

# Catchment Summary - White Hart Stanley



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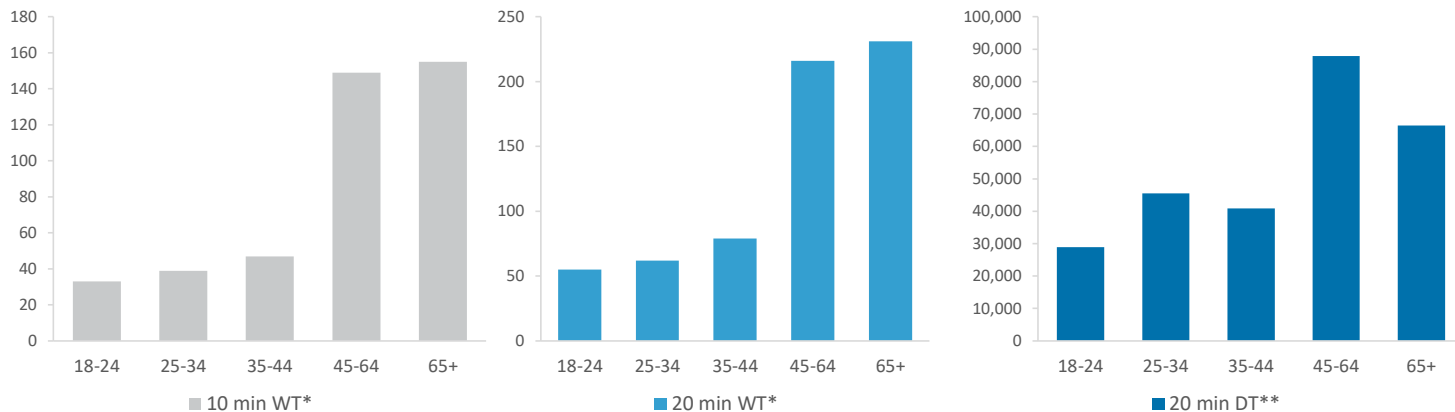
	Over GB Average
	Around GB Average
	Under GB Average

\*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	505	783	339,768	10	5	90	
Adults 18+	423	643	269,622	10	4	90	
Competition Pubs	1	1	359	7	3	99	
Adults 18+ per Competition Pub	423	643	751	51	78	91	
% Adults Likely to Drink	83.0%	81.5%	82.5%	101	99	100	
Affluence	Low	4.7%	5.8%	22.9%	18	22	89
	Medium	87.7%	89.3%	52.3%	223	227	133
	High	7.6%	5.0%	24.0%	23	15	72
Age Profile	18-24	33	55	28,916	81	87	105
	25-34	39	62	45,514	58	60	101
	35-44	47	79	40,863	72	78	93
	45-64	149	216	87,862	115	108	101
	65+	155	231	66,467	161	154	102

