

Catchment Summary - Mountbatten

Over GB Average

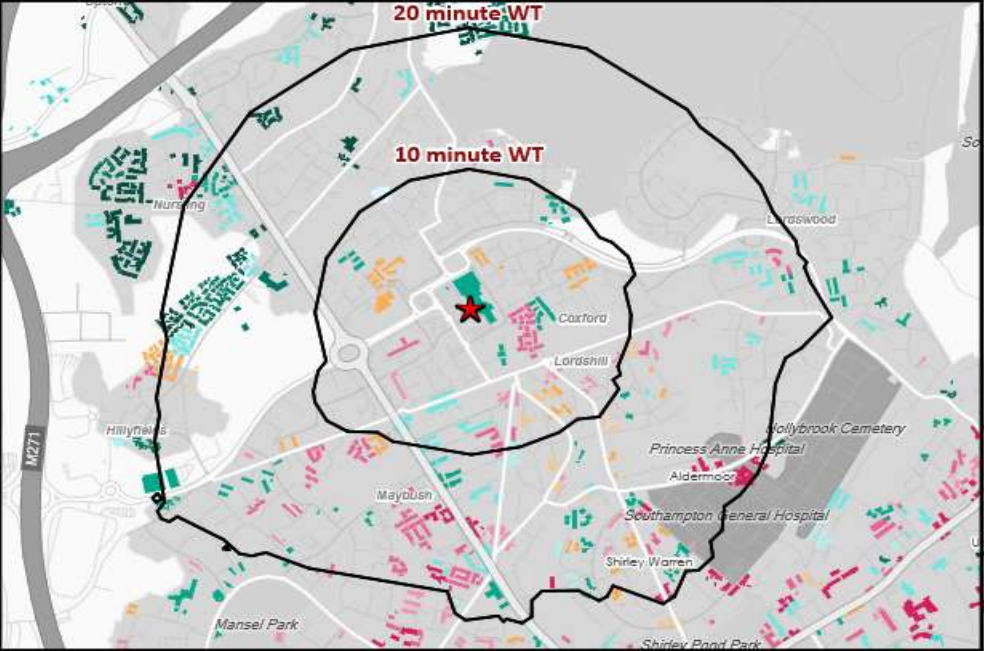
Around GB Average

Under GB Average

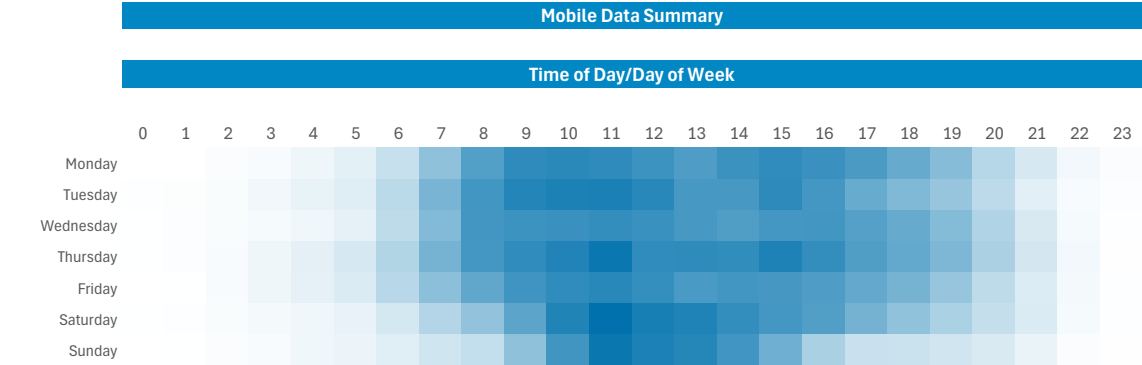
*WT= Walktime

**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	7.462	23.438	426.528	141	121	102		
Adults 18+	5.983	18.209	344.307	Pop. & Adl. 18+ index based on all pubs				
Competition Pubs	1	4	319	134	112	102		
Adults 18+ per Competition Pub	5.983	4.552	1.079	5	9	79		
% Adults Likely to Drink	75,1%	74,6%	76,8%	675	514	122		
				100	99	102		
Affluence	Low	60,8%	44,6%	21,2%	183	134	64	
	Medium	36,3%	44,4%	46,5%	95	116	122	
	High	2,9%	10,9%	31,3%	11	40	114	
*Affluence does not include Not Private Households								
Mean Net Disposable income (£pa)			£17.060	£18.674	£21.645	80	88	102
Age Profile	18-24	520	1.784	49.808	82	90	138	
	25-34	857	3.198	61.401	85	101	106	
	35-44	904	3.223	58.401	90	102	102	
	45-64	1.924	5.754	99.181	102	97	92	
	65+	1.778	4.250	75.516	125	95	93	



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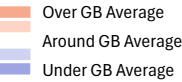
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1.311	6.921	113.715	79	137	119
Midlife - Young Kids	1.077	2.604	26.773	165	131	71
Midlife - Carefree	806	2.816	57.996	85	98	107
Mature	2.789	5.859	142.528	105	73	93
Not Private Households	0	9	3.295	0	409	7.910
Total	5.983	18.209	344.307			



Per Pub - Mountbatten

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5.983	18.209	344.307
Number of Competition Pubs	1	4	319
Adults 18+ per Competition Pub	5.983	4.552	1.079

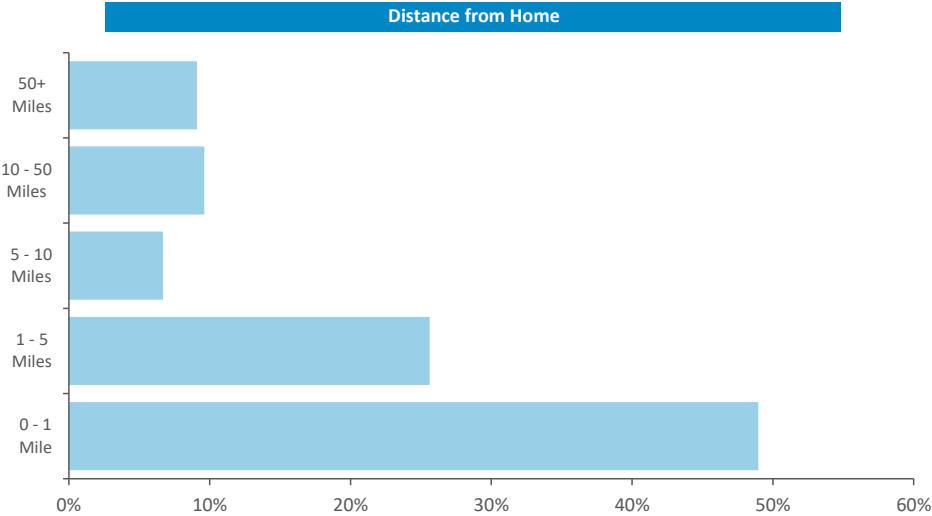
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	377	6,3%	76
Circuit Bar	0	448	7,5%	179
Community Pub	0	1.721	28,8%	147
Craft Led	0	204	3,4%	95
Great Pub Great Food	0	350	5,9%	32
High Street Pub	0	1.529	25,6%	135
Premium Local	0	567	9,5%	56

