

# Catchment Summary - Hilbre West Kirby

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- Over GB Average
- Around GB Average
- Under GB Average

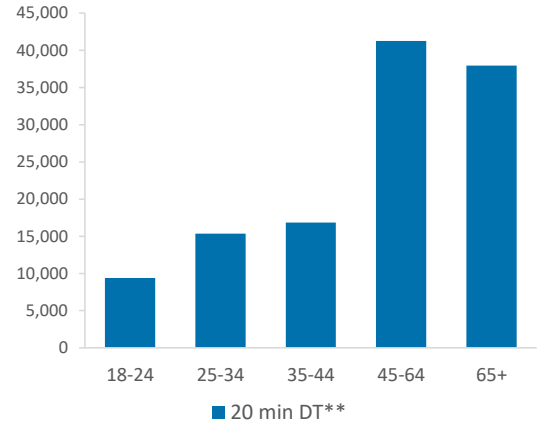
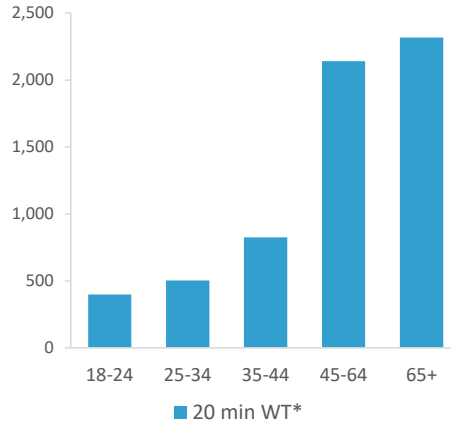
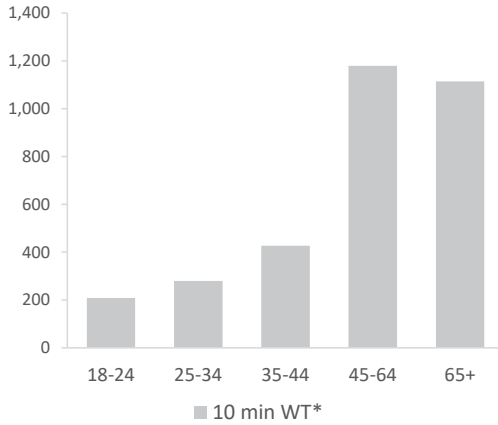
\*WT= Walktime, \*\*DT= Drivetime

	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	3,984	7,610	151,443	75	52	40
Population & Adults 18+ index is based on all pubs						
Adults 18+	3,209	6,186	120,784	74	35	40
Competition Pubs	4	13	112	27	41	31
Adults 18+ per Competition Pub	802	476	1,078	97	58	131
% Adults Likely to Drink	85.9%	85.9%	83.6%	104	104	101

Affluence	Low	38.2%	30.1%	25.6%	149	117	100
	Medium	6.8%	9.4%	44.4%	17	24	113
	High	54.9%	58.3%	29.0%	164	174	86