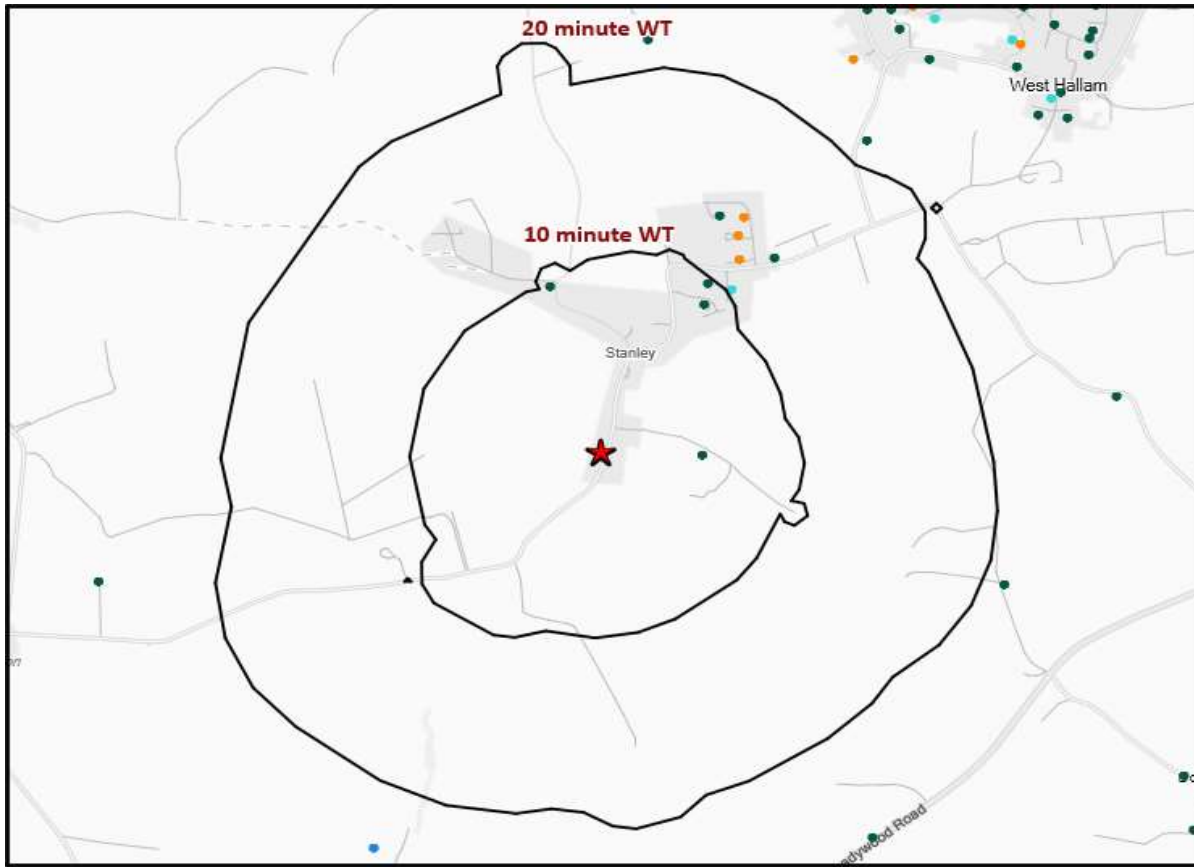
Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



	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	254 (50%)	383 (49%)	167,760 (49%)	102	99	100
	Female	251 (50%)	400 (51%)	172,008 (51%)	98	101	100
Economic Status (16-74)	Employed: Full-time	136 (37%)	196 (36%)	102,039 (42%)	89	86	100
	Employed: Part-time	52 (14%)	80 (15%)	34,418 (14%)	109	113	108
	Self employed	43 (12%)	54 (10%)	18,115 (7%)	123	104	78
	Unemployed	7 (2%)	13 (2%)	6,249 (3%)	81	100	108
	Retired	85 (23%)	119 (22%)	37,290 (15%)	169	158	111
Other	43 (12%)	84 (15%)	46,091 (19%)	60	78	96	
Total Worker Count	160	190	183,151				

