

Catchment Summary - Woodland Tavern Leamington Spa



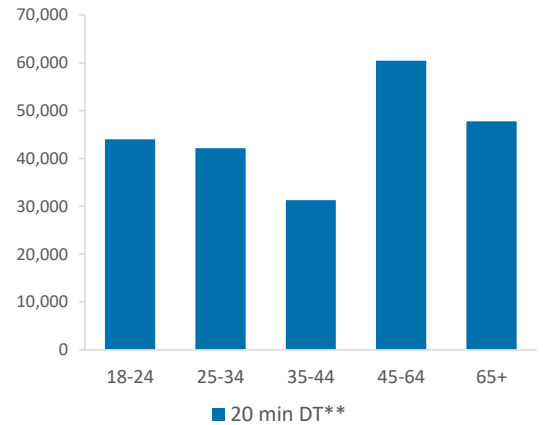
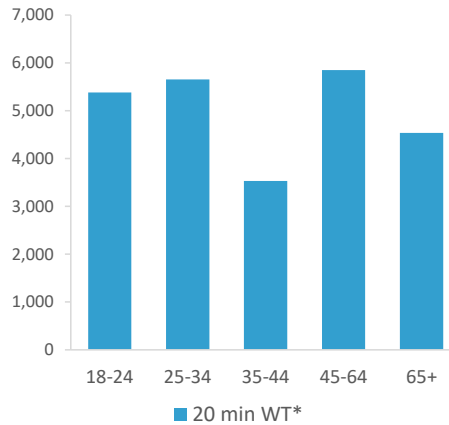
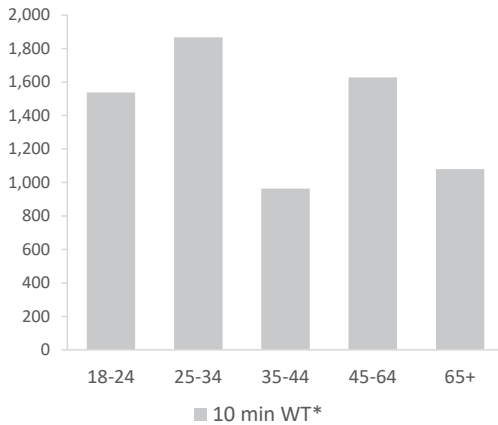
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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

