

Catchment Summary - Hazelslade Public House Hazelslade



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

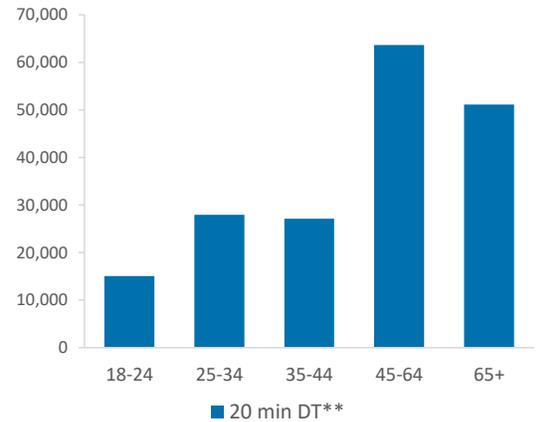
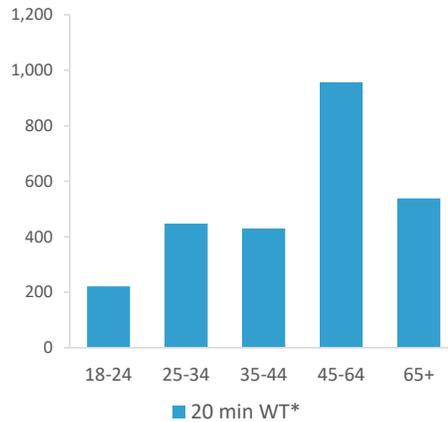
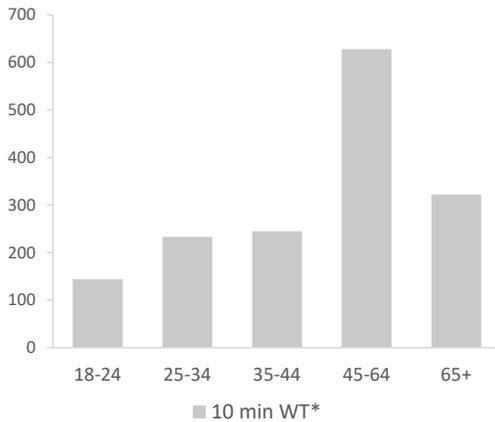
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,958	3,196	229,830	37	22	61
Adults 18+	1,572	2,593	184,970	36	15	62
Competition Pubs	1	5	241	7	16	67
Adults 18+ per Competition Pub	1,572	519	768	190	63	93
% Adults Likely to Drink	81.2%	82.1%	82.9%	98	100	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	24.4%	14.8%	21.6%	95	58	84
	Medium	47.2%	57.5%	48.8%	120	146	124
	High	28.4%	27.7%	28.5%	85	83	85

