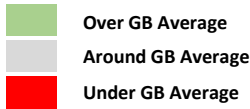


Catchment Summary - Hope & Anchor Greatham

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*WT= Walktime, **DT= Drivetime

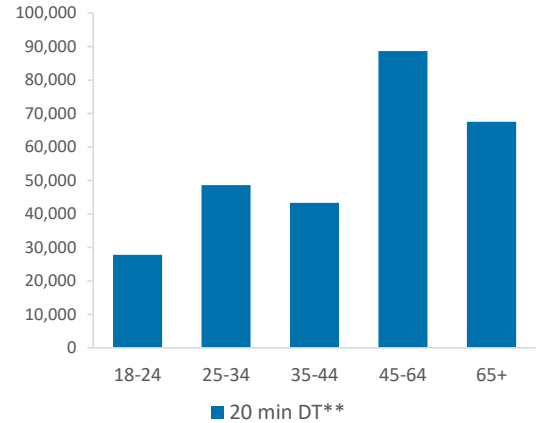
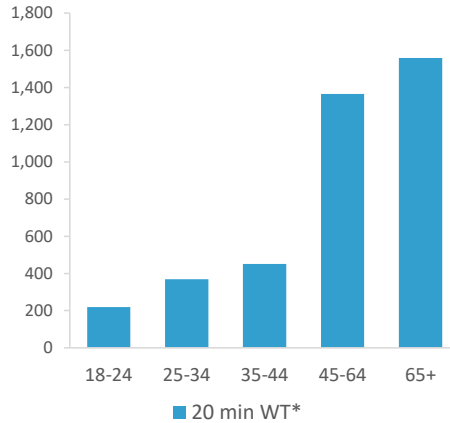
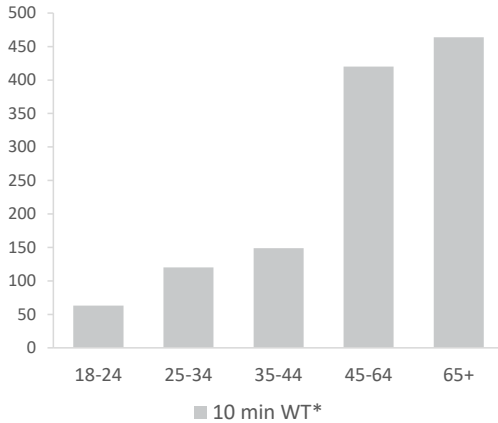
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,419	4,593	353,124	27	32	93
Adults 18+	1,216	3,962	275,867	28	22	92
Competition Pubs	3	4	367	20	13	101
Adults 18+ per Competition Pub	405	991	752	49	120	91
% Adults Likely to Drink	83.1%	83.8%	81.6%	101	102	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	24.5%	37.2%	32.2%	95	145	125
	Medium	61.8%	57.5%	47.7%	157	146	121
	High	8.2%	3.6%	18.2%	25	11	54

