

Catchment Summary - Royal Oak Gnosall

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

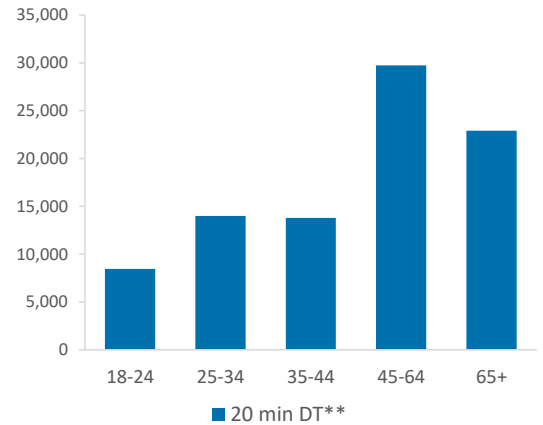
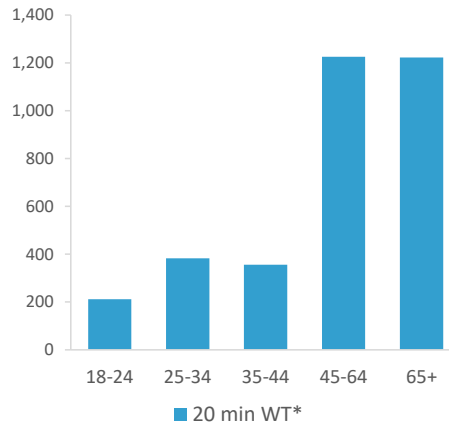
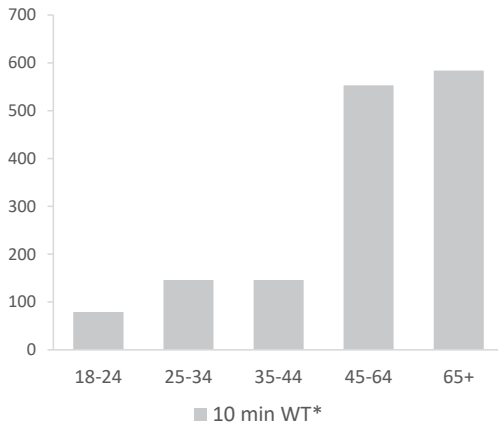
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,792	4,083	111,044	34	28	29
Adults 18+	1,508	3,400	88,938	35	19	30
Competition Pubs	3	4	135	20	13	37
Adults 18+ per Competition Pub	503	850	659	61	103	80
% Adults Likely to Drink	81.9%	83.3%	83.0%	99	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	17.8%	9.6%	20.2%	69	37	79
	Medium	44.4%	37.8%	39.9%	113	96	101
	High	37.8%	52.6%	37.7%	113	157	113

