

# Catchment Summary - Railway Nantwich



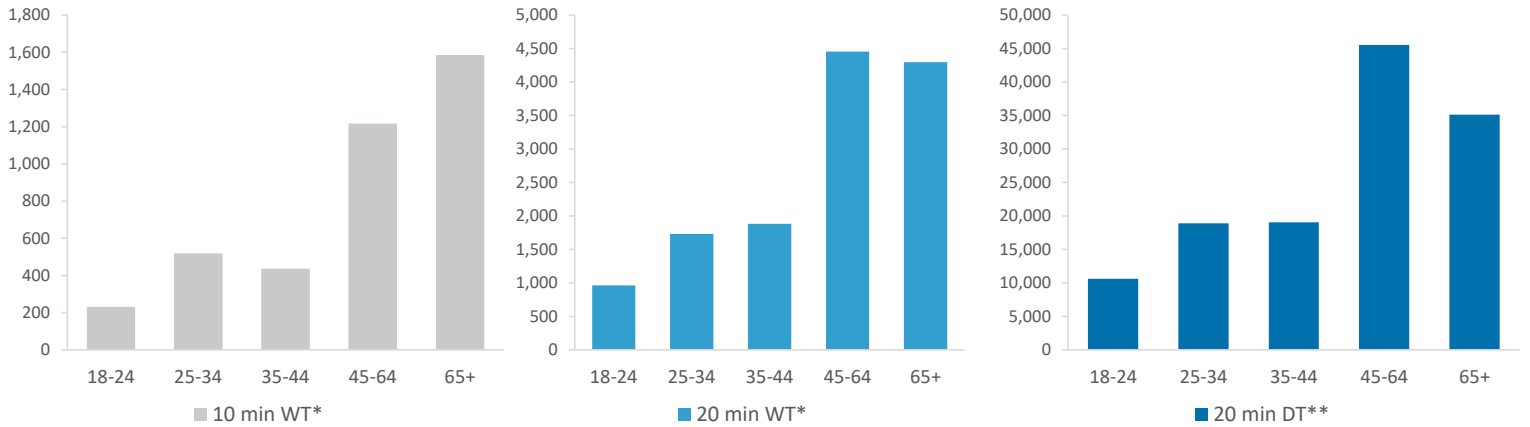
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- Over GB Average
- Around GB Average
- Under GB Average

