

Catchment Summary - Vine Nr Basingstoke

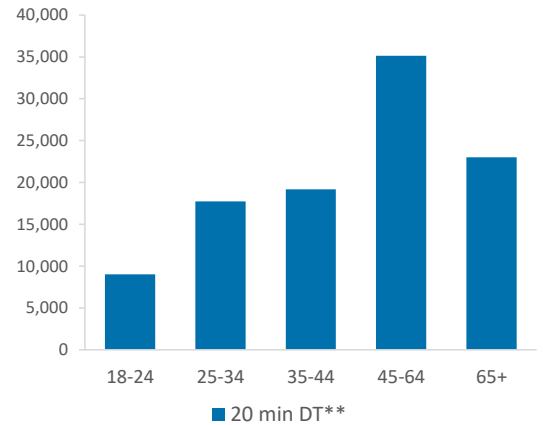
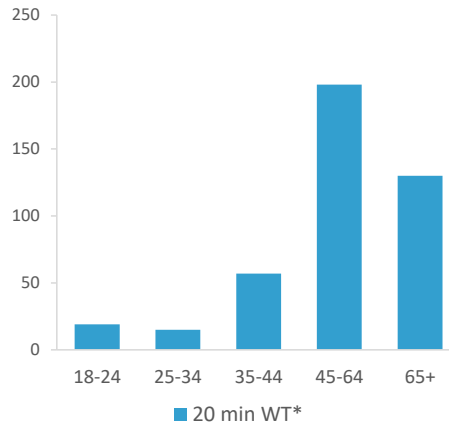
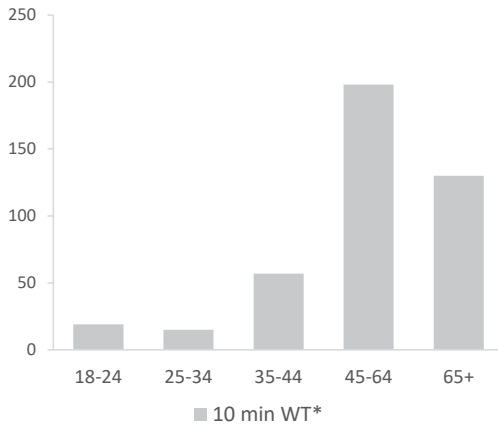


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- Over GB Average
- Around GB Average
- Under GB Average

