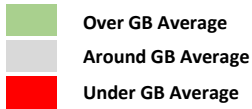


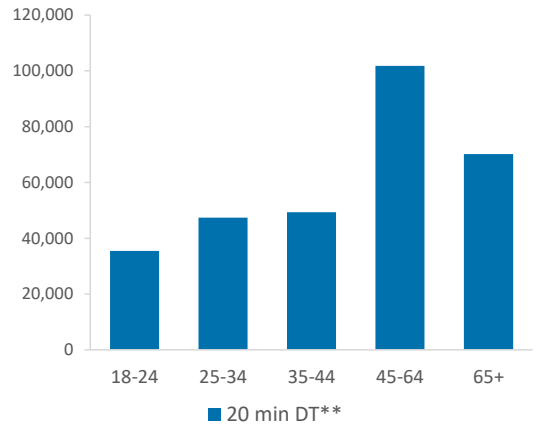
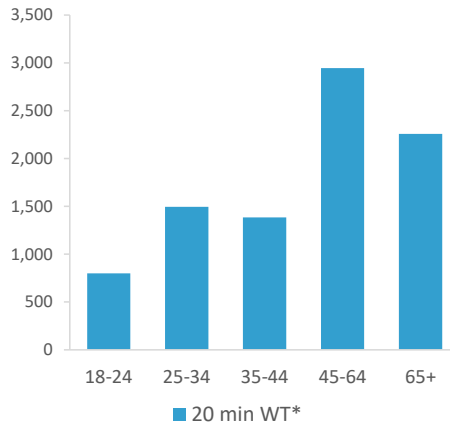
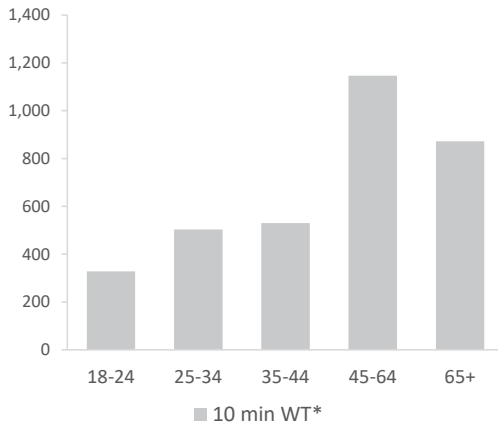
Catchment Summary - Admiral Ash Vale

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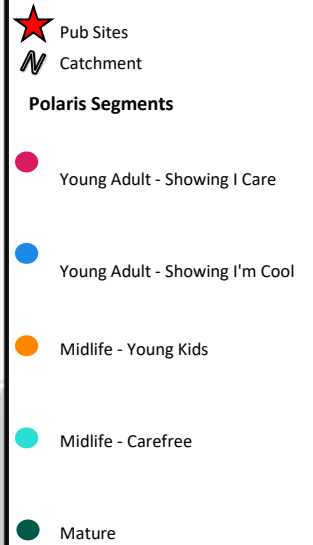
*WT= Walktime, **DT= Drivetime

		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		4,232	11,105	385,431	80	76	102
Adults 18+		3,379	8,884	304,113	78	50	102
Competition Pubs		2	4	246	13	13	68
Adults 18+ per Competition Pub		1,690	2,221	1,236	205	269	150
% Adults Likely to Drink		84.4%	83.8%	83.9%	102	102	102
Affluence	Low	8.1%	12.5%	12.0%	31	49	47
	Medium	24.6%	29.2%	24.1%	62	74	61
	High	65.2%	57.3%	61.5%	194	171	183
*Affluence does not include Not Private Households							
Age Profile	18-24	328	800	35,445	96	89	113
	25-34	503	1,496	47,378	89	101	92
	35-44	530	1,385	49,327	97	97	99
	45-64	1,146	2,946	101,789	106	104	103
	65+	872	2,257	70,174	108	106	95



