

# Catchment Summary - Roseycombe Coventry

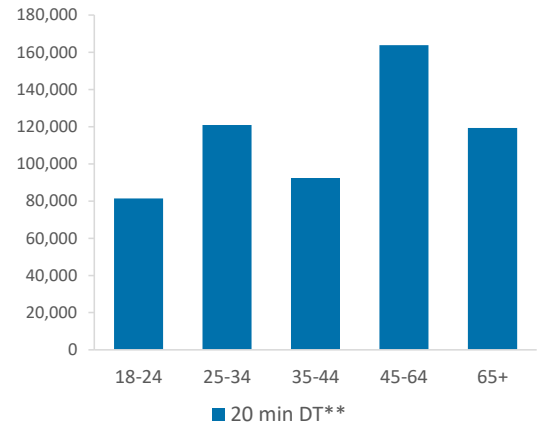
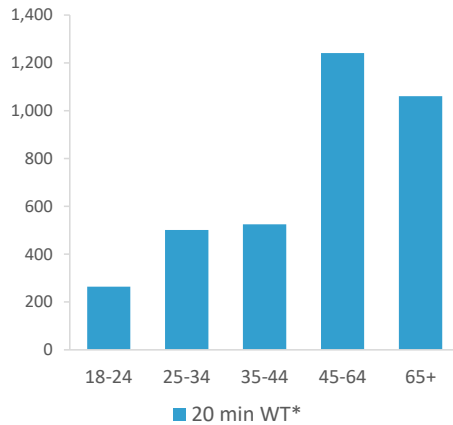
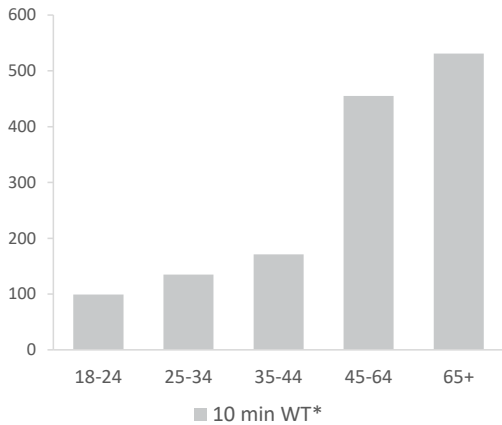


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- Over GB Average
- Around GB Average
- Under GB Average

