

Catchment Summary - Griffin Chesham



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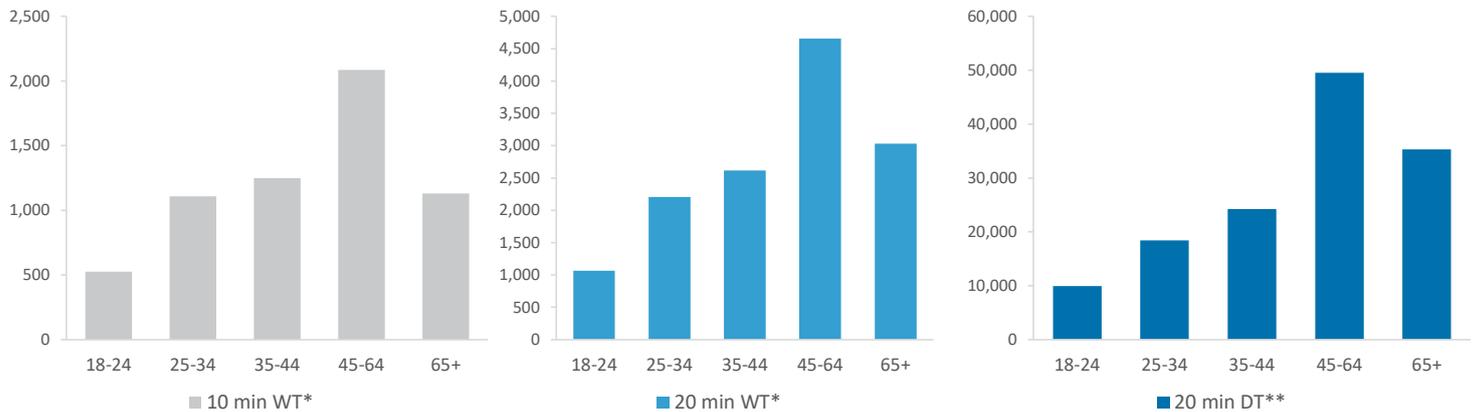
- Over GB Average
- Around GB Average
- Under GB Average

*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		8,279	17,961	178,037	156	123	47
Adults 18+		6,102	13,580	137,484	140	76	46
Competition Pubs		3	11	165	20	34	46
Adults 18+ per Competition Pub		2,034	1,235	833	246	150	101
% Adults Likely to Drink		82.0%	83.1%	84.7%	99	101	103
Affluence	Low	26.5%	19.9%	10.1%	103	77	39
	Medium	29.9%	30.0%	20.5%	76	76	52
	High	43.7%	49.2%	68.1%	130	147	203
Age Profile	18-24	527	1,063	9,954	78	73	69
	25-34	1,109	2,208	18,431	101	93	78
	35-44	1,248	2,618	24,268	117	113	106
	45-64	2,086	4,656	49,519	99	101	109
	65+	1,132	3,035	35,312	72	88	104

