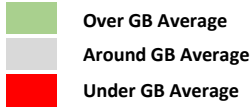


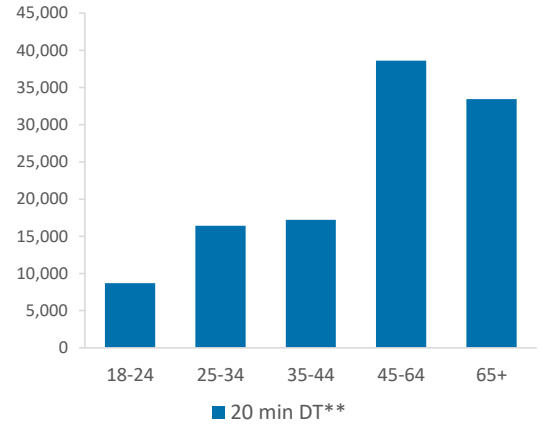
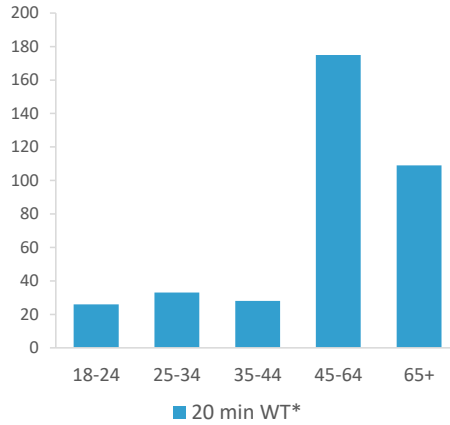
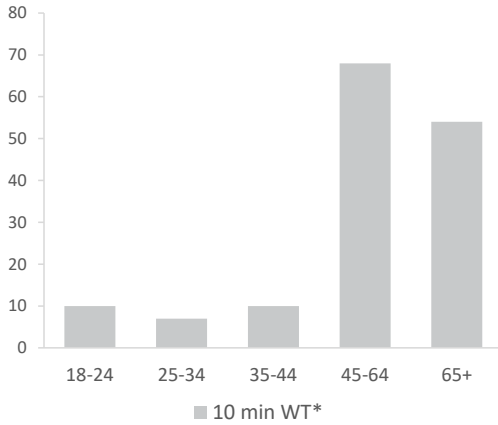
Catchment Summary - Fish Inn Nr Alcester

