

# Catchment Summary - Three Horseshoes Seer Green



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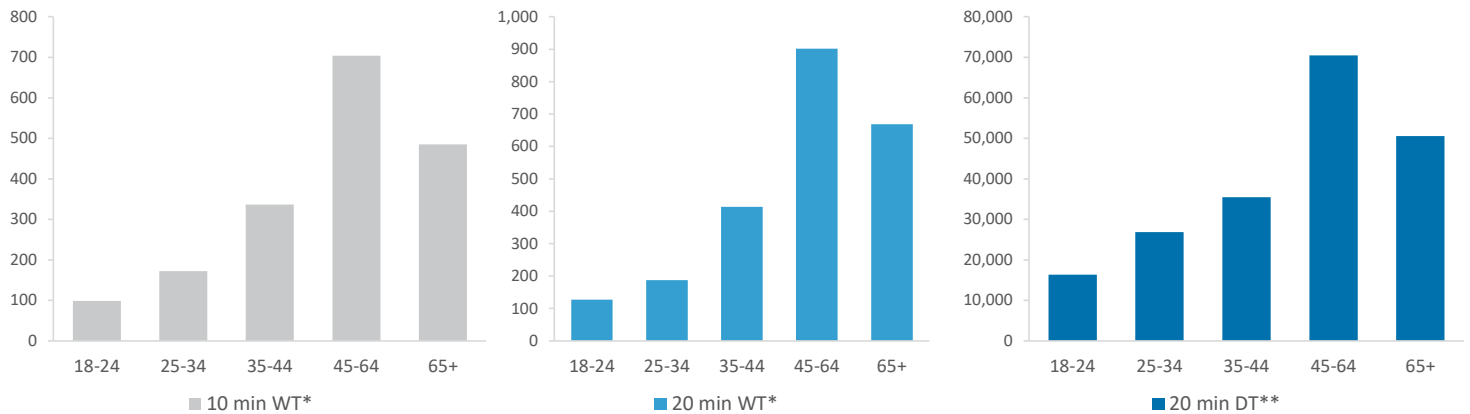
	Over GB Average
	Around GB Average
	Under GB Average

\*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	2,419	3,072	262,881	46	21	69
Adults 18+	1,796	2,298	199,709	41	13	67
Competition Pubs	2	2	210	13	6	58
Adults 18+ per Competition Pub	898	1,149	951	109	139	115
% Adults Likely to Drink	87.5%	87.7%	83.9%	106	106	102
Affluence	Low	0.0%	0.0%	10.5%	0	41
	Medium	5.8%	4.6%	22.1%	15	56
	High	94.2%	95.4%	66.1%	281	197
Age Profile	18-24	98	127	16,370	50	77
	25-34	172	188	26,832	54	77
	35-44	337	414	35,445	108	105
	45-64	704	901	70,494	114	105
	65+	485	668	50,568	105	101

