

# Catchment Summary - Brewers Arms Burgess Hill

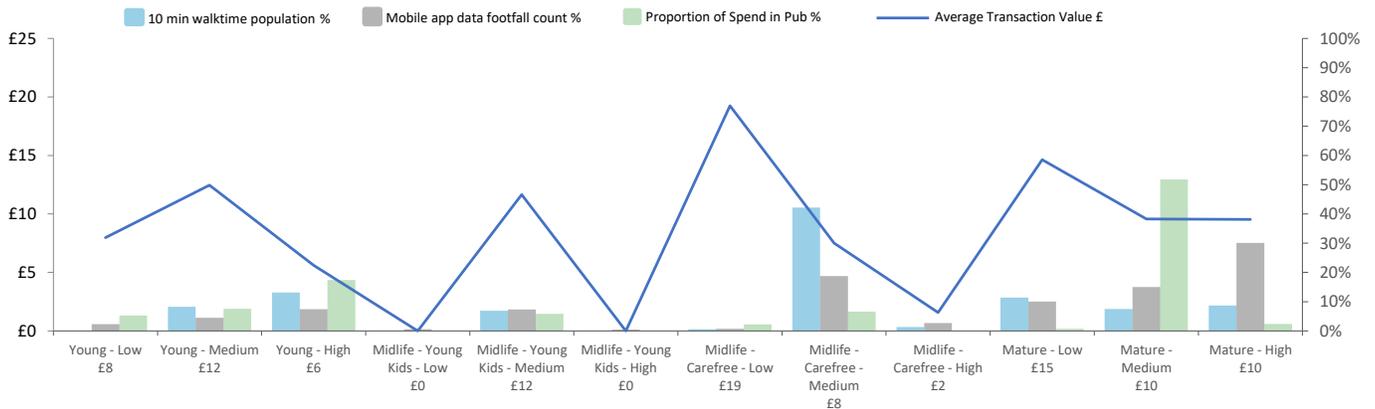
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626934	Brewers Arms Burgess Hill	RH15 9QU	Star Pubs & Bars	Premium Local	13



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Plus Profile



See the Glossary page for further information on the above variables

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	Over GB Average
	Around GB Average
	Under GB Average

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

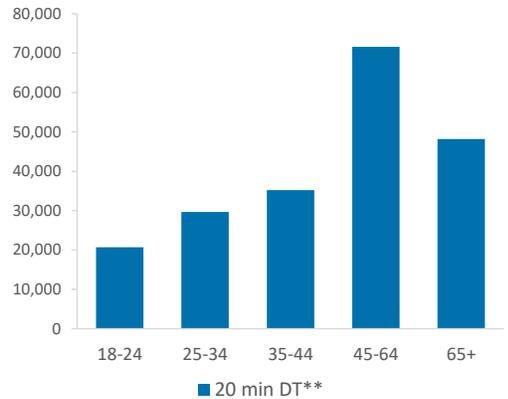
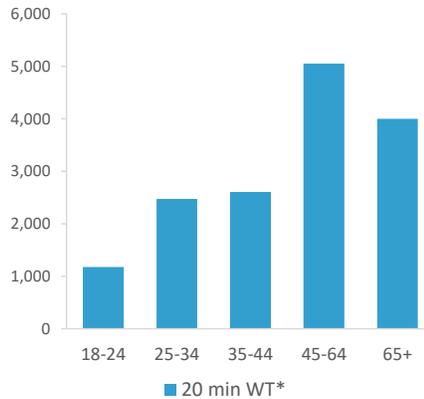
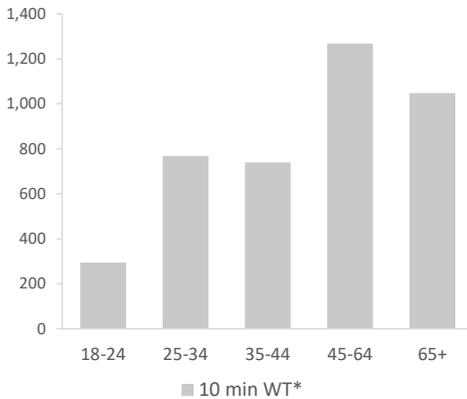
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,981	19,090	258,361	93	103	59
Adults 18+	4,117	15,308	205,374	91	100	59
Competition Pubs	11	17	156	61	47	38
Adults 18+ per Competition Pub	374	900	1,317	44	105	153
% Adults Likely to Drink	79.2%	79.0%	78.8%	104	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	12.0%	11.4%	9.4%	36	34	28
	Medium	64.8%	57.9%	37.9%	170	152	99
	High	23.2%	29.4%	51.3%	85	108	188

\*Affluence does not include Not Private Households

Age Profile	18-24	294	1,178	20,694	73	76	98
	25-34	768	2,471	29,651	116	97	86
	35-44	739	2,607	35,242	112	103	103
	45-64	1,268	5,054	71,597	99	103	108
	65+	1,048	3,998	48,190	110	109	97



	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	2,422 (49%)	9,174 (48%)	124,489 (48%)	99	98	98
	Female	2,559 (51%)	9,916 (52%)	133,872 (52%)	101	102	102
Economic Status (16+)	Employed: Full-time	1,562 (37%)	5,975 (38%)	70,640 (33%)	108	110	97
	Employed: Part-time	546 (13%)	2,159 (14%)	26,979 (13%)	109	115	107
	Self employed	378 (9%)	1,413 (9%)	26,154 (12%)	97	97	134
	Unemployed	77 (2%)	329 (2%)	5,122 (2%)	66	76	88
	Full-time student	54 (1%)	268 (2%)	5,320 (3%)	54	72	106
	Retired	1,057 (25%)	3,664 (23%)	43,971 (21%)	115	106	95
	Other	529 (13%)	1,928 (12%)	33,286 (16%)	72	70	90
Total Worker Count		5,179	9,386	90,753			

