

Catchment Summary - Bridge Inn Nottingham

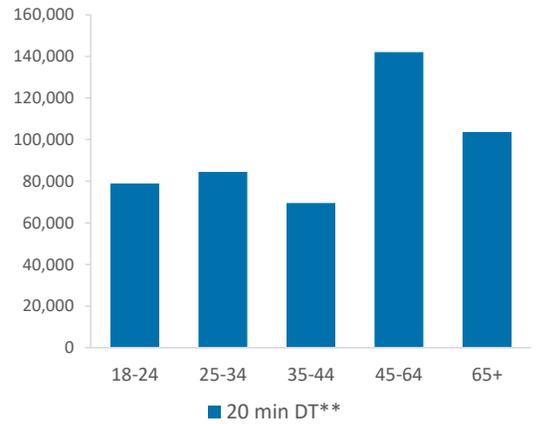
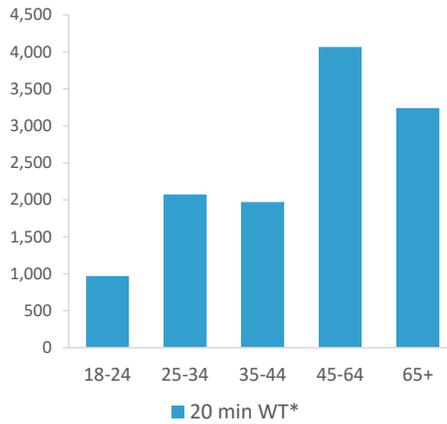
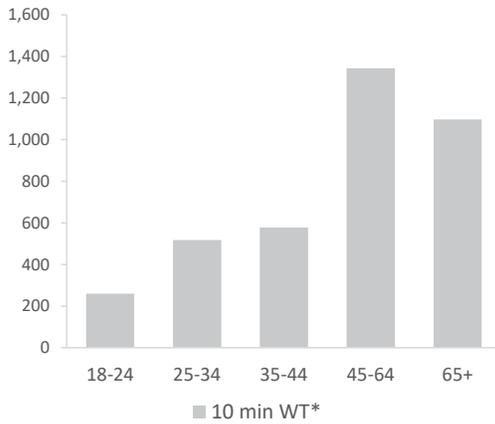


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■ Over GB Average
■ Around GB Average
■ Under GB Average

