

Over GB Average

Around GB Average

Under GB Average

Catchment Size (Counts)

10 min WT*20 min WT*20 min DT**

Index vs GB Average

10 min WT*20 min WT*20 min DT**

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

% Adults Likely to Drink

887

3,546

289,434

740

2

370

83.8%

26.7%

49.0%

82.1%

230,251

309

745

84.2%

17

24

76

17

17

77

13

6

85

45

181

90

102

102

100

Population & Adults 18+ index is based on all pubs

Affluence

LowMediumHigh

10.4%55.8%33.8%

18.8%49.3%31.9%

26.7%49.0%22.7%

41142101

7312595

10412568

*Affluence does not include Not Private Households

Age Profile

18-2425-3435-4445-6465+

328688285249

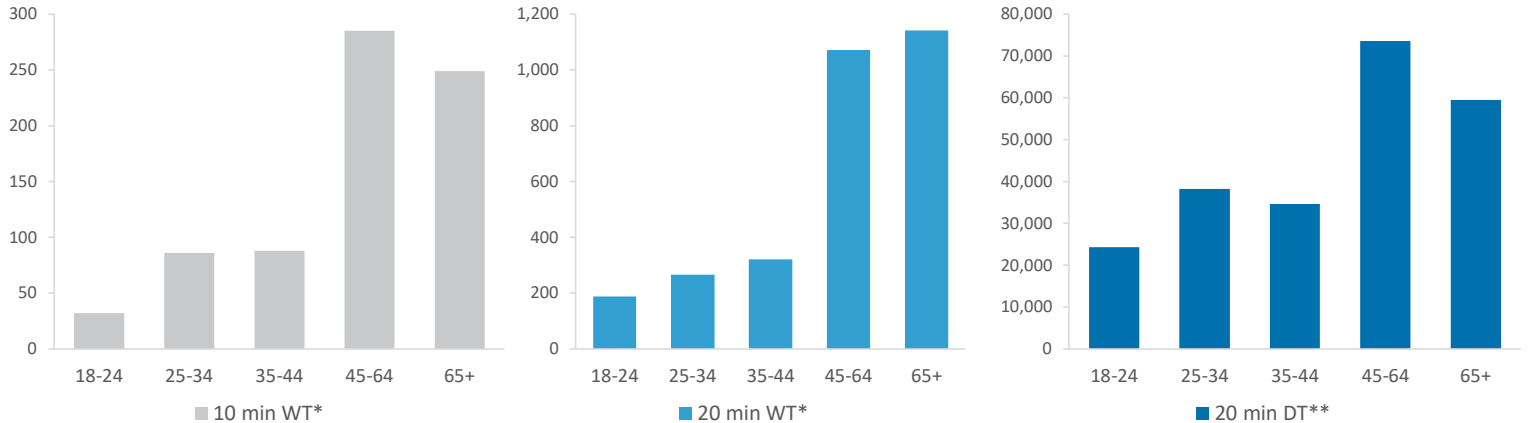
1882663211,0711,141

24,28338,26734,67173,56759,463

447377126147

655670118168

103999399107



Catchment Size (Counts)

10 min WT*20 min WT*20 min DT**

Index vs GB Average

10 min WT*20 min WT*20 min DT**

Gender

MaleFemale

423 (48%)464 (52%)

1,741 (49%)1,805 (51%)

145,099 (50%)144,335 (50%)

96103

99101

10199

Economic Status (16-74)

Employed: Full-timeEmployed: Part-timeSelf employedUnemployedRetiredOther

260 (42%)70 (11%)69 (11%)8 (1%)148 (24%)71 (11%)

953 (38%)309 (12%)262 (11%)23 (1%)633 (26%)298 (12%)

85,271 (41%)27,934 (13%)15,987 (8%)4,579 (2%)32,708 (16%)41,555 (20%)

