

Catchment Summary - Horse & Groom Linby

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

*WT= Walktime, **DT= Drivetime

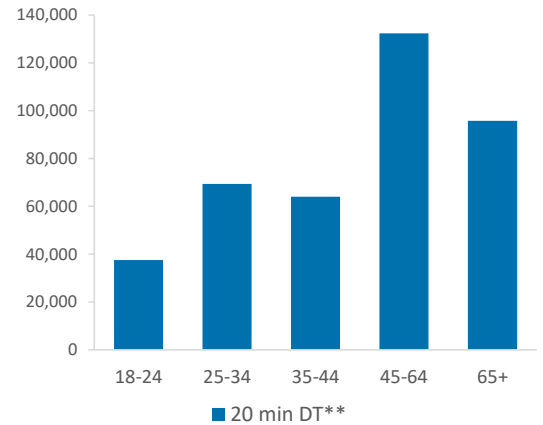
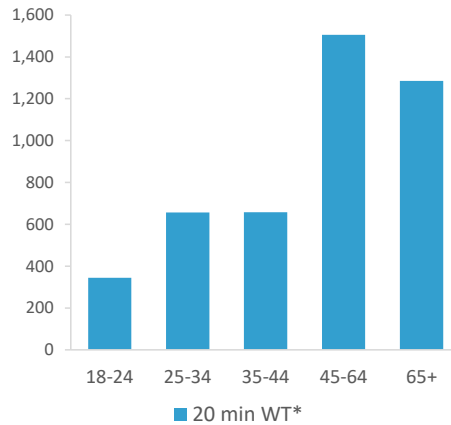
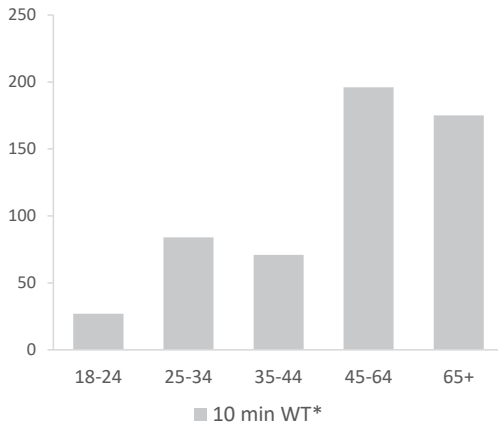
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	679	5,477	509,548	13	38	134
Adults 18+	553	4,449	399,162	13	25	134
Competition Pubs	1	4	412	7	13	114
Adults 18+ per Competition Pub	553	1,112	969	67	135	117
% Adults Likely to Drink	85.7%	84.3%	82.2%	104	102	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	1.6%	22.9%	0	6	89
	Medium	33.6%	74.2%	56.4%	85	188	143
	High	66.4%	24.2%	19.4%	198	72	58

