

Catchment Summary - New Inn Tadley



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*WT= Walktime, **DT= Drivetime

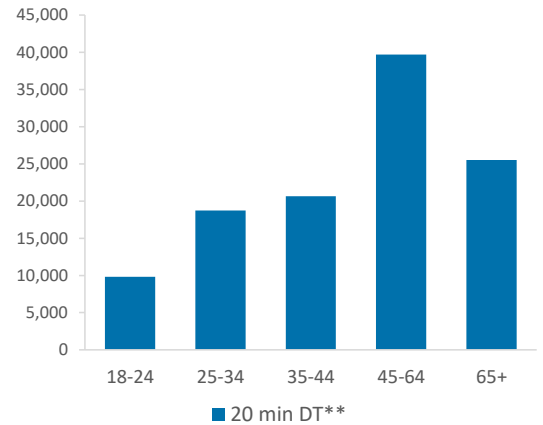
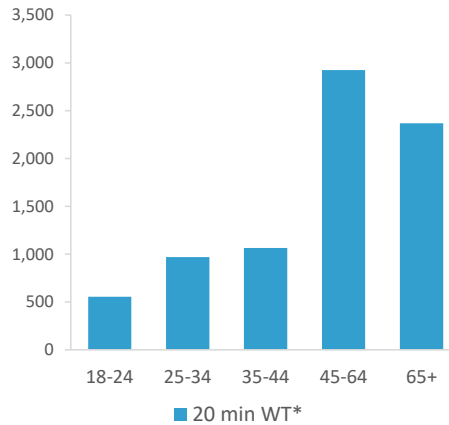
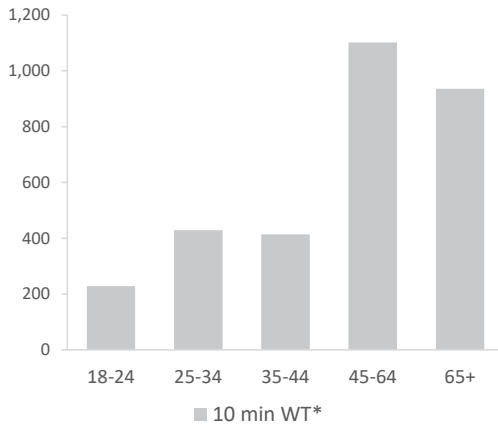
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,854	9,850	146,919	73	68	39
Adults 18+	3,109	7,885	114,405	71	44	38
Competition Pubs	1	4	113	7	13	31
Adults 18+ per Competition Pub	3,109	1,971	1,012	377	239	123
% Adults Likely to Drink	84.2%	84.5%	83.4%	102	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	7.3%	7.6%	14.6%	28	29	57
	Medium	31.6%	31.0%	32.0%	80	79	81
	High	61.1%	61.5%	52.4%	182	183	156

