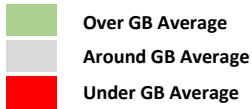


Catchment Summary - Paddox Rugby

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*WT= Walktime, **DT= Drivetime

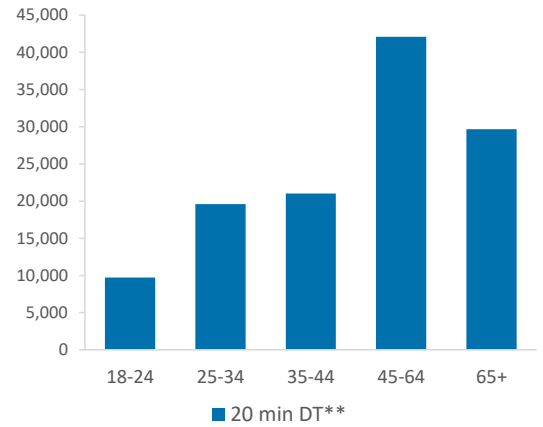
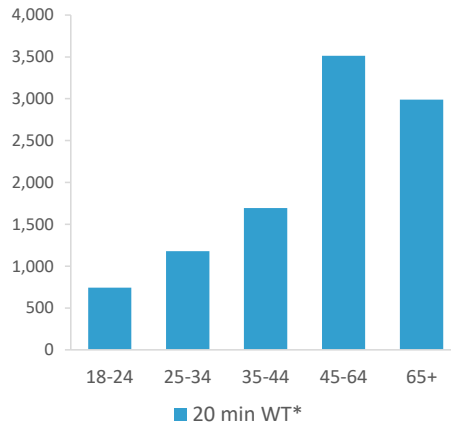
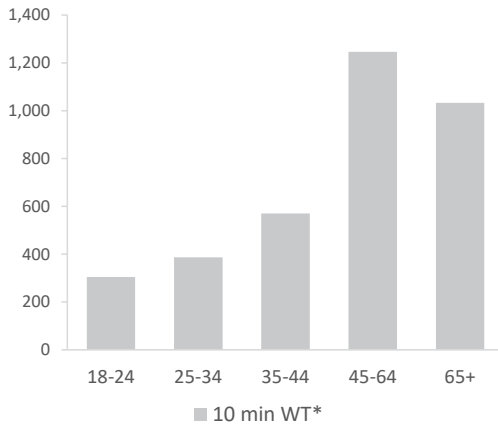
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,598	13,121	157,255	87	90	41
Adults 18+	3,540	10,121	122,011	81	57	41
Competition Pubs	4	8	156	27	25	43
Adults 18+ per Competition Pub	885	1,265	782	107	153	95
% Adults Likely to Drink	83.9%	83.8%	83.5%	102	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	16.3%	15.0%	14.4%	64	58	56
	Medium	37.4%	48.9%	38.7%	95	124	98
	High	46.2%	34.8%	45.0%	138	104	134

