

## Catchment Summary - Swynnerton Arms Stoke-On-Trent



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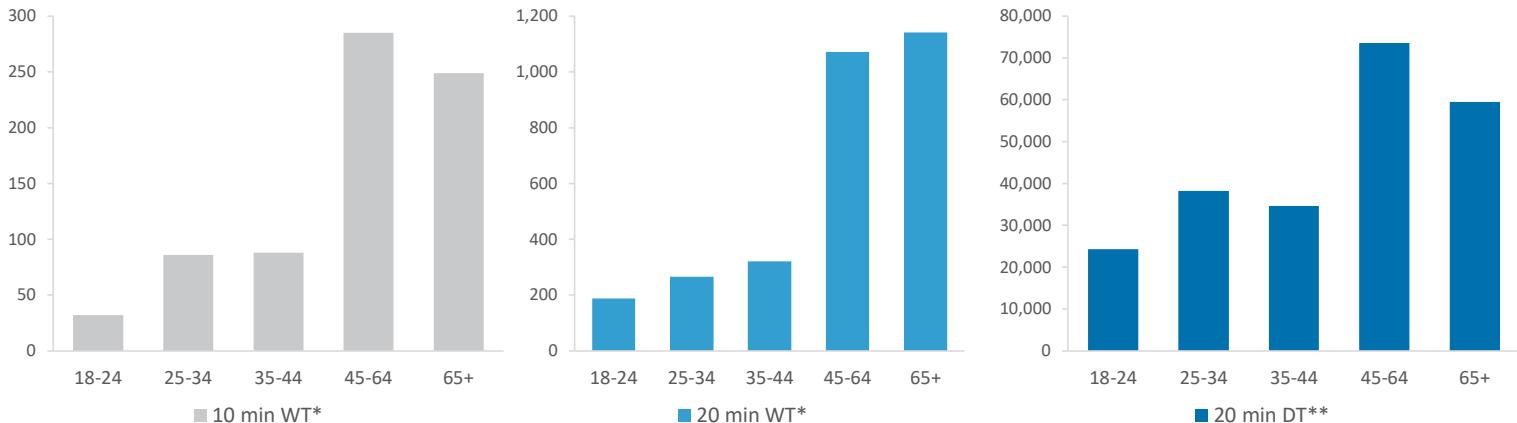
<span style="background-color: #80c080; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Over GB Average
<span style="background-color: #cccccc; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Around GB Average
<span style="background-color: #c00000; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Under GB Average

	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**

<b>Population</b>	887	3,546	289,434	17	24	76	
<b>Adults 18+</b>	740	2,987	230,251	17	17	77	
<b>Competition Pubs</b>	2	2	309	13	6	85	
<b>Adults 18+ per Competition Pub</b>	370	1,494	745	45	181	90	
<b>% Adults Likely to Drink</b>	83.8%	84.2%	82.1%	102	102	100	
<b>Affluence</b>	<b>Low</b>	10.4%	18.8%	26.7%	41	73	104
	<b>Medium</b>	55.8%	49.3%	49.0%	142	125	125
	<b>High</b>	33.8%	31.9%	22.7%	101	95	68

\*Affluence does not include Not Private Households

<b>Age Profile</b>	<b>18-24</b>	32	188	24,283	44	65	103
	<b>25-34</b>	86	266	38,267	73	56	99
	<b>35-44</b>	88	321	34,671	77	70	93
	<b>45-64</b>	285	1,071	73,567	126	118	99
	<b>65+</b>	249	1,141	59,463	147	168	107

