 (48%)	21,220 (48%)	231,825 (50%)	96	94	98
Economic Status (16-74)	Employed: Full-time	2,665 (25%)	11,130 (30%)	122,726 (35%)	60	73	85
	Employed: Part-time	669 (6%)	2,944 (8%)	42,664 (12%)	48	61	94
	Self employed	647 (6%)	2,140 (6%)	25,322 (7%)	64	61	76
	Unemployed	164 (2%)	707 (2%)	9,320 (3%)	65	81	113
	Retired	486 (5%)	2,568 (7%)	40,301 (12%)	33	51	84
Other	6,019 (57%)	17,375 (47%)	108,321 (31%)	287	239	158	
Total Worker Count	1,549	23,171	193,960				

See the Glossary page for further information on the above variables

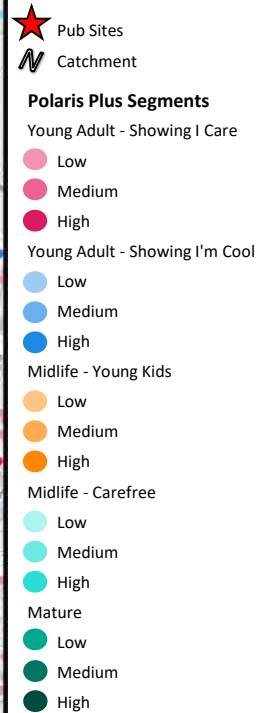
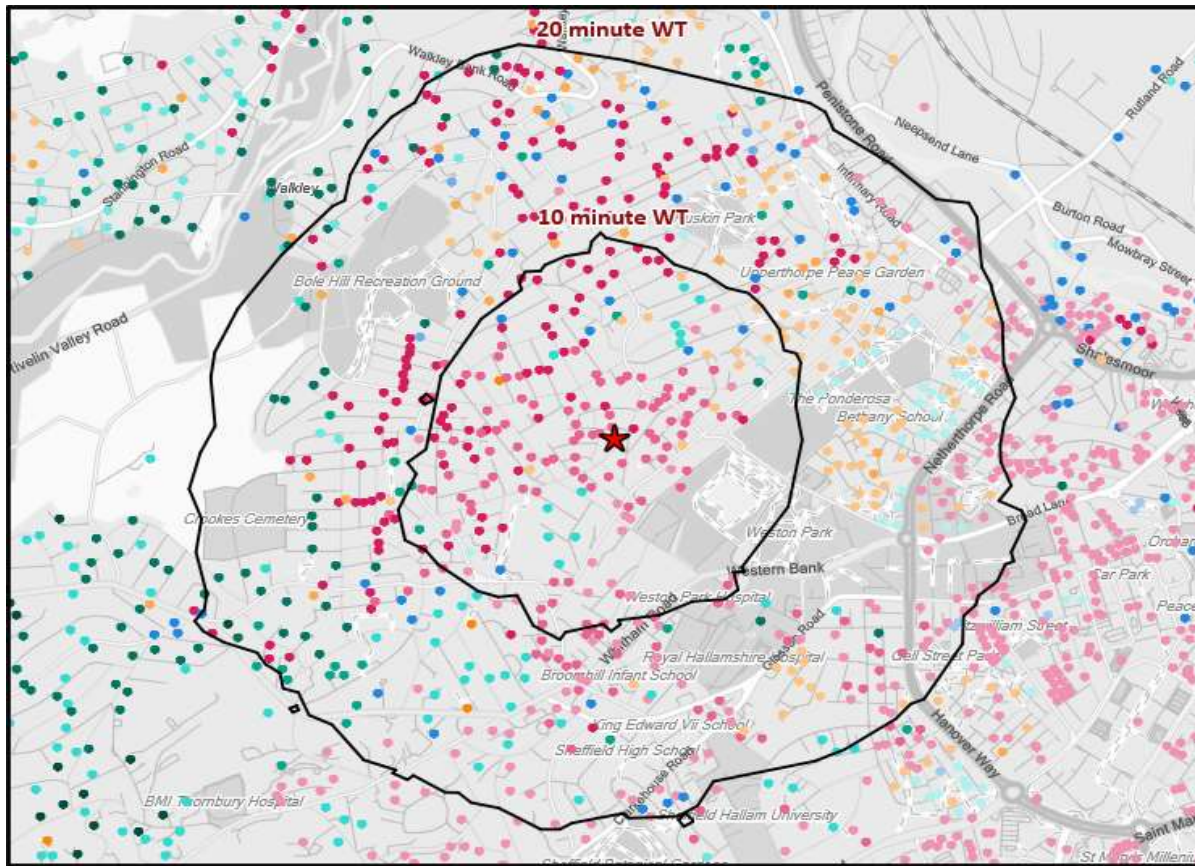


