

Catchment Summary - Horse & Jockey Freeford

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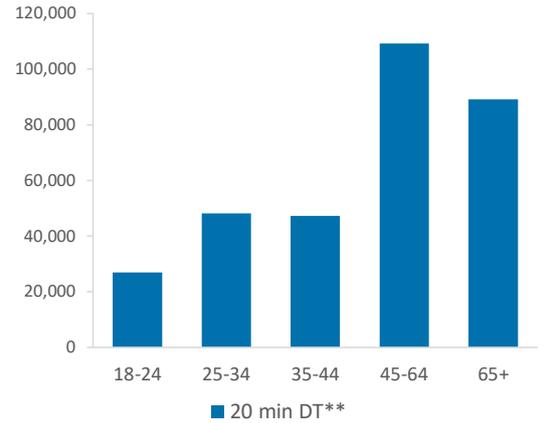
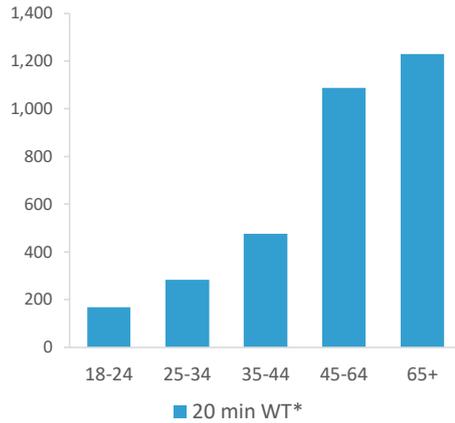
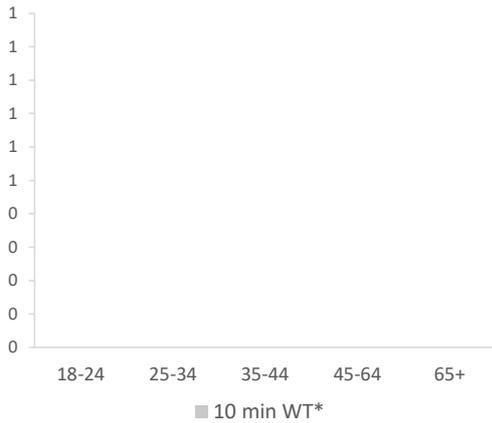
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	0	3,987	402,509	0	27	106
<small>Population & Adults 18+ index is based on all pubs</small>						
Adults 18+	0	3,244	320,383	0	18	107
Competition Pubs	0	1	400	0	3	110
Adults 18+ per Competition Pub	0	3,244	801	0	393	97
% Adults Likely to Drink	0.0%	86.9%	83.4%	0	105	101

*WT= Walktime, **DT= Drivetime

Affluence	Low	0.0%	1.3%	19.9%	0	5	78
	Medium	0.0%	7.3%	42.2%	0	19	107
	High	0.0%	91.4%	36.7%	0	273	109

*Affluence does not include Not Private Households

Age Profile	18-24	0	168	26,900	0	52	82
	25-34	0	283	48,048	0	53	90
	35-44	0	475	47,242	0	93	91
	45-64	0	1,088	109,150	0	107	106
	65+	0	1,230	89,043	0	161	116



