

Catchment Summary - Oddfellows Arms Pinner



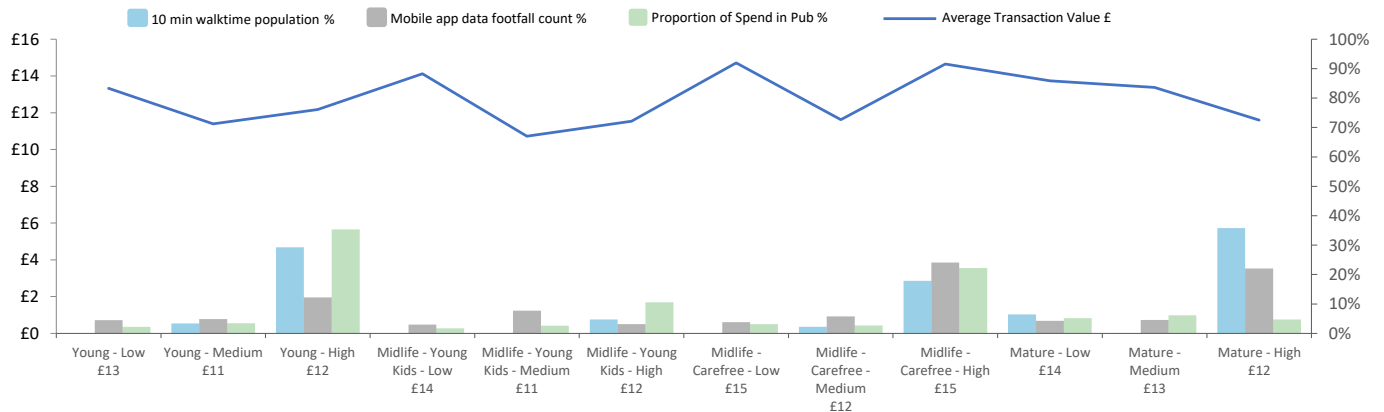
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625586	Oddfellows Arms Pinner	HA 5 3EN	Star Pubs & Bars	Circuit Bar	6



- ★ 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 - Oddfellows Arms Pinner

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

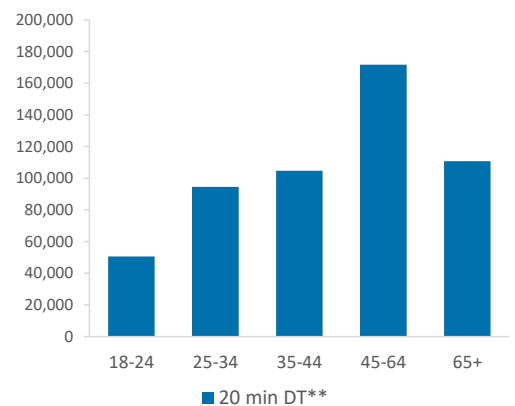
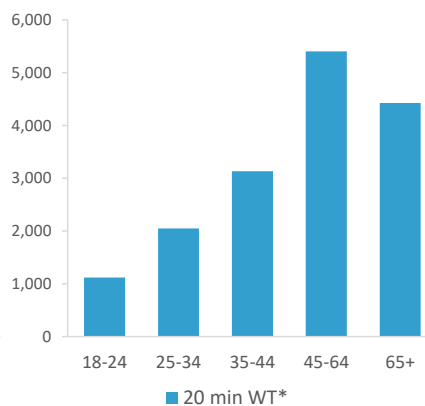
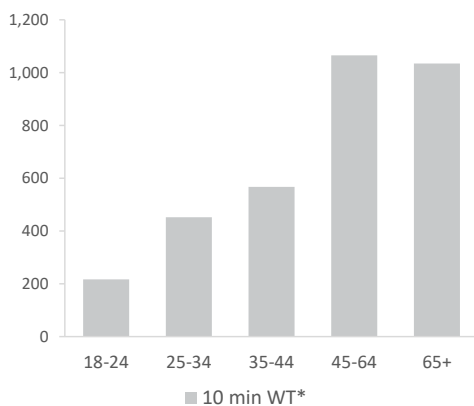
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,097	20,489	683,950	76	111	156
Adults 18+	3,335	16,122	532,263	74	106	152
Competition Pubs	4	6	251	22	17	60
Adults 18+ per Competition Pub	834	2,687	2,121	97	313	247
% Adults Likely to Drink	79.7%	77.0%	72.7%	105	101	95

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.5%	14.8%	25.2%	19	44	76
	Medium	5.8%	8.3%	29.6%	15	22	78
	High	87.7%	76.8%	44.2%	321	281	162

*Affluence does not include Not Private Households

Age Profile	18-24	217	1,118	50,569	65	67	91
	25-34	452	2,047	94,484	83	75	104
	35-44	567	3,133	104,760	105	115	116
	45-64	1,065	5,400	171,645	101	103	98
	65+	1,034	4,424	110,805	131	112	84

