

Catchment Summary - Black Lion Snaith

Over GB Average
Around GB Average
Under GB Average

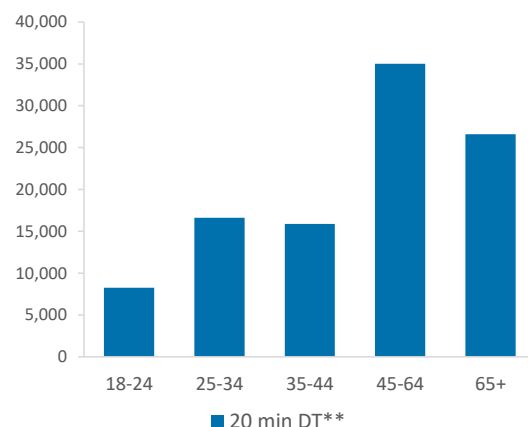
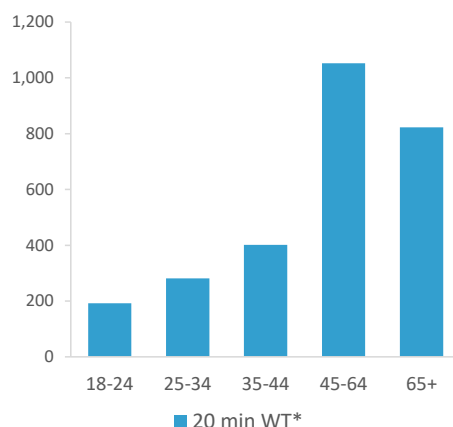
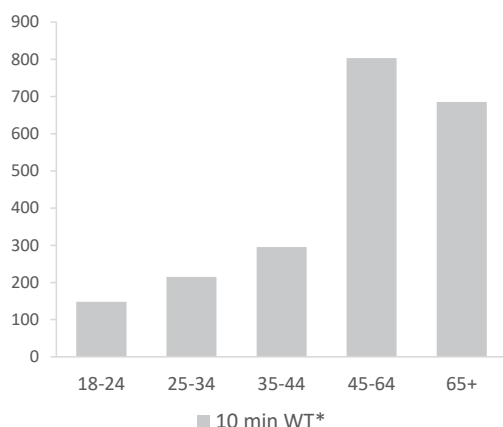
*WT= Walktime, **DT= Drivetime

	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	2,640	3,430	129,842	50	24	34
Population & Adults 18+ index is based on all pubs						
Adults 18+	2,146	2,749	102,365	49	15	34
Competition Pubs	7	9	165	47	28	46
Adults 18+ per Competition Pub	307	305	620	37	37	75
% Adults Likely to Drink	82.2%	82.4%	82.1%	100	100	100

Affluence	Low	7.0%	5.5%	24.3%	27	21	95
	Medium	53.6%	54.1%	49.9%	136	137	127
	High	34.9%	37.0%	24.2%	104	110	72

