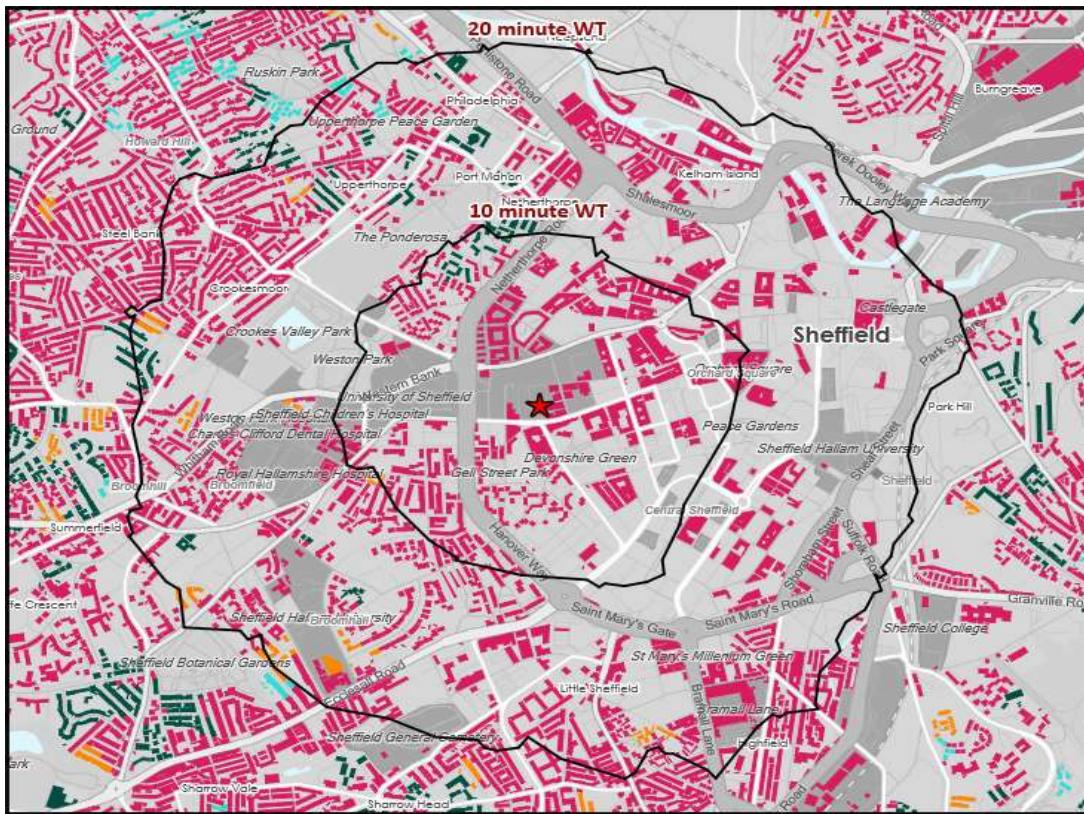


Catchment Summary - Red Deer Sheffield

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Ship To	Name	Postcode	Operator	Segment	Sparsity
625837	Red Deer Sheffield	S 1 4DD	Star Pubs & Bars	Circuit Bar	5

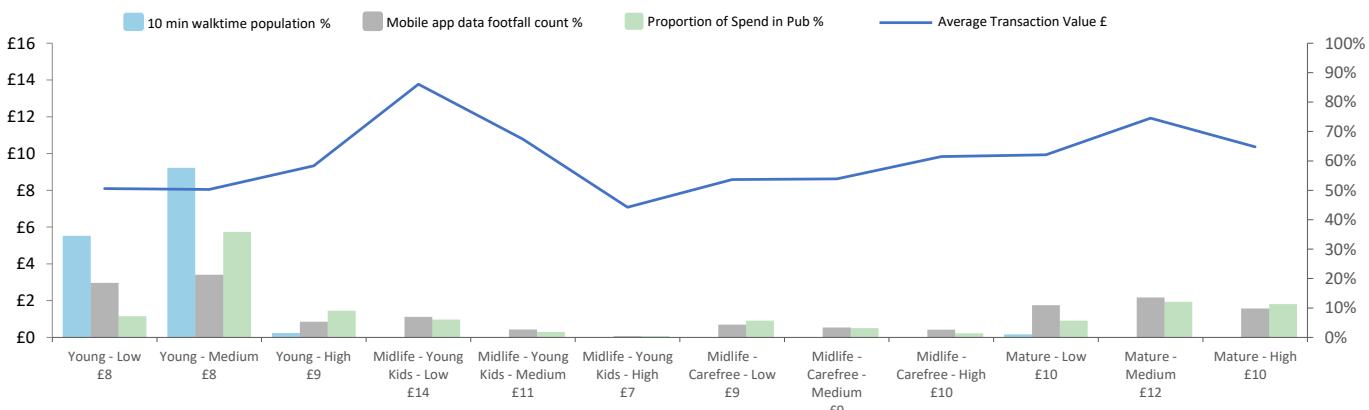


★ Pub Sites
▲ Catchments

Polaris Segments

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

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Red Deer Sheffield

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	Over GB Average
	Around GB Average
	Under GB Average

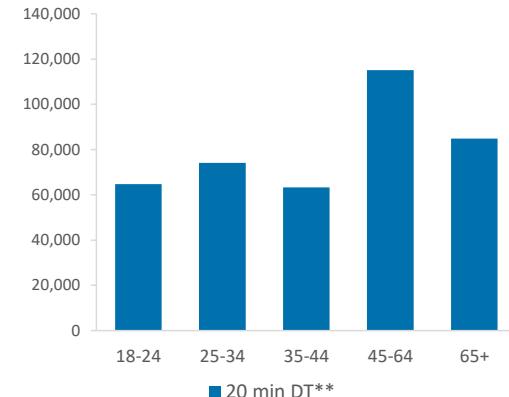
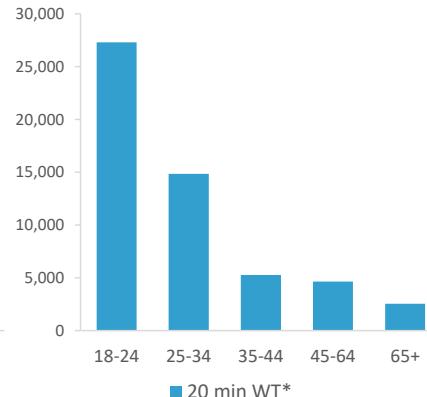
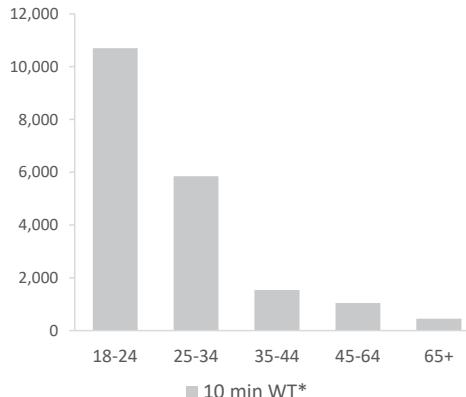
Catchment Size (Counts)			Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

