Catchment Summary - Turk Reading

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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		11,209	38,931	316,038	212	267	83

Population & Adults 18+ index is based on all pubs

		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**
	Adults 18+	9,366	31,646	242,570	215	177	81
	Competition Pubs	20	74	211	133	231	58
	Adults 18+ per Competition Pub	468	428	1,150	57	52	139
	% Adults Likely to Drink	83.1%	82.9%	83.7%	101	101	102
Affluence	Low	32.8%	38.1%	16.6%	128	149	65
	Medium	0.7%	11.9%	23.1%	2	30	59
	High	63.8%	48.9%	59.3%	190	146	177

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	1,784	6,060	27,932	196	192	109
	25-34	2,987	8,873	40,953	201	172	98
	35-44	2,031	6,540	44,672	141	131	110
	45-64	1,881	7,084	79,864	66	71	99
	65+	683	3,089	49,149	32	42	81
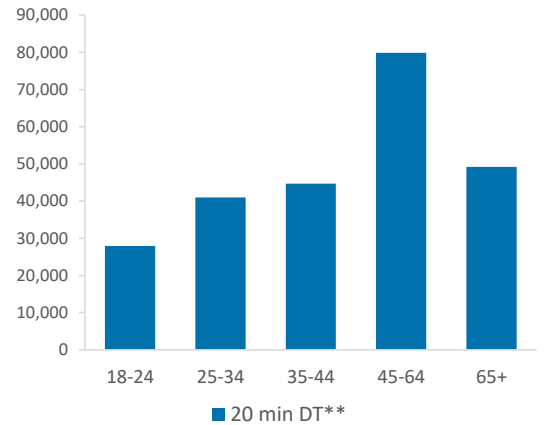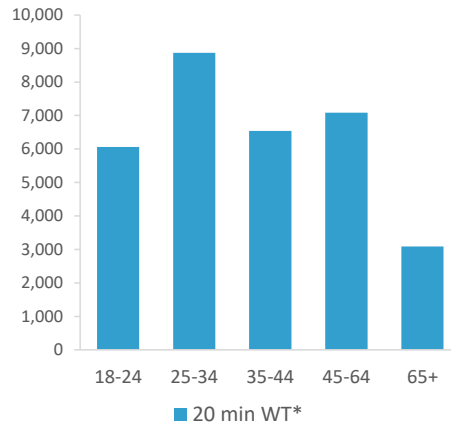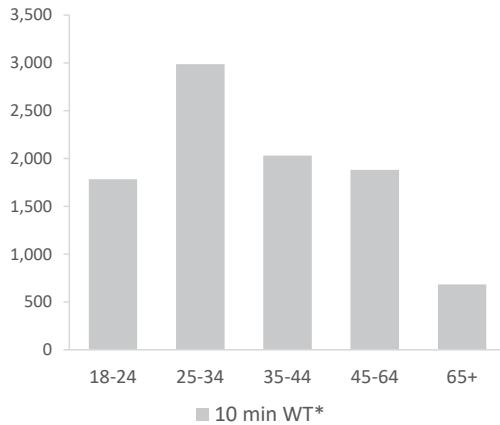
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	6,099 (54%)	20,607 (53%)	158,507 (50%)	110	107	101
	Female	5,110 (46%)	18,324 (47%)	157,531 (50%)	90	93	99
Economic Status (16-74)	Employed: Full-time	5,334 (58%)	15,992 (52%)	106,331 (47%)	140	125	113
	Employed: Part-time	638 (7%)	2,260 (7%)	26,907 (12%)	53	56	92
	Self employed	664 (7%)	2,194 (7%)	21,379 (9%)	76	74	99
	Unemployed	209 (2%)	738 (2%)	4,722 (2%)	96	101	88
	Retired	328 (4%)	1,283 (4%)	23,714 (10%)	26	30	76
	Other	2,015 (22%)	8,399 (27%)	42,953 (19%)	111	138	96
Total Worker Count		7,111	24,892	132,049			

