

Catchment Summary - Devonshire Arms Hasland

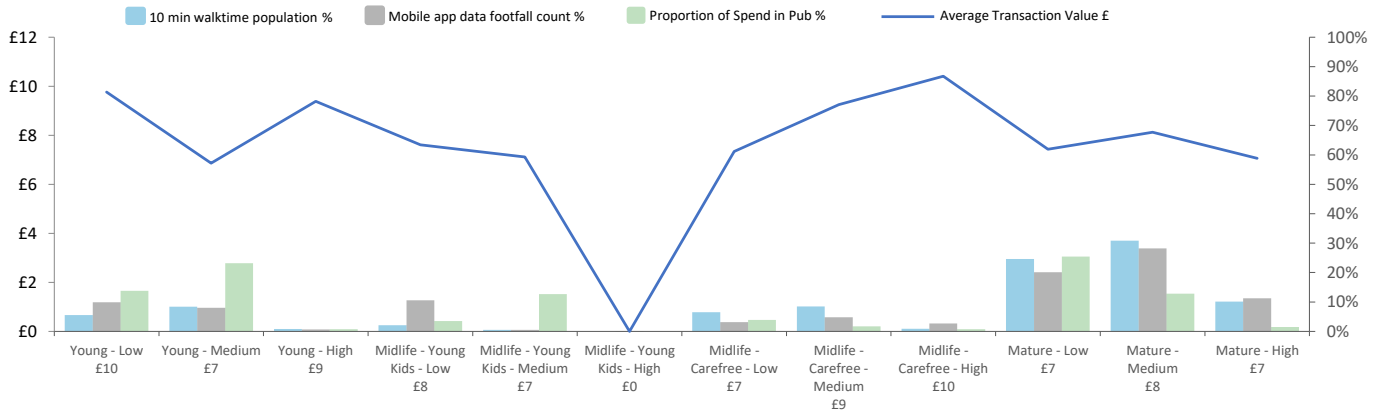
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627215	Devonshire Arms Hasland	S 41 0JB	Star Pubs & Bars	Community Pub	9



- 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 - Devonshire Arms Hasland



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

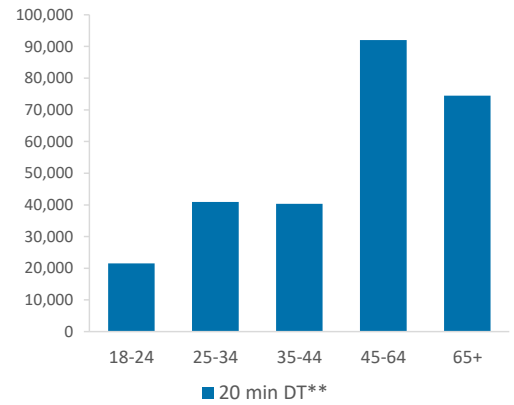
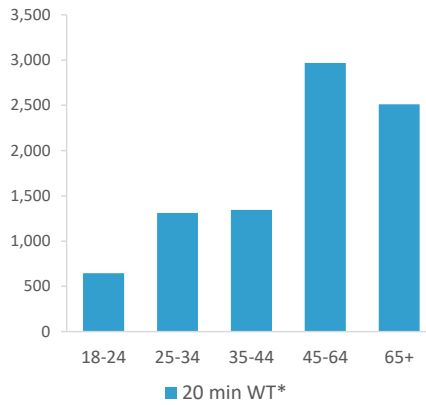
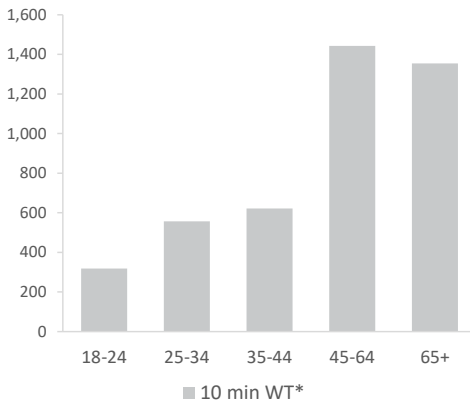
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,198	10,610	333,124	97	57	76
Adults 18+	4,295	8,777	269,271	95	58	77
Competition Pubs	4	10	344	22	28	83
Adults 18+ per Competition Pub	1,074	878	783	125	102	91
% Adults Likely to Drink	79.5%	79.6%	77.6%	104	104	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	38.9%	34.4%	46.3%	117	103	139
	Medium	48.2%	55.0%	38.8%	126	144	102
	High	11.8%	9.2%	13.9%	43	34	51

*Affluence does not include Not Private Households

Age Profile	18-24	318	644	21,515	75	75	79
	25-34	557	1,310	40,959	80	93	92
	35-44	622	1,345	40,320	90	96	91
	45-64	1,443	2,968	92,022	108	109	108
	65+	1,355	2,510	74,455	136	123	116



