

# Catchment Summary - Lion & Lamb Daventry



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

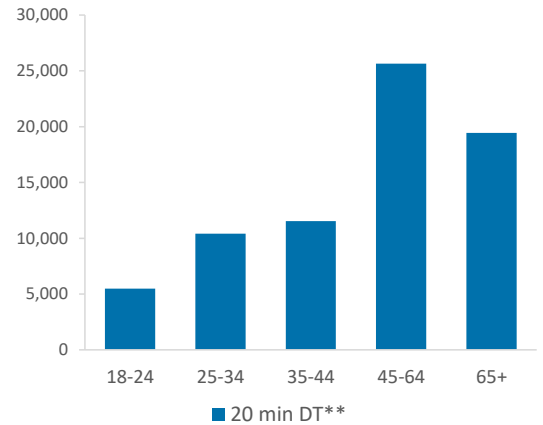
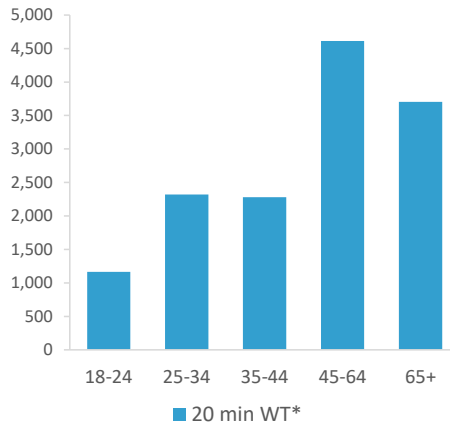
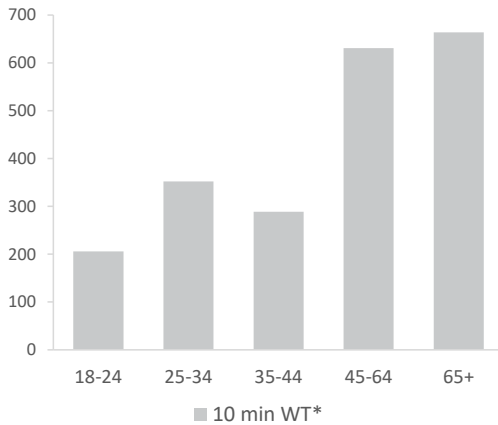
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,547	17,960	93,085	48	123	25
Adults 18+	2,142	14,080	72,508	49	79	24
Competition Pubs	12	17	113	80	53	31
Adults 18+ per Competition Pub	179	828	642	22	100	78
% Adults Likely to Drink	81.6%	81.6%	83.8%	99	99	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	44.6%	32.2%	12.7%	174	126	49
	Medium	48.6%	51.7%	35.7%	123	131	91
	High	3.1%	15.1%	50.3%	9	45	150