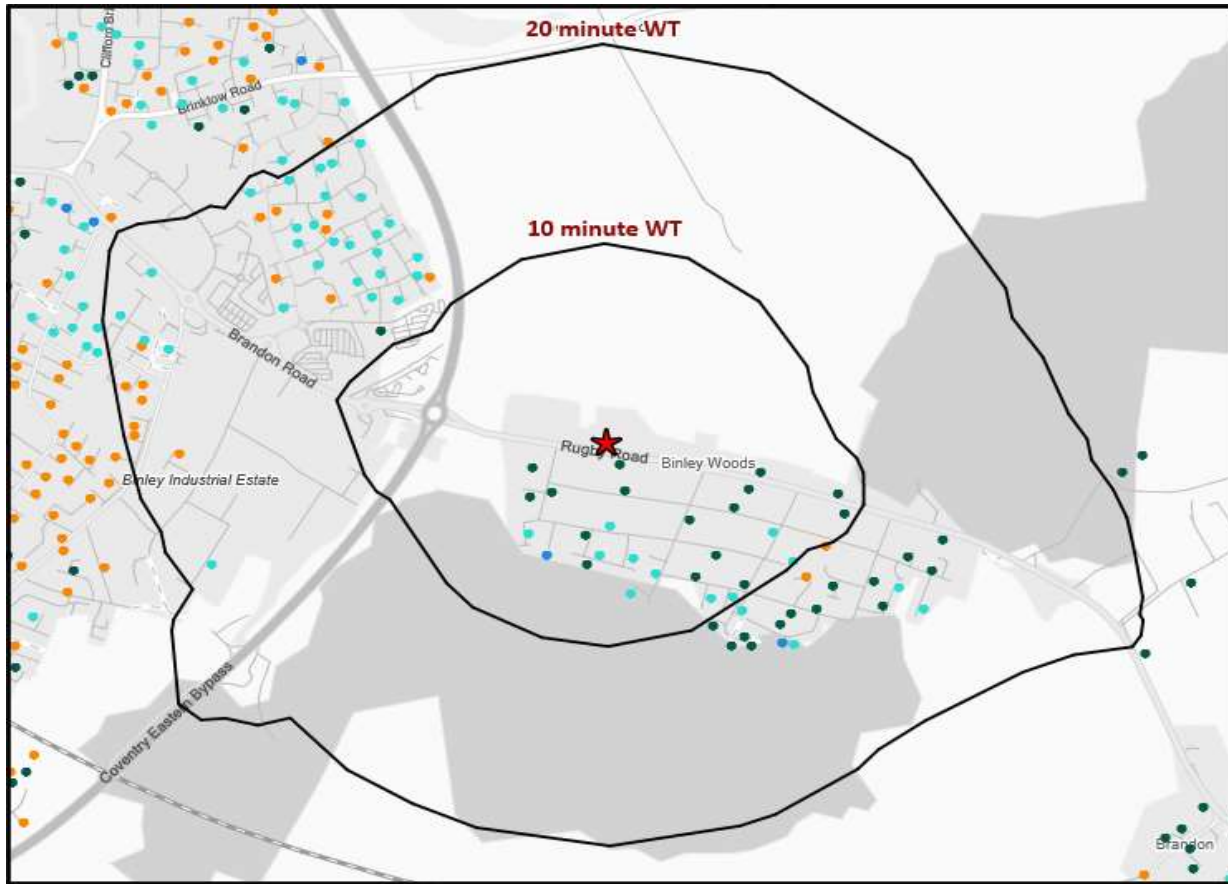
\*WT= Walktime, \*\*DT= Drivetime

	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**	
<b>Population</b>	1,676	4,404	731,954	32	30	193	
<small>Population &amp; Adults 18+ index is based on all pubs</small>							
Adults 18+	1,391	3,592	577,775	32	20	193	
Competition Pubs	3	5	588	20	16	162	
Adults 18+ per Competition Pub	464	718	983	56	87	119	
% Adults Likely to Drink	84.8%	85.0%	82.0%	103	103	100	
<b>Affluence</b>	Low	4.2%	4.1%	21.2%	17	16	82
	Medium	53.3%	40.9%	44.2%	135	104	112
	High	42.5%	55.0%	33.2%	127	164	99
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	18-24	99	264	81,465	73	74	137
	25-34	135	501	120,871	61	86	124
	35-44	171	525	92,411	79	93	98
	45-64	455	1,241	163,754	106	110	88
	65+	531	1,061	119,274	166	126	85



	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**	
<b>Gender</b>	Male	818 (49%)	2,173 (49%)	369,119 (50%)	99	100	102
	Female	858 (51%)	2,231 (51%)	362,835 (50%)	101	100	98
<b>Economic Status (16-74)</b>	Employed: Full-time	449 (40%)	1,419 (45%)	225,408 (42%)	96	109	101
	Employed: Part-time	156 (14%)	467 (15%)	66,800 (12%)	107	115	96
	Self employed	131 (12%)	293 (9%)	40,782 (8%)	122	98	80
	Unemployed	20 (2%)	57 (2%)	13,363 (2%)	75	77	105
	Retired	243 (22%)	509 (16%)	68,792 (13%)	157	118	93
	Other	122 (11%)	393 (13%)	119,476 (22%)	55	64	113
<b>Total Worker Count</b>	461	1,973	322,928				

