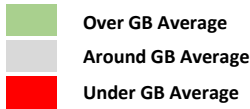


Catchment Summary - Bulls Head Inn Bideford Bid

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*WT= Walktime, **DT= Drivetime

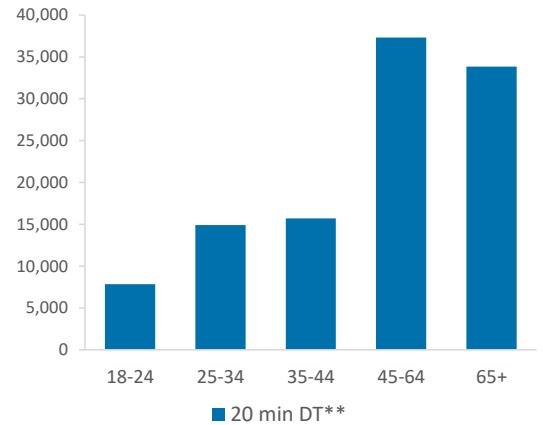
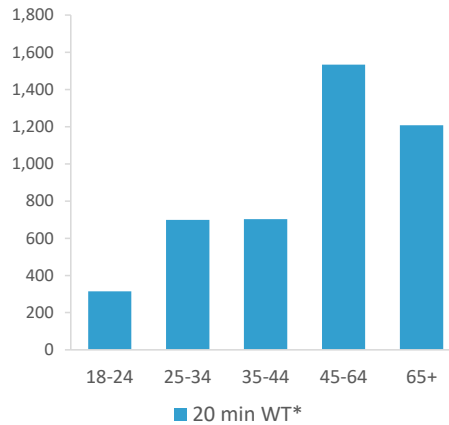
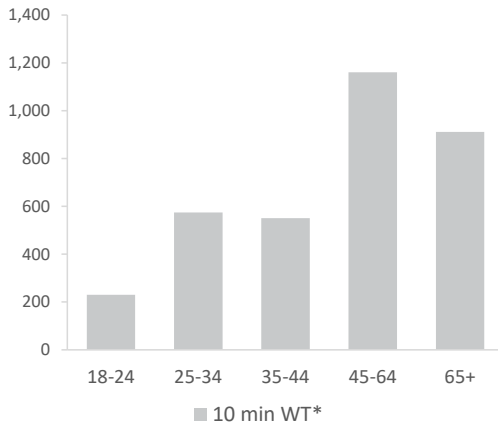
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,420	5,725	135,064	84	39	36
Adults 18+	3,427	4,459	109,637	79	25	37
Competition Pubs	3	3	180	20	9	50
Adults 18+ per Competition Pub	1,142	1,486	609	138	180	74
% Adults Likely to Drink	82.8%	83.2%	84.0%	100	101	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	11.4%	8.7%	14.1%	44	34	55
	Medium	44.0%	38.1%	33.1%	112	97	84
	High	43.6%	52.3%	50.9%	130	156	152

