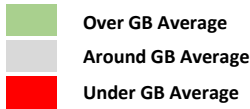


# Catchment Summary - Gregory Arms Grantham

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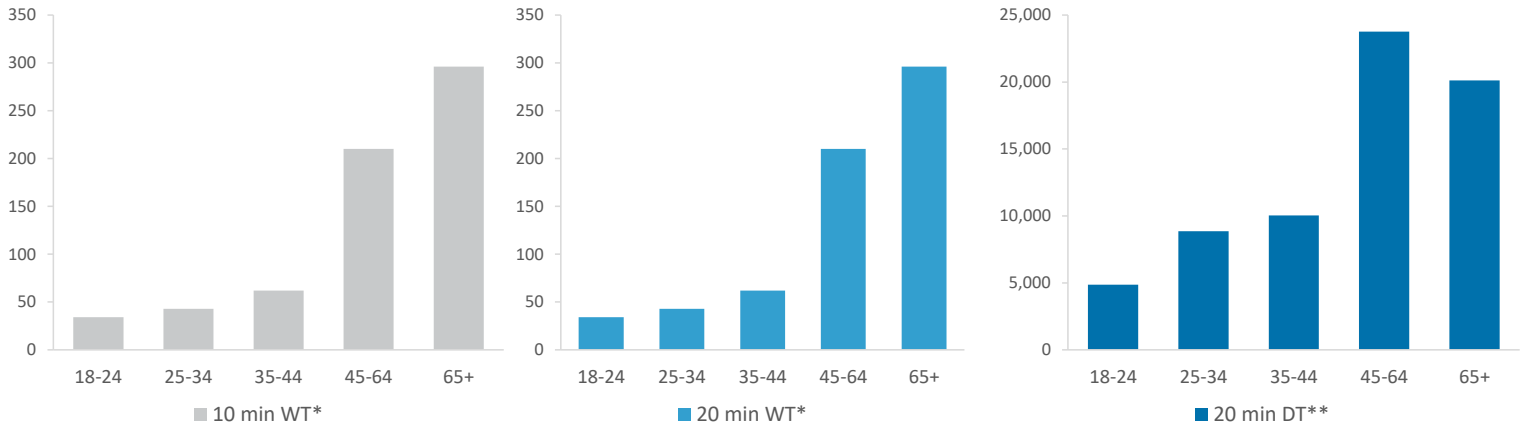


\*WT= Walktime, \*\*DT= Drivetime

		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		780	780	85,416	15	5	23
Adults 18+		645	645	67,653	15	4	23
Competition Pubs		3	3	100	20	9	28
Adults 18+ per Competition Pub		215	215	677	26	26	82
% Adults Likely to Drink		84.0%	84.0%	83.3%	102	102	101
Affluence	Low	8.2%	8.2%	14.5%	32	32	56
	Medium	56.3%	56.3%	51.8%	143	143	132
	High	35.5%	35.5%	32.4%	106	106	96
Age Profile	18-24	34	34	4,866	54	54	70
	25-34	43	43	8,864	41	41	78
	35-44	62	62	10,041	62	62	91
	45-64	210	210	23,756	105	105	109
	65+	296	296	20,126	199	199	123

