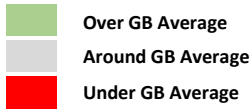


Catchment Summary - Rose Of England Nottingham

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*WT= Walktime, **DT= Drivetime

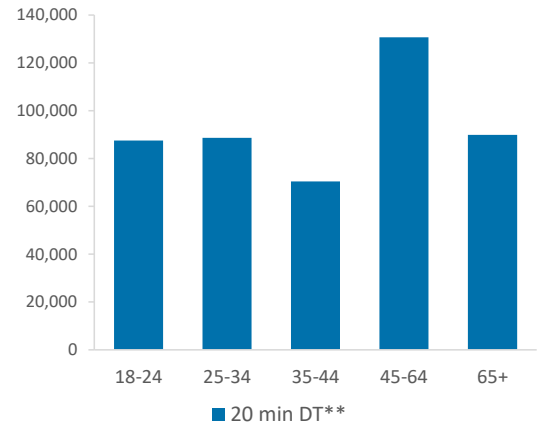
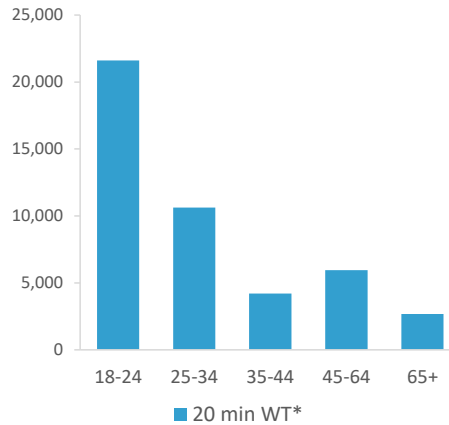
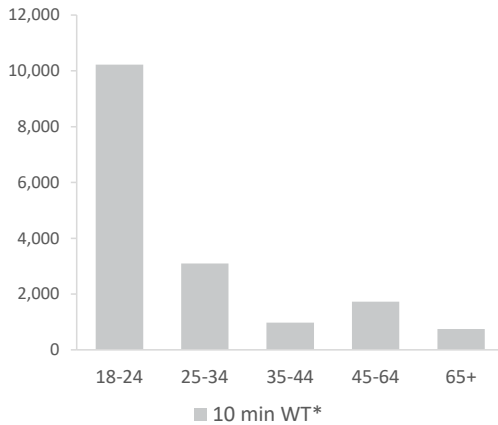
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	18,032	49,908	587,772	341	343	155
Adults 18+	16,763	45,060	467,265	385	252	156
Competition Pubs	62	155	499	413	484	138
Adults 18+ per Competition Pub	270	291	936	33	35	113
% Adults Likely to Drink	78.5%	79.9%	81.8%	95	97	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	78.6%	76.9%	33.6%	306	300	131
	Medium	8.0%	8.6%	40.9%	20	22	104
	High	1.3%	8.2%	23.7%	4	25	71