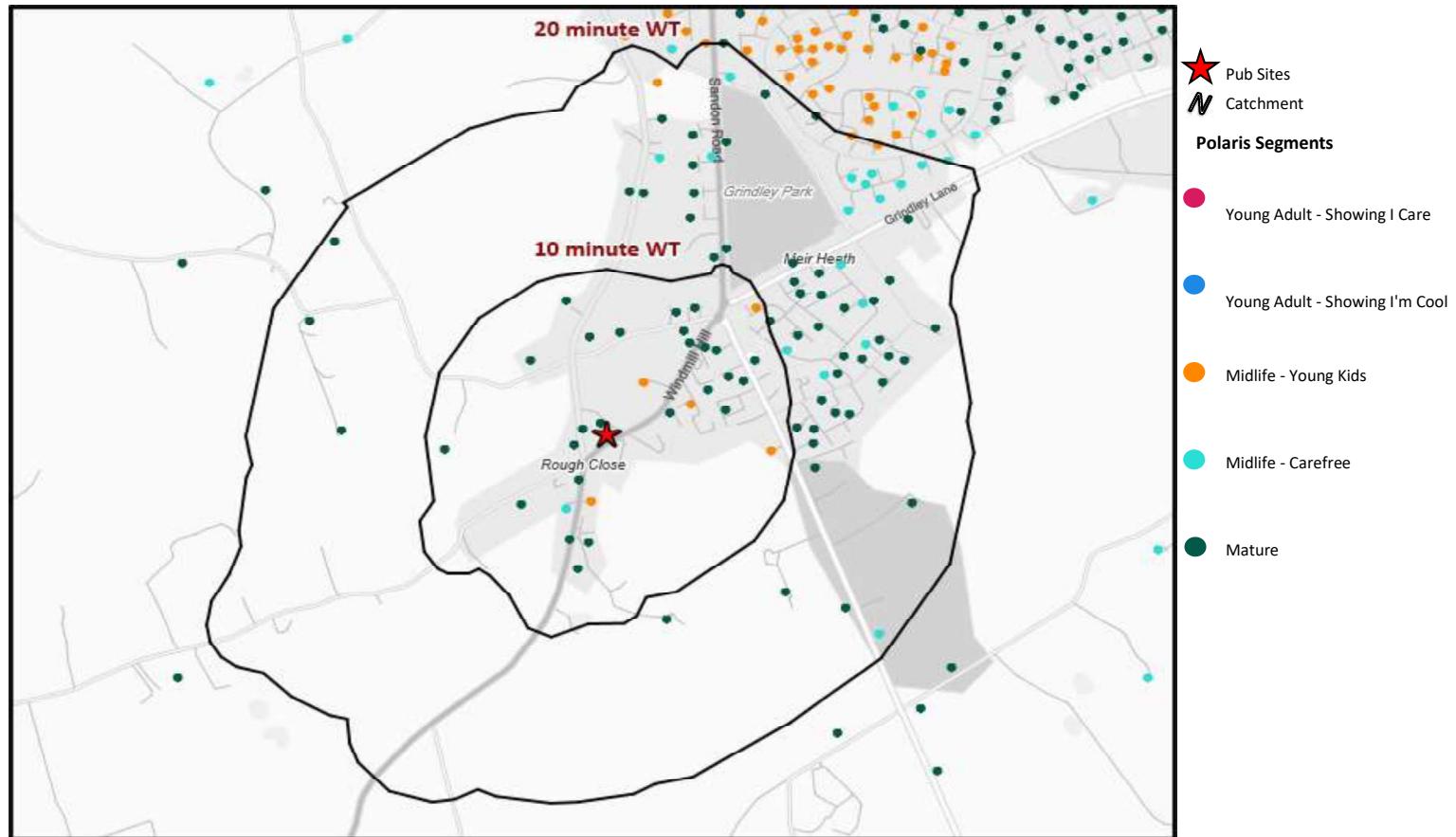


	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	423 (48%)	1,741 (49%)	145,099 (50%)	96	99	101
	<b>Female</b>	464 (52%)	1,805 (51%)	144,335 (50%)	103	101	99
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	260 (42%)	953 (38%)	85,271 (41%)	100	92	99
	<b>Employed: Part-time</b>	70 (11%)	309 (12%)	27,934 (13%)	86	96	103
	<b>Self employed</b>	69 (11%)	262 (11%)	15,987 (8%)	115	111	80
	<b>Unemployed</b>	8 (1%)	23 (1%)	4,579 (2%)	54	39	93
	<b>Retired</b>	148 (24%)	633 (26%)	32,708 (16%)	172	185	114
	<b>Other</b>	71 (11%)	298 (12%)	41,555 (20%)	58	61	101
	<b>Total Worker Count</b>	187	567	156,884			

