

# Catchment Summary - Green Tree Inn Messingham



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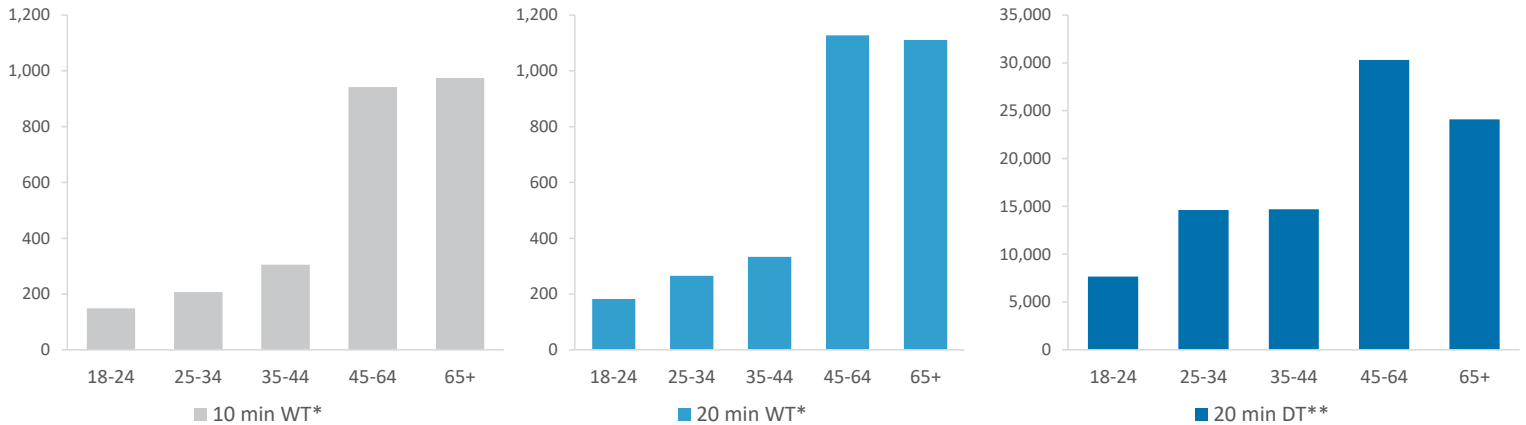


\*WT= Walktime, \*\*DT= Drivetime

	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	3,134	3,663	116,282	59	25	31	
Adults 18+	2,578	3,018	91,373	59	17	31	
Competition Pubs	4	6	97	27	19	27	
Adults 18+ per Competition Pub	645	503	942	78	61	114	
% Adults Likely to Drink	83.4%	83.0%	81.8%	101	101	99	
Affluence	Low	10.6%	9.0%	25.8%	41	35	100
	Medium	56.3%	53.8%	54.4%	143	137	138
	High	33.1%	37.1%	18.5%	99	111	55
Age Profile	18-24	149	182	7,662	59	61	81
	25-34	207	265	14,623	50	54	95
	35-44	305	333	14,692	76	71	98
	45-64	942	1,127	30,298	118	120	102
	65+	975	1,111	24,098	163	159	108