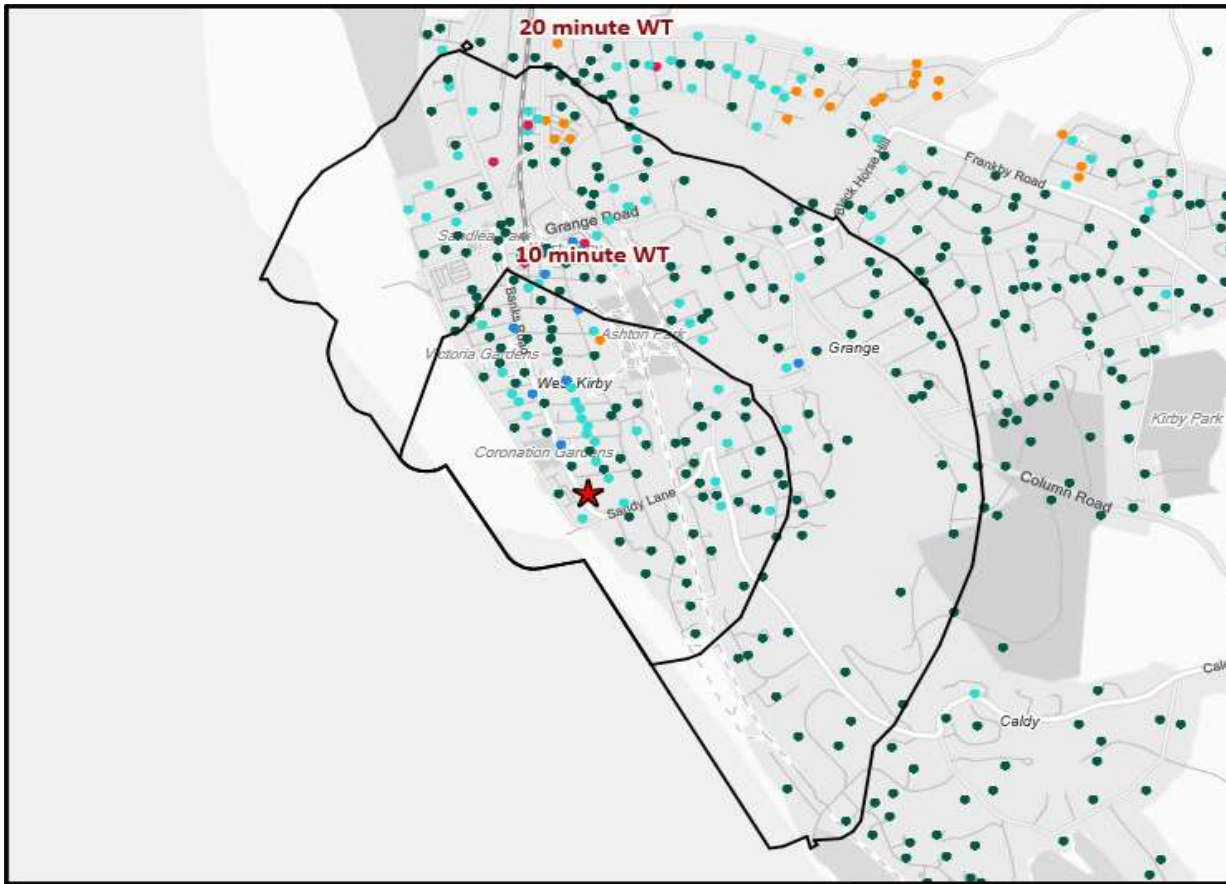
\*Affluence does not include Not Private Households

Age Profile	18-24	209	398	9,389	65	64	76
	25-34	280	504	15,362	53	50	76
	35-44	427	825	16,850	83	84	86
	45-64	1,179	2,141	41,259	116	110	107
	65+	1,114	2,318	37,924	146	159	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	1,926 (48%)	3,668 (48%)	72,435 (48%)	98	97	97
	Female	2,058 (52%)	3,942 (52%)	79,008 (52%)	102	102	103
Economic Status (16-74)							
	Employed: Full-time	1,055 (38%)	1,951 (38%)	40,282 (38%)	92	91	91
	Employed: Part-time	337 (12%)	661 (13%)	15,241 (14%)	94	98	111
	Self employed	343 (12%)	663 (13%)	8,746 (8%)	130	134	86
	Unemployed	49 (2%)	68 (1%)	2,508 (2%)	75	55	100
	Retired	588 (21%)	1,108 (21%)	20,314 (19%)	155	155	139
	Other	380 (14%)	722 (14%)	18,916 (18%)	70	71	90
Total Worker Count		1,981	4,841	51,479			

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	45	887	0	8	8
Young Adult - Showing I'm Cool	202	283	4,275	68	50	38
Midlife - Young Kids	19	152	26,678	2	8	70
Midlife - Carefree	878	1,471	28,959	130	113	114
Mature	2,110	4,102	58,712	235	237	174
<b>Not Private Households</b>	0	133	1,273	0	150	73
<b>Total</b>	3,209	6,186	120,784			

