

Catchment Summary - Oaklands Derby

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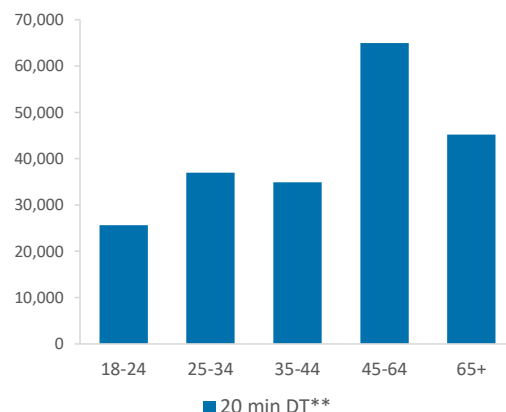
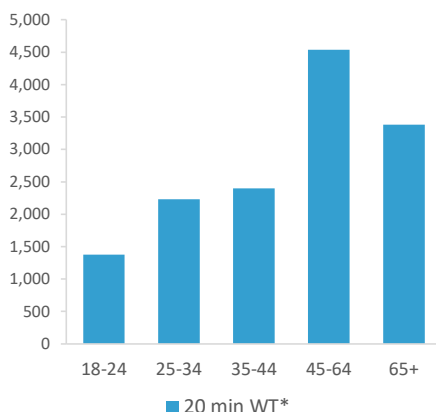
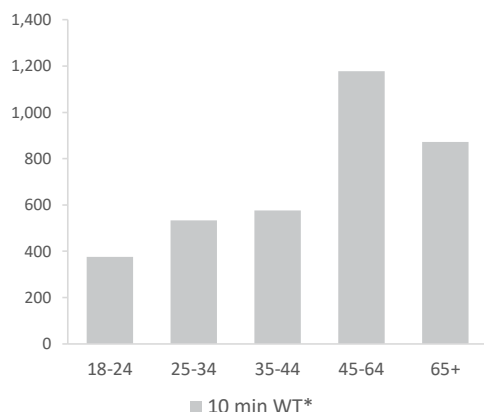
	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

		Around GB Average		Catchment Size (Counts)			Index vs GB Average		
		Under GB Average		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		4,599	18,299	270,339	87	126	71		
Adults 18+		3,535	13,931	207,772	81	78	70		
Competition Pubs		2	7	248	13	22	69		
Adults 18+ per Competition Pub		1,768	1,990	838	214	241	101		
% Adults Likely to Drink		81.1%	82.2%	80.8%	98	100	98		
Population & Adults 18+ index is based on all pubs									
Affluence	Low	34.3%	28.3%	23.5%	134	110	92		
	Medium	57.1%	50.8%	40.8%	145	129	104		
	High	8.3%	20.8%	34.7%	25	62	104		

