Catchment Summary - Victoria Inn Bognor Regis
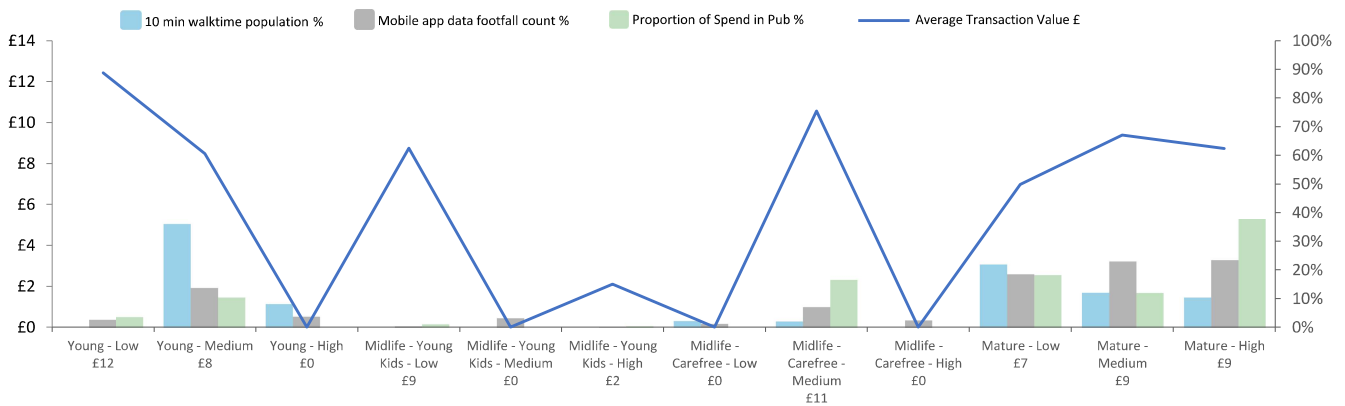
Ship To	Name	Postcode	Operator	Segment	Sparsity
626150	Victoria Inn Bognor Regis	PO21 2PQ	Star Pubs & Bars	Premium Local	15

Pub Sites
Catchments

Polaris Segments
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Victoria Inn Bognor Regis

★ star PUBS & BARS

| | 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	7,188	23,618	149,515	134	128	34

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	6,192	19,783	123,125	137	130	35
	Competition Pubs	7	27	136	39	75	33
	Adults 18+ per Competition Pub	885	733	905	103	85	105
	% Adults Likely to Drink	79.6%	78.7%	78.9%	104	103	104
Affluence	Low	24.2%	30.3%	24.3%	73	91	73
	Medium	50.1%	51.2%	46.5%	131	134	122
	High	18.6%	15.4%	26.3%	68	56	96

*Affluence does not include Not Private Households

Age Profile	18-24	543	1,786	11,798	93	93	97
	25-34	1,076	3,564	18,339	112	113	92
	35-44	908	3,099	17,360	95	99	88
	45-64	1,780	5,983	38,070	96	99	99
	65+	1,885	5,351	37,558	136	118	131
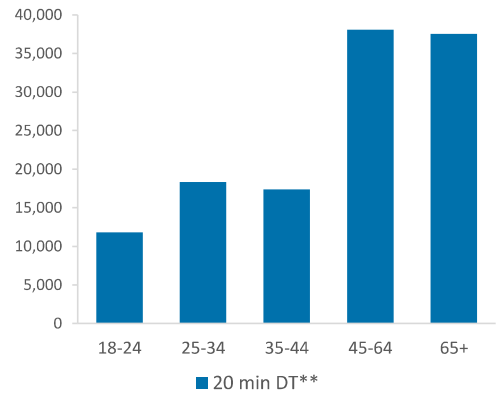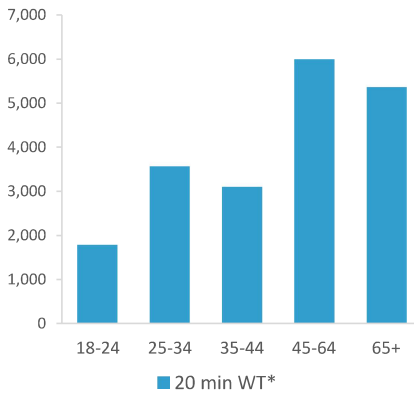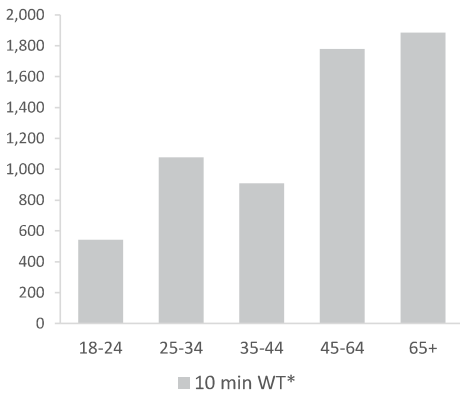
10 min WT*

