

Catchment Summary - Park Tavern Basford

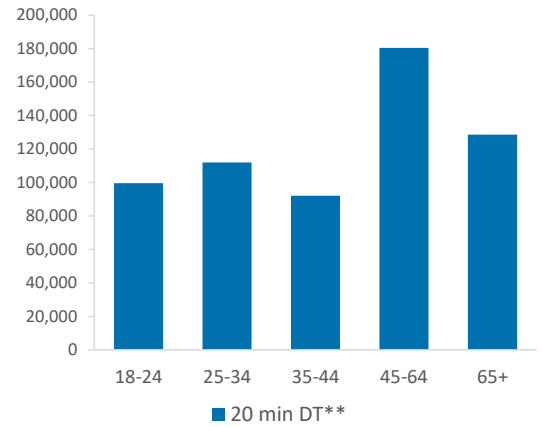
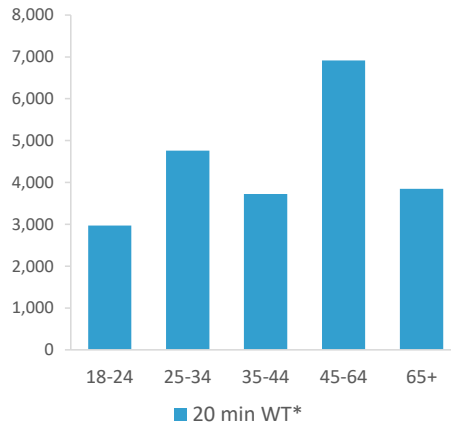
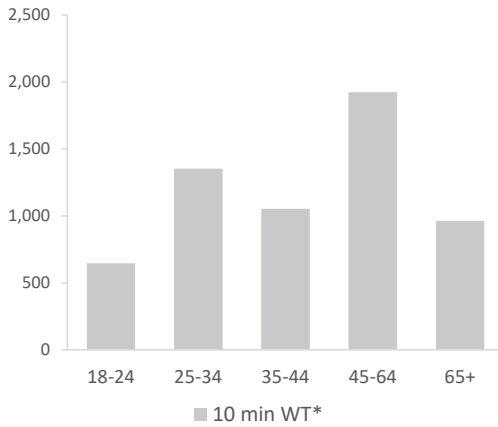


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■ Over GB Average
■ Around GB Average
■ Under GB Average