100861155417258

92961113918561

991038093114101

Total Worker Count

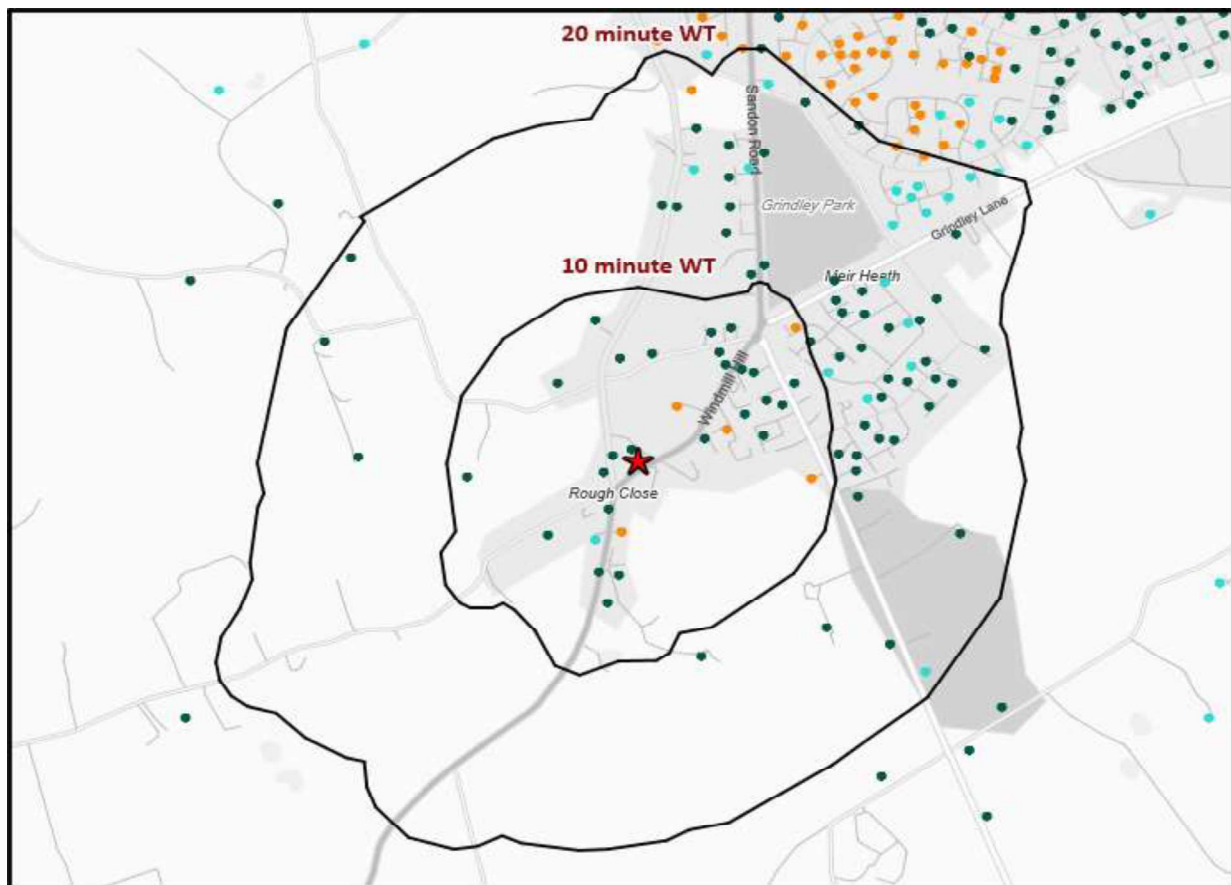
187

567

156,884

See the Glossary page for further information on the above variables

Polaris Summary - Swynnerton Arms Stoke-On-Trent



- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

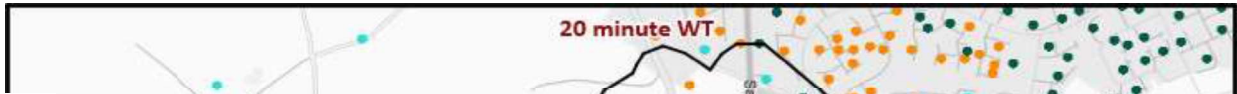
*WT= Walktime, **DT= Drivetime

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	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
Not Private Households	0	0	3,551	0	0	107
Total	740	2,987	230,251			

