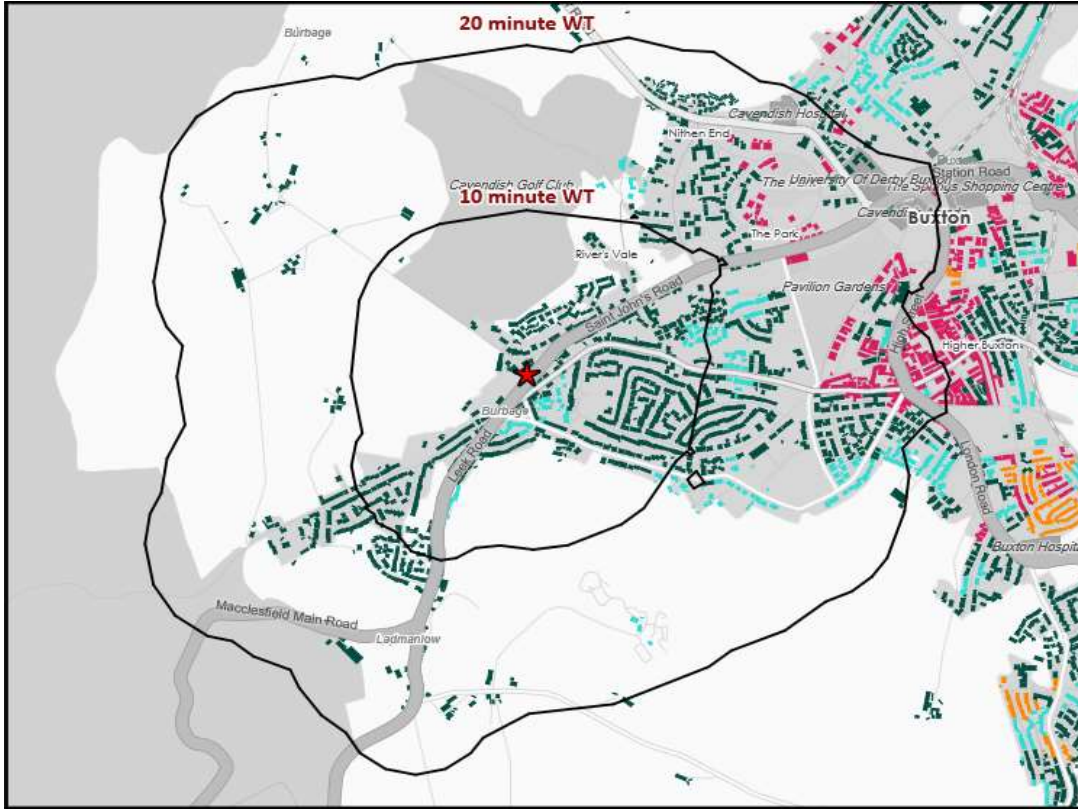


# Catchment Summary - Duke Burbage

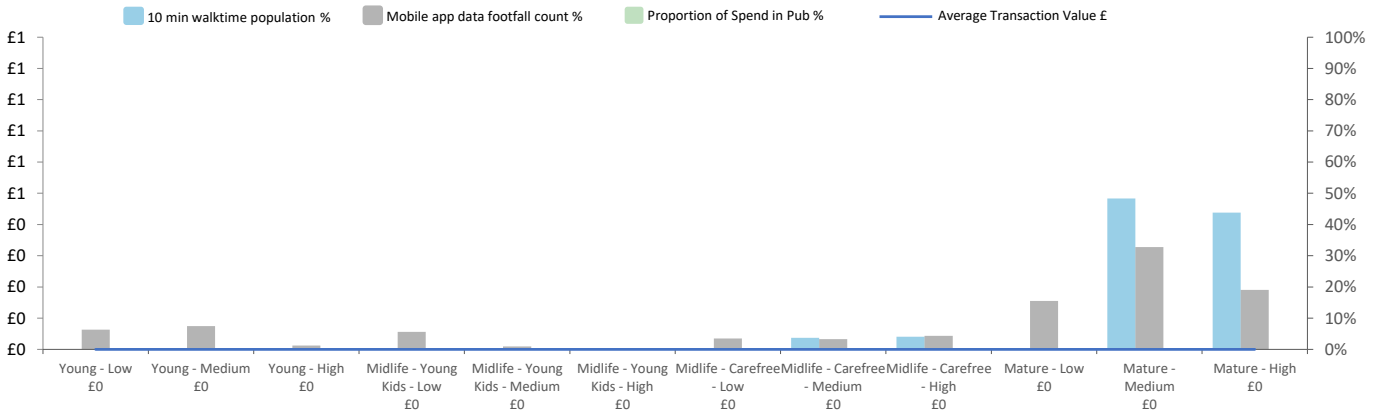
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625898	Duke Burbage	SK17 6UR			17



- 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 - Duke Burbage



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

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

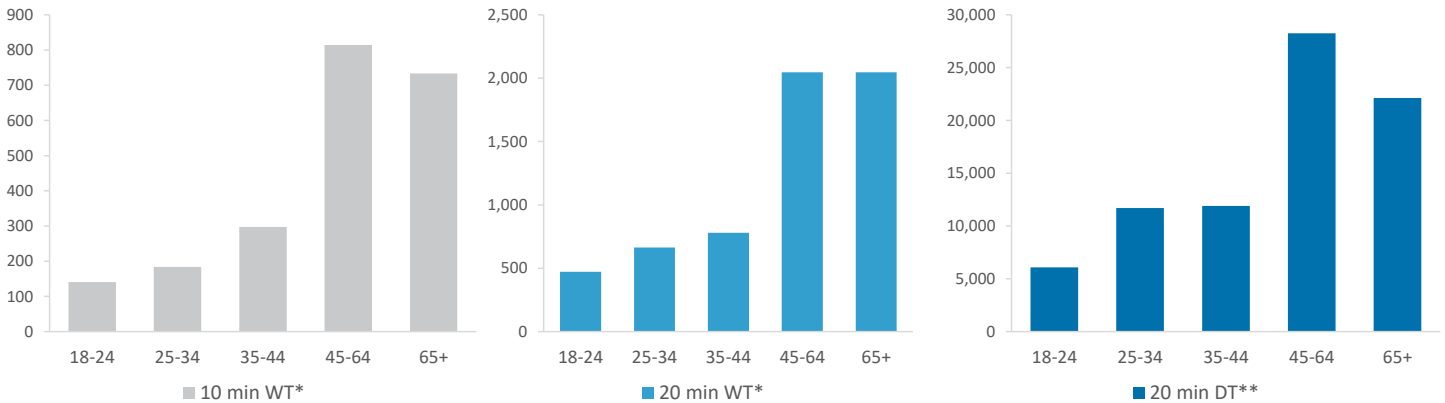
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,679	7,150	97,882	50	39	22
Adults 18+	2,169	6,007	80,034	48	39	23
Competition Pubs	1	11	210	6	31	50
Adults 18+ per Competition Pub	2,169	546	381	253	64	44
% Adults Likely to Drink	81.9%	80.5%	79.1%	107	106	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.1%	11.3%	28.2%	0	34	85
	Medium	52.0%	47.2%	46.3%	136	124	121
	High	47.9%	36.7%	24.0%	175	135	88

