

Catchment Summary - Old Bramshall Inn

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

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Population

270	1,480	88,337
-----	-------	--------

5	8	21
---	---	----

Adults 18+

210	1,201	72,102
-----	-------	--------

Pop. & Adl. 18+ index based on all pubs

5	7	21
---	---	----

Competition Pubs

0	1	106
---	---	-----

0	2	26
---	---	----

Adults 18+ per Competition Pub

0	1,201	680
---	-------	-----

0	136	77
---	-----	----

% Adults Likely to Drink

80,8%	79,6%	79,0%
-------	-------	-------

107	105	105
-----	-----	-----

Affluence	Low	23,6%
	Medium	38,7%
	High	33,8%

0,0%	0,2%	23,6%
51,9%	44,6%	38,7%
48,1%	52,7%	33,8%

0	1	71
136	117	101
175	192	123

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

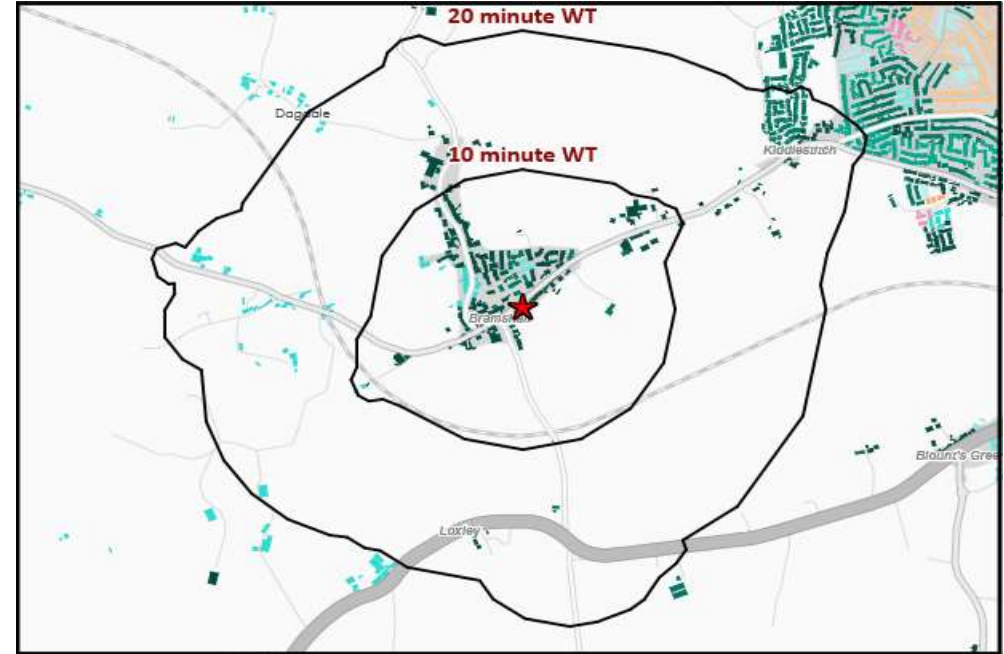
£29.654	£25.954	£24.191
---------	---------	---------

139	122	113
-----	-----	-----

Age Profile	18-24	5,967
	25-34	10,179
	35-44	10,598
	45-64	24,642
	65+	20,716

22	85	5,967
34	150	10,179
43	164	10,598
58	461	24,642
53	341	20,716

96	68	80
93	75	85
118	82	89
85	123	110
103	120	123



Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

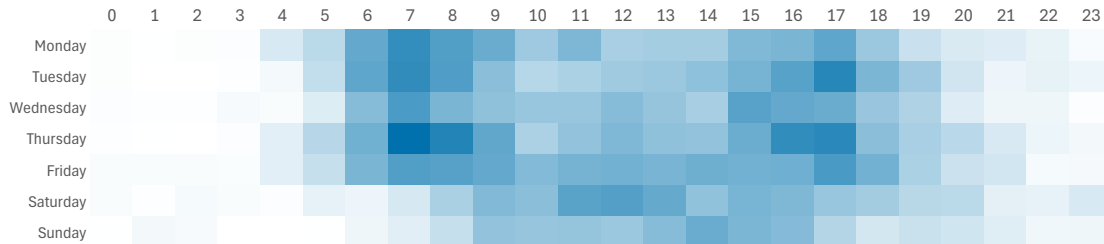
Polaris Plus Segments

★ Pub Sites
N Catchment

Young ● Low ● Medium ● High	Midlife - Young Kids ● Low ● Medium ● High	Midlife - Carefree ● Low ● Medium ● High	Mature ● Low ● Medium ● High
---	--	---	---

Mobile Data Summary

Time of Day/Day of Week



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	0	0	5.592	0	0	28
Midlife - Young Kid	0	0	2.732	0	0	35
Midlife - Carefree	109	249	12.133	329	131	107
Mature	101	922	48.848	109	173	153
Not Private Households	0	30	2.797	0	20.646	32.062
Total	210	1.201	72.102			



Per Pub - Old Bramshall Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

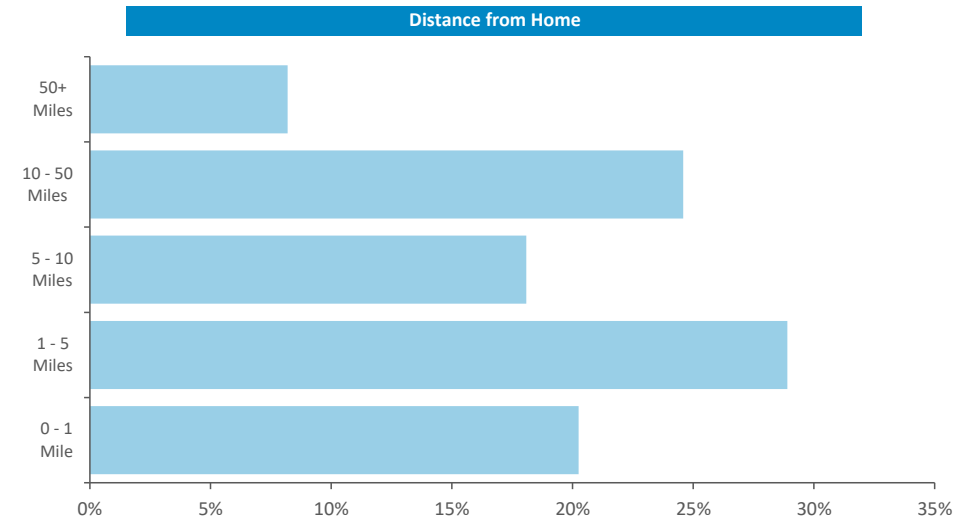
Adults 18+	210	1.201	72.102
Number of Competition Pubs	0	1	106
Adults 18+ per Competition Pub	0	1.201	680

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	7	3,3%	40
Circuit Bar	0	0	0,0%	0
Community Pub	0	18	8,7%	45
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	55	26,4%	145
High Street Pub	0	15	6,9%	37
Premium Local	0	51	24,1%	142

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	44	3,7%	44
Circuit Bar	0	0	0,0%	0
Community Pub	0	152	12,7%	65
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	387	32,2%	177
High Street Pub	0	142	11,8%	63
Premium Local	1	374	31,2%	184

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	2.476	3,4%	41
Circuit Bar	9	1.371	1,9%	46
Community Pub	5	14.410	20,0%	102
Craft Led	0	478	0,7%	18
Great Pub Great Food	13	16.069	22,3%	122
High Street Pub	4	13.004	18,0%	96
Premium Local	35	16.405	22,8%	134



© 2026 CACI Limited and all other applicable third party notices (Population Estimates and Projections, CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Competition - Old Bramshall Inn



Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Old Bramshall Inn	ST14 5BG	Star Pubs & Bars	Premium Local	100,0%	0,00