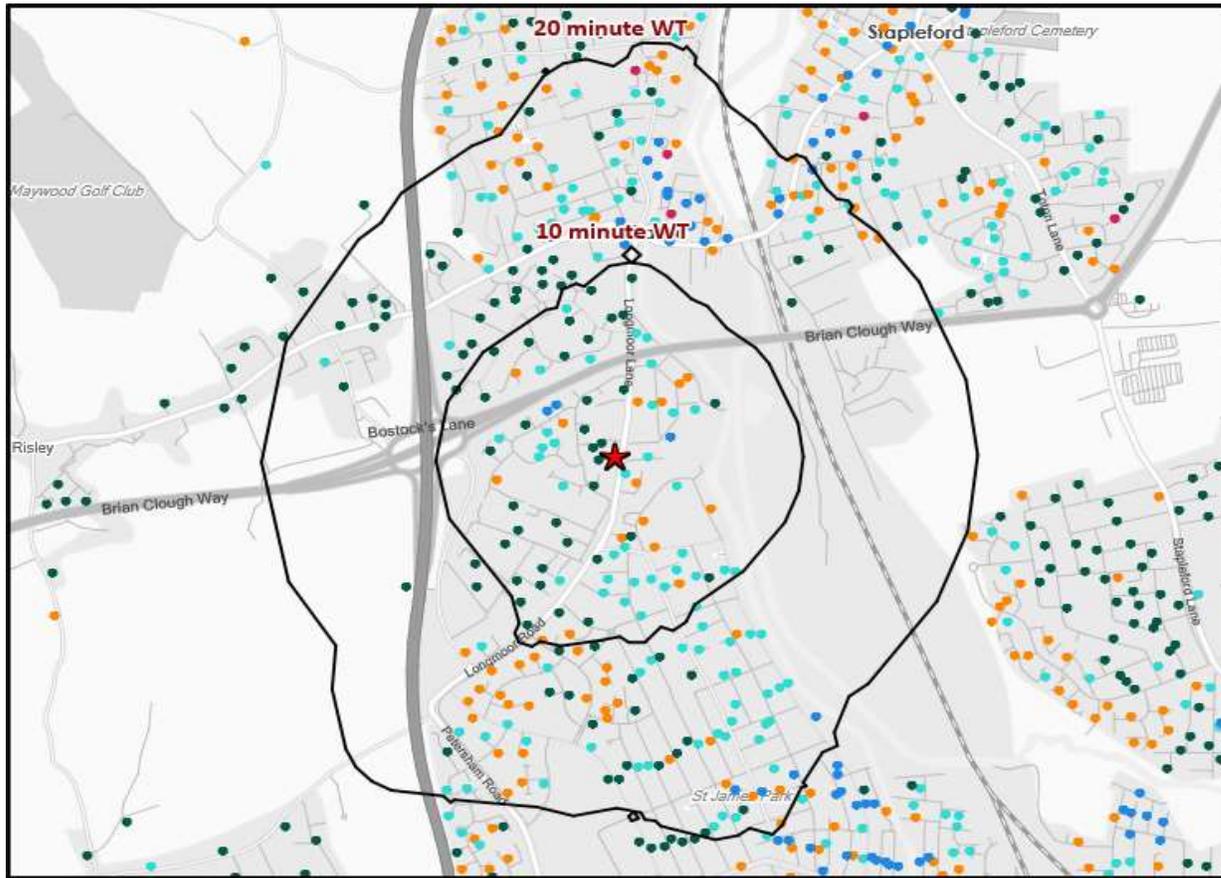
*WT= Walktime, **DT= Drivetime

	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	4,652	15,582	598,474	88	107	158	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	3,795	12,313	478,771	87	69	160	
Competition Pubs	1	12	565	7	38	156	
Adults 18+ per Competition Pub	3,795	1,026	847	460	124	103	
% Adults Likely to Drink	84.1%	83.0%	82.1%	102	101	100	
Affluence	Low	1.7%	15.4%	29.8%	7	60	116
	Medium	80.7%	70.2%	48.0%	205	178	122
	High	17.5%	13.0%	21.2%	52	39	63
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	260	968	78,956	69	77	163
	25-34	518	2,073	84,528	84	100	106
	35-44	577	1,968	69,567	96	98	90
	45-64	1,343	4,067	142,073	113	102	93
	65+	1,097	3,237	103,647	123	109	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	2,264 (49%)	7,579 (49%)	299,965 (50%)	98	98	101
	Female	2,388 (51%)	8,003 (51%)	298,509 (50%)	102	102	99
Economic Status (16-74)	Employed: Full-time	1,486 (44%)	4,780 (43%)	168,176 (38%)	107	104	92
	Employed: Part-time	461 (14%)	1,603 (15%)	56,517 (13%)	106	112	99
	Self employed	301 (9%)	863 (8%)	30,696 (7%)	94	82	73
	Unemployed	63 (2%)	293 (3%)	11,658 (3%)	79	112	111
	Retired	609 (18%)	1,747 (16%)	59,697 (14%)	132	115	98
	Other	428 (13%)	1,749 (16%)	114,441 (26%)	65	80	132
Total Worker Count	1,591	6,034	284,310				

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	0	128	53,621	0	12	126
Young Adult - Showing I'm Cool	129	591	36,242	37	52	82
Midlife - Young Kids	647	2,883	156,048	54	75	104
Midlife - Carefree	1,583	5,196	98,850	198	201	98
Mature	1,436	3,338	129,291	135	97	97
Not Private Households	0	177	4,719	0	100	69
Total	3,795	12,313	478,771			

