

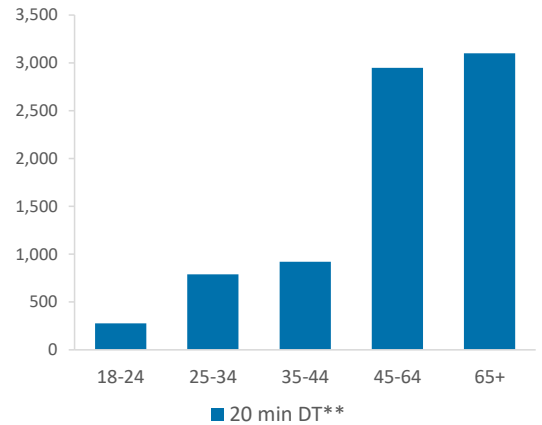
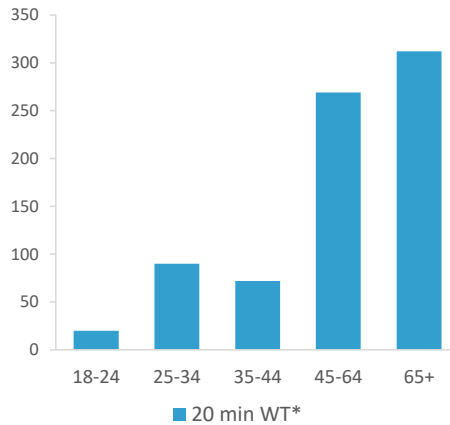
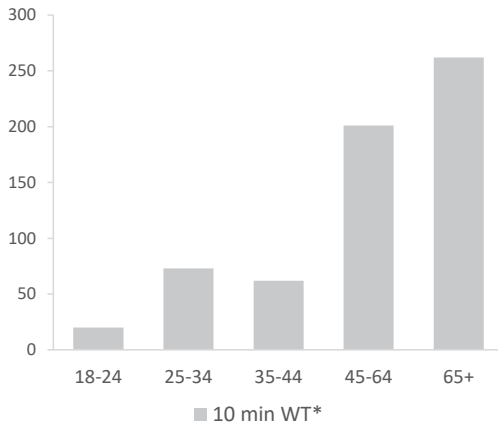
Catchment Summary - Kings Arms Reeth

