Catchment Summary - Manor House Wortham
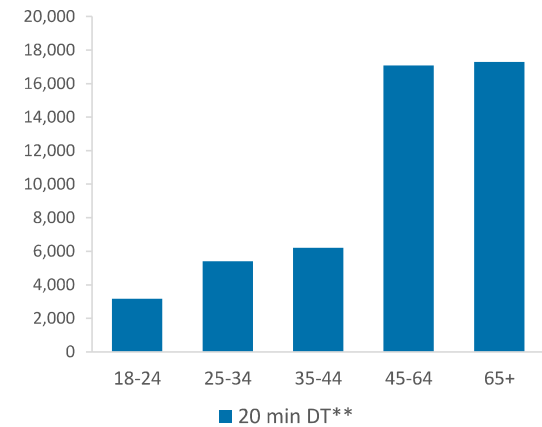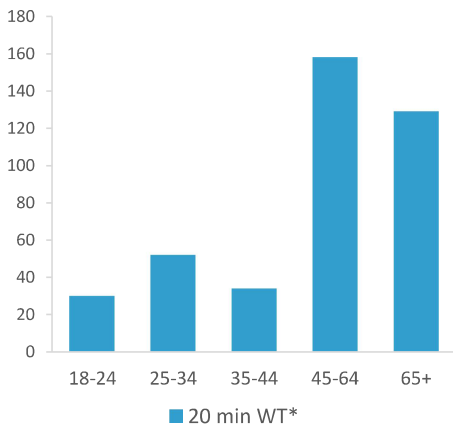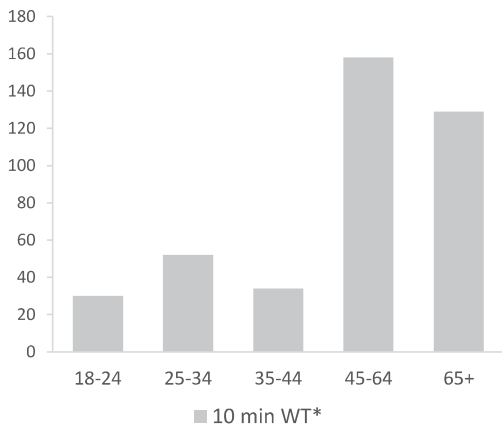
	Over GB Average
	Around GB Average
	Under GB Average

*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	463	463	59,787	9	3	16
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	403	403	49,129	9	2	16
	Competition Pubs	0	0	66	0	0	18
	Adults 18+ per Competition Pub	0	0	744	0	0	90
	% Adults Likely to Drink	83.8%	83.8%	82.9%	102	102	101
Affluence	Low	0.0%	0.0%	9.5%	0	0	37
	Medium	23.3%	23.3%	53.9%	59	59	137
	High	76.7%	76.7%	35.7%	229	229	106
Age Profile	18-24	30	30	3,152	80	80	65
	25-34	52	52	5,394	85	85	68
	35-44	34	34	6,199	57	57	81
	45-64	158	158	17,081	134	134	112
	65+	129	129	17,303	146	146	151

*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	238 (51%)	238 (51%)	29,508 (49%)	104	104	100
	Female	225 (49%)	225 (49%)	30,279 (51%)	96	96	100
Economic Status (16-74)	Employed: Full-time	127 (35%)	127 (35%)	16,185 (39%)	85	85	93
	Employed: Part-time	53 (15%)	53 (15%)	5,935 (14%)	113	113	109
	Self employed	66 (18%)	66 (18%)	5,578 (13%)	191	191	140
	Unemployed	1 (0%)	1 (0%)	499 (1%)	12	12	50
	Retired	80 (22%)	80 (22%)	8,129 (19%)	161	161	141
	Other	34 (9%)	34 (9%)	5,474 (13%)	48	48	66
	Total Worker Count	213	213	24,768			

