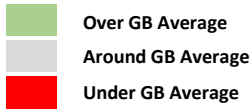


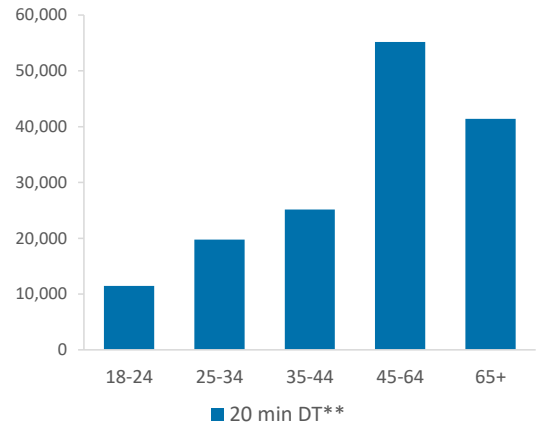
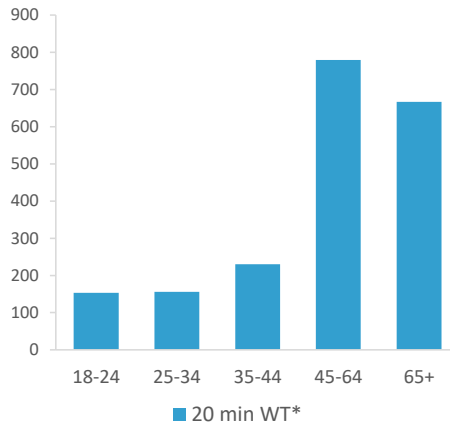
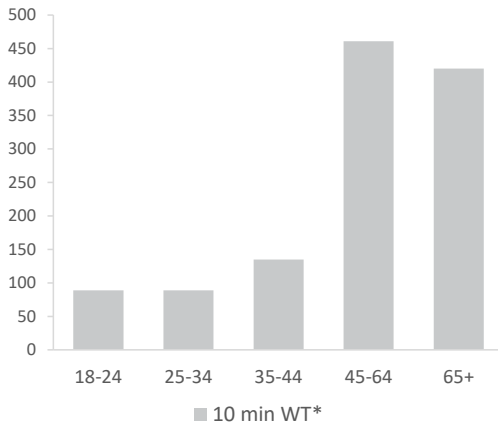
# Catchment Summary - Royal Oak Inn Brockham

