

Catchment Summary - Foresters Arms Melksham

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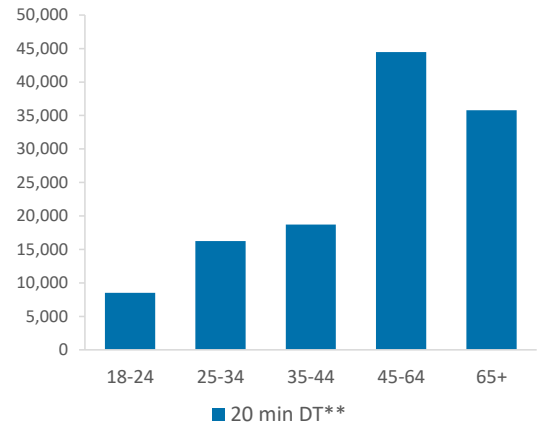
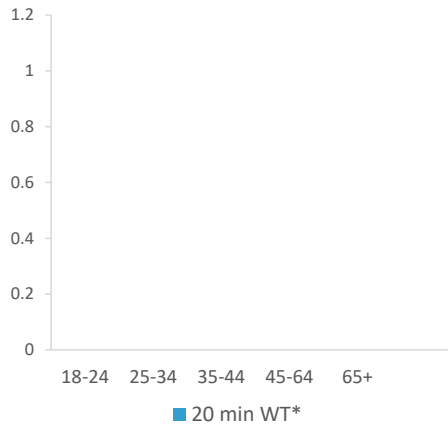
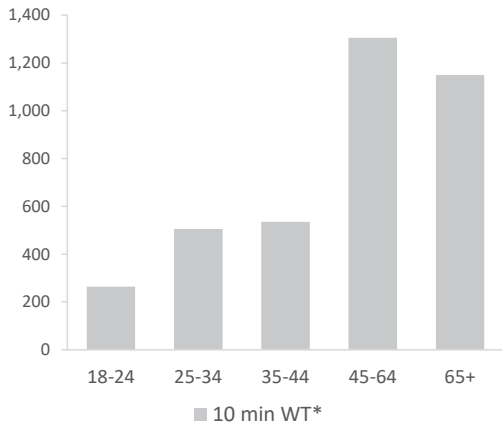


*WT= Walktime, **DT= Drivetime

		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		4,743	11,871	155,647	90	82	41
Adults 18+		3,758	9,281	123,705	86	52	41
Competition Pubs		1	9	163	7	28	45
Adults 18+ per Competition Pub		3,758	1,031	759	455	125	92
% Adults Likely to Drink		82.0%	81.9%	83.5%	99	99	101
Affluence	Low	24.8%	24.3%	16.3%	97	95	64
	Medium	58.2%	51.4%	36.0%	148	131	91
	High	15.1%	22.4%	46.4%	45	67	138
Age Profile	18-24	264	683	8,530	69	71	68
	25-34	505	1,398	16,237	80	89	79
	35-44	535	1,416	18,695	88	93	93
	45-64	1,305	3,180	44,465	108	105	112
	65+	1,149	2,604	35,778	127	115	120

