

# Catchment Summary - Bay Horse Inn Worsthorne

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

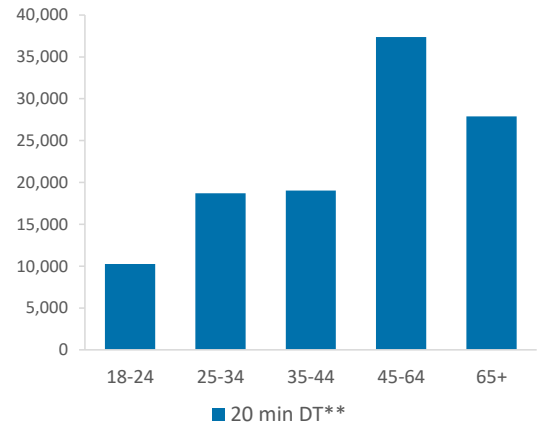
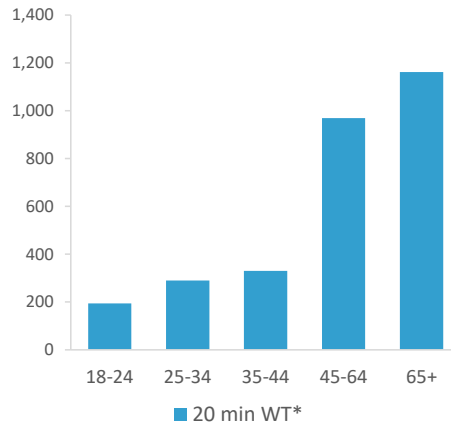
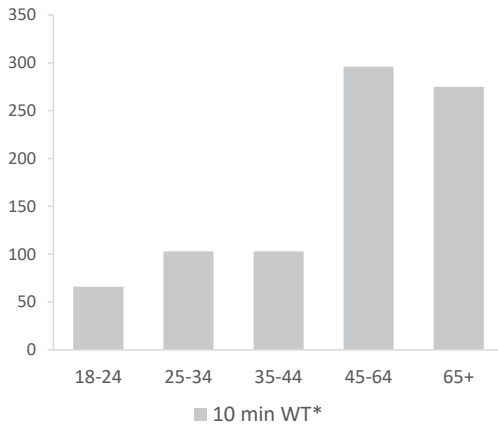
\*WT= Walktime, \*\*DT= Drivetime

	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	1,023	3,463	148,232	19	24	39
Population & Adults 18+ index is based on all pubs						
Adults 18+	843	2,945	113,239	19	16	38
Competition Pubs	3	4	165	20	13	46
Adults 18+ per Competition Pub	281	736	686	34	89	83
% Adults Likely to Drink	83.9%	84.6%	79.8%	102	103	97

Affluence	Low	0.0%	16.2%	18.3%	0	63	71
	Medium	41.6%	43.2%	51.6%	106	110	131
	High	54.4%	39.5%	28.7%	162	118	86