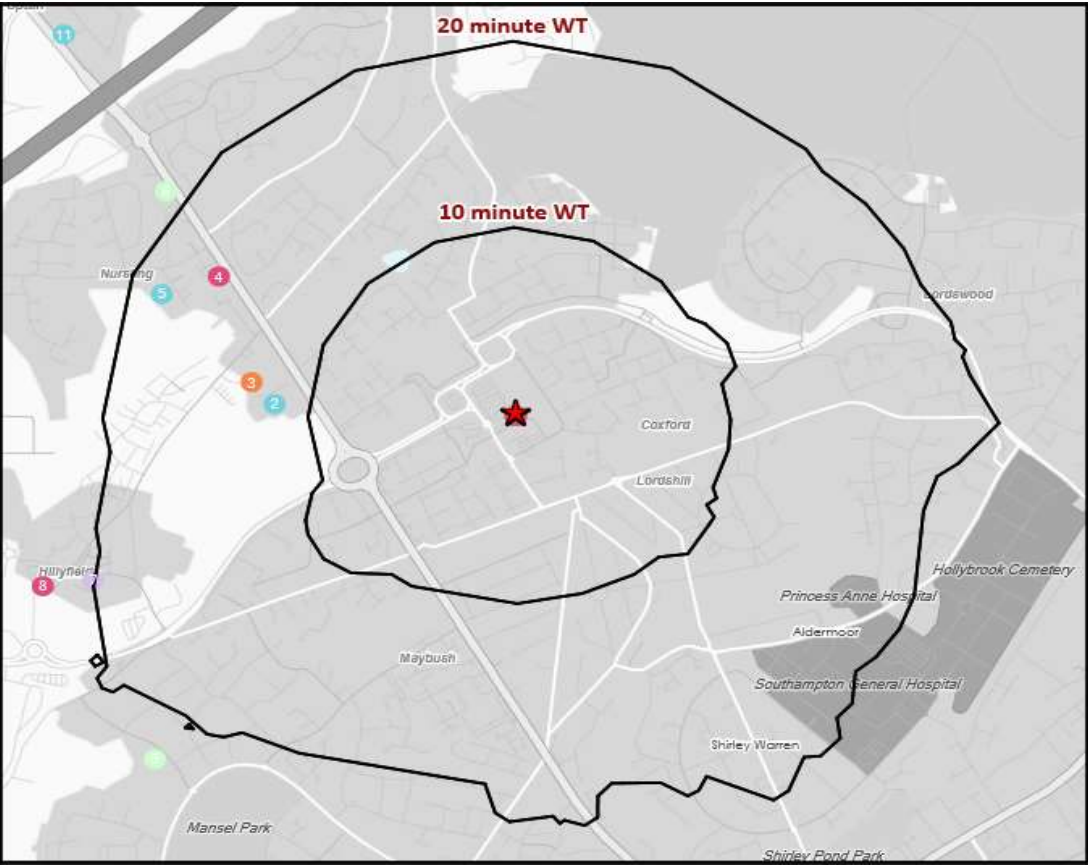
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	1.648	9,0%	109
Circuit Bar	0	1.243	6,8%	164
Community Pub	0	3.872	21,3%	109
Craft Led	0	894	4,9%	137
Great Pub Great Food	0	1.859	10,2%	56
High Street Pub	0	3.800	20,9%	111
Premium Local	0	2.087	11,5%	68

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	23	34.820	10,1%	122
Circuit Bar	22	15.090	4,4%	105
Community Pub	17	48.396	14,1%	72
Craft Led	0	16.459	4,8%	133
Great Pub Great Food	32	68.961	20,0%	110
High Street Pub	51	49.443	14,4%	76
Premium Local	56	60.469	17,6%	104



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Competition - Mountbatten



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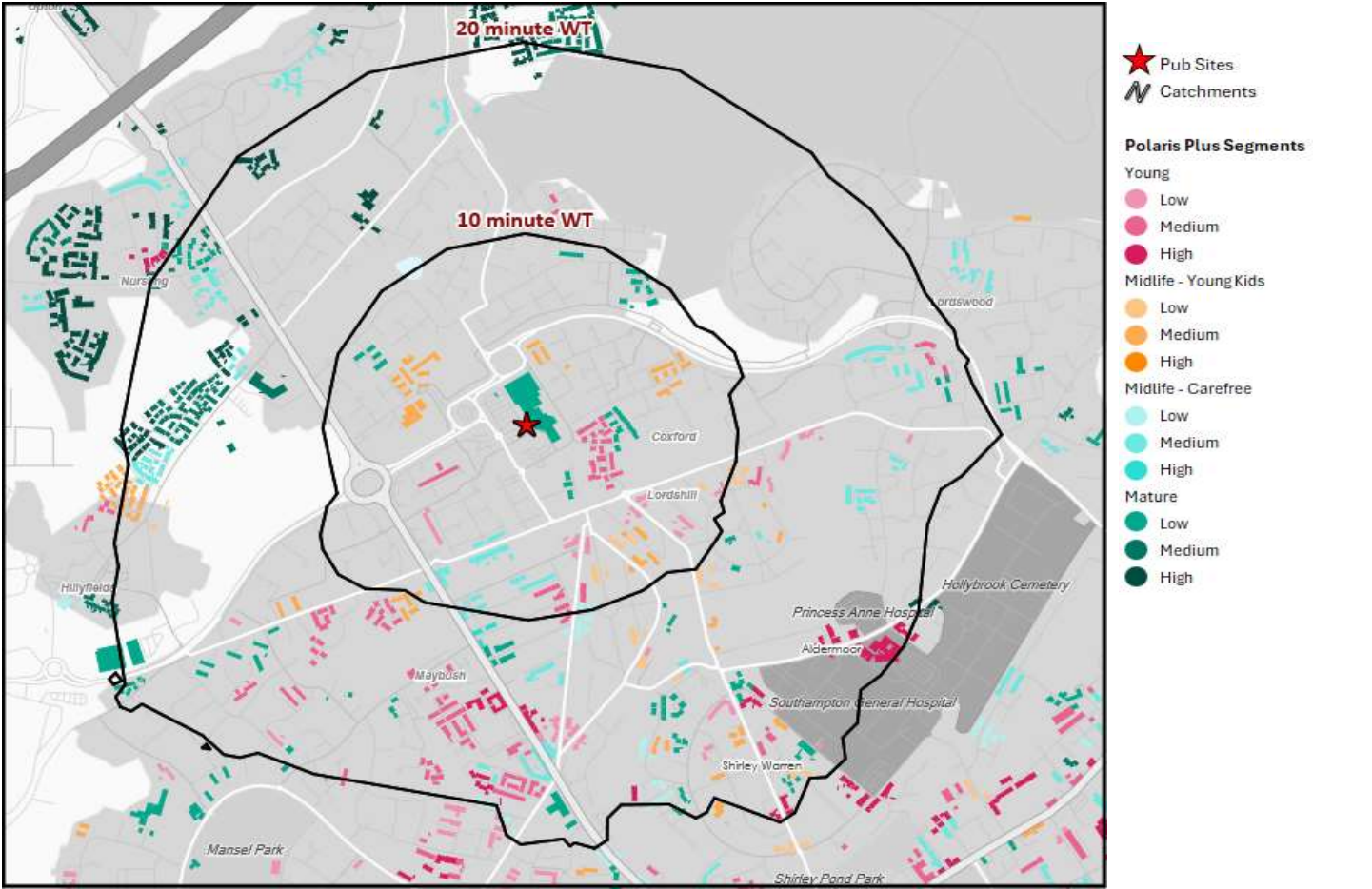
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
8	Walnut Tree Farm	SO16 0AU	Greene King	Family Pub Din	25,4%	0,93
4	Balmorral Inn	SO16 0XJ	Whitbread	Family Pub Din	18,7%	0,61
12	Four Horseshoes	SO16 0YA	Wadworth & Co Ltd	Community Pu	18,1%	1,15
6	Horns Inn	SO16 0XA	Stonegate Pub Company	Community Pu	12,6%	0,78
9	Saints	SO16 9LP	Independent Free	Community Pu	12,4%	0,95
11	Romsey Golf Club	SO16 0XW	Independent Free	Clubland	7,1%	1,12
13	Bricklayers Arms	SO16 4QD	Admiral Taverns Ltd	Premium Local	2,6%	1,19
5	Nursling And Rownhams Social C	SO16 0YL	Independent Free	Clubland	2,3%	0,69
10	Ice House	SO16 6AA	Stonegate Pub Company	Community Pu	0,7%	1,08
0	Buzz Bingo	SO16 8HY	Gala Group	Large Venue	0,0%	0,00
0	Mountbatten	SO16 8HY	Star Pubs & Bars	Family Pub Din	0,0%	0,00
2	Millbrook R F C	SO16 8FA	Independent Free	Clubland	0,0%	0,44
3	Express By Holiday Inn	SO16 0XN	Atlas Hotels	Hotel	0,0%	0,48
7	David Lloyd Leisure	SO16 0XS	David Lloyd Leisure Ltd	Sports Clubs	0,0%	0,84