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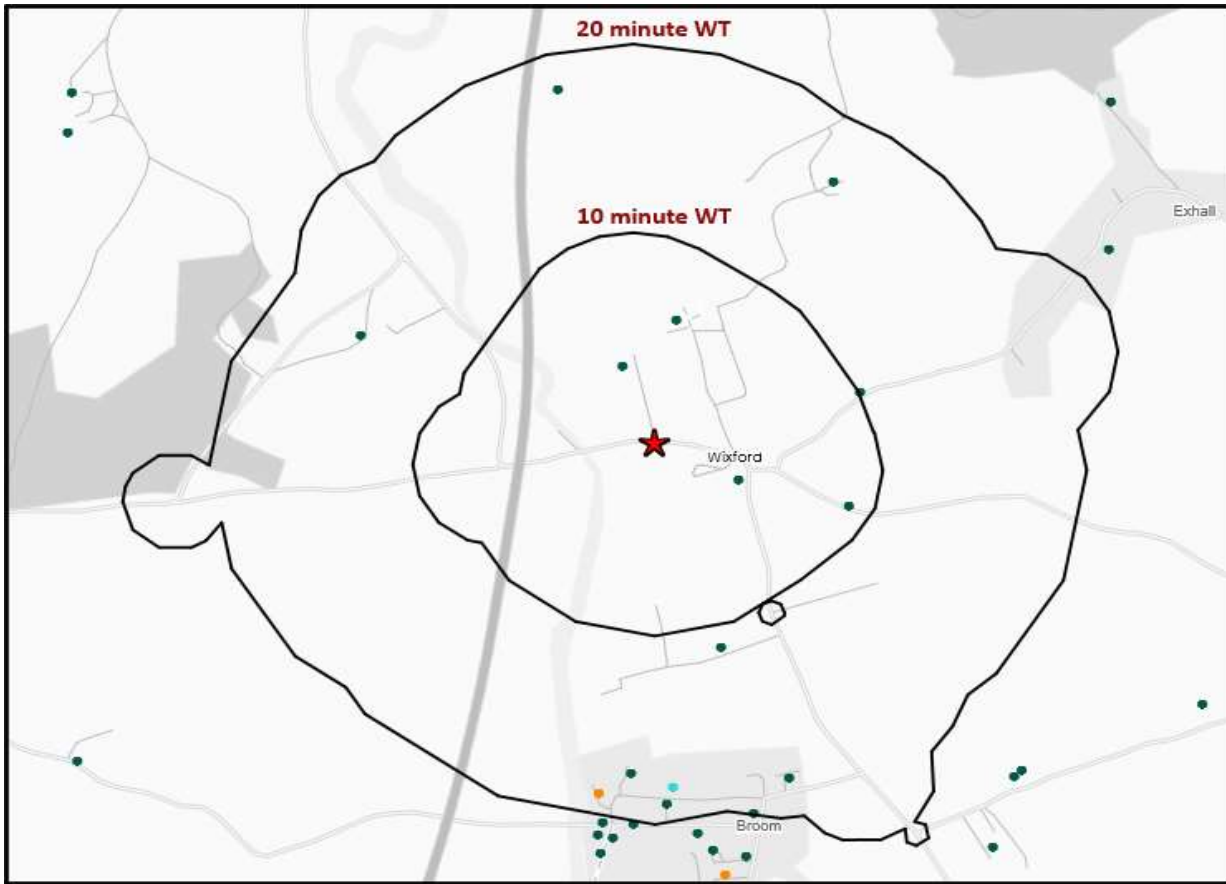
*WT= Walktime, **DT= Drivetime

		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		174	451	141,818	3	3	37
Population & Adults 18+ index is based on all pubs							
Adults 18+		149	371	114,329	3	2	38
Competition Pubs		2	3	166	13	9	46
Adults 18+ per Competition Pub		75	124	689	9	15	83
% Adults Likely to Drink		87.5%	87.4%	83.8%	106	106	102
Affluence	Low	0.0%	0.0%	13.9%	0	0	54
	Medium	0.0%	0.0%	36.4%	0	0	93
	High	100.0%	100.0%	47.9%	298	298	143
*Affluence does not include Not Private Households							
Age Profile	18-24	10	26	8,683	71	71	76
	25-34	7	33	16,419	30	55	87
	35-44	10	28	17,194	45	48	94
	45-64	68	175	38,602	153	152	106
	65+	54	109	33,431	162	126	123



		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	79 (45%)	205 (45%)	69,752 (49%)	92	92	99
	Female	95 (55%)	246 (55%)	72,066 (51%)	108	108	101
Economic Status (16-74)	Employed: Full-time	49 (38%)	133 (40%)	44,778 (44%)	91	95	107
	Employed: Part-time	18 (14%)	46 (14%)	14,150 (14%)	107	105	108
	Self employed	27 (21%)	63 (19%)	11,302 (11%)	217	196	117
	Unemployed	1 (1%)	1 (0%)	1,644 (2%)	32	13	69
	Retired	26 (20%)	62 (18%)	15,348 (15%)	145	134	111
	Other	9 (7%)	31 (9%)	13,560 (13%)	35	47	68
Total Worker Count		252	452	74,680			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

