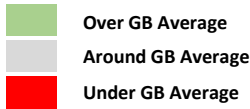


# Catchment Summary - Apple Tree Shottermill

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

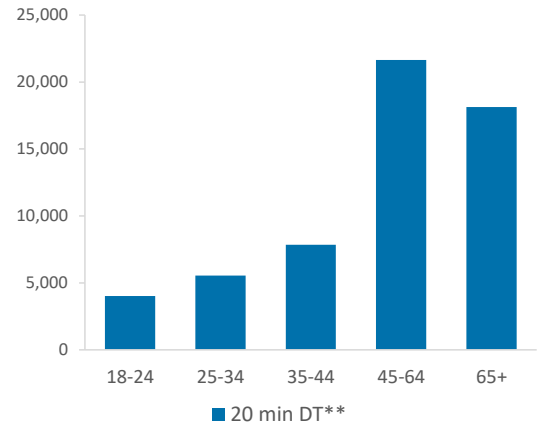
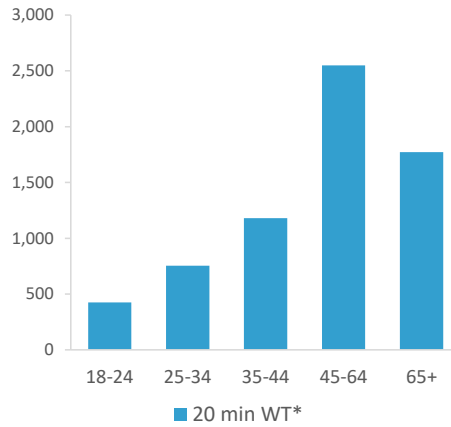
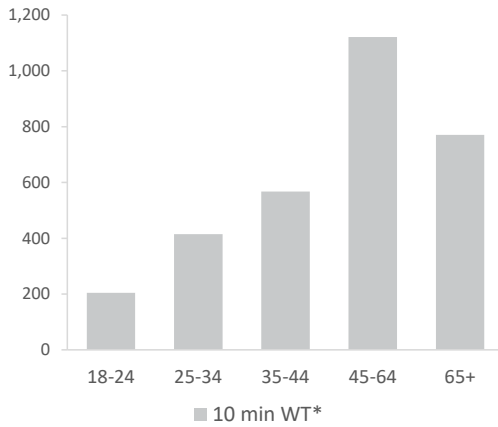
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,993	8,722	72,401	75	60	19
Adults 18+	3,078	6,680	57,181	71	37	19
Competition Pubs	3	4	57	20	13	16
Adults 18+ per Competition Pub	1,026	1,670	1,003	124	202	122
% Adults Likely to Drink	84.3%	84.9%	85.3%	102	103	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	8.4%	8.1%	10.2%	33	31	40
	Medium	22.7%	14.4%	15.3%	58	37	39
	High	63.7%	75.2%	70.8%	190	224	211