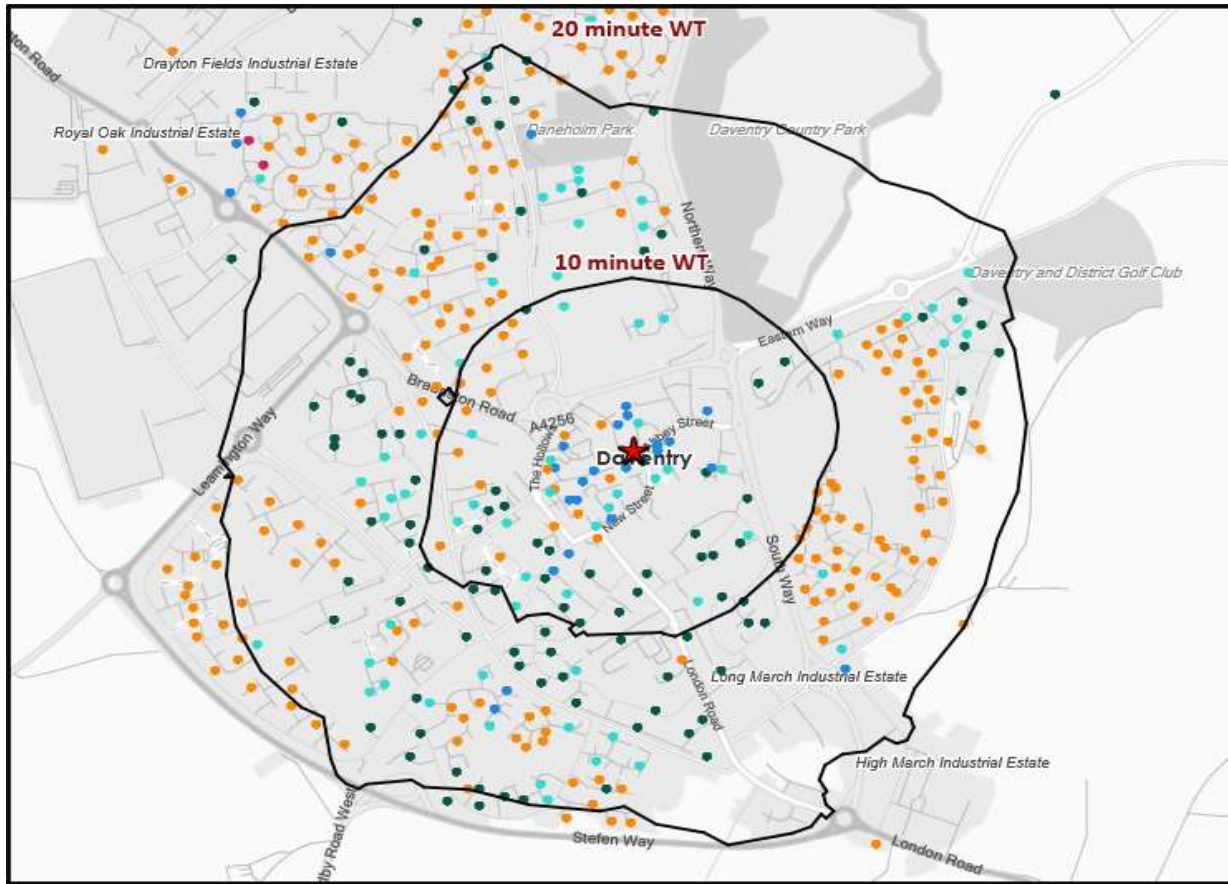
\*Affluence does not include Not Private Households

Age Profile	18-24	206	1,163	5,483	100	80	73
	25-34	352	2,321	10,404	104	97	84
	35-44	289	2,281	11,533	88	99	96
	45-64	631	4,613	25,646	97	100	108
	65+	664	3,702	19,442	136	108	109



	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	1,358 (53%)	8,933 (50%)	45,834 (49%)	108	101	100
	Female	1,189 (47%)	9,027 (50%)	47,251 (51%)	92	99	100
Economic Status (16-74)	Employed: Full-time	812 (45%)	5,798 (46%)	30,270 (46%)	109	110	111
	Employed: Part-time	205 (11%)	1,684 (13%)	8,616 (13%)	88	102	101
	Self employed	143 (8%)	805 (6%)	6,661 (10%)	83	66	107
	Unemployed	56 (3%)	328 (3%)	1,056 (2%)	131	109	68
	Retired	304 (17%)	2,069 (16%)	9,982 (15%)	123	118	111
	Other	278 (15%)	2,026 (16%)	8,834 (14%)	78	81	68
Total Worker Count		2,714	8,021	43,935			

