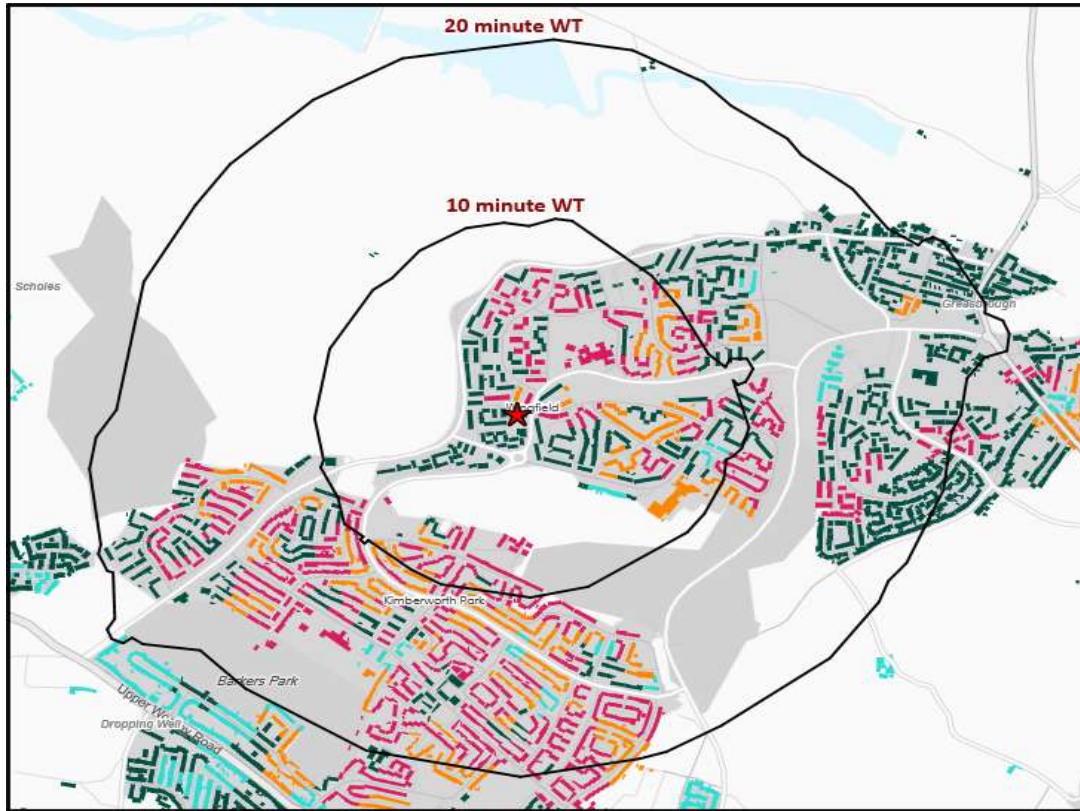


Catchment Summary - Plough Rotherham



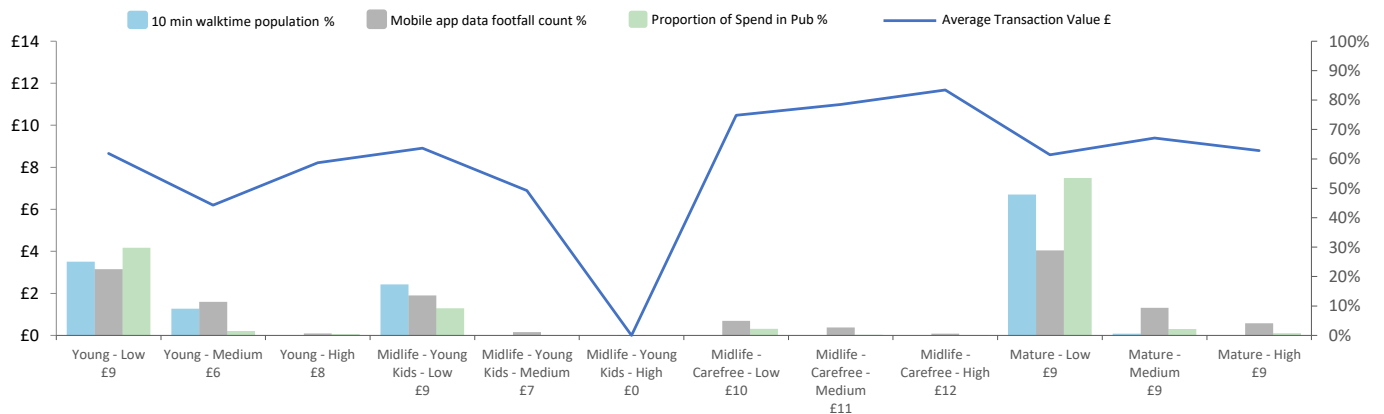
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625936	Plough Rotherham	S 61 4LF	Star Pubs & Bars	Community Pub	10