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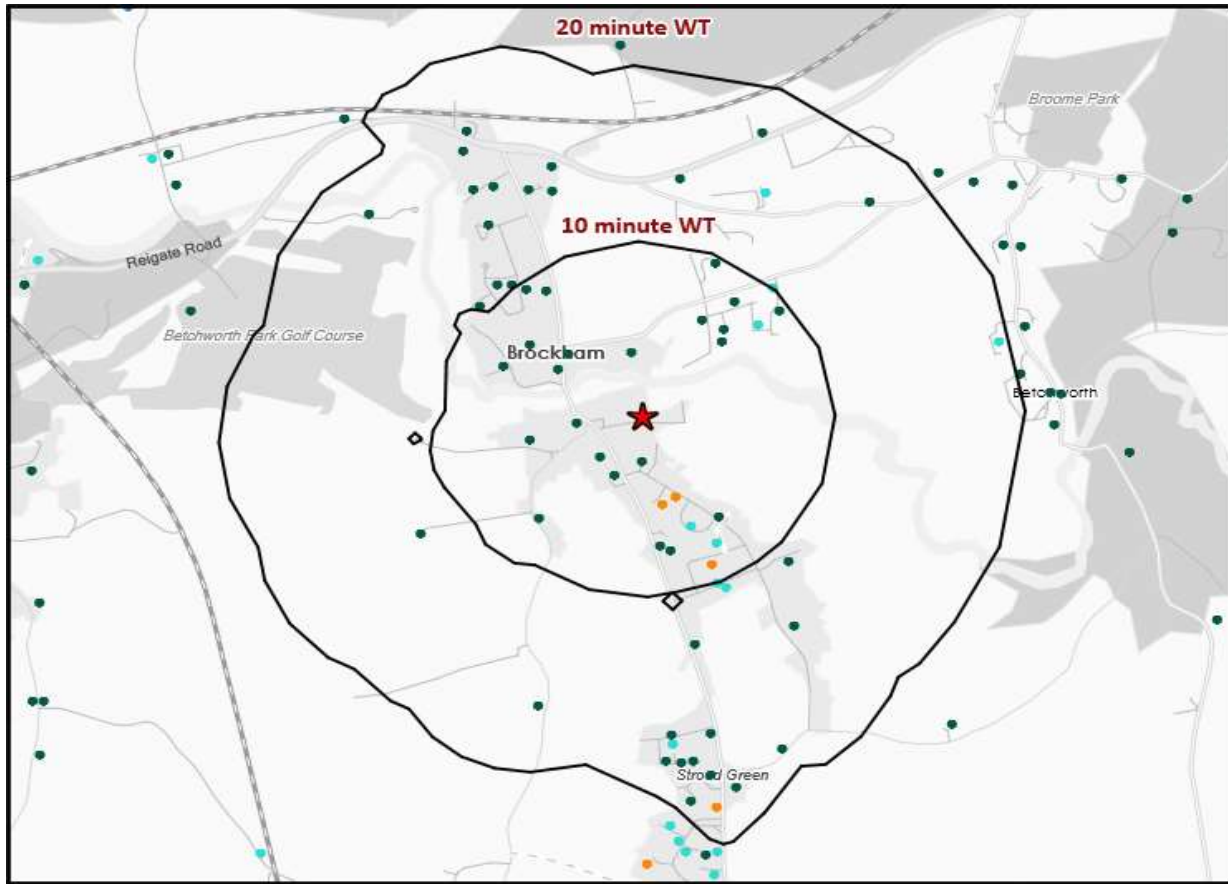
\*WT= Walktime, \*\*DT= Drivetime

	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>	1,449	2,410	195,553	27	17	52	
<small>Population &amp; Adults 18+ index is based on all pubs</small>							
<b>Adults 18+</b>	1,194	1,985	152,978	27	11	51	
<b>Competition Pubs</b>	4	4	132	27	13	36	
<b>Adults 18+ per Competition Pub</b>	299	496	1,159	36	60	140	
<b>% Adults Likely to Drink</b>	86.1%	86.2%	84.8%	104	105	103	
<b>Affluence</b>	<b>Low</b>	1.5%	0.9%	11.6%	6	4	45
	<b>Medium</b>	7.7%	6.8%	14.6%	20	17	37
	<b>High</b>	90.8%	92.3%	71.5%	271	275	213
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	<b>18-24</b>	89	153	11,462	76	78	72
	<b>25-34</b>	89	156	19,777	46	49	76
	<b>35-44</b>	135	230	25,157	72	74	100
	<b>45-64</b>	461	779	55,181	124	126	110
	<b>65+</b>	420	667	41,401	152	145	111



	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>	<b>Male</b>	663 (46%)	1,138 (47%)	95,312 (49%)	93	95	99
	<b>Female</b>	786 (54%)	1,272 (53%)	100,241 (51%)	107	104	101
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	375 (37%)	636 (38%)	59,758 (44%)	89	90	105
	<b>Employed: Part-time</b>	144 (14%)	260 (15%)	17,293 (13%)	110	118	98
	<b>Self employed</b>	168 (17%)	296 (17%)	18,202 (13%)	174	183	140
	<b>Unemployed</b>	10 (1%)	16 (1%)	2,075 (2%)	42	40	64
	<b>Retired</b>	188 (19%)	290 (17%)	19,147 (14%)	135	124	102
	<b>Other</b>	124 (12%)	196 (12%)	19,889 (15%)	62	59	74
<b>Total Worker Count</b>	539	909	80,379				