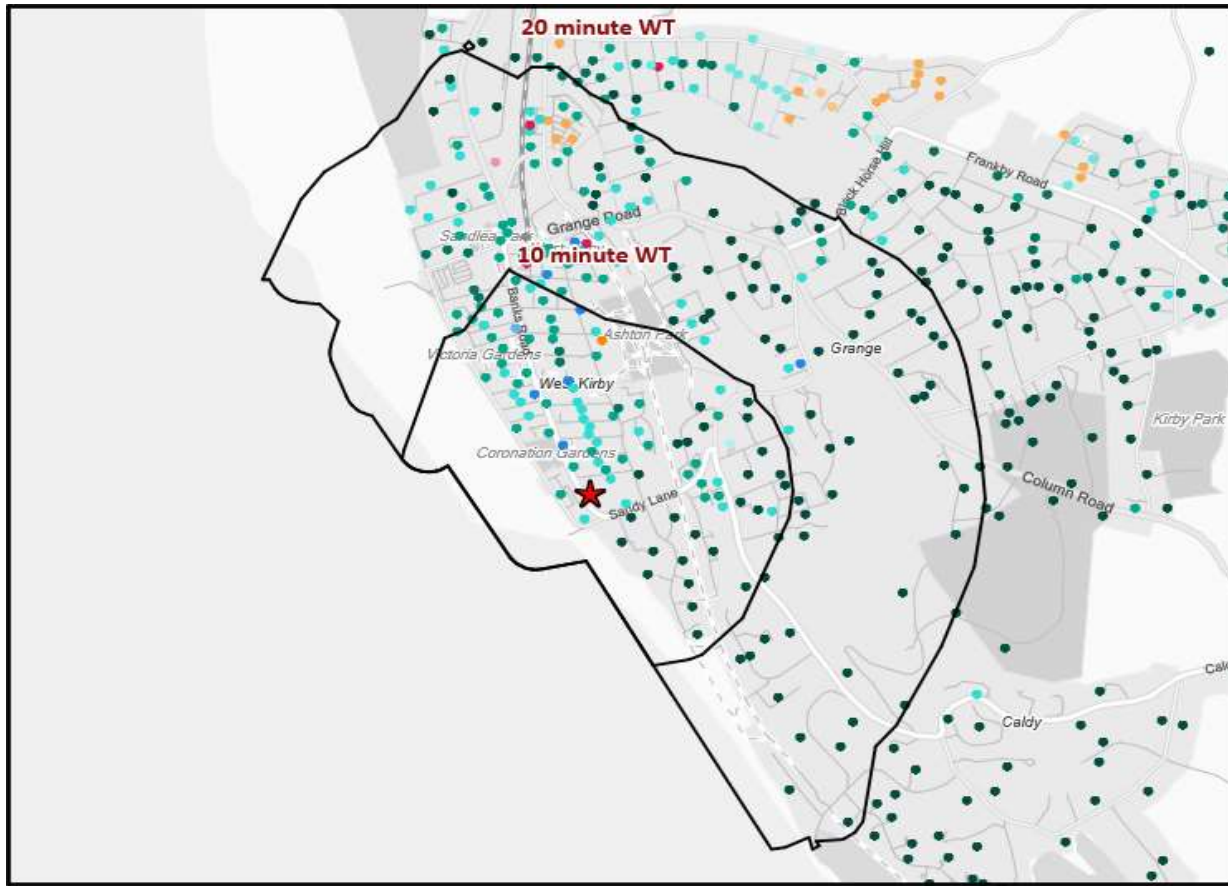
# Polaris Summary - Hilbre West Kirby



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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