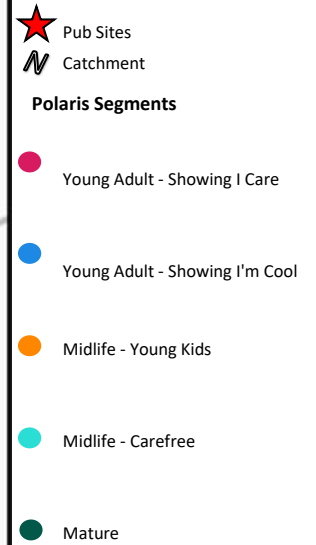
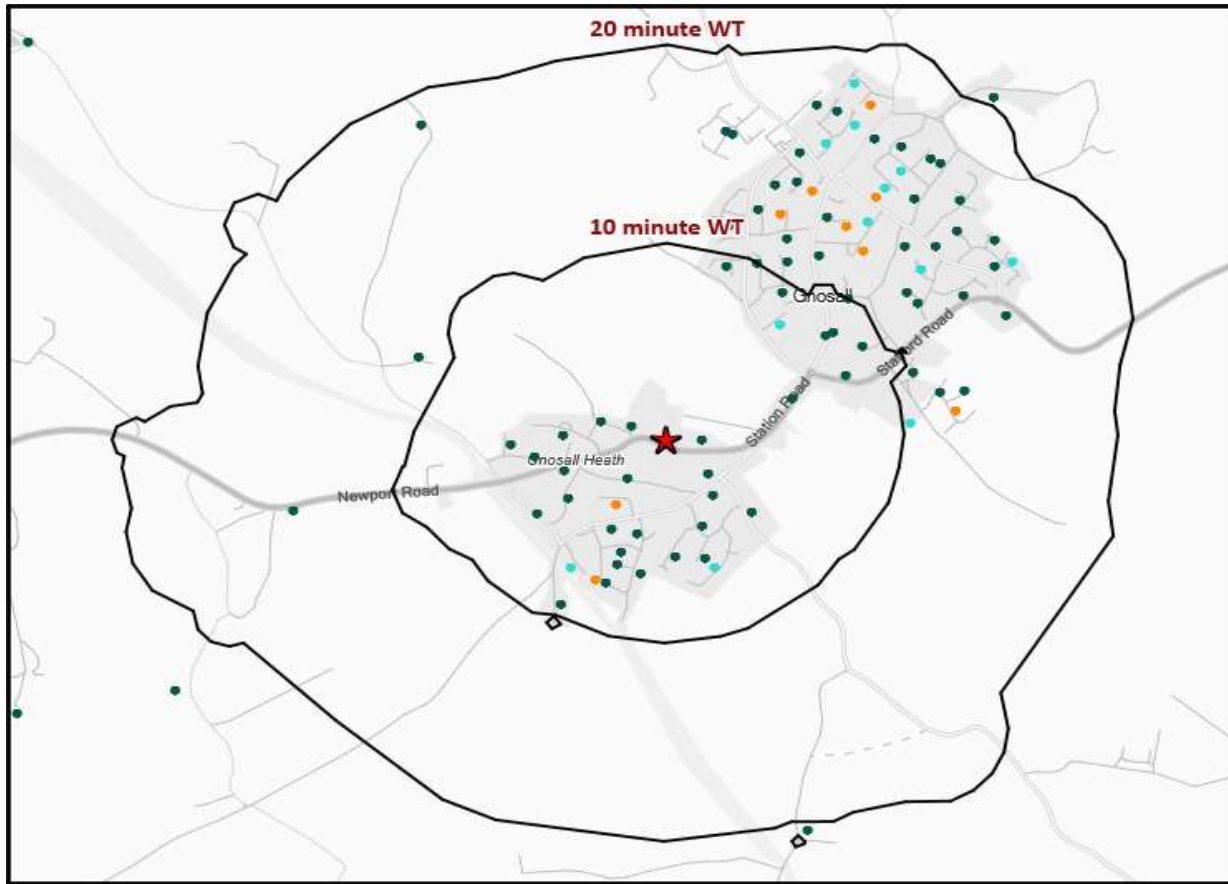
*Affluence does not include Not Private Households

Age Profile	18-24	79	212	8,459	54	64	94
	25-34	146	383	14,008	61	71	95
	35-44	146	356	13,802	63	68	97
	45-64	553	1,226	29,745	121	117	105
	65+	584	1,223	22,924	171	157	108



	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	841 (47%)	1,943 (48%)	55,306 (50%)	95	96	101
	Female	951 (53%)	2,140 (52%)	55,738 (50%)	105	104	99
Economic Status (16-74)							
	Employed: Full-time	478 (39%)	1,245 (43%)	34,922 (44%)	93	103	105
	Employed: Part-time	162 (13%)	394 (14%)	10,776 (13%)	101	104	103
	Self employed	144 (12%)	287 (10%)	6,512 (8%)	122	104	85
	Unemployed	10 (1%)	23 (1%)	1,534 (2%)	34	33	81
	Retired	273 (22%)	572 (20%)	11,692 (15%)	160	143	106
	Other	173 (14%)	382 (13%)	14,776 (18%)	71	67	93
Total Worker Count		298	668	48,587			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

