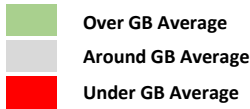


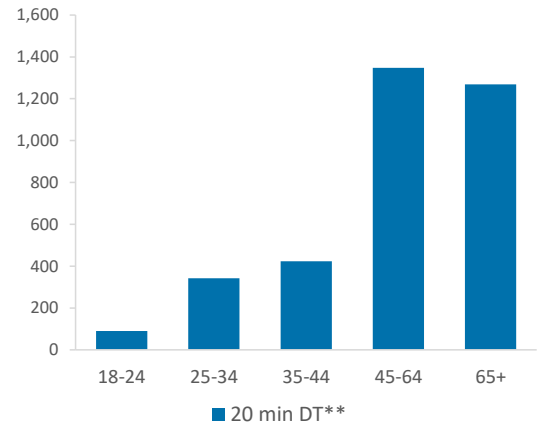
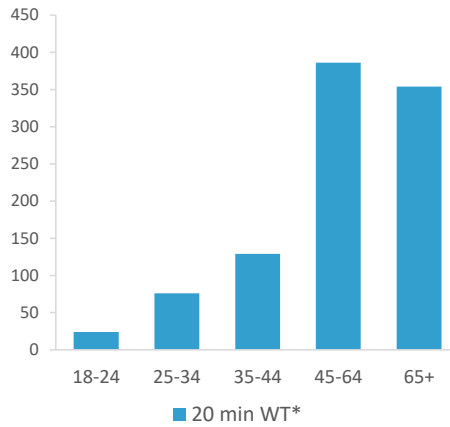
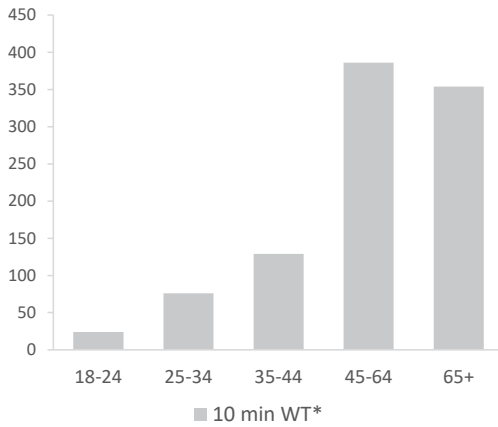
Catchment Summary - Crown Inn Hawes

