

Catchment Summary - New Inn North Thoresby



© 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

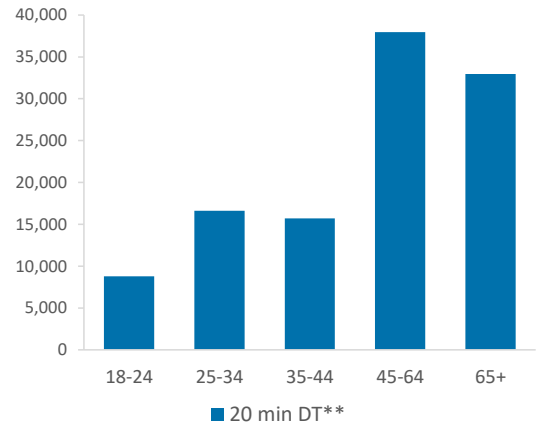
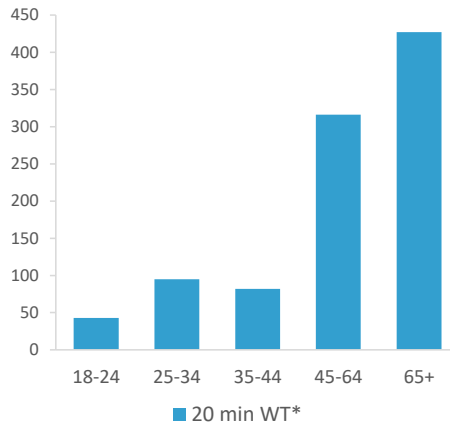
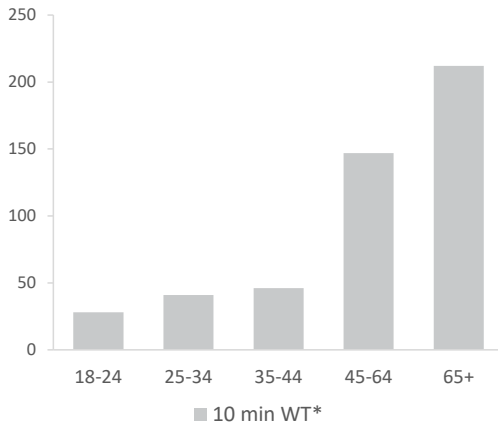
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	536	1,103	141,090	10	8	37
Adults 18+	474	963	112,027	11	5	37
Competition Pubs	1	2	160	7	6	44
Adults 18+ per Competition Pub	474	482	700	57	58	85
% Adults Likely to Drink	83.3%	82.9%	82.3%	101	101	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	15.6%	7.7%	19.7%	61	30	77
	Medium	47.7%	66.1%	60.8%	121	168	154
	High	36.7%	26.2%	18.2%	109	78	54