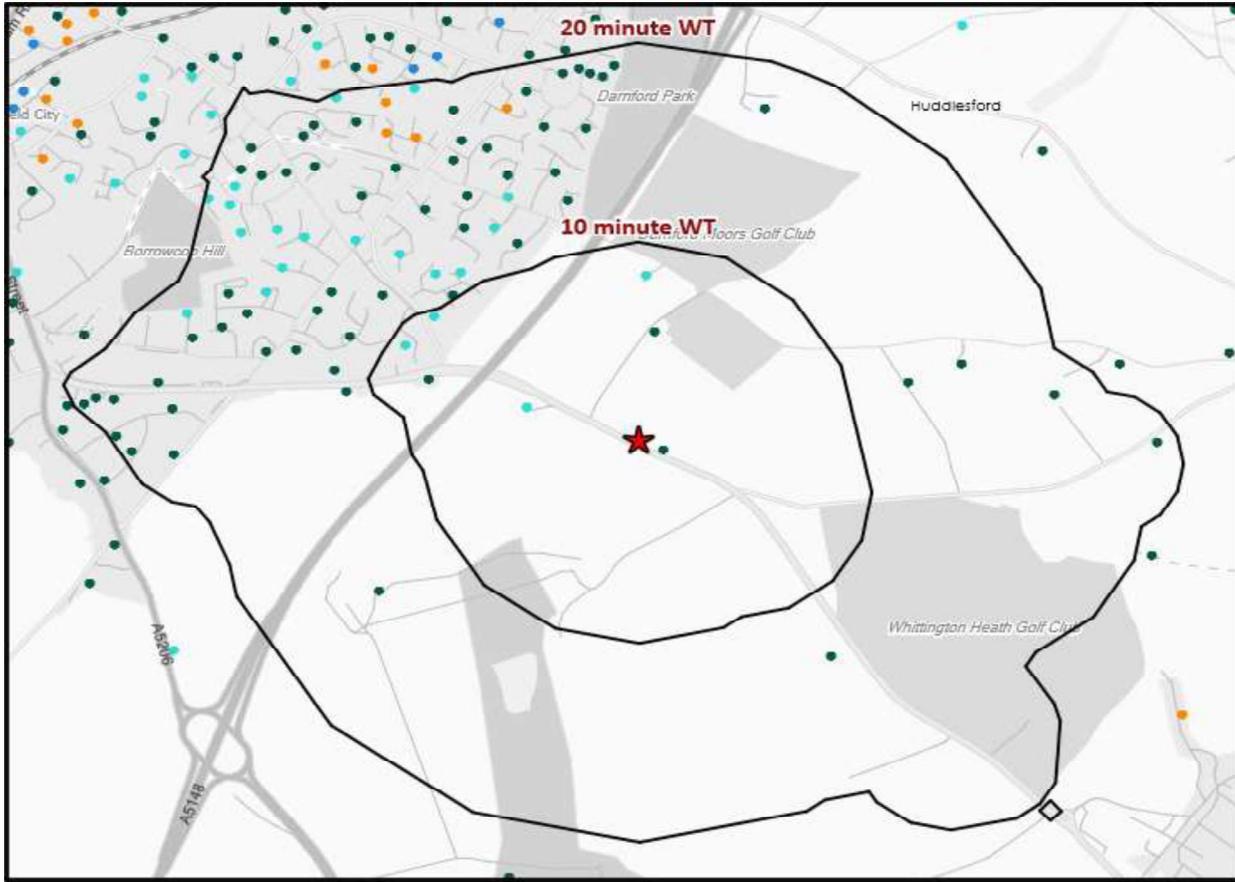
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	0 (0%)	1,965 (49%)	197,415 (49%)	0	100	99
Female	0 (0%)	2,022 (51%)	205,094 (51%)	0	100	101
Economic Status (16-74)						
Employed: Full-time	0 (0%)	1,148 (41%)	123,039 (43%)	0	98	104
Employed: Part-time	0 (0%)	414 (15%)	40,333 (14%)	0	113	109
Self employed	0 (0%)	270 (10%)	25,372 (9%)	0	100	93
Unemployed	0 (0%)	26 (1%)	6,438 (2%)	0	39	95
Retired	0 (0%)	649 (23%)	47,507 (17%)	0	167	121
Other	0 (0%)	318 (11%)	42,369 (15%)	0	57	75
Total Worker Count	0	582	220,461			

See the Glossary page for further information on the above variables

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- ★ Pub Sites
- N 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	1,533	0	0	5
Young Adult - Showing I'm Cool	0	0	12,944	0	0	44
Midlife - Young Kids	0	291	95,605	0	29	95
Midlife - Carefree	0	713	88,827	0	104	132
Mature	0	2,240	117,603	0	247	131
Not Private Households	0	0	3,871	0	0	84
Total	0	3,244	320,383			