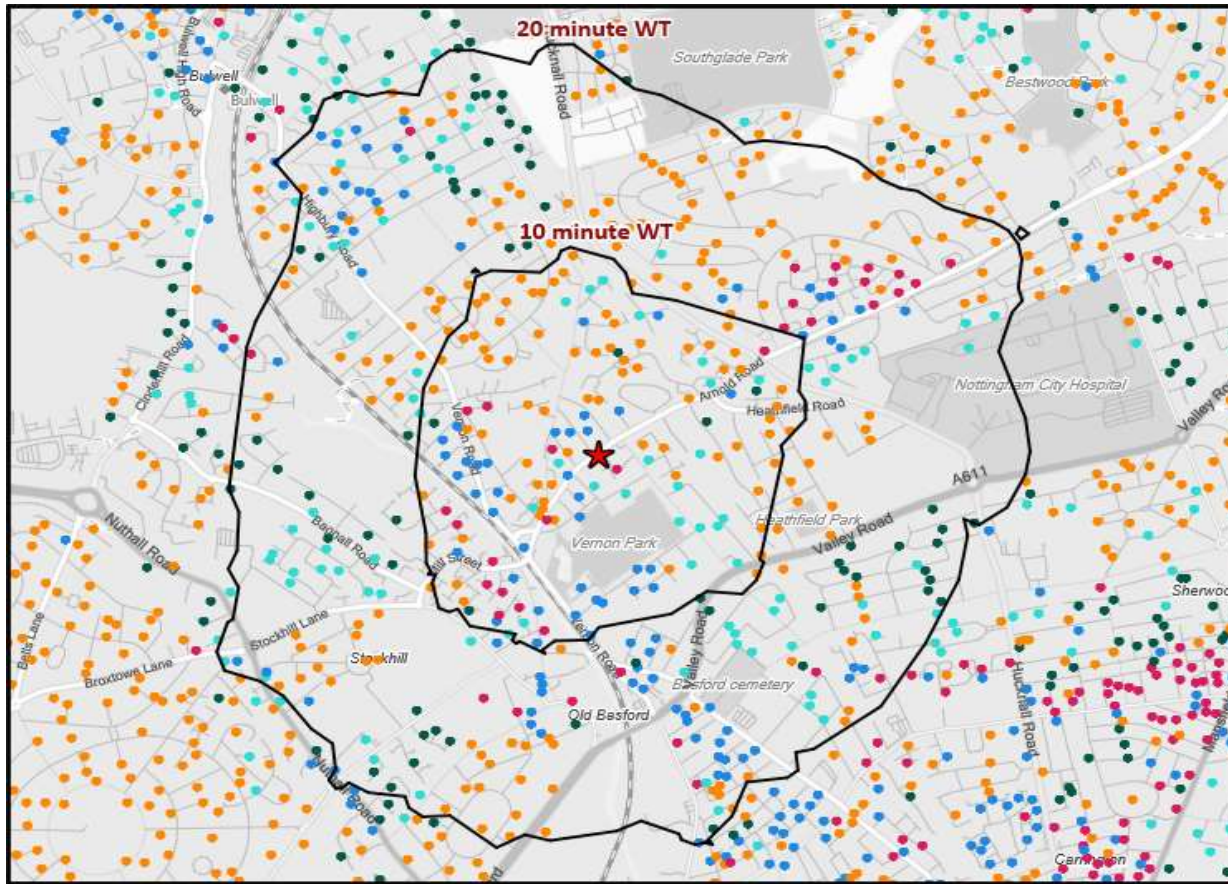
*WT= Walktime, **DT= Drivetime

	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	8,112	29,532	768,314	153	203	203	
Population & Adults 18+ index is based on all pubs							
Adults 18+	5,941	22,212	612,679	137	124	205	
Competition Pubs	3	11	675	20	34	186	
Adults 18+ per Competition Pub	1,980	2,019	908	240	245	110	
% Adults Likely to Drink	80.6%	80.8%	82.0%	98	98	99	
Affluence	Low	34.8%	35.2%	29.6%	136	137	115
	Medium	54.0%	52.4%	47.4%	137	133	121
	High	11.1%	12.1%	21.5%	33	36	64
*Affluence does not include Not Private Households							
Age Profile	18-24	647	2,972	99,605	98	124	160
	25-34	1,353	4,760	112,004	126	121	110
	35-44	1,054	3,722	92,099	101	98	93
	45-64	1,923	6,913	180,461	93	92	92
	65+	964	3,845	128,510	62	68	88



	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	3,905 (48%)	14,446 (49%)	384,393 (50%)	97	99	101
	Female	4,207 (52%)	15,086 (51%)	383,921 (50%)	103	101	99
Economic Status (16-74)	Employed: Full-time	2,464 (43%)	8,733 (41%)	217,832 (38%)	103	99	92
	Employed: Part-time	813 (14%)	2,921 (14%)	72,569 (13%)	109	106	98
	Self employed	334 (6%)	1,311 (6%)	41,663 (7%)	61	65	77
	Unemployed	257 (4%)	869 (4%)	15,659 (3%)	189	173	116
	Retired	626 (11%)	2,330 (11%)	74,754 (13%)	79	80	95
	Other	1,238 (22%)	5,033 (24%)	145,590 (26%)	110	120	130
Total Worker Count		1,500	6,670	304,152			

See the Glossary page for further information on the above variables



- ★ Pub Sites
- N 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	341	1,633	77,823	64	82	142
Young Adult - Showing I'm Cool	1,545	4,449	53,544	283	218	95
Midlife - Young Kids	3,000	9,750	186,772	161	140	97
Midlife - Carefree	827	3,306	121,395	66	71	94
Mature	228	3,007	164,247	14	48	96
Not Private Households	0	67	8,898	0	21	101
Total	5,941	22,212	612,679			