- ★ 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 - Plough Rotherham

	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**

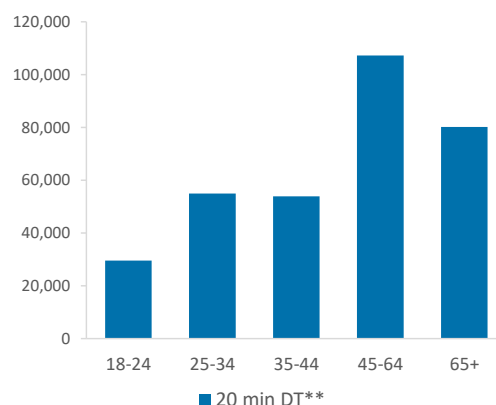
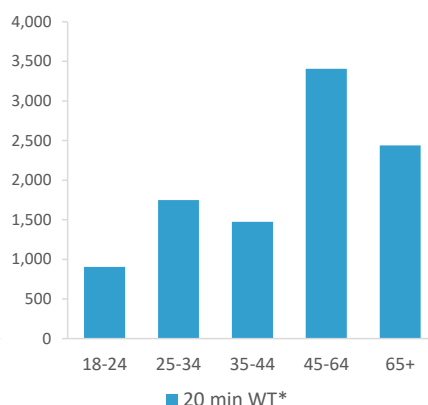
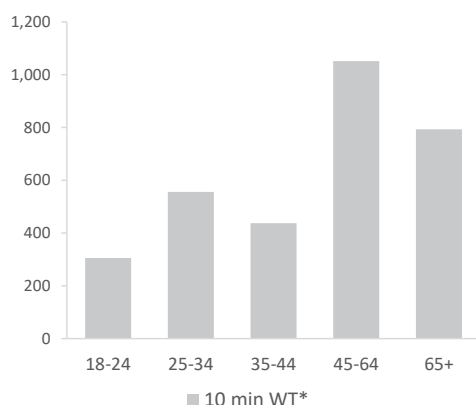
Population	3,857	12,447	418,680	72	67	95
Adults 18+	3,142	9,975	325,819	70	65	93
Competition Pubs	1	9	368	6	25	88
Adults 18+ per Competition Pub	3,142	1,108	885	366	129	103
% Adults Likely to Drink	72.0%	72.7%	72.8%	94	95	95

Population & Adults 18+ index is based on all pubs

Affluence	Low	90.3%	88.3%	60.7%	272	266	182
	Medium	9.7%	9.6%	30.8%	25	25	81
	High	0.0%	0.5%	7.4%	0	2	27

*Affluence does not include Not Private Households

Age Profile	18-24	305	905	29,538	97	89	87
	25-34	556	1,749	54,959	108	105	98
	35-44	437	1,474	53,845	86	89	97
	45-64	1,051	3,408	107,290	106	107	100
	65+	793	2,439	80,187	107	102	100



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	1,970 (51%)	6,176 (50%)	204,508 (49%)	104	101	100
	Female	1,887 (49%)	6,271 (50%)	214,172 (51%)	96	99	100

Economic Status (16+)	Employed: Full-time	941 (29%)	2,957 (29%)	106,493 (32%)	85	84	92
	Employed: Part-time	415 (13%)	1,386 (13%)	43,700 (13%)	108	114	109
	Self employed	204 (6%)	596 (6%)	24,649 (7%)	69	63	79
	Unemployed	156 (5%)	413 (4%)	10,711 (3%)	175	146	115
	Full-time student	38 (1%)	126 (1%)	5,921 (2%)	50	52	74
	Retired	666 (21%)	2,247 (22%)	74,779 (22%)	94	100	102
	Other	802 (25%)	2,542 (25%)	70,344 (21%)	143	142	120

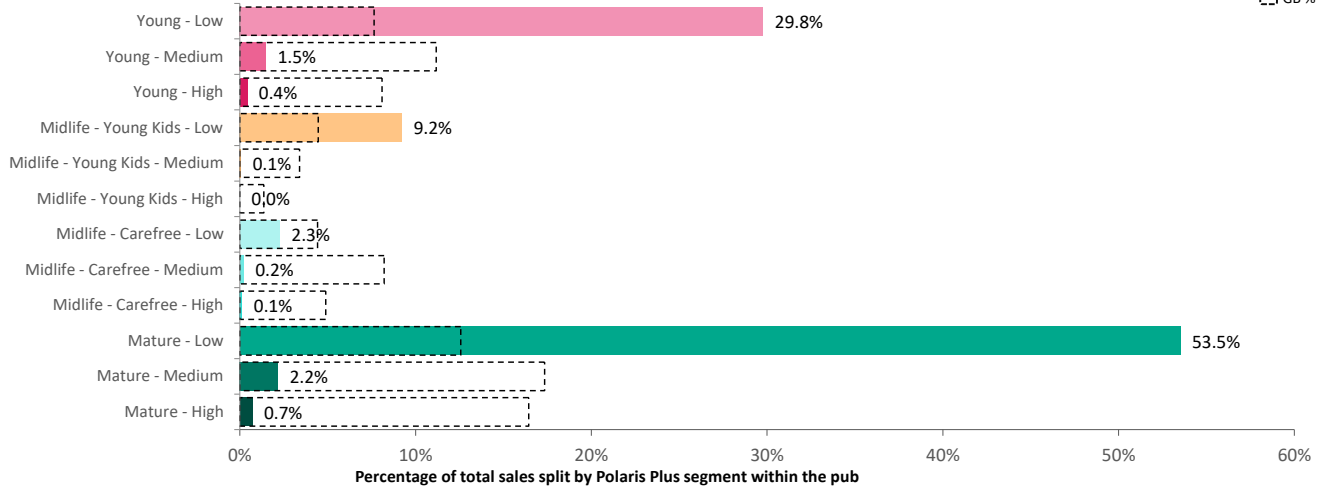
Total Worker Count	368	2,457	186,264
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See the Glossary page for further information on the above variables

