CACI

Catchment Summary - Fox Thorner

★ star
PUBS & BARS

*WT= Walktime, **DT= Drivetime

		Over GB Average
		Around GB Average
		Under GB Average

	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	1,143	1,767	451,839	22	12	119

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**
	Adults 18+	917	1,420	351,662	21	8	118
	Competition Pubs	3	4	479	20	13	132
	Adults 18+ per Competition Pub	306	355	734	37	43	89
	% Adults Likely to Drink	86.4%	85.0%	81.7%	105	103	99
Affluence	Low	6.1%	3.9%	34.2%	24	15	133
	Medium	3.9%	23.5%	31.8%	10	60	81
	High	90.0%	72.5%	32.3%	268	216	96

*Affluence does not include Not Private Households

		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**
Age Profile	18-24	90	123	52,887	97	86	144
	25-34	133	202	69,570	88	86	116
	35-44	104	183	55,930	71	80	96
	45-64	308	492	100,600	105	109	87
	65+	282	420	72,675	129	124	84
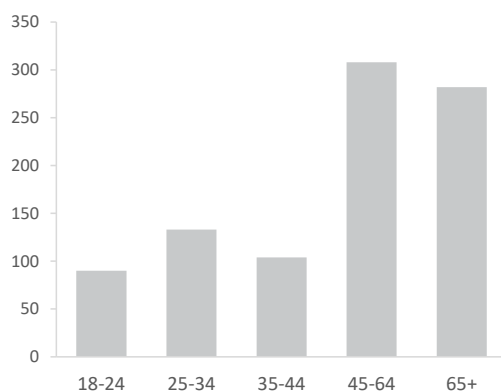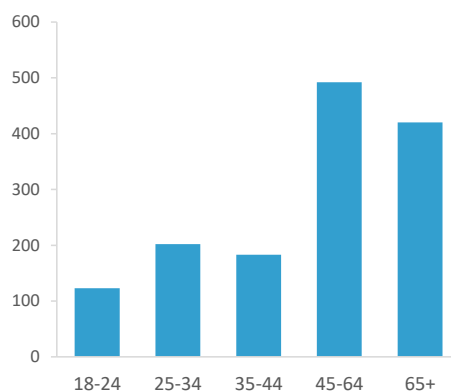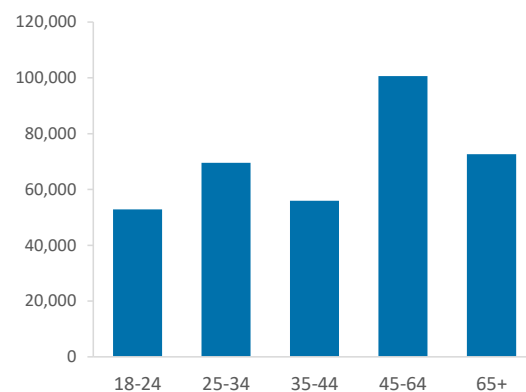
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**

		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	522 (46%)	826 (47%)	221,284 (49%)	92	95	99
	Female	621 (54%)	941 (53%)	230,555 (51%)	107	105	101
Economic Status (16-74)	Employed: Full-time	338 (42%)	539 (43%)	134,540 (41%)	101	103	99
	Employed: Part-time	82 (10%)	144 (11%)	40,782 (12%)	79	88	96
	Self employed	115 (14%)	170 (14%)	25,902 (8%)	150	142	83
	Unemployed	9 (1%)	13 (1%)	8,692 (3%)	47	44	112
	Retired	175 (22%)	251 (20%)	40,855 (13%)	158	145	91
	Other	85 (11%)	138 (11%)	75,774 (23%)	54	56	118
Total Worker Count		330	451	207,874			

