

Catchment Summary - Angler Oakham



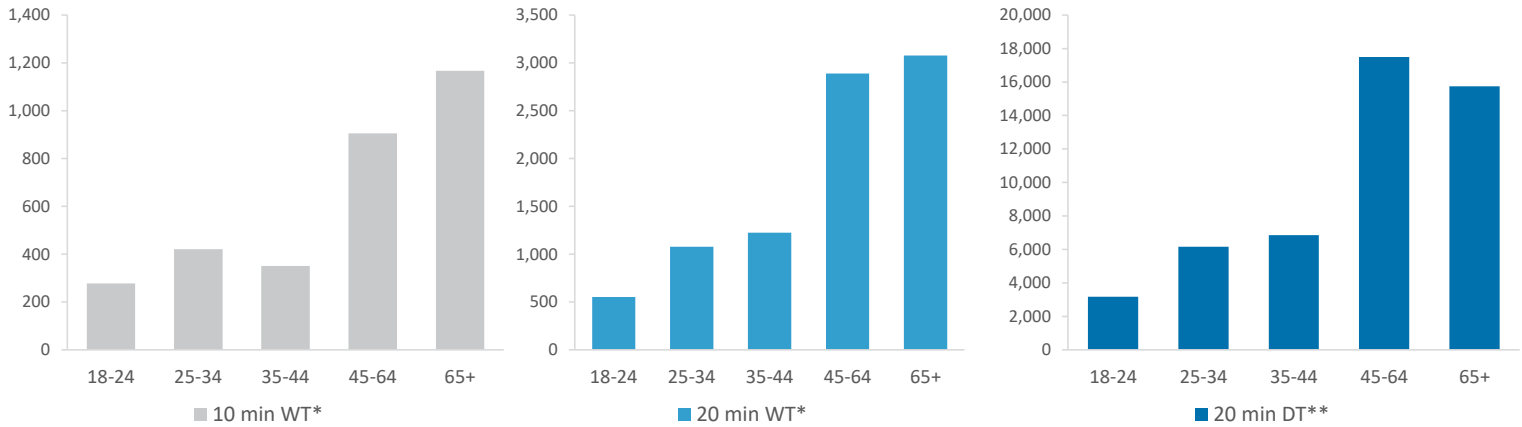
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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