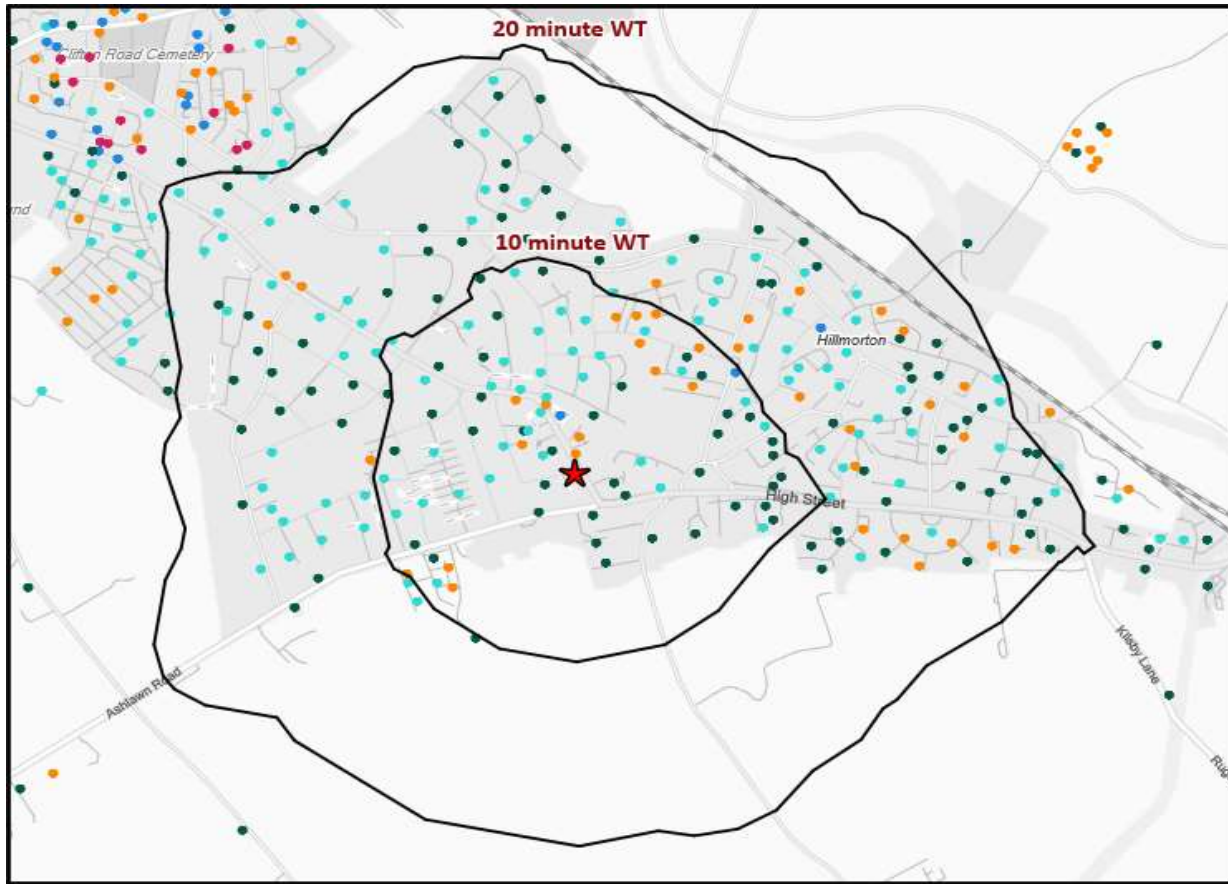
*Affluence does not include Not Private Households

Age Profile	18-24	304	742	9,710	82	70	76
	25-34	387	1,180	19,584	63	68	94
	35-44	570	1,695	21,002	96	100	104
	45-64	1,246	3,514	42,063	106	105	105
	65+	1,033	2,990	29,652	118	119	99



	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	2,244 (49%)	6,511 (50%)	78,223 (50%)	99	100	101
	Female	2,354 (51%)	6,610 (50%)	79,032 (50%)	101	100	99
Economic Status (16-74)							
	Employed: Full-time	1,433 (47%)	3,990 (46%)	53,284 (48%)	113	110	115
	Employed: Part-time	463 (15%)	1,283 (15%)	14,909 (13%)	117	113	103
	Self employed	260 (9%)	751 (9%)	9,725 (9%)	90	90	92
	Unemployed	40 (1%)	116 (1%)	1,986 (2%)	55	56	75
	Retired	466 (15%)	1,530 (18%)	15,492 (14%)	111	127	101
	Other	377 (12%)	1,057 (12%)	15,683 (14%)	63	61	72
Total Worker Count		553	1,597	70,656			

