

Catchment Summary - Whitakers Arms Otley

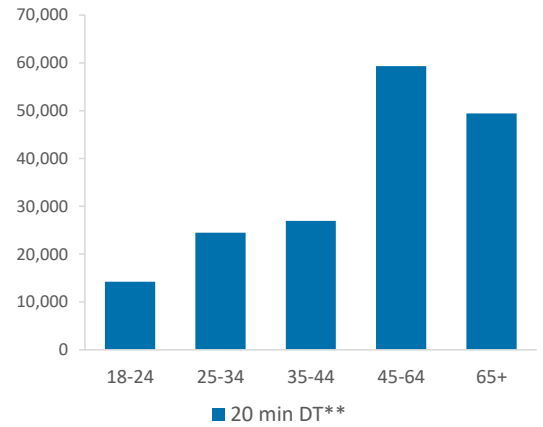
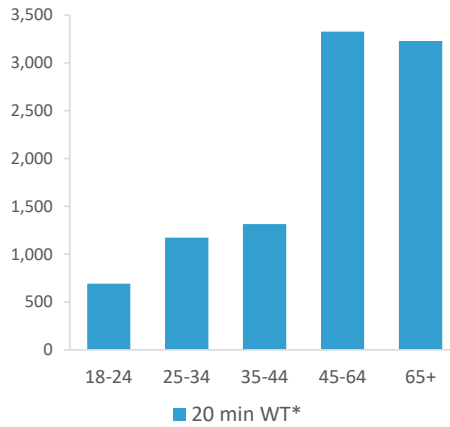
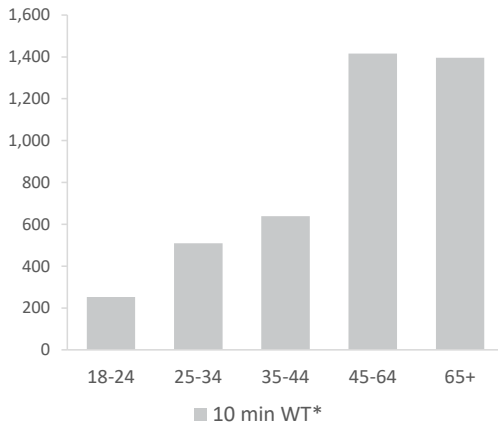


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■ Over GB Average
■ Around GB Average
■ Under GB Average