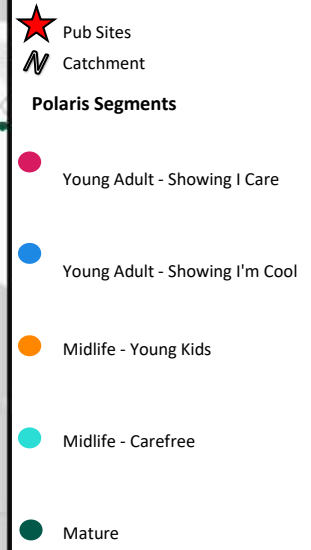
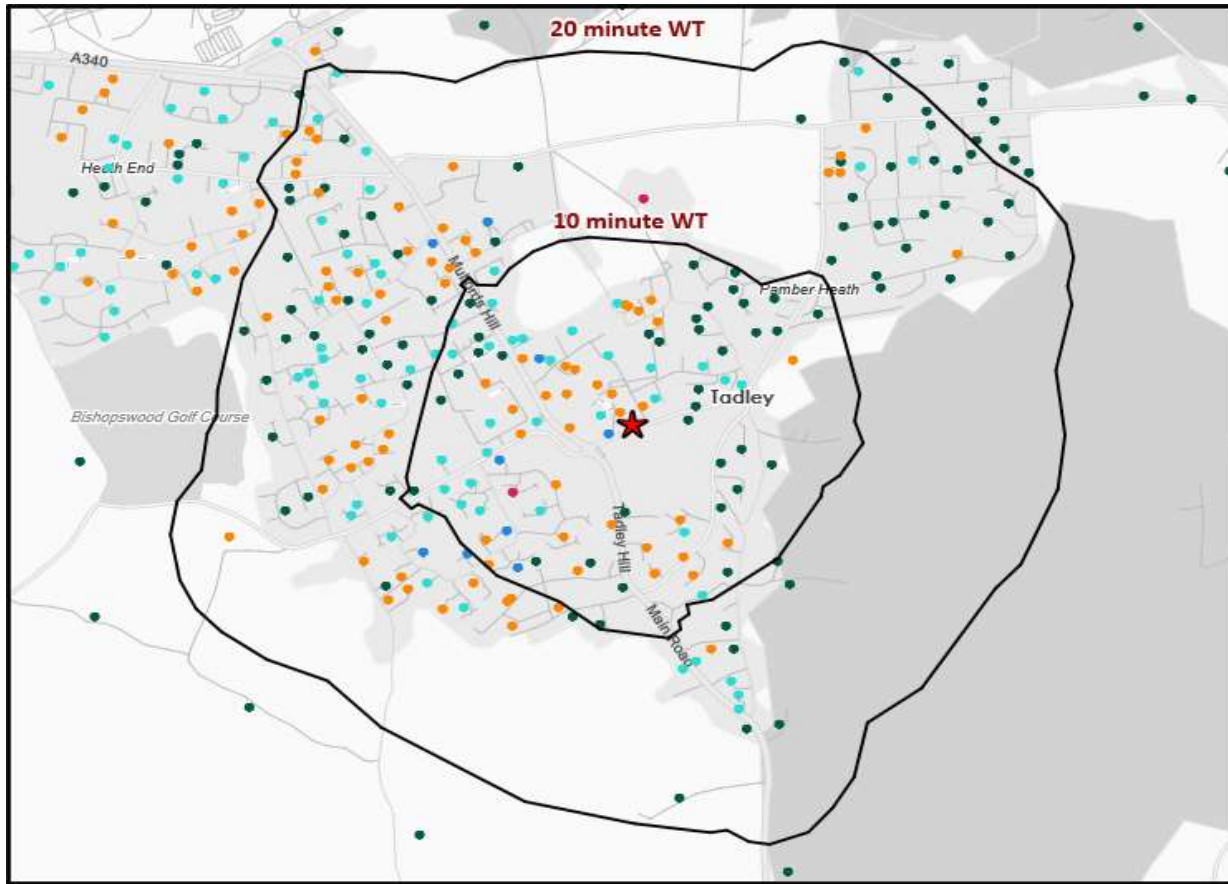
*Affluence does not include Not Private Households

Age Profile	18-24	228	556	9,808	73	70	82
	25-34	429	969	18,737	84	74	96
	35-44	414	1,065	20,652	83	84	109
	45-64	1,102	2,926	39,695	112	116	106
	65+	936	2,369	25,513	127	126	91



	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	1,892 (49%)	4,841 (49%)	72,838 (50%)	99	99	100
	Female	1,962 (51%)	5,009 (51%)	74,081 (50%)	101	101	100
Economic Status (16-74)							
	Employed: Full-time	1,352 (50%)	3,445 (49%)	53,611 (51%)	119	119	122
	Employed: Part-time	345 (13%)	906 (13%)	13,306 (13%)	97	100	97
	Self employed	252 (9%)	635 (9%)	9,176 (9%)	97	95	91
	Unemployed	44 (2%)	96 (1%)	1,979 (2%)	68	58	79
	Retired	419 (15%)	1,068 (15%)	12,503 (12%)	112	111	86
	Other	312 (11%)	823 (12%)	14,821 (14%)	58	60	71
Total Worker Count		576	2,422	83,527			

