

Catchment Summary - Royal Oak Retford

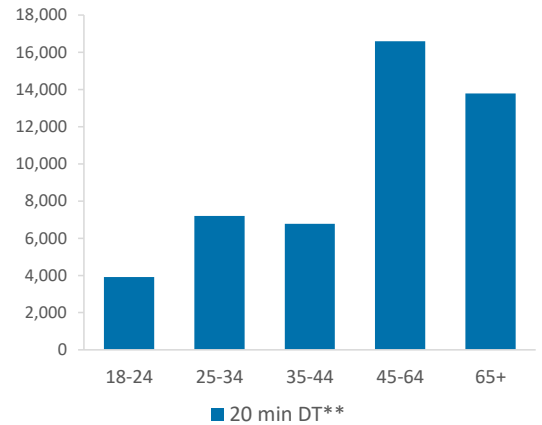
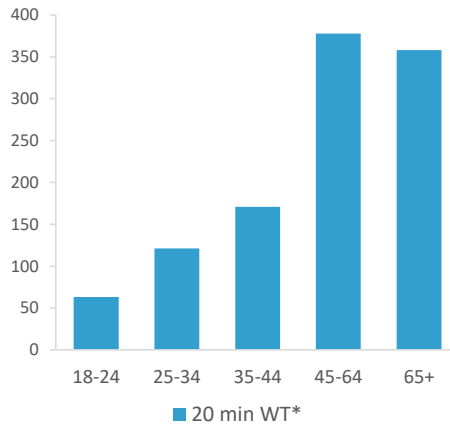
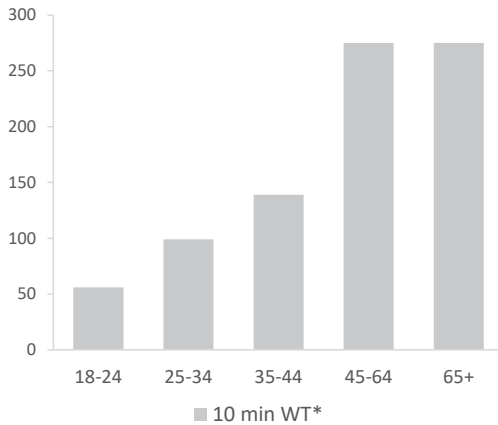


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- Over GB Average
- Around GB Average
- Under GB Average