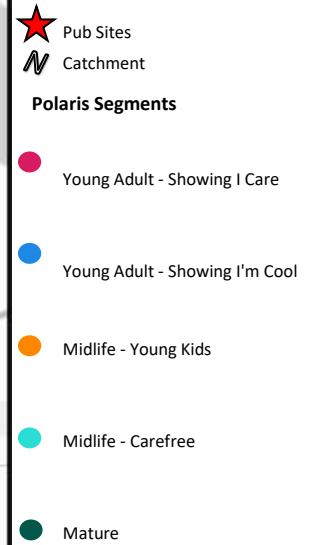
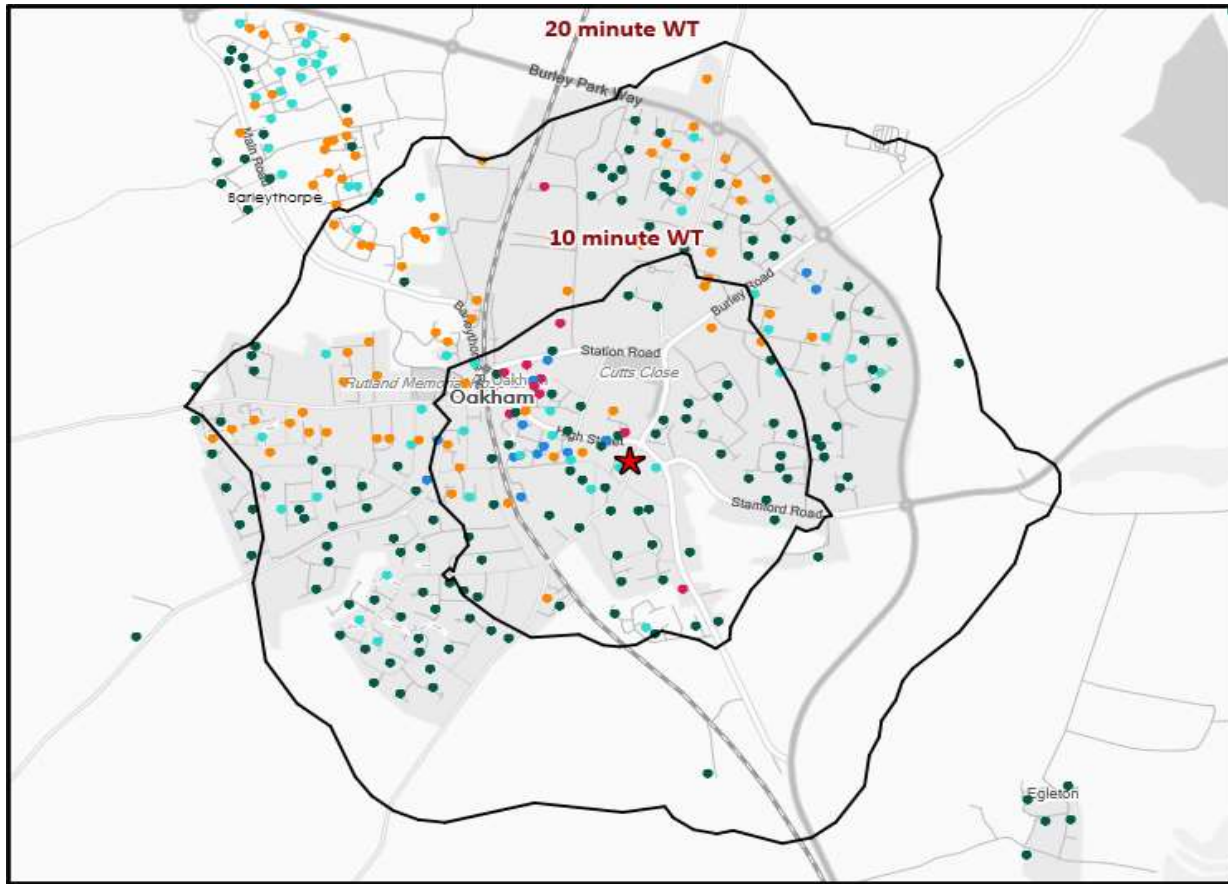
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		3,996	11,075	61,468	76	76	16
Adults 18+		3,122	8,819	49,418	72	49	17
Competition Pubs		14	15	106	93	47	29
Adults 18+ per Competition Pub		223	588	466	27	71	56
% Adults Likely to Drink		83.6%	83.6%	84.4%	101	101	102
Affluence	Low	28.7%	15.4%	8.5%	112	60	33
	Medium	26.8%	40.7%	34.5%	68	103	88
	High	43.3%	42.3%	55.1%	129	126	164
*Affluence does not include Not Private Households							
Age Profile	18-24	278	552	3,168	86	61	64
	25-34	421	1,077	6,164	79	73	75
	35-44	351	1,225	6,852	68	86	87
	45-64	905	2,889	17,492	89	102	111
	65+	1,167	3,076	15,742	153	145	134

Population & Adults 18+ index is based on all pubs



		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	1,850 (46%)	5,330 (48%)	30,529 (50%)	94	97	100
	Female	2,146 (54%)	5,745 (52%)	30,939 (50%)	106	103	100
Economic Status (16-74)	Employed: Full-time	1,071 (41%)	3,186 (43%)	18,820 (44%)	98	103	105
	Employed: Part-time	272 (10%)	1,017 (14%)	5,818 (14%)	80	105	104
	Self employed	281 (11%)	714 (10%)	5,023 (12%)	112	100	122
	Unemployed	46 (2%)	117 (2%)	528 (1%)	74	66	52
	Retired	487 (19%)	1,352 (18%)	7,316 (17%)	134	132	123
	Other	471 (18%)	1,057 (14%)	5,591 (13%)	91	72	66
Total Worker Count		2,522	5,884	30,693			