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	9,227	22,550	102,019	941	657	306
Young Adult - Showing I'm Cool	372	2,438	24,286	37	69	71
Midlife - Young Kids	389	5,758	100,005	11	48	85
Midlife - Carefree	697	3,539	74,613	30	44	95
Mature	194	2,311	65,726	6	21	63
Not Private Households	106	1,850	6,395	67	335	119
Total	10,985	38,446	373,044			

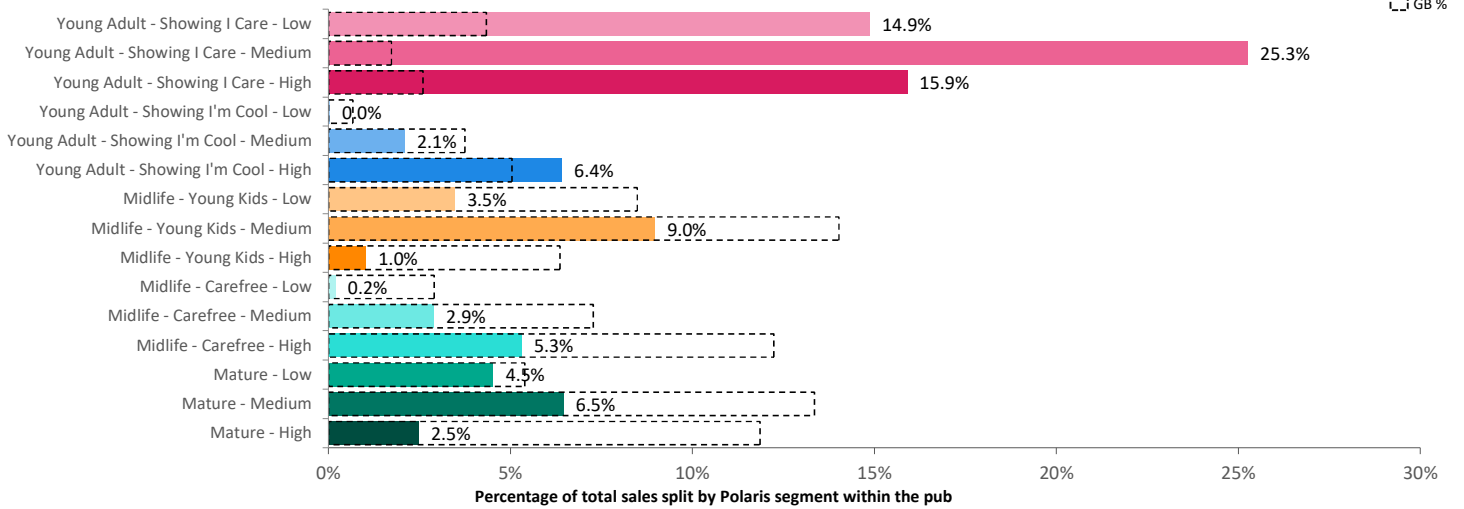


Polaris Plus Profile by Catchment

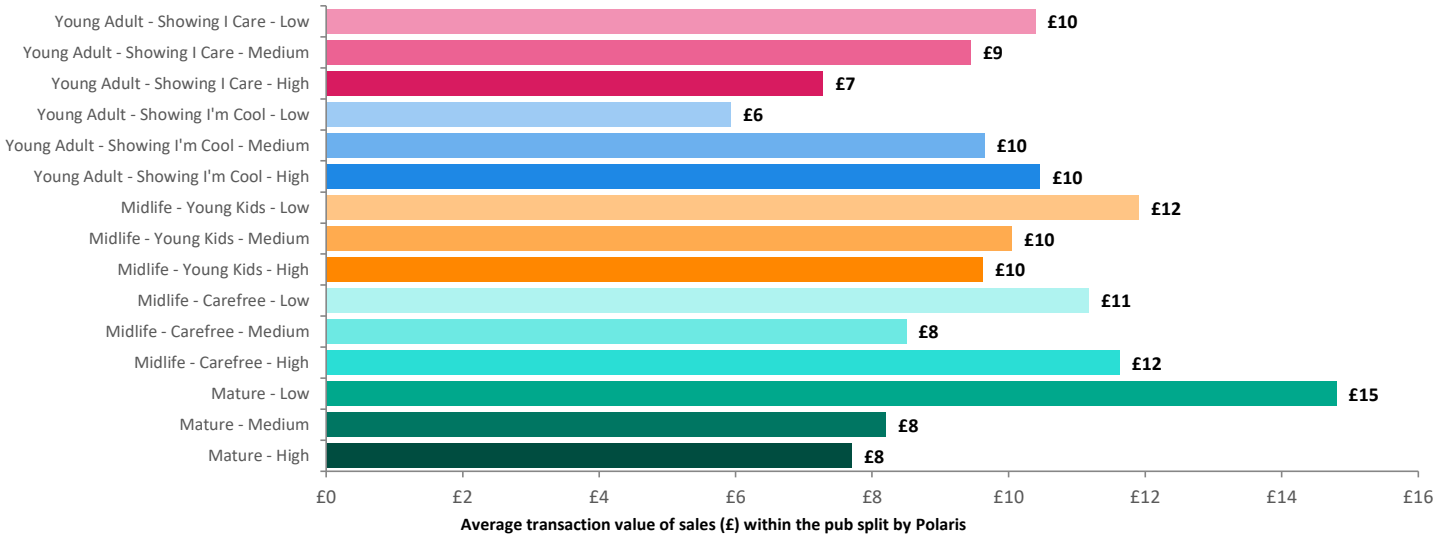
*WT= Walktime, **DT= Drivetime

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 Adult - Showing I Care						
Low	926	6,557	49,559	201	407	317
Medium	5,750	7,695	14,714	3,840	1,468	289
High	2,551	8,298	37,746	690	641	300