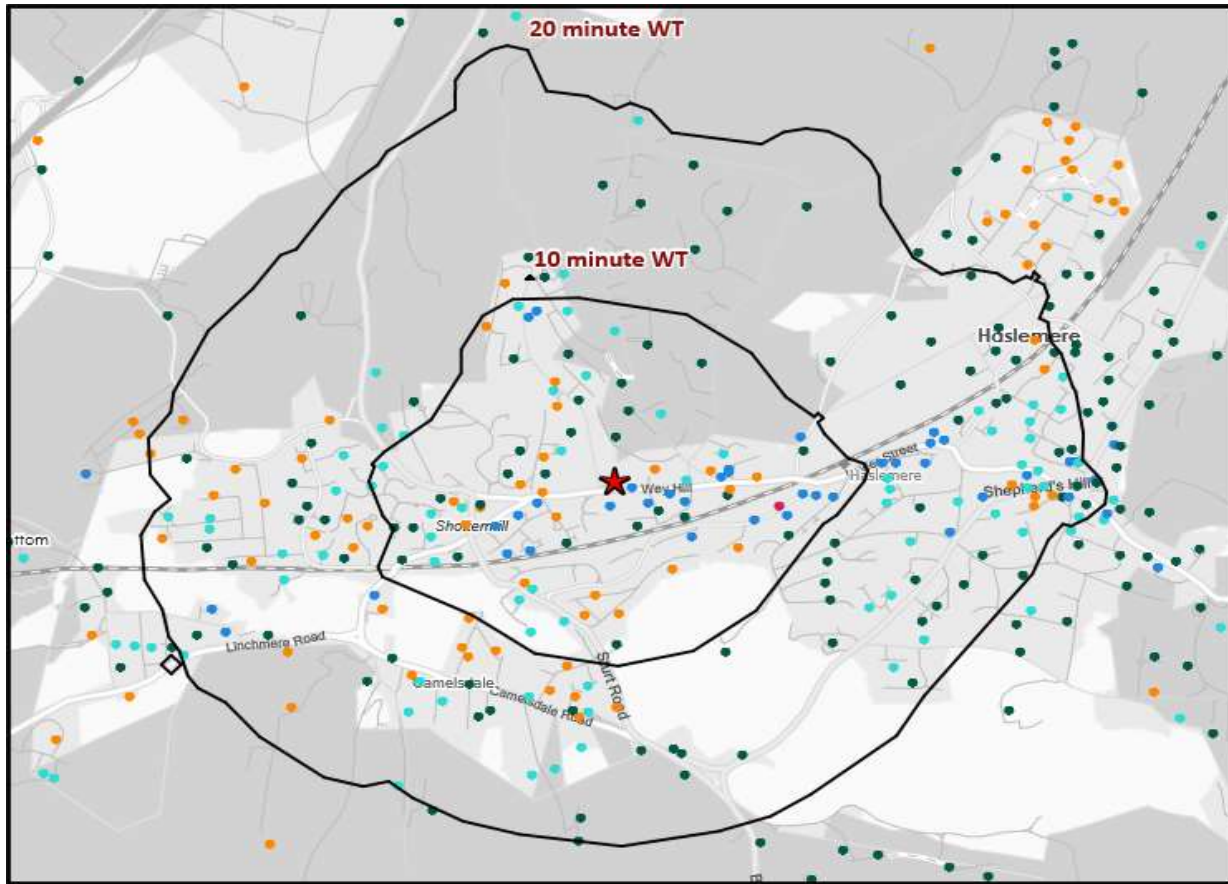
\*Affluence does not include Not Private Households

Age Profile	18-24	204	424	4,026	63	60	69
	25-34	415	753	5,541	78	65	58
	35-44	567	1,181	7,842	110	105	84
	45-64	1,121	2,550	21,641	110	114	117
	65+	771	1,772	18,131	101	106	131



	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	1,949 (49%)	4,272 (49%)	35,110 (48%)	99	99	98
	Female	2,044 (51%)	4,450 (51%)	37,291 (52%)	101	101	102
Economic Status (16-74)	Employed: Full-time	1,240 (46%)	2,518 (43%)	19,723 (40%)	110	103	96
	Employed: Part-time	330 (12%)	751 (13%)	6,226 (13%)	94	98	97
	Self employed	369 (14%)	910 (15%)	7,880 (16%)	142	162	168
	Unemployed	54 (2%)	91 (2%)	513 (1%)	84	65	44
	Retired	327 (12%)	762 (13%)	7,739 (16%)	87	94	114
	Other	395 (15%)	864 (15%)	7,175 (15%)	74	74	74
<b>Total Worker Count</b>		<b>2,010</b>	<b>2,954</b>	<b>27,367</b>			

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	6	6	159	2	1	3
Young Adult - Showing I'm Cool	741	1,041	2,109	262	169	40
Midlife - Young Kids	746	1,614	11,105	77	77	62
Midlife - Carefree	626	1,908	9,336	97	136	78
Mature	800	1,952	32,372	93	104	202
<b>Not Private Households</b>	159	159	2,100	359	166	255
<b>Total</b>	3,078	6,680	57,181			