		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	2,144 (51%)	5,594 (50%)	192,404 (50%)	102	102	101
	Female	2,088 (49%)	5,511 (50%)	193,027 (50%)	98	98	99
Economic Status (16-74)	Employed: Full-time	1,504 (49%)	3,872 (48%)	129,321 (47%)	118	116	112
	Employed: Part-time	419 (14%)	1,073 (13%)	34,300 (12%)	105	103	95
	Self employed	318 (10%)	805 (10%)	27,881 (10%)	108	105	105
	Unemployed	42 (1%)	119 (1%)	4,559 (2%)	58	63	69
	Retired	420 (14%)	1,122 (14%)	32,679 (12%)	99	102	85
	Other	367 (12%)	1,016 (13%)	48,617 (18%)	61	64	89
Total Worker Count		553	1,869	170,698			

See the Glossary page for further information on the above variables



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	814	13,566	0	103	50
Young Adult - Showing I'm Cool	156	407	27,650	50	50	99
Midlife - Young Kids	1,179	2,756	96,992	111	99	102
Midlife - Carefree	703	2,217	85,056	99	119	133
Mature	1,268	2,604	73,605	134	105	87
Not Private Households	73	86	7,244	150	67	166
Total	3,379	8,884	304,113			

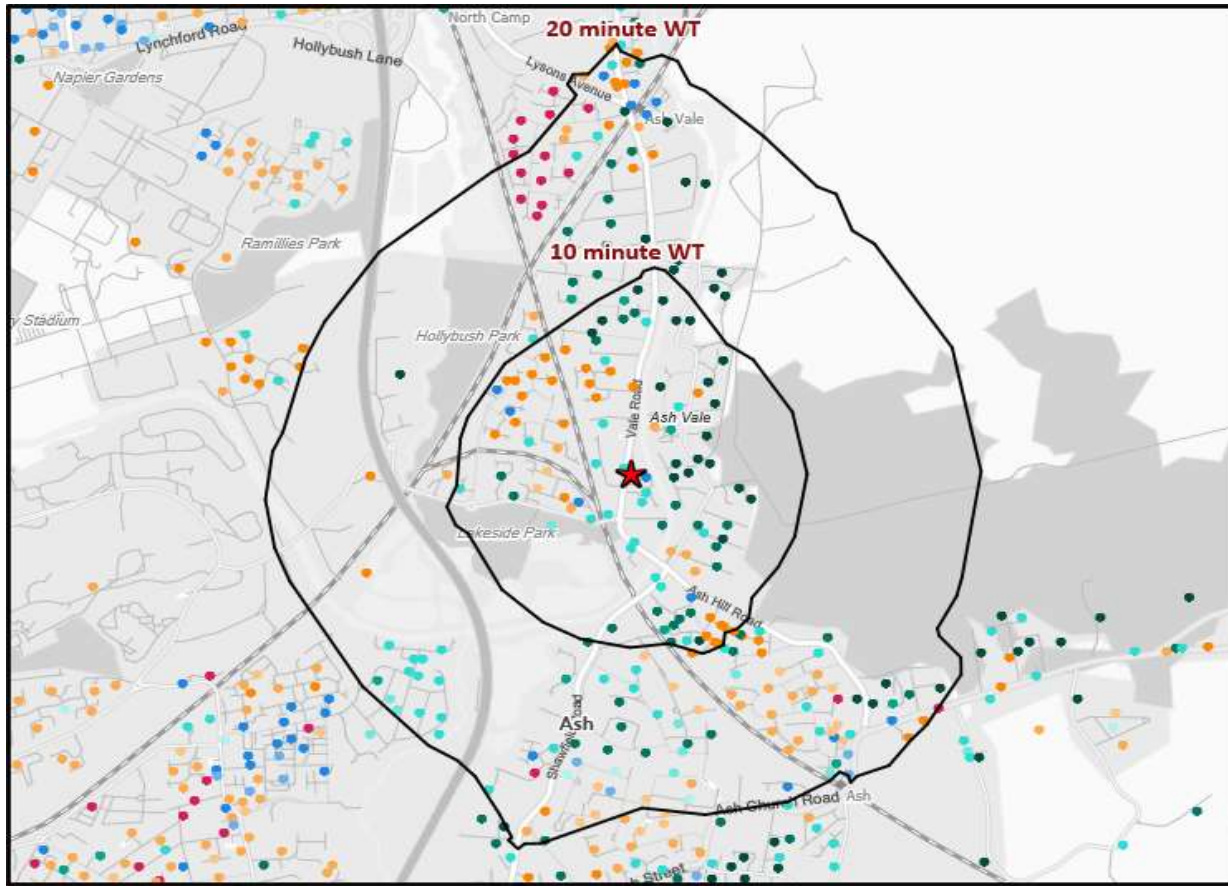
Polaris Summary - Admiral Ash Vale



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★ Pub Sites



- 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	6,460	0	0	51
Medium	0	0	405	0	0	10
High	0	814	6,701	0	272	65
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	59	3,732	0	18	33
High	156	348	23,918	103	88	176
Midlife - Young Kids						
Low	143	644	14,528	38	65	43
Medium	310	977	46,914	61	74	103
High	726	1,135	35,550	399	237	217
Midlife - Carefree						
Low	0	113	3,810	0	37	37
Medium	1	370	2,442	0	62	12
High	702	1,734	78,804	190	179	237
Mature						
Low	130	355	11,798	65	67	65
Medium	519	1,190	19,652	121	106	51
High	619	1,059	42,155	195	127	148
Not Private Households	73	86	7,244	150	67	166