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

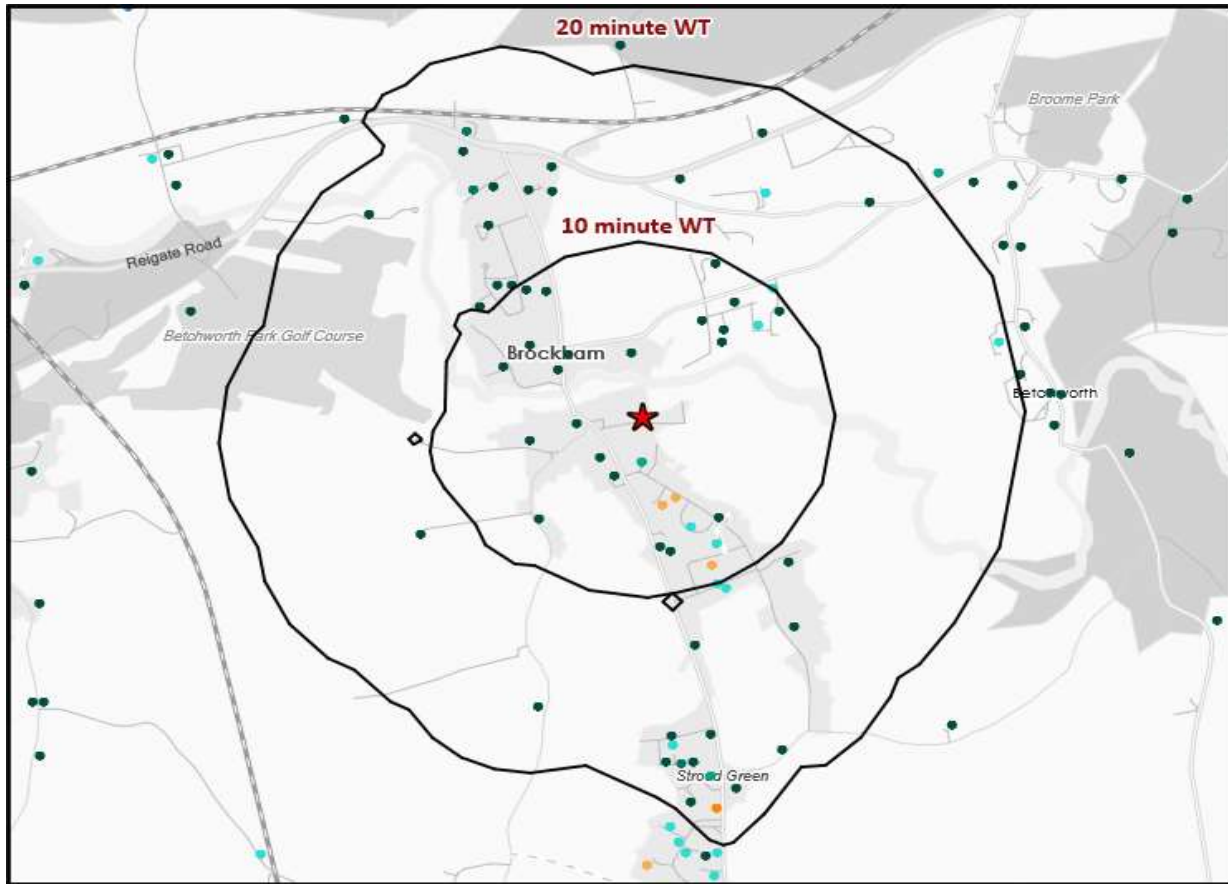
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	2,407	0	0	18
Young Adult - Showing I'm Cool	0	20	19,321	0	11	137
Midlife - Young Kids	92	92	29,636	25	15	62
Midlife - Carefree	314	399	41,300	125	96	128
Mature	788	1,474	56,806	236	265	133
<b>Not Private Households</b>	0	0	3,508	0	0	159
<b>Total</b>	1,194	1,985	152,978			

