

Catchment Summary - Ruddington Arms Ruddington



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

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

*WT= Walktime, **DT= Drivetime

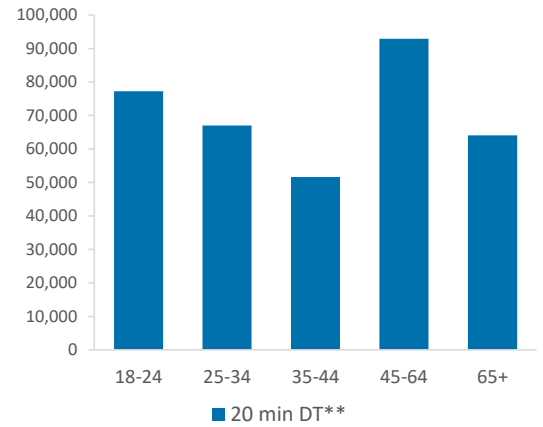
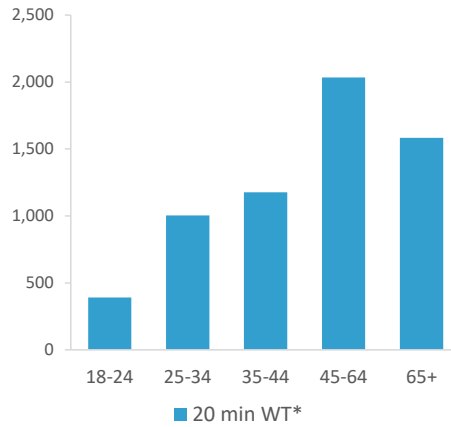
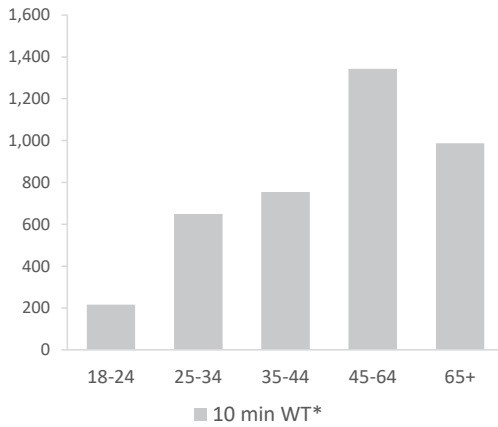
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,993	7,883	439,700	94	54	116
Adults 18+	3,949	6,188	352,832	91	35	118
Competition Pubs	10	10	422	67	31	117
Adults 18+ per Competition Pub	395	619	836	48	75	101
% Adults Likely to Drink	84.5%	84.1%	81.7%	103	102	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	7.1%	13.2%	34.8%	28	52	136
	Medium	38.6%	35.7%	35.4%	98	91	90
	High	52.6%	48.9%	27.8%	157	146	83

*Affluence does not include Not Private Households

Age Profile	18-24	216	390	77,261	53	61	217
	25-34	649	1,003	66,976	98	96	115
	35-44	754	1,177	51,612	117	116	91
	45-64	1,343	2,035	92,932	105	101	83
	65+	987	1,583	64,051	103	105	76