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

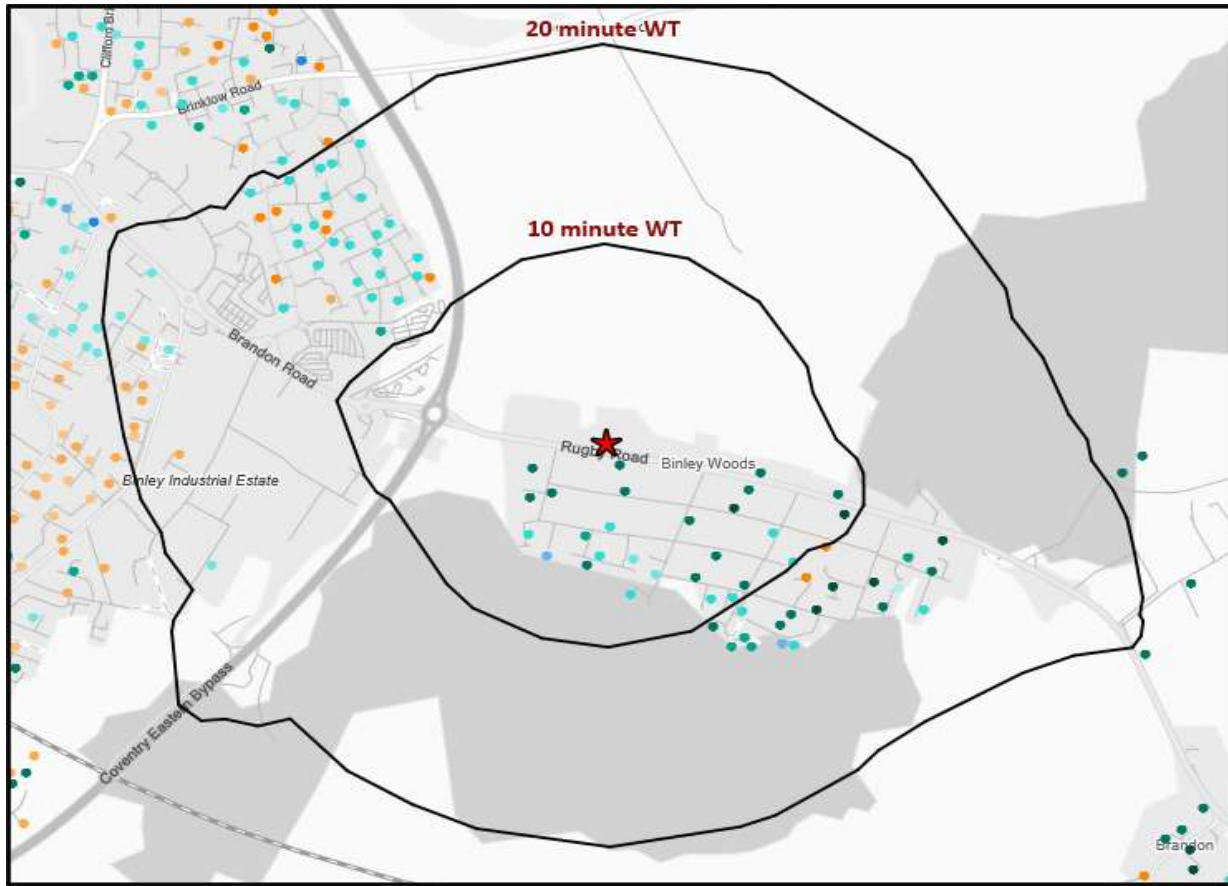
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	77,706	0	0	151
Young Adult - Showing I'm Cool	44	69	63,938	34	21	120
Midlife - Young Kids	89	364	181,642	20	32	100
Midlife - Carefree	401	1,760	117,190	137	233	96
Mature	857	1,399	128,812	220	139	80
<b>Not Private Households</b>	0	0	8,487	0	0	102
<b>Total</b>	1,391	3,592	577,775			

