CACI

Catchment Summary - Eagle Amersham
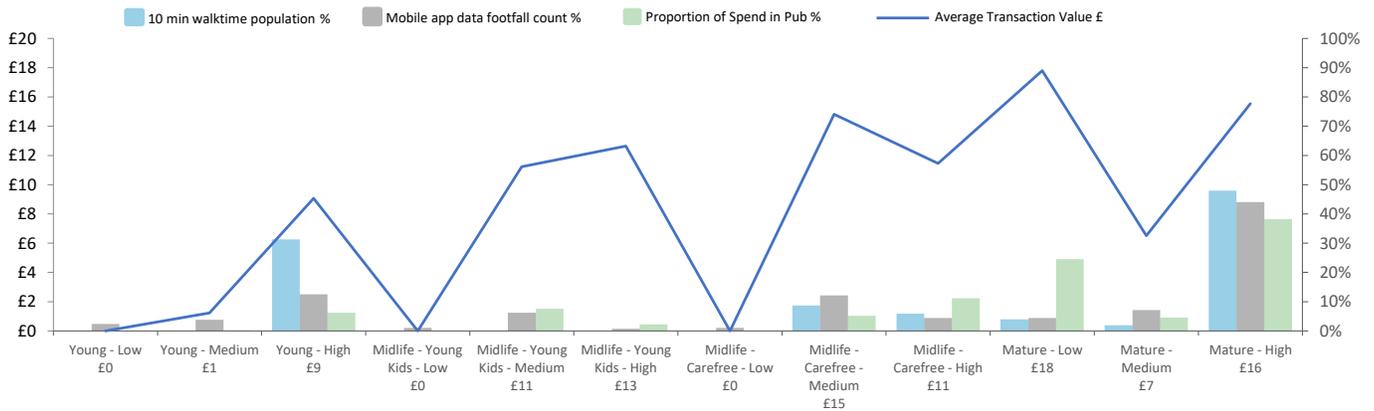
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625684	Eagle Amersham	HP 7 0DY	Star Pubs & Bars	ABOS	14

Pub Sites
Catchments

Polaris Segments
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population % · Mobile app data footfall count % · Proportion of Spend in Pub % · Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Eagle Amersham

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

	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	1,256	3,978	233,365	23	21	53

Population & Adults 18+ index is based on all pubs

	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Adults 18+	1,061	3,111	180,827	24	20	52
Competition Pubs	6	6	180	33	17	43
Adults 18+ per Competition Pub	177	519	1,005	21	60	117
% Adults Likely to Drink	81.7%	80.1%	78.3%	107	105	103

Affluence		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Low	4.0%	4.1%	6.2%	12	12	19
	Medium	10.7%	15.8%	28.4%	28	42	75
	High	85.2%	79.9%	64.0%	312	293	234

*Affluence does not include Not Private Households

Age Profile		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	18-24	70	219	14,816	68	68	78
	25-34	124	402	23,466	74	76	75
	35-44	188	555	30,476	113	105	99
	45-64	371	1,127	64,582	115	110	108
	65+	308	808	47,487	128	106	106

10 min WT*

20 min WT*

20 min DT**

	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	608 (48%)	1,948 (49%)	113,147 (48%)	99	100	99
Female	648 (52%)	2,030 (51%)	120,218 (52%)	101	100	101
Economic Status (16+)						
Employed: Full-time	348 (32%)	1,197 (37%)	65,920 (35%)	94	108	102
Employed: Part-time	111 (10%)	325 (10%)	20,962 (11%)	87	85	94
Self employed	126 (12%)	394 (12%)	23,931 (13%)	127	133	138
Unemployed	21 (2%)	64 (2%)	4,278 (2%)	71	72	83
Full-time student	16 (1%)	48 (1%)	3,262 (2%)	62	63	73
Retired	343 (32%)	803 (25%)	42,561 (23%)	145	114	104
Other	113 (10%)	388 (12%)	26,573 (14%)	60	69	81
Total Worker Count	2,029	2,636	94,362			