See the Glossary page for further information on the above variables

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Polaris Summary - Fox Thorner
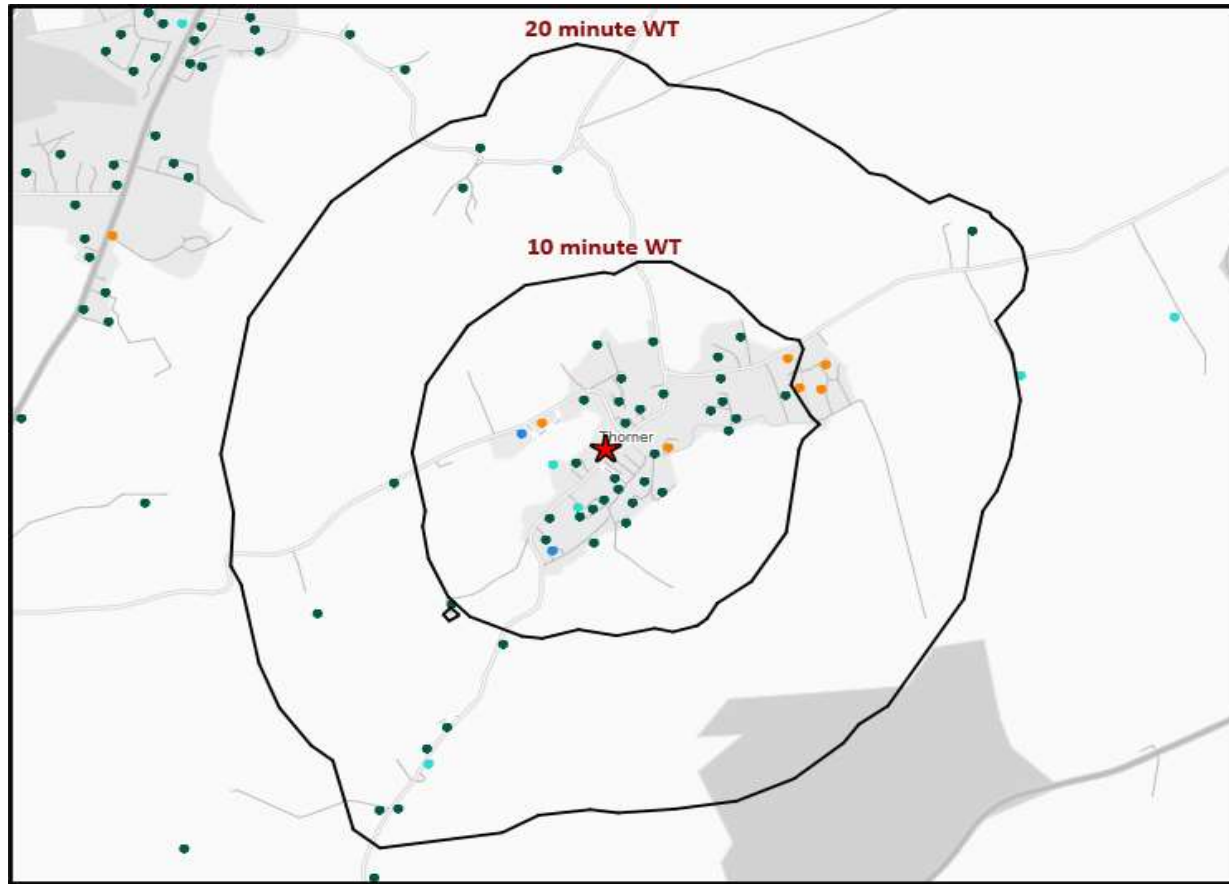
★ Pub Sites
Ν Catchment

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	46,207	0	0	147
Young Adult - Showing I'm Cool	59	59	38,393	70	45	119
Midlife - Young Kids	58	253	90,147	20	57	82
Midlife - Carefree	18	39	75,069	9	13	101
Mature	782	1,069	96,071	305	269	98
Not Private Households	0	0	5,775	0	0	114
Total	917	1,420	351,662			

