

Catchment Summary - Beech Tree High Wycombe



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

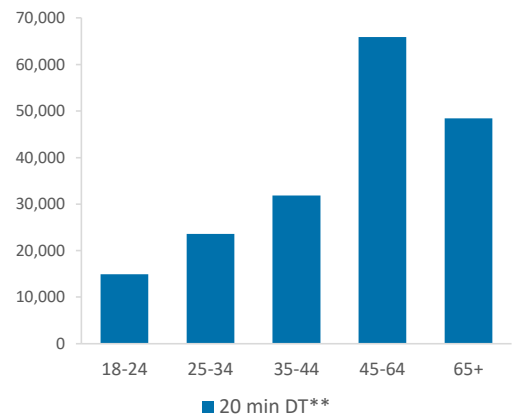
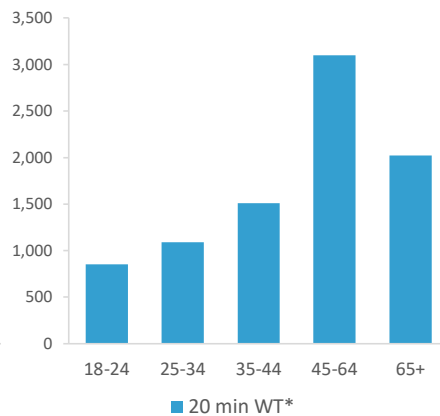
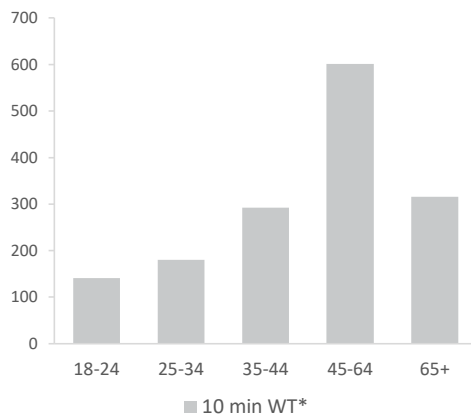
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,035	11,539	242,866	38	79	64
Adults 18+	1,530	8,575	184,826	35	48	62
Competition Pubs	0	5	181	0	16	50
Adults 18+ per Competition Pub	0	1,715	1,021	0	208	124
% Adults Likely to Drink	83.6%	81.3%	83.9%	101	99	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.1%	6.0%	8.6%	24	23	34
	Medium	30.0%	37.5%	21.7%	76	95	55
	High	63.9%	56.5%	68.4%	191	168	204