Young Adult - Showing I'm Cool						
Low	0	131	481	0	33	13
Medium	0	199	8,882	0	14	64
High	372	2,108	14,923	76	123	89
Midlife - Young Kids						
Low	324	4,562	64,619	27	107	156
Medium	0	1,093	29,754	0	19	53
High	65	103	5,632	11	5	28
Midlife - Carefree						
Low	171	1,787	22,711	46	137	179
Medium	0	217	26,627	0	8	106
High	526	1,535	25,275	44	37	62
Mature						
Low	189	862	17,548	29	38	79
Medium	5	1,442	28,679	0	30	61
High	0	7	19,499	0	0	56
Not Private Households	106	1,850	6,395	67	335	119
Total	10,985	38,446	373,044			

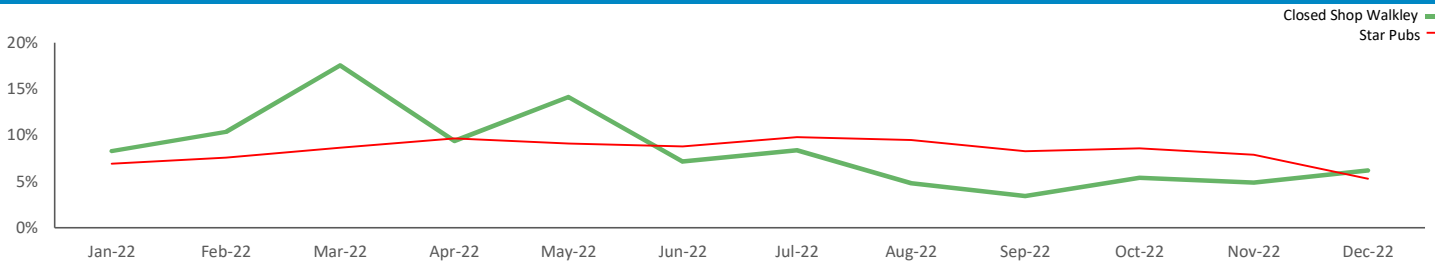
Spend by Polaris



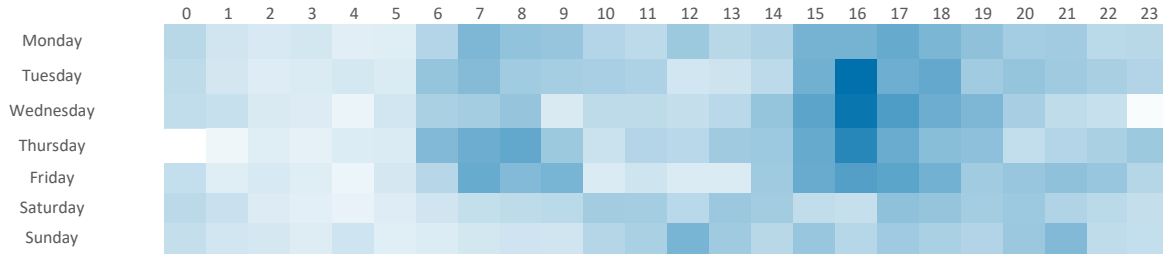
Average Transaction Values (£) by Polaris