Population	21,017	60,180	503,968	392	325	115
Adults 18+	19,577	54,609	402,176	Population & Adults 18+ index is based on all pubs		
Competition Pubs	39	140	455	435	358	115
Adults 18+ per Competition Pub	502	390	884	217	389	109
% Adults Likely to Drink	74.0%	74.8%	74.4%	58	45	103
				97	98	98

Affluence	Low	35.5%	31.2%	43.9%	107	94	132
	Medium	57.7%	54.8%	34.4%	151	144	90
	High	1.5%	9.1%	20.4%	5	33	75

*Affluence does not include Not Private Households

Age Profile	18-24	10,697	27,308	64,775	625	557	158
	25-34	5,852	14,839	74,153	209	185	110
	35-44	1,539	5,261	63,235	55	66	95
	45-64	1,041	4,650	115,156	19	30	89
	65+	448	2,551	84,857	11	22	88



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	11,715 (56%)	32,922 (55%)	249,102 (49%)	114	112	101
	Female	9,302 (44%)	27,258 (45%)	254,866 (51%)	87	89	99

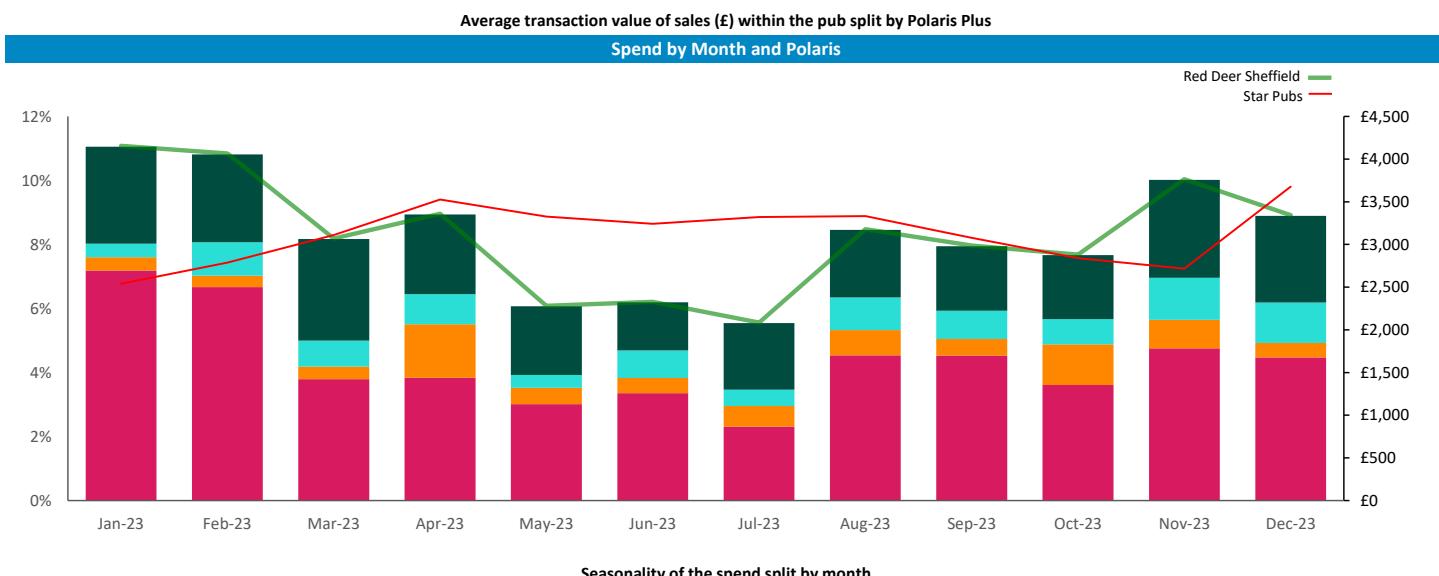
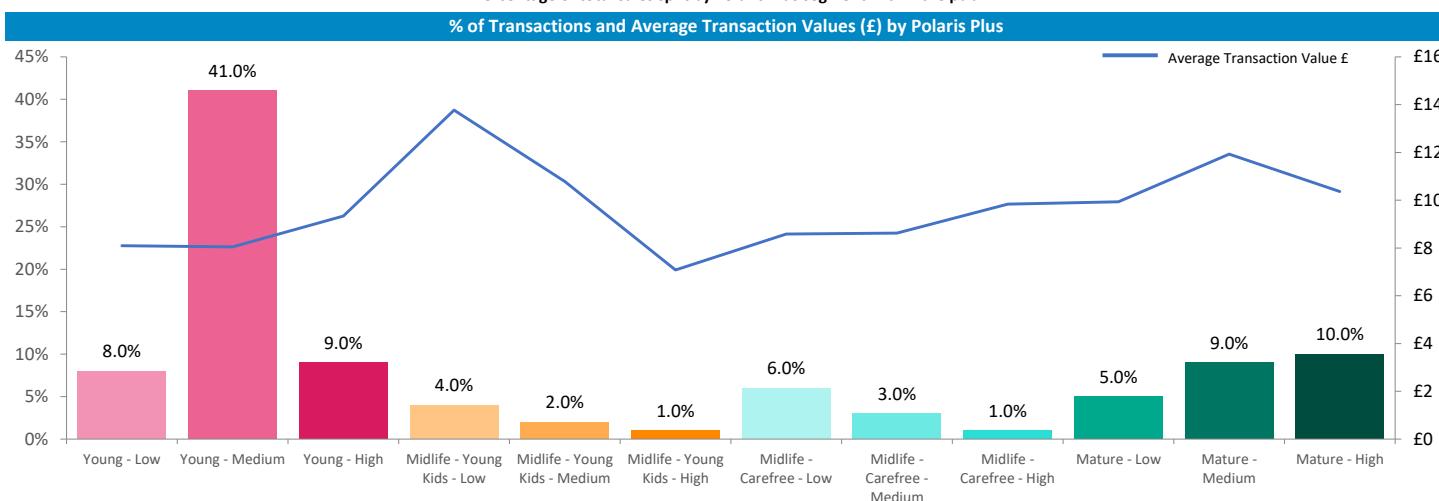
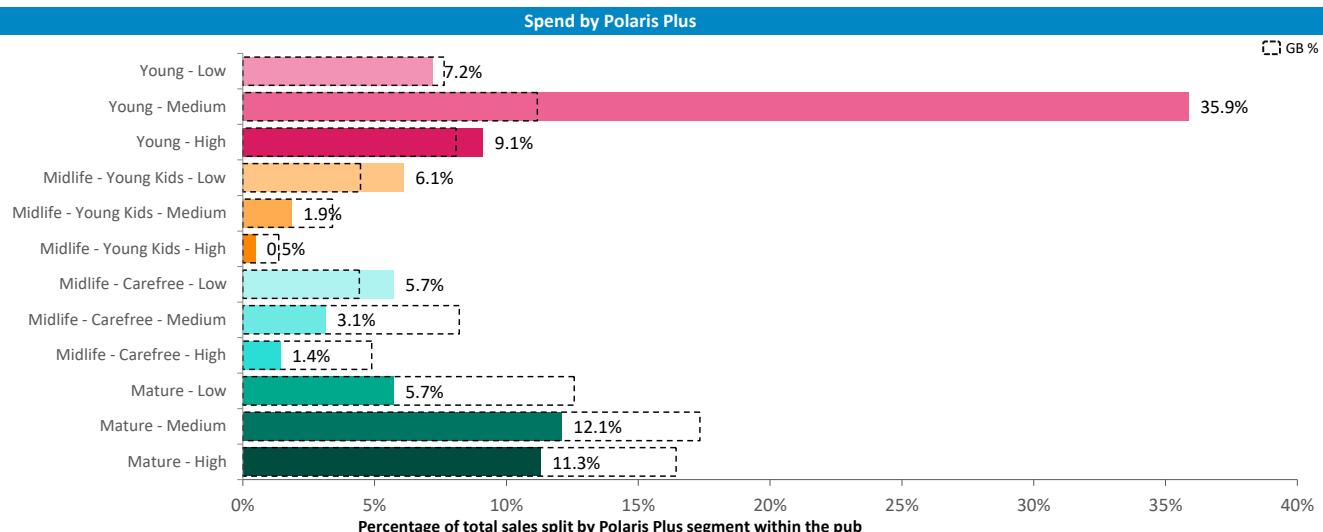
Economic Status (16+)	Employed: Full-time	3,209 (16%)	12,127 (22%)	123,244 (30%)	47	64	86
	Employed: Part-time	686 (3%)	2,536 (5%)	49,766 (12%)	29	39	101
	Self employed	448 (2%)	1,748 (3%)	29,357 (7%)	25	34	77
	Unemployed	430 (2%)	1,232 (2%)	11,974 (3%)	79	81	105
	Full-time student	2,843 (14%)	8,254 (15%)	18,514 (4%)	604	627	188
	Retired	495 (2%)	2,317 (4%)	77,698 (19%)	11	19	86
	Other	11,695 (59%)	27,134 (49%)	103,293 (25%)	339	281	143