*Affluence does not include Not Private Households

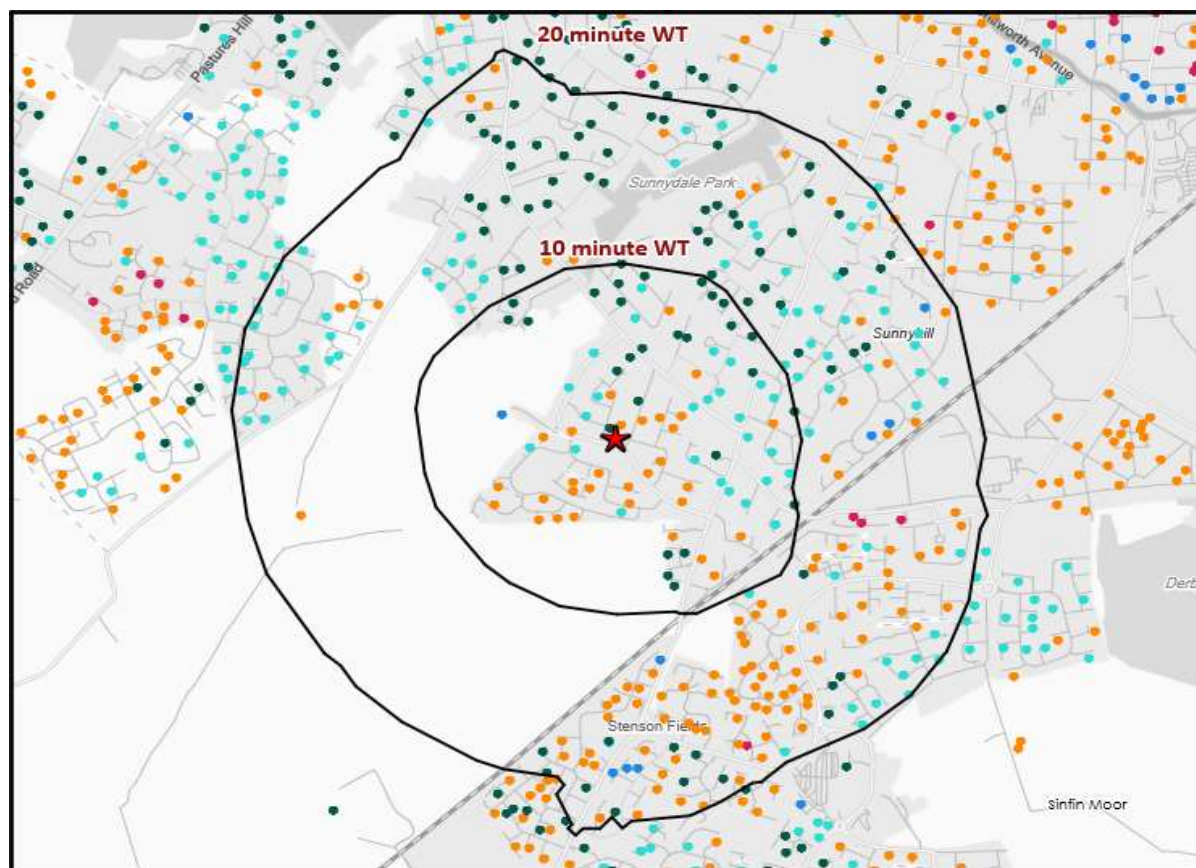
Age Profile	18-24	376	1,377	25,641	101	93	117
	25-34	533	2,230	37,012	87	92	103
	35-44	576	2,403	34,906	97	102	100
	45-64	1,178	4,536	64,966	100	97	94
	65+	872	3,385	45,247	99	97	88



		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	2,269 (49%)	8,894 (49%)	134,165 (50%)	100	98	100
	Female	2,330 (51%)	9,405 (51%)	136,174 (50%)	100	102	100
Economic Status (16-74)	Employed: Full-time	1,232 (39%)	5,197 (41%)	79,431 (41%)	94	98	99
	Employed: Part-time	480 (15%)	1,902 (15%)	26,433 (14%)	117	115	106
	Self employed	235 (7%)	906 (7%)	13,828 (7%)	78	74	75
	Unemployed	77 (2%)	327 (3%)	5,231 (3%)	103	108	115
	Retired	514 (16%)	1,876 (15%)	24,880 (13%)	118	107	94
	Other	624 (20%)	2,557 (20%)	42,472 (22%)	100	102	112
Total Worker Count		680	2,735	137,434			

