

Catchment Summary - Angel Hotel Easingwold



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

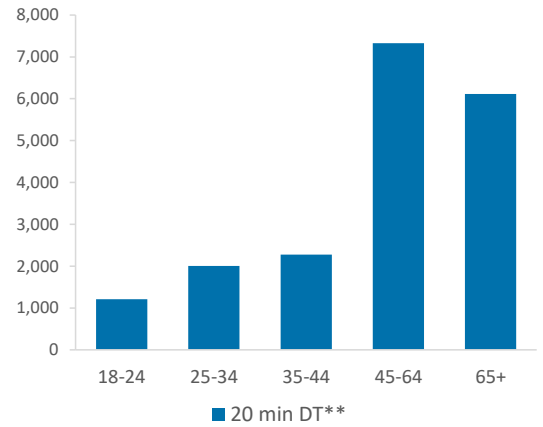
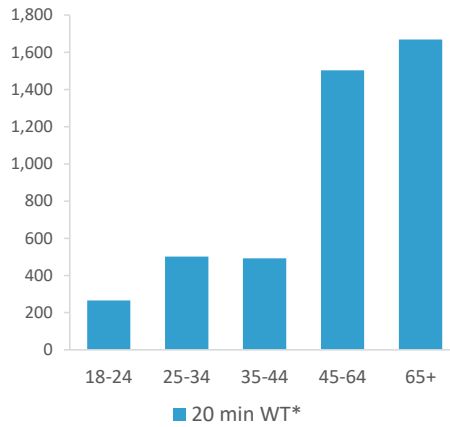
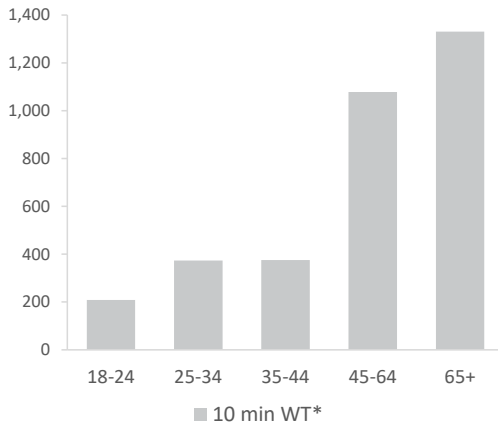
*WT= Walktime, **DT= Drivetime

	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	4,045	5,337	23,000	76	37	6
Population & Adults 18+ index is based on all pubs						
Adults 18+	3,367	4,431	18,932	77	25	6
Competition Pubs	4	4	45	27	13	12
Adults 18+ per Competition Pub	842	1,108	421	102	134	51
% Adults Likely to Drink	83.4%	84.2%	85.2%	101	102	103

Affluence	Low	20.0%	15.2%	8.1%	78	59	32
	Medium	40.2%	36.1%	32.7%	102	92	83
	High	39.4%	48.4%	57.7%	118	144	172

