

## Catchment Summary - Garibaldi Burnham

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	Over GB Average
	Around GB Average
	Under GB Average

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

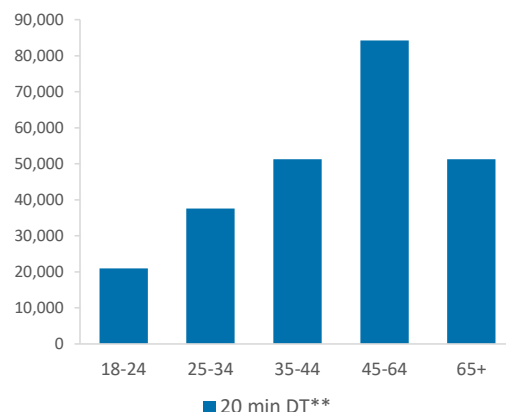
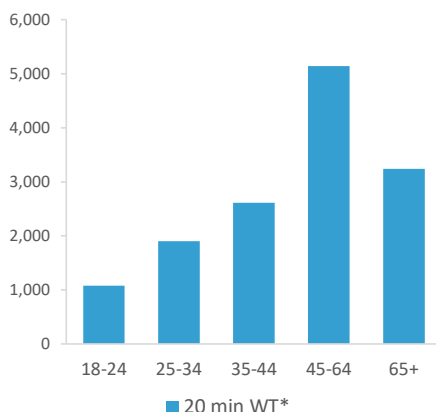
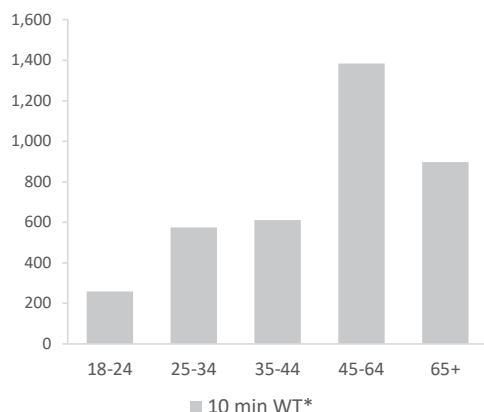
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,851	18,422	329,758	92	127	87
Adults 18+	3,726	13,977	245,428	86	78	82
Competition Pubs	7	10	240	47	31	66
Adults 18+ per Competition Pub	532	1,398	1,023	64	169	124
% Adults Likely to Drink	83.4%	83.3%	81.3%	101	101	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	14.2%	9.0%	11.3%	55	35	44
	Medium	31.8%	41.6%	31.7%	81	106	81
	High	54.0%	49.1%	55.6%	161	147	166

