

Catchment Summary - Old Crown Inn Sheffield

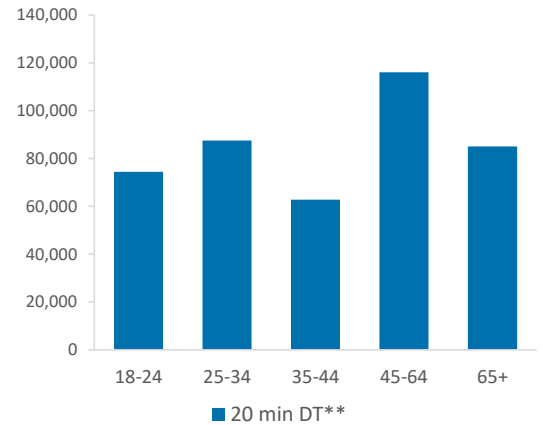
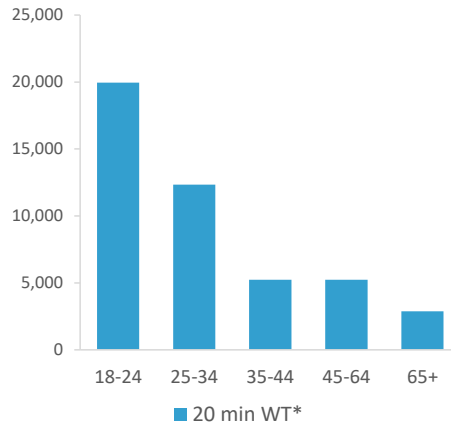
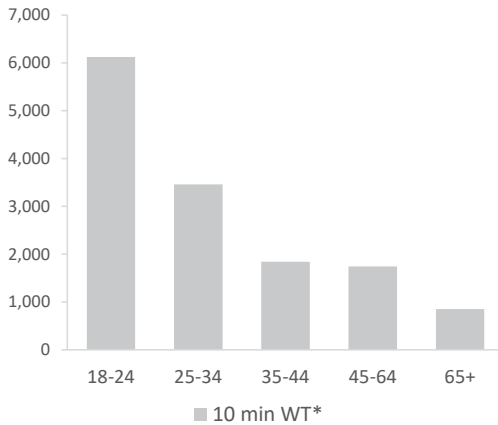


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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

