

# Catchment Summary - Fox & Hounds Walkeringham

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

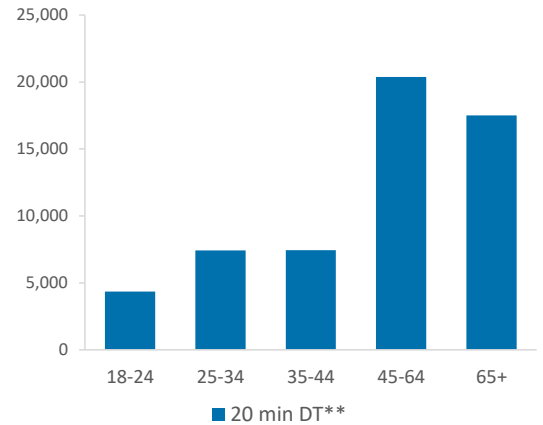
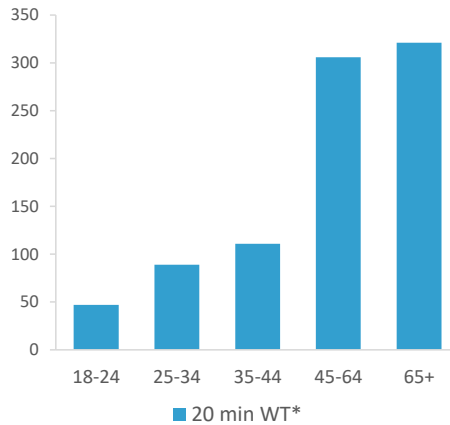
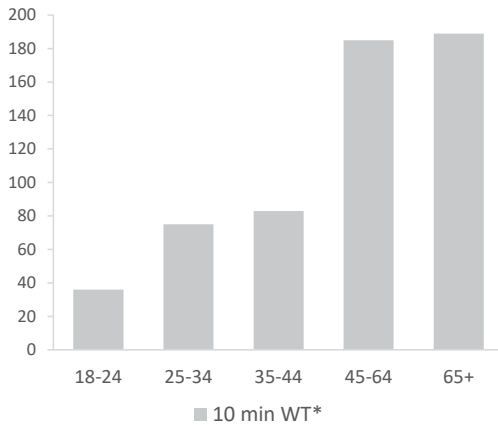
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	712	1,082	71,297	13	7	19
Adults 18+	568	874	57,089	13	5	19
Competition Pubs	1	1	87	7	3	24
Adults 18+ per Competition Pub	568	874	656	69	106	79
% Adults Likely to Drink	80.3%	82.1%	82.4%	97	100	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	4.8%	3.1%	16.4%	19	12	64
	Medium	73.6%	47.8%	48.1%	187	122	122
	High	21.7%	42.7%	33.2%	65	127	99