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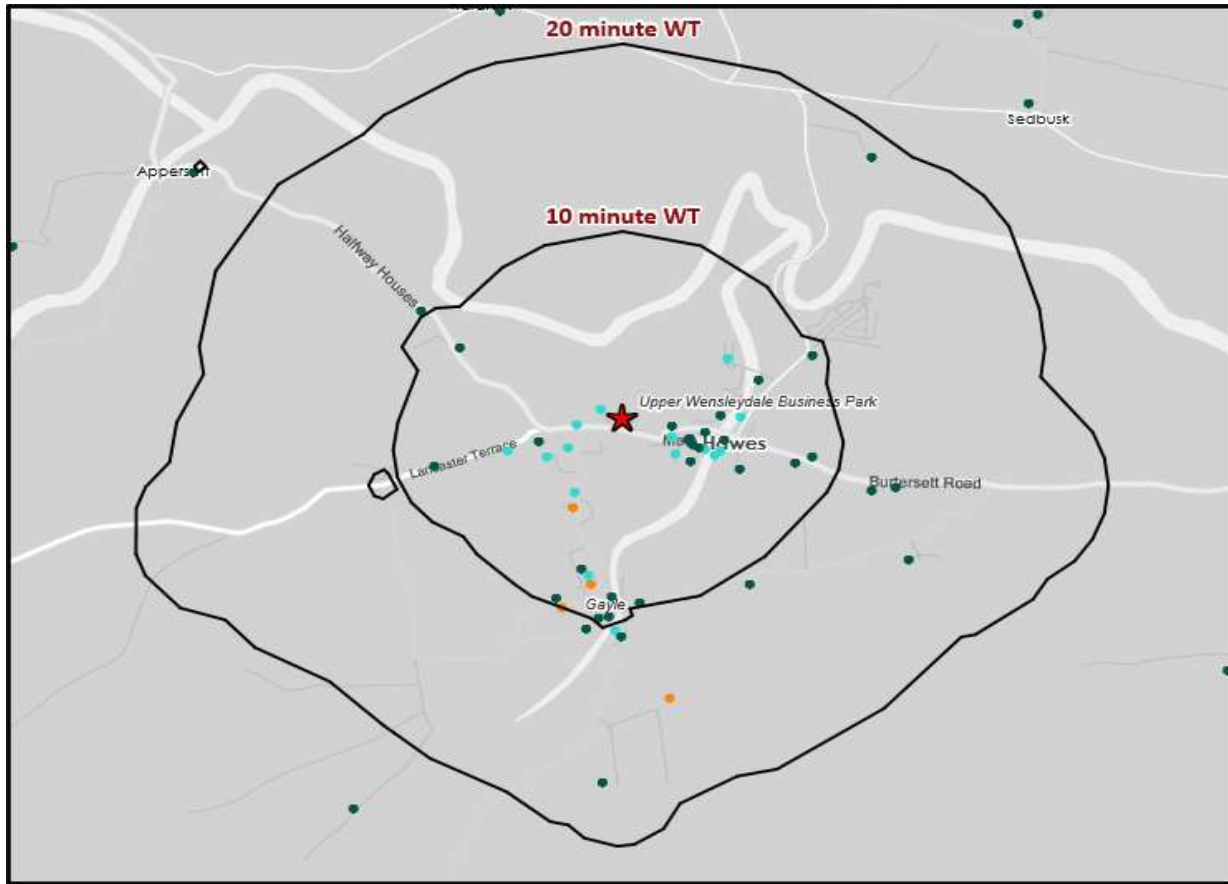
*WT= Walktime, **DT= Drivetime

	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	1,100	1,100	3,990	21	8	1	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	969	969	3,472	22	5	1	
Competition Pubs	3	3	12	20	9	3	
Adults 18+ per Competition Pub	323	323	289	39	39	35	
% Adults Likely to Drink	83.6%	83.6%	85.4%	101	101	104	
Affluence	Low	5.5%	5.5%	4.2%	21	21	16
	Medium	78.7%	78.7%	81.3%	200	200	206
	High	15.8%	15.8%	14.4%	47	47	43
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	24	24	90	27	27	28
	25-34	76	76	342	52	52	64
	35-44	129	129	423	91	91	82
	45-64	386	386	1,348	137	137	132
	65+	354	354	1,269	168	168	166



	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	595 (54%)	595 (54%)	2,089 (52%)	109	109	106
	Female	505 (46%)	505 (46%)	1,901 (48%)	91	91	94
Economic Status (16-74)	Employed: Full-time	311 (38%)	311 (38%)	1,018 (34%)	91	91	82
	Employed: Part-time	97 (12%)	97 (12%)	392 (13%)	91	91	101
	Self employed	201 (24%)	201 (24%)	797 (27%)	256	256	278
	Unemployed	7 (1%)	7 (1%)	13 (0%)	36	36	18
	Retired	136 (17%)	136 (17%)	577 (19%)	120	120	140
	Other	71 (9%)	71 (9%)	202 (7%)	44	44	34
Total Worker Count	521	521	2,417				