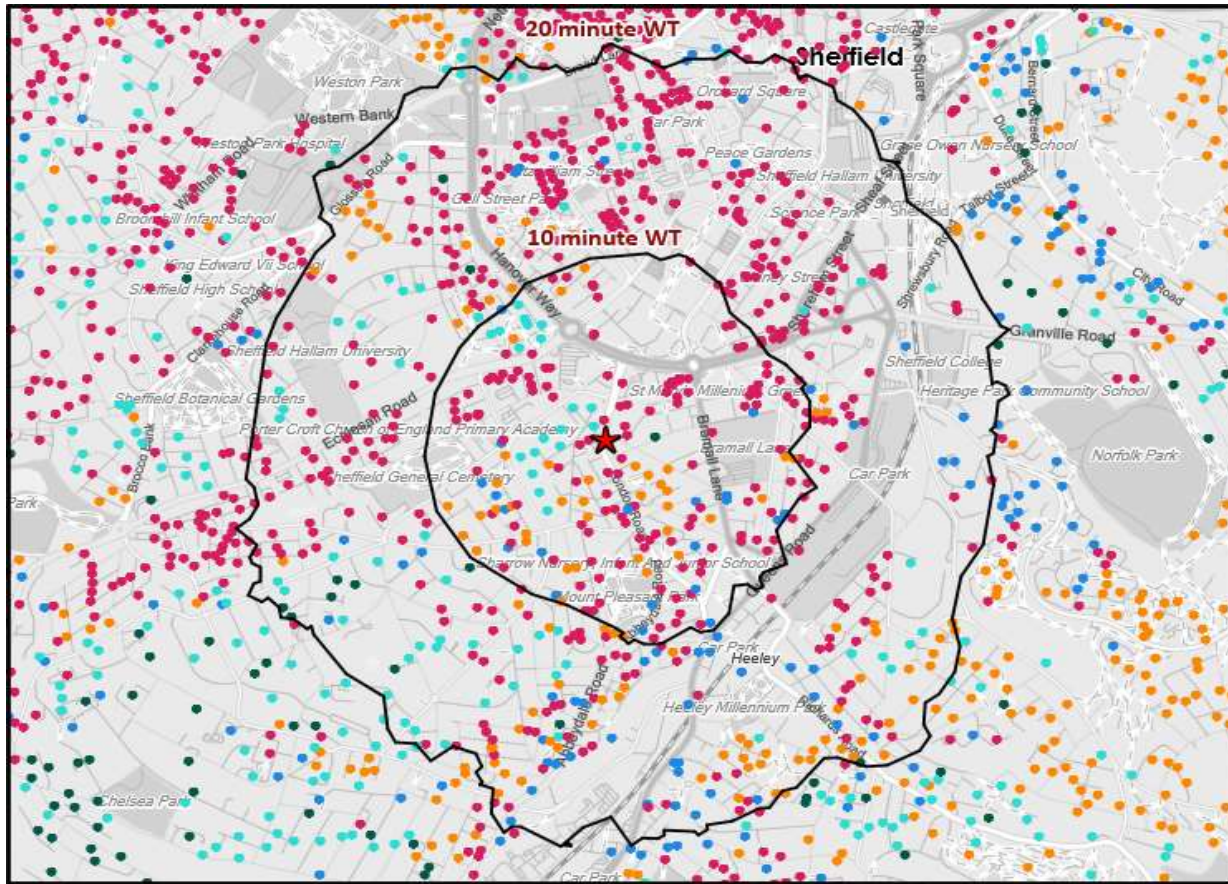
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Population	16,554	51,810	532,604	313	356	140	
Population & Adults 18+ index is based on all pubs							
Adults 18+	14,017	45,616	425,865	322	255	143	
Competition Pubs	14	108	465	93	338	128	
Adults 18+ per Competition Pub	1,001	422	916	121	51	111	
% Adults Likely to Drink	77.8%	79.7%	81.5%	94	97	99	
Affluence	Low	56.6%	61.5%	40.8%	220	240	159
	Medium	16.1%	17.9%	30.8%	41	45	78
	High	14.8%	16.3%	26.7%	44	49	80
*Affluence does not include Not Private Households							
Age Profile	18-24	6,122	19,951	74,393	456	475	172
	25-34	3,457	12,335	87,496	157	179	124
	35-44	1,840	5,225	62,826	86	78	92
	45-64	1,746	5,231	116,051	41	40	85
	65+	852	2,874	85,099	27	29	84



	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	9,051 (55%)	28,046 (54%)	266,621 (50%)	111	109	101	
	7,503 (45%)	23,764 (46%)	265,983 (50%)	90	91	99	
Economic Status (16-74)	Employed: Full-time	3,628 (26%)	12,301 (27%)	140,507 (36%)	62	66	86
	Employed: Part-time	1,070 (8%)	2,954 (7%)	50,016 (13%)	59	51	98
	Self employed	858 (6%)	2,675 (6%)	29,075 (7%)	64	62	77
	Unemployed	398 (3%)	965 (2%)	10,502 (3%)	120	90	112
	Retired	581 (4%)	1,760 (4%)	49,078 (12%)	30	28	90
	Other	7,449 (53%)	24,369 (54%)	115,509 (29%)	270	274	148
Total Worker Count	5,841	28,325	216,685				

See the Glossary page for further information on the above variables

Polaris Summary - Old Crown Inn Sheffield



- Pub Sites
- 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	8,029	32,794	102,166	642	806	269
Young Adult - Showing I'm Cool	751	2,014	24,871	58	48	63
Midlife - Young Kids	1,760	4,562	113,310	40	32	85
Midlife - Carefree	1,698	3,964	91,581	58	41	102
Mature	21	314	87,036	1	2	73
Not Private Households	1,758	1,968	6,901	872	300	113
Total	14,017	45,616	425,865			