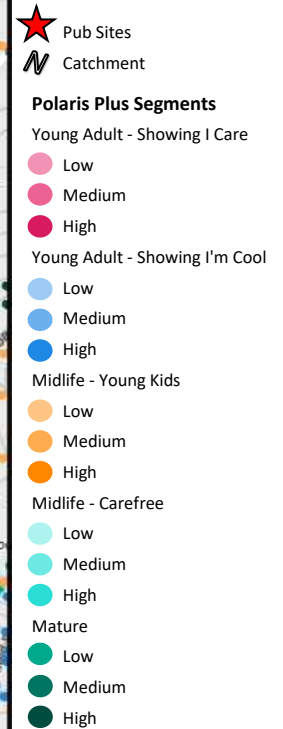
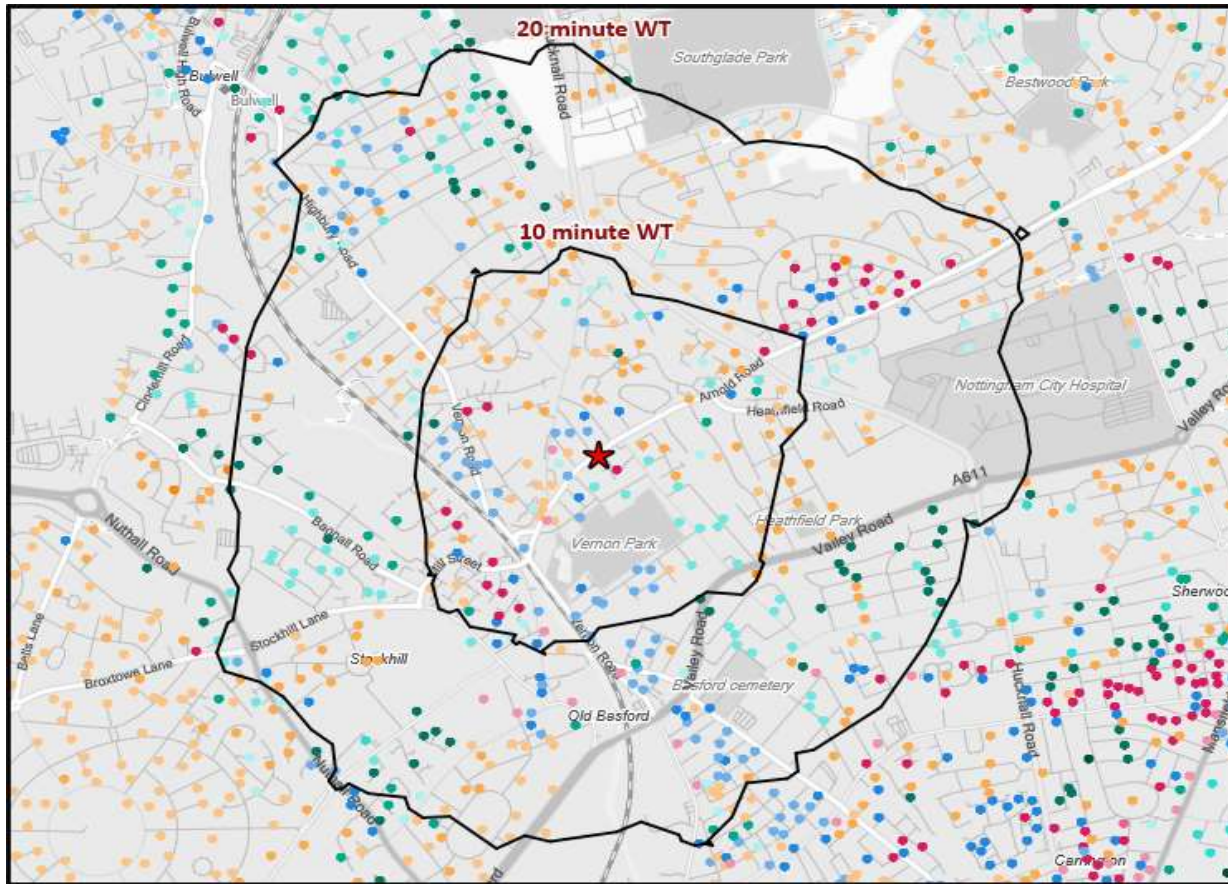
Polaris Summary - Park Tavern Basford