Population & Adults 18+ index is based on all pubs

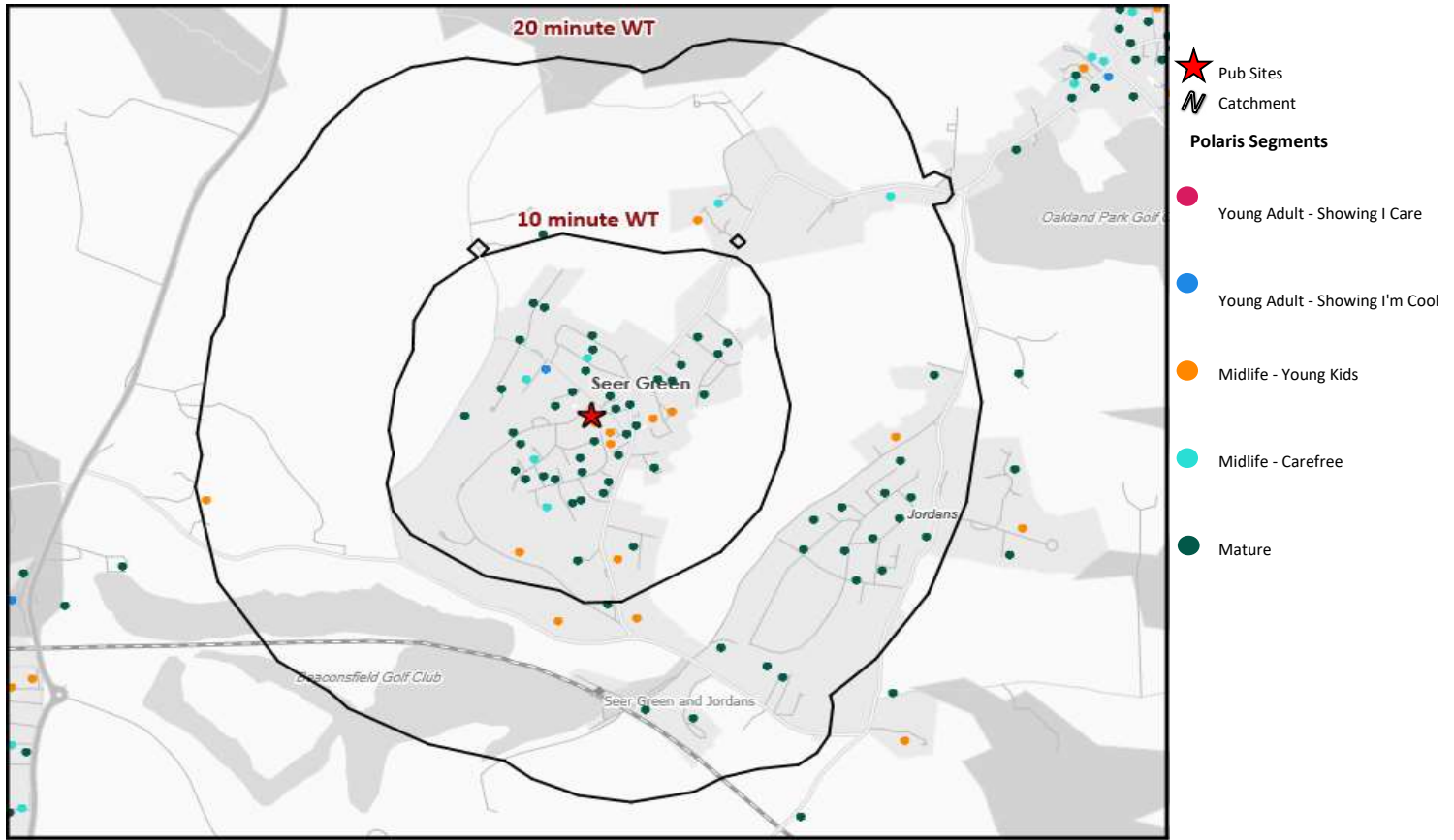
\*Affluence does not include Not Private Households



	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	1,182 (49%)	1,506 (49%)	128,113 (49%)	99	99
	Female	1,237 (51%)	1,566 (51%)	134,768 (51%)	101	101
Economic Status (16-74)	Employed: Full-time	666 (41%)	816 (40%)	78,679 (44%)	98	105
	Employed: Part-time	200 (12%)	248 (12%)	21,298 (12%)	95	91
	Self employed	237 (15%)	313 (15%)	22,523 (12%)	152	131
	Unemployed	25 (2%)	25 (1%)	3,048 (2%)	65	71
	Retired	254 (16%)	351 (17%)	23,460 (13%)	113	94
Other	246 (15%)	303 (15%)	31,368 (17%)	77	88	
Total Worker Count	506	769	134,407			

