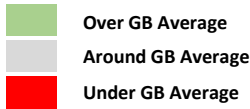


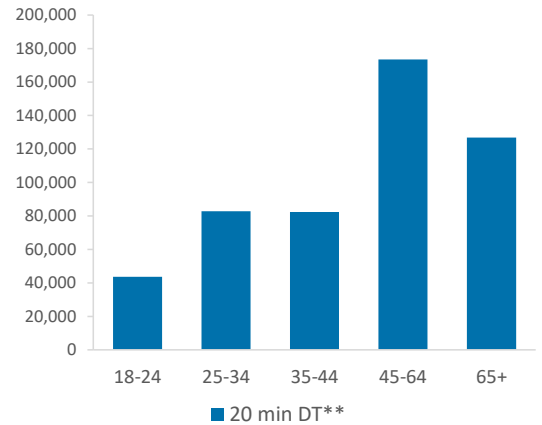
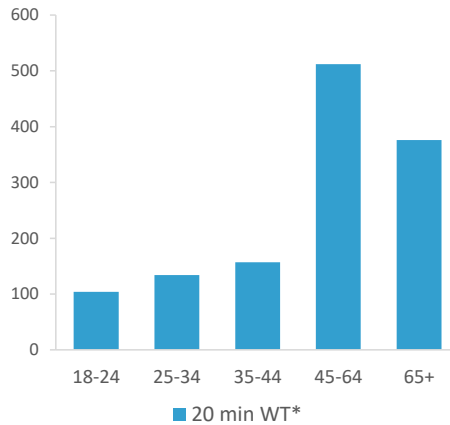
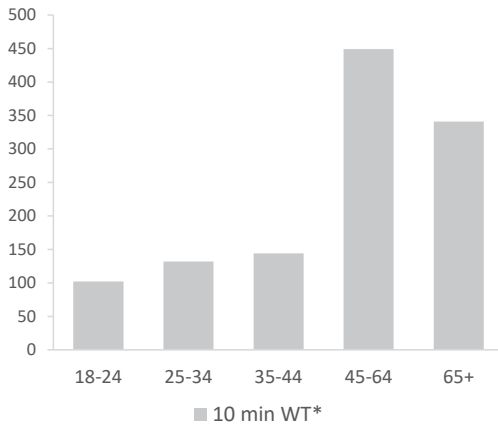
# Catchment Summary - Horse Shoe Croft

