

# Catchment Summary - Riverdean Basingstoke



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	Over GB Average
	Around GB Average
	Under GB Average

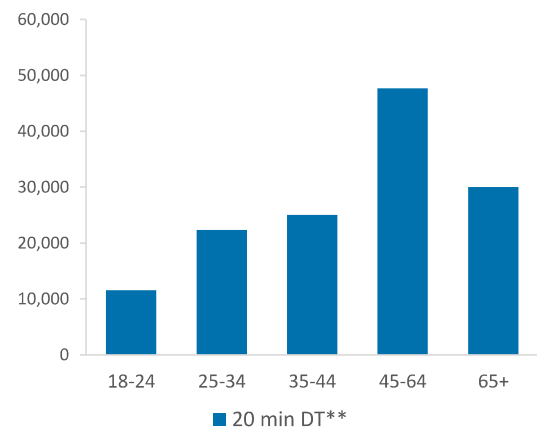
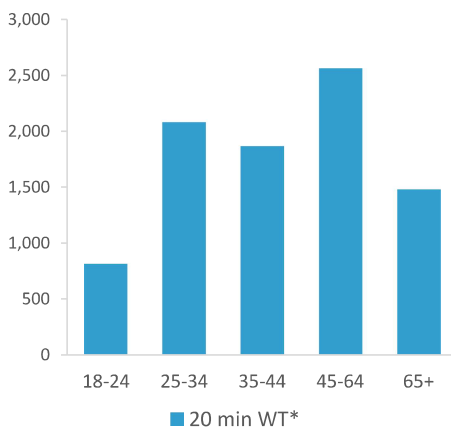
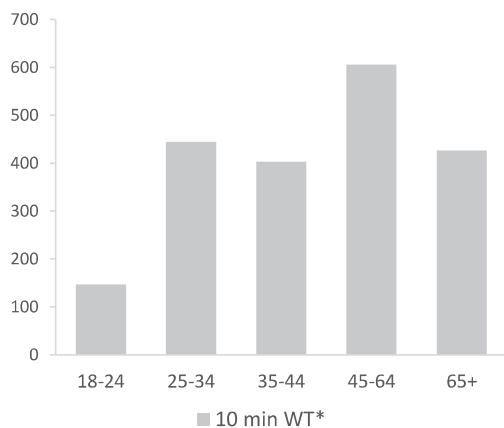
\*WT= Walktime, \*\*DT= Drivetime

	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	2,438	10,761	175,420	46	74	46
Population & Adults 18+ index is based on all pubs						
Adults 18+	2,028	8,795	136,652	47	49	46
Competition Pubs	3	26	132	20	81	36
Adults 18+ per Competition Pub	676	338	1,035	82	41	125
% Adults Likely to Drink	82.9%	82.4%	83.5%	101	100	101

Affluence	Low	19.0%	17.9%	13.4%	74	70	52
	Medium	56.1%	38.5%	29.2%	142	98	74
	High	24.6%	42.1%	55.8%	73	125	166