See the Glossary page for further information on the above variables

# Polaris Summary - Three Horseshoes Seer Green

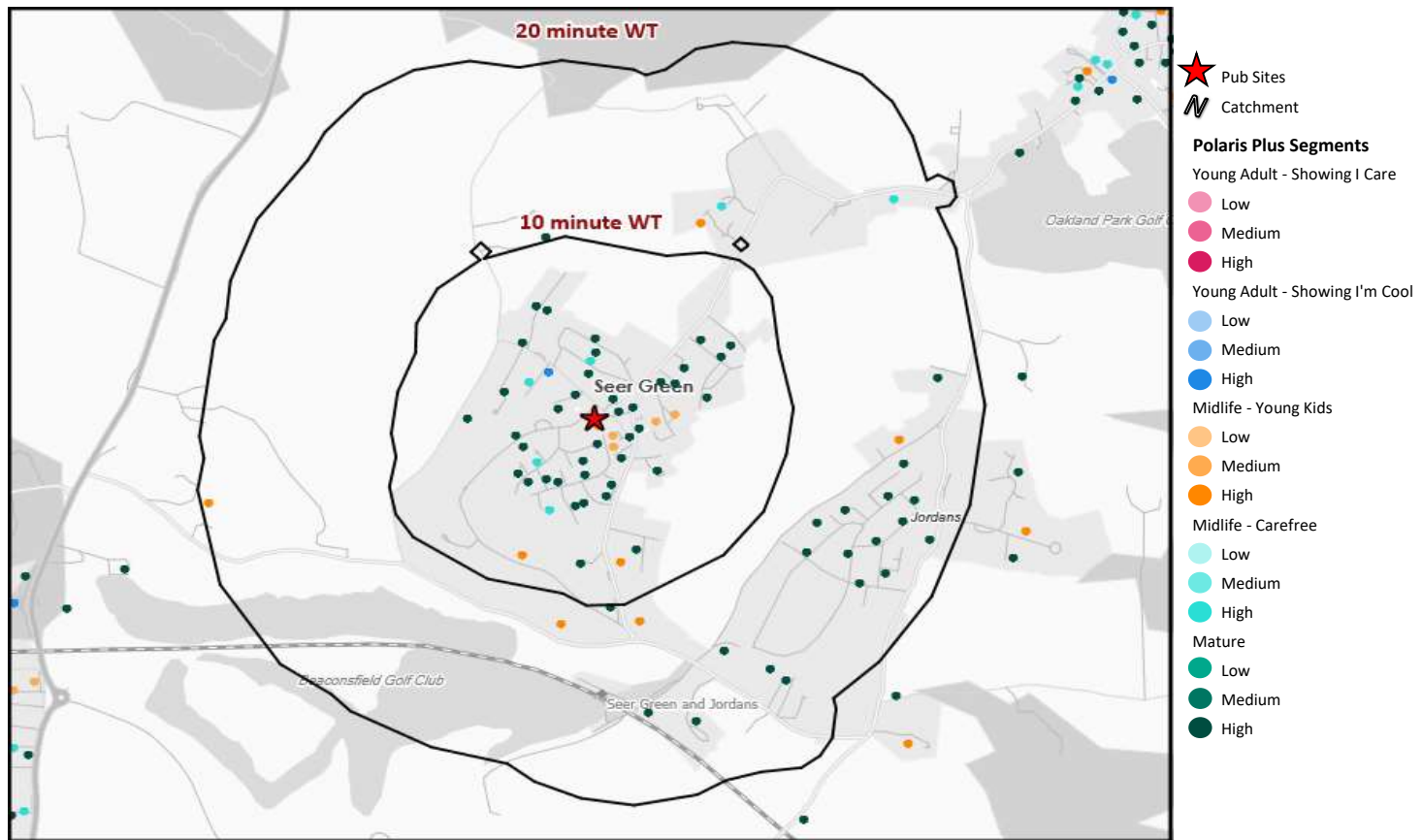


Polaris Profile by Catchment

\*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	6,092	0	0	34
Young Adult - Showing I'm Cool	21	21	19,422	13	10	106
Midlife - Young Kids	284	371	55,525	50	51	88
Midlife - Carefree	210	210	47,091	56	43	112
Mature	1,281	1,696	69,105	255	264	124
<b>Not Private Households</b>	0	0	2,474	0	0	86
<b>Total</b>	1,796	2,298	199,709			