Polaris Summary - Admiral Ash Vale



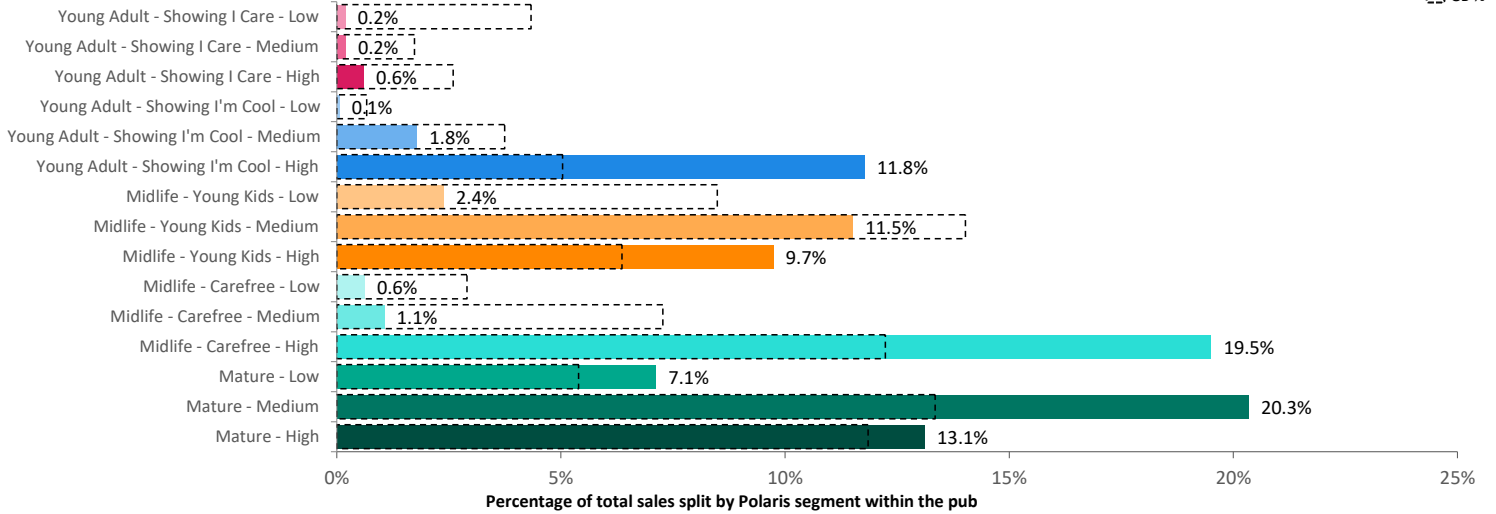
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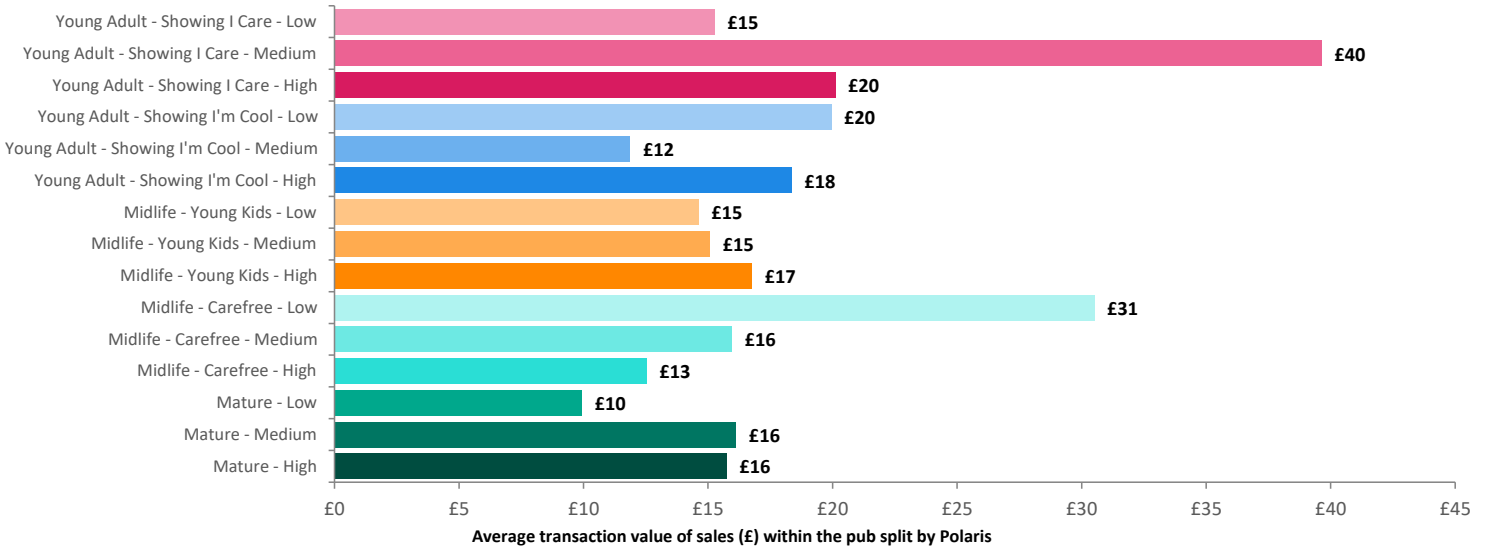
Total	3,379	8,884	304,113
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Spend by Polaris