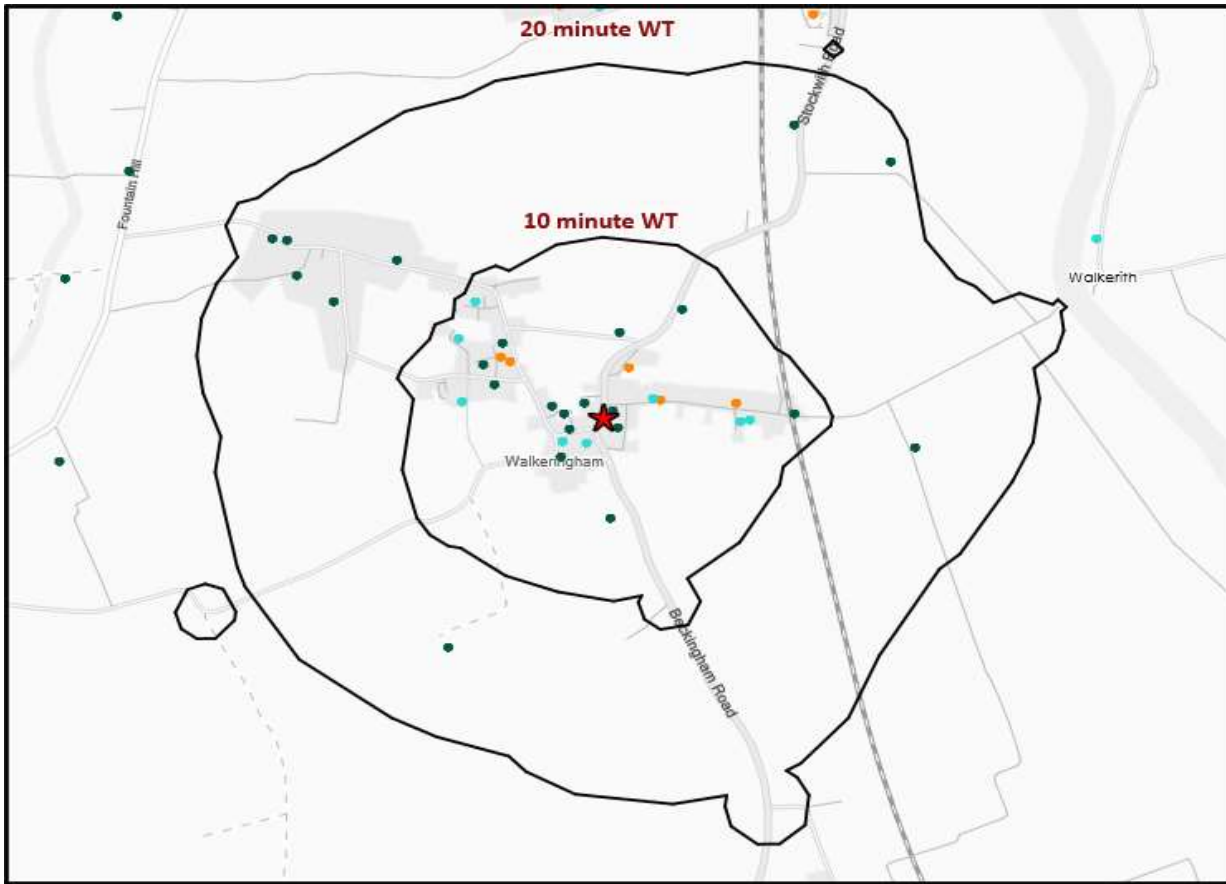
\*Affluence does not include Not Private Households

Age Profile	18-24	36	47	4,353	62	54	75
	25-34	75	89	7,423	79	62	78
	35-44	83	111	7,444	91	80	81
	45-64	185	306	20,369	102	111	112
	65+	189	321	17,500	139	155	128



	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	371 (52%)	546 (50%)	34,749 (49%)	105	102	99
	Female	341 (48%)	536 (50%)	36,548 (51%)	95	98	101
Economic Status (16-74)	Employed: Full-time	192 (39%)	273 (38%)	19,947 (40%)	93	91	95
	Employed: Part-time	70 (14%)	103 (14%)	7,104 (14%)	109	110	109
	Self employed	57 (12%)	95 (13%)	4,719 (9%)	121	138	98
	Unemployed	7 (1%)	9 (1%)	1,192 (2%)	60	53	100
	Retired	114 (23%)	161 (22%)	9,313 (19%)	167	162	134
	Other	54 (11%)	78 (11%)	8,009 (16%)	55	55	81
<b>Total Worker Count</b>		148	242	29,784			

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	0	167	0	0	3
Young Adult - Showing I'm Cool	0	0	3,533	0	0	67
Midlife - Young Kids	234	234	12,992	131	85	72
Midlife - Carefree	160	216	16,651	134	117	139
Mature	174	368	22,416	110	151	140
<b>Not Private Households</b>	0	56	1,330	0	446	162
<b>Total</b>	568	874	57,089			