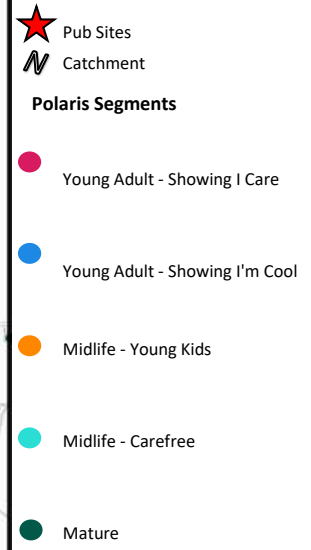
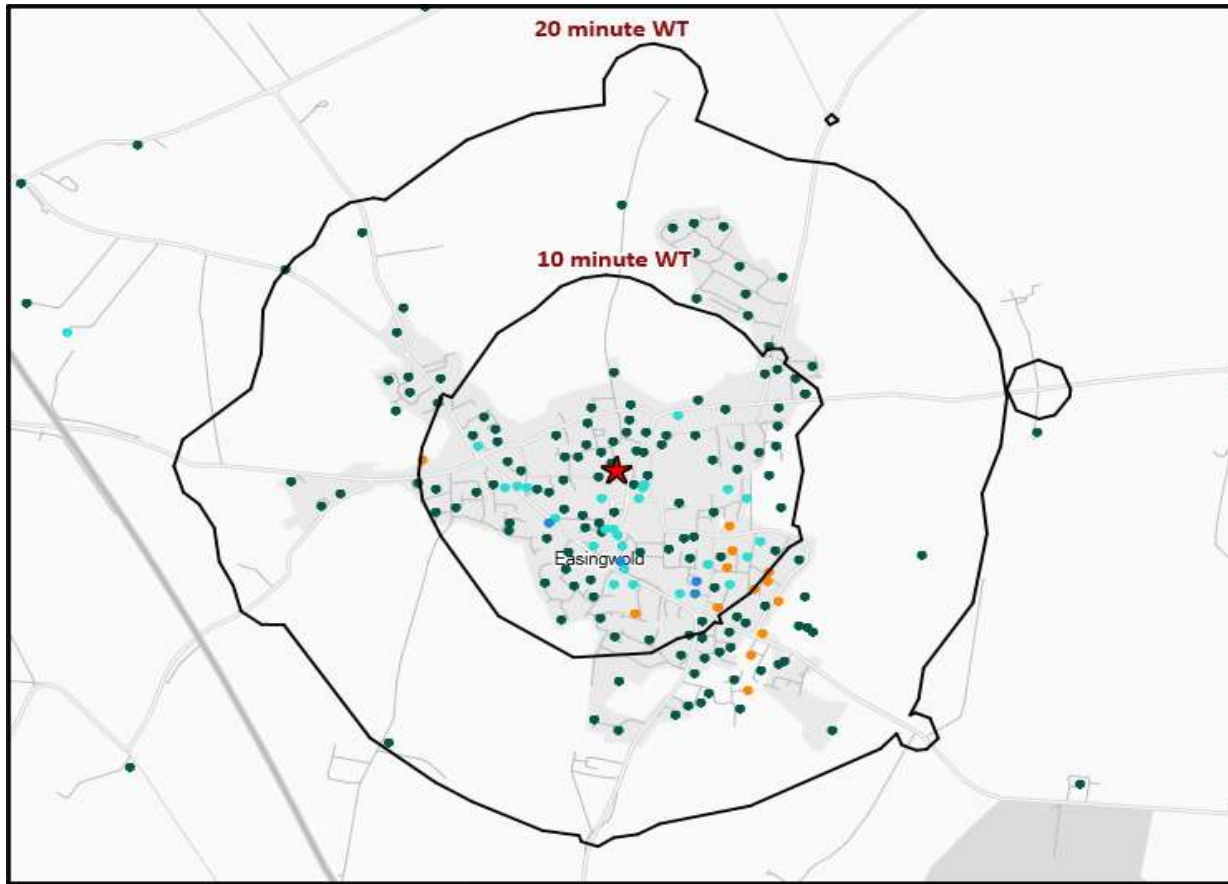
*Affluence does not include Not Private Households

Age Profile	18-24	209	266	1,209	64	61	65
	25-34	373	502	2,004	69	71	66
	35-44	376	492	2,275	72	72	77
	45-64	1,078	1,503	7,329	104	110	125
	65+	1,331	1,668	6,115	172	164	139



	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	1,813 (45%)	2,460 (46%)	11,115 (48%)	91	93	98
	Female	2,232 (55%)	2,877 (54%)	11,885 (52%)	109	107	102
Economic Status (16-74)							
	Employed: Full-time	1,132 (42%)	1,505 (41%)	6,521 (40%)	100	99	95
	Employed: Part-time	386 (14%)	515 (14%)	2,312 (14%)	109	108	108
	Self employed	310 (11%)	469 (13%)	2,606 (16%)	120	134	166
	Unemployed	27 (1%)	34 (1%)	148 (1%)	42	39	38
	Retired	564 (21%)	748 (20%)	3,051 (19%)	151	148	134
	Other	295 (11%)	393 (11%)	1,845 (11%)	55	54	57
Total Worker Count		2,748	3,450	10,233			

