

# Catchment Summary - Woodloes Tavern Warwick



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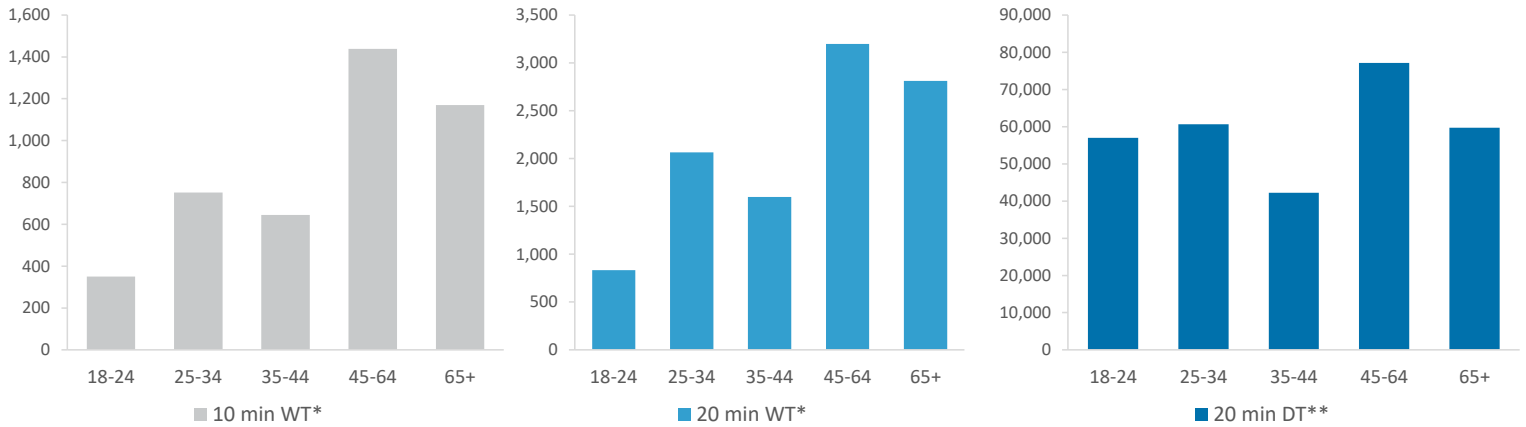
- Over GB Average
- Around GB Average
- Under GB Average

\*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		5,380	12,846	364,436	102	88	96
Adults 18+		4,356	10,505	296,744	100	59	99
Competition Pubs		1	11	327	7	34	90
Adults 18+ per Competition Pub		4,356	955	907	528	116	110
% Adults Likely to Drink		83.2%	83.5%	82.9%	101	101	101
Affluence	Low	21.5%	17.5%	23.7%	84	68	92
	Medium	56.3%	40.3%	32.4%	143	102	82
	High	22.2%	39.7%	41.9%	66	118	125
Age Profile	18-24	350	832	56,998	80	80	193
	25-34	752	2,065	60,654	105	121	125
	35-44	645	1,599	42,234	93	97	90
	45-64	1,439	3,197	77,142	105	97	83
	65+	1,170	2,812	59,716	114	115	86

