

Catchment Summary - Washford Inn Washford

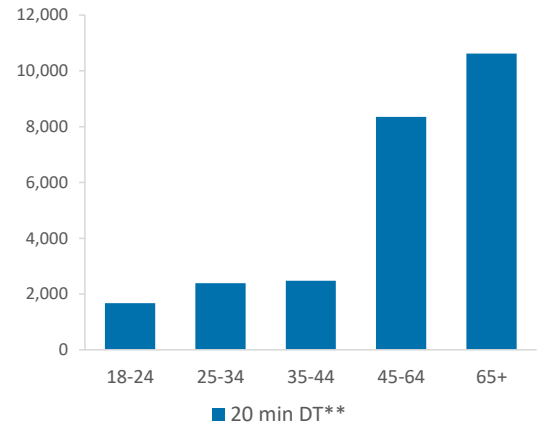
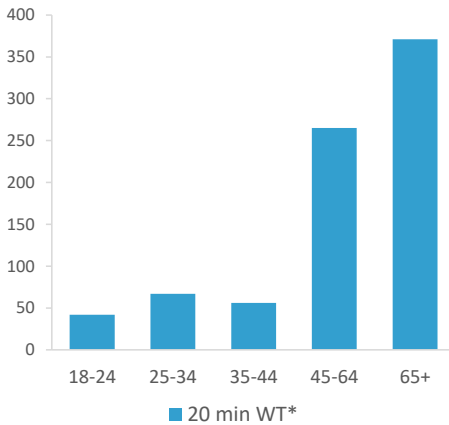
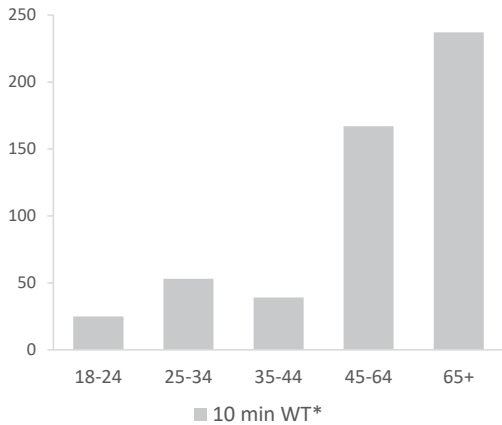


© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

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

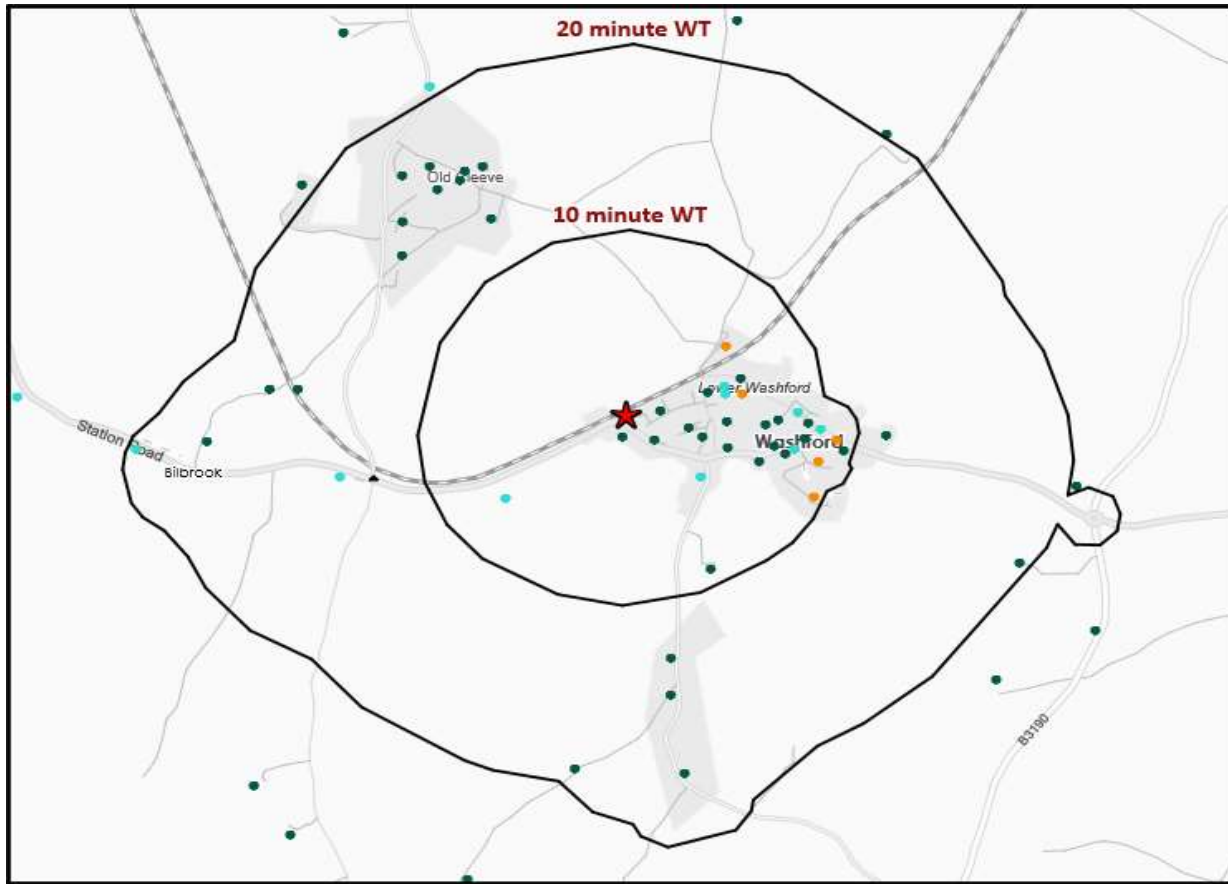
*WT= Walktime, **DT= Drivetime

	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	625	951	30,187	12	7	8	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	521	801	25,515	12	4	9	
Competition Pubs	1	2	54	7	6	15	
Adults 18+ per Competition Pub	521	401	473	63	49	57	
% Adults Likely to Drink	80.9%	82.0%	83.0%	98	99	101	
Affluence	Low	23.4%	16.2%	20.2%	91	63	79
	Medium	68.1%	61.7%	56.9%	173	157	145
	High	8.4%	22.1%	18.8%	25	66	56
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	25	42	1,675	49	54	68
	25-34	53	67	2,393	64	53	60
	35-44	39	56	2,477	48	46	64
	45-64	167	265	8,353	105	109	108
	65+	237	371	10,617	198	204	184



	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	283 (45%)	430 (45%)	14,537 (48%)	92	91	97
	Female	342 (55%)	521 (55%)	15,650 (52%)	108	108	103
Economic Status (16-74)	Employed: Full-time	140 (33%)	204 (32%)	6,729 (32%)	79	76	78
	Employed: Part-time	61 (14%)	81 (13%)	2,942 (14%)	111	96	109
	Self employed	52 (12%)	96 (15%)	3,103 (15%)	128	155	156
	Unemployed	6 (1%)	11 (2%)	271 (1%)	60	72	55
	Retired	98 (23%)	161 (25%)	4,908 (24%)	168	181	171
	Other	67 (16%)	94 (15%)	2,830 (14%)	80	74	69
Total Worker Count	221	424	12,849				