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

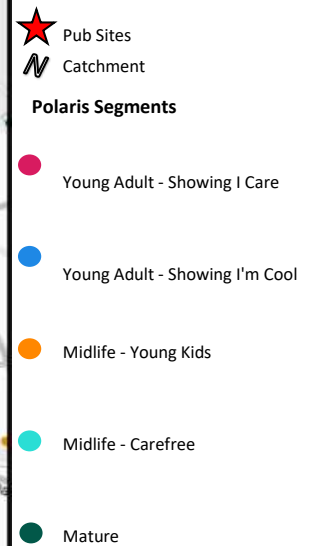
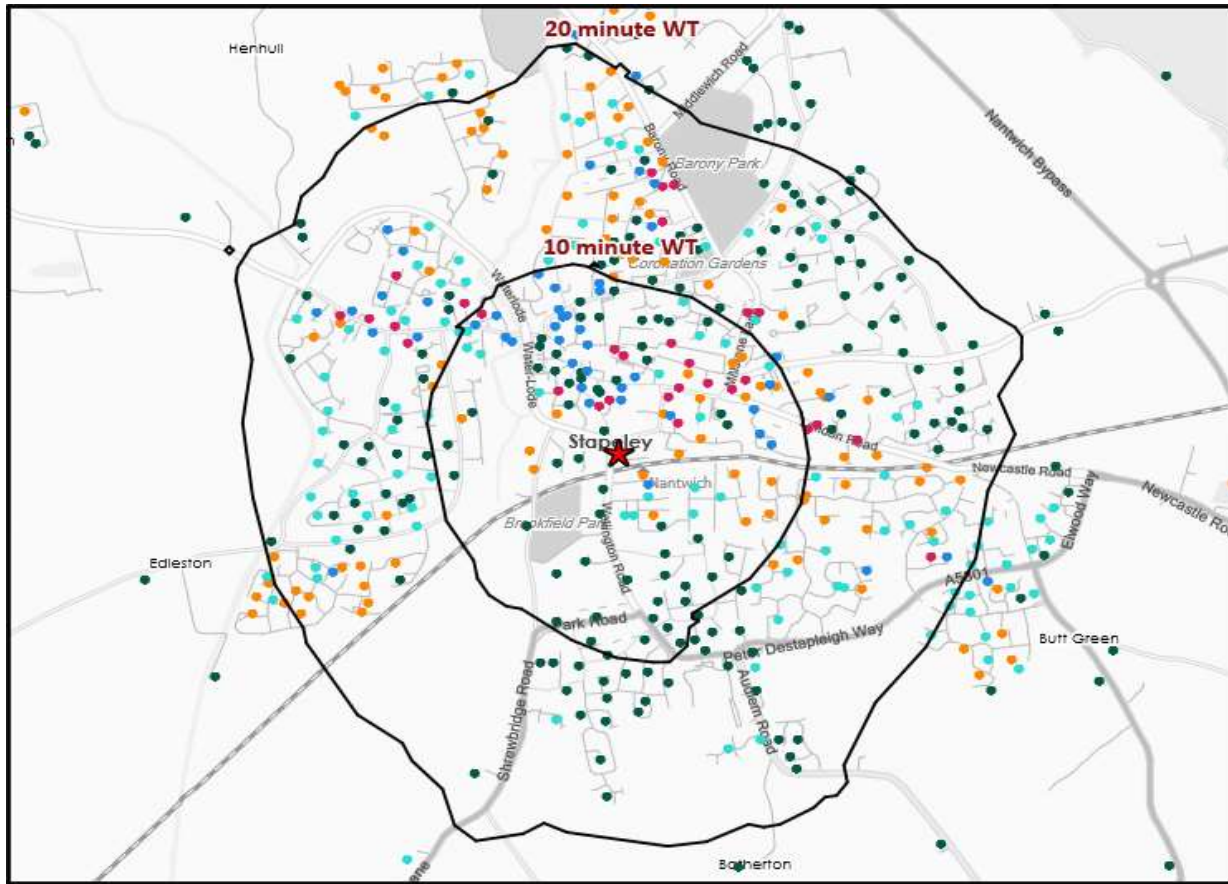
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		4,695	16,511	162,457	89	113	43
Adults 18+		3,989	13,326	129,225	92	75	43
Competition Pubs		18	24	183	120	75	51
Adults 18+ per Competition Pub		222	555	706	27	67	86
% Adults Likely to Drink		83.5%	83.7%	83.4%	101	102	101
Affluence	Low	29.6%	25.5%	18.0%	115	100	70
	Medium	27.0%	26.8%	43.4%	69	68	110
	High	39.5%	45.6%	37.4%	118	136	112
*Affluence does not include Not Private Households							
Age Profile	18-24	231	961	10,617	61	72	81
	25-34	519	1,730	18,907	83	79	88
	35-44	437	1,882	19,032	72	89	91
	45-64	1,217	4,455	45,532	101	106	110
	65+	1,585	4,298	35,137	177	136	113

Population & Adults 18+ index is based on all pubs



		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	2,191 (47%)	7,910 (48%)	80,225 (49%)	94	97	100
	Female	2,504 (53%)	8,601 (52%)	82,232 (51%)	106	103	100
Economic Status (16-74)	Employed: Full-time	1,250 (41%)	4,876 (43%)	49,739 (43%)	98	103	103
	Employed: Part-time	400 (13%)	1,486 (13%)	16,125 (14%)	100	101	107
	Self employed	290 (9%)	1,124 (10%)	10,349 (9%)	99	104	93
	Unemployed	42 (1%)	189 (2%)	2,323 (2%)	57	70	84
	Retired	642 (21%)	1,940 (17%)	18,434 (16%)	151	124	115
	Other	458 (15%)	1,715 (15%)	18,991 (16%)	75	77	83
Total Worker Count		4,655	7,129	80,662			

