

# Catchment Summary - Goats Head Abbots Bromley

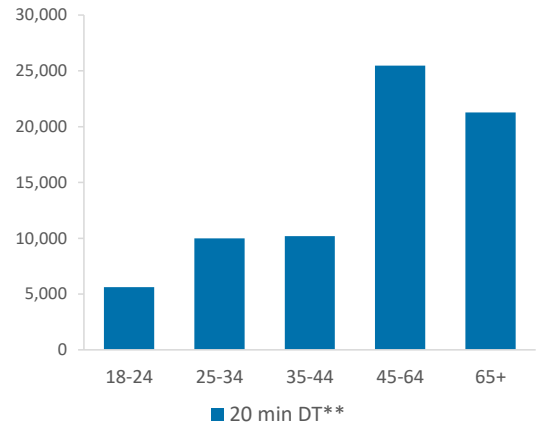
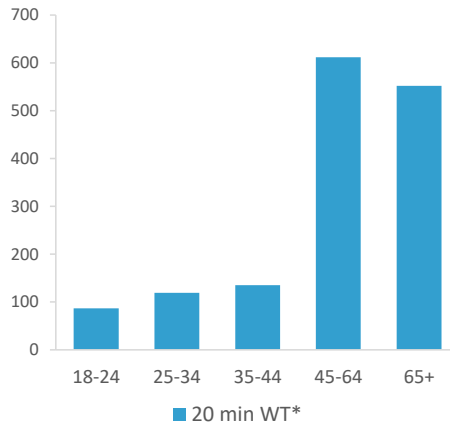
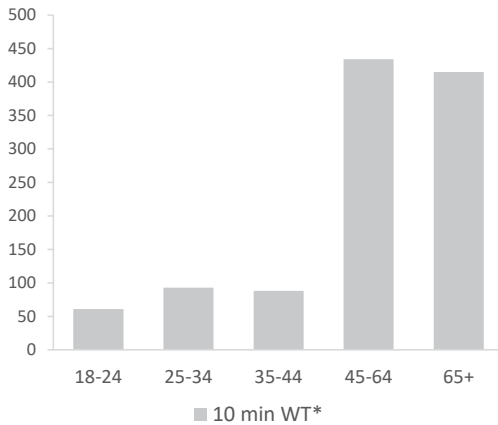


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■ Over GB Average  
■ Around GB Average  
■ Under GB Average