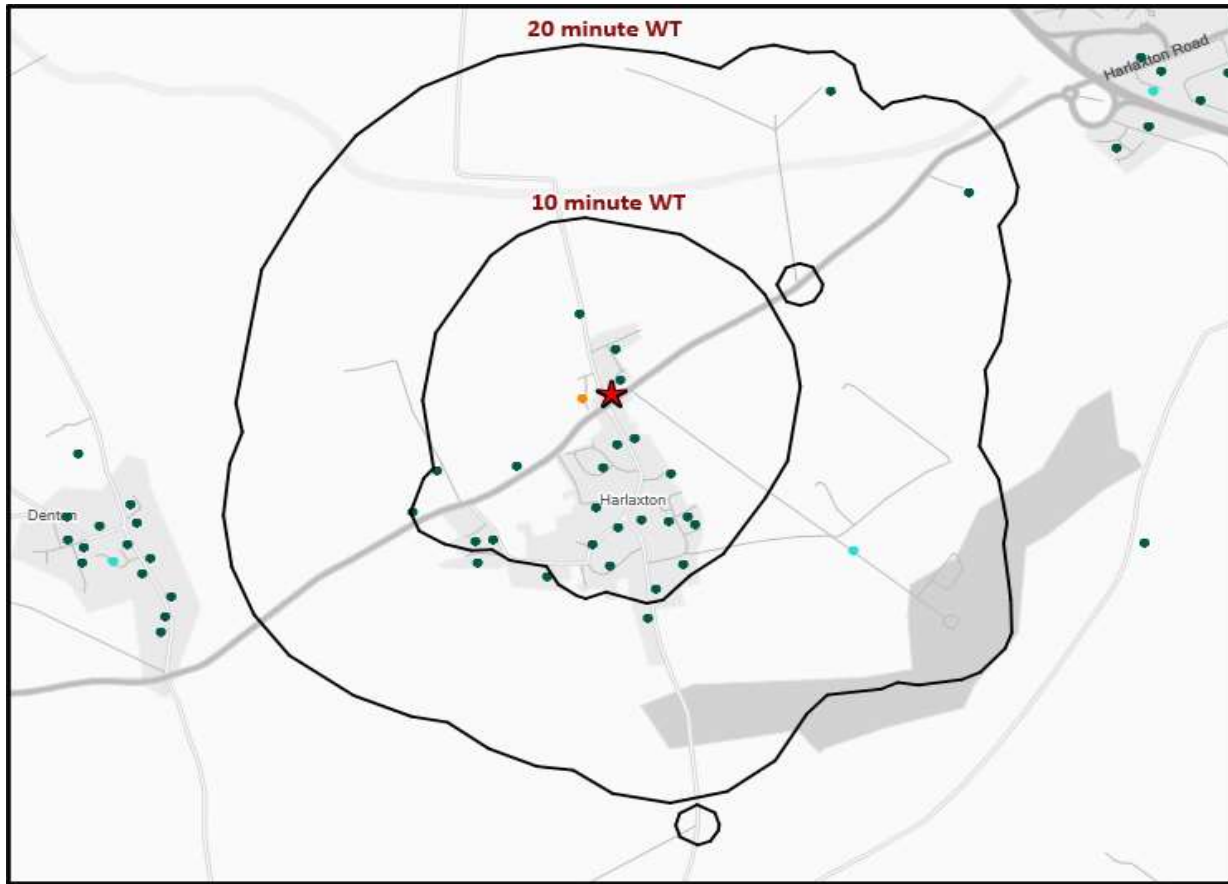
Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



		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	388 (50%)	388 (50%)	41,371 (48%)	101	101	98
	Female	392 (50%)	392 (50%)	44,045 (52%)	99	99	102
Economic Status (16-74)	Employed: Full-time	157 (32%)	157 (32%)	25,930 (43%)	76	76	104
	Employed: Part-time	71 (14%)	71 (14%)	8,518 (14%)	110	110	109
	Self employed	61 (12%)	61 (12%)	6,003 (10%)	128	128	105
	Unemployed	3 (1%)	3 (1%)	1,074 (2%)	25	25	76
	Retired	153 (31%)	153 (31%)	9,993 (17%)	223	223	121
	Other	53 (11%)	53 (11%)	8,376 (14%)	54	54	71
Total Worker Count		270	270	43,112			