See the Glossary page for further information on the above variables

## Polaris Summary - Swynnerton Arms Stoke-On-Trent

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## 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	11,420	0	0	56
Young Adult - Showing I'm Cool	0	0	27,112	0	0	128
Midlife - Young Kids	143	286	59,201	62	30	82
Midlife - Carefree	128	551	58,083	82	88	120
Mature	469	2,150	70,884	227	257	110
<i>Not Private Households</i>	0	0	3,551	0	0	107
<b>Total</b>	<b>740</b>	<b>2,987</b>	<b>230,251</b>			

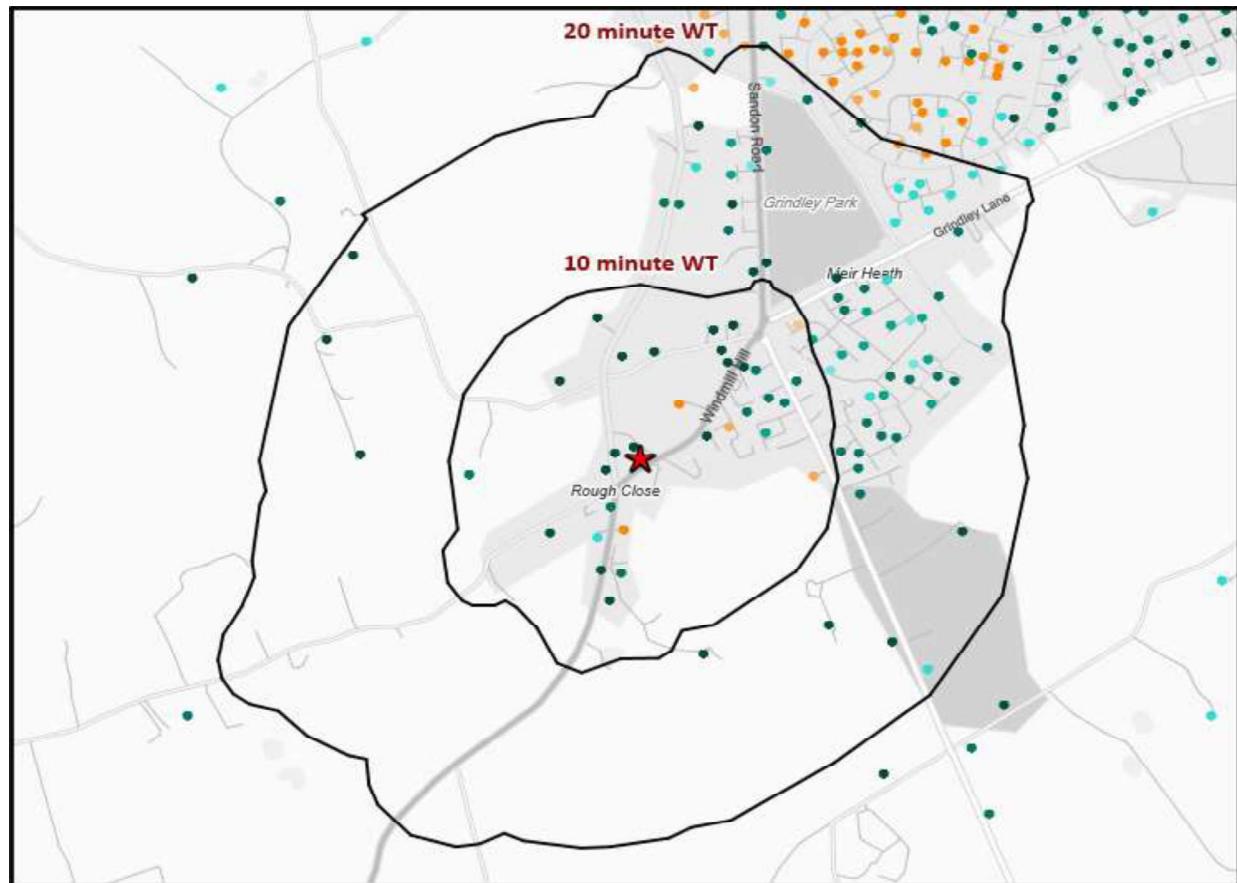
## Polaris Summary - Swynnerton Arms Stoke-On-Trent



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## Polaris Summary - Swynnerton Arms Stoke-On-Trent