See the Glossary page for further information on the above variables

Polaris Summary - Oaklands Derby



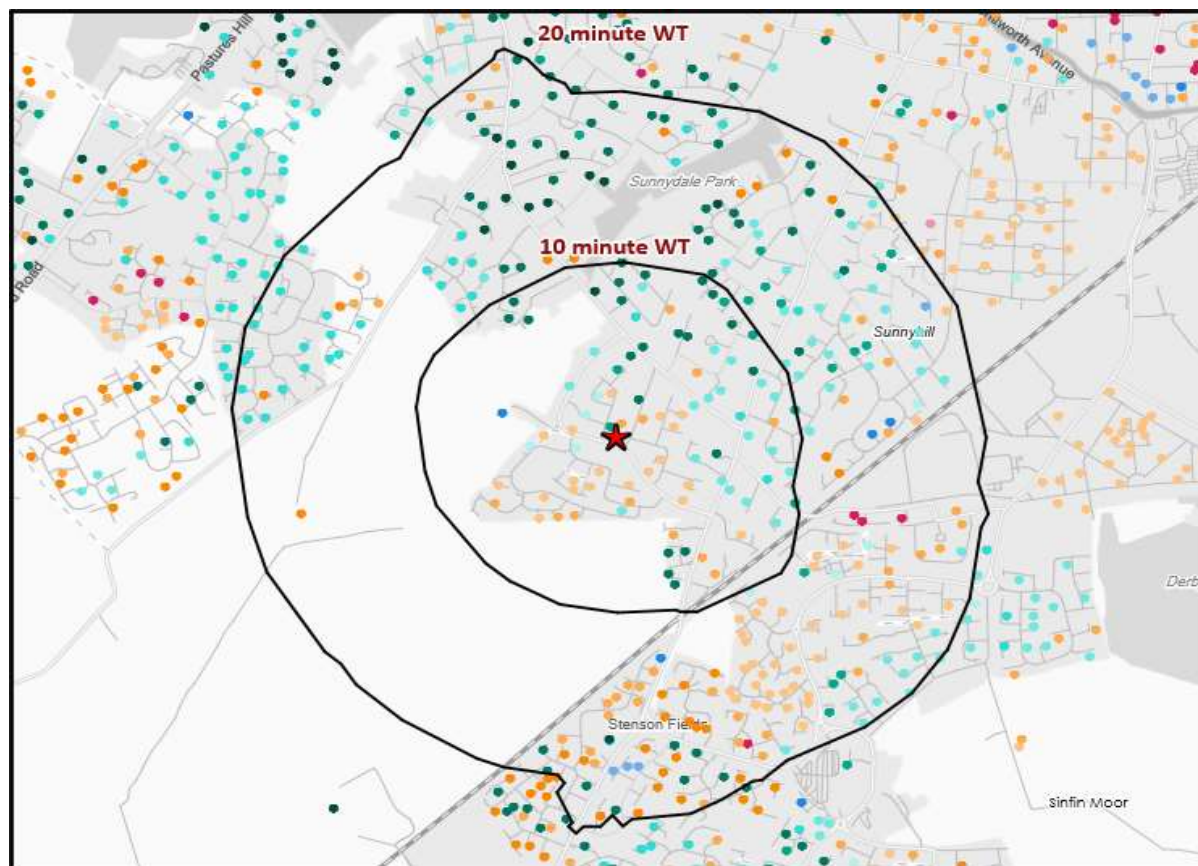
- ★ Pub Sites
- ⌂ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
 - Young Adult - Showing I'm Cool
 - Midlife - Young Kids
 - Midlife - Carefree
 - Mature

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 Adult - Showing I Care	0	120	24,900	0	10	134
Young Adult - Showing I'm Cool	4	313	21,976	1	24	115
Midlife - Young Kids	1,772	5,919	61,935	160	135	95
Midlife - Carefree	1,001	4,191	41,867	135	143	96
Mature	748	3,378	55,032	76	87	95
Not Private Households	10	10	2,062	20	5	69
Total	3,535	13,931	207,772			

Polaris Summary - Oaklands Derby



★ Pub Sites

Ⓜ Catchment

Polaris Plus Segments

Young Adult - Showing I Care

● Low

● Medium

● High

Young Adult - Showing I'm Cool

● 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 Adult - Showing I Care						
Low	0	0	6,157	0	0	71
Medium	0	0	363	0	0	13
High	0	120	18,380	0	26	263
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	205	11,923	0	40	155
High	4	108	10,053	3	17	108
Midlife - Young Kids						
Low	975	2,802	23,773	248	181	103
Medium	709	2,066	24,986	134	99	81
High	88	1,051	13,176	46	140	118
Midlife - Carefree						
Low	126	240	8,881	105	51	126
Medium	746	2,687	17,625	314	287	126
High	129	1,264	15,361	33	83	68
Mature						
Low	112	901	10,013	53	109	81
Medium	562	2,120	29,855	126	120	114
High	74	357	15,164	22	27	78
Not Private Households	10	10	2,062	20	5	69
Total	3,535	13,931	207,772			

