CACI

Catchment Summary - Red Lion Burnham

★ star PUBS & BARS

*WT= Walktime, **DT= Drivetime

	Legend		Catchment Size (Counts)			Index vs GB Average		
🟩	Over GB Average		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
⬜	Around GB Average							
🟥	Under GB Average							
	Population		5,075	13,033	360,938	96	90	95

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+	3,986	9,892	269,123	92	55	90
	Competition Pubs	9	9	250	60	28	69
	Adults 18+ per Competition Pub	443	1,099	1,076	54	133	130
	% Adults Likely to Drink	84.0%	83.4%	81.7%	102	101	99
Affluence	**Low**	18.1%	10.2%	11.1%	71	40	43
	Medium	24.4%	35.8%	30.2%	62	91	77
	High	57.4%	53.6%	57.4%	171	160	171

*Affluence does not include Not Private Households
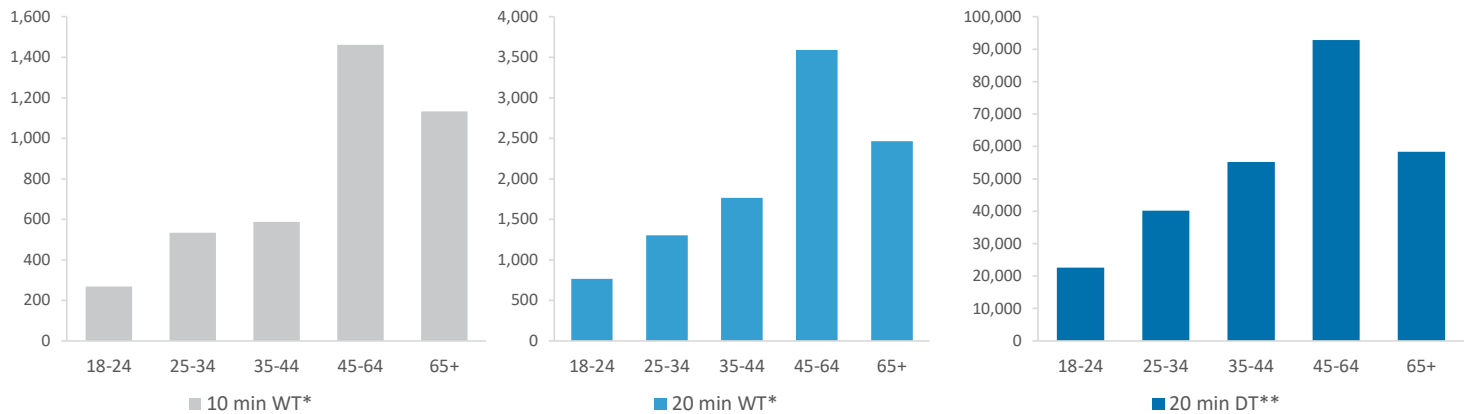
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	**18-24**	269	765	22,612	65	72	77
	25-34	534	1,304	40,159	79	75	84
	35-44	588	1,766	55,170	90	105	119
	45-64	1,462	3,592	92,865	113	108	101
	65+	1,133	2,465	58,317	117	99	85

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**	2,368 (47%)	6,208 (48%)	179,710 (50%)	94	96	101
	Female	2,707 (53%)	6,825 (52%)	181,228 (50%)	106	104	99
Economic Status (16-74)	**Employed: Full-time**	1,563 (45%)	4,192 (46%)	114,845 (46%)	107	111	110
	Employed: Part-time	431 (12%)	1,144 (13%)	28,741 (11%)	95	97	89
	Self employed	390 (11%)	960 (11%)	29,239 (12%)	117	111	122
	Unemployed	51 (1%)	172 (2%)	5,378 (2%)	61	80	91
	Retired	517 (15%)	1,171 (13%)	27,465 (11%)	107	94	80
	Other	549 (16%)	1,426 (16%)	44,330 (18%)	80	80	90
	Total Worker Count	3,395	5,555	154,972			