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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	15	641	45,727	6	69	178
Medium	0	0	13,439	0	0	161
High	326	992	18,657	163	133	90
Young Adult - Showing I'm Cool						
Low	0	0	1,041	0	0	17
Medium	1,209	2,872	25,815	550	350	114
High	336	1,577	26,688	126	159	97
Midlife - Young Kids						
Low	1,811	5,587	76,738	274	226	113
Medium	1,189	4,057	85,504	134	122	94
High	0	106	24,530	0	9	74
Midlife - Carefree						
Low	130	755	27,007	64	100	130
Medium	697	2,547	64,984	175	171	158
High	0	4	29,404	0	0	44
Mature						
Low	112	846	30,942	32	64	85
Medium	116	2,161	100,881	15	77	130
High	0	0	32,424	0	0	56
Not Private Households	0	67	8,898	0	21	101

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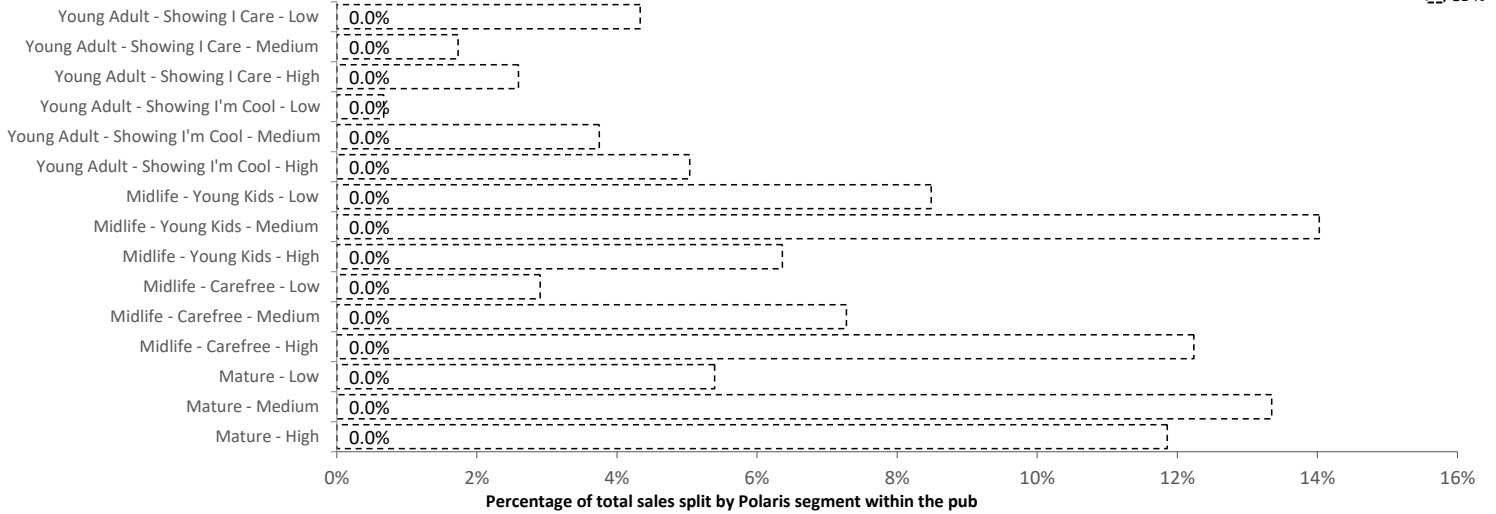