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

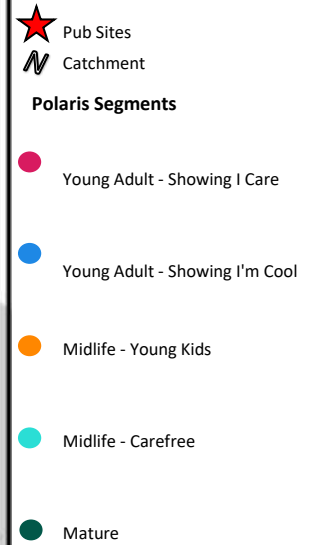
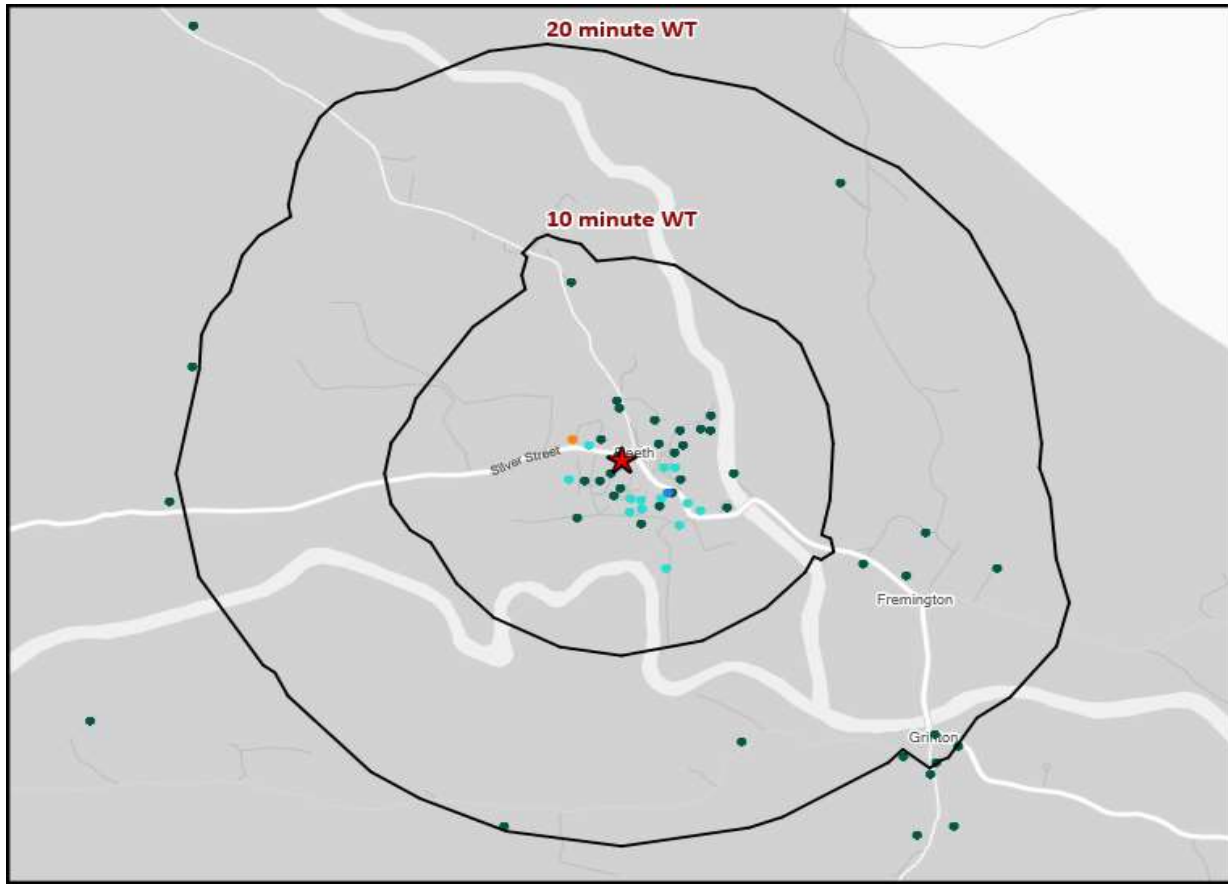
*WT= Walktime, **DT= Drivetime

	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	682	852	9,147	13	6	2	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	618	763	8,037	14	4	3	
Competition Pubs	1	2	32	7	6	9	
Adults 18+ per Competition Pub	618	382	251	75	46	30	
% Adults Likely to Drink	86.1%	86.2%	84.6%	104	105	103	
Affluence	Low	7.4%	6.0%	13.5%	29	23	52
	Medium	18.0%	32.0%	49.9%	46	81	127
	High	74.4%	61.7%	35.3%	222	184	105
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	20	20	278	36	29	37
	25-34	73	90	790	81	79	65
	35-44	62	72	922	71	66	78
	45-64	201	269	2,947	115	124	126
	65+	262	312	3,100	201	192	177



	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	335 (49%)	433 (51%)	4,530 (50%)	99	103	100
	Female	347 (51%)	419 (49%)	4,617 (50%)	101	97	100
Economic Status (16-74)	Employed: Full-time	173 (34%)	210 (33%)	2,501 (38%)	82	80	90
	Employed: Part-time	72 (14%)	91 (14%)	874 (13%)	109	111	101
	Self employed	104 (20%)	144 (23%)	1,127 (17%)	214	239	178
	Unemployed	1 (0%)	1 (0%)	61 (1%)	8	7	39
	Retired	114 (22%)	134 (21%)	1,490 (22%)	163	154	163
	Other	44 (9%)	50 (8%)	593 (9%)	44	40	45
Total Worker Count	307	424	5,481				

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	0	135	0	0	19
Young Adult - Showing I'm Cool	4	4	336	7	6	45
Midlife - Young Kids	10	10	529	5	4	21
Midlife - Carefree	166	166	1,276	128	103	75
Mature	437	581	5,656	253	272	252
Not Private Households	1	2	105	11	18	91
Total	618	763	8,037			