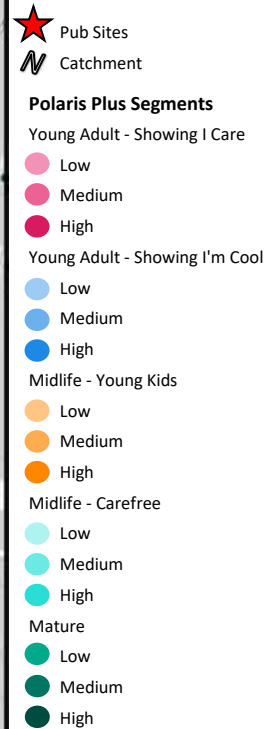
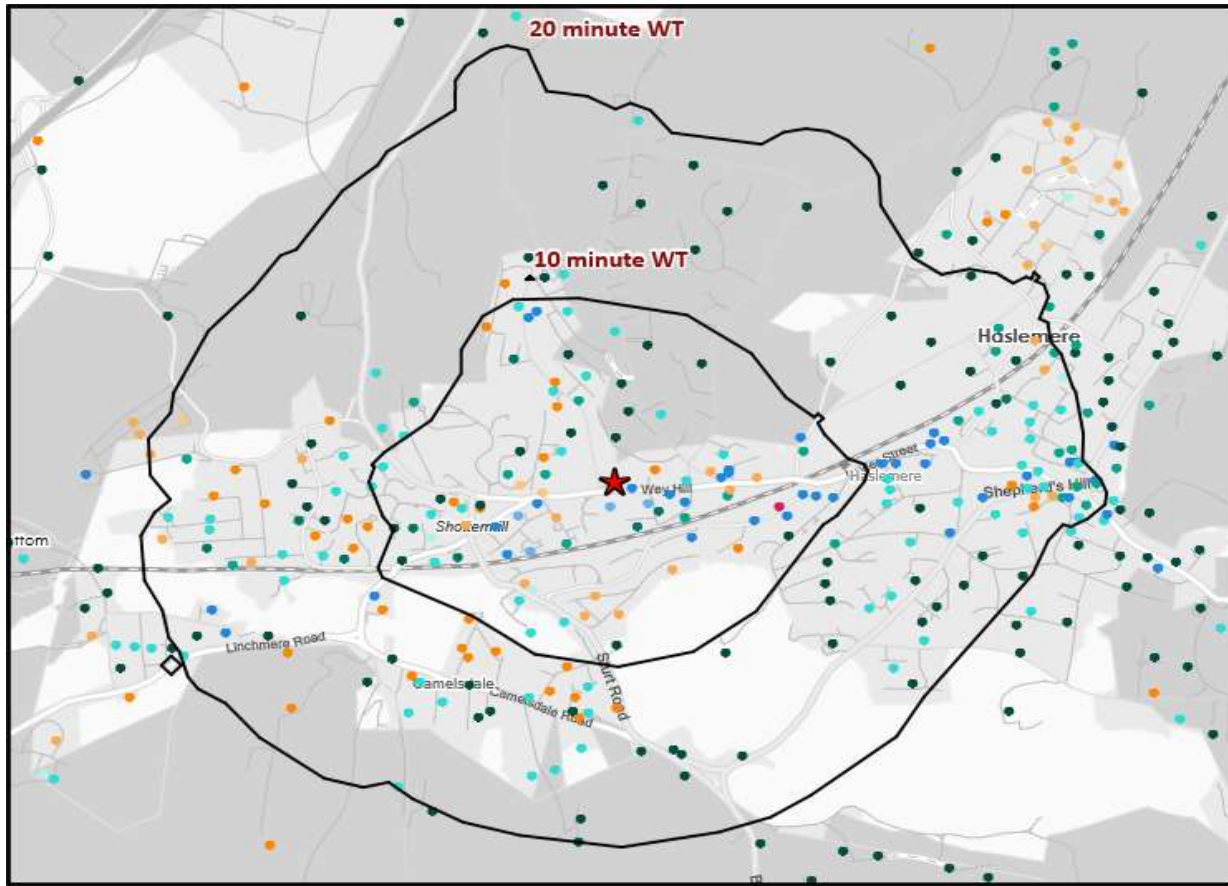
# Polaris Summary - Apple Tree Shottermill