\*Affluence does not include Not Private Households

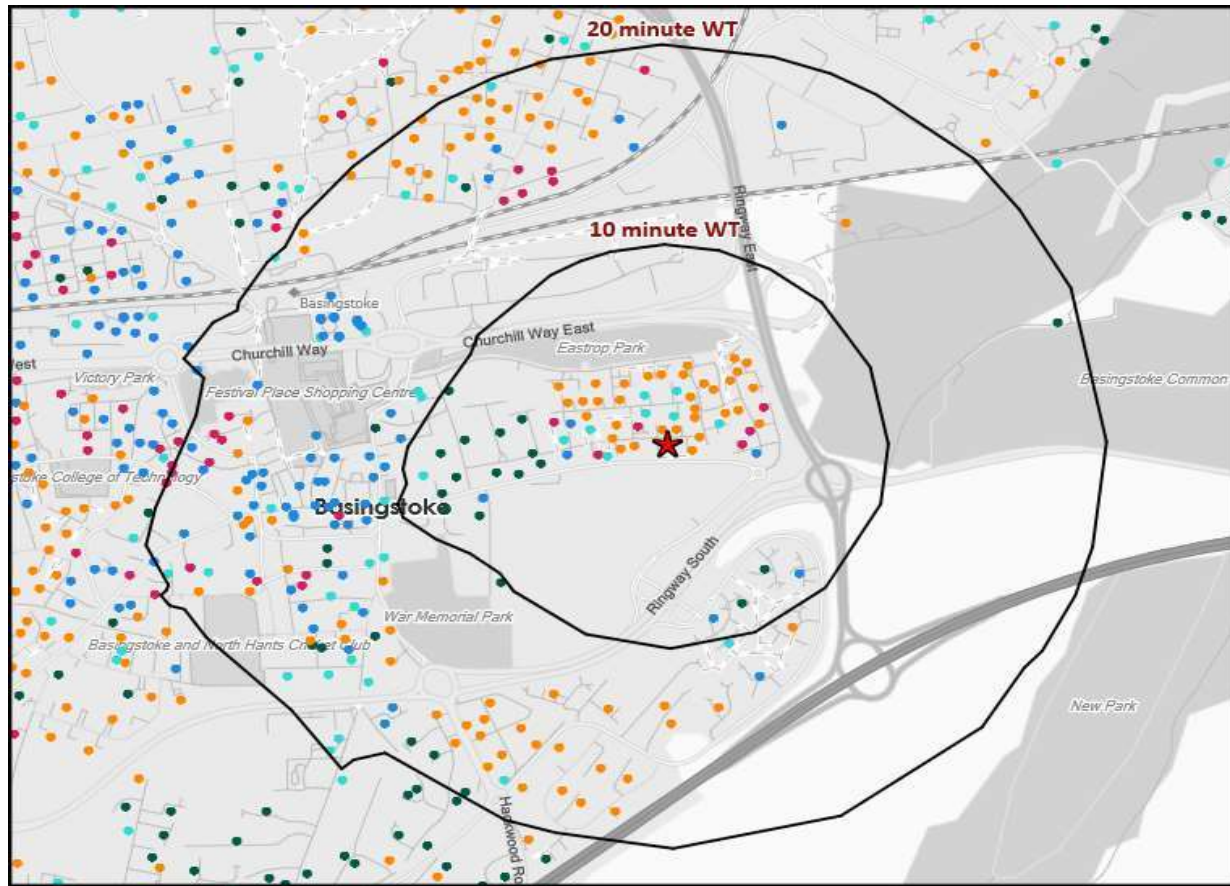
Age Profile	18-24	147	813	11,555	74	93	81
	25-34	445	2,078	22,325	137	145	96
	35-44	403	1,864	25,018	128	135	111
	45-64	606	2,561	47,734	97	93	106
	65+	427	1,479	30,020	92	72	90




		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	1,220 (50%)	5,593 (52%)	86,943 (50%)	101	105	100
	Female	1,218 (50%)	5,168 (48%)	88,477 (50%)	99	95	100
Economic Status (16-74)	Employed: Full-time	962 (53%)	4,669 (57%)	64,774 (51%)	127	136	123
	Employed: Part-time	218 (12%)	911 (11%)	16,110 (13%)	92	85	98
	Self employed	143 (8%)	598 (7%)	10,868 (9%)	82	76	90
	Unemployed	24 (1%)	174 (2%)	2,365 (2%)	55	89	79
	Retired	242 (13%)	764 (9%)	14,675 (12%)	96	67	84
	Other	238 (13%)	1,136 (14%)	17,546 (14%)	66	70	70
Total Worker Count		6,503	13,797	87,564			

See the Glossary page for further information on the above variables

## Polaris Summary - Riverdean Basingstoke



- ★ 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	149	789	4,945	82	101	41
Young Adult - Showing I'm Cool	268	2,826	12,157	144	349	97
Midlife - Young Kids	711	3,068	60,002	112	111	140
Midlife - Carefree	392	912	25,703	92	49	89
Mature	500	1,071	31,786	88	44	83
<b>Not Private Households</b>	8	129	2,059	27	102	105
<b>Total</b>	2,028	8,795	136,652			