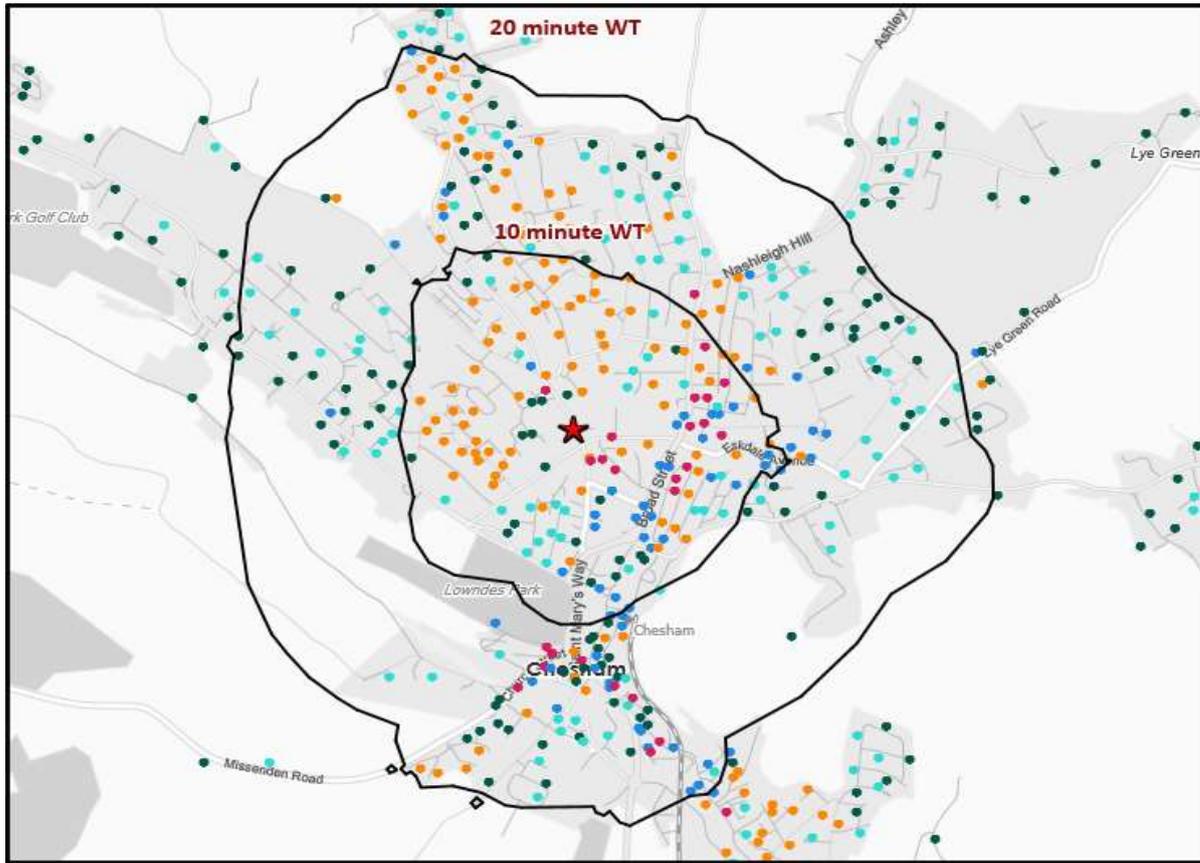
Population & Adults 18+ index is based on all pubs

*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	4,147 (50%)	8,844 (49%)	87,400 (49%)	101	100	99
	Female	4,132 (50%)	9,117 (51%)	90,637 (51%)	99	100	101
Economic Status (16-74)	Employed: Full-time	2,398 (42%)	5,171 (42%)	53,603 (43%)	100	100	104
	Employed: Part-time	760 (13%)	1,633 (13%)	16,027 (13%)	101	101	99
	Self employed	741 (13%)	1,617 (13%)	16,226 (13%)	134	136	137
	Unemployed	148 (3%)	301 (2%)	2,068 (2%)	108	102	70
	Retired	573 (10%)	1,571 (13%)	17,309 (14%)	72	92	101
	Other	1,158 (20%)	2,149 (17%)	18,787 (15%)	102	88	77
Total Worker Count		2,276	6,368	68,292			