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

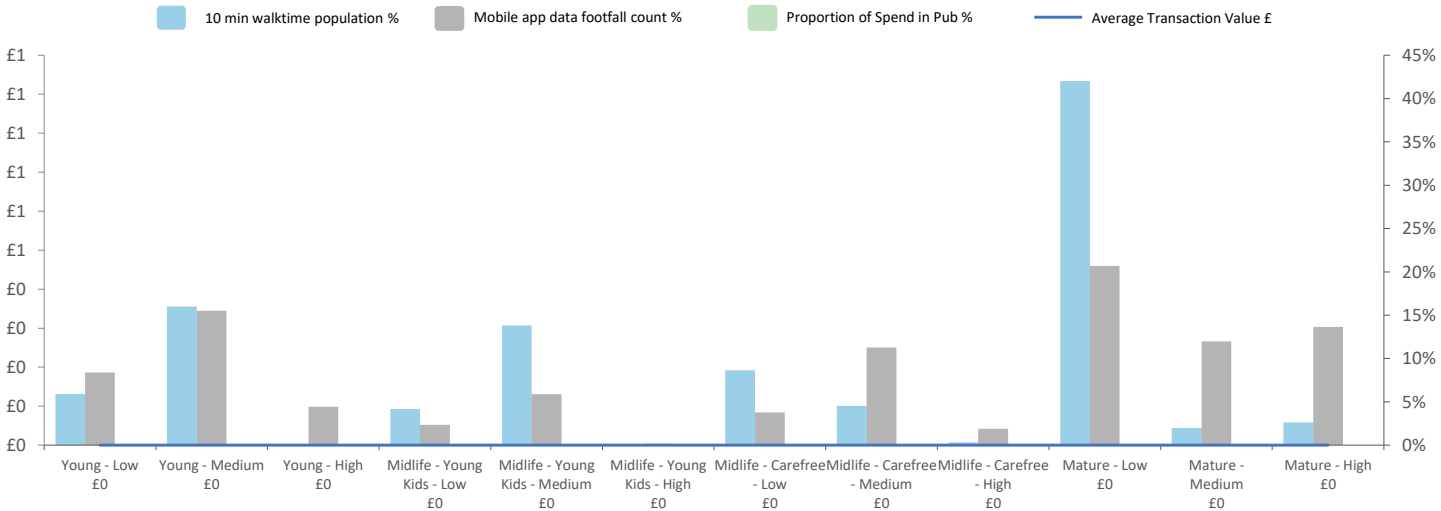
Catchment Summary - Mountbatten

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
121666	Mountbatten	SO16 8HY	Star Pubs & Bars	Family Pub Dining	9



Polarix Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Mountbatten

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Over GB Average

Around GB Average

Under GB Average

*WT= Walktime, **DT= Drivetime

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Competition Pubs	1	4	319	5	9	79
Adults 18+ per Competition Pub	5,983	4,552	1,079	675	514	122
% Adults Likely to Drink	75,1%	74,6%	76,8%	100	99	102

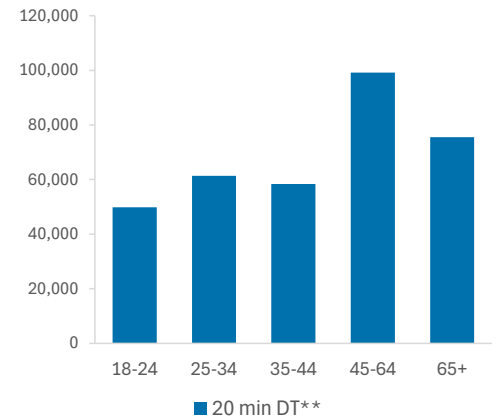
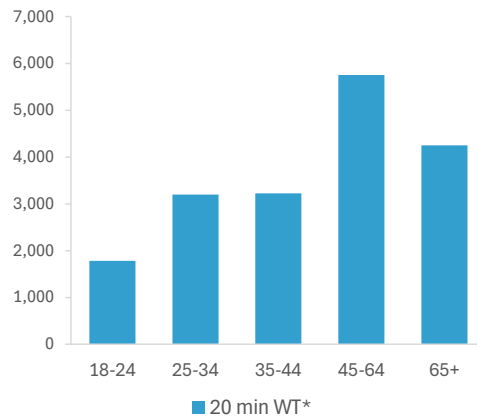
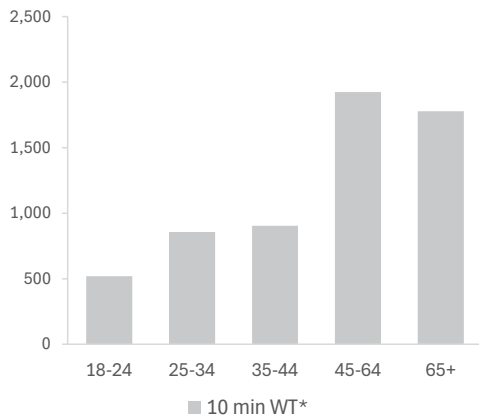
Population & Adults 18+ index is based on all pubs

Affluence	Low	60,8%	44,6%	21,2%	183	134	64
	Medium	36,3%	44,4%	46,5%	95	116	122
	High	2,9%	10,9%	31,3%	11	40	114

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£17,060	£18,674	£21,645	80	88	102
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Age Profile	18-24	520	1,784	49,808	82	90	138
	25-34	857	3,198	61,401	85	101	106
	35-44	904	3,223	58,401	90	102	102
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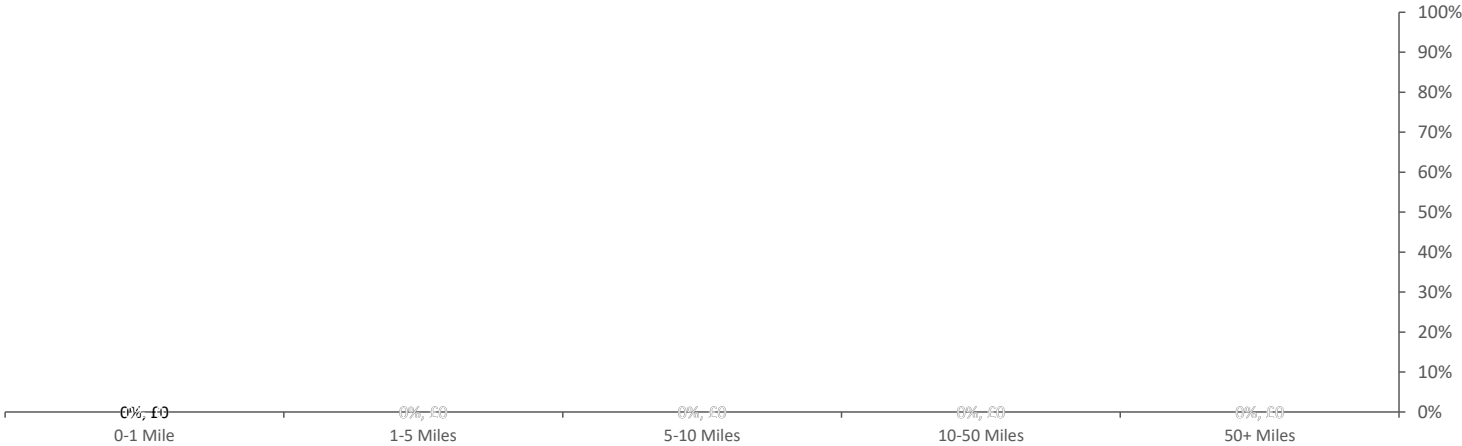


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,656 (49%)	11,448 (49%)	211,428 (50%)	100	100	101
	Female	3,806 (51%)	11,990 (51%)	215,100 (50%)	100	100	99
Economic Status (16+)	Employed: Full-time	1,989 (32%)	7,130 (38%)	124,049 (35%)	94	110	102
	Employed: Part-time	892 (14%)	2,709 (14%)	44,947 (13%)	119	118	105
	Self employed	410 (7%)	1,368 (7%)	30,635 (9%)	72	79	94
	Unemployed	148 (2%)	474 (3%)	8,136 (2%)	94	98	90
	Full-time student	118 (2%)	386 (2%)	11,672 (3%)	80	86	139
	Retired	1,574 (25%)	3,613 (19%)	71,059 (20%)	116	87	91
	Other	1,060 (17%)	3,187 (17%)	63,307 (18%)	98	97	102
Total Worker Count		549	3,382	205,909			

See the Glossary page for further information on the above variables

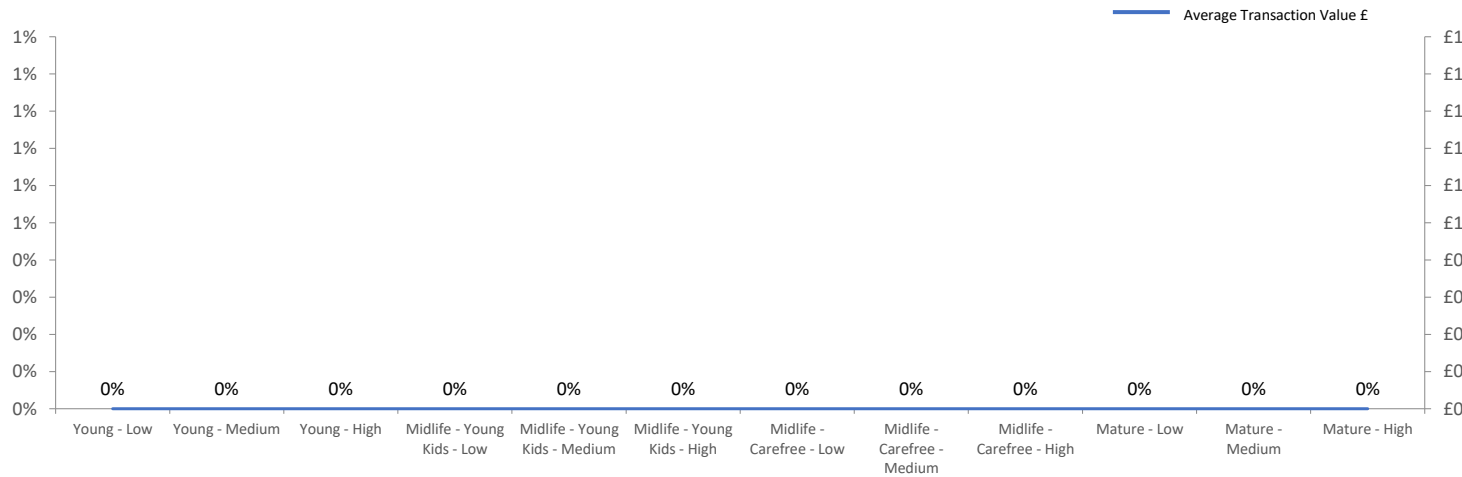
Transactional Data Summary - Mountbatten

