

Catchment Summary - Old Glen House Baildon

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*WT= Walktime, **DT= Drivetime

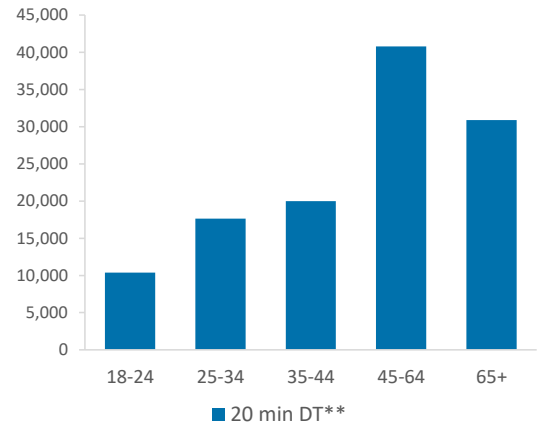
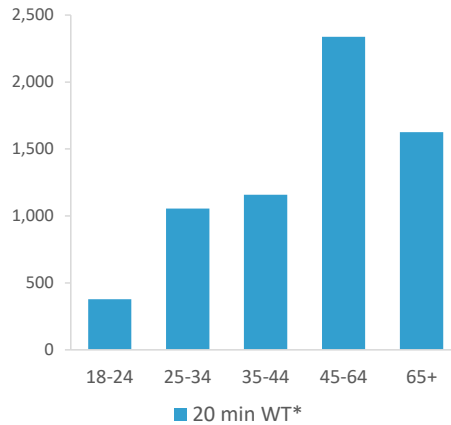
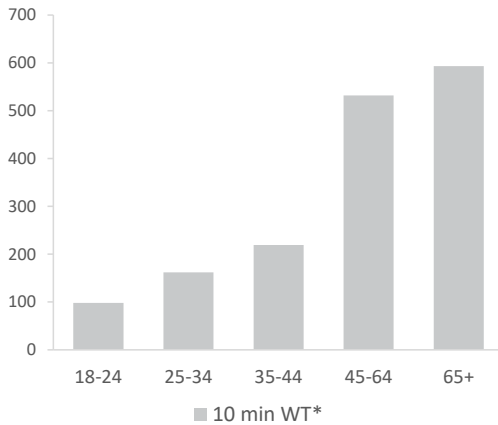
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,962	8,057	153,827	37	55	41
Adults 18+	1,604	6,556	119,664	37	37	40
Competition Pubs	1	14	159	7	44	44
Adults 18+ per Competition Pub	1,604	468	753	194	57	91
% Adults Likely to Drink	83.1%	83.8%	81.3%	101	102	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	33.0%	19.7%	14.5%	128	77	57
	Medium	6.9%	22.1%	36.4%	17	56	92
	High	55.5%	57.1%	47.9%	166	170	143