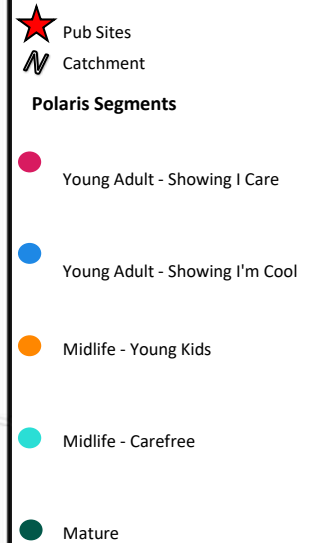
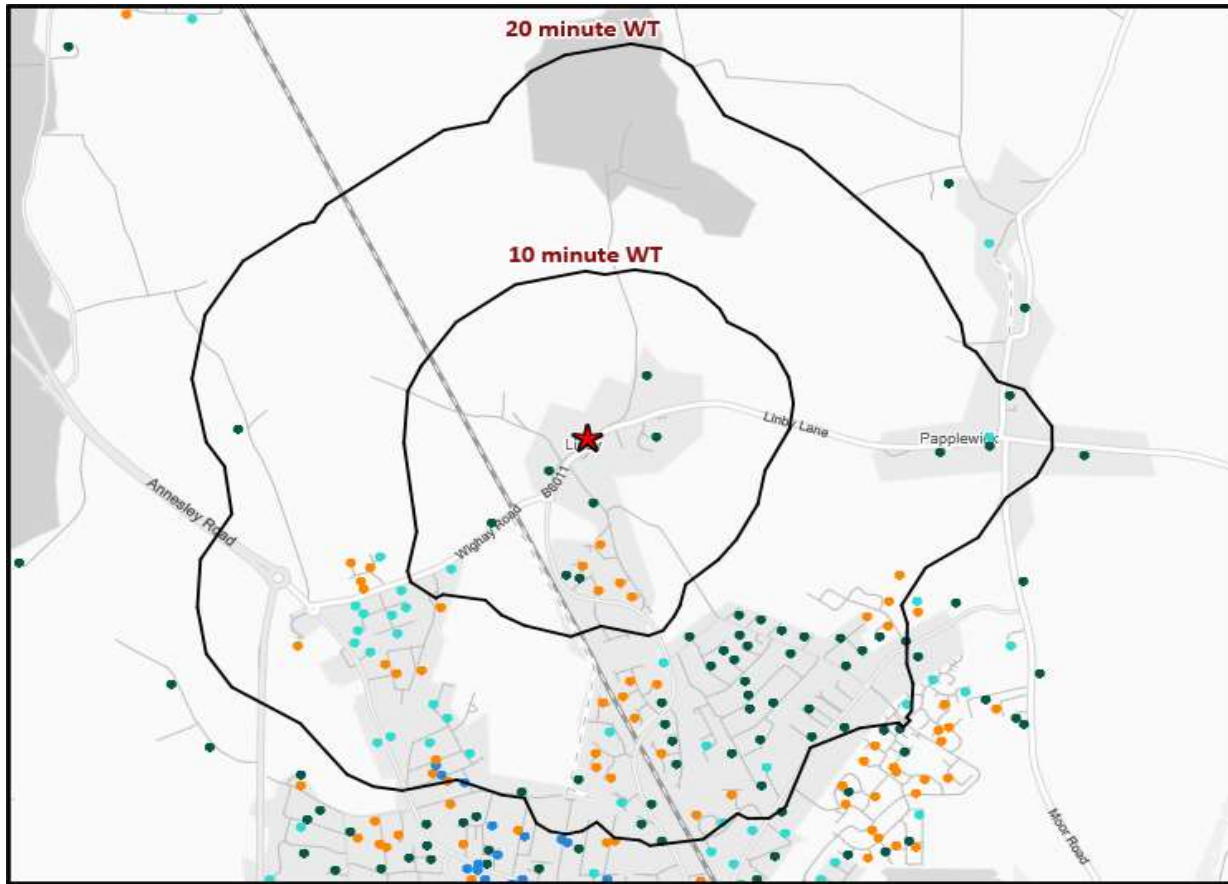
*Affluence does not include Not Private Households

Age Profile	18-24	27	344	37,592	49	77	91
	25-34	84	657	69,397	93	90	102
	35-44	71	658	64,058	81	93	98
	45-64	196	1,505	132,379	113	108	102
	65+	175	1,285	95,736	135	123	98



	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	321 (47%)	2,692 (49%)	250,896 (49%)	96	99	100
	Female	358 (53%)	2,785 (51%)	258,652 (51%)	104	101	100
Economic Status (16-74)							
	Employed: Full-time	242 (52%)	1,740 (45%)	150,288 (41%)	125	108	99
	Employed: Part-time	57 (12%)	572 (15%)	51,786 (14%)	94	113	109
	Self employed	59 (13%)	339 (9%)	28,405 (8%)	133	91	81
	Unemployed	5 (1%)	70 (2%)	10,337 (3%)	45	76	119
	Retired	58 (12%)	690 (18%)	55,935 (15%)	91	129	111
	Other	44 (9%)	474 (12%)	69,123 (19%)	48	62	96
Total Worker Count		125	1,149	228,856			