See the Glossary page for further information on the above variables
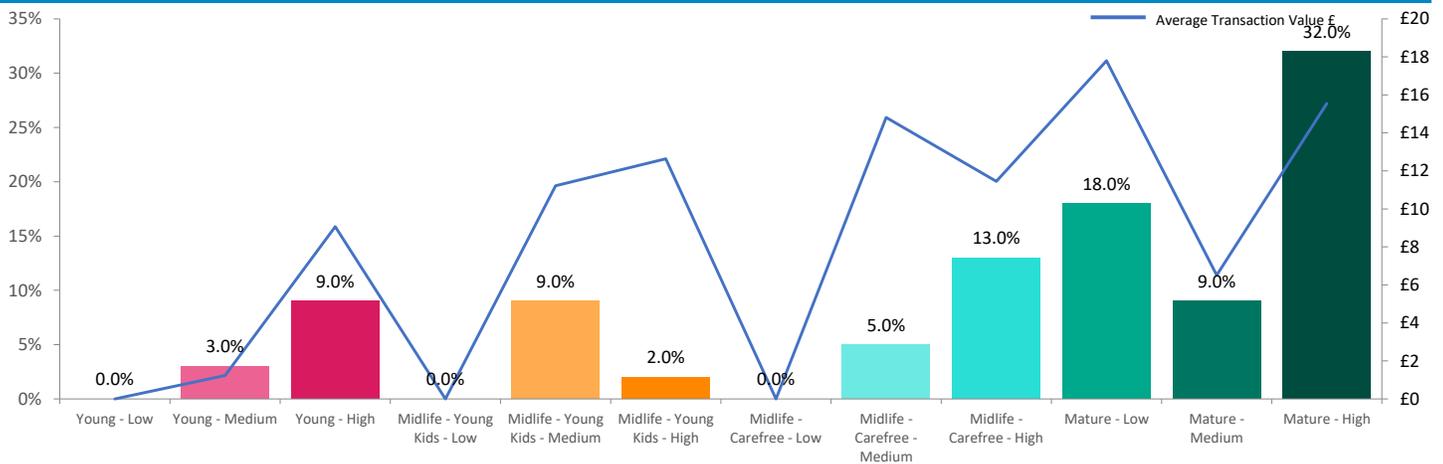
Transactional Data Summary - Eagle Amersham

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.0%
Young - Medium	0.3%
Young - High	6.2%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	7.6%
Midlife - Young Kids - High	2.3%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.1%
Midlife - Carefree - High	11.1%
Mature - Low	24.6%
Mature - Medium	4.6%
Mature - High	38.2%

Percentage of total sales split by Polaris Plus segment within the pub
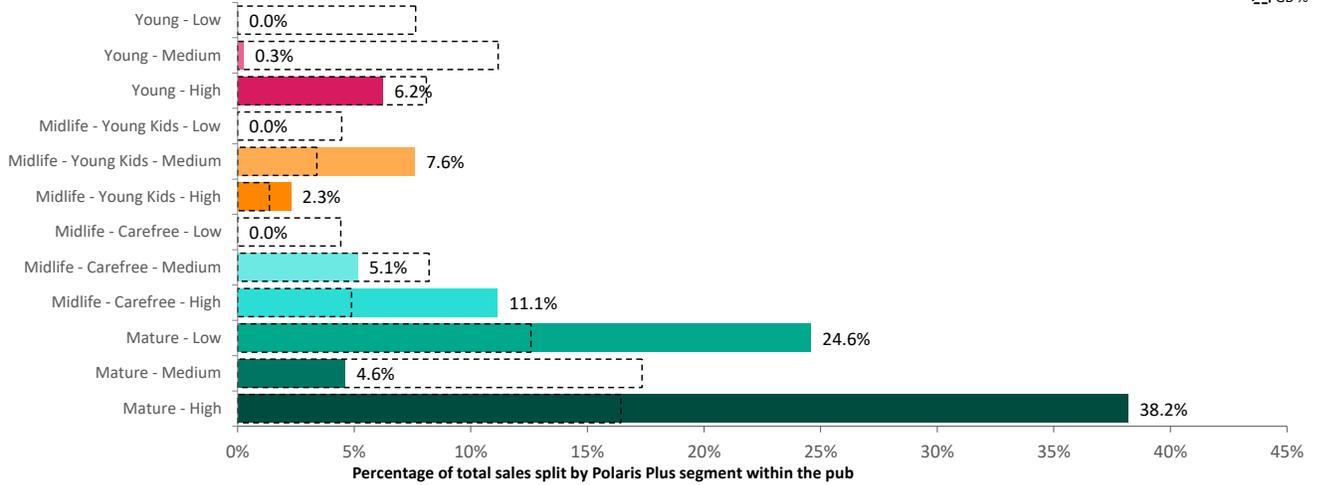
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	0.0%
Young - Medium	3.0%
Young - High	9.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	9.0%
Midlife - Young Kids - High	2.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	13.0%
Mature - Low	18.0%
Mature - Medium	9.0%
Mature - High	32.0%