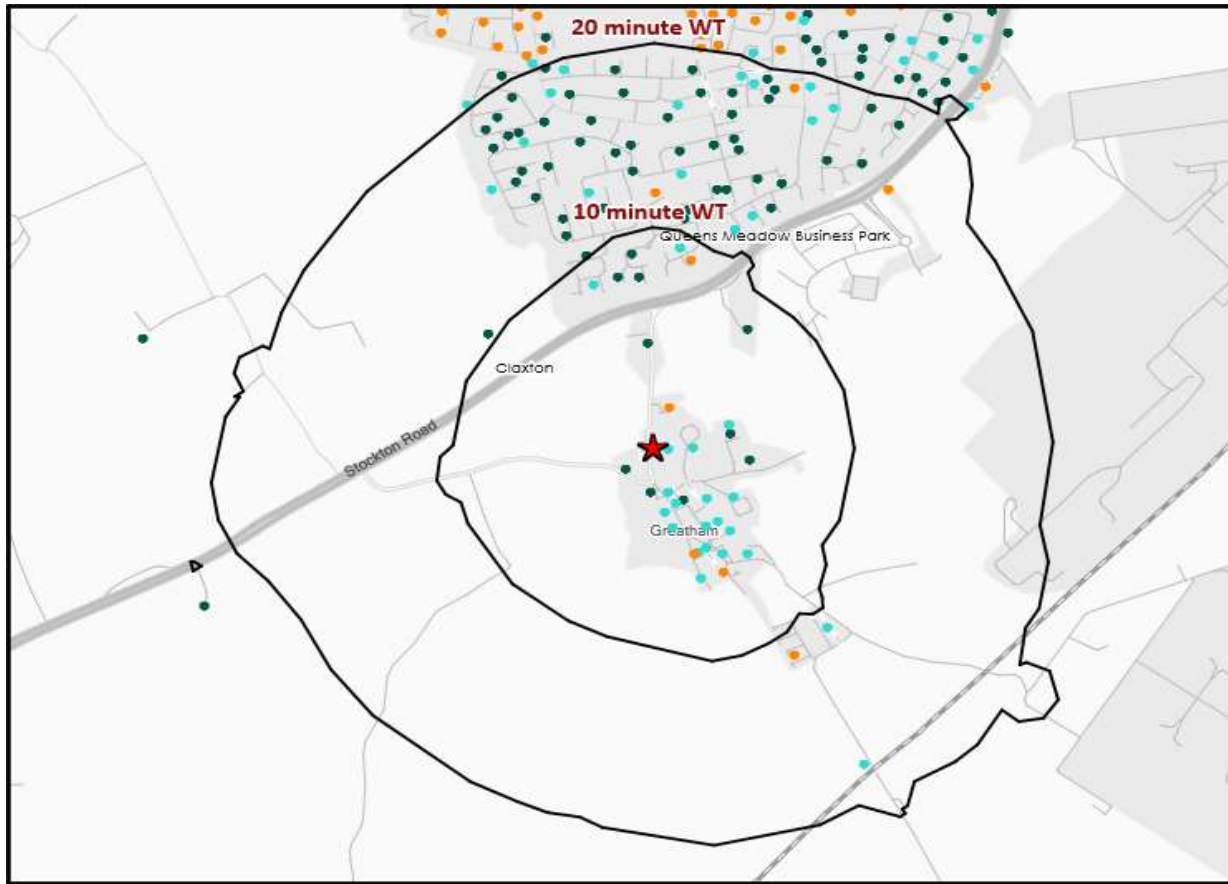
*Affluence does not include Not Private Households

Age Profile	18-24	63	219	27,766	55	59	97
	25-34	120	369	48,620	64	60	104
	35-44	149	451	43,278	82	76	95
	45-64	420	1,365	88,676	116	116	98
	65+	464	1,558	67,527	171	177	100



	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	648 (46%)	2,219 (48%)	175,136 (50%)	92	98	100
	Female	771 (54%)	2,374 (52%)	177,988 (50%)	107	102	100
Economic Status (16-74)							
	Employed: Full-time	374 (37%)	1,245 (38%)	95,102 (38%)	89	91	90
	Employed: Part-time	162 (16%)	480 (15%)	36,736 (15%)	123	112	112
	Self employed	83 (8%)	208 (6%)	14,524 (6%)	86	66	60
	Unemployed	17 (2%)	53 (2%)	9,285 (4%)	71	68	154
	Retired	216 (21%)	871 (26%)	38,326 (15%)	154	191	110
	Other	163 (16%)	444 (13%)	59,354 (23%)	81	68	119
Total Worker Count		274	767	179,071			

