Catchment Summary - Hare West Hendred

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

		Over GB Average
		Around GB Average
		Under GB Average

		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	382	1,415	176,867	7	10	47
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	301	1,083	137,568	7	6	46
	Competition Pubs	1	1	164	7	3	45
	Adults 18+ per Competition Pub	301	1,083	839	36	131	102
	% Adults Likely to Drink	86.5%	85.3%	84.1%	105	103	102
Affluence	Low	0.0%	6.0%	10.6%	0	23	41
	Medium	6.6%	19.3%	25.7%	17	49	65
	High	93.4%	74.7%	62.1%	278	223	185

*Affluence does not include Not Private Households
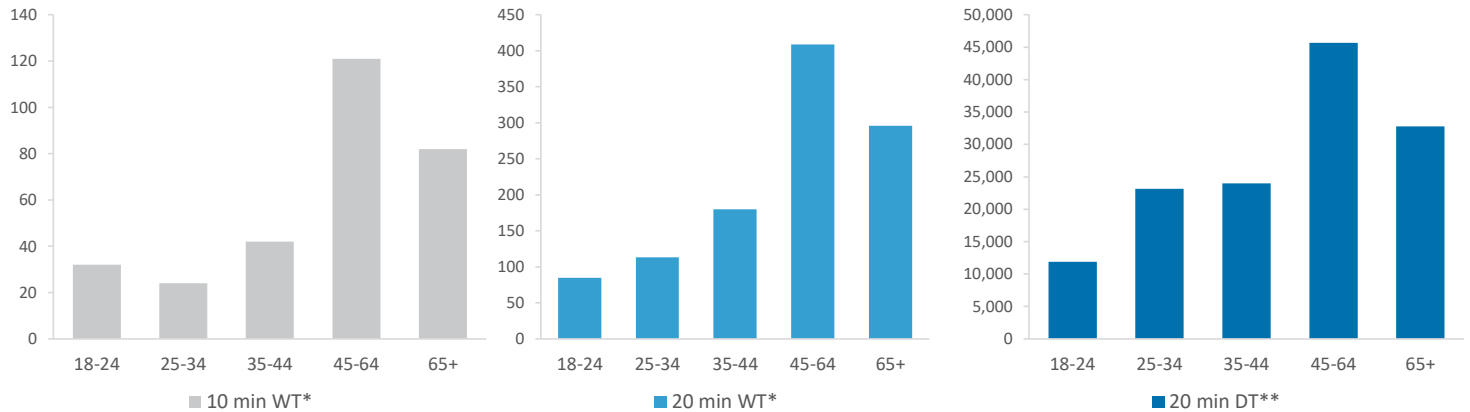
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	32	85	11,924	103	74	83
	25-34	24	113	23,138	47	60	98
	35-44	42	180	24,003	85	99	105
	45-64	121	409	45,701	124	113	101
	65+	82	296	32,802	112	109	97

		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	189 (49%)	686 (48%)	88,745 (50%)	100	98	101
	Female	193 (51%)	729 (52%)	88,122 (50%)	100	102	99
Economic Status (16-74)	Employed: Full-time	119 (43%)	454 (47%)	61,773 (49%)	104	114	118
	Employed: Part-time	37 (13%)	147 (15%)	16,743 (13%)	103	118	103
	Self employed	49 (18%)	117 (12%)	11,965 (10%)	186	128	100
	Unemployed	1 (0%)	11 (1%)	1,876 (1%)	15	48	63
	Retired	37 (13%)	120 (13%)	15,069 (12%)	97	91	87
	Other	33 (12%)	111 (12%)	18,034 (14%)	61	59	73
	Total Worker Count	511	678	80,313			

See the Glossary page for further information on the above variables

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Polaris Summary - Hare West Hendred

