

Catchment Summary - Old Crow Newton Le Willows



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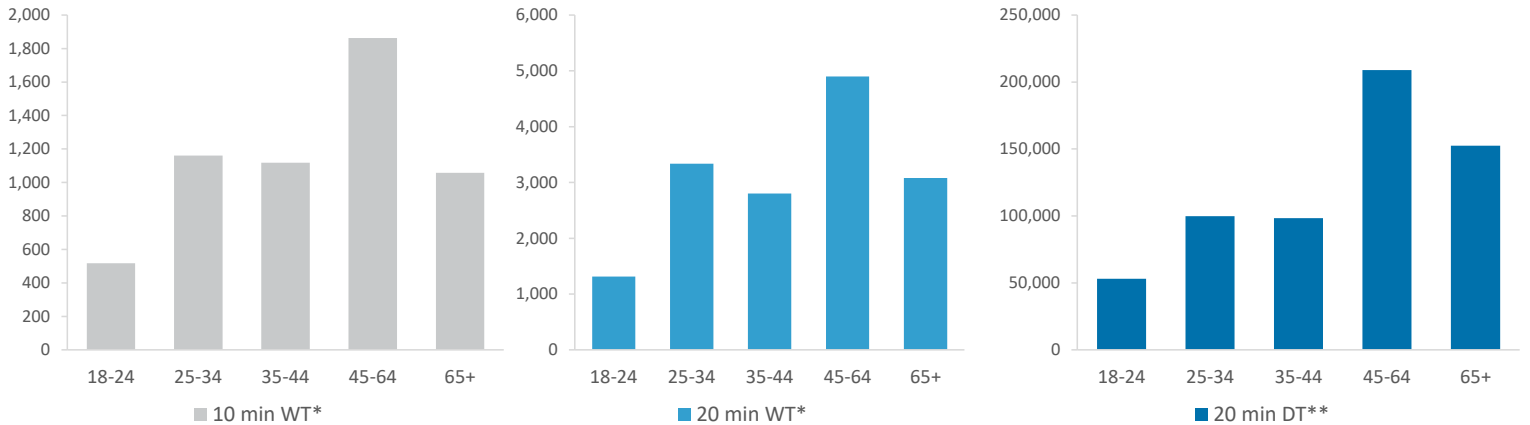
■ Over GB Average
■ Around GB Average
■ Under GB Average

*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		7,392	19,994	776,098	140	137	205
Adults 18+		5,718	15,430	612,566	131	86	205
Competition Pubs		4	19	742	27	59	205
Adults 18+ per Competition Pub		1,430	812	826	173	98	100
% Adults Likely to Drink		82.4%	81.5%	82.4%	100	99	100
Affluence	Low	25.1%	37.1%	27.4%	98	145	107
	Medium	45.3%	42.9%	47.0%	115	109	119
	High	29.6%	19.5%	24.3%	88	58	72
Age Profile	18-24	518	1,314	53,147	86	81	84
	25-34	1,161	3,336	99,734	118	126	97
	35-44	1,118	2,803	98,380	118	109	98
	45-64	1,863	4,899	208,858	99	96	105
	65+	1,058	3,078	152,447	75	81	103