*Affluence does not include Not Private Households

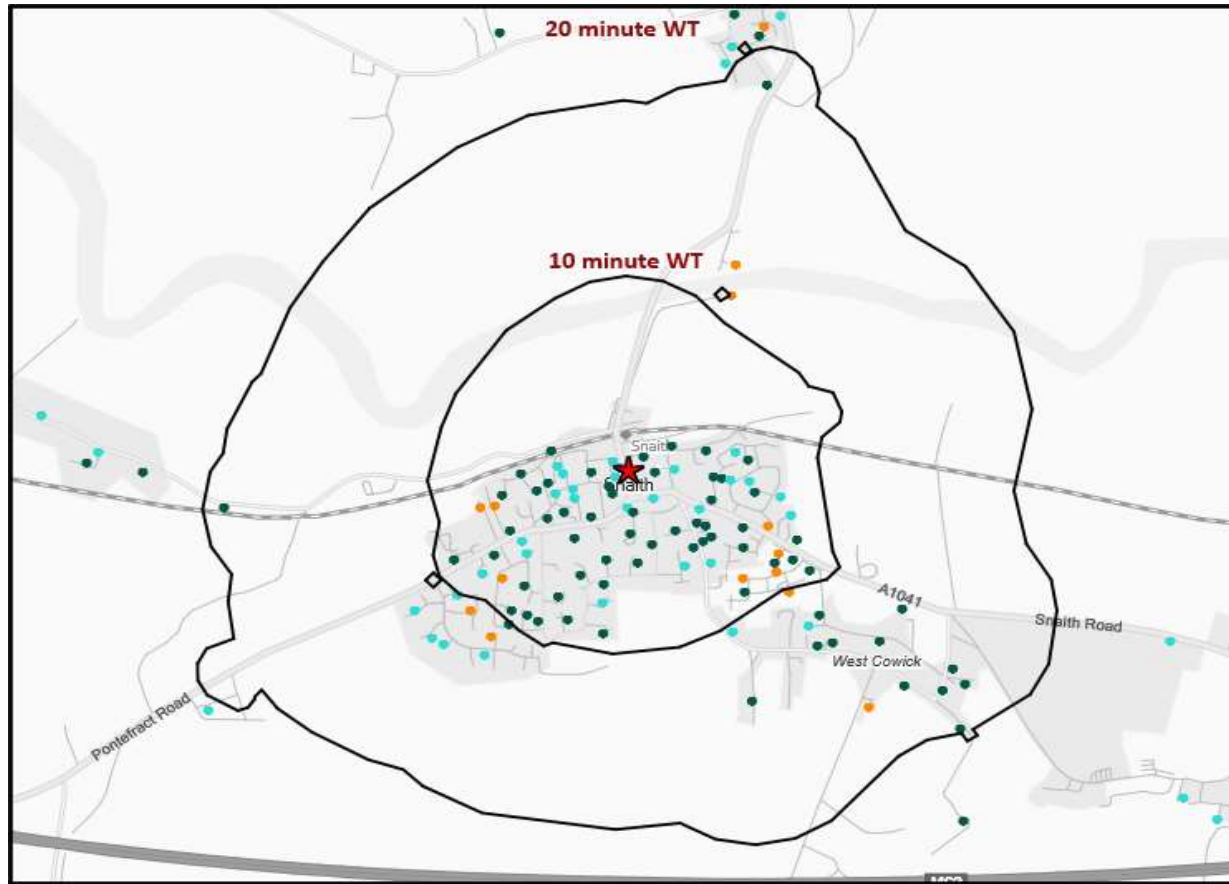
Age Profile	18-24	148	192	8,253	69	69	78
	25-34	215	281	16,604	61	62	96
	35-44	295	401	15,891	87	91	95
	45-64	803	1,052	35,028	119	120	106
	65+	685	823	26,589	136	126	107



		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	1,289 (49%)	1,676 (49%)	64,202 (49%)	99	99	100
	Female	1,351 (51%)	1,754 (51%)	65,640 (51%)	101	101	100
Economic Status (16-74)	Employed: Full-time	820 (44%)	1,110 (46%)	40,650 (44%)	106	110	105
	Employed: Part-time	292 (16%)	377 (15%)	13,490 (15%)	121	119	112
	Self employed	157 (8%)	199 (8%)	7,022 (8%)	88	86	79
	Unemployed	32 (2%)	42 (2%)	2,409 (3%)	73	73	109
	Retired	359 (19%)	450 (18%)	14,543 (16%)	140	134	114
	Other	198 (11%)	257 (11%)	14,611 (16%)	54	54	80
Total Worker Count		1,249	1,608	61,574			

See the Glossary page for further information on the above variables

Polaris Summary - Black Lion Snaith


 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	234	0	0	3
Young Adult - Showing I'm Cool	13	13	5,882	7	5	62
Midlife - Young Kids	300	424	34,832	44	49	108
Midlife - Carefree	560	735	26,768	124	127	124
Mature	1,178	1,482	33,048	196	193	115
Not Private Households	95	95	1,601	308	240	109
Total	2,146	2,749	102,365			