Spend by Polaris and Distance from Home



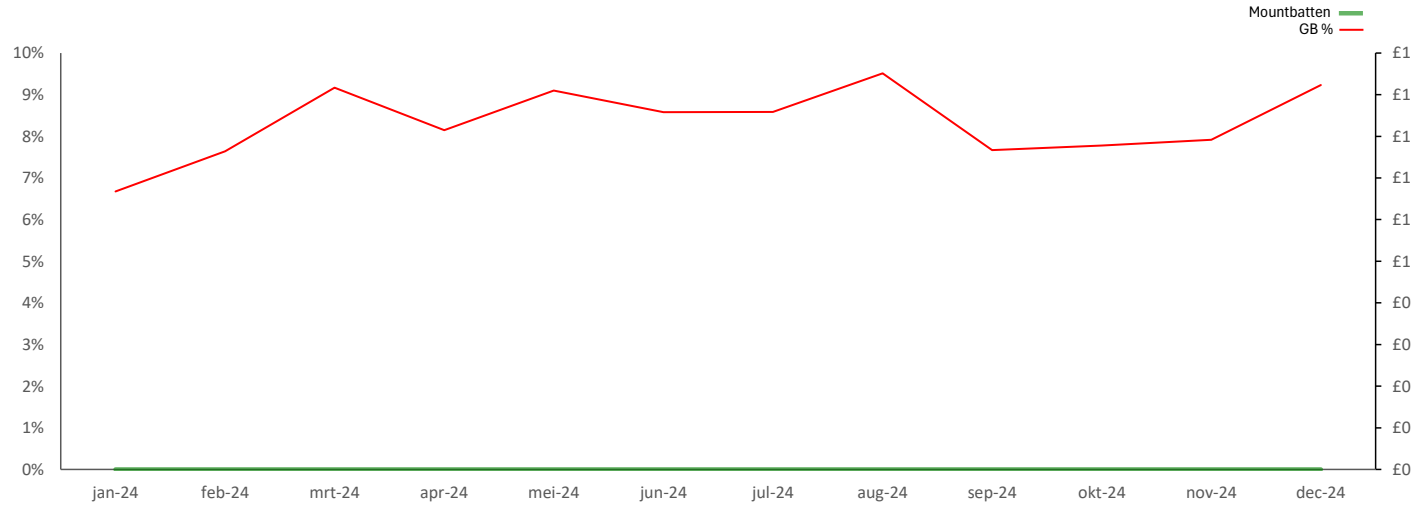
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



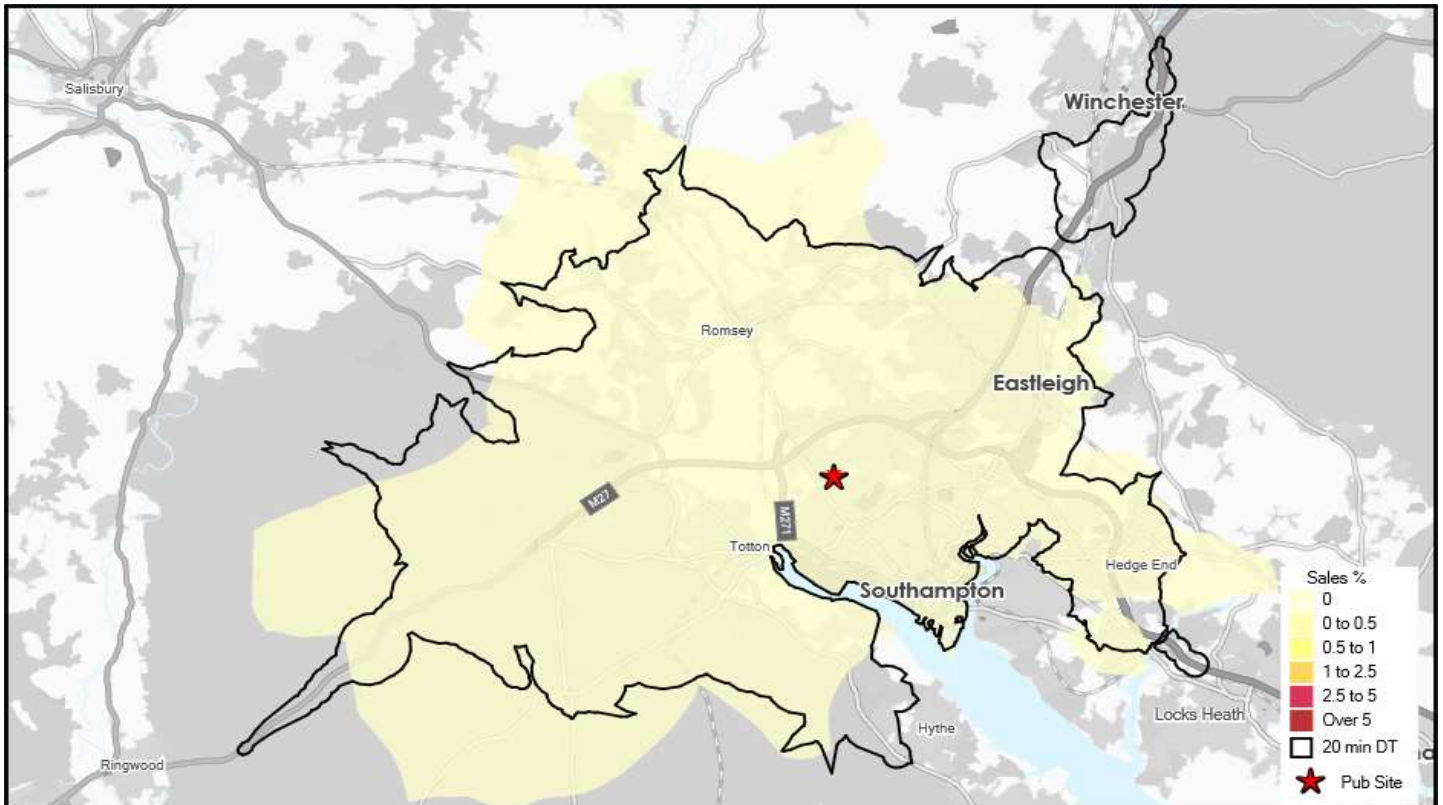
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



