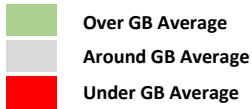


Catchment Summary - New Chequers Worcester

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*WT= Walktime, **DT= Drivetime

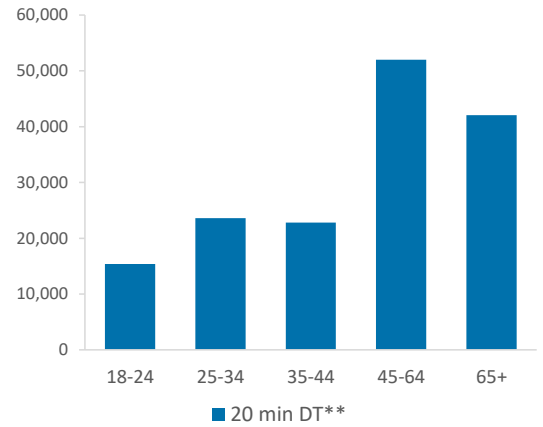
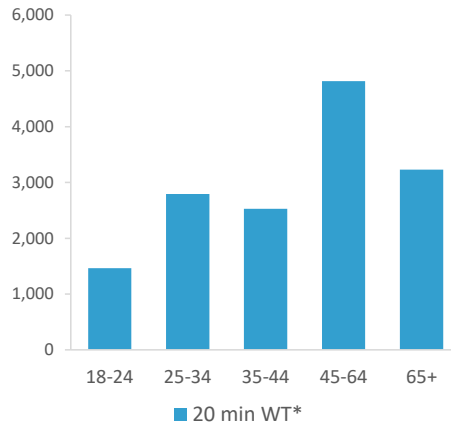
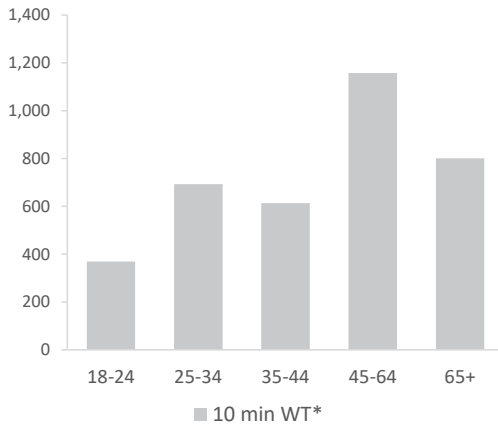
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,687	19,281	195,347	89	132	51
Adults 18+	3,635	14,830	155,911	84	83	52
Competition Pubs	2	5	253	13	16	70
Adults 18+ per Competition Pub	1,818	2,966	616	220	359	75
% Adults Likely to Drink	81.6%	81.3%	83.7%	99	99	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	28.0%	35.8%	17.2%	109	140	67
	Medium	61.2%	46.2%	33.9%	156	117	86
	High	10.8%	18.0%	47.5%	32	54	142

