

Catchment Summary - Everest Inn Sheffield

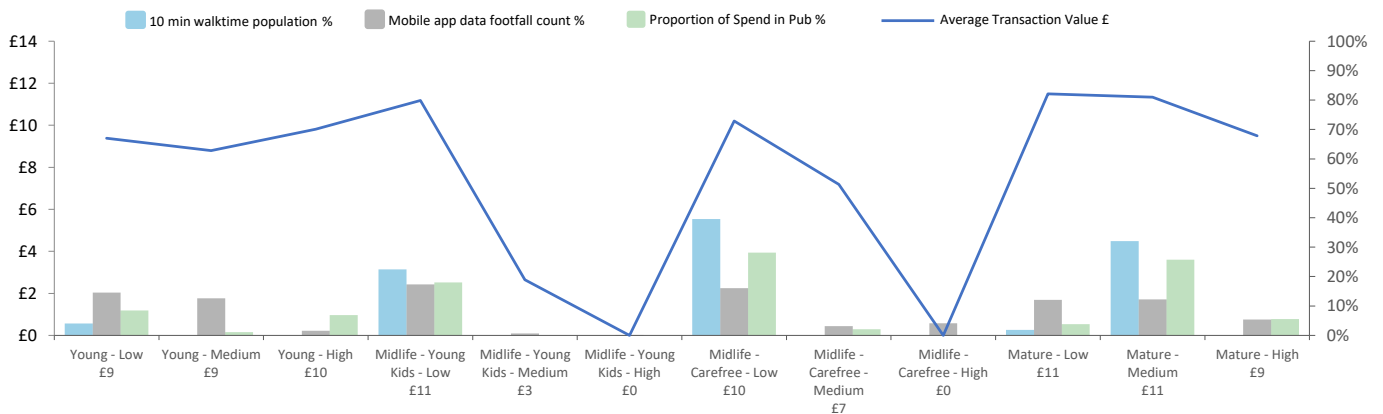
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626395	Everest Inn Sheffield	S 13 9HS	Star Pubs & Bars	Community Pub	6



- 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 - Everest Inn Sheffield



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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

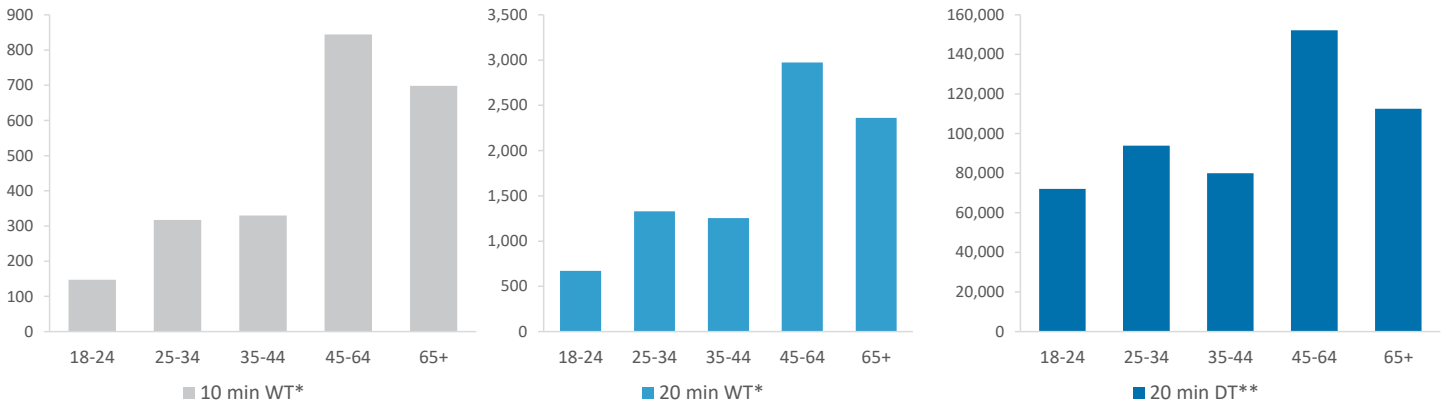
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,008	10,919	641,731	56	59	146
Adults 18+	2,336	8,589	510,840	52	56	146
Competition Pubs	3	5	603	17	14	145
Adults 18+ per Competition Pub	779	1,718	847	91	200	99
% Adults Likely to Drink	78.1%	77.7%	73.7%	102	102	97