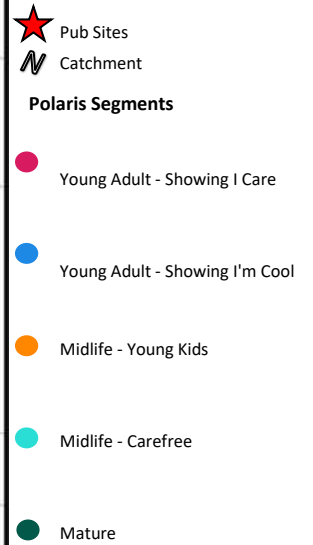
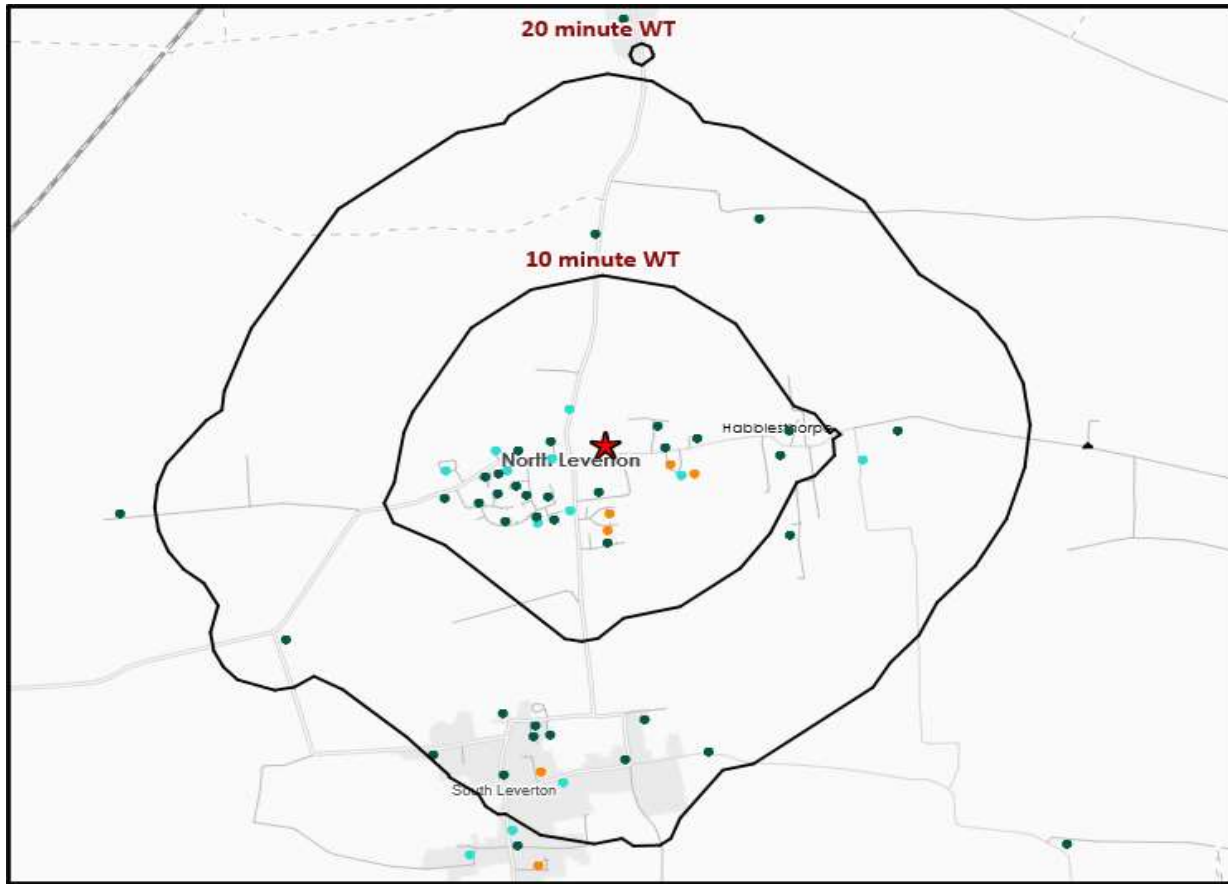
*WT= Walktime, **DT= Drivetime

	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	1,077	1,372	60,726	20	9	16	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	844	1,091	48,251	19	6	16	
Competition Pubs	1	2	70	7	6	19	
Adults 18+ per Competition Pub	844	546	689	102	66	83	
% Adults Likely to Drink	81.0%	81.9%	82.4%	98	99	100	
Affluence	Low	4.6%	3.6%	21.0%	18	14	82
	Medium	53.9%	50.4%	51.1%	137	128	130
	High	41.5%	45.7%	23.7%	124	136	71
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	56	63	3,910	64	57	79
	25-34	99	121	7,194	69	66	89
	35-44	139	171	6,772	100	97	87
	45-64	275	378	16,593	100	108	107
	65+	275	358	13,782	134	137	119



	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	487 (45%)	631 (46%)	30,206 (50%)	91	93	101
	Female	590 (55%)	741 (54%)	30,520 (50%)	108	107	99
Economic Status (16-74)	Employed: Full-time	307 (43%)	396 (43%)	17,038 (40%)	103	103	95
	Employed: Part-time	95 (13%)	136 (15%)	6,215 (14%)	102	113	111
	Self employed	77 (11%)	108 (12%)	3,571 (8%)	112	122	87
	Unemployed	6 (1%)	7 (1%)	1,110 (3%)	35	32	109
	Retired	140 (20%)	168 (18%)	7,361 (17%)	142	131	124
	Other	92 (13%)	114 (12%)	7,666 (18%)	65	62	90
Total Worker Count	74	192	28,377				