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

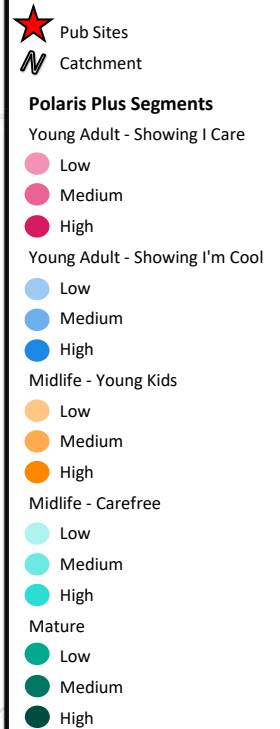
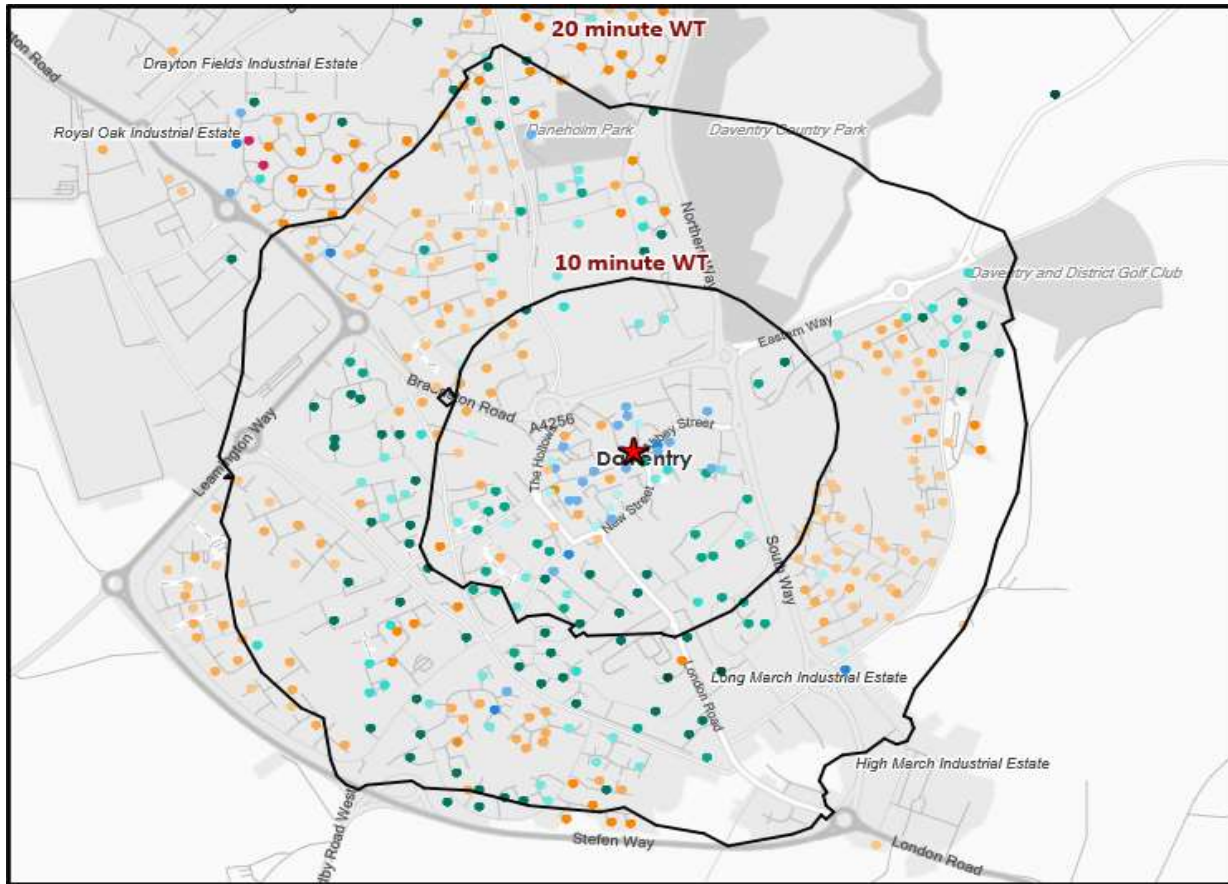
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	350	0	0	5
Young Adult - Showing I'm Cool	340	660	2,201	173	51	33
Midlife - Young Kids	648	7,404	24,267	96	167	107
Midlife - Carefree	478	2,409	11,516	106	81	75
Mature	597	3,463	33,180	100	88	164
<b>Not Private Households</b>	79	144	994	256	71	95
<b>Total</b>	2,142	14,080	72,508			

