

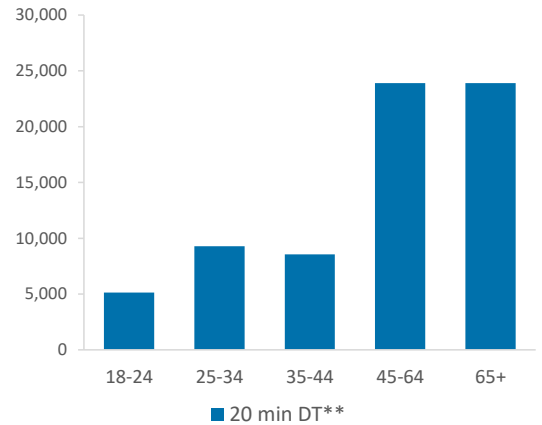
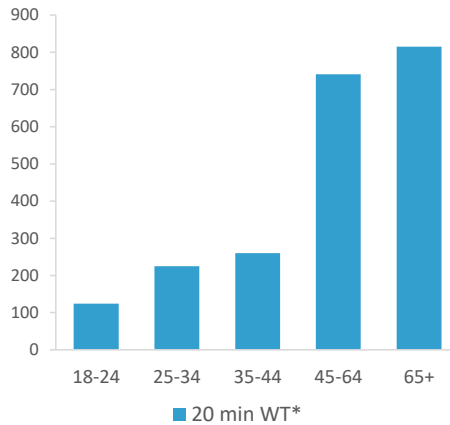
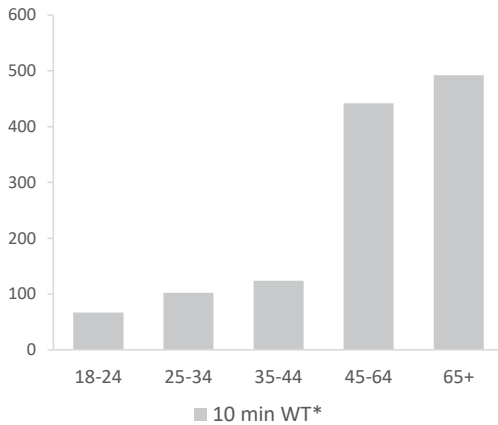
Catchment Summary - Londesborough Arms Hotel Seamer