See the Glossary page for further information on the above variables

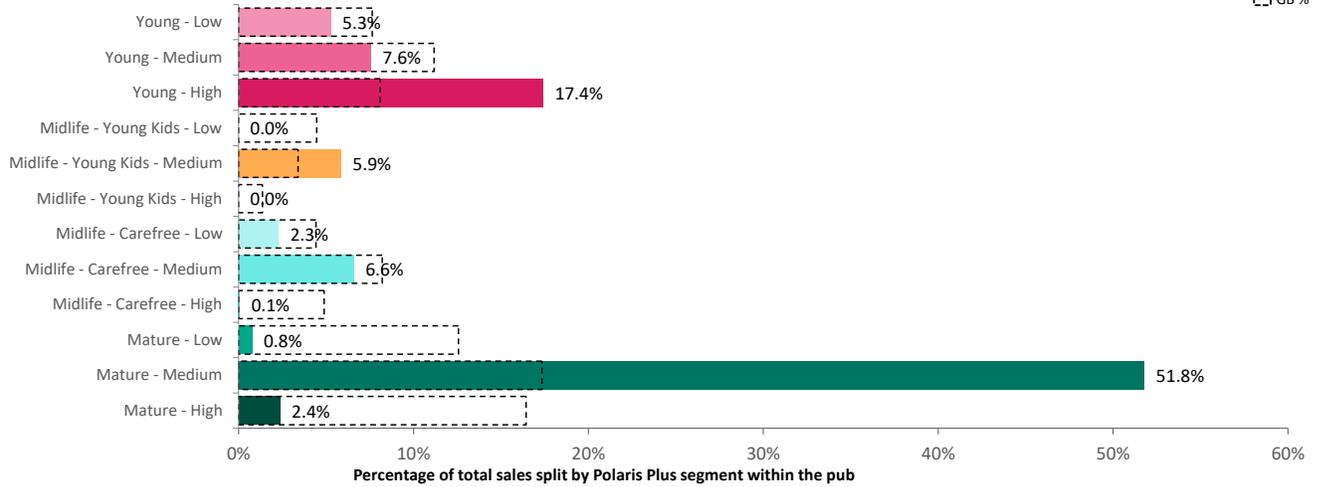
# Transactional Data Summary - Brewers Arms Burgess Hill



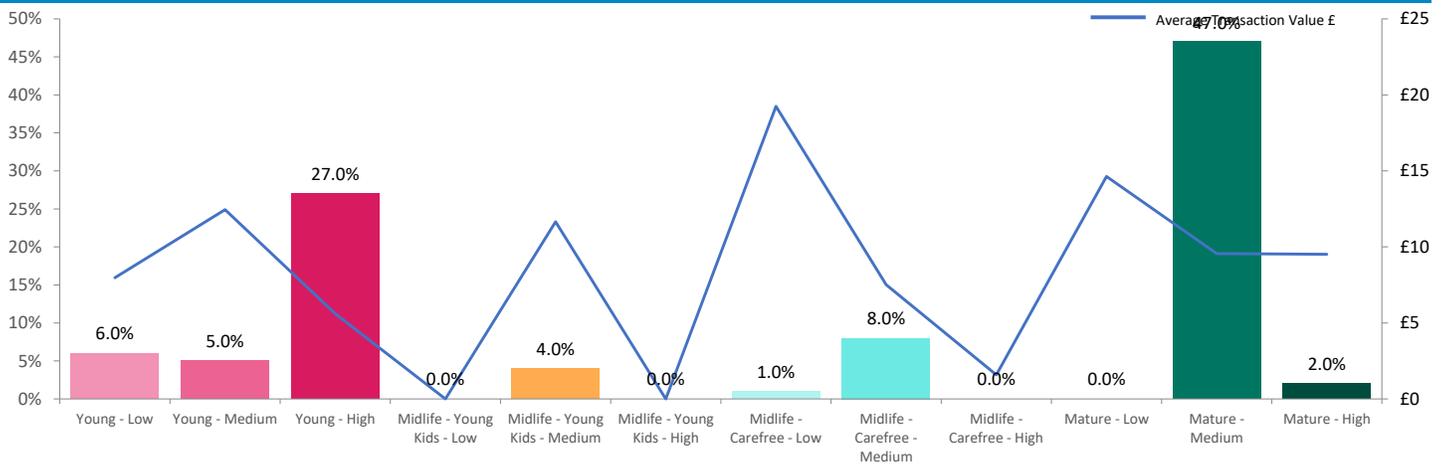
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## Spend by Polaris Plus