See the Glossary page for further information on the above variables

Polaris Summary - Turk Reading

Pub Sites

Catchment

Polaris Segments

- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature
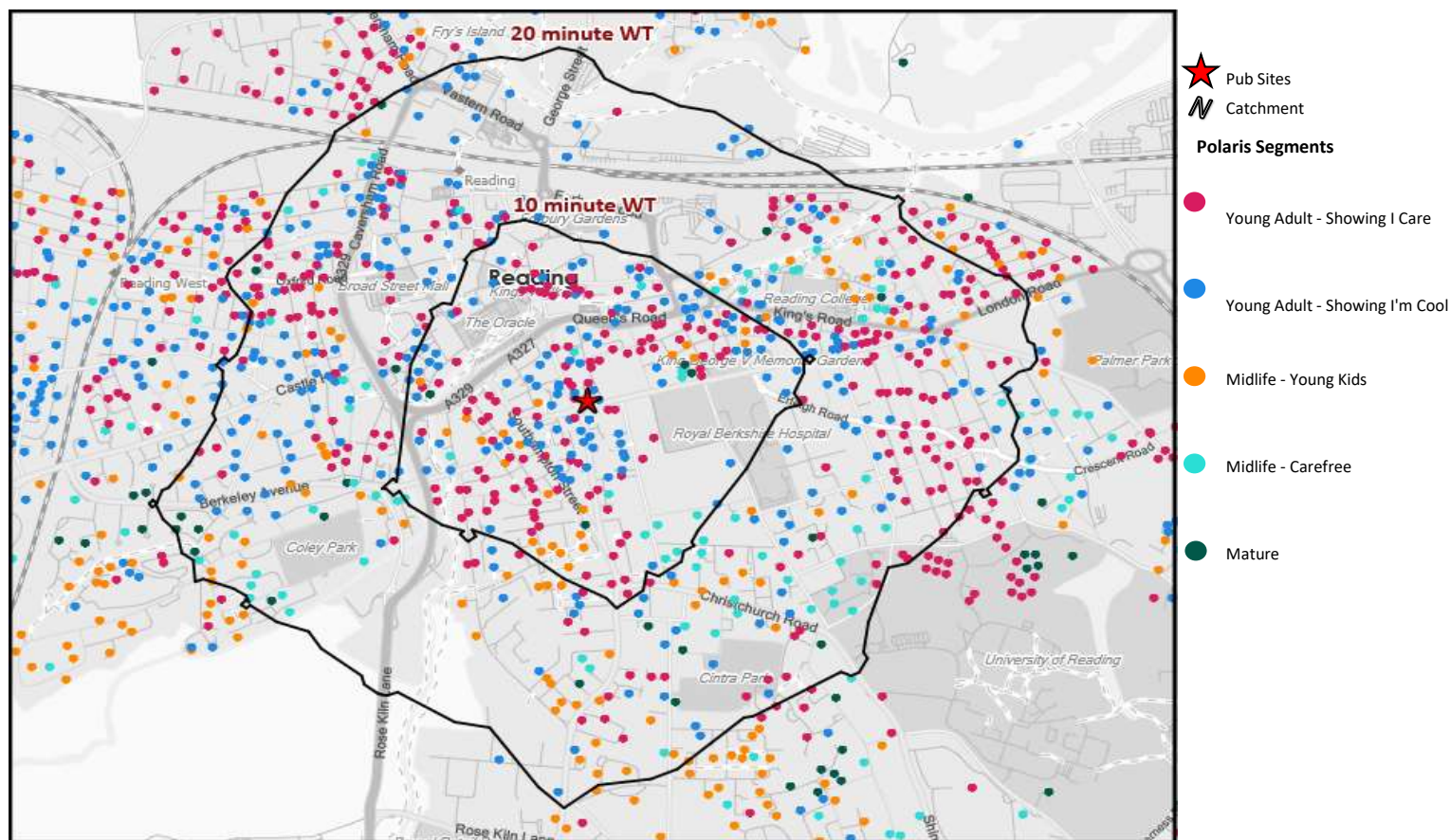
Polaris Profile by Catchment

*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	4,850	14,855	34,049	580	526	157
Young Adult - Showing I'm Cool	3,286	9,711	29,410	381	333	132
Midlife - Young Kids	766	4,028	69,587	26	41	91
Midlife - Carefree	107	2,184	59,050	5	33	116
Mature	113	536	47,941	4	6	71
Not Private Households	244	332	2,533	181	73	73
Total	9,366	31,646	242,570			