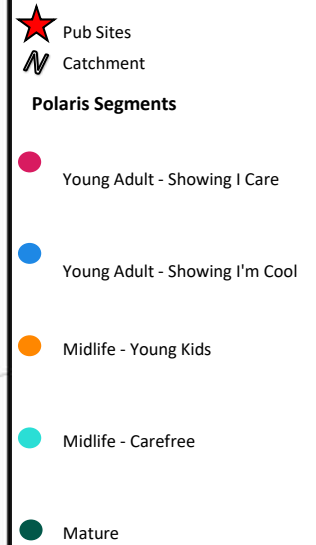
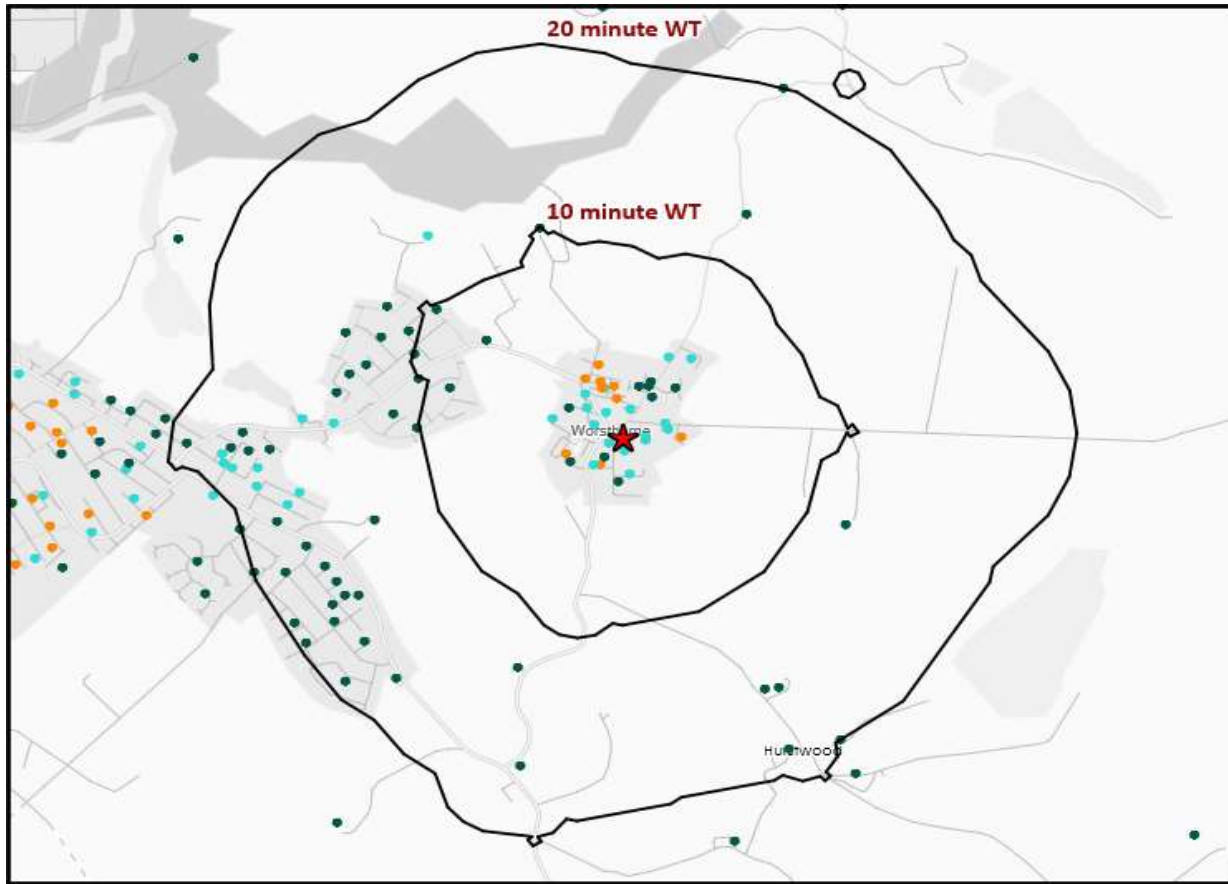
\*Affluence does not include Not Private Households

Age Profile	18-24	66	194	10,255	80	69	85
	25-34	103	290	18,721	76	63	95
	35-44	103	330	19,023	78	74	100
	45-64	296	969	37,361	113	109	99
	65+	275	1,162	27,879	141	176	98



	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	527 (52%)	1,678 (48%)	72,990 (49%)	104	98	100
	Female	496 (48%)	1,785 (52%)	75,242 (51%)	96	102	100
Economic Status (16-74)							
	Employed: Full-time	347 (47%)	1,014 (41%)	40,146 (38%)	114	98	92
	Employed: Part-time	113 (15%)	379 (15%)	14,372 (14%)	119	117	106
	Self employed	77 (11%)	251 (10%)	8,689 (8%)	110	106	87
	Unemployed	11 (2%)	31 (1%)	2,838 (3%)	63	53	115
	Retired	114 (16%)	578 (23%)	16,022 (15%)	113	169	111
	Other	69 (9%)	233 (9%)	22,306 (21%)	48	48	108
Total Worker Count		163	402	66,927			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