GB %

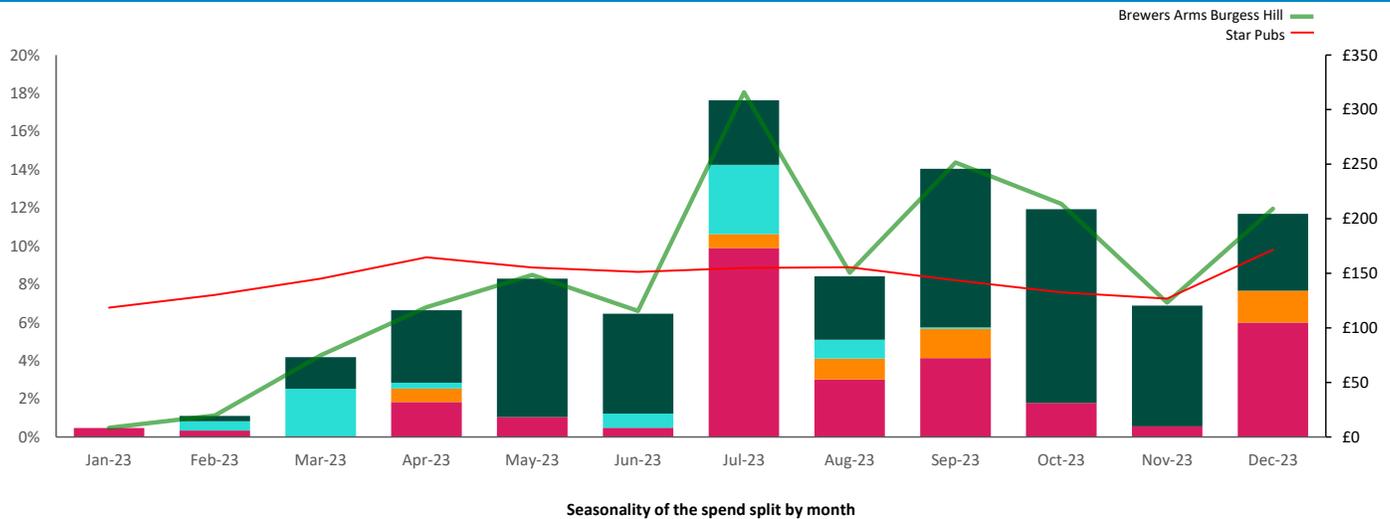


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

## Spend by Month and Polaris

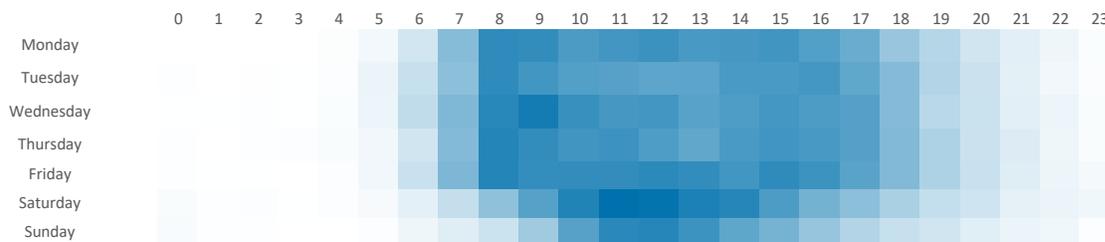


# Mobile Data Summary - Brewers Arms Burgess Hill



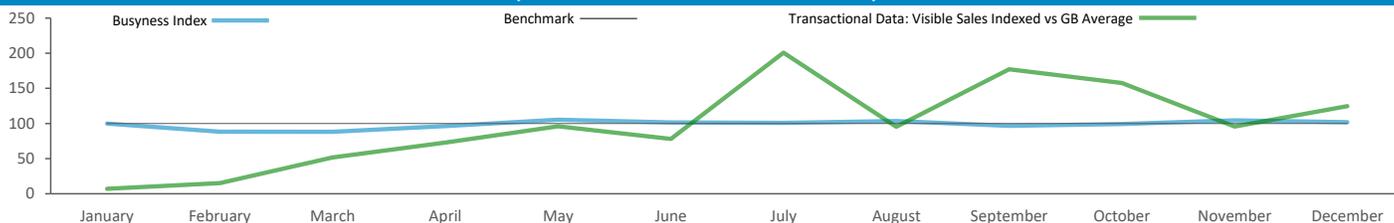
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## Time of Day/Day of Week



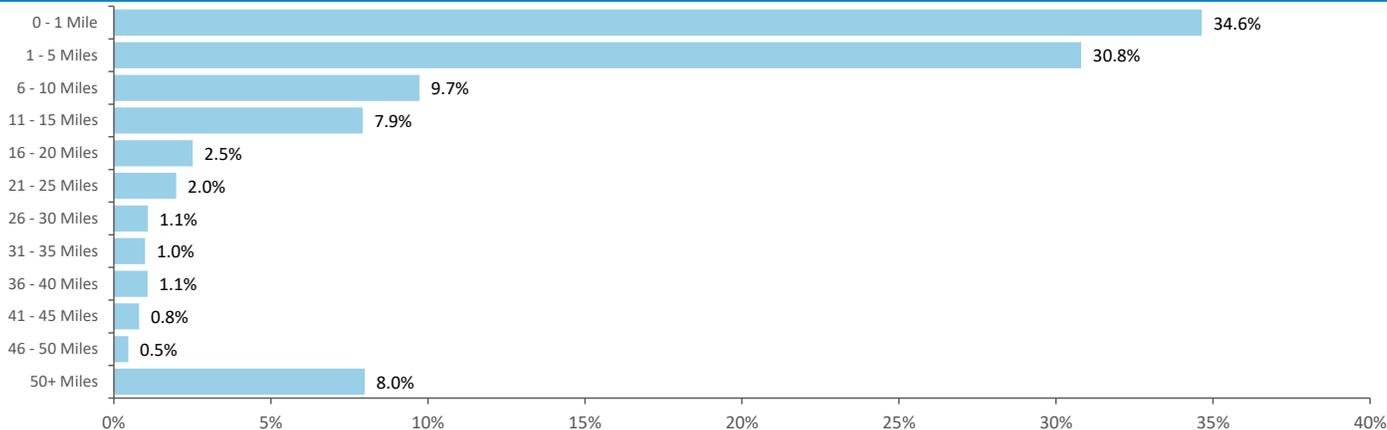
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

