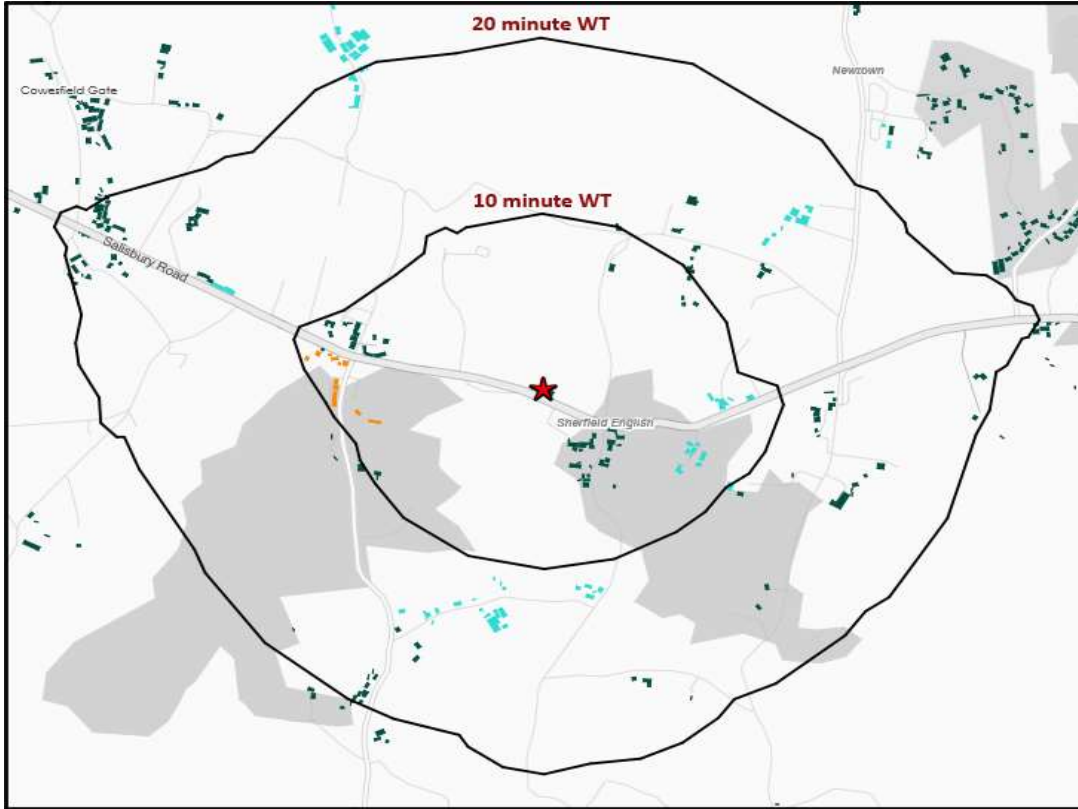


Catchment Summary - Hatchet Inn Sherfield English

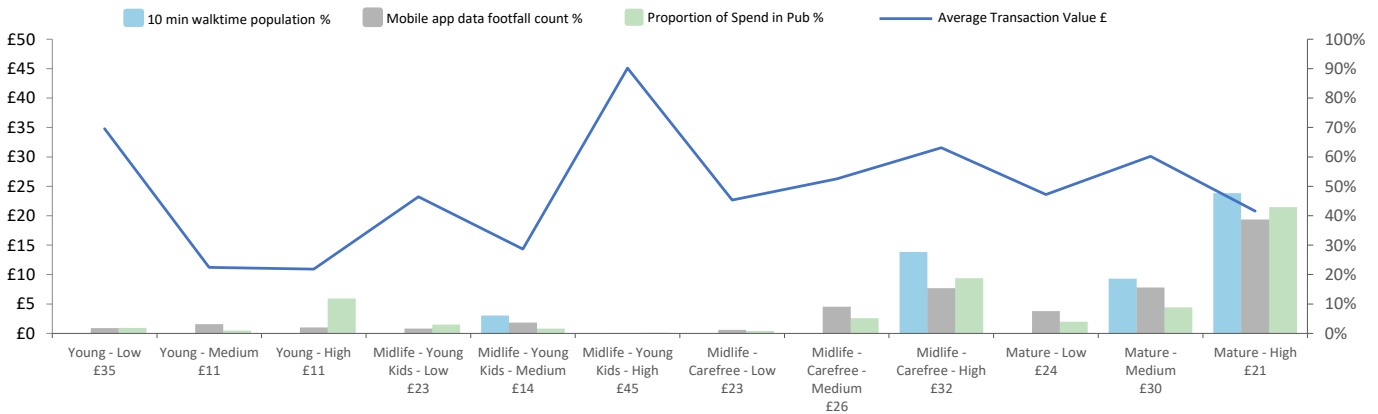
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626163	Hatchet Inn Sherfield English	S051 6FP	Star Pubs & Bars	Premium Local	16



- 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 - Hatchet Inn Sherfield English