*Affluence does not include Not Private Households

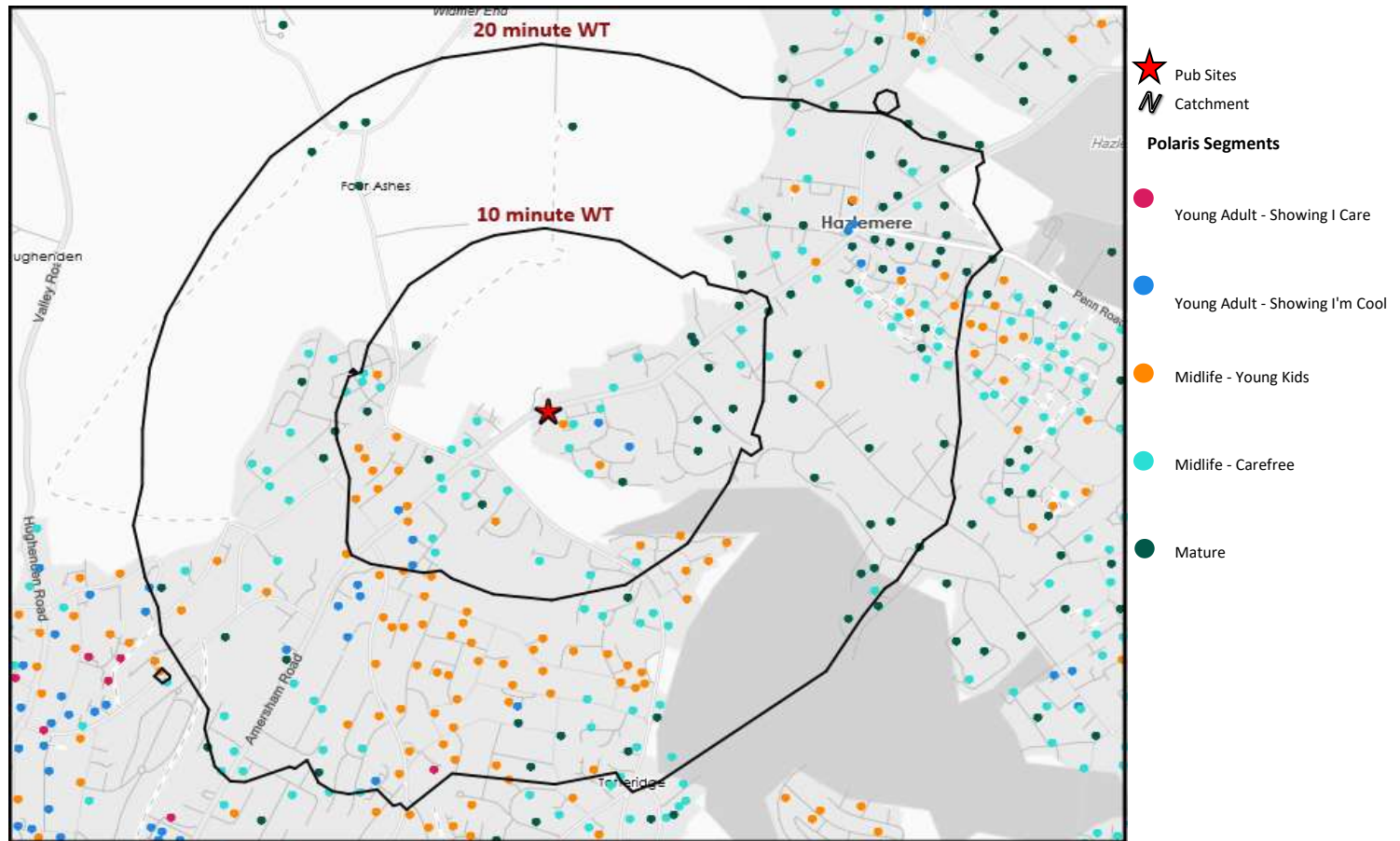
Age Profile	18-24	141	852	14,960	85	91	76
	25-34	180	1,091	23,617	67	71	73
	35-44	292	1,510	31,881	111	102	102
	45-64	601	3,100	65,921	116	105	106
	65+	316	2,022	48,447	81	92	104



		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	1,048 (51%)	5,738 (50%)	119,134 (49%)	104	101	99
	Female	987 (49%)	5,801 (50%)	123,732 (51%)	96	99	101
Economic Status (16-74)	Employed: Full-time	612 (43%)	3,327 (42%)	71,837 (43%)	103	101	104
	Employed: Part-time	189 (13%)	1,021 (13%)	20,361 (12%)	102	99	94
	Self employed	194 (14%)	925 (12%)	20,657 (12%)	142	122	130
	Unemployed	30 (2%)	141 (2%)	2,817 (2%)	88	75	71
	Retired	150 (10%)	994 (13%)	22,479 (14%)	76	91	98
	Other	255 (18%)	1,505 (19%)	28,107 (17%)	90	96	86
Total Worker Count		697	2,857	108,390			