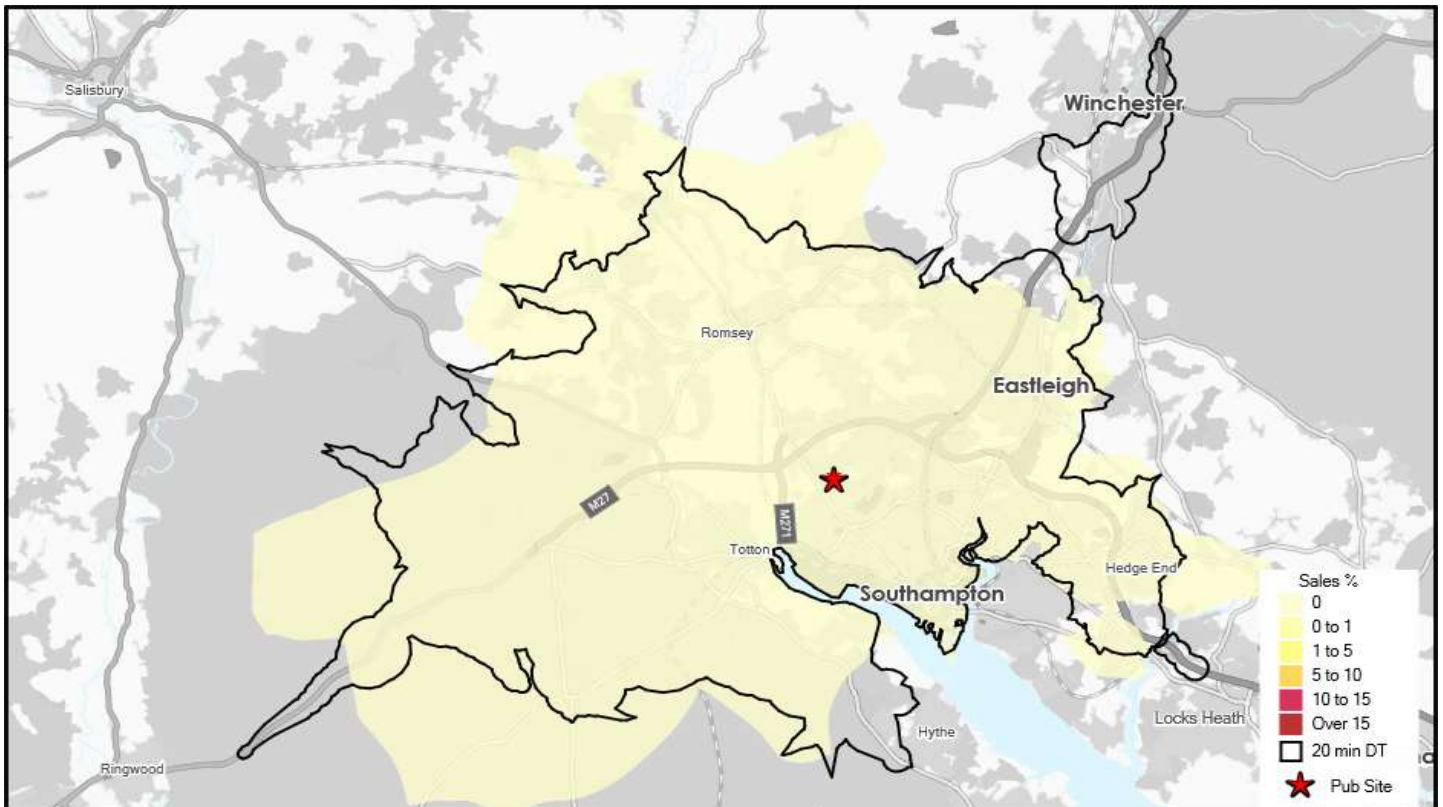
Seasonality of the spend split by month

Mountbatten Share of Spend from Postcode Sectors within 20 minute Drive



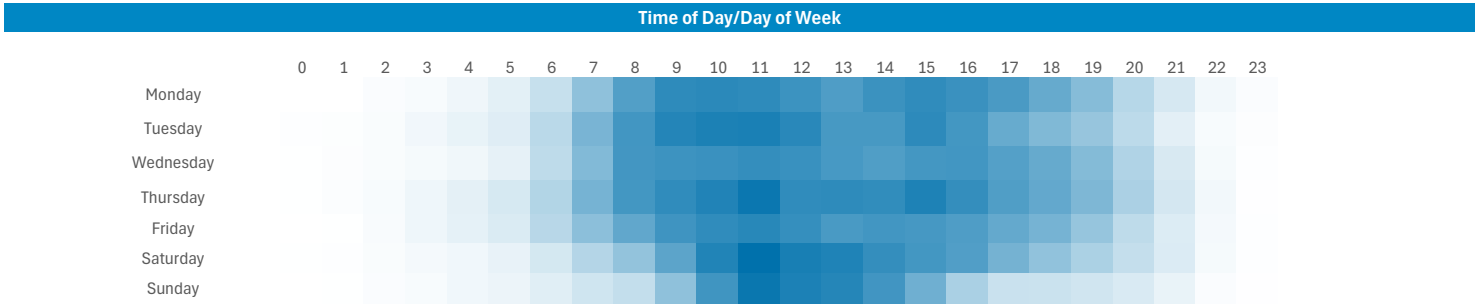
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Mountbatten