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	204	0	0	5
Young Adult - Showing I'm Cool	0	0	3,884	0	0	87
Midlife - Young Kids	77	82	12,695	29	24	84
Midlife - Carefree	270	342	11,988	152	149	118
Mature	497	664	17,464	210	218	129
Not Private Households	0	3	2,016	0	19	291
Total	844	1,091	48,251			

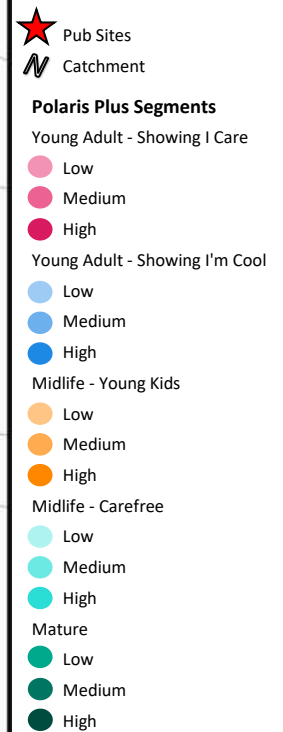
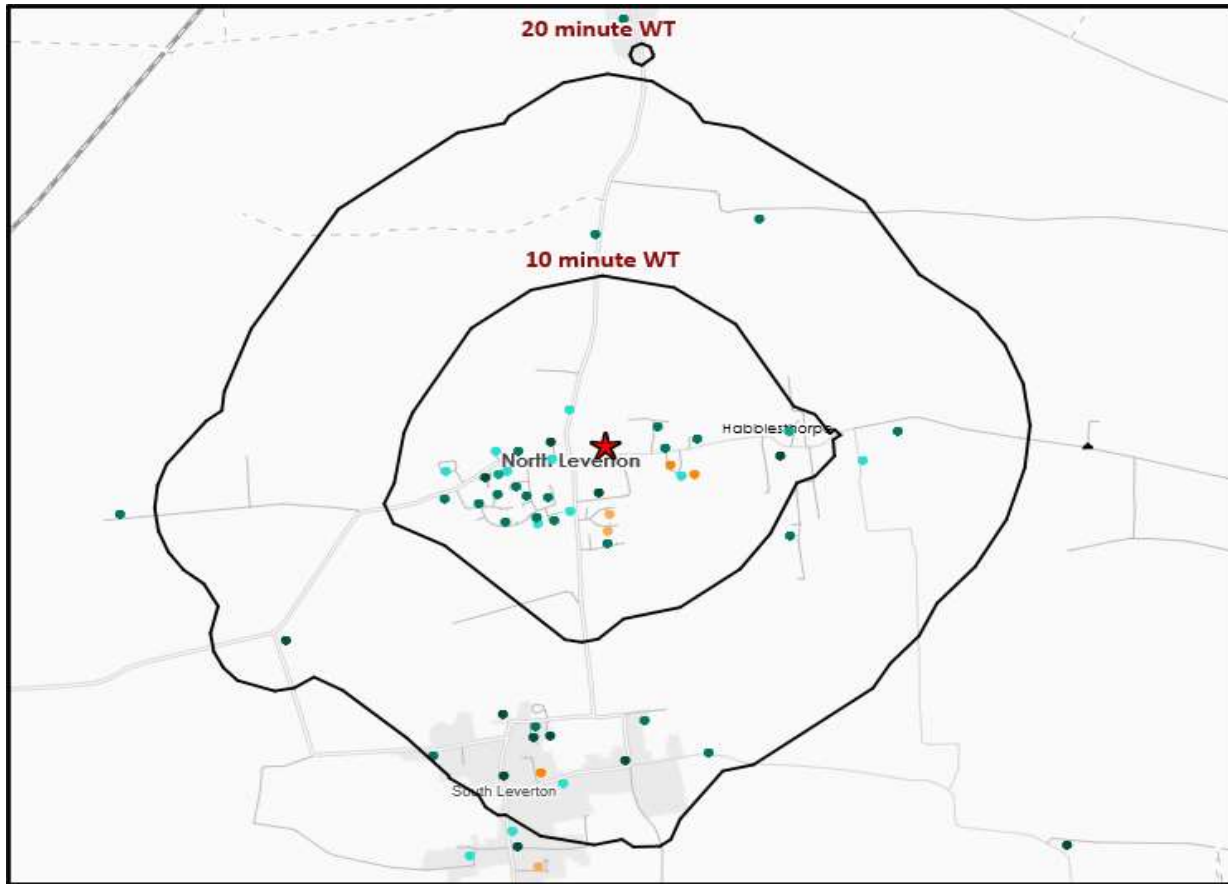
Polaris Summary - Royal Oak Retford