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	382	738	2,465	107	62	21
Young Adult - Showing I'm Cool	538	1,232	12,613	147	100	106
Midlife - Young Kids	768	3,401	35,710	61	81	88
Midlife - Carefree	579	3,087	24,828	69	110	91
Mature	1,569	4,597	52,142	141	123	144
<b>Not Private Households</b>	153	271	1,467	267	141	79
<b>Total</b>	3,989	13,326	129,225			

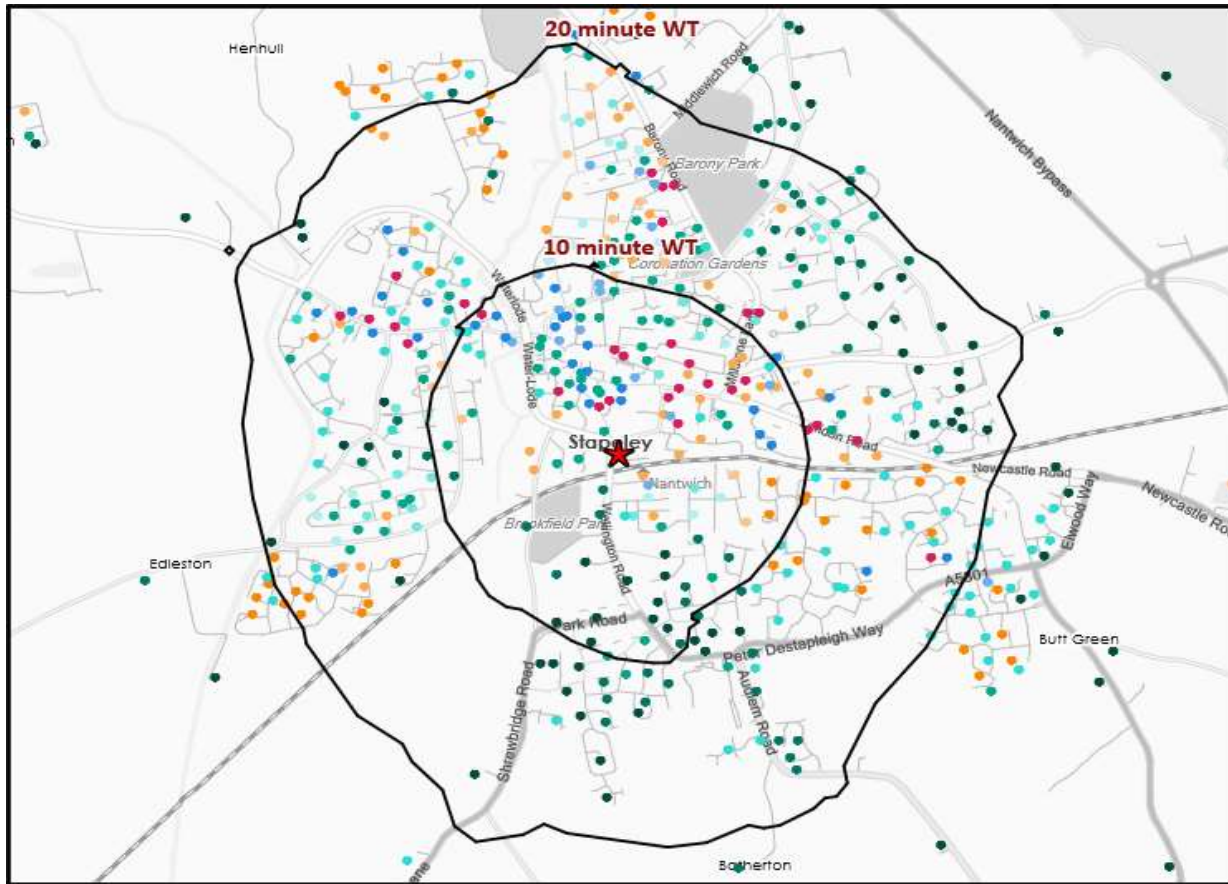
# Polaris Summary - Railway Nantwich



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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