Polaris Summary - Swynnerton Arms Stoke-On-Trent

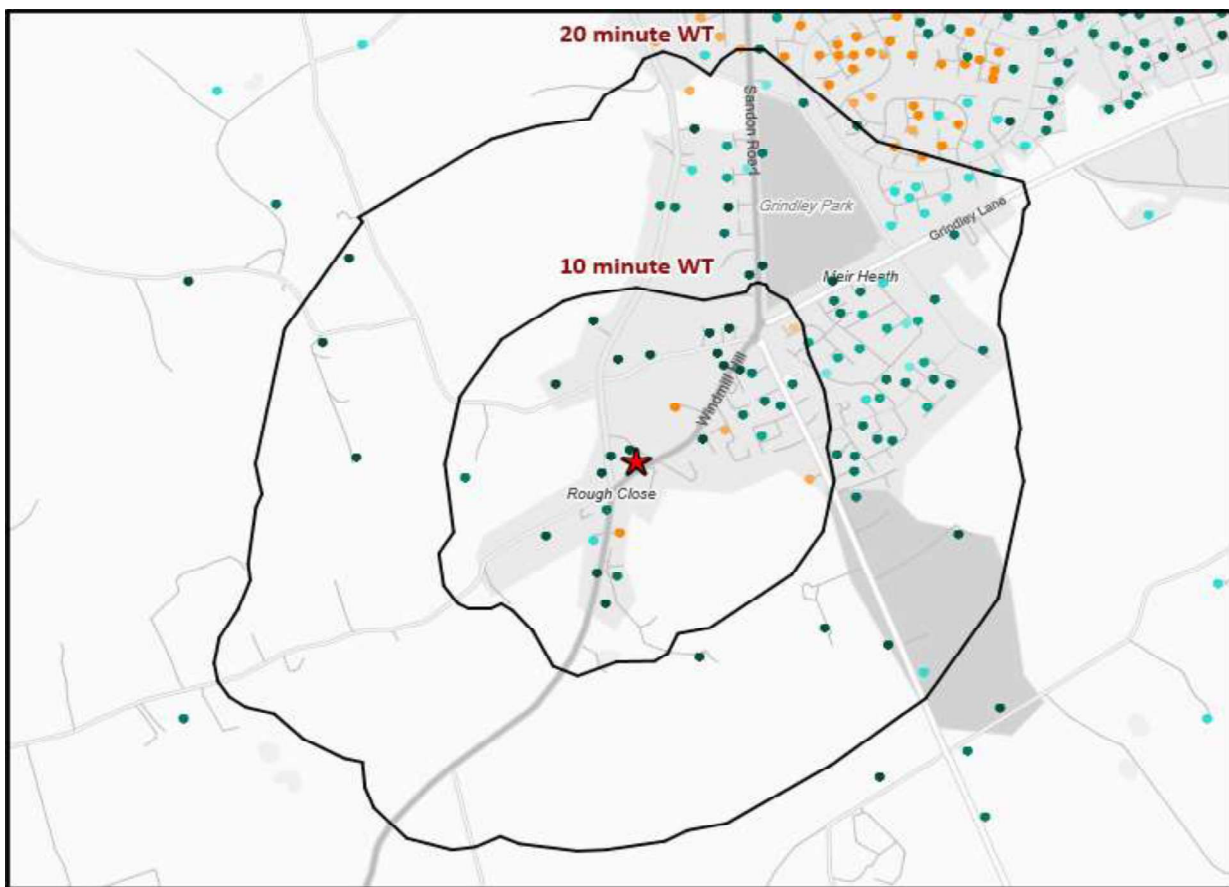


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★ Pub Sites

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

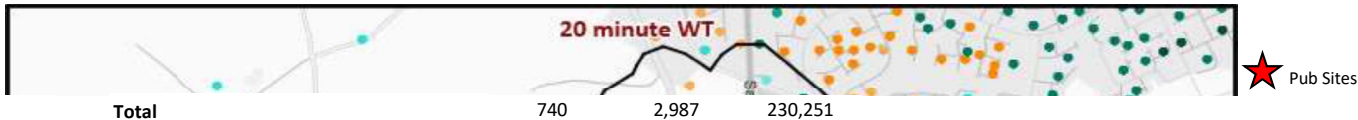
Polaris Plus Profile by Catchment

*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**
Young Adult - Showing I Care						
Low	0	0	1,648	0	0	17
Medium	0	0	1,835	0	0	58
High	0	0	7,937	0	0	102