Total 5,941 22,212 612,679

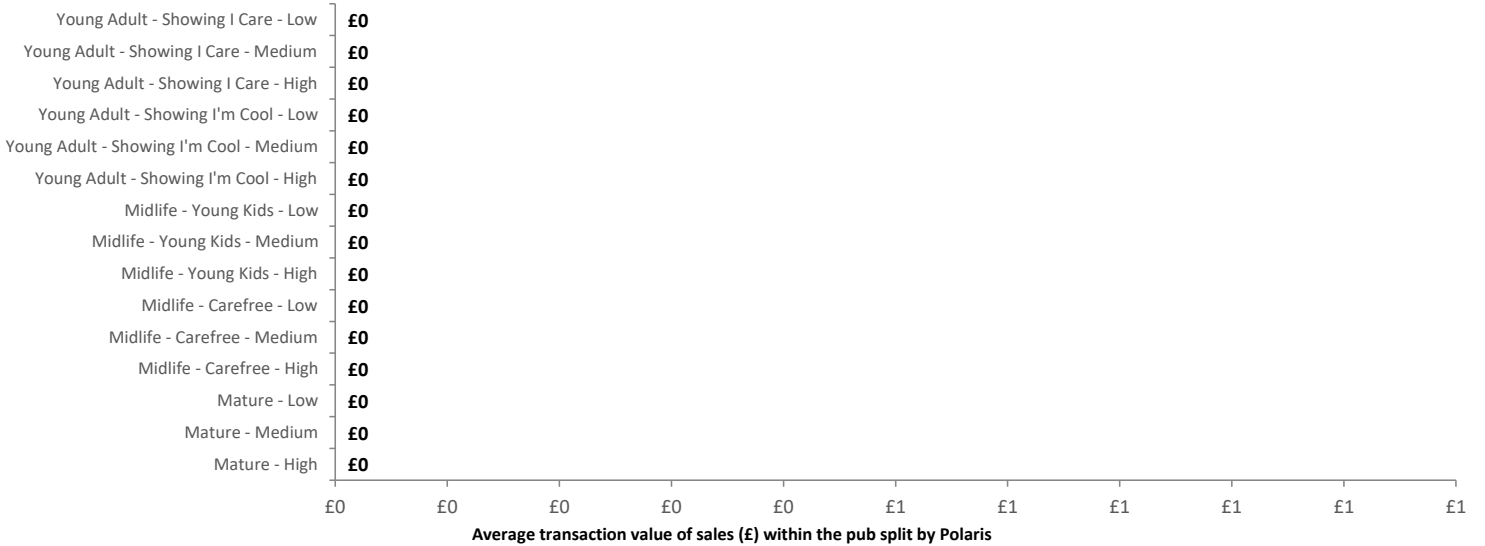
★ Pub Sites

Spend by Polaris

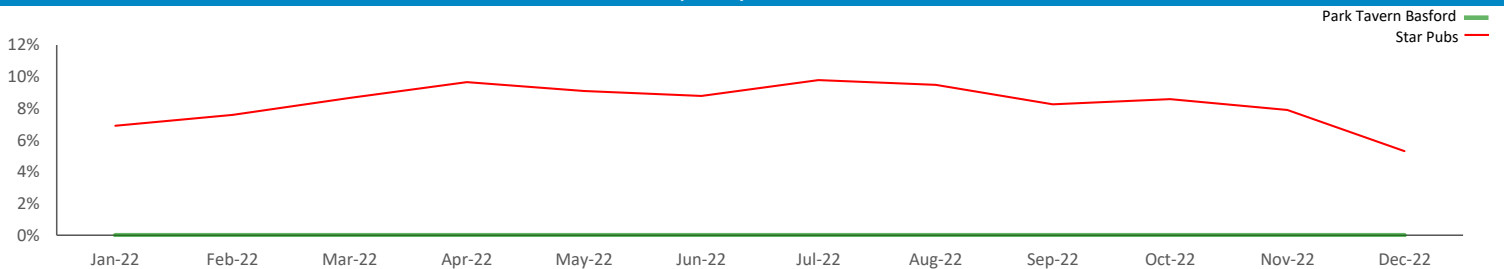
GB %



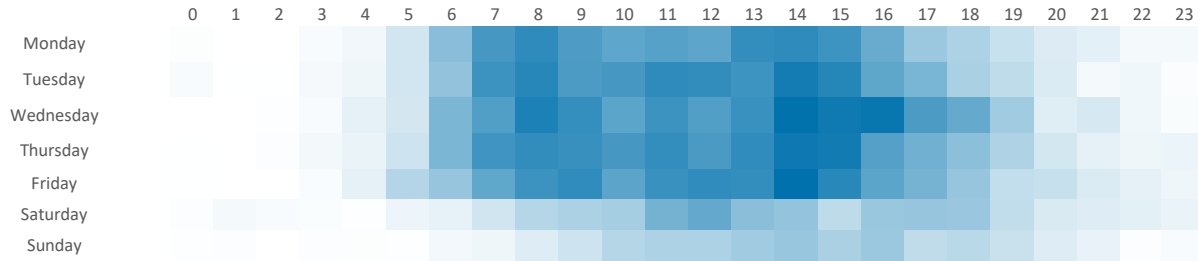