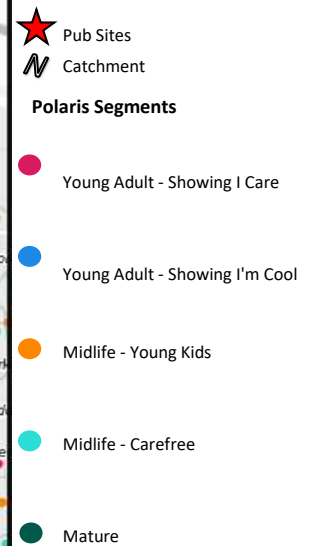
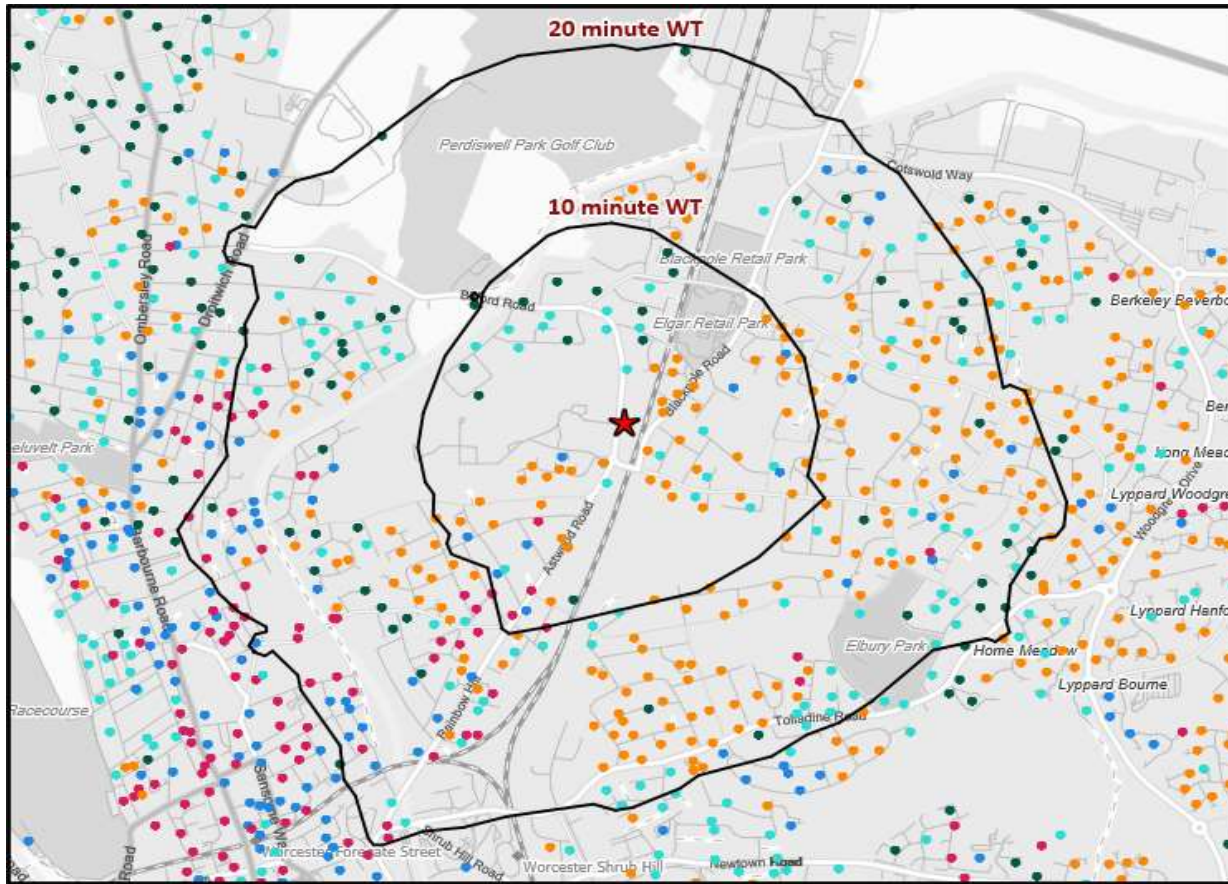
*Affluence does not include Not Private Households

Age Profile	18-24	369	1,463	15,399	97	94	97
	25-34	693	2,793	23,606	111	109	91
	35-44	614	2,530	22,811	102	102	91
	45-64	1,158	4,816	52,014	97	98	104
	65+	801	3,228	42,081	89	88	113



	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	2,374 (51%)	9,485 (49%)	95,687 (49%)	102	99	99
	Female	2,313 (49%)	9,796 (51%)	99,660 (51%)	98	101	101
Economic Status (16-74)							
	Employed: Full-time	1,491 (45%)	6,050 (44%)	61,224 (44%)	108	106	105
	Employed: Part-time	531 (16%)	2,102 (15%)	19,879 (14%)	123	118	110
	Self employed	229 (7%)	832 (6%)	13,434 (10%)	72	63	101
	Unemployed	95 (3%)	400 (3%)	2,813 (2%)	121	123	85
	Retired	355 (11%)	1,714 (12%)	19,907 (14%)	78	91	103
	Other	621 (19%)	2,641 (19%)	22,447 (16%)	95	97	81
Total Worker Count		1,762	5,743	109,682			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