Population & Adults 18+ index is based on all pubs

Affluence	Low	67.9%	60.6%	51.1%	204	182	154
	Medium	32.1%	34.5%	36.7%	84	90	96
	High	0.0%	4.9%	10.8%	0	18	40

*Affluence does not include Not Private Households

Age Profile	18-24	147	671	72,096	60	75	138
	25-34	317	1,329	93,968	79	91	110
	35-44	330	1,254	80,012	83	87	94
	45-64	844	2,974	152,196	109	106	92
	65+	698	2,361	112,568	121	113	91



	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	1,436 (48%)	5,266 (48%)	316,872 (49%)	97	98	101
	Female	1,572 (52%)	5,653 (52%)	324,859 (51%)	102	101	99
Economic Status (16+)	Employed: Full-time	827 (34%)	3,111 (35%)	160,744 (31%)	99	102	89
	Employed: Part-time	354 (15%)	1,272 (14%)	64,144 (12%)	123	121	103
	Self employed	186 (8%)	688 (8%)	37,132 (7%)	83	84	76
	Unemployed	39 (2%)	194 (2%)	16,145 (3%)	58	79	111
	Full-time student	55 (2%)	168 (2%)	19,205 (4%)	96	80	154
	Retired	595 (25%)	2,065 (23%)	104,622 (20%)	112	107	91
	Other	361 (15%)	1,350 (15%)	124,039 (24%)	86	88	135
Total Worker Count		2,962	5,355	304,342			

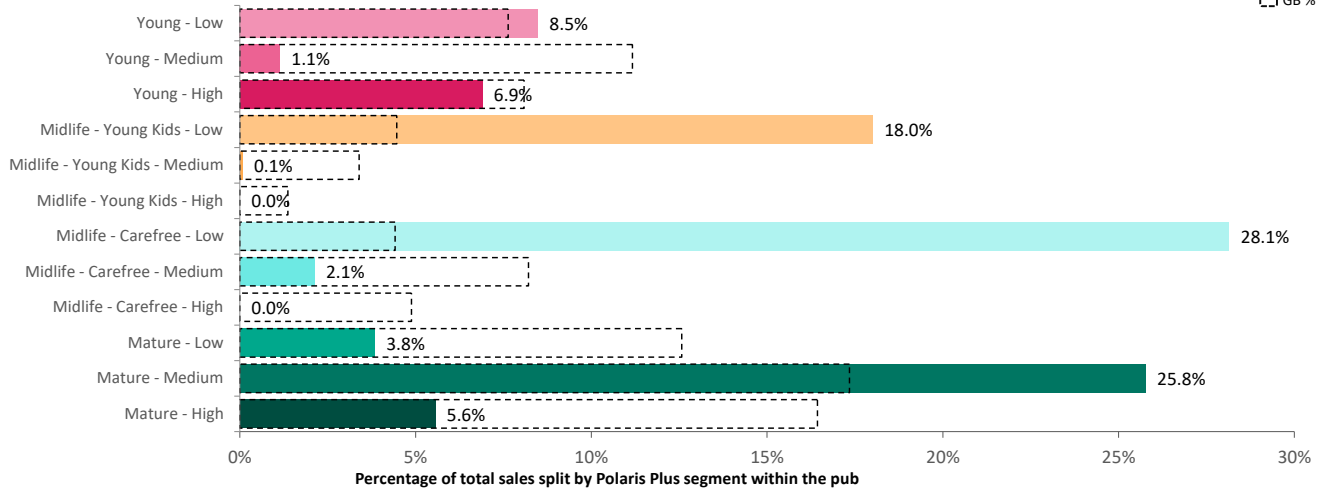
See the Glossary page for further information on the above variables