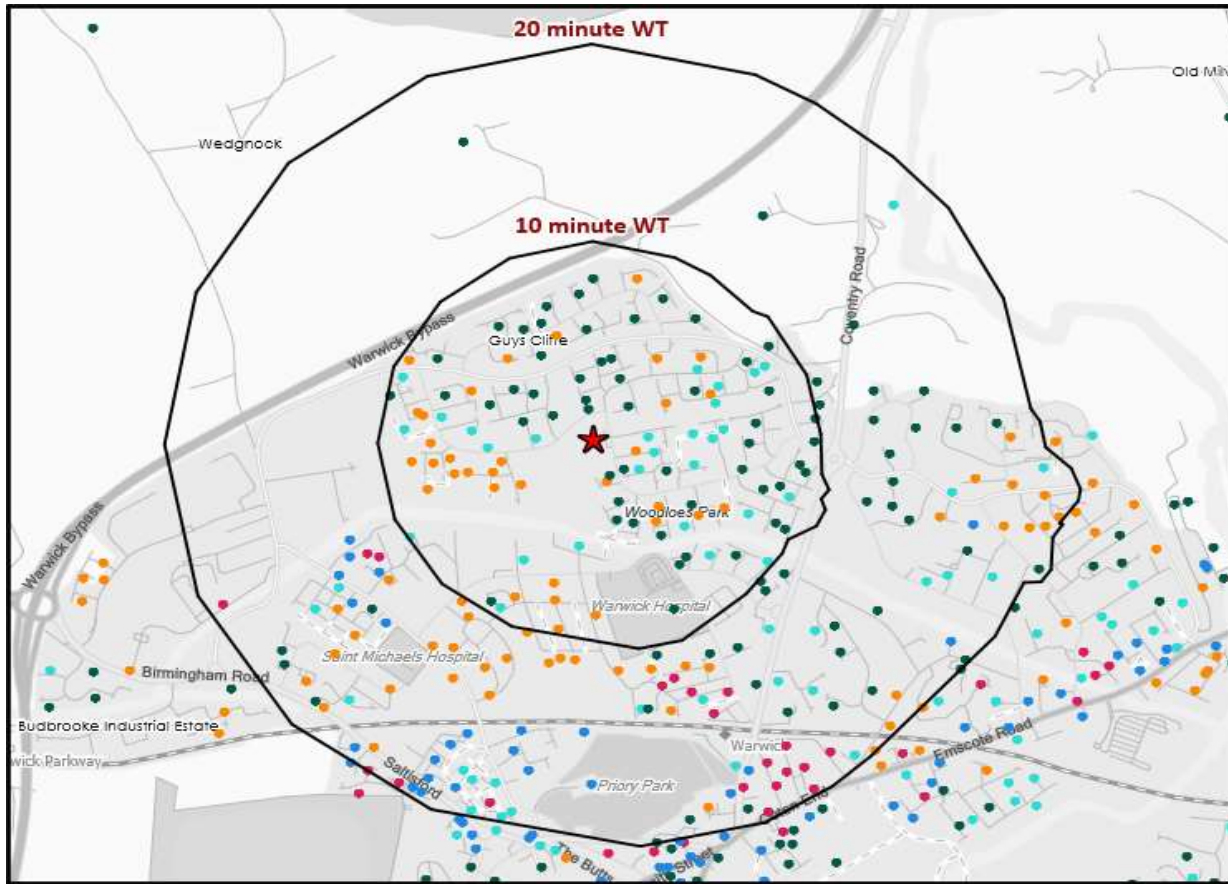
Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



		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	2,599 (48%)	6,350 (49%)	186,261 (51%)	98	100	103
	Female	2,781 (52%)	6,496 (51%)	178,175 (49%)	102	100	97
Economic Status (16-74)	Employed: Full-time	1,876 (48%)	4,600 (49%)	110,573 (40%)	115	119	97
	Employed: Part-time	621 (16%)	1,335 (14%)	31,001 (11%)	122	110	87
	Self employed	276 (7%)	723 (8%)	23,271 (9%)	74	81	89
	Unemployed	82 (2%)	192 (2%)	5,585 (2%)	88	87	86
	Retired	548 (14%)	1,242 (13%)	32,555 (12%)	101	97	86
	Other	524 (13%)	1,237 (13%)	70,747 (26%)	68	67	131
Total Worker Count		3,349	8,127	176,489			

