

Catchment Summary - Beagle Sheffield



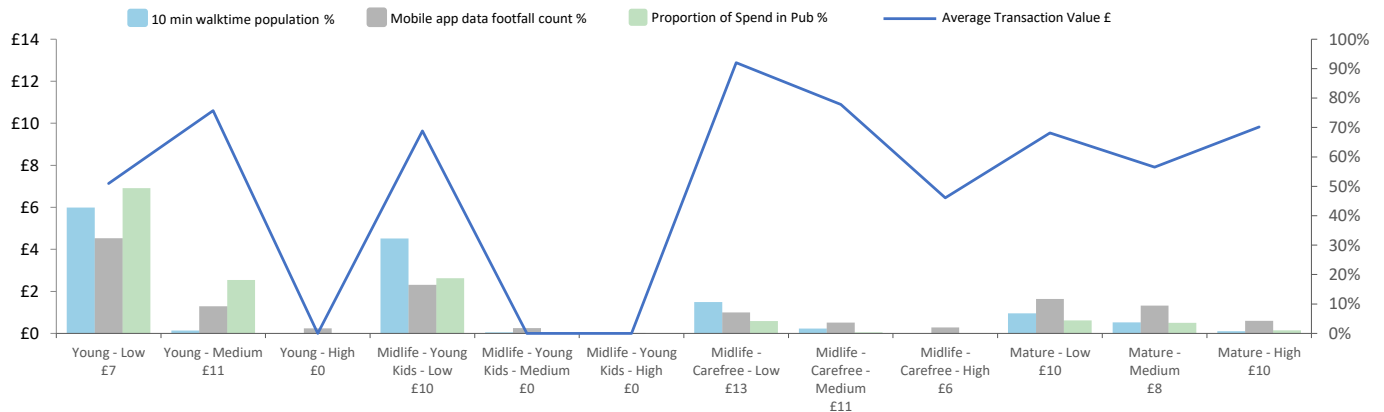
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625894	Beagle Sheffield	S 5 9NW	Star Pubs & Bars	Community Pub	7



- ★ 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 - Beagle Sheffield

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

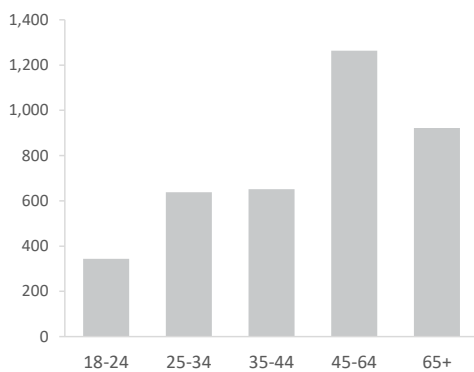
Population	5,103	18,388	507,477	95	99	116
Adults 18+	3,819	13,968	407,332	85	92	117
Competition Pubs	3	8	562	17	22	135
Adults 18+ per Competition Pub	1,273	1,746	725	148	203	84
% Adults Likely to Drink	72.4%	73.5%	74.1%	95	96	97

Population & Adults 18+ index is based on all pubs

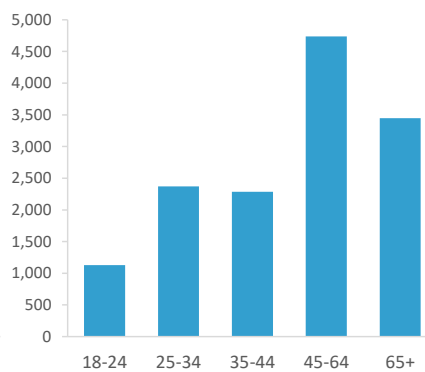
Affluence	Low	92.6%	82.1%	45.1%	278	247	136
	Medium	6.7%	13.7%	37.0%	18	36	97
	High	0.7%	4.2%	16.6%	3	15	61

*Affluence does not include Not Private Households

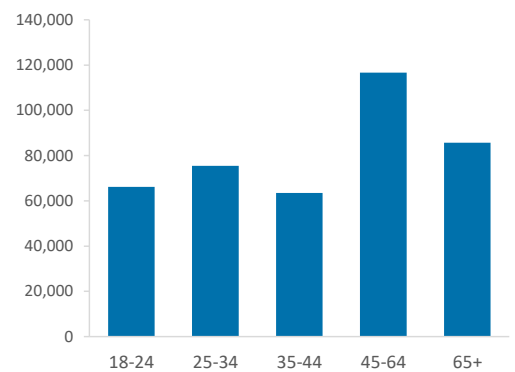
Age Profile	18-24	344	1,127	66,128	83	75	160
	25-34	638	2,370	75,427	94	97	111
	35-44	651	2,285	63,483	96	94	94
	45-64	1,264	4,737	116,621	96	100	89
	65+	922	3,449	85,673	94	98	88



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	2,461 (48%)	8,809 (48%)	252,894 (50%)	98	98	102
	Female	2,642 (52%)	9,579 (52%)	254,583 (50%)	101	102	98

