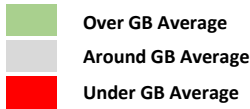


Catchment Summary - Kings Arms Silsden

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

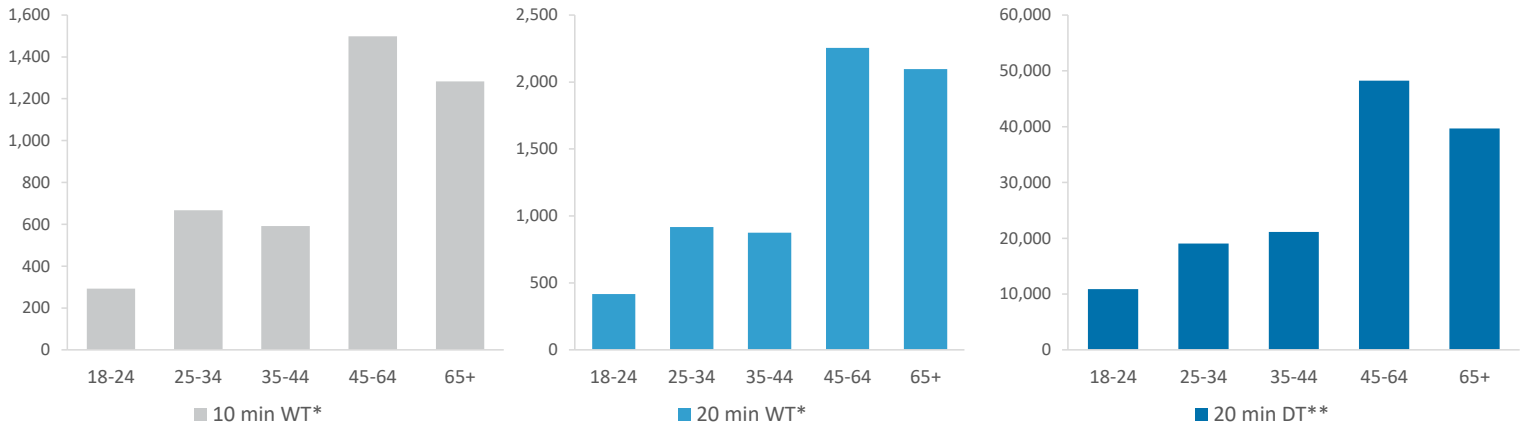


*WT= Walktime, **DT= Drivetime

		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		5,333	8,070	176,783	101	55	47
Adults 18+		4,333	6,560	139,004	100	37	47
Competition Pubs		8	9	213	53	28	59
Adults 18+ per Competition Pub		542	729	653	66	88	79
% Adults Likely to Drink		83.7%	84.0%	82.4%	102	102	100
Affluence	Low	12.1%	10.0%	14.9%	47	39	58
	Medium	51.1%	49.6%	37.5%	130	126	95
	High	34.5%	38.4%	46.1%	103	114	137
Age Profile	18-24	292	417	10,901	68	64	76
	25-34	667	917	19,039	94	86	81
	35-44	592	875	21,149	86	84	93
	45-64	1,499	2,254	48,252	110	109	107
	65+	1,283	2,097	39,663	126	136	117