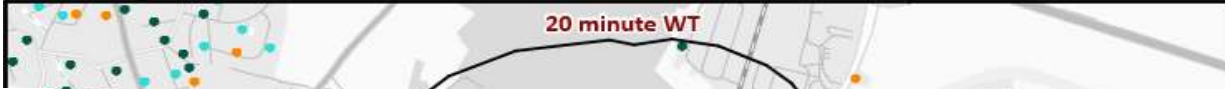
*WT= Walktime, **DT= Drivetime

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	137	1,309	9,263	42	99	67
Young Adult - Showing I'm Cool	330	1,176	11,449	99	86	80
Midlife - Young Kids	2,018	7,560	45,437	177	162	93
Midlife - Carefree	736	2,993	30,270	96	96	92
Mature	414	1,792	57,262	41	43	131
Not Private Households	0	0	2,230	0	0	99
Total	3,635	14,830	155,911			

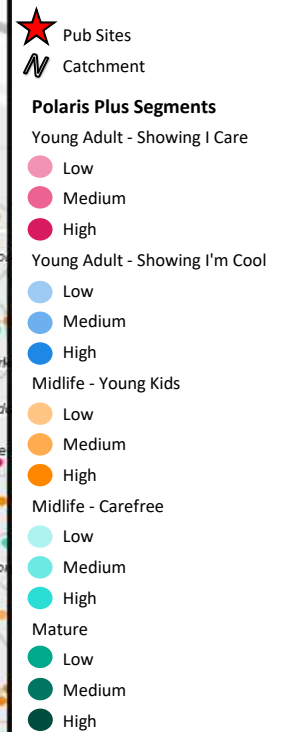
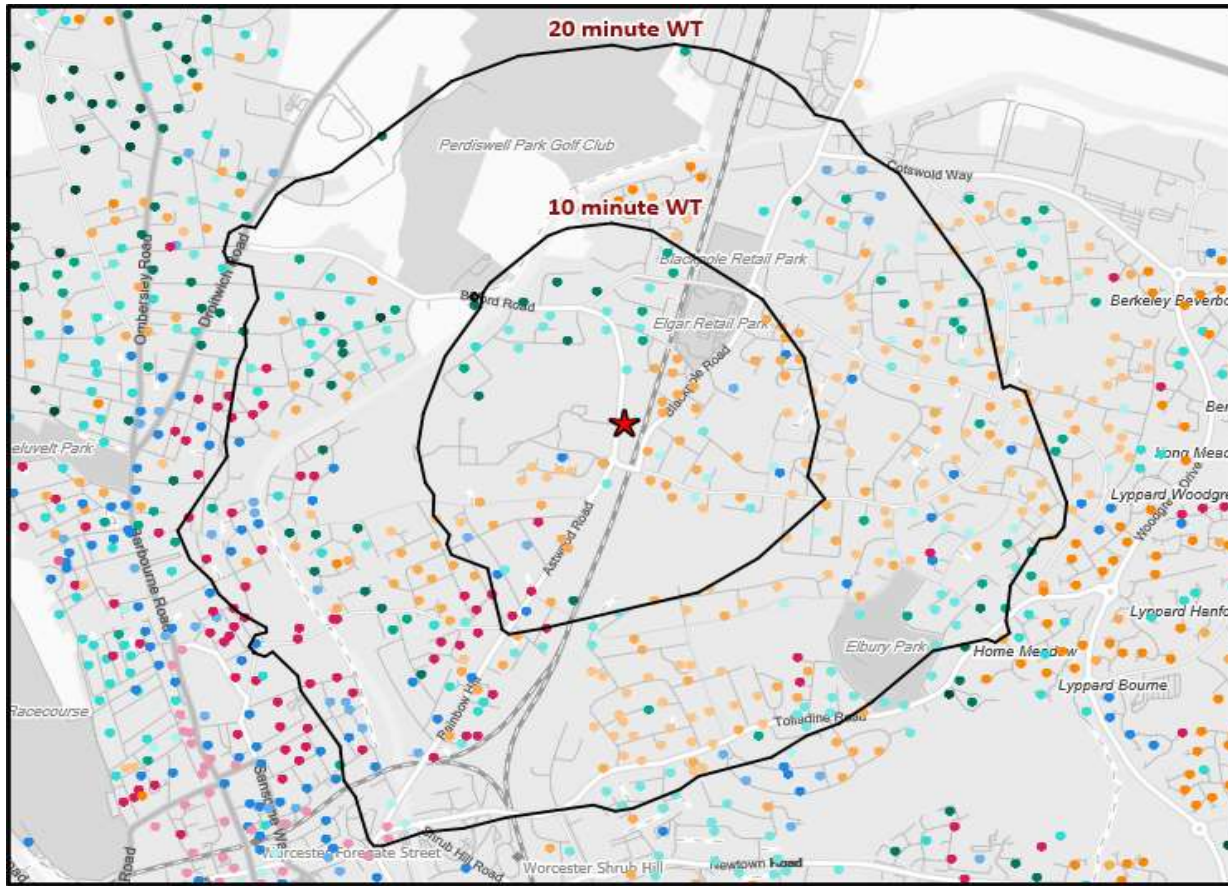
Polaris Summary - New Chequers Worcester



