

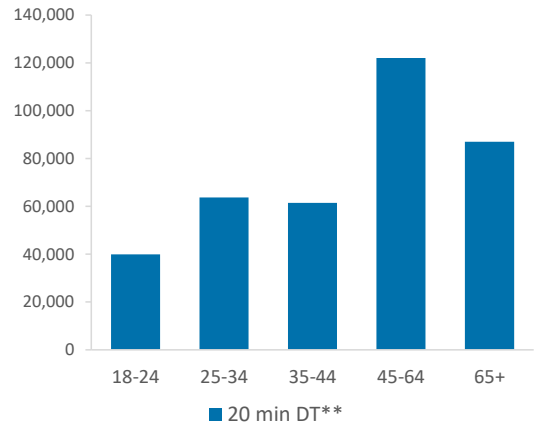
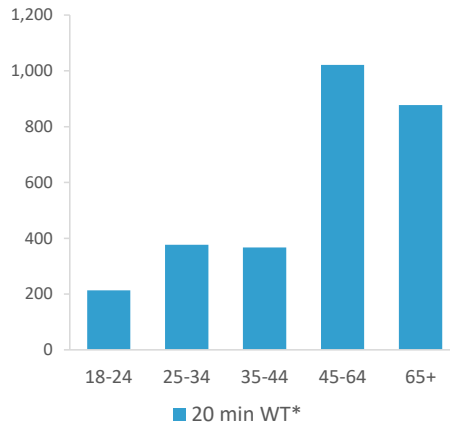
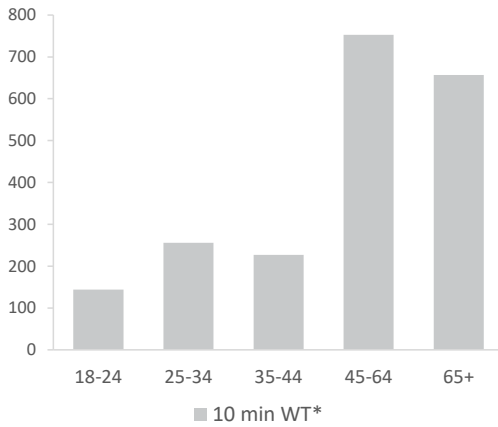
Catchment Summary - Green Man Willington