See the Glossary page for further information on the above variables

Polaris Summary - Beech Tree High Wycombe

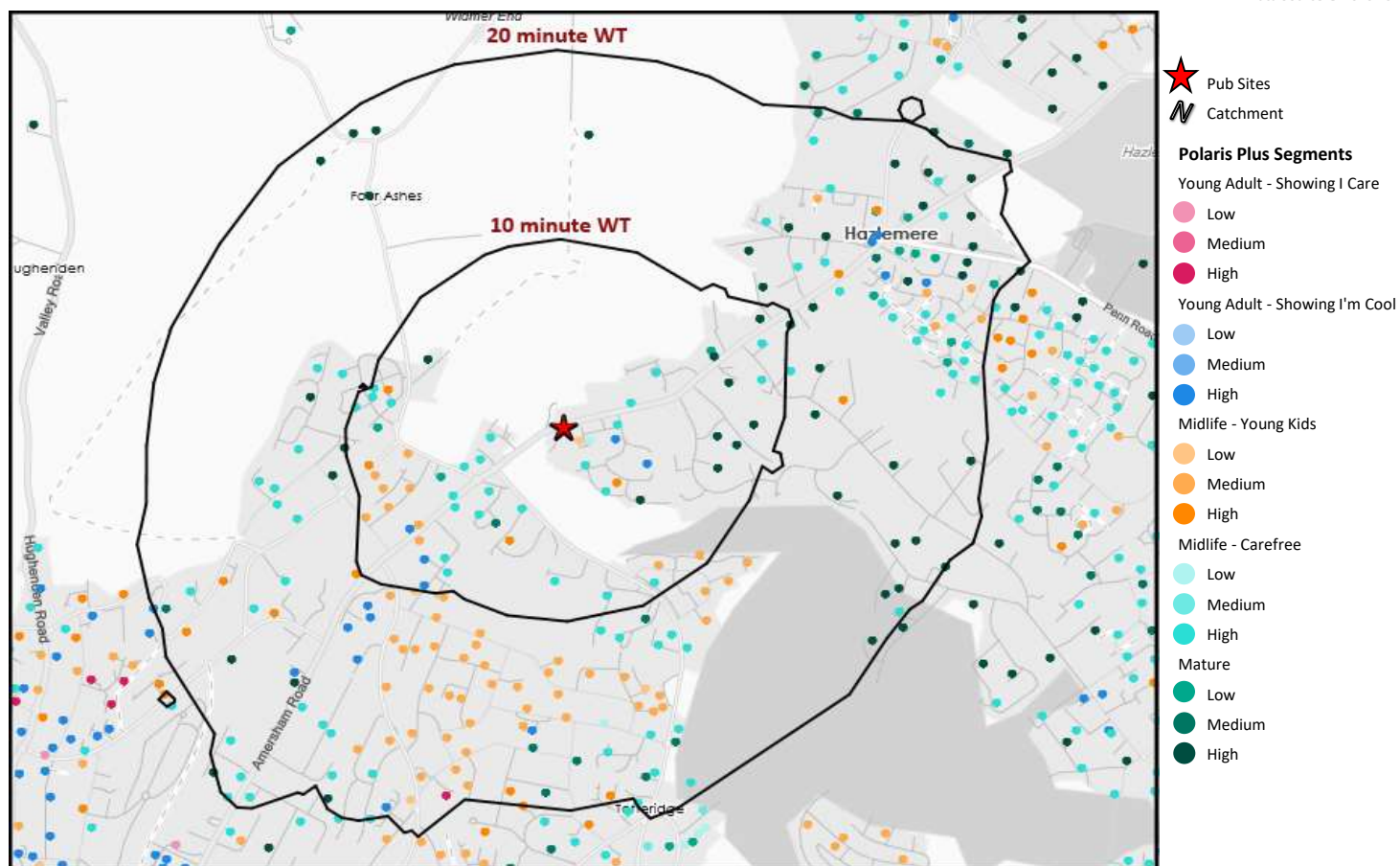


Polaris Profile by Catchment

*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	20	4,053	0	3	25
Young Adult - Showing I'm Cool	133	453	16,319	94	57	96
Midlife - Young Kids	688	3,488	50,663	143	129	87
Midlife - Carefree	426	2,563	46,972	132	142	121
Mature	283	2,051	64,468	66	85	125
Not Private Households	0	0	2,351	0	0	88
Total	1,530	8,575	184,826			