See the Glossary page for further information on the above variables



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	14,703	0	0	41
Young Adult - Showing I'm Cool	0	134	34,474	0	33	94
Midlife - Young Kids	265	1,280	129,124	153	92	103
Midlife - Carefree	32	1,128	91,660	28	121	109
Mature	256	1,907	124,190	165	153	111
Not Private Households	0	0	5,011	0	0	87
Total	553	4,449	399,162			

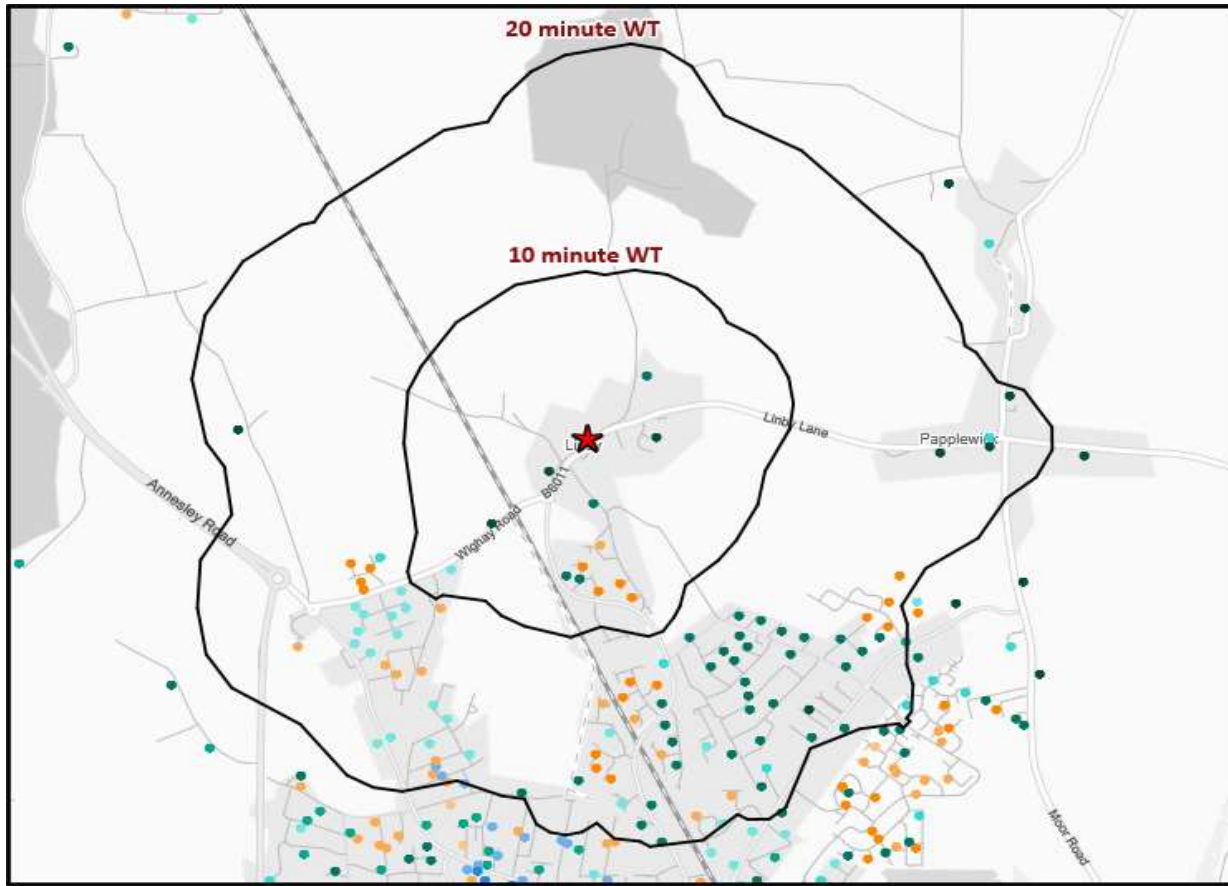
Polaris Summary - Horse & Groom Linby



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★ Pub Sites



- 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**
Young Adult - Showing I Care						
Low	0	0	3,833	0	0	23
Medium	0	0	1,135	0	0	21
High	0	0	9,735	0	0	72
Young Adult - Showing I'm Cool						
Low	0	0	94	0	0	2
Medium	0	134	21,078	0	81	143
High	0	0	13,302	0	0	74
Midlife - Young Kids						
Low	0	0	43,519	0	0	98
Medium	0	618	65,308	0	93	110
High	265	662	20,297	889	276	94
Midlife - Carefree						
Low	0	0	21,848	0	0	161
Medium	23	1,068	55,285	62	357	206
High	9	60	14,527	15	12	33
Mature						
Low	0	73	22,251	0	28	94
Medium	163	1,480	82,437	233	263	163
High	93	354	19,502	179	85	52
Not Private Households	0	0	5,011	0	0	87