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	233	338	1,024	84	43	23
Young Adult - Showing I'm Cool	351	481	2,048	122	59	45
Midlife - Young Kids	454	1,939	9,337	46	70	60
Midlife - Carefree	551	1,317	8,438	84	71	81
Mature	1,497	4,600	27,600	171	186	200
Not Private Households	36	144	971	80	114	137
Total	3,122	8,819	49,418			

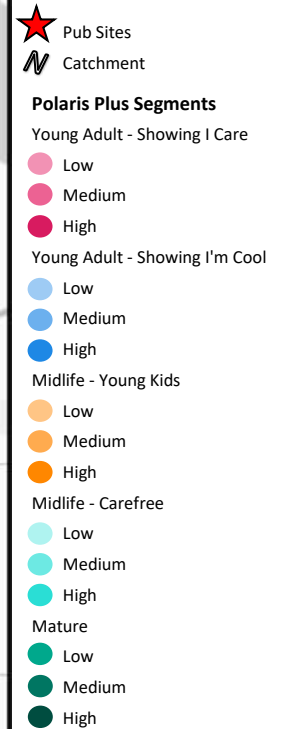
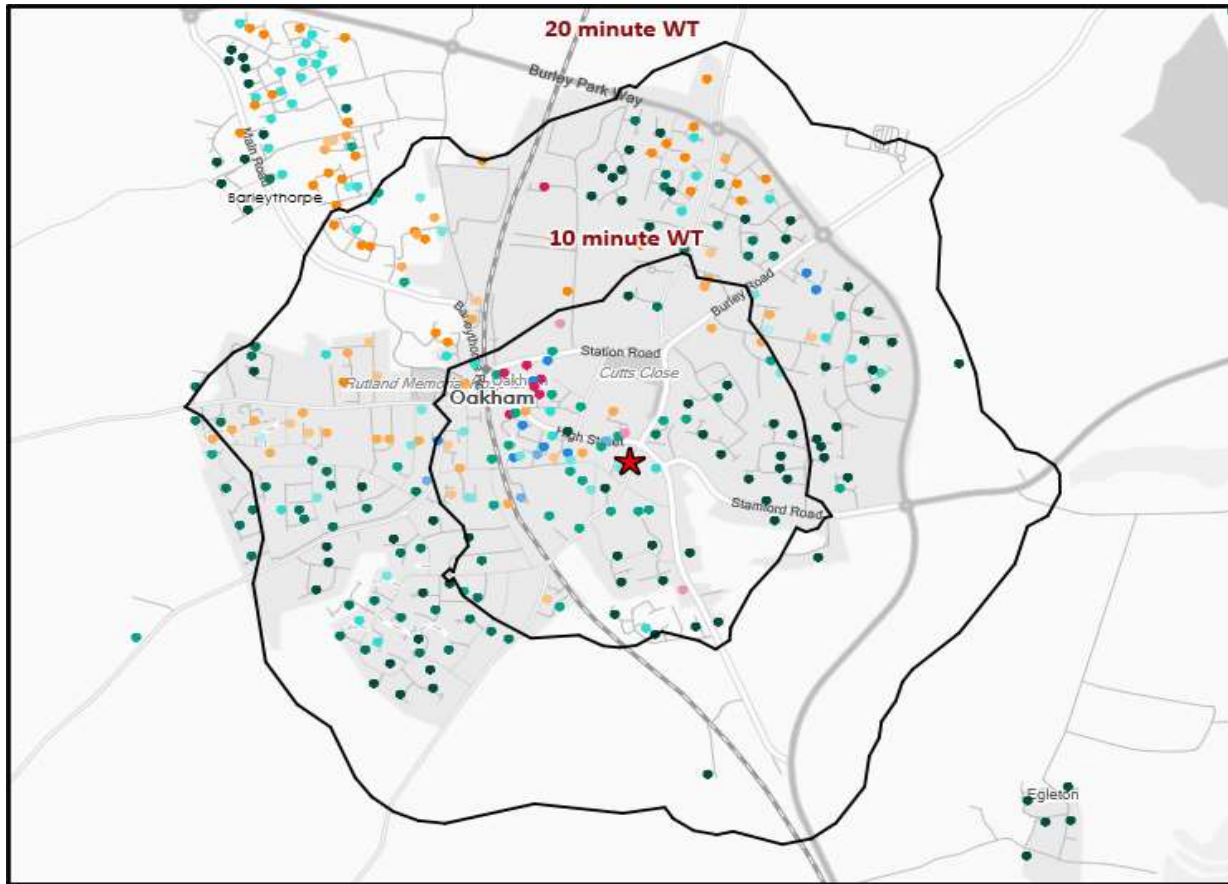
Polaris Summary - Angler Oakham