See the Glossary page for further information on the above variables
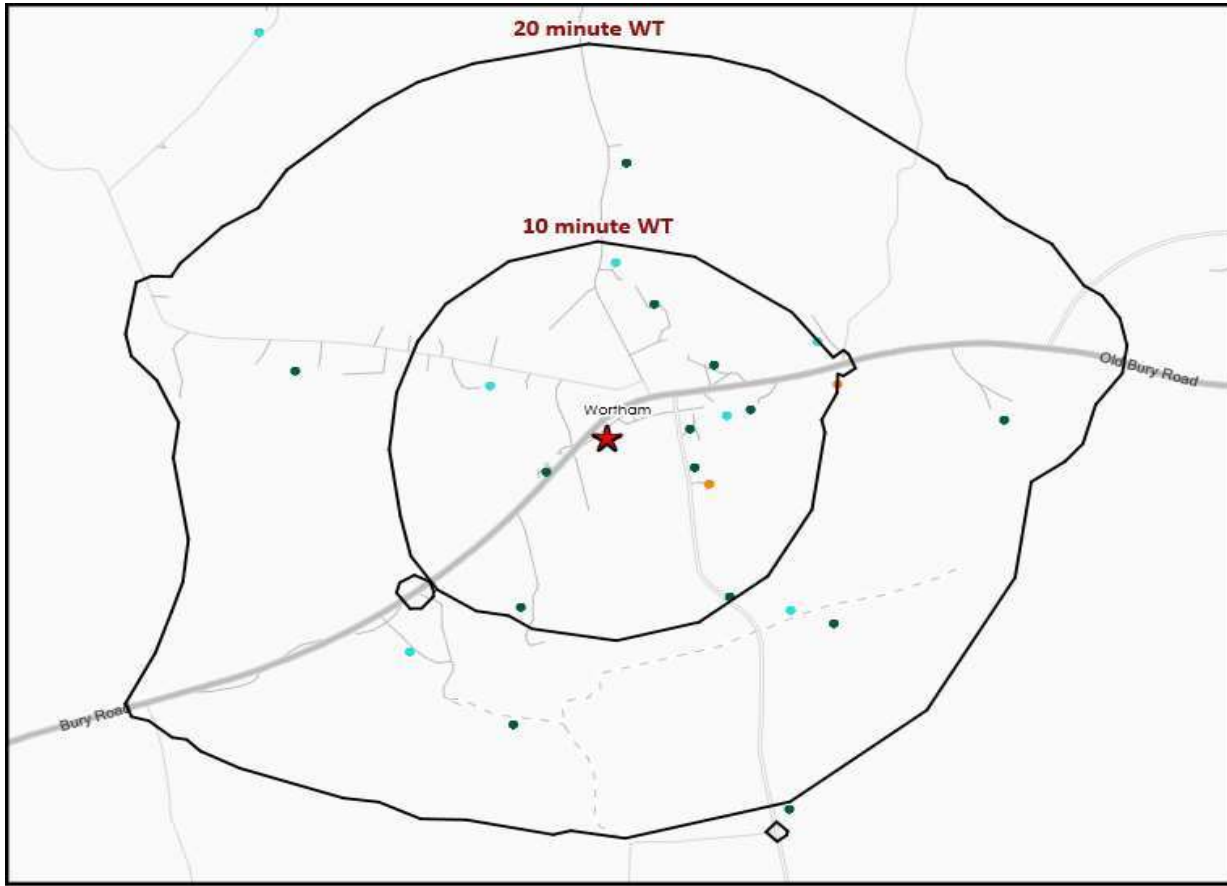
Pub Sites