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Total

553

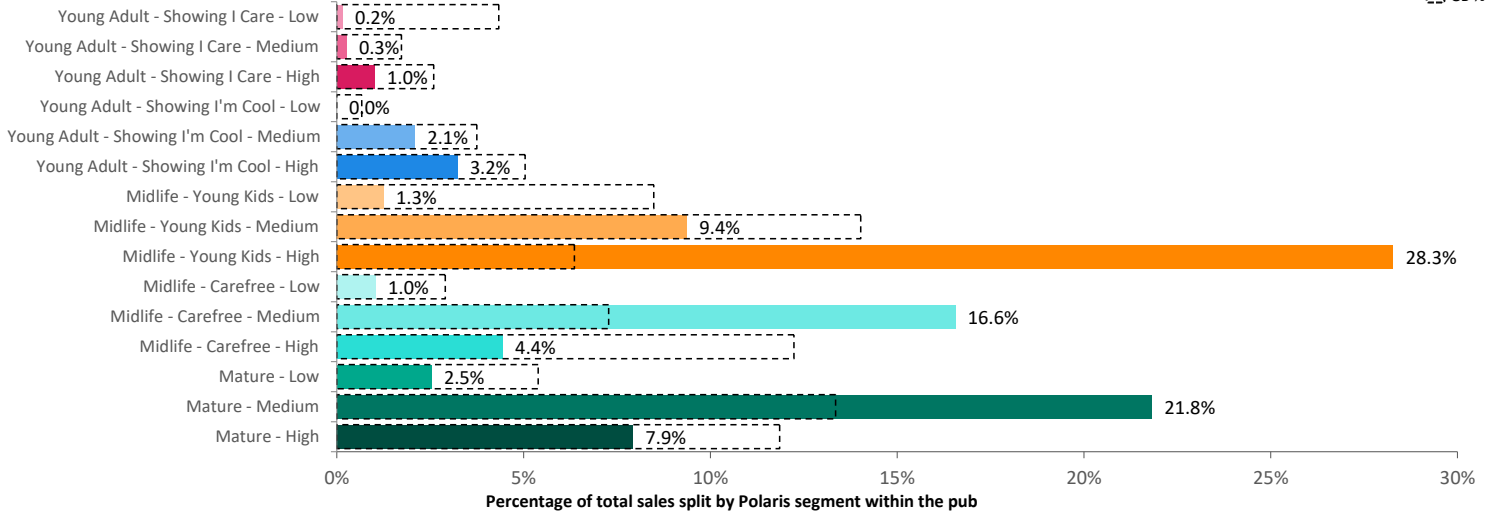
4,449

399,162

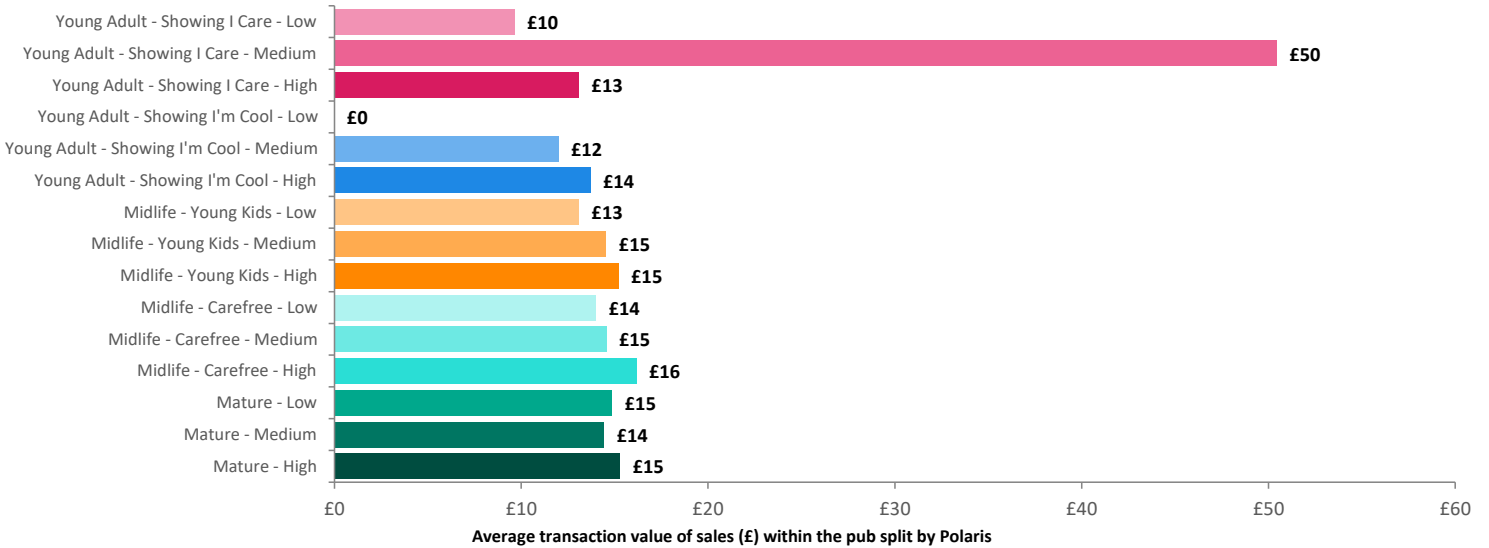
Pub Sites

