

## Catchment Summary - Pollards Willaston

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	Over GB Average
	Around GB Average
	Under GB Average

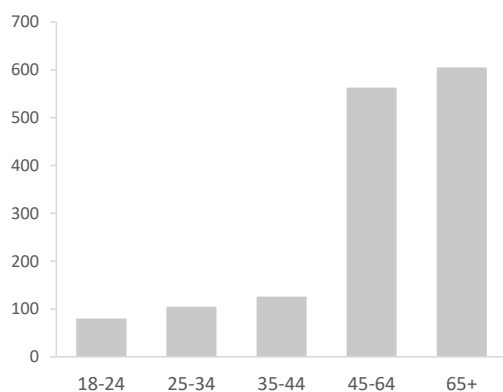
\*WT= Walktime, \*\*DT= Drivetime

	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	1,735	2,558	517,925	33	18	137
Population & Adults 18+ index is based on all pubs						
Adults 18+	1,479	2,168	411,643	34	12	138
Competition Pubs	2	2	461	13	6	127
Adults 18+ per Competition Pub	740	1,084	893	90	131	108
% Adults Likely to Drink	86.7%	86.9%	83.1%	105	105	101

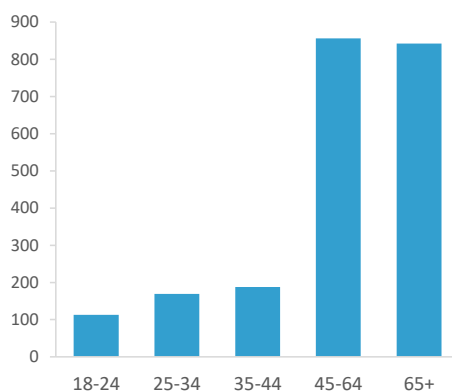
Affluence	Low	5.1%	3.5%	20.6%	20	14	80
	Medium	11.6%	9.2%	49.5%	29	23	126
	High	83.3%	87.3%	28.8%	248	260	86

\*Affluence does not include Not Private Households

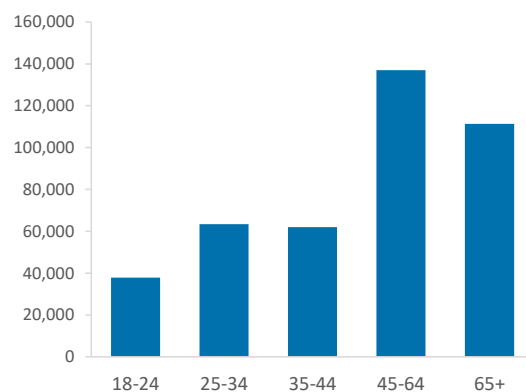
Age Profile	18-24	80	113	37,822	57	54	90
	25-34	105	169	63,416	46	50	92
	35-44	126	188	62,021	56	57	93
	45-64	563	856	137,006	127	131	104
	65+	605	842	111,378	182	172	113