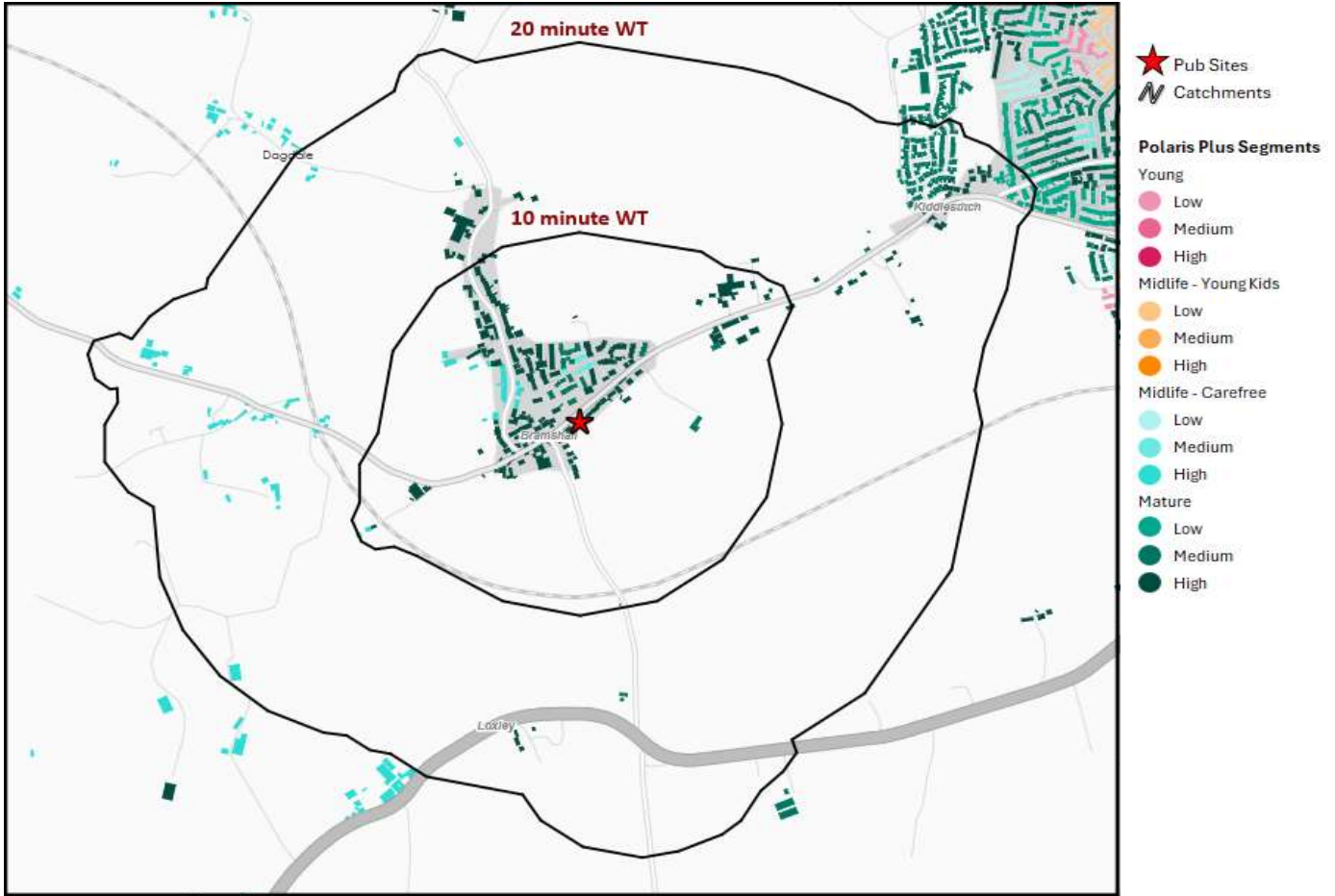
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

© 2026 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

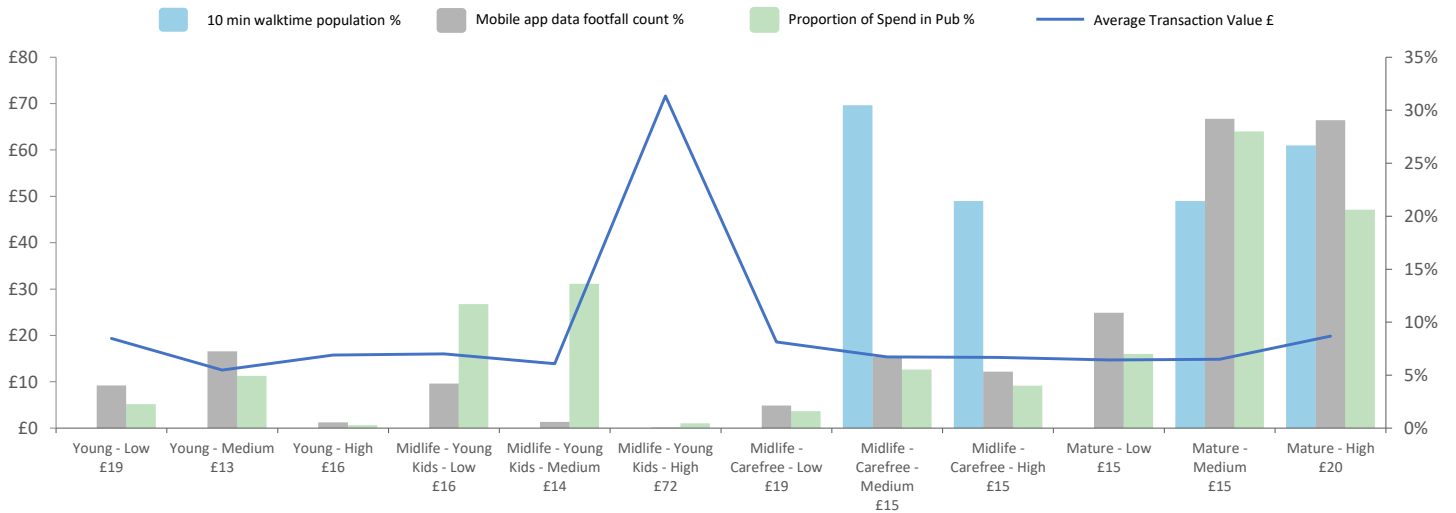
Catchment Summary - Old Bramshall Inn

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

CGA ID	Name	Postcode	Operator	Segment	Sparsity
240734	Old Bramshall Inn	ST14 5BG	Star Pubs & Bars	Premium	17
				Local	



Polaris Plus Profile



See the Glossary page for further information on the above variables

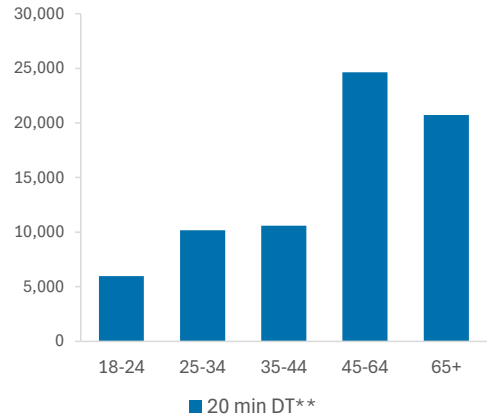
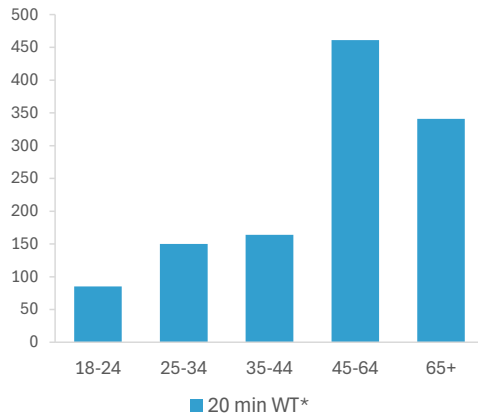
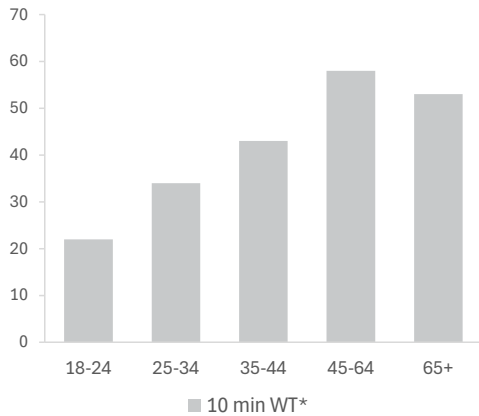
Catchment Summary - Old Bramshall Inn