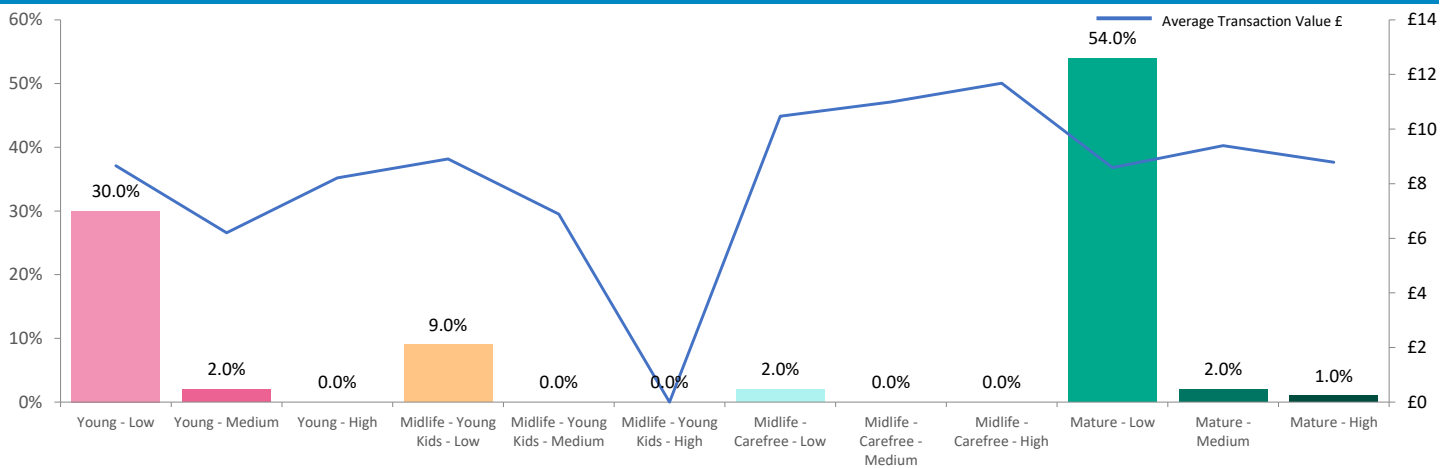
Transactional Data Summary - Plough Rotherham

Spend by Polaris Plus

GB %

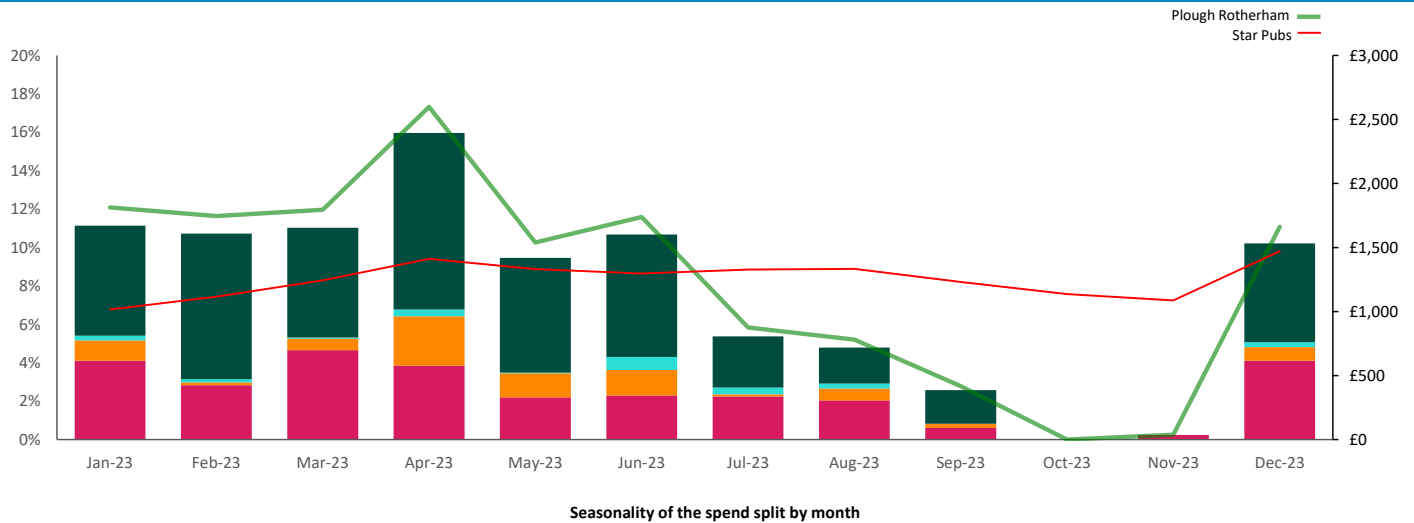


% of Transactions and Average Transaction Values (£) by Polaris Plus



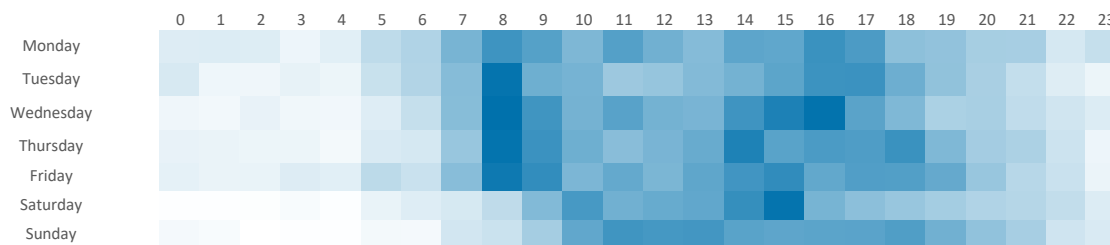
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



