

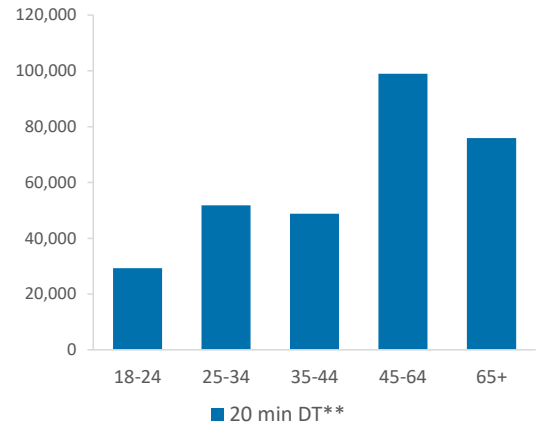
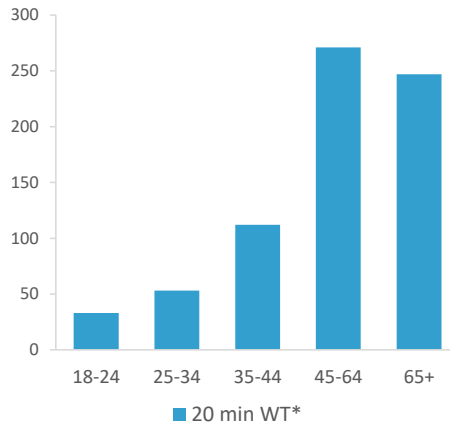
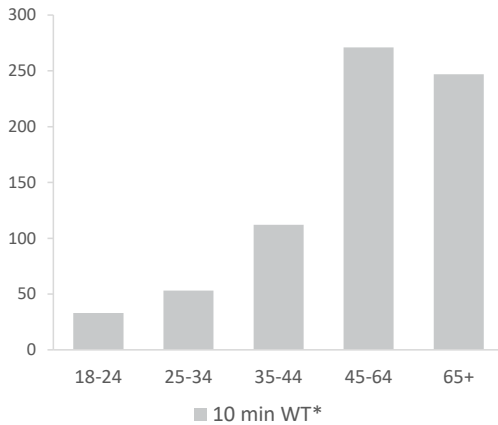
# Catchment Summary - Derry Long Newton

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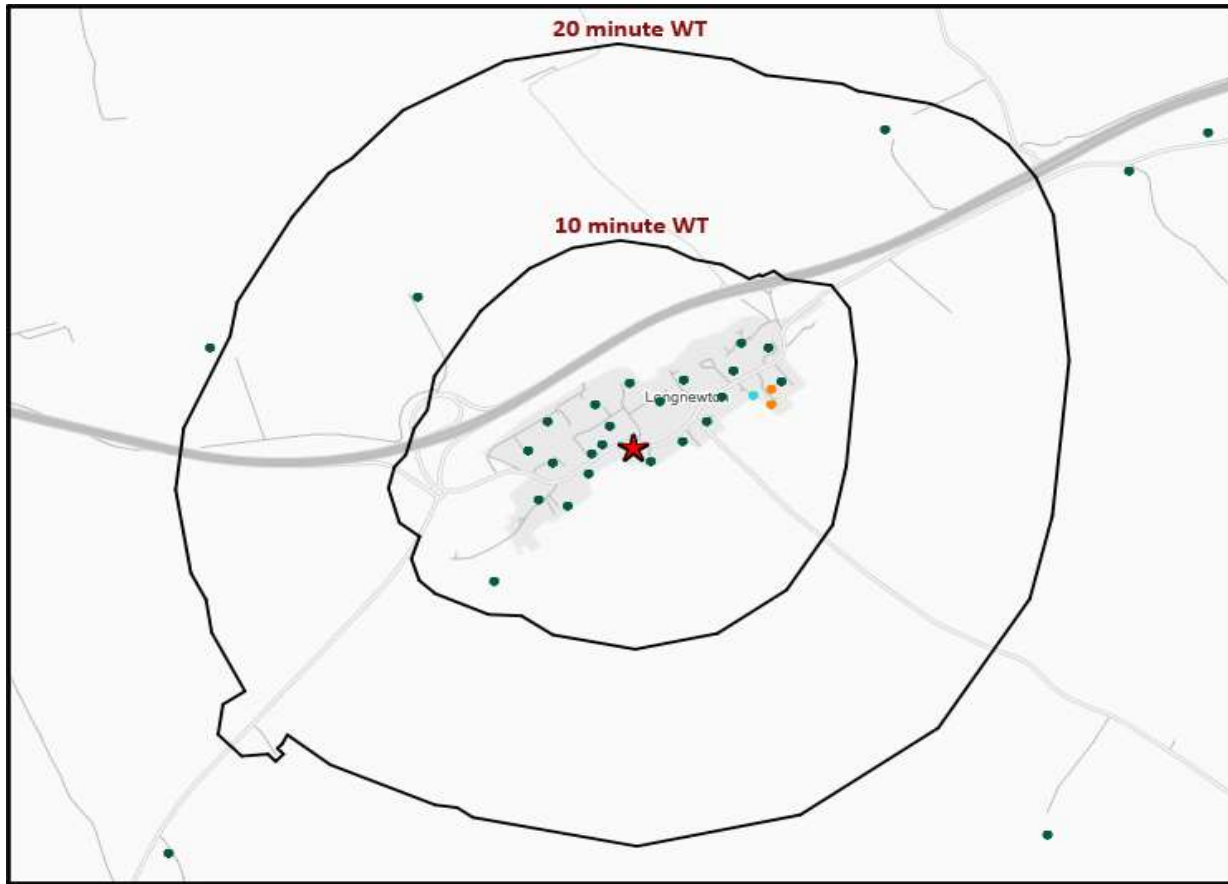
\*WT= Walktime, \*\*DT= Drivetime