\*Affluence does not include Not Private Households

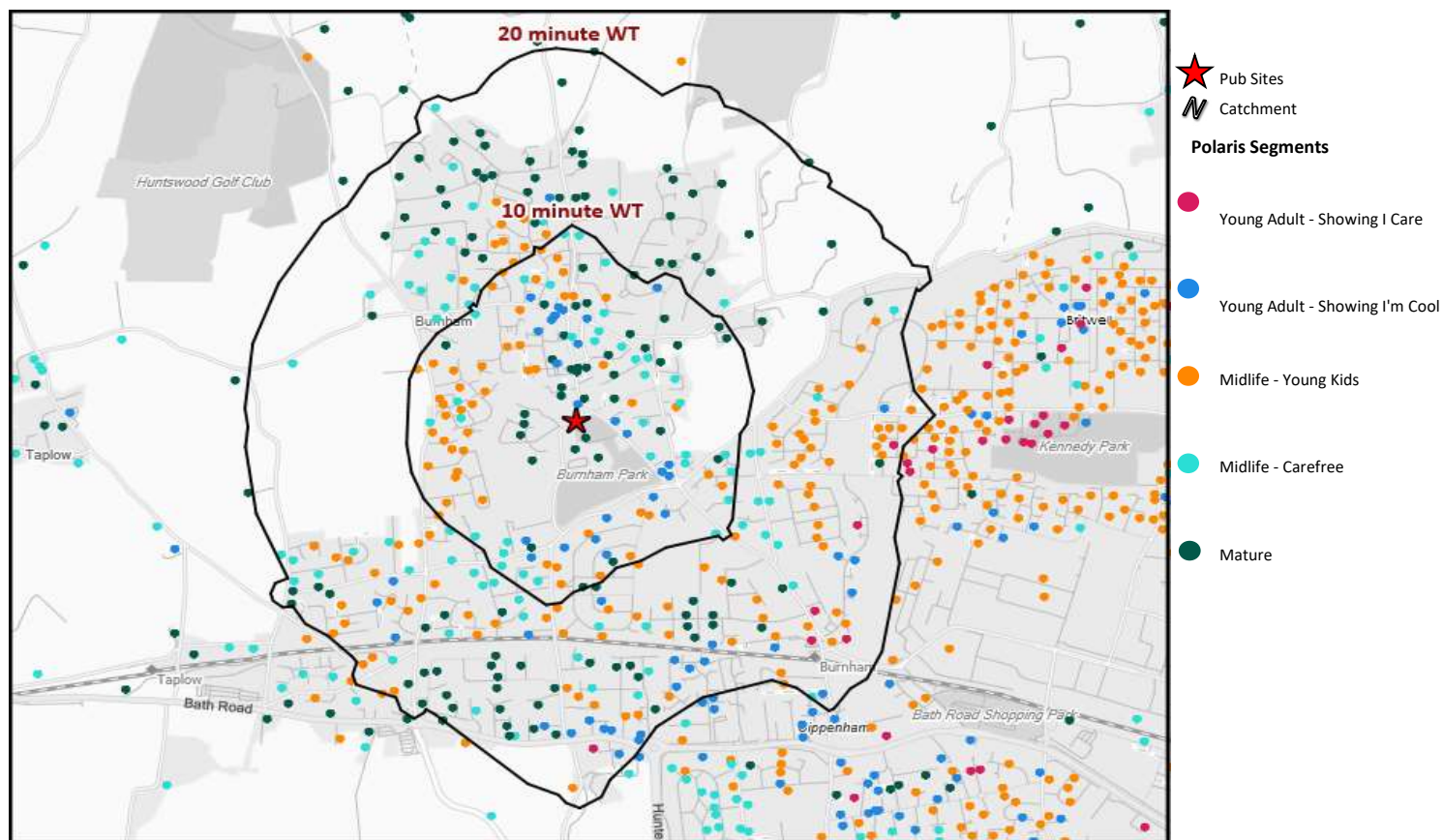
Age Profile	18-24	259	1,078	21,003	66	72	79
	25-34	575	1,903	37,554	89	78	86
	35-44	611	2,613	51,266	98	110	121
	45-64	1,384	5,141	84,286	112	109	100
	65+	897	3,242	51,319	97	92	81



		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	2,281 (47%)	8,885 (48%)	165,040 (50%)	95	98	101
	Female	2,570 (53%)	9,537 (52%)	164,718 (50%)	105	102	99
Economic Status (16-74)	Employed: Full-time	1,600 (46%)	6,141 (48%)	106,119 (46%)	112	114	111
	Employed: Part-time	433 (13%)	1,603 (12%)	26,317 (11%)	97	96	88
	Self employed	361 (10%)	1,366 (11%)	26,237 (11%)	110	111	120
	Unemployed	57 (2%)	244 (2%)	5,131 (2%)	70	80	94
	Retired	456 (13%)	1,574 (12%)	24,365 (11%)	96	89	77
	Other	538 (16%)	1,973 (15%)	40,894 (18%)	79	78	91
Total Worker Count		3,611	7,474	147,897			