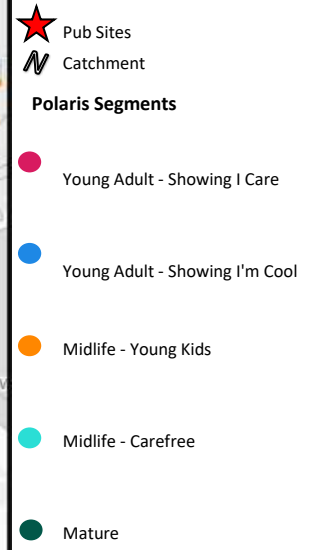
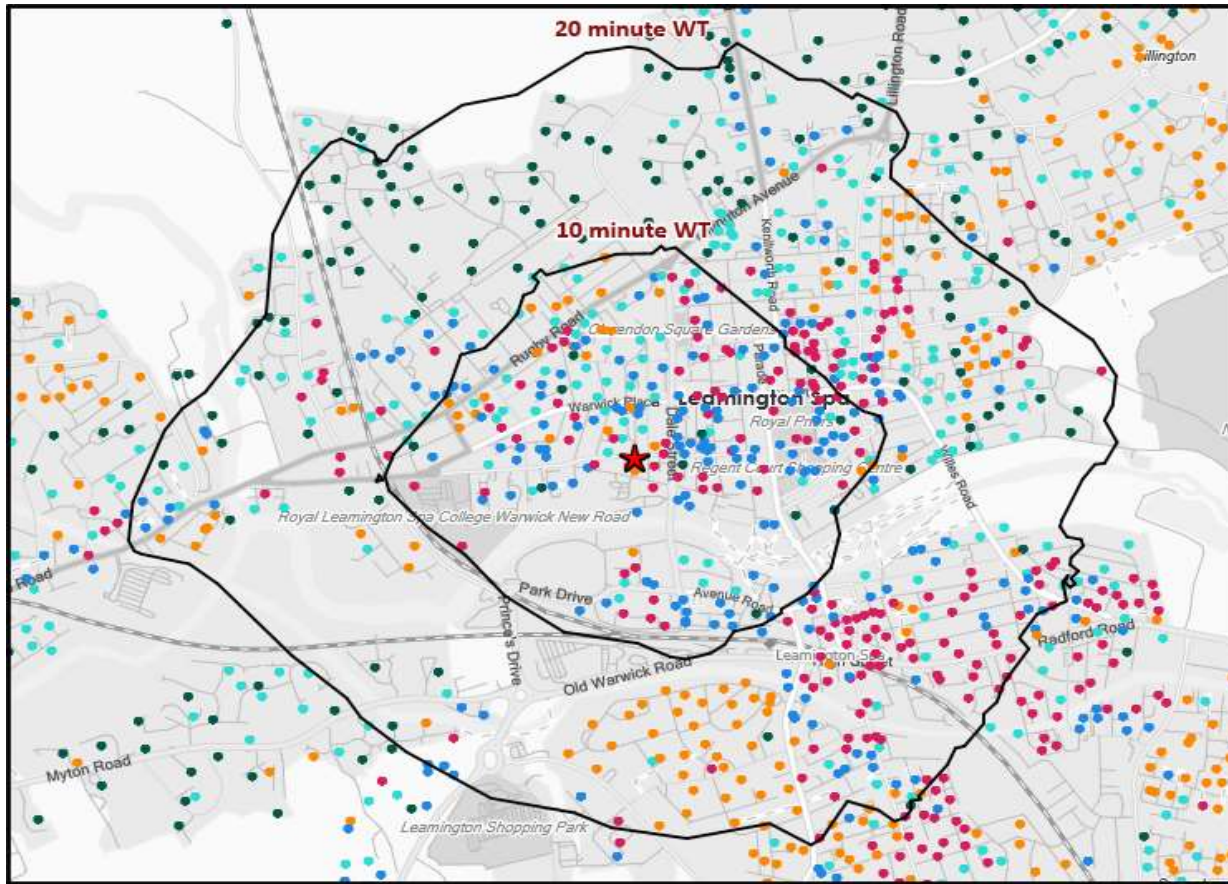
| | | Catchment Size (Counts) | | | Index vs GB Average | | |
|--|--------|-------------------------|------------|-------------|---------------------|------------|-------------|
| | | 10 min WT* | 20 min WT* | 20 min DT** | 10 min WT* | 20 min WT* | 20 min DT** |
| Population | | 8,075 | 29,194 | 276,749 | 153 | 201 | 73 |
| Adults 18+ | | 7,073 | 24,953 | 225,735 | 163 | 140 | 76 |
| Competition Pubs | | 35 | 59 | 272 | 233 | 184 | 75 |
| Adults 18+ per Competition Pub | | 202 | 423 | 830 | 24 | 51 | 101 |
| % Adults Likely to Drink | | 84.9% | 84.1% | 83.4% | 103 | 102 | 101 |
| Affluence | Low | 19.2% | 23.3% | 22.6% | 75 | 91 | 88 |
| | Medium | 14.2% | 20.1% | 29.7% | 36 | 51 | 76 |
| | High | 64.2% | 55.2% | 45.4% | 191 | 165 | 135 |
| *Affluence does not include Not Private Households | | | | | | | |
| Age Profile | 18-24 | 1,537 | 5,383 | 44,035 | 235 | 227 | 196 |
| | 25-34 | 1,867 | 5,654 | 42,144 | 174 | 146 | 115 |
| | 35-44 | 963 | 3,529 | 31,295 | 93 | 94 | 88 |
| | 45-64 | 1,627 | 5,851 | 60,470 | 79 | 78 | 85 |
| | 65+ | 1,079 | 4,536 | 47,791 | 70 | 81 | 90 |

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** |
| Gender | Male | 4,321 (54%) | 15,371 (53%) | 140,505 (51%) | 108 | 106 | 103 |
| | Female | 3,754 (46%) | 13,823 (47%) | 136,244 (49%) | 92 | 94 | 97 |
| Economic Status (16-74) | Employed: Full-time | 3,095 (47%) | 9,866 (43%) | 84,785 (41%) | 112 | 103 | 98 |
| | Employed: Part-time | 477 (7%) | 1,959 (8%) | 23,452 (11%) | 55 | 65 | 87 |
| | Self employed | 665 (10%) | 2,308 (10%) | 18,450 (9%) | 105 | 105 | 93 |
| | Unemployed | 104 (2%) | 358 (2%) | 3,721 (2%) | 66 | 65 | 76 |
| | Retired | 475 (7%) | 2,070 (9%) | 25,441 (12%) | 52 | 65 | 89 |
| | Other | 1,816 (27%) | 6,509 (28%) | 51,173 (25%) | 139 | 143 | 125 |
| Total Worker Count | | 8,404 | 15,381 | 144,728 | | | |