\*Affluence does not include Not Private Households

Age Profile	18-24	141	471	6,072	65	81	76
	25-34	184	663	11,700	51	70	90
	35-44	297	779	11,893	84	82	92
	45-64	814	2,047	28,252	118	111	112
	65+	733	2,047	22,117	142	149	118



	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	1,310 (49%)	3,521 (49%)	48,537 (50%)	100	101	101
	Female	1,369 (51%)	3,629 (51%)	49,345 (50%)	100	99	99
Economic Status (16+)	Employed: Full-time	718 (32%)	1,853 (30%)	28,050 (34%)	93	87	99
	Employed: Part-time	338 (15%)	760 (12%)	10,893 (13%)	127	104	112
	Self employed	232 (10%)	591 (10%)	8,697 (11%)	112	104	115
	Unemployed	13 (1%)	117 (2%)	1,720 (2%)	21	69	76
	Full-time student	36 (2%)	75 (1%)	1,078 (1%)	67	51	55
	Retired	718 (32%)	2,015 (33%)	21,368 (26%)	146	149	119
	Other	189 (8%)	752 (12%)	10,380 (13%)	48	70	73
Total Worker Count		572	2,762	47,244			

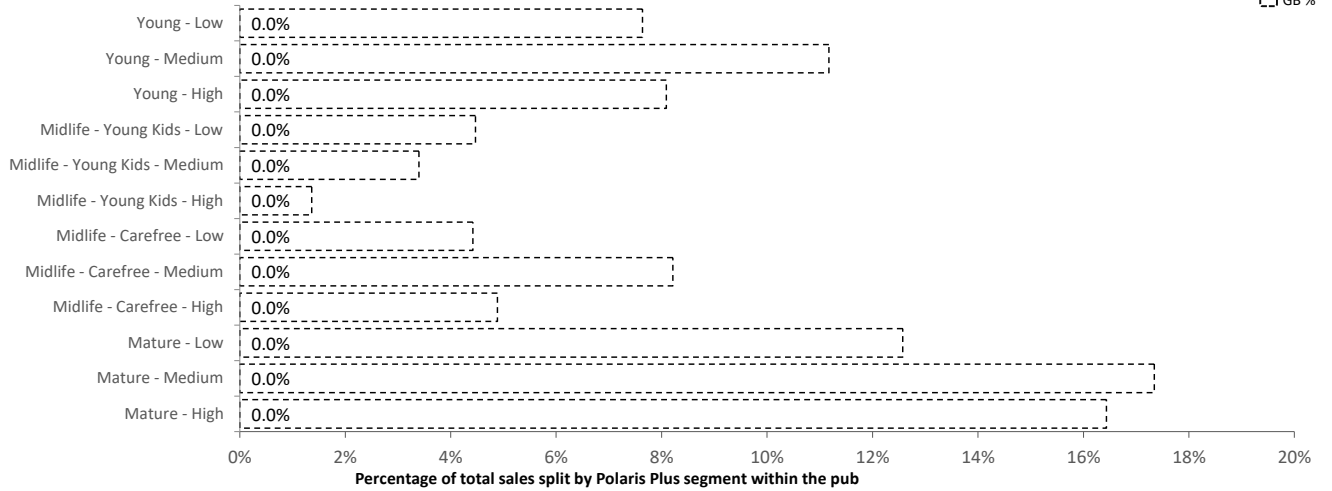
See the Glossary page for further information on the above variables