20 min WT*

20 min DT**

		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	3,696 (51%)	11,792 (50%)	72,471 (48%)	105	102	99
	Female	3,492 (49%)	11,826 (50%)	77,044 (52%)	95	98	101
Economic Status (16+)	Employed: Full-time	2,061 (33%)	6,845 (34%)	38,557 (31%)	95	98	89
	Employed: Part-time	673 (11%)	2,318 (11%)	15,659 (12%)	90	97	104
	Self employed	499 (8%)	1,627 (8%)	12,377 (10%)	86	87	106
	Unemployed	152 (2%)	531 (3%)	2,823 (2%)	87	95	81
	Full-time student	103 (2%)	343 (2%)	2,795 (2%)	69	71	93
	Retired	1,888 (30%)	5,207 (26%)	35,305 (28%)	137	118	128
	Other	917 (15%)	3,333 (16%)	18,708 (15%)	84	95	85
	Total Worker Count	1,967	8,717	68,473			

See the Glossary page for further information on the above variables

Spend by Polaris Plus

GB %

Segment	Value
Young - Low	3.7%
Young - Medium	10.4%
Young - High	0.0%
Midlife - Young Kids - Low	1.2%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.4%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	16.5%
Midlife - Carefree - High	0.0%
Mature - Low	18.2%
Mature - Medium	12.0%
Mature - High	37.5%

Percentage of total sales split by Polaris Plus segment within the pub
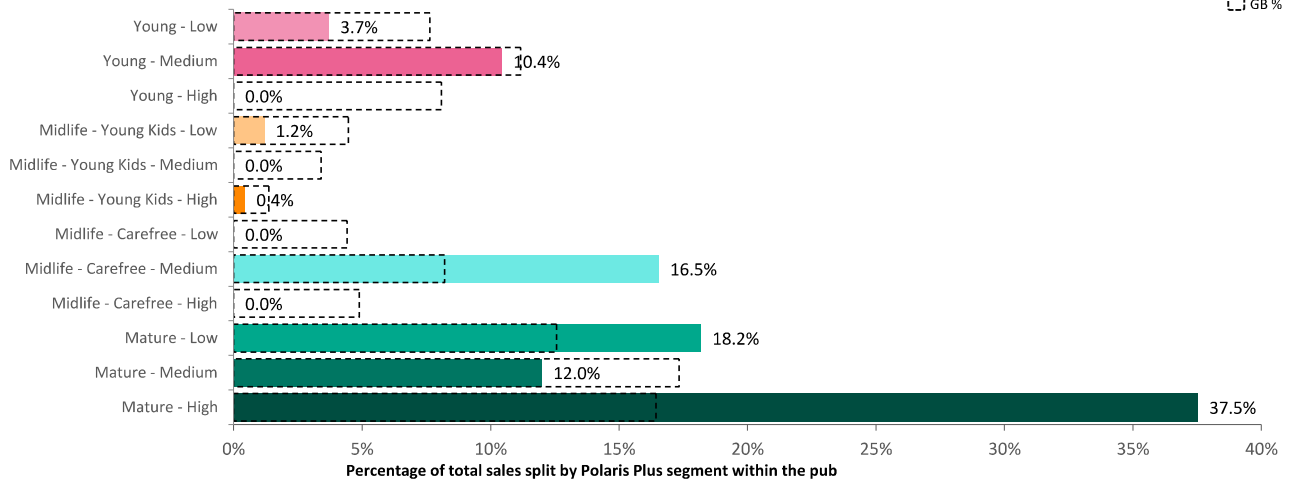
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	% of Transactions
Young - Low	3.0%
Young - Medium	11.0%
Young - High	0.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	2.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	13.0%
Midlife - Carefree - High	0.0%
Mature - Low	22.0%
Mature - Medium	11.0%
Mature - High	37.0%
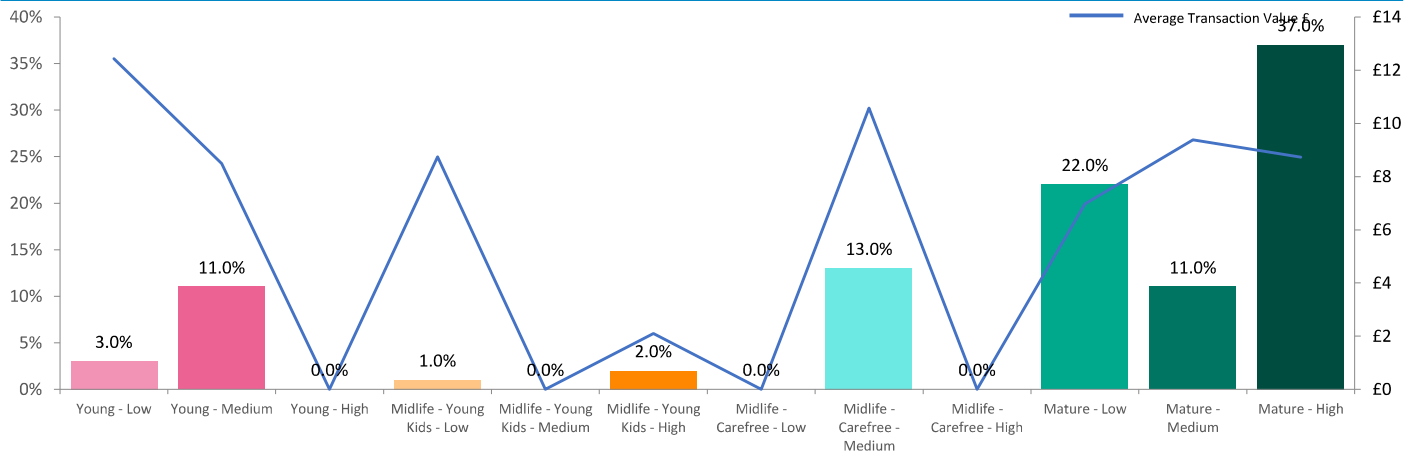
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Victoria Inn Bognor Regis
Star Pubs
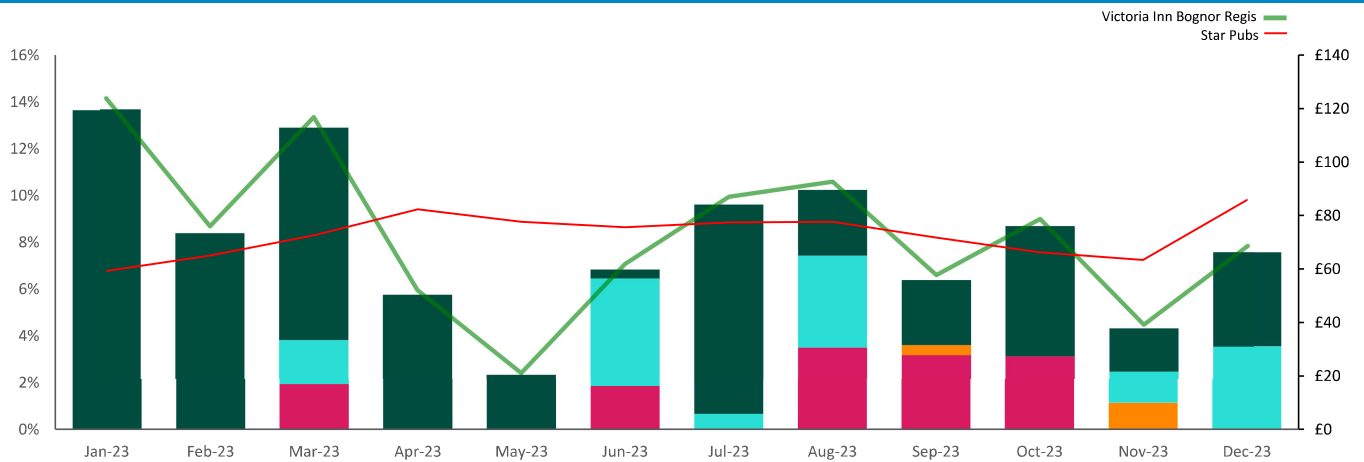
Seasonality of the spend split by month