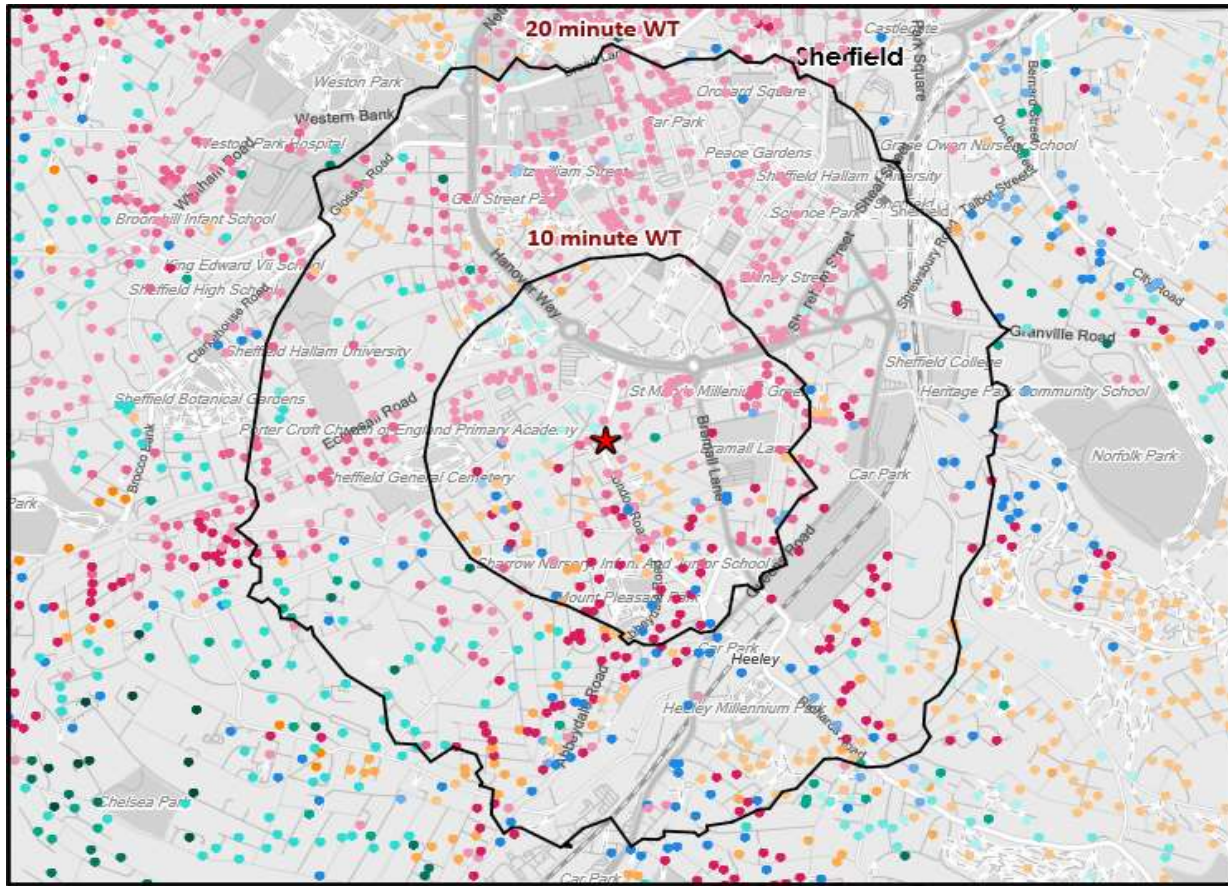
Polaris Summary - Old Crown Inn Sheffield