Spend by Polaris

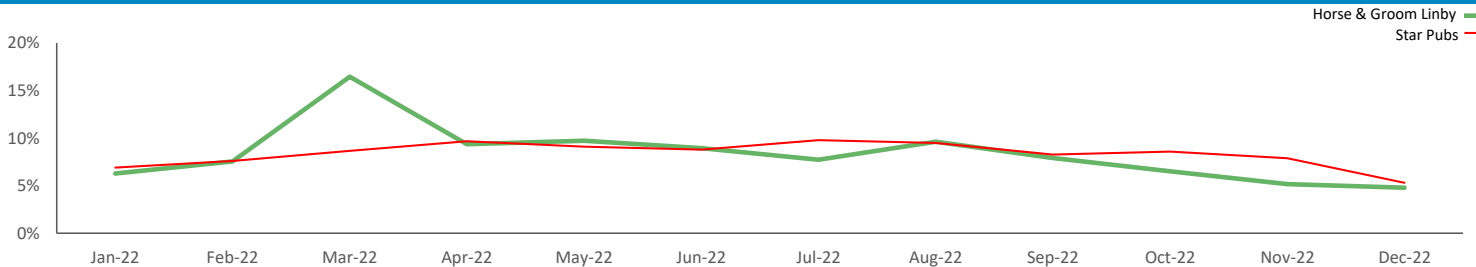
GB %



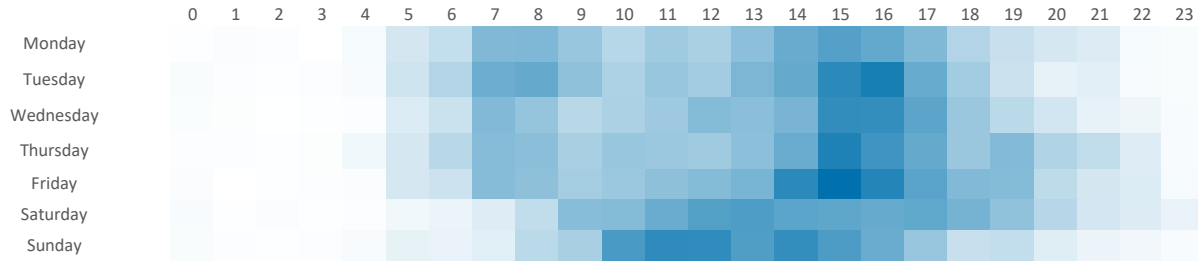
Average Transaction Values (£) by Polaris



Spend by Month