Mobile Data Summary - Victoria Inn Bognor Regis

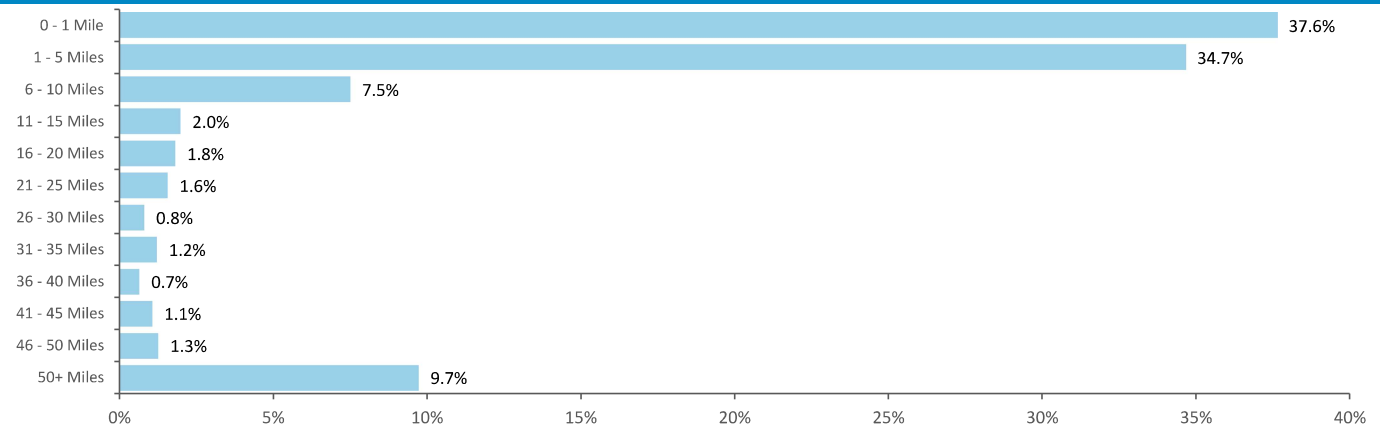star PUBS & BARS

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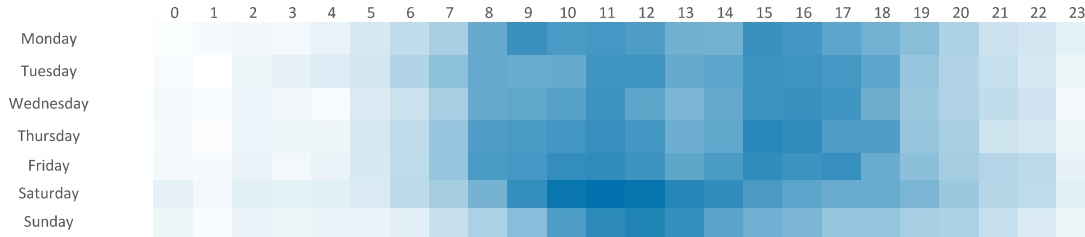
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month
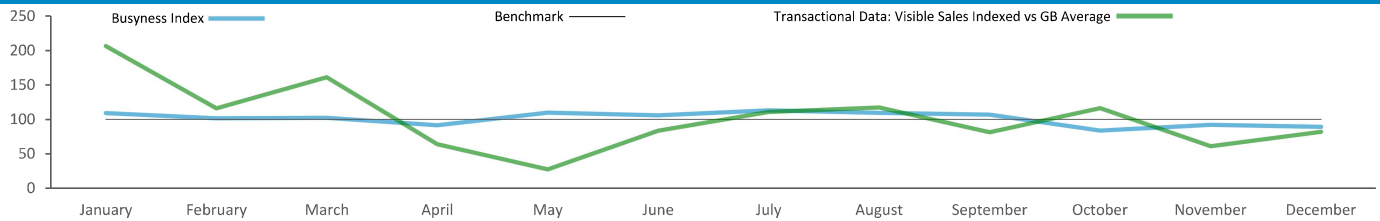
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

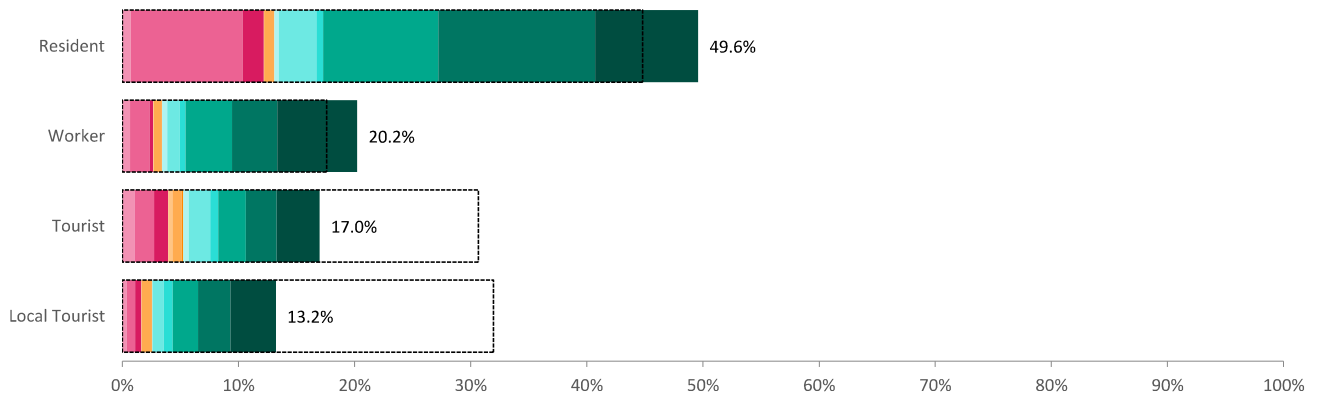|	
0 - 1 Mile	37.6%
1 - 5 Miles	34.7%
6 - 10 Miles	7.5%
11 - 15 Miles	2.0%
16 - 20 Miles	1.8%
21 - 25 Miles	1.6%
26 - 30 Miles	0.8%
31 - 35 Miles	1.2%
36 - 40 Miles	0.7%
41 - 45 Miles	1.1%
46 - 50 Miles	1.3%
50+ Miles	9.7%

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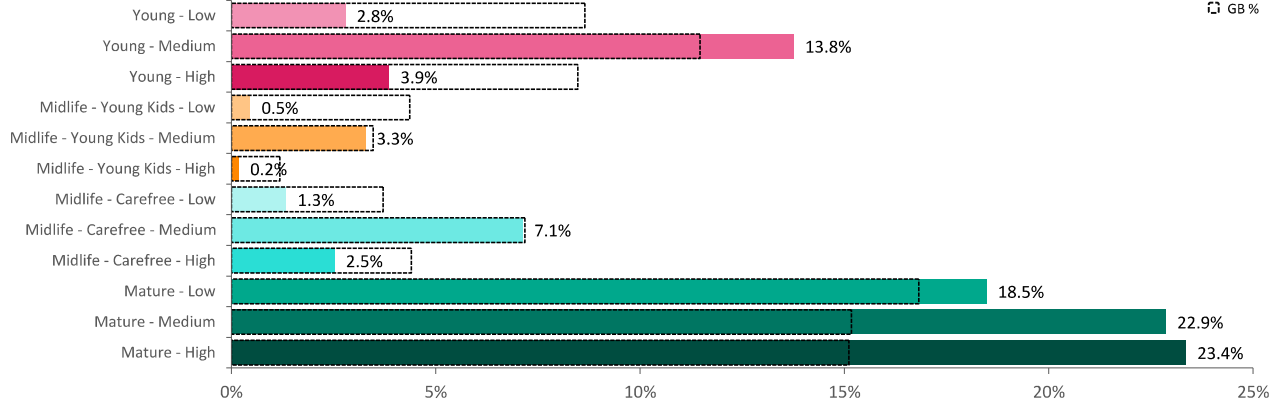
Audience Classification by Polaris Plus

