

Catchment Summary - Loxley Sports Bar & Grill

- 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**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Population

7,877	26,739	475,452
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149	138	113
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Adults 18+

6,509	22,096	382,533
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Pop. & Adl. 18+ index based on all pubs

Competition Pubs

12	28	460
----	----	-----

146	136	114
-----	-----	-----

Adults 18+ per Competition Pub

542	789	832
-----	-----	-----

63	64	114
----	----	-----

% Adults Likely to Drink

79,3%	78,7%	73,4%
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61	89	94
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Affluence	Low
	Medium
	High

13,0%	26,2%	41,0%
82,2%	61,5%	37,3%
4,8%	12,3%	20,4%

39	79	124
215	161	98
18	45	74

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£24,046	£22,767	£19,437
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113	107	91
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Age Profile	18-24
	25-34
	35-44
	45-64
	65+

444	1,569	69,171
1,400	4,347	73,941
1,252	4,018	61,473
2,099	7,038	103,101
1,314	5,124	74,847

67	69	172
131	120	115
118	111	96
105	104	86
87	100	82



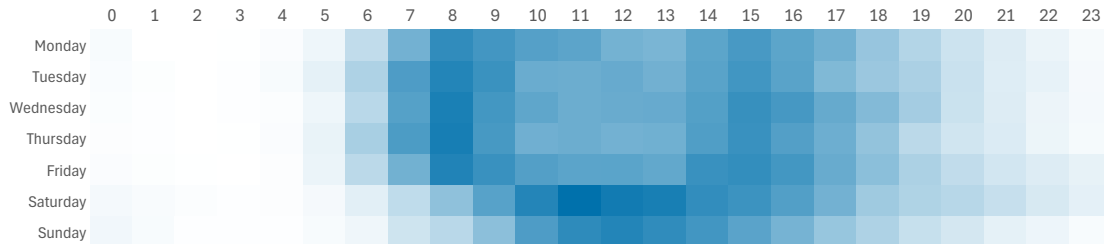
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Polaris Plus Segments



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**
Young	3,165	10,058	182,859	175	164	172
Midlife - Young Kid	319	1,474	44,748	45	61	107
Midlife - Carefree	1,314	3,952	35,157	128	113	58
Mature	1,711	6,597	115,222	59	67	68
Not Private Households	0	15	4,547	0	561	9,824
Total	6,509	22,096	382,533			

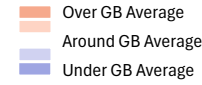


Per Pub - Loxley Sports Bar & Grill

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

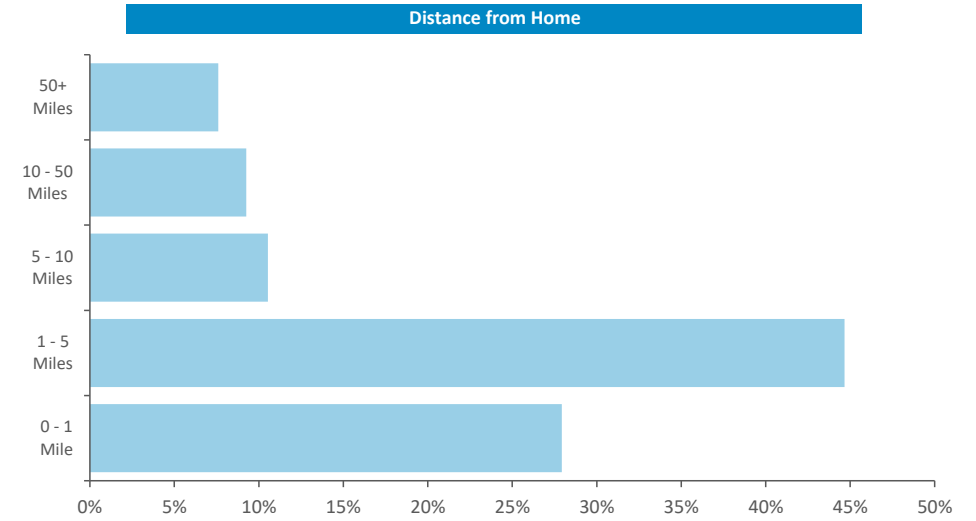
Adults 18+	6.509	22.096	382.533
Number of Competition Pubs	12	28	460
Adults 18+ per Competition Pub	542	789	832



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	591	9,1%	109
Circuit Bar	2	370	5,7%	136
Community Pub	3	918	14,1%	72
Craft Led	0	466	7,2%	200
Great Pub Great Food	0	790	12,1%	67
High Street Pub	4	1.112	17,1%	91
Premium Local	1	948	14,6%	86

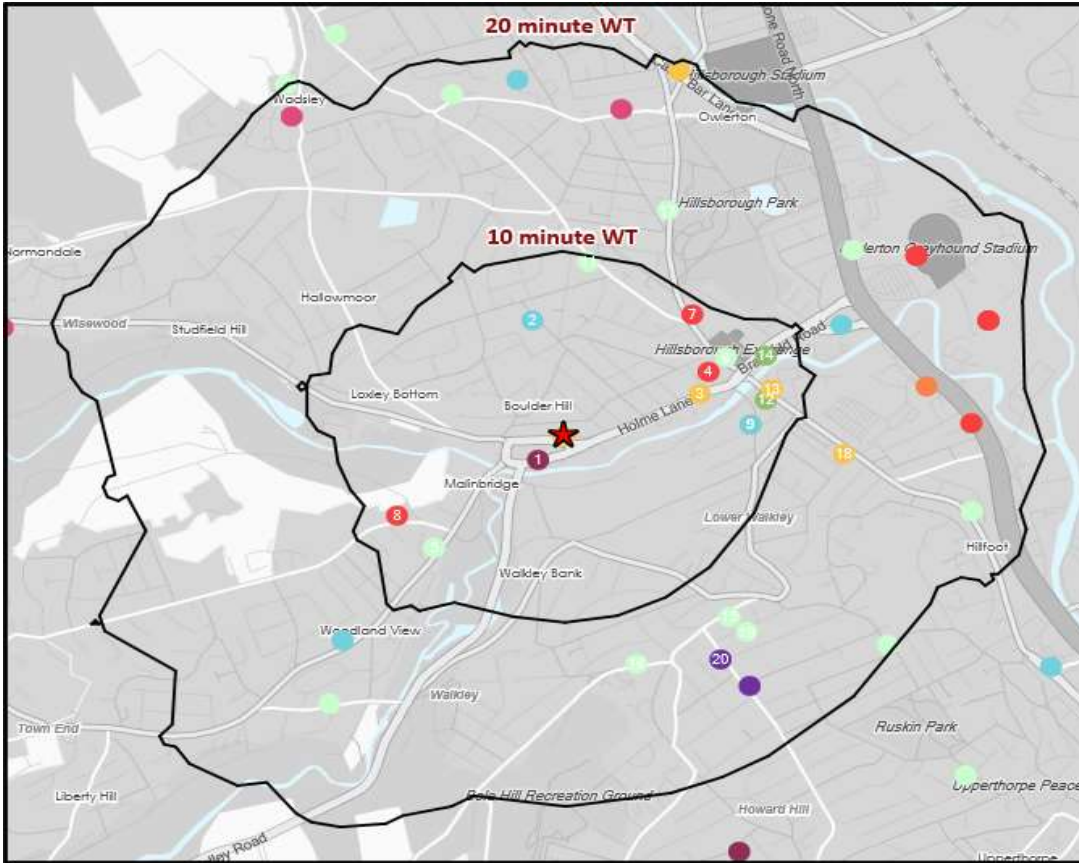
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	2.164	9,8%	118
Circuit Bar	2	1.066	4,8%	116
Community Pub	13	3.712	16,8%	86
Craft Led	0	1.405	6,4%	178
Great Pub Great Food	0	2.947	13,3%	73
High Street Pub	6	4.032	18,2%	97
Premium Local	1	2.804	12,7%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	55	36.613	9,6%	115
Circuit Bar	36	22.498	5,9%	141
Community Pub	90	77.257	20,2%	103
Craft Led	0	20.470	5,4%	149
Great Pub Great Food	28	58.260	15,2%	84
High Street Pub	56	79.741	20,8%	111
Premium Local	60	57.285	15,0%	88