See the Glossary page for further information on the above variables

## Polaris Summary - Garibaldi Burnham

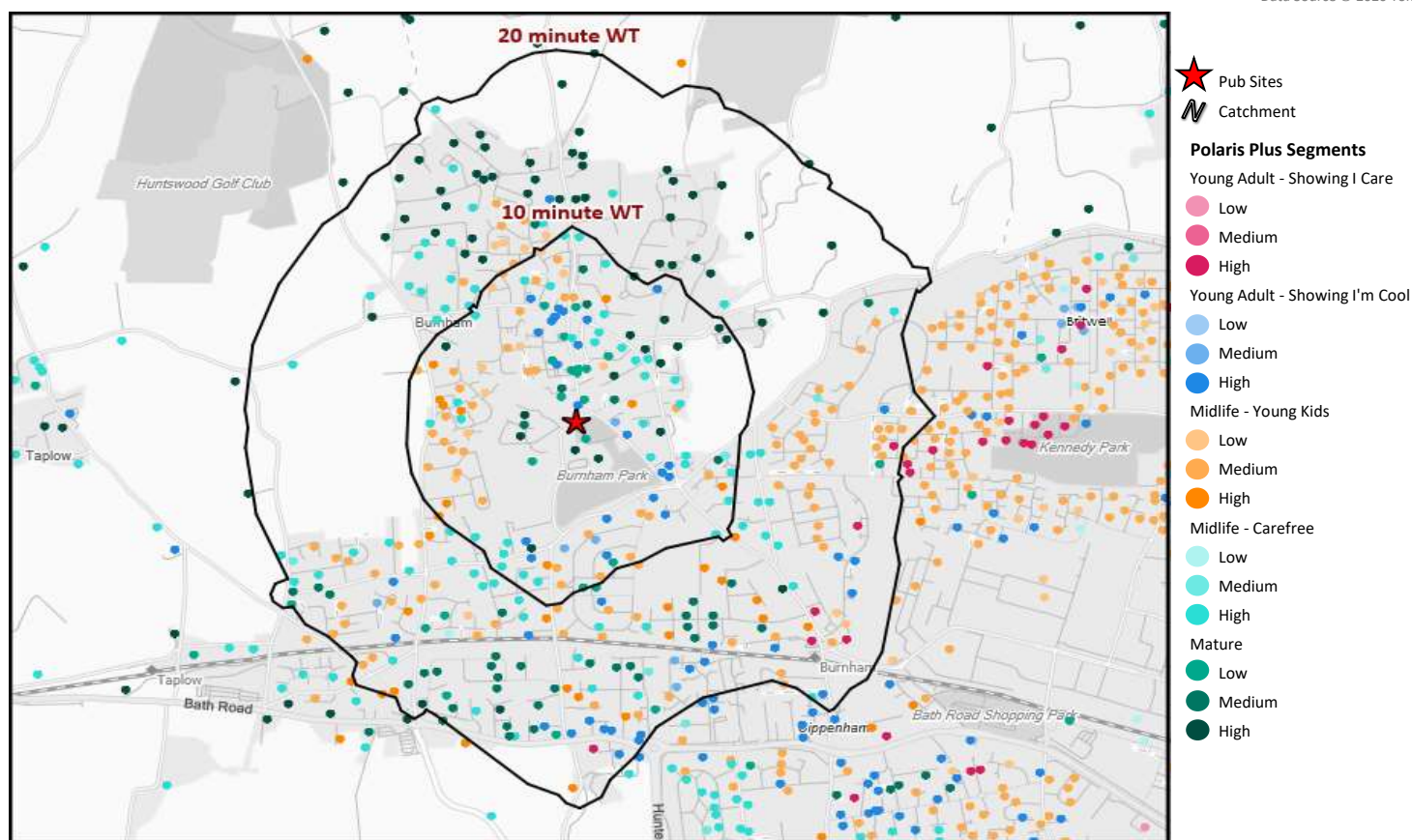


Polaris Profile by Catchment

\*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	214	22,985	0	17	105
Young Adult - Showing I'm Cool	595	1,568	32,267	174	122	143
Midlife - Young Kids	1,481	5,963	88,462	126	136	115
Midlife - Carefree	771	3,094	52,192	98	105	101
Mature	879	3,096	46,282	84	79	67
<b>Not Private Households</b>	0	42	3,240	0	21	92
<b>Total</b>	3,726	13,977	245,428			