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★ Pub Sites



Polaris Plus Profile by Catchment

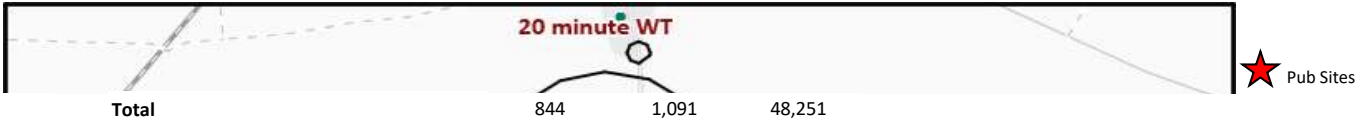
*WT= Walktime, **DT= Drivetime

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	58	0	0	3
Medium	0	0	0	0	0	0
High	0	0	146	0	0	9
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,867	0	0	161
High	0	0	1,017	0	0	47
Midlife - Young Kids						
Low	0	0	4,615	0	0	86
Medium	61	61	5,782	48	37	80
High	16	21	2,298	35	36	88
Midlife - Carefree						
Low	0	0	2,506	0	0	153
Medium	0	0	5,414	0	0	167
High	270	342	4,068	293	287	77
Mature						
Low	39	39	2,960	78	60	103
Medium	394	489	10,587	369	354	173
High	64	136	3,917	81	133	87
Not Private Households	0	3	2,016	0	19	291