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

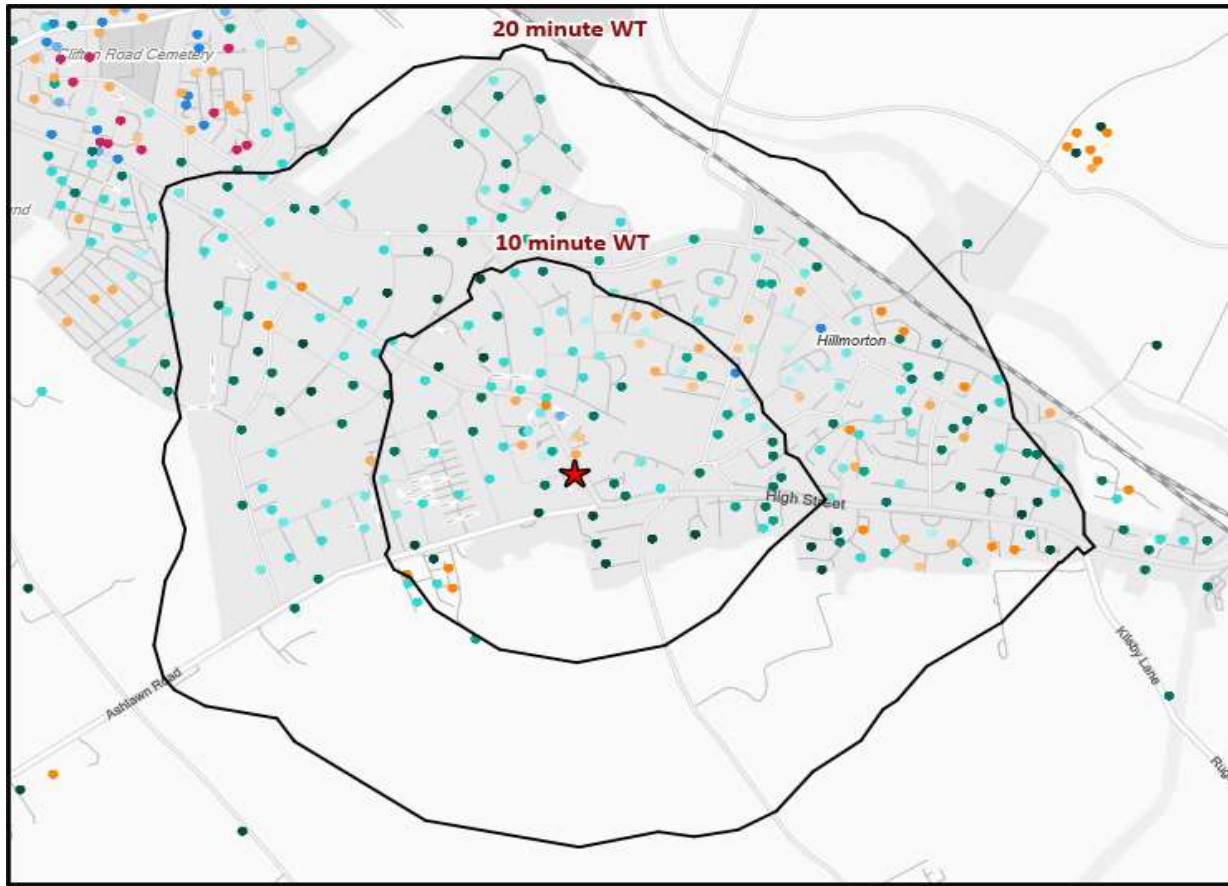
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	2,145	0	0	20
Young Adult - Showing I'm Cool	31	75	10,519	10	8	94
Midlife - Young Kids	368	1,266	39,153	33	40	102
Midlife - Carefree	1,677	4,437	25,885	225	208	101
Mature	1,464	4,219	42,071	148	149	123
Not Private Households	0	124	2,238	0	85	128
Total	3,540	10,121	122,011			

Polaris Summary - Paddox Rugby



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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**
Young Adult - Showing I Care						
Low	0	0	280	0	0	5
Medium	0	0	18	0	0	1
High	0	0	1,847	0	0	45
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	31	31	6,352	24	8	141
High	0	44	4,167	0	10	76
Midlife - Young Kids						
Low	123	200	7,606	31	18	56
Medium	146	658	18,182	28	44	100
High	99	408	13,365	52	75	203
Midlife - Carefree						
Low	238	551	3,025	198	160	73
Medium	333	1,755	6,695	140	258	82
High	1,106	2,131	16,165	286	193	121
Mature						
Low	217	767	6,690	103	128	92
Medium	815	2,508	16,031	182	196	104
High	432	944	19,350	130	99	169
Not Private Households	0	124	2,238	0	85	128