## Polaris Summary - Garibaldi Burnham



Polaris Plus Profile by Catchment

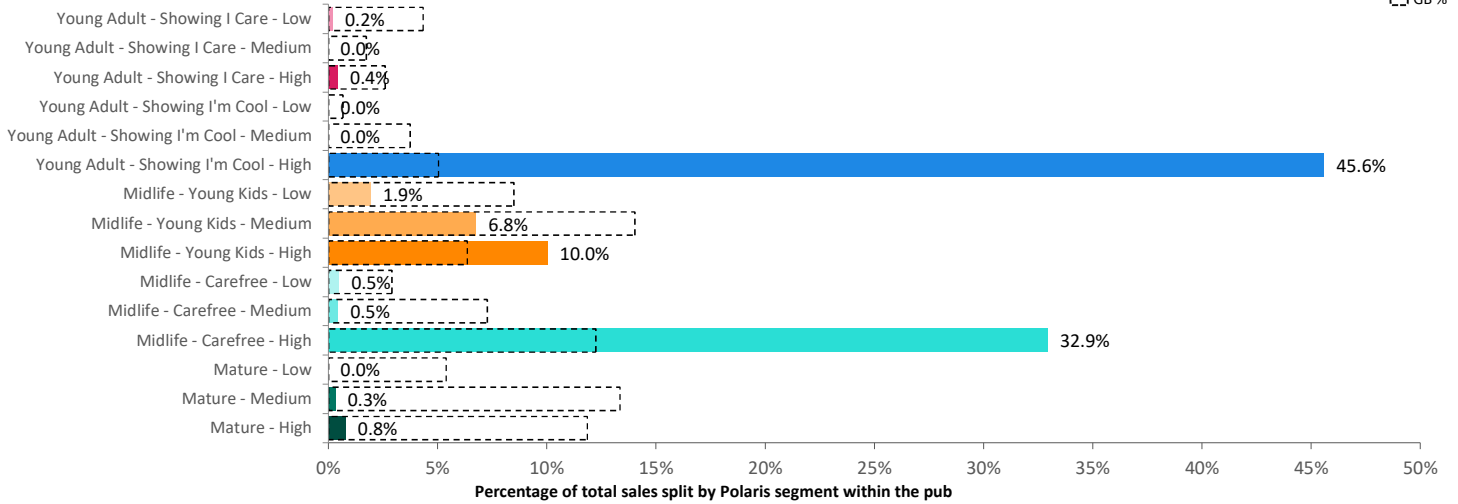
\*WT= Walktime, \*\*DT= Drivetime

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	6,160	0	0	60
Medium	0	0	57	0	0	2
High	0	214	16,768	0	45	203
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	109	241	4,023	79	47	44
High	486	1,327	28,244	291	212	257
<b>Midlife - Young Kids</b>						
Low	280	710	11,301	68	46	41
Medium	903	4,128	63,044	162	198	172
High	298	1,125	14,117	148	149	107
<b>Midlife - Carefree</b>						
Low	0	54	3,022	0	11	36
Medium	0	183	1,447	0	19	9
High	771	2,857	47,723	189	187	178
<b>Mature</b>						
Low	249	495	7,355	113	60	50
Medium	172	1,256	9,220	36	71	30
High	458	1,345	29,707	131	103	129
<b>Not Private Households</b>	0	42	3,240	0	21	92
<b>Total</b>	3,726	13,977	245,428			

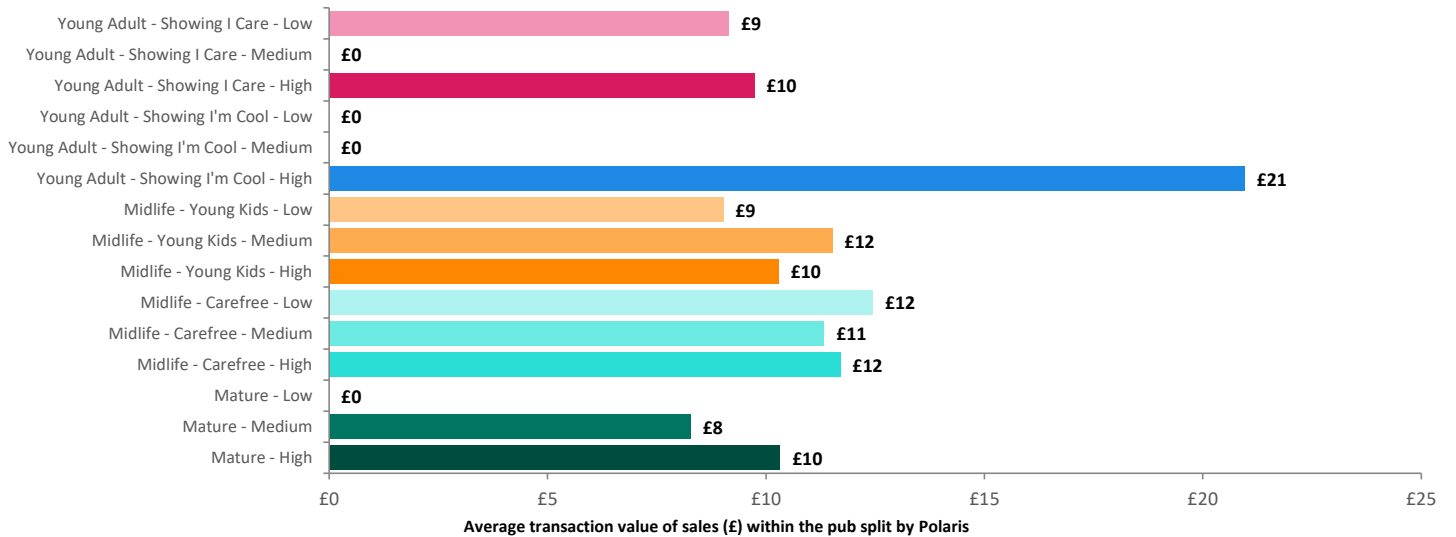
## Transactional Data Summary - Garibaldi Burnham