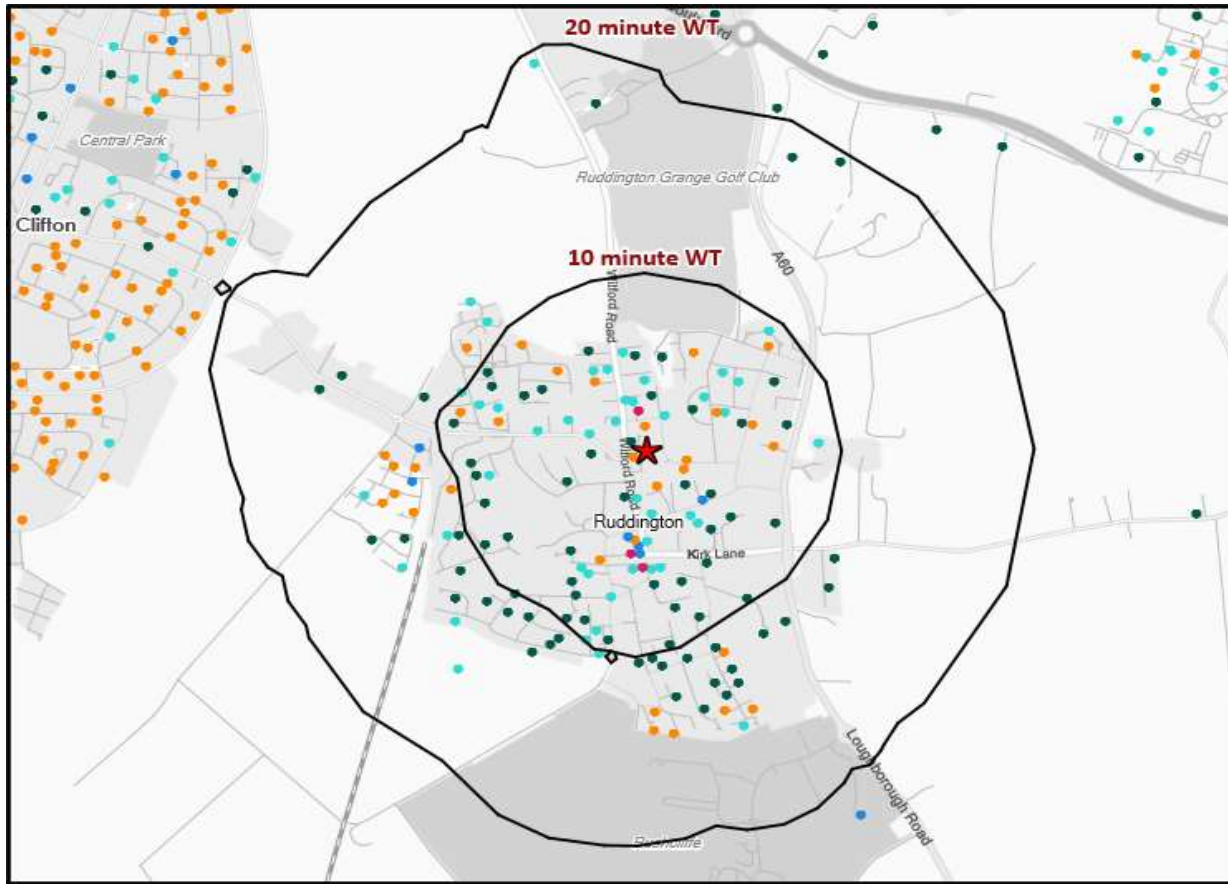
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender							
	Male	2,453 (49%)	3,829 (49%)	223,642 (51%)	99	98	103
	Female	2,540 (51%)	4,054 (51%)	216,058 (49%)	101	102	97
Economic Status (16-74)							
	Employed: Full-time	1,623 (46%)	2,548 (46%)	119,100 (36%)	110	111	87
	Employed: Part-time	495 (14%)	775 (14%)	38,063 (11%)	107	108	89
	Self employed	368 (10%)	552 (10%)	23,704 (7%)	109	105	75
	Unemployed	51 (1%)	76 (1%)	8,655 (3%)	61	58	110
	Retired	546 (15%)	857 (16%)	36,761 (11%)	112	112	81
	Other	466 (13%)	720 (13%)	104,750 (32%)	67	66	160
Total Worker Count		1,009	2,915	189,883			

See the Glossary page for further information on the above variables

Polaris Summary - Ruddington Arms Ruddington



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



- 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	50	50	70,949	14	9	225
Young Adult - Showing I'm Cool	58	158	33,736	16	28	104
Midlife - Young Kids	865	1,380	100,980	70	71	91
Midlife - Carefree	1,374	1,691	53,898	165	130	73
Mature	1,534	2,776	86,282	139	160	87
Not Private Households	68	133	6,987	120	149	138
Total	3,949	6,188	352,832			

