

# Catchment Summary - Kings Head Haddenham



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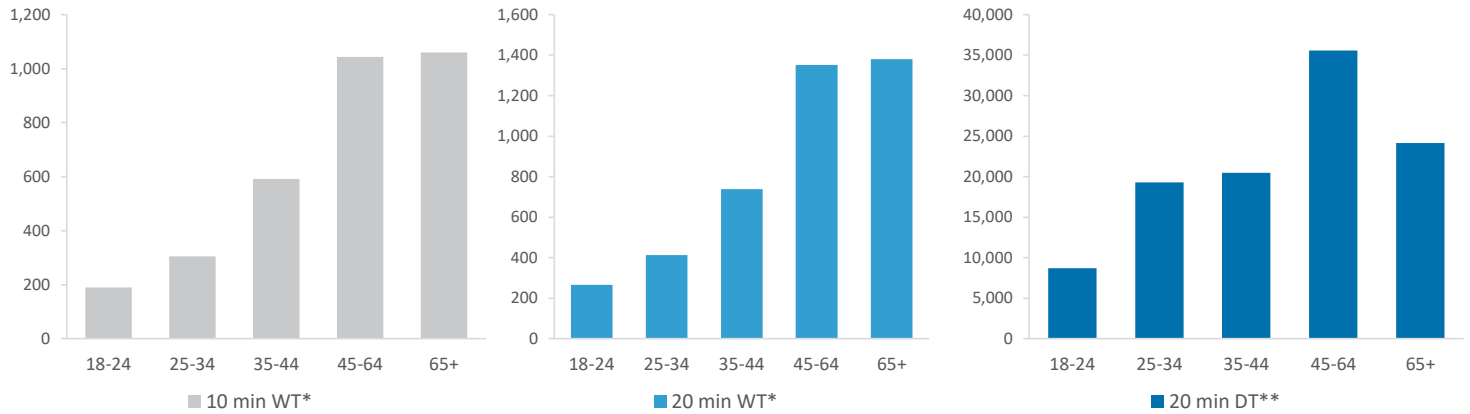
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*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**	
<b>Population</b>	4,130	5,300	141,070	78	36	37	
<b>Adults 18+</b>	3,189	4,149	108,160	73	23	36	
<b>Competition Pubs</b>	3	3	116	20	9	32	
<b>Adults 18+ per Competition Pub</b>	1,063	1,383	932	129	168	113	
<b>% Adults Likely to Drink</b>	86.7%	85.5%	83.5%	105	104	101	
<b>Affluence</b>	<b>Low</b>	4.3%	8.3%	13.3%	17	32	52
	<b>Medium</b>	4.3%	13.2%	27.6%	11	34	70
	<b>High</b>	91.5%	78.5%	57.8%	273	234	172
<b>Age Profile</b>	<b>18-24</b>	190	266	8,699	57	62	76
	<b>25-34</b>	304	413	19,296	55	59	103
	<b>35-44</b>	591	738	20,468	111	108	113
	<b>45-64</b>	1,043	1,352	35,557	99	100	99
	<b>65+</b>	1,061	1,380	24,140	134	136	90