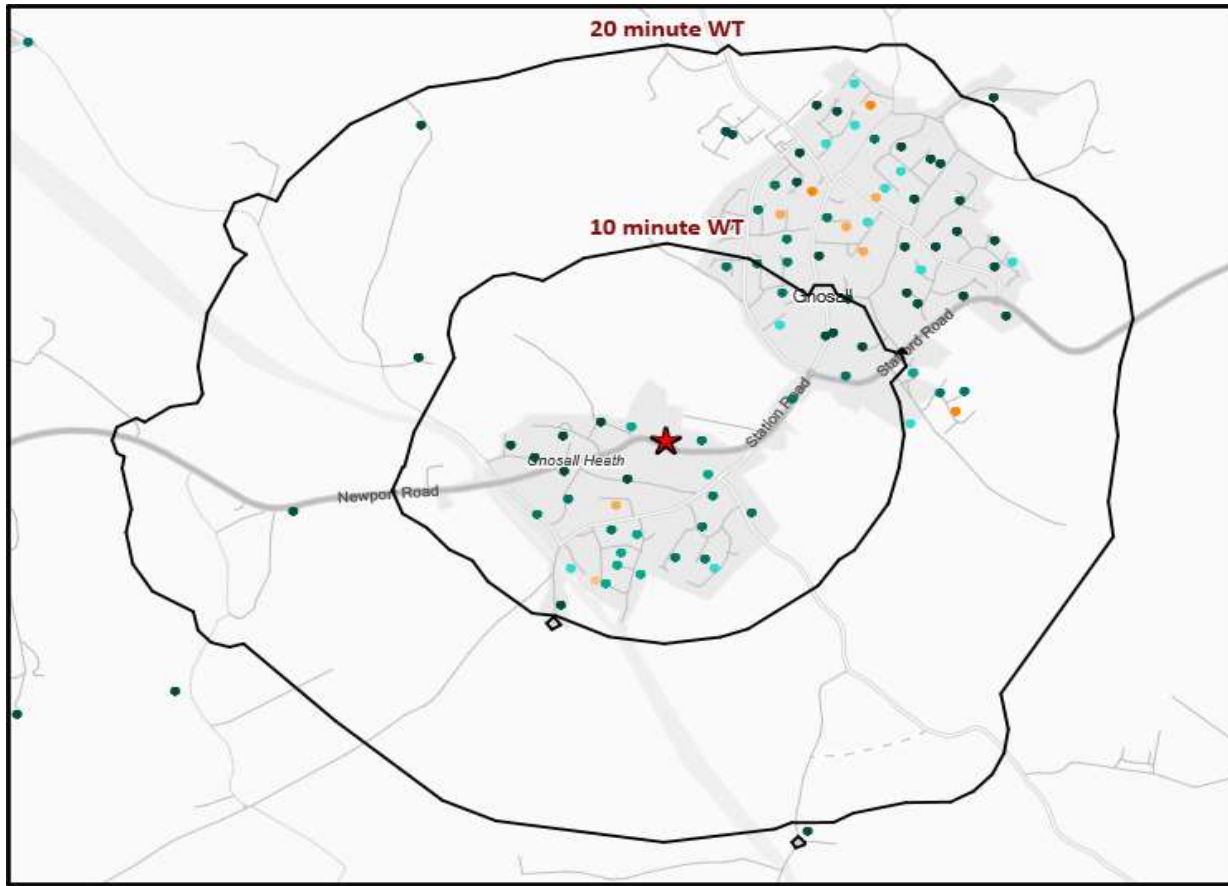
*WT= Walktime, **DT= Drivetime

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	4,005	0	0	50
Young Adult - Showing I'm Cool	0	0	5,435	0	0	66
Midlife - Young Kids	112	291	29,506	24	27	106
Midlife - Carefree	184	480	14,856	58	67	79
Mature	1,212	2,629	33,220	287	276	134
Not Private Households	0	0	1,916	0	0	150
Total	1,508	3,400	88,938			