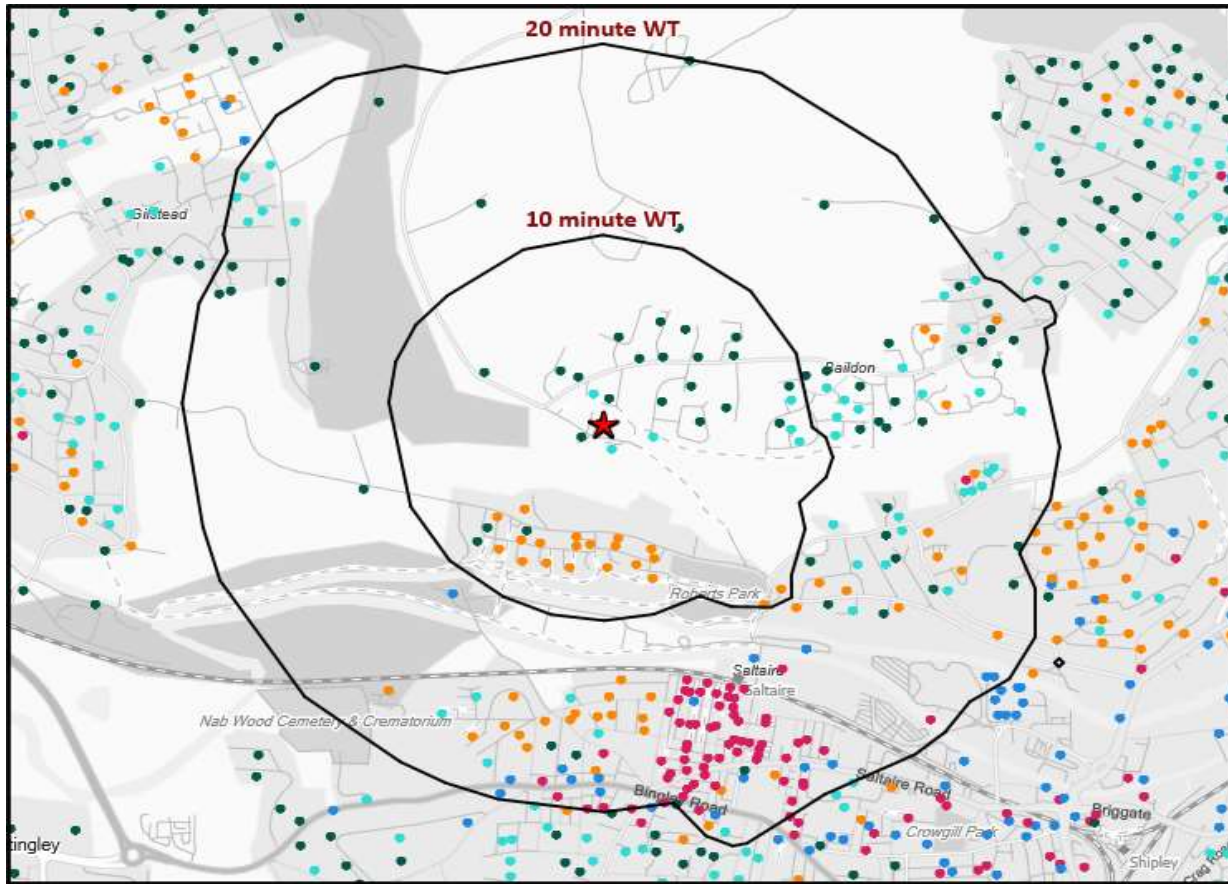
*Affluence does not include Not Private Households

Age Profile	18-24	98	378	10,372	62	58	83
	25-34	162	1,056	17,623	62	99	86
	35-44	219	1,159	19,997	87	112	101
	45-64	532	2,337	40,774	106	113	104
	65+	593	1,626	30,898	158	106	105



	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	954 (49%)	4,013 (50%)	75,785 (49%)	98	101	100
	Female	1,008 (51%)	4,044 (50%)	78,042 (51%)	102	99	100
Economic Status (16-74)							
	Employed: Full-time	498 (37%)	2,809 (47%)	45,293 (42%)	89	112	100
	Employed: Part-time	185 (14%)	782 (13%)	15,439 (14%)	106	100	109
	Self employed	133 (10%)	580 (10%)	10,803 (10%)	104	101	104
	Unemployed	28 (2%)	117 (2%)	2,335 (2%)	88	82	90
	Retired	284 (21%)	904 (15%)	16,055 (15%)	154	109	107
	Other	211 (16%)	839 (14%)	19,117 (18%)	80	71	89
Total Worker Count		377	3,379	50,520			

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	1,566	15,824	0	268	148
Young Adult - Showing I'm Cool	0	562	7,437	0	93	68
Midlife - Young Kids	510	1,610	25,973	101	78	69
Midlife - Carefree	231	946	32,013	68	69	127
Mature	789	1,798	37,046	176	98	111
Not Private Households	74	74	1,371	321	78	80
Total	1,604	6,556	119,664			