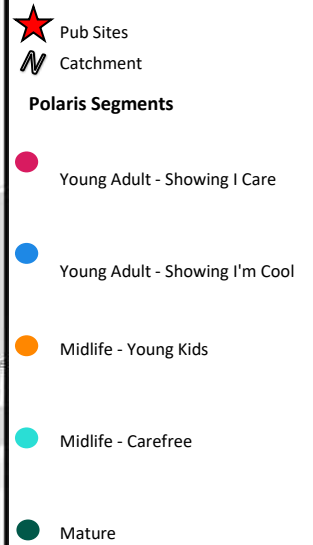
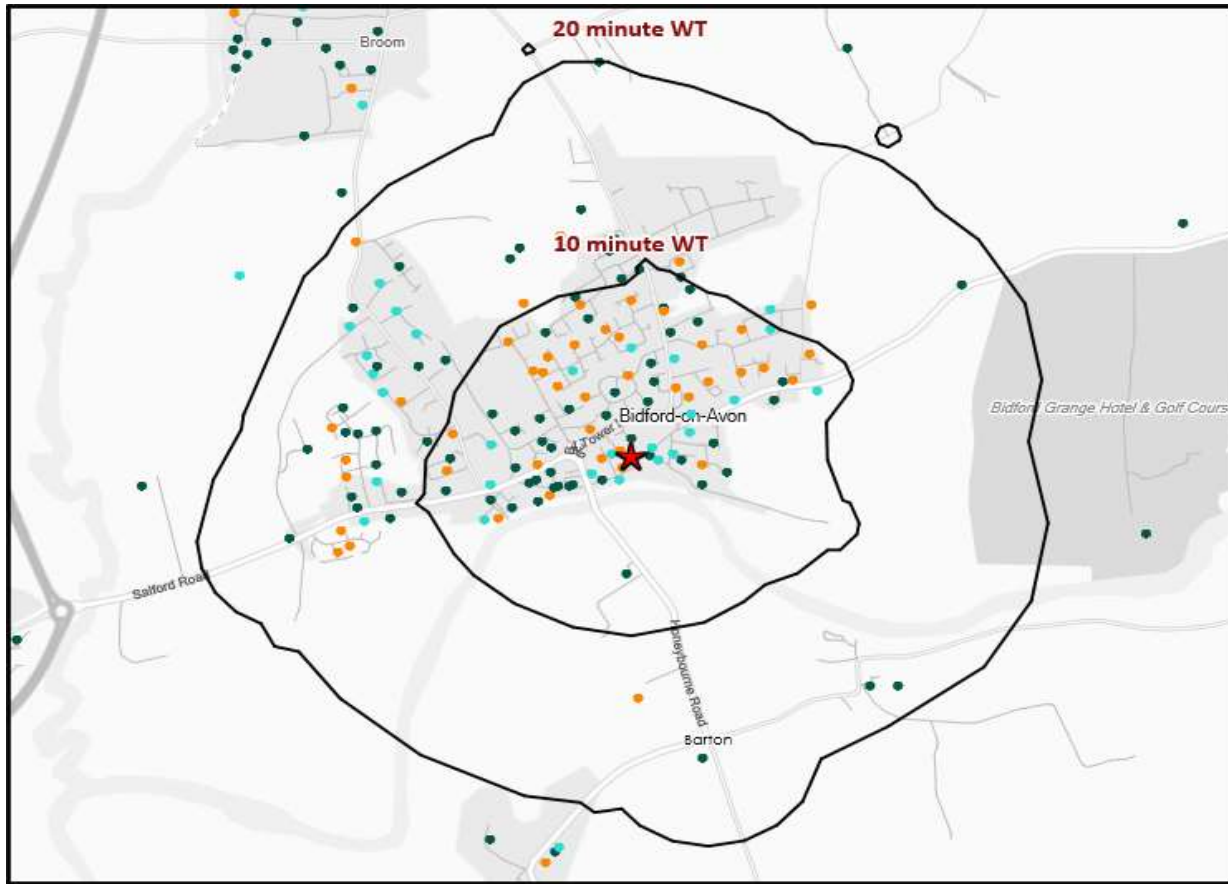
*Affluence does not include Not Private Households

Age Profile	18-24	230	315	7,856	64	68	72
	25-34	574	699	14,915	98	92	83
	35-44	551	703	15,712	97	95	90
	45-64	1,161	1,534	37,309	103	105	108
	65+	911	1,208	33,845	108	110	131



	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	2,151 (49%)	2,791 (49%)	66,250 (49%)	98	99	99
	Female	2,269 (51%)	2,934 (51%)	68,814 (51%)	102	101	101
Economic Status (16-74)							
	Employed: Full-time	1,527 (50%)	1,927 (48%)	41,600 (44%)	119	116	105
	Employed: Part-time	408 (13%)	542 (14%)	13,308 (14%)	102	104	108
	Self employed	310 (10%)	433 (11%)	11,342 (12%)	105	113	125
	Unemployed	41 (1%)	52 (1%)	1,361 (1%)	56	55	60
	Retired	432 (14%)	565 (14%)	15,249 (16%)	102	103	116
	Other	362 (12%)	479 (12%)	12,426 (13%)	60	61	66
Total Worker Count		1,178	1,600	68,545			