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	6	0	0	0
Young Adult - Showing I'm Cool	68	68	357	22	17	20
Midlife - Young Kids	325	338	1,957	31	24	33
Midlife - Carefree	582	589	2,157	82	63	54
Mature	2,376	3,420	14,172	252	276	268
Not Private Households	16	16	283	33	25	104
Total	3,367	4,431	18,932			

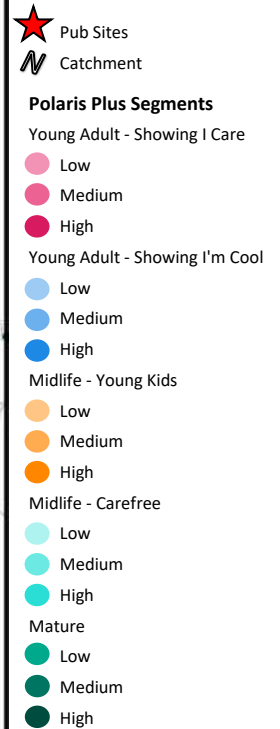
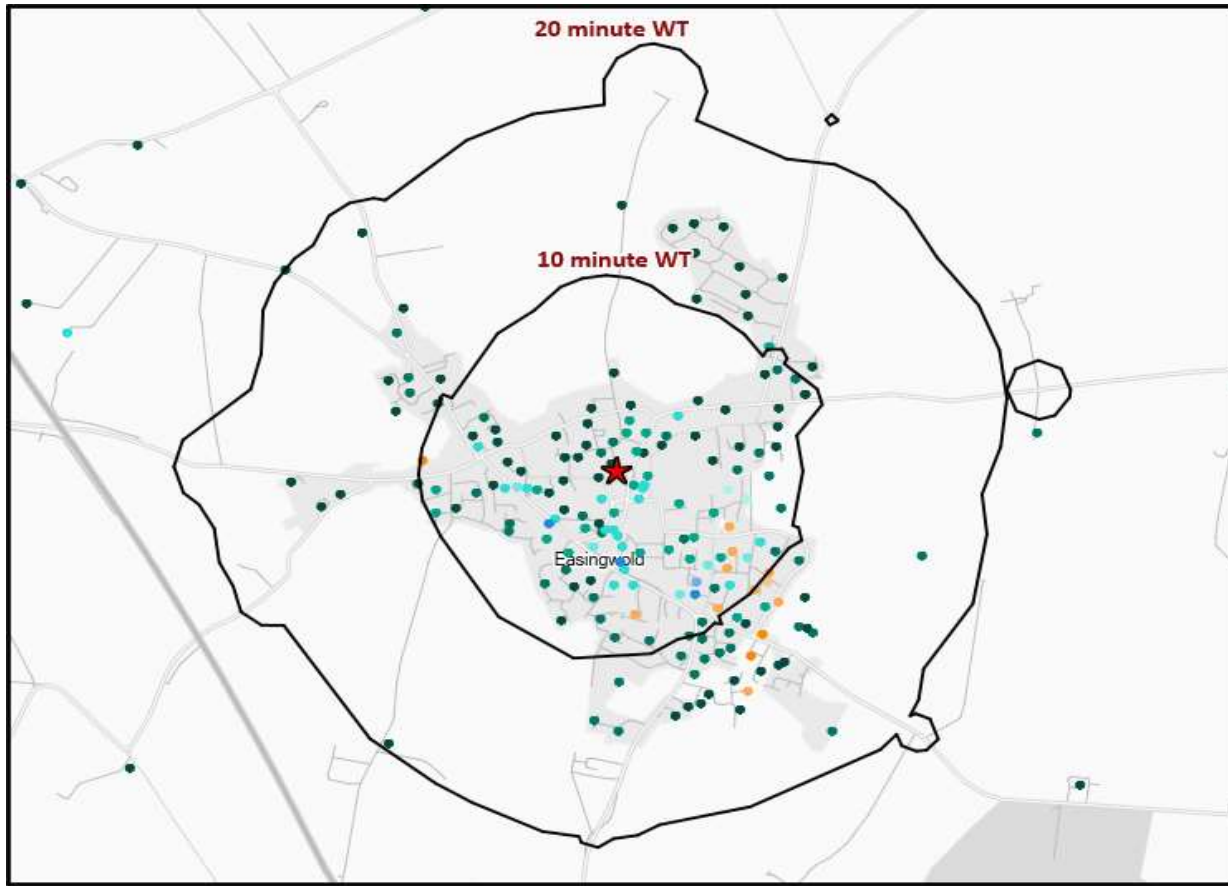
Polaris Summary - Angel Hotel Easingwold