See the Glossary page for further information on the above variables

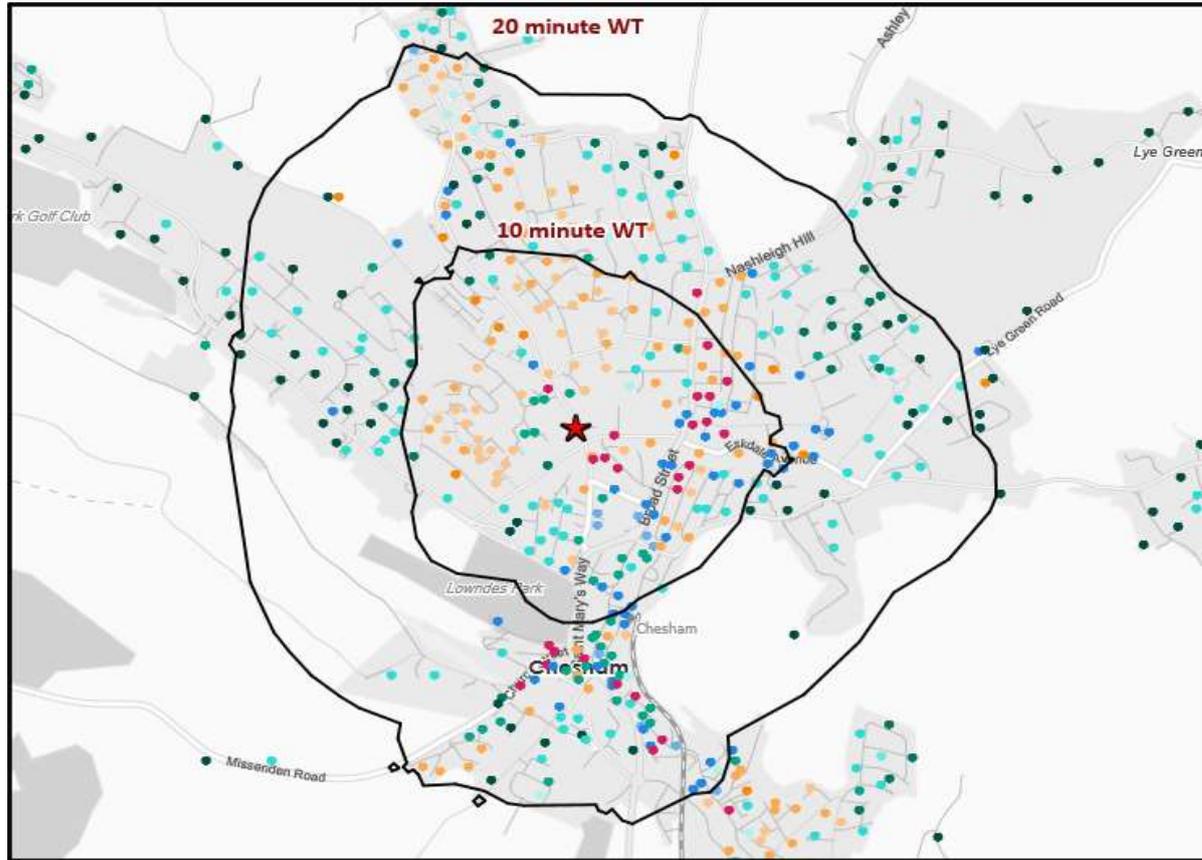


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	582	867	4,474	107	72	36
Young Adult - Showing I'm Cool	731	1,326	12,577	130	106	99
Midlife - Young Kids	3,161	4,883	34,695	165	114	80
Midlife - Carefree	1,160	3,503	34,262	90	123	118
Mature	468	2,872	49,662	27	76	129
Not Private Households	0	129	1,814	0	66	92
Total	6,102	13,580	137,484			