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

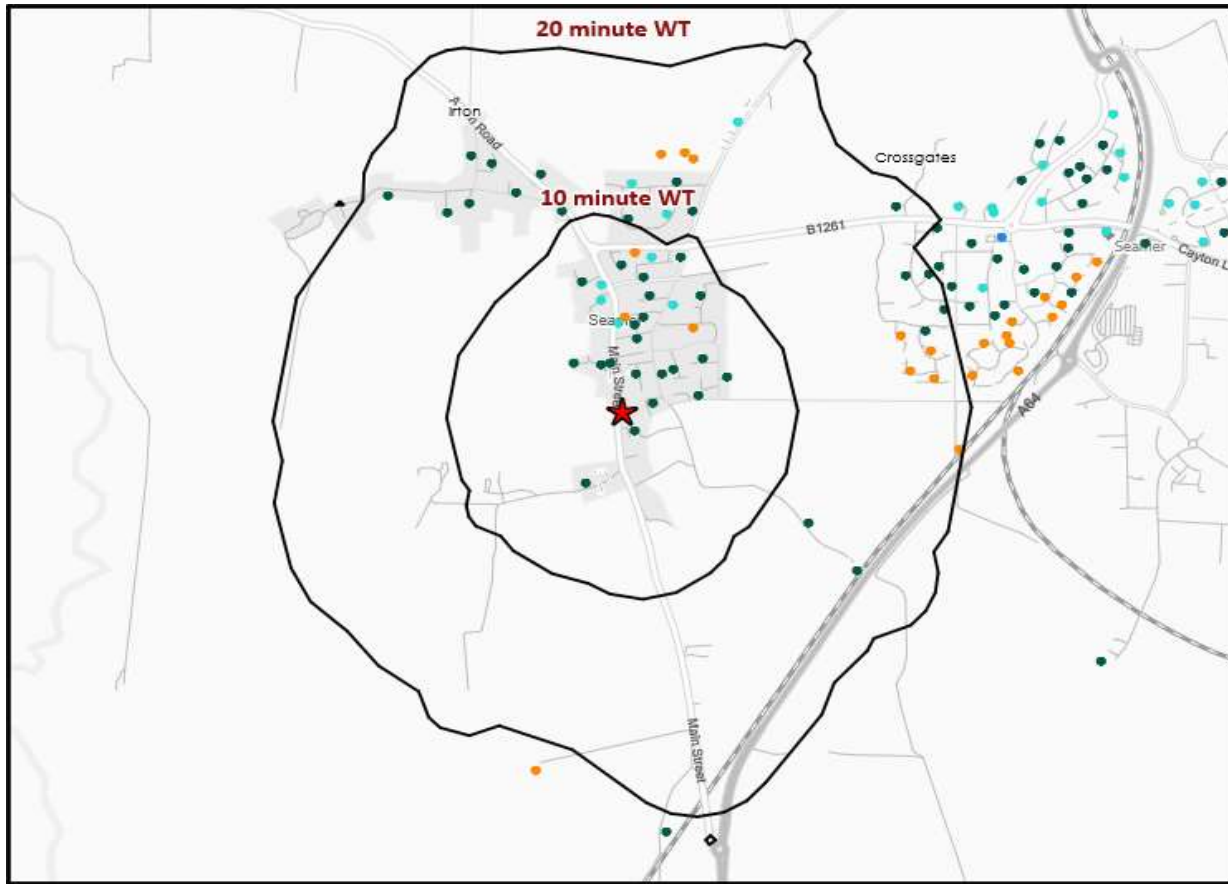
*WT= Walktime, **DT= Drivetime

		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		1,490	2,679	86,722	28	18	23
Population & Adults 18+ index is based on all pubs							
Adults 18+		1,227	2,165	70,778	28	12	24
Competition Pubs		4	4	150	27	13	41
Adults 18+ per Competition Pub		307	541	472	37	66	57
% Adults Likely to Drink		81.3%	82.3%	82.6%	99	100	100
Affluence	Low	8.9%	8.8%	25.8%	35	34	101
	Medium	84.6%	70.9%	59.4%	215	180	151
	High	6.5%	20.3%	13.4%	19	61	40
*Affluence does not include Not Private Households							
Age Profile	18-24	67	124	5,128	55	57	73
	25-34	102	225	9,292	52	63	81
	35-44	124	260	8,546	65	75	77
	45-64	442	741	23,901	116	108	108
	65+	492	815	23,911	173	159	144



		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	676 (45%)	1,255 (47%)	42,201 (49%)	92	95	98
	Female	814 (55%)	1,424 (53%)	44,521 (51%)	108	105	102
Economic Status (16-74)	Employed: Full-time	366 (36%)	698 (38%)	21,200 (35%)	86	90	84
	Employed: Part-time	170 (17%)	298 (16%)	9,393 (15%)	127	123	119
	Self employed	103 (10%)	189 (10%)	6,295 (10%)	105	107	109
	Unemployed	9 (1%)	19 (1%)	1,391 (2%)	37	43	97
	Retired	239 (23%)	415 (22%)	12,160 (20%)	169	162	145
	Other	142 (14%)	239 (13%)	10,260 (17%)	70	65	86
Total Worker Count		354	590	42,207			