Polaris Summary - Black Lion Snaith

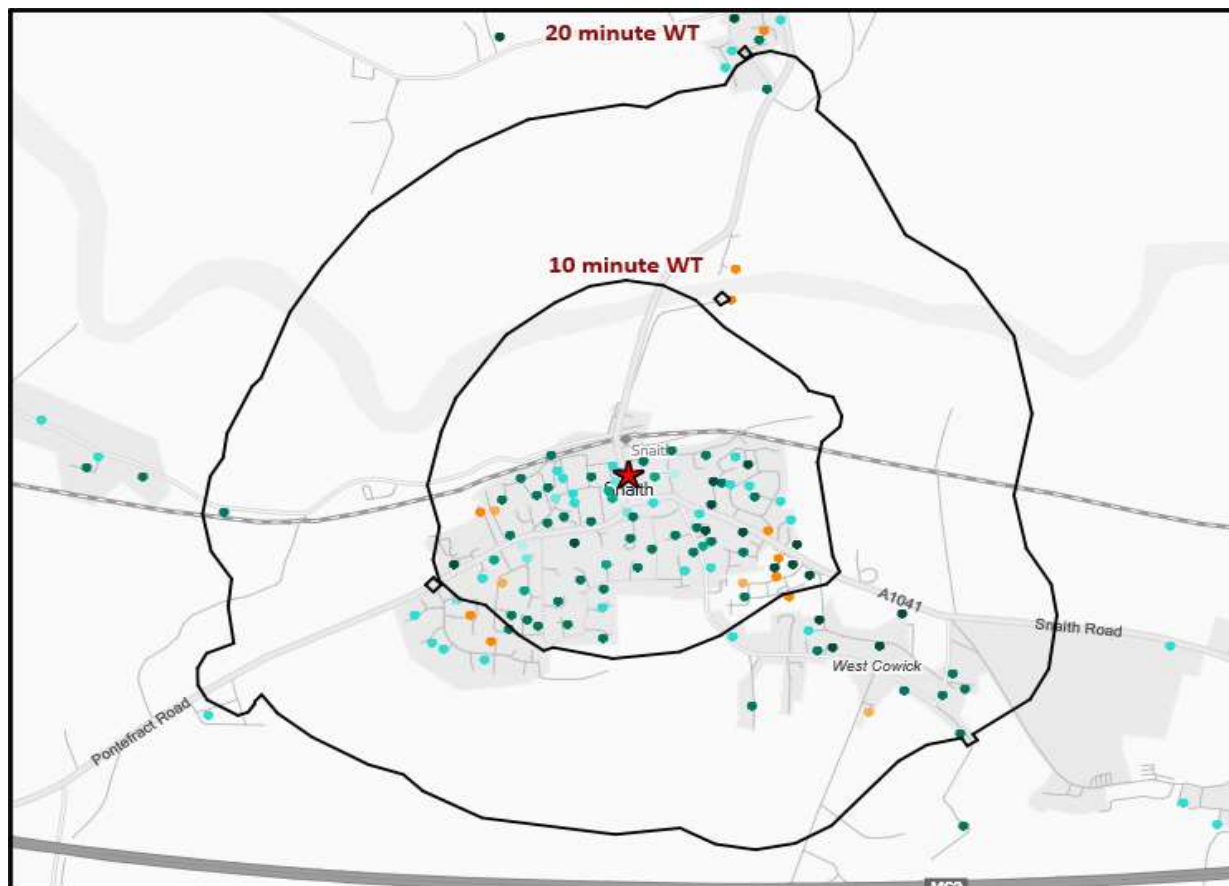


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★ Pub Sites

Polaris Summary - Black Lion Snaith



★ 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	23	0	0	1
Medium	0	0	0	0	0	0
High	0	0	211	0	0	6
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	4,280	0	0	113
High	13	13	1,602	14	11	35
Midlife - Young Kids						
Low	0	0	11,787	0	0	104
Medium	136	175	16,755	42	43	110
High	164	249	6,290	142	168	114
Midlife - Carefree						
Low	49	49	5,871	67	52	169
Medium	80	80	10,502	55	43	153
High	431	606	10,395	184	202	93
Mature						
Low	102	102	7,182	80	63	118
Medium	934	1,232	19,592	344	354	151
High	142	148	6,274	71	57	65
Not Private Households	95	95	1,601	308	240	109