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

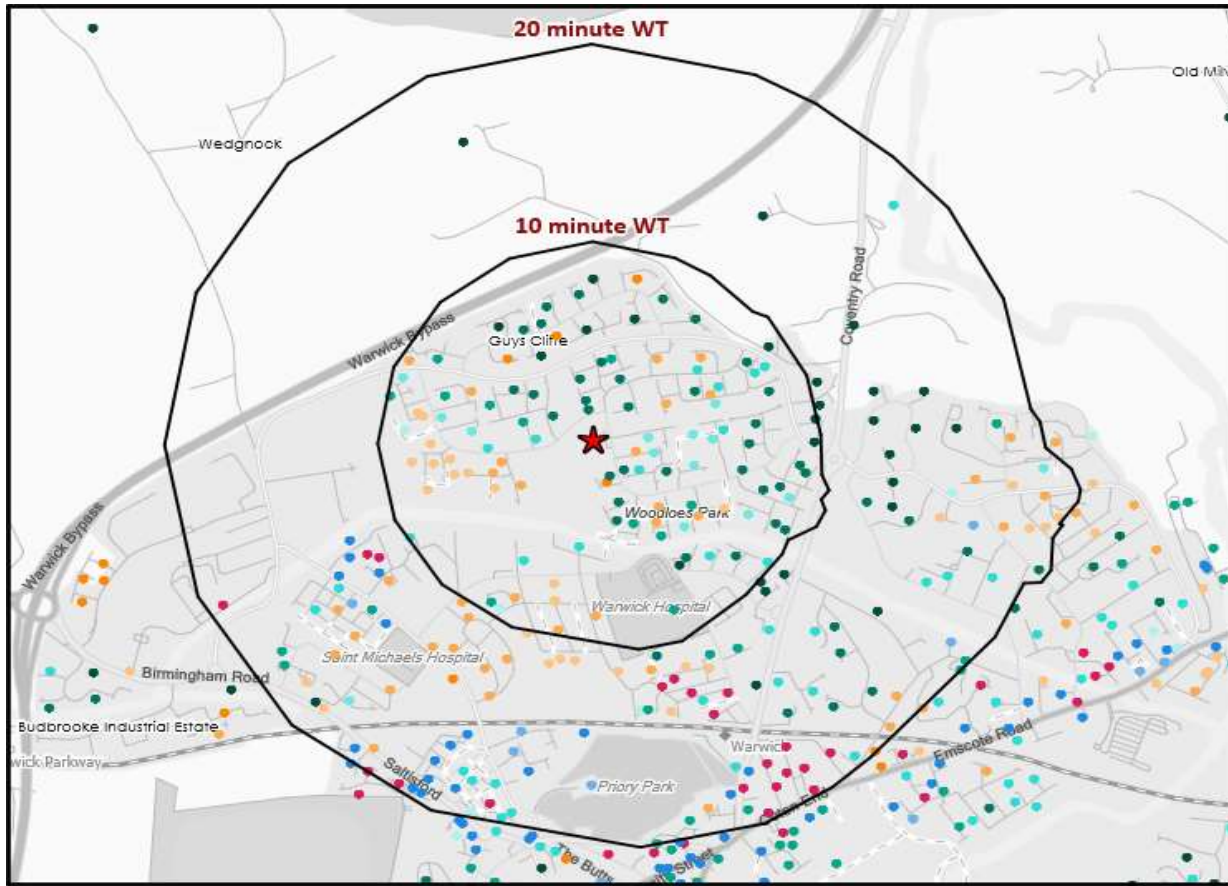
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	2	870	57,204	1	93	216
Young Adult - Showing I'm Cool	0	1,115	28,815	0	115	106
Midlife - Young Kids	1,723	3,255	69,705	126	99	75
Midlife - Carefree	813	1,969	56,884	89	89	91
Mature	1,818	3,033	78,310	149	103	94
<b>Not Private Households</b>	0	263	5,826	0	174	137
<b>Total</b>	4,356	10,505	296,744			