See the Glossary page for further information on the above variables

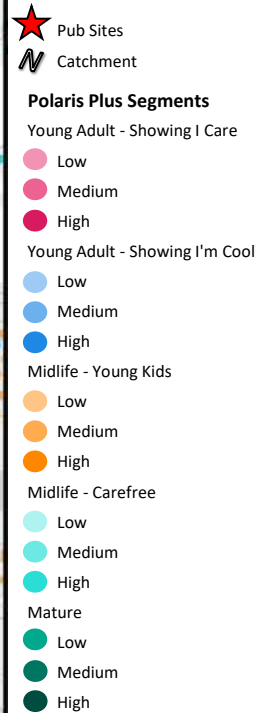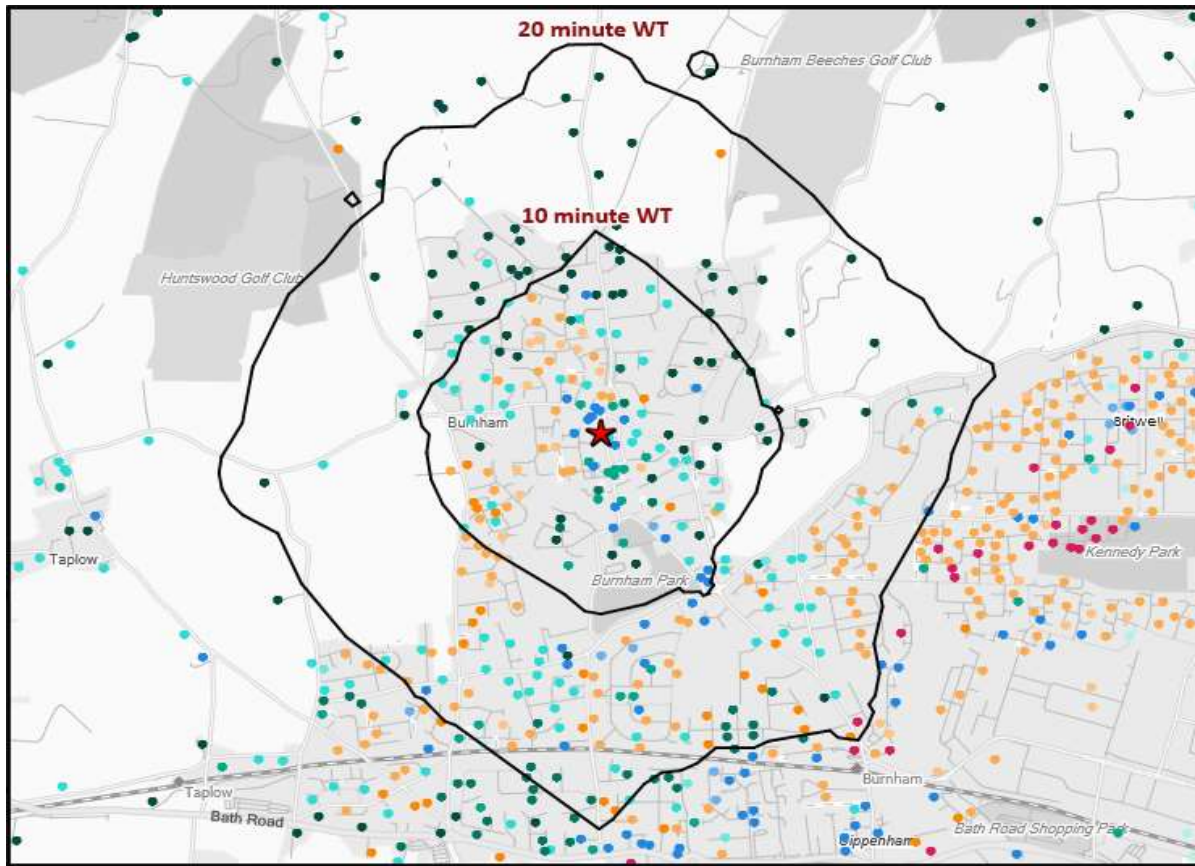# Polaris Summary - Red Lion Burnham
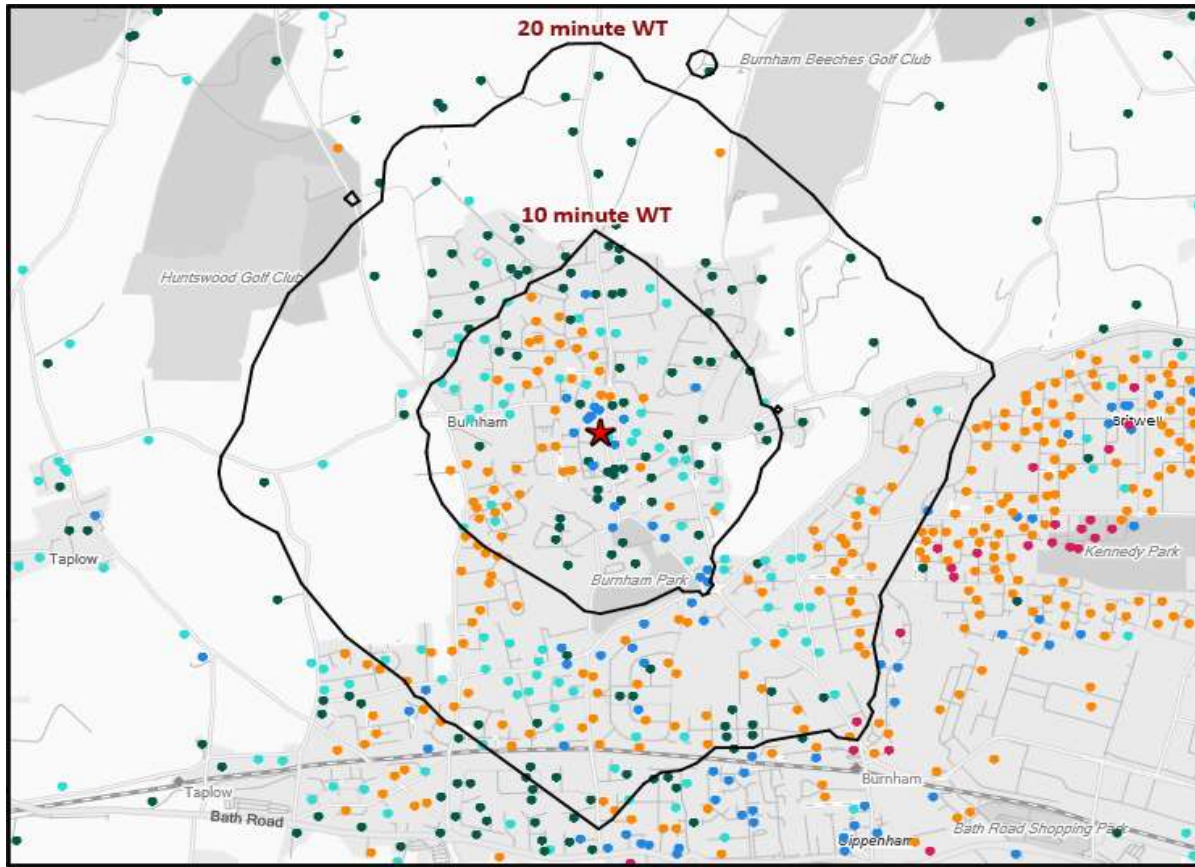
Legend:
- ⭐ Pub Sites
- Ⓝ Catchment