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20 minute WT





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	0	0	6	0	0	1
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	20	20	145	16	12	21
High	48	48	212	32	24	25
Midlife - Young Kids						
Low	19	19	224	5	4	11
Medium	266	266	1,426	53	40	50
High	40	53	307	22	22	30
Midlife - Carefree						
Low	70	70	282	61	46	44
Medium	131	131	420	58	44	33
High	381	388	1,455	104	80	70
Mature						
Low	583	583	1,023	292	222	91
Medium	935	1,183	4,207	219	211	176
High	858	1,654	8,942	272	398	503
Not Private Households	16	16	283	33	25	104

Polaris Summary - Angel Hotel Easingwold

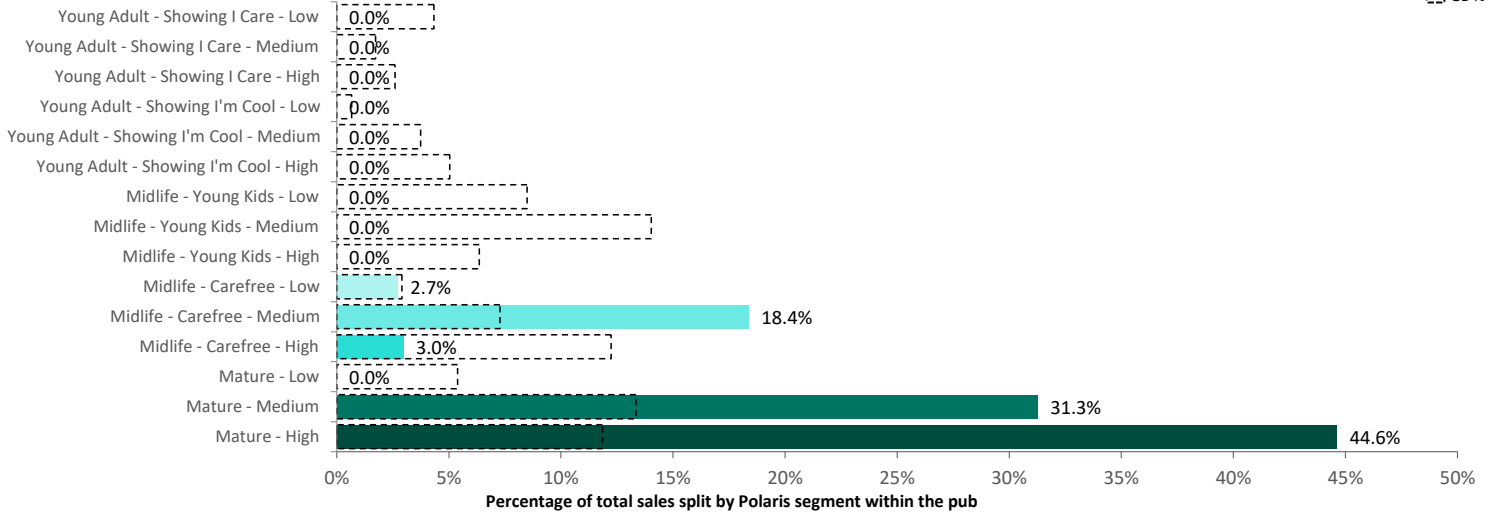


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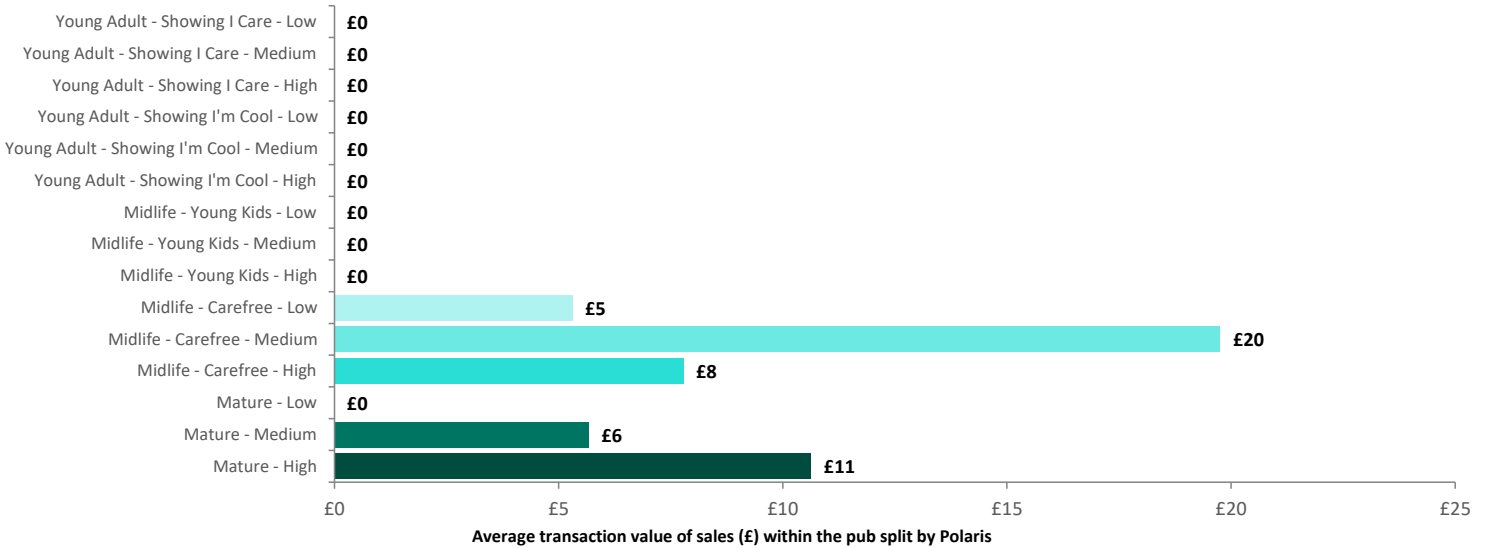