# Transactional Data Summary - Duke Burbage

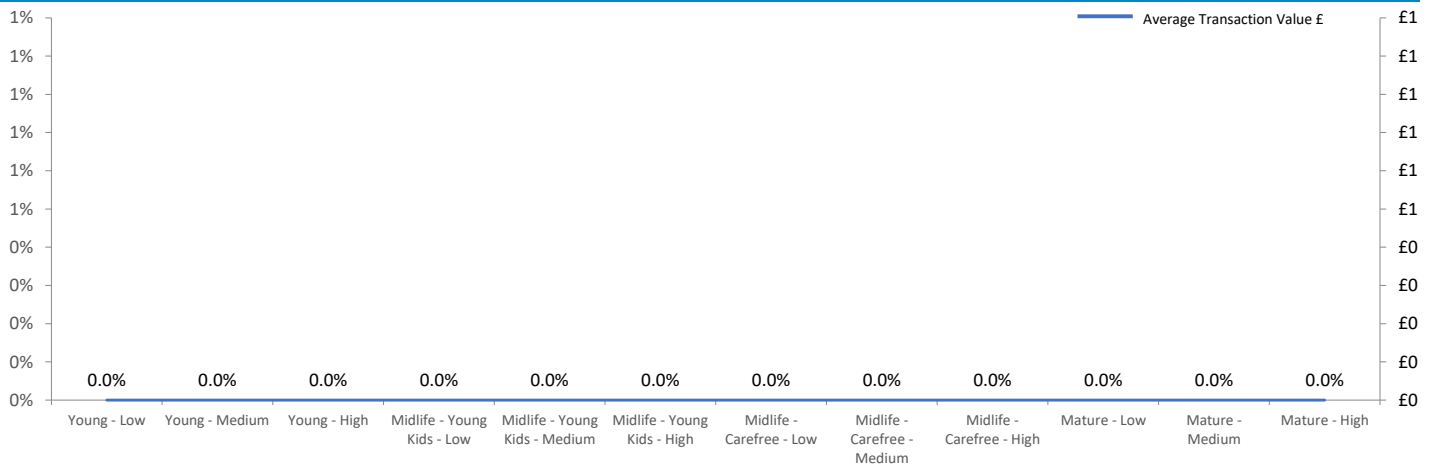


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## Spend by Polaris Plus

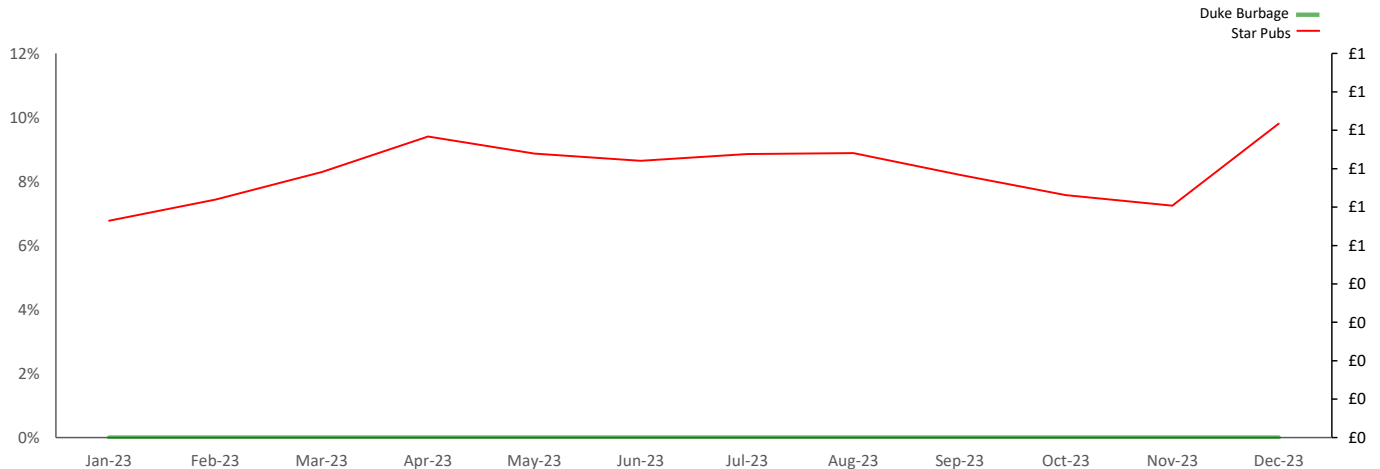


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



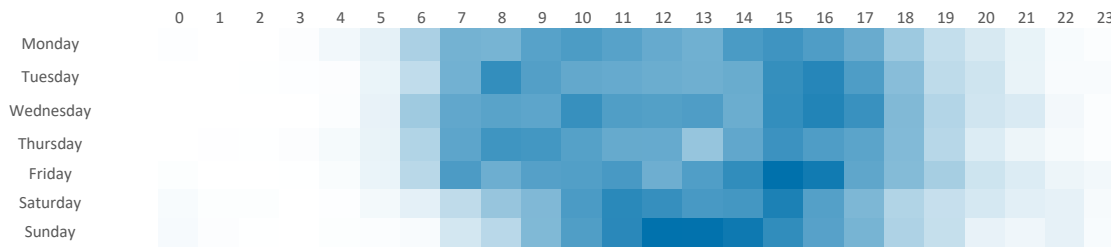
### Seasonality of the spend split by month

# Mobile Data Summary - Duke Burbage



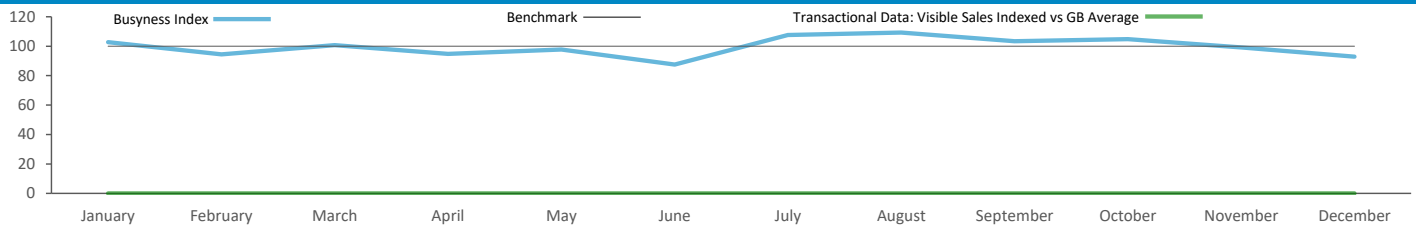
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## Time of Day/Day of Week



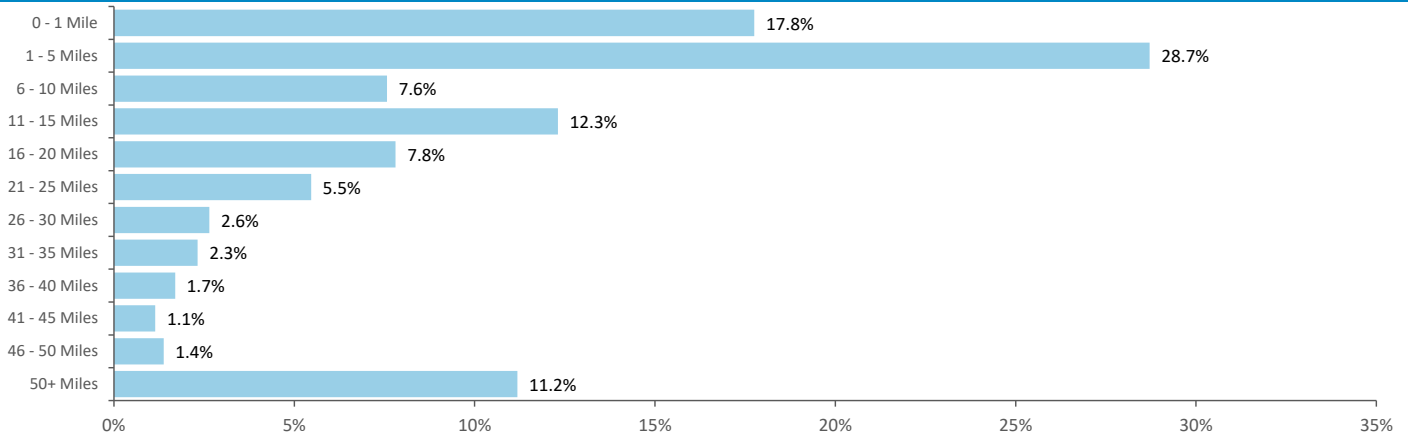
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