	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**	
<b>Population</b>	854	854	389,526	16	6	103	
<small>Population &amp; Adults 18+ index is based on all pubs</small>							
Adults 18+	716	716	304,683	16	4	102	
Competition Pubs	2	2	400	13	6	110	
Adults 18+ per Competition Pub	358	358	762	43	43	92	
% Adults Likely to Drink	86.3%	86.3%	82.3%	105	105	100	
<b>Affluence</b>	Low	0.0%	0.0%	23.8%	0	0	93
	Medium	18.2%	18.2%	49.9%	46	46	127
	High	81.8%	81.8%	24.2%	244	244	72
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	18-24	33	33	29,236	48	48	93
	25-34	53	53	51,763	47	47	100
	35-44	112	112	48,820	102	102	97
	45-64	271	271	98,952	124	124	99
	65+	247	247	75,912	151	151	102



	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**	
<b>Gender</b>	Male	431 (50%)	431 (50%)	192,904 (50%)	102	102	100
	Female	423 (50%)	423 (50%)	196,622 (50%)	98	98	100
<b>Economic Status (16-74)</b>	Employed: Full-time	246 (38%)	246 (38%)	111,255 (40%)	92	92	96
	Employed: Part-time	88 (14%)	88 (14%)	40,504 (15%)	106	106	112
	Self employed	80 (12%)	80 (12%)	17,969 (6%)	131	131	68
	Unemployed	2 (0%)	2 (0%)	8,694 (3%)	13	13	131
	Retired	148 (23%)	148 (23%)	41,540 (15%)	168	168	108
	Other	77 (12%)	77 (12%)	58,724 (21%)	61	61	107
<b>Total Worker Count</b>	63	63	202,188				

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	11,294	0	0	42
Young Adult - Showing I'm Cool	0	0	41,383	0	0	148
Midlife - Young Kids	42	42	93,771	19	19	98
Midlife - Carefree	8	8	70,783	5	5	110
Mature	666	666	81,037	332	332	95
<b>Not Private Households</b>	0	0	6,415	0	0	146
<b>Total</b>	716	716	304,683			