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

Spend by Month and Polaris
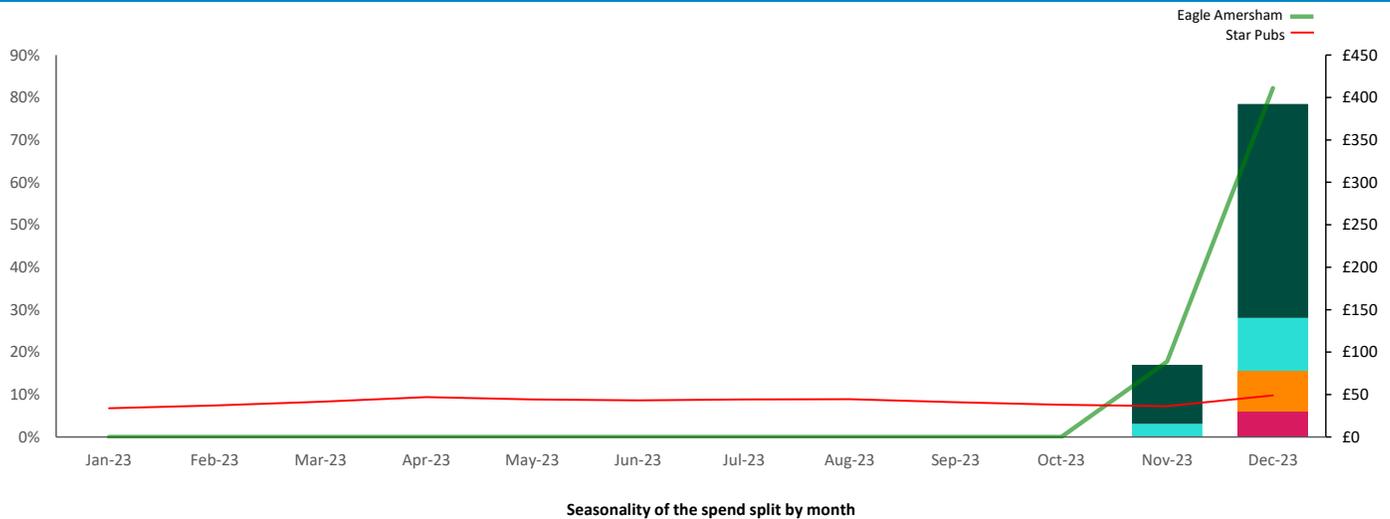
Eagle Amersham
Star Pubs

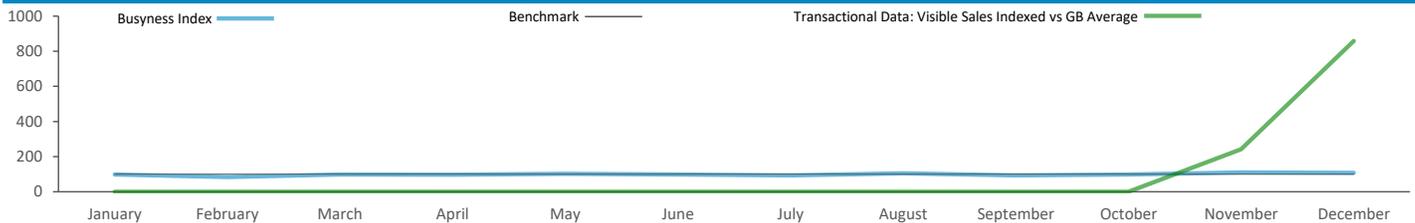Seasonality of the spend split by month

Mobile Data Summary - Eagle Amersham

star PUBS & BARS
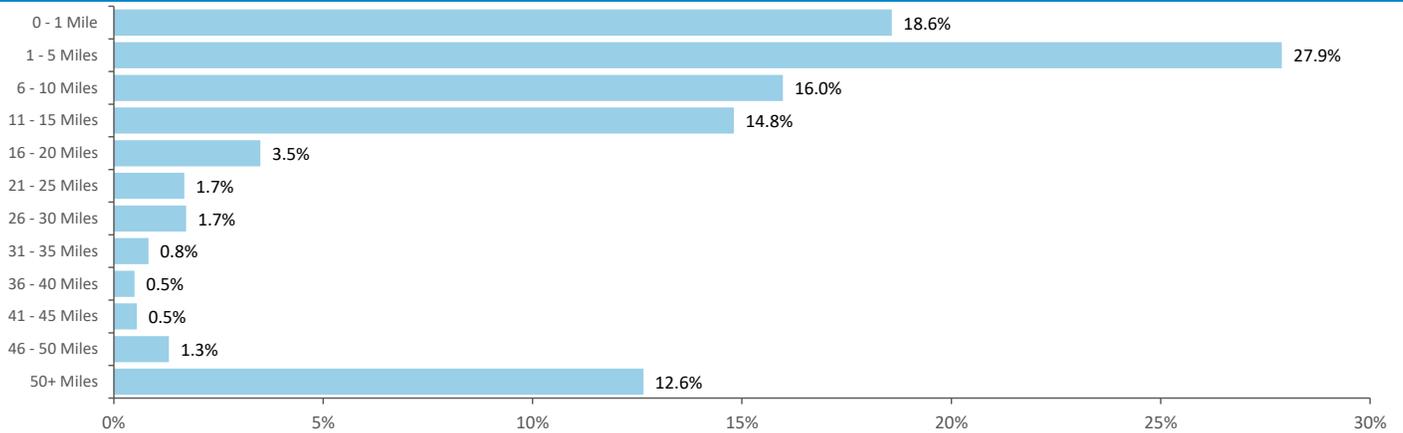
Time of Day/Day of Week
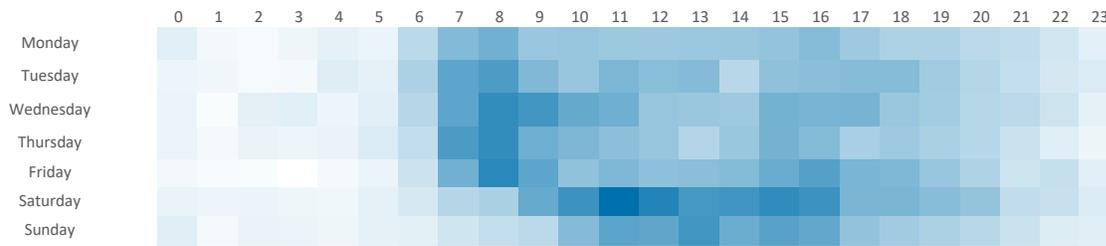
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	18.6%
1 - 5 Miles	27.9%
6 - 10 Miles	16.0%
11 - 15 Miles	14.8%
16 - 20 Miles	3.5%
21 - 25 Miles	1.7%
26 - 30 Miles	1.7%
31 - 35 Miles	0.8%
36 - 40 Miles	0.5%
41 - 45 Miles	0.5%
46 - 50 Miles	1.3%
50+ Miles	12.6%