See the Glossary page for further information on the above variables



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	84	91	4,101	30	13	40
Young Adult - Showing I'm Cool	192	332	11,188	67	46	106
Midlife - Young Kids	1,060	2,550	50,798	109	103	141
Midlife - Carefree	783	2,251	20,502	120	136	85
Mature	990	2,661	26,711	114	121	83
Not Private Households	0	0	1,105	0	0	67
Total	3,109	7,885	114,405			

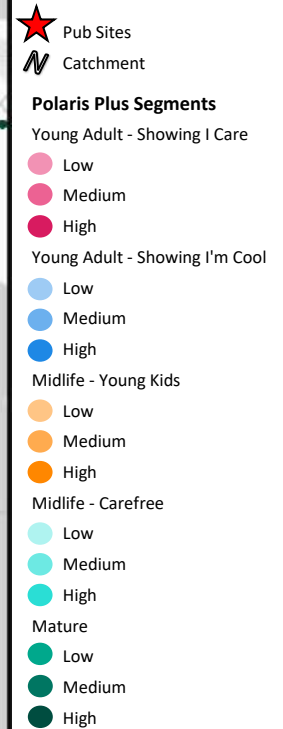
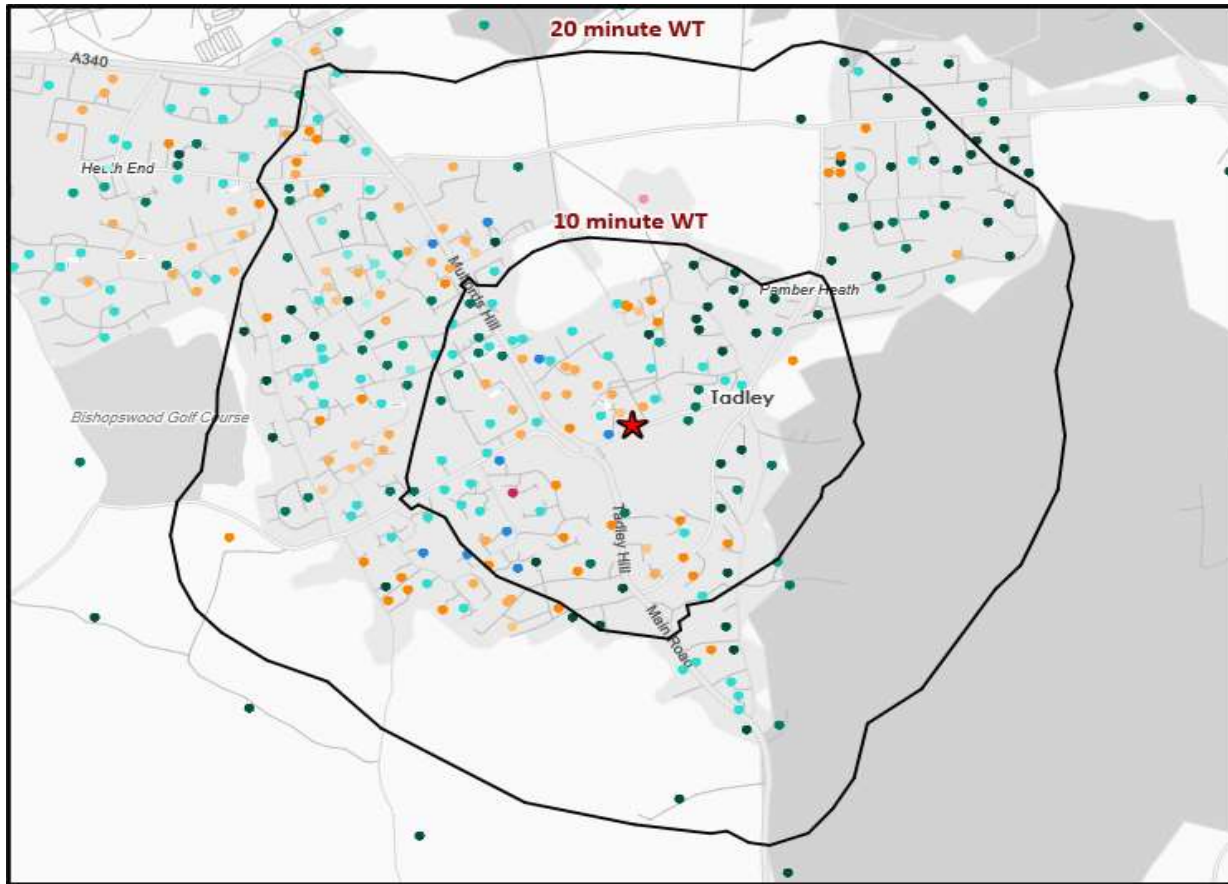
Polaris Summary - New Inn Tadley