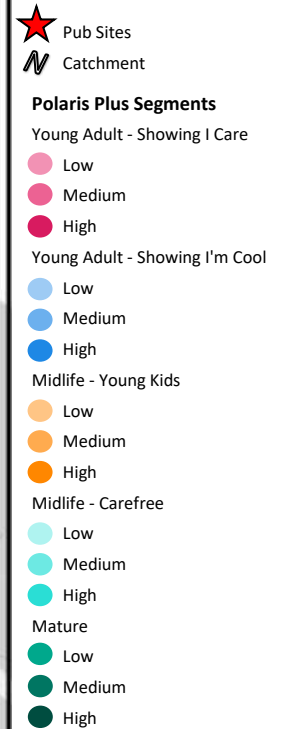
Polaris Summary - Kings Arms Reeth



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★ Pub Sites



Polaris Plus Profile by Catchment

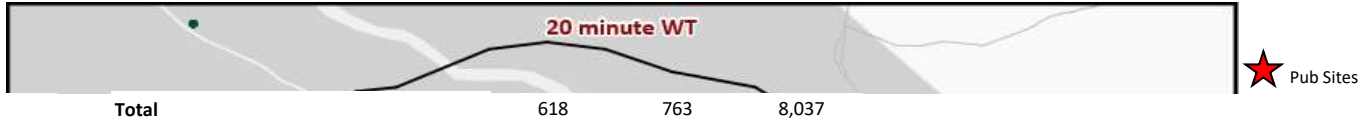
*WT= Walktime, **DT= Drivetime

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	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	135	0	0	50
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	130	0	0	44
High	4	4	206	14	12	57
Midlife - Young Kids						
Low	0	0	62	0	0	7
Medium	10	10	430	11	9	36
High	0	0	37	0	0	9
Midlife - Carefree						
Low	0	0	34	0	0	12
Medium	0	0	596	0	0	110
High	166	166	646	246	199	74
Mature						
Low	46	46	987	125	102	207
Medium	101	234	2,852	129	242	280
High	290	301	1,817	500	421	241
Not Private Households	1	2	105	11	18	91