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

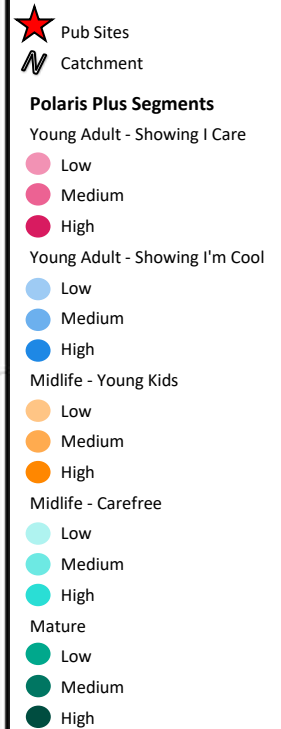
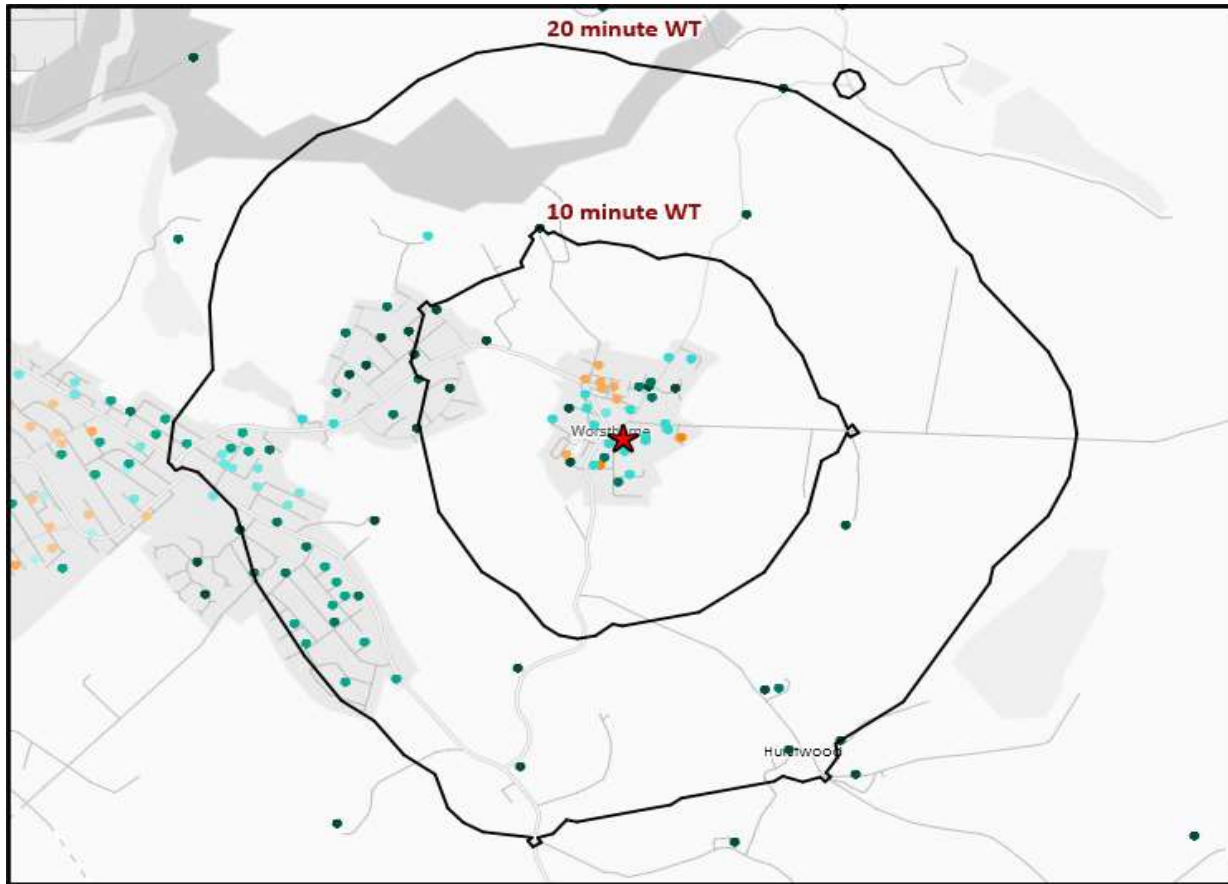
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	10,239	0	0	101
Young Adult - Showing I'm Cool	0	0	20,178	0	0	194
Midlife - Young Kids	234	234	36,538	88	25	103
Midlife - Carefree	357	769	22,883	201	124	96
Mature	219	1,909	21,825	93	232	69
<b>Not Private Households</b>	33	33	1,576	272	78	97
<b>Total</b>	843	2,945	113,239			