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★ Pub Sites



Polaris Plus Profile by Catchment

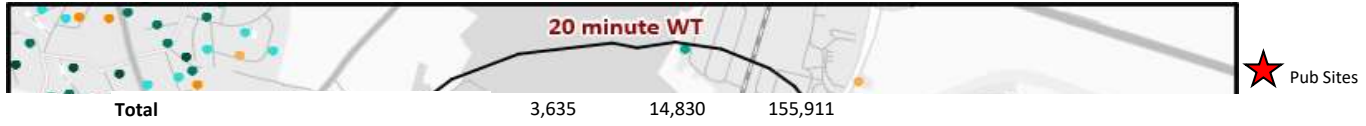
*WT= Walktime, **DT= Drivetime

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	2,536	0	0	39
Medium	0	0	118	0	0	6
High	137	1,309	6,609	112	262	126
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	198	700	3,670	147	128	64
High	132	476	7,779	81	72	111
Midlife - Young Kids						
Low	729	3,587	12,209	180	218	70
Medium	1,234	3,612	19,748	228	163	85
High	55	361	13,480	28	45	160
Midlife - Carefree						
Low	127	681	3,941	103	135	74
Medium	540	1,826	8,089	221	183	77
High	69	486	18,240	17	30	107
Mature						
Low	161	1,047	8,121	75	119	88
Medium	253	715	21,190	55	38	107
High	0	30	27,951	0	2	191
Not Private Households	0	0	2,230	0	0	99

