

# Catchment Summary - Wolsey

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

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

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**
7,076	15,544	402,670

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
134	80	96

Pop. & Adl. 18+ index based on all pubs

<b>Population</b>	7,076	15,544	402,670
<b>Adults 18+</b>	6,101	13,324	324,034
<b>Competition Pubs</b>	13	21	377
<b>Adults 18+ per Competition Pub</b>	469	634	860
<b>% Adults Likely to Drink</b>	78,3%	78,1%	75,6%

137	82	96
68	48	93
53	72	97
104	103	100

<b>Affluence</b>	Low	36,6%	41,2%	59,3%
	Medium	55,3%	50,2%	32,3%
	High	8,1%	7,1%	7,2%

36,6%	41,2%	59,3%
55,3%	50,2%	32,3%
8,1%	7,1%	7,2%

110	124	179
145	132	85
30	26	26

\*Affluence does not include Not Private Households

<b>Mean Net Disposable income (£pa)</b>	£18.790	£19.874	£16.991
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88	93	80
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<b>Age Profile</b>	18-24	572	1,251	29,554
	25-34	1,007	2,065	51,009
	35-44	1,017	2,047	52,980
	45-64	1,923	4,204	104,659
	65+	1,582	3,757	85,832

572	1,251	29,554
1,007	2,065	51,009
1,017	2,047	52,980
1,923	4,204	104,659
1,582	3,757	85,832

96	95	87
105	98	94
107	98	98
107	107	103
117	126	111



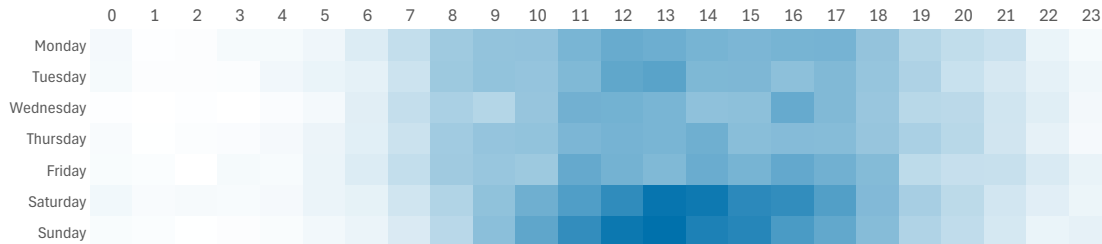
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## Polaris Plus Segments

- ★ Pub Sites
- ▲ Catchment
- Young**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

## Mobile Data Summary

## Time of Day/Day of Week



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**
<b>Young</b>	2,831	5,414	139,506	167	146	155
<b>Midlife - Young Kid</b>	72	266	25,703	11	18	73
<b>Midlife - Carefree</b>	579	1,246	32,220	60	59	63
<b>Mature</b>	2,619	6,204	123,037	97	105	86
<i>Not Private Households</i>	0	194	3,568	0	12.034	9.101
<b>Total</b>	<b>6,101</b>	<b>13,324</b>	<b>324,034</b>			

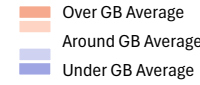


# Per Pub - Wolsey

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

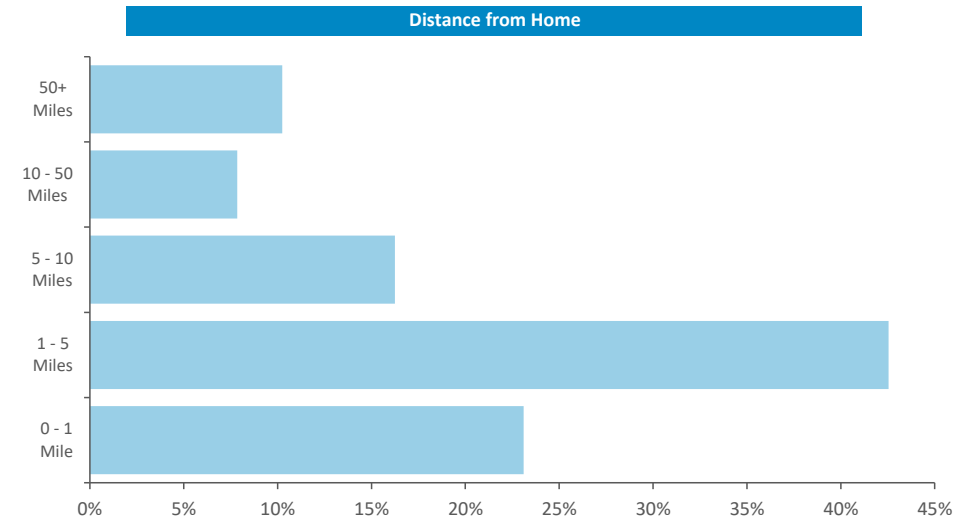
Adults 18+	6.101	13.324	324.034
Number of Competition Pubs	13	21	377
Adults 18+ per Competition Pub	469	634	860



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	527	8,6%	104
Circuit Bar	0	418	6,9%	164
Community Pub	4	1.376	22,5%	115
Craft Led	0	392	6,4%	179
Great Pub Great Food	0	681	11,2%	61
High Street Pub	3	1.360	22,3%	118
Premium Local	2	768	12,6%	74

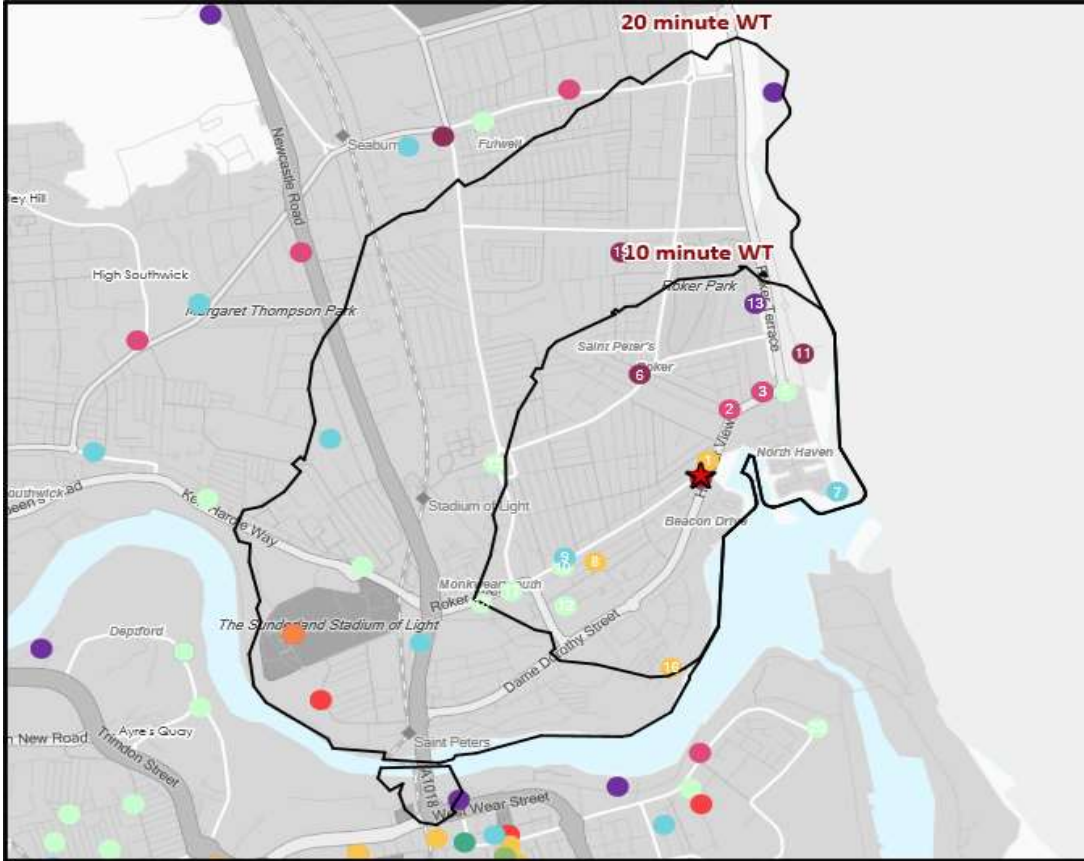
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	926	7,0%	84
Circuit Bar	0	856	6,4%	154
Community Pub	8	3.175	23,8%	122
Craft Led	0	689	5,2%	144
Great Pub Great Food	0	1.412	10,6%	58
High Street Pub	3	3.100	23,3%	123
Premium Local	4	1.743	13,1%	77