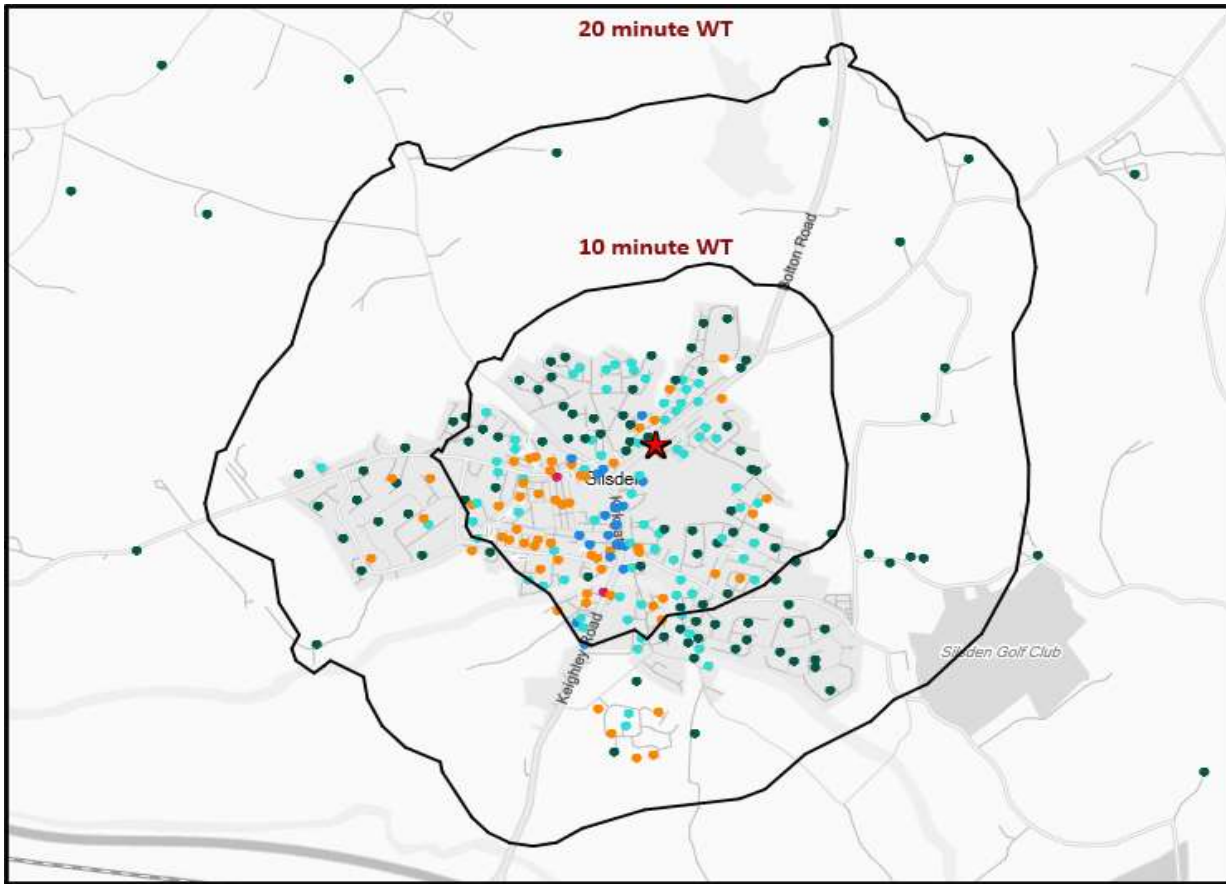
Population & Adults 18+ index is based on all pubs

*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	2,615 (49%)	3,935 (49%)	86,183 (49%)	99	99	99
	Female	2,718 (51%)	4,135 (51%)	90,600 (51%)	101	101	101
Economic Status (16-74)	Employed: Full-time	1,747 (46%)	2,536 (44%)	51,309 (41%)	110	107	99
	Employed: Part-time	536 (14%)	820 (14%)	17,864 (14%)	108	111	111
	Self employed	396 (10%)	601 (11%)	13,320 (11%)	109	110	112
	Unemployed	41 (1%)	58 (1%)	2,340 (2%)	45	43	79
	Retired	643 (17%)	1,017 (18%)	19,840 (16%)	123	129	116
	Other	443 (12%)	671 (12%)	19,689 (16%)	59	60	80
Total Worker Count		1,104	1,784	73,621			

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

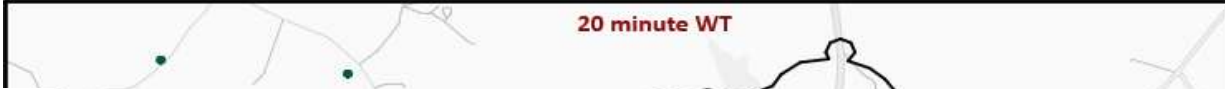
*WT= Walktime, **DT= Drivetime

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	32	32	12,042	8	5	97
Young Adult - Showing I'm Cool	385	385	8,577	97	64	67
Midlife - Young Kids	1,215	1,500	30,450	89	73	70
Midlife - Carefree	1,443	1,718	37,092	158	124	127
Mature	1,160	2,792	48,628	96	152	125
Not Private Households	98	133	2,215	157	141	111
Total	4,333	6,560	139,004			

