

# Catchment Summary - Pear Tree Inn Norwood Green



© 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](http://www.caci.co.uk/copyrightnotices.pdf)

■ Over GB Average  
■ Around GB Average  
■ Under GB Average

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

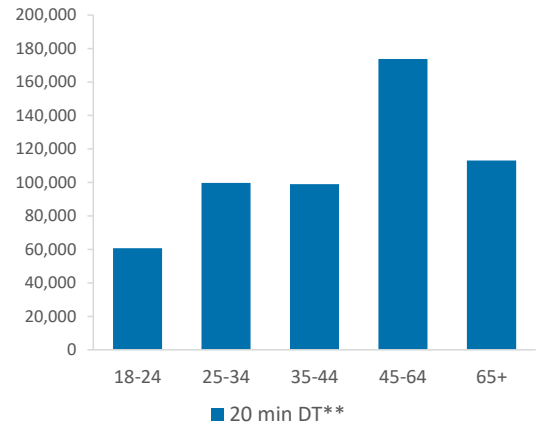
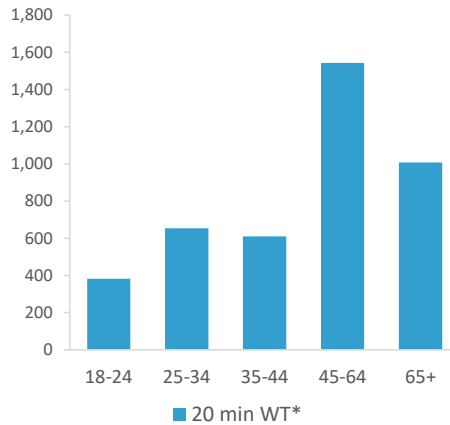
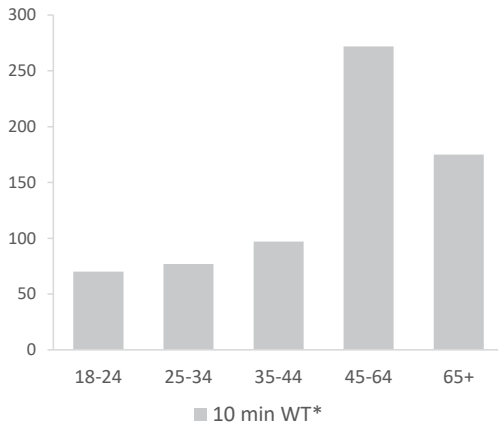
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	900	5,433	728,289	17	37	192
Adults 18+	691	4,196	546,138	16	23	183
Competition Pubs	2	8	708	13	25	196
Adults 18+ per Competition Pub	346	525	771	42	64	93
% Adults Likely to Drink	84.4%	82.7%	78.2%	102	100	95

Population & Adults 18+ index is based on all pubs

Affluence	Low	28.7%	21.8%	24.0%	112	85	93
	Medium	3.5%	49.7%	43.1%	9	126	109
	High	67.9%	28.1%	31.9%	202	84	95