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	4	18.858	5,8%	70
Circuit Bar	4	20.929	6,5%	155
Community Pub	102	87.842	27,1%	139
Craft Led	0	11.213	3,5%	97
Great Pub Great Food	2	28.688	8,9%	49
High Street Pub	76	85.498	26,4%	140
Premium Local	16	38.590	11,9%	70



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# Competition - Wolsey



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	Cliffe Hotel	SR 6 9LG	Star Pubs & Bars	Premium Local	14,5%	0,50
1	These Things Happen	SR 6 0NL	Independent Free	High Street Put	14,4%	0,04
6	New Derby Hotel	SR 6 9TA	Greene King	Premium Local	10,5%	0,25
3	Marina Vista	SR 6 0PQ	Independent Free	Restaurants	9,4%	0,22
11	Grannie Annie's	SR 6 0PL	Independent Free	Premium Local	8,8%	0,33
2	Harbour View	SR 6 0NU	Independent Free	Family Pub Din	8,2%	0,15
5	Tin Of Sardines	SR 6 0PR	Independent Free	Community Pu	7,4%	0,25
8	Avenue	SR 6 0EQ	Independent Free	High Street Put	7,1%	0,27
0	Wolsey	SR 6 0ES	Star Pubs & Bars	Premium Local	6,2%	0,00
13	Roker Hotel	SR 6 9ND	Independent Free	Hotel	5,7%	0,38
9	Royal Naval Association Club	SR 6 0HX	Independent Free	Clubland	2,6%	0,31
15	Cambridge Hotel	SR 6 0JB	Punch Pub Company	Community Pu	2,1%	0,40
18	Wheatsheaf	SR 6 0BN	Independent Free	Community Pu	1,6%	0,50
20	Welcome Tavern	SR 1 2DW	Independent Free	Community Pu	1,2%	0,57
10	Fort Inn	SR 6 0HQ	Independent Free	Community Pu	0,3%	0,32
12	Albion Hotel	SR 6 0DZ	Independent Free	Community Pu	0,1%	0,37
7	Sunderland Yacht Club	SR 6 0PN	Independent Free	Clubland	0,0%	0,26
3	Queen Vic	SR 6 0PQ	Independent Free	Family Pub Din	0,0%	0,22
13	Italian Farmhouse	SR 6 9ND	Independent Free	Restaurants	0,0%	0,38
16	National Glass Centre	SR 6 0GL	Independent Free	High Street Put	0,0%	0,40
17	Howard Arms	SR 6 0BS	Independent Free	Community Pu	0,0%	0,43

\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

# Catchment Summary - Wolsey

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
123757	Wolsey	SR 6 0ES	Star Pubs & Bars	Premium Local	9