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

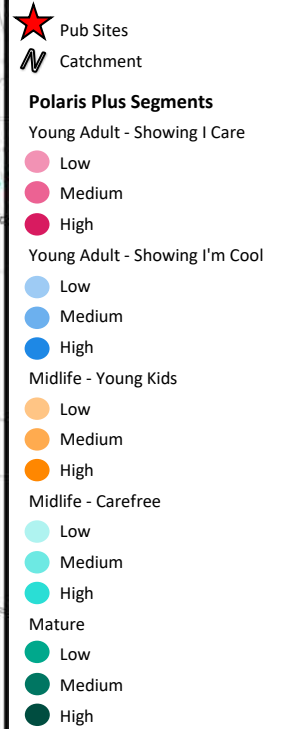
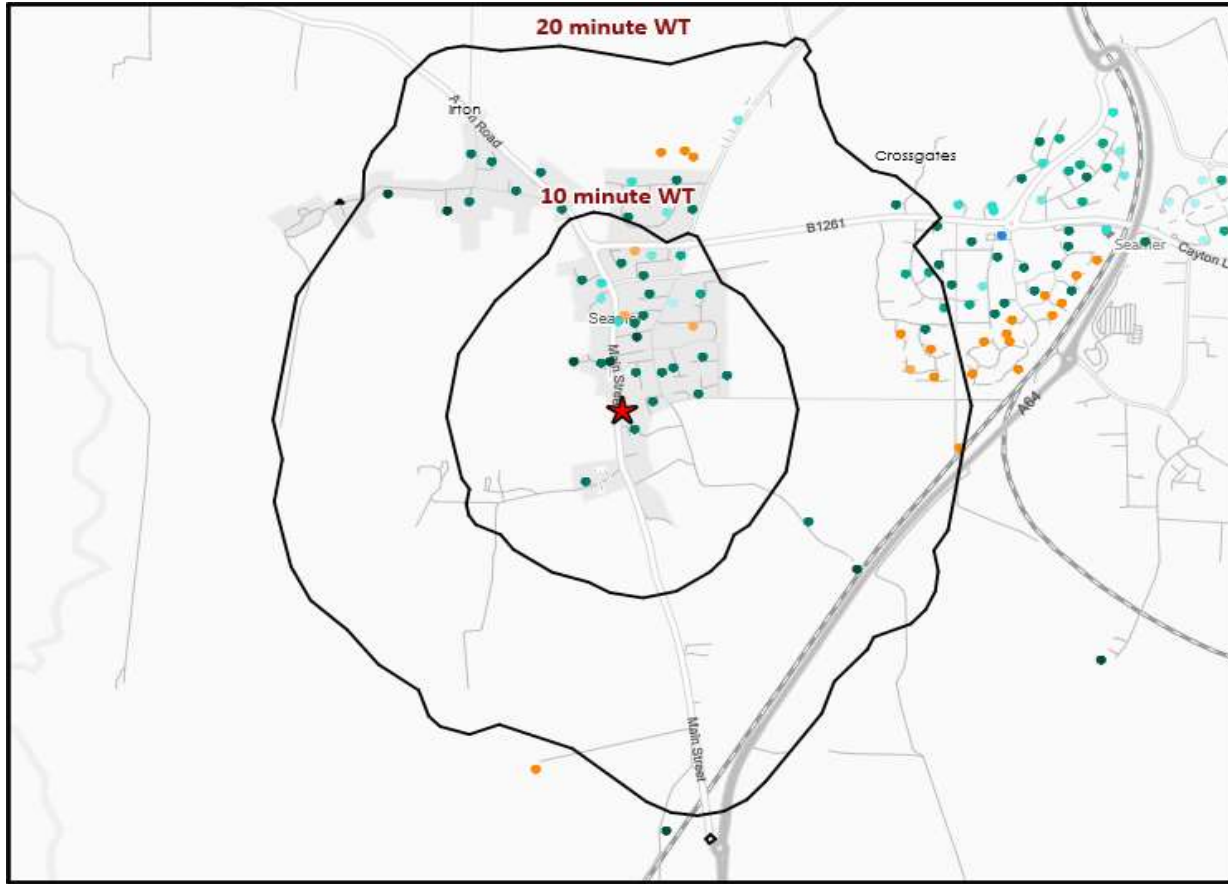
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	700	0	0	11
Young Adult - Showing I'm Cool	0	0	11,394	0	0	175
Midlife - Young Kids	85	371	15,341	22	55	69
Midlife - Carefree	219	347	9,425	85	76	63
Mature	923	1,447	32,981	269	239	167
Not Private Households	0	0	937	0	0	92
Total	1,227	2,165	70,778			