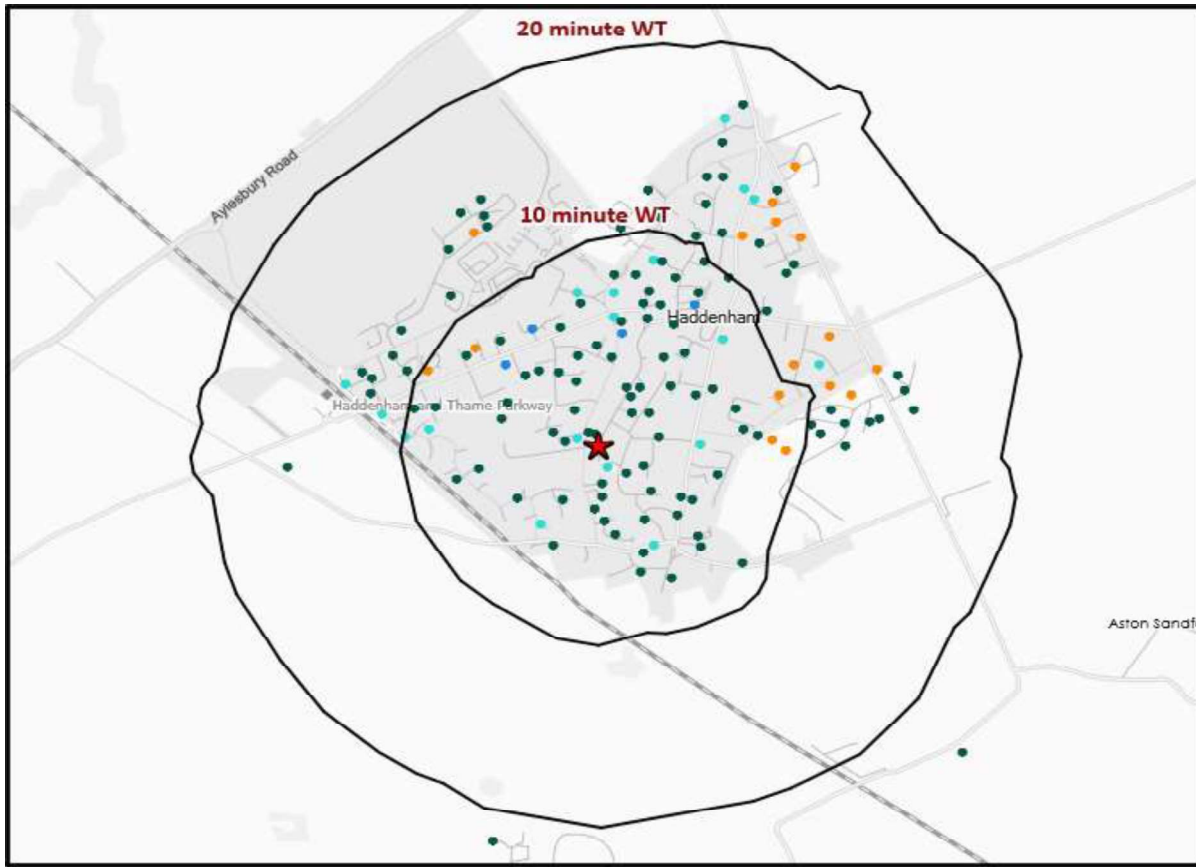
Population & Adults 18+ index is based on all pubs

\*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**	
<b>Gender</b>	<b>Male</b>	1,998 (48%)	2,577 (49%)	69,565 (49%)	98	98	100
	<b>Female</b>	2,132 (52%)	2,723 (51%)	71,505 (51%)	102	102	100
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	1,212 (45%)	1,568 (45%)	48,175 (48%)	107	107	116
	<b>Employed: Part-time</b>	379 (14%)	481 (14%)	13,252 (13%)	107	105	103
	<b>Self employed</b>	368 (14%)	448 (13%)	10,420 (10%)	142	134	110
	<b>Unemployed</b>	16 (1%)	29 (1%)	1,832 (2%)	25	35	78
	<b>Retired</b>	471 (17%)	622 (18%)	10,980 (11%)	126	128	80
<b>Other</b>	275 (10%)	365 (10%)	14,792 (15%)	51	53	75	
<b>Total Worker Count</b>	1,672	2,180	68,250				