Transactional Data Summary - Everest Inn Sheffield

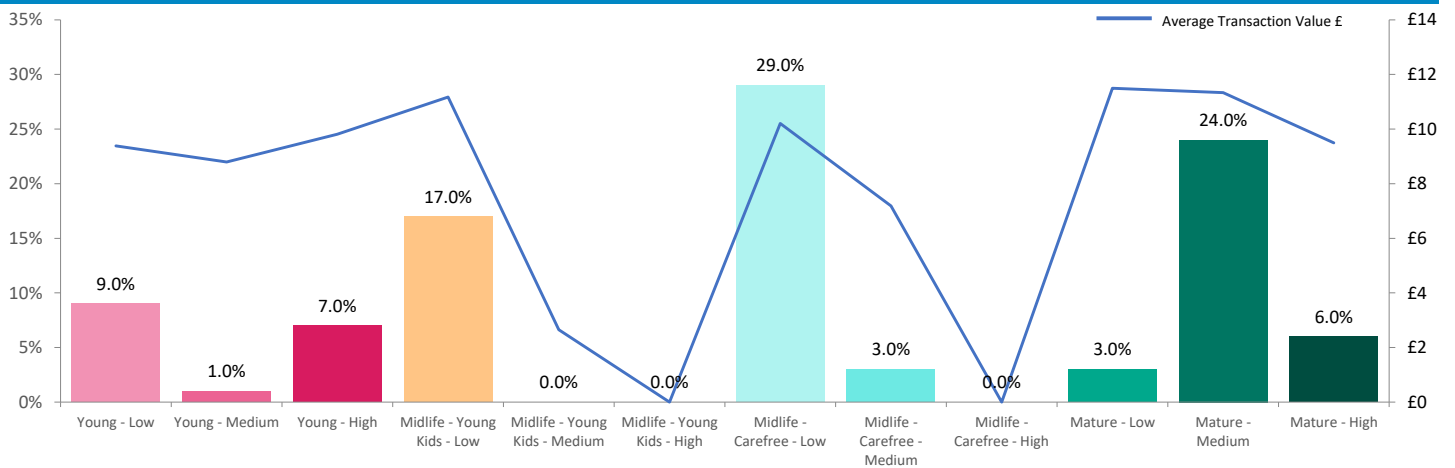


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Spend by Polaris Plus

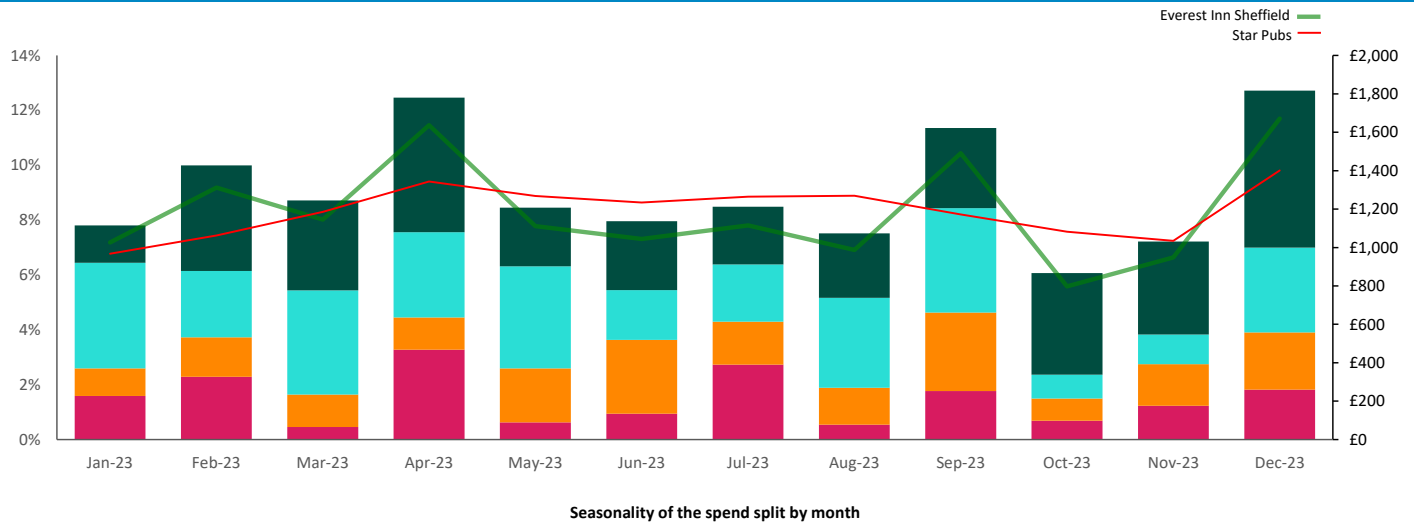


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