Polaris Summary - Paddox Rugby



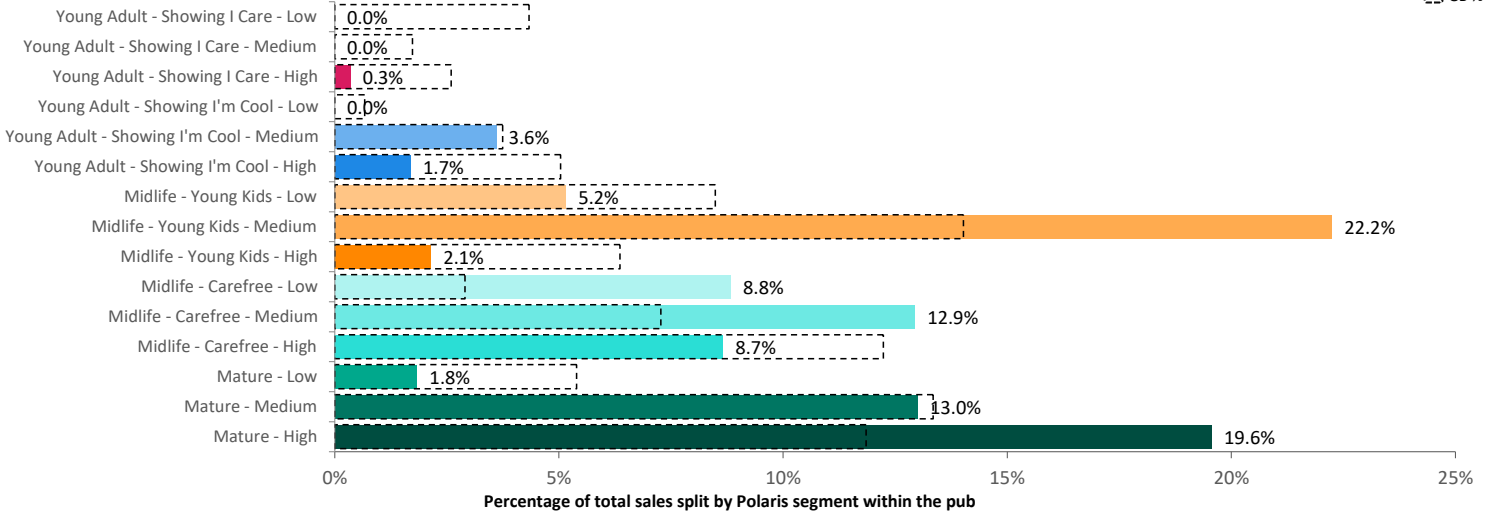
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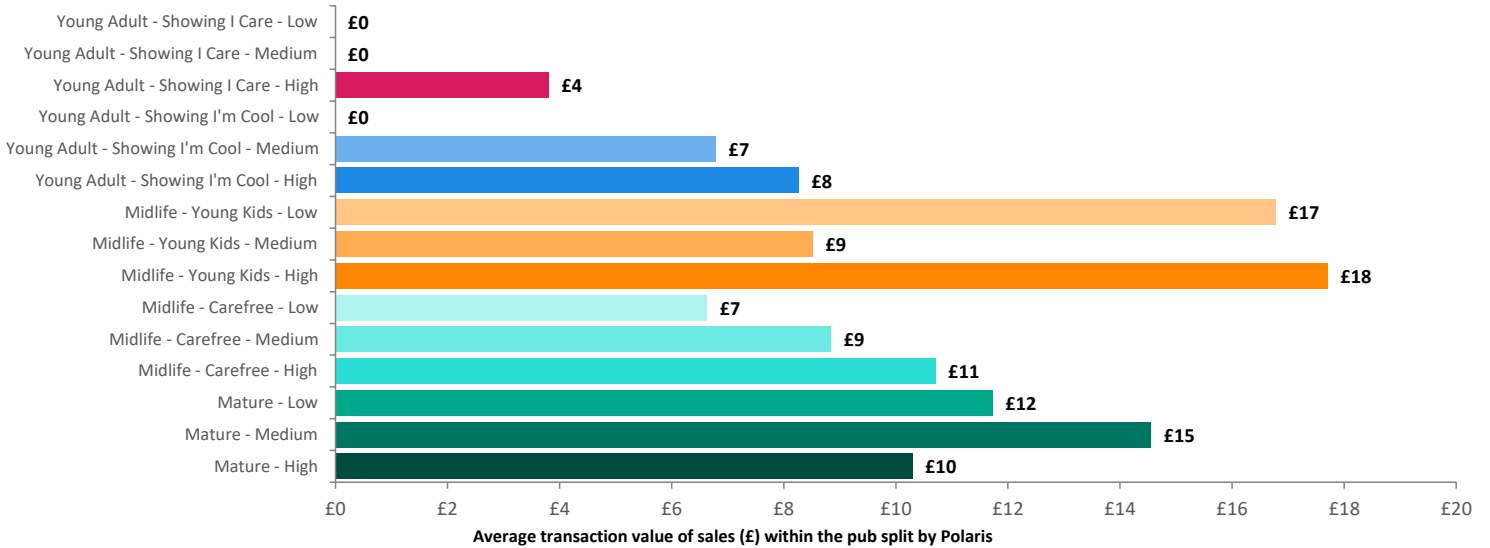
Total 3,540 10,121 122,011