# Polaris Summary - Royal Oak Inn Brockham



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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	436	0	0	7
Medium	0	0	0	0	0	0
High	0	0	1,971	0	0	38
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	1,068	0	0	19
High	0	20	18,253	0	23	267
<b>Midlife - Young Kids</b>						
Low	0	0	6,145	0	0	36
Medium	92	92	15,761	52	31	69
High	0	0	7,730	0	0	94
<b>Midlife - Carefree</b>						
Low	0	0	1,753	0	0	34
Medium	0	0	427	0	0	4
High	314	399	39,120	241	184	234
<b>Mature</b>						
Low	18	18	9,365	25	15	103
Medium	0	43	5,142	0	17	27
High	770	1,413	42,299	687	759	295
<b>Not Private Households</b>	0	0	3,508	0	0	159

# Polaris Summary - Royal Oak Inn Brockham



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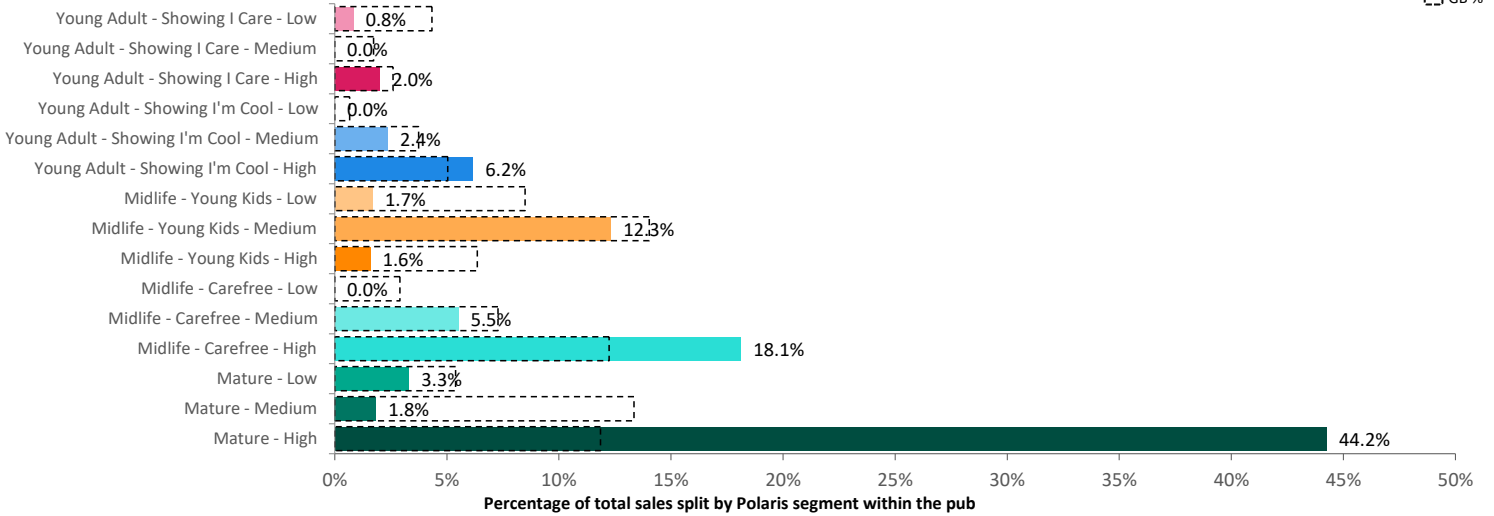