See the Glossary page for further information on the above variables

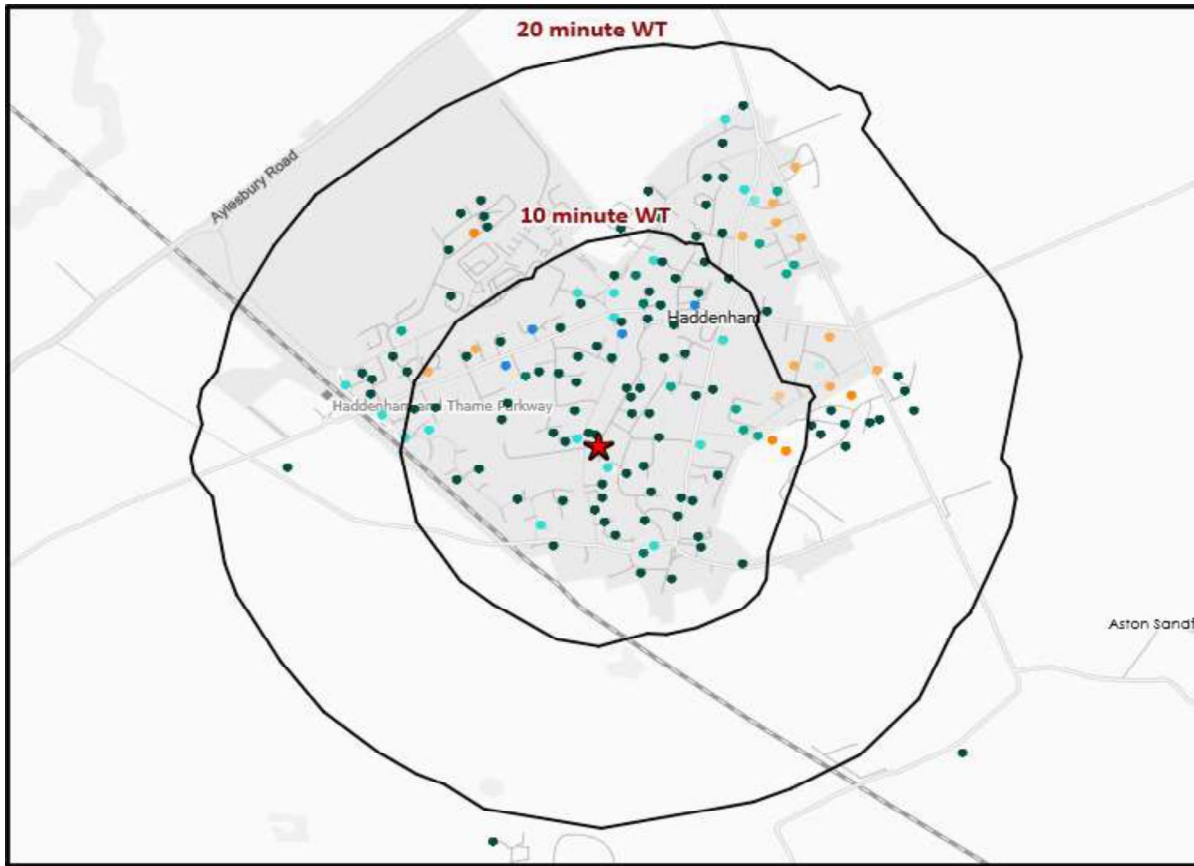


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	0	8,627	0	0	89
Young Adult - Showing I'm Cool	166	166	9,134	57	43	92
Midlife - Young Kids	132	508	39,968	13	39	118
Midlife - Carefree	286	428	17,717	43	49	78
Mature	2,605	3,047	31,184	292	263	103
<b>Not Private Households</b>	0	0	1,530	0	0	98
<b>Total</b>	3,189	4,149	108,160			