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★ Pub Sites



Polaris Plus Profile by Catchment

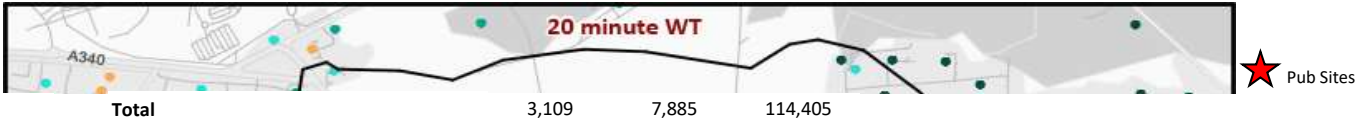
*WT= Walktime, **DT= Drivetime

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	0	7	70	0	2	1
Medium	0	0	0	0	0	0
High	84	84	4,031	80	32	105
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,298	0	0	31
High	192	332	9,890	138	94	193
Midlife - Young Kids						
Low	86	302	10,679	25	34	84
Medium	465	1,183	27,183	100	101	159
High	509	1,065	12,936	304	251	210
Midlife - Carefree						
Low	0	16	2,208	0	6	57
Medium	21	178	2,515	10	34	33
High	762	2,057	15,779	224	239	126
Mature						
Low	141	271	3,709	76	58	55
Medium	497	1,082	5,639	126	108	39
High	352	1,308	17,363	121	177	162
Not Private Households	0	0	1,105	0	0	67