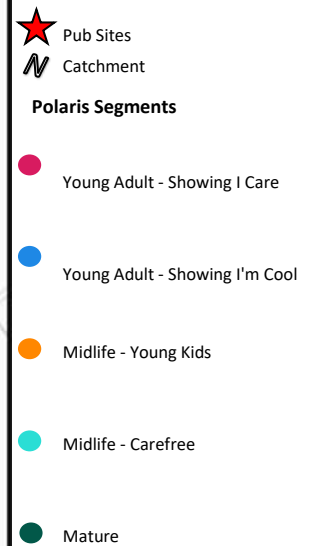
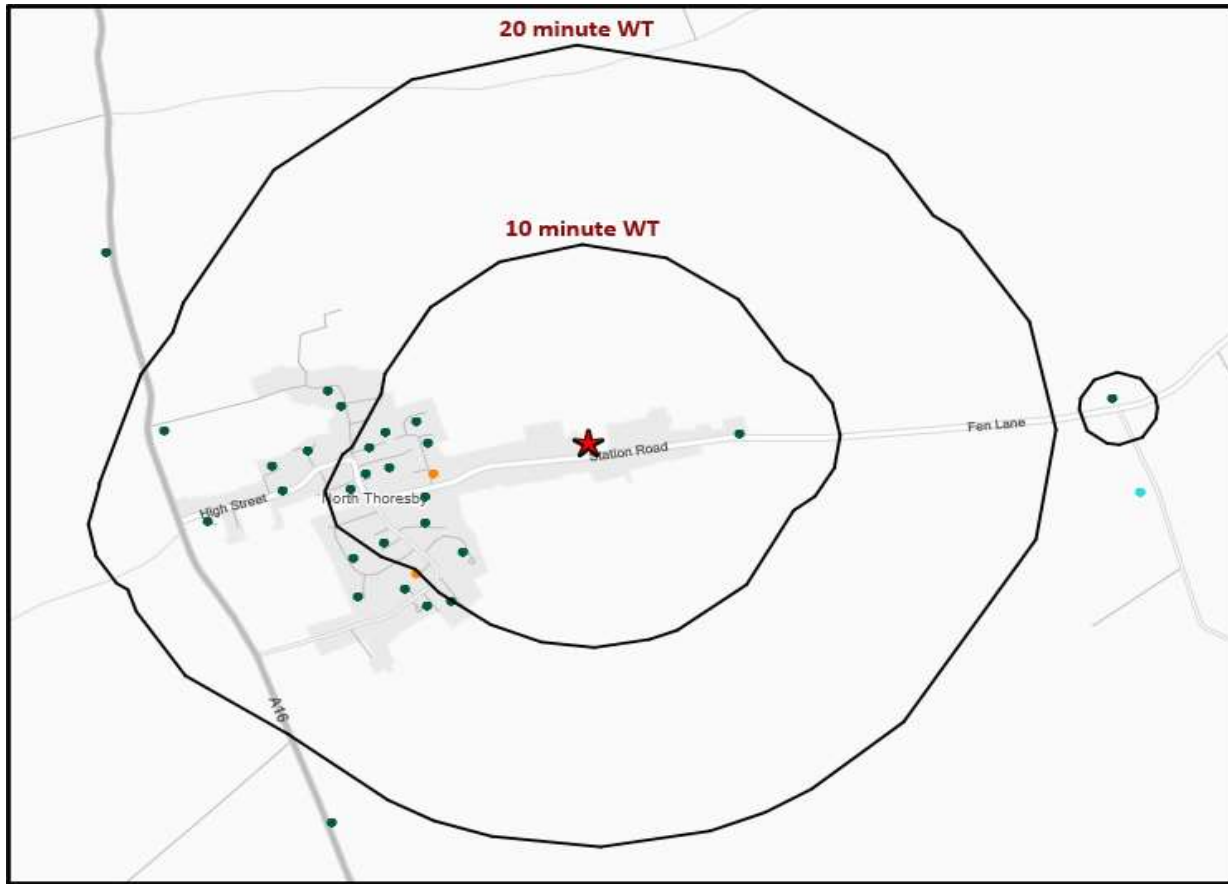
*Affluence does not include Not Private Households

Age Profile	18-24	28	43	8,787	64	48	77
	25-34	41	95	16,603	58	65	89
	35-44	46	82	15,697	67	58	86
	45-64	147	316	37,970	107	112	105
	65+	212	427	32,970	207	203	122



	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	270 (50%)	537 (49%)	68,704 (49%)	102	98	98
	Female	266 (50%)	566 (51%)	72,386 (51%)	98	102	101
Economic Status (16-74)							
	Employed: Full-time	128 (34%)	264 (34%)	38,343 (39%)	81	83	93
	Employed: Part-time	50 (13%)	97 (13%)	15,727 (16%)	101	97	122
	Self employed	39 (10%)	74 (10%)	7,529 (8%)	107	101	80
	Unemployed	3 (1%)	10 (1%)	2,978 (3%)	33	55	127
	Retired	104 (27%)	208 (27%)	16,991 (17%)	199	197	124
	Other	56 (15%)	114 (15%)	17,581 (18%)	75	75	90
Total Worker Count		111	225	70,987			