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 | 2,113 | 6,627 | 36,781 | 335 | 298 | 183 |
| Young Adult - Showing I'm Cool | 2,372 | 5,734 | 19,374 | 364 | 250 | 93 |
| Midlife - Young Kids | 774 | 3,935 | 50,061 | 35 | 50 | 71 |
| Midlife - Carefree | 1,339 | 4,642 | 44,585 | 90 | 88 | 94 |
| Mature | 301 | 3,659 | 69,725 | 15 | 52 | 110 |
| Not Private Households | 174 | 356 | 5,209 | 171 | 99 | 160 |
| Total | 7,073 | 24,953 | 225,735 | | | |

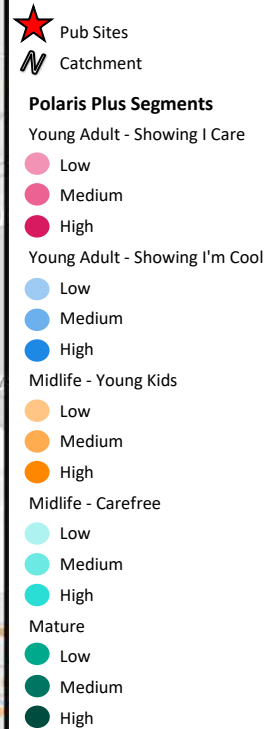
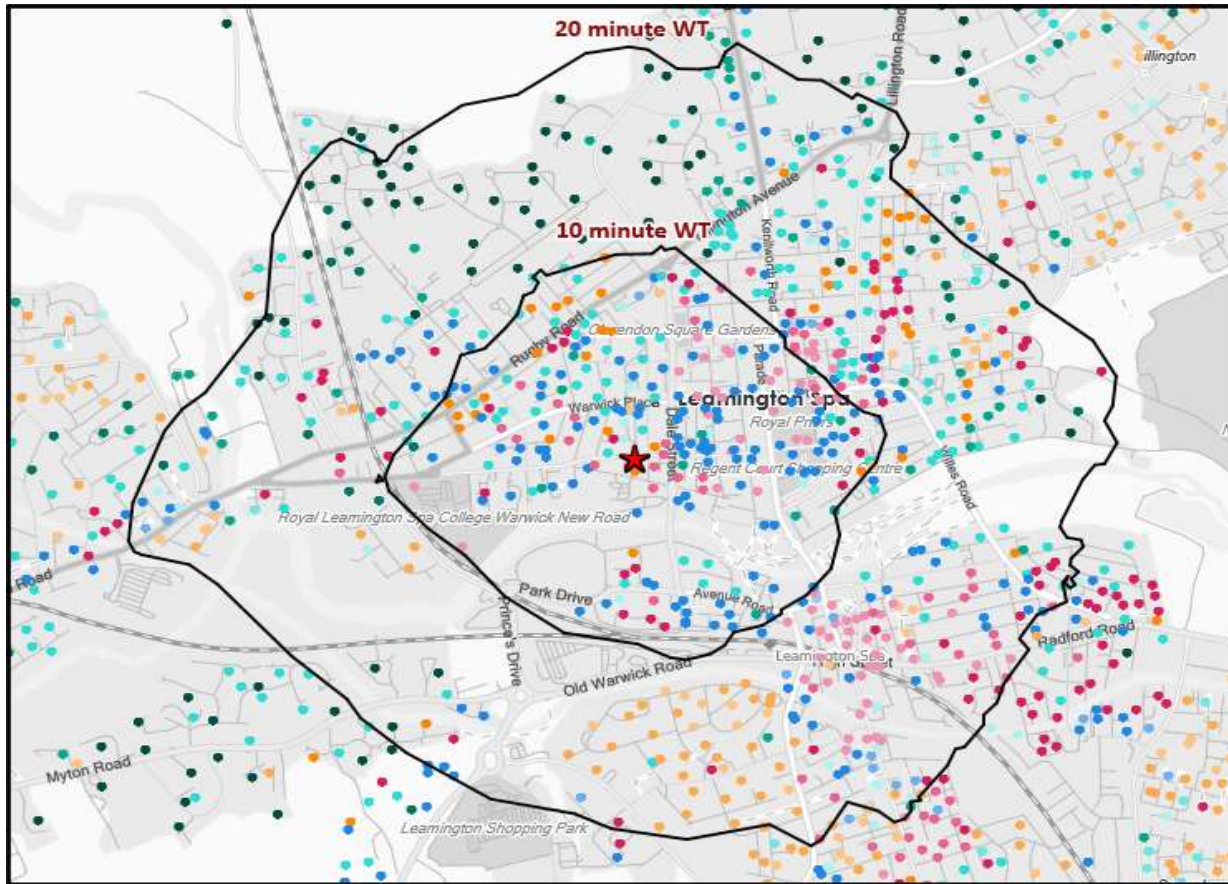
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★ Pub Sites