Polaris Summary - Royal Oak Retford

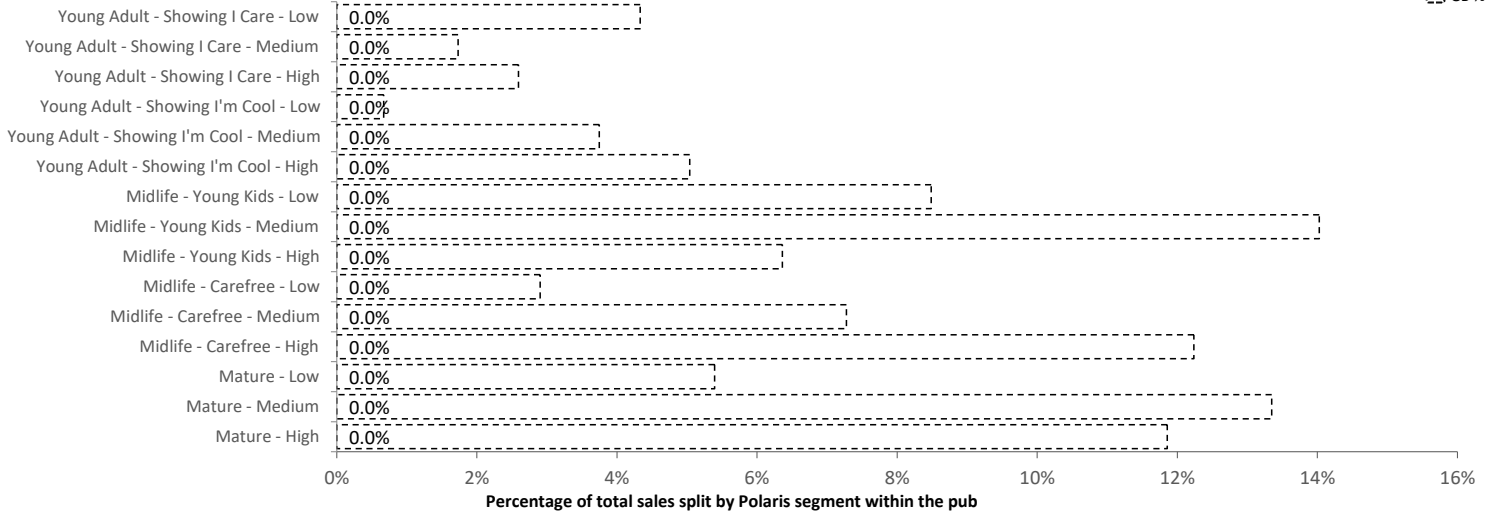


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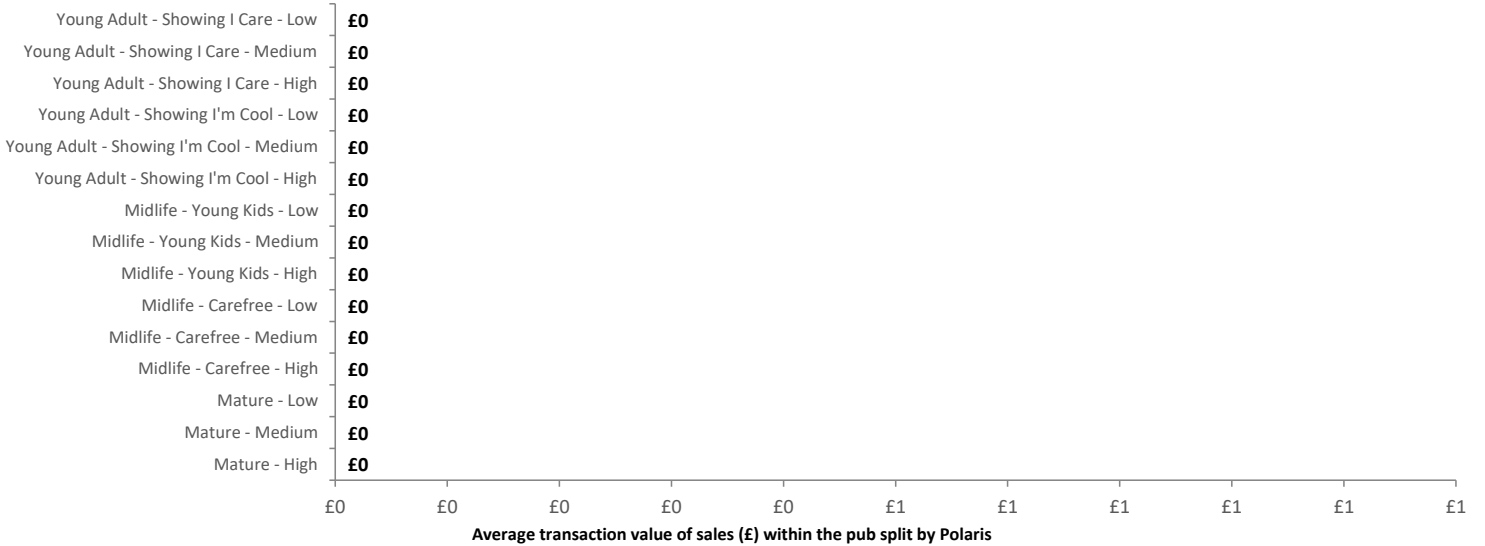