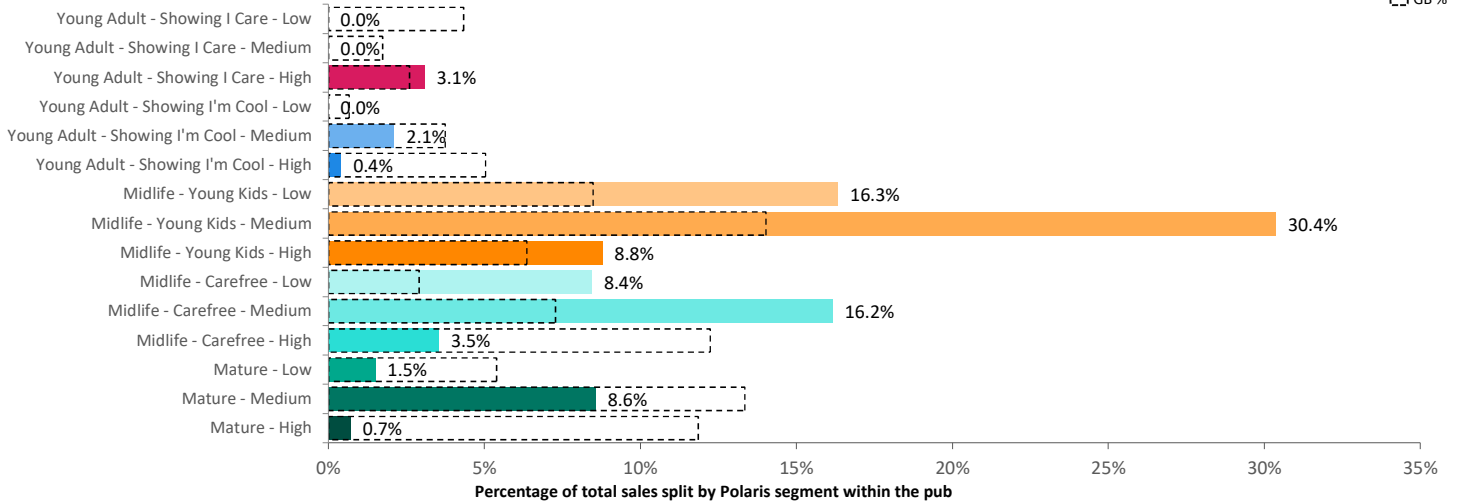
Transactional Data Summary - Oaklands Derby



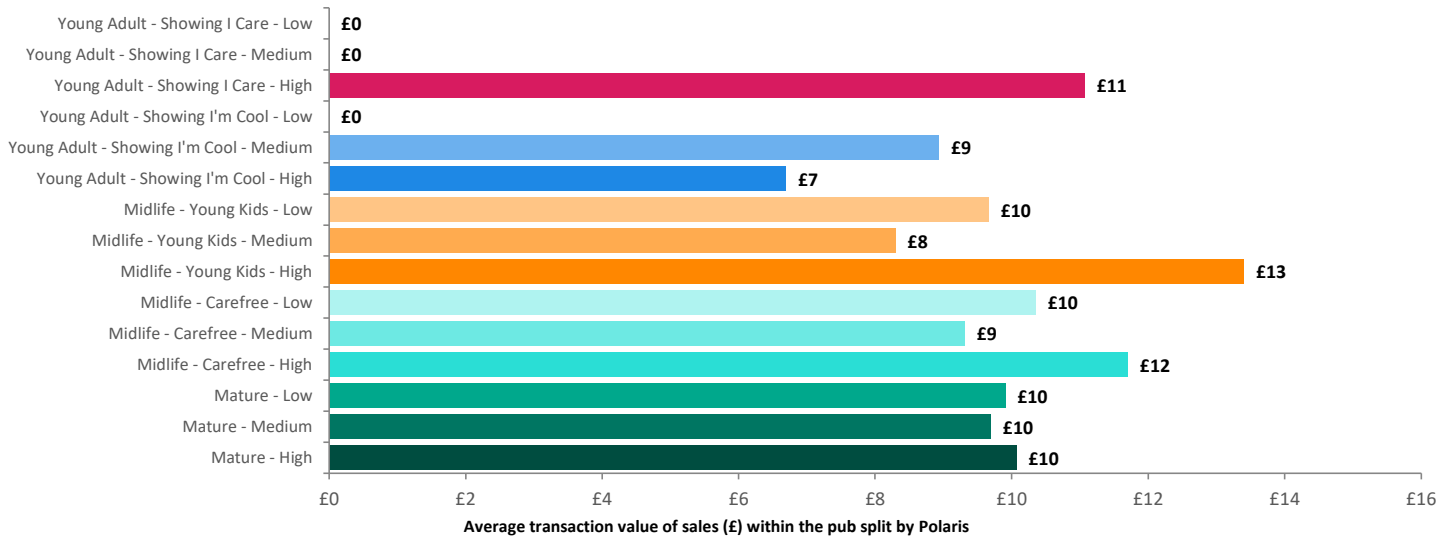
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Spend by Polaris