Polaris Summary - New Chequers Worcester

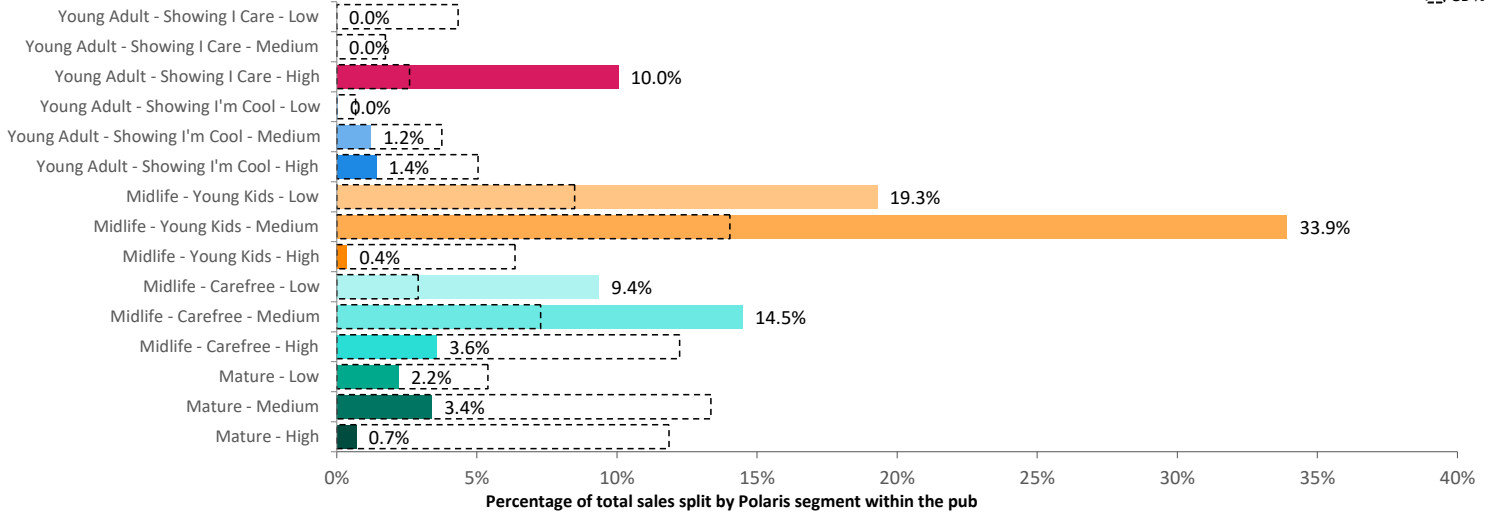


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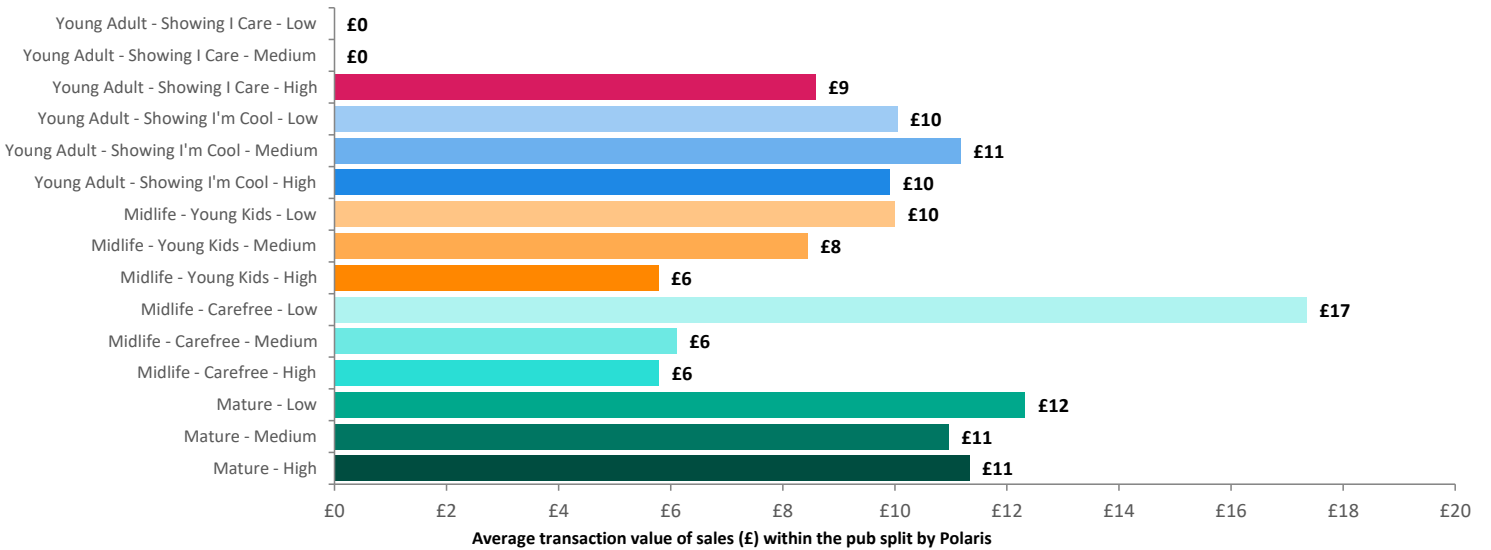