★ Pub Sites

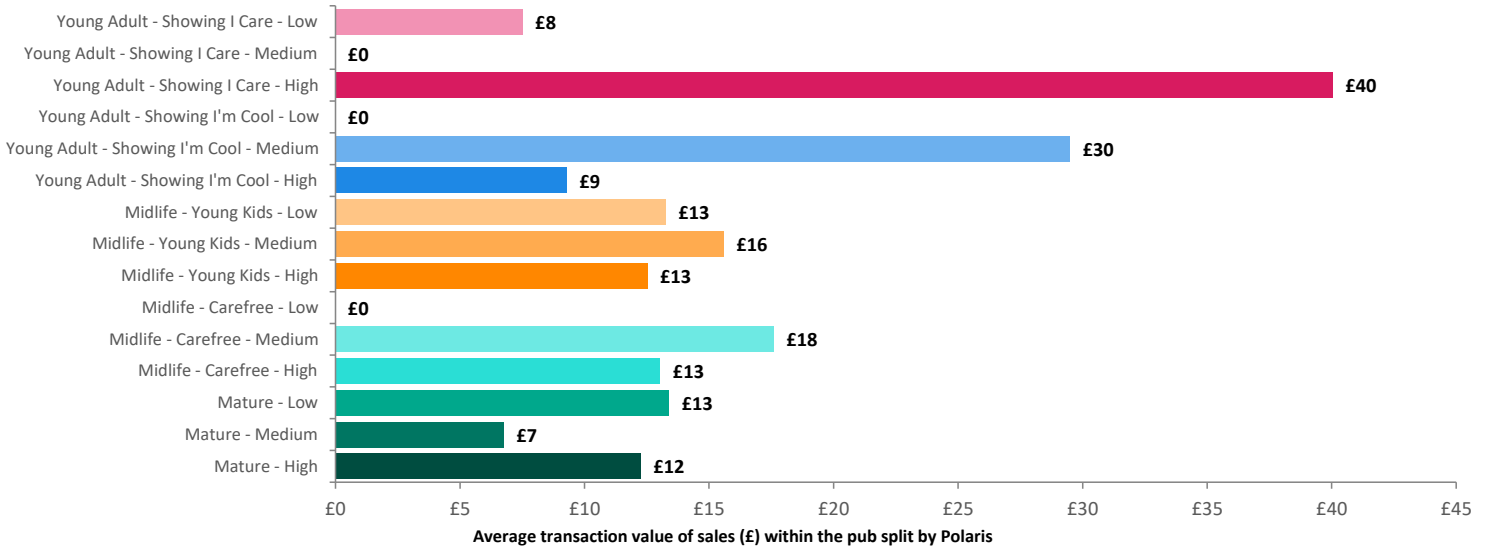
Total 1,194 1,985 152,978

Spend by Polaris

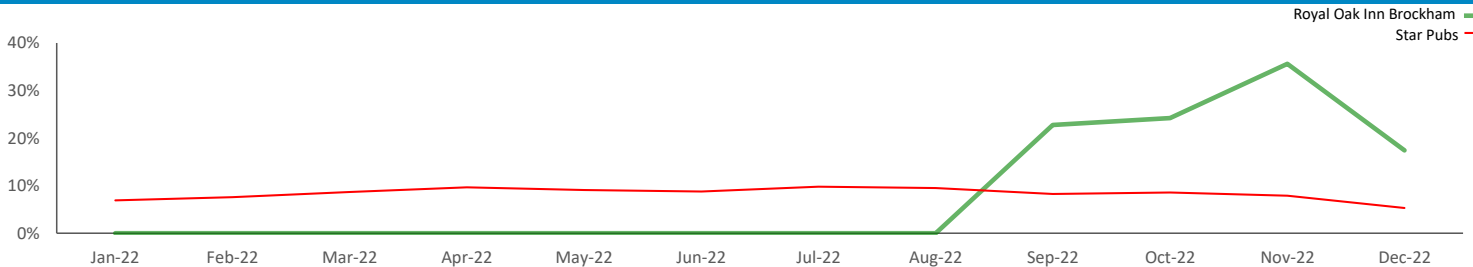
GB %



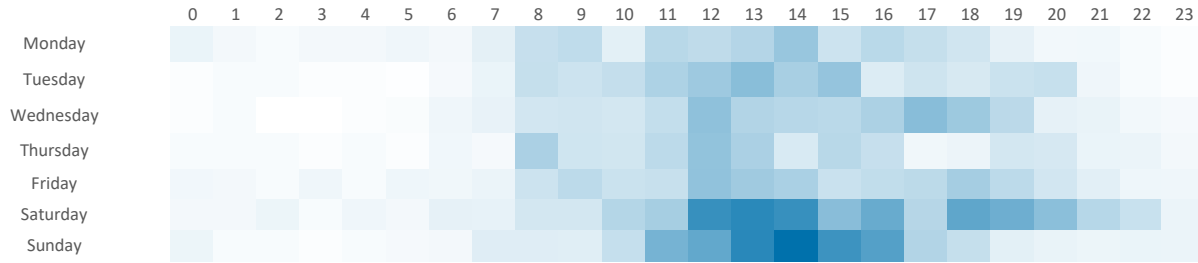