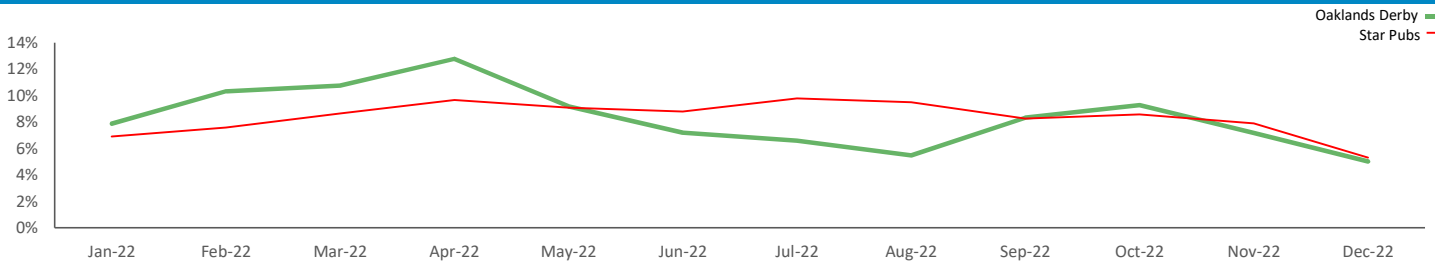
GB %



Average Transaction Values (£) by Polaris

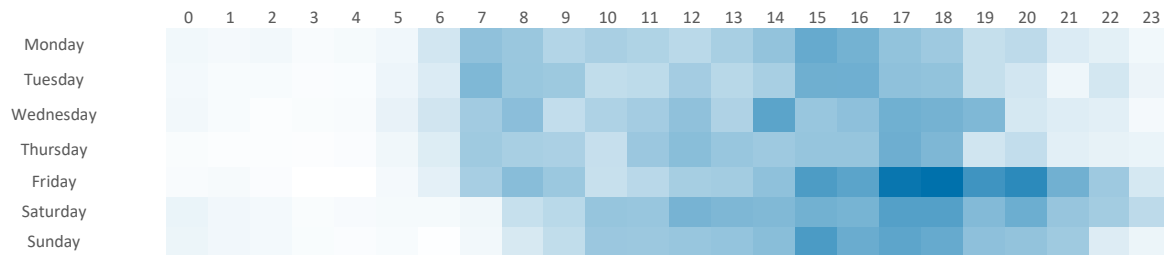


Spend by Month



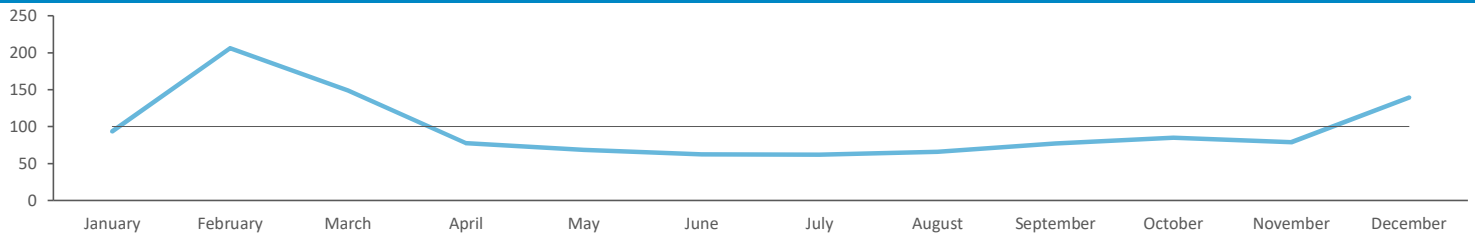
Mobile Data Summary - Oaklands Derby