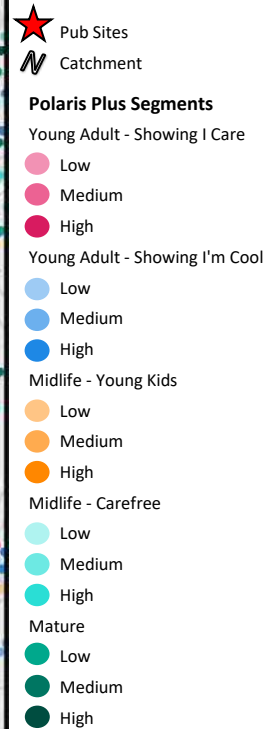
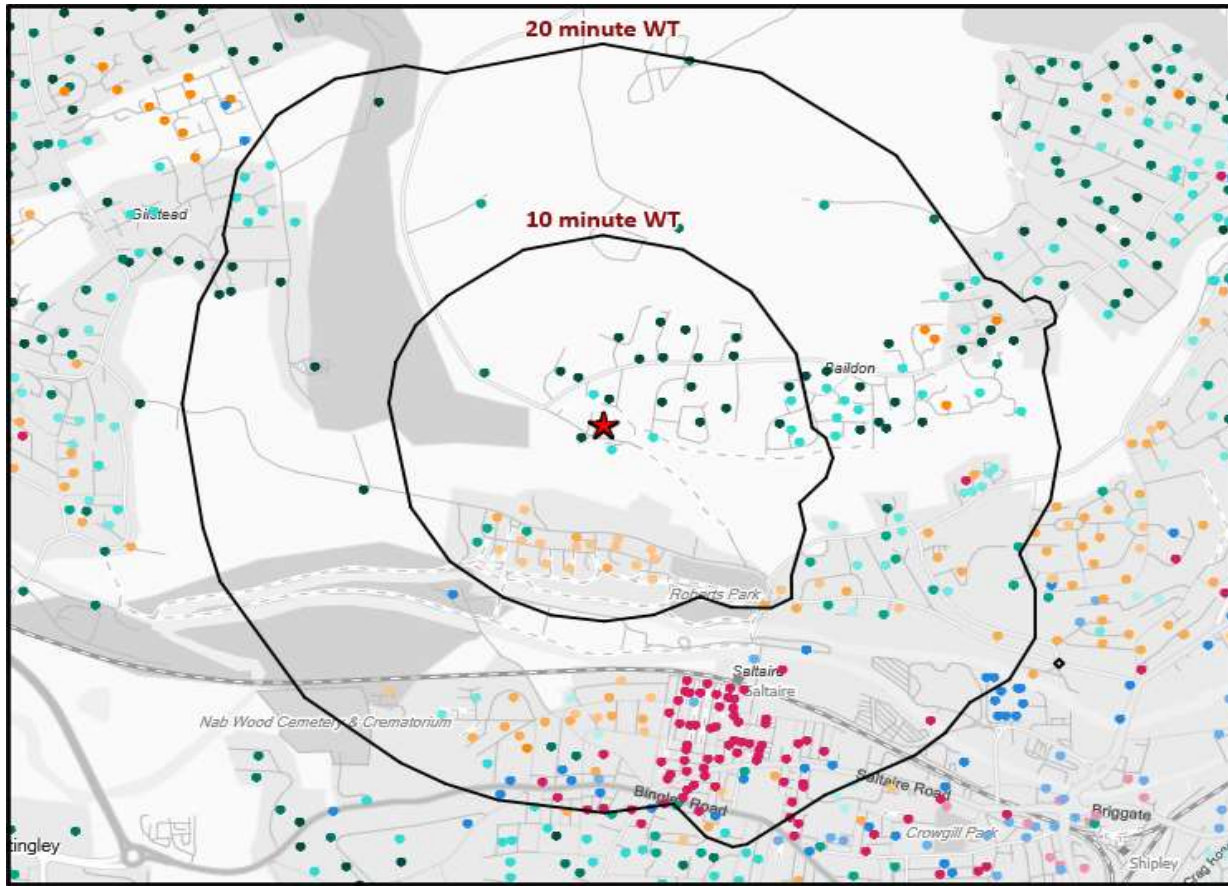
Polaris Summary - Old Glen House Baildon