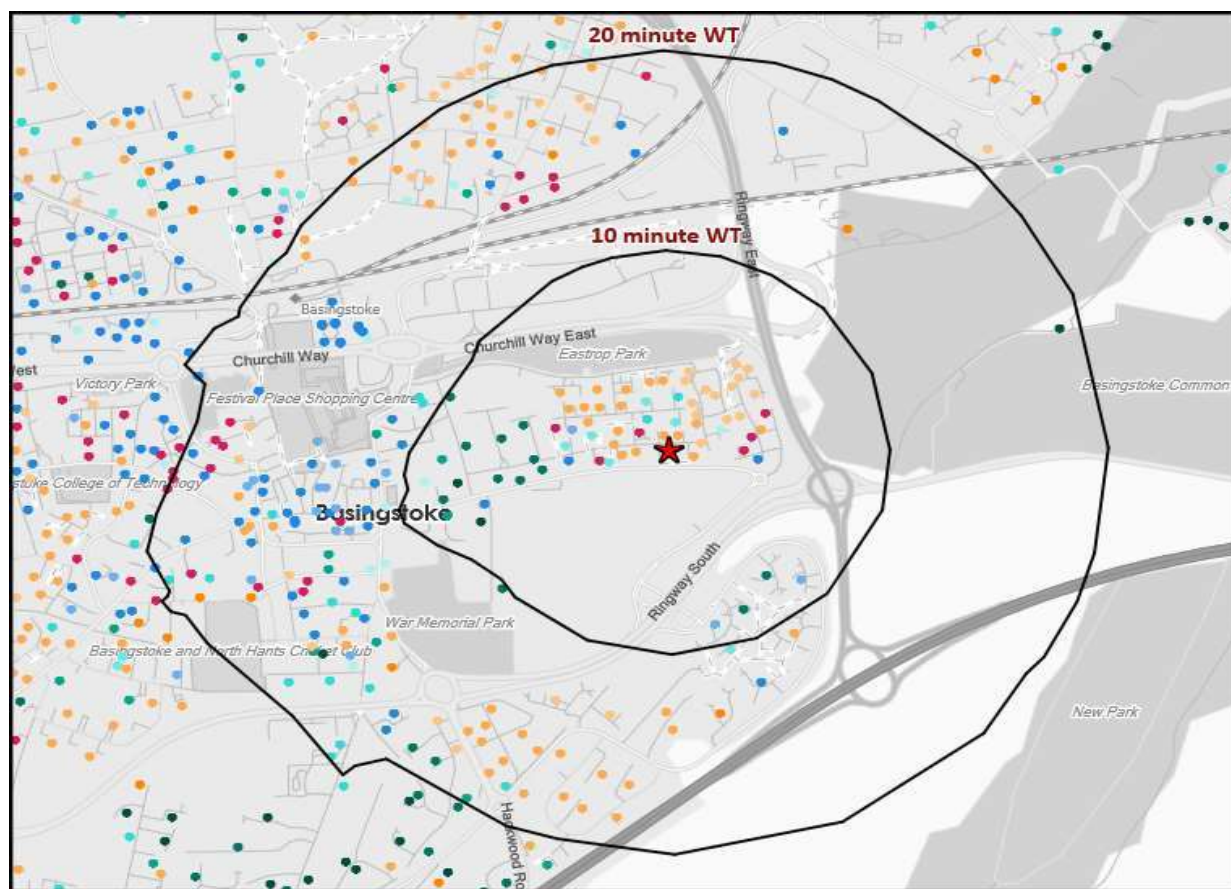
Polaris Summary - Riverdean Basingstoke

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★ Pub Sites

## Polaris Summary - Riverdean Basingstoke



★ Pub Sites  
 N 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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	21	0	0	0
Medium	0	0	0	0	0	0
High	149	789	4,924	218	266	107
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	64	426	1,352	85	131	27
High	204	2,400	10,805	225	610	177
<b>Midlife - Young Kids</b>						
Low	202	773	11,529	90	79	76
Medium	509	2,152	29,979	168	164	147
High	0	143	18,494	0	30	251
<b>Midlife - Carefree</b>						
Low	120	428	2,118	174	143	46
Medium	182	182	2,445	134	31	27
High	90	302	21,140	41	31	142
<b>Mature</b>						
Low	63	377	4,686	52	72	58
Medium	382	628	6,163	149	56	36
High	55	66	20,937	29	8	163
<b>Not Private Households</b>	8	129	2,059	27	102	105