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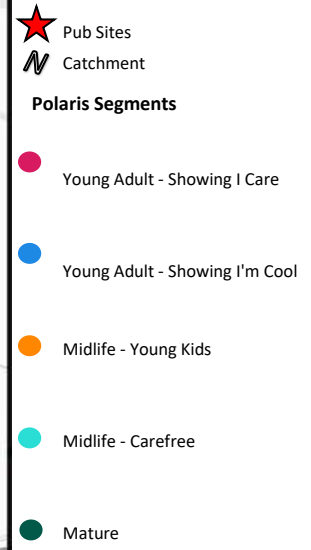
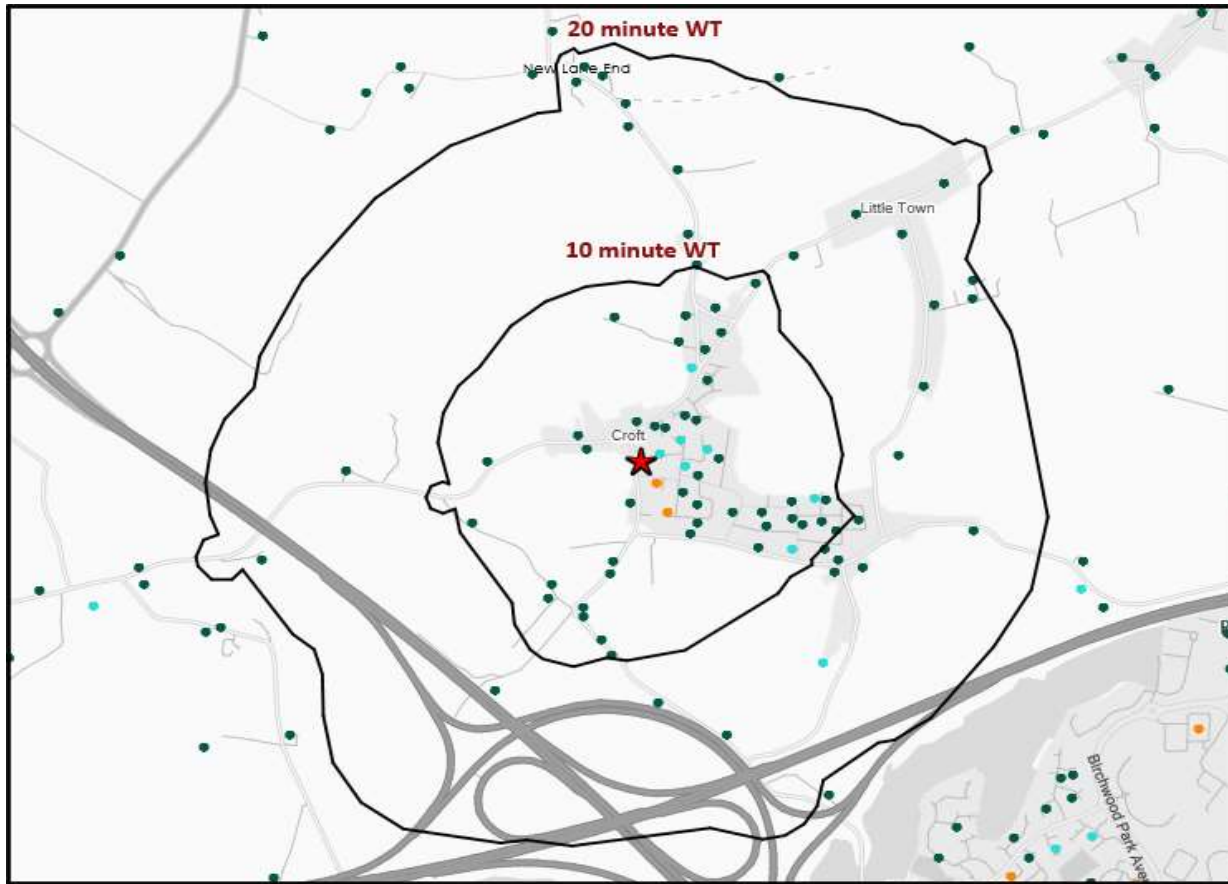
\*WT= Walktime, \*\*DT= Drivetime

	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**	
<b>Population</b>	1,475	1,611	645,762	28	11	170	
<small>Population &amp; Adults 18+ index is based on all pubs</small>							
<b>Adults 18+</b>	1,168	1,283	508,986	27	7	170	
<b>Competition Pubs</b>	2	2	544	13	6	150	
<b>Adults 18+ per Competition Pub</b>	584	642	936	71	78	113	
<b>% Adults Likely to Drink</b>	85.7%	85.9%	82.7%	104	104	100	
<b>Affluence</b>	<b>Low</b>	7.0%	6.4%	25.6%	27	25	100
	<b>Medium</b>	20.3%	18.5%	47.4%	52	47	120
	<b>High</b>	72.7%	75.1%	25.7%	217	224	77
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	<b>18-24</b>	102	104	43,643	85	80	83
	<b>25-34</b>	132	134	82,841	67	63	97
	<b>35-44</b>	144	157	82,340	76	76	99
	<b>45-64</b>	449	512	173,421	119	124	105
	<b>65+</b>	341	376	126,741	121	122	103