Spend by Polaris

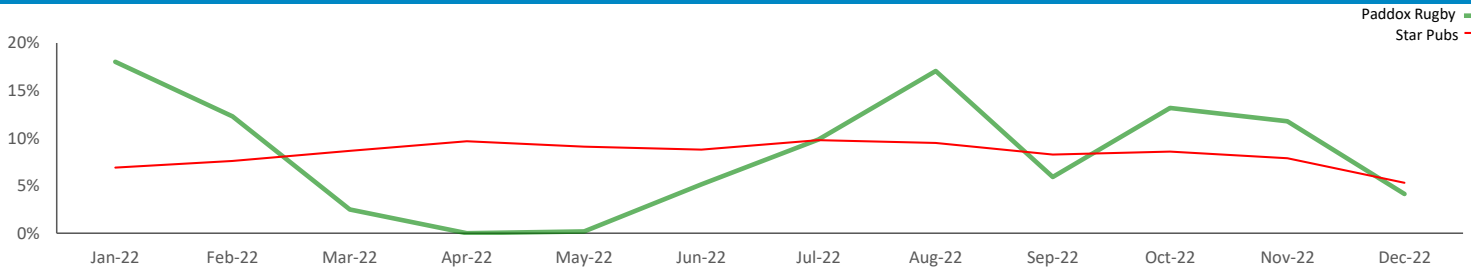
GB %



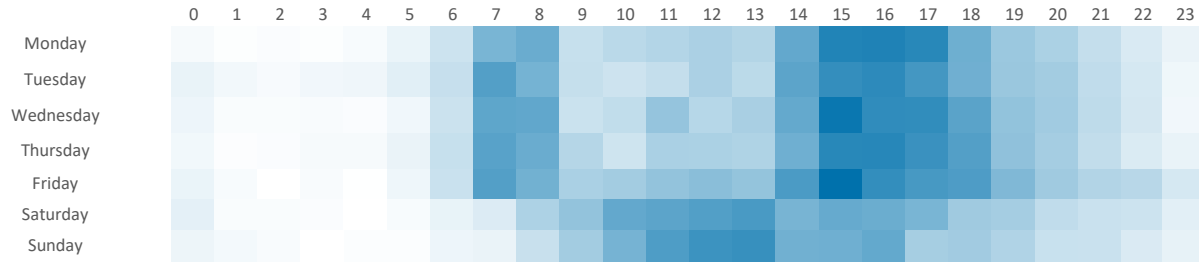
Average Transaction Values (£) by Polaris