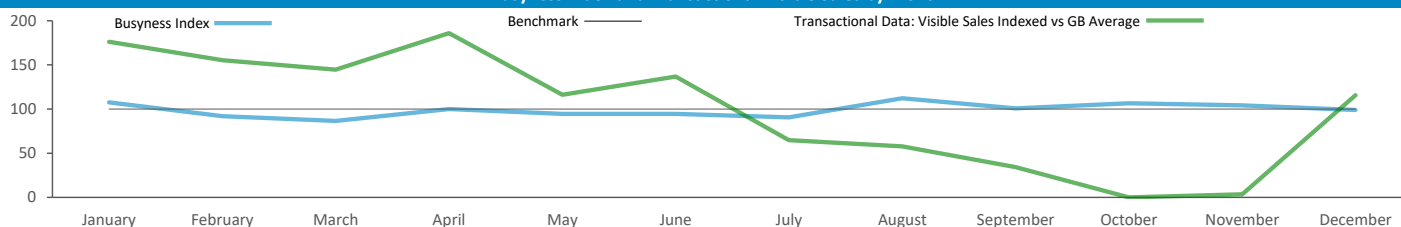
Mobile Data Summary - Plough Rotherham

Time of Day/Day of Week



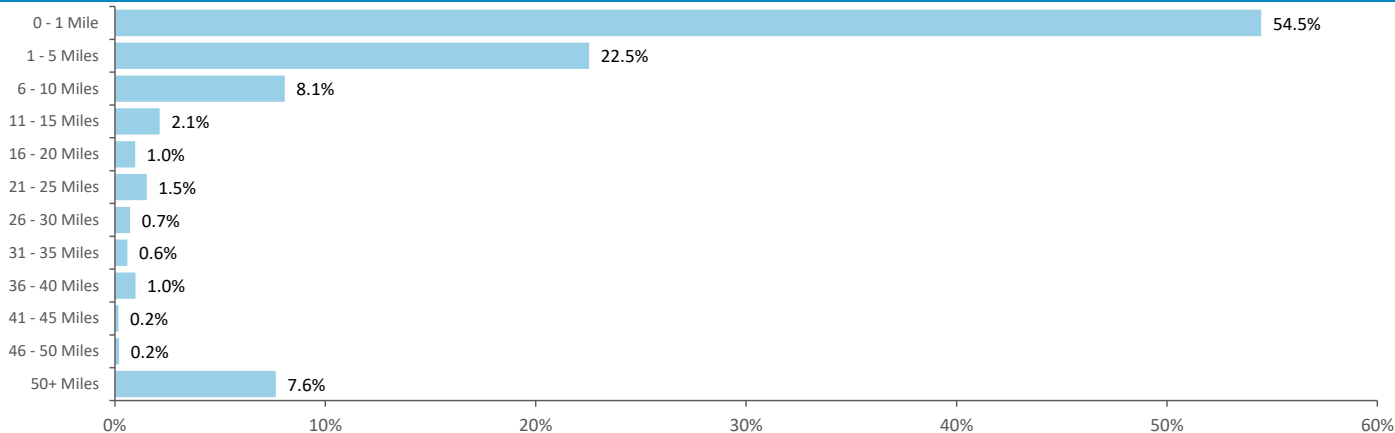
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