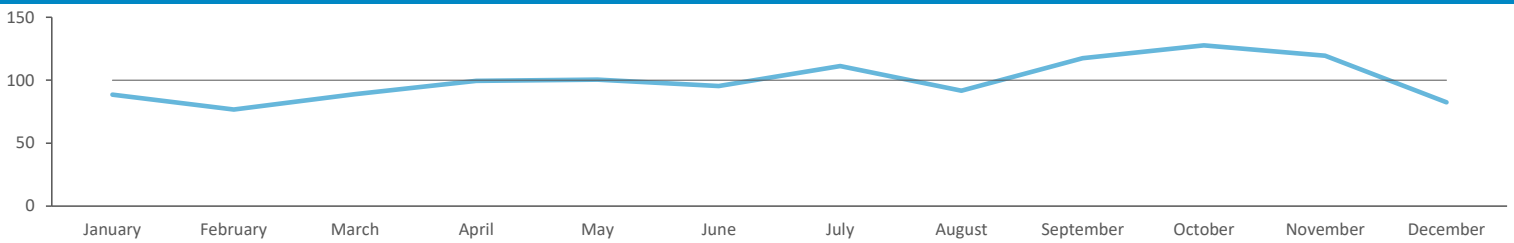


Time of Day/Day of Week



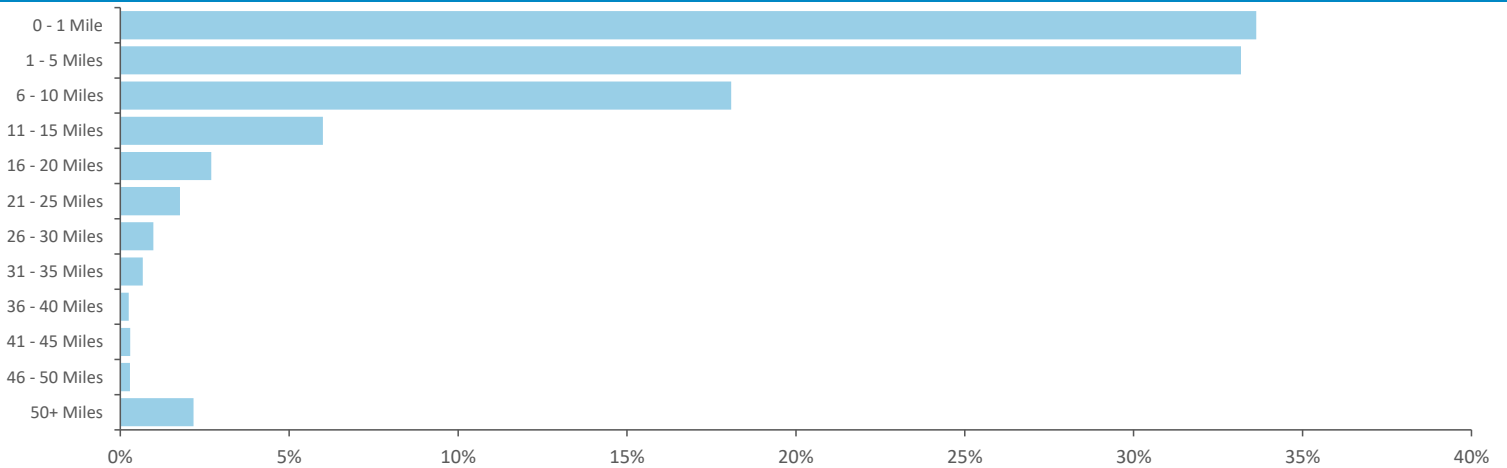
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