Polaris Summary - Beech Tree High Wycombe



Polaris Plus Profile by Catchment

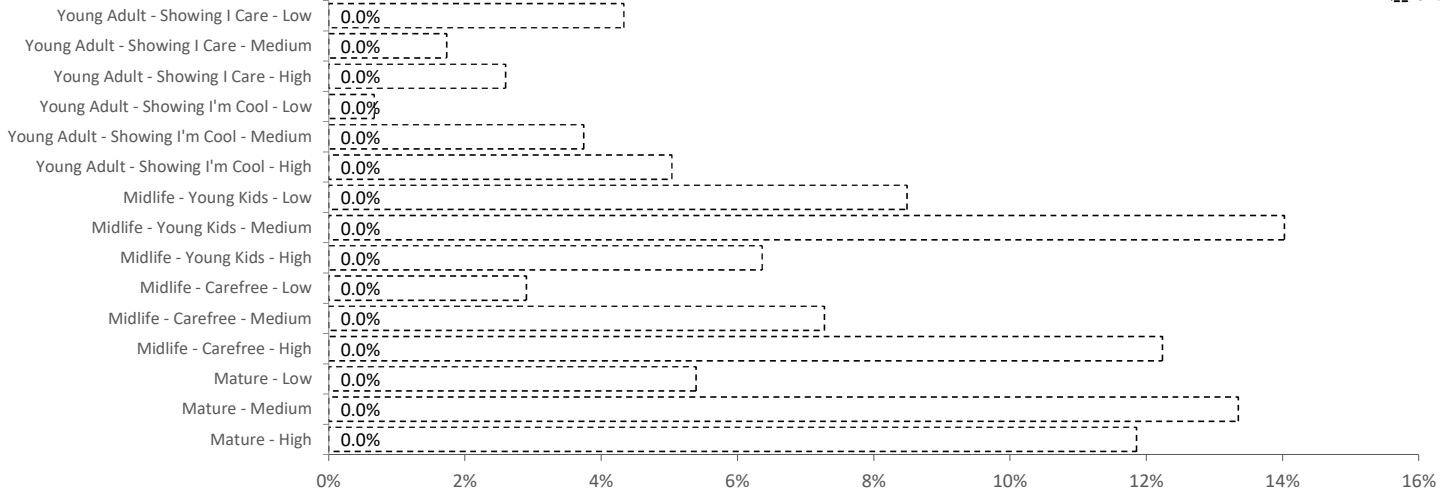
*WT= Walktime, **DT= Drivetime

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	1,400	0	0	18
Medium	0	0	0	0	0	0
High	0	20	2,653	0	7	43
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,440	0	0	21
High	133	453	14,879	194	118	180
Midlife - Young Kids						
Low	54	75	6,624	32	8	32
Medium	429	2,890	30,468	188	226	110
High	205	523	13,571	249	113	136
Midlife - Carefree						
Low	13	76	1,531	25	26	24
Medium	0	47	521	0	8	4
High	413	2,440	44,920	247	261	223
Mature						
Low	26	366	6,352	29	72	58
Medium	30	280	7,715	15	26	33
High	227	1,405	50,401	158	175	291
Not Private Households	0	0	2,351	0	0	88
Total	1,530	8,575	184,826			