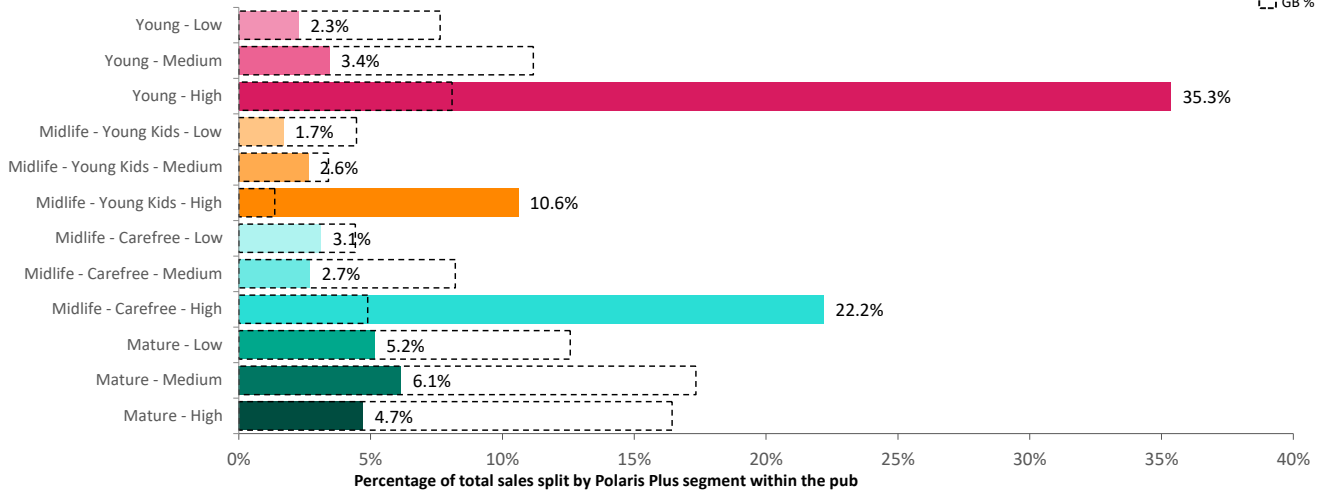


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,963 (48%)	9,809 (48%)	334,216 (49%)	98	98	100
	Female	2,134 (52%)	10,680 (52%)	349,734 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	1,065 (31%)	5,439 (33%)	184,822 (34%)	91	95	98
	Employed: Part-time	337 (10%)	1,762 (11%)	61,583 (11%)	83	89	94
	Self employed	435 (13%)	2,159 (13%)	74,387 (14%)	138	141	146
	Unemployed	97 (3%)	443 (3%)	19,221 (3%)	103	96	126
	Full-time student	52 (2%)	243 (1%)	12,956 (2%)	64	62	99
	Retired	881 (26%)	3,733 (22%)	92,180 (17%)	118	103	77
	Other	545 (16%)	2,841 (17%)	105,124 (19%)	92	98	110
Total Worker Count		2,609	5,526	237,119			

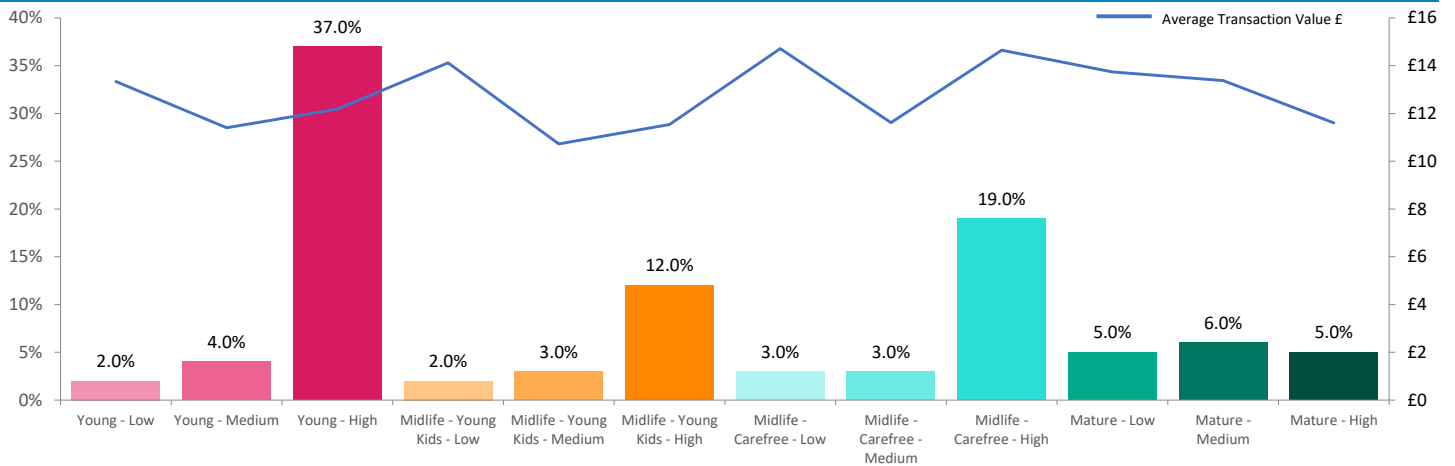
See the Glossary page for further information on the above variables