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

Audience Classification by Polaris Plus
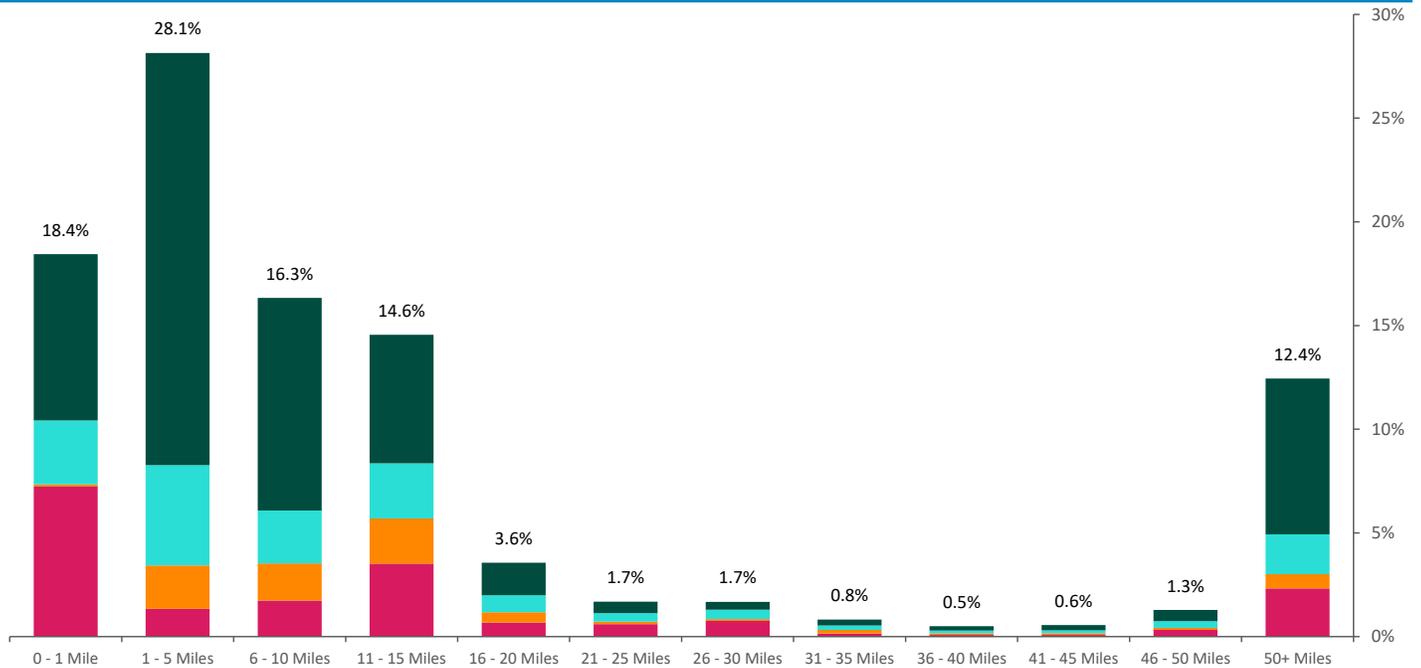
Base: GB