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

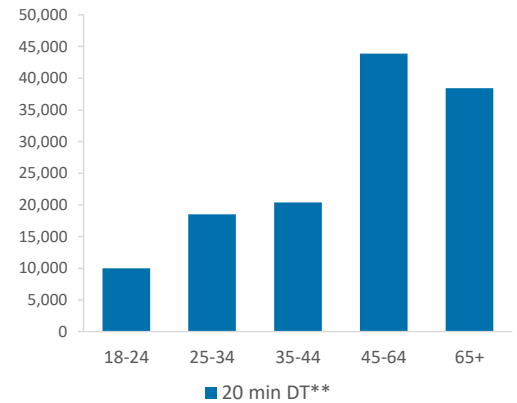
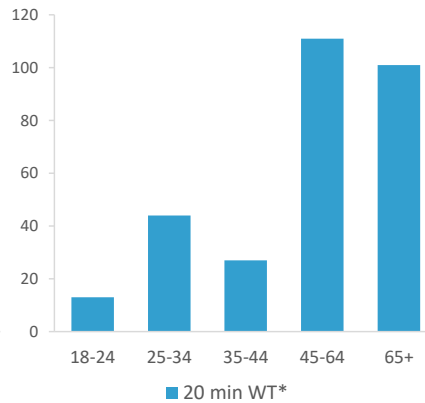
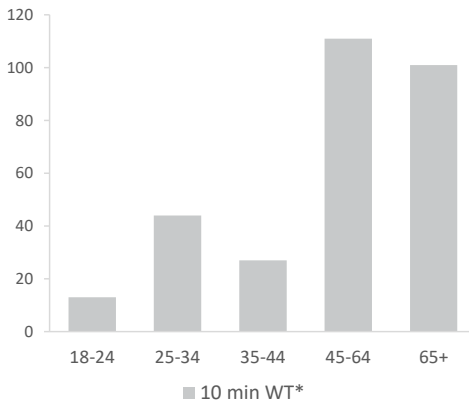
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	364	364	163,971	7	2	37
Adults 18+	296	296	131,188	7	2	38
Competition Pubs	1	1	160	6	3	38
Adults 18+ per Competition Pub	296	296	820	34	34	95
% Adults Likely to Drink	81.7%	81.7%	78.5%	107	107	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	0.0%	23.3%	0	0	70
	Medium	24.7%	24.7%	39.2%	65	65	103
	High	75.3%	75.3%	35.9%	276	276	131

*Affluence does not include Not Private Households

Age Profile	18-24	13	13	9,997	44	44	75
	25-34	44	44	18,523	91	91	85
	35-44	27	27	20,406	56	56	94
	45-64	111	111	43,861	119	119	104
	65+	101	101	38,401	144	144	122



	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	177 (49%)	177 (49%)	79,560 (49%)	99	99	99
	Female	187 (51%)	187 (51%)	84,411 (51%)	101	101	101
Economic Status (16+)	Employed: Full-time	90 (30%)	90 (30%)	46,181 (34%)	86	86	99
	Employed: Part-time	25 (8%)	25 (8%)	17,692 (13%)	69	69	110
	Self employed	37 (12%)	37 (12%)	13,190 (10%)	132	132	106
	Unemployed	0 (0%)	0 (0%)	2,830 (2%)	0	0	76
	Full-time student	1 (0%)	1 (0%)	2,190 (2%)	14	14	68
	Retired	108 (36%)	108 (36%)	35,257 (26%)	162	162	119
	Other	43 (14%)	43 (14%)	17,688 (13%)	81	81	75
Total Worker Count	204	204	83,992				

See the Glossary page for further information on the above variables

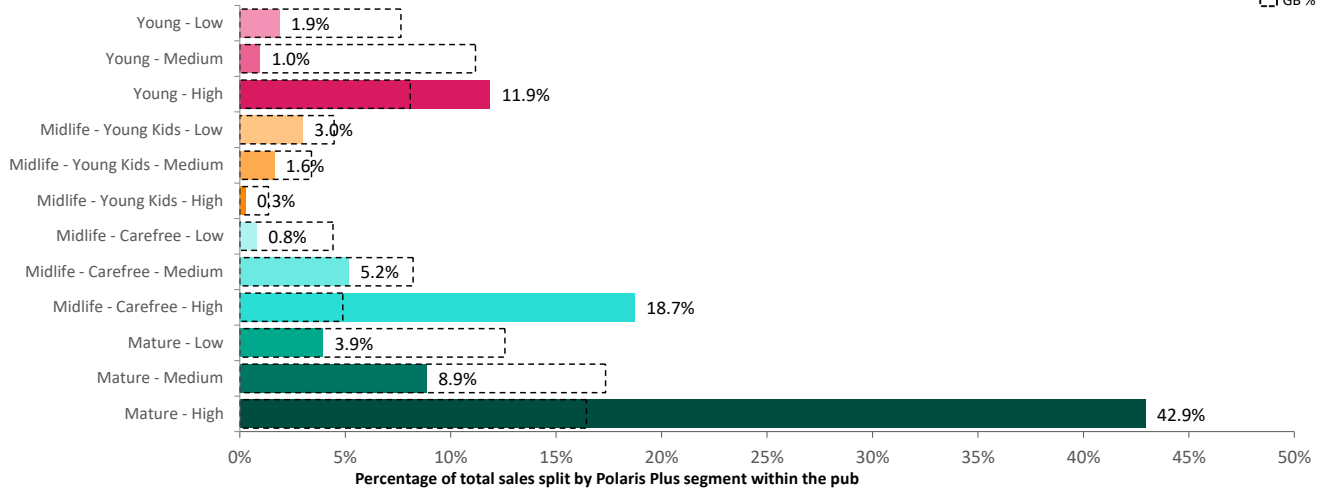
Transactional Data Summary - Hatchet Inn Sherfield English