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 | 783 | 2,674 | 18,736 | 264 | 256 | 198 |
| Medium | 909 | 2,342 | 5,829 | 943 | 688 | 189 |
| High | 421 | 1,611 | 12,216 | 177 | 192 | 161 |
| Young Adult - Showing I'm Cool | | | | | | |
| Low | 0 | 10 | 100 | 0 | 4 | 4 |
| Medium | 33 | 532 | 5,783 | 13 | 58 | 69 |
| High | 2,339 | 5,192 | 13,491 | 739 | 465 | 134 |
| Midlife - Young Kids | | | | | | |
| Low | 74 | 958 | 14,987 | 9 | 35 | 60 |
| Medium | 60 | 1,560 | 26,206 | 6 | 42 | 78 |
| High | 640 | 1,417 | 8,868 | 168 | 105 | 73 |
| Midlife - Carefree | | | | | | |
| Low | 239 | 793 | 5,247 | 99 | 93 | 68 |
| Medium | 0 | 33 | 6,130 | 0 | 2 | 40 |
| High | 1,100 | 3,816 | 33,208 | 142 | 140 | 135 |
| Mature | | | | | | |
| Low | 263 | 1,376 | 11,870 | 63 | 93 | 89 |
| Medium | 0 | 549 | 23,182 | 0 | 17 | 81 |
| High | 38 | 1,734 | 34,673 | 6 | 74 | 164 |
| Not Private Households | 174 | 356 | 5,209 | 171 | 99 | 160 |