Transactional Data Summary - Oddfellows Arms Pinner

Spend by Polaris Plus

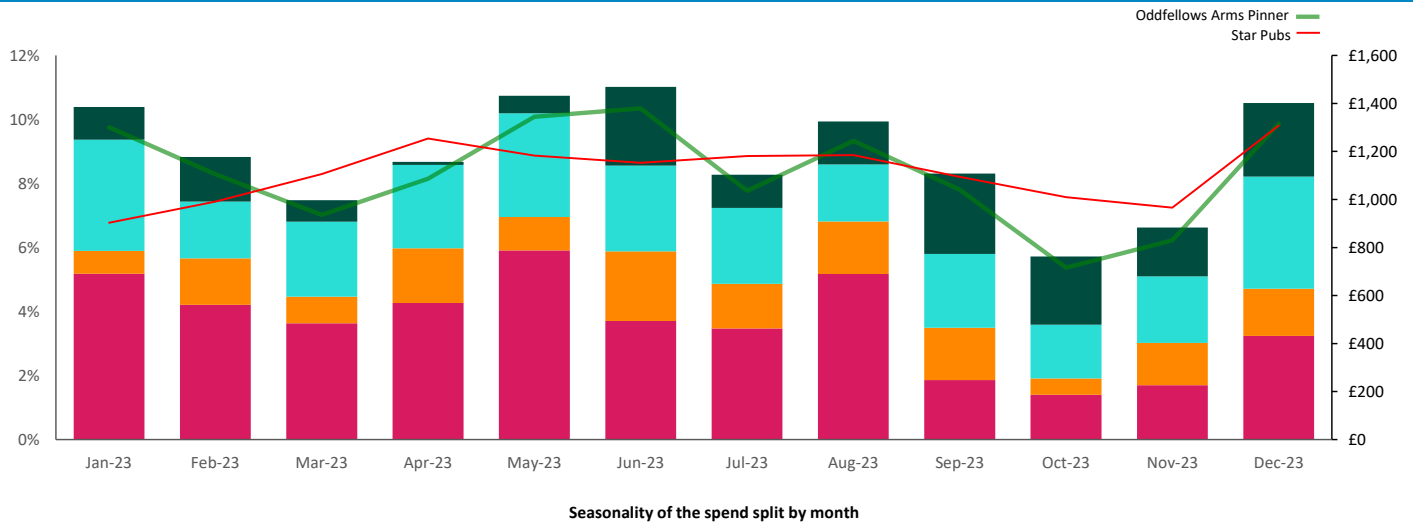


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

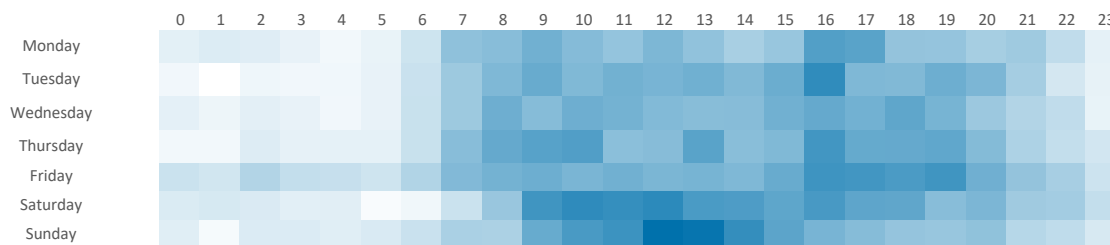


Mobile Data Summary - Oddfellows Arms Pinner



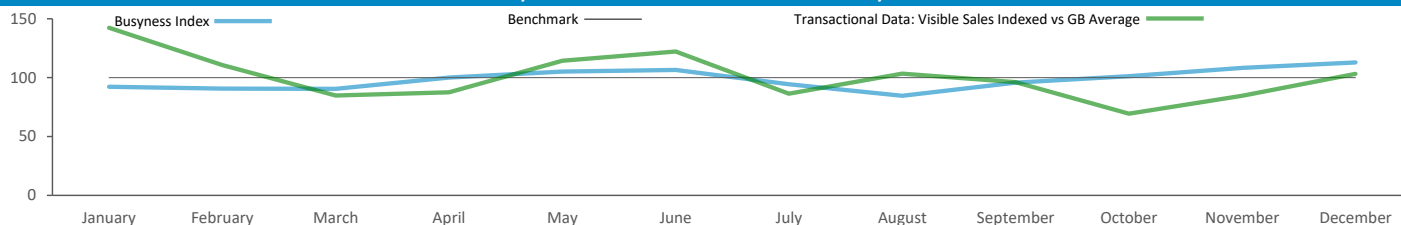
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Time of Day/Day of Week