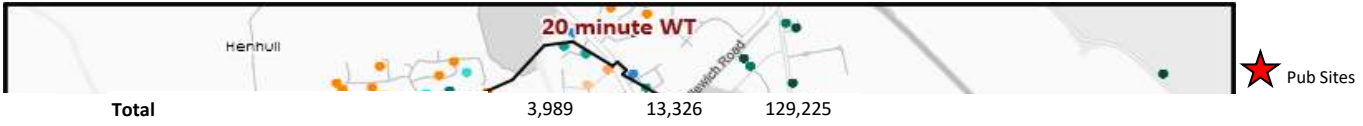
\*WT= Walktime, \*\*DT= Drivetime

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	734	0	0	14
Medium	0	0	38	0	0	2
High	382	738	1,693	284	164	39
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	177	317	8,650	120	64	181
High	361	915	3,963	202	153	69
<b>Midlife - Young Kids</b>						
Low	236	611	8,931	53	41	62
Medium	452	1,367	14,183	76	69	74
High	80	1,423	12,596	37	198	181
<b>Midlife - Carefree</b>						
Low	197	904	4,119	145	200	94
Medium	108	445	11,004	40	50	127
High	274	1,738	9,705	63	119	69
<b>Mature</b>						
Low	747	1,889	9,513	315	239	124
Medium	342	1,449	22,192	68	86	136
High	480	1,259	20,437	128	101	169
<b>Not Private Households</b>	153	271	1,467	267	141	79