	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**	
<b>Gender</b>	<b>Male</b>	731 (50%)	807 (50%)	318,422 (49%)	100	101	100
	<b>Female</b>	744 (50%)	804 (50%)	327,340 (51%)	100	99	100
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	434 (42%)	472 (41%)	200,820 (43%)	101	100	104
	<b>Employed: Part-time</b>	134 (13%)	149 (13%)	63,201 (14%)	100	101	105
	<b>Self employed</b>	122 (12%)	137 (12%)	33,207 (7%)	124	126	75
	<b>Unemployed</b>	7 (1%)	7 (1%)	12,121 (3%)	29	26	110
	<b>Retired</b>	217 (21%)	245 (22%)	72,608 (16%)	152	156	114
	<b>Other</b>	119 (12%)	129 (11%)	81,847 (18%)	58	57	89
<b>Total Worker Count</b>	75	115	277,153				

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	5,789	0	0	13
Young Adult - Showing I'm Cool	0	0	43,191	0	0	92
Midlife - Young Kids	53	53	176,228	14	13	110
Midlife - Carefree	169	169	153,812	69	63	144
Mature	946	1,061	122,998	290	296	86
<b>Not Private Households</b>	0	0	6,968	0	0	95
<b>Total</b>	1,168	1,283	508,986			