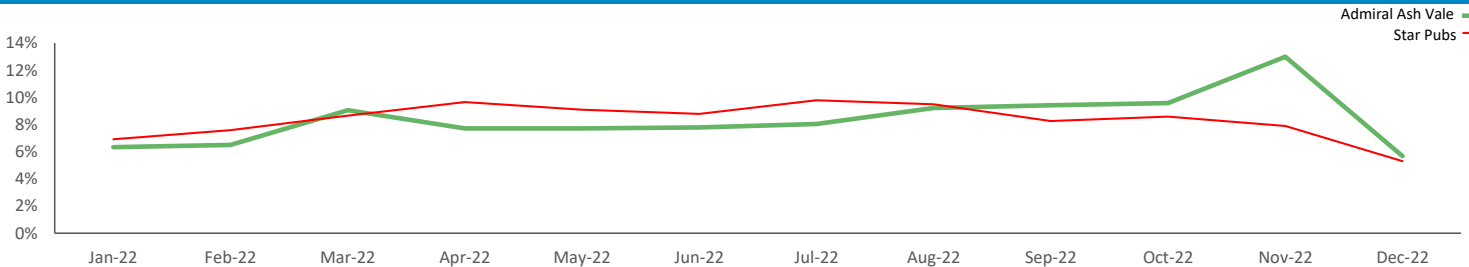
GB %



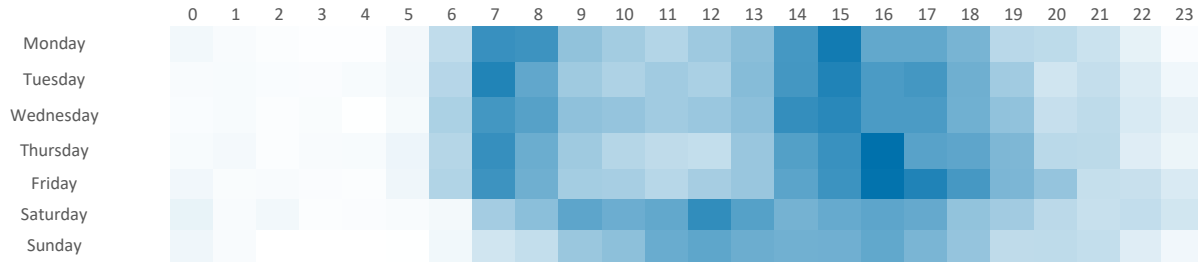
Average Transaction Values (£) by Polaris



Spend by Month