Classification	Percentage
Resident	28.7%
Worker	12.6%
Tourist	21.2%
Local Tourist	37.5%
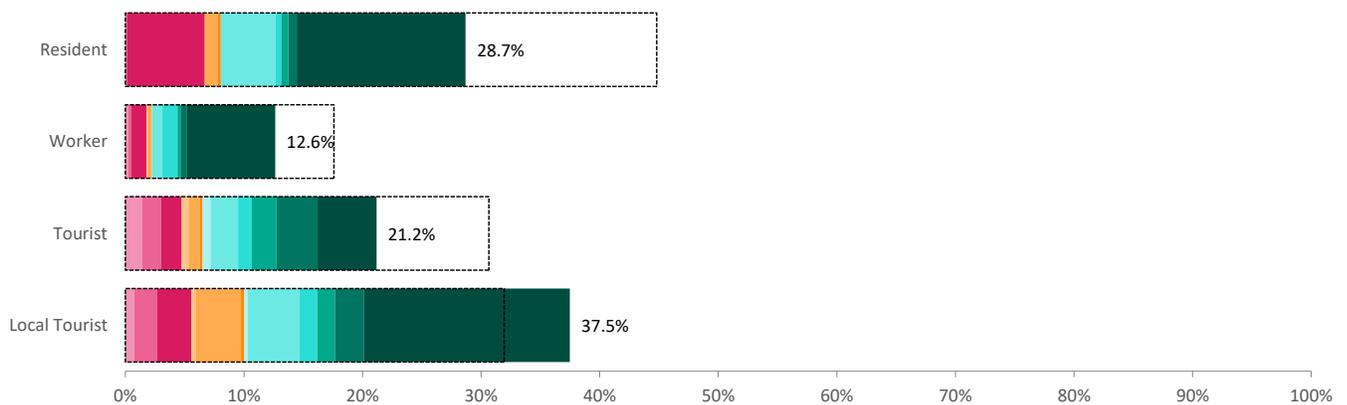
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Eagle Amersham

★ star
PUBS & BARS

Polaris Plus Profile

⌂ GB %

Category	%
Young - Low	2.4%
Young - Medium	3.8%
Young - High	12.5%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	6.2%
Midlife - Young Kids - High	0.7%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	12.1%
Midlife - Carefree - High	4.4%
Mature - Low	4.4%
Mature - Medium	7.1%
Mature - High	44.1%
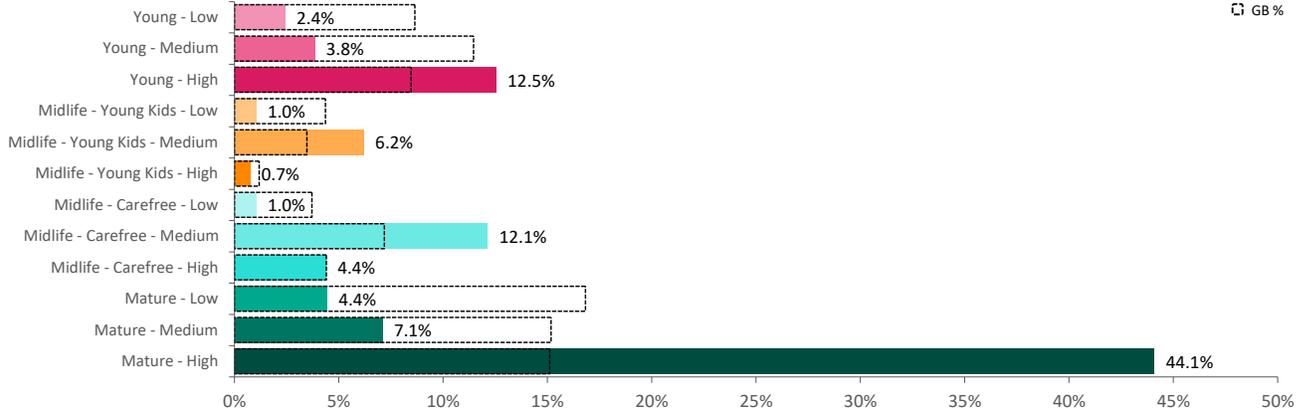
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	%
0 - 1 Mile	18.4%
1 - 5 Miles	28.1%
6 - 10 Miles	16.3%
11 - 15 Miles	14.6%
16 - 20 Miles	3.6%
21 - 25 Miles	1.7%
26 - 30 Miles	1.7%
31 - 35 Miles	0.8%
36 - 40 Miles	0.5%
41 - 45 Miles	0.6%
46 - 50 Miles	1.3%
50+ Miles	12.4%

