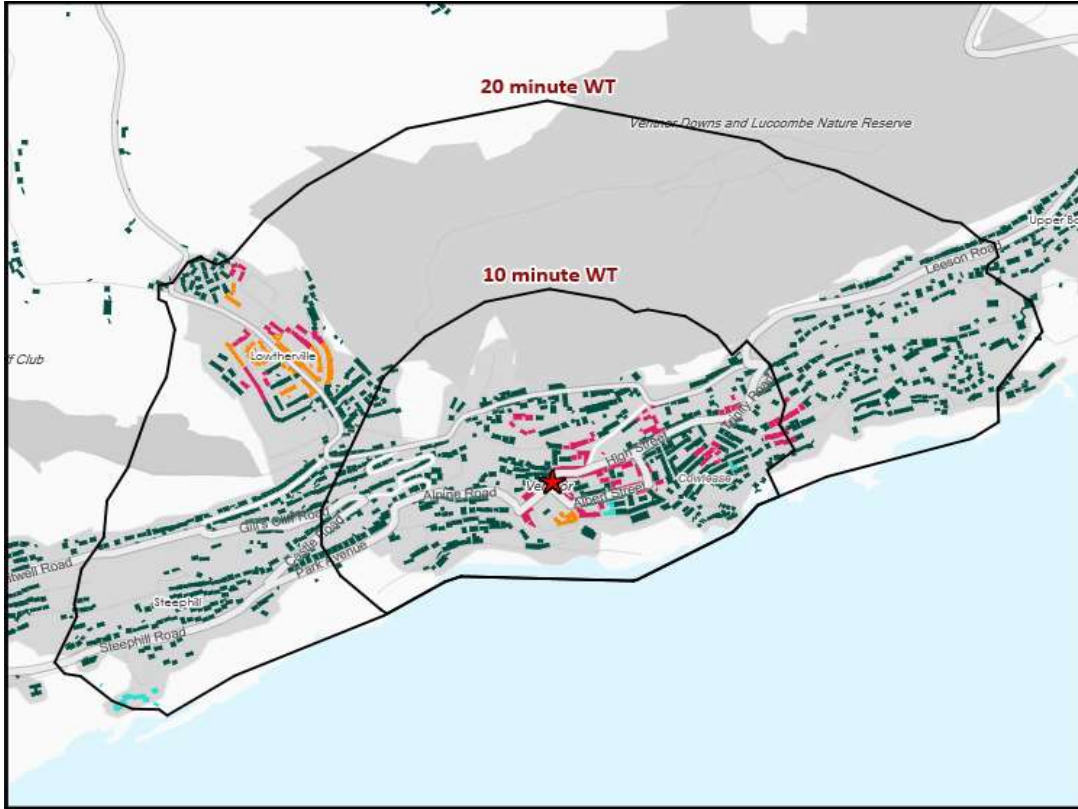


Catchment Summary - Blenheim Ventnor

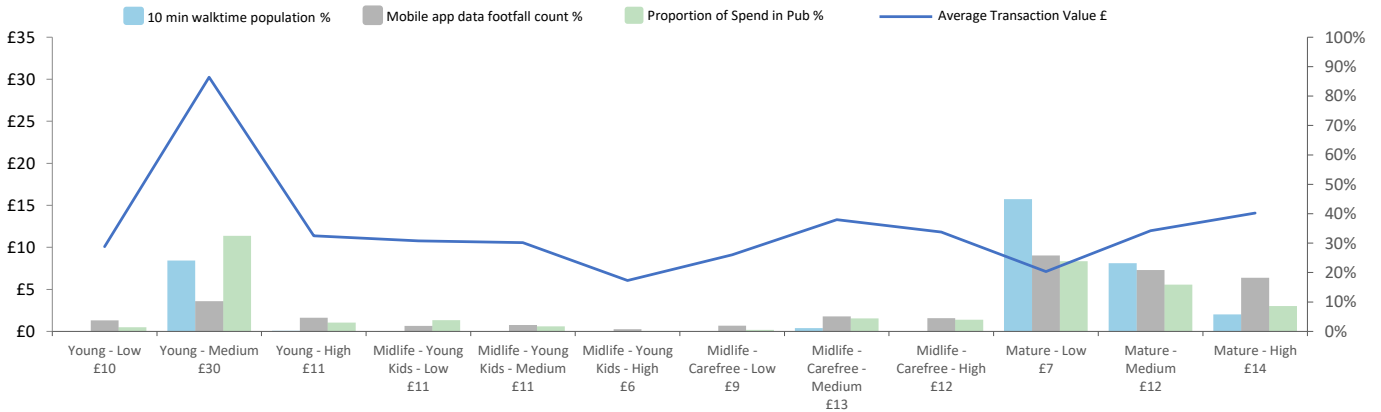
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627195	Blenheim Ventnor	PO38 1RY	Star Pubs & Bars	Circuit Bar	19