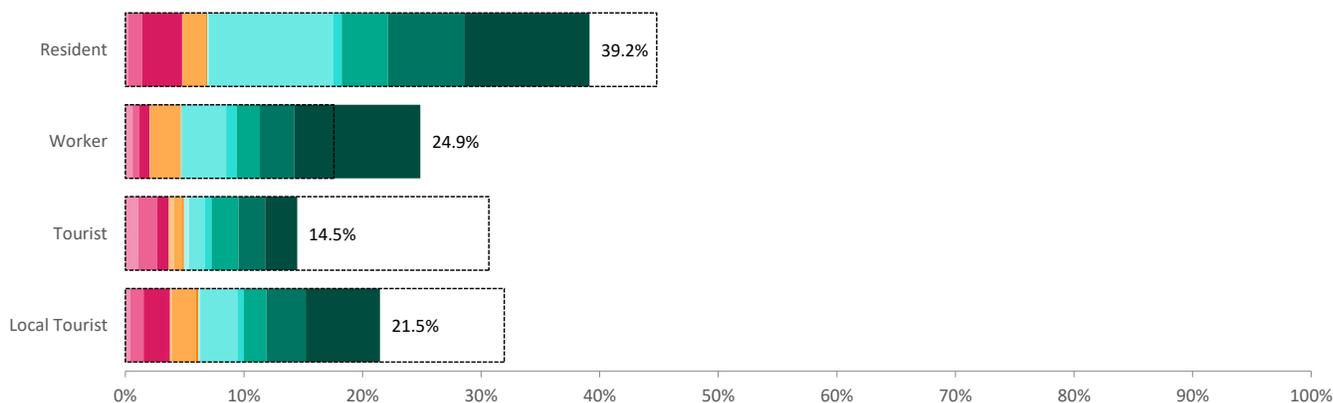
## Distance from Home



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



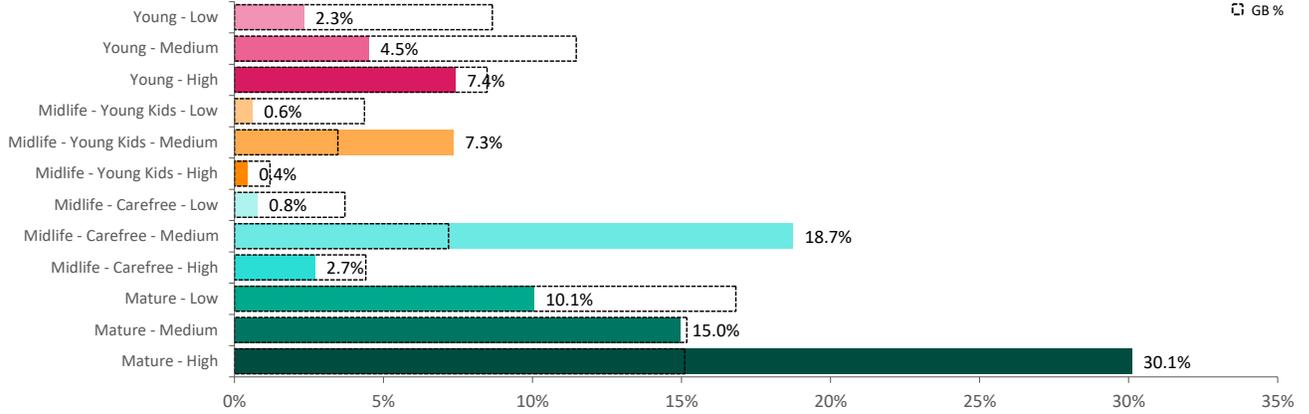
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Brewers Arms Burgess Hill



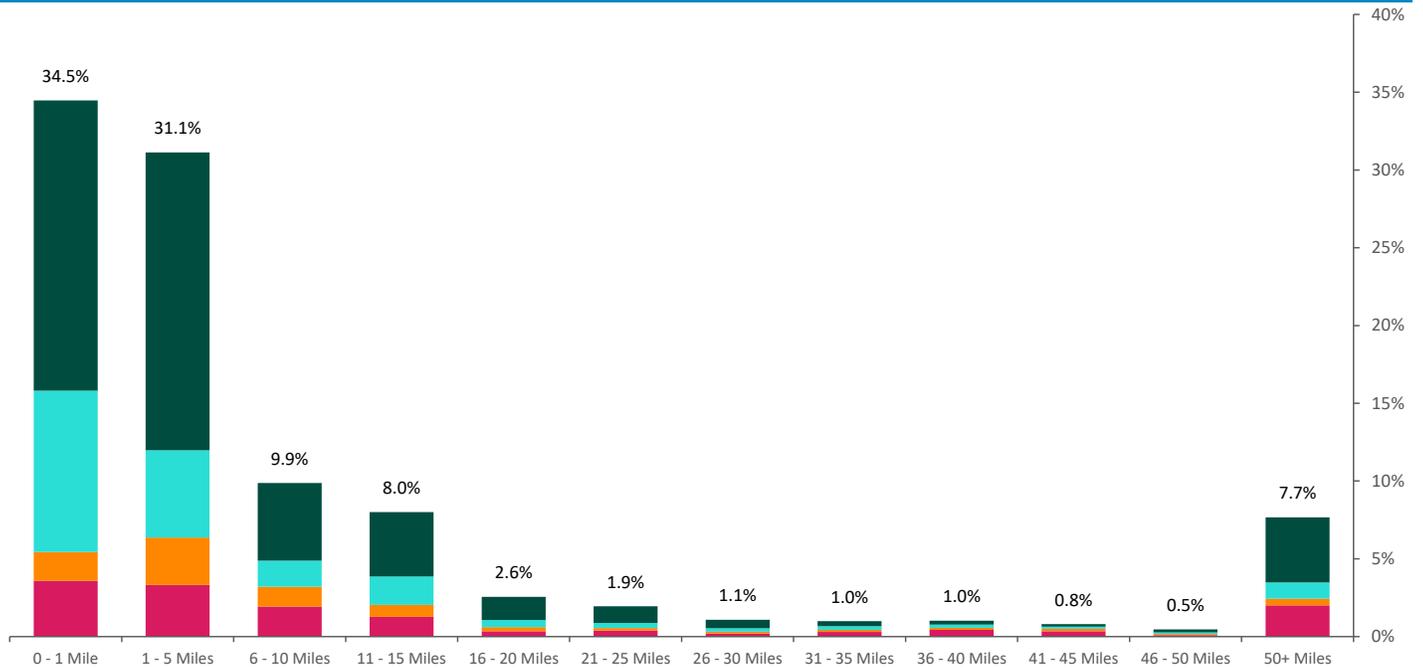
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## Polaris Plus Profile