Base: GB

Resident	49.6%
Worker	20.2%
Tourist	17.0%
Local Tourist	13.2%

Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
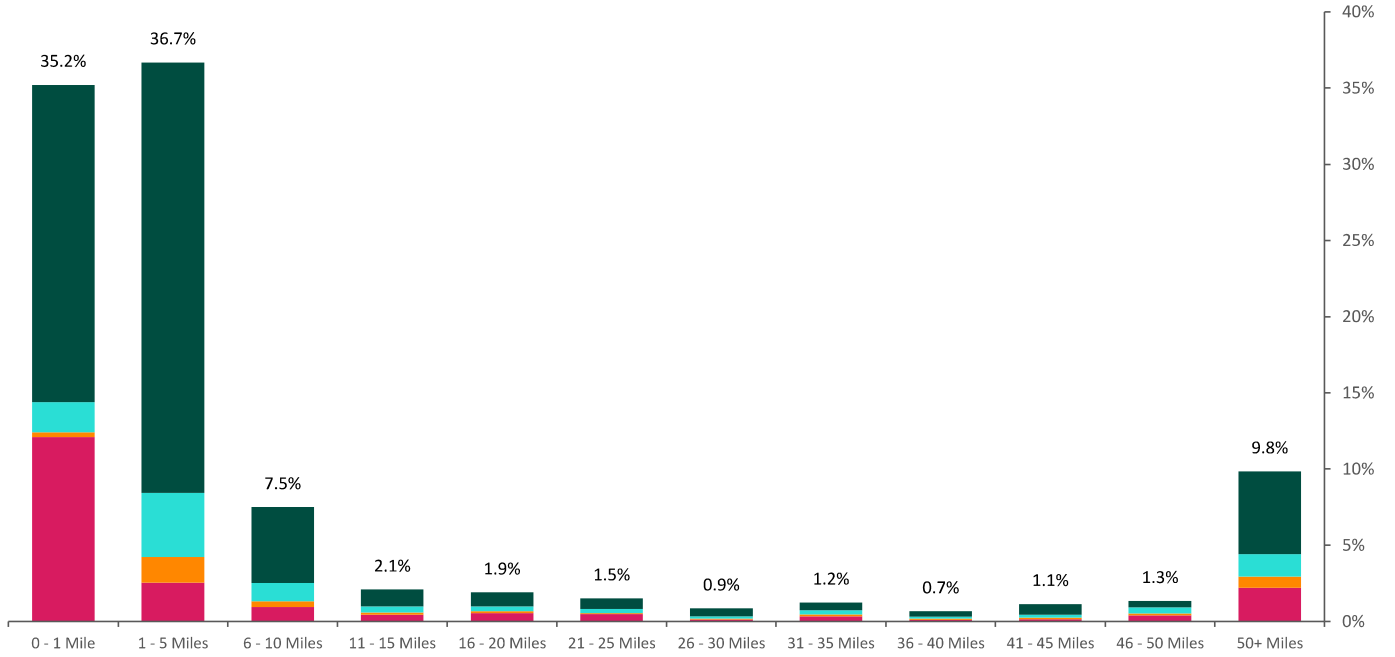
Mobile Data Summary - Victoria Inn Bognor Regis

star
PUBS&BARS

Polaris Plus Profile

⬚ GB %

Category	Percentage
Young - Low	2.8%
Young - Medium	13.8%
Young - High	3.9%
Midlife - Young Kids - Low	0.5%
Midlife - Young Kids - Medium	3.3%
Midlife - Young Kids - High	0.2%
Midlife - Carefree - Low	1.3%
Midlife - Carefree - Medium	7.1%
Midlife - Carefree - High	2.5%
Mature - Low	18.5%
Mature - Medium	22.9%
Mature - High	23.4%