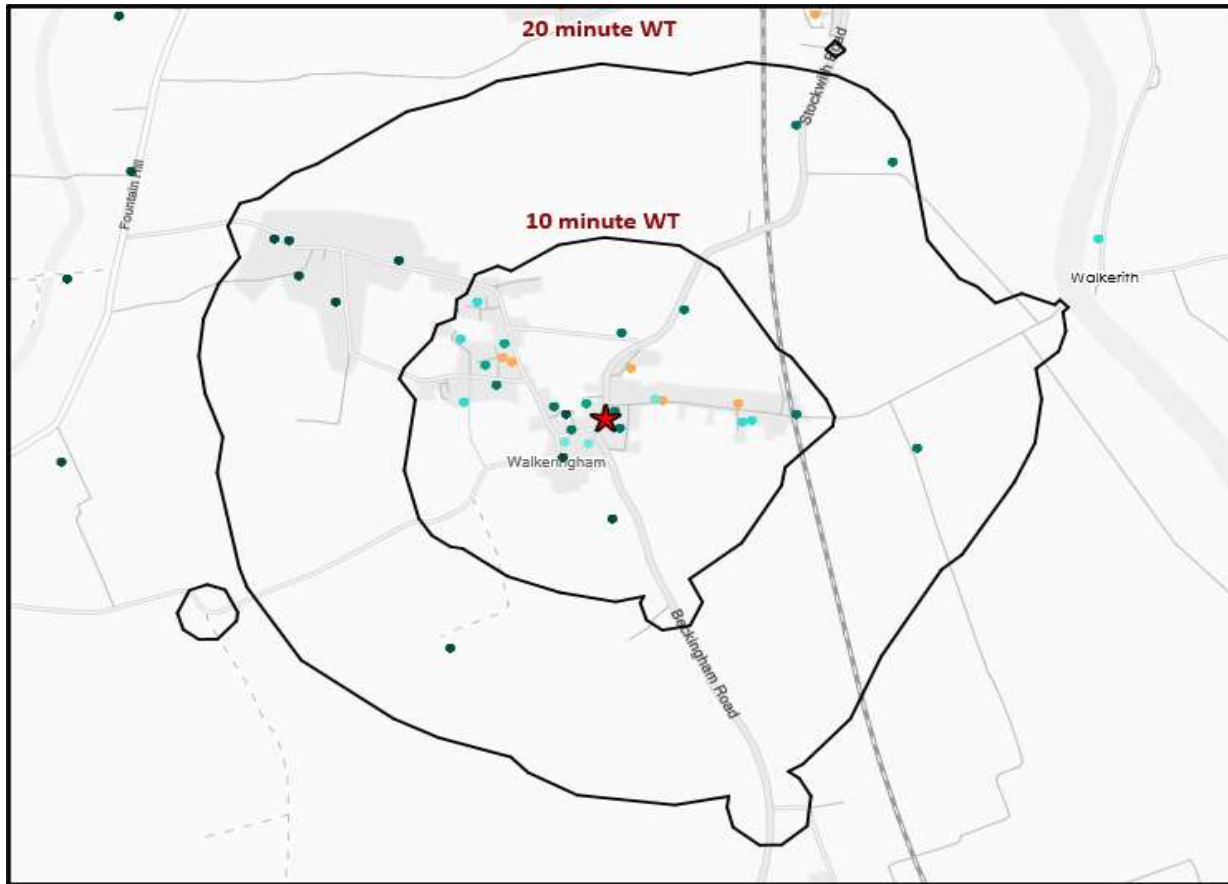
# Polaris Summary - Fox & Hounds Walkeringham



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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	0	74	0	0	3
Medium	0	0	0	0	0	0
High	0	0	93	0	0	5
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	2,749	0	0	130
High	0	0	784	0	0	31
<b>Midlife - Young Kids</b>						
Low	0	0	4,936	0	0	78
Medium	234	234	5,558	276	179	65
High	0	0	2,498	0	0	81
<b>Midlife - Carefree</b>						
Low	0	0	1,683	0	0	87
Medium	68	68	5,713	178	116	149
High	92	148	9,255	148	155	148
<b>Mature</b>						
Low	27	27	2,650	80	52	78
Medium	116	116	13,452	161	105	186
High	31	225	6,314	58	274	118
<b>Not Private Households</b>	0	56	1,330	0	446	162