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

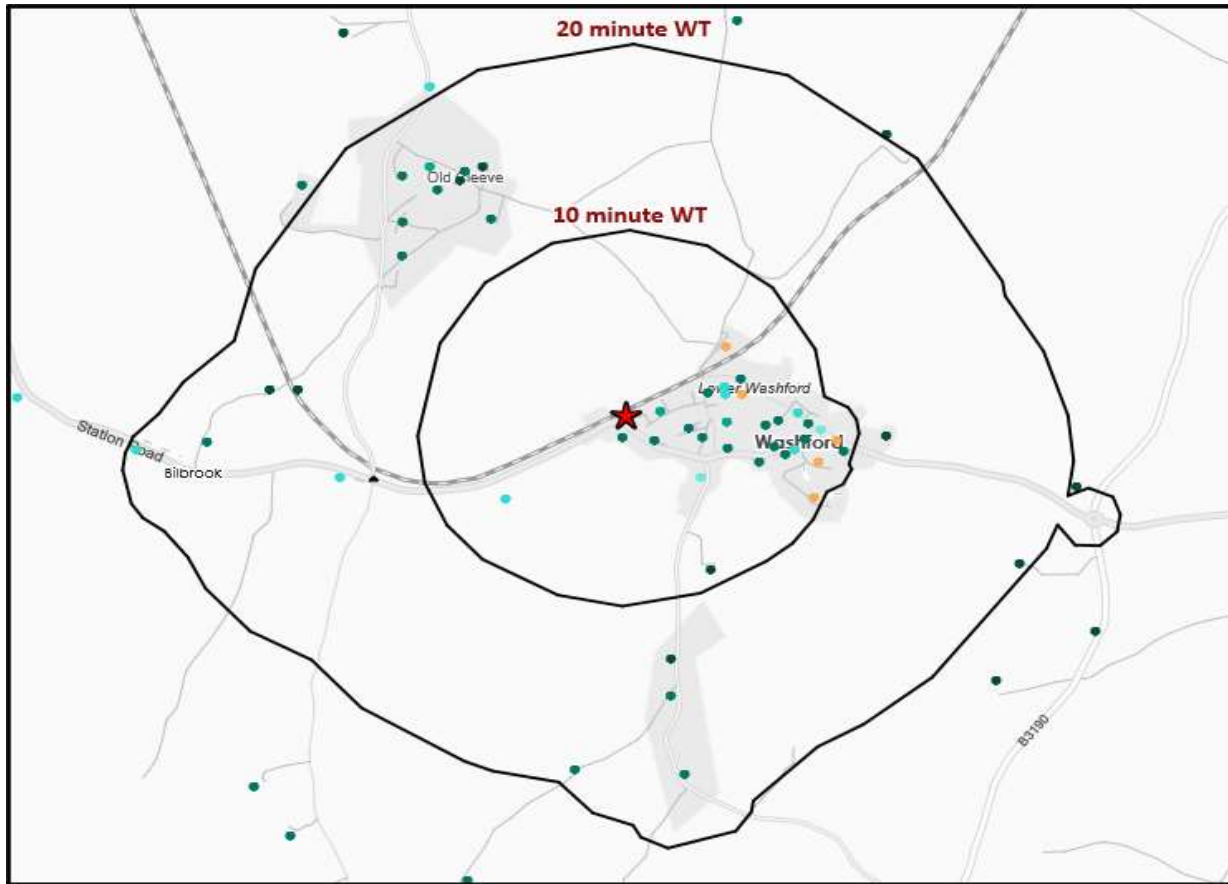
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	45	0	0	2
Young Adult - Showing I'm Cool	0	0	808	0	0	34
Midlife - Young Kids	158	158	4,295	97	63	54
Midlife - Carefree	76	133	4,180	69	79	78
Mature	287	510	15,132	197	228	212
Not Private Households	0	0	1,055	0	0	288
Total	521	801	25,515			

Polaris Summary - Washford Inn Washford



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom





- 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

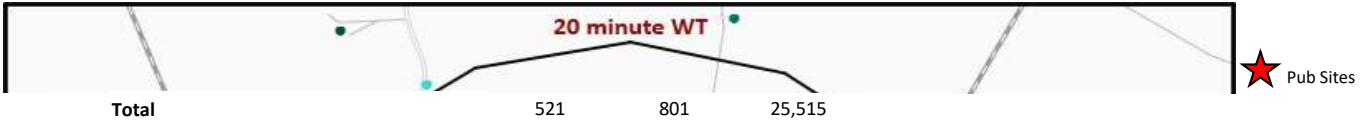
*WT= Walktime, **DT= Drivetime

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	45	0	0	4
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	705	0	0	75
High	0	0	103	0	0	9
Midlife - Young Kids						
Low	0	0	875	0	0	31
Medium	158	158	3,293	203	132	87
High	0	0	127	0	0	9
Midlife - Carefree						
Low	0	0	696	0	0	80
Medium	32	32	1,925	91	59	112
High	44	101	1,559	77	115	56
Mature						
Low	122	130	3,526	394	273	233
Medium	165	304	8,600	250	300	266
High	0	76	3,006	0	101	126
Not Private Households	0	0	1,055	0	0	288

