

Catchment Summary - Gilly Gate York

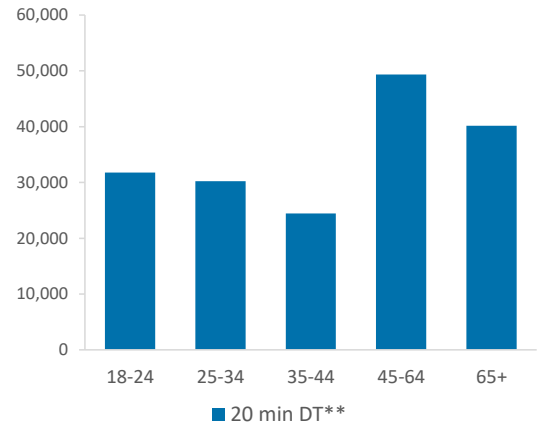
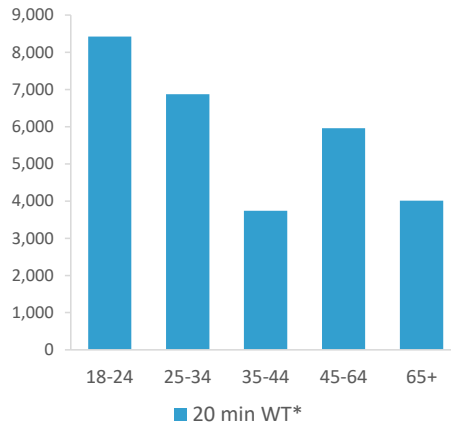
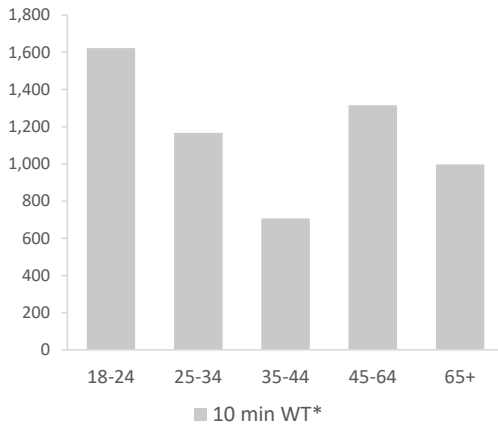


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- Over GB Average
- Around GB Average
- Under GB Average