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★ Pub Sites

Polaris Summary - Turk Reading

star PUBS&BARS
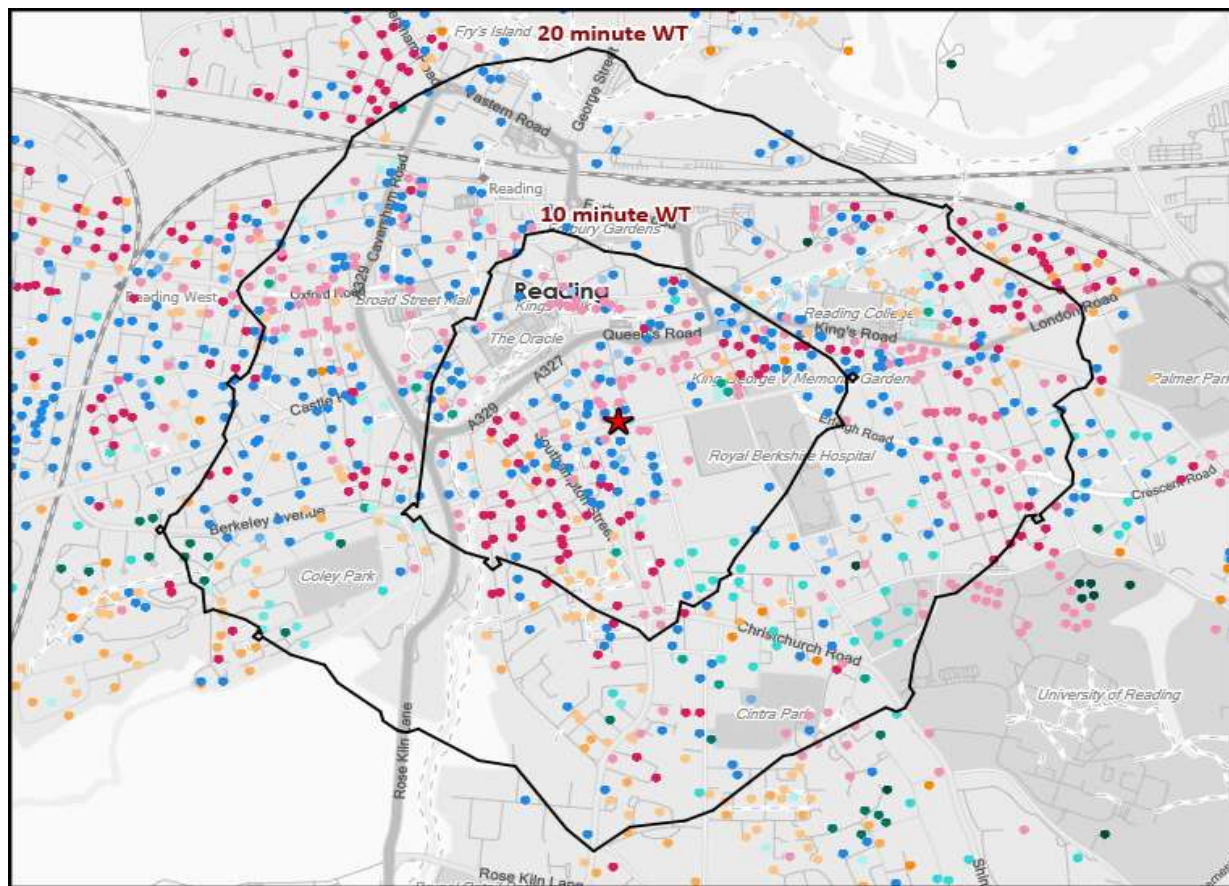
Pub Sites (red star)
Catchment

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	2,019	7,186	13,031	514	542	128
Medium	0	2,110	3,445	0	489	104
High	2,831	5,559	17,573	897	522	215
Young Adult - Showing I'm Cool						
Low	150	841	900	156	259	36
Medium	0	130	2,294	0	11	26
High	3,136	8,740	26,216	748	617	241
Midlife - Young Kids						
Low	687	2,975	17,595	66	85	65
Medium	68	920	29,864	5	19	83
High	11	133	22,128	2	8	169
Midlife - Carefree						
Low	107	812	2,759	34	75	33
Medium	0	387	3,465	0	18	21
High	0	985	52,826	0	28	199
Mature						
Low	113	258	5,904	20	14	41
Medium	0	213	16,930	0	5	55
High	0	65	25,107	0	2	110
Not Private Households	244	332	2,533	181	73	73