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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	840	0	0	17
Medium	0	0	0	0	0	0
High	0	1,566	14,984	0	709	372
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	39	2,617	0	16	59
High	0	523	4,820	0	178	90
Midlife - Young Kids						
Low	426	814	5,923	239	112	45
Medium	84	681	14,977	35	70	84
High	0	115	5,073	0	33	79
Midlife - Carefree						
Low	0	37	3,627	0	17	89
Medium	7	332	10,885	6	75	135
High	224	577	17,501	128	81	134
Mature						
Low	103	440	7,017	108	113	99
Medium	19	398	15,049	9	48	99
High	667	960	14,980	443	156	133
Not Private Households	74	74	1,371	321	78	80

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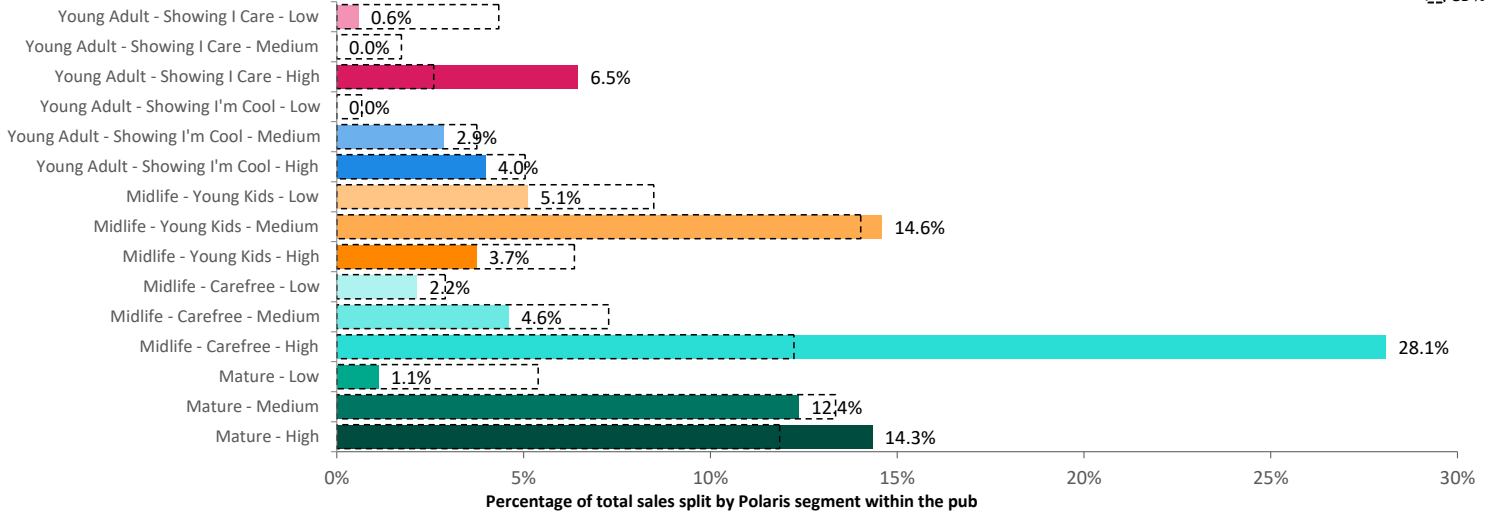