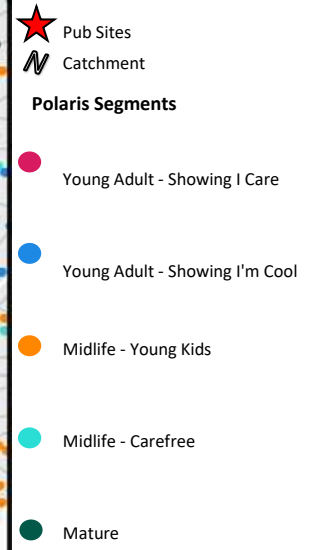
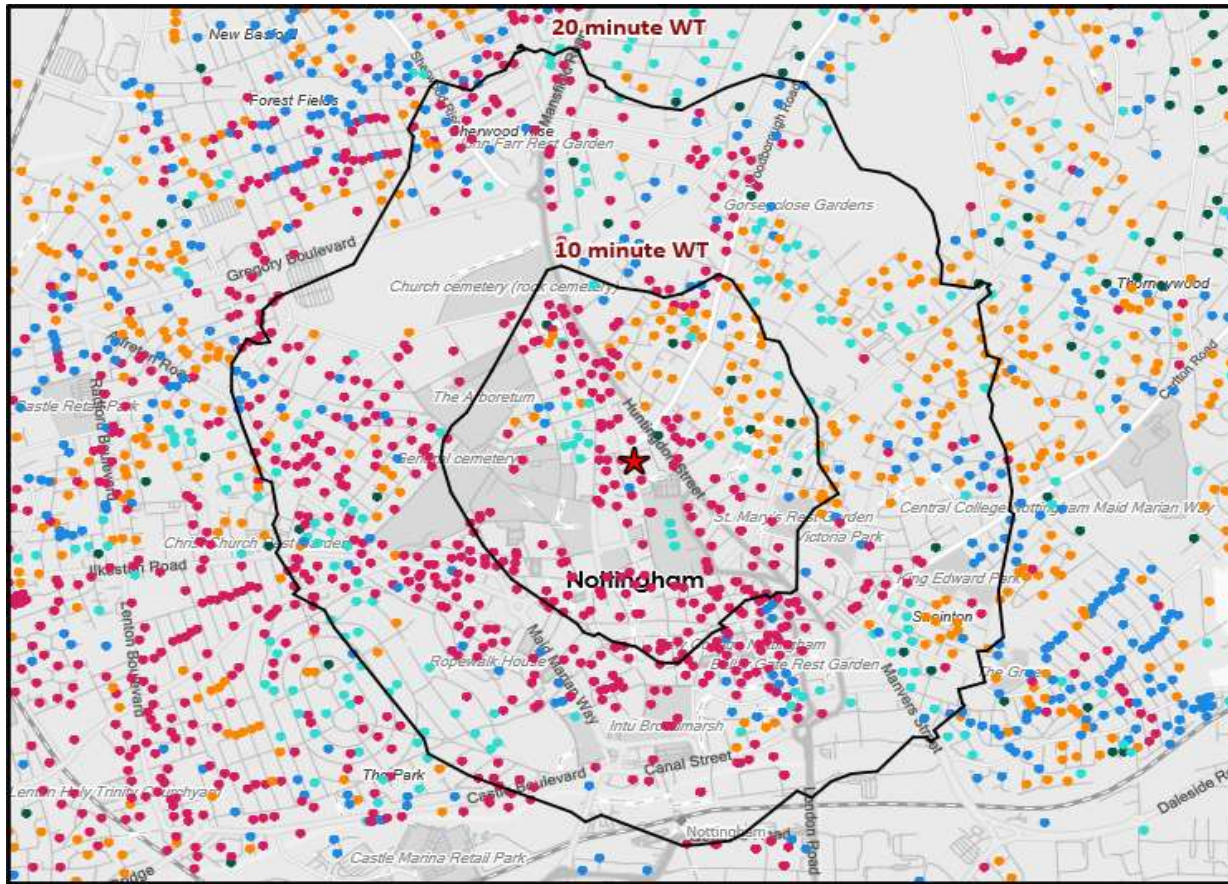
*Affluence does not include Not Private Households

Age Profile	18-24	10,221	21,616	87,516	699	534	184
	25-34	3,097	10,624	88,673	129	160	114
	35-44	972	4,202	70,447	42	65	93
	45-64	1,727	5,946	130,710	37	47	87
	65+	746	2,672	89,919	22	28	80



	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	9,470 (53%)	26,943 (54%)	295,870 (50%)	106	109	102
	Female	8,562 (47%)	22,965 (46%)	291,902 (50%)	94	91	98
Economic Status (16-74)	Employed: Full-time	3,200 (19%)	12,925 (29%)	162,460 (37%)	46	70	89
	Employed: Part-time	769 (5%)	2,787 (6%)	53,842 (12%)	36	48	95
	Self employed	498 (3%)	2,305 (5%)	31,395 (7%)	31	54	75
	Unemployed	336 (2%)	1,221 (3%)	12,372 (3%)	85	116	119
	Retired	523 (3%)	1,733 (4%)	52,022 (12%)	23	28	86
	Other	11,311 (68%)	23,577 (53%)	125,118 (29%)	345	268	145
Total Worker Count		13,834	38,203	230,719			

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	10,385	27,412	77,640	694	682	186
Young Adult - Showing I'm Cool	173	3,770	45,293	11	91	105
Midlife - Young Kids	1,820	5,286	142,545	35	37	97
Midlife - Carefree	2,147	5,324	82,200	61	56	84
Mature	219	439	111,592	5	3	85
Not Private Households	2,019	2,829	7,995	838	437	119
Total	16,763	45,060	467,265			