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



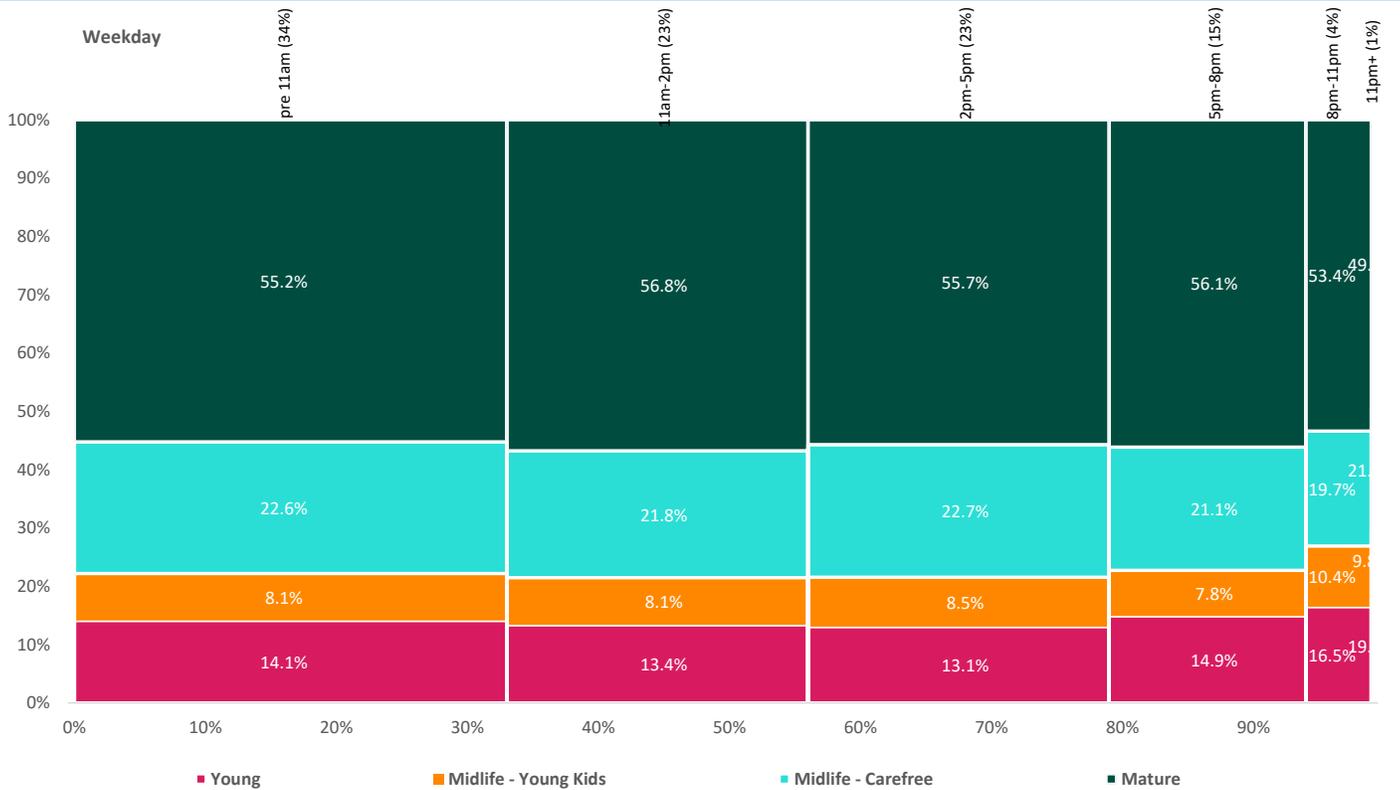
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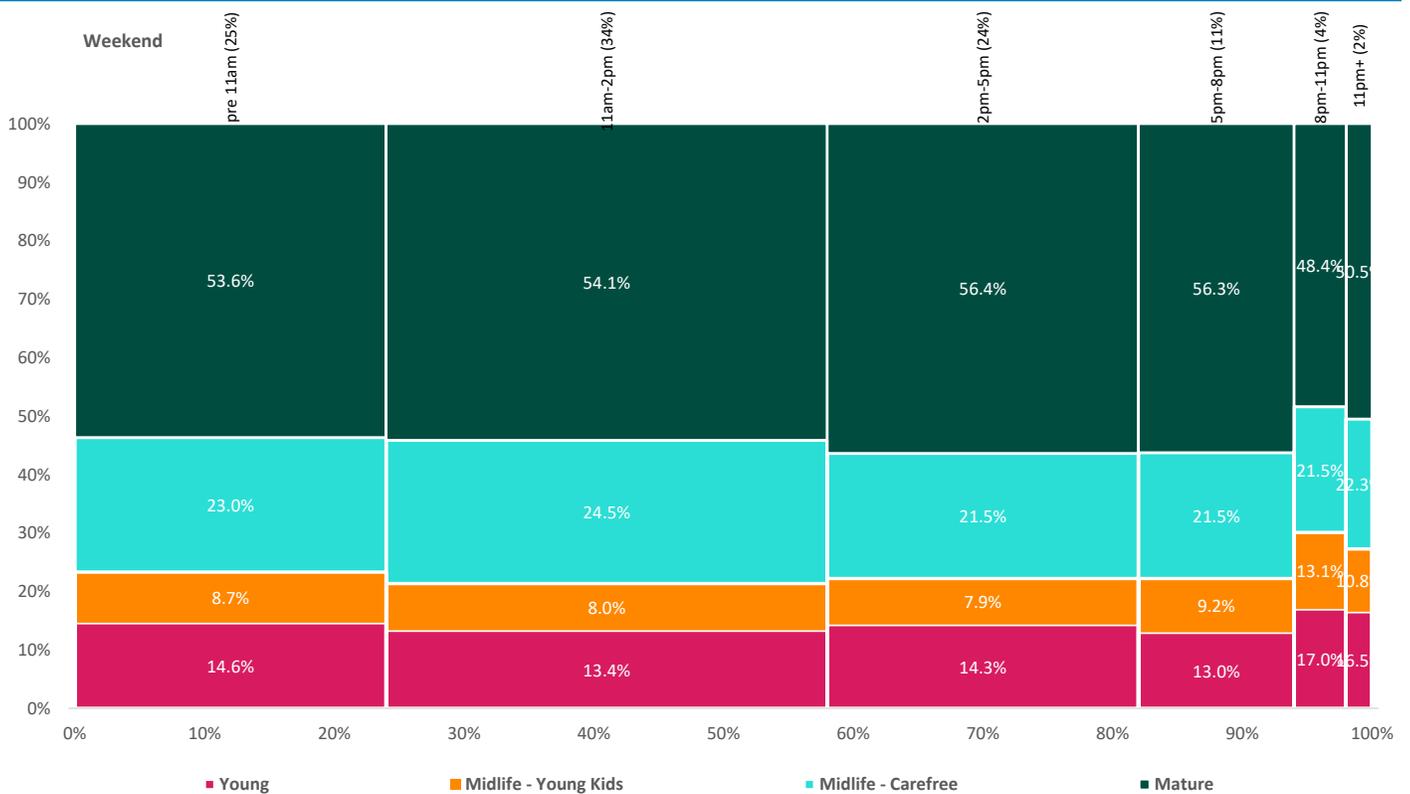