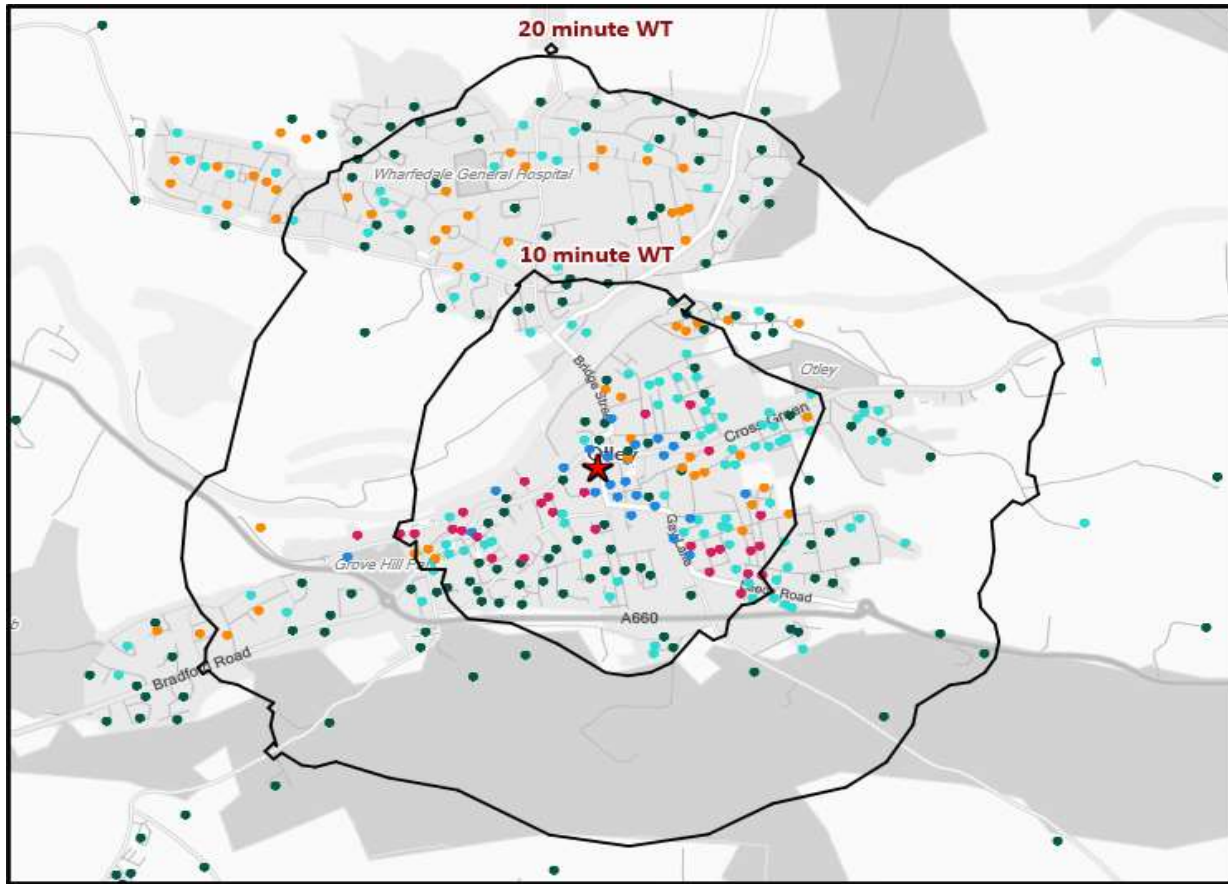
*WT= Walktime, **DT= Drivetime

	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	5,080	11,936	221,246	96	82	58	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	4,213	9,737	174,445	97	54	58	
Competition Pubs	19	23	255	127	72	70	
Adults 18+ per Competition Pub	222	423	684	27	51	83	
% Adults Likely to Drink	85.3%	84.5%	84.5%	103	103	102	
Affluence	Low	14.9%	12.5%	17.1%	58	49	67
	Medium	15.7%	34.8%	28.4%	40	89	72
	High	67.2%	51.7%	53.7%	200	154	160
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	253	691	14,220	61	71	79
	25-34	509	1,174	24,497	75	74	83
	35-44	639	1,314	26,971	98	86	95
	45-64	1,416	3,328	59,305	109	109	105
	65+	1,396	3,230	49,452	144	142	117



	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	2,453 (48%)	5,731 (48%)	107,294 (48%)	98	97	98
	Female	2,627 (52%)	6,205 (52%)	113,952 (52%)	102	103	102
Economic Status (16-74)	Employed: Full-time	1,712 (48%)	3,651 (43%)	66,959 (43%)	114	104	104
	Employed: Part-time	513 (14%)	1,296 (15%)	21,349 (14%)	110	118	106
	Self employed	401 (11%)	879 (10%)	17,021 (11%)	116	109	115
	Unemployed	48 (1%)	135 (2%)	2,538 (2%)	56	67	69
	Retired	589 (16%)	1,549 (18%)	25,088 (16%)	119	133	117
	Other	341 (9%)	930 (11%)	22,159 (14%)	48	56	72
Total Worker Count	3,261	4,860	89,056				