Transactional Data Summary - Beech Tree High Wycombe

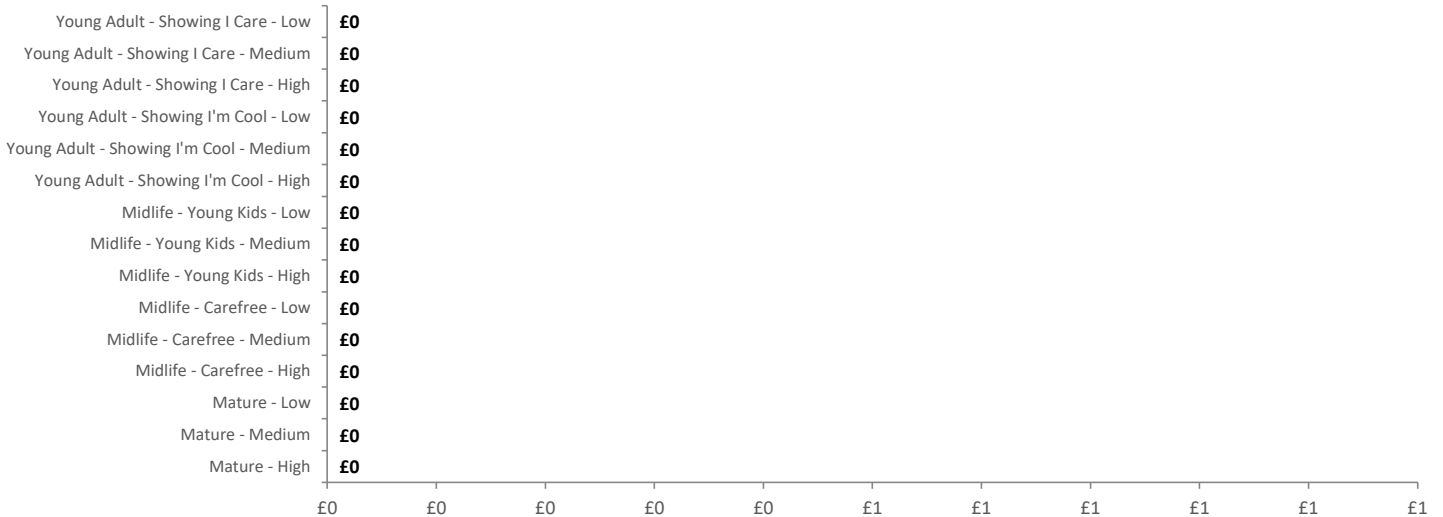
Spend by Polaris

GB %



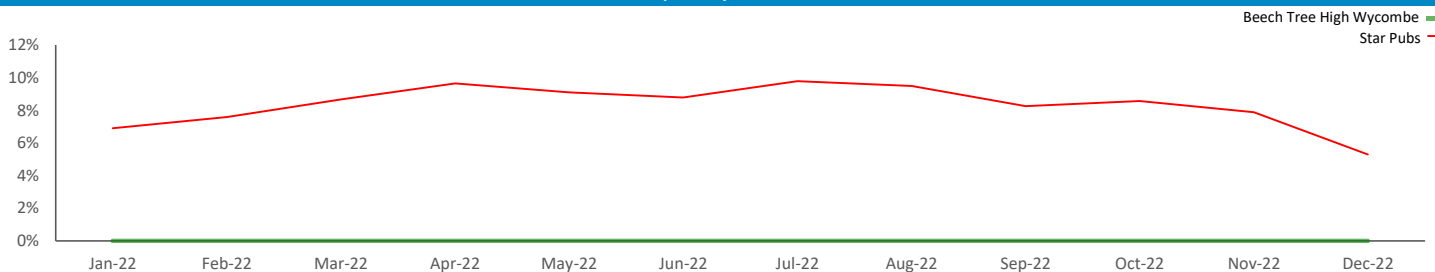
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



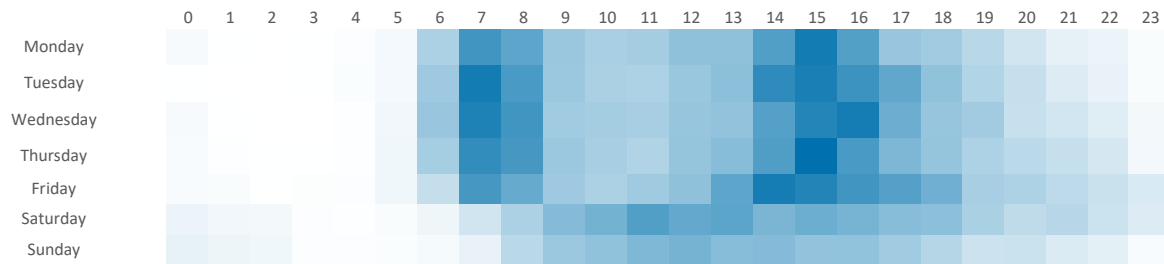
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month