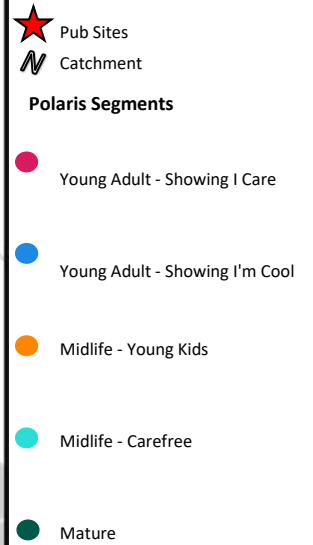
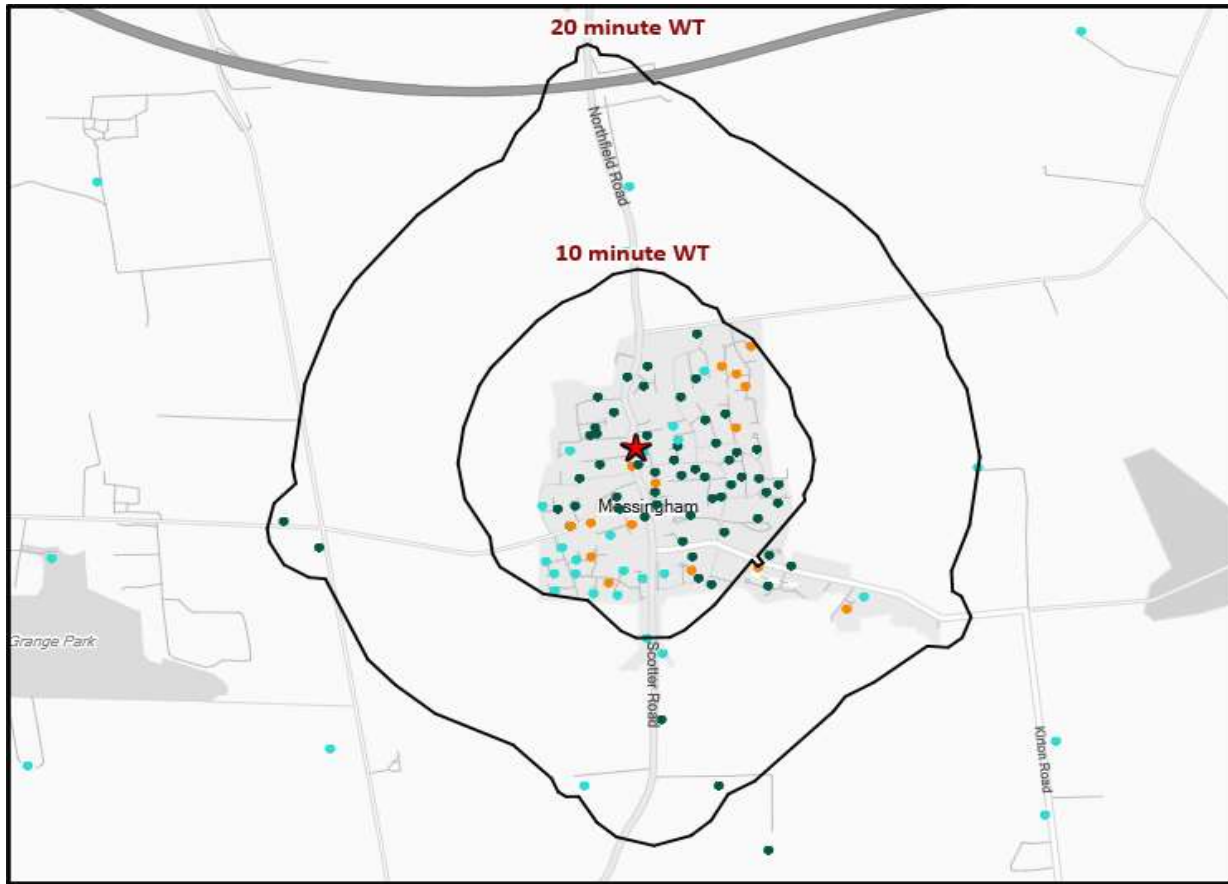
Population & Adults 18+ index is based on all pubs

\*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**	
Gender	Male	1,487 (47%)	1,762 (48%)	57,593 (50%)	96	97	100
	Female	1,647 (53%)	1,901 (52%)	58,689 (50%)	104	103	100
Economic Status (16-74)	Employed: Full-time	921 (43%)	1,089 (43%)	34,931 (42%)	103	103	102
	Employed: Part-time	351 (16%)	405 (16%)	12,489 (15%)	125	123	116
	Self employed	138 (6%)	179 (7%)	4,903 (6%)	67	74	62
	Unemployed	27 (1%)	30 (1%)	2,440 (3%)	53	50	124
	Retired	509 (24%)	577 (23%)	13,397 (16%)	171	165	118
	Other	208 (10%)	262 (10%)	14,515 (18%)	49	52	89
Total Worker Count	620	1,080	63,759				