Polaris Summary - Washford Inn Washford

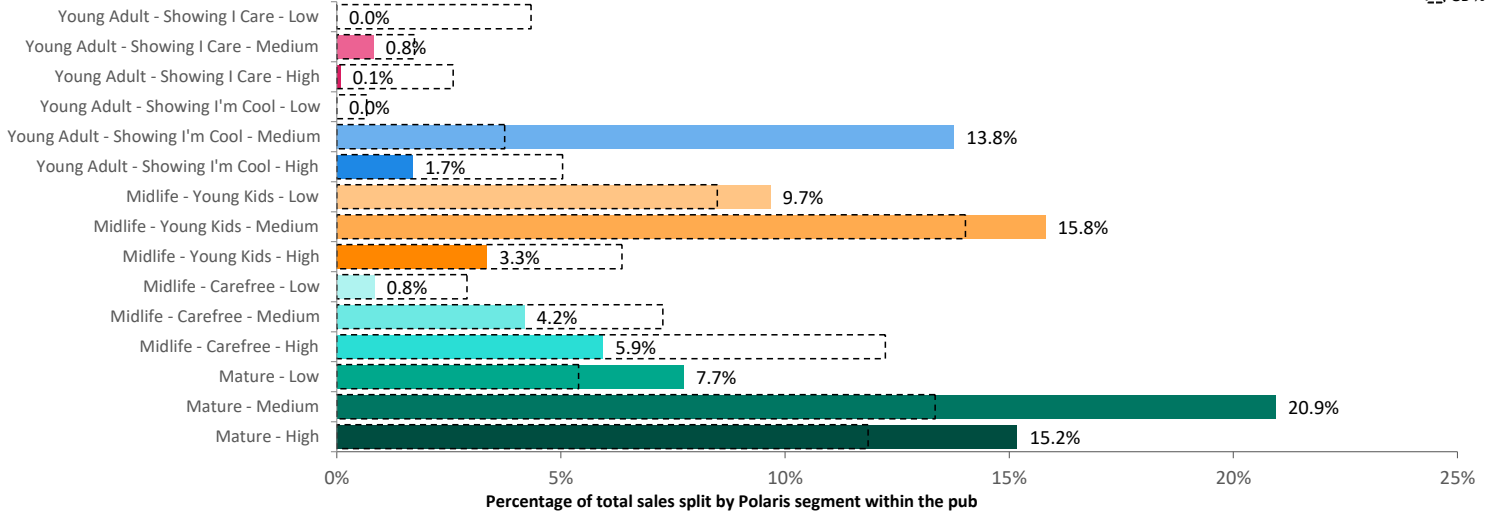


© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom

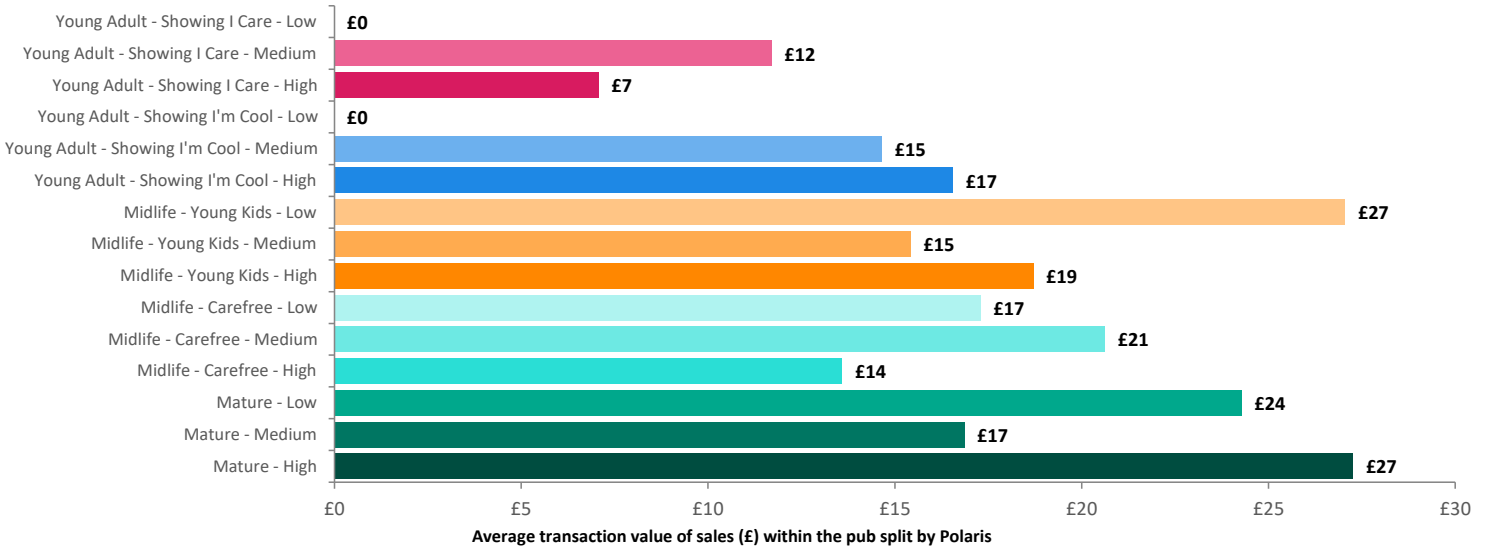