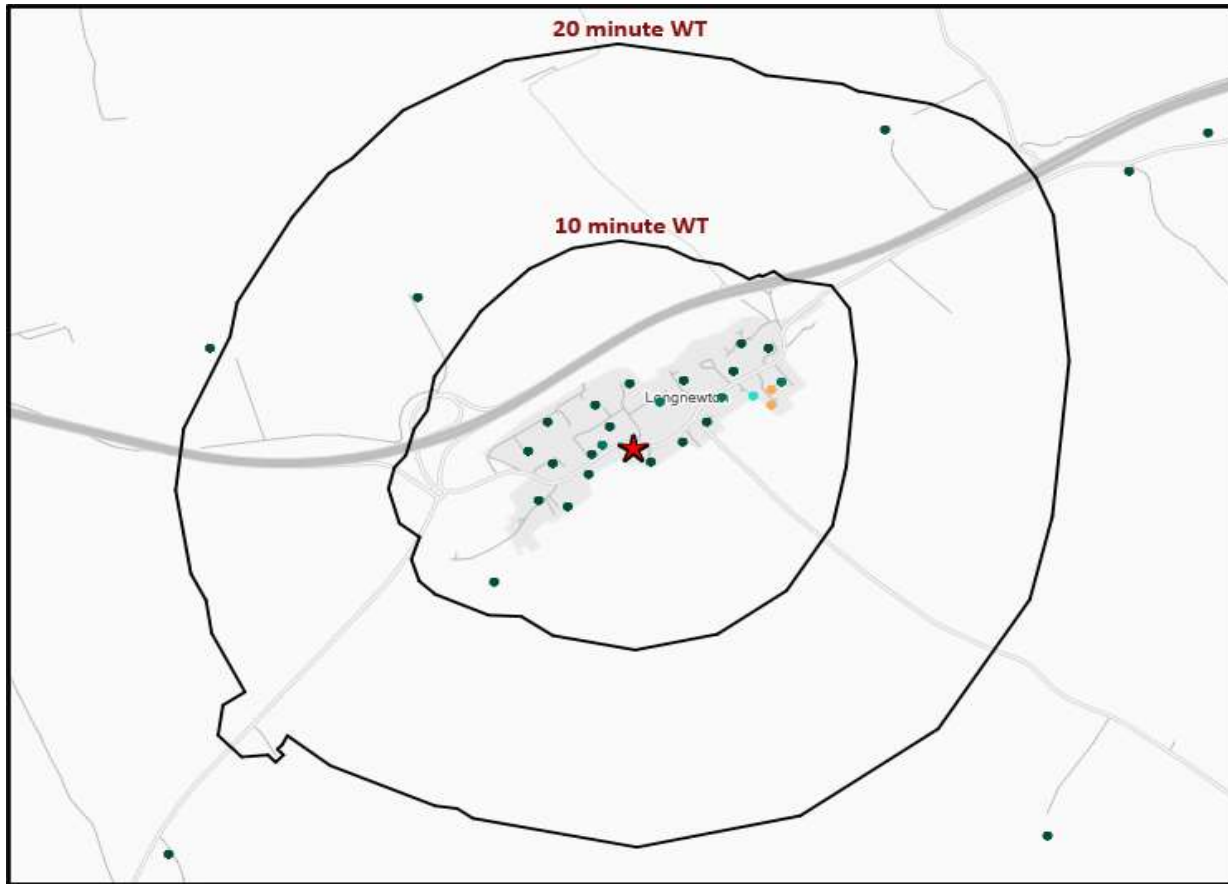
# Polaris Summary - Derry Long Newton



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20 minute WT





- ★ Pub Sites
- N 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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	3,819	0	0	30
Medium	0	0	370	0	0	9
High	0	0	7,105	0	0	69
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	32,787	0	0	291
High	0	0	8,596	0	0	63
<b>Midlife - Young Kids</b>						
Low	0	0	37,492	0	0	111
Medium	42	42	38,029	39	39	84
High	0	0	18,250	0	0	111
<b>Midlife - Carefree</b>						
Low	0	0	10,332	0	0	100
Medium	0	0	39,196	0	0	192
High	8	8	21,255	10	10	64
<b>Mature</b>						
Low	0	0	20,931	0	0	116
Medium	88	88	41,579	97	97	108
High	578	578	18,527	860	860	65
<b>Not Private Households</b>	0	0	6,415	0	0	146