	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	2,491 (48%)	5,136 (48%)	163,132 (49%)	98	99	100
	Female	2,707 (52%)	5,474 (52%)	169,992 (51%)	102	101	100
Economic Status (16+)	Employed: Full-time	1,426 (32%)	3,172 (35%)	93,703 (34%)	94	103	98
	Employed: Part-time	632 (14%)	1,278 (14%)	36,507 (13%)	121	120	111
	Self employed	305 (7%)	662 (7%)	20,874 (8%)	75	80	82
	Unemployed	100 (2%)	162 (2%)	6,318 (2%)	82	65	83
	Full-time student	56 (1%)	110 (1%)	4,134 (1%)	54	52	63
	Retired	1,294 (29%)	2,455 (27%)	71,522 (26%)	135	125	118
	Other	581 (13%)	1,143 (13%)	43,505 (16%)	76	73	90
Total Worker Count		1,371	5,961	155,712			

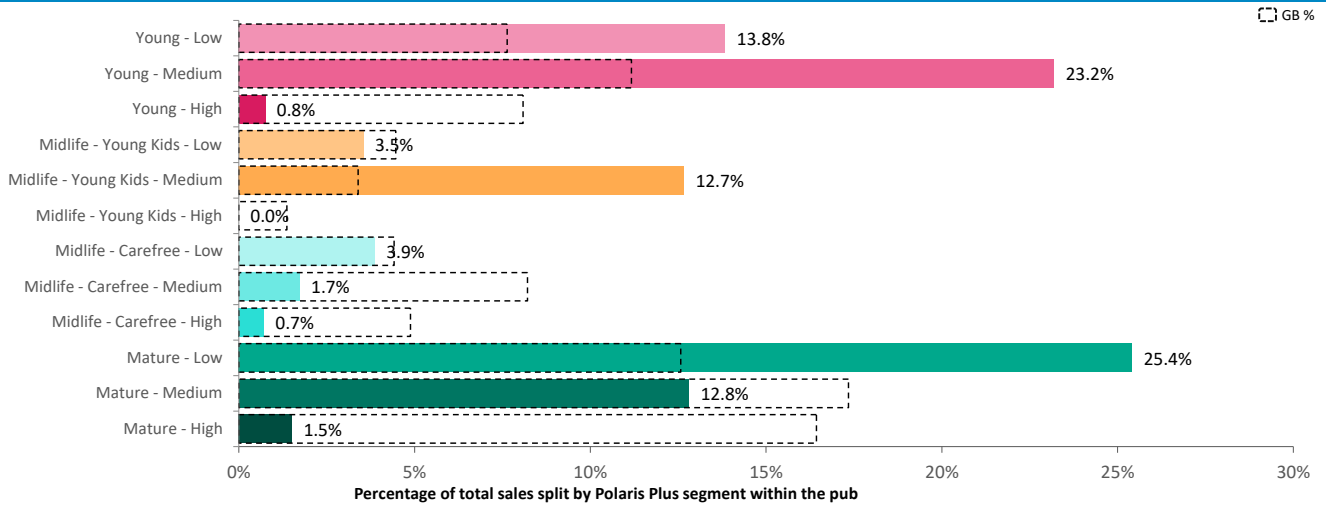
See the Glossary page for further information on the above variables