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	1,010	0	0	10
Young Adult - Showing I'm Cool	0	0	20,790	0	0	202
Midlife - Young Kids	54	75	24,737	36	25	70
Midlife - Carefree	0	0	23,800	0	0	101
Mature	420	888	40,161	317	330	128
Not Private Households	0	0	1,529	0	0	95
Total	474	963	112,027			

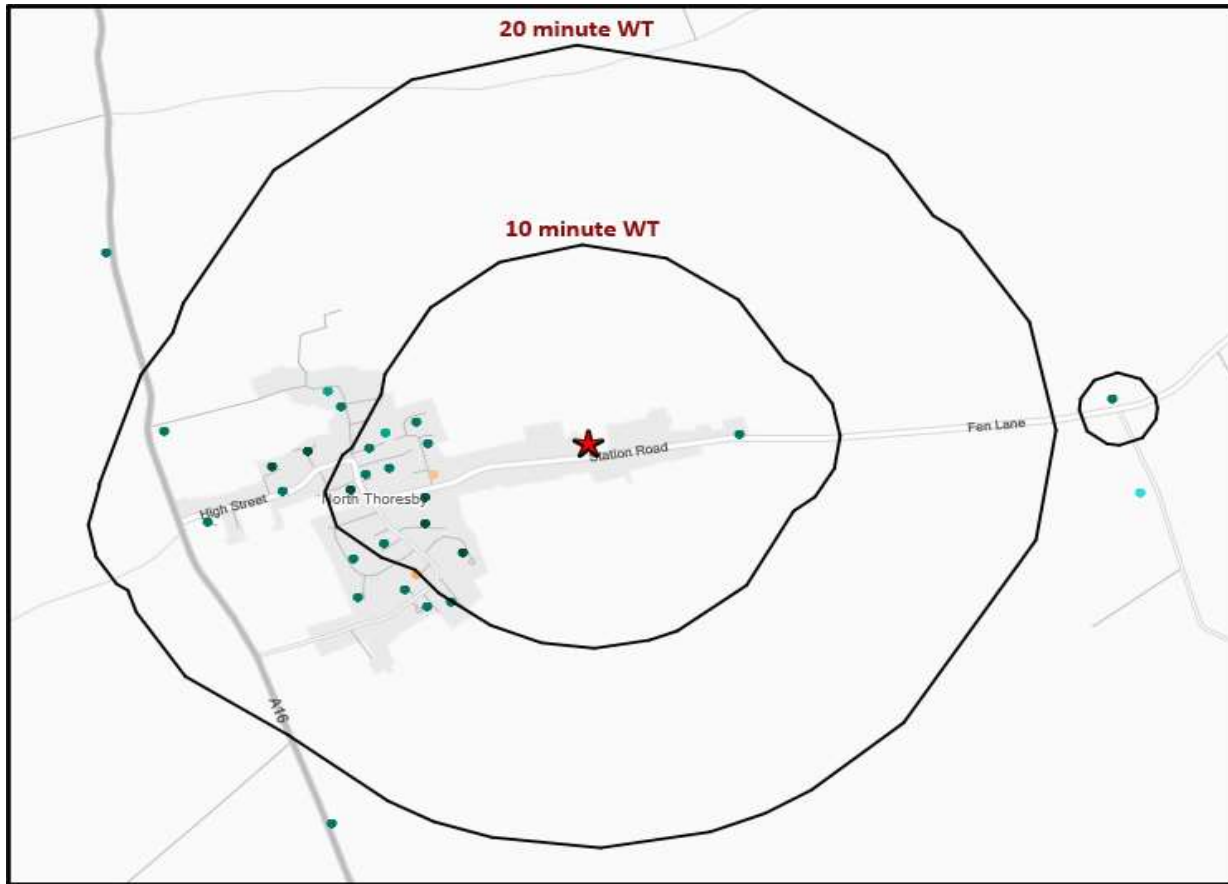
Polaris Summary - New Inn North Thoresby