# Polaris Summary - Railway Nantwich

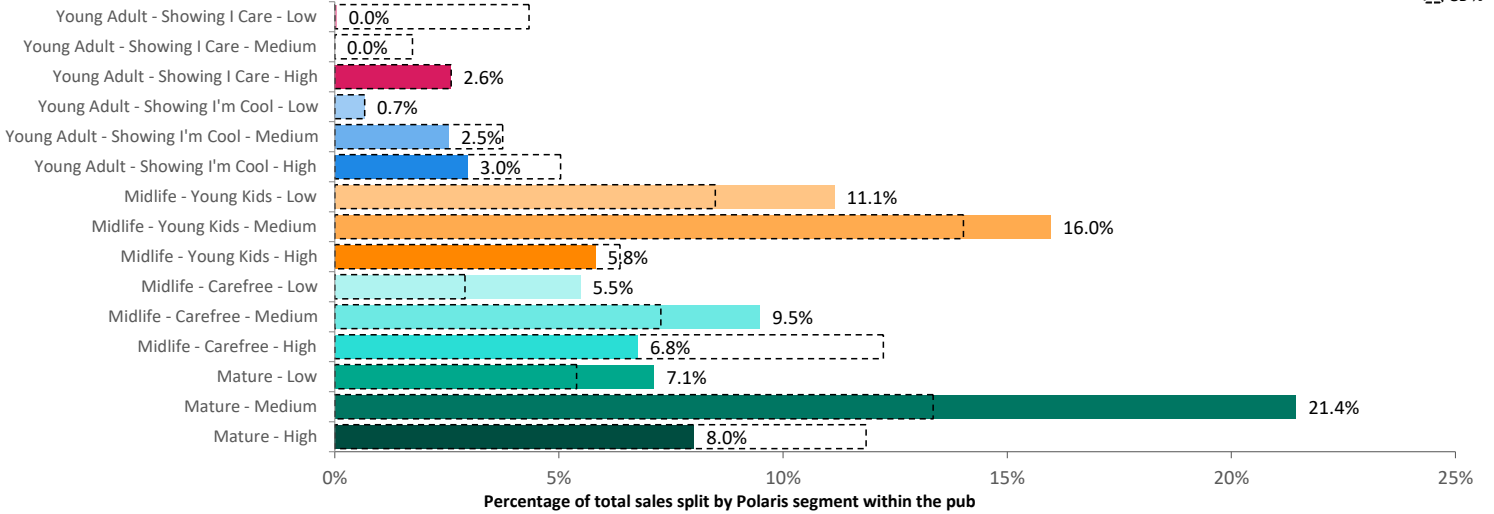


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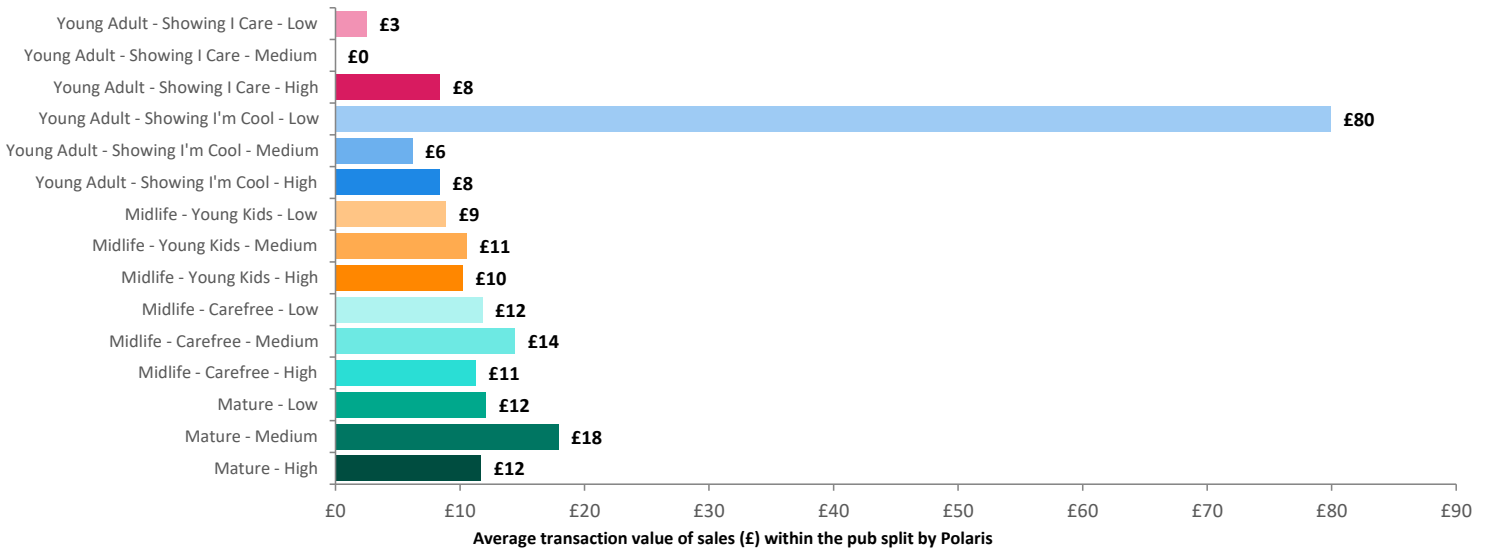