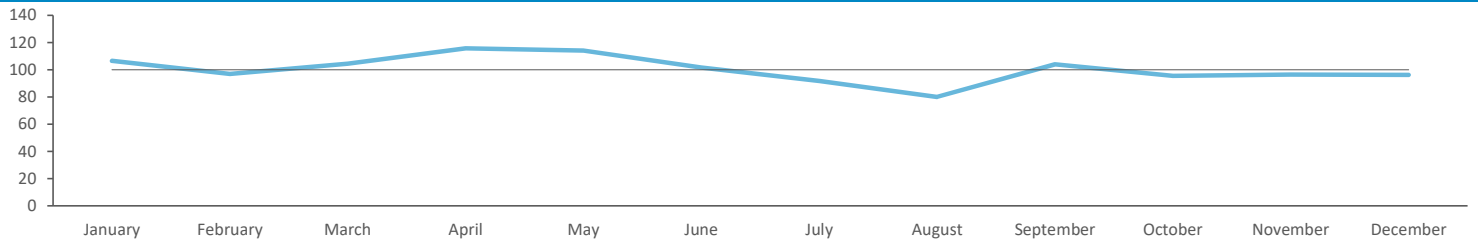
Mobile Data Summary - Beech Tree High Wycombe

Time of Day/Day of Week



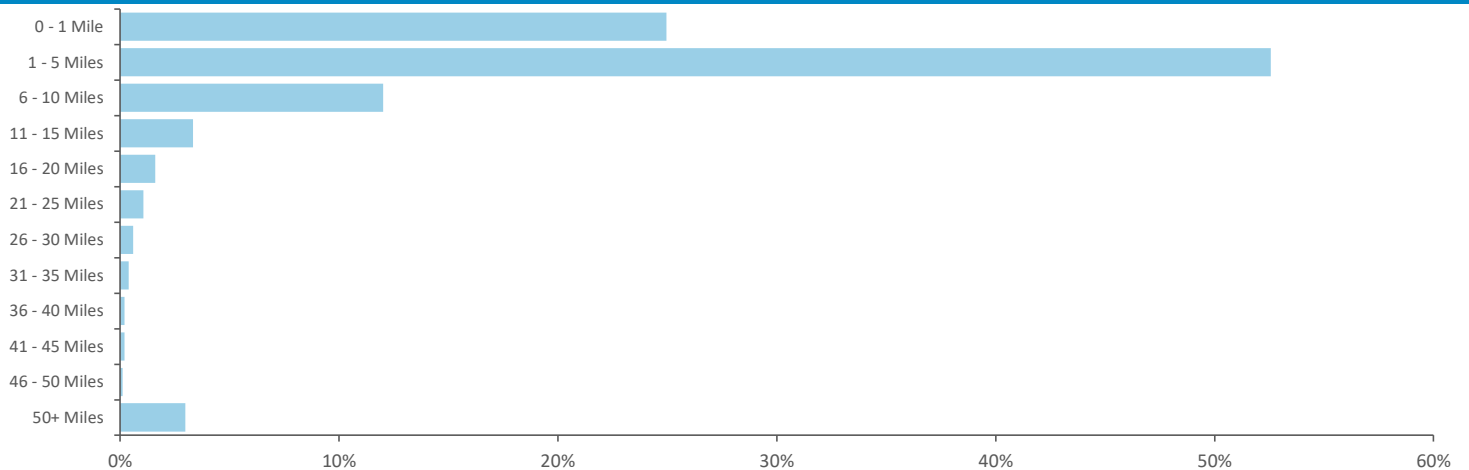
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