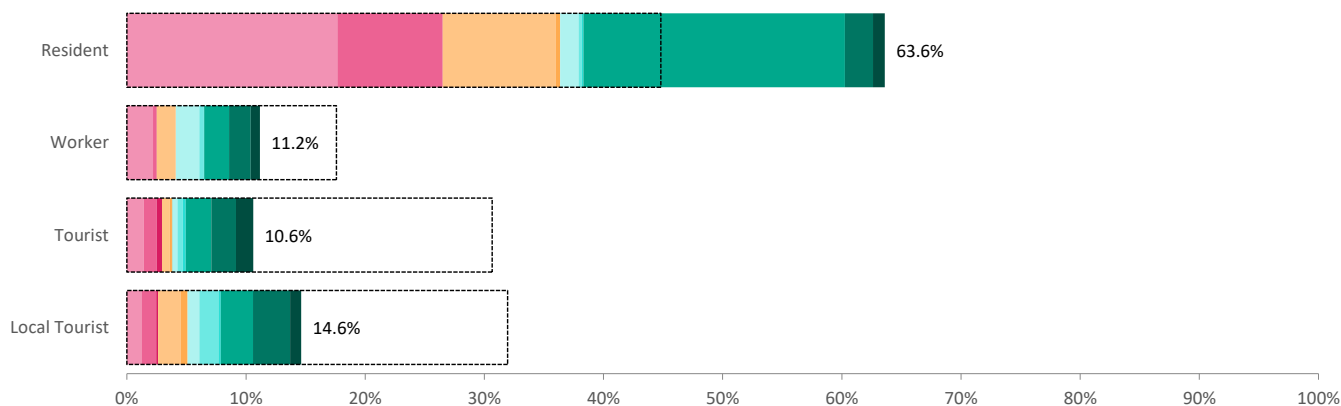
Distance from Home



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

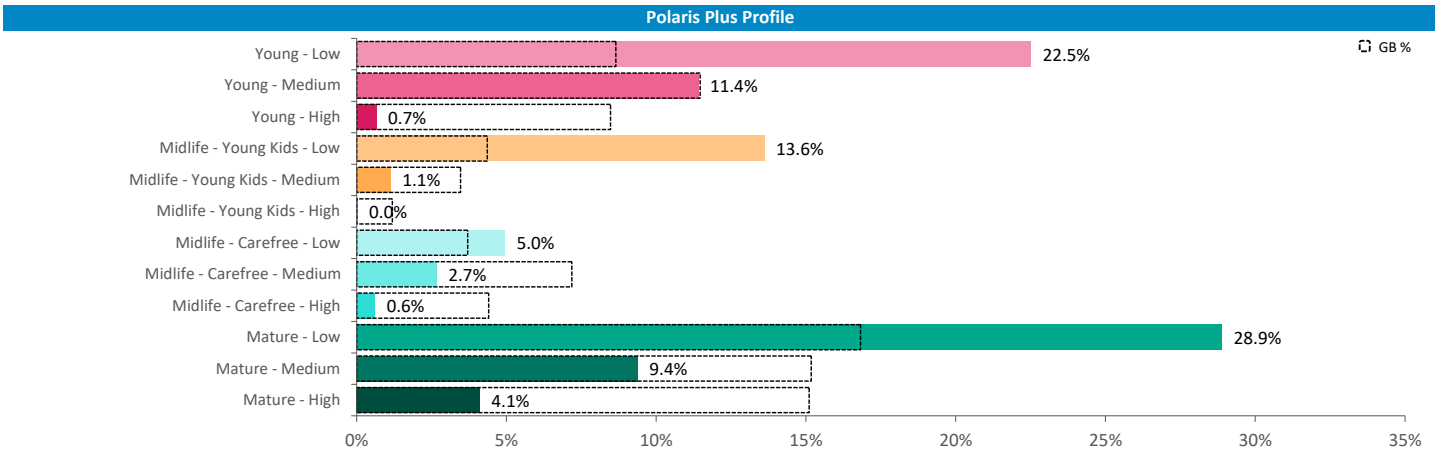


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