Spend by Month

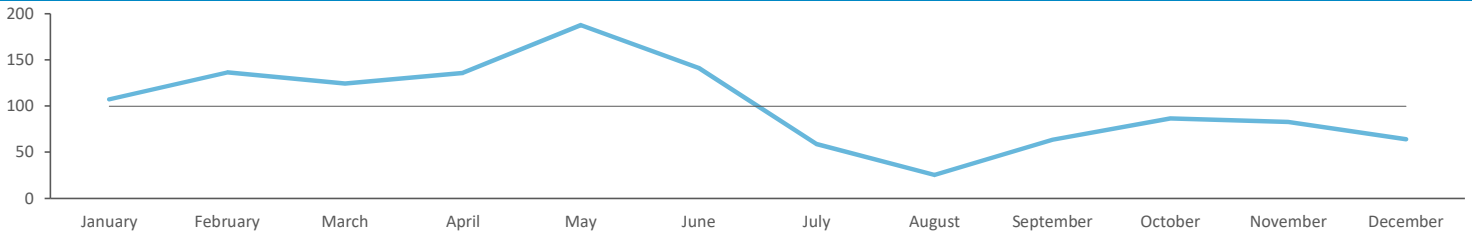


Time of Day/Day of Week



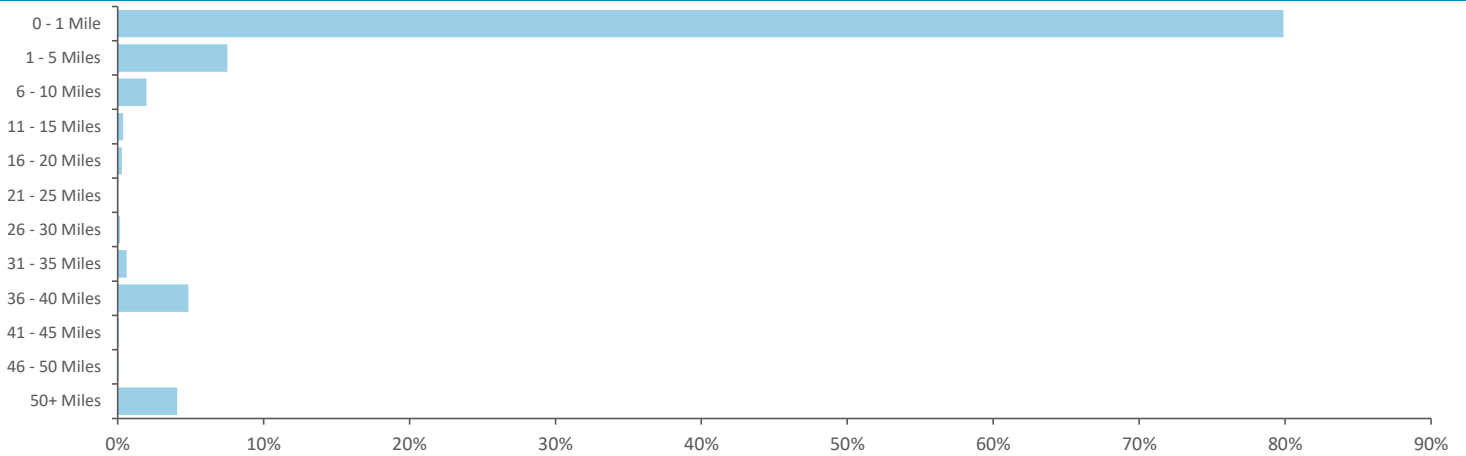
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