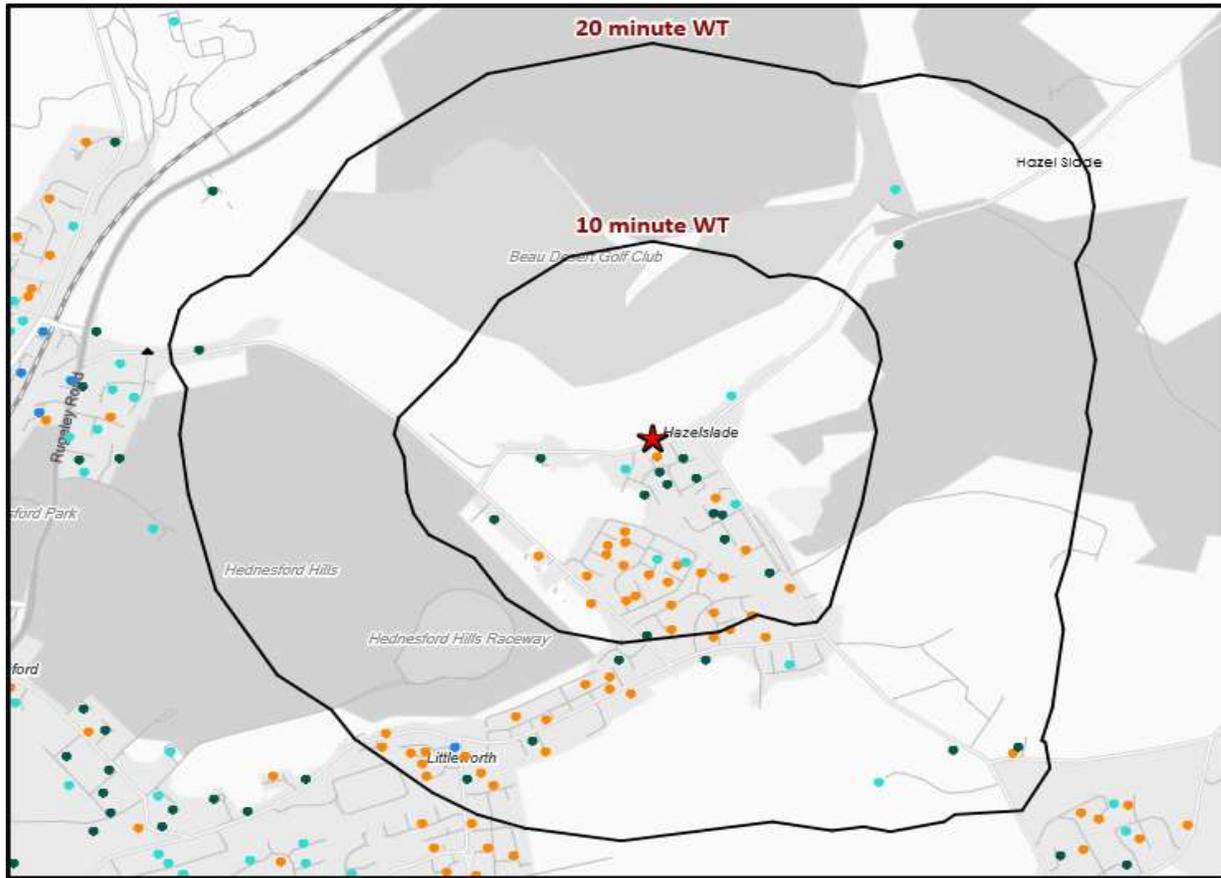
*Affluence does not include Not Private Households

Age Profile	18-24	144	221	15,081	91	85	81
	25-34	233	447	27,955	90	105	92
	35-44	245	430	27,125	97	105	92
	45-64	628	957	63,656	125	117	108
	65+	322	538	51,153	86	88	116



	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	970 (50%)	1,606 (50%)	113,180 (49%)	100	102	100
	Female	988 (50%)	1,590 (50%)	116,650 (51%)	100	98	100
Economic Status (16-74)	Employed: Full-time	608 (41%)	1,062 (43%)	69,525 (42%)	98	105	102
	Employed: Part-time	211 (14%)	353 (14%)	23,909 (15%)	109	111	112
	Self employed	141 (9%)	246 (10%)	14,584 (9%)	99	105	93
	Unemployed	53 (4%)	76 (3%)	3,816 (2%)	149	131	98
	Retired	191 (13%)	307 (13%)	27,807 (17%)	93	91	123
	Other	293 (20%)	398 (16%)	25,033 (15%)	99	83	77
Total Worker Count		324	435	98,576			

See the Glossary page for further information on the above variables



- 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	0	0	549	0	0	3
Young Adult - Showing I'm Cool	0	26	5,088	0	11	30
Midlife - Young Kids	925	1,688	59,425	187	207	102
Midlife - Carefree	192	316	53,307	58	58	137
Mature	455	563	64,449	103	78	125
Not Private Households	0	0	2,152	0	0	81
Total	1,572	2,593	184,970			