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	0	0	1,104	0	0	11
Young Adult - Showing I'm Cool	0	0	4,293	0	0	43
Midlife - Young Kids	1,639	1,897	29,064	152	135	84
Midlife - Carefree	511	811	15,346	71	86	67
Mature	1,240	1,714	57,723	129	137	188
Not Private Households	37	37	2,107	75	58	134
Total	3,427	4,459	109,637			

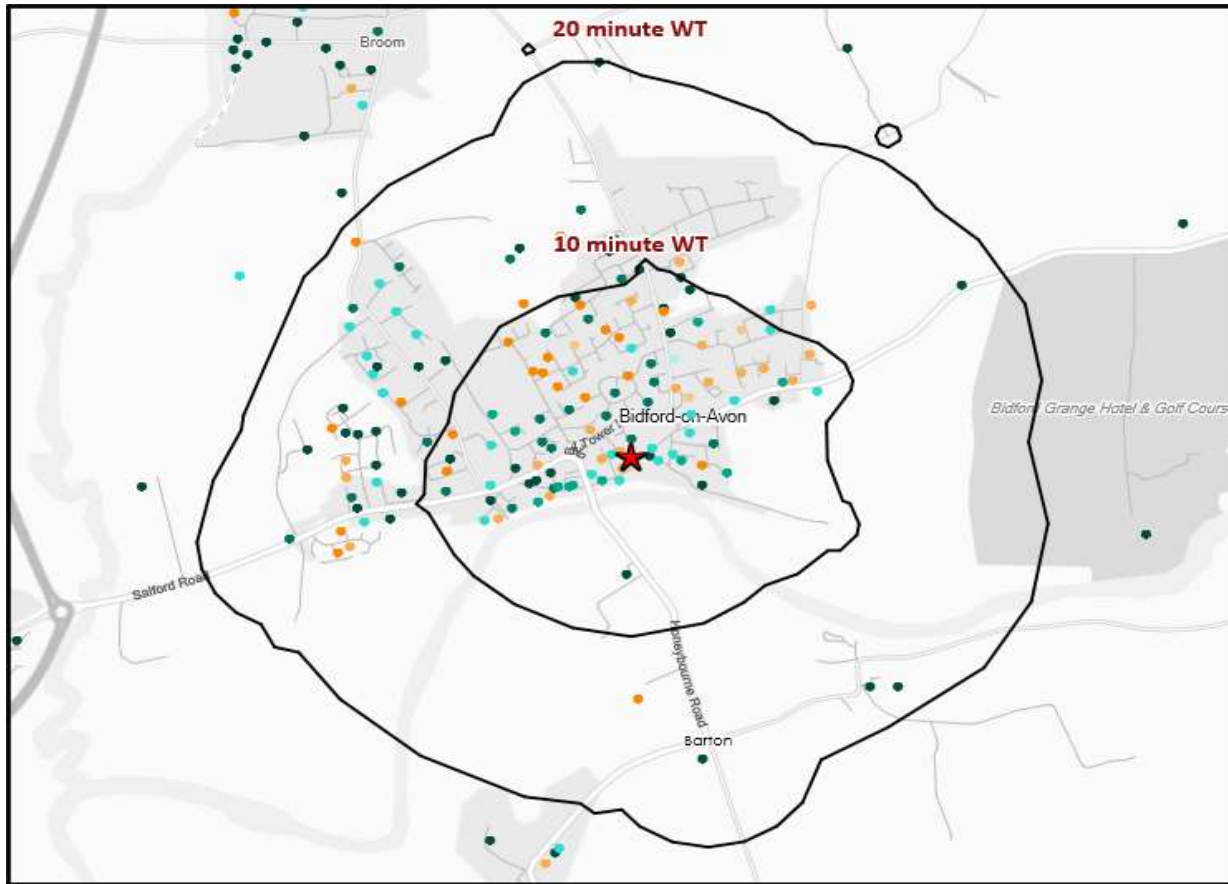
Polaris Summary - Bulls Head Inn Bideford Bid