Total Worker Count	13,367	46,427	222,293
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See the Glossary page for further information on the above variables

Transactional Data Summary - Red Deer Sheffield

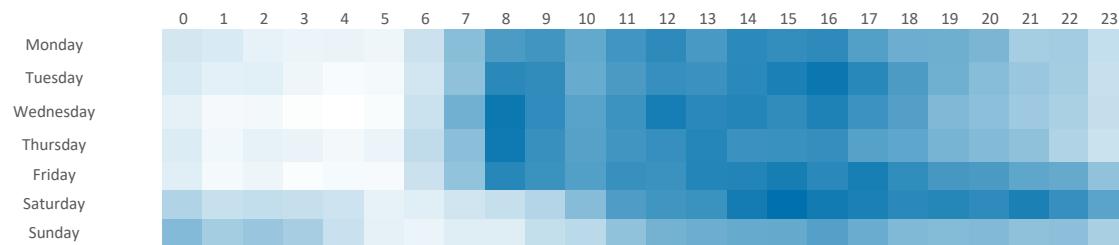
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Mobile Data Summary - Red Deer Sheffield

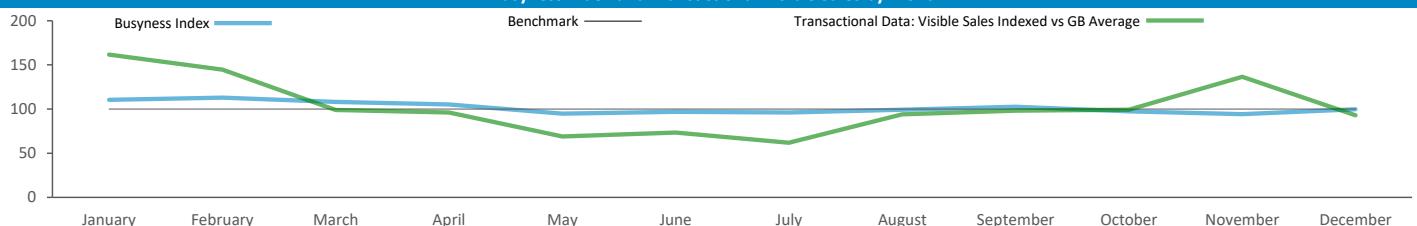
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Time of Day/Day of Week