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

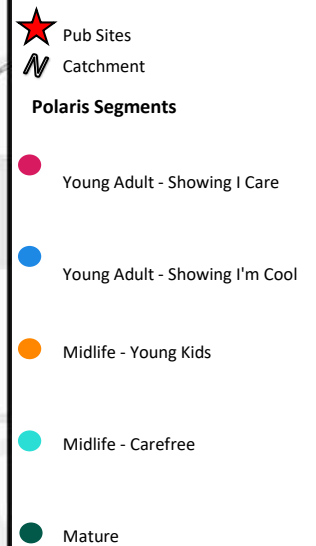
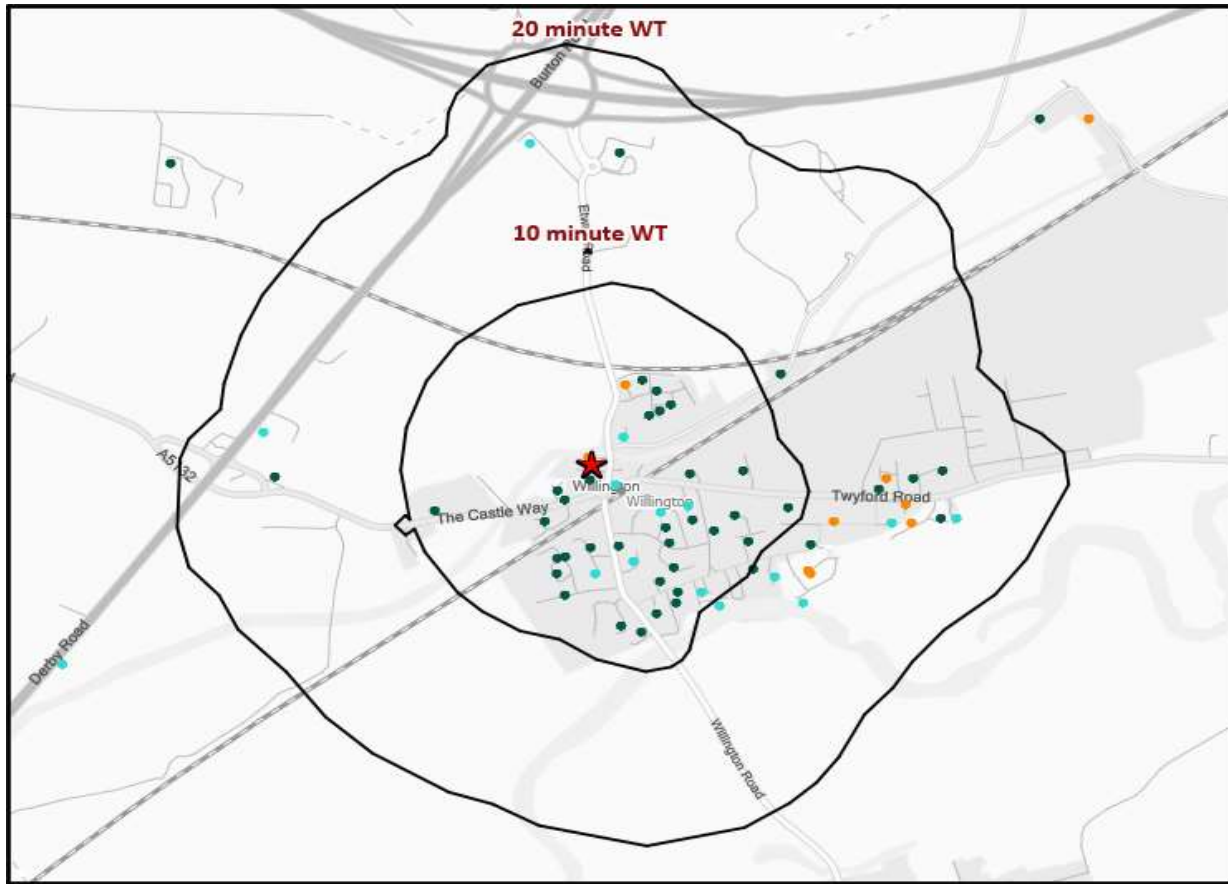
*WT= Walktime, **DT= Drivetime

		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		2,410	3,439	481,207	46	24	127
Population & Adults 18+ index is based on all pubs							
Adults 18+		2,037	2,855	374,112	47	16	125
Competition Pubs		5	5	499	33	16	138
Adults 18+ per Competition Pub		407	571	750	49	69	91
% Adults Likely to Drink		83.1%	82.9%	81.8%	101	101	99
Affluence	Low	4.6%	3.3%	20.2%	18	13	79
	Medium	49.3%	54.3%	44.0%	125	138	112
	High	46.1%	42.5%	34.4%	137	127	103
*Affluence does not include Not Private Households							
Age Profile	18-24	144	213	39,919	74	76	102
	25-34	256	377	63,698	80	82	100
	35-44	227	367	61,432	73	83	99
	45-64	753	1,021	122,026	122	116	99
	65+	657	877	87,037	143	133	95



		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	1,188 (49%)	1,719 (50%)	239,227 (50%)	100	101	101
	Female	1,222 (51%)	1,720 (50%)	241,980 (50%)	100	99	99
Economic Status (16-74)	Employed: Full-time	803 (45%)	1,136 (45%)	145,447 (42%)	108	108	102
	Employed: Part-time	235 (13%)	361 (14%)	47,800 (14%)	101	110	107
	Self employed	167 (9%)	246 (10%)	26,693 (8%)	98	102	81
	Unemployed	24 (1%)	34 (1%)	8,345 (2%)	57	57	102
	Retired	350 (20%)	457 (18%)	47,735 (14%)	142	131	101
	Other	204 (11%)	297 (12%)	67,205 (20%)	58	60	99
Total Worker Count		574	791	249,777			