- 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

Catchment Summary - Blenheim Ventnor



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

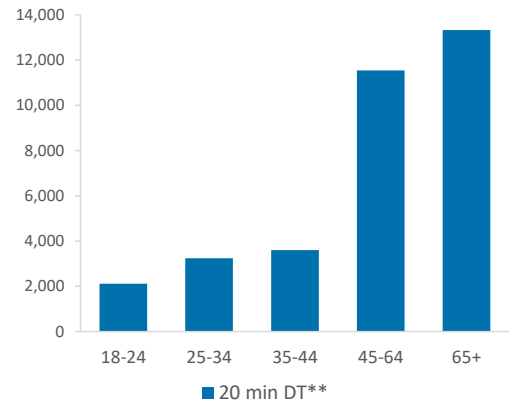
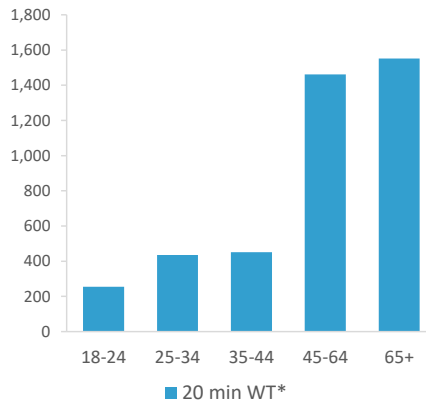
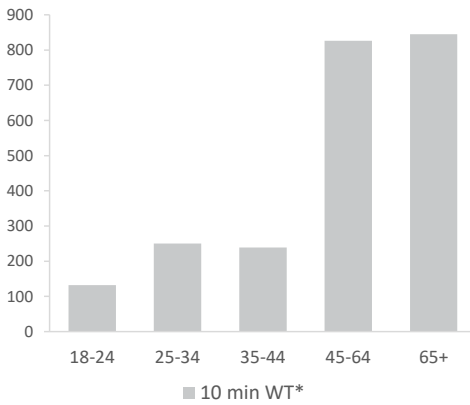
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,630	4,908	39,682	49	27	9
Adults 18+	2,292	4,154	33,829	51	27	10
Competition Pubs	10	17	76	56	47	18
Adults 18+ per Competition Pub	229	244	445	27	28	52
% Adults Likely to Drink	79.3%	78.6%	79.6%	104	103	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	45.1%	44.3%	38.1%	136	133	115
	Medium	48.4%	46.1%	43.2%	127	121	113
	High	6.0%	8.3%	16.8%	22	30	62

*Affluence does not include Not Private Households

Age Profile	18-24	132	255	2,117	62	64	66
	25-34	250	435	3,242	71	66	61
	35-44	239	451	3,602	69	69	69
	45-64	826	1,461	11,537	122	116	113
	65+	845	1,552	13,331	167	165	175



	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	1,317 (50%)	2,443 (50%)	19,307 (49%)	102	102	99
	Female	1,313 (50%)	2,465 (50%)	20,375 (51%)	98	98	101
Economic Status (16+)	Employed: Full-time	428 (18%)	805 (19%)	7,254 (21%)	53	55	61
	Employed: Part-time	276 (12%)	496 (12%)	4,264 (12%)	100	99	104
	Self employed	342 (15%)	600 (14%)	4,023 (12%)	159	153	126
	Unemployed	65 (3%)	118 (3%)	854 (2%)	101	101	89
	Full-time student	10 (0%)	25 (1%)	253 (1%)	18	25	31
	Retired	816 (35%)	1,481 (35%)	12,967 (37%)	161	160	171
	Other	386 (17%)	712 (17%)	4,978 (14%)	95	96	83
Total Worker Count		892	1,369	7,981			

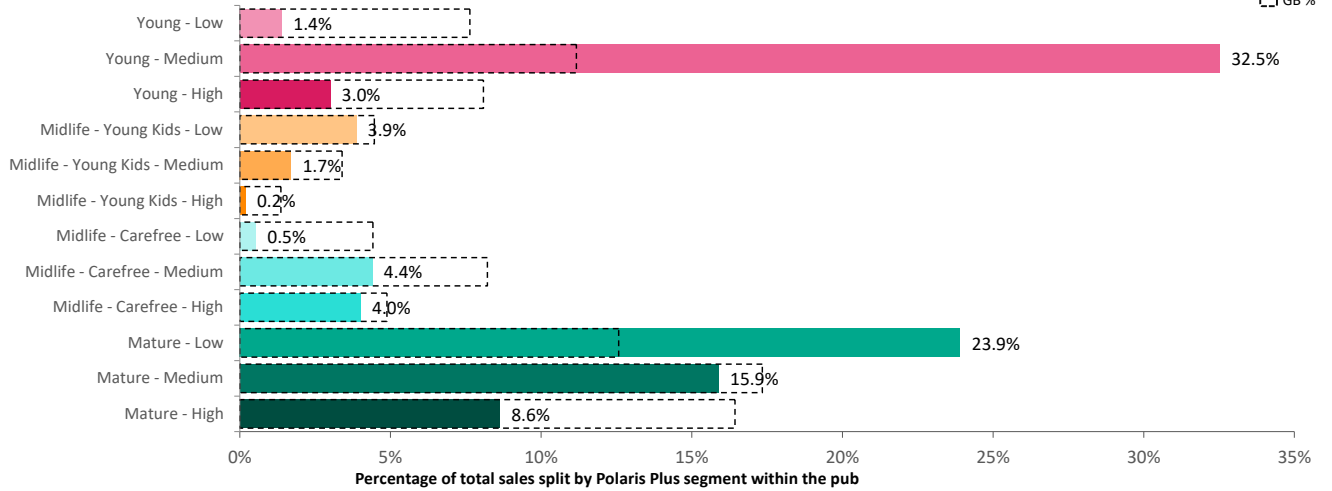
See the Glossary page for further information on the above variables