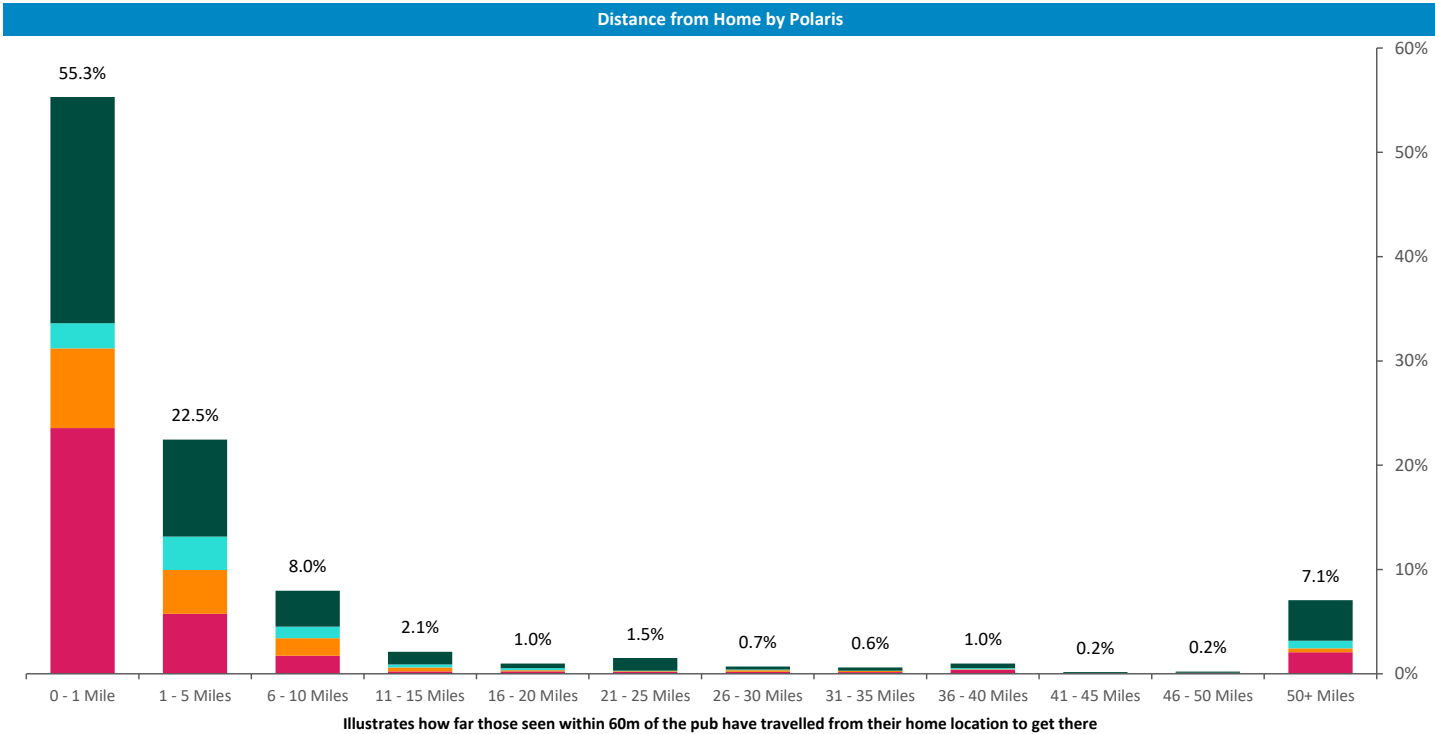
Mobile Data Summary - Plough Rotherham



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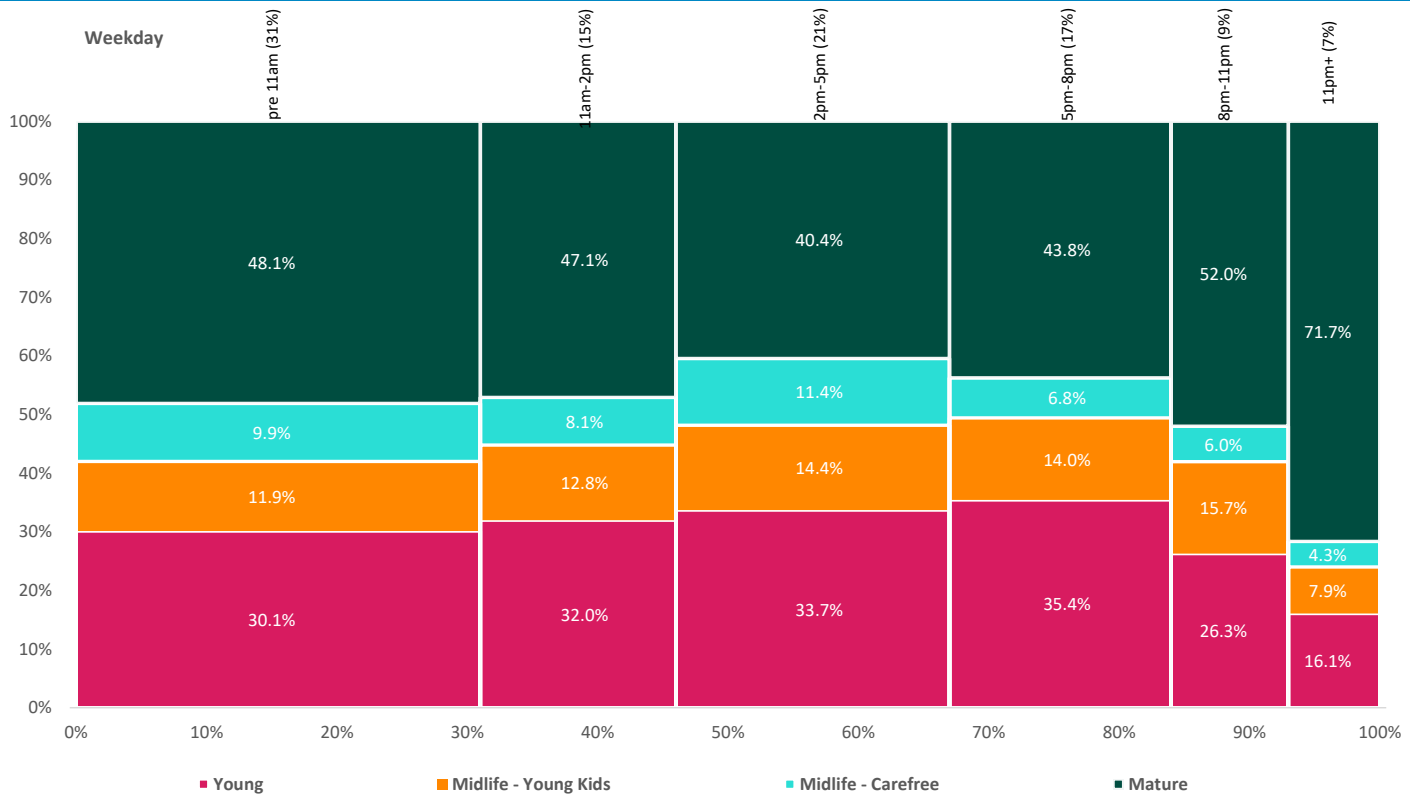
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