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★ Pub Sites



- ★ Pub Sites
- Ⓐ 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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	1,104	0	0	30
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,961	0	0	48
High	0	0	2,332	0	0	48
Midlife - Young Kids						
Low	101	101	4,667	27	20	38
Medium	835	835	16,553	163	126	101
High	703	961	7,844	381	400	133
Midlife - Carefree						
Low	11	11	2,407	9	7	65
Medium	0	0	2,167	0	0	29
High	500	800	10,772	134	164	90
Mature						
Low	277	277	8,370	136	105	129
Medium	672	865	15,612	155	153	112
High	291	572	33,741	91	137	328
Not Private Households	37	37	2,107	75	58	134

Polaris Summary - Bulls Head Inn Bideford Bid



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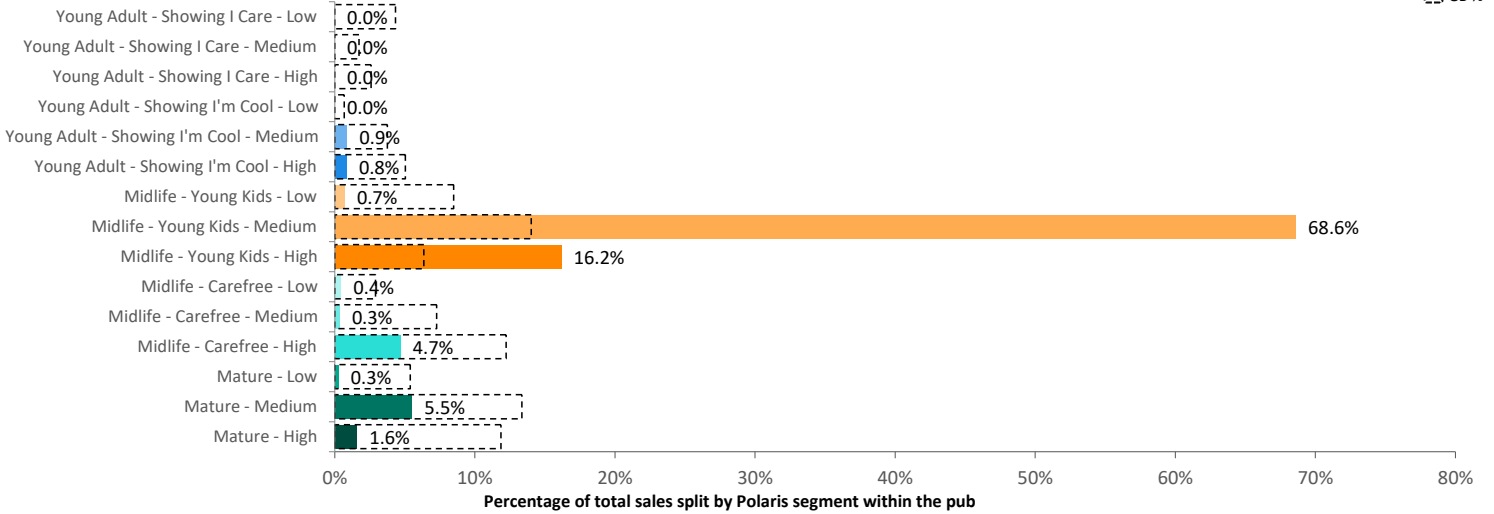