Catchment

Polaris Segments

● Young Adult - Showing I Care

● Young Adult - Showing I'm Cool

● Midlife - Young Kids

● Midlife - Carefree

● Mature

Polaris Profile by Catchment
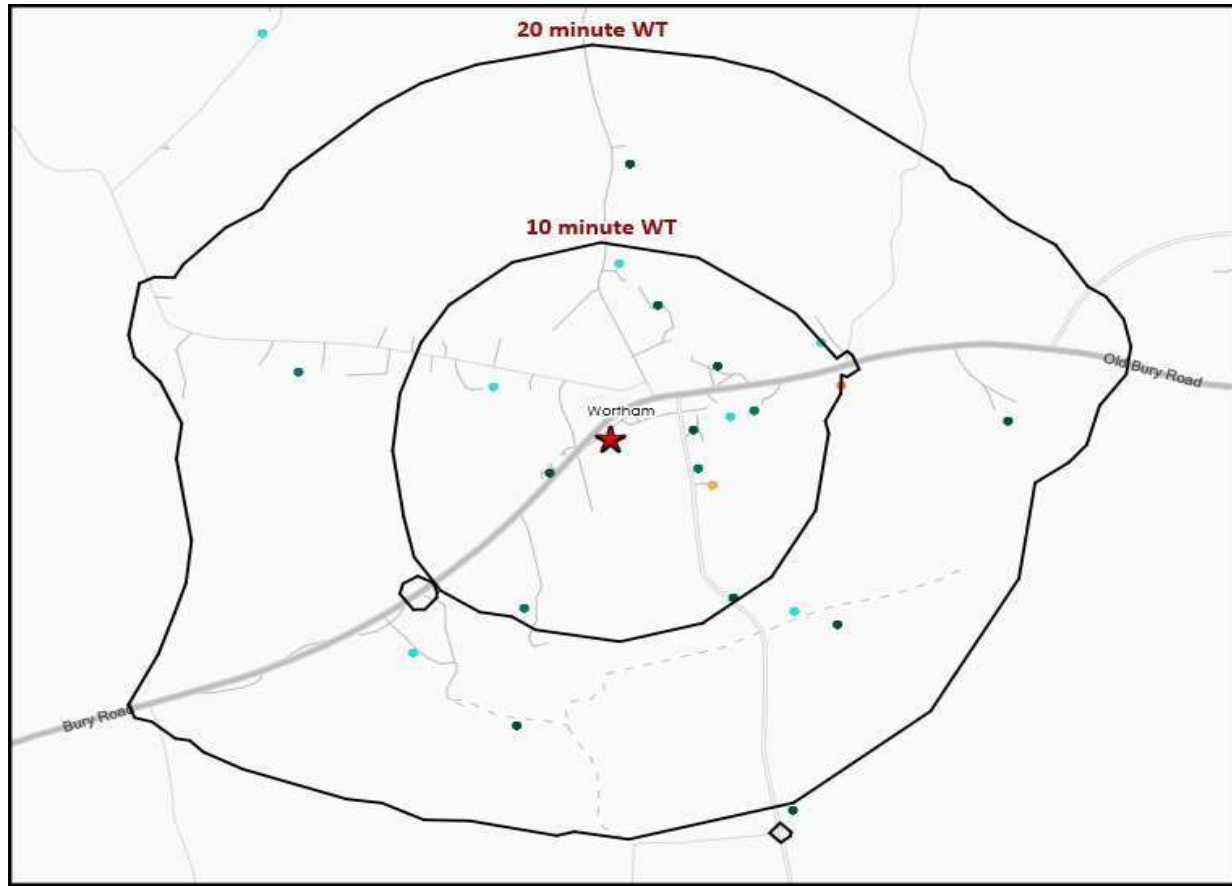
*WT= Walktime, **DT= Drivetime

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	5	0	0	0
Young Adult - Showing I'm Cool	0	0	293	0	0	6
Midlife - Young Kids	38	38	6,742	30	30	44
Midlife - Carefree	161	161	13,302	190	190	129
Mature	204	204	28,359	181	181	206
Not Private Households	0	0	428	0	0	61
Total	403	403	49,129			

20 minute WT

⭐ Pub Sites

Polaris Summary - Manor House Wortham

★ star PUBS&BARS

★ Pub Sites
Ⱳ 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
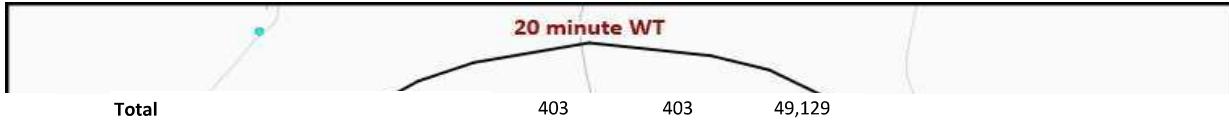● Low
● Medium
● High