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

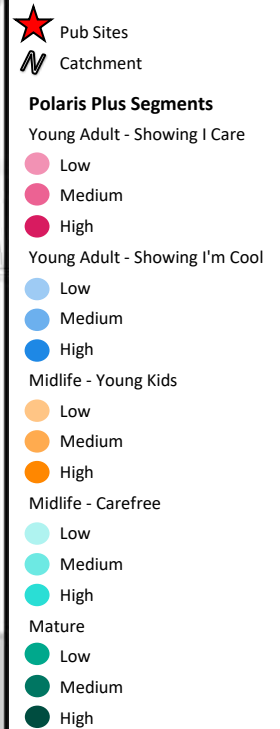
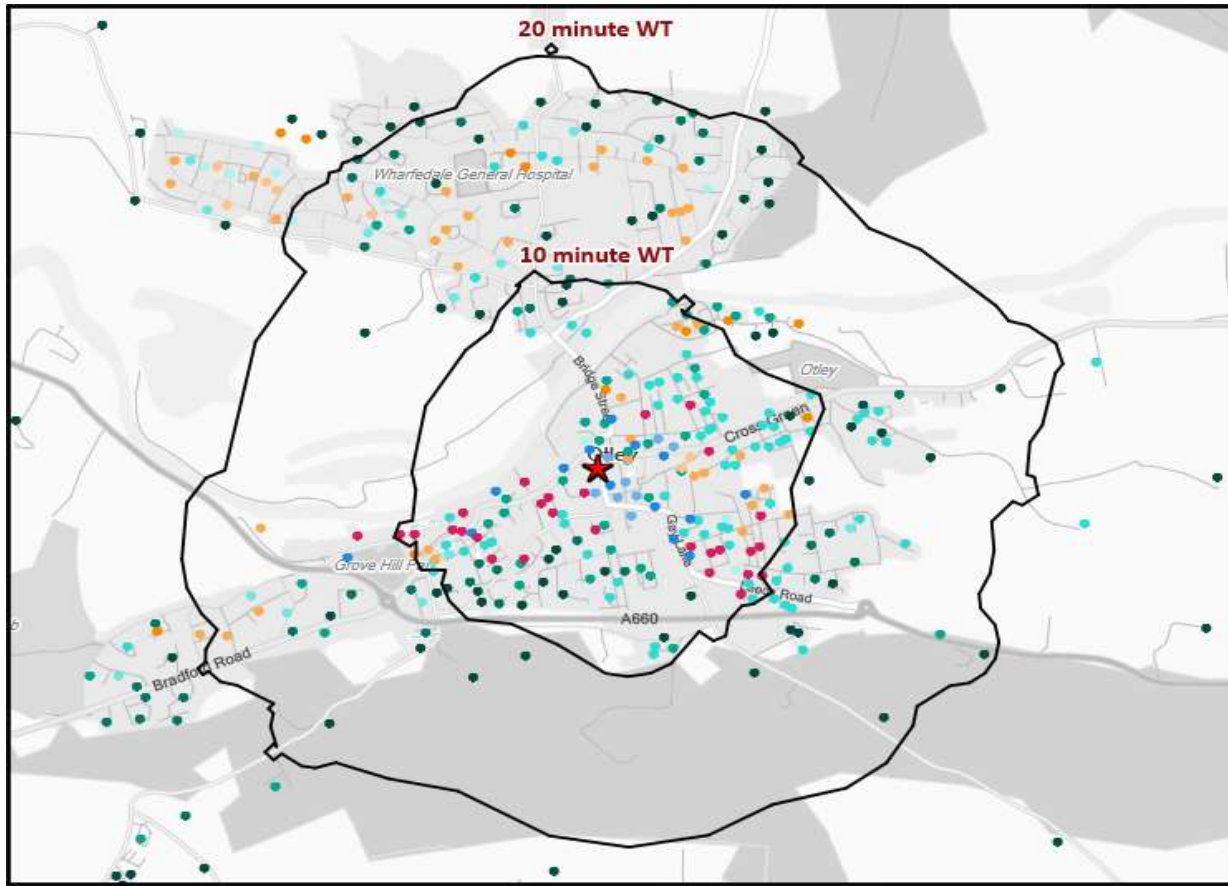
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	978	1,031	10,313	260	119	66
Young Adult - Showing I'm Cool	321	370	9,644	83	41	60
Midlife - Young Kids	492	1,738	29,300	37	57	53
Midlife - Carefree	1,214	2,816	46,322	137	137	126
Mature	1,119	3,683	77,437	95	135	159
Not Private Households	89	99	1,429	147	71	57
Total	4,213	9,737	174,445			