Polaris Summary - Riverdean Basingstoke

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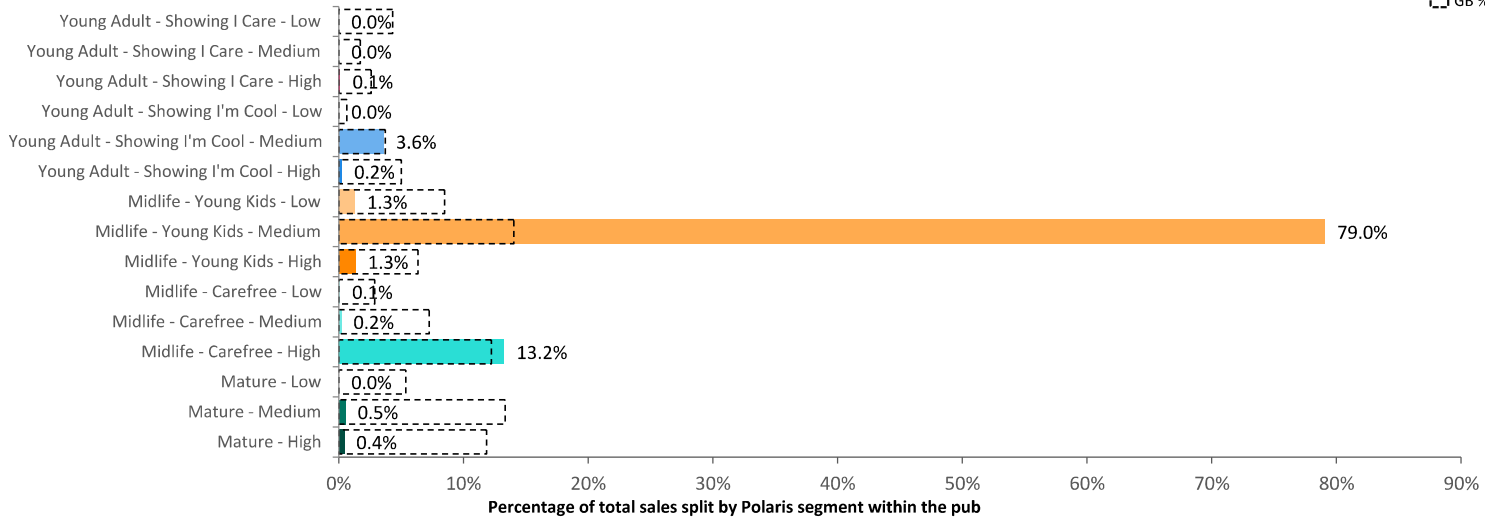


Total	2,028	8,795	136,652

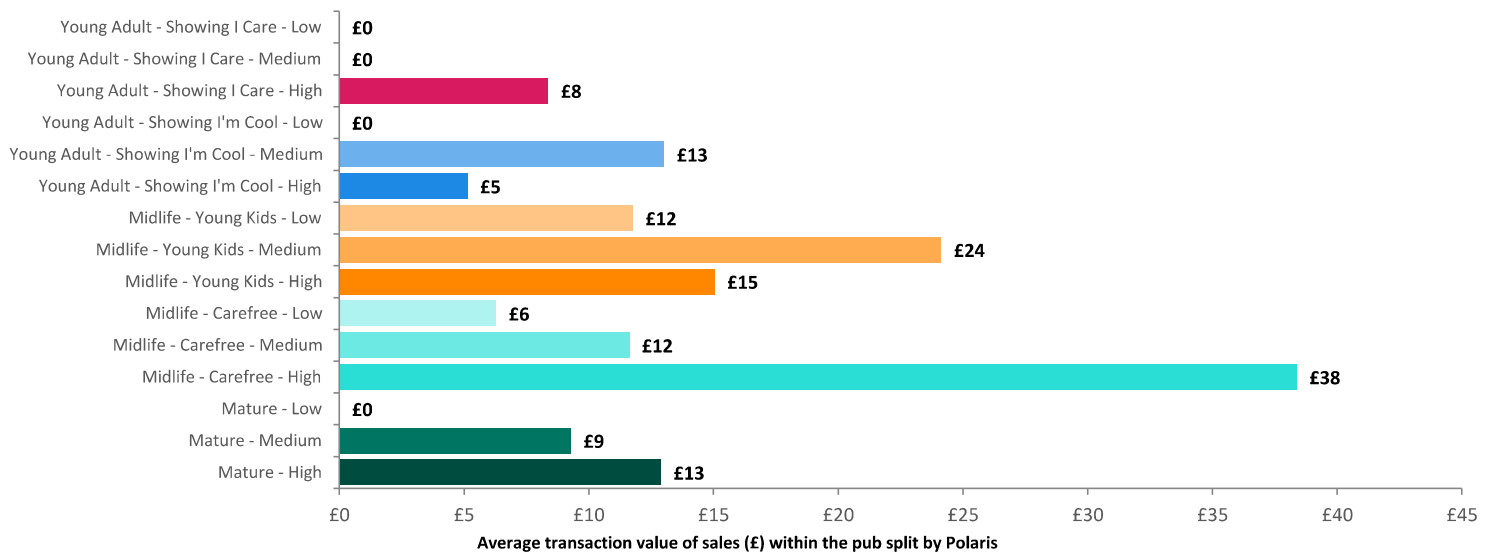
# Transactional Data Summary - Riverdean Basingstoke