© 2025 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

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	270	1,480	88,337	5	8	21	
Adults 18+	210	1,201	72,102	5	7	21	
Competition Pubs	0	1	106	0	2	26	
Adults 18+ per Competition Pub	0	1,201	680	0	136	77	
% Adults Likely to Drink	80,8%	79,6%	79,0%	107	105	105	
Affluence	Low	0,0%	0,2%	23,6%	0	1	71
	Medium	51,9%	44,6%	38,7%	136	117	101
	High	48,1%	52,7%	33,8%	175	192	123
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£29.654	£25.954	£24.191	139	122	113	
Age Profile	18-24	22	85	5,967	96	68	80
	25-34	34	150	10,179	93	75	85
	35-44	43	164	10,598	118	82	89
	45-64	58	461	24,642	85	123	110
	65+	53	341	20,716	103	120	123



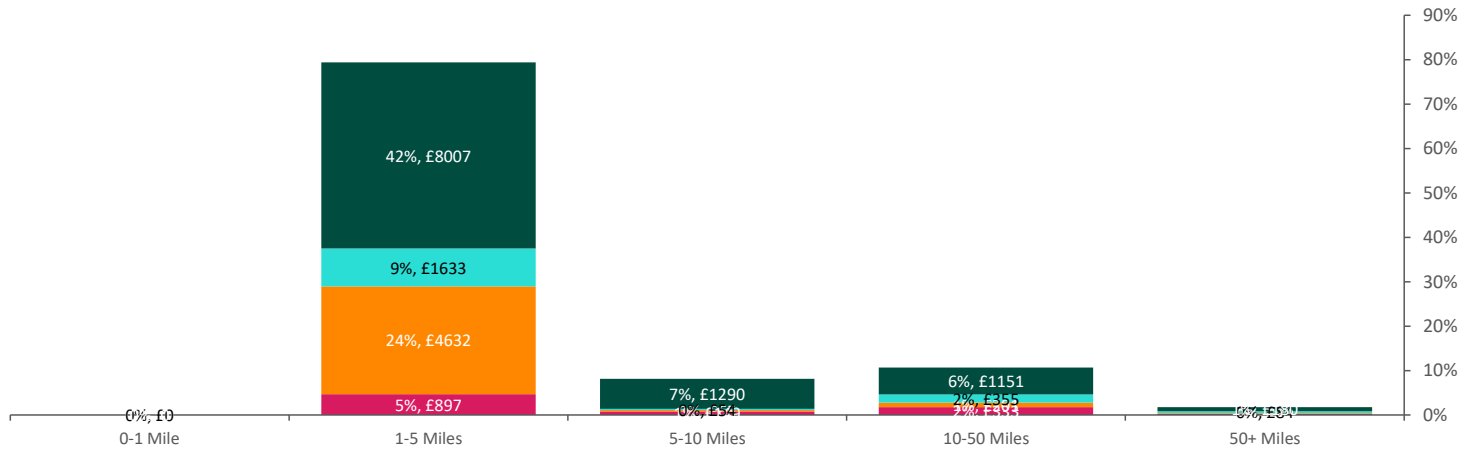
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	130 (48%)	720 (49%)	44,305 (50%)	98	99	102
	Female	140 (52%)	760 (51%)	44,032 (50%)	102	101	98
Economic Status (16+)	Employed: Full-time	92 (42%)	449 (36%)	25,274 (34%)	123	106	99
	Employed: Part-time	33 (15%)	147 (12%)	8,980 (12%)	125	98	100
	Self employed	13 (6%)	165 (13%)	7,129 (10%)	65	145	104
	Unemployed	4 (2%)	16 (1%)	1,178 (2%)	72	51	62
	Full-time student	1 (0%)	8 (1%)	1,240 (2%)	19	27	71
	Retired	53 (24%)	317 (26%)	20,300 (27%)	111	117	125
	Other	22 (10%)	134 (11%)	10,115 (14%)	58	62	78
Total Worker Count	307	1,628	55,995				

See the Glossary page for further information on the above variables

Transactional Data Summary - Old Bramshall Inn

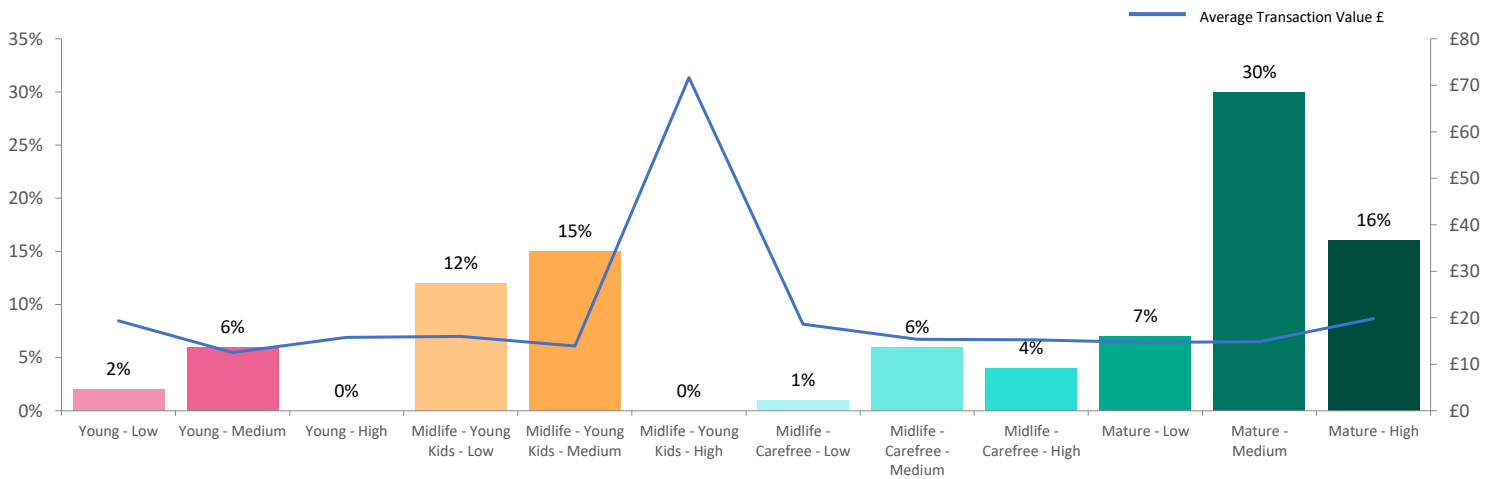
© 2025 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