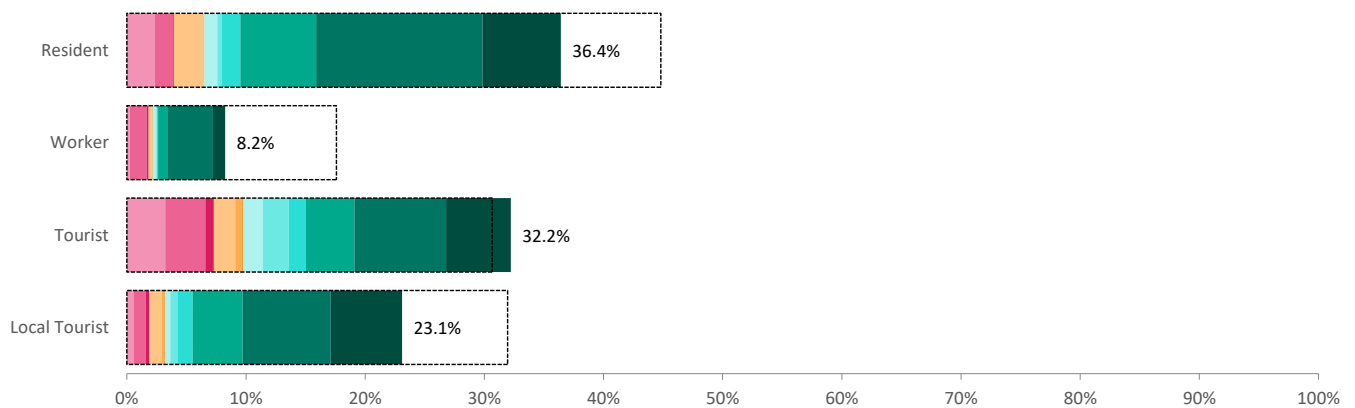
## Distance from Home



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



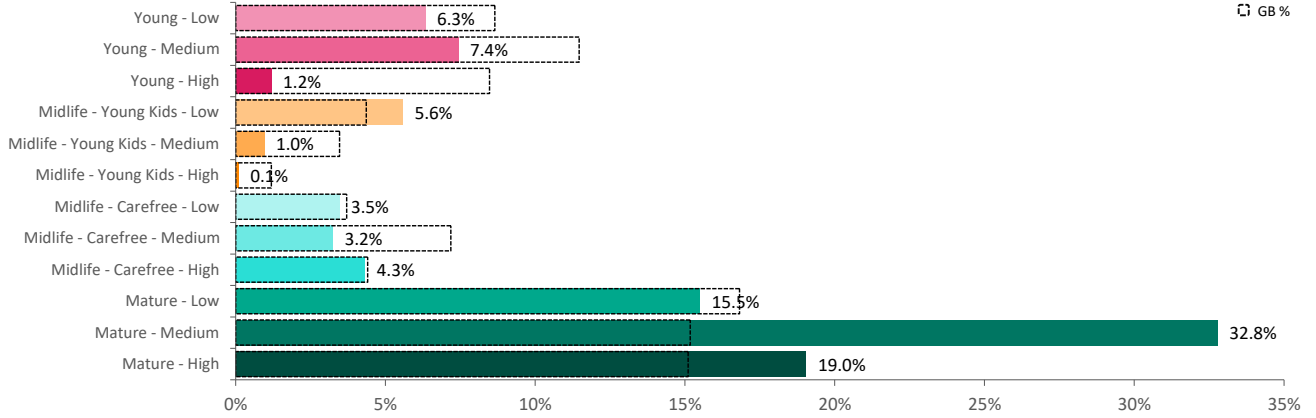
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Duke Burbage



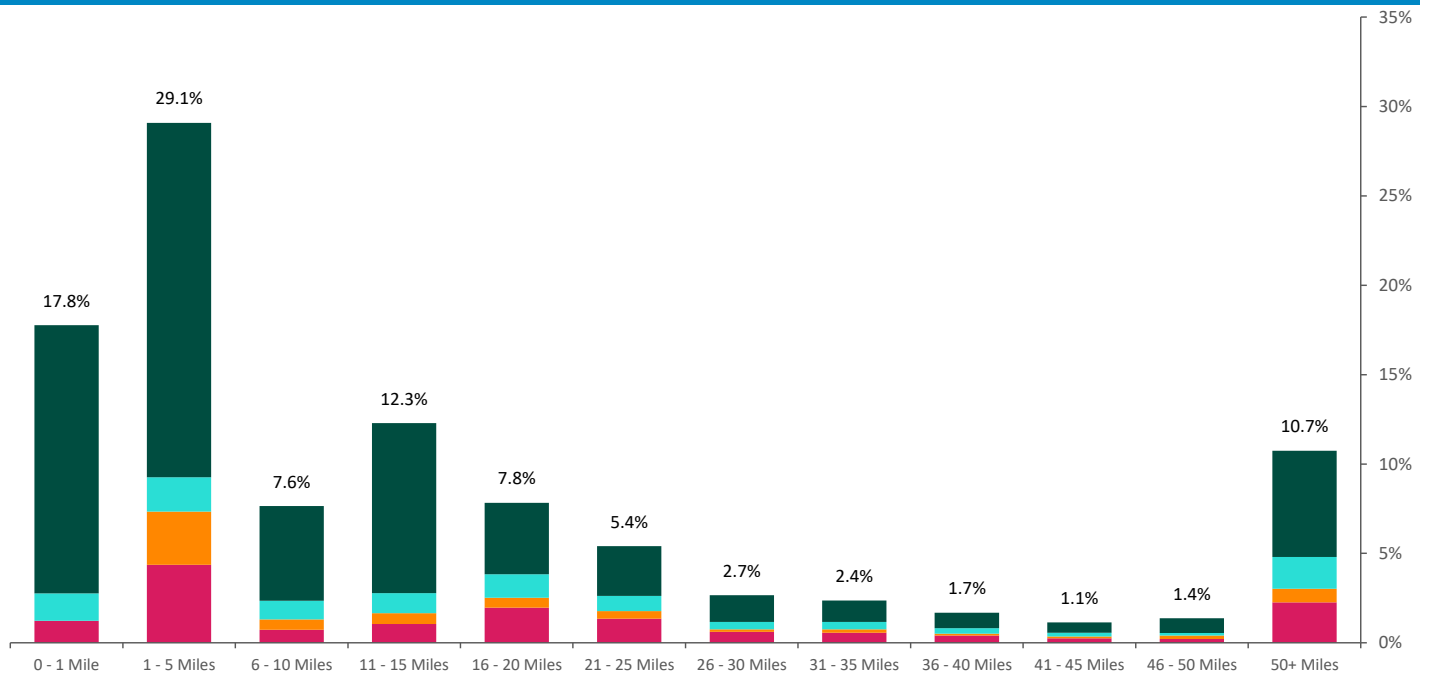
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## Polaris Plus Profile