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	20,776	0	0	244
High	0	0	6,336	0	0	61
Midlife - Young Kids						
Low	0	56	25,183	0	17	98
Medium	98	105	23,384	89	24	68
High	45	125	10,634	113	78	86
Midlife - Carefree						
Low	0	0	16,232	0	0	207
Medium	91	220	29,162	183	110	189
High	37	331	12,689	46	101	50
Mature						
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
Not Private Households	0	0	3,551	0	0	107

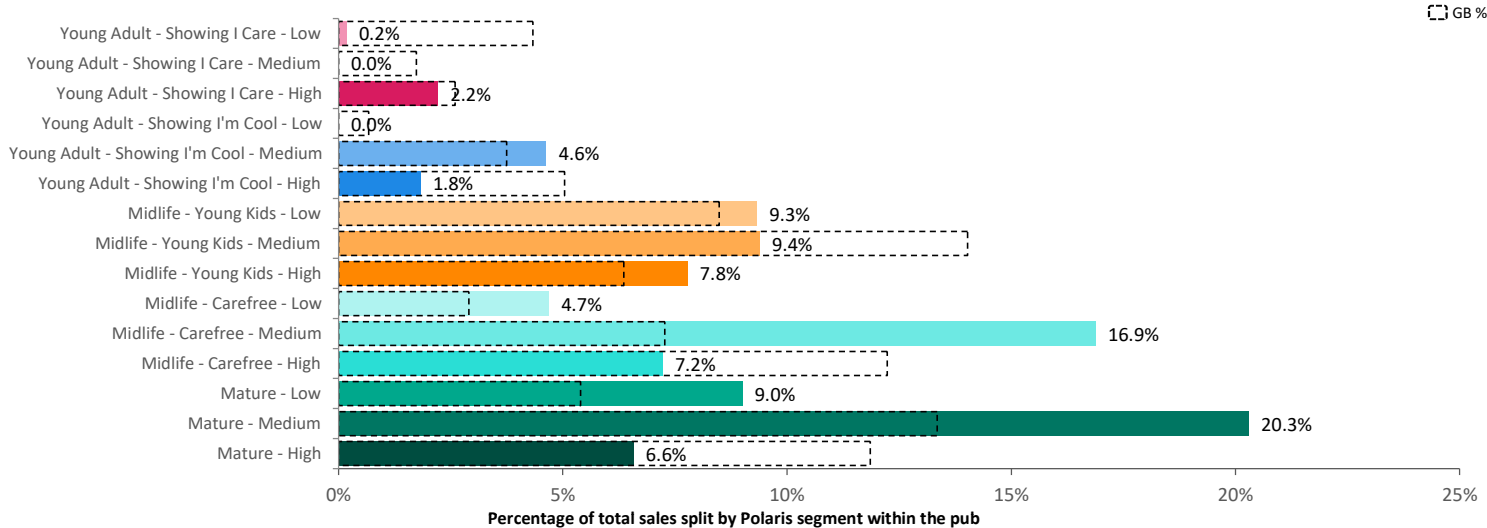
Polaris Summary - Swynnerton Arms Stoke-On-Trent