Polaris Summary - New Inn Tadley

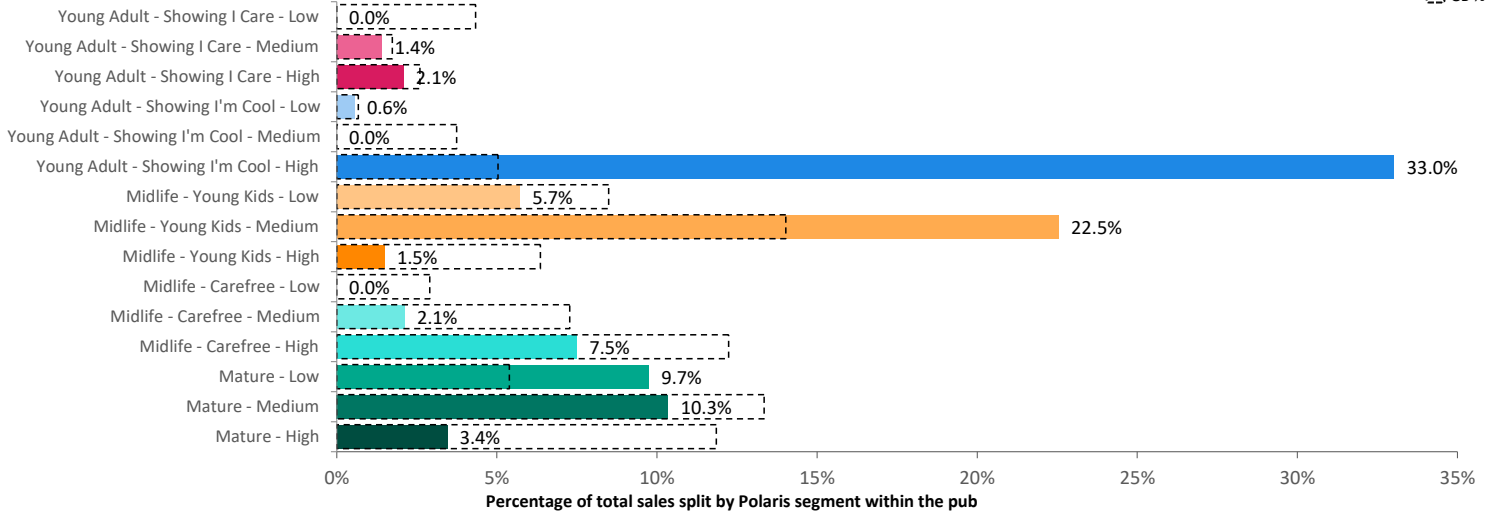


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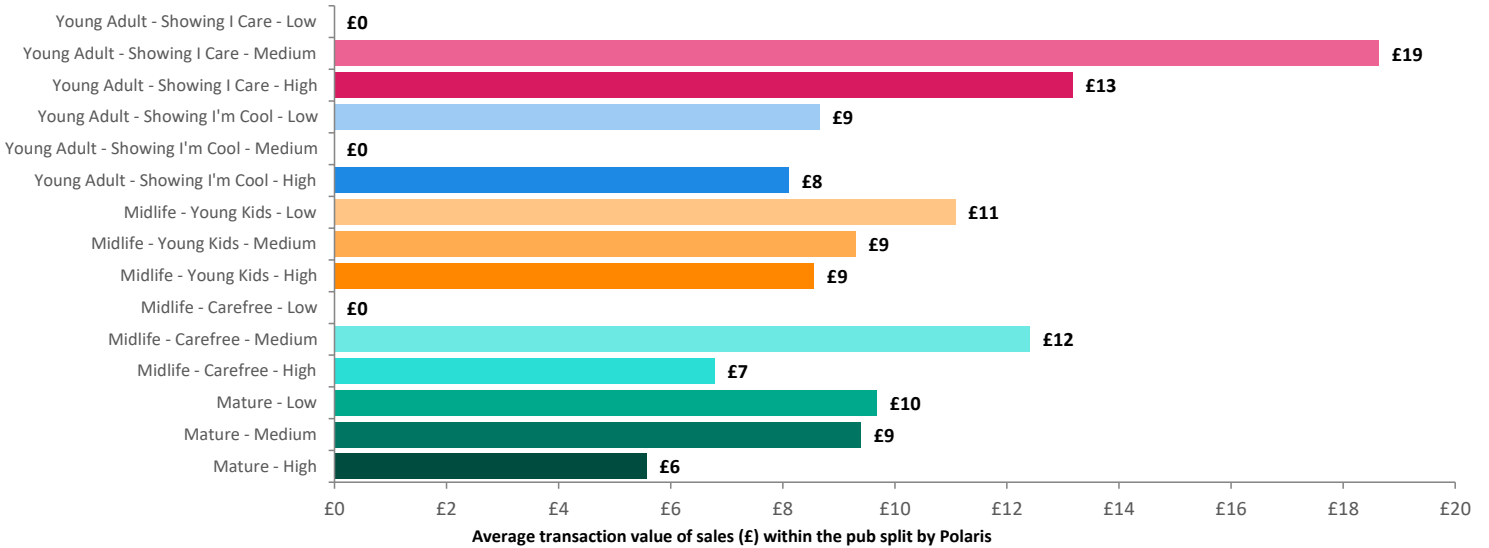