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

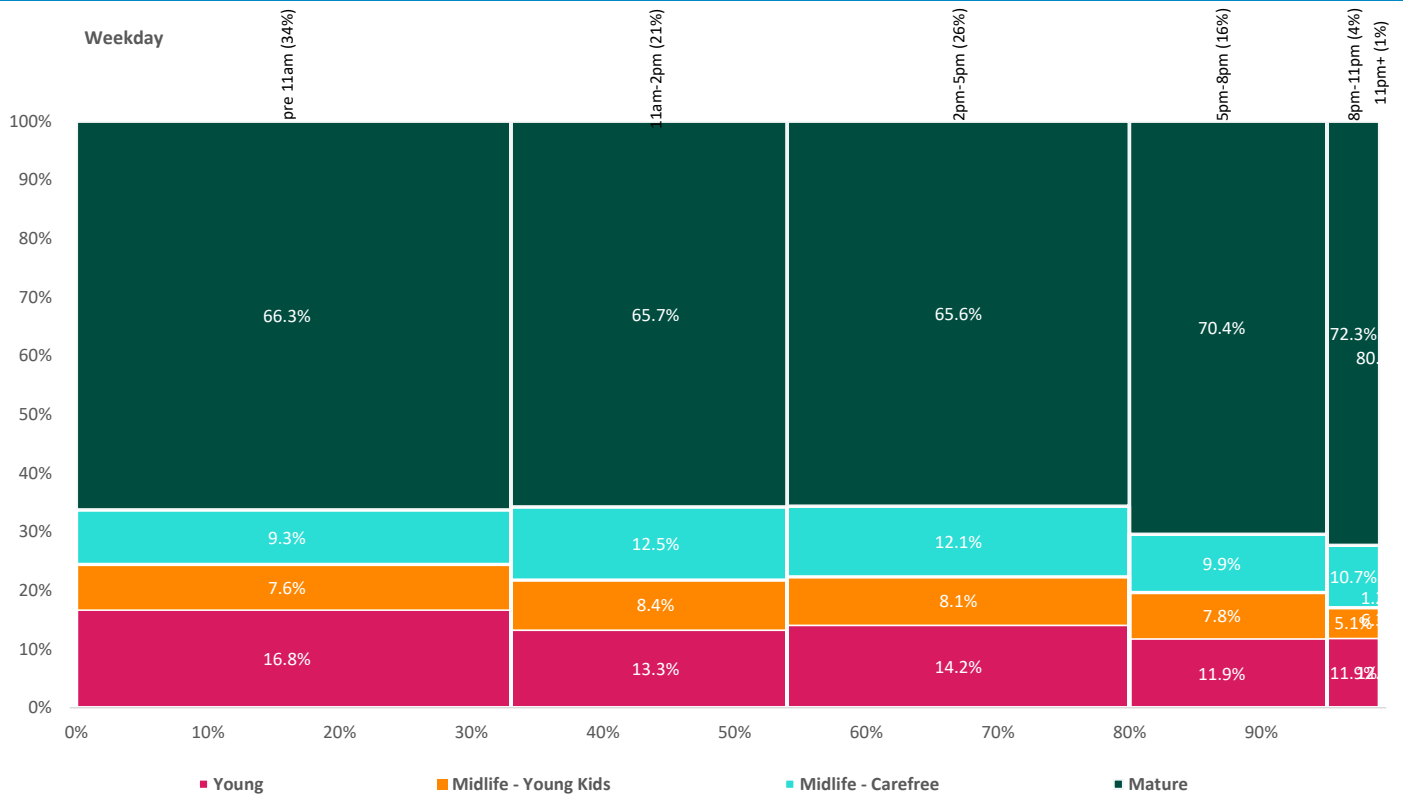
## Distance from Home by Polaris



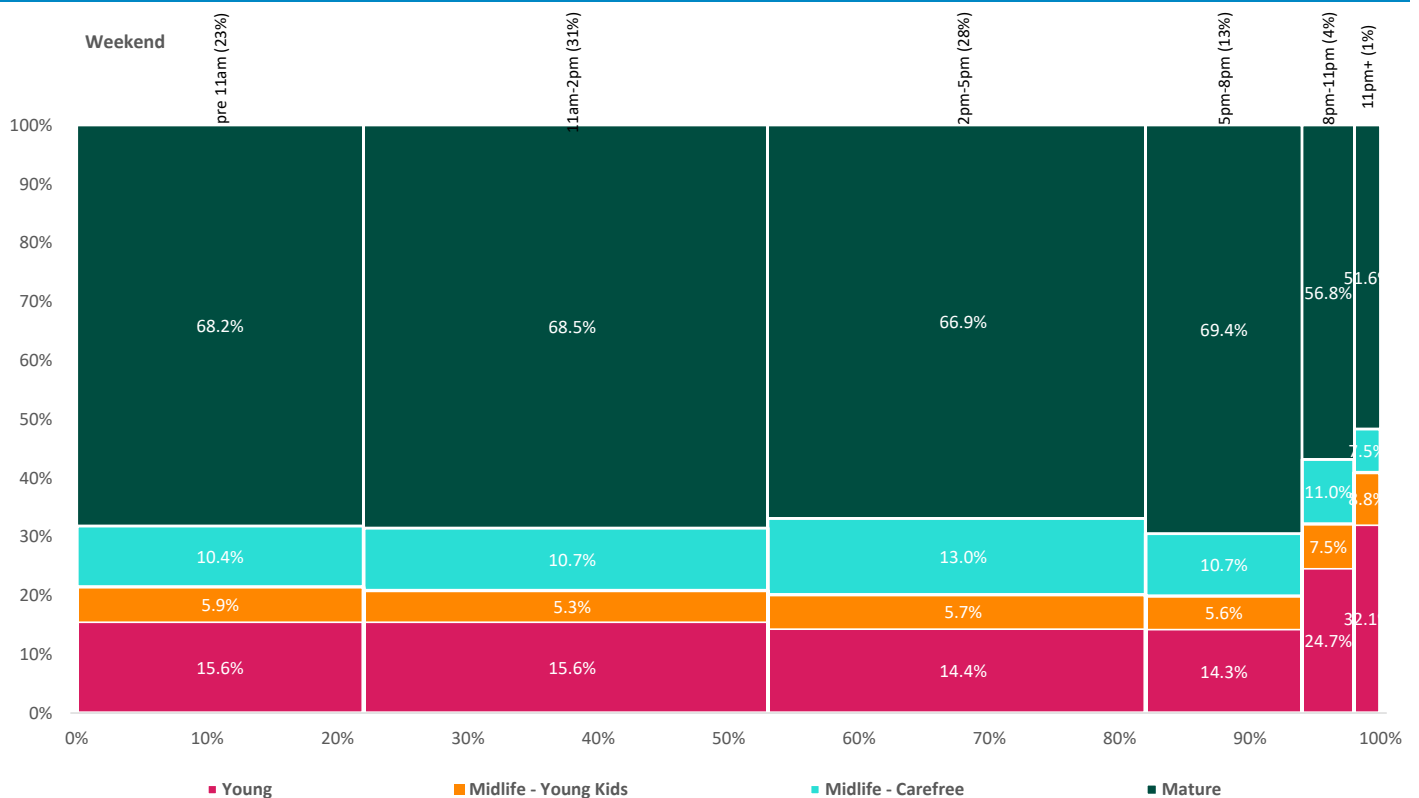