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Total

568

874

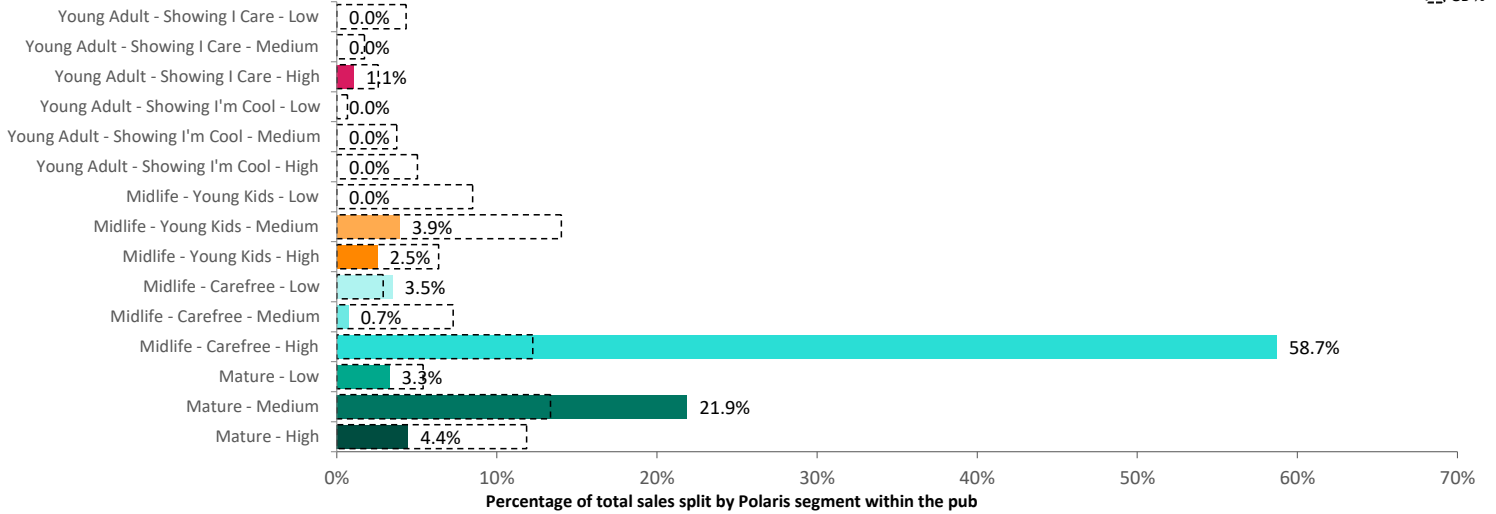
57,089

Pub Sites

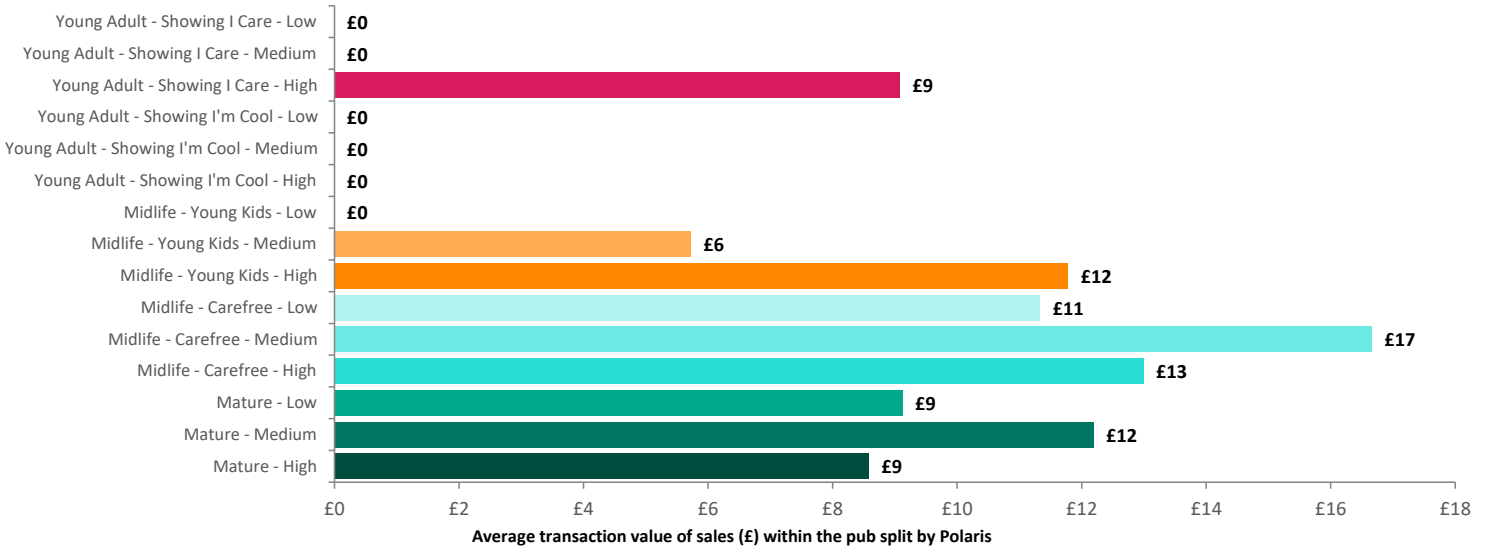
# Transactional Data Summary - Fox & Hounds Walkeringham