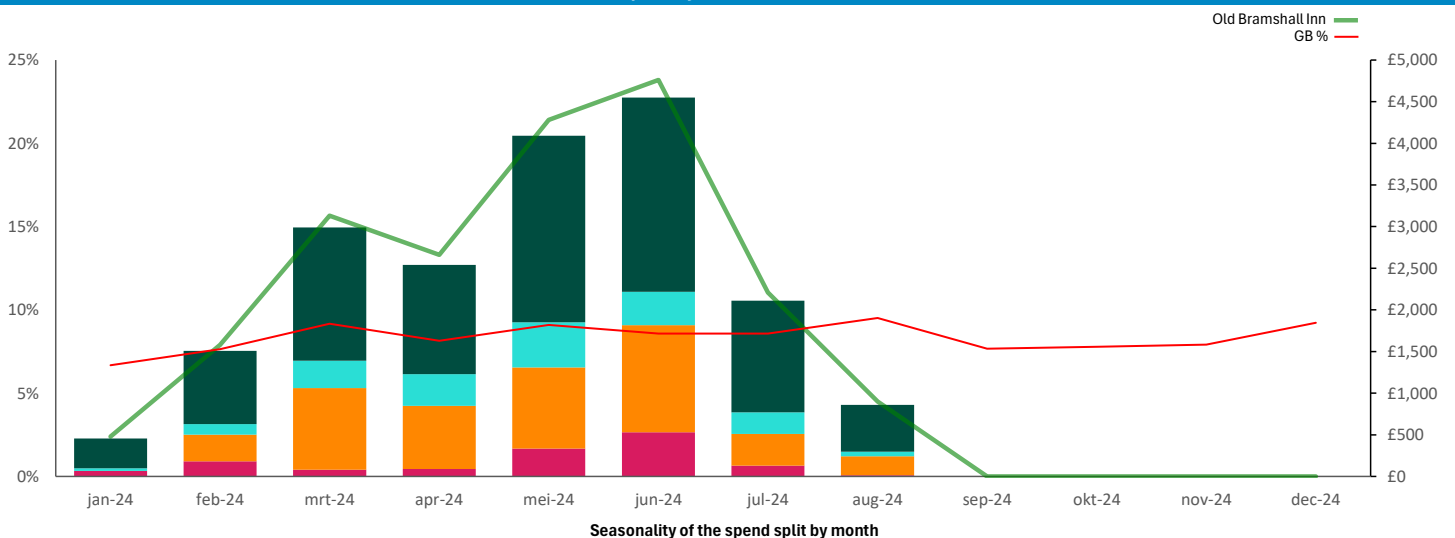
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