Polaris Summary - Londesborough Arms Hotel Seamer

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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	0	0	159	0	0	5
Medium	0	0	0	0	0	0
High	0	0	541	0	0	23
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	10,181	0	0	389
High	0	0	1,213	0	0	38
Midlife - Young Kids						
Low	0	0	3,990	0	0	51
Medium	85	151	9,979	46	47	95
High	0	220	1,372	0	189	36
Midlife - Carefree						
Low	48	48	2,114	115	65	88
Medium	146	226	4,966	177	155	104
High	25	73	2,345	19	31	30
Mature						
Low	61	142	12,024	84	110	286
Medium	807	1,158	16,911	520	423	189
High	55	147	4,046	48	72	61
Not Private Households	0	0	937	0	0	92

Polaris Summary - Londesborough Arms Hotel Seamer

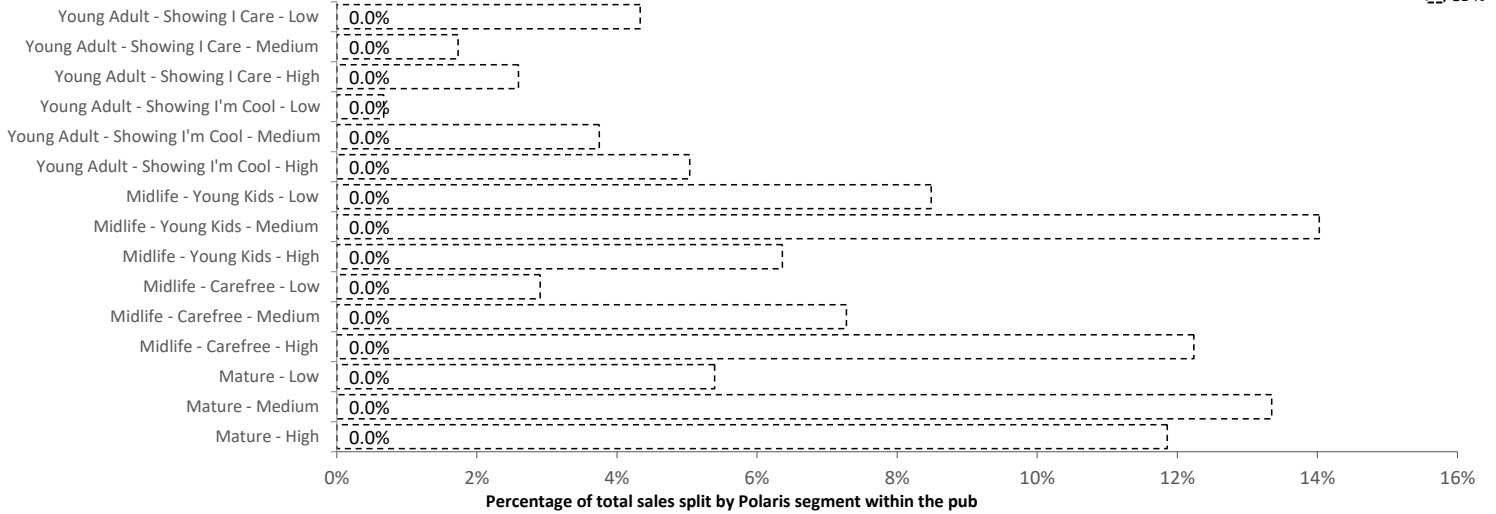


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Data Source © 2020 TomTom