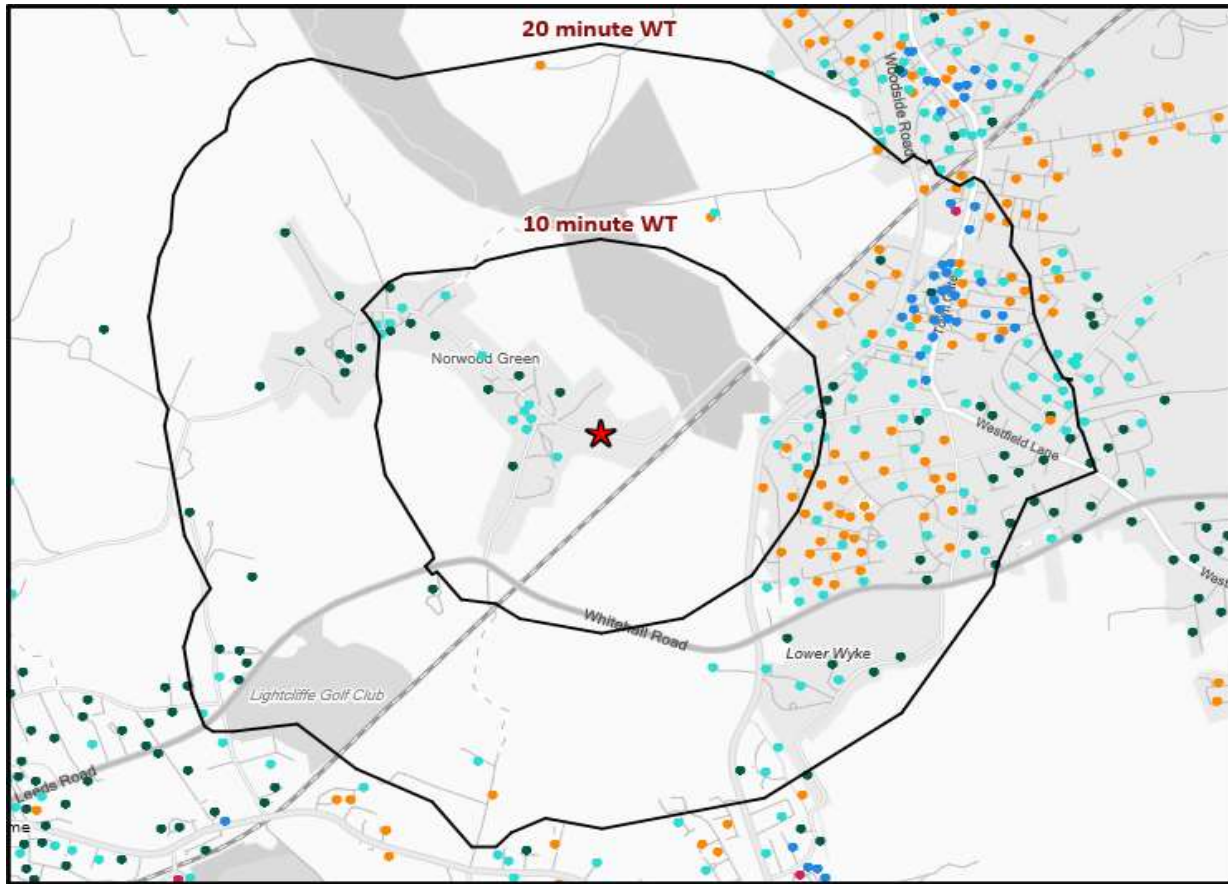
\*Affluence does not include Not Private Households

Age Profile	18-24	70	382	60,656	96	87	103
	25-34	77	654	99,762	64	91	103
	35-44	97	610	98,940	84	87	106
	45-64	272	1,543	173,713	118	111	93
	65+	175	1,007	113,067	102	97	81



	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	438 (49%)	2,633 (48%)	360,837 (50%)	98	98	100
	Female	462 (51%)	2,800 (52%)	367,452 (50%)	102	102	100
Economic Status (16-74)							
	Employed: Full-time	251 (38%)	1,645 (43%)	200,199 (39%)	92	102	94
	Employed: Part-time	83 (13%)	503 (13%)	71,236 (14%)	97	100	107
	Self employed	63 (10%)	312 (8%)	40,187 (8%)	100	85	82
	Unemployed	9 (1%)	89 (2%)	16,688 (3%)	58	97	137
	Retired	130 (20%)	605 (16%)	65,512 (13%)	144	114	93
	Other	121 (18%)	710 (18%)	119,456 (23%)	93	93	118
Total Worker Count		231	921	329,830			

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	23	91,621	0	6	188
Young Adult - Showing I'm Cool	0	356	65,198	0	92	130
Midlife - Young Kids	158	1,344	174,642	73	102	102
Midlife - Carefree	255	1,538	122,947	175	174	107
Mature	278	919	85,830	144	78	56
<b>Not Private Households</b>	0	16	5,900	0	27	75
<b>Total</b>	691	4,196	546,138			

