CACI

Catchment Summary - Branston Arms Burton-On-Trent
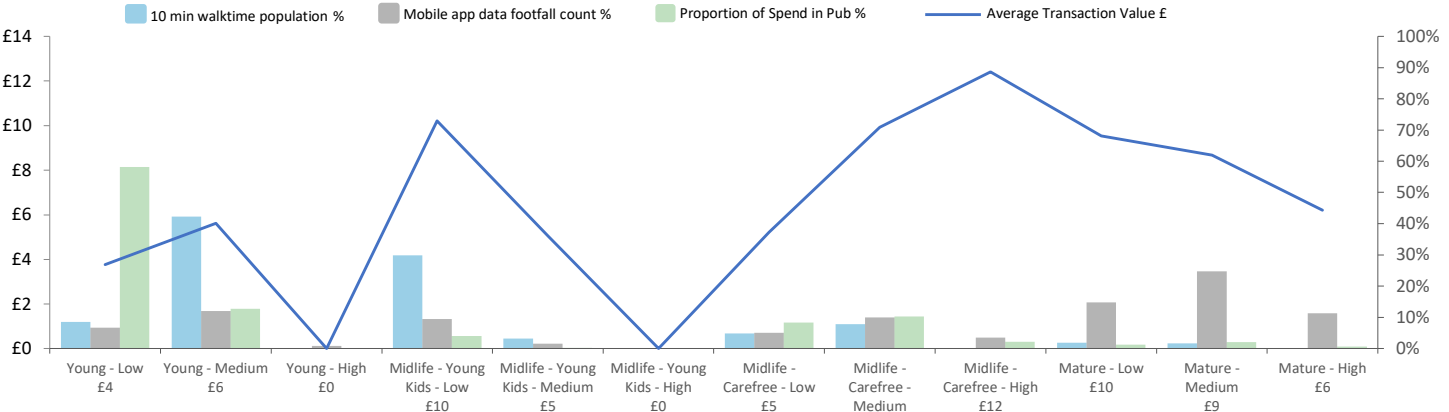
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
627211	Branston Arms Burton-On-Trent	DE14 3DD	Star Pubs & Bars	Community Pub	12

Legend:
- ★ Pub Sites
- Catchments

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Segments: Young - Low £4, Young - Medium £6, Young - High £0, Midlife - Young Kids - Low £10, Midlife - Young Kids - Medium £5, Midlife - Young Kids - High £0, Midlife - Carefree - Low £5, Midlife - Carefree - Medium £10, Midlife - Carefree - High £12, Mature - Low £10, Mature - Medium £9, Mature - High £6

See the Glossary page for further information on the above variables

Catchment Summary - Branston Arms Burton-On-Trent

*WT= Walktime, **DT= Drivetime

Legend:
- Over GB Average
- Around GB Average
- Under GB Average

		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	6,923	16,998	217,707	129	92	50
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	5,154	12,887	171,318	114	84	49
	Competition Pubs	2	23	213	11	64	51
	Adults 18+ per Competition Pub	2,577	560	804	300	65	94
	% Adults Likely to Drink	62.5%	68.6%	76.8%	82	90	101
Affluence	Low	45.1%	52.8%	33.1%	136	159	99
	Medium	54.9%	45.2%	44.0%	144	119	115
	High	0.0%	1.8%	22.0%	0	7	81
Age Profile	18-24	550	1,392	14,563	98	101	82
	25-34	1,246	3,021	28,852	135	133	99
	35-44	1,137	2,806	28,872	124	125	100
	45-64	1,449	3,789	57,181	81	87	102
	65+	772	1,879	41,850	58	58	100
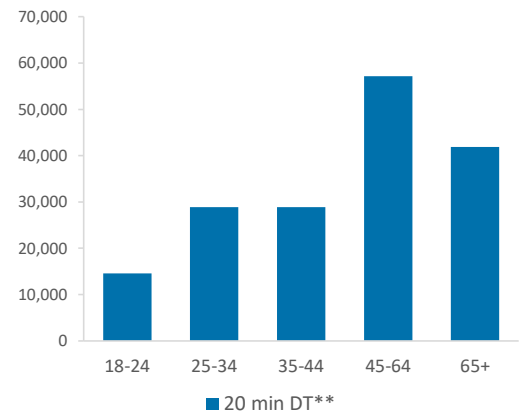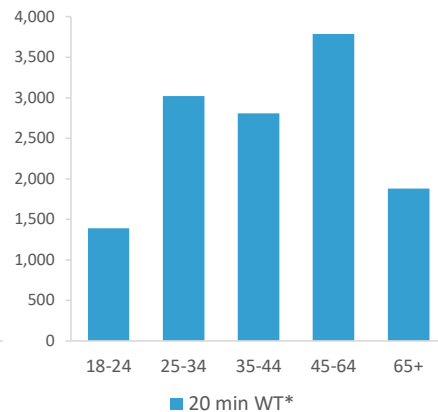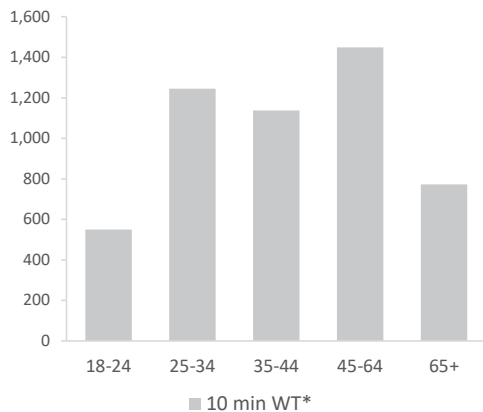
*Affluence does not include Not Private Households