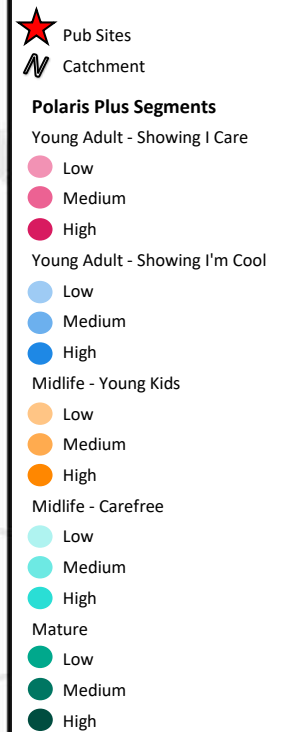
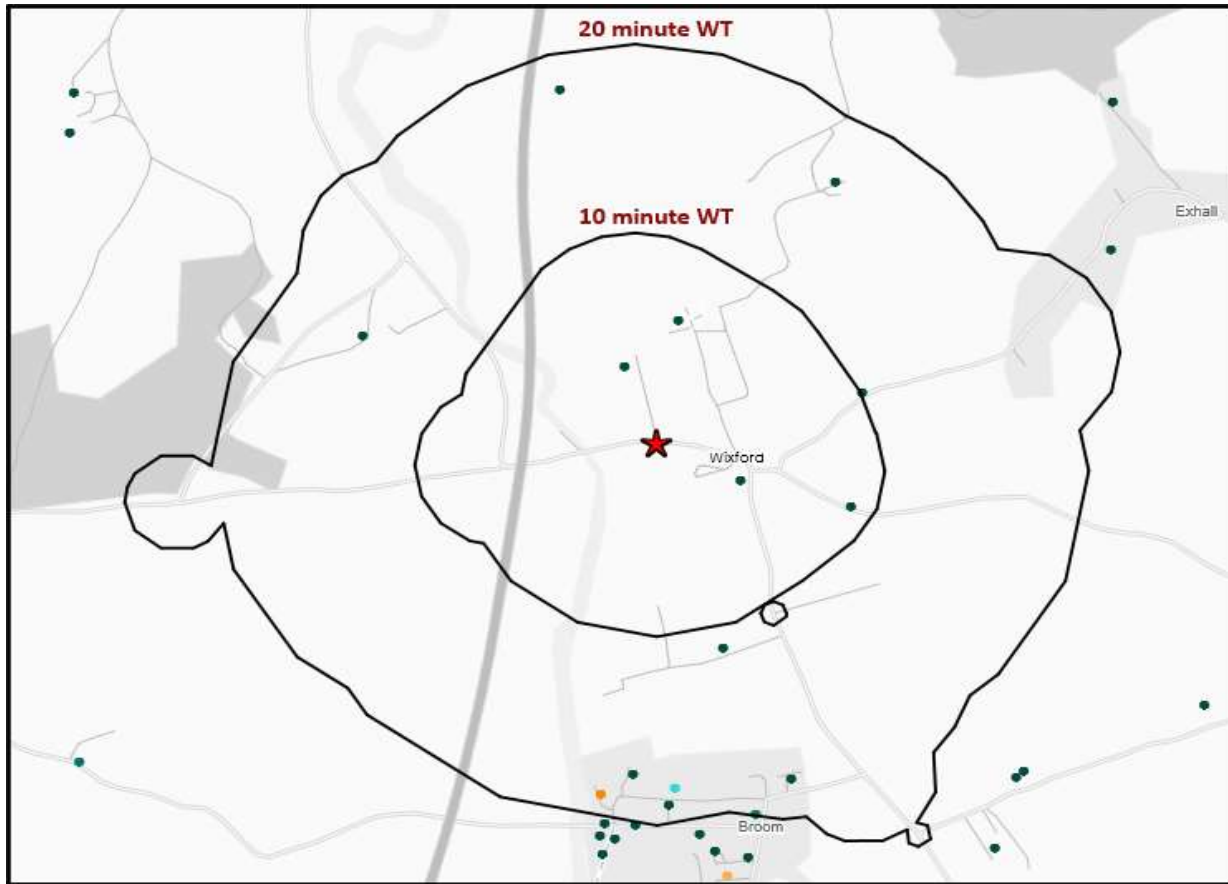
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	1,397	0	0	14
Young Adult - Showing I'm Cool	0	0	5,965	0	0	57
Midlife - Young Kids	0	54	34,685	0	46	97
Midlife - Carefree	0	25	19,220	0	32	80
Mature	149	292	50,988	357	281	159
Not Private Households	0	0	2,074	0	0	126
Total	149	371	114,329			