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Data Source © 2020 TomTom



★ Pub Sites



Polaris Plus Profile by Catchment

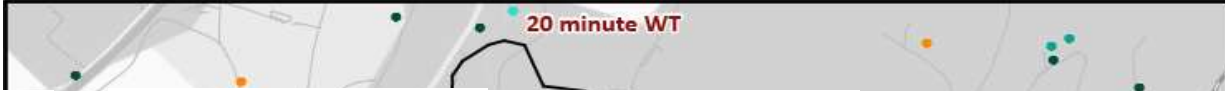
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	133	0	0	6
Medium	0	0	0	0	0	0
High	6	6	26	6	3	1
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	155	155	257	136	63	12
High	586	886	1,852	425	296	72
<b>Midlife - Young Kids</b>						
Low	45	45	1,045	13	6	16
Medium	376	538	5,954	82	54	70
High	325	1,031	4,106	196	286	133
<b>Midlife - Carefree</b>						
Low	19	75	367	18	33	19
Medium	0	0	305	0	0	8
High	607	1,833	8,664	181	251	139
<b>Mature</b>						
Low	196	419	4,311	107	106	127
Medium	167	267	2,207	43	32	30
High	437	1,266	25,854	151	202	482
<b>Not Private Households</b>	159	159	2,100	359	166	255

# Polaris Summary - Apple Tree Shottermill



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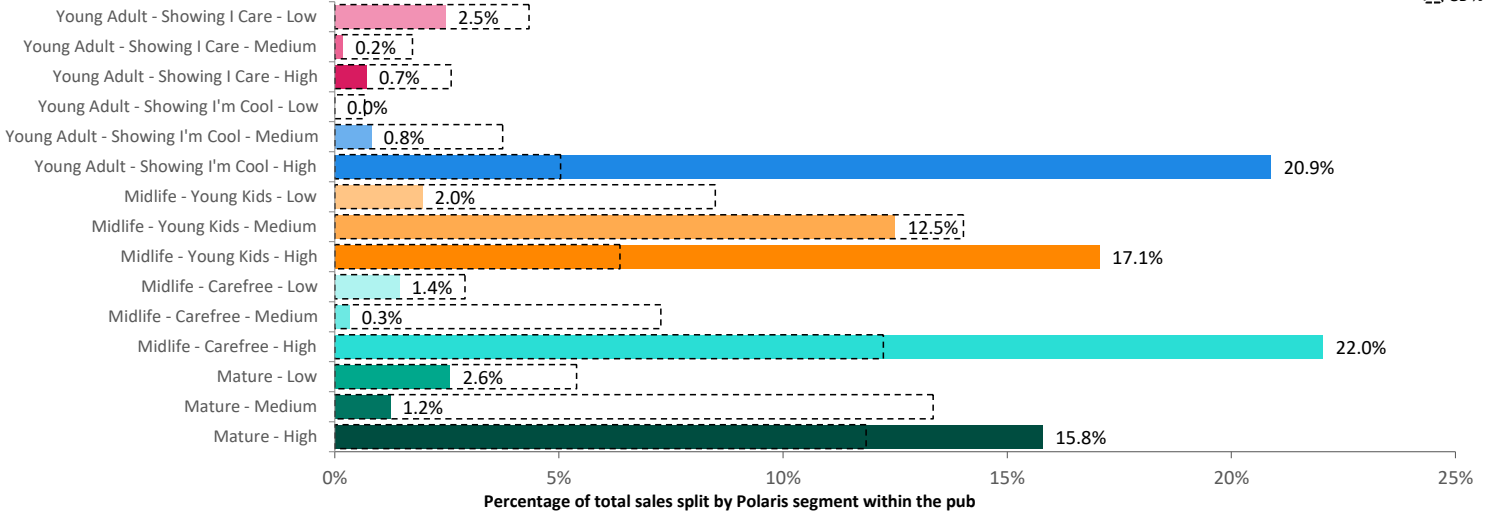