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

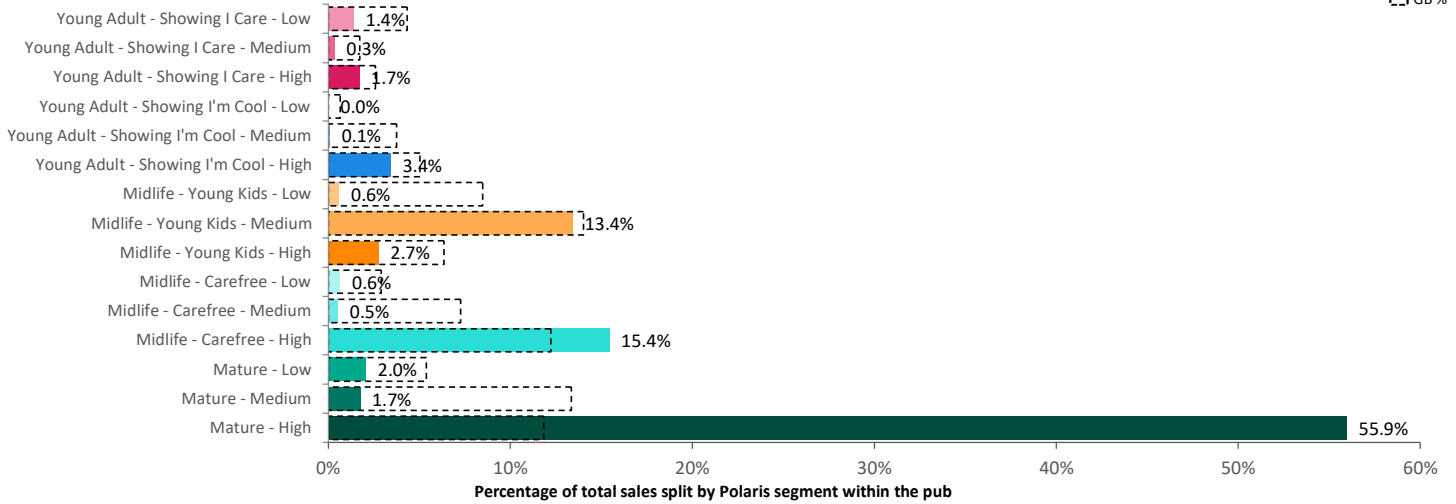
Polaris Plus Profile by Catchment

\*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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	1,949	0	0	43
Medium	0	0	0	0	0	0
High	0	0	6,678	0	0	183
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	1,090	0	0	27
High	166	166	8,044	116	89	166
<b>Midlife - Young Kids</b>						
Low	7	7	7,767	2	2	65
Medium	68	444	23,490	14	72	146
High	57	57	8,711	33	25	149
<b>Midlife - Carefree</b>						
Low	0	33	990	0	23	27
Medium	0	37	1,481	0	13	20
High	286	358	15,246	82	79	129
<b>Mature</b>						
Low	129	304	3,626	68	123	56
Medium	68	68	3,773	17	13	28
High	2,408	2,675	23,785	805	687	234
<b>Not Private Households</b>	0	0	1,530	0	0	98
<b>Total</b>	3,189	4,149	108,160			