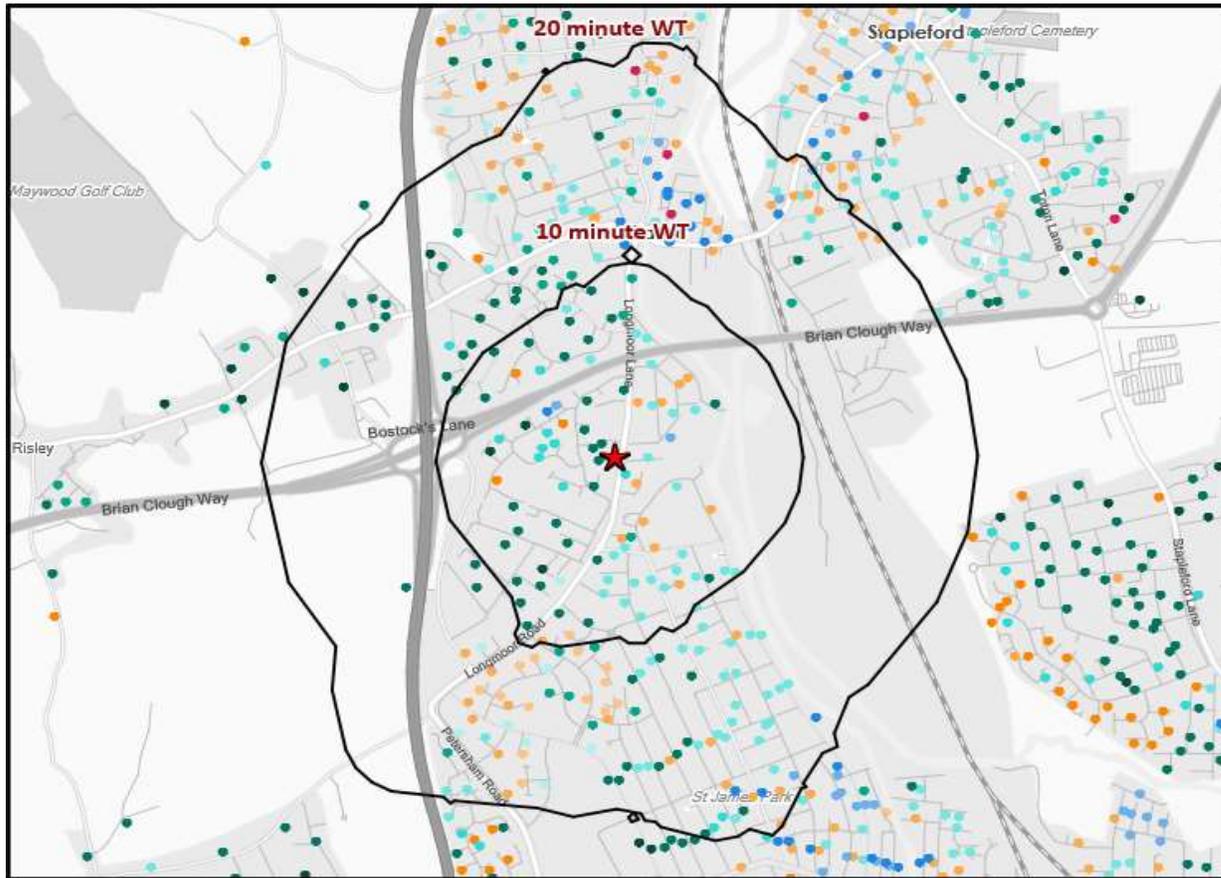
Polaris Summary - Bridge Inn Nottingham



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★ 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**
Young Adult - Showing I Care						
Low	0	0	33,426	0	0	167
Medium	0	0	10,685	0	0	164
High	0	128	9,510	0	31	59
Young Adult - Showing I'm Cool						
Low	0	0	495	0	0	10
Medium	104	155	18,229	74	34	103
High	25	436	17,518	15	79	82
Midlife - Young Kids						
Low	0	500	62,376	0	37	117
Medium	452	2,171	67,937	80	118	95
High	195	212	25,735	95	32	100
Midlife - Carefree						
Low	45	716	20,050	35	171	123
Medium	1,177	3,822	56,625	462	462	176
High	361	658	22,175	87	49	42
Mature						
Low	21	677	26,227	9	93	92
Medium	1,330	2,494	76,462	277	160	126
High	85	167	26,602	24	14	59
Not Private Households	0	177	4,719	0	100	69