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## Time of Day by Polaris: Weekday (Monday to Friday)



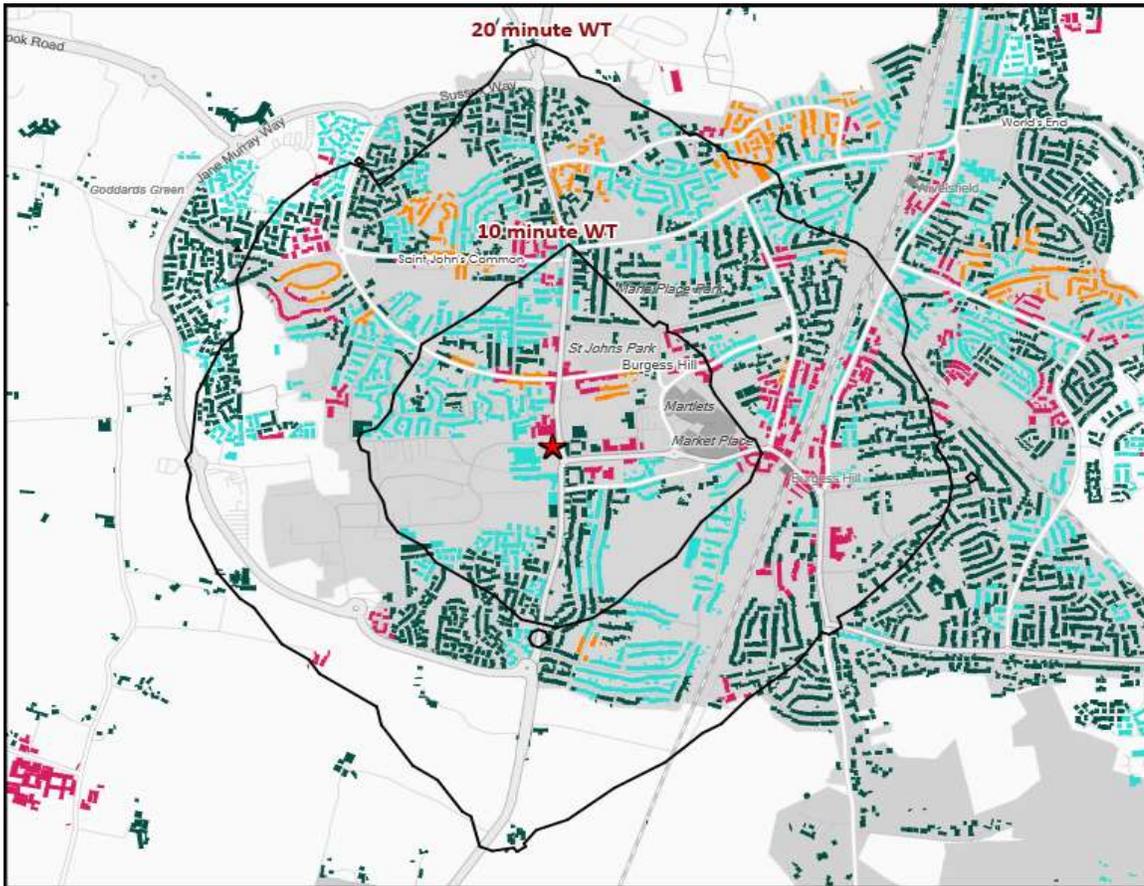
## Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Brewers Arms Burgess Hill