Polaris Segments

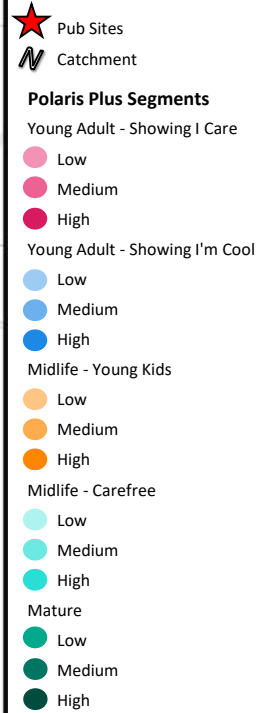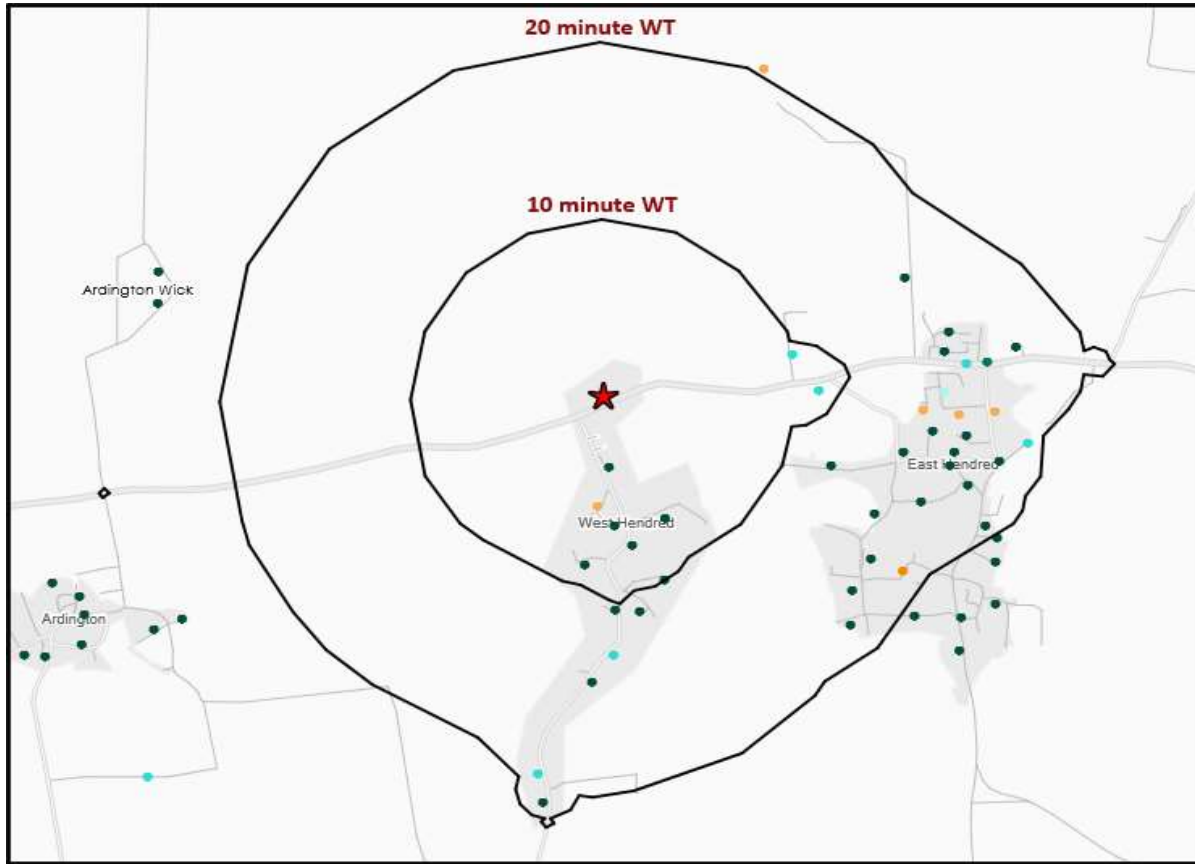★ Pub Sites
Ⓝ Catchment

● 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	5,311	0	0	43
Young Adult - Showing I'm Cool	0	0	9,770	0	0	77
Midlife - Young Kids	44	223	42,502	47	66	98
Midlife - Carefree	32	116	29,415	51	51	102
Mature	225	744	48,432	267	246	126
Not Private Households	0	0	2,138	0	0	108
Total	301	1,083	137,568			