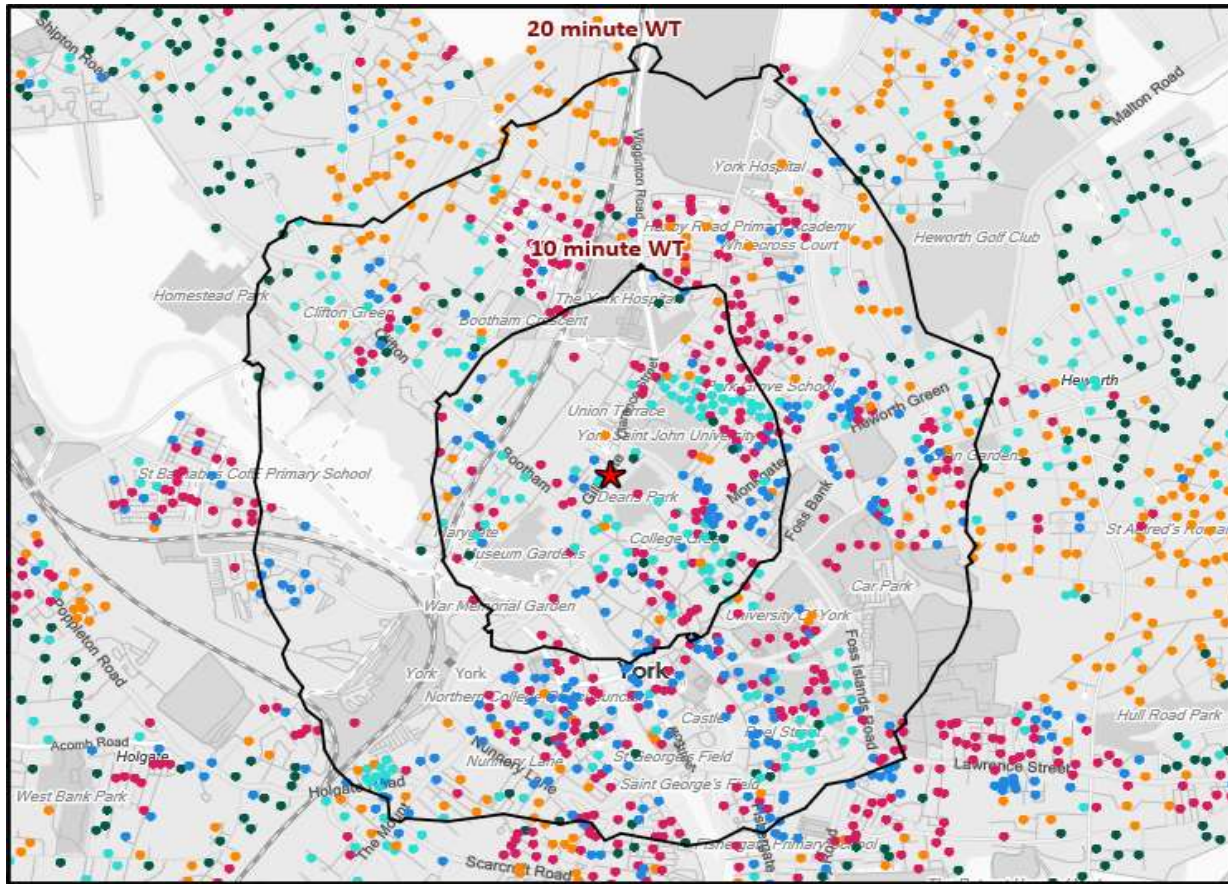
*WT= Walktime, **DT= Drivetime

| | 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 | 6,473 | 32,949 | 212,754 | 122 | 226 | 56 | |
| <small>Population & Adults 18+ index is based on all pubs</small> | | | | | | | |
| Adults 18+ | 5,808 | 28,998 | 175,953 | 133 | 162 | 59 | |
| Competition Pubs | 57 | 135 | 266 | 380 | 422 | 73 | |
| Adults 18+ per Competition Pub | 102 | 215 | 661 | 12 | 26 | 80 | |
| % Adults Likely to Drink | 85.2% | 83.1% | 83.7% | 103 | 101 | 101 | |
| Affluence | Low | 26.9% | 37.3% | 24.3% | 105 | 145 | 95 |
| | Medium | 13.3% | 10.2% | 32.3% | 34 | 26 | 82 |
| | High | 58.6% | 50.9% | 41.7% | 175 | 152 | 124 |
| <small>*Affluence does not include Not Private Households</small> | | | | | | | |
| Age Profile | 18-24 | 1,622 | 8,420 | 31,787 | 309 | 315 | 184 |
| | 25-34 | 1,167 | 6,869 | 30,237 | 136 | 157 | 107 |
| | 35-44 | 707 | 3,739 | 24,446 | 85 | 88 | 89 |
| | 45-64 | 1,315 | 5,961 | 49,330 | 79 | 71 | 91 |
| | 65+ | 997 | 4,009 | 40,153 | 81 | 64 | 99 |



| | 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 | 3,382 (52%) | 16,939 (51%) | 104,715 (49%) | 106 | 104 | 100 | |
| | 3,091 (48%) | 16,010 (49%) | 108,039 (51%) | 94 | 96 | 100 | |
| Economic Status (16-74) | Employed: Full-time | 2,275 (42%) | 11,773 (43%) | 63,922 (40%) | 101 | 103 | 96 |
| | Employed: Part-time | 517 (10%) | 2,723 (10%) | 22,014 (14%) | 73 | 76 | 106 |
| | Self employed | 569 (11%) | 2,198 (8%) | 13,463 (8%) | 110 | 83 | 88 |
| | Unemployed | 101 (2%) | 517 (2%) | 2,631 (2%) | 79 | 79 | 69 |
| | Retired | 508 (9%) | 2,405 (9%) | 22,021 (14%) | 68 | 63 | 100 |
| | Other | 1,449 (27%) | 7,985 (29%) | 35,614 (22%) | 136 | 147 | 113 |
| Total Worker Count | 10,232 | 27,758 | 108,866 | | | | |