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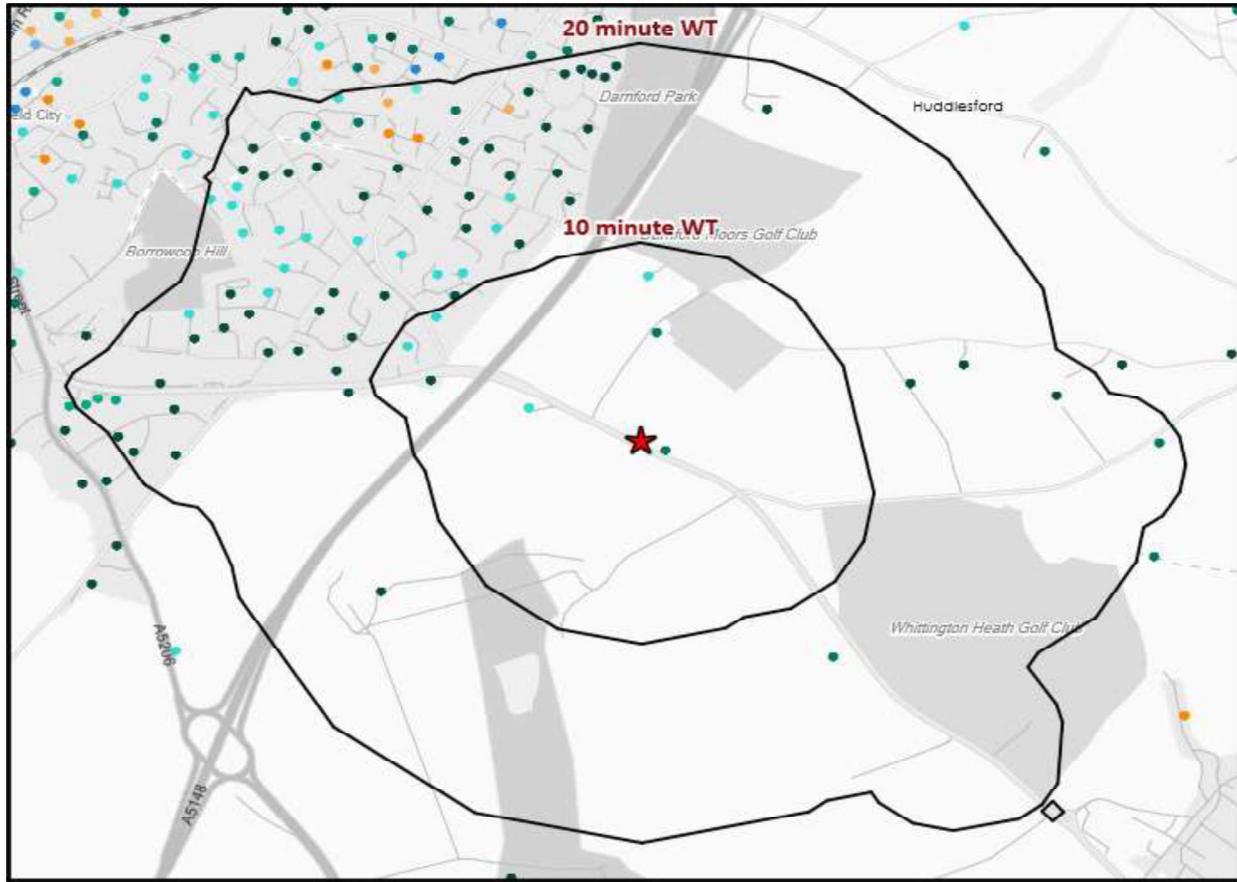


Pub Sites

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- ★ 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