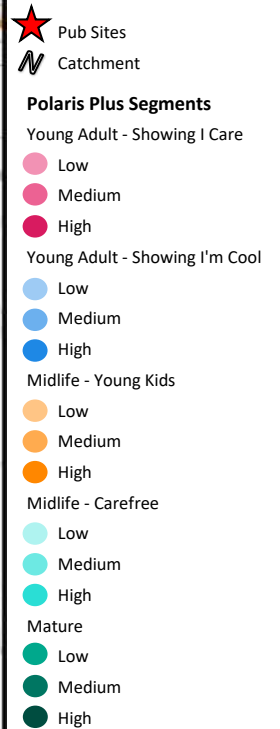
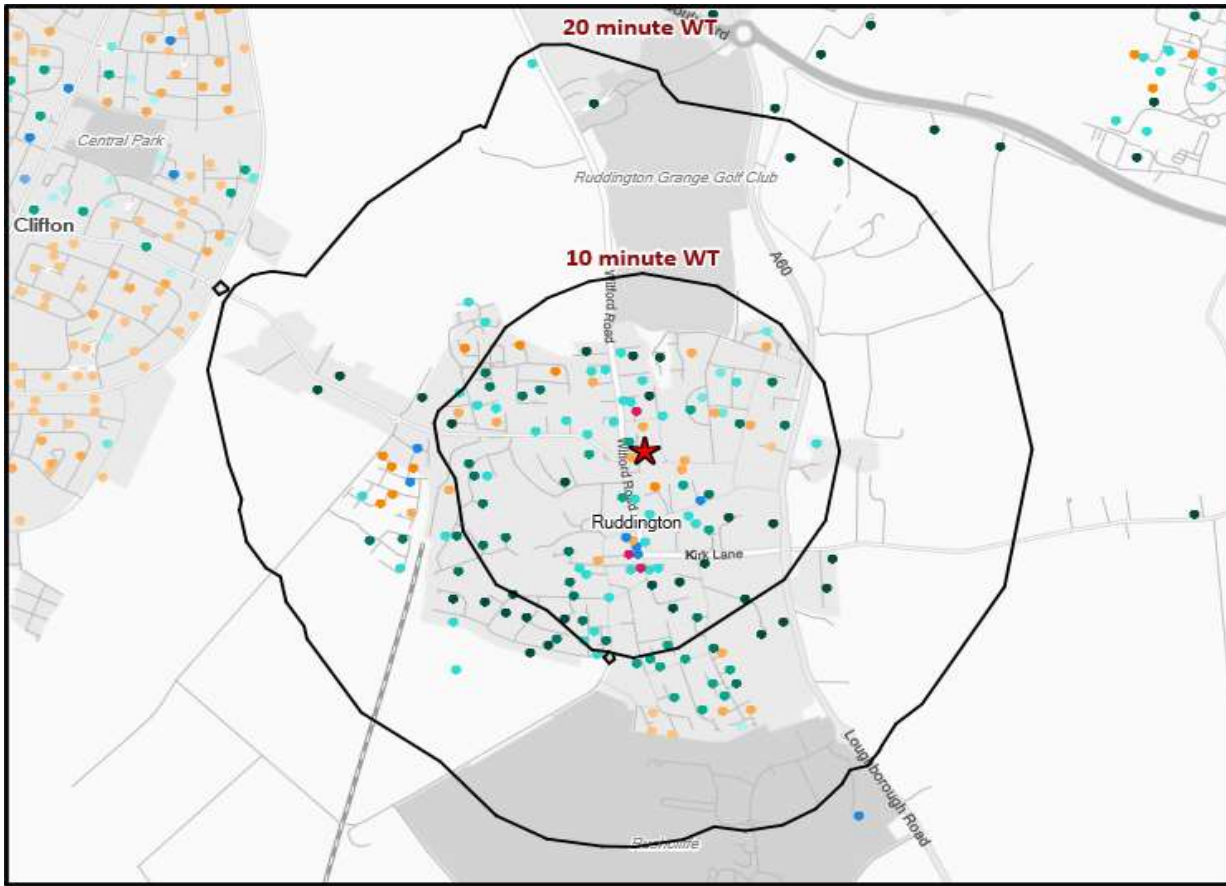
Polaris Summary - Ruddington Arms Ruddington