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



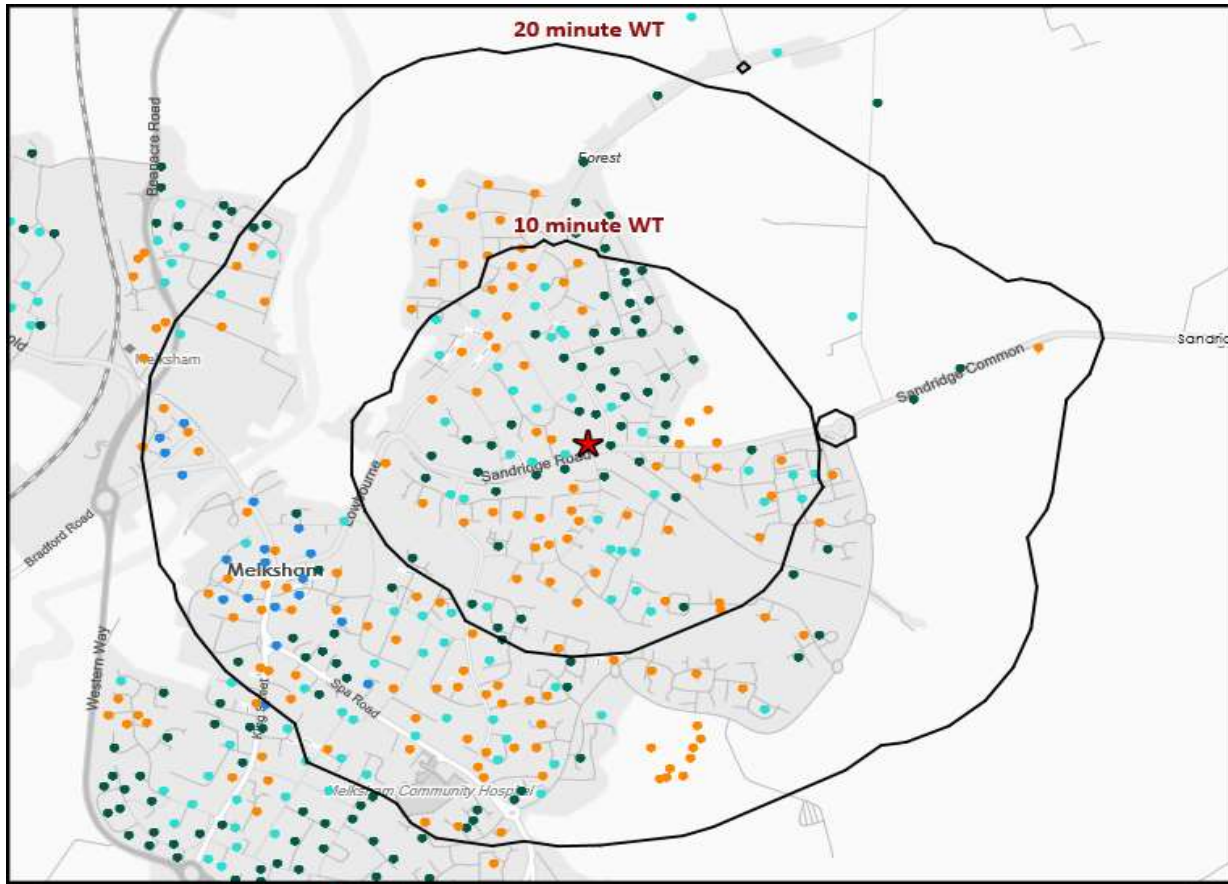
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,323 (49%)	5,748 (48%)	75,997 (49%)	99	98	99
	Female	2,420 (51%)	6,123 (52%)	79,650 (51%)	101	102	101
Economic Status (16-74)	Employed: Full-time	1,499 (46%)	3,679 (45%)	48,734 (44%)	110	108	107
	Employed: Part-time	529 (16%)	1,290 (16%)	16,397 (15%)	124	122	115
	Self employed	233 (7%)	606 (7%)	10,375 (9%)	74	78	99
	Unemployed	72 (2%)	204 (2%)	2,034 (2%)	92	105	78
	Retired	553 (17%)	1,190 (15%)	16,710 (15%)	122	106	110
	Other	401 (12%)	1,195 (15%)	15,555 (14%)	62	74	72
Total Worker Count		620	4,692	71,986			

See the Glossary page for further information on the above variables

Polaris Summary - Foresters Arms Melksham



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- ★ Pub Sites
- N 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	1,990	0	0	18
Young Adult - Showing I'm Cool	97	586	6,290	28	69	55
Midlife - Young Kids	1,606	4,825	44,729	136	165	115
Midlife - Carefree	969	1,667	26,448	123	85	102
Mature	1,017	2,025	42,606	97	78	123
Not Private Households	69	178	1,642	128	133	92
Total	3,758	9,281	123,705			