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

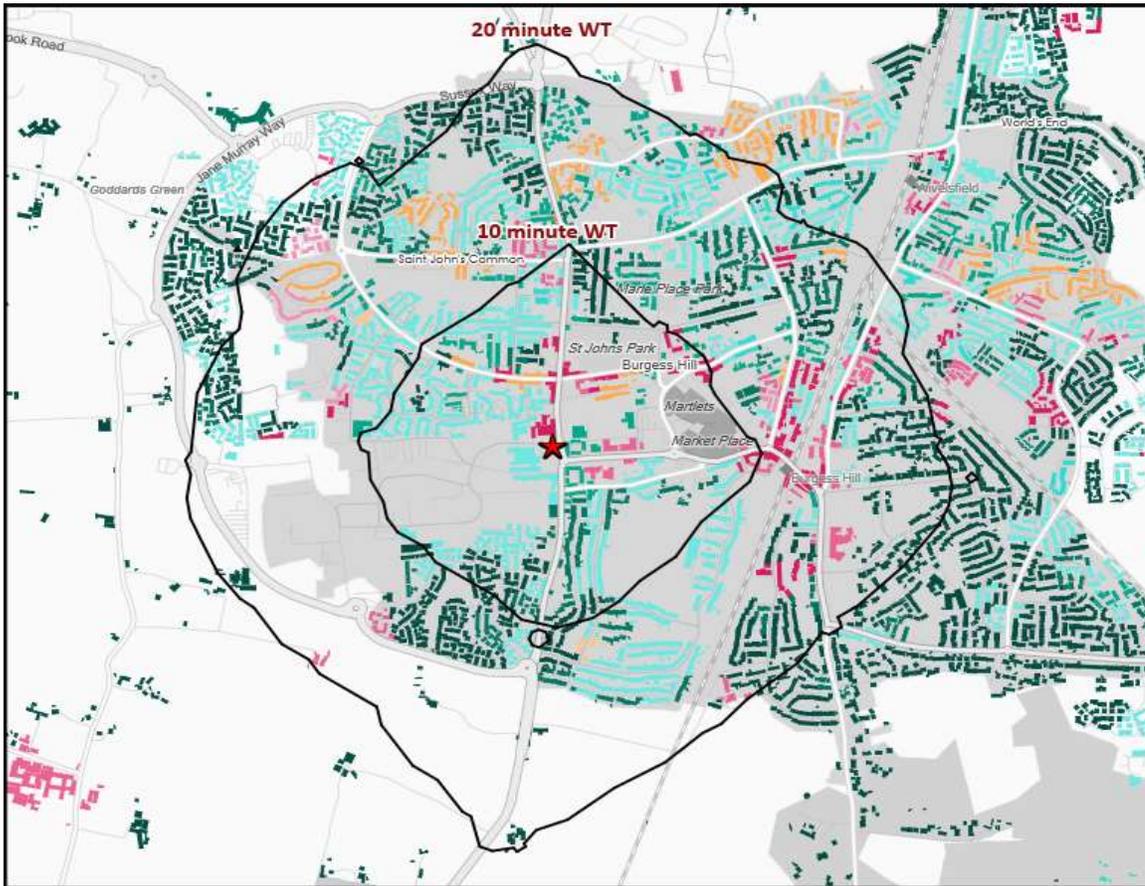
\*WT= Walktime, \*\*DT= Drivetime

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	880	2,385	42,924	78	57	76
Midlife - Young Kids	283	1,080	24,180	63	65	108
Midlife - Carefree	1,817	5,776	55,667	279	238	171
Mature	1,137	5,862	79,704	62	86	87
<b>Not Private Households</b>	0	205	2,899	0	102	108
<b>Total</b>	4,117	15,308	205,374			

# Polaris Plus Summary - Brewers Arms Burgess Hill



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- 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