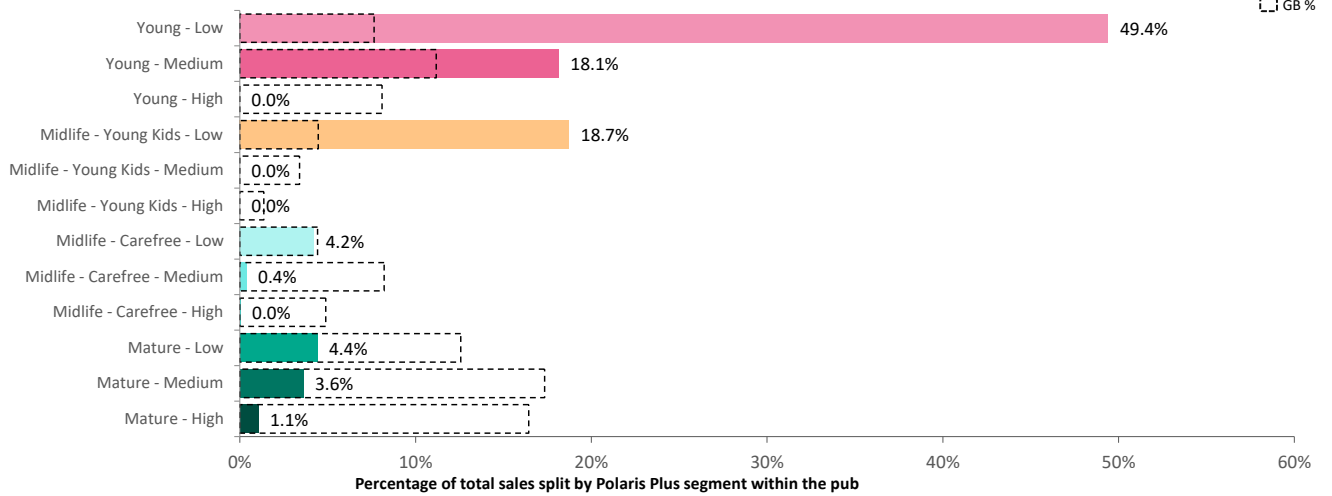
Economic Status (16+)	Employed: Full-time	1,224 (31%)	4,532 (31%)	126,438 (30%)	90	91	88
	Employed: Part-time	604 (15%)	2,148 (15%)	49,510 (12%)	128	125	99
	Self employed	233 (6%)	849 (6%)	29,227 (7%)	64	64	76
	Unemployed	142 (4%)	507 (4%)	11,788 (3%)	130	127	102
	Full-time student	76 (2%)	271 (2%)	18,251 (4%)	81	79	183
	Retired	666 (17%)	2,742 (19%)	79,454 (19%)	77	87	87
	Other	1,017 (26%)	3,397 (24%)	104,319 (25%)	147	135	143

Total Worker Count	1,126	3,543	254,719
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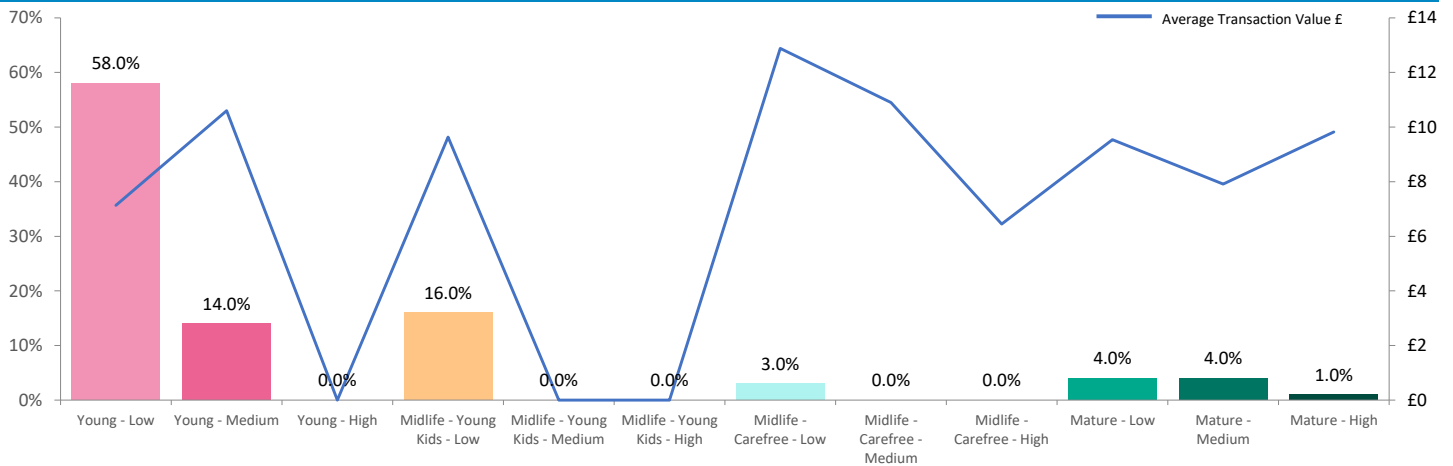
See the Glossary page for further information on the above variables