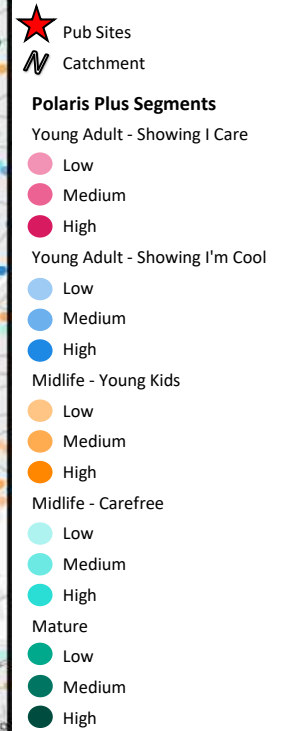
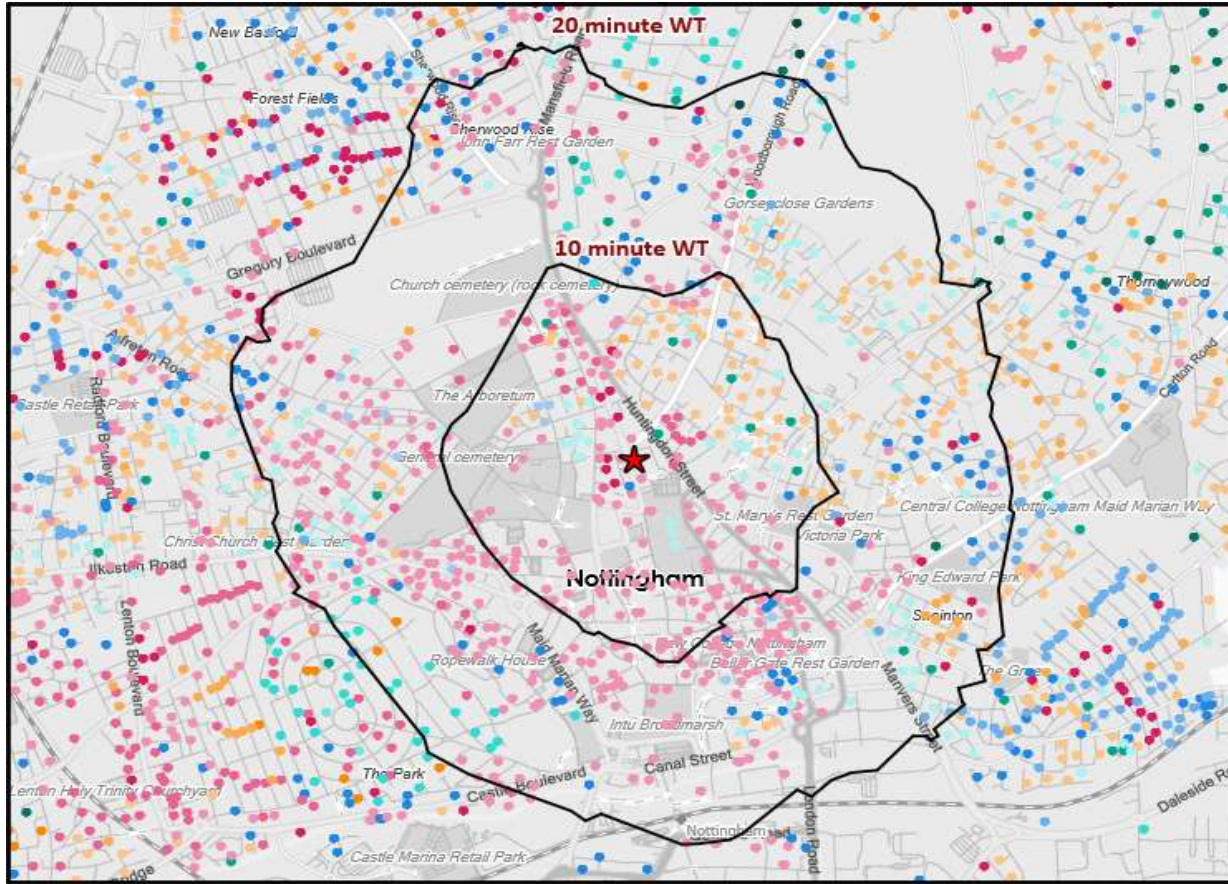
Polaris Summary - Rose Of England Nottingham