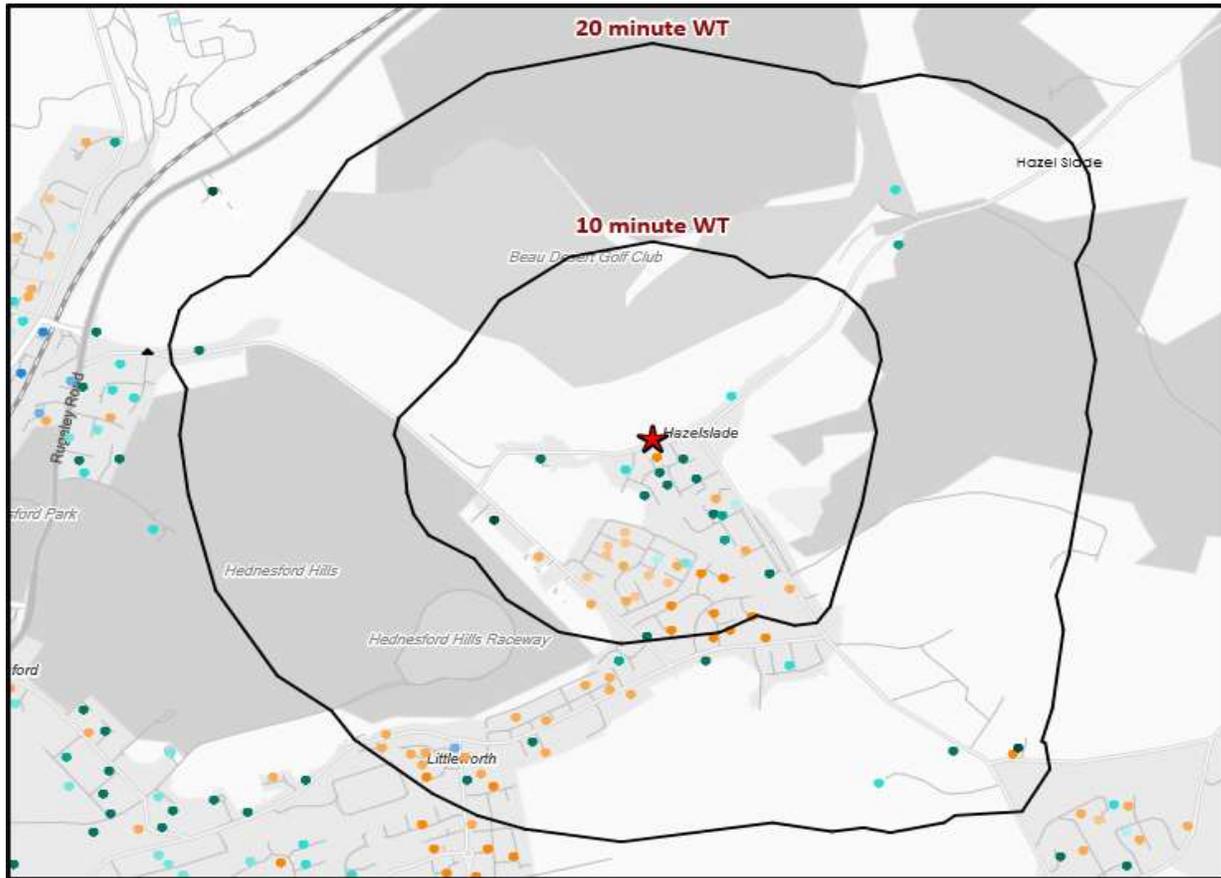
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 Pub Sites



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	23	0	0	0
Medium	0	0	0	0	0	0
High	0	0	526	0	0	8
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	26	1,773	0	27	26
High	0	0	3,315	0	0	40
Midlife - Young Kids						
Low	227	227	13,880	130	79	68
Medium	393	1,008	30,513	168	261	111
High	305	453	15,032	360	324	151
Midlife - Carefree						
Low	72	72	11,312	135	82	180
Medium	34	34	23,603	32	20	190
High	86	210	18,392	50	74	91
Mature						
Low	84	84	14,680	90	55	134
Medium	315	423	34,323	158	129	147
High	56	56	15,446	38	23	89
Not Private Households	0	0	2,152	0	0	81