# Polaris Summary - Lion & Lamb Daventry



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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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	10	0	0	0
Medium	0	0	0	0	0	0
High	0	0	340	0	0	14
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	279	415	740	352	80	28
High	61	245	1,461	64	39	45
<b>Midlife - Young Kids</b>						
Low	190	2,876	4,232	80	184	53
Medium	456	3,206	11,468	143	153	106
High	2	1,322	8,567	2	174	219
<b>Midlife - Carefree</b>						
Low	266	412	1,608	365	86	65
Medium	208	1,487	2,259	145	157	46
High	4	510	7,649	2	33	97
<b>Mature</b>						
Low	499	1,251	3,328	392	150	77
Medium	98	2,165	11,431	36	121	125
High	0	47	18,421	0	4	271
<b>Not Private Households</b>	79	144	994	256	71	95

# Polaris Summary - Lion & Lamb Daventry



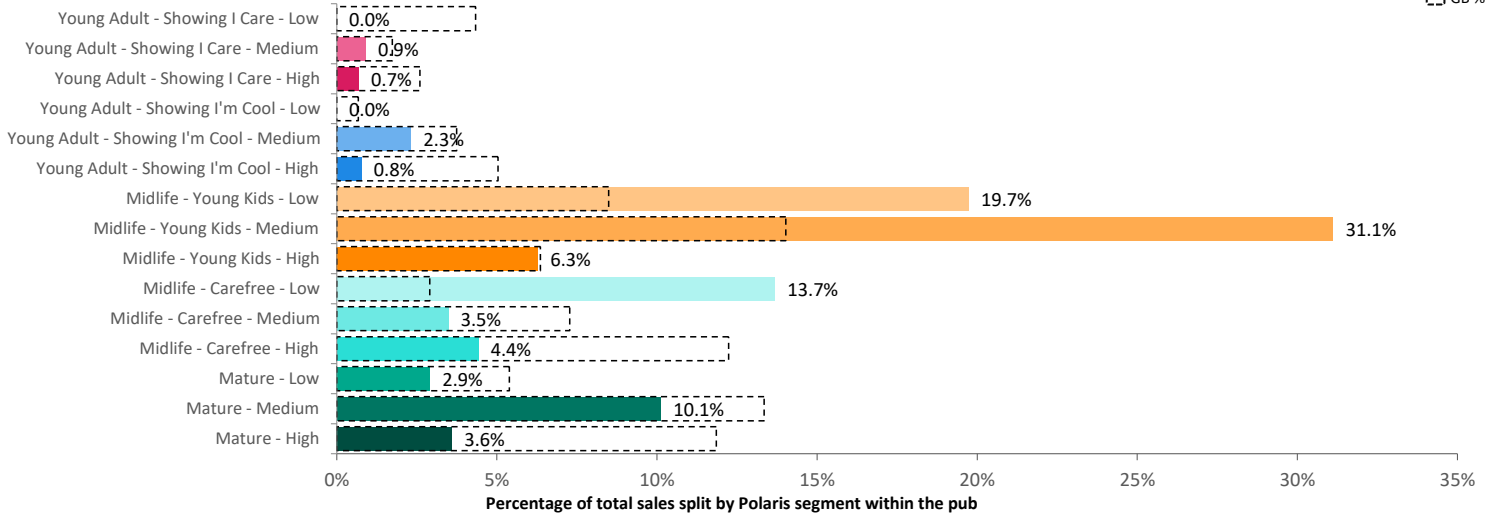
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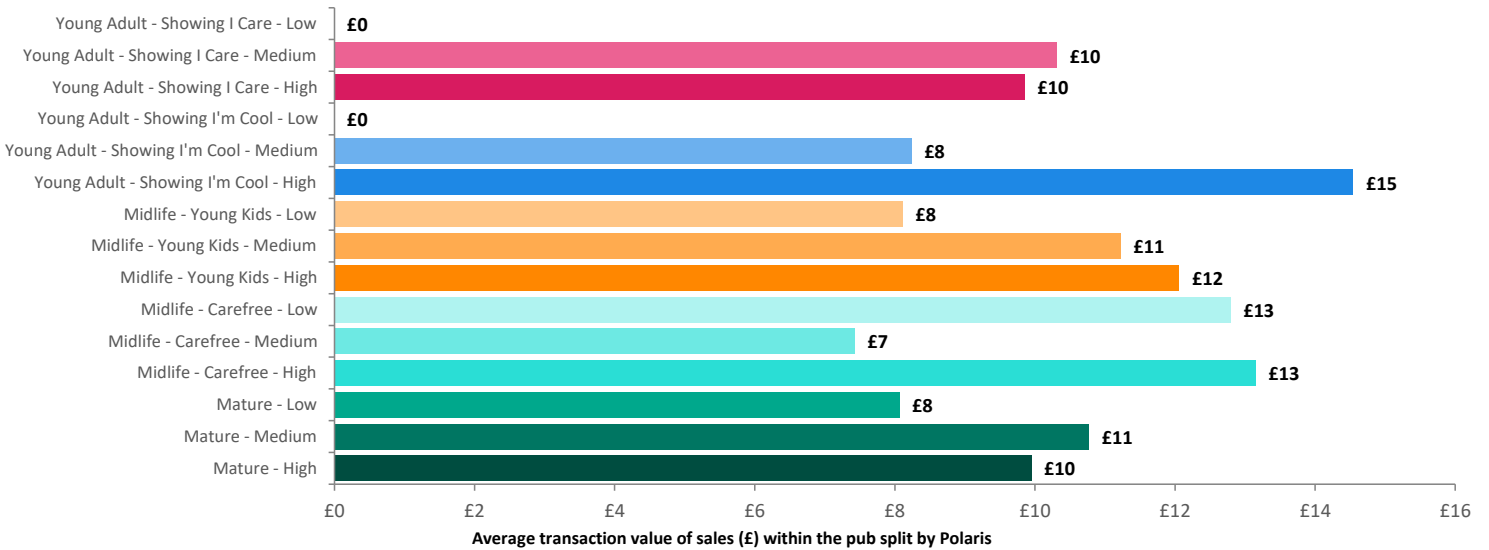
Total	2,142	14,080	72,508
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Spend by Polaris