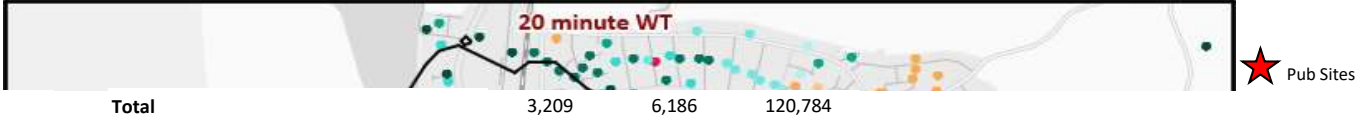
\*WT= Walktime, \*\*DT= Drivetime

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	3	12	0	1	0
Medium	0	0	0	0	0	0
High	0	42	875	0	20	22
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	44	44	2,251	37	19	50
High	158	239	2,024	110	86	37
<b>Midlife - Young Kids</b>						
Low	0	0	14,802	0	0	110
Medium	0	133	9,562	0	14	53
High	19	19	2,314	11	6	36
<b>Midlife - Carefree</b>						
Low	35	35	2,112	32	17	51
Medium	0	0	16,160	0	0	199
High	843	1,436	10,687	241	213	81
<b>Mature</b>						
Low	1,192	1,823	13,938	626	496	194
Medium	175	406	25,666	43	52	168
High	743	1,873	19,108	247	323	169
<b>Not Private Households</b>	0	133	1,273	0	150	73