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	23,128	0	0	96
Young Adult - Showing I'm Cool	287	831	32,802	78	91	132
Midlife - Young Kids	1,351	4,320	94,650	108	139	112
Midlife - Carefree	1,030	2,513	56,355	123	121	100
Mature	1,318	2,186	58,528	118	79	78
Not Private Households	0	42	3,660	0	30	95
Total	3,986	9,892	269,123			

Polaris Summary - Red Lion Burnham

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**
Young Adult - Showing I Care						
Low	0	0	6,141	0	0	54
Medium	0	0	57	0	0	2
High	0	0	16,930	0	0	187
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	19	164	3,890	13	45	39
High	268	667	28,912	150	151	240
Midlife - Young Kids						
Low	474	598	11,840	107	54	40
Medium	766	2,797	65,877	129	190	164
High	111	925	16,933	52	174	117
Midlife - Carefree						
Low	0	54	3,158	0	16	35
Medium	0	50	1,568	0	8	9
High	1,030	2,409	51,629	237	223	176
Mature						
Low	249	358	8,617	105	61	54
Medium	189	527	9,952	37	42	29
High	880	1,301	39,959	235	140	158
Not Private Households	0	42	3,660	0	30	95
Total	3,986	9,892	269,123			

Transactional Data Summary - Red Lion Burnham

star PUBS&BARS

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.4%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.2%
Young Adult - Showing I'm Cool - High	13.8%
Midlife - Young Kids - Low	17.1%
Midlife - Young Kids - Medium	54.0%
Midlife - Young Kids - High	6.0%
Midlife - Carefree - Low	0.3%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	5.0%
Mature - Low	0.0%
Mature - Medium	1.5%
Mature - High	0.6%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Average Transaction Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£6
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£12
Young Adult - Showing I'm Cool - High	£6
Midlife - Young Kids - Low	£11
Midlife - Young Kids - Medium	£7
Midlife - Young Kids - High	£9
Midlife - Carefree - Low	£15
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£8
Mature - Low	£0
Mature - Medium	£11
Mature - High	£11