## Spend by Polaris

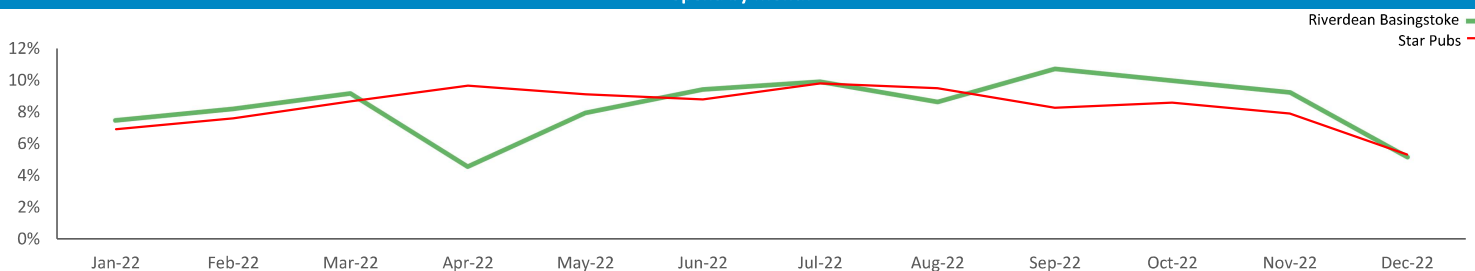
GB %



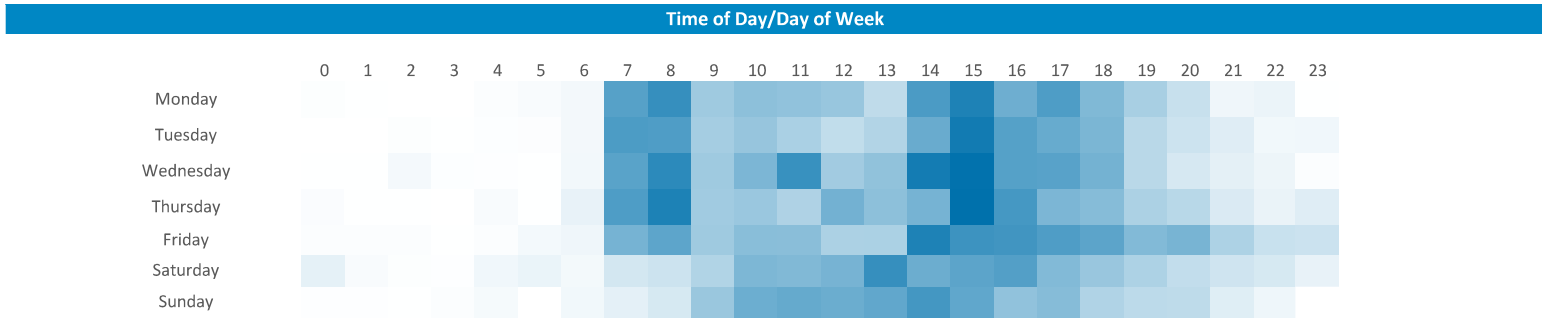
## Average Transaction Values (£) by Polaris