© 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

20 minute WT





- 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

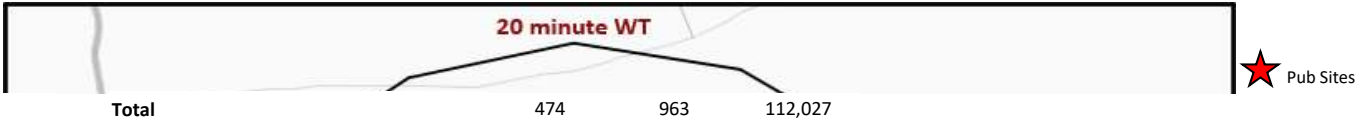
*WT= Walktime, **DT= Drivetime

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	253	0	0	5
Medium	0	0	0	0	0	0
High	0	0	757	0	0	20
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	17,521	0	0	423
High	0	0	3,269	0	0	65
Midlife - Young Kids						
Low	54	54	8,513	103	50	68
Medium	0	21	11,759	0	15	70
High	0	0	4,465	0	0	74
Midlife - Carefree						
Low	0	0	2,793	0	0	73
Medium	0	0	13,682	0	0	182
High	0	0	7,325	0	0	60
Mature						
Low	20	20	10,502	71	35	158
Medium	226	616	25,135	377	505	177
High	174	252	4,524	391	279	43
Not Private Households	0	0	1,529	0	0	95