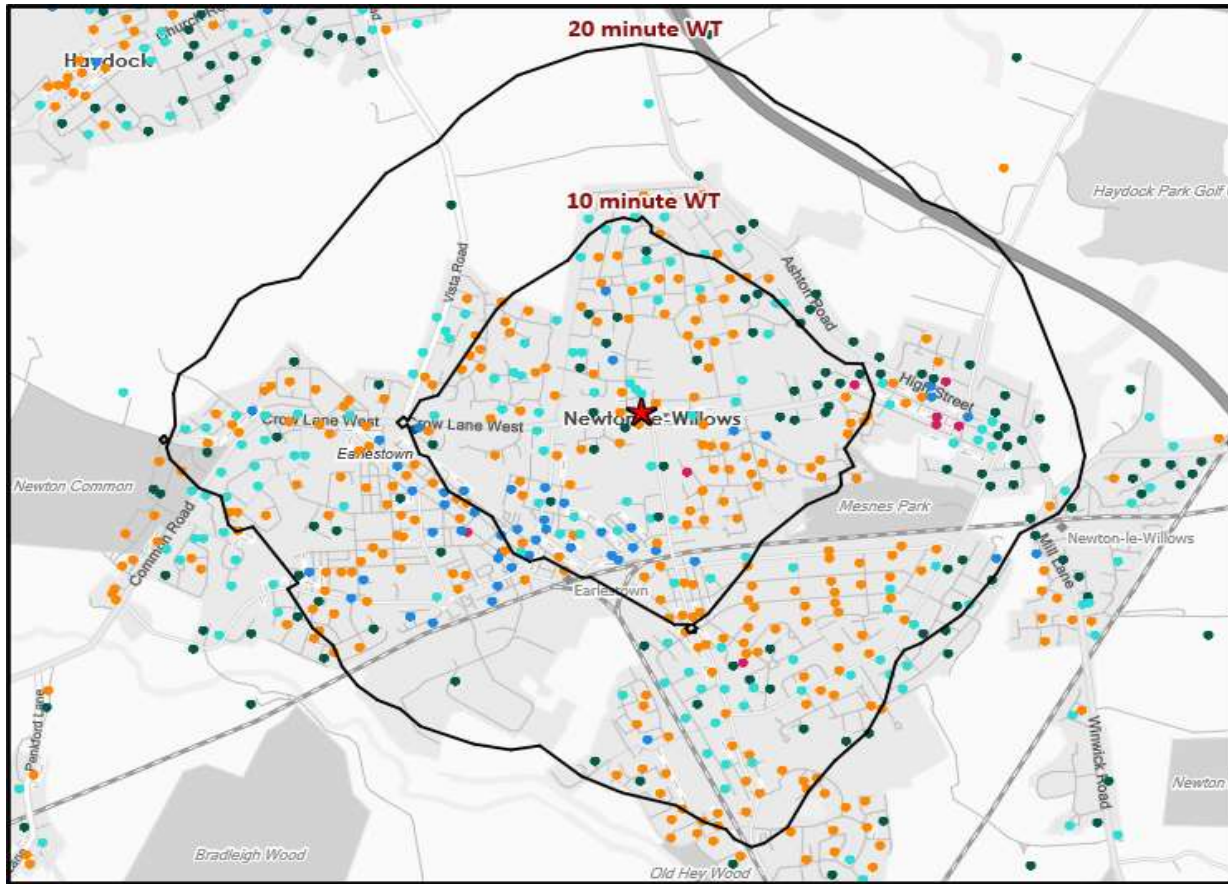
Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



		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	3,725 (50%)	9,950 (50%)	384,425 (50%)	102	101	100
	Female	3,667 (50%)	10,044 (50%)	391,673 (50%)	98	99	100
Economic Status (16-74)	Employed: Full-time	2,558 (47%)	6,239 (43%)	239,441 (43%)	113	104	103
	Employed: Part-time	669 (12%)	1,849 (13%)	75,627 (14%)	95	99	104
	Self employed	380 (7%)	959 (7%)	39,822 (7%)	73	70	75
	Unemployed	151 (3%)	463 (3%)	14,975 (3%)	117	135	113
	Retired	673 (12%)	1,989 (14%)	88,357 (16%)	90	100	115
	Other	997 (18%)	2,915 (20%)	100,061 (18%)	93	103	91
Total Worker Count		1,328	9,013	346,391			

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	58	241	6,711	11	18	12
Young Adult - Showing I'm Cool	512	958	57,371	97	67	102
Midlife - Young Kids	3,099	8,311	221,464	172	171	115
Midlife - Carefree	1,443	3,834	169,862	120	118	132
Mature	606	2,008	149,592	38	47	87
Not Private Households	0	78	7,566	0	35	86
Total	5,718	15,430	612,566			