## Spend by Polaris

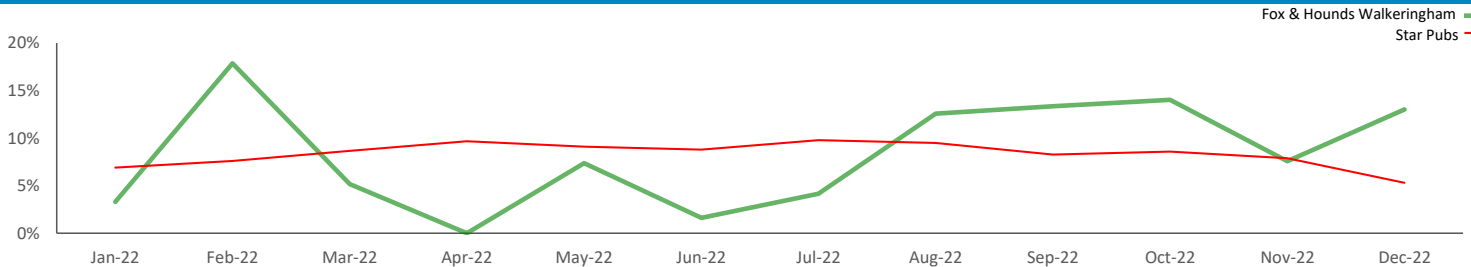
GB %



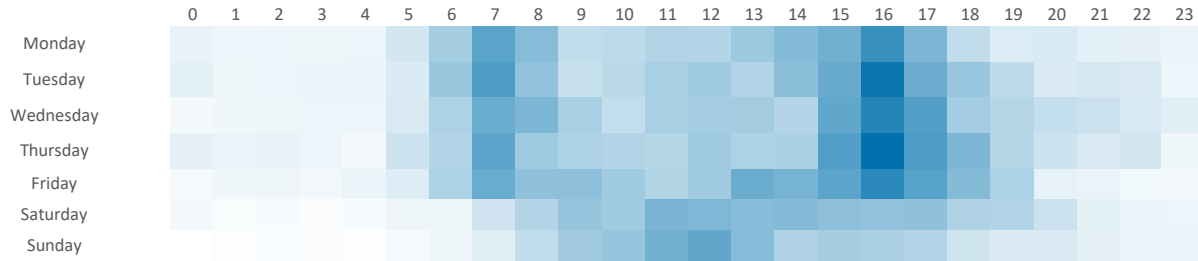
## Average Transaction Values (£) by Polaris