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	772	0	0	9
Young Adult - Showing I'm Cool	0	0	4,859	0	0	58
Midlife - Young Kids	546	586	27,893	67	62	97
Midlife - Carefree	399	662	31,400	74	104	163
Mature	1,633	1,770	25,196	226	210	99
<b>Not Private Households</b>	0	0	1,253	0	0	95
<b>Total</b>	2,578	3,018	91,373			

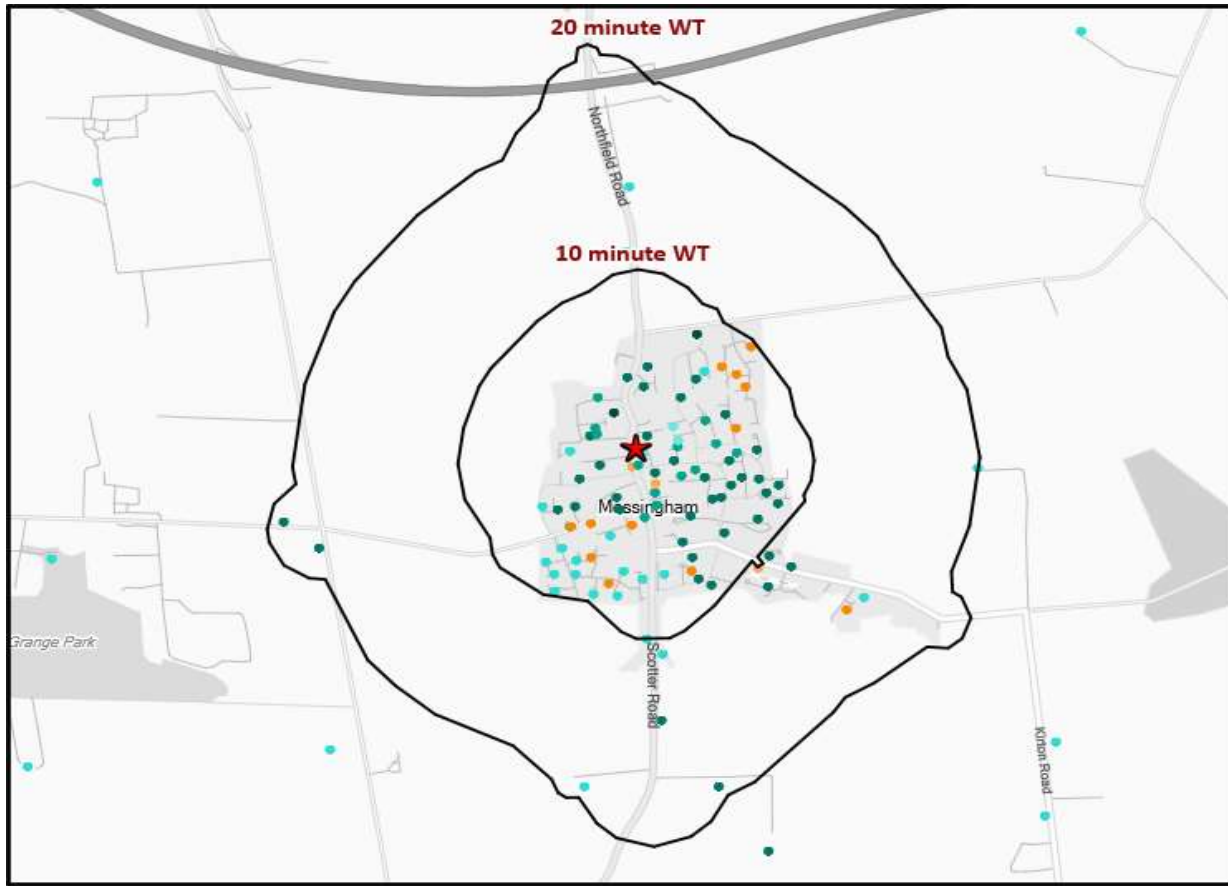
# Polaris Summary - Green Tree Inn Messingham