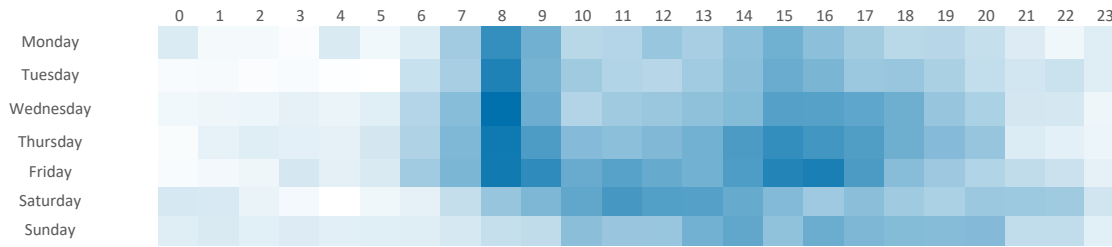


Mobile Data Summary - Everest Inn Sheffield



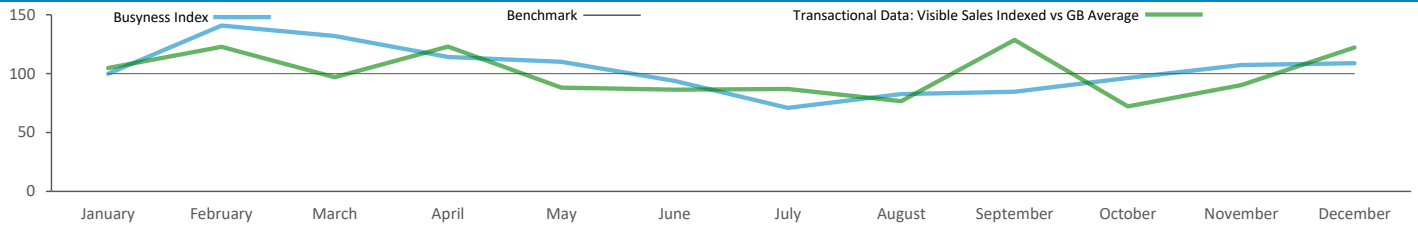
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Time of Day/Day of Week



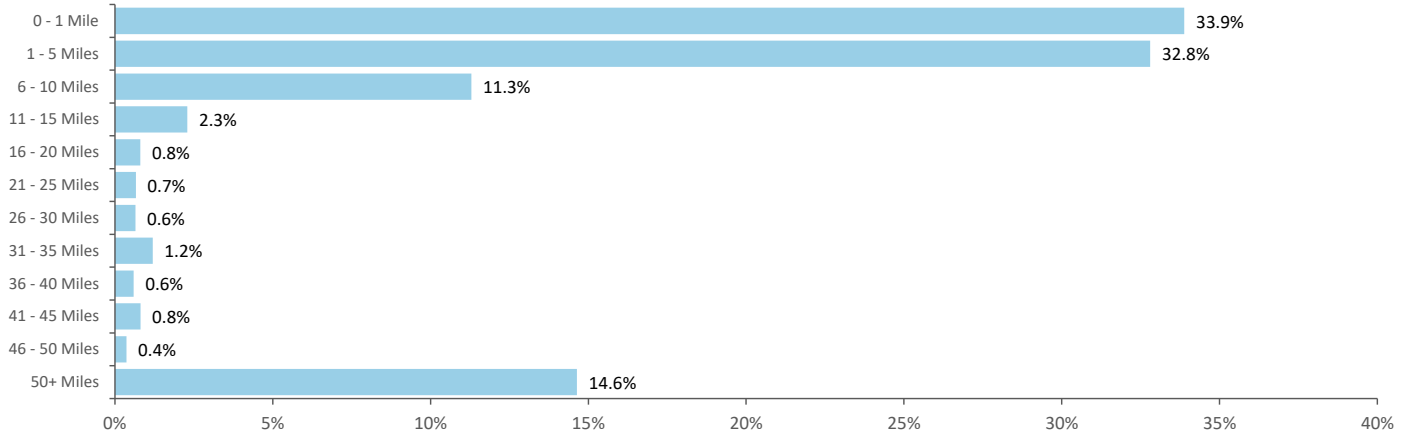
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