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	5	0	0	0
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	75	0	0	4
High	0	0	218	0	0	10
Midlife - Young Kids						
Low	0	0	614	0	0	11
Medium	38	38	4,715	63	63	64
High	0	0	1,413	0	0	53
Midlife - Carefree						
Low	0	0	2,007	0	0	120
Medium	0	0	2,196	0	0	67
High	161	161	9,099	366	366	170
Mature						
Low	0	0	2,062	0	0	71
Medium	56	56	19,506	110	110	314
High	148	148	6,791	391	391	147
Not Private Households	0	0	428	0	0	61

20 minute WT

★ Pub Sites

Total   403   403   49,129

Transactional Data Summary - Manor House Wortham

Spend by Polaris

GB %

Segment	%
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris
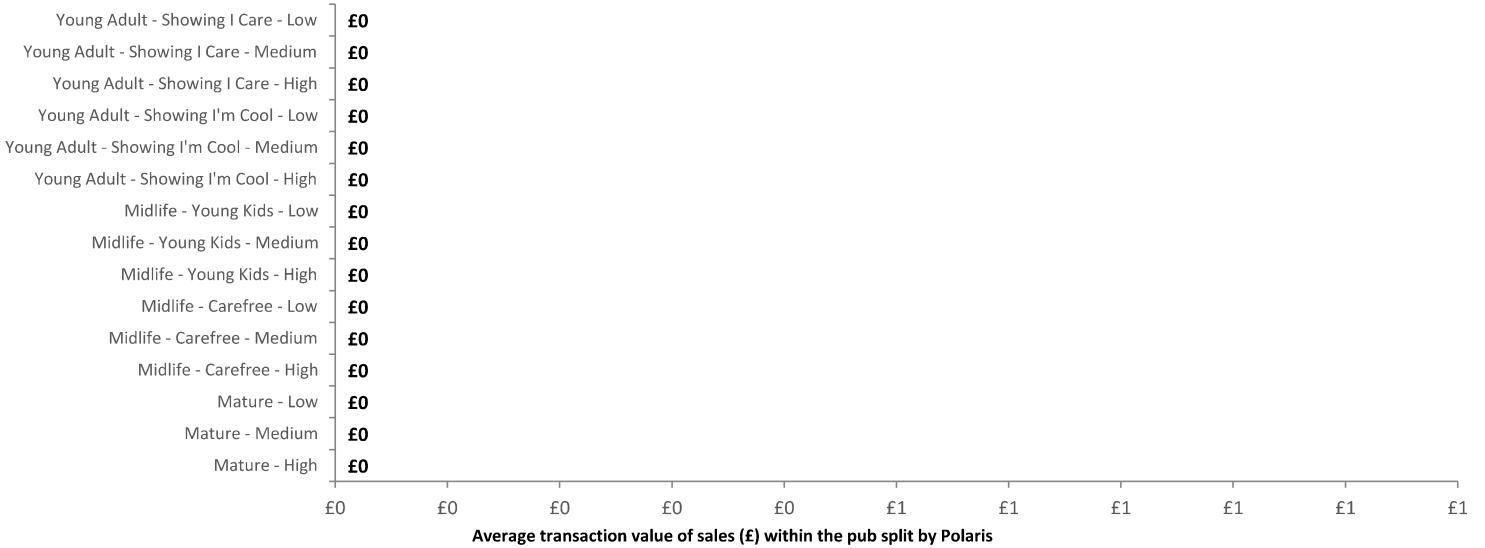
Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£0
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£0
Mature - Low	£0
Mature - Medium	£0
Mature - High	£0