# Polaris Summary - Derry Long Newton

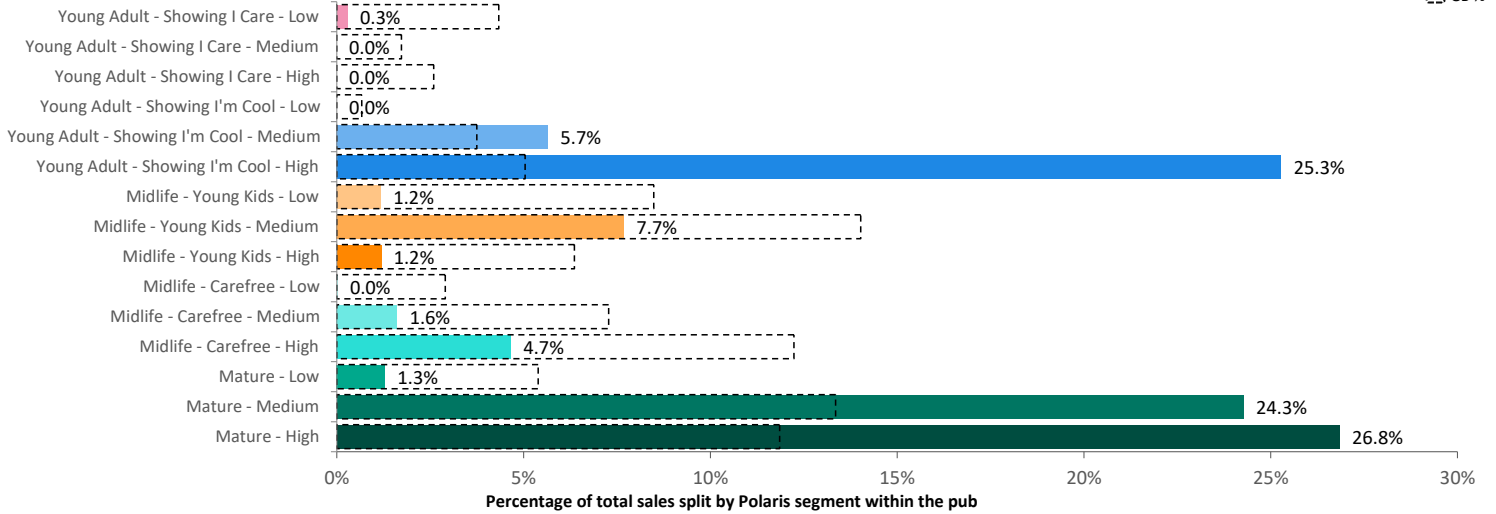


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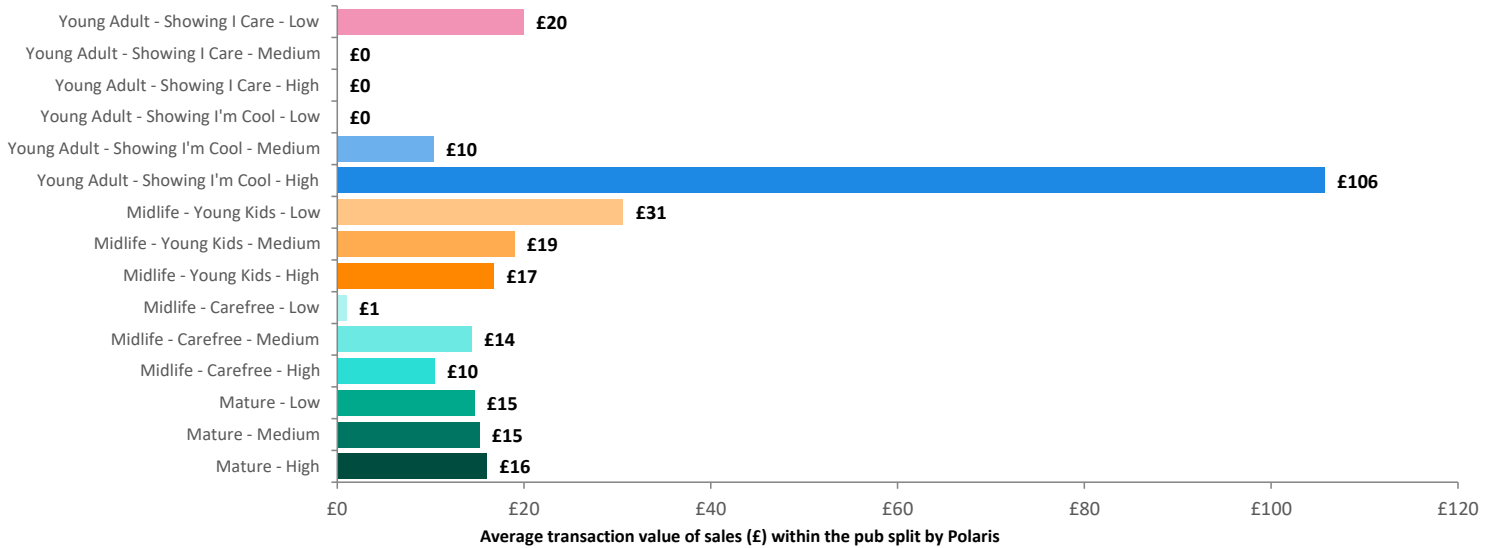