Transactional Data Summary - Blenheim Ventnor

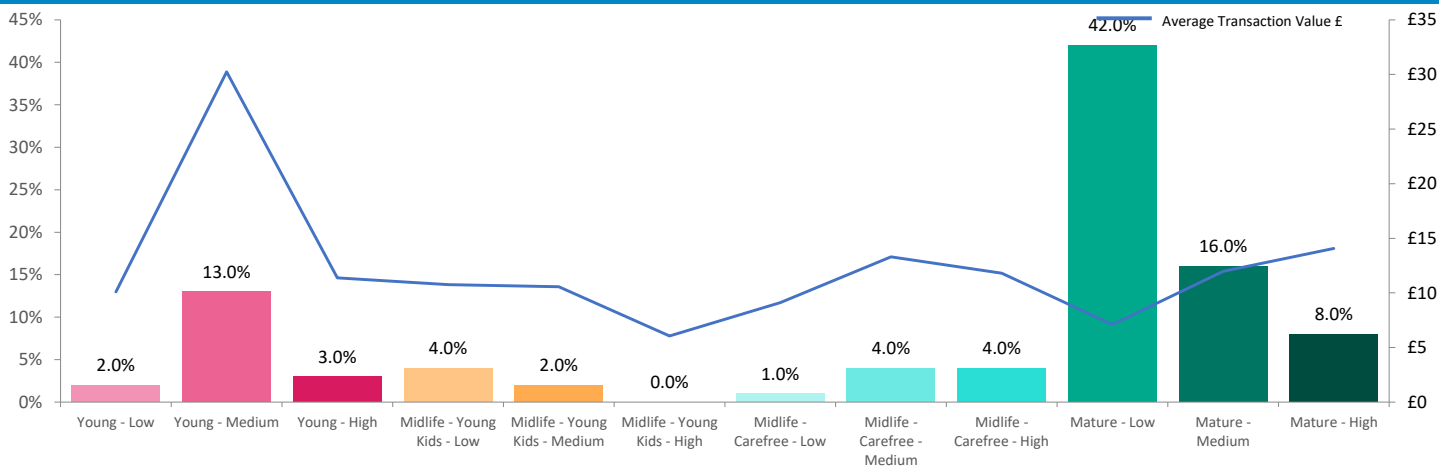


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Spend by Polaris Plus

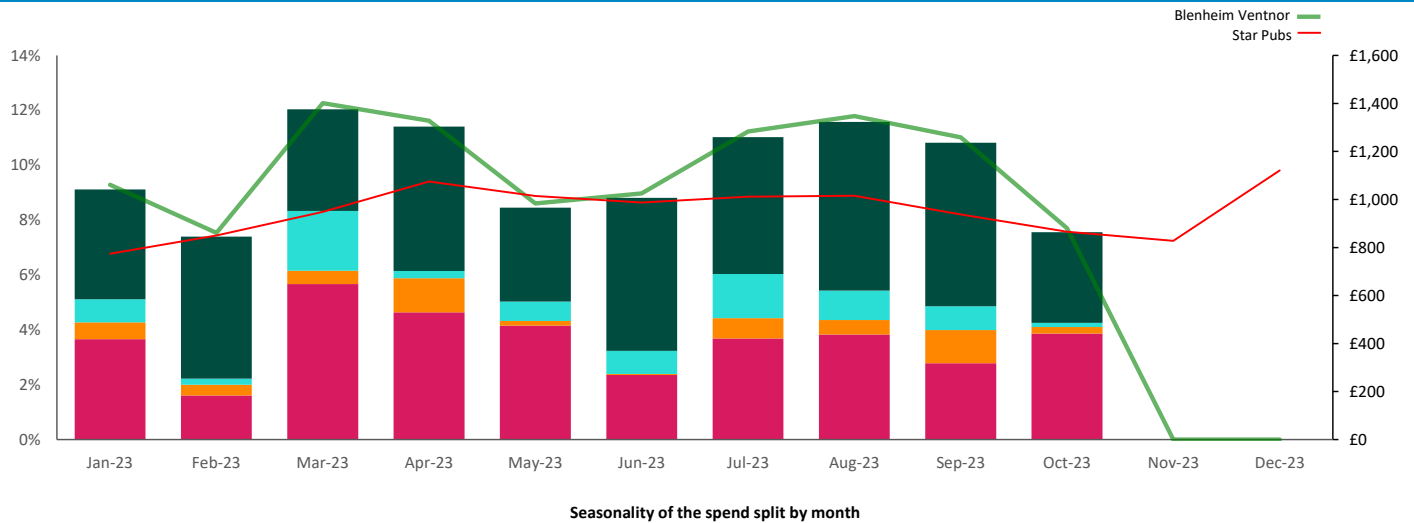


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

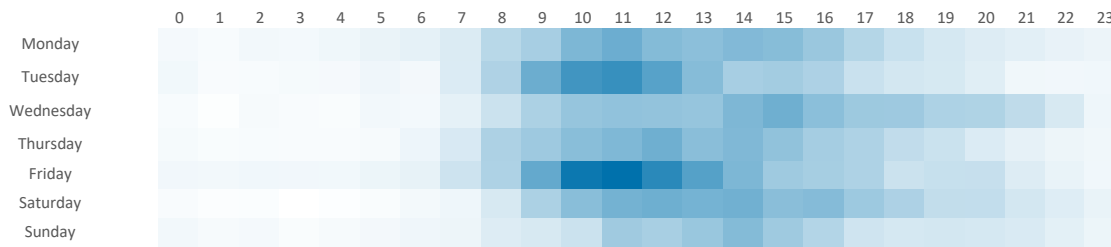


Mobile Data Summary - Blenheim Ventnor



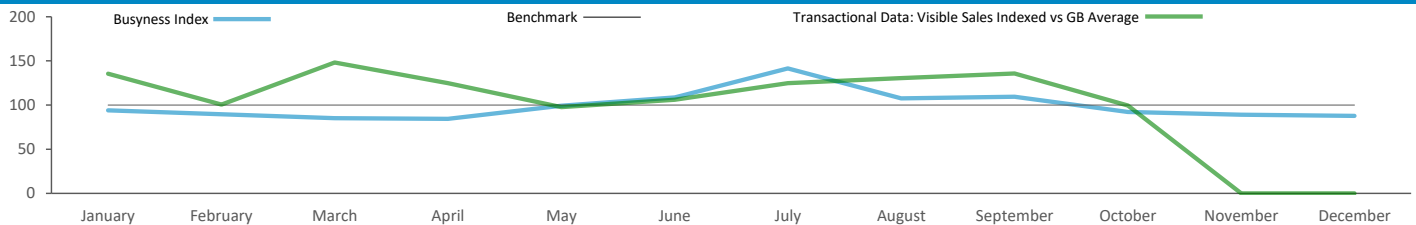
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Time of Day/Day of Week