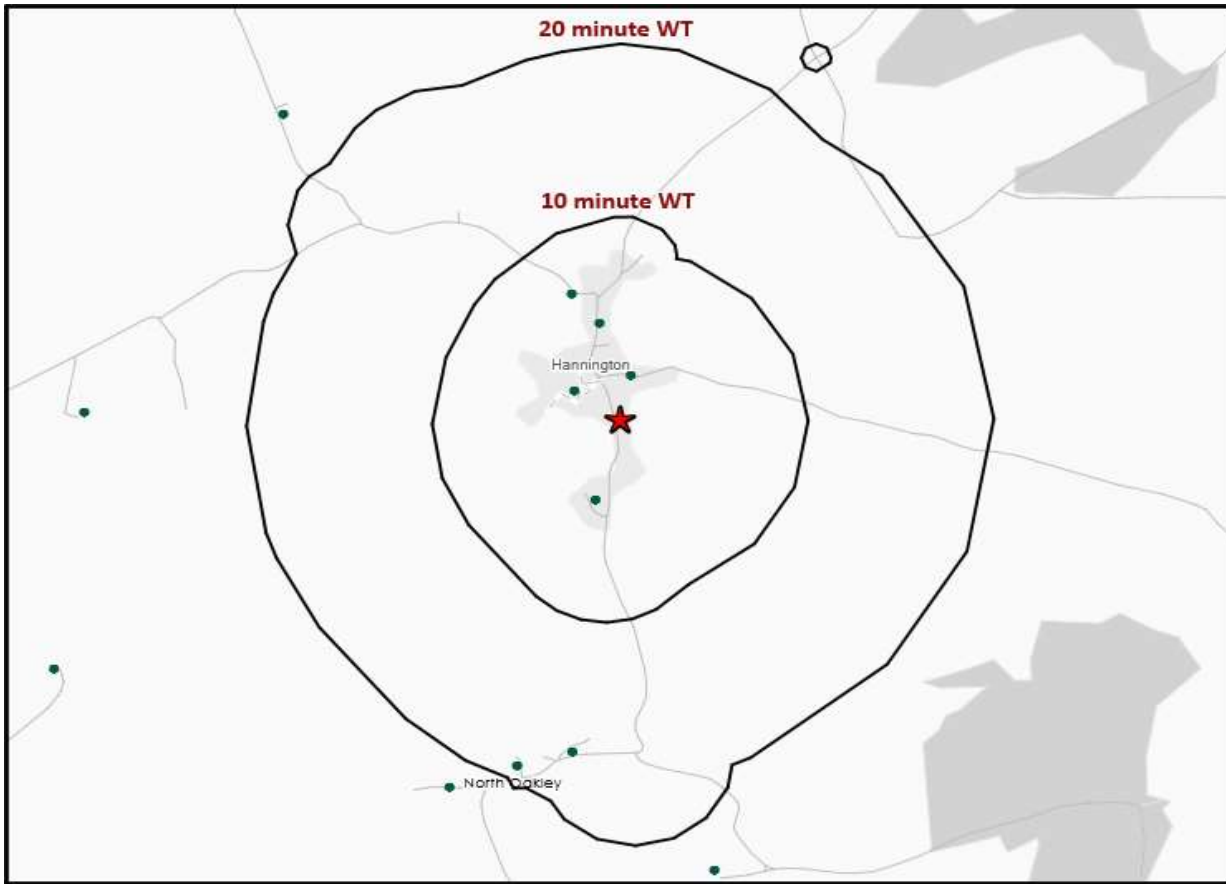
*WT= Walktime, **DT= Drivetime

		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		518	518	133,535	10	4	35
Population & Adults 18+ index is based on all pubs							
Adults 18+		419	419	104,081	10	2	35
Competition Pubs		1	1	89	7	3	25
Adults 18+ per Competition Pub		419	419	1,169	51	51	142
% Adults Likely to Drink		87.8%	87.8%	82.9%	106	106	101
Affluence	Low	0.0%	0.0%	16.7%	0	0	65
	Medium	0.0%	0.0%	36.5%	0	0	93
	High	100.0%	100.0%	45.8%	298	298	136
*Affluence does not include Not Private Households							
Age Profile	18-24	19	19	9,029	45	45	83
	25-34	15	15	17,742	22	22	100
	35-44	57	57	19,168	85	85	112
	45-64	198	198	35,137	150	150	103
	65+	130	130	23,005	131	131	90



		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	248 (48%)	248 (48%)	65,982 (49%)	97	97	100
	Female	270 (52%)	270 (52%)	67,553 (51%)	103	103	100
Economic Status (16-74)	Employed: Full-time	162 (40%)	162 (40%)	48,731 (51%)	96	96	122
	Employed: Part-time	38 (9%)	38 (9%)	12,145 (13%)	72	72	97
	Self employed	64 (16%)	64 (16%)	7,755 (8%)	165	165	85
	Unemployed	3 (1%)	3 (1%)	2,042 (2%)	31	31	90
	Retired	88 (22%)	88 (22%)	11,331 (12%)	158	158	86
	Other	50 (12%)	50 (12%)	13,905 (14%)	63	63	74
Total Worker Count		312	312	72,552			