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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**
Young Adult - Showing I Care						
Low	4,900	22,009	49,559	834	1,151	278
Medium	1,491	5,872	14,714	780	944	253
High	1,638	4,913	37,893	347	320	264
Young Adult - Showing I'm Cool						
Low	70	334	481	49	71	11
Medium	248	613	9,074	48	36	58
High	433	1,067	15,316	69	52	80
Midlife - Young Kids						
Low	1,243	3,307	72,048	80	65	152
Medium	517	1,255	34,653	25	18	55
High	0	0	6,609	0	0	29
Midlife - Carefree						
Low	1,698	2,233	29,611	356	144	205
Medium	0	257	33,140	0	8	116
High	0	1,474	28,830	0	30	62
Mature						
Low	21	165	22,244	3	6	88
Medium	0	149	39,691	0	3	74
High	0	0	25,101	0	0	63
Not Private Households	1,758	1,968	6,901	872	300	113

Polaris Summary - Old Crown Inn Sheffield



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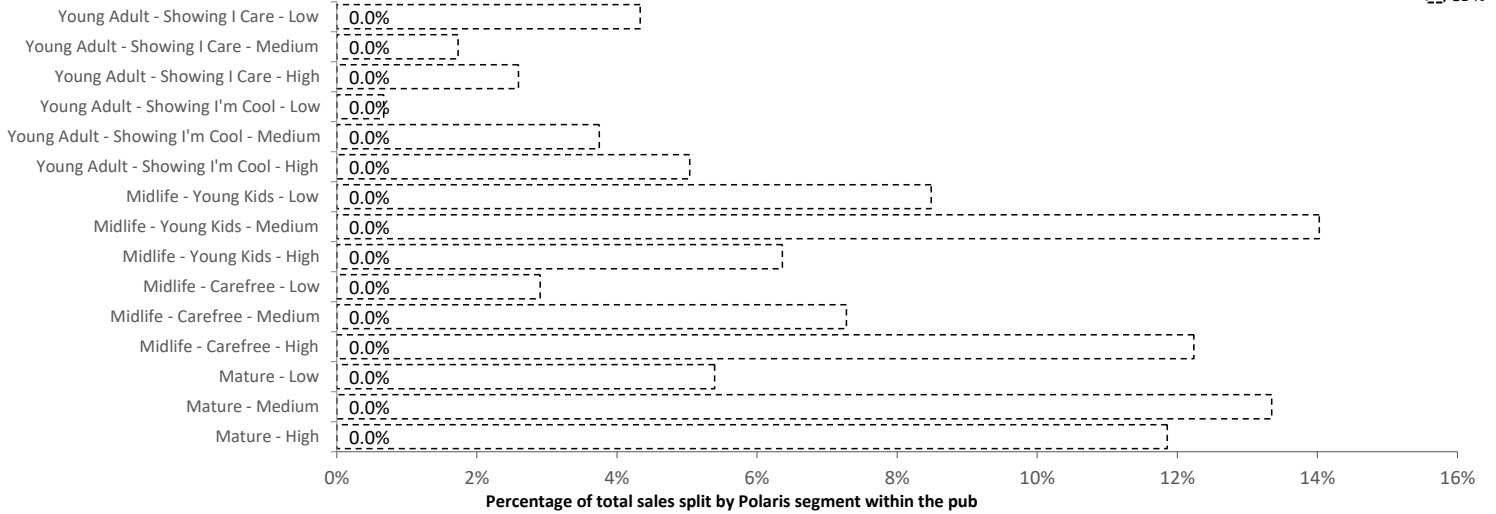