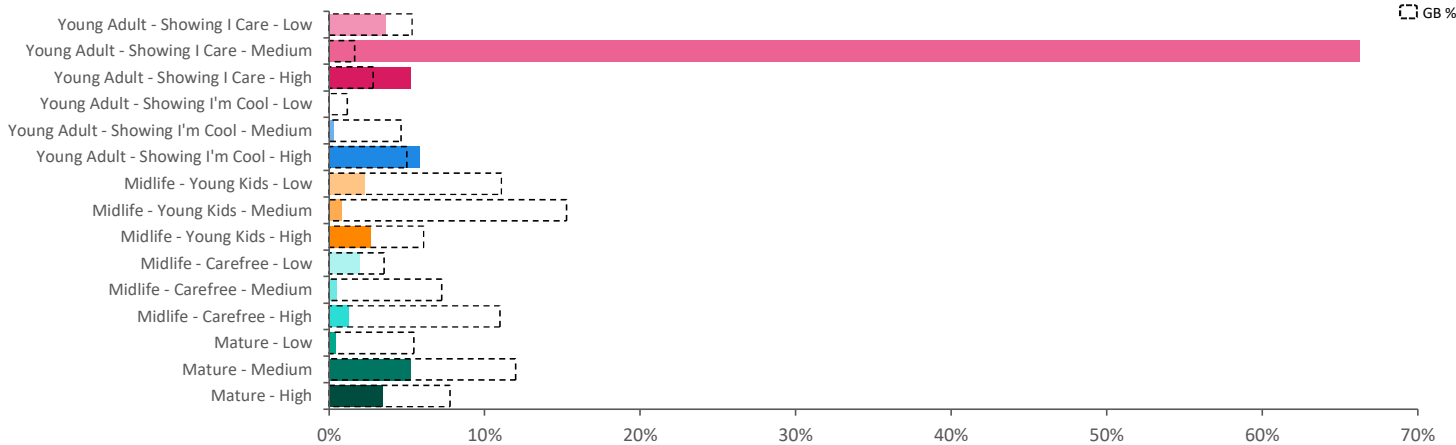
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