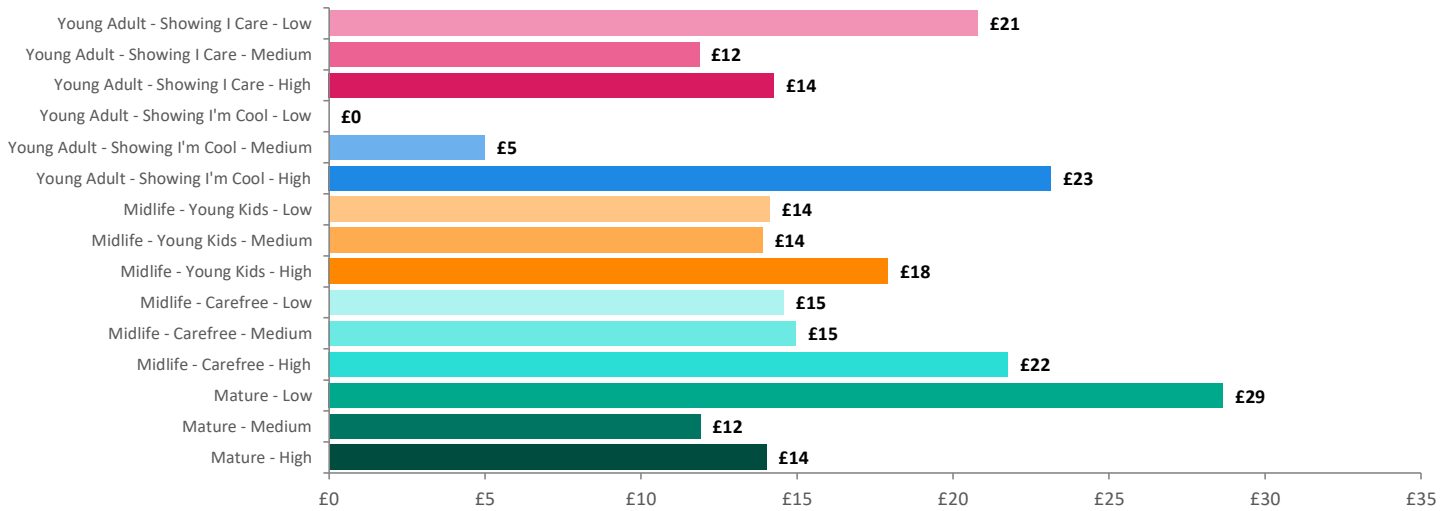
Spend by Polaris

GB %



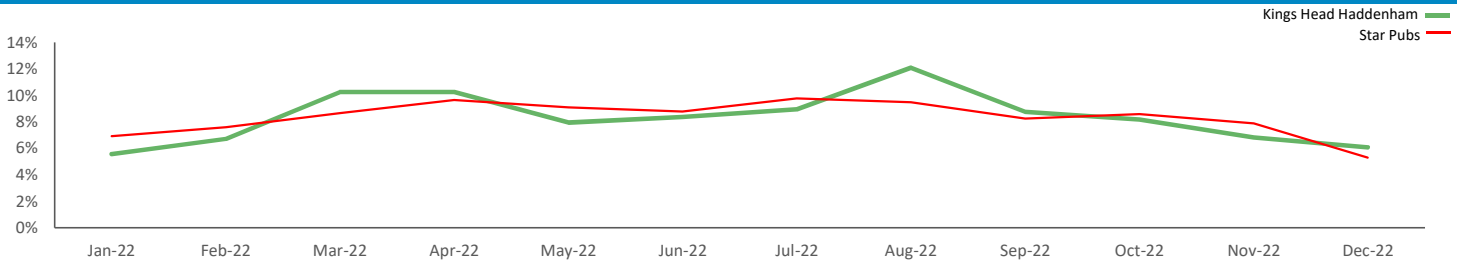
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

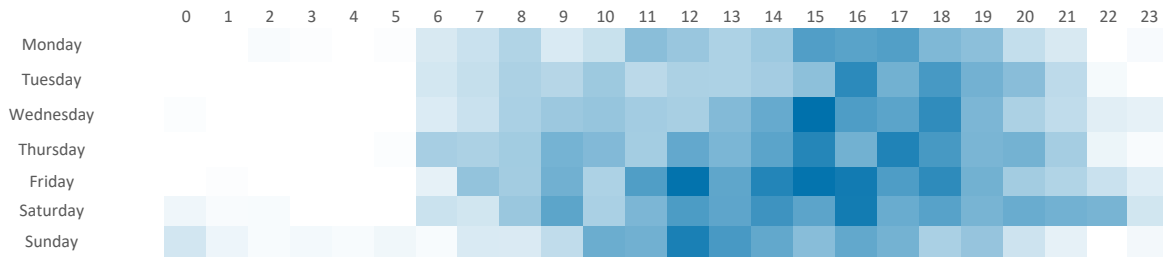


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

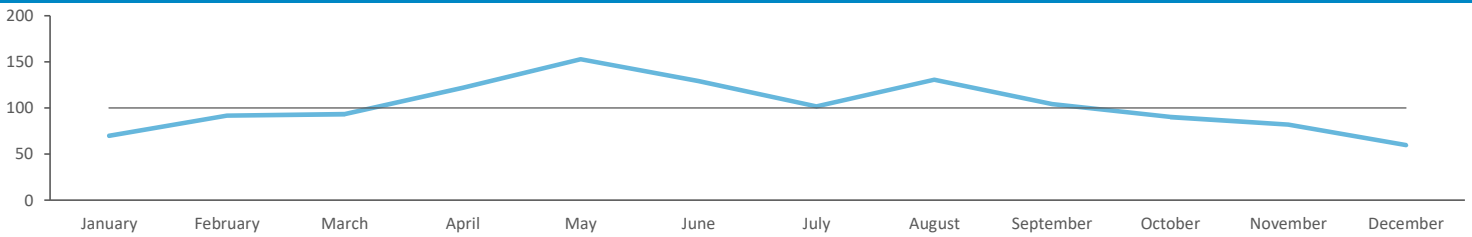


### Time of Day/Day of Week



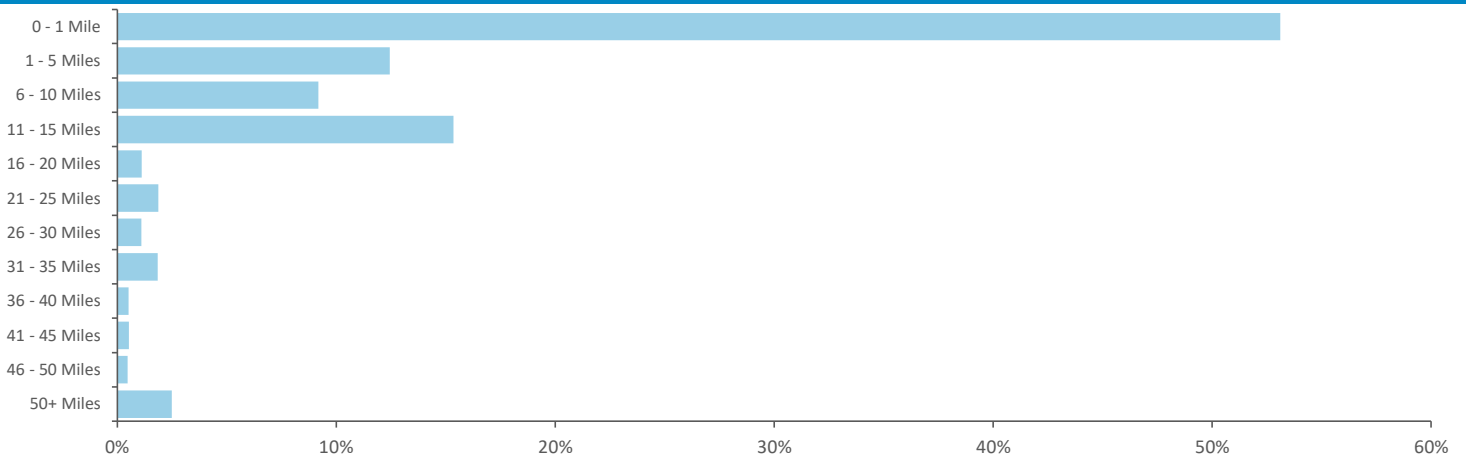
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