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★ Pub Sites



Polaris Plus Profile by Catchment

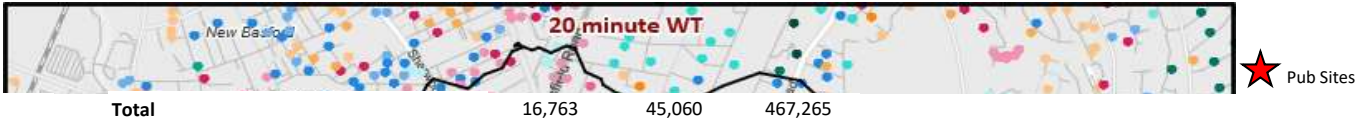
*WT= Walktime, **DT= Drivetime

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	8,830	24,009	45,704	1,256	1,271	233
Medium	1,338	2,971	13,439	585	484	211
High	217	432	18,497	38	28	118
Young Adult - Showing I'm Cool						
Low	167	703	1,041	97	152	22
Medium	0	530	20,238	0	32	117
High	6	2,537	24,014	1	126	115
Midlife - Young Kids						
Low	1,818	4,936	68,665	98	99	132
Medium	2	350	59,548	0	5	85
High	0	0	14,332	0	0	57
Midlife - Carefree						
Low	2,147	4,579	18,739	377	299	118
Medium	0	0	34,910	0	0	111
High	0	745	28,551	0	15	56
Mature						
Low	219	425	23,026	22	16	83
Medium	0	14	63,163	0	0	107
High	0	0	25,403	0	0	58
Not Private Households	2,019	2,829	7,995	838	437	119