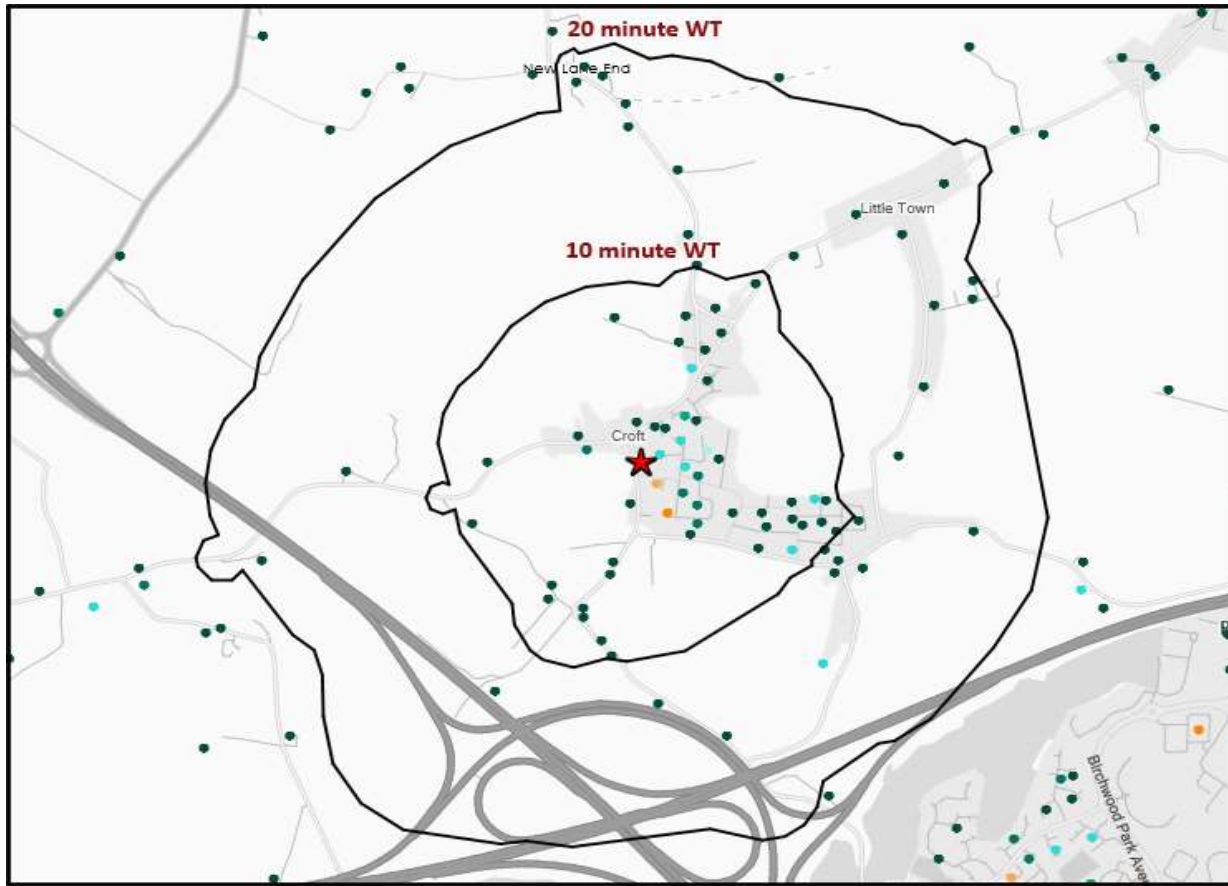
# Polaris Summary - Horse Shoe Croft



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 Pub Sites



- 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

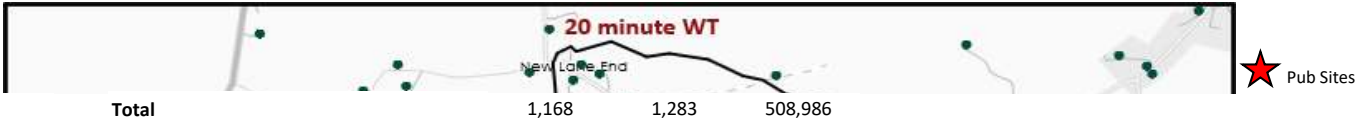
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	1,079	0	0	5
Medium	0	0	0	0	0	0
High	0	0	4,710	0	0	27
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	29,041	0	0	154
High	0	0	14,150	0	0	62
<b>Midlife - Young Kids</b>						
Low	0	0	71,652	0	0	127
Medium	50	50	70,259	29	26	93
High	3	3	34,317	5	4	125
<b>Midlife - Carefree</b>						
Low	54	54	21,917	136	124	127
Medium	0	0	79,131	0	0	231
High	115	115	52,764	90	82	95
<b>Mature</b>						
Low	28	28	35,730	40	37	118
Medium	187	187	62,593	126	115	97
High	731	846	24,675	667	703	52
<b>Not Private Households</b>	0	0	6,968	0	0	95