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

Mobile Data Summary - Eagle Amersham

star PUBS & BARS

CACI

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

Weekday

	pre 11am (33%)	11am-2pm (15%)	2pm-5pm (16%)	5pm-8pm (14%)	8pm-11pm (10%)	11pm+ (11%)
Mature	41.5%	52.9%	55.3%	44.3%	33.3%	20.3%
Midlife - Carefree	15.0%	18.2%	18.6%	15.8%	12.2%	8.9%
Midlife - Young Kids	7.1%	6.6%	5.3%	4.6%	3.7%	2.5%
Young	36.4%	22.2%	20.7%	35.3%	50.8%	68.3%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
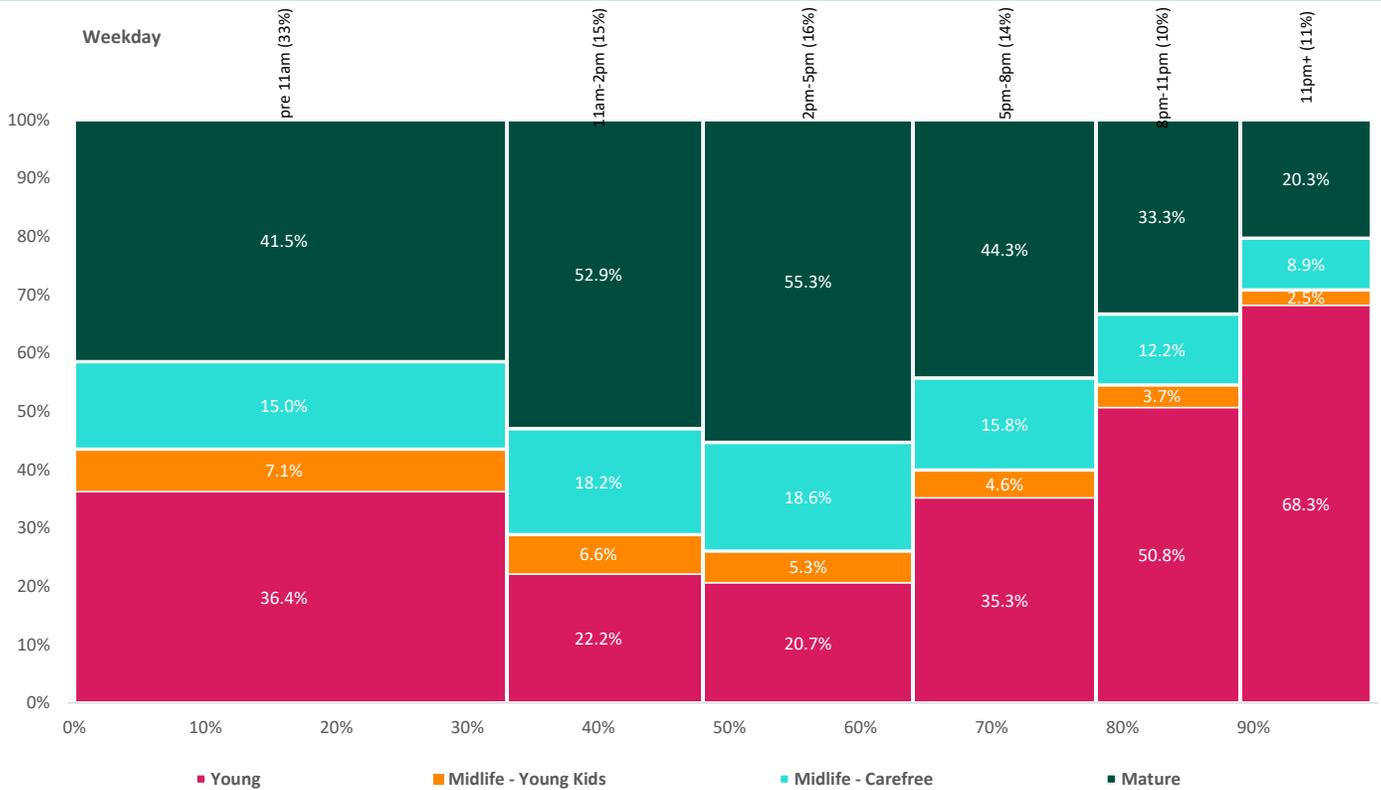
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (24%)	11am-2pm (21%)	2pm-5pm (20%)	5pm-8pm (14%)	8pm-11pm (10%)	11pm+ (11%)
Mature	33.6%	50.8%	50.4%	39.0%	30.6%	20.9%
Midlife - Carefree	13.7%	15.6%	17.1%	15.3%	13.2%	9.8%
Midlife - Young Kids	3.7%	5.6%	4.9%	4.6%	4.1%	1.9%
Young	49.0%	27.9%	27.6%	41.1%	52.1%	67.4%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
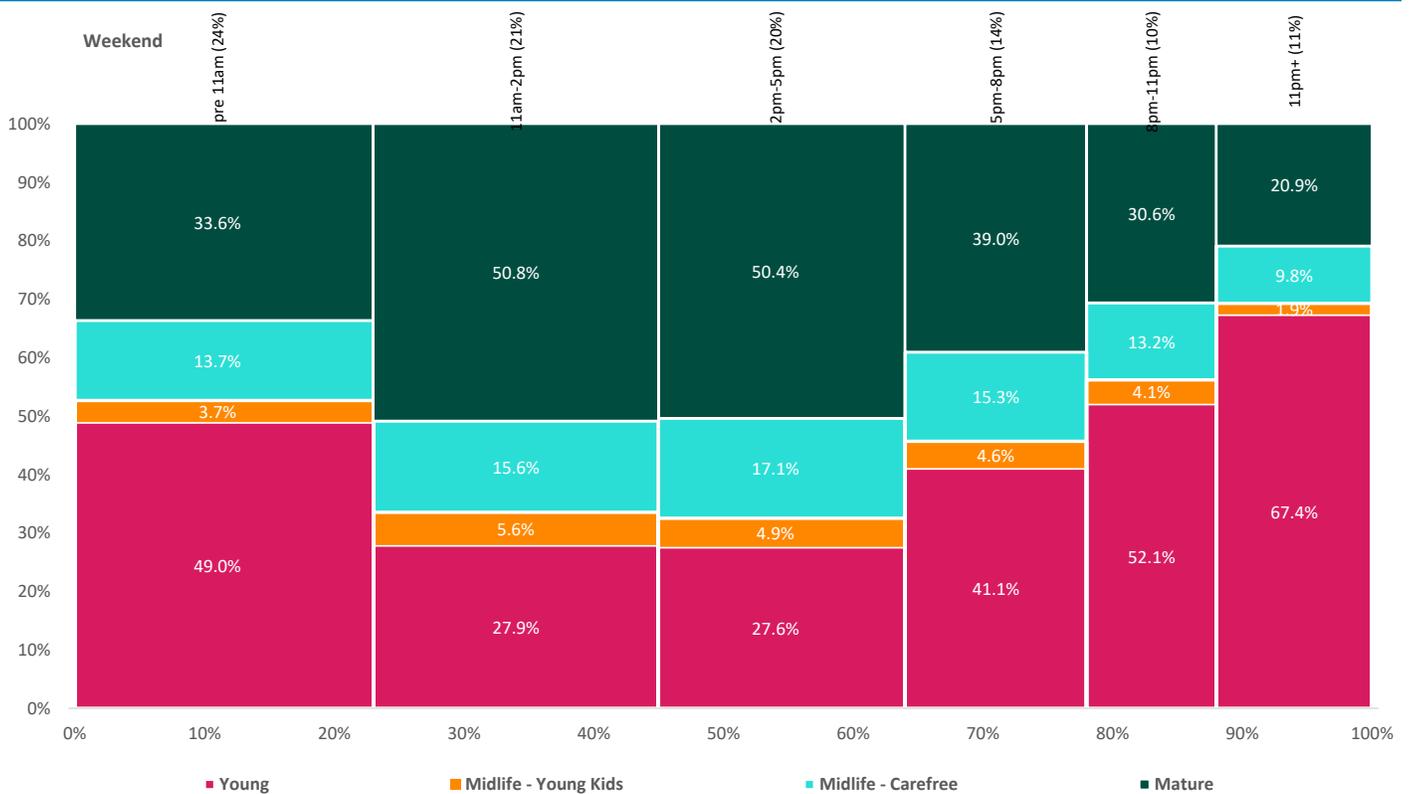
Polaris Summary - Eagle Amersham