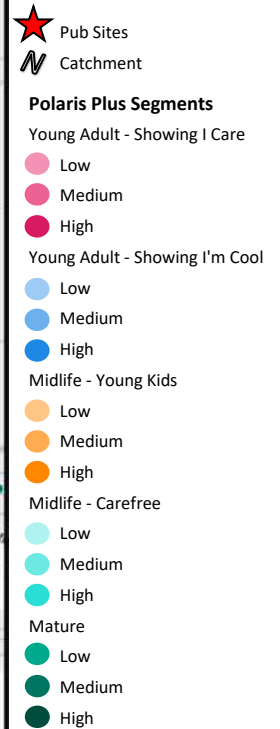
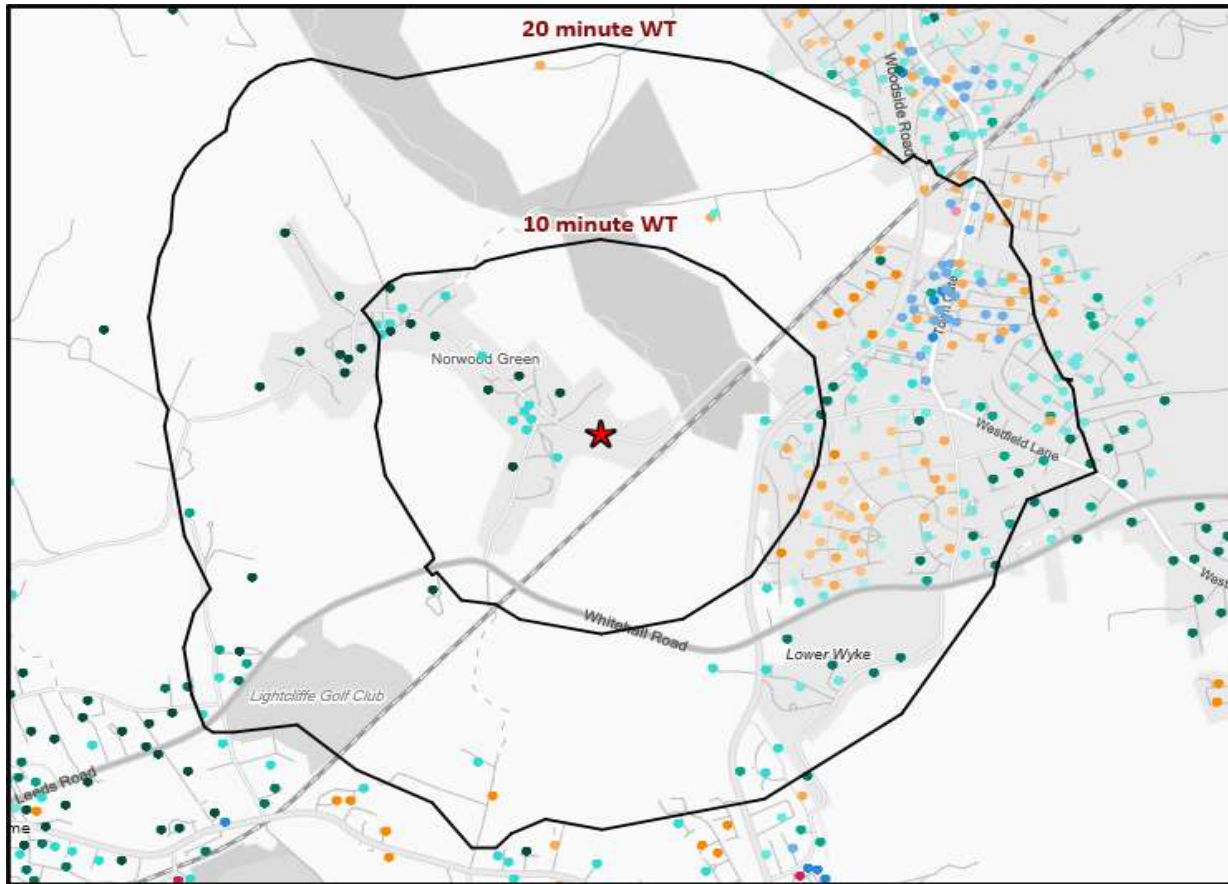
# Polaris Summary - Pear Tree Inn Norwood Green