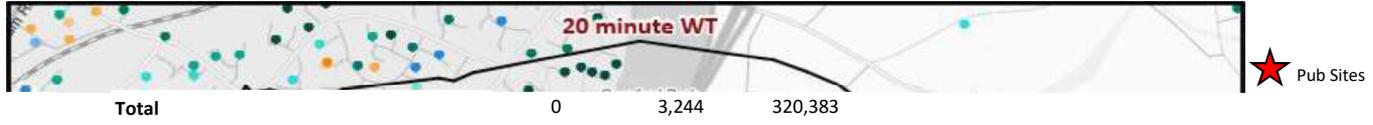
*WT= Walktime, **DT= Drivetime

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**
Young Adult - Showing I Care						
Low	0	0	20	0	0	0
Medium	0	0	0	0	0	0
High	0	0	1,513	0	0	14
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	5,235	0	0	44
High	0	0	7,709	0	0	54
Midlife - Young Kids						
Low	0	0	25,730	0	0	72
Medium	0	122	44,385	0	25	93
High	0	169	25,490	0	97	148
Midlife - Carefree						
Low	0	0	12,702	0	0	117
Medium	0	0	34,515	0	0	160
High	0	713	41,610	0	201	119
Mature						
Low	0	41	25,458	0	21	134
Medium	0	115	50,970	0	28	126
High	0	2,084	41,175	0	685	137
Not Private Households	0	0	3,871	0	0	84

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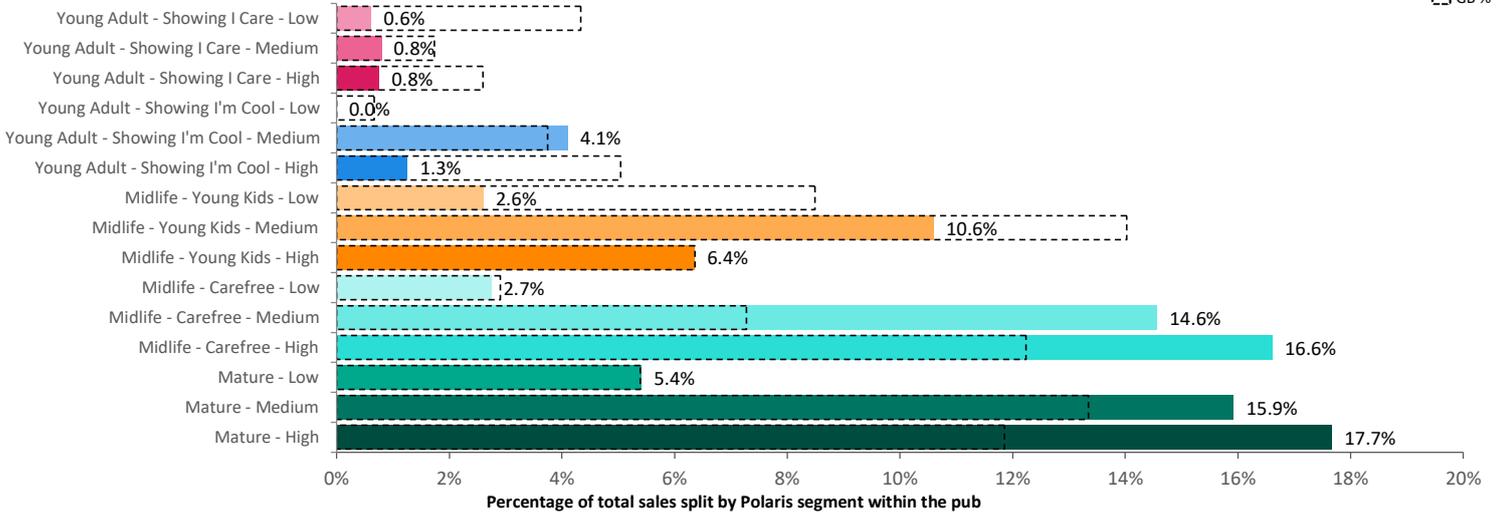