Polaris Summary - Royal Oak Gnosall



 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	852	0	0	23
Medium	0	0	0	0	0	0
High	0	0	3,153	0	0	105
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,464	0	0	75
High	0	0	2,971	0	0	75
Midlife - Young Kids						
Low	56	56	9,374	33	15	95
Medium	56	170	12,769	25	34	96
High	0	65	7,363	0	35	154
Midlife - Carefree						
Low	0	0	2,631	0	0	87
Medium	0	0	4,821	0	0	81
High	184	480	7,404	112	129	76
Mature						
Low	213	271	5,105	238	134	97
Medium	613	1,115	15,437	321	259	137
High	386	1,243	12,678	273	390	152
Not Private Households	0	0	1,916	0	0	150

Polaris Summary - Royal Oak Gnosall

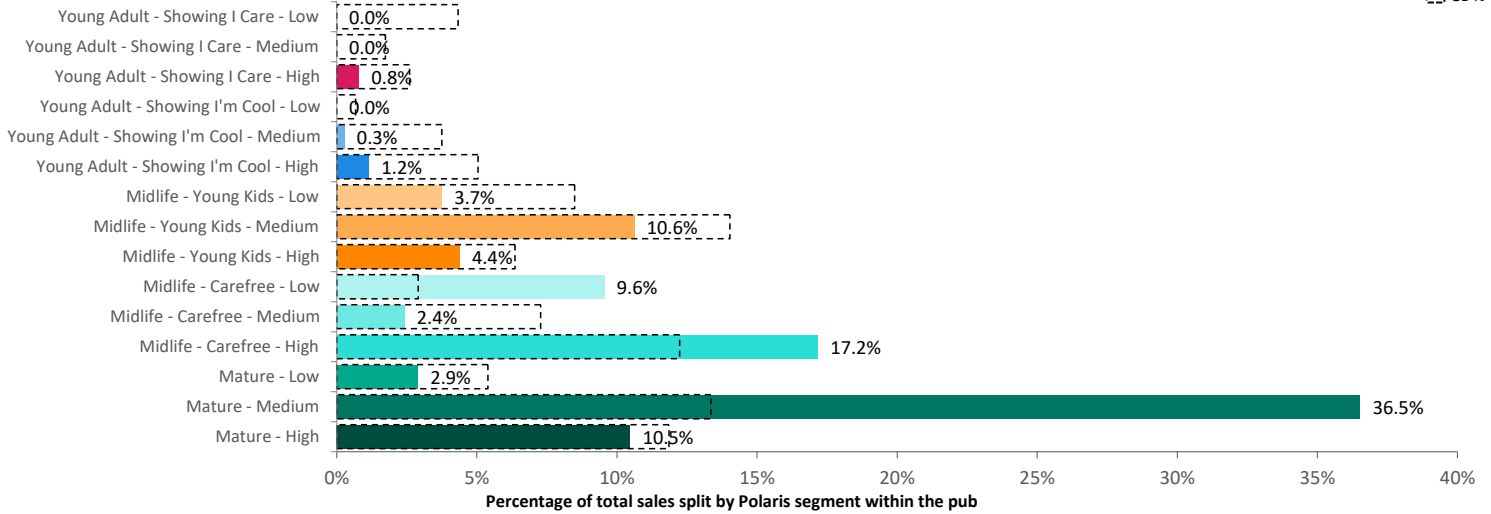


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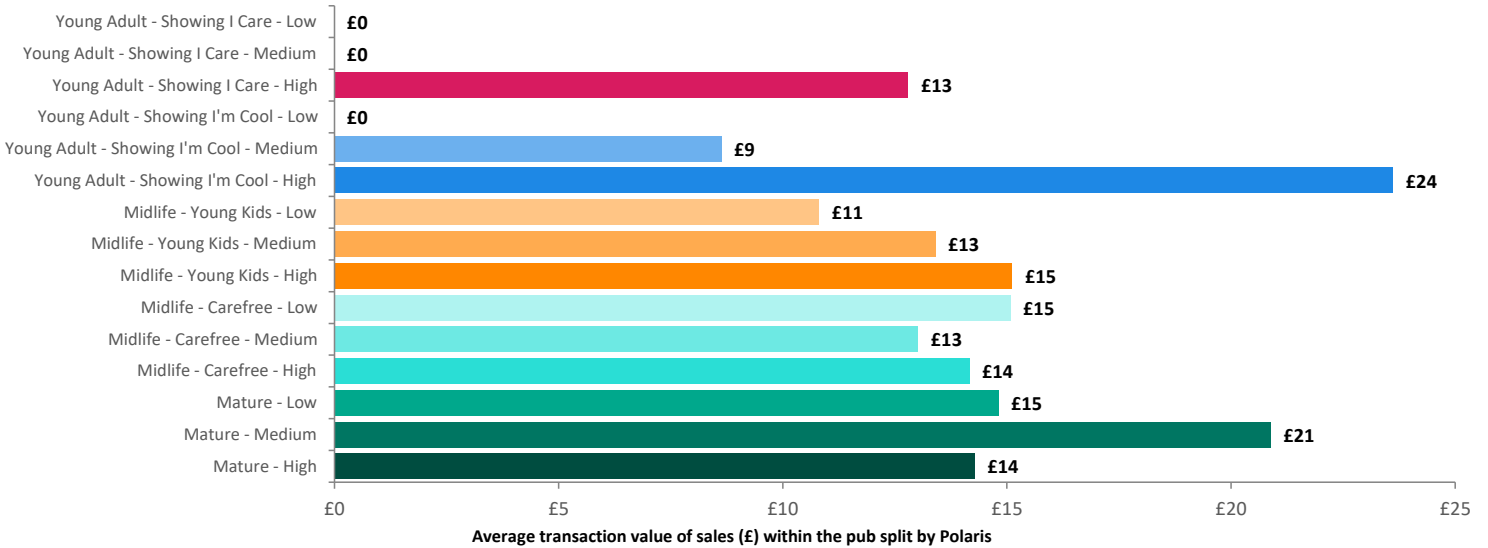