# Polaris Summary - Bay Horse Inn Worsthorne



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Data Source © 2020 TomTom





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	47	0	0	1
Medium	0	0	0	0	0	0
High	0	0	10,192	0	0	267
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	18,189	0	0	434
High	0	0	1,989	0	0	39
<b>Midlife - Young Kids</b>						
Low	0	0	10,762	0	0	86
Medium	214	214	20,520	170	49	121
High	20	20	5,256	44	13	86
<b>Midlife - Carefree</b>						
Low	0	0	3,122	0	0	81
Medium	22	345	9,934	39	174	131
High	335	424	9,827	364	132	79
<b>Mature</b>						
Low	0	476	6,812	0	272	101
Medium	115	714	9,792	108	192	68
High	104	719	5,221	132	260	49
<b>Not Private Households</b>	33	33	1,576	272	78	97

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Total

843

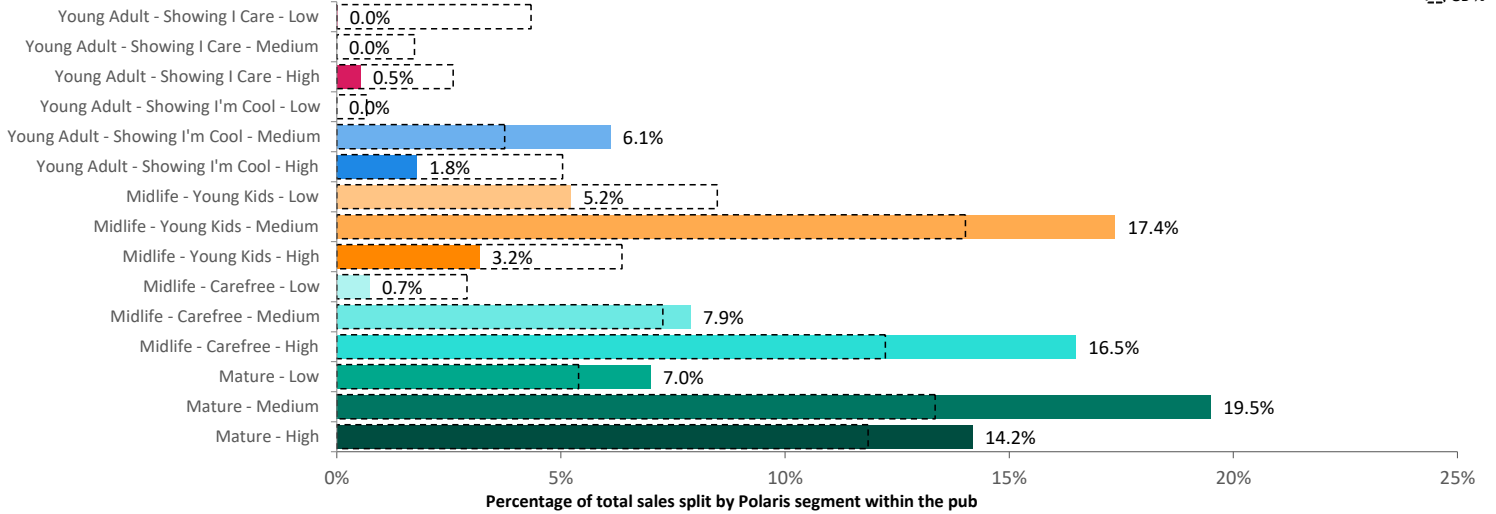