Transactional Data Summary - Beagle Sheffield

Spend by Polaris Plus

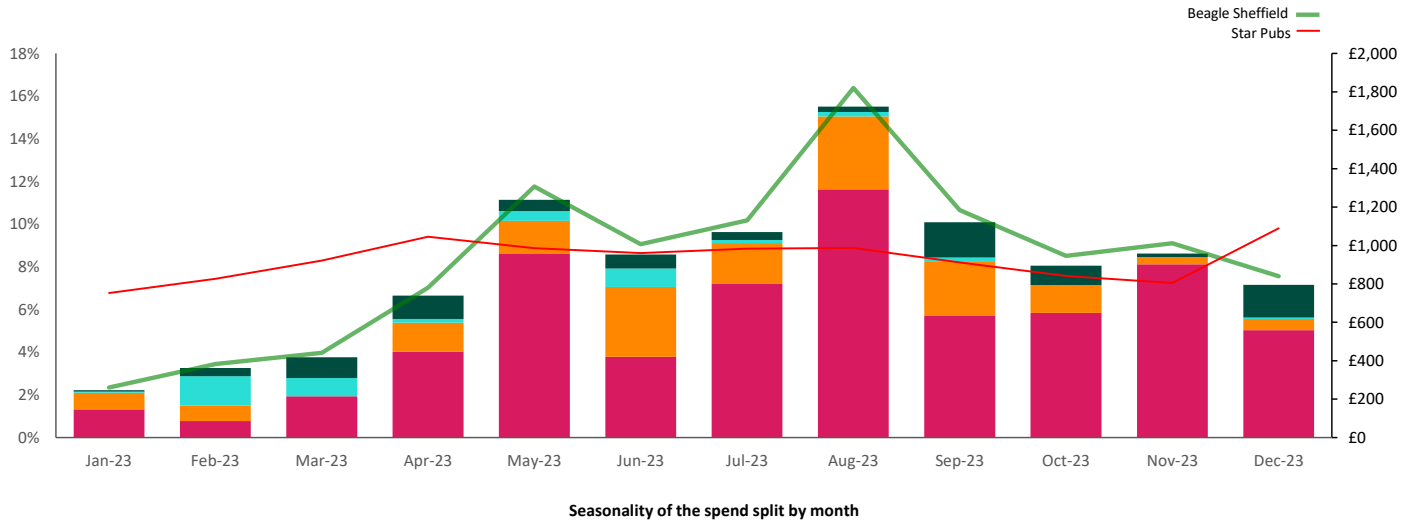


% of Transactions and Average Transaction Values (£) by Polaris Plus



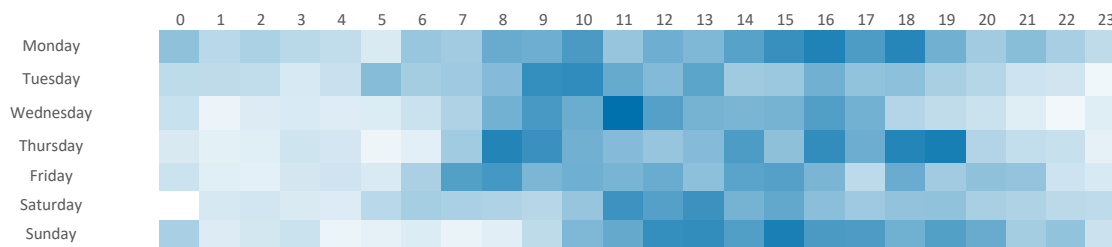
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