Polaris Summary - Whitakers Arms Otley



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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	1,271	0	0	17
Medium	0	0	135	0	0	6
High	978	1,031	8,907	689	314	152
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	146	146	1,975	94	41	31
High	175	224	7,669	93	51	98
Midlife - Young Kids						
Low	27	82	7,595	6	8	39
Medium	315	1,423	16,175	50	98	62
High	150	233	5,530	66	44	59
Midlife - Carefree						
Low	95	212	7,109	66	64	120
Medium	27	631	6,936	10	96	59
High	1,092	1,973	32,277	237	186	169
Mature						
Low	507	921	13,860	203	159	134
Medium	175	1,193	24,257	33	97	110
High	437	1,569	39,320	111	172	240
Not Private Households	89	99	1,429	147	71	57

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 Pub Sites

Total

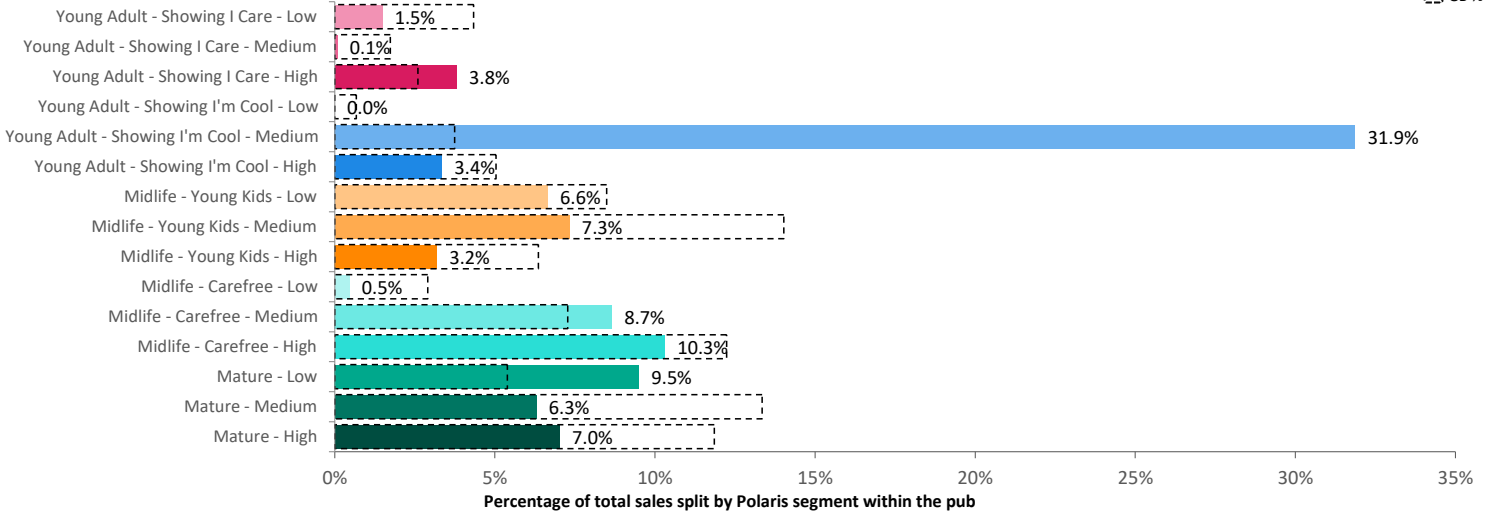