- ★ Pub Sites
- Ⓐ Catchments

**Polaris Plus Segments**

**Young**

- Low
- Medium
- High

**Midlife - Young Kids**

- Low
- Medium
- High

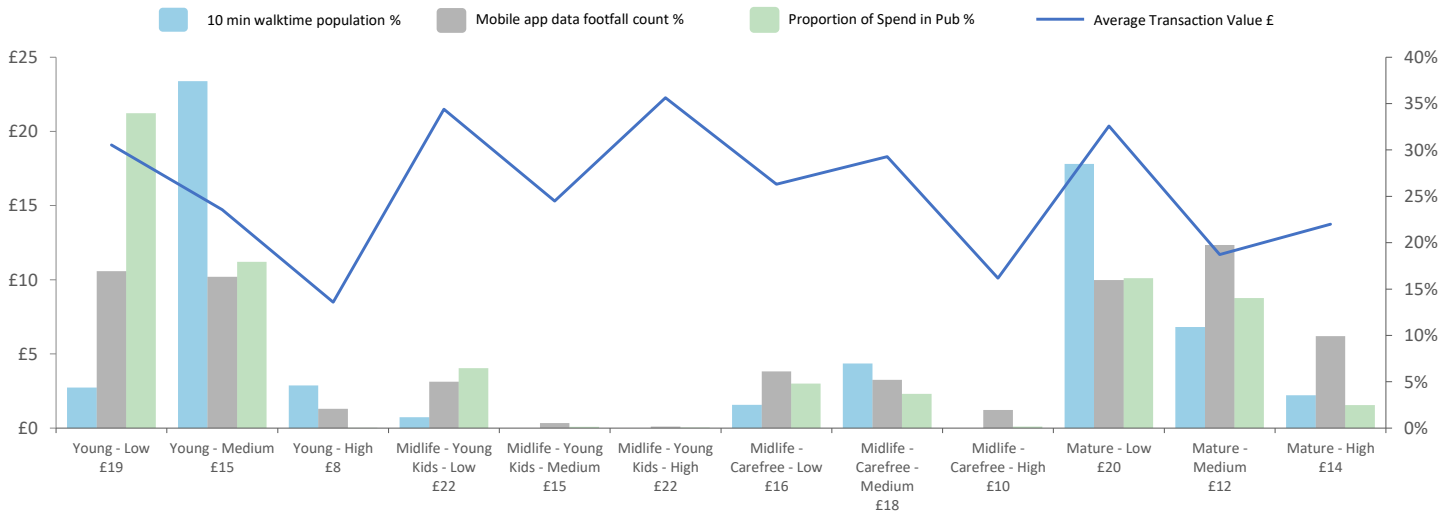
**Midlife - Carefree**

- Low
- Medium
- High

**Mature**

- Low
- Medium
- High

## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Wolsley

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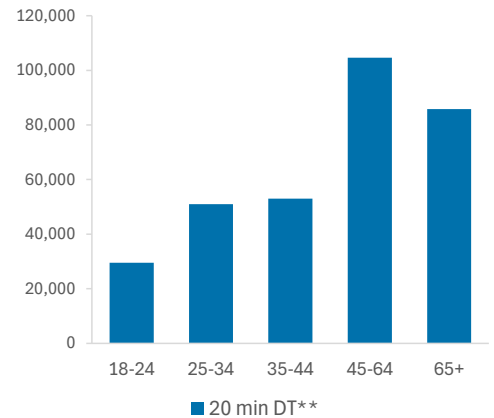
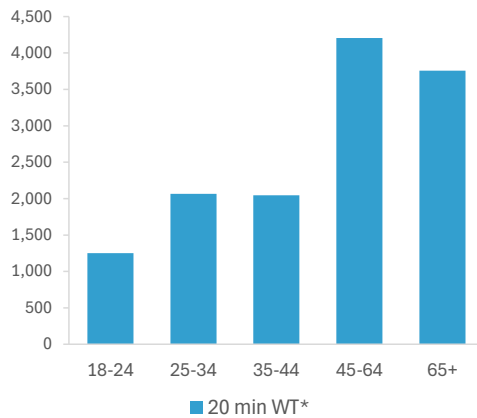
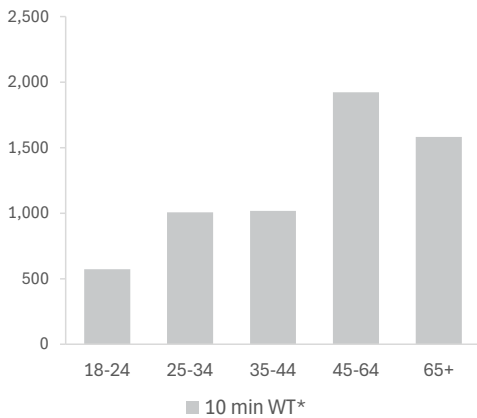
Over GB Average  
Around GB Average  
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\*WT= Walktime, \*\*DT= Drivetime

		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		7,076	15,544	402,670	134	80	96
Adults 18+		6,101	13,324	324,034	137	82	96
Competition Pubs		13	21	377	68	48	93
Adults 18+ per Competition Pub		469	634	860	53	72	97
% Adults Likely to Drink		78,3%	78,1%	75,6%	104	103	100
Affluence	Low	36,6%	41,2%	59,3%	110	124	179
	Medium	55,3%	50,2%	32,3%	145	132	85
	High	8,1%	7,1%	7,2%	30	26	26
Mean Net Disposable income (£pa)		£18.790	£19.874	£16.991	88	93	80
Age Profile	18-24	572	1,251	29,554	96	95	87
	25-34	1,007	2,065	51,009	105	98	94
	35-44	1,017	2,047	52,980	107	98	98
	45-64	1,923	4,204	104,659	107	107	103
	65+	1,582	3,757	85,832	117	126	111

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



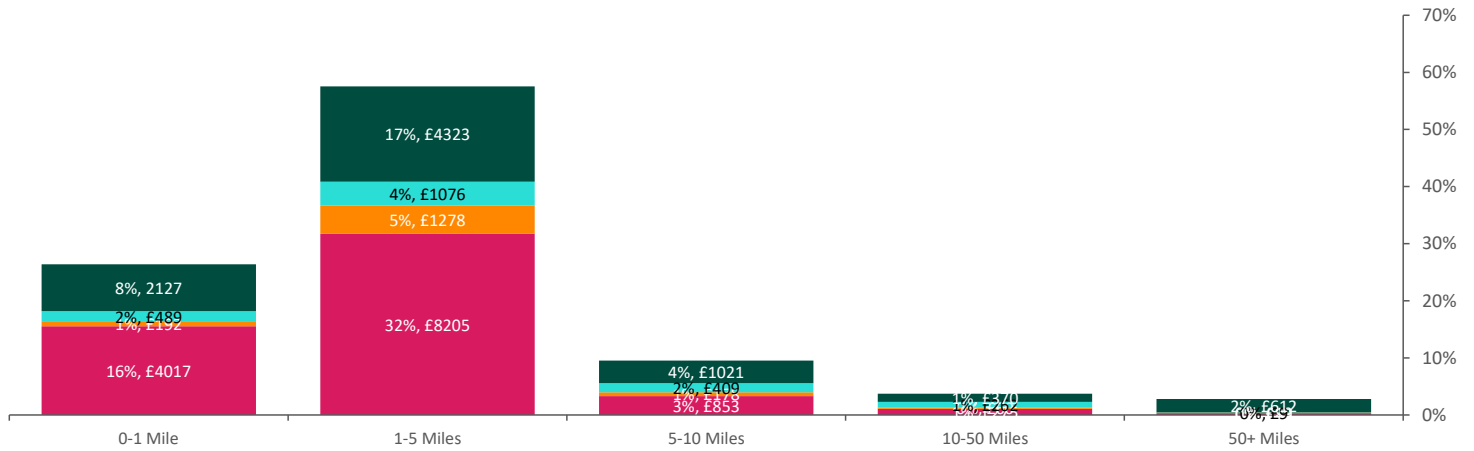
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,621 (51%)	7,740 (50%)	196,289 (49%)	104	102	99
	Female	3,455 (49%)	7,804 (50%)	206,381 (51%)	96	98	101
Economic Status (16+)	Employed: Full-time	2,009 (32%)	4,383 (32%)	105,790 (32%)	94	94	93
	Employed: Part-time	694 (11%)	1,563 (12%)	41,847 (13%)	92	95	103
	Self employed	420 (7%)	830 (6%)	18,464 (6%)	74	66	60
	Unemployed	159 (3%)	334 (2%)	10,836 (3%)	100	96	127
	Full-time student	172 (3%)	385 (3%)	6,729 (2%)	117	120	85
	Retired	1,698 (27%)	3,864 (28%)	80,996 (24%)	125	130	111
	Other	1,049 (17%)	2,212 (16%)	68,630 (21%)	97	93	118
Total Worker Count		2,964	8,070	199,237			