# Polaris Summary - Three Horseshoes Seer Green



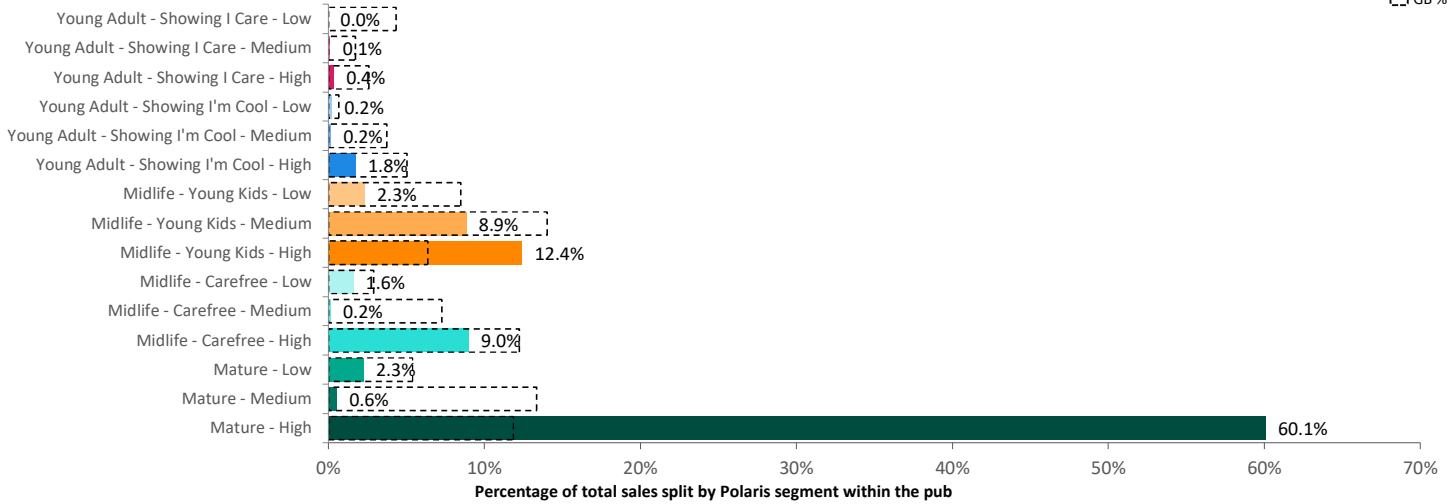
Polaris Plus Profile by Catchment

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

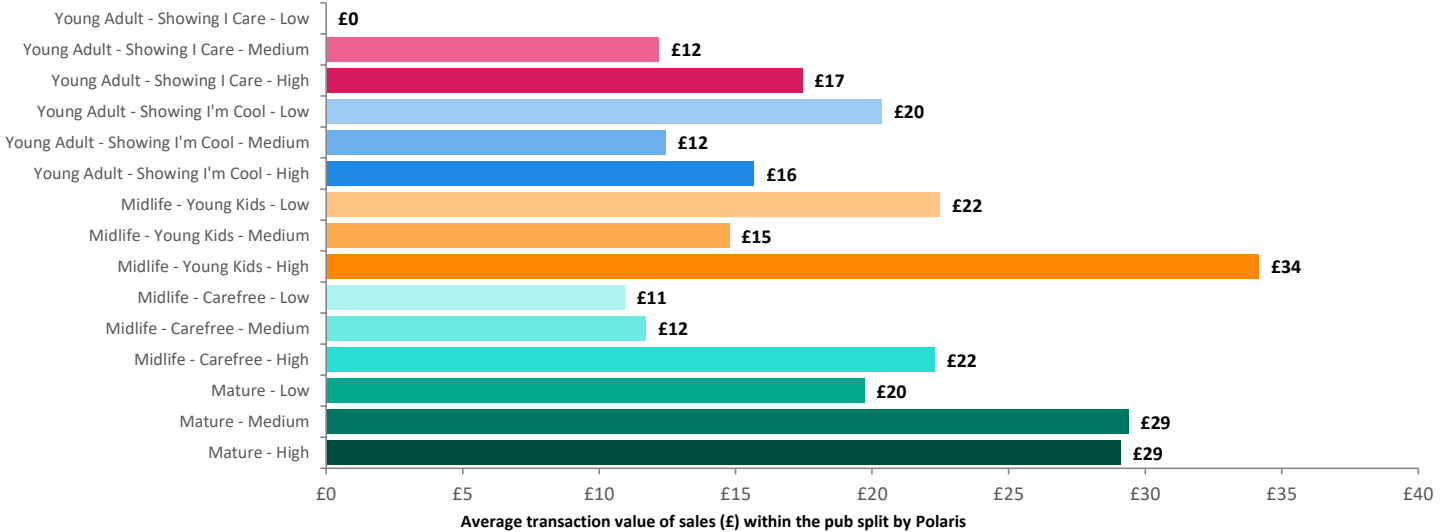
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	0	1,535	0	0	18
Medium	0	0	0	0	0	0
High	0	0	4,557	0	0	68
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	1,934	0	0	26
High	21	21	17,488	26	20	196
<b>Midlife - Young Kids</b>						
Low	0	0	8,666	0	0	39
Medium	105	105	34,942	39	31	117
High	179	266	11,917	185	215	111
<b>Midlife - Carefree</b>						
Low	0	0	2,131	0	0	31
Medium	0	0	746	0	0	6
High	210	210	44,214	107	84	203
<b>Mature</b>						
Low	0	0	8,722	0	0	74
Medium	0	0	6,509	0	0	26
High	1,281	1,696	53,874	760	787	288
<b>Not Private Households</b>	0	0	2,474	0	0	86
<b>Total</b>	1,796	2,298	199,709			