Polaris Summary - New Inn North Thoresby

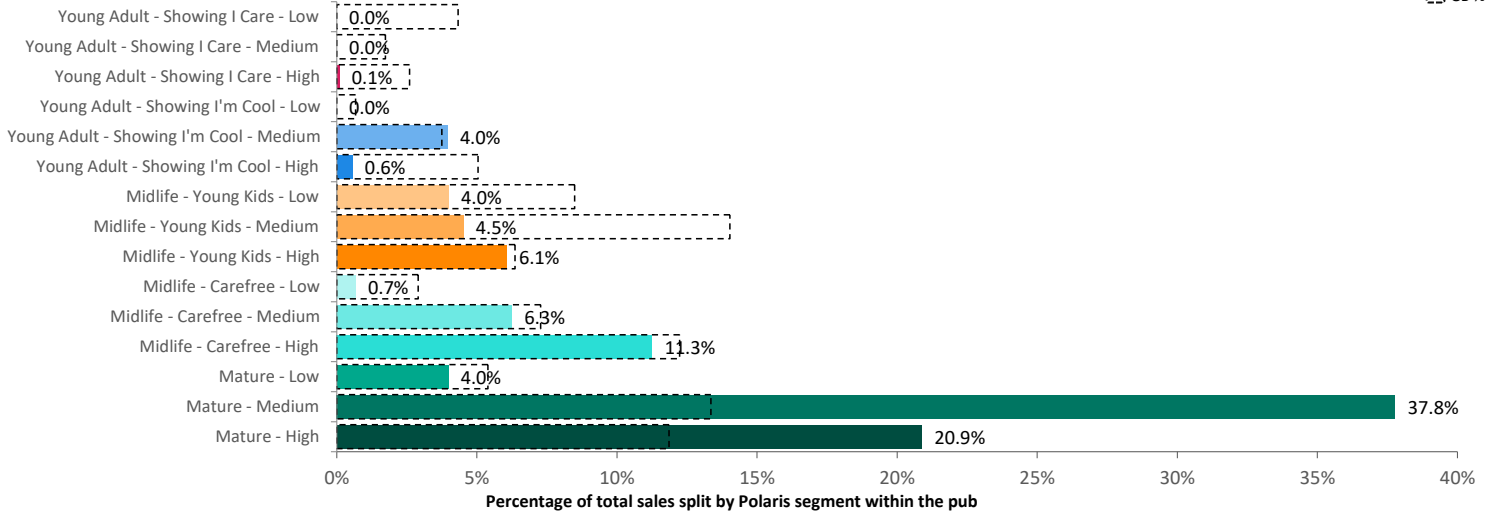


© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom

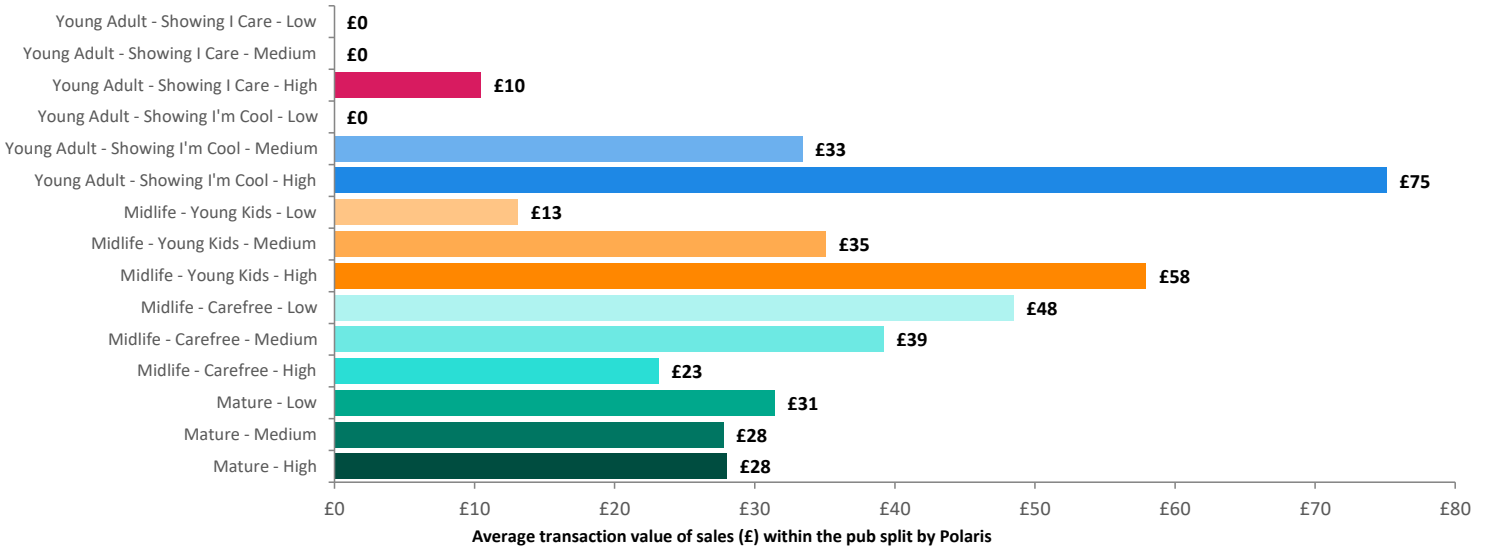