See the Glossary page for further information on the above variables

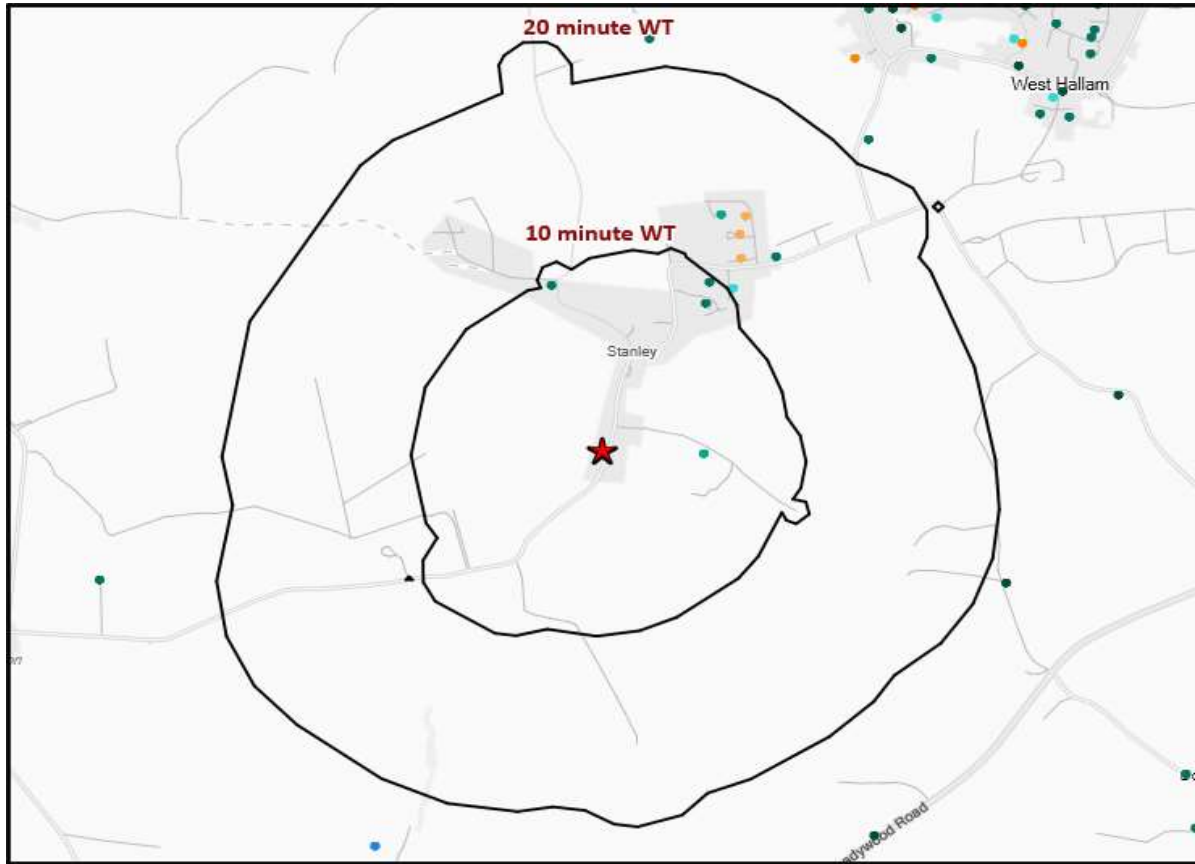


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	13,411	0	0	56
Young Adult - Showing I'm Cool	0	0	20,746	0	0	84
Midlife - Young Kids	0	167	80,470	0	83	95
Midlife - Carefree	32	32	68,164	36	24	120
Mature	391	444	84,546	330	247	112
<b>Not Private Households</b>	0	0	2,285	0	0	59
<b>Total</b>	423	643	269,622			