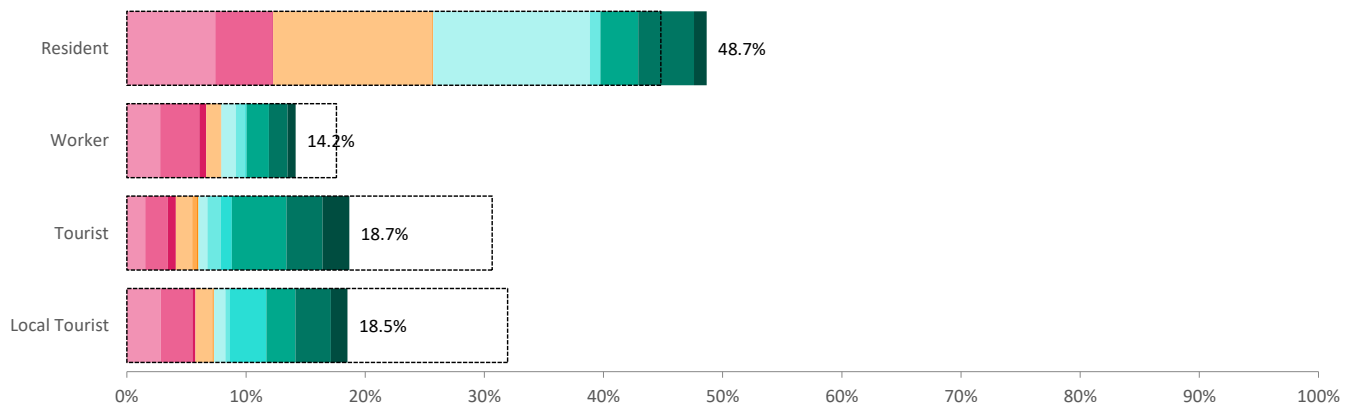
Distance from Home



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



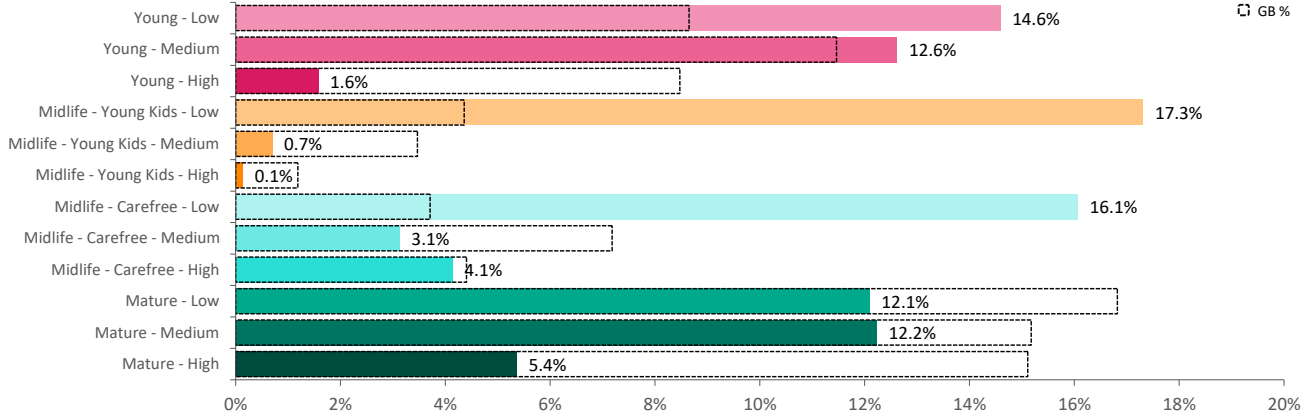
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Everest Inn Sheffield



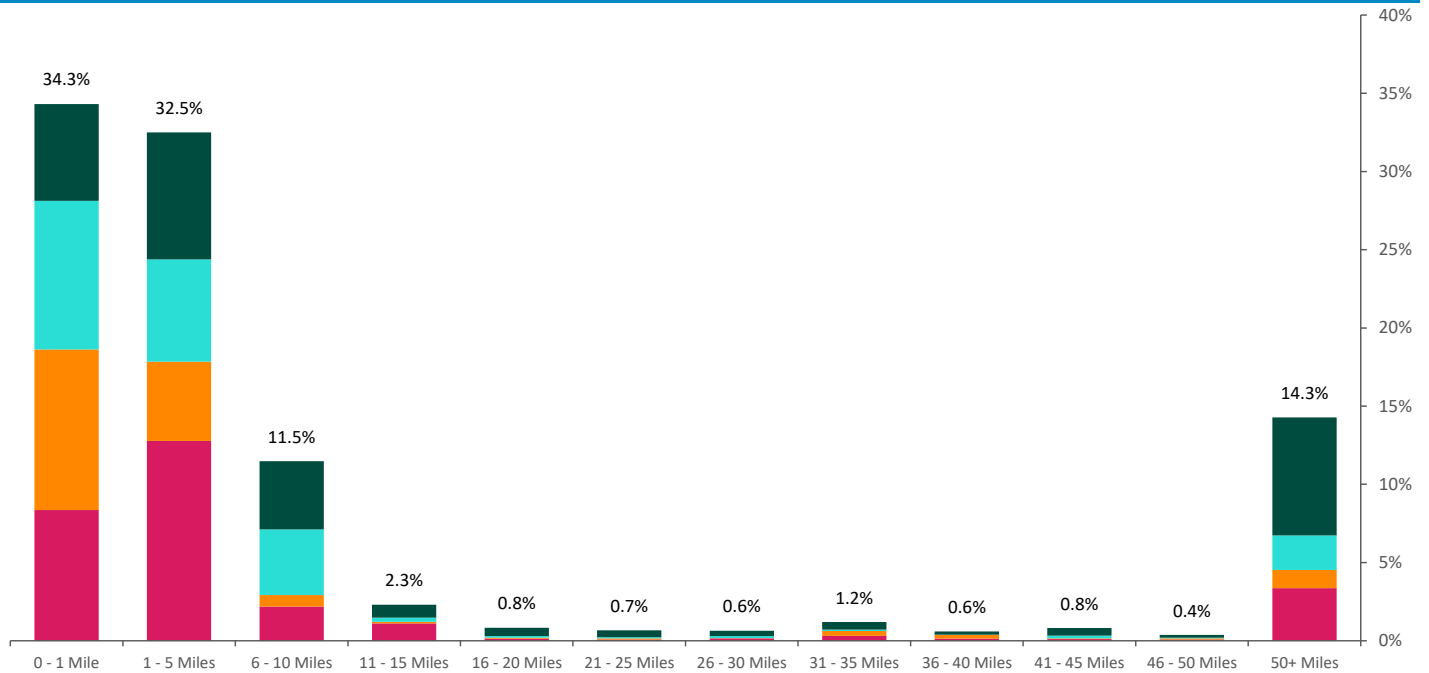
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Polaris Plus Profile