Spend by Polaris

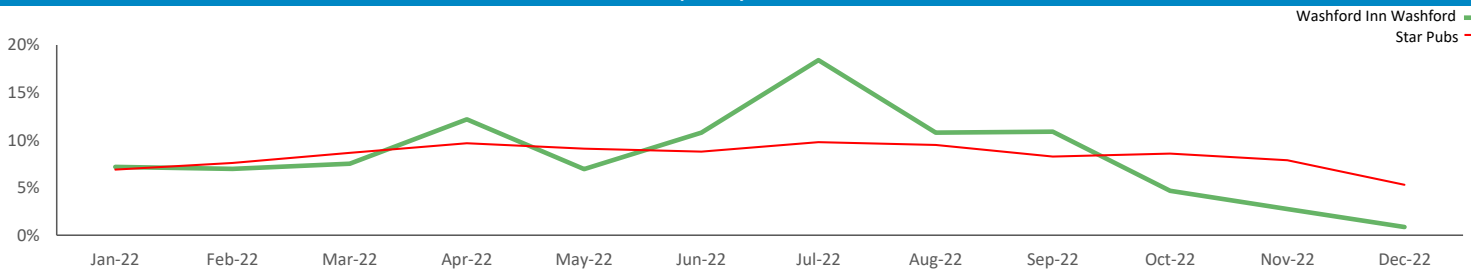
GB %



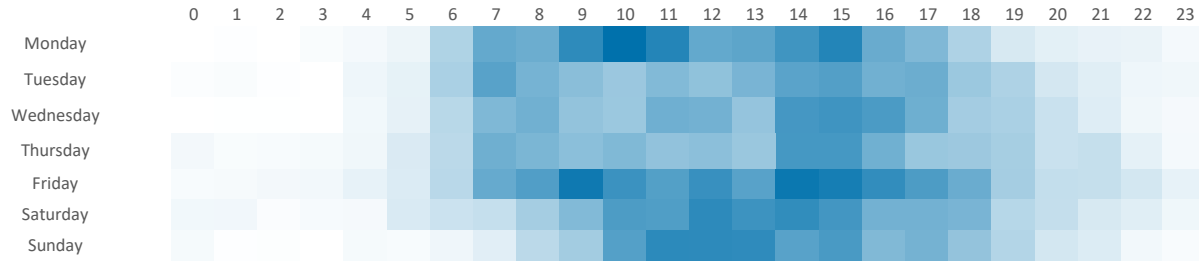
Average Transaction Values (£) by Polaris