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Total

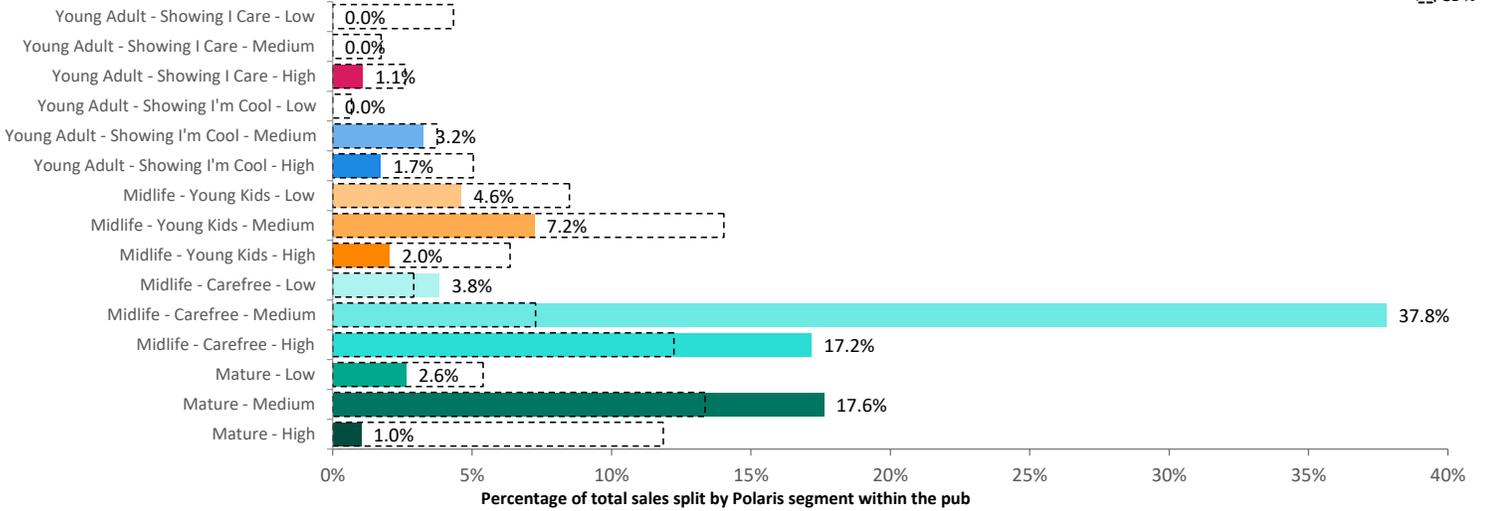