# Polaris Summary - Roseycombe Coventry



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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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	26,175	0	0	108
Medium	0	0	7,231	0	0	92
High	0	0	44,300	0	0	228
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	100	0	0	2
Medium	44	69	36,232	86	52	170
High	0	0	27,606	0	0	107
<b>Midlife - Young Kids</b>						
Low	0	0	46,789	0	0	73
Medium	0	145	111,147	0	27	129
High	89	219	23,706	119	113	76
<b>Midlife - Carefree</b>						
Low	0	11	18,957	0	9	97
Medium	96	424	45,781	103	176	118
High	305	1,325	52,452	201	338	83
<b>Mature</b>						
Low	59	135	30,192	71	63	88
Medium	601	832	54,772	341	183	75
High	197	432	43,848	151	128	81
<b>Not Private Households</b>	0	0	8,487	0	0	102

# Polaris Summary - Roseycombe Coventry



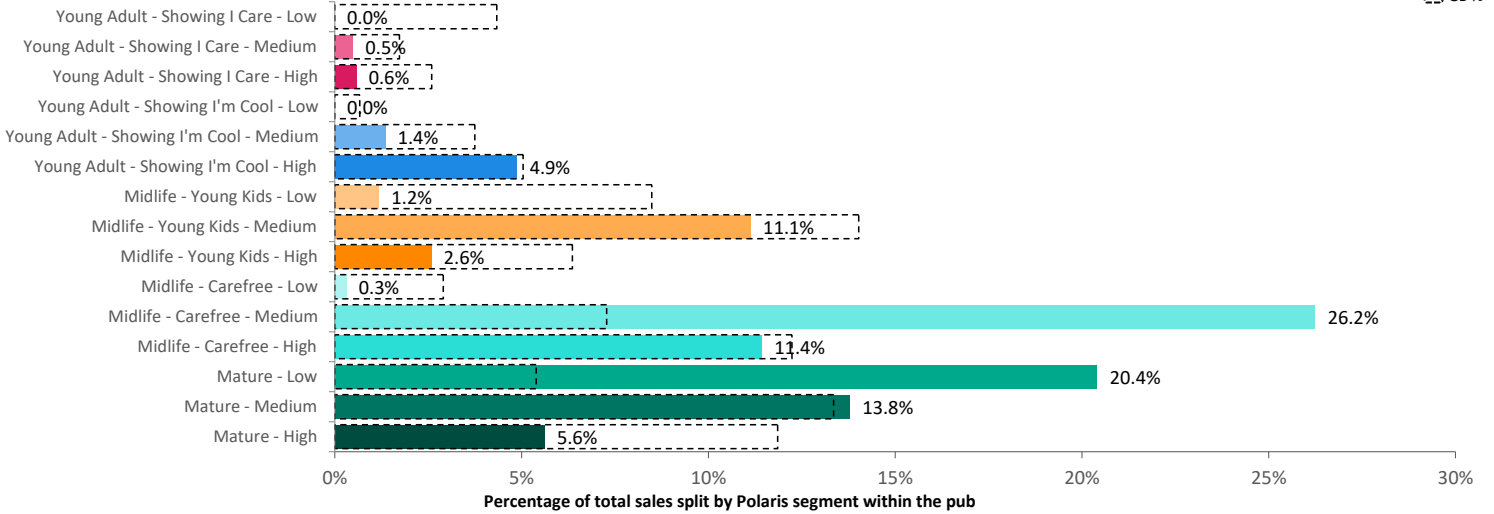
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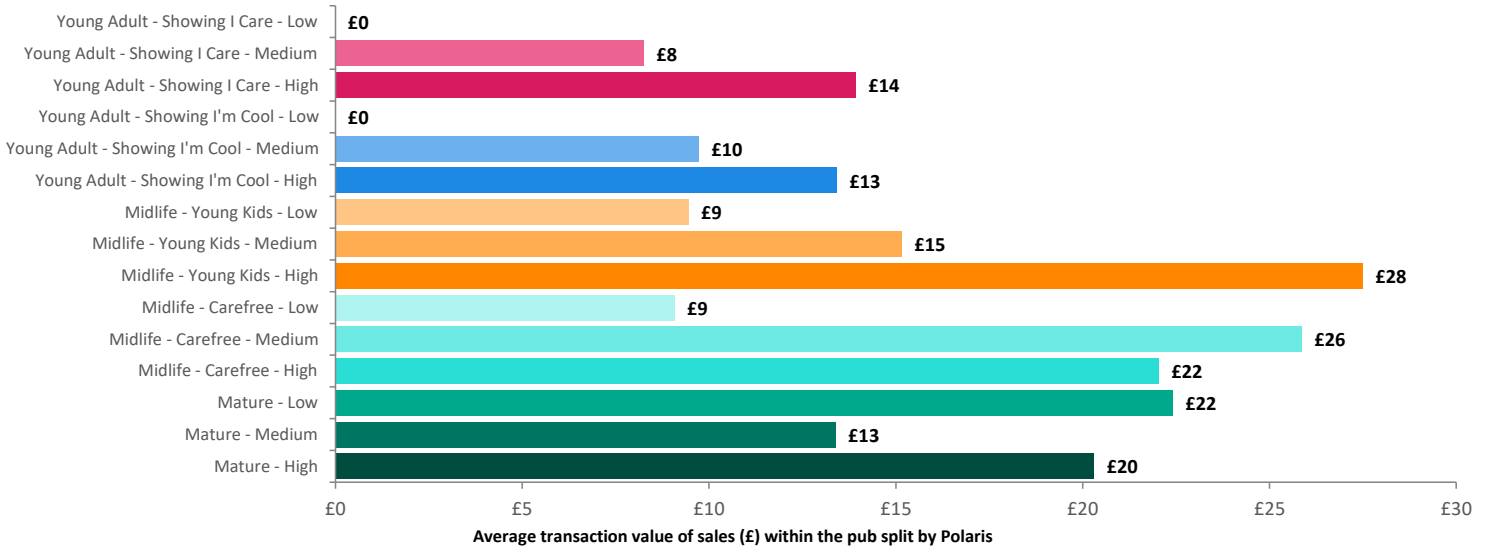
Total 1,391 3,592 577,775