Spend by Polaris

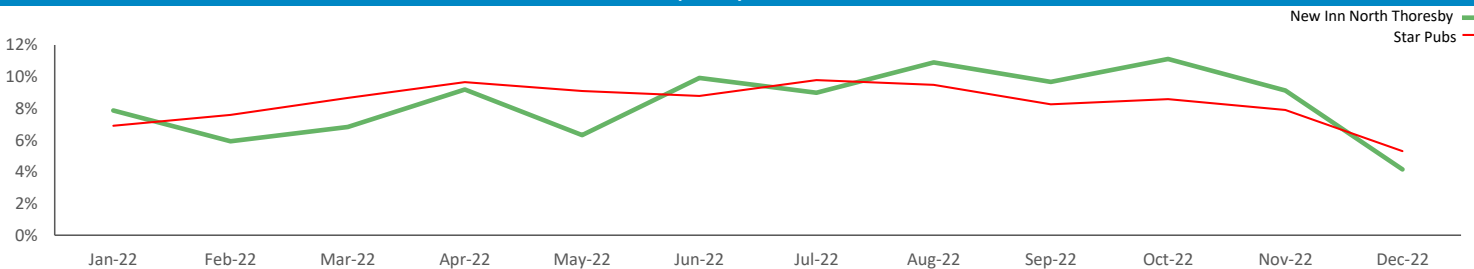
GB %



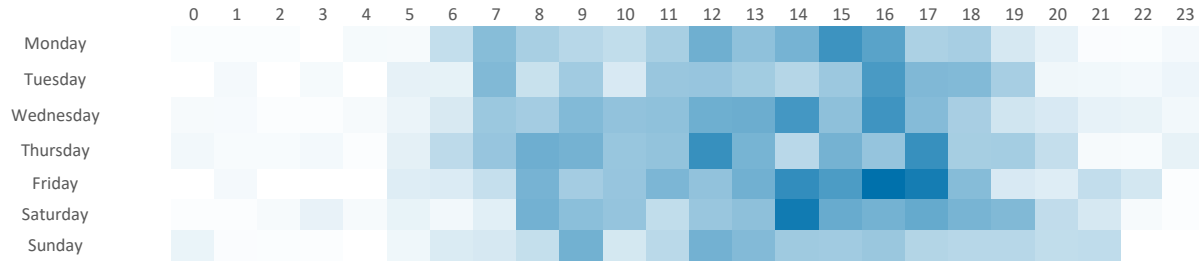
Average Transaction Values (£) by Polaris