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

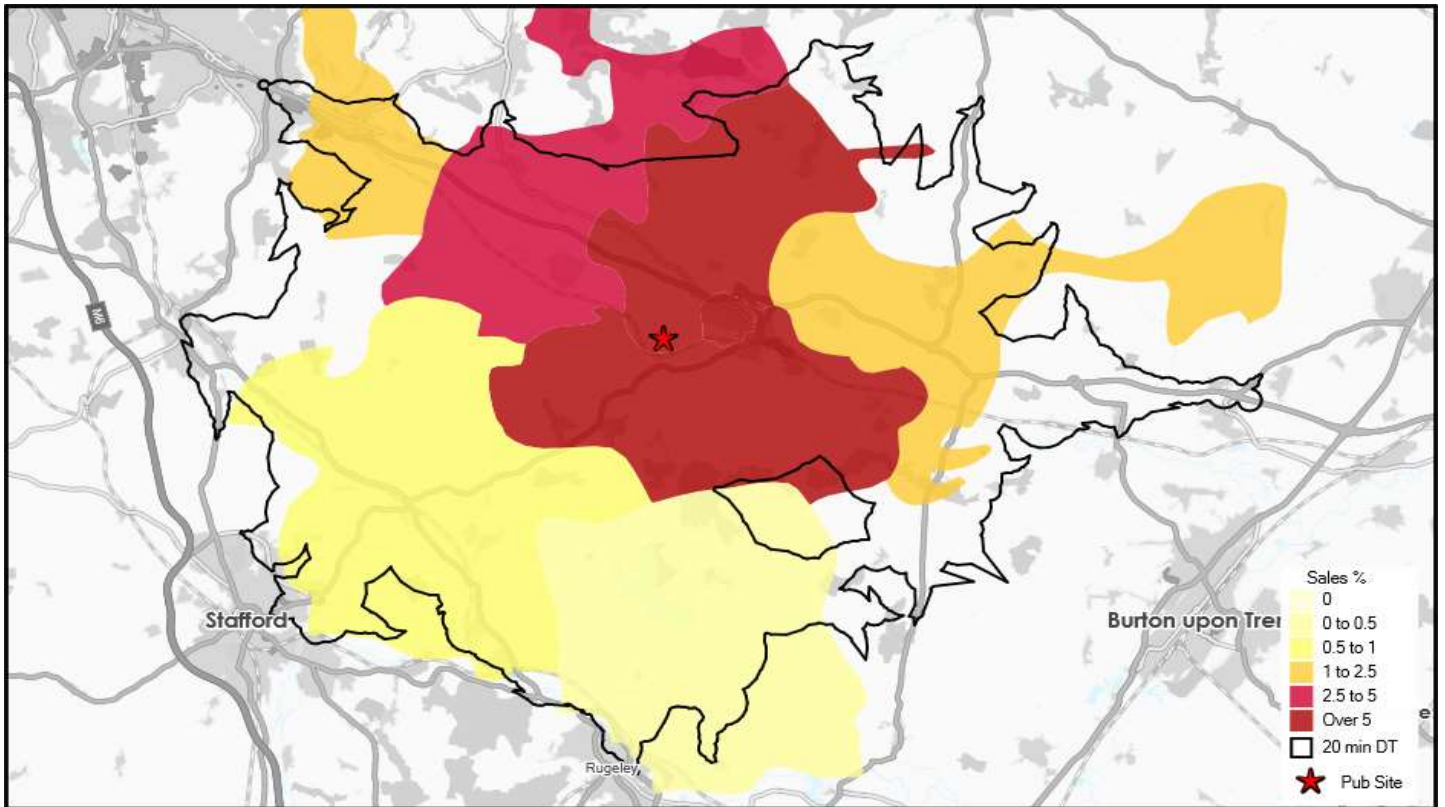
Spend by Month and Polaris



Seasonality of the spend split by month

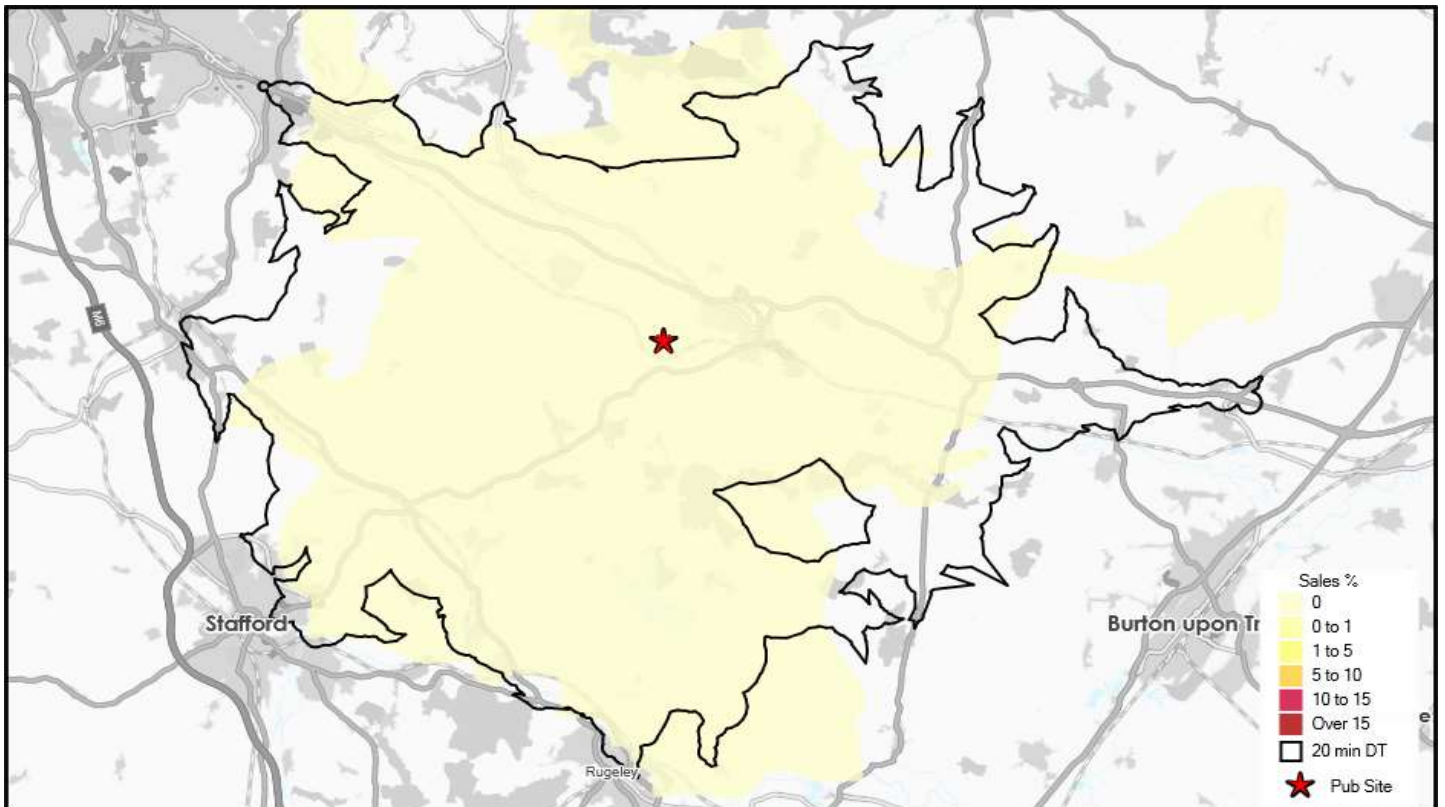
Transactional Data Maps - Old Bramshall Inn

Old Bramshall Inn Share of Spend from Postcode Sectors within 20 minute Drive



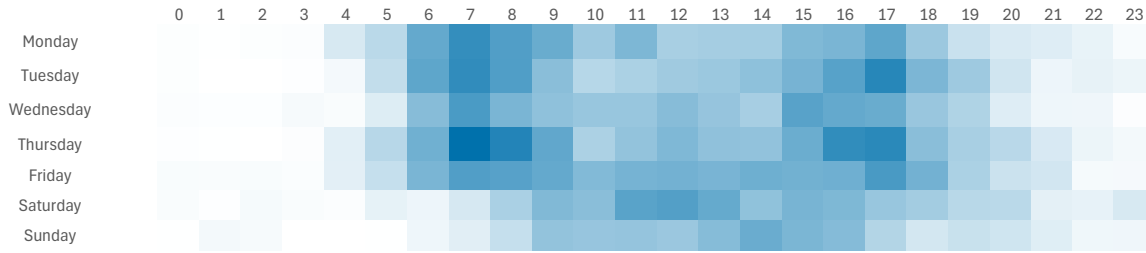
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Old Bramshall Inn



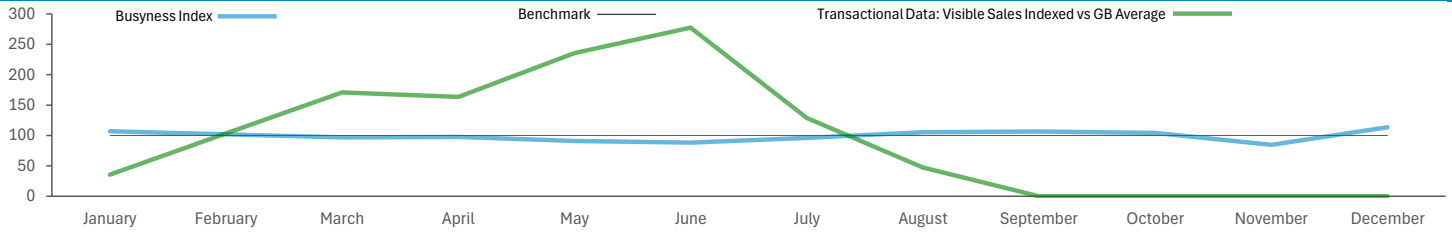
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



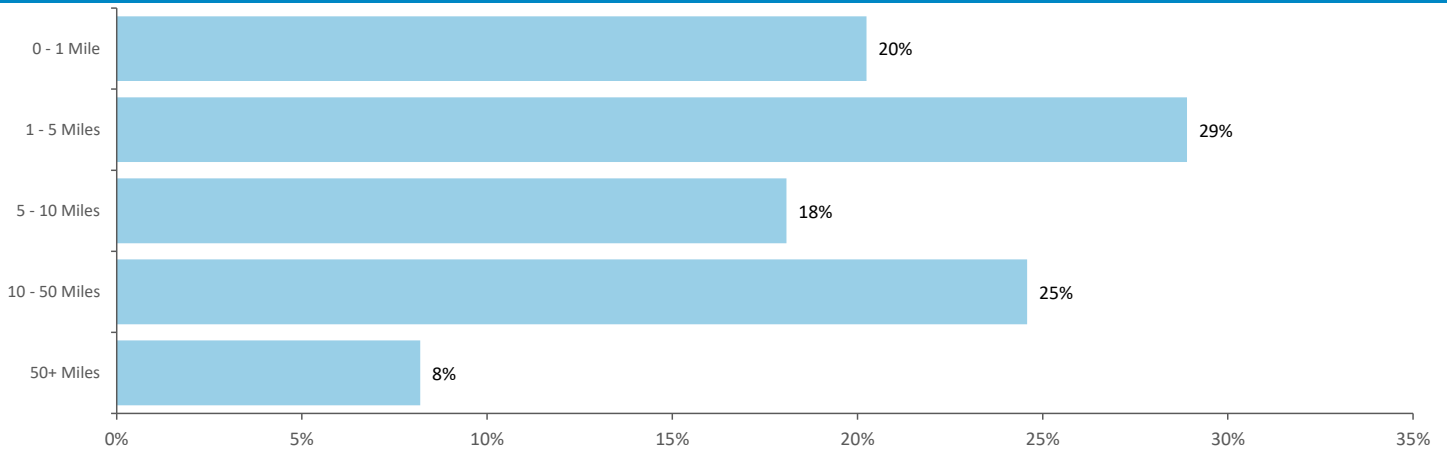
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