★ Pub Sites

Total			9,366	31,646	242,570

Transactional Data Summary - Turk Reading

Spend by Polaris

GB %

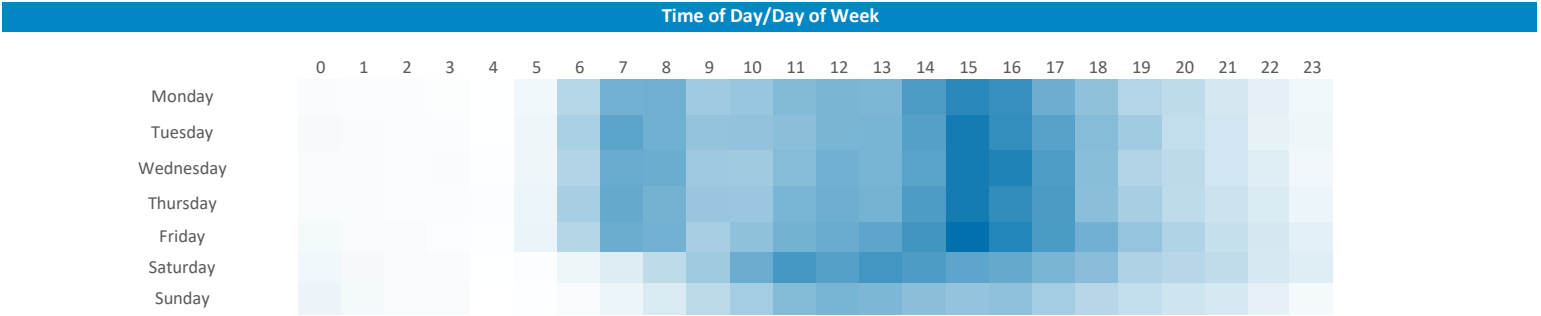| Segment	Percentage
Young Adult - Showing I Care - Low	8.3%
Young Adult - Showing I Care - Medium	12.6%
Young Adult - Showing I Care - High	16.9%
Young Adult - Showing I'm Cool - Low	0.2%
Young Adult - Showing I'm Cool - Medium	0.9%
Young Adult - Showing I'm Cool - High	9.5%
Midlife - Young Kids - Low	5.4%
Midlife - Young Kids - Medium	5.0%
Midlife - Young Kids - High	4.7%
Midlife - Carefree - Low	1.1%
Midlife - Carefree - Medium	1.0%
Midlife - Carefree - High	17.9%
Mature - Low	1.4%
Mature - Medium	9.5%
Mature - High	5.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£8
Young Adult - Showing I Care - Medium	£12
Young Adult - Showing I Care - High	£8
Young Adult - Showing I'm Cool - Low	£7
Young Adult - Showing I'm Cool - Medium	£9
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£8
Midlife - Young Kids - Medium	£11
Midlife - Young Kids - High	£14
Midlife - Carefree - Low	£10
Midlife - Carefree - Medium	£9
Midlife - Carefree - High	£8
Mature - Low	£9
Mature - Medium	£7
Mature - High	£10

Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

Turk Reading
Star Pubs

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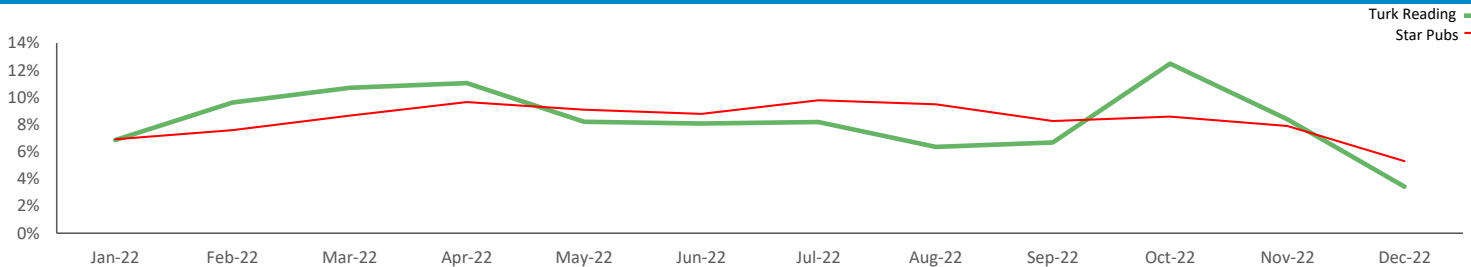
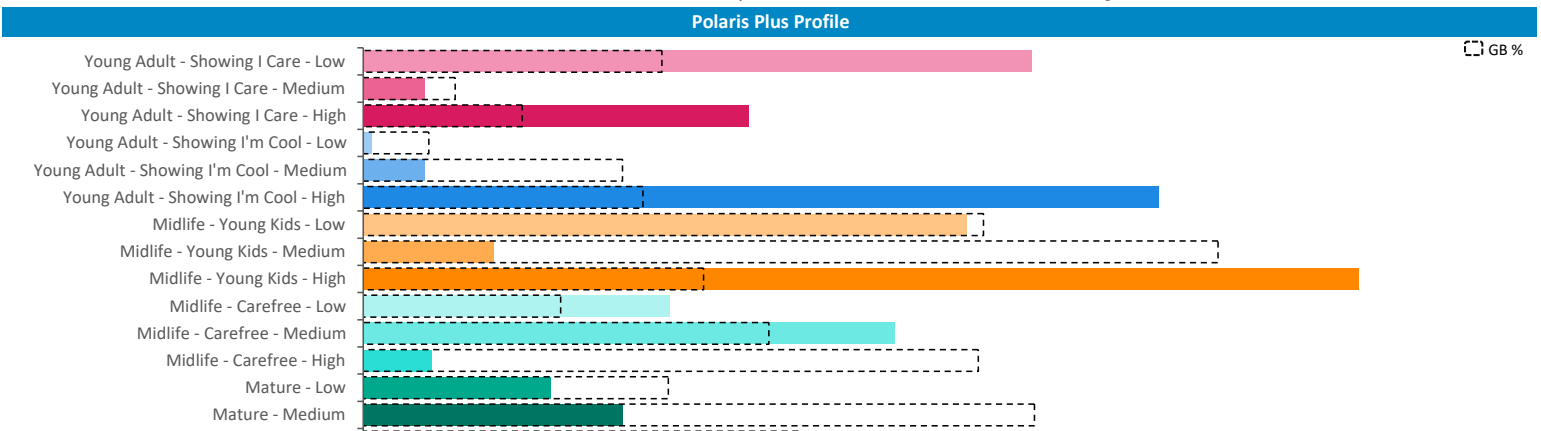# Mobile Data Summary - Turk Reading