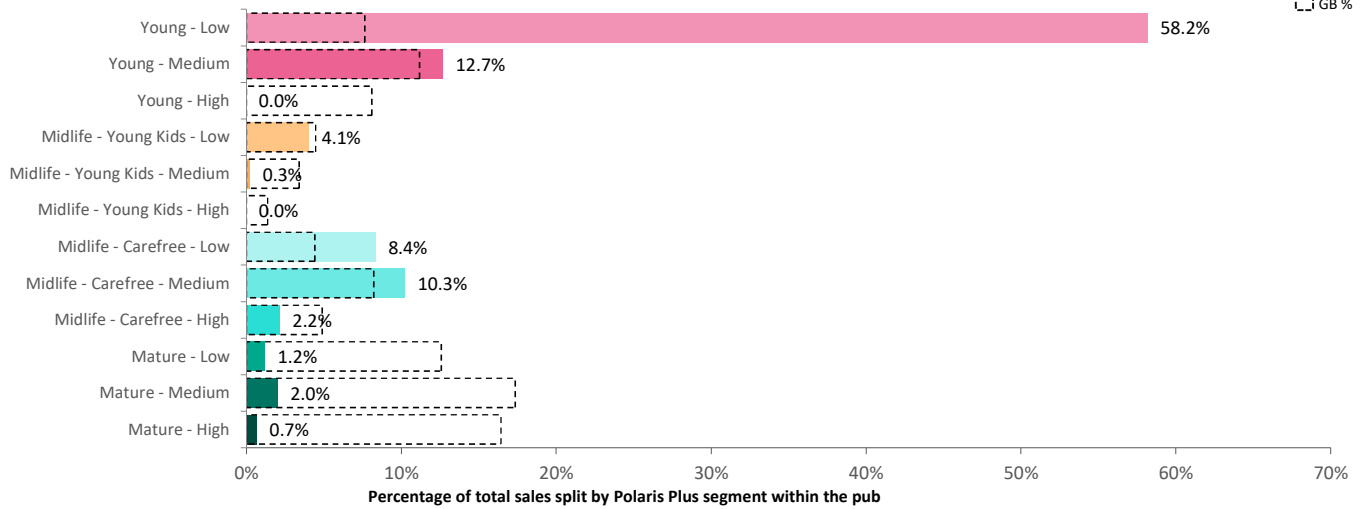|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,566 (52%)	8,804 (52%)	107,248 (49%)	105	106	101
	Female	3,357 (48%)	8,194 (48%)	110,459 (51%)	95	94	99
Economic Status (16+)	Employed: Full-time	2,228 (42%)	5,619 (42%)	68,622 (39%)	121	122	113
	Employed: Part-time	582 (11%)	1,507 (11%)	21,148 (12%)	92	95	101
	Self employed	420 (8%)	949 (7%)	14,212 (8%)	85	77	87
	Unemployed	203 (4%)	487 (4%)	3,999 (2%)	138	132	82
	Full-time student	129 (2%)	291 (2%)	3,109 (2%)	102	92	74
	Retired	673 (13%)	1,798 (13%)	40,733 (23%)	58	62	105
	Other	1,106 (21%)	2,686 (20%)	24,885 (14%)	119	116	81
	Total Worker Count	1,218	12,088	107,712			

See the Glossary page for further information on the above variables

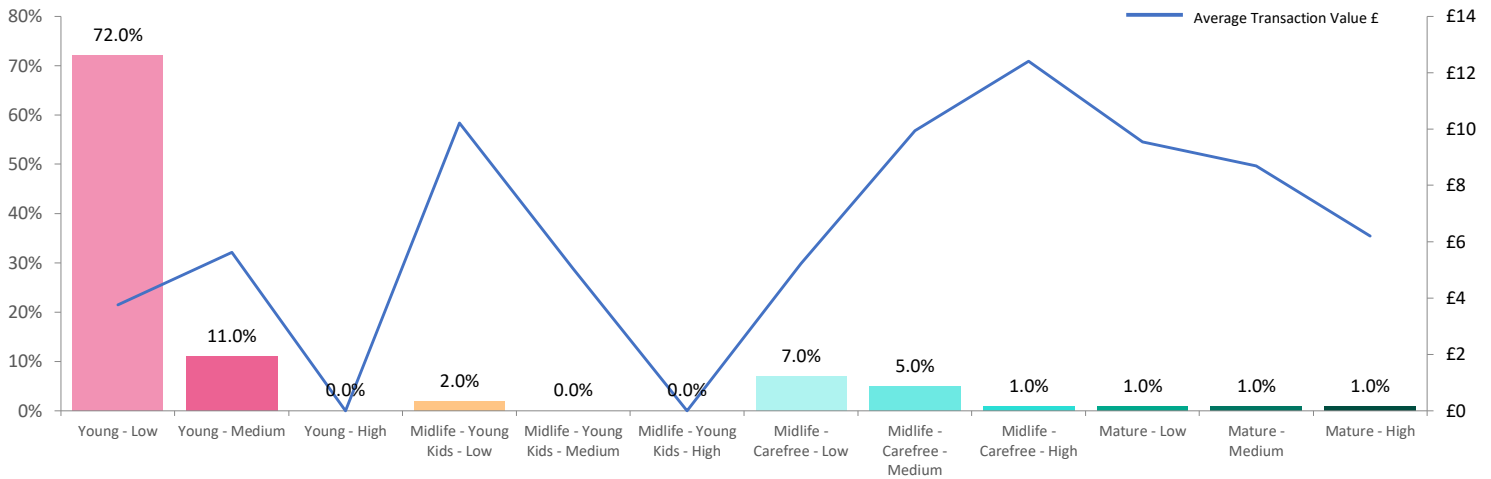# Transactional Data Summary - Branston Arms Burton-On-Trent

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	58.2%
Young - Medium	12.7%
Young - High	0.0%
Midlife - Young Kids - Low	4.1%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	8.4%
Midlife - Carefree - Medium	10.3%
Midlife - Carefree - High	2.2%
Mature - Low	1.2%
Mature - Medium	2.0%
Mature - High	0.7%

Percentage of total sales split by Polaris Plus segment within the pub

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

Average Transaction Value £

Segment	%
Young - Low	72.0%
Young - Medium	11.0%
Young - High	0.0%
Midlife - Young Kids - Low	2.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	7.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	1.0%
Mature - Low	1.0%
Mature - Medium	1.0%
Mature - High	1.0%