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Competition - Loxley Sports Bar & Grill



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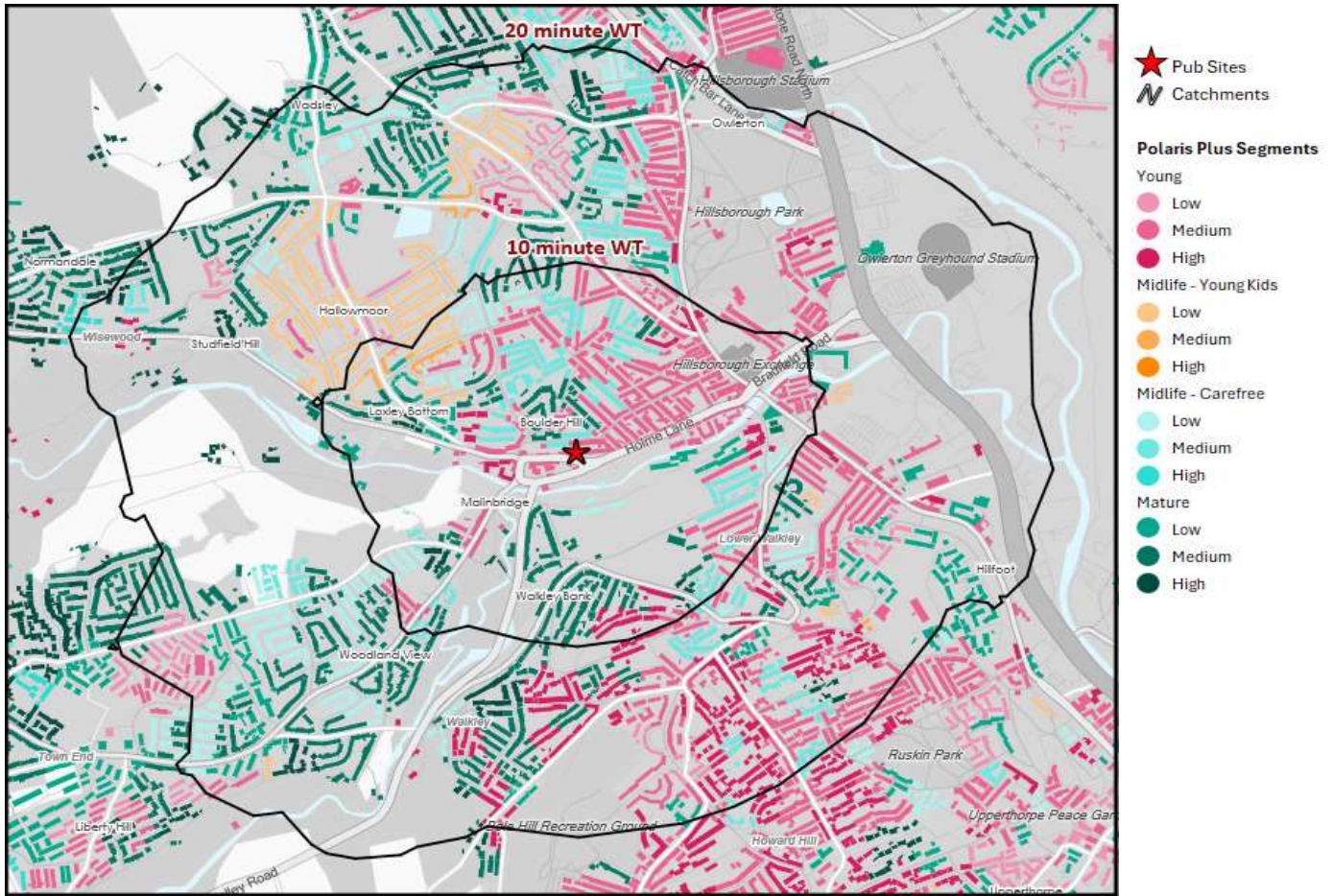
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
12	Rawson Spring	S 6 2LN	Wetherspoons GB	Circuit Bar	20,0%	0,38
1	Malin Bridge Inn	S 6 4JZ	Stonegate Pub Company	Premium Local	12,6%	0,07
0	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	10,5%	0,00
14	Shakey	S 6 2BY	Greene King	Circuit Bar	10,3%	0,41
13	Hillsborough Tap	S 6 2LX	Independent Free	High Street Pub	7,4%	0,40
16	Walkley Cottage Inn	S 6 5DD	Star Pubs & Bars	Community Pub	5,9%	0,48
6	Northern Monkey	S 6 4GY	Independent Free	Community Pub	5,2%	0,34
9	Riverside	S 6 2PB	Stonegate Pub Company	High Street Pub	5,1%	0,35
11	Castle Inn	S 6 4GR	Stonegate Pub Company	Community Pub	4,3%	0,36
18	Queens Ground Hotel	S 6 2LJ	Punch Pub Company	High Street Pub	4,2%	0,52
2	Hillsborough Social Club	S 6 4QQ	Independent Free	Clubland	3,9%	0,24
9	La Plata Social Club	S 6 2PB	Independent Free	Clubland	3,4%	0,35
5	Anvil	S 6 5FN	Stonegate Pub Company	Community Pub	2,3%	0,33
17	Brass Monkey	S 6 4HD	Independent Free	Community Pub	2,1%	0,50
15	Florist	S 6 2XN	*Other Small Retail Groups	Community Pub	1,7%	0,48
20	Leos Italian Express	S 6 3TD	Independent Free	Restaurants	1,1%	0,54
3	Sports Shack	S 6 4JQ	Independent Free	High Street Pub	0,0%	0,27
4	Sheffield Wednesday Football Cl	S 6 4JL	Independent Free	Large Venue	0,0%	0,30
7	Hillsborough Sports Arena	S 6 4HA	Independent Free	Large Venue	0,0%	0,34
8	Wood Lane Countryside Centre	S 6 5HE	Independent Free	Large Venue	0,0%	0,35
19	Palm Tree Tavern	S 6 2XF	Punch Pub Company	Community Pub	0,0%	0,52