Spend by Polaris

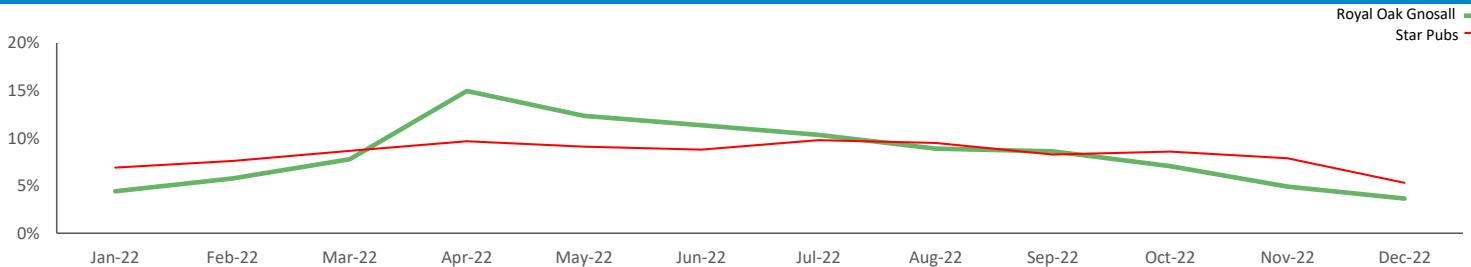
GB %



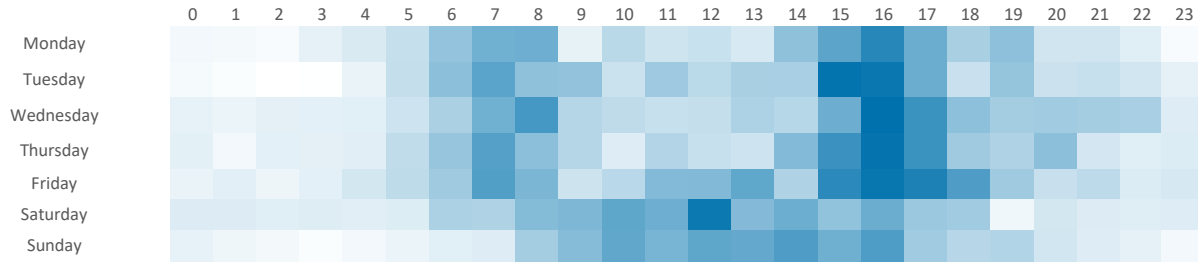
Average Transaction Values (£) by Polaris



Spend by Month