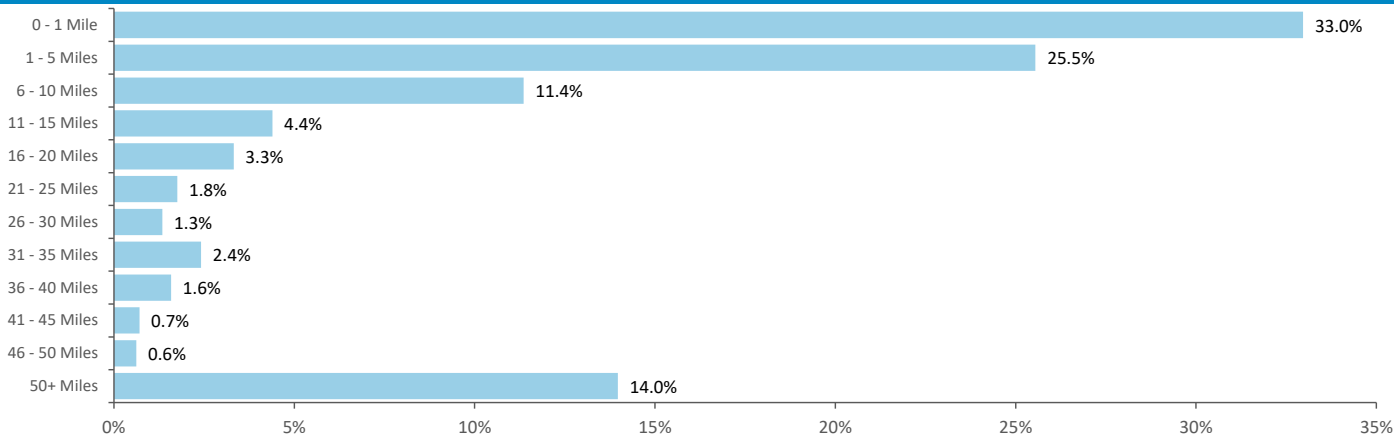
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

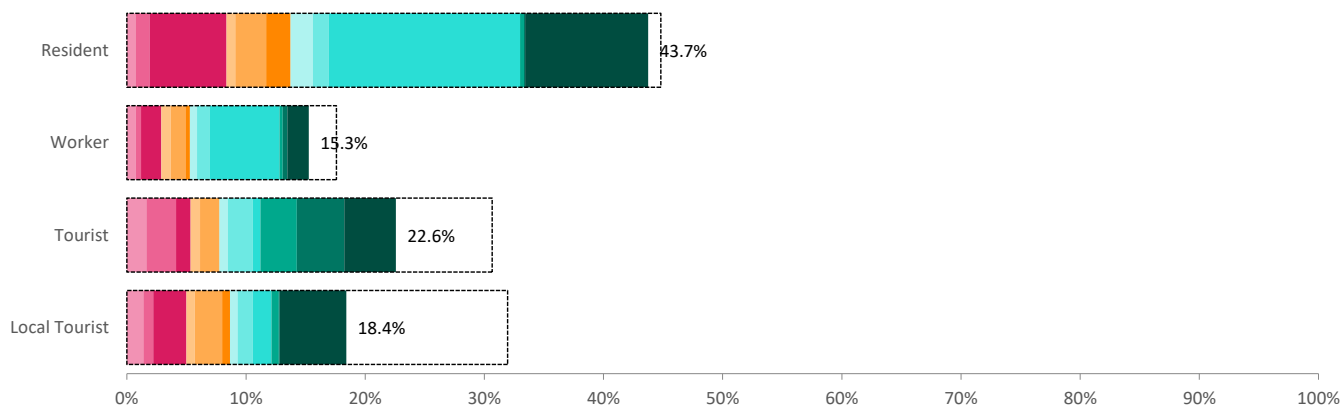
Distance from Home



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



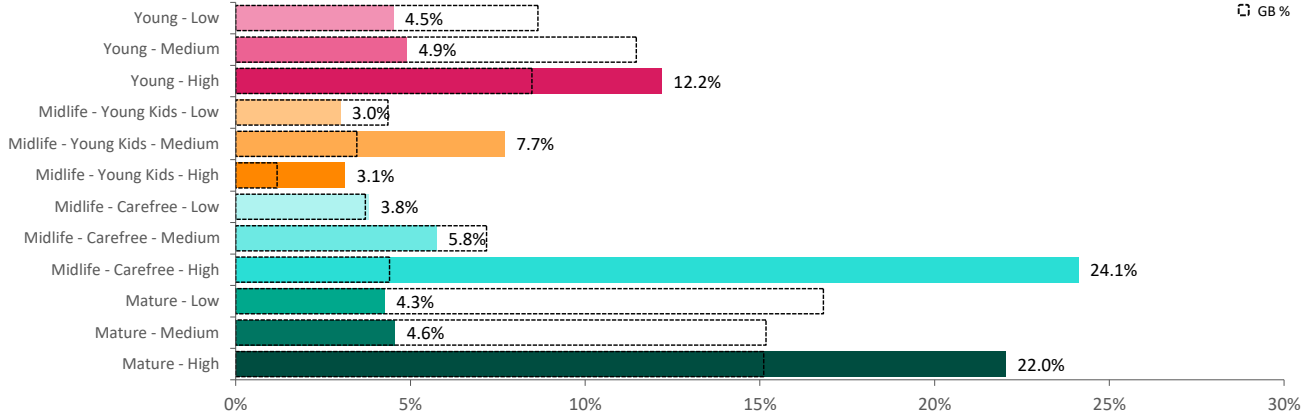
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Oddfellows Arms Pinner