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

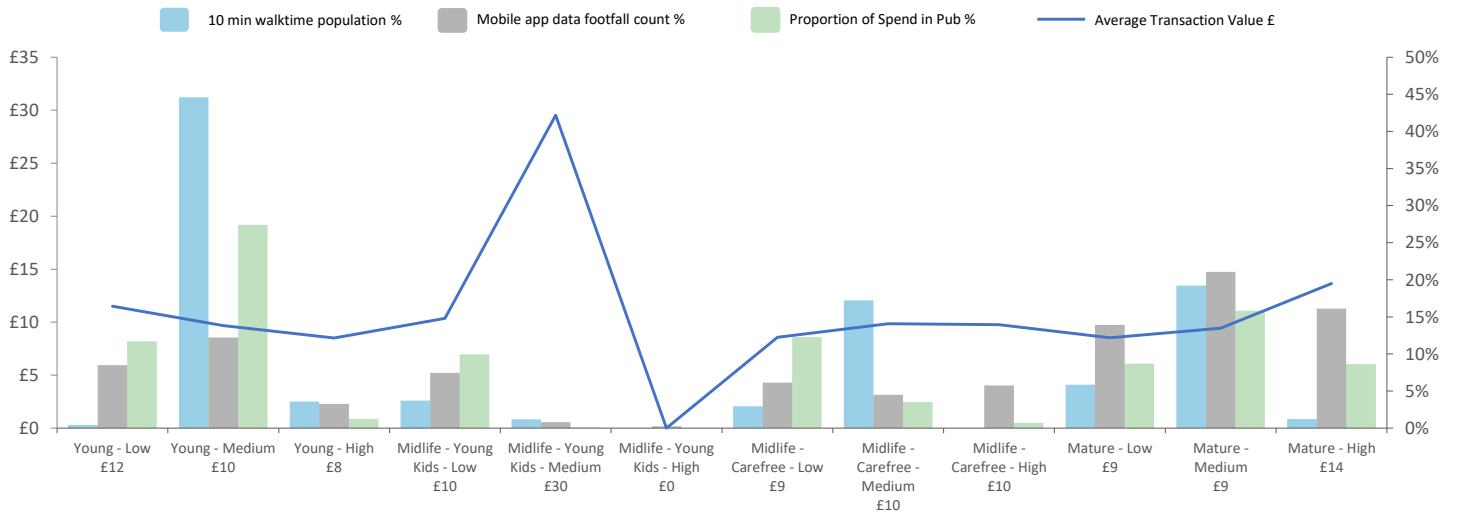
Catchment Summary - Loxley Sports Bar & Grill

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
110927	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	6



Polaris Plus Profile



See the Glossary page for further information on the above variables

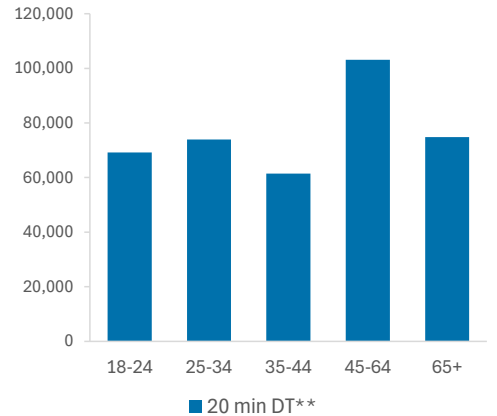
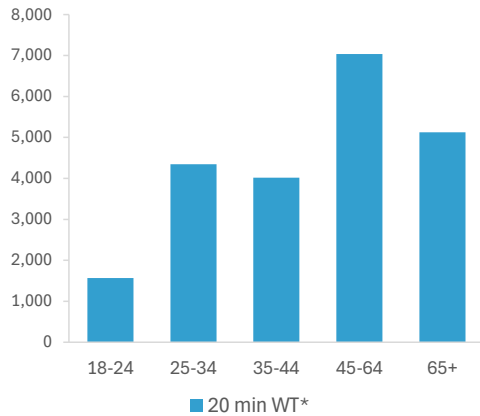
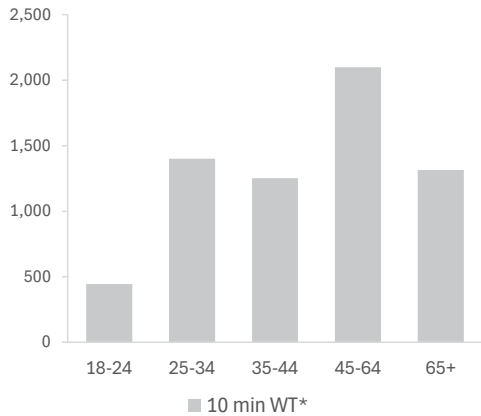
Catchment Summary - Loxley Sports Bar & Grill

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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	7,877	26,739	475,452	149	138	113	
Adults 18+	6,509	22,096	382,533	146	136	114	
Competition Pubs	12	28	460	63	64	114	
Adults 18+ per Competition Pub	542	789	832	61	89	94	
% Adults Likely to Drink	79,3%	78,7%	73,4%	105	104	97	
Affluence	Low	13,0%	26,2%	41,0%	39	79	124
	Medium	82,2%	61,5%	37,3%	215	161	98
	High	4,8%	12,3%	20,4%	18	45	74
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£24,046	£22,767	£19,437	113	107	91	
Age Profile	18-24	444	1,569	69,171	67	69	172
	25-34	1,400	4,347	73,941	131	120	115
	35-44	1,252	4,018	61,473	118	111	96
	45-64	2,099	7,038	103,101	105	104	86
	65+	1,314	5,124	74,847	87	100	82



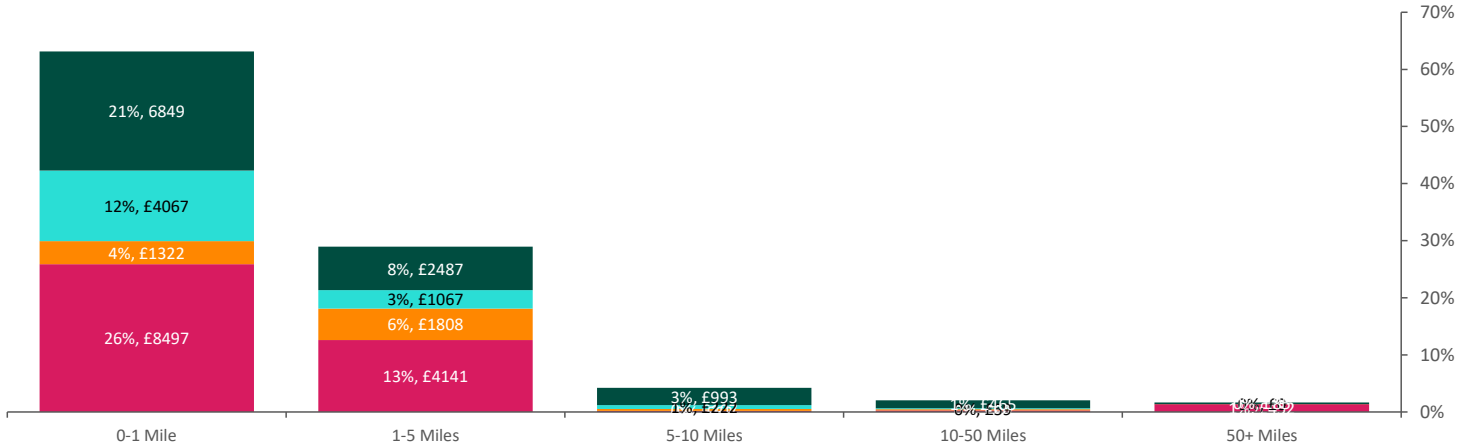
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	3,819 (48%)	13,031 (49%)	237,332 (50%)	99	99	102
	Female	4,058 (52%)	13,708 (51%)	238,120 (50%)	101	101	98
Economic Status (16+)	Employed: Full-time	2,888 (44%)	8,936 (40%)	116,124 (30%)	127	115	86
	Employed: Part-time	997 (15%)	3,210 (14%)	46,999 (12%)	124	117	99
	Self employed	536 (8%)	1,724 (8%)	27,737 (7%)	88	83	77
	Unemployed	154 (2%)	498 (2%)	10,118 (3%)	91	86	101
	Full-time student	108 (2%)	461 (2%)	18,921 (5%)	69	86	203
	Retired	1,241 (19%)	4,860 (22%)	70,600 (18%)	85	98	82
	Other	710 (11%)	2,901 (13%)	102,431 (26%)	61	73	149
Total Worker Count	5,846	11,416	220,321				