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

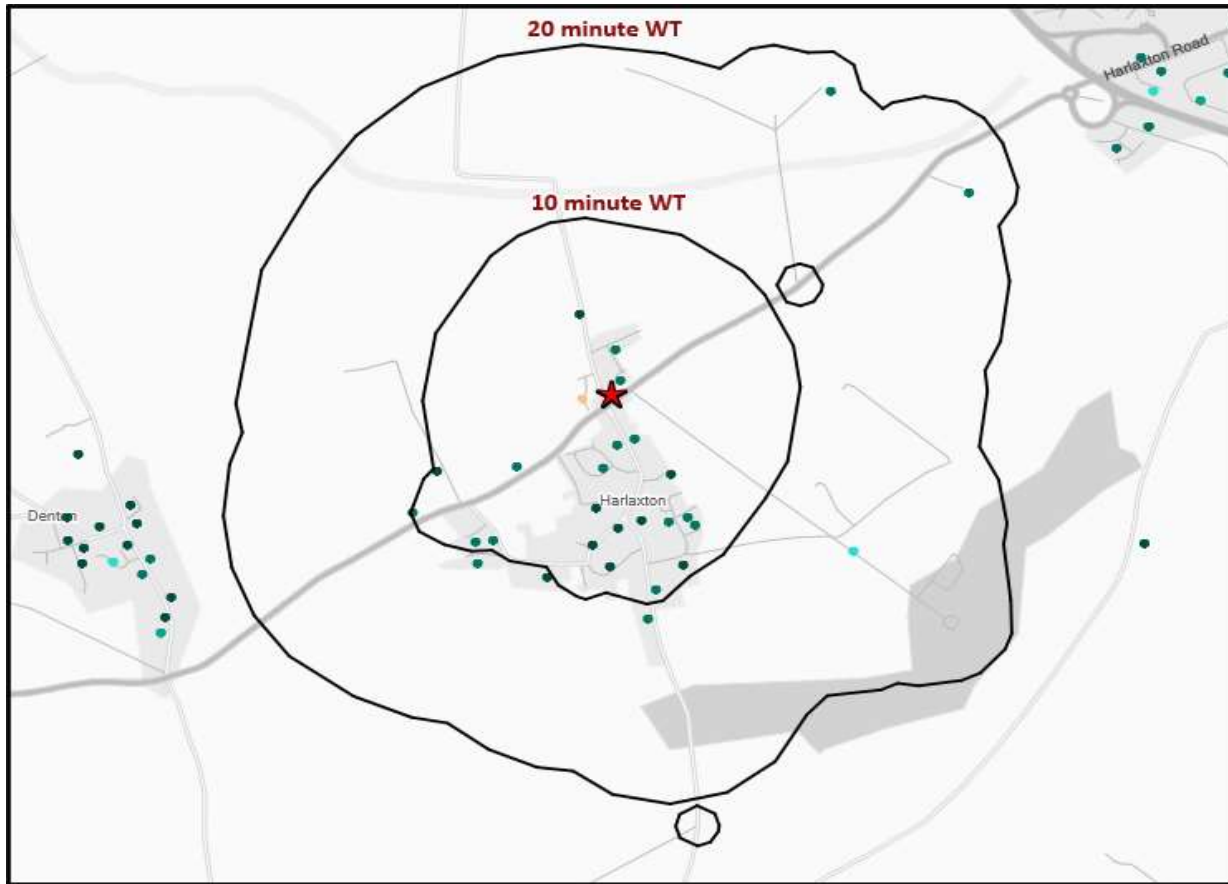
\*WT= Walktime, \*\*DT= Drivetime

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	639	0	0	11
Young Adult - Showing I'm Cool	0	0	5,599	0	0	90
Midlife - Young Kids	53	53	18,224	26	26	86
Midlife - Carefree	10	10	11,806	7	7	83
Mature	582	582	30,431	323	323	161
<b>Not Private Households</b>	0	0	954	0	0	98
<b>Total</b>	645	645	67,653			

# Polaris Summary - Gregory Arms Grantham



 Pub Sites



- 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	29	0	0	1
Medium	0	0	0	0	0	0
High	0	0	610	0	0	27
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	3,774	0	0	151
High	0	0	1,825	0	0	60
<b>Midlife - Young Kids</b>						
Low	53	53	3,597	74	74	48
Medium	0	0	10,003	0	0	99
High	0	0	4,624	0	0	127
<b>Midlife - Carefree</b>						
Low	0	0	2,446	0	0	106
Medium	0	0	3,758	0	0	83
High	10	10	5,602	14	14	76
<b>Mature</b>						
Low	0	0	3,719	0	0	93
Medium	363	363	17,486	445	445	204
High	219	219	9,226	362	362	145
<b>Not Private Households</b>	0	0	954	0	0	98