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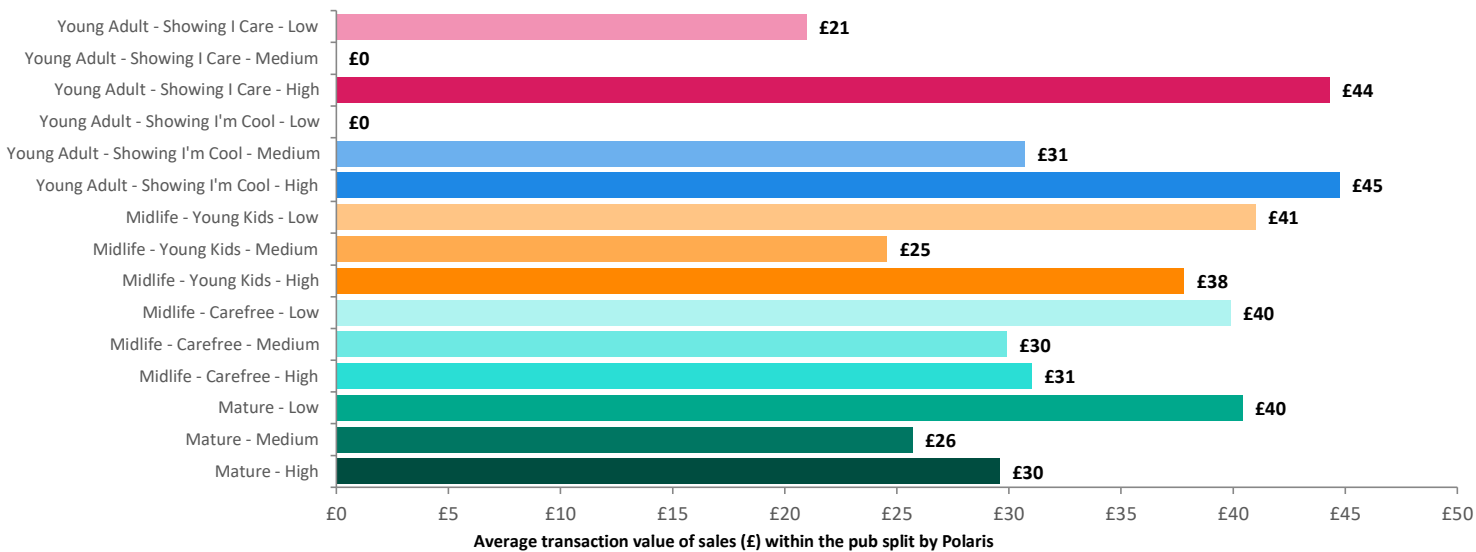