See the Glossary page for further information on the above variables



- 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

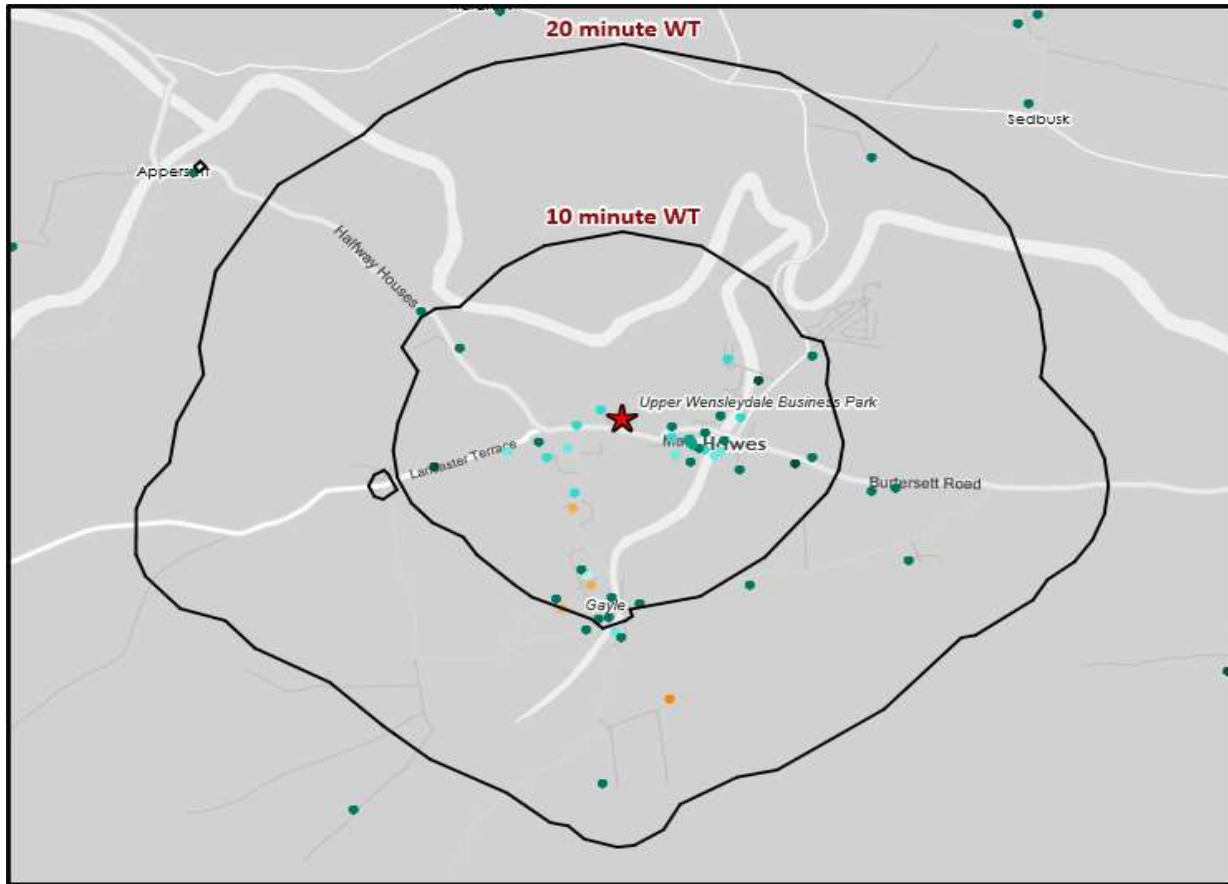
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	0	0	0	0
Young Adult - Showing I'm Cool	0	0	0	0	0	0
Midlife - Young Kids	56	56	97	18	18	9
Midlife - Carefree	199	199	232	98	98	32
Mature	714	714	3,138	263	263	323
Not Private Households	0	0	5	0	0	10
Total	969	969	3,472			

Polaris Summary - Crown Inn Hawes



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- ★ 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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Midlife - Young Kids						
Low	0	0	31	0	0	8
Medium	54	54	64	37	37	12
High	2	2	2	4	4	1
Midlife - Carefree						
Low	16	16	16	49	49	14
Medium	86	86	86	132	132	37
High	97	97	130	92	92	34
Mature						
Low	37	37	98	64	64	48
Medium	623	623	2,671	508	508	608
High	54	54	369	59	59	113
Not Private Households	0	0	5	0	0	10