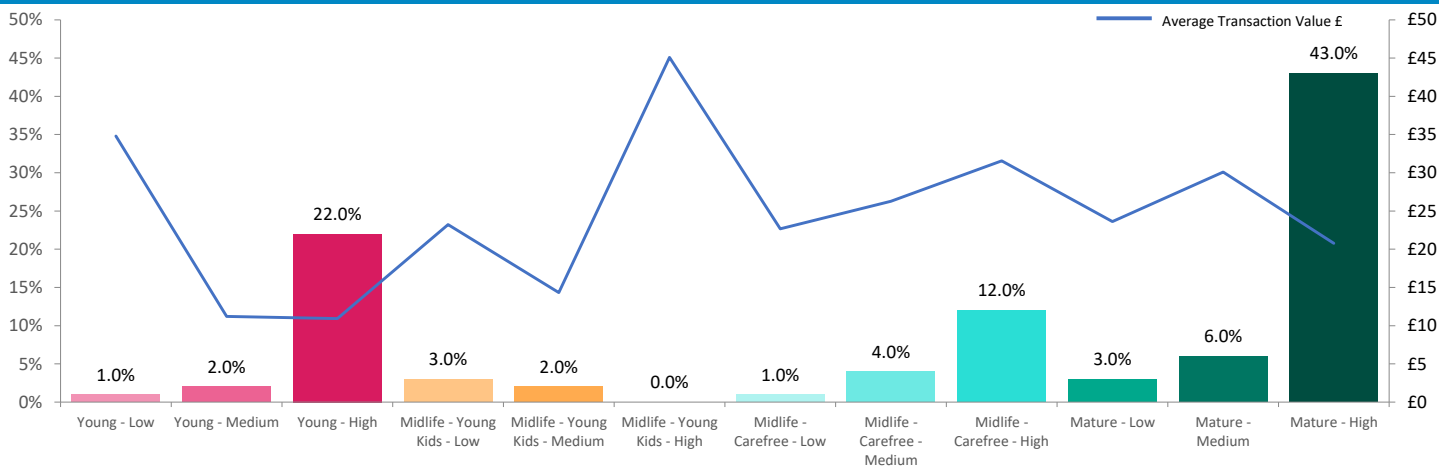
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Spend by Polaris Plus