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



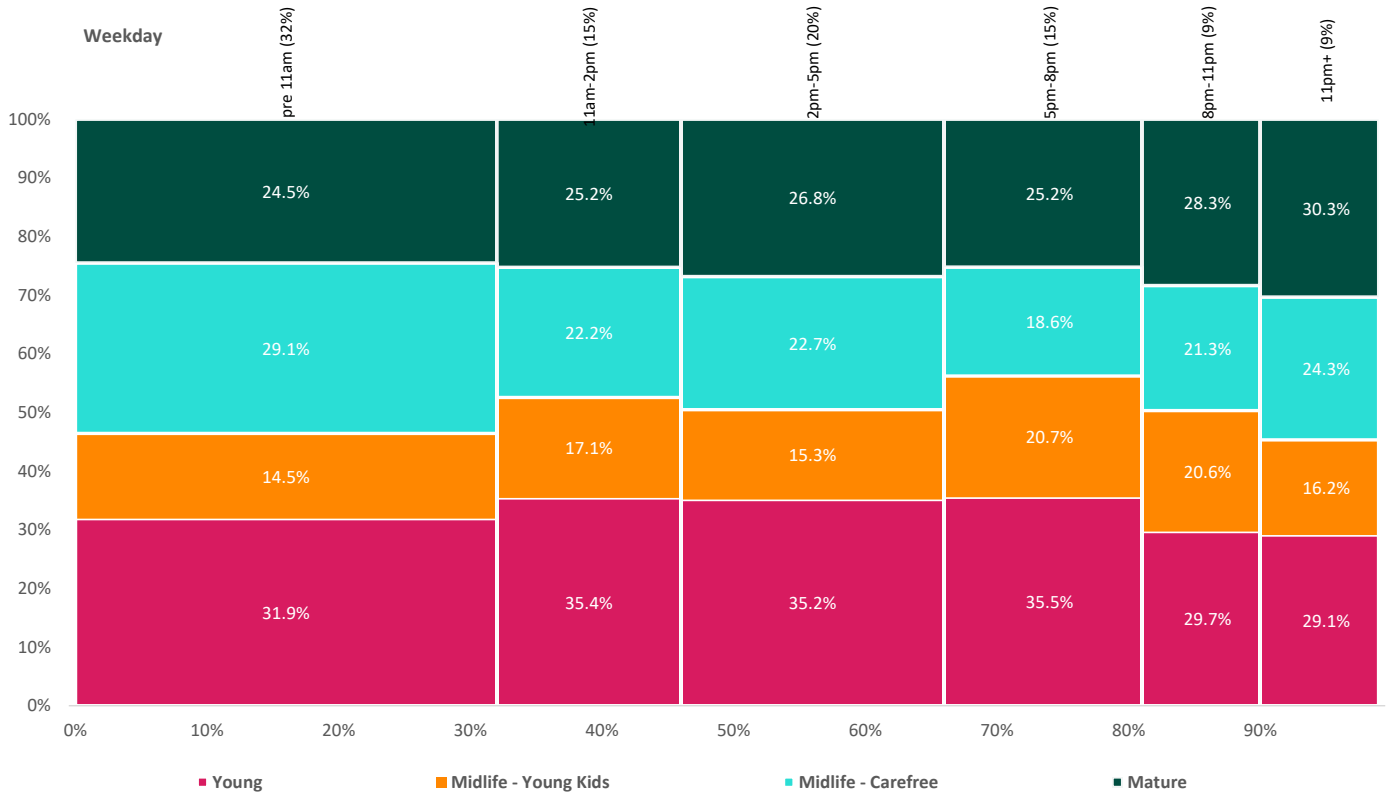
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Mobile Data Summary - Everest Inn Sheffield