Spend by Polaris

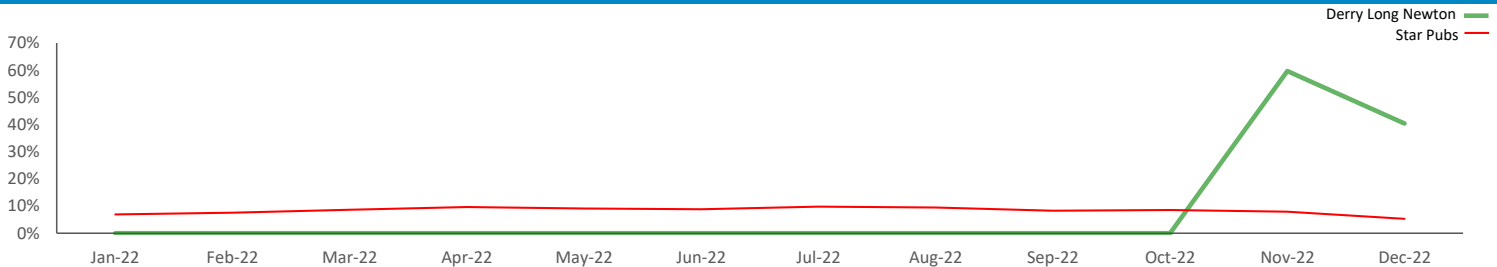
GB %



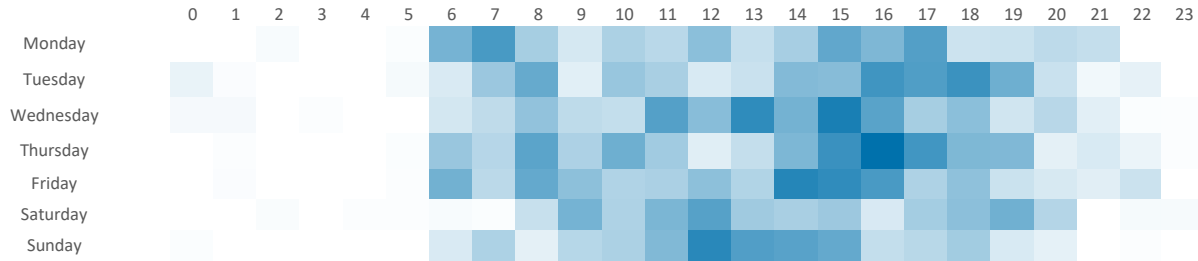
Average Transaction Values (£) by Polaris