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★ Pub Sites



- 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

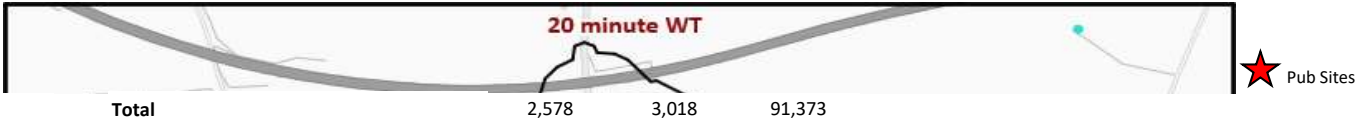
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	4	0	0	0
Medium	0	0	0	0	0	0
High	0	0	768	0	0	25
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	3,579	0	0	106
High	0	0	1,280	0	0	31
<b>Midlife - Young Kids</b>						
Low	0	0	12,280	0	0	121
Medium	54	90	11,496	14	20	84
High	492	496	4,117	354	305	84
<b>Midlife - Carefree</b>						
Low	0	0	4,912	0	0	158
Medium	85	85	17,760	49	42	289
High	314	577	8,728	112	175	87
<b>Mature</b>						
Low	273	273	6,351	178	152	117
Medium	1,312	1,449	16,830	402	379	146
High	48	48	2,015	20	17	24
<b>Not Private Households</b>	0	0	1,253	0	0	95