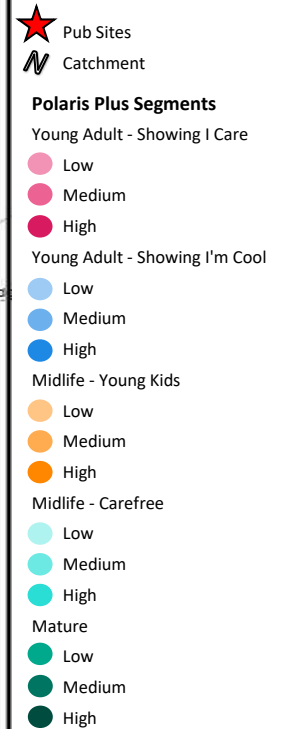
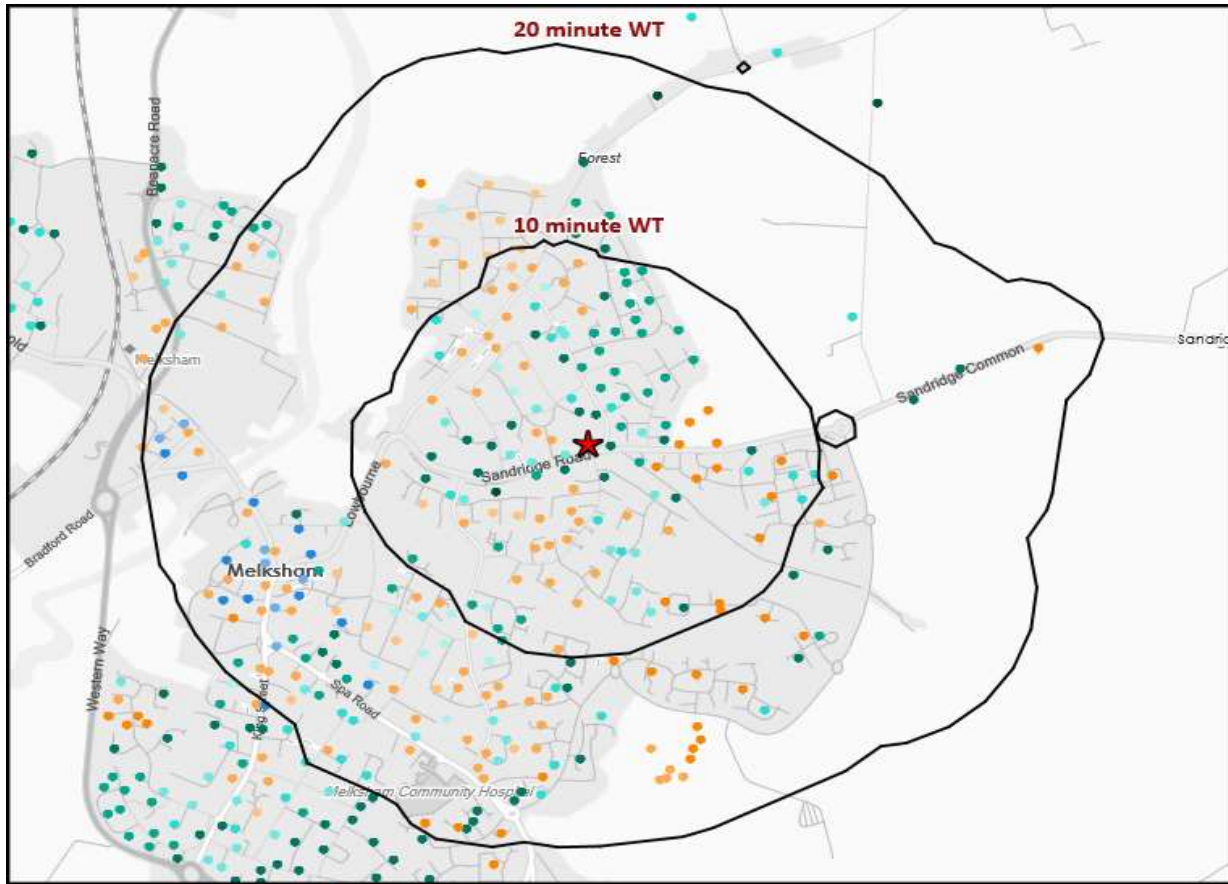
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 Pub Sites