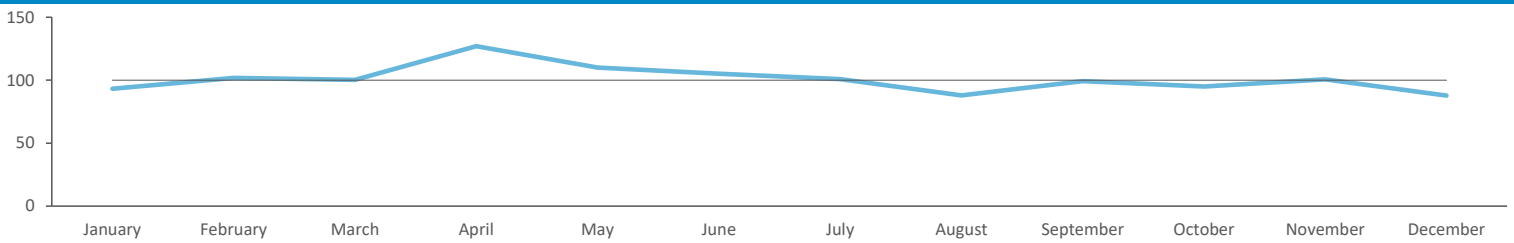


Time of Day/Day of Week



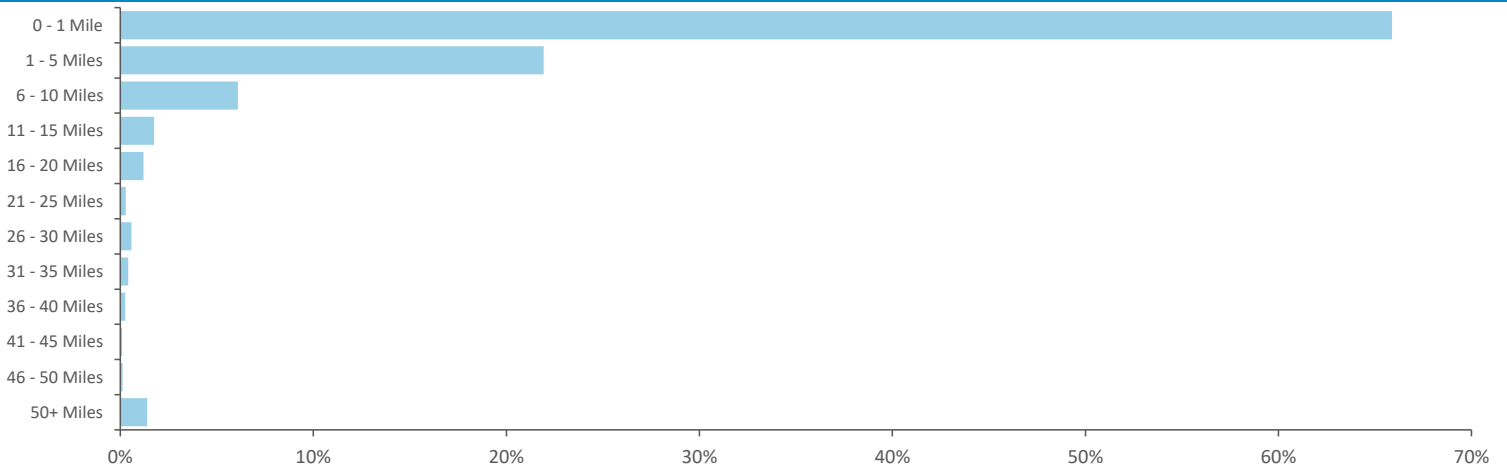
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