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Polaris Summary - Hare West Hendred

star PUBS&BARS

Legend:
- ★ 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	611	0	0	11
Medium	0	0	251	0	0	13
High	0	0	4,449	0	0	96
Young Adult - Showing I'm Cool						
Low	0	0	41	0	0	3
Medium	0	0	561	0	0	11
High	0	0	9,168	0	0	149
Midlife - Young Kids						
Low	0	0	6,592	0	0	43
Medium	20	199	21,062	45	123	103
High	24	24	14,848	148	41	200
Midlife - Carefree						
Low	0	65	1,722	0	177	37
Medium	0	0	2,039	0	0	22
High	32	51	25,654	97	43	171
Mature						
Low	0	0	5,621	0	0	69
Medium	0	10	11,462	0	7	66
High	225	734	31,349	797	722	243
Not Private Households	0	0	2,138	0	0	108
Total	301	1,083	137,568			

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Spend by Polaris

⬚ GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.5%
Young Adult - Showing I Care - Medium	0.2%
Young Adult - Showing I Care - High	0.4%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.4%
Young Adult - Showing I'm Cool - High	3.7%
Midlife - Young Kids - Low	3.4%
Midlife - Young Kids - Medium	9.9%
Midlife - Young Kids - High	14.6%
Midlife - Carefree - Low	3.9%
Midlife - Carefree - Medium	2.1%
Midlife - Carefree - High	18.0%
Mature - Low	1.4%
Mature - Medium	11.0%
Mature - High	30.5%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£27
Young Adult - Showing I Care - Medium	£24
Young Adult - Showing I Care - High	£33
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£14
Young Adult - Showing I'm Cool - High	£28
Midlife - Young Kids - Low	£21
Midlife - Young Kids - Medium	£35
Midlife - Young Kids - High	£34
Midlife - Carefree - Low	£29
Midlife - Carefree - Medium	£29
Midlife - Carefree - High	£37
Mature - Low	£24
Mature - Medium	£40
Mature - High	£33

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

Spend by Month

Legend: Hare West Hendred, Star Pubs

X-axis: Jan-22, Feb-22, Mar-22, Apr-22, May-22, Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22
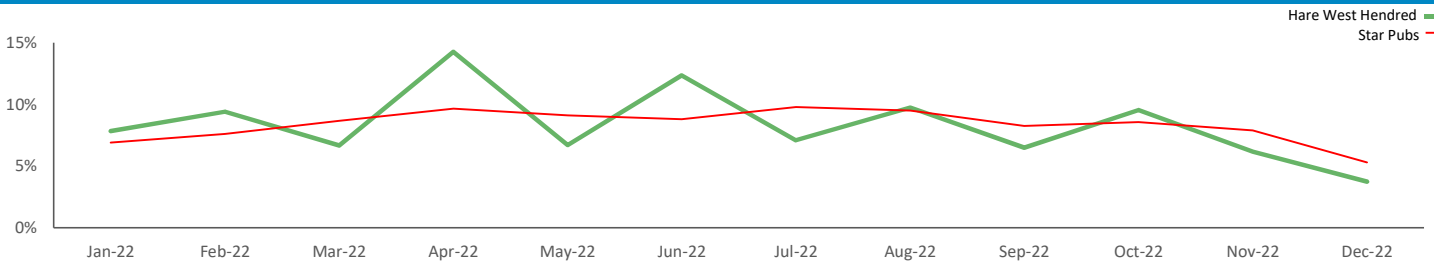
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Mobile Data Summary - Hare West Hendred