See the Glossary page for further information on the above variables

Transactional Data Summary - Loxley Sports Bar & Grill

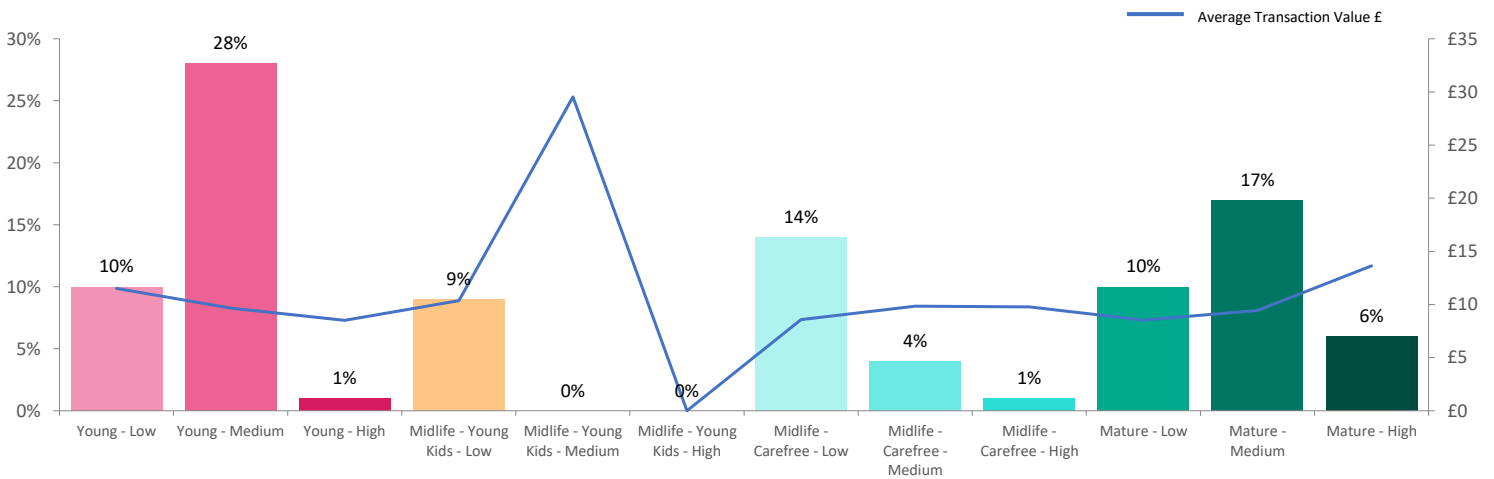
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Spend by Polaris and Distance from Home



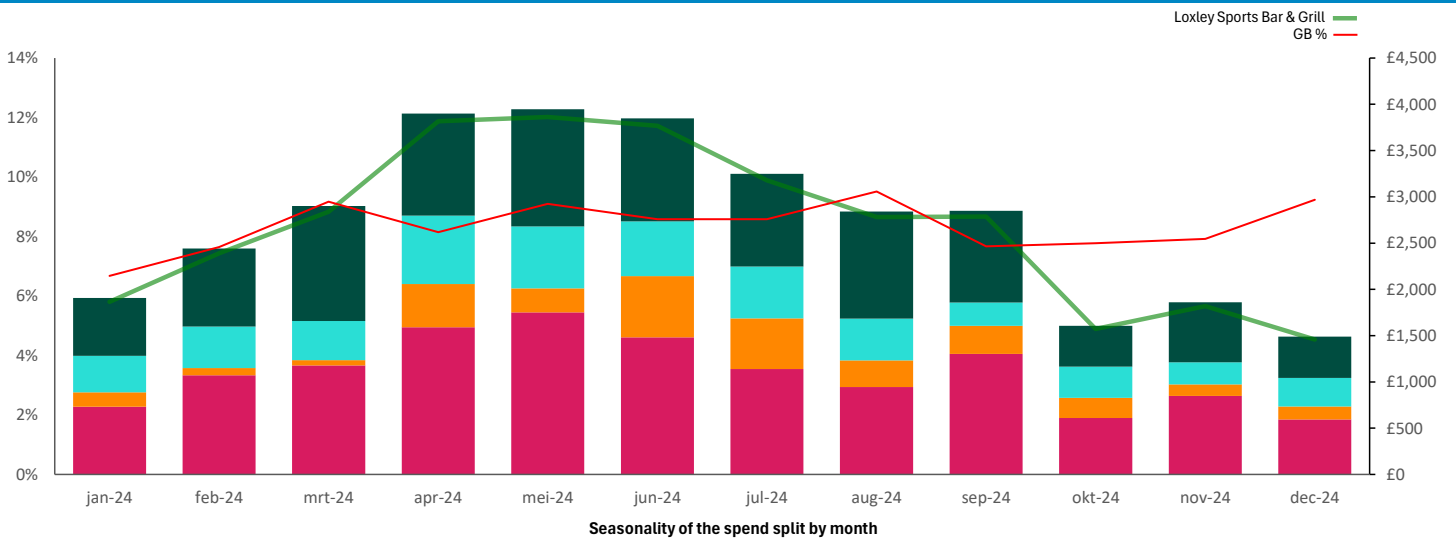
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