See the Glossary page for further information on the above variables



- ★ Pub Sites
- N 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 | 2,003 | 12,583 | 31,999 | 386 | 486 | 204 |
| Young Adult - Showing I'm Cool | 1,072 | 5,143 | 11,490 | 201 | 193 | 71 |
| Midlife - Young Kids | 899 | 5,133 | 38,123 | 49 | 56 | 69 |
| Midlife - Carefree | 1,360 | 3,736 | 25,593 | 111 | 61 | 69 |
| Mature | 409 | 1,938 | 65,641 | 25 | 24 | 133 |
| Not Private Households | 65 | 465 | 3,107 | 78 | 112 | 123 |
| Total | 5,808 | 28,998 | 175,953 | | | |

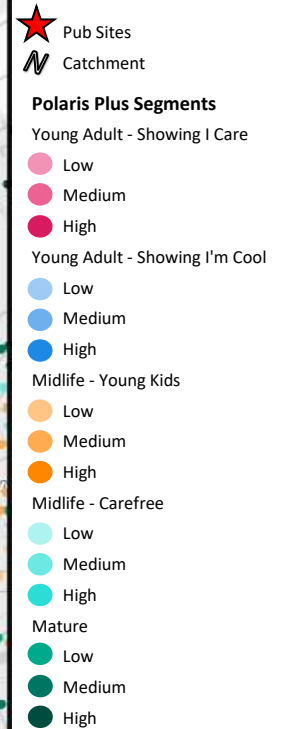
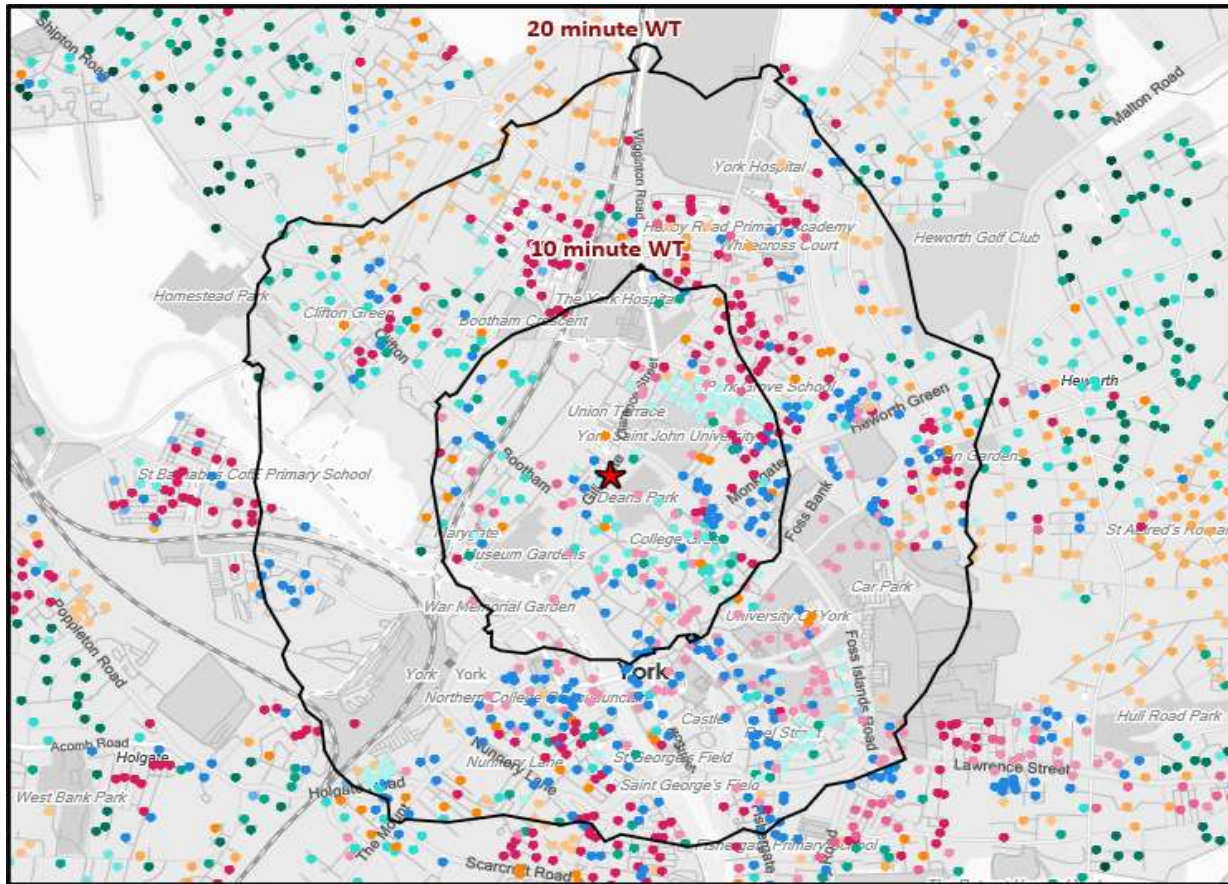
Polaris Summary - Gilly Gate York