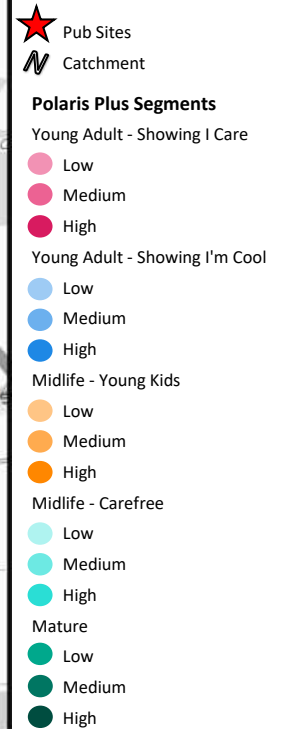
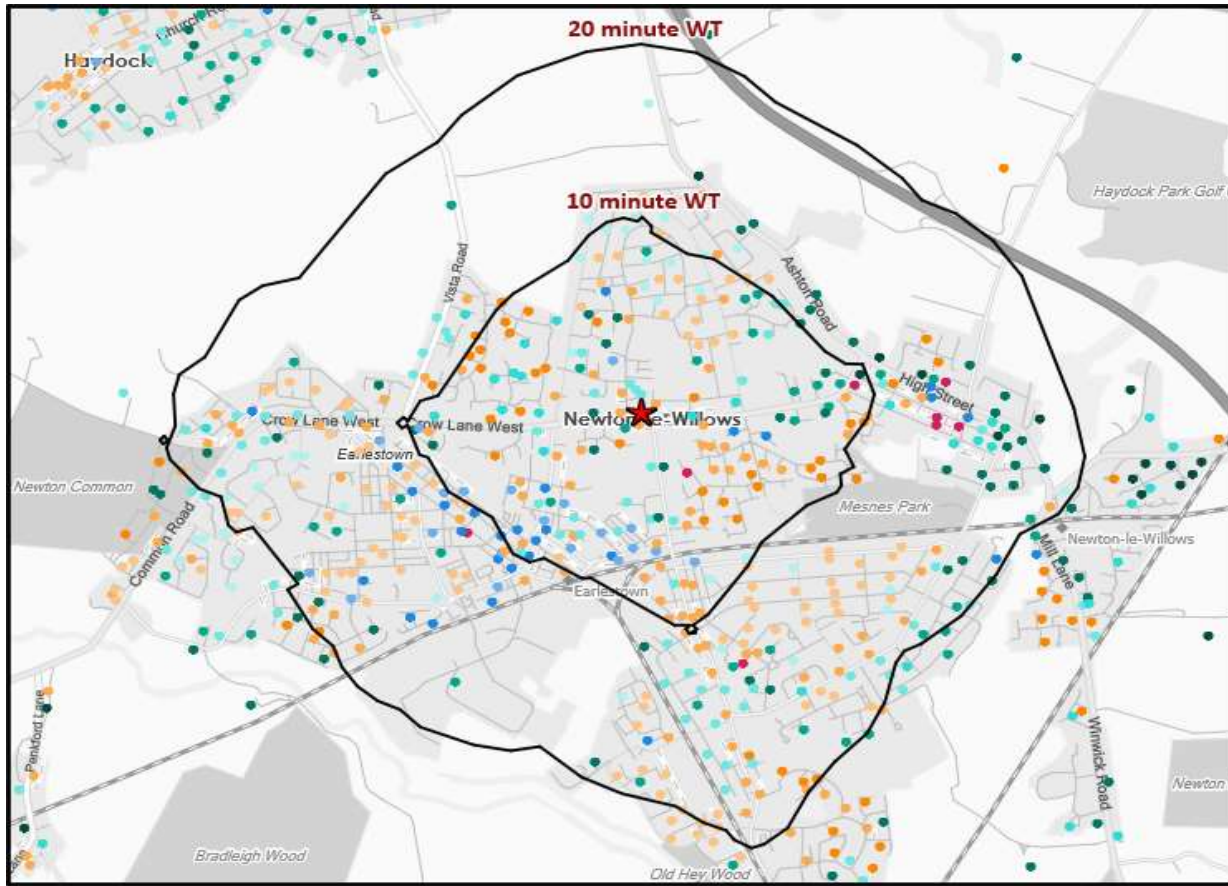
Polaris Summary - Old Crow Newton Le Willows