Spend by Month

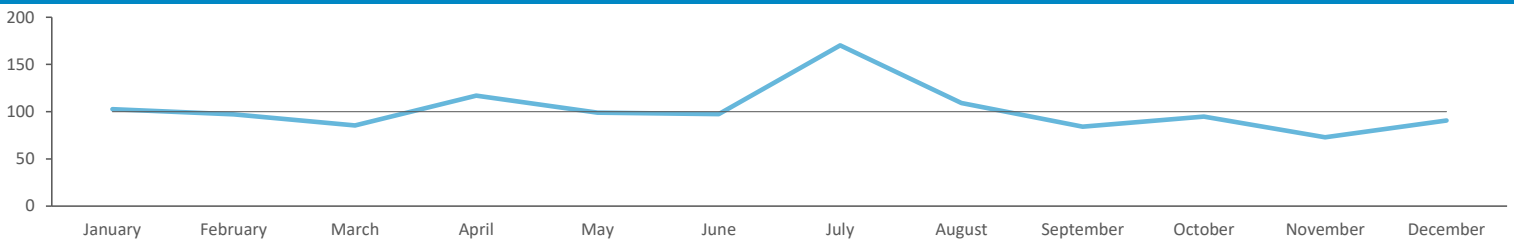


Time of Day/Day of Week



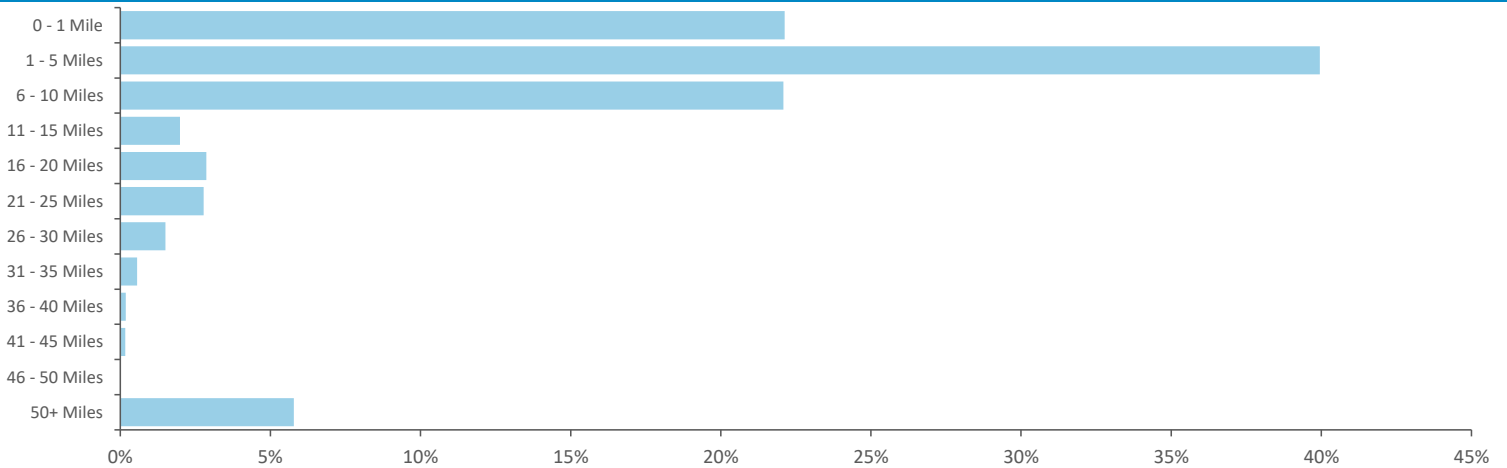
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



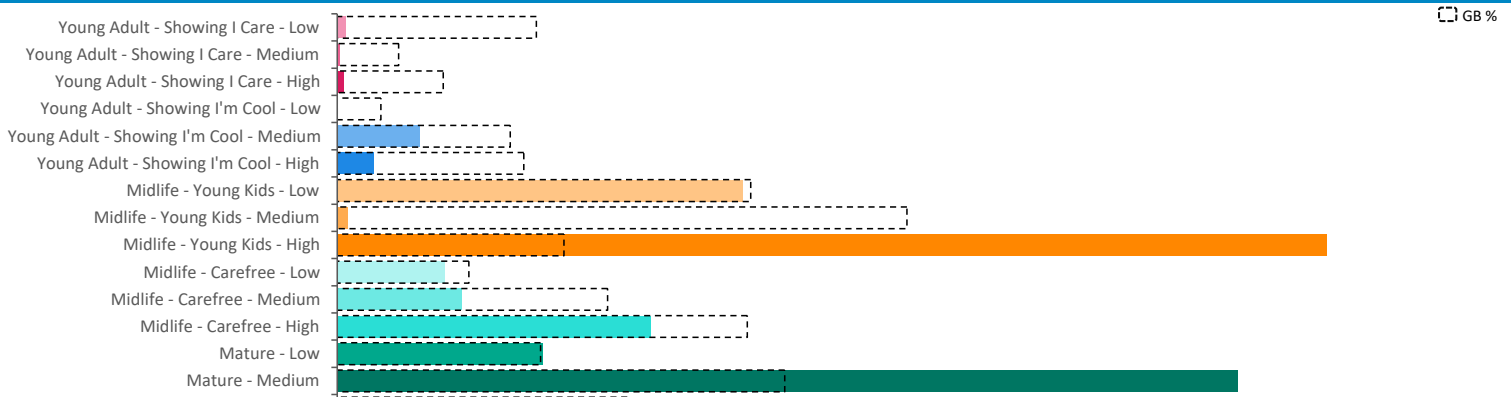
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