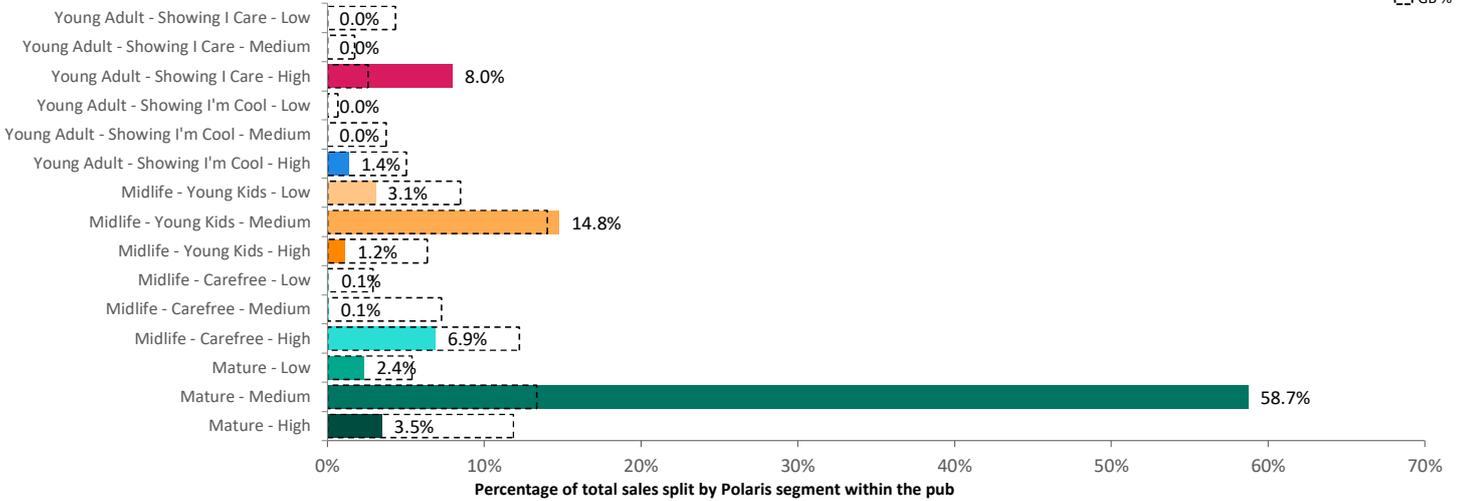
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

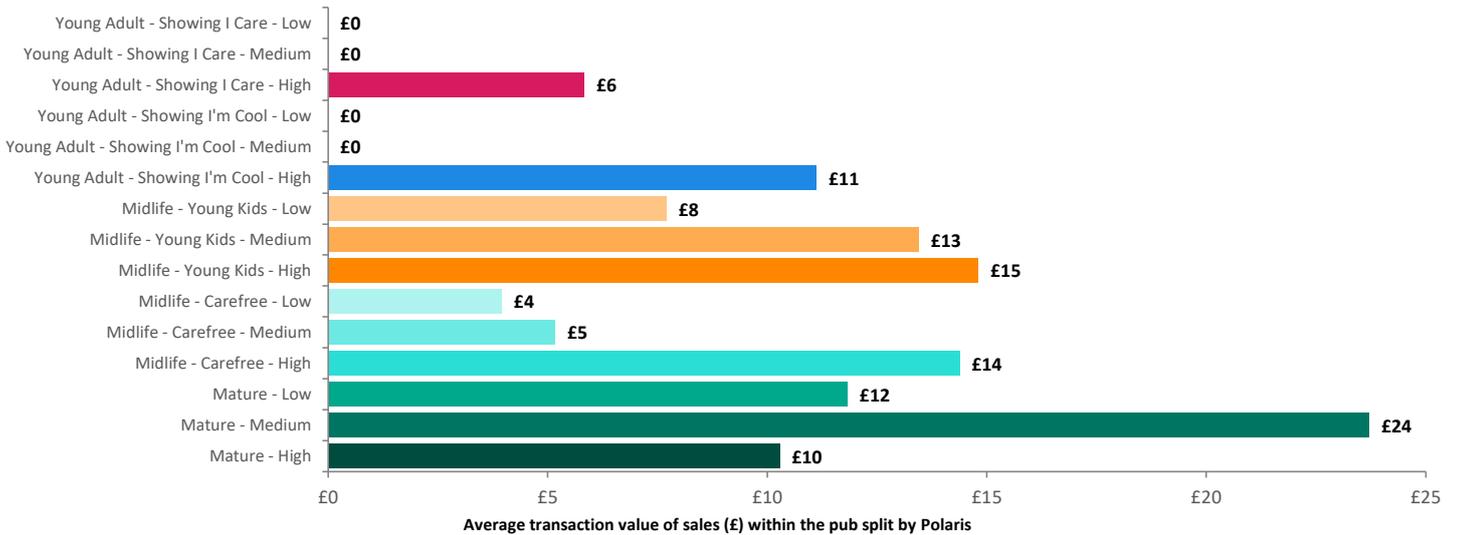
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	700	0	0	12
Medium	0	0	0	0	0	0
High	582	867	3,774	283	190	82
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	154	203	763	68	40	15
High	577	1,123	11,814	211	185	192
Midlife - Young Kids						
Low	1,303	1,681	4,891	192	111	32
Medium	1,504	2,655	21,786	165	131	106
High	354	547	8,018	108	75	108
Midlife - Carefree						
Low	73	297	1,418	35	64	30
Medium	0	41	859	0	4	9
High	1,087	3,165	31,985	163	213	213
Mature						
Low	239	722	6,851	66	90	84
Medium	164	1,173	4,825	21	68	28
High	65	977	37,986	11	77	295
Not Private Households	0	129	1,814	0	66	92
Total	6,102	13,580	137,484			