# Polaris Summary - Hilbre West Kirby

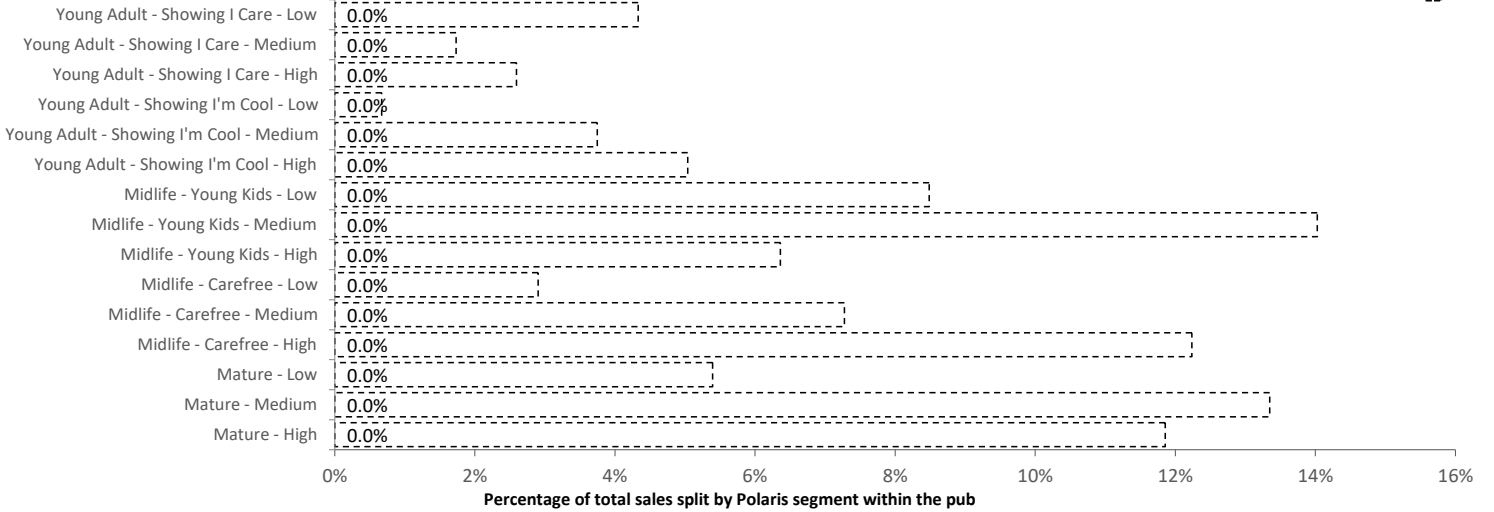


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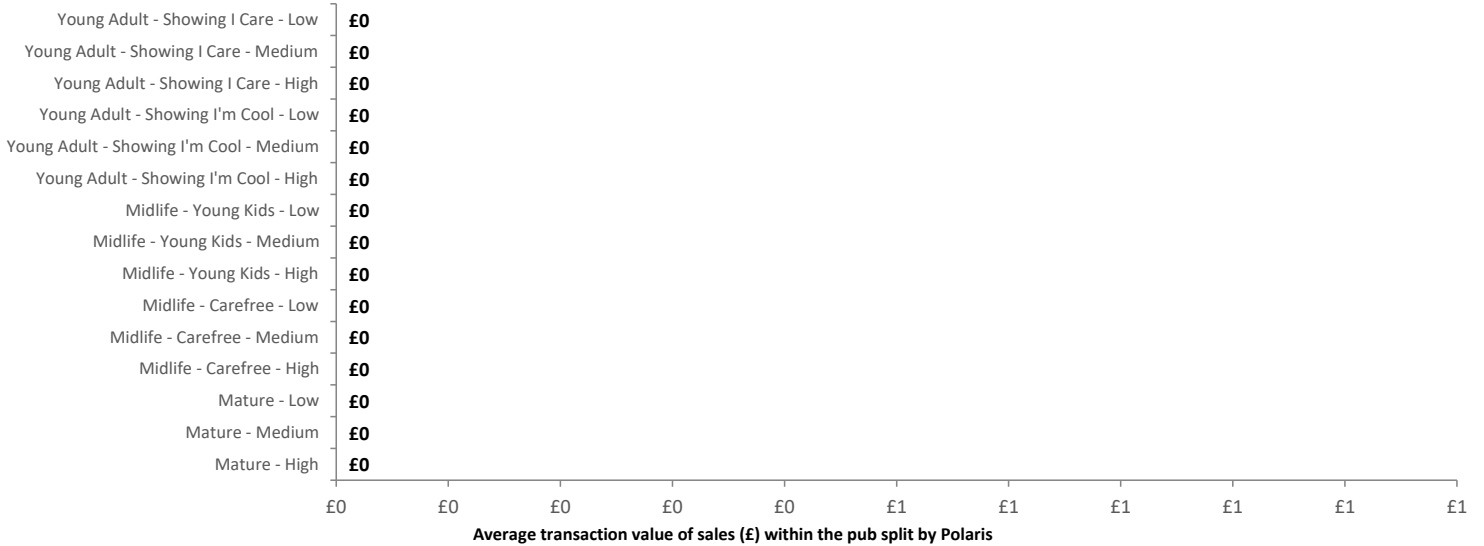


## Spend by Polaris

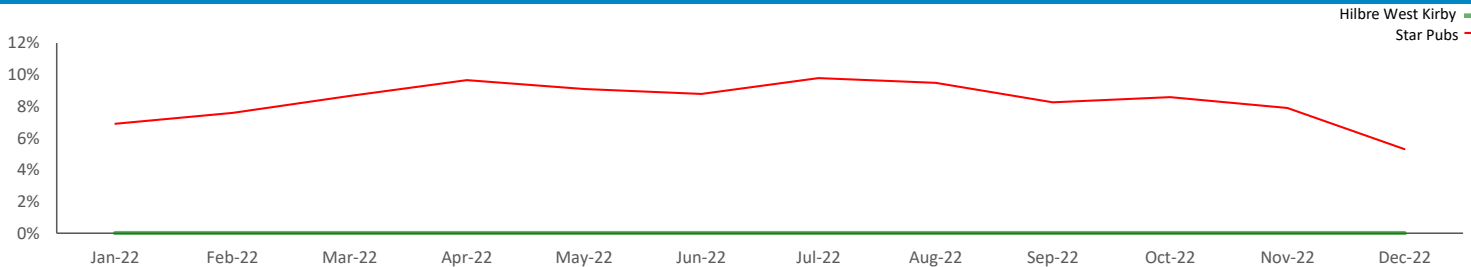
GB %



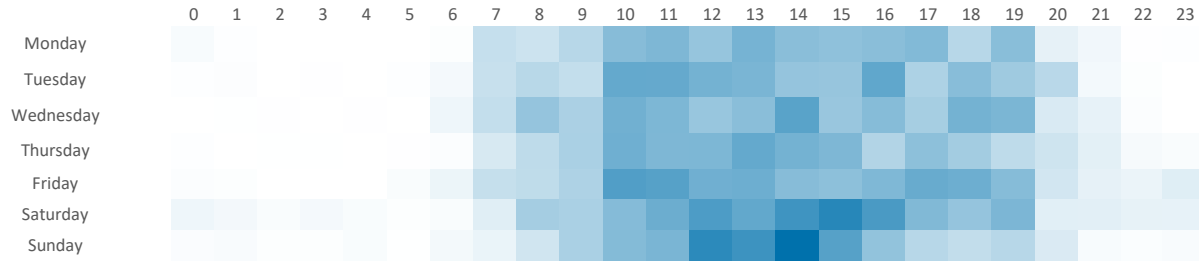
## Average Transaction Values (£) by Polaris