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

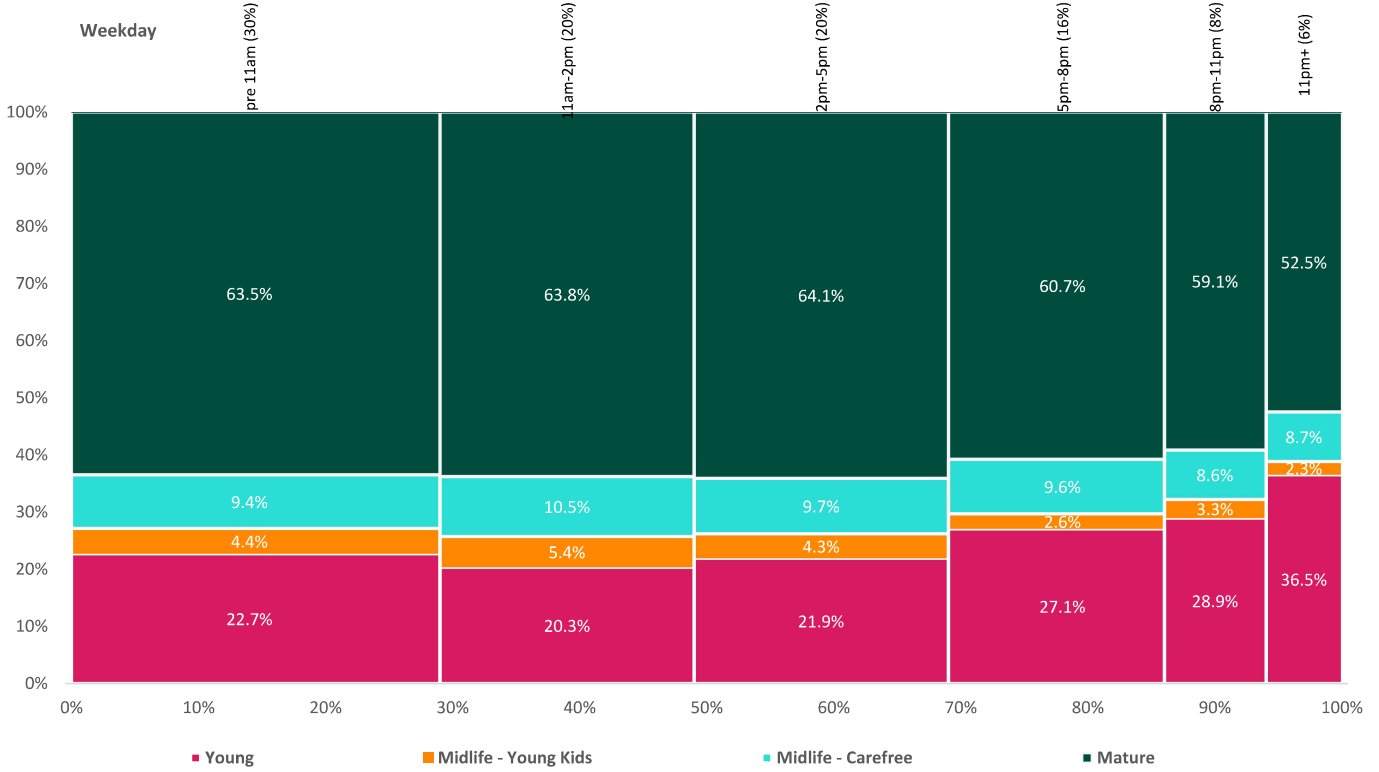| Distance	Percentage
0 - 1 Mile	35.2%
1 - 5 Miles	36.7%
6 - 10 Miles	7.5%
11 - 15 Miles	2.1%
16 - 20 Miles	1.9%
21 - 25 Miles	1.5%
26 - 30 Miles	0.9%
31 - 35 Miles	1.2%
36 - 40 Miles	0.7%
41 - 45 Miles	1.1%
46 - 50 Miles	1.3%
50+ Miles	9.8%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
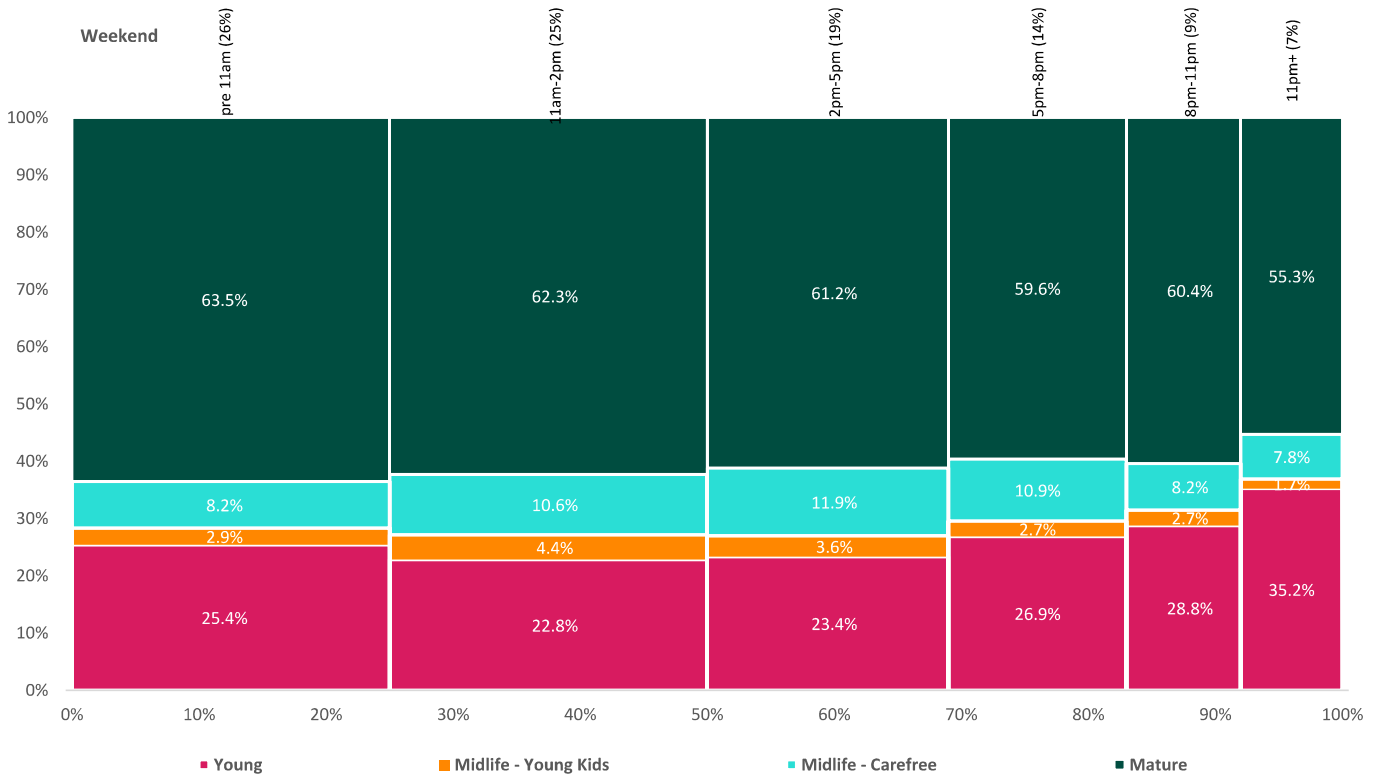
Mobile Data Summary - Victoria Inn Bognor Regis