★ Pub Sites

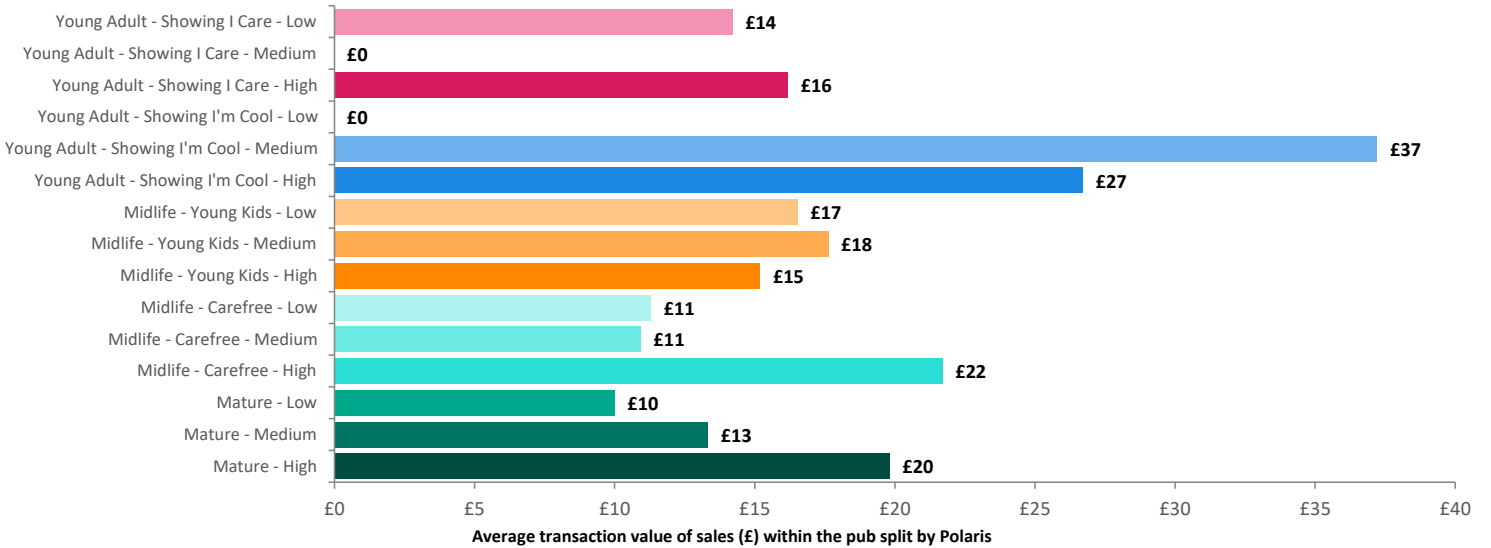
Total 1,604 6,556 119,664

Spend by Polaris

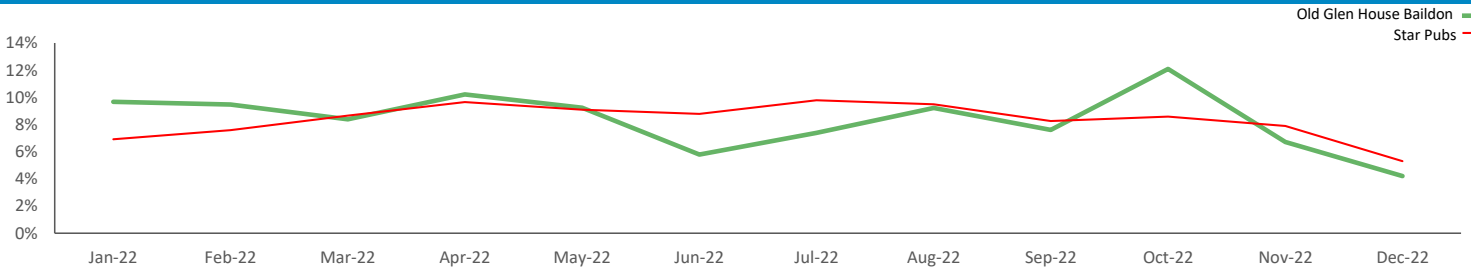
GB %



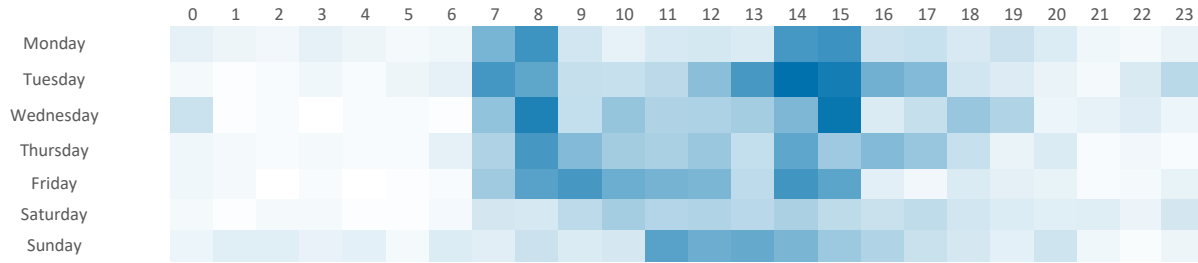
Average Transaction Values (£) by Polaris