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	28,443	0	0	85
Young Adult - Showing I'm Cool	0	0	34,498	0	0	100
Midlife - Young Kids	87	517	108,750	14	58	93
Midlife - Carefree	441	507	78,854	103	84	100
Mature	1,509	1,831	118,395	265	229	113
Not Private Households	0	0	5,172	0	0	96
Total	2,037	2,855	374,112			

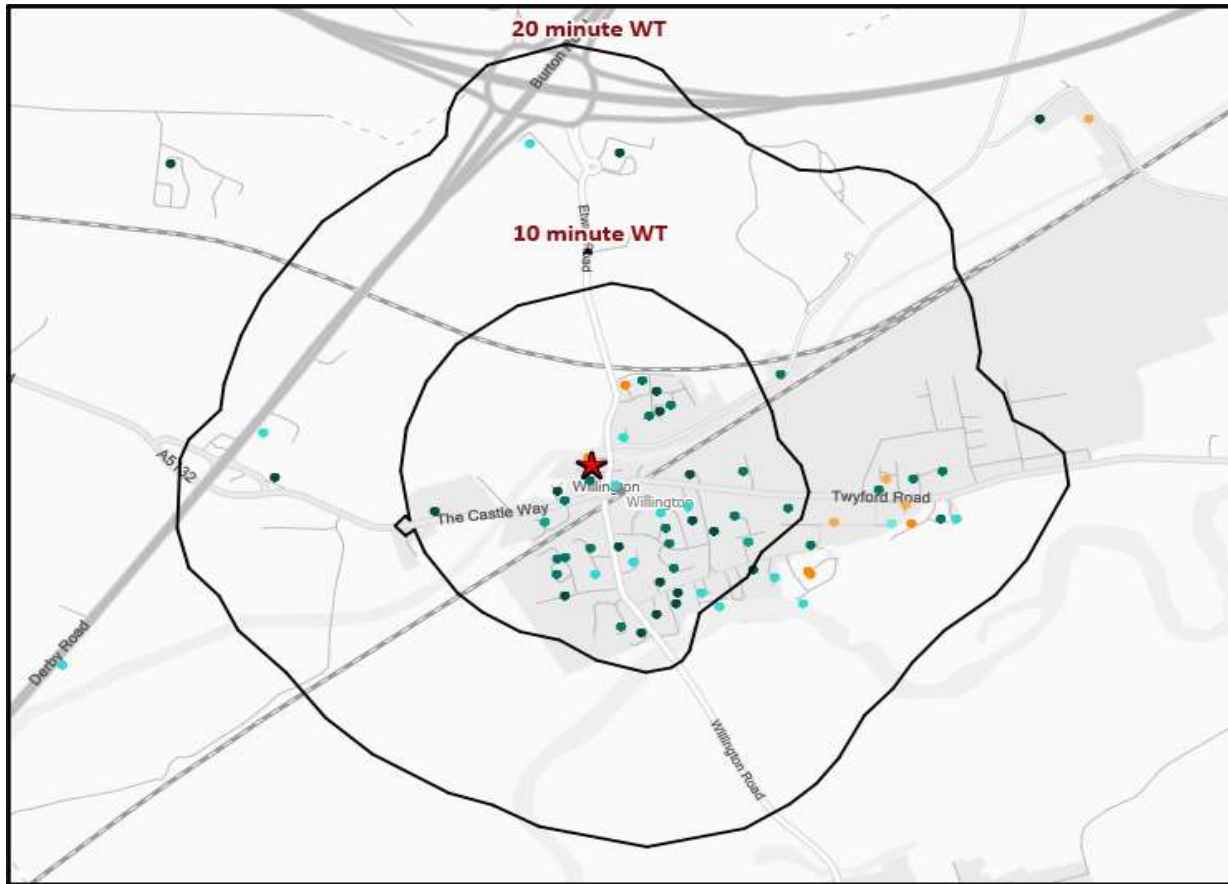
Polaris Summary - Green Man Willington