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

Spend by Month

Red Lion Burnham
Star Pubs

Mobile Data Summary - Red Lion Burnham
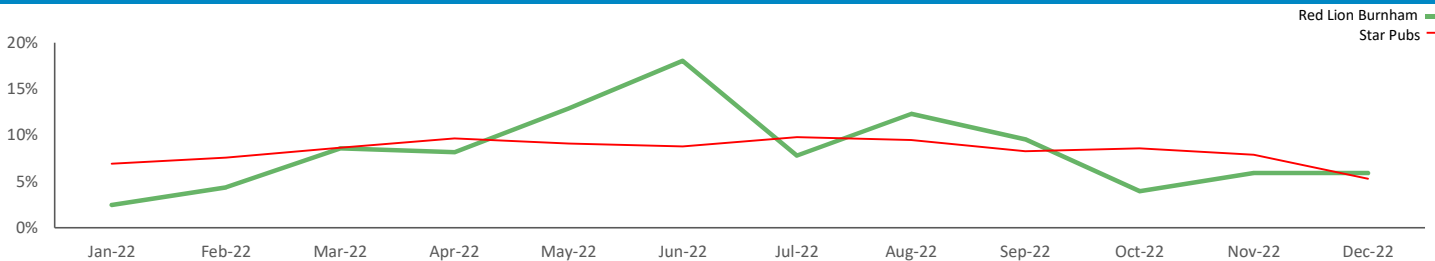
Time of Day/Day of Week
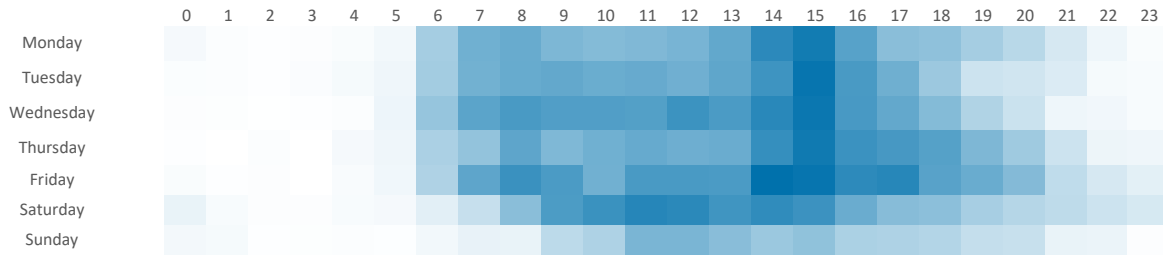
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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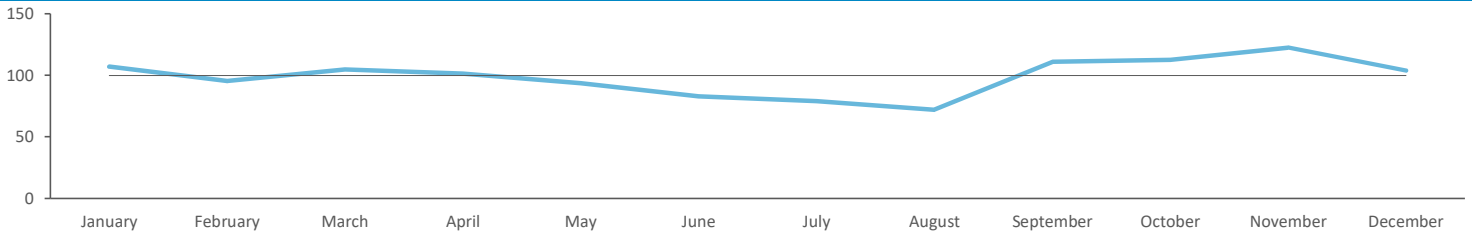