Spend by Month

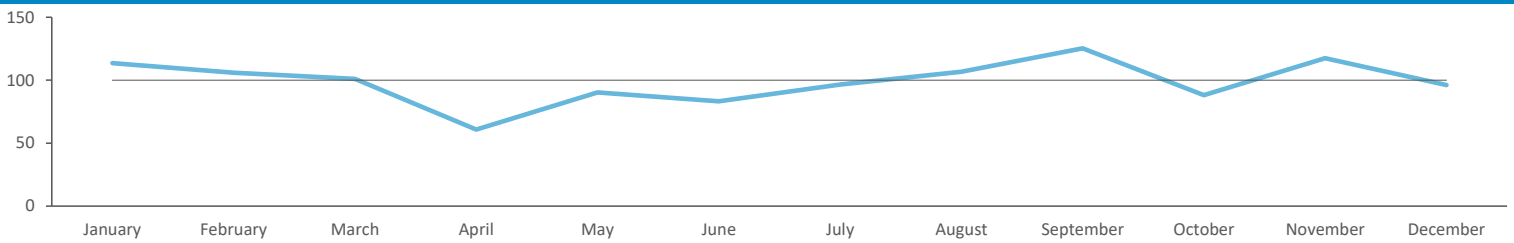


### Time of Day/Day of Week



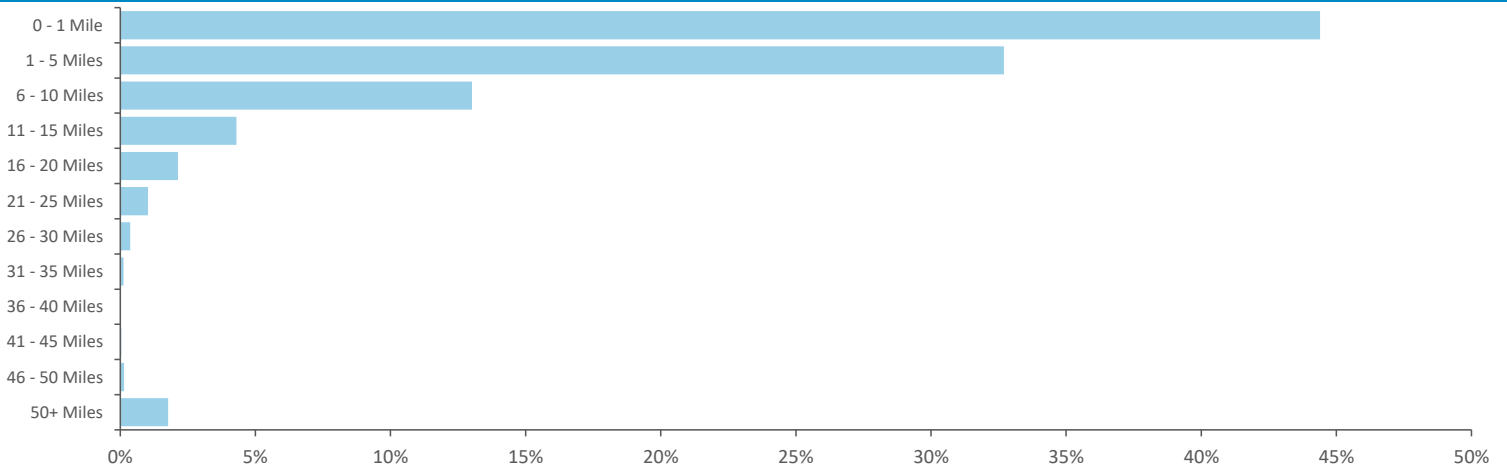
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



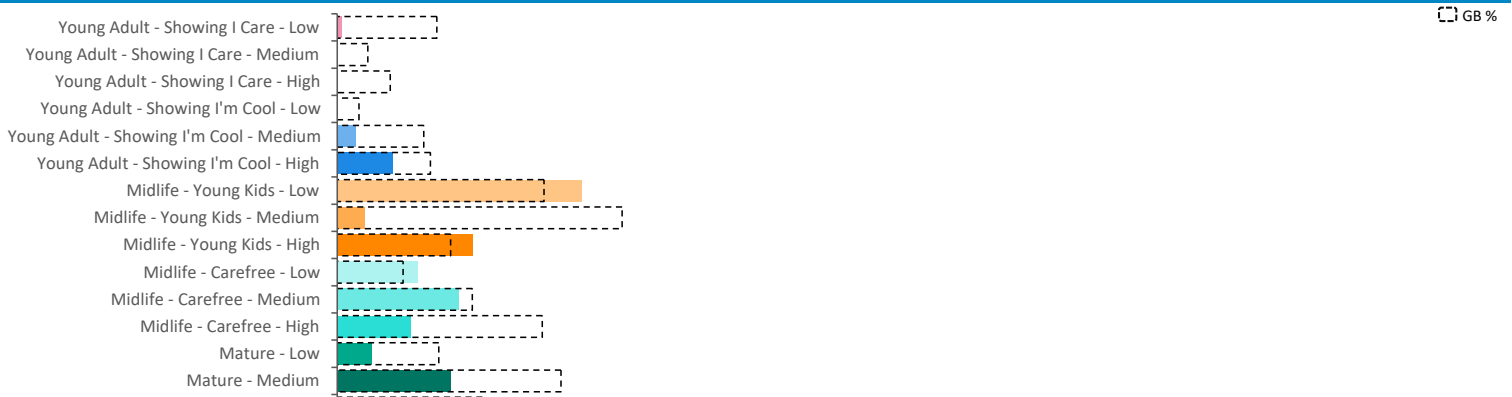
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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 - Derry Long Newton



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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
- N 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	Vane Arms	TS21 1DB	Independent Free	Family Pub Dining	0.1
2	Derry	TS21 1BX	Star Pubs & Bars	Family Pub Dining	0.2