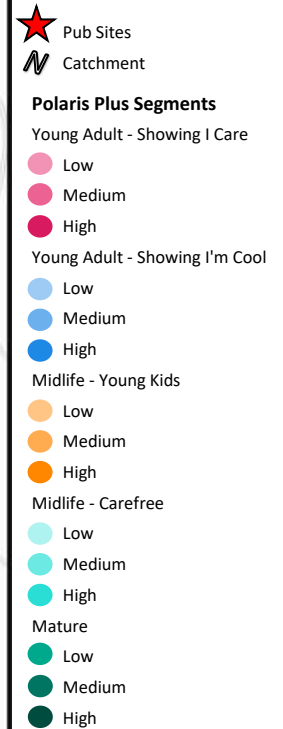
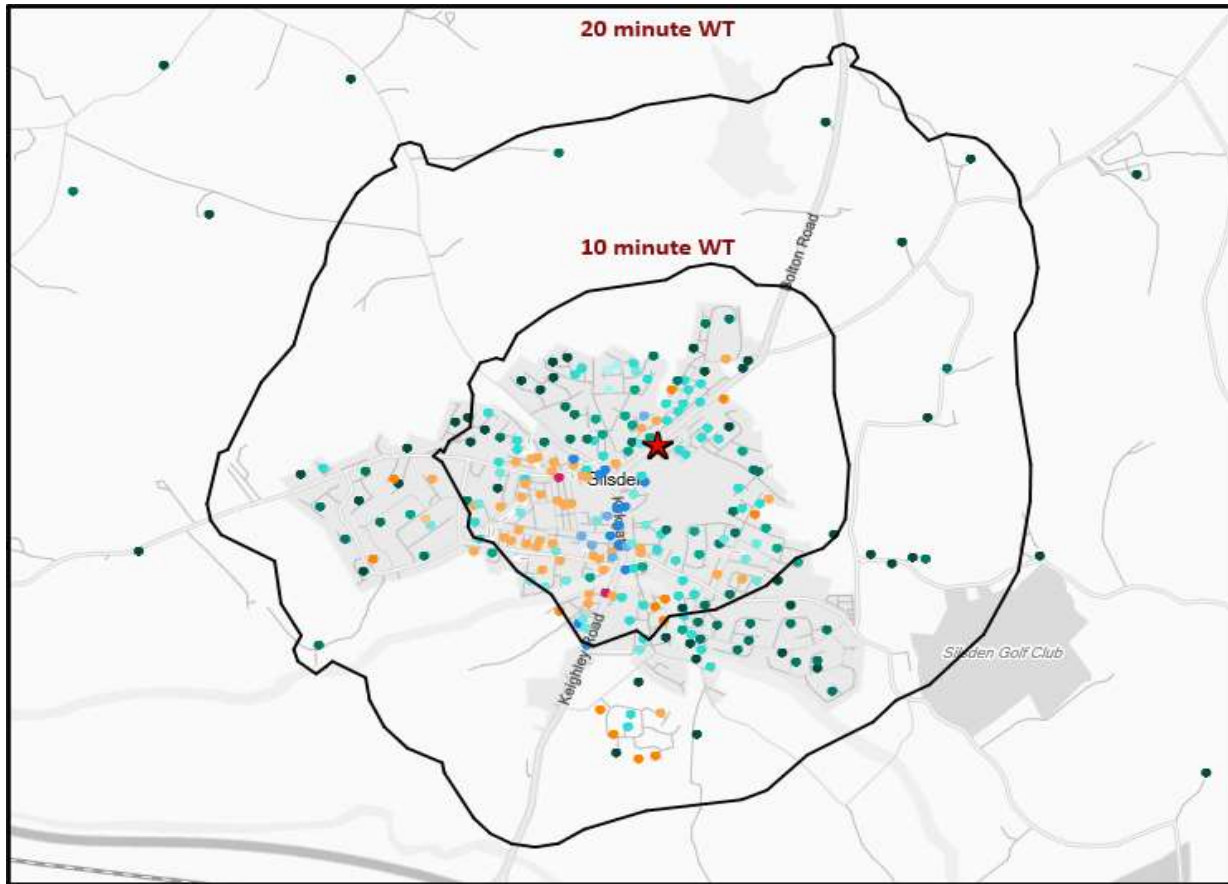
Polaris Summary - Kings Arms Silsden