Spend by Month

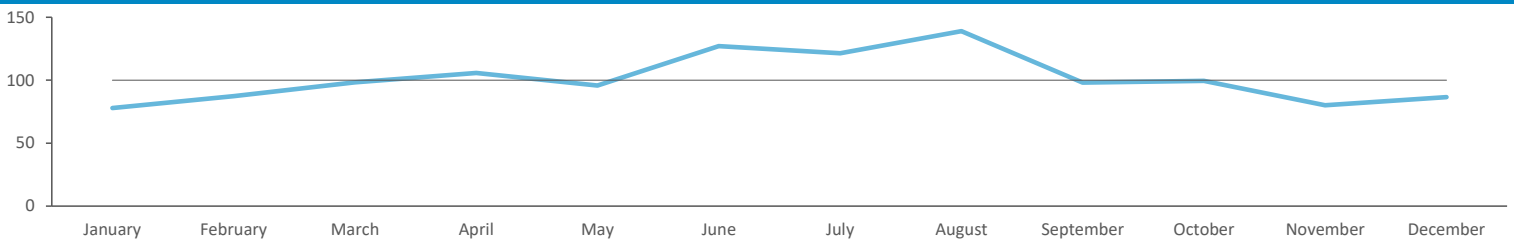


Time of Day/Day of Week



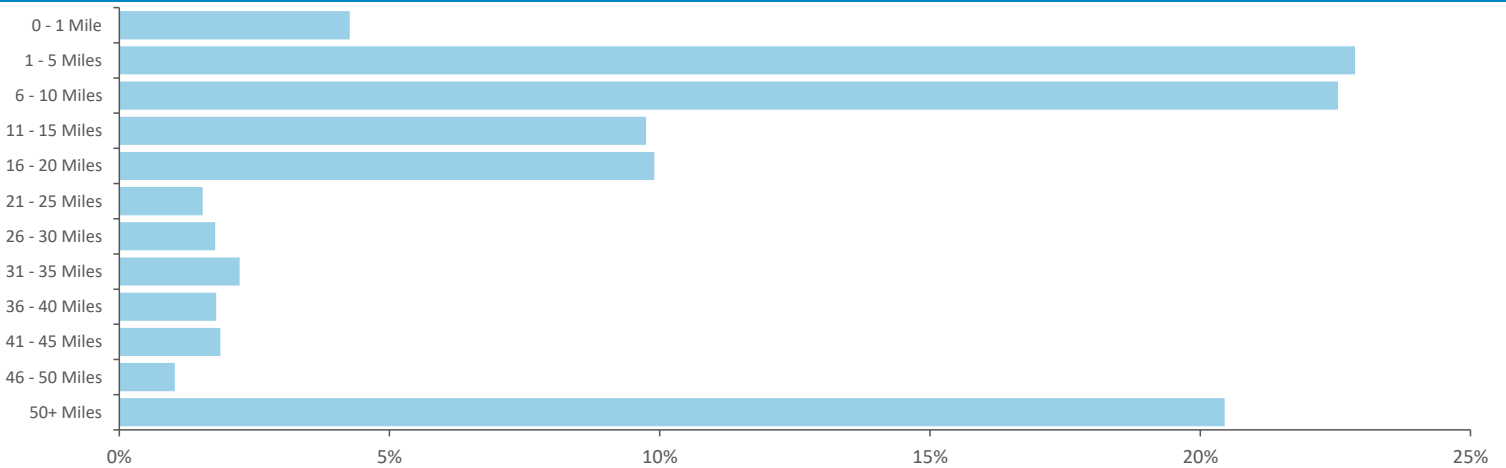
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



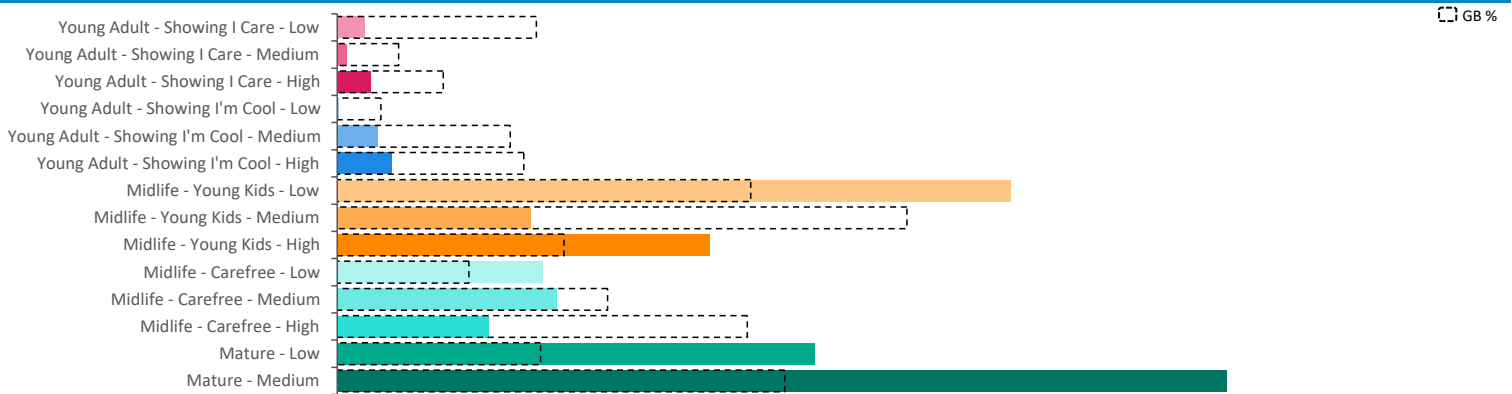
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

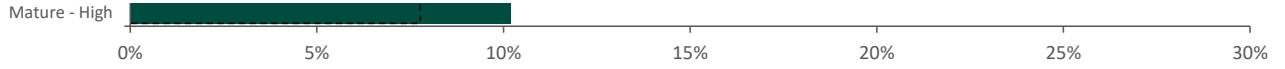


Mobile Data Summary - Washford Inn Washford



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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	Washford Inn	TA23 OPP	Star Pubs & Bars	Premium Local	0.0
2	White Horse	TA23 QJZ	Independent Free	Family Pub Dining	0.6
3	Lysaght Village Hall And Club	TA24 6HJ	Independent Free	Clubland	0.6