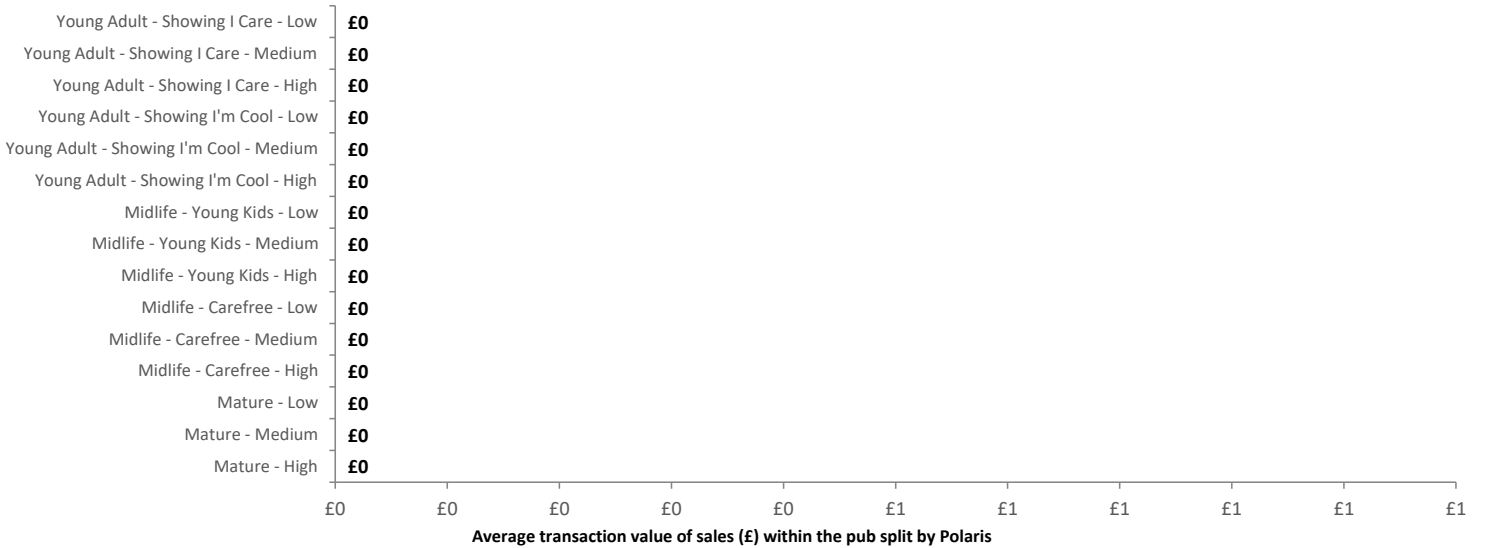


Spend by Polaris

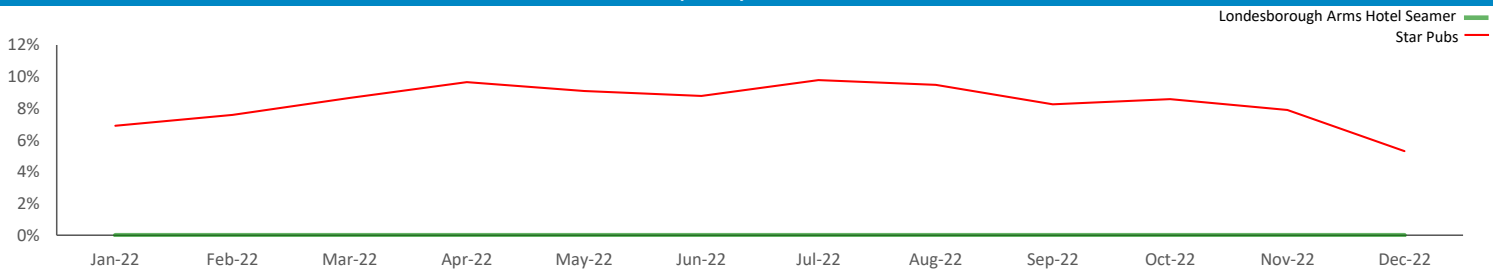
GB %



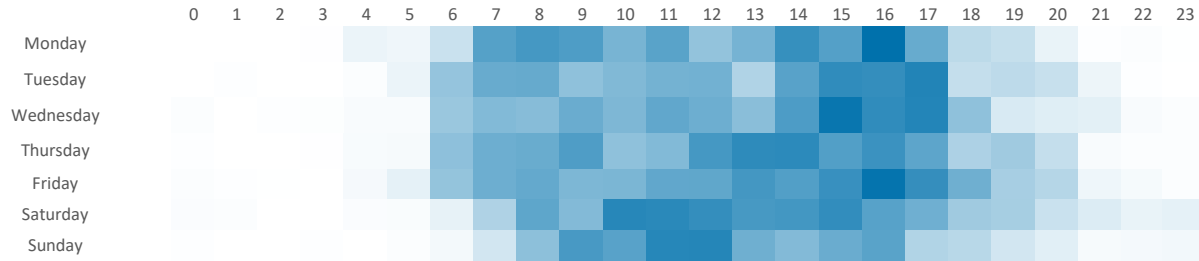
Average Transaction Values (£) by Polaris



Spend by Month

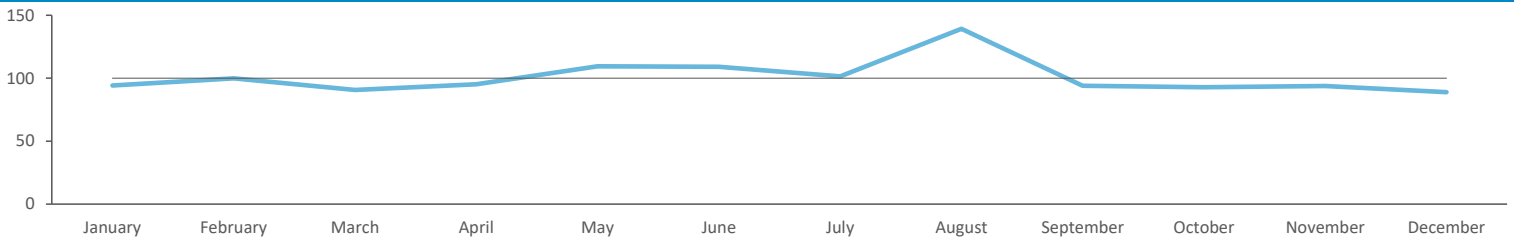


Time of Day/Day of Week



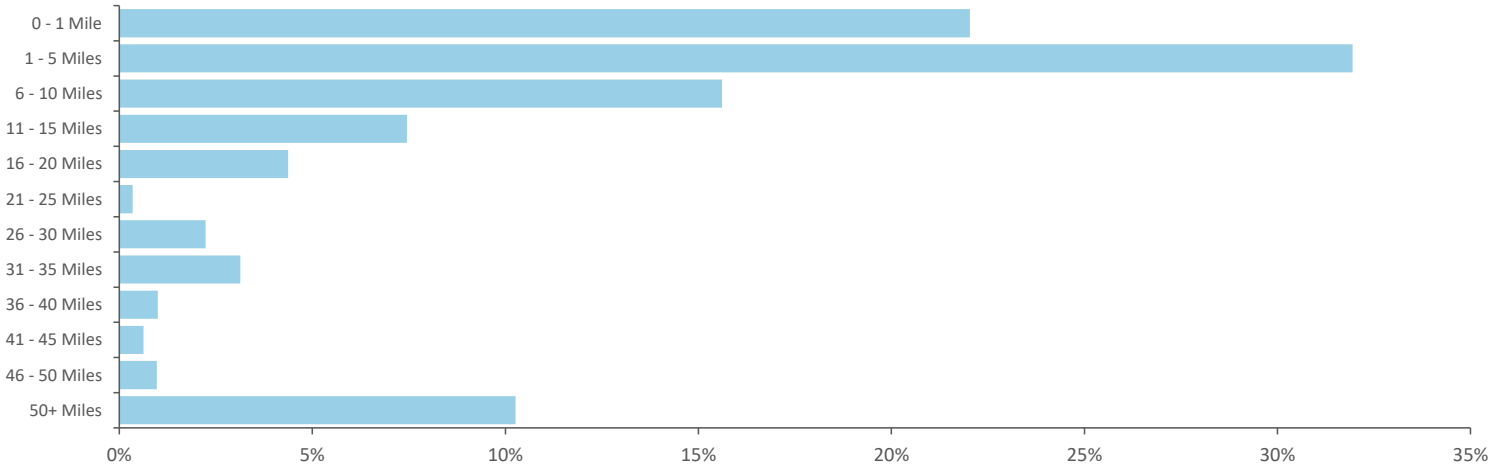
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