# Polaris Summary - Woodloes Tavern Warwick



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- 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	0	25,027	0	0	201
Medium	0	0	8,004	0	0	198
High	2	870	24,173	1	246	242
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	100	0	0	3
Medium	0	164	11,627	0	42	106
High	0	951	17,088	0	202	129
<b>Midlife - Young Kids</b>						
Low	599	979	20,841	124	84	63
Medium	785	1,840	38,935	121	117	88
High	339	436	9,929	144	77	62
<b>Midlife - Carefree</b>						
Low	50	192	8,957	34	54	89
Medium	472	627	11,661	161	89	58
High	291	1,150	36,266	61	100	112
<b>Mature</b>						
Low	288	669	15,485	111	107	88
Medium	1,196	1,601	25,884	217	120	69
High	334	763	36,941	82	77	133
<b>Not Private Households</b>	0	263	5,826	0	174	137

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Total

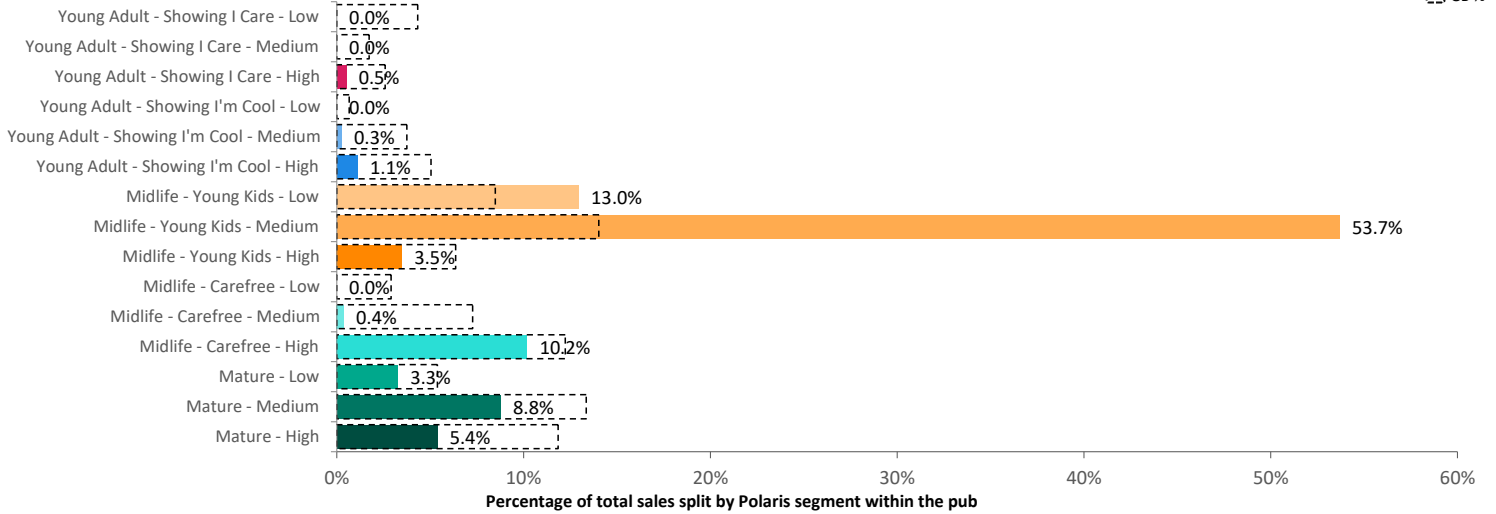
4,356

10,505

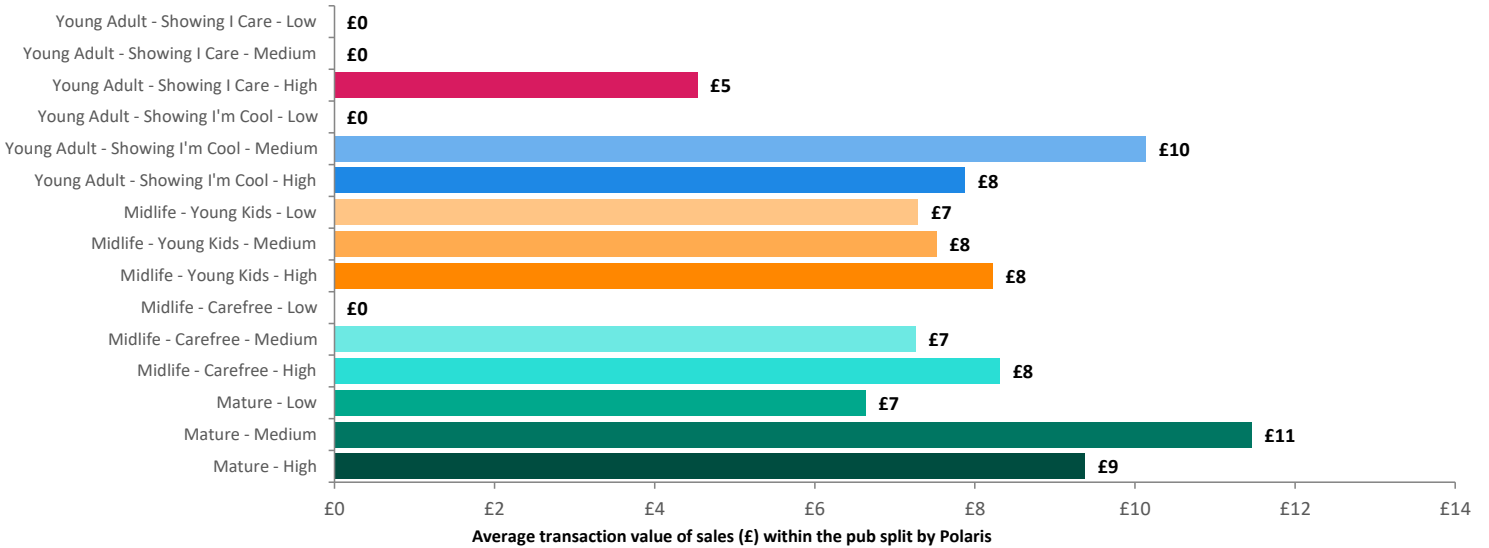
296,744

Spend by Polaris

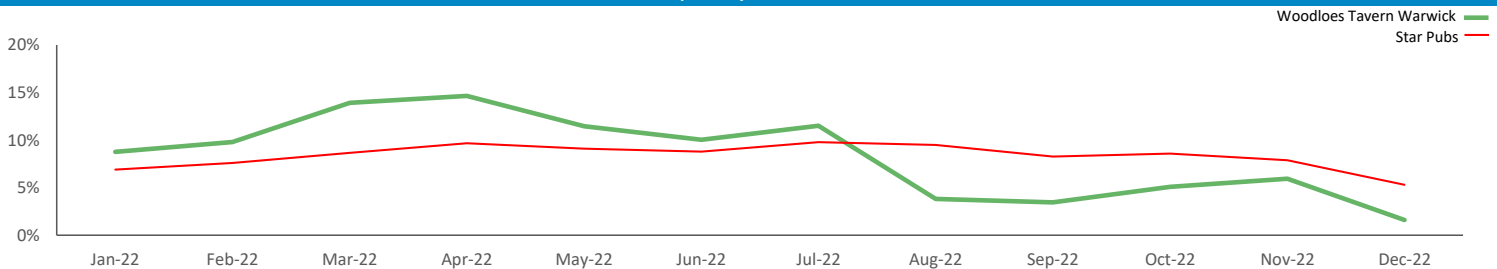
GB %



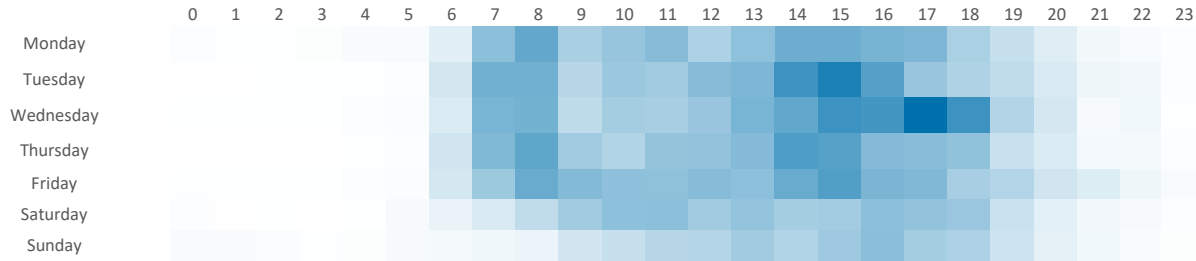
Average Transaction Values (£) by Polaris