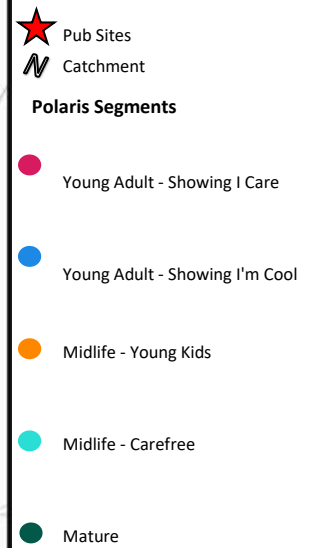
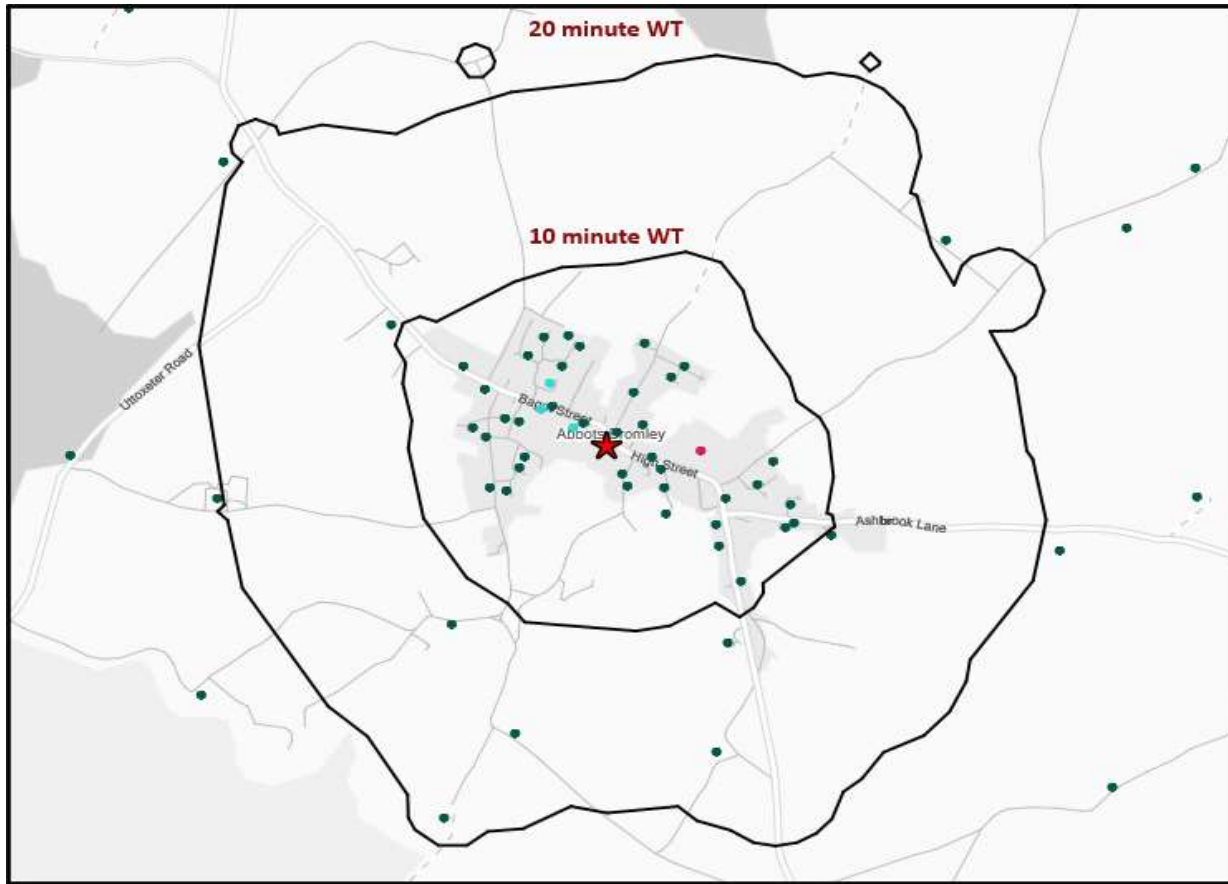
\*WT= Walktime, \*\*DT= Drivetime

	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	1,286	1,825	89,599	24	13	24	
Population & Adults 18+ index is based on all pubs							
Adults 18+	1,091	1,505	72,554	25	8	24	
Competition Pubs	4	4	112	27	13	31	
Adults 18+ per Competition Pub	273	376	648	33	46	78	
% Adults Likely to Drink	85.7%	86.1%	83.8%	104	104	102	
Affluence	Low	6.6%	4.8%	13.1%	26	19	51
	Medium	17.0%	24.7%	42.1%	43	63	107
	High	76.4%	70.6%	40.7%	228	210	121
*Affluence does not include Not Private Households							
Age Profile	18-24	61	87	5,622	58	59	77
	25-34	93	119	9,992	54	49	84
	35-44	88	135	10,199	53	57	88
	45-64	434	612	25,462	132	131	111
	65+	415	552	21,279	169	158	124



	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	638 (50%)	917 (50%)	44,636 (50%)	100	102	101
	Female	648 (50%)	908 (50%)	44,963 (50%)	100	98	99
Economic Status (16-74)	Employed: Full-time	355 (39%)	483 (38%)	26,909 (42%)	93	92	101
	Employed: Part-time	126 (14%)	170 (14%)	9,212 (14%)	106	104	111
	Self employed	134 (15%)	226 (18%)	6,517 (10%)	153	188	106
	Unemployed	5 (1%)	7 (1%)	1,034 (2%)	23	23	68
	Retired	202 (22%)	256 (20%)	10,842 (17%)	160	148	123
	Other	94 (10%)	116 (9%)	9,596 (15%)	52	47	76
Total Worker Count	159	281	39,597				

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	17	17	49	17	13	1
Young Adult - Showing I'm Cool	0	0	1,232	0	0	18
Midlife - Young Kids	0	0	16,385	0	0	72
Midlife - Carefree	82	82	15,463	36	26	101
Mature	992	1,406	36,446	325	334	180
<b>Not Private Households</b>	0	0	2,979	0	0	286
<b>Total</b>	1,091	1,505	72,554			