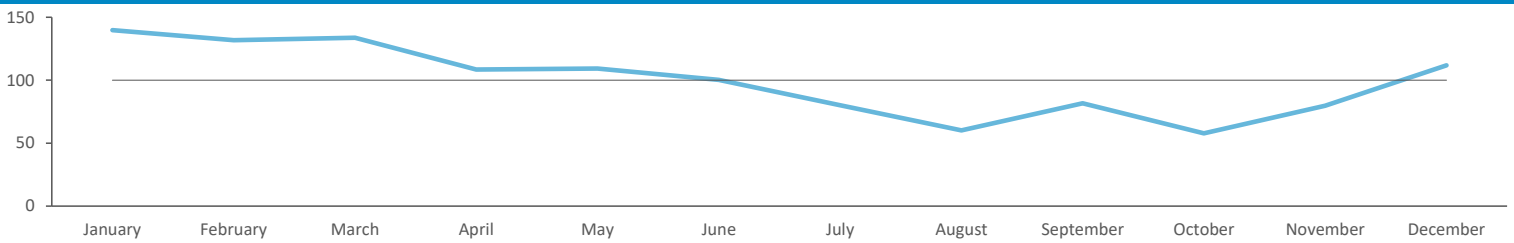


Time of Day/Day of Week



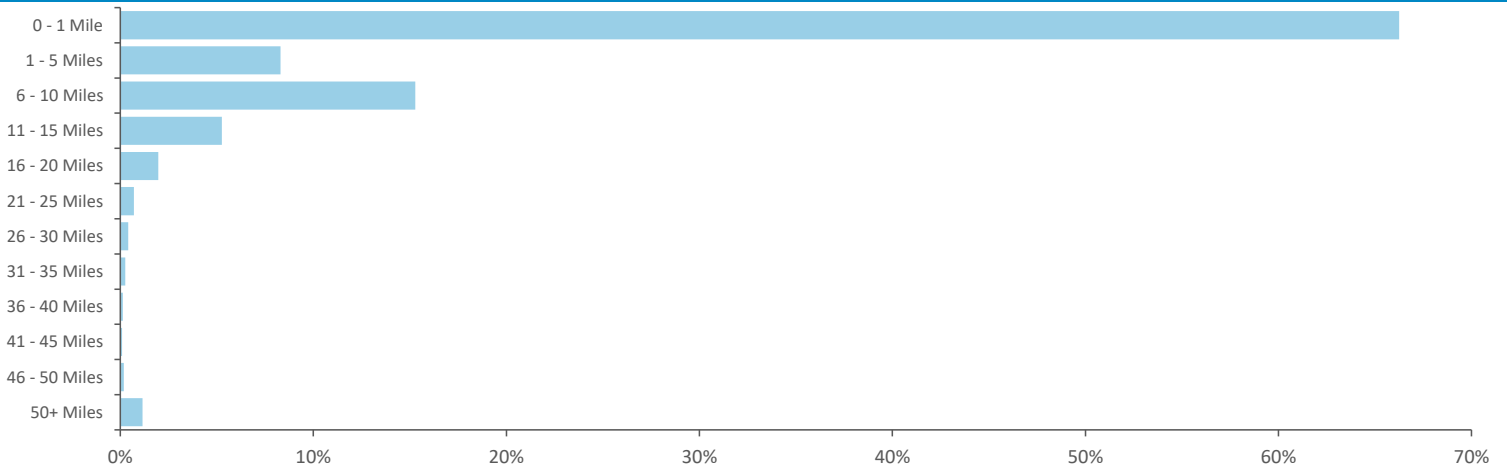
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