Spend by Month

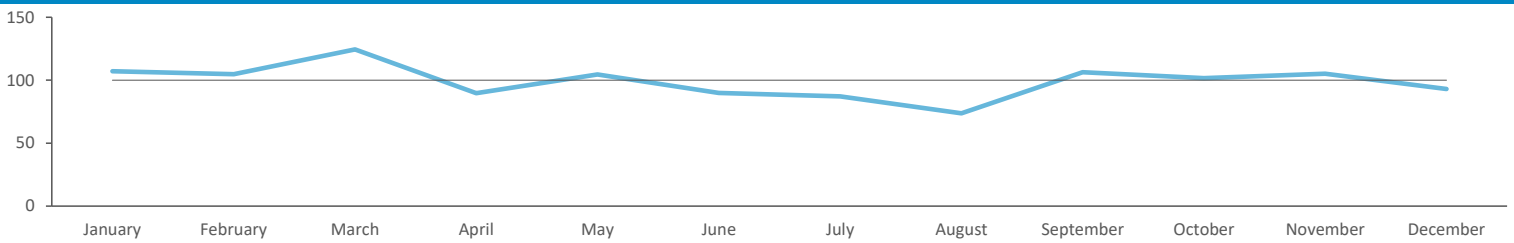


## Time of Day/Day of Week



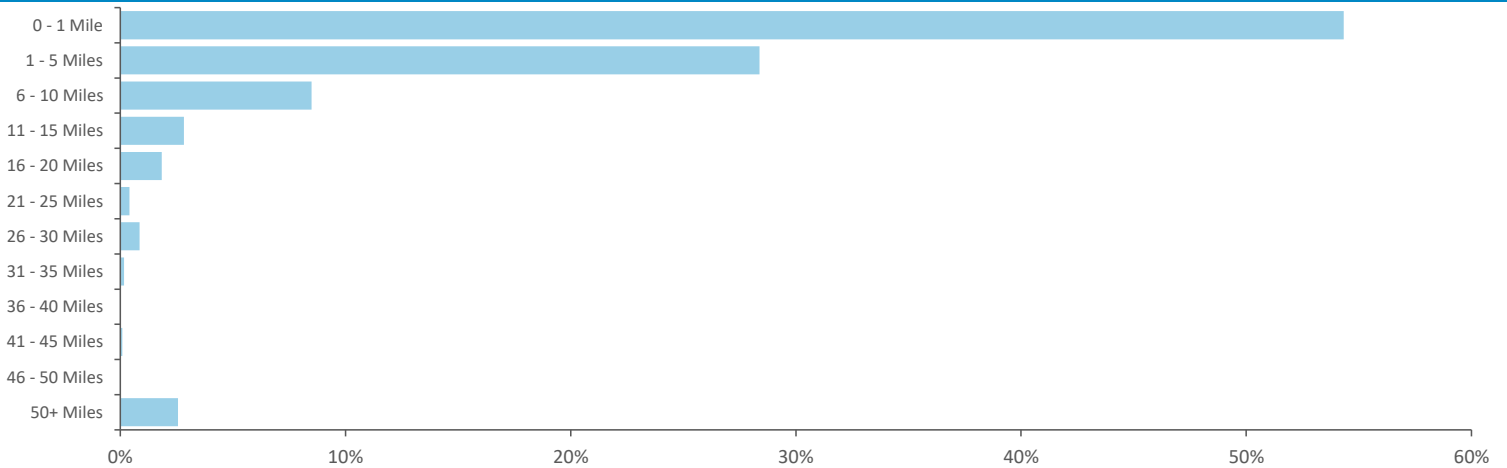
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