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

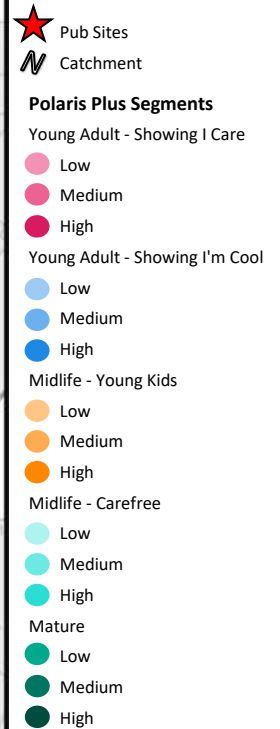
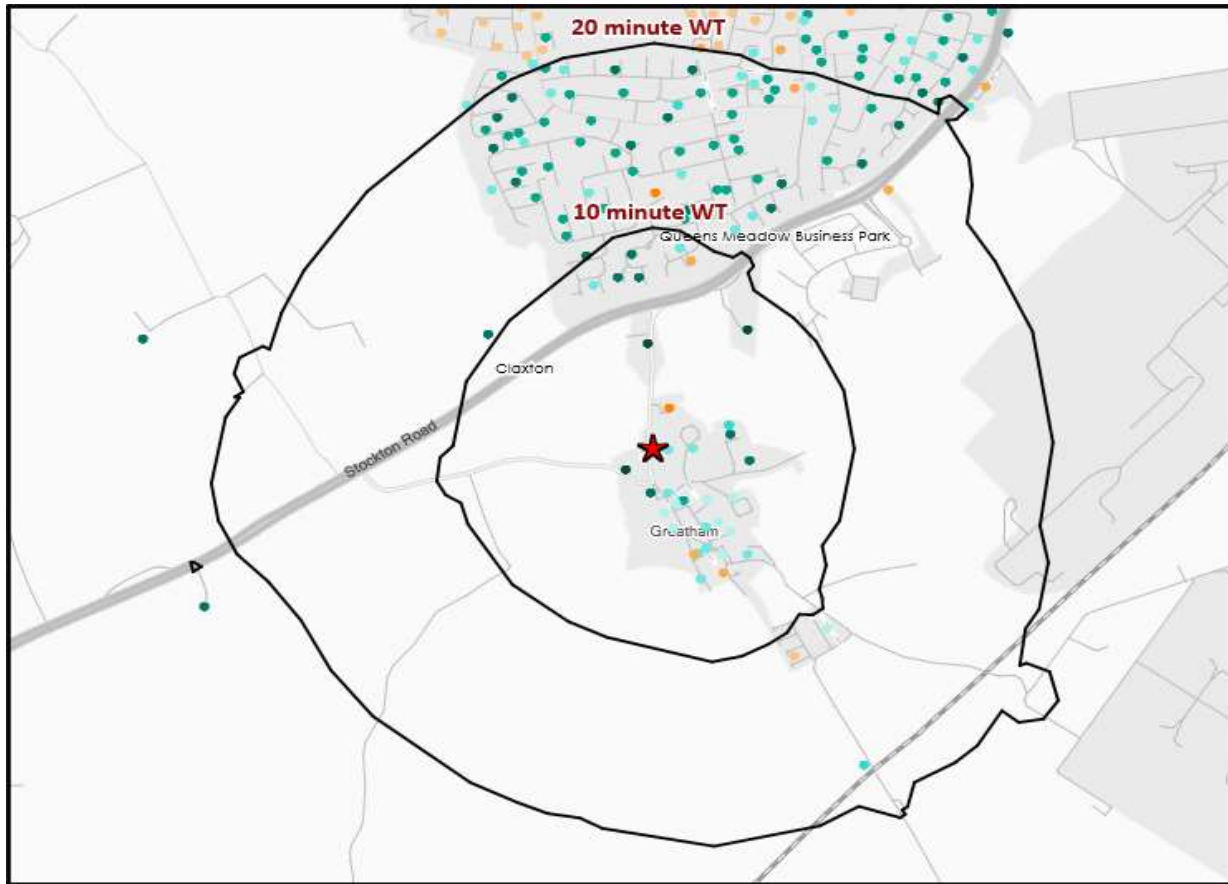
*WT= Walktime, **DT= Drivetime