# Polaris Summary - Gregory Arms Grantham

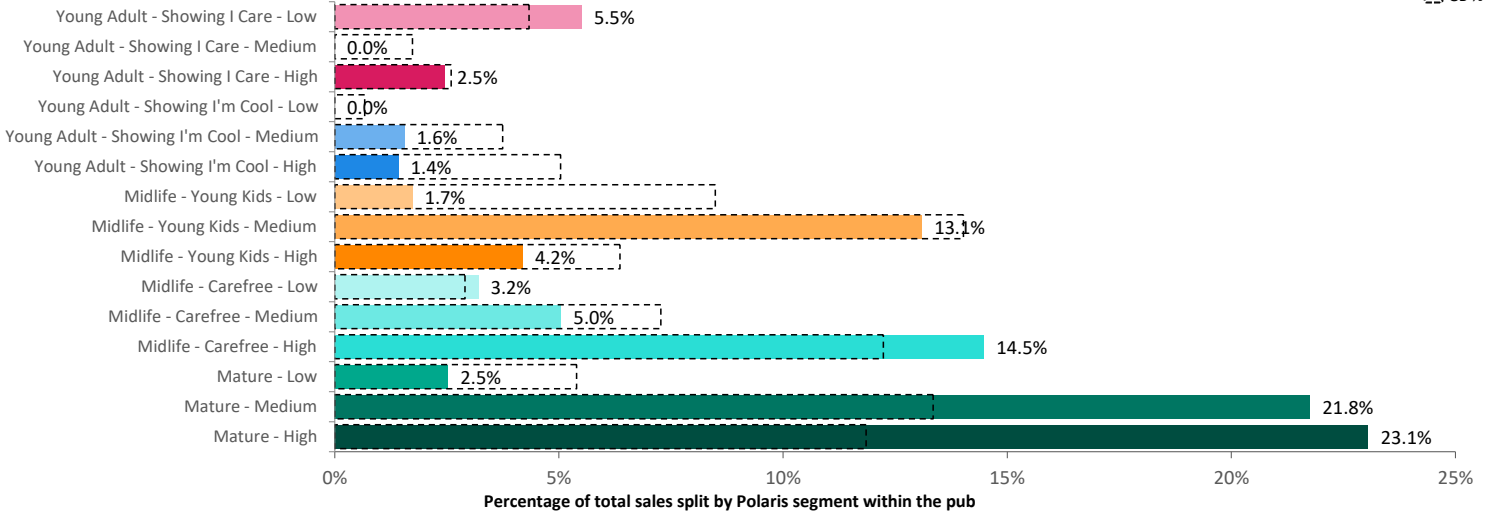


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Data Source © 2020 TomTom