See the Glossary page for further information on the above variables



- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

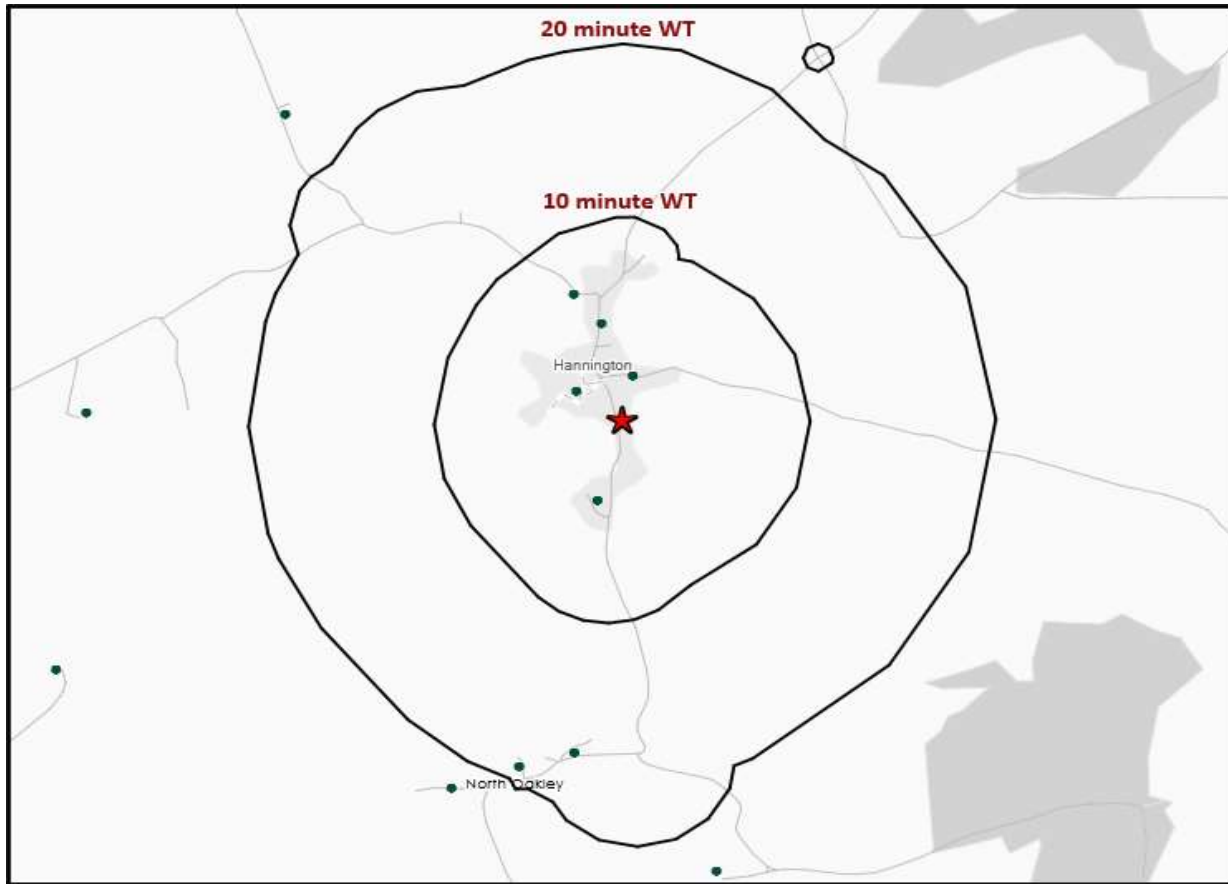
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	4,396	0	0	47
Young Adult - Showing I'm Cool	0	0	11,533	0	0	120
Midlife - Young Kids	0	0	48,191	0	0	147
Midlife - Carefree	0	0	17,055	0	0	78
Mature	419	419	21,891	357	357	75
Not Private Households	0	0	1,015	0	0	68
Total	419	419	104,081			

Polaris Summary - Vine Nr Basingstoke



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- 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	28	0	0	1
Medium	0	0	0	0	0	0
High	0	0	4,368	0	0	125
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,376	0	0	36
High	0	0	10,157	0	0	218
Midlife - Young Kids						
Low	0	0	11,703	0	0	101
Medium	0	0	27,587	0	0	178
High	0	0	8,901	0	0	159
Midlife - Carefree						
Low	0	0	1,868	0	0	53
Medium	0	0	2,438	0	0	35
High	0	0	12,749	0	0	112
Mature						
Low	0	0	3,806	0	0	62
Medium	0	0	6,635	0	0	50
High	419	419	11,450	1,066	1,066	117
Not Private Households	0	0	1,015	0	0	68