Transactional Data Summary - Swynnerton Arms Stoke-On-Trent

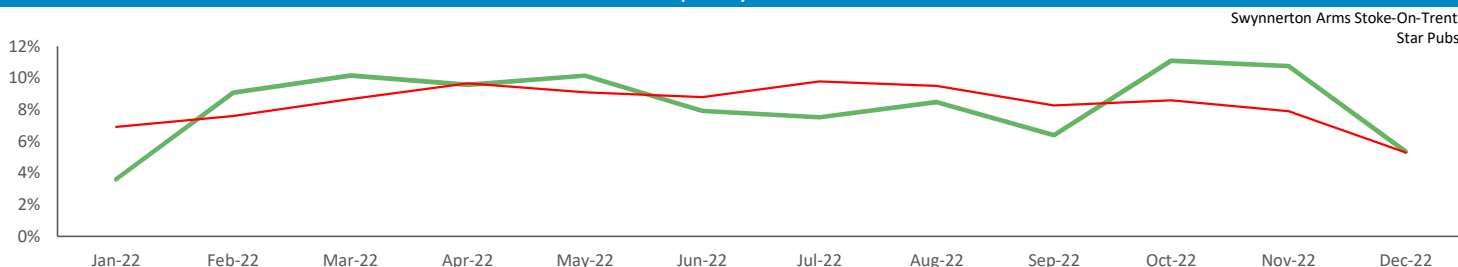
Spend by Polaris



Average Transaction Values (£) by Polaris



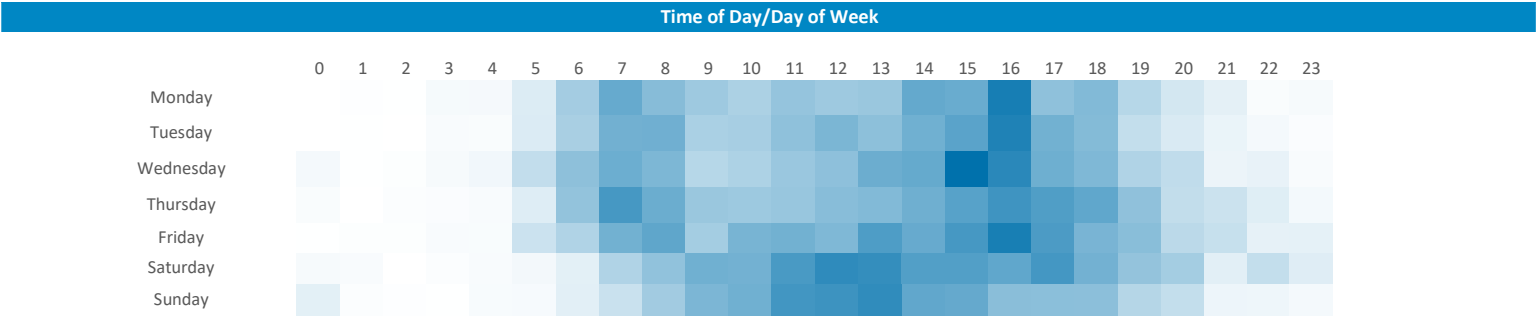
Spend by Month



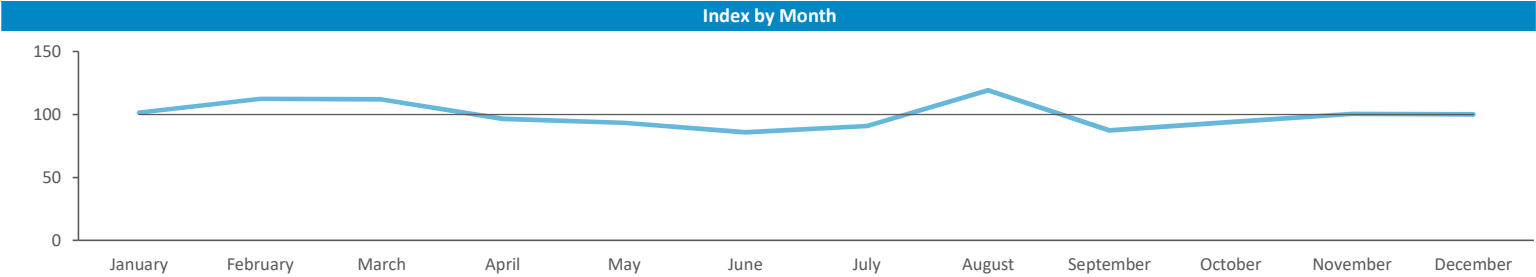
Mobile Data Summary - Swynnerton Arms Stoke-On-Trent