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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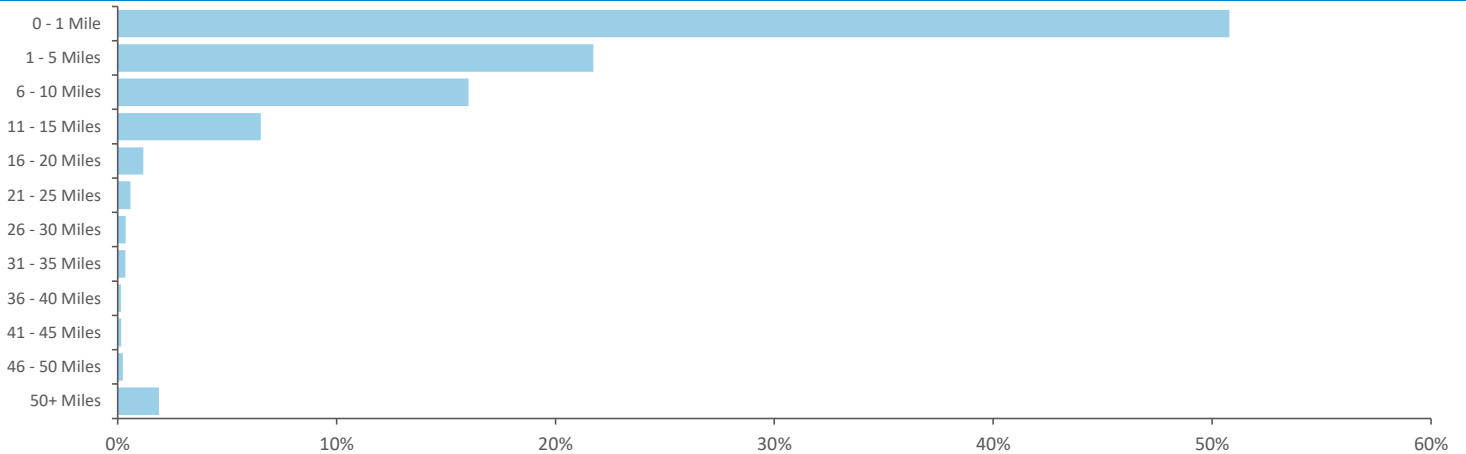
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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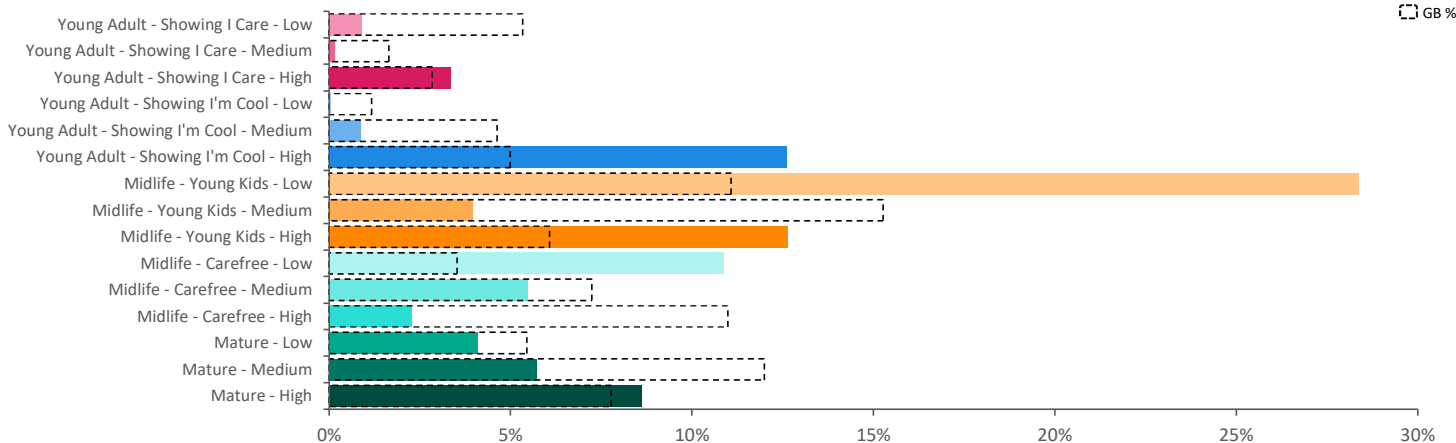
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI

CGA Summary - Red Lion Burnham

star PUBS & BARS
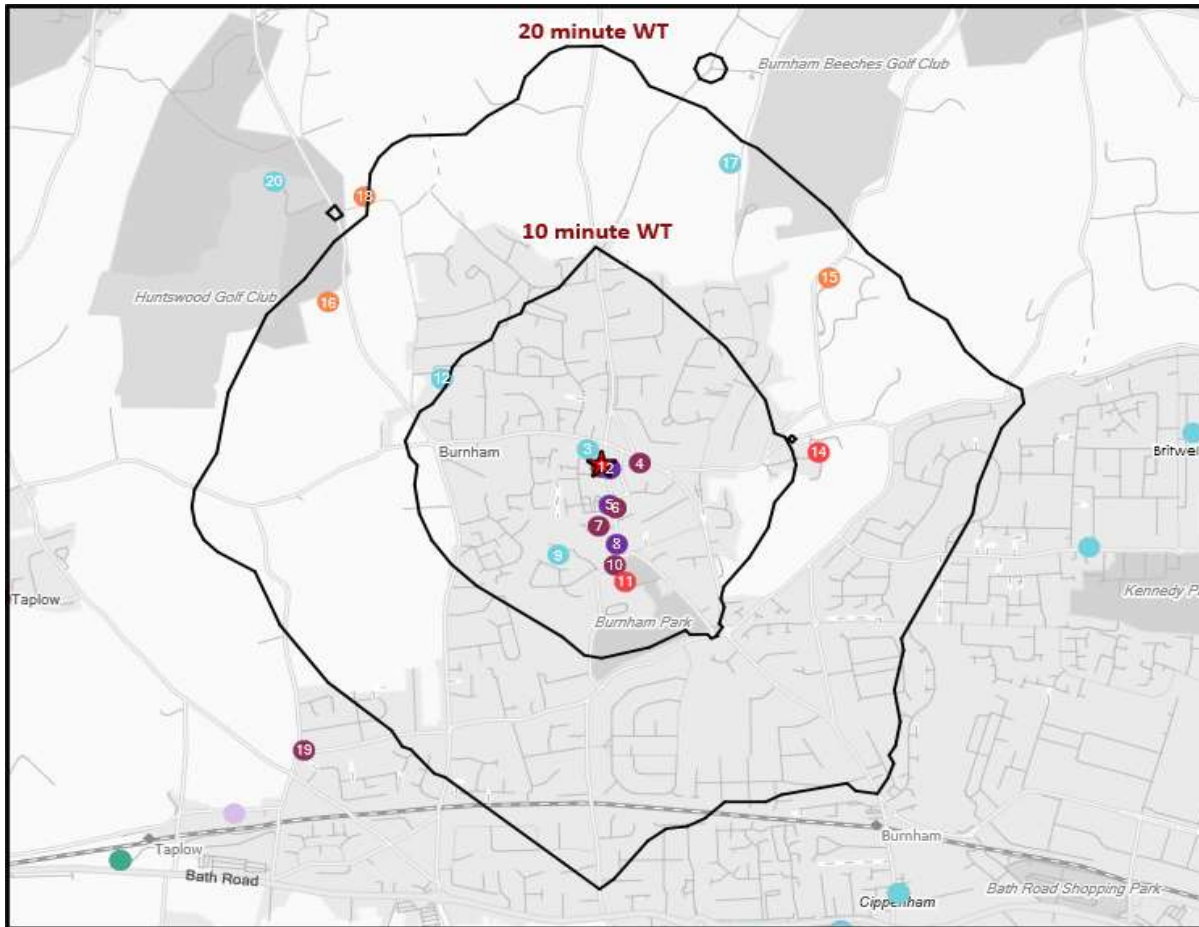
★ Pub Sites
N Catchment