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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	1,157	0	0	5
Medium	0	0	0	0	0	0
High	58	241	5,554	30	46	27
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	356	612	39,890	168	107	176
High	156	346	17,481	61	50	64
Midlife - Young Kids						
Low	753	3,829	94,360	119	223	139
Medium	1,241	2,841	88,198	145	123	97
High	1,105	1,641	38,906	359	197	118
Midlife - Carefree						
Low	381	1,166	28,943	196	222	139
Medium	689	1,910	84,964	179	184	206
High	373	758	55,955	60	45	84
Mature						
Low	301	737	43,537	89	80	120
Medium	305	1,251	75,034	42	64	97
High	0	20	31,021	0	1	54
Not Private Households	0	78	7,566	0	35	86

Polaris Summary - Old Crow Newton Le Willows

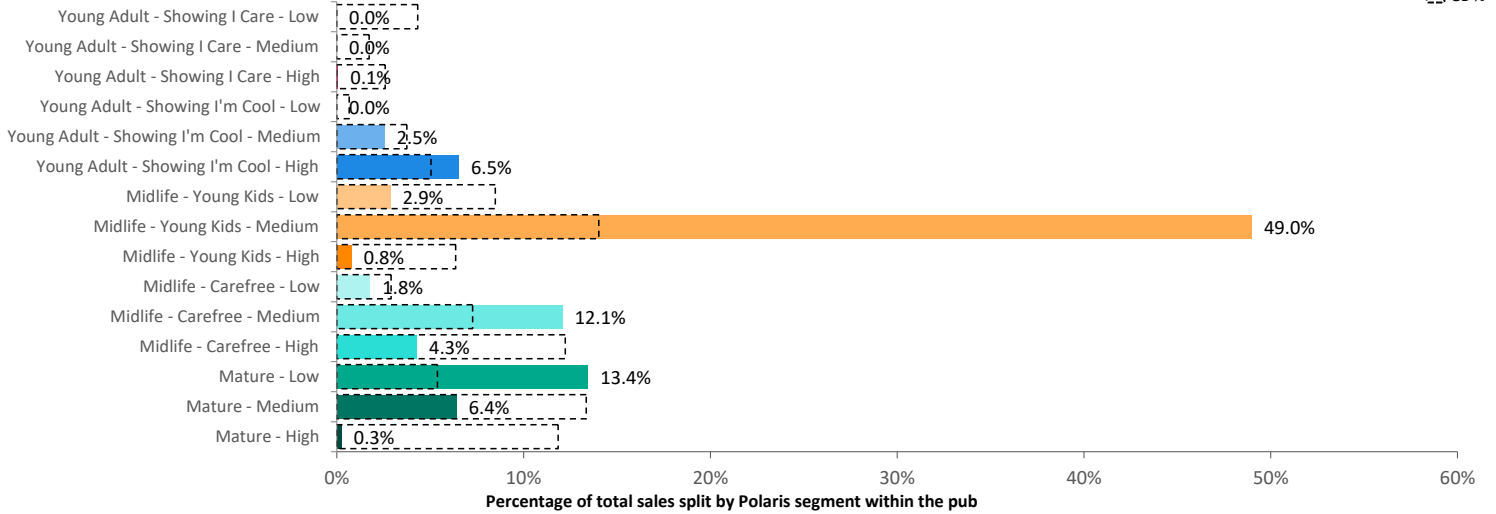


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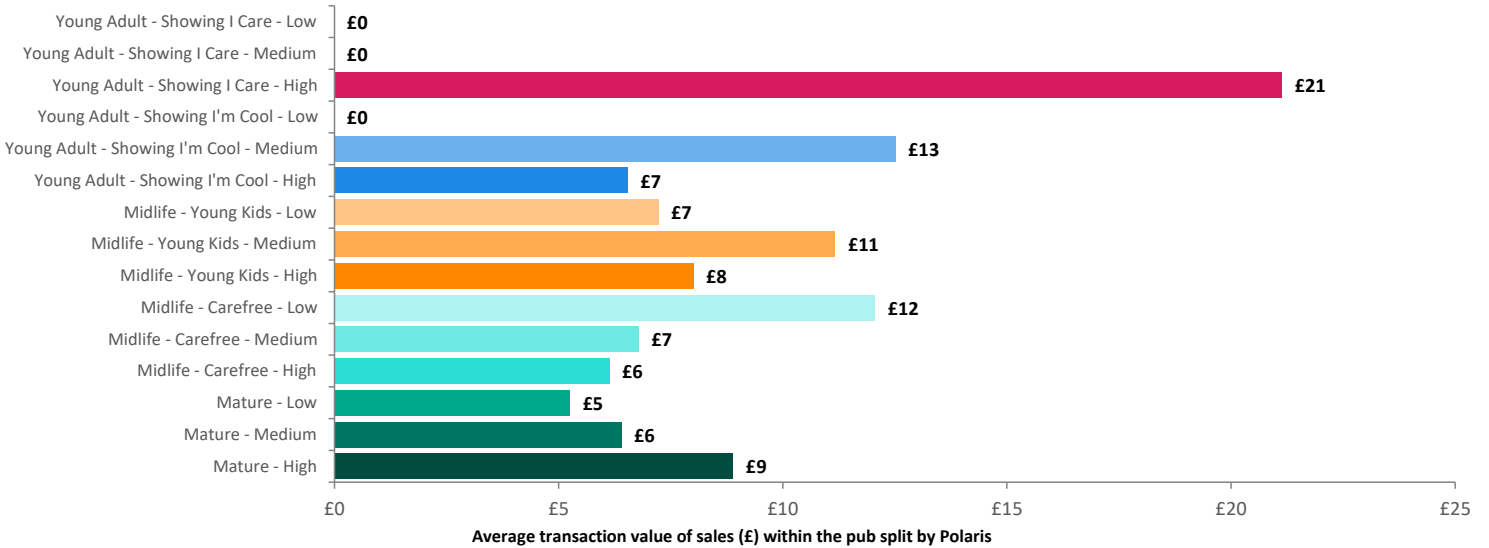


Spend by Polaris

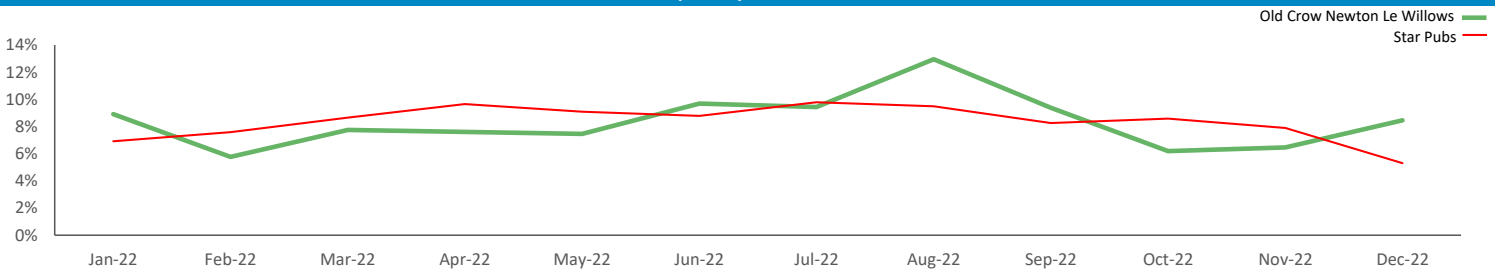
GB %



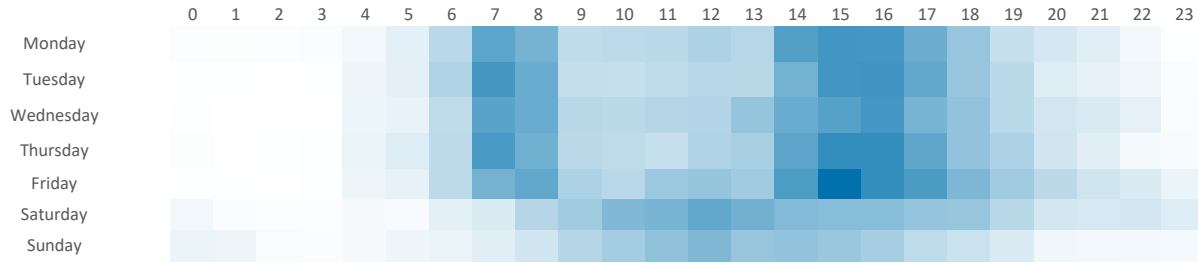
Average Transaction Values (£) by Polaris