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

Spend by Month and Polaris
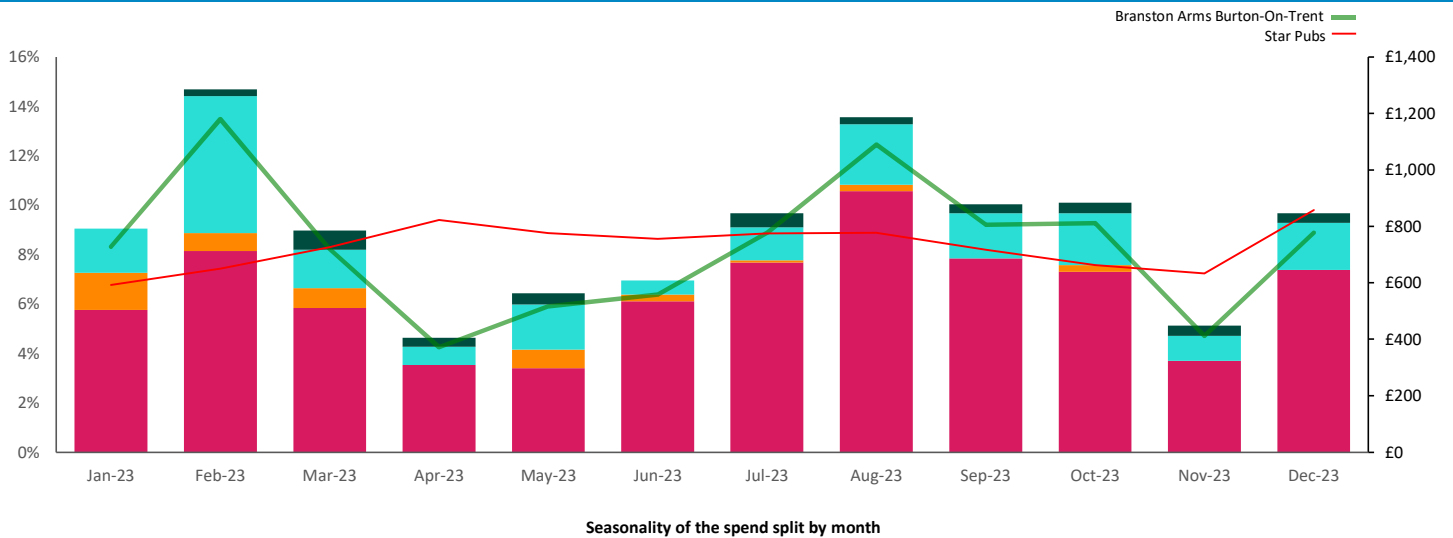
Branston Arms Burton-On-Trent
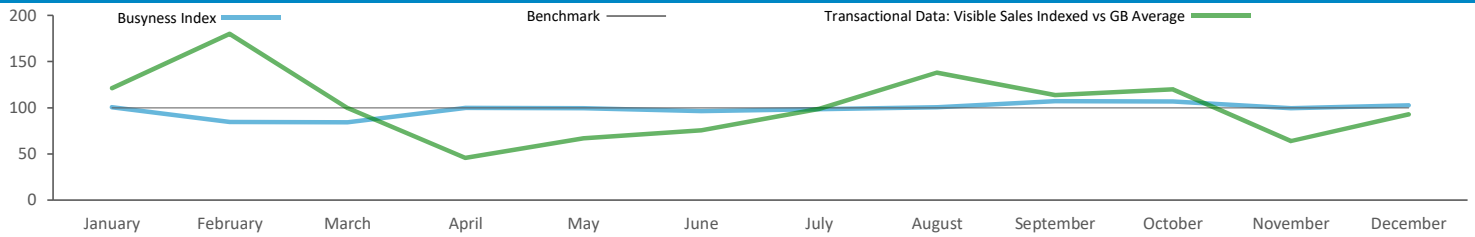Star Pubs

Seasonality of the spend split by month

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Mobile Data Summary - Branston Arms Burton-On-Trent

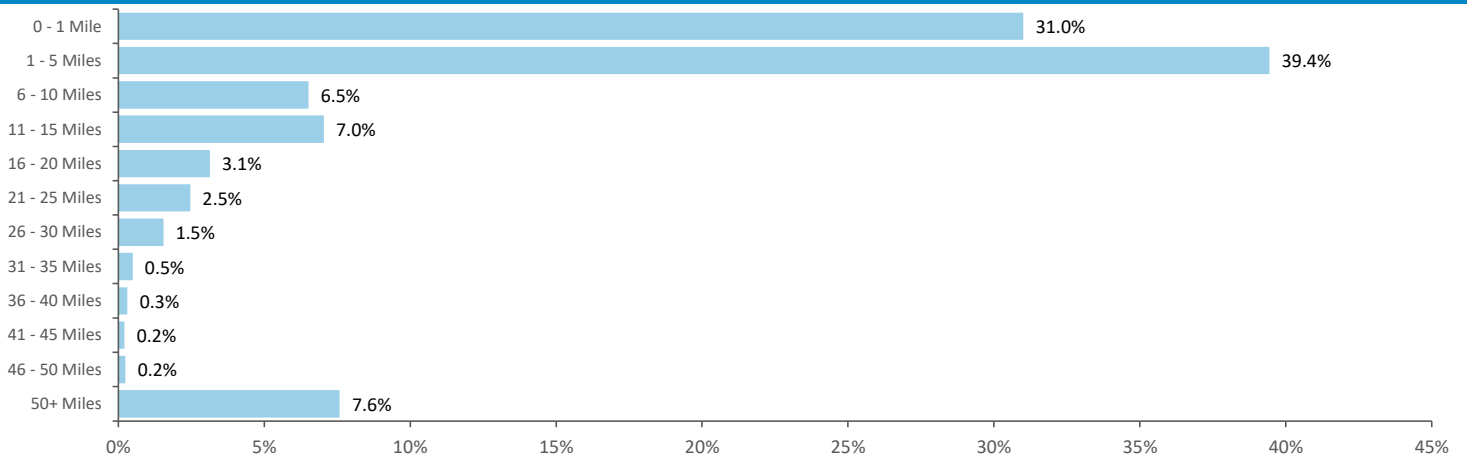**star** PUBS & BARS

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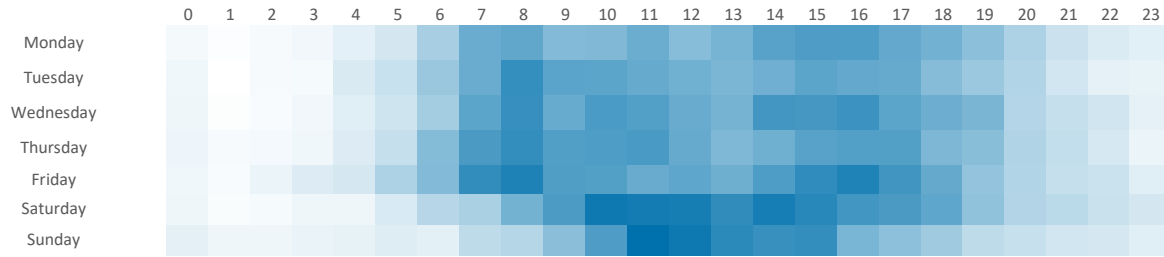
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

0 - 1 Mile	31.0%
1 - 5 Miles	39.4%
6 - 10 Miles	6.5%
11 - 15 Miles	7.0%
16 - 20 Miles	3.1%
21 - 25 Miles	2.5%
26 - 30 Miles	1.5%
31 - 35 Miles	0.5%
36 - 40 Miles	0.3%
41 - 45 Miles	0.2%
46 - 50 Miles	0.2%
50+ Miles	7.6%