Polaris Summary - Kings Arms Reeth

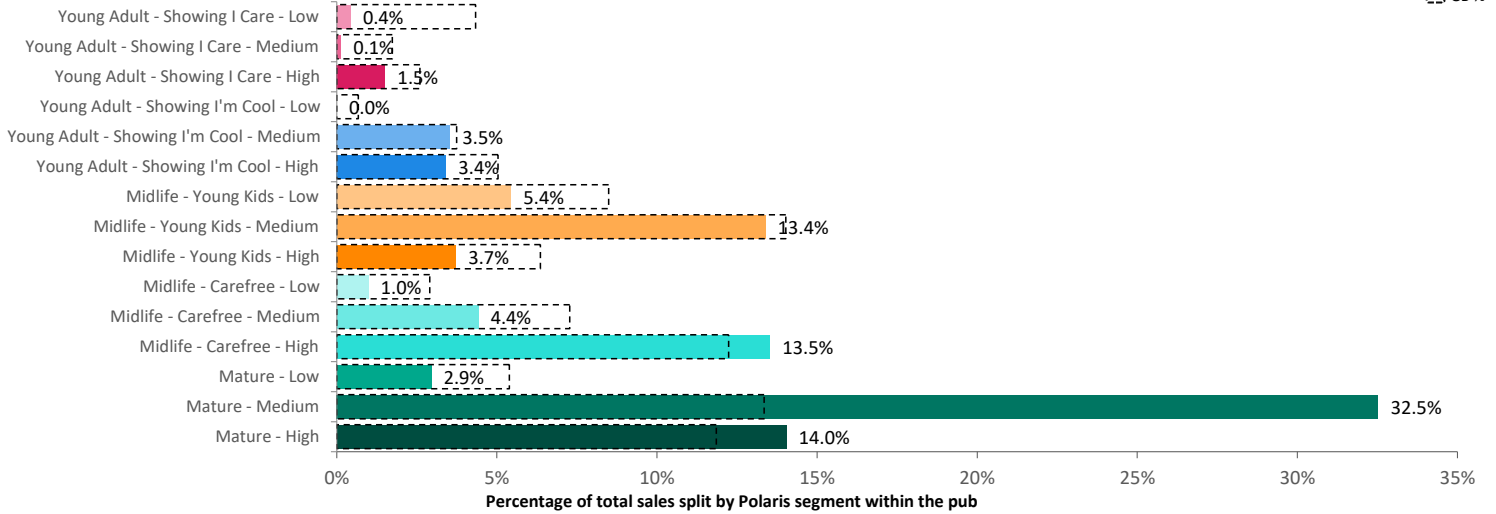


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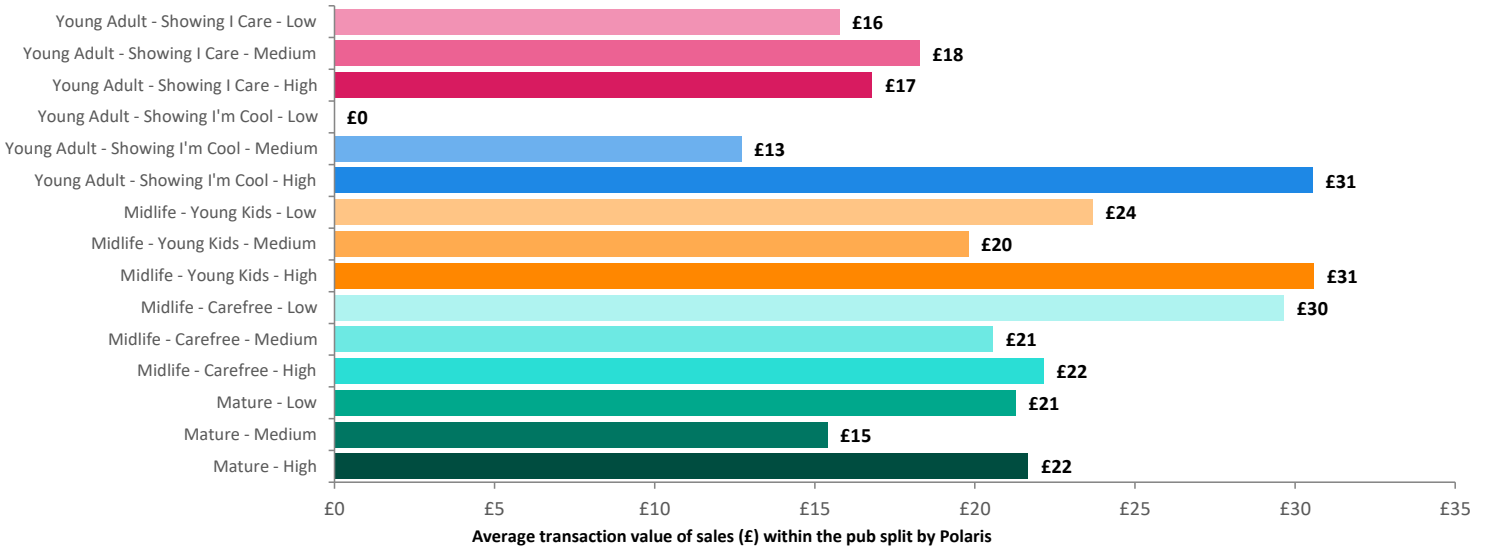