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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	95	95	360	73	26	17
Medium	0	0	0	0	0	0
High	138	243	664	131	82	40
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	136	136	714	118	42	39
High	215	345	1,334	154	87	60
Midlife - Young Kids						
Low	129	461	679	37	47	12
Medium	292	1,029	5,005	63	78	68
High	33	449	3,653	20	94	137
Midlife - Carefree						
Low	42	70	780	40	23	46
Medium	293	578	2,570	140	98	77
High	216	669	5,088	63	69	94
Mature						
Low	631	730	2,376	340	139	81
Medium	117	1,849	8,754	30	166	140
High	749	2,021	16,470	256	244	355
Not Private Households	36	144	971	80	114	137

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Total

3,122

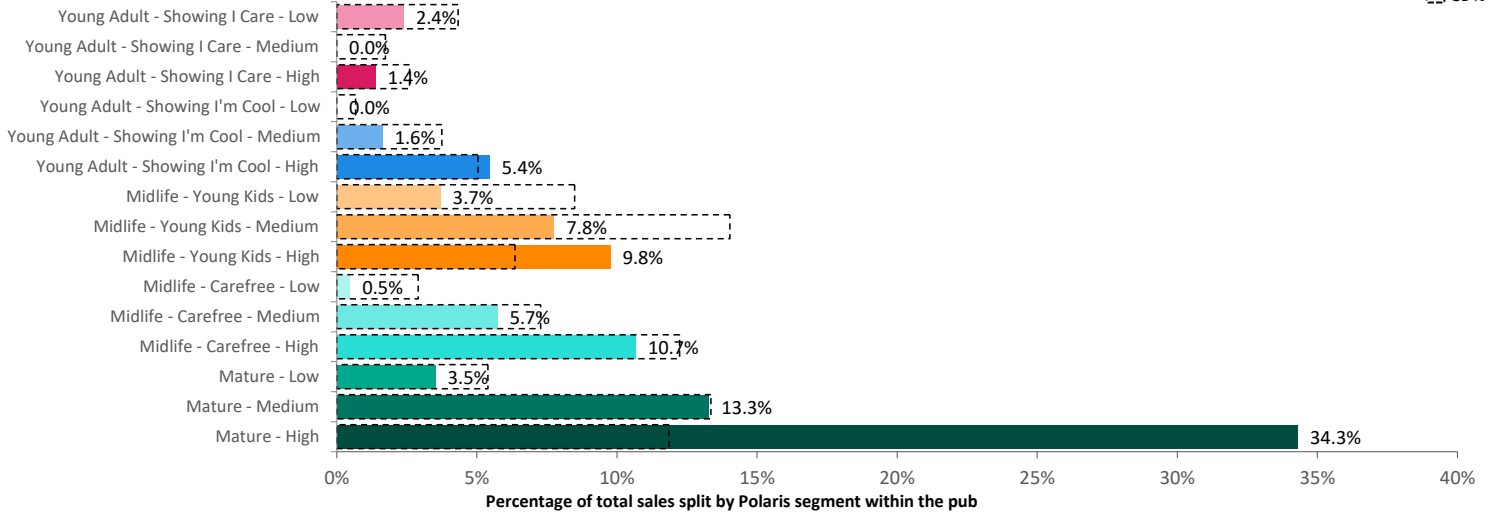
8,819

49,418