See the Glossary page for further information on the above variables

# Transactional Data Summary - Wolsey

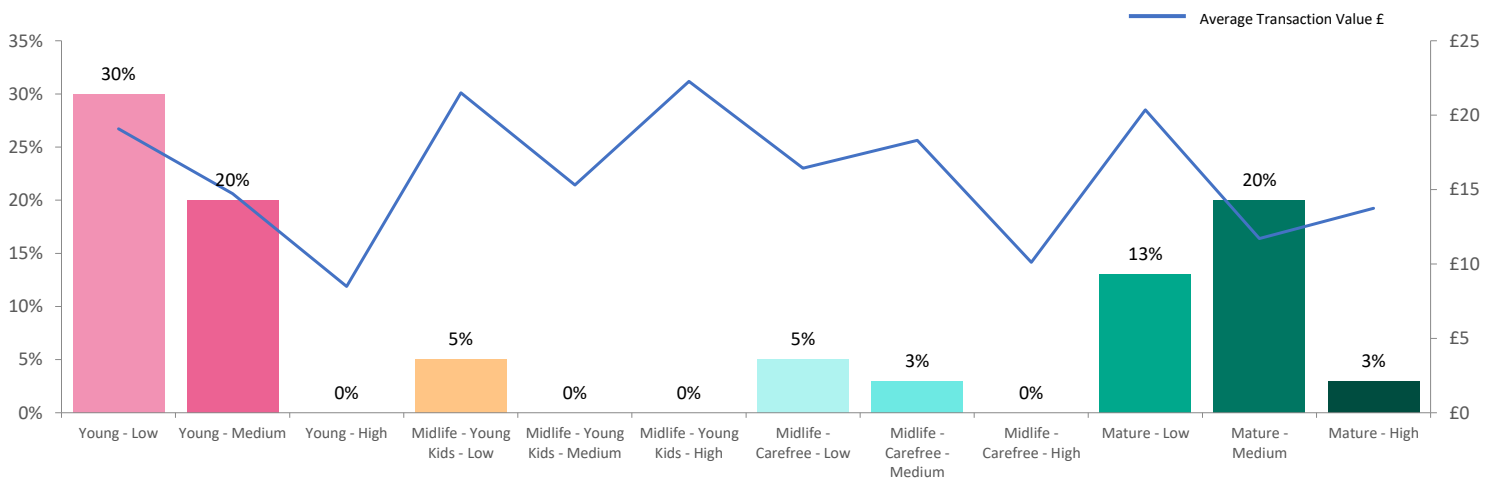
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## Spend by Polaris and Distance from Home



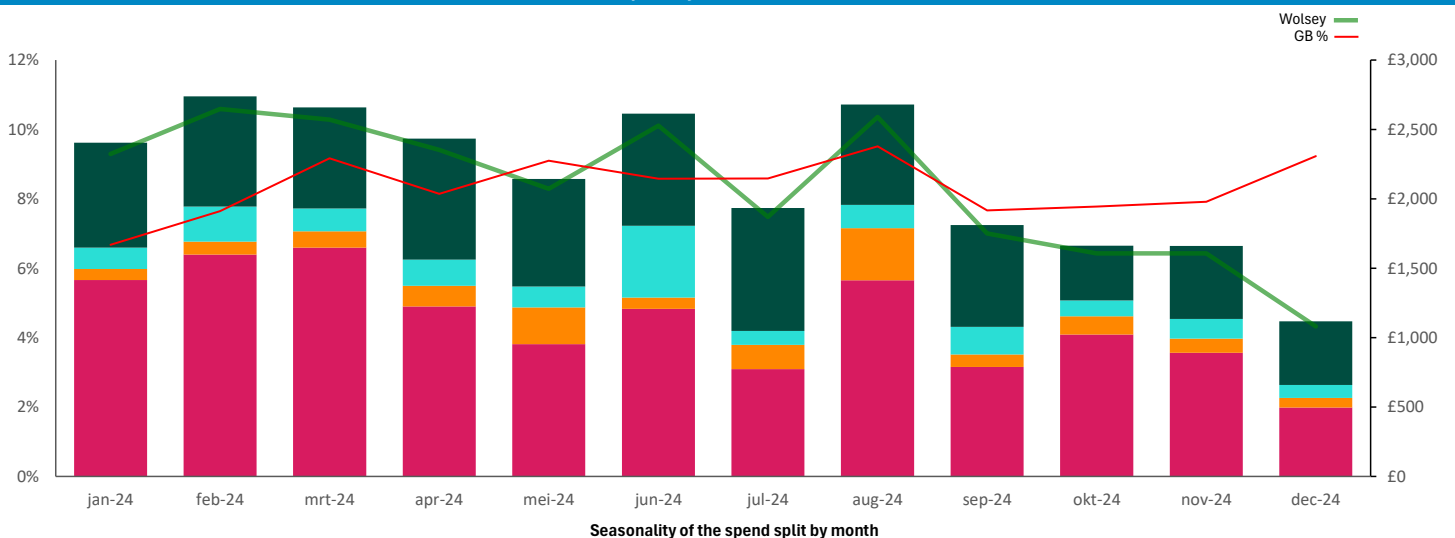
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

## % of Transactions and Average Transaction Values (£) by Polaris Plus



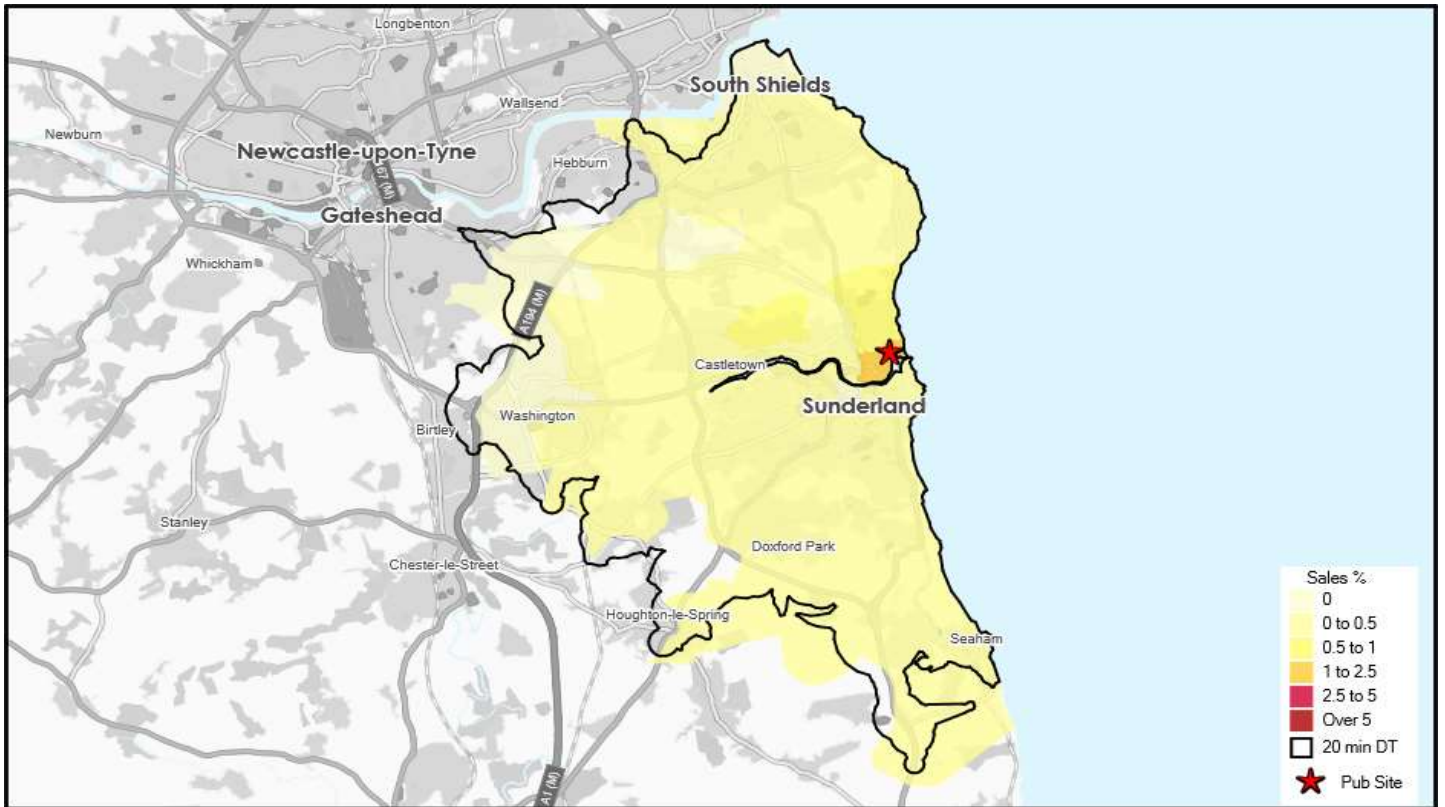
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