Average Transaction Values (£) by Polaris



Spend by Month

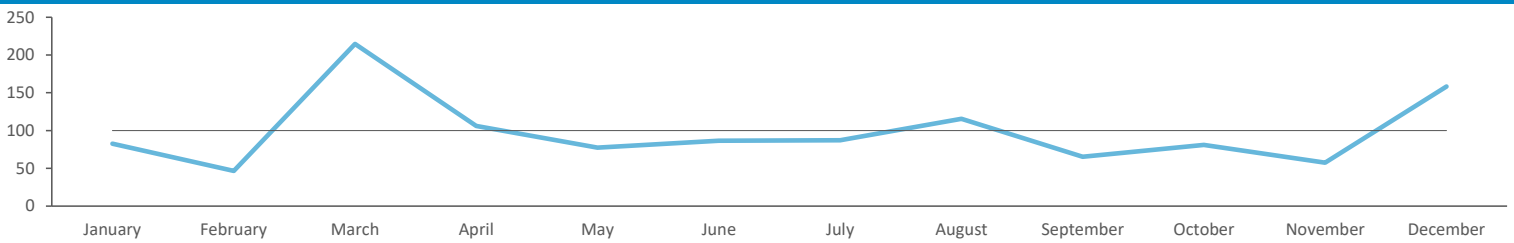


### Time of Day/Day of Week



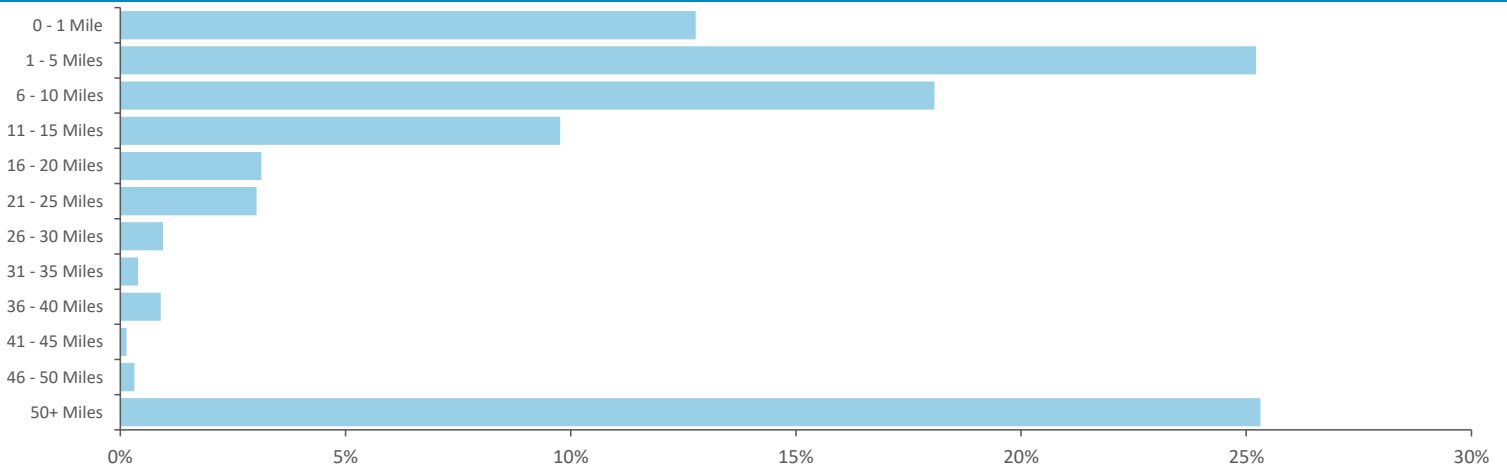
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