Transactional Data Summary - Devonshire Arms Hasland

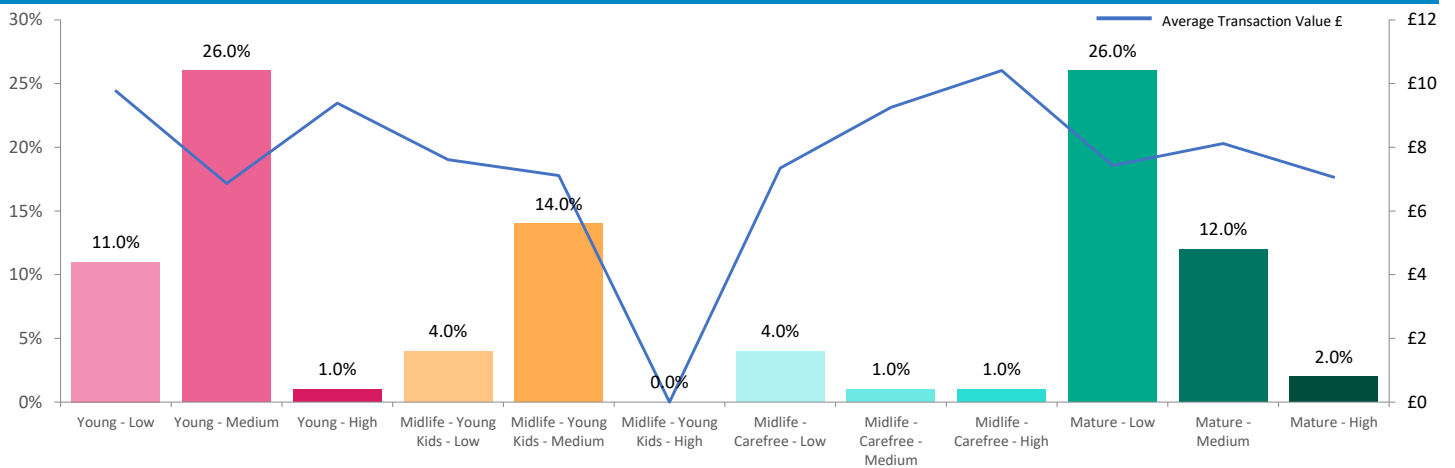


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Spend by Polaris Plus

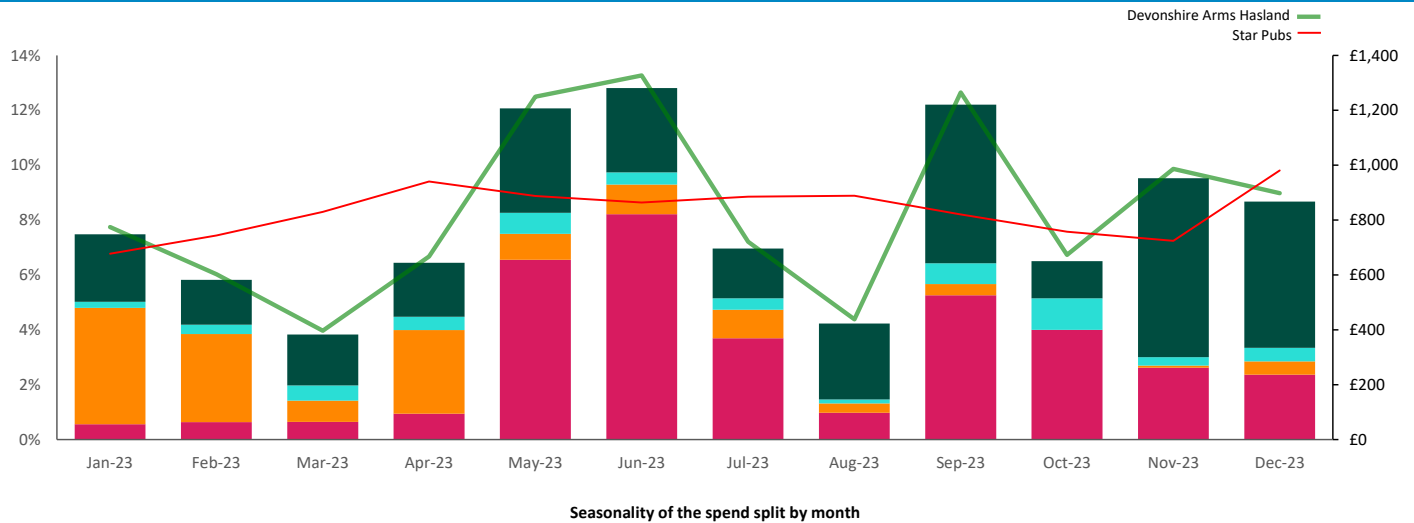


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

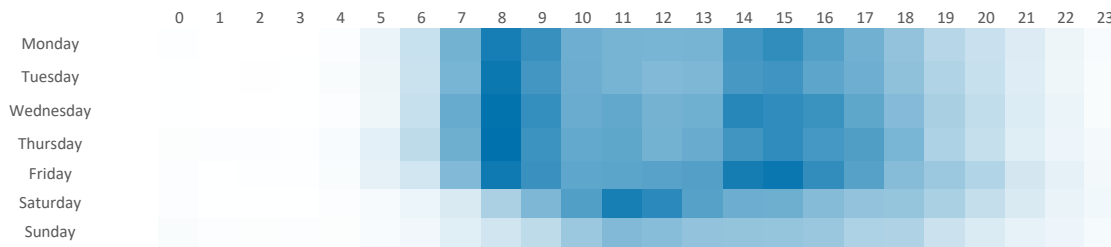


Mobile Data Summary - Devonshire Arms Hasland



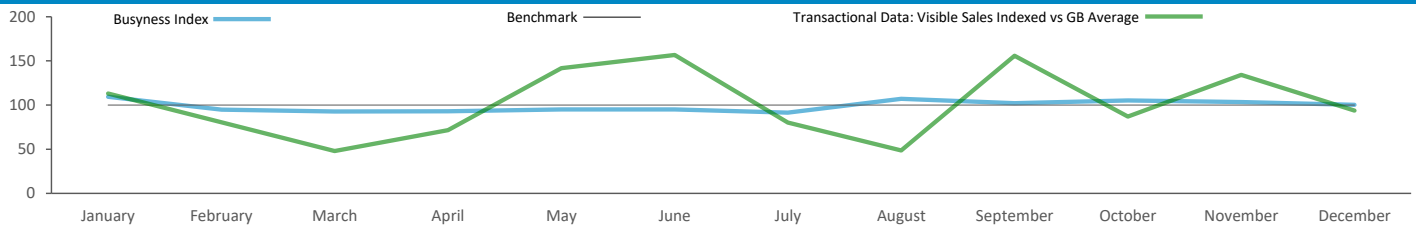
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Time of Day/Day of Week