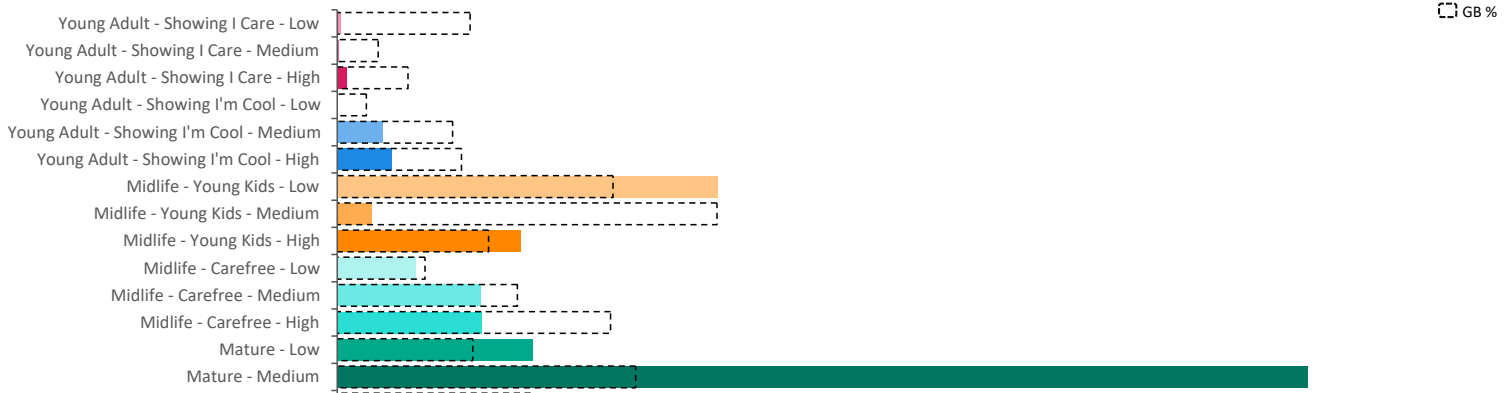
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