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Total

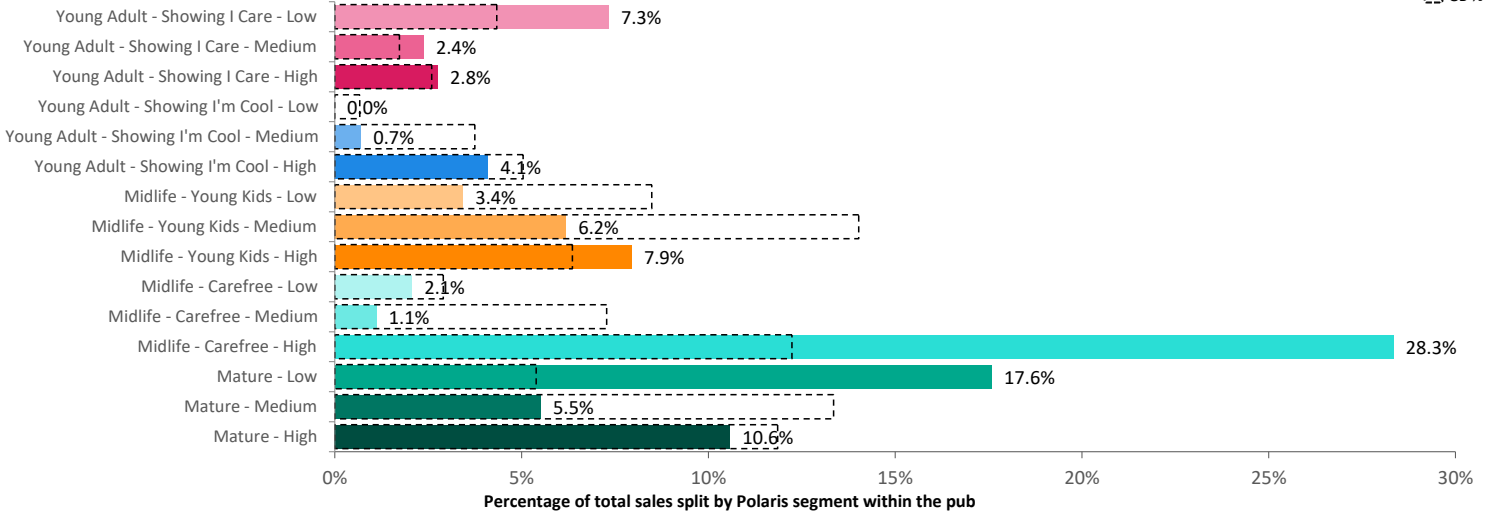
7,073

24,953

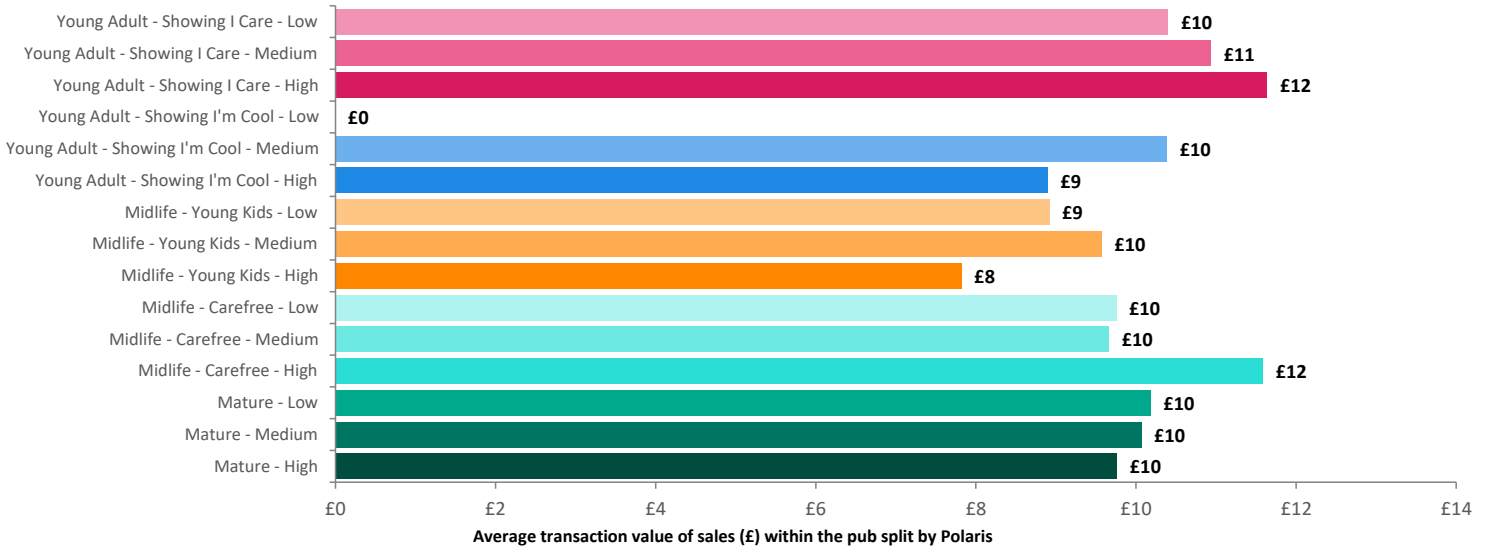
225,735

Spend by Polaris

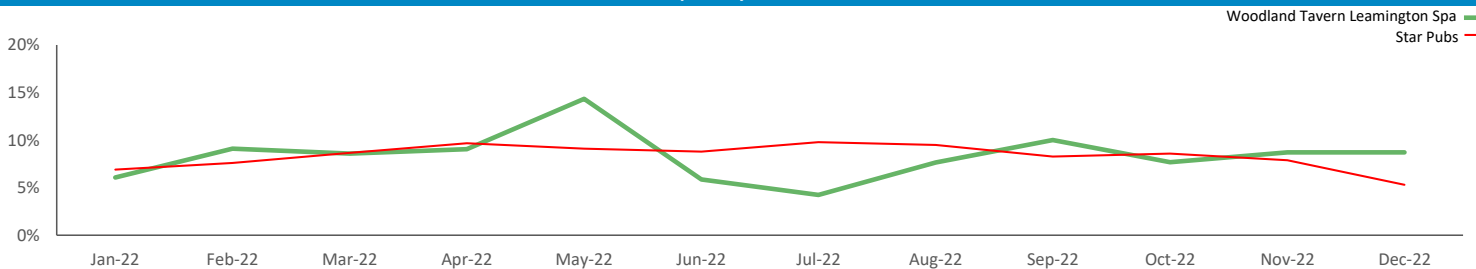
GB %