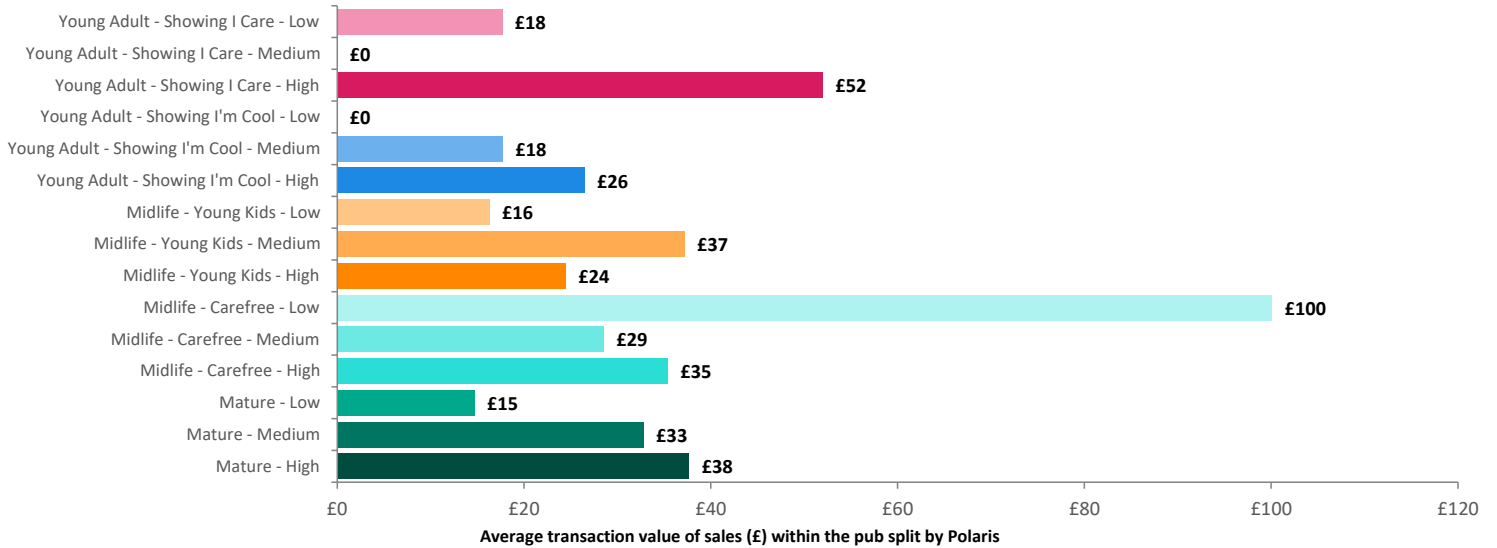


## Spend by Polaris

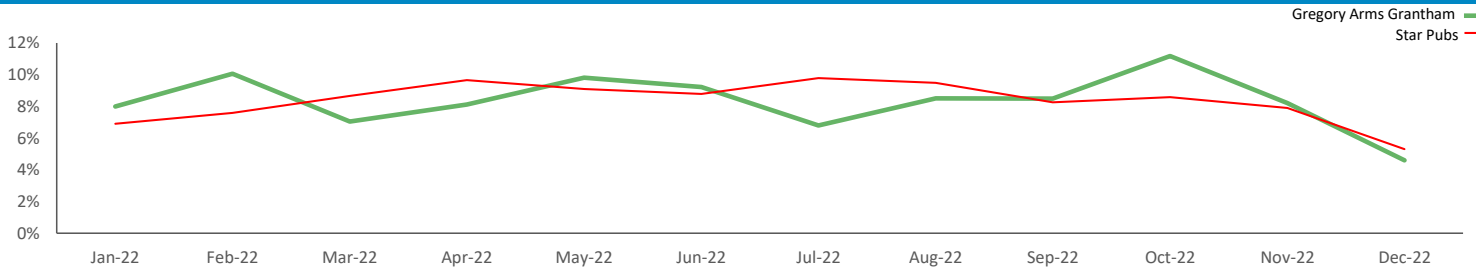
GB %



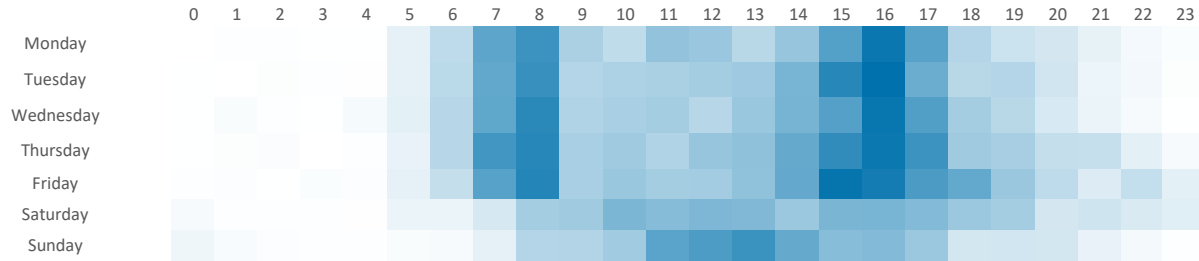
## Average Transaction Values (£) by Polaris