# Polaris Summary - Horse Shoe Croft

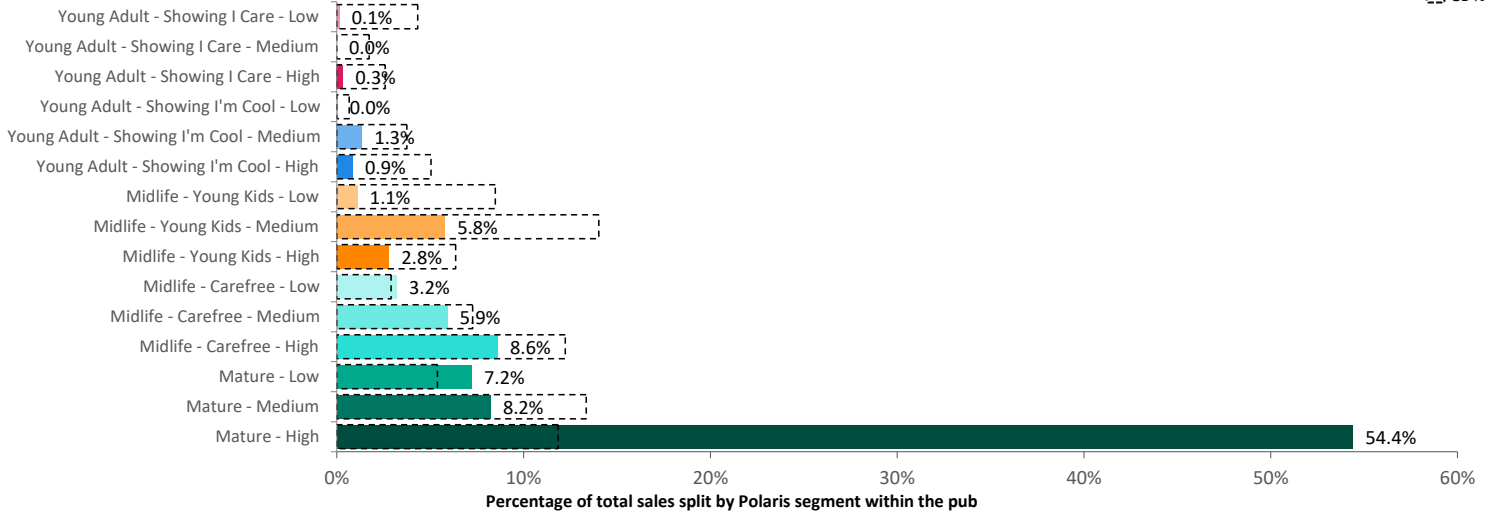


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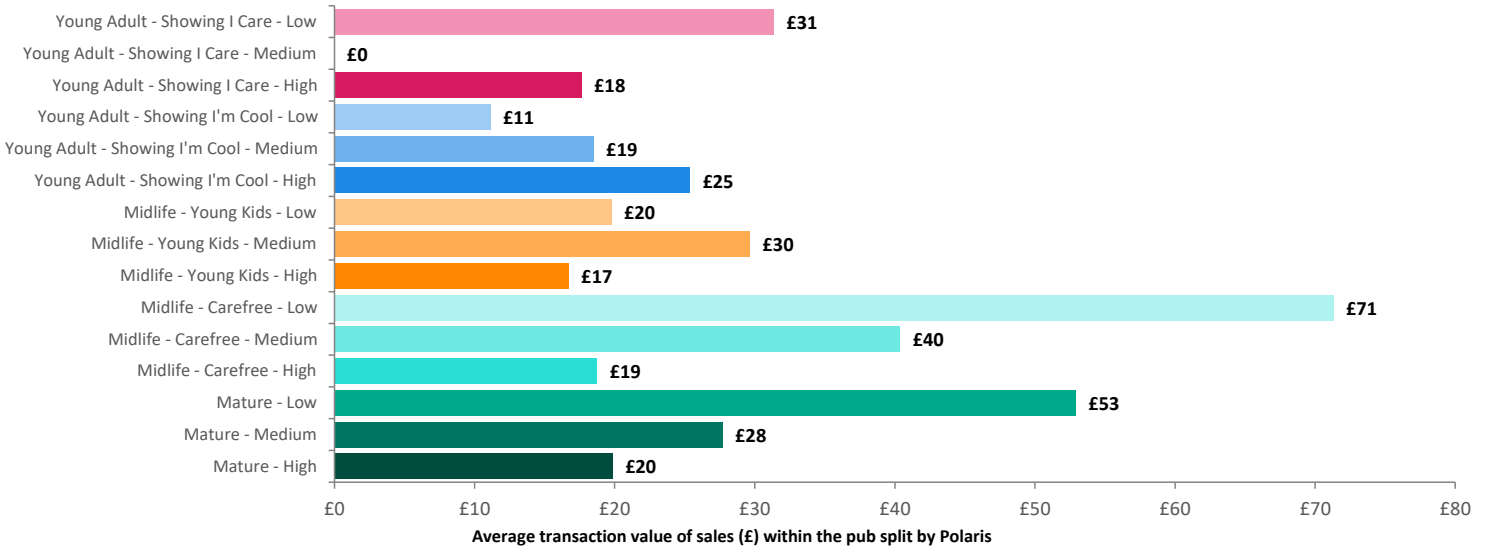