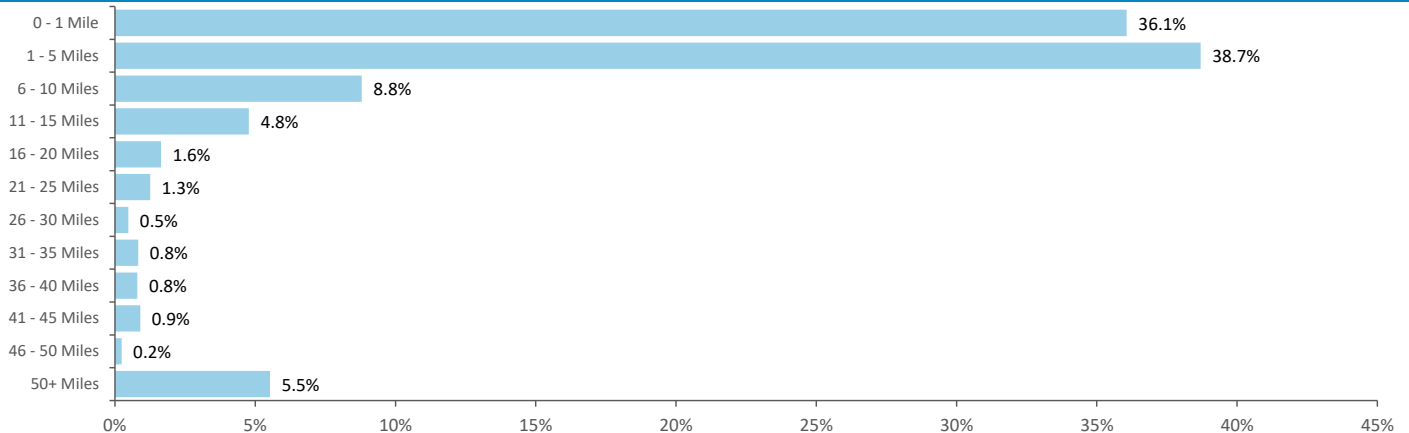
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