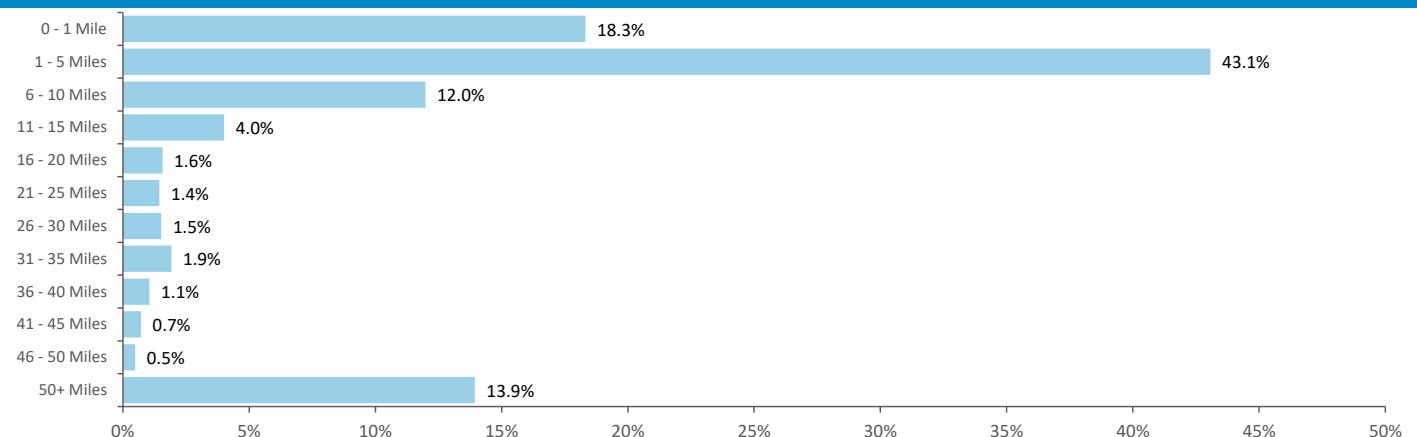
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