★ Pub Sites

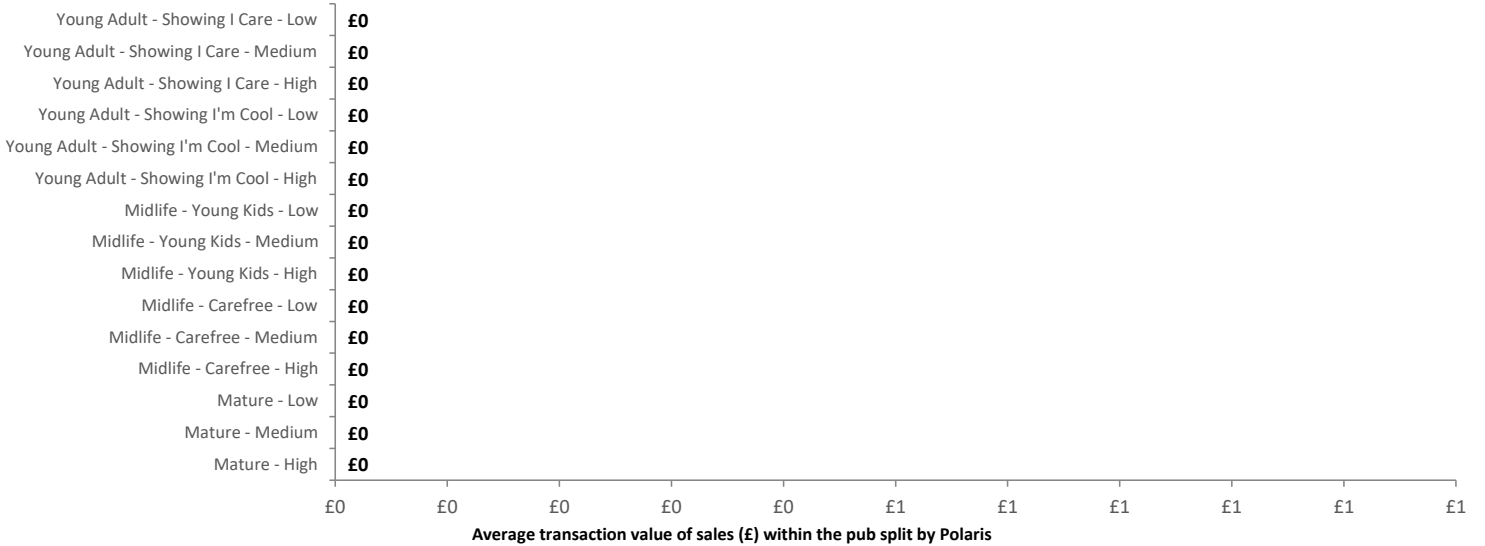
Total 14,017 45,616 425,865

Spend by Polaris

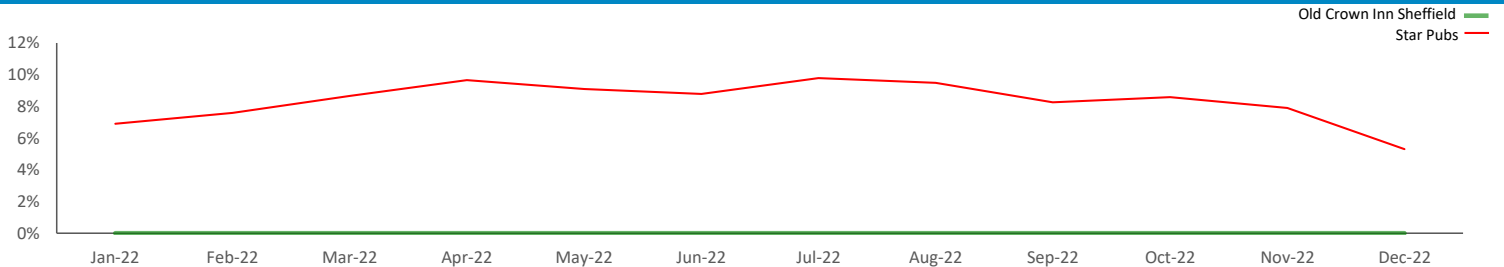
GB %



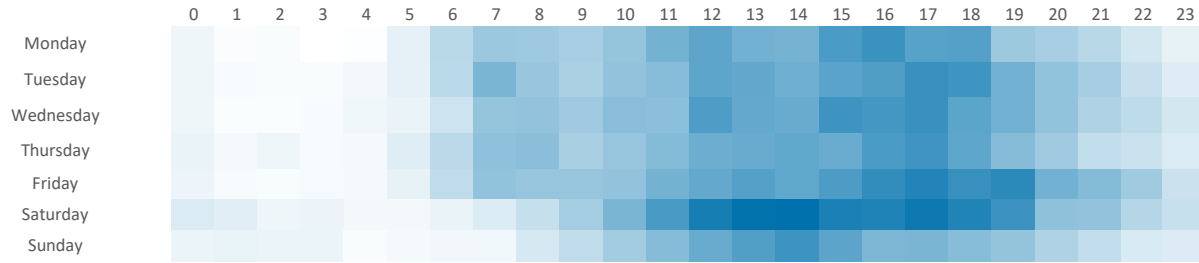