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	Red Lion	SL 1 7JZ	Star Pubs & Bars	Premium Local	0.0
2	China Garden	SL 1 7JT	Independent Free	Restaurants	0.0
3	Royal British Legion Club	SL 1 8AA	Independent Free	Clubland	0.0
4	Bee	SL 1 8AG	Brakspear	Premium Local	0.1
5	Peppers	SL 1 7JX	Independent Free	Restaurants	0.1
6	Ye Old Swan	SL 1 7JP	Stonegate Pub Company	Premium Local	0.1
7	Old Five Bells	SL 1 7HZ	Greene King	Premium Local	0.1
8	Akash Tandoori	SL 1 7JD	Independent Free	Restaurants	0.2
9	Burnham Working Mens Club & Institute Club	SL 1 7HU	Independent Free	Clubland	0.2
10	Garibaldi	SL 1 7JB	Star Pubs & Bars	Premium Local	0.2
11	Burnham Parish Council	SL 1 7HR	Independent Free	Large Venue	0.3
12	Burnham Cricket Club	SL 1 8JG	Independent Free	Clubland	0.4
12	Burnham Football Club	SL 1 8JG	Independent Free	Clubland	0.4
14	Tudor Barn	SL 1 8DF	Independent Free	Large Venue	0.5
15	Burnham Beeches Hotel	SL 1 8DP	Corus Hotels	Hotel	0.6
16	Grovefield Hotel	SL 1 8LR	Classic Lodges	Hotel	0.7
17	Burnham Beeches Golf Club	SL 1 8EG	Independent Free	Clubland	0.7
18	Pines Hotel	SL 1 8LJ	Independent Free	Hotel	0.8
19	Maypole	SL 1 7EQ	Independent Free	Premium Local	0.9
20	Huntswood Golf Club	SL 1 8LS	Independent Free	Clubland	0.9

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*WT= Walktime, **DT= Drivetime
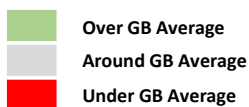
■ (green)	Over GB Average
■ (grey)	Around GB Average
■ (red)	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,986	9,892	269,123
Number of Competition Pubs	9	9	250
Adults 18+ per Competition Pub	443	1,099	1,076

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	430	10.8%	106
Circuit Bar	123	3.1%	84
Community Pub	647	16.2%	94
Craft Led	92	2.3%	73
Great Pub Great Food	1,157	29.0%	151
High Street Pub	547	13.7%	79
Premium Local	990	24.8%	142

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,327	13.4%	132
Circuit Bar	421	4.3%	116
Community Pub	1,253	12.7%	73
Craft Led	296	3.0%	95
Great Pub Great Food	2,697	27.3%	142
High Street Pub	1,284	13.0%	75
Premium Local	2,467	24.9%	142

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	43,840	16.3%	160
Circuit Bar	10,712	4.0%	109
Community Pub	28,897	10.7%	62
Craft Led	12,321	4.6%	145
Great Pub Great Food	76,756	28.5%	149
High Street Pub	29,461	10.9%	63
Premium Local	58,750	21.8%	124

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, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	*18-34 year olds Looking good and discovering what's new*	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"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."*	*"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."*	*"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be on **trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good,** and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.