## Spend by Month

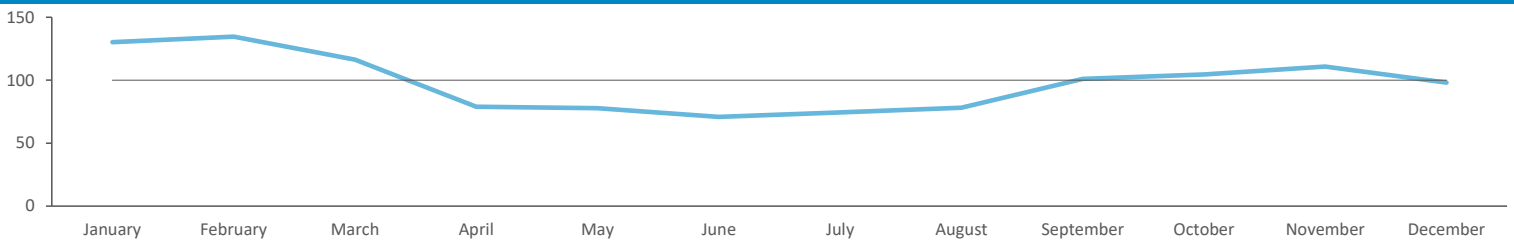


### Time of Day/Day of Week



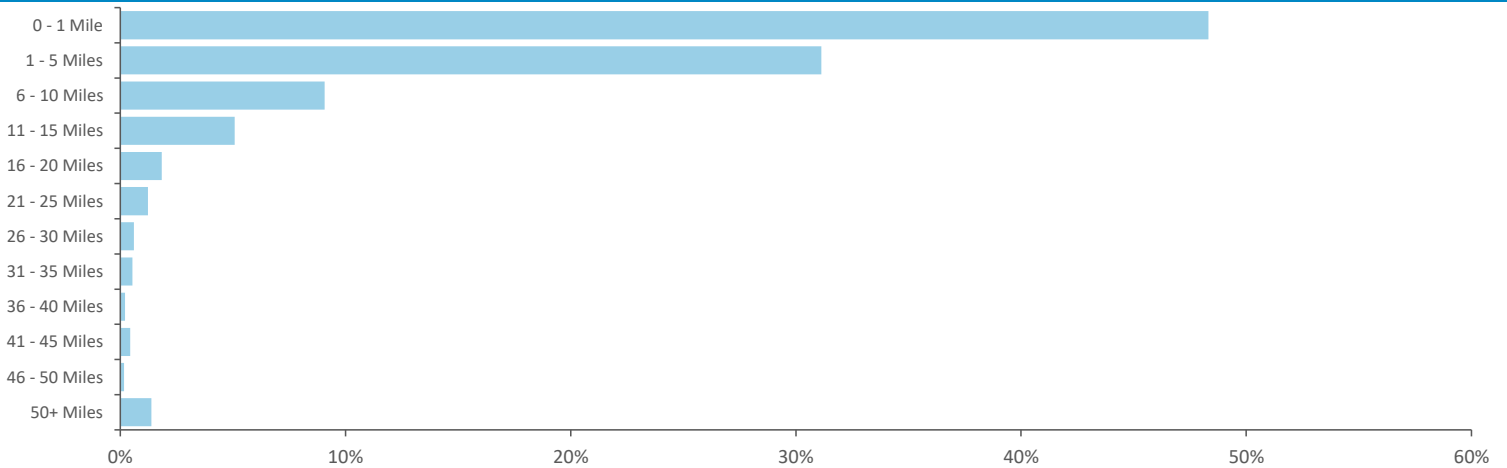
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



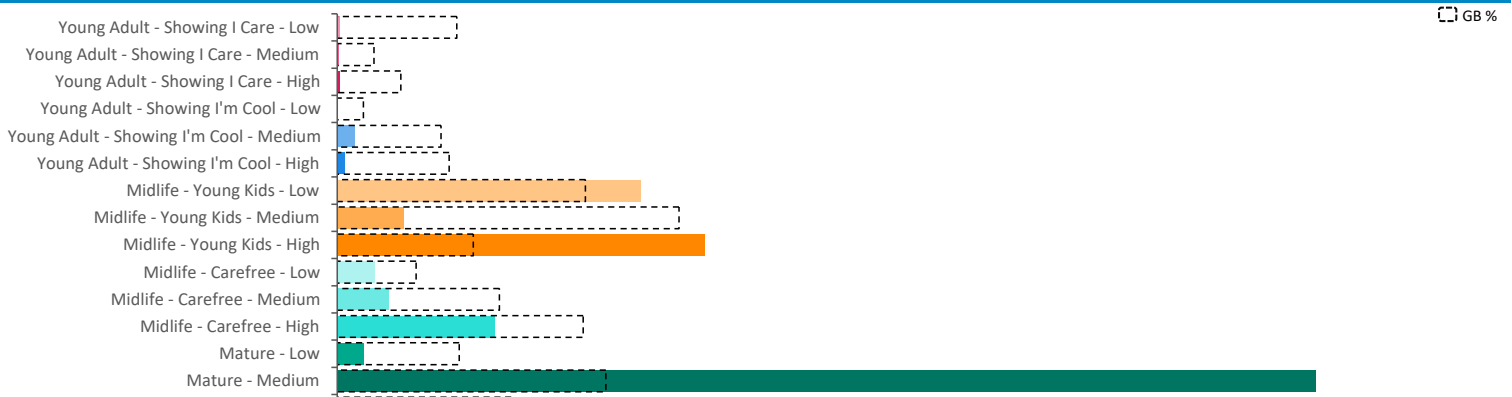
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