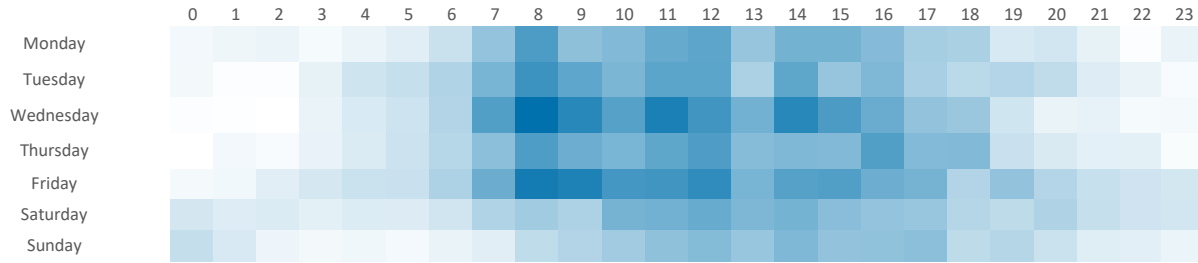
Average Transaction Values (£) by Polaris



Spend by Month

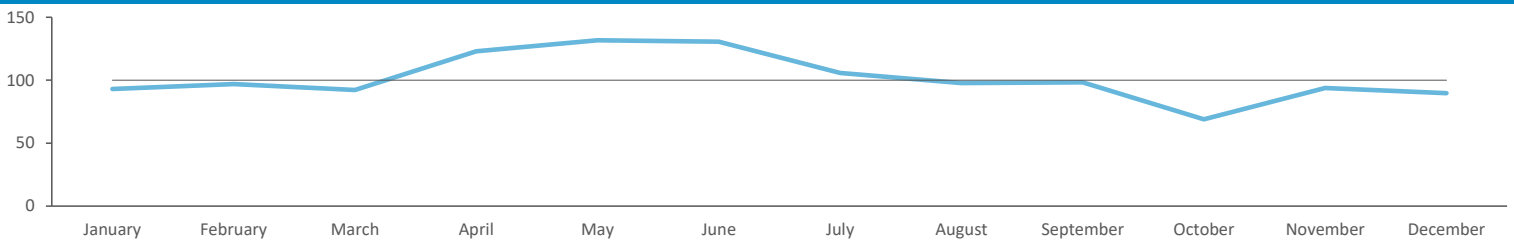


Time of Day/Day of Week



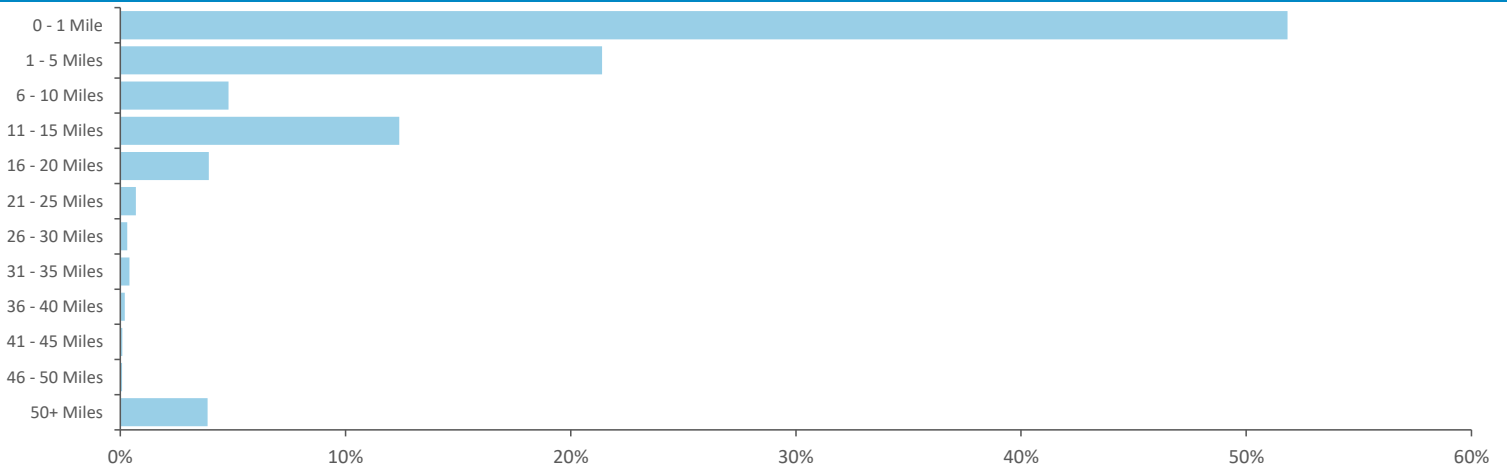
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