Average Transaction Values (£) by Polaris



Spend by Month

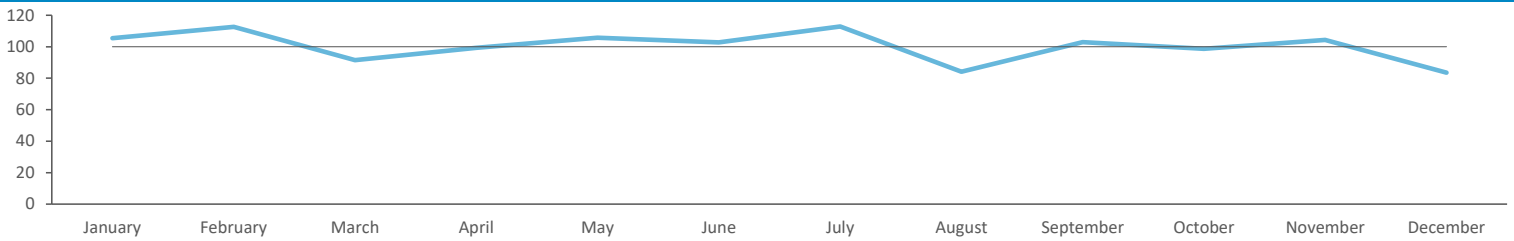


Time of Day/Day of Week



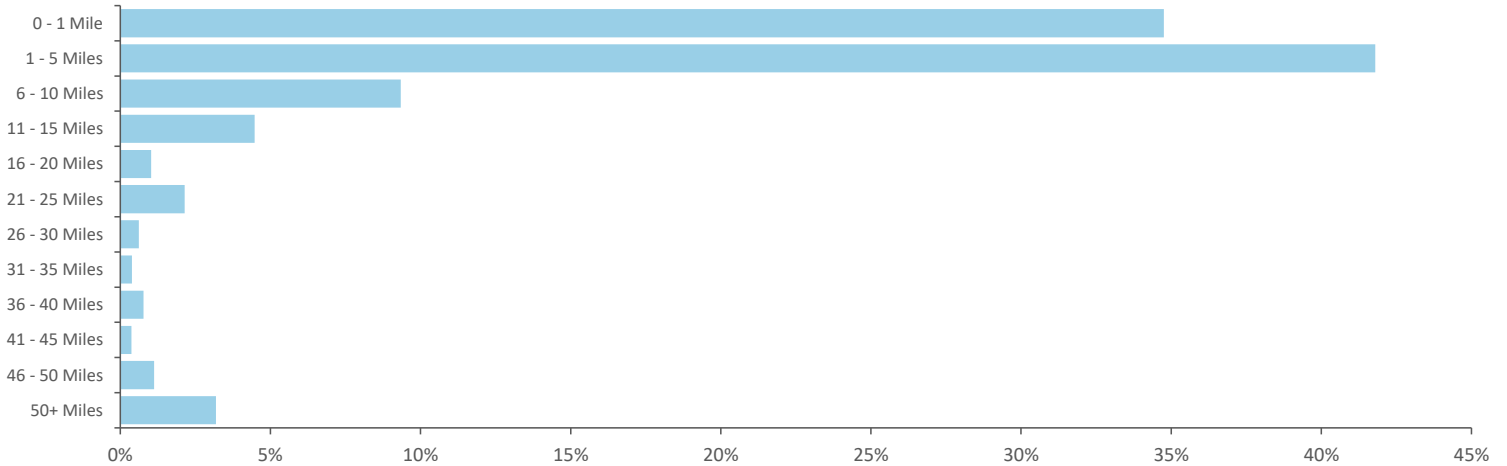
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