Polaris Plus Profile by Catchment

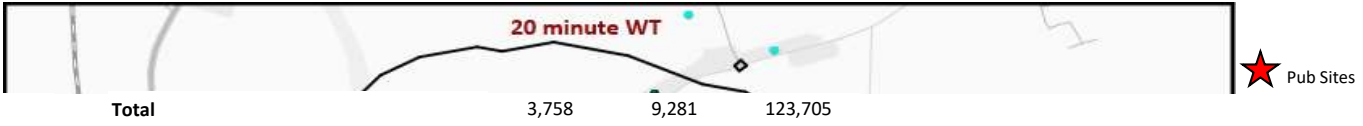
*WT= Walktime, **DT= Drivetime

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	139	0	0	3
Medium	0	0	0	0	0	0
High	0	0	1,851	0	0	44
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	178	2,454	0	52	54
High	97	408	3,836	58	98	69
Midlife - Young Kids						
Low	210	925	8,769	50	90	64
Medium	1,251	2,848	19,368	223	206	105
High	145	1,052	16,592	v	210	249
Midlife - Carefree						
Low	74	303	2,930	58	96	70
Medium	589	789	6,288	233	127	76
High	306	575	17,230	75	57	128
Mature						
Low	647	1,028	8,357	290	187	114
Medium	349	956	16,408	73	81	105
High	21	41	17,841	6	5	154
Not Private Households	69	178	1,642	128	133	92

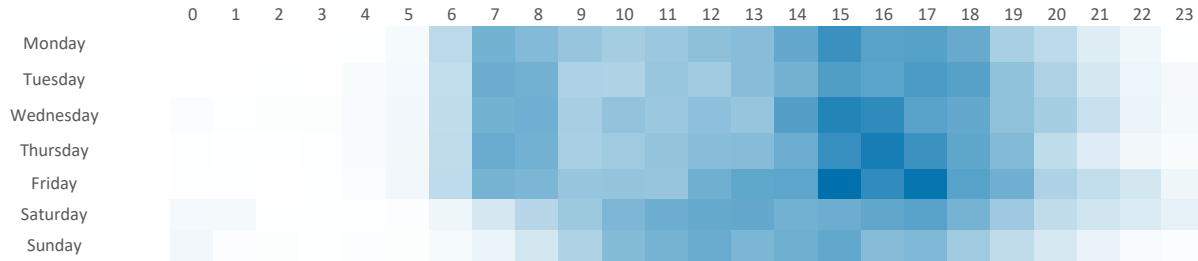
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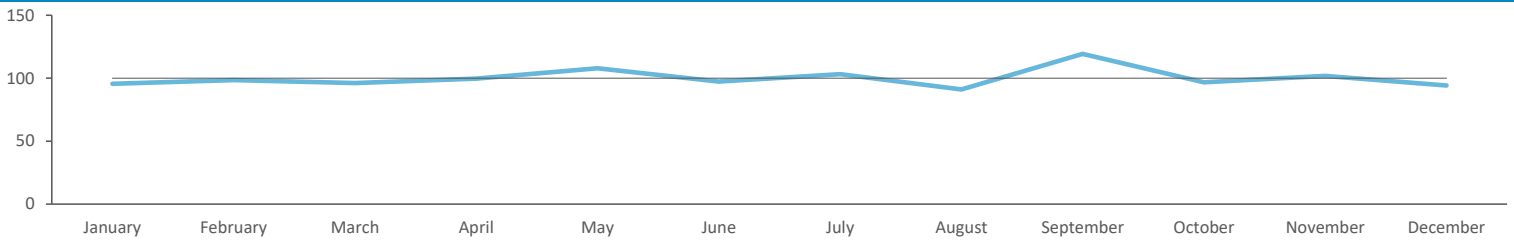


Time of Day/Day of Week



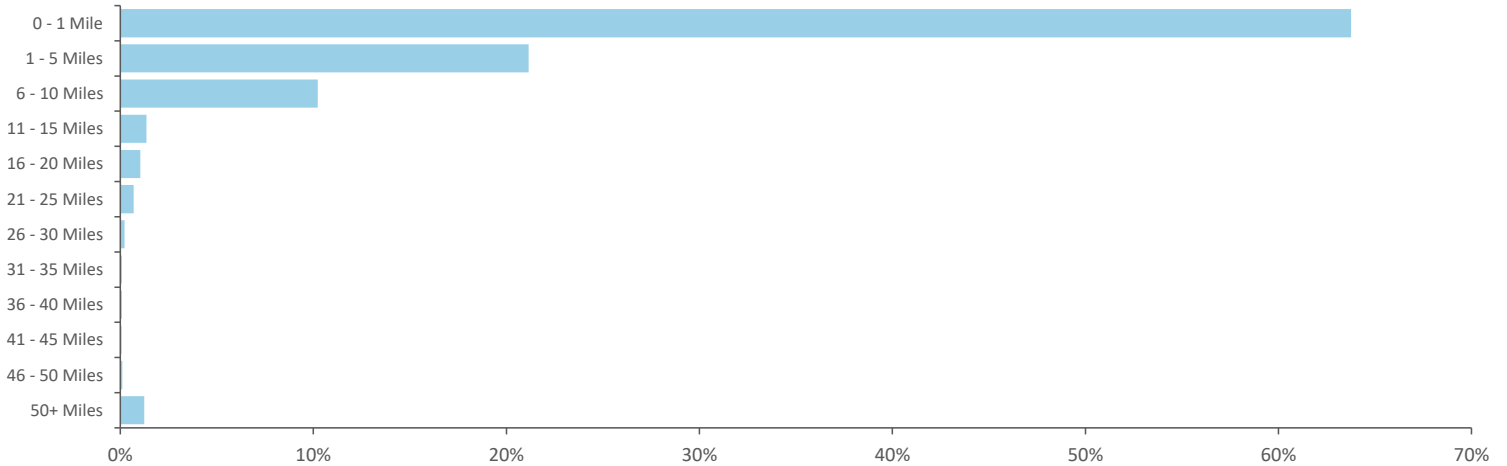
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