star
PUBS & BARS

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

Weekday

	pre 11am (30%)	11am-2pm (20%)	2pm-5pm (20%)	5pm-8pm (16%)	8pm-11pm (8%)	11pm+ (6%)
Mature	63.5%	63.8%	64.1%	60.7%	59.1%	52.5%
Midlife - Carefree	9.4%	10.5%	9.7%	9.6%	8.6%	8.7%
Midlife - Young Kids	4.4%	5.4%	4.3%	2.6%	3.3%	2.3%
Young	22.7%	20.3%	21.9%	27.1%	28.9%	36.5%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

	pre 11am (26%)	11am-2pm (25%)	2pm-5pm (19%)	5pm-8pm (14%)	8pm-11pm (9%)	11pm+ (7%)
Mature	63.5%	62.3%	61.2%	59.6%	60.4%	55.3%
Midlife - Carefree	8.2%	10.6%	11.9%	10.9%	8.2%	7.8%
Midlife - Young Kids	2.9%	4.4%	3.6%	2.7%	2.7%	1.7%
Young	25.4%	22.8%	23.4%	26.9%	28.8%	35.2%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

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Polaris Summary - Victoria Inn Bognor Regis

Legend:
- ★ Pub Sites
- Ŋ 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	2,724	8,099	23,653	160	149	70
Midlife - Young Kids	0	663	7,817	0	31	58
Midlife - Carefree	278	1,827	14,962	28	58	77
Mature	2,748	8,588	73,213	100	98	134
Not Private Households	442	606	3,480	544	233	215
Total	6,192	19,783	123,125			

Polaris Plus Summary - Victoria Inn Bognor Regis

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

★ Pub Sites
〜 Catchment

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	973	4,637	0	50	38
Medium	2,217	6,345	13,311	326	292	98
High	507	781	5,705	122	59	69
Midlife - Young Kids						
Low	0	38	616	0	4	9
Medium	0	625	6,776	0	73	127
High	0	0	425	0	0	31
Midlife - Carefree						
Low	145	865	1,609	56	104	31
Medium	133	962	10,701	30	68	121
High	0	0	2,652	0	0	48
Mature						
Low	1,353	4,128	23,070	159	152	136
Medium	750	2,199	26,504	77	71	137
High	645	2,261	23,639	69	76	128
Not Private Households	442	606	3,480	544	233	215
Total	6,192	19,783	123,125			