Total 3,078 6,680 57,181

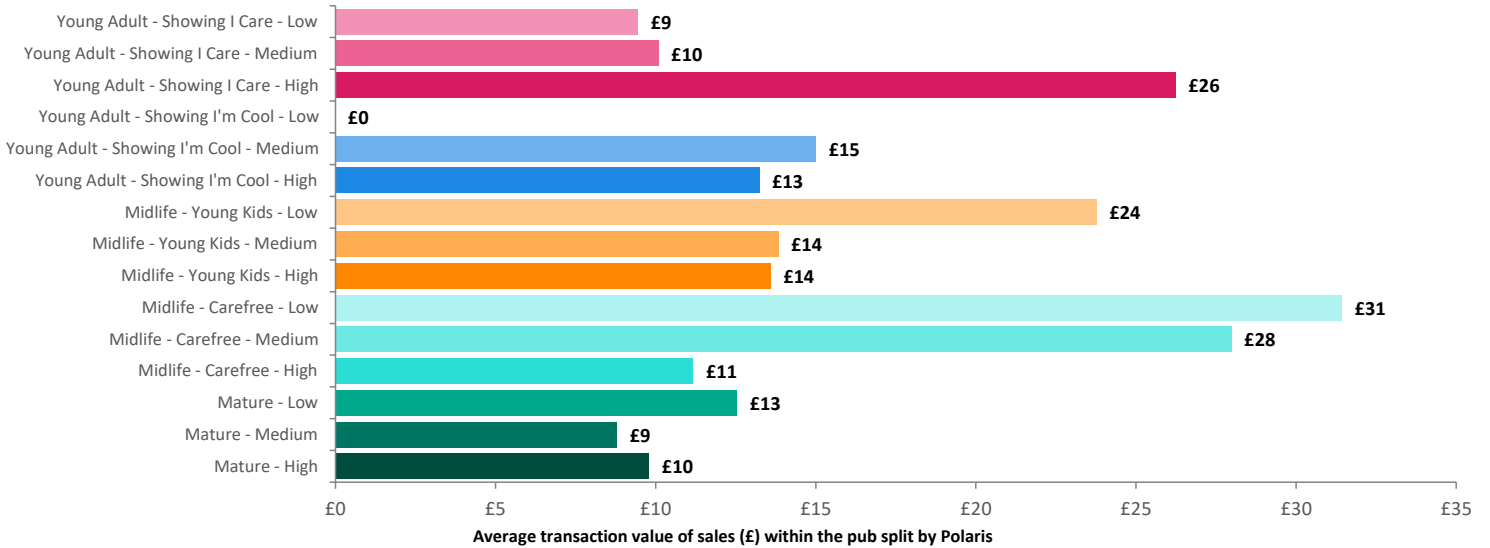
★ Pub Sites

## Spend by Polaris

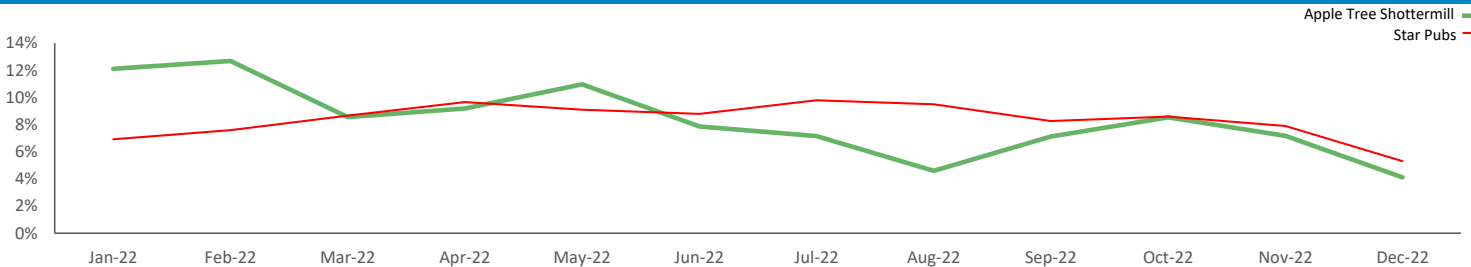
GB %



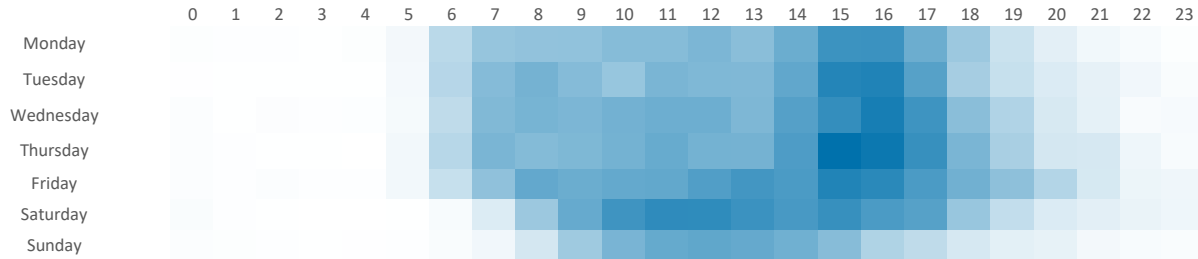