GB %

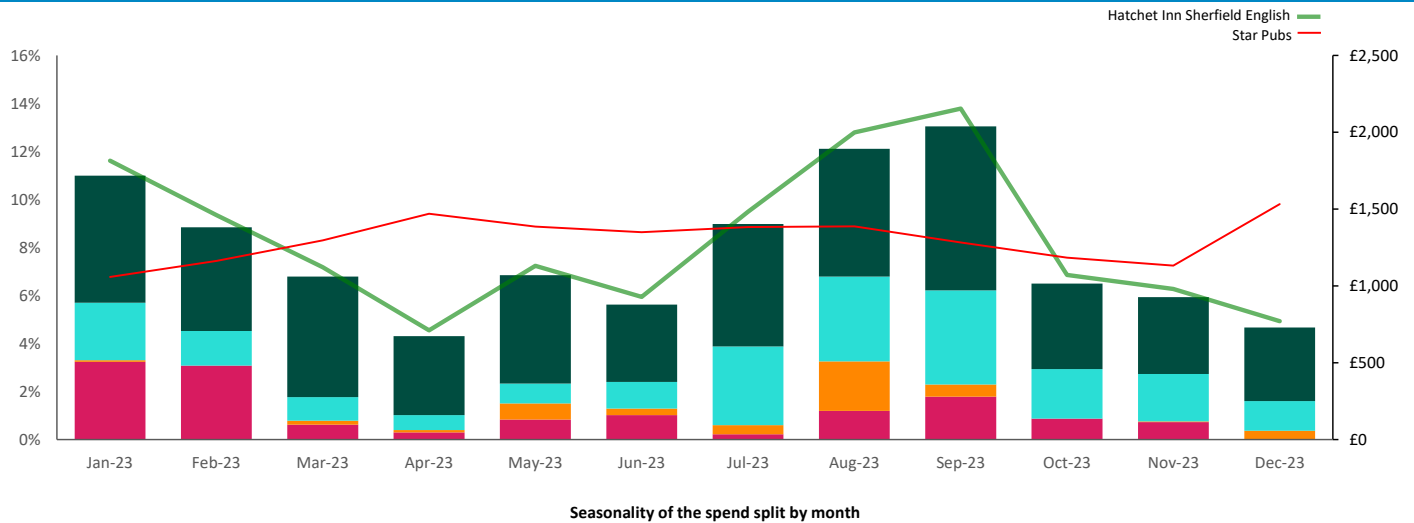


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

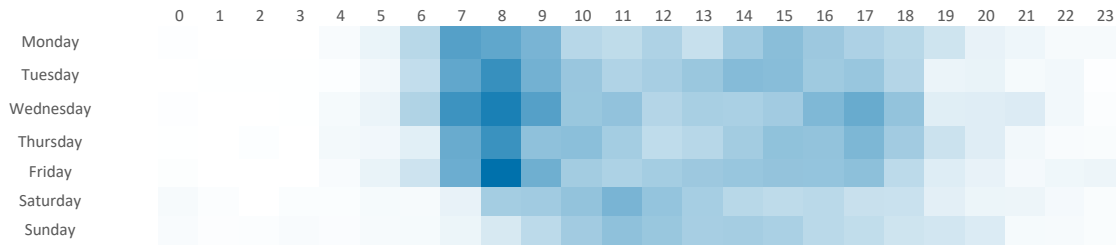


Mobile Data Summary - Hatchet Inn Sherfield English



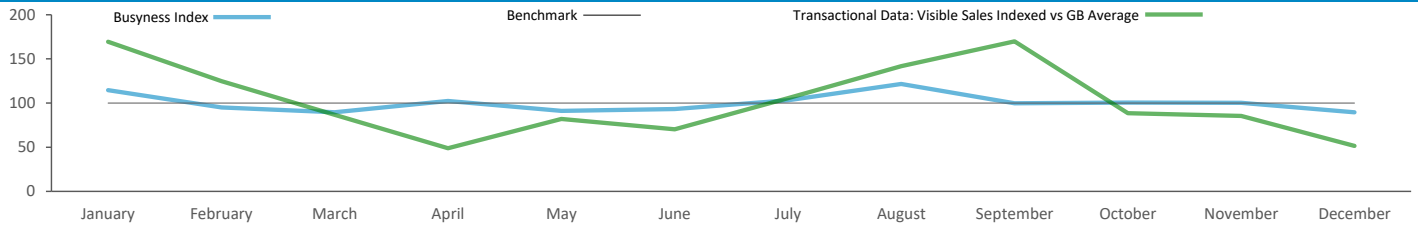
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Time of Day/Day of Week



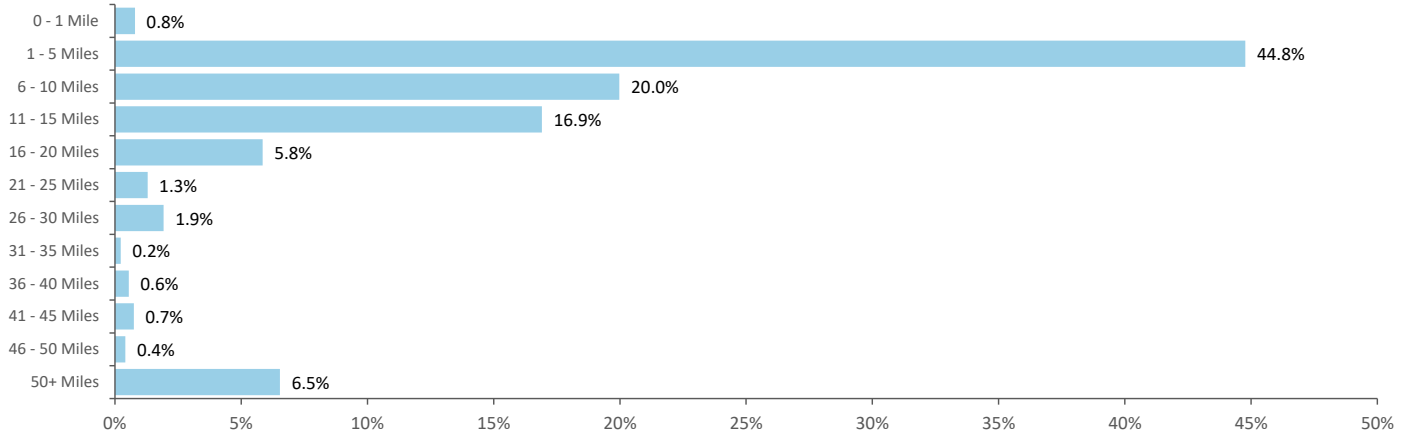
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