## Spend by Month

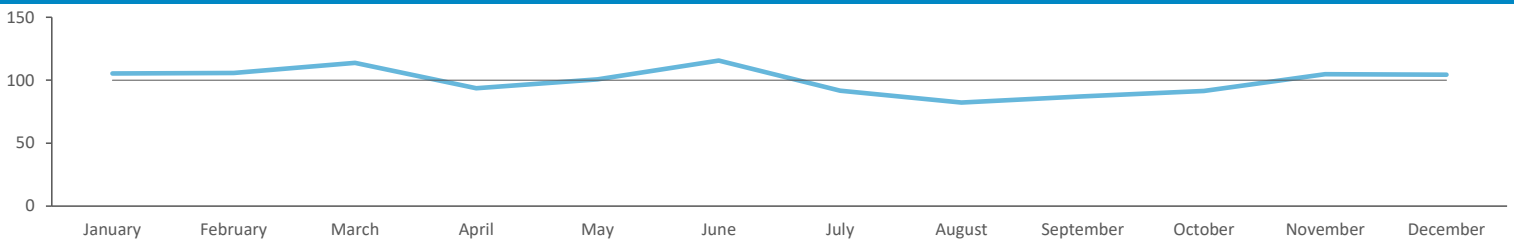


### Time of Day/Day of Week



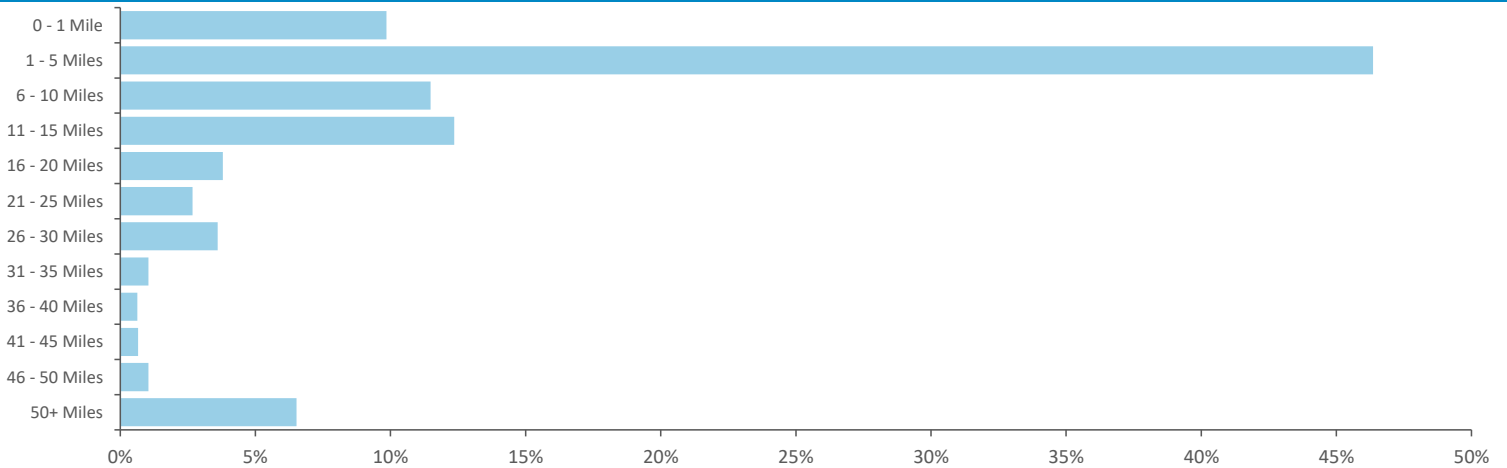
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



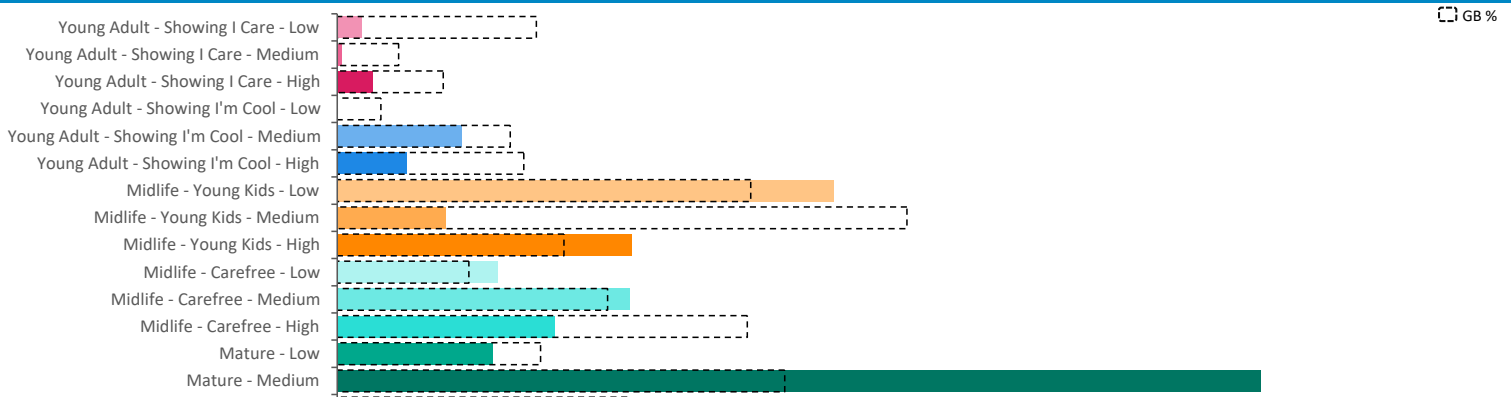
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