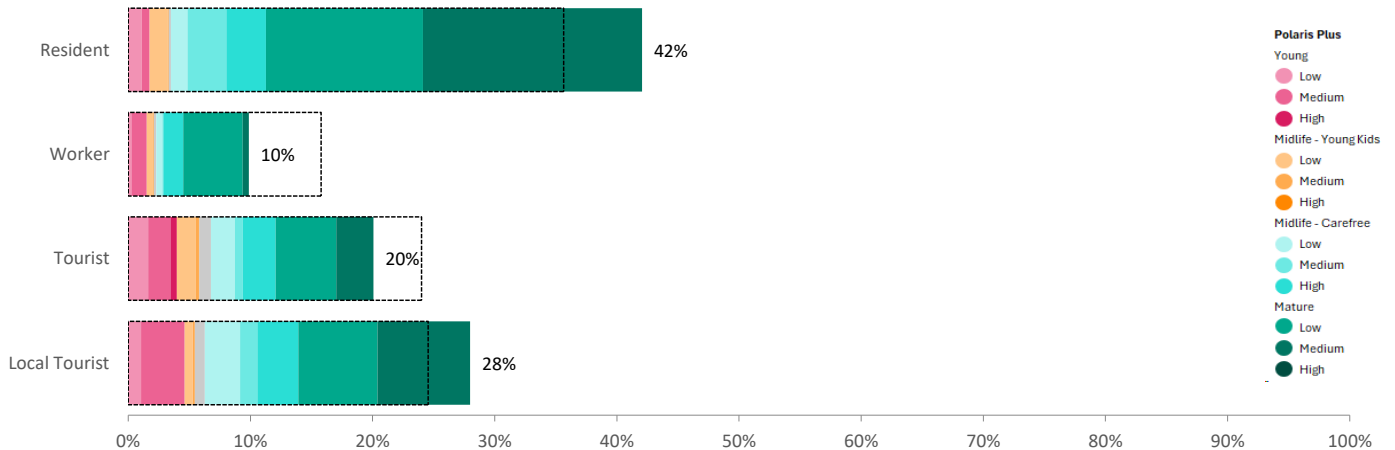
Distance from Home



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



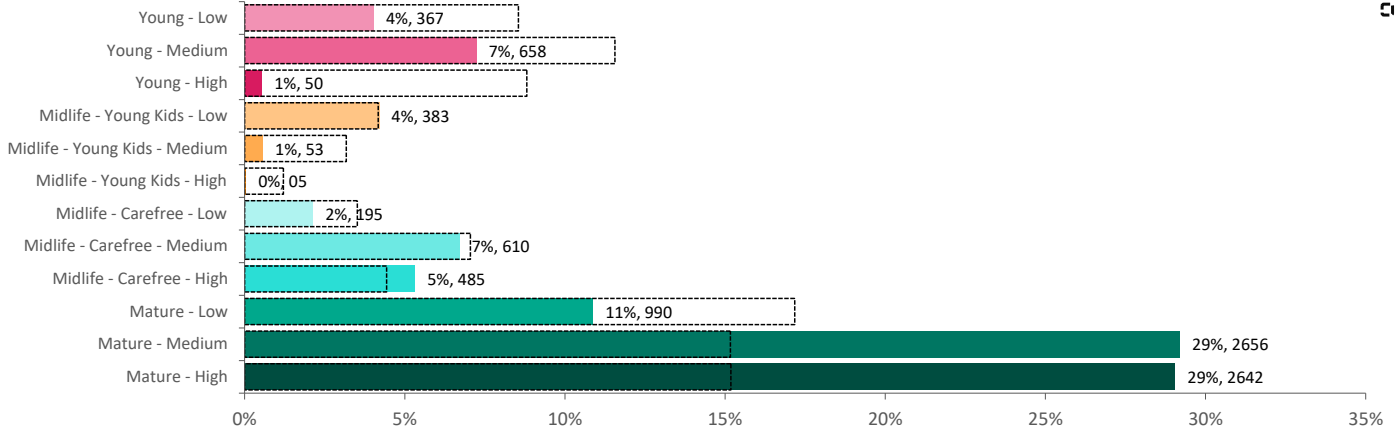
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Old Bramshall Inn