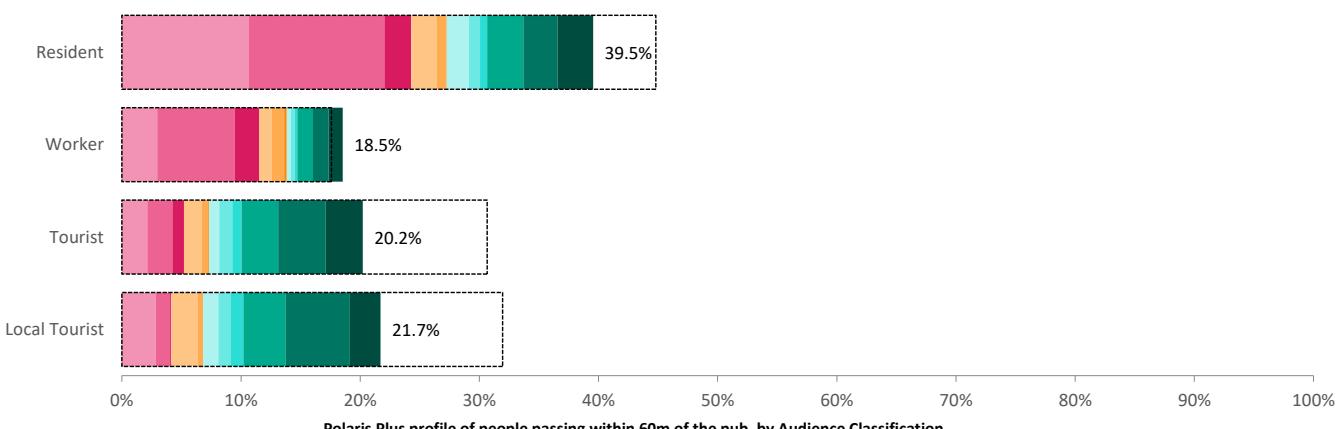
Distance from Home



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

Audience Classification by Polaris Plus

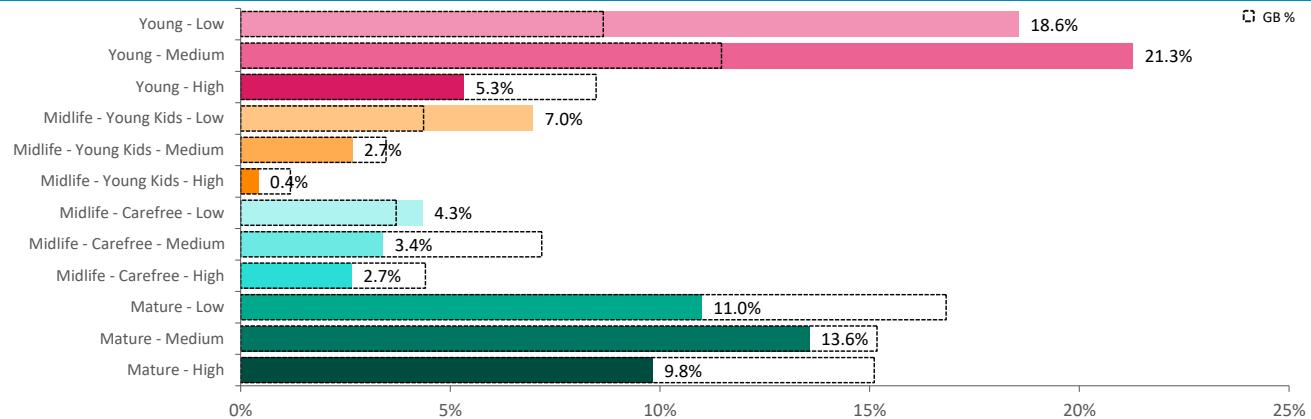
Base: GB



Mobile Data Summary - Red Deer Sheffield

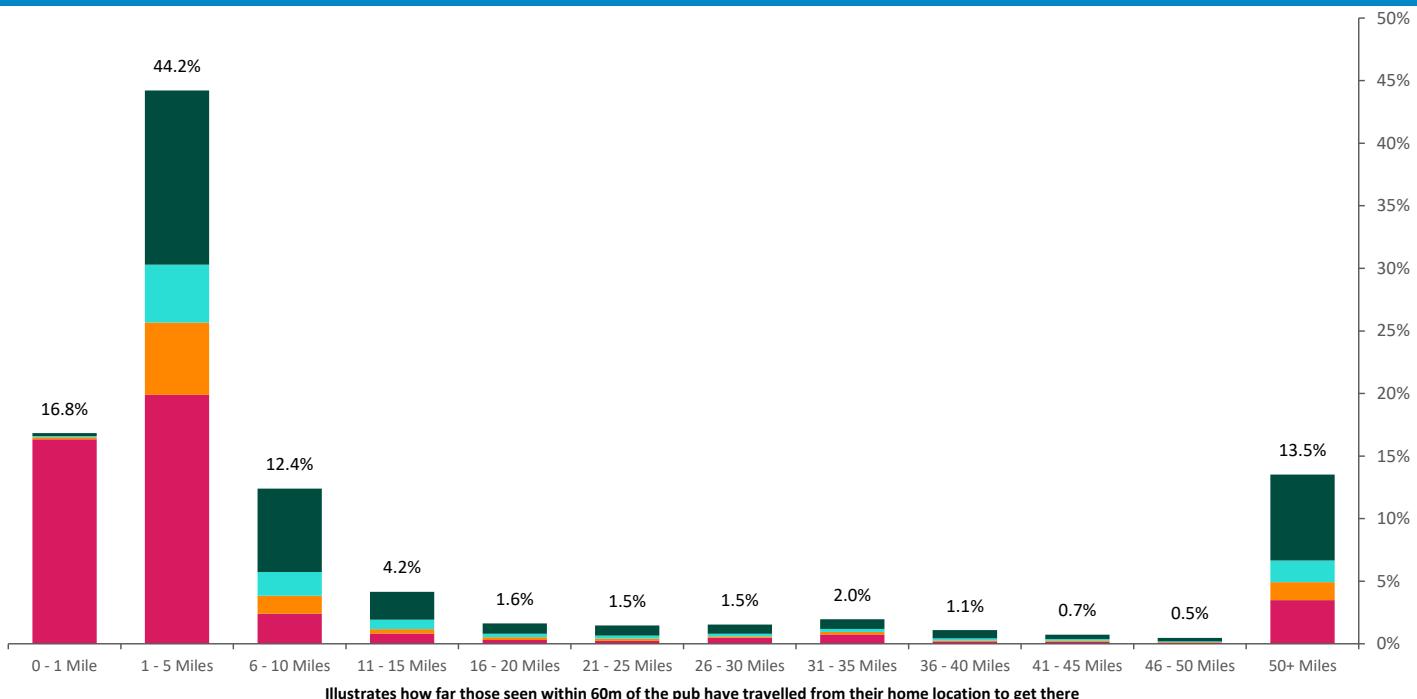
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Polaris Plus Profile