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★ 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** |
| Young Adult - Showing I Care | | | | | | |
| Low | 656 | 5,729 | 11,514 | 269 | 471 | 156 |
| Medium | 332 | 558 | 2,757 | 419 | 141 | 115 |
| High | 1,015 | 6,296 | 17,728 | 519 | 645 | 299 |
| Young Adult - Showing I'm Cool | | | | | | |
| Low | 0 | 91 | 91 | 0 | 31 | 5 |
| Medium | 0 | 78 | 823 | 0 | 7 | 13 |
| High | 1,072 | 4,974 | 10,576 | 412 | 383 | 134 |
| Midlife - Young Kids | | | | | | |
| Low | 26 | 1,932 | 13,136 | 4 | 60 | 67 |
| Medium | 79 | 1,490 | 16,734 | 9 | 34 | 64 |
| High | 794 | 1,711 | 8,253 | 254 | 109 | 87 |
| Midlife - Carefree | | | | | | |
| Low | 489 | 1,599 | 4,373 | 248 | 162 | 73 |
| Medium | 346 | 465 | 6,565 | 89 | 24 | 56 |
| High | 525 | 1,672 | 14,655 | 83 | 53 | 76 |
| Mature | | | | | | |
| Low | 394 | 1,468 | 13,668 | 114 | 85 | 131 |
| Medium | 15 | 368 | 29,888 | 2 | 10 | 134 |
| High | 0 | 102 | 22,085 | 0 | 4 | 134 |
| Not Private Households | 65 | 465 | 3,107 | 78 | 112 | 123 |