## Spend by Polaris

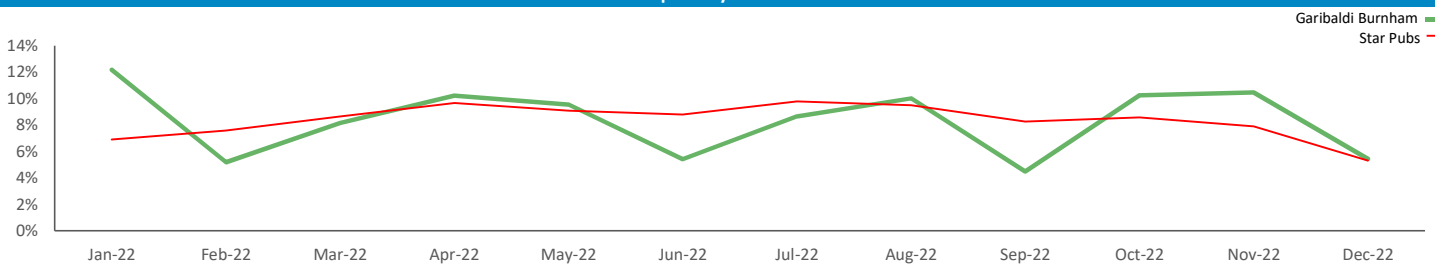
GB %



## Average Transaction Values (£) by Polaris

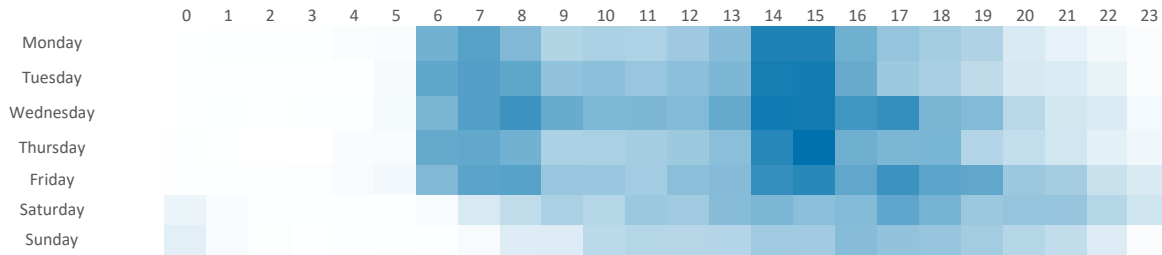


## Spend by Month



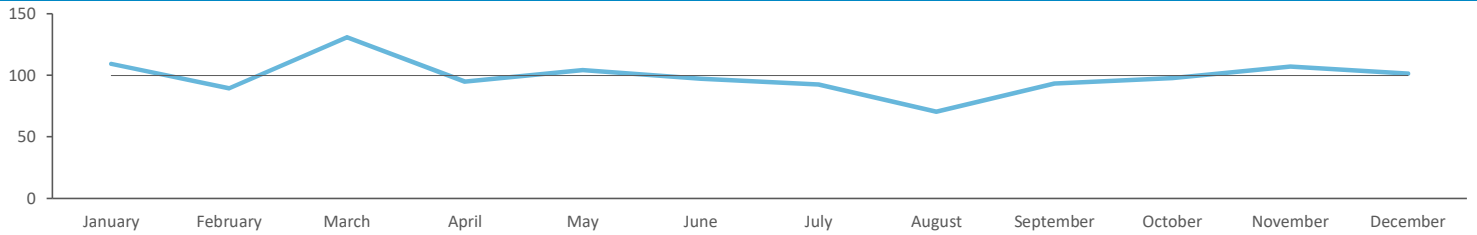
# Mobile Data Summary - Garibaldi Burnham