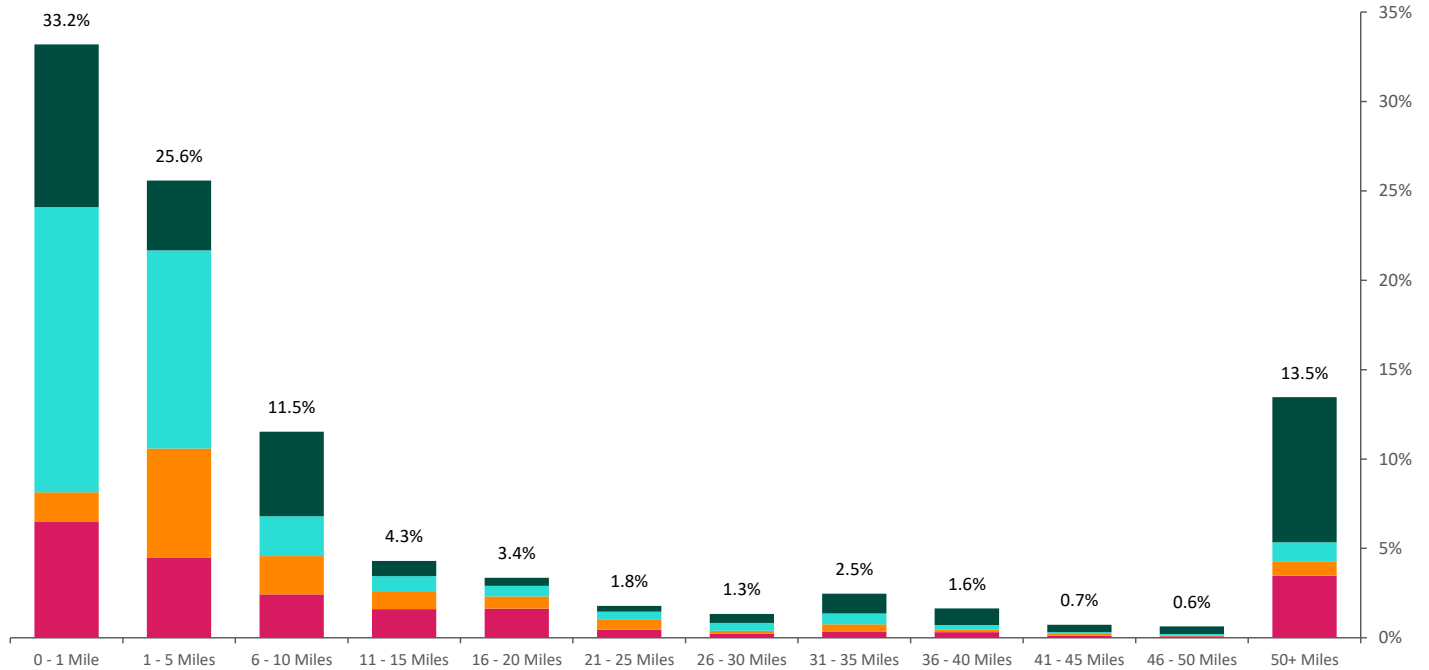
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Polaris Plus Profile