CGA Summary - Victoria Inn Bognor Regis
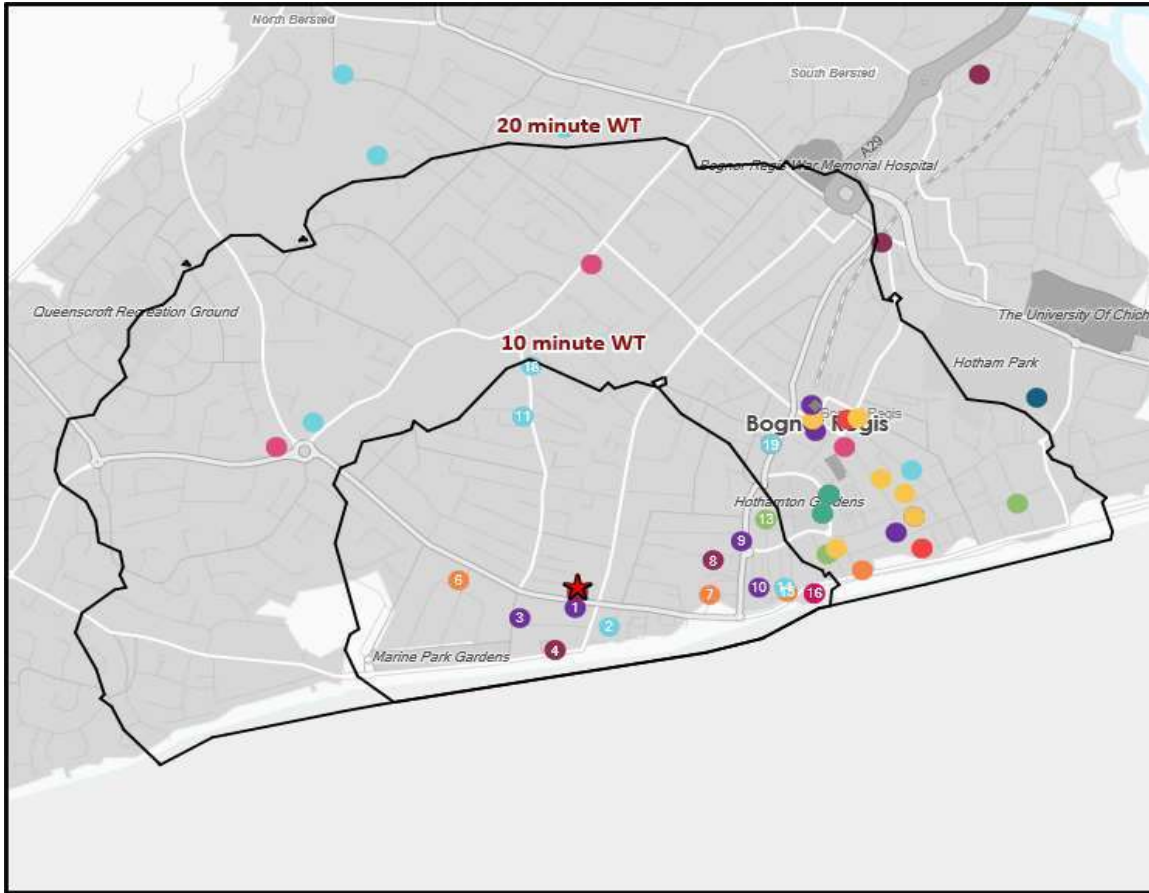
Pub Sites
Catchment

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	Victoria Inn	PO21 2PQ	Star Pubs & Bars	Premium Local	0.0
1	Chez Moi	PO21 2NJ	Independent Free	Restaurants	0.0
2	Bognor Regis Yacht Club	PO21 2NA	Independent Free	Clubland	0.1
3	Mamma Mia	PO21 2QB	Independent Free	Restaurants	0.1
4	Navigator Hotel	PO21 2QA	Independent Free	Hotel	0.1
4	Waverley	PO21 2QA	Independent Free	Premium Local	0.1
6	Aldwick Hotel	PO21 2QU	Independent Free	Hotel	0.2
7	Royal Norfolk Hotel	PO21 2LH	Independent Free	Hotel	0.2
8	Claremont Inn	PO21 1UH	*Other Small Retail Groups	Premium Local	0.2
9	Magna Tandoori Restaurant	PO21 1EB	Independent Free	Restaurants	0.3
10	Elizabeth Ii	PO21 1TX	Independent Free	Restaurants	0.3
11	Bognor Lawn Tennis Club	PO21 2TY	Independent Free	Clubland	0.3
11	Bognor Regis Town Football Club	PO21 2TY	Independent Free	Clubland	0.3
13	Lamb Inn	PO21 1TJ	Stonegate Pub Company	Circuit Bar	0.4
14	Rafa Bognor	PO21 1TB	Independent Free	Clubland	0.4
15	Pixie Hotel	PO21 1TA	Independent Free	Hotel	0.4
16	Legends Sports Bar	PO21 1SY	Independent Free	Family Pub Dining	0.4
16	Sheiks Night Club	PO21 1SY	Independent Free	Night Club	0.4
18	Arun & District Indoor Bowling Club	PO21 2TT	Independent Free	Clubland	0.4
19	Picturedrome Cinema	PO21 1DW	*Other Small Retail Groups	Large Venue	0.4
19	Bognor Freemasons Hall	PO21 1DW	Independent Free	Clubland	0.4

Per Pub Analysis - Victoria Inn Bognor Regis

*WT= Walktime, **DT= Drivetime
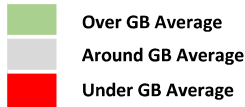
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,192	19,783	123,125
Number of Competition Pubs	7	27	136
Adults 18+ per Competition Pub	885	733	905

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	615	9.9%	123
Circuit Bar	0	349	5.6%	139
Community Pub	0	1,077	17.4%	91
Craft Led	0	406	6.6%	190
Great Pub Great Food	0	989	16.0%	90
High Street Pub	0	1,103	17.8%	97
Premium Local	3	932	15.1%	91

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,740	8.8%	109
Circuit Bar	4	1,224	6.2%	153
Community Pub	0	3,601	18.2%	95
Craft Led	0	1,136	5.7%	166
Great Pub Great Food	0	2,864	14.5%	82
High Street Pub	6	3,703	18.7%	102
Premium Local	3	3,082	15.6%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	8,368	6.8%	84
Circuit Bar	14	4,683	3.8%	94
Community Pub	0	22,885	18.6%	97
Craft Led	0	3,506	2.8%	82
Great Pub Great Food	14	23,009	18.7%	106
High Street Pub	14	21,848	17.7%	96
Premium Local	28	23,036	18.7%	113

Glossary

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
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
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
Consumer Insight	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
	"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."	"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"	"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."	"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"
Product needs	• 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.

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.

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