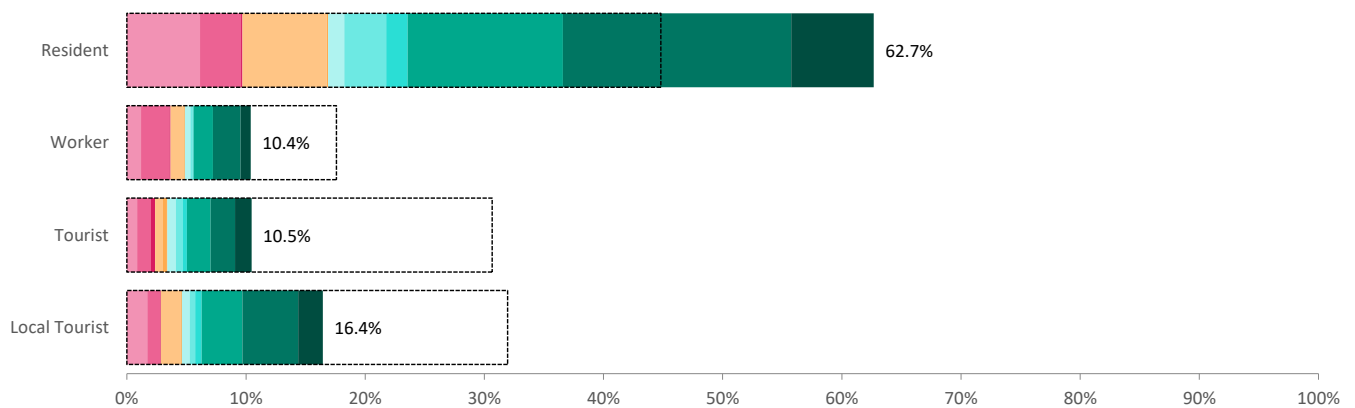
Distance from Home



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



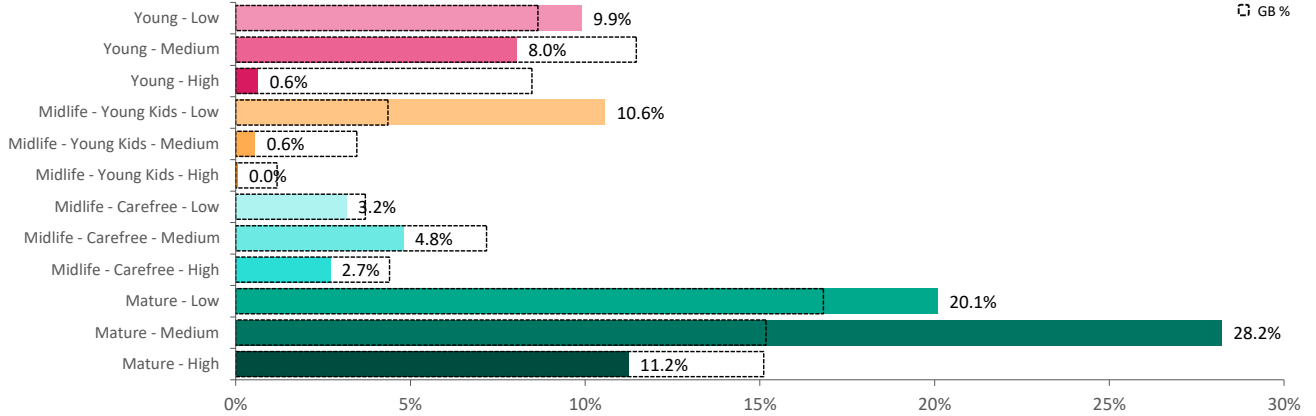
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Devonshire Arms Hasland



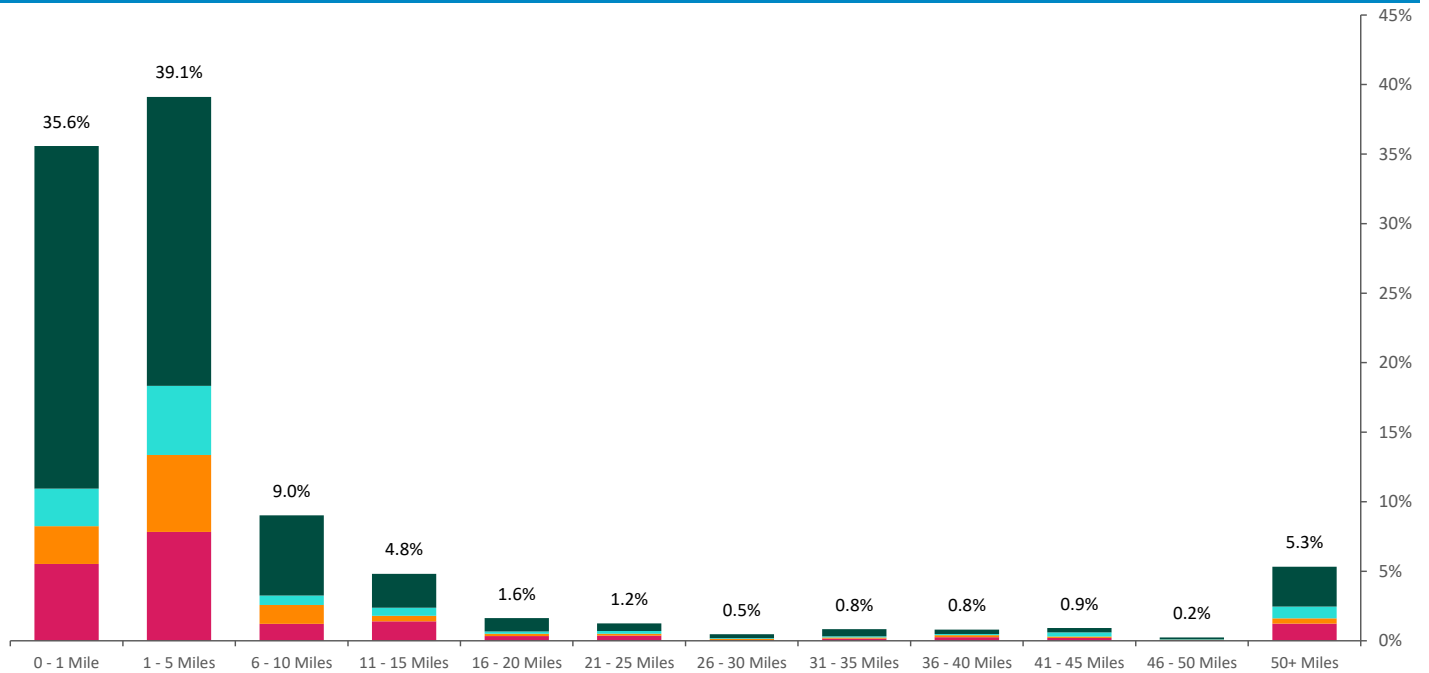
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Polaris Plus Profile