■ 10 min WT\*



■ 20 min WT\*

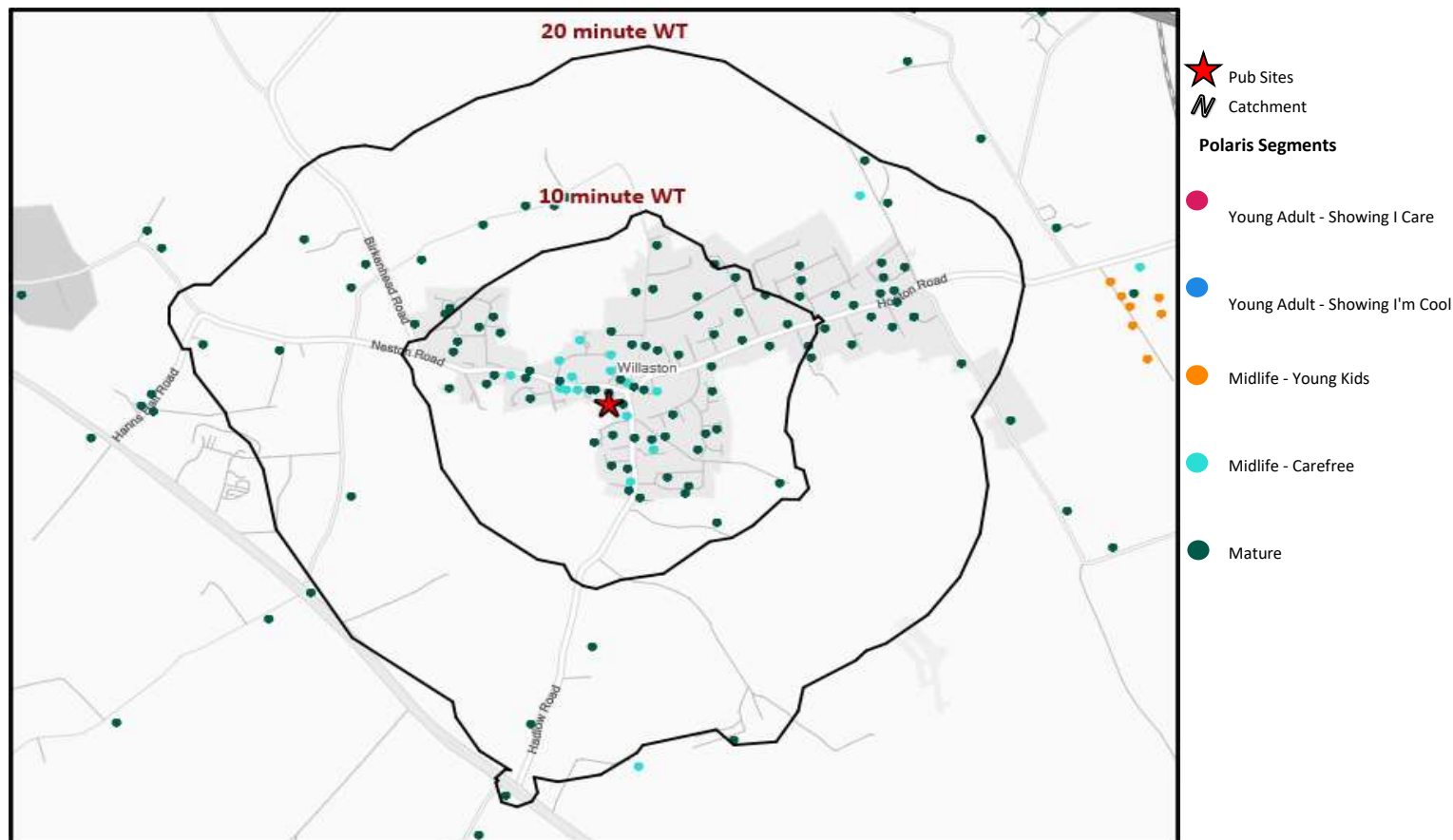


■ 20 min DT\*\*

		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	830 (48%)	1,212 (47%)	252,072 (49%)	97	96	98
	Female	905 (52%)	1,346 (53%)	265,853 (51%)	103	104	102
Economic Status (16-74)	Employed: Full-time	409 (35%)	647 (37%)	151,487 (41%)	85	89	99
	Employed: Part-time	155 (13%)	233 (13%)	52,863 (14%)	103	102	110
	Self employed	117 (10%)	187 (11%)	27,062 (7%)	106	111	77
	Unemployed	9 (1%)	10 (1%)	9,013 (2%)	33	24	103
	Retired	323 (28%)	465 (26%)	61,135 (17%)	202	192	120
	Other	145 (13%)	215 (12%)	67,787 (18%)	63	62	93
Total Worker Count		652	997	241,055			

See the Glossary page for further information on the above variables

## Polaris Summary - Pollards Willaston



## 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	13,230	0	0	36
Young Adult - Showing I'm Cool	0	0	42,843	0	0	113
Midlife - Young Kids	0	29	101,917	0	4	79
Midlife - Carefree	231	242	97,675	74	53	113
Mature	1,248	1,897	151,348	302	313	131
<b>Not Private Households</b>	0	0	4,630	0	0	78
<b>Total</b>	1,479	2,168	411,643			