Spend by Month

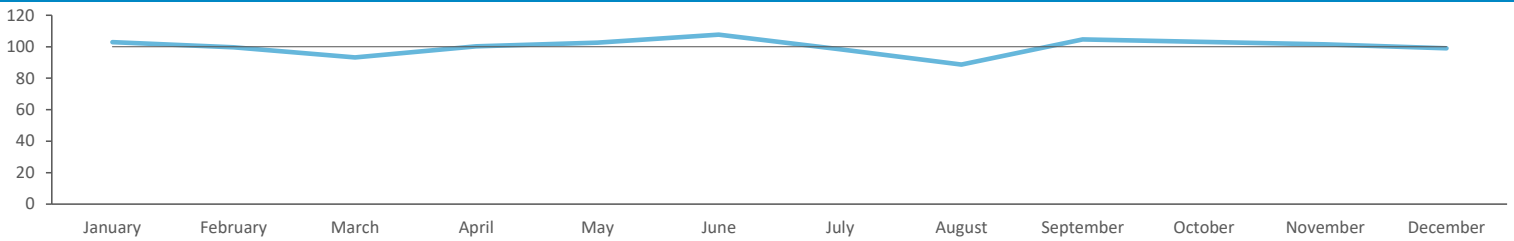


Time of Day/Day of Week



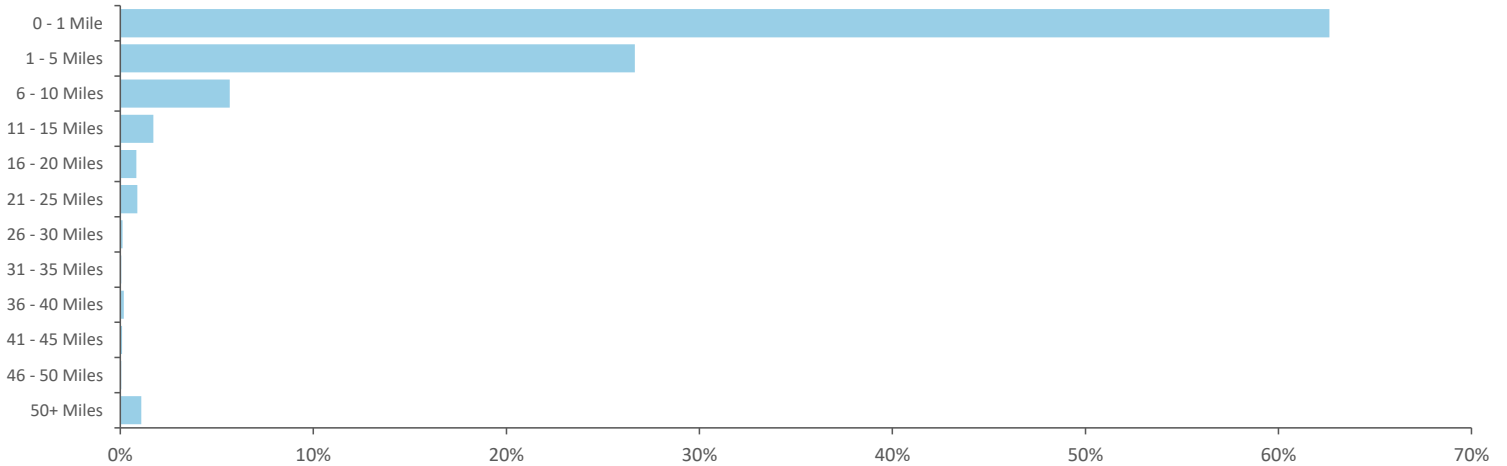
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