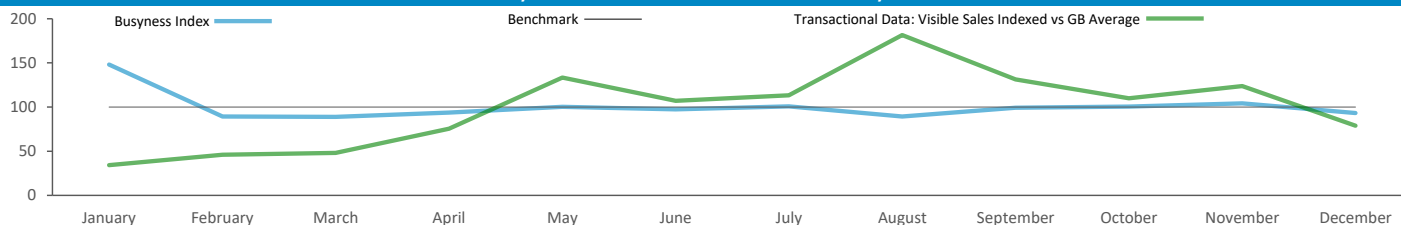
Mobile Data Summary - Beagle Sheffield

Time of Day/Day of Week



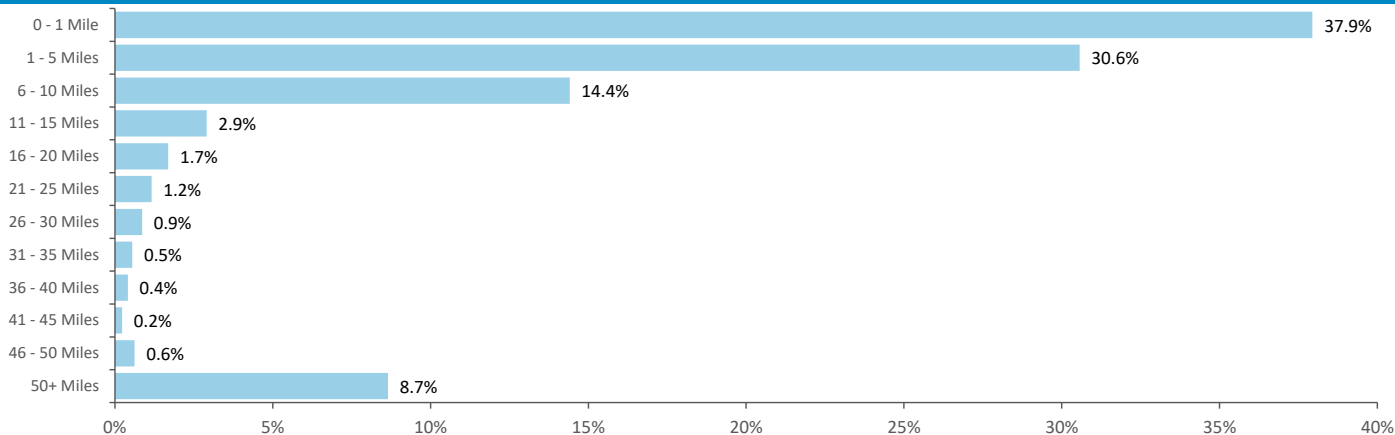
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

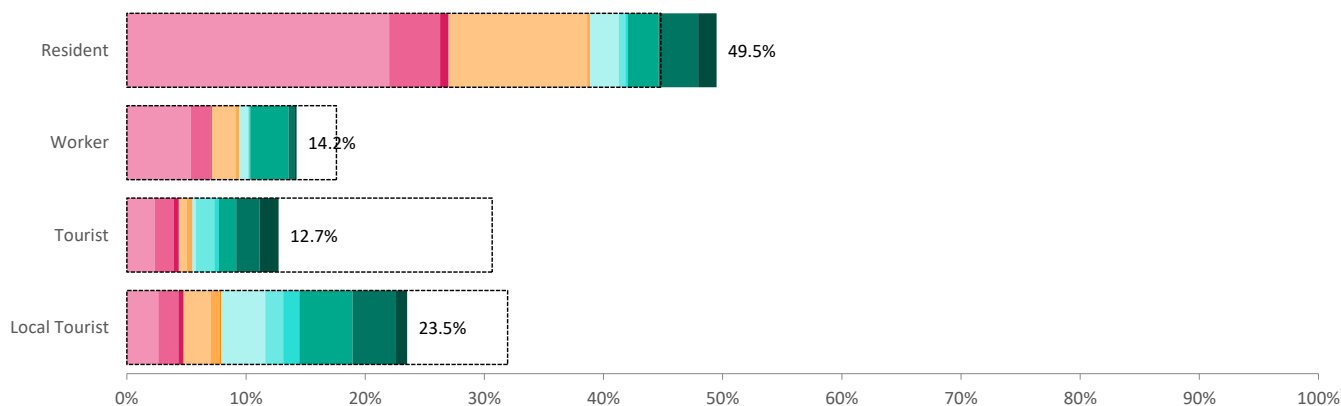
Distance from Home



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



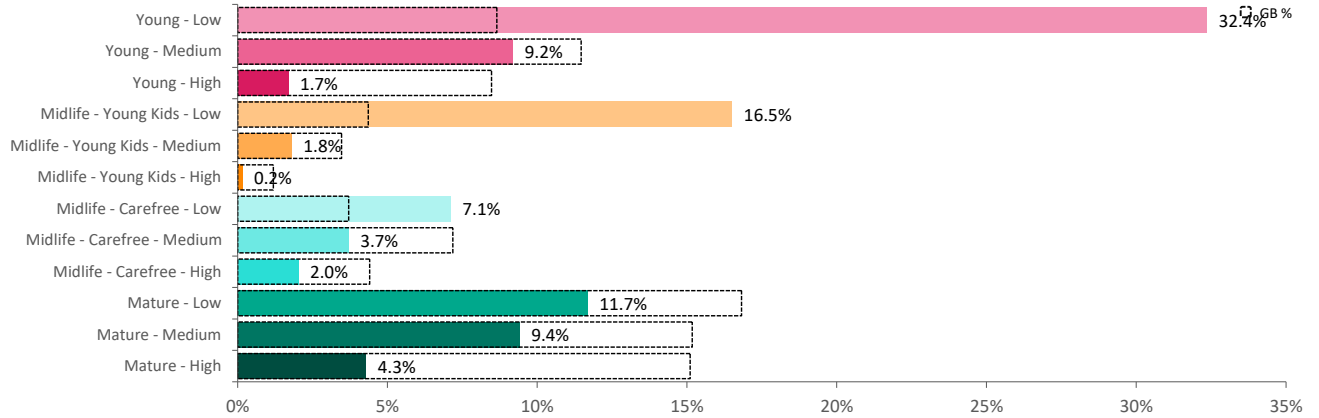
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Beagle Sheffield