20 minute WT

⭐ Pub Sites

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
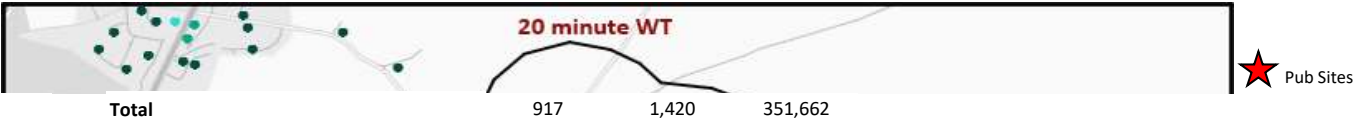- Medium
- High

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	28,562	0	0	194
Medium	0	0	1,548	0	0	32
High	0	0	16,097	0	0	136
Young Adult - Showing I'm Cool						
Low	0	0	68	0	0	2
Medium	0	0	17,527	0	0	135
High	59	59	20,798	144	93	132
Midlife - Young Kids						
Low	0	0	47,247	0	0	121
Medium	36	231	32,937	26	109	63
High	22	22	9,963	45	29	53
Midlife - Carefree						
Low	0	0	20,810	0	0	174
Medium	0	0	19,696	0	0	83
High	18	39	34,563	18	25	90
Mature						
Low	56	56	23,746	103	66	114
Medium	0	103	40,192	0	57	90
High	726	910	32,133	844	683	97
Not Private Households	0	0	5,775	0	0	114

20 minute WT

★ Pub Sites

Total		917	1,420	351,662

Transactional Data Summary - Fox Thorner

Spend by Polaris

⌞ ⌝ GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.9%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	1.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	1.9%
Midlife - Young Kids - Low	0.1%
Midlife - Young Kids - Medium	17.6%
Midlife - Young Kids - High	0.2%
Midlife - Carefree - Low	0.2%
Midlife - Carefree - Medium	0.7%
Midlife - Carefree - High	4.9%
Mature - Low	0.6%
Mature - Medium	9.6%
Mature - High	62.2%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£10
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£12
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£8
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£10
Midlife - Carefree - Low	£6
Midlife - Carefree - Medium	£8
Midlife - Carefree - High	£9
Mature - Low	£11
Mature - Medium	£15
Mature - High	£13

Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

Fox Thorner
Star Pubs
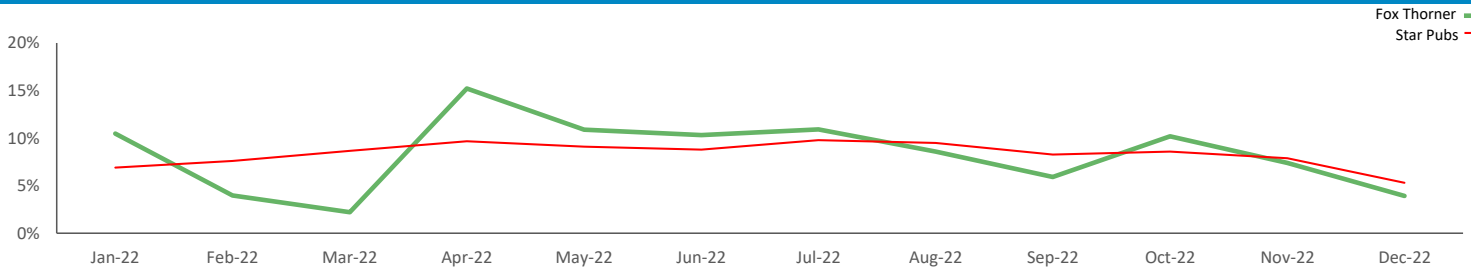
Mobile Data Summary - Fox Thorner