3,795

12,313

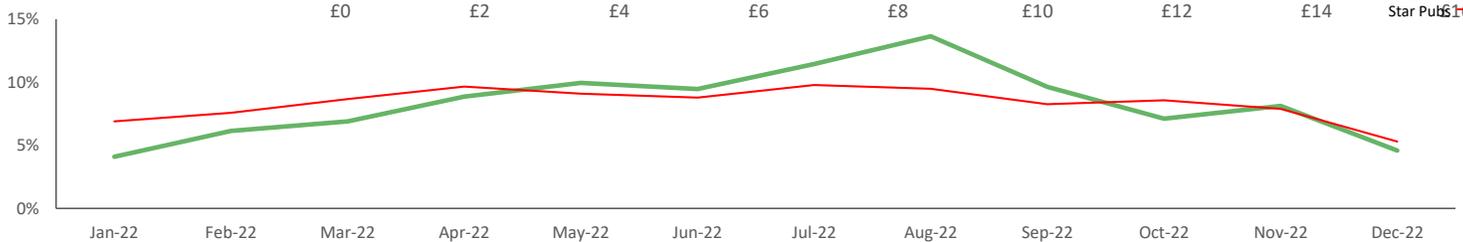
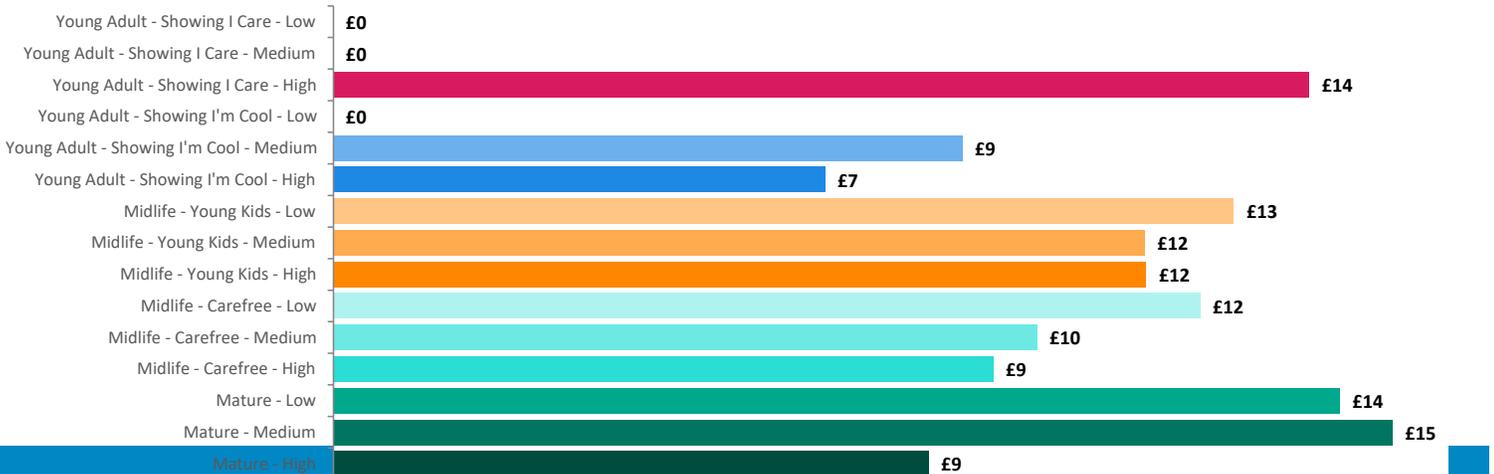
478,771