Pub Sites
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	332	689	22,172	114	80	45
Midlife - Young Kids	0	91	17,325	0	27	88
Midlife - Carefree	155	897	37,207	92	182	130
Mature	572	1,432	101,609	121	104	127
Not Private Households	2	2	2,514	14	5	106
Total	1,061	3,111	180,827			

Polaris Plus Summary - Eagle Amersham

star
PUBS & BARS

Pub Sites
Catchment

Polaris Plus Segments
Young
Low
Medium
High
Midlife - Young Kids
Low
Medium
High
Midlife - Carefree
Low
Medium
High
Mature
Low
Medium
High

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	1,413	0	0	8
Medium	0	0	4,326	0	0	22
High	332	689	16,433	465	329	135
Midlife - Young Kids						
Low	0	0	608	0	0	6
Medium	0	91	15,832	0	68	202
High	0	0	885	0	0	44
Midlife - Carefree						
Low	0	0	787	0	0	10
Medium	92	381	25,179	121	171	194
High	63	516	11,241	133	372	140
Mature						
Low	42	129	8,379	29	30	34
Medium	21	21	6,059	13	4	21
High	509	1,282	87,171	320	275	322
Not Private Households	2	2	2,514	14	5	106
Total	1,061	3,111	180,827			
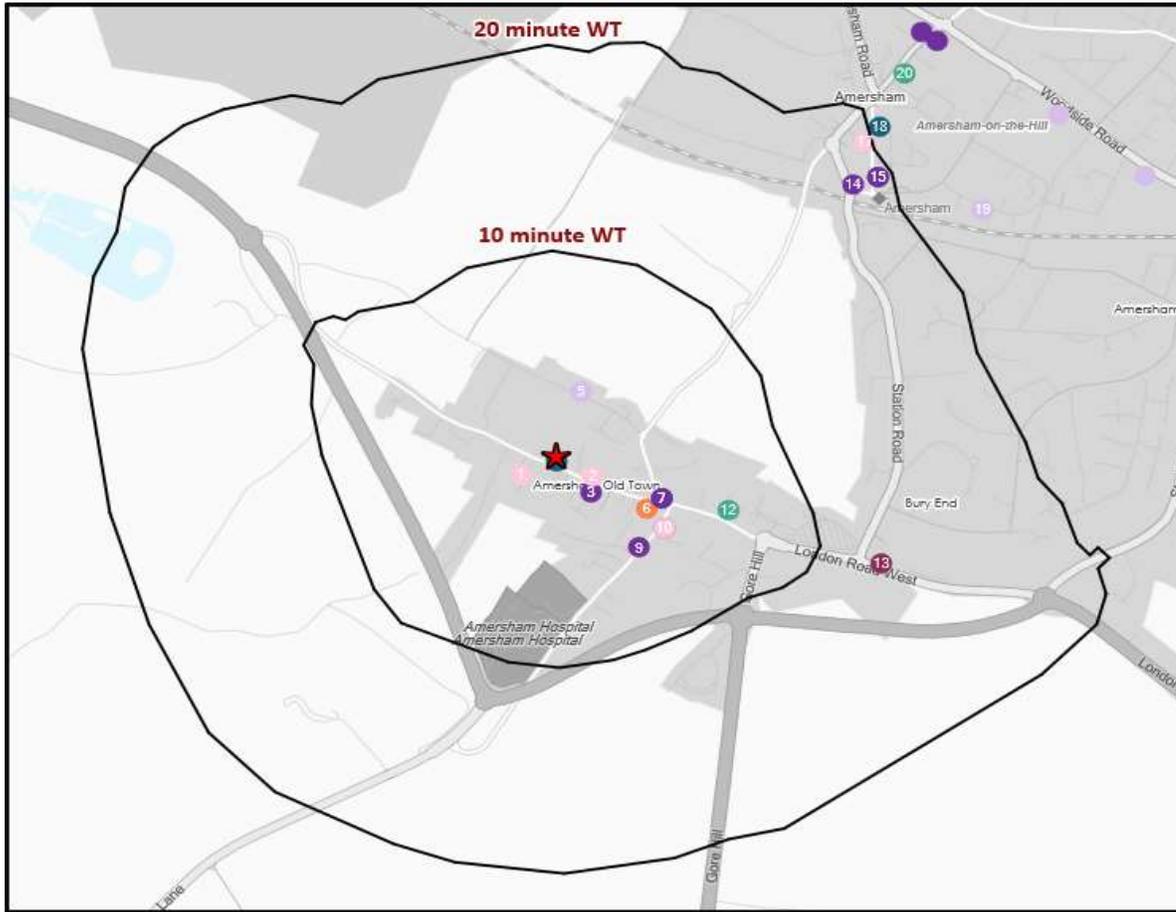
Pub Sites
Catchment