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



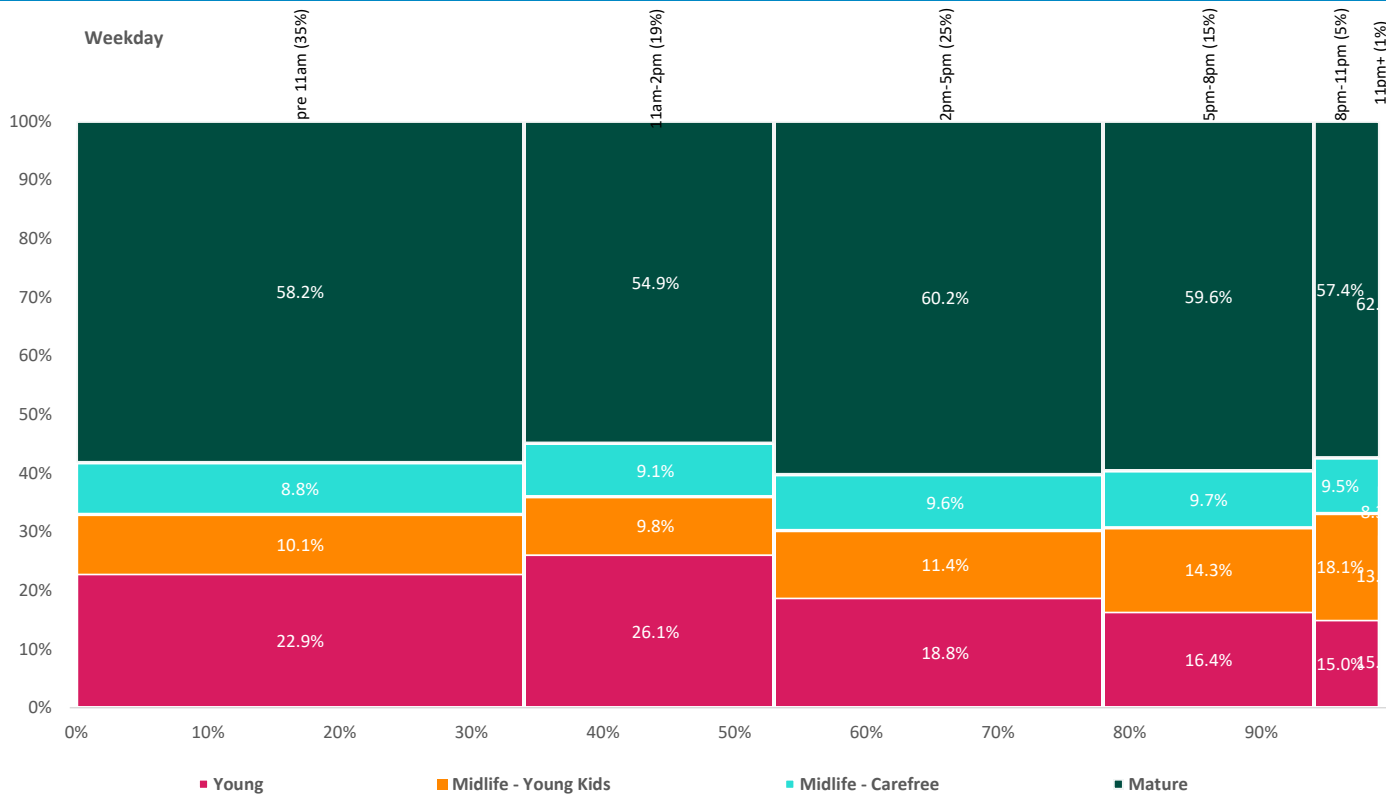
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Mobile Data Summary - Devonshire Arms Hasland