Polaris Summary - Rose Of England Nottingham

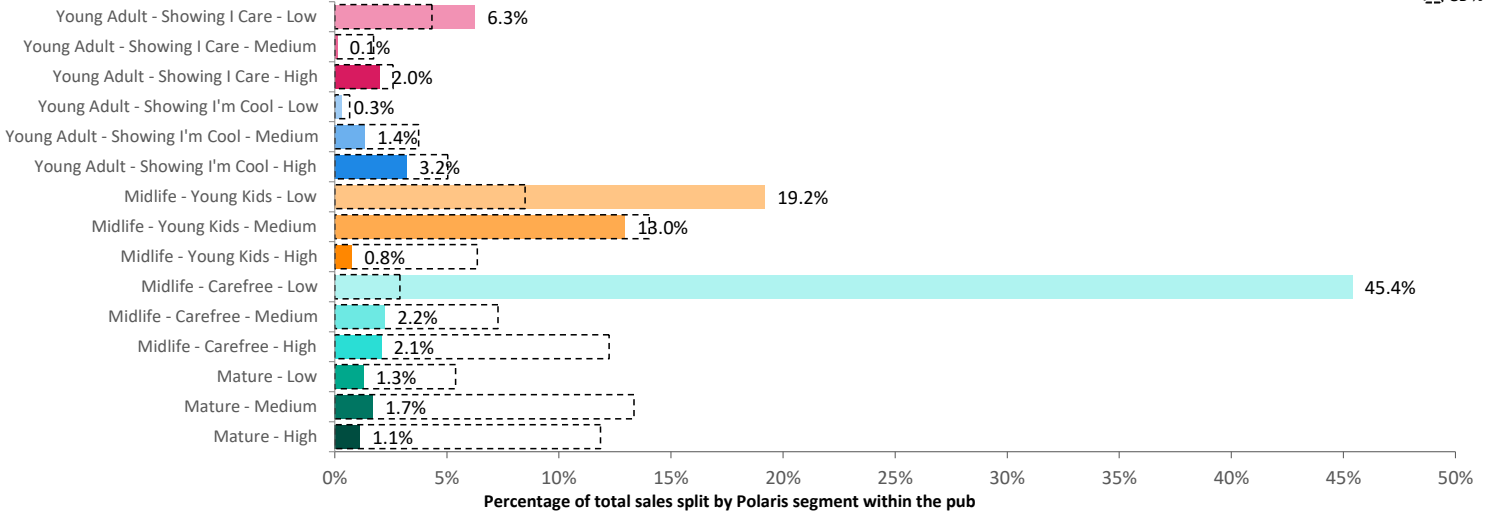


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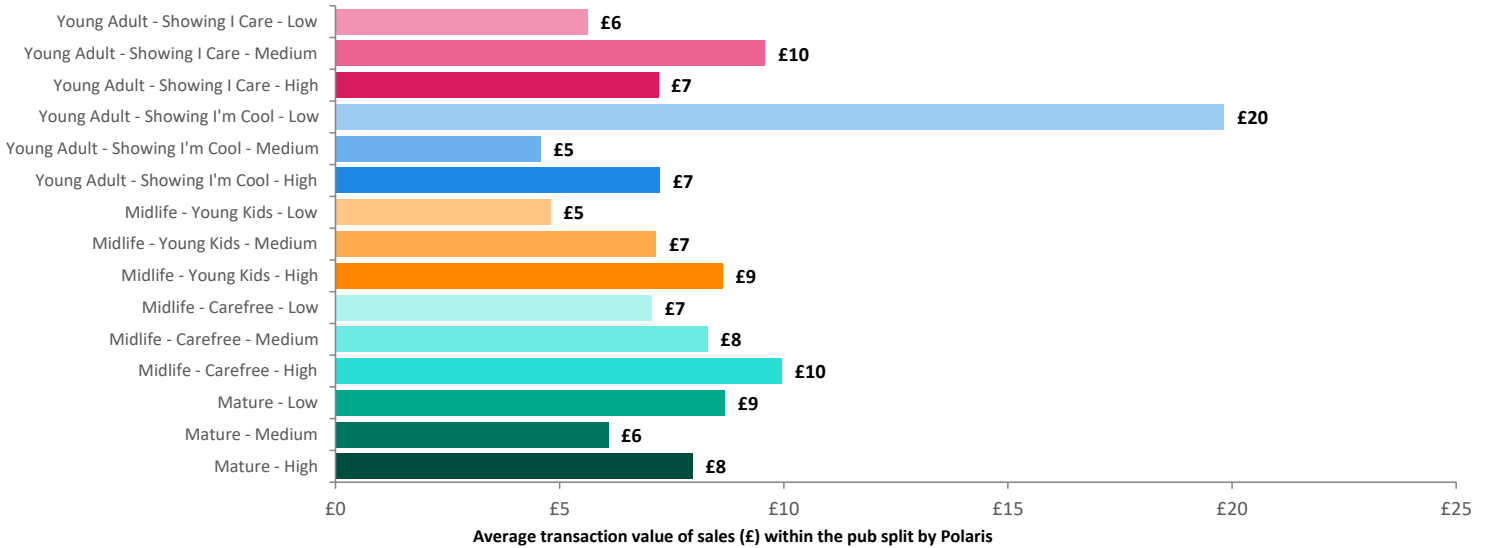