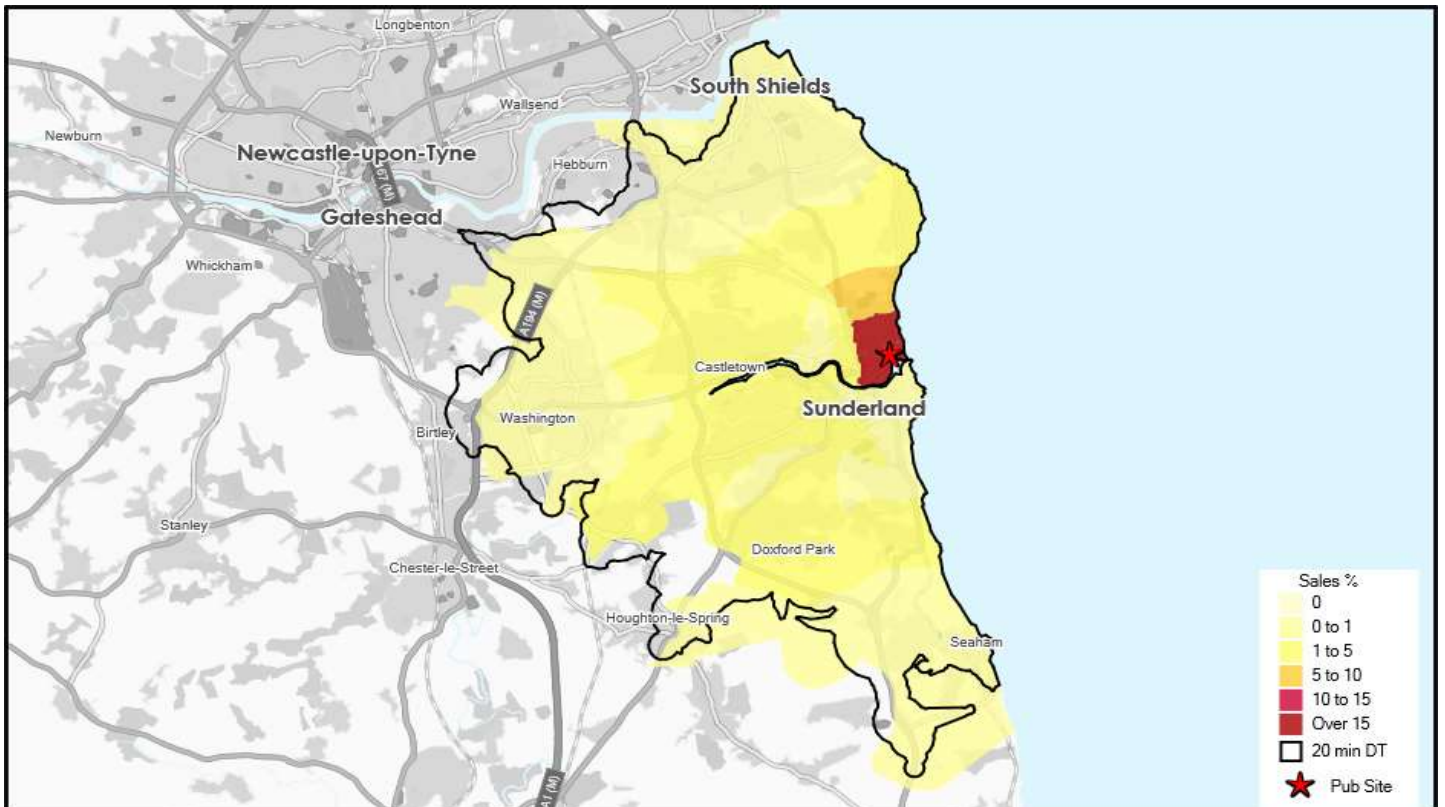
Seasonality of the spend split by month

Wolsey Share of Spend from Postcode Sectors within 20 minute Drive



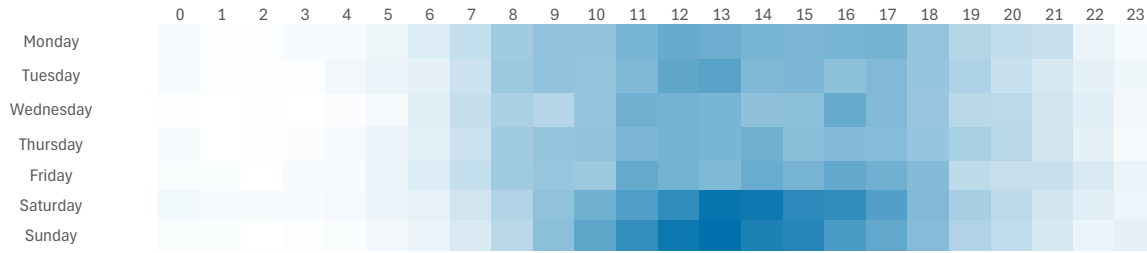
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Wolsey



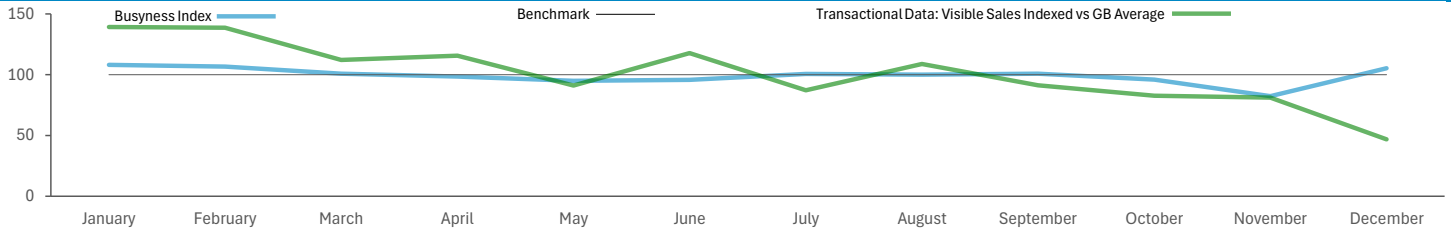
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