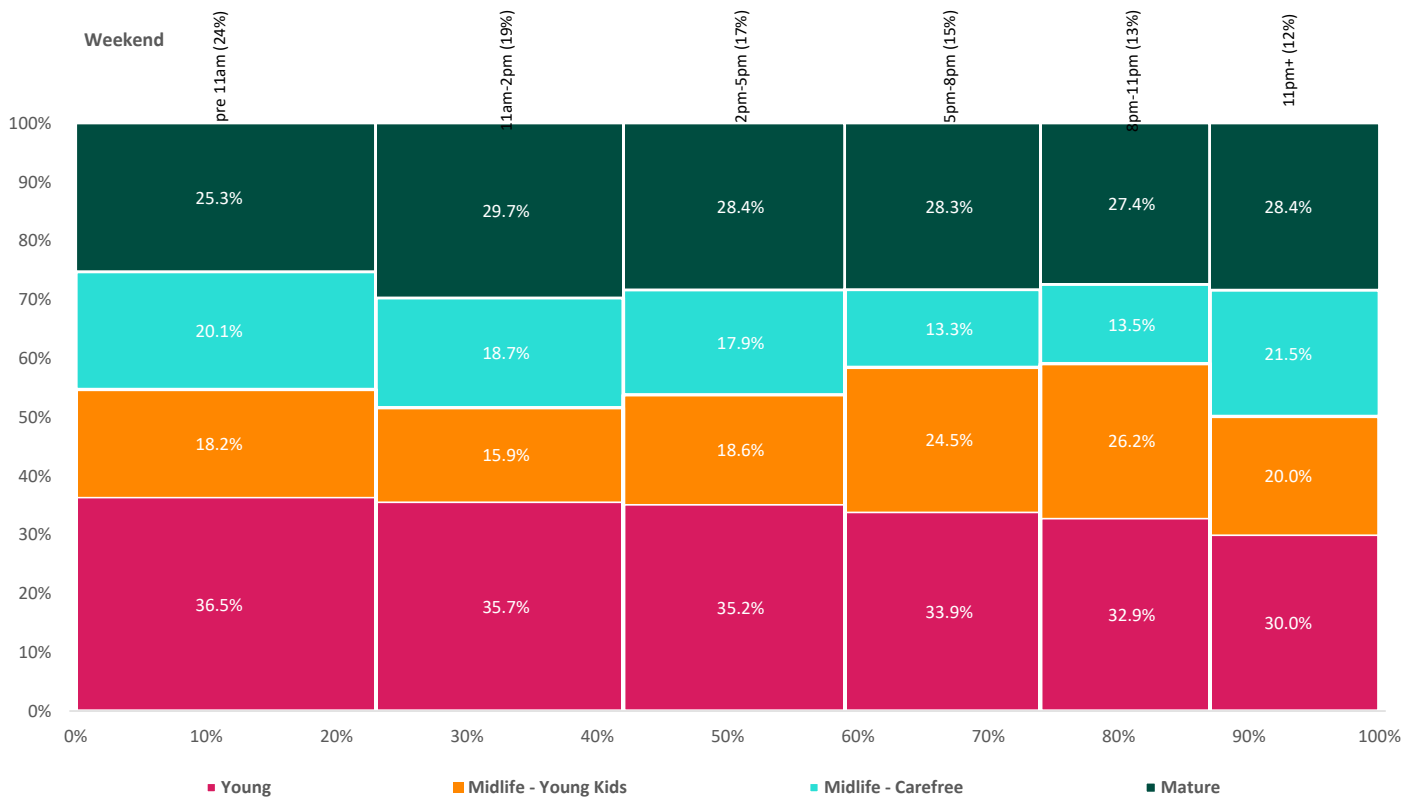


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Time of Day by Polarix: Weekday (Monday to Friday)