Spend by Polaris

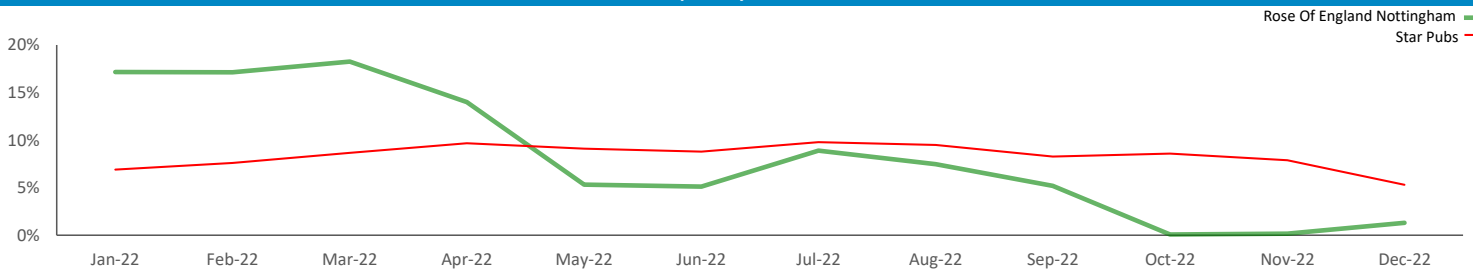
GB %



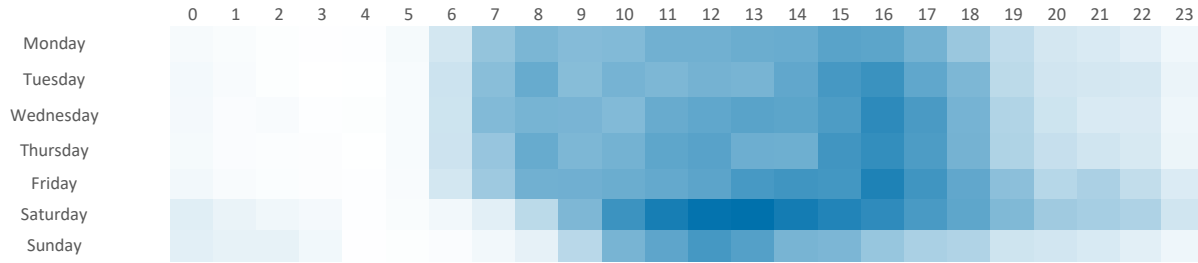
Average Transaction Values (£) by Polaris



Spend by Month

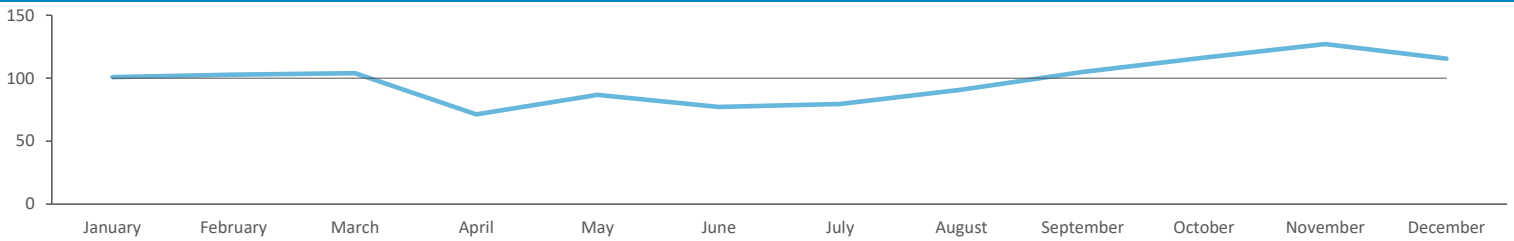


Time of Day/Day of Week



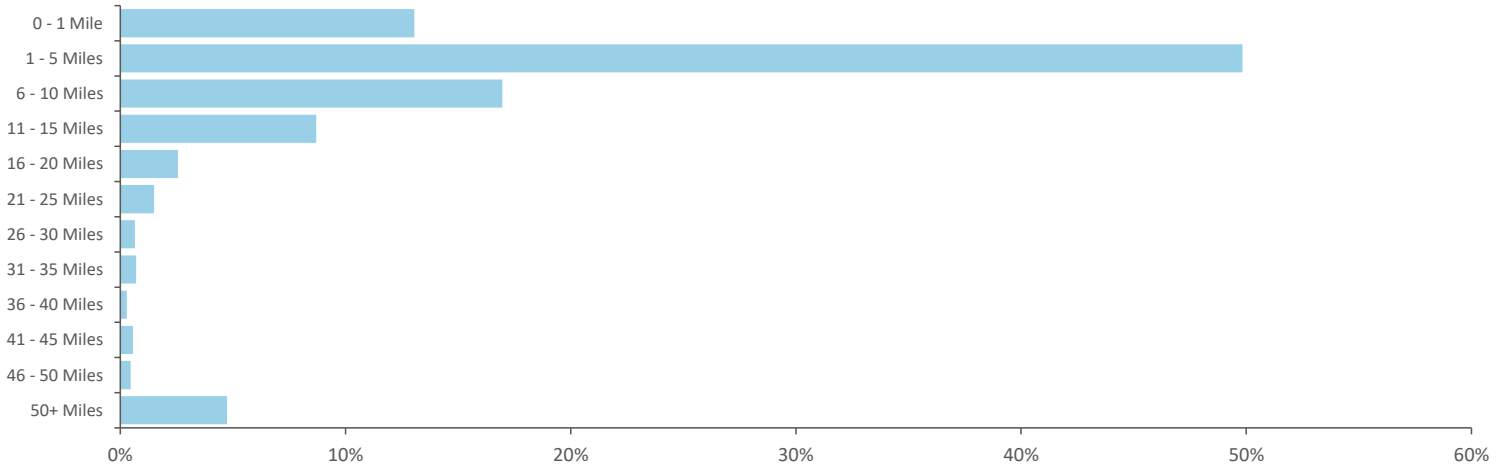
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