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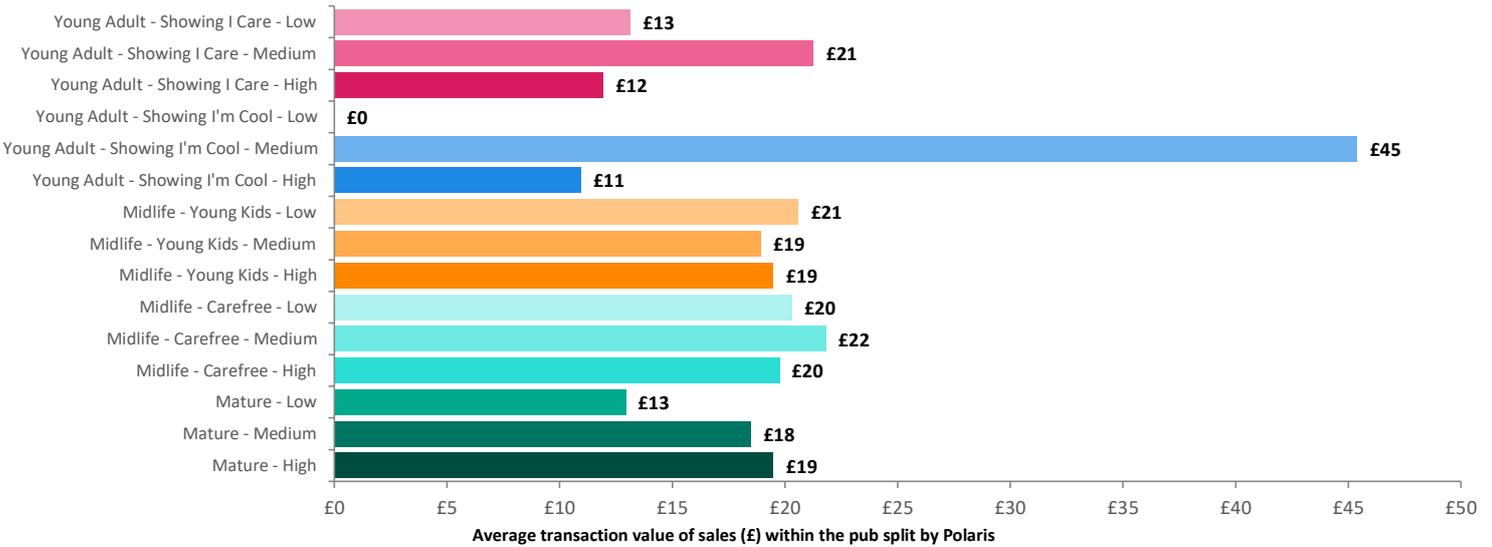