## Average Transaction Values (£) by Polaris



## Spend by Month

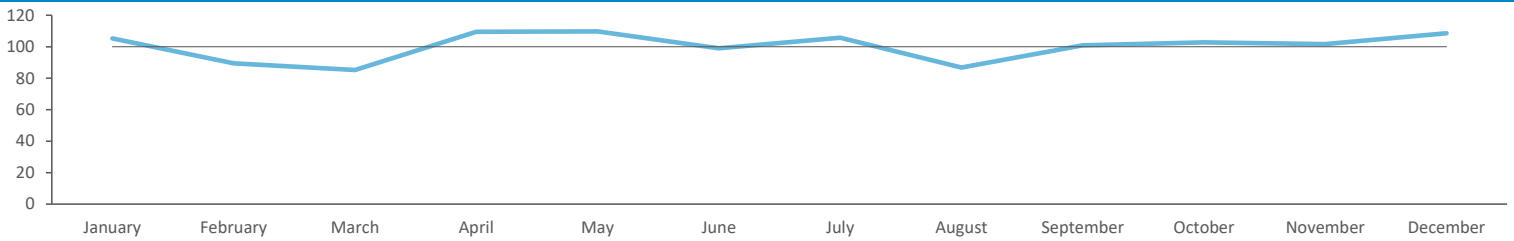


## Time of Day/Day of Week



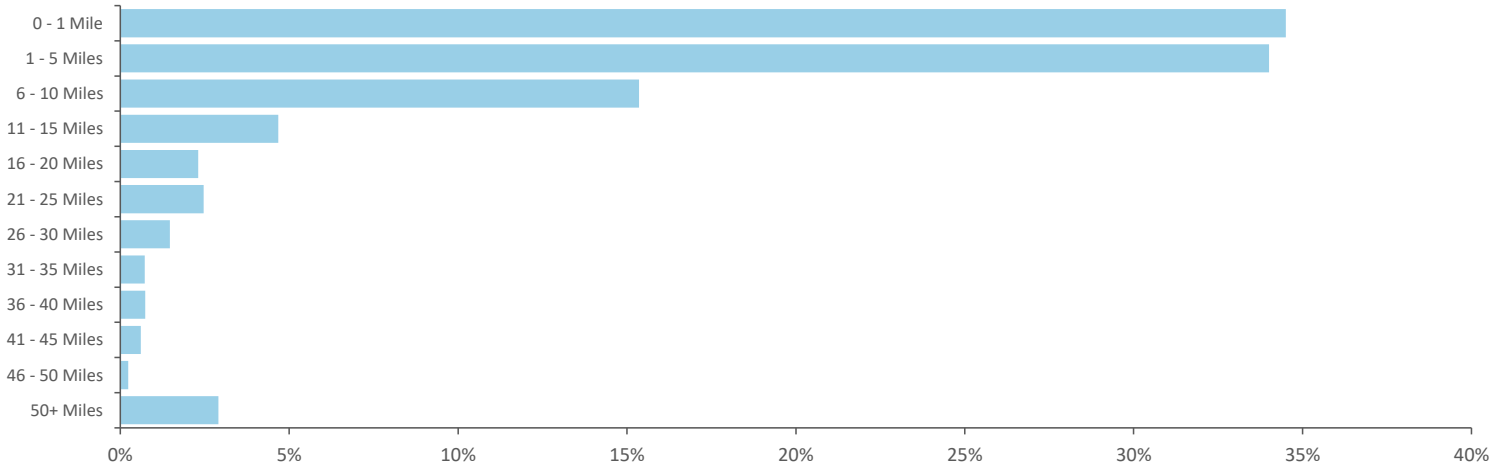
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