★ Pub Sites

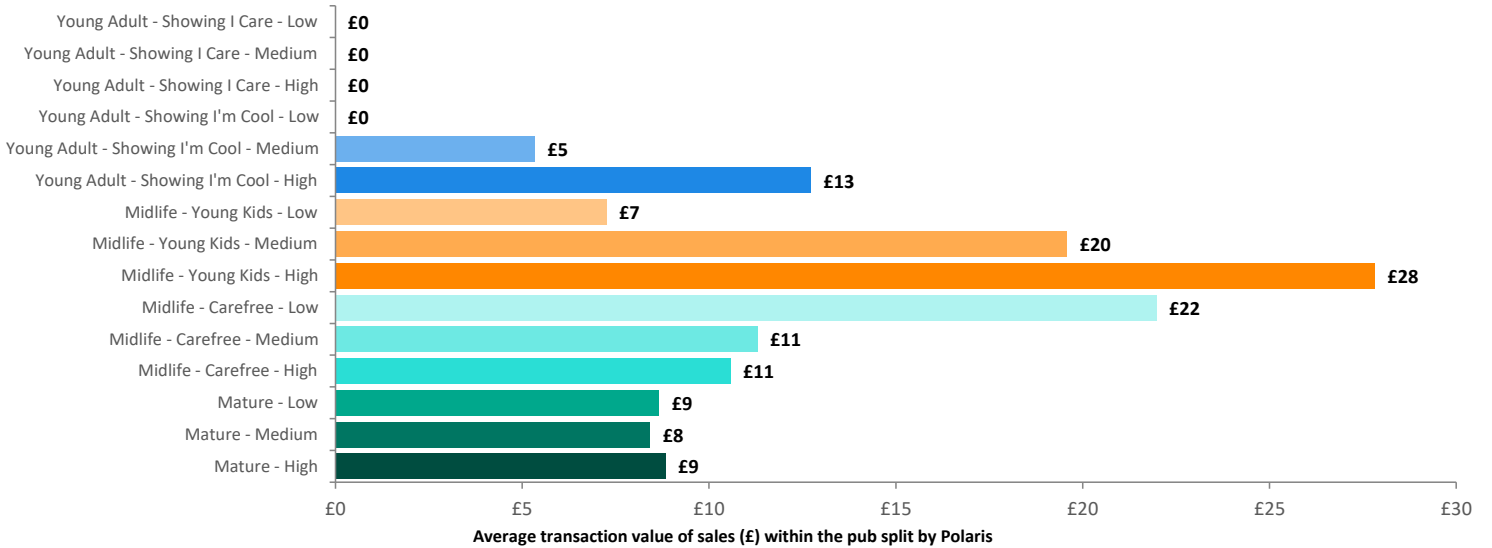
Total	3,427	4,459	109,637

Spend by Polaris

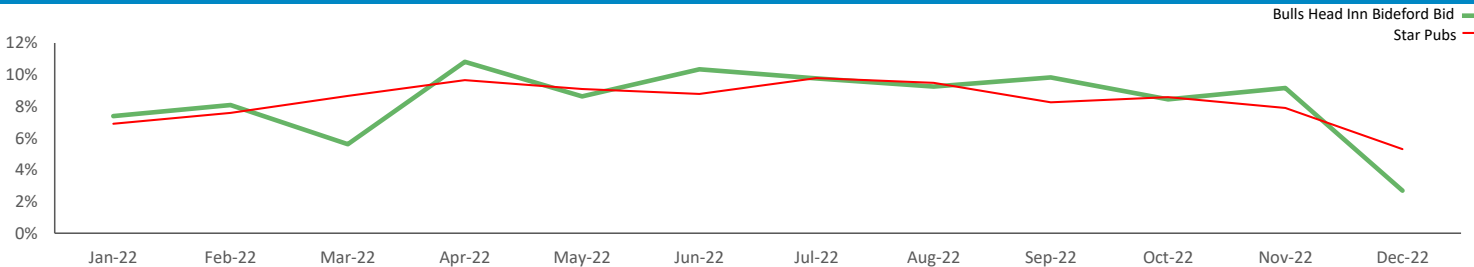
GB %



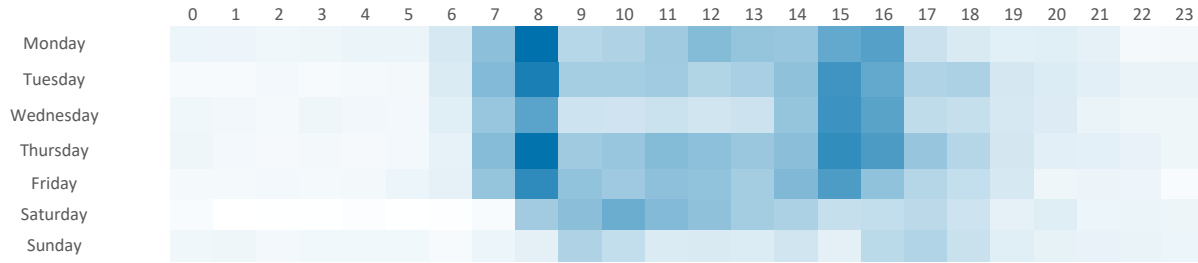