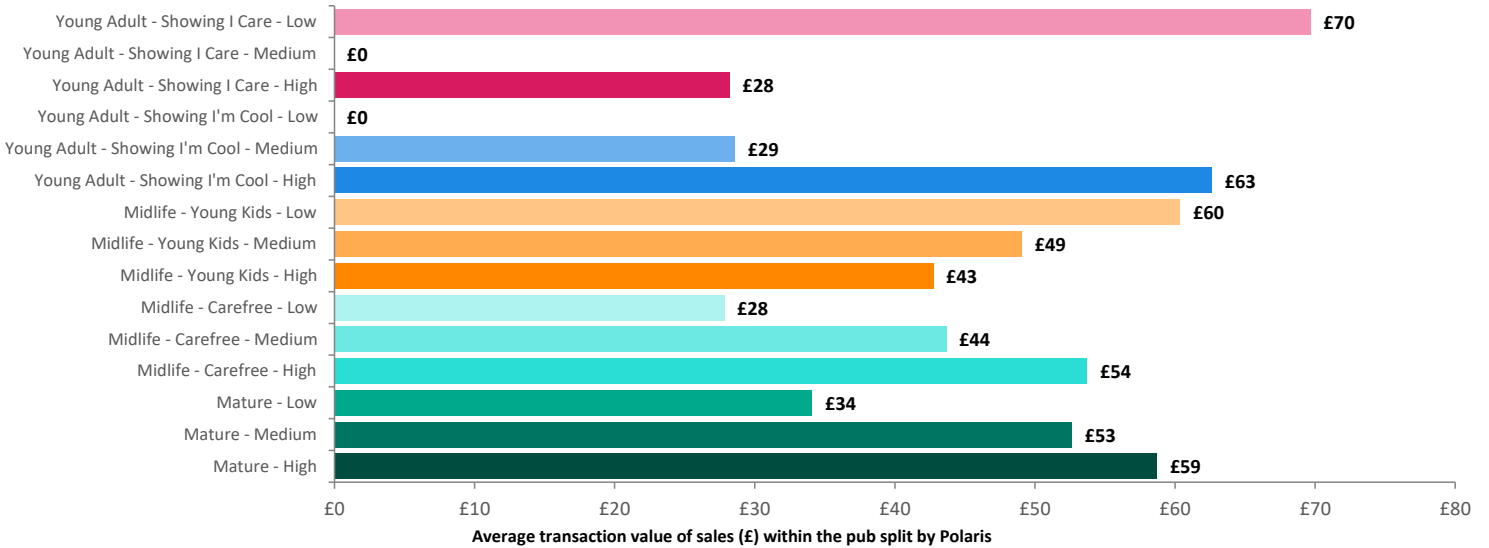
 Pub Sites

Spend by Polaris

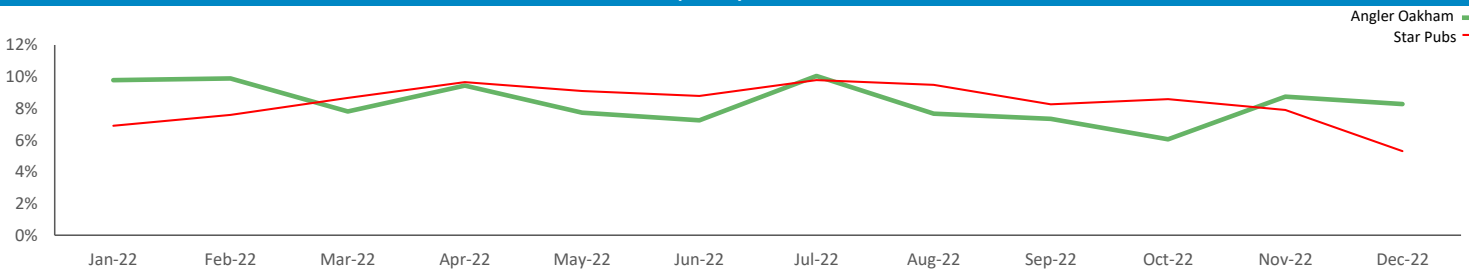
GB %



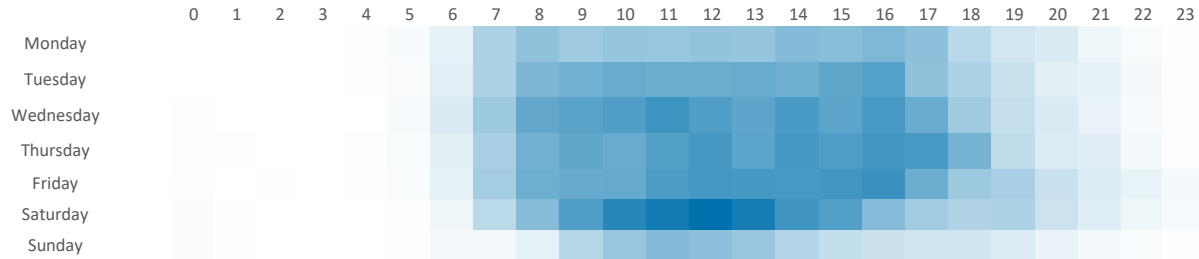
Average Transaction Values (£) by Polaris



Spend by Month

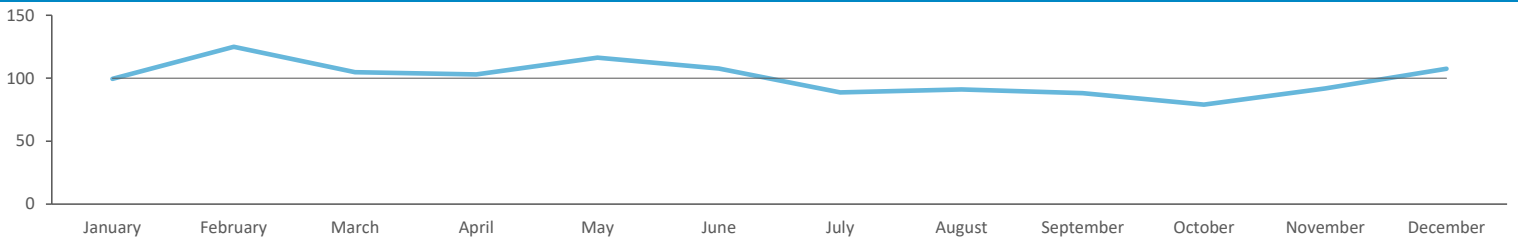


Time of Day/Day of Week



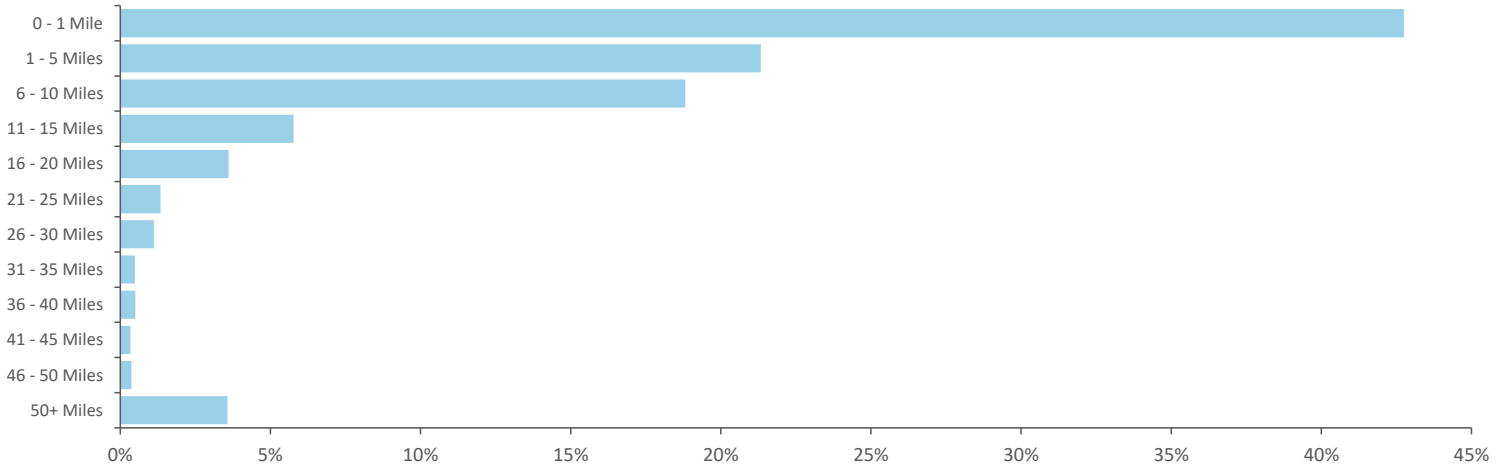
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