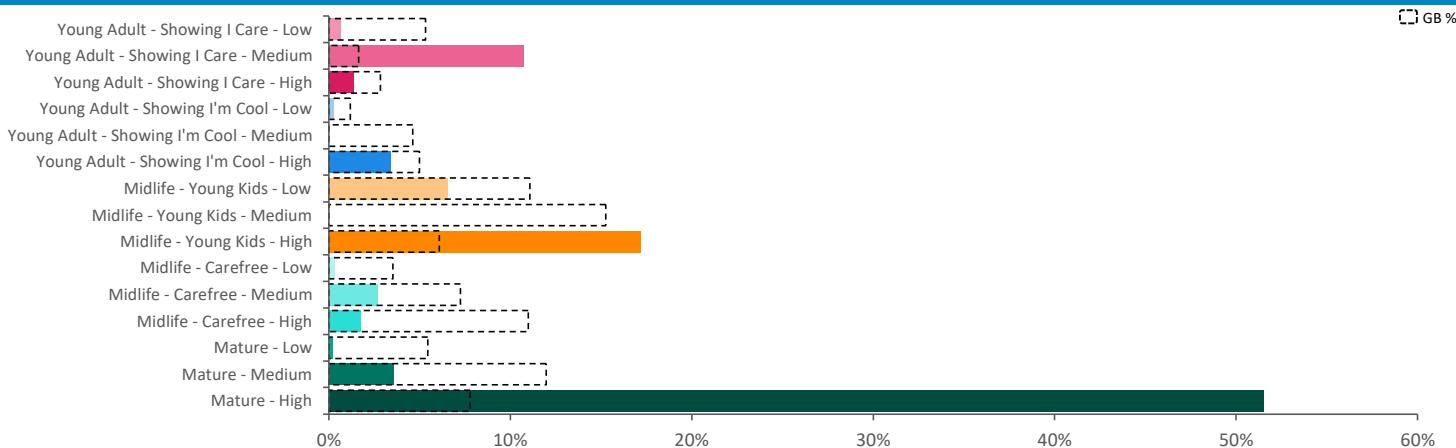
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### Distance from Home