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Total

5,808

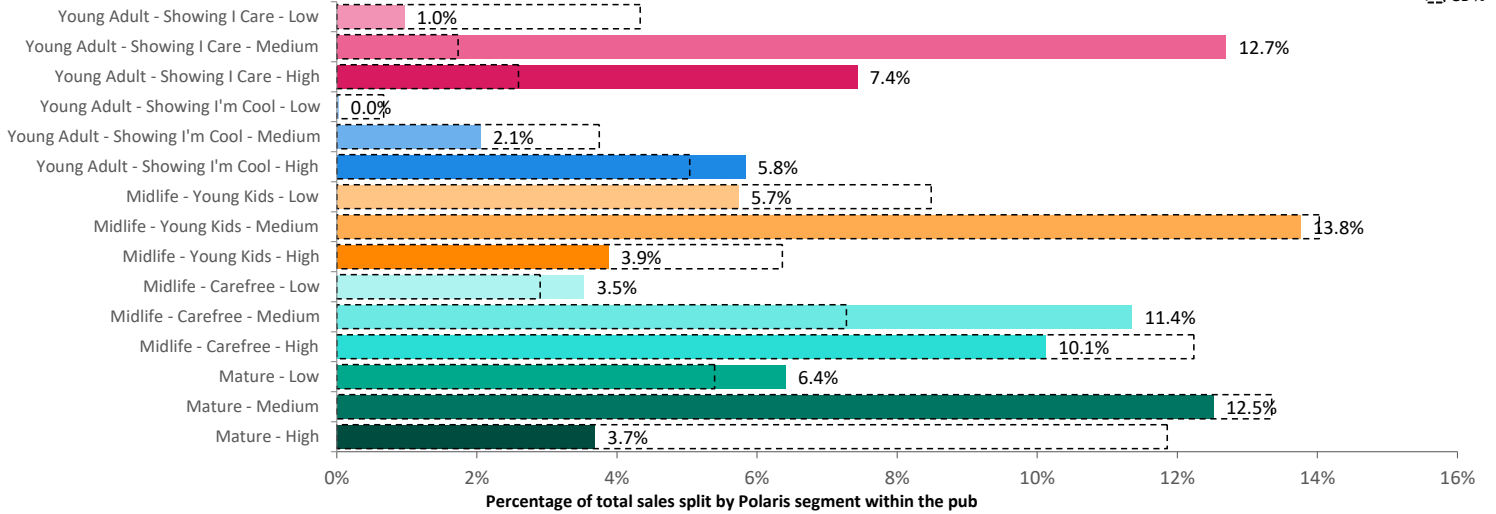
28,998

175,953

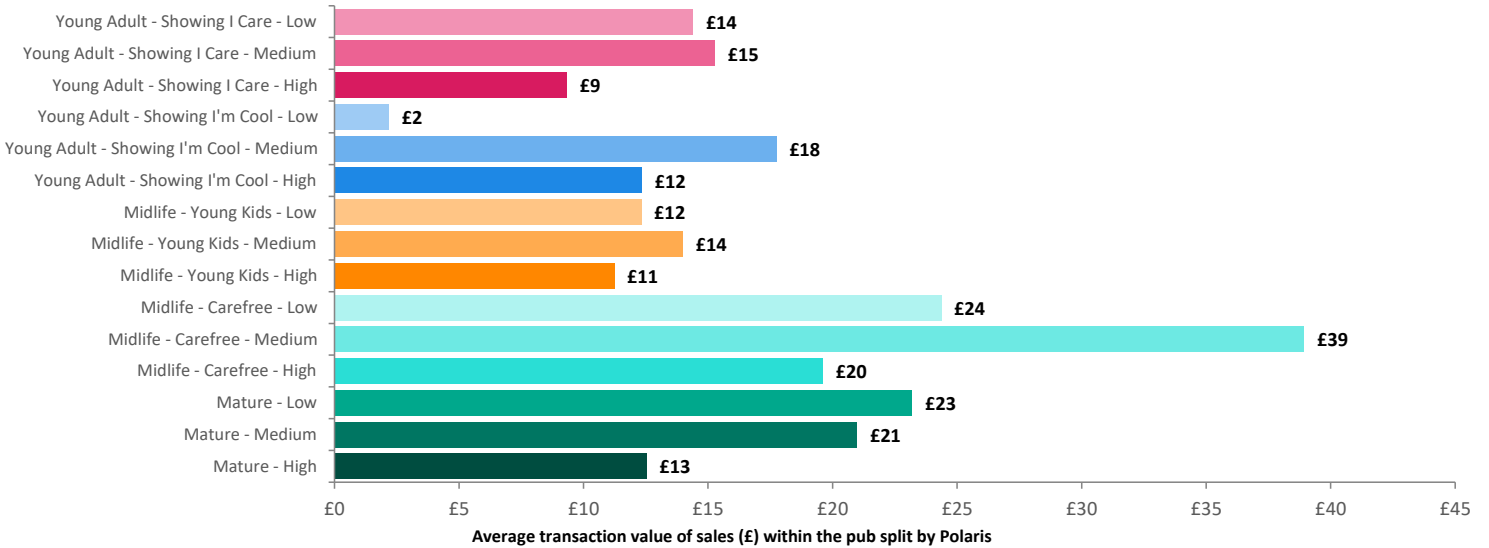
Pub Sites

Spend by Polaris

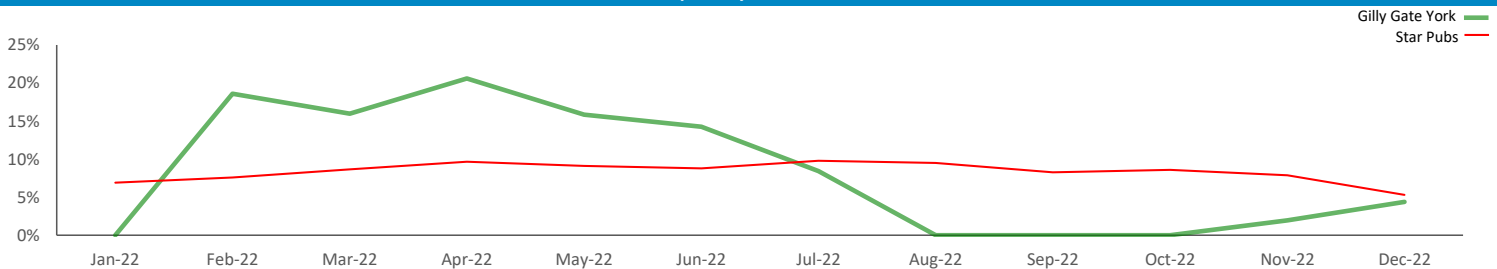
GB %