Average Transaction Values (£) by Polaris



Spend by Month

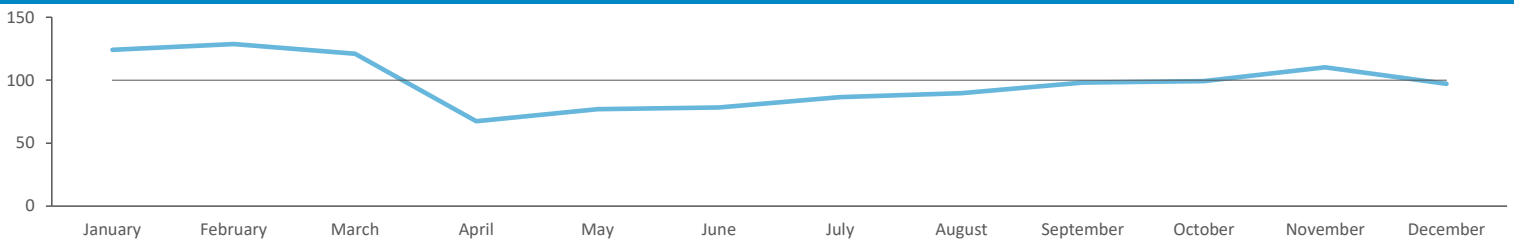


Time of Day/Day of Week



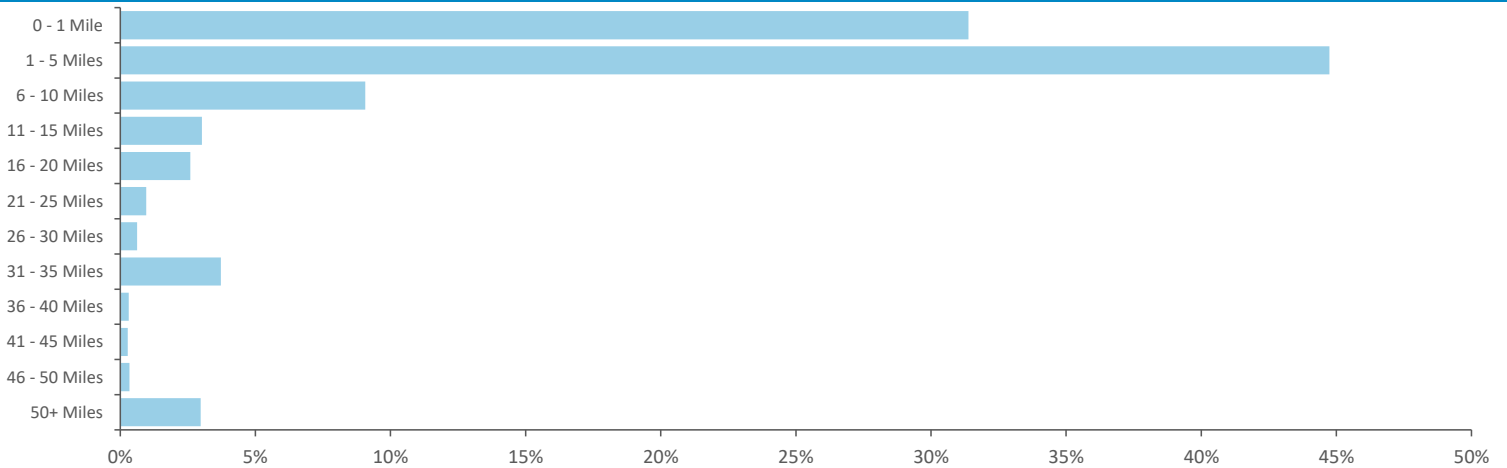
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