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

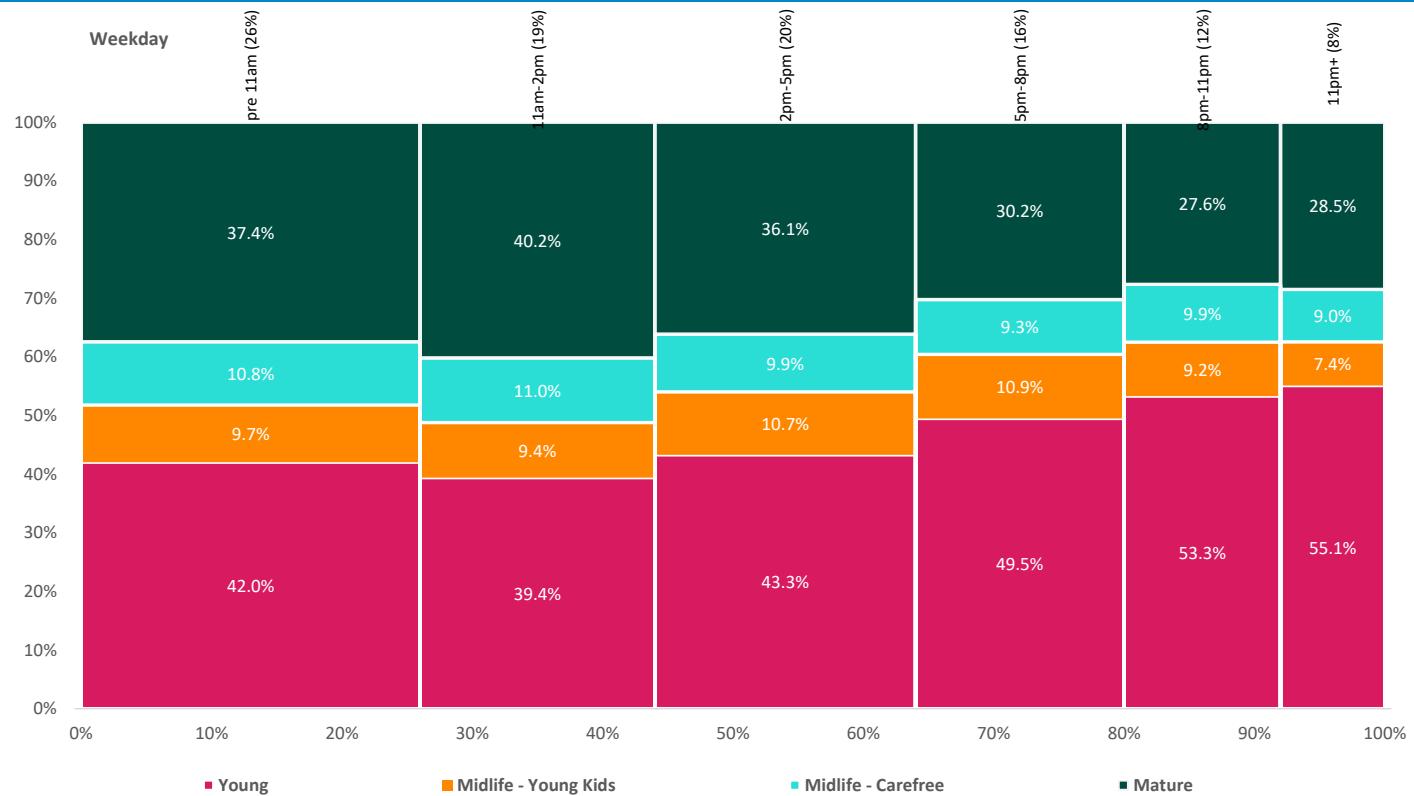


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

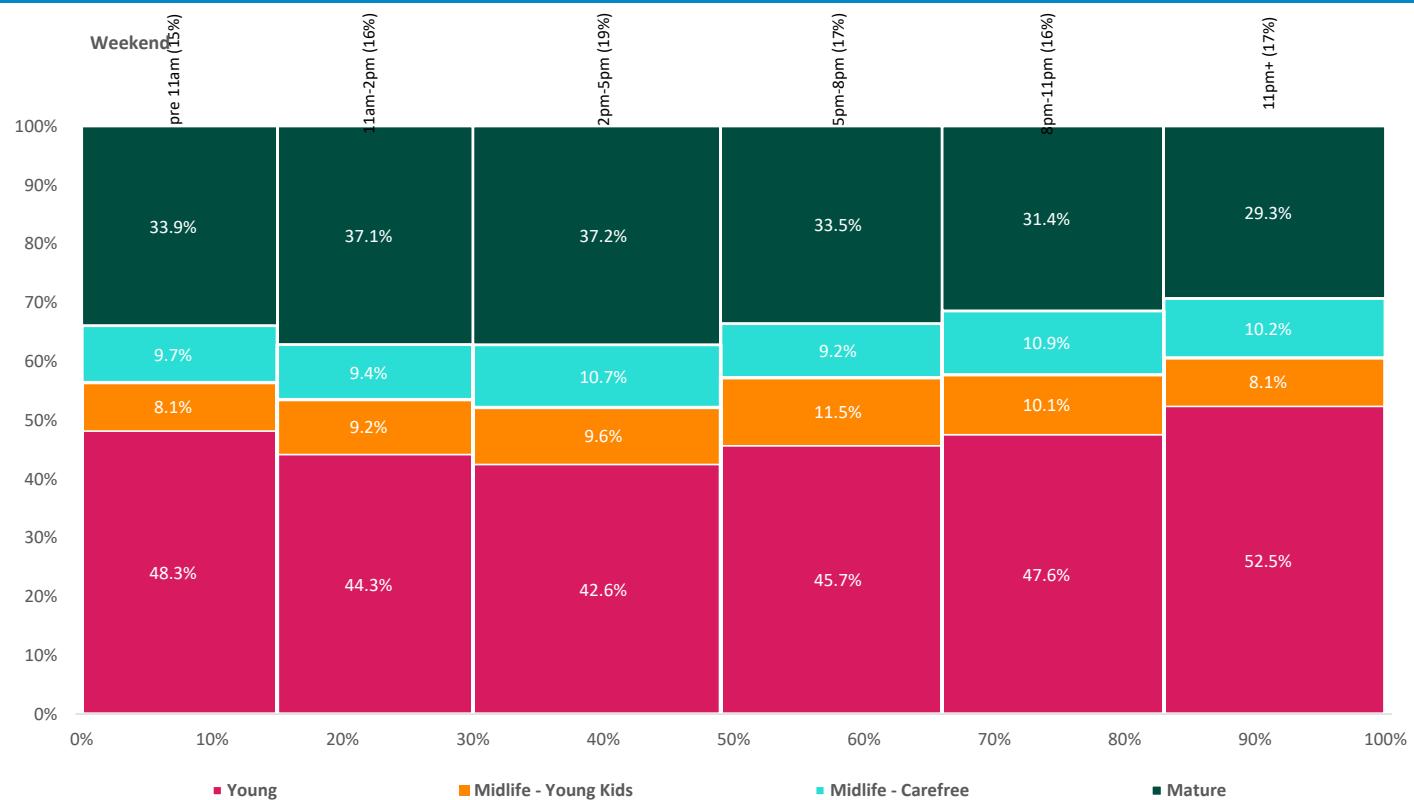
Mobile Data Summary - Red Deer Sheffield

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



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

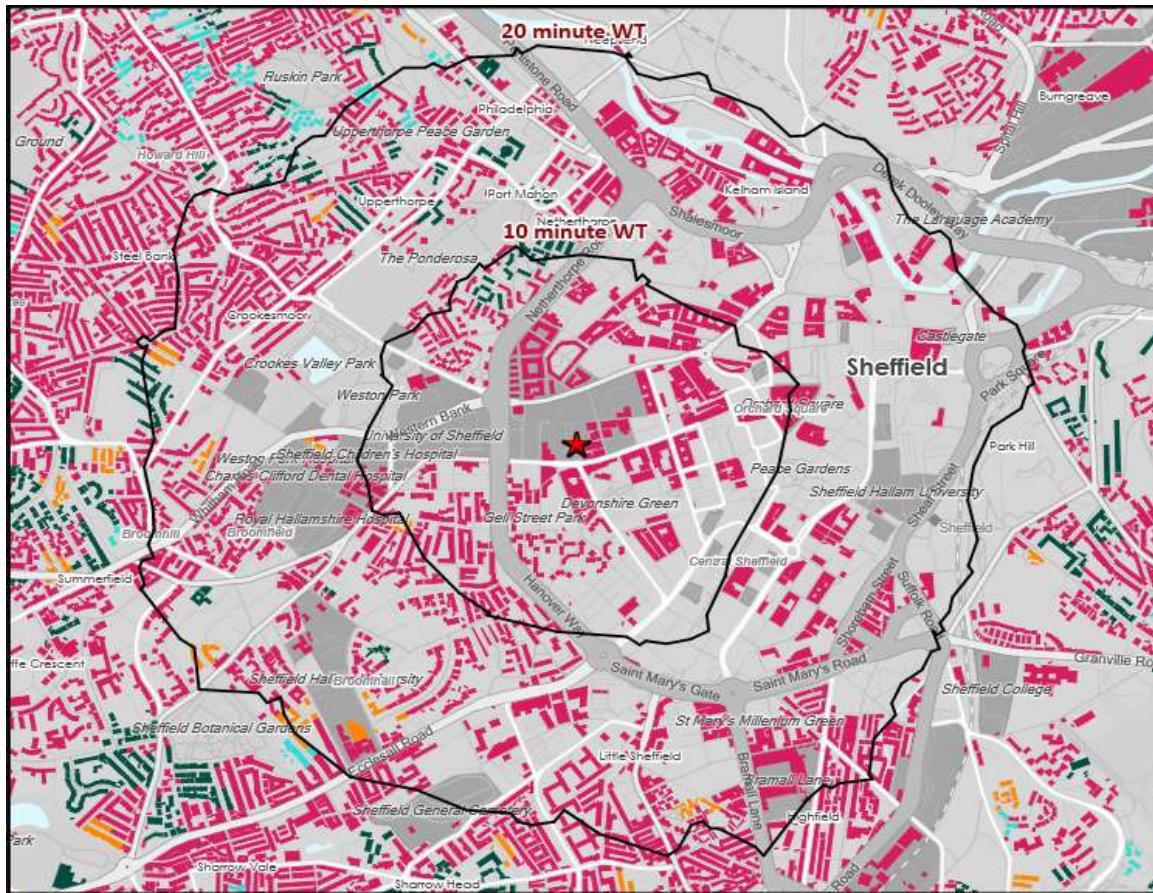


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Page 6 of 11

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Polaris Summary - Red Deer Sheffield