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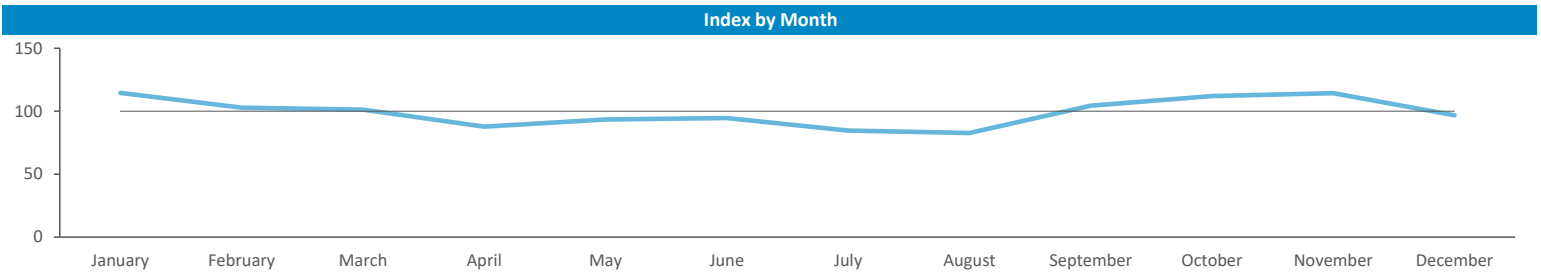
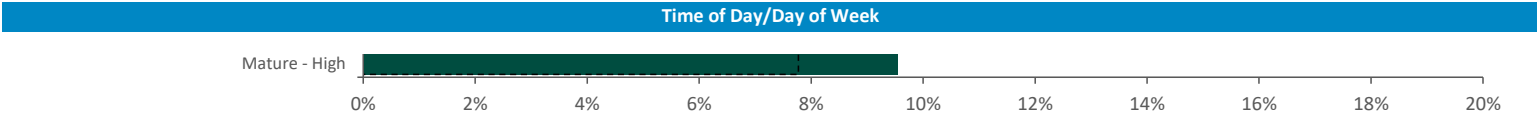Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home
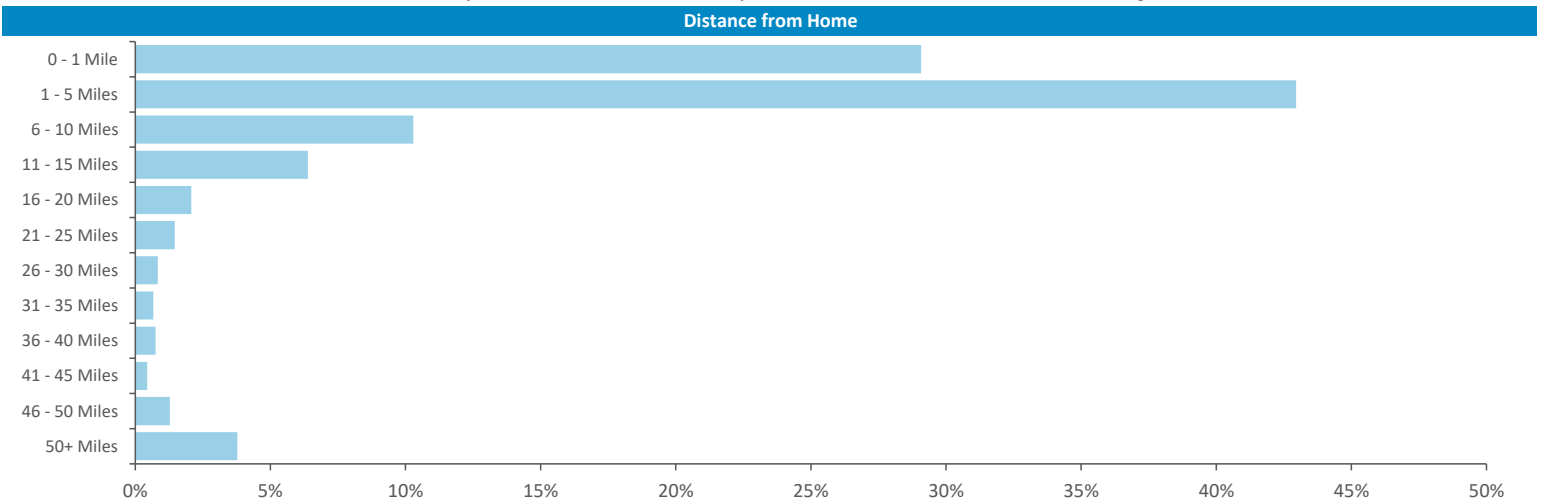
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile

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Time of Day/Day of Week

Mature - High

| 0% | 2% | 4% | 6% | 8% | 10% | 12% | 14% | 16% | 18% | 20% |

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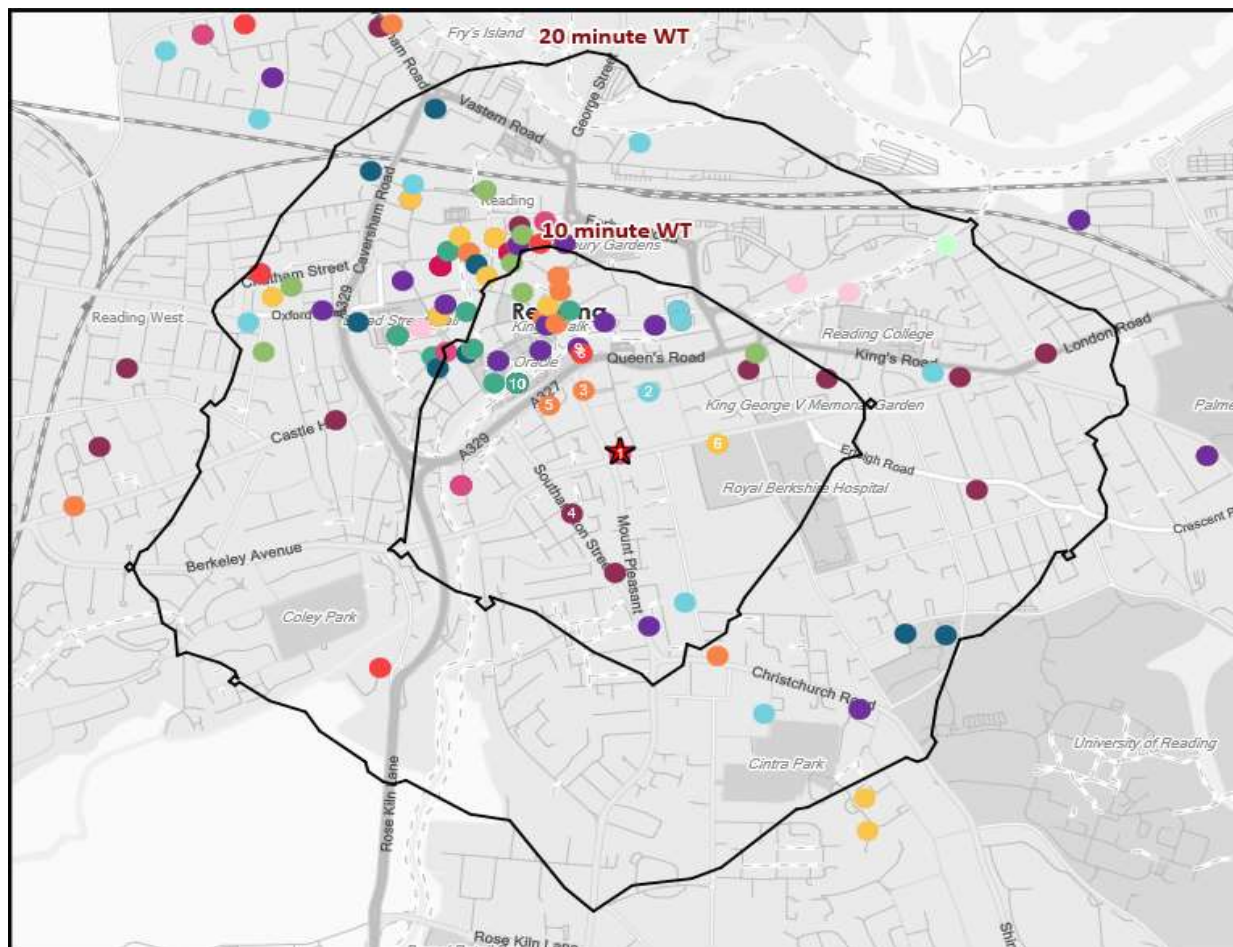
CGA Licensed Premises

- 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

Pub Sites

Catchment

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Turks	RG 1 5BJ	Star Pubs & Bars	Family Pub Dining	0.0
2	South Street Arts & Community Centre	RG 1 4QU	Independent Free	Clubland	0.1
3	Great Expectations	RG 1 4PS	Dominion Hospitality	Hotel	0.2
4	Hop Leaf	RG 1 2QZ	Hop Back Brewery	Premium Local	0.2
5	Premier Inn	RG 1 2HN	Whitbread	Hotel	0.2
6	Childs Hall	RG 1 5AQ	Independent Free	High Street Pub	0.2
6	Dairy	RG 1 5AQ	Independent Free	High Street Pub	0.2
8	Grosvenor Casino	RG 1 4SY	Rank	Large Venue	0.2
9	London Street Brasserie	RG 1 4PN	Independent Free	Restaurants	0.2
10	Slug and Lettuce	RG 1 2AG	Stonegate Pub Company	High Street Pub	0.2
10	Bella Italia	RG 1 2AG	Big Table Group Ltd	Casual Dining	0.2
10	Osaka	RG 1 2AG	Independent Free	Casual Dining	0.2
10	Cote	RG 1 2AG	Cote Restaurants	Casual Dining	0.2
10	All Bar One	RG 1 2AG	Mitchells & Butlers	ABOS	0.2
10	Pizza Express	RG 1 2AG	Hony Capital	Casual Dining	0.2
10	Mission Burrito	RG 1 2AG	Burrito	Casual Dining	0.2
10	Pizza Hut	RG 1 2AG	Pizza Hut UK Ltd	Casual Dining	0.2
10	Nandos	RG 1 2AG	Nandos Restaurants	Casual Dining	0.2
10	Five Guys	RG 1 2AG	Five Guys	Casual Dining	0.2
10	Vue	RG 1 2AG	Omers Private Equity	Large Venue	0.2