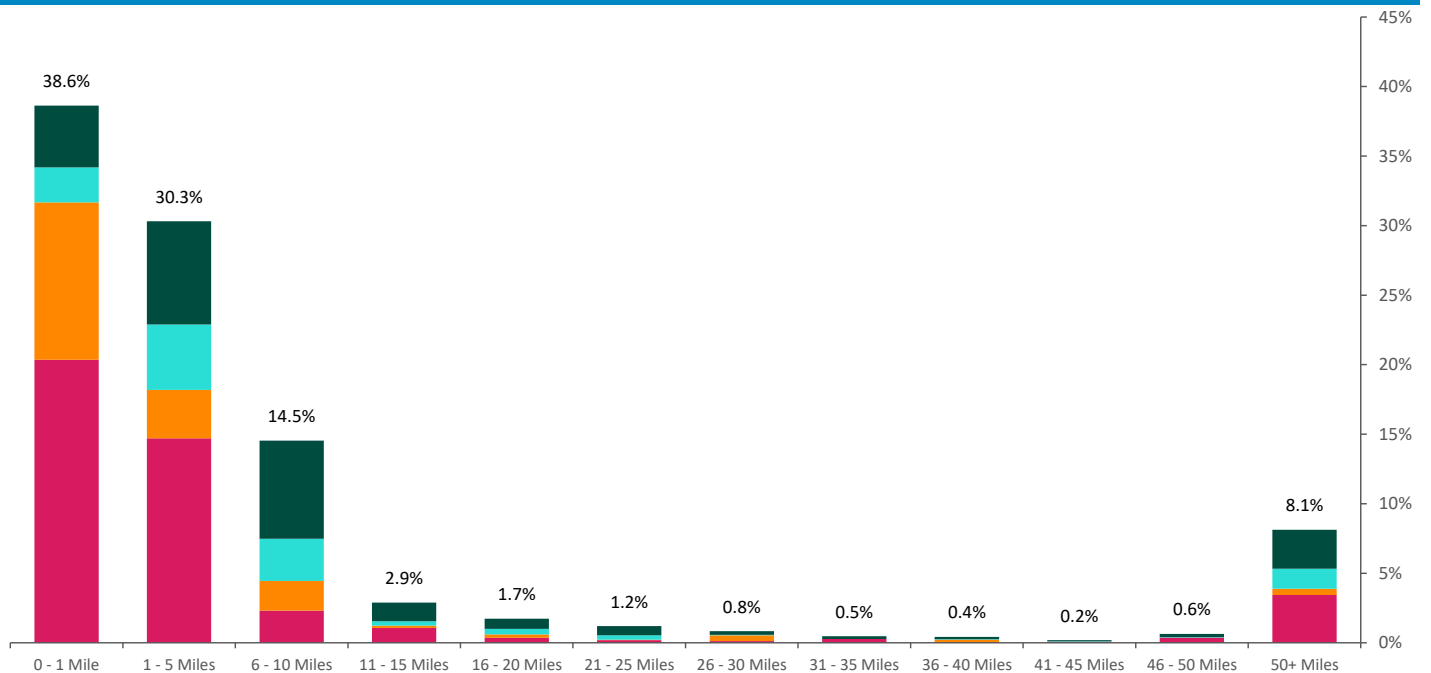
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Polaris Plus Profile