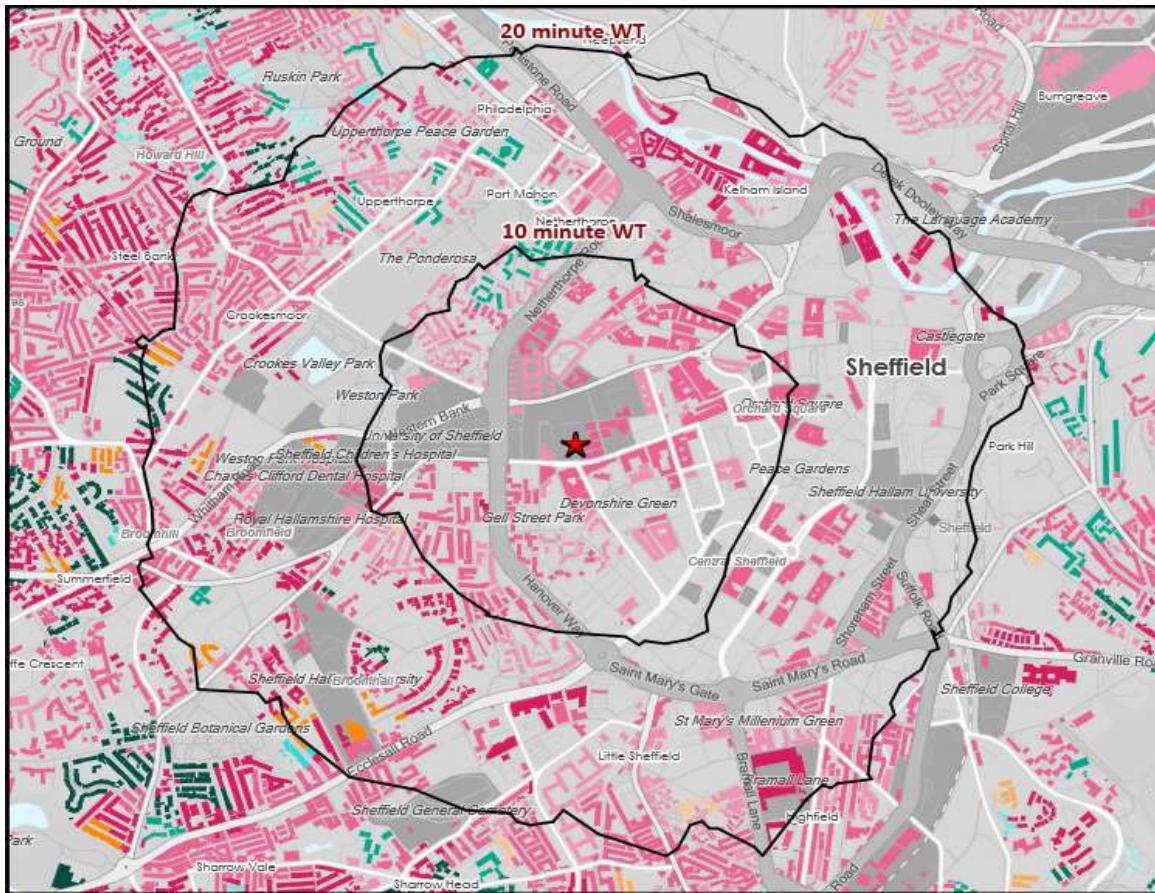


Polaris Profile by Catchment

*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	18,332	50,384	178,431	340	335	161
Midlife - Young Kids	0	460	43,628	0	8	99
Midlife - Carefree	0	96	43,701	0	1	69
Mature	203	1,029	131,199	2	4	73
Not Private Households	1,042	2,640	5,217	405	368	99
Total	19,577	54,609	402,176			