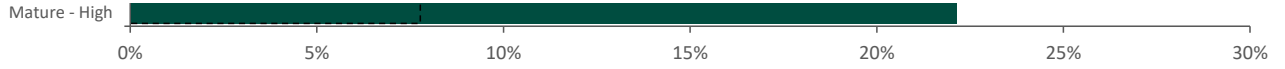


# Mobile Data Summary - Gregory Arms Grantham



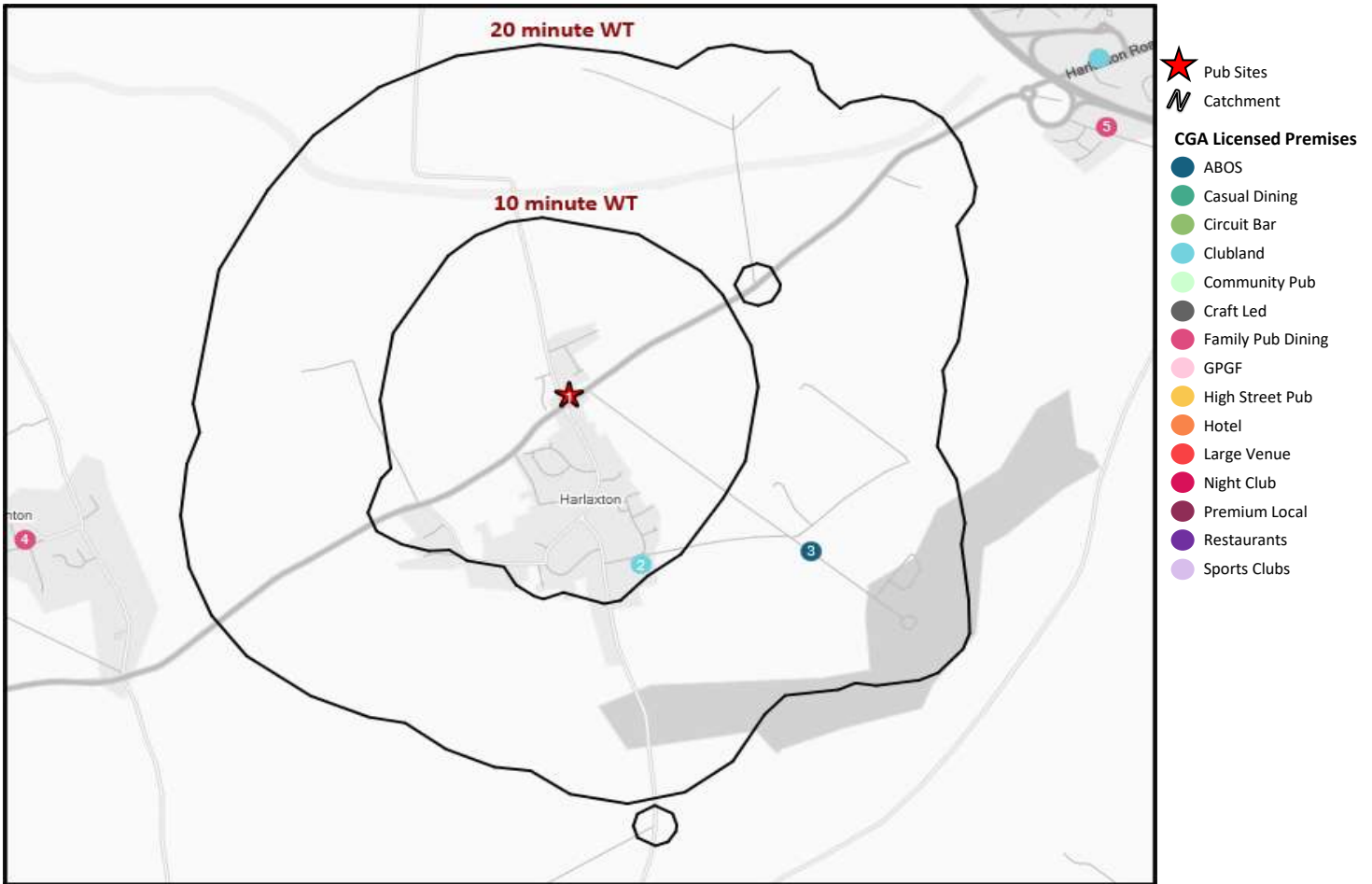
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## Time of Day/Day of Week



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





Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Gregory Arms	NG32 1AD	Star Pubs & Bars	GPGF	0.0
2	Harlaxton Sports & Social Club	NG32 1HU	Independent Free	Clubland	0.4
3	Harlaxton College	NG32 1AG	Independent Free	ABOS	0.6
4	Welby Arms	NG32 1LG	Unknown	Family Pub Dining	1.1
5	Farrier	NG31 7UA	Whitbread	Family Pub Dining	1.2