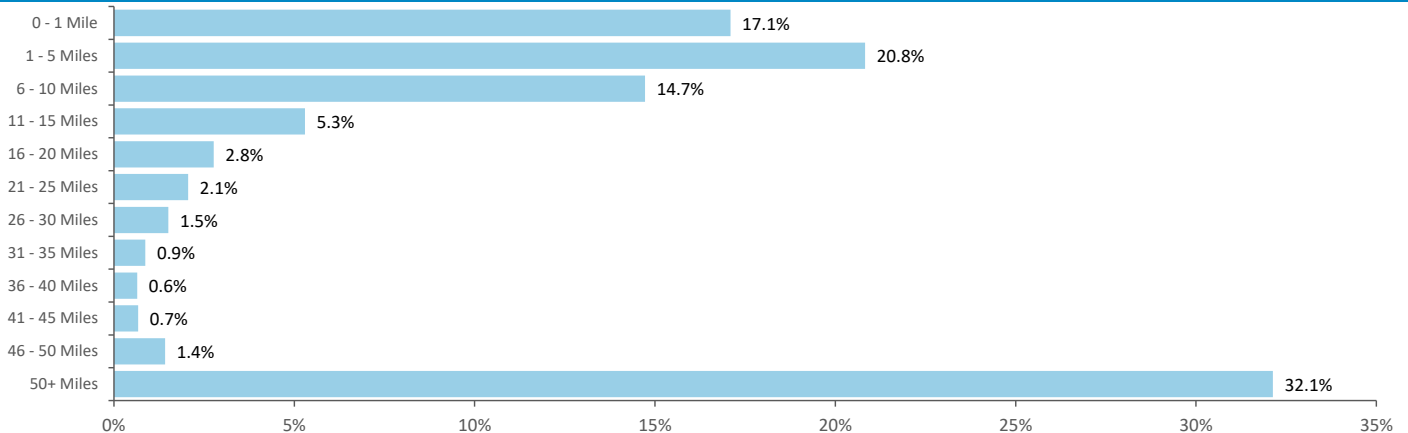
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

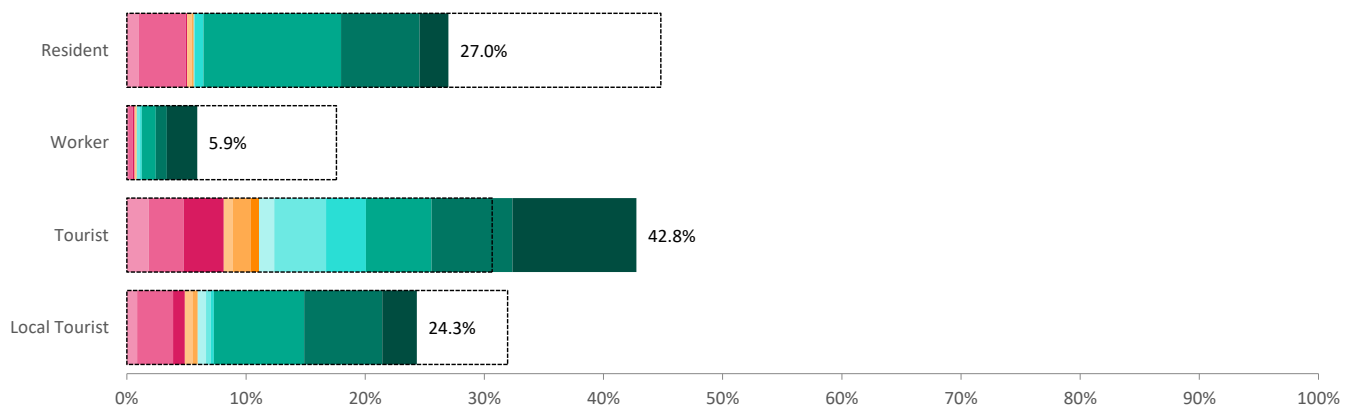
Distance from Home



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



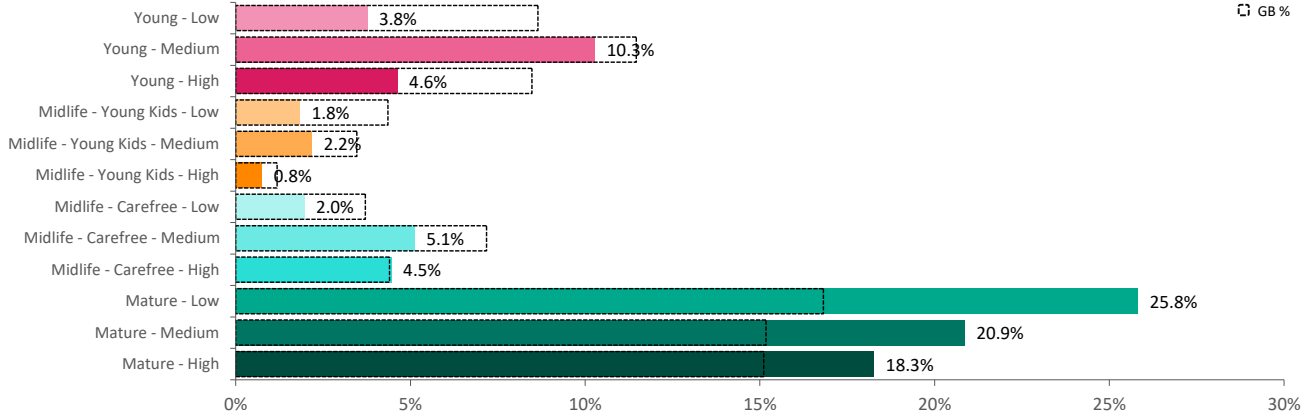
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Blenheim Ventnor