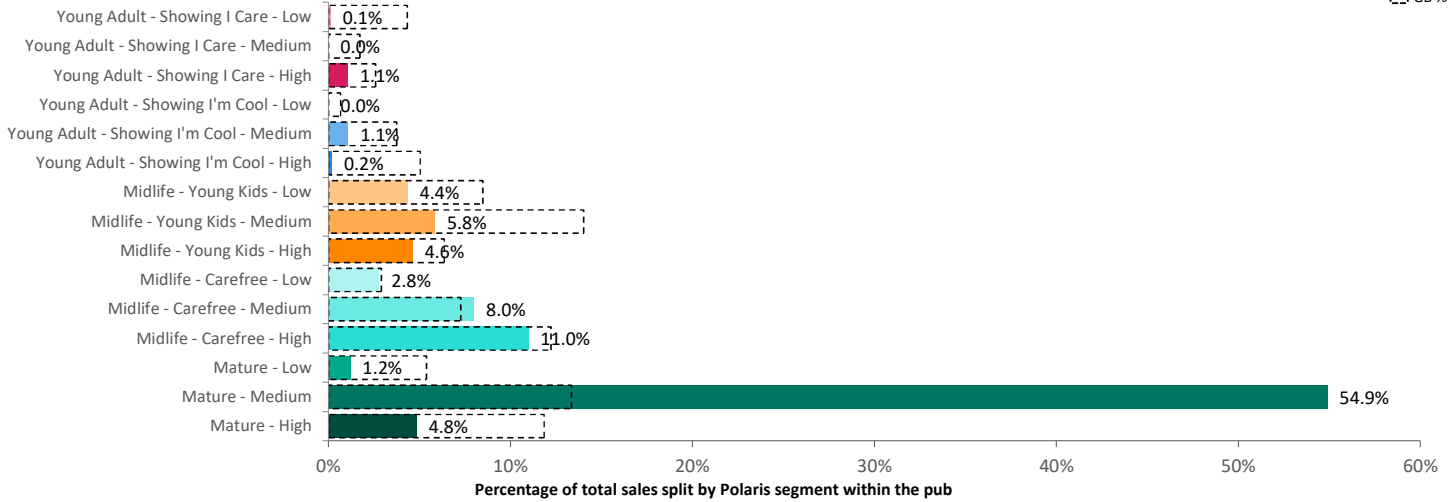
Polaris Plus Profile by Catchment

\*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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	5,760	0	0	51
Medium	0	0	363	0	0	10
High	0	0	7,288	0	0	80
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	11,328	0	0	114
High	0	0	9,418	0	0	78
<b>Midlife - Young Kids</b>						
Low	0	0	23,738	0	0	79
Medium	0	167	40,812	0	174	101
High	0	0	15,920	0	0	110
<b>Midlife - Carefree</b>						
Low	0	0	17,392	0	0	190
Medium	0	0	36,903	0	0	204
High	32	32	13,869	69	46	47
<b>Mature</b>						
Low	20	37	14,788	80	97	92
Medium	371	407	51,519	693	500	151
High	0	0	18,239	0	0	72
<b>Not Private Households</b>	0	0	2,285	0	0	59
<b>Total</b>	423	643	269,622			

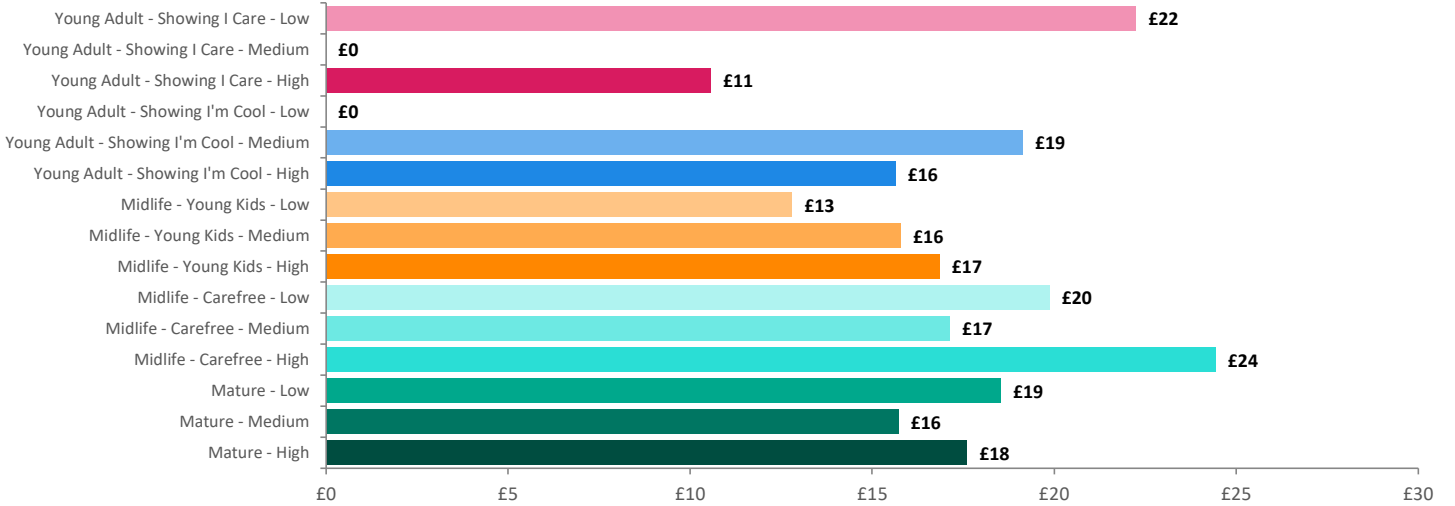
Spend by Polaris

GB %



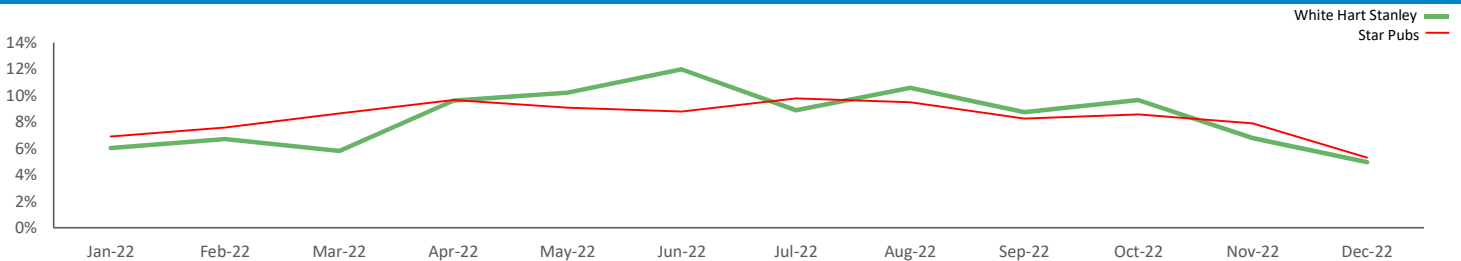
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