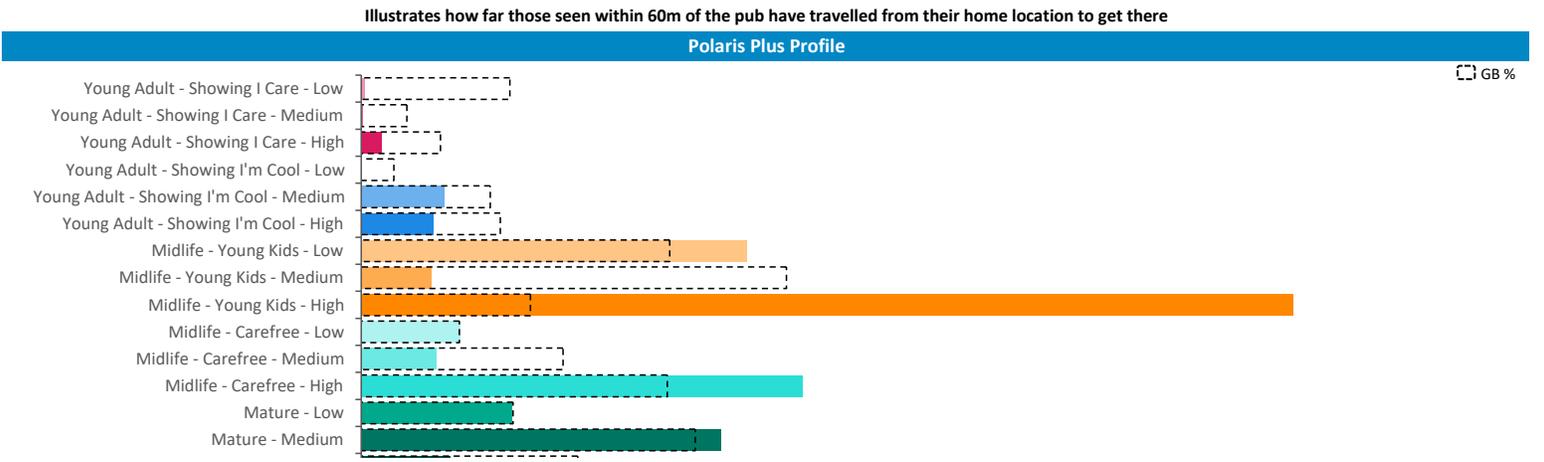
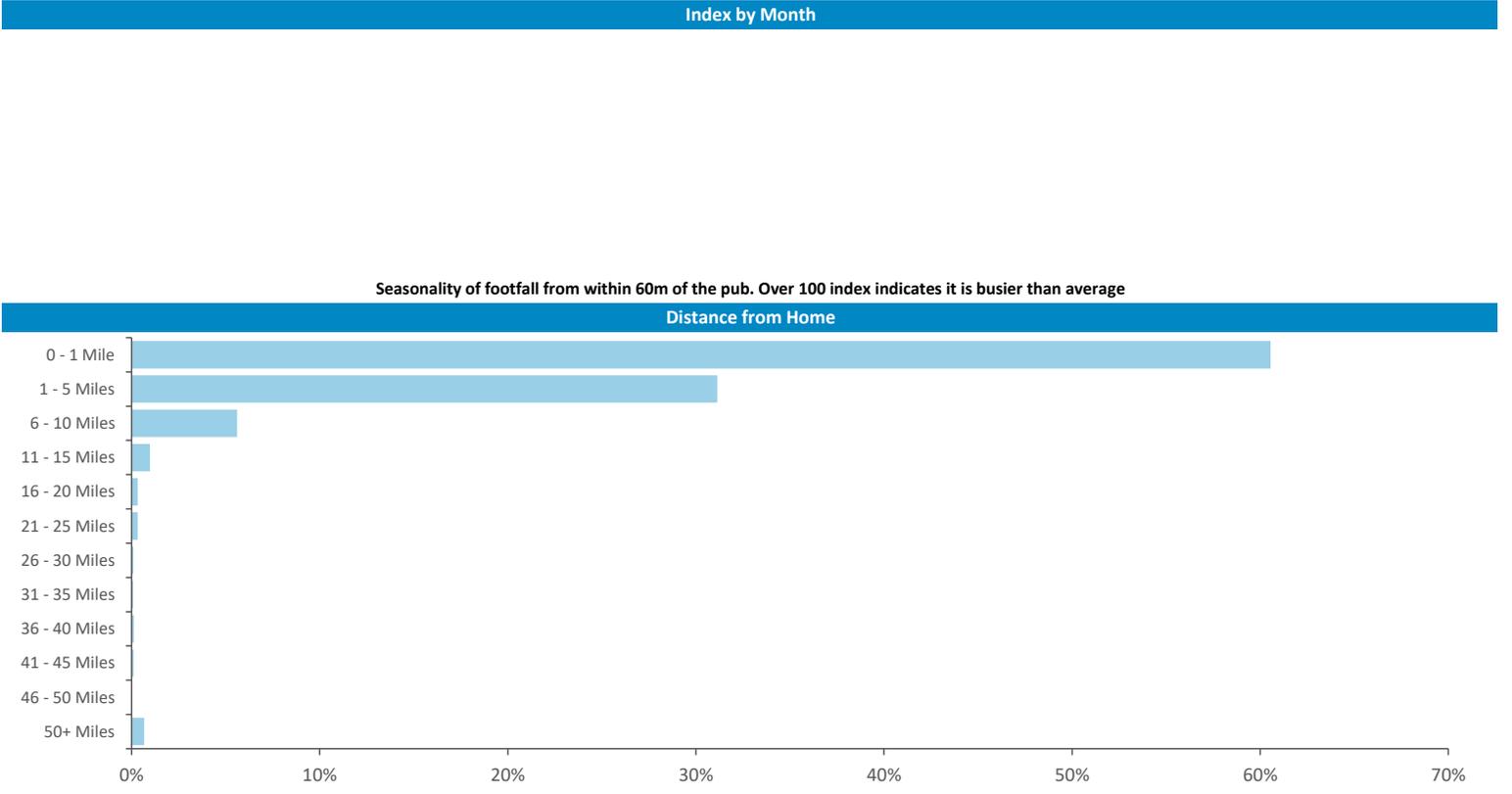