Spend by Polaris

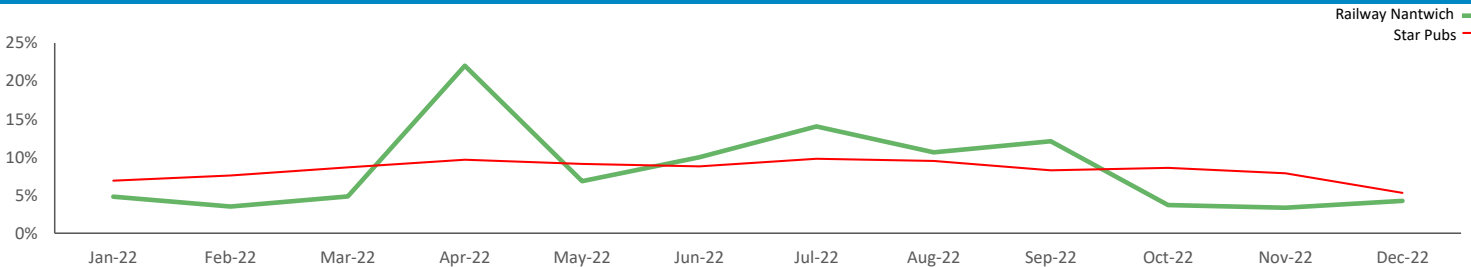
GB %



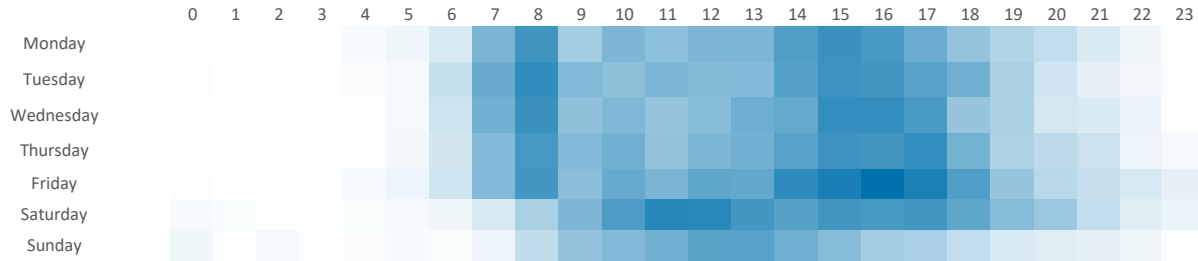
Average Transaction Values (£) by Polaris



Spend by Month

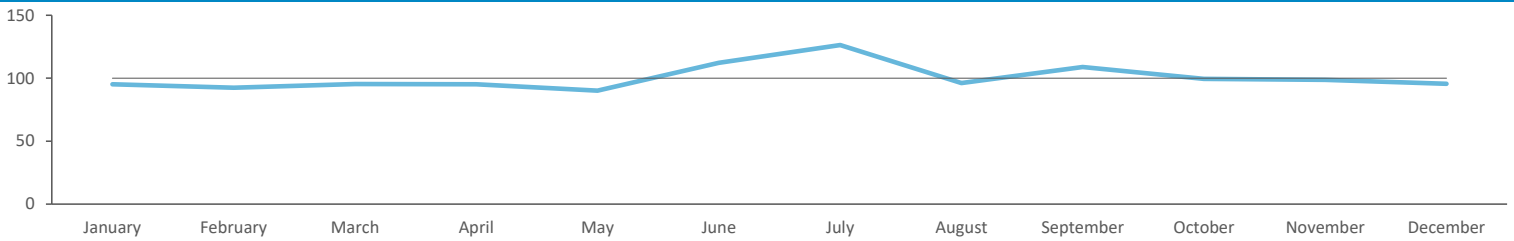


## Time of Day/Day of Week



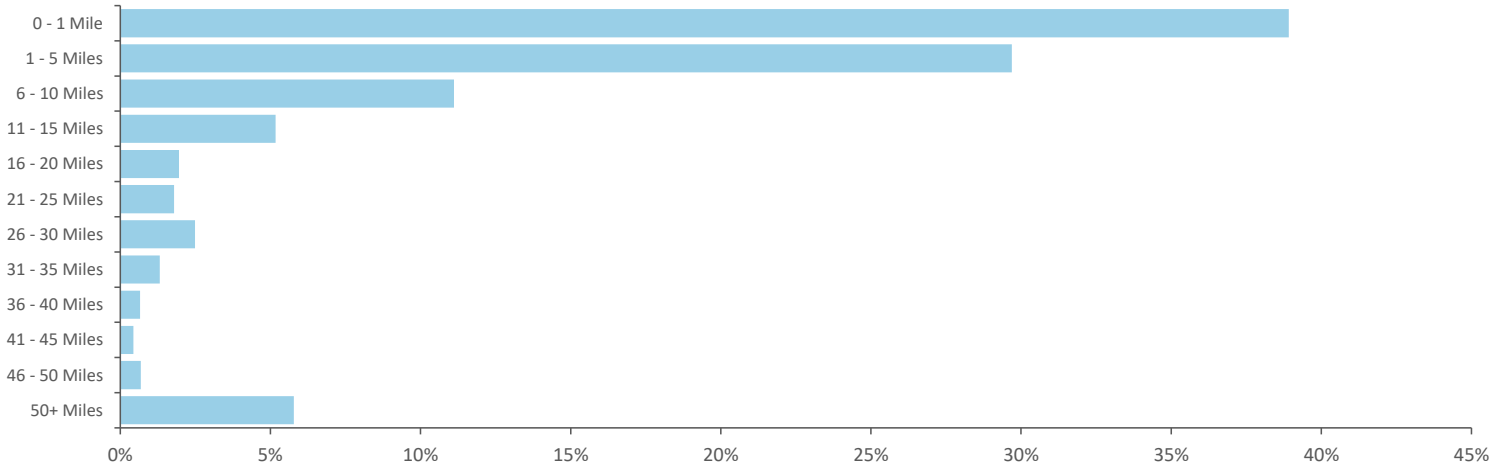
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