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)  
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	23	10,724	0	13	47
Medium	0	0	510	0	0	7
High	0	0	80,387	0	0	437
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	319	46,325	0	206	229
High	0	37	18,873	0	20	77
<b>Midlife - Young Kids</b>						
Low	124	457	67,509	161	98	111
Medium	24	606	84,521	23	97	104
High	10	281	22,612	27	124	77
<b>Midlife - Carefree</b>						
Low	74	238	23,138	315	167	125
Medium	0	780	62,479	0	277	170
High	181	520	37,330	240	113	63
<b>Mature</b>						
Low	0	198	29,438	0	79	91
Medium	0	379	41,453	0	71	60
High	278	342	14,939	429	87	29
<b>Not Private Households</b>	0	16	5,900	0	27	75

# Polaris Summary - Pear Tree Inn Norwood Green



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

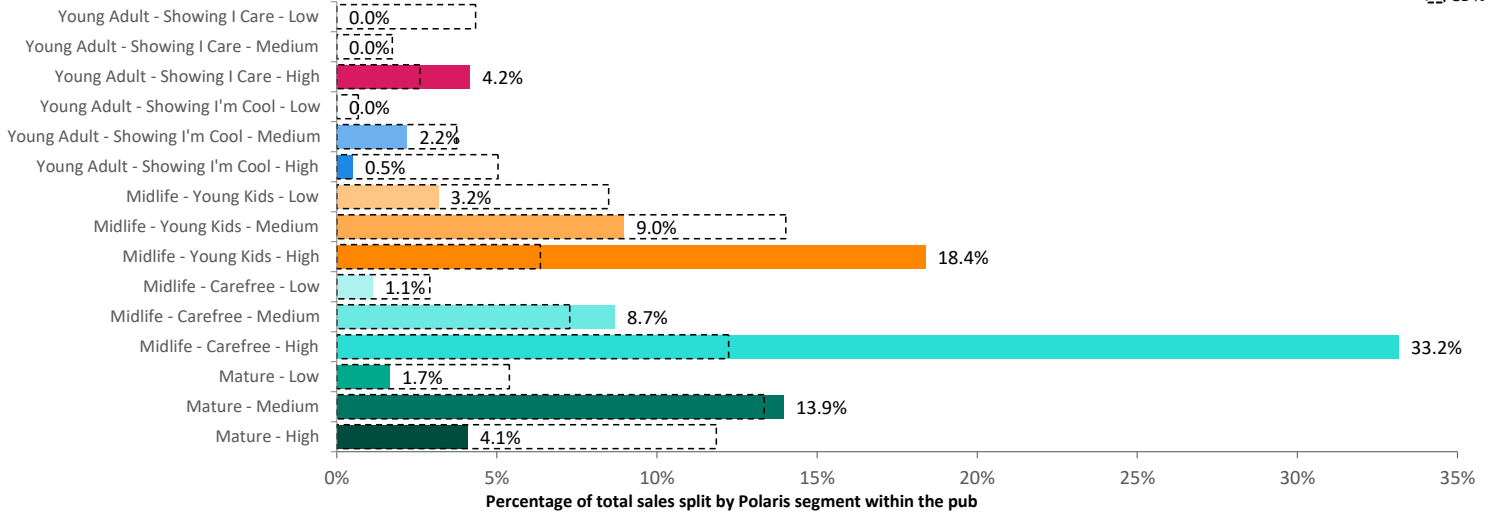


★ Pub Sites