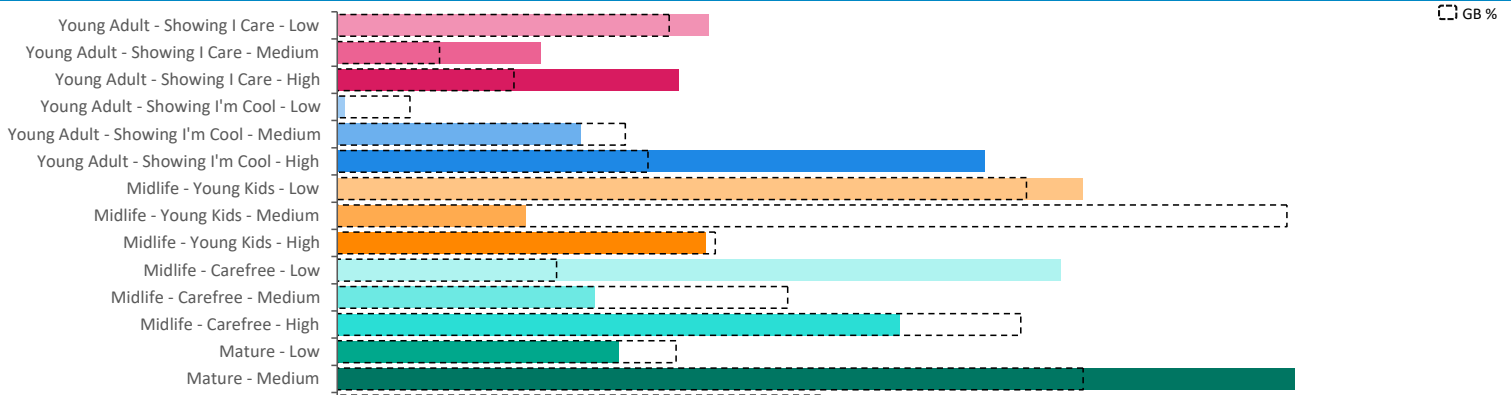
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