Average transaction value of sales (£) within the pub split by Polaris

Spend by Month
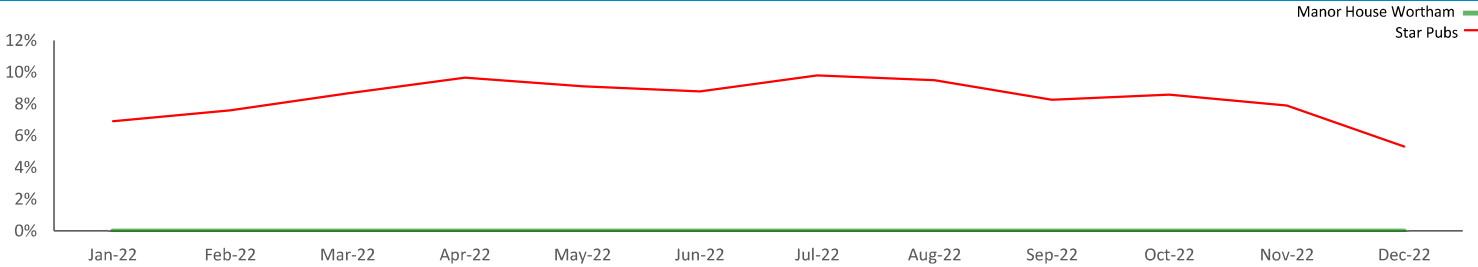
Manor House Wortham
Star Pubs