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	0	0	9,504	0	0	39
Young Adult - Showing I'm Cool	0	0	34,322	0	0	135
Midlife - Young Kids	232	301	101,815	61	24	117
Midlife - Carefree	646	1,237	61,219	253	148	105
Mature	272	2,358	63,826	80	213	83
Not Private Households	66	66	5,181	377	116	131
Total	1,216	3,962	275,867			

Polaris Summary - Hope & Anchor Greatham



 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	3,745	0	0	32
Medium	0	0	370	0	0	10
High	0	0	5,389	0	0	58
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	28,099	0	0	275
High	0	0	6,223	0	0	50
Midlife - Young Kids						
Low	92	92	50,918	68	21	166
Medium	127	188	39,202	70	32	95
High	13	21	11,695	20	10	79
Midlife - Carefree						
Low	187	187	13,956	452	139	149
Medium	382	939	31,586	468	353	170
High	77	111	15,677	58	26	52
Mature						
Low	19	1,196	20,107	26	508	123
Medium	243	1,152	32,453	158	230	93
High	10	10	11,266	9	3	44
Not Private Households	66	66	5,181	377	116	131

Polaris Summary - Hope & Anchor Greatham



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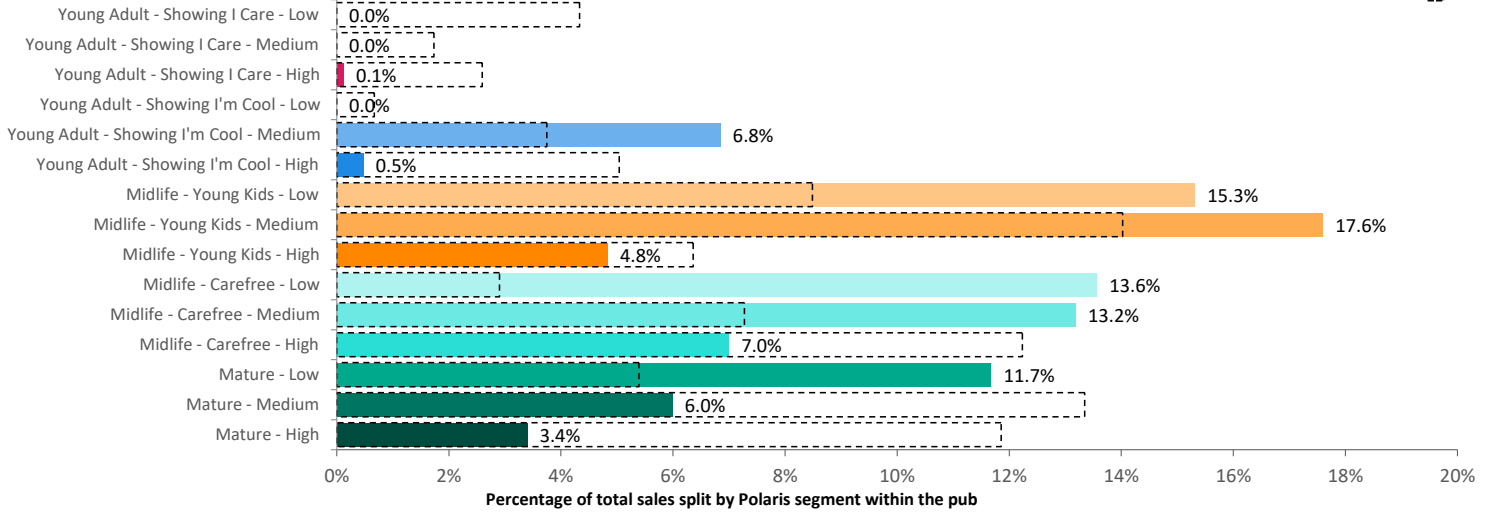