Spend by Polaris

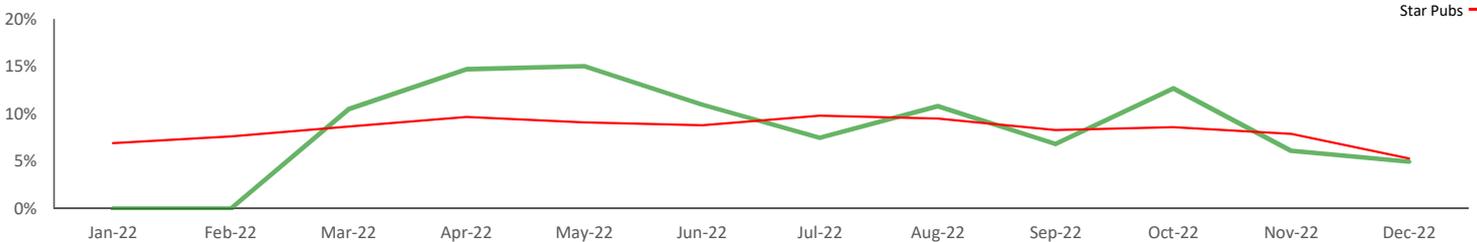
GB %

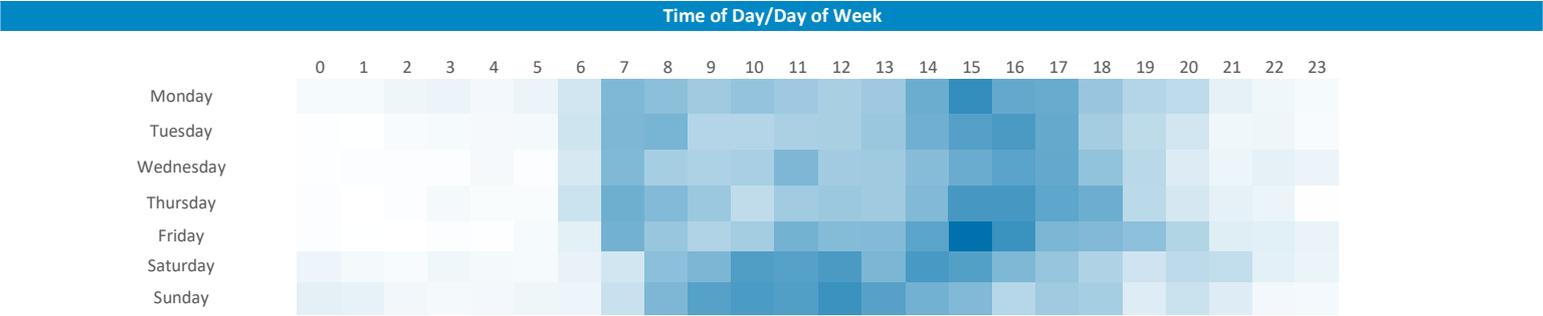


Average Transaction Values (£) by Polaris

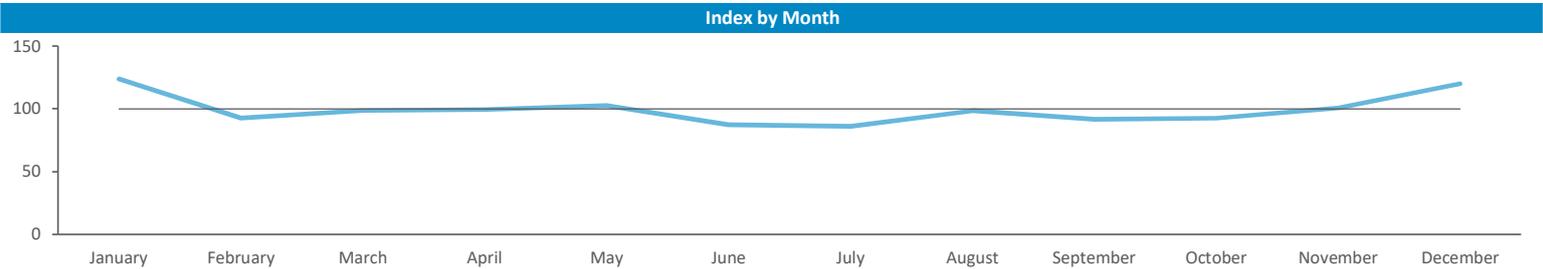