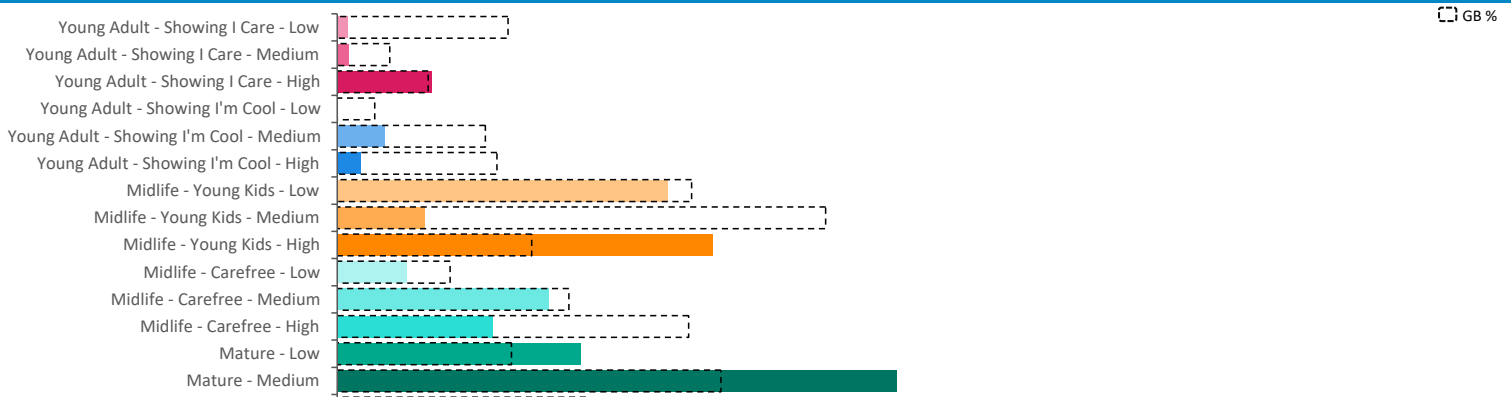
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