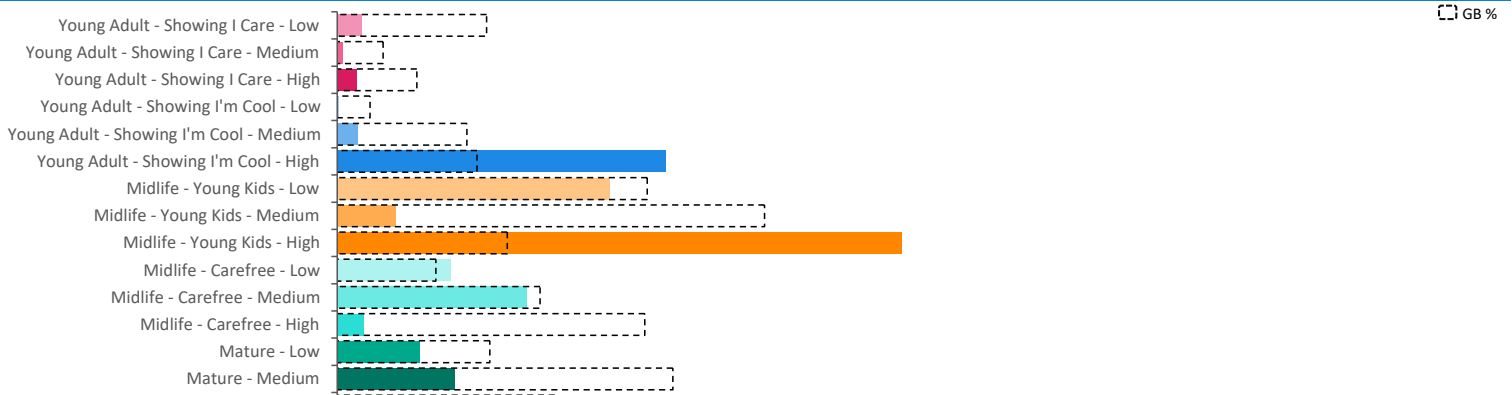
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