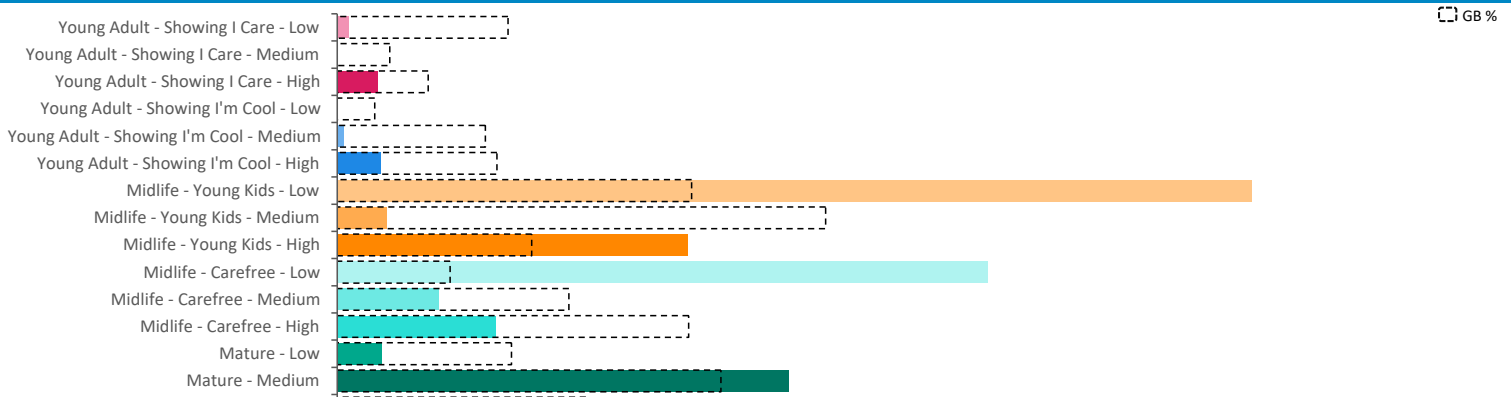
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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 - Woodloes Tavern Warwick