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



★ 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	44,605	0	0	302
Medium	0	0	12,908	0	0	268
High	50	50	13,436	38	24	113
Young Adult - Showing I'm Cool						
Low	0	0	1,041	0	0	29
Medium	0	0	14,056	0	0	108
High	58	158	18,639	33	57	118
Midlife - Young Kids						
Low	27	198	49,215	6	29	126
Medium	683	823	40,529	116	89	77
High	155	359	11,236	73	108	59
Midlife - Carefree						
Low	0	52	12,869	0	25	107
Medium	126	126	16,362	47	30	69
High	1,248	1,513	24,667	289	224	64
Mature						
Low	252	569	15,074	107	155	72
Medium	714	1,258	41,090	143	161	92
High	568	949	30,118	153	163	91
Not Private Households	68	133	6,987	120	149	138

Polaris Summary - Ruddington Arms Ruddington



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



★ Pub Sites

Total

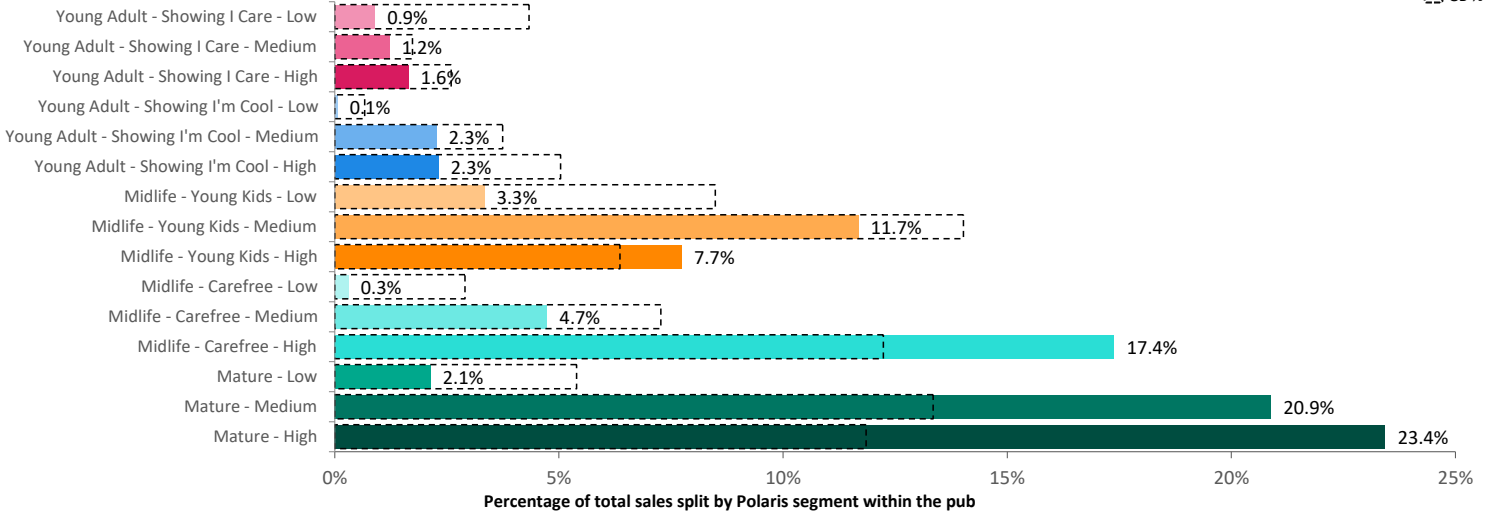