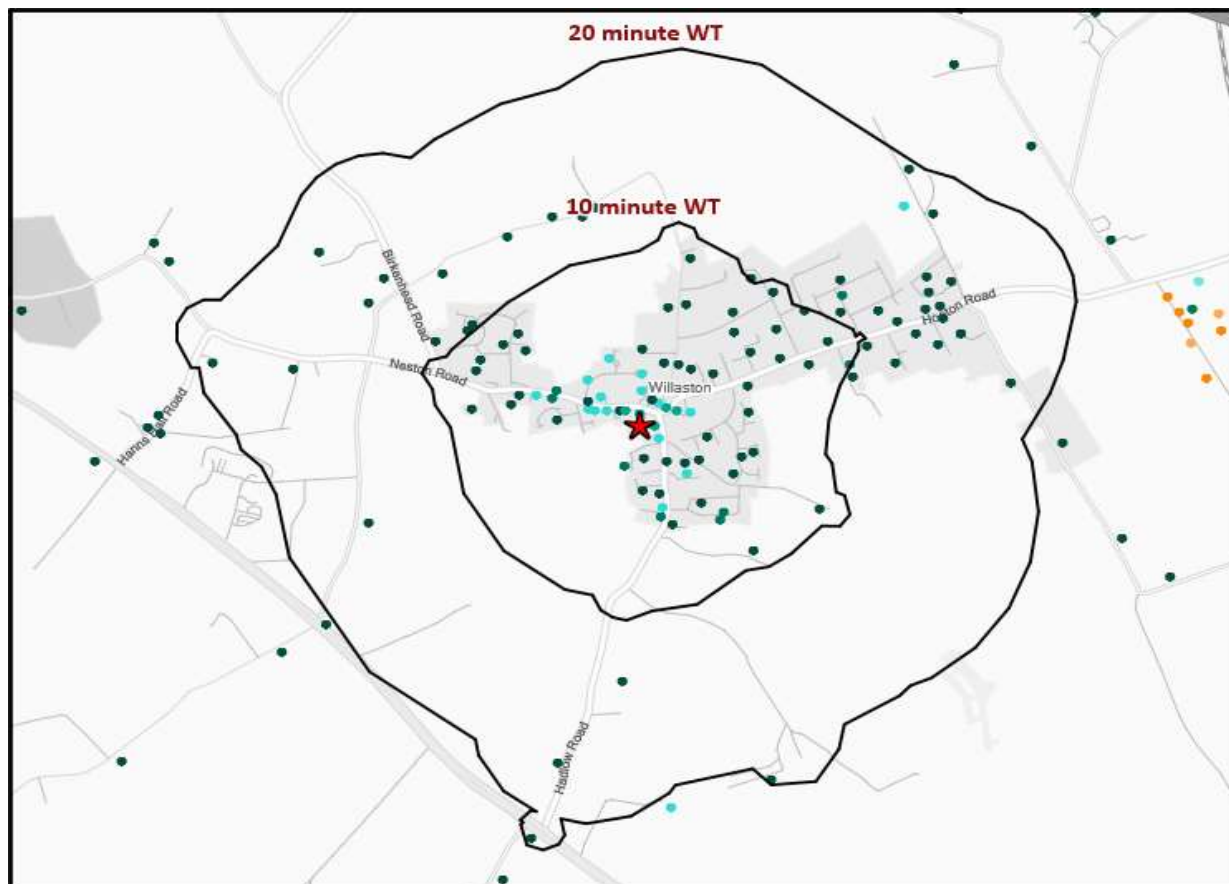
Polaris Summary - Pollards Willaston



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## Polaris Summary - Pollards Willaston