Spend by Polaris

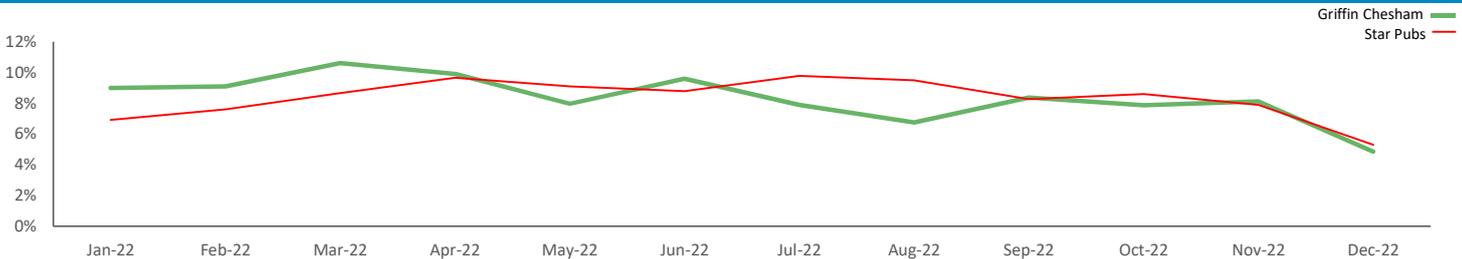
GB %



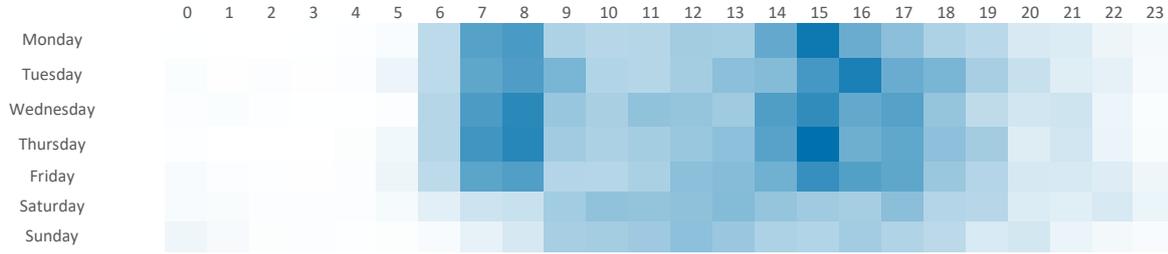
Average Transaction Values (£) by Polaris