Polaris Summary - Black Lion Snaith



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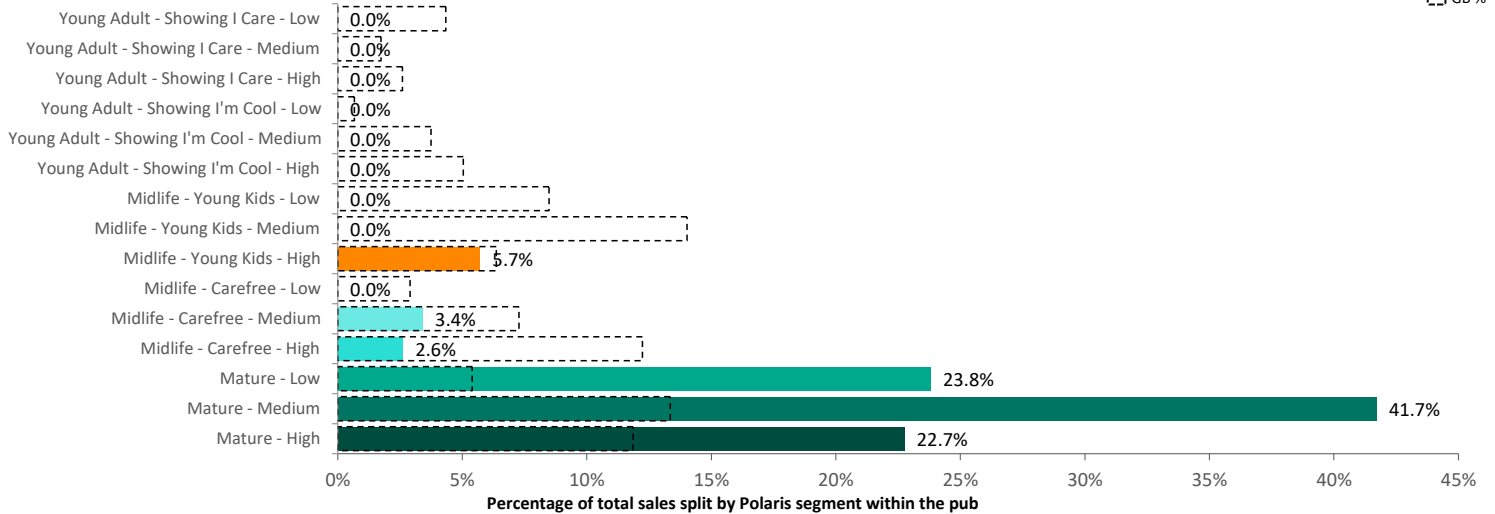
★ Pub Sites