★ Pub Sites  
 N 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

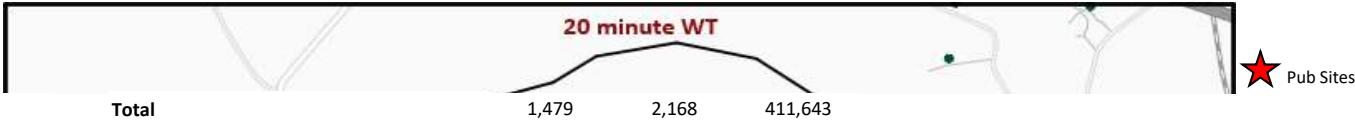
\*WT= Walktime, \*\*DT= Drivetime

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	1,450	0	0	8
Medium	0	0	2,369	0	0	42
High	0	0	9,411	0	0	68
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	23,941	0	0	157
High	0	0	18,902	0	0	103
<b>Midlife - Young Kids</b>						
Low	0	0	39,483	0	0	86
Medium	0	29	49,394	0	9	80
High	0	0	13,040	0	0	59
<b>Midlife - Carefree</b>						
Low	0	0	12,115	0	0	87
Medium	0	0	49,643	0	0	180
High	231	242	35,917	143	102	80
<b>Mature</b>						
Low	76	76	31,705	87	59	130
Medium	171	171	78,497	91	62	151
High	1,001	1,650	41,146	721	811	107
<b>Not Private Households</b>	0	0	4,630	0	0	78

Polaris Summary - Pollards Willaston



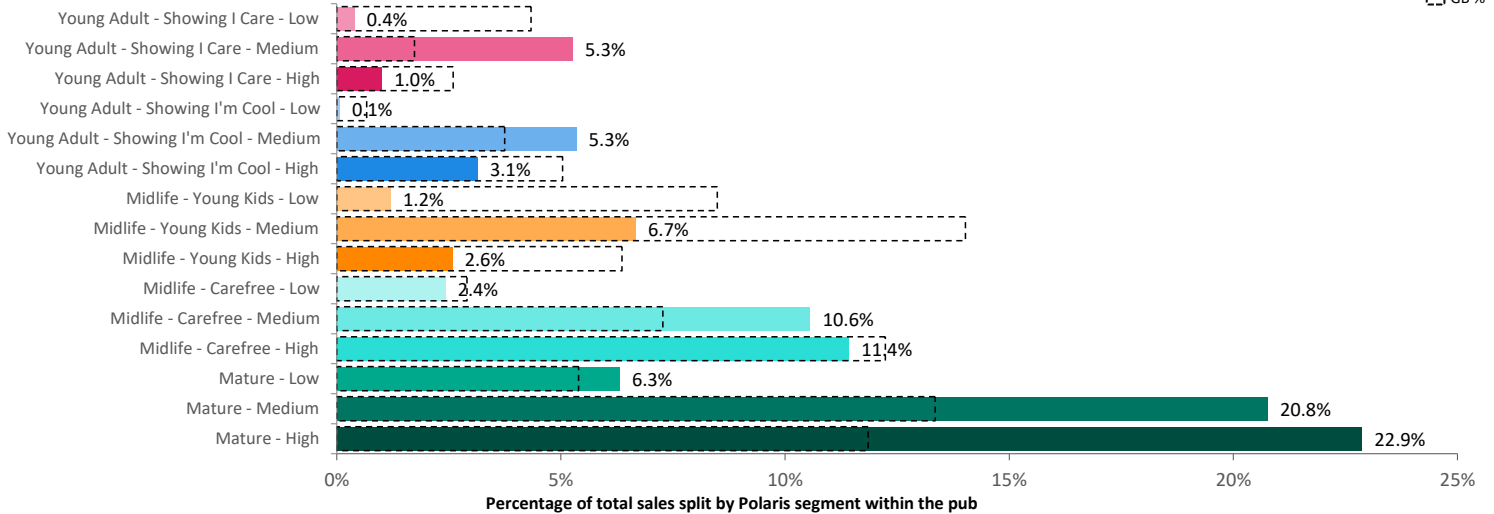
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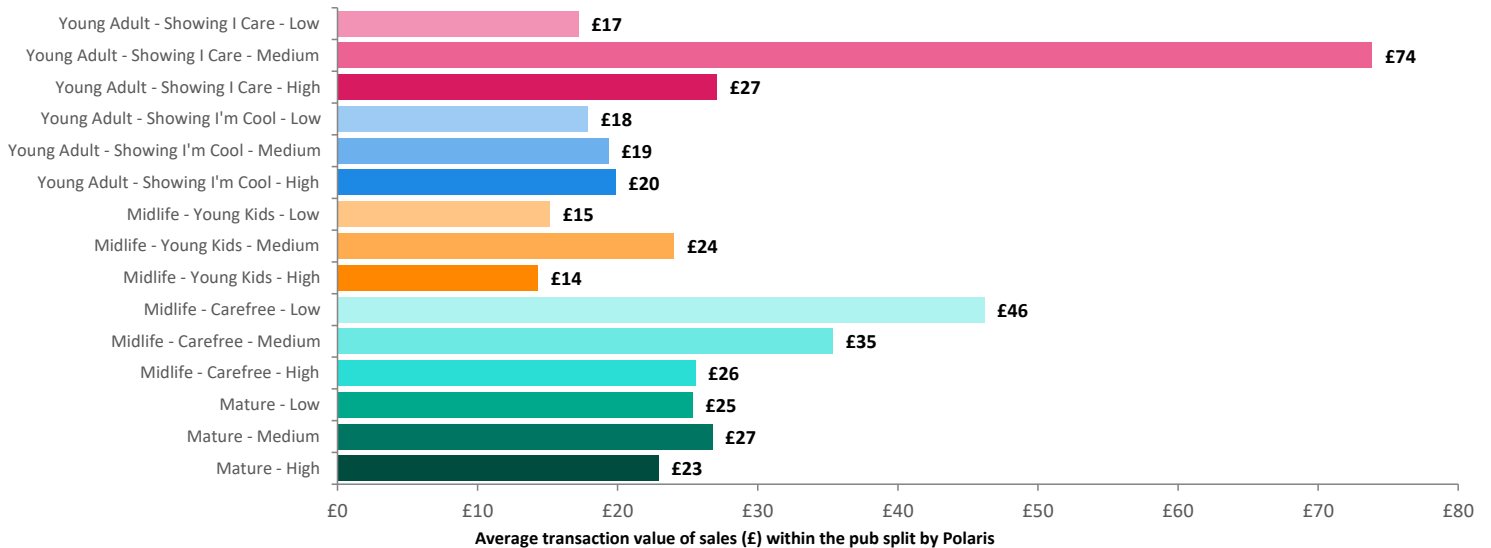
## Transactional Data Summary - Pollards Willaston