## Spend by Polaris

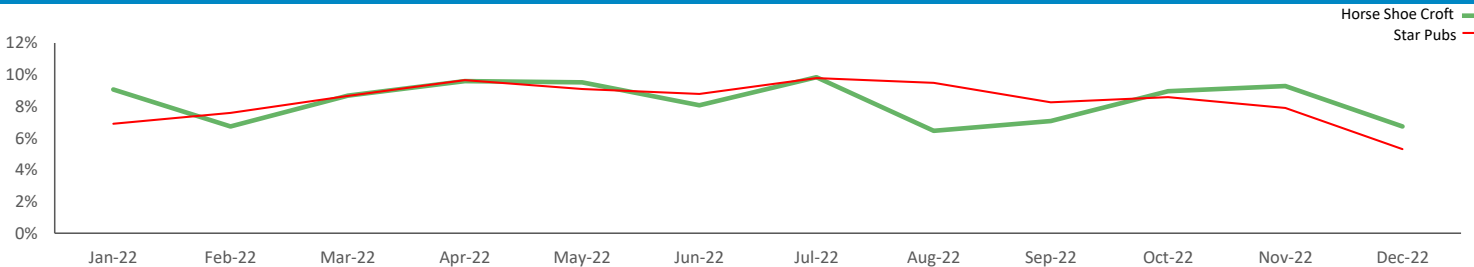
GB %



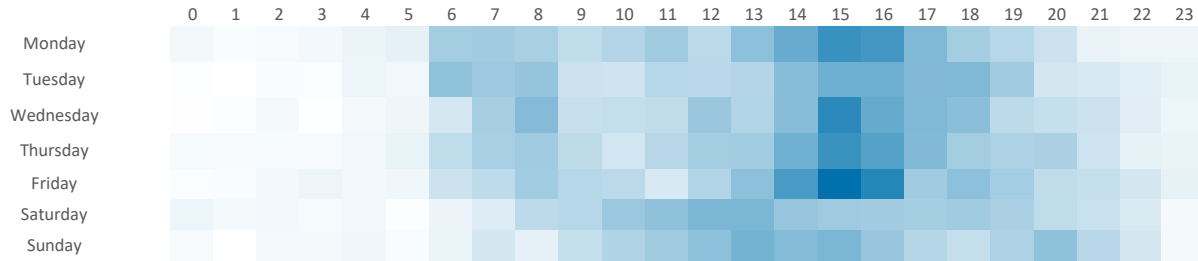
## Average Transaction Values (£) by Polaris