Total 2,146 2,749 102,365

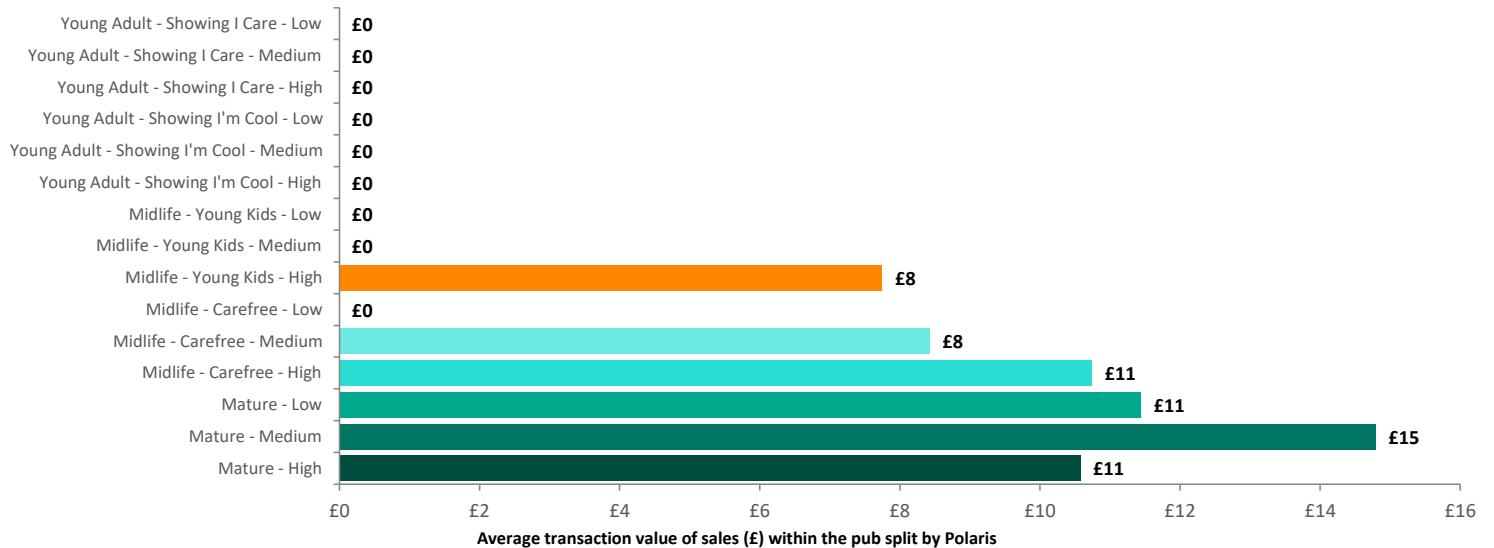
Transactional Data Summary - Black Lion Snaith

Spend by Polaris

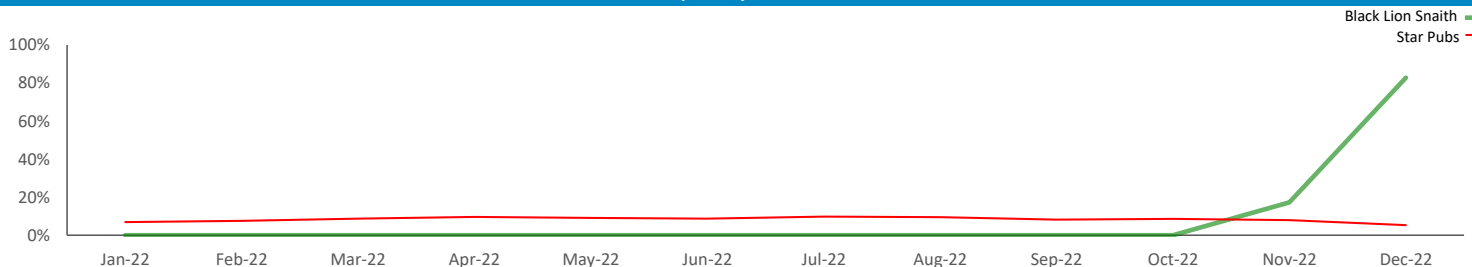
GB %



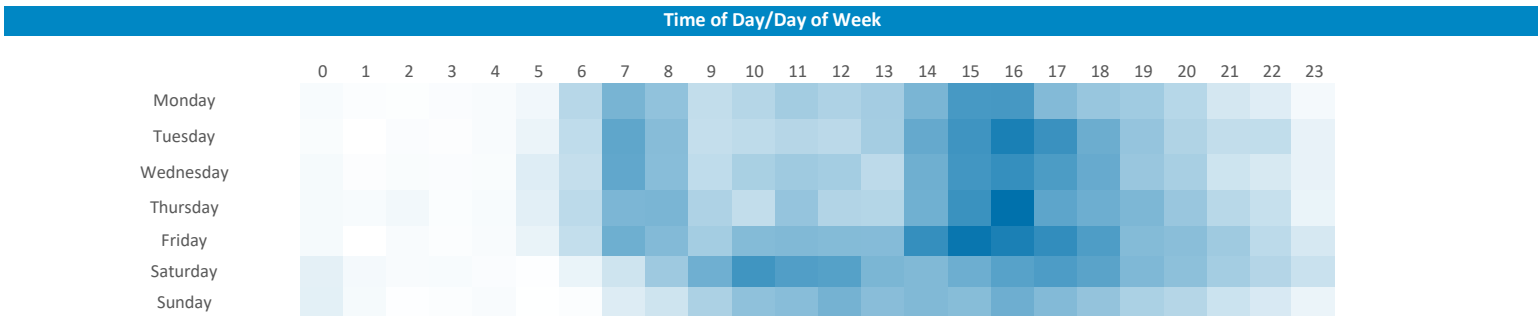
Average Transaction Values (£) by Polaris