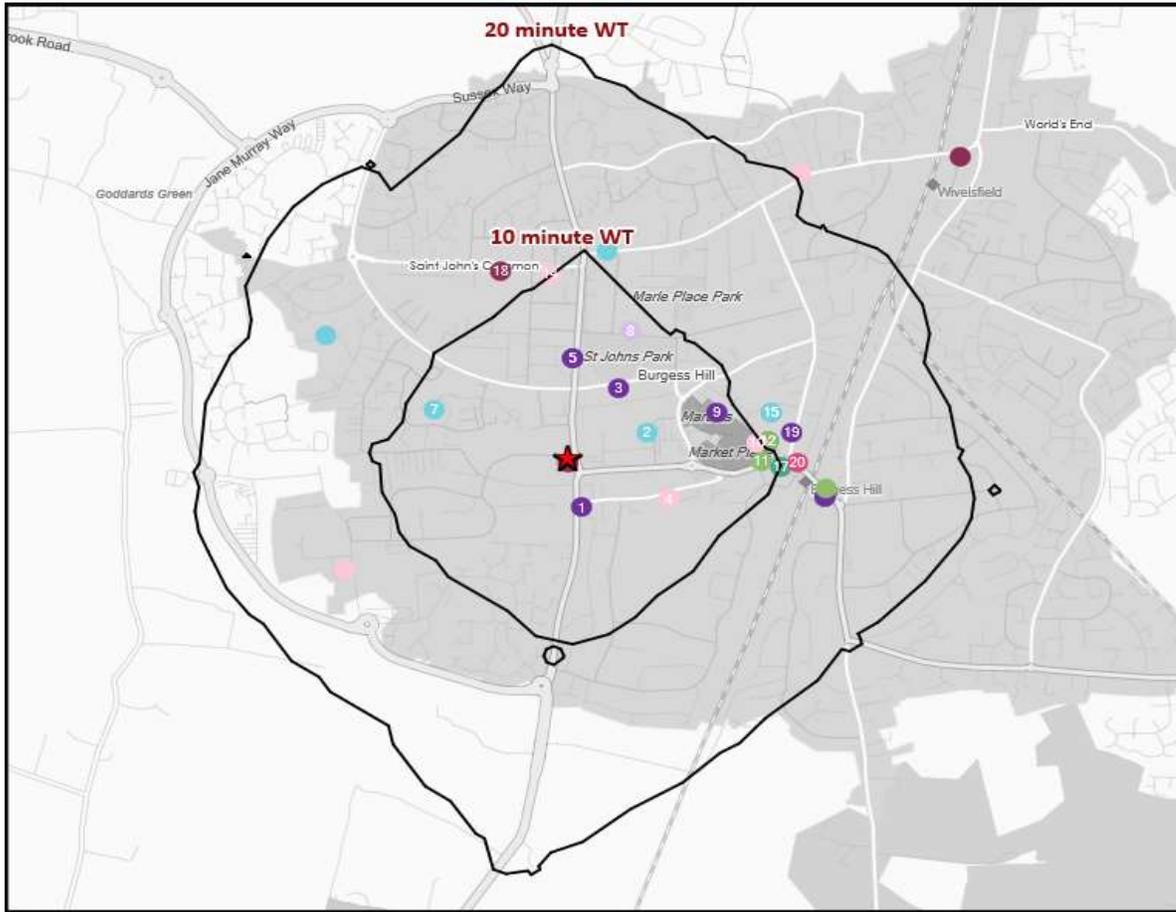
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young</b>						
Low	0	364	3,040	0	24	15
Medium	339	867	10,822	75	52	48
High	541	1,154	29,062	195	112	210
<b>Midlife - Young Kids</b>						
Low	0	19	460	0	2	4
Medium	283	1,026	12,878	159	155	145
High	0	35	10,842	0	20	472
<b>Midlife - Carefree</b>						
Low	24	24	1,969	14	4	23
Medium	1,736	5,385	39,517	589	491	269
High	57	367	14,181	31	54	155
<b>Mature</b>						
Low	469	1,338	13,805	83	64	49
Medium	310	1,578	14,630	48	66	45
High	358	2,946	51,269	58	128	166
<b>Not Private Households</b>	0	205	2,899	0	102	108
<b>Total</b>	4,117	15,308	205,374			

# CGA Summary - Brewers Arms Burgess Hill



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- ★ 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)
0	Brewers Arms	RH15 9QU	Star Pubs & Bars	Premium Local	0.0
1	Naasta	RH15 9QR	Independent Free	Restaurants	0.1
2	Burgess Hill Fire Station	RH15 9BS	Independent Free	Clubland	0.2
3	India Garden Tandoori Restaurant	RH15 9AA	Independent Free	Restaurants	0.2
4	Potters Arms	RH15 9ED	Star Pubs & Bars	GPGF	0.2
5	Taza Restaurant	RH15 8LH	Independent Free	Restaurants	0.2
5	Buon Appetito	RH15 8LH	*Other Small Retail Groups	Restaurants	0.2
7	Burgess Hill Bowls Club	RH15 9PP	Independent Free	Clubland	0.3
8	Burgess Hill Cricket Club	RH15 8HG	Independent Free	Sports Clubs	0.3
9	Bangkok Brasserie	RH15 9BQ	Independent Free	Restaurants	0.3
10	Block & Gasket	RH15 9BB	Stonegate Pub Company	GPGF	0.4
11	Frizzys	RH15 9DS	Independent Free	Circuit Bar	0.4
12	Quench Bar And Kitchen	RH15 9AE	Independent Free	ABOS	0.4
12	Six Gold Martlets	RH15 9AE	Wetherspoons GB	Circuit Bar	0.4
14	Woolpack	RH15 8NN	Star Pubs & Bars	GPGF	0.4
15	Cyprus Hall	RH15 8DX	Independent Free	Clubland	0.5
15	Burgess Hill Constitutional Club	RH15 8DX	Independent Free	Clubland	0.5
17	Spiral Restaurant	RH15 9DE	Independent Free	Casual Dining	0.5
18	Cricketers Arms	RH15 8NY	Stonegate Pub Company	Premium Local	0.5
19	Masala Club	RH15 8DR	Independent Free	Restaurants	0.5
20	Railway	RH15 9DQ	Greene King	Family Pub Dining	0.5

# Per Pub Analysis - Brewers Arms Burgess Hill



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,117	15,308	205,374
Number of Competition Pubs	11	17	156
Adults 18+ per Competition Pub	374	900	1,317

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	369	9.0%	111
Circuit Bar	2	111	2.7%	66
Community Pub	0	387	9.4%	49
Craft Led	0	156	3.8%	109
Great Pub Great Food	3	566	13.7%	78
High Street Pub	0	373	9.1%	49
Premium Local	1	395	9.6%	58

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,116	7.3%	90
Circuit Bar	3	379	2.5%	61
Community Pub	0	1,455	9.5%	50
Craft Led	0	396	2.6%	75
Great Pub Great Food	4	2,657	17.4%	98
High Street Pub	0	1,424	9.3%	50
Premium Local	2	2,267	14.8%	90

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	23,575	11.5%	142
Circuit Bar	8	4,346	2.1%	52
Community Pub	5	16,244	7.9%	41
Craft Led	0	7,310	3.6%	103
Great Pub Great Food	44	52,953	25.8%	146
High Street Pub	3	17,119	8.3%	45
Premium Local	31	39,442	19.2%	116

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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																																								
<b>Polaris Segmentation</b>																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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