Spend by Polaris

GB %

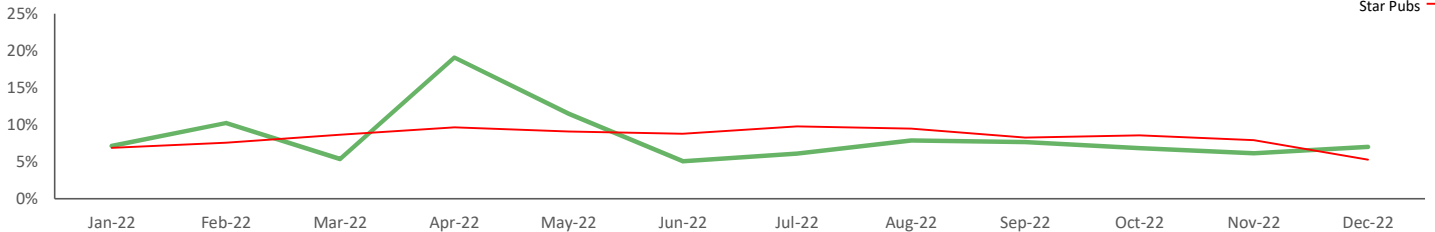


Average Transaction Values (£) by Polaris



Spend by Month

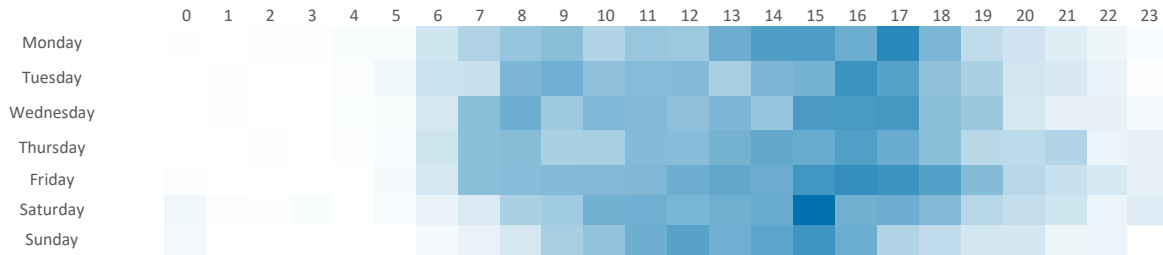
Three Horseshoes Seer Green  
Star Pubs