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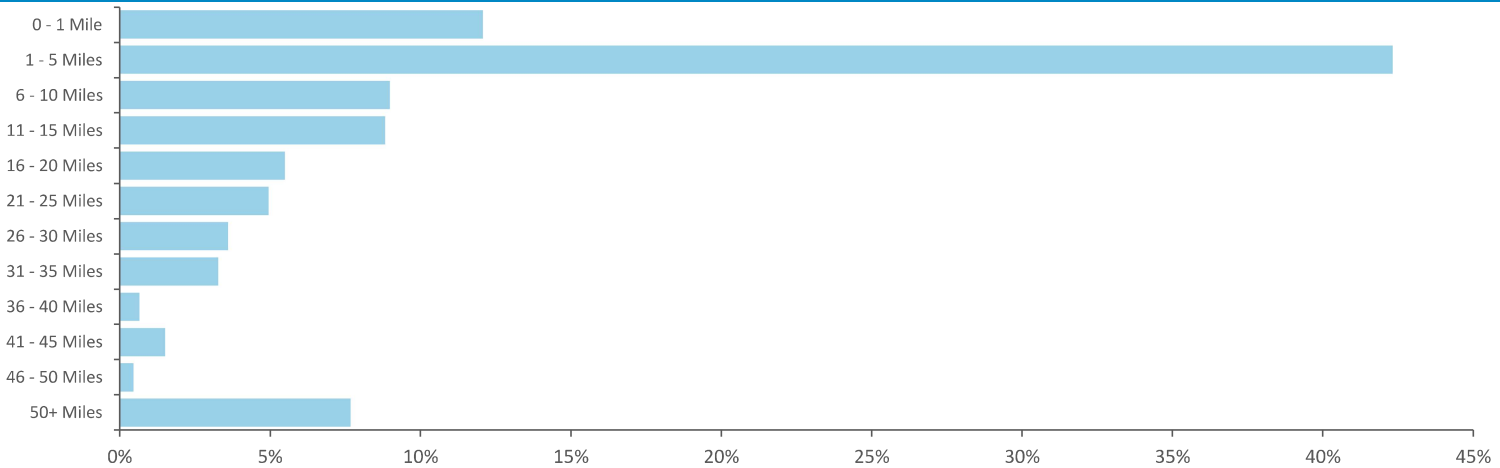
Time of Day/Day of Week
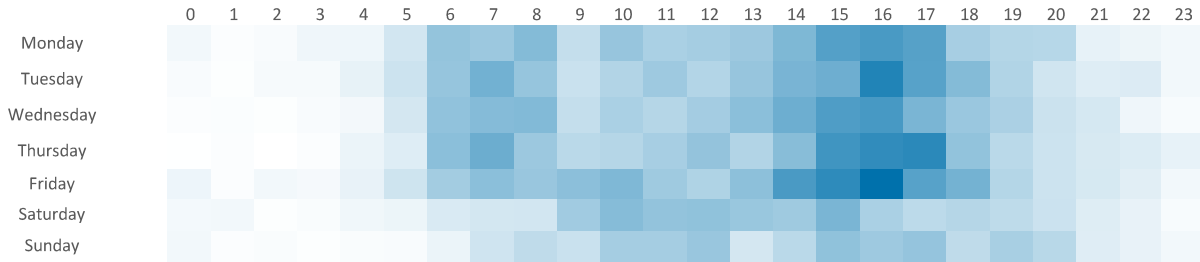
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
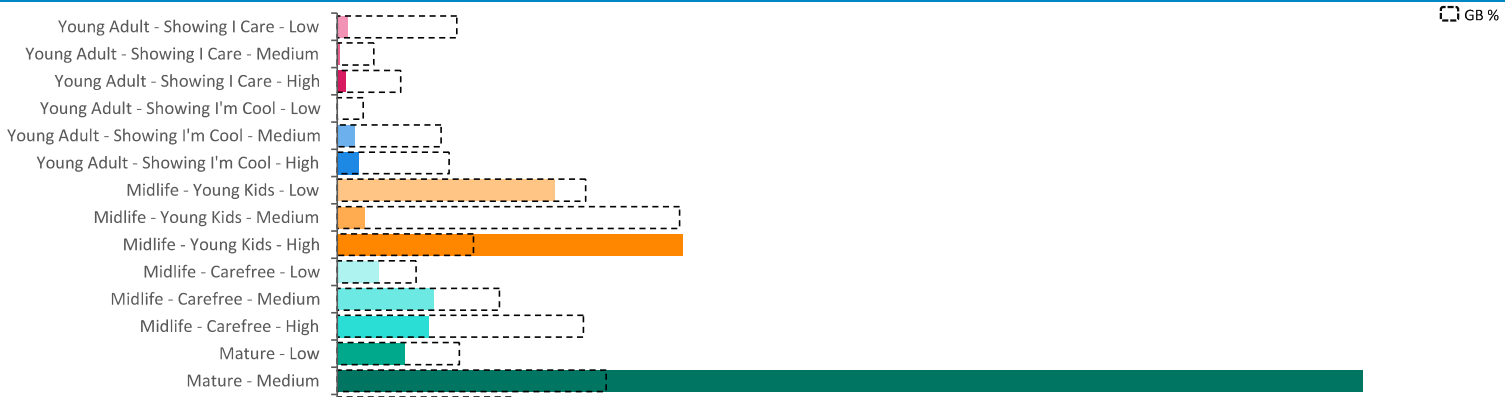
Index by Month
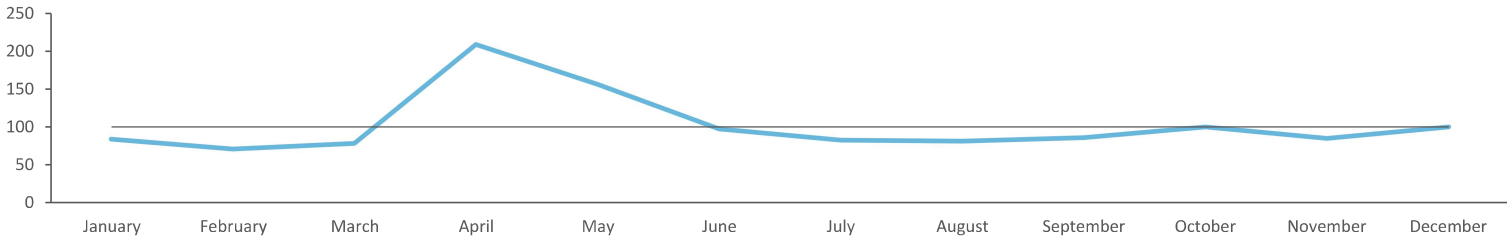
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