## Spend by Month

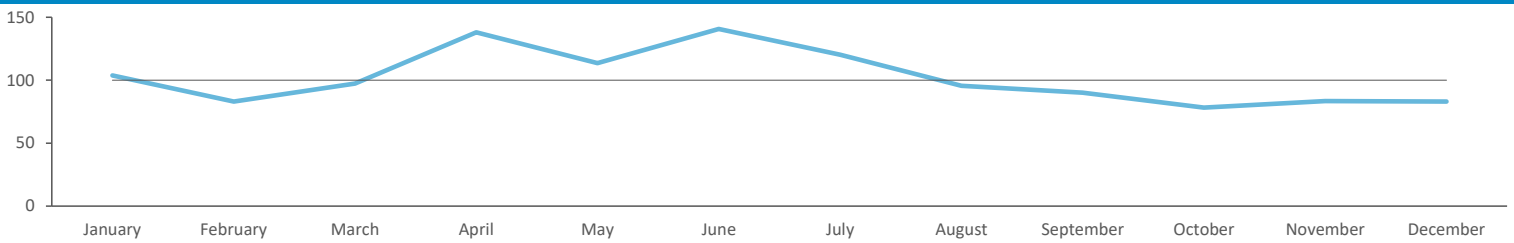


### Time of Day/Day of Week



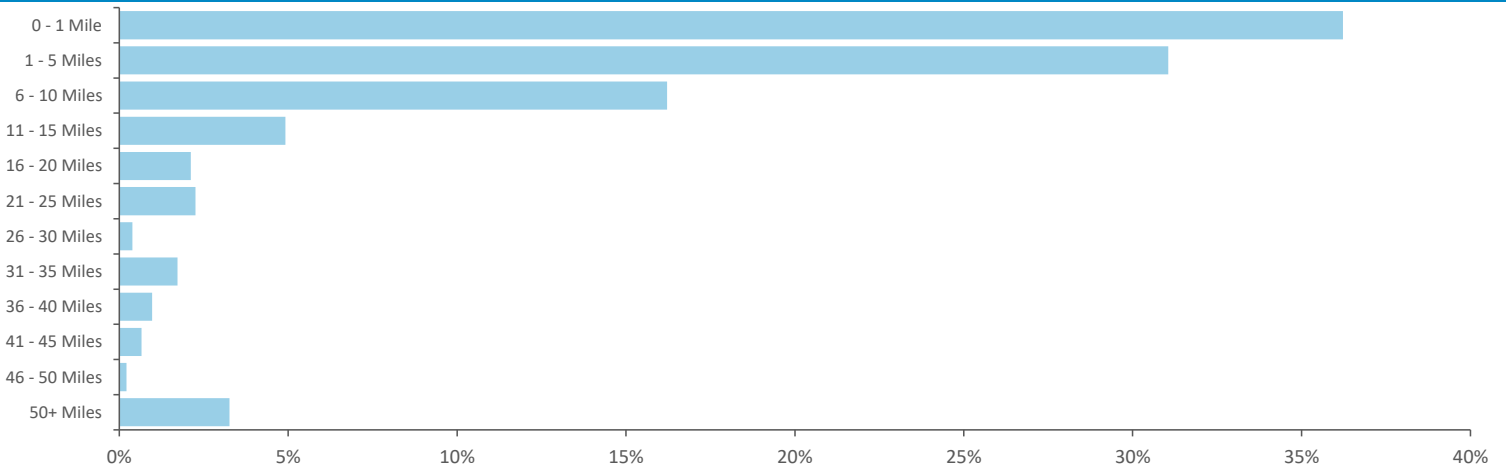
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