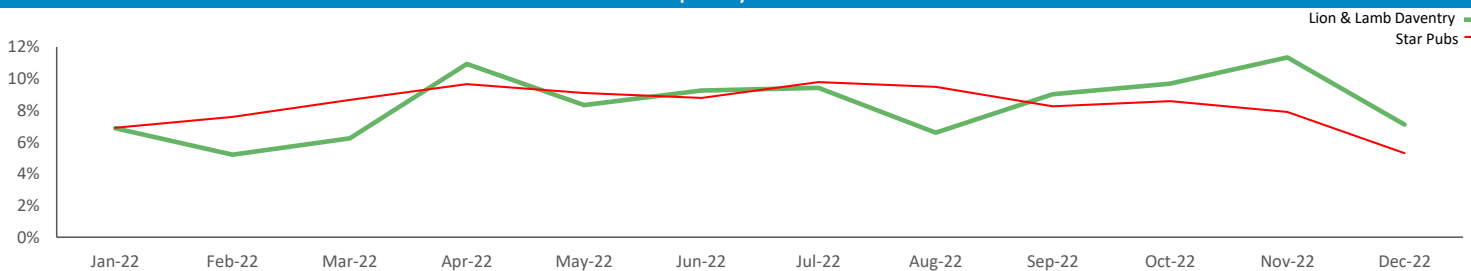
GB %



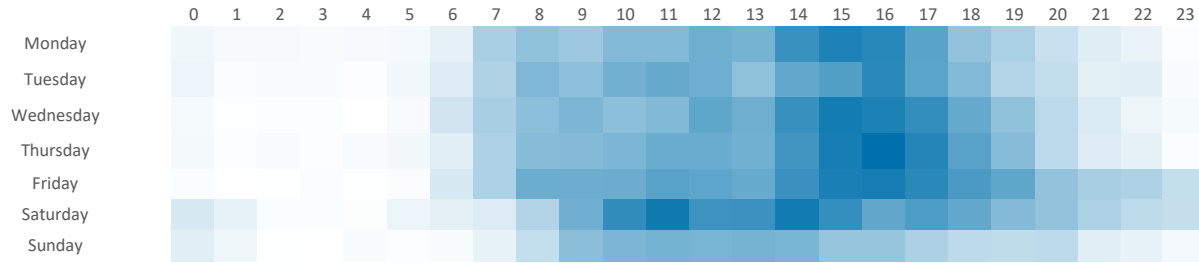
Average Transaction Values (£) by Polaris