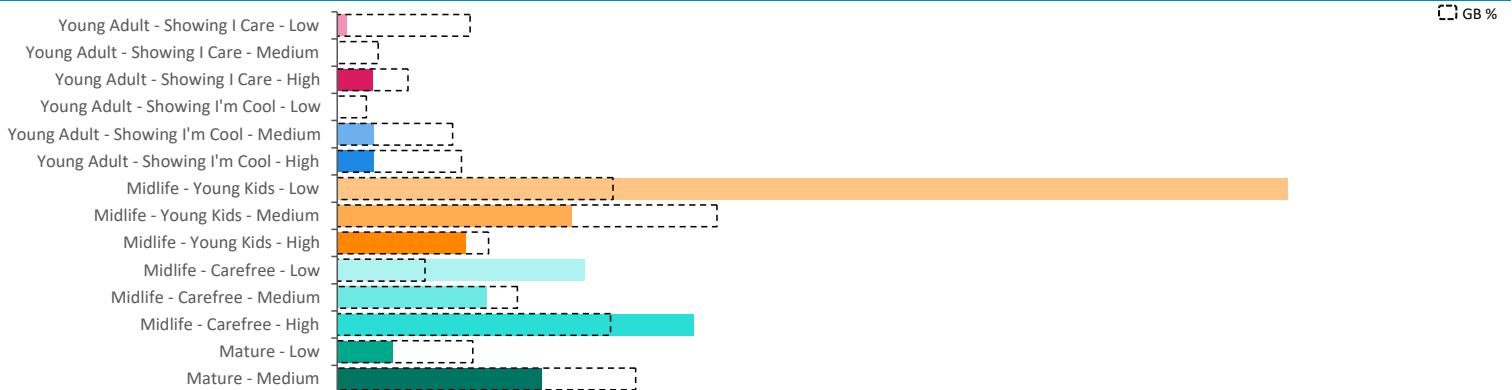
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