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

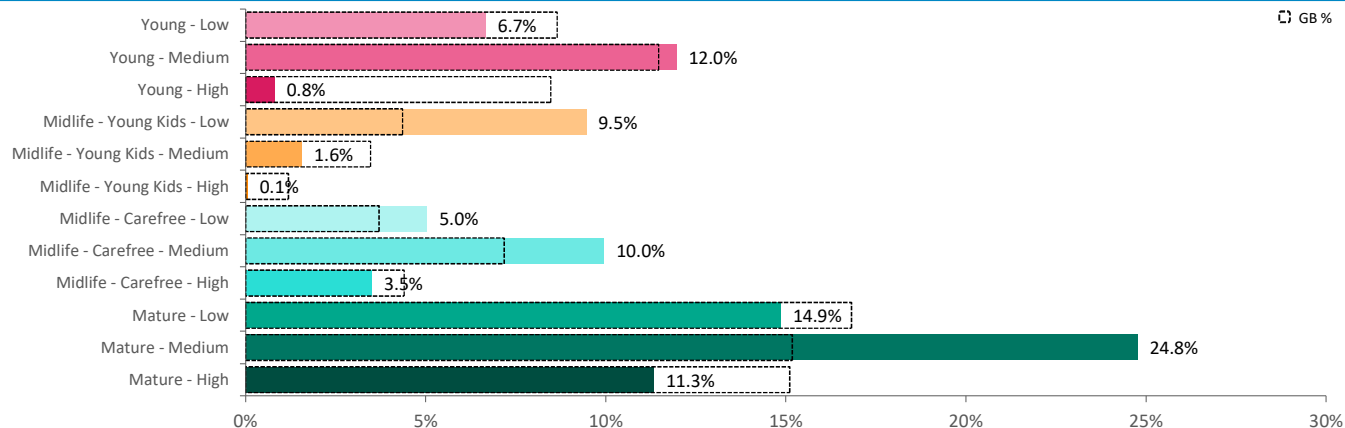### Audience Classification by Polaris Plus

Base: GB

Resident	50.3%
Worker	16.7%
Tourist	14.5%
Local Tourist	18.5%
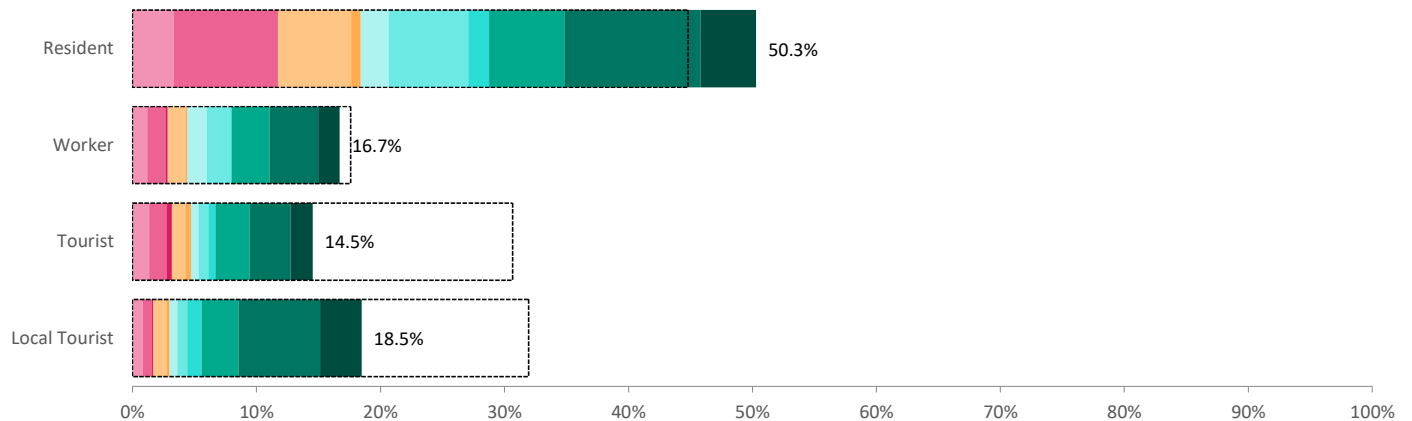
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Branston Arms Burton-On-Trent

star PUBS&BARS

Polaris Plus Profile

GB %

Category	Value
Young - Low	6.7%
Young - Medium	12.0%
Young - High	0.8%
Midlife - Young Kids - Low	9.5%
Midlife - Young Kids - Medium	1.6%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	5.0%
Midlife - Carefree - Medium	10.0%
Midlife - Carefree - High	3.5%
Mature - Low	14.9%
Mature - Medium	24.8%
Mature - High	11.3%

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
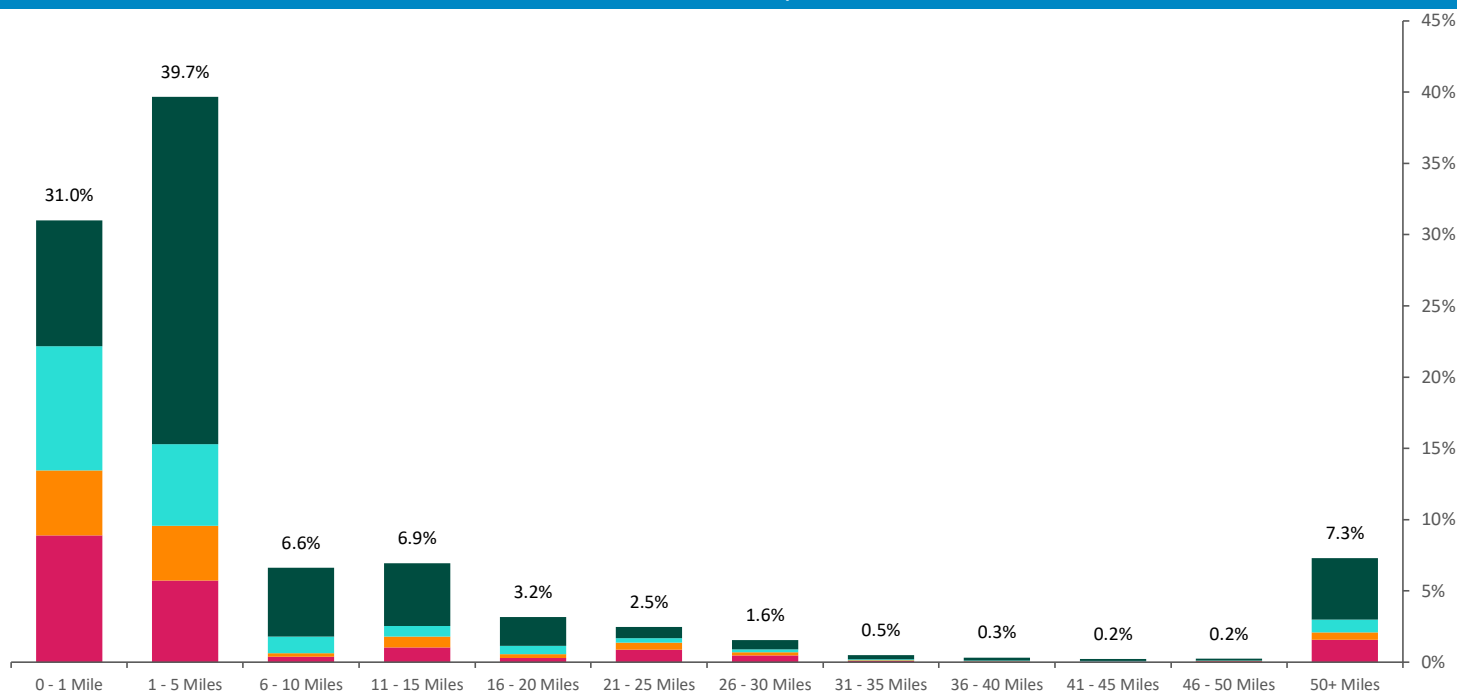
Distance	Value
0 - 1 Mile	31.0%
1 - 5 Miles	39.7%
6 - 10 Miles	6.6%
11 - 15 Miles	6.9%
16 - 20 Miles	3.2%
21 - 25 Miles	2.5%
26 - 30 Miles	1.6%
31 - 35 Miles	0.5%
36 - 40 Miles	0.3%
41 - 45 Miles	0.2%
46 - 50 Miles	0.2%
50+ Miles	7.3%