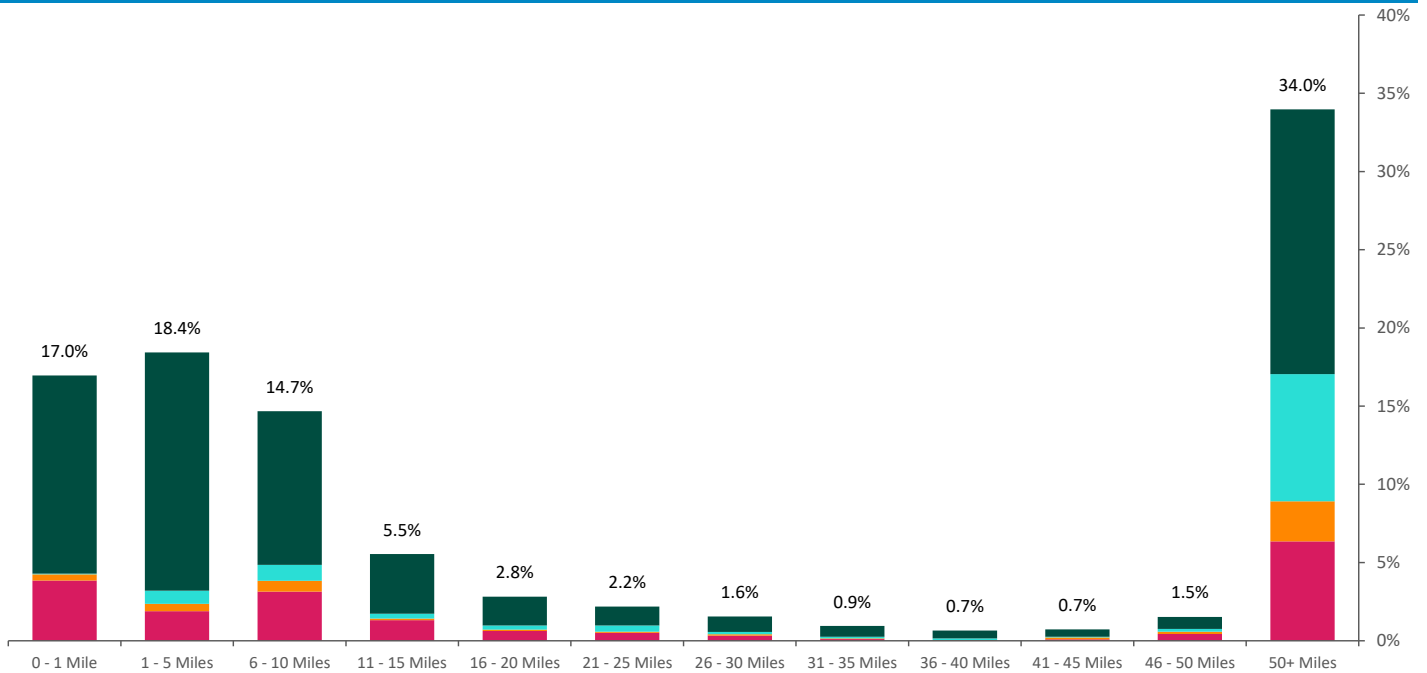
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Polaris Plus Profile