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Duke Burbage

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



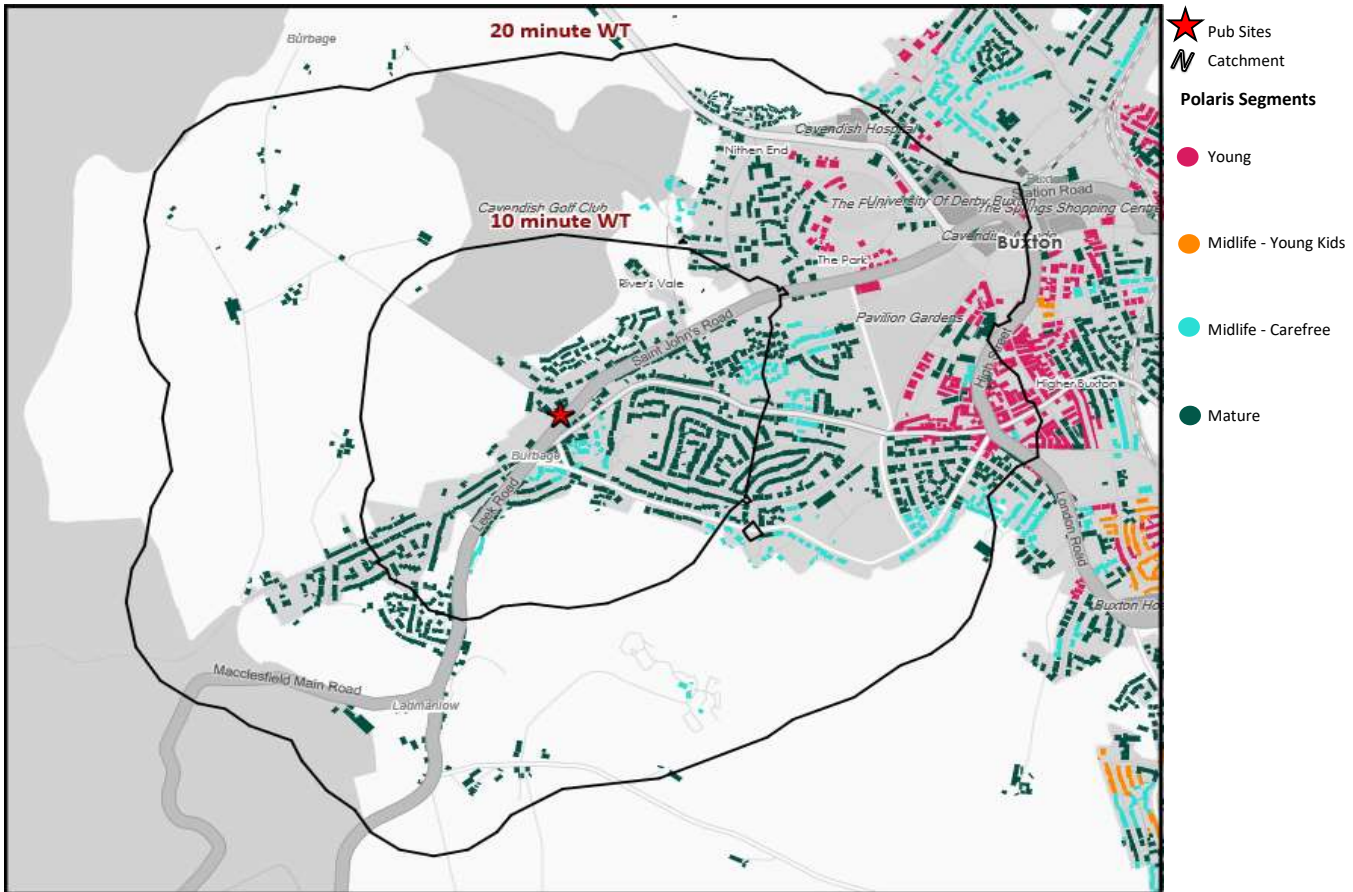
Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Duke Burbage