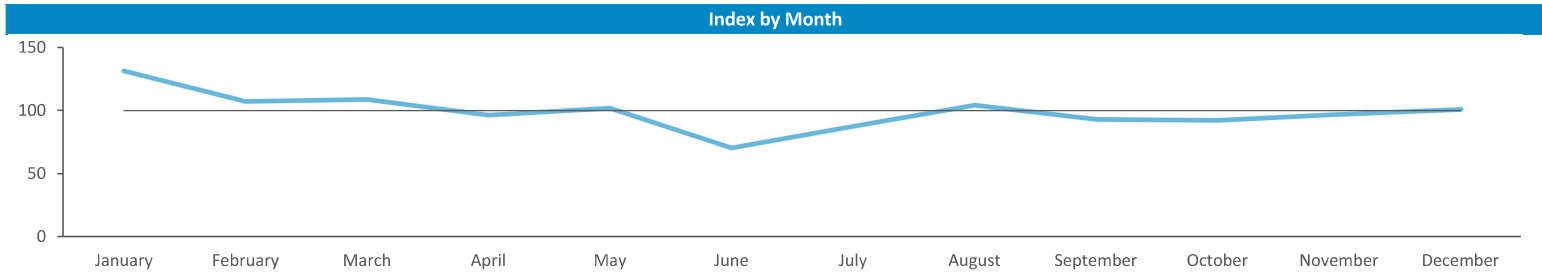
## Spend by Month



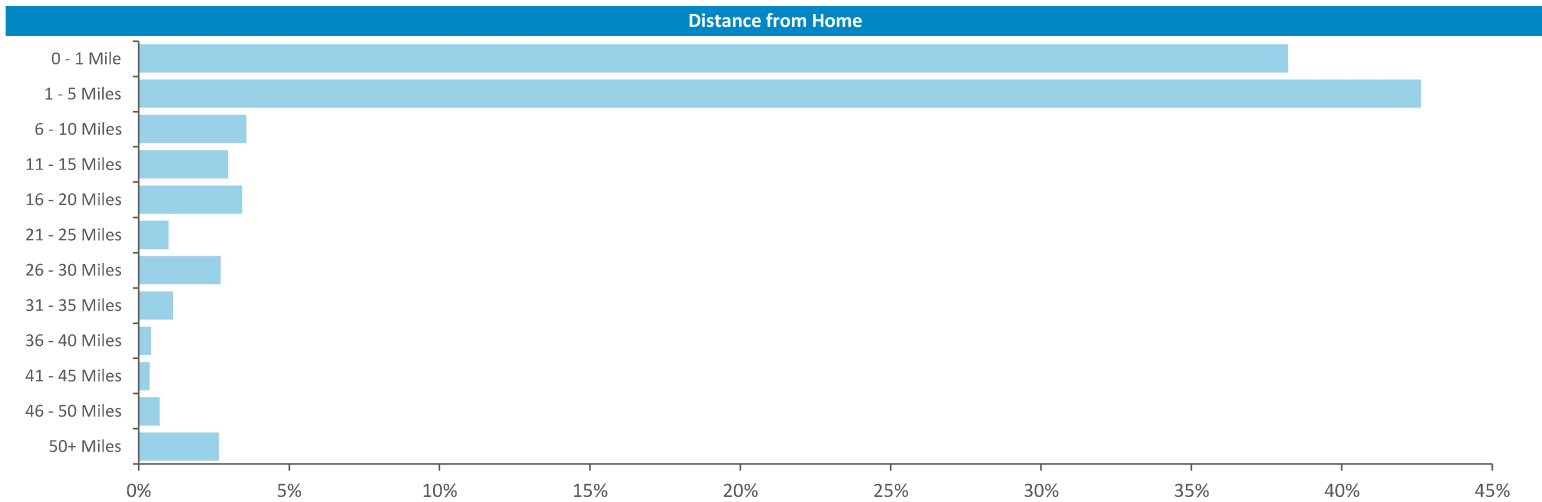
# Mobile Data Summary - Riverdean Basingstoke