Polaris Summary - Vine Nr Basingstoke



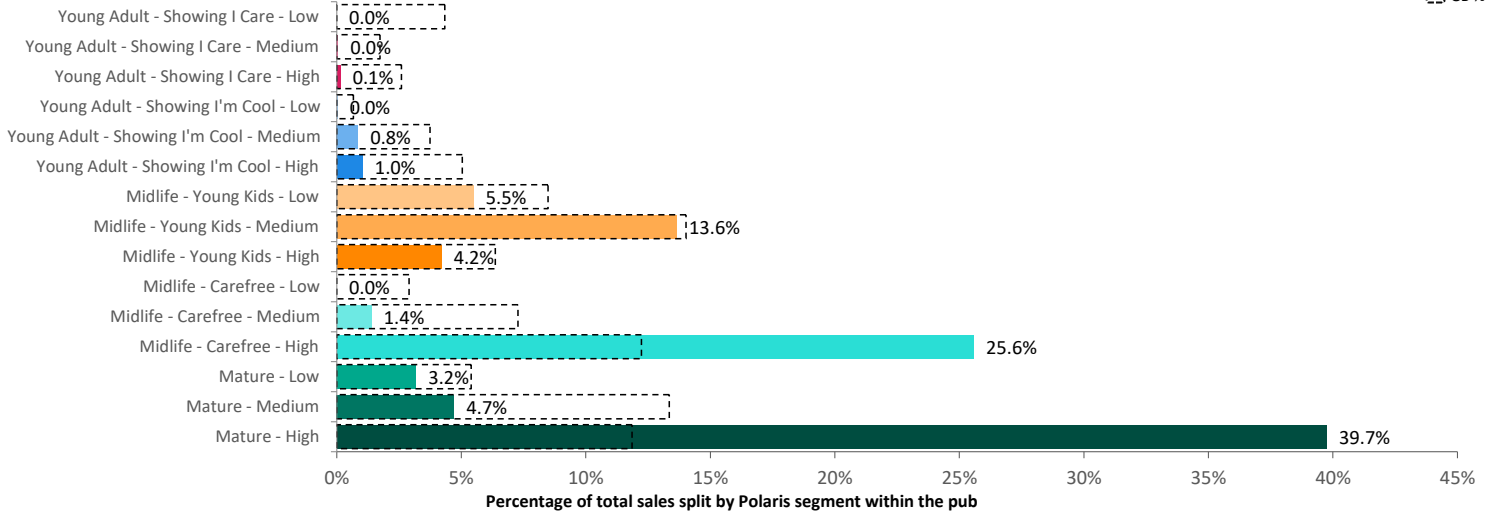
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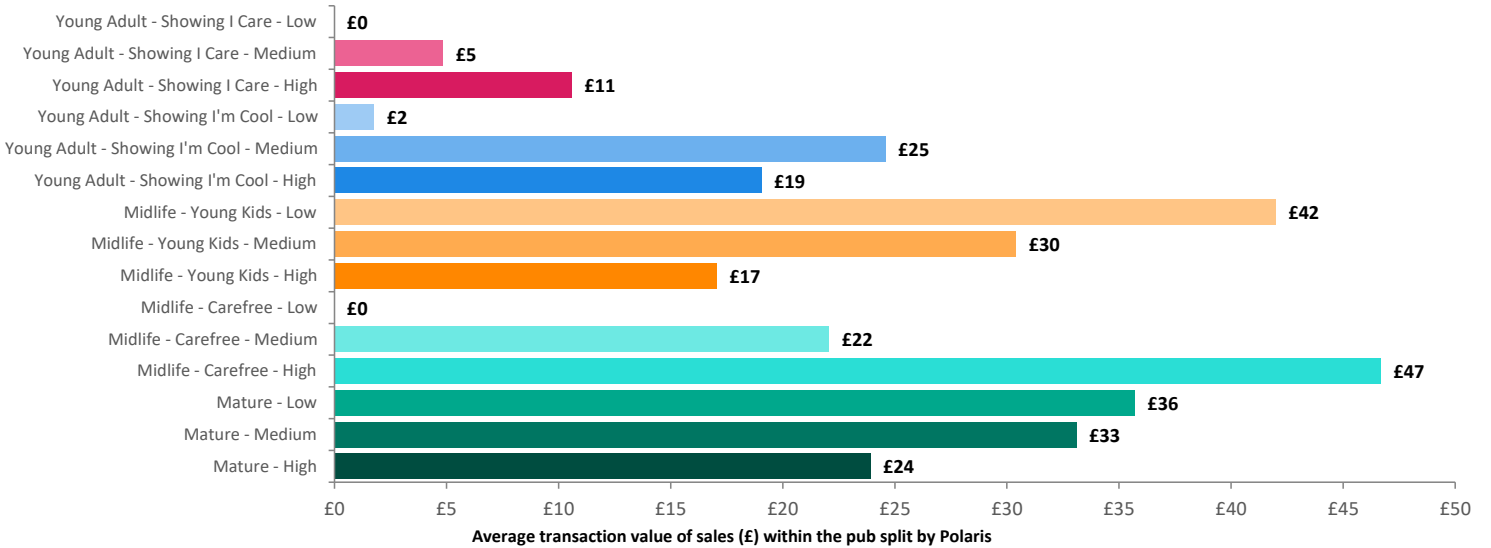
Total	419	419	104,081