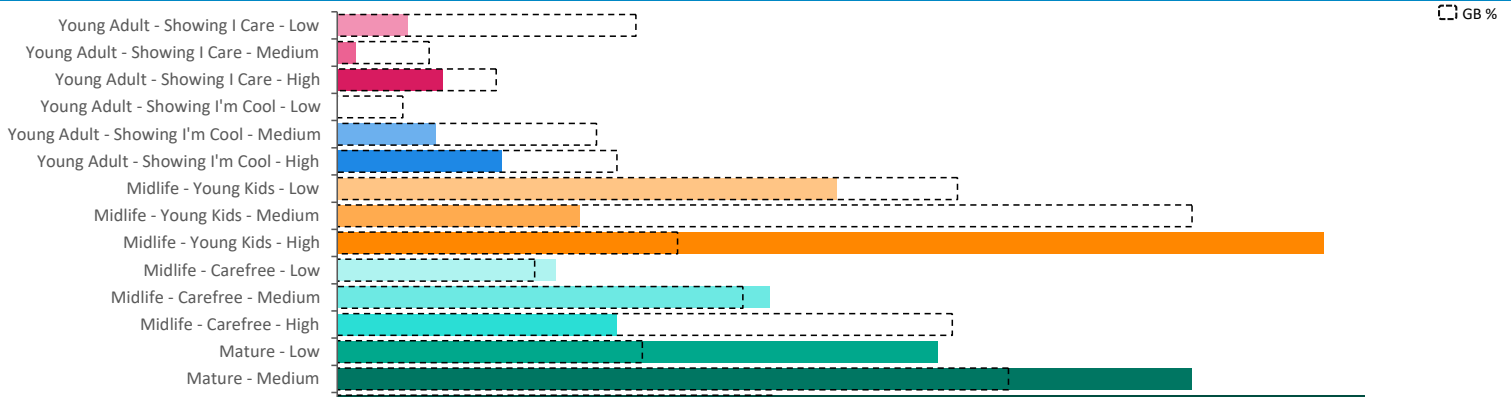
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