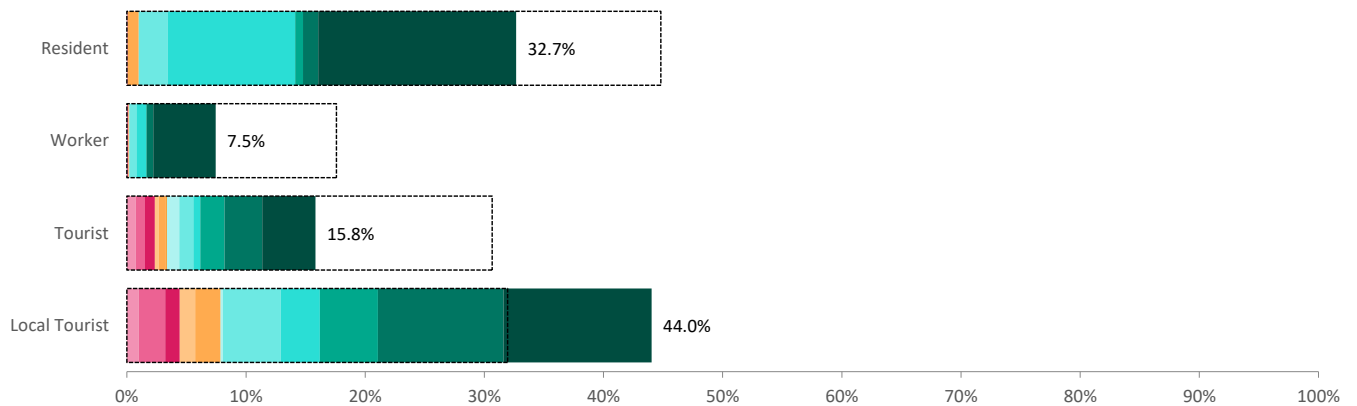
Distance from Home



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



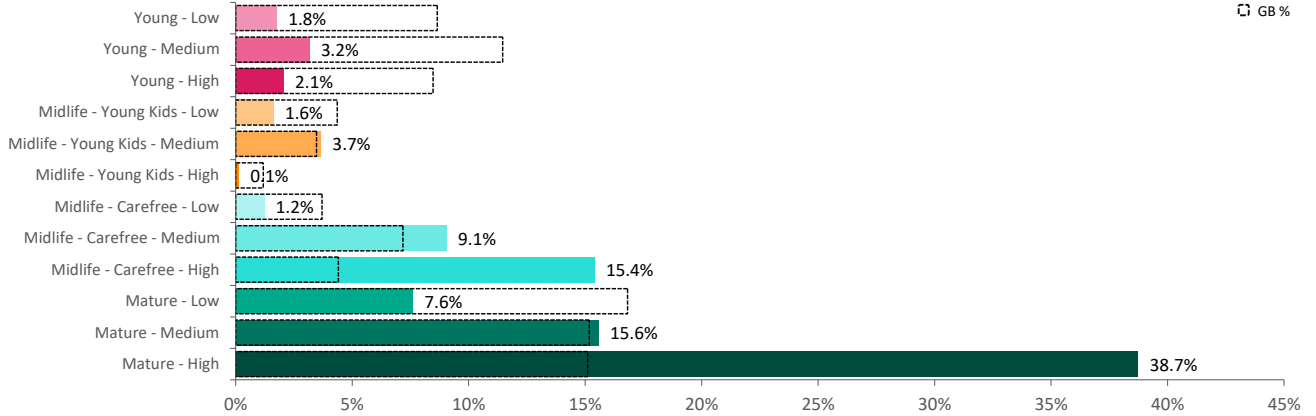
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Hatchet Inn Sherfield English



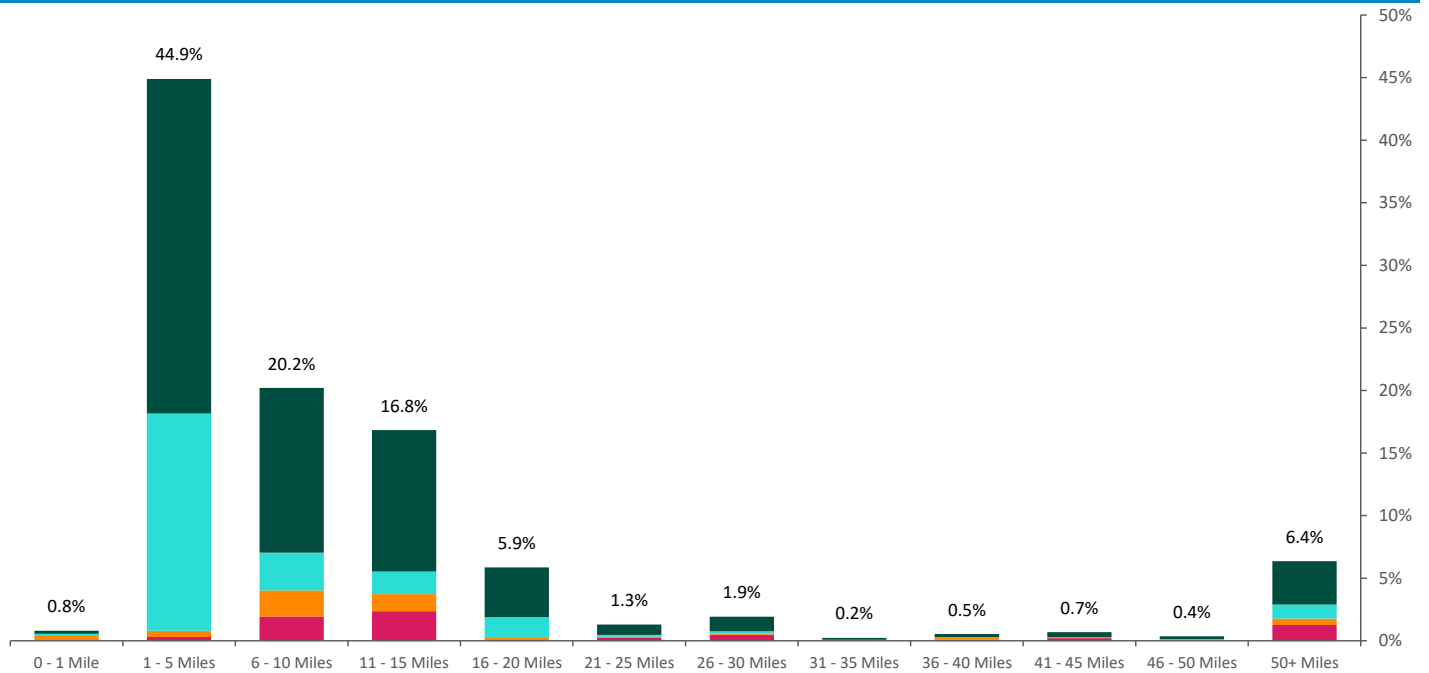
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Polaris Plus Profile