Spend by Polaris

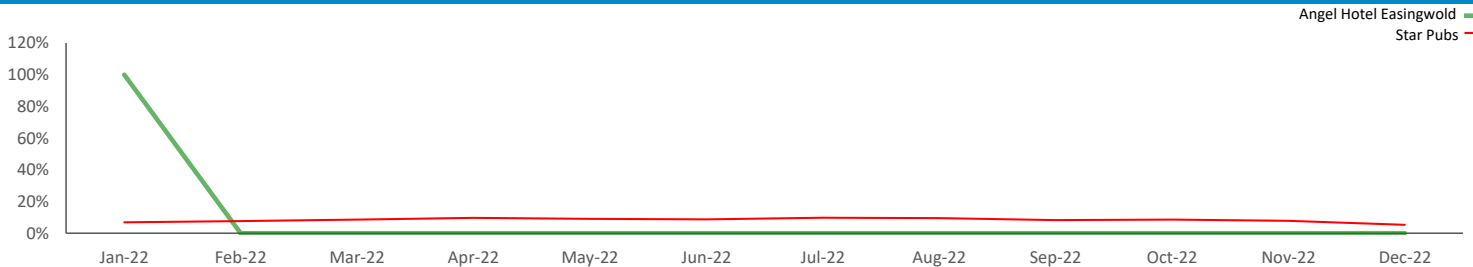
GB %



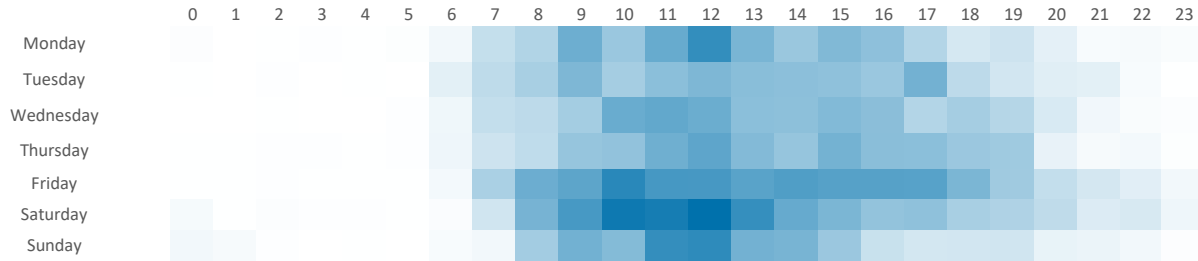
Average Transaction Values (£) by Polaris



Spend by Month