star
PUBS & BARS

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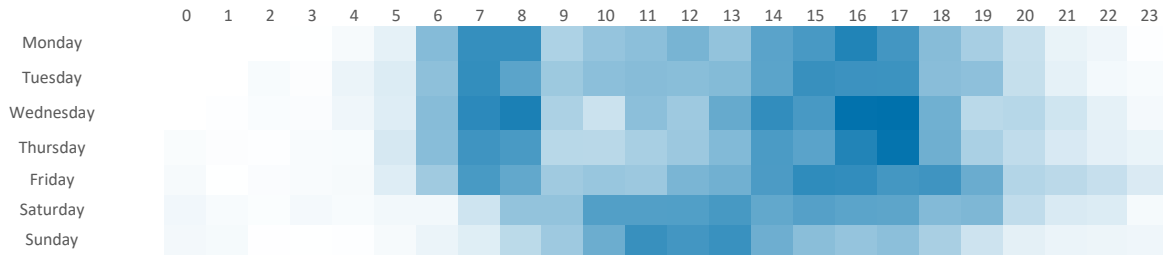
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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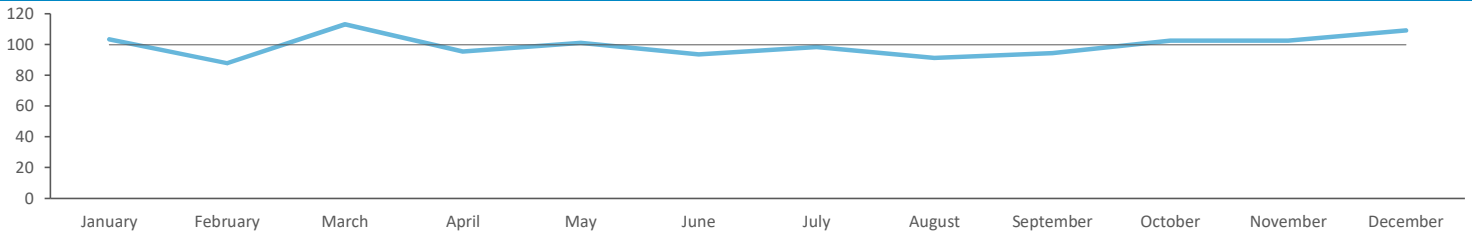
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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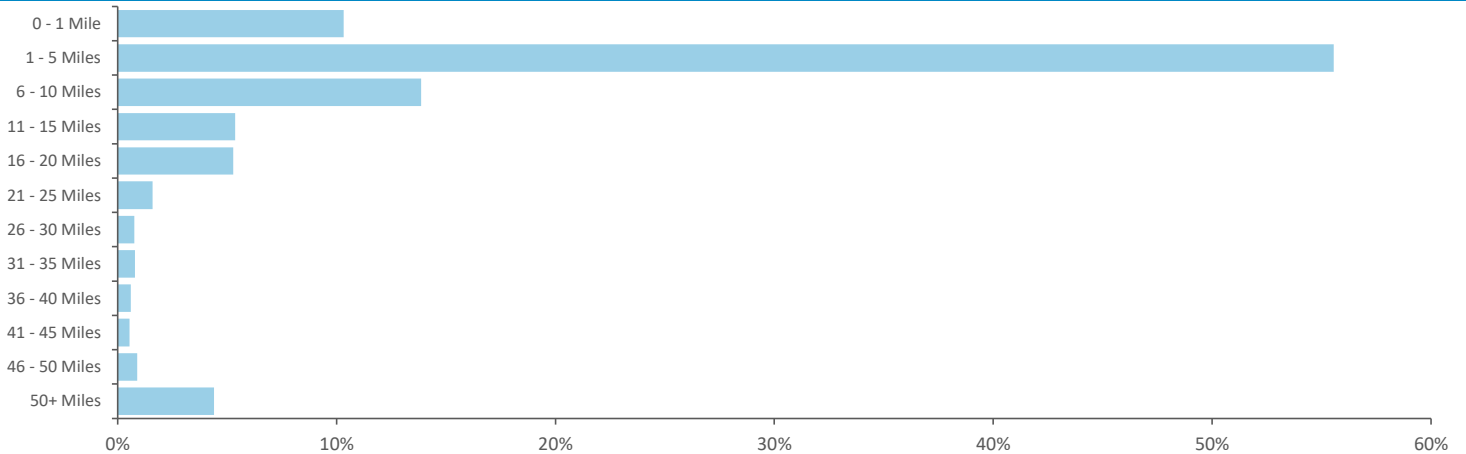
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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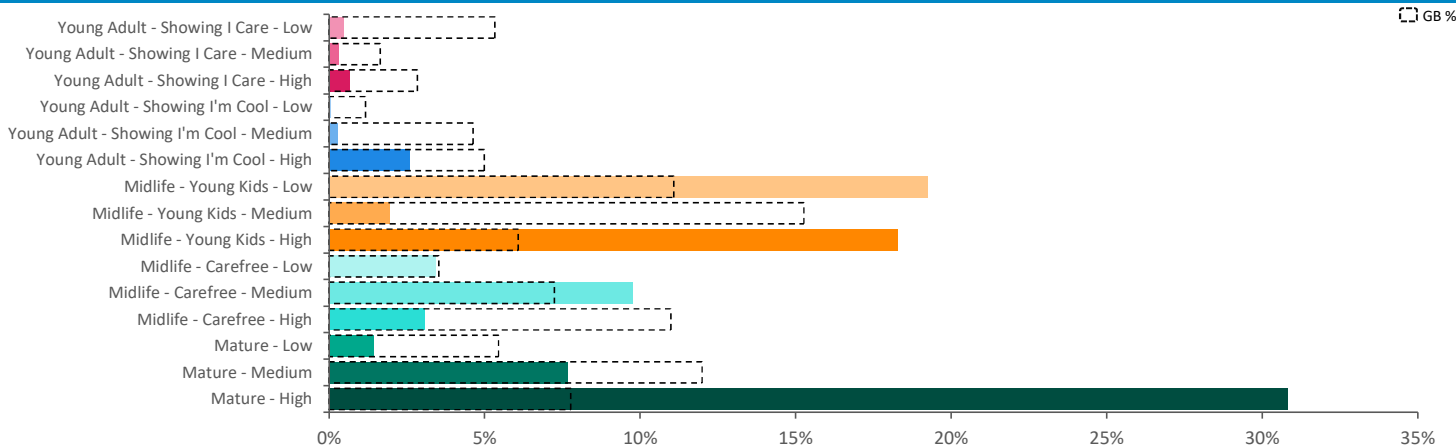
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Hare West Hendred