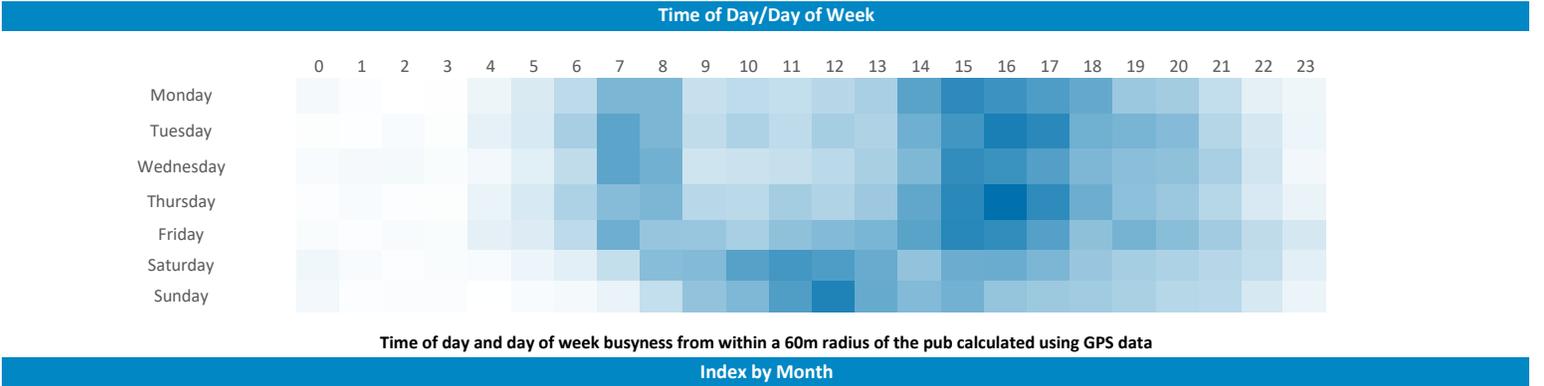
Spend by Polaris