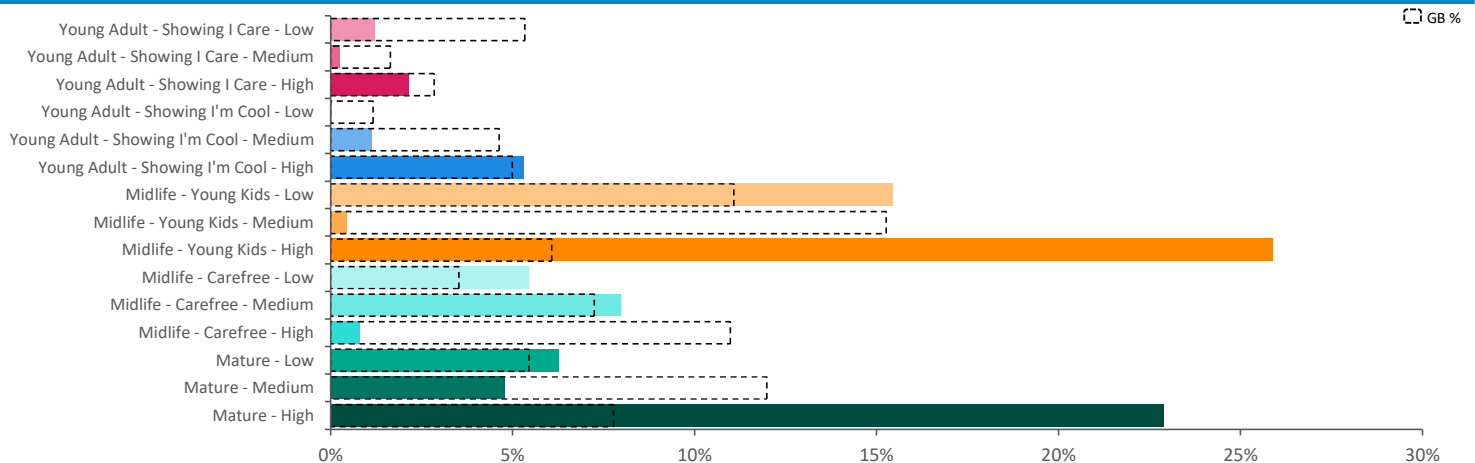
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



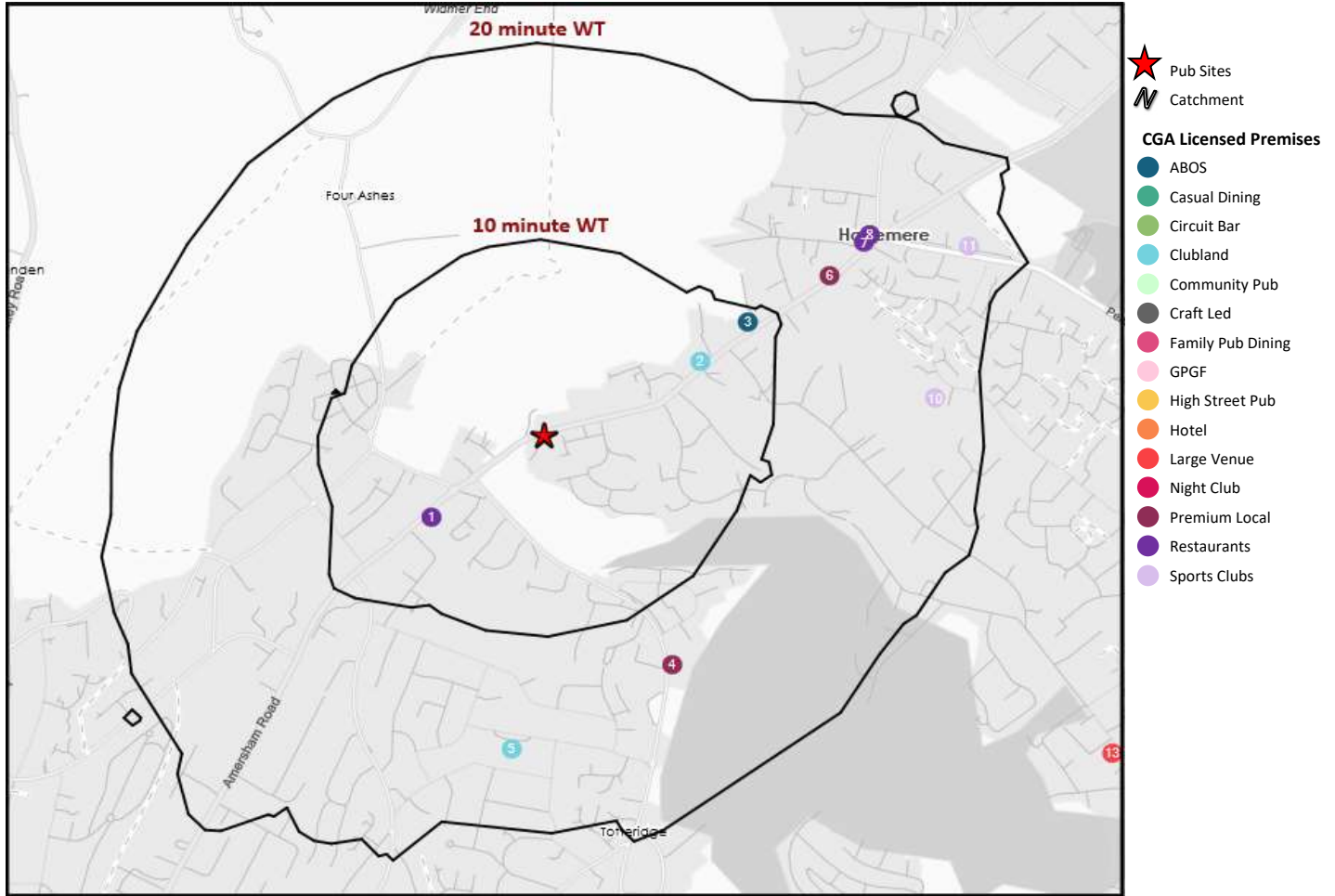
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