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

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

Weekday

Columns: pre 11am (34%) | 11am-2pm (16%) | 2pm-5pm (19%) | 5pm-8pm (16%) | 8pm-11pm (8%) | 11pm+ (7%)

	pre 11am (34%)	11am-2pm (16%)	2pm-5pm (19%)	5pm-8pm (16%)	8pm-11pm (8%)	11pm+ (7%)
Mature	51.2%	49.9%	48.9%	47.1%	41.4%	42.5%
Midlife - Carefree	14.3%	18.3%	19.6%	18.2%	15.5%	10.7%
Midlife - Young Kids	10.4%	12.2%	12.8%	11.4%	14.2%	16.6%
Young	24.2%	19.6%	18.7%	23.3%	29.0%	30.2%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
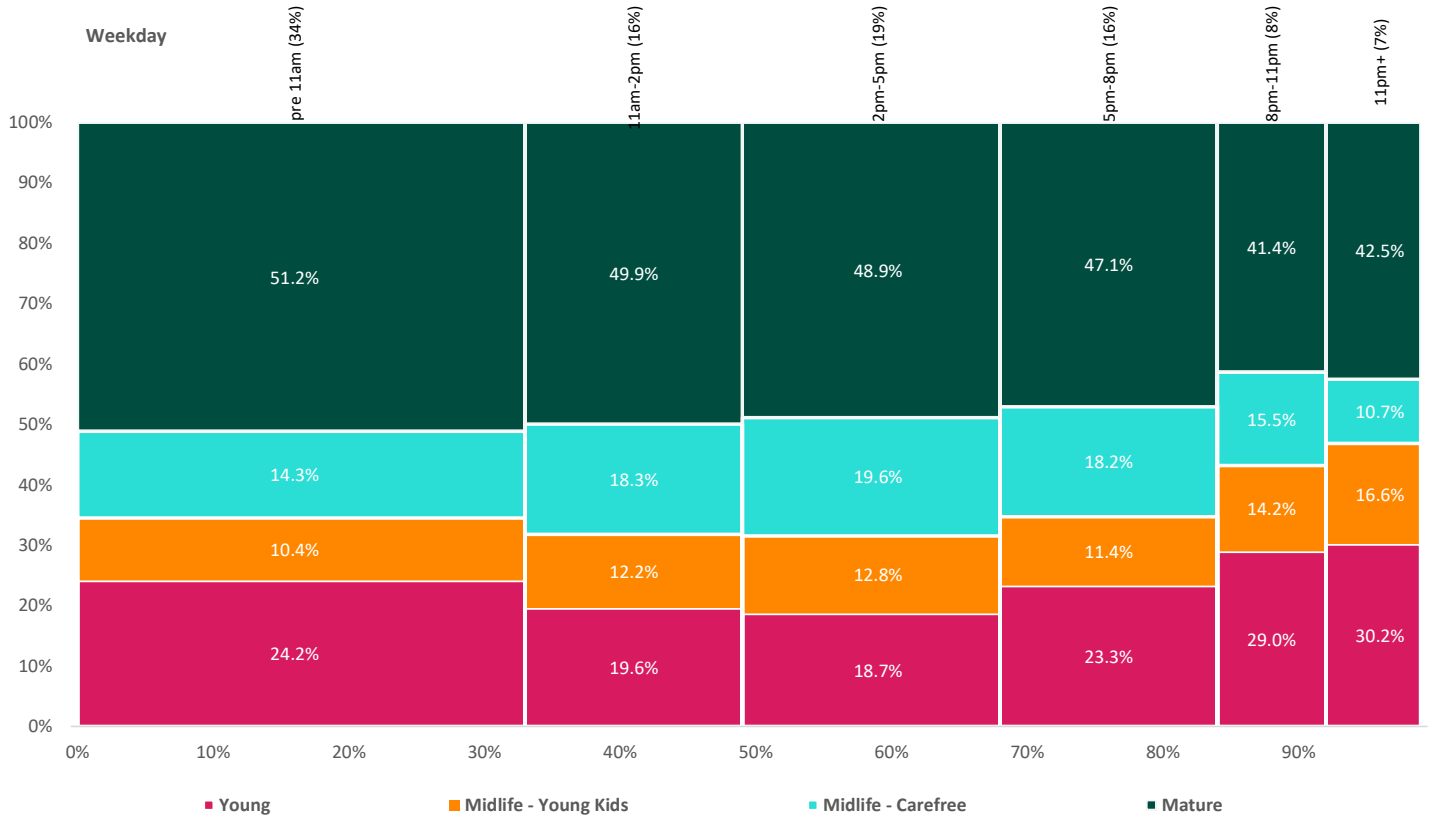
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Columns: pre 11am (26%) | 11am-2pm (23%) | 2pm-5pm (20%) | 5pm-8pm (14%) | 8pm-11pm (8%) | 11pm+ (8%)