Spend by Polaris

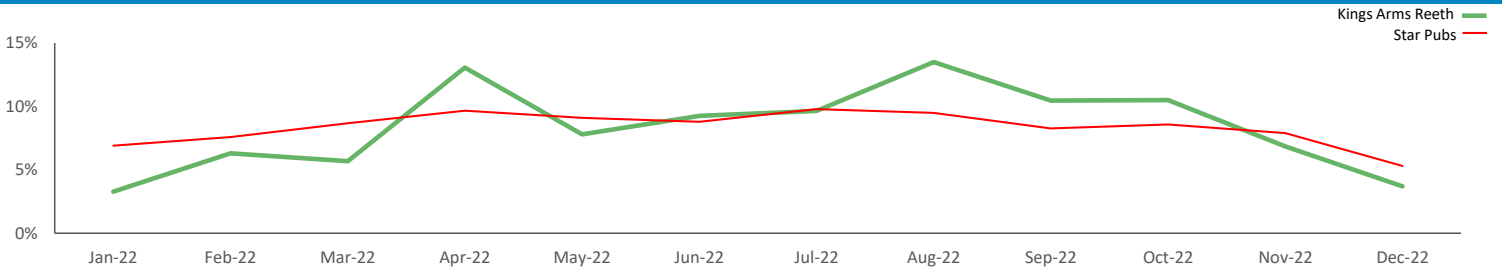
GB %



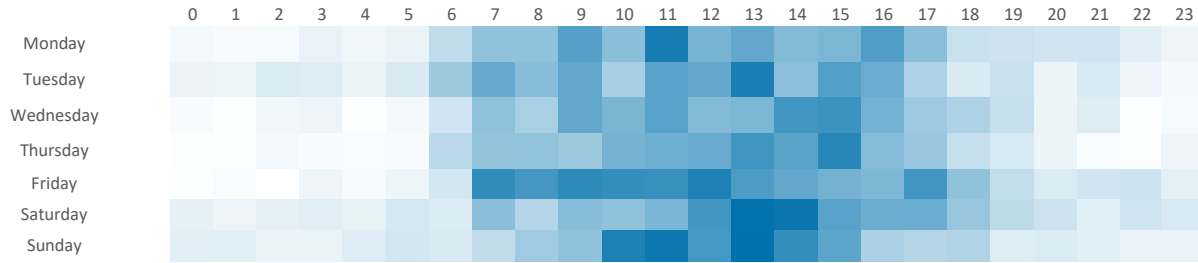
Average Transaction Values (£) by Polaris