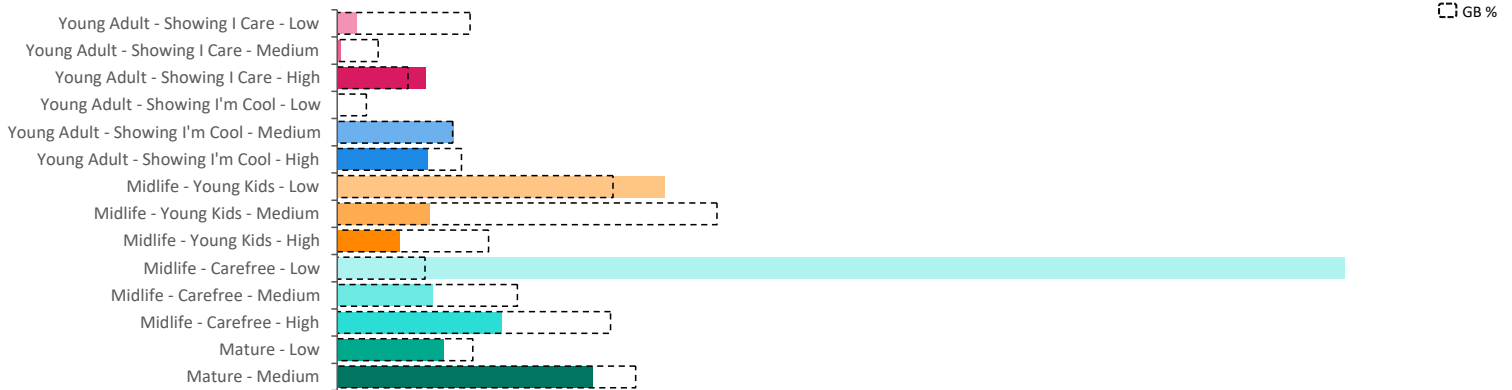
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