Spend by Polaris

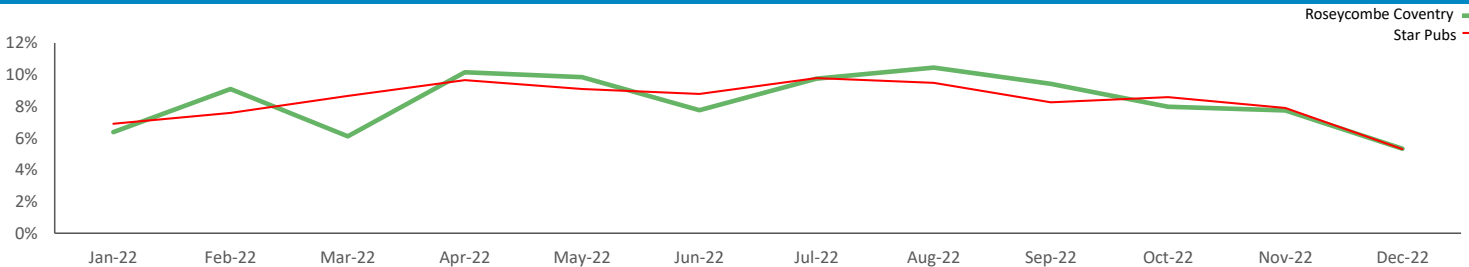
GB %



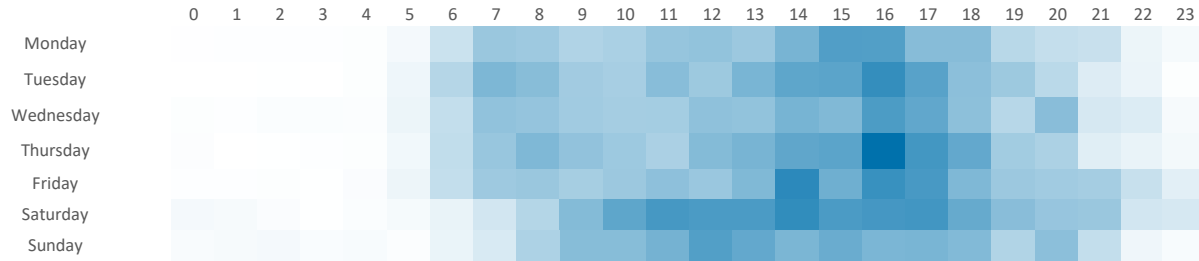
Average Transaction Values (£) by Polaris



Spend by Month

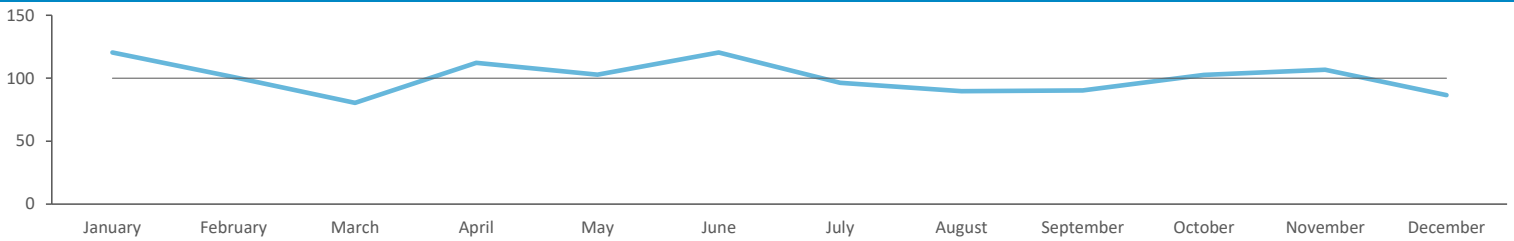


## Time of Day/Day of Week



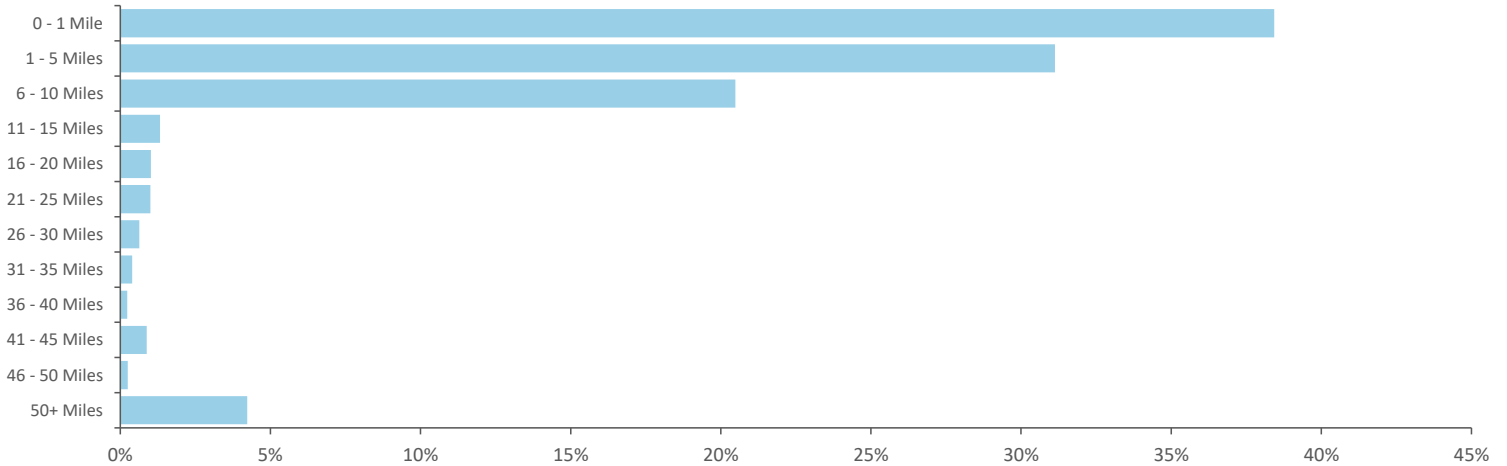
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