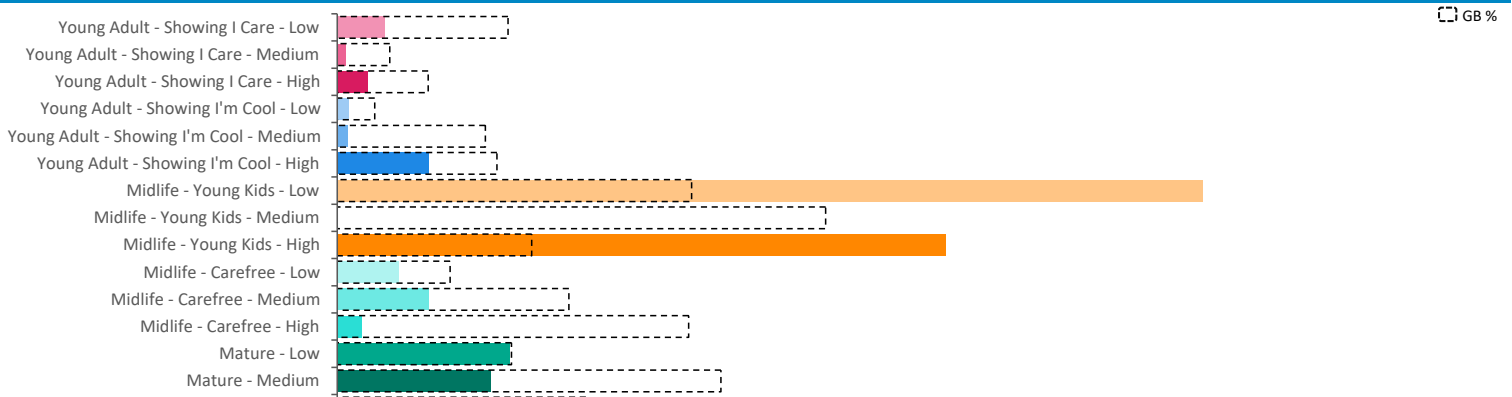
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