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

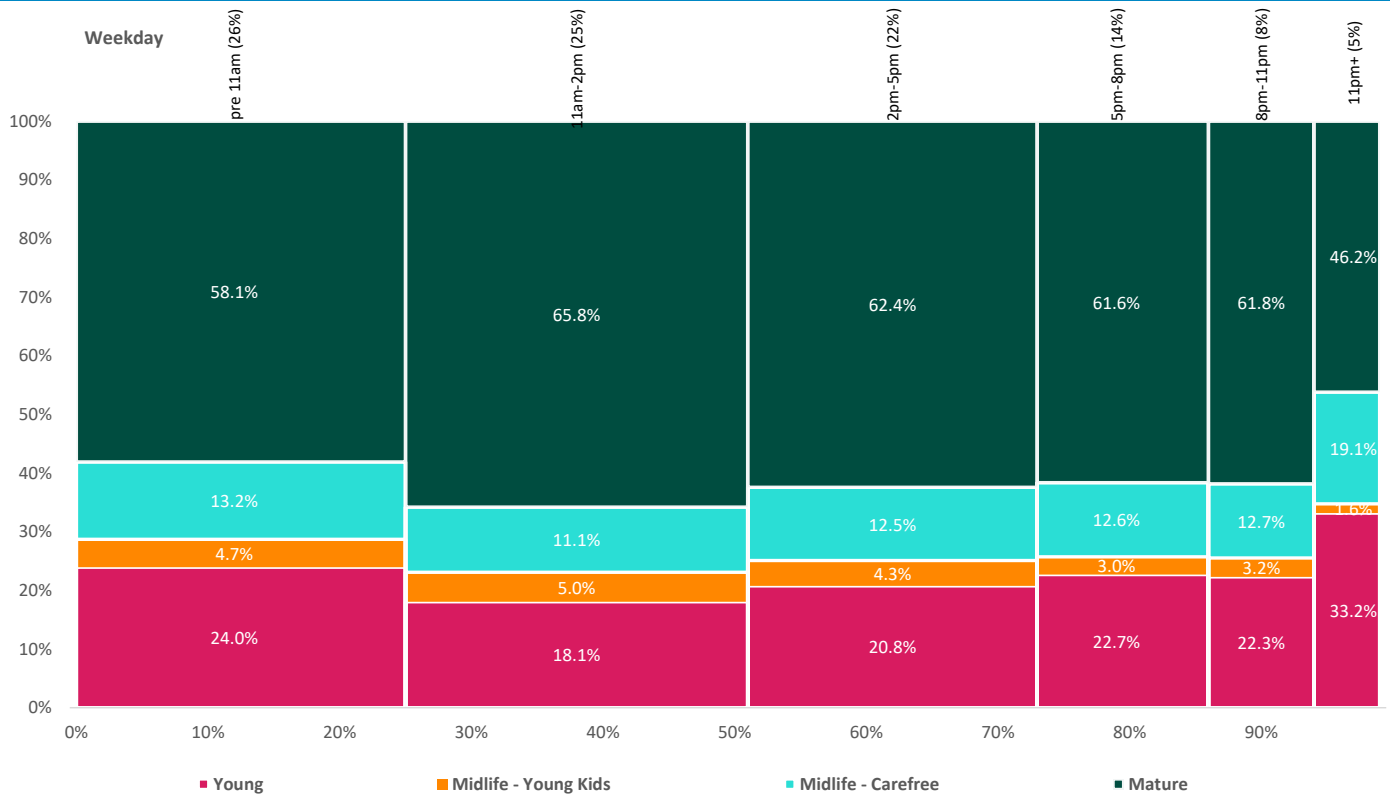


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

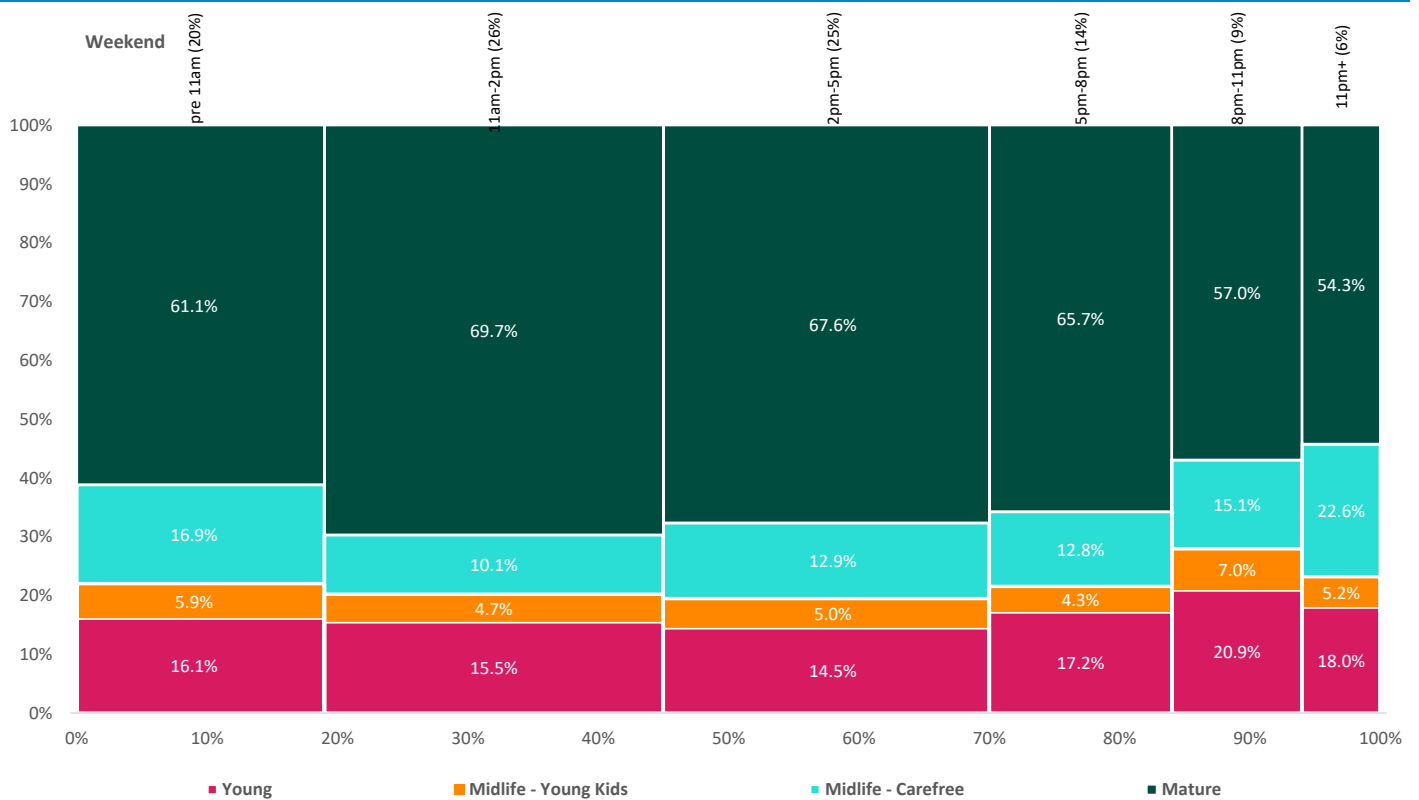
Mobile Data Summary - Blenheim Ventnor

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



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

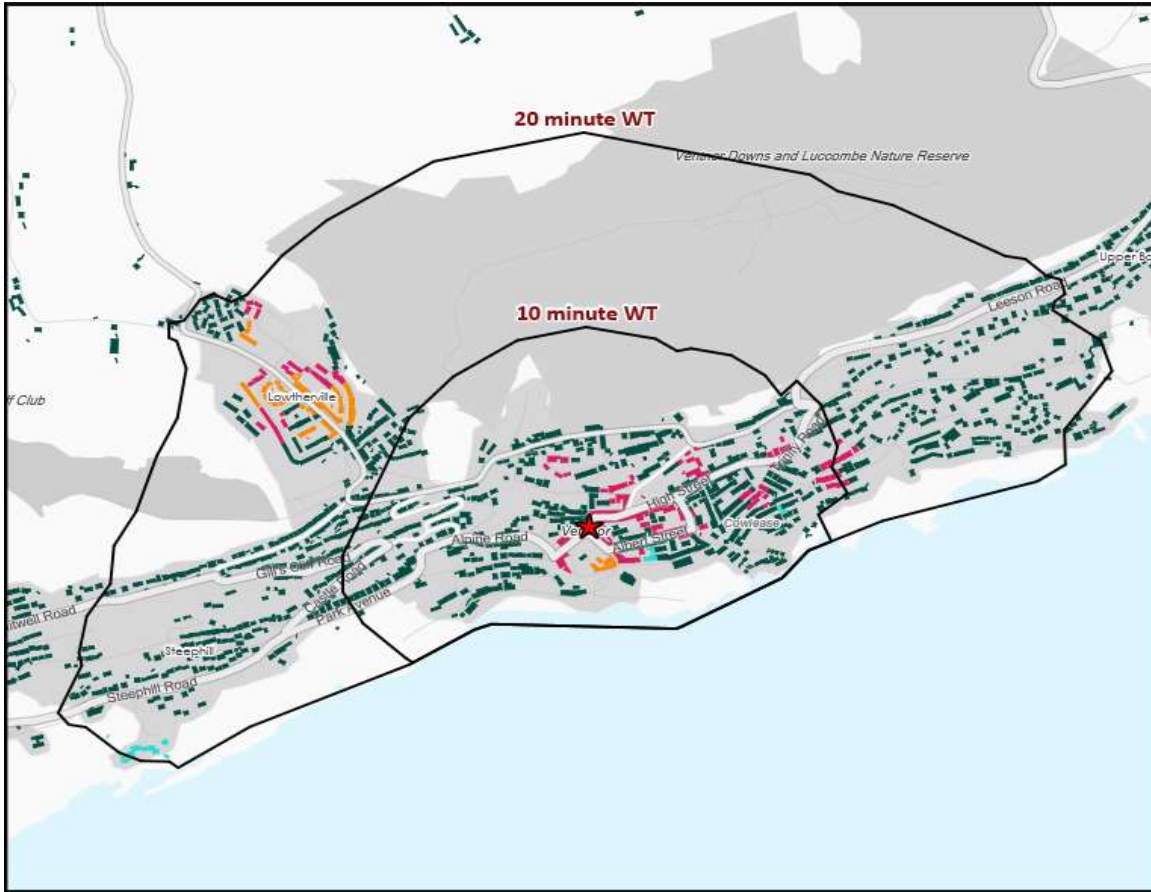


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Blenheim Ventnor