Spend by Month

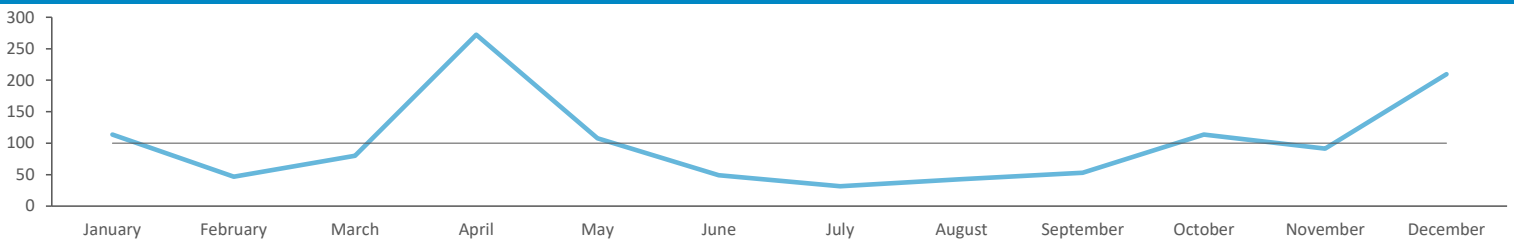


Time of Day/Day of Week



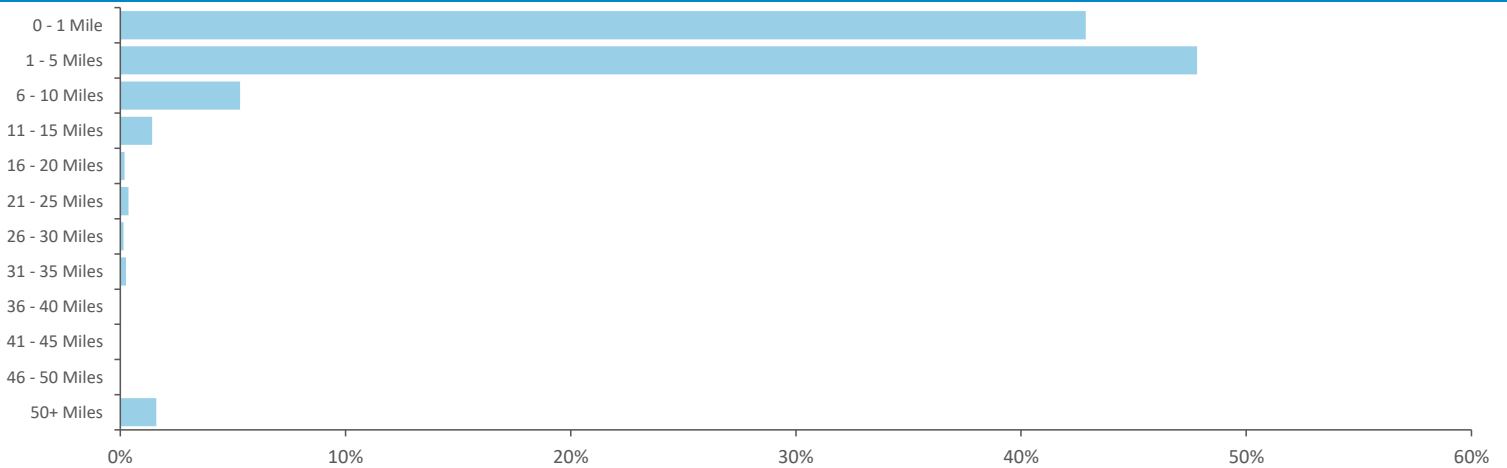
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