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Total

1,572

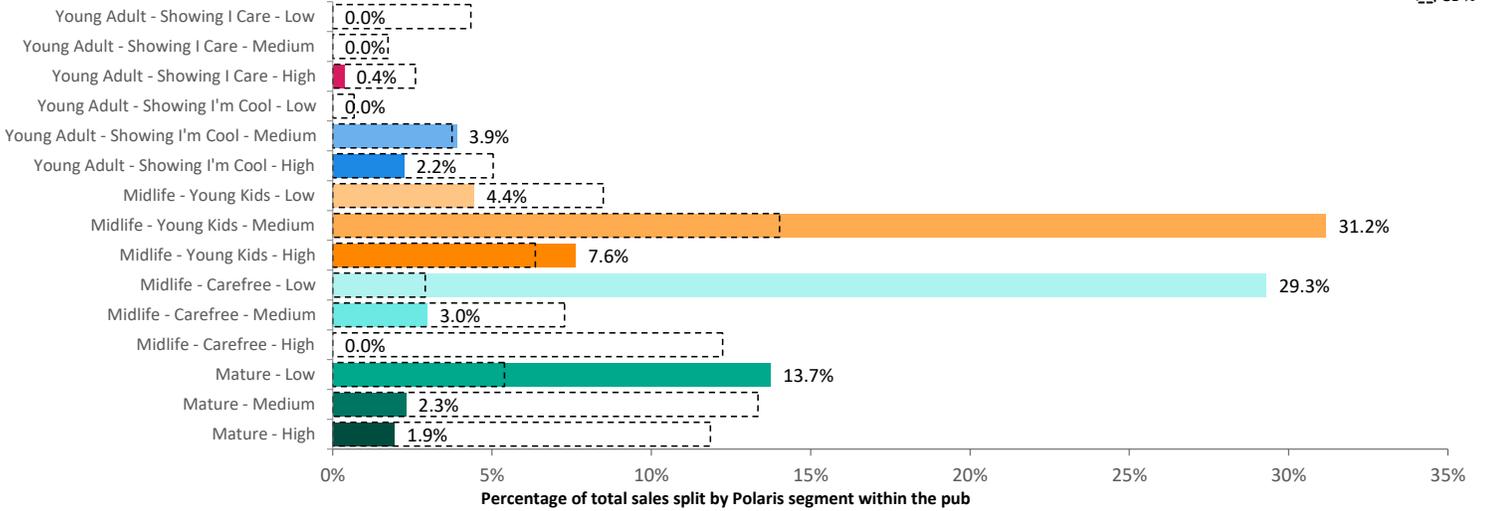
2,593

184,970

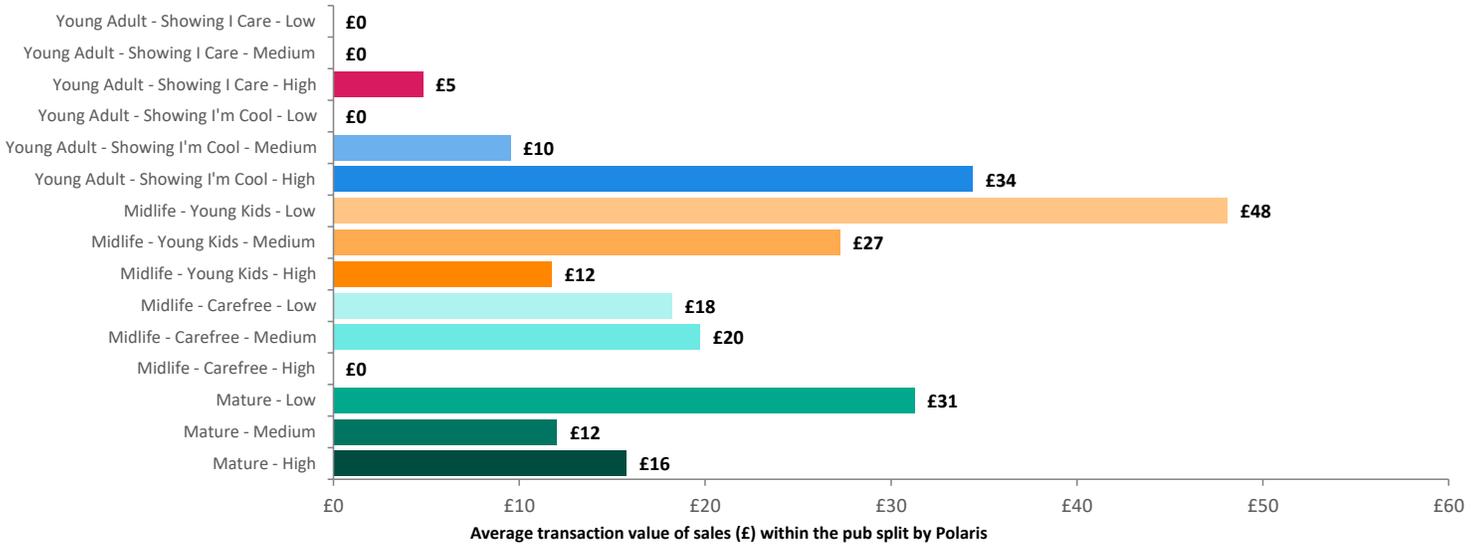