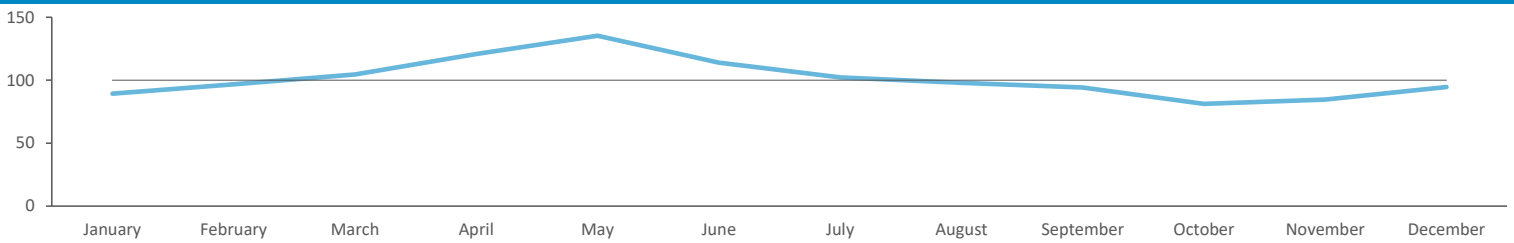


Time of Day/Day of Week



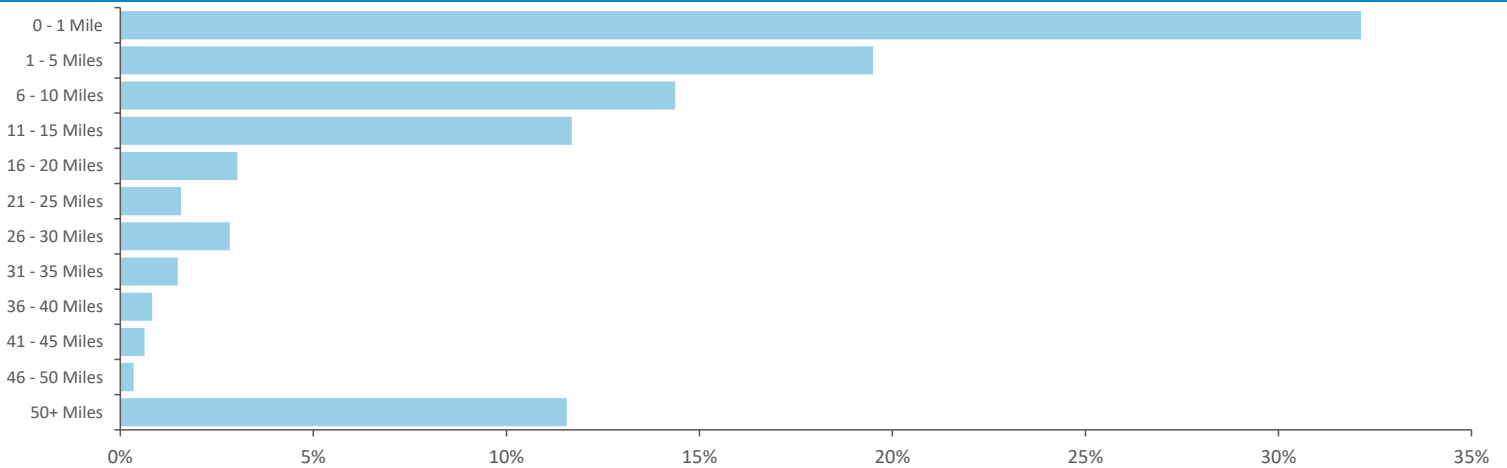
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