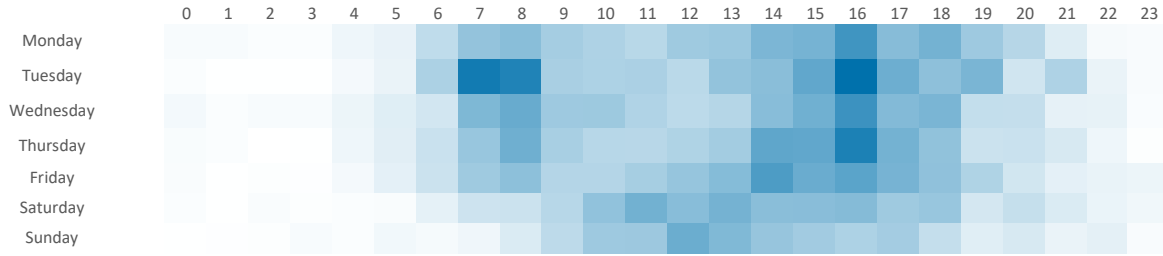


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

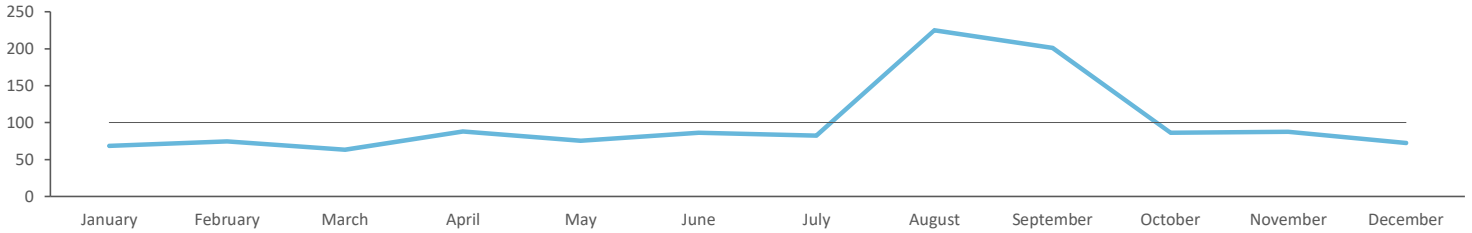


Time of Day/Day of Week



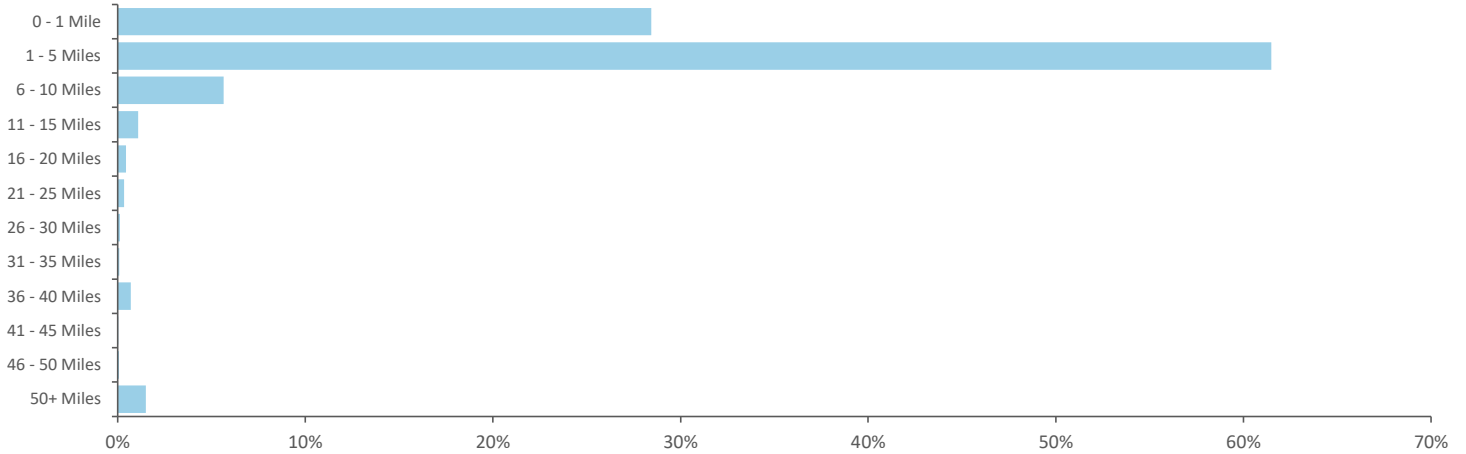
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