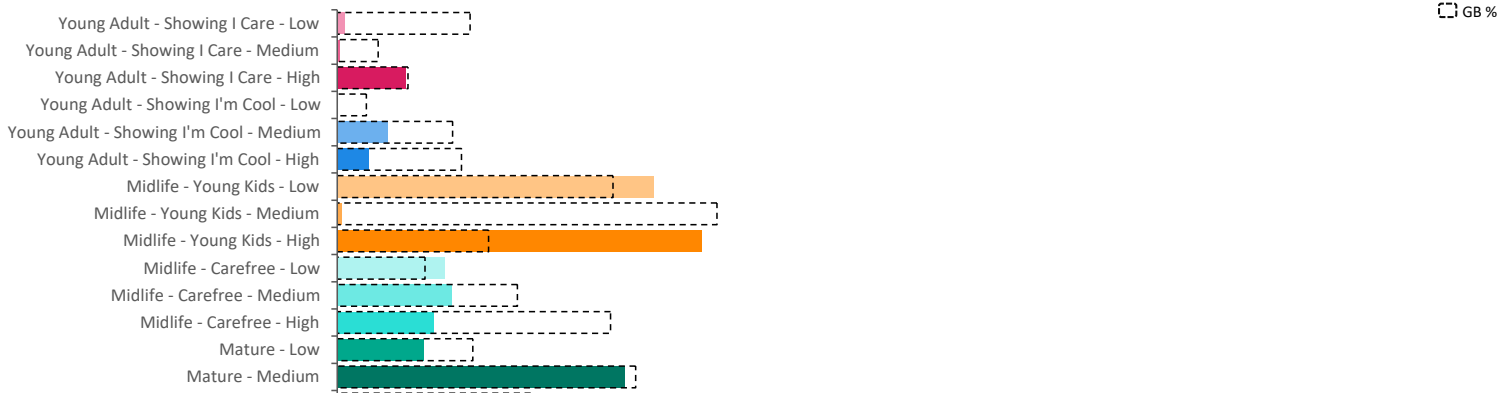
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