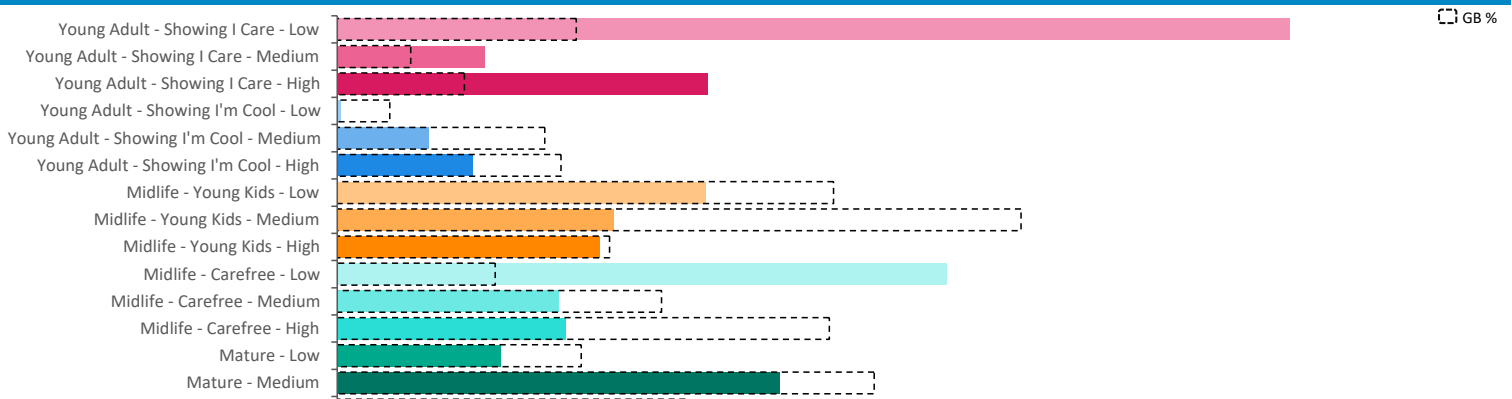
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Old Crown Inn Sheffield