# Polaris Summary - Green Tree Inn Messingham

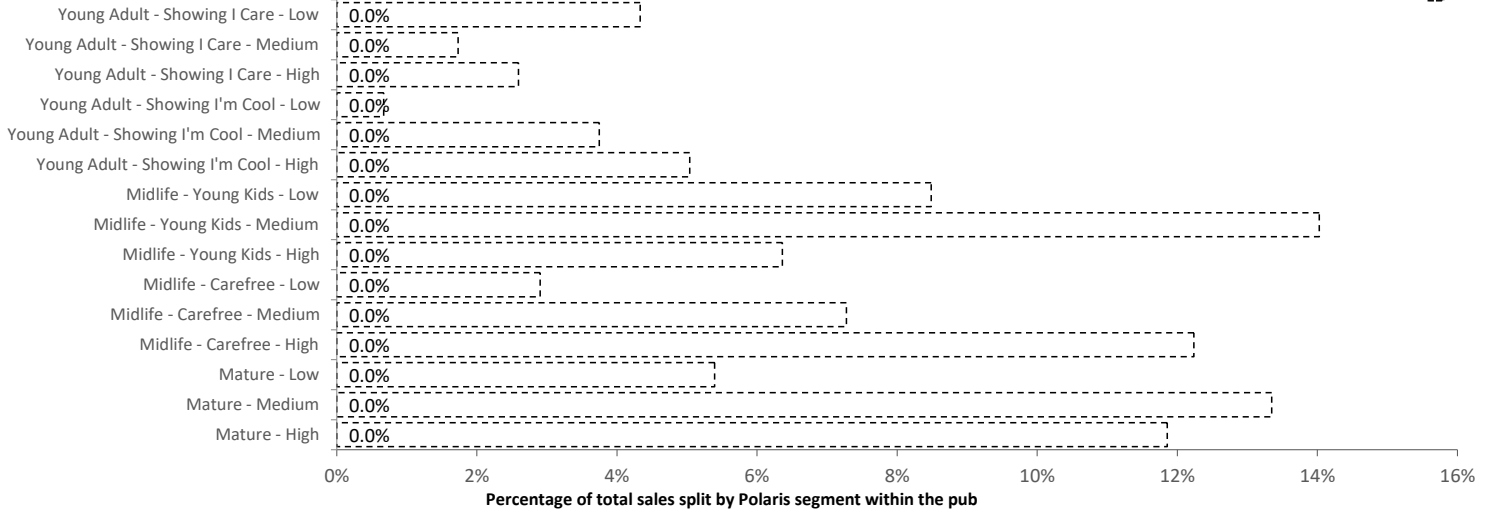


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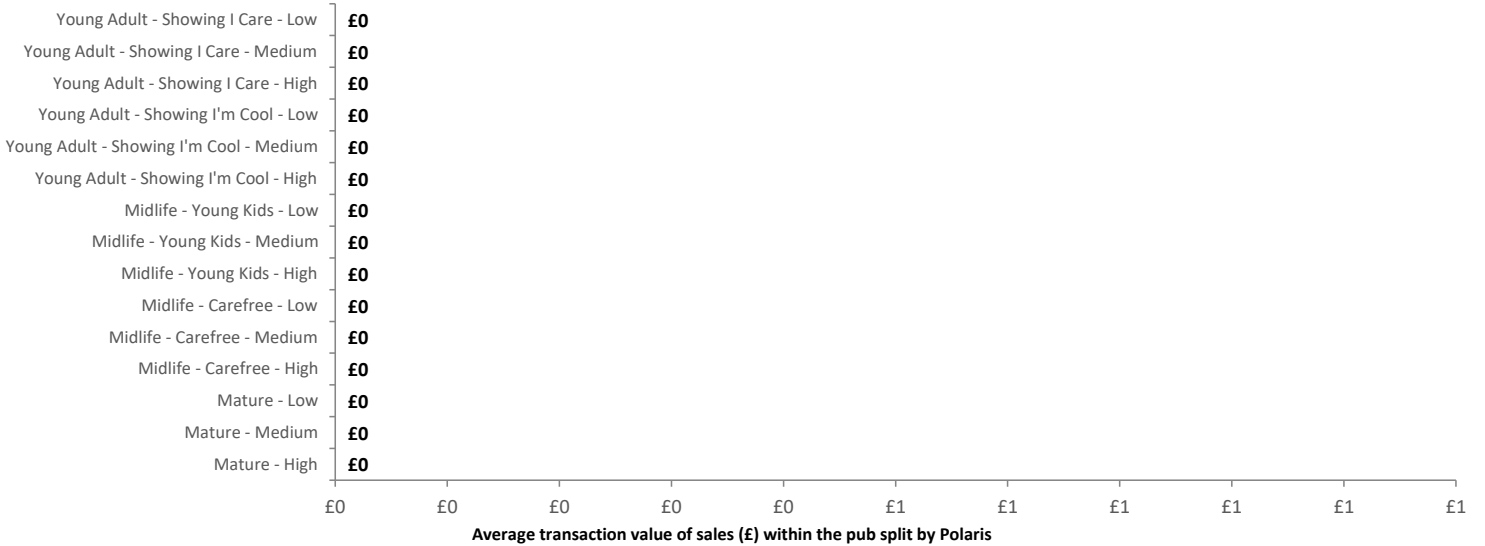