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



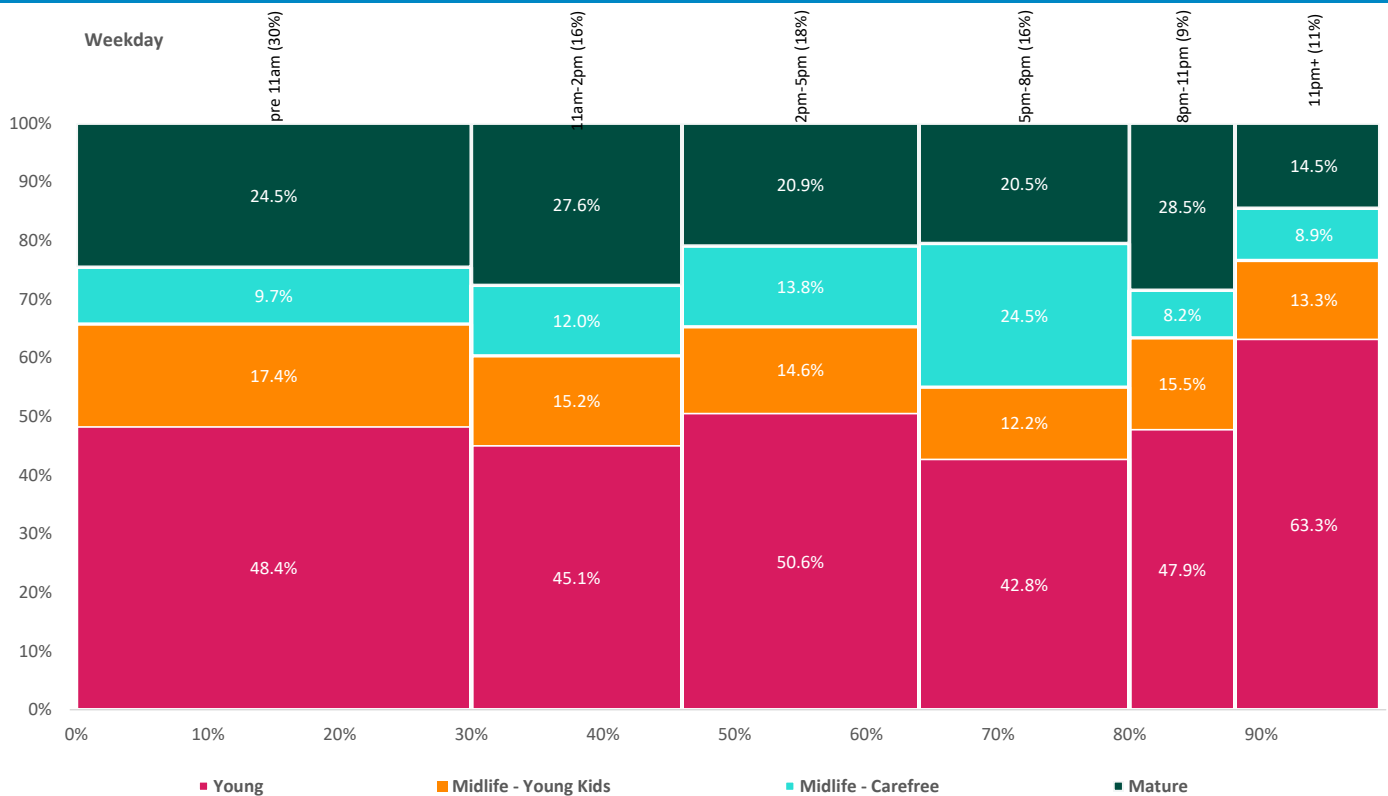
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Beagle Sheffield