# Mobile Data Summary - Three Horseshoes Seer Green

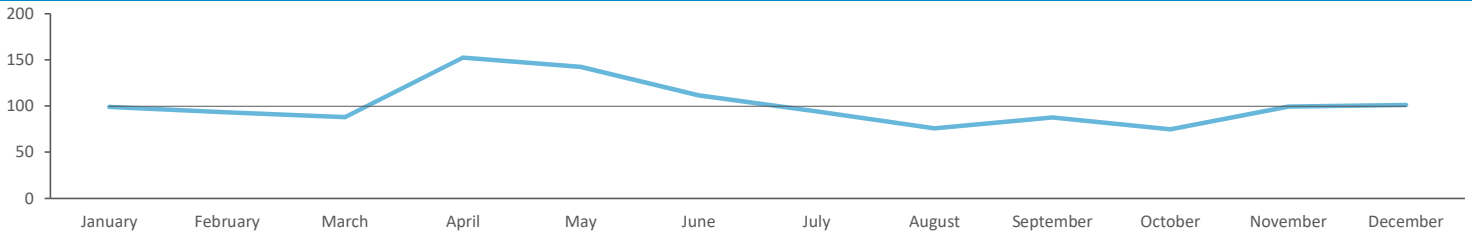
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## Time of Day/Day of Week



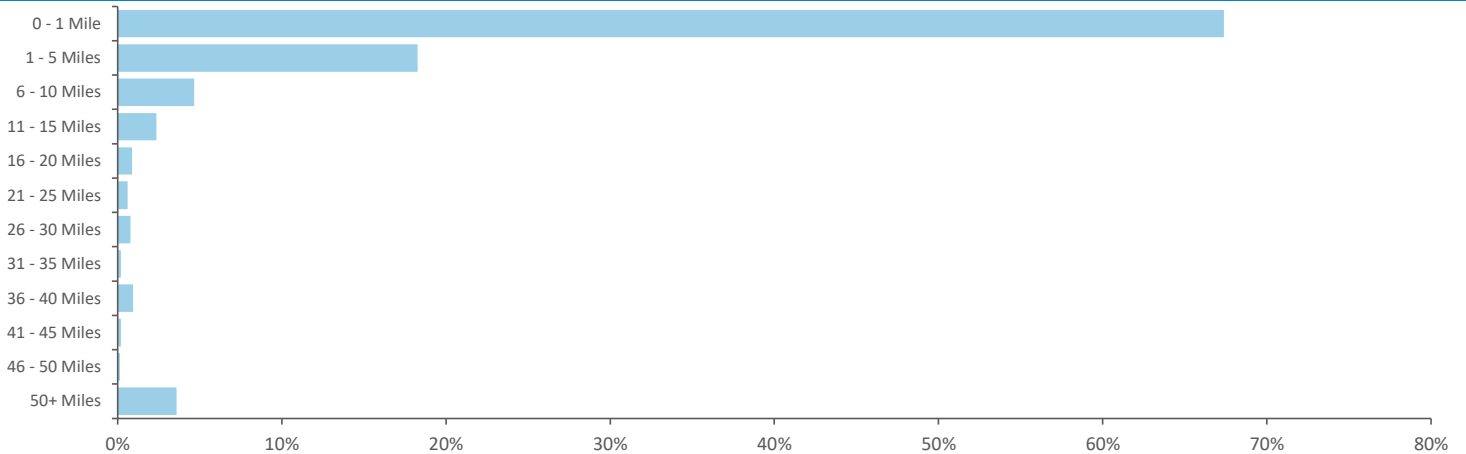
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