Spend by Polaris

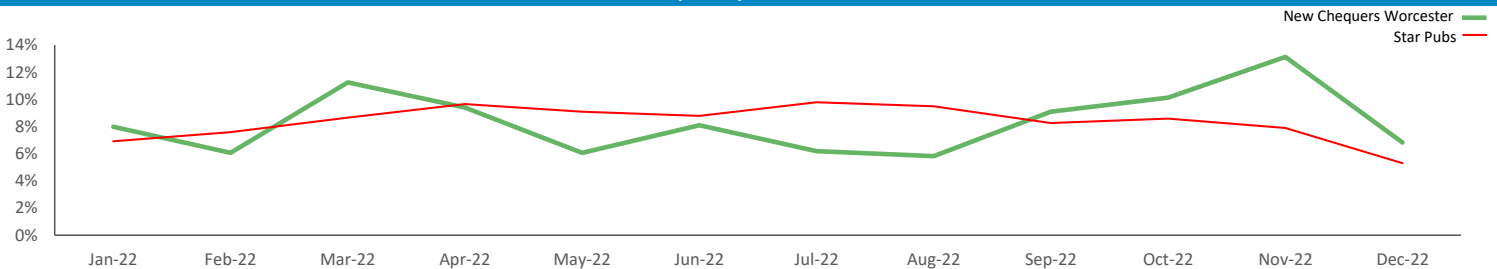
GB %



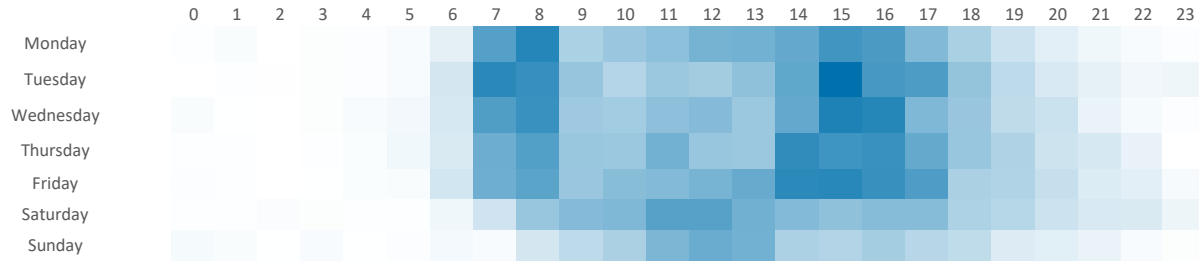
Average Transaction Values (£) by Polaris



Spend by Month

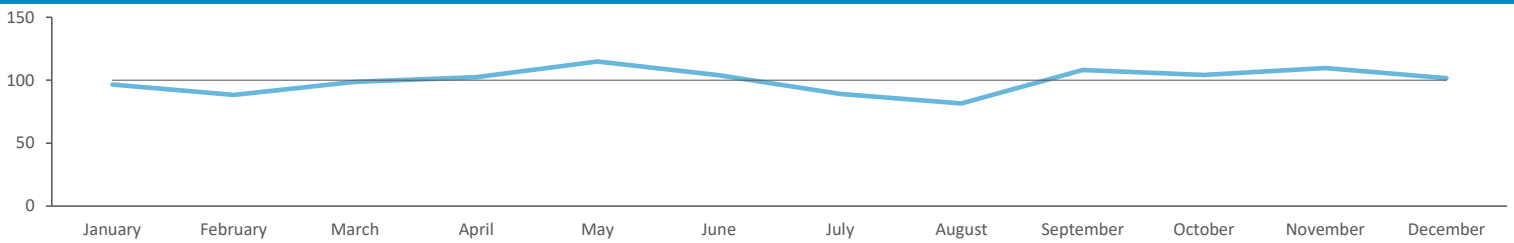


Time of Day/Day of Week



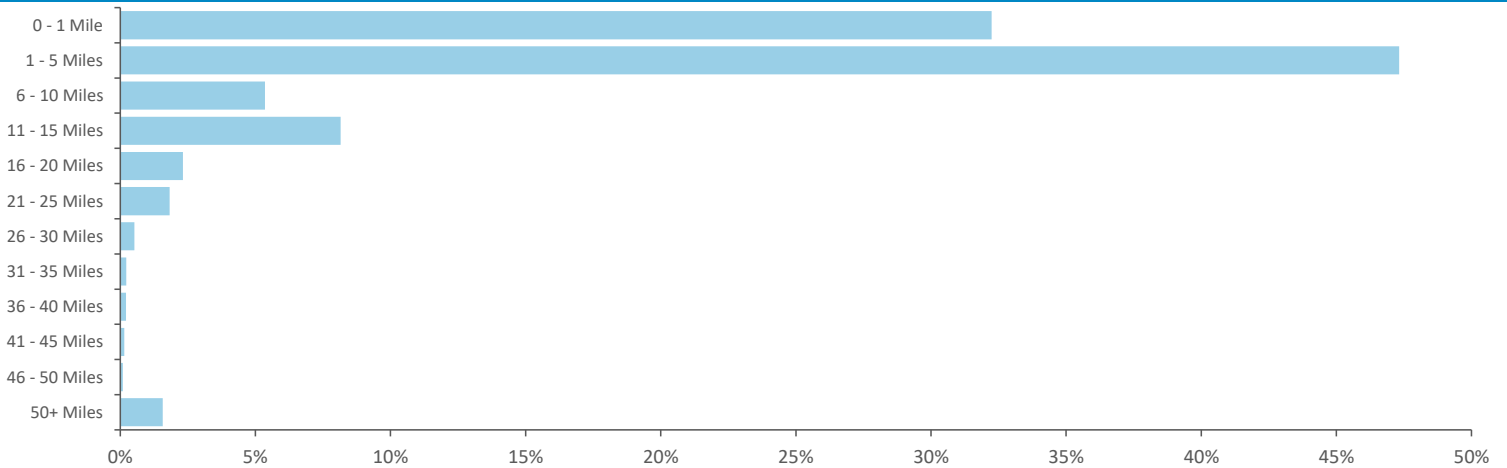
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