Spend by Month

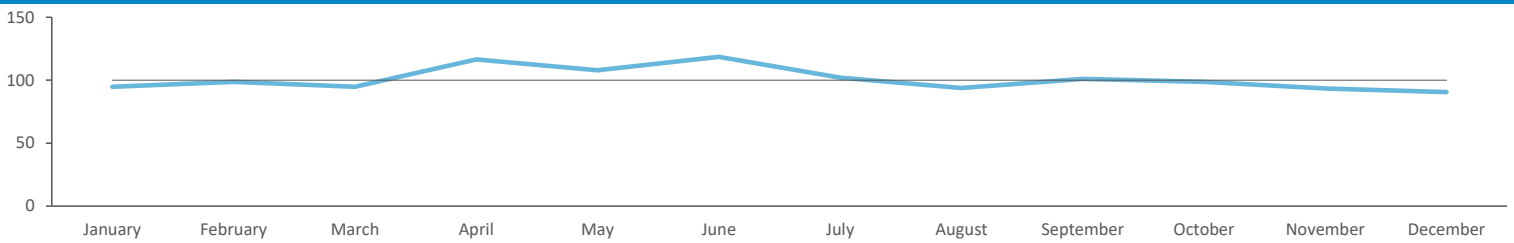


Time of Day/Day of Week



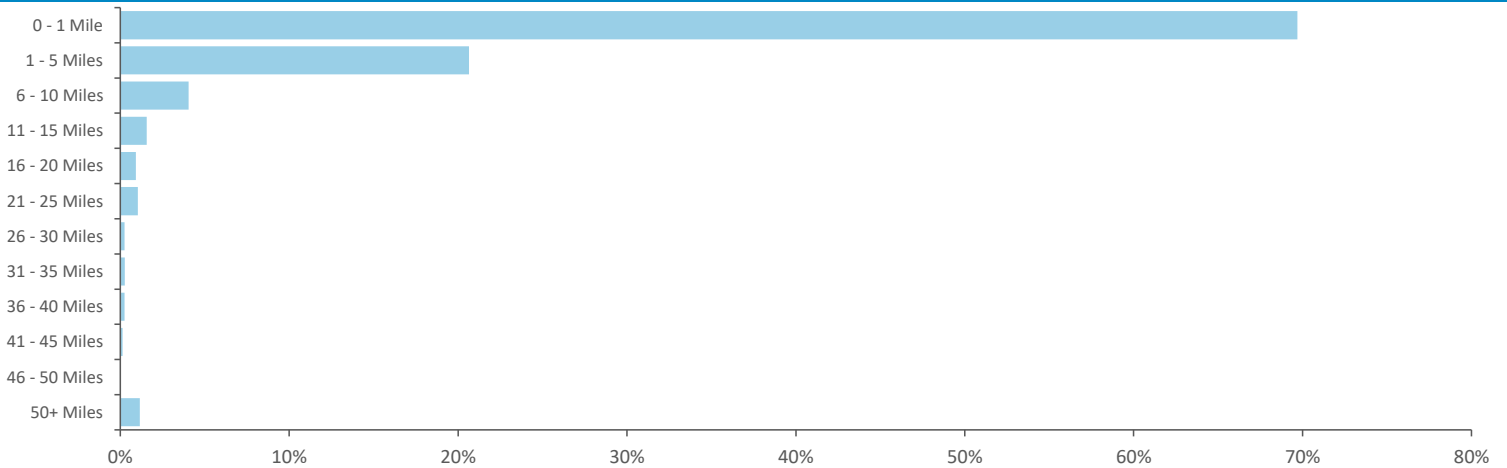
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