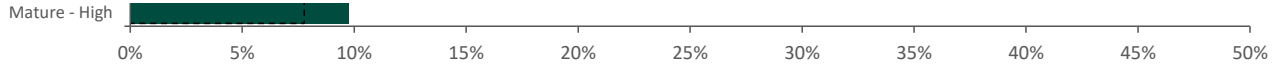


# Mobile Data Summary - Fox & Hounds Walkeringham



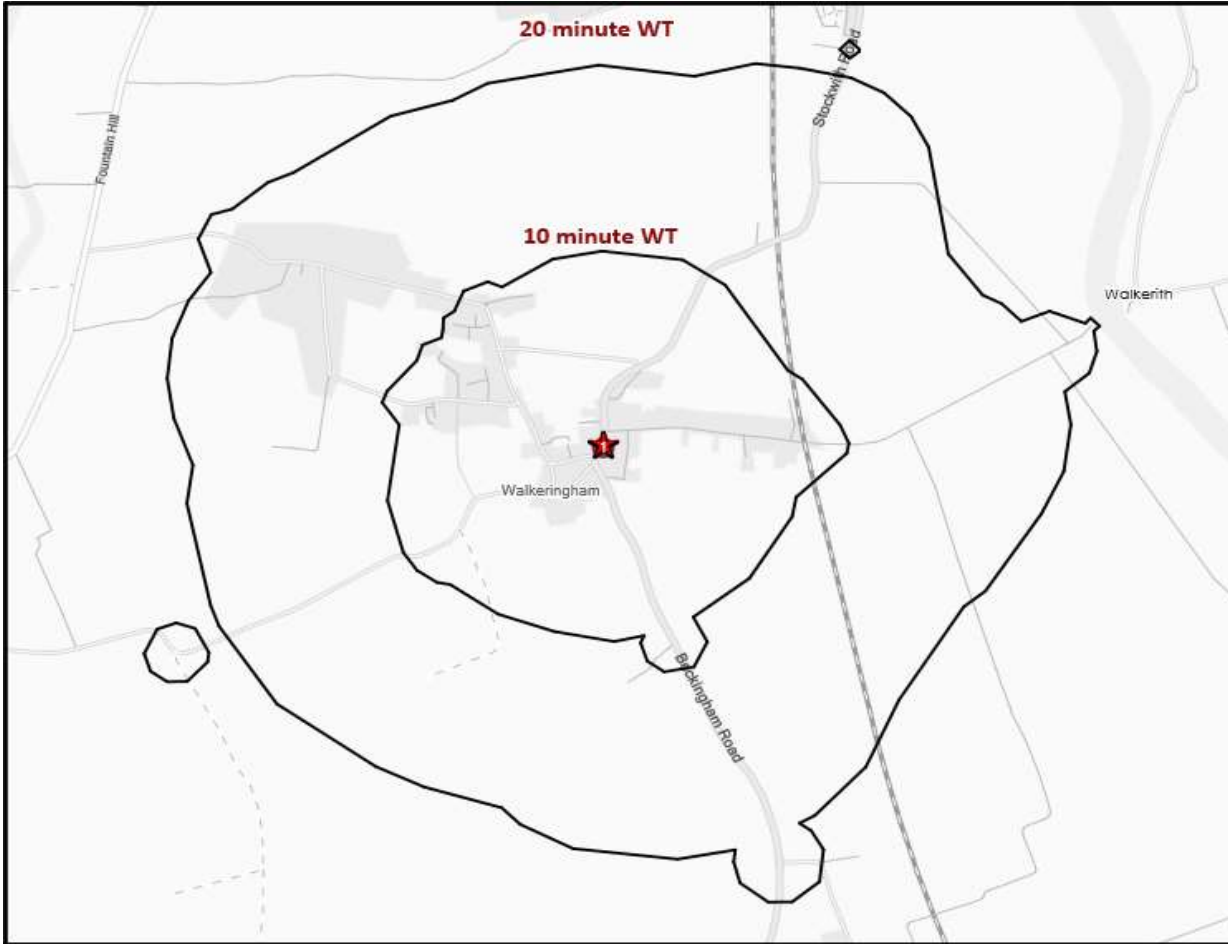
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## Time of Day/Day of Week



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	Fox & Hounds	DN10 4JD	Star Pubs & Bars	Premium Local	0.0