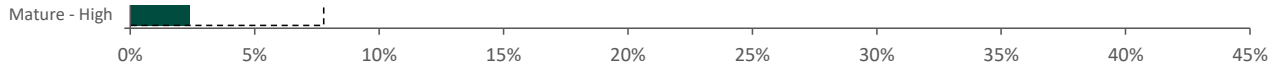


Mobile Data Summary - Park Tavern Basford

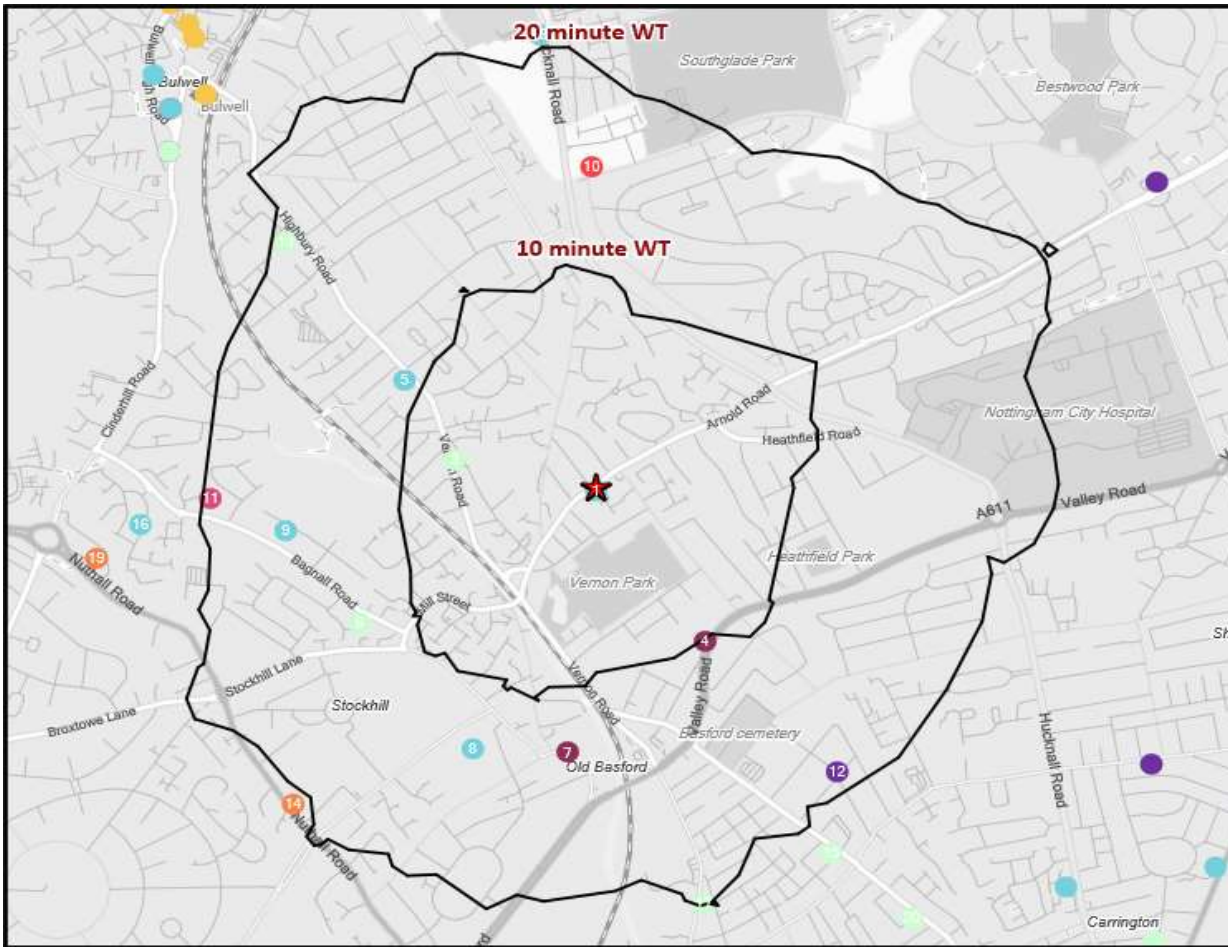


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Time of Day/Day of Week



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	Park Tavern	NG 6 0DZ	Star Pubs & Bars	Community Pub	0.0
1	Umoja Club	NG 6 0DZ	Independent Free	Clubland	0.0
3	Catchems Corner	NG 6 0BG	Stonegate Pub Company	Community Pub	0.3
4	Fox	NG 5 1HY	Greene King	Premium Local	0.4
5	Oakleigh Lodge Social Club	NG 6 9DD	Independent Free	Clubland	0.4
6	Mill	NG 6 0JY	Trust Inns Limited	Community Pub	0.5
7	Fox & Crown	NG 6 0GA	Independent Free	Premium Local	0.5
8	National Community Sports	NG 6 0JA	Independent Free	Clubland	0.6
9	Basford United Football Club	NG 6 0LD	Independent Free	Clubland	0.6
10	Gala Bingo	NG 5 9RU	Gala Group	Large Venue	0.7
11	Headstocks	NG 6 8SF	Star Pubs & Bars	Family Pub Dining	0.7
12	Stadium Snooker Club	NG 5 1EG	Independent Free	Restaurants	0.7
13	Oxford Hotel	NG 6 9BU	Stonegate Pub Company	Community Pub	0.8
14	Commodore Hotel	NG 8 5DQ	Independent Free	Hotel	0.9
15	Willow Tree Inn	NG 7 7DA	Star Pubs & Bars	Community Pub	0.9
16	Basford Hall Miners Welfare Club	NG 6 8PT	Independent Free	Clubland	0.9
17	Horse & Groom	NG 7 7EA	Bartsch Inns	Community Pub	0.9
18	Bulwell Forest Golf Club	NG 6 9LQ	Independent Free	Clubland	0.9
19	Doubletree By Hilton	NG 8 6AZ	Hilton Group	Hotel	1.0
20	Royal Oak	NG 7 7AJ	*Other Small Retail Groups	Community Pub	1.1