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

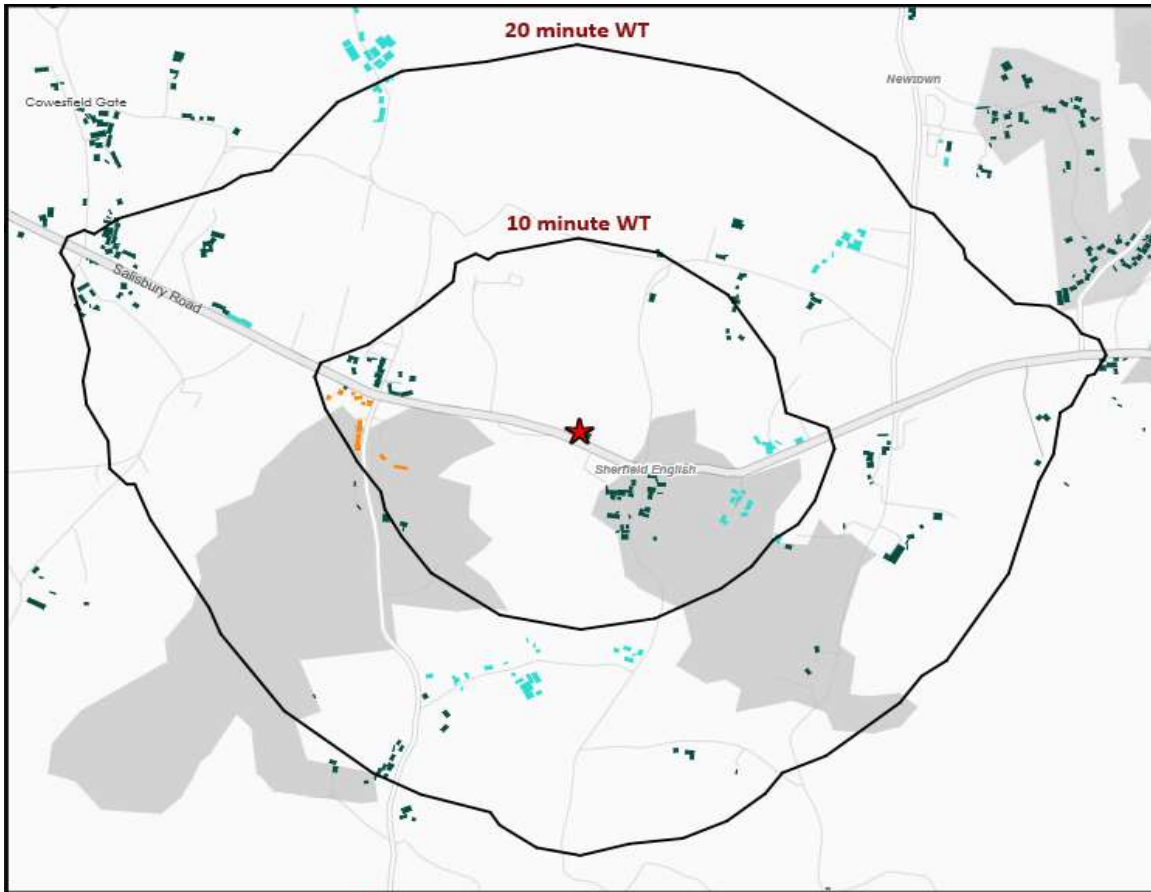


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Summary - Hatchet Inn Sherfield English