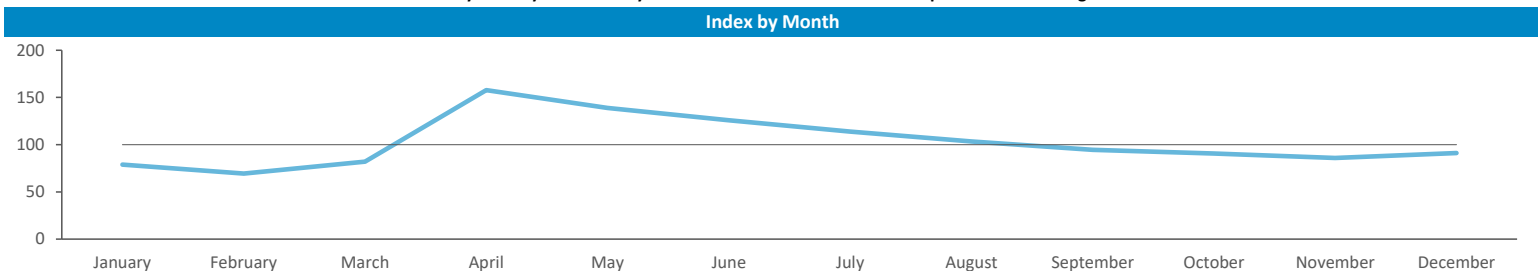
Spend by Month



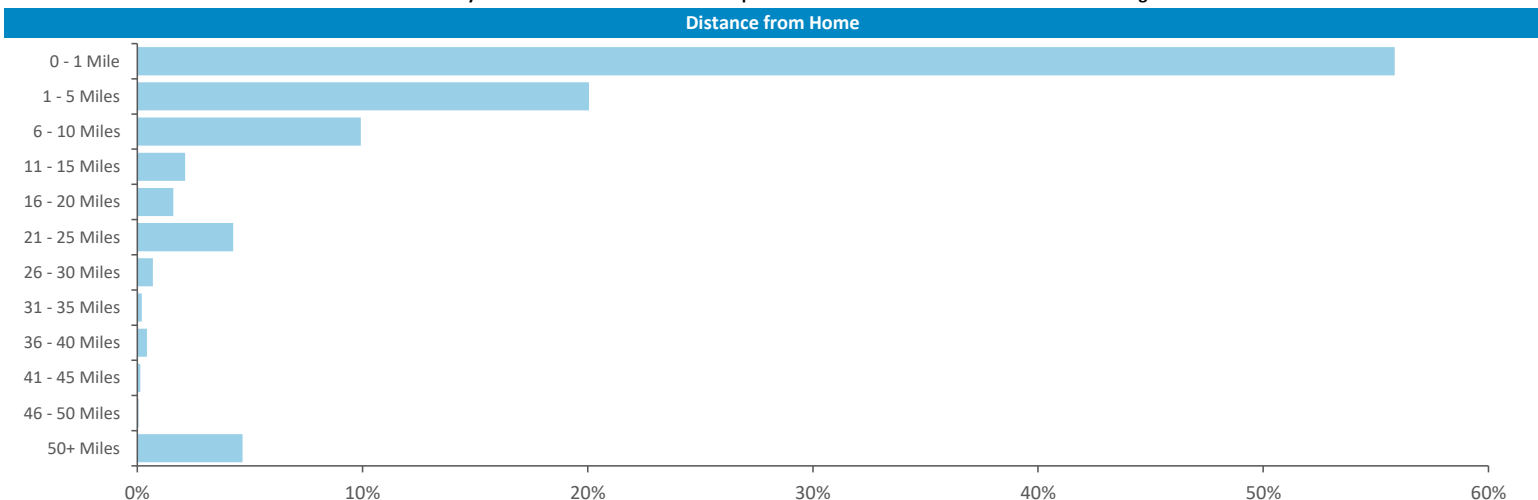
Mobile Data Summary - Black Lion Snaitth