Average Transaction Values (£) by Polaris



Spend by Month

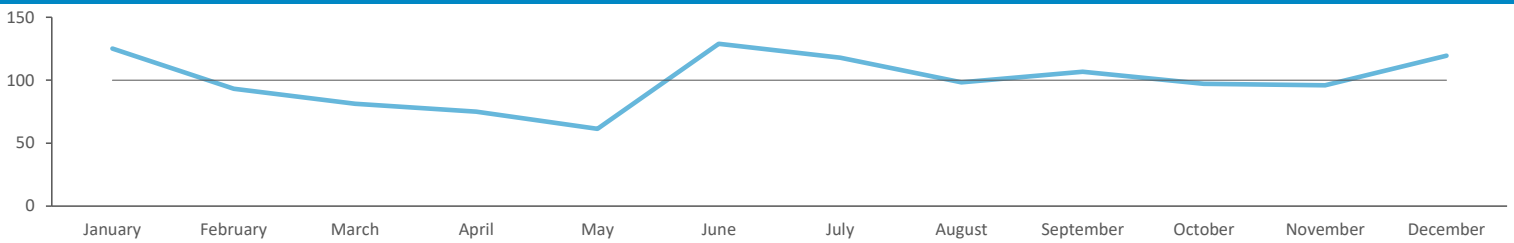


Time of Day/Day of Week



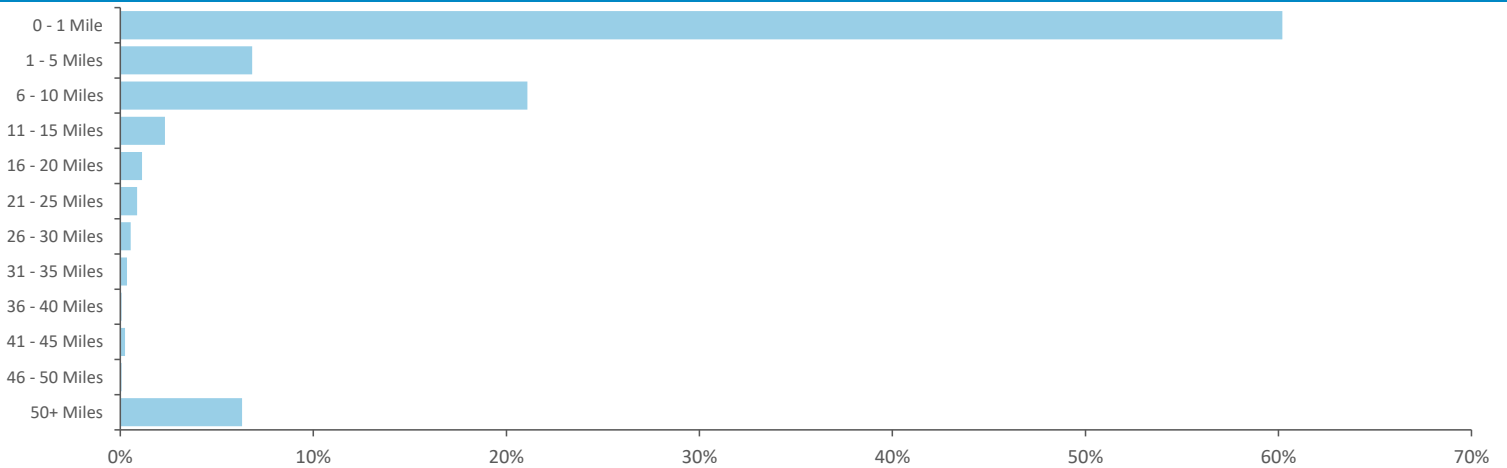
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