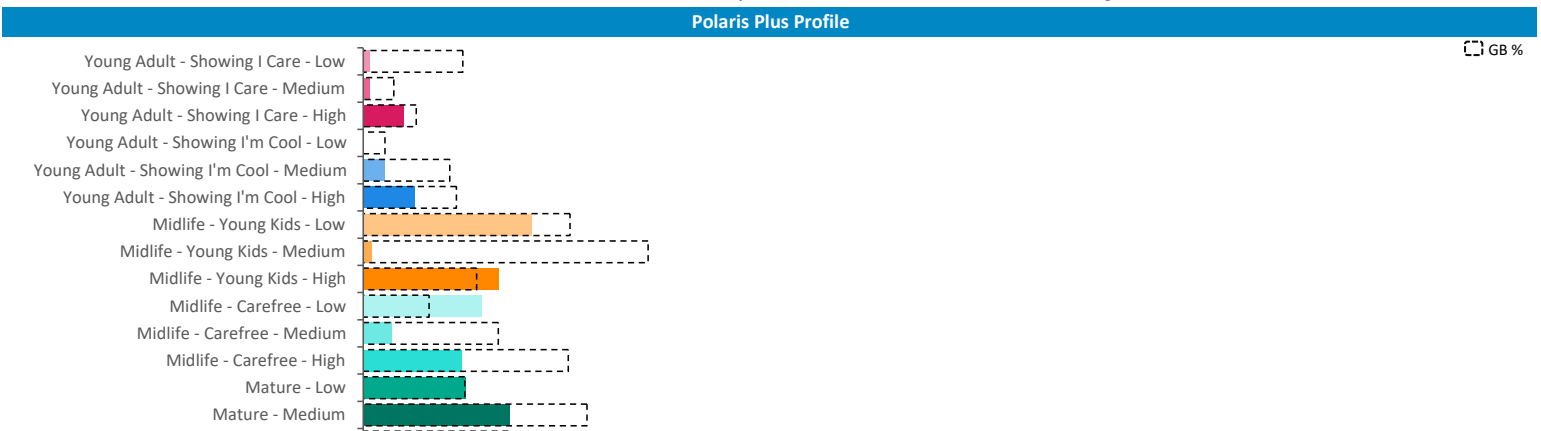## Time of Day/Day of Week
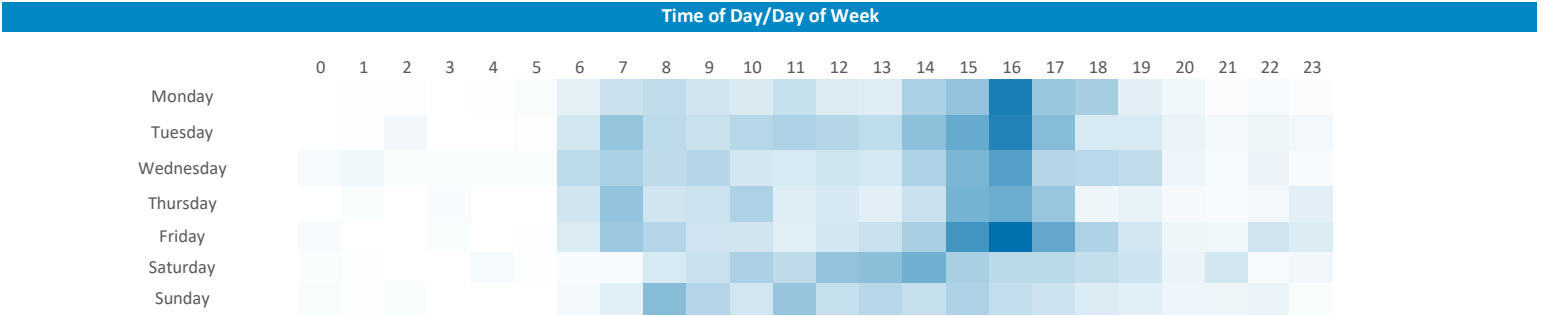
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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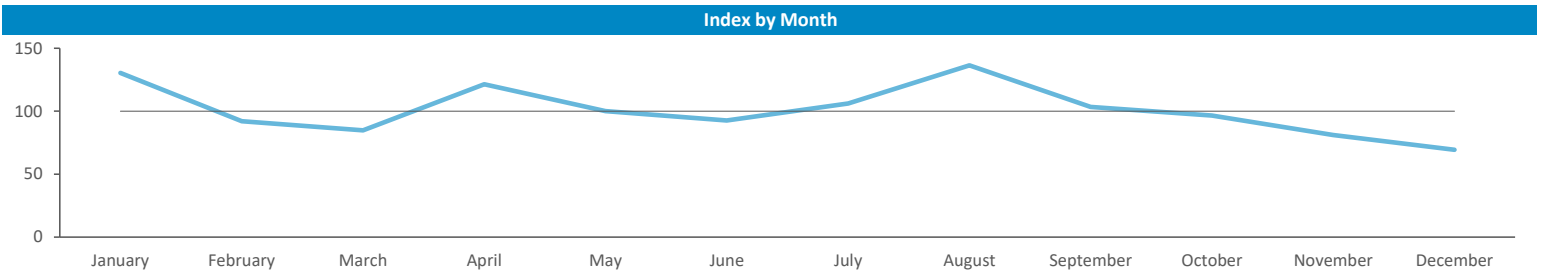