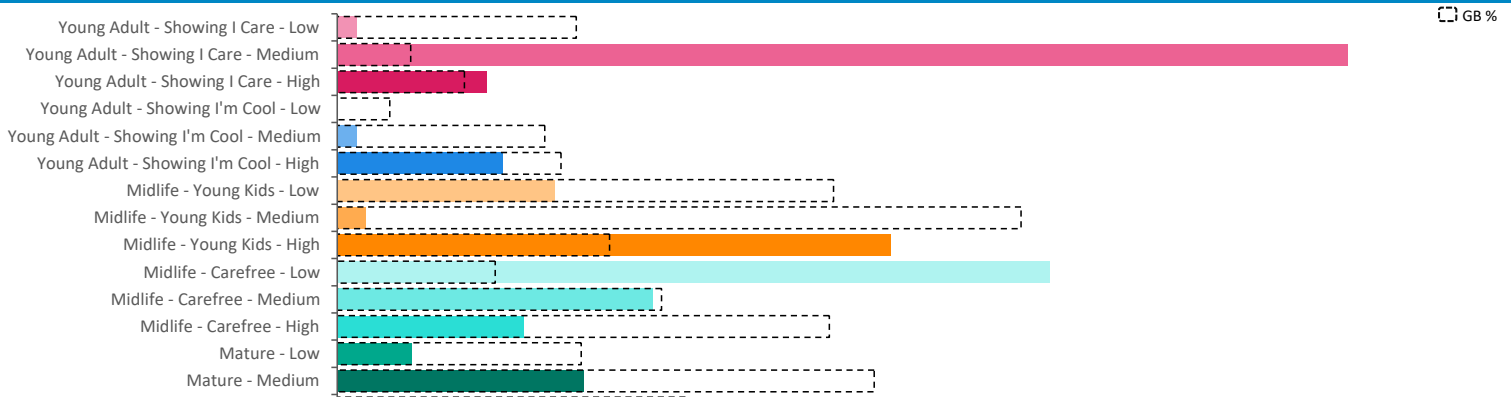
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Woodland Tavern Leamington Spa