Spend by Month

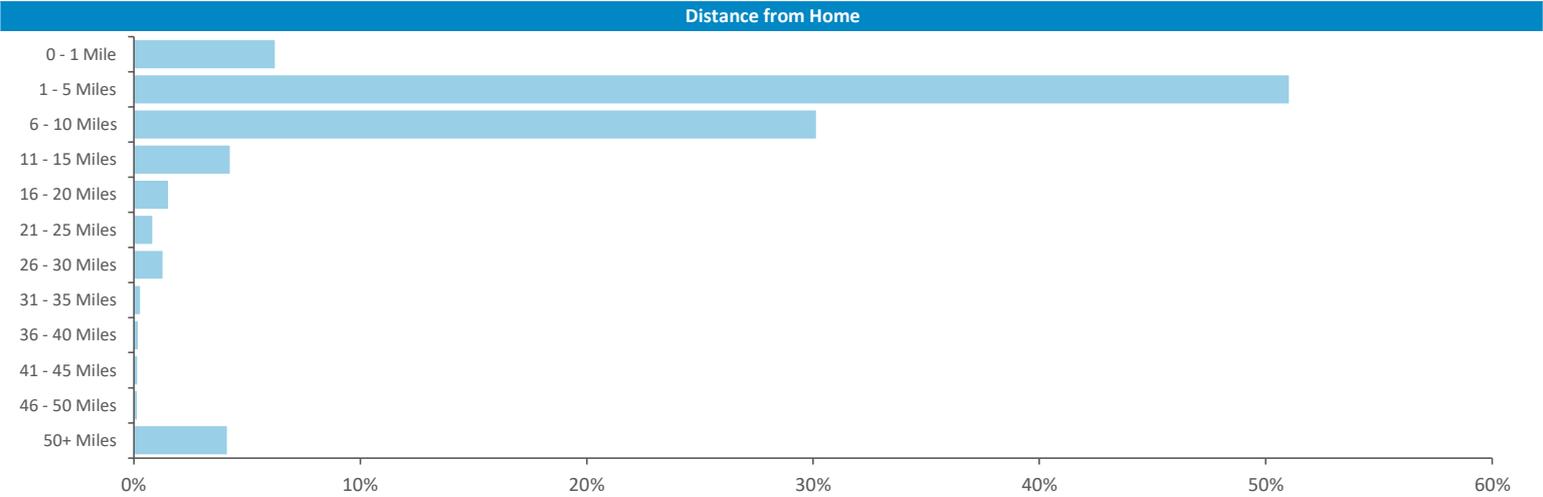




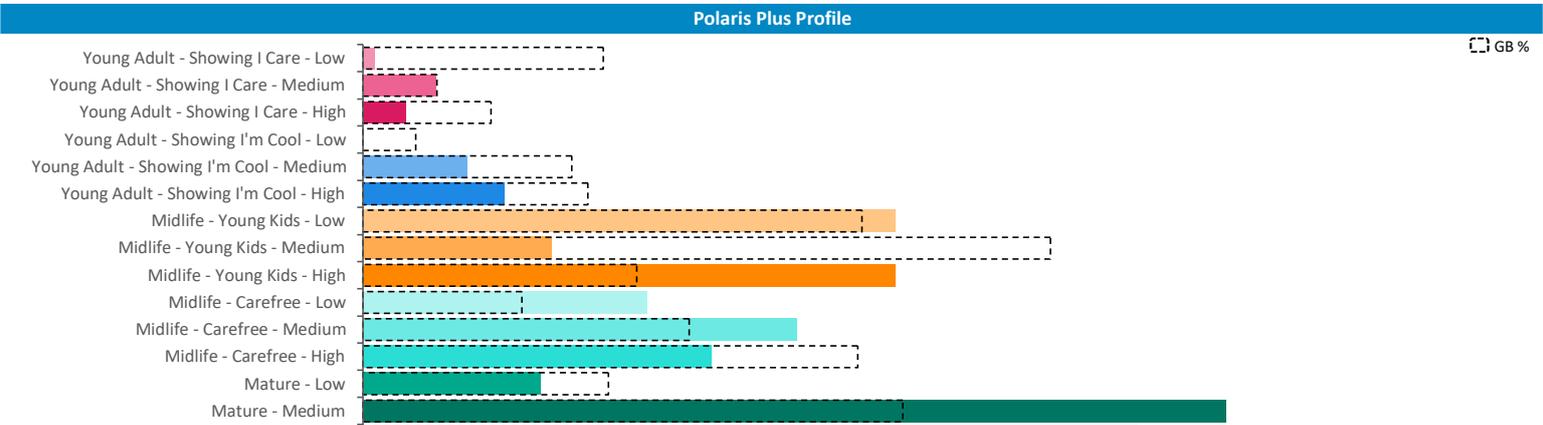
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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