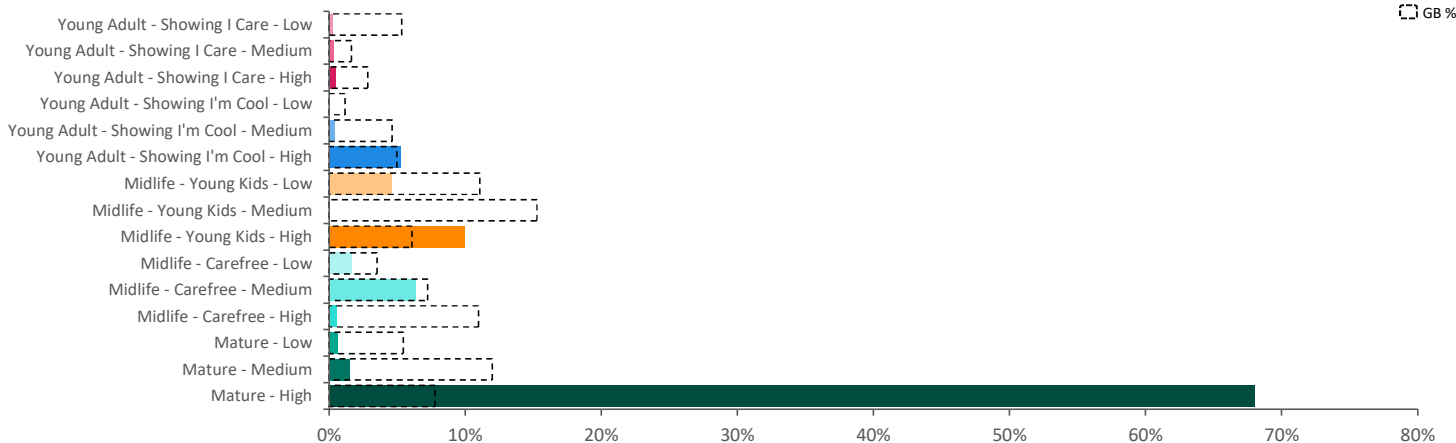
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home