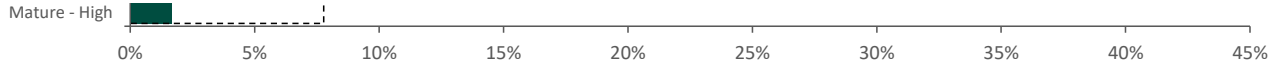


Mobile Data Summary - Old Crow Newton Le Willows

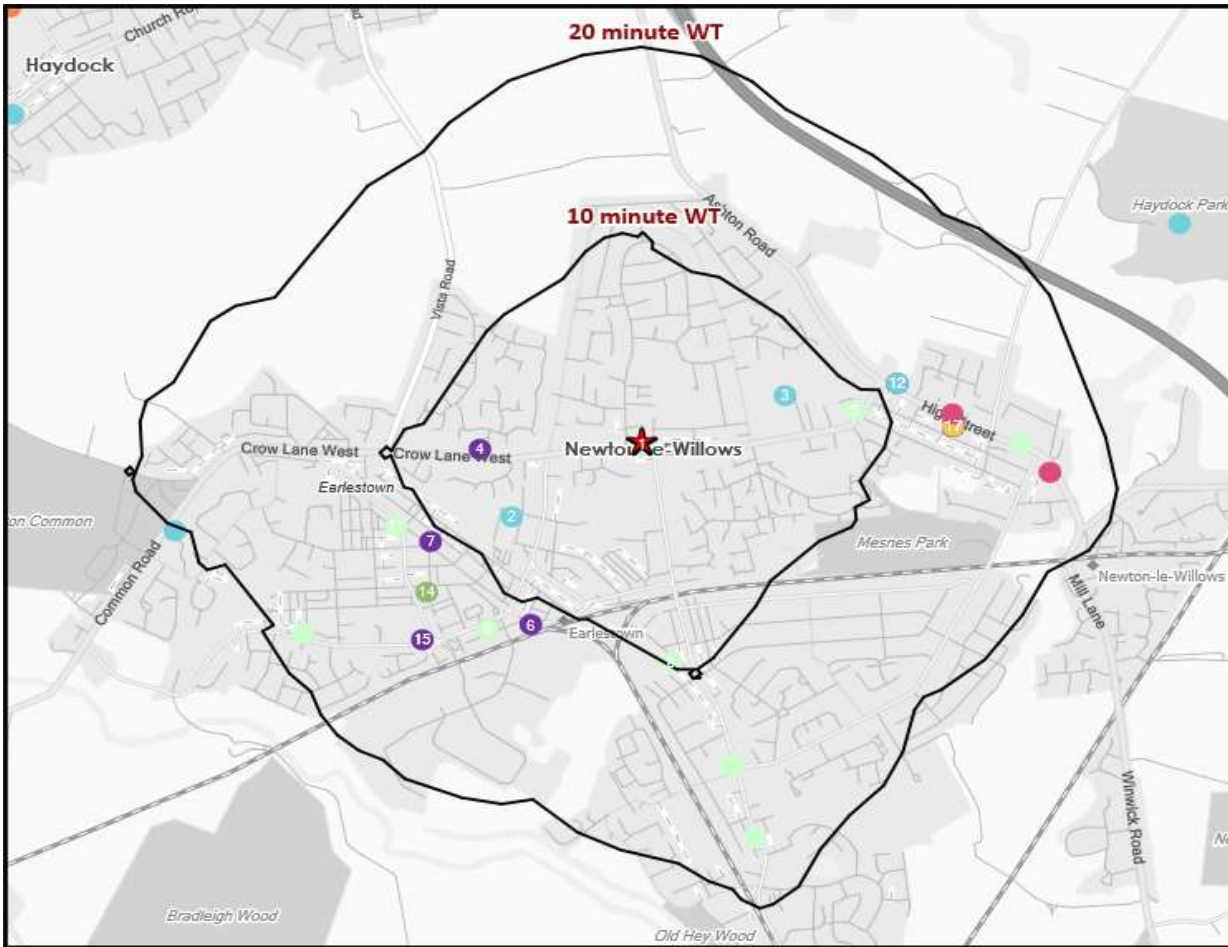


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Time of Day/Day of Week



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	Old Crow	WA12 9TZ	Star Pubs & Bars	Community Pub	0.0
2	Newton Le Willows Social Club	WA12 9PZ	*Other Small Retail Groups	Clubland	0.3
3	Newton Le Willows Sports Club	WA12 9XE	Independent Free	Clubland	0.3
4	Mandarin Chinese Restaurant	WA12 9YG	Independent Free	Restaurants	0.3
5	Oak Tree Inn	WA12 9UY	Greene King	Community Pub	0.4
6	Sajan Restaurant	WA12 9AS	Independent Free	Restaurants	0.4
7	Blue Tiffin	WA12 9BW	Independent Free	Restaurants	0.5
8	Sunbeam	WA12 8LU	*Other Small Retail Groups	Community Pub	0.5
9	Shenanigans Lounge	WA12 9LW	Independent Free	High Street Pub	0.5
9	Wellington Hotel	WA12 9LW	Admiral Taverns Ltd	Community Pub	0.5
11	New Market	WA12 9BS	Trust Inns Limited	Community Pub	0.5
12	Ariete Italian Bar & Restaurant	WA12 9SG	Independent Free	Restaurants	0.5
12	Newton Conservative Club	WA12 9SG	Independent Free	Clubland	0.5
14	Nine Arches	WA12 9NE	Wetherspoons GB	Circuit Bar	0.5
15	Griffin Hotel	WA12 9LR	Independent Free	Community Pub	0.6
15	Pink Pearl	WA12 9LR	Independent Free	Restaurants	0.6
17	Fort Of India Restaurant	WA12 9SL	Independent Free	Restaurants	0.6
17	Firkin	WA12 9SL	Independent Free	Premium Local	0.6
17	Verona Kitchen And Bar	WA12 9SL	Independent Free	Restaurants	0.6
17	Chiangmai Bistro	WA12 9SL	Independent Free	Restaurants	0.6