	pre 11am (26%)	11am-2pm (23%)	2pm-5pm (20%)	5pm-8pm (14%)	8pm-11pm (8%)	11pm+ (8%)
Mature	50.3%	51.6%	50.5%	39.0%	33.3%	40.5%
Midlife - Carefree	16.9%	18.0%	16.8%	16.6%	16.6%	12.5%
Midlife - Young Kids	10.6%	10.5%	11.4%	18.5%	19.3%	16.7%
Young	22.2%	19.8%	21.2%	25.9%	30.8%	30.3%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
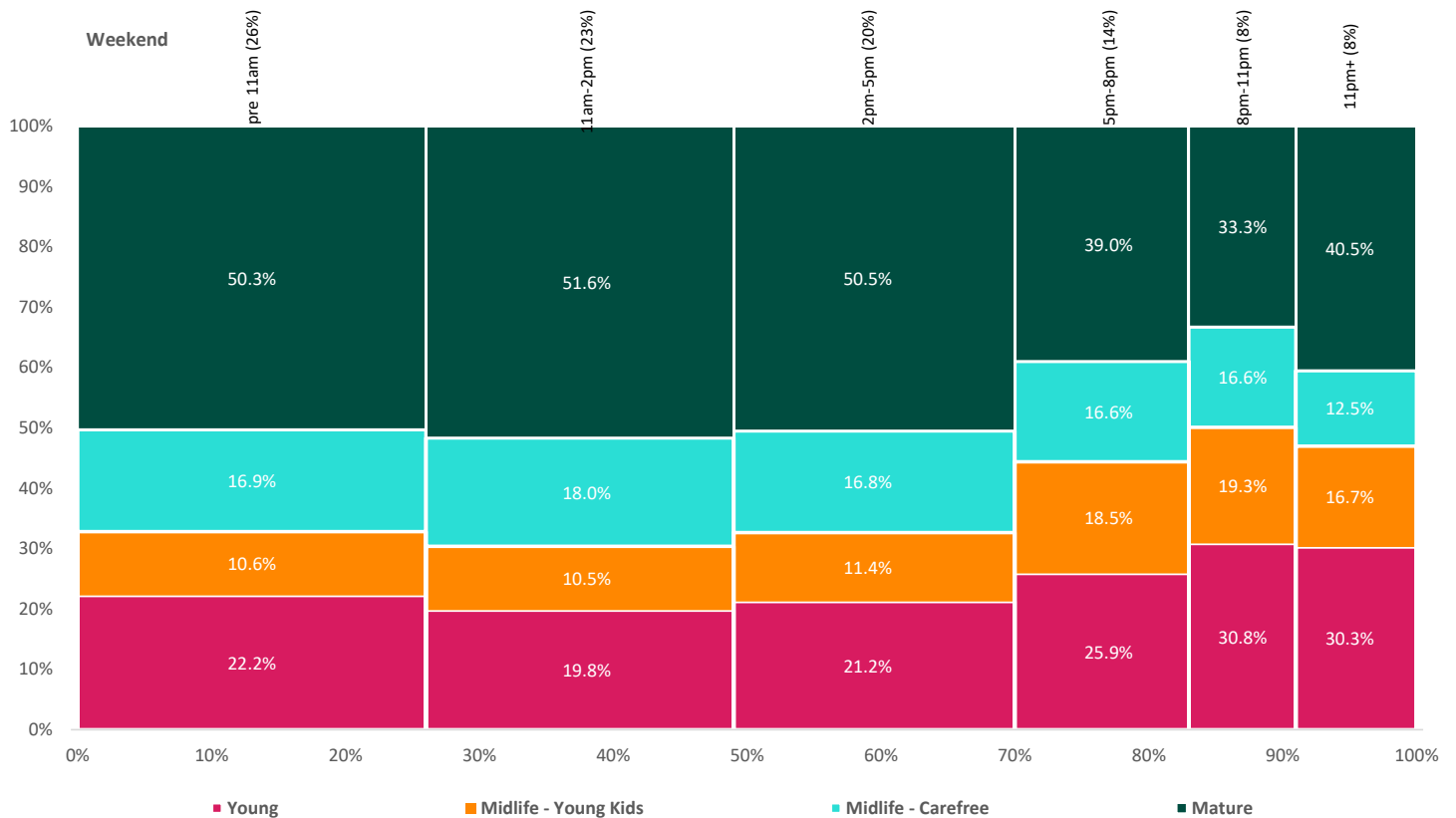
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

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Polaris Summary - Branston Arms Burton-On-Trent

star
PUBS & BARS

Legend:
- ★ Pub Sites
- N Catchment

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
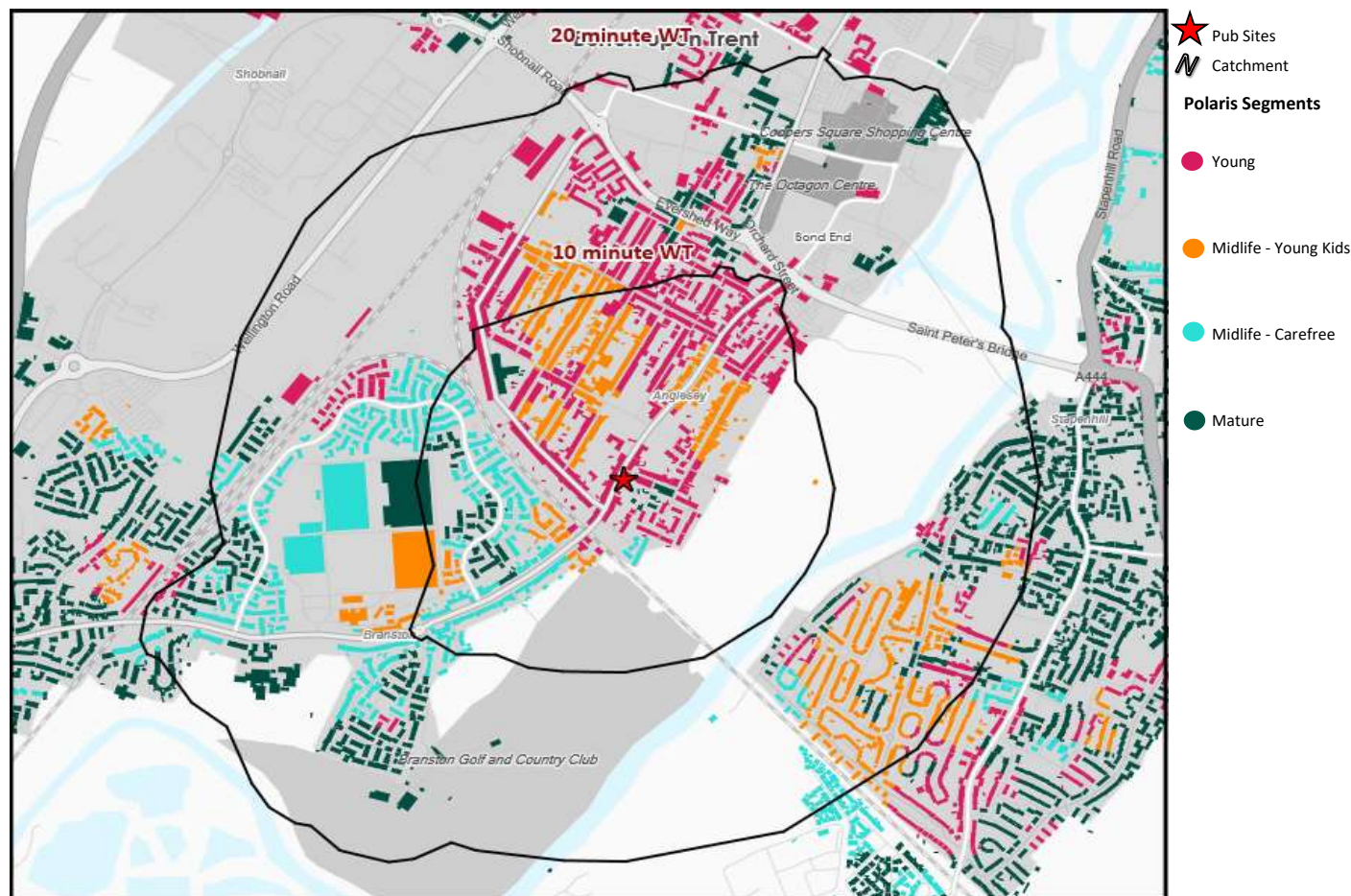
Polaris Profile by Catchment