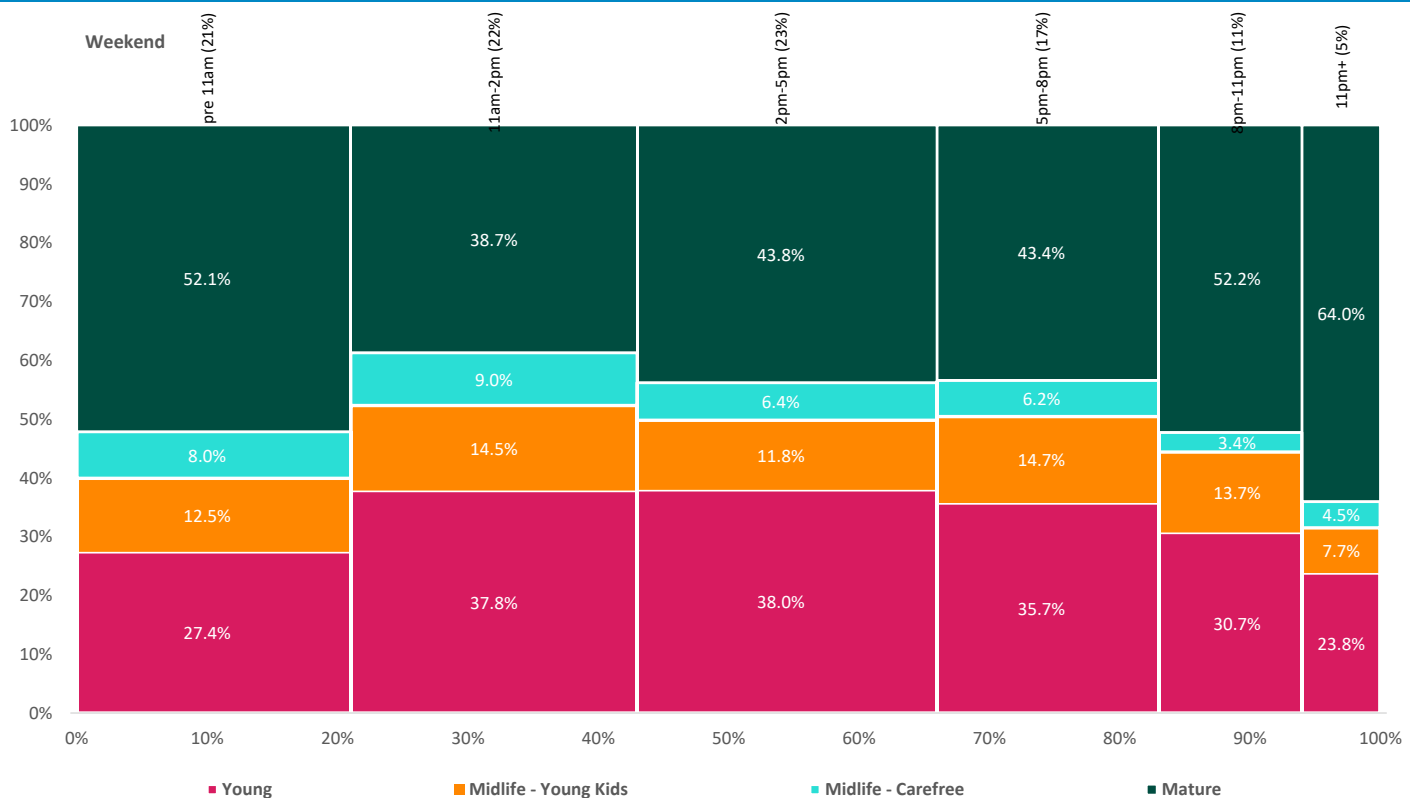
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Plough Rotherham

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



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



Polaris Summary - Plough Rotherham



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	1,074	3,558	83,863	124	130	94
Midlife - Young Kids	544	1,793	65,976	158	164	185
Midlife - Carefree	0	267	38,531	0	17	75
Mature	1,524	4,205	133,901	109	95	93
Not Private Households	0	152	3,548	0	116	83
Total	3,142	9,975	325,819			