Polaris Summary - Crown Inn Hawes



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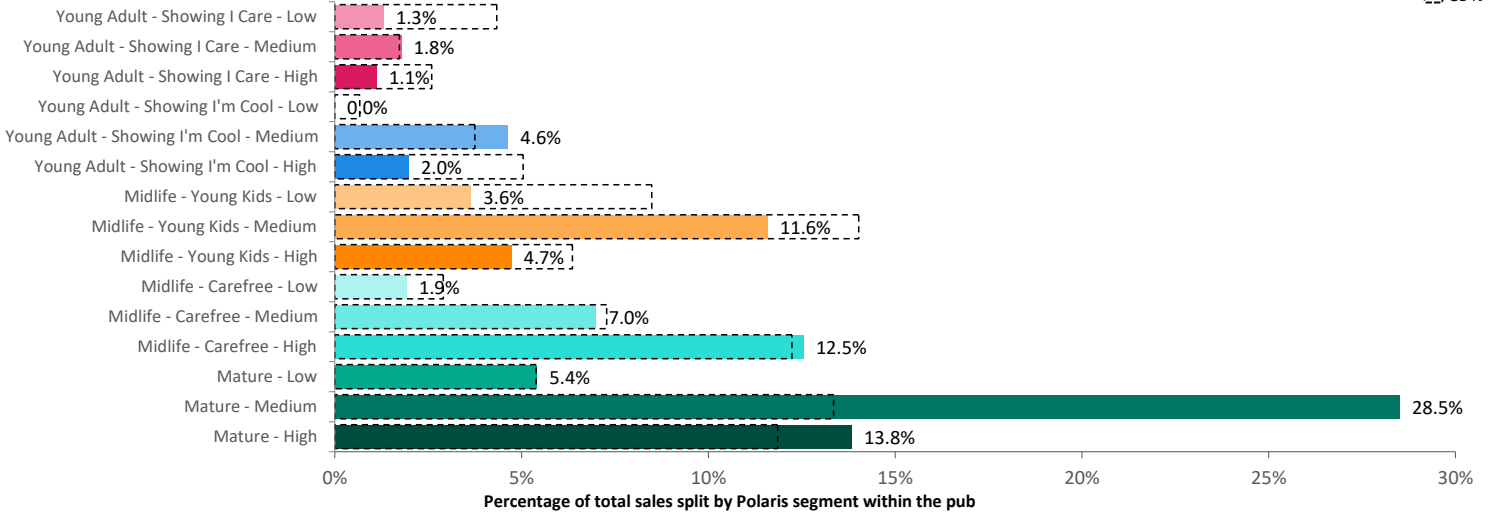