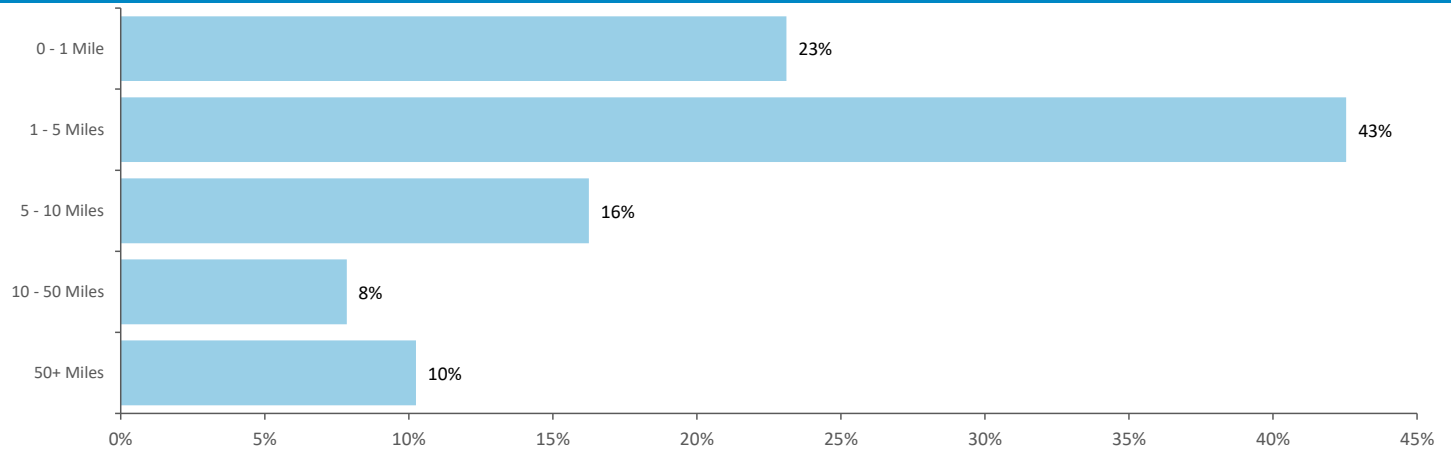
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index > 100 indicates it is busier than average. Transactional: Index > 100 indicates month's sales higher than month's GB average

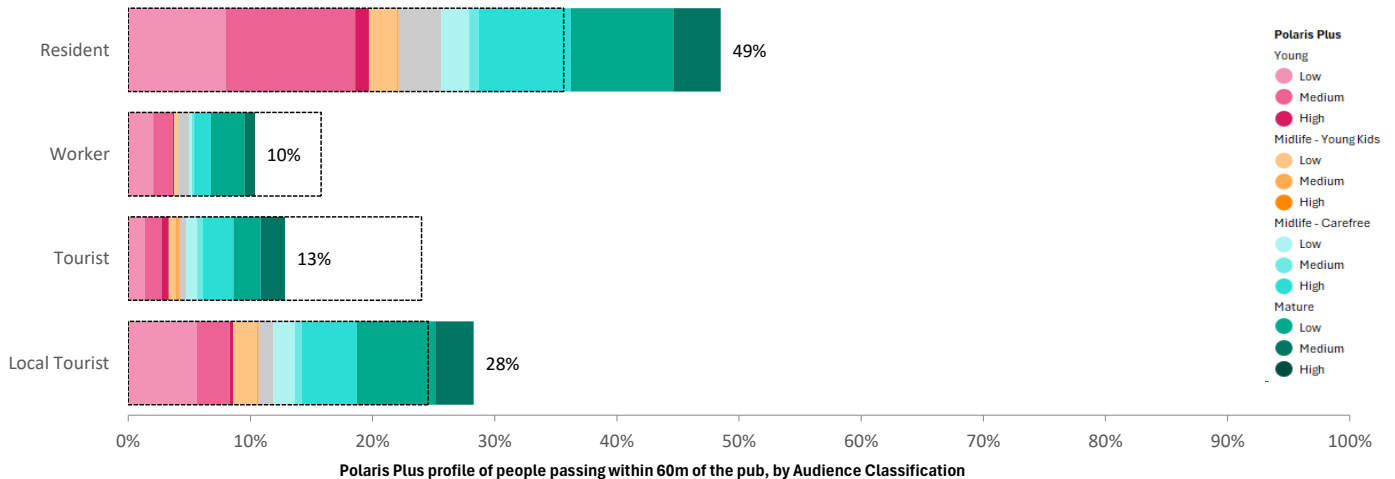
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