Spend by Polaris

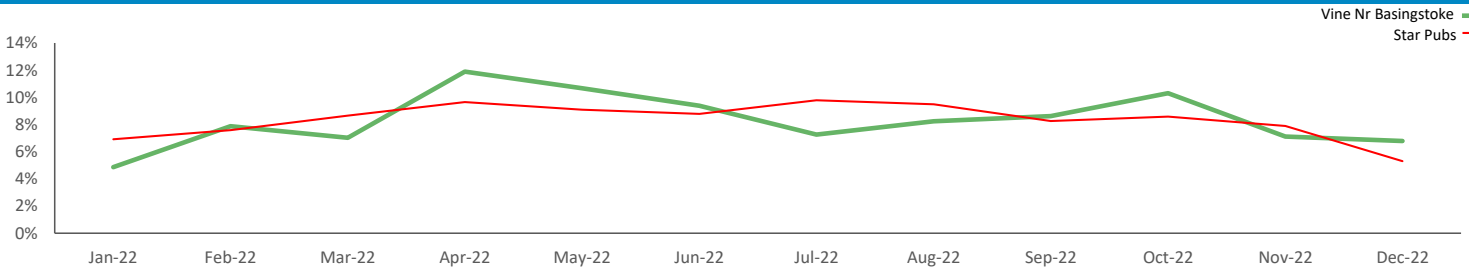
GB %



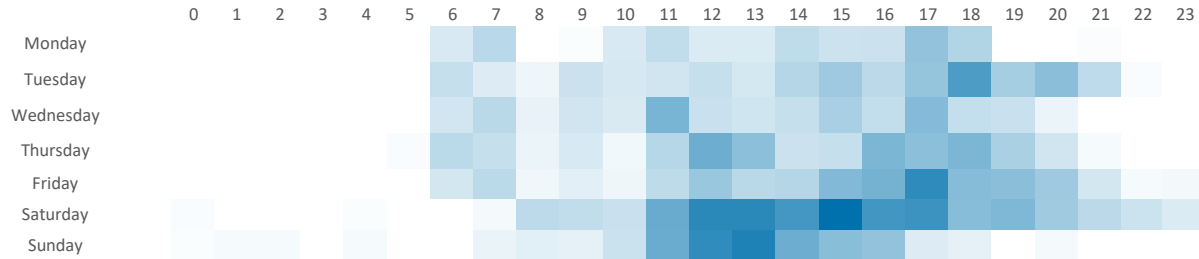
Average Transaction Values (£) by Polaris