## Time of Day/Day of Week



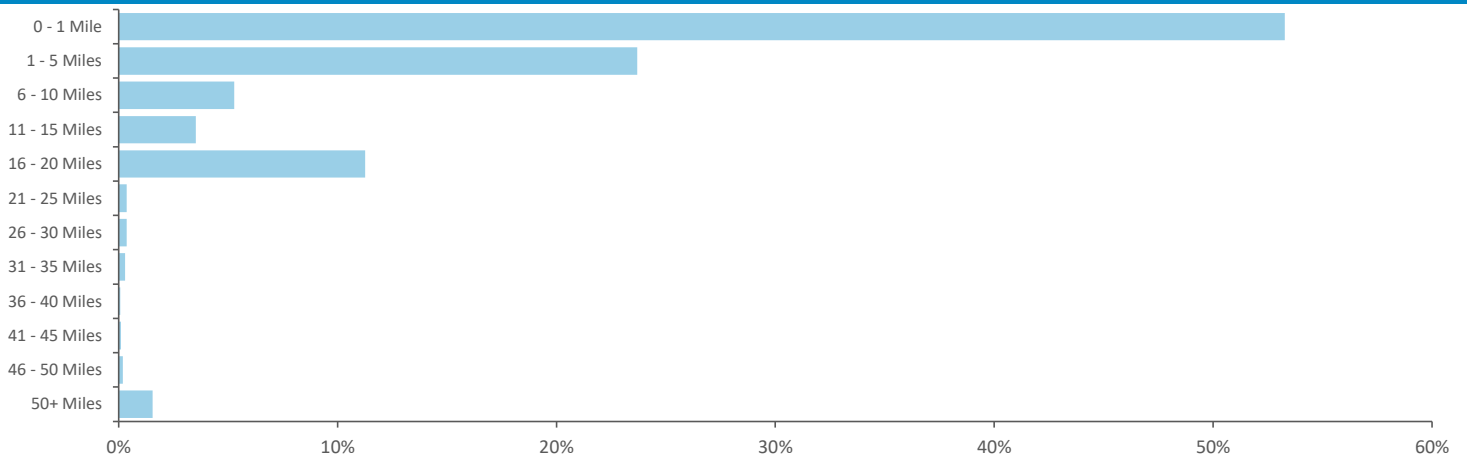
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



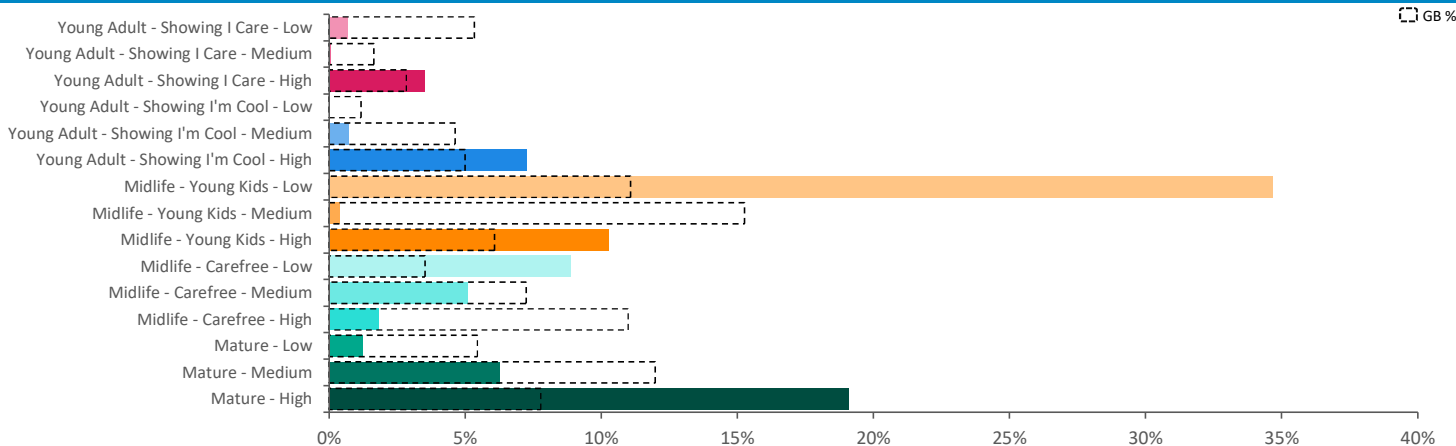
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