Spend by Polaris

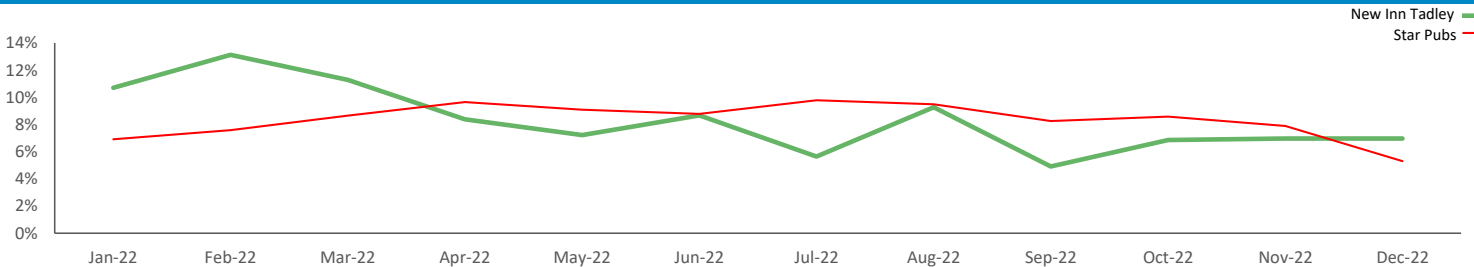
GB %



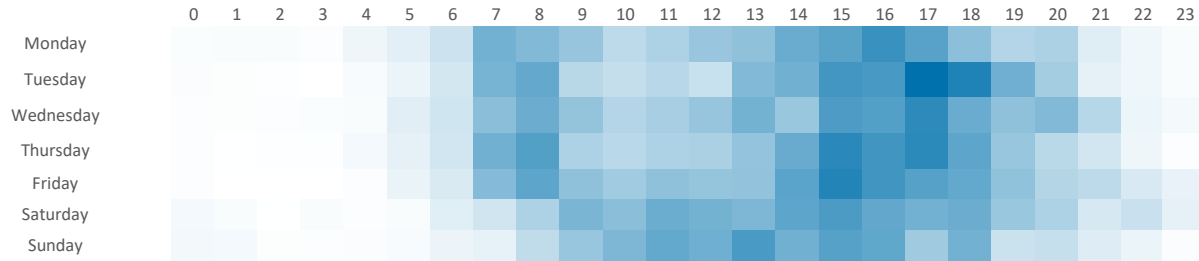
Average Transaction Values (£) by Polaris



Spend by Month

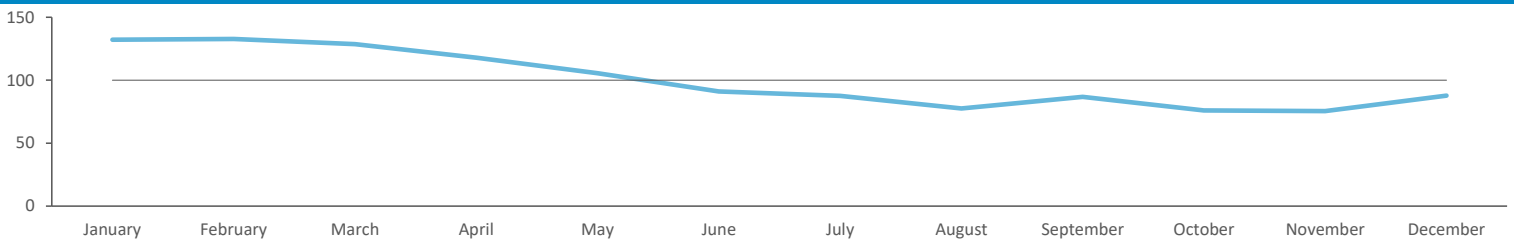


Time of Day/Day of Week



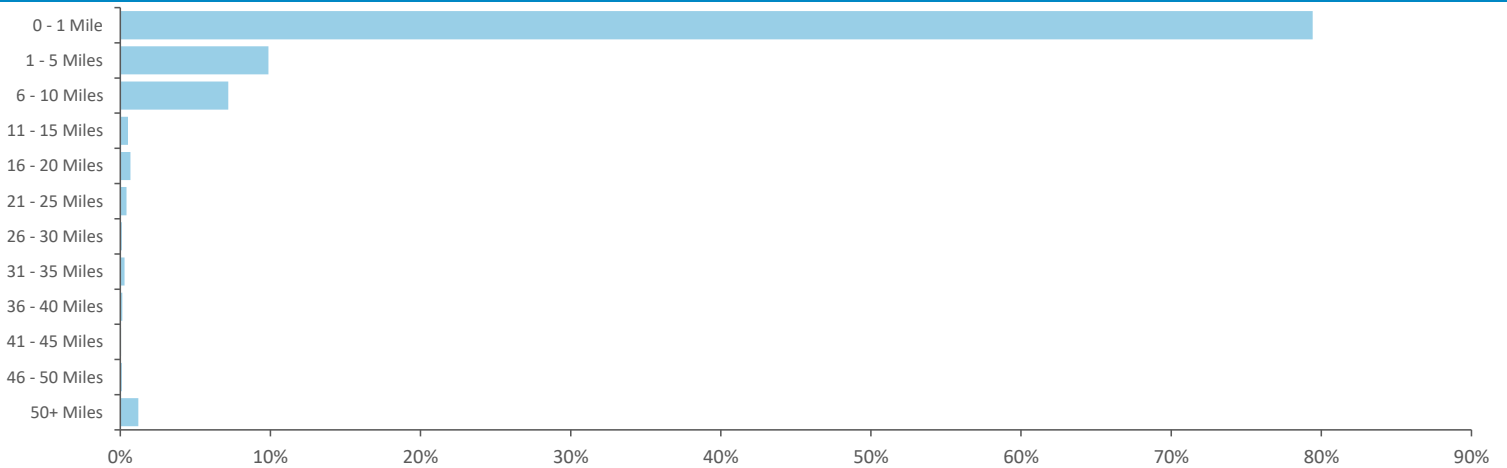
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