2,945

113,239

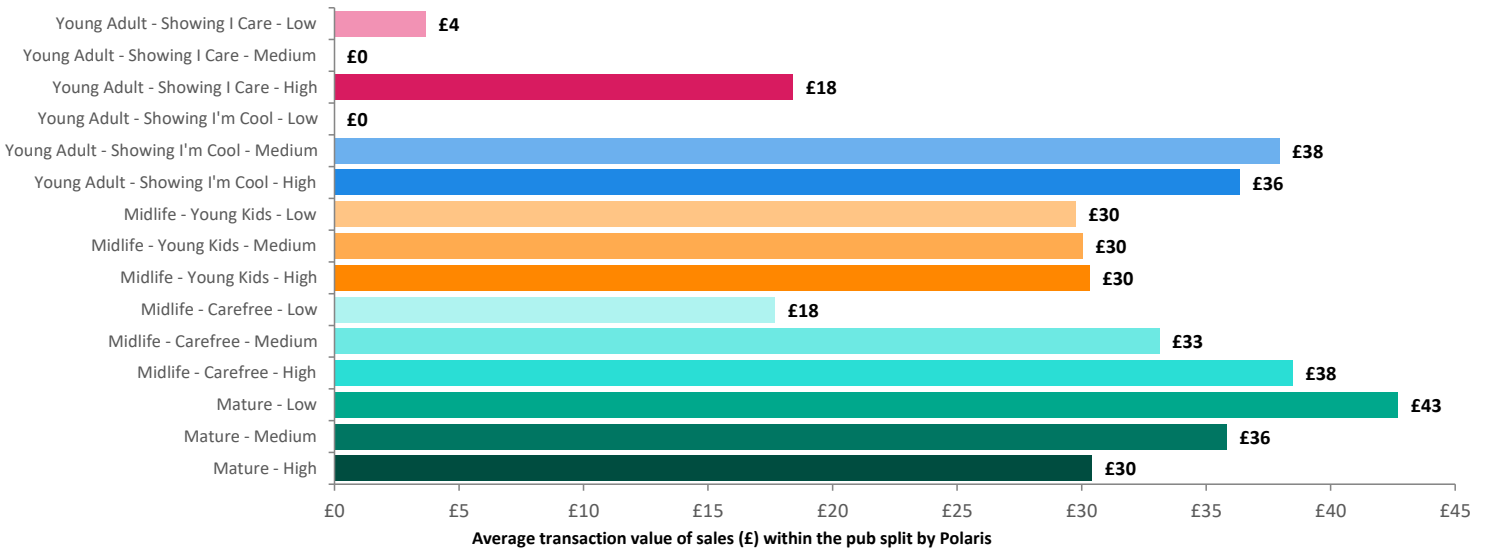


Spend by Polaris

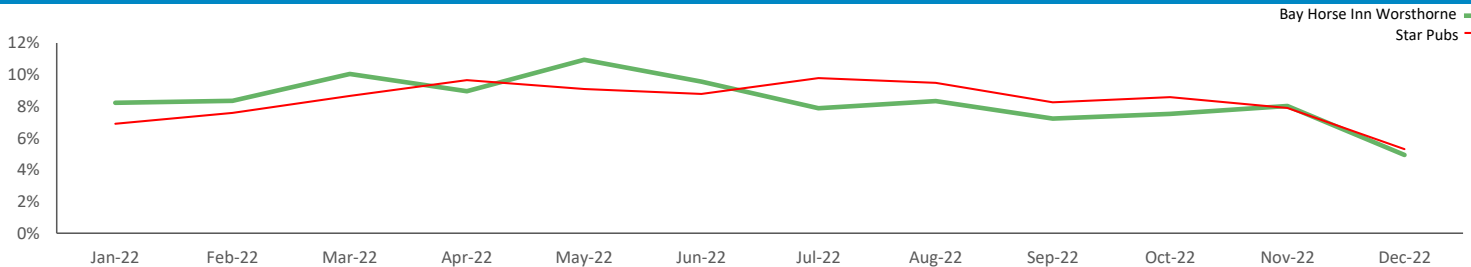
GB %



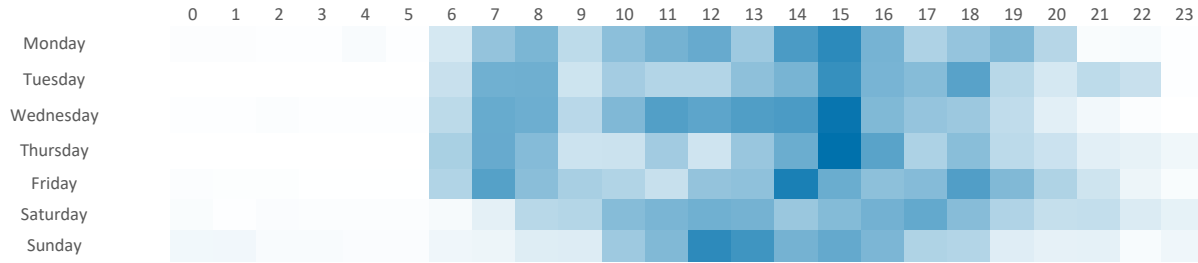
Average Transaction Values (£) by Polaris



Spend by Month

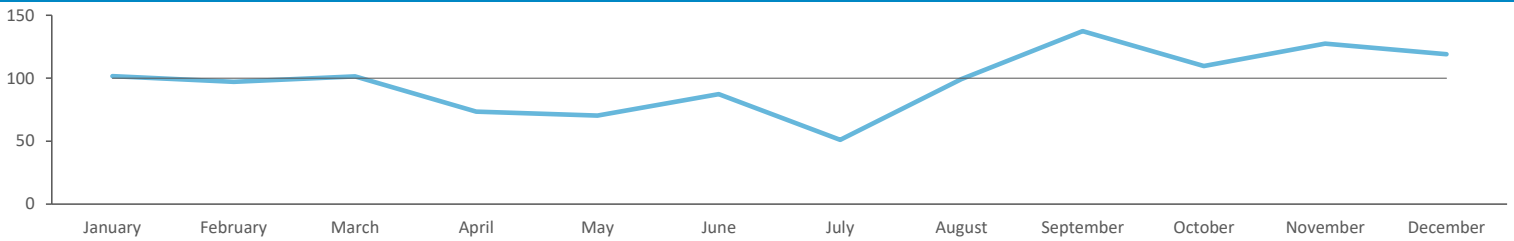


### Time of Day/Day of Week



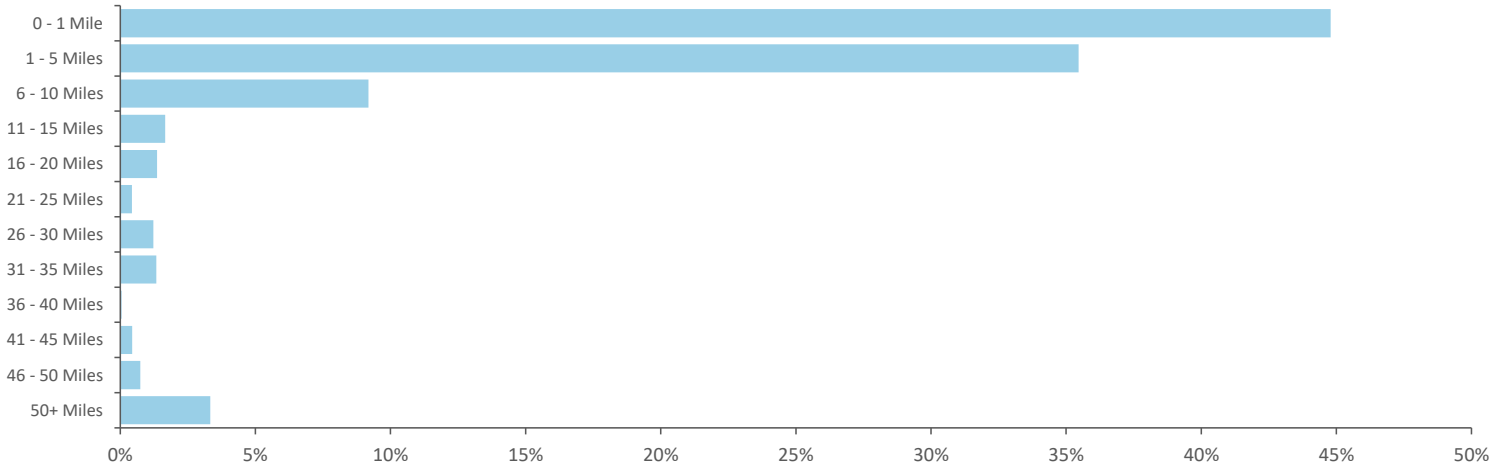
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