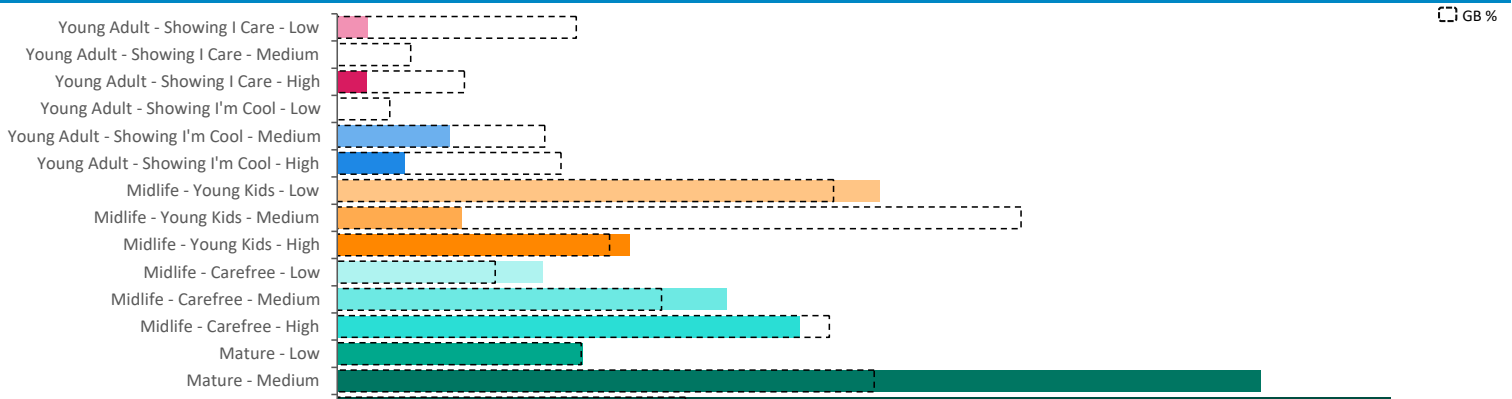
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Horse & Groom Linby