Spend by Month

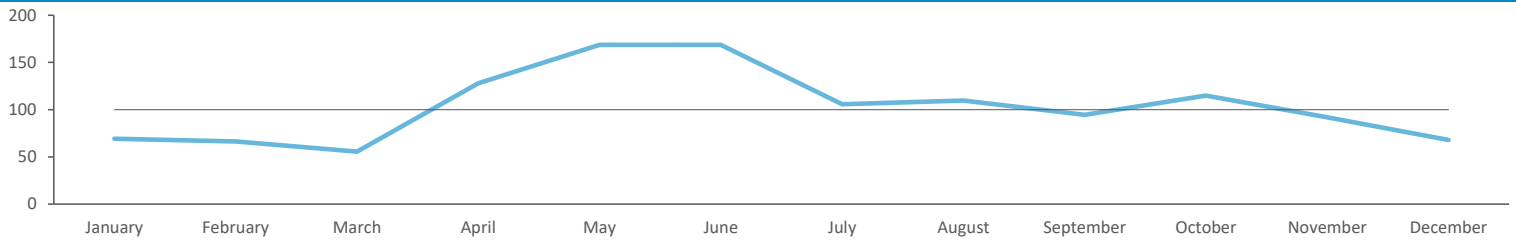


Time of Day/Day of Week



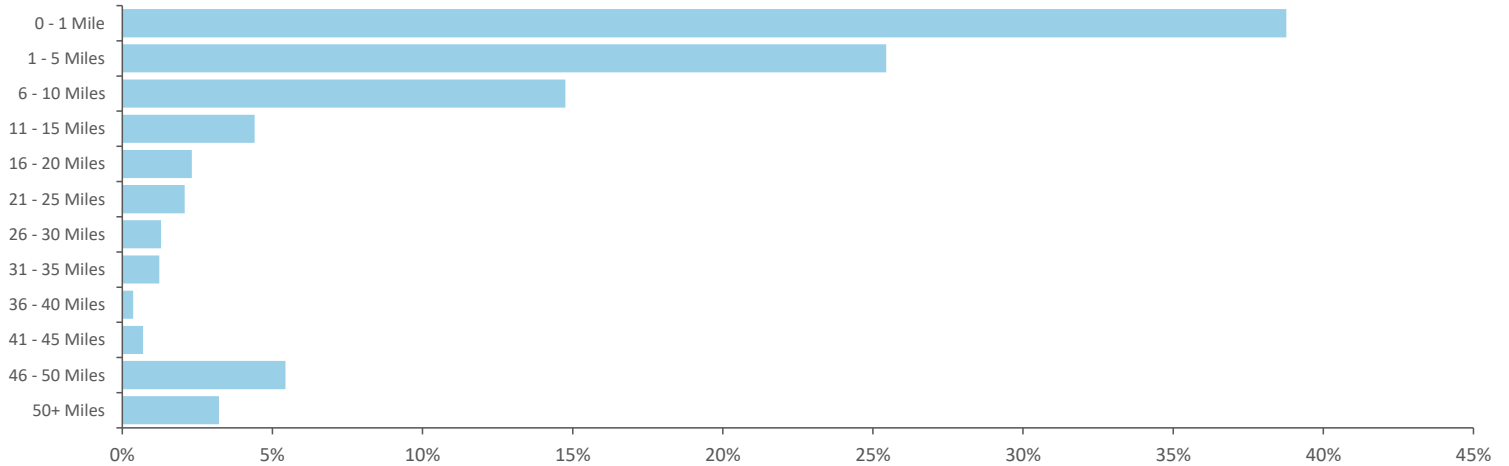
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



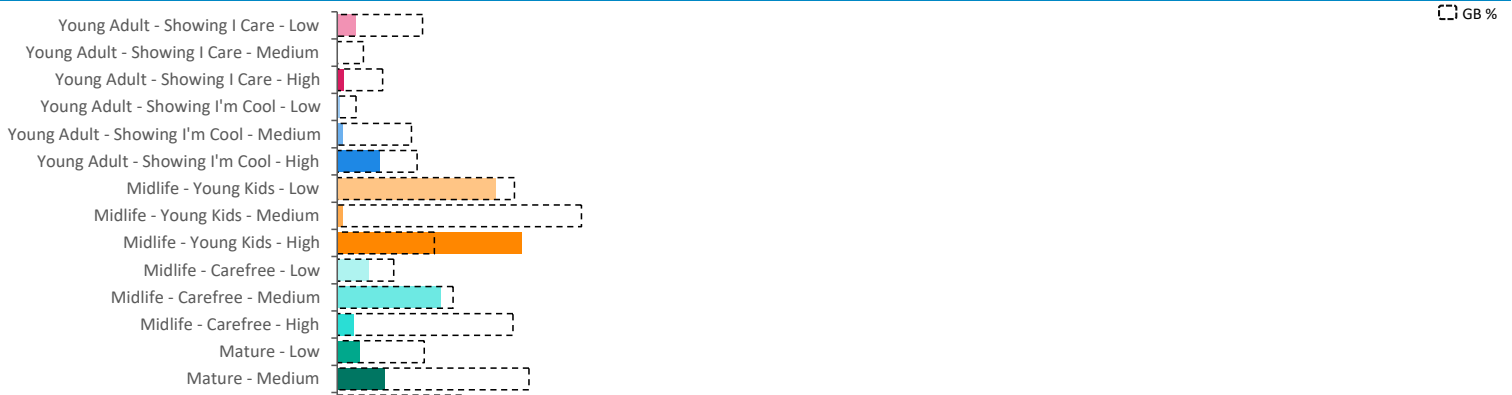
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