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

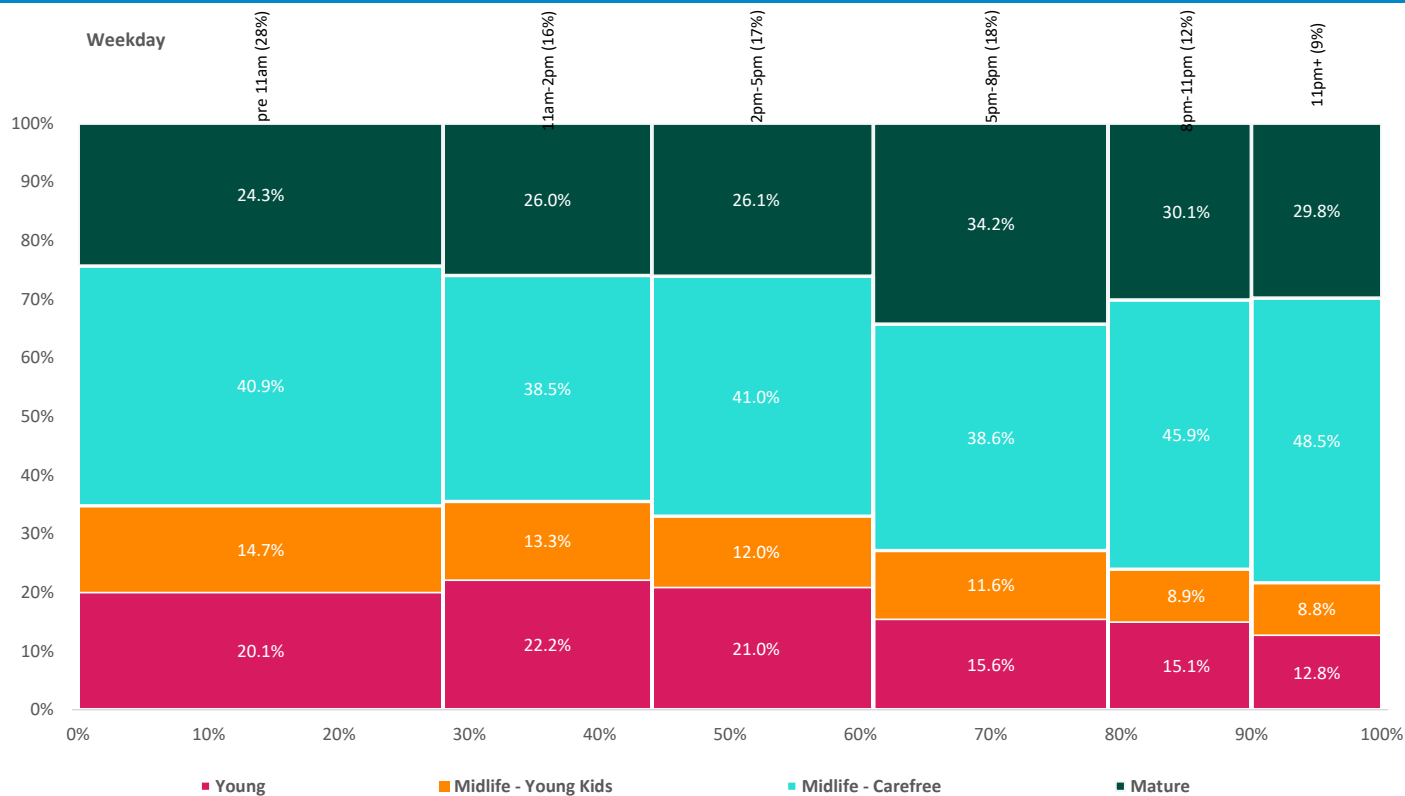
Distance from Home by Polaris



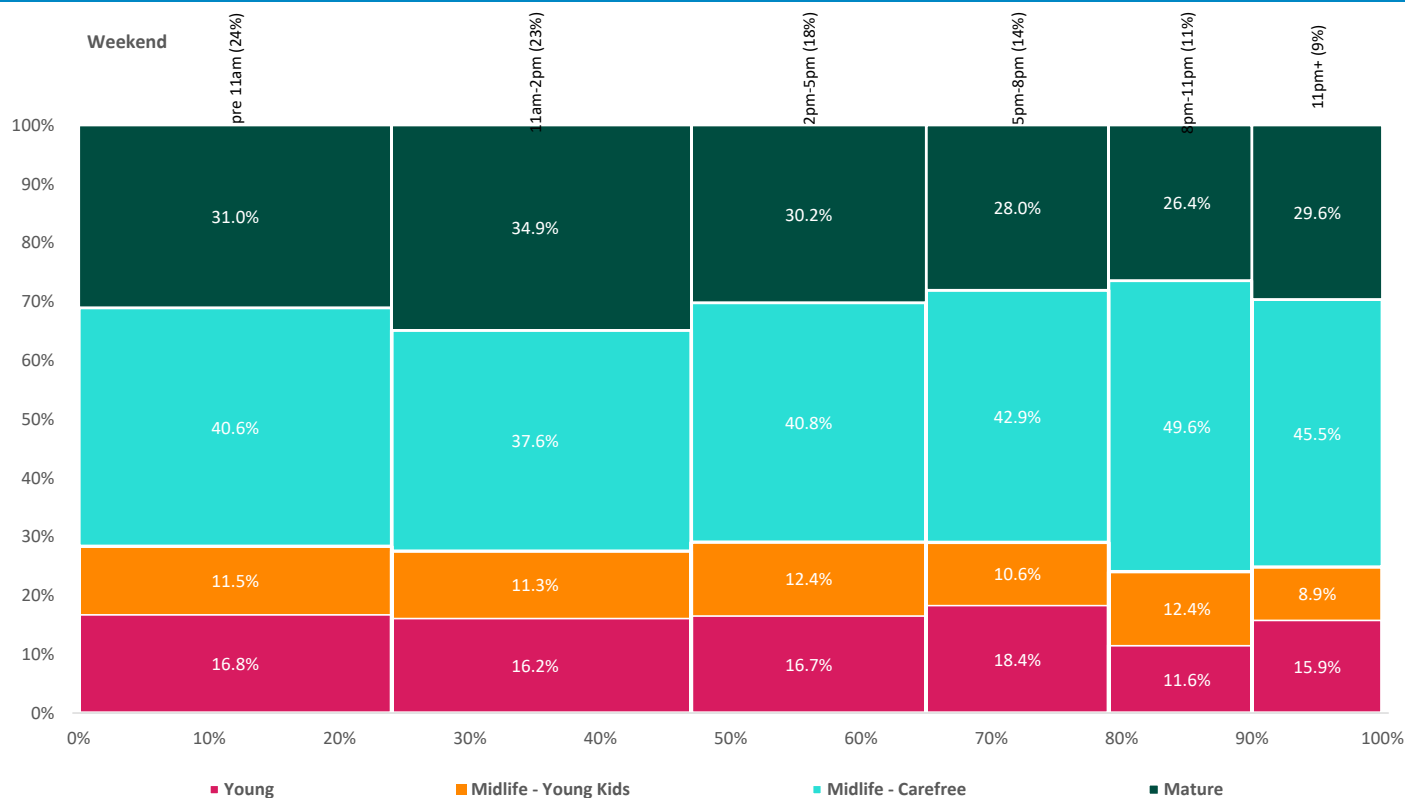
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Oddfellows Arms Pinner