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



★ 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	182	0	0	3
Medium	0	0	0	0	0	0
High	32	32	11,860	22	14	253
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	232	232	5,393	145	96	105
High	153	153	3,184	79	52	51
Midlife - Young Kids						
Low	0	47	6,753	0	6	44
Medium	1,088	1,200	18,278	168	123	88
High	127	253	5,419	54	72	72
Midlife - Carefree						
Low	86	86	2,695	58	39	57
Medium	507	588	11,725	174	133	126
High	850	1,044	22,672	180	146	149
Mature						
Low	440	521	11,042	171	134	134
Medium	385	1,236	16,664	70	149	95
High	335	1,035	20,922	82	168	160
Not Private Households	98	133	2,215	157	141	111

Polaris Summary - Kings Arms Silsden



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



Total

4,333

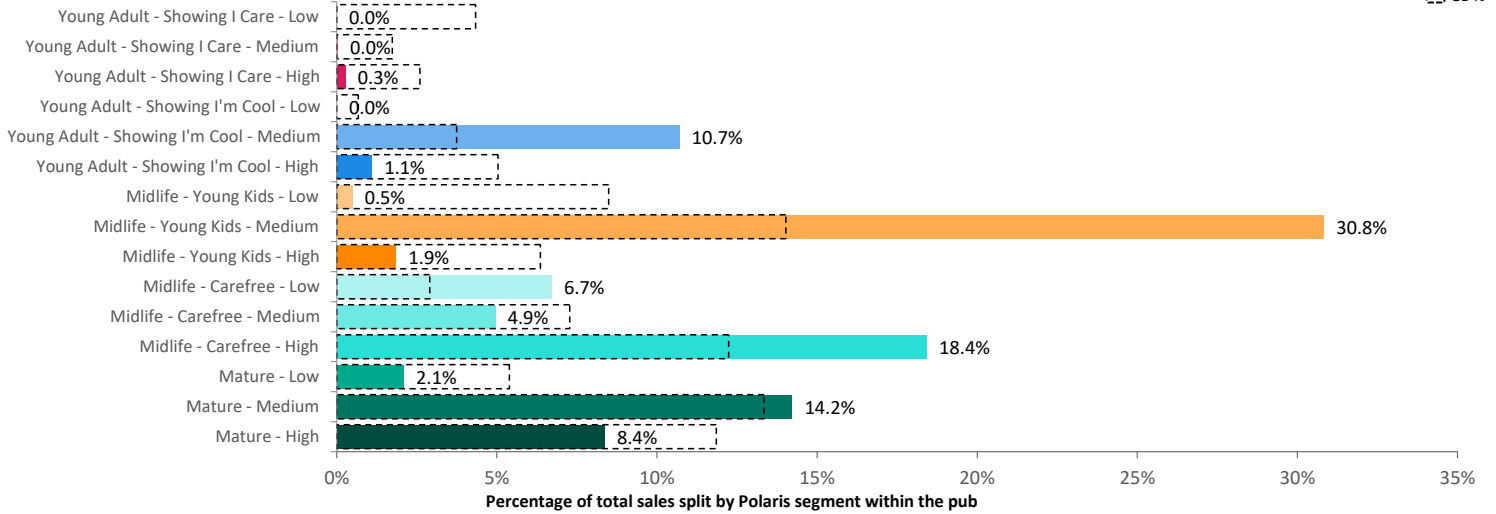