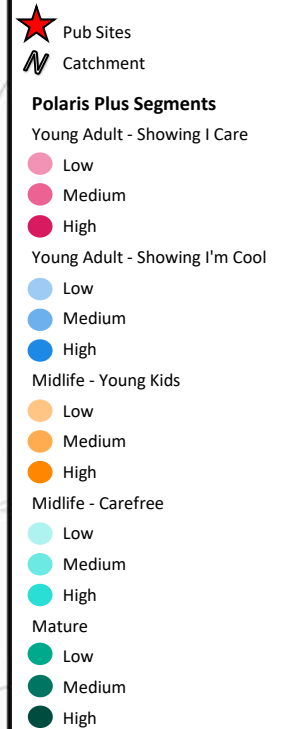
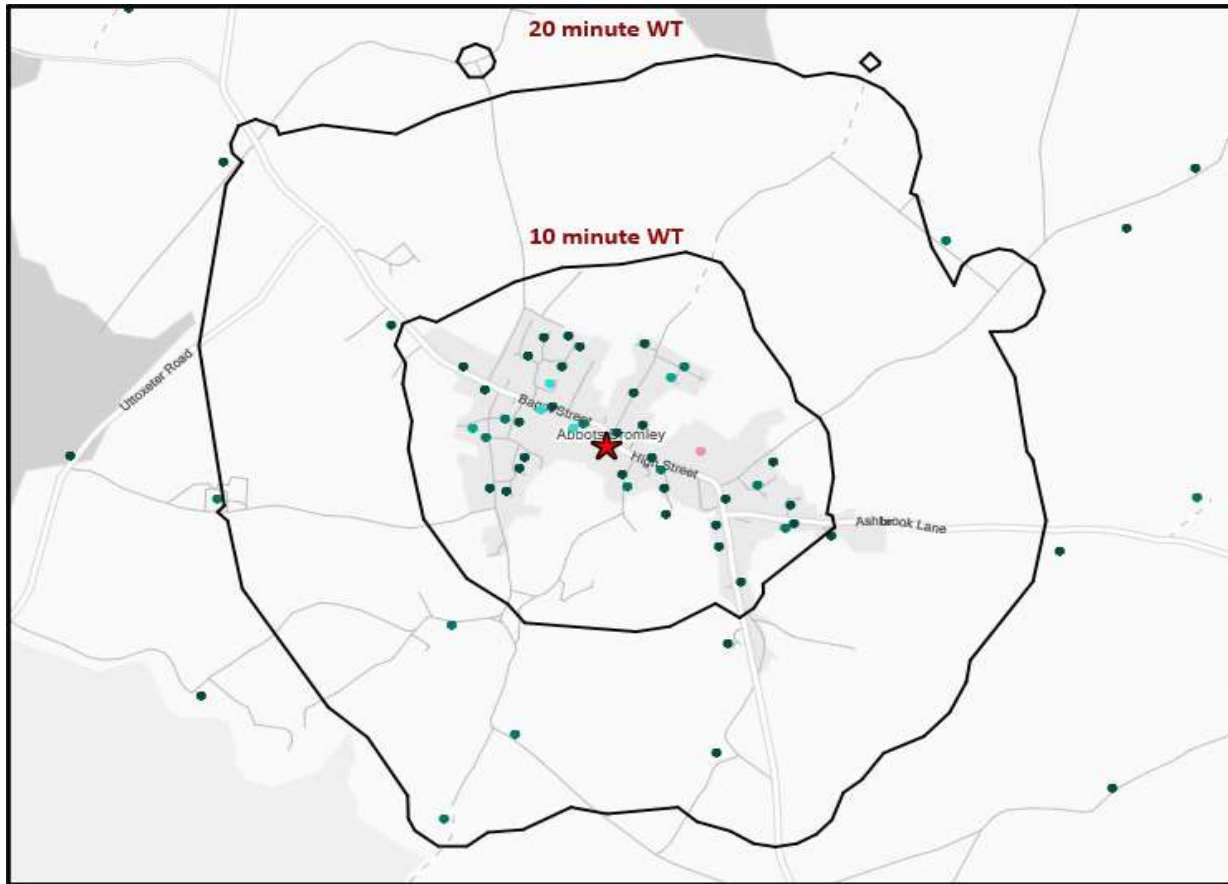
# Polaris Summary - Goats Head Abbots Bromley