★ Pub Sites

Spend by Polaris

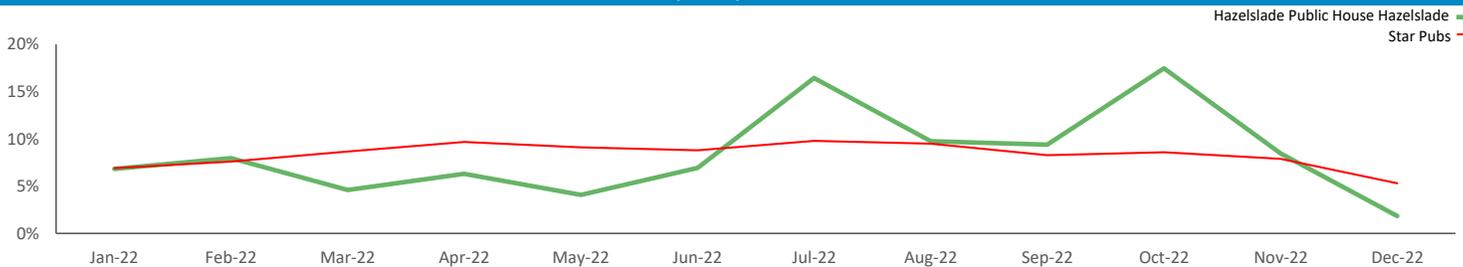
GB %



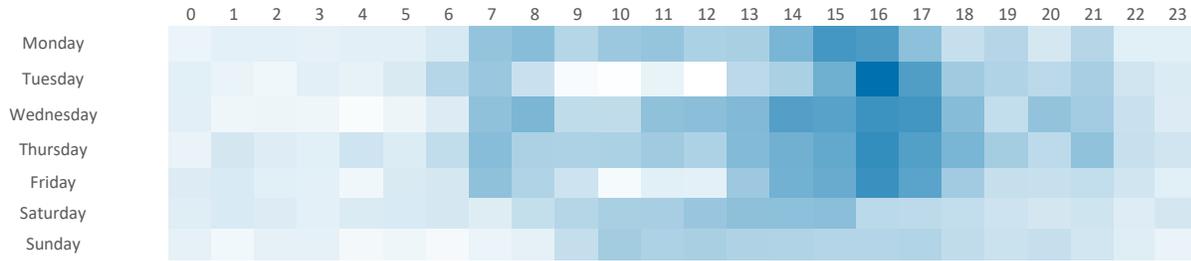
Average Transaction Values (£) by Polaris