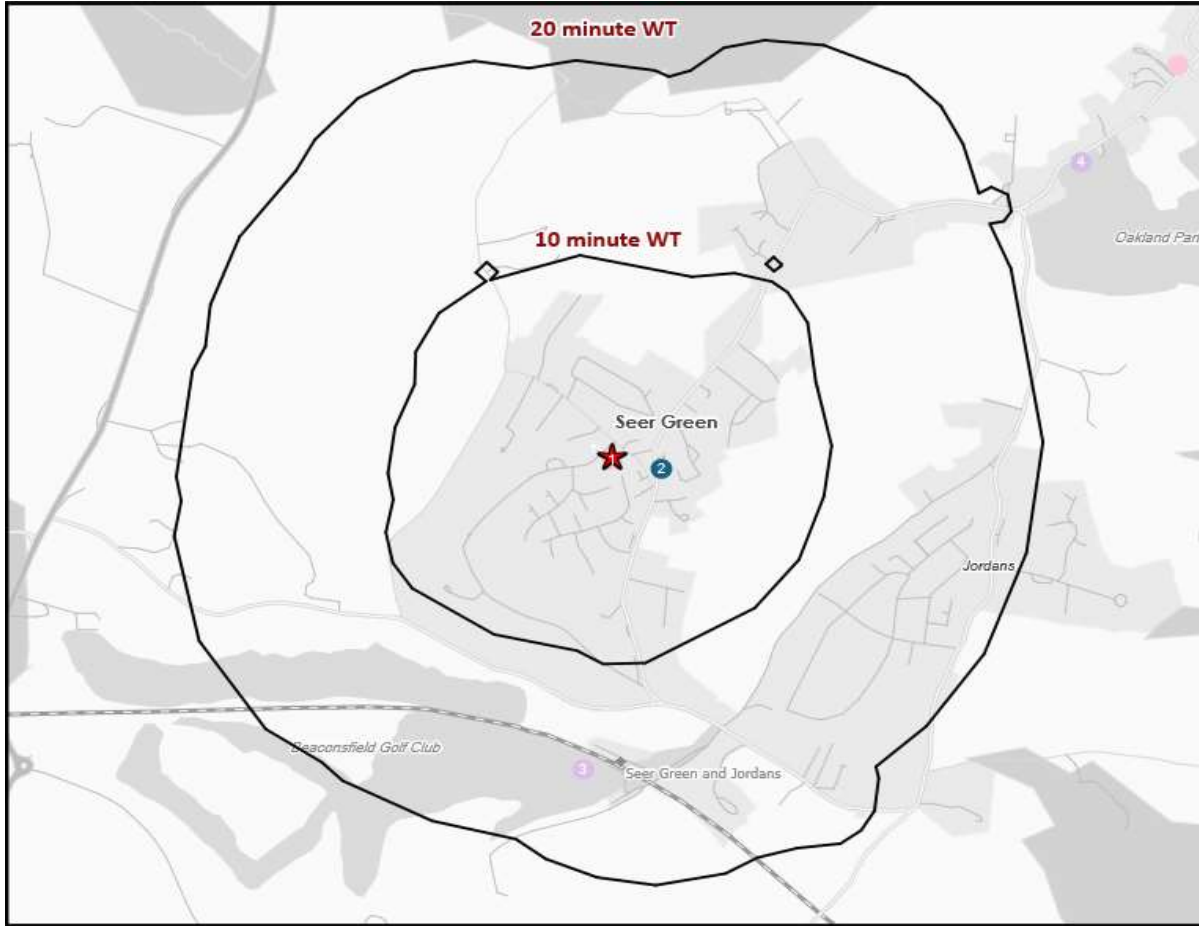


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile



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



- 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

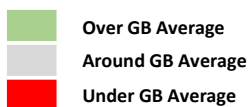
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Three Horse Shoes	HP 9 2XX	Star Pubs & Bars	GPGF	0.0
2	Jolly Cricketers	HP 9 2YG	Independent Free	ABOS	0.1
3	Beaconsfield Artisan Golf Club	HP 9 2UR	Independent Free	Sports Clubs	0.6
4	Oakland Park Golf	HP 8 4LW	Independent Free	Sports Clubs	1.0

# Per Pub Analysis - Three Horseshoes Seer Green



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,796	2,298	199,709
Number of Competition Pubs	2	2	210
Adults 18+ per Competition Pub	898	1,149	951

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	171	9.5%	93
Circuit Bar	14	0.8%	21
Community Pub	38	2.1%	12
Craft Led	10	0.5%	17
Great Pub Great Food	807	45.0%	234
High Street Pub	58	3.2%	18
Premium Local	698	38.9%	222

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	217	9.5%	93
Circuit Bar	14	0.6%	17
Community Pub	38	1.7%	10
Craft Led	10	0.4%	13
Great Pub Great Food	1,042	45.3%	236
High Street Pub	74	3.2%	19
Premium Local	903	39.3%	224

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	26,130	13.1%	128
Circuit Bar	5,752	2.9%	79
Community Pub	20,790	10.4%	60
Craft Led	6,048	3.0%	96
Great Pub Great Food	64,454	32.3%	168
High Street Pub	19,245	9.6%	56
Premium Local	51,939	26.0%	148

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: #f4a460;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds                      Conscious choices on sustainability and health   <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new   <i>"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."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     35-54 year olds                      Children under 12 at home   <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     35-54 year olds                      No children under 12 at home   <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     55+ year olds   <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home  <i>"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"</i>	35-54 year olds No children under 12 at home  <i>"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>	55+ year olds  <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			