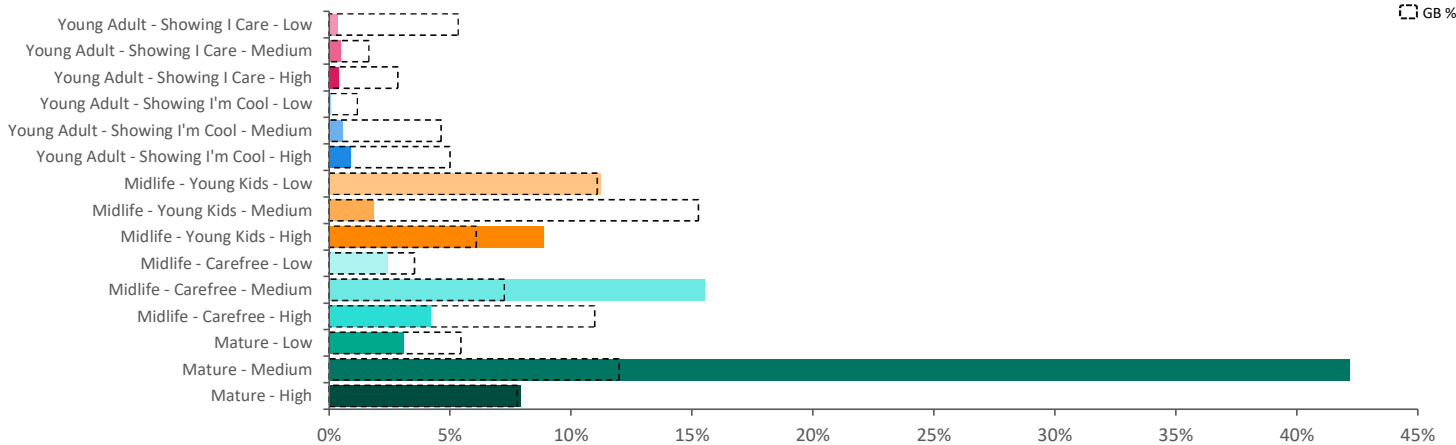
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



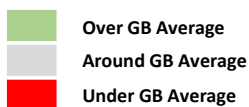
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	White Hart	DE 7 6EX	Star Pubs & Bars	Community Pub	0.0
2	Punch Bowl	DE 7 6GR	Star Pubs & Bars	Community Pub	1.2
2	West Hallam White Rose Cricket Club	DE 7 6GR	Independent Free	Clubland	1.2

# Per Pub Analysis - White Hart Stanley



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\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	423	643	269,622
Number of Competition Pubs	1	1	359
Adults 18+ per Competition Pub	423	643	751

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2	0.5%	5
Circuit Bar	1	0.3%	9
Community Pub	116	27.5%	158
Craft Led	0	0.0%	0
Great Pub Great Food	80	18.8%	98
High Street Pub	117	27.6%	159
Premium Local	107	25.3%	144

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	37	5.8%	57
Circuit Bar	25	3.9%	107
Community Pub	151	23.5%	135
Craft Led	10	1.5%	47
Great Pub Great Food	105	16.4%	85
High Street Pub	159	24.8%	143
Premium Local	155	24.1%	138

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	23,345	8.7%	85
Circuit Bar	8,616	3.2%	87
Community Pub	42,927	15.9%	92
Craft Led	7,124	2.6%	84
Great Pub Great Food	42,679	15.8%	83
High Street Pub	45,244	16.8%	97
Premium Local	43,107	16.0%	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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; 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 Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			