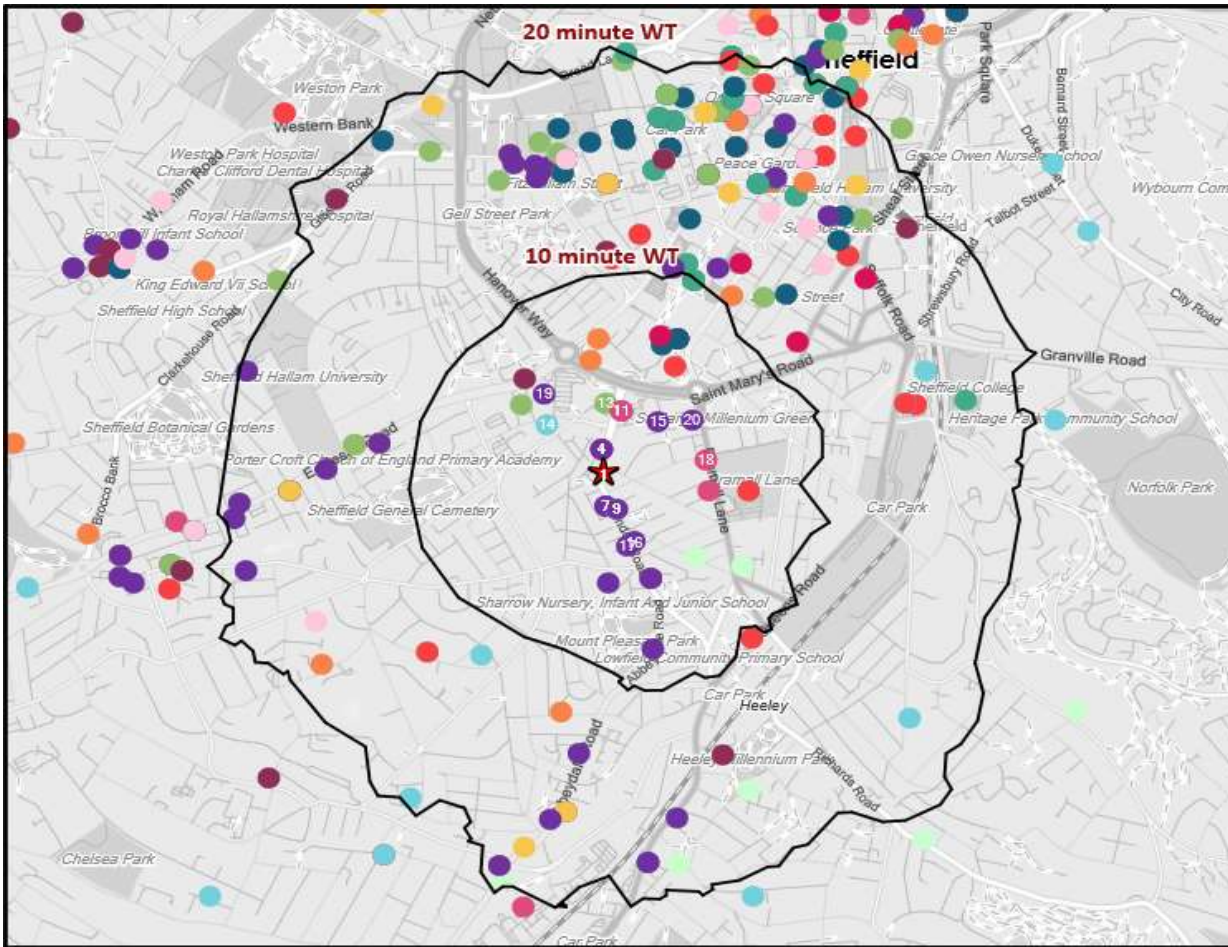


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Time of Day/Day of Week



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	Stack Lounge	S 2 4LE	Independent Free	High Street Pub	0.0
1	Barrel Inn	S 2 4LE	*Other Small Retail Groups	Community Pub	0.0
1	Old Crown Inn	S 2 4LE	Star Pubs & Bars	Community Pub	0.0
4	Yama Sushi Noodle Bar	S 2 4LR	Independent Free	Restaurants	0.1
4	Barrys Bar	S 2 4LR	Stonegate Pub Company	Family Pub Dining	0.1
4	Zeugma Iki Restaurant	S 2 4LR	Independent Free	Restaurants	0.1
7	Zeugma	S 2 4LT	Independent Free	Restaurants	0.1
7	Noodle Inn	S 2 4LT	Independent Free	Restaurants	0.1
9	Cremorne	S 2 4LH	Independent Free	Community Pub	0.1
9	Saigon 68	S 2 4LH	Independent Free	Restaurants	0.1
11	Candy Town Chinese Restaurant	S 2 4LA	Independent Free	Restaurants	0.1
11	Clubhouse	S 2 4LA	Independent Free	Family Pub Dining	0.1
13	Beer Engine	S 11 8FJ	Independent Free	Circuit Bar	0.2
14	Nuffield Health Fitness & Wellbeing Centre	S 11 8HA	Cannons Group Ltd	Clubland	0.2
15	Oisoi Gathering	S 2 4QF	Independent Free	Restaurants	0.2
16	Orchid	S 2 4LJ	Independent Free	Restaurants	0.2
17	Vietnamese Noodle Bar	S 2 4LW	Independent Free	Restaurants	0.2
18	Cricketers Arms	S 2 4RD	Unknown	Family Pub Dining	0.2
19	Baan Thai	S 11 8HY	Independent Free	Restaurants	0.2
20	Lykke	S 2 4RB	Independent Free	Restaurants	0.2