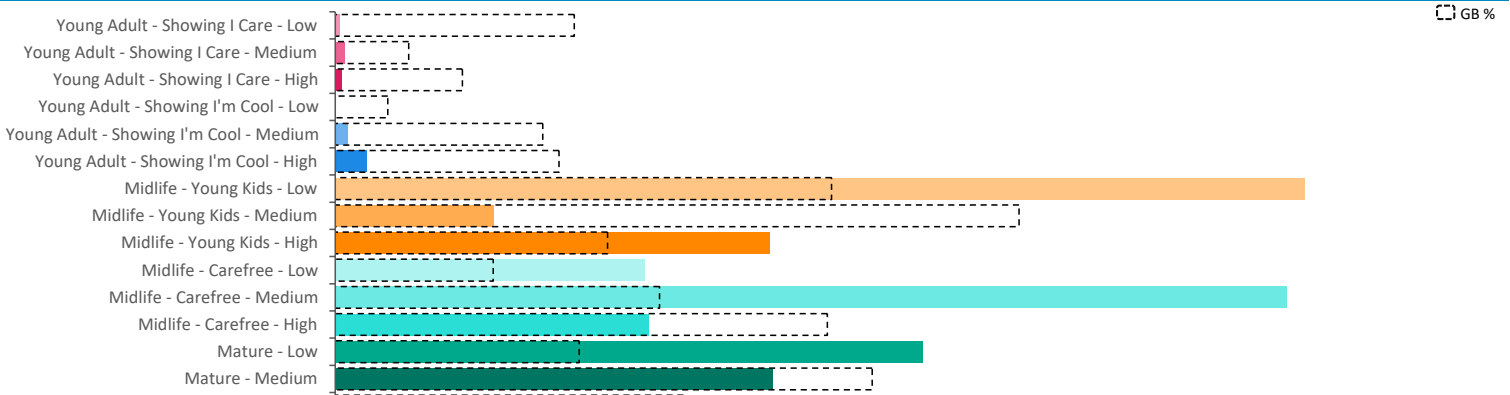
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Foresters Arms Melksham