★ Pub Sites

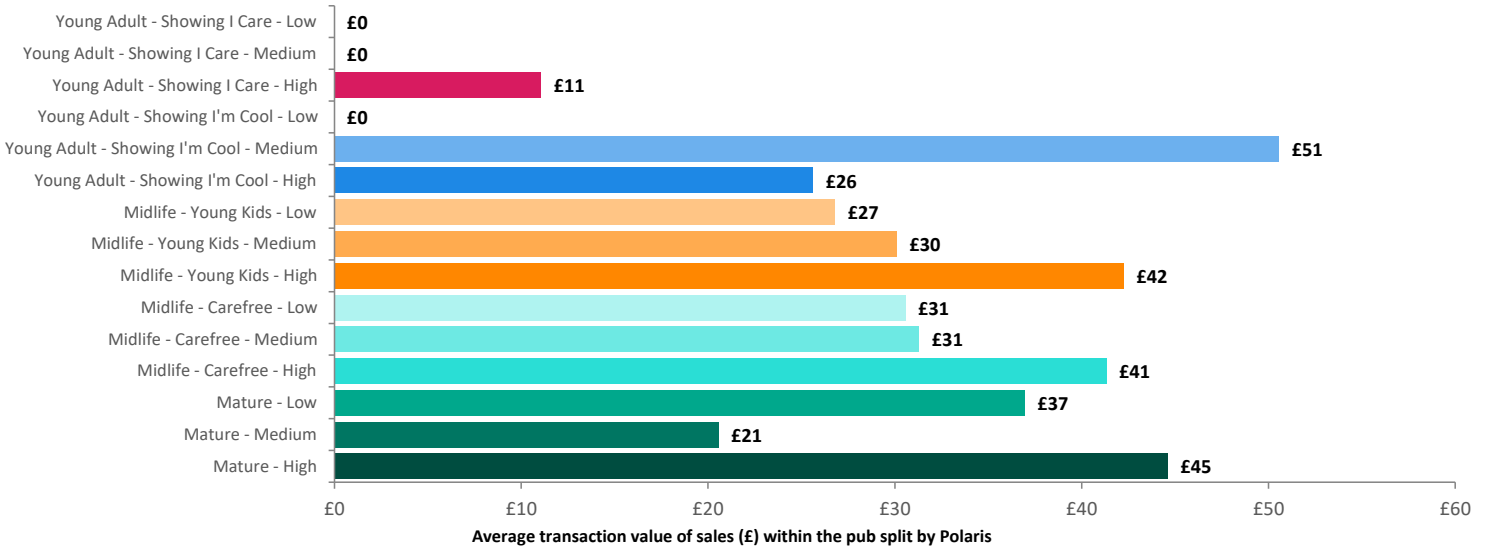
Total	1,216	3,962	275,867

Spend by Polaris

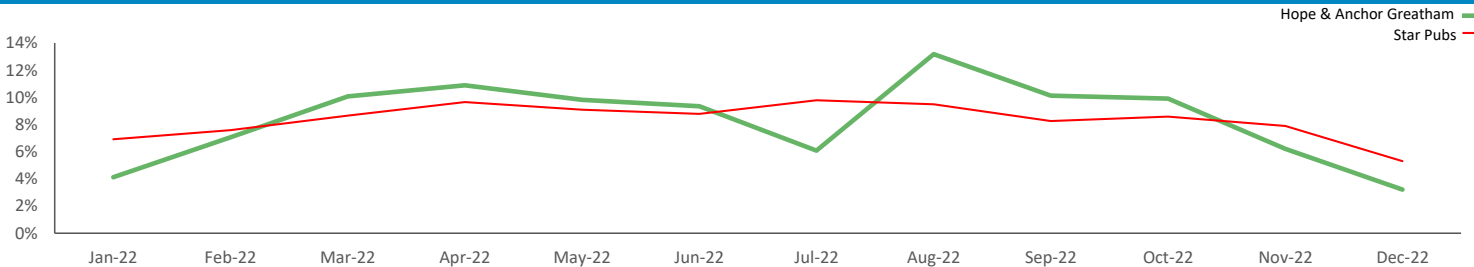
GB %



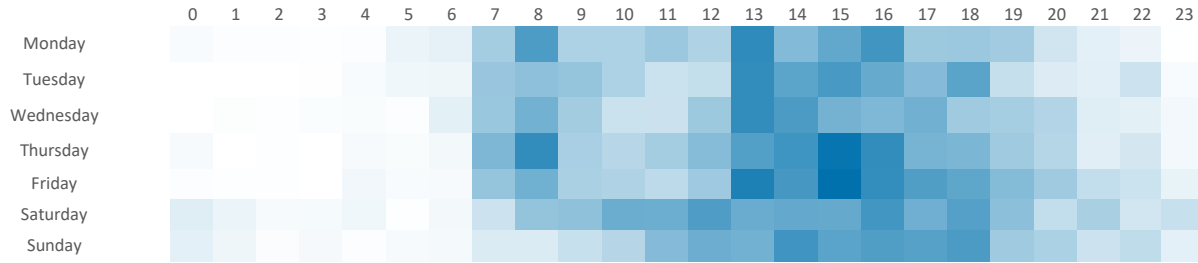
Average Transaction Values (£) by Polaris