Legend:
- ★ Pub Sites
- Ⰼ 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
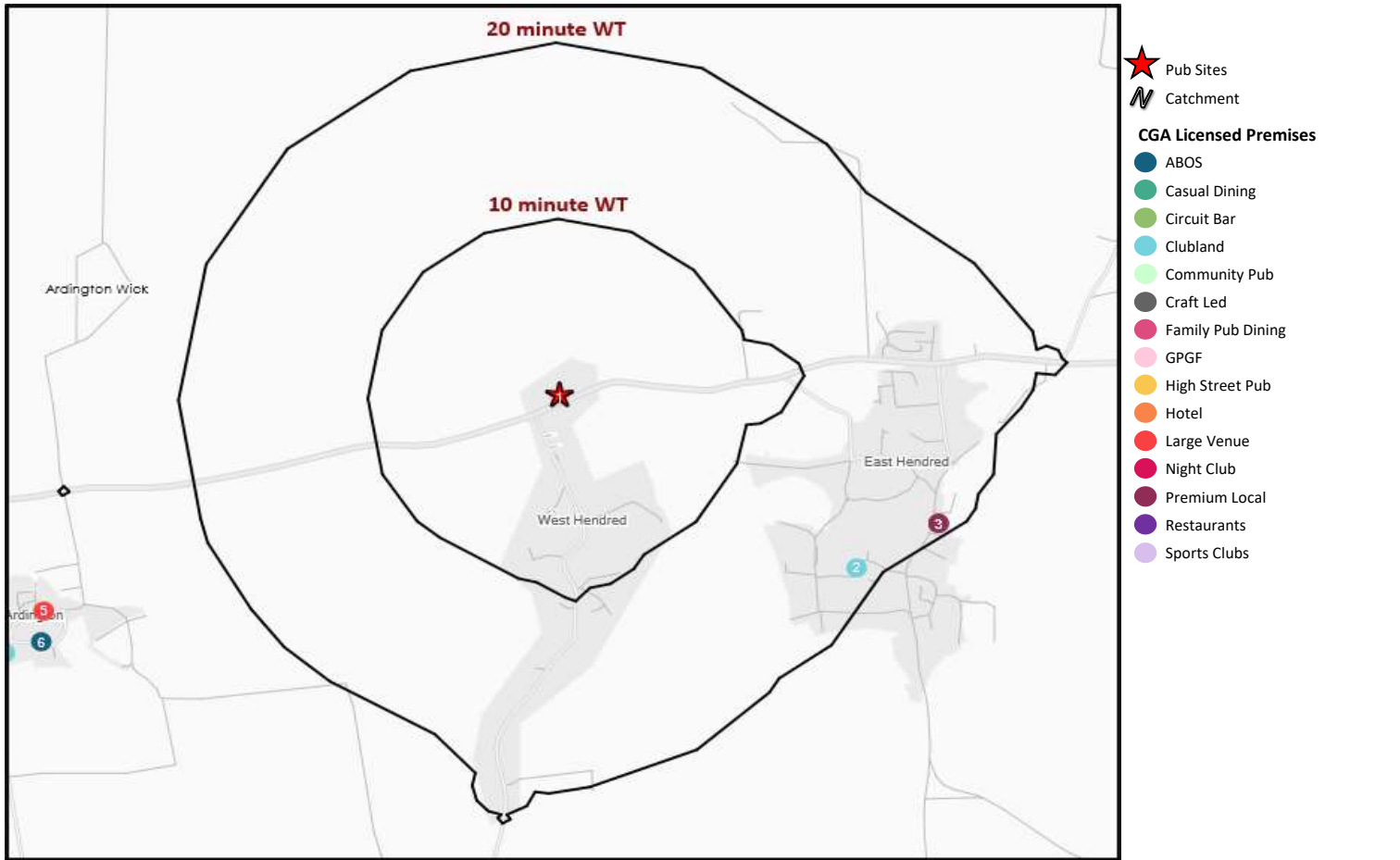
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Extraordinary Hare	OX12 8RH	Star Pubs & Bars	GPGF	0.0
2	East Hendred Community Centre	OX12 8LA	Independent Free	Clubland	0.7
3	Wheatsheaf	OX12 8JY	Greene King	Premium Local	0.8
3	Eyston Arms	OX12 8JY	Unknown	Premium Local	0.8
5	Loyd Lindsay Rooms	OX12 8PS	Independent Free	Large Venue	1.1
6	Boars Head	OX12 8QA	Independent Free	ABOS	1.1
7	Ardington Sports Club	OX12 8PF	Independent Free	Clubland	1.2