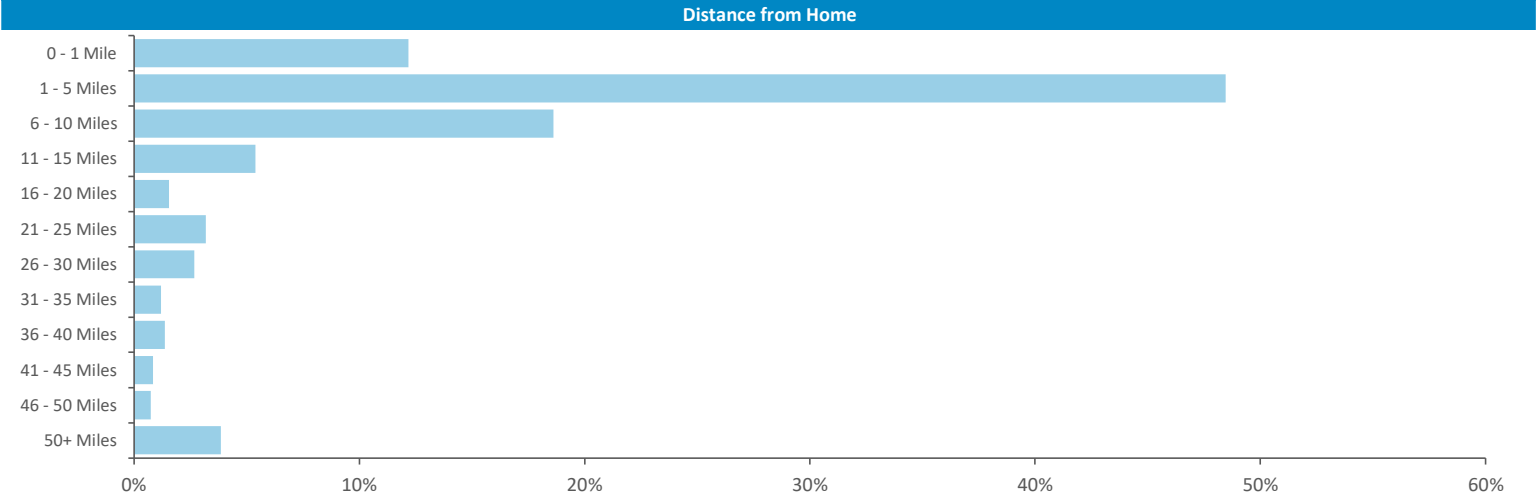
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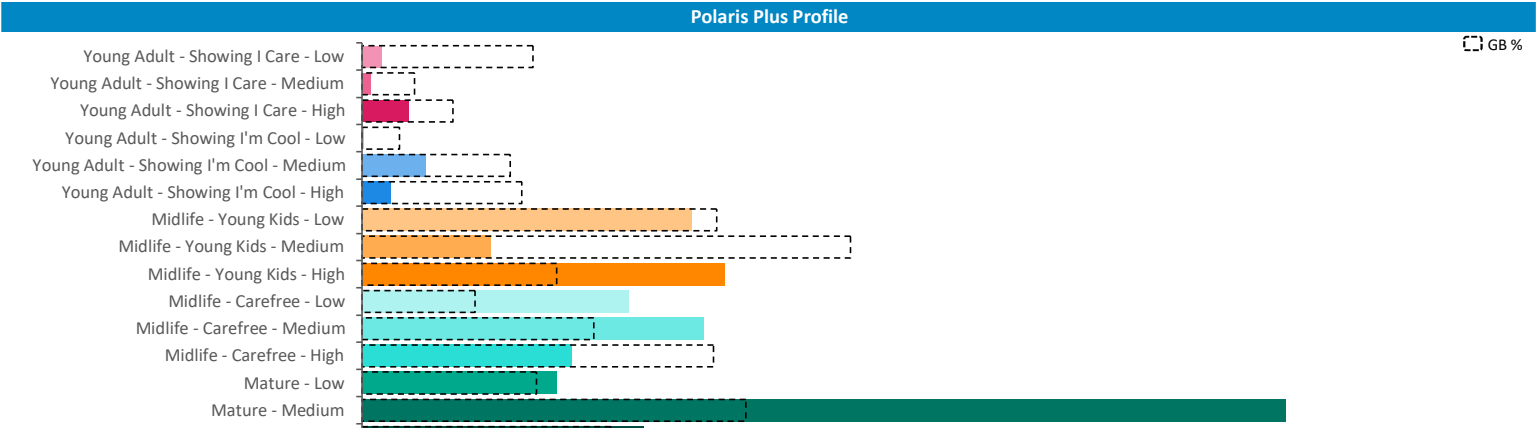
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



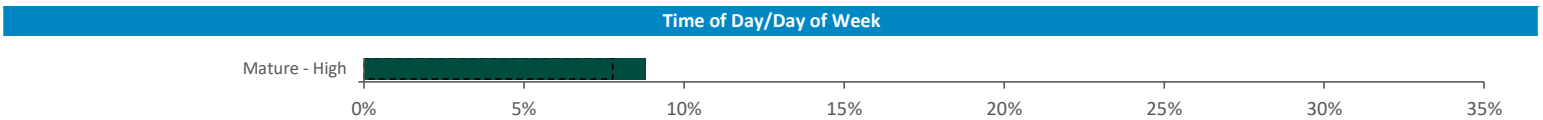
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there