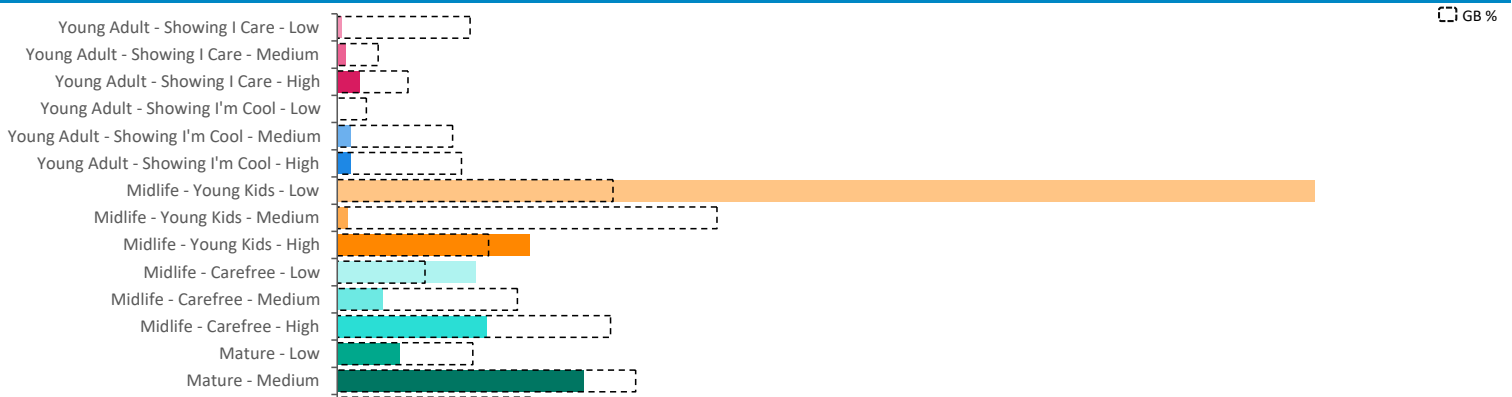
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