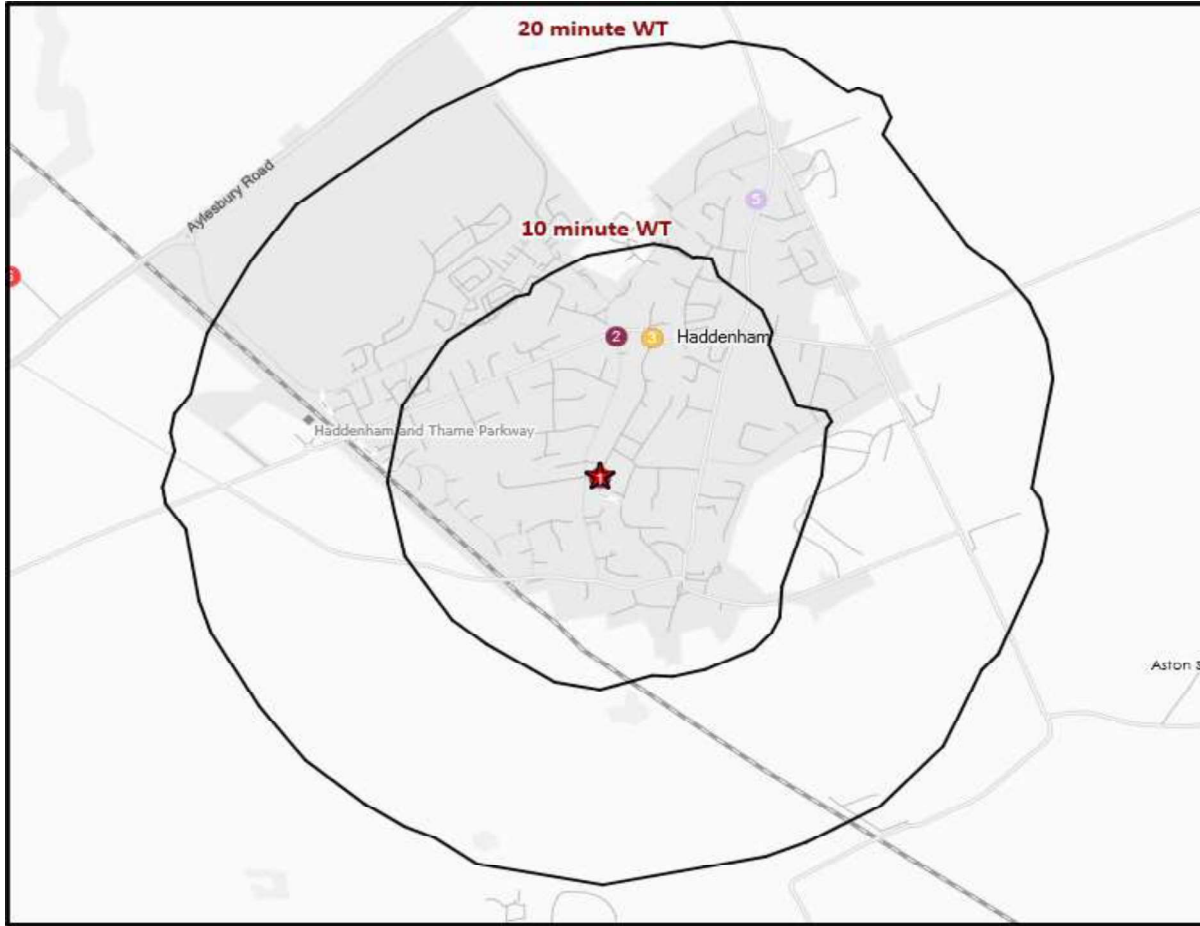


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

### Polaris Plus Profile



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

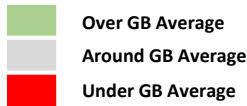


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Kings Head	HP17 8ET	Star Pubs & Bars	Premium Local	0.0
2	Rising Sun	HP17 8EN	Oak Taverns	Premium Local	0.3
3	House Of Spice	HP17 8EJ	Independent Free	Restaurants	0.3
3	Little Italy Espresso Bar	HP17 8EJ	Independent Free	High Street Pub	0.3
5	Haddenham Sports And Social Club	HP17 8LG	Independent Free	Sports Clubs	0.6
6	Notley Abbey	HP17 8TN	Independent Free	Large Venue	1.1

# Per Pub Analysis - Kings Head Haddenham



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,189	4,149	108,160
Number of Competition Pubs	3	3	116
Adults 18+ per Competition Pub	1,063	1,383	932

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	286	9.0%	88
Circuit Bar	19	0.6%	16
Community Pub	133	4.2%	24
Craft Led	32	1.0%	31
Great Pub Great Food	1,435	45.0%	235
High Street Pub	104	3.3%	19
Premium Local	1,181	37.0%	211

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	389	9.4%	92
Circuit Bar	82	2.0%	54
Community Pub	269	6.5%	37
Craft Led	53	1.3%	41
Great Pub Great Food	1,643	39.6%	206
High Street Pub	233	5.6%	32
Premium Local	1,411	34.0%	194

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	15,864	14.7%	144
Circuit Bar	3,794	3.5%	96
Community Pub	12,038	11.1%	64
Craft Led	4,065	3.8%	119
Great Pub Great Food	30,900	28.6%	149
High Street Pub	12,702	11.7%	68
Premium Local	24,796	22.9%	131

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  <b>Part-time:</b> In part-time employment  <b>Self employed:</b> In full-time or part-time employment, with or without employees  <b>Unemployed:</b> Unemployed, not currently working but are actively seeking  <b>Retired:</b> a person who has retired from a working or professional career  <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: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #4f4f4f; 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. 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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.																			