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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**
<b>Young Adult - Showing I Care</b>						
Low	17	17	49	37	27	2
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	609	0	0	23
High	0	0	623	0	0	19
<b>Midlife - Young Kids</b>						
Low	0	0	2,962	0	0	37
Medium	0	0	8,278	0	0	76
High	0	0	5,145	0	0	132
<b>Midlife - Carefree</b>						
Low	0	0	2,152	0	0	87
Medium	0	0	6,621	0	0	136
High	82	82	6,690	69	50	84
<b>Mature</b>						
Low	55	55	4,355	85	62	101
Medium	186	371	15,045	135	195	164
High	751	980	17,046	734	694	250
<b>Not Private Households</b>	0	0	2,979	0	0	286

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 Pub Sites

Total

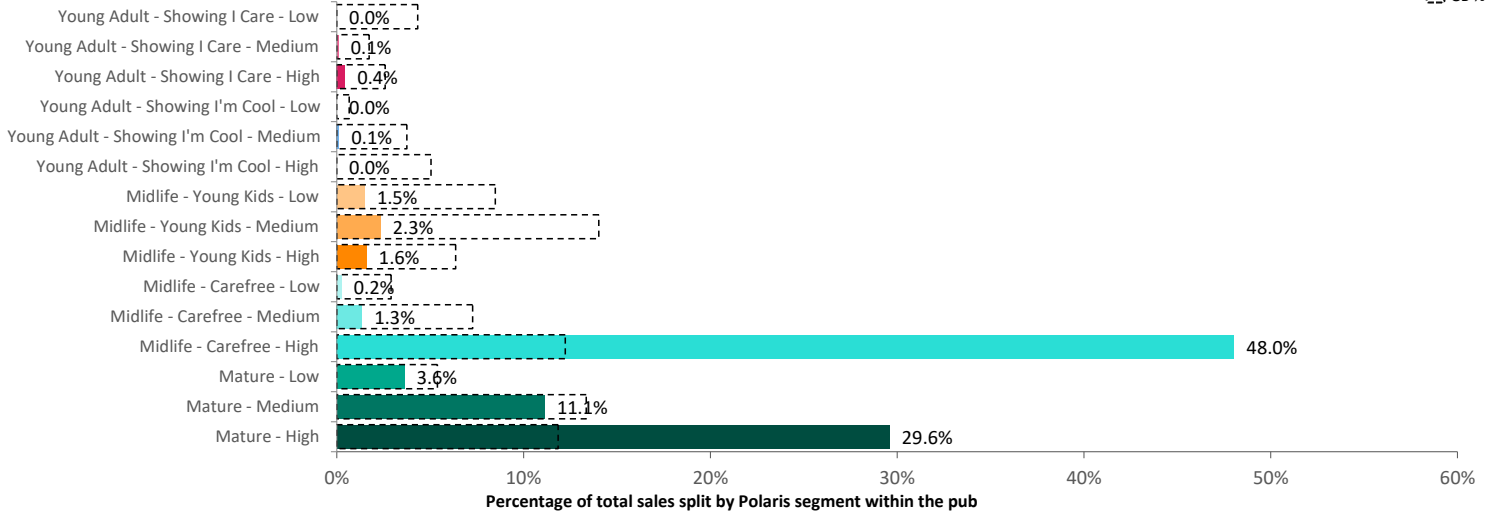