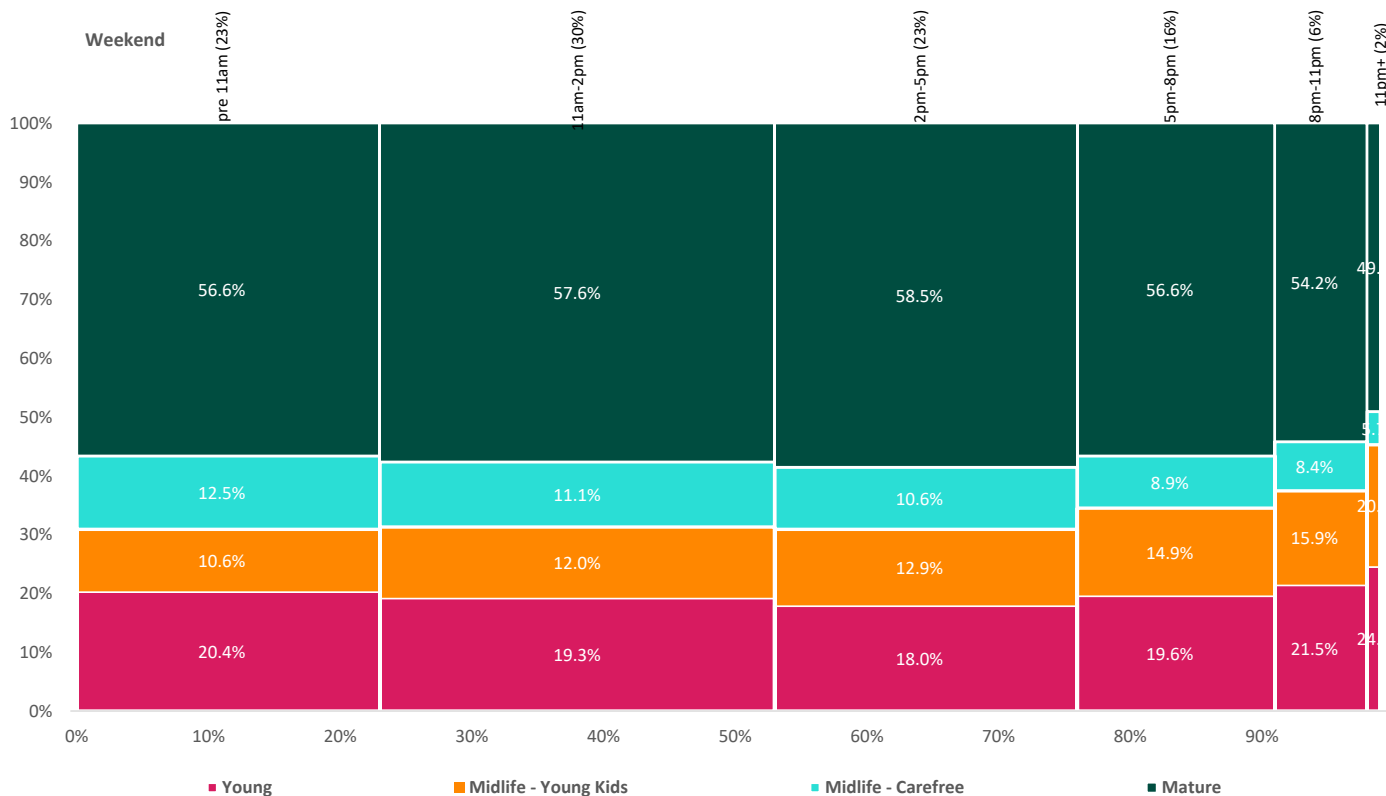


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Devonshire Arms Hasland



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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	636	1,370	42,191	54	57	57
Midlife - Young Kids	113	340	32,191	24	35	109
Midlife - Carefree	680	1,497	32,494	100	108	76
Mature	2,819	5,440	159,702	148	140	134
<i>Not Private Households</i>	47	130	2,693	83	113	76
Total	4,295	8,777	269,271			

Polaris Plus Summary - Devonshire Arms Hasland



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- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High
- Mature**
- Low
- Medium
- High