Spend by Polaris

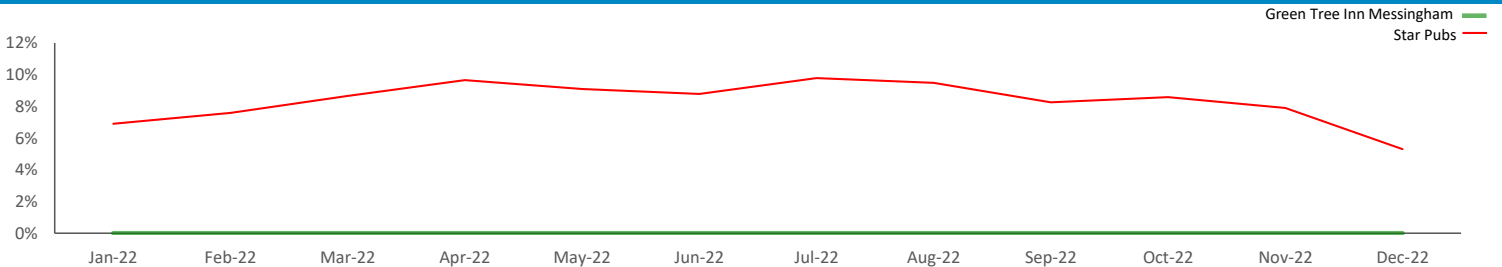
GB %



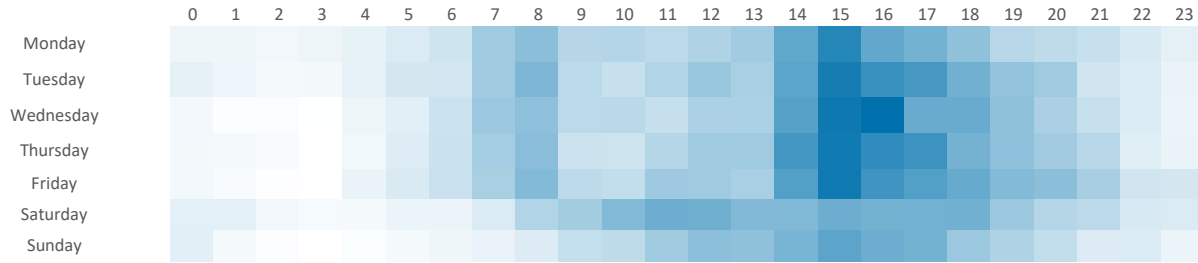
Average Transaction Values (£) by Polaris



Spend by Month

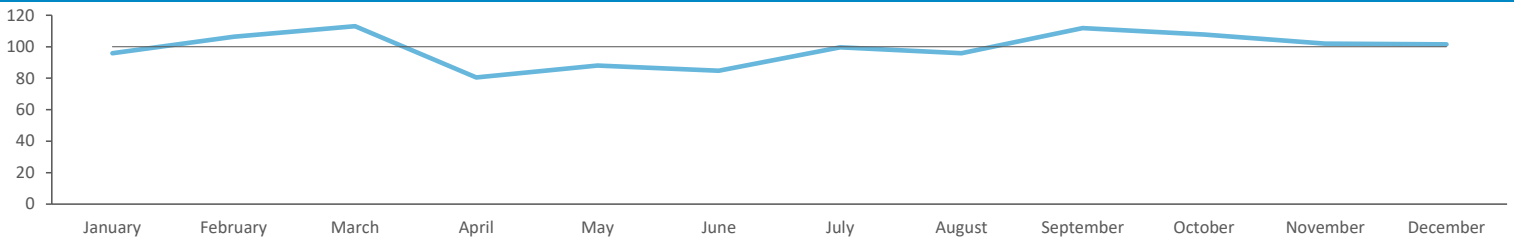


## Time of Day/Day of Week



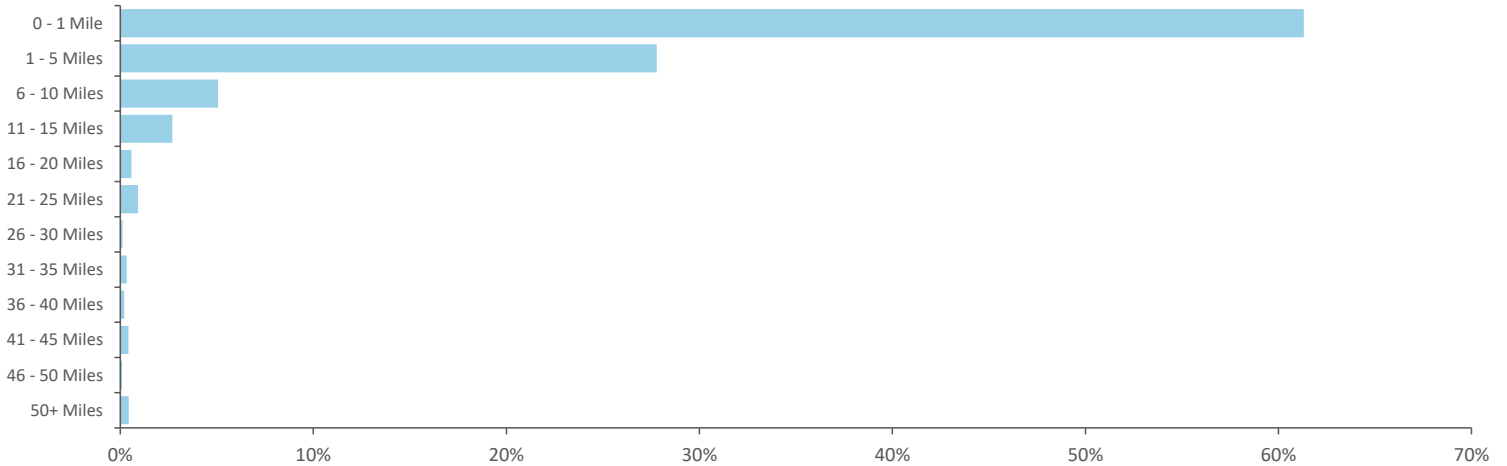
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