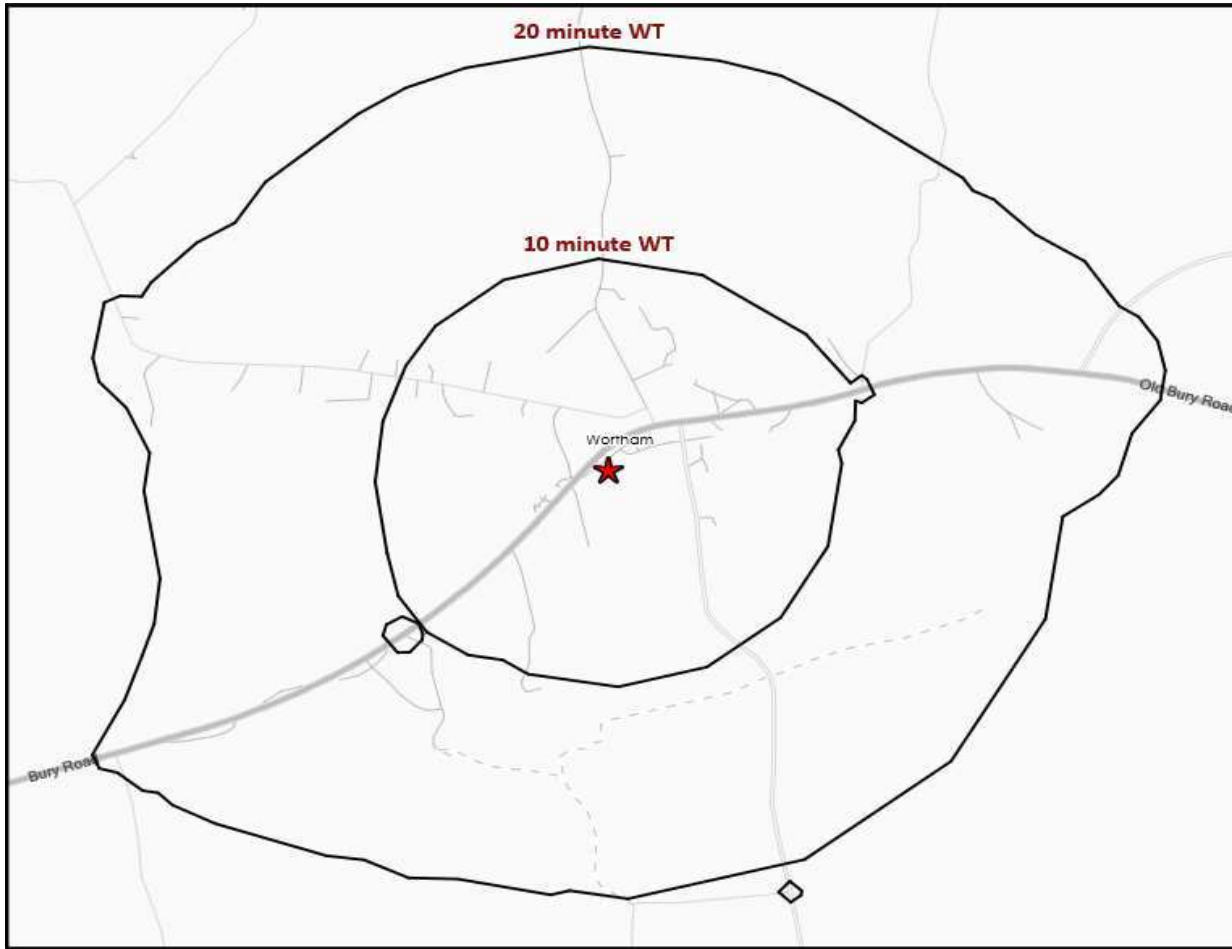
Polaris Plus Profile

Time of Day/Day of Week

Mature - High

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

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

20 minute WT

10 minute WT

Old Bury Road

Wortham

Bury Road

Legend:
- ★ 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)