4,213

9,737

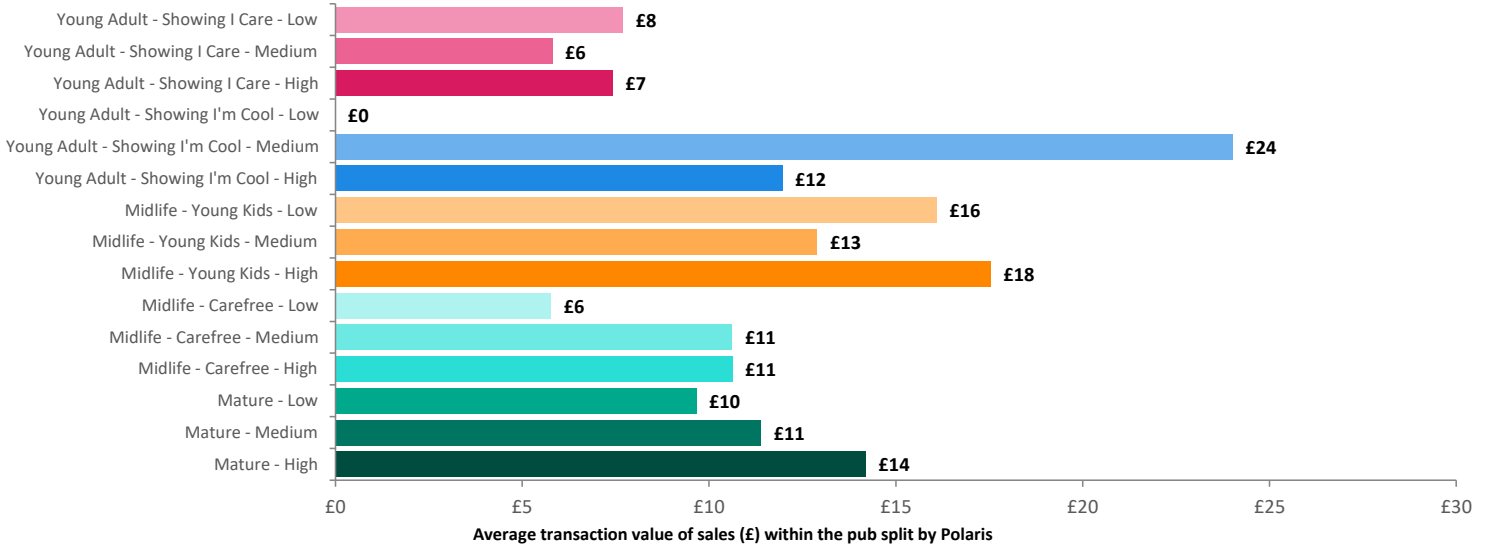
174,445

Spend by Polaris

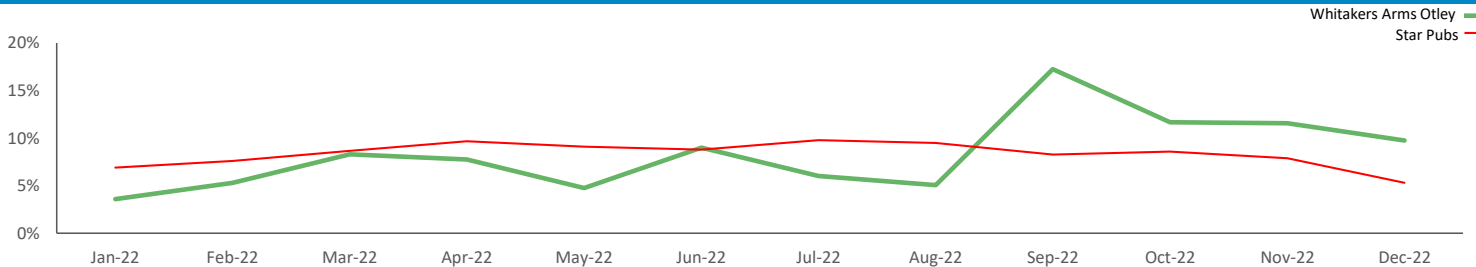
GB %



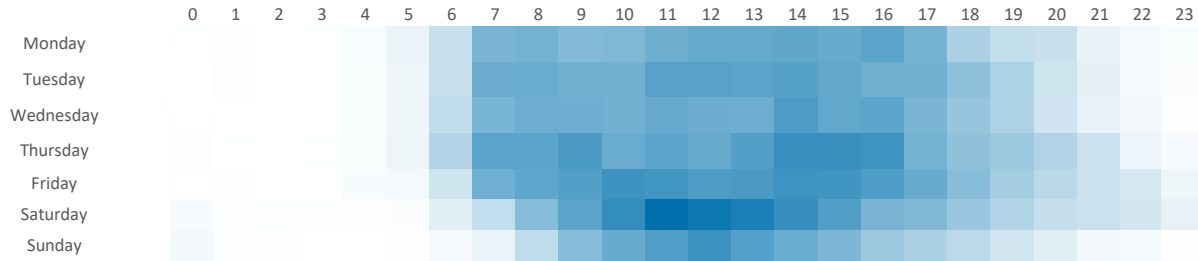
Average Transaction Values (£) by Polaris



Spend by Month

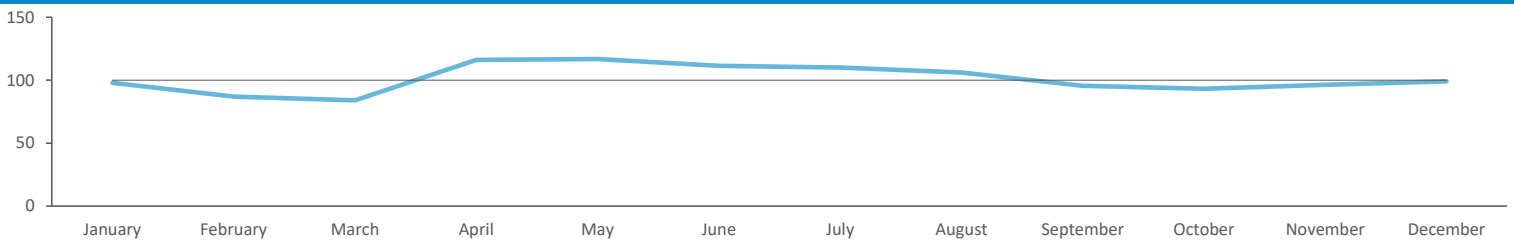


Time of Day/Day of Week



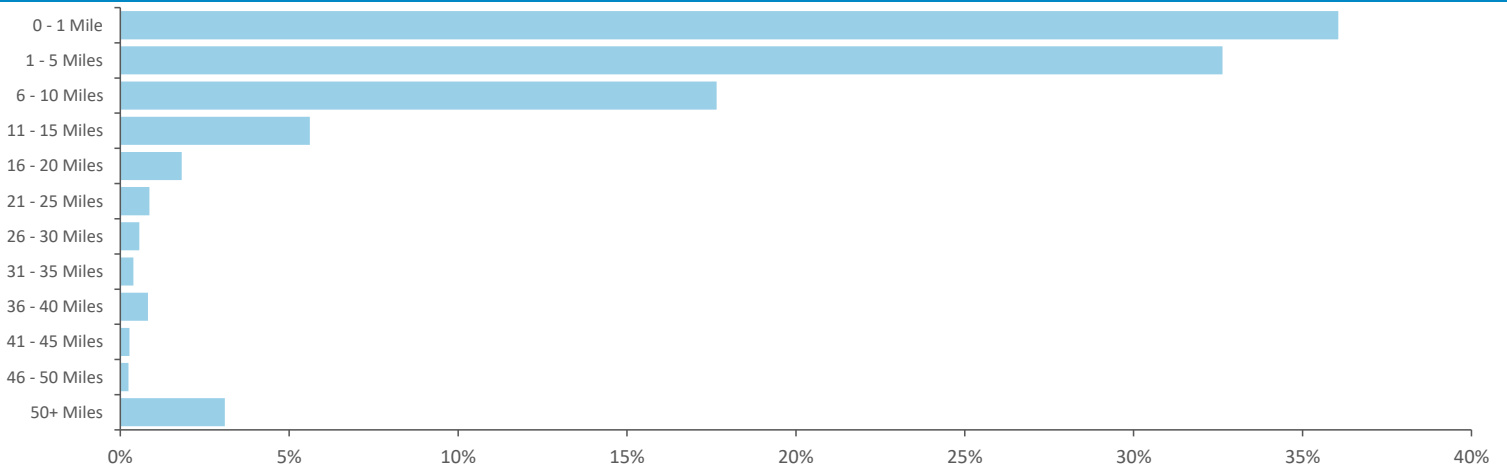
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