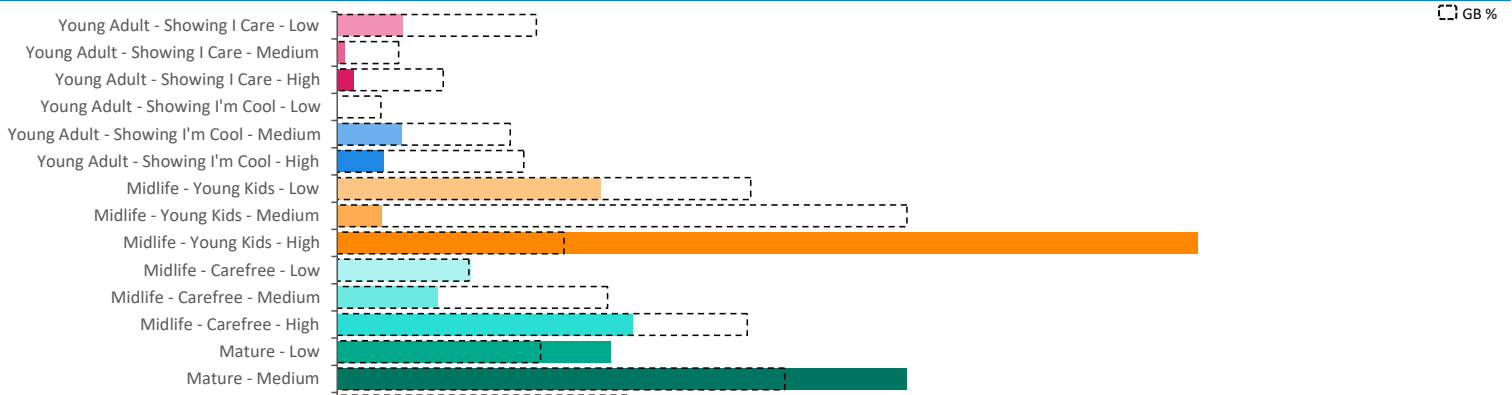
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