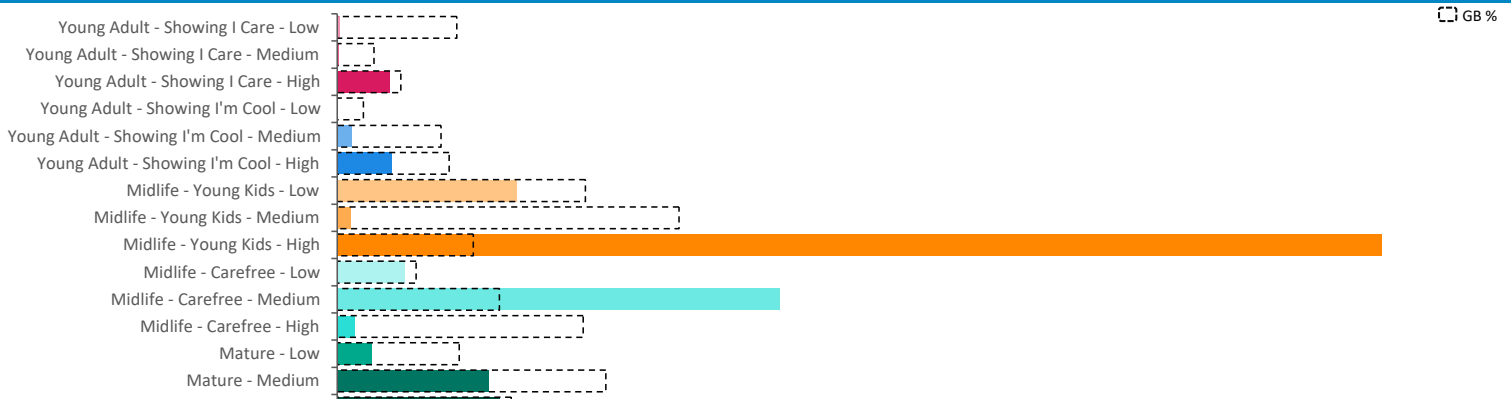
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