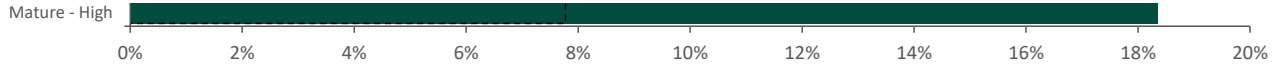


# Mobile Data Summary - Railway Nantwich



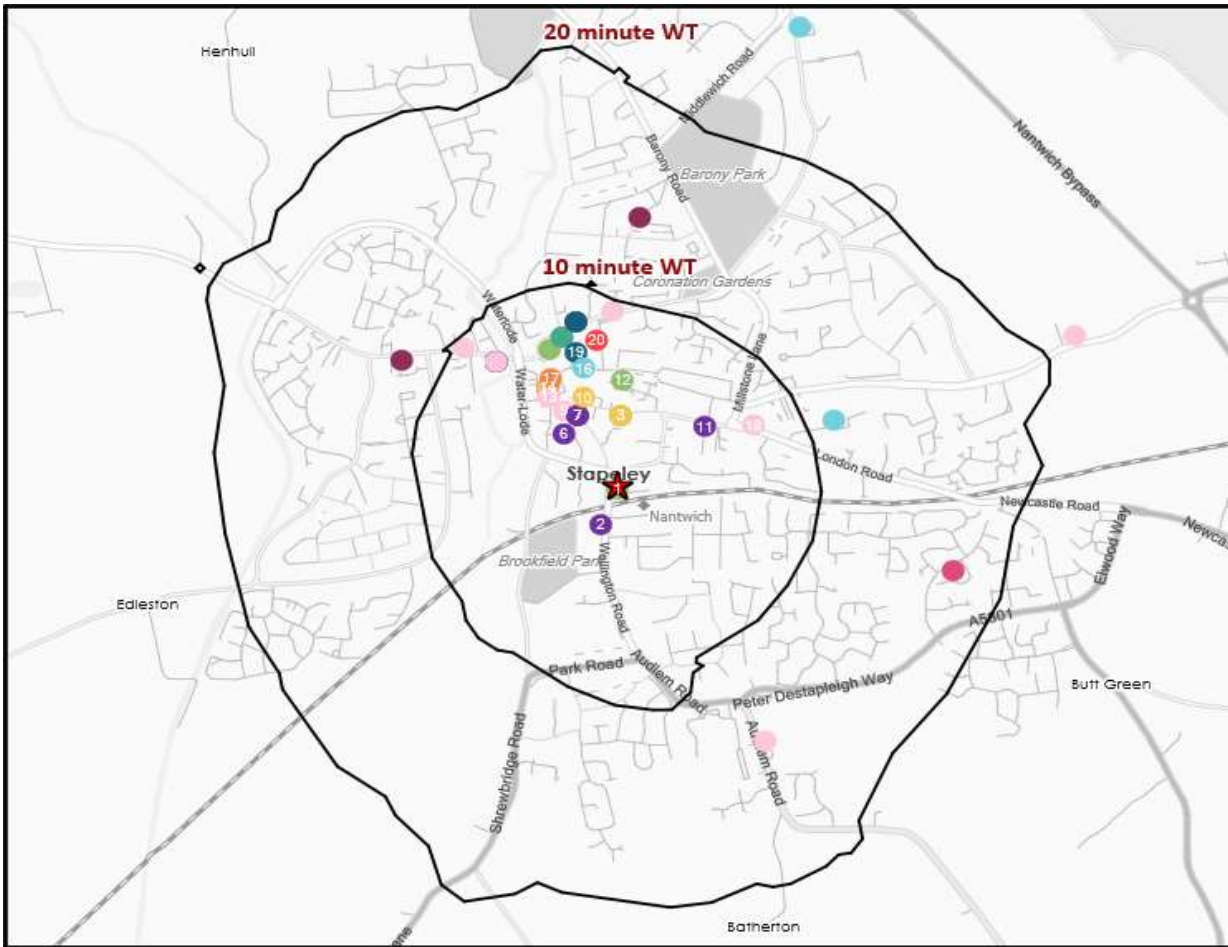
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## Time of Day/Day of Week



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	Railway	CW 5 5SS	Star Pubs & Bars	Circuit Bar	0.0
2	Natraj	CW 5 7BH	Independent Free	Restaurants	0.1
3	Vine Inn	CW 5 5RP	Hydes Anvil	GPGF	0.1
3	Boot & Shoe	CW 5 5RP	Star Pubs & Bars	Circuit Bar	0.1
3	Six	CW 5 5RP	Independent Free	High Street Pub	0.1
6	Romazzino	CW 5 5BH	Independent Free	Restaurants	0.2
7	Naaz Tandoori	CW 5 5BZ	Independent Free	Restaurants	0.2
7	Aroi Thai	CW 5 5BZ	Independent Free	Restaurants	0.2
9	White Horse Inn	CW 5 5BD	Greene King	GPGF	0.2
10	Relish Deli	CW 5 5RQ	Independent Free	High Street Pub	0.2
11	Churches Mansion	CW 5 5RY	Independent Free	Restaurants	0.2
12	Bowling Green	CW 5 5DN	Stonegate Pub Company	Circuit Bar	0.2
13	Wickstead Arms	CW 5 5ST	Punch Pub Company	GPGF	0.2
14	Studio	CW 5 5BA	*Other Small Retail Groups	Night Club	0.2
14	Ebenezers	CW 5 5BA	Independent Free	High Street Pub	0.2
16	Nantwich Conservative Club	CW 5 5DE	Independent Free	Clubland	0.3
17	Crown Hotel	CW 5 5AS	Independent Free	Hotel	0.3
18	Leopard	CW 5 6LJ	Joule's Brewery	GPGF	0.3
19	Miss Marmalades	CW 5 5AB	Independent Free	ABOS	0.3
20	Nantwich Civic Hall	CW 5 5DG	Independent Free	Large Venue	0.3