★ 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	1,648	0	0	17
Medium	0	0	1,835	0	0	58
High	0	0	7,937	0	0	102
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	20,776	0	0	244
High	0	0	6,336	0	0	61
<b>Midlife - Young Kids</b>						
Low	0	56	25,183	0	17	98
Medium	98	105	23,384	89	24	68
High	45	125	10,634	113	78	86
<b>Midlife - Carefree</b>						
Low	0	0	16,232	0	0	207
Medium	91	220	29,162	183	110	189
High	37	331	12,689	46	101	50
<b>Mature</b>						
Low	77	507	18,398	175	286	135
Medium	224	1,147	37,769	239	303	130
High	168	496	14,717	242	177	68
<b>Not Private Households</b>						
	0	0	3,551	0	0	107

**Polaris Summary - Swynnerton Arms Stoke-On-Trent**

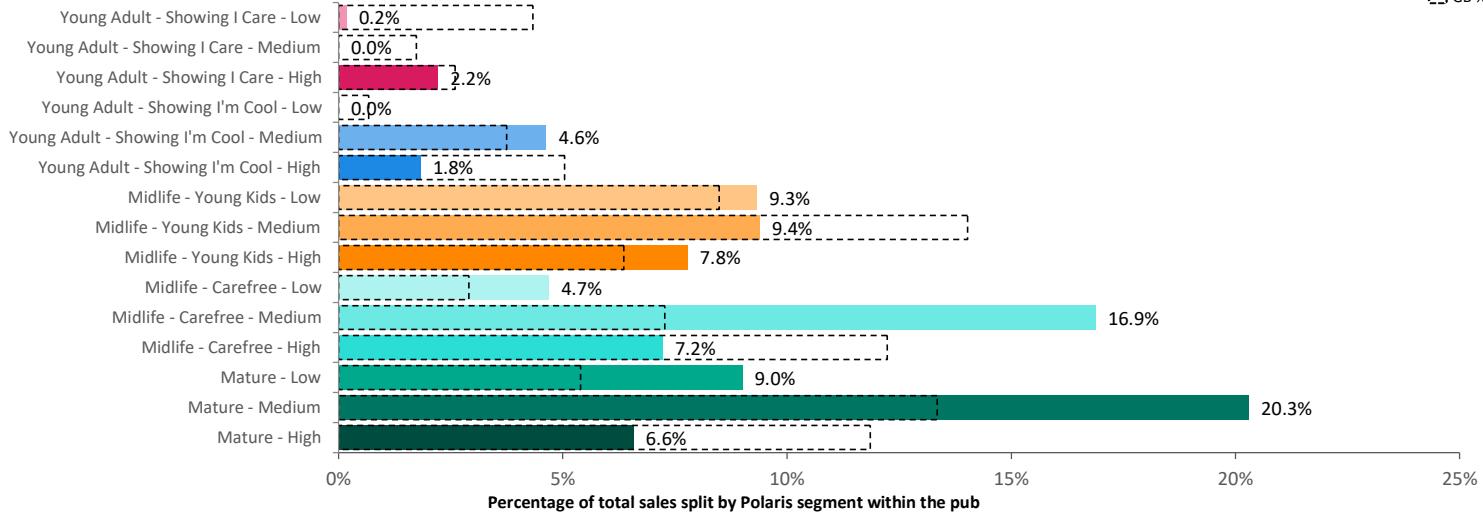
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## Transactional Data Summary - Swynnerton Arms Stoke-On-Trent

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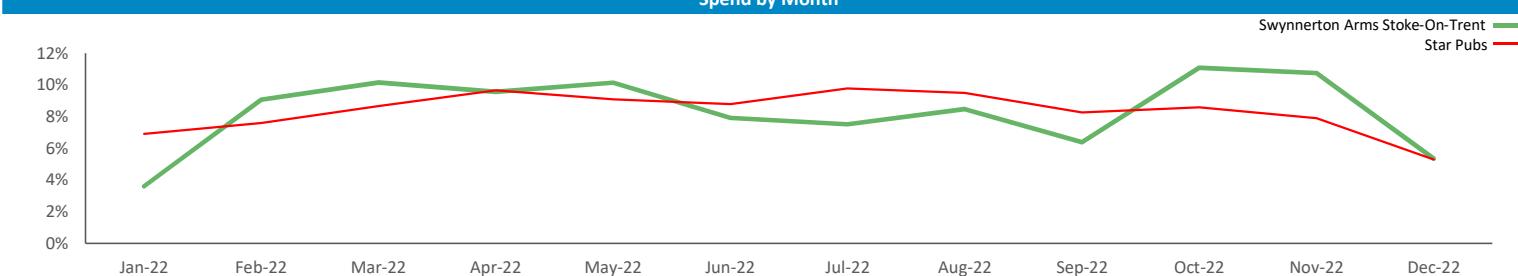
## Spend by Polaris