Polaris Summary - Fish Inn Nr Alcester



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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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	1,397	0	0	36
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,957	0	0	70
High	0	0	3,008	0	0	59
Midlife - Young Kids						
Low	0	0	5,200	0	0	41
Medium	0	0	20,217	0	0	119
High	0	54	9,268	0	270	150
Midlife - Carefree						
Low	0	0	2,576	0	0	66
Medium	0	0	3,495	0	0	46
High	0	25	13,149	0	62	105
Mature						
Low	0	0	8,112	0	0	120
Medium	0	0	14,976	0	0	103
High	149	292	27,900	1,066	839	260
Not Private Households	0	0	2,074	0	0	126

Polaris Summary - Fish Inn Nr Alcester

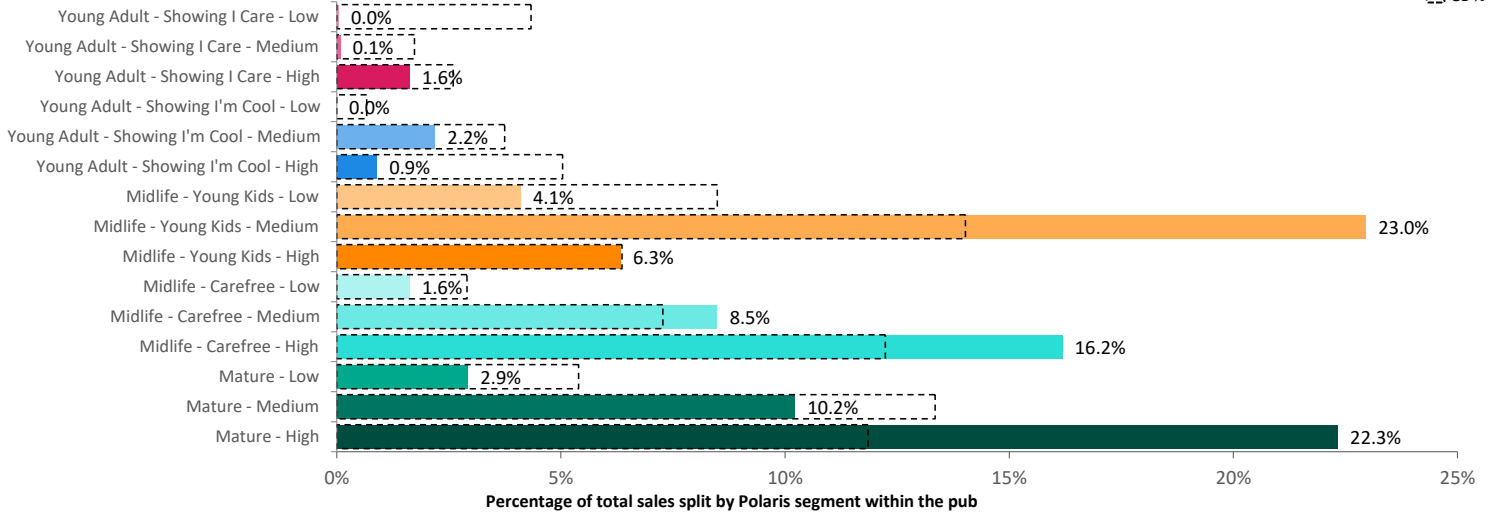


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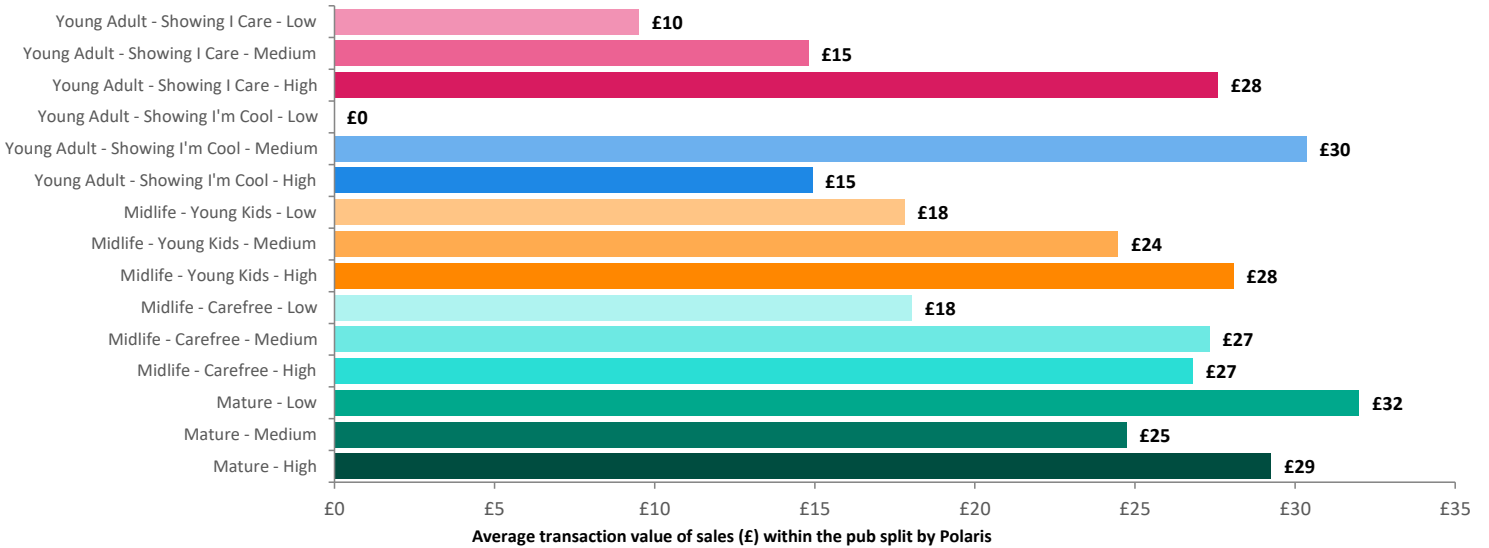