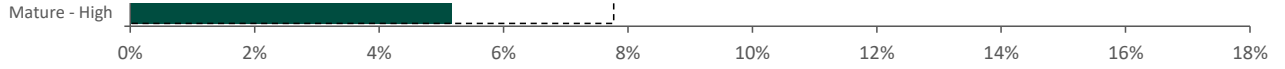


Mobile Data Summary - Rose Of England Nottingham

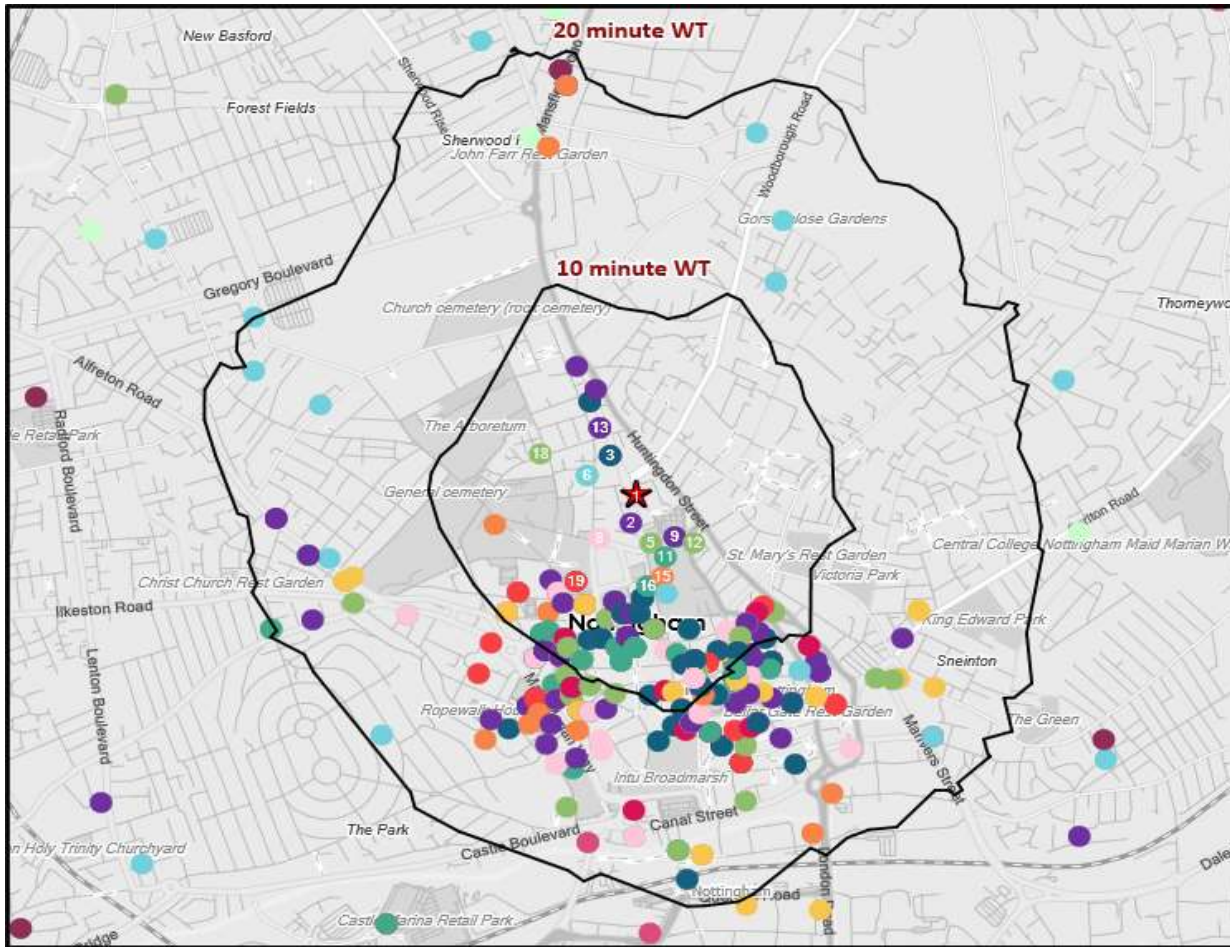


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Time of Day/Day of Week



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	Rose Of England	NG 1 3GY	Star Pubs & Bars	GPGF	0.0
2	Noor Jahan Restaurant	NG 1 3FB	Independent Free	Restaurants	0.1
3	13Th Element	NG 1 3FN	Independent Free	Restaurants	0.1
3	Hive	NG 1 3FN	Independent Free	ABOS	0.1
5	Six Barrel Draffhouse	NG 1 3GX	Star Pubs & Bars	Circuit Bar	0.1
6	Hole In The Wall	NG 1 4EZ	Admiral Taverns Ltd	Circuit Bar	0.1
6	New Mechanics Social Club	NG 1 4EZ	Independent Free	Clubland	0.1
8	Playwright 38	NG 1 4FQ	Wells & Co	GPGF	0.1
9	Eds Easy Diner	NG 1 3QN	Boparan Restaurant Group	Casual Dining	0.1
9	Cafe Rizzoli	NG 1 3QN	Independent Free	Restaurants	0.1
11	Nottingham Street Food Club	NG 1 3QP	Independent Free	Casual Dining	0.1
12	New Foresters	NG 1 3LX	Trust Inns Limited	Circuit Bar	0.2
13	Sarangbang	NG 1 3FQ	Independent Free	Restaurants	0.2
13	Prickly Pear	NG 1 3FQ	Independent Free	Restaurants	0.2
15	Hilton Hotel	NG 1 3PZ	Hilton Group	Hotel	0.2
16	Cosmo	NG 1 3EN	Cosmo Group	Casual Dining	0.2
16	Le Bistrot Pierre	NG 1 3EN	Le Bistrot Pierre	Casual Dining	0.2
18	Gooseberry Bush	NG 1 4GL	Wetherspoons GB	Circuit Bar	0.2
19	Nottingham Trent University	NG 1 4BU	Independent Free	ABOS	0.2
19	Nottingham Conference Centre	NG 1 4BU	Independent Free	Large Venue	0.2