Polaris Plus Summary - Plough Rotherham

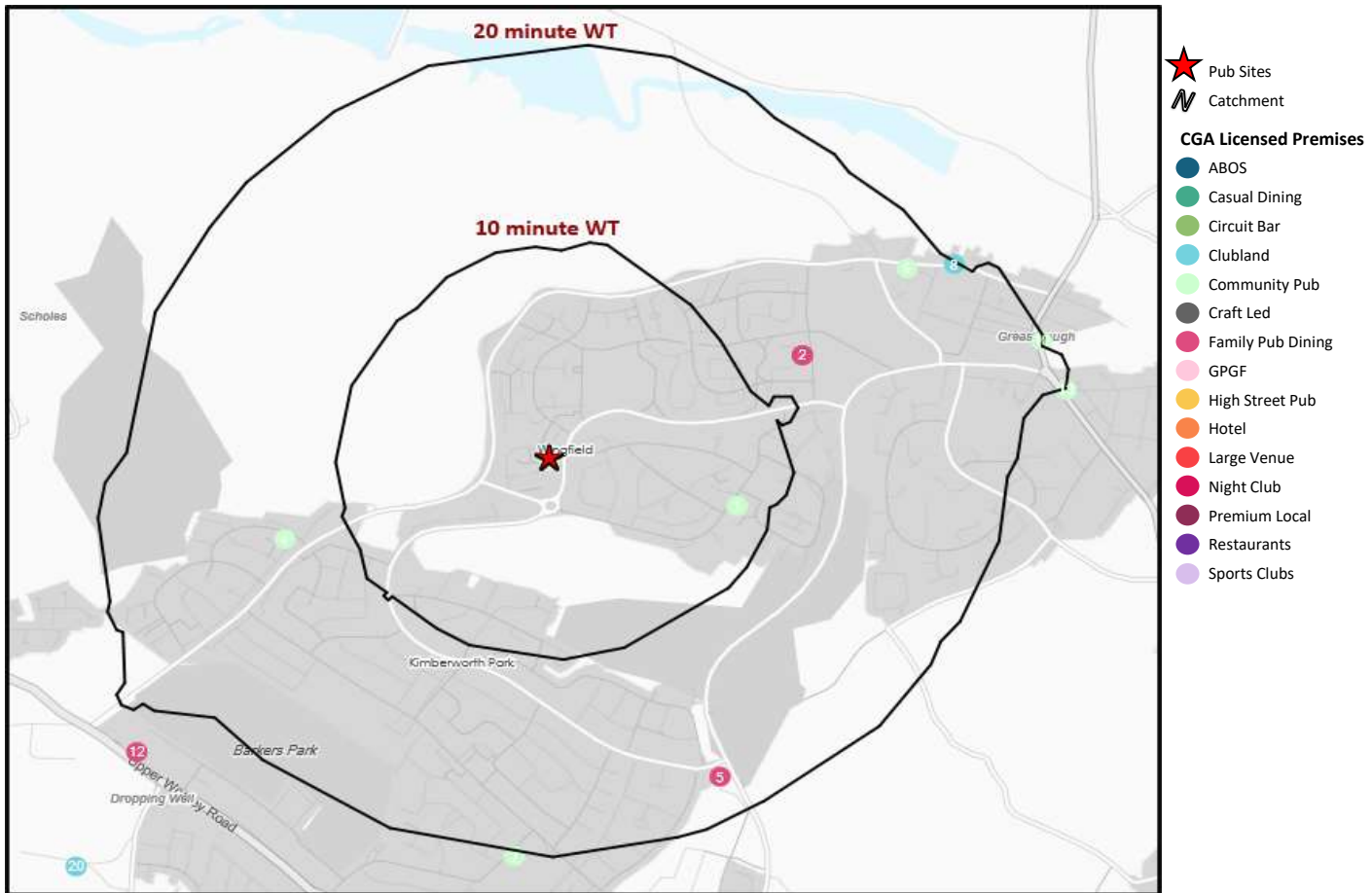


Polaris Plus Profile by Catchment

*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	788	3,193	60,096	256	326	188
Medium	286	365	22,771	83	33	64
High	0	0	996	0	0	5
Midlife - Young Kids						
Low	544	1,748	58,177	316	319	325
Medium	0	45	7,799	0	10	55
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	186	23,247	0	44	169
Medium	0	81	11,695	0	11	50
High	0	0	3,589	0	0	25
Mature						
Low	1,505	3,685	56,156	349	269	125
Medium	19	468	58,070	4	30	114
High	0	52	19,675	0	3	40
Not Private Households	0	152	3,548	0	116	83
Total	3,142	9,975	325,819			

CGA Summary - Plough Rotherham



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Plough	S 61 4LF	Star Pubs & Bars	Community Pub	0.0
1	Keppels	S 61 4AT	Stonegate Pub Company	Community Pub	0.3
2	Mill Dam	S 61 4HH	Independent Free	Family Pub Dining	0.5
2	Alpine	S 61 4HH	*Other Small Retail Groups	Family Pub Dining	0.5
4	Kimberworth Park	S 61 3AX	Marston's	Community Pub	0.5
5	Ring O Bells	S 61 3RG	Greene King	Family Pub Dining	0.7
6	Milton Arms	S 61 4DY	Stonegate Pub Company	Community Pub	0.7
7	Pewter Pot	S 61 3PF	Independent Free	Community Pub	0.8
8	Yellow Lion	S 61 4DX	Stonegate Pub Company	Community Pub	0.8
8	Greasborough Working Mens Club	S 61 4DX	Independent Free	Clubland	0.8
10	Ship Inn	S 61 4PX	Punch Pub Company	Community Pub	0.9
11	Drawbridge	S 61 1JN	Mitchells & Butlers	Family Pub Dining	0.9
12	Droppingwell	S 61 2AB	Greene King	Family Pub Dining	0.9
13	Crown Inn	S 61 4NU	Stonegate Pub Company	Community Pub	0.9
13	Prince Of Wales	S 61 4NU	Independent Free	Community Pub	0.9
15	Rotherham Super Bowl 2000	S 61 1QN	*Other Small Retail Groups	Large Venue	0.9
16	Colin	S 61 1NQ	Greene King	Community Pub	1.1
17	Scholes Cricket Club	S 61 2RQ	Independent Free	Clubland	1.1
17	Bay Horse Inn	S 61 2RQ	Stonegate Pub Company	Community Pub	1.1
19	Bradgate Working Mens Club	S 61 1LD	Independent Free	Clubland	1.1
20	Millmoor Juniors Football Club	S 61 2RB	Independent Free	Clubland	1.1

Per Pub Analysis - Plough Rotherham



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,142	9,975	325,819
Number of Competition Pubs	1	9	368
Adults 18+ per Competition Pub	3,142	1,108	885

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	125	4.0%	49
Circuit Bar	0	241	7.7%	189
Community Pub	1	1,328	42.3%	221
Craft Led	0	81	2.6%	75
Great Pub Great Food	0	65	2.1%	12
High Street Pub	0	1,146	36.5%	198
Premium Local	0	156	5.0%	30

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	391	3.9%	49
Circuit Bar	0	716	7.2%	177
Community Pub	5	3,949	39.6%	207
Craft Led	0	215	2.2%	62
Great Pub Great Food	0	247	2.5%	14
High Street Pub	0	3,484	34.9%	190
Premium Local	0	553	5.5%	34

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13,392	4.1%	51
Circuit Bar	7	15,242	4.7%	115
Community Pub	106	97,105	29.8%	156
Craft Led	0	6,926	2.1%	62
Great Pub Great Food	3	27,818	8.5%	48
High Street Pub	35	90,148	27.7%	150
Premium Local	28	36,698	11.3%	68

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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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				
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																										