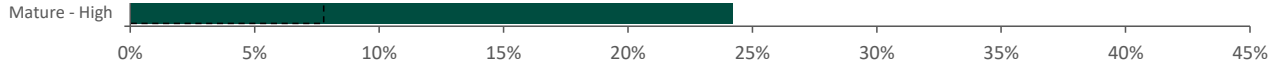


Mobile Data Summary - Old Glen House Baildon

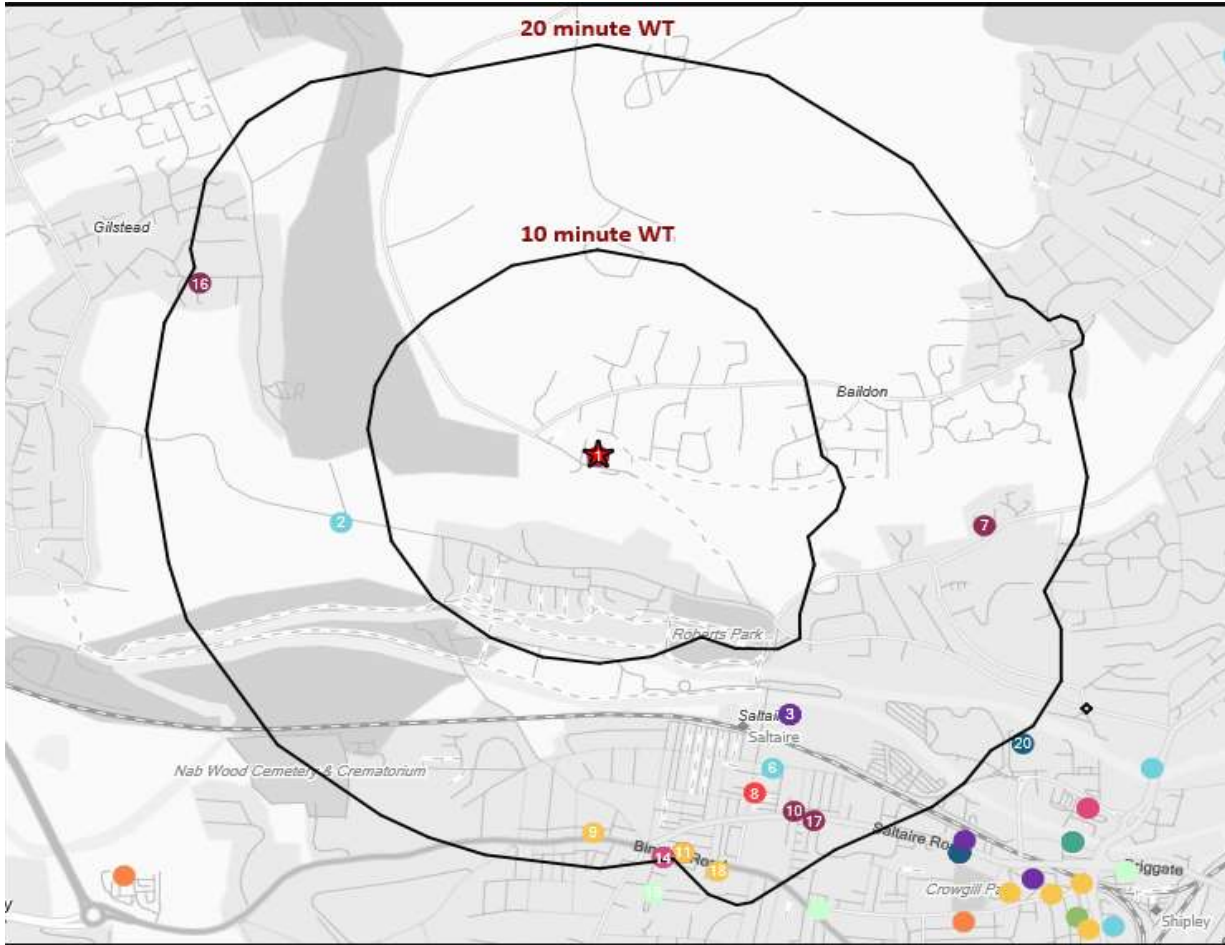


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Time of Day/Day of Week



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	Old Glen House	BD17 5BN	Star Pubs & Bars	Premium Local	0.0
2	Bradford Amateur Rowing Club	BD17 5SP	Independent Free	Clubland	0.4
3	Boathouse	BD18 3LA	Punch Pub Company	Casual Dining	0.6
3	Salts Diner	BD18 3LA	Independent Free	Restaurants	0.6
3	Dont Tell Titus	BD18 3LA	Independent Free	Restaurants	0.6
6	Caroline St Social Club	BD18 3JZ	Independent Free	Clubland	0.6
7	Cricketers Arms	BD17 7NE	Unknown	Premium Local	0.7
8	Victoria Hall	BD18 3JS	Independent Free	Large Venue	0.7
9	Salt Bar And Kitchen	BD18 4DH	Ossett Brewery	High Street Pub	0.7
10	Fannys Ale & Cider House	BD18 3JN	Independent Free	Premium Local	0.7
11	Terrace	BD18 4SB	Independent Free	High Street Pub	0.7
11	La Rue Restaurant	BD18 4SB	Independent Free	Restaurants	0.7
11	Tallulah	BD18 4SB	Independent Free	High Street Pub	0.7
14	Bar 56	BD18 4SD	Independent Free	ABOS	0.7
14	Rosse	BD18 4SD	Concept Taverns	Family Pub Dining	0.7
16	Glen	BD16 3LN	Star Pubs & Bars	Premium Local	0.7
17	Salt Cellar	BD18 3JF	Trust Inns Limited	Premium Local	0.8
18	Als Star Bar	BD18 4RS	Independent Free	High Street Pub	0.8
19	Cap And Collar	BD18 4SJ	Independent Free	Community Pub	0.8
20	Victoria Mills	BD17 7EF	Independent Free	ABOS	0.9