Spend by Month

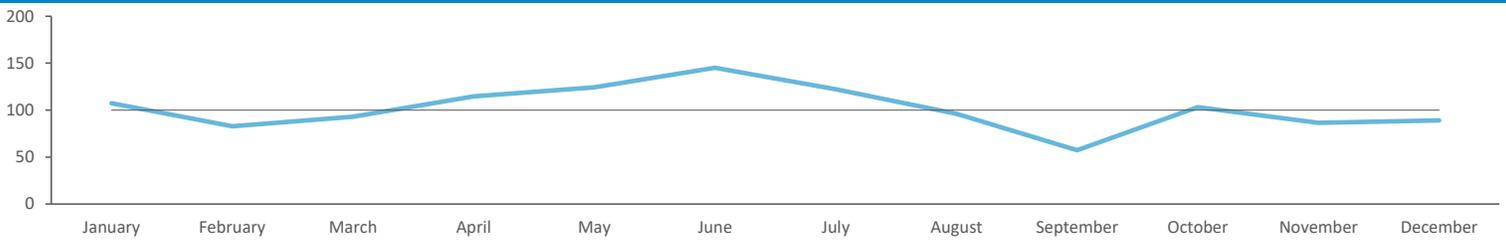


Time of Day/Day of Week



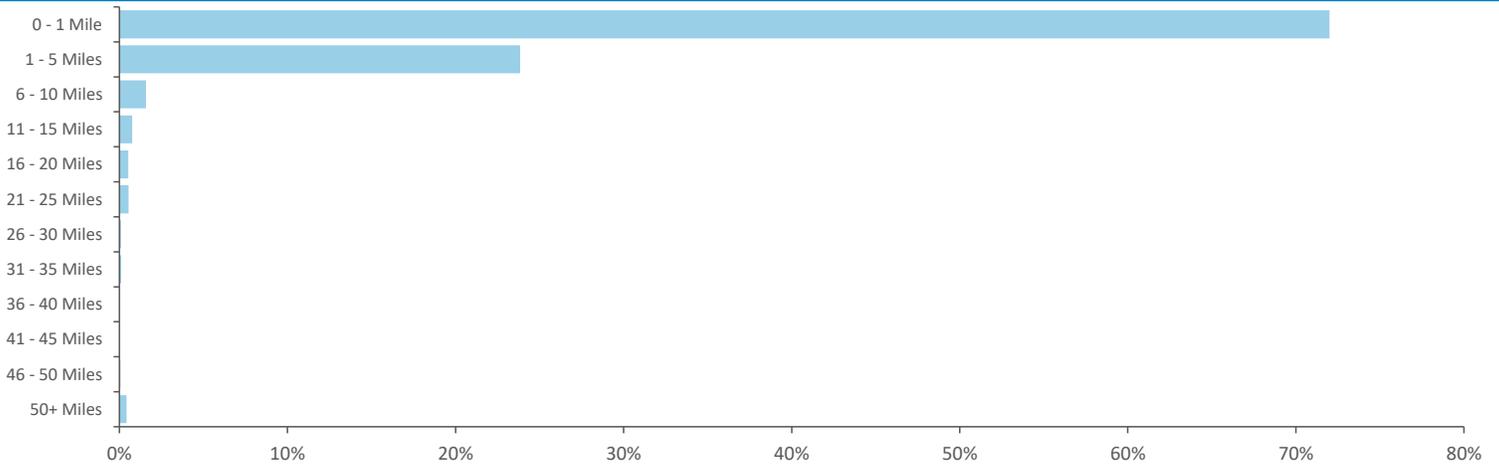
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

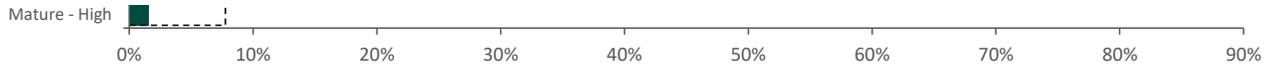


Mobile Data Summary - Hazelslade Public House Hazelslade



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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	Hazelslade	WS12 0PQ	Star Pubs & Bars	Community Pub	0.0
2	Cannock Rugeley Cricket Club	WS12 1QQ	Independent Free	Clubland	0.4
3	Beau Desert Golf Club	WS12 0PJ	Independent Free	Clubland	0.6
4	Littleworth Victory Working Mens Club	WS12 2HU	Independent Free	Clubland	0.7
5	Trafalgar	WS12 1HY	Marston's	Family Pub Dining	0.7
5	Hednesford Hills Raceway	WS12 1HY	Independent Free	Premium Local	0.7
7	Churchill Victoria Working Mens Club	WS12 1BQ	Independent Free	Clubland	1.1
8	Rag	WS12 0QD	Independent Free	Premium Local	1.2
9	Hednesford Bingo	WS12 1BT	Independent Free	Large Venue	1.2
9	Aquarius Ballroom	WS12 1BT	Independent Free	Large Venue	1.2
11	Bell & Bottle	WS12 4DE	Stonegate Pub Company	Family Pub Dining	1.2