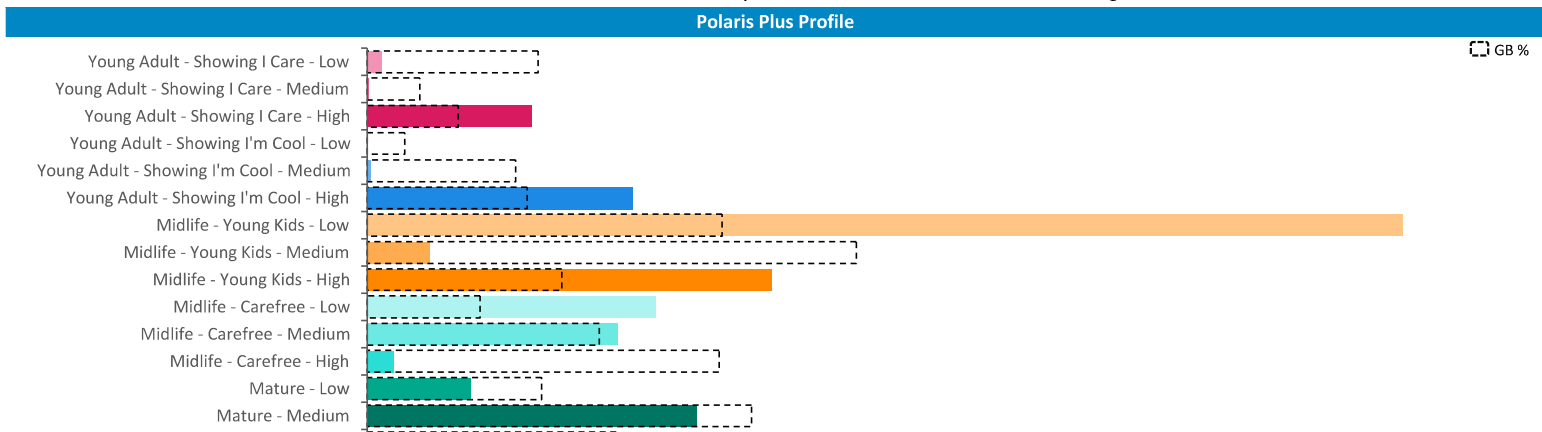
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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