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

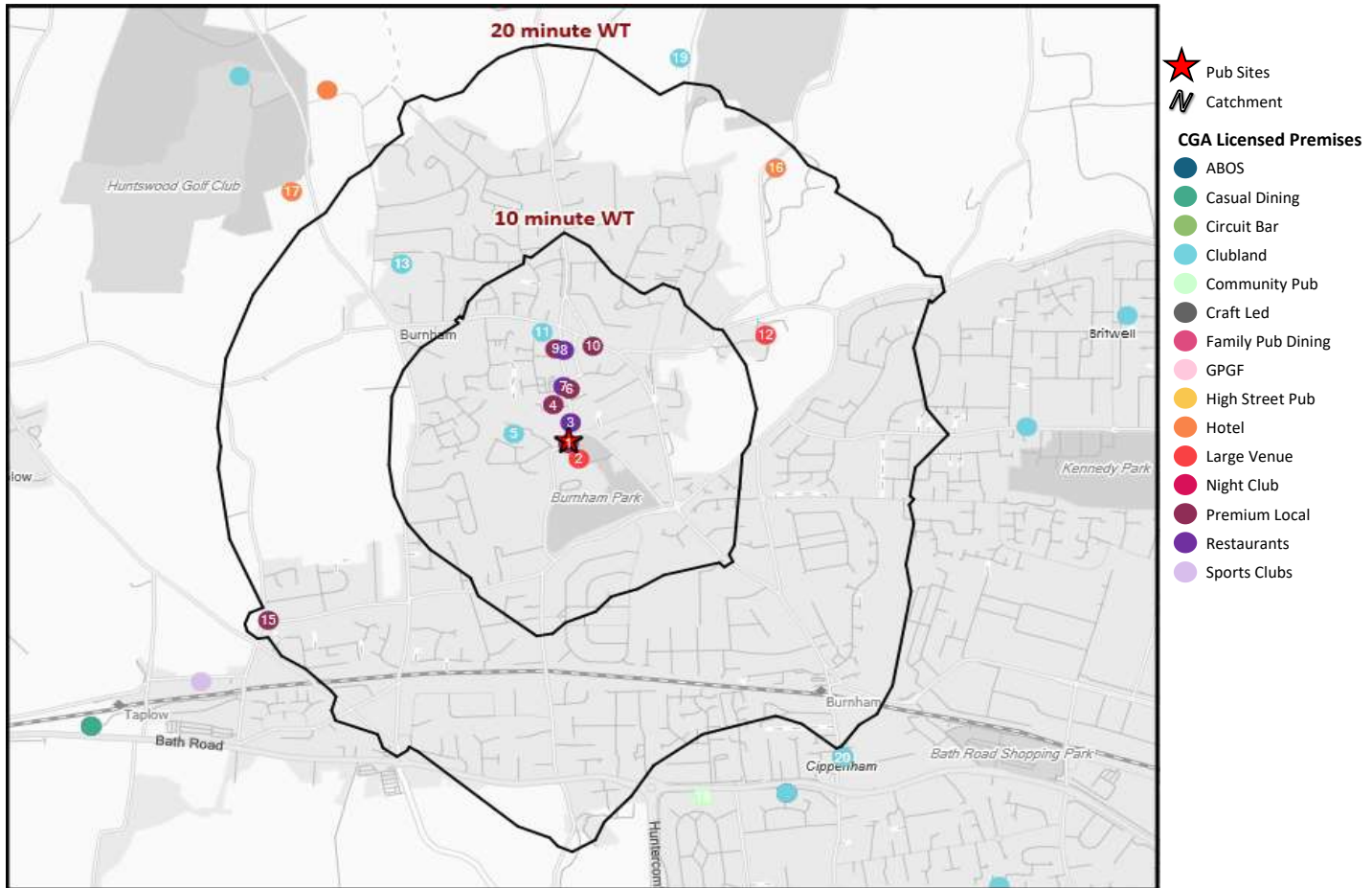
## Polaris Plus Profile



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



## CGA Summary - Garibaldi Burnham



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Garibaldi	SL 1 7JB	Star Pubs & Bars	Premium Local	0.0
2	Burnham Parish Council	SL 1 7HR	Independent Free	Large Venue	0.0
3	Akash Tandoori	SL 1 7JD	Independent Free	Restaurants	0.0
4	Old Five Bells	SL 1 7HZ	Greene King	Premium Local	0.1
5	Burnham Working Mens Club & Institute Club	SL 1 7HU	Independent Free	Clubland	0.1
6	Ye Old Swan	SL 1 7JP	Stonegate Pub Company	Premium Local	0.1
7	Peppers	SL 1 7JX	Independent Free	Restaurants	0.1
8	China Garden	SL 1 7JT	Independent Free	Restaurants	0.2
9	Red Lion	SL 1 7JZ	Star Pubs & Bars	Premium Local	0.2
10	Bee	SL 1 8AG	Brakspear	Premium Local	0.2
11	Royal British Legion Club	SL 1 8AA	Independent Free	Clubland	0.3
12	Tudor Barn	SL 1 8DF	Independent Free	Large Venue	0.5
13	Burnham Cricket Club	SL 1 8JG	Independent Free	Clubland	0.6
13	Burnham Football Club	SL 1 8JG	Independent Free	Clubland	0.6
15	Maypole	SL 1 7EQ	Independent Free	Premium Local	0.8
16	Burnham Beeches Hotel	SL 1 8DP	Corus Hotels	Hotel	0.8
17	Grovefield Hotel	SL 1 8LR	Classic Lodges	Hotel	0.8
18	Ye Olde Huntercombe Arms	SL 1 6AB	Ei Group	Community Pub	0.9
19	Burnham Beeches Golf Club	SL 1 8EG	Independent Free	Clubland	0.9
20	Tummys Wine Bar	SL 1 6JJ	Independent Free	Casual Dining	1.0

## Per Pub Analysis - Garibaldi Burnham

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	Over GB Average
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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,726	13,977	245,428
Number of Competition Pubs	7	10	240
Adults 18+ per Competition Pub	532	1,398	1,023

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	553	14.8%	145
Circuit Bar	152	4.1%	111
Community Pub	524	14.1%	81
Craft Led	149	4.0%	126
Great Pub Great Food	1,008	27.0%	141
High Street Pub	516	13.8%	80
Premium Local	825	22.1%	126

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,057	14.7%	144
Circuit Bar	619	4.4%	121
Community Pub	1,778	12.7%	73
Craft Led	530	3.8%	120
Great Pub Great Food	3,633	26.0%	135
High Street Pub	1,871	13.4%	77
Premium Local	3,210	23.0%	131

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	41,384	16.9%	165
Circuit Bar	10,256	4.2%	114
Community Pub	26,982	11.0%	63
Craft Led	12,039	4.9%	155
Great Pub Great Food	68,289	27.8%	145
High Street Pub	27,428	11.2%	64
Premium Local	51,342	20.9%	119