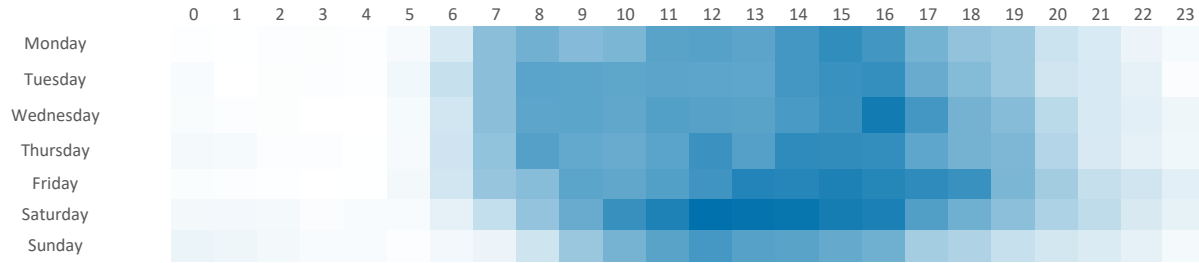
Average Transaction Values (£) by Polaris



Spend by Month

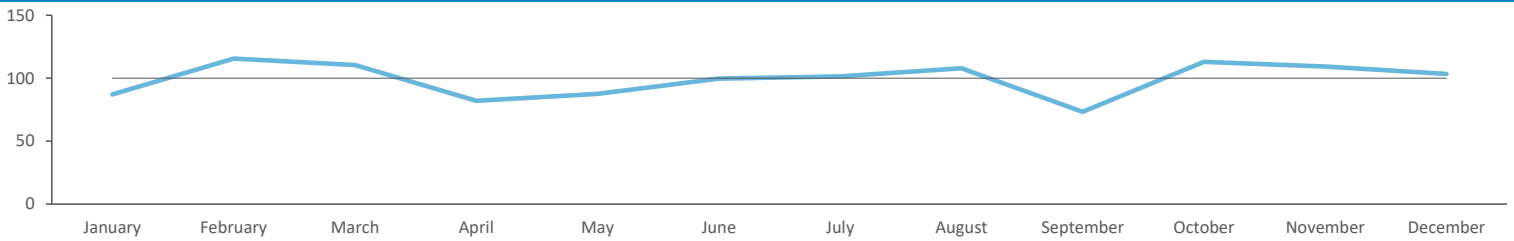


Time of Day/Day of Week



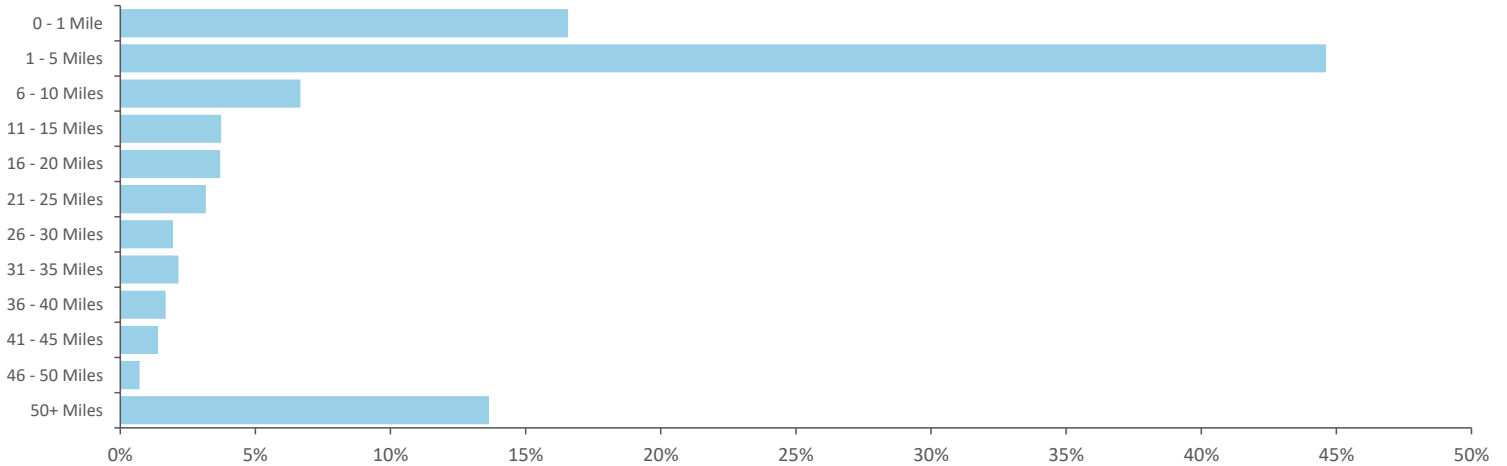
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