Polaris Plus Summary - Red Deer Sheffield

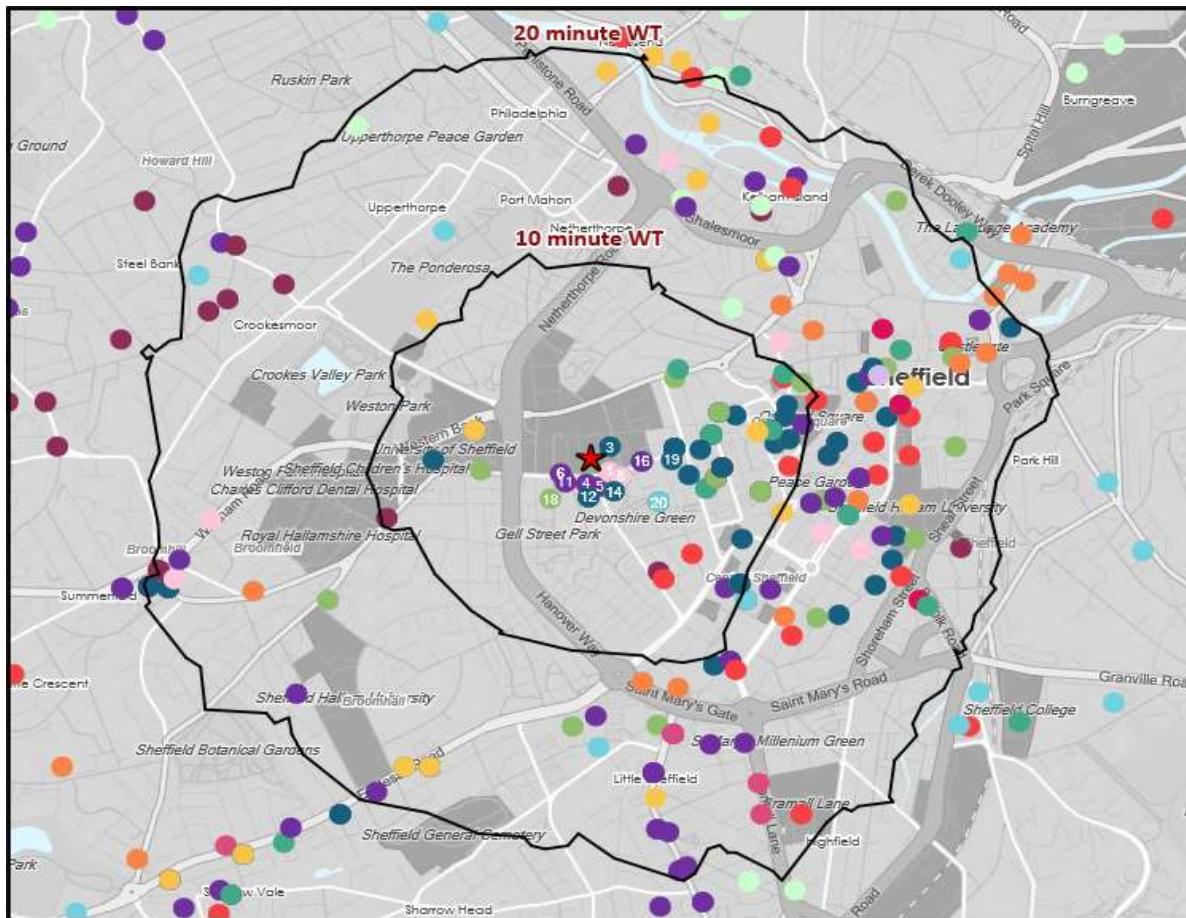


Polaris Plus Profile by Catchment

*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	6,756	15,888	81,238	352	296	206
Medium	11,288	29,902	74,622	525	499	169
High	288	4,594	22,571	22	125	83
Midlife - Young Kids						
Low	0	125	34,815	0	4	158
Medium	0	0	7,566	0	0	43
High	0	335	1,247	0	55	28
Midlife - Carefree						
Low	0	73	23,083	0	3	136
Medium	0	23	10,649	0	1	37
High	0	0	9,969	0	0	56
Mature						
Low	203	967	37,528	8	13	68
Medium	0	0	45,419	0	0	72
High	0	62	48,252	0	1	80
Not Private Households	1,042	2,640	5,217	405	368	99
Total	19,577	54,609	402,176			

CGA Summary - Red Deer Sheffield



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Red Deer	S 1 4DD	Star Pubs & Bars	Circuit Bar	0.0
1	Beehive	S 1 4EU	Stonegate Pub Company	Circuit Bar	0.0
1	Cavendish	S 1 4EU	Stonegate Pub Company	GPGF	0.0
3	Revolucion De Cuba	S 1 4DT	Revolution Bars Group	ABOS	0.0
4	Piccolos Restaurant	S 3 7RX	Independent Free	Restaurants	0.0
5	Akbars	S 1 4JL	Akbar Restaurants	Restaurants	0.1
6	K Pasa	S 10 2HS	Independent Free	High Street Pub	0.1
6	Quetal Restaurant	S 10 2HS	Independent Free	Restaurants	0.1
8	Wick At Both Ends	S 1 4EW	Independent Free	ABOS	0.1
8	Nandos	S 1 4EW	Nandos Restaurants	Casual Dining	0.1
8	One Four One	S 1 4EW	Independent Free	GPGF	0.1
11	Beju	S 10 2GW	Independent Free	Restaurants	0.1
12	Revolution	S 1 4JB	Revolution Bars Group	ABOS	0.1
12	Brewski	S 1 4JB	Independent Free	ABOS	0.1
14	Green Room	S 3 7SG	Independent Free	High Street Pub	0.1
14	Coco Lounge Bar	S 3 7SG	Independent Free	ABOS	0.1
16	Hallamshire Hotel	S 1 4ET	Independent Free	ABOS	0.1
16	Guyshi	S 1 4ET	Independent Free	Restaurants	0.1
18	Bath Hotel	S 3 7QL	Independent Free	Circuit Bar	0.1
19	Players Sports Bar	S 1 4ER	Independent Free	ABOS	0.2
20	Brewdog	S 3 7SB	BrewDog plc	High Street Pub	0.2

Per Pub Analysis - Red Deer Sheffield

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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+	19,577	54,609	402,176
Number of Competition Pubs	39	140	455
Adults 18+ per Competition Pub	502	390	884

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
------------------------------	------	------------------	--------------	-------

Bit of Style	21	2,616	13.4%	166
Circuit Bar	8	2,134	10.9%	269
Community Pub	0	3,041	15.5%	81
Craft Led	0	2,024	10.3%	299
Great Pub Great Food	3	1,927	9.8%	56
High Street Pub	4	4,096	20.9%	114
Premium Local	2	2,696	13.8%	84

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
------------------------------	------	------------------	--------------	-------

Bit of Style	46	8,395	15.4%	191
Circuit Bar	23	5,433	9.9%	245
Community Pub	11	7,740	14.2%	74
Craft Led	0	5,901	10.8%	313
Great Pub Great Food	13	6,786	12.4%	70
High Street Pub	23	10,486	19.2%	104
Premium Local	13	7,132	13.1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
-------------------------------	------	------------------	--------------	-------

Bit of Style	54	35,516	8.8%	110
Circuit Bar	30	22,344	5.6%	137
Community Pub	97	82,868	20.6%	108
Craft Led	0	19,092	4.7%	137
Great Pub Great Food	32	60,029	14.9%	84
High Street Pub	46	84,074	20.9%	113
Premium Local	58	59,304	14.7%	89

Glossary



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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																																																																																
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																																																																	
Consumer Insight	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Young</th> <th>Midlife 'Parents'</th> <th>Midlife 'Carefree'</th> <th>Mature</th> </tr> </thead> <tbody> <tr> <td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr> <tr> <td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr> <tr> <td> <ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit </td><td> <ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic </td><td> <ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer </td><td> <ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer </td></tr> </tbody> </table>	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	"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"	<ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit 	<ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic 	<ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer 	<ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer 																																																																
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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 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.																																																																																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <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>Metropolitan</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan																																																											
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																																																														
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