3,949

6,188

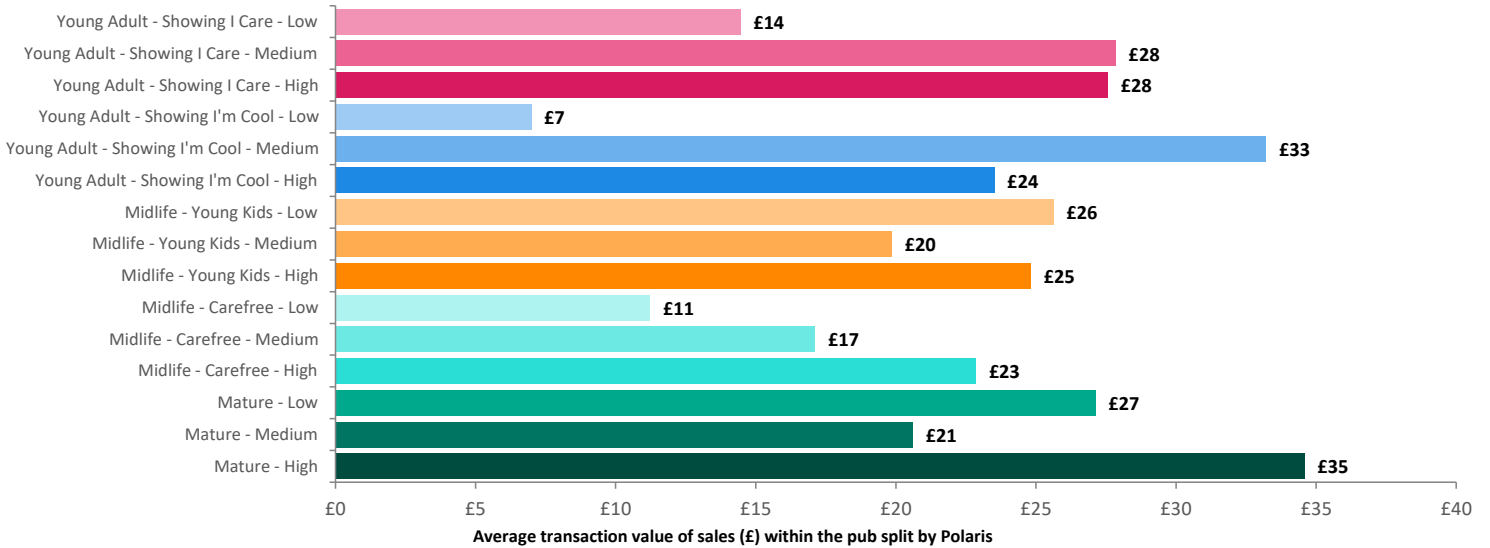
352,832

Spend by Polaris

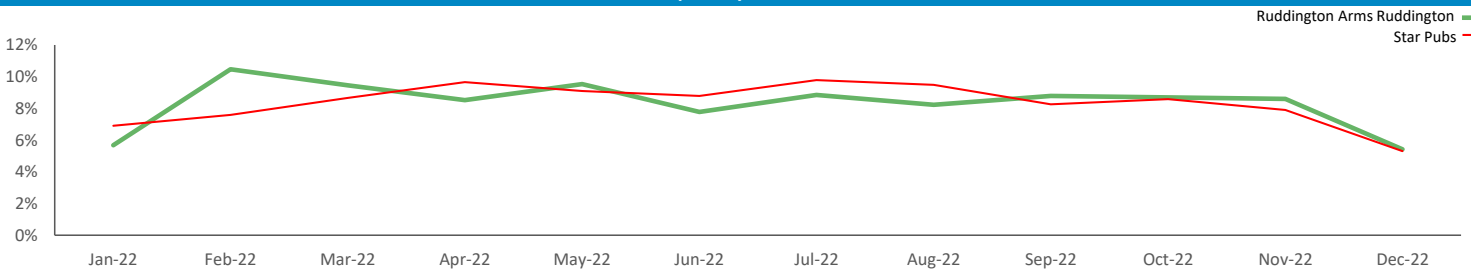
GB %



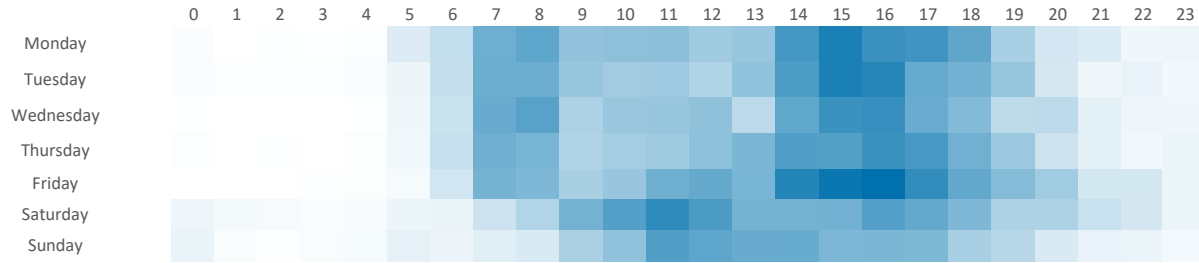
Average Transaction Values (£) by Polaris



Spend by Month

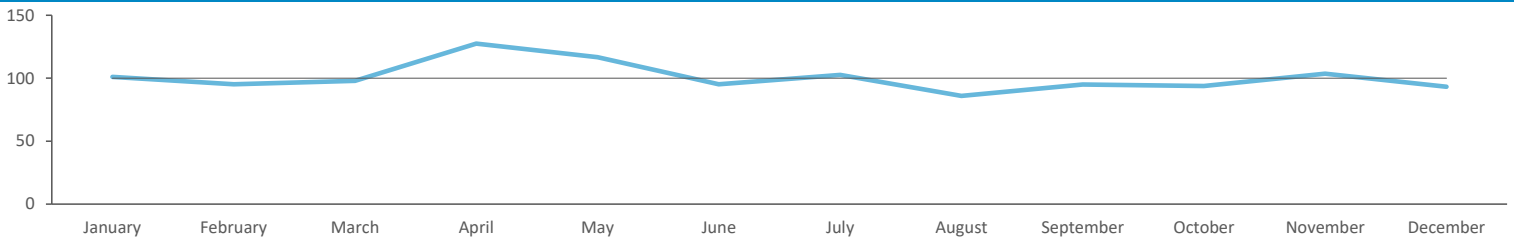


Time of Day/Day of Week



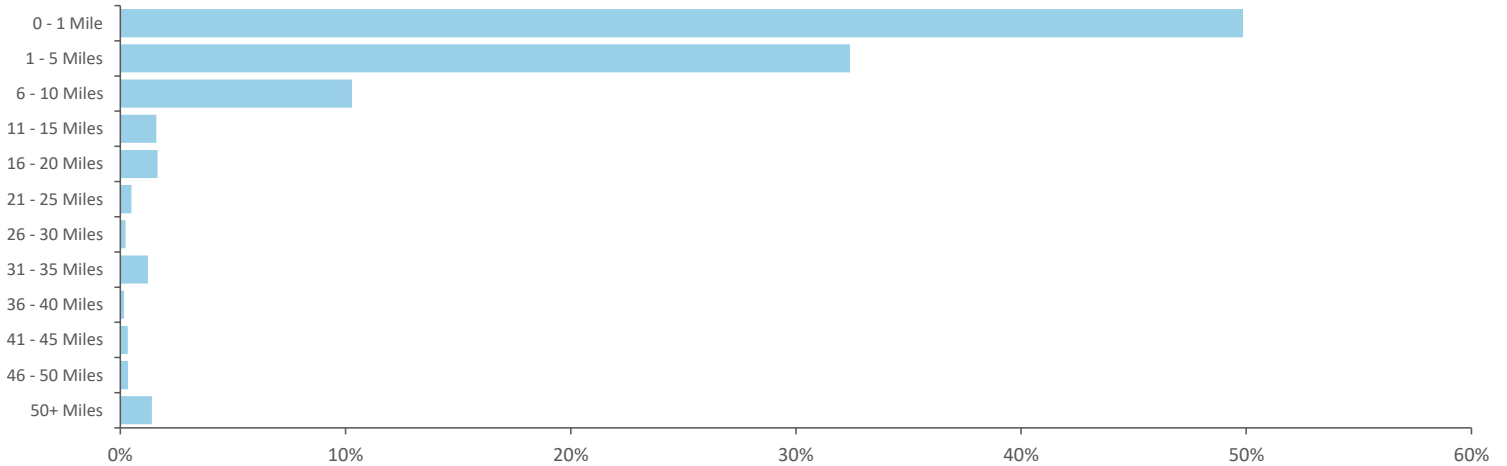
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