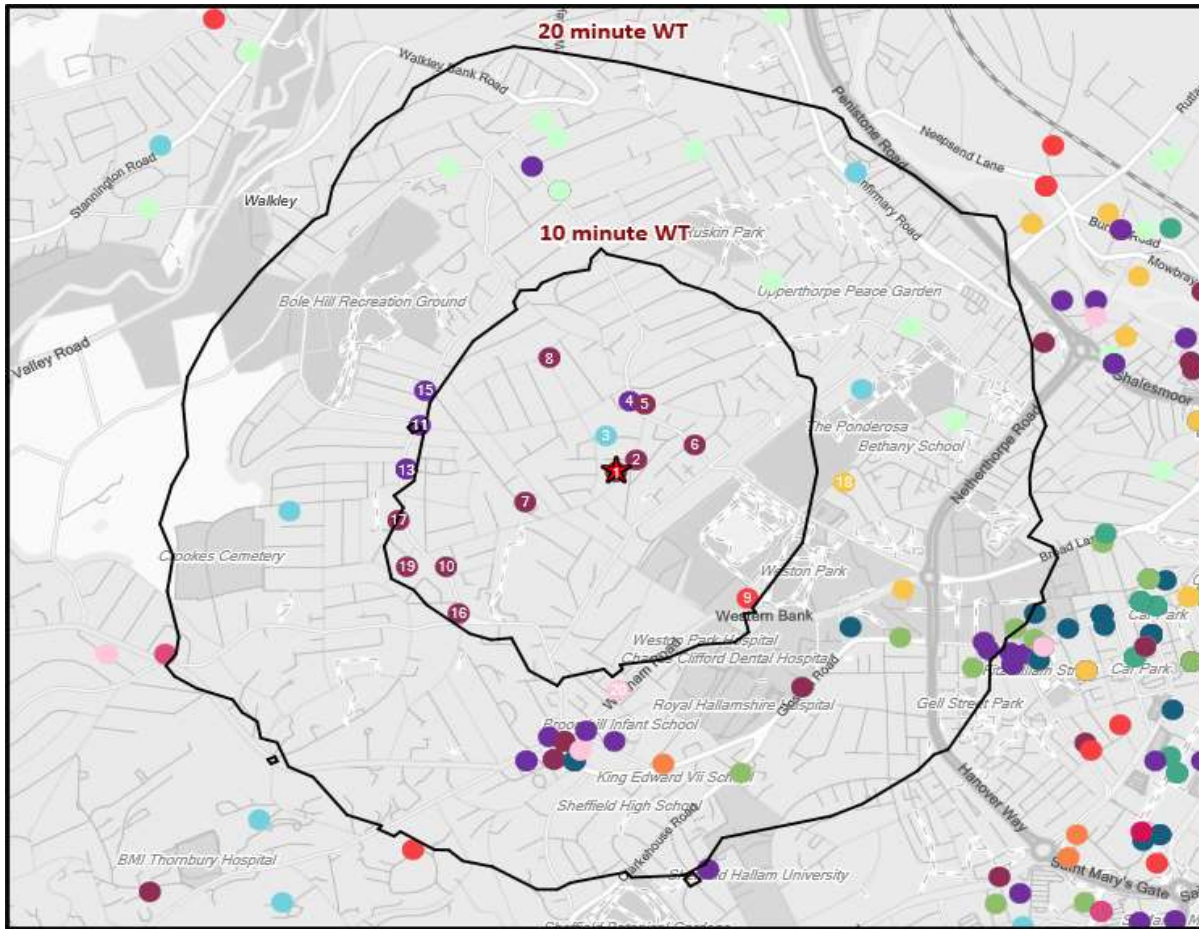


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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	Closed Shop	S 10 1GG	Star Pubs & Bars	Premium Local	0.0
2	Hallamshire House	S 10 1GF	Ei Group	Premium Local	0.0
3	Hallamshire Propriety Bowling	S 10 1NB	Independent Free	Clubland	0.1
4	Chez Lahlou	S 10 1GB	Independent Free	Restaurants	0.1
5	Springvale Tavern	S 10 1GA	Stonegate Pub Company	Premium Local	0.1
6	Berlin Calling	S 10 1ED	Independent Free	Premium Local	0.2
7	Cobden View Hotel	S 10 1HQ	Stonegate Pub Company	Premium Local	0.2
8	Princess Royal	S 10 1NW	Stonegate Pub Company	Premium Local	0.3
9	Weston Park Museum	S 10 2TP	Independent Free	Large Venue	0.4
10	Noahs Ark	S 10 1UG	Stonegate Pub Company	Premium Local	0.4
11	Punch Bowl	S 10 1TH	Greene King	GPGF	0.4
11	Zara's Restaurant	S 10 1TH	Independent Free	Restaurants	0.4
13	Casanova Restaurant	S 10 1TG	Independent Free	Restaurants	0.4
13	Jaflong Indian Restaurant	S 10 1TG	Independent Free	Restaurants	0.4
15	San Lorenzo	S 10 1QU	Independent Free	Restaurants	0.4
16	Old Grindstone	S 10 1UA	Greene King	Premium Local	0.4
17	Ball Inn	S 10 1UD	Greene King	Premium Local	0.4
18	Dam House Bar & Restaurant	S 3 7NZ	Independent Free	High Street Pub	0.4
19	Masons Arms	S 10 1UR	Stonegate Pub Company	Premium Local	0.4
20	Nottingham House	S 10 2SR	Trust Inns Limited	GPGF	0.4

Per Pub Analysis - Closed Shop Walkley

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	10,985	38,446	373,044
Number of Competition Pubs	12	38	406
Adults 18+ per Competition Pub	915	1,012	919

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,286	20.8%	204
Circuit Bar	779	7.1%	193
Community Pub	1,084	9.9%	57
Craft Led	1,368	12.5%	394
Great Pub Great Food	2,325	21.2%	110
High Street Pub	1,483	13.5%	78
Premium Local	1,384	12.6%	72

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	6,632	17.2%	169
Circuit Bar	1,937	5.0%	137
Community Pub	6,246	16.2%	94
Craft Led	3,278	8.5%	269
Great Pub Great Food	6,731	17.5%	91
High Street Pub	6,547	17.0%	98
Premium Local	3,221	8.4%	48

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	41,210	11.0%	108
Circuit Bar	14,208	3.8%	104
Community Pub	74,792	20.0%	115
Craft Led	16,422	4.4%	139
Great Pub Great Food	57,578	15.4%	80
High Street Pub	71,570	19.2%	111
Premium Local	41,530	11.1%	63

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, 5.1</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, 5.2</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, 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>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.																			
	<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: #f4a460;">Midlife 'Parents'</th> <th style="background-color: #00b09b; 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 Conscious choices on sustainability and health <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 Looking good and discovering what's new <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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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 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.																			
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.																			