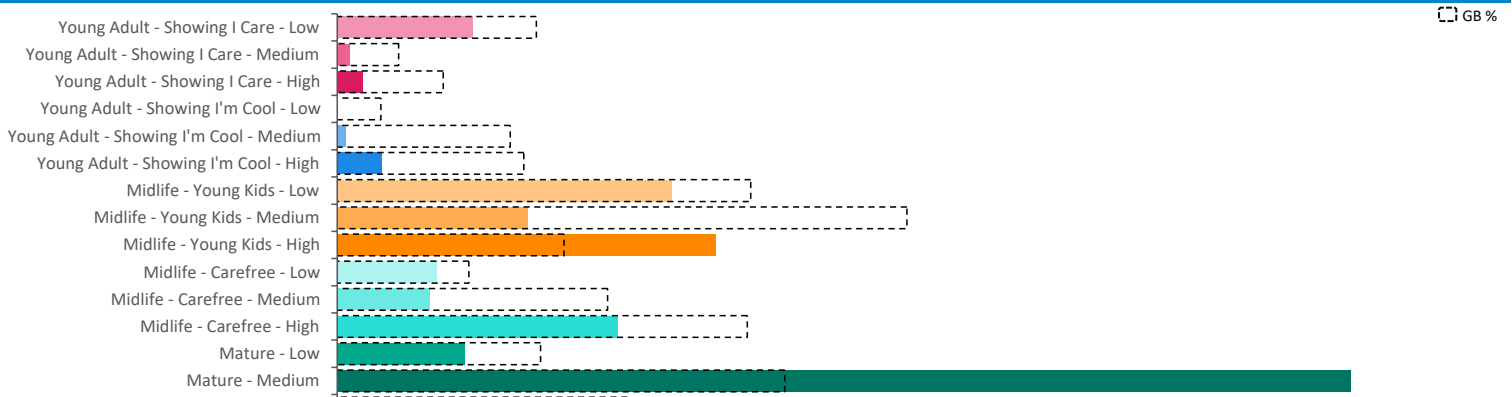
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