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



Polaris Summary - Everest Inn Sheffield



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- 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	94	1,868	188,315	15	79	134
Midlife - Young Kids	525	903	67,197	206	96	120
Midlife - Carefree	924	2,068	57,301	250	152	71
Mature	793	3,750	190,860	76	98	84
Not Private Households	0	0	7,167	0	0	107
Total	2,336	8,589	510,840			

Polaris Plus Summary - Everest Inn Sheffield



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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	94	1,393	101,520	41	165	202
Medium	0	288	74,021	0	31	132
High	0	187	12,774	0	32	37
Midlife - Young Kids						
Low	525	893	55,676	410	190	199
Medium	0	10	10,952	0	3	50
High	0	0	569	0	0	10
Midlife - Carefree						
Low	924	2,058	35,059	939	569	163
Medium	0	10	16,658	0	2	46
High	0	0	5,584	0	0	25
Mature						
Low	44	865	68,615	14	73	98
Medium	749	2,652	85,962	205	197	107
High	0	233	36,283	0	18	47
Not Private Households	0	0	7,167	0	0	107
Total	2,336	8,589	510,840			

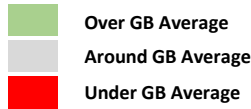


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Everest Inn	S 13 9HS	Star Pubs & Bars	Community Pub	0.0
1	Old Crown	S 13 9BZ	Independent Free	Community Pub	0.3
1	Cross Keys Hotel	S 13 9BZ	Ei Group	Community Pub	0.3
1	Old Rectory	S 13 9BZ	Independent Free	Large Venue	0.3
4	Handsworth Social Club	S 13 9AG	Independent Free	Clubland	0.5
5	Handsworth Inn	S 13 9BP	Stonegate Pub Company	Community Pub	0.5
6	Sword Dancer	S 13 9BS	Greene King	Family Pub Dining	0.7
7	China Town	S 13 7JQ	Independent Free	Restaurants	0.8
8	Woodhouse Spice	S 13 7JX	Independent Free	Restaurants	0.8
8	Royal Hotel	S 13 7JX	Star Pubs & Bars	Community Pub	0.8
8	Stag Inn	S 13 7JX	Trust Inns Limited	Community Pub	0.8
11	George	S 13 7PD	Stonegate Pub Company	Community Pub	0.9
12	Angel	S 13 7EQ	Trust Inns Limited	Family Pub Dining	0.9
13	Extra Care Charitable Trust	S 13 7RB	Independent Free	Clubland	0.9
14	Anglers Rest	S 13 8HR	Independent Free	Community Pub	0.9
15	Winter Green	S 60 5BL	Marston's	GPGF	1.0
16	Strad	S 13 8SE	Independent Free	Community Pub	1.0
17	Woodhouse Westend WM Club & Institute	S 13 7ES	Independent Free	Clubland	1.0
18	Princess Royal	S 13 9WG	Punch Pub Company	Community Pub	1.1
19	Stradbroke Community Centre	S 13 8LT	Independent Free	Clubland	1.2
20	White Rose	S 9 4AA	Mitchells & Butlers	Family Pub Dining	1.2

Per Pub Analysis - Everest Inn Sheffield



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,336	8,589	510,840
Number of Competition Pubs	3	5	603
Adults 18+ per Competition Pub	779	1,718	847

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	9	0.4%	5
Circuit Bar	0	15	0.6%	16
Community Pub	3	539	23.1%	121
Craft Led	0	5	0.2%	6
Great Pub Great Food	0	135	5.8%	33
High Street Pub	0	507	21.7%	118
Premium Local	0	201	8.6%	52

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	282	3.3%	41
Circuit Bar	0	271	3.2%	78
Community Pub	4	2,093	24.4%	127
Craft Led	0	143	1.7%	48
Great Pub Great Food	0	743	8.6%	49
High Street Pub	0	2,020	23.5%	128
Premium Local	0	968	11.3%	68

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	50	32,803	6.4%	80
Circuit Bar	33	27,542	5.4%	133
Community Pub	144	126,917	24.8%	130
Craft Led	0	18,582	3.6%	105
Great Pub Great Food	20	55,857	10.9%	62
High Street Pub	61	124,343	24.3%	132
Premium Local	60	65,912	12.9%	78

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	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.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <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 Energising 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 Energising 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	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising 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 Energising 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; text-align: center;"> <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="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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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