GB %



Average Transaction Values (£) by Polaris





Mobile Data Summary - Bridge Inn Nottingham

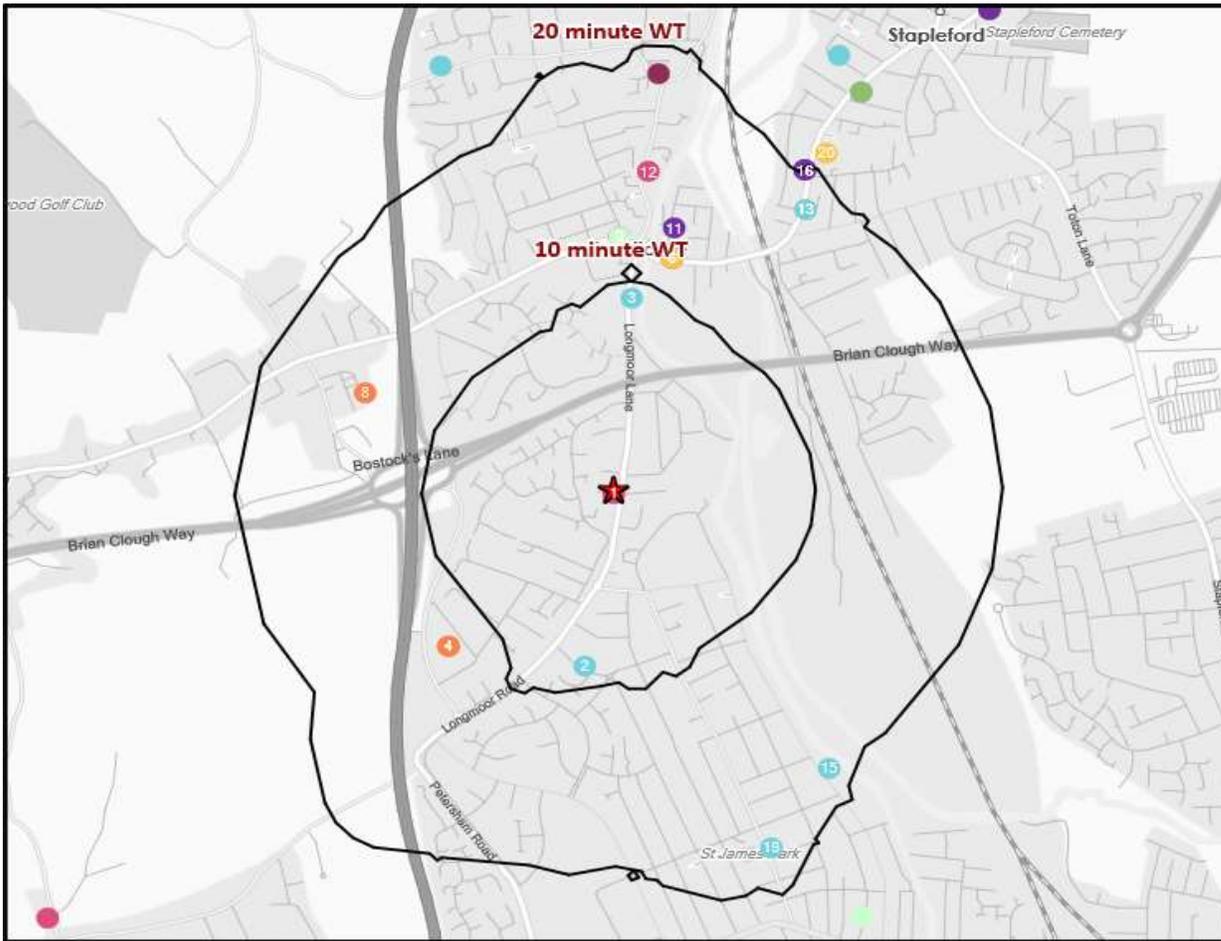


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Time of Day/Day of Week



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	Bridge Inn	NG10 5LW	Star Pubs & Bars	Family Pub Dining	0.0
2	British Rail Association Club	NG10 4FL	Independent Free	Clubland	0.4
3	Sandiacre Town Cricket Club	NG10 5JJ	Independent Free	Clubland	0.4
4	Best Western Nottingham Derby	NG10 4EP	Independent Free	Hotel	0.5
4	Novotel	NG10 4EP	Accor Hotels	Hotel	0.5
6	Springfield Hall	NG10 5BG	Independent Free	Large Venue	0.5
6	Buonissima Aperitivo Bar	NG10 5BG	Independent Free	High Street Pub	0.5
8	Holiday Inn	NG10 5NJ	InterContinental Hotels Group	Hotel	0.5
9	Red Lion Inn	NG10 5HW	Admiral Taverns Ltd	Premium Local	0.6
9	White Lion Inn	NG10 5HW	Stonegate Pub Company	Community Pub	0.6
11	La Rock Restaurant	NG10 5QT	Independent Free	Restaurants	0.6
12	Plough Inn	NG10 5DU	Mitchells & Butlers	Family Pub Dining	0.7
13	Midland Hotel	NG 9 7AZ	Punch Pub Company	High Street Pub	0.7
13	West End Club	NG 9 7AZ	Independent Free	Clubland	0.7
15	Curzon Club	NG10 4HH	Independent Free	Clubland	0.7
16	Stapleford Cue Club	NG 9 7AY	Independent Free	Clubland	0.8
16	Cinnamon	NG 9 7AY	Independent Free	Restaurants	0.8
16	Vivo	NG 9 7AY	Independent Free	Restaurants	0.8
19	Zingari Club And Institute	NG10 4NP	Independent Free	Clubland	0.8
20	Larry's	NG 9 7AS	Independent Free	High Street Pub	0.8