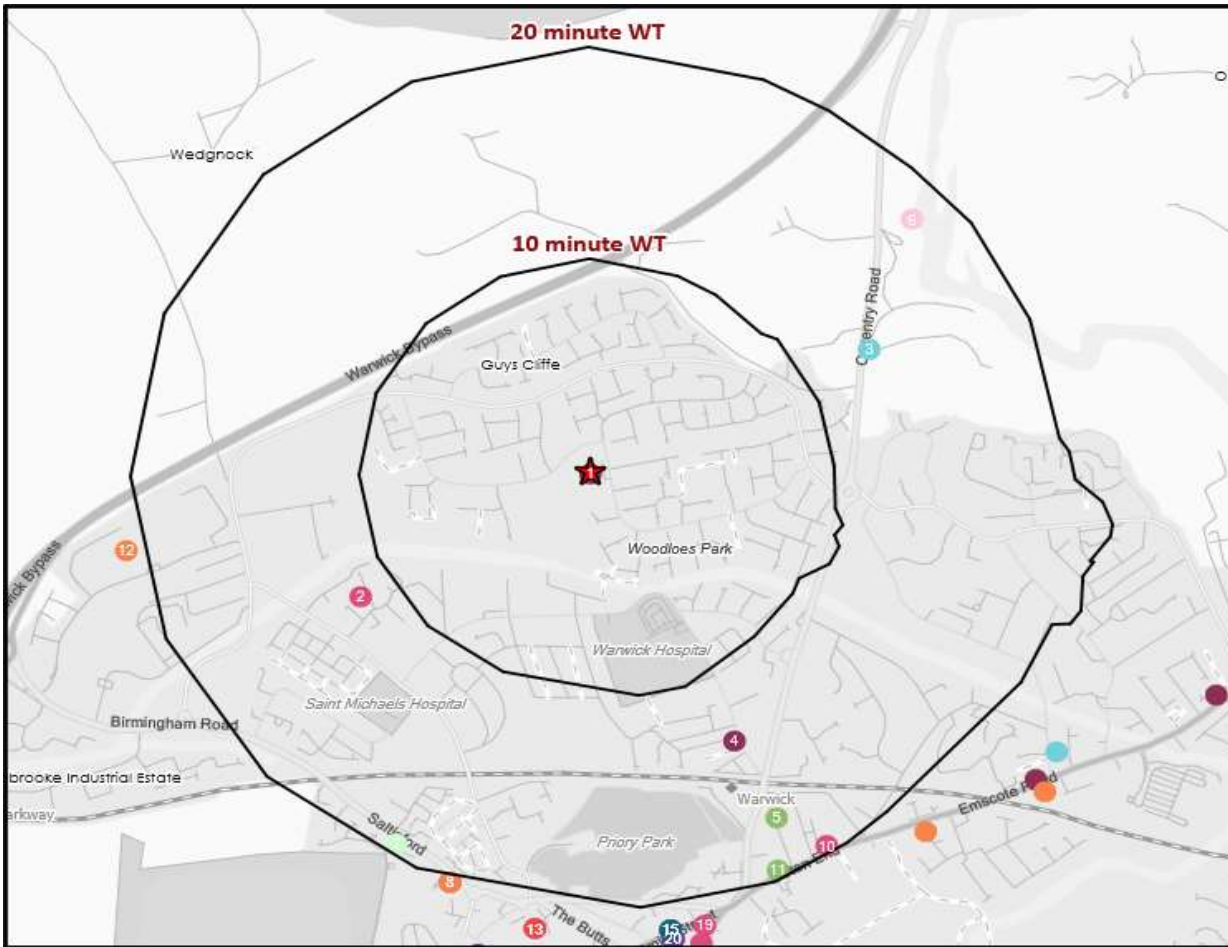
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## Time of Day/Day of Week



**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	Woodloes Tavern	CV34 5RN	Star Pubs & Bars	Premium Local	0.0
2	Cape Of Good Hope Inn	CV34 5DP	Independent Free	Family Pub Dining	0.4
3	Guys Cliffe Masonic Club	CV34 5YD	Independent Free	Clubland	0.5
4	Wild Boar	CV34 5BU	Everards	Premium Local	0.5
5	Railway Inn	CV34 4LW	Admiral Taverns Ltd	Circuit Bar	0.7
6	Saxon Mill	CV34 5YN	Mitchells & Butlers	GPGF	0.7
7	Antelope Inn	CV34 4TU	Admiral Taverns Ltd	Community Pub	0.7
8	Kings Head	CV34 4TD	Admiral Taverns Ltd	Family Pub Dining	0.8
8	Black Horse Inn	CV34 4TD	Independent Free	Hotel	0.8
10	Black Pug	CV34 4NU	Star Pubs & Bars	Family Pub Dining	0.8
11	Oak	CV34 4NT	Independent Free	Circuit Bar	0.8
12	Premier Inn	CV34 5AH	Whitbread	Hotel	0.8
13	Warwickshire CC Staff Club	CV34 4SP	Independent Free	Clubland	0.8
13	Old Shire Hall	CV34 4SP	Independent Free	Large Venue	0.8
15	Piccolinos Restaurant	CV34 4JA	Independent Free	Restaurants	0.8
15	Pickled Crab	CV34 4JA	Independent Free	Restaurants	0.8
15	Chopsticks	CV34 4JA	Independent Free	Casual Dining	0.8
15	Warwick Real Ale	CV34 4JA	Independent Free	ABOS	0.8
19	Roebuck	CV34 4HU	Star Pubs & Bars	Family Pub Dining	0.8
20	Warwick Spice	CV34 4HS	Independent Free	Restaurants	0.8