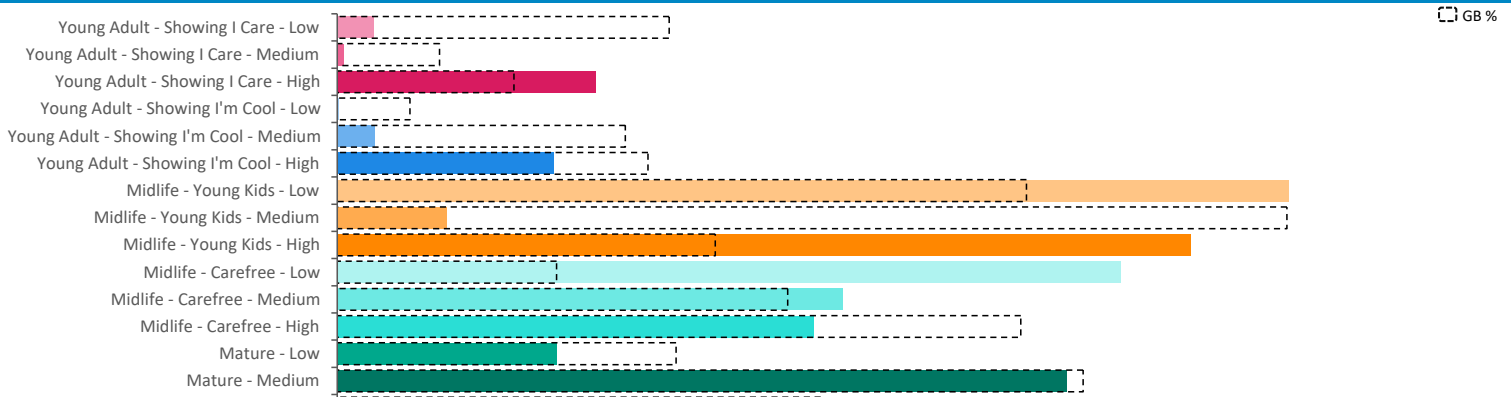
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