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

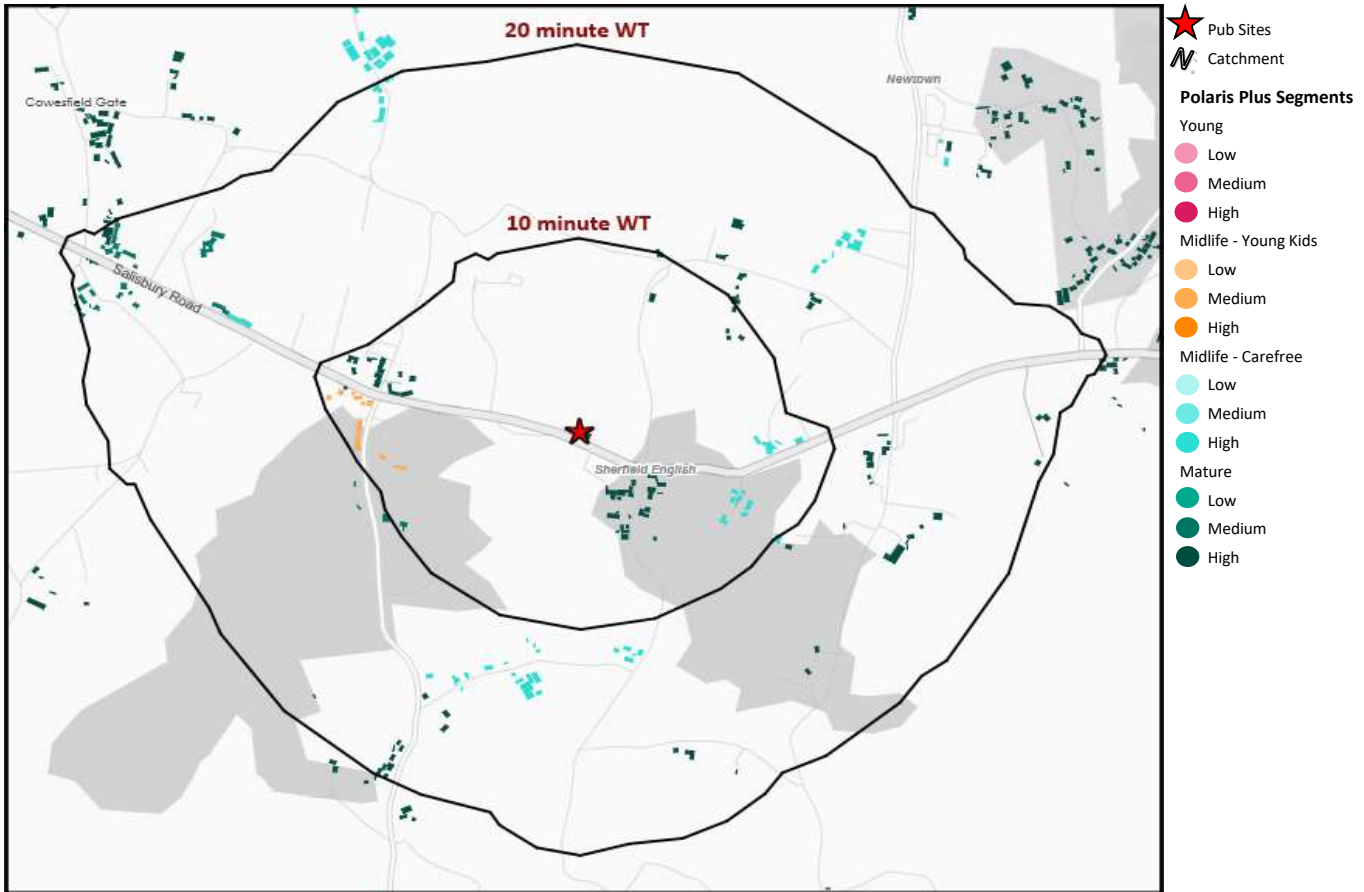
*WT= Walktime, **DT= Drivetime

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	0	0	20,108	0	0	56
Midlife - Young Kids	18	18	9,623	56	56	67
Midlife - Carefree	82	82	28,122	175	175	135
Mature	196	196	71,226	149	149	122
<i>Not Private Households</i>	0	0	2,109	0	0	122
Total	296	296	131,188			

Polaris Plus Summary - Hatchet Inn Sherfield English



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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**
Young						
Low	0	0	6,191	0	0	48
Medium	0	0	8,983	0	0	62
High	0	0	4,934	0	0	56
Midlife - Young Kids						
Low	0	0	1,420	0	0	20
Medium	18	18	7,933	140	140	140
High	0	0	270	0	0	18
Midlife - Carefree						
Low	0	0	3,399	0	0	61
Medium	0	0	15,644	0	0	166
High	82	82	9,079	622	622	155
Mature						
Low	0	0	19,519	0	0	108
Medium	55	55	18,919	119	119	92
High	141	141	32,788	318	318	167
Not Private Households	0	0	2,109	0	0	122
Total	296	296	131,188			

CGA Summary - Hatchet Inn Sherfield English



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Data Source © 2023 TomTom



- 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

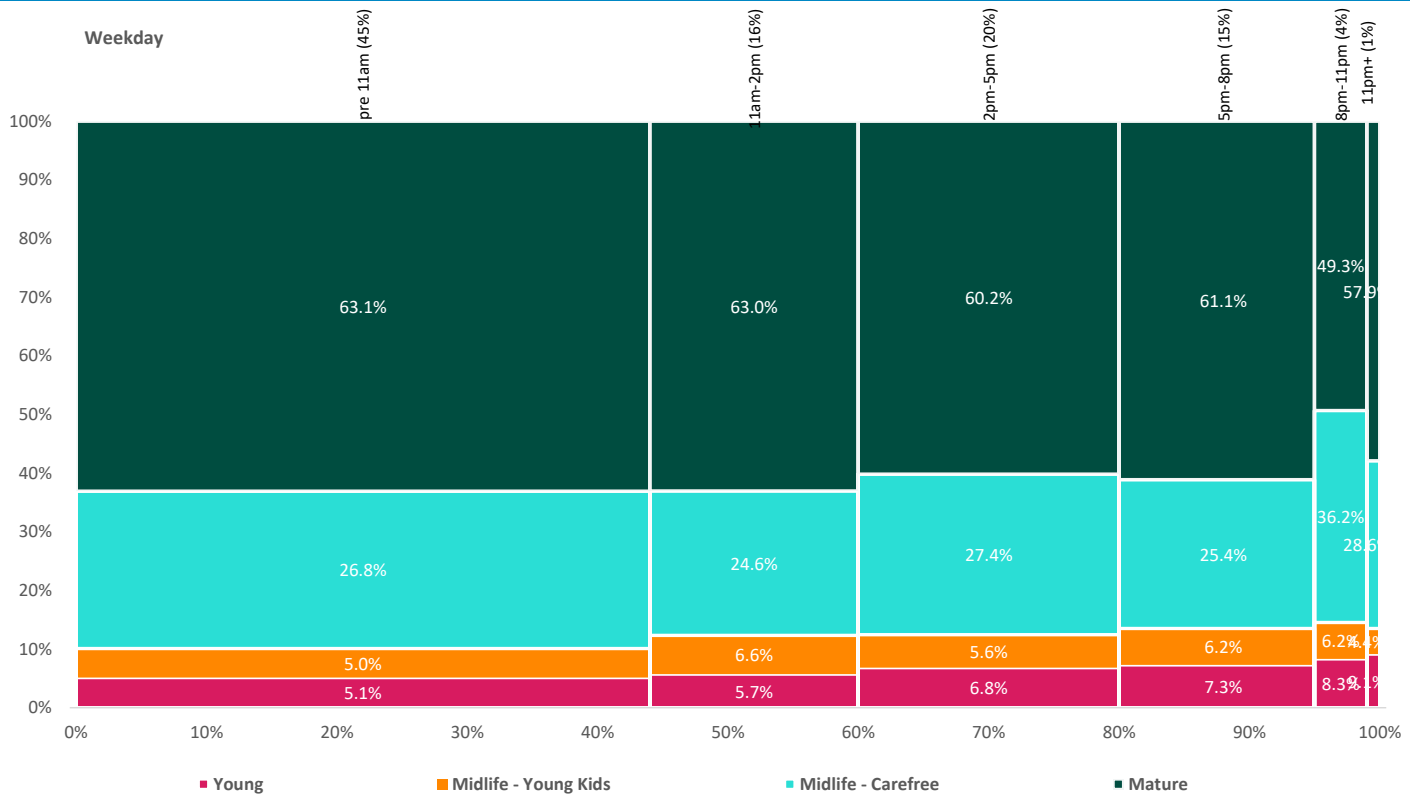
Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Hatchet Inn	SO51 6FP	Star Pubs & Bars	Premium Local	0.0