## Average Transaction Values (£) by Polaris

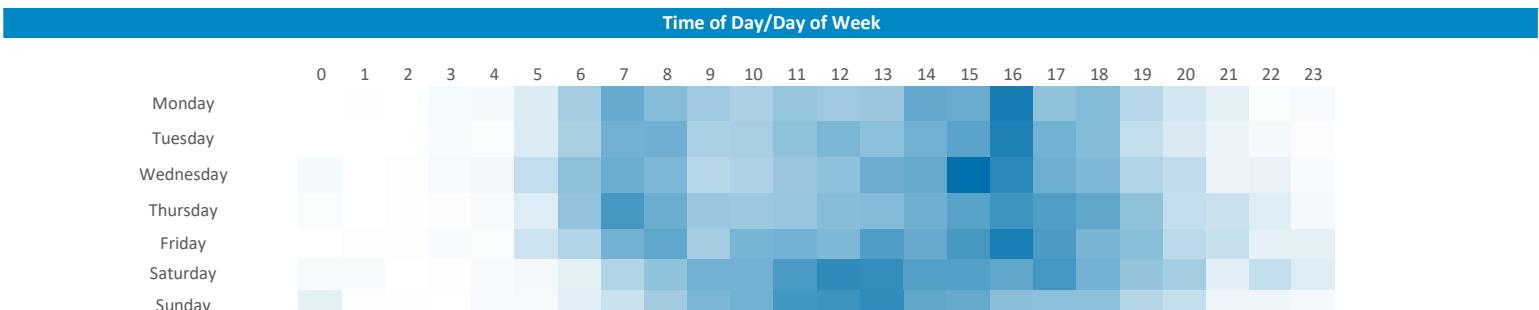


## Spend by Month



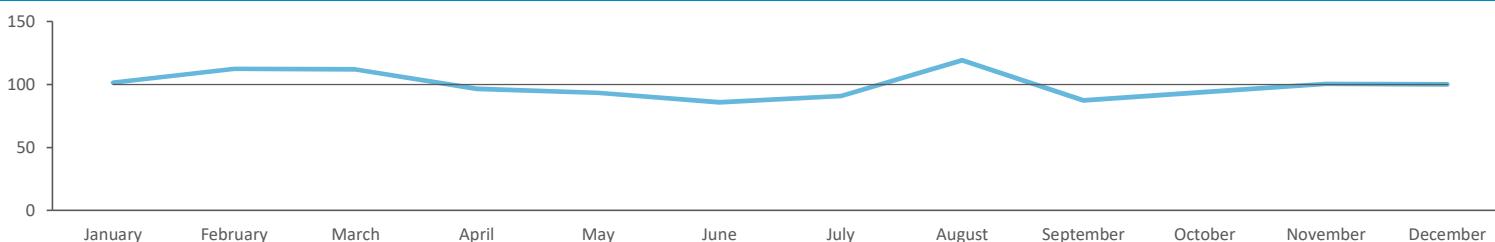
## Mobile Data Summary - Swynnerton Arms Stoke-On-Trent