Spend by Month

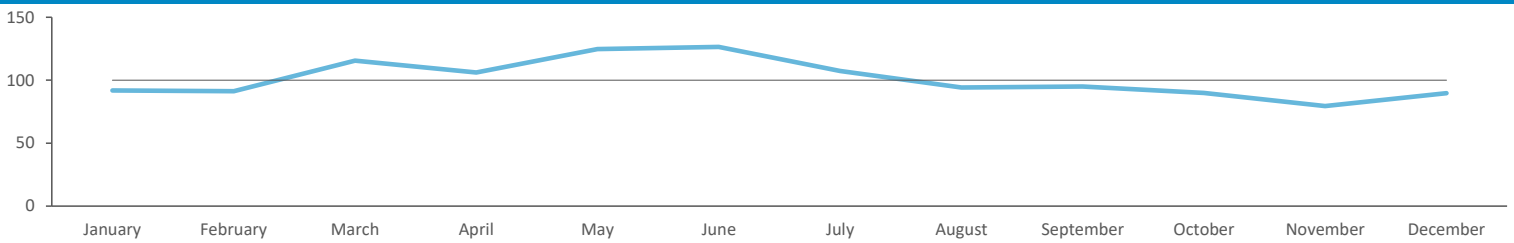


## Time of Day/Day of Week



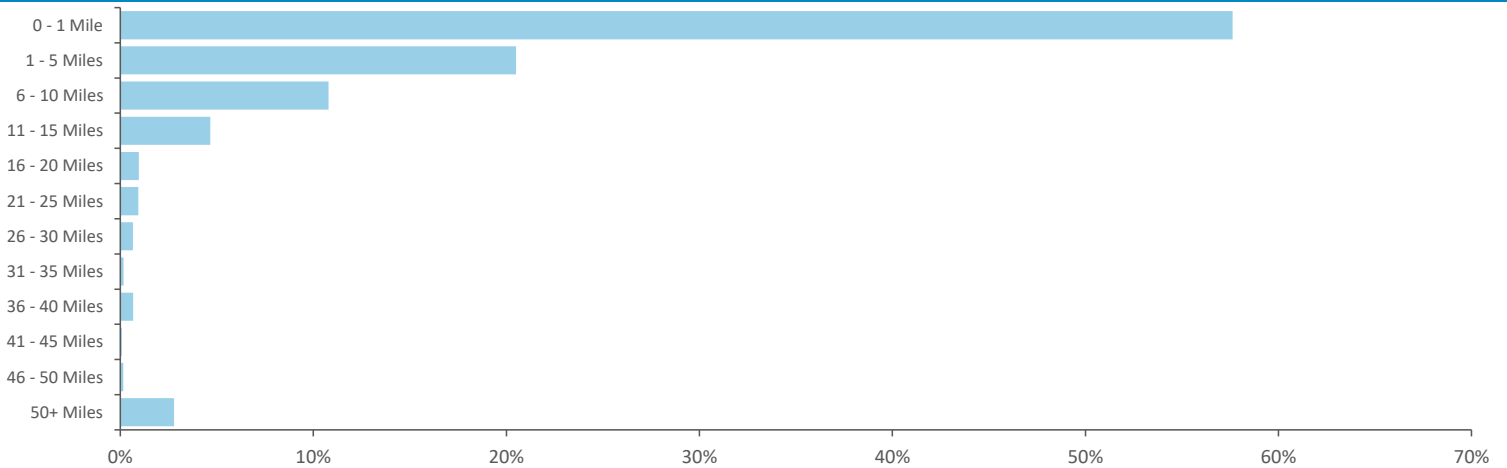
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