★ Pub Sites

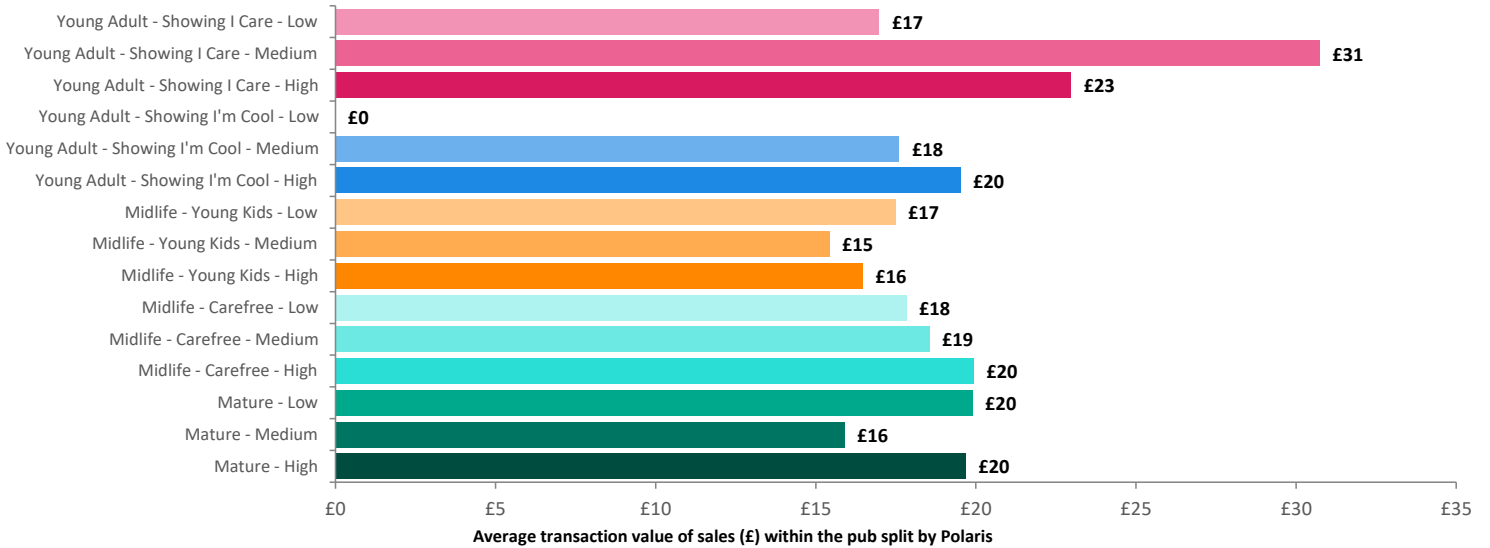
Total 969 969 3,472

Spend by Polaris

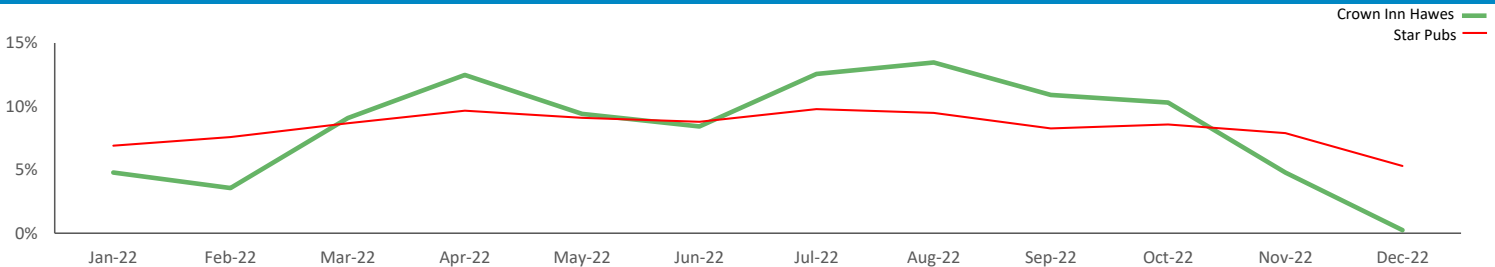
GB %



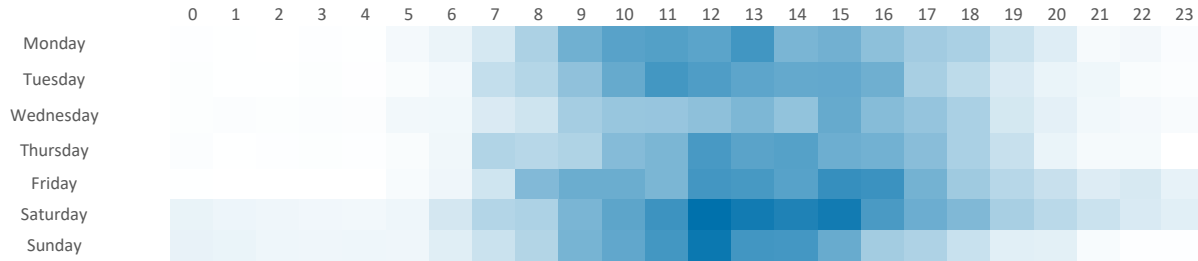
Average Transaction Values (£) by Polaris