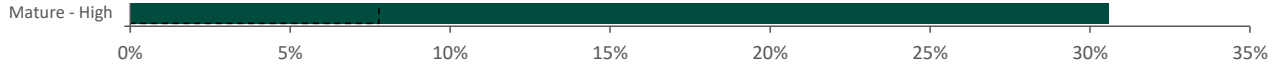


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

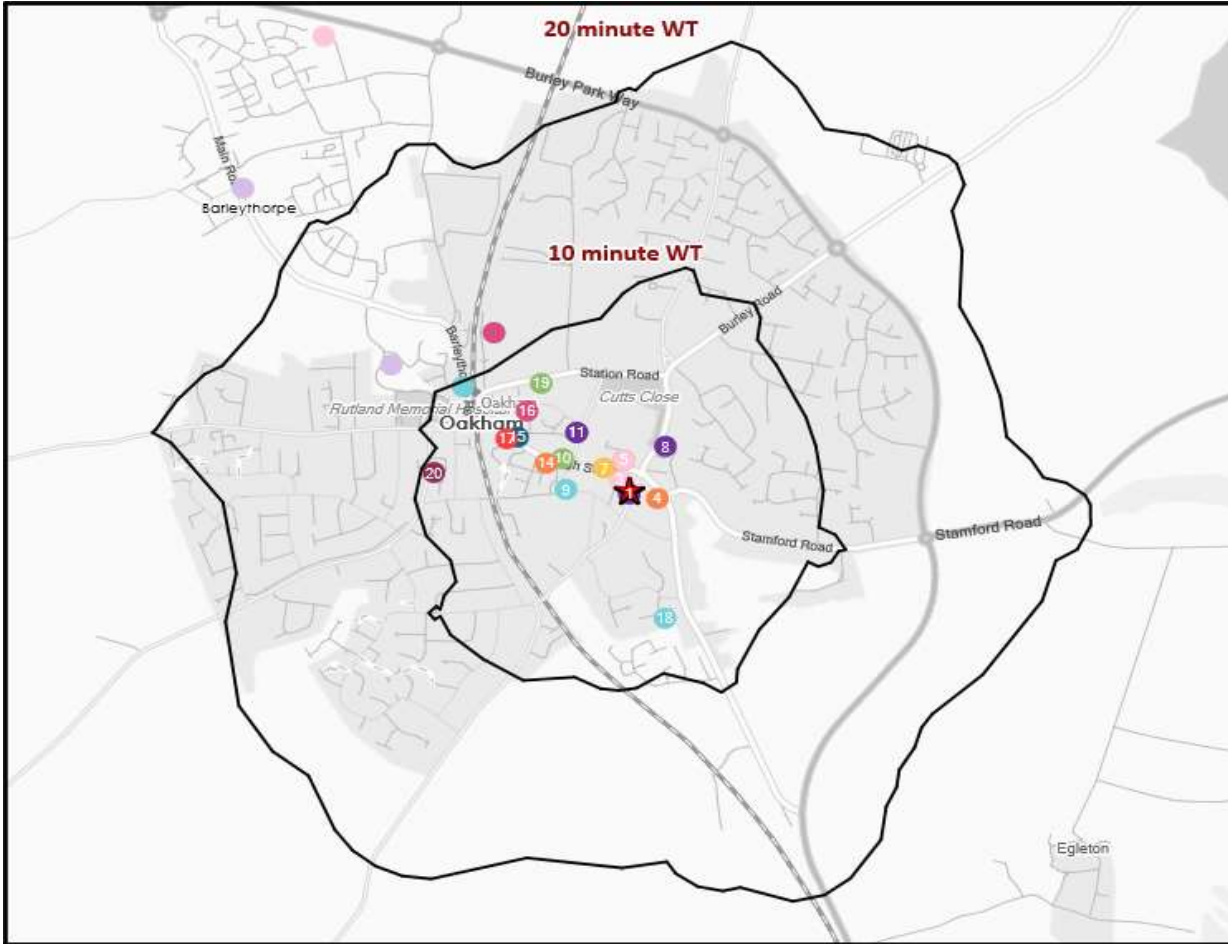
Polaris Plus Profile



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	Orbis Oakham	LE15 6EA	Star Pubs & Bars	GPGF	0.0
1	Rutland Balti House	LE15 6EA	Independent Free	Restaurants	0.0
3	Crown Tavern	LE15 6BZ	Independent Free	GPGF	0.0
4	Old Wisteria Hotel	LE15 6HW	Independent Free	Hotel	0.1
5	Brook Whipper-In Hotel	LE15 6DT	Brook Hotels	Hotel	0.1
5	Lord Nelson	LE15 6DT	RedCat Pub Company	GPGF	0.1
7	Sarpech	LE15 6AH	Independent Free	High Street Pub	0.1
8	Hitchen's Barn	LE15 6DH	Independent Free	Restaurants	0.1
9	Raob Catmose Lodge	LE15 6BG	Independent Free	Clubland	0.1
10	Captain Noel Newton	LE15 6AJ	Wetherspoons GB	Circuit Bar	0.1
11	Merry Monk	LE15 6AA	Independent Free	High Street Pub	0.2
11	Orbis	LE15 6AA	Independent Free	Restaurants	0.2
11	L'Oliveto	LE15 6AA	Independent Free	Restaurants	0.2
14	Admiral Hornblower Hotel & Restaurant	LE15 6AS	Independent Free	Hotel	0.2
15	Bills Bar	LE15 6AX	Independent Free	ABOS	0.2
16	Wheatsheaf	LE15 6QS	Everards	Family Pub Dining	0.3
17	Jinky's	LE15 6AY	Independent Free	Large Venue	0.3
18	Oakham Bowls Club	LE15 6JQ	Independent Free	Clubland	0.3
19	Railway Inn	LE15 6QU	Stonegate Pub Company	Circuit Bar	0.3
20	Royal Duke	LE15 6LU	Independent Free	Premium Local	0.4