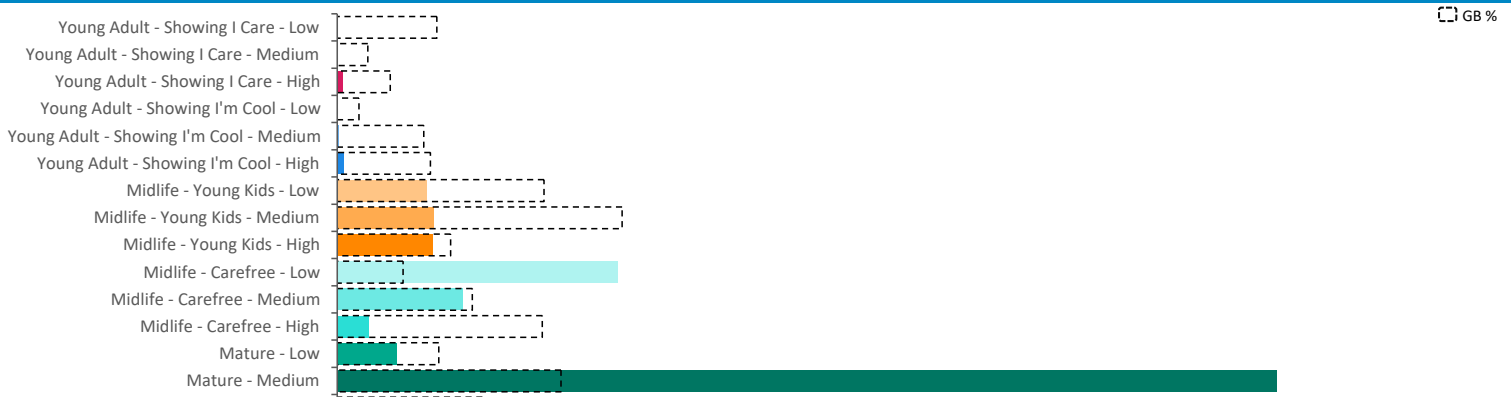
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