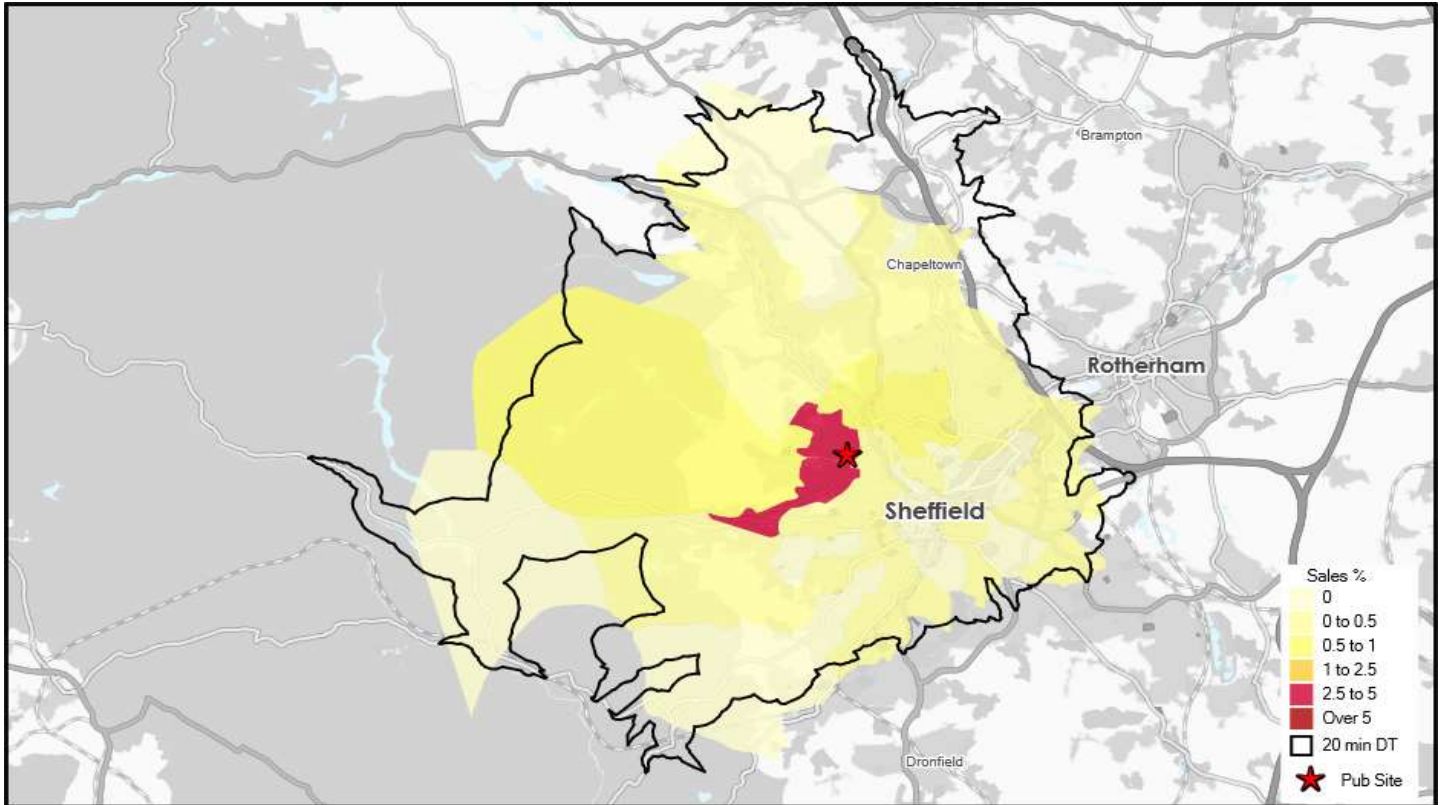
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



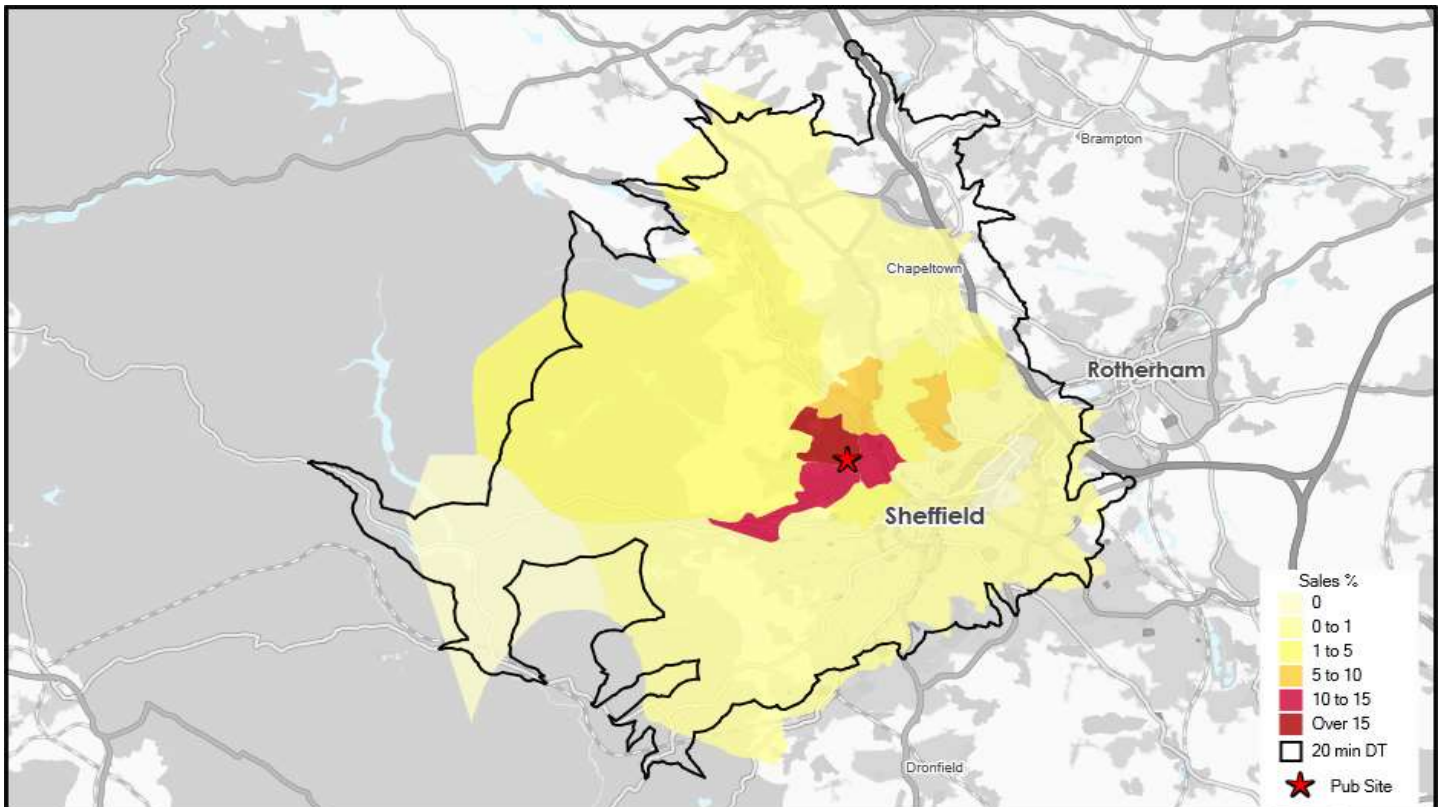
Seasonality of the spend split by month

Loxley Sports Bar & Grill Share of Spend from Postcode Sectors within 20 minute Drive



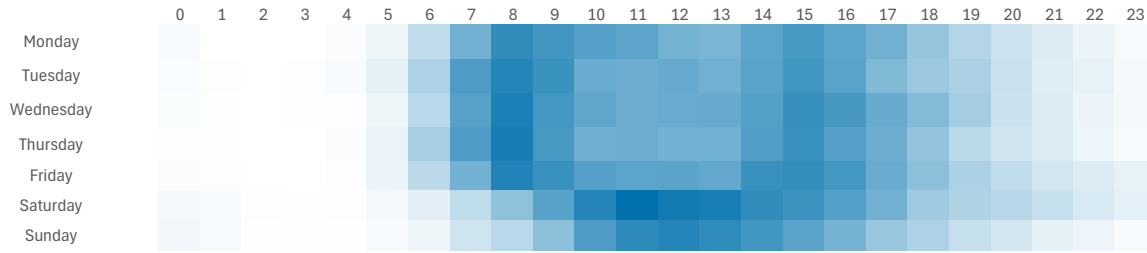
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Loxley Sports Bar & Grill