## Spend by Polaris

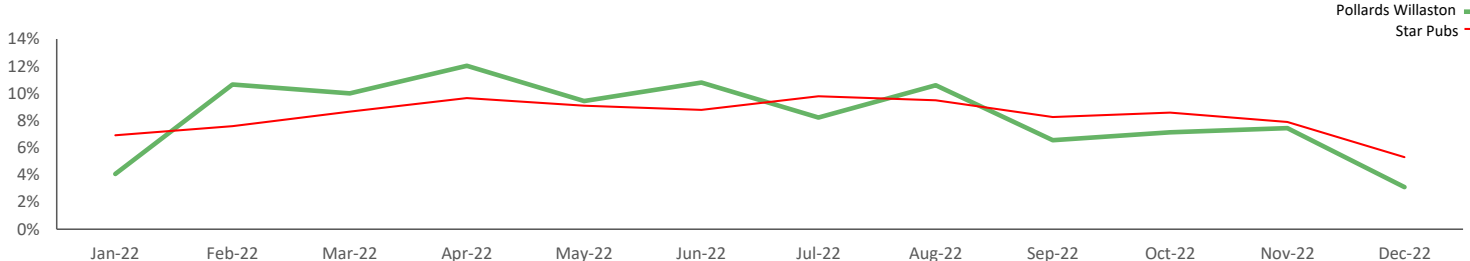
GB %



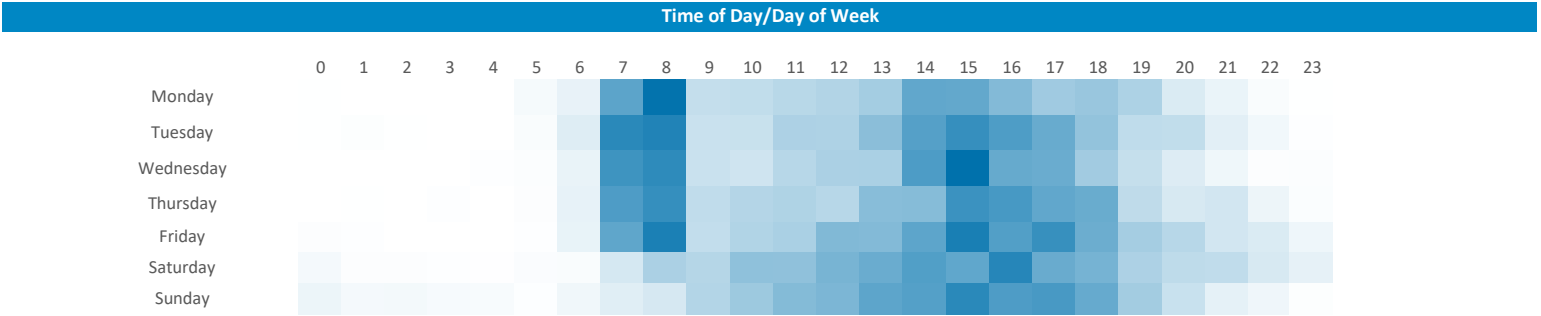
## Average Transaction Values (£) by Polaris