Base: GB

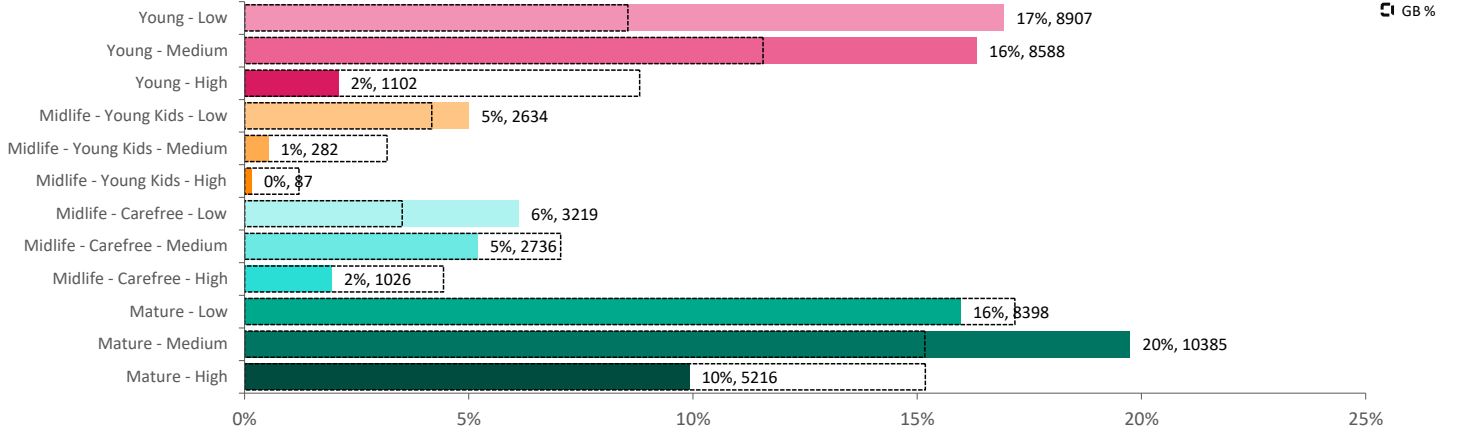


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Wolsley

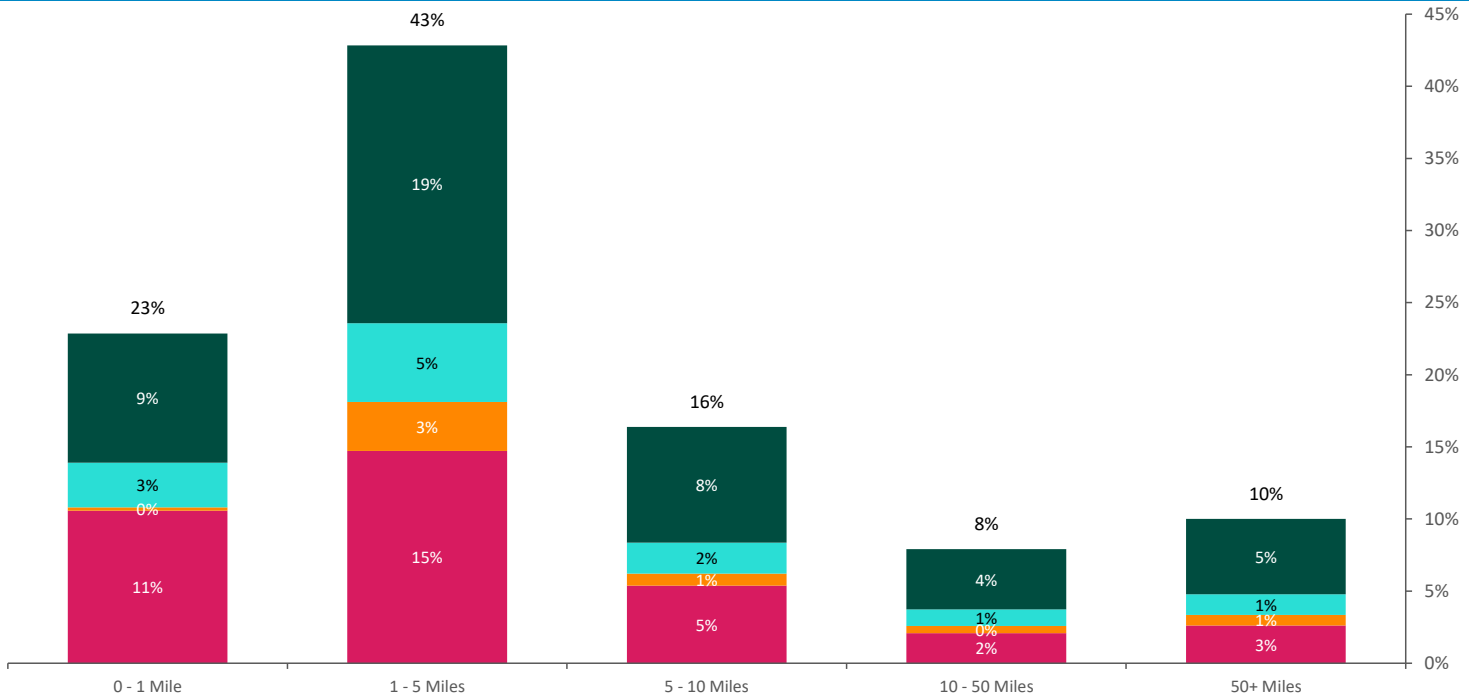
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## Polaris Plus Profile



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

## Distance from Home by Polaris



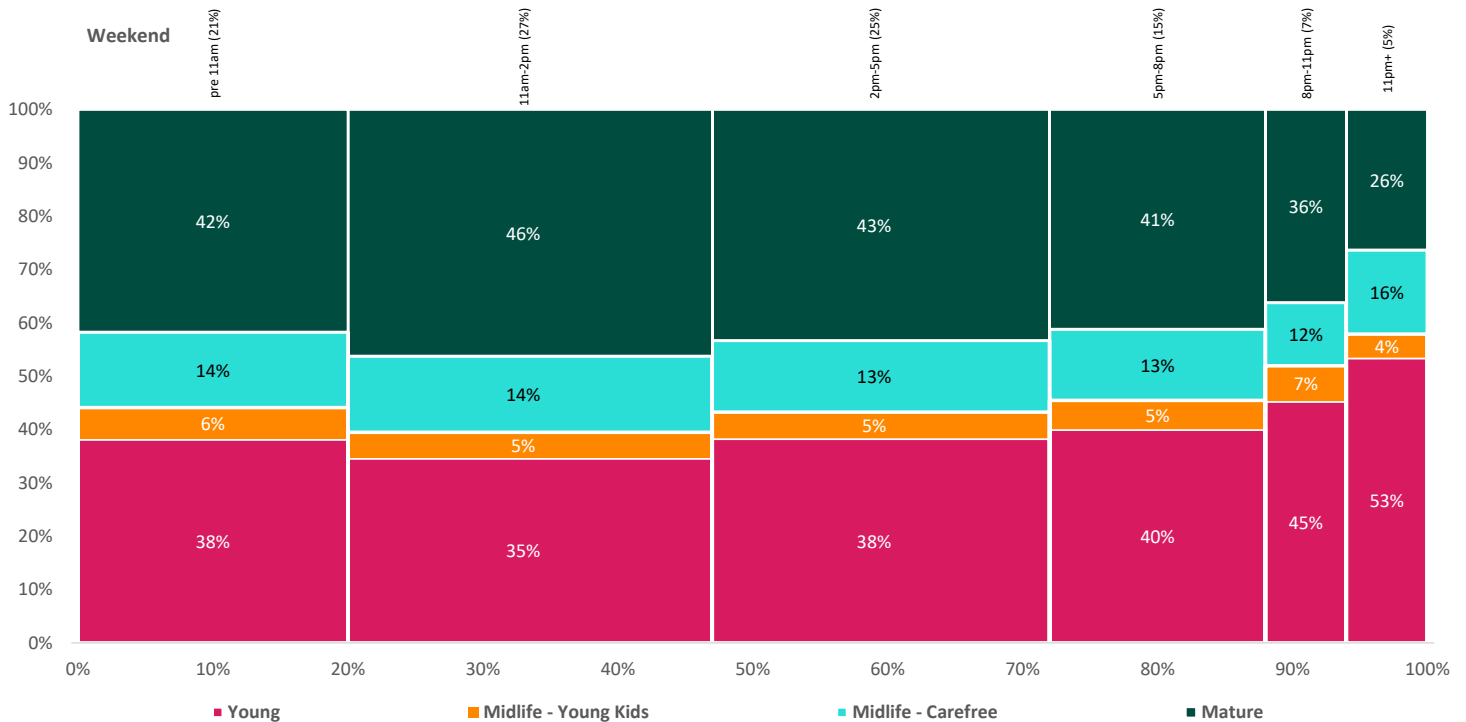
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		4.620	4.273	3.957	3.023	1.510	485	17.869
Midlife - Carefree		1.457	1.216	1.148	993	452	212	5.478
Midlife - Young Kids		540	514	484	439	236	119	2.333
Young		4.511	3.827	3.582	3.020	1.766	1.628	18.334
All		11.128	9.830	9.172	7.476	3.964	2.445	44.014

Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.923	2.776	2.452	1.429	558	303	9.441
Midlife - Young Kids		655	858	762	464	183	181	3.103
Midlife - Carefree		272	291	279	188	102	51	1.182
Mature		1.764	2.082	2.173	1.392	699	615	8.726
All		4.614	6.007	5.667	3.472	1.542	1.151	22.452