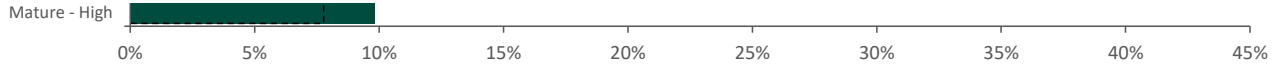


Mobile Data Summary - Londesborough Arms Hotel Seamer

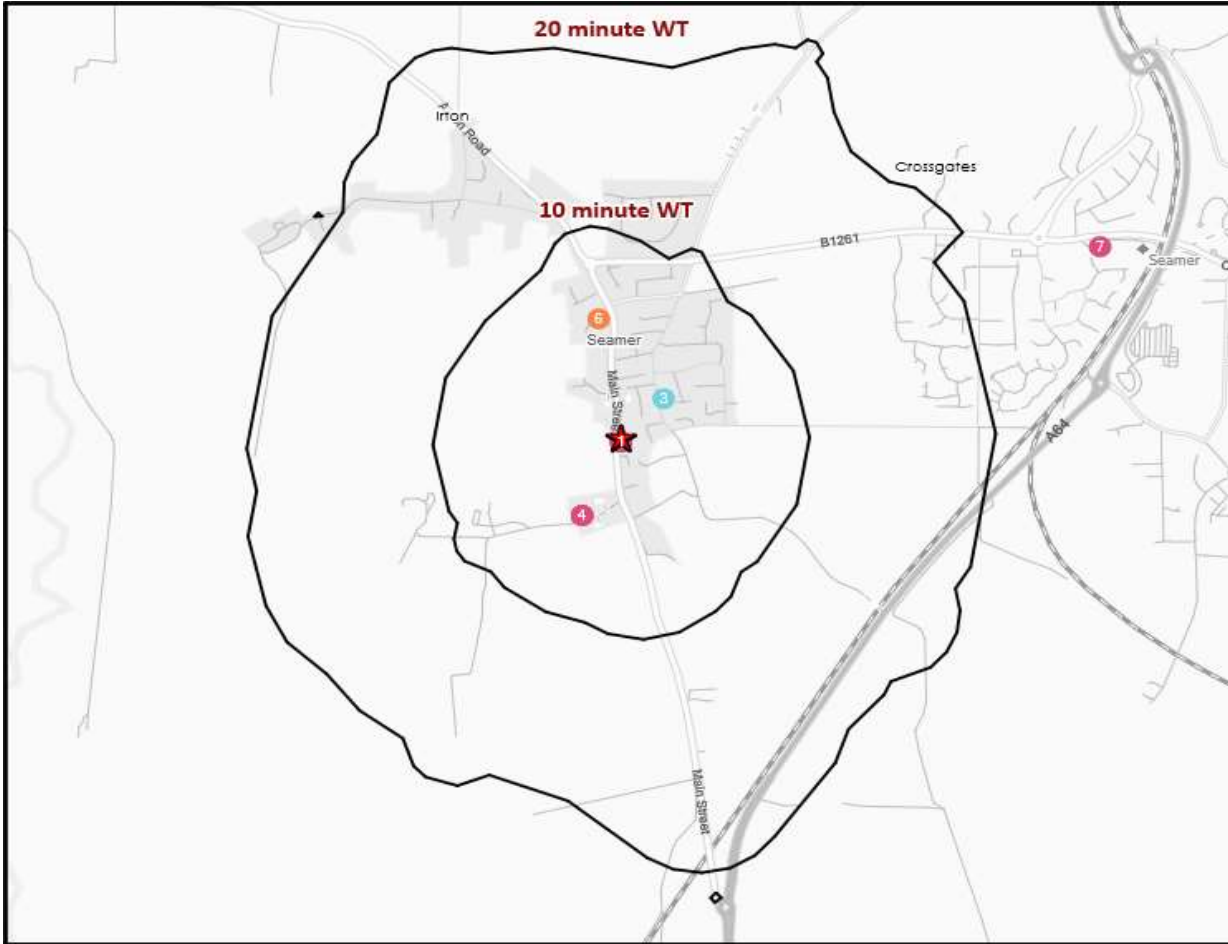


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Time of Day/Day of Week



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	Copper Horse	YO12 4PS	Independent Free	Premium Local	0.0
1	Londesborough Arms Hotel	YO12 4PS	Star Pubs & Bars	Family Pub Dining	0.0
3	Seamer & Irton Cricket Club	YO12 4QR	Independent Free	Clubland	0.1
4	Arosa Caravan Park	YO12 4QB	Independent Free	Large Venue	0.2
4	Crown Tavern	YO12 4QB	Marston's	Family Pub Dining	0.2
6	Mayfield Hotel	YO12 4RF	Independent Free	Hotel	0.3
7	Byways	YO12 4LT	Greene King	Family Pub Dining	1.0