Spend by Polaris

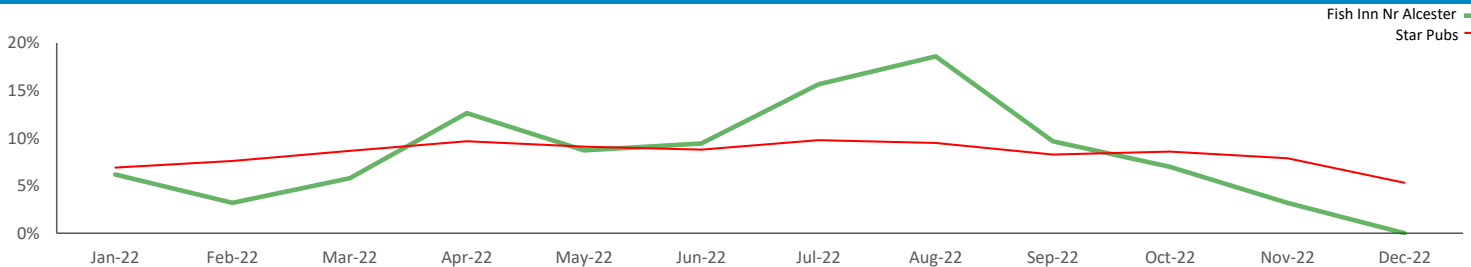
GB %



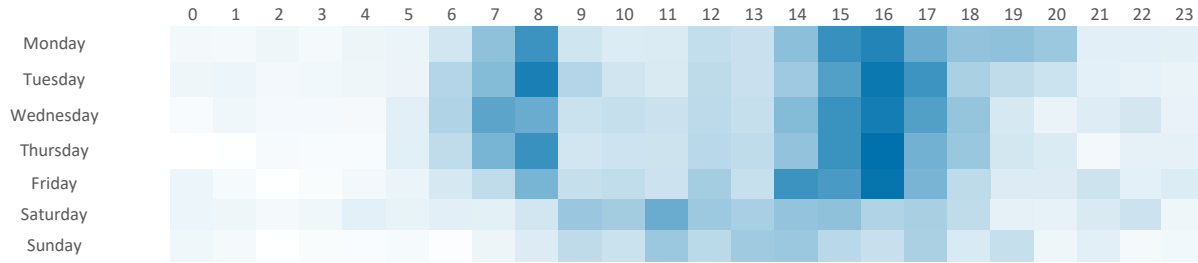
Average Transaction Values (£) by Polaris