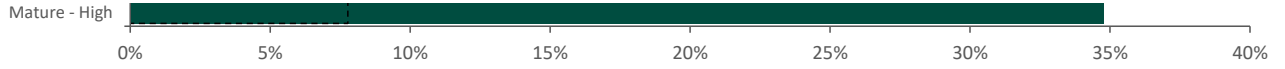


# Mobile Data Summary - Apple Tree Shottermill



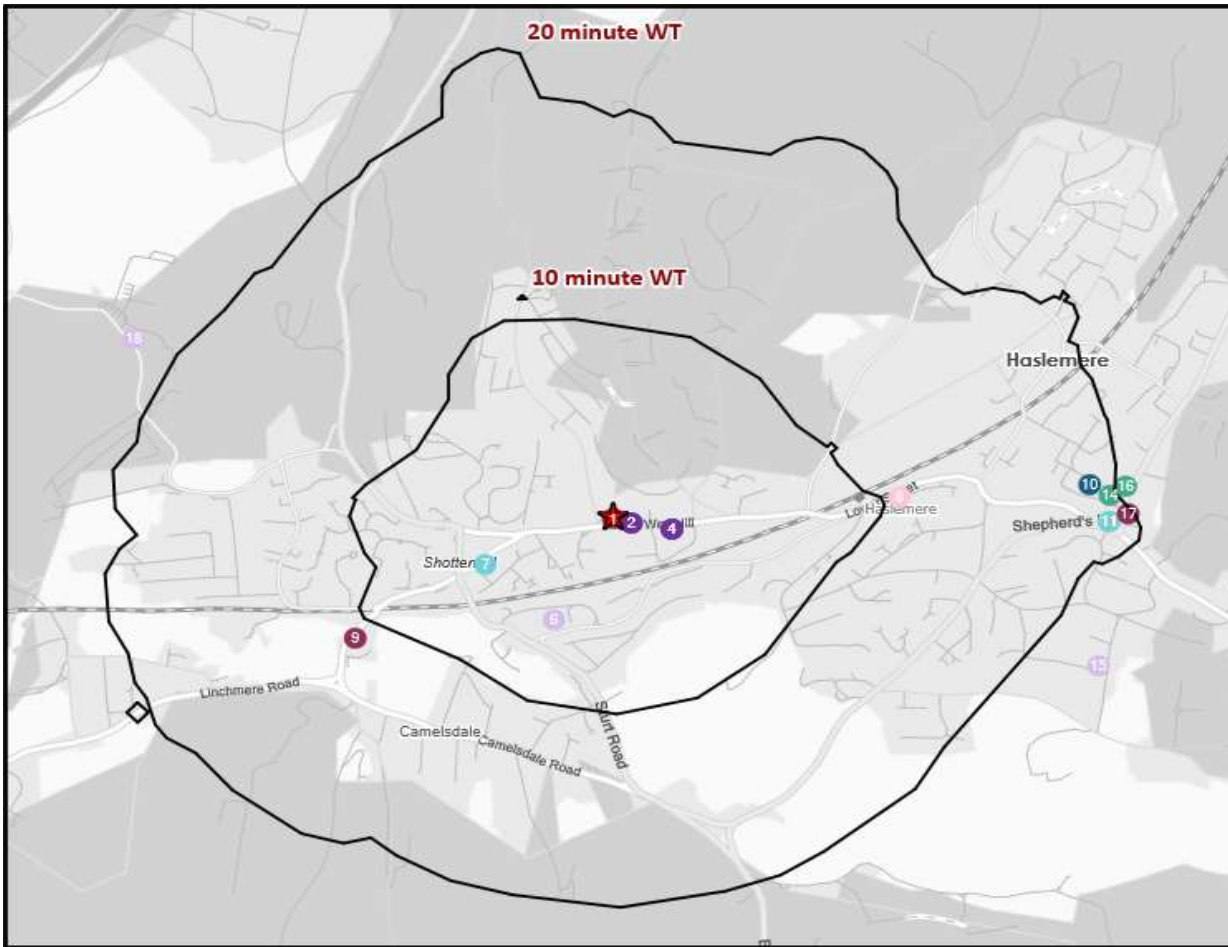
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## Time of Day/Day of Week



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	Apple Tree	GU27 1JB	Star Pubs & Bars	Premium Local	0.0
2	Sabai Thai Kitchen	GU27 1HS	Independent Free	Restaurants	0.0
2	Good Earth Chinese Restaurant	GU27 1HS	Independent Free	Restaurants	0.0
4	Chilli Nights	GU27 1HN	Independent Free	Restaurants	0.1
4	Shahanaz	GU27 1HN	Independent Free	Restaurants	0.1
6	Haslemere Leisure Centre	GU27 2QT	Independent Free	Sports Clubs	0.2
7	Shotterhill Working Mens Club	GU27 1NL	Independent Free	Clubland	0.2
8	Station House	GU27 2PD	Upham Pub Company	GPGF	0.5
9	Mill Tavern	GU27 3QE	Liberation	Premium Local	0.5
10	Red H	GU27 2AB	Independent Free	ABOS	0.9
11	Swan Inn	GU27 2HG	Stonegate Pub Company	GPGF	0.9
11	Caracoli	GU27 2HG	Heidi Bakery Ltd	High Street Pub	0.9
11	Haslemere & District Community Club	GU27 2HG	Independent Free	Clubland	0.9
14	Ask Italian	GU27 2AF	Azzurri Group Ltd	Casual Dining	0.9
15	Haslemere Cricket Club	GU27 2NN	Independent Free	Sports Clubs	0.9
16	Pizza Express	GU27 2JZ	Hony Capital	Casual Dining	0.9
17	White Horse Hotel	GU27 2HJ	Mitchells & Butlers	Premium Local	0.9
18	Woolmer Hill Sports Association Club	GU27 1QA	Independent Free	Sports Clubs	0.9