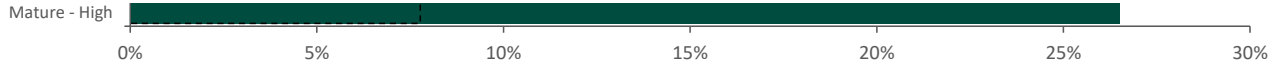


# Mobile Data Summary - Hilbre West Kirby



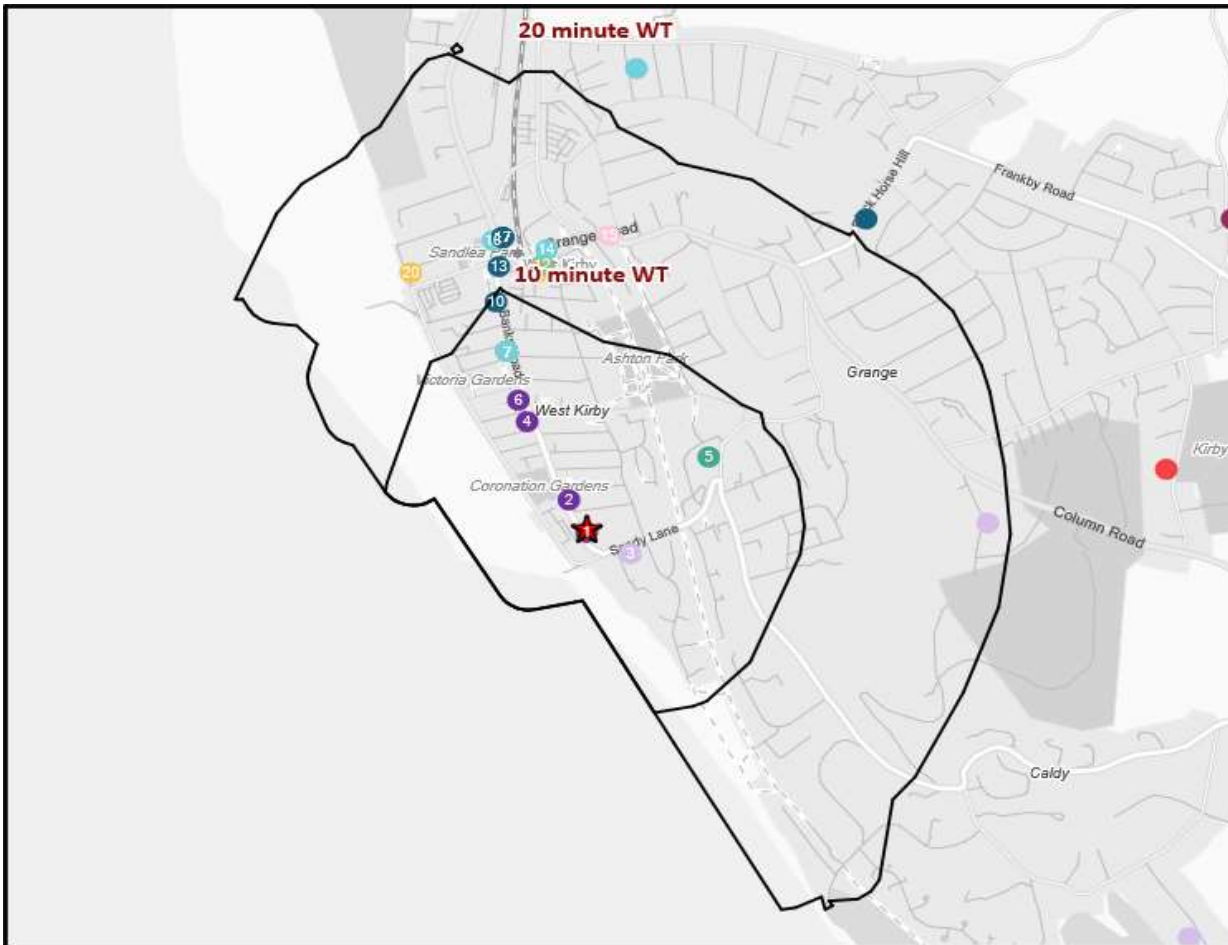
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## Time of Day/Day of Week



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	Hilbre Court	CH48 3HU	Star Pubs & Bars	Premium Local	0.0
2	Est Italian	CH48 3HT	Independent Free	Restaurants	0.1
3	West Kirkby Sailing Club	CH48 3HZ	Independent Free	Sports Clubs	0.1
4	Royal Bengal Restaurant	CH48 0QB	Independent Free	Restaurants	0.2
5	Hickory's Smokehouse	CH48 3JN	Hickory's Smokehouse Ltd	Casual Dining	0.3
6	Andre's	CH48 0RF	Independent Free	Restaurants	0.3
7	Homebrew Tap	CH48 0RE	Independent Free	GPGF	0.4
7	Restaurant 625	CH48 0RE	Independent Free	Casual Dining	0.4
7	West Kirby Social Club	CH48 0RE	Independent Free	Clubland	0.4
10	Wild Inn	CH48 0RD	Independent Free	ABOS	0.5
11	Amici	CH48 4DD	Independent Free	High Street Pub	0.5
12	Dee Hotel	CH48 4EF	Wetherspoons GB	Circuit Bar	0.5
13	Blind Pig	CH48 4HD	Independent Free	ABOS	0.5
14	West Kirby Leisure Centre	CH48 4HX	Independent Free	Clubland	0.6
15	White Lion	CH48 4EE	Independent Free	GPGF	0.6
16	Crosville Emp Social Club	CH48 4HA	Independent Free	Clubland	0.6
17	Karma Restaurant	CH48 4DY	Independent Free	Restaurants	0.6
17	Wro	CH48 4DY	Independent Free	ABOS	0.6
17	Grand Ave	CH48 4DY	Independent Free	ABOS	0.6
20	Sunset Lounge	CH48 0QG	Independent Free	High Street Pub	0.6