Polaris Plus Profile by Catchment

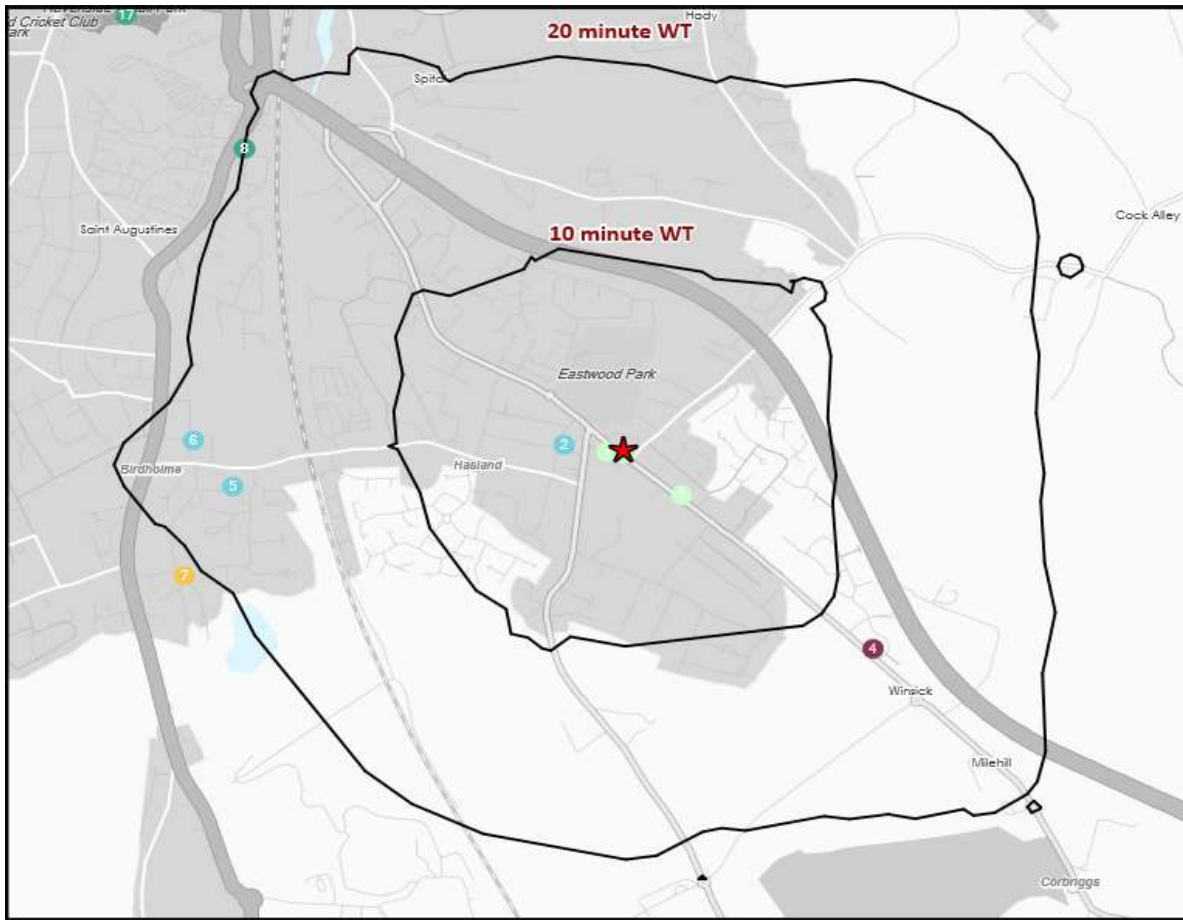
*WT= Walktime, **DT= Drivetime

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	240	314	23,915	57	36	90
Medium	360	1,018	17,465	76	106	59
High	36	38	811	12	6	4
Midlife - Young Kids						
Low	91	318	31,164	39	66	211
Medium	22	22	1,027	12	6	9
High	0	0	0	0	0	0
Midlife - Carefree						
Low	280	575	12,016	155	155	106
Medium	363	837	13,248	118	133	69
High	37	85	7,230	19	22	60
Mature						
Low	1,058	1,808	57,685	179	150	156
Medium	1,326	2,948	72,760	197	214	173
High	435	684	29,257	68	52	72
Not Private Households	47	130	2,693	83	113	76
Total	4,295	8,777	269,271			

CGA Summary - Devonshire Arms Hasland



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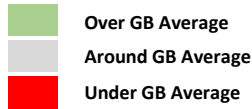


- ★ Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Devonshire Arms	S 41 0JB	Star Pubs & Bars	Community Pub	0.0
1	Hasland Hops	S 41 0JA	Independent Free	Community Pub	0.0
2	Hasland Working Mens Club	S 41 0LH	Independent Free	Clubland	0.1
3	Shoulder Of Mutton	S 41 0JE	Stonegate Pub Company	Community Pub	0.1
4	Three Cottages	S 41 0JJ	Punch Pub Company	Premium Local	0.6
5	Chesterfield Bowls	S 40 2TU	Independent Free	Clubland	0.7
6	Birdholme Working Mens Club	S 40 2TP	Independent Free	Clubland	0.8
7	Cricketal	S 40 2HA	Independent Free	High Street Pub	0.8
8	Harvester Chesterfield	S 40 2EZ	Mitchells & Butlers	Family Pub Dining	0.9
8	Nuffield Health Fitness & Wellbeing Centre	S 40 2EZ	Cannons Group Ltd	Clubland	0.9
8	Nandos	S 40 2EZ	Nandos Restaurants	Casual Dining	0.9
11	Grassmoor Golf Centre	S 42 5EA	Independent Free	Clubland	1.0
12	Riverside	S 41 7RE	Independent Free	Large Venue	1.1
12	Bridge Inn	S 41 7RE	Unknown	High Street Pub	1.1
14	Ibis Hotel	S 41 7RW	Accor Hotels	Hotel	1.2
14	Thai Thai	S 41 7RW	Independent Free	Restaurants	1.2
16	Whitecoates Hotel	S 40 2LR	Stonegate Pub Company	Premium Local	1.2
17	Pizza Hut	S 40 1TB	Pizza Hut UK Ltd	Casual Dining	1.2
18	Galleon Steakhouse	S 41 7TH	Independent Free	Casual Dining	1.2
18	Chandlers	S 41 7TH	Independent Free	High Street Pub	1.2
18	Spa Lane Vaults	S 41 7TH	Wetherspoons GB	Circuit Bar	1.2

Per Pub Analysis - Devonshire Arms Hasland



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,295	8,777	269,271
Number of Competition Pubs	4	10	344
Adults 18+ per Competition Pub	1,074	878	783

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	135	3.1%	39
Circuit Bar	0	151	3.5%	87
Community Pub	3	1,063	24.7%	129
Craft Led	0	72	1.7%	48
Great Pub Great Food	0	545	12.7%	72
High Street Pub	0	981	22.8%	124
Premium Local	0	660	15.4%	93

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	271	3.1%	38
Circuit Bar	0	289	3.3%	81
Community Pub	3	2,095	23.9%	125
Craft Led	0	171	1.9%	56
Great Pub Great Food	0	1,076	12.3%	69
High Street Pub	1	1,981	22.6%	122
Premium Local	1	1,352	15.4%	93

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	8,335	3.1%	38
Circuit Bar	5	9,320	3.5%	85
Community Pub	103	75,923	28.2%	147
Craft Led	0	3,925	1.5%	42
Great Pub Great Food	3	34,260	12.7%	72
High Street Pub	24	69,007	25.6%	139
Premium Local	51	40,543	15.1%	91

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																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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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