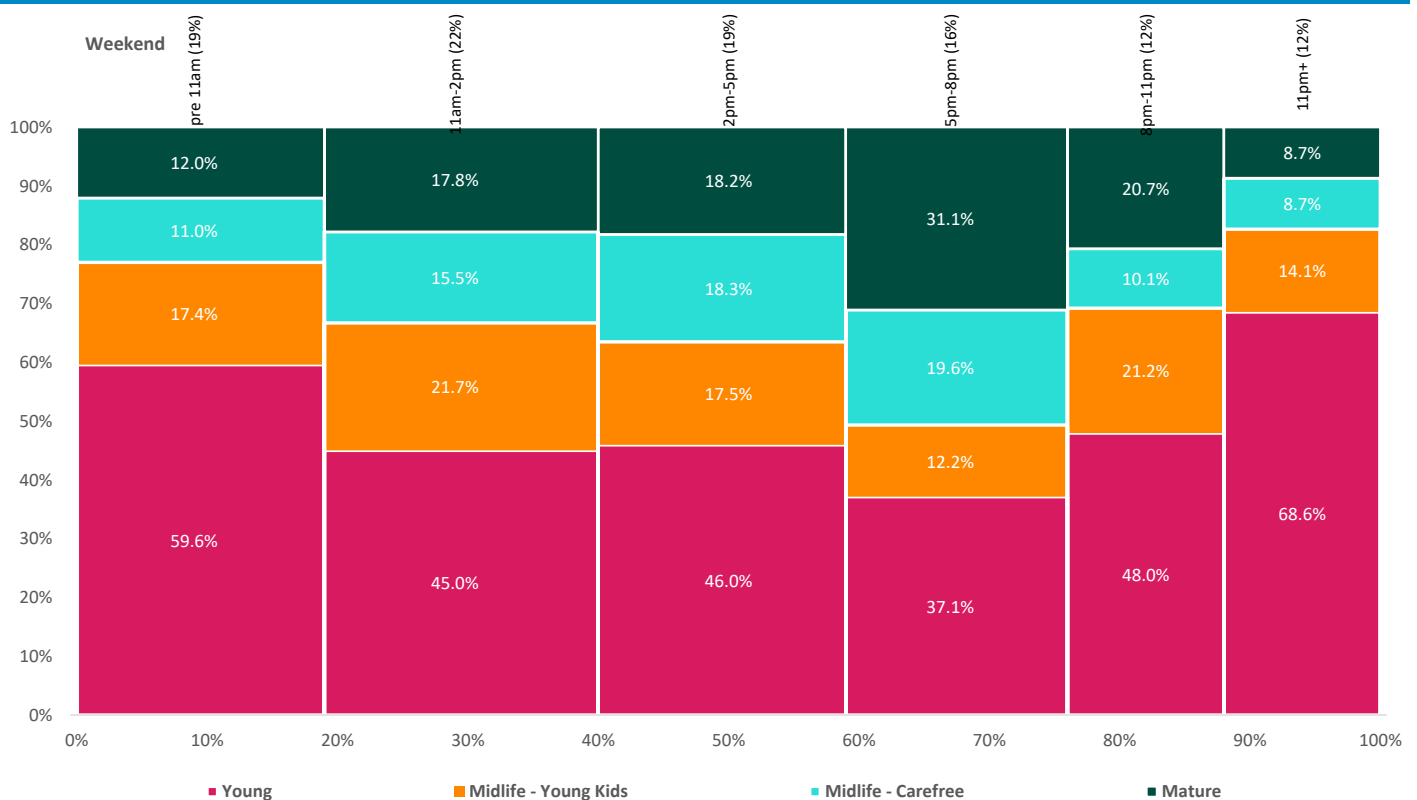


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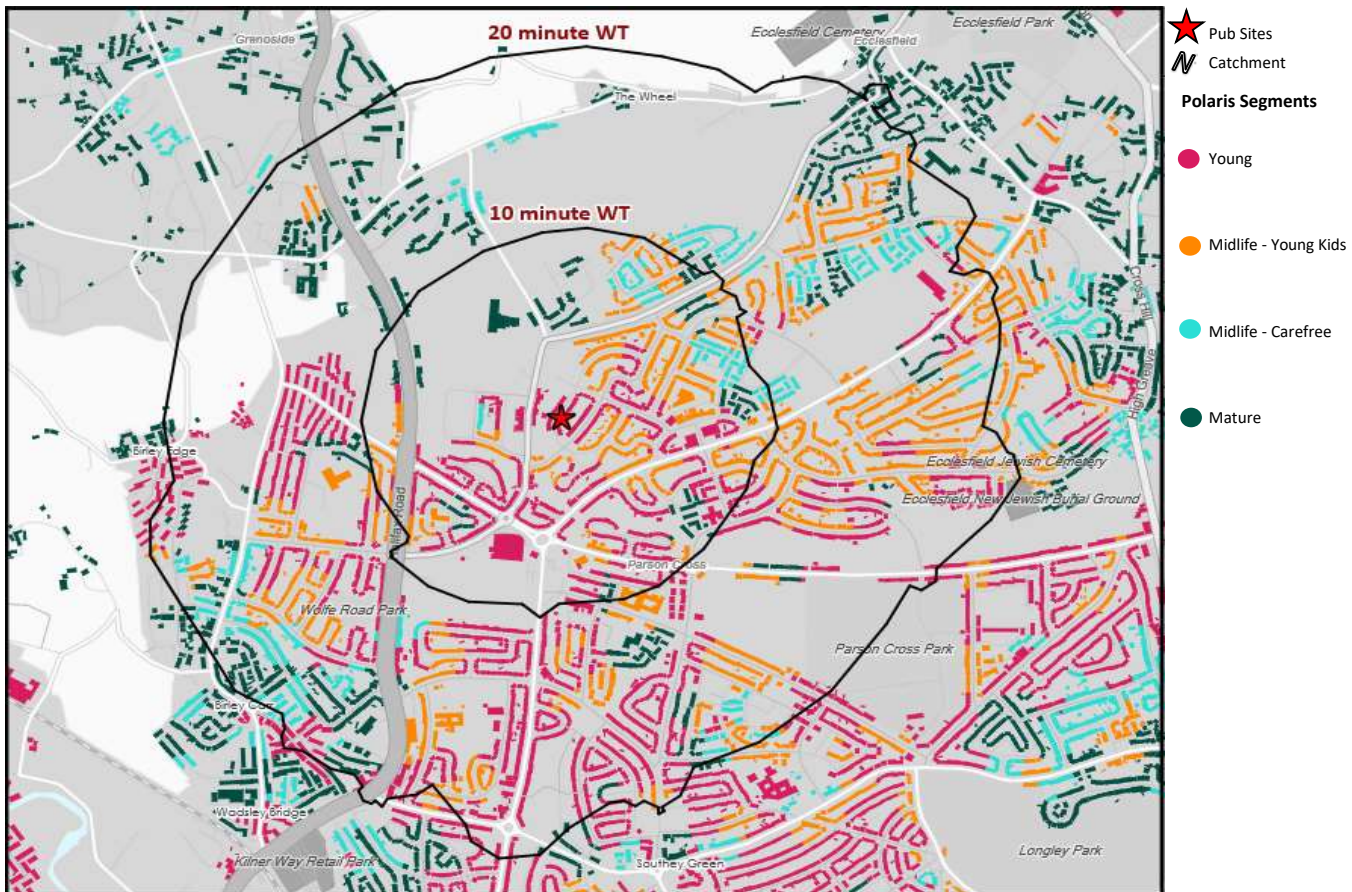
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Beagle 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	1,671	5,114	172,167	159	133	154
Midlife - Young Kids	1,246	4,327	51,520	298	283	116
Midlife - Carefree	468	1,723	38,823	77	78	60
Mature	434	2,804	139,099	26	45	77
Not Private Households	0	0	5,723	0	0	107
Total	3,819	13,968	407,332			