1,091

1,505

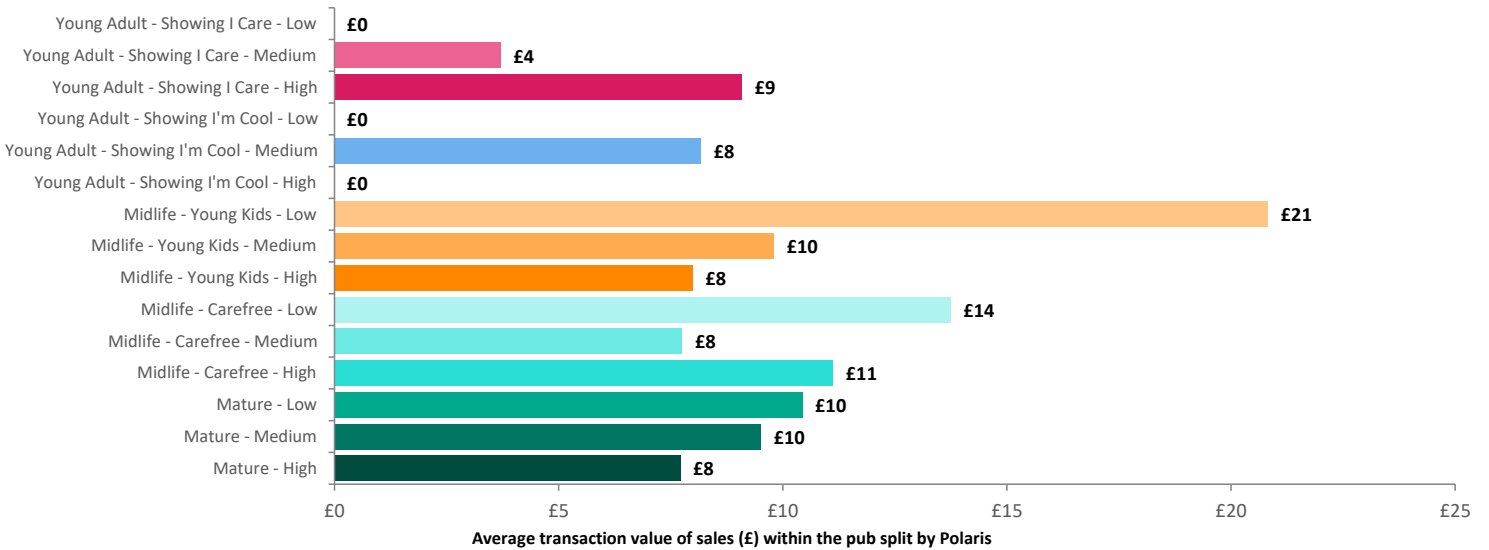
72,554

Spend by Polaris

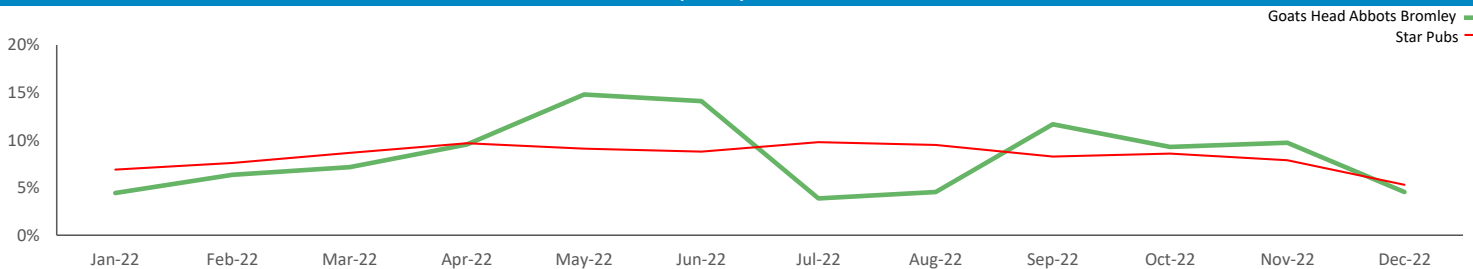
GB %

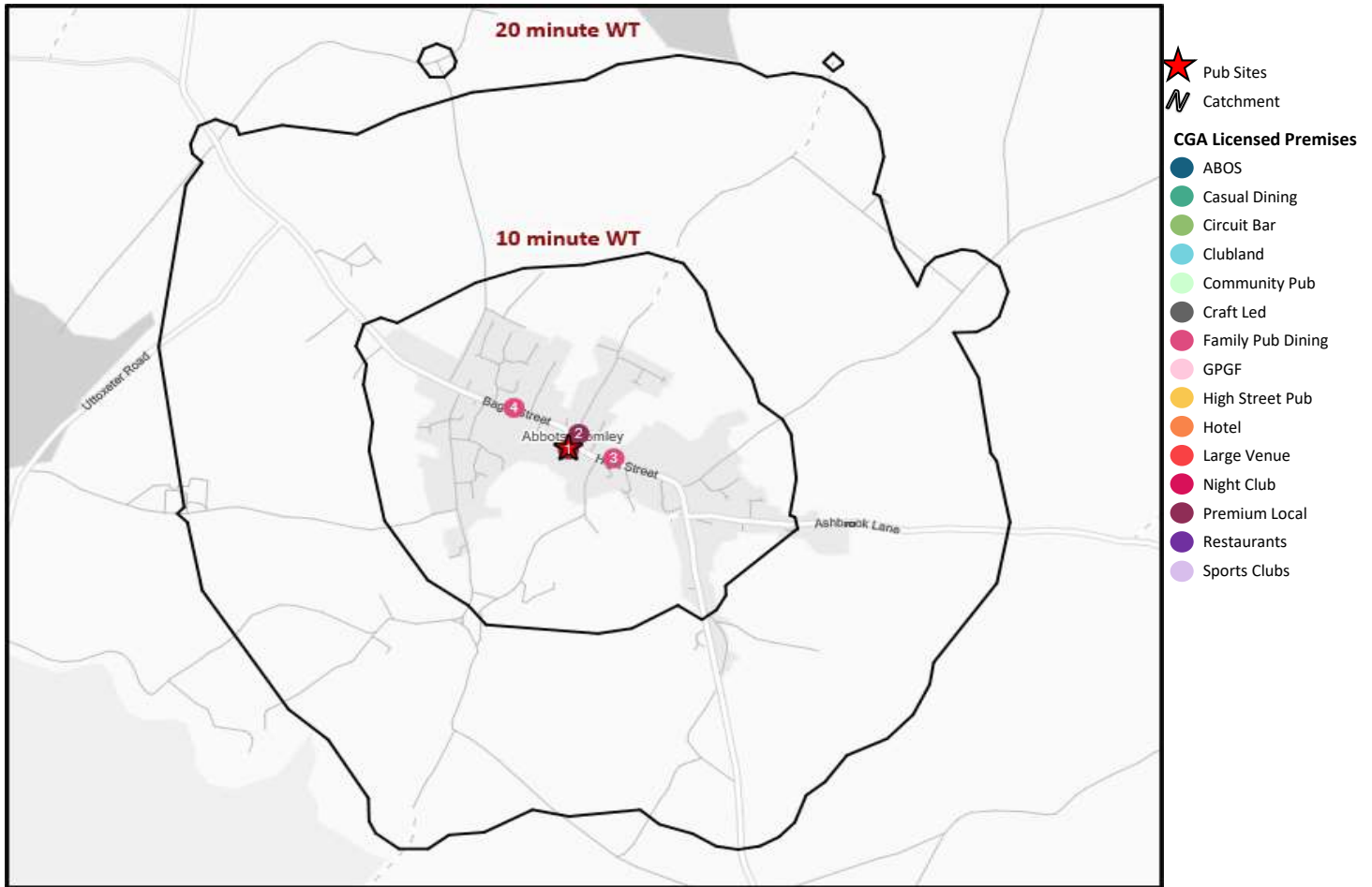


Average Transaction Values (£) by Polaris



Spend by Month

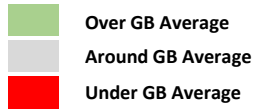




Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Goats Head	WS15 3BP	Star Pubs & Bars	Premium Local	0.0
2	Crown Inn	WS15 3BS	Stonegate Pub Company	Premium Local	0.0
3	Coach & Horses	WS15 3BN	Punch Pub Company	Family Pub Dining	0.1
4	Bagot Arms	WS15 3DB	Admiral Taverns Ltd	Family Pub Dining	0.1

# Per Pub Analysis - Goats Head Abbots Bromley



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,091	1,505	72,554
Number of Competition Pubs	4	4	112
Adults 18+ per Competition Pub	273	376	648

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	61	5.6%	55
Circuit Bar	6	0.6%	15
Community Pub	95	8.7%	50
Craft Led	1	0.1%	2
Great Pub Great Food	444	40.7%	212
High Street Pub	84	7.7%	44
Premium Local	400	36.6%	209

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	77	5.1%	50
Circuit Bar	6	0.4%	11
Community Pub	146	9.7%	56
Craft Led	1	0.1%	2
Great Pub Great Food	592	39.3%	205
High Street Pub	137	9.1%	53
Premium Local	546	36.3%	207

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	4,767	6.6%	64
Circuit Bar	1,508	2.1%	57
Community Pub	9,703	13.4%	77
Craft Led	672	0.9%	29
Great Pub Great Food	16,979	23.4%	122
High Street Pub	10,035	13.8%	80
Premium Local	17,139	23.6%	135