Spend by Month

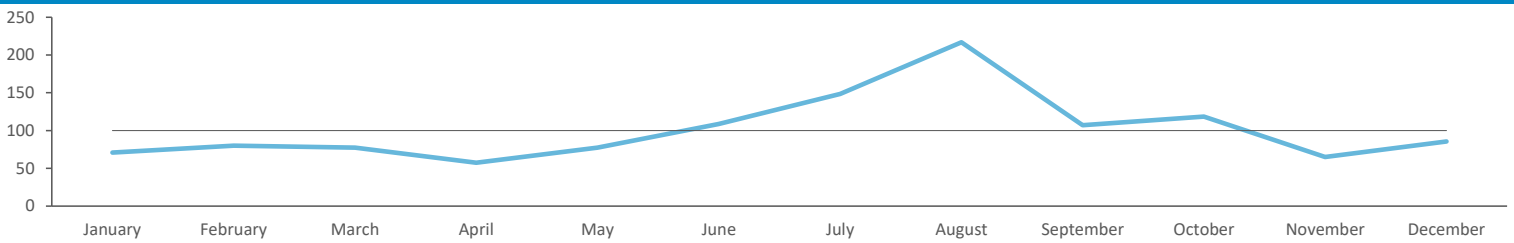


Time of Day/Day of Week



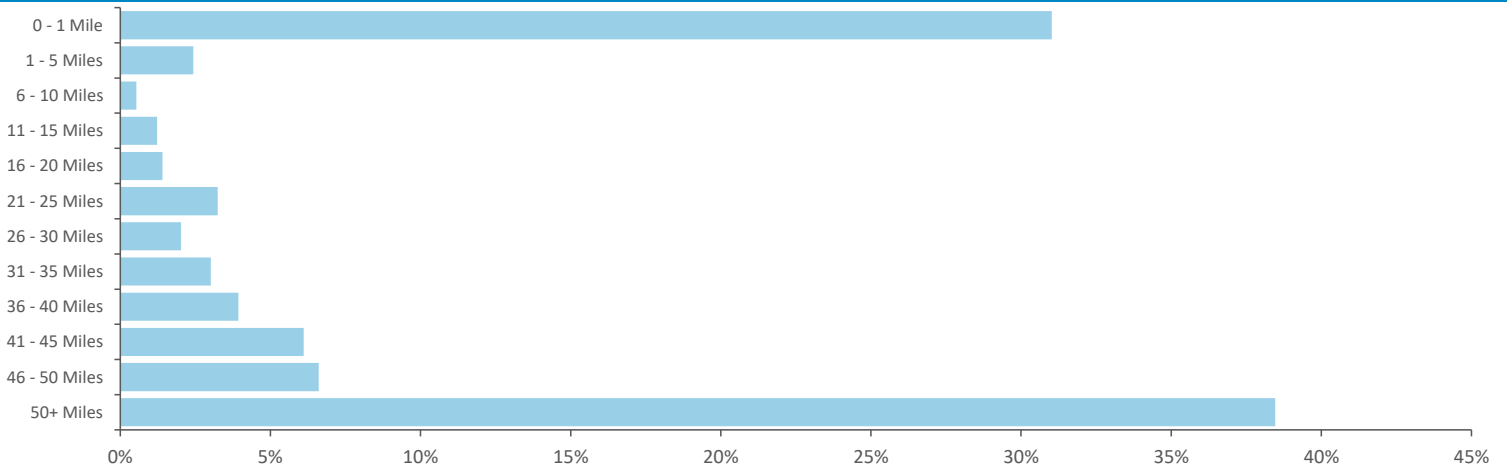
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