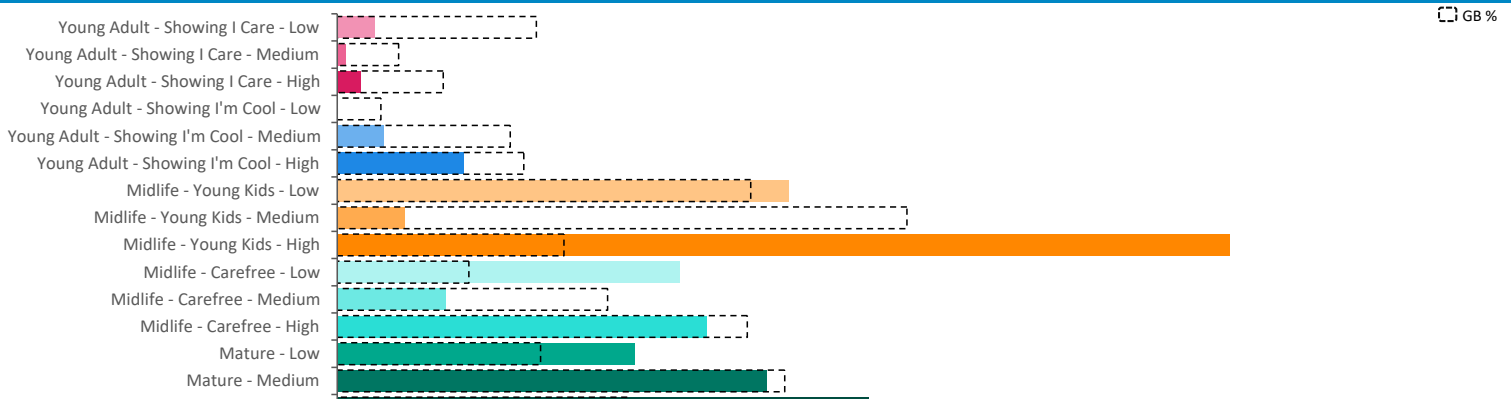
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