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## Polaris Profile by Catchment

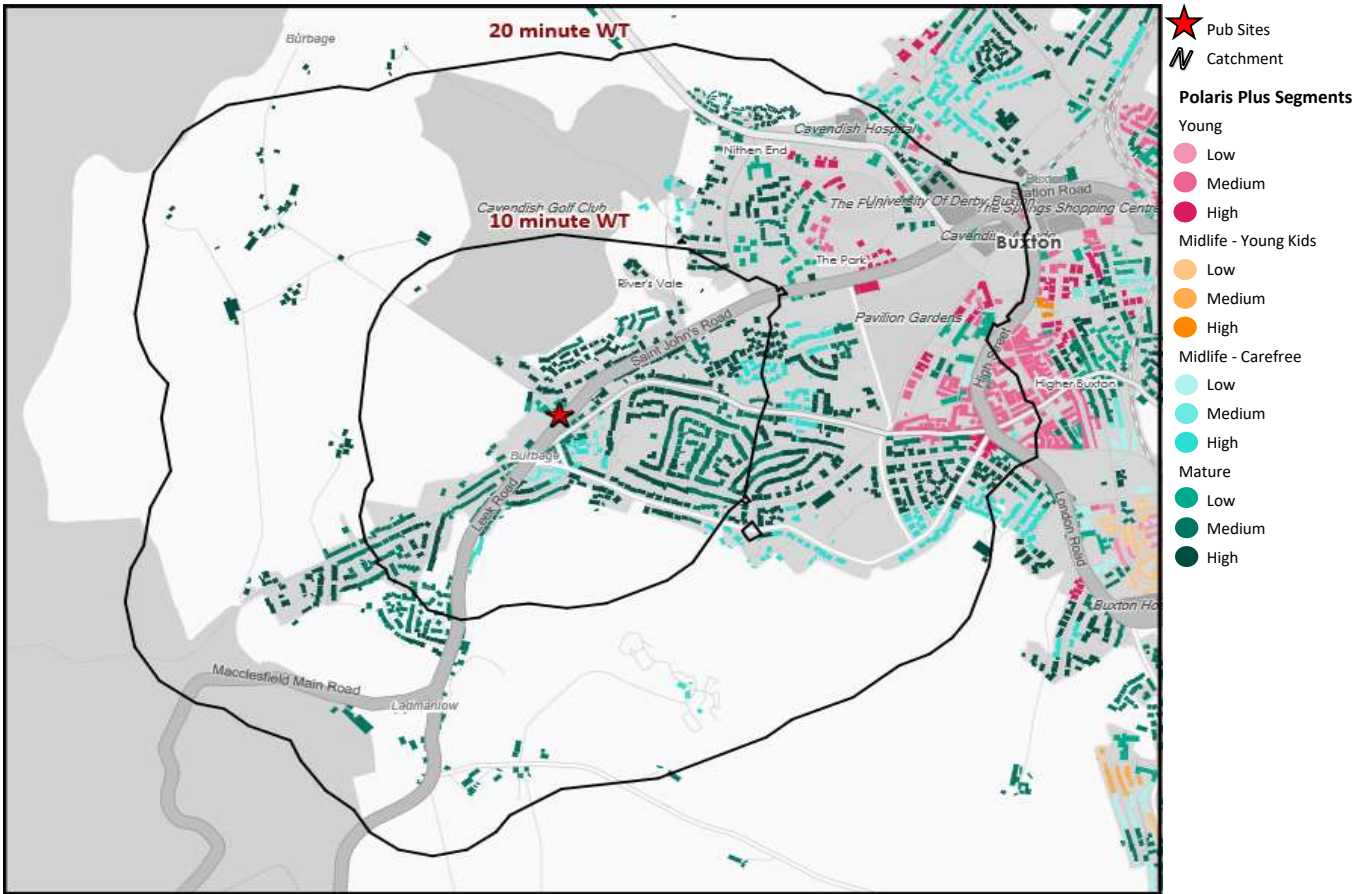
\*WT= Walktime, \*\*DT= Drivetime

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	0	1,183	17,252	0	72	78
Midlife - Young Kids	0	0	4,132	0	0	47
Midlife - Carefree	168	499	10,352	49	52	82
Mature	2,001	4,036	47,137	208	151	133
<b>Not Private Households</b>	0	289	1,161	0	367	111
<b>Total</b>	2,169	6,007	80,034			