6,560

139,004

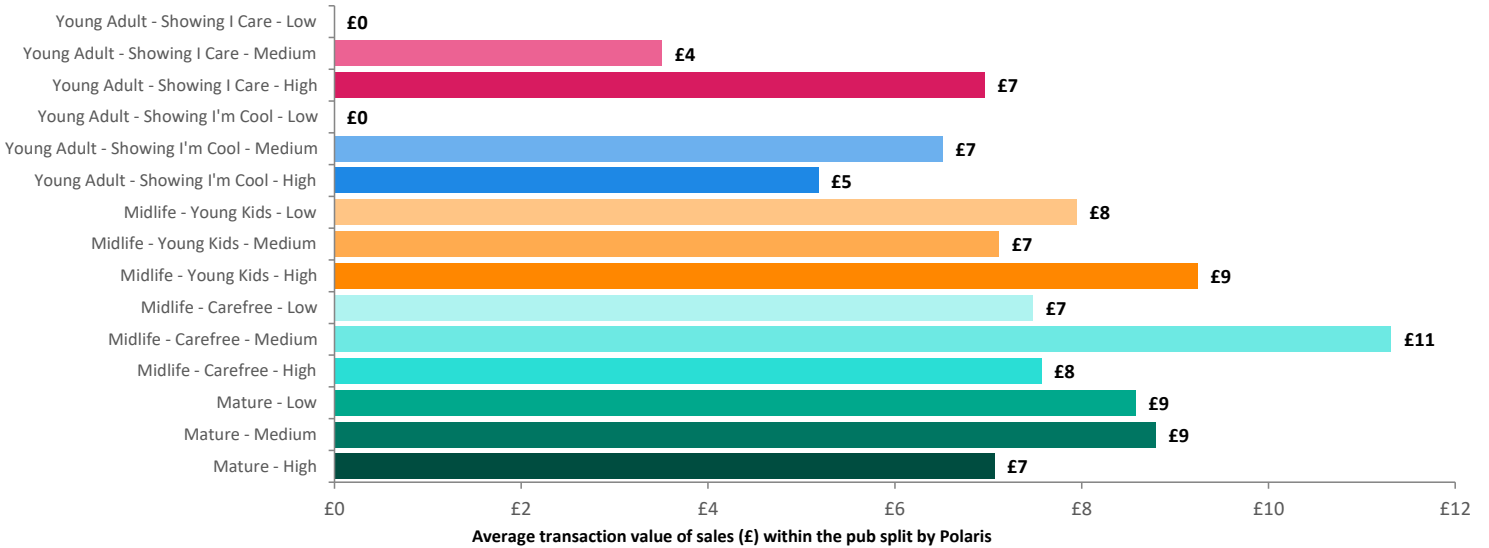
★ Pub Sites

Spend by Polaris

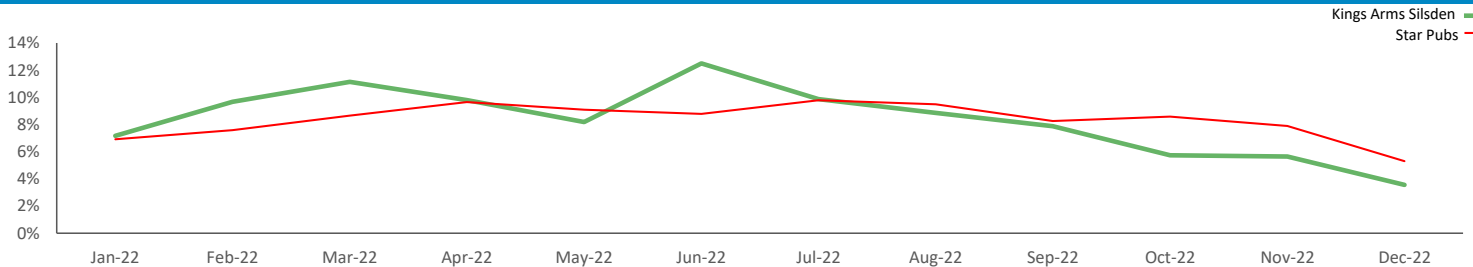
GB %



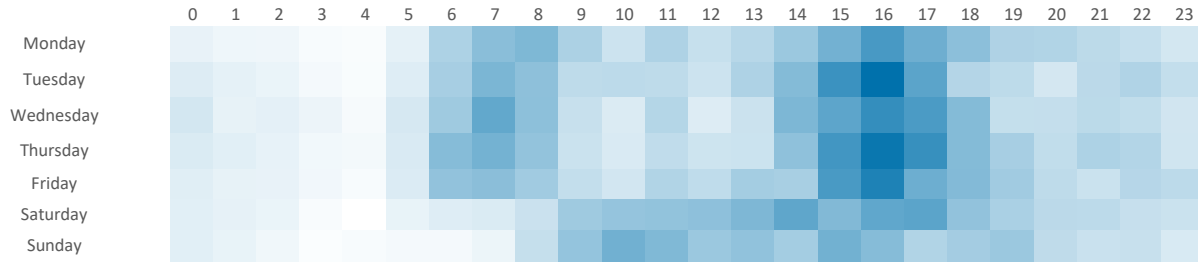
Average Transaction Values (£) by Polaris



Spend by Month

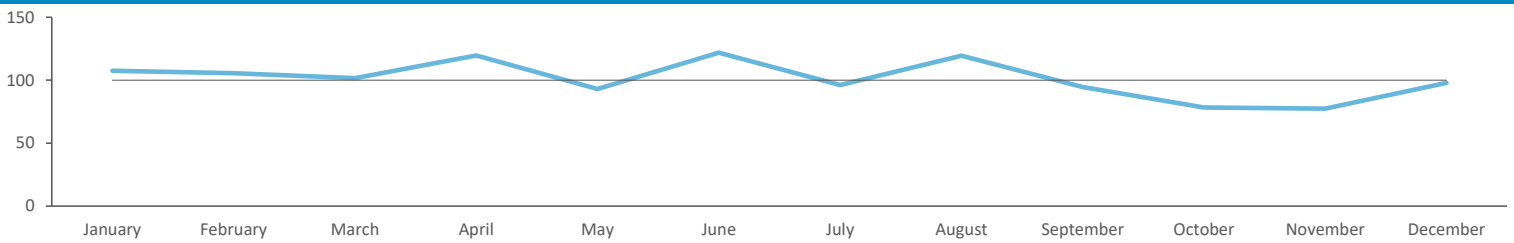


Time of Day/Day of Week



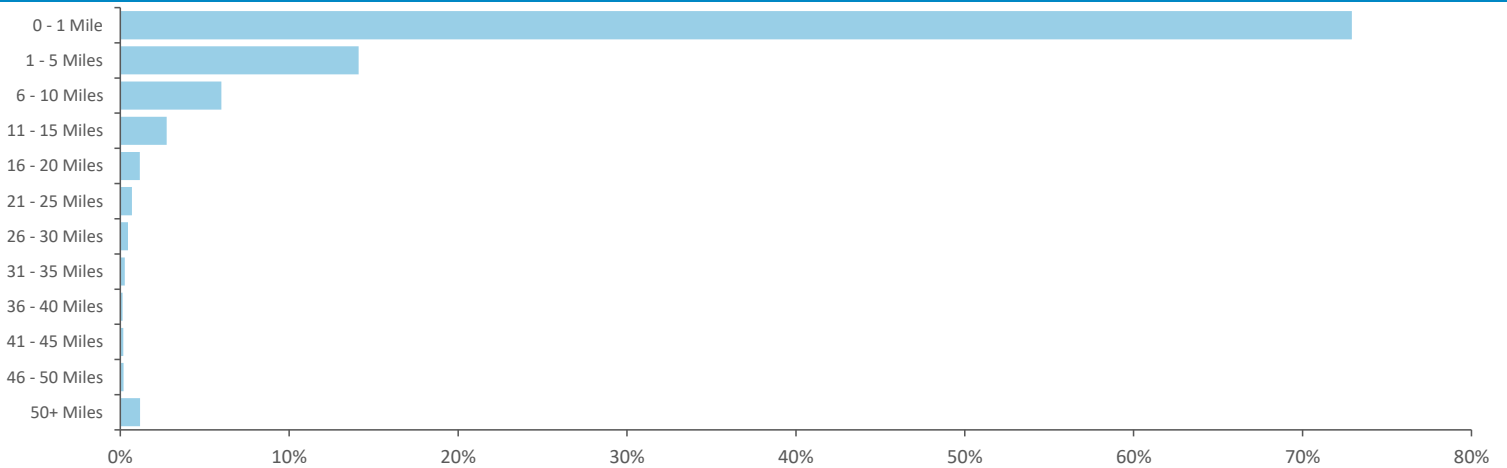
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