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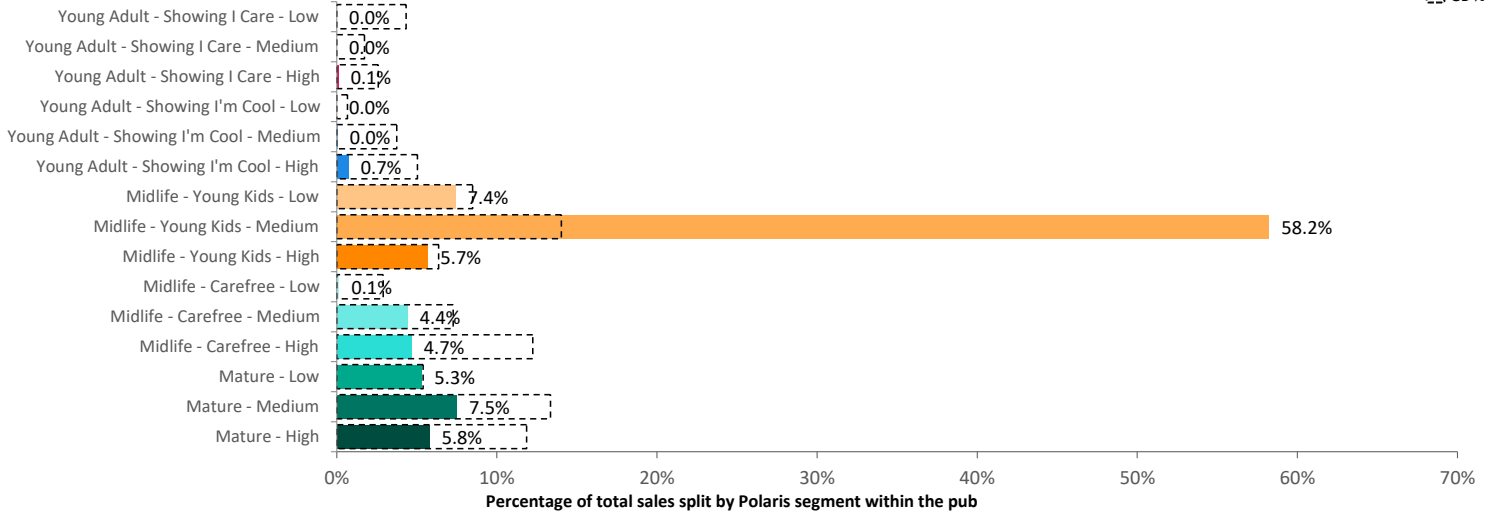
Time of Day/Day of Week



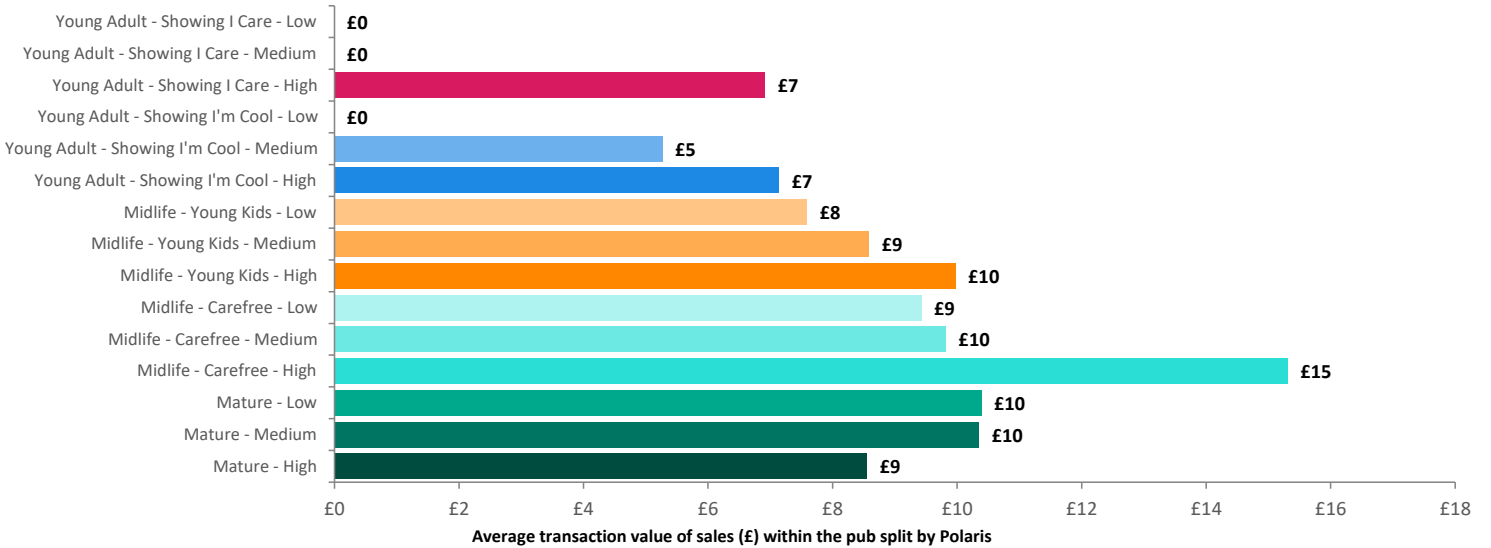
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Spend by Polaris

GB %



Average Transaction Values (£) by Polaris



Spend by Month