Time of Day/Day of Week



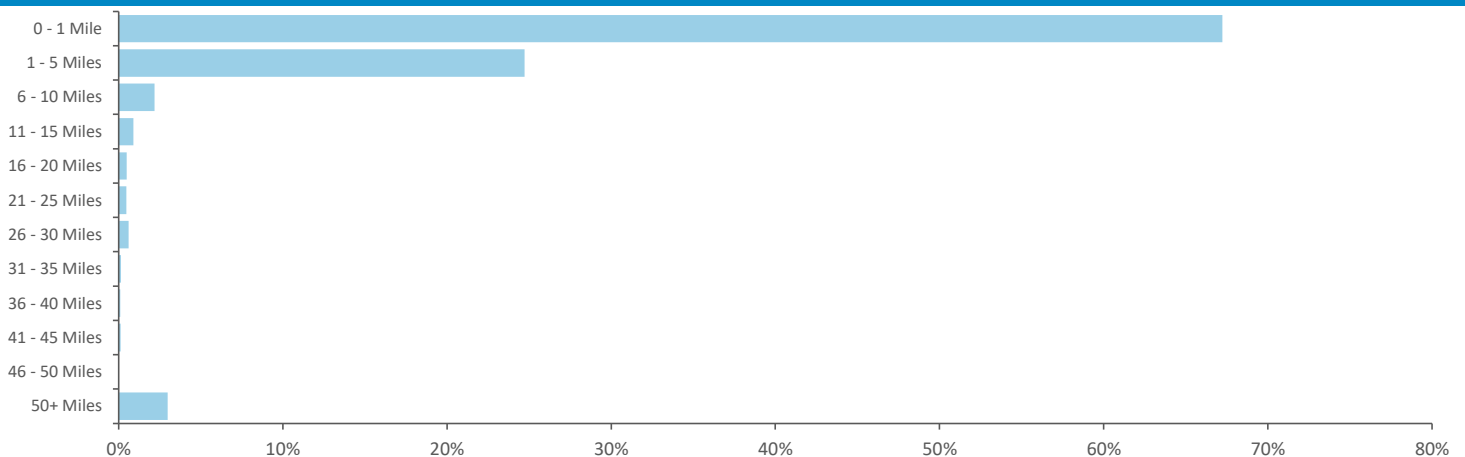
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



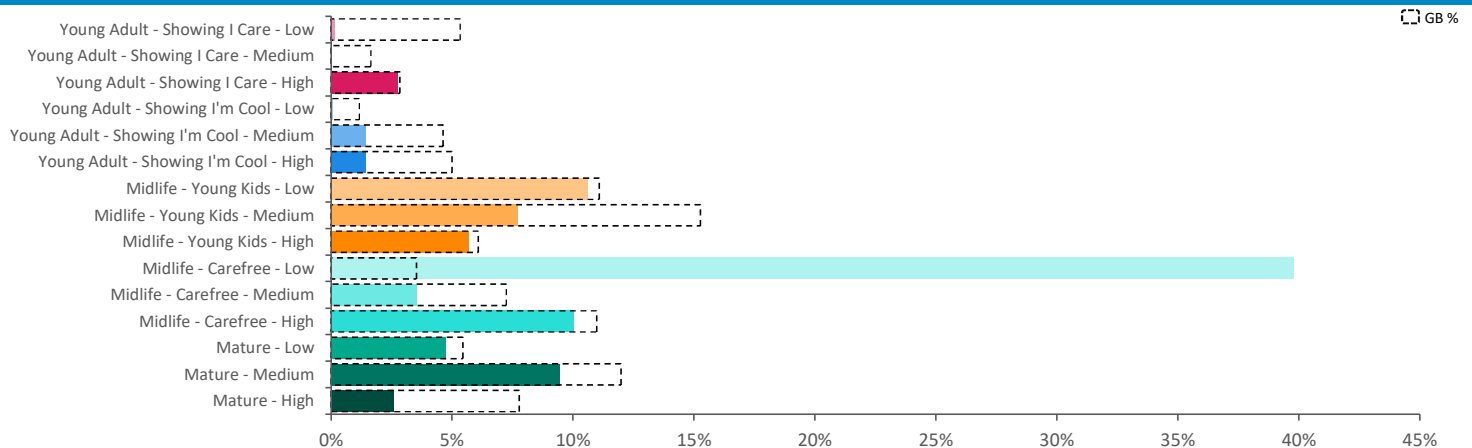
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile



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

CGA Summary - Oaklands Derby



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Oaklands	DE23 2QL	Star Pubs & Bars	Community Pub	0.0
2	Littleover Club	DE23 1FQ	Independent Free	Clubland	0.5
3	Grampian	DE24 9NB	Marston's	Community Pub	0.6
4	Sunnyhill Community Association	DE23 8AF	Independent Free	Clubland	0.7
5	Stenson Fields	DE24 3JG	Mitchells & Butlers	Family Pub Dining	0.8
6	Ferrers Arms	DE24 3DS	Everards	Community Pub	0.8
7	Sinfin Moor Social Club	DE24 3DH	Independent Free	Clubland	0.9
8	Derby Co-Op Society Bowls Club	DE23 6XL	Independent Free	Clubland	0.9
9	Littleover Bowls Club	DE23 3ES	Independent Free	Clubland	0.9
10	Derby Congregational Cricket Club	DE23 6LD	Independent Free	Clubland	1.0
11	Derby Golf Club	DE24 9GF	Independent Free	Clubland	1.0
12	Evington Club	DE23 8DD	Independent Free	Clubland	1.1
13	Hollybrook	DE23 3TZ	Mitchells & Butlers	Family Pub Dining	1.2
13	Bollywood	DE23 3TZ	Independent Free	Restaurants	1.2
15	Norman Arms	DE23 8DF	Trust Inns Limited	Community Pub	1.2
16	Fairholme Social Club	DE23 6FZ	Independent Free	Clubland	1.2
17	White Swan	DE23 6GA	Greene King	Family Pub Dining	1.2
18	Grange Banqueting Suite	DE23 6XX	Independent Free	Large Venue	1.2

Per Pub Analysis - Oaklands Derby

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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+	3,535	13,931	207,772
Number of Competition Pubs	2	7	248
Adults 18+ per Competition Pub	1,768	1,990	838

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	182	5.2%	51
Circuit Bar	104	2.9%	80
Community Pub	822	23.2%	134
Craft Led	42	1.2%	37
Great Pub Great Food	303	8.6%	45
High Street Pub	787	22.3%	128
Premium Local	413	11.7%	67

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	877	6.3%	62
Circuit Bar	367	2.6%	72
Community Pub	2,935	21.1%	121
Craft Led	187	1.3%	42
Great Pub Great Food	1,789	12.8%	67
High Street Pub	2,855	20.5%	118
Premium Local	1,983	14.2%	81

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	24,371	11.7%	115
Circuit Bar	6,253	3.0%	82
Community Pub	33,404	16.1%	93
Craft Led	8,272	4.0%	126
Great Pub Great Food	40,257	19.4%	101
High Street Pub	34,420	16.6%	96
Premium Local	32,228	15.5%	88

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, 5.1</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, 5.2</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, 5.3</p>															
Age Profile	Counts of residents by Age band															
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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.																
Consumer Insight	<table><tr><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what's new</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>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</td><td>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</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></table>	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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"
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Product needs	<table><tr><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</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>	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<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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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 6 categories, 18 groups and 62 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.																