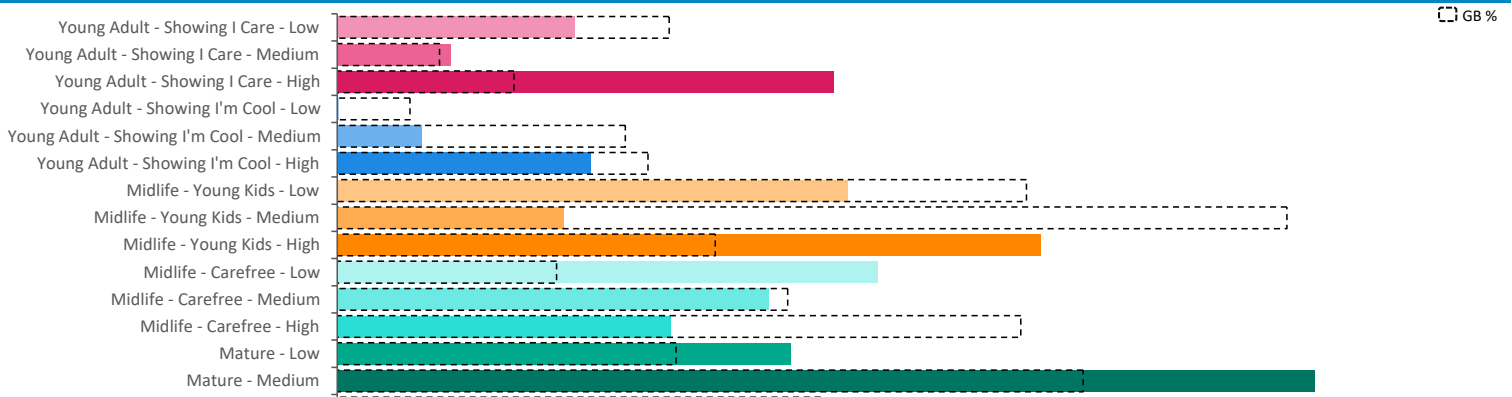
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