*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	2,618	5,533	24,224	185	156	51
Midlife - Young Kids	1,705	3,089	14,504	303	219	77
Midlife - Carefree	647	1,901	30,251	79	93	112
Mature	184	2,351	100,827	8	41	133
Not Private Households	0	13	1,512	0	8	67
Total	5,154	12,887	171,318			

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Polaris Plus Summary - Branston Arms Burton-On-Trent

star PUBS&BARS

★ 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
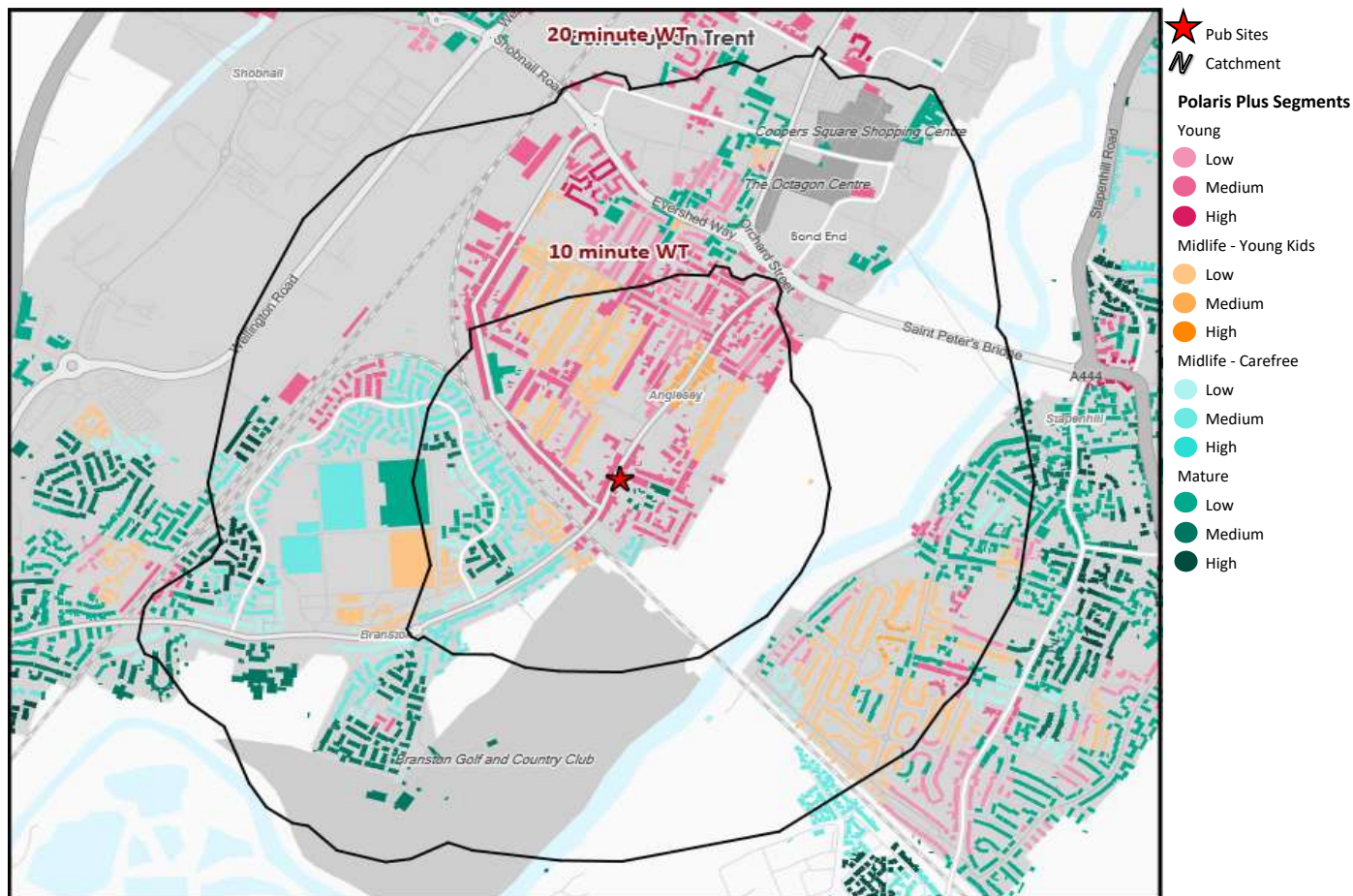
Polaris Plus Profile by Catchment

*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**
Young						
Low	439	1,580	9,086	87	125	54
Medium	2,179	3,836	13,753	385	271	73
High	0	117	1,385	0	13	12
Midlife - Young Kids						
Low	1,542	2,894	12,381	545	409	132
Medium	163	195	2,123	73	35	29
High	0	0	0	0	0	0
Midlife - Carefree						
Low	246	570	7,166	113	105	99
Medium	401	1,331	12,736	109	144	104
High	0	0	10,349	0	0	136
Mature						
Low	99	1,764	27,989	14	100	119
Medium	85	469	46,815	11	23	174
High	0	118	26,023	0	6	101
Not Private Households	0	13	1,512	0	8	67
Total	5,154	12,887	171,318			