Spend by Month

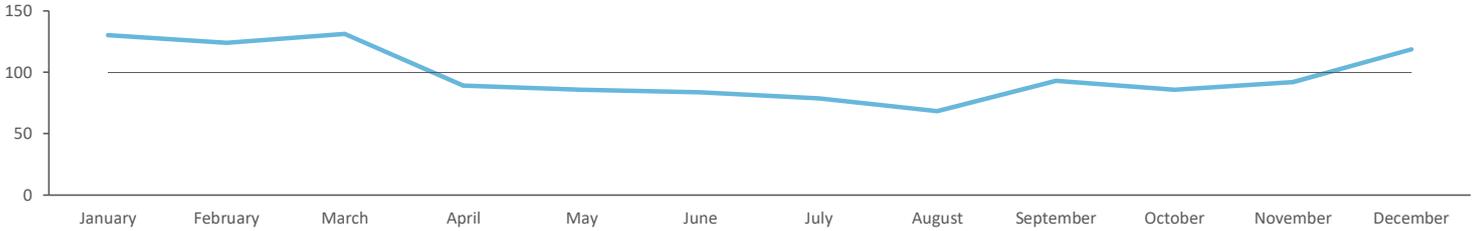


Time of Day/Day of Week



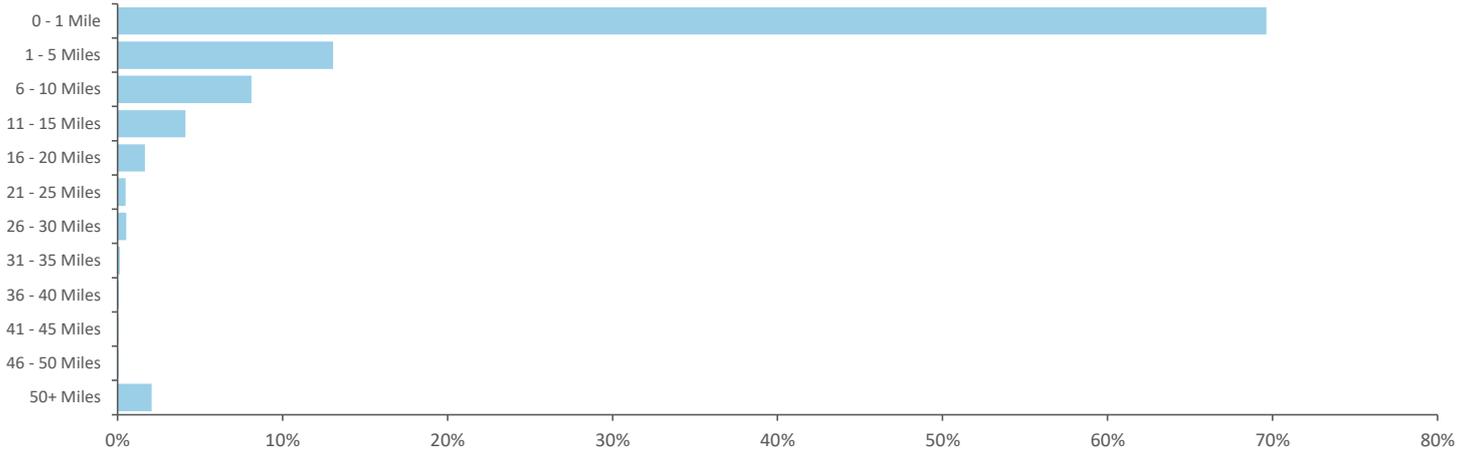
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