Spend by Month

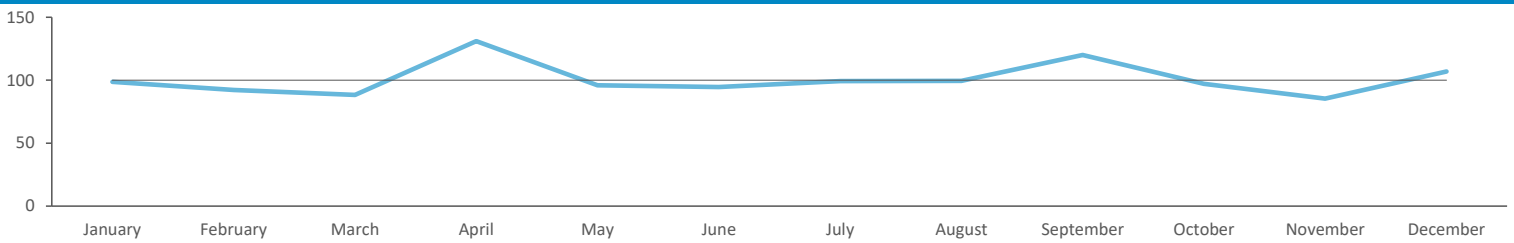


Time of Day/Day of Week



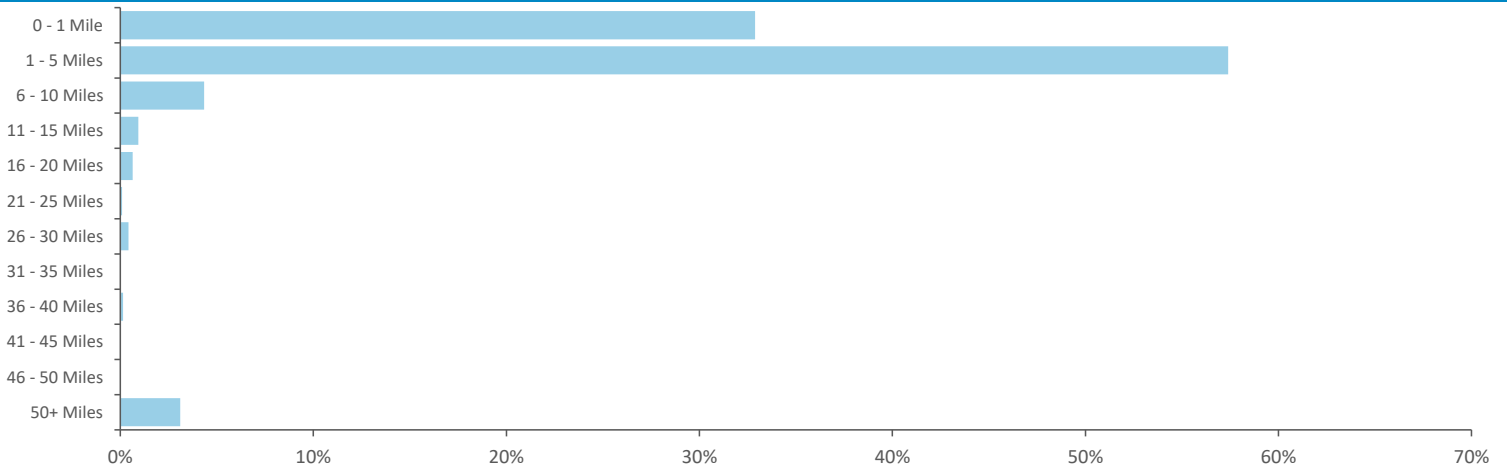
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



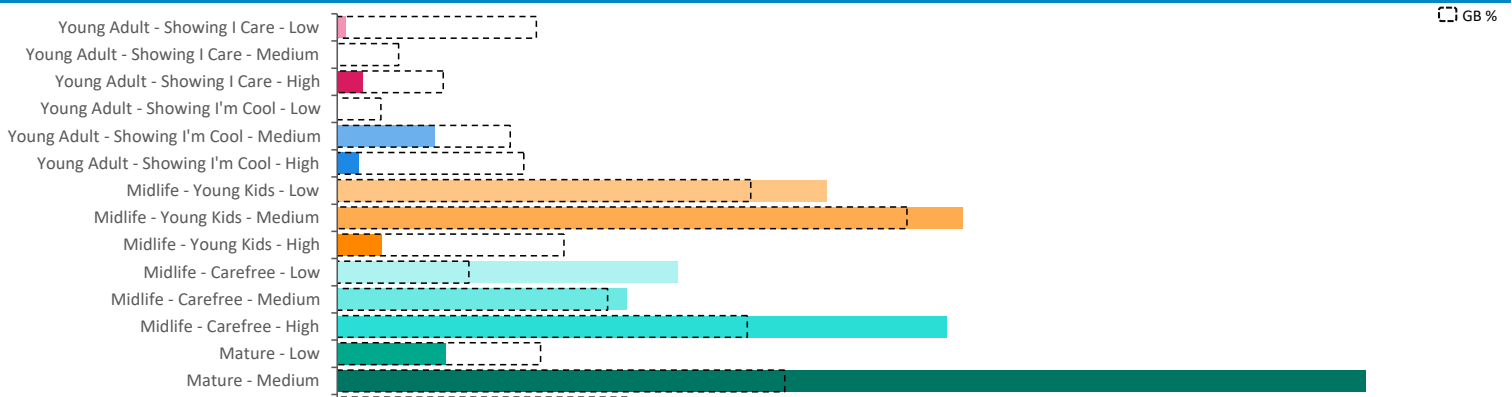
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Hope & Anchor Greatham



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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	Hope & Anchor	TS25 2EN	Star Pubs & Bars	Community Pub	0.0
1	Bull & Dog Inn	TS25 2EN	Trust Inns Limited	Community Pub	0.0
3	Fens	TS25 2LT	Stonegate Pub Company	Community Pub	0.8
4	Rossmere	TS25 3AX	Marston's	Community Pub	1.2
5	Goldmine	TS25 3JN	*Other Small Retail Groups	Community Pub	1.2
6	Owton Manor Social Club & Institute	TS25 3LQ	Independent Free	Clubland	1.2