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

# Polaris Plus Summary - Wolsley

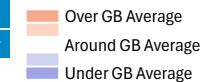
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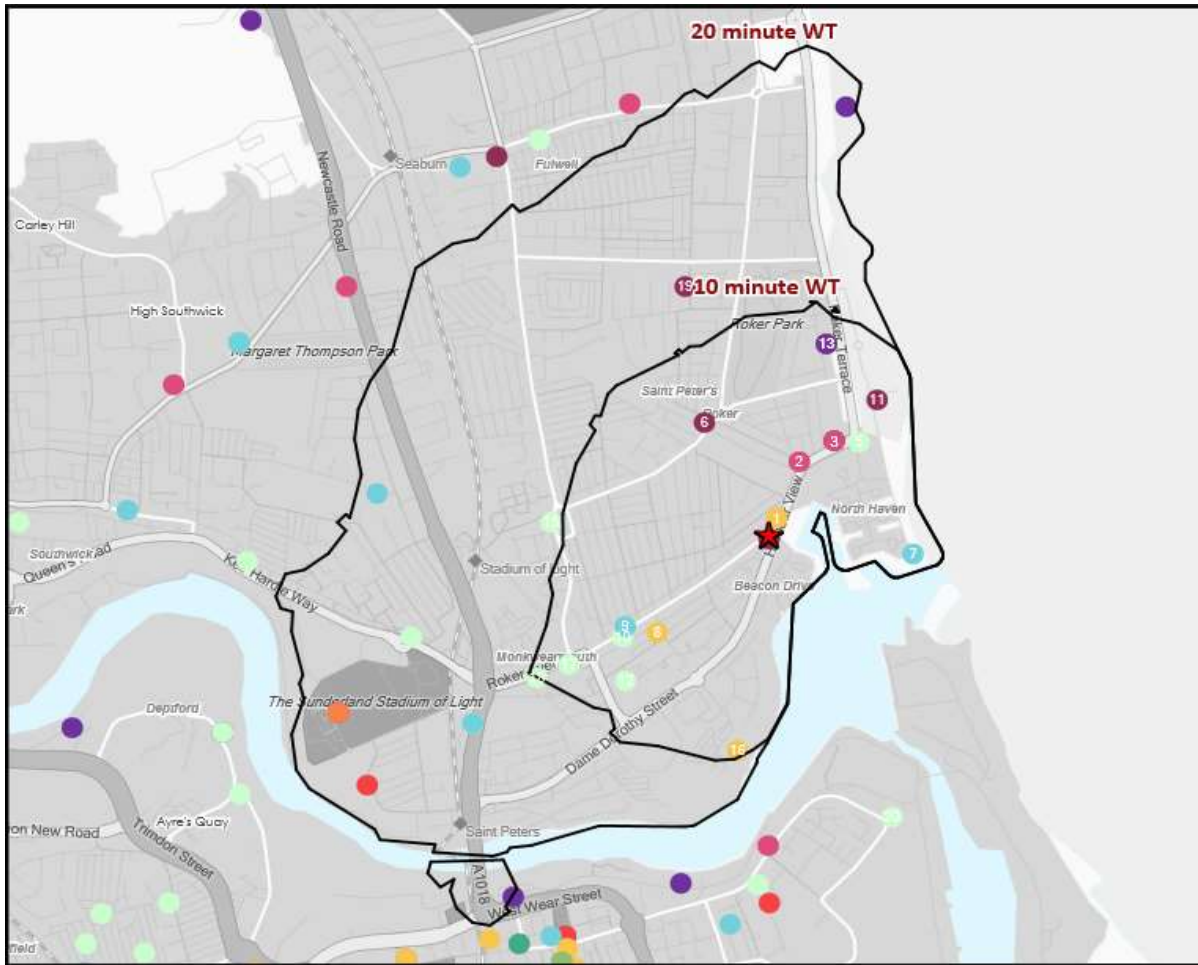


Polaris Plus Profile by Catchment

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</b>						
Low	267	1,079	96,086	44	82	301
Medium	2,283	4,054	41,643	334	272	115
High	281	281	1,777	68	31	8
<b>Midlife - Young Kids</b>						
Low	72	266	24,452	22	36	138
Medium	0	0	1,177	0	0	8
High	0	0	74	0	0	2
<b>Midlife - Carefree</b>						
Low	153	555	16,254	60	100	120
Medium	426	673	12,593	98	71	55
High	0	18	3,373	0	3	23
<b>Mature</b>						
Low	1,738	3,595	55,464	208	197	125
Medium	665	1,961	49,310	70	95	98
High	216	648	18,263	24	32	37
<b>Not Private Households</b>	0	194	3,568	0	120	91
<b>Total</b>	6,101	13,324	324,034			

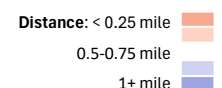
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Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Wolsey	SR 6 0ES	Star Pubs & Bars	Premium Local	6,2%	89,9%	0,00
1	These Things Happen	SR 6 0NL	Independent Free	High Street Pub	14,4%	88,9%	0,04
2	Harbour View	SR 6 0NU	Independent Free	Family Pub Dining	8,2%	93,1%	0,15
3	Marina Vista	SR 6 0PQ	Independent Free	Restaurants	9,4%	87,4%	0,22
3	Queen Vic	SR 6 0PQ	Independent Free	Family Pub Dining	0,0%	0,0%	0,22
5	Tin Of Sardines	SR 6 0PR	Independent Free	Community Pub	7,4%	76,9%	0,25
6	New Derby Hotel	SR 6 9TA	Greene King	Premium Local	10,5%	95,3%	0,25
7	Sunderland Yacht Club	SR 6 0PN	Independent Free	Clubland	0,0%	100,0%	0,26
8	Avenue	SR 6 0EQ	Independent Free	High Street Pub	7,1%	90,1%	0,27
9	Royal Naval Association Club	SR 6 0HX	Independent Free	Clubland	2,6%	78,3%	0,31
10	Fort Inn	SR 6 0HQ	Independent Free	Community Pub	0,3%	86,2%	0,32
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13	Roker Hotel	SR 6 9ND	Independent Free	Hotel	5,7%	64,1%	0,38
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16	National Glass Centre	SR 6 0GL	Independent Free	High Street Pub	0,0%	0,0%	0,40
17	Howard Arms	SR 6 0BS	Independent Free	Community Pub	0,0%	0,0%	0,43
18	Wheatsheaf	SR 6 0BN	Independent Free	Community Pub	1,6%	83,3%	0,50
19	Cliffe Hotel	SR 6 9LG	Star Pubs & Bars	Premium Local	14,5%	94,2%	0,50
20	Welcome Tavern	SR 1 2DW	Independent Free	Community Pub	1,2%	98,2%	0,57



\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

\*\* Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

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

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Premium Local	4	1.743	13,1%	77

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	4	18.858	5,8%	70
Circuit Bar	4	20.929	6,5%	155
Community Pub	102	87.842	27,1%	139
Craft Led	0	11.213	3,5%	97
Great Pub Great Food	2	28.688	8,9%	49
High Street Pub	76	85.498	26,4%	140
Premium Local	16	38.590	11,9%	70

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. <b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1 <b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2 <b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> Includes long term sick, disabled, looking after home/family																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
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