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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**
Young Adult - Showing I Care						
Low	0	0	6,471	0	0	41
Medium	0	0	363	0	0	7
High	0	0	21,609	0	0	171
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	19,760	0	0	143
High	0	0	14,738	0	0	88
Midlife - Young Kids						
Low	0	0	32,890	0	0	79
Medium	75	281	48,728	25	66	87
High	12	236	27,132	11	153	135
Midlife - Carefree						
Low	0	0	15,307	0	0	120
Medium	0	23	35,997	0	12	143
High	441	484	27,550	198	155	67
Mature						
Low	93	93	20,763	77	55	93
Medium	930	1,245	59,881	361	345	126
High	486	493	37,751	254	184	108
Not Private Households	0	0	5,172	0	0	96

Polaris Summary - Green Man Willington



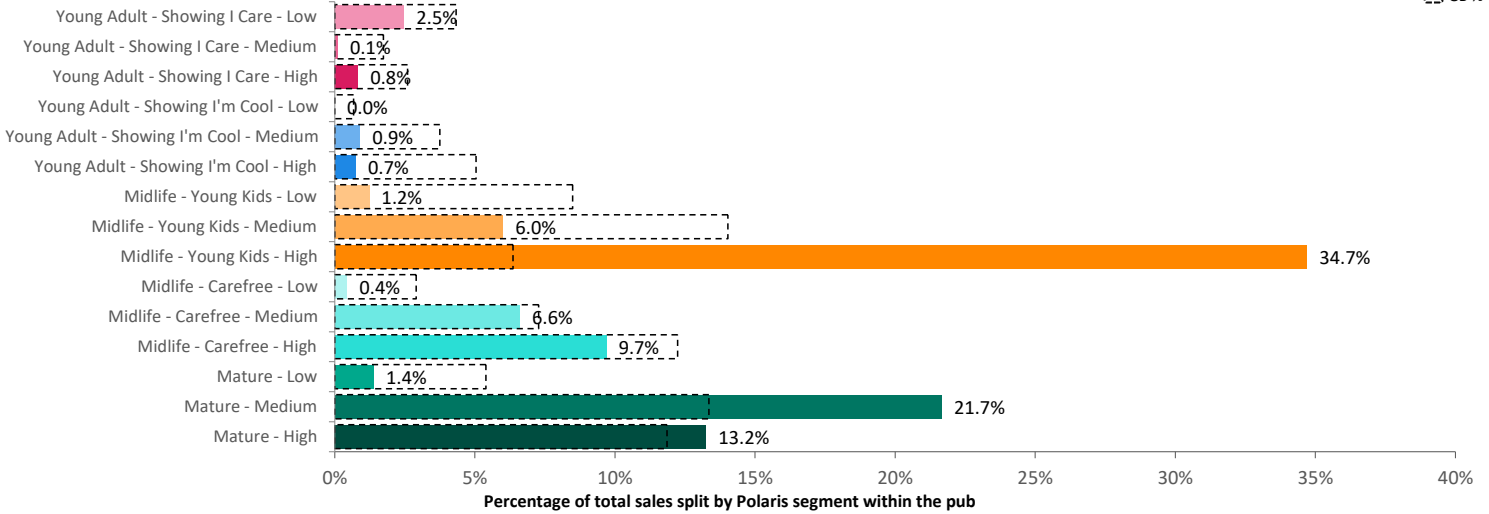
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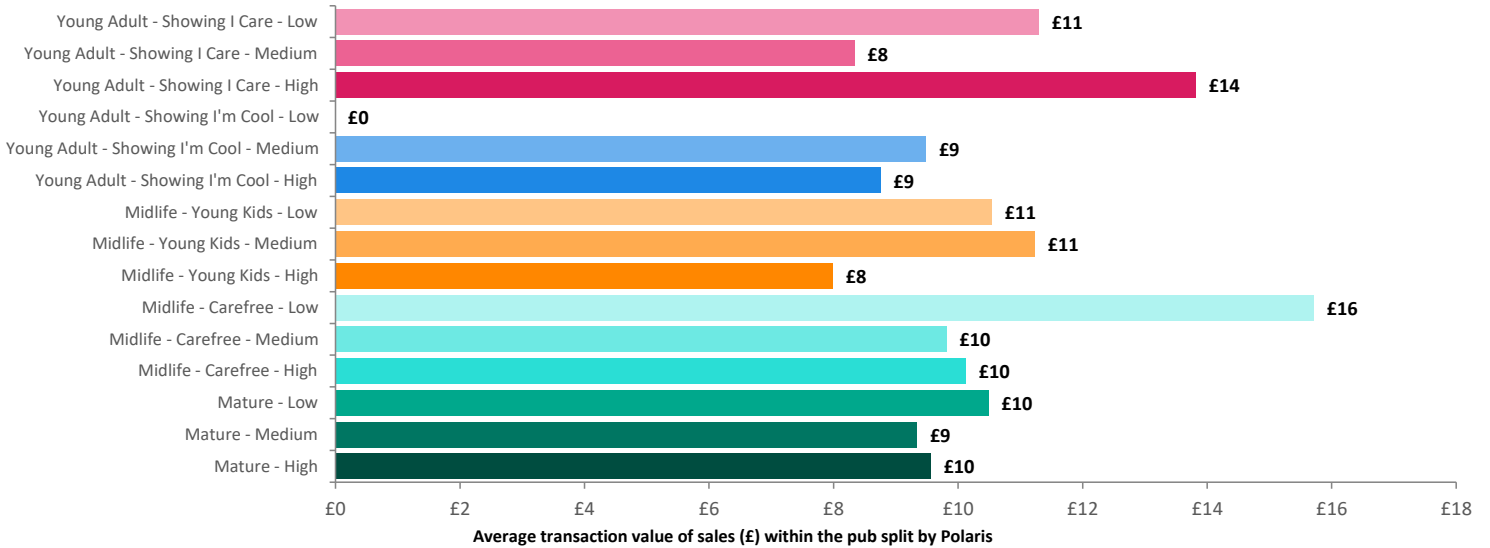
Total	2,037	2,855	374,112
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Spend by Polaris