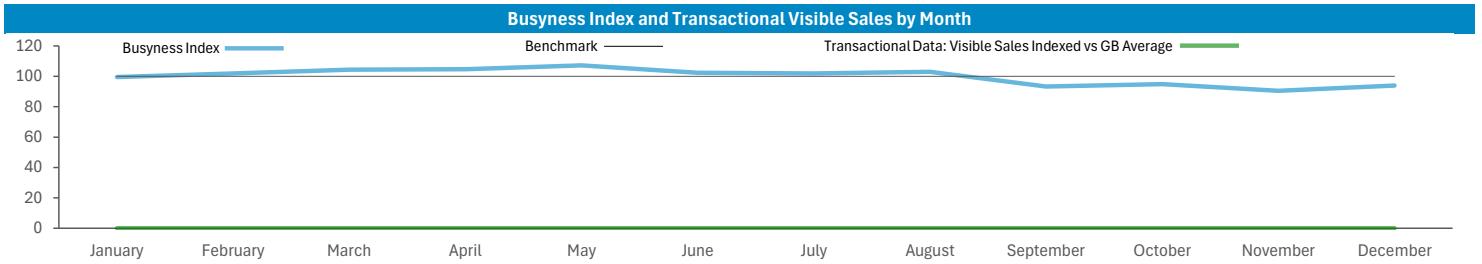


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

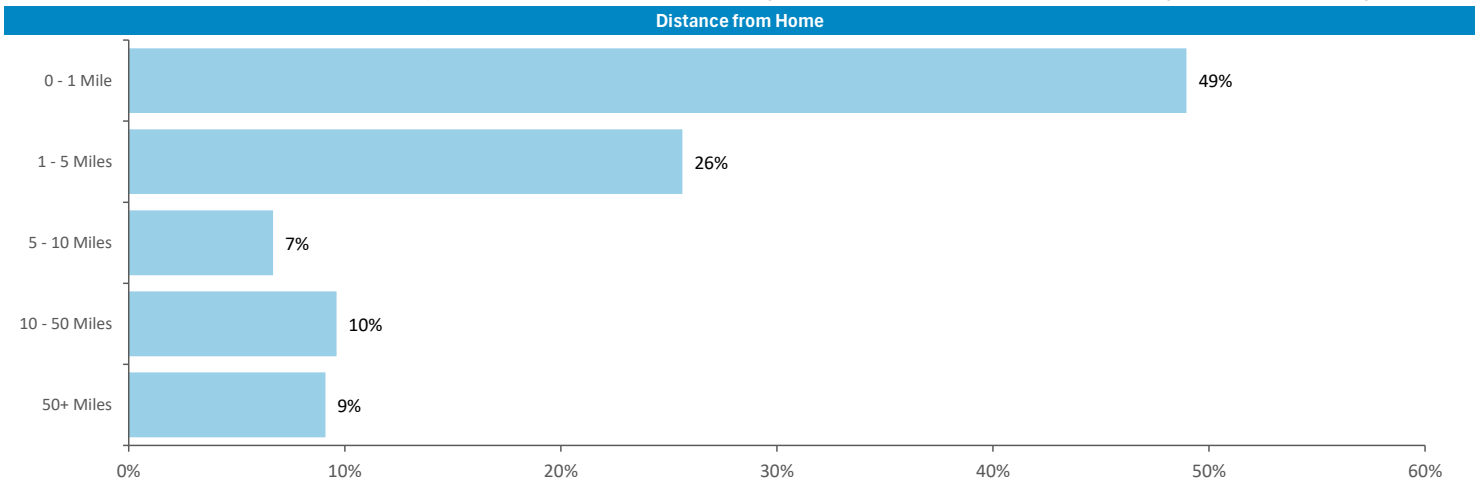
Mobile Data Summary - Mountbatten



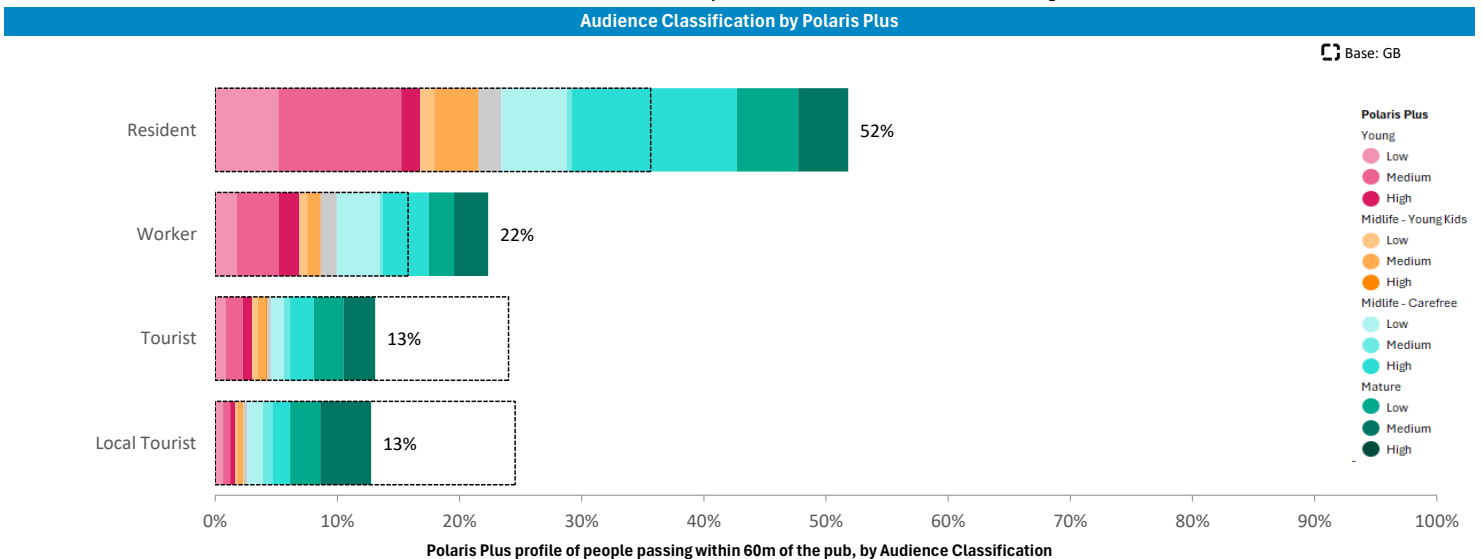
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



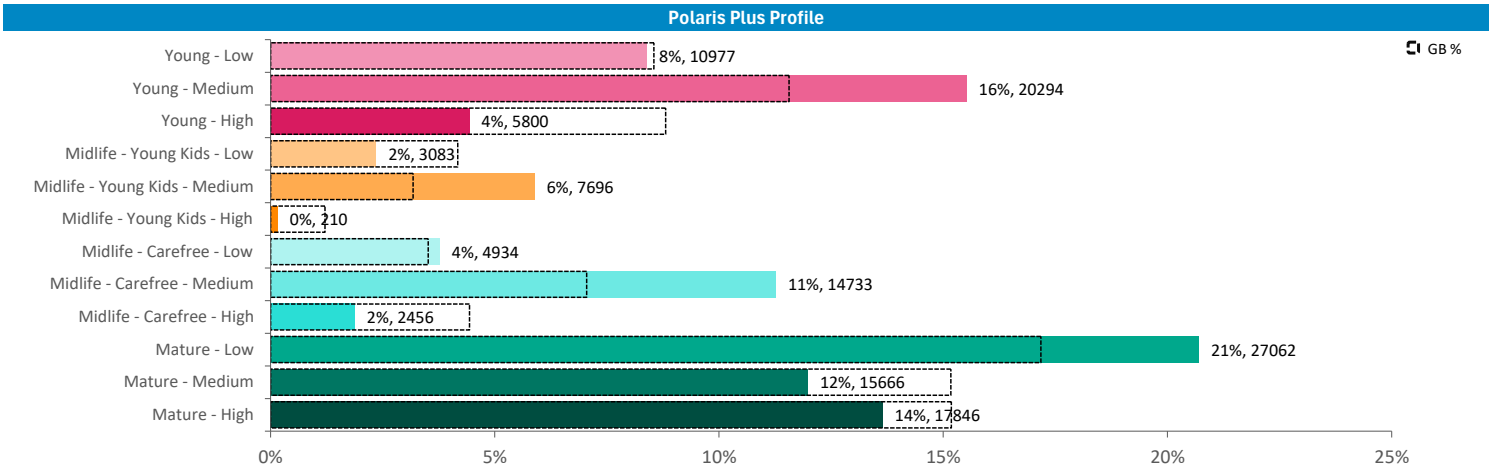
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average



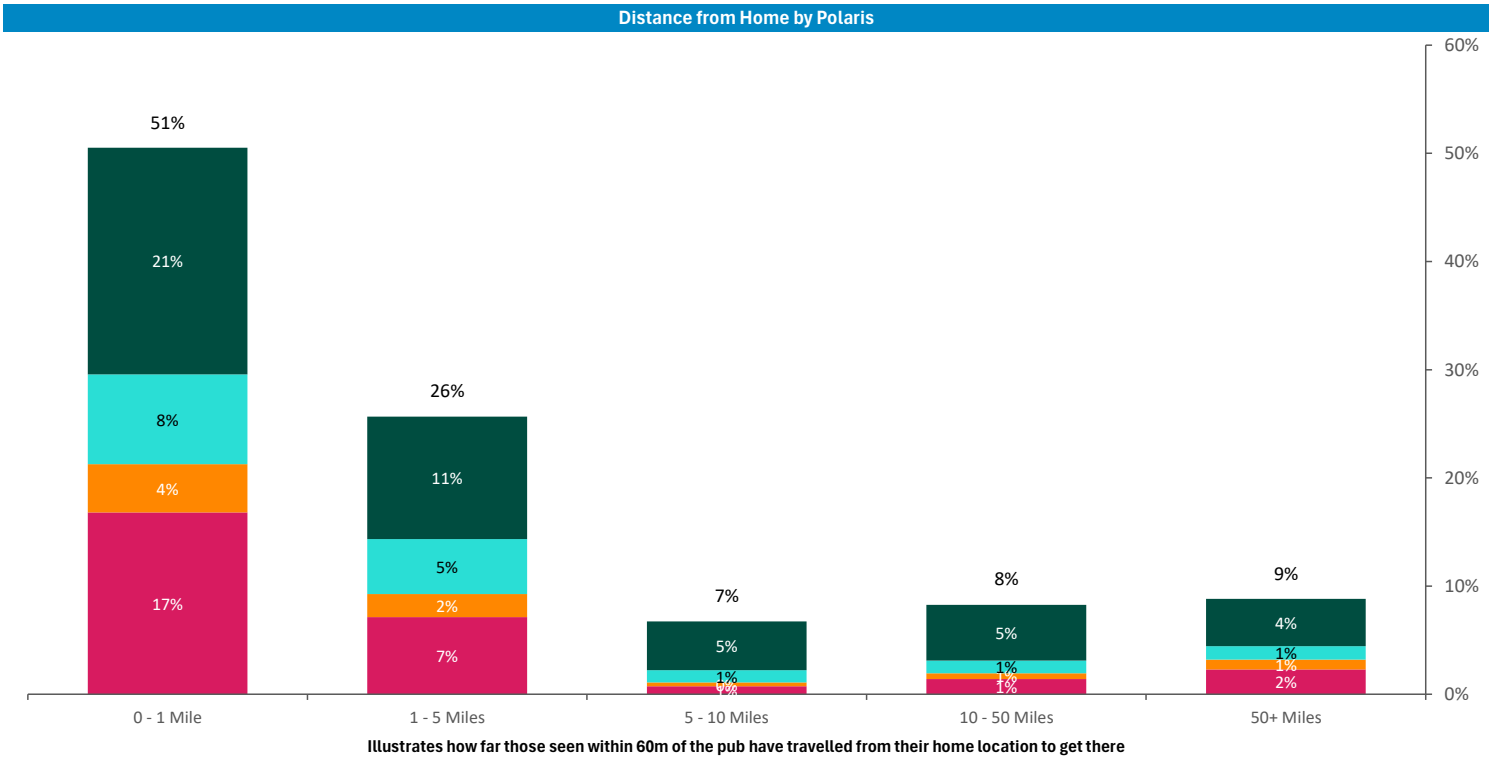
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there