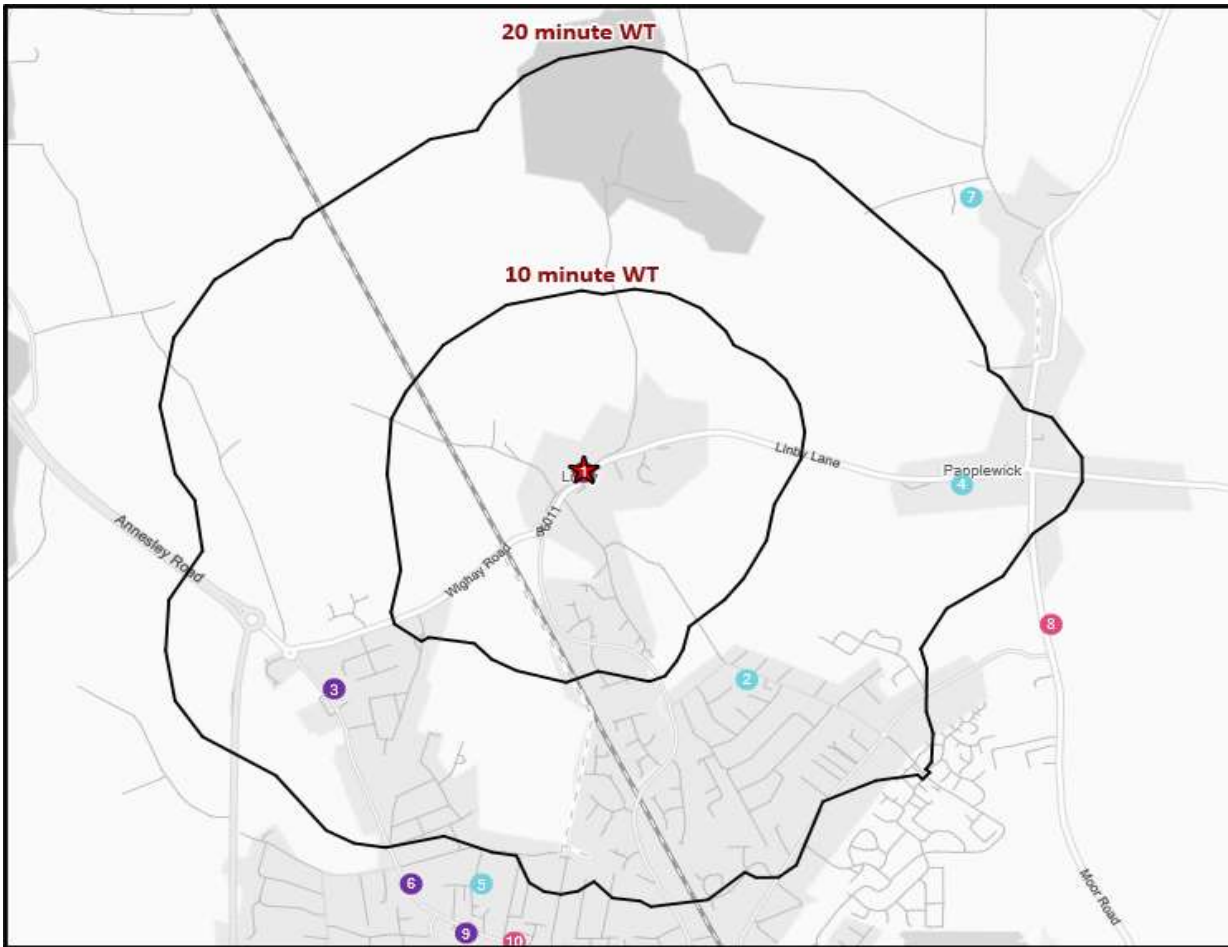


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Time of Day/Day of Week



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



★ Pub Sites
 N 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	Horse & Groom	NG15 8AE	Star Pubs & Bars	Premium Local	0.0
2	Hucknall Cricket Club	NG15 8BS	Independent Free	Clubland	0.5
3	Bella Mia	NG15 8AY	*Other Small Retail Groups	Restaurants	0.7
4	Papplewick Village Hall	NG15 8FB	Independent Free	Clubland	0.7
5	George Street Working Mens Club	NG15 7DN	Independent Free	Clubland	0.9
6	Moda Italian Restaurant	NG15 7DE	Independent Free	Restaurants	0.9
7	Papplewick & Linby Cricket Club	NG15 8EY	Independent Free	Clubland	0.9
8	Griffins Head	NG15 8EN	Punch Pub Company	Family Pub Dining	0.9
9	Mughal Indian	NG15 7DR	Independent Free	Restaurants	1.0
10	Havana Blue	NG15 7AB	Independent Free	High Street Pub	1.0
10	Damo's	NG15 7AB	Independent Free	Family Pub Dining	1.0
12	John Godber Centre	NG15 7FQ	Independent Free	Clubland	1.0
13	Byron's Rest	NG15 7AS	Independent Free	High Street Pub	1.1
14	Pilgrims Oak	NG15 7AX	Wetherspoons GB	Circuit Bar	1.1
14	Red Lion	NG15 7AX	Greene King	Family Pub Dining	1.1
16	H2O Lounge	NG15 7AW	Independent Free	Circuit Bar	1.1
16	Bibiana Lounge	NG15 7AW	Independent Free	Restaurants	1.1
16	Half Moon	NG15 7AW	Independent Free	High Street Pub	1.1
16	Boatswain	NG15 7AW	Independent Free	Circuit Bar	1.1
20	Hucknall Liberal Club	NG15 7AA	Independent Free	Clubland	1.1