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



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



Polaris Summary - Oddfellows Arms Pinner



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	1,089	4,363	133,925	119	98	91
Midlife - Young Kids	164	1,487	130,443	45	84	224
Midlife - Carefree	669	5,520	197,663	127	216	235
Mature	1,413	4,735	64,962	95	66	27
Not Private Households	0	17	5,270	0	8	75
Total	3,335	16,122	532,263			

Polaris Plus Summary - Oddfellows Arms Pinner

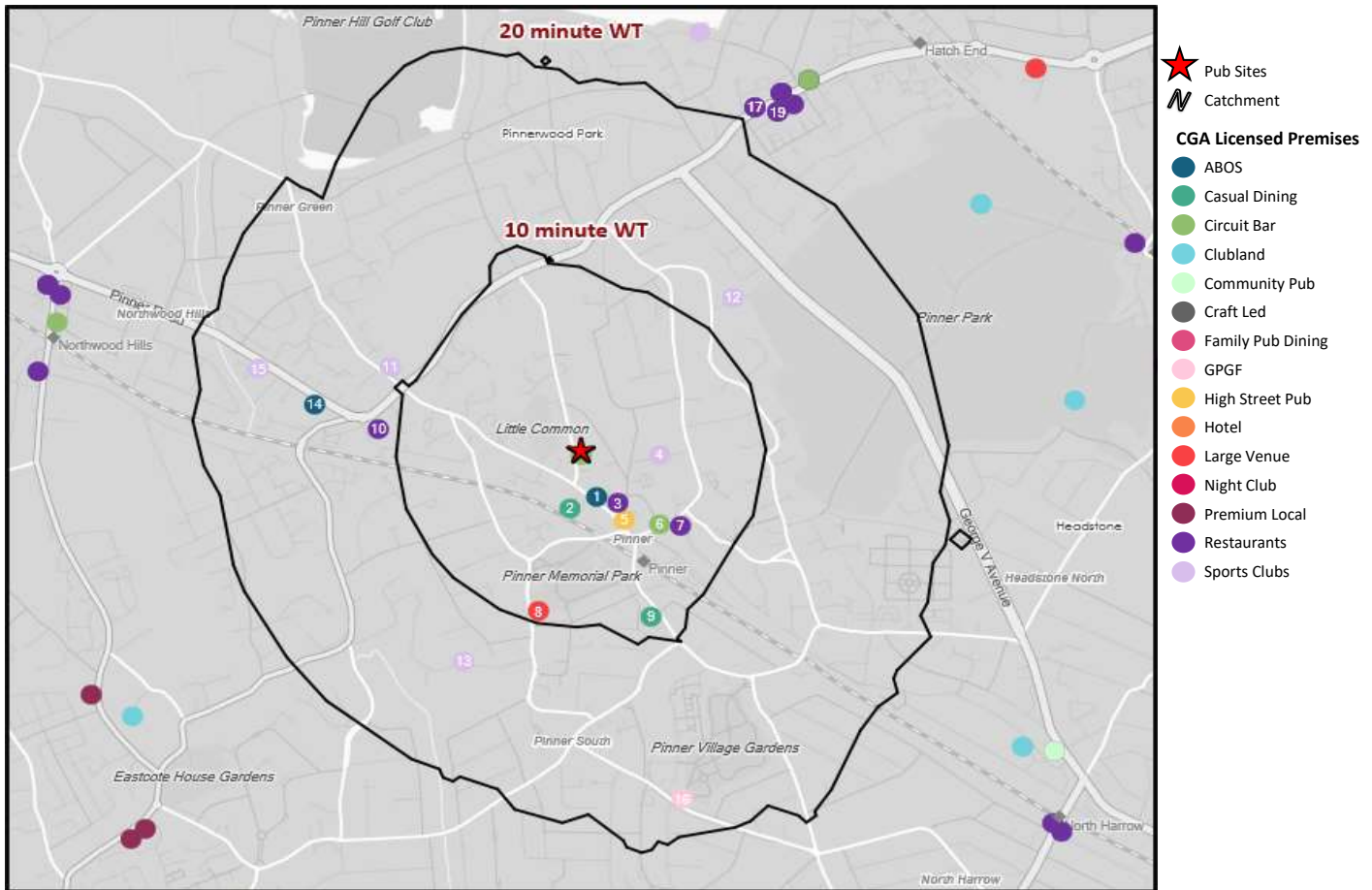


Polaris Plus Profile by Catchment

*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	1,104	39,436	0	70	75
Medium	113	466	35,939	31	26	61
High	976	2,793	58,550	435	257	163
Midlife - Young Kids						
Low	0	592	30,831	0	67	106
Medium	6	531	80,467	4	76	349
High	158	364	19,145	424	202	322
Midlife - Carefree						
Low	0	384	55,064	0	57	246
Medium	74	305	38,836	31	26	102
High	595	4,831	103,763	401	673	438
Mature						
Low	216	305	8,749	47	14	12
Medium	2	42	2,165	0	2	3
High	1,195	4,388	54,048	239	182	68
Not Private Households	0	17	5,270	0	8	75
Total	3,335	16,122	532,263			

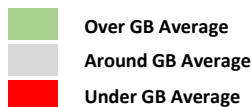
CGA Summary - Oddfellows Arms Pinner



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Oddfellows Arms	HA 5 3EN	Star Pubs & Bars	Circuit Bar	0.0
1	Three Wishes	HA 5 3JF	Independent Free	ABOS	0.1
2	Sougtani Restaurant	HA 5 3HZ	Independent Free	Casual Dining	0.1
3	Zaza	HA 5 3EF	Zaza	Restaurants	0.1
4	United Services Club Pinner	HA 5 3BW	Independent Free	Sports Clubs	0.2
5	Beer Asylum	HA 5 3JD	Independent Free	High Street Pub	0.2
6	Queens Head	HA 5 5PJ	Greene King	Circuit Bar	0.2
7	Chin Chin	HA 5 5PW	Independent Free	Restaurants	0.3
8	West House & Heath Robinson Museum Trust	HA 5 1AE	Independent Free	Large Venue	0.4
9	Sakee	HA 5 5PB	Independent Free	Casual Dining	0.4
10	Fletchers Fish Bar	HA 5 2AF	Independent Free	Restaurants	0.4
11	Pinner Cricket Club	HA 5 3SA	Independent Free	Sports Clubs	0.4
12	Pinner Lawn Tennis Club	HA 5 3BA	Independent Free	Sports Clubs	0.5
13	West End Lawn Tennis Club	HA 5 1AY	Independent Free	Sports Clubs	0.5
14	Sync Bar	HA 5 3TE	Admiral Taverns Ltd	ABOS	0.6
15	Pinner Green Social Club	HA 5 3TJ	Independent Free	Sports Clubs	0.7