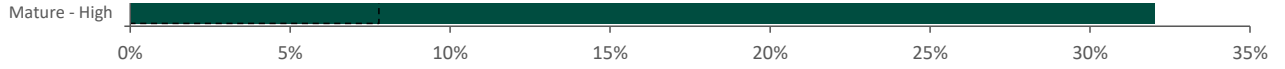


# Mobile Data Summary - Royal Oak Inn Brockham



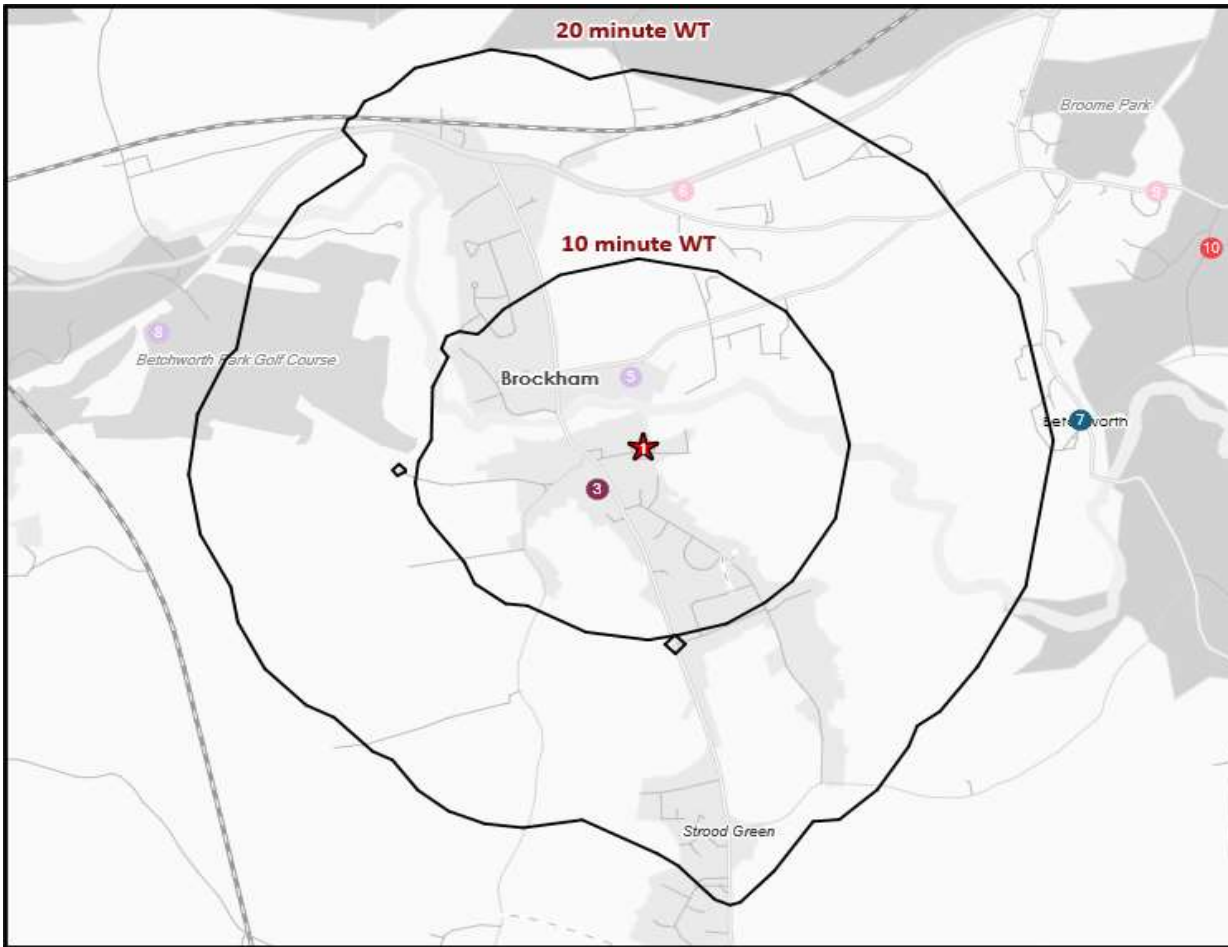
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## Time of Day/Day of Week



**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	Grumpy Mole	RH 3 7JS	Grumpy Mole	Casual Dining	0.0
1	Royal Oak Inn	RH 3 7JS	Star Pubs & Bars	GPGF	0.0
3	Brockham Village Hall	RH 3 7JJ	Independent Free	Clubland	0.1
3	Village Bar	RH 3 7JJ	Independent Free	Premium Local	0.1
5	Dorking Rugby Club	RH 3 7LZ	Independent Free	Sports Clubs	0.1
6	Arkle Manor	RH 3 7HB	Mitchells & Butlers	GPGF	0.5
7	Dolphin	RH 3 7DW	Youngs	ABOS	0.8
8	Betchworth Park Golf Club	RH 4 1NZ	Independent Free	Sports Clubs	0.9
9	Red Lion	RH 3 7DS	Star Pubs & Bars	GPGF	1.1
10	Hartsfield Manor	RH 3 7AA	Independent Free	Large Venue	1.1
11	Watermill Inn	RH 4 1NN	Greene King	GPGF	1.2