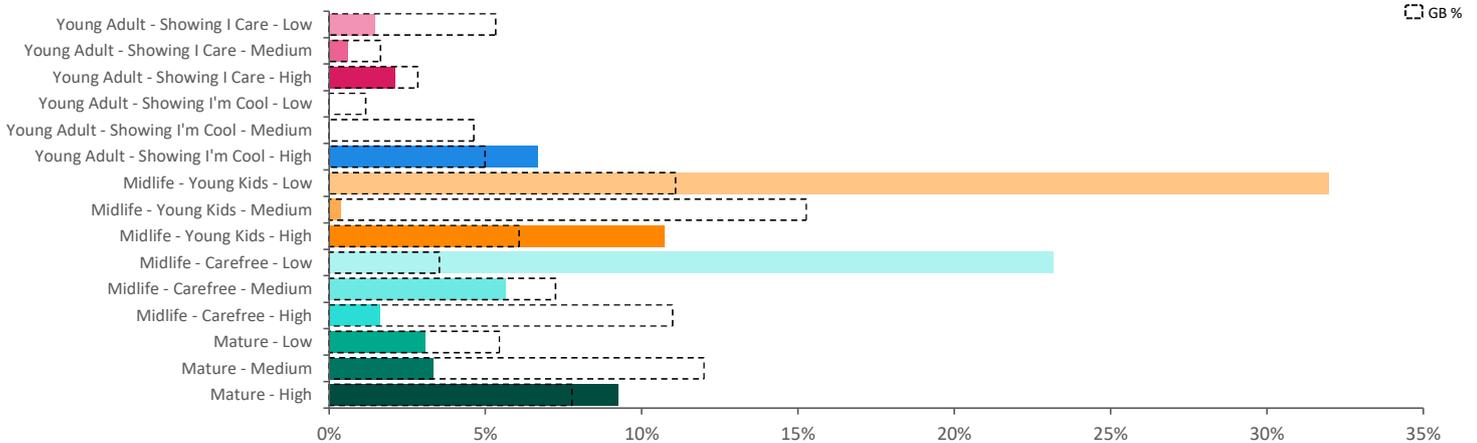
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