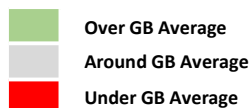
CGA Summary - Beech Tree High Wycombe



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Spice Lounge	HP13 5AF	Independent Free	Restaurants	0.3
2	Hazlemere Sports Association	HP15 7QW	Independent Free	Clubland	0.3
3	Crown	HP15 7QA	Greene King	ABOS	0.4
4	Dolphin	HP13 7PZ	Unknown	Premium Local	0.5
5	Totteridge & District Social Club	HP13 6UH	Independent Free	Clubland	0.6
6	Three Horse Shoes	HP15 7PX	Punch Pub Company	Premium Local	0.6
7	Santorini	HP15 7LQ	Independent Free	Restaurants	0.7
8	Jai Ho	HP15 7LG	Independent Free	Restaurants	0.7
8	Raj	HP15 7LG	Independent Free	Restaurants	0.7
10	Hazlemere Community Association Club	HP15 7UB	Independent Free	Sports Clubs	0.7
11	Hazlemere Golf Club	HP15 7LR	Independent Free	Sports Clubs	0.9
12	Mayflower	HP15 7NE	Stonegate Pub Company	Premium Local	1.1
13	Bushcraft Company	HP10 8HW	Independent Free	Large Venue	1.2

Per Pub Analysis - Beech Tree High Wycombe



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,530	8,575	184,826
Number of Competition Pubs	0	5	181
Adults 18+ per Competition Pub	0	1,715	1,021

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	229	15.0%	147
Circuit Bar	60	3.9%	106
Community Pub	147	9.6%	55
Craft Led	47	3.1%	97
Great Pub Great Food	466	30.4%	159
High Street Pub	163	10.7%	61
Premium Local	405	26.5%	151

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,172	13.7%	134
Circuit Bar	416	4.8%	132
Community Pub	908	10.6%	61
Craft Led	246	2.9%	91
Great Pub Great Food	2,501	29.2%	152
High Street Pub	885	10.3%	60
Premium Local	2,325	27.1%	155

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	23,327	12.6%	124
Circuit Bar	4,904	2.7%	72
Community Pub	18,391	10.0%	57
Craft Led	4,959	2.7%	85
Great Pub Great Food	61,275	33.2%	173
High Street Pub	17,258	9.3%	54
Premium Local	50,310	27.2%	155

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.</p> <p>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 Lifestyle, 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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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.																