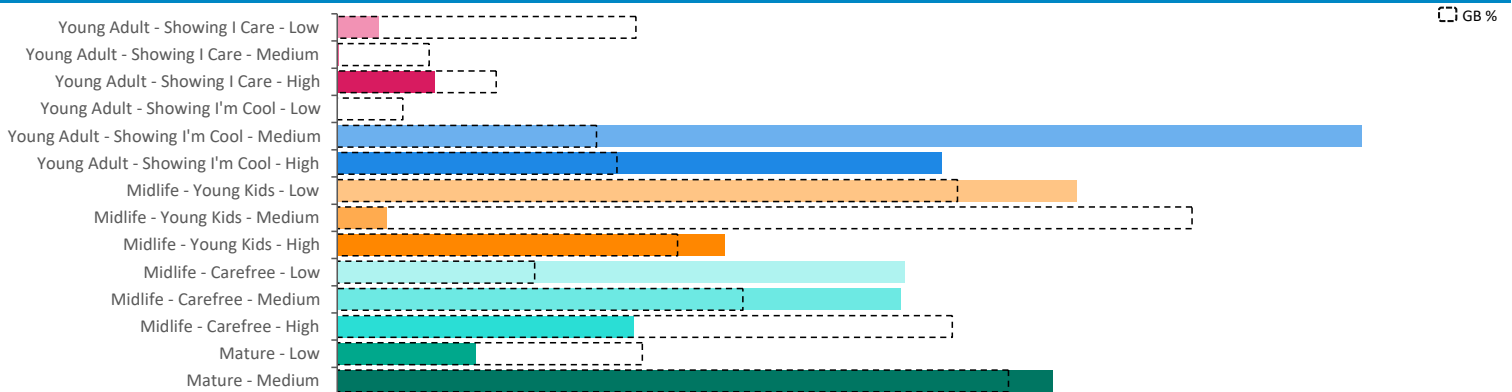
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