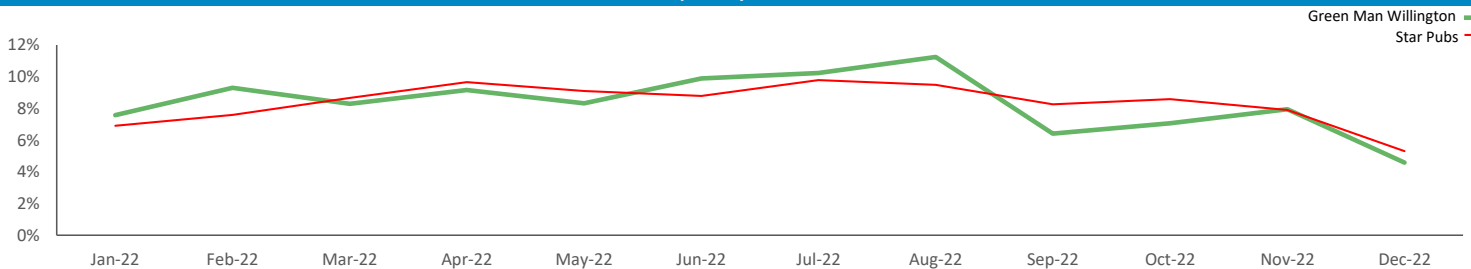
GB %



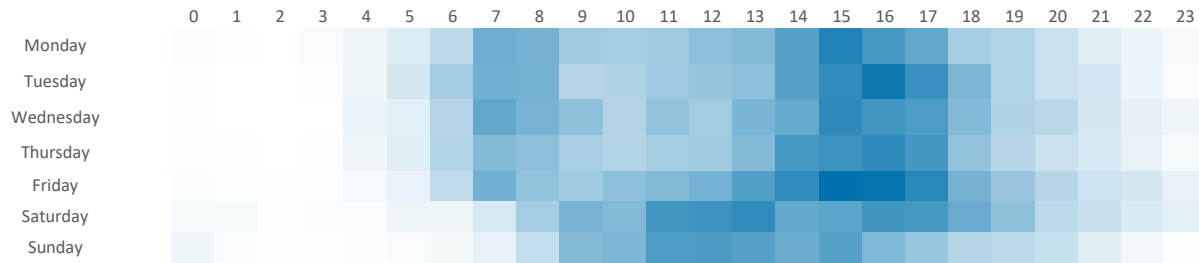
Average Transaction Values (£) by Polaris



Spend by Month

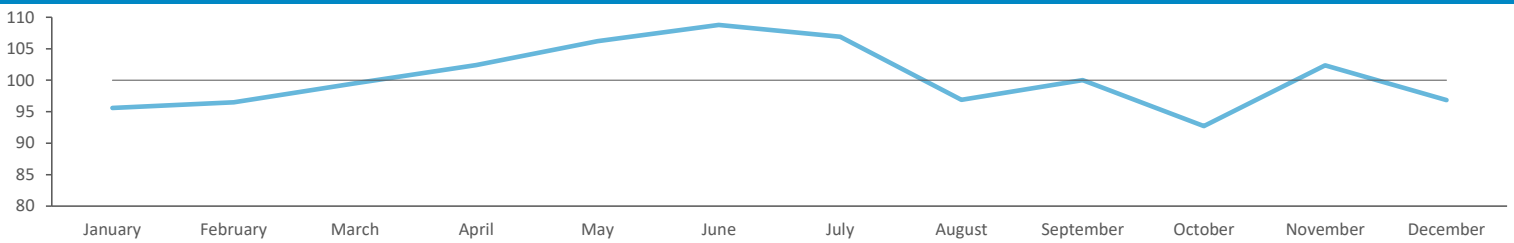


Time of Day/Day of Week



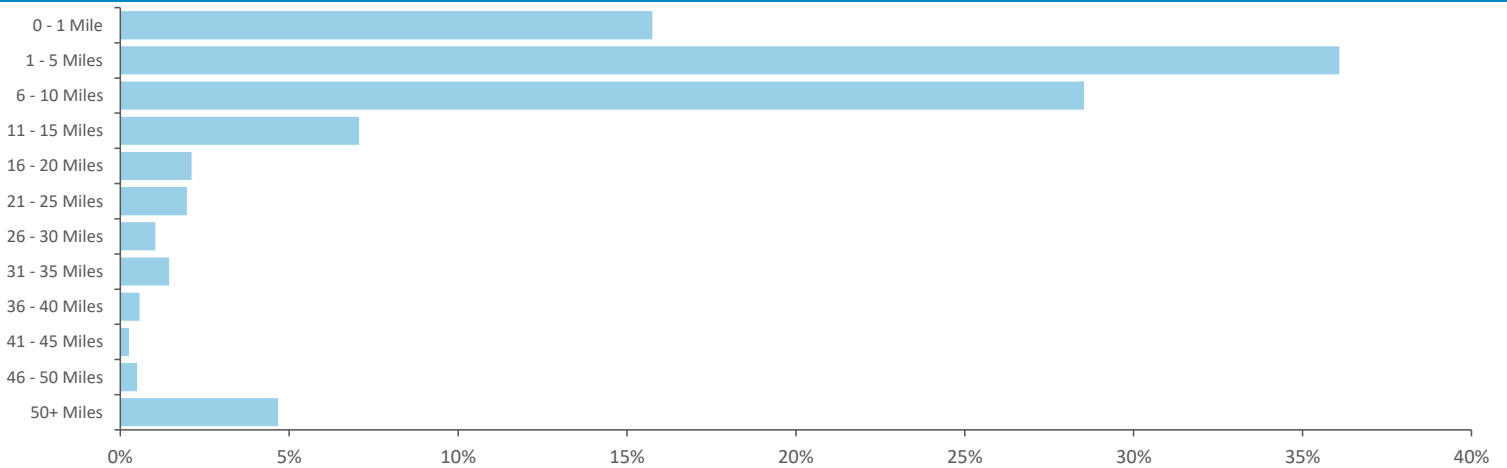
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