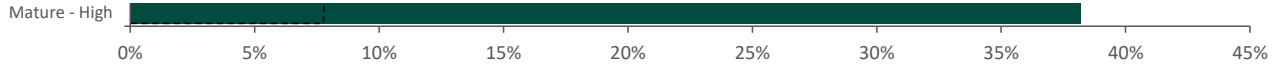


# Mobile Data Summary - Roseycombe Coventry



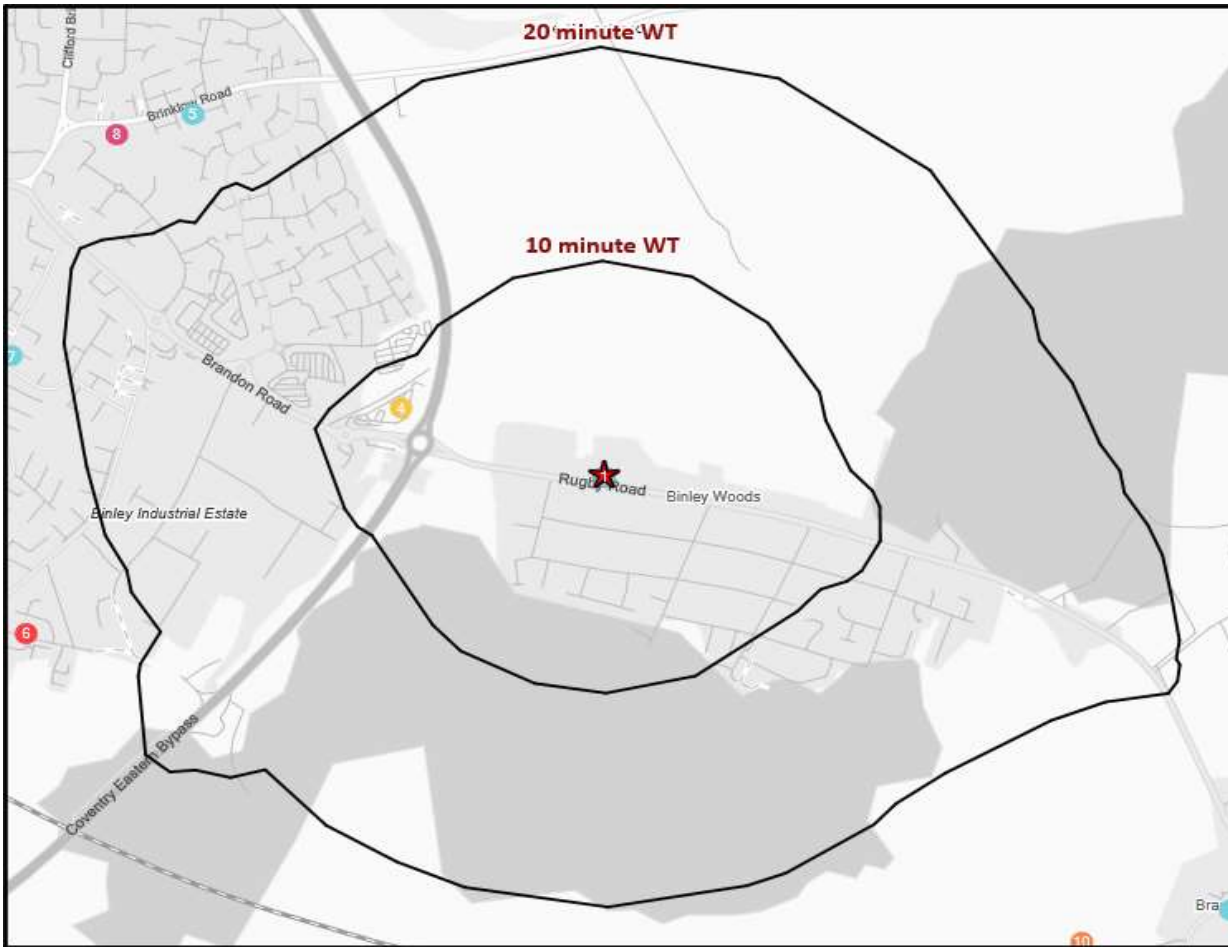
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## Time of Day/Day of Week



**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	Cocked Hat	CV 3 2AY	Greene King	Family Pub Dining	0.0
1	Roseycombe	CV 3 2AY	Star Pubs & Bars	Premium Local	0.0
1	Broadstreet Rugby Football Club	CV 3 2AY	Independent Free	Clubland	0.0
4	Tgi Fridays	CV 3 2TA	TGI Fridays UK Limited	High Street Pub	0.3
5	Coombe Social Working Mens Club & Ins	CV 3 2HY	Independent Free	Clubland	0.9
6	Binley Banquet	CV 3 2ED	Independent Free	Large Venue	1.0
7	Coventry Saracens Rugby Club	CV 3 2EY	Independent Free	Clubland	1.0
8	Toby Carvery	CV 3 2DS	Mitchells & Butlers	Family Pub Dining	1.0
9	Standard Bearer	CV 3 2FG	Admiral Taverns Ltd	Premium Local	1.0
10	Mercure Hotel	CV 8 3FW	Accor Hotels	Hotel	1.1