Spend by Month

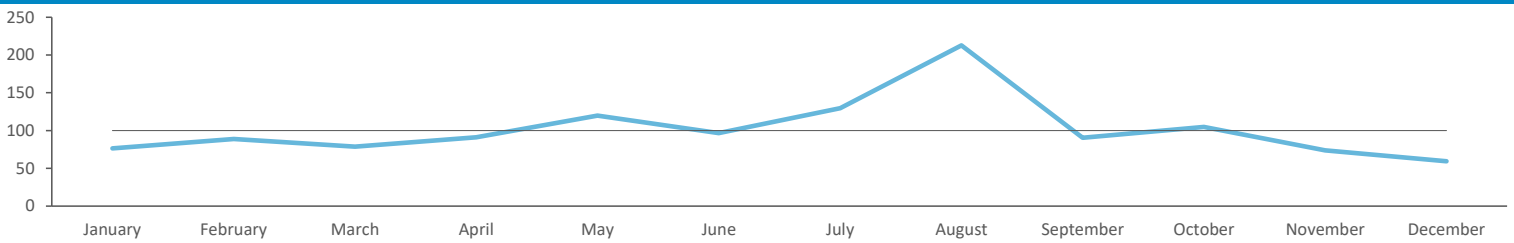


Time of Day/Day of Week



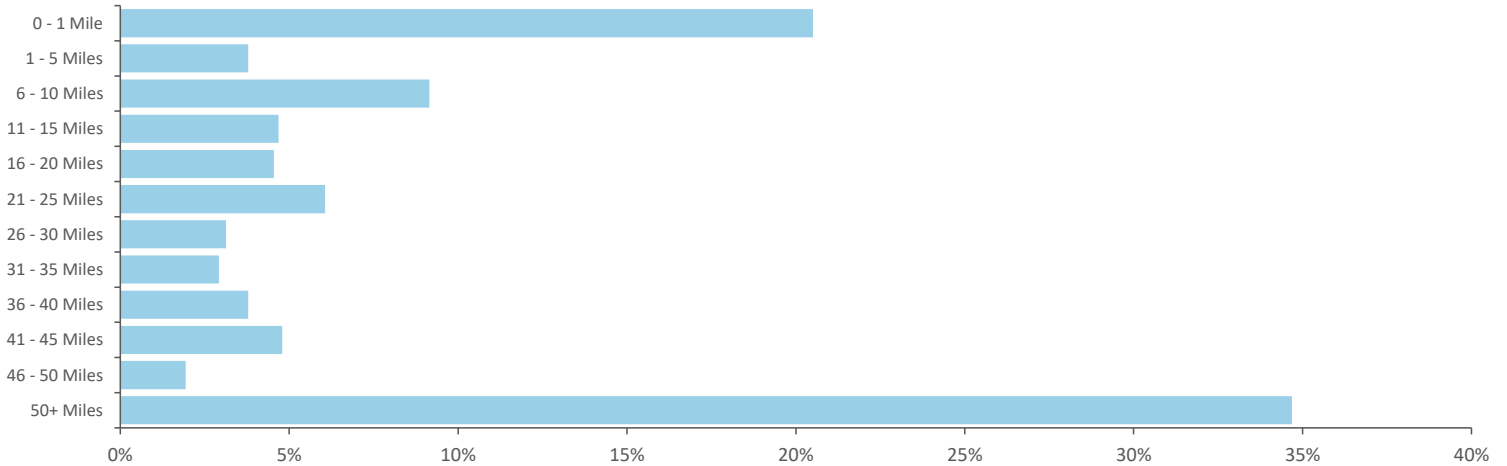
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



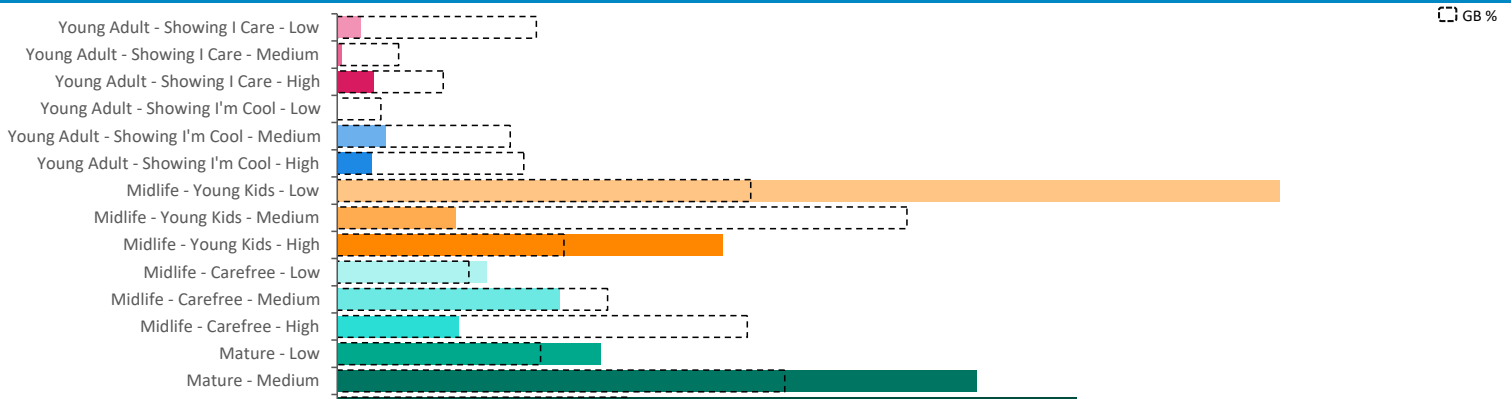
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