Mobile Data Summary - Hatchet Inn Sherfield English

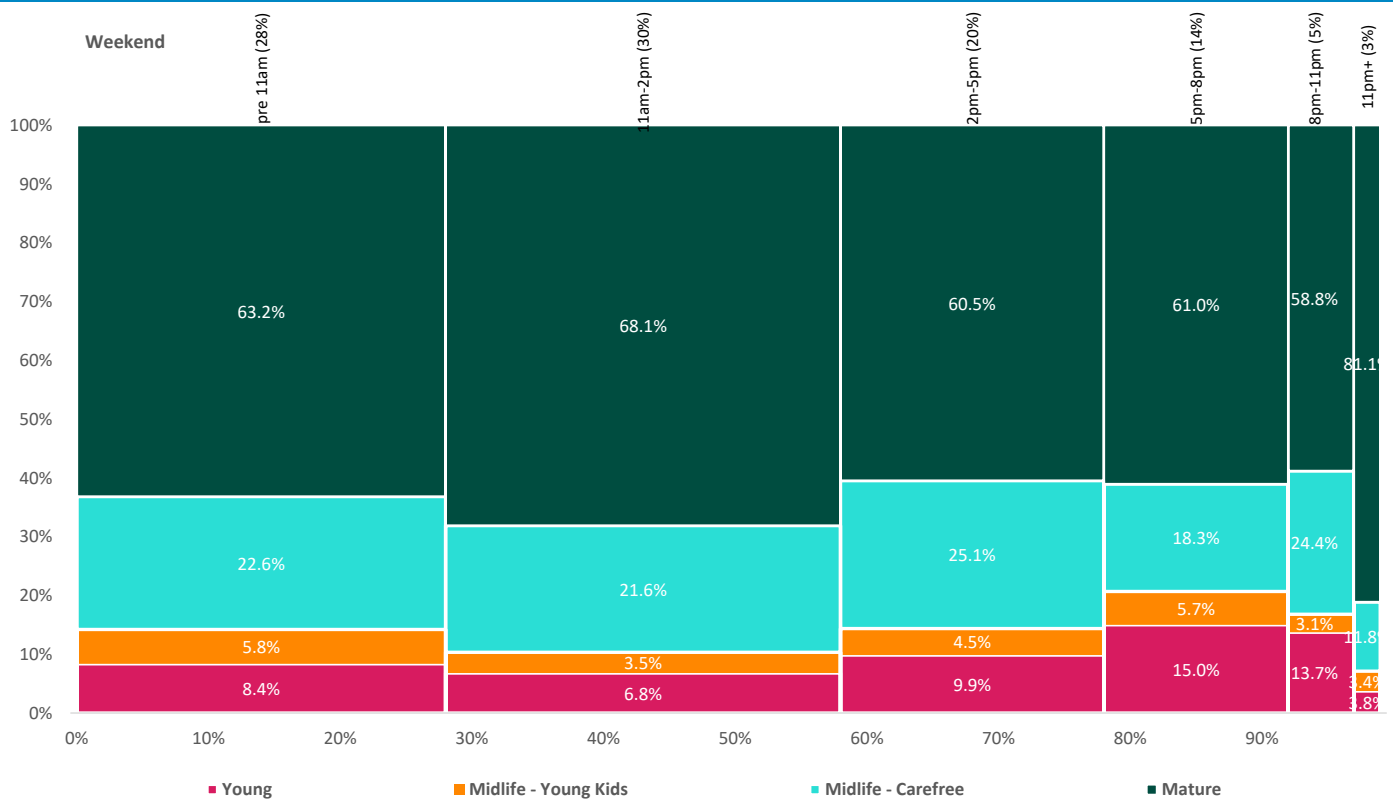


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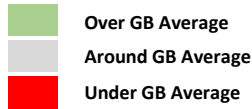
Time of Day by Polaris: Weekday (Monday to Friday)



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



Per Pub Analysis - Hatchet Inn Sheffield English



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	296	296	131,188
Number of Competition Pubs	1	1	160
Adults 18+ per Competition Pub	296	296	820

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	19	6.5%	81
Circuit Bar	0	2	0.8%	20
Community Pub	0	28	9.4%	49
Craft Led	0	1	0.4%	10
Great Pub Great Food	0	118	39.8%	225
High Street Pub	0	21	7.3%	39
Premium Local	1	106	35.8%	217

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	19	6.5%	81
Circuit Bar	0	2	0.8%	20
Community Pub	0	28	9.4%	49
Craft Led	0	1	0.4%	10
Great Pub Great Food	0	118	39.8%	225
High Street Pub	0	21	7.3%	39
Premium Local	1	106	35.8%	217

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	11	8,801	6.7%	83
Circuit Bar	15	4,284	3.3%	81
Community Pub	7	20,505	15.6%	82
Craft Led	0	2,894	2.2%	64
Great Pub Great Food	32	28,198	21.5%	121
High Street Pub	8	18,801	14.3%	78
Premium Local	25	26,553	20.2%	123

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 & 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</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</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</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>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 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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; 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 Wanting to look good in the group</p> <p><i>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p><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></p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p><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></p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p><i>"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"</i></p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p><i>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</i></p>	<p>35-54 year olds Children under 12 at home</p> <p><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></p>	<p>35-54 year olds No children under 12 at home</p> <p><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></p>	<p>55+ year olds</p> <p><i>"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"</i></p>	Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																									
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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 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.																																									
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.																																									
Sparsity																																									
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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