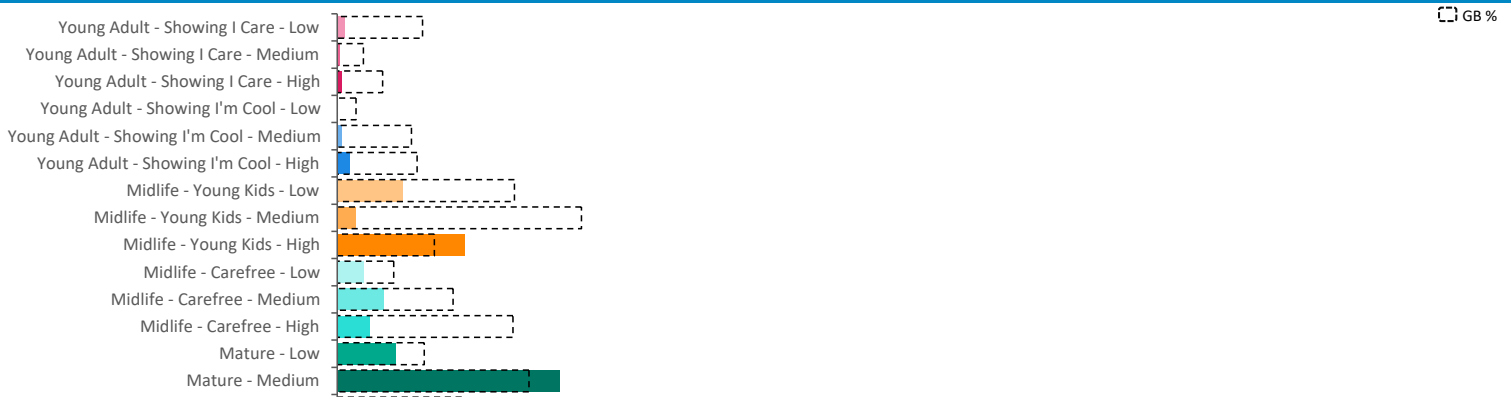
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

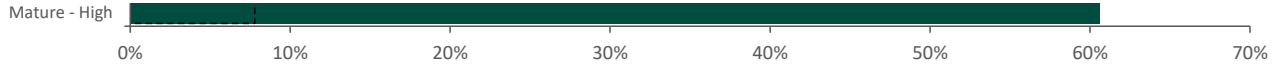


Mobile Data Summary - Royal Oak Gnosall



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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	Royal Oak	ST20 0BL	Star Pubs & Bars	Premium Local	0.0
2	Navigation Inn	ST20 0BN	Punch Pub Company	Premium Local	0.2
3	Boat Inn	ST20 0DA	Marston's	Premium Local	0.2
4	Horns Inn	ST20 0EX	Star Pubs & Bars	Premium Local	0.3
5	Gnosall Sports & Social Club	ST20 0JF	Independent Free	Clubland	0.4