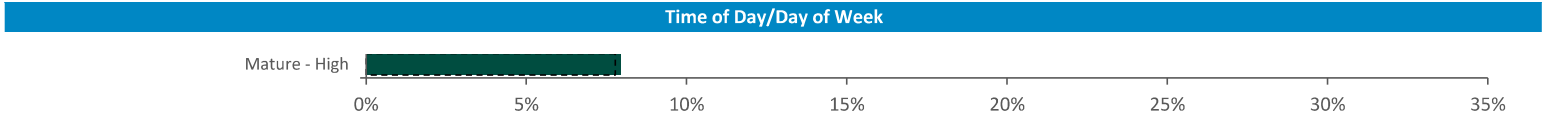




Mobile Data Summary - Riverdean Basingstoke



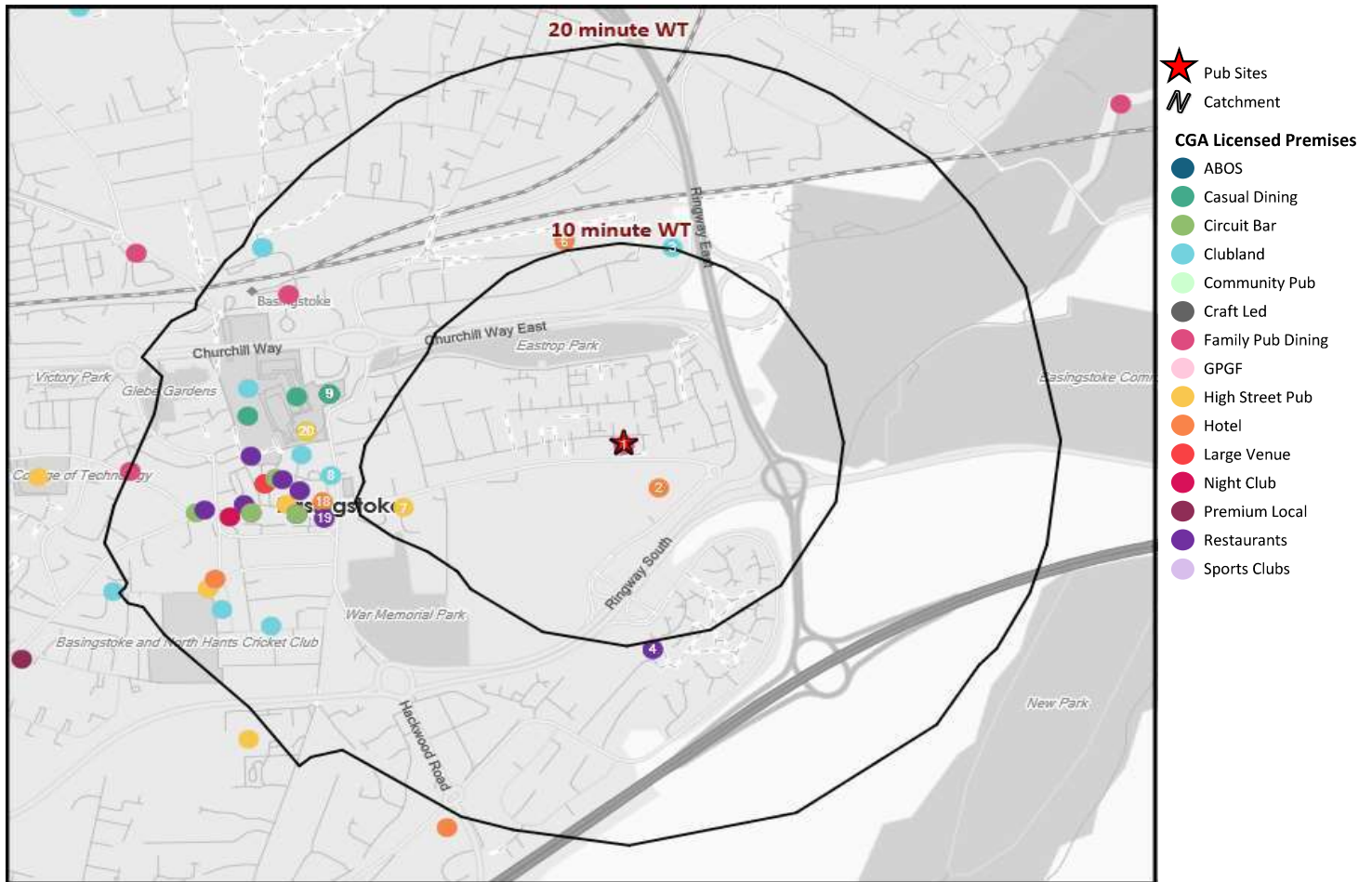
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Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



## CGA Summary - Riverdean Basingstoke



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Riverdene	RG21 4BY	Star Pubs & Bars	Family Pub Dining	0.0
2	Crowne Plaza	RG21 3PR	InterContinental Hotels Group	Hotel	0.1
3	Automobile Association Fanum Club	RG21 4EA	Independent Free	Clubland	0.4
4	Rucstall Community Centre	RG21 3QN	Independent Free	Clubland	0.4
4	Raj Of Black Dam	RG21 3QN	Independent Free	Restaurants	0.4
6	Village	RG21 4EQ	KSL Capital Partners	Hotel	0.4
7	White Hart	RG21 4AE	Stonegate Pub Company	High Street Pub	0.4
8	Basingstoke Makerspace	RG21 7PW	Independent Free	Clubland	0.5
9	Vue	RG21 7BB	Omers Private Equity	Large Venue	0.5
9	Brewdog	RG21 7BB	BrewDog plc	High Street Pub	0.5
9	Las Iguanas	RG21 7BB	Big Table Group Ltd	High Street Pub	0.5
9	Angel	RG21 7BB	Wetherspoons GB	Circuit Bar	0.5
9	Nandos	RG21 7BB	Nandos Restaurants	Casual Dining	0.5
9	Pizza Express	RG21 7BB	Hony Capital	Casual Dining	0.5
9	Cosy Club	RG21 7BB	Loungers	High Street Pub	0.5
9	Ask Italian	RG21 7BB	Azzurri Group Ltd	Casual Dining	0.5
9	Wagamama	RG21 7BB	Restaurant Group	Casual Dining	0.5
18	Red Lion Hotel	RG21 7NY	Independent Free	Hotel	0.5
19	Lime Leaf	RG21 7PG	Independent Free	Restaurants	0.5
20	Afrizi	RG21 7BA	Independent Free	Casual Dining	0.5