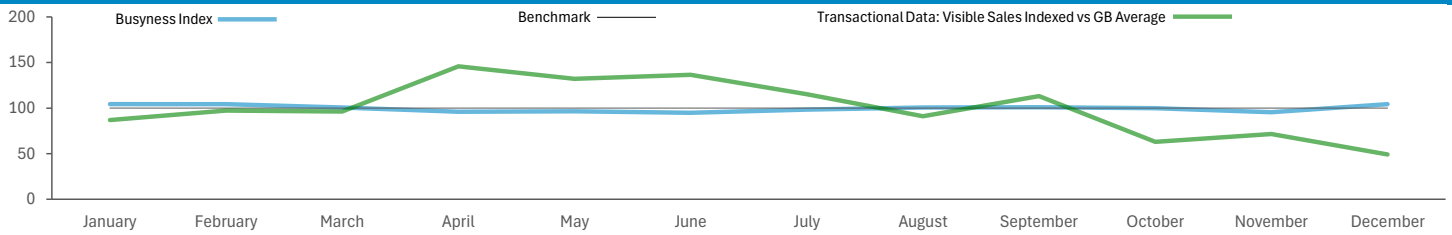
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



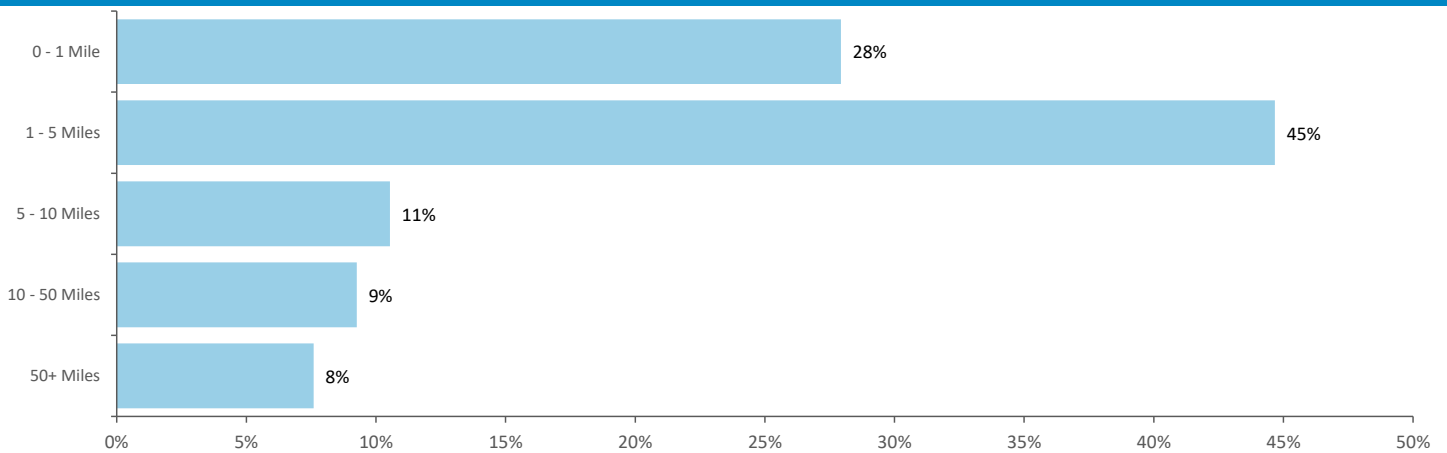
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