Spend by Polaris

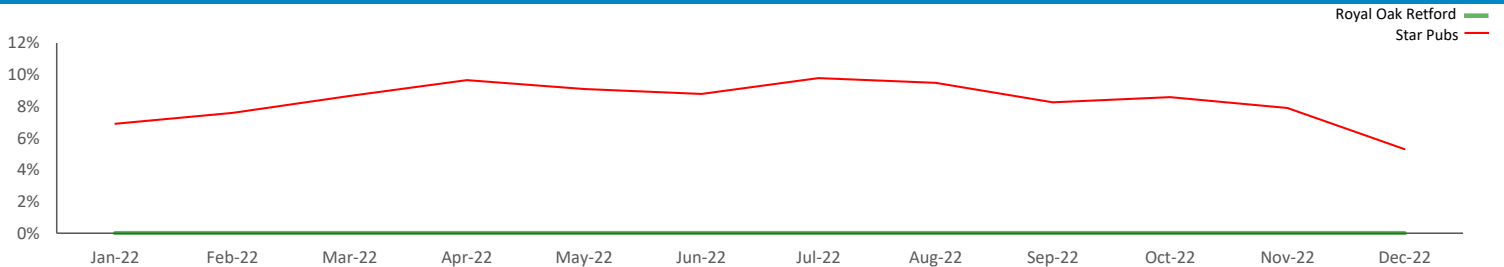
GB %



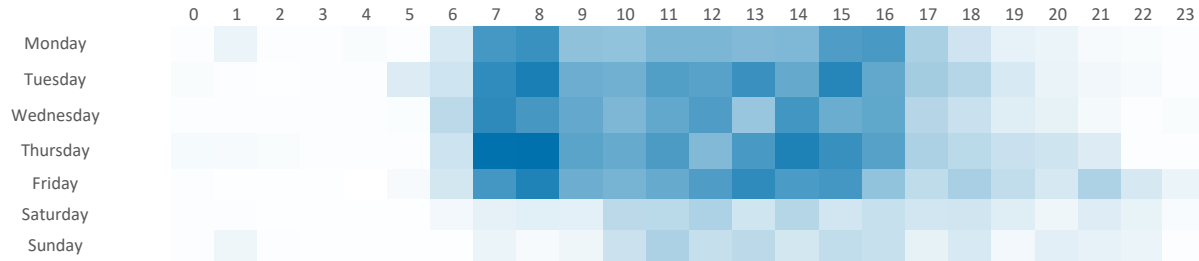
Average Transaction Values (£) by Polaris