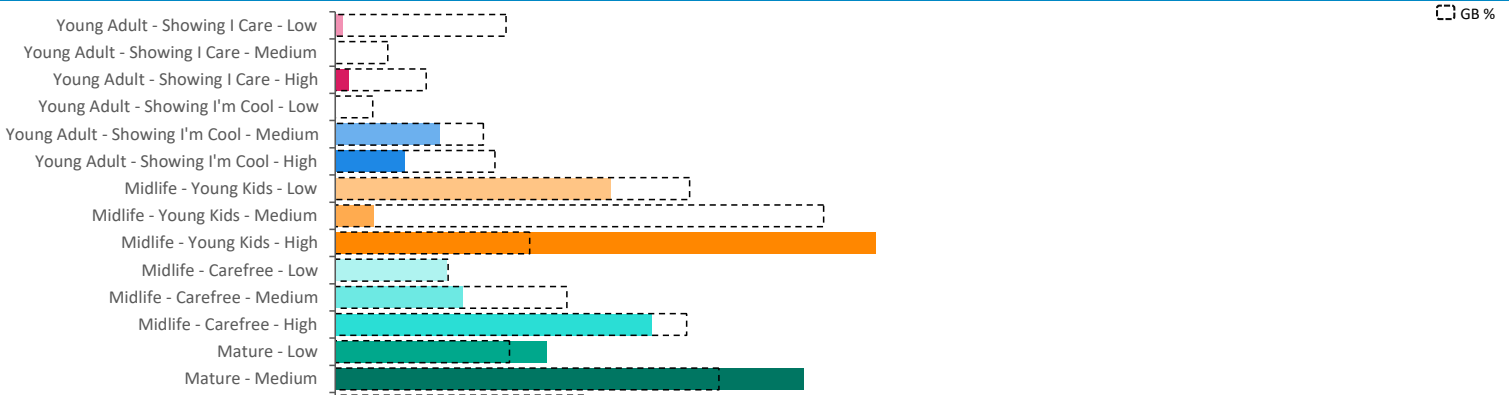
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