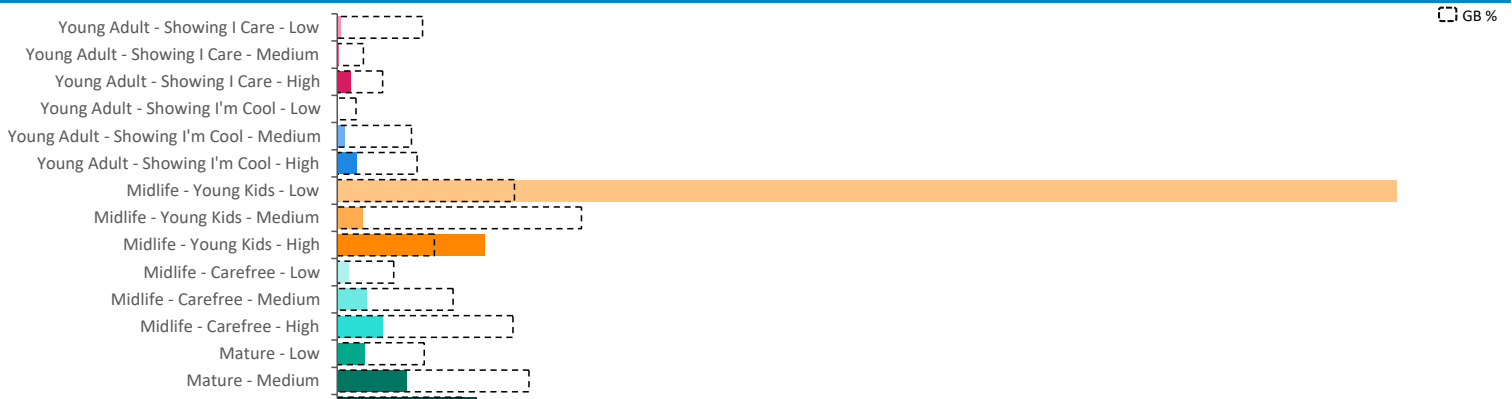
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Kings Arms Silsden



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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
- N 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	Bai Tong	BD20 0JY	Independent Free	Restaurants	0.0
1	Kings Arms	BD20 0JY	Star Pubs & Bars	Premium Local	0.0
3	Punch Bowl Hotel	BD20 9ND	Stonegate Pub Company	Family Pub Dining	0.1
4	Sunny Bank Social Club	BD20 9NB	Independent Free	Clubland	0.1
5	Old Post Office Cafe Bar	BD20 0PA	Independent Free	High Street Pub	0.1
6	Steffanos Restaurant	BD20 0PB	Independent Free	Restaurants	0.2
7	Butchers Arms	BD20 9LS	Independent Free	High Street Pub	0.2
8	Red Lion Hotel	BD20 0AQ	*Other Small Retail Groups	Premium Local	0.2
9	Curry Corner	BD20 0AL	Independent Free	Restaurants	0.2
10	Robin Hood	BD20 0AJ	Star Pubs & Bars	Community Pub	0.2
10	Counting House	BD20 0AJ	Independent Free	High Street Pub	0.2
12	Steeon Hall	BD20 6RY	*Other Small Retail Groups	Hotel	1.2