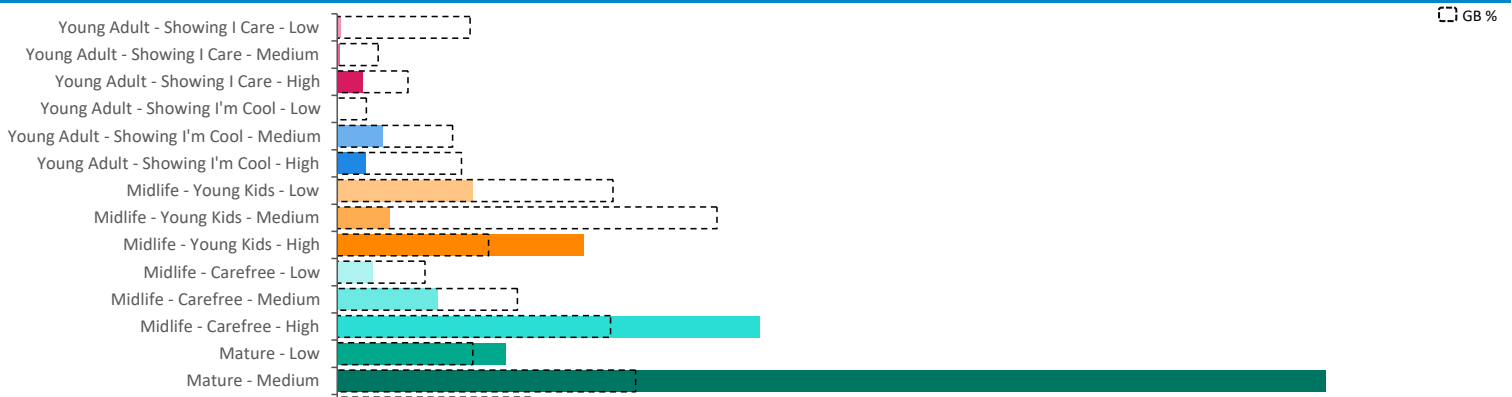
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