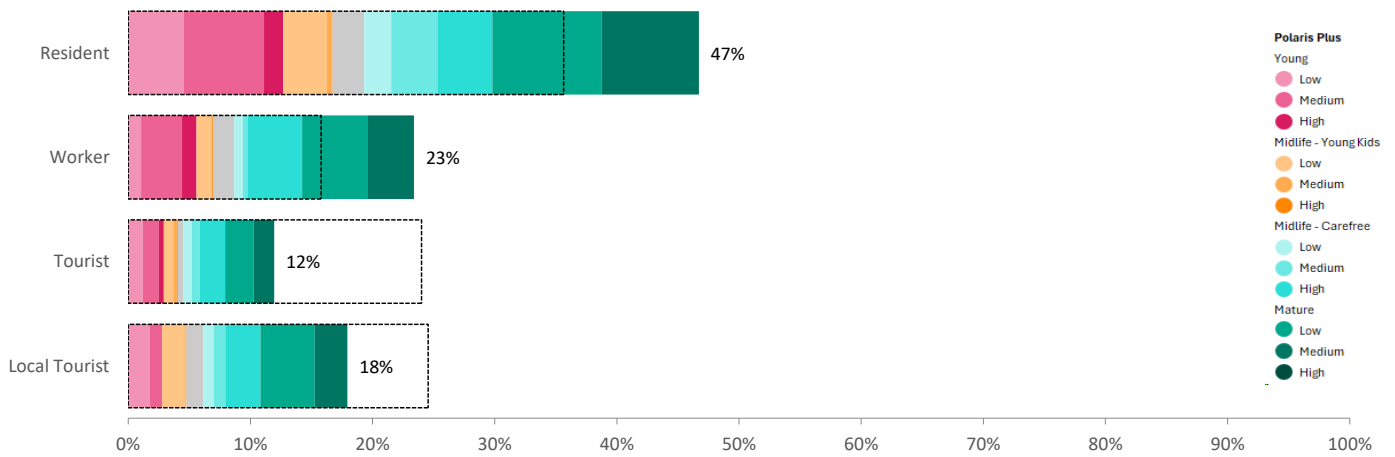
Distance from Home



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

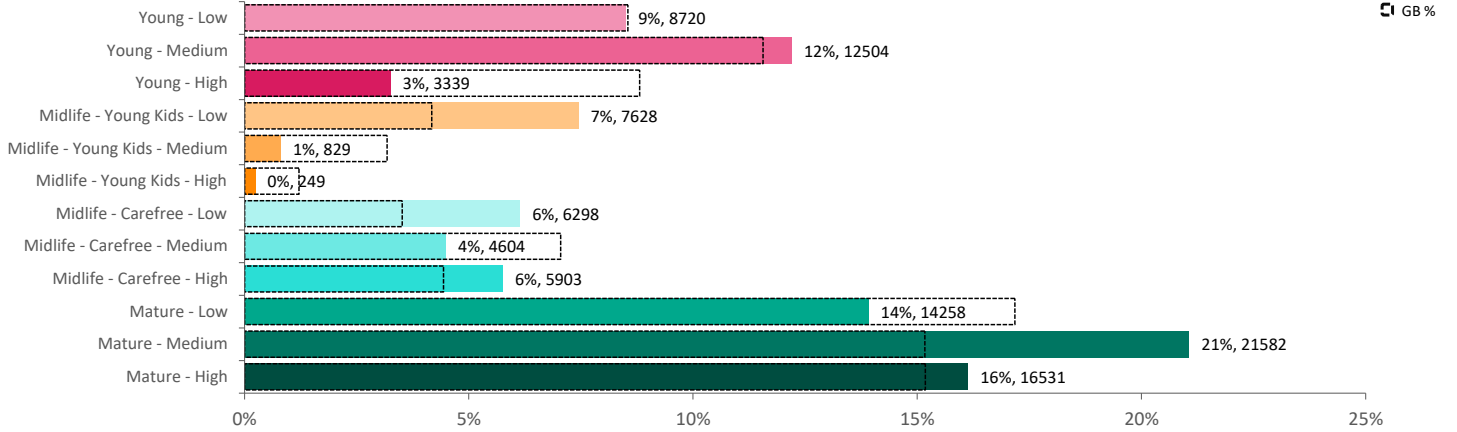
Audience Classification by Polaris Plus

Base: GB



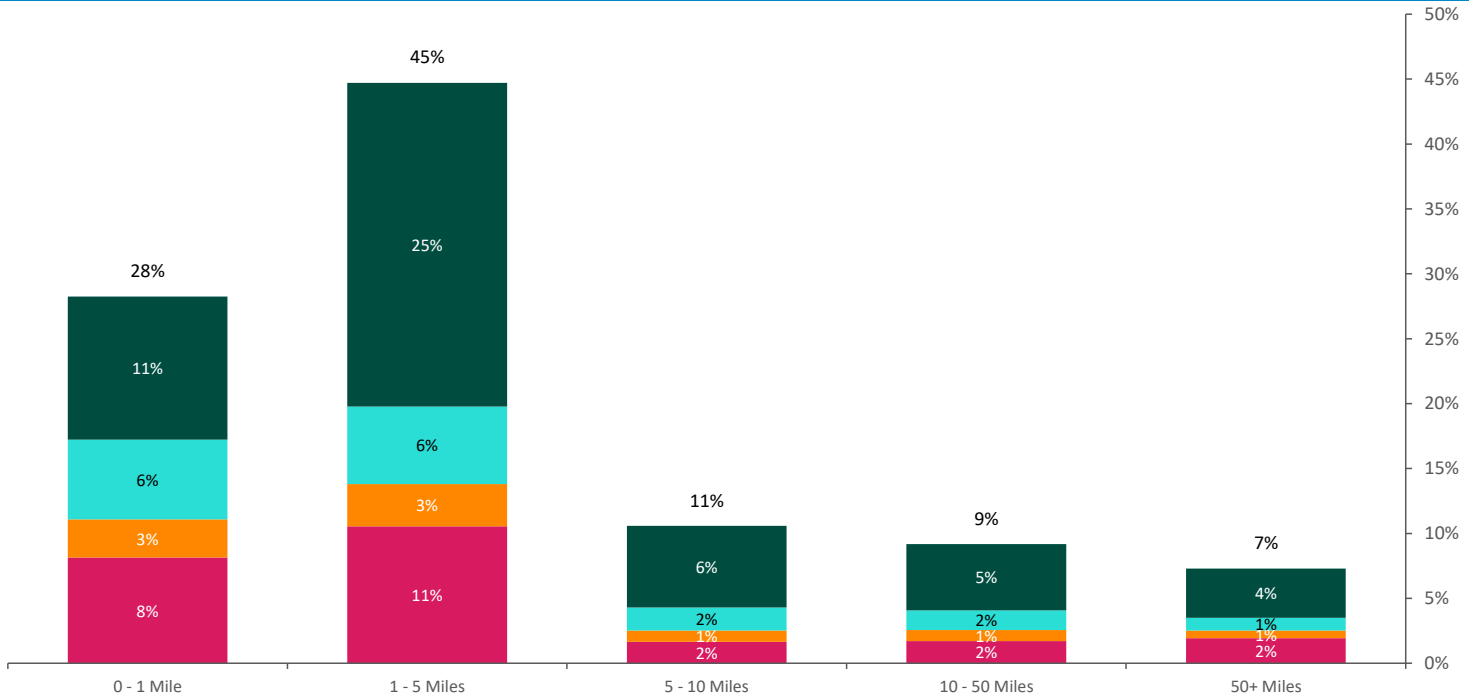
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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



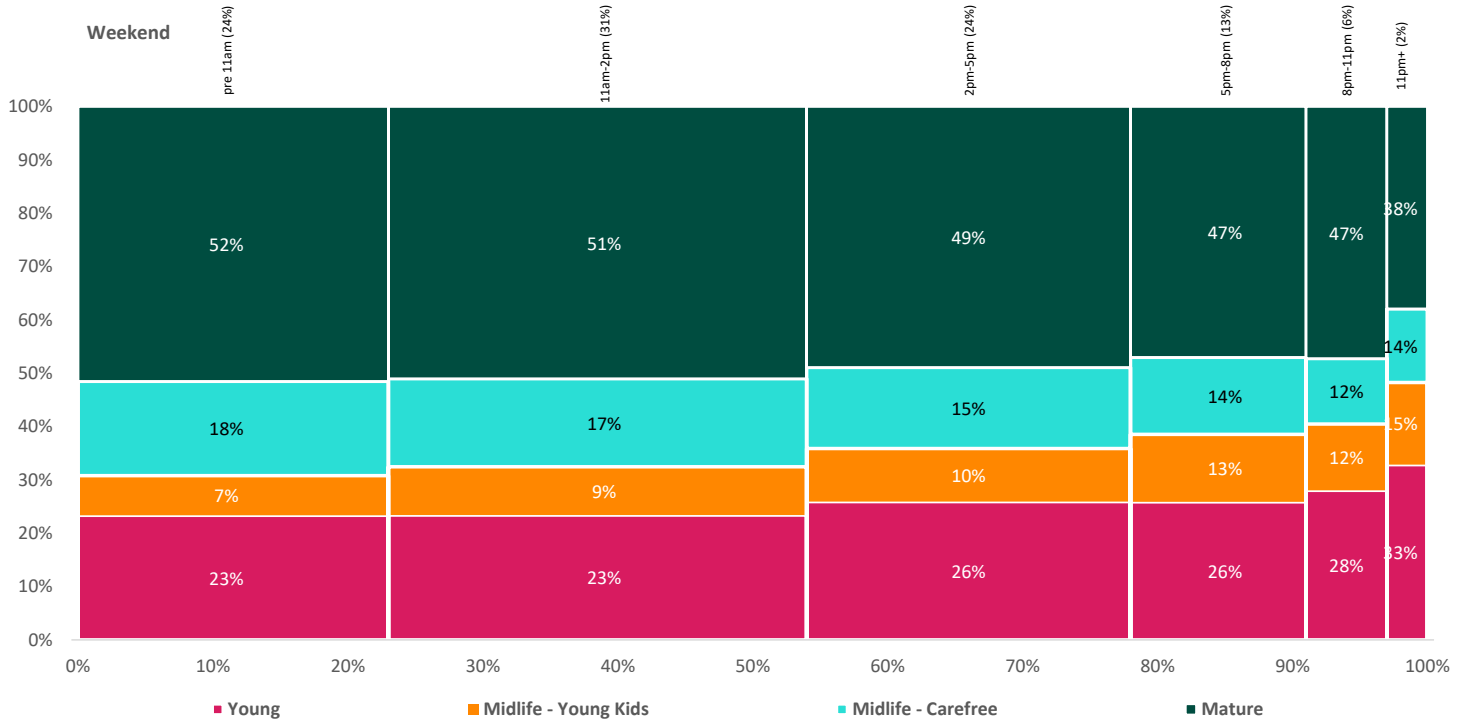
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		16.042	7.918	9.983	6.028	1.796	443	42.211
Midlife - Carefree		5.030	2.742	3.151	1.856	660	141	13.580
Midlife - Young Kids		2.383	1.539	1.591	1.123	506	170	7.312
Young		6.976	4.154	5.028	3.150	1.312	452	21.072
All		30.430	16.353	19.754	12.155	4.275	1.206	84.174

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		3.953	5.013	3.775	1.921	908	298	15.867
Midlife - Young Kids		1.358	1.622	1.174	591	236	108	5.090
Midlife - Carefree		568	891	767	517	239	121	3.104
Mature		1.795	2.300	2.003	1.058	539	258	7.953
All		7.674	9.826	7.718	4.088	1.922	785	32.014