Polaris Plus Summary - Beagle 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	1,635	4,816	75,763	436	351	189
Medium	36	298	75,234	9	19	168
High	0	0	21,170	0	0	77
Midlife - Young Kids						
Low	1,232	4,260	42,391	588	556	190
Medium	14	67	7,946	8	11	45
High	0	0	1,183	0	0	26
Midlife - Carefree						
Low	406	1,223	17,924	252	208	104
Medium	62	202	13,212	23	20	45
High	0	298	7,687	0	48	42
Mature						
Low	262	1,169	47,511	50	61	85
Medium	144	1,348	54,127	24	62	85
High	28	287	37,461	5	14	61
Not Private Households	0	0	5,723	0	0	107
Total	3,819	13,968	407,332			

CGA Summary - Beagle Sheffield



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Beagle	S 5 9NW	Star Pubs & Bars	Community Pub	0.0
1	Parson Cross Farm Social Centre	S 5 9QE	Independent Free	Clubland	0.3
2	Colley Working Mens Club	S 5 9LS	Independent Free	Clubland	0.3
3	Eight Foot Way	S 5 9QY	Marston's	GPGF	0.4
4	Foxhill & District Community Association	S 6 1AZ	Independent Free	Clubland	0.5
5	Whitley Hall Cricket Club	S 35 9WH	Independent Free	Clubland	0.7
6	Red Lion Inn	S 35 8QH	Stonegate Pub Company	Family Pub Dining	0.7
7	Fox	S 6 1HJ	*Other Small Retail Groups	Community Pub	0.7
8	Wadsley Bridge Working Mens Club & Institute	S 6 1LB	Independent Free	Clubland	0.8
9	Jurassica	S 5 9DP	Independent Free	Community Pub	0.8
10	Angel	S 35 8PN	Independent Free	Premium Local	0.9
11	147 Club Snooker Club	S 5 9AN	Independent Free	Clubland	0.9
12	Stocks	S 35 9YT	Independent Free	Premium Local	0.9
13	Southey Green Social Club	S 5 7QQ	Independent Free	Clubland	1.0
14	Greyhound Hotel	S 35 9XE	Stonegate Pub Company	Community Pub	1.0
15	Pheasant Inn	S 6 1JY	Star Pubs & Bars	Community Pub	1.0
16	Alpha Restaurant	S 35 9UA	Independent Free	Restaurants	1.0
17	Gala Bingo	S 6 1NN	Gala Group	Large Venue	1.0
18	Black Bull	S 35 9WE	Star Pubs & Bars	Premium Local	1.0
19	Old Red Lion	S 35 8PR	Stonegate Pub Company	Family Pub Dining	1.1
20	Forty Foot	S 5 8ND	Stonegate Pub Company	Community Pub	1.1

Per Pub Analysis - Beagle Sheffield



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,819	13,968	407,332
Number of Competition Pubs	3	8	562
Adults 18+ per Competition Pub	1,273	1,746	725

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	174	4.6%	57
Circuit Bar	0	229	6.0%	148
Community Pub	1	1,332	34.9%	182
Craft Led	0	88	2.3%	67
Great Pub Great Food	0	87	2.3%	13
High Street Pub	0	1,252	32.8%	178
Premium Local	0	188	4.9%	30

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	584	4.2%	52
Circuit Bar	0	730	5.2%	129
Community Pub	3	4,777	34.2%	179
Craft Led	0	288	2.1%	60
Great Pub Great Food	1	683	4.9%	28
High Street Pub	0	4,447	31.8%	173
Premium Local	0	1,033	7.4%	45

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	54	33,628	8.3%	102
Circuit Bar	31	22,511	5.5%	136
Community Pub	121	92,587	22.7%	119
Craft Led	0	18,696	4.6%	133
Great Pub Great Food	23	54,582	13.4%	76
High Street Pub	66	92,284	22.7%	123
Premium Local	75	56,185	13.8%	84

Glossary

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><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 groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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 groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																						
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Product needs																																									
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><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 colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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