*WT= Walktime, **DT= Drivetime
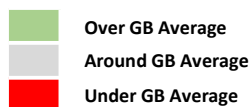
■	Over GB Average
■	Around GB Average
■	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	301	1,083	137,568
Number of Competition Pubs	1	1	164
Adults 18+ per Competition Pub	301	1,083	839

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	27	9.0%	88
Circuit Bar	3	0.9%	24
Community Pub	6	2.1%	12
Craft Led	1	0.4%	12
Great Pub Great Food	136	45.2%	236
High Street Pub	9	2.9%	17
Premium Local	119	39.6%	226

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	103	9.5%	93
Circuit Bar	27	2.5%	67
Community Pub	29	2.6%	15
Craft Led	11	1.1%	34
Great Pub Great Food	421	38.9%	203
High Street Pub	40	3.7%	21
Premium Local	387	35.8%	204

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,130	12.5%	122
Circuit Bar	3,420	2.5%	68
Community Pub	15,278	11.1%	64
Craft Led	3,635	2.6%	84
Great Pub Great Food	41,632	30.3%	158
High Street Pub	15,857	11.5%	67
Premium Local	34,717	25.2%	144

Glossary

★ star PUBS&BARS

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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. **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 **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 **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
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **Full-time:** In full-time employment **Part-time:** In part-time employment **Self employed:** In full-time or part-time employment, with or without employees **Unemployed:** Unemployed, not currently working but are actively seeking **Retired:** a person who has retired from a working or professional career **Other:** Includes long term sick, disabled, looking after home/family
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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
Consumer Insight	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"*
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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.