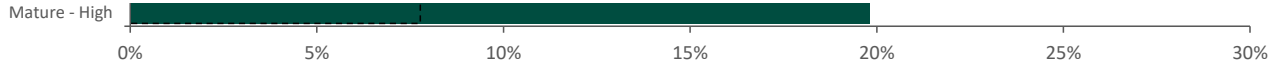


Mobile Data Summary - Kings Arms Reeth

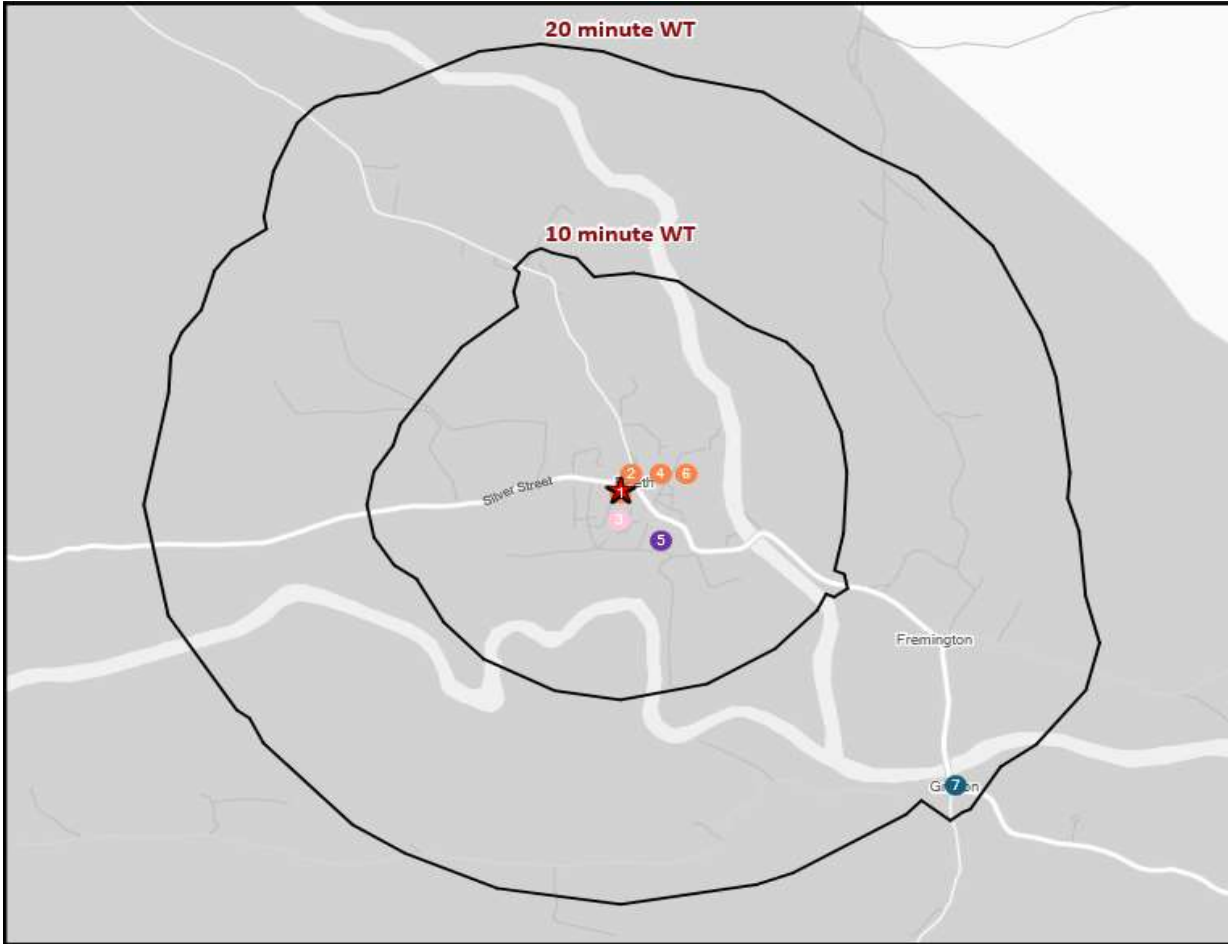


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Time of Day/Day of Week



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	Kings Arms	DL11 6SY	Star Pubs & Bars	Hotel	0.0
2	Buck Hotel	DL11 6SW	Stonegate Pub Company	Hotel	0.0
3	Black Bull Hotel	DL11 6SZ	Star Pubs & Bars	GPGF	0.0
4	Burgoyne Hotel	DL11 6SN	Independent Free	Hotel	0.1
5	Copper Kettle Restaurant	DL11 6TJ	Independent Free	Restaurants	0.1
6	Arkleside Hotel	DL11 6SG	Independent Free	Hotel	0.1
7	Bridge Inn	DL11 6HH	Marston's	ABOS	0.8