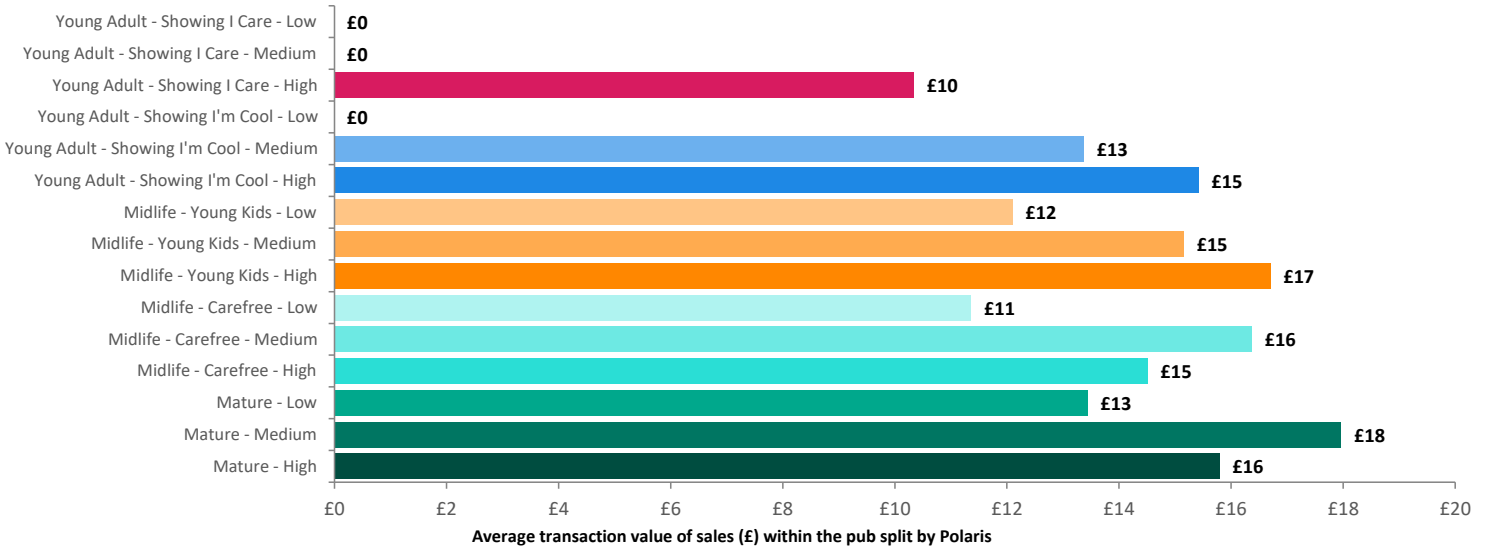
Total 691 4,196 546,138

Spend by Polaris

GB %

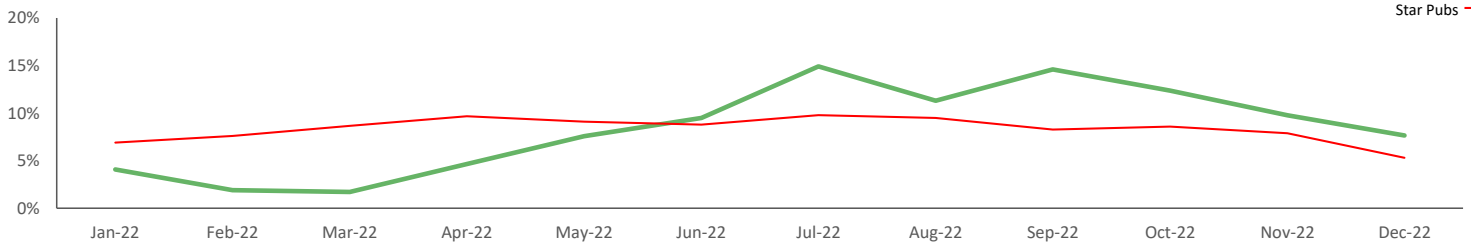


Average Transaction Values (£) by Polaris

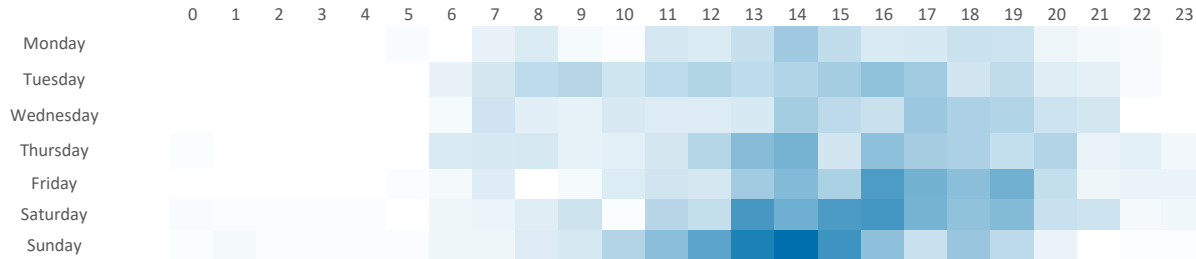


Spend by Month

Pear Tree Inn Norwood Green  
Star Pubs

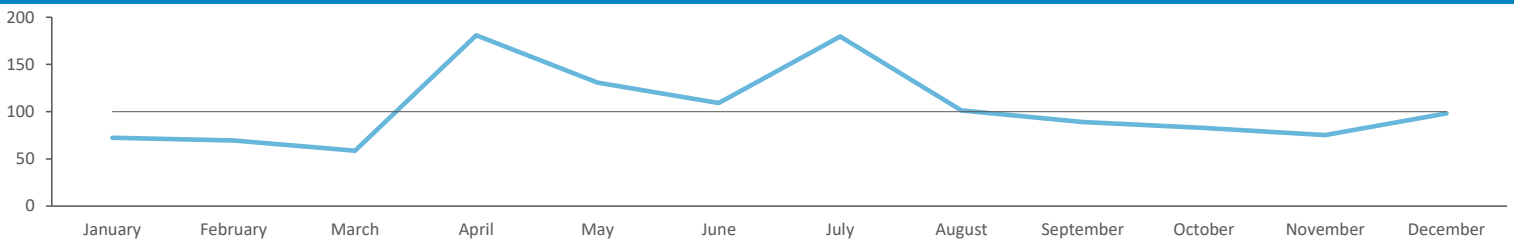


### Time of Day/Day of Week



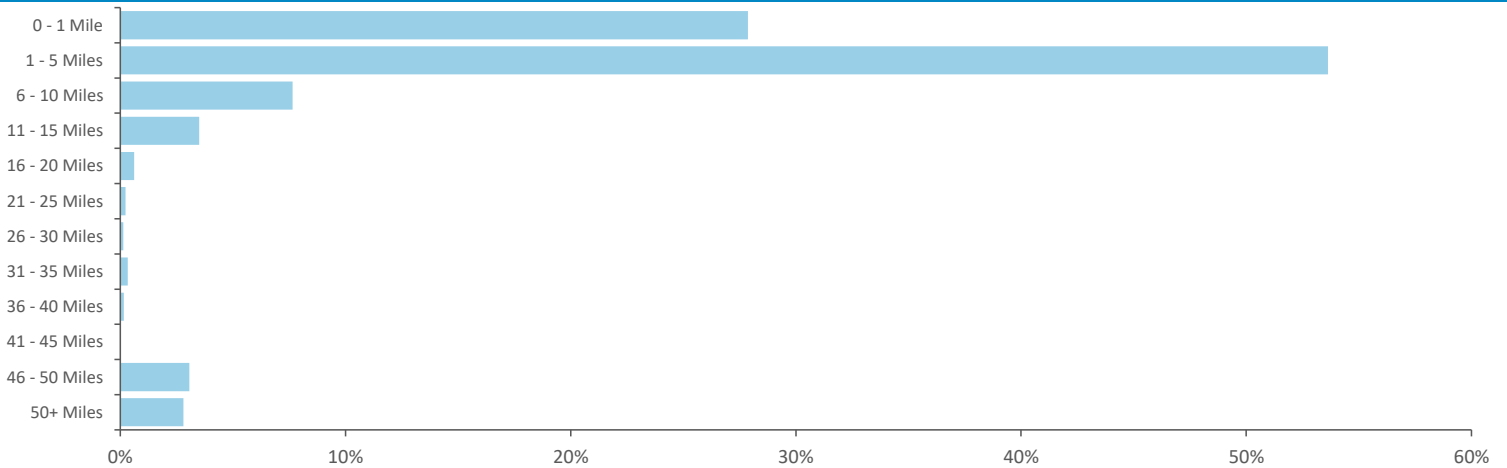
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