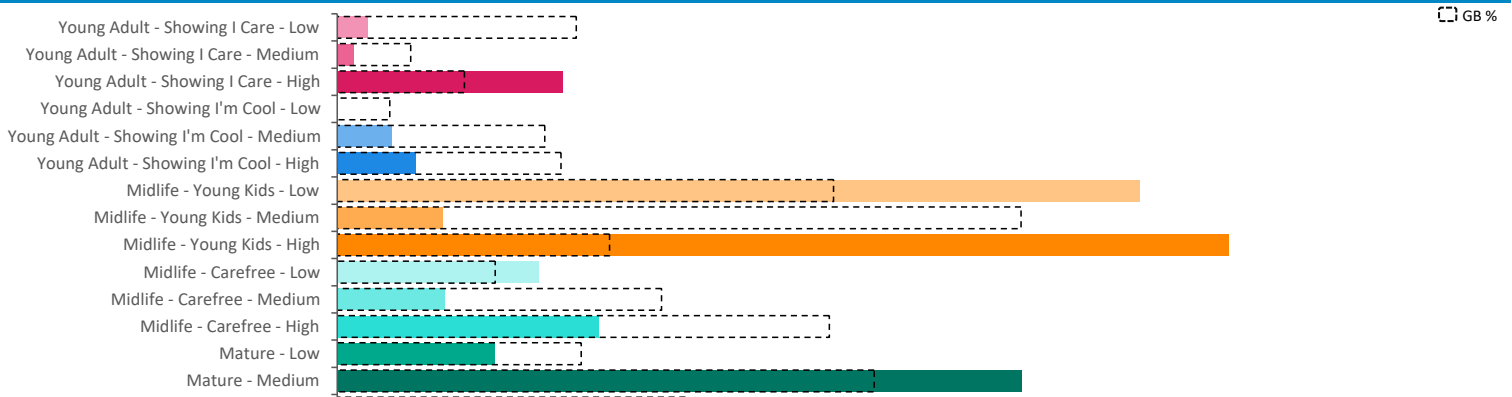
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Whitakers Arms Otley