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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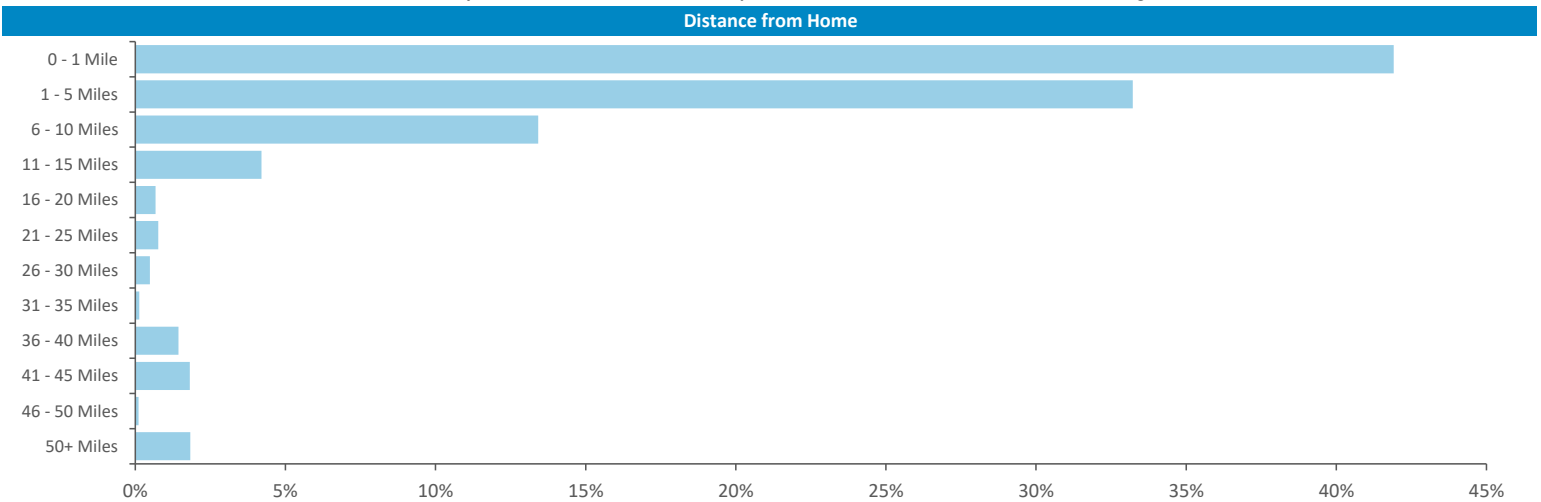
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile

Time of Day/Day of Week

Mature - High

0%   10%   20%   30%   40%   50%   60%

Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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★ star PUBS & BARS

Legend:

★ 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
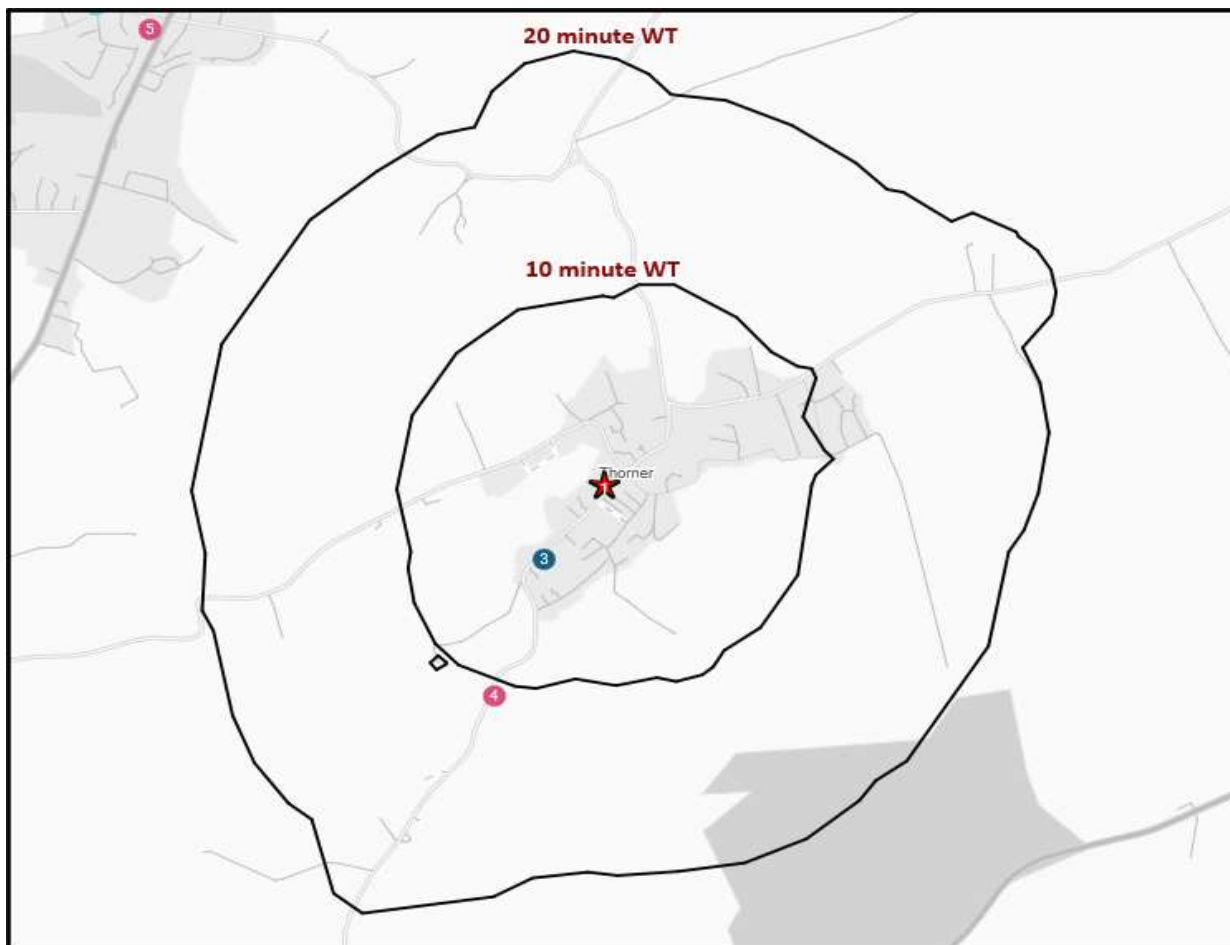
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Mexborough Arms	LS14 3DX	Stonegate Pub Company	Community Pub	0.0
1	Fox	LS14 3DX	Star Pubs & Bars	Community Pub	0.0
3	Post Box Deli	LS14 3BU	Independent Free	ABOS	0.2
4	Beehive	LS14 3DE	Star Pubs & Bars	Family Pub Dining	0.5
5	New Inn	LS14 3AT	Mitchells & Butlers	Family Pub Dining	1.2