## Spend by Month

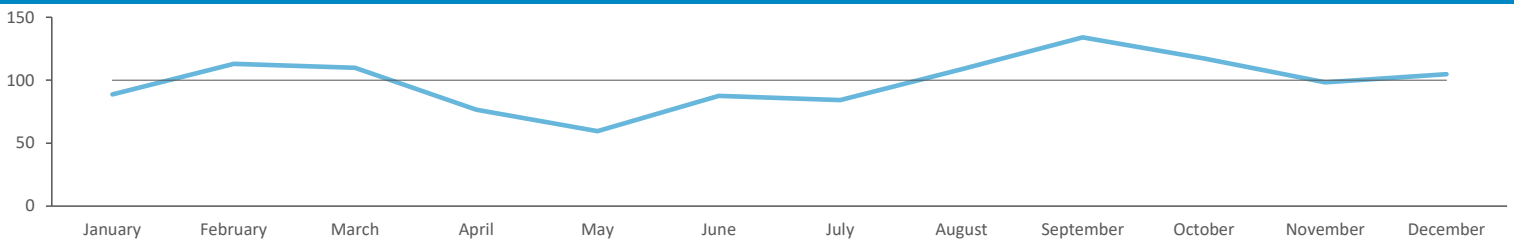


### Time of Day/Day of Week



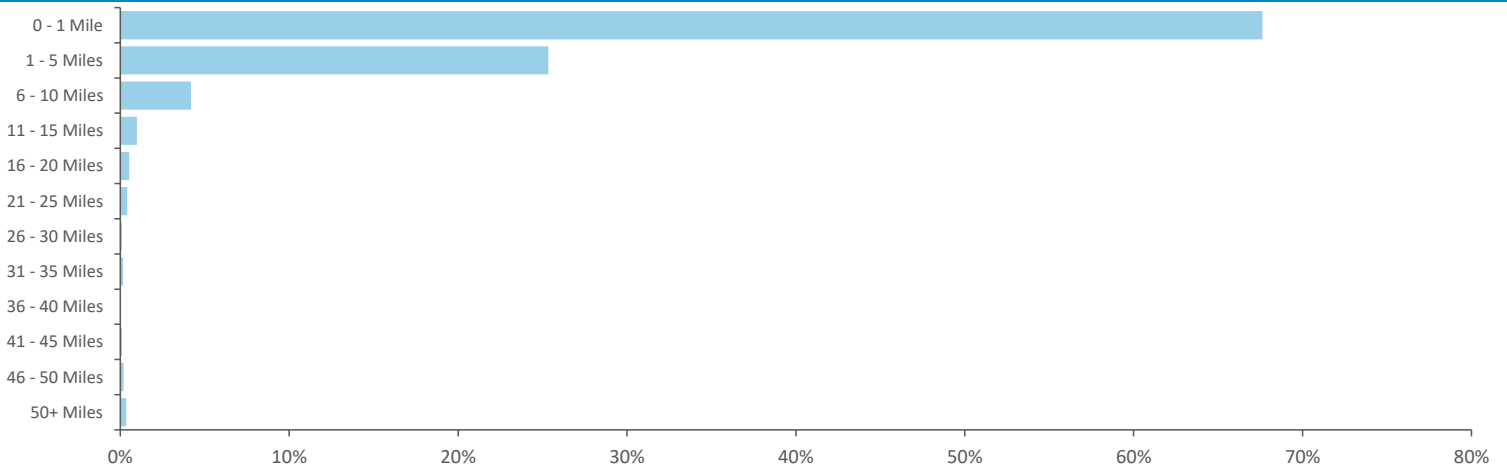
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



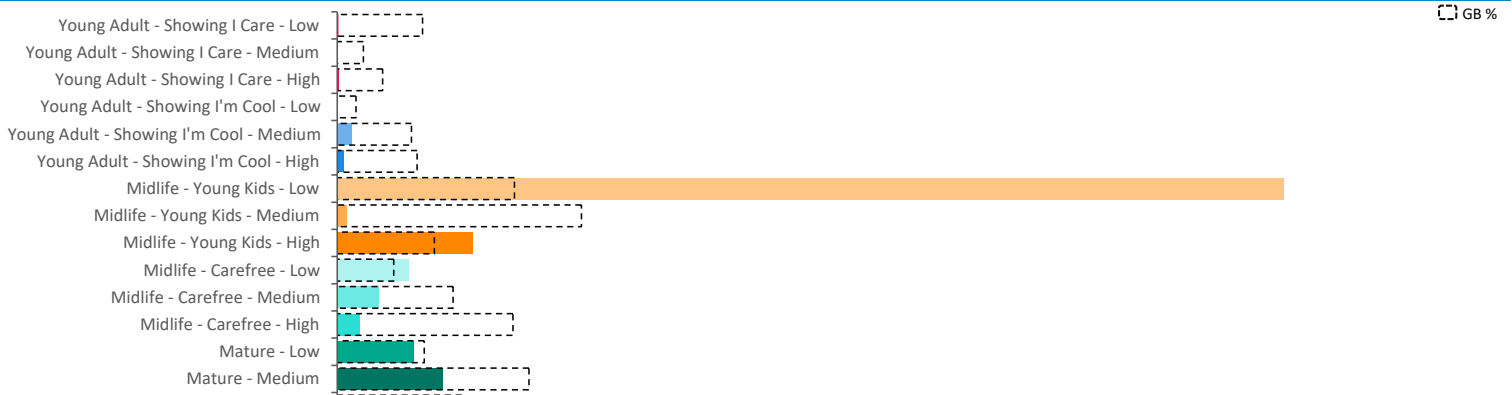
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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 - Horse Shoe Croft



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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	Horse Shoe	WA 3 7HQ	Star Pubs & Bars	Premium Local	0.0
2	Croft Village Memorial Hall	WA 3 7BQ	Independent Free	Clubland	0.3
3	Plough Inn	WA 3 7DS	Unknown	Premium Local	0.8
4	Birchwood Golf Club	WA 3 7PB	Independent Free	Clubland	1.1
5	Plough	WA 2 0SU	Greene King	Family Pub Dining	1.2
6	Poulton Park Golf Club	WA 2 0SH	Independent Free	Clubland	1.2
7	Farm Club	WA 2 0SF	Independent Free	Clubland	1.2