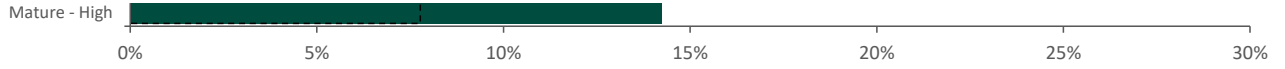


Mobile Data Summary - Ruddington Arms Ruddington

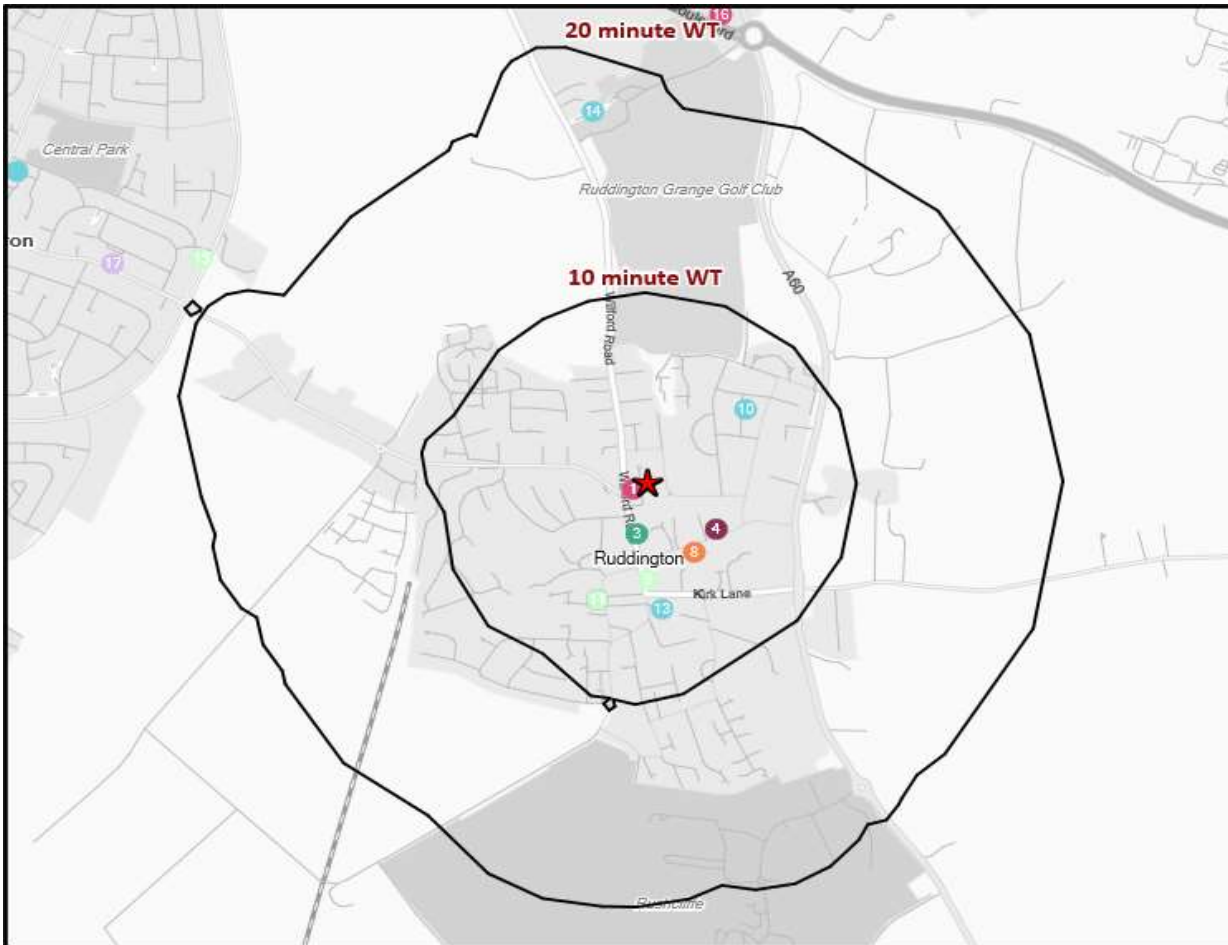


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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	Victoria Tavern	NG11 6EQ	Stonegate Pub Company	Community Pub	0.0
1	Ruddington Arms	NG11 6EQ	Star Pubs & Bars	Family Pub Dining	0.0
3	Next Episode	NG11 6EN	Independent Free	Casual Dining	0.1
4	Three Spices	NG11 6LB	Independent Free	Restaurants	0.1
4	Red Heart	NG11 6LB	Punch Pub Company	Community Pub	0.1
4	Red Lion	NG11 6LB	Star Pubs & Bars	Community Pub	0.1
4	Three Crowns	NG11 6LB	Independent Free	Premium Local	0.1
8	Cottage Country House Hotel	NG11 6LA	Independent Free	Hotel	0.2
9	Frame Breakers	NG11 6DT	Nottingham Brewery	Community Pub	0.2
10	Ruddington Est Social Club	NG11 6FX	Independent Free	Clubland	0.2
11	Ginos Restorante	NG11 6HD	Independent Free	Restaurants	0.2
11	White Horse Inn	NG11 6HD	Punch Pub Company	Community Pub	0.2
13	Ruddington Conservative Club	NG11 6DX	Independent Free	Clubland	0.2
14	Ruddington Grange Golf Club	NG11 6NB	Independent Free	Clubland	0.7
15	Fairham Hotel	NG11 8LT	Admiral Taverns Ltd	Community Pub	0.9
16	Nottingham Knight	NG11 6LS	Greene King	Family Pub Dining	0.9
17	Clifton Buffs Football Club	NG11 9AZ	Independent Free	Sports Clubs	1.1