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

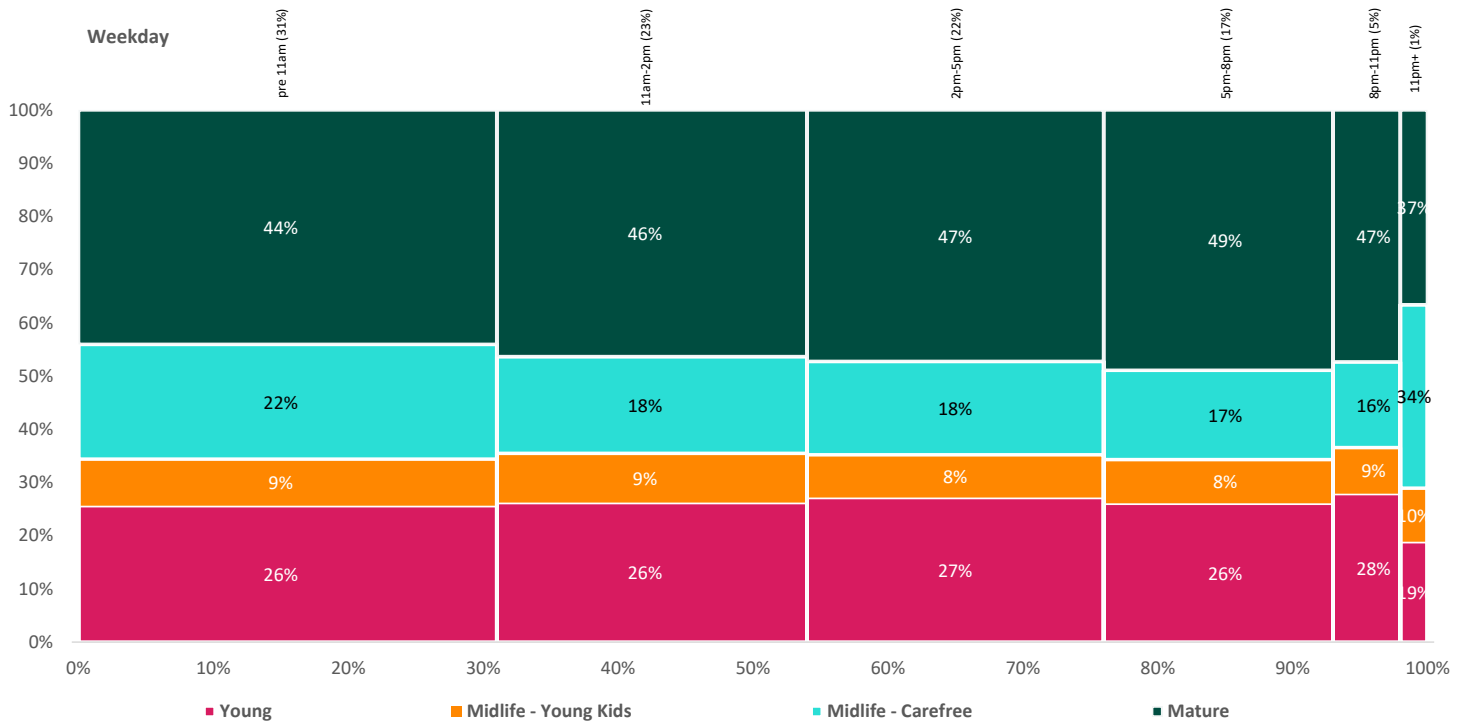


Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



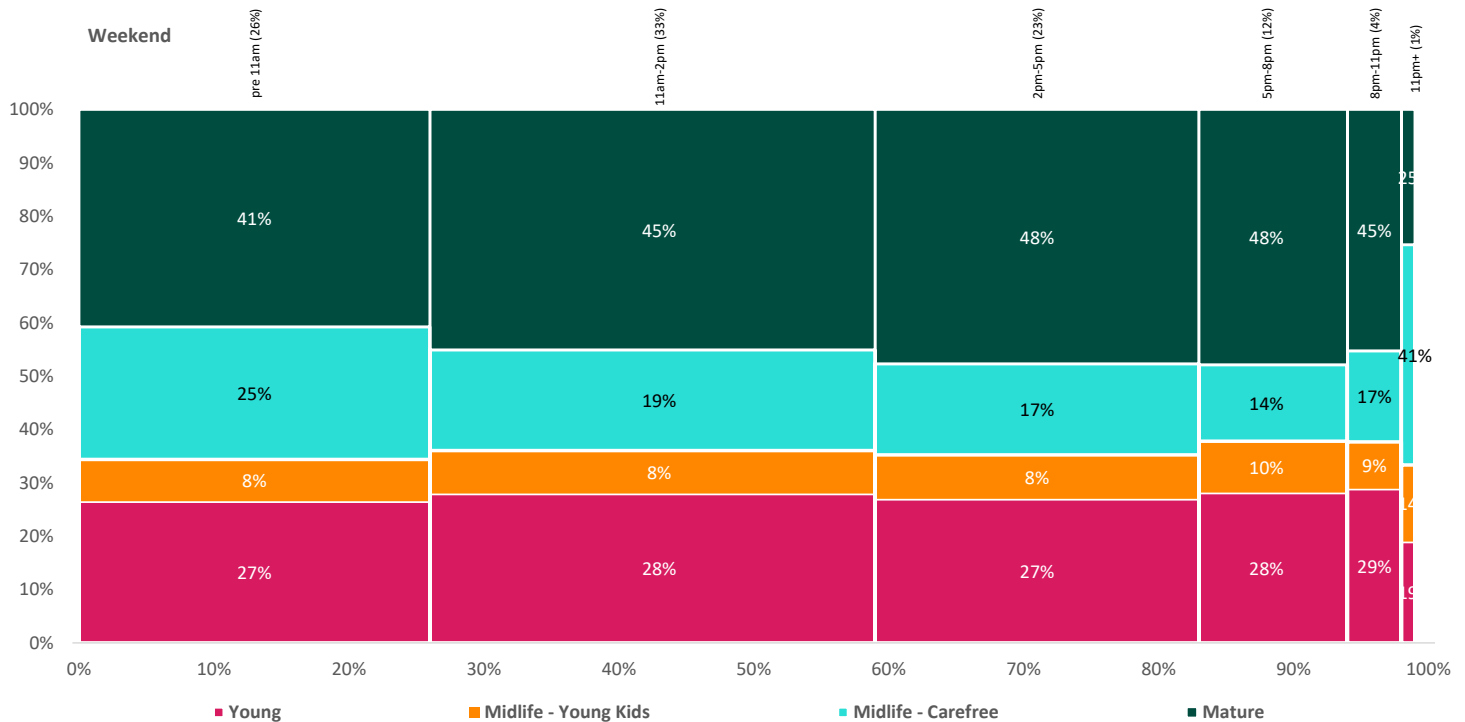
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	17.800	13.648	13.601	10.564	3.037	585	59.235
Midlife - Carefree	8.704	5.355	5.044	3.627	1.036	550	24.317
Midlife - Young Kids	3.532	2.719	2.319	1.777	553	161	11.061
Young	10.352	7.726	7.817	5.630	1.791	301	33.616
All	40.388	29.447	28.781	21.597	6.417	1.597	128.228