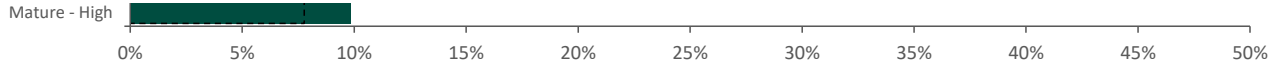


Mobile Data Summary - Crown Inn Hawes

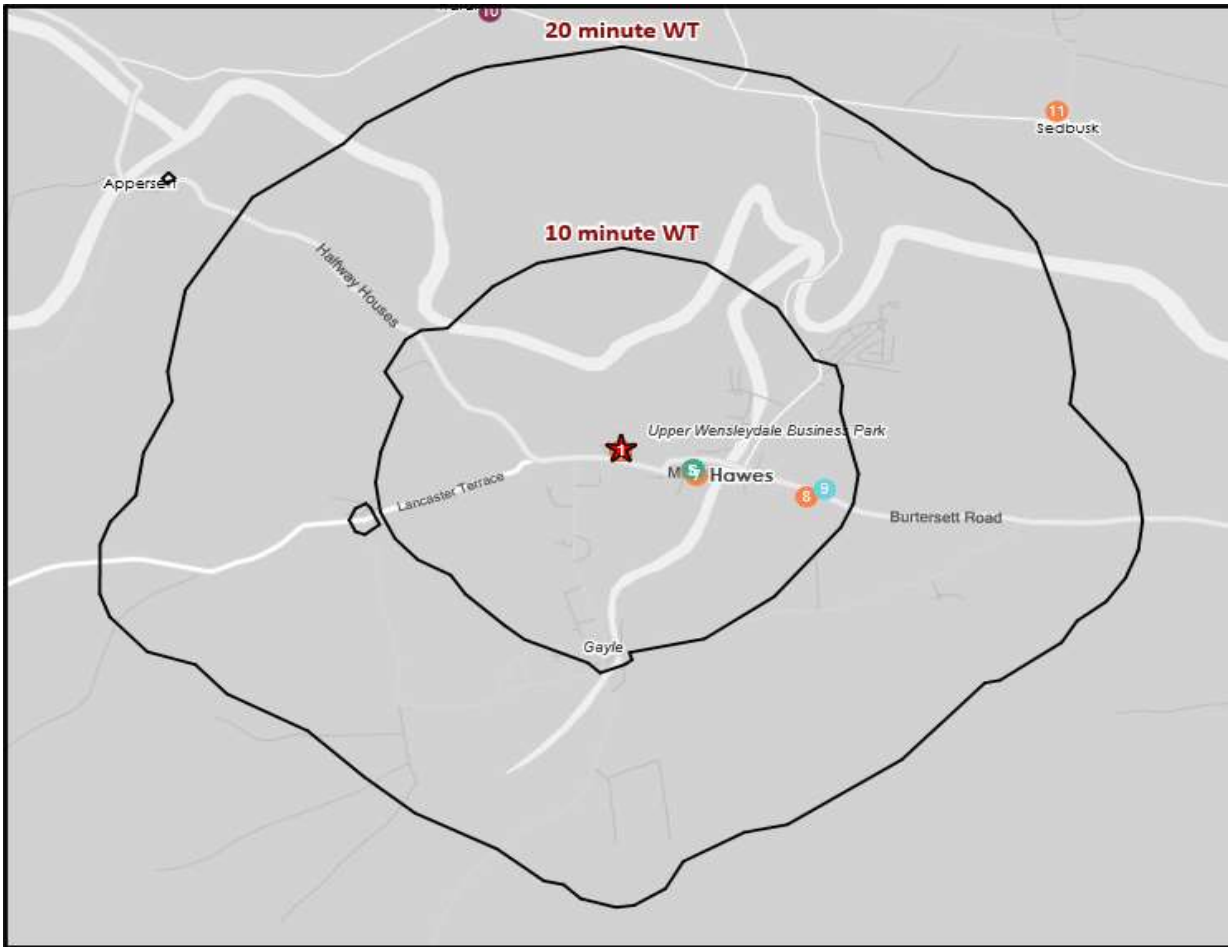


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Time of Day/Day of Week



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	Fountain Hotel	DL 8 3RD	Independent Free	Hotel	0.0
1	Board Hotel	DL 8 3RD	Stonegate Pub Company	Premium Local	0.0
1	Crown Inn	DL 8 3RD	Star Pubs & Bars	Premium Local	0.0
1	Cocketts Hotel & Restaurant	DL 8 3RD	Independent Free	Hotel	0.0
5	White Hart Hotel	DL 8 3QL	*Other Small Retail Groups	Hotel	0.1
6	Wensleydale Pantry	DL 8 3QX	Independent Free	Casual Dining	0.1
7	Herriots Hotel	DL 8 3QW	Independent Free	Hotel	0.1
8	Fairview	DL 8 3NP	Independent Free	Hotel	0.3
9	Hawes Conservative Club	DL 8 3NT	Independent Free	Clubland	0.4
10	Green Dragon Inn	DL 8 3LZ	Independent Free	Premium Local	0.8
11	Stone House Hotel	DL 8 3PT	Independent Free	Hotel	1.0
12	Simonstone Hall	DL 8 3LY	Independent Free	Hotel	1.1