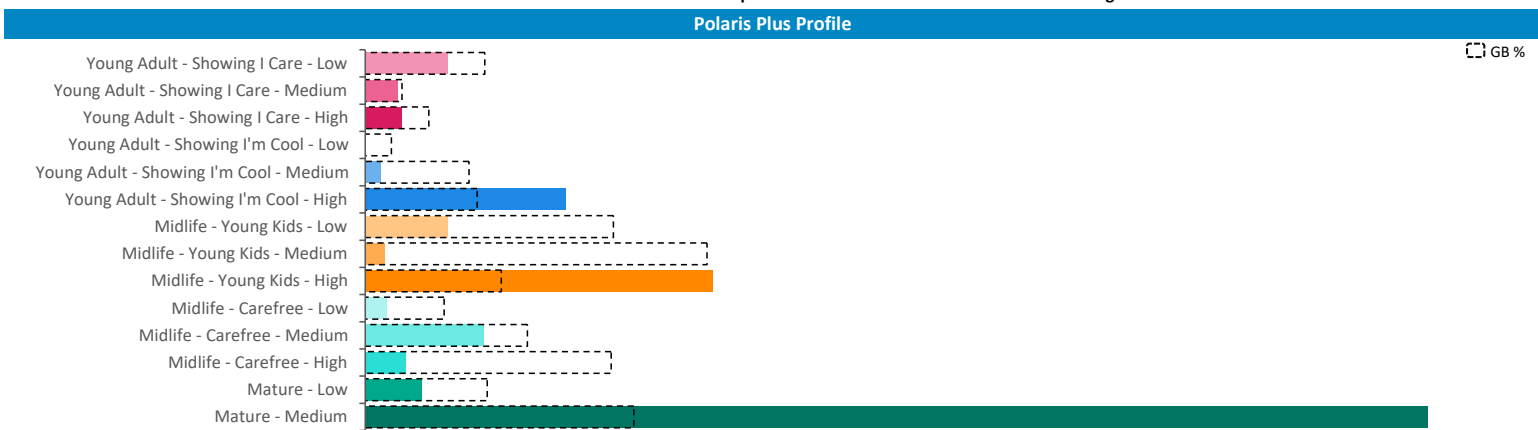
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



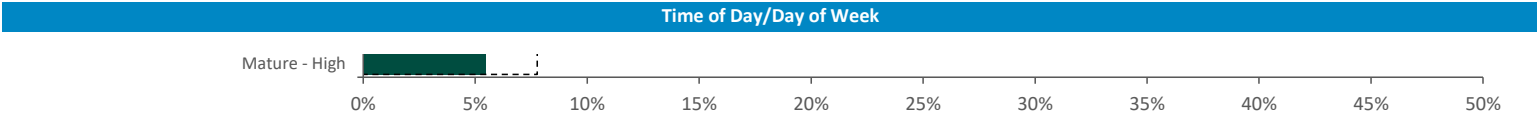
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there