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

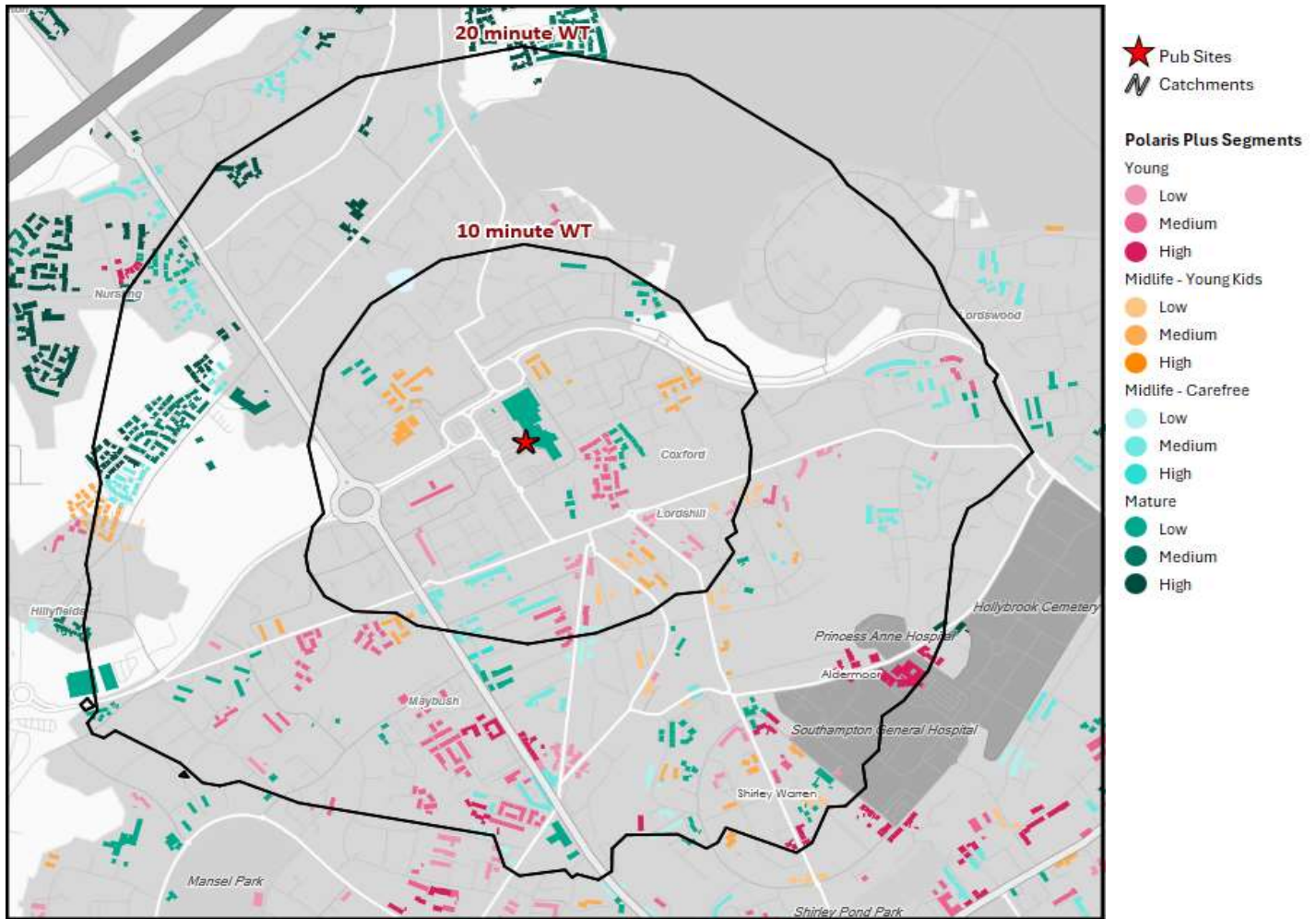


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	4.703	6.549	4.883	2.415	817	126	19.493
Midlife - Young Kids	2.878	2.754	1.757	726	309	205	8.629
Midlife - Carefree	904	1.171	842	486	159	71	3.633
Mature	3.067	4.074	2.771	1.424	522	94	11.952
All	11.552	14.548	10.254	5.050	1.806	497	43.707

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

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Polaris Plus Summary - Mountbatten



Polaris Plus Profile by Catchment

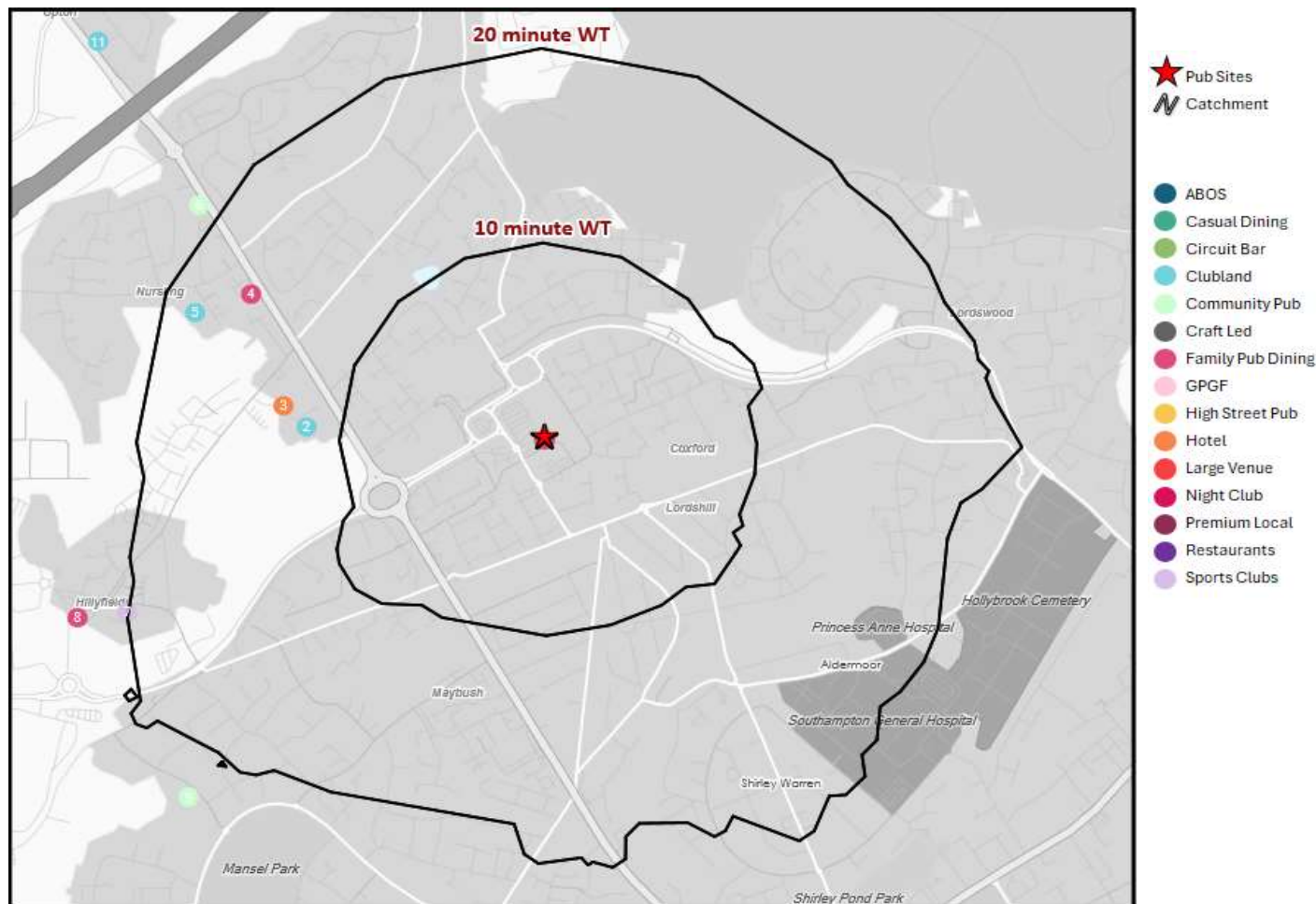
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	354	2,449	19,431	60	137	57
Medium	957	3,609	62,913	143	177	163
High	0	863	31,371	0	70	134
Midlife - Young Kids						
Low	251	803	6,294	77	80	33
Medium	826	1,801	19,531	321	230	132
High	0	0	948	0	0	24
Midlife - Carefree						
Low	516	950	7,390	207	125	51
Medium	271	1,847	39,984	64	142	163
High	19	19	10,622	7	2	69
Mature						
Low	2,515	3,925	40,028	307	158	85
Medium	118	832	37,592	13	29	70
High	156	1,102	64,908	17	40	125
Not Private Households	0	9	3,295	0	4	79
Total	5,983	18,209	344,307			

*WT= Walktime, **DT= Drivetime

Over GB Average (Orange)

Around GB Average (Light Blue)

Under GB Average (Dark Blue)



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	Buzz Bingo	SO16 8HY	Gala Group	Large Venue	0,0%	0,0%	0,00
0	Mountbatten	SO16 8HY	Star Pubs & Bars	Family Pub Dining	0,0%	0,0%	0,00
2	Millbrook R F C	SO16 8FA	Independent Free	Clubland	0,0%	0,0%	0,44
3	Express By Holiday Inn	SO16 0XN	Atlas Hotels	Hotel	0,0%	0,0%	0,48
4	Balmorral Inn	SO16 0XJ	Whitbread	Family Pub Dining	18,7%	67,6%	0,61
5	Nursling And Rownhams Social Club	SO16 0YL	Independent Free	Clubland	2,3%	96,8%	0,69
6	Horns Inn	SO16 0XA	Stonegate Pub Company	Community Pub	12,6%	87,5%	0,78
7	David Lloyd Leisure	SO16 0XS	David Lloyd Leisure Ltd	Sports Clubs	0,0%	0,0%	0,84
8	Walnut Tree Farm	SO16 0AU	Greene King	Family Pub Dining	25,4%	65,9%	0,93
9	Saints	SO16 9LP	Independent Free	Community Pub	12,4%	88,7%	0,95
10	Ice House	SO16 6AA	Stonegate Pub Company	Community Pub	0,7%	92,9%	1,08
11	Romsey Golf Club	SO16 0XW	Independent Free	Clubland	7,1%	69,7%	1,12
12	Four Horseshoes	SO16 0YA	Wadworth & Co Ltd	Community Pub	18,1%	75,2%	1,15
13	Bricklayers Arms	SO16 4QD	Admiral Taverns Ltd	Premium Local	2,6%	96,5%	1,19

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* 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

CGA Summary - Mountbatten

■ Over GB Average
■ Around GB Average
■ Under GB Average

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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.																																												
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."	Mature 55+ year olds "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"																																								
	- 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.																																												
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 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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																												
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="7">Rural</td></tr></table>					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						
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