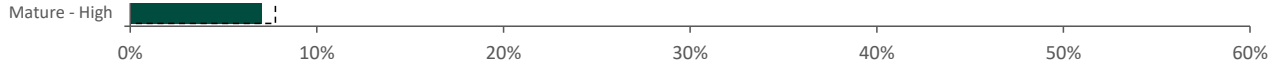


Mobile Data Summary - Bulls Head Inn Bideford Bid

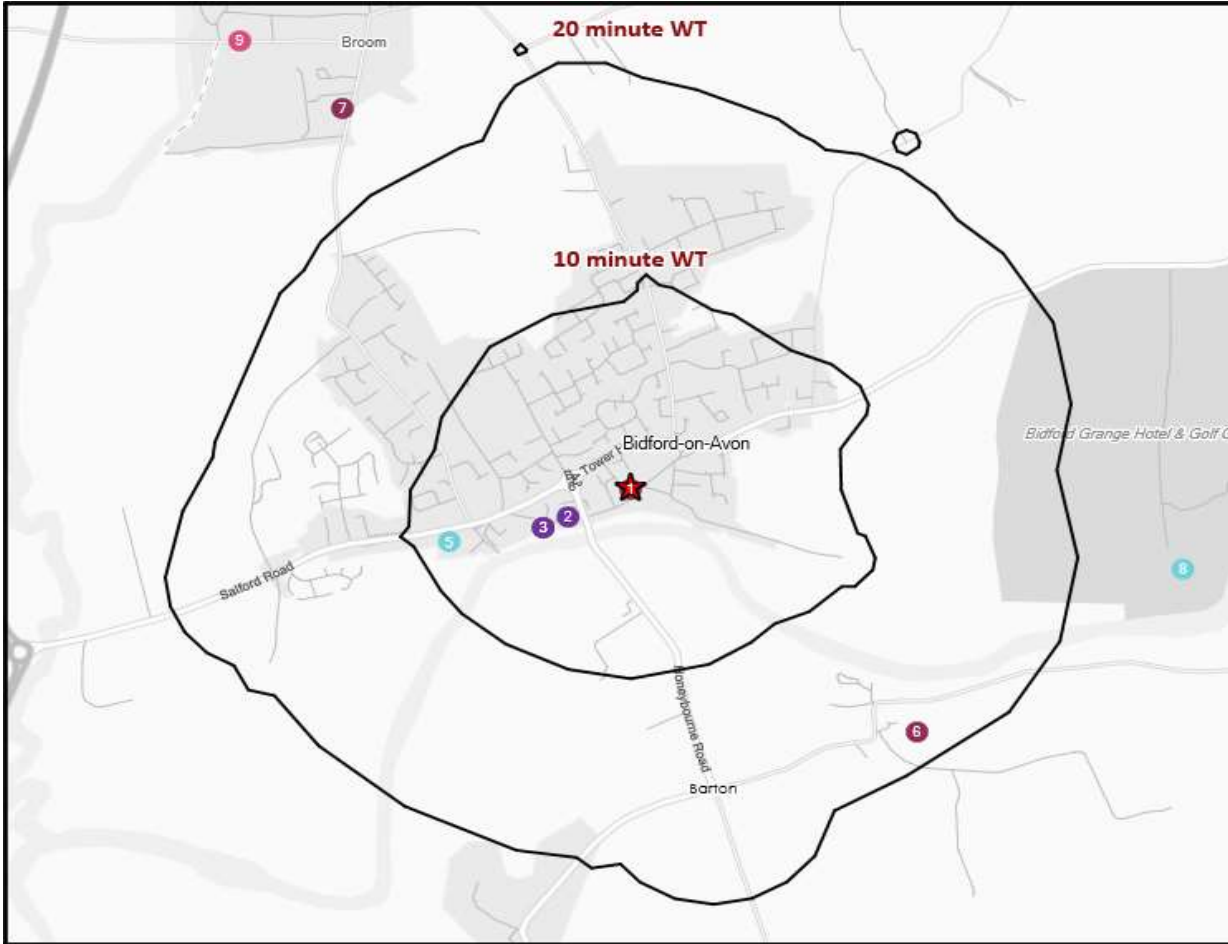


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Time of Day/Day of Week



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	Bulls Head Inn	B 50 4AA	Star Pubs & Bars	Premium Local	0.0
2	Balti Hut	B 50 4AD	Independent Free	Restaurants	0.1
3	Frog	B 50 4BG	Stonegate Pub Company	Premium Local	0.2
3	Bidford Bridge Restaurant	B 50 4BG	Independent Free	Restaurants	0.2
5	Bidford-On-Avon Bowls Club	B 50 4EZ	Independent Free	Clubland	0.3
6	Cottage Of Content	B 50 4NP	Star Pubs & Bars	Premium Local	0.7
7	Broom Hall Inn	B 50 4HE	Independent Free	Premium Local	0.9
8	Bidford Grange Golf & Country Club	B 50 4LY	Independent Free	Clubland	1.0
9	Broom Tavern	B 50 4HL	Unknown	Family Pub Dining	1.1