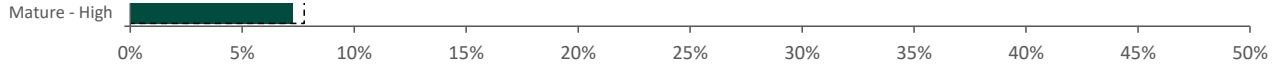


Mobile Data Summary - Admiral Ash Vale

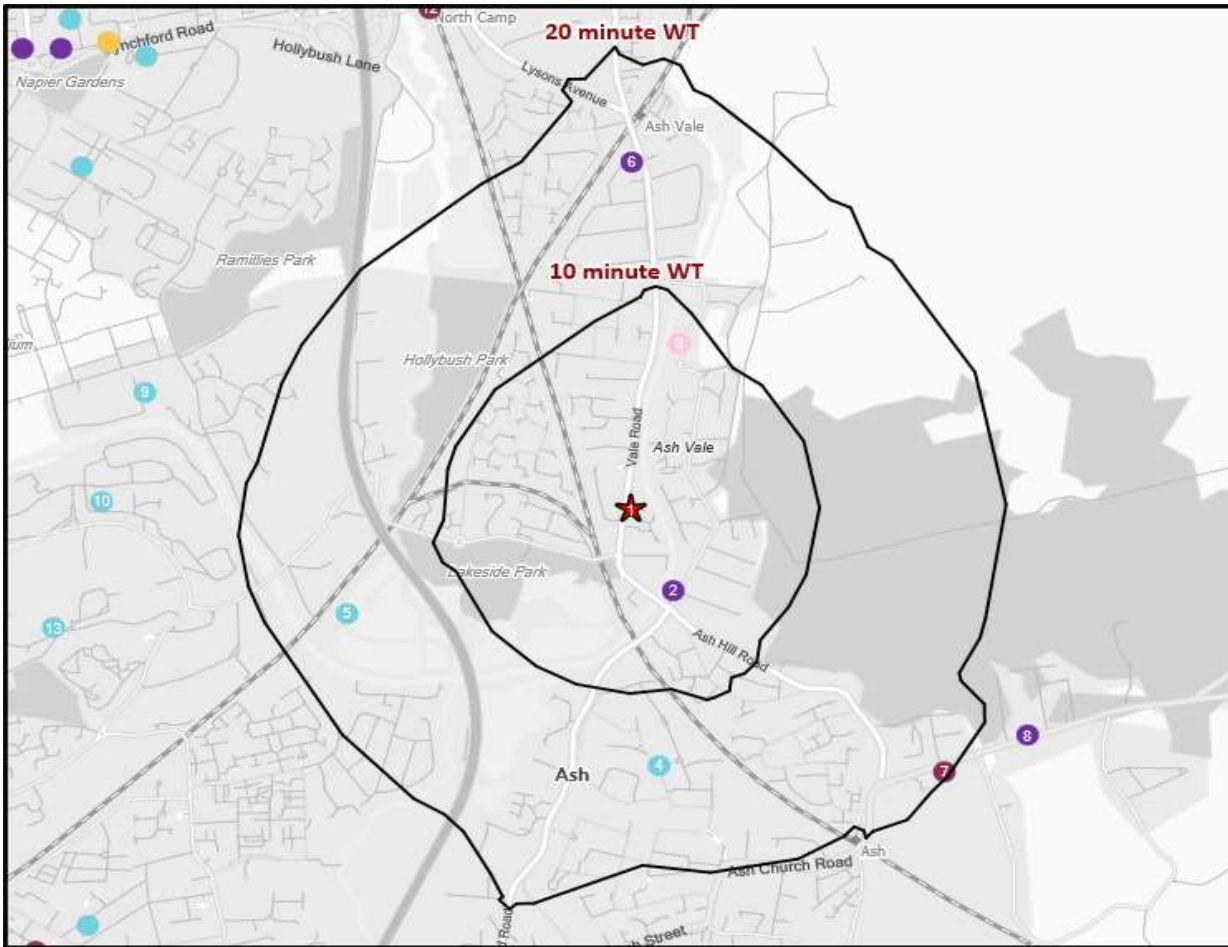


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Time of Day/Day of Week



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



- Pub Sites
- 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	Admiral	GU12 5HS	Star Pubs & Bars	Community Pub	0.0
2	Spice Of India	GU12 5AZ	Independent Free	Restaurants	0.2
3	Swan	GU12 5HA	Greene King	GPGF	0.4
4	Ash Ft & Social Club	GU12 6SW	Independent Free	Clubland	0.6
5	Spring Lakes Country & Aqua Club	GU11 2PT	Independent Free	Clubland	0.6
6	Lavang Indian Gastronomy	GU12 5LN	Independent Free	Restaurants	0.8
7	Lion Brewery	GU12 6BT	Stonegate Pub Company	Premium Local	0.8
8	Curzon Indian Restaurant	GU12 6DF	Independent Free	Restaurants	0.9
9	Mons Barracks	GU11 2LF	Independent Free	Clubland	1.0
10	St Omer Barracks	GU11 2BG	Independent Free	Clubland	1.1
11	Greyhound	GU12 6LA	Stonegate Pub Company	Family Pub Dining	1.1
12	Old Ford	GU12 5QA	Stonegate Pub Company	Premium Local	1.2
13	Alpine Snowsports Centre	GU11 2DD	Independent Free	Clubland	1.2