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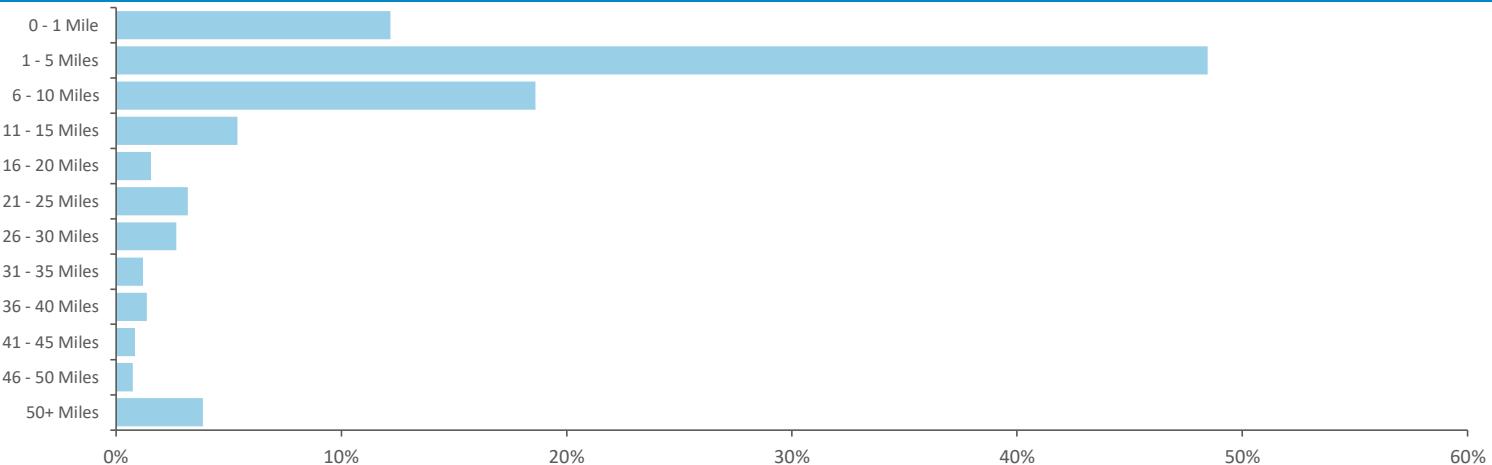
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



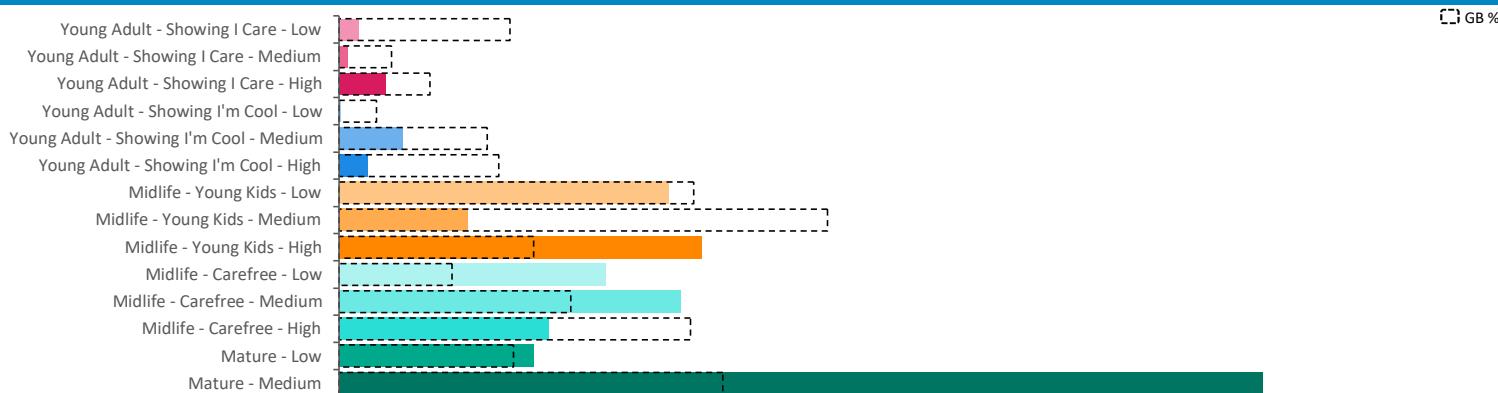
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Swynnerton Arms Stoke-On-Trent