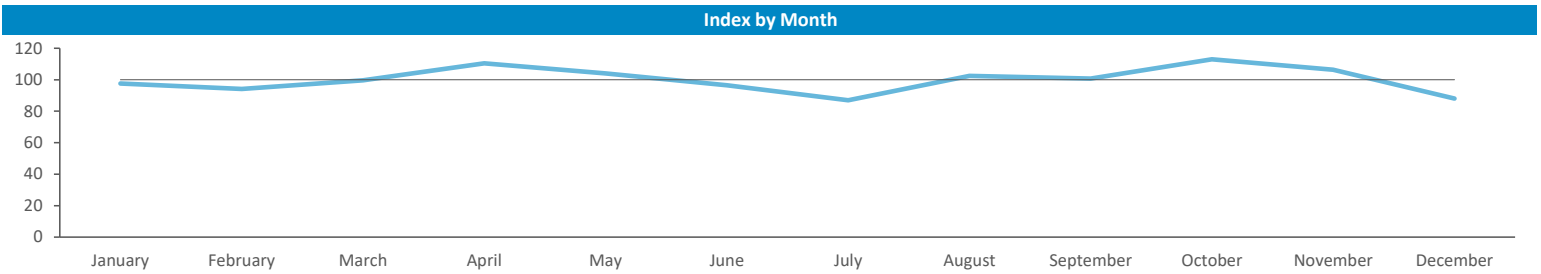
## Spend by Month



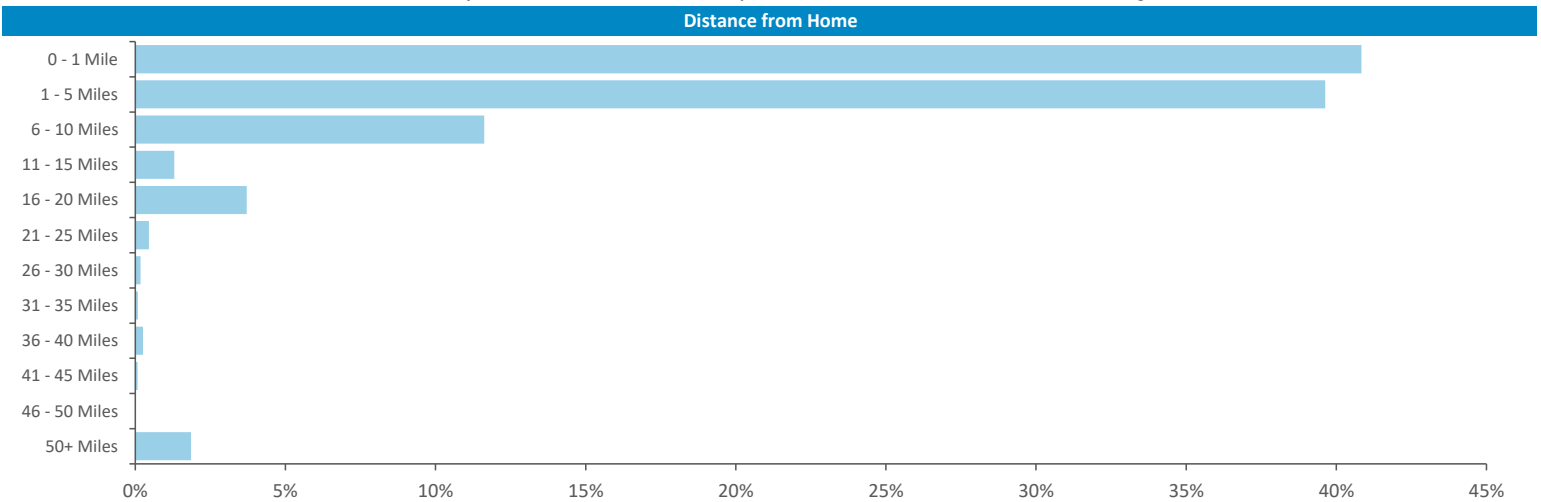
# Mobile Data Summary - Pollards Willaston



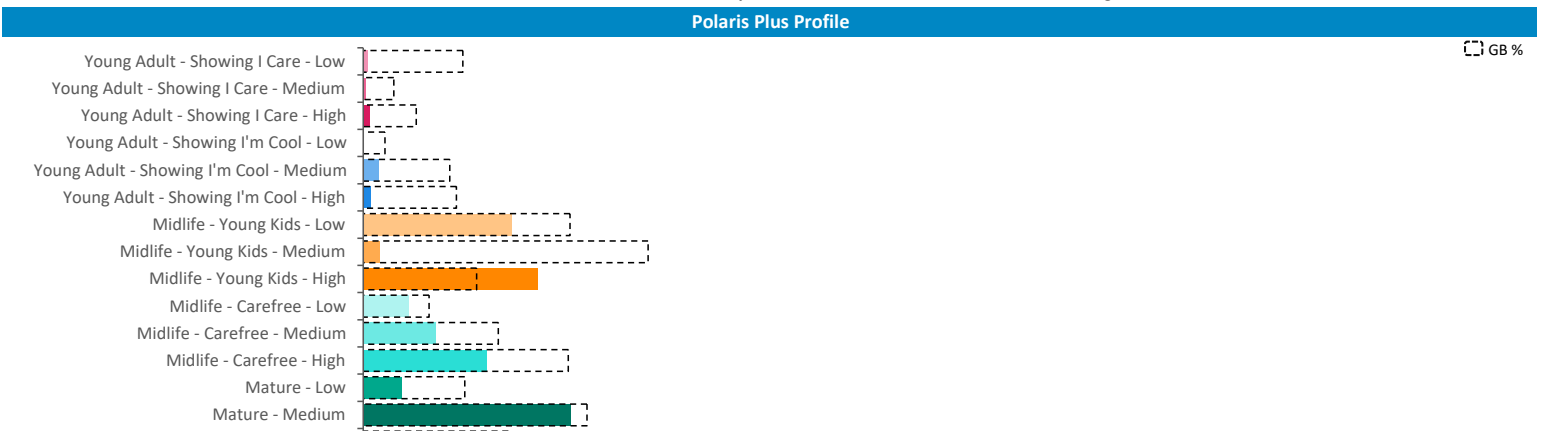
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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