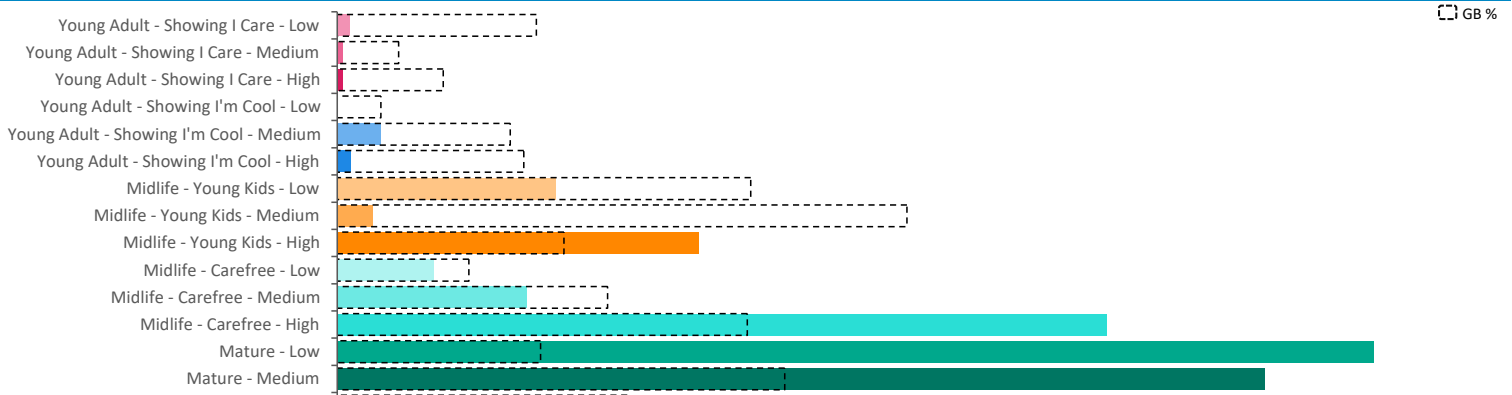
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