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

Polaris Profile by Catchment

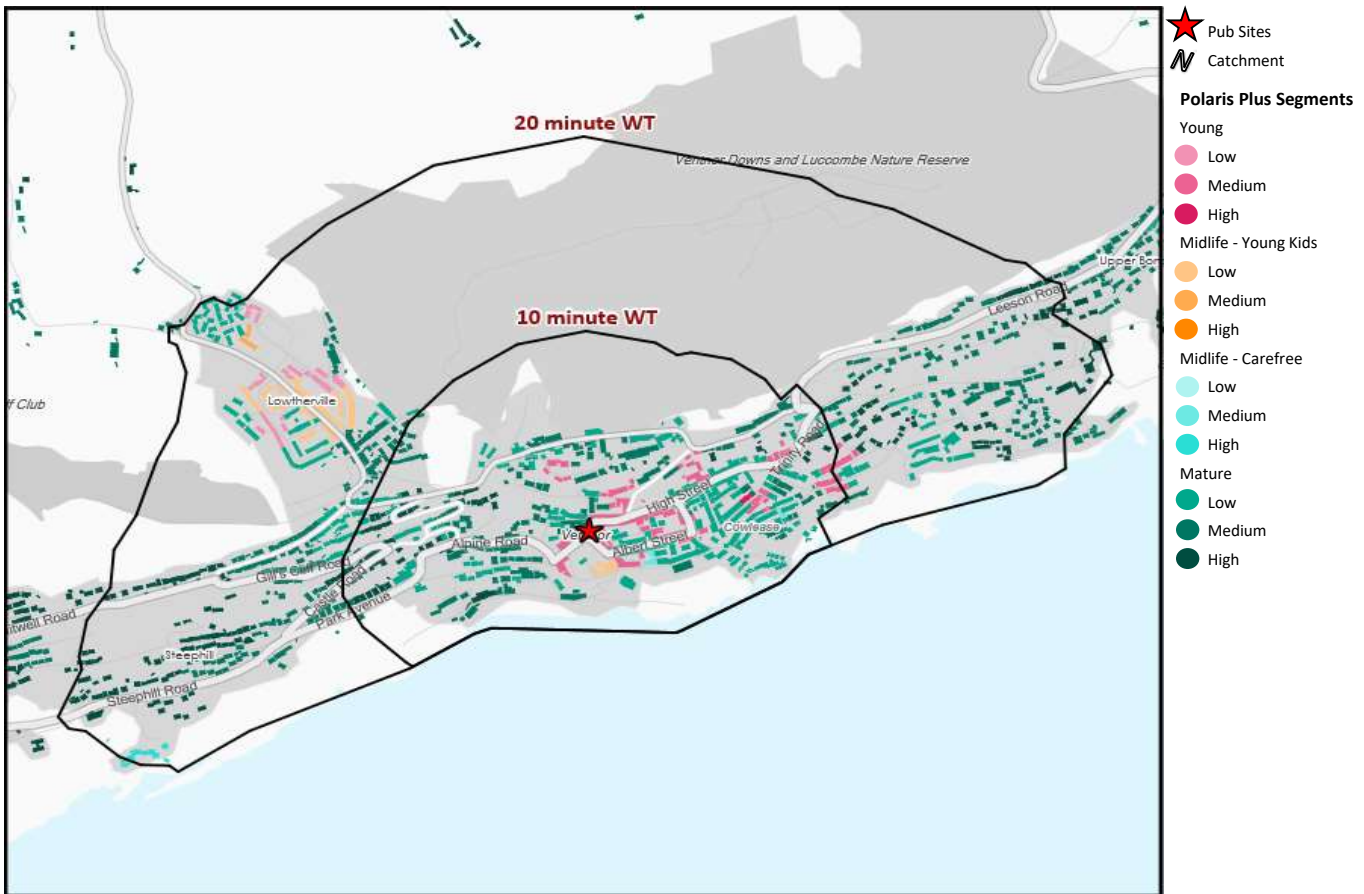
*WT= Walktime, **DT= Drivetime

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	557	738	3,331	88	65	36
Midlife - Young Kids	2	304	1,222	1	67	33
Midlife - Carefree	26	38	836	7	6	16
Mature	1,695	3,019	27,805	167	164	185
Not Private Households	12	55	635	40	101	143
Total	2,292	4,154	33,829			