16	Whittington	HA 5 5JS	Greene King	GPGF	0.8
17	Minori Pizzeria	HA 5 4HP	Independent Free	Restaurants	0.8
17	Chikayan	HA 5 4HP	Independent Free	Restaurants	0.8
19	Casa Mia	HA 5 4JS	Independent Free	Restaurants	0.8
19	Lattakia	HA 5 4JS	Independent Free	Restaurants	0.8

Per Pub Analysis - Oddfellows Arms Pinner



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,335	16,122	532,263
Number of Competition Pubs	4	6	251
Adults 18+ per Competition Pub	834	2,687	2,121

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	582	17.4%	216
Circuit Bar	2	29	0.9%	22
Community Pub	0	200	6.0%	31
Craft Led	0	179	5.4%	156
Great Pub Great Food	0	1,328	39.8%	225
High Street Pub	1	154	4.6%	25
Premium Local	0	788	23.6%	143

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	2,167	13.4%	167
Circuit Bar	2	284	1.8%	44
Community Pub	0	1,550	9.6%	50
Craft Led	0	619	3.8%	111
Great Pub Great Food	1	5,727	35.5%	201
High Street Pub	1	1,151	7.1%	39
Premium Local	0	3,917	24.3%	147

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	21	65,618	12.3%	153
Circuit Bar	39	20,459	3.8%	95
Community Pub	4	57,978	10.9%	57
Craft Led	0	21,589	4.1%	117
Great Pub Great Food	25	118,146	22.2%	125
High Street Pub	21	56,406	10.6%	57
Premium Local	42	92,897	17.5%	106

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. 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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</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>"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."</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><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"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."	"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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																						
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Product needs																																									
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><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="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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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