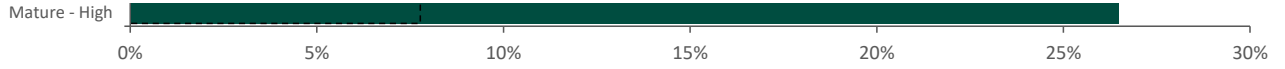


Mobile Data Summary - Angel Hotel Easingwold

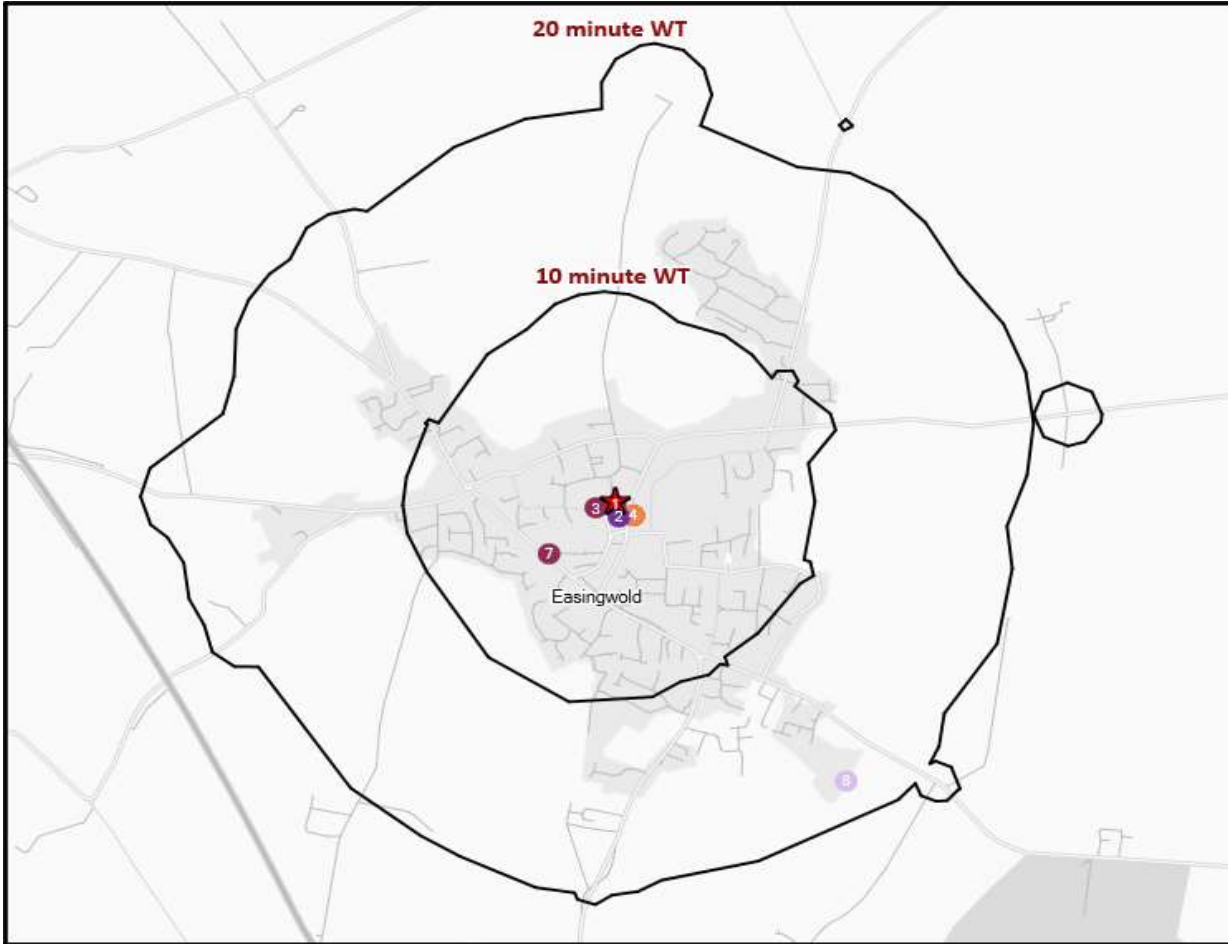


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Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- ★ Pub Sites
- 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	Angel Hotel	YO61 3AA	Star Pubs & Bars	Premium Local	0.0
2	Tea Hee	YO61 3AB	Independent Free	Restaurants	0.0
3	Commercial	YO61 3AN	Stonegate Pub Company	Premium Local	0.0
4	Galtres Centre	YO61 3AD	Independent Free	Sports Clubs	0.0
4	York Hotel	YO61 3AD	Stonegate Pub Company	Premium Local	0.0
4	George Hotel	YO61 3AD	Independent Free	Hotel	0.0
7	New Inn	YO61 3HT	*Other Small Retail Groups	Premium Local	0.2
8	Easingwold Golf Club	YO61 3ET	Independent Free	Sports Clubs	0.7
9	Jaipur Spice	YO61 3PG	Independent Free	Restaurants	1.2