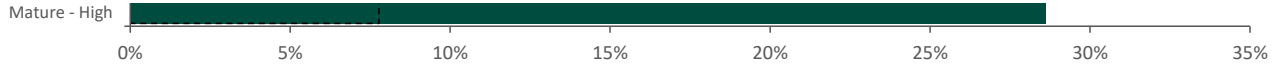


# Mobile Data Summary - Bay Horse Inn Worsthorne



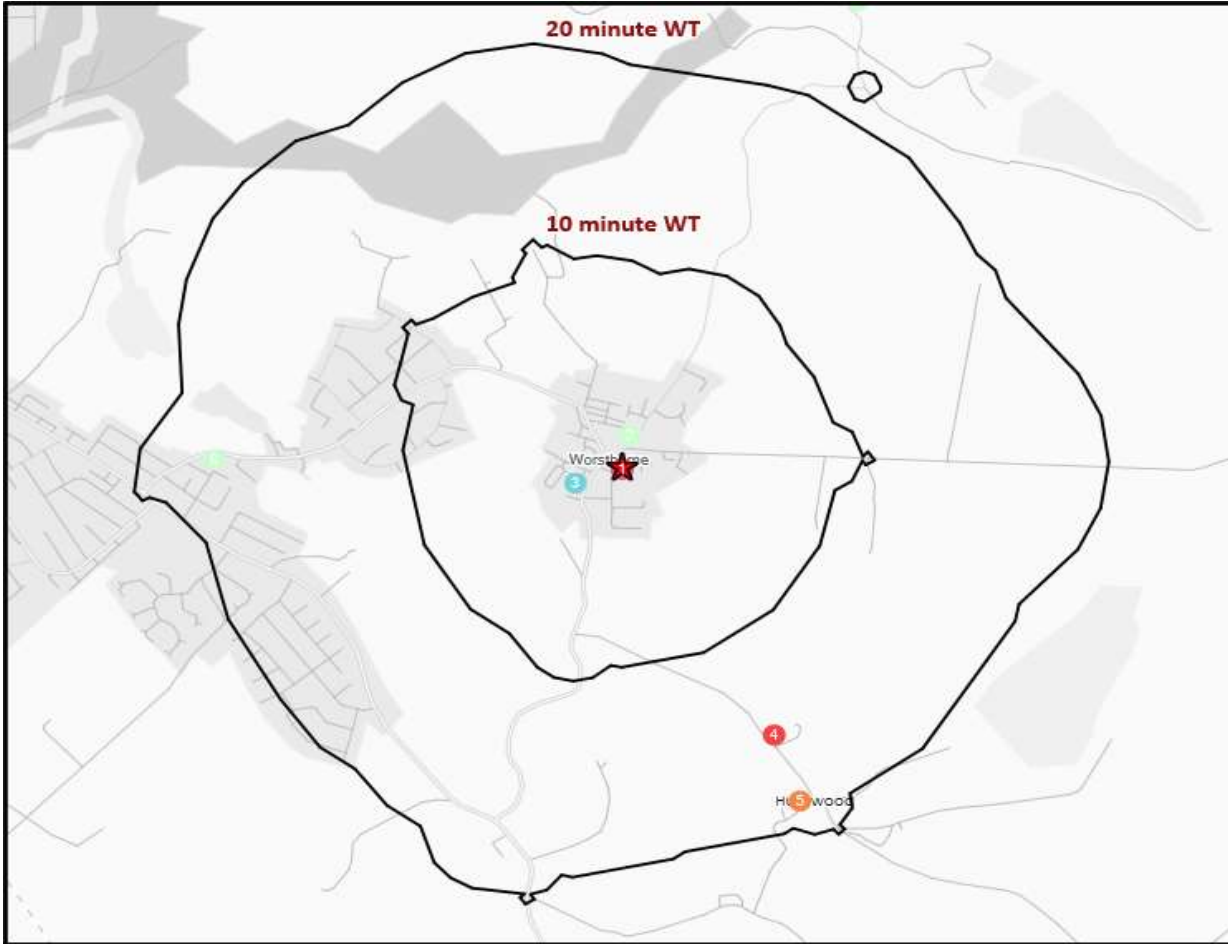
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## Time of Day/Day of Week



**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	Bay Horse Inn	BB10 3NH	Star Pubs & Bars	Family Pub Dining	0.0
2	Crooked Billet	BB10 3NQ	Independent Free	Community Pub	0.1
3	Worsthorne Social Club	BB10 3PY	Independent Free	Clubland	0.1
4	Simply Fields Weddings & Events	BB10 3LF	Independent Free	Large Venue	0.6
5	Hurstwood Hall Guest House	BB10 3LG	Independent Free	Hotel	0.7
6	Thornton Arms	BB10 3JS	Admiral Taverns Ltd	Community Pub	0.7
7	Roggerham Gate Inn	BB10 3PQ	Independent Free	Community Pub	1.0
8	Kettledrum Inn	BB10 4RG	*Other Small Retail Groups	Community Pub	1.1