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	Eagle	HP 7 0DY	Star Pubs & Bars	ABOS	0.0
1	Swan Inn	HP 7 0ED	Mitchells & Butlers	GPGF	0.1
2	Elephant & Castle	HP 7 0DT	Stonegate Pub Company	GPGF	0.1
3	Kings Arms Restaurant	HP 7 0DJ	Independent Free	GPGF	0.1
3	Pluma	HP 7 0DJ	Independent Free	Restaurants	0.1
5	Amersham Football Club	HP 7 0EL	Independent Free	Sports Clubs	0.1
6	Crown Hotel	HP 7 0DH	*Other Small Retail Groups	Hotel	0.2
7	Gilbeys	HP 7 0DF	Gilbey Group	ABOS	0.2
7	Artichoke	HP 7 0DF	Independent Free	Restaurants	0.2
9	Spice Society	HP 7 0HU	Independent Free	Restaurants	0.2
10	Zaza	HP 7 0HT	Zaza	Restaurants	0.2
10	Saracens Head	HP 7 0HT	Greene King	GPGF	0.2
12	Cote	HP 7 0HL	Cote Restaurants	Casual Dining	0.3
13	Chequers	HP 7 9DA	*Other Small Retail Groups	Premium Local	0.6
14	Coriander	HP 6 5AZ	Coriander	Restaurants	0.7
15	Smoky Boys	HP 6 5BD	Smoky Boys	Restaurants	0.7
15	Village Mangal	HP 6 5BD	Independent Free	Restaurants	0.7
17	Beech House	HP 6 5BW	Oakman Inns & Restaurants	GPGF	0.8
18	Metro Lounge	HP 6 5BX	Loungers	ABOS	0.8
19	Amersham Community Association Social Club	HP 6 5AG	Independent Free	Sports Clubs	0.8
20	Pizza Express	HP 6 5DR	Hony Capital	Casual Dining	0.9

Per Pub Analysis - Eagle Amersham

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,061	3,111	180,827
Number of Competition Pubs	6	6	180
Adults 18+ per Competition Pub	177	519	1,005

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	179	16.9%	209
Circuit Bar	0	3	0.3%	7
Community Pub	0	36	3.4%	18
Craft Led	0	55	5.2%	151
Great Pub Great Food	4	424	39.9%	226
High Street Pub	0	25	2.3%	13
Premium Local	0	246	23.1%	140

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	432	13.9%	172
Circuit Bar	0	22	0.7%	17
Community Pub	0	149	4.8%	25
Craft Led	0	120	3.9%	112
Great Pub Great Food	4	1,166	37.5%	212
High Street Pub	0	88	2.8%	15
Premium Local	0	751	24.1%	146

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	25	18,181	10.1%	125
Circuit Bar	8	3,409	1.9%	47
Community Pub	2	10,074	5.6%	29
Craft Led	0	4,351	2.4%	70
Great Pub Great Food	59	59,141	32.7%	185
High Street Pub	12	9,447	5.2%	28
Premium Local	39	47,743	26.4%	160

www.caci.co.uk

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
Product needs	• 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**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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.

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