Mobile Data Summary - Swynnerton Arms Stoke-On-Trent

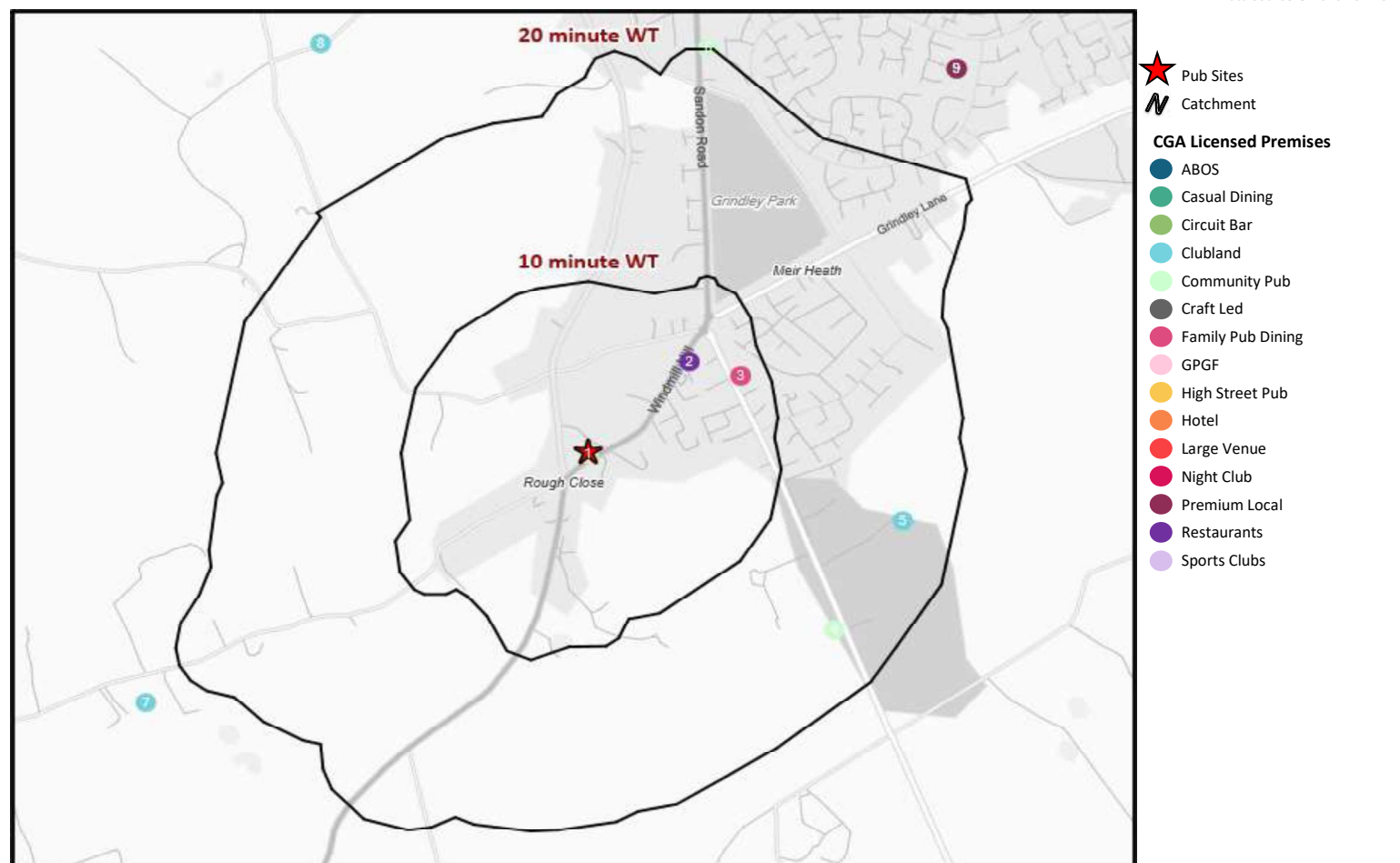


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Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Swynnerton Arms Stoke-On-Trent



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