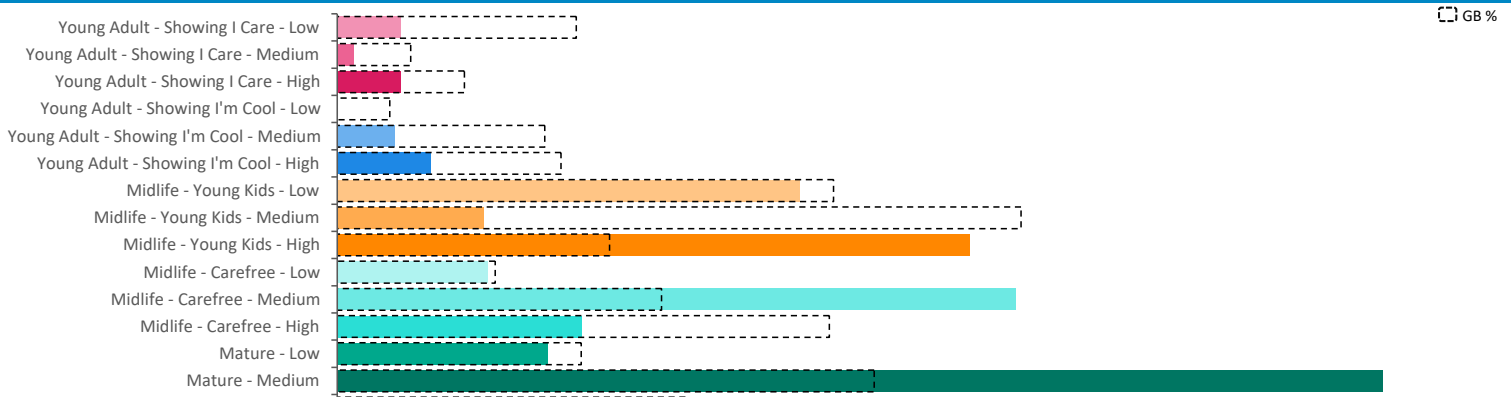
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 Man Willington



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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 Man	DE65 6BQ	Star Pubs & Bars	Premium Local	0.0
2	Dragon	DE65 6BP	Independent Free	Premium Local	0.1
2	Rising Sun	DE65 6BP	Marston's	Premium Local	0.1
4	Waters Edge Indian Restaurant	DE65 6BT	Independent Free	Restaurants	0.1
5	Boardwalk Bar And Dining	DE65 6DW	Independent Free	Restaurants	0.4
5	Mercia Marina	DE65 6DW	Independent Free	High Street Pub	0.4
5	Lotus Indian Kitchen	DE65 6DW	Independent Free	Restaurants	0.4
8	OK Diner	DE65 6GY	OK Diners	Casual Dining	0.7
9	Ibis Budget	DE65 6DX	Accor Hotels	Hotel	0.7
9	Cherry Tree Farm	DE65 6DX	Greene King	Family Pub Dining	0.7
11	Anoki	DE65 6GZ	Anoki	Restaurants	1.1
12	Boot Inn	DE65 6FT	Ei Group	Premium Local	1.2
13	Red Lion	DE65 6FL	Admiral Taverns Ltd	Premium Local	1.2
14	Nadee	DE65 6AR	Independent Free	Premium Local	1.2