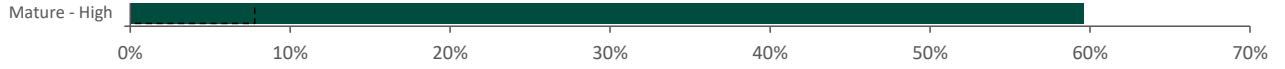


Mobile Data Summary - Vine Nr Basingstoke

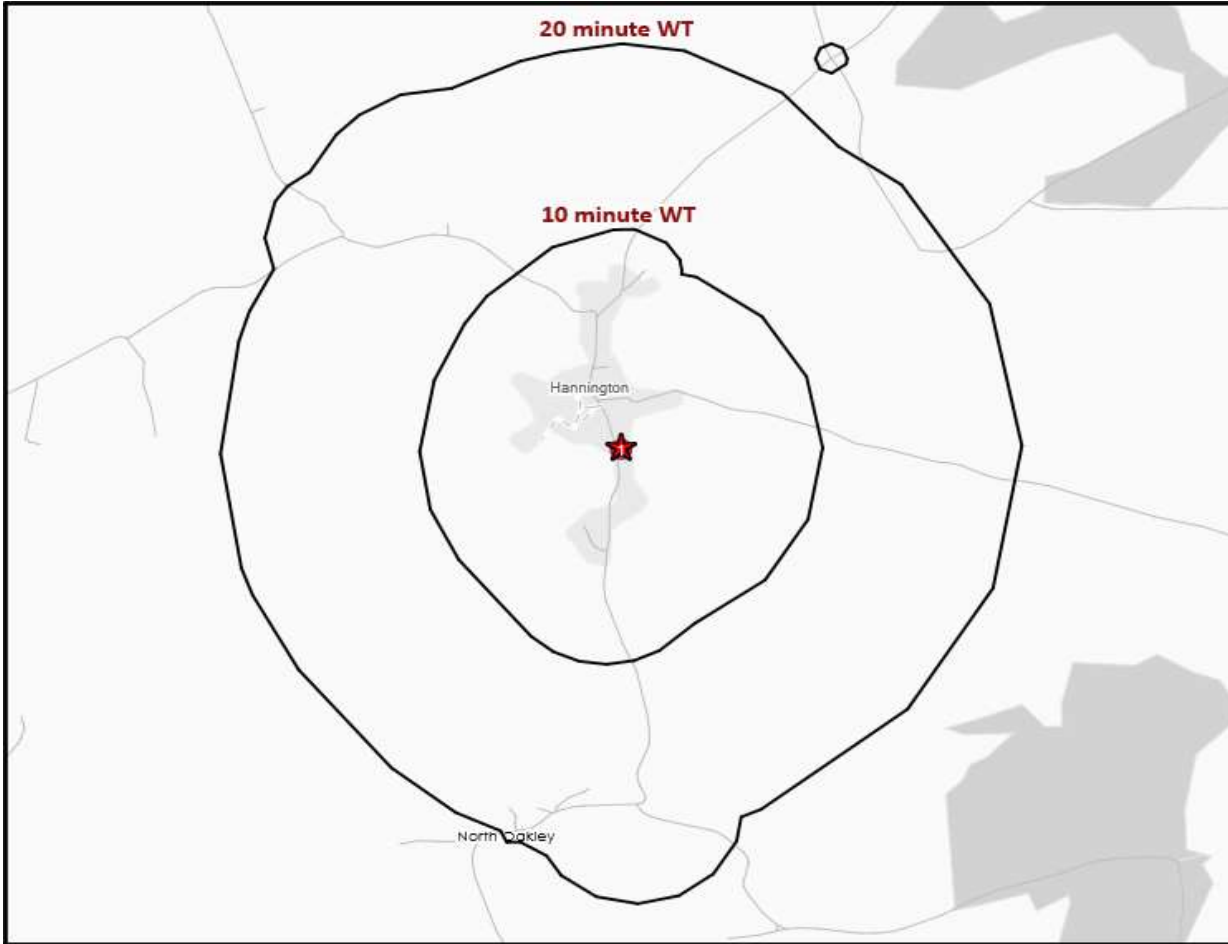


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Time of Day/Day of Week



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	Vine	RG26 5TX	Star Pubs & Bars	Premium Local	0.0