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

Polaris Plus Summary - Loxley Sports Bar & Grill

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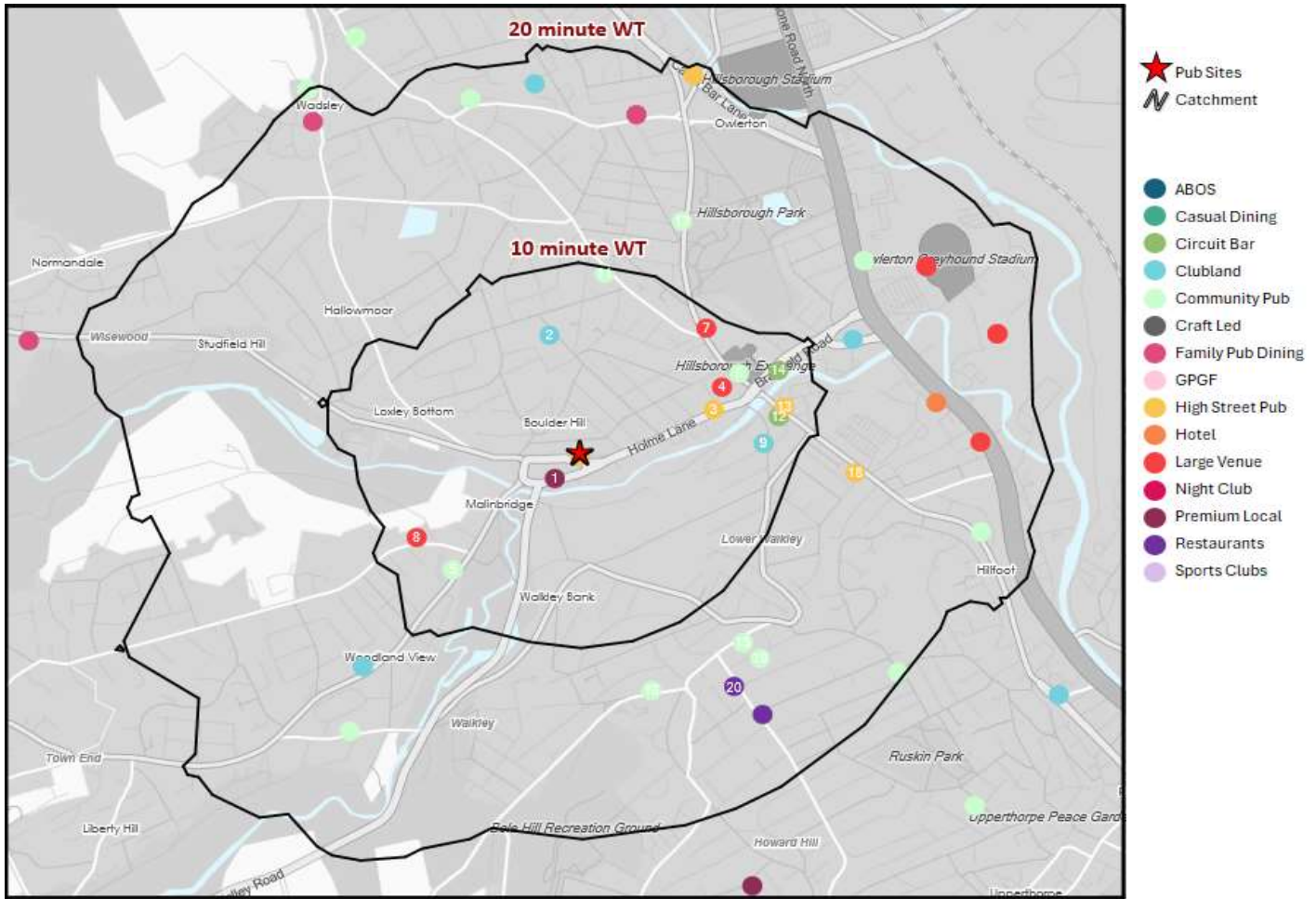


Polaris Plus Profile by Catchment

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**
Young						
Low	28	1.142	74.017	4	52	196
Medium	2.903	6.805	86.037	399	275	201
High	234	2.111	22.805	53	141	88
Midlife - Young Kids						
Low	241	1.338	35.080	68	110	167
Medium	78	136	8.298	28	14	51
High	0	0	1.370	0	0	32
Midlife - Carefree						
Low	193	1.429	14.853	71	155	93
Medium	1.121	2.523	11.009	242	160	40
High	0	0	9.295	0	0	54
Mature						
Low	381	1.870	33.001	43	62	63
Medium	1.250	4.117	37.508	123	120	63
High	80	610	44.713	8	18	78
Not Private Households	0	15	4.547	0	6	98
Total	6.509	22.096	382.533			

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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	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	10,5%	92,7%	0,00
1	Malin Bridge Inn	S 6 4JZ	Stonegate Pub Company	Premium Local	12,6%	83,6%	0,07
2	Hillsborough Social Club	S 6 4QQ	Independent Free	Clubland	3,9%	96,1%	0,24
3	Sports Shack	S 6 4JQ	Independent Free	High Street Pub	0,0%	0,0%	0,27
4	Sheffield Wednesday Football Club	S 6 4JL	Independent Free	Large Venue	0,0%	0,0%	0,30
5	Anvil	S 6 5FN	Stonegate Pub Company	Community Pub	2,3%	97,3%	0,33
6	Northern Monkey	S 6 4GY	Independent Free	Community Pub	5,2%	65,8%	0,34
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8	Wood Lane Countryside Centre	S 6 5HE	Independent Free	Large Venue	0,0%	0,0%	0,35
9	Riverside	S 6 2PB	Stonegate Pub Company	High Street Pub	5,1%	83,3%	0,35
9	La Plata Social Club	S 6 2PB	Independent Free	Clubland	3,4%	91,5%	0,35
11	Castle Inn	S 6 4GR	Stonegate Pub Company	Community Pub	4,3%	76,9%	0,36
12	Rawson Spring	S 6 2LN	Wetherspoons GB	Circuit Bar	20,0%	80,2%	0,38
13	Hillsborough Tap	S 6 2LX	Independent Free	High Street Pub	7,4%	83,1%	0,40
14	Shakey	S 6 2BY	Greene King	Circuit Bar	10,3%	80,8%	0,41
15	Florist	S 6 2XN	*Other Small Retail Groups	Community Pub	1,7%	90,5%	0,48
16	Walkley Cottage Inn	S 6 5DD	Star Pubs & Bars	Community Pub	5,9%	83,6%	0,48
17	Brass Monkey	S 6 4HD	Independent Free	Community Pub	2,1%	88,5%	0,50
18	Queens Ground Hotel	S 6 2LJ	Punch Pub Company	High Street Pub	4,2%	83,8%	0,52
19	Palm Tree Tavern	S 6 2XF	Punch Pub Company	Community Pub	0,0%	0,0%	0,52
20	Leos Italian Express	S 6 3TD	Independent Free	Restaurants	1,1%	86,8%	0,54

Distance: < 0.25 mile
 0.5-0.75 mile
 1+ mile

* 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

CGA Summary - Loxley Sports Bar & Grill

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Category	Explanation																																				
Population	The population count within the specified catchment																																				
Gender	Counts of Males and Females within the specified catchment																																				
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																				
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+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family</p>																																				
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																																				
	Index value is >= 105 and < 120																																				
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