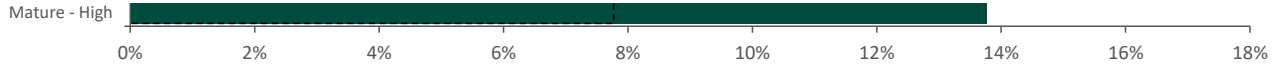


Mobile Data Summary - Gilly Gate York

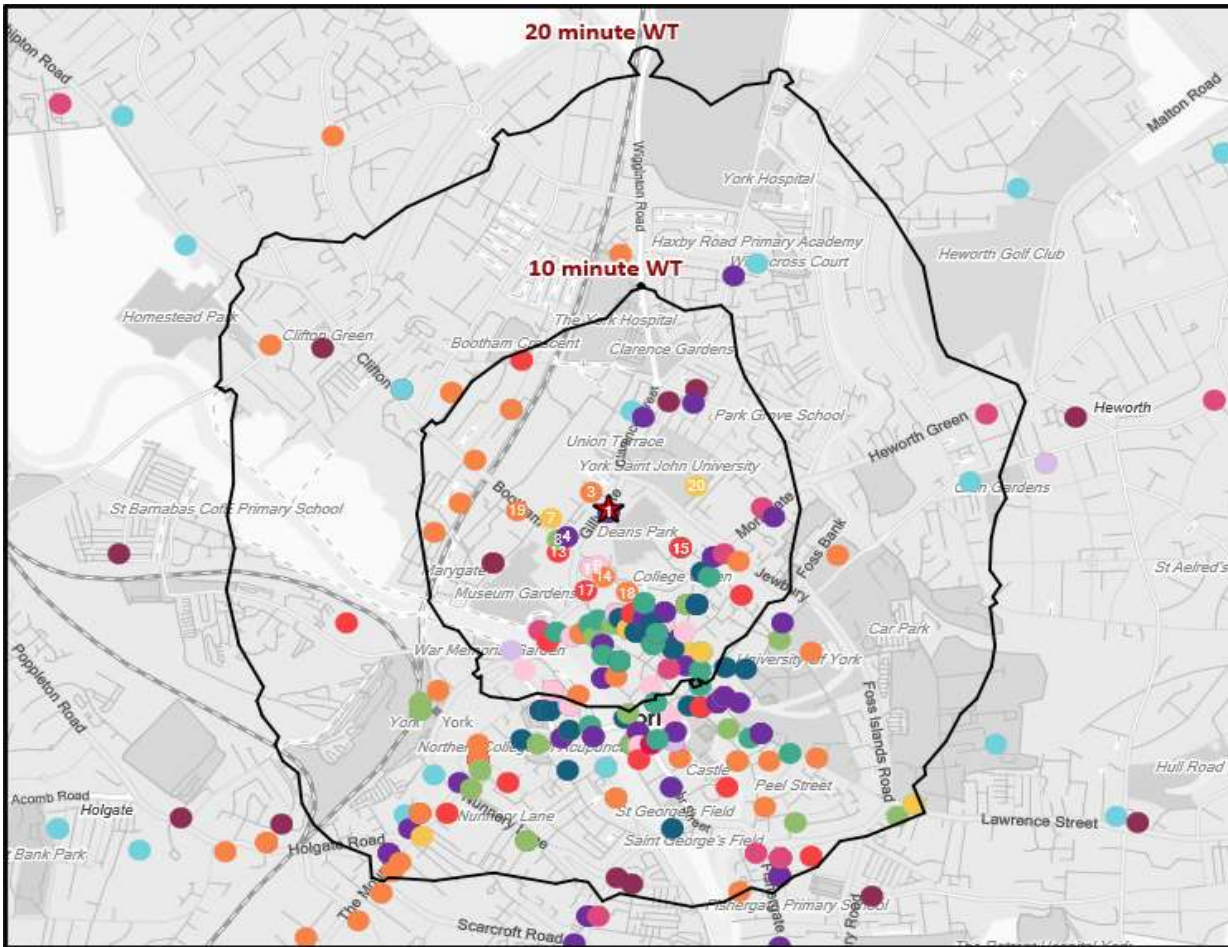


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Time of Day/Day of Week



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 | Mama Mia | YO31 7EQ | Independent Free | Restaurants | 0.0 |
| 1 | Doner Summer | YO31 7EQ | Doner Summer Ltd | Restaurants | 0.0 |
| 3 | Hazelwood Guest House | YO31 7EH | Independent Free | Hotel | 0.1 |
| 4 | Exhibition | YO30 7BW | Stonegate Pub Company | Family Pub Dining | 0.1 |
| 4 | Bootham Tavern | YO30 7BW | Star Pubs & Bars | Circuit Bar | 0.1 |
| 4 | Raj | YO30 7BW | Independent Free | Restaurants | 0.1 |
| 7 | Blue Minells | YO30 7BT | Independent Free | High Street Pub | 0.1 |
| 8 | White Horse Inn | YO30 7BL | Daniel Thwaites plc | Circuit Bar | 0.1 |
| 9 | Lamb & Lion | YO 1 7EH | De Bretton | Hotel | 0.1 |
| 9 | Hole In The Wall | YO 1 7EH | Marston's | GPGF | 0.1 |
| 11 | Three Legged Mare | YO 1 7EN | Black Sheep Brewery | ABOS | 0.1 |
| 11 | Eagle & Child | YO 1 7EN | Camerons | GPGF | 0.1 |
| 13 | Kings Manor | YO 1 7EW | Independent Free | Large Venue | 0.1 |
| 14 | Dean Court Hotel | YO 1 7EF | Inn Collection Group | Hotel | 0.1 |
| 15 | Grays Court | YO 1 7JH | Independent Free | ABOS | 0.2 |
| 15 | Treasurers House | YO 1 7JH | National Trust | Large Venue | 0.2 |
| 17 | Theatre Royal | YO 1 7HD | Independent Free | Large Venue | 0.2 |
| 18 | Guy Fawkes Inn | YO 1 7HP | De Bretton | Hotel | 0.2 |
| 19 | Minster Hotel | YO30 7BZ | Consort Inns | Hotel | 0.2 |
| 20 | College Of Ripon & York St Johns | YO31 7EX | Independent Free | High Street Pub | 0.2 |