Spend by Month

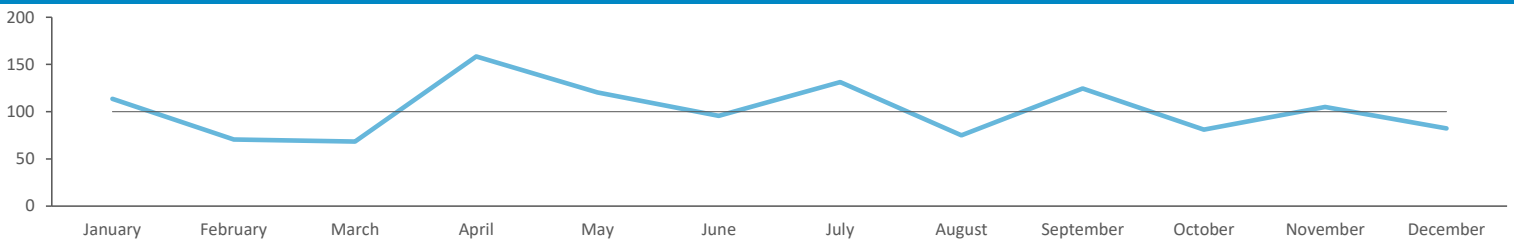


Time of Day/Day of Week



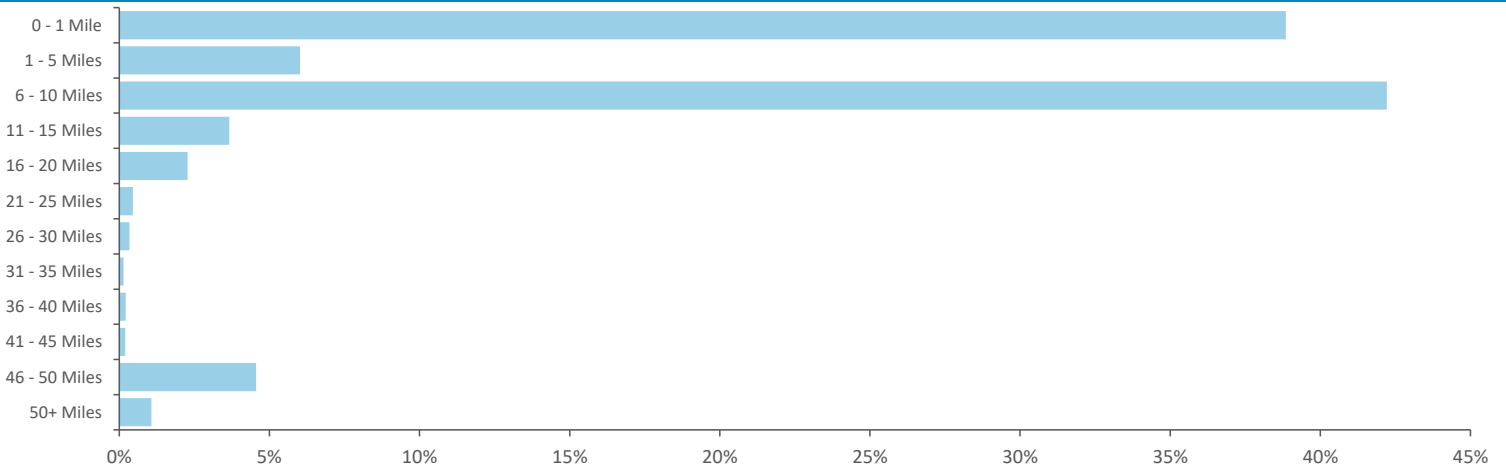
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



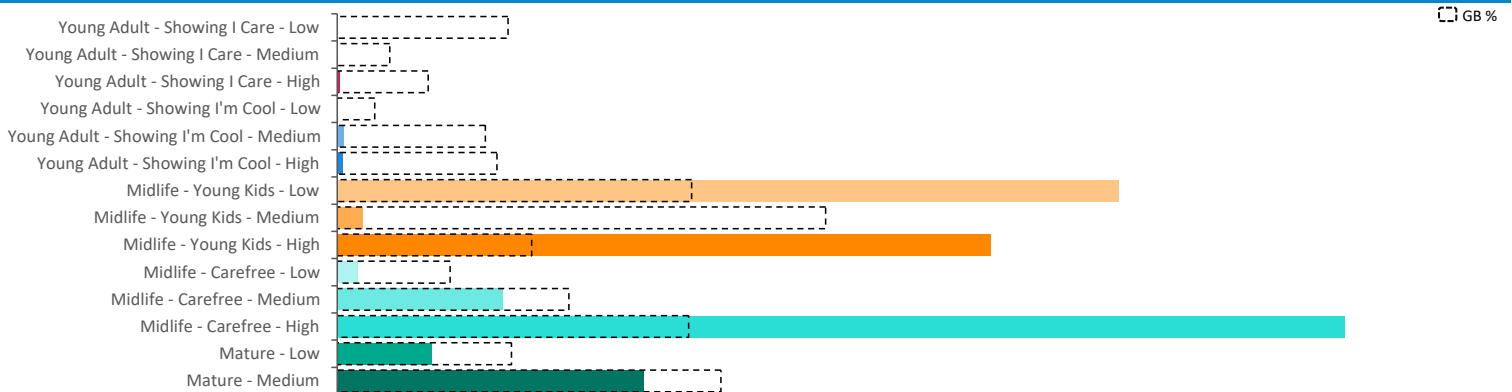
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 Retford



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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	DN22 0AD	Star Pubs & Bars	Premium Local	0.0
2	Plough Inn	DN22 0BT	Independent Free	Premium Local	0.7
3	Reindeer Inn	DN22 9HQ	Independent Free	Premium Local	1.1