Polaris Plus Summary - Blenheim Ventnor



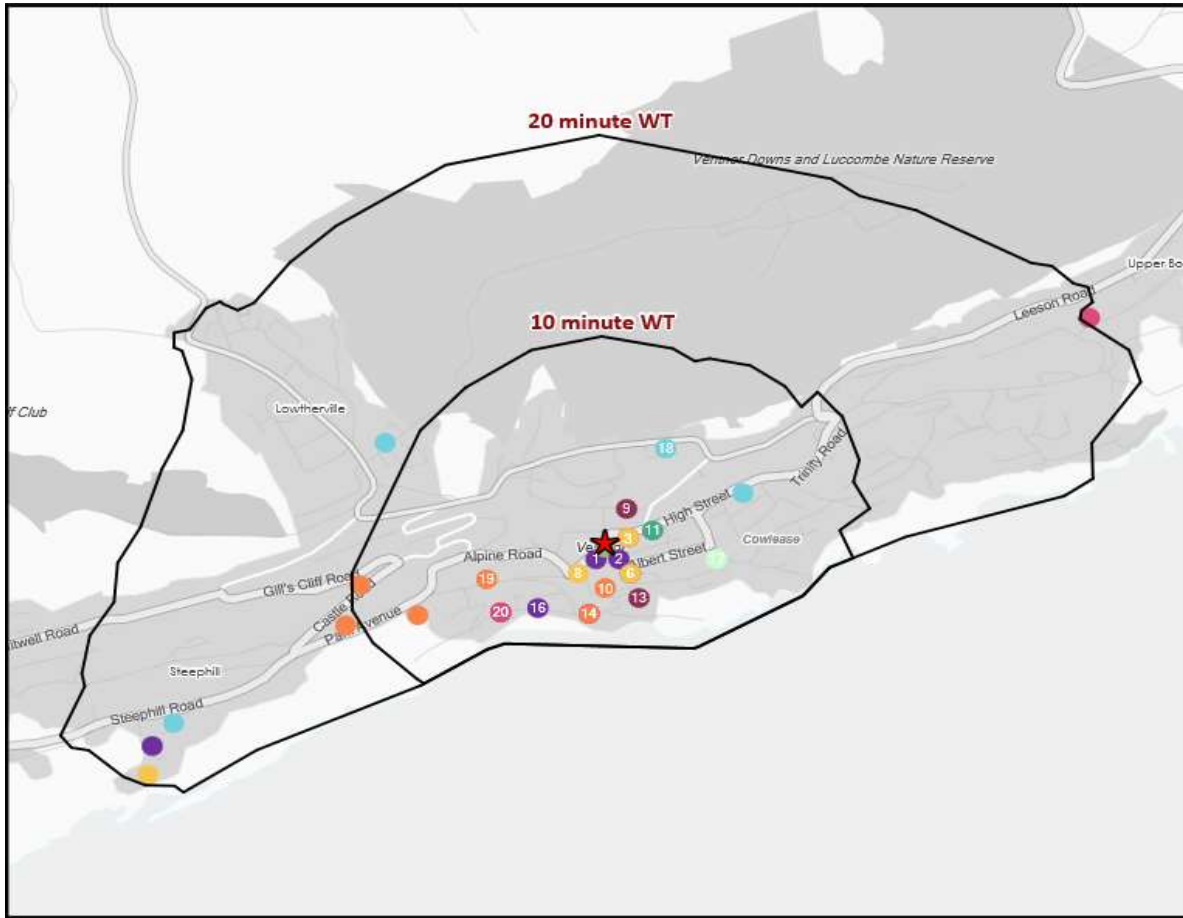
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Polaris Plus Profile by Catchment

*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	0	86	775	0	21	23
Medium	552	647	2,425	219	142	65
High	5	5	131	3	2	6
Midlife - Young Kids						
Low	2	272	980	2	119	53
Medium	0	32	242	0	18	17
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	252	0	0	18
Medium	26	26	263	16	9	11
High	0	12	321	0	6	21
Mature						
Low	1,031	1,482	10,882	327	260	234
Medium	532	1,211	11,694	148	186	221
High	132	326	5,229	38	52	103
Not Private Households	12	55	635	40	101	143
Total	2,292	4,154	33,829			

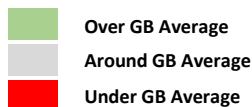


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Blenheim	PO38 1RY	Star Pubs & Bars	Circuit Bar	0.0
1	New China House Restaurant	PO38 1SW	Independent Free	Restaurants	0.0
2	Masala Bay	PO38 1ST	Independent Free	Restaurants	0.0
3	Cantina	PO38 1RZ	Independent Free	Restaurants	0.0
3	Twenty Four	PO38 1RZ	Independent Free	Hotel	0.0
3	Tea House	PO38 1RZ	Independent Free	High Street Pub	0.0
6	Hillside Bistro	PO38 1SX	Independent Free	Restaurants	0.1
6	Tintos Cafe Bar	PO38 1SX	Independent Free	High Street Pub	0.1
8	Rex Piano Bar And Restaurant	PO38 1SN	Independent Free	High Street Pub	0.1
9	Crab & Lobster Tap	PO38 1TH	Star Pubs & Bars	Premium Local	0.1
10	Hamborough	PO38 1SQ	Independent Free	Hotel	0.1
11	Perks Of Ventnor	PO38 1LT	Independent Free	High Street Pub	0.1
11	High Street Bar & Co	PO38 1LT	Independent Free	Casual Dining	0.1
13	Winter Gardens	PO38 1SZ	Independent Free	Premium Local	0.1
14	Goodmans Bistro	PO38 1JR	Independent Free	Restaurants	0.1
14	Mill Bay Hotel	PO38 1JR	Independent Free	Hotel	0.1
16	Smoking Lobster	PO38 1JT	Independent Free	Restaurants	0.2
17	Volunteer Inn	PO38 1ES	Independent Free	Community Pub	0.2
18	Ventnor Bowls Club	PO38 1DS	Independent Free	Clubland	0.2
19	Royal Hotel	PO38 1JH	Independent Free	Hotel	0.2
20	Met Wine Bar	PO38 1JX	Independent Free	Family Pub Dining	0.2

Per Pub Analysis - Blenheim Ventnor



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,292	4,154	33,829
Number of Competition Pubs	10	17	76
Adults 18+ per Competition Pub	229	244	445

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	101	4.4%	54
Circuit Bar	1	138	6.0%	148
Community Pub	1	720	31.4%	164
Craft Led	0	81	3.5%	102
Great Pub Great Food	0	243	10.6%	60
High Street Pub	4	647	28.2%	153
Premium Local	2	326	14.2%	86

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	146	3.5%	44
Circuit Bar	1	197	4.7%	117
Community Pub	1	1,320	31.8%	166
Craft Led	0	101	2.4%	70
Great Pub Great Food	0	485	11.7%	66
High Street Pub	5	1,193	28.7%	156
Premium Local	2	631	15.2%	92

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	969	2.9%	36
Circuit Bar	4	1,199	3.5%	87
Community Pub	2	9,802	29.0%	152
Craft Led	0	427	1.3%	36
Great Pub Great Food	2	5,282	15.6%	88
High Street Pub	9	8,785	26.0%	141
Premium Local	11	6,215	18.4%	111

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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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