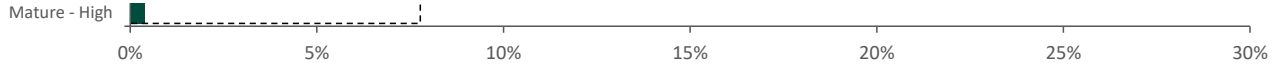


# Mobile Data Summary - Green Tree Inn Messingham



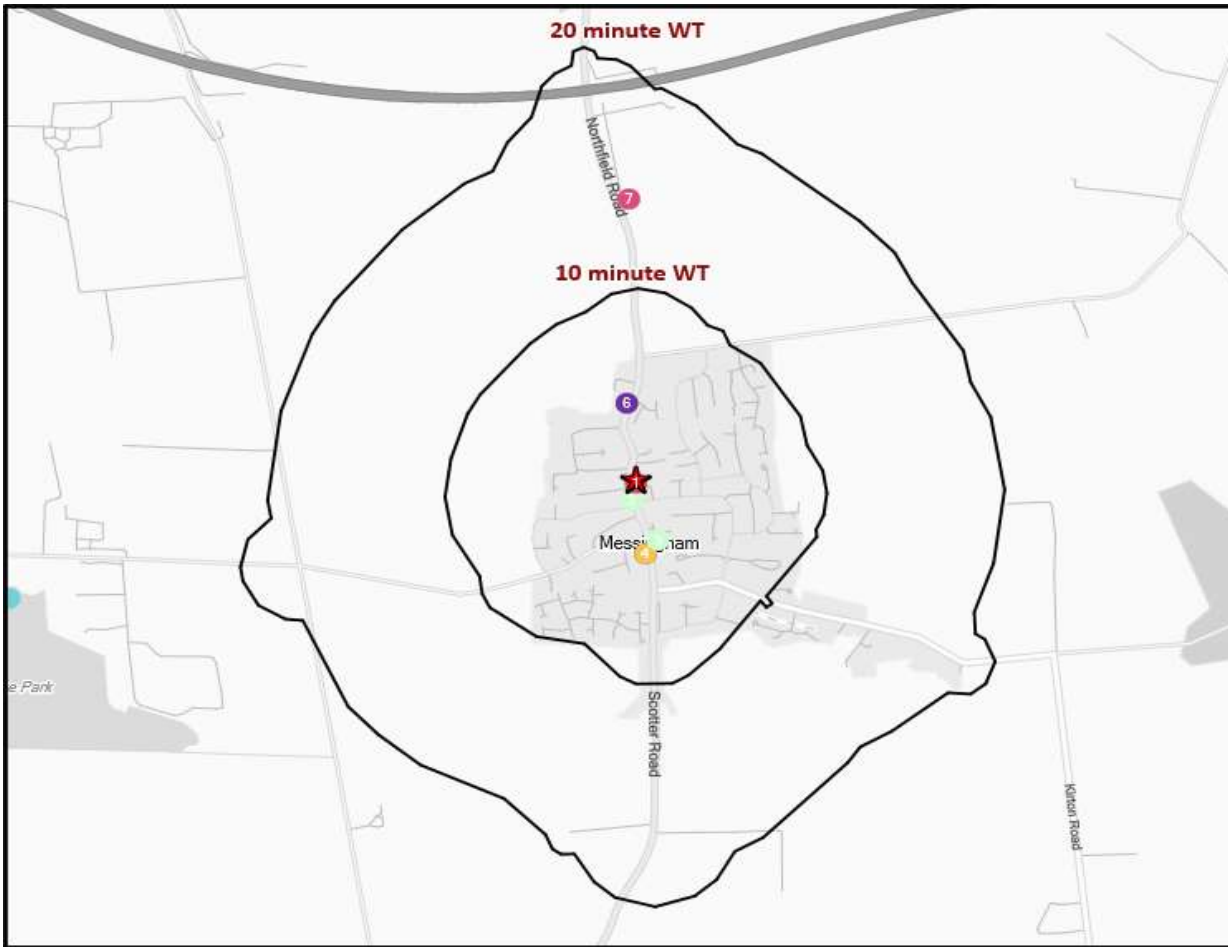
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## Time of Day/Day of Week



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	Green Tree Inn	DN17 3RX	Star Pubs & Bars	Family Pub Dining	0.0
2	Crown	DN17 3RS	Stonegate Pub Company	Community Pub	0.0
3	Horn Inn	DN17 3NU	Stonegate Pub Company	Community Pub	0.1
4	Stables	DN17 3NT	Independent Free	Restaurants	0.2
4	Pooleys	DN17 3NT	Independent Free	High Street Pub	0.2
6	Old School	DN17 3SA	Independent Free	Restaurants	0.2
7	Bird In The Barley	DN17 3SQ	Marston's	Family Pub Dining	0.6