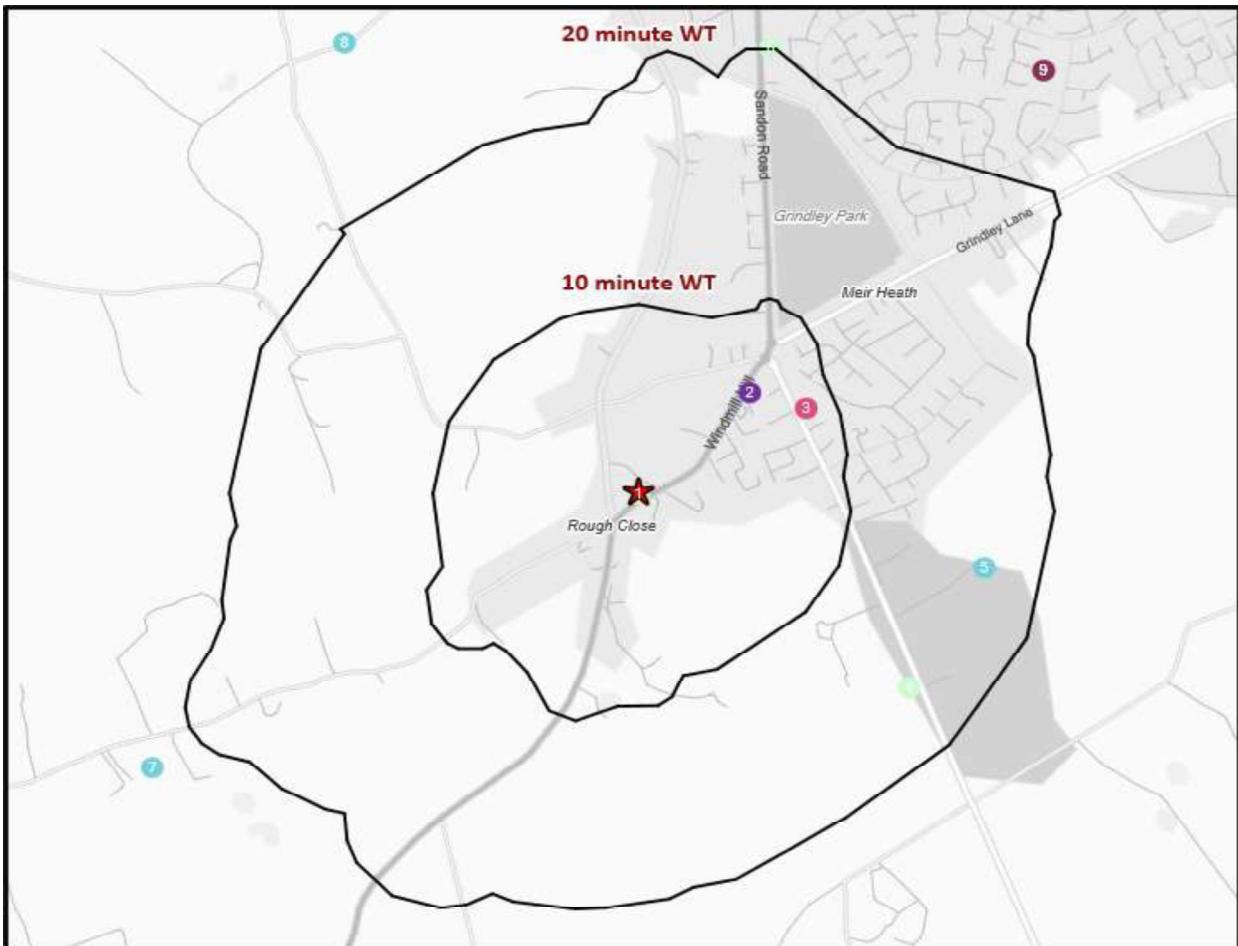
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### Time of Day/Day of Week



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

## CGA Summary - Swynnerton Arms Stoke-On-Trent



★ 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	Swynnerton Arms	ST 3 7PP	Star Pubs & Bars	Community Pub	0.0
2	Moments	ST 3 7PG	Independent Free	Restaurants	0.3
3	Windmill	ST 3 7PB	Stonegate Pub Company	Family Pub Dining	0.4
4	Black Lake Inn	ST 3 7NT	Star Pubs & Bars	Community Pub	0.6
5	Meir Heath Cricket Club	ST 3 7NA	Independent Free	Clubland	0.7
6	Saracens Head	ST 3 7BL	*Other Small Retail Groups	Community Pub	0.9
7	Stoke On Trent Rugby Club	ST15 8TL	Independent Free	Clubland	1.0
8	Lightwood Golf	ST 3 4AD	Independent Free	Clubland	1.0
9	Meir Park Community Hall	ST 3 7TW	Independent Free	Clubland	1.1
9	Potters Bar	ST 3 7TW	Marston's	Premium Local	1.1