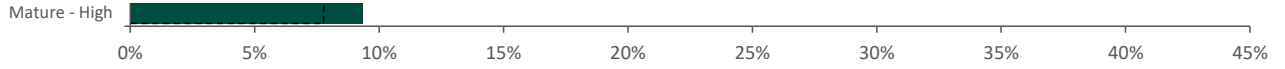


Mobile Data Summary - Paddox Rugby

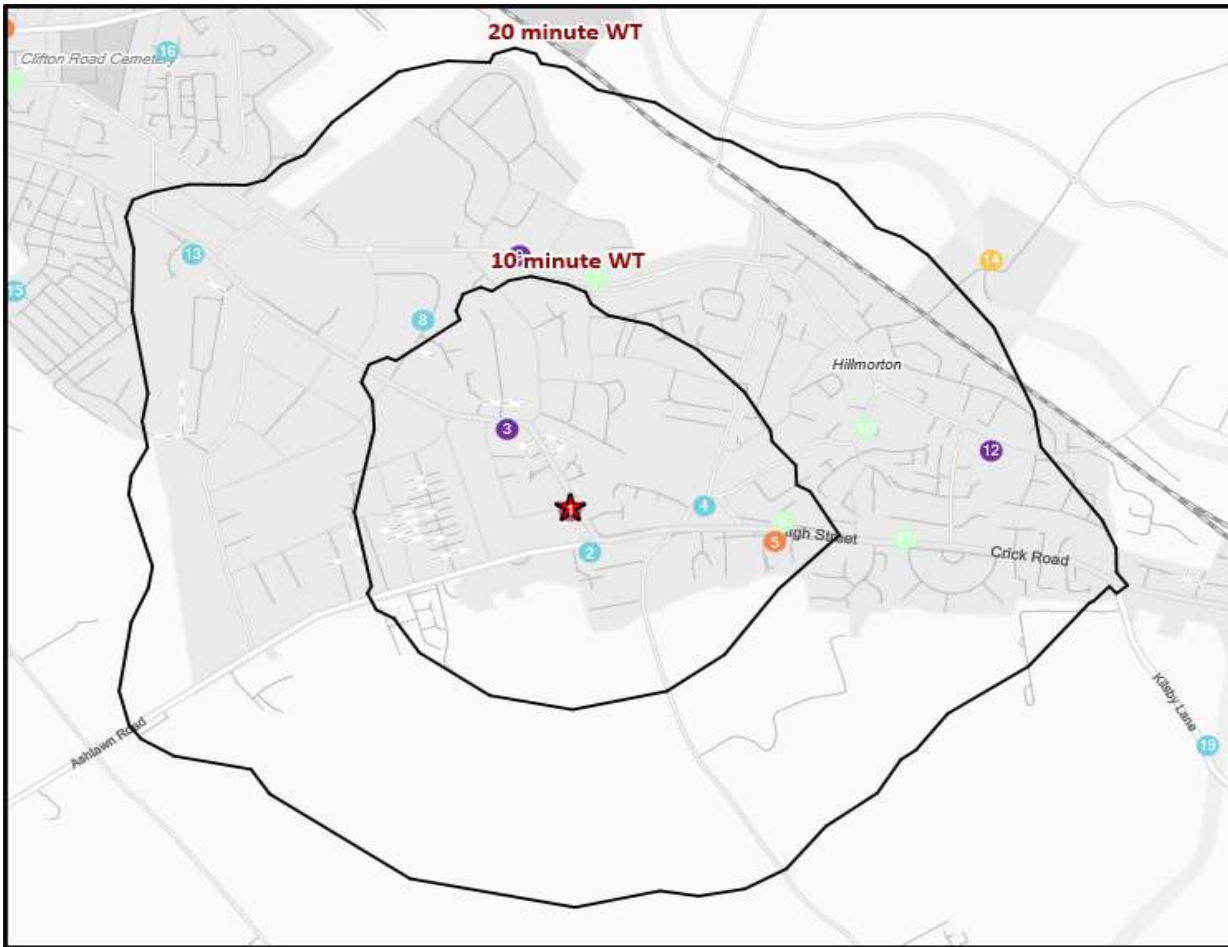


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Time of Day/Day of Week



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	Paddox	CV22 5EY	Star Pubs & Bars	Family Pub Dining	0.0
2	St Andrews Rugby Club	CV22 5ET	Independent Free	Clubland	0.1
3	Star Fish Bar	CV22 5BW	Independent Free	Restaurants	0.2
4	Hillmorton Ex-Servicemens Club	CV21 4EH	Independent Free	Clubland	0.2
5	Hillmorton Manor Hotel	CV21 4EE	Independent Free	Hotel	0.4
6	Red Lion	CV21 4EG	Wellington	Community Pub	0.4
7	Jolly Abbot	CV21 4AB	Stonegate Pub Company	Community Pub	0.4
8	Grange Bowling	CV21 3UE	Independent Free	Clubland	0.4
9	Jasmine Court Chinese Restaurant	CV21 4AA	Independent Free	Restaurants	0.5
10	Stag & Pheasant	CV21 4BW	Admiral Taverns Ltd	Community Pub	0.5
11	Bell Inn	CV21 4HD	Star Pubs & Bars	Community Pub	0.6
12	Exotica Cuisine	CV21 4NU	Independent Free	Restaurants	0.7
13	British Rail Sports & Social Club	CV22 5AL	Independent Free	Clubland	0.8
14	Canalchef Cafe	CV21 4PP	Independent Free	High Street Pub	0.9
15	Rugby Thornfield Bowls Club	CV22 5LZ	Independent Free	Clubland	1.1
16	Rugby West Indian Social Club	CV21 3QP	Independent Free	Clubland	1.1
17	Rugby Town Football Club	CV21 3SD	Independent Free	Clubland	1.1
18	Clifton Inn	CV21 3QZ	Independent Free	Community Pub	1.2
19	Rugby Town Juniors Football Club	CV21 4PN	Independent Free	Clubland	1.2
20	Waterside	CV21 4PW	Greene King	Family Pub Dining	1.2