Spend by Month

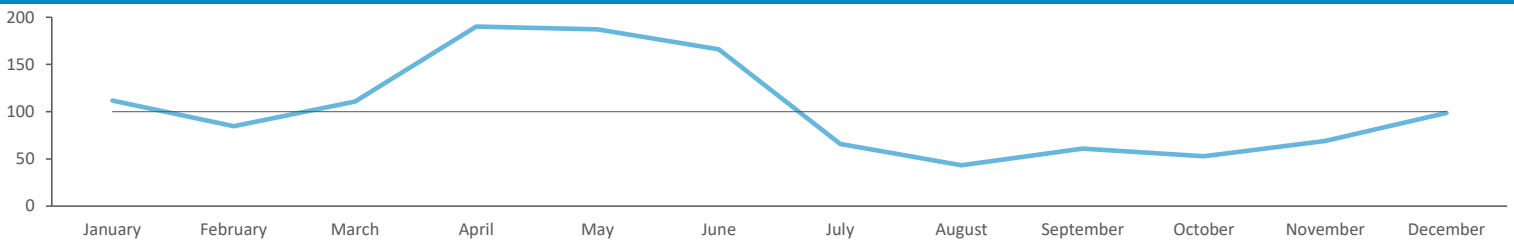


Time of Day/Day of Week



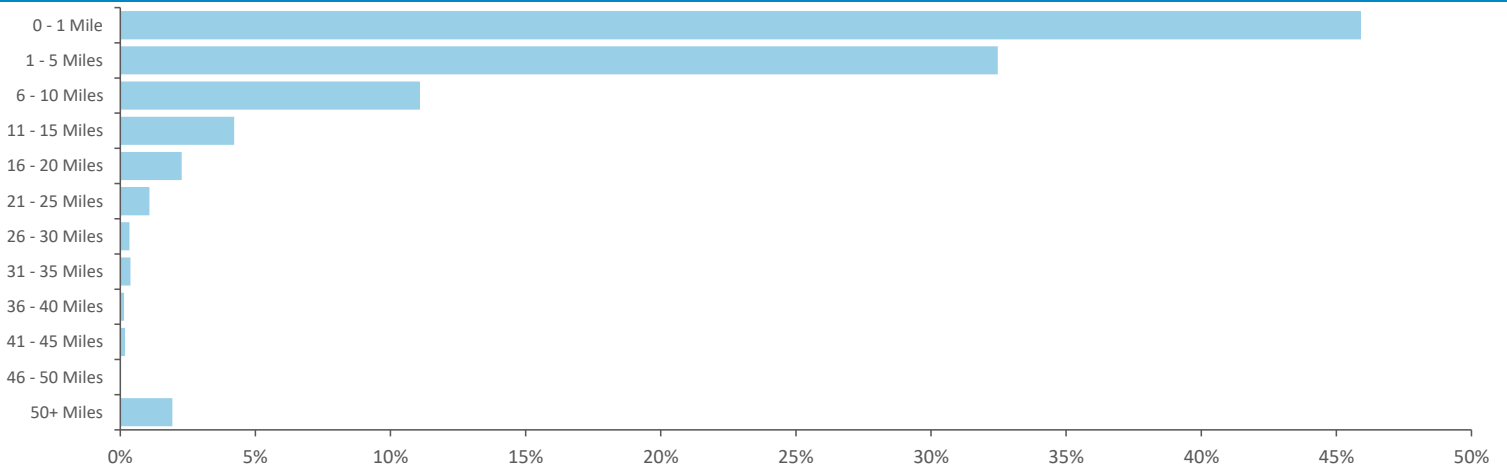
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



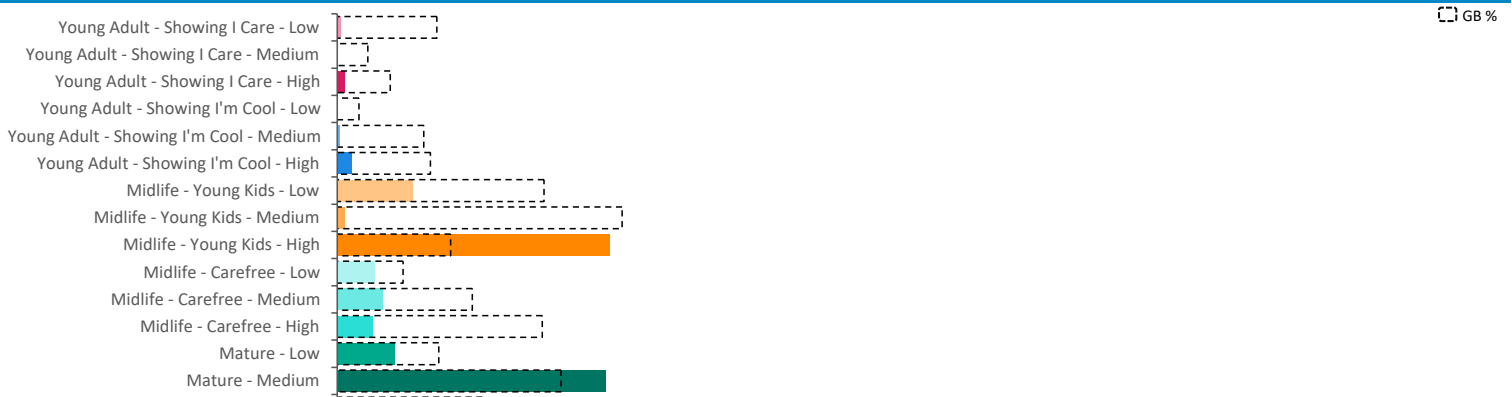
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Fish Inn Nr Alcester



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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



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Fish Inn	B 49 6DA	Star Pubs & Bars	Premium Local	0.0
2	Three Horseshoes	B 49 6DG	*Other Small Retail Groups	Community Pub	0.2
3	Broom Tavern	B 50 4HL	Unknown	Family Pub Dining	0.8
4	Broom Hall Inn	B 50 4HE	Independent Free	Premium Local	0.9
5	Arrow Mill	B 49 5NL	Restaurant Group	GPGF	1.0
6	Ragley Hall	B 49 5NH	Independent Free	Large Venue	1.2