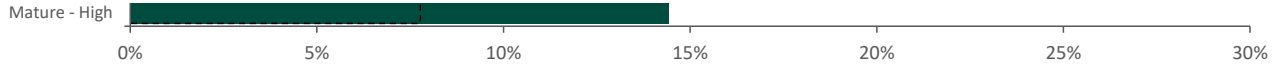


Mobile Data Summary - New Inn North Thoresby

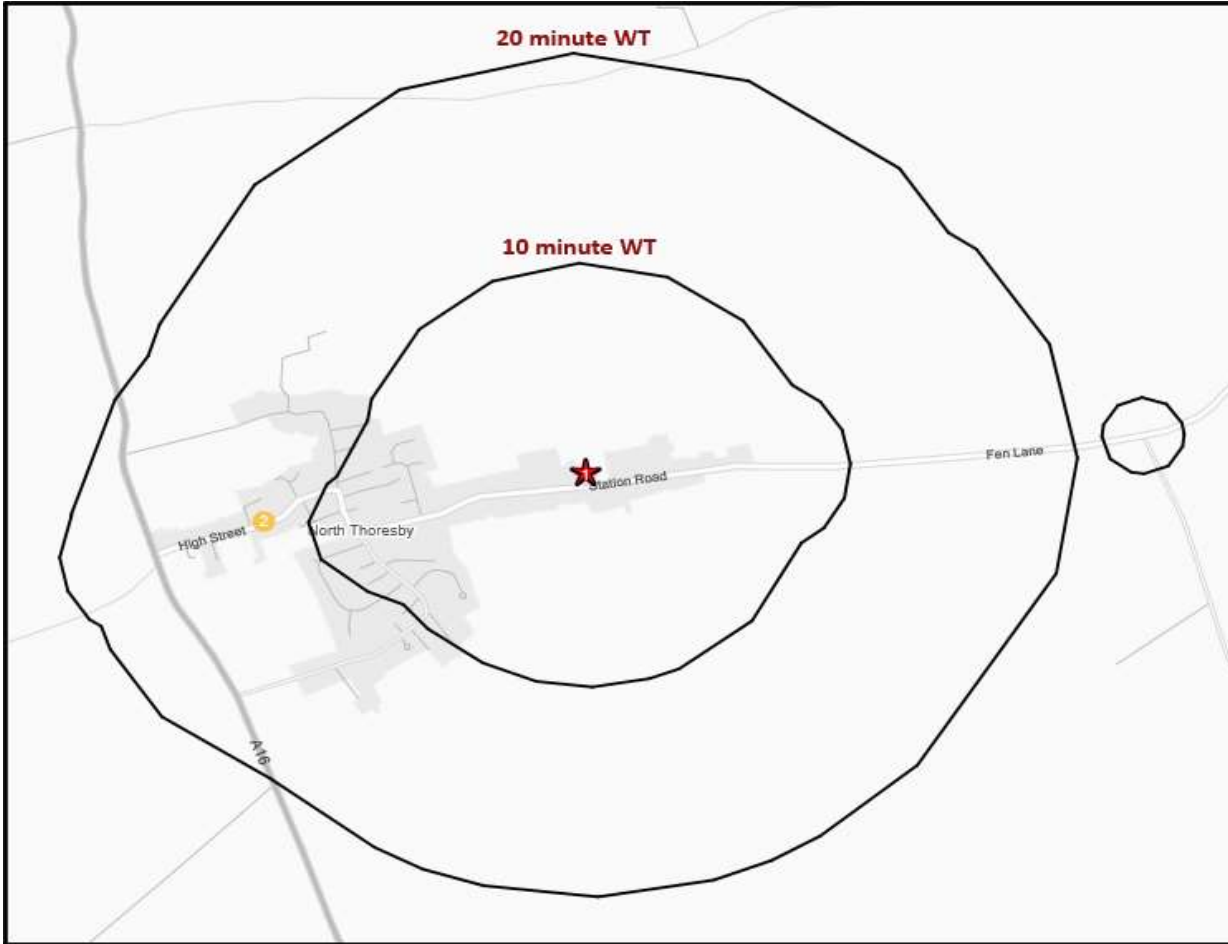


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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	New Inn	DN36 5QS	Star Pubs & Bars	GPGF	0.0
2	Halfway House Bar & Grill	DN36 5PL	Independent Free	High Street Pub	0.5