CGA Summary - Branston Arms Burton-On-Trent

Legend:
- ★ 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
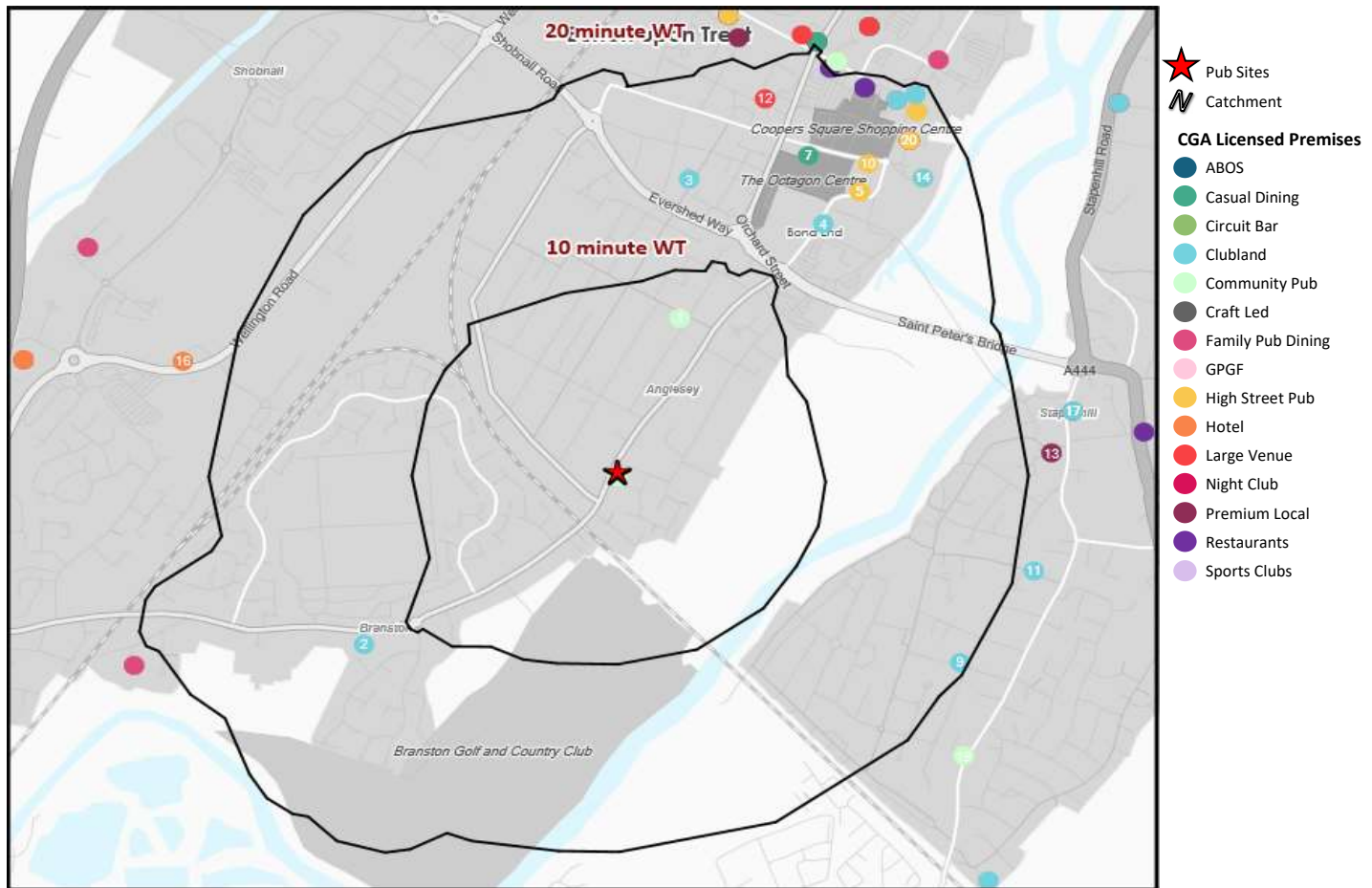
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Branston Arms	DE14 3DD	Star Pubs & Bars	Community Pub	0.0
1	Uxbridge Arms	DE14 3LR	Star Pubs & Bars	Community Pub	0.3
2	Trentside Cricket Club	DE14 3DP	Independent Free	Clubland	0.6
3	Burton Caribbean Centre	DE14 3JS	Independent Free	Clubland	0.6
4	Burton Rugby Club	DE14 3RH	Independent Free	Clubland	0.6
5	Dog	DE14 3QZ	Black Country Ales	High Street Pub	0.7
5	Leopard	DE14 3QZ	Admiral Taverns Ltd	High Street Pub	0.7
7	Cafe Bar 15	DE14 3QW	Independent Free	High Street Pub	0.7
7	Wing Wah	DE14 3QW	Wing Wah Chinese Rest Group	Casual Dining	0.7
9	Stapenhill Labour Club	DE15 9LZ	Independent Free	Clubland	0.7
10	Anchor	DE14 3QN	Marston's	High Street Pub	0.8
11	South Stapenhill Social Club	DE15 9LF	Independent Free	Clubland	0.8
12	Brewhouse Arts Centre	DE14 1AA	Independent Free	Large Venue	0.8
13	New Inn	DE15 9EU	Marston's	Premium Local	0.8
14	Winery Restaurant	DE14 3RW	Independent Free	High Street Pub	0.8
14	Abbey Social Club	DE14 3RW	Independent Free	Clubland	0.8
16	Premier Inn	DE14 2DQ	Whitbread	Hotel	0.8
17	Barley Mow	DE15 9AP	Admiral Taverns Ltd	Premium Local	0.8
17	Stapenhill Institute Club	DE15 9AP	Independent Free	Clubland	0.8
19	Crown	DE15 9RF	Marston's	Community Pub	0.8
20	Favourite Thai	DE14 1HA	Independent Free	Restaurants	0.9

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Per Pub Analysis - Branston Arms Burton-On-Trent

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

- 🟩 Over GB Average
- ⬜ Around GB Average
- 🟥 Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,154	12,887	171,318
Number of Competition Pubs	2	23	213
Adults 18+ per Competition Pub	2,577	560	804

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	430	8.3%	104
Circuit Bar	0	330	6.4%	158
Community Pub	2	1,227	23.8%	125
Craft Led	0	348	6.7%	195
Great Pub Great Food	0	361	7.0%	40
High Street Pub	0	1,294	25.1%	136
Premium Local	0	517	10.0%	61

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	875	6.8%	84
Circuit Bar	0	786	6.1%	150
Community Pub	3	3,393	26.3%	138
Craft Led	0	667	5.2%	150
Great Pub Great Food	0	810	6.3%	36
High Street Pub	8	3,322	25.8%	140
Premium Local	2	1,121	8.7%	53

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	6,702	3.9%	49
Circuit Bar	3	5,022	2.9%	72
Community Pub	37	39,258	22.9%	120
Craft Led	0	2,804	1.6%	47
Great Pub Great Food	12	28,848	16.8%	95
High Street Pub	18	36,071	21.1%	114
Premium Local	53	31,200	18.2%	110

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
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
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.

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

Sparsity

Sparsity is a measure of how built-up the 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			