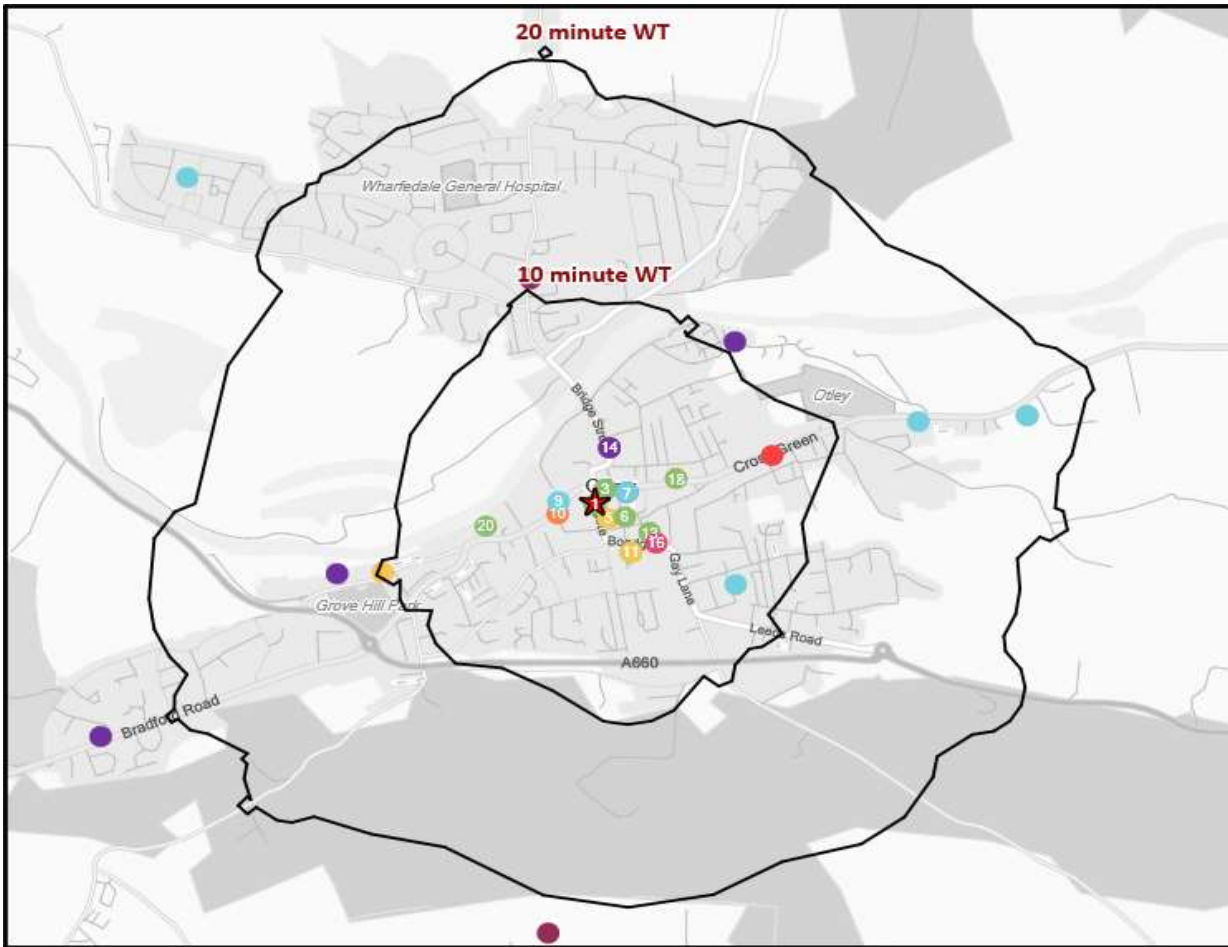


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Time of Day/Day of Week



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	Red Lion	LS21 3HN	Stonegate Pub Company	Circuit Bar	0.0
1	Whittakers Arms	LS21 3HN	Star Pubs & Bars	Circuit Bar	0.0
3	Bay Horse	LS21 3AQ	Admiral Taverns Ltd	Circuit Bar	0.0
3	Black Bull	LS21 3AQ	Star Pubs & Bars	Circuit Bar	0.0
5	Rookery Bar And Venue	LS21 3HJ	Independent Free	High Street Pub	0.0
6	Otley Tavern	LS21 3AE	Independent Free	Circuit Bar	0.1
7	Leeds House Restaurant	LS21 3AF	Independent Free	Restaurants	0.1
7	Conservative Club	LS21 3AF	Independent Free	Clubland	0.1
9	Falcon Sports & Social Club	LS21 3AT	Independent Free	Clubland	0.1
10	Black Horse	LS21 3AS	Ei Group	Hotel	0.1
11	Bowling Green	LS21 3AB	Wetherspoons GB	Circuit Bar	0.1
11	North Bar Social	LS21 3AB	North Brewing Co	High Street Pub	0.1
13	Old Cock	LS21 1AA	Independent Free	Circuit Bar	0.1
14	Horse & Farrier	LS21 1BQ	Heron & Brearley	Family Pub Dining	0.1
14	Jewel Of India	LS21 1BQ	Independent Free	Restaurants	0.1
16	Junction Inn	LS21 1AD	Star Pubs & Bars	High Street Pub	0.1
16	Rose & Crown	LS21 1AD	Stonegate Pub Company	Family Pub Dining	0.1
18	Otley Tap House	LS21 1AE	Independent Free	High Street Pub	0.2
18	White Swan	LS21 1AE	Star Pubs & Bars	Circuit Bar	0.2
20	Fleece	LS21 3DT	Star Pubs & Bars	Circuit Bar	0.2