# Mobile Data Summary - Pollards Willaston



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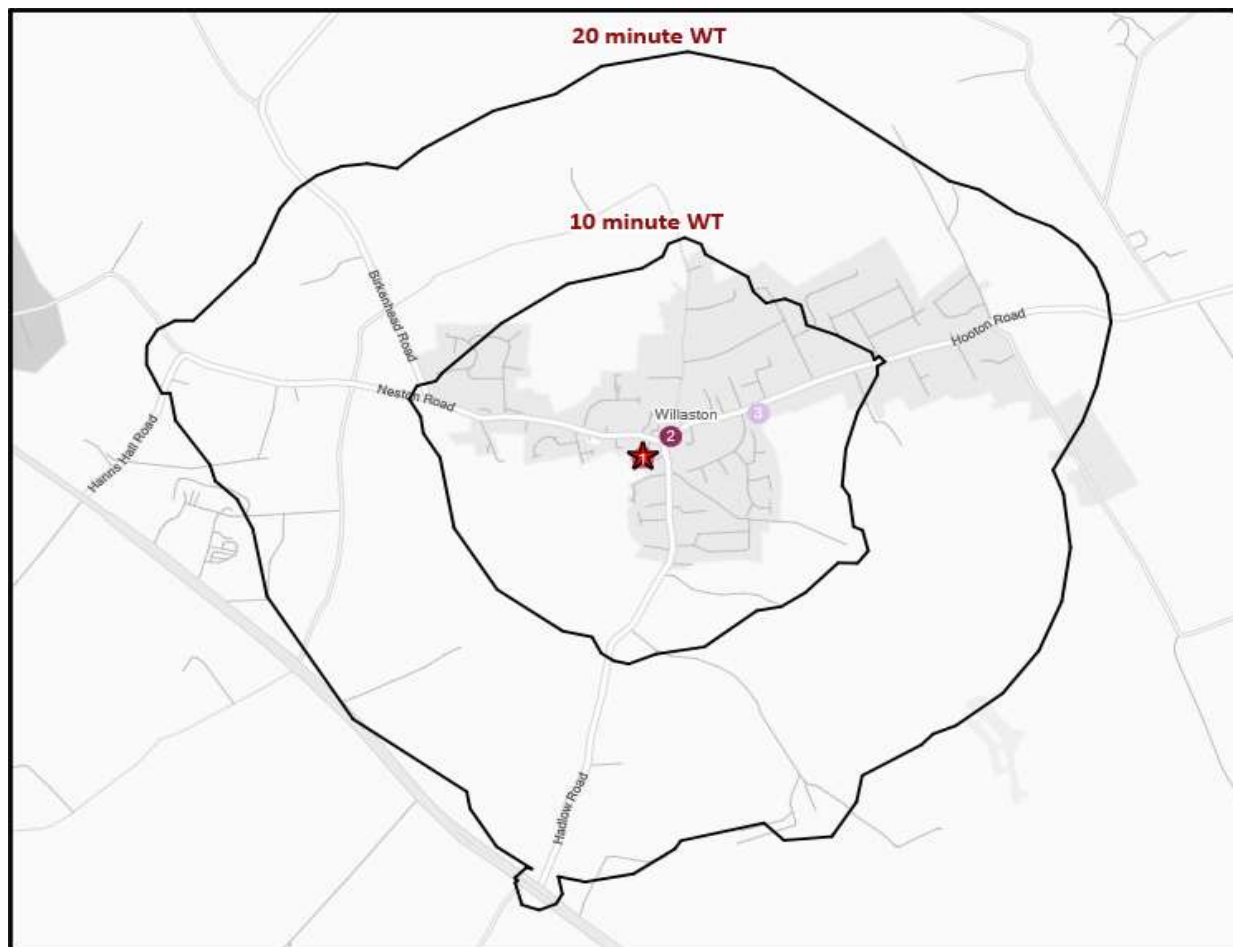
## Time of Day/Day of Week



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



## CGA Summary - Pollards Willaston



- ★ 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	Pollards	CH64 2TU	Star Pubs & Bars	Family Pub Dining	0.0
2	Nags Head	CH64 1RA	Stonegate Pub Company	Premium Local	0.1
3	Royal British Legion Club	CH64 1SJ	Independent Free	Sports Clubs	0.2