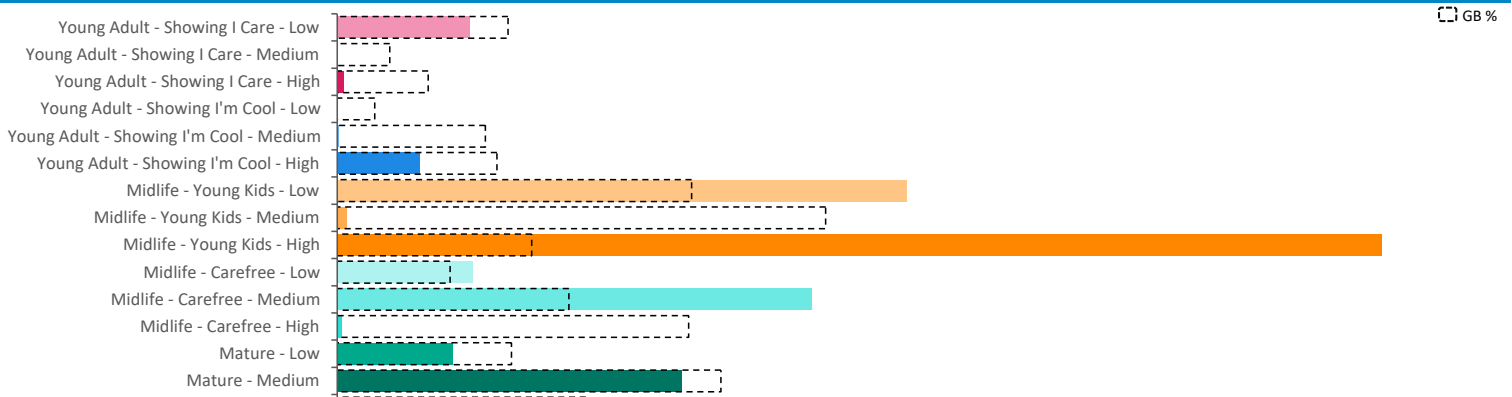
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

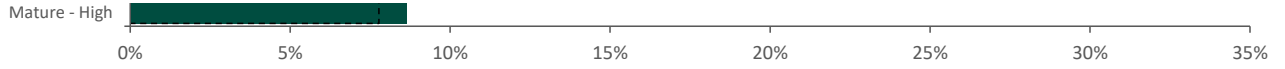


Mobile Data Summary - New Inn Tadley



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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	New Inn	RG26 3RG	Star Pubs & Bars	Premium Local	0.0
2	Curry Garden	RG26 4JH	Independent Free	Restaurants	0.5
3	Tadley Calleva Football Club	RG26 3PX	Independent Free	Clubland	0.6
4	Fox & Hounds	RG26 3JG	Greene King	Premium Local	0.6
5	Pelican Inn	RG26 3EA	Stonegate Pub Company	GPGF	0.7
6	Aldermaston Recreation Social Club	RG 7 4PR	Independent Free	Clubland	1.0
6	Aldermaston Rugby Club	RG 7 4PR	Independent Free	Clubland	1.0
8	Bishopswood Golf Club	RG26 4AT	Independent Free	Sports Clubs	1.0
9	Ambassador Club	RG26 4HB	Independent Free	Clubland	1.1