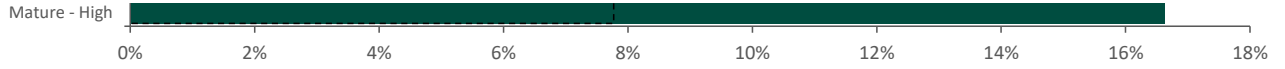


Mobile Data Summary - New Chequers Worcester

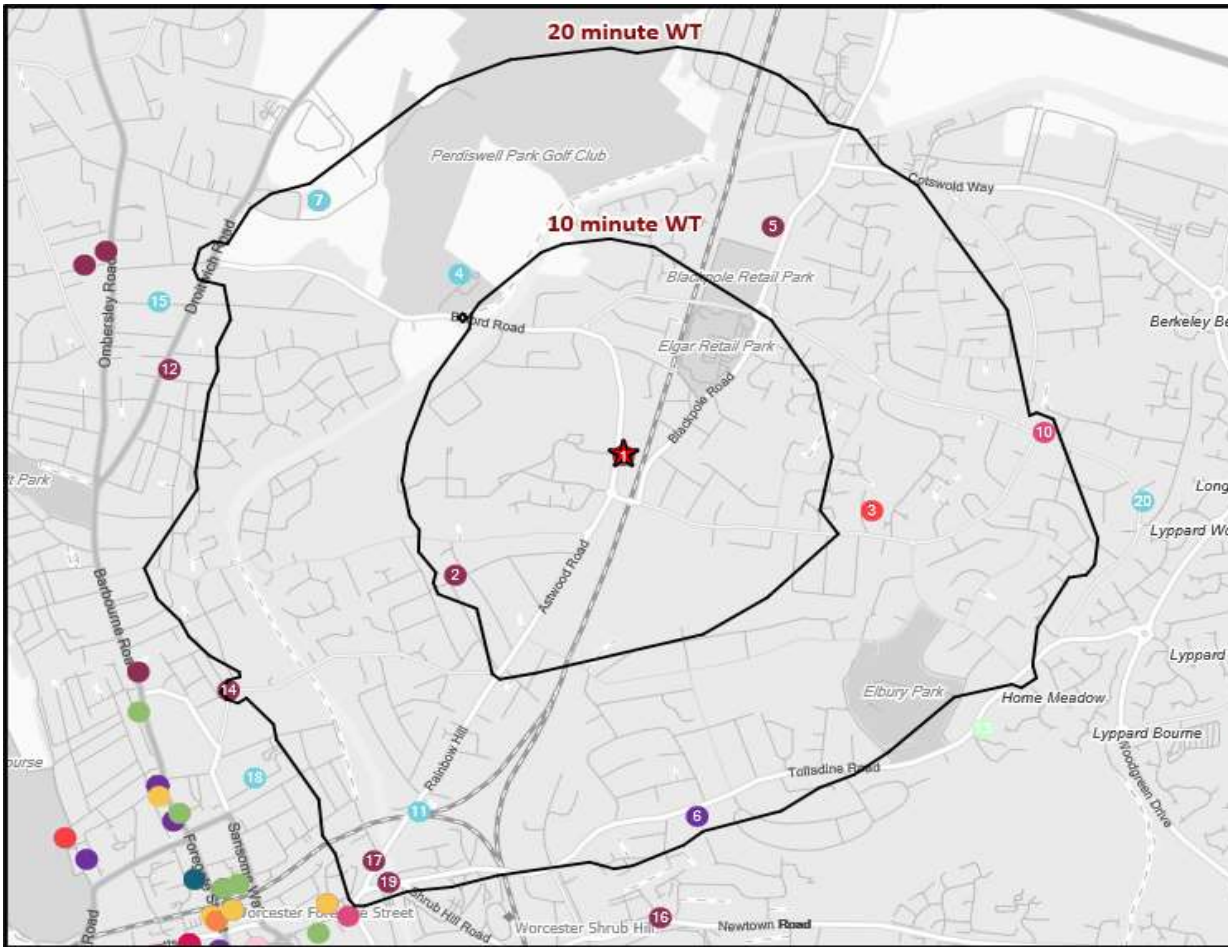


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Time of Day/Day of Week



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	New Chequers	WR 3 8HD	Star Pubs & Bars	Premium Local	0.0
2	Goodrest Tavern	WR 3 8NP	Admiral Taverns Ltd	Premium Local	0.4
3	Majestic Bingo	WR 4 9TY	Majestic Bingo Ltd	Large Venue	0.5
4	Perdisswell Leisure Centre	WR 3 8DX	Independent Free	Clubland	0.5
5	Blackpole	WR 3 8SQ	Marston's	Premium Local	0.5
6	Altafs Balti	WR 4 9QH	Independent Free	Restaurants	0.7
7	Tenpin	WR 3 7SN	Tenpin Ltd	Large Venue	0.7
7	Old Elizabethans Cricket Club	WR 3 7SN	Independent Free	Clubland	0.7
7	Nuffield Health Fitness & Wellbeing Centre	WR 3 7SN	Cannons Group Ltd	Clubland	0.7
10	Glovers Needle	WR 4 9JB	Greene King	Family Pub Dining	0.8
11	Worcester Masonic Association	WR 3 8LX	Independent Free	Clubland	0.8
12	Alma Tavern	WR 3 7HT	Star Pubs & Bars	Premium Local	0.8
13	Virgin Tavern	WR 4 9BJ	Marston's	Community Pub	0.8
14	Chestnut Tree Inn	WR 1 1SS	Stonegate Pub Company	Premium Local	0.8
15	St Stephens Working Mens Club	WR 3 7JD	Independent Free	Clubland	0.9
16	Gun Tavern	WR 5 1HG	Unknown	Premium Local	0.9
17	Bridge Inn	WR 1 2RX	Independent Free	Premium Local	0.9
18	Worcester Bowling Club	WR 1 1NY	Independent Free	Clubland	0.9
19	West Midlands Tavern	WR 1 2PB	Independent Free	Premium Local	0.9
20	Prince Of Wales	WR 4 9HY	Marston's	Community Pub	0.9