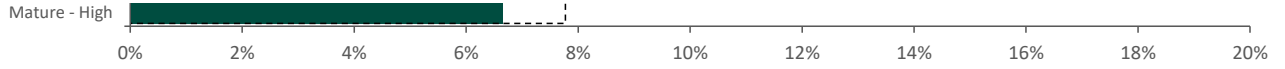


# Mobile Data Summary - Lion & Lamb Daventry



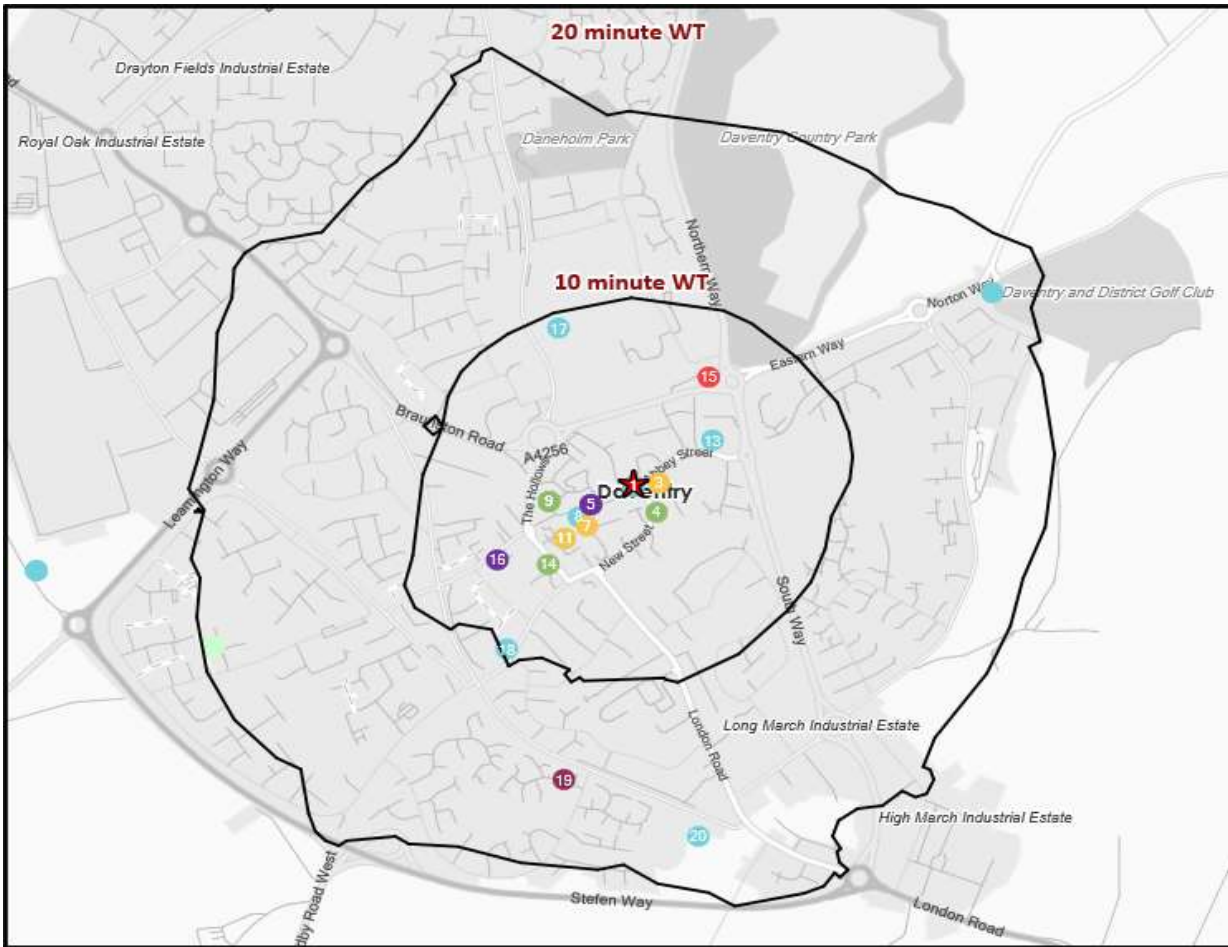
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## Time of Day/Day of Week



**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	Lion	NN11 4HT	Star Pubs & Bars	Circuit Bar	0.0
1	Daventry Masonic Club	NN11 4HT	Independent Free	Clubland	0.0
3	Plume Of Feathers	NN11 4BH	Stonegate Pub Company	High Street Pub	0.0
4	Chasers	NN11 4BT	Independent Free	Circuit Bar	0.1
5	Water Margin	NN11 4HU	Independent Free	Restaurants	0.1
5	Abduls	NN11 4HU	Independent Free	Restaurants	0.1
7	Mojo	NN11 4RH	Independent Free	High Street Pub	0.1
8	Daventry Conservative Club	NN11 4BQ	Independent Free	Clubland	0.1
9	Saracens Head	NN11 4GG	Wetherspoons GB	Circuit Bar	0.2
9	Dun Cow	NN11 4GG	Punch Pub Company	Circuit Bar	0.2
11	Slim Jims Snooker Club	NN11 4AB	Independent Free	Clubland	0.2
11	Early Doors Micropub	NN11 4AB	Independent Free	High Street Pub	0.2
13	Daventry Working Mens Club	NN11 4GL	Independent Free	Clubland	0.2
14	George	NN11 4AG	Punch Pub Company	Circuit Bar	0.2
15	Icon Cafe	NN11 0QB	Independent Free	Large Venue	0.3
16	New India Cottage	NN11 4AJ	Independent Free	Restaurants	0.3
17	Daventry Leisure Centre	NN11 0QE	Independent Free	Clubland	0.3
18	Evelyn Wright Social Club	NN11 4AP	Independent Free	Clubland	0.4
19	Peppermill	NN11 4TQ	Stonegate Pub Company	Premium Local	0.6
20	Daventry District Sports Club	NN11 4ST	Independent Free	Clubland	0.7