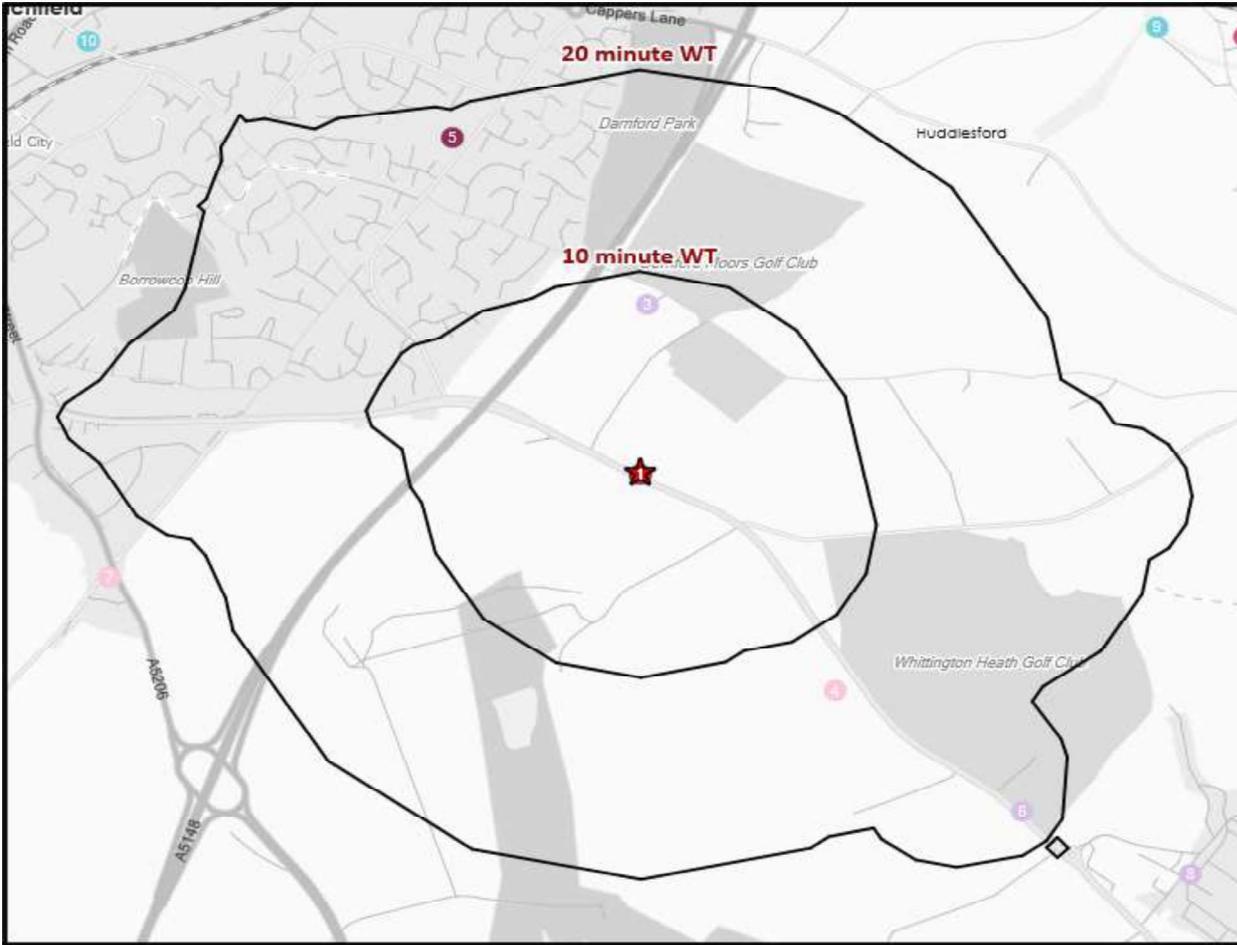


GB %

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	Lichfield Rugby Club	WS14 9JE	Independent Free	Sports Clubs	0.0
1	Horse & Jockey	WS14 9JE	Star Pubs & Bars	Premium Local	0.0
3	Darnford Moors Golf Club	WS14 9JG	Independent Free	Sports Clubs	0.3
4	Whittington Arms	WS14 9PS	Mitchells & Butlers	GPGF	0.5
5	Turnpike	WS14 9XU	Marston's	Premium Local	0.7
6	Whittington Heath Golf Club	WS14 9PW	Independent Free	Sports Clubs	0.9
7	Owl	WS14 9QH	Mitchells & Butlers	GPGF	0.9
8	Whittington Barracks	WS14 9PY	Independent Free	Sports Clubs	1.2
9	Lichfield Cruising Club	WS13 8PX	Independent Free	Clubland	1.2
10	Lichfield Health & Fitness Club	WS13 6JB	Independent Free	Clubland	1.2