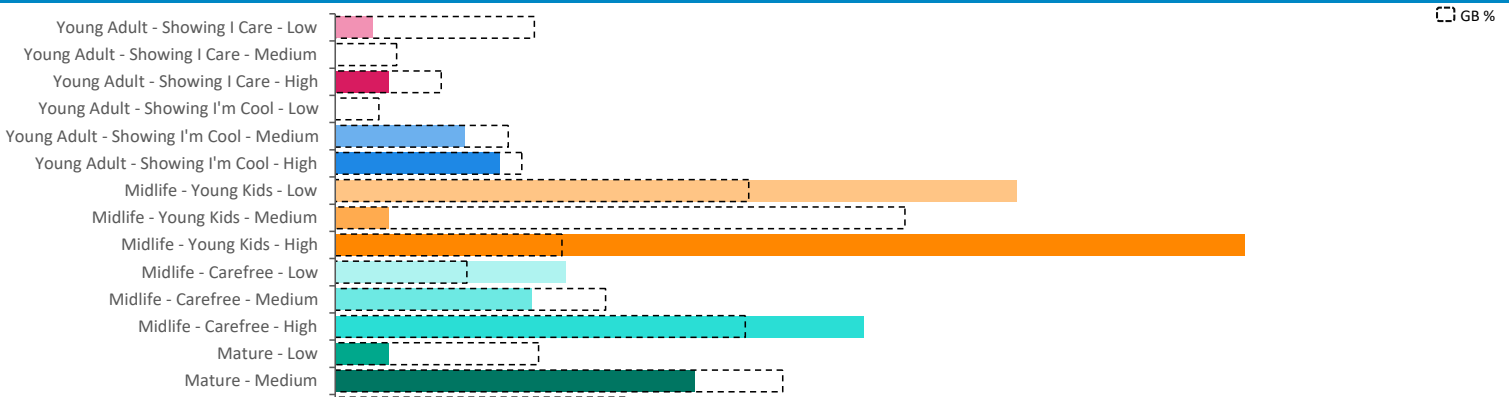
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

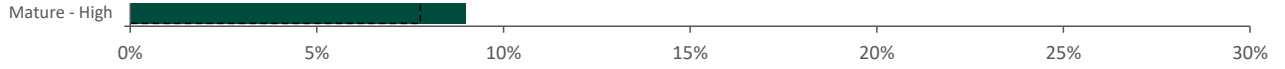


# Mobile Data Summary - Pear Tree Inn Norwood Green



© 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](http://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  
 N 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	Pear Tree Inn	HX 3 8QD	Star Pubs & Bars	Premium Local	0.0
2	Old White Beare	HX 3 8QX	Stonegate Pub Company	Family Pub Dining	0.5
3	Wyke Lion	BD12 8LL	Mitchells & Butlers	Family Pub Dining	0.5
4	Halfway House	BD12 8JP	Stonegate Pub Company	Community Pub	0.6
5	Oddfellows Hall	BD12 9JB	Independent Free	Community Pub	0.6
6	Brown Cow	BD12 9JQ	Unknown	Community Pub	0.6
7	Top Odd	BD12 9NT	Stonegate Pub Company	Community Pub	0.7
8	White Horse Inn	HX 3 8SX	Stonegate Pub Company	Premium Local	0.8
9	Baliff Bridge Community Centre	HD 6 4DX	Independent Free	Clubland	0.8
10	Crown	BD12 8AS	Admiral Taverns Ltd	Community Pub	0.9
11	T & Ms	BD12 8BN	Independent Free	Clubland	0.9
12	Sun Inn	HX 3 8TH	Stonegate Pub Company	Family Pub Dining	0.9
13	Lightcliffe Golf Club	HX 3 8SW	Independent Free	Clubland	0.9
14	Lightcliffe Club	HX 3 8AU	Independent Free	Clubland	1.2