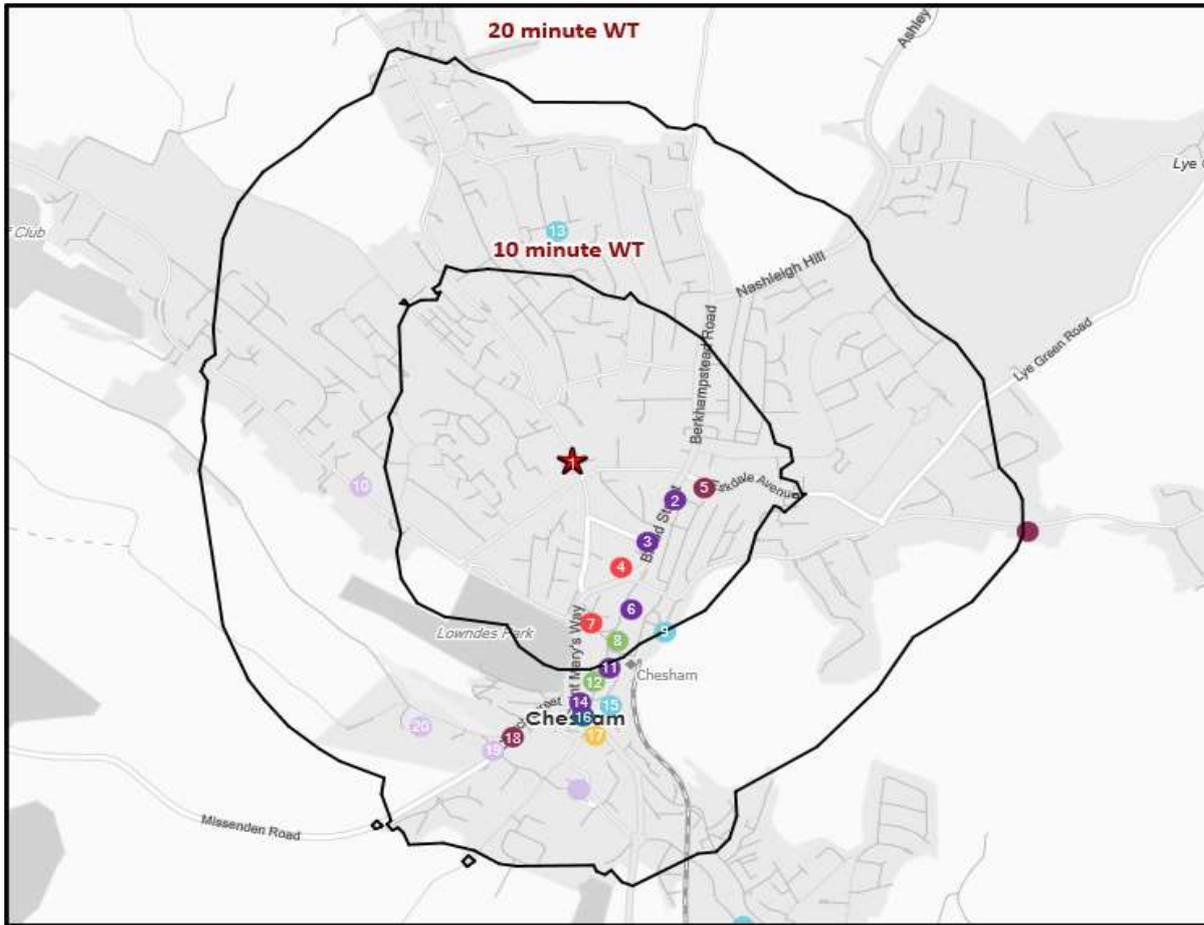


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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	Gamekeepers Lodge	HP 5 2NN	Star Pubs & Bars	GPGF	0.0
2	Papad	HP 5 3EF	Independent Free	Restaurants	0.2
3	Chesham Tandoori	HP 5 3DX	Independent Free	Restaurants	0.2
4	New Elgiva Theatre	HP 5 1HR	Independent Free	Large Venue	0.2
5	Jolly Sportsman	HP 5 3AX	Punch Pub Company	Premium Local	0.3
6	Rajasthan	HP 5 1DE	Independent Free	Restaurants	0.3
7	Elgiva Hall	HP 5 2JD	Independent Free	Large Venue	0.4
8	Generals Arms	HP 5 1BX	*Other Small Retail Groups	Circuit Bar	0.4
9	White Hill Centre	HP 5 1AG	Independent Free	Clubland	0.4
10	Chesham Rugby Club	HP 5 2RG	Independent Free	Sports Clubs	0.4
11	Jasmine Thai Kitchen	HP 5 1BW	Independent Free	Restaurants	0.5
12	George & Dragon	HP 5 1EP	Star Pubs & Bars	Circuit Bar	0.5
13	Chesham Belmont Club	HP 5 2DF	Independent Free	Clubland	0.5
14	Chesham Cottage	HP 5 1HS	Independent Free	Restaurants	0.5
15	Chesham Conservative & Unionist Club	HP 5 1DG	Independent Free	Clubland	0.5
16	Mad Squirrel	HP 5 1ES	Red Squirrel Brewing Co	ABOS	0.6
17	Red Lion	HP 5 1ET	Greene King	High Street Pub	0.6
18	Queens Head	HP 5 1JD	Fuller Smith & Turner	Premium Local	0.6
19	Chesham Squash Club	HP 5 2JS	Independent Free	Sports Clubs	0.6
20	Chesham 1879 Lawn Tennis & Squash Club	HP 5 2JU	Independent Free	Sports Clubs	0.6

Per Pub Analysis - Griffin Chesham



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,102	13,580	137,484
Number of Competition Pubs	3	11	165
Adults 18+ per Competition Pub	2,034	1,235	833

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	971	15.9%	156
Circuit Bar	237	3.9%	106
Community Pub	1,171	19.2%	111
Craft Led	302	5.0%	157
Great Pub Great Food	1,320	21.6%	113
High Street Pub	1,103	18.1%	104
Premium Local	924	15.1%	86

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,810	13.3%	131
Circuit Bar	433	3.2%	87
Community Pub	2,290	16.9%	97
Craft Led	514	3.8%	120
Great Pub Great Food	3,401	25.0%	131
High Street Pub	2,050	15.1%	87
Premium Local	2,614	19.3%	110

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,684	12.9%	126
Circuit Bar	3,608	2.6%	72
Community Pub	14,097	10.3%	59
Craft Led	4,001	2.9%	92
Great Pub Great Food	45,313	33.0%	172
High Street Pub	12,642	9.2%	53
Premium Local	36,048	26.2%	149

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, 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 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: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; 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 black; 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 black; 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 black; 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 black; 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 black; 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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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.																			