Mobile Data Summary - Black Lion Snaith

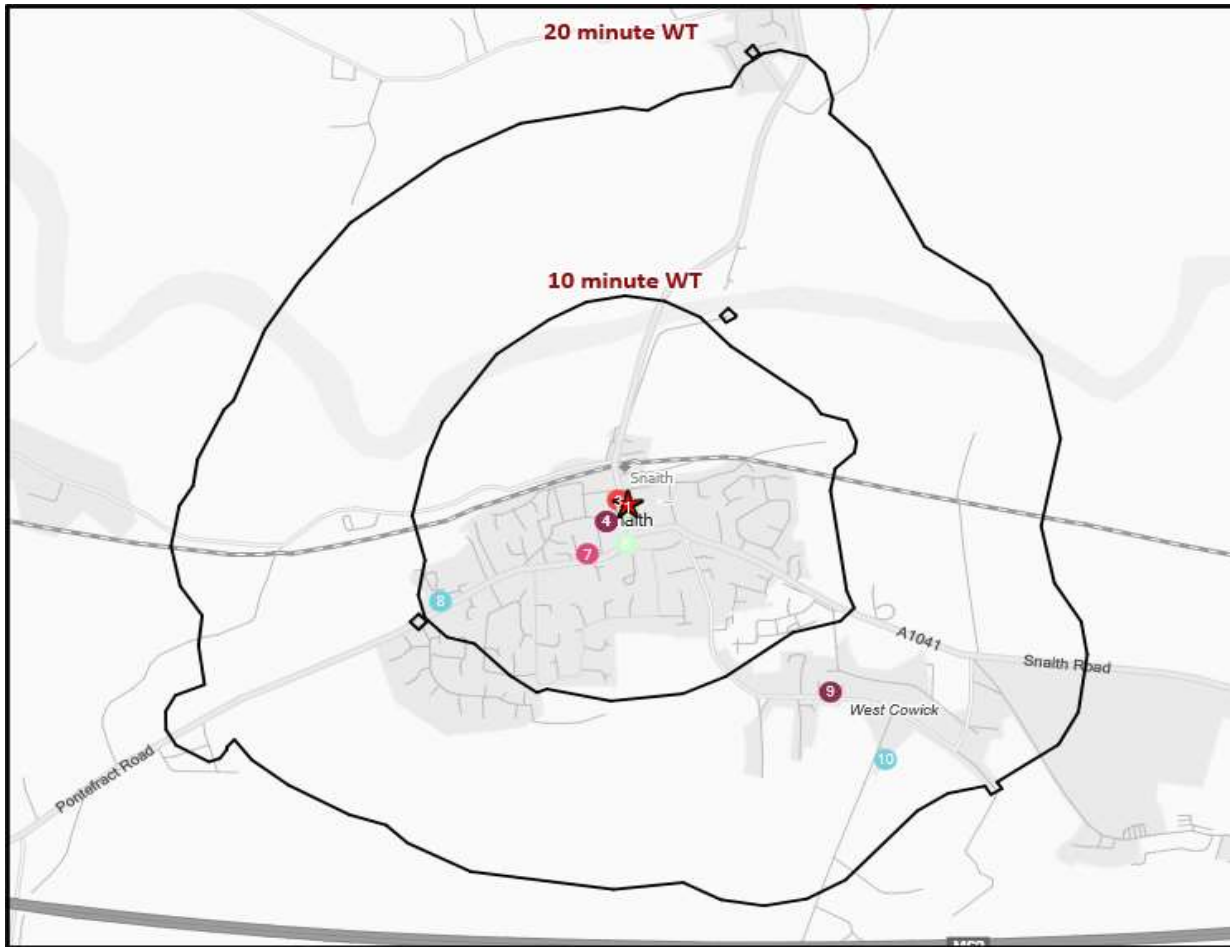


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Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Black Lion Snaith



- ★ 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	Black Lion	DN14 9HT	Star Pubs & Bars	Premium Local	0.0
1	Yorkshire Ales	DN14 9HT	Independent Free	Community Pub	0.0
3	Old Mill Brewery	DN14 9HS	Independent Free	Large Venue	0.0
4	Bell & Crown	DN14 9HE	Independent Free	Premium Local	0.0
4	Downe Arms	DN14 9HE	Admiral Taverns Ltd	Premium Local	0.0
6	Plough Inn	DN14 9JJ	Independent Free	Community Pub	0.1
7	Brewers Arms Hotel	DN14 9JS	Old Mill Brewery	Family Pub Dining	0.1
8	Snaith & District Community Sports Association	DN14 9LB	Independent Free	Clubland	0.4
9	Ship Inn	DN14 9EB	*Other Small Retail Groups	Premium Local	0.5
10	Park Lodge Spa	DN14 9ED	Independent Free	Clubland	0.7
11	Carlton Tower	DN14 9LZ	Independent Free	Large Venue	1.1