# Polaris Plus Summary - Duke Burbage



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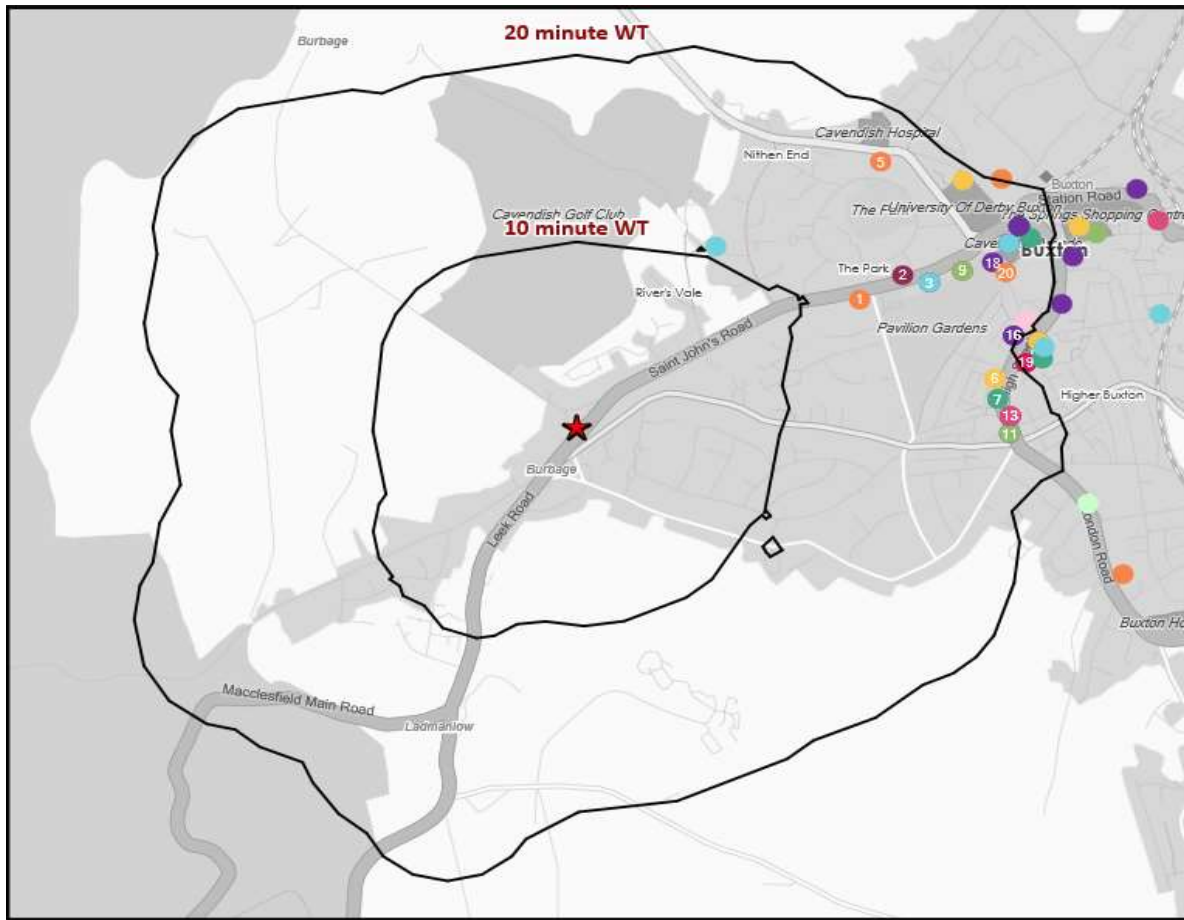


## Polaris Plus Profile by Catchment

\*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**
<b>Young</b>						
Low	0	0	2,953	0	0	38
Medium	0	969	12,540	0	147	143
High	0	214	1,759	0	53	33
<b>Midlife - Young Kids</b>						
Low	0	0	3,284	0	0	75
Medium	0	0	837	0	0	24
High	0	0	11	0	0	1
<b>Midlife - Carefree</b>						
Low	0	3	1,693	0	1	50
Medium	80	90	3,098	51	21	54
High	88	406	5,561	91	152	156
<b>Mature</b>						
Low	3	674	14,628	1	82	133
Medium	1,048	1,775	20,601	308	189	164
High	950	1,587	11,908	292	176	99
<b>Not Private Households</b>	0	289	1,161	0	367	111
<b>Total</b>	2,169	6,007	80,034			



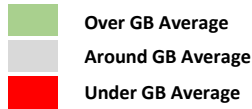


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

**Nearest 20 Pubs**

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Cavendish Golf Club	SK17 6XF	Independent Free	Clubland	0.4
1	Buckingham Hotel	SK17 9AS	Independent Free	Hotel	0.6
2	Portland Lodge	SK17 6XQ	Independent Free	Premium Local	0.7
3	Pavilion Gardens	SK17 6BE	Independent Free	Restaurants	0.7
3	Buxton Swimming & Fitness Centre	SK17 6BE	Independent Free	Clubland	0.7
5	Lee Wood Hotel	SK17 6TQ	Independent Free	Hotel	0.8
6	Ale Stop	SK17 6HX	Independent Free	High Street Pub	0.8
7	Queens Head Hotel	SK17 6EU	Independent Free	Circuit Bar	0.8
7	Vault	SK17 6EU	Independent Free	Casual Dining	0.8
9	Buxton Opera House	SK17 6XN	Independent Free	Large Venue	0.8
9	Old Club House	SK17 6XN	Greene King	Circuit Bar	0.8
11	Sushi Kaji	SK17 6HB	Independent Free	Restaurants	0.8
11	Swan	SK17 6HB	Independent Free	Circuit Bar	0.8
13	Taj Mahal Restaurant	SK17 6HA	Independent Free	Restaurants	0.8
13	Old Sun	SK17 6HA	Marston's	Family Pub Dining	0.8
13	Cheshire Cheese	SK17 6HA	Everards	Family Pub Dining	0.8
16	Great Panda	SK17 6EQ	Independent Free	Restaurants	0.8
16	Lucianos	SK17 6EQ	Independent Free	Restaurants	0.8
18	Buxton Pudding Emporium	SK17 6AZ	Independent Free	Restaurants	0.8
19	Level 2	SK17 6EF	Independent Free	Night Club	0.8
20	Old Hall Hotel	SK17 6BD	Independent Free	Hotel	0.9

# Per Pub Analysis - Duke Burbage



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,169	6,007	80,034
Number of Competition Pubs	1	11	210
Adults 18+ per Competition Pub	2,169	546	381

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	74	3.4%	42
Circuit Bar	0	0	0.0%	0
Community Pub	0	301	13.9%	72
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	699	32.2%	182
High Street Pub	0	308	14.2%	77
Premium Local	0	707	32.6%	198

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	386	6.4%	80
Circuit Bar	3	159	2.6%	65
Community Pub	0	964	16.1%	84
Craft Led	0	176	2.9%	85
Great Pub Great Food	1	1,514	25.2%	142
High Street Pub	2	948	15.8%	86
Premium Local	1	1,478	24.6%	149

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	4,451	5.6%	69
Circuit Bar	27	2,968	3.7%	91
Community Pub	7	17,628	22.0%	115
Craft Led	0	2,309	2.9%	83
Great Pub Great Food	9	14,746	18.4%	104
High Street Pub	31	16,504	20.6%	112
Premium Local	58	15,475	19.3%	117

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</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</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</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><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.																																									
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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 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.																																									
<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.																																									
<b>Sparsity</b>																																									
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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