## 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 &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</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><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															
Polaris Segmentation																
Polaris is Heineken’s unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																
Consumer Insight	<table><tr><th>‘Showing I Care’ Young Adults</th><th>‘Showing I’m Cool’ Young Adults</th><th>Midlife ‘Parents’</th><th>Midlife ‘Carefree’</th><th>Mature</th></tr><tr><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what’s new</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>“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.”</td><td>“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.”</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></table>	‘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	“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”
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Product needs	<table><tr><td><ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul></td><td><ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Being romantic</li></ul></td><td><ul style="list-style-type: none"><li>Tastes good and looks good</li><li>Discovering new things</li><li>Supports connecting with friends and family</li><li>Enjoyable for longer</li></ul></td><td><ul style="list-style-type: none"><li>Tastes great</li><li>Good quality</li><li>Helps me feel good</li><li>Enjoyable for longer</li></ul></td></tr></table>	<ul style="list-style-type: none"><li>Fits sustainability values</li><li>Helps them stand out and be seen to be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Aids being part of the group</li><li>Discovering new things</li><li>Affordable</li><li>Energising</li><li>Avoids bloating</li></ul>	<ul style="list-style-type: none"><li>Helps me look good, and be on trend</li><li>Discovering new things</li><li>Supports moderate calorie &amp; alcohol intake</li><li>Energising</li><li>Being romantic</li></ul>	<ul style="list-style-type: none"><li>Tastes good and looks good</li><li>Discovering new things</li><li>Supports connecting with friends and family</li><li>Enjoyable for longer</li></ul>	<ul style="list-style-type: none"><li>Tastes great</li><li>Good quality</li><li>Helps me feel good</li><li>Enjoyable for longer</li></ul>										
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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.																