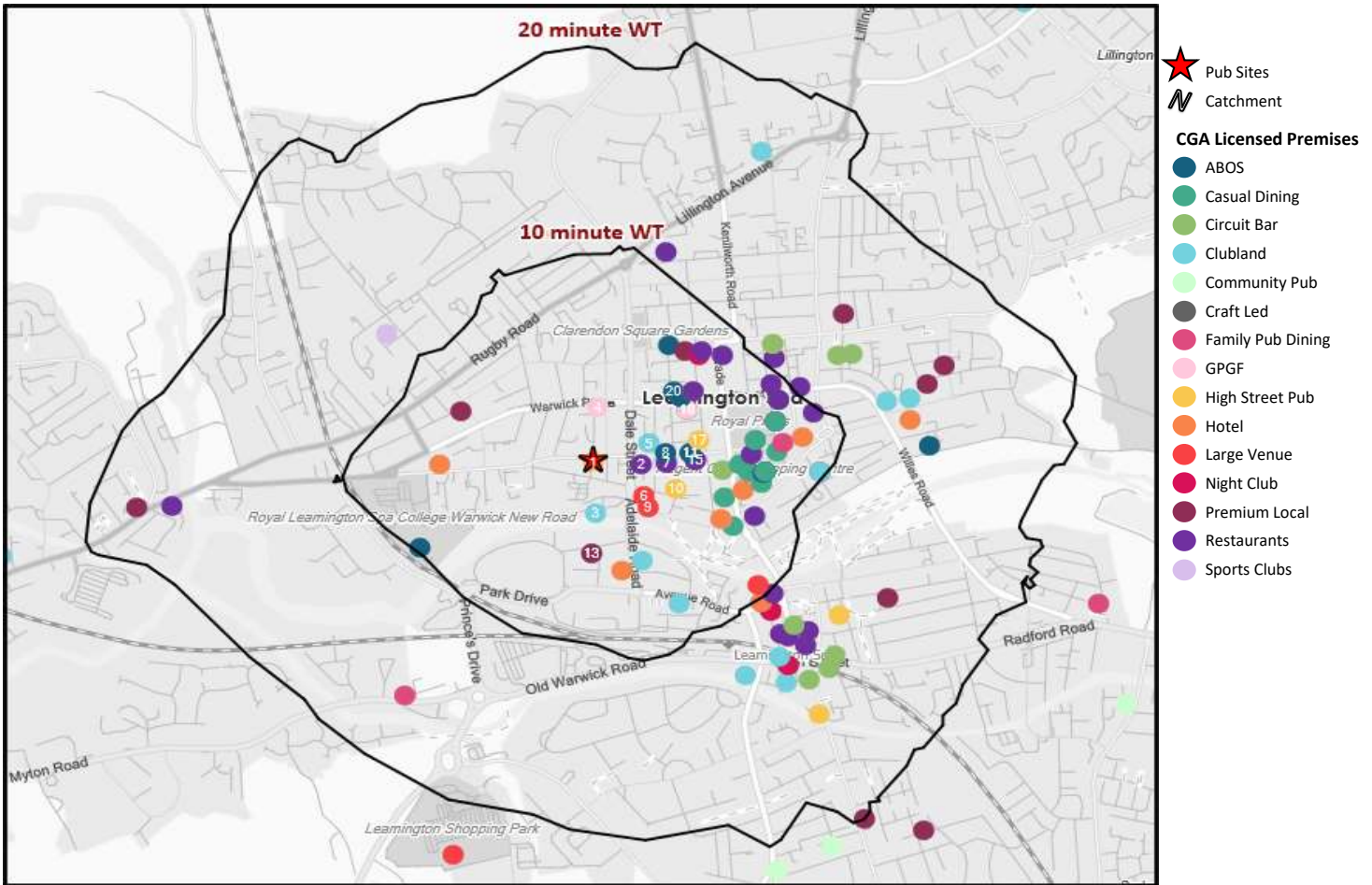


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Time of Day/Day of Week



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



Nearest 20 Pubs

| Ref. | Name | Postcode | Operator | Segment | Distance (miles) |
|------|----------------------------------|----------|----------------------------|-----------------|------------------|
| 1 | Woodland Tavern | CV32 5HW | Star Pubs & Bars | High Street Pub | 0.0 |
| 2 | Thai Elephant | CV32 5HQ | Thai Group | Restaurants | 0.1 |
| 3 | Leamington & Warks Sub Aqua Club | CV32 5AH | Independent Free | Clubland | 0.1 |
| 4 | Star & Garter | CV32 5LL | Greene King | GPGF | 0.1 |
| 5 | Leamington Home Guard | CV32 5HE | Independent Free | Clubland | 0.1 |
| 6 | Vue | CV32 5ET | Omers Private Equity | Large Venue | 0.1 |
| 7 | Paprika Club | CV32 5EH | Independent Free | Restaurants | 0.1 |
| 8 | Murphys Wine Bar | CV32 5EJ | Independent Free | ABOS | 0.1 |
| 9 | Escape | CV32 5AE | *Other Small Retail Groups | Large Venue | 0.1 |
| 10 | Hart & Co | CV32 5EL | Independent Free | High Street Pub | 0.2 |
| 11 | Sabai Sabai | CV32 5EE | Independent Free | ABOS | 0.2 |
| 11 | Fizzy Moon | CV32 5EE | Independent Free | ABOS | 0.2 |
| 13 | Leamington Spa Bowling Club | CV31 3PT | Independent Free | Clubland | 0.2 |
| 13 | Cricketers Arms | CV31 3PT | Stonegate Pub Company | Premium Local | 0.2 |
| 15 | Casa Valle | CV32 5EG | Independent Free | Restaurants | 0.2 |
| 15 | Bombay Tandoori Restaurant | CV32 5EG | Independent Free | Restaurants | 0.2 |
| 17 | Bedford Street | CV32 5DY | Stonegate Pub Company | High Street Pub | 0.2 |
| 18 | Saint Bar | CV32 5JS | Independent Free | ABOS | 0.2 |
| 18 | Neighbourhood | CV32 5JS | Independent Free | GPGF | 0.2 |
| 20 | Moo | CV32 5QB | Independent Free | ABOS | 0.2 |