© 2025 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

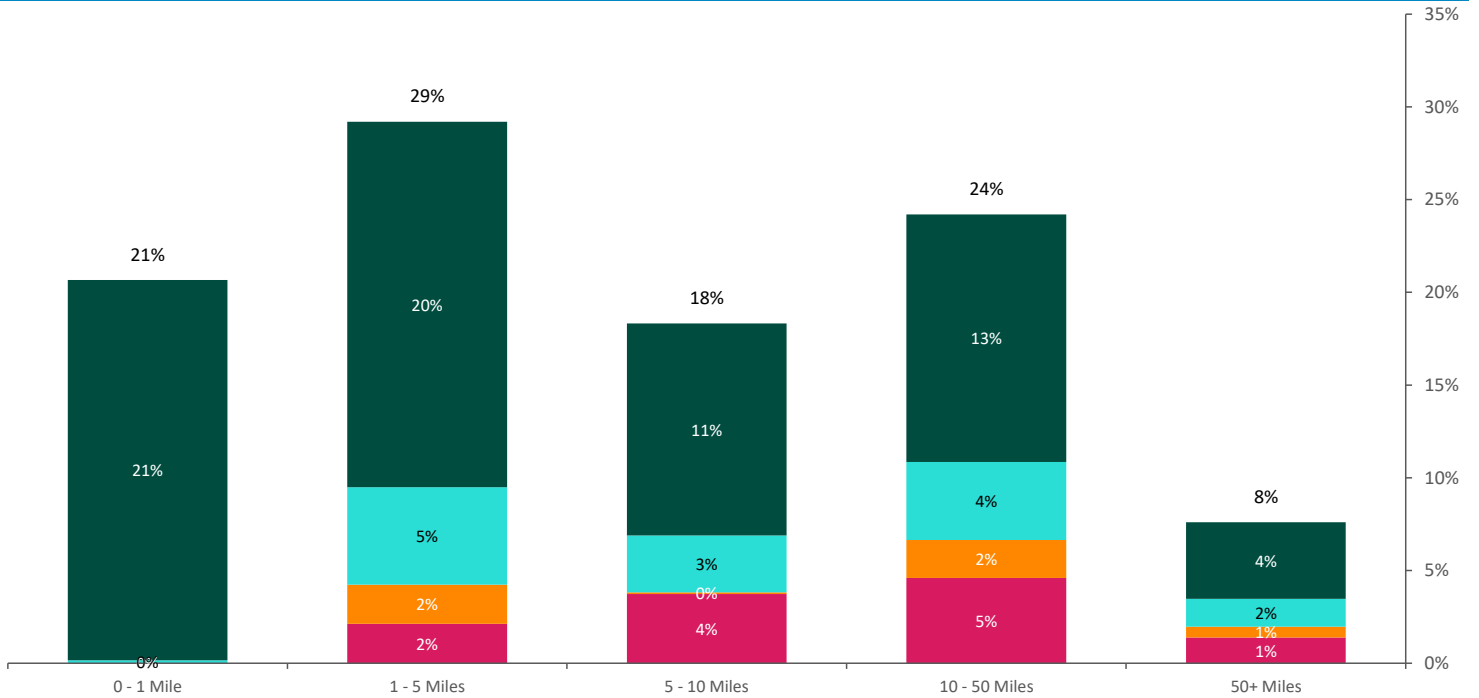
Polaris Plus Profile

GB %



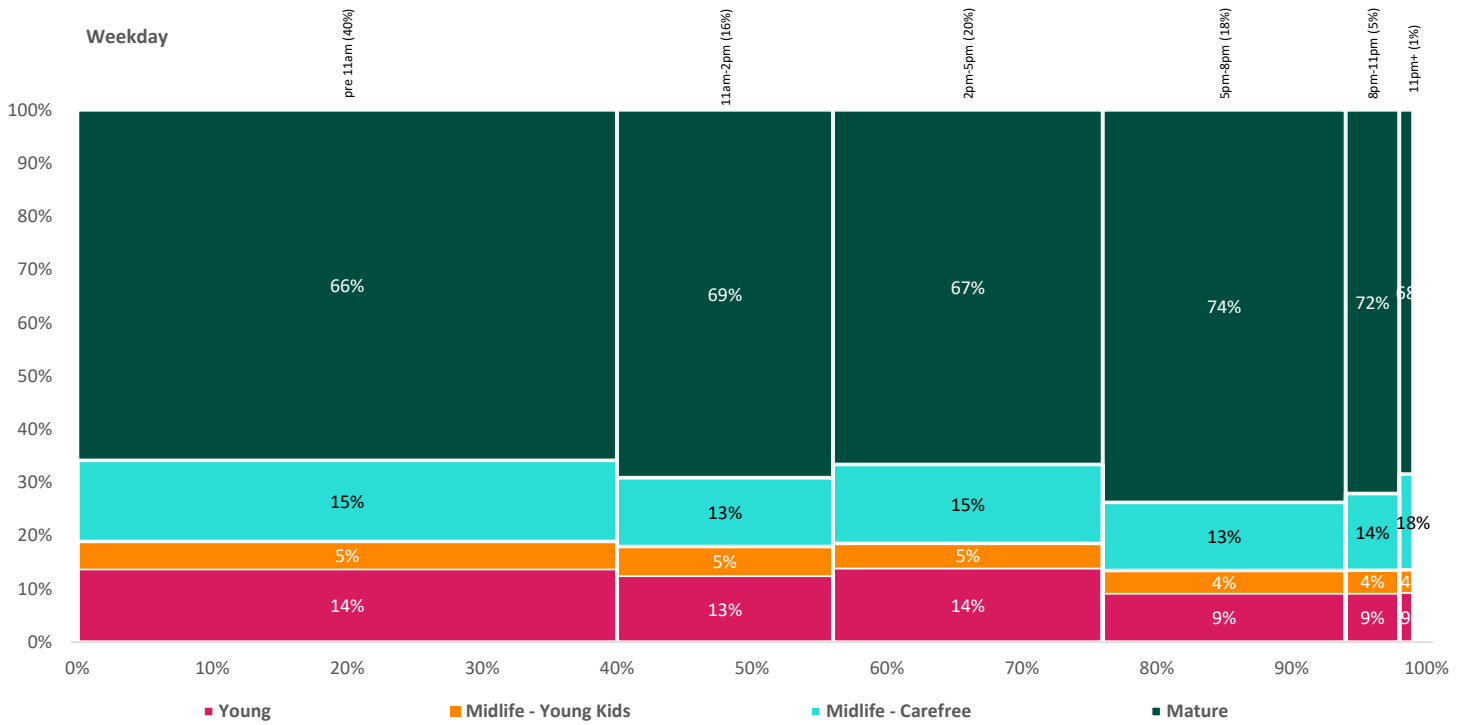
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



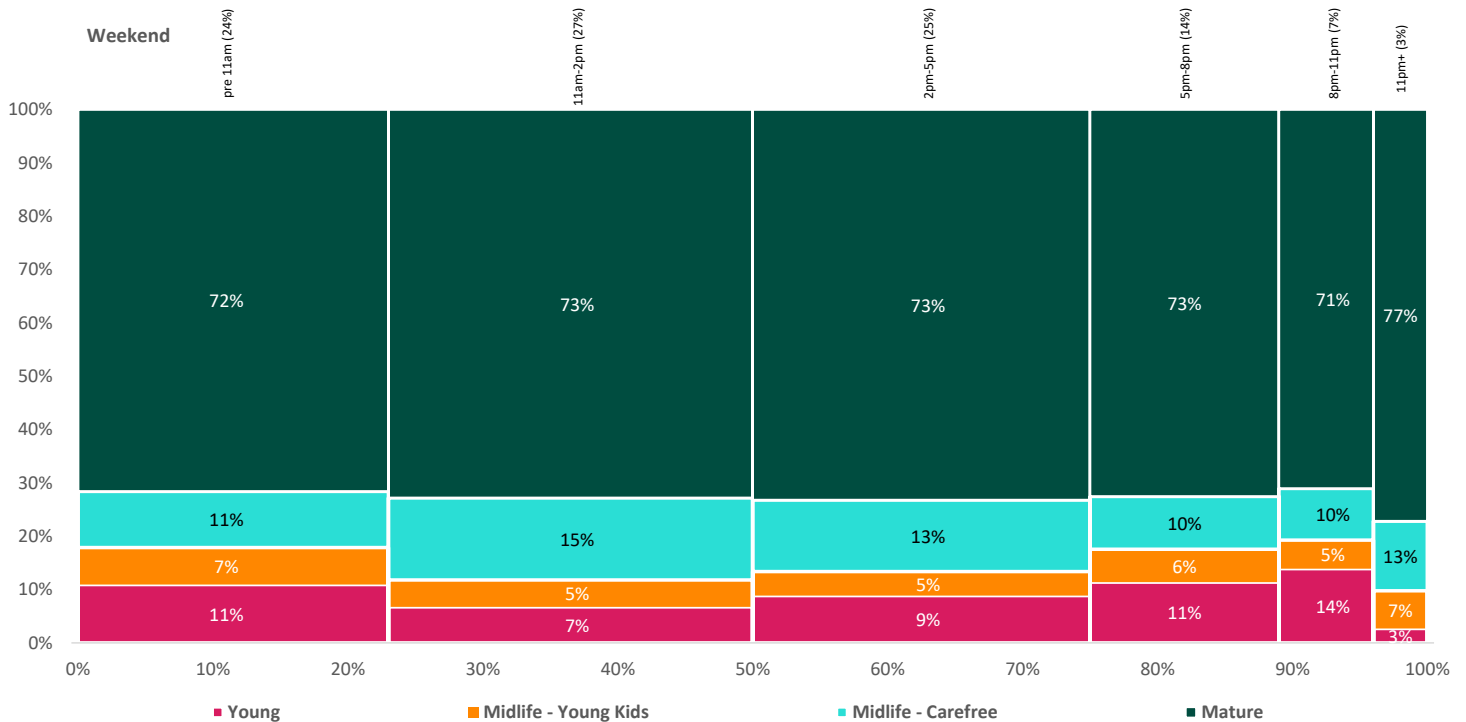
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



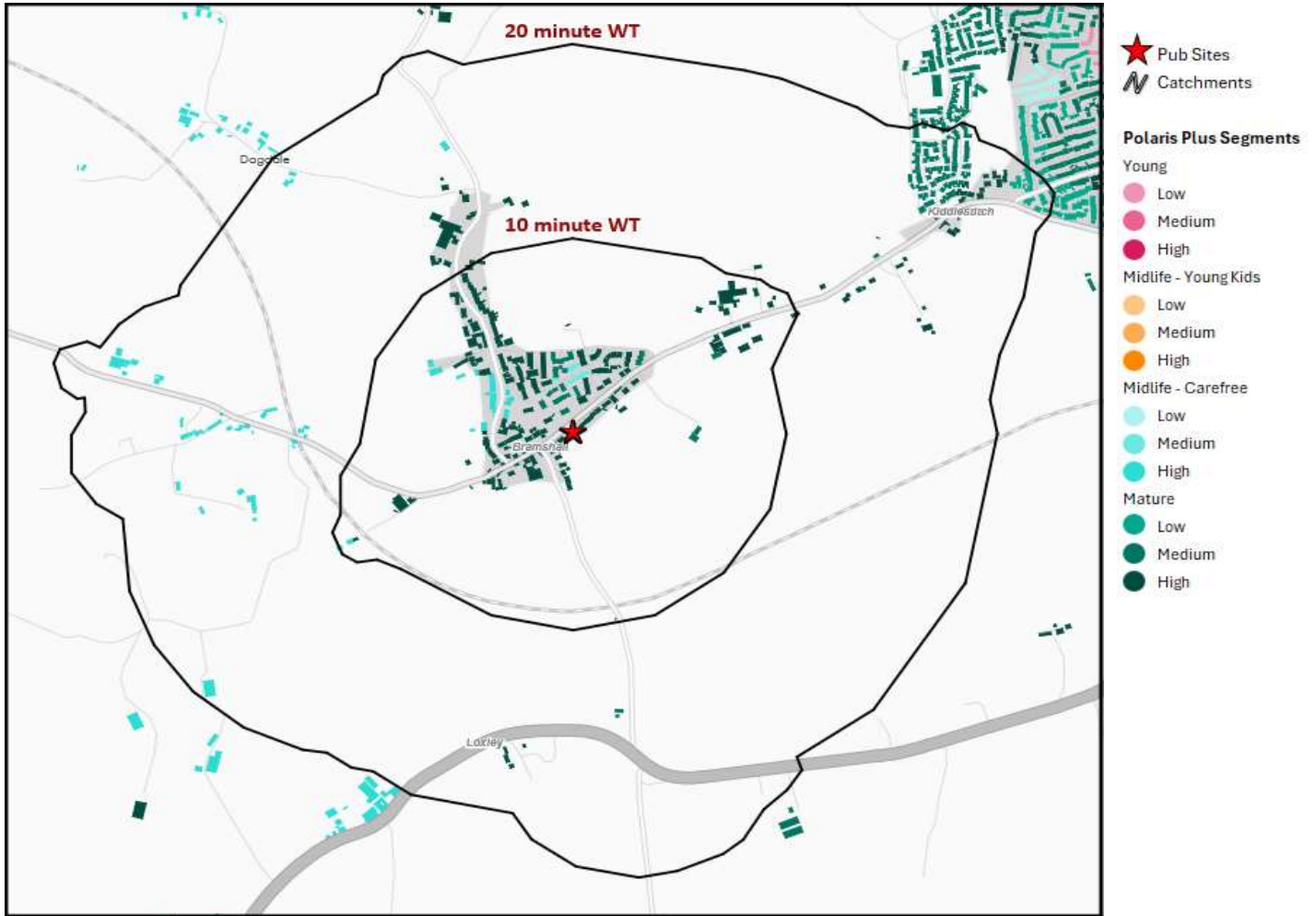
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,970	829	985	996	243	61	5,084
Midlife - Carefree		456	156	219	173	49	16	1,069
Midlife - Young Kids		153	65	68	57	14	4	360
Young		413	150	207	125	31	8	934
All		2,991	1,201	1,479	1,350	337	89	7,448

Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		373	431	404	225	108	58	1,598
Midlife - Young Kids		55	91	74	31	15	10	275
Midlife - Carefree		36	30	25	19	8	5	123
Mature		57	40	49	35	21	2	205
All		522	592	552	310	152	75	2,201

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

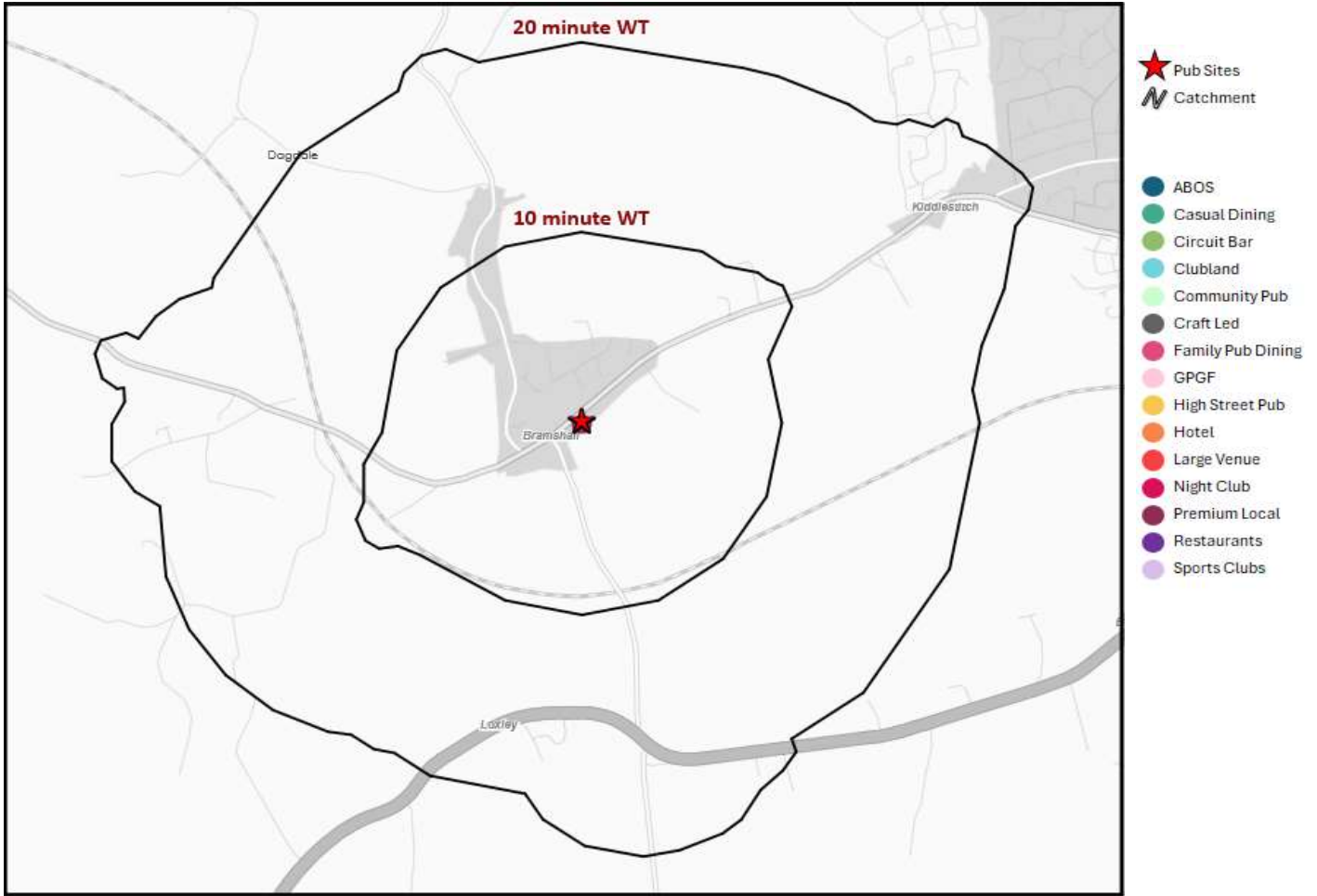


Polaris Plus Profile by Catchment

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	3.729	0	0	53
Medium	0	0	1.691	0	0	21
High	0	0	172	0	0	4
Midlife - Young Kids						
Low	0	0	2.438	0	0	62
Medium	0	0	294	0	0	9
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1.614	0	0	54
Medium	64	71	3.479	428	83	68
High	45	178	7.040	479	332	218
Mature						
Low	0	2	9.210	0	1	93
Medium	45	465	22.458	138	249	200
High	56	455	17.180	177	252	158
Not Private Households	0	30	2.797	0	206	321
Total	210	1.201	72.102			

*WT= Walktime, **DT= Drivetime

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

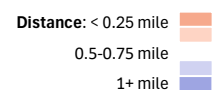


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Old Bramshall Inn	ST14 5BG	Star Pubs & Bars	Premium Local	100,0%	82,2%	0,00

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location



■ 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+	210	1,201	72,102
Number of Competition Pubs	0	1	106
Adults 18+ per Competition Pub	0	1,201	680

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	7	3,3%	40
Circuit Bar	0	0	0,0%	0
Community Pub	0	18	8,7%	45
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	55	26,4%	145
High Street Pub	0	15	6,9%	37
Premium Local	0	51	24,1%	142

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	44	3,7%	44
Circuit Bar	0	0	0,0%	0
Community Pub	0	152	12,7%	65
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	387	32,2%	177
High Street Pub	0	142	11,8%	63
Premium Local	1	374	31,2%	184

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	2.476	3,4%	41
Circuit Bar	9	1.371	1,9%	46
Community Pub	5	14.410	20,0%	102
Craft Led	0	478	0,7%	18
Great Pub Great Food	13	16.069	22,3%	122
High Street Pub	4	13.004	18,0%	96
Premium Local	35	16.405	22,8%	134

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.

Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.

Sparsity

Sparsity is a measure of how built-up an 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							